

DESIGNMEMO

TO Dr. Londie Martin and Fellow Classmates

FROM Kalyn Daugherty

DATE December 4, 2023

SUBJECT Project 4, Digital Booklet

The attached portfolio features my work for Project 4, Digital Booklet. Included, you will find an inspiration collage, rough drafts, and a final draft. In this memo, I provide a rationale for my design choices.

Purpose

The goal for this project was to design an event poster that demonstrates design principles and elements such as typography, space, color, and shape. We needed to create a multi-page, minimum of 10 pages, document that showcased our ability to organize and choose cohesive designs. The booklet needed to include front and back cover, organizational features, such as page numbers, table of contents, headers. There were a wide range of possible ways to execute this assignment so understanding the purpose of each one was important when developing our projects.

Description of Our Audience

My primary audience is anyone that can appreciate photography, appreciate the works of a digital artist that is progressing, or even just a good photograph. Since the nature of photography is mostly kids and family, someone who has a family, cherishes memories, or who captures photos for other people would be the audience for this zine. This takes me to the secondary audience. When I was performing my own inspirational collage for this project, I found myself searching through many different zines to include those outside photography. Anyone who needs inspiration for a zine is a potential secondary audience for my zine.

Context and Design Constraints

The instructions for the digital booklet were essentially up to the designer. We were able to choose the size that we wanted as long as we produced a high quality booklet. 10 pages were the minimum requirement so the design had to accommodate that. The booklet is digital and technology that is available at home is advanced now. So there were no constraints or budget issues when it came to material needed. The topic is not of controversial nature, nor does it target any specific audience for a purpose.

Design Rationale

Media Choice.

The media used was created on digital platforms (Adobe Illustrator), so that it can be edited easily. Digital media is generally accessible.

Size.

I chose an 8 inch by 10 inch size for my zine. This is just a little smaller than a normal sheet of paper. Since the booklet is digital, I wanted it to be able to comfortably fit a computer screen. Also, the size does not affect the quality of image that shrinking or enlarging the photo excessively would do.

Color.

The colors that are used for the digital booklet are minimal. They are warm colors that showcase the artwork and don't take away from it. The photos come in a wide range of pre established colors, so the creams and pastel colors only compliment the work. Black and white fonts were used so that the wording was easy for reading and aided in the minimalistic design choice.

Typography

Through my search for inspiration, I found that I was drawn to the typography that was simple. I did not want to use designs that were hard to read. My photography tends to lend more towards vintage feeling. Being self aware of that led me to choose a typography that was similar in style to the work being displayed.

Arrangement of elements.

The arrangement of elements gives the digital booklet an easy layout to follow. The table of contents establishes what the book will have in it and on what page. The page numbers make the table of contents easy to follow. The synopsis gives the purpose of the booklet before diving into the work. This is basically a note from the author section. The photos are arranged in the same format throughout the page with margins between photos and margins on the edges being similar.

Graphics.

The graphics consist of photography that I have taken that back the synopsis of me wanting to preserve memories. Each photo offers its own editing style but is placed in a way that does not clash with each other. The back cover gives an ending, but also offers the design logo that we created for our first project.

Design Evolution and Reflection

I began the project by looking at ideas online. Then, I brainstormed a wordlist of the feelings, emotions and thoughts that I wanted to be evoked through the viewers. I found the colors that I was most attracted to and chose a design that I felt would compliment my photography. This was important to me because my photography is definitely a work in progress.

I tend to gravitate towards the more minimalistic style in design because I don't like the feeling of being overwhelmed that bright colors make me feel. The color palette offers a warm, calming feeling that I want viewers to feel from my work.

There were some things that were difficult for me. I tried to put words in the pages with the pictures but found that the quality of the picture was beginning to degrade. I hoped that the table of contents gave a description of the work. I was limited in choosing photos for the zone because of a new computer. Moving forward, the way that I save my work will be with the cloud so that it is more accessible.

Overall, I enjoyed the project and being able to create designs with my own work. I liked that I was able to utilize the logo that we made at the beginning. This gave the project a full circle effect for my learning process.