Project 1

For project 1, the goal is to use Illustrator to create drawings designed by ourselves with four color variations. I chose to do a drawing of a costume design, and the idea originates from flower. "Natural", "Monochromatic", "Analogous" and "Complementary" are the four color schemes I used for this project.

Before I start to draw in Illustrator, I first worked on the paper sketch. Then I traced my work using the pen tool and the pencil tool in Illustrator. At first, I did not know anything about closed path, and the layers are completely messed up. After seeing the demonstration in class, I redo the tracing and it came out to be much better. This time I was able to group all the paths together to do the next step — filling the color. I used Adobe Color CC to pick the colors and used live paint bucket to fill them. I also learned how to use swatches to save my color scheme and how to set base color to get all the different tints and shades of it.

Through the critique and the feedback from my classmates and teachers, I realized that there're many things I could to improve my work. I added faces to all of them. I also resized the square in the background and cut off some parts of the right foot to make the figure look like flying out. Besides, I made some changes to the color in different parts of the illustration and recolored the analogous.

Tool(s): Adobe Illustrator

Project 2

In project 2, we were asked to pick a typeface and create a poster that can present the characteristices of it. Before this project, our class watched *Helvetica* and I got attracted by the font that Bloomingdale's used that are also showed in the movie. Therefore I picked ITC Avant Garde for the poster. During the reasearch, I studied the background information and understand this font better. I did several versions and each of them focused on different ascepts of this font. One of them is adapted from the title of *Avant Garde*, the magazine where the font originally came from; one of them emphasised on the numbers; one of them utilized the unique shape of "Q" of this font.

For the final version, I chose to represent the "Q" shape in my poster. But I was not sure where to put the text box. I tried to drag the text box on the space in "Q". But the whitespace becomes an issue. Therefore I changed the layout of the typeface's name to balance the other things that are mostly in the left. I also tried to align the "Avant Garde" on the top, but then the connected part looks a little bit odd, so I gave up. I got the color from a 1970s poster, which was around the same time when this typeface is created.

This is the first time I learned the importance of letterform, and it really helped me to study the basic concepts in typeface poster design. I also learned to make different use of tools in Illustrator to handle letters. After this project, I get interested in typeface and decided to take DES 115 in the future.

Tool(s): Adobe Illustrator

Project 3

This project is aimed at making a poster in Photoshop for a fearturing leader. I decided to make a poster for Kurt Cobain, one of my favourite musicians. To get better understanding of him and his work, I read some articles and watched videos about him. I also kept listening to his music while I was working. He killed himself at a very young age, so I included his suicide note in my design to describe his choice of ending his life in this way. I cut his photo into bars and incorporate his other portraits to create a whole, but not continous, collage of him. I hope this could be a represntation of his mental world.

Because I did not pay attention to the syllabus , I didn't take time to detail my work before critque. I adjusted some flaws in the project: redid the masks on the hair, adjusted the size of the note in the background, changed the font from kabel to Bodoni Poster Condensed, and added a black-and-white bar to balance the whole image.

This project helped me to get fimilar with Photoshop, and I explored most of the basic tools in it. This is a really fun project as I can choose the leader you I like, and this makes all the work much more interesting and meaningful to me.

Tool(s): Adobe Photoshop

Project 4

Our goal in this project is to design an event poster for a leader about art or science. I decided to make a event poster for the Matisse/Diebenkorn exhibition. Matisse and Diebenkorn are both artists I really love, and I happened to have been to this exhibit. I made three kinds of designs at first, the final version is a combination of Matisse's and Diebenkorn's work.

The final design used Diebenkorn's *Ocean Park #27* to mask *La femme au chapeau* by Matisse, and left some parts of Diebenkorn's painting unchanged. There're some minor issues as my teacher pointed out — printing problem, low resolution, alignment on the top, and pixelated logo. I searched again and changed both artworks to the highest resolution images I can find. And I moved "M" up a little bit to avoid the annoying white space on the top. As The logo used a font specially created for SFMOMA, a modification of Futura, I retraced it, and it turned out to be much better.

This is the last project, and I think the hardest part is not Photoshop this time as we practiced for the whole quarter, but how to create a poster that can catch a reader's attention. The intention of the poster, the effectiveness of the poster is what I need to consider.

Tool(s): Adobe Photoshop

Exercise 1

Target of this exercise is to draw 24 original sketches. For this assignment, I need to draw carefully to have clear lines, and I have to use lines to create shawdows. I tried to create connections between two neighbouring images at first; I cannot come up with others at the last few sketches, so I gave up. I like to create shawdow through smudging the negative space, so this exercise was a new experience and was quite challenging.

Tool(s): Pencil, Eraser

Exercise 2

This time we need to use illutrator to draw our picked 12 sketches with a stroke weight of 1 point. First, I need to learn to use the scanner to scan my sketches into the computer. Second, I stuied how to place linked images into Illustrator. I encountered some problems when I tried to draw some of my sketeches. In the sketches, I was able to control the hardness of the lines, but since we were reequired to draw them with a continuous-weighted stroke, some lines of the sketches need to be eliminated in the digital version. This exercise is the fundamental class that started everything, I really learned a lot from it.

Tool(s): Adobe Illustrator

Exercise 3

In this assignment, the goal is to help us get familiar with guides in Photoshop, Illustrator and InDesign. The shortcut for the ruler in Illustrator is "cmd+"R". Pay attention to the alignment and remember to press "shift" are the key to this exercise. Though this assignment is really easy, it is of great help in our future assignments. Guide can help with aligning and is an essential tool for us to see where the marks and bleeds should go.

Tool(s): Adobe Illustrator

Exercise 4

For exercise 4, we need to use Adobe Illustrator to practice and try different types and usages of Illustrator's text tool. We tried filling a path with text, filling a shape with text, changing the line spacing and letter spacing, adjusting the kerning, modifying word spacing. Besides, we also made a 2D text and a text with mask. Before this assignement, I never knew that there're so many types of properties of text.

Tool(s): Adobe Illustrator

Exercise 5

We are asked to make our portrait out of characters. I picked a photo with me holding a toy octopus on my head. The hardest part in this assignment is to pick the correct letter to use and how to use it. For the octopus, I used a lot of "J", "I" and "\" to represent the arms. As I don't know how the create shadows, my face in this illustration looks bigger than in the photo. I put serval layers of text to get a darker value on the hair and the hat.

Tool(s): Adobe Illustrator

Exercise 6

Exercise 6 is designed for us to practice differnt tools for cut outs. Different types of photos should use different types of tools. For example, the tree image should use color range because the color in the photo is not complicated and is clearly divided. But I still need to fix the edges to eliminate the parts that are not selected through the color range selection. Magic Wand is a powerful tool, as long as we can utilize the tolerance and the contiguous option well. Lasso tool and pen tool are similar, they both require the user to manually trace the edges.

Tool(s): Adobe Illustrator, Adobe Photoshop

Exercise 7

Exercise 7 is Moiré & retouching the scanned image file. By despeckling channel by channel, most of the moiré can be eliminated. After despeckling, we did unsharp mask to sharpen the image. To clear the stains on the scanned image, I used content-aware fill and stamp tool. Fill is really easy to use and is powerful as well. However, for patterns, it is better to use stamp as it can sample similar pattern and apply to the part that needs to fix.

Tool(s): Adobe Photoshop

Exercise 8

Filters and adjustments are every important compenent of Photoshop. This exercise leads me to try different adjustments and filters that I can use in my future work. By adjusting different properties, I can change the final look too. One feature that I really like is the Hue/Saturation. I can change the object's color to whatever color I want it to be. Of course I need to be careful about the mask of the photo.

Tool(s): Adobe Photoshop

Exercise 9

Walnut and zipper is a really interesting exercise to do. The aim of this exercise is to practice some simple blending skills that can help us do better in the future design. What I find to be most powerful tool is the transformation tool. It can make the blending look natural, like it had been in this shape for a long time. The shadow, though, is very hard to draw. I used the burn tool, but in fact I still need to use brush to draw the whole shadow.

Tool(s): Adobe Photoshop

Exercise 10

In the last assignment, we worked on a template. This exercise is a good simulation of what will likely to happen in the future: group work. I need to make adjustments to other people's work. The hue for some photos that have a darker value is harder to change, so I need to adjust the level and curves to make it a lighter photo. The linked file is also new to me, but I like it a lot because it permits me do adjust things seprately. This reminds me of the idea of encapsulation in computer science, which I appreciated very much.

Tool(s): Adobe Photoshop