1. My first design (certificateDesign1) is focused on simplicity. I wanted to create a design that was simplistic, yet filling. I believe the red circle that extends off the page does this very well. The font that I used is SF New Republic (on ELC), and I decided on this since it looks quite modern and simple. I changed the text colors in the circle to be white to improve readability. Along with this I believe the transition from black characters to white characters gives this design a unique touch.

2. My second design (certificateDesign2) is an attempt to make a design similar to one I found online. I really like how they had the geometric shapes on the top left hand corner, however I did not like the original colors. The new colors I chose resembles the New Media Institute better. Next I created some lines to symbolize the progress in creating this design. This is the first design I did, where I altered the colors in the word "New Media Certificate". Along with this I chose a portrait orientation because the design is more appropriate for this layout.

3. In my third design (certificateDesign3) I wanted to emphasize the New Media logo. To do this I created a similar grid and replaced the geometric shapes in the previous design with these. Then I colored the blocks in the same pattern that the New Media logo is colored. Next I drew some empty boxes since they symbolize the "working lines" in the previous design. I changed the opacity of the boxes and erased portions around the words. I chose SF New Republic font for this certificate since it really highlights the modern look of this certificate. This is further enhanced by the fact that the boxes I created are "squircles", which is more modern than squares.

4. For my fourth design (certificateDesign4) I wanted to remove a portion of the blocks I created to simplify the design. Furthermore I decreased the opacity to increase the emphasis on the words "New Media Certificate". I put the words "New Media certificate" onto 2 lines for this design to emphasize it, since it should be the main focus of the certificate. In addition to this, I added a line for First and Last name onto this certificate since the original certificate had an area for First and Last name. This would allow the New Media staff to include student and staff names on the certificate.

5. My last design (certificateDesign5), I wanted to go back to a simplistic design. I had the main body of text on the top-right and the "New Media Certificate" in the middle of the page. I changed the font to Halvetica since the x-height made this font more 'box-y'. I kept the text elements from the previous design since I believe they are necessary for this certificate. Lastly I imported a brush from the web, and used it to draw the design on the background. To emphasize the words "New Media Certificate" I added a white banner and decreased the opacity. This allows the user to easily read the focus of this certificate "New Media Certificate" without hiding the background too much.