

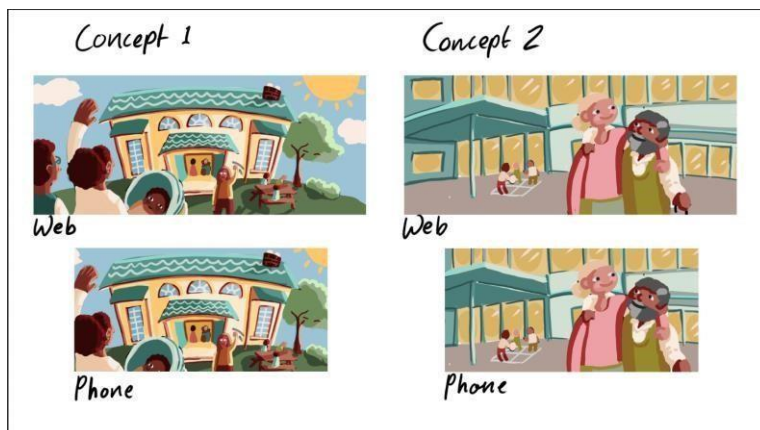
# Process report

## Client

### My brief

["C:\Users\Christian\Desktop\My-CV\work\BriefTOTE BAG.pdf"](C:\Users\Christian\Desktop\My-CV\work\BriefTOTE BAG.pdf)

### Illustrator's concept sketches



### Final concept sketch



["C:\Users\Christian\Desktop\My-CV\work\Concept final 1.tif"](C:\Users\Christian\Desktop\My-CV\work\Concept final 1.tif)

### What did you change between the two versions of the brief? Why did you make those changes?

There were potential changes I thought that I wanted to make after handing my brief to my client such as less text and more imagery and potentially boldening important words in order to make the goals of the design more apparent and obvious. However, I thought in this aspect my client wasn't as critiquing of the discussion of my brief and she initially liked and understood the brief and didn't think anything was wrong with it/wanted something changed so I didn't make any changes.

## **What feedback did you give the illustrator about their concept sketches?**

I first thanked her for both as they both looked well done. I told her I loved the second one a little more as it conveys the message, I want a little more. However one change I asked her to make was to make the people a little more refined so they would appear more obvious in terms of their different race and age group (the old man was good) just so the message I was trying to get across was more evident.

## **How did the illustrator respond to that feedback?**

She accepted it straight away and understood and told me “sure thing”.

## **How satisfied were you with the finished art?**

I was much more satisfied with the final illustration than I expected. From the concept sketch that I picked for her to go through with, it was obvious to see the refinement to the overall quality of the illustration and especially the characters which was good to see. The illustration fulfilled the requirements and displayed the message I wanted it to.

## **Did the finished art meet all the specifications listed in your brief?**

Yes it did and to a more than satisfactory standard.

## **What did you learn from being the client on this project?**

I learned specifically in the brief how important it is to get to the point faster/make the important bits more obvious out of large bits of text as including potentially irrelevant bits of information specifically in a brief is very dangerous when talking about the art meeting the specifications.

I also realized how important it is after you as the client sends the brief, that you keep checking your emails for feedback or potential misunderstandings (or maybe the file hasn't sent properly) that may have occurred and if the illustrator replies quickly, you don't want to leave them waiting otherwise potential delays in the Final art being delivered to the client on the proposed date will be you as the client's fault and I did forget to check blackboard after sending the brief.

# **Illustration**

### **Brief from client**

["C:\Users\Christian\Desktop\My-CV\work\BriefTOTE BAG.pdf"](C:\Users\Christian\Desktop\My-CV\work\BriefTOTE BAG.pdf)

### **My Concept Sketches**



["C:\Users\Christian\Desktop\My-CV\work\Concepts.pdf"](C:\Users\Christian\Desktop\My-CV\work\Concepts.pdf)

### My final art



["C:\Users\Christian\Desktop\My-CV\work\Concept final.jpg"](C:\Users\Christian\Desktop\My-CV\work\Concept final.jpg)

### **Was your client's Brief clear? What was missing, if anything?**

Yes, the brief was very clear and what I liked about it was that it was kept short and sweet (which is something that I wish I implemented into my brief).

### **What was helpful about the client's feedback on your concept sketches?**

Firstly, she was very quick in responding to my chat in which was good to see. She was also very complementized and requested a couple changes in a very short and understanding way but always asked me to do them in a humble way rather than demanding it. Overall, her feedback was very easy to understand.

### **What was challenging about the client's feedback on your concept sketches?**

One thing that wasn't a big challenge however I did find that she may have potentially been a little less critical and It may have been a little more helpful if she had to identify even the smallest details if they weren't done in a desired way so that I could have made the final illustration a little better (as I did sort of feel like my final one could have displayed her specifications even better).

### **What did you learn from dealing with a client on this project?**

One thing I learnt is that its really helpful if you keep asking questions in order to ensure that you as the illustrator not only meets the specifications but also goes beyond the specifications so that the client may come back to you in the future. Asking more questions can also make you as the illustrator feel more confident and feel prouder of the work that you have created and that is why I have learned to communicate more regularly with the client.