



Book Cover

Rationale

- I reimagined a cover for the novel *Open Throat* by Henry Hoke. It follows the perspective of a lonely mountain lion who lives by the Hollywood sign.
- Aesthetically I knew I either wanted the sky to fade into the bottom of the main image or for the bottom of the image to fade into black. I liked the idea of either a deceptively clear, open sky, or a hint at the underlying darkness in the book.
- I made the reviews read to represent the “bloody” imagery.
- I used a font that mimics that of the Hollywood sign.
- I added a very small image of a mountain lion to the “T” in the sign, and I wanted him to be almost indistinguishable to show how easily he was able to hide for many years.
- I added a tent and a campfire to represent a homeless encampment in the book that is pivotal to the story.

Process

- Downloaded image of the hills
- Cut and pasted a piece of the image over the existing Hollywood sign
- Extended the canvas vertically
- Added another layer and used the eye dropper tool to match the sky exactly
- Merged the layers and used the smudge tool to blend.
- Added the moon image
 - Resized and moved
 - Increased white point, increased lightness, increased saturation, and decreased opacity
- Generated the text and made them transparent using remove.bg
 - Inverted the title and subtitle so that they were white like the Hollywood sign.
 - Used fill color to do the red reviews at the top
 - Scaled and repositioned
- Merged layers, flattened image
- Added bloom effect to whole image

Logo

Rationale

- This logo is for an imaginary cat food company with simple ingredients and novel proteins. I wanted the design to be very simple, yet I wanted it to show a ruggedness to represent the clean, unique ingredients. I took inspiration from the class-provided link regarding simplicity and incorporating a design element into the text.
- For the brand I wanted to represent, I did not think it called for a lot of color. In place of this, I chose texture instead. I ended up with a worn grey that I really like and that I think suits the brand.

Process

- Pen tool in black to make each of the three lines to represent a claw mark
- Text tool to add the remaining letters
 - Resized and moved
- Imported a texture layer
 - Hovered over text
 - Ensured opacity was at 100%
 - Set the top layer as a mask, which caused the text and drawing to turn from black to grey, and added the texture

