

Case Study

Quote Illustration

PURPOSE

Illustrate the significance of the quote using two special effects (Clouds and Fabric 3D in this case) to enhance the meaning of the quote and incorporate the lettering into a single scene granting a sense of unity in the composition.



Final design of the quote illustration

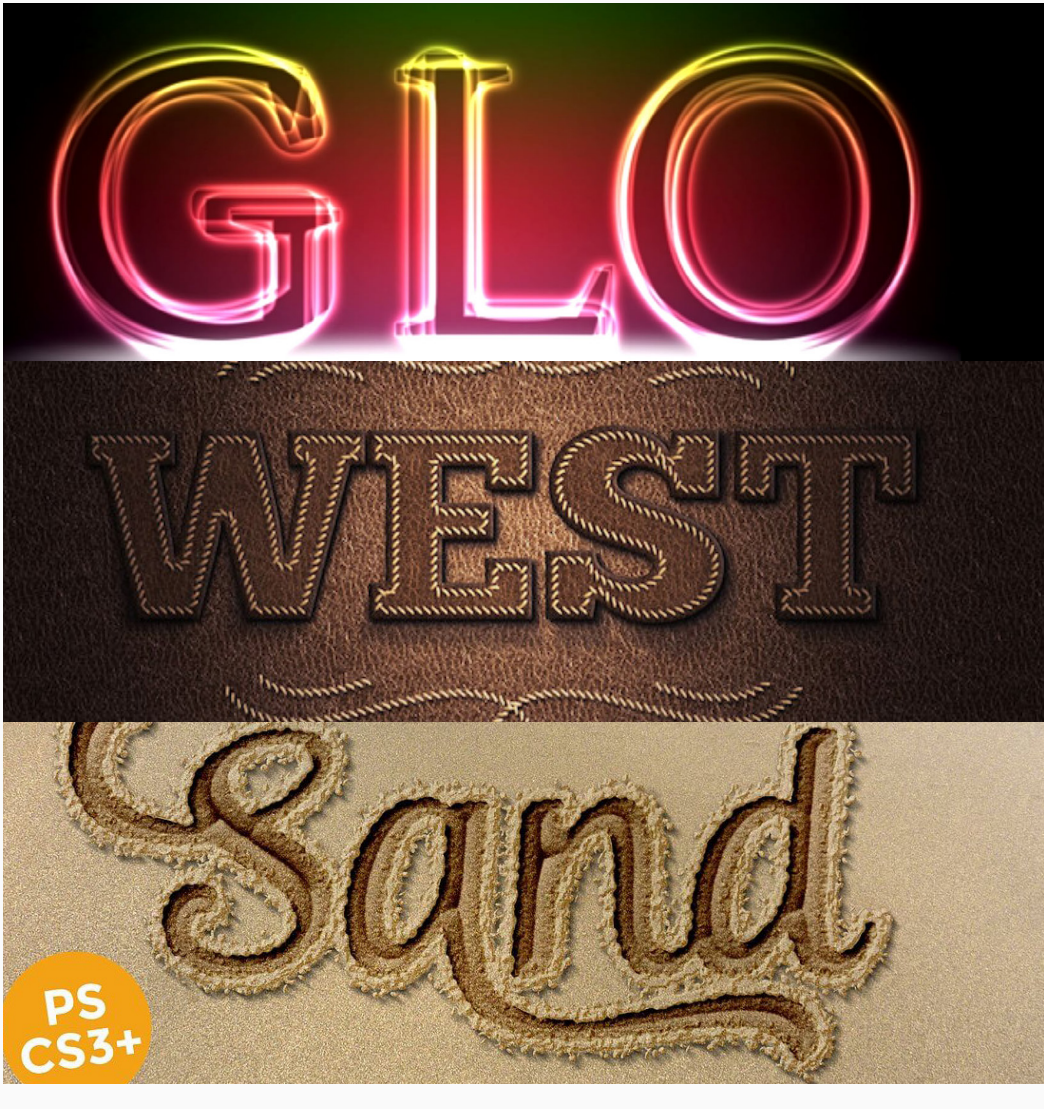
REQUIREMENTS

- Following Directions & Technical Specifications
- 2 Typographic Effects
- Background Design
- 150 ppi Image Quality
- Vector Demonstration
- Use of Layer Styles
- Good Composition
- Quality Color Print & PDF
- My Photo and My Scan included within layers of the document

PROBLEM

This project aims to teach the art of following directions and meeting all the requirements.

“Failure to follow any of the directions/specs above will result in a deduction. This is an ‘all or nothing’ requirement. In some cases, failure to follow directions, e.g. incomplete source files, will result in a zero.”



Examples of successful type effects

EXPLORATION

For this project, I wanted to do a quote on horsemanship since it is my dream to be around horses. I decided to use two type styles for the words art and horses. Art is what I do. It has many different forms, and art is the expression of inner self in a sensible form.

My passion for horses came from occasional visits to stables. I was fascinated by the idea of natural horsemanship from watching videos of people communicating without even touching a horse. A magnificent and graceful animal deserves to express strength and elegance in the word's shape, so I thought the display font you see to the left would fit very well.

For the tone, the overall quote must feel inspirational and bring warmth and softness to the viewer. I thought about using purple colors in the art to give the inspirational feel and illustrate it as a graffiti because I liked the style. For Art, I want a natural, handmade font that is almost painted, House Slant Regular. Possibly, the fire effect on the word horse would show warmth and strength of the horse.

I tried to combine Art graffiti on the wall, the copy text, and the display Horse. Am I doing too much? Then I found the background picture and it changed my whole thought process.

Horsemanship is the **ART** of the mastering
our own movements, thoughts, emotions, and
behavior. Not the **Horses**.

~ Mark Rashid

DISCOVERY & IDEATION

Switching the thought process from urban design with graffiti to a suburban working horse theme led me to the development of 3D wood and cloud effects. In the process of following instructions, the photo to the left was incorporated into the background layer but not used in the final composition.



A work-in-progress quote illustration



A photo of my brother's pretty face that is set in layers behind the scene

SOLUTION

The final composition consists of the ground and sky levels. I meant to pull the viewer with the beginning of the quote, “Horsemanship is the” for the quote to read correctly. I used centered focus and contrast to give weight and dominance to the first phrase. To balance the contrast with unity, I sent the phrase in between of the background and foreground; I created shadows and hid some parts behind the objects of the scene to immerse lettering in the space, but the letters are still readable because, through gestalt principle, viewers can draw imaginary line in places it is hidden.

“ART” is made of vintage fabric and has soft movements of the typography and of the 3d shape. The word's appearance shows the connection of human hand to nature. It shows how people try to mimic nature when they create art. Art is not only painted on a paper, it is born by nature, is everywhere, and has been in life since the beginning of times; therefore, the letters sit on a path of an old west rider and move from the past into the future.

The connection of art with horsemanship is in the next portion of the quote, so I tilted the “ART” letters to point at the last part of the first sentence.



Final design of the quote illustration

Currently, people practice the wrong method of horsemanship. Horses are beaten and abused with so many metal gadgets that bring pain to get the horse under control. It was a good thing to break the curious, playful, and free spirit of the horse with continuous pain and isolation from free space. The quote shows my hope to twist the method into the peaceful treatment of horses. There are some examples of natural horsemanship that, instead of breaking the horse, teach the person to create a bond and understand that horsemanship is about “mastering our own movements, thoughts, emotions, and behavior. Not the horse.”

Lastly, I put “Not the HORSE” part floating in the air to show horse's freedom, playfulness, and her soft, warm, acceptable character. “Not the” is less dominant, transparent, because it is not as important as my main word, but it is connected to “horse” with proximity and hugging movement. Sunlight brings warm hues to show softness of horse's character and embrace my hope for the good future of horsemanship.



An example of traditional horse training

CONCLUSION

The quote illustration design is a successful composition that delivers the meaning of the quote in direct representation of contextual definitions of specific words. This exercise helped me dig deeper in the meanings and improved the ability to develop non-linear visual hierarchy to fit the requirements while allowing the reader to read through the quote.