



PROJECT PROPOSAL

DESIGN

The design choice I made for this project might look a bit unusual, but that is my goal. I took inspirations from many sources: from magazines, artworks, websites and especially from famous graphic designer David Carson.

LAYOUT

The Promo Page project gave an opportunity to make something very interesting for myself. I'm putting the content that way so it will look interesting maybe unsatisfying for others. In one word it be a "rebellious landing page".

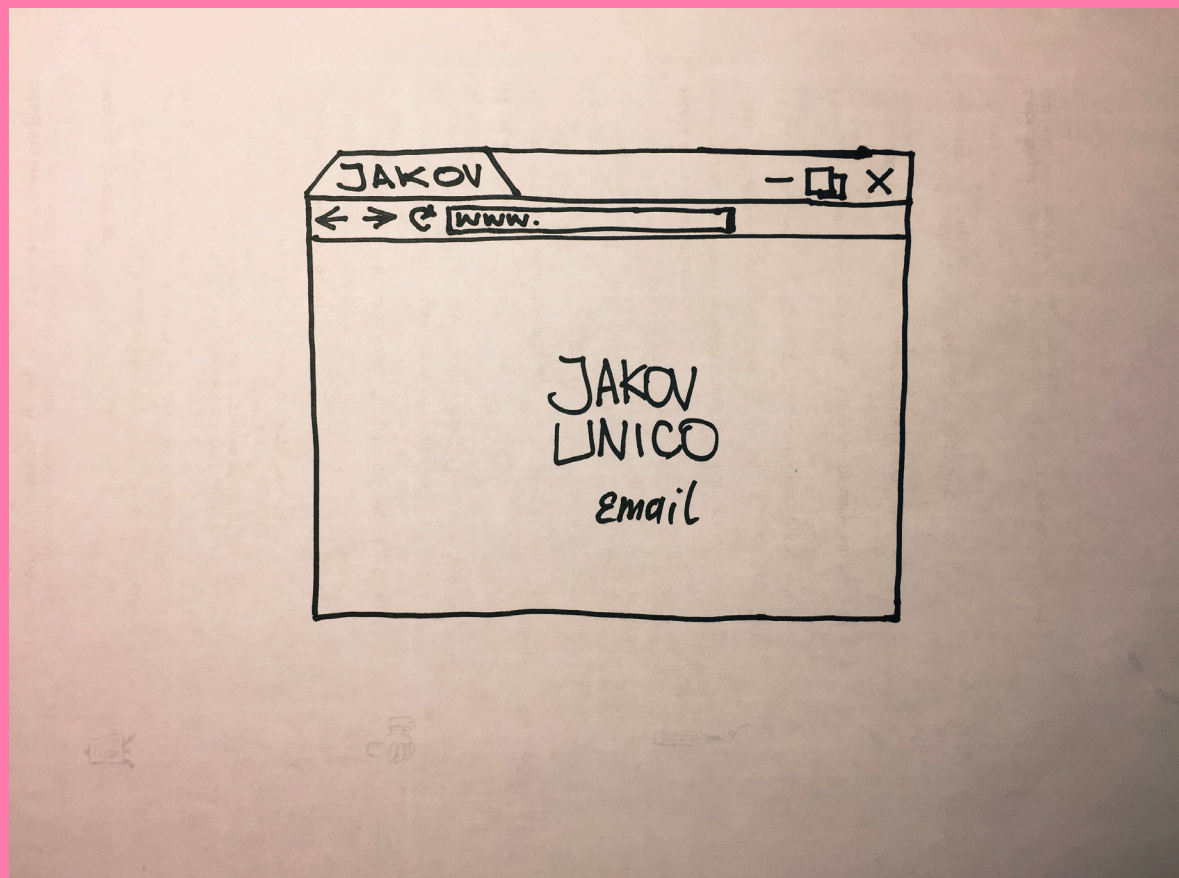
TYPE

When it comes to choosing typefaces I always go for playful or funky display type and simple, easy to read body typeface. For the landing page I want to use a "permanent marker typeface" as a display, because it's very funky and it resembles my interests. I like to use sharpies for some of my drawings and illustrations.

COLOR

I am very sure that the viewer of my page and project proposal would like to know: "Why pink?" And the answer is very simple. I love it. It is very trendy, I saw it many times, but interest went to extreme after I saw this color on the "PAPER Magazine" front cover.

SKETCH



WIREFRAME

LOGO

EMAIL

PAGE COMP



EMAIL



STYLE TILE



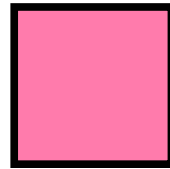
ADJECTIVES

BOLD

HIP

UNTRADITIONAL

COLORS



TYPOGRAPHY

HEADER *PERMANENT*

MARKER **REGULAR**

BODY *ASAP* **REGULAR**

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STYLE TILE JAKOV UNUKAINEN

