

~PORTFOLIO~

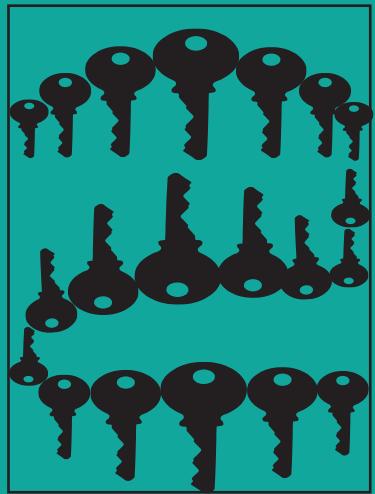




HARMONY



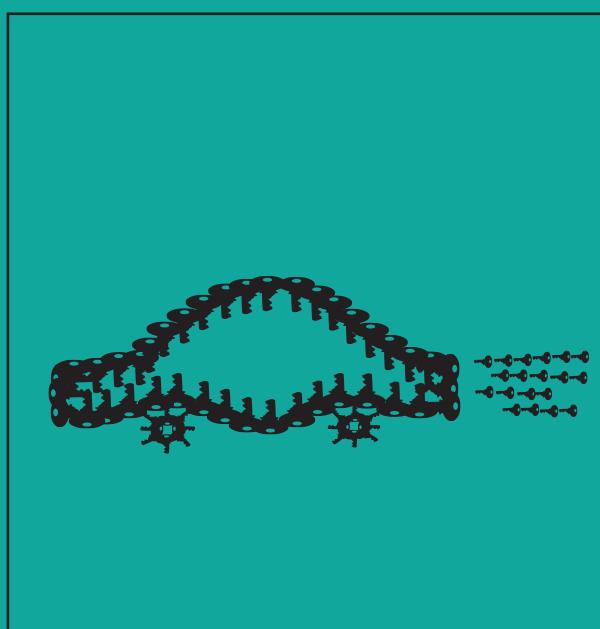
SCALE



RHYTHM



BALANCE

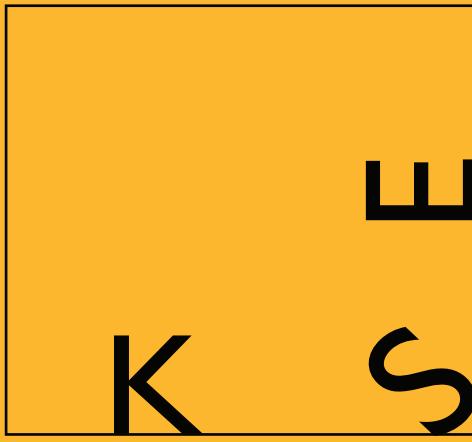


Movement

Keyforms

We had to design for categories such as harmony, balance, Rhythm, Balance, Movement using key designs given to us. I used my own understanding for these words and designed accordingly which was quite challenging as we just started learning illustrator. Used the key forms and created a typography with those to create object patterns.

Letterform



ACTIVE



FRAGMENTATION



STATIC



UNITY

This was quite interesting one, we had to create patterns with three letters that were suitable for the given pair of words such as active/fragment, static/unity. For these given words I made the letters portray the actual meaning and designed them. Such as for unity I constructed a pillar that with the letters that could symbolize the meaning.

Slogan Design

JOB TRAINING
In Progress!

JOB TRAINING
in Progress!

JOB TRAINING in
Progress!

JOB TRAINING In Progress!

Job Training
IN PROGRESS!

JOB TRAINING
IN
PROGRESS!

JOB TRAINING
IN PROGRESS!

JOB TRAINING
in Progress!

Designing for slogans was quite tricky as we had to consider all the aspects of the client and should also be suitable with the spacing alignment and how the typefaces compliment each other and other intricate details. The two designs designed are both serious and whimsy and also used a kerning for the first design and leading for the second one.

Slogan design -Color

JOB TRAINING
In Progress!

Choosing the right color is all it takes. Here are 4 of my favourite designs that I really like out of the lot. I used monochrome colors and for the second type I used 5 colors in the design which I liked a lot as it blended well with all the colors and gave a bright look on the top. I have also attached other color designs that I created too.

Breakfast Order sheet

BREAKFAST ORDER

Name: _____

Bread #1

- Plain Bagel
- English Muffin
- Everything Bagel
- Onion Bagel
- Pooppy Seed Bagel
- Sesame Bagel
- Biscuit
- Cinnamon Raisin Bagel

Meat #2

- Bacon
- Sausage
- Turkey Bacon
- No meat

SANDWICH SHEET

Egg #2

- Scrambled Egg
- No egg

Cheese #4

- Mild Cheddar
- Monterey Jack

Extra meat

- Bacon
- Sausage
- Turkey Bacon
- No meat

Breakfast Sandwich Order Sheet

NAME _____

Choose one from each

#1 Bread

- PLAIN BAGEL
- ENGLISH MUFFIN
- EVERYTHING BAGEL
- ONION BAGEL
- POPPY SEED BAGEL
- SESAME BAGEL
- CINNAMON RAISIN BAGEL
- BISCUIT

#3 Meat

- BACON
- SAUSAGE
- TURKEY BACON
- NO MEAT

#4 Cheese

- MILD CHEDDAR
- MONTEREY JACK

#2 Egg

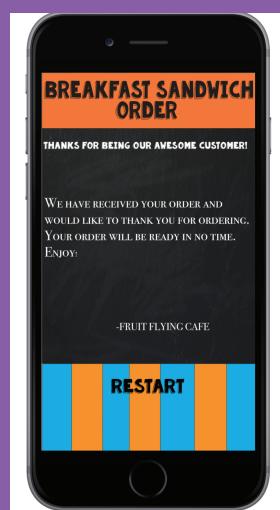
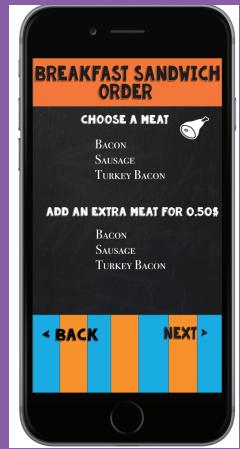
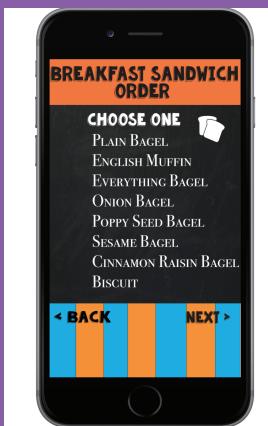
- SCRAMBLED EGG
- NO EGG

#5

- EXTRA MEAT \$0.50
- BACON
- SAUSAGE
- TURKEY BACON

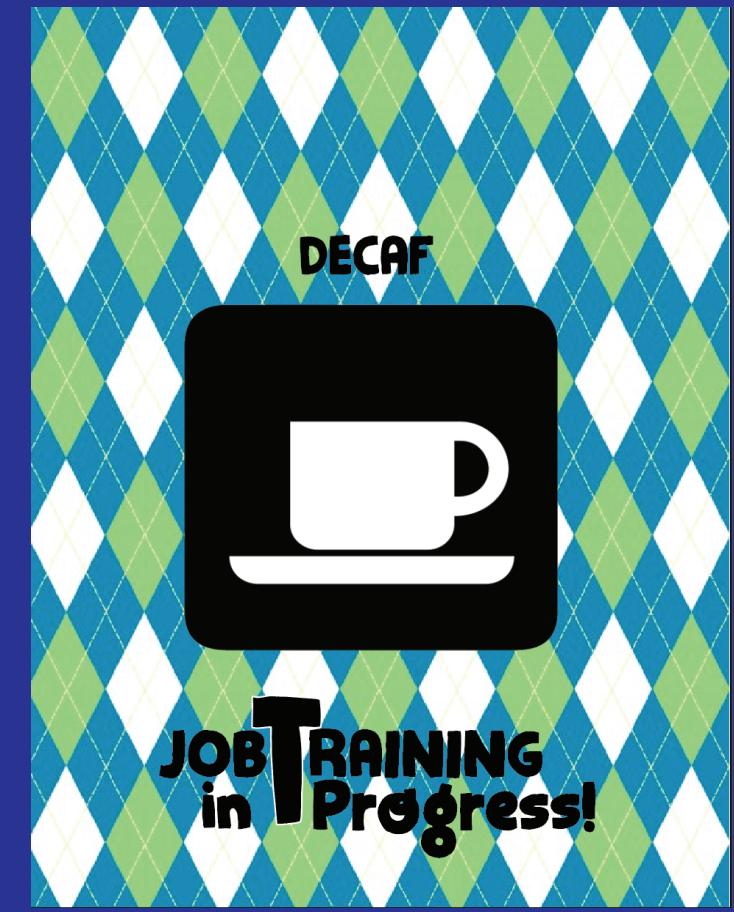
The two designs I designed considering all the basics that I learned. Firstly both the design has a different way of filling the information and I used different typefaces for the two designs considering serious whimsy in mind. I used two column grid for the first design and modular for the second.

Interactive breakfast ordering App



Based on the information received from the UB cafe and we had to design an interactive application for the cafe to place a breakfast order hence I stuck to the colors and the patterns used in the cafe and created a prototype. Also since used blackboard and chalk for their wall art ,I made the blackboard as a order board for the user to choose the options.

Airpot design



Airpot design was our first object design that we had and for the first design I used the comic character strawberry strongman the monochrome color selection and for the second one I used a patterned background and with black and white color comination for the text and icon that would contrast with each other and look bold.

Napkin design



I created two designs which are discrete for the napkin design. For the first design I used simple background and serious typeface and minimal detailing and for the second one I combined serious and whimsy themed background and designed with comic characters and icons to make it look whimsy.

APPENDIX

Letterfroms

Reflection on the Letterforms Letterforms concept is a way to use the required constraint and form a design depending on the concepts given. We were given 3 pair concept and we were asked to design using three letters using the concepts given. The interesting part was how you understand the concept and depict it using the letterforms. The first pair concept that I used was Unity and fragmentation where I showed unity by combining the three letters to make a pattern with 'K','E','S' using the Times new Roman typeface as its strokes are bold and elegant. Fragmentation means breaking into smaller parts and I showed that by the disintegration of the pattern that I created for unity using the futura typeface.

The second pair that I used was active and static ,where I used Comic sans for static as it is used for an informal use, whereas Active on the other hand involves movement and I represented this with Gills sans typeface as it shows some kind of movement.

Slogan(Serious and whimsy)

Serious concept I used Baskerville typeface as discovered that people are more likely to take the Baskerville font seriously than any other font, garnering as much as a 1.5% more positive reaction than other serious fonts according to the new york times. Futura Condensed Meduim and light font I used for my second design where I and the for the third design I used Avenir black, Roman,light font. All the three font used for the serious concept I used different fonts

Whimsy:I have used three different typefaces that I thought that is best suited for the Whimsical concept . Basically whimsical is fun and playful so I Used Lemon Cookie for the first design where its is a sans serif typeface looks more for a menu item as the pillar in the café has the menu listen on it. For the second design I used Freakshow and Grinches 2.0 which are new fonts that are usually used for movie posters and concert posters.I thought it fit well for the whimsical concept. Now coming to the combining concepts and creating two designs I Choose Ironman and shell lower for the first design where it shows the contrast between the two concepts and is implied. For the second design I use woodys and phosphate typeface and this clearly shows the difference between the two concepts and I used a wrap effect that makes the design looks nice and gives a aesthetic touch to the whole design

Slogan(Color)

We had to write about the overall reflections about how we started working with colors and how we had to work on all the concepts based on the activity given. There were few questions that were supposed to be answered.

What was your experience revisiting this assignment?

What was different the 2nd time around

I was wondering why we had to revisit the assignment and was confused but then every assignment was inter related and that's when I understood the importance of learning assignment and learning the concepts too. But when we got introduced to colors I thought we were done with the typeface concept but things got a little different and which got little exciting.

Revisiting the assignment was kinda good as we had a better design perspective towards the design to improve the quality of the design and how exactly each and every concept should blend in with other concepts and gave us all a better design perspective.

How have your designs changed now that you are thinking more carefully about color, type, and spacing?

- Are your designs “better” now?

Adding colors to the design was a little challenging but fun as we were given plethora of options and the challenging part was how we had to coordinate different concepts with all the concepts learned in our previous assignments and the designs to recreate a better design for the UB café which was a little insipid and out of purpose.

However, in terms of spacing I think designs have received a huge improvement in the design and this when considering the color assignment gave us a better understanding and gave me a great design that meticulously considered all the principles learned.

Which of your designs from this assignment is the “best” for the UB café • Why? • How do you see this slogan being used in the café? Well there was a lot of favorites chosen by the critiques but my favorite ones was the use of monochromatic colors and use of more than 5 colors and why cause the monochromatic defines the tints and the saturation and tones of the color which interprets the perfect blend of serious and whimsical and why the 5 colors because I choose 5 colors that perfectly blends with each other which I think suits better for the UB café and suits the theme too

Ordersheet

Based on the critiques received for the version 1 designs I made changes for the version 2 designs. Starting from the Typeface which was not readable and did not compliment each other for the first design and so I changed both the heading and the contents typefaces to chalkboard and Bodoni which was readable and legible. And also we had to align it using grids and I used modular grid. For the second design I had put a lot of information which was unnecessary and hence I had to keep only the germane ones and used column grid for the alignment. We had to exchange the designs with another person as a part of in class activity to understand the user experience of the design and I received a lot of positive and negative feedback. For the first design I used checkboxes and put the menu contents into a box which took lesser time to fill and was easy to understand. Whereas the second design was quite a struggle as the space between the options was quite less and the circle has to overlap with options which looked clumsy and I used box for additional information that created a constraint for the user to fill in the box. On the whole the second design took a longer time to fill. Considering the above discomfort I have made changes and created the version 2 design.

Considering the Existing Breakfast Sandwich order sheet design of the café I redesigned by eliminating the cons of the existing design. For the first design I have used Marker felt Typeface for the heading of the Order sheet as the typeface looks hand written and suits well for this concept. Also positioned the heading in such a way that the menu details are sandwiched in between. Coming to the menu details I have used Iron man font as it is readable and bold including check boxes so that customer can check based on their preferences. I added General information of the customer such as the name, date which were missing in the previous design along with the staff name and signature of the staff taking his or her order.

Coming to the second design I have used AnAkrönism for the Headings and Petangue Demo for the menu details. To show difference in the design I have used boxes so that the details are symmetrically placed and have a good balance with the typeface.

InteractiveOrder Application

- How are your interactive designs different from order sheets designs?

The sheet which was black and white and did not contain any interaction other than makings and it was just plain and nothing creative or colorful. I used a lot of vibrant colors and made it interactive and whereas the paper is black and white. I added the café's logo and by using the same color combination that they used for the café's interior to establish connection.

- What changed from V1 to V2 in the interactive prototypes and how did the critiques inform these changes?

From V1 to V2 I didn't the design as such, just the interaction type I changes it as the users where finding it a bit difficult to see how the transition happened. The first version I did not include sign up options but the second one I included the sign in options and also included other menu options for smoothies and coffee.

- What design language were you using for these designs, and what design choices did you make to reflect it?

The design language was supposed to be attracting the customer to use the app and make the app more clear and functional so the customer Can use it with ease. Hence, I selected appropriate colors and images that looks vibrant together.

- What recommendation do you have for Steve regarding these ordering sheets?

I Think there needs to be both a paper and a app for those who are not around the café to place the order. Because the customers does not need to wait to order instead use the application which is time efficient.

Airpot

We were asked to design for the Airpots in the UB café, firstly I was a little confused as we've never done for a real object before with the scaling issue and the correctness and choosing the right color details. But when I started designing it was so much fun working with colors, background slogans and everything looked colourful. But there came the catch as to how to blend all of this and create a perfect design.

DESIGN 1:For the first design I wanted to make it colorful using the strawberry strongman and using monochromatic color combination that could bring out a whimsy and serious combination. And also made the comic character balance on

the T strand as he's a strongman.I didn't want to use any backdrop and so I wanted to keep simple and so got rid of the background.

DESIGN 2:For the second design I wanted to use a black and white and coffee brown palette and design with these colors so that I can stick with a comical backdrop.I used a coffee stain background and then used a coffee mug icon and also used the whimsy slogan

Napkin holder

Based on the critique for the version 1, I made changes for the version 2.I received a lot of positive feedback from the version 1 for the usage of color and typeface and the concept.

- What changed from V1 to V2 and how did the critiques inform these changes? For the Version 1 I had to reduce opacity of the image so that it could blend with the background. For the version 2 I removed the white background from the images to blend well without any gradient effect.
- What was your experience performing and receiving critiques through Box?How was this different from in-class critiques?
It was not all different but I did receive a lot of legitimate feedback because we had a smaller amount of design to critique. But I like the way how we were grouped to critique as it was all fun.
- What design language were you using for these designs, and what design choices did you make to reflect it? I planned to create a bright and bold and also a positive design that could call the customers attention. Hence I used vibrant colors with a blending typeface also chose a color pattern that reflects whimsy and serious or one design and a serious concept for another one.
- What field trip data informed your designs? The images were useful while designing for the Napkin holder also gave me an idea as to where to start .Especially while designing for the air pots and the design language was quite similar to the air pots. Also, kept in mind the things Steve wanted to include the slogan and I also included the mission statement for the first design and included icons for the second with the comical characters.