VMD 105

Introduction

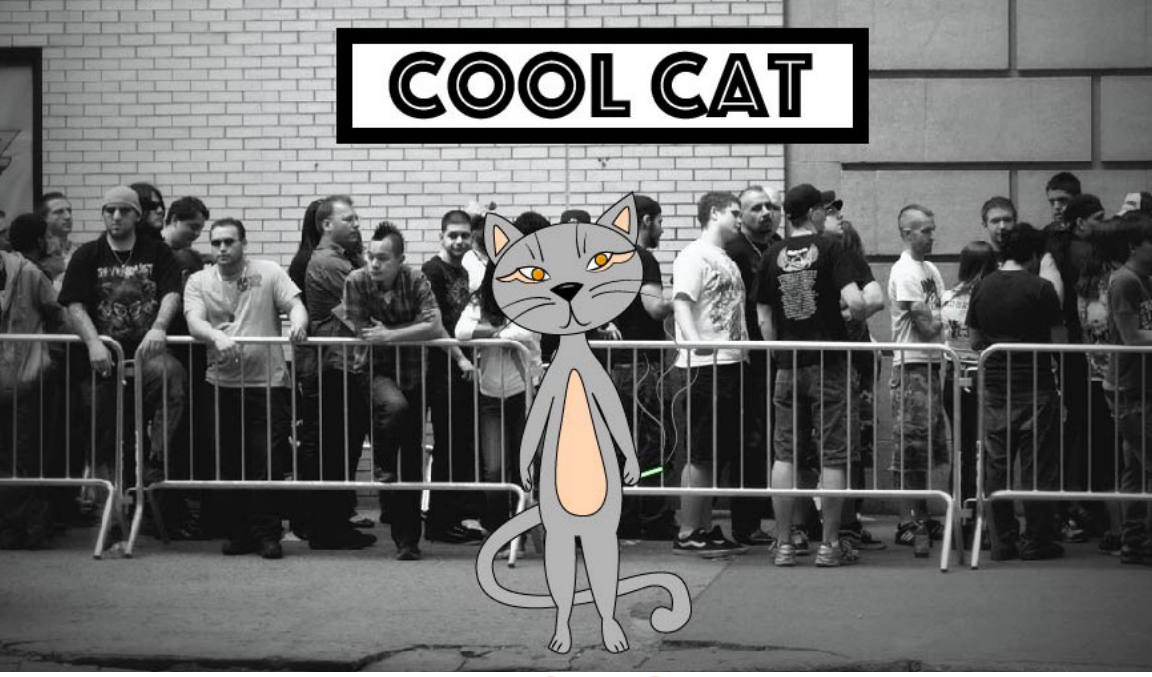
I am taking VMD 105 to expand my digital skillset. I want to design quality digital art for advertising. I am using soft, femenine colors in this project to showcase my personal style, meanwhile adding some funk with my font choices.

Kim Hernandez
khernandez.sf@gmail.com

RASTER

Raster/Photoshop

The raster project was difficult because I have no prior design experience. I was unsure about my color pallete, placement, balance, etc. I was also unsure about the photo I used as focus. As far as technicalities, I found Photoshop relatively simple to use. So once I got started, I ran with a funky, 70s vibe.



VECTOR

Vector/Illustrator

The Vector project was inspired by my own cat. I used my own doodles as a guide and made tweaks on Illustrator as I saw fit. It was freeing to express my own interests - music and cats - in this project.

FELINE FINE

TIME BASE MEDIA

Time Base Media

With this project, I wanted to do something silly. Sticking with my theme from the Vector project - music and cats - I added funky music playing through an old school boombox. I created a flow of musical notes flowing upward in a way that the video could be played on a continuous loop, change unnoticed.