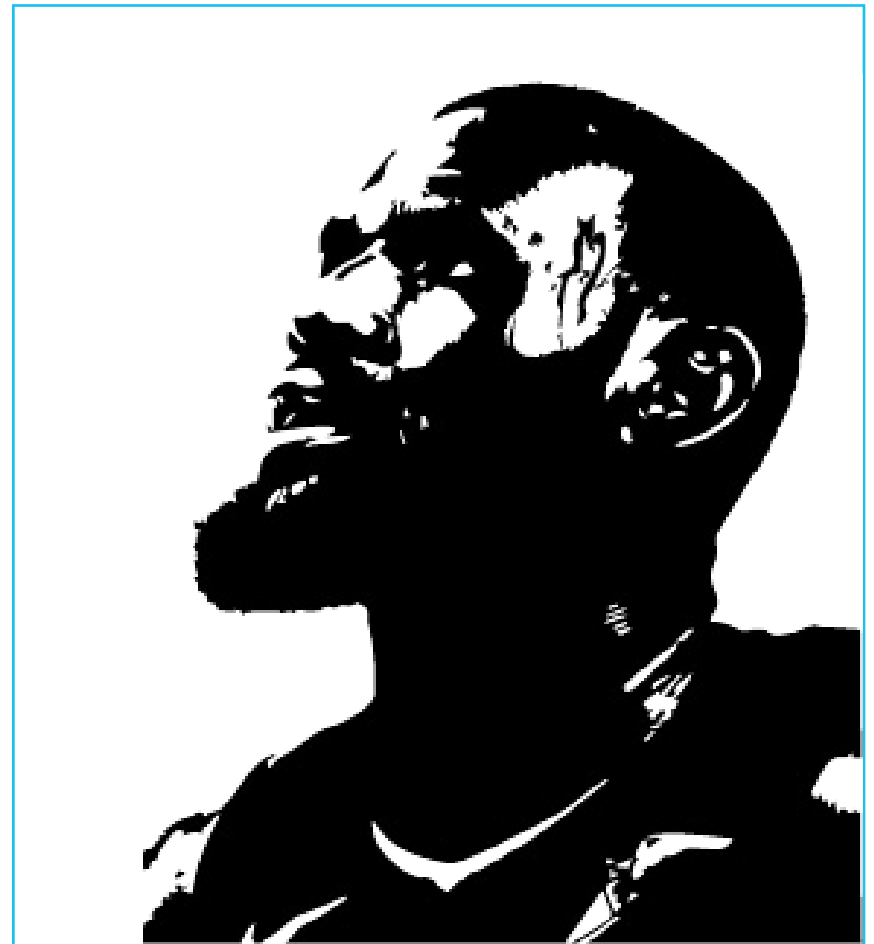


PROCESS BOOK

DIGM 1350

Noah Hendricks

Summer 2021



I showcased the many great qualittites of LeBron James through the adobe cloud software of Illustrator, Photoshop, and InDesign. The variety of software’s used throughout the class helped me craft my digital media design skills and create life out of an artistic piece. At the beginning of this process I had no idea how to use any of these applications. As the course continued, so did my skills and their progress. My 2 projects really show the progress of my Adobe skills and how they have developed over time.



Project Introduction

“Don’t be afraid of failure. This is the way to succeed.”

– LeBron James

Research Summary



The life-changing person I chose to represent throughout my two projects consists of the “chosen one”, LeBron James. I showcased his many great qualittites through the multiuple tools we used throughout the Adobe software. As my project continued to evolve, so did my interpretation of this iconic figure. LeBron James is well known for his basketball talents within the NBA, but throughout these projects I was really able to explain all of his good deeds and giving aspects to society regarding his life. He does much more off the court than people realize including charity donations, camps for kids, and USA olympic representation.

LeBron James

Project 1

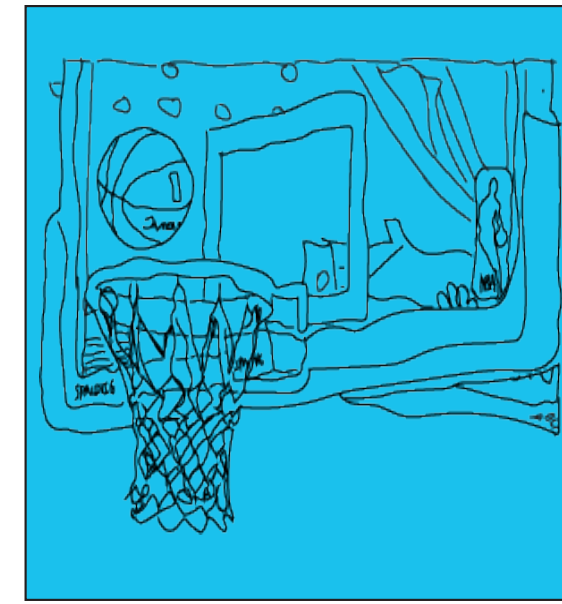
Informative Poster



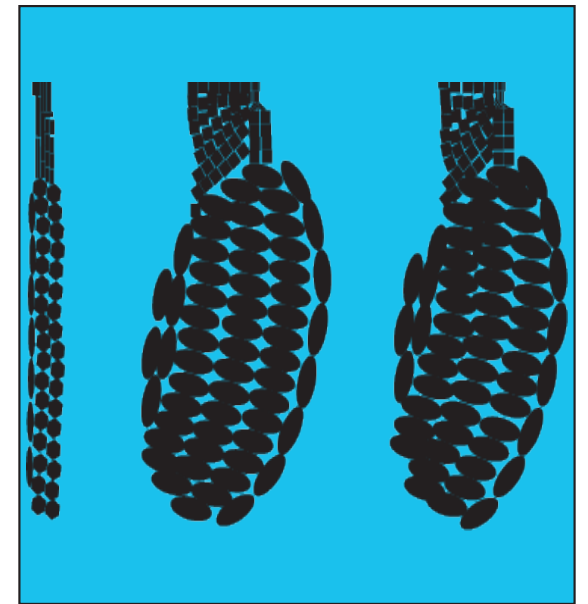
Image Stylizations



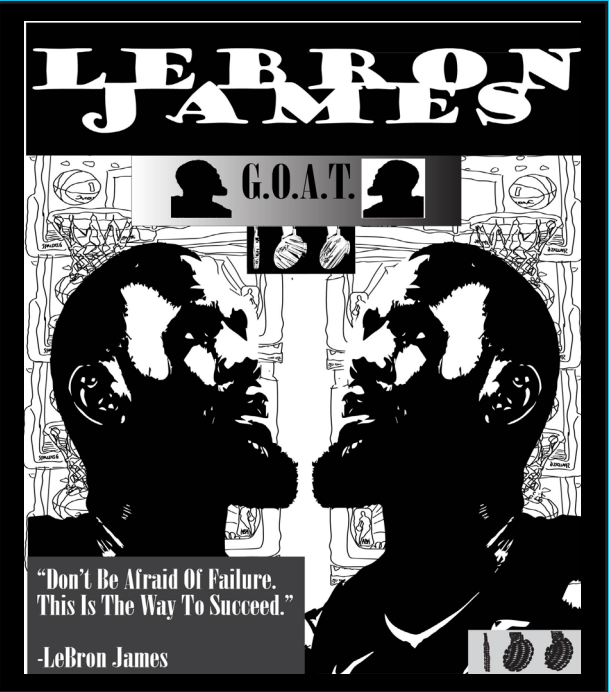
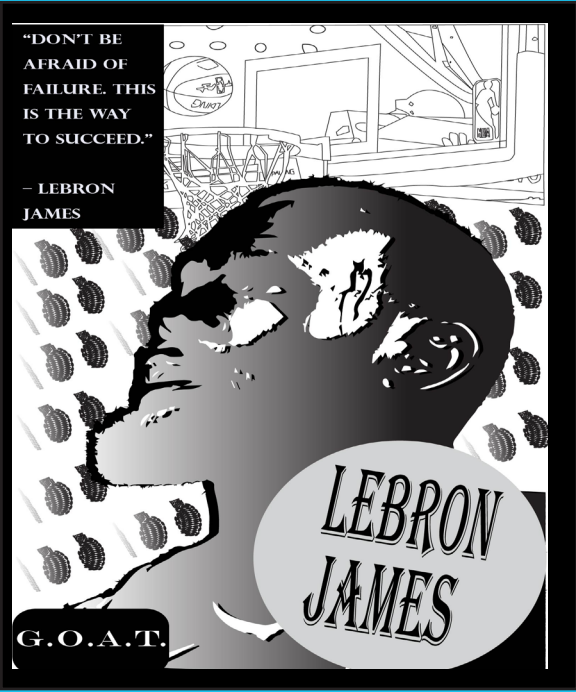
My first stylization is a silhouette portrait of LeBron James. The figure came out exactly how I wanted it too, but I feel like there could be much more detail added to it. If I were to redo the stylization for this image, I would go back and add more minute, significant details within the artwork.



My second stylization is a gesture drawing of a basketball goal along with a basketball. I was pretty happy with the outcome of this at first. Although I do wish the lines were a bit more sharp and on point, I think it came out really good displaying the overall idea of basketball.

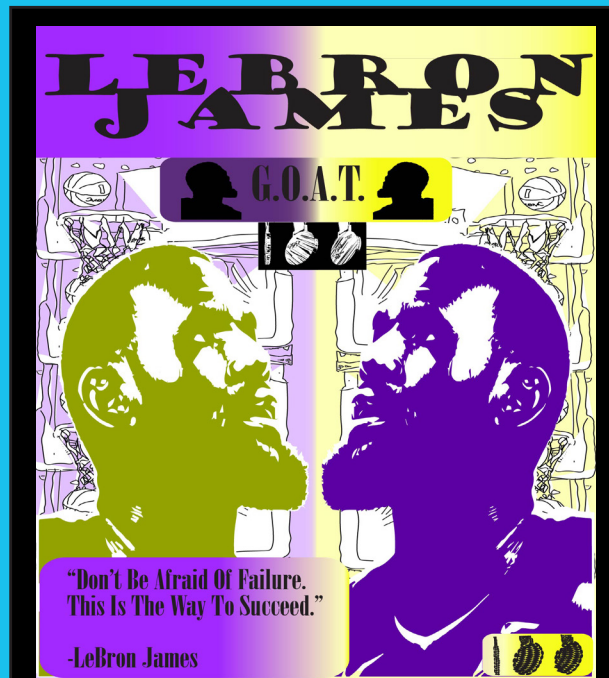
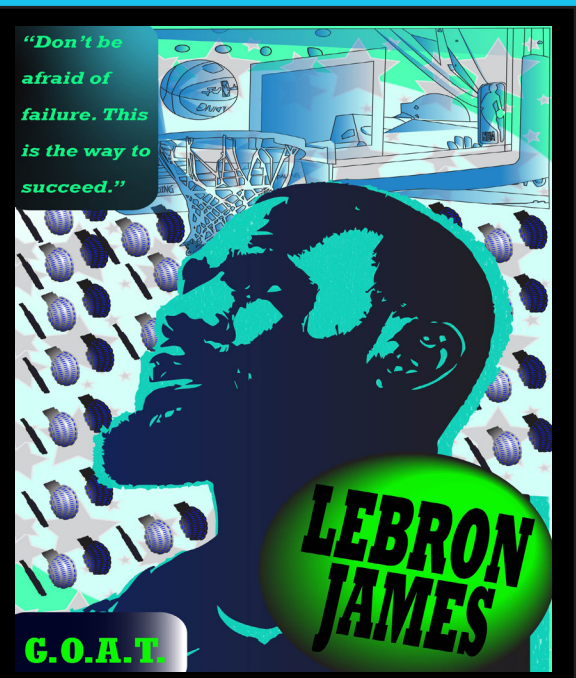


My third stylization is a geometric figure of LeBron's USA olympic medals. I feel like I filled in the medals pretty solid with ovals, and the cloth with squares/rectangles, but the outline of each one could've been much more precise. All in all, I feel like the pattern works well, but the fill could be tightened up.



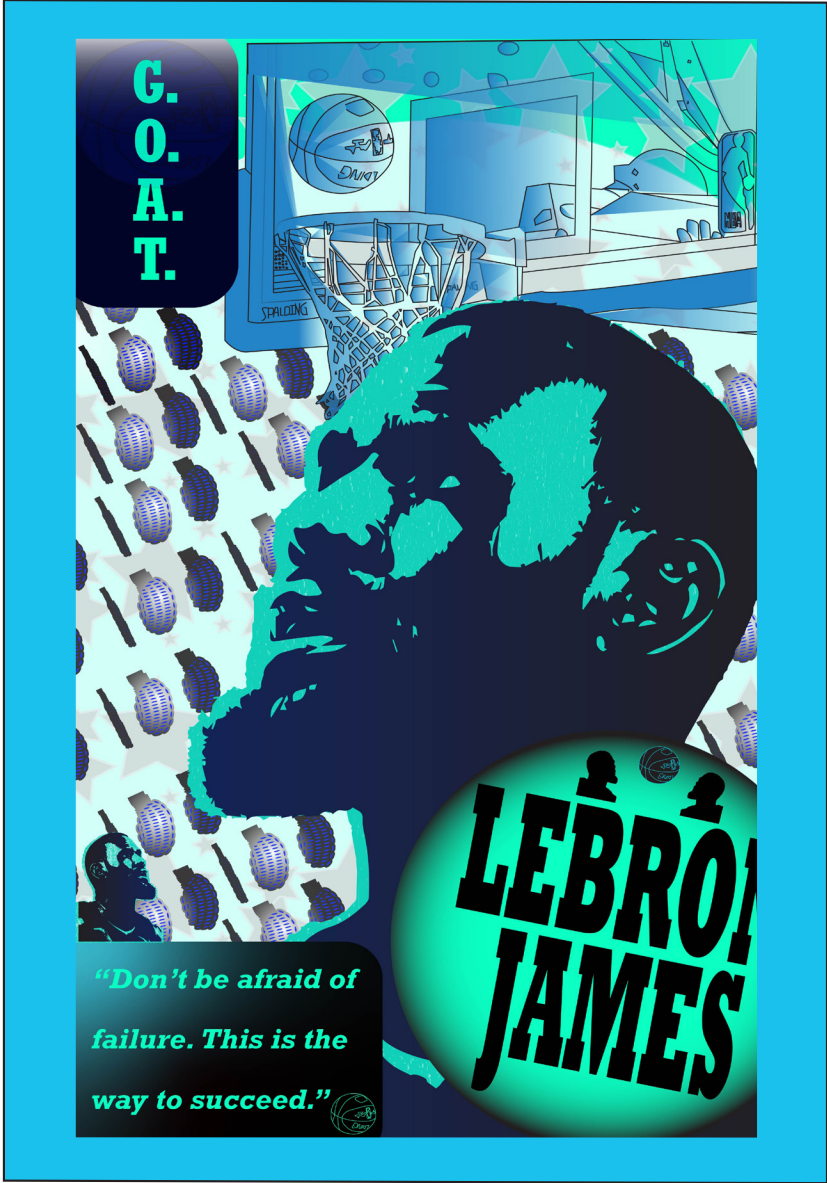
B&W + Color Comps

I created two black and white compositions at this stage of project 1. I was able to use the combination of my stylizations and Adobe Illustrator skills to learn various concepts within the design process of a poster. Also, during the making of this design, I was able to learn many different techniques regarding page layout as well as opacity scaling. At the end of the day, I was extremely happy with my two black and white comps, for I feel like I have polished so many skills within poster creation through the Illustrator application.



At this stage of project 1, I added color repetition to my two black and white comps to create my color compositions. I was able to really learn color patterns and palette blends at this stage. I used a different color theme for each comp, and I really feel like I brought these informative posters to life. As I reflect on the color design process, I really wish I was able to somehow use the yellow and purple theme for my final, because those are the colors of his team. All in all, I really learned so much regarding color blends and how to create eye catching figures through the color comp application process.

Final Poster



My final poster was created through all the skills and techniques I learned in the previous steps. It was a hard decision between the two posters, but I feel as if this one brought out the immense details of LeBron James fully to life. I like the color scheme I ended up using, for it really complimented the foreground to the background. Looking back, there are a couple of things I think I could've adjusted. For example, I know my background is a little too busy, as well as my highcontrast portrait of LeBron being covered a bit too much. At the end of the day, I learned so much throughout project 1 and can proudly feel accomplished with my work. I am very happy with the outcome of this informative poster.

Project 2

Panel Series

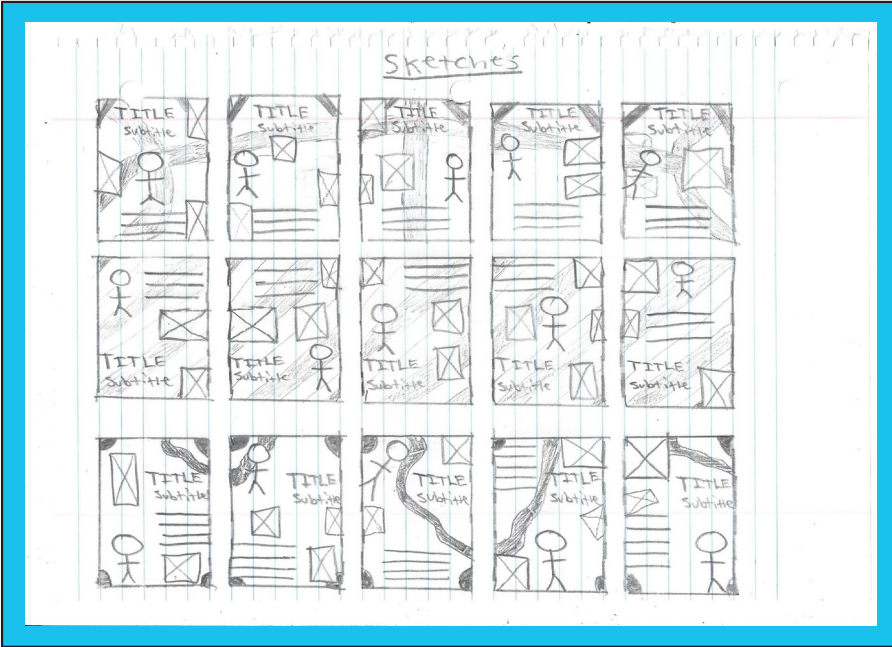


Inspiration & Sketches



I was greatly inspired by the collage posters and trading cards of LeBron James. Seeing his many different personality pictures molded together into one shot really gave me the bright idea to tell his story through words. This allowed me to really describe his true character. So many people view LeBron as just an NBA player, but again he is so much more than that. I really had a great appreciation for all that he has given back to society and I really wanted to help educate everyone with all the good things he has brought to our world. I was very inspired to tell his story through different panels.

At this stage of project 2, I created three different thumbnail sketch designs. Each one varied with its' own unique layout and text/image placements. The hardest choice for me was deciding what to use as my main panel series background. At first I wanted to use a basketball format appearing across all five panels, but because I really wanted to tell LeBron's story of being more than just a basketball player I thought it was much more appropriate to use the USA flag instead.



Final Panel



Generosity

Lebron James is so much more than just a basketball player. He is such a class act and displays that through his strong will and dedication to helping kids less fortunate through charities by donation. Also, he has started up his own charity called "The Lebron James Family Foundation" where he serves over 1400 kids in his "I PROMISE" program in his hometown through time, resources, and attention.

1

The Lebron James Story



Representation

Lebron James is very courageous and bold, for he has helped represent Team USA to 2 gold medals and 1 bronze throughout his basketball tenure. He played a vital and rather lead role in his 3-time Olympic run. Lebron helped bring ill-will spirit to our country and made sure never to come home empty handed.

2

The Lebron James Story



Inspiration

Lebron James is such a family man who cares much about the community and society around him. He does so much for kids by holding his basketball hoop camps for children of all ages and really homes in on delivering his knowledge about the game to share it with his fellow camp kids. Also, majority of the money he makes from these camps go to donations for charities as well.

3

The Lebron James Story

Series



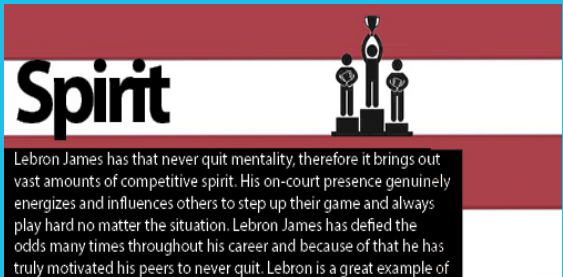
Dedication

Lebron James' determination to his craft is where he was able to unlock his success. He became such a dedicated and determined man at such a young age to the game of basketball, it really inspires and motivates those around him to be better. Lebron James sets a phenomenal example of hard work leading to success.



4

The Lebron James Story



Spirit

Lebron James has that never quit mentality, therefore it brings out vast amounts of competitive spirit. His on-court presence genuinely energizes and influences others to step up their game and always play hard no matter the situation. Lebron James has defied the odds many times throughout his career and because of that he has truly motivated his peers to never quit. Lebron is a great example of never giving up and sets a great tone for the next generation.

5

The Lebron James Story

In my final panel series for project 2, I used photoshop and InDesign to structure my panel series in a well-rounded way. I really wanted to describe the full story of LeBron James, and explain how much he has inspired and given to society. I developed each page to have it's own unique theme described by words regarding LeBron himself. I organized the pages to replicate how these 5 words elucidated LeBron's career and what he has brought to folks everywhere. Each page also has objects that represent himself as well as his actions throughout the years. Also, I provided live graphics of him whichwere placed in such a way to sculpt a true image of meaning into the viewer's head. Finally, I decided to tie the entire panel series together with the USA flag to show the true unity of LeBron James and how much he ties into society. Overall, I am extremely happy with how my panel series turned out. I learned so many new skills and great tools throughout the process.

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Conclusion

DIGM 1350 was such a joy being instructed by Professor Johnson. I learned so many new skills and techniques using the Adobe Cloud software. This was my first time ever using Illustrator, Photoshop, and InDesign. I had such a great learning experience throughout this course and would highly recommend for all tech majors to take. Photo creation, color styles, and text placement are only a few of many superb skills I have attained. My most challenging experience in this class was grasping how to learn each new software at first. I struggled to fully understand the tools and gadgets each Adobe software brought to the table, but after I understood each one, I thoroughly enjoyed each project. Thank You!