**Travel App Design**

**The Brief**

As part of my ‘Imaging and Data visualisation’ module in university I was required to come up with a travel app idea and conceptualise it. The app had to have at least 3 different screens and a set of icons.

**My Approach**

To kick start some idea generation I brainstormed a large range of words associated with travelling; things like food, transport, entertainment & sightseeing. One word I thought about a lot was entertainment while travelling which made me think about kids and parents who may want to keep their children entertained whilst on holidays and travelling through different countries. I then came up with the concept of an app that shows the user animals tare indigenous to the country the user is in, the app would be specifically targeted at children

With this idea I then began to sketch out app screen ideas, this was a long process of scrapping and refining screens until I had 5 strong screens that I could start to design in Illustrator. For my 5 screens I decided I would decide 5 corresponding icons to fulfil the icon set requirement

When I began to design my screens on illustrator I first started with the illustrations I would have to do, I had to illustrate a landscape, then I was going to illustrate 4 example animals to show and finally I would have to design the icons for each screen. Once this was done I could get stuck into the actual screen formats and insert the illustrations where needed. Once the screens were designed I created a menu bar that would appear on the bottom of each screen and hold my 5 icons.

Finally I decided to give the app a brand to showcase its full potential. I created a logo for the app store icon and a word mark

**Final Outcome**

I was very pleased with how the final screens looked, my colour scheme was strong and worked well with the branding. No screen looks out of place in terms of format . Looking forward I would like to start to actually develop this app and see it brought to life

**Lemonade Icons**

**The Brief**

As part of my ‘Creative Entrepreneurship’ module in university I was tasked with creating a set of 12 icons that could possibly be sold to a company or used to make money in some way

**My Approach**

I started this project as I always do, brainstorming different ideas on paper. I came up with the idea of making a series of icons based on Beyoncé’s Lemonade.

In April of 2016 Beyoncé dropped Lemonade, her sixth album, 12 tracks, accompanied by an hour-long film with a video for all 12 songs (12 videos, 12 icons... see my thinking?). Lemonade is a record breaking critically acclaimed piece of art that sold millions worldwide and the associated tour grossed over $250 million. Lemonade is clearly an extremely profitable force so why not jump on the bandwagon!

So I started by creating a Lemonade mood board and sketching out some concepts, whilst there were 12 music videos which seemed straightforward creating one icon for each, in each video Beyoncé is sporting up to 9 separate works, so I set out to decide what was the most iconic look from each video or what look I would like to ‘iconise’ the most.

After this I had to decide what kind of style I was going to employ when design my icons. I researched other sets of icons and illustrations, I sketched a lot. I realised what I really wanted to show off was the actual hair and fashion Lemonade used, the afro-antebellum styling is utilised beautifully throughout the film and I wanted to put that at the forefront. Therefore I decided to make the icons faceless. This would then draw the eye to what is around the blank face; the hair style, the jewellery, the clothing and hopefully allow the viewer to appreciate not only the diversity of the looks in Lemonade but also the diversity in afro-centric hairstyles, jewellery and clothing.

I then began designing the icons, I decided through my research that I would go for a very flat style using shapes and lines, minimal to no shading or shadows.

**Final Outcome**

Soon I had 12 icons designed, I had a lot of fun translating the physical, complex and beautiful styling of Lemonade into to 12 simple but stylish icons. When the icons were done I saw the amazing potential they had for merchandise, posters, mugs, calendars, tote bags. I decided to see if people would actually buy the designs so I did a run of 15 poster prints in 3 different sizes and put them up on etsy. Within a month I had sold out! Going forward with this I want to create different merchandise products and sell them.

**Elements**

**The Brief**

I was briefed to create a website educating children about five elements from the periodic table as part of my ‘Designing with Content’ module at university. The site would have to have a landing page displaying all 5 elements and then a page for each of the elements.

**My Approach**

I kick started this project by thinking about how I could make learning about elements fun for children. I thought that giving the website a theme could be fun, for example elements found in food, in the wild, in a hospital etc. I brainstormed a few ideas for themes and decided on making the website hospital themed. I could illustrate a hospital scene, medical instruments etc to make the knowledge the viewers are taking on more visual and memorable. I started to sketch out the format of the website and all the illustrations that the site would require so I could begin designing

I ended up illustrating a hospital building for the site’s splash page, a hospital room and several hospital instruments and medicines to be used throughout the website. I then began researching the site content, what elements actually are used in a hospital and how they are used. I write up a short paragraph about each element and its uses to appear next an illustration of the element in use.

The website was quick to code using HTML and CSS I wanted to keep it as simple as possible for my demographic.

**Final Outcome**

I ended up with a 7 page website showcasing a range of illustrations I’m quite proud of. I think for children the site is easy to use and visually exciting. Simple information relating to elements relating to the elements uses in a hospital is provided in a few sentences. I could see several websites being made in this format to help children learn about the elements and how they are used in real life instances they can relate to.

Brief

As part of my ‘Imaging and Data visualisation’ module in university I was required to design an infographic detailing a certain kind of population, this could be anything from country populations to certain demographics of people. I would have to visually present facts and figures using my design skills.

Approach

I started this project by creating a mind map of all the different kinds of populations out there, country populations, minorities, animals etc. I came up with many ideas like LGBT populations, cyclists, and the one I decided to go with was the rising populations of Vegans.

Veganism is one of the fastest growing social movements of the 21st century and I thought it would be very interesting to documents that. So I began to gather my facts. I read many articles and reports about veganism and its progress over the last few decades and picked out the most interesting facts and figures that I thought I could present visually in an interesting way.

Once I had all the facts and figures I wished to display on the infographic I began to sketch out illustrations and graphics that could be used to present the data. I wanted to use fruits and vegetables to visualise data and use imagery of greenery as well.

I was able to use the fruits and vegetbales in a ‘punny’ sort of way by using aubergines and cherries as a way to present males and females. The emojis of these are frequently used in reference to the male and female genetalia on social media.

Final Outcome

The finished outcome was a lengthy infographic detailing the rise of veganism, details about things like the percentages of men and women that are vegan and why people are going vegan. I kept a natural colour scheme through out keeping with the vegan vibe and my illustrations through out are simple shapes and lines. I think the inforgraphic gives a great insight into the topic at hand and makes the intake of information much easier and enjoyable.

I learned a lot about being able to translate information into a visual format. I loved being able to use my branding and design skills to create and infographic that was consistent in style and matched the topic at hand.