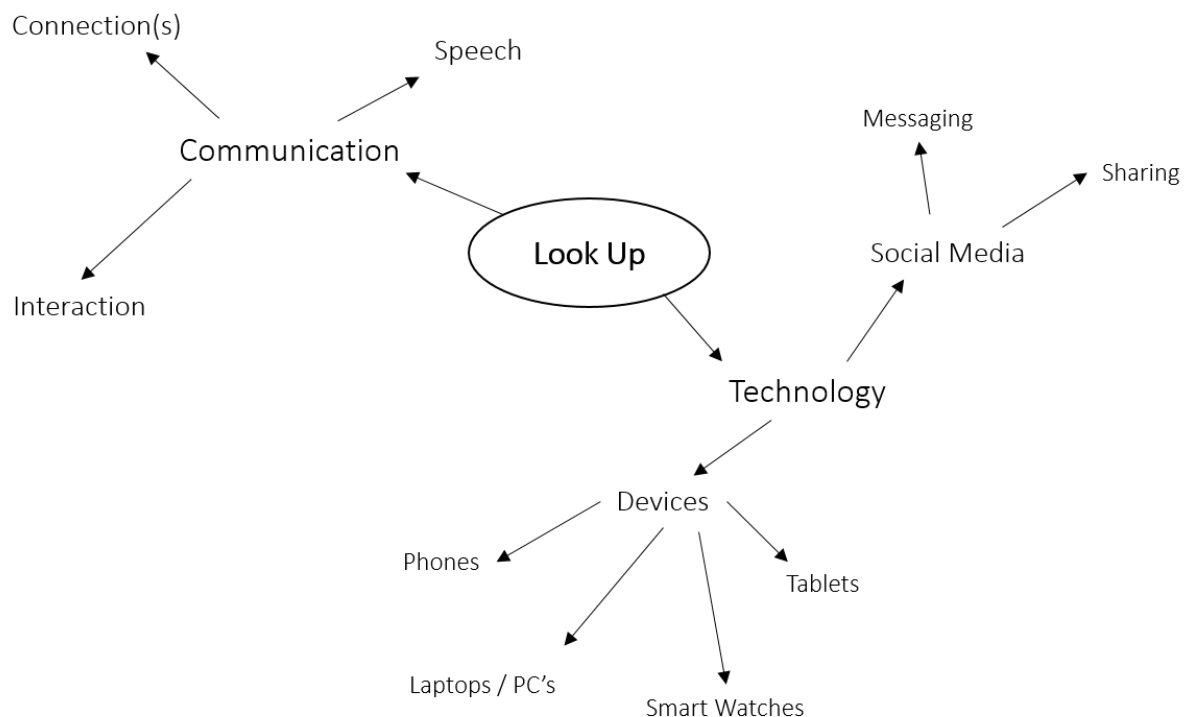## Brief & Solution

Design a print artefact that emphasis the impact technology has on ==communication==. The message is ==‘Look Up’== which is designed to make people think about how they are spending their time, are they looking down on ==social media== or looking up and ==interacting== with the people there?

The target audience is 16 to 21 year olds, which covers the age range of those who actively use ==technology== more than most.

I designed a floor vinyl sticker to promote this message. I decided on this print artefact as when people are using technology, in particular mobile phones, they are looking down which is where the vinyl sticker will be placed… on the floor.

### Keywords Mindmap from brief

Connection(s)

Speech

Messaging

Communication

Sharing

Look Up

Social Media

Interaction

Technology

Devices

Phones

Tablets

Laptops / PC's

Smart Watches

## Moodboards

To gain a better idea of what my final artwork could be I created three moodboards. The first one was about Communication, the second one was about Technology and the third one showcased a variety of fonts.

The first and second moodboards are very similar in what they visually represent as they link together in the sense of we now communicate using technology.

The first moodboard visually shows how we communicate with each other and how speaking in front of people is nerve-wracking. There is common theme in a lot of the pictures which is that the people are all looking down on their phones even when out with a group. This shows that we currently find it much easier to communicate behind a screen.

The second moodboard shows the mass of devices that are available to use and the amount of social media platforms in which people can sign up to. All the images in this moodboard link as we use the mass of devices to access the social media platforms.

The third and final moodboard showcased a variety of fonts that I found stood out and thought would be good to use in the final artwork. Looking at all of these font I felt 1, 3, 4, 6, 9, 12, 14, 27, 28 were better suited for this project as these all have a unique style and stand out.

## Research into existing Floor Vinyl Stickers

### Pepsi



This floor vinyl sticker is really good as it draws in people's attention. It does this by using 3D effects and shadows. The actual graphic is very detailed and has taken a realistic approach.

The only negative thing is that there isn't a message or a reason why it is there other than for appearance.

### Open Cart



This floor vinyl sticker has a unique design in terms of the shape and it is clear what it is designed to do (guide people to the open kart).

However, there is a lot of small elements which are hard to read.

### Robinsons



This floor vinyl sticker has a lot of detail within it that draws you in. It features both typography and graphics that both stand out.

The only negative comment is that maybe there is too much text as many people will be walking past this and might not have time to stop to read the small text.

## Sketches

I experimented with different graphics, styles and words that all relate to the issues of communication. The two sketches I decided to take forward to develop digitally were both bold and simplistic but allowed for detail to be added when developing the graphic. I also felt that those sketches most impactful and eye-catching.
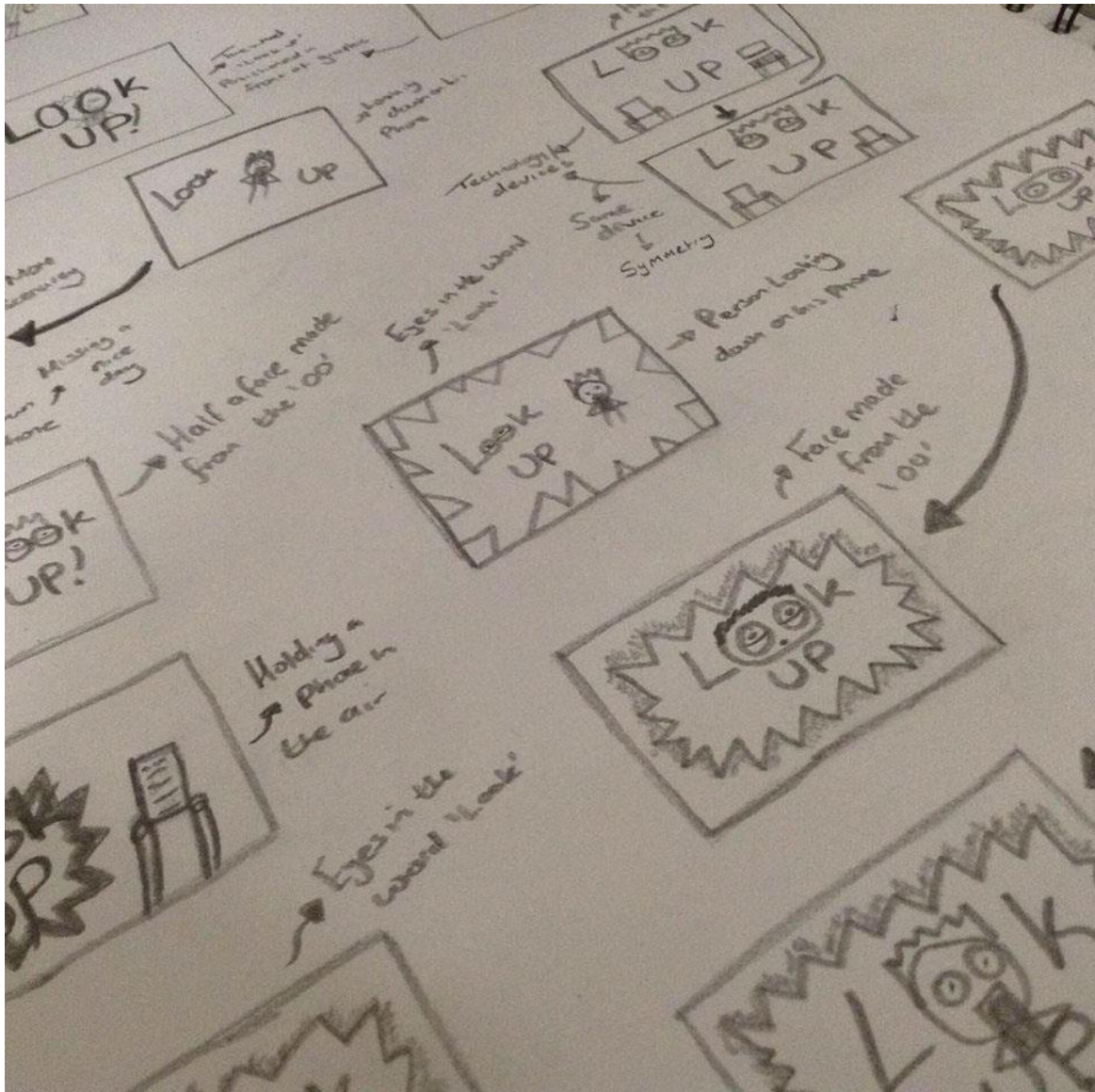
## Digital Designs

Experimenting digitally I turned by sketches into quick mock-ups to see which design I wanted to further refine.
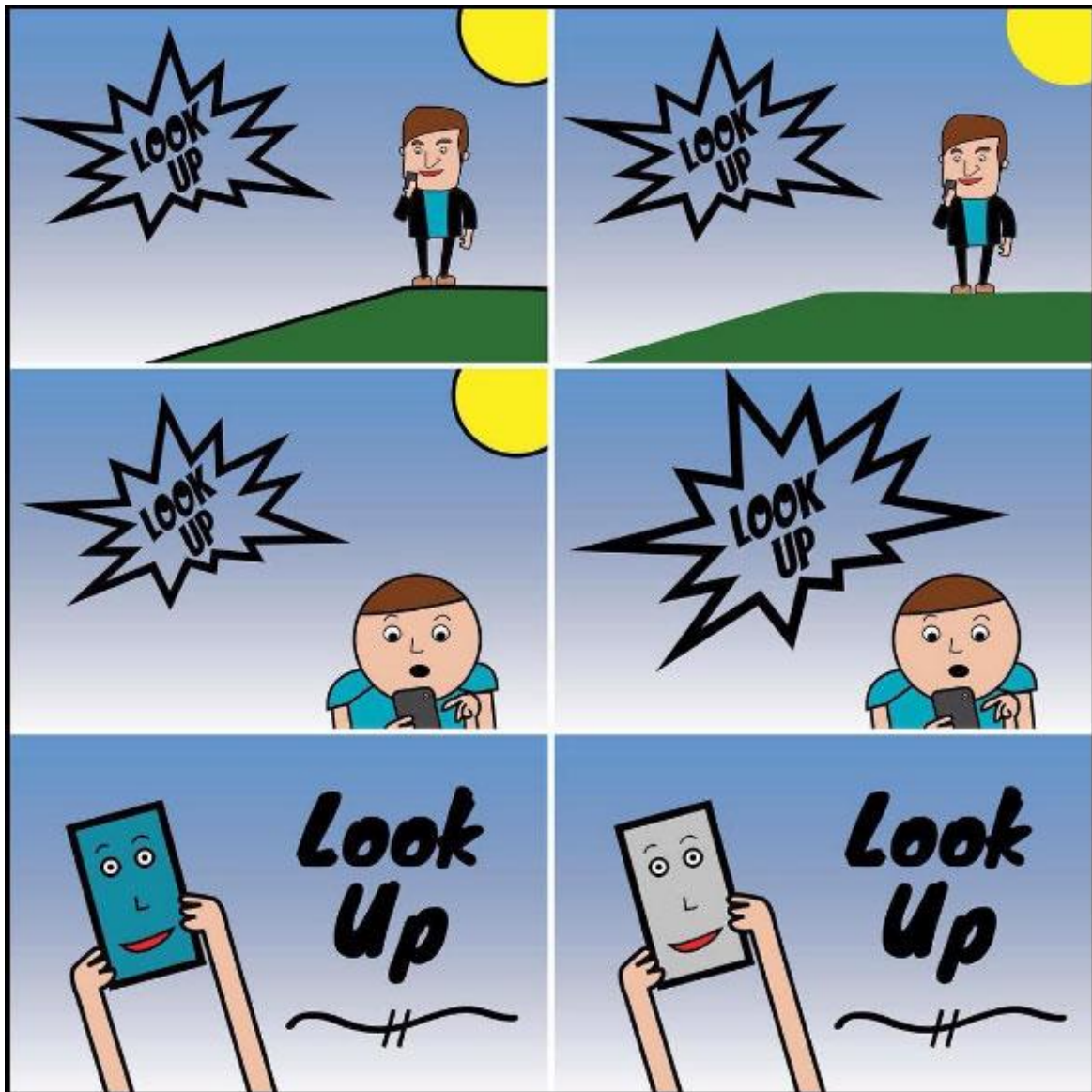


Design 1 has four revisions emphasising on the issue that we are looking down on our phones. This design incorporates 3 elements; the scenery, the cartoon character and the shouting speech bubble with the text inside. Out of the four versions I and my peers prefer version 2 because the cartoon character is a full person and the scenery looks much better than in the other designs.

Design 2 has two revisions. This design is more about the device which is emphasised by a face being inside the phone.

After reviewing these two designs and from the feedback I have received I am going to take on design 1 (the second version of it). To improve this design I am going to use the technique of flat design and use softer colours. This will help modernise the design and make it more eye catching for the audience.

# Critic Review

A critic review session was held to gather a vast amount of feedback on the work I have completed for this project. The feedback given will be used to improve my final design so the project is of a high standard.

## The Good
- In-depth and quality research
- Vast amount of sketches and refinements
- The design has a clear message, it's simple but effective
- Design is eye-catching
- The new cartoon character is more realistic and add a good level of detail to the design

## The Bad
- Writing around my sketches were too small to read
- The design is too simple and plain
- Colours require more shades to enhance the look of the design
- The 'shouty' speech bubble needs to be more relevant to the whole image

## Moving Forward
Moving forward with this project I am going to continue working through the remaining stages of the project. This will mainly involve going through and using the feedback gathered to improve my final design.

My action plan is to add elements to the design to build up the scenery which will include plants, trees and benches. As my feedback suggested I am going to add gradients to the colours. I also plan to improve the look of the 'shouty' speech bubble by adding a white border around it and adding the white on the eyes inside the text 'Look Up'. I am then finally going to add a message at the bottom to help emphasise the issue I am putting across.

The critic review session gave me a vast amount of feedback that has allowed me to know what direction and steps that need to be taken to improve this project. I am happy with the feedback given and have taken most of the points on board.

## Final Design

Using the feedback given by my peers at the critic review session I refined and improved my design. I improved on the existing elements and added new elements to the design. I also added gradients and a more detailed message to go with the bold text of 'Look Up'.
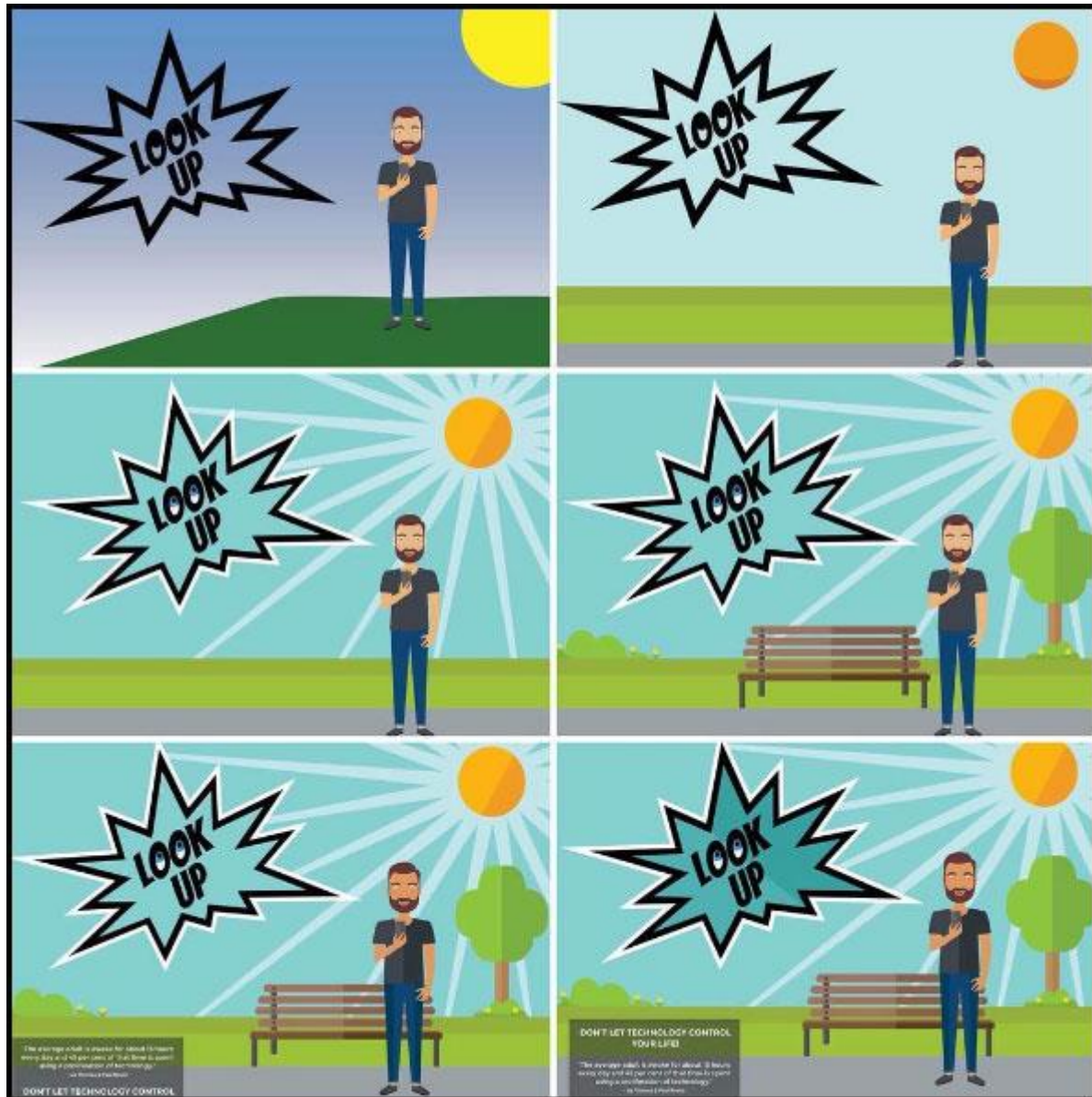


I didn't find refining the design that hard as I knew what needed to be done to make it more visually appealing. The hardest part was making it all come together as one design.

When making my refinements I firstly started by adding new elements to the design. These included the sun rise, a bench, the tree and the plants. All of these elements helped bring more detail to the design. I then went onto improving the elements I already had in the design. The first element I improved was he sun which was done by changing the colour of it and adding a gradient effect. I also improved the shouting speech bubble by adding a white border around it to help it stand out more. In addition to this I reworked the eyes inside the word 'Look Up'. I changed the whole colour of the eye and gave it a gradient. Speaking of changing the colour of elements I changed background colour of the sky. I made it slightly darker to help it contrast more with the sun rise. The final element I improved was the cartoon character. I made his skin tone a little darker and added gradients to his

clothes. The final refinement I made was adding a more detailed message to the design to make the issue I am trying to convey more meaningful and powerful.

From the first digital design I created to my final design I can personally see the vast improvements I have made on my design. I am really pleased with the outcome of the design and feel that it conveys the message of 'Look Up' really well.

## References

Thomas, L. & Revoir, P. (2010). Computers and TV take up half our lives as we spend seven hours a day using technology. Retrieved from http://www.dailymail.co.uk/news/article-1304266/We-spend-7-hours-day-using-technology-computers-TV-lives.html.