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# FOUNDATIONS

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SPRING  
2021

# PORTFOLIO

PALOMA  
ST. CLAIR

**2** COMPOSITION  
CONCEPT&IMAGE

**3** MOODBOARD  
EXPRESSIVE WORD

**4** IDM  
LOGO

**7** MIDTERM  
LOGO

**8** PHYSICAL  
APPLICATION

**10** USER  
INTERFACE

# EXERCISES

## TITLE SEQUENCE



P-Valley's title sequence has a great use of music and color. The title sequence is full of colorful lights and artistially shot scenes.

## ADVERTISEMENT



I love the Ivy Park X Adidas advertisements. The collections are always very cohesive. I love the poses and the way Beyonce takes athliesure to the next level.

## PACKAGING



Florasis Beauty is a Chinese makeup brand that has beautiful and intricate packaging. I love the attention to detail this brand has.

## BOOK COVER



Clarence P. Hornung redesigned the spine of The Decline and Fall of the Roman Empire by Edward Gibbons uses a simple yet effective way to illustrate the series. I love how he used the spine,to effectvivy display the subjet of the series. He uses a universal symbol of Ancient Rome to show the theme of the series.

# M O D E B O A R D

# EXERCISES



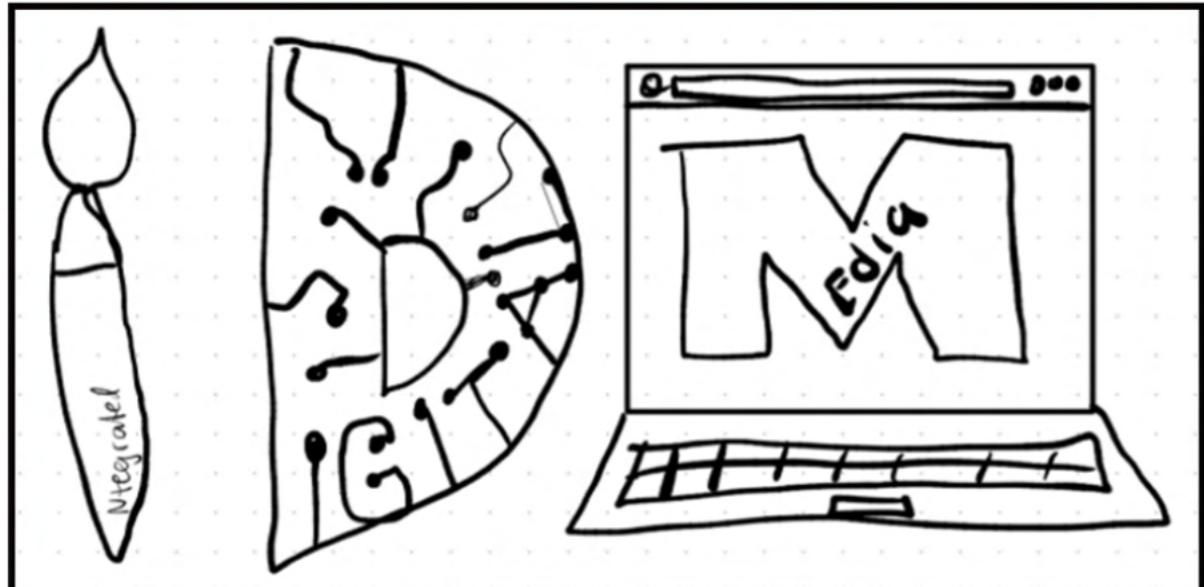
# EXPRESSIVE

# BLEND

# WORD

# IDM LOGO

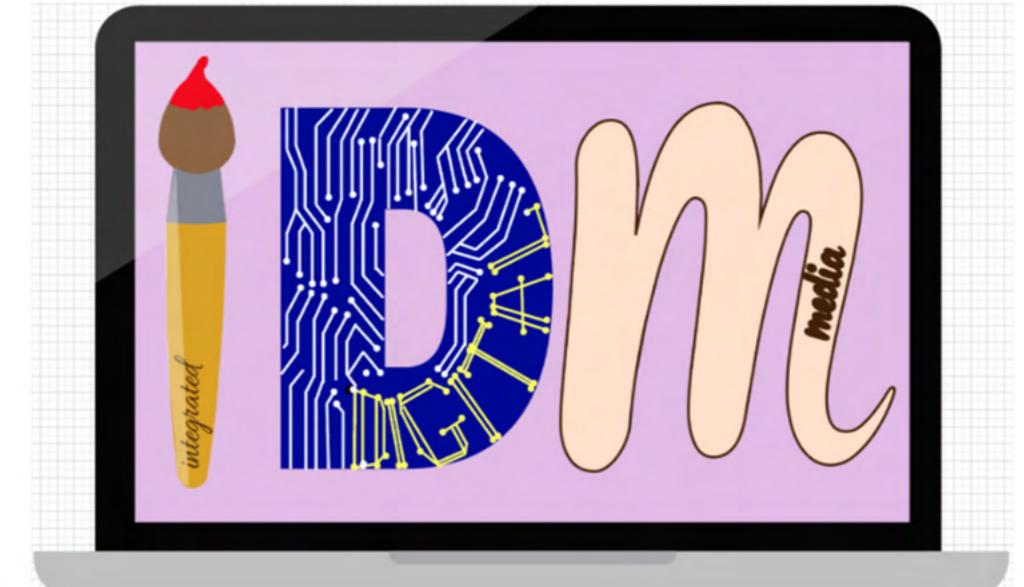
DRAFTS



INITIAL SKETCH

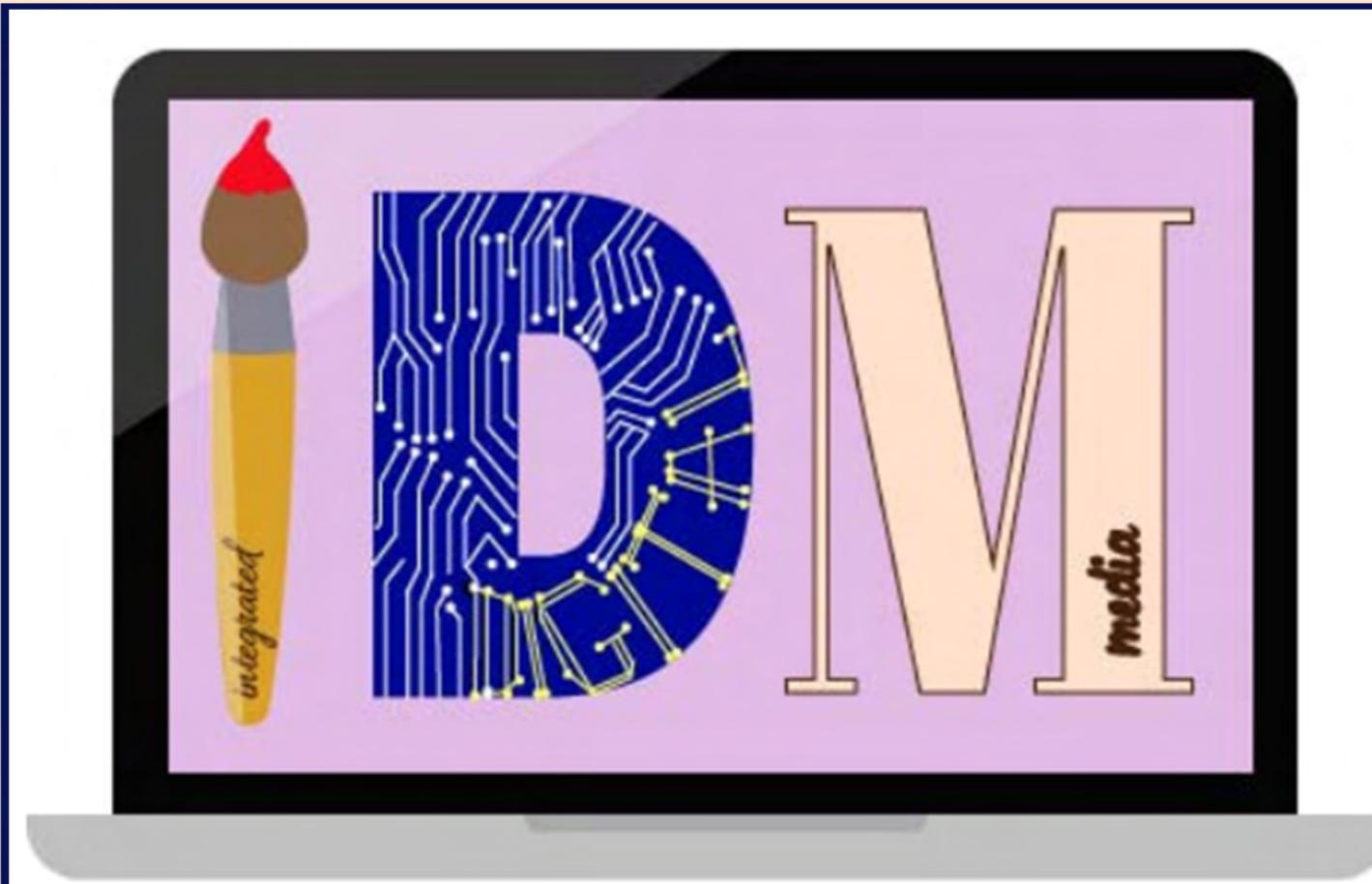


DRAFT 1

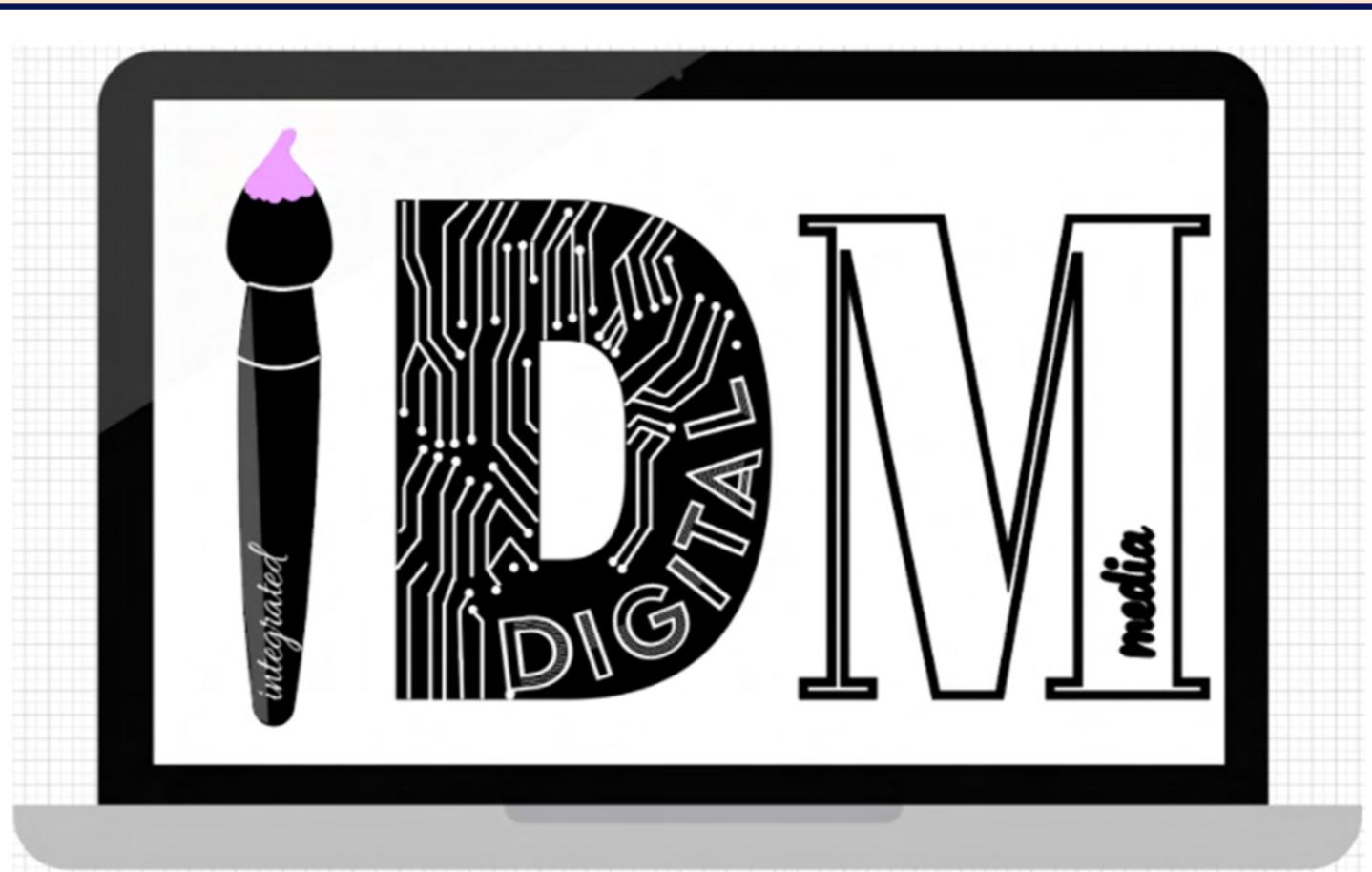


DRAFT 2

For my interpretation of the Integrated Digital Media, I chose to have each letter illustrate a different aspect of the program. The “I” represents the design aspect of the program. The “D” representing the STEM aspect of the program. Lastly, the “M” I chose reminded me of a magazine, this represents the media aspect of the program. The main criticism of my logo, was the legibility of the words in the circuitboard. I chose to use a typeface that maintained the techy feel, while being legible.



LOGO BEFORE FEEDBACK

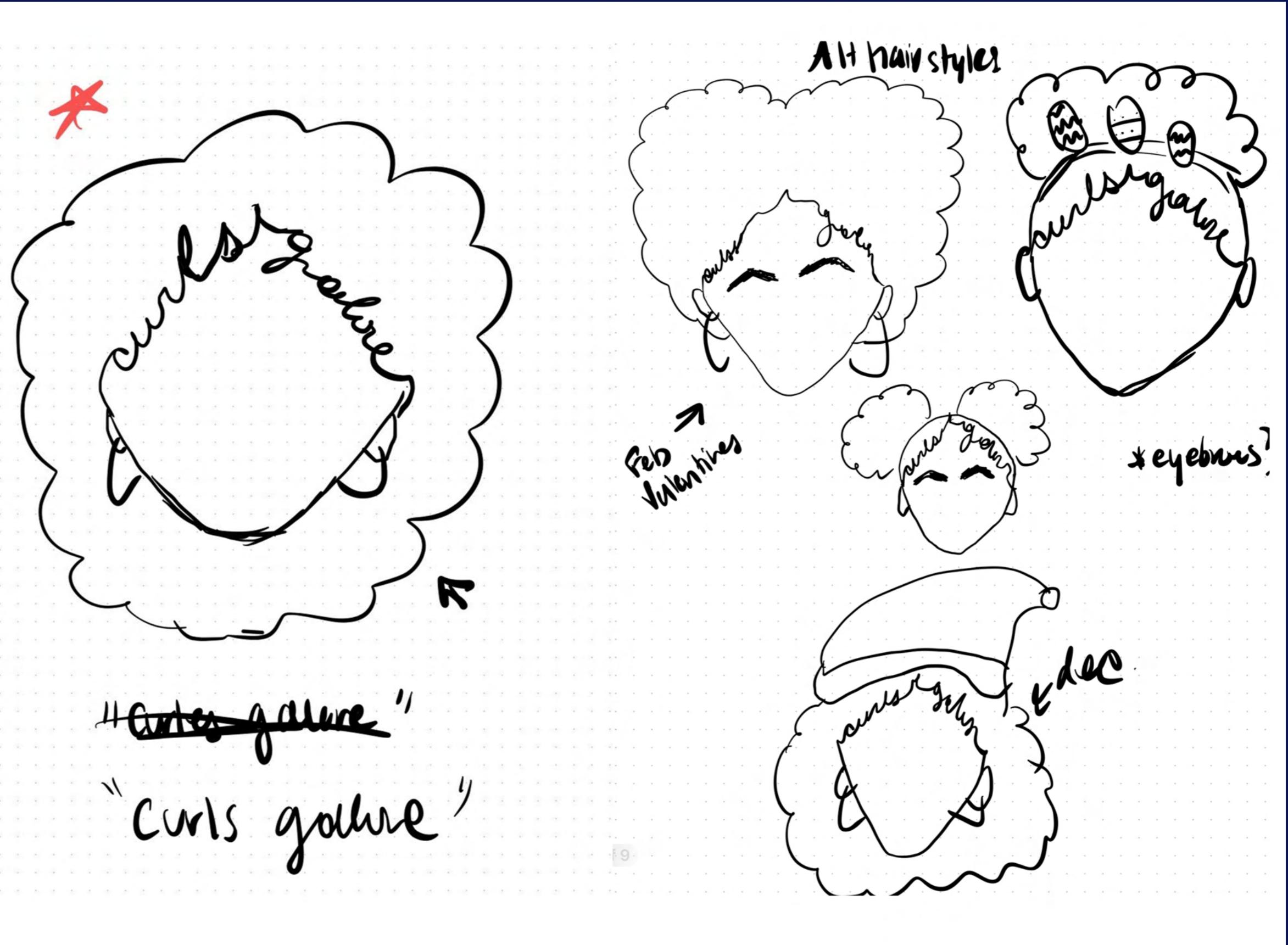
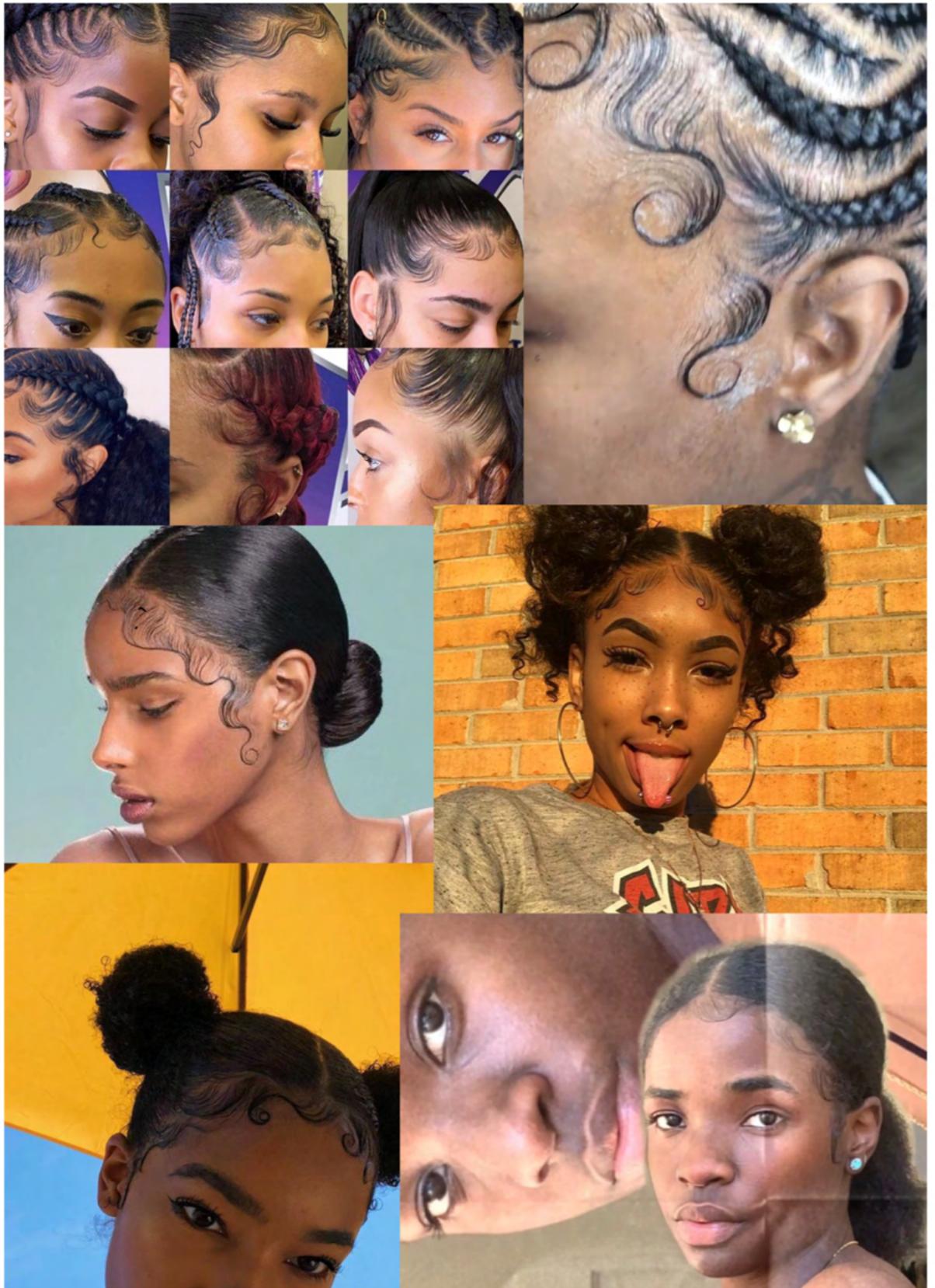


LOGO POST FEEDBACK

FINAL

# S K E T C H E S

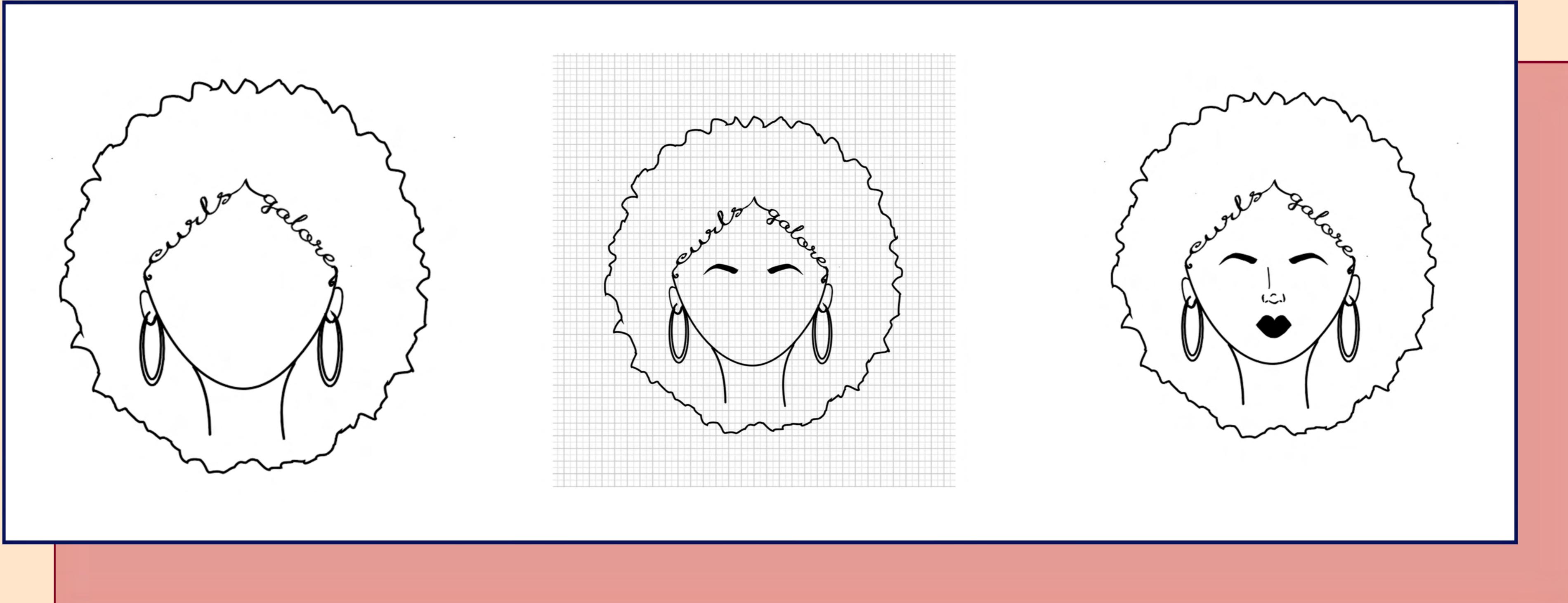
# M I D T E R M L O G O



For the logo assignment, I chose to create a brand called "Curls Galore." Curls Galore is an online space where people can seek community and advice on all things hair related. My inspiration for the logo stems from "edges", a popular hair style in black cultures. I also wanted to have a logo that was simple and is able to be altered to fit certain occasions and holidays.

# MIDTERM LOGO

D  
R  
A  
F  
T  
S



I chose the typeface 'aya script' because it captures the cureliness of edges. The bare face felt incomplete, so I decided to add facial features to the logo. Initially, I just wanted eyebrows. However eyebrows alone felt incomplete so I added more facial features

# MIDTERM LOGO

FINAL



For my final design, I chose to remove the other facial features and keep only the lips. The lips alone gave a complete feel while not taking away from the words. The image on the right is an example of how versatile the logo is and how it can easily be translated to fit holidays.

# DRAFTS

# PHYSICAL APPLICATION



When I was designing the packaging for my product, my priority was to make sure the logo stood out. I didn't want the logo or the packaging to feel "squished" or "cluttered."

# PHYSICAL APPLICATION

FINAL



BEFORE FEEDBACK



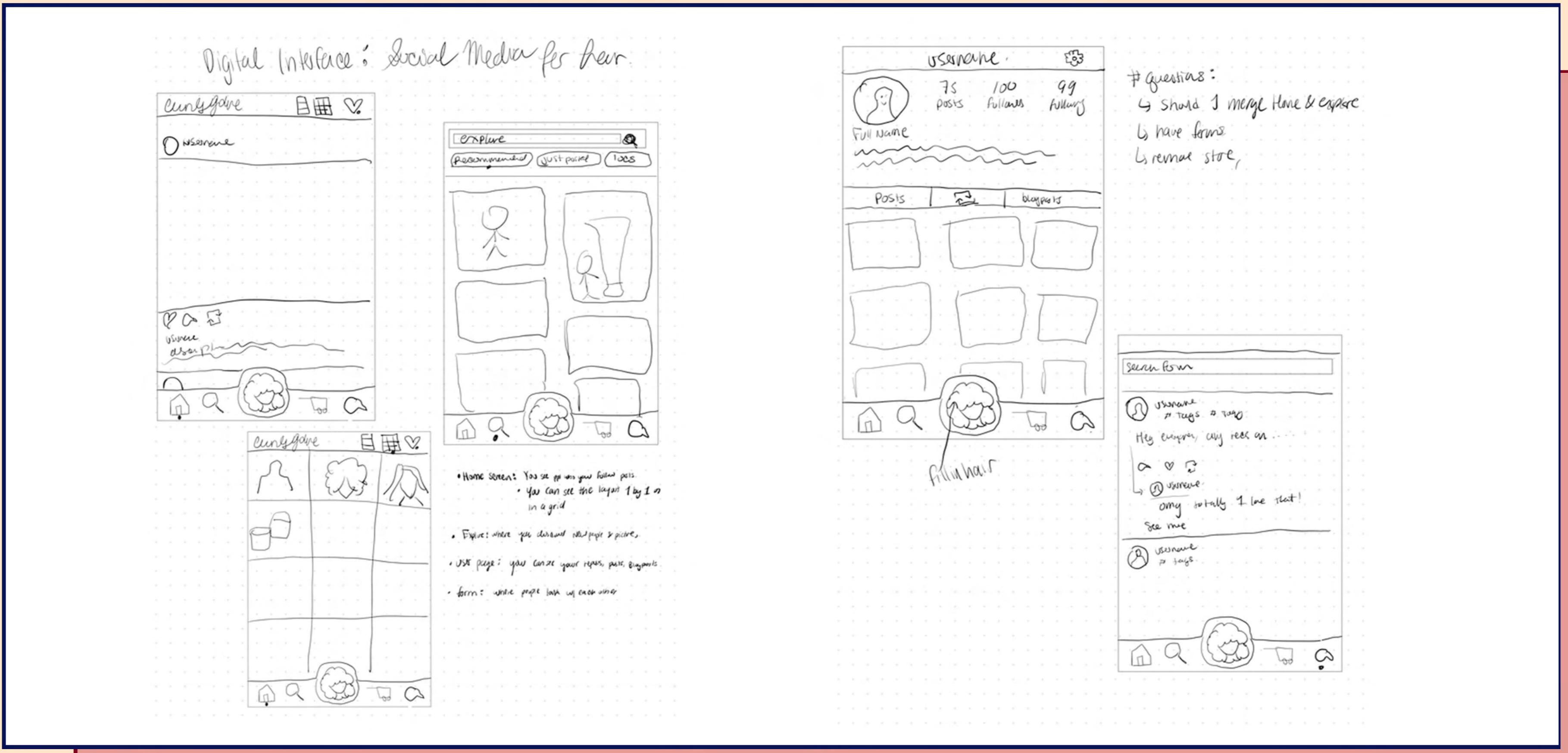
AFTER FEEDBACK



My goal for my physical application was to expand the Curls Galore brand to include haircare. I wanted my bottle to be vibrant and stand out. The greatest challenge I faced designing this product was incorporating the logo. When I presented my design in class, I received feedback about making the text not as bold to draw attention to the logo. Lastly, I changed the background to be linear and less opaque.

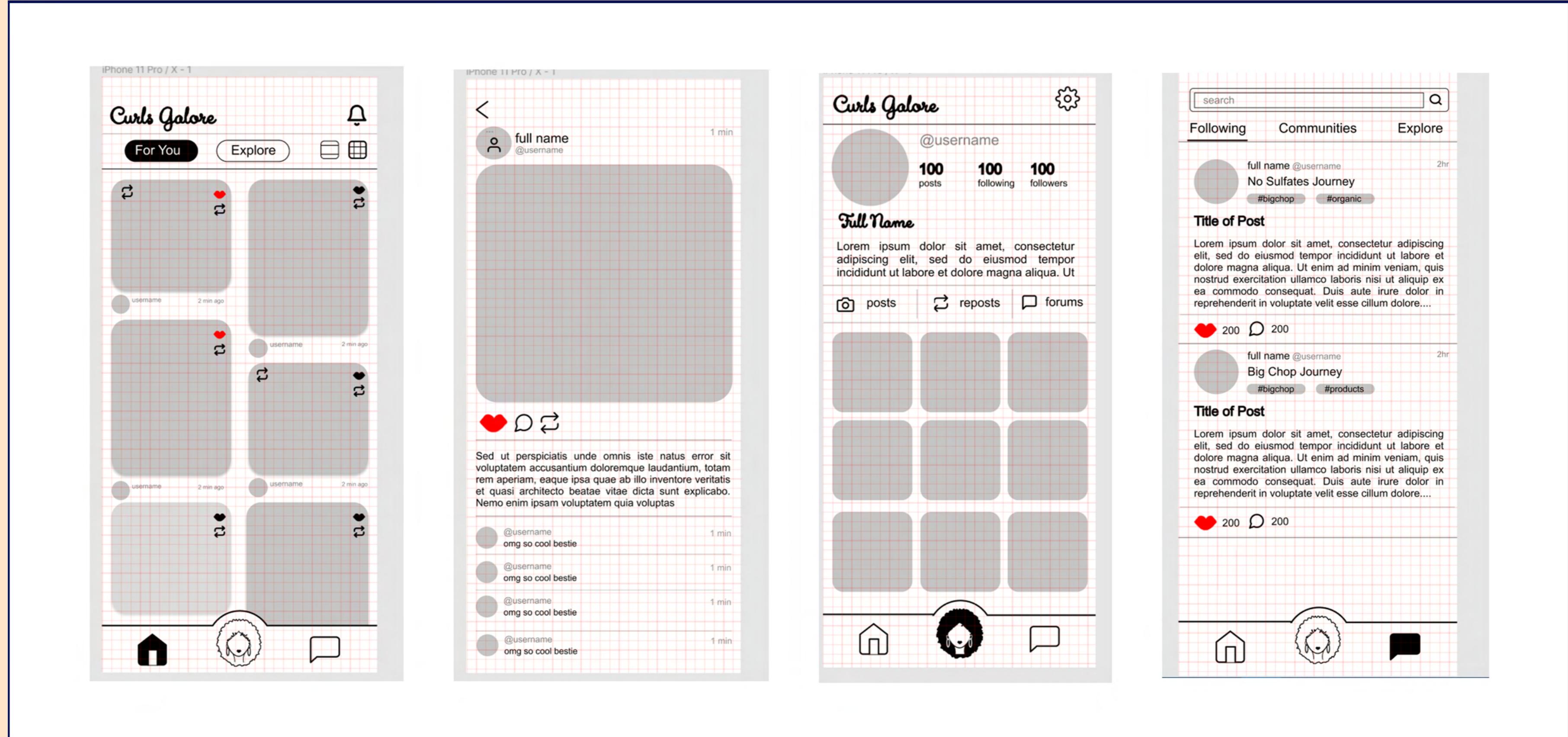
# S K E T C H E S

# USER INTERFACE



For my user interface, I chose to create the Curls Galore app. I modeled the app based off of Pinterest and Reddit. I wanted this app to be a place where you can get visual inspiration, community, and advice on all things hair care related. The app would have a photo sharing section, and a forums section.

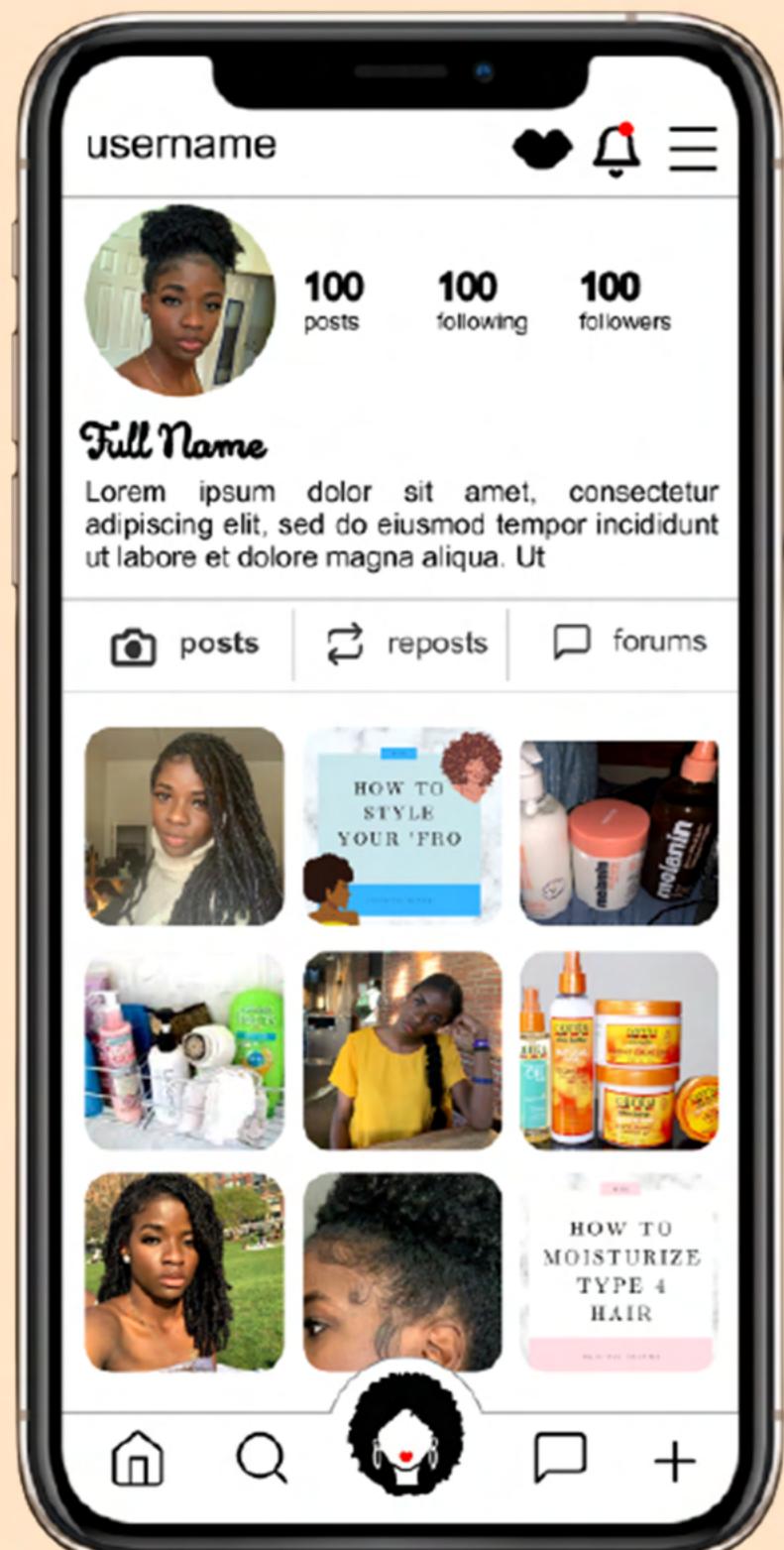
# SKETCHES



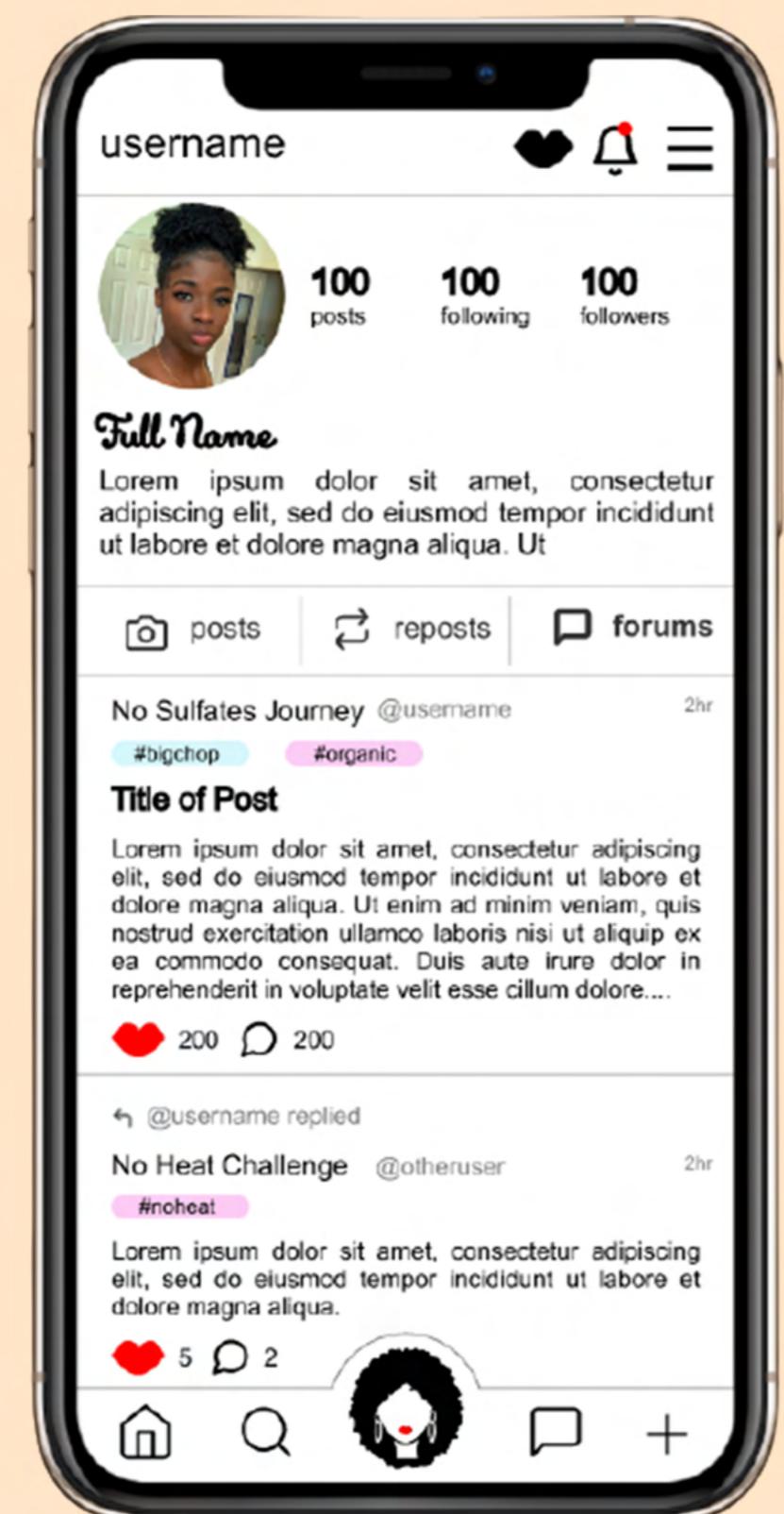
Initially my navigation bar consisted of three options. there was a photo sharing/viewing option and a community forums option. After speaking with my professor, she suggested an explore page to make it easier to find new content. We also discussed how users would upload content.

# USER INTERFACE

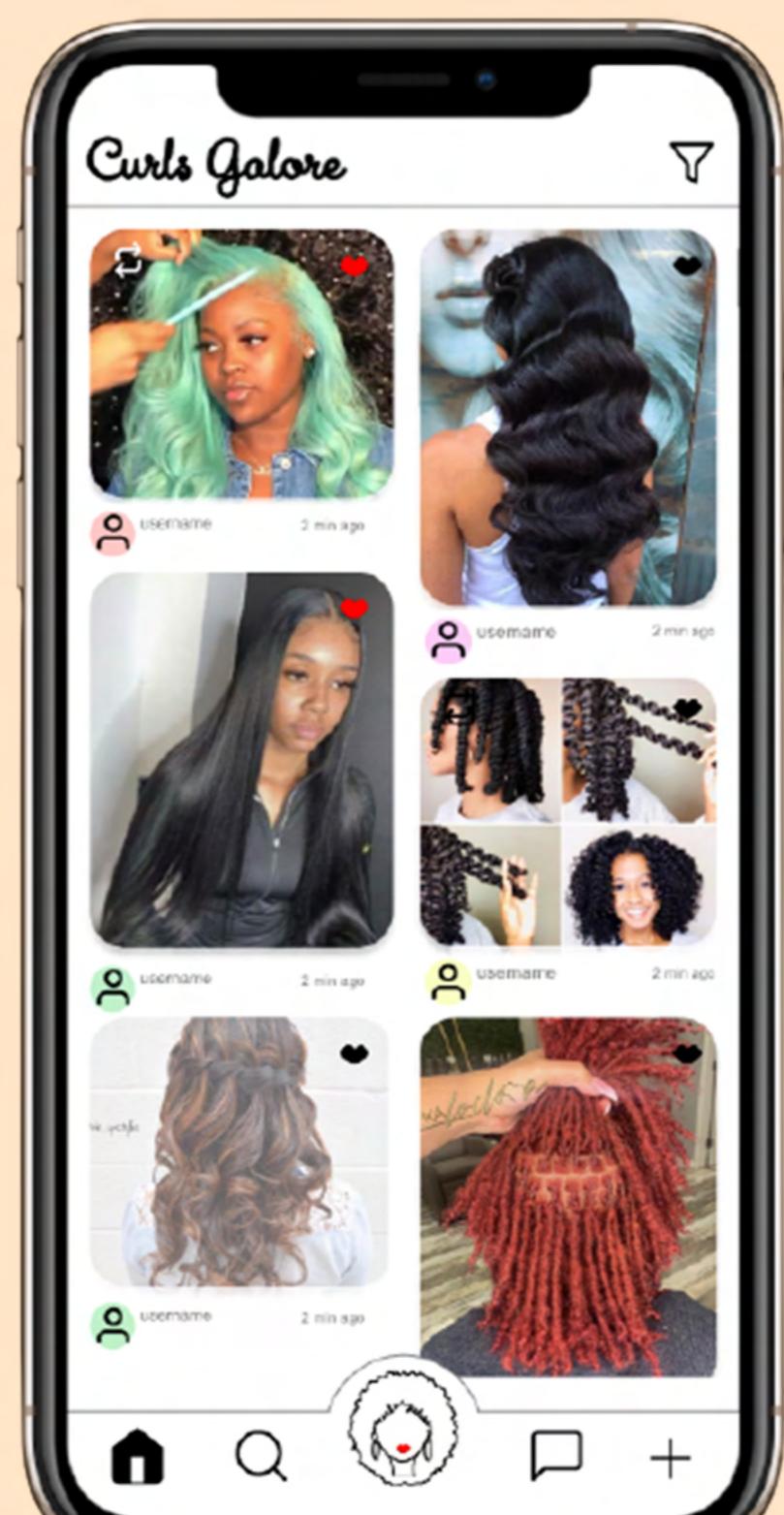
"The one stop app for all things haircare related.  
Where you can get inspiration, advice, and community"



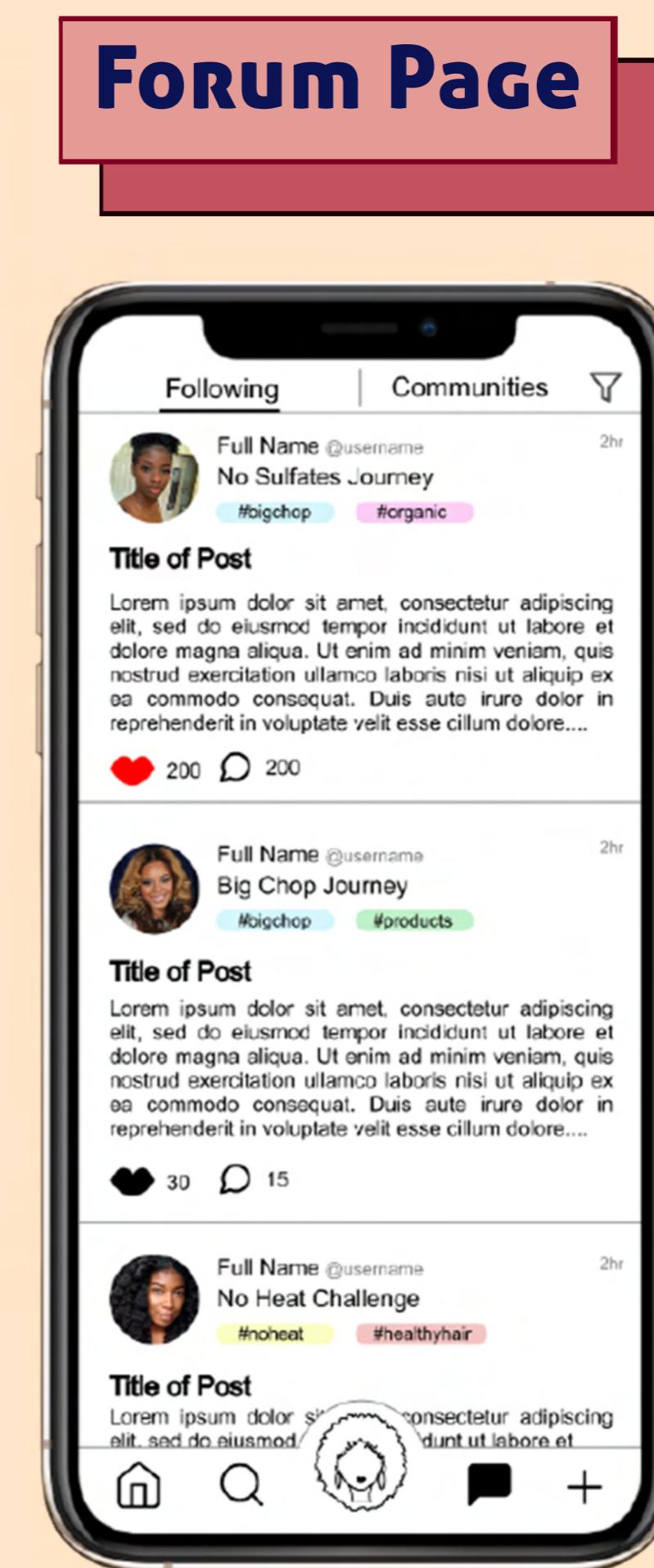
**PROFILE Page**



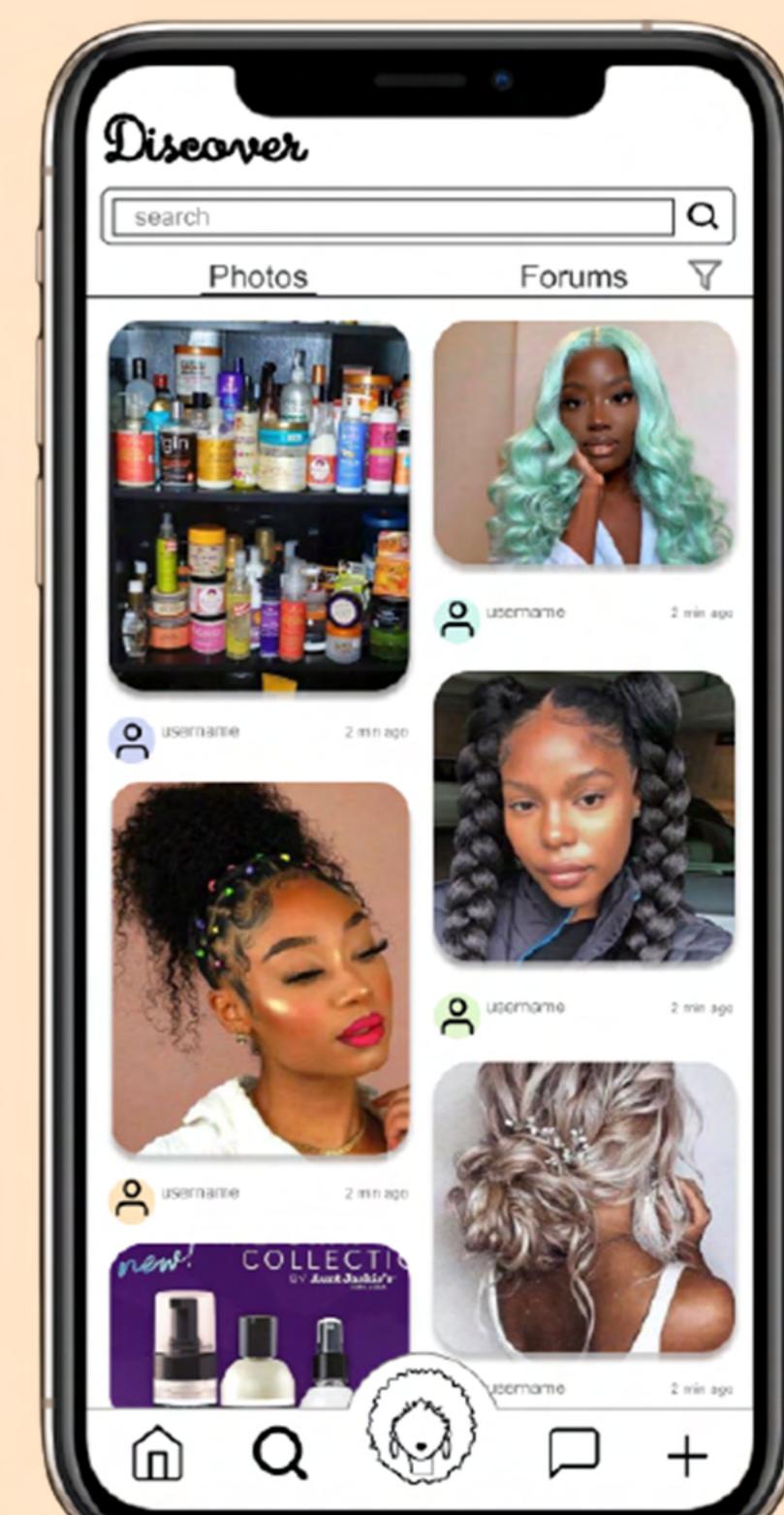
**PROFILE Page**



**Home Page**



**FORUM Page**

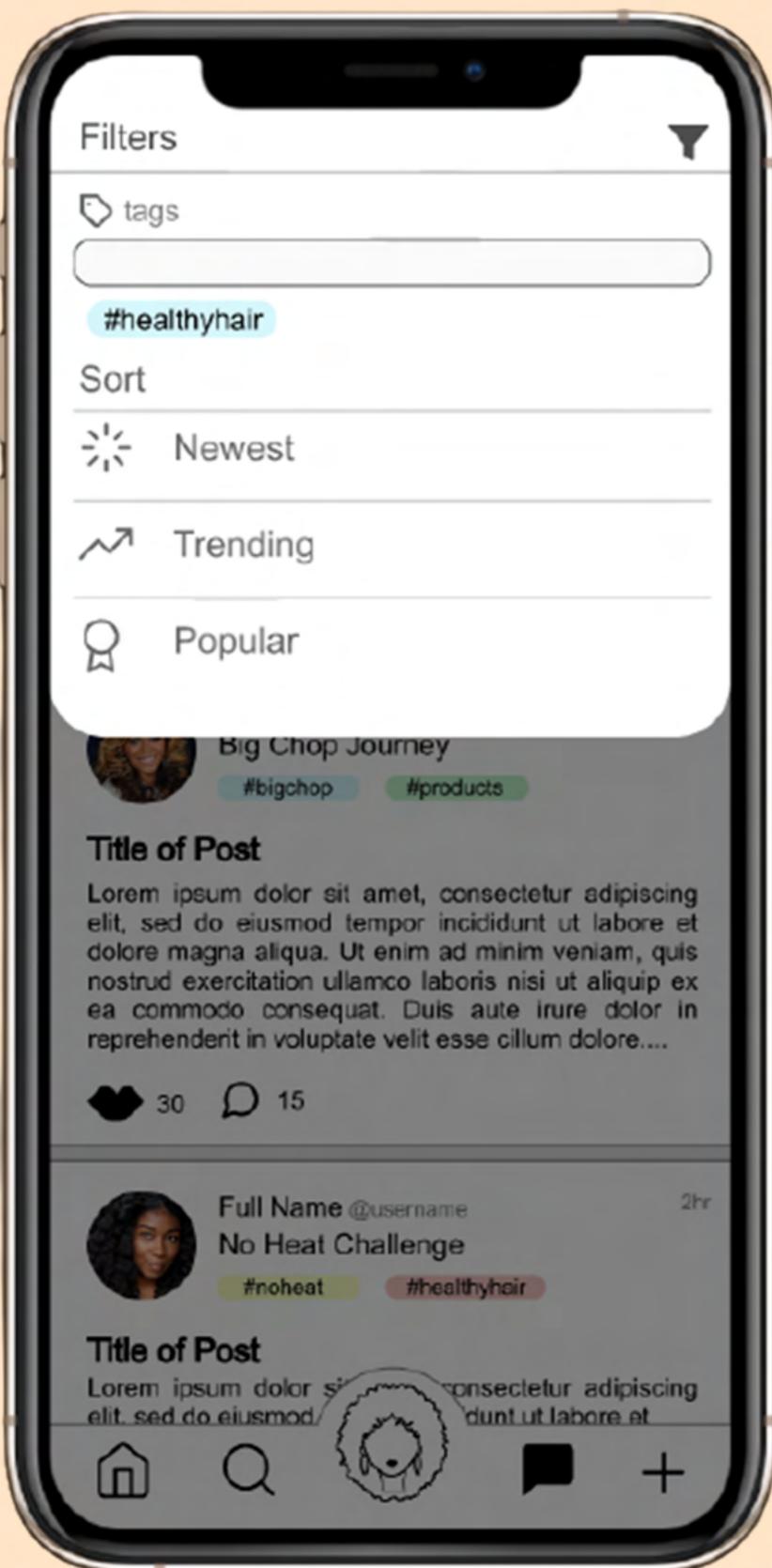


**EXPLORE Page**

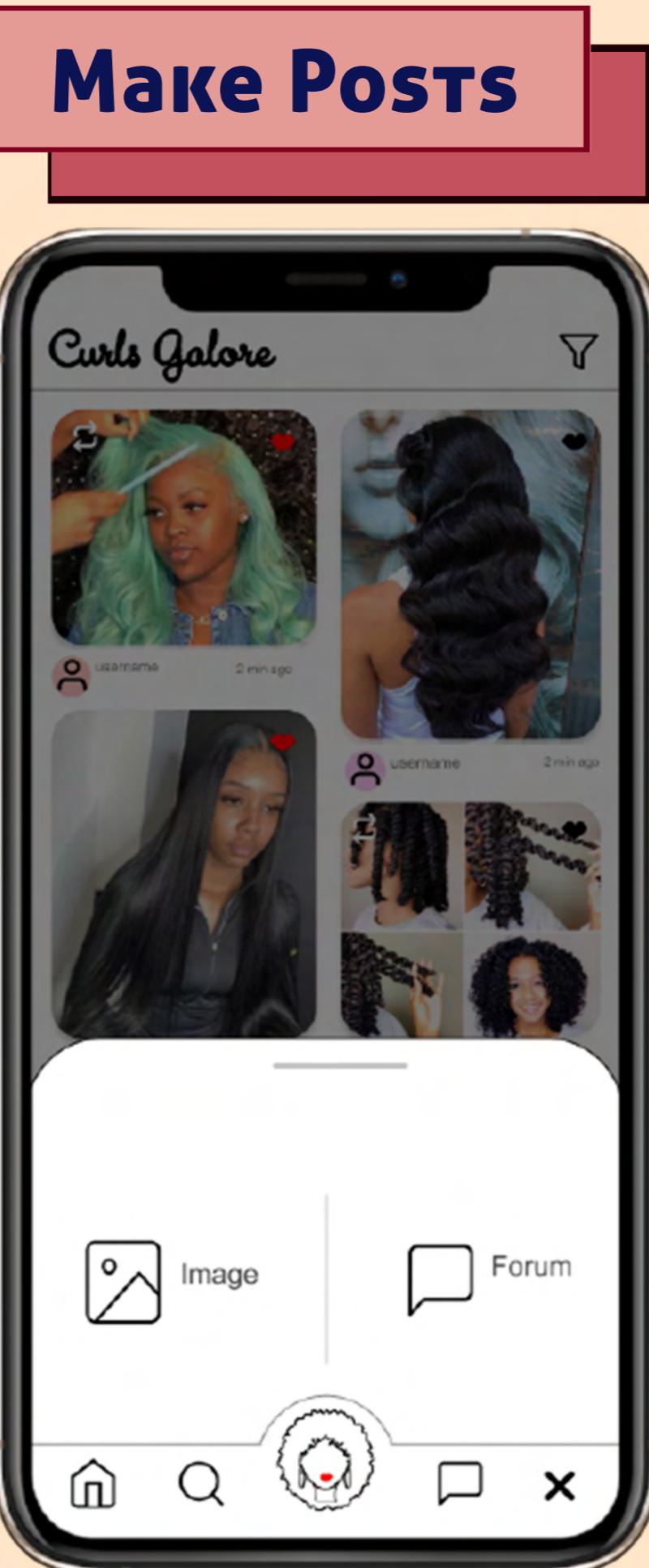
The home page is where you see all of the photos from the people you follow. Users can like and repost their favorite content. The explore page is where you can search for specific content. Your profile page is where you see all of your likes, reposts, and notifications.

# USER INTERFACE

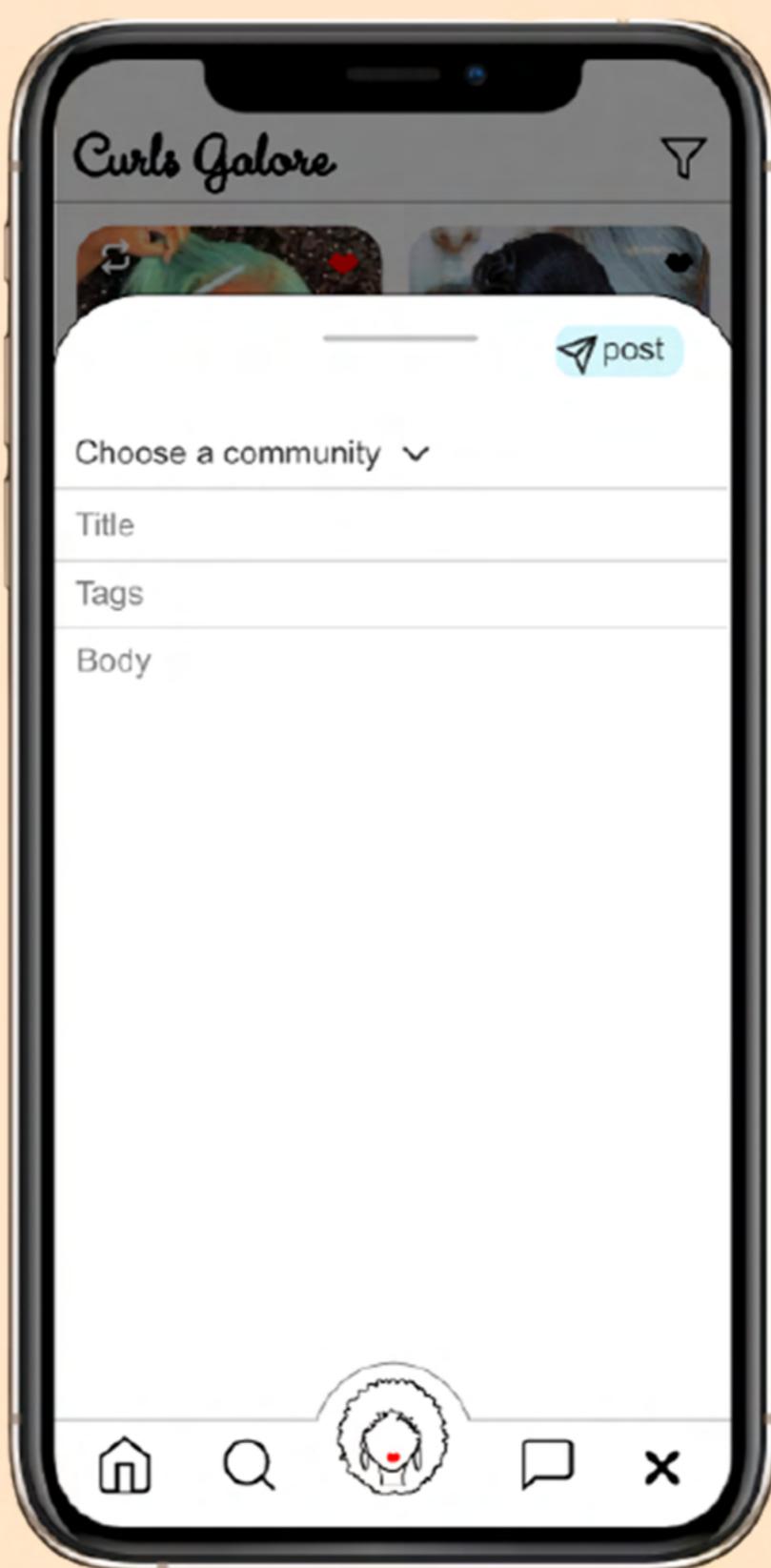
“The one stop app for all things haircare related.  
Where you can get inspiration, advice, and community”



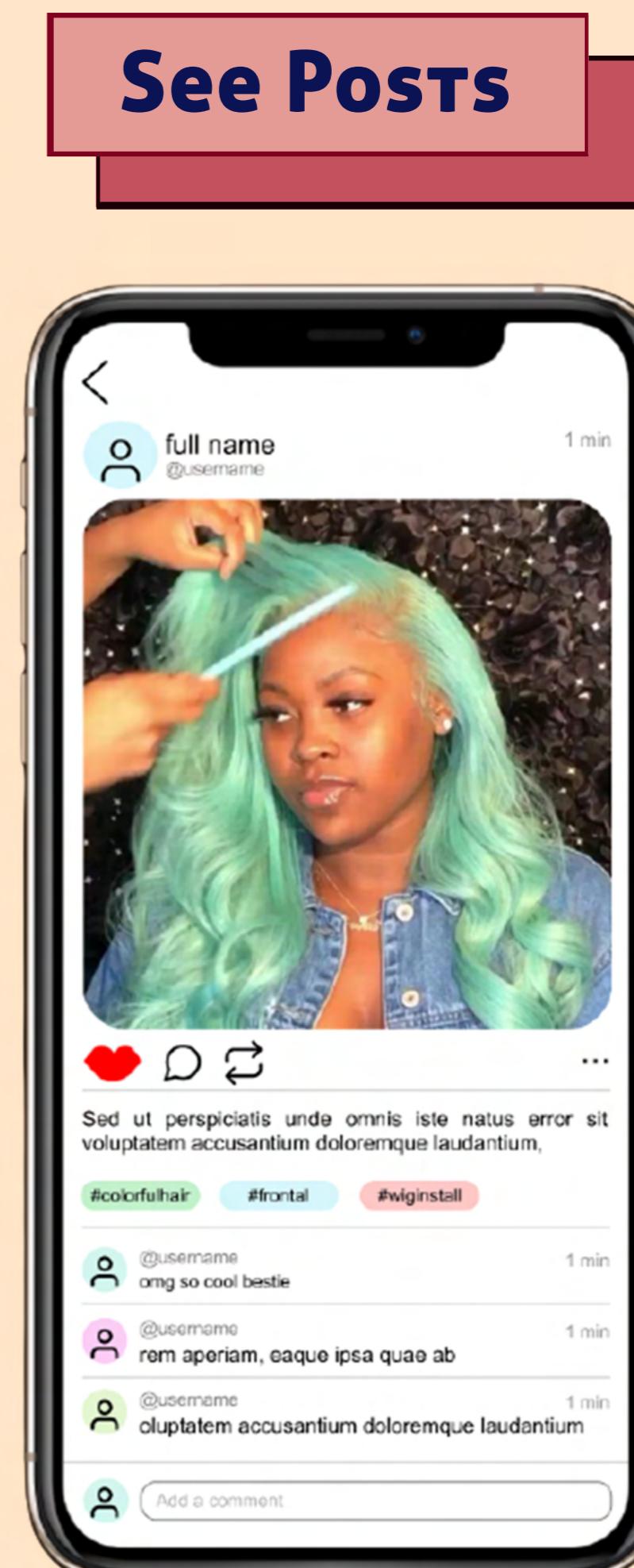
**SORT Content**



**Make Posts**



**Post To Forums**



**See Posts**

Filters on each page allow for users to filter content in a way that allows them to find what they want. It is quick and easy to upload content.

# THANK YOU!

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