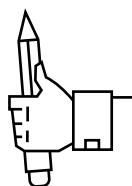


GCSE GRAPHIC COMMUNICATION
COMPONENT 1 - PORTFOLIO

• • •

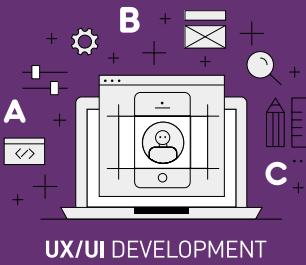
ANIMAL Conservation Project



BRIEF OVERVIEW

Wild animals are something brought into aquariums and sea-life centres, zoos and safari parks for conservation, breeding or exhibition purposes.

Colchester Zoo is rebranding its current identity to highlight the importance of animal conservation at the heart of its operations. The revenue that is generated from visitors, and through the sale of promotional goods, directly impacts on the survival of the zoo and its continuing conservation work.



UX/UI DEVELOPMENT

01

Company Name

Colchester Zoo

Project Title

Just my prototype

Areas of study

* interactive interface design

* communication graphics

* advertising and branding

layout

navigation

menu

user interface

mobile

website

corporate

minimal

photography

CREATIVE BRIEF

TAGS OVERVIEW

Project requirements

- High fidelity wireframes
- Visual sitemap
- UX/UI style guide
- Streamlined navigation system
- Pixel perfect layout spread

Timeline overview

- 📍 Research:
- ✖ Design:
- 💻 Development:
- 📅 Deadline:
- ⌚ Timed Response: 2 Days (10 hours)

Possible artist references

- Matt Lyon
- Charles Williams
- Neil A. Stevens
- Steven Harrington

Possible design group references

- Pentagram
- Pretty Good Digital
- Superunion
- Turner Duckworth

The brief explained

Colchester Zoo has an online marketing website, which sells tickets and experiences, promotes animal conservation education and welfare and sells homeware and gifts such as prints, games ceramics etc. They gather a wide selection of products handmade by artists all over the world, and their mission is to promote small artists and products that are eco-friendly, contributing to a sustainable and good looking lifestyle.

They are looking at redesigning their website to appeal to the millennial market – think Pinterest and Instagrammable aesthetics, all combined in one place. They are looking for a designer to give a fresh look to their website and branding, and to create a unique user experience.

To achieve this, they want a look that is progressive and minimalistic but with a retro touch. Something that matches their environmental vibe, but at the same time lets the products sing on the website.

Since their website will be their main promotion point, they want to start with the homepage, and see how the brand evolves from there. Work quickly on a first suggestion for a logo, and then put most of your effort into creating a beautiful homepage. They are looking for something that will 'wow' the user as soon as they land on the website, a design that will showcase the products and show the shop's vibe straight away.

Responsive element: Experiment with how the website would look on a smartphone screen version – after all, millennials are all about their phones. Make sure to put the designs into mock-ups to sell your idea to the client.

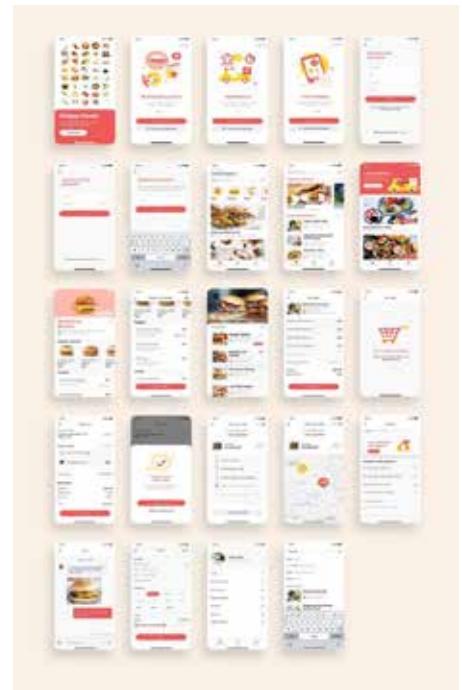
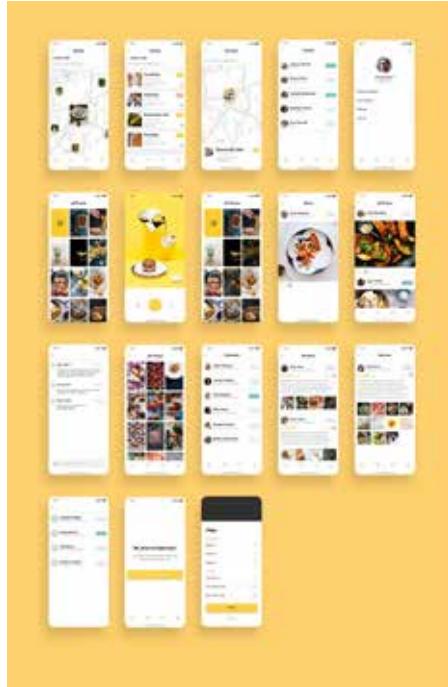
Deliverables: x1 Initial logo and colour palette, x1 Homepage design - desktop, x1 Homepage design - mobile

Take It further

Explore the in-depth details associated with any interaction: rollovers for buttons and navigation, tool tips, opening and closing drawers or accordion menus, and any areas that may have enhanced interactivity through use of existing web technologies.



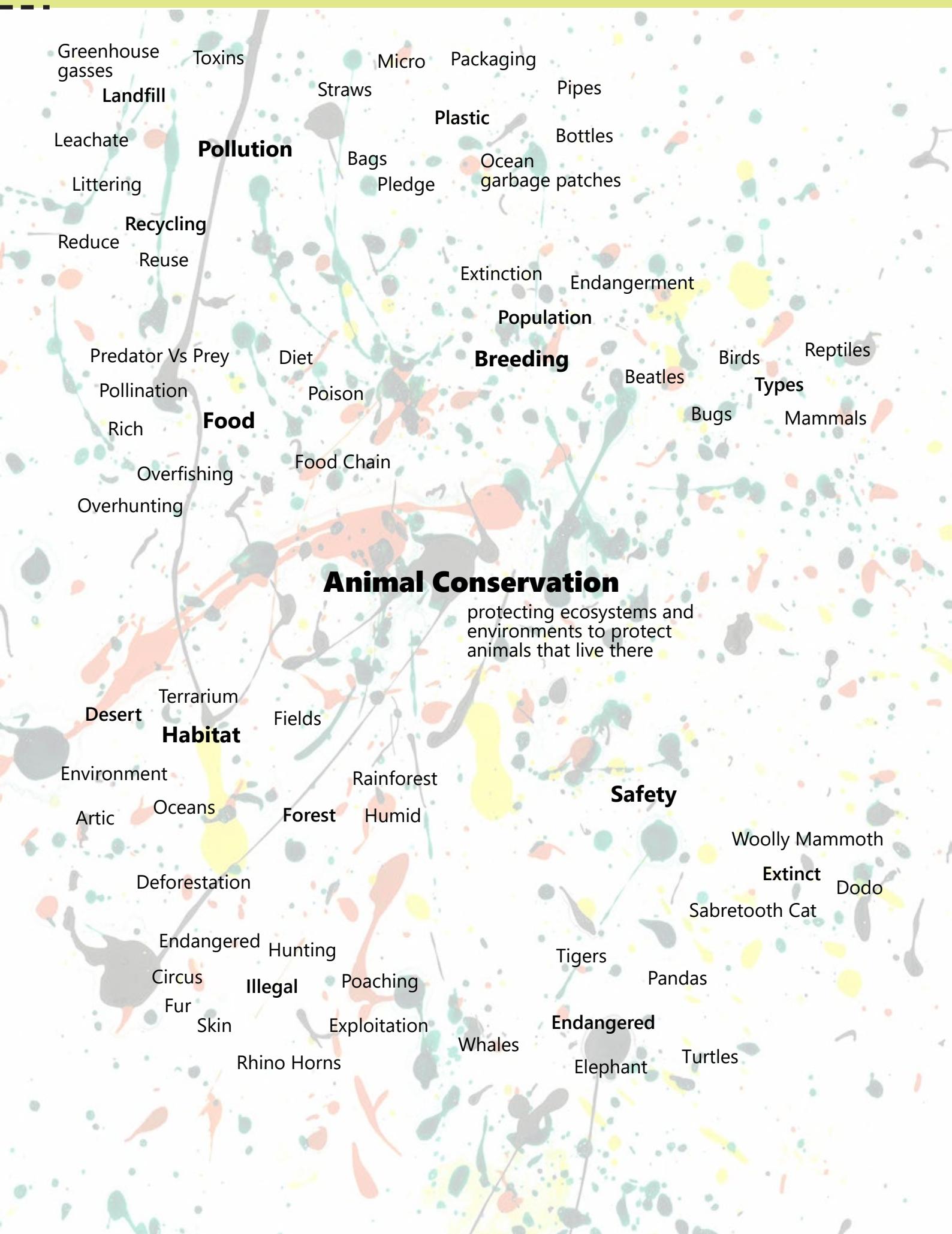
INSPIRATION:



PROJECT ASSETS

- Portfolio(s) Large layout spread
Contact sheet(s) Presentation board
Supporting design assets Other (specify below)

ROUTE OPTION DIAGRAM





STATEMENT OF INTENT

Colchester Zoo is my employer who homes two hundred species of animals on sixty acres of charity funded land. They help animals thrive in the world and allow endangered animals to survive while educating the public about the animals and their issues.

They have asked me to **redesign** their website, specifically the home page, colour palette and logo. They would like a **progressive** and **minimalistic** site with a retro twist in there. This needs to be useable on any device (desktop, tablet and mobile) and keep their attention throughout the page with vibrant images and eye catchy text. The main purpose of the site is to **sell tickets** for the zoo, **promote animal conservation** and **sell merchandise** to visitors.

The zoo draws a wide **target audience** with many young children for the experience of new and exotic animals – meaning parents and other family members may use this site to book tickets or research the site. I'd also like to use vivid colours in my work to let my drawings pop from the page. Having that would draw attention from all ages to come look at the site and possibly go to the park.

Many people come to the zoo to learn about the animals and what threatens their existence. This would mean I need to promote the educational side of the park so more people will know about the risks the animals take in their day-to-day life.

I would like to go with a geometric approach with a **safari themed page**. This may include animals such as giraffes, rhinos, and meerkats. To keep the progressive theme, I have the idea of having a giraffe eating a tree at the top of the page and the neck follows you down to the bottom where it is standing by the tree it was eating off. I'd use linage from Brazier and the retro colours from Lyon in my work.

For my project, I am going to research **Matt Lyon**, a London based illustrator, and the low poly art designer, **Liam Brazier**. They both use bold, bright, and beaming colours in their work to make them stand out from their competitors. Geometric shapes are also a key feature in their work which adds a minimalistic look in their art.



TRIP REPORT

I went to **Colchester Zoo** to explore the park and the animals it holds. we went to have a first view on the zoo and the issues it faces. The zoo was first opened to the public in 1963 to entertain and **educate** the **public** about the animals they look after. They home two hundred species in the sixty acres of parkland and lakes. Some of their most notable animals are; rhinos, giraffes, ostriches, zebras, and tigers. The zoo now has a mission to allow animals thrive and live in a **stable environment** with a hope to set them free once they can.

I travelled to the zoo to learn about the park and the animals it works with and collect **primary assets** to use in my work. I attended an **hour-long lecture** about the zoo's work and **endangerment** that the animals face. During this, I found out how the zoo transfers the millions of animals between zoos (from groups such as **EAZA** or **WAZA**) and how endangered species in the wild could be saved from the backup animals held in the zoos. I gathered over one hundred **primary images** on my journey with an aim to use as many as I can in my work.

In my group of four, we explored as many **exhibits** as we can in the three hours we had to spare. I was impressed with the **Rainbow Lorikeets** with their **vibrant** and **exotic-coloured feathers** and the chirps they make. I found the feathers interesting as I'd expect a small bird to have plain and camouflaged colours in the Australian rainforests. These were held in a greenhouse-like enclosure which had many trees, plants, ponds, and water features to keep a **naturalistic element**. As they are harmless, it was a walk-in enclosure so we could get up close to the birds. I got the chance to stroke the back of one of the Lorikeets and their feathers were **luscious** and **silky** to touch but still firm for flight.

The park's **house style** included dirt-orange icons and white, bold text on top of a deep-dirt-brown **background**. The font related to the section you are in which would **convey** the countries' theme within the signs. My example sign was inside the African area of the zoo, so it had **connotations** with Africa and its **landscape**. It was very easy to **navigate** the park as I could easily find where I am and where I would like to go next as it made it clear where the nearest enclosures or facilities they have were. I would like to use this **house style** in my work to convey the zoo's theme to users that have not been to the park and seen the signs for their self's.

I personally couldn't remember the last time I was at the zoo was like, so I had a very fun time at the **Colchester Zoo**. I found all the exhibits **exciting** and **informative** with the signs explaining a brief introduction to the animal and what it contributes to our life. The mid-day talk was very helpful in introducing how the zoo can **conserve** and improve the lives of the animals they captivate. I learnt many new things about the zoo that I never thought I needed to know and what I can do to help the zoos. I hope this trip will **innovate** my work and improve it in the future.



PHOTO FAVOURITE

My favourite animal I saw at the zoo was the rainbow lorikeet; I found its **bold** and **stunning** feathers to draw my attention from all the other animals at the zoo. The feathers have bright reds, blues and greens which stood out in the greener habitat. One of the photos I took was of two of the lorikeets sitting next to each other and almost snuggling with one and other

(**WL_ZoolImages_040.jpg**) – I found this inspirational and touching so I would like to use this in my work somehow. Another picture of the Lorikeets was where one bird was acting playfully and hiding behind a leaf from me (**WL_ZoolImages_035.jpg**). I felt like it was being curious to what my phone was but also scared as I may have looked intimidating towards it.



WL_ZoolImages_040.jpg



CONTACT SHEET



WL_Zoolimages_058.jpg



WL_Zoolimages_059.jpg



WL_Zoolimages_060.jpg



WL_Zoolimages_061.jpg



WL_Zoolimages_062.jpg



WL_Zoolimages_063.jpg



WL_Zoolimages_064.jpg



WL_Zoolimages_065.jpg



WL_Zoolimages_066.jpg



WL_Zoolimages_067.jpg

WL_Zoolimages_068.jpg
too far away

WL_Zoolimages_069.jpg



WL_Zoolimages_070.jpg



WL_Zoolimages_071.jpg



WL_Zoolimages_072.jpg



WL_Zoolimages_073.jpg

WL_Zoolimages_074.jpg
gaze

WL_Zoolimages_075.jpg

WL_Zoolimages_076.jpg
too far away

WL_Zoolimages_078.jpg



WL_Zoolimages_079.jpg



WL_Zoolimages_080.jpg



WL_Zoolimages_081.jpg



WL_Zoolimages_082.jpg



WL_Zoolimages_083.jpg

WL_Zoolimages_084.jpg
too far away

WL_Zoolimages_085.jpg



WL_Zoolimages_086.jpg



WL_Zoolimages_087.jpg



WL_Zoolimages_088.jpg



WL_Zoolimages_089.jpg



WL_Zoolimages_090.jpg



WL_Zoolimages_091.jpg

WL_Zoolimages_092.jpg
dark

CONTACT SHEET



dark and
far away

CONTACT SHEET



WL_Zoolimages_093.jpg



WL_Zoolimages_094.jpg



WL_Zoolimages_095.jpg



WL_Zoolimages_096.jpg



WL_Zoolimages_097.jpg



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WL_Zoolimages_099.jpg



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WL_Zoolimages_101.jpg



WL_Zoolimages_102.jpg



WL_Zoolimages_103.jpg

WL_Zoolimages_104.jpg
too far away

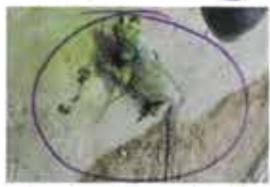
WL_Zoolimages_105.jpg



WL_Zoolimages_106.jpg

WL_Zoolimages_107.jpg
unusable

WL_Zoolimages_108.jpg



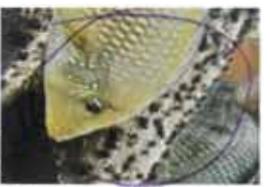
WL_Zoolimages_109.jpg



WL_Zoolimages_110.jpg



WL_Zoolimages_111.jpg



WL_Zoolimages_112.jpg



WL_Zoolimages_113.jpg



WL_Zoolimages_114.jpg



WL_Zoolimages_115.jpg



WL_Zoolimages_116.jpg



WL_Zoolimages_117.jpg

glare

out of focus

unusable



WL_Zoolimages_118.jpg



WL_Zoolimages_119.jpg



WL_Zoolimages_120.jpg



WL_Zoolimages_121.jpg



WL_Zoolimages_122.jpg



WL_Zoolimages_123.jpg



WL_Zoolimages_124.jpg



WL_Zoolimages_125.jpg



WL_Zoolimages_126.jpg

WL_Zoolimages_127.jpg
too far away

CONTACT SHEET





PRIMARY MOODBOARD



PRIMARY MOODBOARD



At the zoo I discovered many different animals of all shapes and sizes. As I do not know what **design** or animals I would like to include, I wanted to select a range of animals in case I want to use them in the future.

The animals I **photographed** often had **colourful** feathers or skin. I like these as I would like to use bold and bright colours in my **design**. As my design is retro themed, I need to have **vibrant colours** that still feel retro and welcoming; this may be tricky as I need to manipulate the **colours** into a colour pallet that complements each colour.

I personally found that the sea life and birds were the most interesting. One of my favourite animals I saw was the Patagonian Sea Lion that swam around us in the pool – it has thick grey blubber and big eyes to see in the **dark**. In my **design** I will need some **contrasting colours** so having dark and grey elements in my **design** will help make parts of my product pop and stand out.

Another animal that stood out was the lizards that lived under heated laps in groups of two. I saw that their backs had sharp and pointy scales for structure and safety – they were laid out in an even pattern which I liked. My work needs to have some form of **patten** and **even layout** as it will link to the **minimal** and **geometric** approach I would like to go for.

SECONDARY MOODBOARD

As my client brief points out they would like a **retro design**, I looked out for various retro images I could find. This included various colour pallets, nostalgic images like Donkey Kong and Windows 95 icons and UIs. I found many of these to be **inspirational** with the **colour schemes** being **vibrant** and **correlate** together to create **effective** themes. I would like to use this in my work as it would stand out and draw the reader's attention to my product.

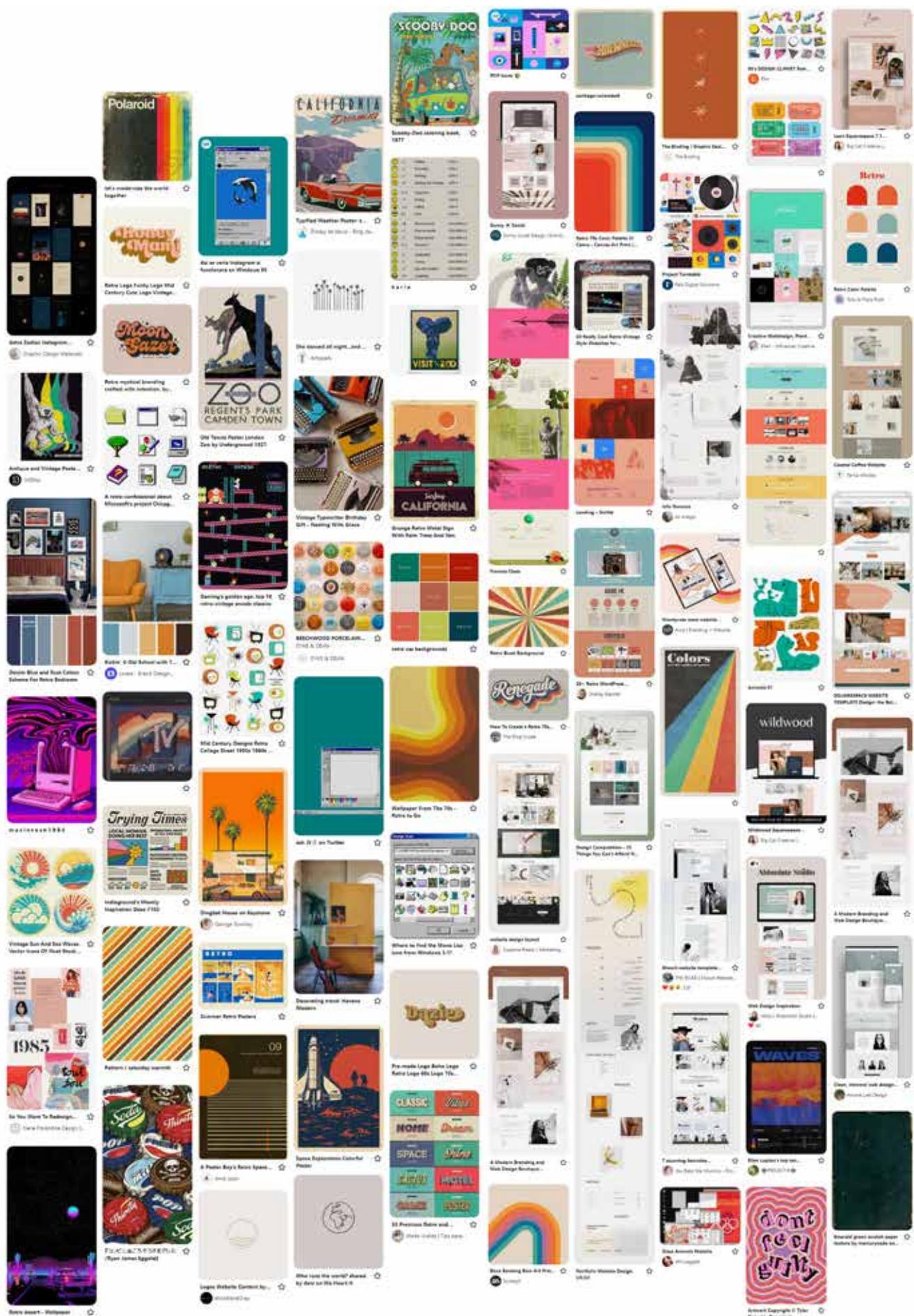
My moodboard also contains various items linking back to the retro theme. These gave me an idea of what detail or content I need in my design. I found that there was many images of one object but many different colours – I found this interesting as it shows all the colours a **product** can be without overwhelming the reader.

Many of the designs used **curved lines** and **smooth effects** between an item to another. This was helpful to me as it meant I had to include **seamless transitions** and effects between imagery in my work. I could use this to create a consistent, minimal feel through my work.

Typography plays a big part in my design so I added a few fonts into my moodboard so I can start to think what kind of feel I would look in my work. I discovered **fonts** used in this era used layers of text and little icons to add **aesthetic** into its design.



SECONDARY MOODBOARD

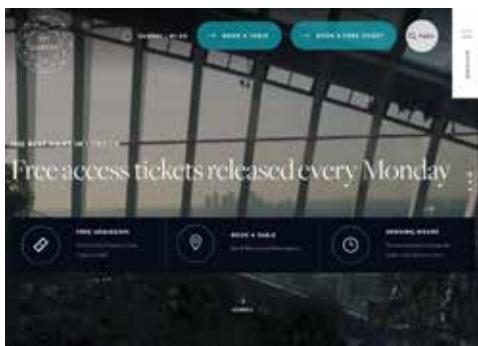


PRODUCT ANALYSIS



Colchester zoo is a prime example of a zoo website with its theme and ideas being present from the start of the site. I like how they used **simple and short videos** under the main logo as it gives the user a brief introduction to the animals found in the zoo. The video itself has some **background music** which is uplifting and energetic (like the audio found inside the park). I found that it **drew my attention** immediately to the logo and it gave me a rough idea of what I may see when I visit the zoo. I would like to use this in my work as I believe it would add some **animations** and **movement** into my design.

The use of the **calendar** is a great idea I may implement in my project as it would provide information to the public and anybody interested in the zoo and its doings. I would use my chosen **house style** in this as it needs to be able to pop out but also not draw the reader from booking tickets or generally scrolling the site.



Sky Garden, in London uses a minimal and futuristic approach on their website. It implements **segments** of the website what are found from scrolling down the page. All the main buttons and dates are found on the first page which makes it easy to book or discover what's going on. I really like this approach on a website as it is cut down to segments that you can only view once at a time. The buttons were in line with the logos **aesthetic** theme with white bars.



Simply Chocolate is an online store for various types and flavours of chocolate bars. This website is also split into segments where each part is a different flavour of bar, and the **colour scheme** revolves around this product. The site hints the user to 'open up' the package which sends you to a more in-depth page about the chocolate. I really like this view on advertising as it lures the user into one place and the house style revolves around the bar. I would love to **implement** the idea of opening boxes or packaging in my work.

Another part of the site is the header which uses **horizontal buttons** that link to other areas of the webpage. I like this idea as it feels minimalistic and simplistic – however it does mean it makes it harder to read for some users. I'd like to use this in my work to keep the minimal feel going throughout my work.



PRODUCT ANALYSIS

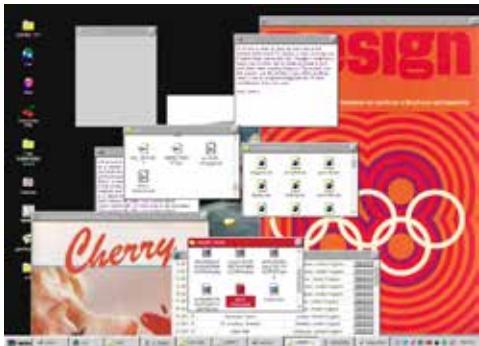


Guillaume Tomasi's minimal gallery shows what you can do with scrolling. The three parts of the homepage **carousels infinitely** and are straight to the point – with only a teaser image and title on show. He uses **white space** to draw the viewers' attention towards his work and any hyperlinks to various parts of his website. Each button sends you to a new and exciting page with the use of a seamless transition to and from the page – I really like this idea and I will hopefully use this in my final piece.

I would like to use some elements in my work but I'm unsure how this would feature in my website. However, it has taught me the importance of white space and **effective imagery** and text in my work.



Frans Hals Museum uses bright and bold colours to attract the user's attention. The **colourful** website is **boxy** and has a **vibrant** colour scheme found throughout the page and the typography is a bold and **legible font** that anybody could read. Each colour highlights a new fragment of the page which is a great idea for keeping a user's attention in one area. The sidebar has a **fluent design** that morphs to show you what part of the bar – I like this idea as it signifies to the user that they have clicked on a button. In my work I'd like to implement the bold colour scheme as I can use some retro colours in my work.



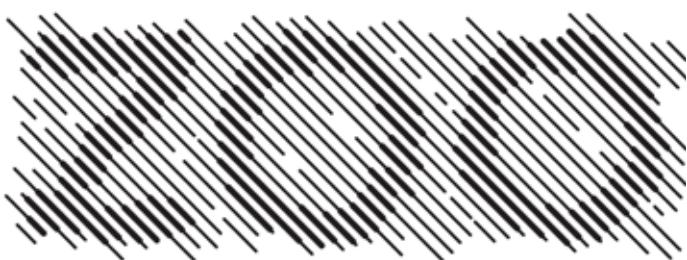
The band, **Glass Animals**, have a very prominent **retro theme** in their work and their website sums this up perfectly. It is set up as a throwback to Windows 98 and is seen in the bottom taskbar, app windows and desktop icons. The site uses 'app windows' in its design to keep the **layout** of an old computer. The **typography** also links to the Windows theme as that was the font they used. It keeps the retro house style going and is the only font used in the system. I like this aspect on websites as it shows that not all websites have to look the same and you can almost make anything online as a website. I may use the colour scheme and font in my work if I go down the retro-tech route in my design.

TYPOGRAPHY EXPERIMENTS

Ai



I chose this font as it looked clean and had a **fluent design** and had a **geometric feel** to it. This was the hardest **design** to create as I had to create the meteor-like lines and convert them into a **brush texture** for later use. I had some issues with creating the stroke lines as some lines would not curve but that was all sorted after some **tweaking**. To create the text, I applied the texture to pre-typed and then edit it from there. As it is meant to be a **geometric design**, I was disappointed when some of my lines were not spaced out as they were originally intended for. I could in the future, use this method but use a monkey's arm or some part of an animal to create the text.



While **researching** for designs to create, this sprung at me for its **elegant** and meteor-like theme. I like how it is **inconstant in line lengths** yet perfect in the distance between lines and sizes. The **dashed line effect** is used to create a clear **outline** of the text and uses different **strokes** to make the lettering. I created this **design** with a rectangle of lines and used the **Shape Cut Tool** to create the letting and cuts in the lines. This could be used as the title of the website as it is eye-catching however it is very hard to read when seen from close up and some users may have to take a step back from the screen to view it – this is where I could decrease the gap between each line and make it more legible. If I am going to use this in my design, I need to create the same design but with the name 'Colchester'.



This was one of the easier **graphics** to make as it uses **layers** under the text to create the **pattern** – this also means I can change the text with ease and not have to recreate the **graphic** from scratch. I was **attracted** to this **design** as it is very retro and distinct to my client brief. Before researching my designs, I already had an idea of this type of design but without guidance, I wouldn't have a clue how to make the **vector**. This once again could be used as the heading of the page however I want to go down a **dark** and **geometric** route that this text would not apply to.

TYPOGRAPHY EXPERIMENTS

Ps



This design popped out at me from its use of **shadows** to show the **layers** of leaves in the image. The image itself is composed of four layers; the green background, leaves, cut out leaves and text. The leafy shadows are created by the use of the drop **shadow** found under the **layer effects menu** – set this to a dark colour and tweaked the distance sliders to my personal preference. This suits the idea of wildlife and animals in general. I may use this for the title of my webpage but instead of plants I would use animals and their heads will escape the text. The **background** could also be the background of my page, so the text is **layered** in it.



The **sleek** and **hazy** feel of this **design** drew me into making it. I started by typing my body of text and adding a gradient of choice. I then stretched out the bottom of each letter and then blurred it to create the strobe effect. I found this **vector draws attention** to itself for its **scale** and its **colours** which would be great for titles or important pieces of text. To improve, I would use a **cleaner font** as I feel like the one, I used (**Coco Gothic Regular**) is too **rounded** and **bubbly** for this theme and I may use a more **vibrant colour palette** as it will help draw attention and work more **fluently**.



I found this was my favourite design to make as it includes so many **layers** that create the **stacked paper effect**. Like the leaf **effect**, it uses layers and drop shadows to make the multiple slices of paper feel. I used the **Lasso Tool** to create cut-outs of paper and I then used the **Layer Panel** to mask the paper into **individual letters**. The paper **texture** was downloaded from the online tutorial I followed. Colours play a big role in this design so I could change the colours to fit my colour scheme, or I can use animal textures and layer those. Next, I might tweak the backdrops as I feel like they are too **shallow** and don't **portray** the cut-out effect I was looking for.



TYPEFACE RESEARCH

No. Seven Black

This retro themed font was found online on fontsfree.pro. It was released in 2018 and I believe it portrays the stereotypical 70s font that has a 'groovy' feel to it. It **legible** from a close distance but may be hard for some users to read as it had a very sleek feel to it. As it is so grand, I'd use this as a **header** to my **website**.

HIPSTRAV
GANZA
REGULAR

Coco Gothic Regular

Hipstravaganza Regular is an artistic and futuristic font that uses lines through the letters to add texture and depth into its design. The **readability** of the font is low unless the size of the font is high. I would use this in background art works to **empathise** an element or title.

THEATRICAL

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Aileron

This professional font uses a minimal and **readable typeface**

with straight and geometric lines. I believe this would work

perfectly in big boxes of text as it is easy to read in bulk. I

would use this in any paragraph or textbox in my site.

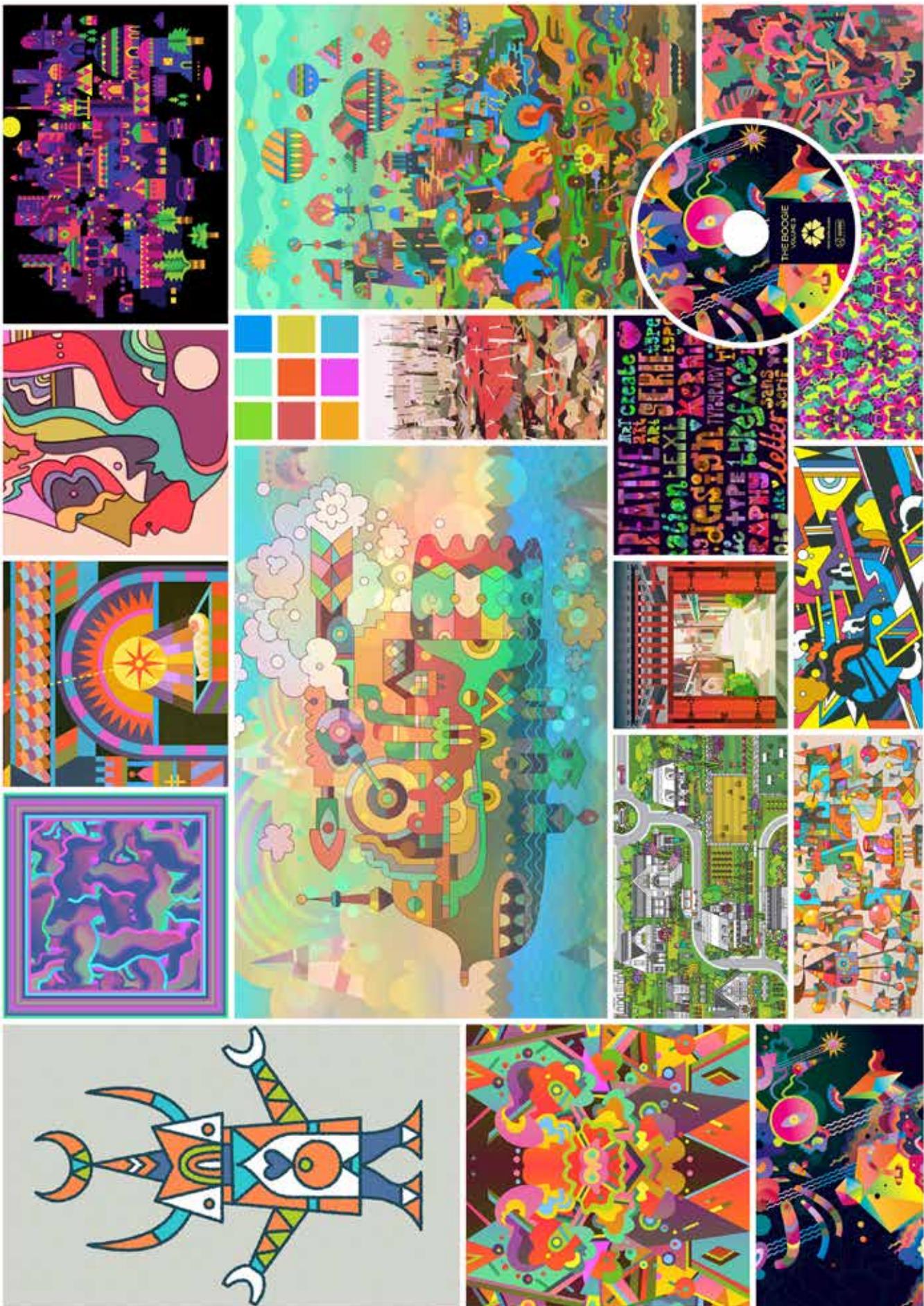
Theatrical is a cinema orientated font that it eye-catching and recognisable for many. It uses thick lines mixed with thin ones to add a **bold** feel to the design. I would like to implement this into my design and use it for bold and important titles or links to other pages.

This hand-drawn font has a very feminine and signature style of font that I like. It uses very thin lines to add the pen style of the font and the **italic** tilt also conveys the doodled aesthetic feel. I believe this font would look great in headings and important or professional parts of the site.

Aileron is an average font that is designed to be easy to read from far distances and up close. It uses sans serifs and kerning to allow the font to be as accessible as possible. It uses the same line with and **x height** to keep the letters inline and usable in any bulk texts. I would use this in my work for large amounts of text and buttons linking to other pages.

Typography is a key asset in a **multimedia design** like a website as it's the primary part the user will look at. If you don't have a **legible** or generally **pleasing font** combination it can almost spoil the whole **graphic**. As my client brief asks for a **wide target audience**, I need to use an easy-to-read **title and paragraph font**. For my design I don't want this to happen so I will try to combine and striking title font (such as **No. Seven Black**) and pair it up with a legible paragraph font (such as **Aileron** or **Coco Gothic Regular**) and hope they aid and **compliment eachother** in a positive way.

ARTIST MOODBOARD





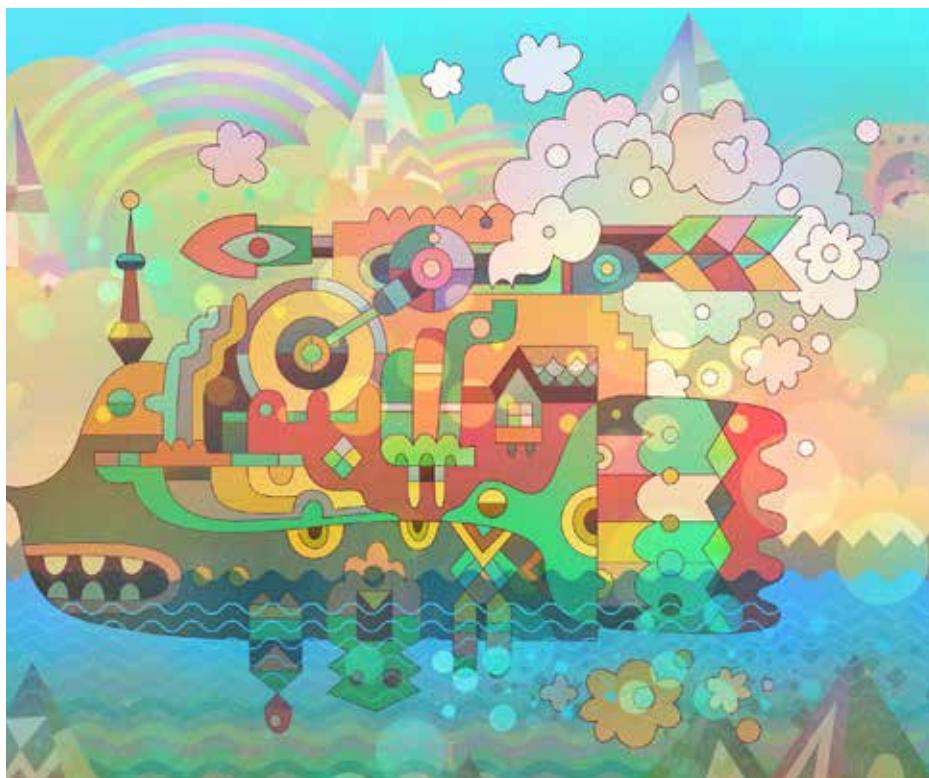
CRITICAL STUDY

Matt Lyon | Fairlight Battleship | 2013

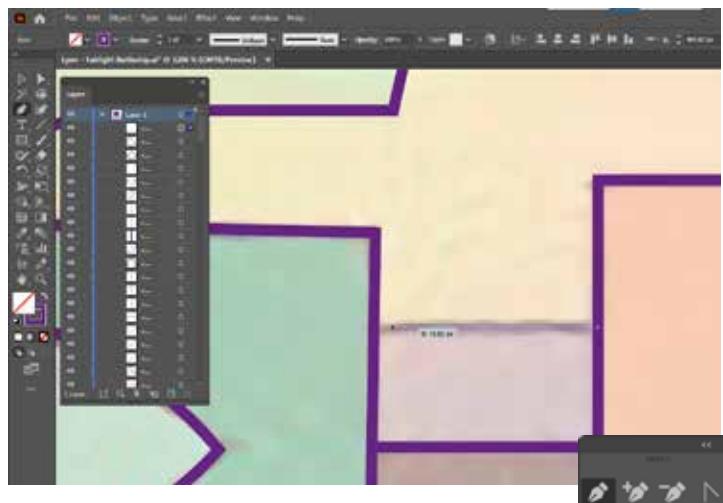
Matt Lyon is another London based illustrator and artist who loves to create graphics from shapes and patterns. His work stems from '**incessant doodling, often laced with wild colours, shapes and patterns**' which is a lot like my own work. They studied at the Slade School of Fine Art at University College London until he decided to become a teacher for graphics while still working for well-known companies like Nike and Transport for London. They became inspired from retro and abstract art from the late 90s and onwards. I chose the design, **Fairlight Battleship**, which came out in 2013 – it uses bright pastel colours to create the eye-catching graphic.

Their designs include a **doodle approach** and vibrant colours to create his aesthetic. Matt tends to draw on a piece of paper and then **vectorise** on the computer which means he can let his creativity flow and adapt. He also uses **Adobe Illustrator** to create the graphics and precisely edit the design; then he uses **Photoshop** to change the **composition / layout, colour, and texture**. This piece is successful as it captures the **simplicity** of a boat yet adds a **childish doodle effect** to the design in the form of lively colours and unusual shapes and objects – I really like this type of art. I find the design to be bold and unusual compared to many other artists, but it still works perfectly well as an image. The graphic also uses slight **gradients** to add the bubbly feeling and **transparent** layers to make a layered paper effect.

I find this art to be interesting as its **fluent** and **futuristic** at the same time. I like the approach in design as I love to **doodle**, and I always can doodle whenever – this **design** can allow me to doodle for a purpose. My project could do with this type of design to add a childish feeling in my work while still looking **minimal** and bubbly.



TRANSCRIPTION EVIDENCE

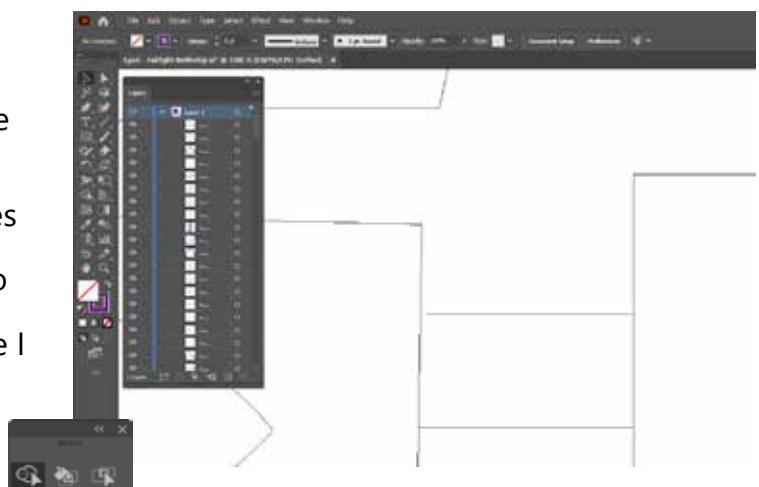


Pen Tool

I used **Adobe Illustrator** to recreate **Matt Lyons** work. I started by creating the outlines of the design with the **Pen Tool**. This meant I had to click every line and make sure they were correctly positioned and angled. To get the correct lines I used the **Direct Selection Tool** (by pressing A). After my previous transcription, I learnt that I only needed to do one line for each shape and afterwards I could use the **Shape Building Tool** to create the individual shapes.

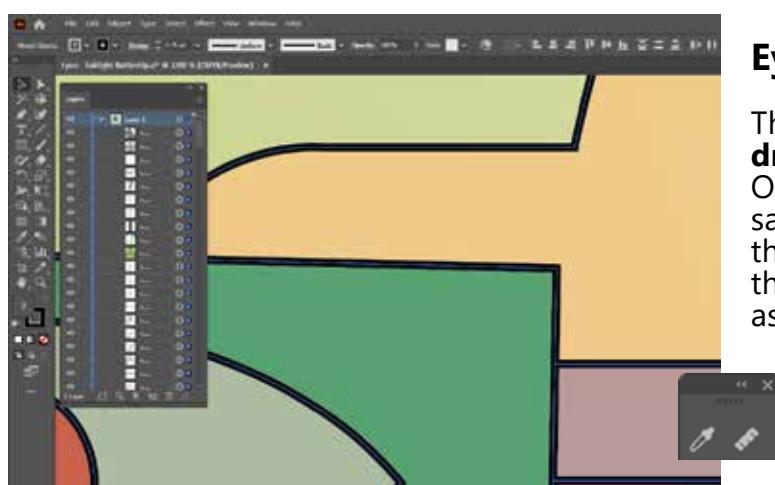
Shape Building Tool

Then I used the **Shape Building Tool** to make the shapes – this combines all the lines surrounding the wanted shape and then it literally builds the shape. However, all the lines need to be connected with anchor points to work. Some of my lines were not compliant to this so I had to use the **Outlines View** (Ctrl + Y) to see the lines in their simplest form. Once I fixed this it worked perfectly fine.



Eye Dropping

Then I could colour in the shapes by **eye dropping** the background onto the shape. Once I was done with that, I took a break and saw the design looked a bit flat compared to the original design, so I added gradients to the largest shape. Then I exported the design as an image.



ARTIST TRANSCRIPTIONS



I used **Adobe Illustrator** which specifically works with vector graphics which was perfect for this project. I primarily used the **Pen Tool** to draw around the lines and then used the eye dropper to colour in the designs. I believe **I was successful** with recreating my design as it looks like the piece. I am especially proud with the **gradients** that make the design pop with life and helps make the work not look flat.

IN THE STYLE OF...



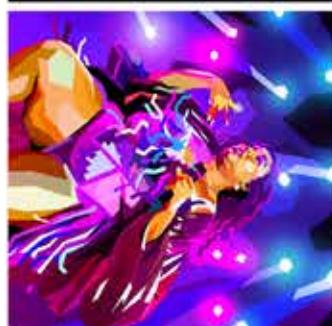
I designed two penguins (based on *WL_Zoolimages_078.jpg*) in the style of **Matt Lyon**. I believe the piece was **successful** since if you compared my design and Matt's together you would see some similarities; how shapes are fluent and are combined to make one centre image and the use of **hues** and **shades** to make shadows inside the graphic. I had to use small, simple shapes by drawing them out with the pen tool and then shaping them around the outline of the graphic to create the main image. Lyon loves to use **shades of colours** and **gradients** at times to create the **3d effect** from **shadows** and **reflections**. I used **Adobe Illustrator** to make my rhino as it includes a that is very helpful for making curved lines. By clicking then dragging lines out, I could make perfect angled lines.



< **Original image** I used to create an outline and **colour swatch** from.
Inspirational image created by **Matt Lyon** which often referred back to when creating my **design**. >



ARTIST MOODBOARD





CRITICAL STUDY

Liam Brazier | Aging Depression | 2019

Liam brazier is a UK, **London based illustrator** and animator who mainly creates '**low poly art**'. He has worked for several conglomerates such as **Disney, Marvel** and the **BBC** – creating a great reputation for his name. They learnt their trade at the Kent Institute of Art and Design and achieved a **Bachelor of Arts** (BA). he started out by cutting tiny pieces of paper out and creating the geometric designs he liked – nowadays he uses the iPad app Vectornator to create the same art but digitally. He had his first exhibition at Scope at The Brick Lane Gallery in London in 2011.

I picked a design by Liam called '**Aging Depression**' which was made for the magazine, Gulfshore Life in 2019 which was created to reflect on the opposite sides of old age. It relates to my theme as it appears to be a **futuristic design** that has a **minimal aesthetic** inside it. The designs he creates also have a **geometric vibe** with the images being composed with small triangles and straight lines to create the jagged style. Liam treats this design as a '**puzzle**' that he put together – I like this

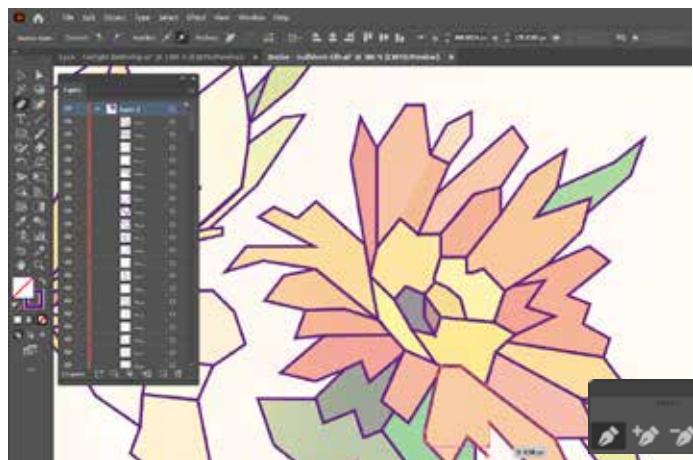
ideology as his arts as the lines of his work all align to each other and are consistent throughout. They use an app called Vecotornator which is available on most apple devices (like the apple version of illustrator), and he likes to create the outlines of the design using the outline tool found in the app. His designs are successful in keeping enough detail to understand the work whereas its not got enough detail to see small objects and features in the design.

I personally like the **simplicity** of his work as it uses shapes to make an effective design while still looking **minimal and interesting** at the same time. I also really like geometric design in general and this artist stood out of the page for me, so I picked it – I've always created these forms of designs as I feel it looks **clean and futuristic**. This would work well in my project as I can use it to create a texture in my animals and it would look new and classy at the same time.





TRANSCRIPTION EVIDENCE



Pen Tool

I used **Adobe Illustrator** to recreate **Liam Braizer's** work. I started by creating the outlines of the design with the **Pen Tool** (by pressing P). This meant I had to click every line and make sure they were correctly positioned and angled. To get the correct lines I used the **Direct Selection Tool** (by pressing A).

Eye Dropper

Then I could colour in the shapes by **Eye Dropping** the background onto the shape. Finally, I exported it as an image file.



ARTIST TRANSCRIPTIONS



I used **Adobe Illustrator** which specifically works with **vector graphics** which was perfect for this project. I primarily used the **Pen Tool** to draw around the lines and then used the eye dropper to colour in the designs. I believe my work is successful as

It looks exactly as the original piece, and I made sure there were no gaps between the shapes. For my in the style of I will use the same tools again, but I will have to make the lines up myself without guidance.



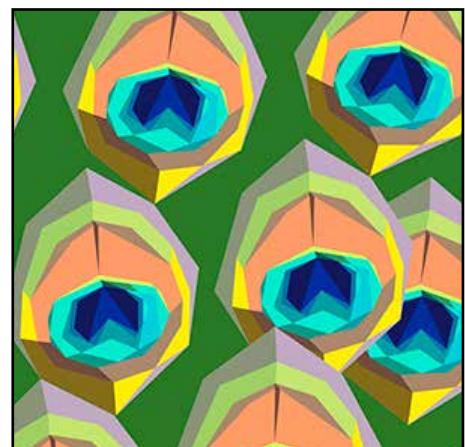
IN THE STYLE OF...



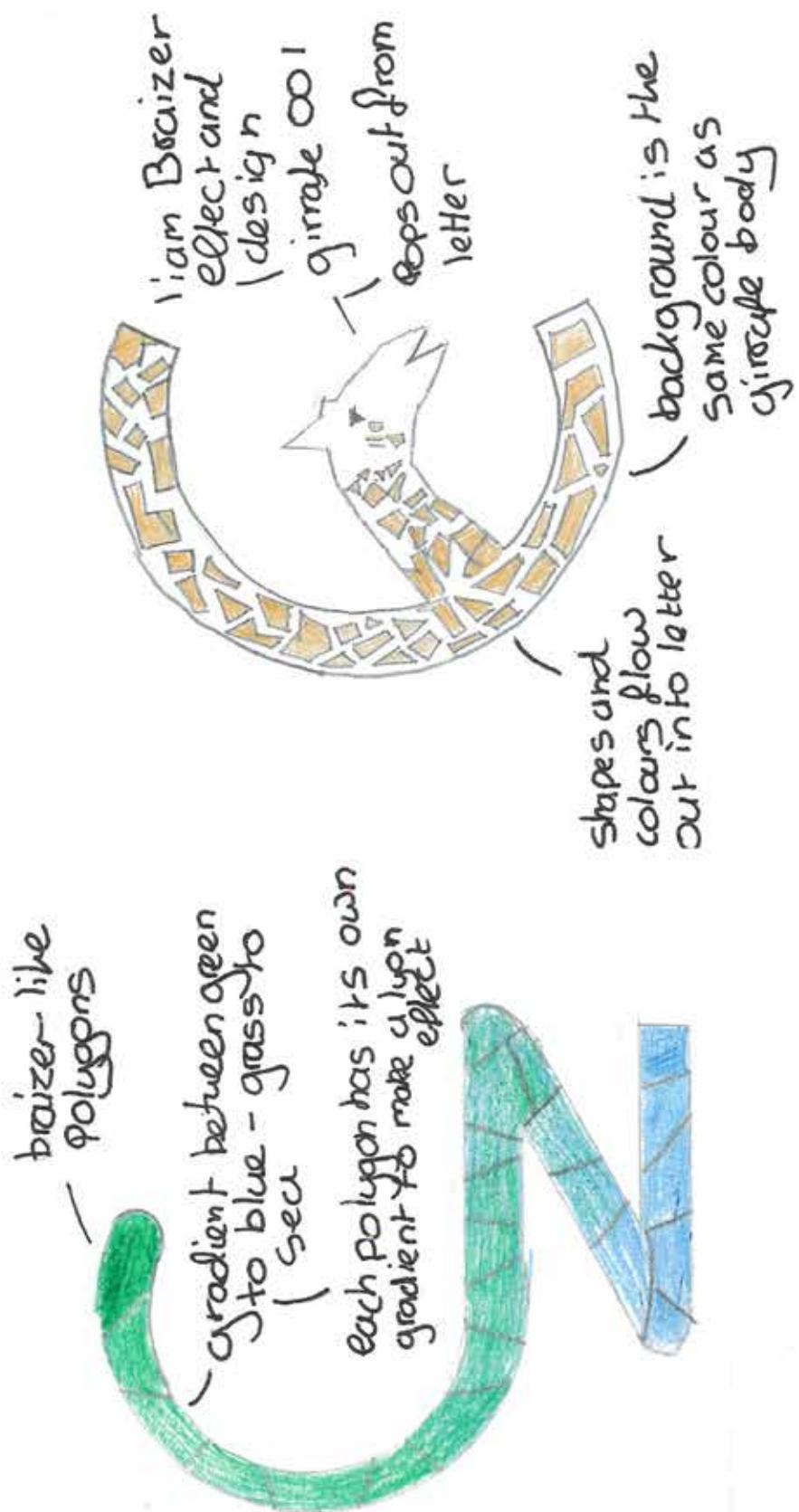
I designed a **rhino** (*WL_Zoolimages_004.jpg*) in the style of **Liam Braizer**. I believe the piece was **successful** since if you compared my design and Liam's together you would see some similarities; how it is **composed of shapes** and the use of **shading colours** creates the 3d effect. I made sure to have the **low poly effect** to it that the original designs have – I did this by first outlining many triangles and morphing them into larger shapes. I then **colour picked** the colours underneath the shapes and used them as a starting point for the swatches, then I changed the shade and tones of the colours to make the **shadows** and **highlights**. I used **Adobe Illustrator** to make my rhino as it includes a pen tool that is very helpful for making straight or curved lines. Unlike the artist, my designs don't have an eyepoppingly **vibrant colour scheme** as I found that the rhino looks best with its true colours otherwise it looks out of place or poorly designed – if I did want to change the colour scheme, I could import the graphic into **Photoshop** and change the **hues** and **saturation** levels there.



< **Original image** I used to create an outline and **colour swatch** from.
Inspirational image created by **Matt Lyon** which often referred back to when creating my **design**. >



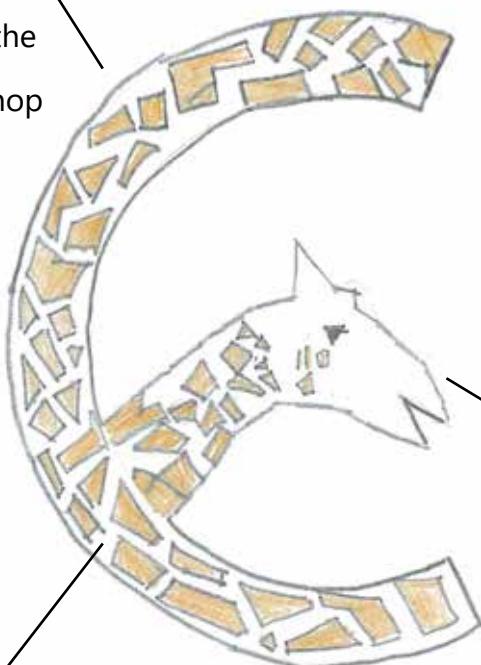
SCAMP DESIGNS



VISUAL LINKING



Letter takes the forms of the paper cut out effect I researched in the photoshop typography.



Liam Braizer like polygons



Giraffe head pops out like the leaf effect.

SCAMP DESIGNS

Desktop Design

gradients?

135 /
base on animal
013 040 078

bird graphics

zoo admissions

feeding

Jungle rumble

cups, bottles

Plastic - bags

graphics

mini our plastic

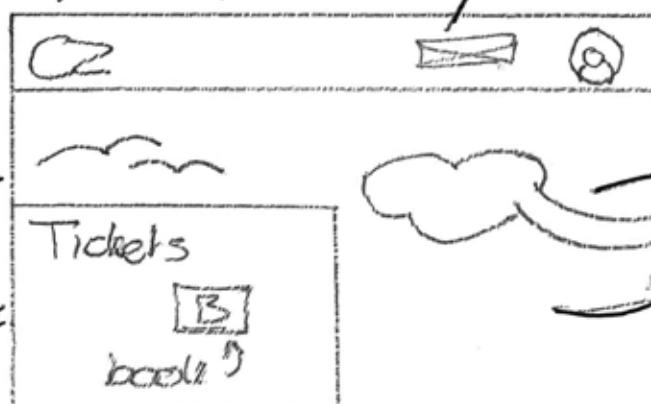
Plunge - link

to real one

click for
more

005)

rhino in
braizer



animal
pops
out?

link to
leaves text

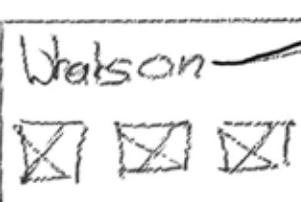
arrow
down

local real
website for
links

login/sign
up
dropdown

braizer
tree

background
gradient from
braizer to
blue



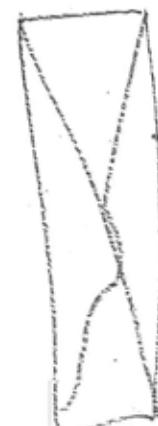
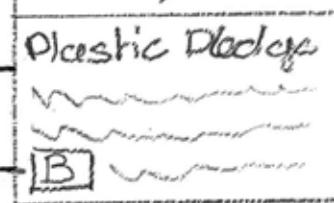
zoo events/
animal news

carousel of
images)

images/links

139

giraffe
braizer



dirt ground
same colour



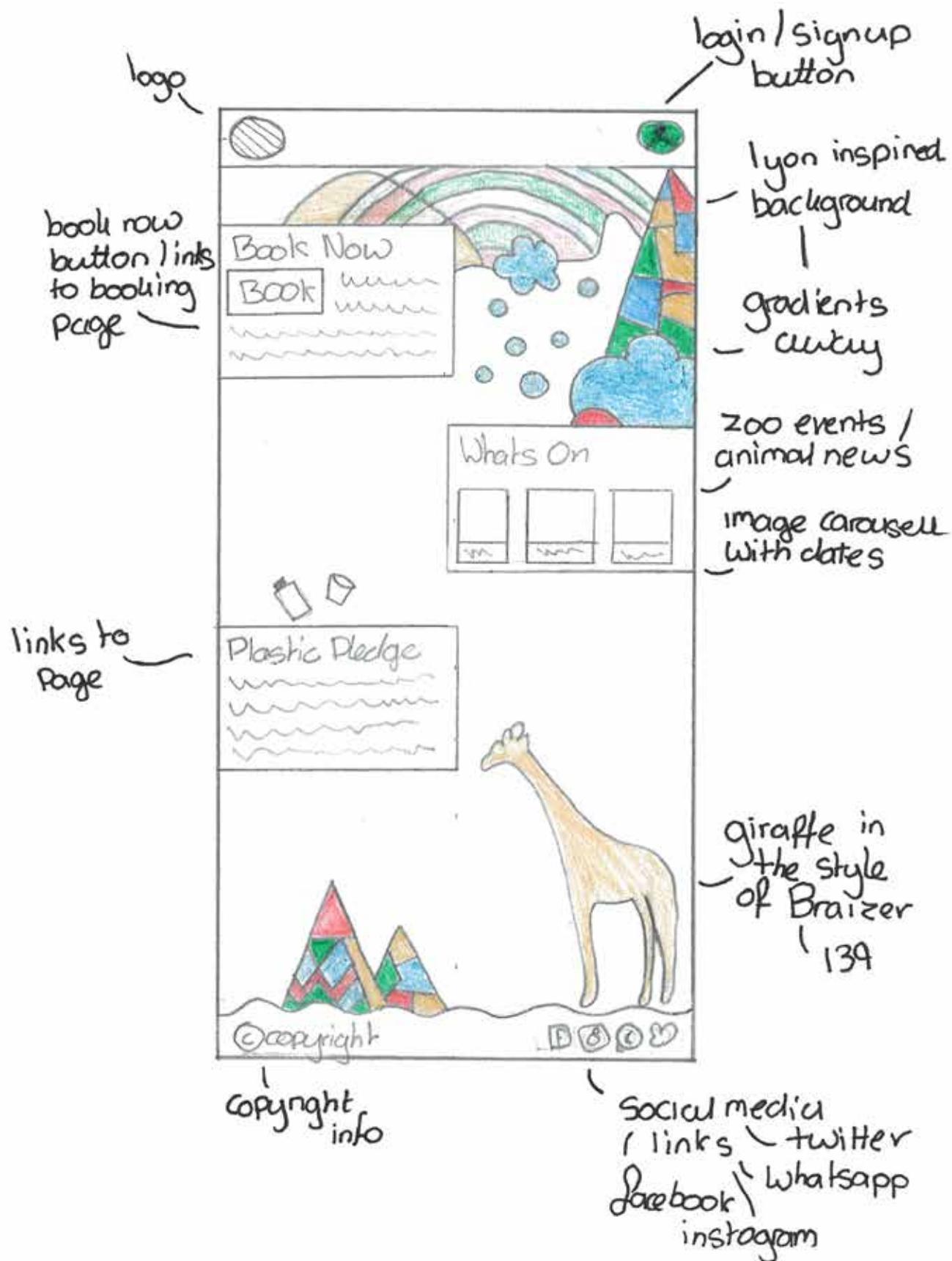
copyright
Sitemap
education
legals

Social media

links

youtube / facebook
tripadvisor / twitter
insta

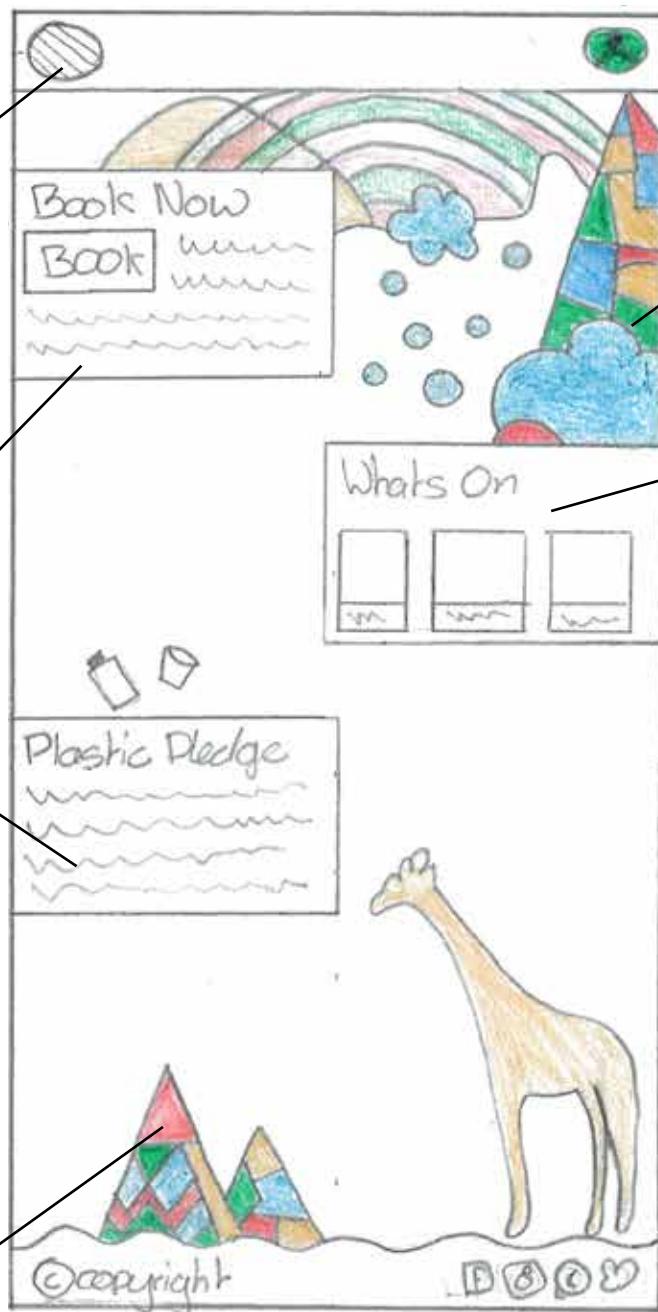
SCAMP DESIGNS



SCAMP DESIGNS



Logo may have an animal popping out and using the leaf effect I previously created.



I'll use the **Coco Gother Regular font** I researched earlier on
Coco Gothic Regular



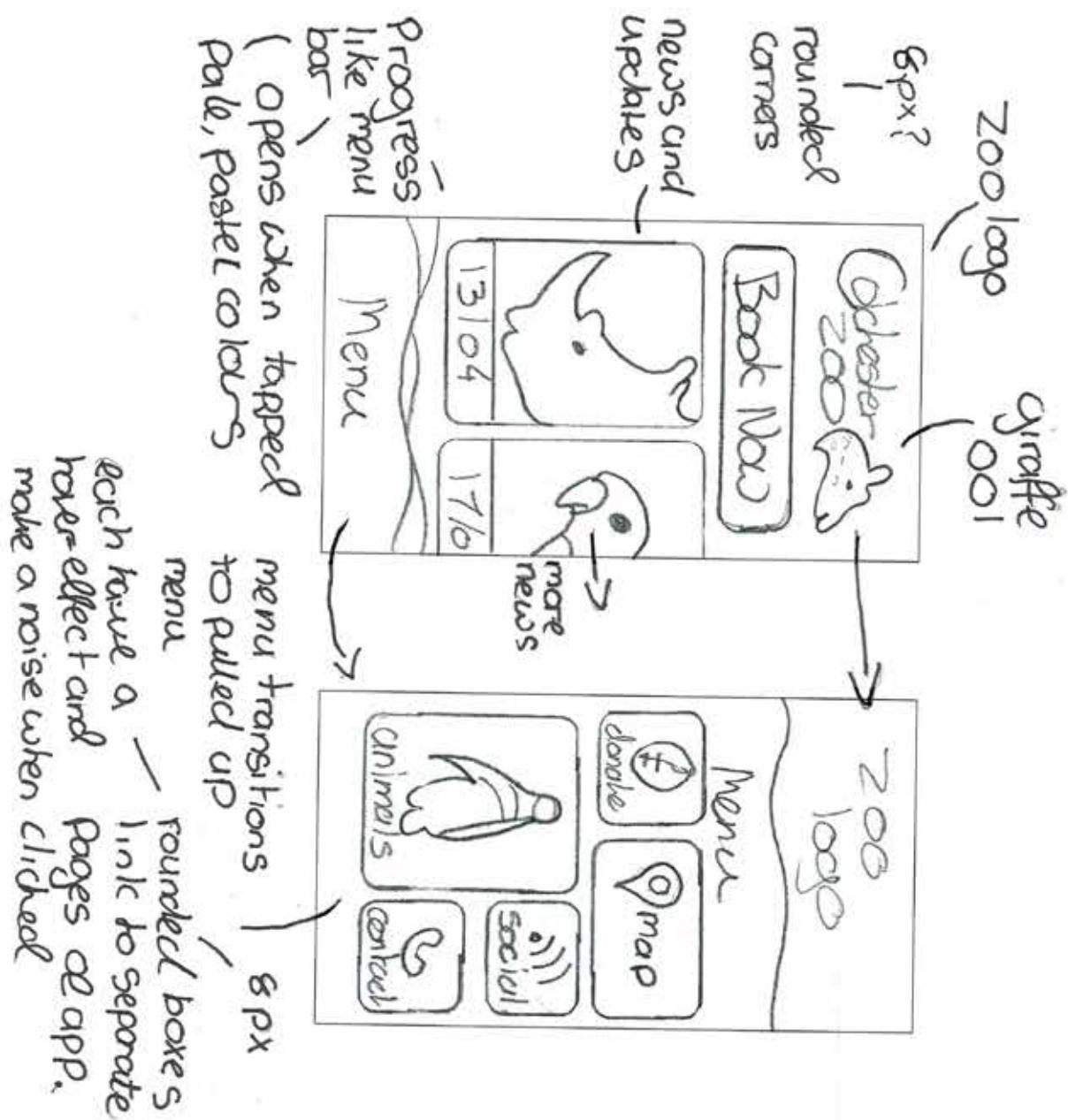
I used the background from my **Artist Transcription** as a baseplate of my design

After analysing other websites (found on my **Seconday Moodboard**), I found that many websites are split into boxes or segments.



Linking to the start of the page, I took inspiration of **Lyons's** art

SCAMP DESIGNS



SCAMP DESIGNS

Colchester Zoo logo →

In the style of Liam Braizer rhino →

scroll for more news →

8px rounded corners →

menu transitions →

menu bar →

Progressive like menu bar →

→ to pulled up menu

→ buttons link to other pages

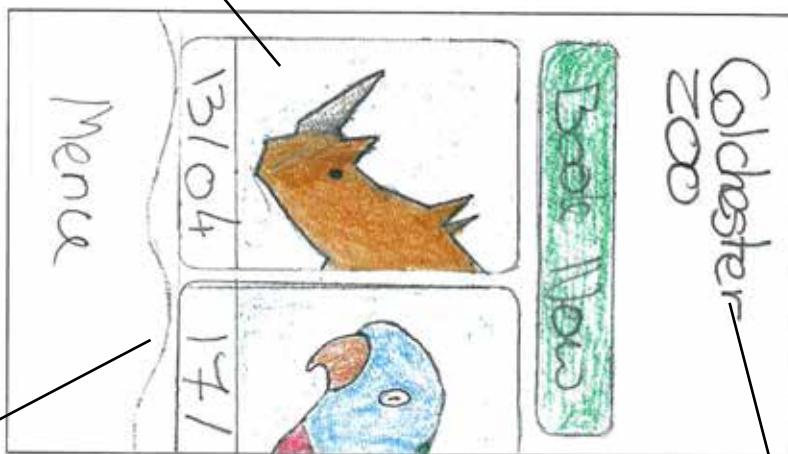
each have a hover effect and make a noise when tapped

light blue background

VISUAL LINKING

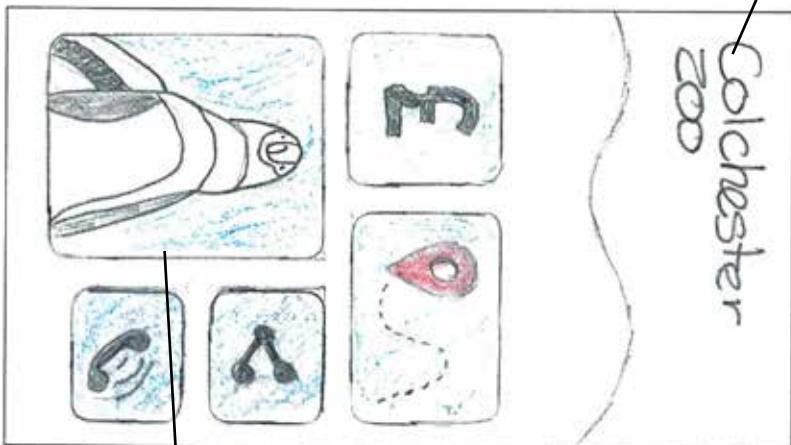


My in the style of
Liam Braizer will
be used on the
news and updates
page



I'll use the **Coco
Gothic Regular font**
I researched earlier
on
Coco Gothic
Regular

The logo will
expand to the
full text,
Colchester Zoo,
in the same
style font



My in the style of
Matt Lyon will be
used on the news
and updates page



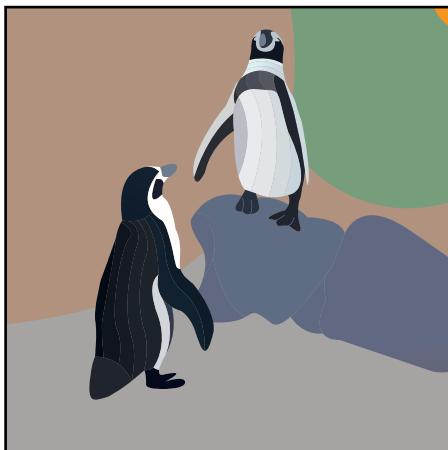


LINKING ALL RESEARCH

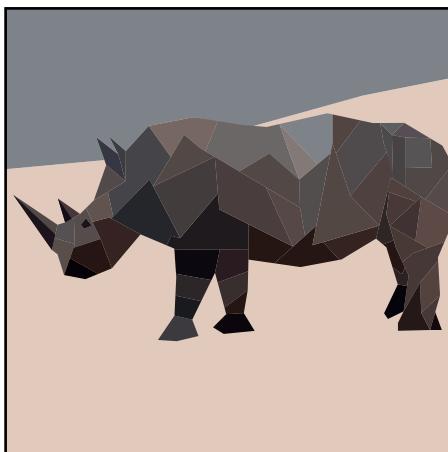
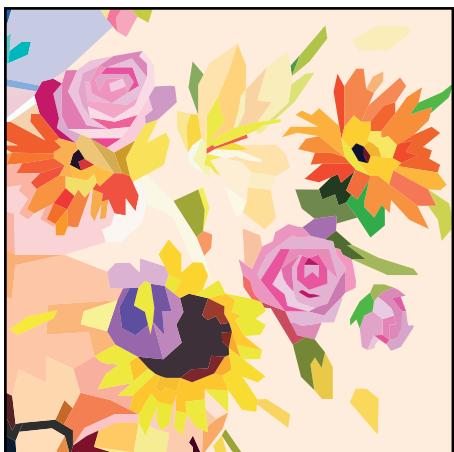
Artist Transcriptions



In The Style Of



Influences



ARTISTS

Matt Lyons -

Colourfull, Doodle-like, Bubbly, Childish

Liam Braizer -

Geometric, Polygons, Futureistic, Puzzling, Jaggered, Low Poly

THEMES

- Simplicity
- Geometric
- Doodle
- Low Poly
- Bubbly
- Minimal

TOOLS USED

Pen Tool
Shape Building Tool
Smooth Tool
Eye Dropper Tool



RESEARCH CONCLUSION

Colchester Zoo asked me for a redesign of their website in a **progressive** and **minimal** design but still keeping a **retro theme**. This needs to be useable on multiple devices and accessible for the wide target audience that the zoo provides for. I first wanted to go down a **geometric** and safari themed page but now I feel like I should go through a progressive theme where it goes from land animals and the further you scroll, the deeper you go down into water animals in the deep ocean.

I used a **route option diagram** to spread my ideas out and think what kind of aesthetic I would like in my work. I want to add **elements** of the habitats the animals live in and the dangers they face as this links to the key theme of '**animal conservation**'. My route option diagram links all the key aspects of conservation so I can hopefully implement aspects of these into my work. Some of my nodes linked together where one idea was shared by multiple factors – this helped me imagine what I need to make in my work.

I collected **primary and secondary imagery** for my work to keep my designs original and my own which allows me to do anything I would like with them. These images allowed me to have a wide range of paths to go down in my work. For example, I wasn't planning to go down a bright colour scheme, but now I have a picture of rainbow lorikeet (WL_Zoolimages_040.jpg) which have vibrant feathers. Having a **contact sheet** with all my primary imagery on allowed me to annotate and edit any images that I would use in my work. I was able to circle the best images, cross out the unusable images, and crop the images to a reasonable size; enabling me to treat the images and select the ones I would like to use in my work.

For my work, I **analysed existing websites** to improve my work and implement ideas that I can use. I researched six websites that all had a very different theme and usage. All of them had a progressive and minimalistic (like the design brief wants) which was perfect for inspiration for my work. At first, I wasn't sure how to collect primary images for the websites because a website has already been created by someone (making this secondary imagery), but I realised that screenshotting a page is technically me researching work. The designs I looked at used different user interfaces which I like a lot – for example simplychocolate.dk uses vertically presented text for buttons which adds an element of simplicity. I would like to use this in my work as it will keep the minimalistic feel.

To collect **primary images**, I went to Colchester Zoo and took pictures of various animals found in the park. This meant I could travel around the zoo and find out a little about the animals while also collecting images and key designs for my work. I was able to discover all the animals and found any elements of the design that I would like to use in my work. At 11am, we had a talk with one of the zookeepers about what the zoos do and how they can handle such a variety of animals in the zoo itself. I recorded this talk as an audio file to relisten to the speech and write down any key notes that I could use in my work - I found out that zoos are part of a bigger group called the **WAZA** (World Association of Zoos and Aquariums).

While creating my **scamp designs**, I wanted to make a desktop design which works well yet is generally pleasing to the eye. Linking to what I have already said, I tried to use bright and **eye-catching colours** throughout – you'll see the Braizer inspired design where vivid colours have been used at the start of the webpage to draw the reader's attention. My mobile website design is based on a clean buttoned design that uses rounded squares and rectangles which are all equally aligned and sized.

According to the brief, I need to create a **progressive** and **minimalistic** website with a retro touch while matching their **environmental vibe** – after researching various designers I came across Matt Lyon and Liam Braizer who both specialise in low poly, minimal designs by using curves or straight lines to make a larger image. I personally always liked the **geometric touch of art** and I felt that these artists would work well in this context for me and the brief. Both designers use **Adobe Illustrator** and primarily use the pen tool found within the app, so this is what I used to make my designs. In my product, I will implement both ideas and designs of my artists and somehow blend the **gradient filled graphics of Lyons** and then use the **sharp, jagged lines of Braizer**. In my research, I struggled to find any concrete information about the artist – they have short about us pages that have next to no details. To get around this, I did some extended research online and found some information I needed. Then any information I could not find, I asked them personally via social media.

RESEARCH CONCLUSION

In the future, I will possibly experiment with other tools in **Adobe Illustrator** to make my designs look better and possibly speed up the designing process.

In conclusion, I would like to use **bright** and **bold colours** (inspired by the Rainbow Lorikeets I saw at the zoo), and I still want to stay with the **geometric theme** (inspired by Matt Lyon) I was originally going for but still implementing a progressive theme where it goes from land animals and the further you scroll, the deeper you go down into water animals in the deep ocean.

FINAL PIECE PLANNING

Initial Idea

I plan to create a unique-looking website that combines both **elements of Liam Braizer's low-poly textures** with **Matt Lyon's gradient aesthetic** using **Adobe Illustrator**. The website will contain elements that a conventional website would have which will include theoretical buttons to other parts of the **website**, large images, a title and paragraph text. I will design some **scamp mock-ups** of both mobile and desktop websites while also creating my logo.

Materials Needed

I will do most of my work in **Adobe Illustrator** in a very long highlighted **canvas** – websites don't have a set size so I can make mine as long or short as I choose. If I find the **resources**, I may opt to draw out my **graphics** using a **graphics tablet** or possibly a tablet with a drawing app installed as this will set me free from using the mouse I have used previously. If I can't find this, I will use my mouse and keyboard to create my **final design**.

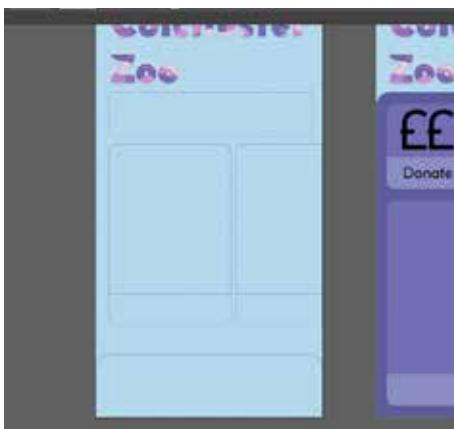
Skills And Techniques

I will try to **implement** any **techniques** that I have learnt from my **typography experiments** and my in the **styles off**s. One tool I know I will have to use is the **Pen Tool** (accessed by pressing **P** on your keyboard) in conjunction with the **Shape Building Tool** (**SHIFT + M**) in **Adobe Illustrator** to create small icons and **graphics** from several shapes and lines I have created. I will also use the **Gradient Tool** for my **Matt Lyon**-inspired designs.

Linking Together

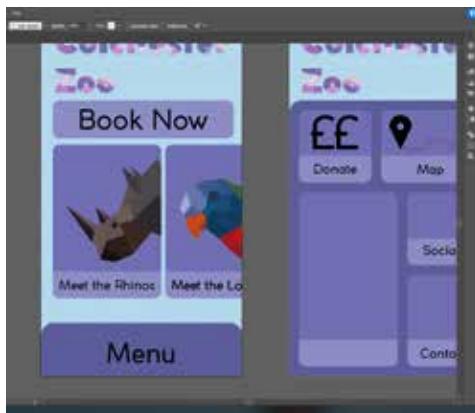
After researching several different websites in my **product analysis**, I now know how to create a stunning website with a creative, minimal twist to it – many of these websites focused on using images mixed with **typography** to create a visually pleasing site. I want to make images my **focal point** as this will enable me to put a **theme** or **concept** across to the user without boring them with long detailed **paragraphs**.

DEVELOPMENT OF DESIGNS



I created the first **outlines** of my **design** (this was based off my **scamp design**). This was so I could **visualise** what the **design** will look like when I finish it. I also wanted to make sure that any boxes were **inline** or **centred** to each other which I could see.

Next, I began to add any text that would be present on the **design** – this included **titles**, **dates** and **buttons** with text. I soon realised that some of the text I write on my **scamp design** would not fit in the boxes given so I either shortened them down or reworded them altogether. I did however also start thinking about **small graphics** that would be on the second page of the **mobile website** (including map and donation related buttons).



Then I added some of my **graphics** created from my in the style of (the rhino and lorikeet) which added some much overdue **colour** to the **design**. This was simply copy and pasted out of their original files.

Finally, I changed the **colour scheme** to a greener **palette** that would suggest a greener zoo feel. I believe this makes the webpage look generally more **pleasing**.



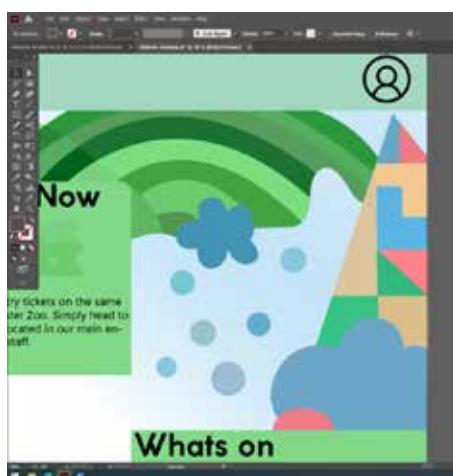


DEVELOPMENT OF DESIGNS



I started off with drawing the **outlines** of the website from my original **scamp design**. This gave me the freedom of working out what works well on the **design** and what doesn't. Once I worked out where everything will go, I added some **colour** which made the design look brighter and much more **pleasing**.

I began to add boxes that would contain the **content** featured on my website. This included any **text, images and general content** for the design. I added some **graphics** from my in the styles of (the rhino, penguin, and lorikeet) which would be used to show the '**calendar**' content that has dates linked to upcoming events.

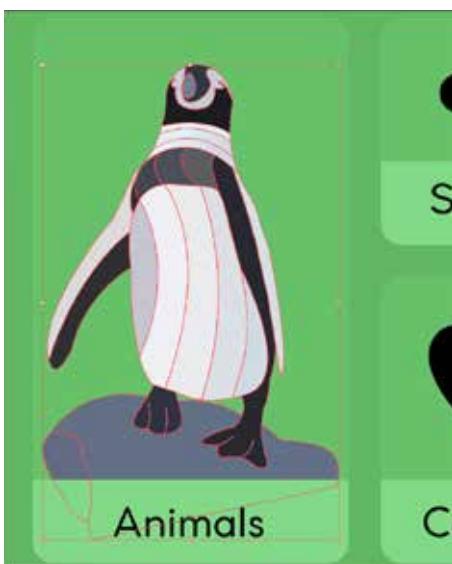


After that, I began to add more **colour** on my work – I thought **gradients** would add some **texture** to the **design**, so I used a blue to white **gradient**.

I then wanted to change the book button, so it looks more **attractive** and pleasing – I made the **button** look like a ticket **graphic** which connotes back to the entry ticket idea.

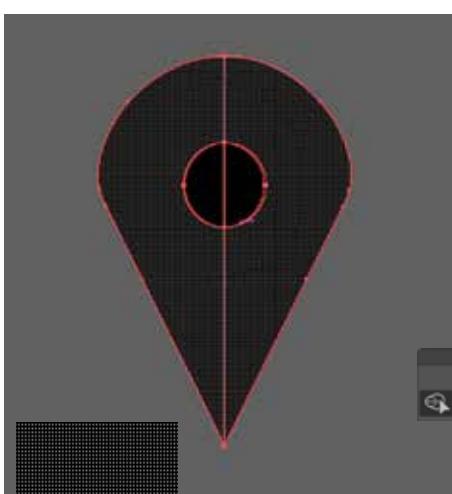


REFINEMENT OF DESIGNS



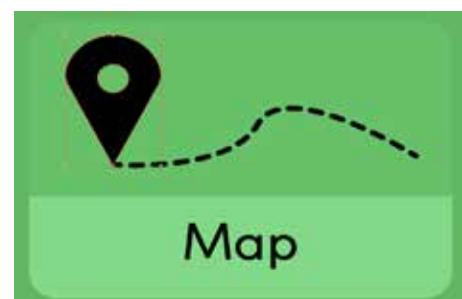
I centred the penguin to the button as it was bugging me. This made it look *slightly* better and in line with the whole theme of the **design**.

I noticed the map pin icon was a bit messy and there were some edges where too **sharp**. I decided to use the **smooth tool** to **reduce** and **curve** the **anchor points** to make the **curves** of the **shape** less pointy and looked much neater. I only did this to one half of the shape as I could mirror the same shape on the other side so both parts of the shape are the same. I did this by **deleting** the **unedited part** of the icon. Then I copied and pasted it next to the original half and aligned them both up to be the same.



Next, I used the **Shape Builder Tool** to combine the two halves together. I selected both sides and then pressed **Shift + M** which opened the tool. I then drew over both shapes so they had a checkered shade to it and then combined them.

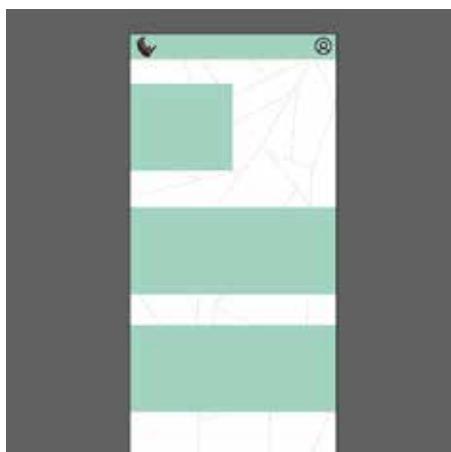
Finally, I placed the **graphic** back into where it was originally was and then **tweaked** where it was so it was connected to the dotted trail that was there beforehand.





REFINEMENT OF DESIGNS

I felt like my previous **design** was rough and not at the standards I set myself, so I wanted to re-design it but still base the design off my **scamp design** yet with some **improvements**.



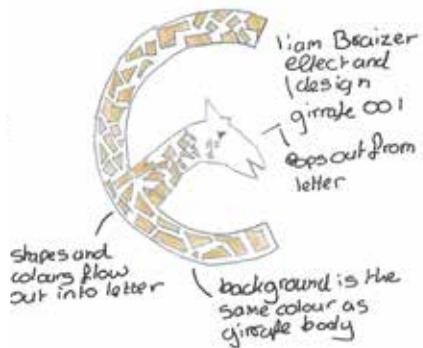
I started by remaking the same file as I did before (same **dimensions**, **colours** and **theme**) but making the second 'content bar' have the same width of the **canvas** – I believe this looks much more like a website and I can also add more content to the site. The bar has a slightly lighter and pale green which doesn't act as an eye saw yet still blocks out the content found in the site. I also wanted to **implement** a better link to **Liam Brazier's** work by having a **geometric-triangular backdrop** in the design. I ignored any areas that I knew the backdrop would not be seen (mainly the header) but if I wanted to change the **canvas size** later, I would have to stretch and manipulate the **design** afterwards.

I then began to add content that I previously made on my **original design**. This includes the **rainbow-like graphic** at the top, What's on **graphics**, **header** and **footer**, and **plastic pledge**. Most of them were either **resized** or **recreated** all together to make the theming look more complete. Instead of using the penguin, I created a new **graphic** of a **low-poly giraffe** which I think suites the theme in that area.



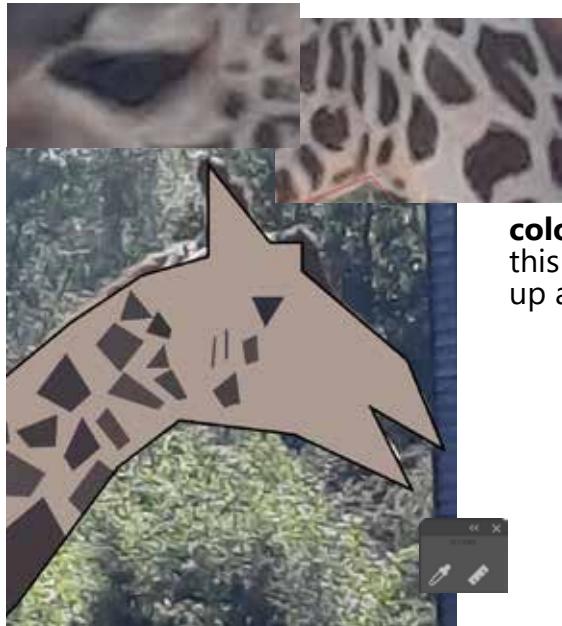
After that, I changed the **colours** of the rainbow to meet the green **palette** which I thought looked better. I then also remade the header that included links around the **website** – changed the font size added drop down arrows inspired by the actual **website**. I reused the arrow from the what's on bar below it.

DEVELOPMENT OF DESIGNS



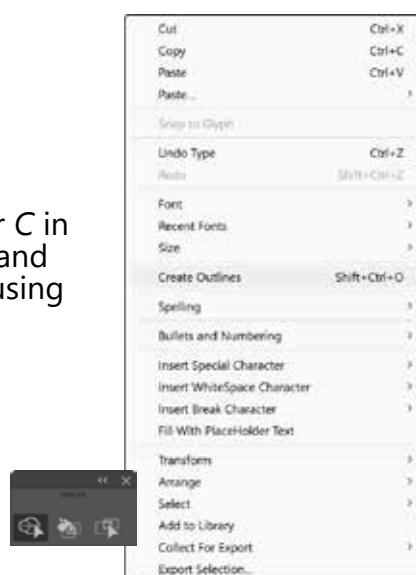
I began by **importing** my **scamp design** into **Illustrator** where I got the **general design** and **aspects** I will use in the **design**. I then decided to import my giraffe image (*WL_Zoolimages_001.jpg*).

I then began to draw the **outline** of the giraffe in a **low poly style** where there is not much detail apart from the key parts of the animal. I used the **pen tool** to create the general drawing of the giraffe.



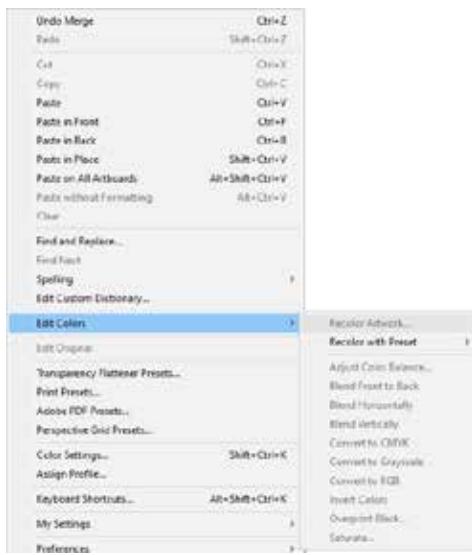
Next, I used the same **colours** from the **original image** to **colour** in the giraffe. I did this using the **eye dropper**. I made this process quicker by **cropping** parts of the original image up and then using the colours there.

Finally, I combined the giraffe with the letter C in the font **Asap**. I created outlines using that and then combined the two **graphics** together using the **Shape Builder Tool**.



REFINEMENT OF DESIGNS

I used the **Recolour Artwork Tool** to adjust all the **colours** on my **artboard** at once. This means I could change the **colours** in all my work seamlessly without having to click on them all and **editing** them further on.



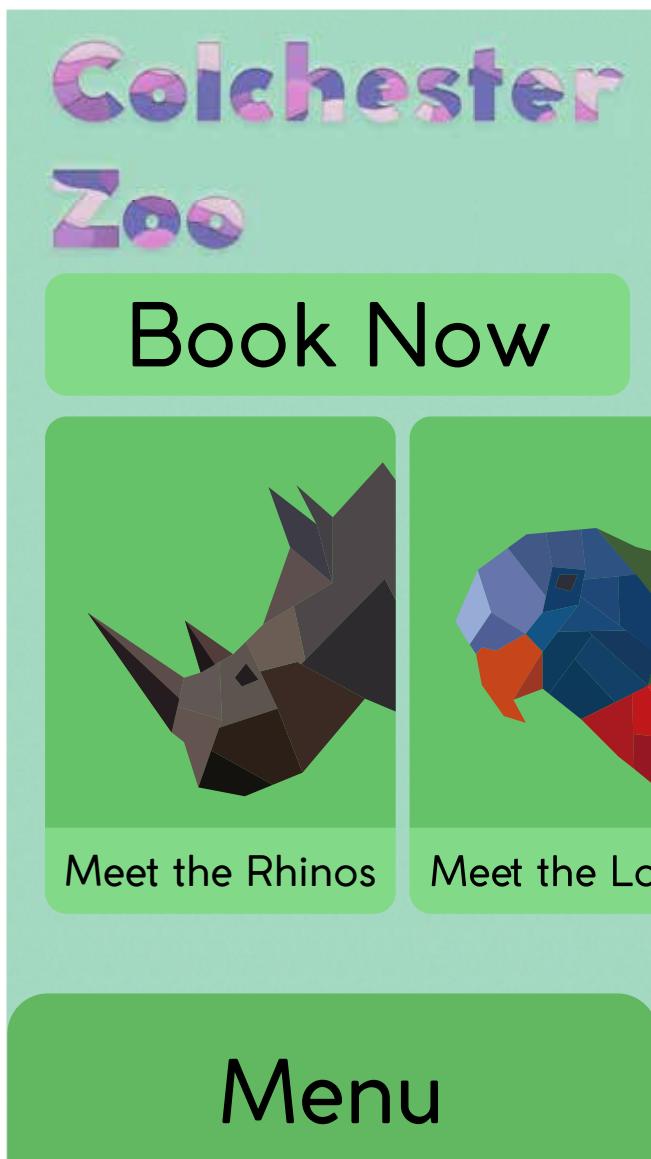
Although I only used one **colour editing tool**, I have the opportunity to change the **colours** individually based on a **single colour** or **colour swatch**.



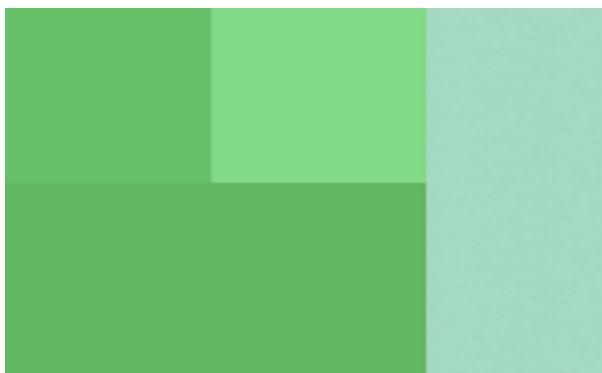
On the **design**, I added some **smaller patches** of colour closer to the face to add a bit more **detail**. This made the **design** look much more **pleasing** and **detailed** to the eye.



FINAL DELIVERABLES



Deliverables:
x1 Desktop Website Design
x1 Mobile Website Design
x1 Initial Logo
x1 Initial Colour Scheme





FINAL DELIVERABLES

About Us ▾ At the Zoo ▾ Plan Your Visit ▾ What's On ▾ What's On ▾ Gifts ▾ Experiences ▾ About Us ▾ 



Welcome

Whether you need to purchase admission tickets to visit Colchester Zoo, or book to take part in our daily Giraffe or Elephant feeds, please select the relevant option below. You can also book a FREE Jungle Tumble Play area session for the kids to enjoy a forty five minute session in our soft play area!

BOOK NOW



What's on



< 08/06/22 20/07/22 14/08/22 >

Our Plastic Pledge

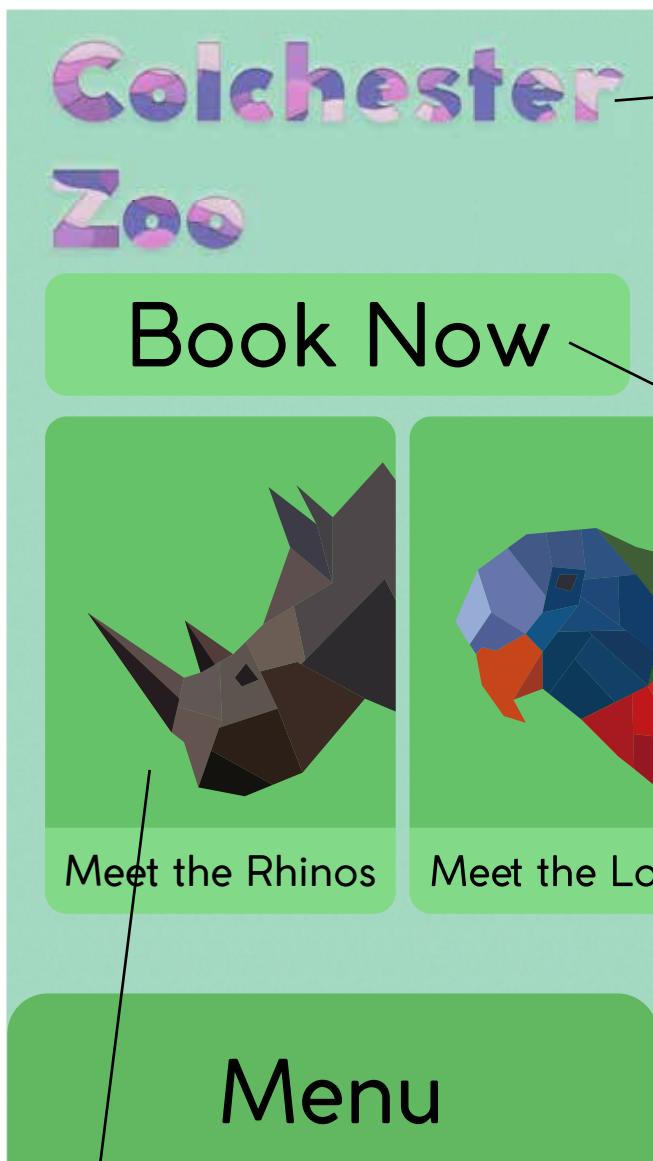
Recognising the detrimental effect of high levels of plastic waste in our oceans and the wider environment, members of the British and Irish Association of Zoos and Aquariums (BIAZA) have committed to do what they can to address this major environmental concern. Colchester Zoo has signed a pledge to reduce the levels of plastic being used on our premises and to encourage staff and visitors to commit to reducing single-use plastic in their everyday lives.

Colchester Zoo's teams have been working hard to reduce the amount of one-use plastic products sold on our site or reaching our site from our suppliers.



VISUAL EVALUATION



Papercut out font
that I created earlier
on.

I used the **Coco
Gothic Regular font** |
researches earlier on

Coco Gothic
Regular

My in the style of
Liam Braizer will
be used on the
news and updates
page



My in the style of
Matt Lyon will be
used on the news
and updates page



VISUAL EVALUATION



Same logo as I made

The screenshot shows the Colchester Zoo website homepage. At the top, there is a navigation bar with links: About Us, At the Zoo, Plan Your Visit, What's On, Gifts, Experiences, and About Us. Below the navigation is the 'Colchester Zoo' logo, which features a large, stylized letter 'C' with a giraffe's head inside it. To the right of the logo, the words 'Colchester Zoo' are written in a serif font. The main content area has a background of green, orange, and blue abstract shapes. On the left, there is a 'Welcome' section with text about booking admission tickets or feeding sessions, and a 'BOOK NOW' button. In the center, there is a 'What's on' section with three event cards: a rhinoceros event on 08/06/22, a horse event on 20/07/22, and a bird event on 14/08/22. At the bottom, there is a section titled 'Our Plastic Pledge' with text about the zoo's environmental commitment, followed by social media icons for Facebook, Instagram, WhatsApp, and Twitter.

I used the **Coco Gothic Regular** font I researched earlier on

Same logo as I made

I used the background from my **Artist Transcription** as a baseplate of my design

Coco Gothic Regular



I used the background from my **Artist Transcription** as a baseplate of my design



Linking to the start of the page, I took inspiration of **Lyons's** art

VISUAL EVALUATION



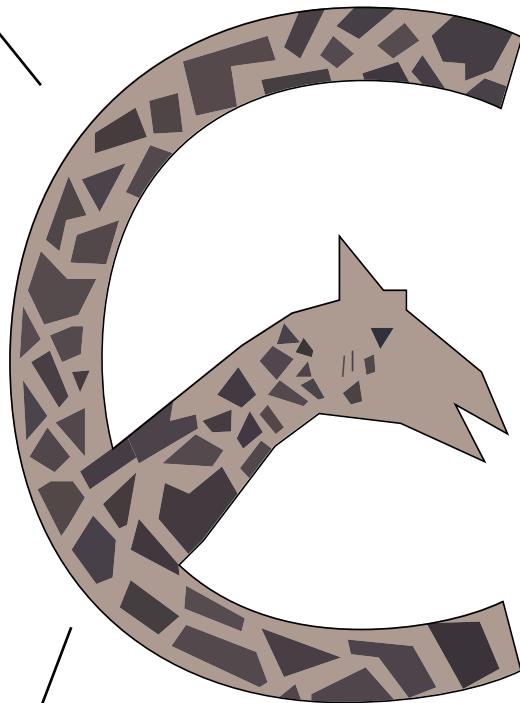
I used the **Pen Tool** to draw out the outline of the giraffe



I used **WL_Zoolimages_001.jpg** to draw an outline of the giraffe



Liam Braizer like polygons



C

The letter C
Based on the
**Coco Gothic
Regular
font** - this
links back to
my typeface
research



WRITTEN EVALUATION

Animal conservation was the primary theme of the project –

In my research, I discovered that there are many **layouts** and **designs** that a website could take, some can contain content that is stacked on top of each other whereas others have content scattered around the webpage. In my final desktop website design, I opted for a semi-stacked design where some of the media is stacked, and some isn't.

I researched two artists who both excel in **low-detailed art** with the use of small shapes and features to create a **larger graphic**. The first artist I researched was a London based graphic designer called **Matt Lyon**. They use **curved lines** and **light-coloured gradients** to create their art – I personally really liked the **doodle-like feel** to it and how the image flows throughout. I also like how the **light colours compliment** each other and create a beautiful image to see. The second artist I researched was **Liam Braizer**, he is a London-based **digital artist** who uses **straight lines** and **polygraphed shapes** to create detailed images. I liked his designs as they are simple yet effective and I had previously delved into this type of design.

As these artists were relatively the same in design choice, I thought they would be the best two artists to blend and make my own original art pieces. After researching these artists, I adapted my original ideas, so the design was much more **abstract** and **geometric**. As both of my artists use **digital mediums**, I decided to do all my work in **Adobe Illustrator** as this would make it easier to recreate their work. My primary tools I used were the **Pen Tool** and the **Shape Building Tool**. The Pen Tool allowed me to draw out straight and curved lines by clicking from one side of the graphic to another. The Shape Building Tool enabled me to create shapes from all the lines I created using the Pen Tool – then I could fill and edit the shapes to a design that fitted. By using these tools, I have developed a greater understanding of both these tools and have slowly got a hand of using them both.

If I could **redo my research again**, I would have expanded on the original brief of a 'retro touch'. I feel like I took the retro theme too much and I researched much more retro images than I needed: if you look through my **secondary image moodboard** you will see there is a strong link to the 80s and the retro theme. The majority of the **fonts** I researched and recreate look too retro and I never used them in my final designs for this reason. I would have also researched a different artist to **Matt Lyon** as I struggled to adapt and recreate his art – I personally couldn't make the colours match up correctly and the shapes looked awful.

While creating my final project, I had to **rearrange** and make **new graphics** to suit the theme and layout of the design – as an example, I had to create a giraffe in the style of **Liam Braizer** as the penguin (that I created for my in the style of **Matt Lyon**) did not fit in with the other surrounding graphics. Much of the content had to be rearranged from my original **scamp designs** for several reasons – one reason was that the text did not fit or fill the content boxes, which made it look messy.

Throughout the creation of my design, I **experimented** with different **shapes** and **colours** to make my design flow. At the top of the page, I spent a lot of time drawing and rearranging the multicoloured triangle, blue clouds, and green rainbow – I found this difficult as I wanted the page to look perfect and not flat. I tried to use gradients and bold colours to make the site look more appealing, but I feel like I failed to do this. Much of my design uses boxes that block out the content of the **webpage**, I went for this as it makes the site much easier to navigate and it looks generally pleasing to the eye. The boxes are aligned to each side, and they are big enough to extend to the centre of the page so nothing overlaps.

I personally feel disappointed by how I created my **final design** – I have a feeling that if I chose a different artist than Matt Lyon the project would look vastly different to what it is today. If I went for another **polygraphic designer** then I would have made a better-looking design. The **composition** and **colour scheme** looks off and out of place. The **colour scheme** has no **contrast** between each colour and the greens are too alike. On a lighter note, I am proud of the **graphics** I created for the 'Whats On' which are in the style of **Liam Braizer**.

If I could complete this unit again, I would redo my **research** and **designs** completely, so they have a better link to the brief. I would begin by researching the best layout for a website (both desktop and mobile) and then go forward with new fonts, content and a better **colour scheme**. The colour scheme itself would be changed to have some lighter, darker, and **contrasting colours**.



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