

Poster

The poster is a simple illustration of how to clean your face as a young man. The intended audience is men between the ages between 16 and 29. This is the age when the skin is going through a lot of change, with puberty, acne, and sweat. There are no requirements to have any prior knowledge about skincare. Just have the dedication to do it every single day.

My target audience should care about my message because taking care of one's skin is essential, especially in my target age range, as this is the most intense and harshest year. The new generation of youths has grown up with Instagram as and platform promoting beauty. It's more than ever a priority for them to look their absolute best. With my simple five-step routine, anyone can get healthy, glowy skin. Taking care of one skin is essential. It will be with us our entire life and, with reasonable care, can make us look younger in old age.

My poster's focus is the five simple steps required for a simple face-cleaning routine. The poster is quite minimalistic, focusing on the middle instruction. The message is to make facial care an easy and playful experience with fun colours and easy-to-understand illustrations.

The design choices of the poster help complement the playful bathroom experience skincare should. With cute illustrations made by me, a simple pastel colour palette with inspiration from bath bombs, and a font that emphasises the clean yet playful, childish style. The illustrations are made in procreate on my Ipad. I started by making a template of myself with the facial expressions with a blank face. Then I added layers like soap, hands and other elements to draw each step. The bubbles at the edges are hand-drawn with inspiration from google. Finally, I created the background gradient with a spray tool with 12 layers on top of each other and the blend tool. The background makes a natural rotation motion, complementing the circular instructions.

I'm happy with how the poster turned out. I have printed it out and have it hanging in my bathroom. The steps are simple to follow, and it's just a fun poster hanging in the bathroom.

Video

My video explains how machine learning works in an easy-to-understand video for kids. The intended audience is average kids still going to kindergarten/school and needs to understand English.

Kids ask challenging questions as we approach a more technological world with machine learning in everything from our phones to cars and toys. These questions are challenging to answer intuitively and straightforwardly, which is why I created this video. Children love to understand the world around them and might need help finding answers that suit their level of understanding.

My message is to explain how machine learning works and what is required to make a machine learn. The video is presented by a funny-looking robot that illustrates the process with visual examples.

The illustrations are taken from google images and coloured by me to fit into the crayon-on-paper drawing theme. The chosen colours are the typical ones found in a primary pack of crayons to match colours children are familiar with. The voiceover is necessary to help explain what is happening in the video, with simple language intended for younger people. Animations are used to get a more immersive experience in the video with smooth transitions and a better understanding of what is happening.

The video is made using iMovie for the editing, Voice Note for the voice recording and PowerPoint for the animation. Finally, the illustrations are made/edited using photopeak.

I am delighted with the video in its final form, as it explained the topic well. However, it would be good to add subtitles if I had more time.