

# Component 1 Graphic Communication

## Standard Mark – 64

	AO1	AO2	AO3	AO4	TOTAL
<b>Mark</b>	16	16	16	16	64
<b>Level</b>	6	6	6	6	
	Just exceptional ability	Just exceptional ability	Just exceptional ability	Just exceptional ability	

### Examiner comments:

The candidate produces a digital submission of work. There is an in-depth development of a range of ideas, taking inspiration from artists and designers, notably Shepard Fairey and Severino Canepa (AO1). Throughout the portfolio ideas are refined demonstrating an accomplished level of skill in digital techniques and processes. This can be seen in the refinement and realisation of the powerful, final outcome, (AO4) an illustration for a computer game cover. Work is intuitively developed and supported by meaningful and purposeful annotation (AO2 & AO3). There is clear evidence of working with primary source photographs relevant to intentions that are adeptly used to develop ideas (AO3). Overall, this is an accomplished submission of work.

### Keyword descriptors from the taxonomy:

Accomplished

Intuitive

Powerful

# Peter Blake Dazzle Font

**Objective** - To learn and discover a unique style of letter forms and typography through the inspiration of Peter Blakes art style. Furthermore, using Adobe illustrator to create the letter forms.

**Approach** - We started with researching Peter Blakes backgrounds and his style of art. We then proceeded and made our unique letter forms through the inspiration of Peter Blakes art style in Adobe illustrator.

**Results** - We made a phrase through the multiple letters we made through the inspiration of Peter Blakes artwork. The letters consisted with multiple patterns, shapes and colours.







**P  
E  
T  
E  
R  
B  
L  
A  
K  
E**



### Artist Research

Peter Blake, was born in 1932 in Kent, gained recognition as a pioneering figure in the British pop art movement. During the 1950s, he was part of a collective of emerging artists who began creating artworks and sculptures centered around popular culture. Their artistic expressions drew inspiration from beloved elements such as films, comic books, and popular music.

Ever since the '60s, Peter Blake has been known as the godfather of British pop art. He has shown his art in different forms, such as; sculpture, printmaking, and engraving. He is mostly inspired in making art which includes alphabets. The alphabets that he makes indicate his skill in editing. His alphabets also reflect his fascination with all streams of popular culture, and they also reflect on the beauty that Peter Blake included in the art.

## face splitter • designer research



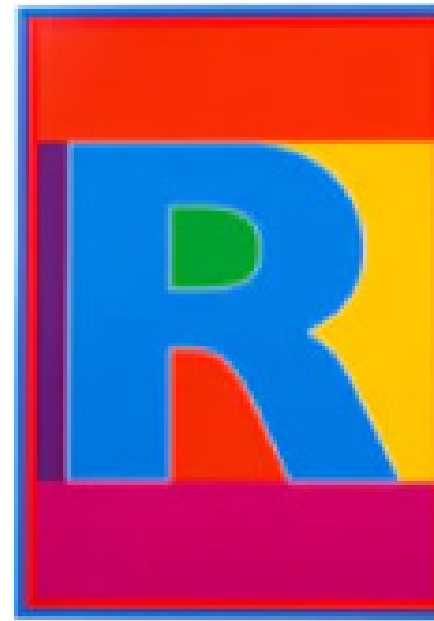
### Colour

Peter Blake employs a minimalist approach in his artwork by using a limited range of colors, such as red, yellow, blue, orange, black, and white in his letter forms. This use of simple colors creates an understated yet powerful effect in his work.



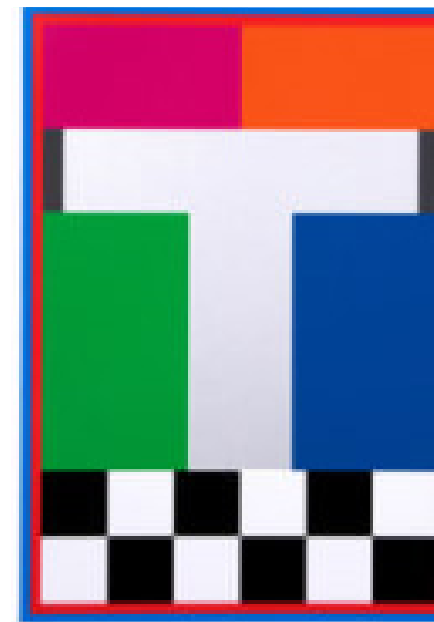
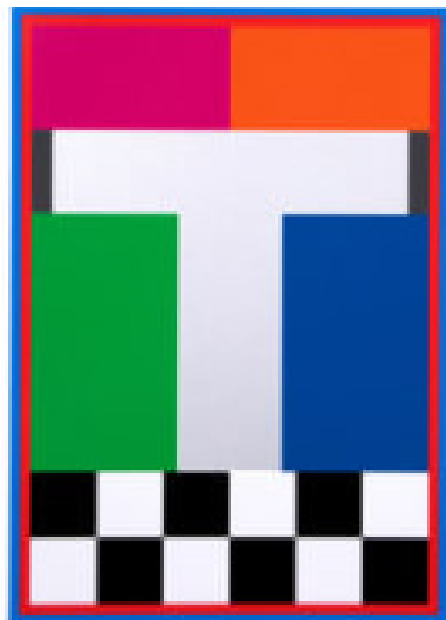
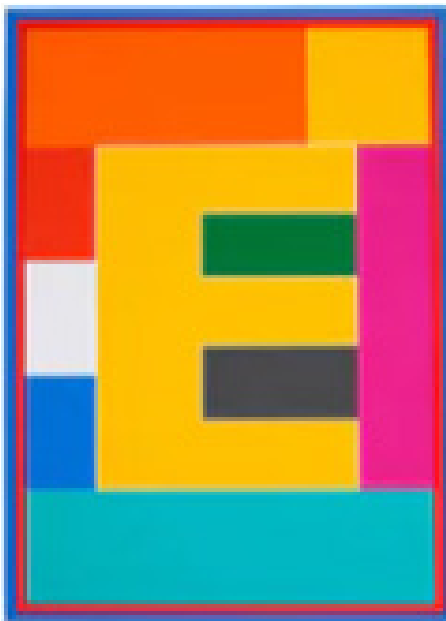
### Composition

Additionally, Peter Blake incorporates simple shapes, such as squares, triangles, and circles, further simplifying his artistic style. By avoiding over-complication in his choice of colors and shapes, he ensures that his artwork remains easily interpretable for the viewers.

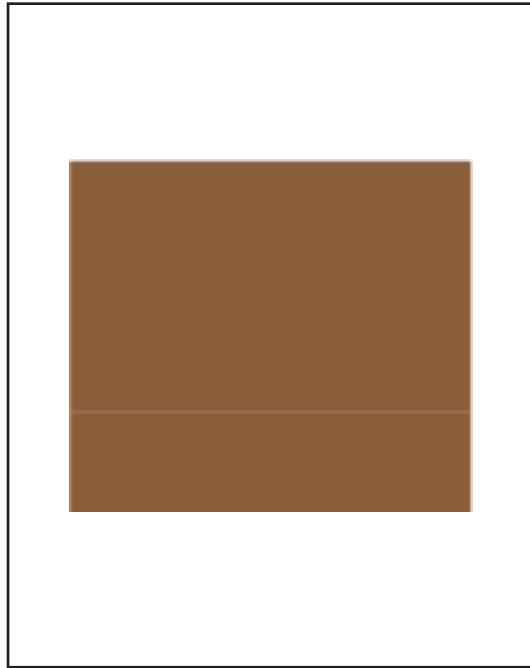


### Bring Forward

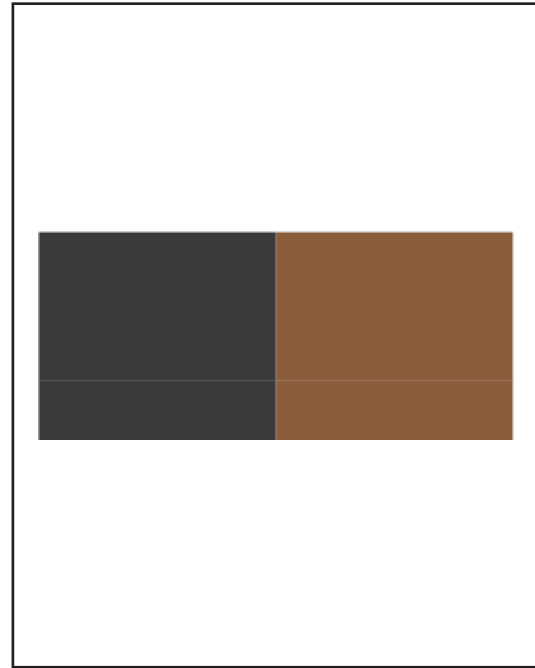
To recreate this font style, we could use the tools in Illustrator. We could use various types of shapes, like how we did when making the robots. We could use skills we gained when making our letter format.



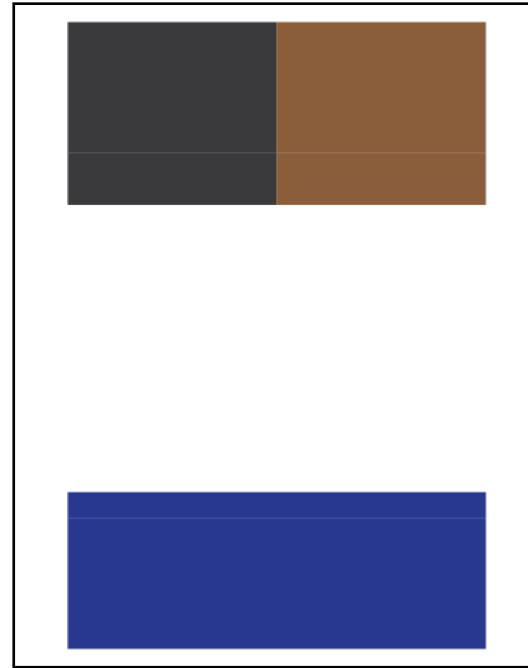
# project name • process



I first added a brown square to my illustrator document. I chose the colour brown, as I knew that Peter Blake used the colour too. I tried using the same colour scheme as Peter Blake throughout the whole process of making the letters.



Secondly, I added a black square on the left of the brown square. These two squares are going to be my top half of my piece. I chose black as I wanted a close colour to brown. I didn't want the colour to be too contrasting.



Afterwards I added a dark blue rectangle at the bottom half of my letter form. I chose it to be a rectangle, as I didn't want two colours. As I already have the top half coloured with two colours, I didn't want the bottom half to be coloured with two too, as it may be repetitive.



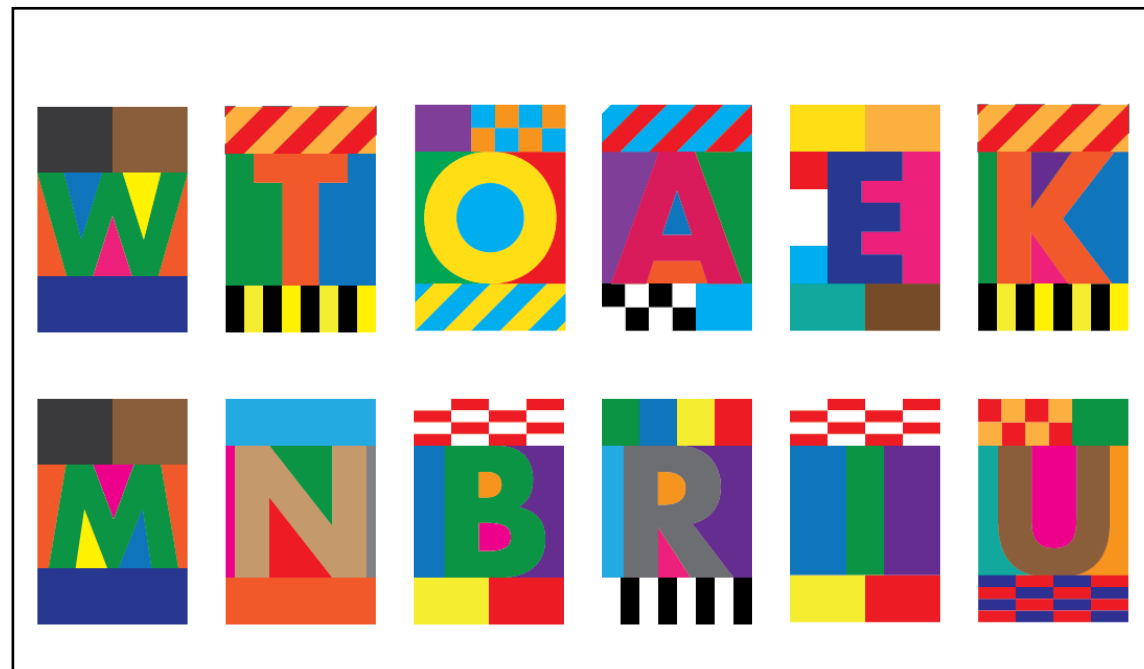
In this step I added the letter 'W' in between the top half and the bottom half. I made the colours green for the letter.



I added two orange triangles next to the letter 'W'. The triangles had to be the exact same shape and size but flipped in order to fit right next to the letter.



Finally, I added three triangles in the left over space. The triangles again had to be the same shape and size in order to fill in the gaps of the letter. I chose the colours yellow, pink, and light blue for the three triangles.

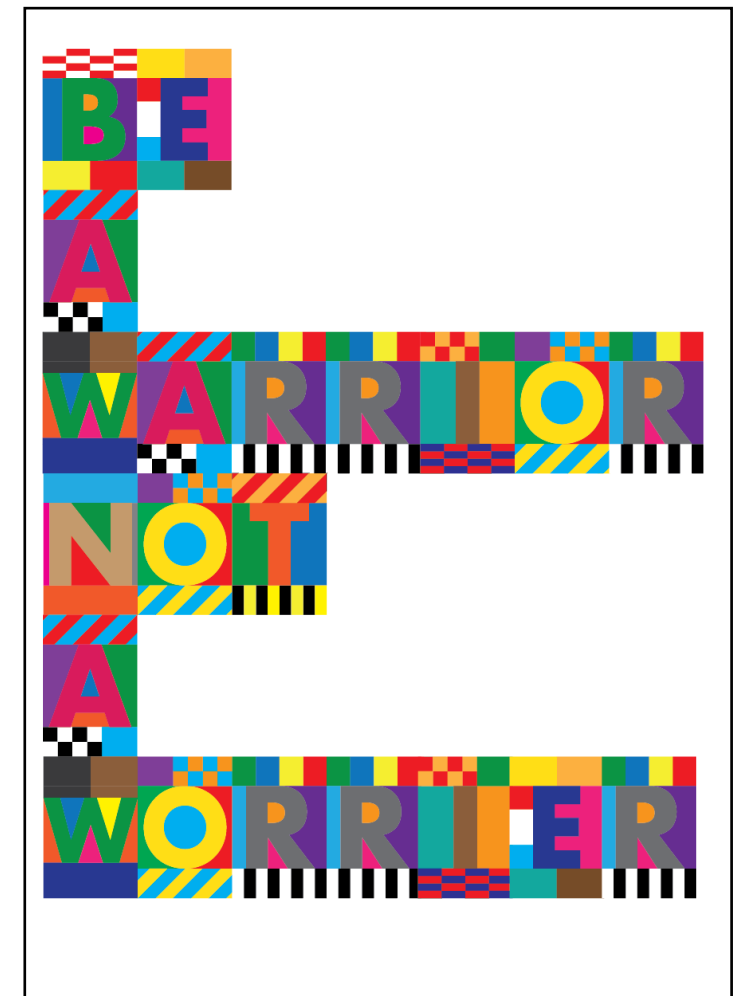


I made 12 different letters following similar steps to the letter form 'W'. For the 11 other letters I also used the similar colour schemes that Peter Blake used. I also tried making different patterns. For instance, the letter form 'U' consists with patters made by small rectangles and squares. Furthermore, the letter form 'K' and 'O' consist with patterns made by rectangles that are slightly slanted.

## Reflection

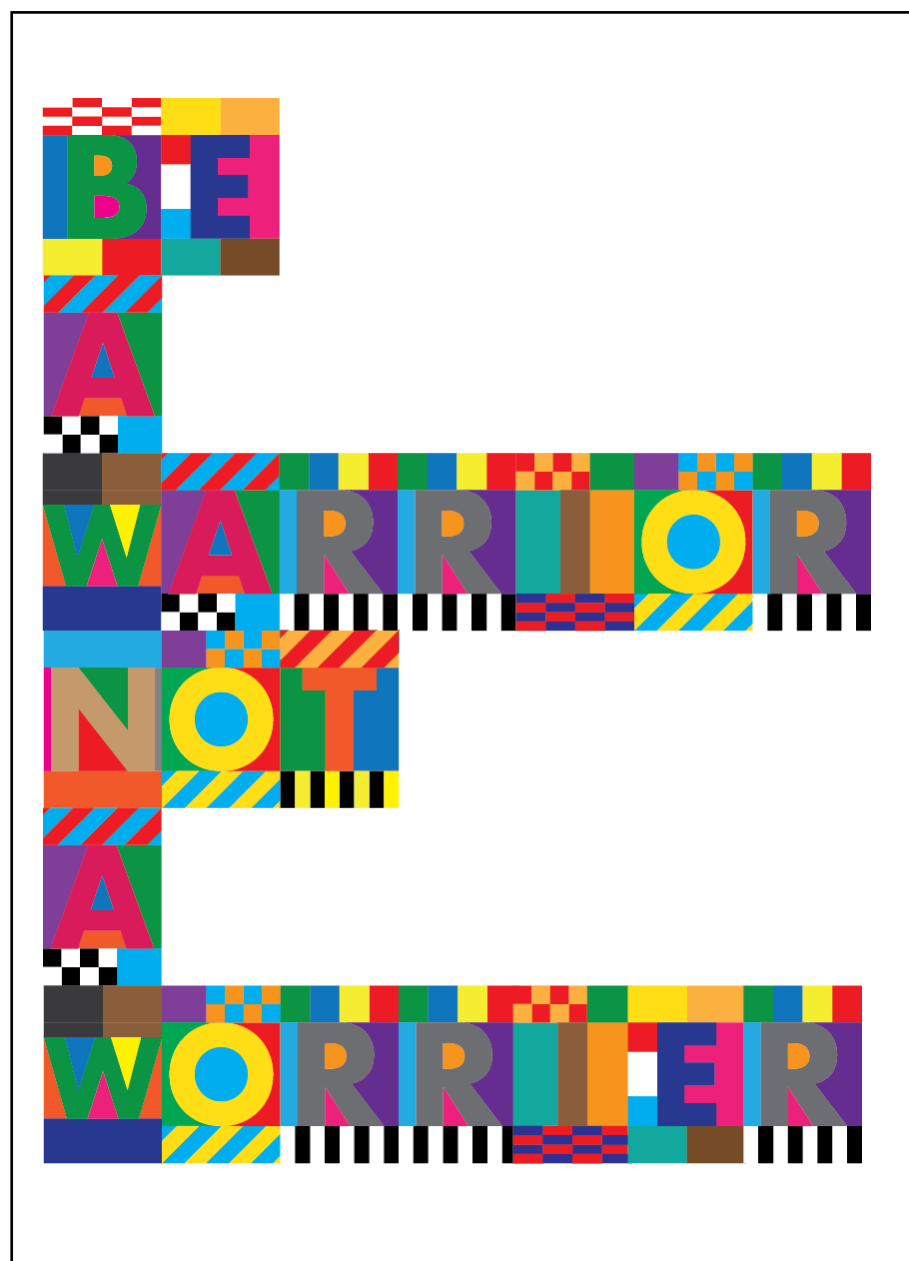
Overall, after finishing my twelve letter forms, I made the phrase "Be a warrior not a worrier". I layed out the letters from left to right, as I thought it would be the easiest way for the audience to read the letters.

In conclusion, I think I did well in using Peter Blakes style for making the letter forms. I was able to use similar colours and patterns, therefore making the outcome somewhat similar to Peter Blakes art.

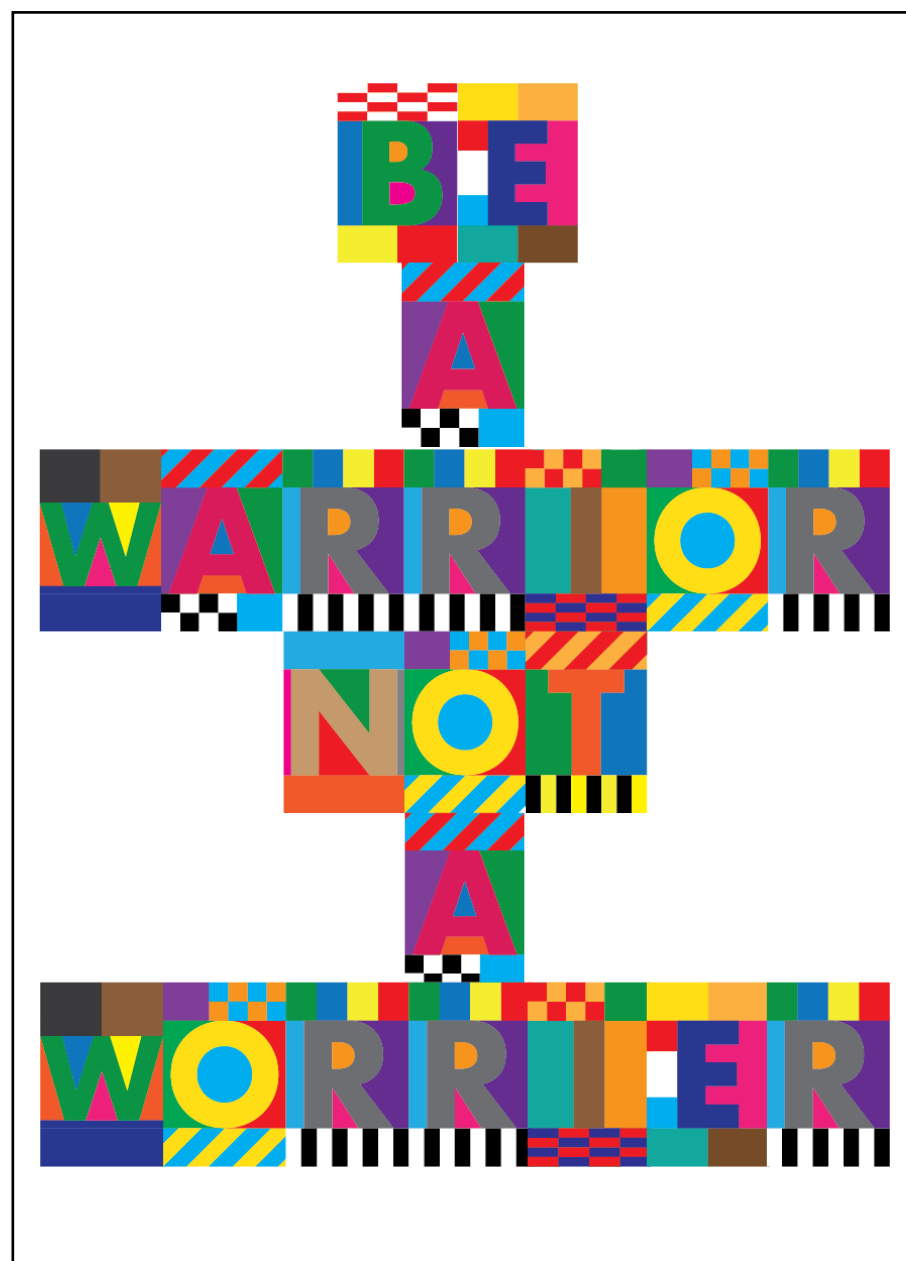


At first, I layed out the letters from left to right as I thought it would be the easiest way for the audience to view the words. However, after trying different layouts, I figured out that laying it out in the centre could also be a good idea, as it balances out the whole piece and is still easy for the audience to view and read the words.

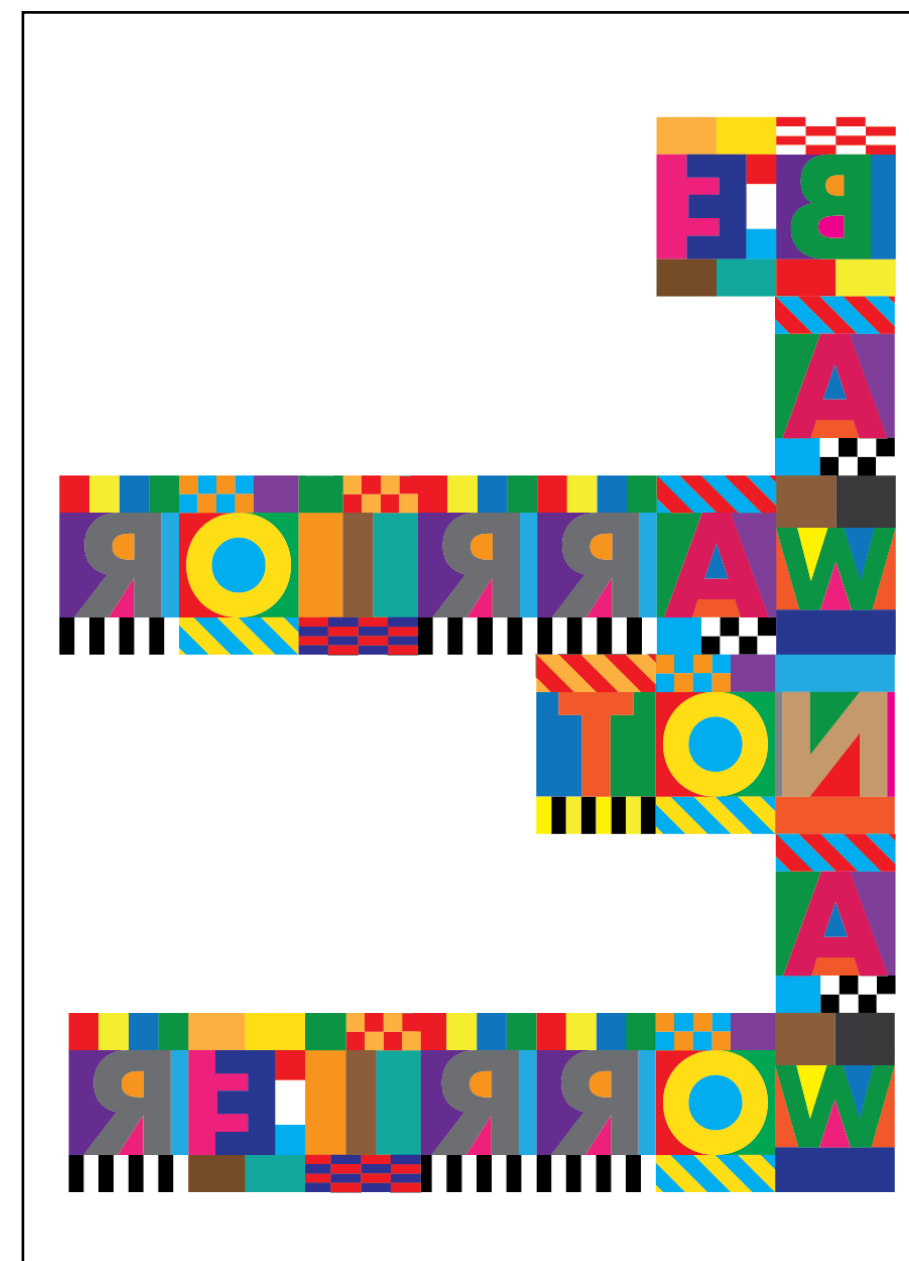
# project • development



Right To Left



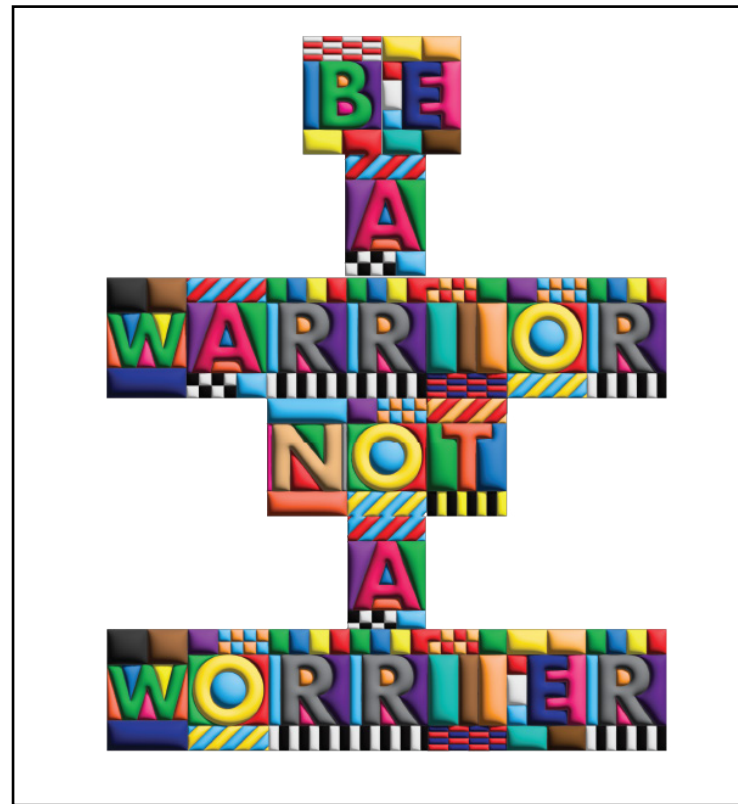
Centre



Left To Right

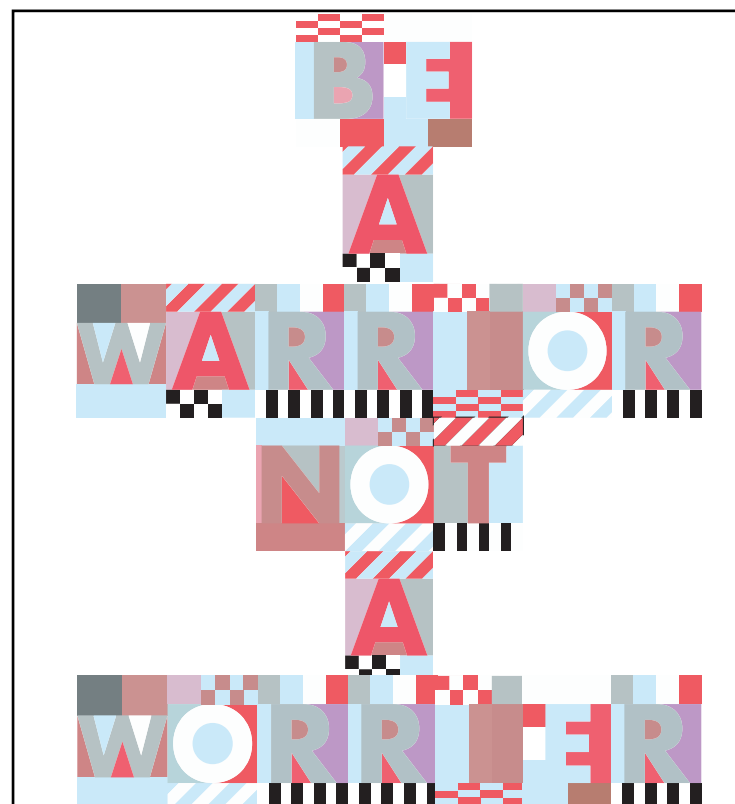
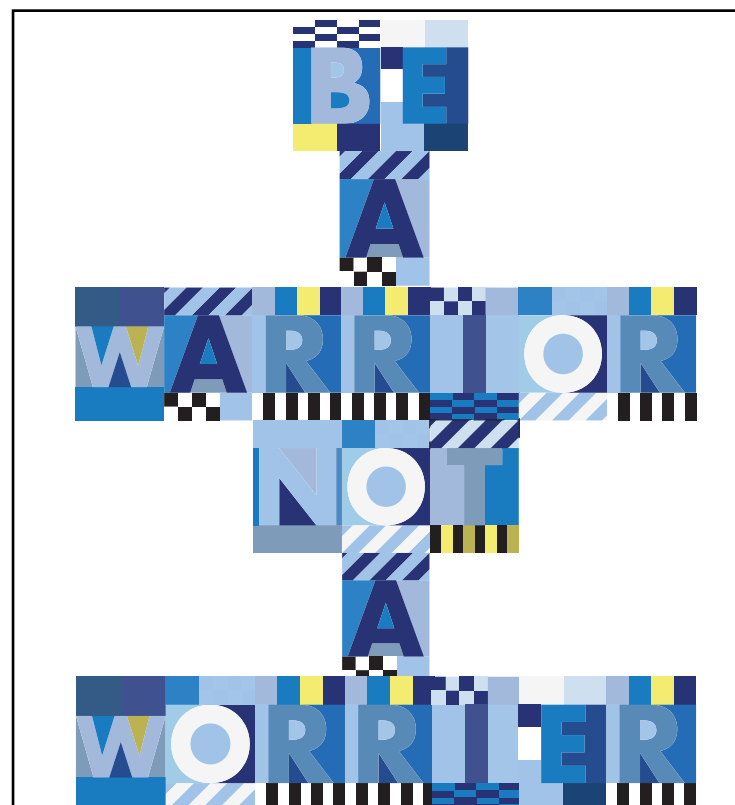
I tried using the 3d tool in Adobe Illustrator. I used the inflate tool for the two designs on the left and used the extrude tool for the other four designs. I really like how the inflated 3d designs turned out, as it really looks like a pop art design.

# project • 3d



I tried using different colours for the variations. Although they are not similar colours to what Peter Blake used, I still found it interesting as it worked out well. I personally liked the piece on the top left where I used light colours to re-make the piece.

## project • variations



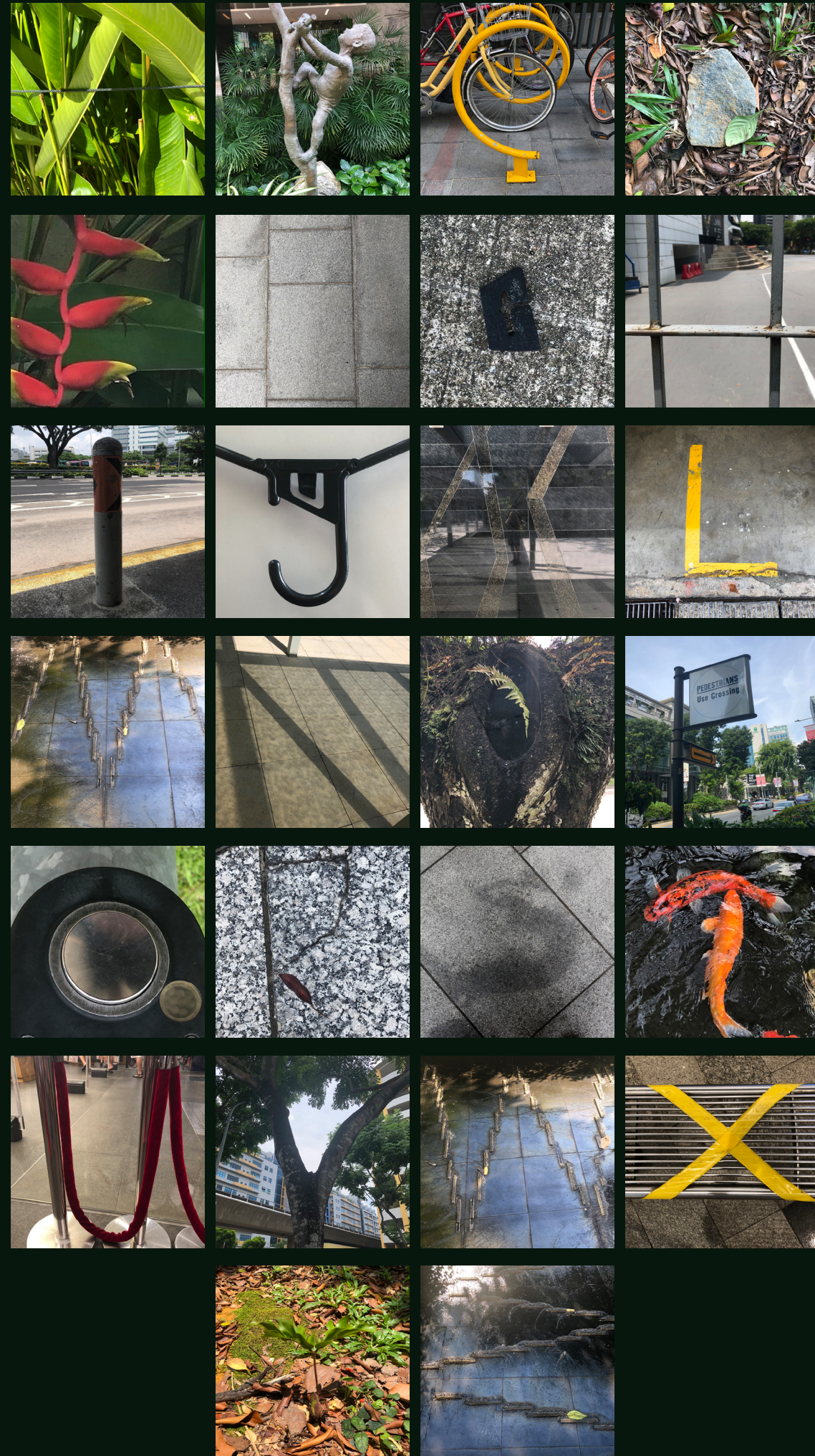


# Found Letterforms

**Objective** - To discover and explore letter forms in our society/world that we live in. During this approach we were able to gain knowledge and understanding of typographic elements from multiple aspects.

**Approach** - I spent my free time capturing these letter forms. For instance I captured some of these letter forms when I was outside with my friends. Moreover, at times I just went outside to capture a specific letter form I wanted to take a photo of.

**Results** - At the end, I made a collage that consisted with photos of letters from A to Z. We moved our captured photos to indesign to create the collage.









## Sean Williams

designer research

Sean Williams is a artist based in Edmonton, Alberta. He is a designer, photographer, and art director. He has done advertising campaign designs for McDonald's, American Express, Kaskade and Johnson & Johnson. He creates portraits of people, animals, objects, and characters through the use of words.



I like how Sean Williams used various words and phrases for this piece of work. The phrase "May The force be with you" attracted me. The words are used to illustrate the dark colors on Yoda's face and they also illustrate the shadows. Unlike the face-splitter portraits, Sean William's work has words that aren't shaped equally. For instance, the phrase "A Jedi" has some words overlapping each other. I think he does this so that the words fit inside the certain space they have to be in. If we used the same spacing for the face-splitter in his style of work, it obviously won't work out in terms of spacing. Another thing I noticed is how all letters have weird shapes. In the word "FEEL" the L has a big bump on its right side of its letter.

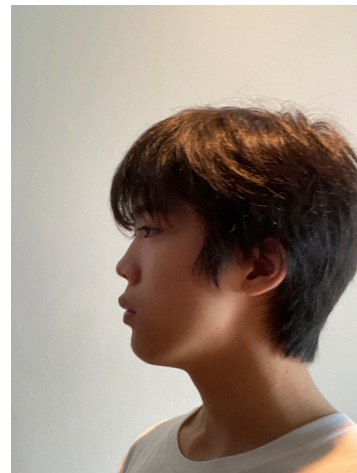
### Ideas to take forward

If I were to make this piece of artwork, I would pay attention to my spacing and shapes of the colour and maybe the colour I use, depending on who I draw.

## Sean Williams Experiment



### Silhouette Photoshoot



I took a photo of myself from the side. However, I didn't have any interesting shapes on my silhouette, so I decided to have some bumps on my head.

### Portrait words

I chose to include words which describe me as a person. I also chose to include my hobbies like games, and shows on tv.

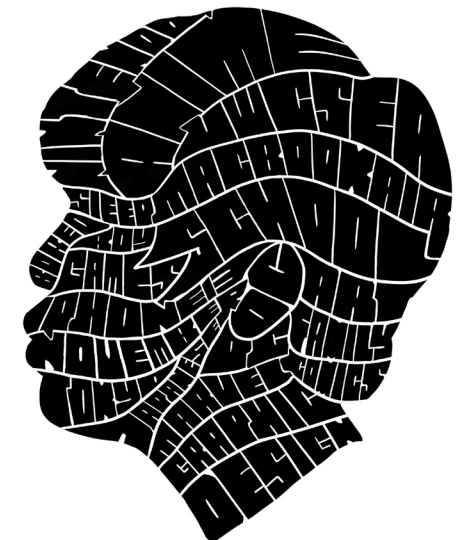
- . Nintendo
- . Anime
- . UWCSEA
- . Mac Book Air
- . School
- . Sleep
- . Bored
- . Art
- . Family
- . Japanese
- . Graphic Design
- . Marvel
- . Games
- . Tokyo
- . November
- . Iphone
- . Boy
- . DC
- . Comics

## Process creating a silhouette



I coloured my silhouette with a black colour on procreate. This process was simple, as I just had to draw the outline and drag in the black colour onto my portrait.

This was my first attempt adding typography to my portrait. I erased some bits by using the eraser tool. In the space created I started adding in my words.



This was my first outcome. I think I did well in effectively using Sean Williams style, however, I think I ended up with a lot of white space. I could reduce this white space by using a smaller brush for my eraser.

This is my second outcome. It has reduced white space and the words are more clear, allowing the viewer to easily identify the words in my portrait.



I tried experimenting with different colours. In my opinion, I really liked the colour brown and red, as it seemed to really go well with my portrait. However, I think I can work on the placements of each colour, as it seems to not be creating a clean gradient.

## project • variations





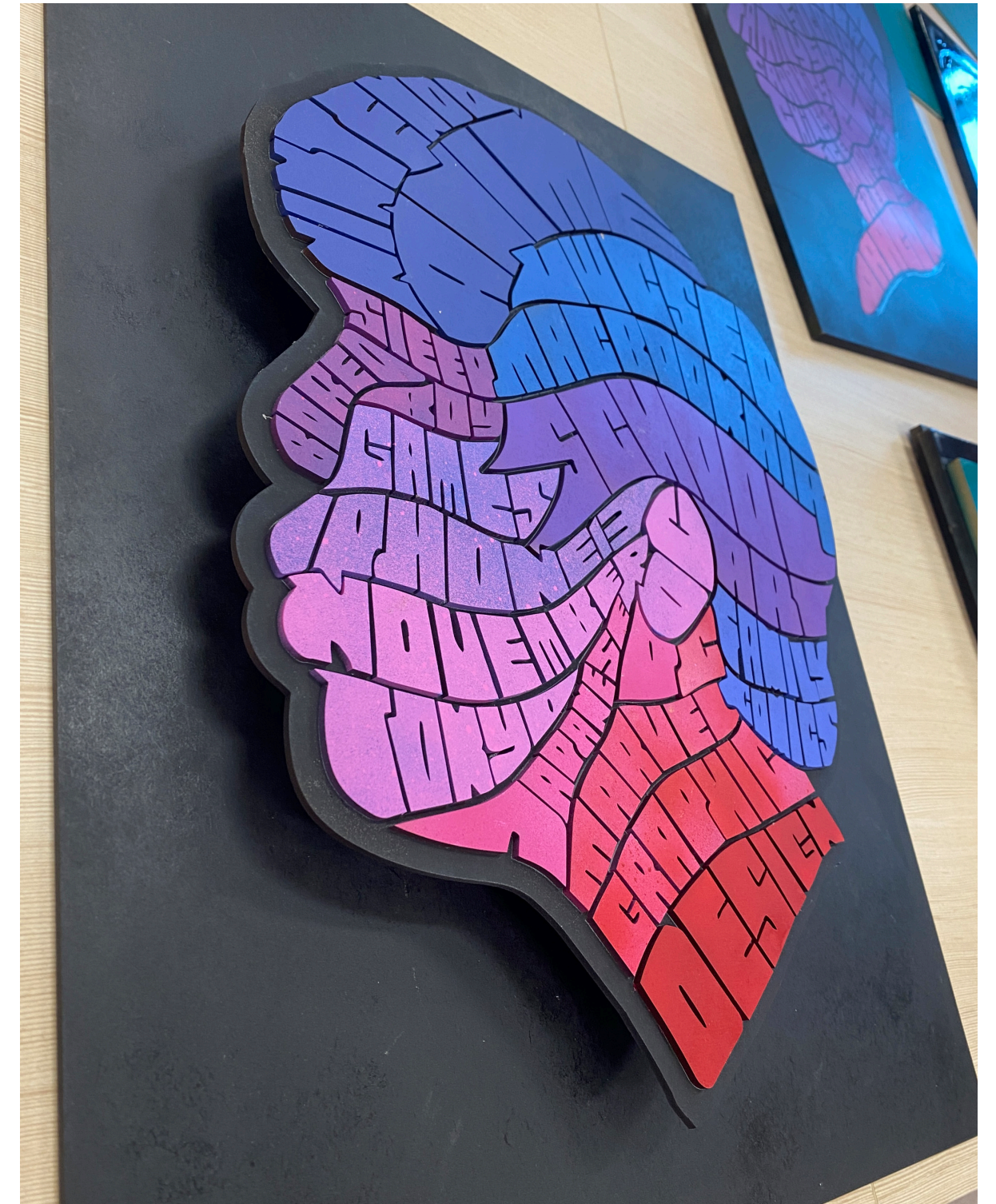
# facesplitter • 3D process



This is my face splitter outline I made in illustrator after making the original in procreate. We then laser cut a plane piece of wood using this outline.

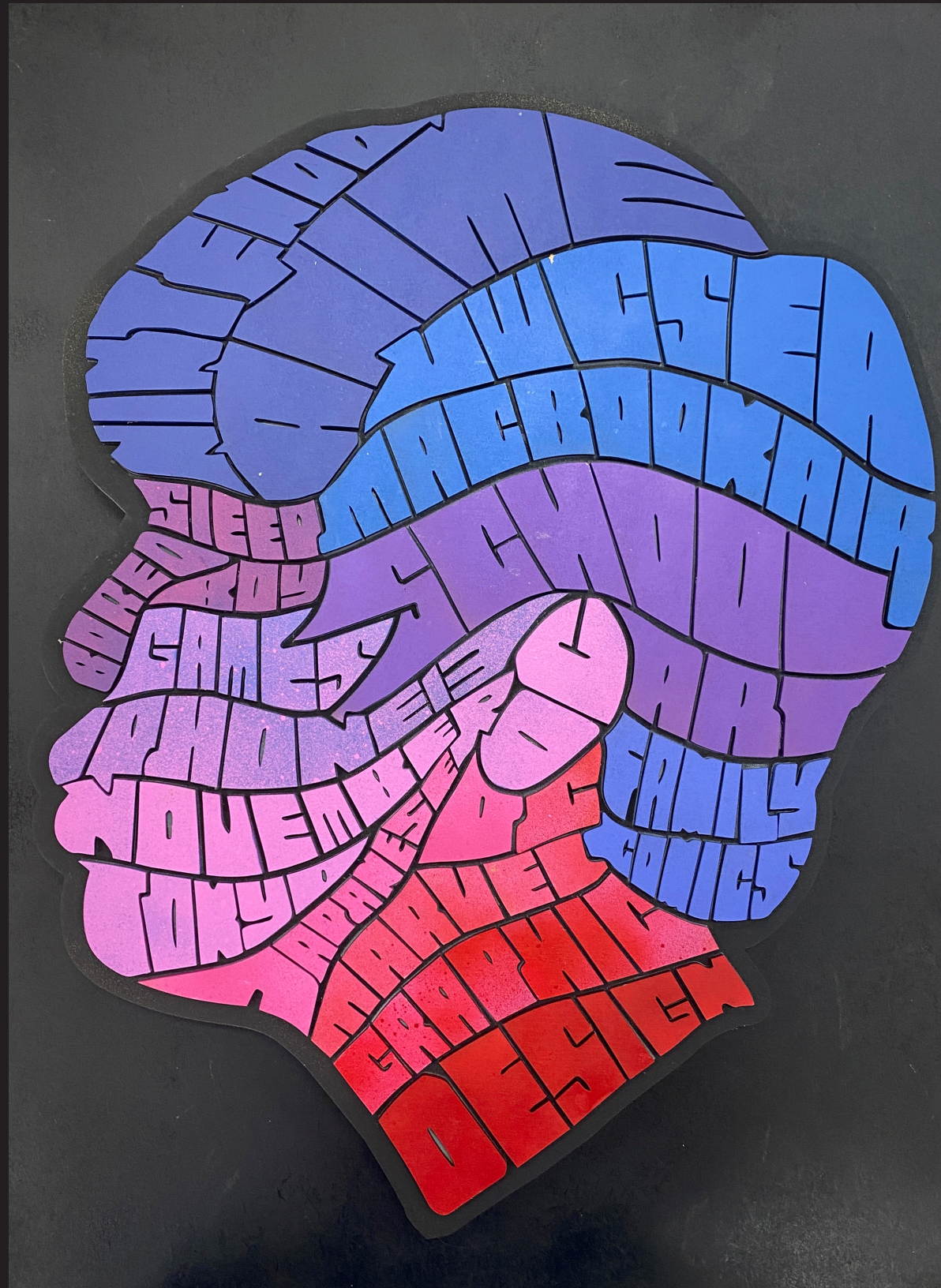


After getting the plane piece of wood laser cutted, we took all the letters out of the wood. This process was rather confusing as we had be careful to not get the letters mixed up. We then spray painted each letter and glued it onto our face outline. When spray painting, I tried to create two colour gradients. One being a colour gradient from dark blue to light blue. Second one being a colour gradient from dark red to pink. Although, the first gradient didn't work out as I expected, the second one worked out so I was happy.



This is the final outcome for my 3D face splitter. I think I did well in some of my colour gradients and did well in accuratly gluing my words. If I were to improve this piece, I would try improving the colour gradient on my head, as it doesn't look like its creating a gradient.







# Activism Poster Shepard Fairey

**Objective** - To understand and explore how Shepard Fairey's artworks are created and how he addresses the motifs included in his artworks. Moreover, for my Shepard Fairey poster, my objective was to address the issue of SDG 4, which was 'Quality Education'.

**Approach** - Researching through the issue of SDG 4 and going through the design process through the use of Adobe Illustrator and Adobe Photoshop to create a poster that is inspired by Shepard Fairey.

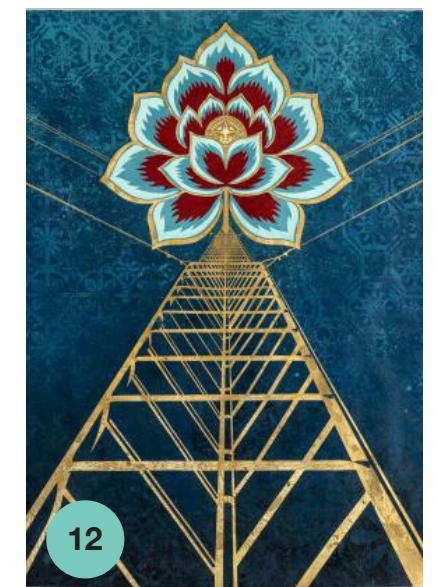
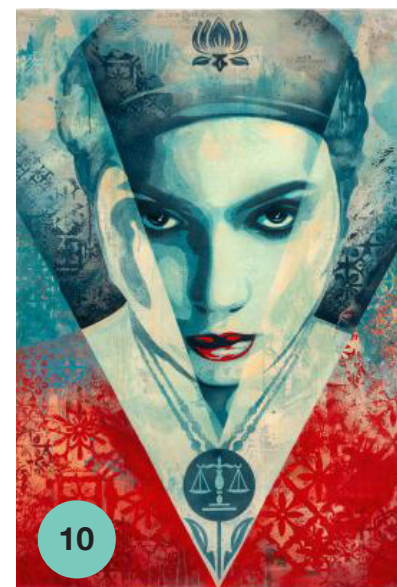
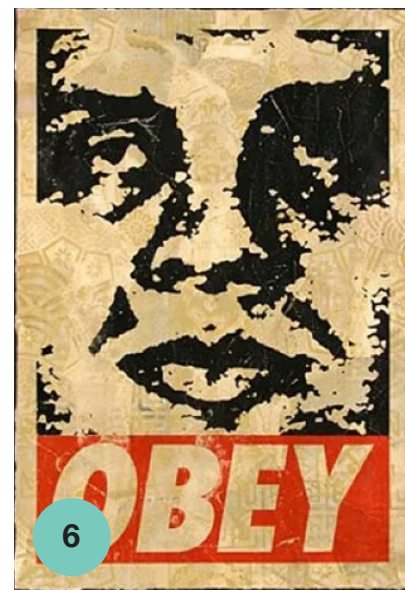
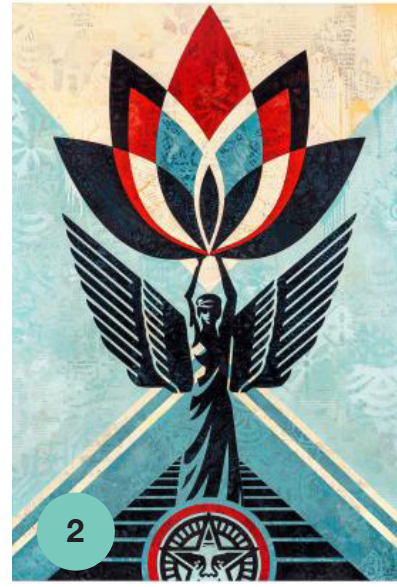
**Results** - I was able to create a activism poster that addresses the problem of SDG 4 and was also able to create a poster that conveys Shepard Fairey's style of art.





image citation

1. Deboer, Weston. "Street Art or Fine Art?" Obey Giant, 17 Nov. 2015, obeygiant.com/street-art-or-fine-art/.
2. Melas, Chloe. "'Hope' Artist Shepard Fairey on the 2020 Presidential Election and Disrupting the Status Quo." CNN, 21 June 2019, edition. cnn.com/style/article/shepard-fairey-beyond-the-streets-interview/index.html.
3. "Shepard Fairey | Opera Gallery." Opera Gallery -, www.operagallery.com/artist/shepard-fairey.
4. "Shepard Fairey's Way Up." FLOOD, floodmagazine.com/48334/shepard-faireys-way-up/.
5. "Can a Rebel Stay a Rebel Without the Claws? (Published 2009)." The New York Times - Breaking News, US News, World News and Videos, 23 Mar. 2009, www.nytimes.com/2009/03/18/arts/design/18fair.html.
6. "Shepard Fairey (OBEY)." Wunderkammern, 28 June 2021, wunderkammern.net/artistswk/shepard-fairey-obey/.







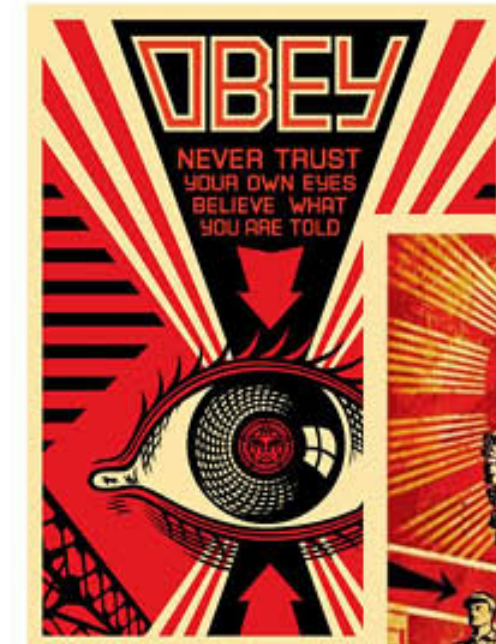
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Shepard Fairey is a very famous graphic artist, muralist, and overall artist. He was born on February 15, 1970 in Charleston, South Carolina in the United States. In 1988, the Shepard Fairey graduated from Idyllwild Arts Academy in Palm Springs, California. He earned his Bachelor of Fine Arts from the Rhode Island School of Design in Providence, Rhode Island in 1992.

Shepard Fairey is best known for his 2008 "Hope" poster of U.S. president Barack Obama. The piece of art was widely described as iconic and came to represent Obama's 2008 presidential campaign.

In 1989 Shepard Fairey designed the "Andre the Giant Has a Posse" sticker campaign while attending the Rhode Island School of Design. Shepard Fairey intended the Obey Giant to inspire curiosity and cause people to question their relationship with their surroundings. According to the Obey Giant website, "The sticker has no meaning but exists only to cause people to react, to contemplate and search for meaning in the sticker."

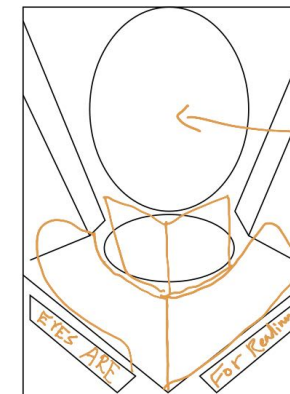
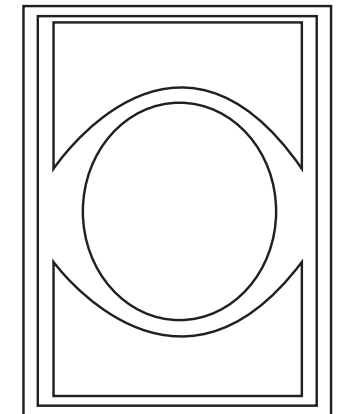
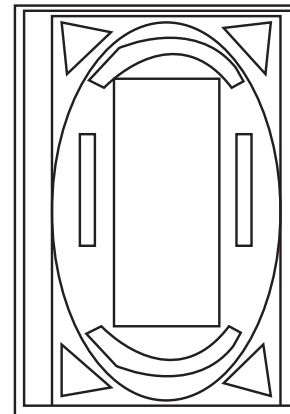
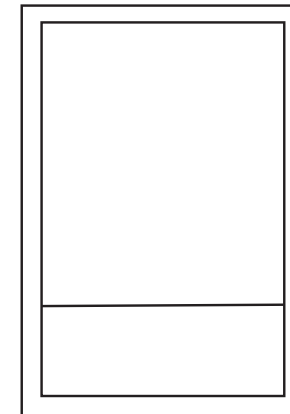
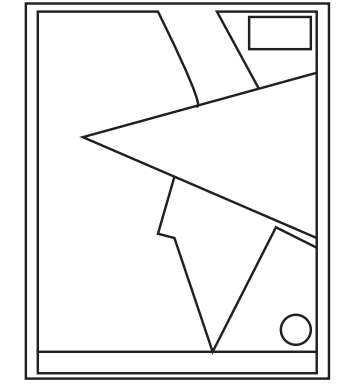
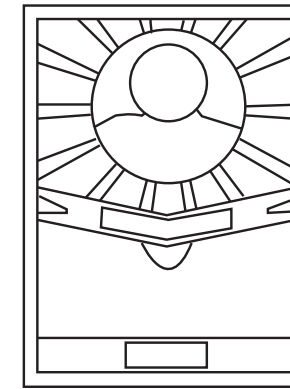
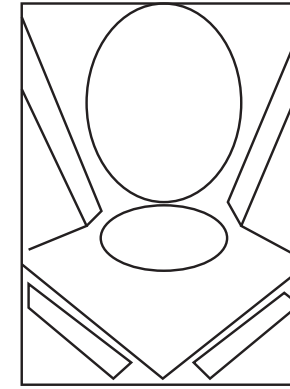
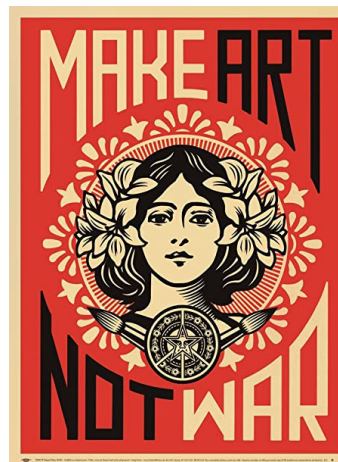
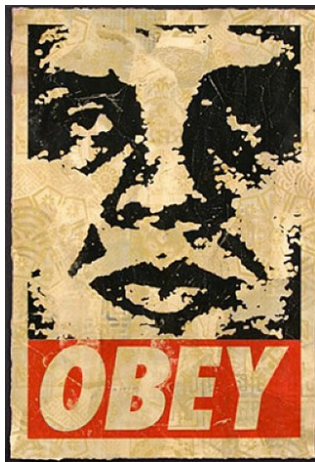
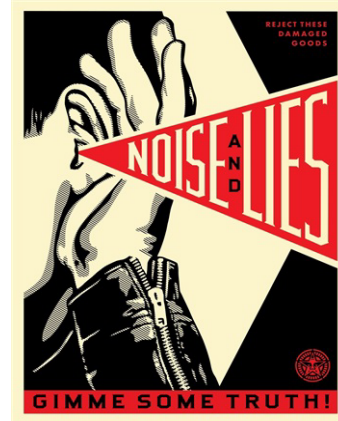


Shepard Fairey's work combines elements of graffiti, pop art, business art, and Marxist theory. His work has been seen in galleries around the world and even museums. Not only that, but is often recognized in graphic designing and signature apparel. One of his most famous being Barack Obama's "Hope" poster he created in 2008.

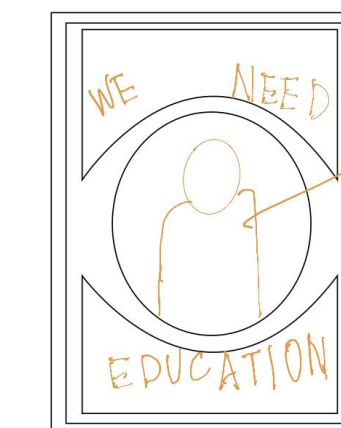
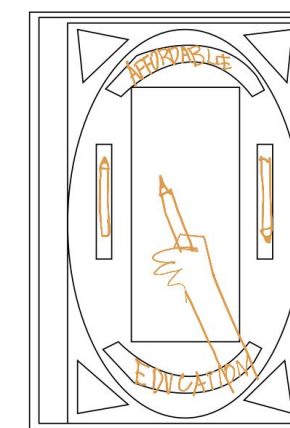
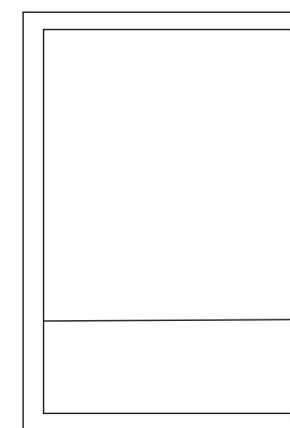
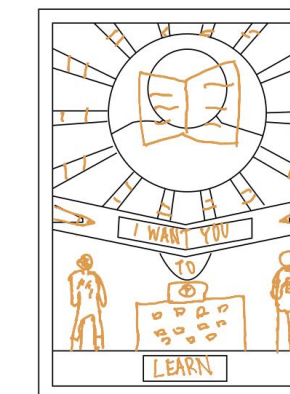
Shepard Fairey is also the founder of Obey Clothing. Obey Clothing was found in 2001 as an extension of Shepard Fairey's art and design work. Obey Clothing is rooted in subcultures associated with street art, skateboarding, punk rock and strong political messages.



# activism poster • conceptualising designs



child



child

I made some compositions for my Shepard Fairey art work. I had to go over some of Shepard Fairey's artworks to get the outline and shape of Shepard Fairey's composition. I used adobe illustrator to sketch this out. I used the shape tool to get the outlines of the shape Shepard fairey uses and I used the line tool to go over some curves that I can't go over with shapes.

After making the compositions, I planned out on what image I could place in each composition. For instance, for the composition in the top middle, I could place a image of a book in the middle and have children on the outside representing education.



# activism poster • development



I chose this picture, as I wanted a person with some sort of sad face. I wanted the person to look down as well as I was planning to have the person hold a book.



I eliminated the background, as it was unnecessary for my artwork. To do this I used the crop tool. I also tried using the object selection tool, and was really helpful, as it just cropped out the bits I didn't need within seconds.



I then surface blurred the image and added the cutout filter to the image. This processes purpose was to make the image seem like a drawing. Moreover, this kind of image with the effect is somewhat similar to Shepard Fairey's artwork.



I then added the channel mixer and turned on the monochrome effect. This was to remove the colours from the image and make it black and white.



I then posterized and added a gradient to the black and white image. The gradient consisted with 4 colours. The colours were red, dark blue, light blue, and a yellowish colour.



After adding the gradient, I decided to add some half tone to my image. To do this I covered the whole image with a plane colour and added the halftone pattern filter to it. I then cropped out the important parts and added the half tone to my face.

This is the halftone I created on the face. The halftone consists with many lines.

Now looking at it, I could have reduced the amount of lines as it is hard to identify each line.



I repeated the same process for the book the person was going to hold. This image unlike the persons image, was a photo taken by me. I held a random book and took a photo. I didn't add the halftone effect on this as it didn't turn out in the way I expected.

## Reflection

Overall, I liked how my effects turned out, as it conveys Shepard Fairey's style of art. I really liked how the gradients turned out, as it emphasizes the existence of the shadows and some details on the persons face. If I were to do this again, I would use my own photo for the person, like how I did for the hands and book.





# activism poster • development



I started off by placing the book and the person, I made from the development process. I enlarged and centered the person in the middle and same for the book, however, placed a little bit lower than the face.



Secondly, I placed shapes such as triangles and rectangles next to the person. The shapes had to be equal in size for both the right and left side of my work. I created the shapes on illustrator then placed it into photoshop.



I then placed a background behind the person and had lines coming out of the person. For the background I made it have a colour gradient consisting of the colours light blue and white. Furthermore, I applied the same colour gradient to my lines, but in a reversed way.



After placing the background I chose to add two thick black lines inside the large triangles. The lines purpose was to create some space for my typography.



For the typography I chose to include the phrase "Read More, Know More". I chose this phrase as it related to my topic of education. I used the font called 'Teeshirt' which I found in Adobe Fonts.



Looking at Shepard Fairey's artworks, I realised that he includes patterns in some of his artworks. Therefore, I chose to add patterns to my shapes I had. To do this I changed the layer from normal to soft light after adding the patterns.



Finally, I started adding texture layers to unify my work. I think this process was very important, as if I didn't add a texture layer, the poster won't be unified. Moreover, some of Shepard Fairey's work also include some kind of texture layer.



This is another texture layer I added on top of the last one. The poster now looks a bit yellowish. However, I think the yellow light does a good part in emphasizing the shadows of the person.

## Reflection

Overall, I think I did well in conveying Shepard Fairey's style of art. I was also able to address the problem about 'education' through the use of the typography included in the design and also through the person reading the book.









# Personal Logo

**Objective** - Learn how to create a logo through using our names initials.

**Approach** - We started by jotting down logo design ideas we had in our heads. Then we developed some of our favourite designs and finalised it through the use of Adobe illustrator.

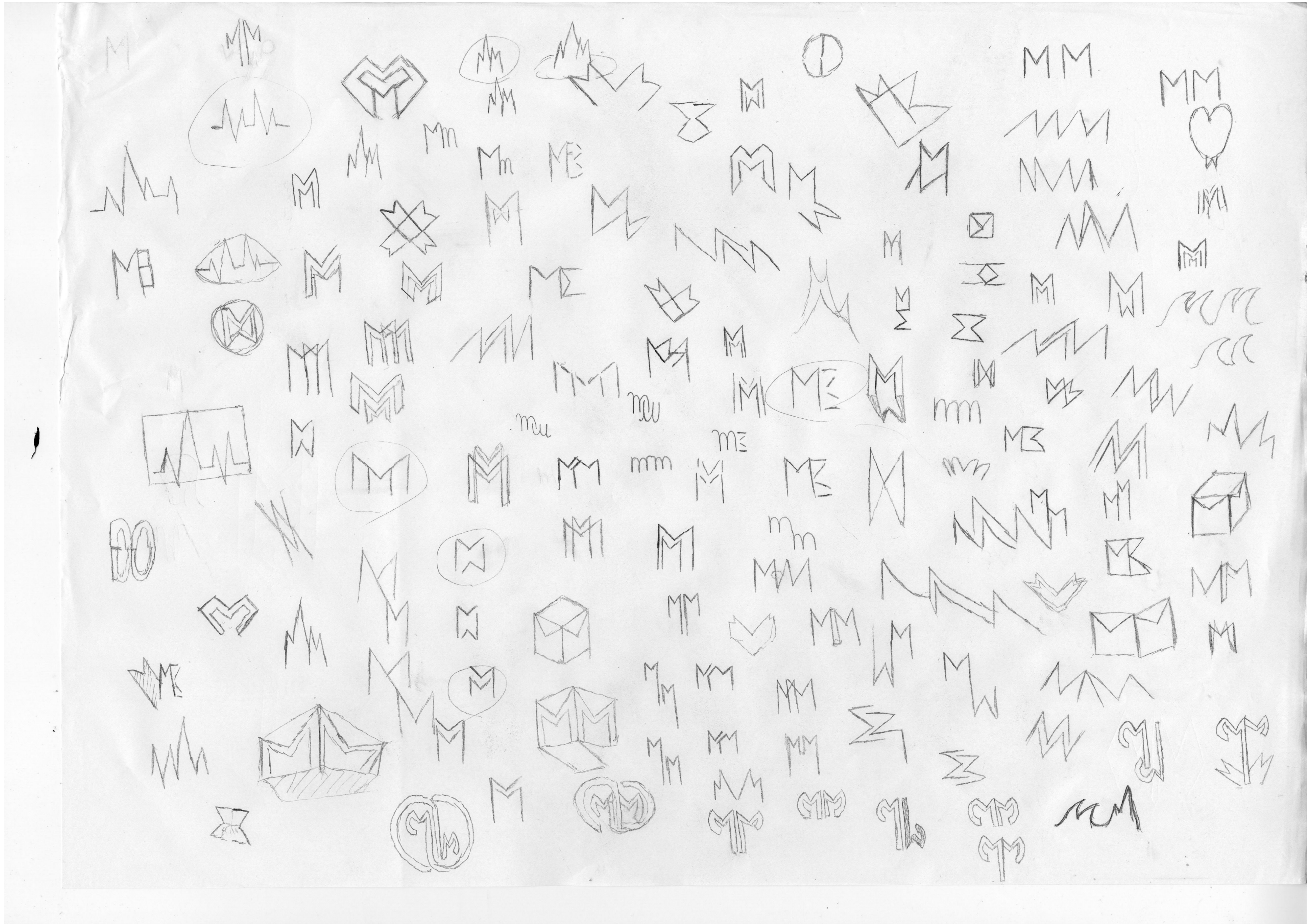
**Results** - The results of my logo design were successful as both of my letters from my name are emphasized and the design is simple yet attracting to viewers viewing my logo.





In this process I started with drawing all the ideas I had for my logo.

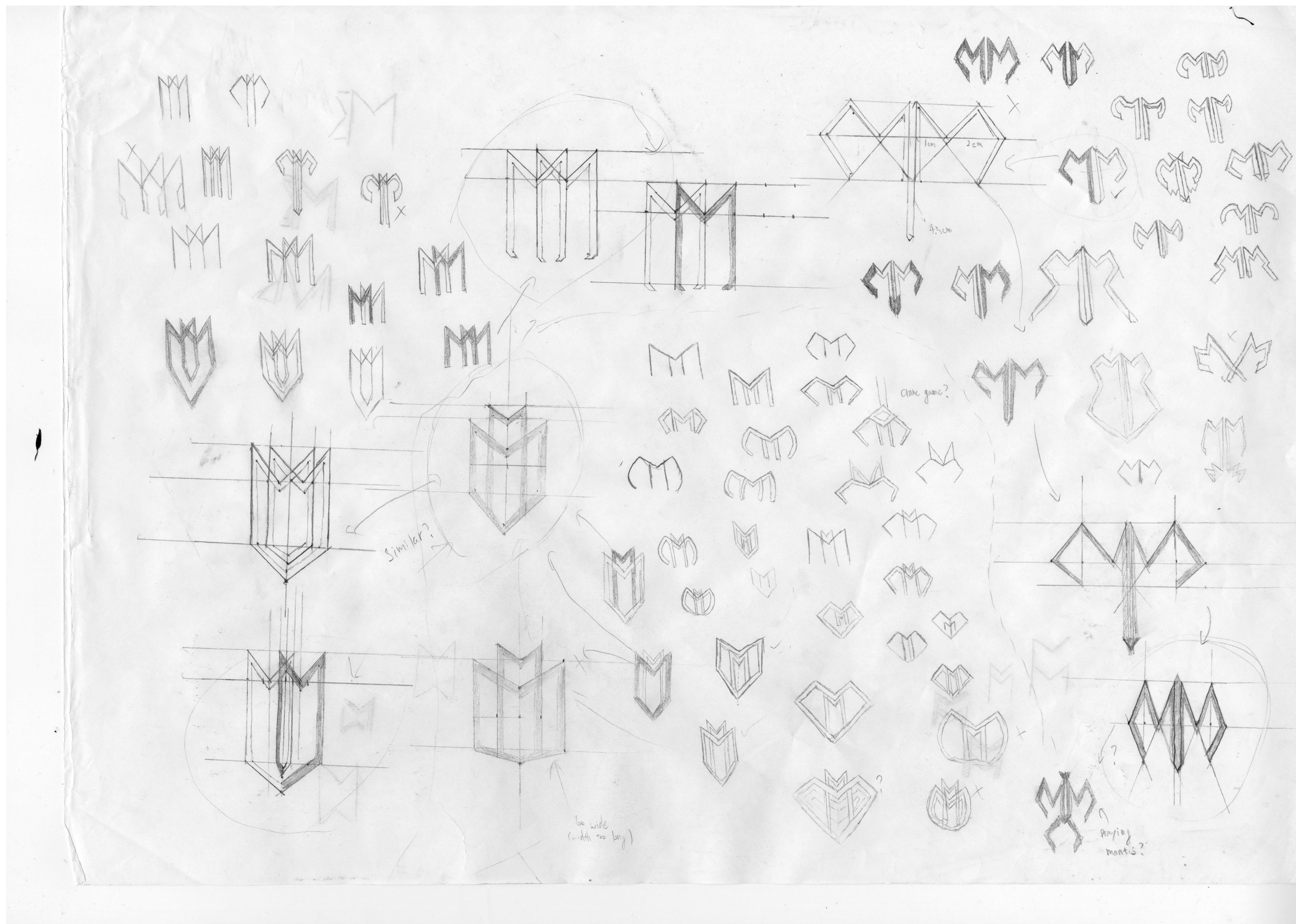
## logo design • thumbnails





I refined some of my ideas that I liked for my logo. I chose two ideas from the previous process. I either wanted the logo to look like a shield or a weapon. The overlapping M's turned out to be like a shield and the other M's turned out to be like a weapon.

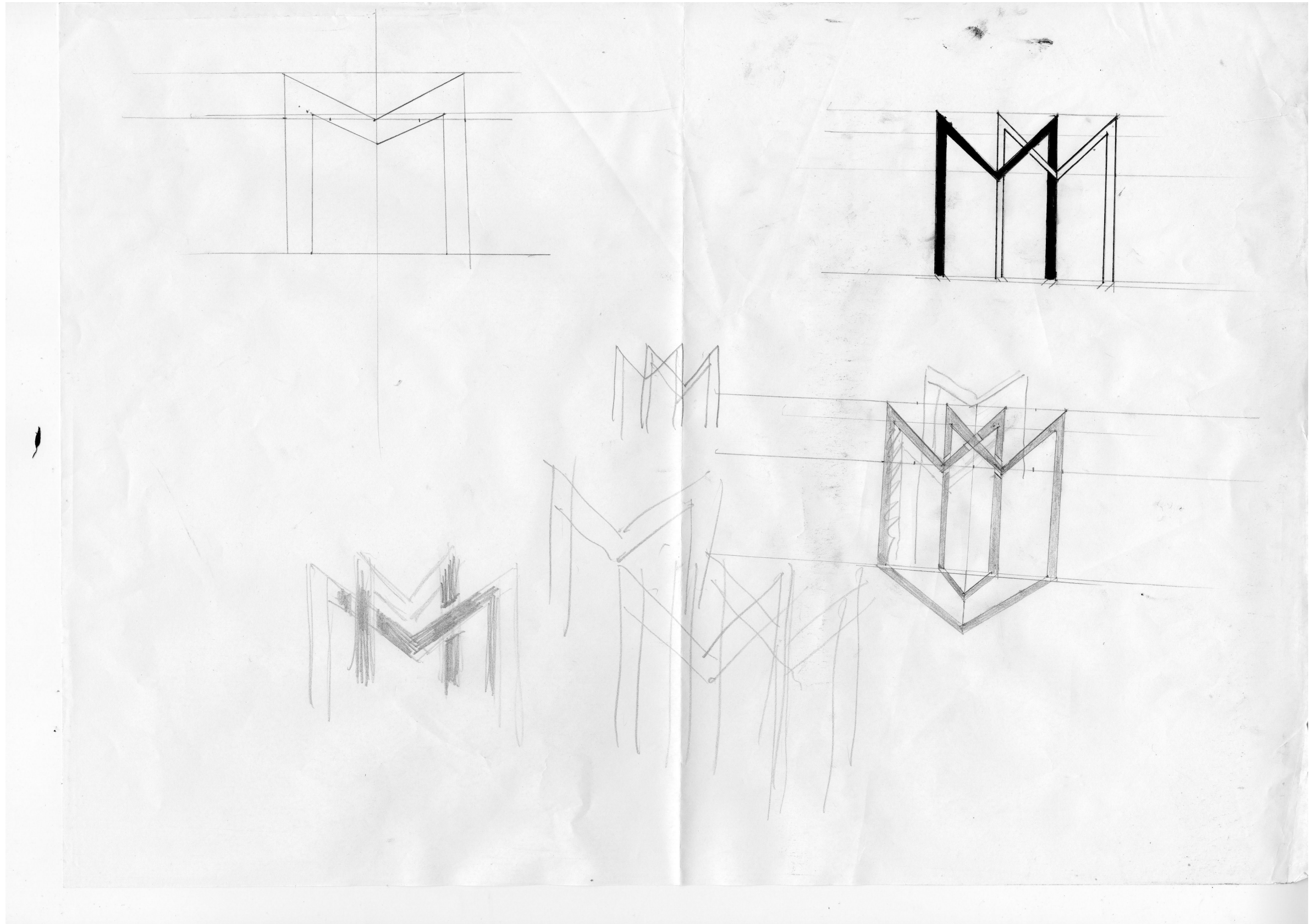
# logo design • development 01





I chose to go with the logo looking like a shield. In this process I took measurements for each line and shape included in the logo. This was important as I needed to create the same thing on Adobe Illustrator.

## logo design • development 02



I first tried out the logo design I planned out on paper. I struggled in getting the overlapped part of the letter M's to work out. After receiving feedback from the teacher I decided to change my logo slightly. I liked the new idea as the logo looked more unified than my old design.

## logo design • development 03









# logo design • the logo



logo design • colour variations



logo design • colour gradients



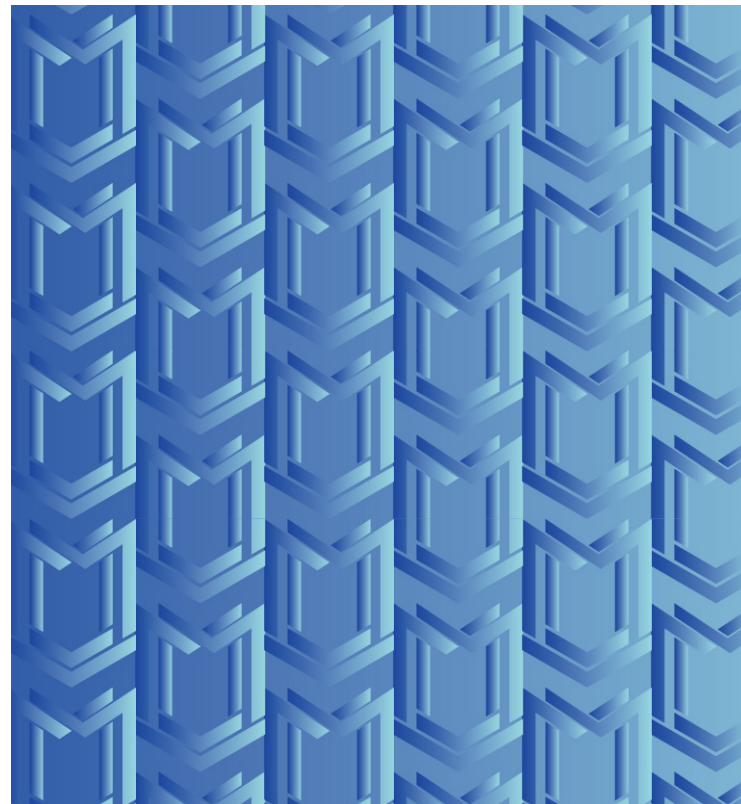
logo design • 3d & materials







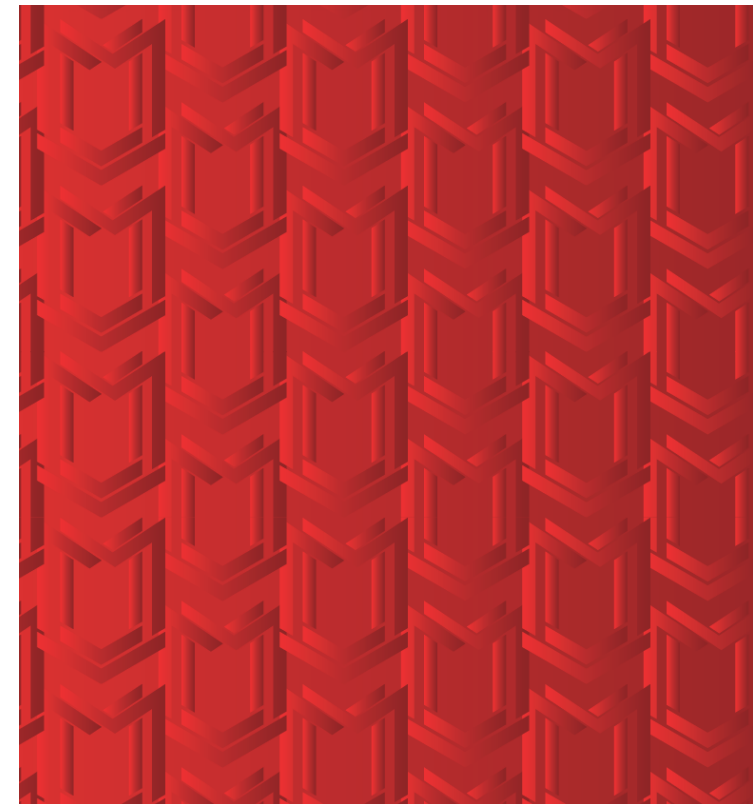




**Blue**



**Neon**



**Red**







# Fragments

**Objective** - To understand the exam conditions and the whole process of the exam. Furthermore, exploring the theme of fragments and creating a product relating to the theme.

**Approach** - The approach to this fragments assesment allowed us to explore and develop our knowledge in the tools we use such as Adobe illustrator and photoshop. Moreover, we explored ways in the approach of making new designs. For instance, we started off with thumbnails and created design briefs.

**Results** - The final outcome of my fragments assesment was this game cover/poster I made for a game. The design included a lot of fragmented aspects. I think the results captured the theme of fragments. In addition, was able to accomplish the design brief tasks.







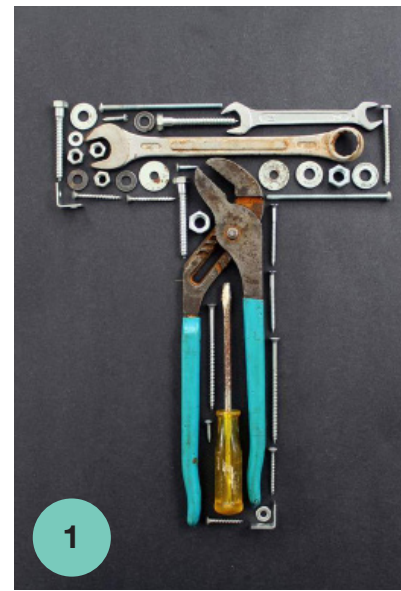


# image citation

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5. "Japanese Movie Poster: The End of the World and the Cat's Disappearance. Keitaro Terasawa, Daisuke Nishijima. 2015." Gurafiku: Japanese Graphic Design, 7 Aug. 2015, gurafiku.tumblr.com/post/126096128637/japanese-movie-poster-the-end-of-the-world-and.
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8. "New Mixed Media Artworks by Tristan Eaton." Daily Design Inspiration for Creatives | Inspiration Grid, theinspirationgrid.com/new-mixed-media-artworks-by-tristan-eaton/.
9. "Meesh - U 4 Real." Dribbble, dribbble.com/shots/4089553-Meesh-U-4-Real?utm\_source=Pinterest\_Shot&utm\_campaign=victory\_over\_all&utm\_content=Meesh++U+4+Real&utm\_medium=Social\_Share.
10. Lucas, Jason. "Typophile." Tumblr, 5 Aug. 2015, typophile.tumblr.com/post/125935247738.
11. "'Espace' by Dorian Legret." Redbubble, www.redbubble.com/fr/people/tokoumil/works/26492502-espace?
12. TypeRoom. "Tolerance Poster Show: Mirko Ilić Campaigns for Humanity with Milton Glaser & More." Glorifying Eclectic Typography | TypeRoom, www.typeroom.eu/article/tolerance-poster-show-mirko-ili-campaigns-humanity-milton-glaser-more.

# fragments • moodboard fragments

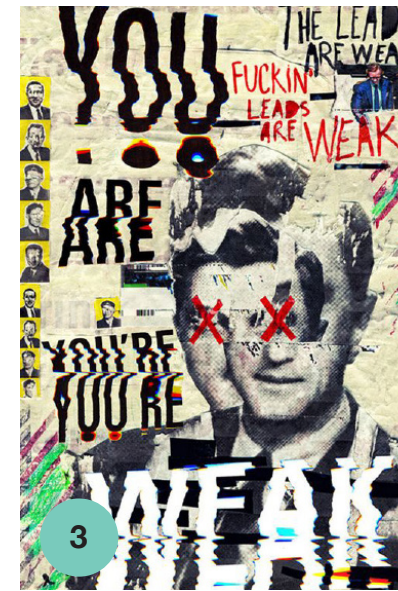
DESIGN BRIEF



1



2



3



4



5



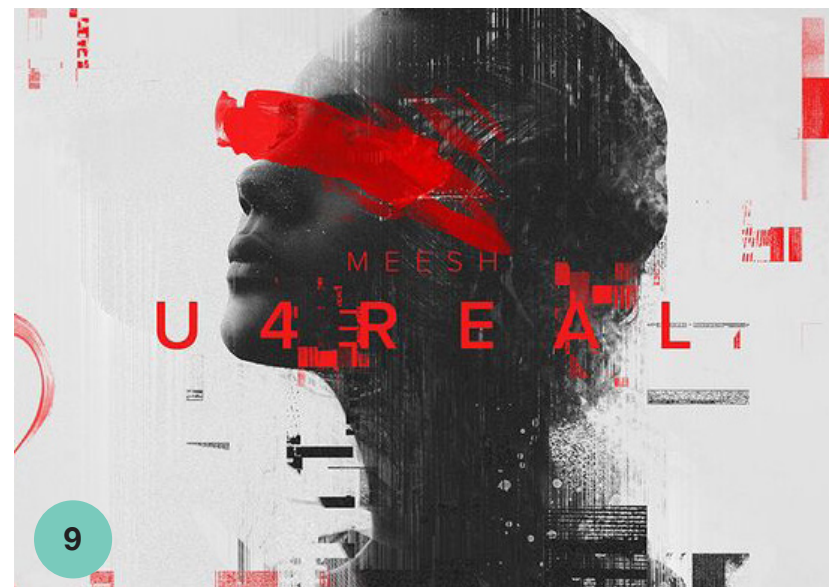
6



7



8



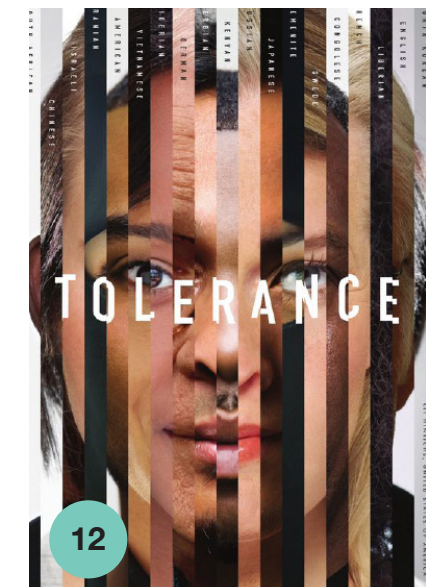
9



10



11



12



ENVIRONMENT  
ENVIRONMENT  
ENVIRONMENT

ACTIVITIES  
ACTIVITIES  
ACTIVITIES

CONTENTION  
CONTENTION  
CONTENTION

ENVIRONMENT  
ENVIRONMENT  
ENVIRONMENT

ACTIVITIES  
ACTIVITIES  
ACTIVITIES

CONTENTION  
CONTENTION  
CONTENTION

**Process**

Firstly, I had to print out 3 words from my brain storm list. I chose the words (Environment, Activities, Contention). After printing the 3 words on a A3 piece of paper, I cut the words in vertical, horizontal, and diagonal directions with a scissor. Lastly, sticking the pieces together with glue on a plane piece of paper.

**Reflection**

The overall activity was fun. I was able to create 3 words that were really fragmented. The experiment needed a lot of effort, as we had to cut each piece one by one, however, at the same time was interesting, as it gave us a general knowledge and understanding on how fragments were made.



# Design brief

## Typographic/Fragmented image illustration for a game cover

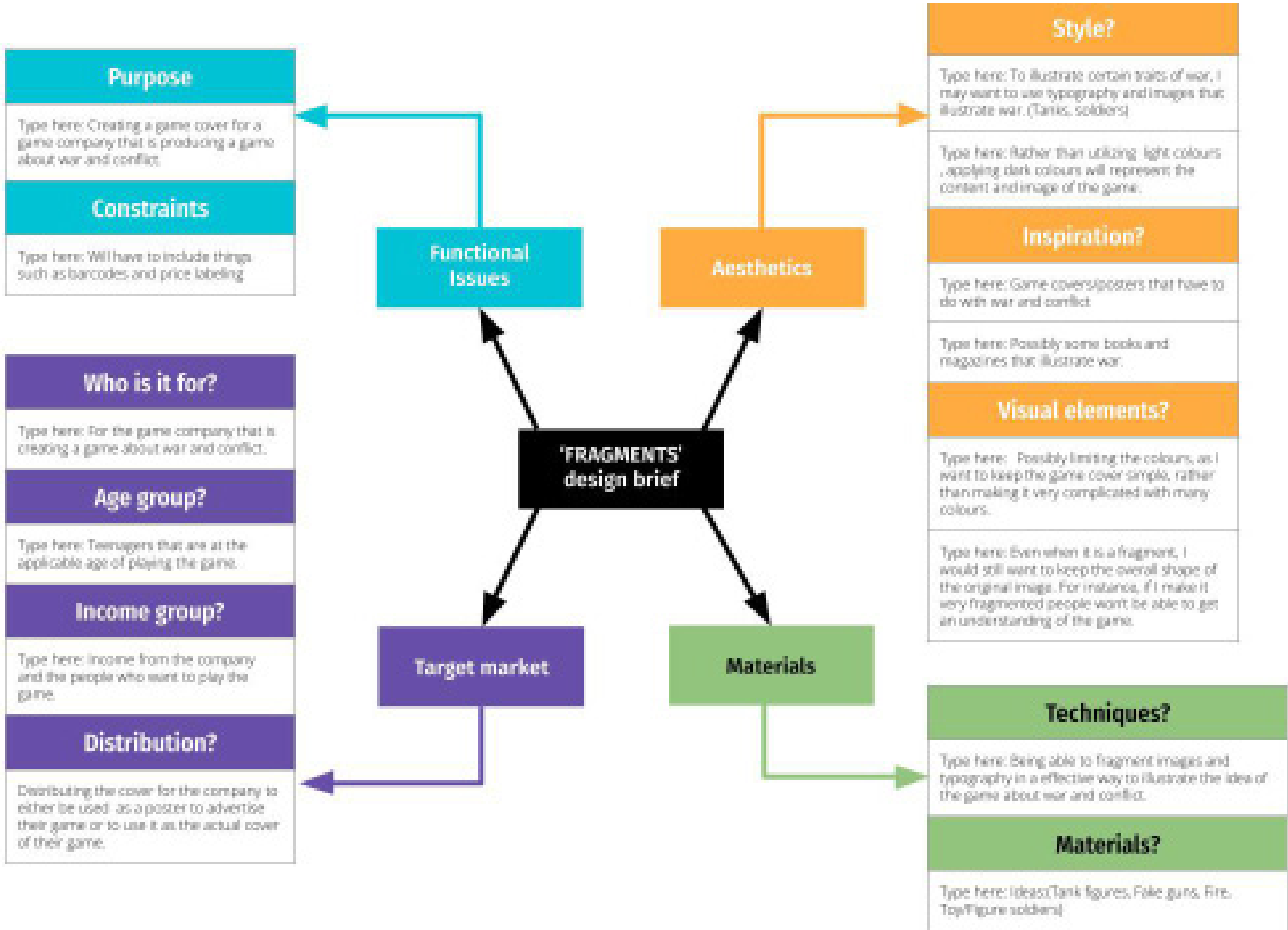
A game that promotes a game style where its original concept is built from war. The game allows the players to explore multiple aspects of war. They wish to create an illustrated piece of both typography and image fragments that shows the concept of the game. The piece will then be used for both advertising purposes and for the cover of the game.

**Function:**  
Combining typographic and image fragments to illustrate the game.

The word that is going to be used in this game cover as a title should consist of words relating to the concept of the game. The letterforms can be made in photoshop or either by hand. Possibly creating a letterform where the word is crumpled up, showing the outcome of conflicts. On the other hand, the images being used can be any image as long as they are related to the concept of the game. For instance, images of tanks and soldiers.

**Aesthetics:**  
The letter forms should be inspired by various aspects of war. Each letter must be in some way fragmented to illustrate the idea of 'conflict'. Images should also be fragmented. The image used should be limited to things that have relation to war.

**Market:**  
The design must appeal to the game's target market - Young teenagers who may be interested in fighting/shooting games or people who generally have some interest in war.





# fragments

## Game Cover Elements

### Camera Angles

Many game characters are utilized as a silhouette of the game cover. Using the characters as a silhouette makes it very memorable for people who've seen the cover. However, when we see the characters on the cover, we usually see them from various angles.

#### - Character Facing Front

This angle leaves a big impression on people who view the cover, as people get to observe and have thoughts on what the game is about. Moreover, as the cover illustrates one of the main characters in the game, people will get some kind of understanding of the game by just looking at the character. For instance, if the character on the cover is holding a gun, people may interpret that the game is about some kind of conflict.

#### - Back Facing

The back angle also leaves a big impression on people who view the cover. Similar to the front cover, people will get to see the character's whole silhouette and analyze or understand what the game is about.

#### - Head-to-head

From the head-to-head shot, people will be able to see two characters facing each other. This usually means that the two characters are on opposite sides, indicating that they are enemies or rivals to each other. For instance, if the game was about heroes fighting villains, the cover would have the heroes on one side and the villains on the other side.

#### - Close-up

Close-ups are usually utilized to leave an impression of the character in the game. Unlike front and back angles, people are only able to see the main character's face. As it leaves a big impression of the character, it may stick more to the viewer's memory.

### Typography

When constructing game covers, typography is not only used to communicate with players playing the game, it is also used to present the games first impression. When designers use various text formats, for instance, when designers use bubbled text, we might get an impression that the game would be for kids. On the contrary, when designers use robotic text, we might get an impression that the game contains robots. A players first impression or experience with a game can be presently affected by the typography that is utilized.

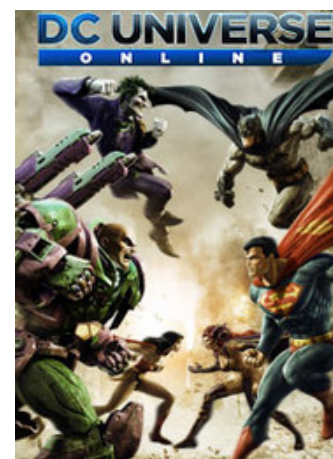
### Color

Colors that are utilized in game covers, allow the designers to present a glimpse of the games atmosphere. For example, by using bright colors players may get an impression that the game is for kids. Moreover, if designers use dark colors, people may get impressions that the game would be about horror games.

## Evolution Of Game Covers

Video game covers have existed ever since video games were invented and sold on the market. Games such as Mario and Space Invaders. All of them had memorable and unique game cover designs.

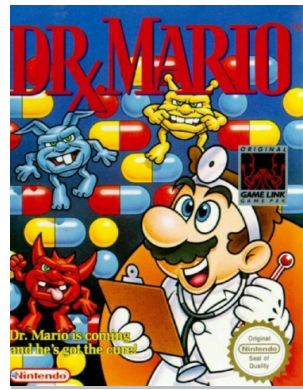
Ever since the market for games has increased, people have seen it as a big business opportunity. They have then decided to start selling them in unique packagings, such as selling them in big boxes and also improving the game cover design for better recognition of the game by society.



1980's



1990's



2000's



2010's



## War Related Game Covers

There are numerous numbers of shooting and fighting games in the world. One of the famous ones being COD (Call of Duty). COD is a first person shooting video game. The game is set in different periods of time such as, WW2 and Cold War.

When analyzing the game covers of COD, they all seem to have a soldier dressed differently depending on the time period of when the game is set in. By analyzing the images and typography used in the cover, we would be able to straight away tell that the game is about war.

## Game Cover Dimensions

- Dimensions:** PS4/PS5 - 7 x 2.5 x 5.5 inches
- Size:** 1920x1080 pixels or 3840x2160 pixels
- Resolution:** 300 dpi for best quality
- Format:** JPEG file format
- Color:** RGB color mode for best image-quality



# DESIGNER RESEARCH 1

## Ideas to take forward

Natalia Ivanova's piece of work is rather simple compared to other fragmented artworks. In her artworks the techniques that are used are simple, however, we are able to tell the message of the artwork very quickly. The idea of prioritizing the message rather than making the artwork pretty, allows me to focus more on the layout and typography of my work. If I were to create a fragmented piece of work focused more on typography, I could use her technique to tell the message not just through words but through imagery as well.



## Natalia Ivanova

Natalia Ivanova is a Russian photographer and photojournalist based in Paris. She graduated from MGIMO (Moscow State University of International Relations) and SPEOS Paris Professional Photography Institute (specialization photojournalism). Since 2009 Natalia Ivanova has lived and worked in Paris. Since 2012 she is a special photo-correspondent in France for Russian news agency TASS.

Natalia Ivanova | LensCulture. "Natalia Ivanova." LensCulture, www.lensculture.com/natalia-ivanova.

## Design Description

In this work, we see Natalia Ivanova using different races of people to present some sort of message, which I hypothesize is equality. This could be used for any book, magazine, or for any other materials that want to illustrate the idea of equality.

## Layout

Natalia Ivanova's work always consists of some sort of pattern and structure. They could be vertical, horizontal, and/or diagonal patterns. For instance, in this piece of work, the different races of people are structured in equally spaced vertical grids to create one face. We could also notice that there is a pattern in how the faces are laid out. The color of faces goes from dark to light then again from dark to light. We could suggest that she uses a form of formal composition in most of her work.

## Visual Hierchy

As said, when the viewer sees this piece of work, they will be able to see the contrasting colors laid out equally within the frame of the artwork. The conflict between the colors allows viewers to realize the message of the idea pretty quickly. The artwork doesn't consist of any primary, secondary, or tertiary colors, as they are based on human races. Instead, we are able to see neutral colors, in a pattern from dark to light.

## Form vs Function

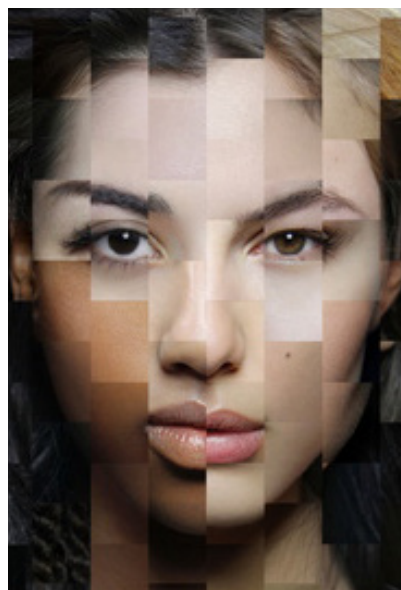
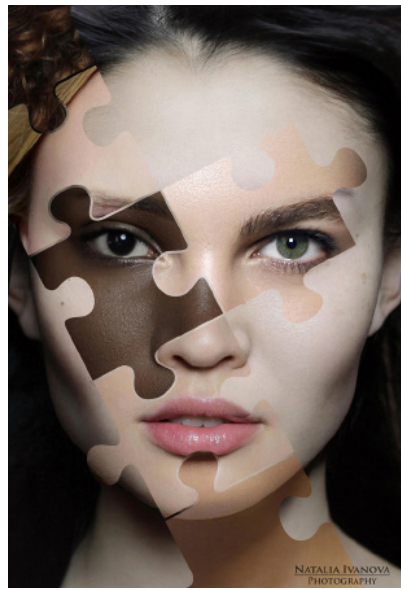
This artwork concentrates more on its function compared to its form. It doesn't really include aspects of being fashionable or pretty. It rather concentrates on its form, in order to be able to communicate the message that the artwork consists of.

## Image

In this artwork, Natalia Ivanova uses photographic imagery. She takes a close-up shot of different people's faces. It is a simple shot where we are able to see the people's whole faces.

## Color

Natalia Ivanova doesn't have a specific chosen color used in her artworks. Her artworks are based of human races. Therefore, she doesn't utilize colours that come off the primary, secondary, and tertiary color sector.



""The Ethnic Origins Of Beauty" Shows The Real Scale Of Human Diversity And How Beautiful It Is (30 Pics)." Bored Panda, 24 Feb. 2021, www.boredpanda.com/the-ethnic-origins-of-beauty-women-portraits-natalia-ivanova-lesoriginesdelabeaute/?utm\_source=google&utm\_medium=organic&utm\_campaign=organic.

Ivanova, Natalia. "Natalia Ivanova - The Ethnic Mosaics of Beauty | LensCulture." LensCulture, www.lensculture.com/natalia-ivanova?modal=project-164128.





Severino Canepa, 26 Mar. 2022, severinocanepa.com/.

**Severino Canepa**

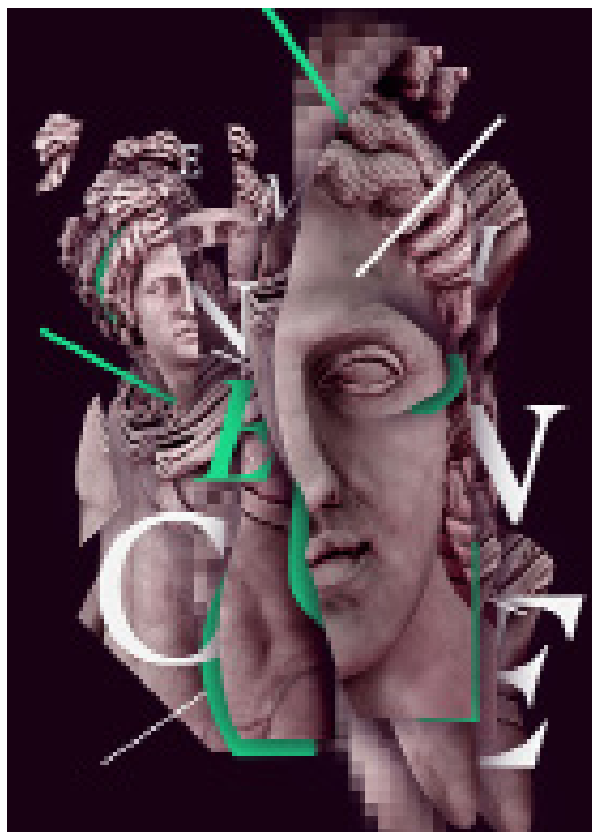
Severino Canepa is an independent Graphic Designer from Switzerland. He creates numerous amounts of illustrations on photoshop and shares his content on multiple social medias.

**How does this link to my idea?**

Severino Canepa uses multiple aspects of art effectively in his artworks. For instance, in this artwork, he utilized shapes and cropped images well. I would like to explore how I can use shapes and cropped images effectively to create a piece of fragmented art. In this artwork, Severino illustrates a total amount of three Zeus's. He does this through the process of using cropped images. I would like to utilize this in my fragmented piece of art, as I also have multiple figures/images of the object I want to show in my artwork. If I use Severino Canepa's skill here, I would be able to illustrate my three figures effectively to the viewers. Secondly, I would also want to explore Severino Canepa's use of shapes. He uses simple shapes in an effective way to further emphasize the existence of Zeus's in his artwork. If I am able to do this, it will be useful for me to emphasize my figures too.

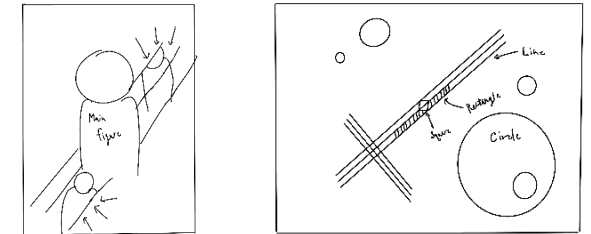
**Visual Hierarchy**

Viewers will be able to see and interpret the statue of Zeus at first glance. The minimal use of colors makes the figure of Zeus outstanding to the viewers.



**Layout**

Severino Canepa's work is structured with multiple shapes. In this artwork, we are able to see him use shapes such as squares, circles, and rectangles. He places one big figure of a Zeus statue in the center of the frame and arranges the other two Zeus on its top right corner and bottom left corner using lines. This artwork can possibly be seen as a dynamic composition as it utilizes multiple shapes and figures in unique ways. For instance, he overlaps shapes and crops some of the figures used in his artwork.



**Image**

Severino Canepa uses images of Zeus taken from different angles. For instance, in this piece, he uses the image of Zeus taken from the eye level in the center and uses the image taken from a low angle in the bottom left, and uses the image taken from the side in the top right corner.



**Form vs Function**

From my perspective, I couldn't really visualize any deep message from this piece of art. However, I was able to visually see the statue of Zeus from different angles. The message of the artwork could be to simply share the visuals of Zeus. The primal function of this artwork is perhaps just allowing the viewers to see Zeus from different angles. Meaning that it concentrates more on being fashionable and pretty rather than having deep visual communication with the viewer.

**Ideas to take forward**

I liked the idea of how Severino Canepa minimized the materials he used to emphasize and illustrate the figure of Zeus in an artistic way. My takeaway from this piece of work is the composition and layout of his style of work. I thought it was cool that Severino Canepa created a fragmented piece of work with minimal materials. In addition, I liked how he utilized color gradients in order to add color to his piece of art.

**Style**

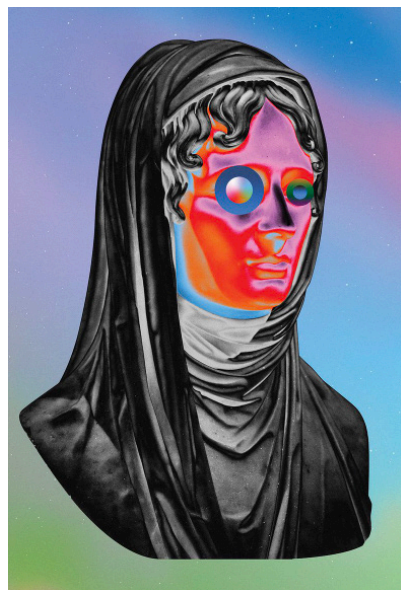
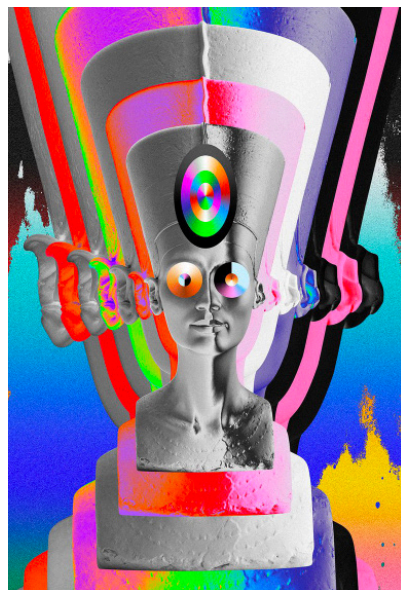
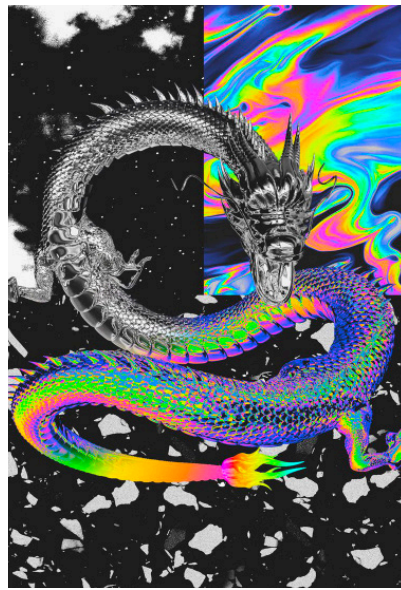
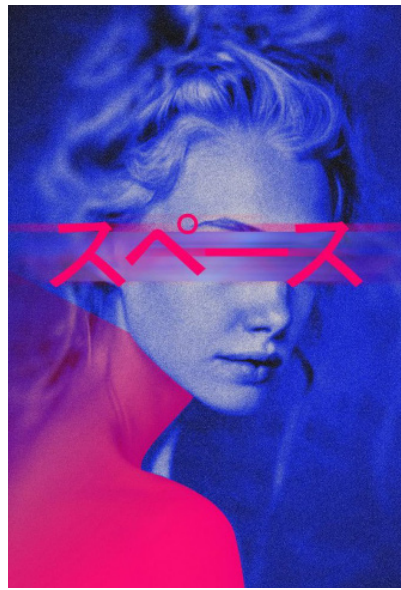
In my perspective, Severino Canepa uses minimal materials to illustrate the figure of Zeus. This technique allows him to emphasize the existence of Zeus, as the colors and shapes don't really intercept in the process of viewing the artwork.



**Colour**

Servino Canepa minimized the colors he used in this artwork. He uses colors from each color sector through the use of a gradient. Blue is primary, pink is secondary, and purple is tertiary.





Fuggetti, Claudia. "Dorian Legret, Abstract Visions by a Digital Artist | Collateral." Collateral, 11 July 2018, www.collateral/en/dorian-legret-digital-artist/.  
 "This Browser is No Longer Supported." twitter.com/dorianlegret?ref\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor.  
 "Espase" by Dorian Legret." Redbubble, www.redbubble.com/fr/people/tokoumil/works/26492502-espase?asc=u&epik=dj0yInU9R1dXVtEKNj-  
 ma1lvbUeT01kbZyR0ROVDZISGZPaTEmcD0wjm49dEjGbhVYQ2VWZDQ4jJhMTA0Qy1sUSZ0PUFBQUFBR053WGRn.

## Dorian Legret

Dorian Legret is a french graphic designer who creates countless amount of graphic designs. He shares them on multiple social media platforms such as Instagram and Twitter. His creations have incredible personality and stand out due to the use of bright colors and other artistic techniques

### How does this link to my idea?

Dorian Legret significantly uses multiple materials in his artwork. For instance, in this artwork, he utilized gradients, typography, and other various materials in photoshop. In my artwork, I would also like to utilize as many materials in photoshop, to explore the idea of fragments. Therefore, I thought that I would be able to explore more materials in photoshop through the recreation process of Dorian Legret's artwork.

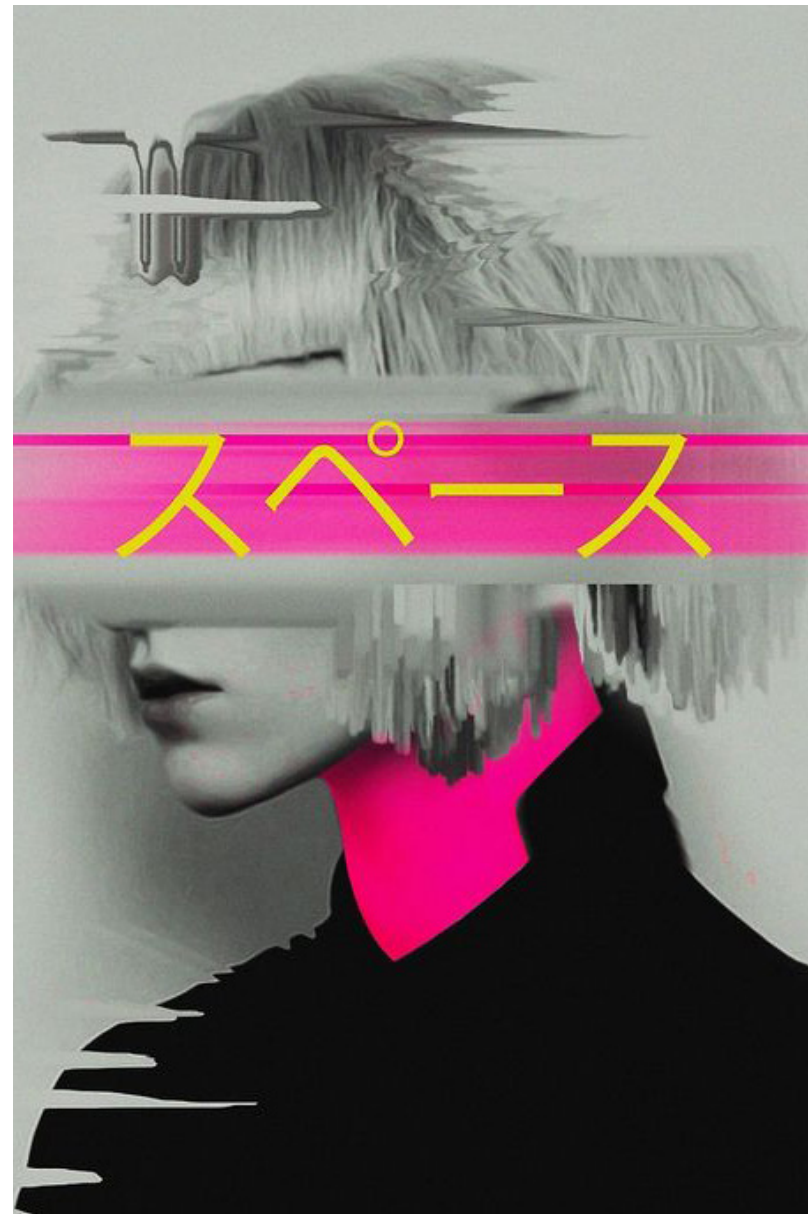
スペース

### Typography

I was able to notice the typography and fonts used in the Japanese characters of Dorian Legret's artwork. When typing in Japanese characters in photoshop, the default for it will be the font 'Kozuka Gothic Pr6n'. This font is rather simple and the Japanese characters don't really emphasize themselves too much. For instance, if I used the font 'Impact' when typing English words, the words will get emphasized as the font is bold and outstanding. I think Dorian Legret used the font 'Kozuka Gothic Pr6n' so that viewers can focus more on other components in the artwork rather than the Japanese characters. In addition, the Japanese characters are already somewhat emphasized by the color yellow, therefore, I think Dorian Legret didn't think of emphasizing the characters more with a font.

### Color

Dorian Legret uses the colors black, white, pink, and yellow. When looking at the artwork, viewers will straightaway be able to tell that the colors pink and yellow increase the visual impact of the artwork. The warm color of pink and yellow allow the black-and-white piece of art to have some bright light to it. Therefore, allowing the artwork to have more energy and power into it. Moreover, Dorian Legret utilized the idea of gradients. When looking at the color pink, we are able to see a gradient starting from the center of the artwork and ending at both the right and left sides of the artwork.



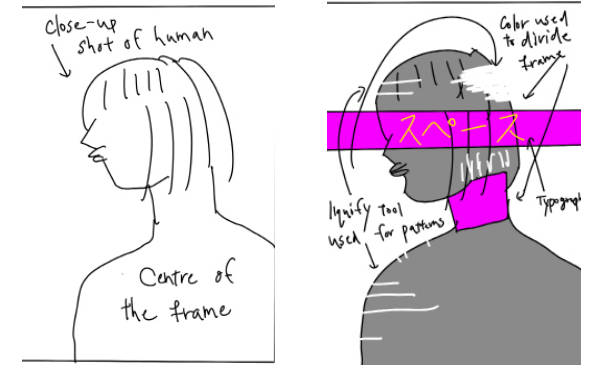
### Visual Hierarchy

Viewers will be able to interpret the human portrait at first glance. Moreover, they will also be able to see the bright pinkish color and the characters written in Japanese. I can say this as firstly, the human portrait is outstanding and is the base of this artwork, therefore people will be able to see the portrait straightaway. Next, we can say that people will catch attention to the bright colors. In this artwork, Dorian Legret typically doesn't use that many colors. He utilizes the colors black, white, pink, and yellow. Therefore, when people see the artwork, the bright colors pink and yellow will catch their eyes.



### Layout

Dorian Legret uses a human portrait in order to structure his work. He allows the human portrait to be at the center of the frame, which creates the base of the artwork. He also uses colors and typography to significantly divide the artwork into sections. Moreover, in this artwork, we can see that he uses multiple skills and techniques in the portrait. For instance, I can tell that he used something similar to the liquify tool in photoshop. By using this technique Dorian Legret creates patterns of lines bending into the portrait.



### Image

In this Dorian Legret's artwork, I can say that he is using photographic imagery, as he utilizes the human portrait as the base of the artwork. He also uses the element black and white to emphasize the color pink and yellow included in Japanese characters and outlines. Moreover, I may be able to say that Dorian Legret used some sort of painting element as he possibly uses the tool 'liquify' to create the liquid element in his artwork.



### Ideas to take forward

Dorian Legret utilized skills and techniques I wasn't familiar with before. For instance, he uses the liquefying tool to illustrate the bends in this artwork. He probably also uses the blur tool to blur the color and some parts of his human portrait. Moreover, he utilizes the gradient of pink significantly to emphasize the color and Japanese characters in the center of the artwork. In conclusion, I would also like to use these techniques, as I really want to explore photoshop and try and experiment with different materials.

## DESIGNER RESEARCH 3



# Hack 1

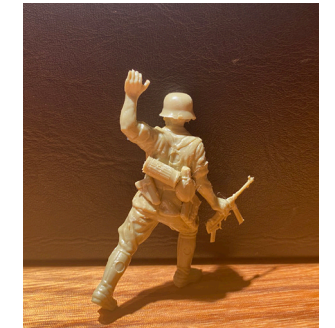


# Hack 2&3



# fragments Soldiers

Photoshoot



Thankfully I had small figures of tanks and soldiers in my house, so it was pretty easy for me to take the images I needed for the hacks I were going to make.



## Natalia Ivanova



### Photo used in re-creation



I took three pictures of tanks from the side. I did this as I thought it would work better than the images I took from the front. When I tried using images from the front, I realized that there weren't that many pieces to copy and paste, as the horizontal length and space is relatively short compared to the images taken from the side. I also had to be careful with the size of the images. Since all the tanks differ in sizes, I had to zoom in and out when taking the image so that they don't really differ in size.



1) I started by cropping all the images. I used the object selection tool to crop the images. I cropped the images so that the background won't disturb the overall image at the end. When I tried it with the background, the overall tank at the end looked very obvious that it was cropped and put together. However, when I removed the background, I thought it reduced the incompatibility and made it seem a bit better.



1) As said in the re-creation above, I cropped the images. I used the object selection to crop the images. The images were easy to crop as the object selection tool did it within seconds. Adding to the explanation above, I cropped the background in-order to avoid overlaps. It still may look cool with the background, however, when considering the overall shape of the tank at the end, I thought it would be better without the background.

### Reflection

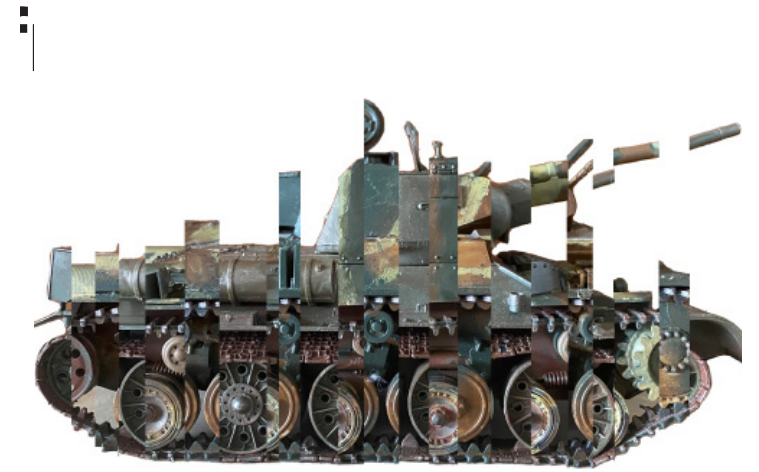
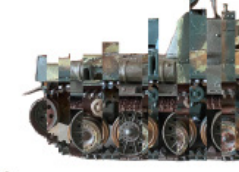
Overall, I think I did well in recreating the artwork. However, after trying the re-creation, I realized that this idea may not work well if the end result of the tank looks off shape. Therefore, when I use this style of art in my final idea, I would have to keep in mind that the tank at the end has to be in shape.



2) After cropping the images, I used the rectangular marquee tool. I used this tool to copy and paste each section one by one. I copy and pasted parts of the tanks one by one in a vertical way and used different tanks to avoid repetition.



2) After cropping the images, I used the rectangular marquee tool. Unlike the other re-creation, I copy and pasted the images horizontally this time. However, I still used different tanks each time I copy and pasted to avoid repetition.



3) Lastly, I had to adjust some pieces as they were looking a bit off place. For instance, some of the pieces had spaces in between them, which created some thin white areas. Moreover, some of the pieces weren't matching well, so I had to move them vertically up or down.



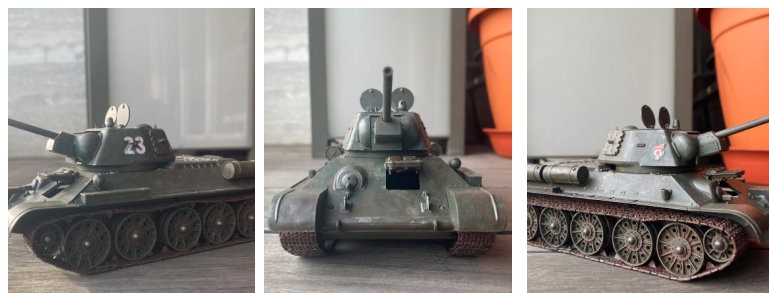
3) Lastly, I adjusted some layers in order to reduce the amount of white spaces in-between the pieces. Unlike the other re-creation, the pieces I had to cut was relatively small, as there wasn't much length for me to cut.



## Severino Canepa



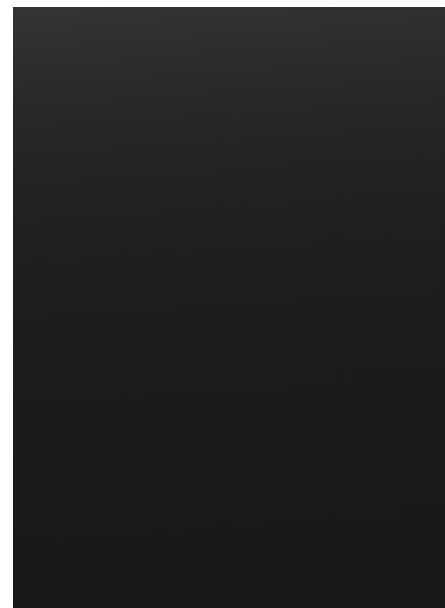
### Photo used in re-creation



I chose these three images as they had the components I wanted for the re-creation. The left image was the image I used on the bottom left corner. Even when the image angle was a bit different from the original artwork, it still turned out good. I also liked how I was able to have some light on the tank when I took the image. The centre image was the main image used in my re-creation. In terms of the angle, it was very similar to the original artwork, so it worked out well. The right image was the image used on the top right corner. I like how I was able to have some orange light on the tank when I took the image. This also had a similar camera angle to the original's top right statue so it worked out well.



1) I started off with cropping the three tanks I was going to use for this re-creation. I used the object selection tool to crop the images. It was important for me to do this as I didn't want anything from the background.



2) After cropping the images, I got ready with the background of the artwork. When looking at Severino Canepa's artwork, I was able to tell that there is a gradient involved in his background. Therefore, I also created a gradient that ranges from black to a lighter black.



3) Then I placed the cropped tank in the centre of the frame. I found it a bit difficult to do this as the tank's vertical length and the statue's vertical length in Severino Canepa's artwork were different. However, I managed to arrange it in the right place after measuring the length between the tank and the end of the frame.



4) After arranging the tank, I made two big circles. One arranged to be behind the tank and the other one hovering over the tank on the upper left corner. The circles also had to have a gradient. Therefore, I gave it a gradient of where the colors are consisting of light green and dark green.



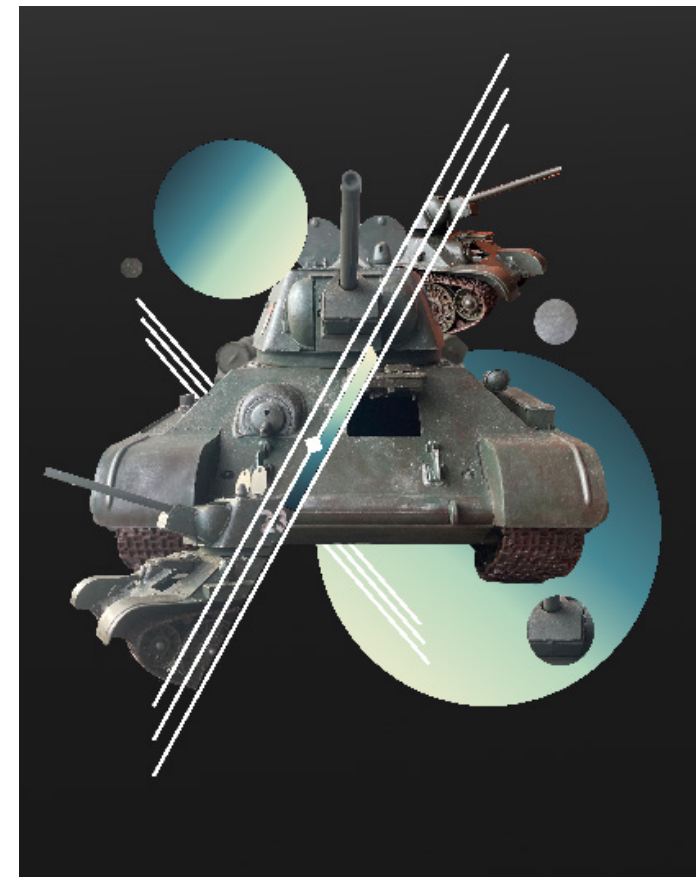
5) The lines in Severino Canepa's artwork is very important in this piece of art, as they are the components that arrange the other two tanks positions. I had to make the space between the lines equal and arrange it so that the lines are parallel to each other.



6) When I was done with arranging the lines, I placed the other two tanks. I had to crop the ends of each the tanks so that they don't overlap the lines. For cropping I used the line tool. It wasn't as hard as I thought because I just had to draw lines around the tank to crop them.



7) After placing the tanks I created another pair of lines behind the tank. To do this I simply copied the three lines from before and used the transform tool to flip the lines horizontally.



8) As seen in Severino Canepa's artwork, he has three little circles around his statue and other shapes. The circles consist and contain images of the statue. Since I used tanks, I decided to include images of tanks in the three little circles.

### Reflection

In this re-creation, I think I was able to significantly recreate Severino Canepa's artwork. It was a bit challenging as I had to use images of tanks that were vertically shorter than the statue's utilized in Severino Canepa's artwork. However, other than that I think I was able to use Severino Canepa's skills and techniques effectively. I really liked how I was able to create an amazing artwork with just a few simple tools.



# Dorian Legret



Photo used in re-creation



I chose this image of the tank because it had most of the conditions I needed to create the re-creation. Firstly, the tank is somewhat taken from the front. This allows me to have a vertically long image. If I had a photo taken from the side, the image won't be vertically long enough when compared to the original artwork. I also chose this camera angle where the tank is facing slightly towards the left, as the original artwork's human portrait was facing towards the left too.



1) I started off with cropping my tank with the object selection tool. The object selection tool was useful as it cropped the background out of the image straight away. I also didn't want the original images background, as the background contained and had colors that I didn't need for my re-creation.



2) After finishing part one, I decided to desaturate my image as Dorian Legret's human portrait was black and white. I also didn't want the original colors as they wouldn't meet the concept of Dorian Legret's art. To desaturate the image I went to adjustments then pressed desaturate.



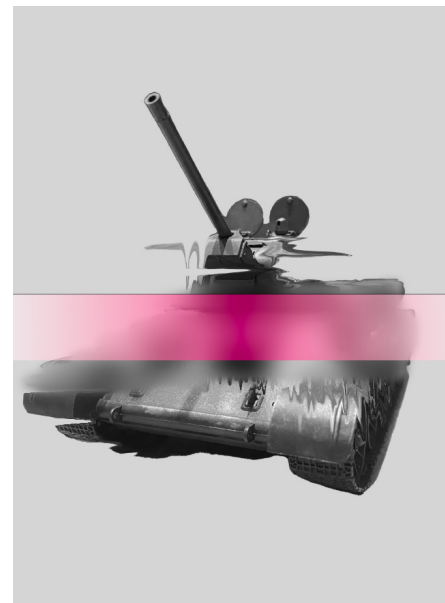
3) Then I went on to liquify the image. When looking at Dorian Legret's artwork, I was able to tell that he used a similar tool or either the same tool 'liquify' to create the bends and image mix effects in his artwork. So I went to filter then pressed liquify in order to add the liquify effect to my image.



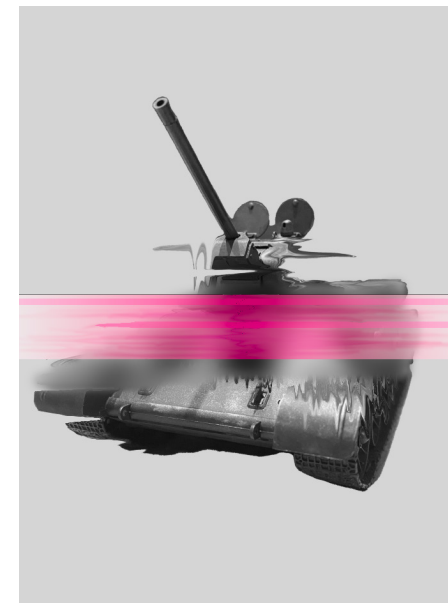
4) When looking at Dorian Legret's artwork, I also realized that there was some sort of blur effect in-between the portrait and the pink color gradient. So I decided to blur the whole image first by going to filter and applying the Gaussian Blur effect.



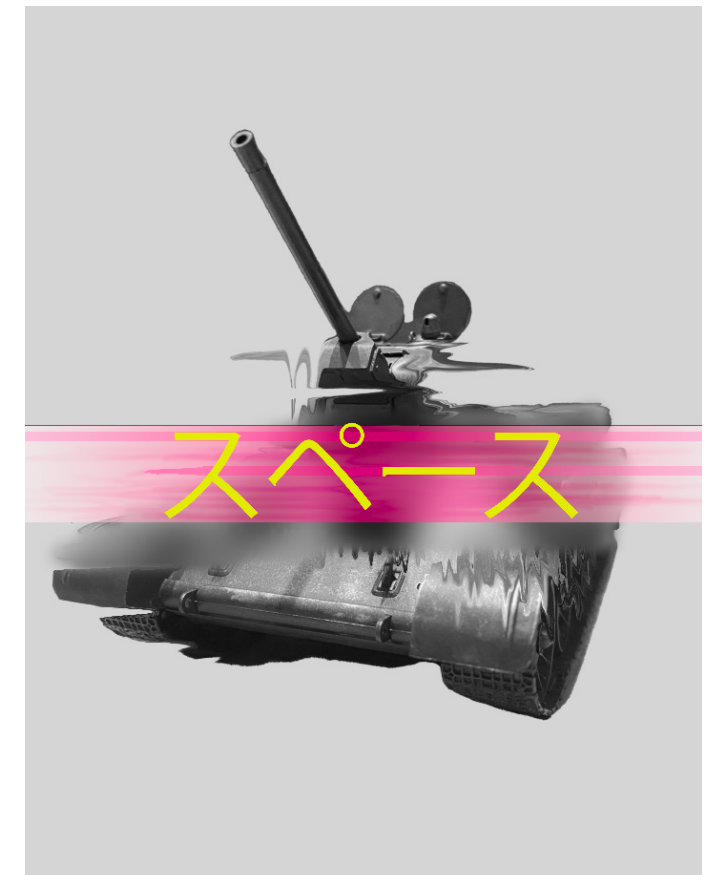
5) After applying the gaussian blur effect to my whole image, I made another copy of my original desaturated image and placed it on top of the blurred layer. Then I masked the desaturated layer and went over it with a brush. This allowed me to have the blurred effect in a limited area.



6) Now I had to create the pink color gradient in the centre of the tank. To do this I simply placed a rectangle in the centre of the image and applied the gradient. I also had to decrease the opacity a bit, as I still wanted some of my tank and background revealed.



7) After applying the gradient, I created the lines in the gradient by again creating smaller rectangles. I noticed that Dorian Legret's artwork had the darker pinkish color spread out, so I chose to use the liquify tool again to spread the gradient color throughout the rectangle.



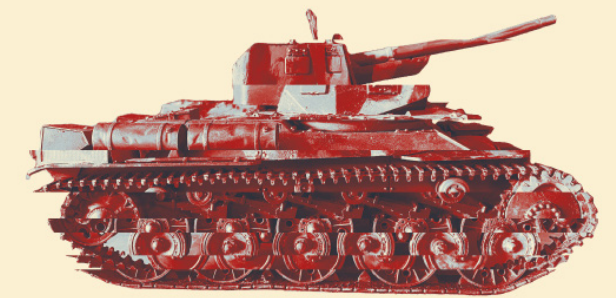
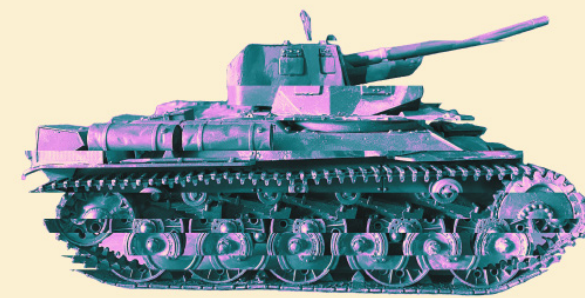
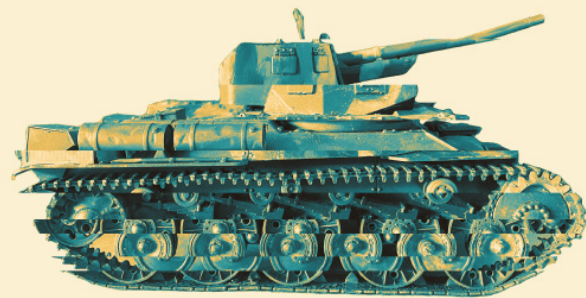
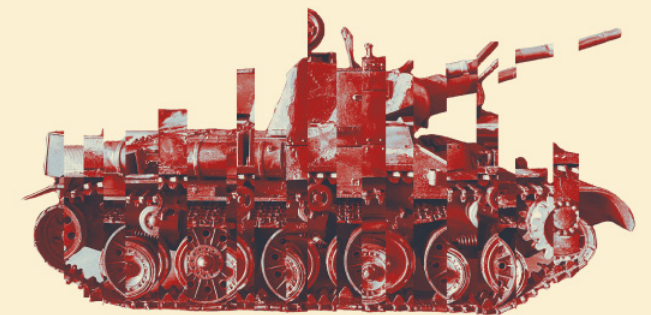
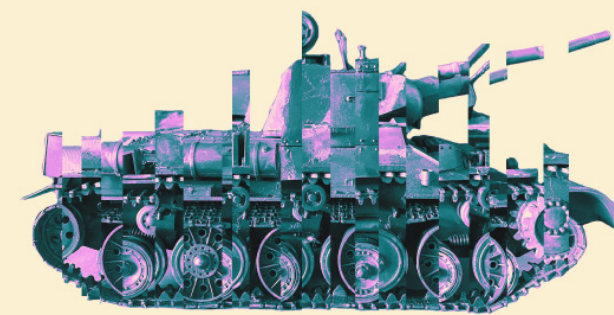
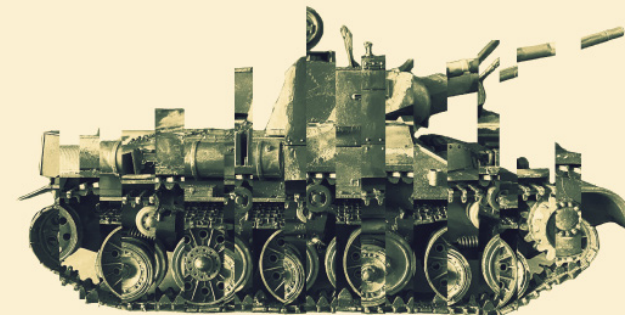
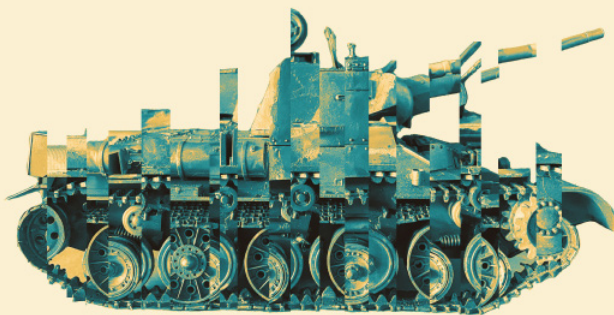
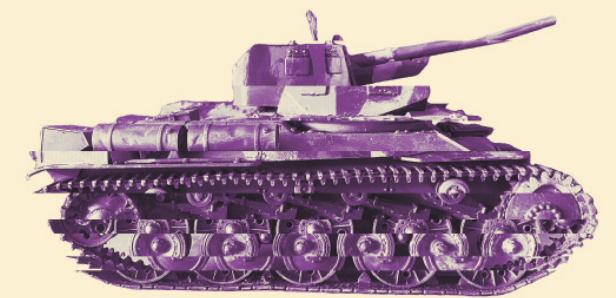
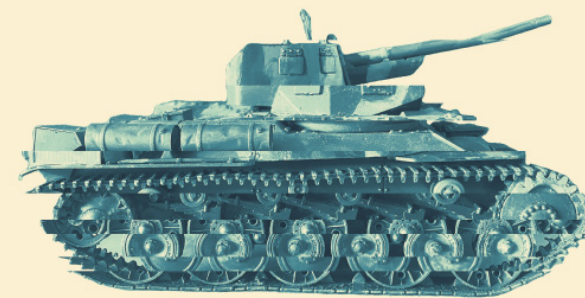
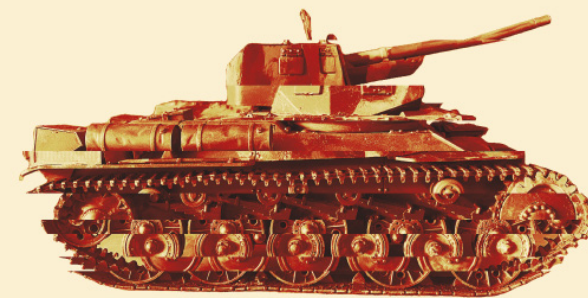
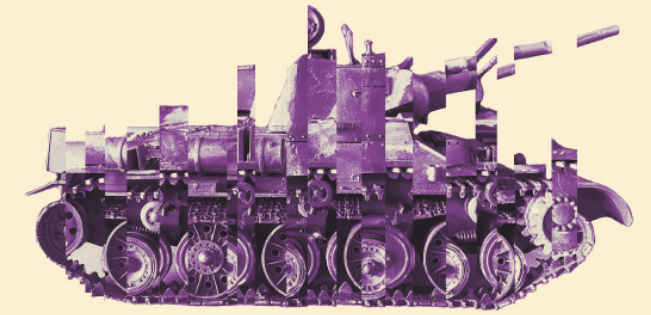
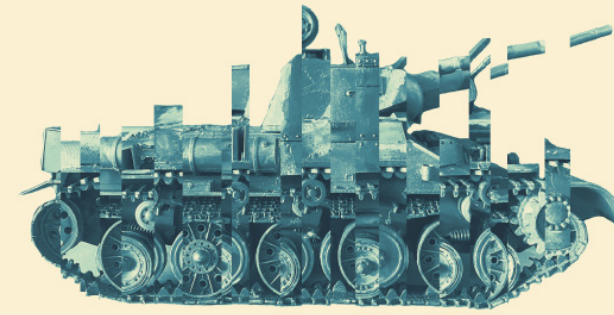
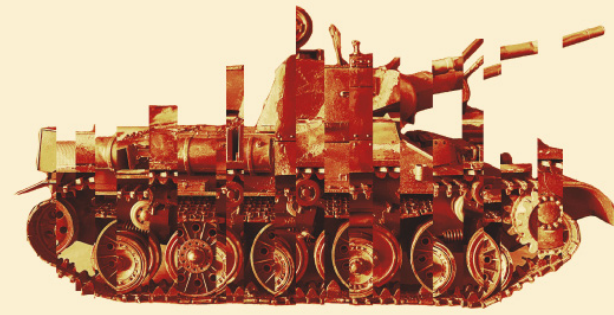
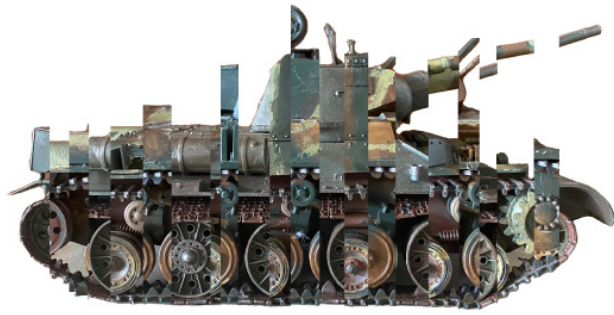
8) Lastly, I placed the Japanese characters. Like the original artwork, I used the color yellow and the font 'Kozuka Gothic Pr6N'. I adjusted the Japanese characters so that they could be aligned with the 2 dark colored lines in the gradient.

## Reflection

In this re-creation I was mostly able to re-create the artwork by Dorian Legret. I was able to use the liquify tool effectively to show similar effects used in the original artwork. However, I think I could've done better on the gradient. When I look at the original artwork, I can tell that the color of the gradient is bit more darker. I also could've done better on utilizing more of the color pink, as in the original artwork, Dorian Legret's uses the color pink on the human portraits neck.



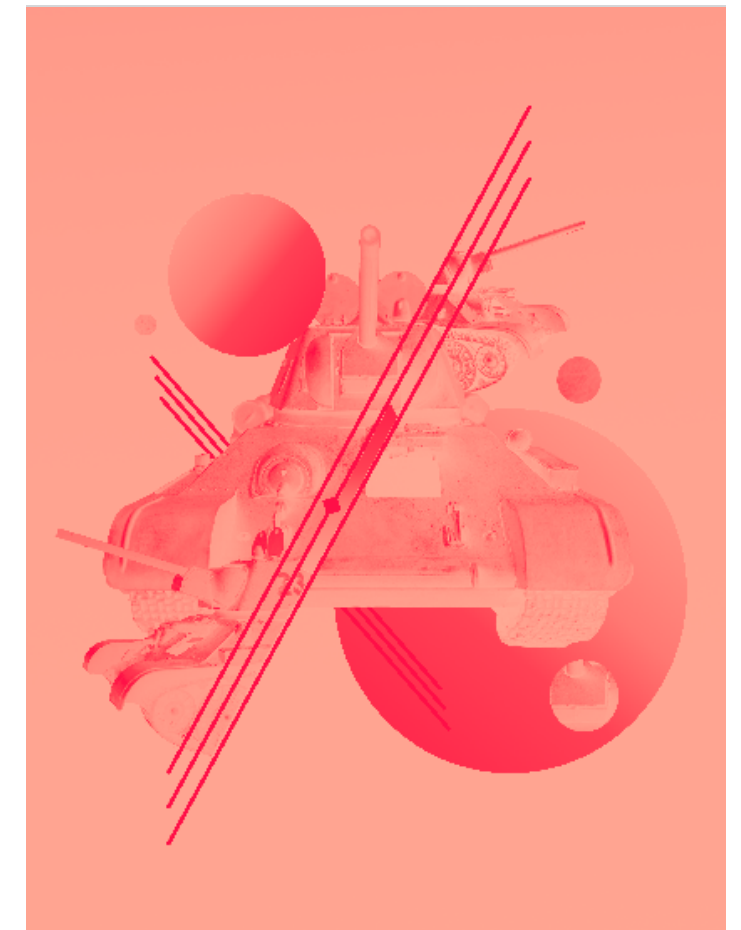
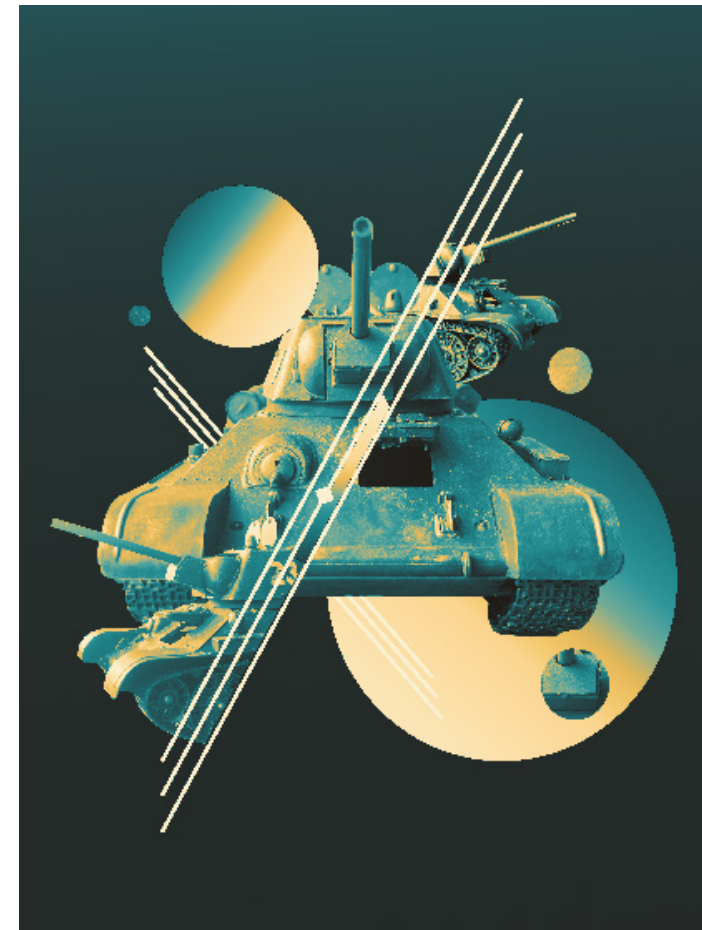
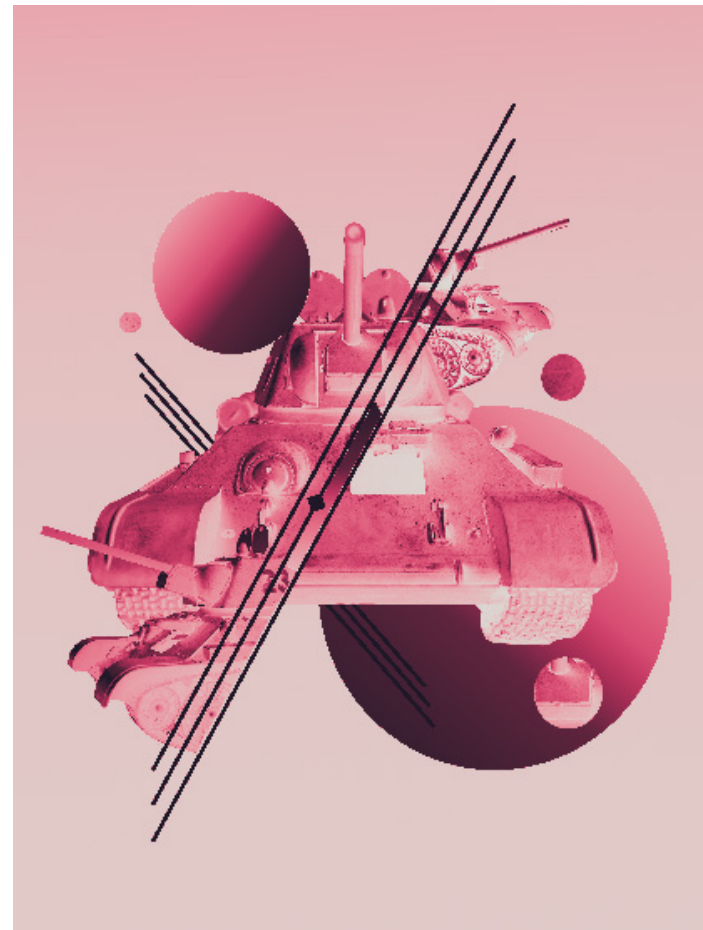
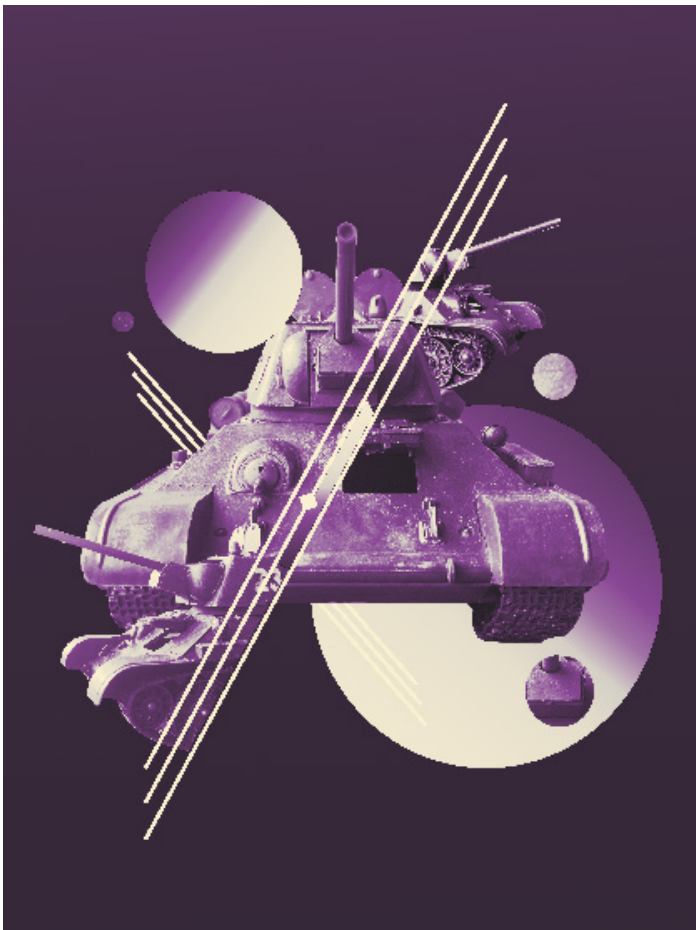
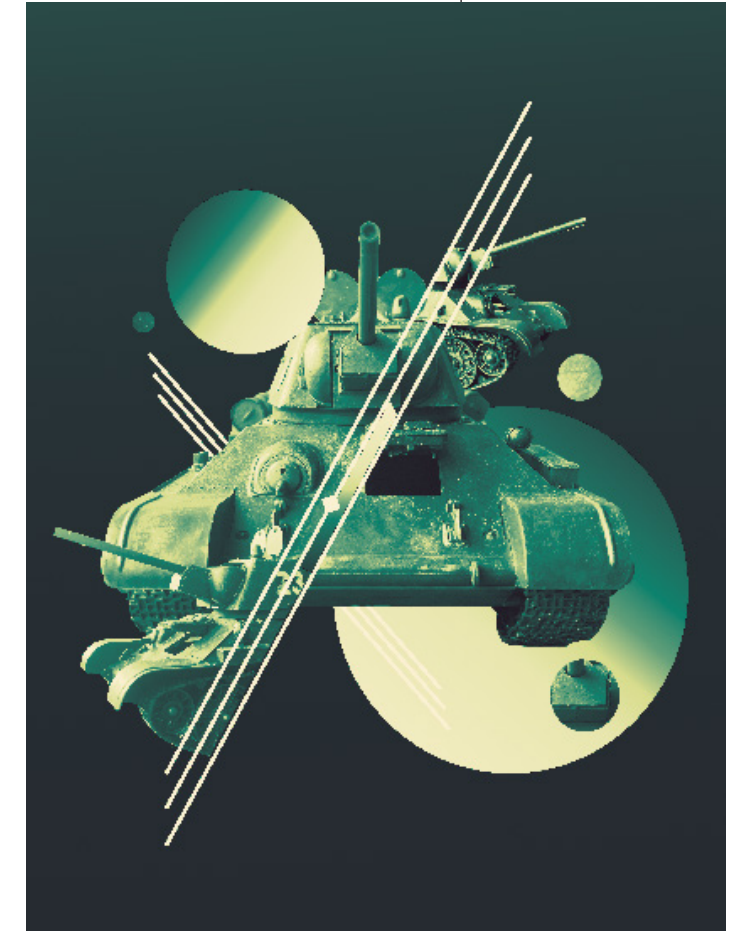
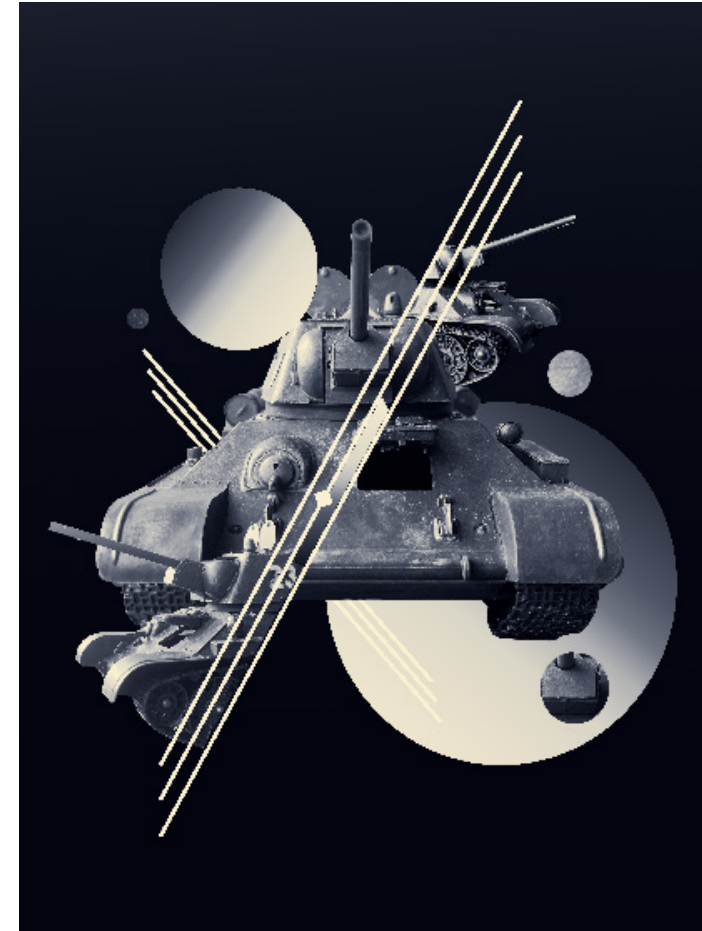
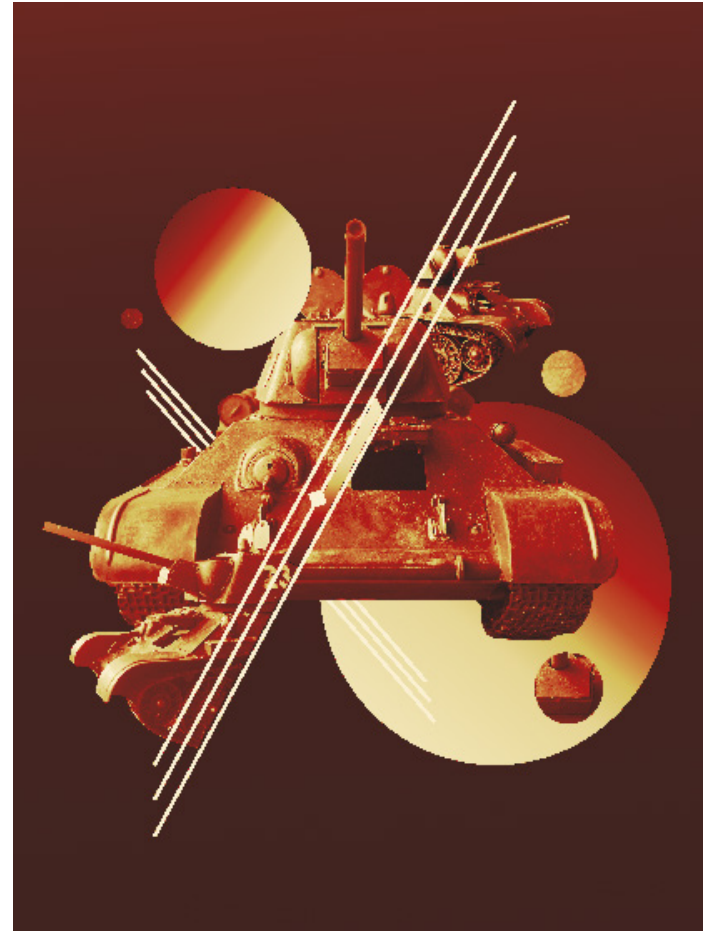
## Process - Colour Iterations



I tried changing the colors through the gradient map tool. Through exploring with multiple gradients throughout this process, I thought the sixth one worked the best. I thought of this as the colors of dark green really matched the original colors of the tank. Overall, all the gradients worked well, however, I think dark colors would work better on tanks, as the dark colors really emphasize the tanks in general. Light colors could be used if I wanted to add some brightness in my piece, as if I only used dark colors, I think the overall piece wouldn't look good as a game cover/poster.



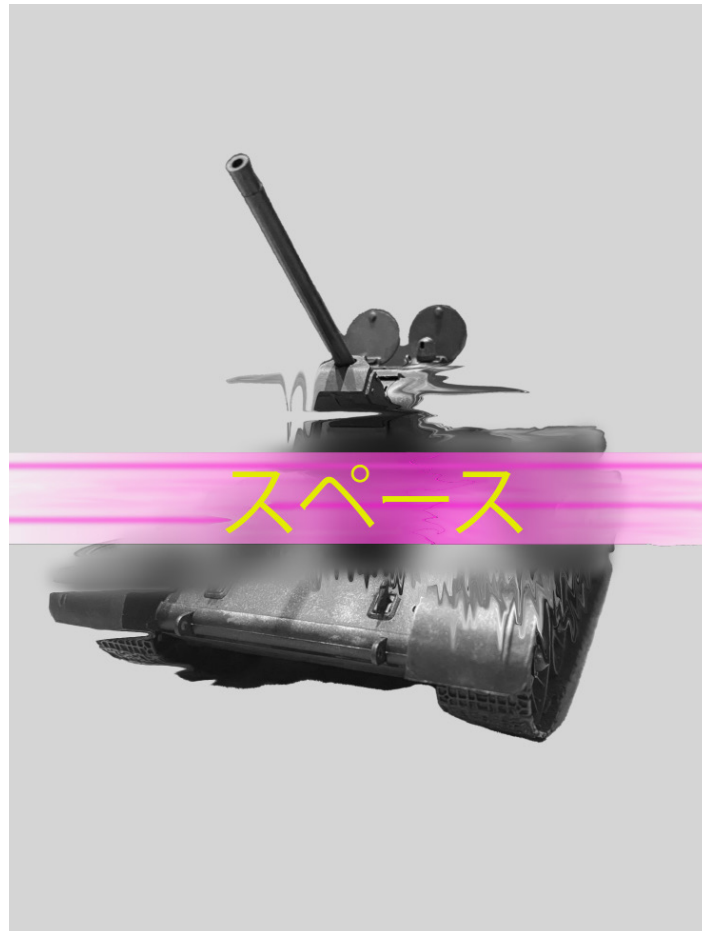
## Process - Colour Iterations



I used the gradient map tool to adjust the colors of the re-creation. For this re-creation, I thought dark gradient maps worked well. For instance, if I used very bright colors like the last one on the bottom right, I wouldn't be able to see the important details of the tank. Therefore, for this re-creation I would rather use darker colors so I could still see the details of the tank.



## Process - Colour Iterations

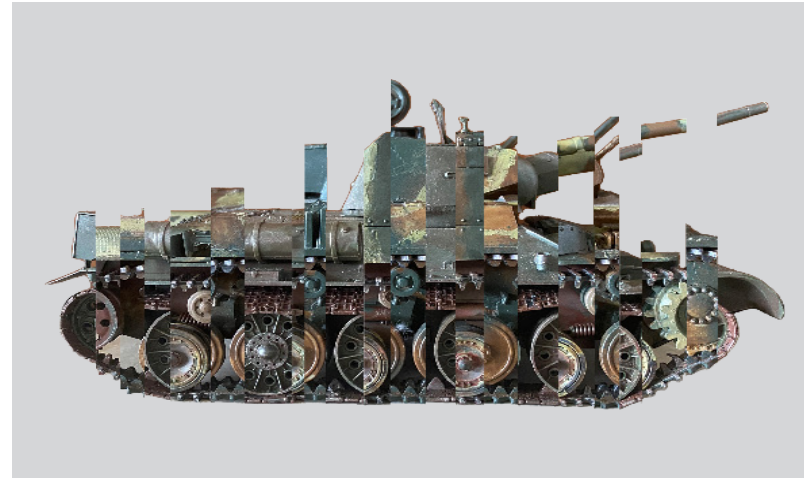


For this re-creation I simply used the gradient map tool. I simply selected gradients and explored with different gradients. In my opinion, I liked the third one with the orange and red color. I liked how the gradient emphasized the shadows and other textures involved. When reflecting on these color iterations, I think the Japanese characters didn't go well with the gradient. By changing the gradient, the colors in the Japanese characters became vague causing it to not stand out as much. Therefore, if I were to do gradients on my final piece, I would have to be careful with the typography's involved in my art.

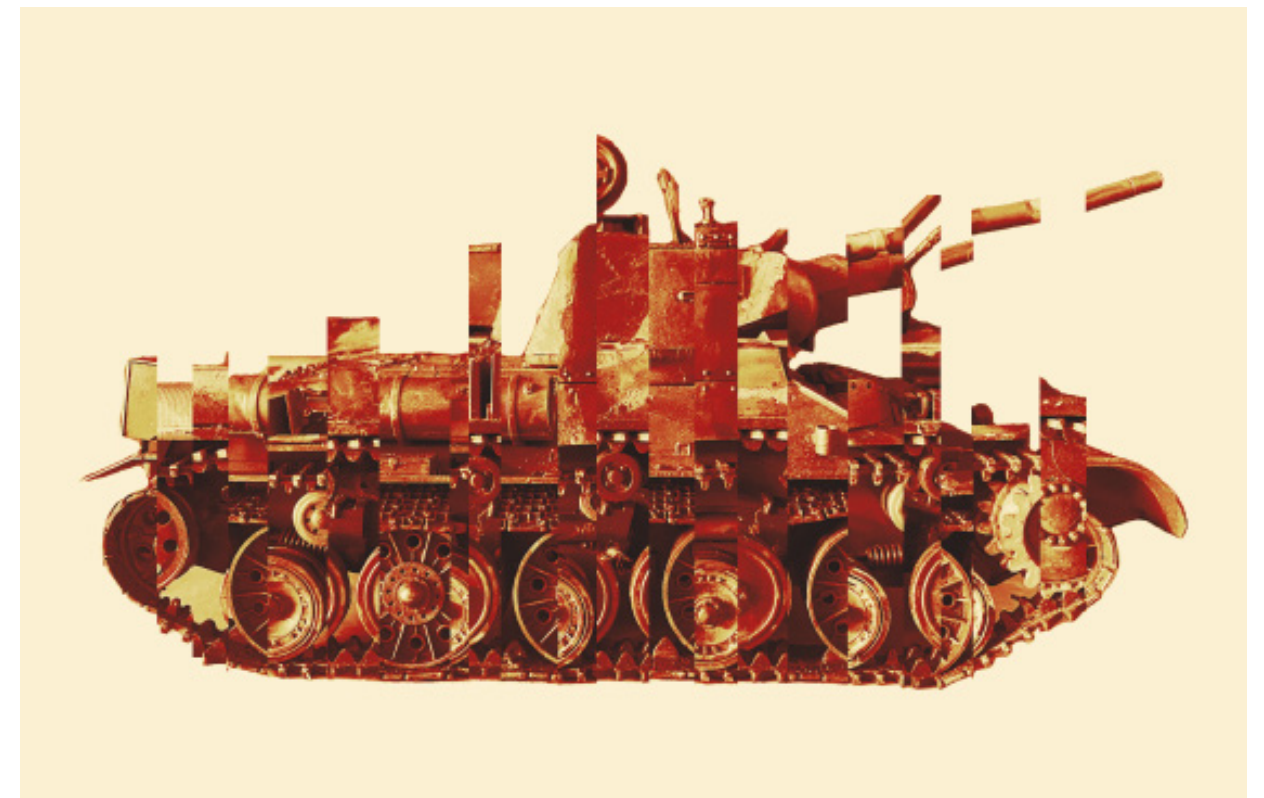




*This is the original piece made by Natalia Ivanova. I decide to re-create the artworks which had photos divided into vertical strips and horizontal strips.*



The process of re-creating the pieces were relatively simple. I decided to use three tanks in order to create the vertical and horizontal strips. I took photos of each tank and cut them up into strips using the marquee tool. I copy pasted the strips one by one consisting with different tanks. The horizontal strips were easier to make, as the length of the tank when cutted horizontal was short. Overall, i think I did well in re-creating Natalia Ivanova's artwork.



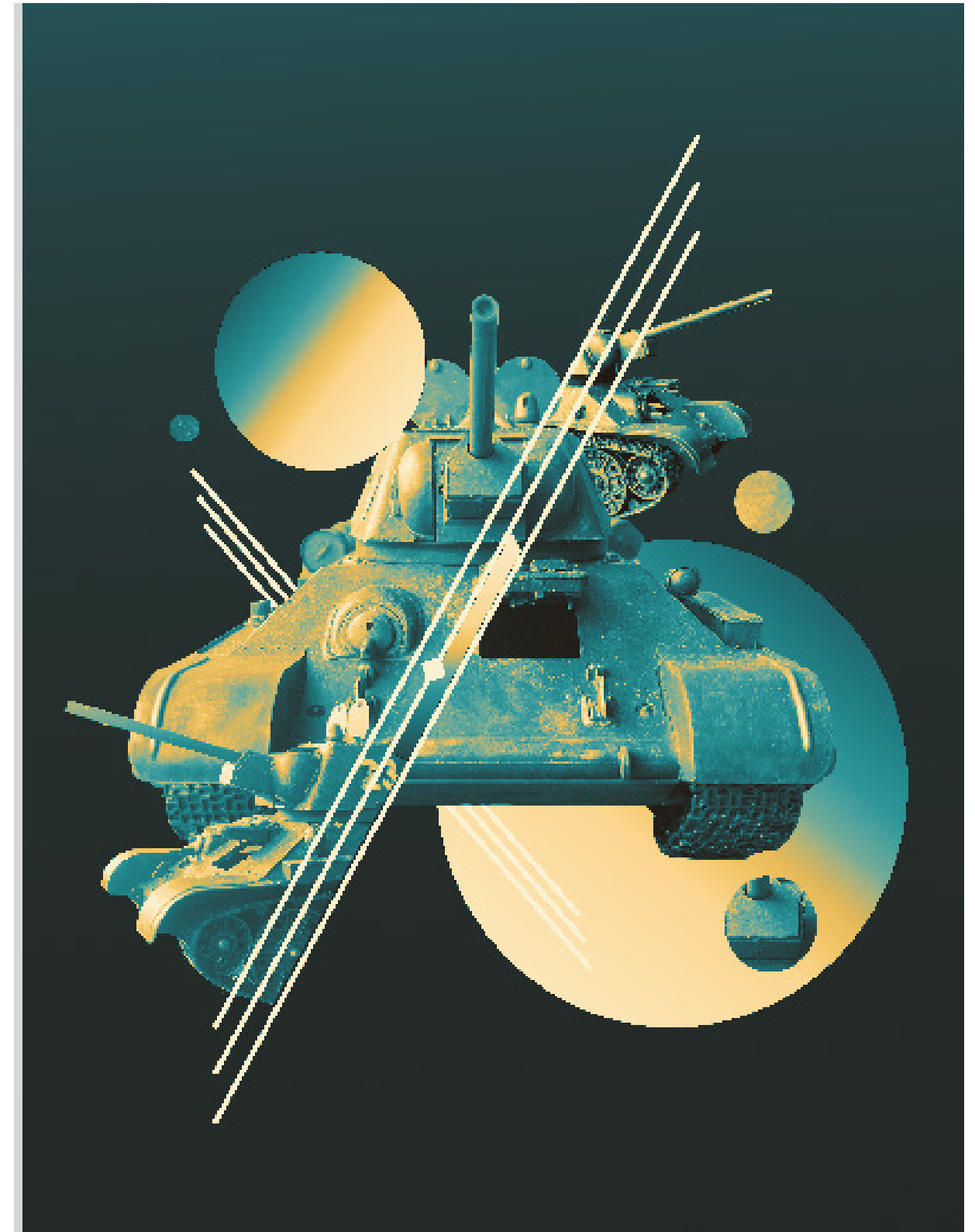




*This is the original design made by Severino Canepa. I chose this artwork, as this artworks contained elements I needed for my game cover design. Moreover, Severino Canepa used simple but effective techniques and skills to illustrate this.*



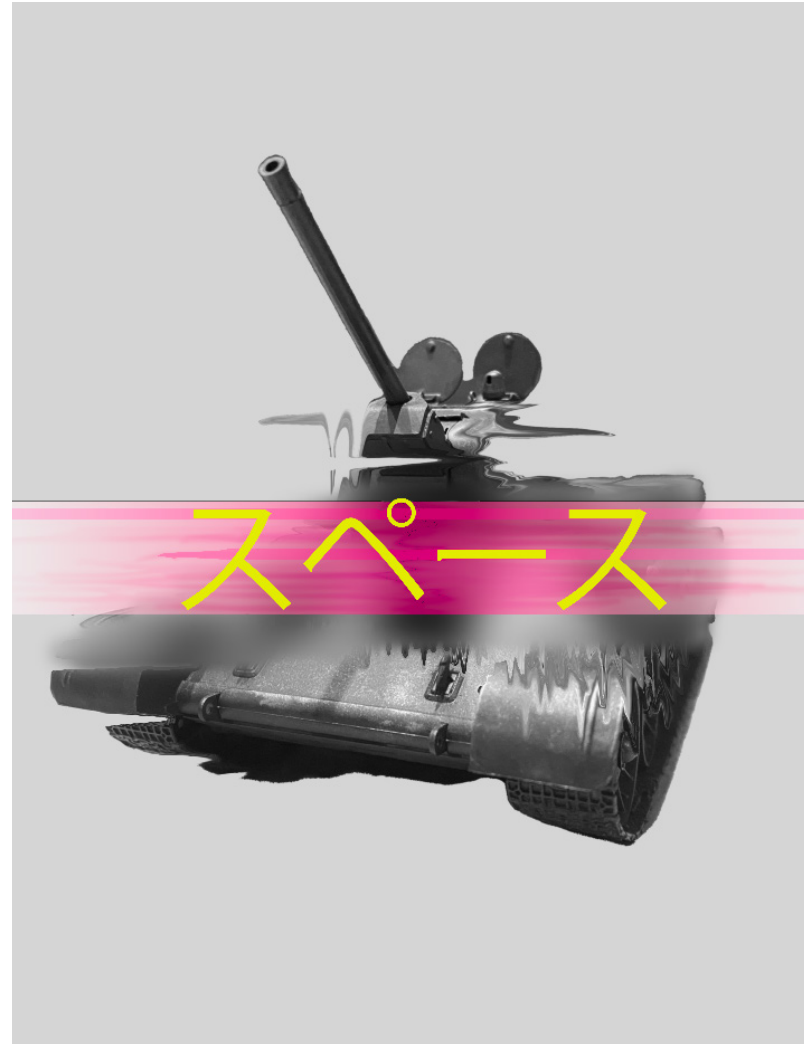
Thankfully, Severino Canepa provided a tutorial for his design's which relatively made it simple for me to re-create. When re-creating the design I was surprised on how simple shapes such as circles and lines could be utilized in such ways to emphasize the object in the center. Overall, the re-creation was a success and I was happy with how close I was able to re-create the design with different images.







*This is the original design made by Dorian Legret. I chose to re-create this artwork as it contained multiple aspects of fragments.*



For Dorian Legret's work I didn't have a tutorial to guide me through. Therefore, I had to make some guesses while going through the process of re-creating. Firstly, I tried the liquify tool in photoshop. Luckily, the liquify tool was able to create the same effect Dorian Legret designed. Secondly, I found it hard to re-create the pink rectangle layer. I tried using lines and gradients to create the same design, and it thankfully worked out. Overall, I found this piece challenging, as I struggled in figuring out what tools Dorian legret used.



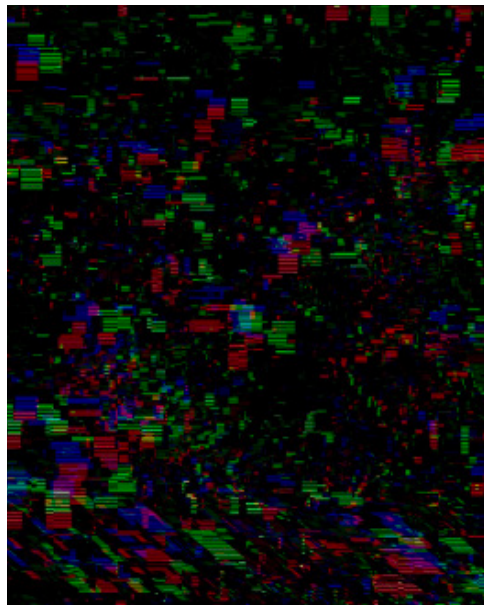


# fragments THUMBNAILS

The image displays 15 hand-drawn thumbnail sketches for the word "CONTENTION", each with various fragmentation and composition ideas:

- Thumbnail 1:** "CONTENTION" with a soldier's head. Annotations: "Title (Possibly Fragmented)", "Background Fragmented vertically", "Soldiers", "Soldier 1".
- Thumbnail 2:** "CONTENTION" with a tank and plane. Annotations: "Background Fragmented", "Title", "Tank and plane", "Soldiers".
- Thumbnail 3:** "CONTENTION" with a tank and plane. Annotations: "Fragmented", "Plane", "No soldier", "Title", "Tank".
- Thumbnail 4:** "CONTENTION" with a tank and plane. Annotations: "Tank, plane Fragmented", "Title fragmented", "Title", "Soldiers remain as image", "Tank", "One close-up soldier".
- Thumbnail 5:** "CONTENTION" with a tank and plane. Annotations: "Title", "Title and plane Fragmented", "Plane in the center of cover", "Tanks facing the front", "Fragments can be used on background.", "Possibly add a background", "Tank fragmented into boxes/squares", "Title could also be fragmented if needed".
- Thumbnail 6:** "CONTENTION" with a tank and plane. Annotations: "Title", "Title shattering (fragmented)", "3 tank Facing the title", "Possibly add some soldiers", "Just the tank", "Tank fragmented".
- Thumbnail 7:** "CONTENTION" with a tank and plane. Annotations: "Background Fragmented", "Background with Tanks, soldiers and planes", "Title broken up to 5 parts (possibly fragmented)", "One main soldier stretched on the left corner".
- Thumbnail 8:** "CONTENTION" with a tank and plane. Annotations: "To fill in the space there could be one soldier stretched in the center", "The tank fragmented. Fragmented pieces consisting of images such as soldiers, other tanks, fire, etc".
- Thumbnail 9:** "CONTENTION" with a tank and plane. Annotations: "Background could also be fragmented", "The title shattered (fragmented)", "3 tanks facing the front", "Background could have the soldiers and planes".
- Thumbnail 10:** "CONTENTION" with a tank and plane. Annotations: "Can include the sky in background", "2,3 tanks facing the left", "Soldiers either being on the tank or in the background", "Not really fragmenting the images as it may make it too messy", "Title has to be fragmented in some way".
- Thumbnail 11:** "CONTENTION" with a tank and plane. Annotations: "Will have to fragment the title in some way", "Divided into two, illustrating two sides", "One will have a light background while the other one has a darker one", "Two different tanks", "Title could also be fragmented", "Two tanks fragmented to create the tank", "Background can have different soldiers", "Also can have other tanks or planes".
- Thumbnail 12:** "CONTENTION" with a tank and plane. Annotations: "The title remaining the same", "The title fragments like the tank", "Some big pieces can have images in them", "The other side is going to be fragmented into pieces", "One side is going to be the original image".
- Thumbnail 13:** "CONTENTION" with a tank and plane. Annotations: "Title can be fragmented", "Glass shatter effect on the tank. In each shattered piece will have different tanks".

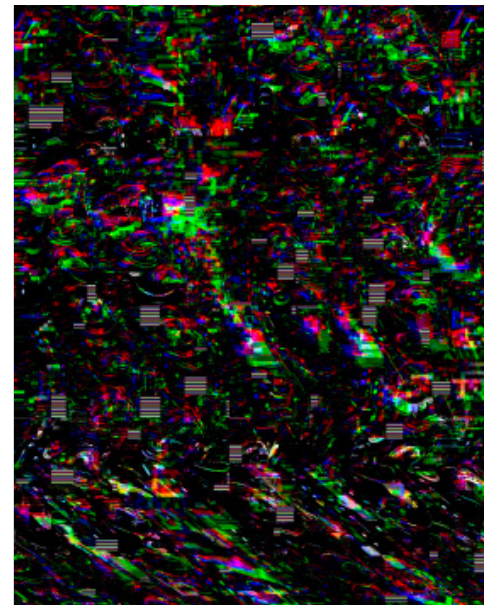




This is my first attempt in creating my own final design. I first started off with glitching my background in order to add some fragments into my design



I then used the Japanese characters to cover my background. The font used was from one of my re-creations I did before. I also glitched the characters.



I added a layer of my first re-creation, which I thought would add some more elements of fragments to my design, however, it ended up erasing the existence of my Japanese characters.



After finishing my background, I added my main tank. I used the technique from my second re-creation. I changed the color of the tank, as I thought the original color didn't fit well with the overall design.



I added the other two tanks. Here again, I used the technique from the second re-creation. I changed the colors and glitched the tanks.



As I thought the background looked a bit sad with the empty space, I decided to add the toy soldiers I had in my house. I changed the colors and fragmented them a bit.



Lastly, I added the title. I fragmented and added an interesting effect to the title by playing with the glitch tool in Procreate.

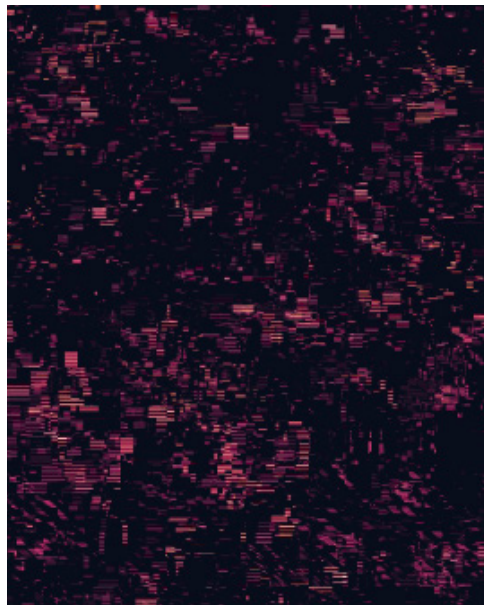


Overall, I think I did pretty well for my first final design. However, reflecting on my work, I think my background is a bit too messy and because of that the tank, soldiers, and the title isn't standing out.

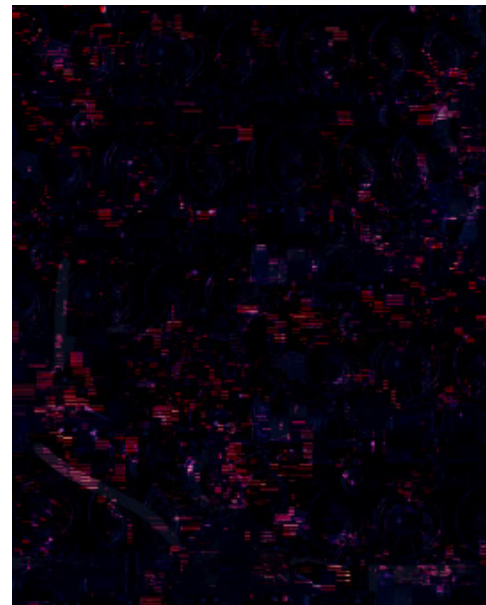
#### Teacher Feedback

- 1) Try to simplify what you have, take some things out, put some back in - you don't need that many elements. Record each version, then select the best one to take forward. This should be a matter of turning layers on and off or scaling some elements up or making them smaller using Command T (Transform) in Photoshop
- 2) Your typography - an interesting effect but is lost amidst the chaos. Try arranging your text in different positions, making it bolder, bigger/smaller - again record all these different arrangements. Choose the one you like the best.
- 3) Put the PS5/Nintendo Game cover template on it to see where you need to adapt your imagery and text.
- 4) You have some very good elements - the face in the top left hand corner could become a central part of your design with the tanks underneath or to the side of the face.

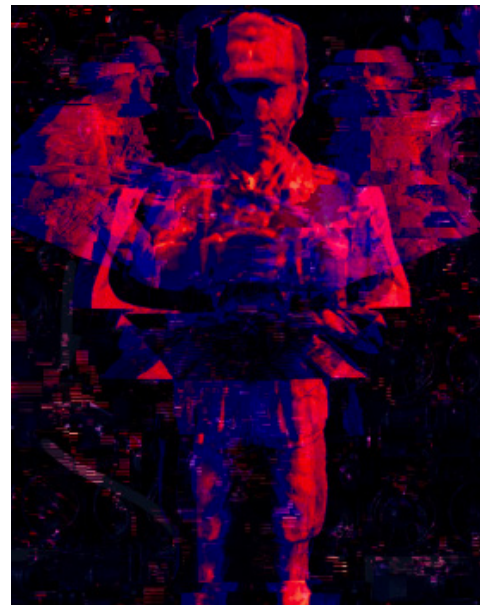




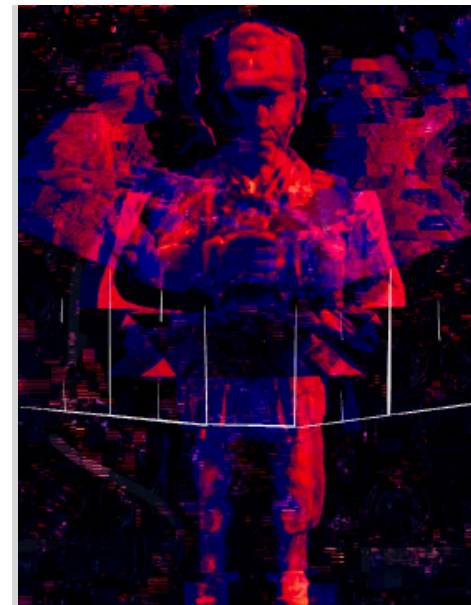
Similar to my first final design, I started off with creating a glitched background. This time I changed the colors, as I thought it would reduce the amount of mess in the background.



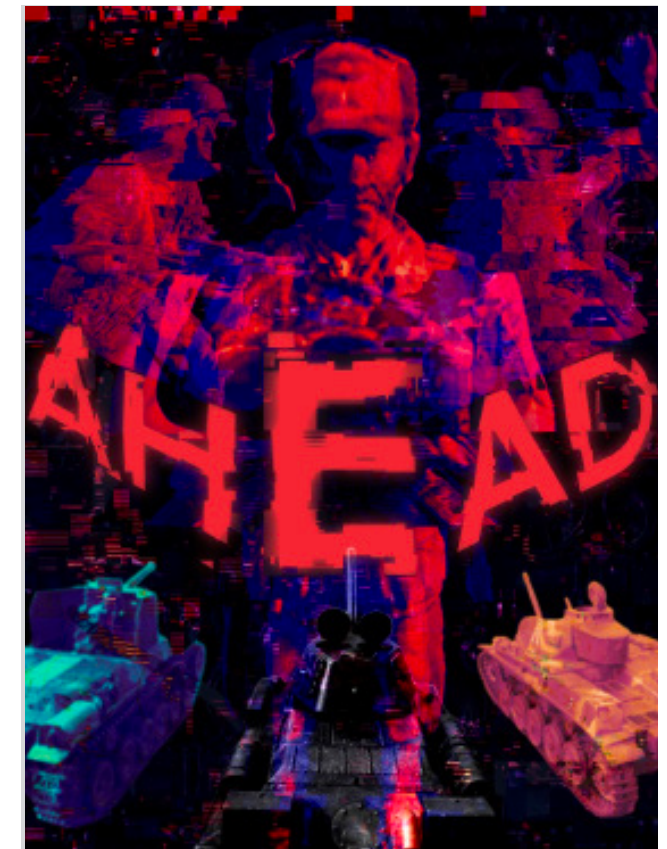
I added images off my first re-creation, which gave my design more elements of fragments. However, it turned my background darker.



I added the soldiers like last time. However, this time making the soldiers the main element of my design. I glitched and gave it a gradient. Moreover, changing the image to have hard light, to allow people to still see the background.



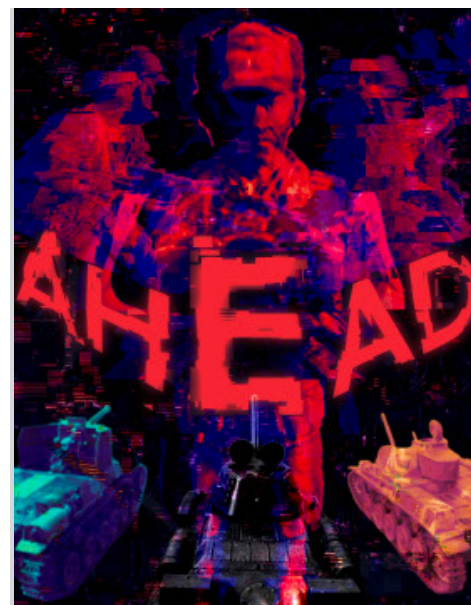
Reflecting on my first final design, I wanted my title to stand out. Therefore, I tried the technique I learned last year when I made the face portrait with words. However, after trying the technique it didn't really work out well.



I made the title using normal text on procreate. I allowed it to have glitch effects and changed the color to red. In addition, I also made it have a glow effect, which made my title stand out.



Lastly, I added my tanks. However, unlike last time, I thought the tanks facing the front didn't really work out. I thought of this as the soldiers were already lined up in the same orientation, therefore, I thought a same orientation would make the design boring.



So I decided to make the tanks face the soldiers, which I thought was cool, as it was like the tanks were going against the soldiers. I changed the colors of the tanks to make them stand out.

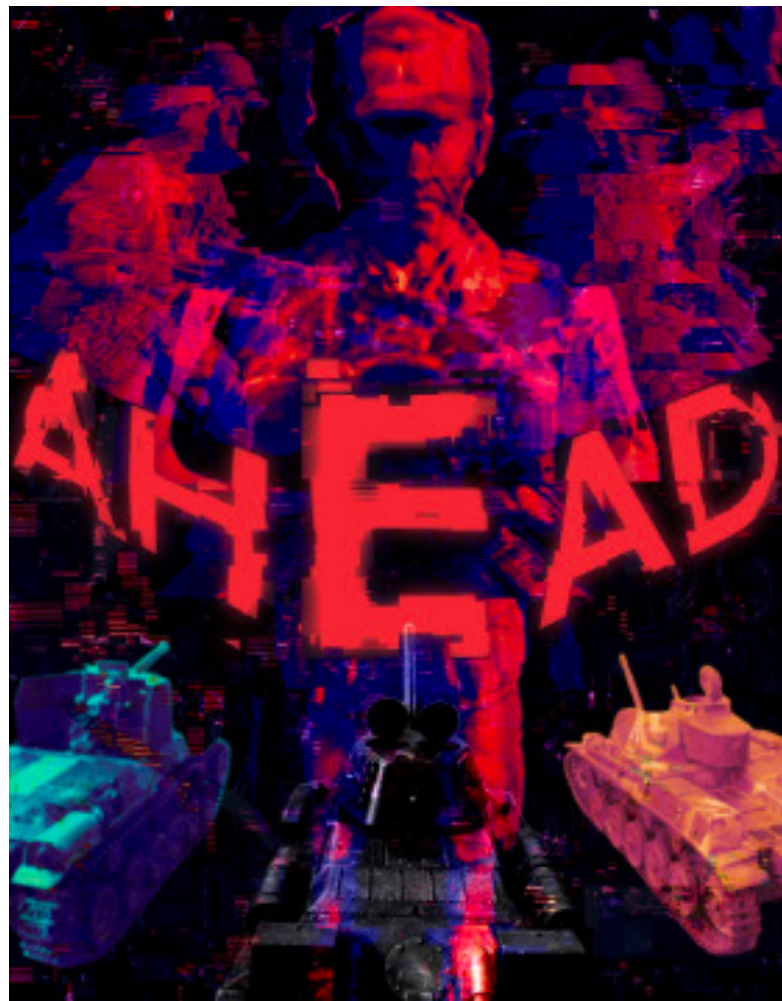
Overall, I thought I've improved my design. Even when I've removed most of my elements I had in my first design, I thought the second design would work better. In this second design I focused on improving aspects I got from the teacher feedback. For instance, the background is no longer messy compared to the first design. Moreover, the title is more out standing.

If I were to improve this second design, I would probably play around with the title a bit more, as the word 'Ahead' probably won't be enough for the game title. Moreover, I would also try to fill up the empty spaces, as there are some empty spaces in the design that are standing out.



# fragments

FINAL  
ROUGH  
DESIGN



I changed the title as I thought the original title didn't fulfill the purpose of the cover. Therefore, I chose to change the title to 'WAR', which makes more sense for an game cover. I also chose to include the word 'AHEAD'. Moreover, I included the soldiers to fill the empty space.





## Images I Could Use In The Final Exam

For background (Images are taken by me)



### Review & Refine

In review, I am pretty happy with what I've got so far. If I were to improve this for my upcoming mock exam, I would include a bit more elements in my design. For instance, for my title I could make the letter 'A' more fragmented, as looking at my design right now, it seems as if there are too less elements of fragmentation. Moreover, for the letter 'A' I could use the glass shattering effect we experimented at the start of the year. Next, I think the background also lacks in some elements of fragmentation. The background I have right now is just black with some glitch affects. In the final exam I could use actual images for the background to add more detail and fragmentation elements to my design. For instance, I could use images of mountains for the background.



fragments

FINAL  
DESIGN



WARHEAD









## Other Work • Padlet Link

**A link to my padlet**

<https://arteast.padlet.org/LAMCGRATH/maru-makino-7u962jgkav3ojctk>