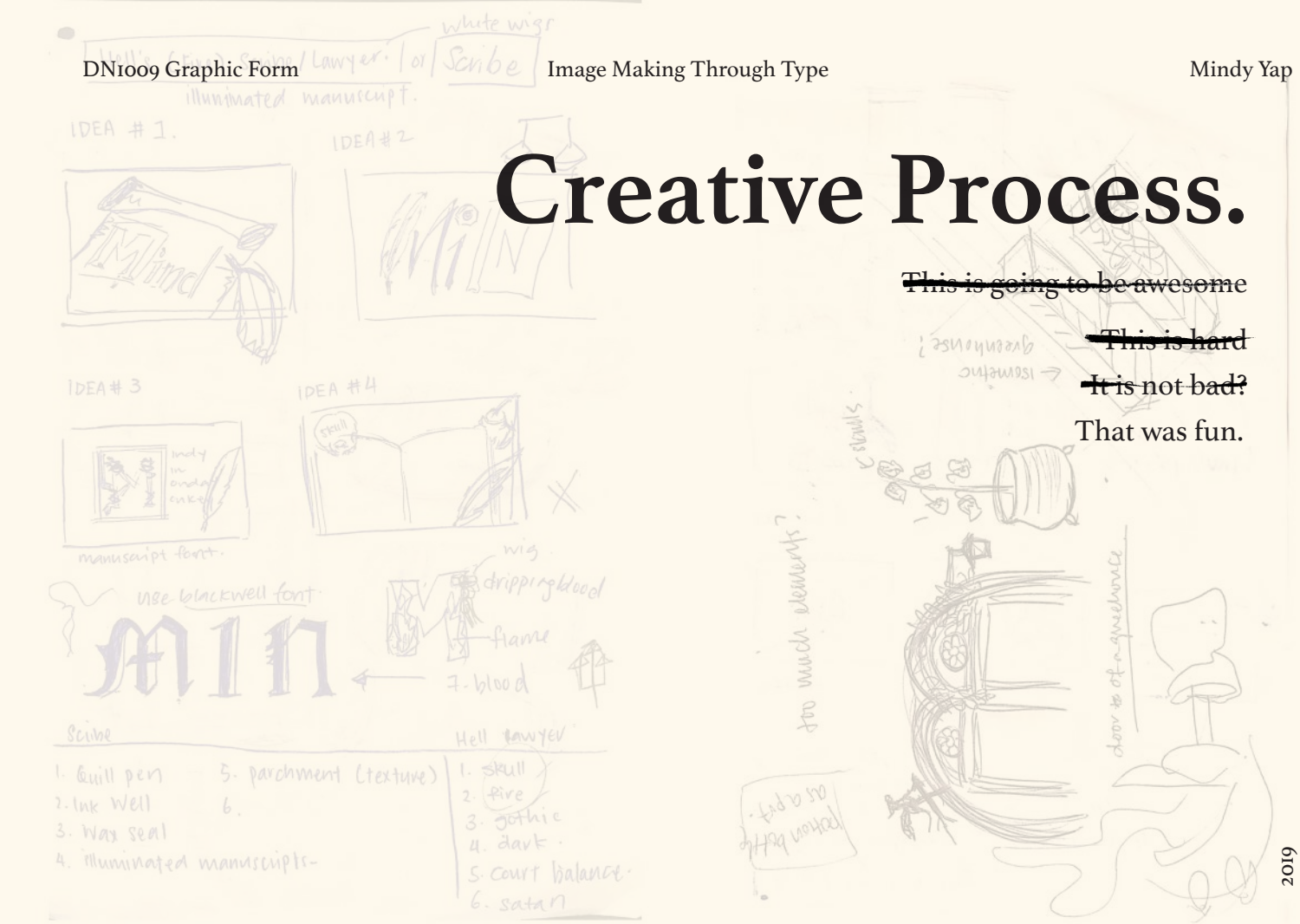
Creative Process.

~~This is going to be awesome~~

~~This is hard~~

~~It is not bad?~~

That was fun.



2019

Scanned with CamScanner

Research.

Can be found in the link below

Colours.

I used found colours that are from photographs, which gives a more realistic and naturalistic feel.

Goals.

Challenge myself and push my creative boundaries instead of letting my pragmatic side take over.

Objectives.

Create typographic portraits by using your name to describe your future job.

Job 01

Wooden Barrel
Clouds
Rain
Tap

Sky + Beer Crafter

Rain Crafter.

Ideation

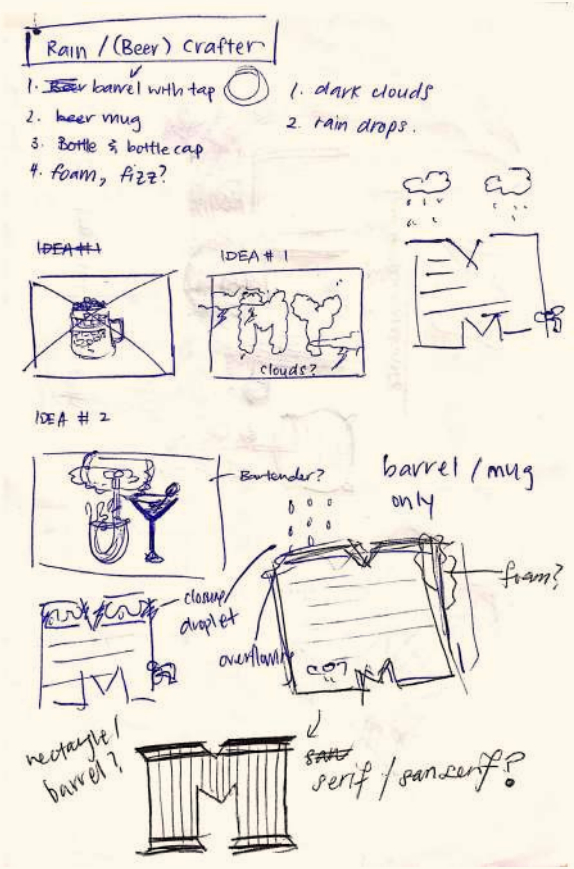
I started with this project by combining different elements such as water, sky, fire and earth to everyday mundane jobs. As a result, whimisical jobs are created.

My initial ideas on Rain Crafter. was using elements from the two key symbols and traits of the sky and a beer crafter.

These elements were:

- Wooden Barrel
- Clouds
- Rain
- Tap

Thus, I embark on the journey of creating a font that is a barrel which harvest the rain from the sky and form drinks.

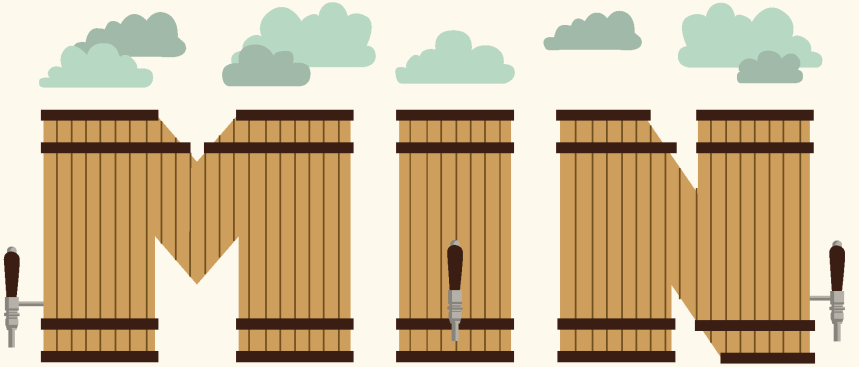


Explorations

I have used a sans serif font Gill Sans Ultrabold by Eric Gill.
The wooden grid like lines of a beer barrel are drawn onto the typeface surface, with clouds floating at the top and a tap on each alphabet.

Feedback:

- lack depth
- elements such as the tap should be kept within the typeface
- where is the water?
- lack of background
- texture not apparent



Action Plan

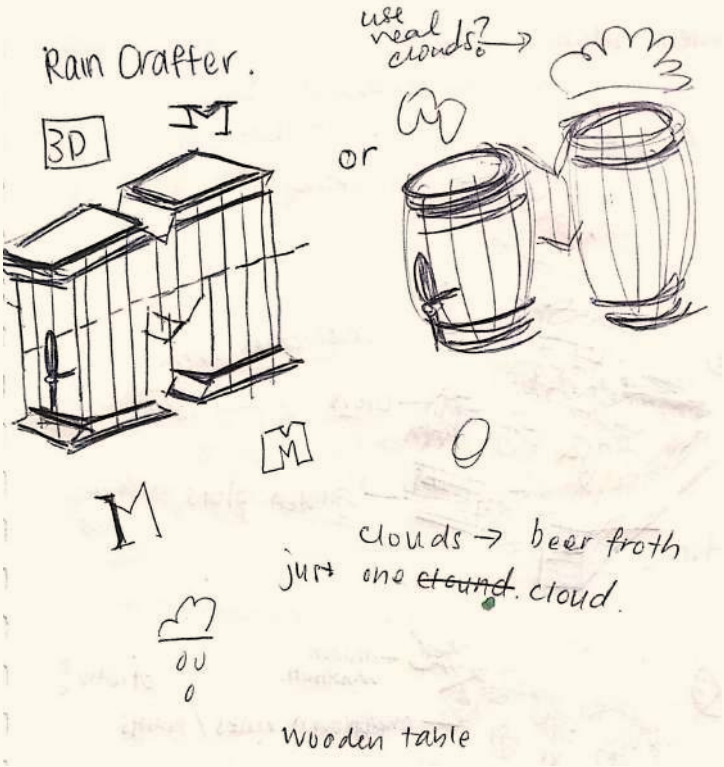
Depth can be increased by making it isometric in Illustrator where I followed a tutorial titled: 3D Isometric Text Effect In Adobe Illustrator by Nobu Design on youtube.

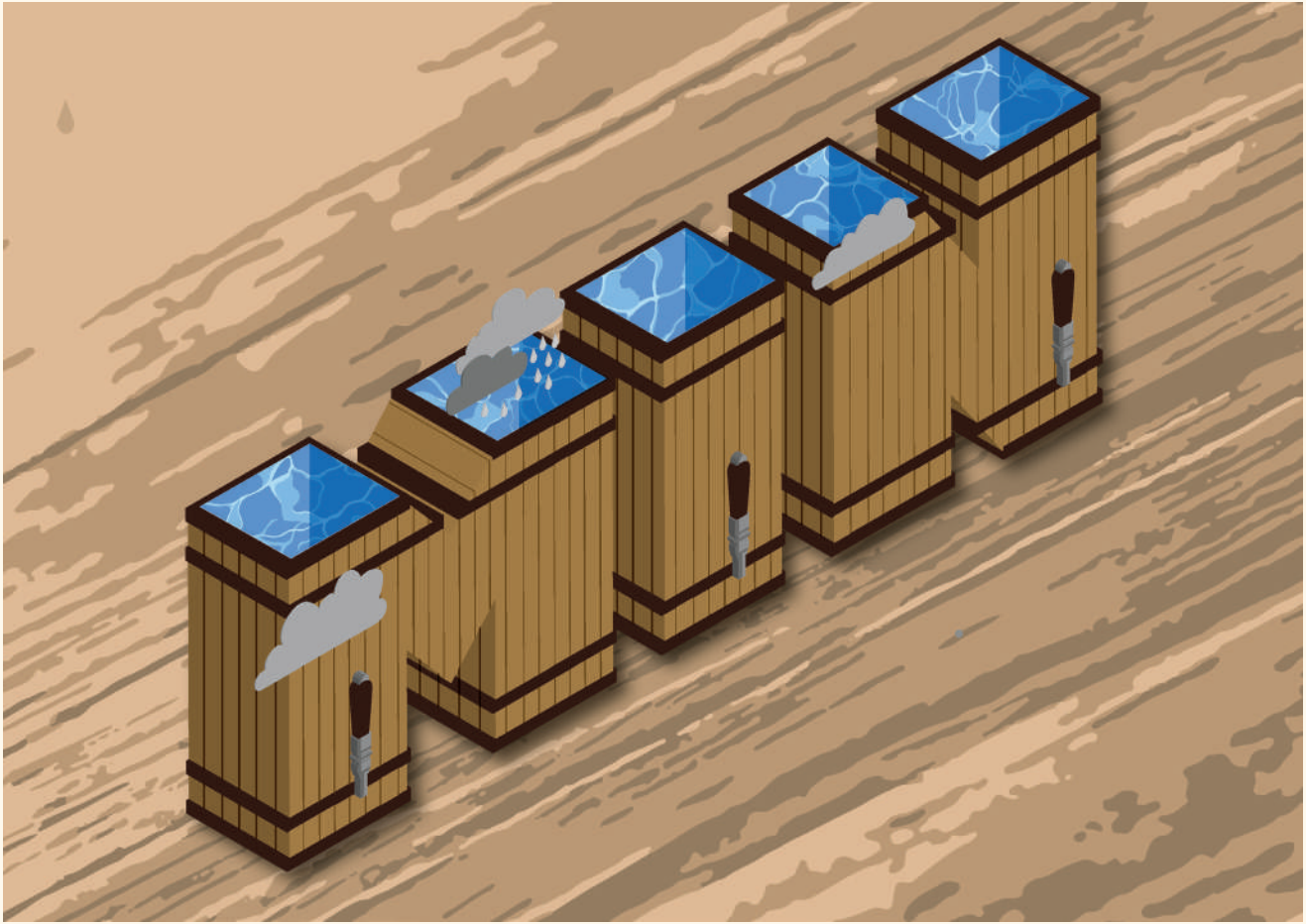
Online tutorials are your best friends :)

Moving the tap within the typeface to ensure unity anvvd similarity throughout.

The element of the water would be seen at the top of the barrel where the rain would fall into indicated by the clouds and rain droplets.

To further emphasize the texture of the typeface, a wooden background is added.





Job 02

Blackletter
Court
Fire
Wig

Fire + Scribe/Lawyer

Hell Lawyer.

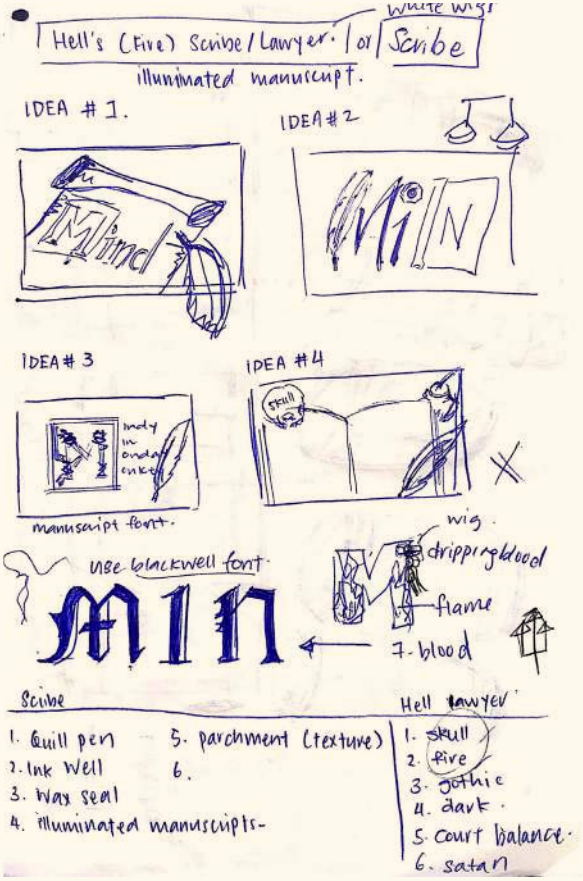
Ideation

Hell Lawyer. was the job that was most intriguing to me. The previous job was an medieval scriber during the Romanesque or Gothic Period.

The main elements are:

- Blackletter Font
- Court
- Fire
- Wig

With a vision of using the above elements fully in the typeface was daunting. I was afraid that it would be a mainstream idea and not special.



Explorations

I have used a blackletter font Broken Planewing by Mr.fisk which gives of a Gothic medieval look with extra arms and tails. With my own addition of flames to the original type.

I had also incorporated the lawyer wig onto the font surface to make it seem like the alphabets are wearing them.

The element of fire is shown by the burnt effect of the wood onto the background and rendering of flames. These two special effects were from videos titled:

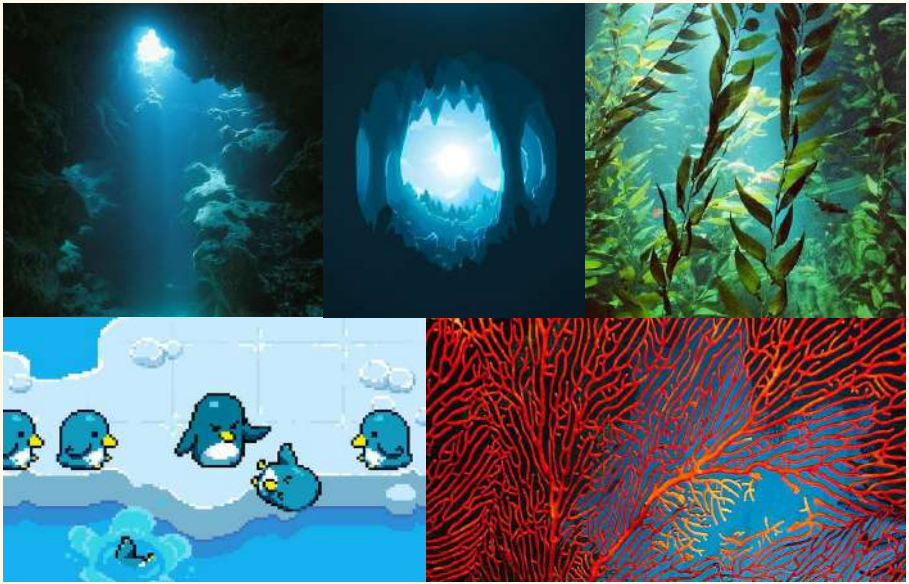
- Wood Brand! How to Burn an Image into Wood by Blue Lightning TV Photoshop

- How to Create Realistic Fire in Adobe Photoshop CC 2014 Tutorial by Matt Borchert

Feedback + Action Plan:

- nice burnt wood texture
- reduce flame size of each letter
- wig kept within the typeface surface

Hindy



Job 03

Seaweed
Cave
8 Bit
Blue

Water + Gamer

Underwater Gamer.

Ideation

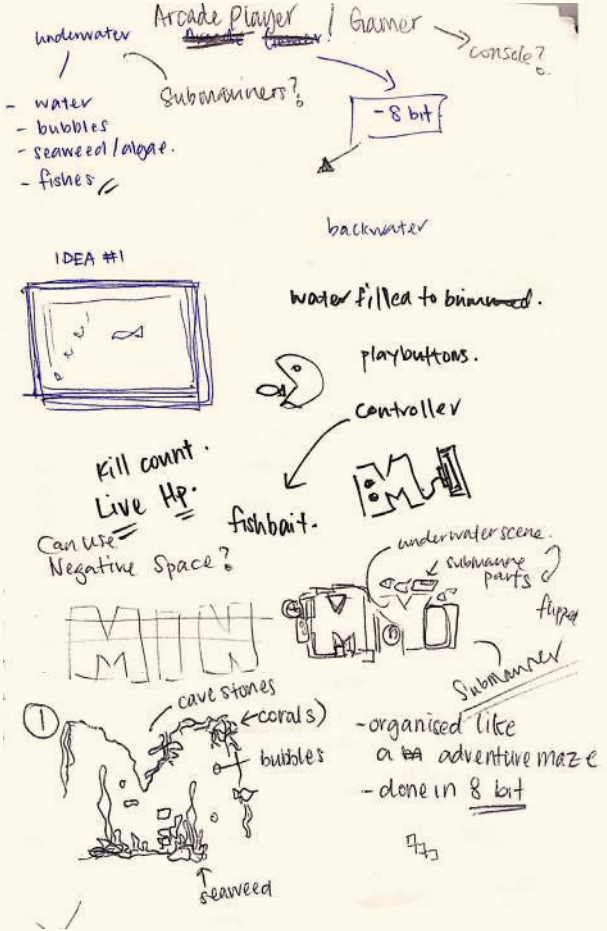
This was supposedly to be an arcade gamer playing in an underwater setting. Inspired by movies such as Shark Tales and Ready Player One.

It was relatively tough to come with a concept for this occupation since it is unheard of.

Getting inpiration from various pictures, analysing and focusing the individual characteristics which are:

- Seaweed
- Cave
- 8 Bit
- Blue

One of the challenges was finding a suitable typeface for this job.



Explorations

I have used once again used a sans serif font Gill Sans Ultrabold by Eric Gill.

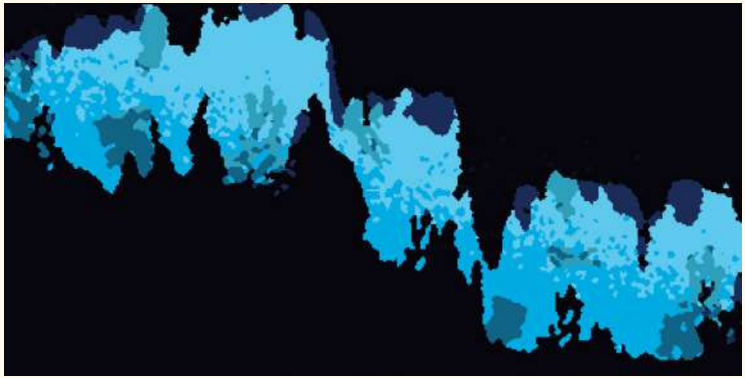
By using the typeface as a baseguide, I drew a cave illustration surrounding the text and added seaweed and corals. (top)

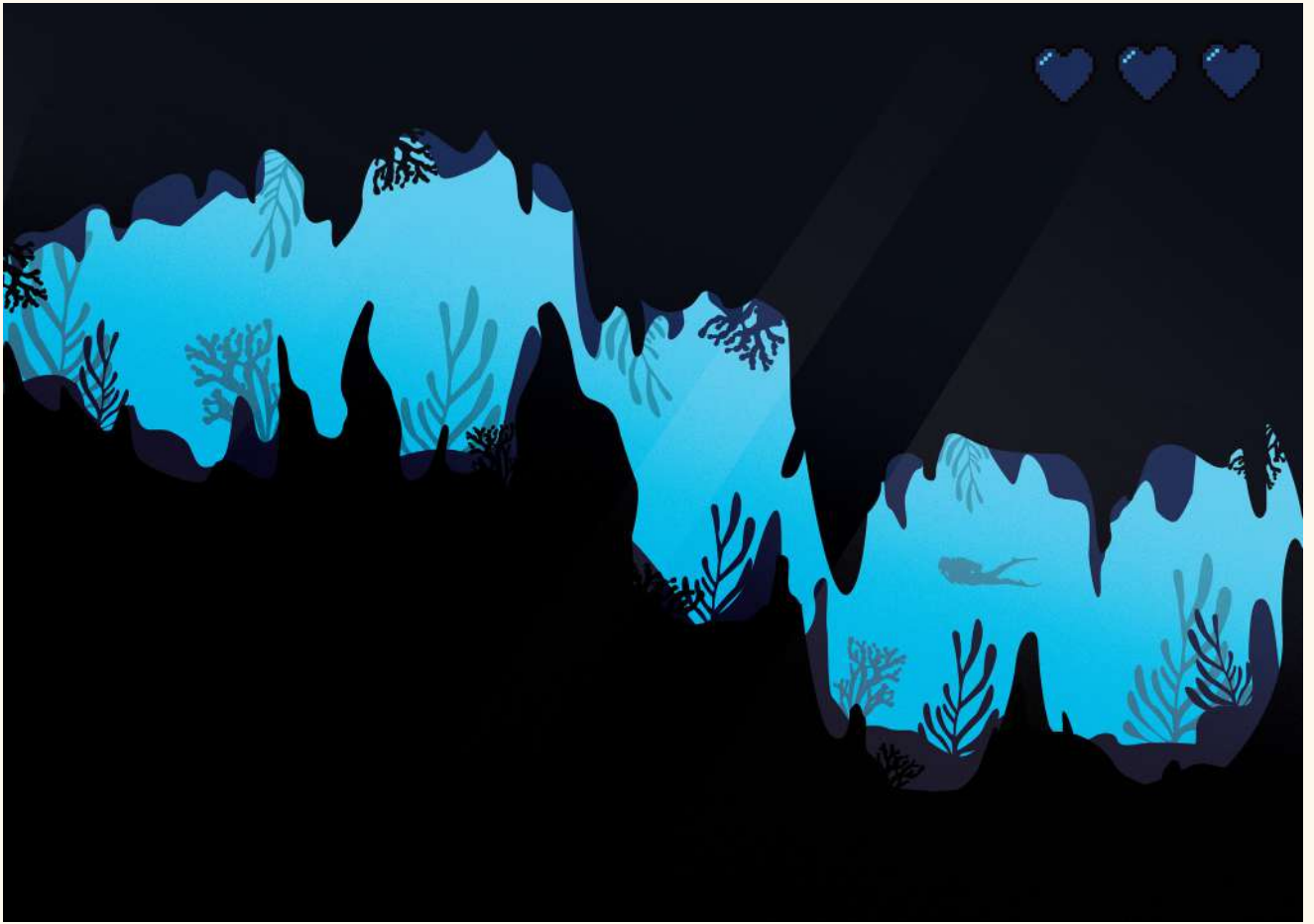
To bring out the concept of gamer, I wanted to create this illustration in an 8 bit style. Since I was not familiar with this, I tried some photo-shop actions and an application converter.

However, the results were not satisfying as it was difficult to read. Especially the 8 bit one, it was heavily pixelated. (bottom) I tried to draw one from scratch by pixels, the software I used kept crashing on me. :(

Feedback + Action Plan:

- Increase kerning
- Simplify the font
- Using other elements to show the gamer aspect





Job 04

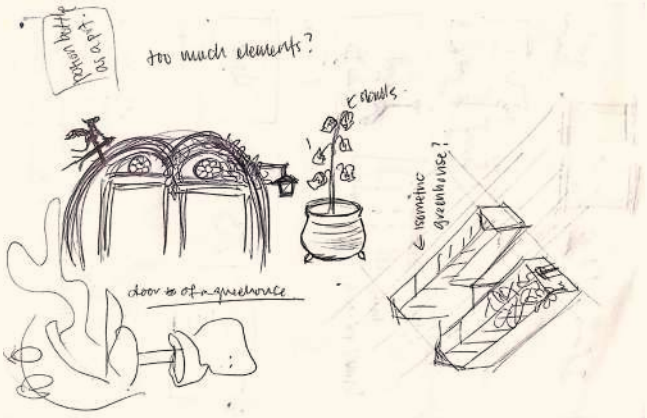
Pixie dust
Leaves
Seeds
Soil

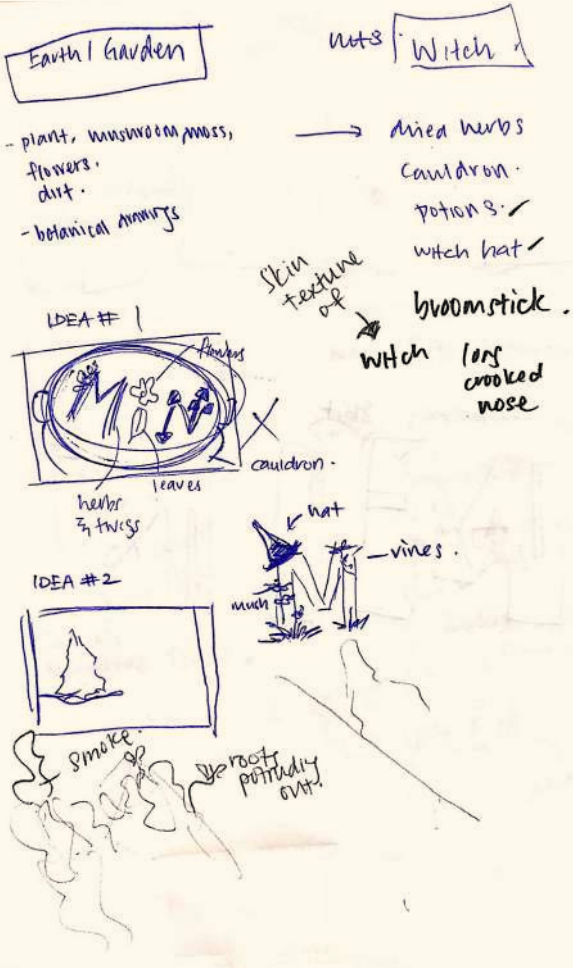
Earth + Magical Creature

Garden Pixie.

Ideation

This was the hardest to execute of them all. I had wanted to have the job Earth/Garden Witch for this. But I kept changing my initial ideas, coming up with many compositions that disruped my flow of thinking.



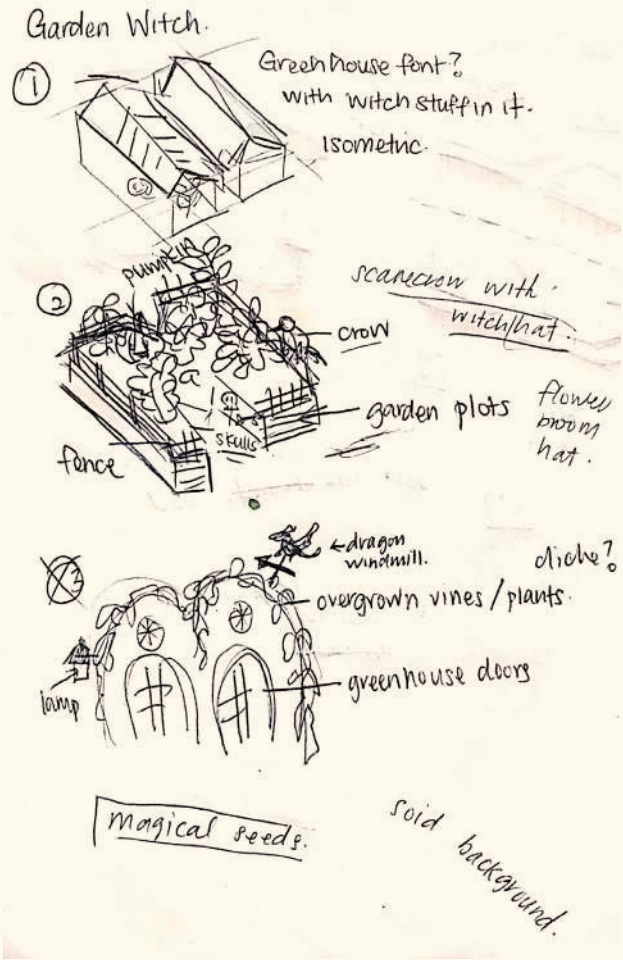


Explorations

I kept churning ideas for a period of time.
In the end, I decided to change it to Garden Pixie.

I used the characteristics of seeds and the Arial Rounded Font embedded together on a patch of soil. With some pixie dust and leaves... Viola!!

The whole process of making this took the least time as compared to the rest.



mindy

Takeaway.

The most difficult process was the inital ideation.
We had to think about the important visual elements that are borrowed and intergrate them to the typeface chosen. The convey the message visually was a creative block that comes easier as we practive this skill.

Using our inherent sense and principles of design, we are able to comunicate our message easily. However, by focusing too much on details would disrupt the flow according to the transmission model of communication.

The lesson learnt is Less is More.

Finding the key essence of what the visual is and simplify them that conveys an idea straighfoward and thoroughly.

My personal experience learnt was combining of different softwares such as Photoshop and Illustrator concurrently which I have not done so previously. The tools used complements each other. Overall, this project was fun.