

Project 1

Creative Process.

Cheah Rui Hong

Ideation First, I thought about the jobs.

- Witch Doctor
- Shoe customizer
- Fishmonger
- Swindler
- Hacker
- Tennis Court
- Cereal Killer (play on words)
- Koi Pond
- Racer
- Surfer
- Moustache Massager
- Dream collector
- Astronaut

Ideation

After thinking about my series of jobs,
I had to eliminate and choose my best
4.

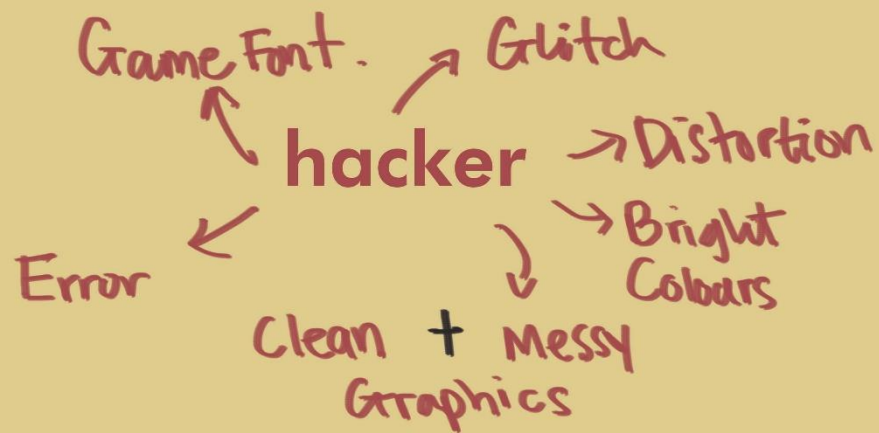
Out of which, I have thought of roughly
4-5 elements.

Ideation

First, I thought about the jobs.

- Witch Doctor
- Swindler
- Cereal Killer (play on words)
- Racer
- Dream collector
- Shoe customizer
- Hacker
- Surfer
- Astronaut
- Fishmonger
- Tennis Court
- Koi Pond
- Moustache
Massager

Ideation



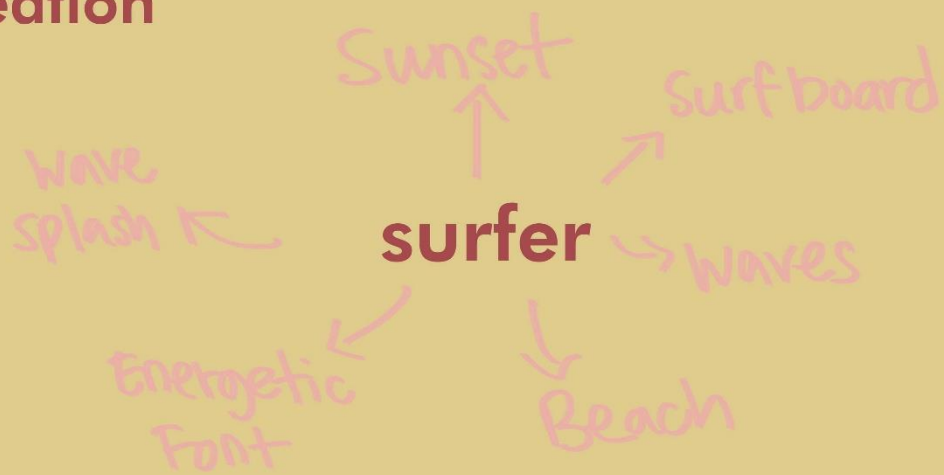
Ideation



Ideation



Ideation



Research

After my consultation with Shirley,
I understood the redundancy of clutter.

Use sufficient amount of elements
to bring across the message.
"Less is more".

Research

I went online to get a general
sensing of how each job was
traditionally portrayed, and
how I can add my own twist to it.

At this point, I was already
thinking about which elements
to remove from my jobs to make it
neater and more straightforward.

Research

hacker



Research

shoe customizer

researching on the different possible canvas materials used to make shoes

masking tape + stencil



masking tape tears



Research

shoe customizer



air brushes, x-sacto knife
are staples in a shoe customizer's
workshop.



Research

witch doctor

I explored the different elements
that were easy to identify for
a witch doctor.

table cloth



voodoo doll



witch hut



Research



witch doctor

the witch doctor theme has a dark and gloomy vibe. it almost certainly has a source of light, which is usually a fire.



woody theme



Research



surfer



iconic surfer indicators

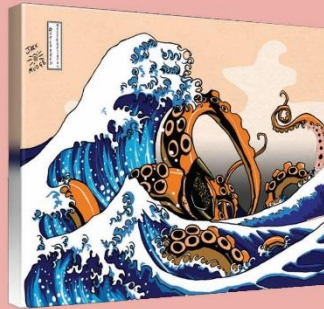


Research



surfer

i decided to add
my own spin on
the kanagawa
wave.



Process

R V I → R V I → R V I

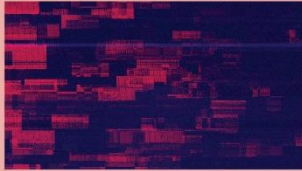
R V I → R V I → R V I

R V I

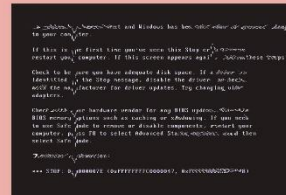
The colours were very flat,
so I changed the screen mode
for each colours respectively.

Process

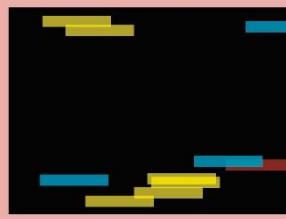
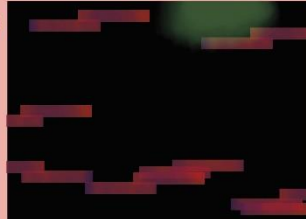
inspiration



background



I tried various backgrounds to make the colours pop and to complement the glitch concept. I played around with the opacity to achieve a depth effect.



Process

hacker

After a few tries at experimenting different backgrounds to match my glitch letterings, I combined several elements together. I liquified the letters at the back to complete the look.



Process

I dealt with the type first.
Using a classic Futura font
to create a 'hip' type, I
thought about the texture
I wanted to clip onto the font.
For the background, I put red
initially to give the 'supreme'
effect.

the sketch was the initial idea.
however, running through the
process I decided to remove
the obvious elements.

shoe costumizer



Process

I masked on a blue canvas
material to give it the classic
shoe look. At this point, it
was still abit odd and
incomprehesive.

using the tape that i researched,
i used it as a guide to paint my
own on the edges of the letters.



shoe costumizer



Process

shoe costumizer

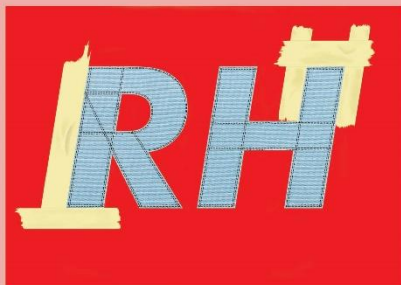
i drew some stitching onto the canvas to make it more 'shoe-like'.



Process

shoe costumizer

Afterwards, I drew diagonal and rounded stitching to finish off the look.



Next, I drew the eyeletts and shoelaces.



Process

shoe costumizer

Final touches



I added in a x-sacto knife and shifted it around to find the best composition.



I also experimeted by adding a bit of blue spray.

Process

shoe costumizer

Final touches



The red background did not work, so I decided to add in a wood table back-ground.



Process

I shifted the letters to add a bit of depth.

witch doctor



I used this voodoo doll as my guide for my fonts.



adding in my elements in a step by step process.

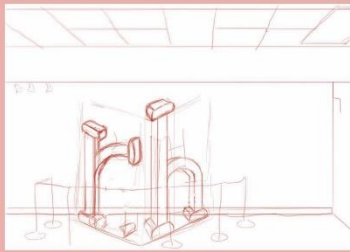
Process

final touches

witch doctor

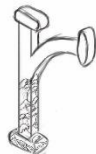


Process



for the surfer type,
there was a lot of
trial and error and
I had to change many
things on the go.

surfer



Process

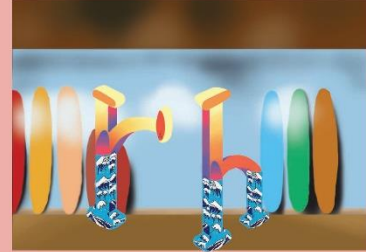
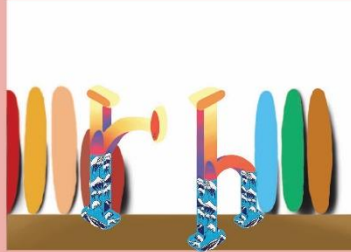


I added the same elements
to the h as well.

Process

surfer

background experimenting

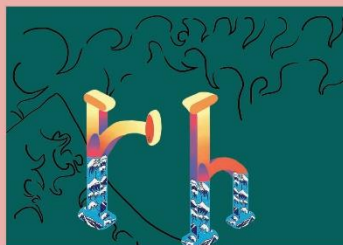
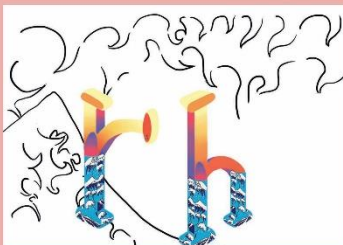


I wasn't impressed by this drawn background. The colours were flat and did not match my type.

Process

surfer

final touches



this was the one I settled with in the end. I used green as the base to indicate deep waters and fierce waves.