

PROCESS BOOK

FOAAD DESIGN

TIMOTHY ARQUITT

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CONCEPT

The initial concept for this project was to create a series of three ads to promote the Jonesboro Foundation of Arts. The ads had to be aesthetically pleasing as well as functional.

I aimed for a modernist aesthetic that is minimalist in nature yet conveys a powerful message. I focused on advertising to families and trying to speak to people of all ages. I also wanted to use examples of artwork from people of all walks of life. I then brain stormed different headlines until I found those I felt worked best.

When designing a color pallet for the ads I knew I wanted it to be cool colors that convey a relaxed atmosphere and matched with the brand's existing style. I also wanted a sans-serif typeface that was simple yet effective. I felt that the use of all lower case text would make it appear cohesive throughout as well as adhering to the standards of the brand as a whole.

MOOD BOARD

I always start each of my projects off with a mood board (pictured on the right) so that I can get an idea of the direction I would like to go.

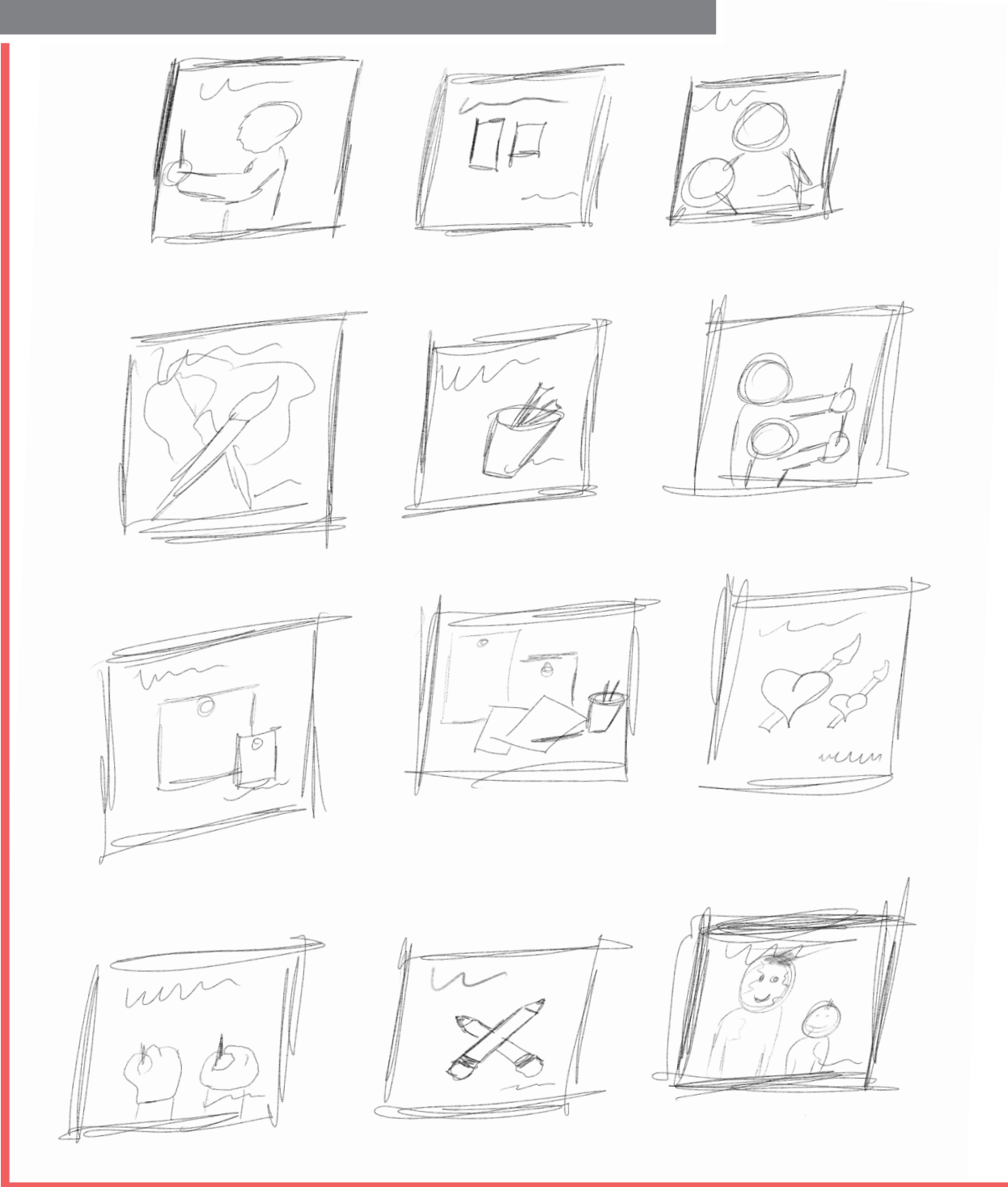
Mood boards provide great inspiration, as well as a reference point to come back and use to guarantee that the project keeps with the chosen style.

“It’s through mistakes that you actually can grow. You have to get bad in order to get good.”

Paula Scher

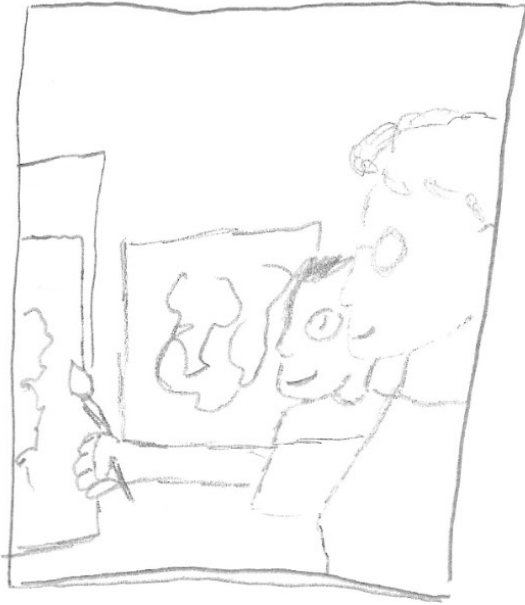
INITIAL SKETCHES

After creating my mood board and gathering all of my ideas I moved on to the sketching phase of my creative process. I started with rough sketches that got down my initial idea. I then moved into creating somewhat refined sketches that would add more detail. Lastly, I refined these sketches even more and they went on to become what I would use for the bases of the digital versions of the ads.



REFINED SKETCHES

v1



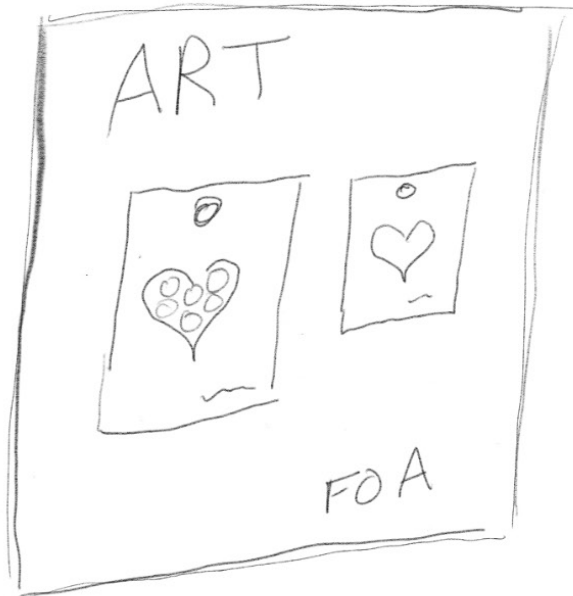
v2



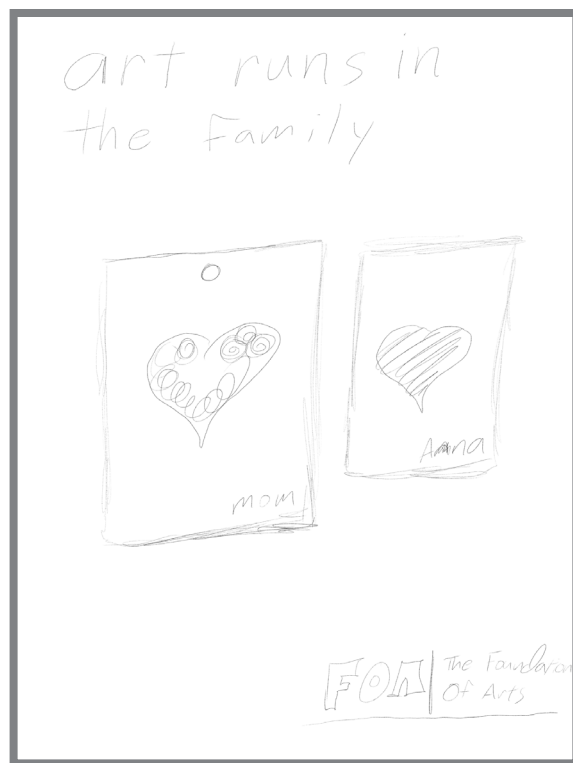
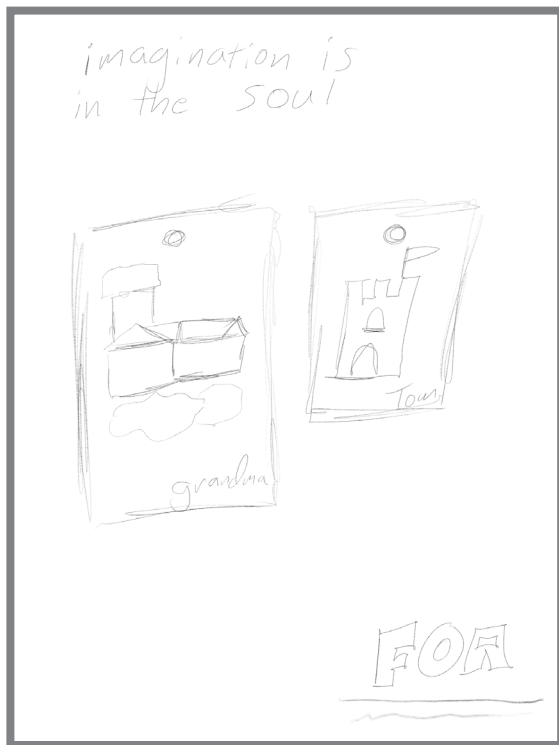
v3



v2



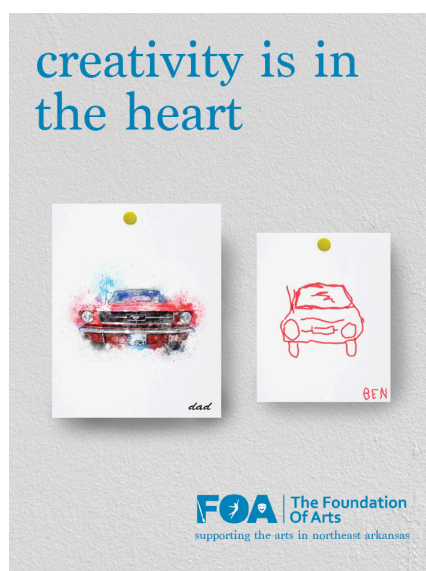
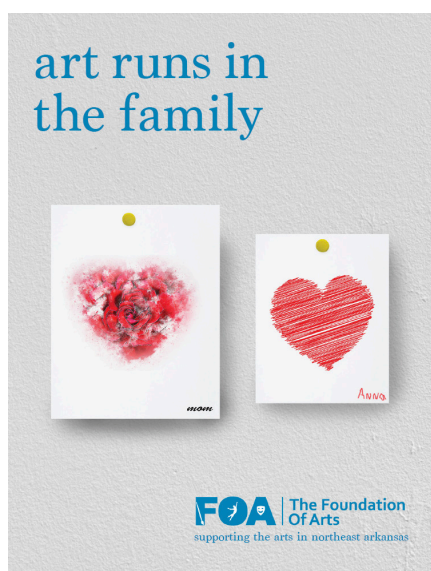
FINAL SKETCHES



DIGITAL VERSIONS

Once I had finished all of my sketches I began working on the digital art in Photoshop. I then went on to gather photographs to use for the design as well as draw some of the art pieces. After all the resources were gathered I began manipulating the images until I felt they were at a good place.

I then took the headlines I came up with earlier and placed them into InDesign and Illustrator and began to try out different typefaces and ways of structuring the hierarchy. I finally settled on a sans-serif typeface that matched the theme of the ad. The last step was to bring the images and type into an InDesign document and adjust the type and image together until it was at a place that I felt worked well.



FINAL VERSION

Once I had my digital version put together, I began to tweak the small details to perfect my design. I made a few color changes to make the piece more cohesive. I also added punctuation to the headline to add a sense of completeness as well as making the type more legible.

The final piece I feel was a very cohesive modernist design that fulfilled my original vision. The use of negative space and all lower case sans-serif type made for a very light and airy design with an optimistic aesthetic.

