

PROCESS BOOK

PIN-UP PATTERNS

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“Simplicity is not the goal. It is the by-product of a good idea and modest expectations.”

— Paul Rand

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CONCEPT

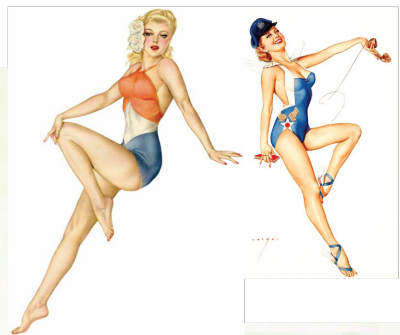
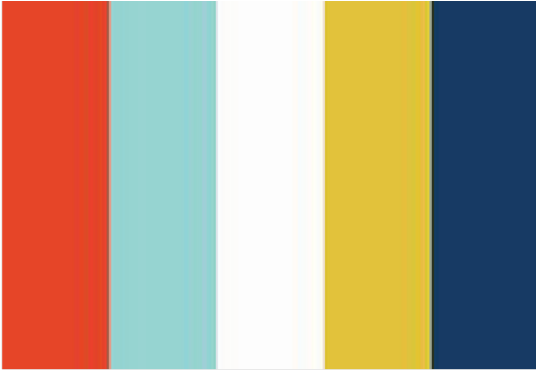
The initial idea for this piece was to create multiple seamless, patterns each of which is based on the 20th century pin-up aesthetic mixed with a minimalist modern style. I pulled inspiration from multiple sources, including Gil Elvgren, Alberto Vargas and George Petty for the pin-up aspects. For the modernist styles I looked to designers such as Saul Bass and Paul Rand, for inspiration.

After playing with aesthetics, I looked to create an overarching theme amongst the works. While the pin-up aesthetic could act as a theme, I wanted something that could tie the three works together. I chose to go with a nautical/aquatic style. I applied this style with each pinup but also made sure each figure was unique enough to stand alone. This was a fine line to walk due to the nature of the project, but through the use of color and shape I was able to achieve three unique yet cohesive patterns that complement one another.

MOOD BOARD

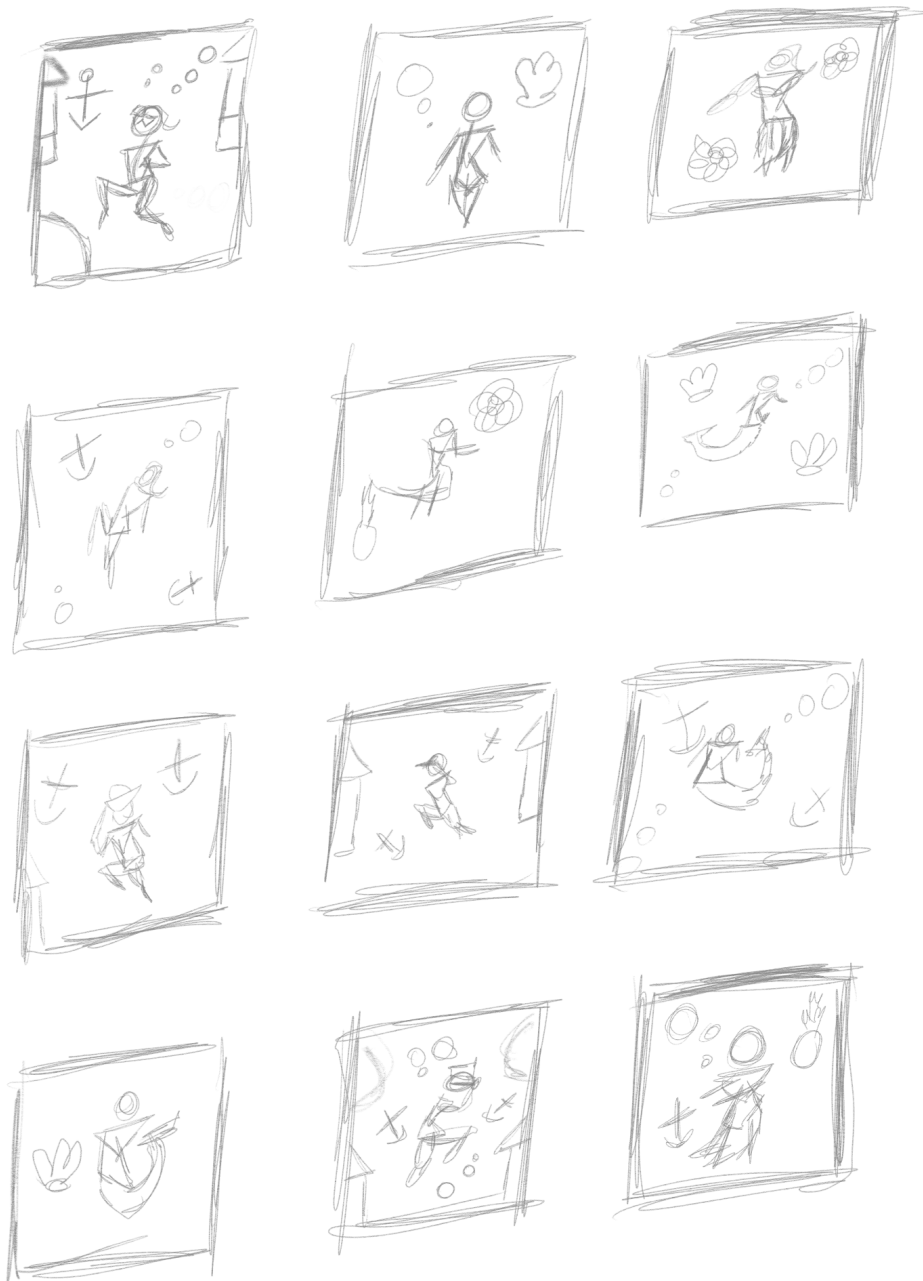
I always start each of my projects off with a mood board (pictured on the right) so I can get an idea of the direction in which I would like to go in. Mood boards are a great way to compile inspirations used for the design, as well as a reference point to come back to so that the project keeps with the chosen style.

**“I want to make beautiful things,
even if nobody cares.”**
— Saul Bass



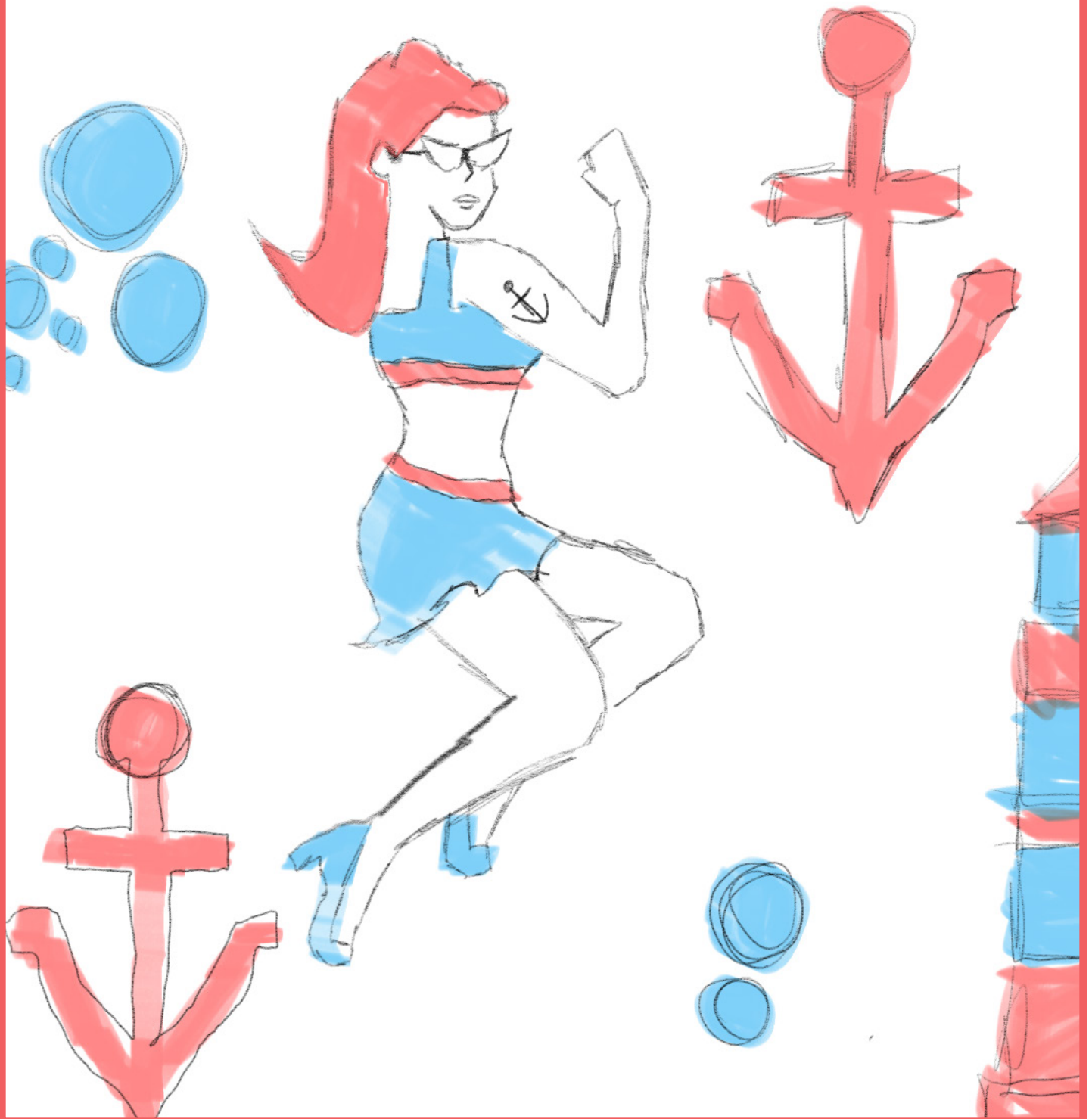
INITIAL SKETCHES

After creating my mood board and gathering my ideas I moved onto the sketching phase of my creative process. I began by sketching roughly 20 thumbnail or initial sketches, which allowed me to play with composition and placement. While working on these sketches I didn't bother with fine details instead I tried to get down a basic idea of what I wanted.



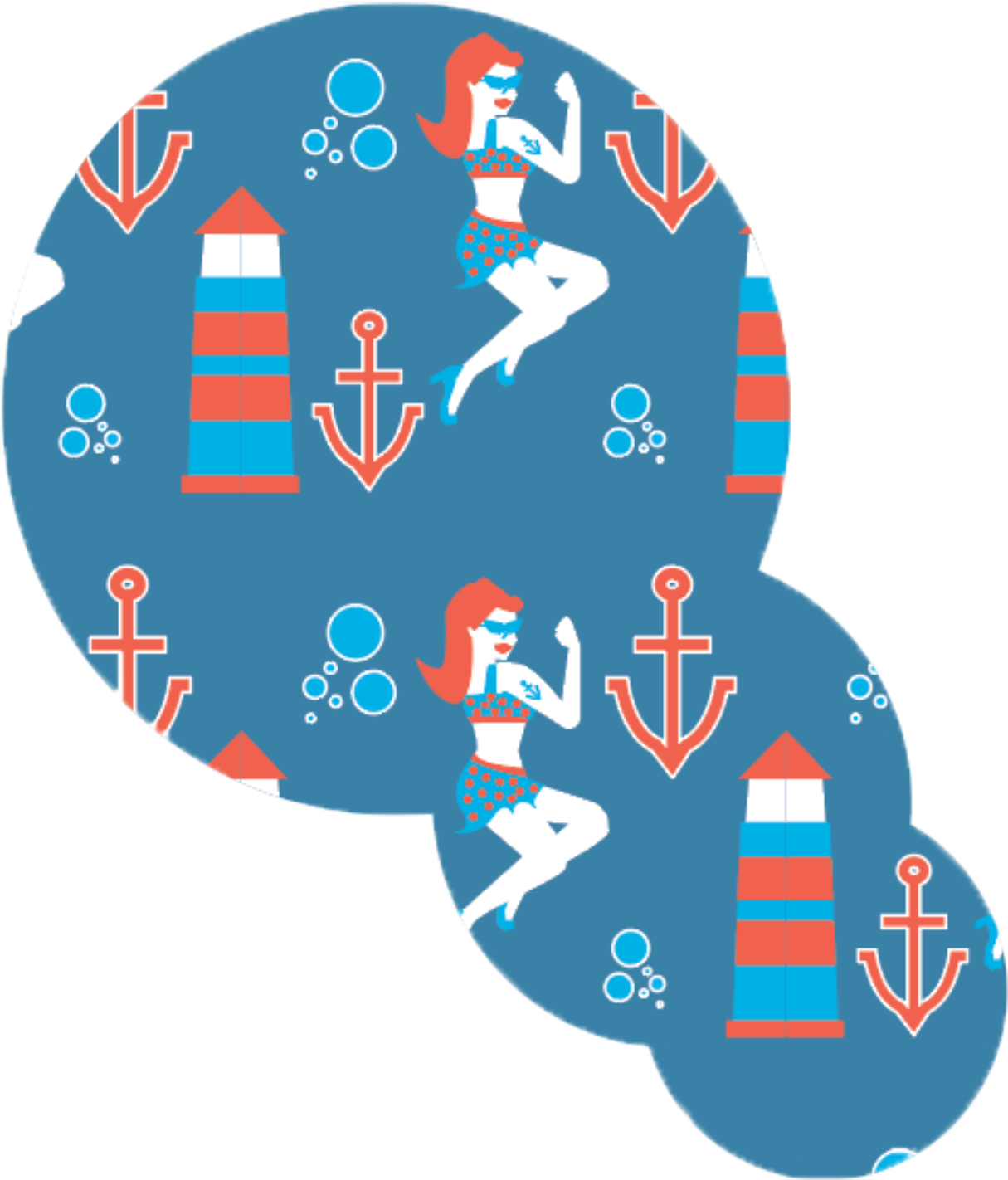
REFINED SKETCH

Once the rough sketches were finished I chose ideas I liked the most and moved forward to the refined sketching stage. In this stage, I focused on drawing my ideas out in detail and crafting a drawn-out version of what I wanted to create in the computer. In this phase I also added color to my sketches so that I can visualize how my color palette will interact with the figures.



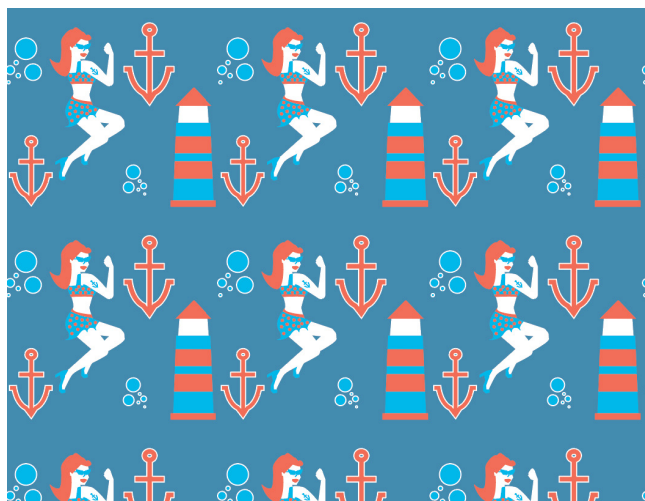
COMPUTER RENDERING

After creating a strong color sketch, I moved to the computer where I began working in adobe illustrator to craft my designs. First I focused on creating the figures. Then I created the accent pieces such as the light houses, bubbles, and pineapples. Lastly I added a background color that contrasted the rest of the graphics and made the whole piece pop.



REFINING THE DESIGN

Once I had a rough computer rendering, I asked fellow designers for critique and input. I took down ideas and began working in Illustrator, once again refining my designs and getting them to a point at which I felt they could be presented to the public.



FINAL VERSION

Lastly I place all of my refined designs into mock ups and posted them online for the world to view. I also sent off one of my designs to be printed on actual fabric so that I can have it made into a physical pillow.

