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Visual Quote Postcard Design Process Description

Phase 1:

I first looked for a quote I could play around with but also liked. I wanted it to be long enough to develop different ideas for the three concepts. The Lion King was already visually aesthetic for the quote I could use a scene from the movie to make the postcard or pay homage to it. I could use some designs and little details for the other typography line art concepts. And for the regular typography concept I didn't have an idea so instead, I wanted to make the keywords of the phrase stand out.

Phase 2:

I made them into vectors and added colors. I searched and edited a letter font I found for the first one and positioned it. I did the same for the rest but found a font in Illustrator that matched the best. I then made an illustration around the words and positioned them differently. For the third one, I made the text into "text on a path" I wanted it to reciprocate the sun. or sunset.

Phase 2: Part 2

I decided to come up with 3 new concepts and threw away two of them I had last. I looked up some inspiration on Google and decided to stick to the Lion King design as a foundation. So that is why the following designs are a picture of a lion-focused. For the other postcard, I added the words being in the shape of the sun. And then adding a camel and people. The sunny side shows a daughter and a father and a camel and then the night side shows the daughter grown up without her dad because he died. The father became the extra star in the sky to symbolize his death.

Phase 3:

I edited the remaining postcards. I ended up with only three this time. I wasn't able to successfully edit the black-and-white postcard. The three ended up with are the ones I like. I added a gradient to the words that symbolize a mane for the lion. I fixed the letter and placement of the objects with the type on a path postcard. And I made minor edits to the last one; playing with the clouds.