

COMD 1112

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Visually Enhanced Quotes

### “RISE AND SHINE”

The quote “Rise and Shine” are the words my father would say when he woke me up each day for Elementary school. Not only is this quote a directive. It hints to a particular direction, a need for execution, a continuous flow of energy, which results in sustained illumination. The quote “Rise and Shine” universal and uplifting.

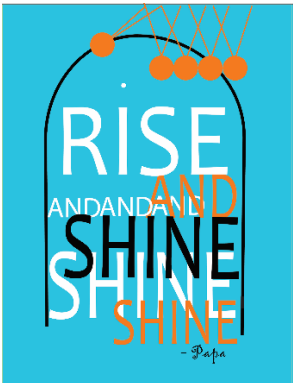
Below are the images of my Visually Enhanced Quotes, using the quote “Rise and Shine”. Each one is attributed to Papa. Written below each image is a brief statement explaining my thought process and design decisions. All posters were created using Adobe software.

#### Design 1 Adobe Illustrator



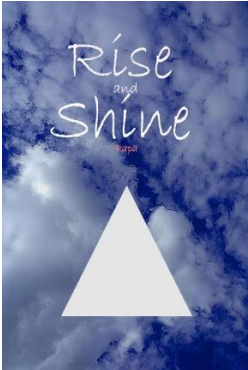
Design 1 is a final design out of three previous drafts. The concept behind this design have always been knowledge, and education. Especially that which can enlighten and inspire one’s efforts towards elevation. What started out as an open book became an obelisk of words memorializing the words “Rise and Shine”. Below is a sphere that is grounded yet illuminated. It is about to rise and shine. Not just shine. The black creates contrast and mystery. The colors in Design 1 are black, white, blue, yellow, red.

Design 2 Adobe Illustrator

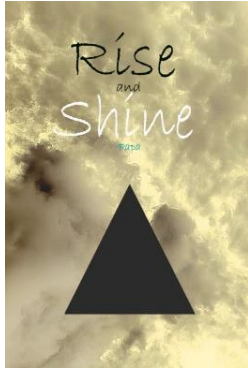


Design 2 is a final design also out of three previous drafts. At the very beginning I intended to incorporate a mound, which is a hill in a landscape that indicates an ancient burial site. I wanted a strong symbol of transition in this design. As I began to develop my ideas for Design 2, I decided upon the stele. Like the Code of Hammurabi, I wanted the words “Rise and Shine” to convey a code of conduct. The multiple “and” suggest a continuous movement. The “shine suggest sustainability. The Newtons pendulum on top illustrates movement and the transmission of energy. Both are necessary to rise to a very high level of brilliance. In this design, “Rise and Shine” has a lot to do with sustaining the shine. The blue background is relaxing; however, the word trust is best associated with the overall design. Orange, black, and white are also used in the composition.

Design 3 Adobe Photoshop



Design 3 Inverse  
Adobe Photoshop



Design 3 and Design 3 Inverse are the same design, but because one was inversed, the two have different moods, and expressions. Design 3 did not go through as many drafts as my first two designs. Only a sketch and one draft. The sky was a design element from the very beginning. I found an image on Wikimedia Commons and changed the orientation from landscape to portrait. Then I used Image>Adjustments>Hue/Saturation to dramatize the appearance of the clouds, to the point where I experienced myself floating upward into the spaces between the clouds. I added the white triangle and the white text “Rise and Shine”. The triangle to me is symbolic of hierarchy, organization, and direction. The hierarchy in my design also includes the Heavens and the Universe. The text and the triangle are centered symmetrically in a vertical line. The colors in Design 3 are blue and white. “Papa” is a dark pink.

Design 3 Inverse is an inverse image of Design 3. The mood is intense, fiery, above the ozone, entering another level. One that is full of mystery and coveted knowledge. The black triangle and the black “Rise” in “Rise and Shine” now represents that which is not visible, or in the shadows. The white in “Shine” is symbolic of visibility. “Papa is blue. Loyal.

*\*On the next page you will find images of the first draft to all three designs.*

Design 1 First Draft



Design 2 First Draft



Design 3 First Draft

