

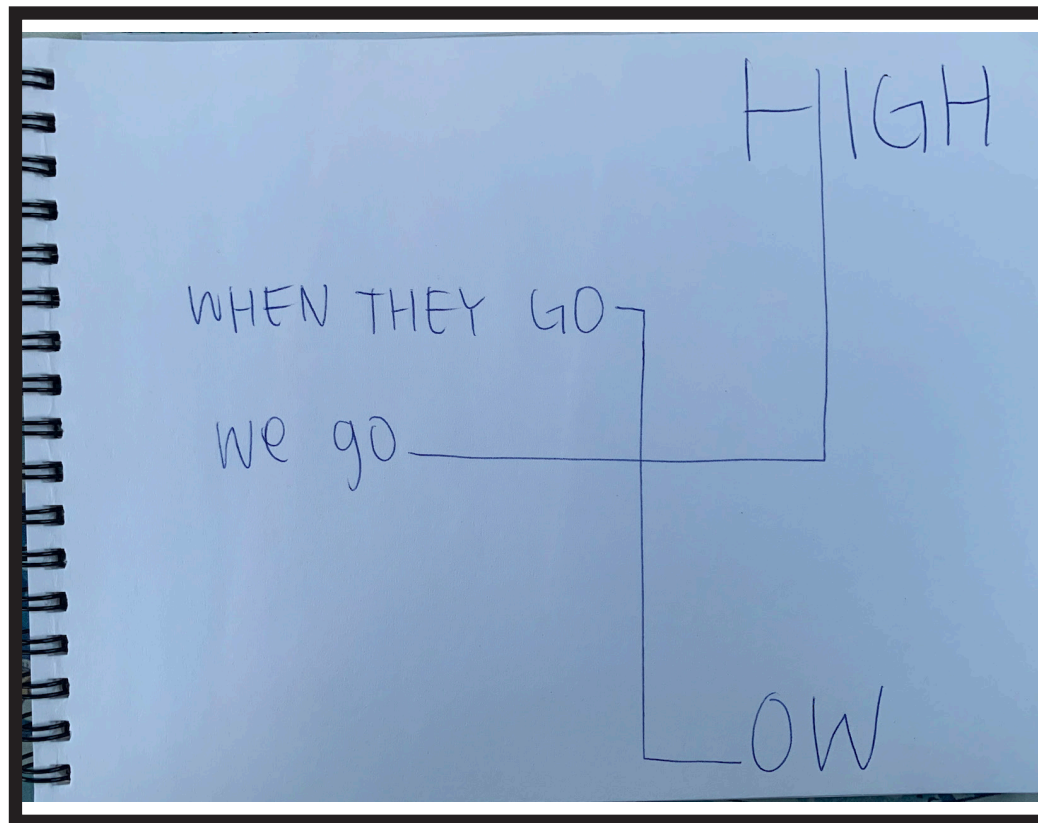
CONCEPT

01.

For the Visual Quote Project, we were asked to pick a quote to visually bring to life to a large poster card size of 8.5" x 5.5". I chose a quote said by Michelle Obama, "When they go low, we go high." For the first concept, I wanted to focus on typography. I wanted to highlight the placement of the words "low" and "high" and positioned the word "low" at the bottom and "high" at the top. I added contrasting colors to emphasize the words and created a gradient to add movement.

THE SKETCH

01.



FINAL

01.



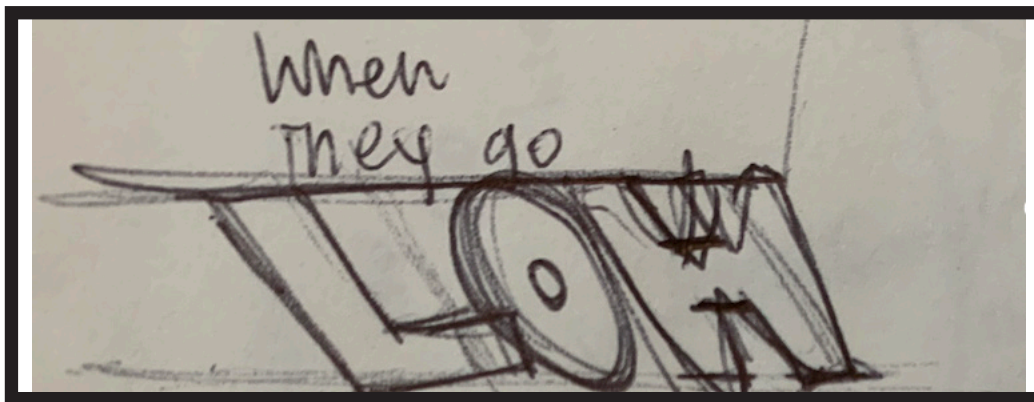
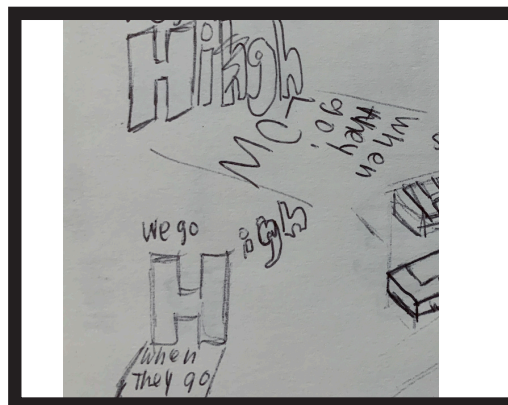
CONCEPT

02.

For my second concept, I wanted to play with dimension and height. I played with placement to emphasize the high and low. I kept the color palette limited to black and white for stark high contrast and simplicity.

THE SKETCH

02.



FINAL

02.



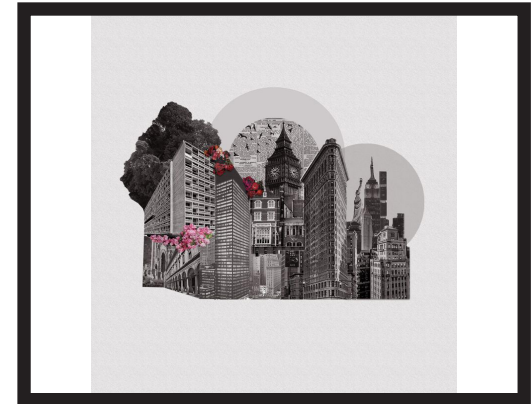
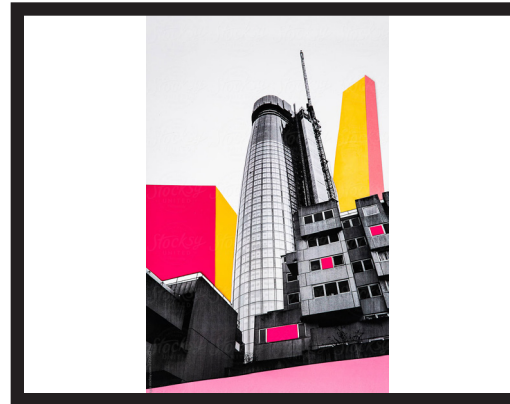
CONCEPT

03.

For my third concept, I took inspiration from picture collage art. I didn't want to use a predictable picture of Michelle Obama. I wanted to create a collage that resembles taking the "high-road". I added buildings and clouds to emphasize the the height of "we go high". I wanted the visual image to make sense with the quote but still have artistic components to go beyond just a collage.

INSPIRATION

03.



FINAL

03.

