

Peggy Lu

GRA1111 - D306

10/16/14

## GRA1111 Term Project Report

This is a hypothetical campaign proposal I created for an advertising firm or publication firm. The idea behind this project is, oftentimes, we are all hugely consumed by our schedule that we often forget to breath, step back, and take the time to relax and clear our minds. I create this project to deliver the idea that in our hustle-bustle days, all we need is just take deep, slow, mindful breaths to free our hectic minds. As a result, this poster is created by several topics we have covered in this semester, such as graphics communications, searching engines, typography, color theory, and so on.

During the course of creating this project, there was a light bulb moment when I saw the Cotton USA commercials on television. I was fascinated with the cheerful, easy-breezy, yet, modern touch of aesthetic it had. I thought to myself this was the perfect theme for my project: I want to create something that was meant to create a positive and cheerful mindset. Secondly, I often found myself consumed by my schedule and different negative emotions; I frequently had mini panic attacks and feared that I might suffocate. It literally felt difficult to catch my breath; it almost felt like I was being smothered. When I felt this type of anxiety, people often told me, "Just breathe." As a result, I had my idea set on #JUSTBREATHe, a constant missing piece in my daily life. I married the idea of a joyful theme, #JUSTBREATHe, and written out all the negative emotions I frequently had into the project. I want this poster remind the viewers that no matter how catastrophic things may seem, we're alive, we'll get through it, and most importantly, we are still breathing.

Once I had my theme, direction, and ideas set, I first looked up on google to research for a suitable image that would well deliver the concept. However, after numerous failed attempts, I decided to create my own image. I first thought to myself that what things, that when viewed, would generate a decompressing outcome. As a result, I came up with sky, clouds, dandelion, ladybugs, grass, and the sun. I then downloaded different images of above mentioned

individually and used Photoshop program to composite it. The most challenging part was to find the perfect placement for all different object in one setting, because I had literally started everything from scratch. Secondly, I played around with the colors once I had the initial image created, then I decided to use white, blue, green, yellow, and a tinted of red colors, because it gave a distressed touch, yet energetic and positive feel. I believed it was a good way to communicate my idea of #JUSTBREATHe with my audiences.

Another challenging aspect I had encountered was to find a perfect typeface. Initially, I looked up on Dafont, 1001FreeFonts, and different free font download websites to find one that would not only stimulate the image, but also deliver the message. I tried the cartoon, decorative, and comic effect fonts on my poster; however, none of it lived up to my expectation. Because for one, the readability was poor, and two, it was all too complicate designed which overpowered the overall aesthetic. In turn, I started looking for some fonts that was practical and would still well stand out. This led to my decision of using Helvetica typeface; it fitted very well in the image. Since I had created a wavy warp text placement, I wanted a typeface that was airy, like clouds, formal, give accessibility, and readable, even in very small sizes. As I had a really colorful background, I need a typeface that would tone it down a bit. And after countless trials, I decided to go with Helvetica because it worked well in huge, as well as in tiny sizes. I felt Helvetica had driven a proper attention to the text itself. On top of that, the color, weight, placement, and all relative design aspects gave a clear visual hierarchy to itself.

I had two resulting posters when I initially finished the design: one is the brighter version, the other is the darker background one. While I loved the brighter designed sternly echoing with the overall aesthetic, however, I couldn't let go of the darker version one. Then, I turned to magazines to find some inspirations. That was when the QR Barcode idea came alive ; I realized I can use the darker poster version as a supporting image to implement as a more information page. And this led me to QR Barcode website and created one for #JUSTBREATHe. As contrary to ordinary advertisements that placing barcode in the same page, I wanted to have a spread-like idea. In return, I believed it would stimulate viewers curiosity. Furthermore, I chose to use PDF file to present my project, my signature at the bottom right, because I saw it as a realistic business proposal form.

To sum up, this was a really fun project while not only did I had the advantage to challenge my ability, and also to practice a real-work situation. I really enjoyed creating it, and hope you would like it as well. Lastly, don't forget, just breathe.