

HND Graphic Design : Sketchbook example

This example sketchbook is designed to help with the application process for the HND Graphic Design course at City of Glasgow College. It supports and accompanies the written guidelines.

Sketchbook : Emma Weir

KELVINGROVE ART GALLERY & MUSEUM

EVERYTHING
most advise
to be based
around THIS
CONCEPT



One of Scotland's
most popular
free attractions

opened in 1901

Located in Glasgows west end

The gallery was designed by
Sir John W. Simpson and E.J. Milner Allen
Most visited museum in the UK
outside of London



It is built in a Spanish Baroque style,
follows the Glaswegian tradition of using
Locharbriggs red sandstone

Gallery had 2.23 million visitors
in 2007



Organised into 2 halves
↓
Life Galleries Expression Galleries
↓
natural history, human & prehistory fine art collections



The centrepiece of the Centre Hall is a concert pipe organ. The organ was installed in the concert hall of the exhibition, which was capable of seating 3,000 people

Kelvingrove was reopened by Queen Elizabeth II in 2006 after a 3 year closure for refurbishment

One of the finest collections of Arms & Armour in the world



Features 22 them ed. art galleries displaying 8000 objects



There is an urban myth in Glasgow that the building was accidentally built back-to-front, and the architect jumped from one of the towers in despair upon realising his mistake. In reality, the grand entrance was always intended to face into Kelvingrove Park. Gallery welcomes families, it's displays being designed with children in mind as well as a cafe, restaurant and a gift shop

The museum's collections mainly came from the McLellan Galleries & from the old Kelvingrove House museum





makes a BIG first impression



The line art work is arranged very simply & clearly. So it's easy to appreciate them, it also less on eye wander necessary to the other paintings

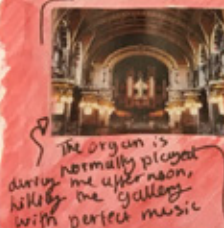
The lighting in the corridors creates a very warm, relaxing atmosphere



Great Gratsby 'vibes'



A lot of religious artwork is featured, normally placed in very dark spaces making it more peaceful, hence the artwork is easier to focus on and appreciate



The organ is normally played during the afternoon, with perfect music



DiBby is the current Big attraction, perfect for school trips and works well in life gallery, a very grand entrance when you first walk in



The stuffed animals have a great sense of realism in terms of the proportions. Exciting composition of the stag's lighting, very dramatic



Very calming to walk through



Being able to see the Spitfire from upper & lower levels creates a greater appreciation for the scale & detail put into the plane

A lot of Scottish heritage can be seen in exhibits such as the D ribbon burns & the army



The talking heads are a fun or main attraction, the funny composition & facial expressions are great with children





Easy floor plan with a lot of space - not too crowded



The halls are very grand with the golden lights and pattern ceilings & floors creating a very preppy atmosphere



lots of details & patterns which makes the building itself a piece of art



The exhibits are always very organised, with the stuffed animals being what the museum is best known for

The layout of both halls are identical, creating a consistent in the floor plan

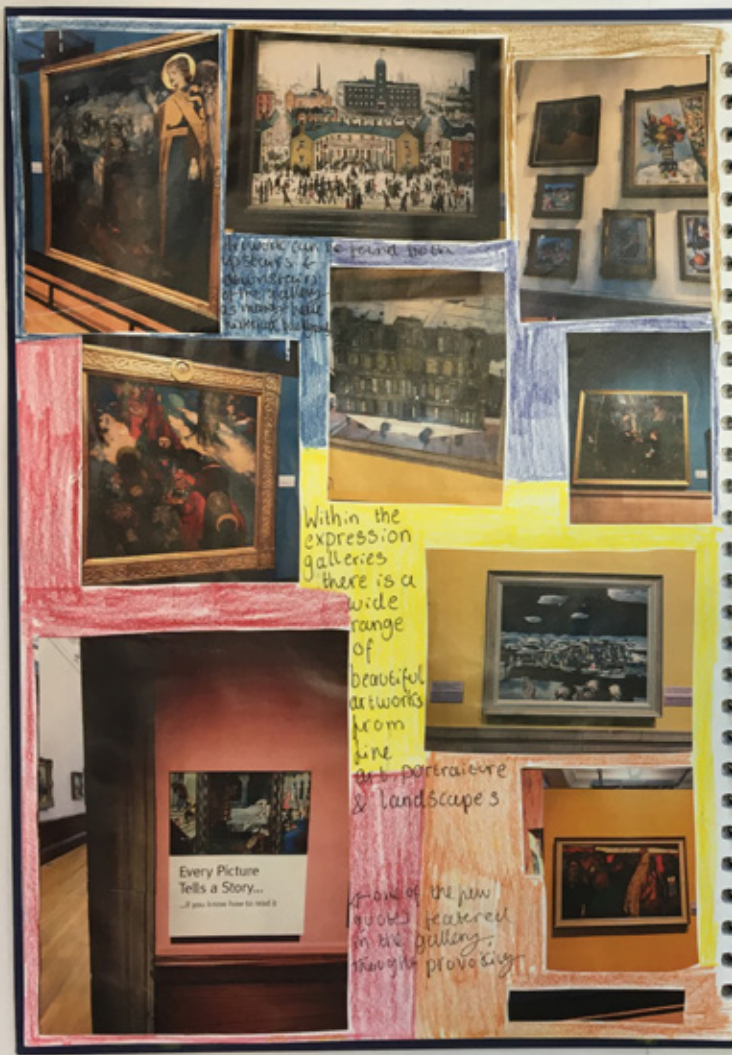


PRIMARY



RESEARCH





Many can be found both outdoors & indoors in the galleries. It's really nice to walk through.

Within the expression galleries there is a wide range of beautiful artworks from line art, portraiture & landscapes.

One of the new rooms featured in the gallery through previous.



Many artworks are apart of their own specific gallery such as this landscape in the Scottish range.

Many paintings are also religious highlighting a story or come to the backbone of the doctrine.

There is many stained glass windows, bold & interesting paintings to the gallery.

Most famous gallery the museum is known for, the stuffed animals are a huge attraction for the children & adults



The surreal experience of the life sized animals is a unique & popular exhibit of the museum, it's a jungle like experience which could easily be incorporated into a design!





The swirls and patterns and colours coordination can easily be taken into a design that



represents the style of the glass.

Whilst the glass exhibit is much smaller than the others, the detailed patterns & bold colours make it a very attractive & interesting piece of the gallery.



The different styles of the glass also make it fascinating to look at with the symmetry of the shapes being pleasing to the eye.



The historic artefacts are also a huge feature such as the native American exhibit. The artefacts

range from these and old fashion (US, Dossers etc).

The dinosaurs bones are also within the exhibit and the life exhibit of the Steffed.



and most bringing in new historic facts from a different time period.

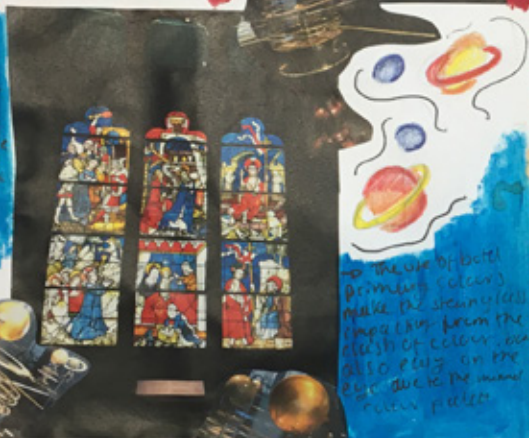


The architecture of the building is also beautifully detailed making it an attraction in itself, the chandeliers and purple mood lighting create a warm

atmosphere as soon as you walk in making it a welcoming environment.



Religion is a major part of the history. Some of the pieces belong to the 15th and 16th centuries. The brain of the world is in the collection which is very interesting with the dark walls and warm lighting.



The use of both primary colors make the stained glass images from the clash of colour, but also play on the color palette.



Spare is also featured in its own exhibit with a complex design made their replicates our solar system with the golden metal making it appealing.



Macintosh has his own exhibit featuring his most famous designs.



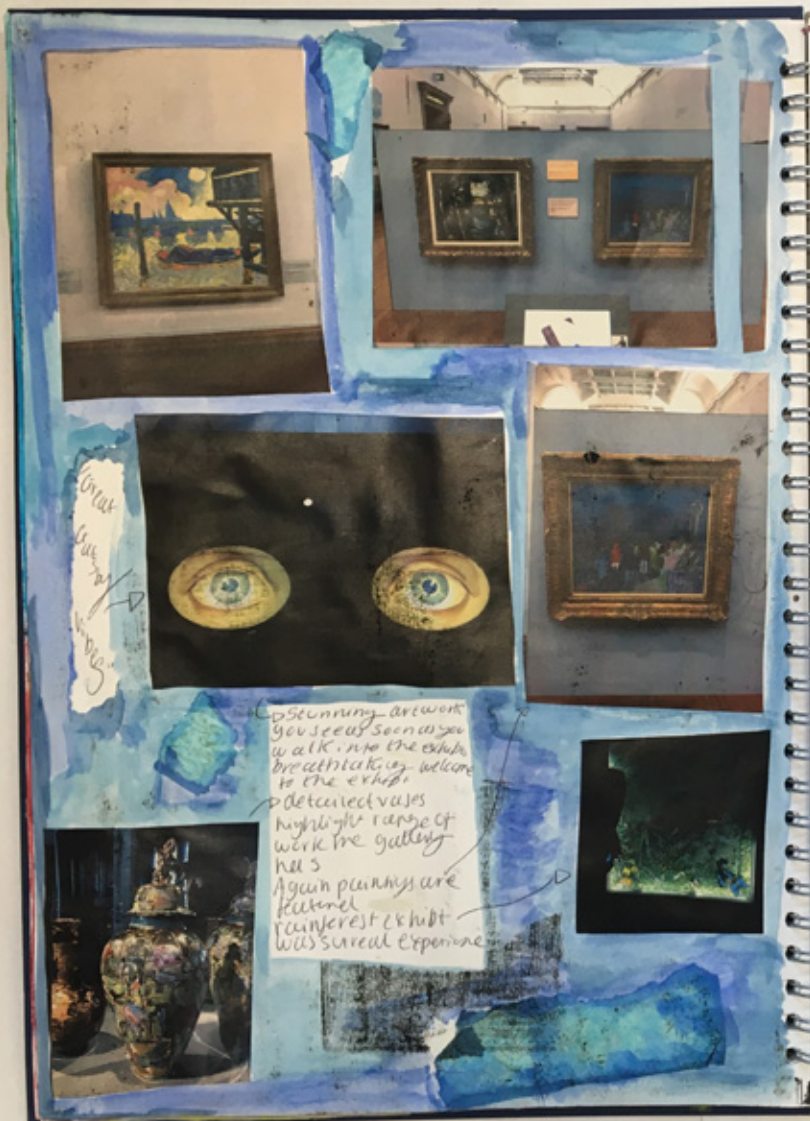
Our panel behind the main also featured.



Scottish history has always been extremely popular with tourists. The history of the rich Scottish culture.

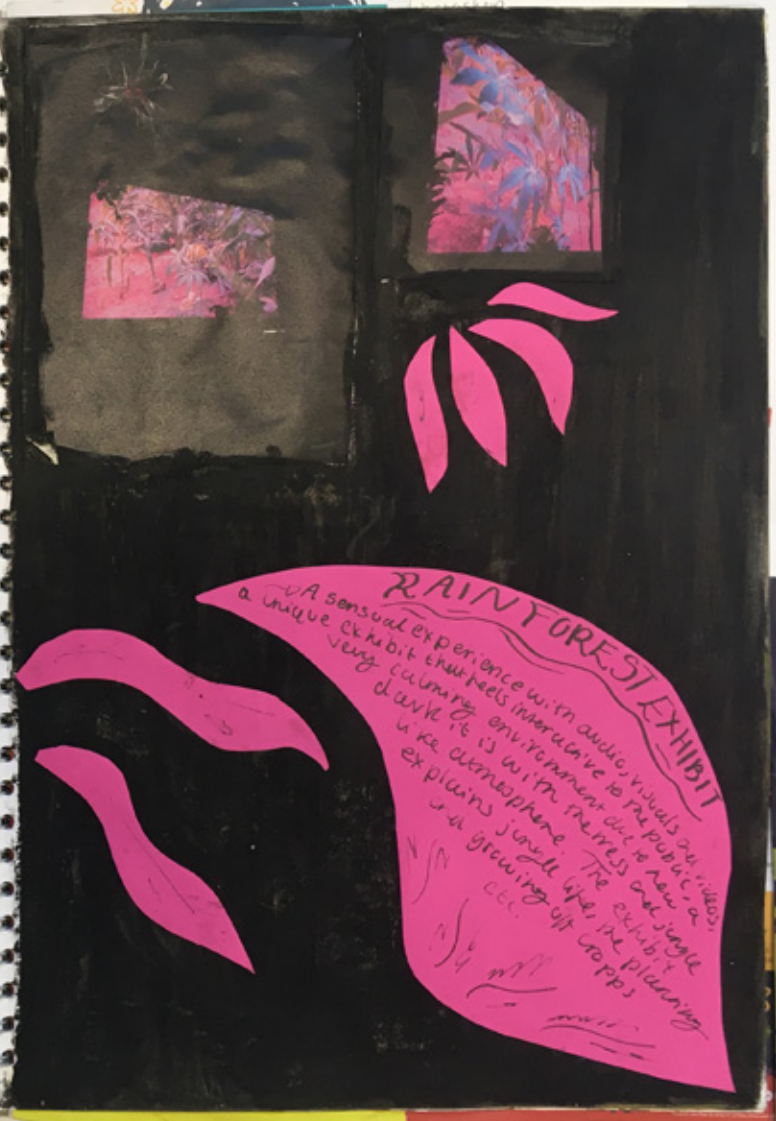


The Scottish culture is a design which would be popular with tourists.



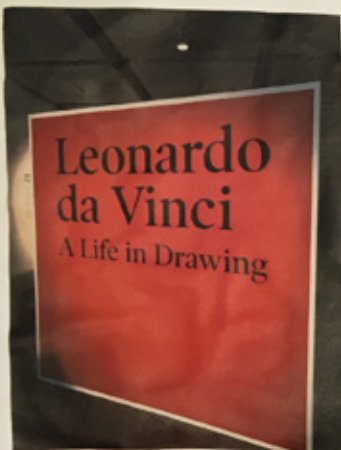
Great
 looking
 things

Stunning artwork
 you see as seen as you
 walk into the exhibit
 breath taking welcome
 to the exhibit
 detailed vases
 highlight range of
 work in the gallery
 hall
 Again paintings are
 featured
 Rainforest exhibit
 was surreal experience



RAINFOREST EXHIBIT

A sensual experience with audio visuals and music
 a unique exhibit that feels interactive to the public as a
 very calming environment due to how a
 dark it is with the trees and jungle
 like atmosphere. The exhibit
 explains jungle life, the planning
 and growing of crops



→ famous artist had a range of work on show, the exhibit was only visiting for a period of time



→ The art work was very small sketches, meaning it took longer to look and appreciate them



The advertisement for the exhibit featured his sketches, something to consider when making own designs



- Very clear displays of the products, all the same style kept in one space

Tote bag is a big product, sell as well as other accessories



- Scottish & tartan themed products links with the heritage of the museum is popular with tourists, also links with the Scottish heritage exhibition!



GIFT SHOP



- new & exciting exhibitions are given their own products



- main features & attractions such as the heels are used as products as though taking home artwork



First time visit

My partner and I visited the Kelvingrove to see the star attraction, the skeleton of "Dippy", the diplodocus, which is being moved around various locations this year. There are themed areas for wildlife, people, art and culture and lots of hands on quiz style screens with buttons and additional documentary style information. The building is architecturally beautiful inside and out and spotlessly clean. A great place to spend a rainy day and increase your knowledge at the same time

Date of experience: March 2019

So much to explore!

Great mix of Art, Culture, Science! Great to roam and get lost among all the treasures! My favorite was Expressions with the head sculptures hanging from the ceiling! Great history exhibition on Scotland culture and long history. You can spend hours upon hours so loads... More

Date of experience: March 2019

Leonardo da Vinci exhibition

A very small but gem of an exhibition of da Vinci drawings. He was a master of detail and his drawings on show reflect this

Show less

Date of experience: March 2019

SECONDARY RESEARCH

- ONLINE REVIEWS -

Traveller Overview

4.513.844 reviews

Excellent 71%

Very good 23%

Average 4%

Poor 1%

Terrible 1%

★★★★★ 2 years ago

This museum and gallery must have one of the largest variety to view, it's surroundings are wonderful. Restaurants and gift shops offer wonderful selections of gifts.

★★★★★ 7 months ago

Fantastic place very educational lovely food in down stairs restaurant.

Thursday, August 10, 2017 Aug 10, 2017

The Kelvingrove Art Gallery and Museum is situated in a beautiful building and has a great collection of art and natural history. Making it a history and culture museum but also a great art gallery. I can say it is suitable for all ages. Recommended!

2 weeks ago

Great day out for kids and adults alike. Only a donation is asked for so it's a cheap day out too. Dippy the Dinosaur was visiting when we attended so that was really good to see. The building itself is beautiful and the artifacts are plentiful. All in all a great visitor attraction and we will visit again

2 weeks ago

Great place to spend a half a day (or longer!). Went to see Dippy the Dinosaur and then spent hours walking around the exhibits. The afternoon organ recital was a lovely touch and the organist was extremely good. It was really nice to have the cameras pointing at his feet too!

A wonderful gallery and gift shop

This place is spectacular inside and out. On arrival you see an impressive building and on entering you are not disappointed. It has a great gift shop and a large cafe where you can sit and look out over gardens.

MY PRODUCTS:

Totebag, phone case, Eco friendly reusable coffee cup!

The shop also has a website selling the same items in the shop. highlighting it's popularity of products from the public

The 'fun part' for children & adults due to wide range of products

Good location next to exit & restaurant, many will walk past

Many claim the gift shop to be overpriced, so they have to look good enough to buy

It is a large shop, bringing in alot of profit for the free entry museum

In order to SELL the products need to look attractive & worthy of the purchase, for tourists meaning want it to clearly link with the museum to have a reminder of the memories

A GAP IN THE MARKET,

Tote Bags are already a good seller for the shop. a re-usable coffee cup is extremely popular & a new product for the shop which could be advertised in the cafe, a phone case is also new & a must have for many people, I assume he made money

They sell a diverse range of items such as tops, totebags, magnets, posters, scarfs, pillows etc

Most popular exhibits usually get products for them. Such as, the floating heads, De Vinci

Gift Shop

DIPPY

New exhibit in the gallery dippy is the first thing you see when walking in making a nice welcome to begin walking round other exhibits. Great for school trips that want keep phos. Kiffen with them. D. Scotland's plan for a new year all over the country for a new exhibit so clearly apart of the same exhibit.

Life on Earth
Join the Glasgow Science Centre on a significant walk of collecting for 10 weeks. The exhibition explores the life of Scotland's oldest and largest dinosaur collection with the National Museum of Scotland.

Rock Doctors
A collection of your pet rock from the museum. The rock doctors will give you a check-up and tell you what's going on. They'll also give you a certificate of health and a list of things to do to keep your rock healthy.

Dino Dippy
Like Leonardo, Dippy is a naturalist. He's got a lot of things to tell you about the world of dinosaurs. He's got a lot of things to tell you about the world of dinosaurs. He's got a lot of things to tell you about the world of dinosaurs.

Free

KGLearning@glasgowlive.org.uk
0141 276 9599

KELVINGROVE ART GALLERY & MUSEUM

0141 276 9599

Exhibition
The Royal Botanic Edinburgh
Dippy on Tour
Dippy is a naturalist. He's got a lot of things to tell you about the world of dinosaurs. He's got a lot of things to tell you about the world of dinosaurs. He's got a lot of things to tell you about the world of dinosaurs.

Free

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0141 276 9599

Kelvingrove Art Gallery & Museum

Exhibition
Dippy on Tour: A Natural History Adventure

Tue 22 Jan-Mon 8 May
During opening hours

Dippy, the Natural History Museum's iconic Diplodocus cast is visiting Glasgow!

As part of a road trip across the UK, Dippy is on a mission to inspire five million natural history enthusiasts, encouraging families to explore the incredible natural history collections and biodiversity right on your doorstep in Glasgow.

There will be fun family activities or weekends and during school holidays while it's here.

Free

KGLearning@glasgowlive.org.uk
0141 276 9599

Dippy on Tour

Workshop
The Dinosaur in your back garden
Is it a dinosaur in your back garden? Join us for a fun and interactive workshop where you'll learn how to identify a dinosaur in your back garden.

Free

Exhibition
T. rex in Town

From Fri 15 Mar-Sun 30 Jun
During opening hours
STARTS £39.50 family ticket

Step back in time to the Cretaceous period and meet the first Tyrannosaurus Rex to go on display in Europe.

The 66-million-year-old fossil of the carnivorous dinosaur was found in Montana, USA in 2013 and is the centerpiece of this major exhibition supplied by Naturalis Biodiversity Center, Leiden, Netherlands.

This is the only original skeleton of a T. rex currently touring anywhere in the world and one of the three most complete Tyrannosaurus rex skeletons in the world.

Find out more about the T. rex's turbulent life from the information revealed by her bones, based on recent findings by an international research team of palaeontologists and geologists and look out for our events programme which will run throughout the exhibition period. Don't miss this once in a lifetime opportunity to come face to face with a T. rex!

Free

kelvinhalltours@glasgowlive.org.uk
0141 276 1450

ADVERTISMENT

The layout of the leaflet is clear & simple providing all the information needed for visitors.

The colour scheme is simple, minimal, however all the identifiable, something to change when rebranding to add color.

In the leaflets is the biggest attractions that are featured which is most likely to bring visitors.

Free

KGLearning@glasgowlive.org.uk
0141 276 9599

EXPRESSION MOOD
BOARDS - experiments
with colour, movement
and collage

Kelvingrove



Kelvingrove



Kelvingrove

Kelvingrove

ART GALLERY AND MUSEUM

KELVINGROVE



THIS IS A PROTEST

Kelvingrove

Architecture Portfolio
from Oberlin
Year 10C
The course is designed to
provide a wide range of
opportunities for students
to explore their interests
and develop their skills
in a variety of areas.

Children's Course only. Our aim is to help students in the form of a fee Department. There are a limited number of only one history may be awarded per year.

020 741 233 458/040 055 or 020 741 500
to request a History Application form.

Please note that you must first book a place on the course.



#WeUnderstand

Life Drawing and Painting

Year 10 and 11

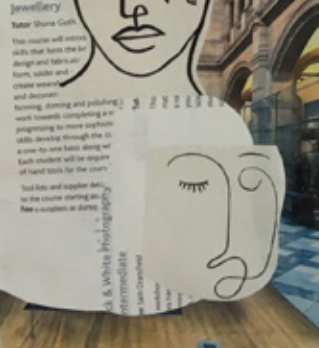
The practice of life drawing involves looking at an individual with an intention to capture their form and essence. This course offers a variety of techniques and materials to explore the human figure. Students will learn to observe and draw the human form in a variety of poses and settings. The course will also cover painting techniques and the use of color to create mood and atmosphere.



Jewellery

Tutor: Shona Goh

This course will introduce skills that form the basis of design and fabrication. Students will learn to create simple and complex jewellery designs using a variety of materials and techniques. The course will cover the design process from concept to final piece, including the use of CAD software and traditional fabrication methods.



#WeDemand

3D & White Photography

Year 10 and 11

This course will explore the use of 3D models and white photography in contemporary art. Students will learn to create 3D models using various materials and techniques, and then photograph them against a white background to create high-contrast, minimalist images. The course will cover the design process from concept to final piece, including the use of CAD software and traditional fabrication methods.

#WeDemand

Kelvingrove

Year 10 and 11

This course will explore the use of 3D models and white photography in contemporary art. Students will learn to create 3D models using various materials and techniques, and then photograph them against a white background to create high-contrast, minimalist images. The course will cover the design process from concept to final piece, including the use of CAD software and traditional fabrication methods.

Kelvingrove

Excellent model making workshops
commodating student demand for air port upgrade in Glasgow
some model-makers



Kelvingrove

The school is
rebacks such
ness and crea
needs to tackl
students, want
to continue to

#WeDemand

At no point should the student disrupt the students of the GSA and operating (protected) and prevent learning as the price have our voice heard GSA delectable and producing meaningful

GLASGOW



CONCEPT 6

- abstract
- make unique art pattern arrangement
- make font the big thing, in this one
- create on illustrator

CONCEPT 7

- building
- make the building the simplicity drawing
- illustrator

CONCEPTS

- FIRST DRAFT -

CONCEPT 1

- FACES
- put on coffee cup, tote bag (reversible) phone case
- Different strokes & Different art style
- Different font depending on the strokes
- stick to the primary colours i.e. pink, yellow, blue

CONCEPT 2

- Elephants
- Reversible
- Different strokes
- Try watercolor, B&W, charcoal

CONCEPT 5

- key things
- simple drawings of key things at museum i.e. ~~elephant~~ elephant, giraffe, highr piece, headbut, duncans, painting
- create on illustrator
- for coffee cup had going all way round
- tote bag / coffee cup different arrangement

CONCEPT 4

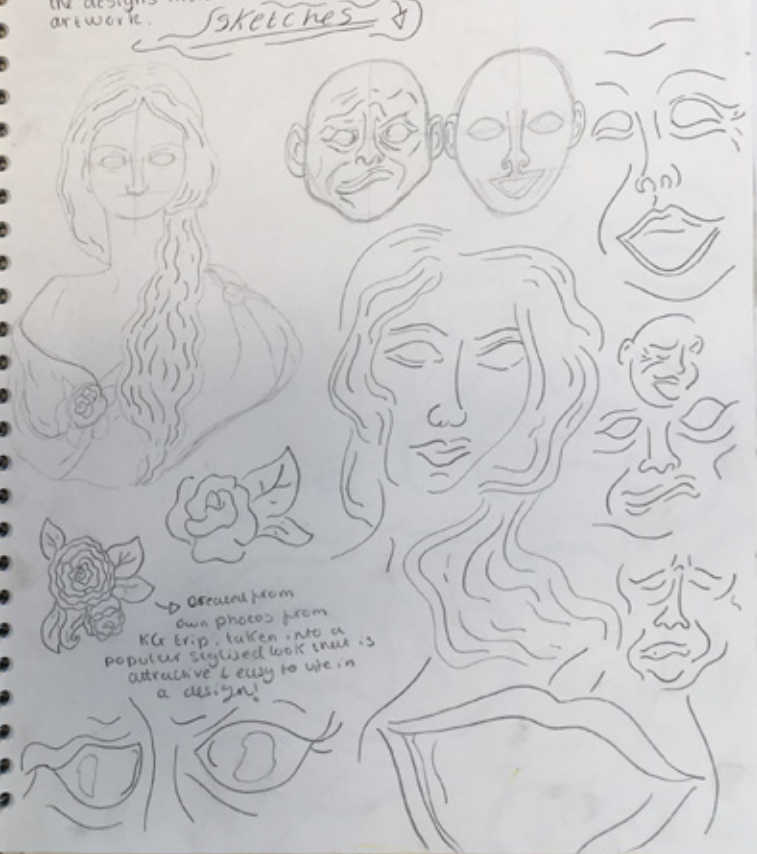
- distressed art
- random painting strokes linking to the art theme of gallery
- create with paint / illustrator
- make font stand out with this one

CONCEPT 3

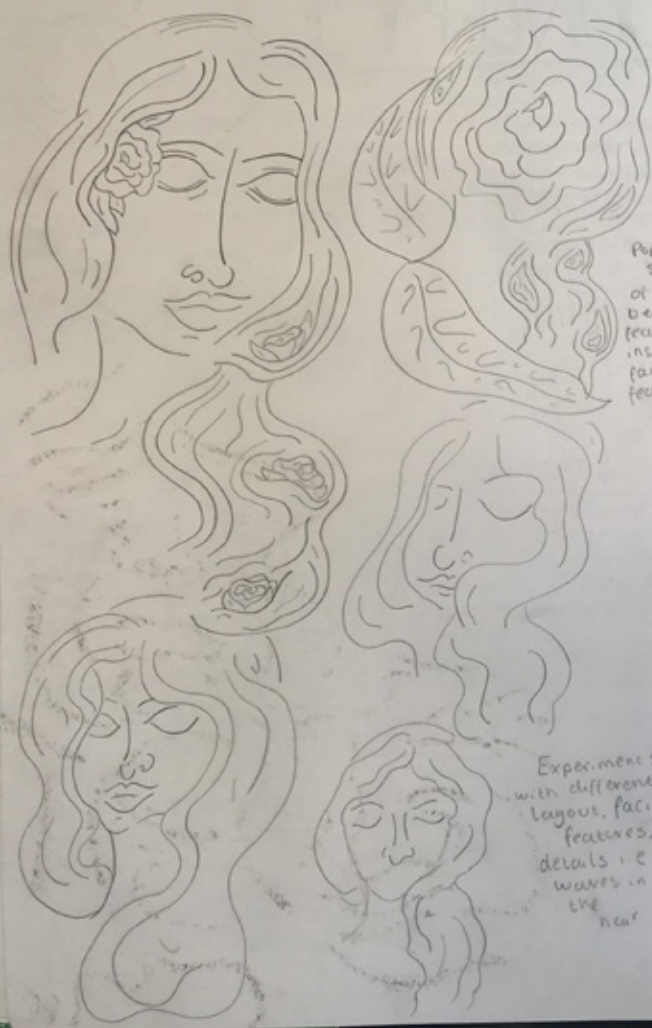
- Elephant and Giraffe
- Stylised drawing / cut out
- Primary colours block
- Both looking at each other / baby elephant looking up at giraffe
- illustrator

CONCEPT 1 ^{edited in photoshop} FACES

- Based on the famous 'floating heads' exhibit.
- Very recognisable to be apart of KG, creating good advertisement.
- Some head busts are also featured to make the designs more diverse & draw attention to the artwork.



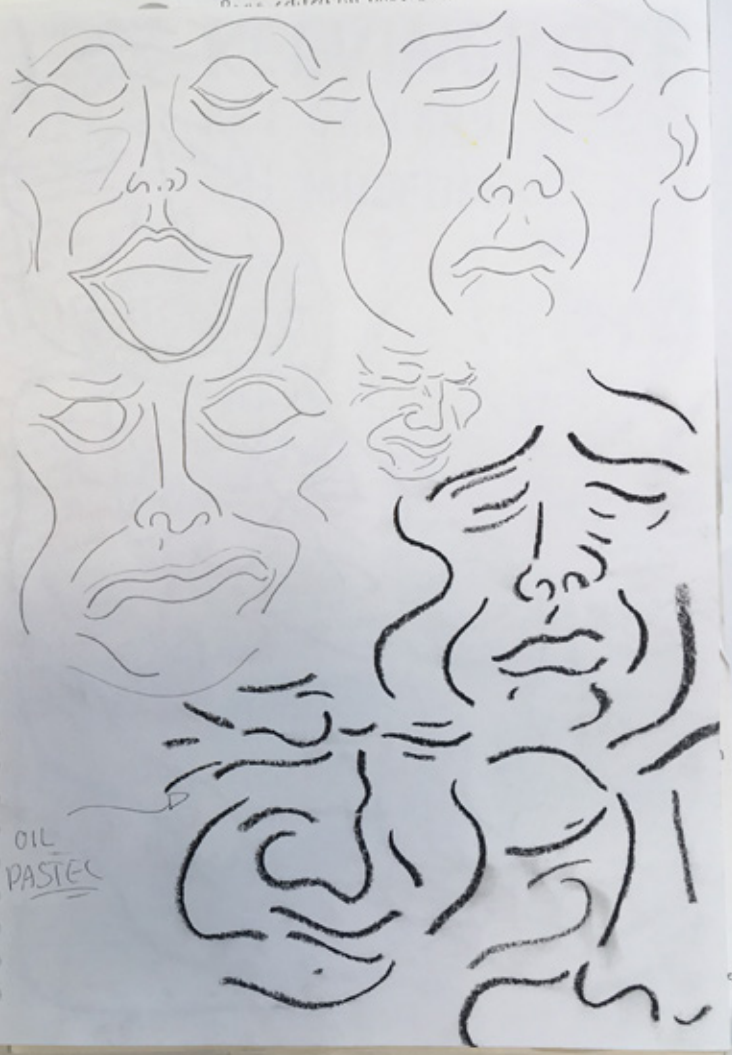
sketches



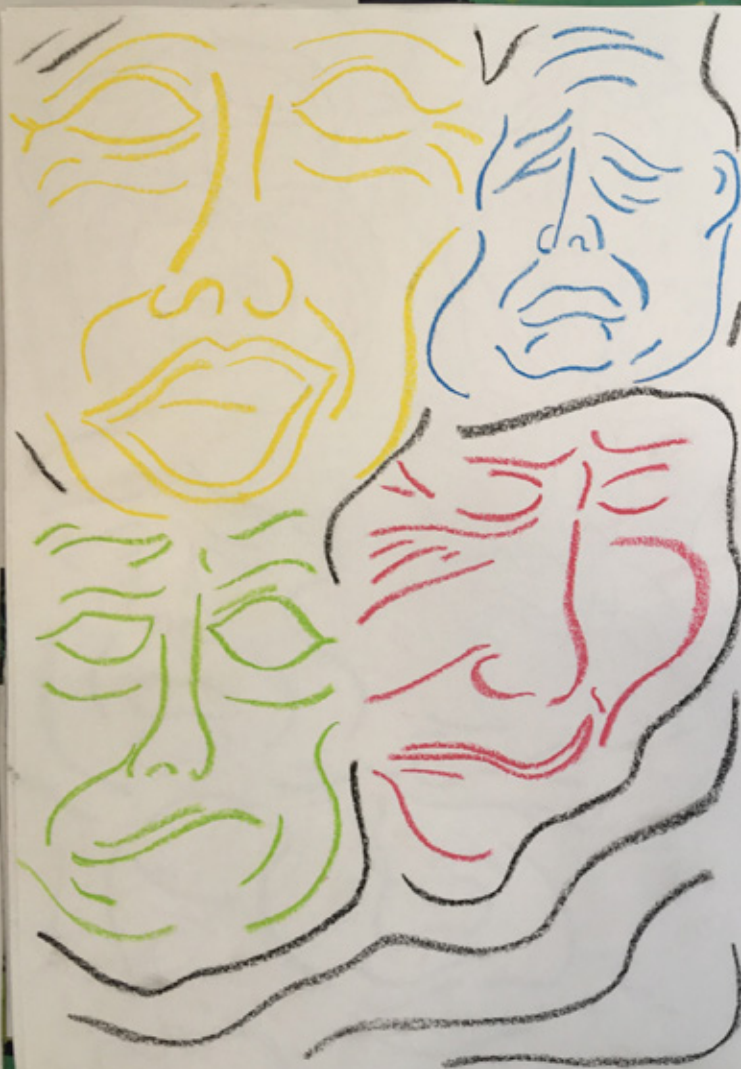
Popular style
of places
being
featured
inside of
facial
features

Experiments
with different
layout, facial
features,
details i.e
waves in
the
hair

... edited on photoshop



OIL
PASTE



experimenting with oil pastel for the rough texture appears the bright bold primary colours work well together, drawing attention whilst complementing one another

Bringing the design into illustration gave room for more experimentation with different shades found in the gallery, however because of lack of popularity of this bold design I didn't taken forward



Testing out abstract colour techniques which are currently popular, keeping to one colour scheme

edited in photoshop

KELVINGROVE ART GALLERY & MUSEUM

first look at layout of full design including front illustration



illustrator was able to produce the same rough texture as the hand generated oil pastel in an easier faster way that can be adapted and changed if needed

more recognisable as KLI's 'floating heads' than my own illustrations



Kelvingrove art gallery and museum

KELVINGROVE

ART GALLERY AND MUSUEM

↳ look at Jones again from the mood board, using different colours for a strong contrast of a bold line or a simple fill of one tone

↳ Again, this bust design wasn't taken forward as it is not a recognised work in Kelvingrove



↳ same technique of keeping things with shapes & colour as before hand

Same bust as before at the start, with the illustrations that were hand generated not able to replicate her as good as illustration can working from a photo



↳ attempting to use a minimalist style of illustration as shown in the mood boards. However due to the detail in the bust a more detailed style was needed for the bust

↳ but like the original design was possible to use successfully



↳ was added on photoshop

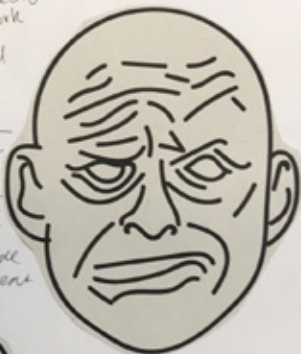
↳ Using Illustrator to create this first draft of a minimalist styled drawing of the floating

heads, with their funny & unique facial features making them recognisable.



↳ was used in other design concepts as it was so easy to take out of the design of any facial feature & work as a stand alone

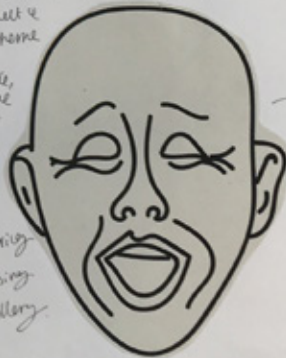
↳ drawing designs as they can be merged and unmerged to be stand alone & made completely different



↳ Up close, bigger designs of the face to give a different perspective of them from outside the group illustration

↳ Again using text to see what a B&W scheme would look like, while the contrast is strong, the lack of colour is obvious when viewing an art gallery

Kelvingrove art gallery and museum



The hot pink is bold & eye catching whilst also being easy to read, however pink is not a colour that would mean anything associated with K&M, it also limits it (personally) to pass up off-generational "bag"

Kebingrove art gallery and museum

The rough texture makes it appealing and more hand-generated, as though it is a piece of artwork

the minimal primary colour scheme is bright contrasting & drawing attention however the blue is to overpower

The mix of primary colours is so much so one, being overpowering to the eye not knowing where to look

Kebingrove art gallery and museum

So yellow is just so bright a font to use for text as it reads, it's difficult to read which would be terrible for branding

was edited on photoshop
USING different colour schemes to each page when experimenting to see if the design looks more appealing with darker tones or bright primary colours

No colour being featured in the minimum is easier to read, or is it clearly what can cover the

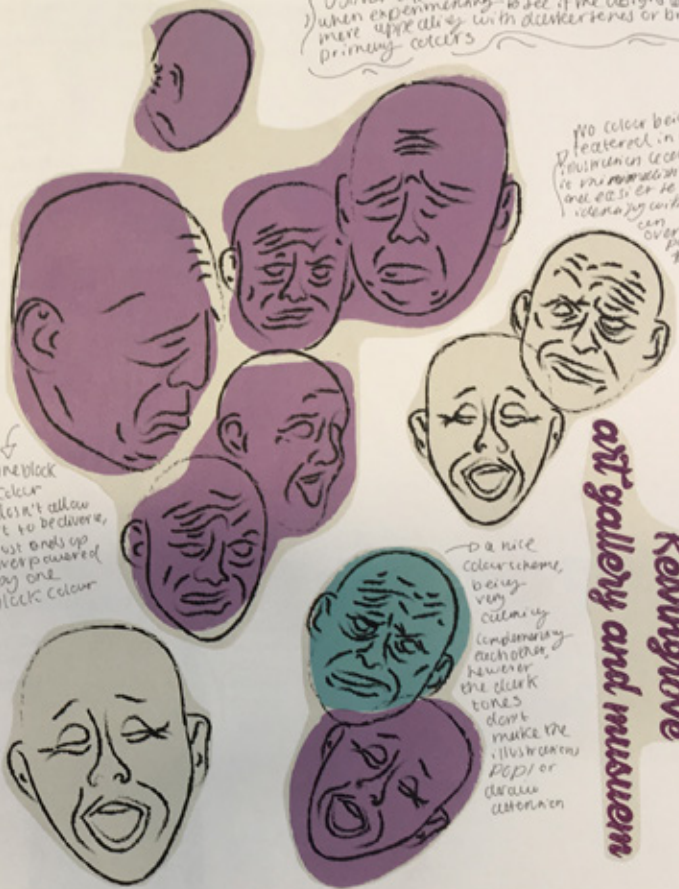
One block colour doesn't allow it to be diverse, just ends up overpowered by one black colour

A nice colour scheme being very calming by complementing each other however the dark tones don't make the illustration pop or draw attention

Kebingrove art gallery and museum

Kebingrove art gallery and museum

The black is strong bold & can be combined with anything, AND is clear & easy to read



FINAL CONCEPTS

Bags being designed in both black & white to highlight the diversity of the designs and give more variety in the gift shop

Font, would maybe go back & change the size of KG as it would look more satisfying for it to go right across the width of the bag



Inside of the sleeve of the bag being the color of the design making the BW color scheme more balanced with strong contrast



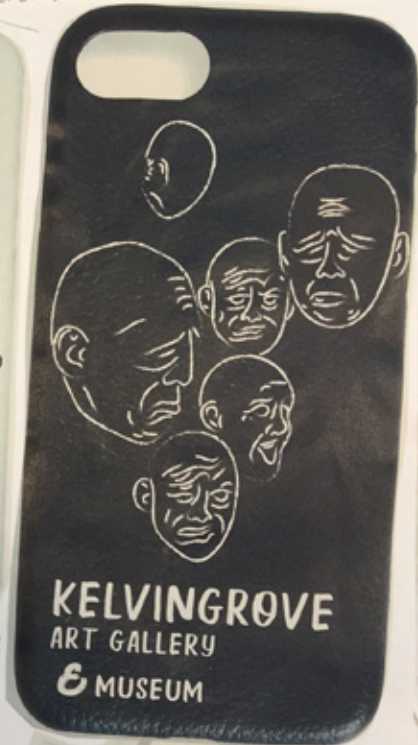
REVERSABLE. The front & back of the tote bag, getting 2 designs in 1 and so both sides are appealing to use

Different designs, one being more detailed with the multiple illustrations for those who like a more busy design with the white illustrations needed on the black case to create more of a balance the other being more minimalist with the 2 heads making it more simple to integrate to the style of design which is popular currently.



Again, the one head used adds to the minimalist feel whilst also being easily identifiable

Drawn edited on photoshop



Baby elephants from the animal exhibit, most memorable part for most tourists as it's a chance to get up close in real life preparation.



CONCEPT 2

→ Main attraction's concept, basing the designs on the galleries most popular attractions. This makes the design easily identifiable & clearly advertising K&M.

Images from the gallery taken into illustration. The concept these sketches were not in mind & easily identifiable.



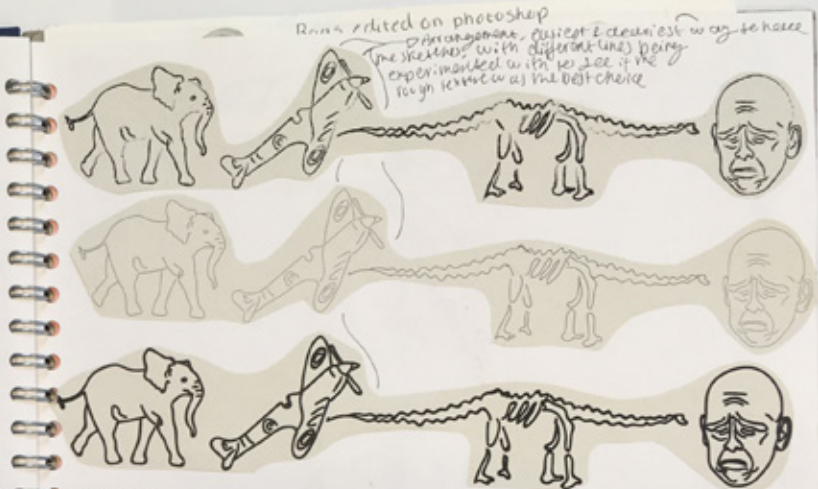
↳ Sp. of the road plan from which which things above an exhibit in the downtown hall is a journey of the history (over)



↳ Same town as the old to give it a new impression.

↳ "DIBBY" the DINGS ARE !!!

around city attraction being center stage in the Grand Hall, a hit with children & school trips



FINAL'S

Rough first idea. BW is quite dull, might not take this idea forward as feel it isn't strong. I'd let it be more abstract so more unique & luxury!



↳ Different fonts were used with different textures to give a more rough, sketch look almost chalk like against the black & a more minimalist, sophisticated white one with the grand font.

Revis edited on photoshop

CONCEPT 3

Elephant theme.
Due to its popularity, the elephant is the most popular animal and is more approachable than many other animals. This then works well in a design as it clearly addresses the museum's association with it. The museum's association with it is popular with children and young people (around 5-10 years old).



KELVINGROVE
ART GALLERY
AND
MUSEUM



Different style of illustration to see what preparation / arrangement would work best in an design

Kelvingrove
art gallery
& museum

The arrangement had to change as the line was too long, had the SF letters would be too small so approach + Dippy K&G was used as a logo experiment, however looking back I could've made it a shape as it's own which would be the best legible poster.



COFFEE CUPS, what they would look like as you see the cap, favor it for this concept as it keeps the cup interesting and unique, it also follows the text well, the black especially looks very sophisticated due to the contrast.





Runs edited on photoshop

CONCEPT 4

→ When taking the design forward I decided to stop developing the idea at this point. This being due to the elephant theme being overdone & not being inspiring or interesting for the gift shop. Also, the artist who had already been more successful with the Kelvingrove Art Gallery and Museum also produced where blundered over very busy. The designs I had seen of the background (grey of the elephant, with no real pop of colour, it looks like the rest of gallery theme). The font while being attractive, are misplaced & in highlight could be buried in a wrong way. Therefore I decided it would be better to move on from this concept as it wouldn't be used in my final in any way. While the concept at first seemed good, probably & it appeared it was unsuccessful!

Kelvingrove
art gallery
& museum



→ Classic, well balanced typography to try and bring a classy, stylish look

→ yellow background was to try and bring in contrast of colour to make the design pop. However the grey of the elephants ear is the focus point makes it appear dull



CONCEPT #5

ABSTRACT

EXPERIMENTING, on illustrator & adobe sketch creating minimalist patterns and styles for inspirations of backgrounds that would be taken into a design. Used Pinterest alot for ideas around this concept. Due to this being a very popular style of art currently in thought it would work well translating the idea of advertising the art valley side of life in packaging.

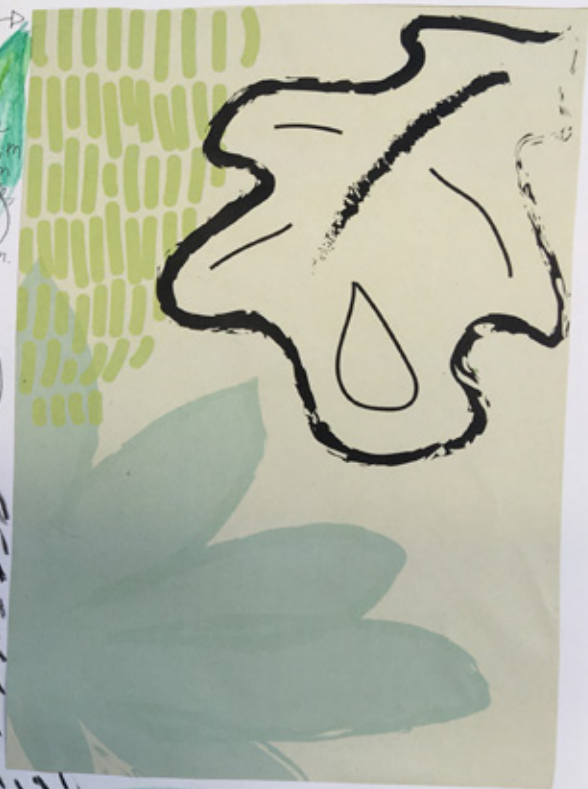
FIRST IDEA, random but well placed shapes and lines with rough textures over here a good color balance that compliments one another



Photos edited on photoshop

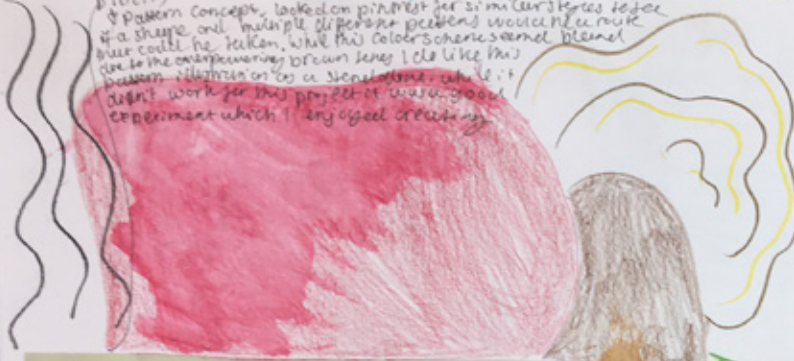
IDEA

Jungle illa based upon the striped animal exhibit. Surrendered to some animals combined with a minimalist pattern. Clear scheme using only green & black for a calm but bold impression.



IDEAS

Pattern concept, looked on Pinterest for similar stories to see if a shape and multiple clipped patterns would be a route they could be taken. While this color scheme seemed bland due to the overpowering brown tone I do like this pattern illustration as a sketchbook, while it didn't work for this project it was a good experiment which I enjoyed creating.



Reas edited on photoshop

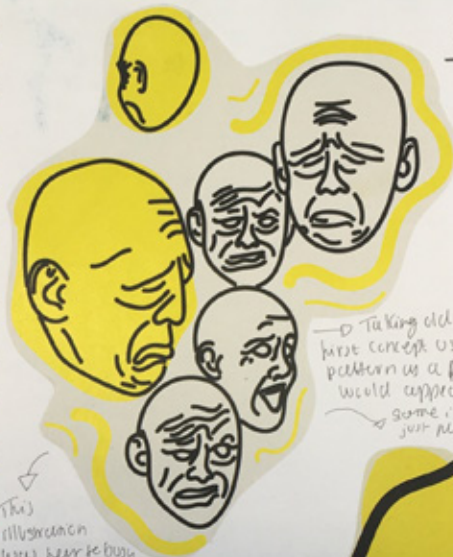
IDEAL

Again on a sketch I decided to combine the abstract idea with the famous 'Floppy heads' in other concepts. I enjoyed using this app and experimenting more with different tools. While I don't love this design, it furthered my idea to go back to the 'Floppy heads' & combine it with a more abstract approach. Therefore this is the most successful idea in this concept as I furthered my idea forward going with the techniques of shapes and patterns I had been trying out!



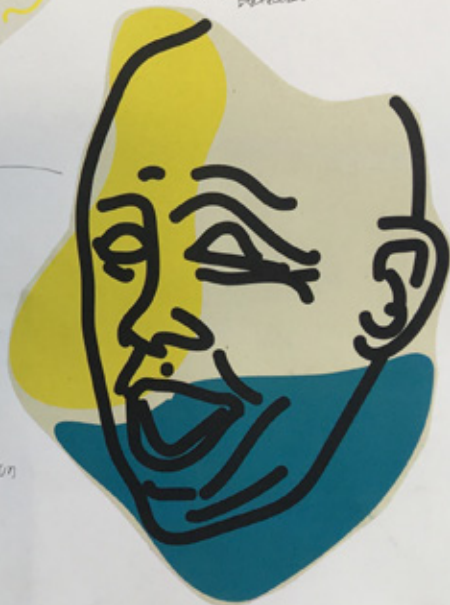
CONCEPT 6

↳ This design was using illustration to create an abstract concept combined with the 'floating heads' concept



↳ Taking old designs from my first concept using colour and lines to create pattern as a rough sketch of what it would appear like

↳ Some illustration just slipped & edited

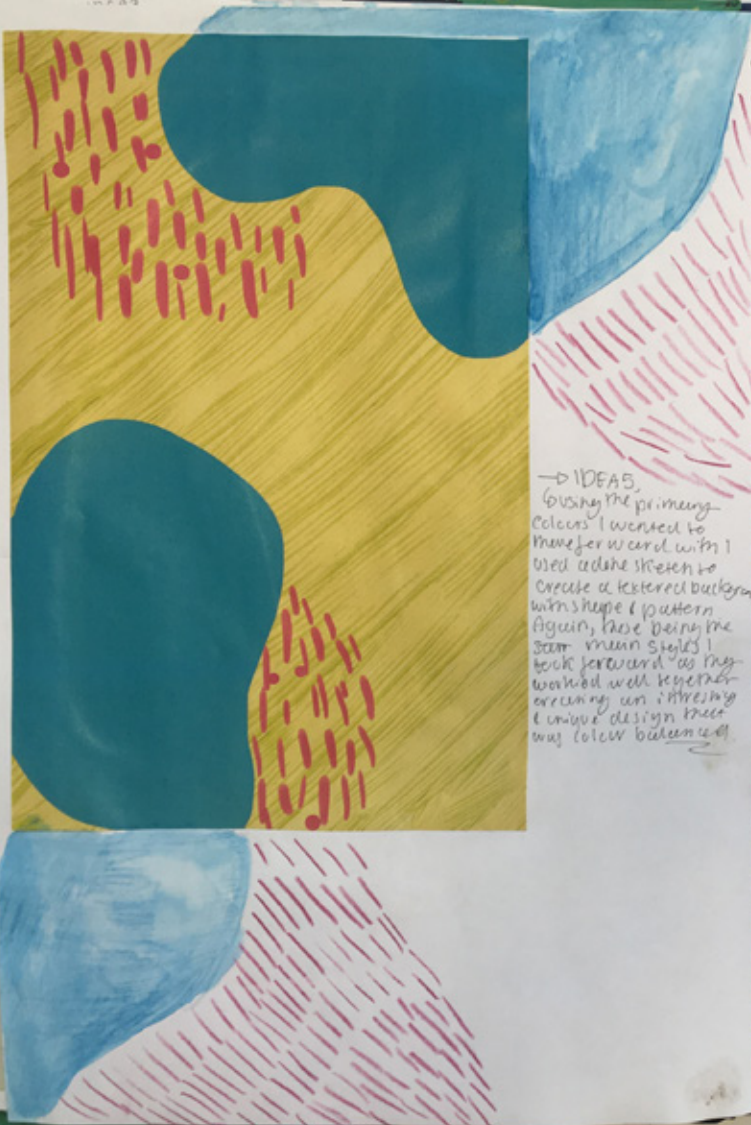


↳ This illustration was terrible busy with no main focal point

↳ Taking only one head made design more minimal and easy on the eye

↳ Again, the primary colour use of yellow & blue are bold and eye catching, taking the shapes from the abstract concept worked well too as they don't overpower the illustration but also draw the eye!

↳ IDEAS, Using the primary colours I wanted to transfer word with I used colour sketch to create a textured background with shape & pattern. Again, these being the same main styles I took forward as they worked well together creating an interesting & unique design that was colour balanced.





→ Experimented with a more natural color scheme for attempting to create a more chic, minimalist appearance however it only turned out dull & therefore boring.

Also used the typography, the layout worked well, but the font is slightly, it was then taken into my rough final ideas of this concept.

↓ EVAL CONCEPT IDEA



The black line bag worked well, but on the black or black lining colour balance well & making it attractive in appearance.

The white on white was so difficult to see, the same happened on the black side bag with the white text which wasn't visible.



Photos edited on photoshop



Again, the phone cases are in both B/W, the black is more successful. Similar problems to the logo. The black on black is more stark appearing.

OVERALL, the final were a stepping stone to experiment and make the corrections needed for my final designs. Therefore they are successful in helping me learn from my mistakes.

While the black is clear to see against the white, the white appears to be washed out in colour contrast, more colour should be included to be the best as the price.

FINAL BRAINSTORMING

Go with **FACES**

most memorable part of museum & can easily take into a minimalist style which is popular

add point strokes for art theme

ABSTRACT

nice wash/texture of ink + pencil = could hand generate like portfolio cover

BIG FACES

was a nice bag was minimal & attractive

COLOUR

-yellow & blue is bold, primary

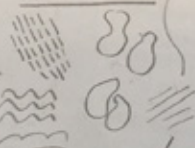
WHITE

for tote bag makes it more light & attractive

BLACK

for coffee cup, makes it slick looking

PATTERN



EFFECTS

- splash brush, brush strokes makes it more 'easy'

KG
KELVINGROVE

Raas edited on photoshop



MORE EXPERIMENTS

Going back to basics using the same abstract patterns & styles hand generated.



rough high size for final concept

PATTERN CREATING



FINAL PLANNING!



Layout of this
picture designed
for the left to
be well



pattern
→ created
for typography

Raas edited on photoshop



—DURING watercolour paints and illustrations from the 'Hanging Heart' exhibit, these paintings were
successfully taken into the final as they are abstract in popular style while delivering Kati's green
with the readability journals, therefore they are high successful!

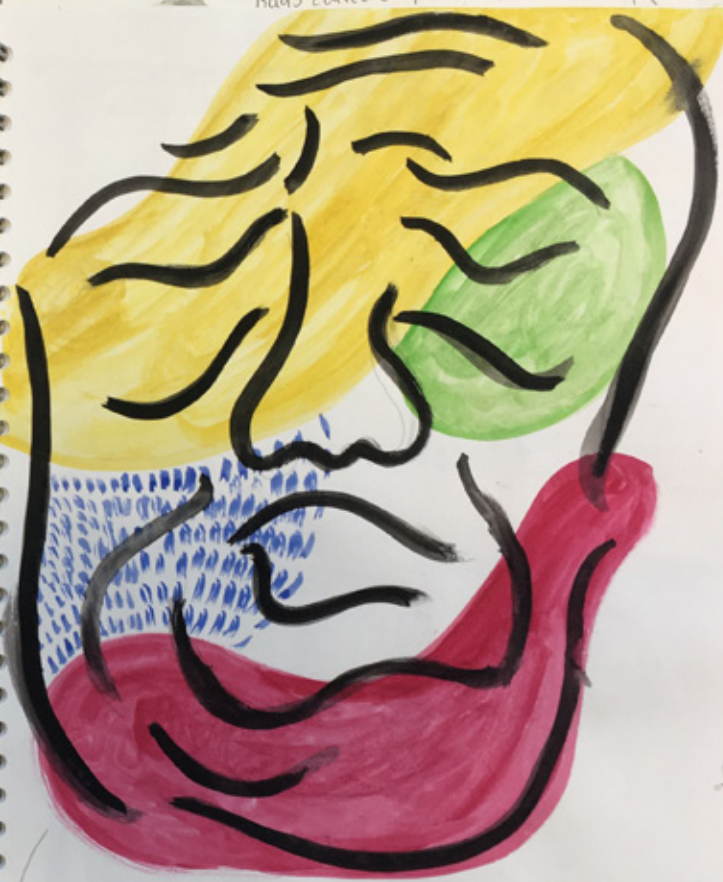
PRIMARY COLOUR
EXPERIMENTS!



Developing these patterns to then take (no screens) with the 'floating heads'

rough hit ideas, talking
downward with
paint with no pen
to give rough paint
texture that would
be attractive on
puckering

Rags edited on photoshop



This painting wasn't taken forward with the others as it is more messy, with the black lines as being as bold it wasn't needed in the final.

COLOUR SCHEMES



→ taking my paintings into photoshop to produce more multiple thumbnails to see what colour balance / theme would work the most effectively in being balanced, bold & eye catching for the gift shop market.



↳ too dark for consumers to pick up, has to represent KCo, happy, light, bold, exciting and attractive!



↳ Personal favorite colour scheme, while it doesn't work for KCo as it isn't bright enough as a brand colour, I love it. ☹



↳ Rusty, for all practicalities that doesn't link with the gallery's atmosphere

Reas edited on photoshop

Again, while the colour schemes don't work for KCo they are successful standalone pieces, having balance & complementing each other.



Another personal favorite. I love the black background of the contrast is so bold but still so simple to make out!



↳ a unique & visually interesting, very abstract however, consumers would be less likely to pick up due to confusion over what it could be.

- Taking my second painting
into photoshop repeating
the same process.



→ His variations and use reflection
these work well together, with the
underlying dark line and all colors
complementing each other they
have a strong sense of
harmony together

Reas edited on photoshop



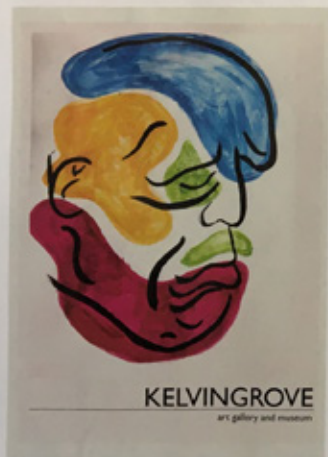
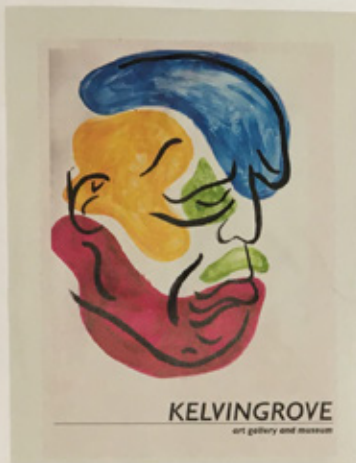
Both these are too cold, with only the hot color
being isolated at the bottom corrects an
accidental focal point which would interact
with line throughing the colours off balance ->



→ Again, these could be a collection
due to the reflection of each other's
similar colour balance, they are
calming whilst also debated and
interesting to the admirer.

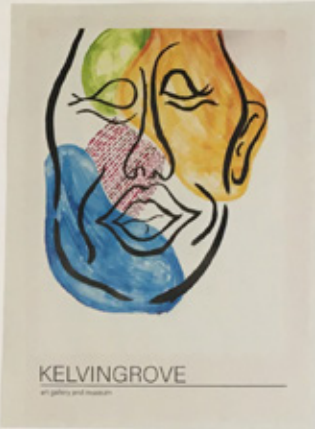


-Pushing forward I decided to stick with the primary colour scheme as its better suitable for children, eye catching and also well balance of.



Experimenting with layout and typography, I decided to stick with a minimalist theme. Using different point fonts must work better than to much variation.

Raas edited on photoshop



FIRST COFFEE CUP DRAFTS!!!

using warp in photoshop

cons: cloned designing the last however we could

Brightness of cup changed to match white of the illustration

When moving forward, I decided to not include any typography. This being due to the design having no space for it to be successful. Also the name on the products isn't a necessity as the location itself is already distinctive and interesting by being a memorable exhibit!

FINAL FIRST DRAFTS!

was changed to make the face bigger



TOTE BAG 1



PHONE CASE 1



COFFEE CUP 1

→ Really happy with how each design turned out, due to the 'floating heads' being the illustration it clearly advertises Kelvingrove hence it would be found in a gift shop to take away as a souvenir. The abstract style of painting also makes it visually exciting and attractive, as making it popular with consumers. Their only criticism is that hence it will sell. Overall, I believe I have met the standards of my brief due to reasons listed above and all 3 products being designed in multiple concepts.

Bags edited on photoshop



TOTE BAG 2

→ Both bags could be sold as individuals OR combined with one pattern being the front, the other the back

→ Same principle for the coffee cups



COFFEE CUP 2

→ style of cup is wrong, this is a paper cup that should be a reusable coffee cup, which is environmentally friendly & more suited to a gift shop for consumers



PHONE CASE 2



Experimenting with fonts in this product produced this design!



Very rushed, misplaced text, didn't work as clearly as I'd like!

Appears as if trying to hold the font!

TYPOGRAPHY!

loved the pattern third kkbag as it clearly defines the text!
 SUCCESSFUL as the design can be taken forward into ALL PRODUCTS!



Bags edited on photoshop again, zooming closer up on the faces to experiment with different layouts.



iphone case as they will sell more with consumers more likely to have an iphone.



Didn't take this design forward, need the phone cases as 3 products may be too much. Plus, I didn't like this design on the case as it seemed too condensed & messy in the layout.

PHONE CASES

The same designs were used for recognisability, keeping them the same style as the tote bags.

Font here looks better in white due to white of phone case.

DEV

FIN

TOE

- Do the work with the scan but the design

DEVELOPING THE FINALES

Tote Bags!

- Dec. ded to make 2 products for the tote bag as both des. gns worked well. However if both were combined to make one tote bag, there would be no room to advertise KG with typography. Therefore, a third ~~design~~ design was made in the same color scheme & pattern for both bags. This also clearly makes the tote bags apart of the same design whilst advertising KG. It also gives the consumer options of what to purchase.



back of both



→ The design then goes round me & LP as one, bringing together all the paintings & typography to form one design.

(reusable)

COFFEE CUPS

→ Personal favorite design as it combines all 3 paintings, nec one to produce. Think it flows well due to the color scheme and pattern being the same style throughout. It is also bold & eye-catching to consumers with the typography clearly featured to advertise KG, without being a distraction from the face.



Font here changed to Diacete to match the top of the cup, and the lines of the paintings.