

PORTFOLIO



REPORTS

monikarh.com/portfolio4

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GRA2 Portfolio 2 2018
Noroff

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INTRODUCTION

This semester's assignments have been fun, exciting, demanding, and inspiring. While working on each assignment I have gained a deeper understanding of the work that is put behind any design we see, and how visual elements and an identity are important factors for a brand and in design in general.

I have kept building my own design identity, and believe this today is a lot stronger than prior to this semester – yet still keeping an open mind to approach other styles and looks. Working with web design, photography, posters, iconography and motion design has broadened my knowledge in different ways of successful communication. My skills in Illustrator, Photoshop and After Effects have improved a lot, and this again has made my work process more effective and the end result more desirable.

My interactive portfolio presenting this semester's work can be found on monikarh.com/portfolio4.

Portfolio Design Choices

The portfolio is meant to represent me as a designer, so I decided to make a rather minimalistic design. This is something I've been drawn to since I started my degree in graphic design, and does remind me of my Nordic roots. In addition to black and white, the blue colours in use are based on those in my logo. The font I used for headings is Mirza, which is the font used in my logo. To go with this I'm using the font Open Sans.

My one-page portfolio website is built from scratch, using HTML and CSS. Since this was a website that would not need updating very regularly, and it would not be a very complex one, I figured I might as well do all the coding on my own, rather than using WordPress. I believe the design of the website displays my portfolio work well, as I have very clearly separated the different assignments with a small change in the background colour. By adding a menu to the top, it is also easy to quickly navigate to the assignment of interest.

The portfolio should come across as organised, minimalistic, and easy to navigate. Because of the little use of colours, there isn't too much going on, which lets the viewer focus more on the actual assignments - which, of course, is the main purpose of a portfolio. I also let the layout of my reports be inspired by the website, and have displayed each of the individual reports almost as if they were a page on the website itself.

In addition to my reports included here, I also have quite a few personal reflections on monikarhdesign.wordpress.com.



MA04 - DESIGN HISTORY WEBSITE

INTRODUCTION

When making the design for this website I have tried making it as simple and minimalistic as possible, yet still keeping a modern and interesting look and feel. It utilises a two column layout, and white space has closely been considered.

The purpose of the website is to display five different style periods from the 1950's to today. It should be easy to navigate, and relaxing for the eye, not have more elements or text than needed, and strong imagery.

Interpretation of Task

I understood this assignment as having to design and build a website about the graphic design history from 1950 to today. How I did this was up to me, but I chose to do it from scratch with HTML and CSS. What I decided to do to create the content was also up to me, so I put quite a lot of time and thought into this to get a better end result.

Concept and Target Group

The site's purpose is to gather information about the style periods Pop Art, International Typographic Style/Swiss Style, Psychedelic Movement, Graffiti and Street Art, and New Wave/Punk. It should teach people about these periods through text, visual elements, graphic designers from the periods, and parallel social events influencing the styles.

The target group are graphic design students in the age of 19-25. These are males and females, and will visit the site to learn about the design history. They are interested in graphic design, and may be designers already or still students only.

Message/Achieved Action

What I wanted to achieve with this website was a user friendly, interactive, and visually appealing site that could easily teach people about the design history.

Website URL - The site has been uploaded to *monikarh.com/gdh*

Layout/Design - I aimed on a minimalistic, timeless, clean and strong design.

Colour - In addition to black and white I have only used grey and a touch of red.

Typography - The fonts I decided to use on the site are the serif font Amiri, and the sans serif font Raleway, both Google web fonts.

Elements and Imagery - I have created several images to reflect and visualise the different style periods. These are all based on characteristics of each period. For elements I have created icons as a personal font that has been integrated in the CSS, and simple lines of 1px are used as extra visual elements.

RESEARCH AND WORK PROCESS

I have looked at other websites for inspiration, I have watched a few videos on Lynda.com about web design, and I have researched sitemaps, wireframing, and front-end design for this assignment. In addition, of course, is the research on the style periods.

Research and Analysis

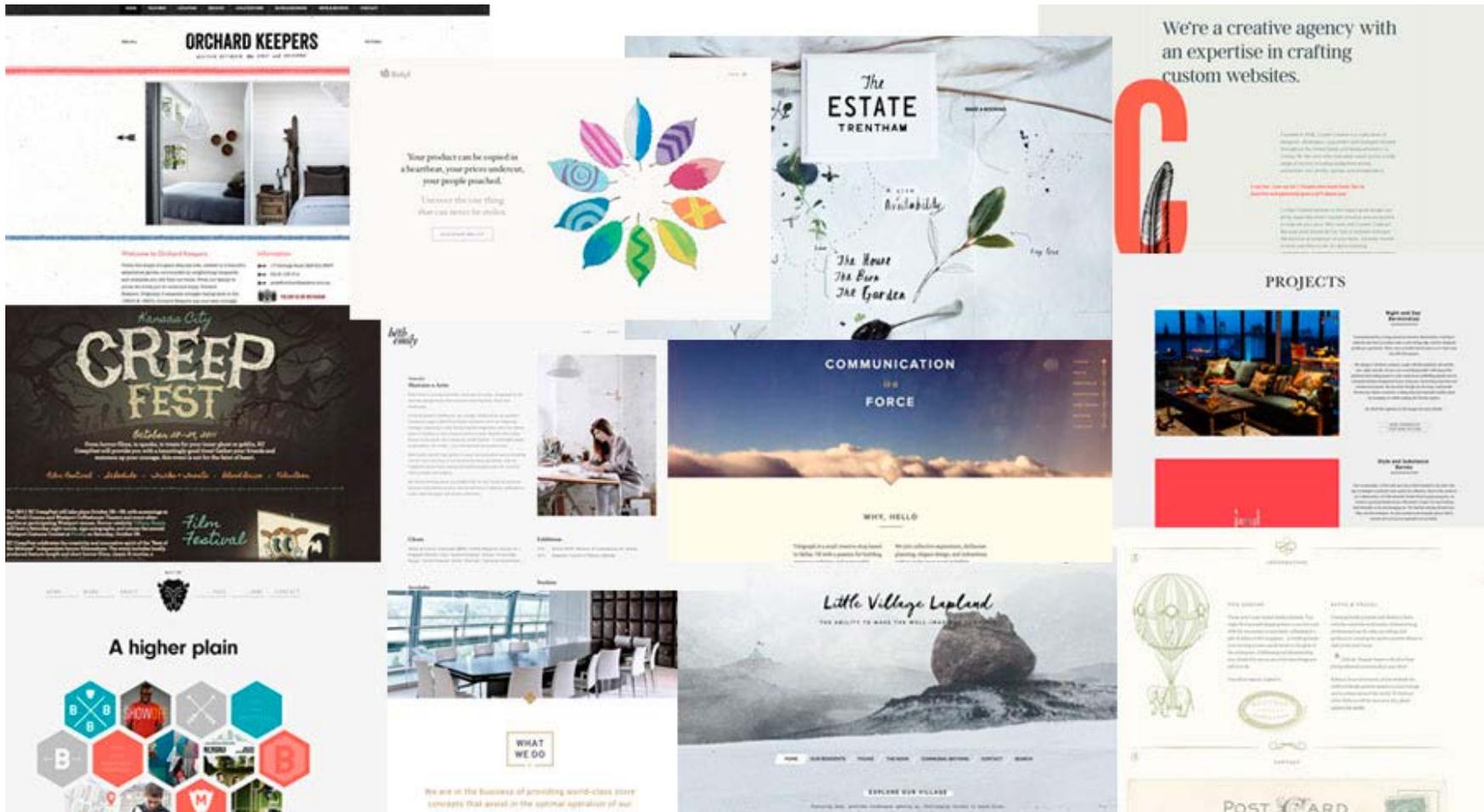
Defining Concept - The concept of the site is to gather relevant information about five periods/styles within Graphic Design from 1950 until today. These periods are Pop Art (1950-1970), International Typographic Style/Swiss Style (1950-late 1960), Psychedelic Movement (1960-mid 1970), Graffiti and Street Art (1970-), and New Wave/Punk (1970-mid 1980). Its purpose is to teach graphic design students about the style periods, through text and visual elements. The site should teach the visitors about 2-3 graphic designers active in the selected period, and also parallel social events that influenced the period. The website needs to have an interactive timeline.

It will consist of 8 pages: Home page (visual presentation of style periods), About page (about the website), Timeline page (interactive timeline), Pop Art, Swiss Style, Psychedelic Movement, Graffiti and Street Art, and New Wave/Punk pages (about each of the movements). Only the Home, About, and Timeline pages will be in the top menu; the actual style pages will show through a dropdown menu under Timeline, and the timeline on this page will also navigate the user to the different periods.

Defining Target Group - The target group are graphic design students. The majority of these will be young adults (19-25), and both males and females. They may of course also be adults of older age, who either wish to broaden their knowledge in a field they might already be working in, or just changing their direction of field. Since they are students they're currently in school, and are still in the process of finishing their education. Graphic Design will (hopefully) be one of their main interests, which means the design, look and feel of the website is even more vital to consider.

The website may be a source for the target group to learn about the history of graphic design. All information should therefore be easy to understand and comprehend, well descriptive, short and concise, and of course be correct.

Other Websites - *The Best Designs* made researching good website designs easy.



Some of my favourite sites were *The Estate Trentham*, *Beth Emily* and *Belify*. The two latter were my main inspiration for the final website. I loved the simplicity of these sites. Contrasts are used well, the focus is always easy to spot, and the navigations work very well. I was quickly inspired by the two sites, as I found them to perfectly fit the desired mood.

Interactive Timelines - Free Frontend has gathered several *timelines mainly relying on CSS*, so I checked this out. Since we haven't learnt much about JavaScript, I didn't feel I would be a strong enough developer to create a timeline I would be happy with if using JS - instead I wanted to see what my options were using only CSS and HTML. However, I did see that even some of these would need some JavaScript coding.

Sitemap - *Graphic Design School* explains that “careful planning will save you considerable time”, and thus “your first step should be to plan your site out in a sitemap. The main purpose of this is to carefully plan out the site’s architecture,” and such a map will suggest what the “website sections, main subsections, and navigation routes between pages” (154) will be.

Home (index.html)

Welcome/short description of site. Slideshow/other presentation of the movements (clickable links directly to the timeline or specific styles)

About (about.html)

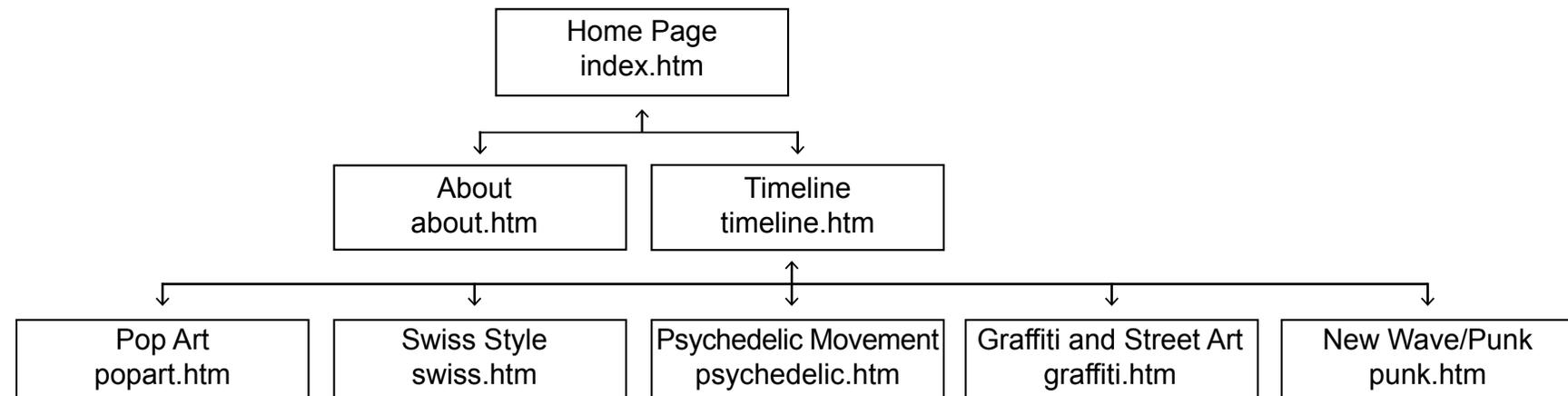
More descriptive about the site. Why was it created, and what can the user expect to find

Timeline (timeline.html)

Photographic description of the movements quickly presented in an interactive timeline/list OR a more thorough timeline which lets the viewer click and open the different styles on the current page (not individual pages)

Pop Art / Swiss Style / Psychedelic Movement / Graffiti and Street Art / New Wave and Punk

Information about the period/style (description, characteristics, 2-3 artists, social events), and visual examples



Briefing Form - I chose to fill in the briefing form I've set up, to gather more information.

What kind of visitors are you expecting on your site?

Graphic Design students, both males and females. People who have a fairly good understanding of technology and interactivity, those looking for information about the history of graphic design

What actions do you want your visitors to take on the site?

Learn about graphic design in an historical context, some interacting needed to get the information (e.g. clicking elements or buttons). Mainly navigating, reading and clicking

How many pages do you want?

Home, About, Timeline, 5 Styles = 8 pages

What do you want to be the first thing the viewers see on the site?

A quick idea of what to expect from the site (an image or more to visualise)

What features should be used on the site?

Interactive timeline/list, slideshow or other way of displaying the periods on the Home page

Do you have any colour preferences? What should the look and feel of the website be?

The website itself should be pretty timeless, clean, and bright. It should have a quite sophisticated look and feel. Minimalism is key for the site's core structure. The images/products to represent the styles and the timeline/list should be the focal points, and what primarily catches the viewers' attention

What is the most important part of the website for you?

A well structured timeline. This should be easy to navigate, and quick to load. All information and visual elements need to be relevant, descriptive, correct, and easy to understand

Which devices will the visitors be using?

The audience may use computers, tablets and/or mobile phones to visit the site, which means it is important to make the site responsive
Content - From here I began gathering relevant information about the different time periods. This took quite a lot of time, as I wanted to explain the styles in general, and also find relevant characteristics, artists, and social events that somehow affected the different periods and artists of the time. While doing this research I also made my own designs to further reflect and describe the periods. This will help the viewers better understand the styles, and also made me learn a lot more than by reading and writing only.

Mind Map - My mind map is fairly straight forward, with everything based on the topics Design, Logo, Timeline, Target Audience, Coding, Pages, and Concept. This helped me gather all my ideas, and getting a clearer idea of what I wanted the website to be like.



Moodboard - Having a moodboard will help make aesthetic choices that promote the site and attracting the target market. It will also ensure consistency is kept, if one follows the colour, fonts, and everything else placed on this moodboard. I knew I wanted this site to be simple, clean, modern, and sort of timeless. So these were my basic thoughts when putting together the moodboard. I also included some inspiration for the different style periods.

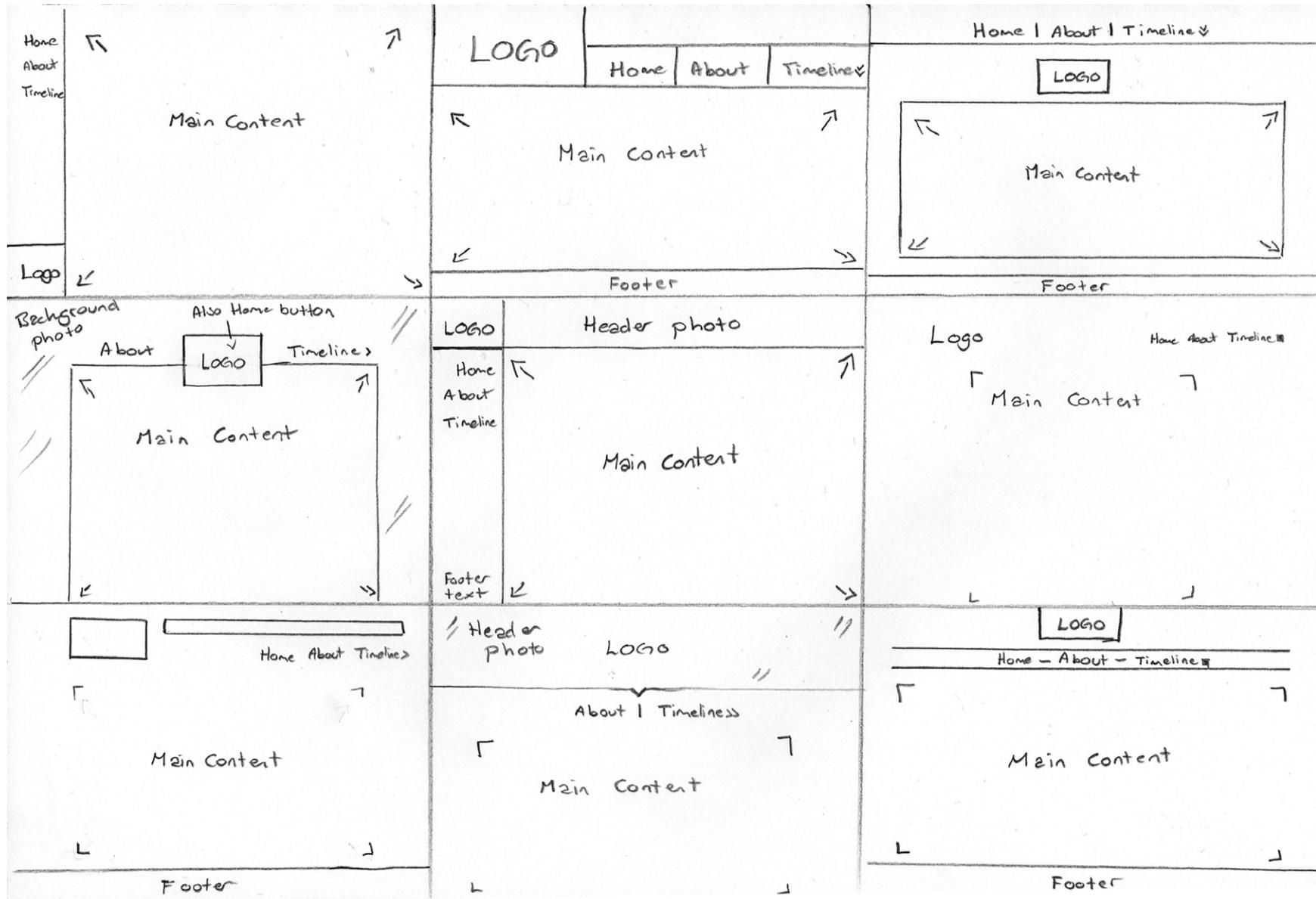


Coming Up With Ideas

Based on websites I saw in my research, I tried out a few layout ideas in the first process.

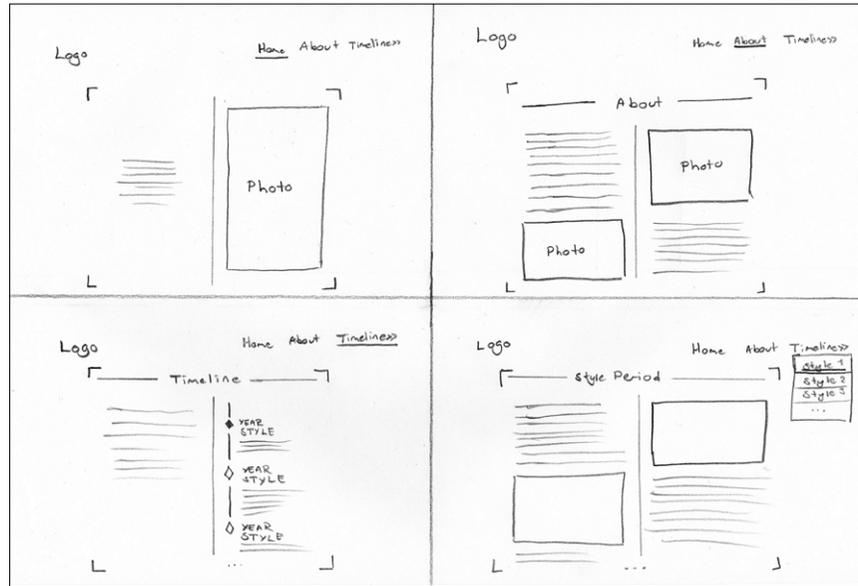
Sketches - Since I prefer doing my initial sketches by hand, this is what I did this time as well. As one can see here, I have tried a few different placements for the menu bar and the logo; mostly with a horizontal menu bar, but also vertical.

I did, however, quickly realise that I prefer a horizontal menu, as this is what we usually see when entering a website, and thus kind of expect to see. This way I also feel there is more room for the actual content below. I also like having the logo towards the top of the screen, since this should be one of the first things people see when entering the site. This helps establishing who's website it is, and also gives an idea of what to expect from the site.

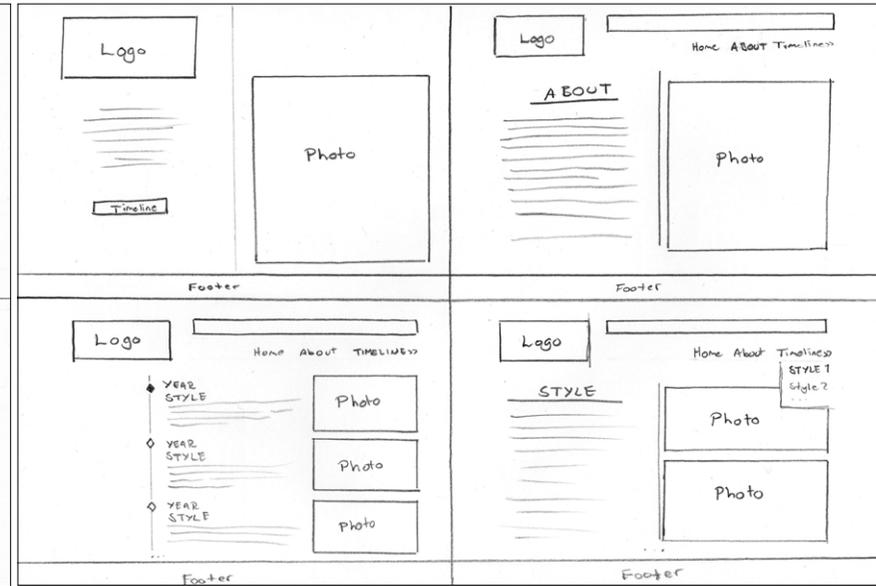


I then chose two of my favourite ideas from these sketches, and tried out the layout for all pages I need to make (with one layout that would be used for all style periods).

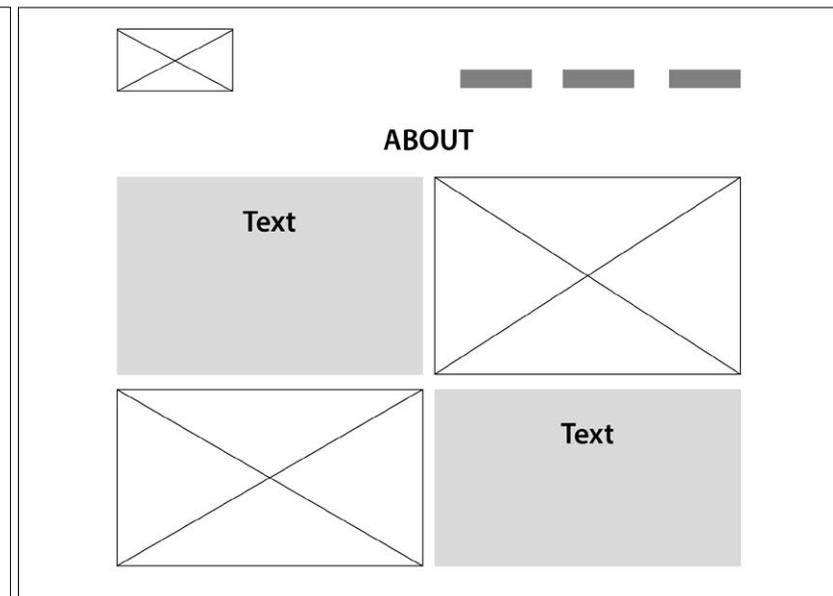
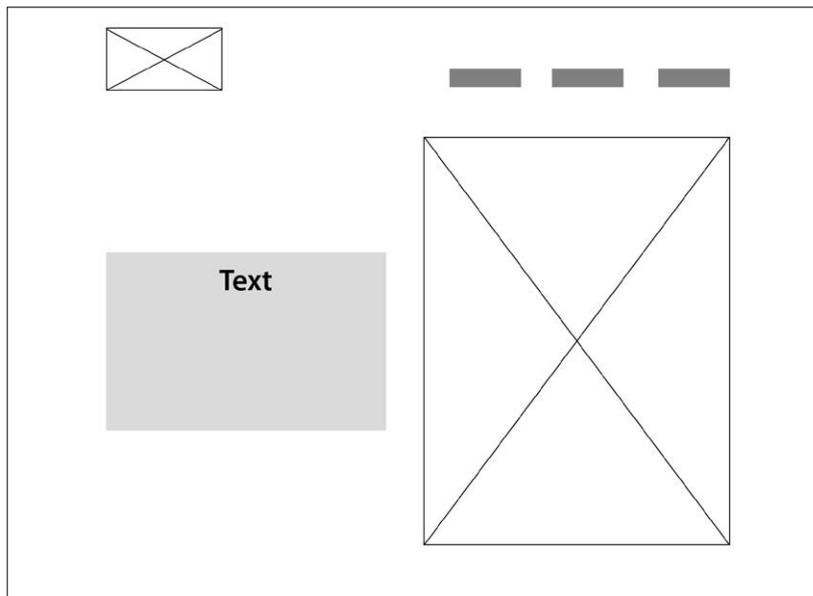
Wireframe 1

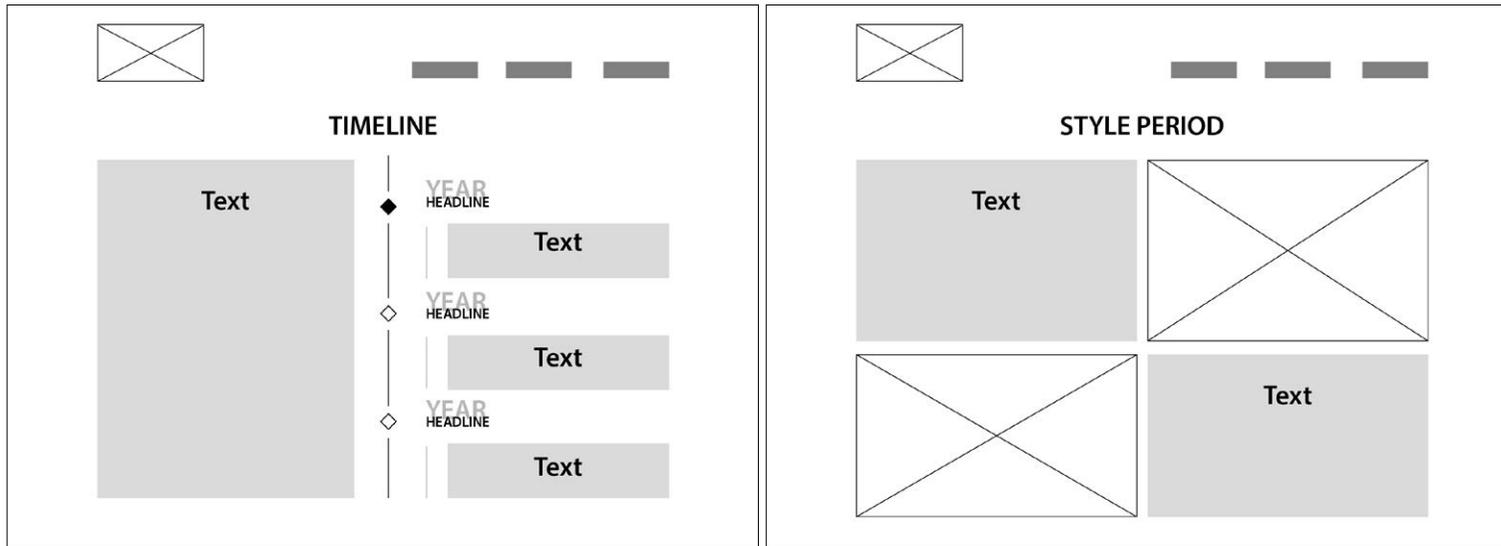


Wireframe 2



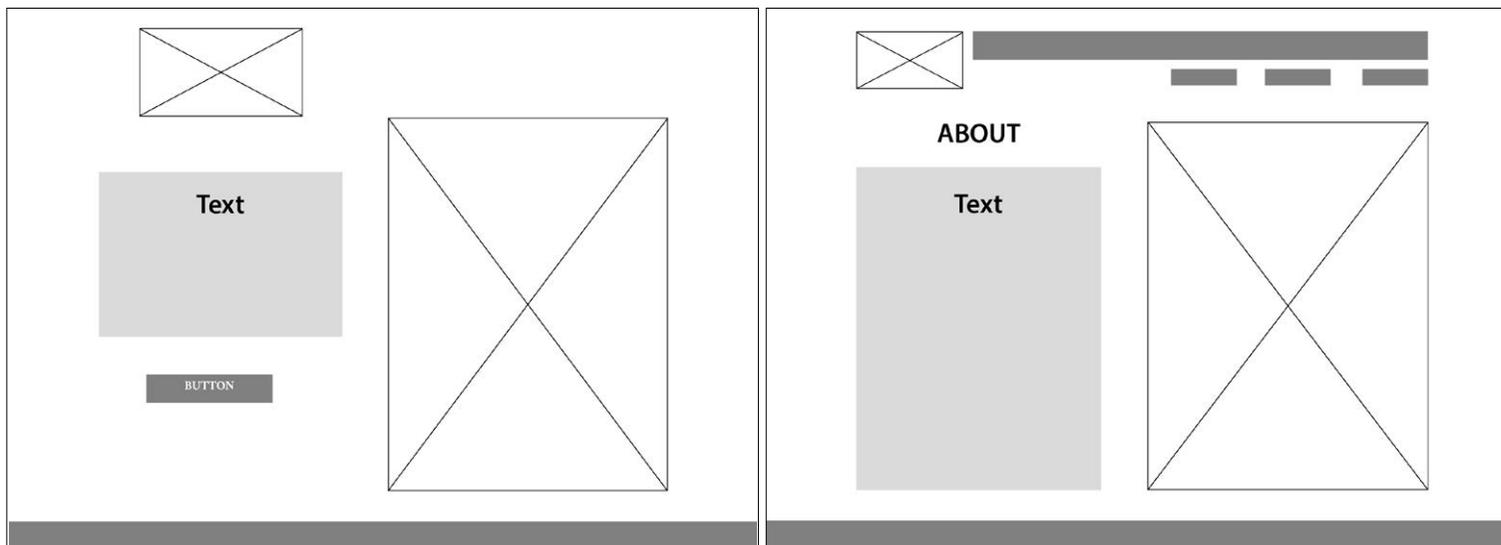
Digital Sketches/Wireframes - I further brought these two ideas with me into InDesign to see what they would look like on screen. The purpose of a wireframe, as explained by Sue Jenkins in *Designing Websites from Photoshop to DreamWeaver* is "to determine the organization and placement of webpage elements, including branding, navigation, header, footer, and main content."

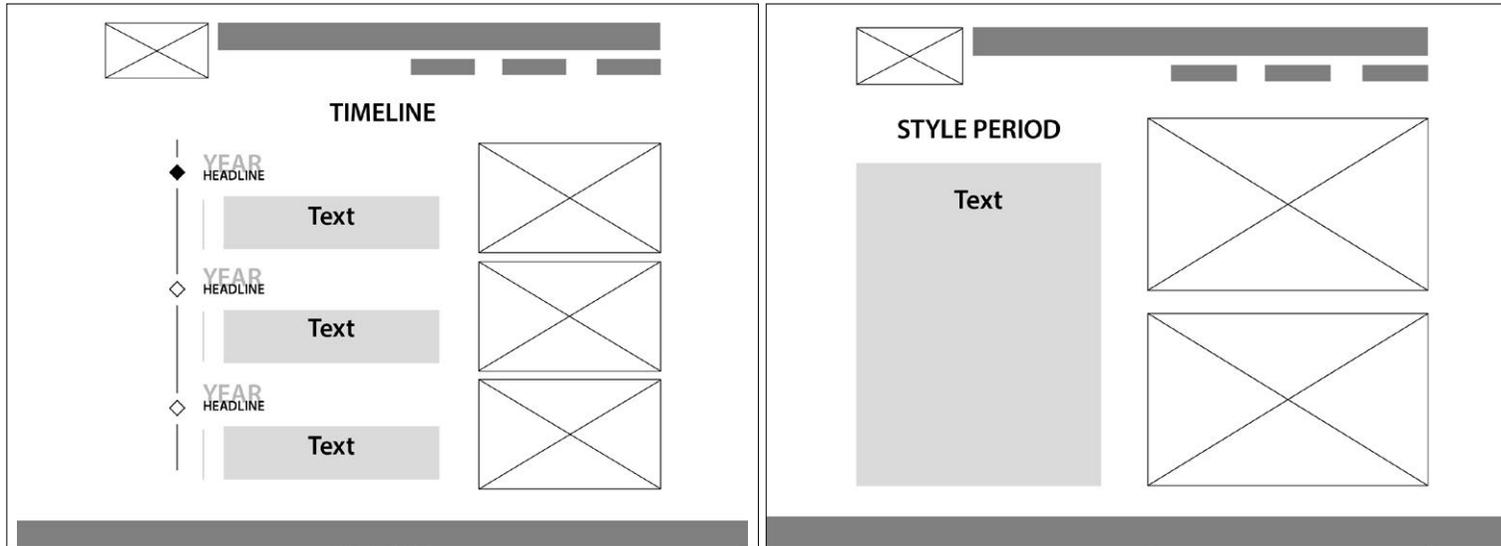




I kind of liked the first idea because it was very minimalistic, and definitely managed to keep the focus on the style period and other content of the website. A fault I found with this however, was that I didn't like the photos and text jumping back and forth between each of the columns. I also saw that it was important to include a footer if going with this idea, since it felt like something was missing to finish off the page properly. Besides, I found it to be almost too minimalistic; not enough was going on.

To make white space work it is important not to have too little, nor too much. I think this idea had almost too little, so I figured the other idea might have a better chance of working.

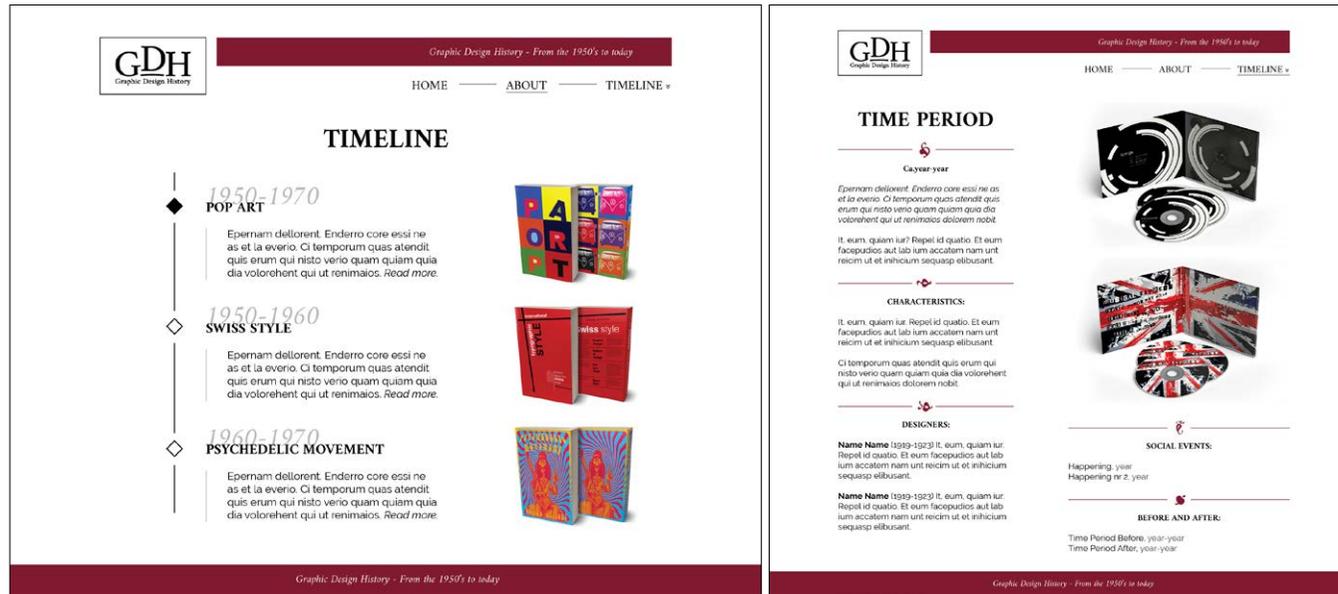




The second wireframe idea is therefore the idea I ended up working with. In some ways it is a little similar to the first layout, but with this I always had photos on one side of the column, and text on the other. This felt a lot more tidy and more in line with the design and look I wanted. I also liked not having the navigation menu on the home page, since it made it look very neat and simple. This idea worked better with the white space as well, since there was some more going on while still not being too much.

Mockup - Inserting photos, text, and adding colours to my chosen wireframe, I made a mockup in Photoshop to better visualise the site.





Logo and Images - For the website I have also created a logo. When thinking of this logo, I wanted it to be simple, timeless, and use 1-2 colours.

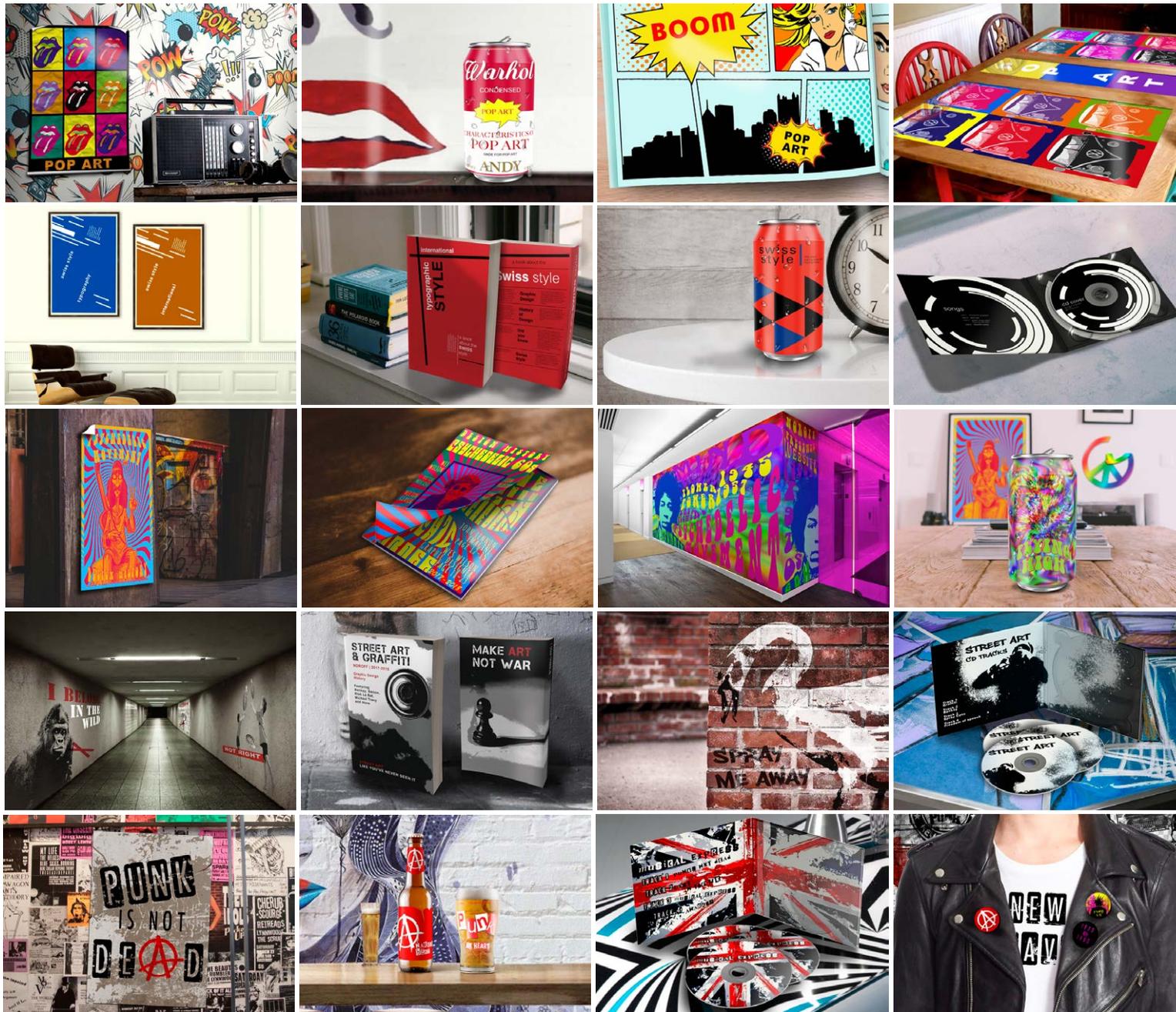


Since "Graphic Design History" is quite long, I also needed a shorter version of this, and decided to use GDH as the "icon" part, and placing the whole text below. The line on which the D is placed, is based on the baseline of the H.



In addition to this I have as mentioned earlier made my own designs for each style period.





This helped visualise the periods - I wanted to use my own designs since the assignment brief said all text and content must be self produced.

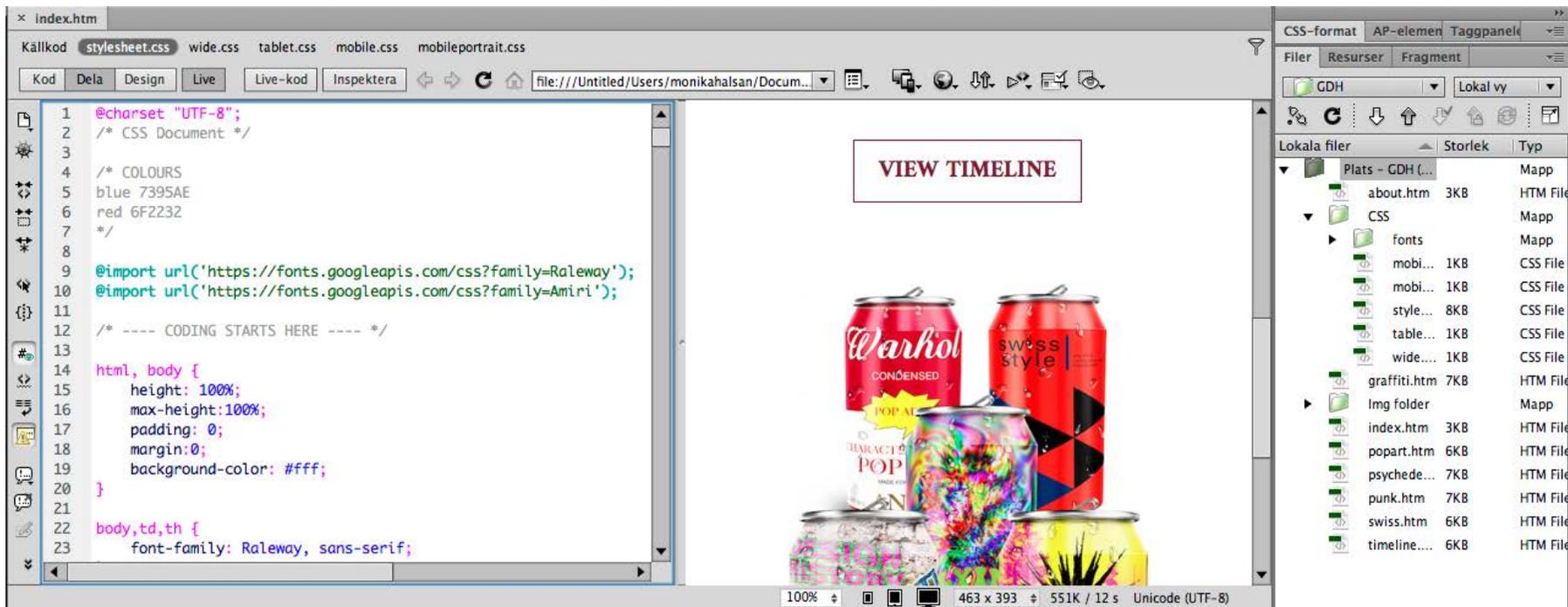
CODING

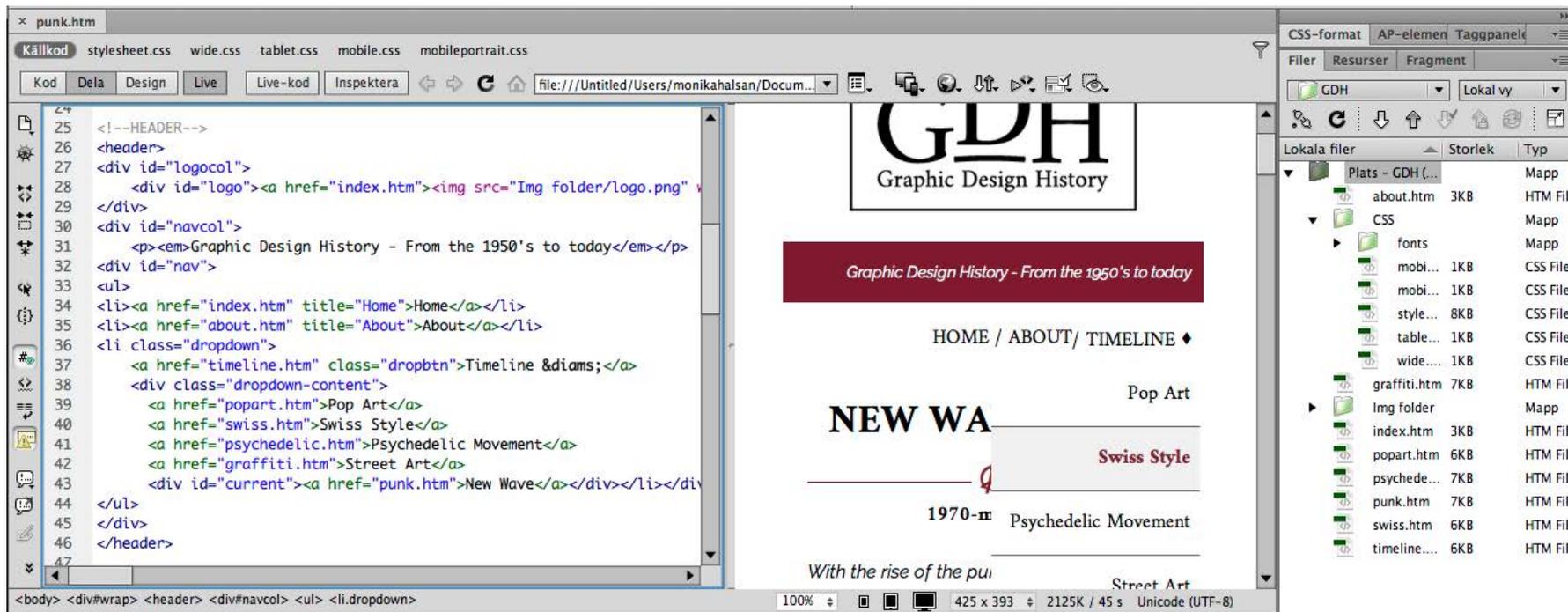
Coding the site

The assignment brief did not say whether or not we had to code the site from scratch, or if a child theme in WordPress was fine. But I decided pretty much straight away that I wanted to build the site from scratch, using HTML and CSS. I think this gives me more flexibility, and I figured less coding may be needed in the CSS since I didn't have to overwrite the existing CSS from the parent theme. Since this is also not for a real client and the site won't have to be updated much in the future, I saw this assignment as good practice to learn more about coding. From the beginning I also made sure to have a good system and order in my folders. This makes it easier to navigate when building the site.

Before starting the coding I sat down with a printed example of my mockup and wrote down what different classes and id's I would need to achieve the different styles. This included all headings for example and made me see what would separate the different ones - but also what made them equal, so I for example could gather several styles on certain things as shown below:

```
h1, h2, h3, h4, h5, h6 {  
    font-family: 'Amiri', serif;  
}
```





Technical

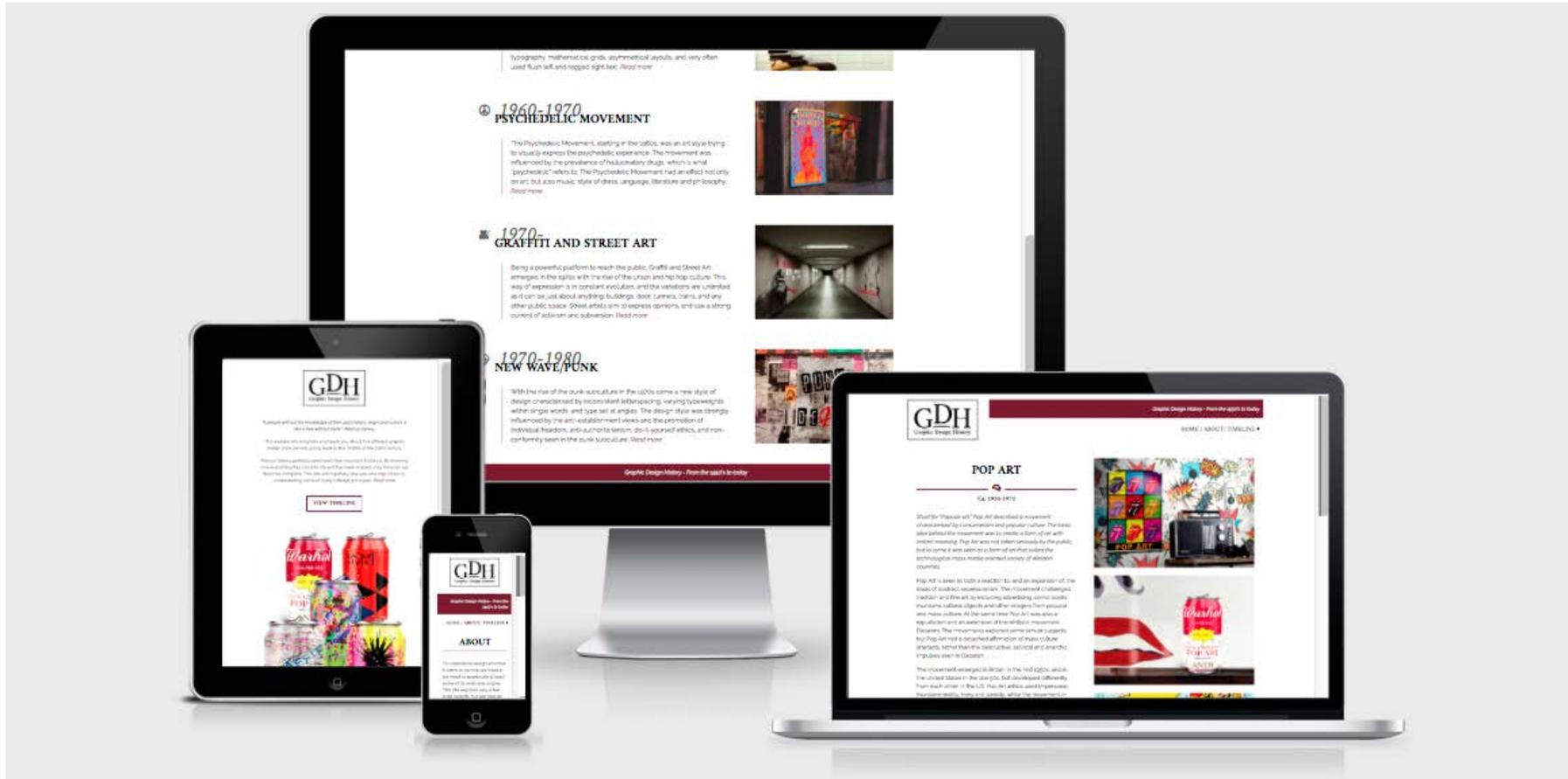
On the timeline I have made the content of each style period inside an id called "timelinebox" - when the user hovers the different boxes, the colour of the year and icon go red, with the style "-webkit-transition: all .3s ease-in-out;" added to it for a smoother transition. I think this gave the timeline a more of an interactive feeling, and just made it a little more exciting.

To create my own icons for the lines on the timeline I used *Fontastic*. This let me make my own icon font, and integrate this font into my CSS so I could easily change colours, sizes etc. as I needed - this was also the only way I could think of to place the icons in the centre of the lines. So in Illustrator I drew some simple icons that described the different style periods as well as the topics on each of the styles.



Since the design should also be responsive, most of my sizes have been set to % rather than px. This alone will make the website look a lot better when used on multiple screens and resolutions. In addition I have separate CSS files for mobile phone and tablet use. These make sure the menu doesn't disappear into nothing, nor is on top/in front of the main content, the columns don't get too narrow, and that everything just adapts to the screen size. On mobile and tablet the text is no longer next to the photos, and the photos rather take up the whole width of the content, as this looks more appealing on these screens.

Using *What Is My Screen Resolution's Multi Screen Test*, I have tested that the website looks good and correct on different devices, as well as asking a few friends and checking on multiple computers/browsers, tablets and mobile phones. Below is the site tested on *Am I Responsive?*



Uploading the site

Since I have uploaded my own sites to my hosting company One.com quite a few times now, this process was quick and without issues. So the website was uploaded to my host, and is available to view on <http://monikarh.com/gdh/>.

DESIGN CHOICES

Style/Genre

My goal was to create a simple, modern, and timeless website. Its focus should be on visualising the style periods through product photos, and I wanted to use white space as an advantage. I believe I have accomplished this by using the chosen colours, fonts, and layout I have. The website should give the visitors the impression of being reliable, easy to navigate, and modern. The little touch of red makes it warmer, and really binds the content together.

Layout/Design

The actual layout is consistent over all pages except the home page. The home page differs as it doesn't have the navigation menu, and the logo is larger. I wasn't sure if this would be smart at first since people are used to using the menu, but from the home page it's easy to go straight to both the about page and the timeline. So I think this works great, and my teacher agreed.

The other pages however, follow the same layout. On these pages I've made the logo smaller, moved it further left, and added the navigation bar with a short description on top. The main content is placed in two columns below, and the footer follows at the bottom. This makes it easy for the visitors to navigate, and to get a good overview of the site quickly. The timeline differs slightly though, as the columns' widths change a little, but it's still using the two column layout.

Typography

I straight away decided to use web fonts. So on Google's web fonts I started looking for both a sans, and a sans serif font. As Nigel French says in his video *InDesign: Typography*, combining a sans serif with a serif font "gives us contrast, and contrast is a very important factor when combining typefaces."

The serif font I found is called Amiri. This is also the font used in the logo, so this ensures some consistency between the design and identity. *Google Fonts* describes Amiri as "a classical Arabic typeface in Naskh style for typesetting books and other running text." It was designed by Khaled Hosny and Sebastian Kosch. Amiri, 12pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"#%&/()=?

When thinking of a sans serif font to use, *Raleway* quickly came to mind. And funnily enough I later saw that it was listed as a popular pairing with Amiri on its Google site. *Raleway* is a font I have used several times before as it comes across as quite modern and elegant, and especially the W's make it easy to recognize. It was initially designed by Matt McInerney, and later expanded to a larger family by Pablo Impallari and Rodrigo Fuenzalida. *Raleway*, 12pt:

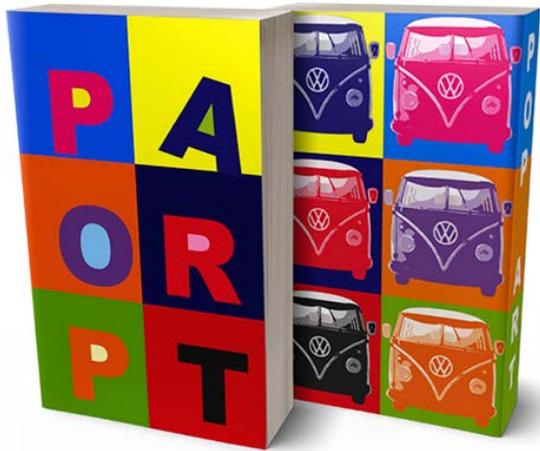
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"#%&/()=?

Imagery

All images have been created in Photoshop. I have found many mockups on *Mockup World*, and since I wasn't going to use this for anything else than just placing it on the website I simply made the designs within these mockup files. When making these designs and layouts I went online to

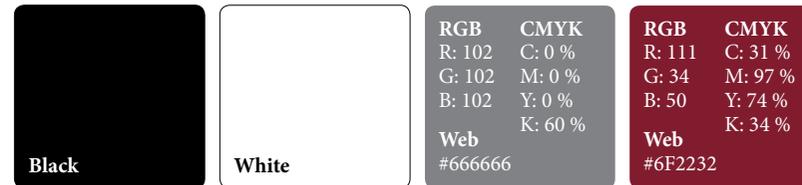
find inspiration on Google photos - some, such as the Andy Warhol can, take a lot of inspiration from already existing designs, while some are more different. Most of my reference photos for the designs are attached to the pinterest moodboard listed under "Sources and References."

I had originally planned to use the mockups as they came, but later decided to go a different way and sort of place the products in an environment. The reason I changed this was that when placing them in the website there ended up being way too much white space in my opinion, and it got too "simple". Below are a couple examples of this change:



Colours

Apart from the images which come in many, many colours, the colour palette of the site uses only four colours. Black and white obviously create contrast, so the background is white and text is black most of the time. This ensures the best readability. The only exception is some of the text on the home page, and the year on the timeline. The year is in grey, behind the black style period name - and these had to differ to not disappear into each other. Finally is the little touch of red, bringing in some more colour for visual interest.



I think these colours are enough; this way we keep the focus on the content and style periods.

Elements

I have tried keeping elements to a minimum to create the minimalistic look I wanted. Since there are so many images I figured many elements were not needed. What I do have though, are mainly lines and those icons I used to create my own font. Apart from these, it is the images that make up for most of the elements on the site. The coloured bar above the navigation menu ties well in with the footer and may in one way be seen as elements as well.

I believe adding more elements soon would have made the site too busy.

SELF EVALUATION

Reflection Around Finished Product

The website I have designed is one I'm very happy with. I think I managed to create exactly that mood I was aiming for, and in my opinion this is a site people can easily interact with, and learn about the different style periods from. The overall design with its elements, imagery, colours and typography looks good, and should manage to engage people.

I believe I through my research and planning managed to plan out the site well before starting the coding. This got rid off most of the technical issues I could have run into, and let me plan out classes and id's well from the start. All of this has made my coding process a lot easier - and thus a lot more fun as well. Google has been one of my best friends when coding, as people have discussed HTML and CSS codes before me on countless forums and threads, as well as videos.

Development and Process

The design is in many ways very similar to what I first had in mind from some of my sketches. The changes I have made since then have only improved my design, both in terms of the visual design, and also the technical issues. What has been my biggest challenge probably is to keep it as simple as possible, whilst also making it visually interesting. I have had to consider what elements and images would draw the attention of the viewer, and have had to work around that. This is something I feel I eventually managed to do with the design as it is.

I think this assignment has been very interesting and fun to work on. It was a quite open assignment where I was able to decide a little myself what I actually made (content), and that is something I think has been very fun. Making all the imagery myself was both challenging and fun as well as a good way for me to learn more about the characteristics of each style, so I'm really glad I decided to do it this way.

SOURCES AND REFERENCES

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<https://www.thebestdesigns.com>

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Create Your Icon Font in Seconds | Free Icon Font Generator

<http://fontastic.me>

Test Your Website At Different Screen Resolutions: Multi Screen Test

<http://whatismyscreenresolution.net/multi-screen-test>

Amiri - Google Fonts

<https://fonts.google.com/specimen/Amiri>

Raleway - Google Fonts

<https://fonts.google.com/specimen/Raleway>

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<https://www.mockupworld.co>

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Web Design Process 1: Planning, Week 18, Noroff

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA105/week18/>

Web Design Process 2: Designing for Web (Part 1), Week 19, Noroff

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Design History and Styles, Week 27, Noroff

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA206/week27-2016/>

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<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA206/week28-2016/>

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Websites and Business Strategies Part 1, Week 30, Noroff

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA208/week30-2016/>

Websites and Business Strategies Part 2, Week 31, Noroff

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA208/week31-2016/>

Lynda.com Tutorials

Designing Websites from Photoshop to DreamWeaver, by Sue Jenkins

<https://www.lynda.com/Dreamweaver-tutorials/Designing-Websites-from-Photoshop-Dreamweaver/516577-2.html>

InDesign: Typography (2012), by Nigel French

<http://www.lynda.com/InDesign-tutorials/InDesign-Typography/101959-2.html>

Introduction to Web Design and Development, by James Williamson

<https://www.lynda.com/Web-Design-tutorials/Web-Design-Fundamentals/177837-2.html>

DreamWeaver CS6 Essential Training, by James Williamson

<https://www.lynda.com/Dreamweaver-tutorials/Dreamweaver-CS6-Essential-Training/97613-2.html>

HTML Essential Training, by James Williamson

<https://www.lynda.com/Web-Development-tutorials/HTML-Essential-Training/170427-2.html>

Learning CSS, by James Williamson

<https://www.lynda.com/CSS-tutorials/CSS-Fundamentals/417645-2.html>

Learning Responsive Design, by James Williamson

<https://www.lynda.com/Web-Responsive-Design-tutorials/Responsive-Design-Fundamentals/104969-2.html>



MA05 - AWARENESS CAMPAIGN

INTRODUCTION

In this assignment I have created a poster as an awareness campaign for A21 Norway. When doing this I also did a photoshoot. For the poster I needed to consider the photography, and a lot of planning had to be done prior to using the camera at all. I also had to come up with the text to include in the poster. The poster is strong in its contrasts, has elements and a slogan to quickly draw attention, and is comfortable to the eye.

Interpretation of Task

This assignment was very hard to understand at first, so I have been a lot in touch with my tutors because of this. The way I finally understood it however, was that I had to create an awareness campaign poster for A21 Norway. This had to bring attention to human trafficking, and would include a photograph, a logo, slogan, and any additional text and elements I might wish to include. The photo had to be shot outside, and I could use natural light as well as external flashes. For the photoshoot I had to take photos of a human model, and it was up to me whether or not I did this inside or on location. I chose to do the photos for both parts of the assignment at the same time since I figured this would really bind the tasks together.

Concept and Target Group

The concept of this assignment is to create a poster for an awareness campaign targeted towards Norwegian people. It's purpose is to change people's attitudes towards human trafficking, and create awareness around the issue. The way I understand it, the photoshoot should also do this.

My target market is in the age between 13-15, will be both boys and girls, and they are in school. They are the next generation, and should therefore be educated about human trafficking and inspired to make a difference.

Message/Achieved Action

By using strong photography, and coming up with texts and some simple elements that should easily reach my target group, I think I have created a poster that would draw attention.

Design/Style - The layouts and designs of both the poster and photographs in general are quite simple, as not too many elements, nor fonts or colours have been used. Everything is relaxing to the eye, yet still visually interesting and appealing.

Colour - I have used black and white, and the red sampled from A21's logo both in text, graphics and the photography.

Typography - I used two bold sans serif fonts, Capture It and Arial Black.

Photography - The photographs used are intriguing, and have strong contrast which creates the atmosphere I'm aiming for. Some editing in Camera RAW helped to further achieve this.

Elements - My elements have been kept to a minimum as I've been thinking "less is more," and have also wanted to keep the focus at the photograph and the content.

RESEARCH AND WORK PROCESS

When starting out with this assignment, I first of all did some research on A21 both in general and in Norway. I looked at what human trafficking issues are bigger in Norway, and gathering information from A21's website I got a better understanding of human trafficking in the world. Finally there was time to specify the target market based on A21's work, and then come up with a concept for the awareness campaign and photoshoot.

Research and Analysis

A21 - A21 is a nonprofit organisation of 21st century abolitionists determined to bring change. With a mission to abolish slavery everywhere, forever, their goal for every human being on the planet is freedom.

Their solution to human trafficking is based on three "R's": REACH the vulnerable and disrupt the demand (prevent slavery from happening, through events, student presentations and education programmes), RESCUE victims and seek justice against their captors (work closely with law enforcement and identify victims through resource lines), and RESTORE survivors and equip them to live independently (providing housing, medical treatment, counseling, education, employment, and other reparation).

A21 Norway - Norway is both a destination and a transit country for human trafficking. A21 Norway focuses on raising awareness, and fund-raising to eliminate the problem in countries where human trafficking is more pervasive and the resources fewer. Most human trafficking victims in Norway come from Eastern Europe and Nigeria.

A21 Norway holds presentations at schools and universities to educate the next generation about human trafficking, and also inspire them to make a difference.



Human Trafficking - A21 explains that, "Slavery is violence. It's physical, verbal, and sexual abuse. It's forced prostitution. It's barbaric working conditions." They further continue, that this is a \$150 billion industry with millions of slaves, and that 1% is ever rescued.

There are five main types of trafficking:

Sex Trafficking: Forcing, deceiving, or coercing a person to perform a commercial sex act

Forced Labor: Forcing a person to work in captivity for little or no pay

Bonded Labor: Forcing a person to work for low wages to pay back an impossible debt

Involuntary Domestic Servitude: Forcing a person to work and live in the same place for little or no pay

Child Soldiers: Forcing a child to participate in an armed force

The largest method of trafficking is false job advertisement, making up as much as 42,5% of the methods, while 21,4% are unknown. 10,7% are sold by family, closely followed by loverboy at 9,6%, and below 5% are other, abduction, trafficked by friend, and false immigration.

Some signs of Slavery:

- Accompanied by controlling person, doesn't speak on his/her behalf
- Transported to/from work, or lives and works at the same place
- Doesn't speak the language of the country, or only know sex- or labor-related words
- Frightened to talk to outsiders and authorities
- Signs of abuse, lack of food, water, sleep, and/or medical care
- Coerced into drug use, or use drugs as a coping mechanism
- Distrustful and suspicious

Poster - Posters are usually quite large in size, although the size may vary. They are generally posted (hence the name) at places where there is maximum visibility expected. Posters need to easily grab the attention of people, as they are usually read from a distance, often in passing. The key here is to have a catchy line and attractive visuals, and to not have it contain so much information that people stop reading. A poster needs to be both attractive to look at and contain either text or imagery or preferably a combination of these.

For this assignment I knew I had to work with an A3 sized poster, and that I needed to include photography, the A21 logo, a slogan, and possibly other visual elements and/or text. I also created a moodboard with other human trafficking posters.

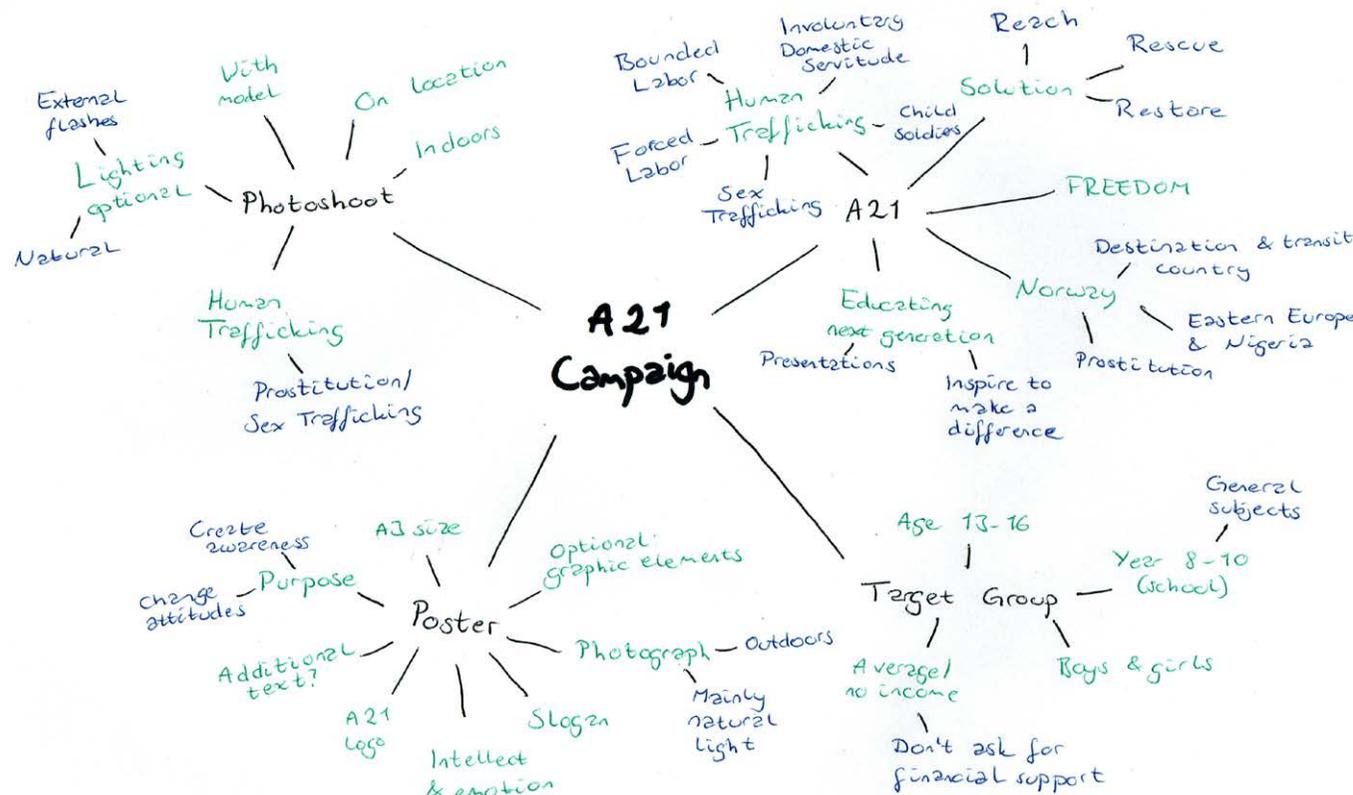


Target Market - When trying to settle on a target market I had a look at the Education section on A21's website. This presented curriculums for a couple topics I found interesting. The first is called Shinehope, and is "designed to equip every girl with an understanding of her intrinsic worth, strength, and purpose." The second is "Bodies Are Not Commodities, which "equips students with tools to combat human trafficking in the world around them." A21 continues, "Students are an integral part of the catalyst for change and some of the most at-risk population for becoming victims of trafficking. Our USA aftercare specialist confirms, "Almost 100% of our survivors were trafficked during school years."

Based on this the target market I chose are students in the age between 13 and 16. They are in year 8-10, and live in Norway. Both girls and boys are of interest, as females often are those who fall victims for sex trafficking (not without exceptions, though), and males those who buy the services (again, not without exceptions). Nevertheless, as human beings we should all be part of the solution to fight the issue.

Being students in year 8-10, they still haven't chosen a study field, and are doing general subjects. They probably have an average, or no personal income. This means that most won't be able to support financially, so the focus should rather be on educating and creating awareness, and possibly promoting volunteer work and campaigns.

Mind Map - My mind map explores a lot of the same topics that I researched, and was mostly a way to quickly gather the most important information I had found, and also some of what the brief mentioned.



Moodboard - The moodboard I set up is mostly based on photography that has something to do with human trafficking, and more precisely prostitution/sex trafficking. This moodboard's purpose was to help me get ideas, and really set the mood for the idea I wanted to pursue.



Coming Up With Ideas/Planning

Moving on to the design stage of the process, I had to come up with a clear concept for the photoshoot, and come up with the rest of the content for the actual poster (text), before finally setting up this poster and choosing my favourite photos to present from my shoot with a model.

Situation and Focus - Doing some research on human trafficking in Norway I set my focus on sex trafficking. Based on an article I read, the majority of reported human trafficking cases are women used as prostitutes or in other sexual acts. In 2014 these cases made up for 72,2% of the reported cases. Even though they expect the numbers to be much larger because many cases don't get reported, this report indicates that sex trafficking might be one of the biggest human trafficking issues in Norway. As described on A21's website, sex trafficking is when a person is forced, deceived, or coerced "to perform a commercial sex act."

The purpose of the poster will be to create more awareness around sex trafficking in Norway, and educate the next generation. Educating students may help to prevent human trafficking before it even begins, and can let them be part of the solution. Since most victims of human trafficking in Norway are from outside of the country, this is not only about preventing the students from becoming victims, but also to educate them and inform them about slavery still existing. The more people know and fight it, the harder it should get to continue.

Concept - I began setting up my concept for the poster and photoshoot. The purpose of this was to determine the whole idea for the shoot and gather ideas relating to requirements, content, and target market.

Client

A21 Norway

Why do they want this shoot and poster

Create more awareness around sex trafficking in Norway
Educate students on the issue

Concept/Theme

Sex Trafficking

Any requirements?

Little colour; low saturation or black and white, and some red
Strong contrasts

Target Market

Male and female students (13-16)
Average or low income

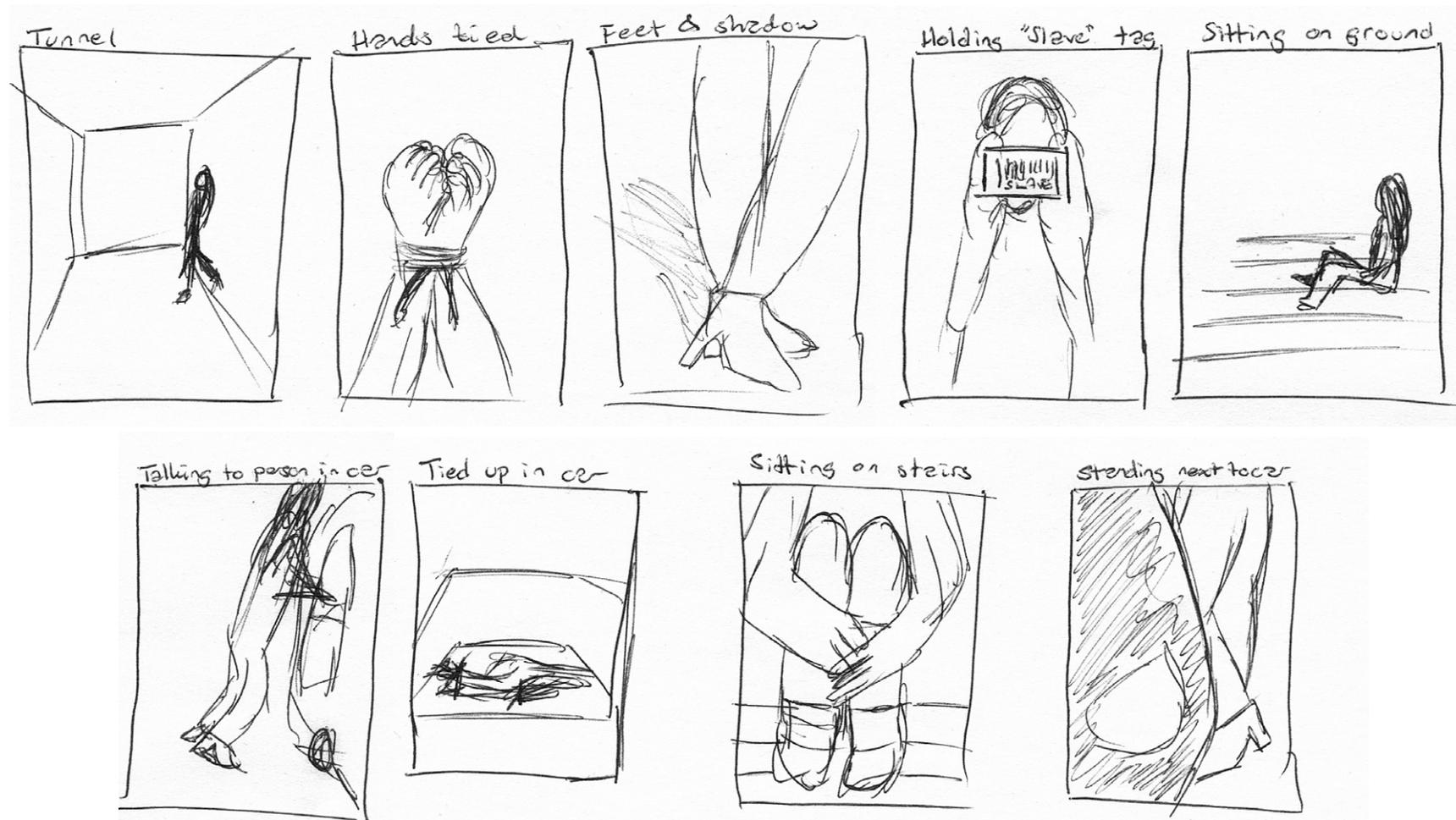
Content of poster

Slogan/Name
Photograph
A21 logo
Additional text?
No point in fundraising (students can't contribute)

Hair and Style Concept - I set up a moodboard which would help me and my model before doing the photoshoot. This would aid me visualise my ideas, and prepare my model.



Storyboard - To truly prepare for the shoot I then did some very quick sketches. These consider angles, content, and compositions etc. I knew more ideas would come to mind when I had the model in front of me, but a rough idea on where to start is always beneficial.



Location - For my location I wanted a quite dark and shady area. I considered a couple bridges in my town, an old military area, tunnels, garages, staircases, and some industry parks I know. Industry parks and tunnels are what I eventually landed on, since these well fit the topic. Industry parks often have things like barbed wire fences and concrete buildings, and at least at night time they're normally not too crowded.



LOCATION

Shot List - To organise everything before actually doing the shoot, I created a shot list with all the most important details.

PHOTOSHOOT FOR A21 // AWARENESS CAMPAIGN, SEX TRAFFICKING

Location: Stjørdal Industry Park

Time on set: Sunday September 24, 6 pm

Team on set:

Photographer: Monika R. Halsan

Model: Andrea R. Halsan

Equipment needed:

- Wide angle, 50 mm, and 18-105 mm lenses
- Camera body
- Memory cards
- Extra battery
- External flashes
- Tripod
- Props and costumes

Shots:

- Shot 1: Model talking to person in car
- Shot 2: Hands are tied
- Shot 3: Shoes
- Shot 4: Model sitting on ground
- Shot 5: Model standing in tunnel
- Shot 6: Model lying in van

Photoshoot - We spent a few hours outside on September 24. Since I wanted the photos to be dark, and prostitution rarely happens in bright daylight, we started at about 6 pm. With the help of some external lights and flashes I got the exact mood that I had in mind.

Coming home I had around 150 photos, so I looked through them all in Bridge and marked those that were of most interest. Editing in Camera RAW I then made a selection of my favourite 15, presenting different angles, compositions, and motives.





These photographs are all taken between 6-9 pm. The shutter speed is set to either 1/50 or 1/100, the f numbers vary from 1.4 to 10, the focal length mainly 50, and the ISO was for the most part set to either 100 or 500, but sometimes I had to set it to 1000. I know my camera can handle that, and especially since I wanted the photos a little dark and shady, some grain would not ruin the photographs' mood anyway.

I used an f stop with a low number (large aperture) when I wanted a blurry background and more focus on the model, and a smaller aperture on the photos in the tunnel for example. In these photos the model is further away, plus I wanted all the lines to be more in focus.

When editing I mainly adjusted some brightness, and made them a little sharper. I have also adjusted the saturation a tad, and made sure to really create some contrast between the dark and brighter areas.

Poster Sketches - Putting the photos aside for a while I made a decision on what to include in the poster. In the brief it was said we needed a name or slogan, and any additional text we might wish to add. I also figured it would make sense to include the A21 logo.

Slogan/name: "Hennes kropp, hennes rettigheter" (her body, her rights)

Additional text: "Hvis du ser noe, si noe" (if you see something, say something), and the phone number and website address.

With this in mind and my poster moodboard for inspiration I did some sketches with different placements of this content.



Digitizing Poster - From these sketches I tried my favourites in Photoshop, first without using any photos at all. This way I would quickly see which ideas might work, and since I put all ideas in each their group, I knew it would be very simple to place the photos I might wish to use below, to see what would work together and then maybe make some changes.



After this I then started placing my photos below the group layers of different content placements and ideas.

HENNES KROPP, HENNES RETTIGHETER
 HVIS DU SER NOE, SI NOE

Ring 4000 2554
 A21.org/no

21

HENNES KROPP, HENNES RETTIGHETER
 HVIS DU SER NOE, SI NOE. RING 4000 2554

QR code

HENNES KROPP, HENNES RETTIGHETER
 HVIS DU SER NOE, SI NOE
 Ring 4000 2554
 A21.org/no

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21

Some of these ideas could work, but I wanted more focus on the photographs rather than the text, and tried a simpler approach on some ideas.

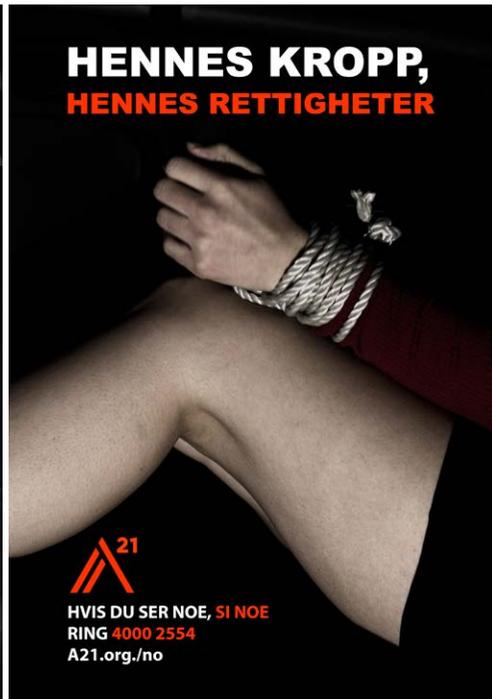
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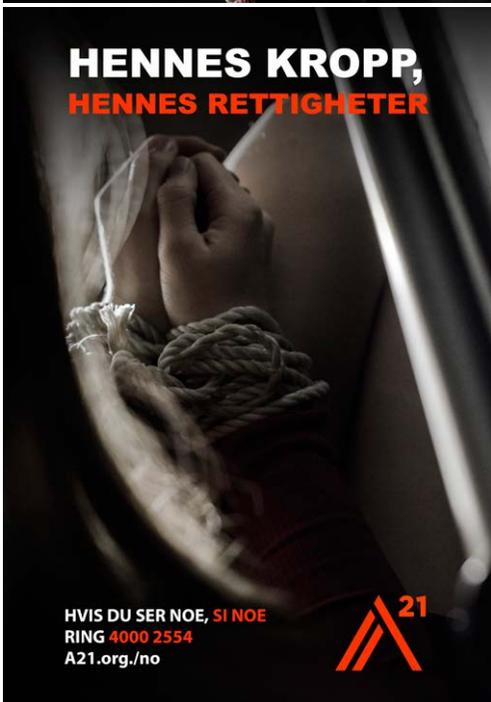
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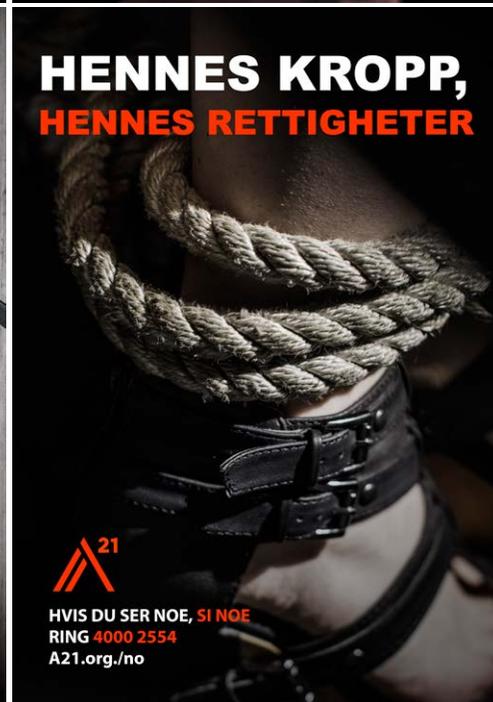
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HENNES RETTIGHETER



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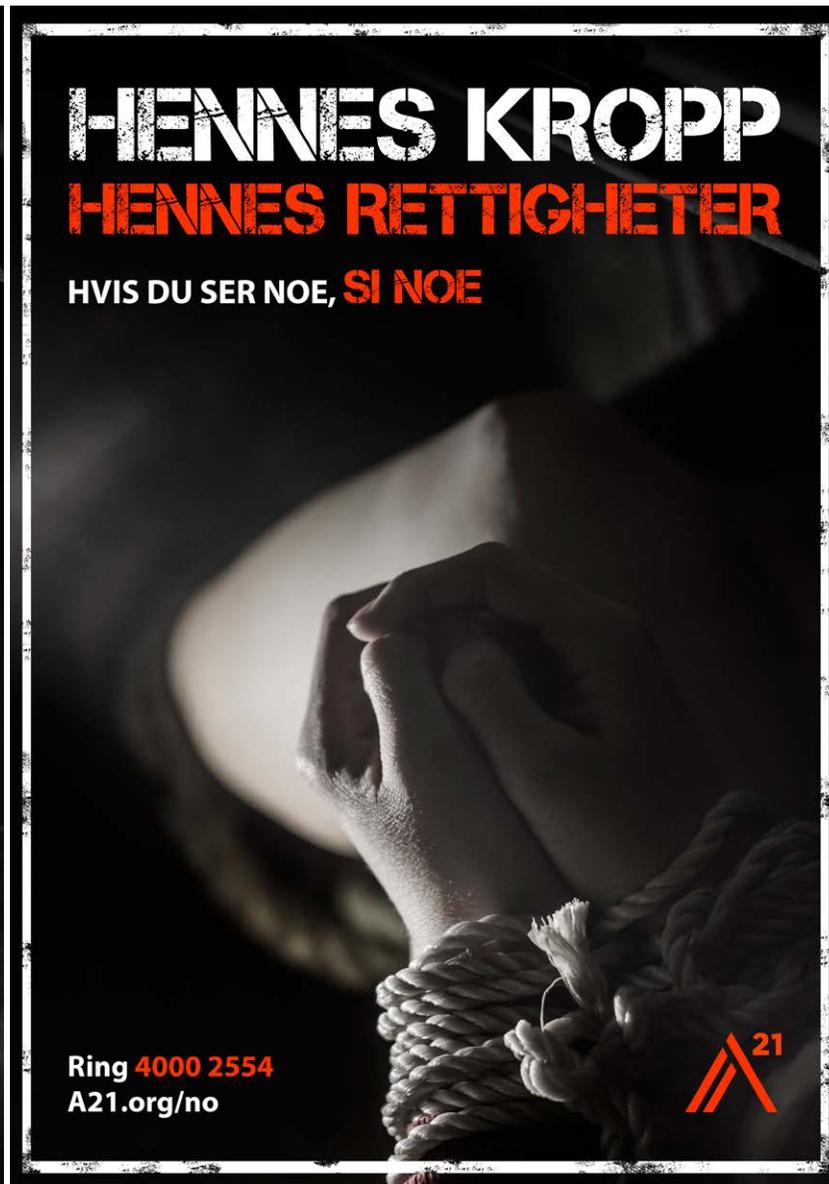
HENNES KROPP,
HENNES RETTIGHETER



A21
HVIS DU SER NOE, SI NOE
RING 4000 2554
A21.org./no

The first of these was my favourite. This to me was a strong candidate since the brief stated the poster shouldn't "express a feeling or issue for the target audience to question." With her hands tied, this better explains that she doesn't want to do it, but is forced.

I had planned from the start to use a bold sans serif font. However, I was worried using one font only became a little boring since I didn't use many other elements, and brought in another font. I still felt something was missing, so I added a white frame. This really tied the layout and design together and made the poster a lot more interesting and eye catching.



DESIGN CHOICES



Style/Genre

I would describe this poster (and the photographs in general) as modern and clean. No more elements than necessary are used, and the colours are harmonic and create attention. The strong contrasts make the mood more mysterious and moody, which really suits the topic.

Layout/Design

There is a quite simple layout in use, where the rule of thirds has been considered: the type at the top is placed on the top horizontal line, while the hands (focal point) are placed where the two lines in the bottom right corner meet. All text has the same space to the left, and the logo is aligned to where the top text ends.

Typography

Already in my first notes I wanted to use a bold sans serif font, or a stencil looking font. So after deciding not to only use Arial Black, I found the font Capture It on Dafont.com. This is a very bold font with a stencil look to it, and is one I think works perfect with this topic. Capture It is a free font, and was designed by Magique Fonts (1001 Fonts). Capture It, 12pt:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"#%&/()=?**

To go with this, I used Arial Black. This is a heavy sans serif font, and one I think works well together with Capture It since it's pretty much a simpler version of this. Arial Black, 12 pt:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"#%&/()=?**

Photography

There is quite a big difference between my before and after images, but I really do believe the edits I did in Camera RAW did well. The photos are much sharper, they're a lot nicer to look at, and have a much better and more desired atmosphere now than as shot.



My settings for this photo were set to 1/100, f2.8, ISO 500, and focal length 50mm. Using a large aperture lets me put the focus on the model's hands, which I think makes it very interesting to look at. It was taken inside my car at night time, so that's why I even with an aperture that large set my ISO to 500, but I don't see that as an issue at all.

Below are the photos I chose to use from the photoshoot. These all explore different angles, and have the model doing different things, which creates variety and a better visual interest. In most of these photographs I considered the rule of thirds.



1/100
f2.8
ISO 500
50mm



1/100
f10.0
ISO 100
26mm



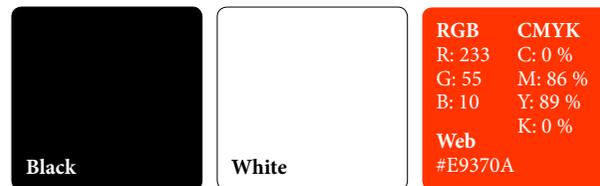
1/100
f1.4
ISO 500
50mm



1/100
f2.8
ISO 500
50mm

Colours

For the graphic elements I only use red and white. The red is sampled from A21's logo to tie with this design and because it's a very strong colour. The hues of the photograph are mainly in the lines of black and white, and also with a touch of red/warm hues in it. In the photograph there are of course more variations between the different tones.



I personally love the colours and how they work together. I find it encouraging and expressive, and it sets a visual interest and enough variation to create contrast.

Elements

I don't use many elements, but I think what I have is enough. As mentioned I want the focus to be on the photo. To the right is the poster stripped to the graphic elements and text only, without the photo, to better showcase. I placed the content in a white frame with some texture to it to bind it together with the stencil font I chose to use.



SELF EVALUATION

Reflection Around Finished Product

I'm happy to say I am very happy with my finished product; including the planning of the photoshoot, the shoot itself, and the final poster as a whole. I love the colour scheme used, as it's harmonic and visually interesting. The hues work great together, and are consistent over all text, elements and the photographs. All typography is also legible and there shouldn't be much confusion as to what the poster is about.

Even though it is quite simple, I personally believe the photograph in the poster is so strong that this is not at all an issue. It would get attention as a poster. The other photos from the shoot are also visually appealing and interesting to look at.

Development and Process

My process has in my opinion been very thorough. Before doing any designing or taking any photos, I did both research and planning as per the brief.

Having such a clear idea from the beginning, I think developing the poster has gone much smoother than it could have, had I not had a very thought through idea. I always knew which fonts and colours not to use. Since photography was also one of the key elements in this assignment, this is what I focused on the most, and feel fairly confident in having achieved well.

SOURCES AND REFERENCES

Monika RH Design - Mandatory Assignment 05: Awareness Campaign

<https://monikarhdesign.wordpress.com/category/ma-05-awareness-campaign/>

Moodboard and Reference Photos

<https://www.pinterest.co.uk/moonierh/ma5-awareness-campaign/>

A21

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Slideshare - Difference Between Flyers, Brochures, Posters & Leaflets

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DifferenceBetween - Difference Between Flyers and Posters

<http://www.differencebetween.com/difference-between-flyers-and-vs-posters/>

1001 Fonts - Capture It Font

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Colour Theory, Week 6, Noroff

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week06/>

Know Your Camera, Week 8, Noroff

https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA101/_new_week08/

Layout, Week 9-10, Noroff

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Introduction to Fashion Photography, Week 19, Noroff

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Photography Foundations: Composition, by Ben Long

<https://www.lynda.com/Photography-Photo-Assignments-tutorials/Foundations-of-Pho-%20tography-Composition/80299-2.html>



MA06 - DIAMOND AWARDS

INTRODUCTION

In this assignment I made a title sequence to kick off the Diamond Awards show. I then had to consider the layout, typography, colours, elements, and animation. The title sequence should convey the concept of the mood of the evening, and should appeal to the target audience.

Interpretation of Task

I understood this assignment as having to make a title sequence for Diamond Awards. This should be between 10 and 30 seconds long, present the ten studies at Noroff, and have some audio included. In addition to this I had to integrate the Diamond Awards logo, and it was up to me whether to use the coloured version, or black and white. I had to closely consider the evening and what mood I should aim for, and in doing that I also had to think of fonts, elements, colours, animation, and audio.

Concept and Target Group

The concept of this assignment is to create a title sequence which promotes, and reflects the mood of the Diamond Awards show. Its purpose is to present all categories/studies offered at Noroff, and text and/or elements should somehow reflect the individual categories' core idea.

Diamond Awards' target group are students and teachers of Noroff, and visitors from creative businesses. They are over 18 years, and both males and females. A mutual interest the audience will have is design and the visual.

Message/Achieved Action

By using different icons for the categories, and spending quite a lot of time animating, I have made a title sequence that should communicate the Diamond Awards show, and the courses offered at Noroff.

Layout/Design - My layout is simple and minimalistic, and most elements and text are centred throughout the sequence.

Colour - Of colours I have used black, white, dark blue, bright blue, and green, and have discussed why later in this report.

Typography - I used the font Myriad Pro for all names and introduction. This is also something I have explained closer later in the report.

Elements - I have drawn icons for most of the categories, and have used a background with a gradient and some white lines to create interest.

Animation - All animation has been made in After Effects, using different techniques explained under "Design Choices." The *first delivery is available here*, and the *updated, final version here*.

Song - Epic/Adventure by Vladimir Volchenko

RESEARCH AND WORK PROCESS

To kick off this assignment I first did some research to make sure I had a clear and organised view of the assignment and its content. This means looking closer at Noroff and the annual award show Diamond Awards, the categories that would be presented, other title sequences, the target market, and finally setting up a mind map to gather my thoughts and ideas.

In addition to the research done by writing I have also spent quite a lot of time going through the Lynda.com tutorial *After Effects CC 2015 Essential Training* by Ian Robinson, as well as looking at the motion design inspiration provided by Noroff in our lessons, other Diamond Award Title Sequences uploaded to YouTube and openings to other award shows.

Research and Analysis

Title Sequence – Also called an opening sequence or intro, the purpose of a title sequence is to present the title, key production and cast members of what they are presenting. This is typically done using visuals and sound, and these may be as live action, animation, music, still images, and/or graphics. A title sequence will normally help set the tone and mood. In this case, the Title Sequence will present Diamond Awards, using animation and audio.

Noroff/Diamond Awards – Noroff Education is a university college offering programmes mainly related to design, media, film, music, networking and computer aided design. These programmes are taught either at one of the four campuses in Norway, or through Noroff Online Studies.

Diamond Awards is an annual award show hosted by Noroff, where the purpose is to honour students based on the work they have put down during the studies. These nominations and wins cover courses offered at Noroff. As described by *Bergensavisen*, this is the perfect night to meet the creative talents of tomorrow. Looking at photos and movies from this event, it seems as though people will usually dress up and that it is an event that is taken seriously and is respected. At the same time my impressions is that it should be a night filled with fun.

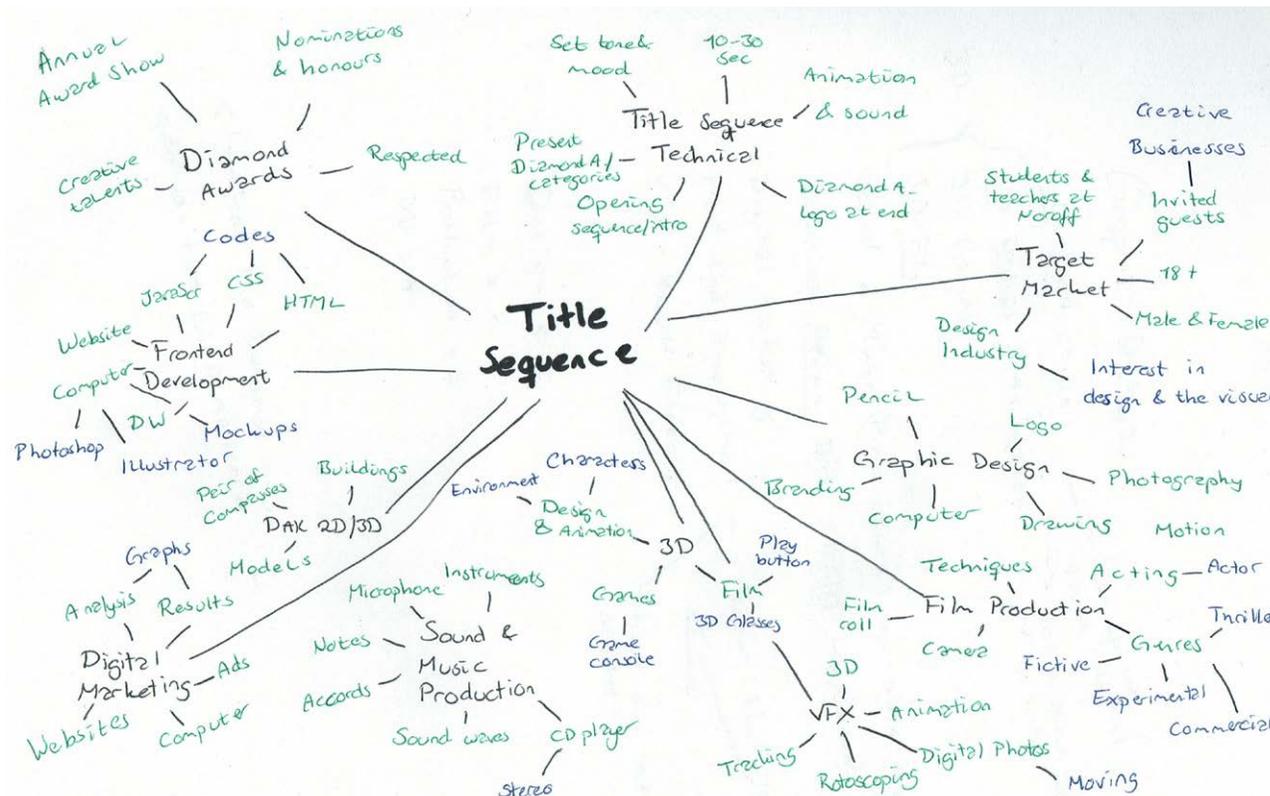
Digital Marketing: Digital Communication Platforms, Marketing, Results and Analysis, Websites, Digital Profiles, Ads Online, and Engaging Dialogues. This course's focus is on coping and practical skills.

Front End Development: Project Methods, Web and Communication Technology, Design, HTML, CSS, Interactive Design, Programming, and Javascript. After finishing this course the students will have the skills to produce interactive web design both visually and technically.

VFX – Visual Effects: Visual Composition, 3D Design, Animation, Compositing, Cutting and Afterwork, Film and Photography Techniques, Match Moving and Tracking, Rotoscoping, Retouching, and Effect Animation. This is the course for those who wish to work professionally with visual effects, creating digital photos.

Defining Target Market – The brief states that the target market are “students and teachers of Noroff, and invited guests, mainly visiting from creative businesses.” This means that the target group will be adults; over 18 years of age. There will be both males and females, and either students who wish to get an education most likely to get a job in the design industry, or people who already made it into the industry. What ties this rather broad group together is thus a common interest in design and the visual. Because of this it is of course important to consider the overall design, including typography, colours, layout and composition, and general style to suit the show and ceremony.

Mind Map – On my mind map I mainly focused on getting my research down and further narrowing some of this down to the key elements, as well as putting down some ideas related to the different categories and suiting elements.



Coming Up With Ideas

After my research it was time to decide on a concept and actually planning the title sequence. I knew it had to be between 10 and 30 seconds long, and also had a few technical aspects I needed to follow. Apart from somehow displaying the 10 categories, the only other requirement was to display the Diamond Awards logo at the end, preferably animated one way or another.

Concept - The purpose of setting up a concept was to determine the whole idea for the title sequence and gather ideas related to requirements, content, and target market.

Client

Diamond Awards / Noroff

Why do they want the title sequence

Present the annual Diamond Awards event and the categories offered at Noroff

Any requirements?

One of the versions of the Diamond Awards logo must be included in the end

All 10 categories must be presented

The content and design should reflect the event

Concept/theme

A sophisticated and serious, yet visually interesting animated opening title

Content of sequence

All 10 categories with some sort of icons/elements to describe the category

Target Market

Students at Noroff and other designers

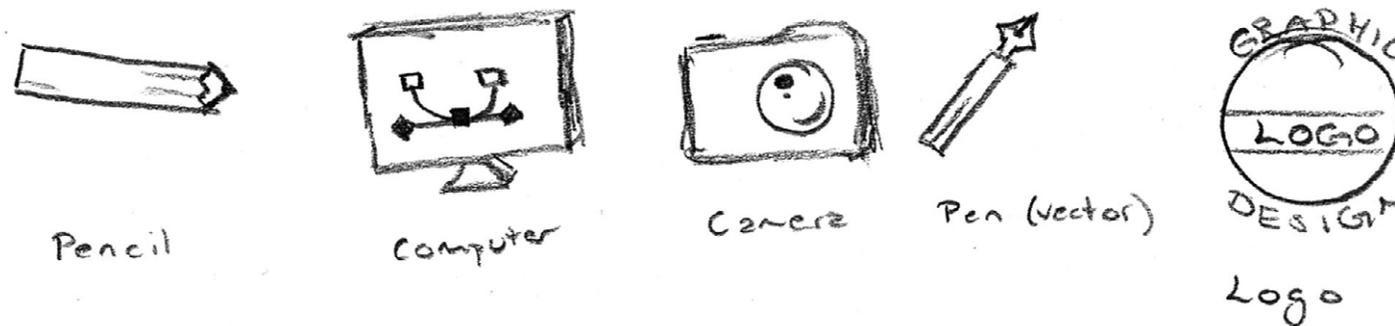
Script Writing - In doing this I wrote down all the text I would include in the sequence, which helped me stay organized throughout the whole project period. This also made it clear that each category should be no longer than 2-3 seconds.

1. Noroff Presents Diamond Awards 2017
2. Graphic Design
3. Film Production
4. 3D Design & Animation
5. 3D Games
6. 3D Film
7. Sound & Music Production
8. Technical Design DAK 2D/3D
9. Digital Marketing
10. Front End Development
11. VFX - Visual Effects
12. Diamond Awards Logo (animated)

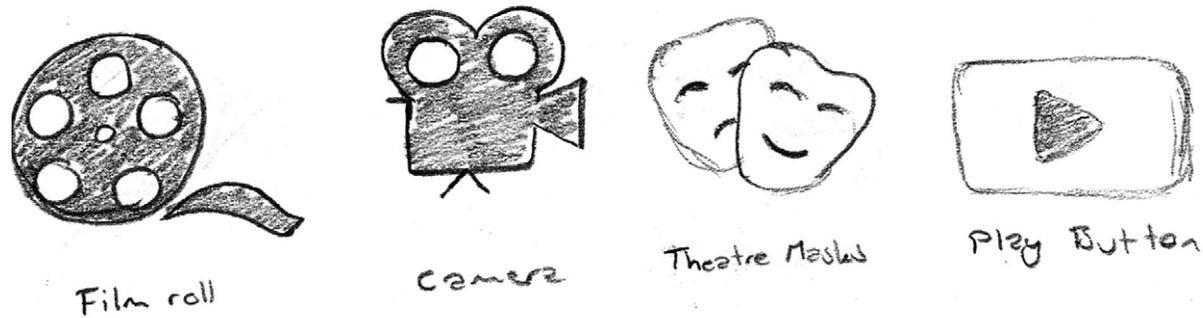
Moodboard - Finding inspiration I had a look at other awards show openings on YouTube. Many of these were actual templates one could download, but I only used them for inspiration when trying to set the mood and looking at ways to present everything.



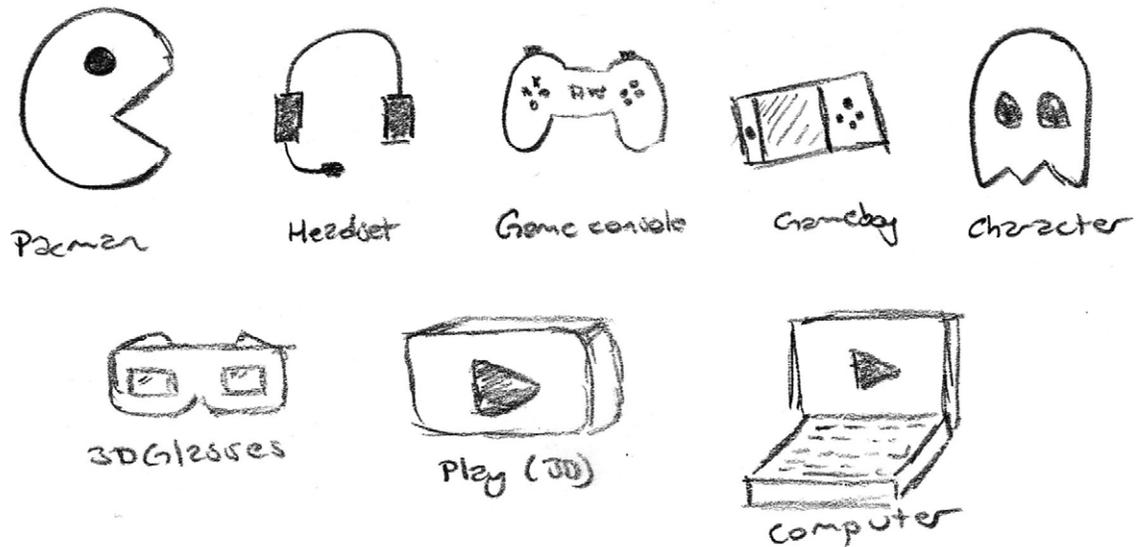
Story Boarding/Sketches - It was time to do some sketches. Since I knew my knowledge in After Effects might limit me in this assignment, I first focused on sketches for the icons to present the different categories, before actually digitizing these. Most of the icon ideas originate from what I wrote down on my mind map. Below are the Graphic Design icons I tried out.



Following came Film Production, where none of these ideas ended up being what I decided to use. Neither of them got the look I wanted when vectorising them, but looking back at my mind map I realized I had forgotten the action/cut icon I had also been considering.



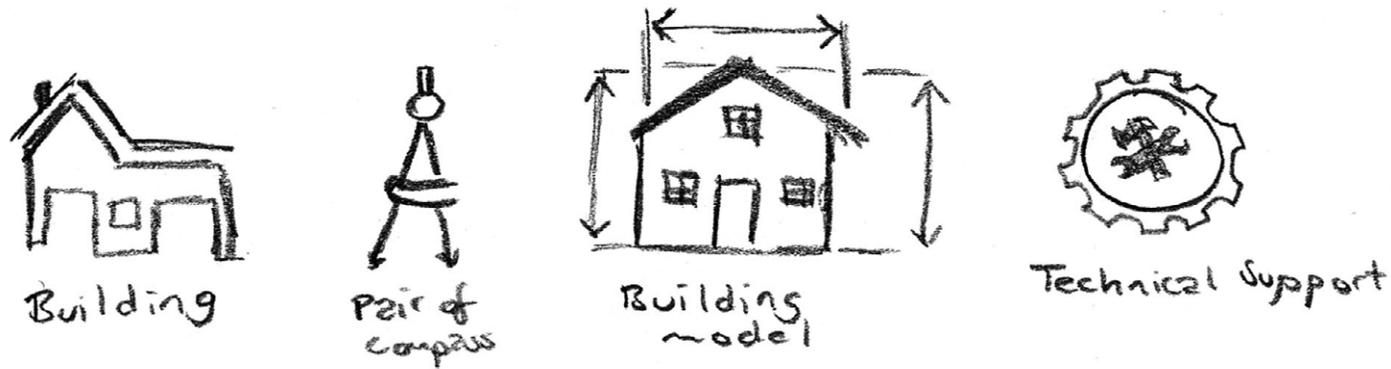
I ended up mixing the three 3D categories since they have a lot of similarities. The icons here have a lot to do with games, technology and film.



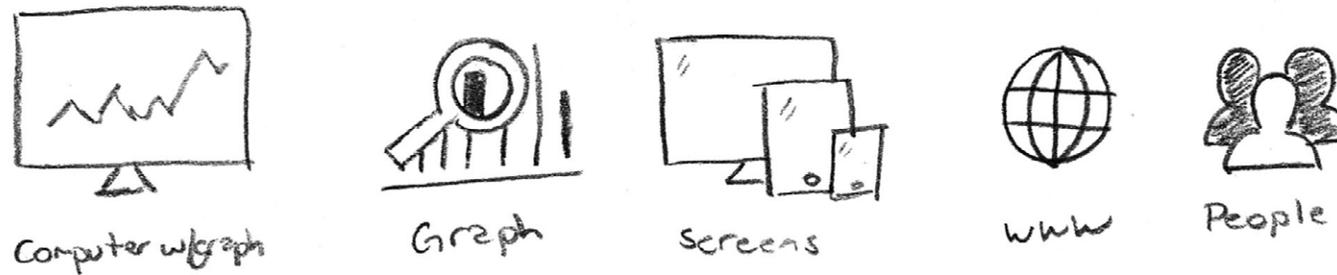
The Sound and Music Production icons are also based on the mind map.



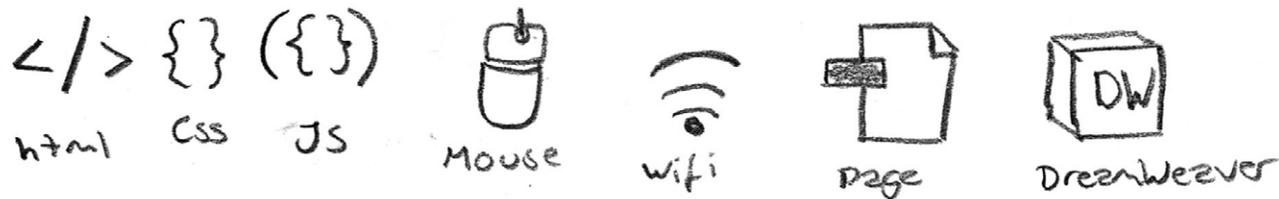
For the Technical Design (DAK 2D/3D) I wasn't really that sure of what to do, but the pair of compass turned out to be my favourite, and I had an idea for the animation of this quite quickly, which is one of the reason this is what I wanted to try working with.



For Digital Marketing I set my focus on analysis, research and social media.

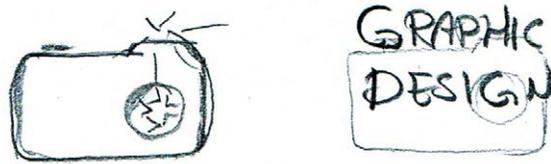


When looking at Front End Development I first had the idea of placing the name in a html code or something, or perhaps just having a bunch of css/html/js codes moving around in the background, sort of inspired by the movie *The Matrix*. However I did want to see if I could come up with an icon here as well.



VFX - Visual Effects is probably the category I had most difficulties with. My mind went blank when trying to come up with an icon for this. I think in one way the category to me seems so broad, but at the same time it also feels abstract - and that combination for me was hard. So I decided I would rather try and animate this in a fun/exciting way, using actual visual effects, rather than integrating a specific icon.

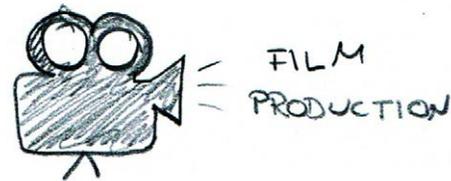
I then did some simple sketches for animation ideas, and how to display the icons and text. This was mainly to see if the elements had any potential to work with the text, and for animation.



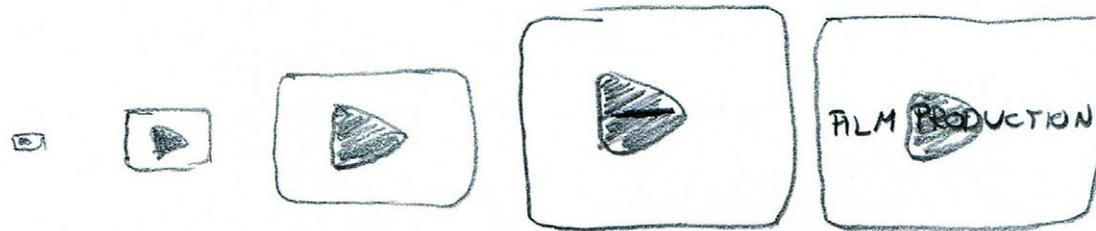
Camera flash goes off, text appears



Pencil writes the name



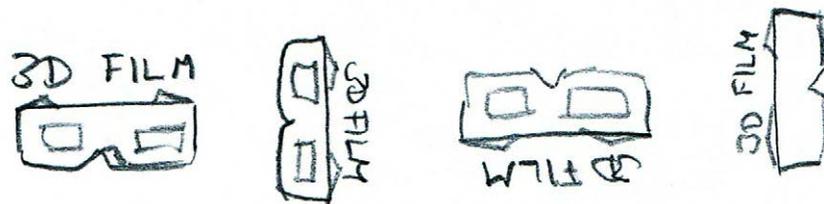
Film Camera starts playing, and the name appears



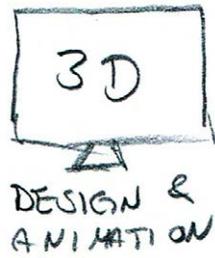
The play button scales up and comes closer and closer, the button is pushed and the name comes out



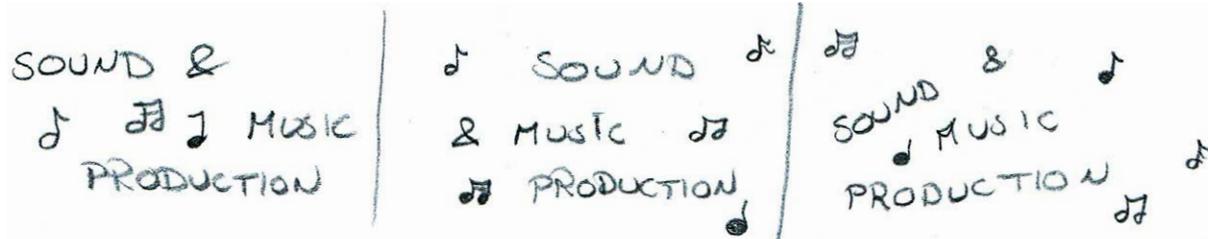
Pacman eats the name



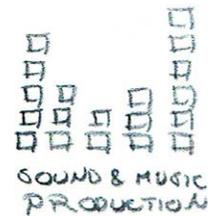
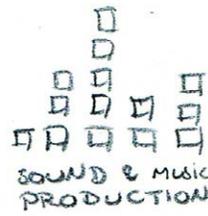
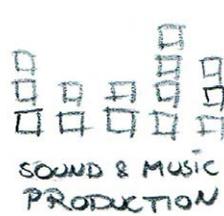
3D glasses and name spin



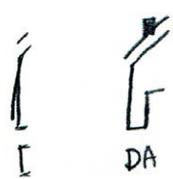
Computer and name spin (3D)



Notes and name dance around on the screen



Sound "waves" going up/down



House/name appears slowly



Pair of compass gets pushed to side by the name



Magnifying name in graph

DIGITAL
MARKETING

DIGITAL
/ W / W
MARKETING

DIGIT
MARKET

Graph disappears as name gets closer

{ FRONT END DEVELOPMENT } → { FRON | MENT } → ()

Inspired by JavaScript code. Name disappears and brackets move to centre before spinning

Smiley faces with text: FRONT, END, DEVELOPMENT

WiFi signal getting stronger

VFX - Visual Effects

Name spinning/increasing

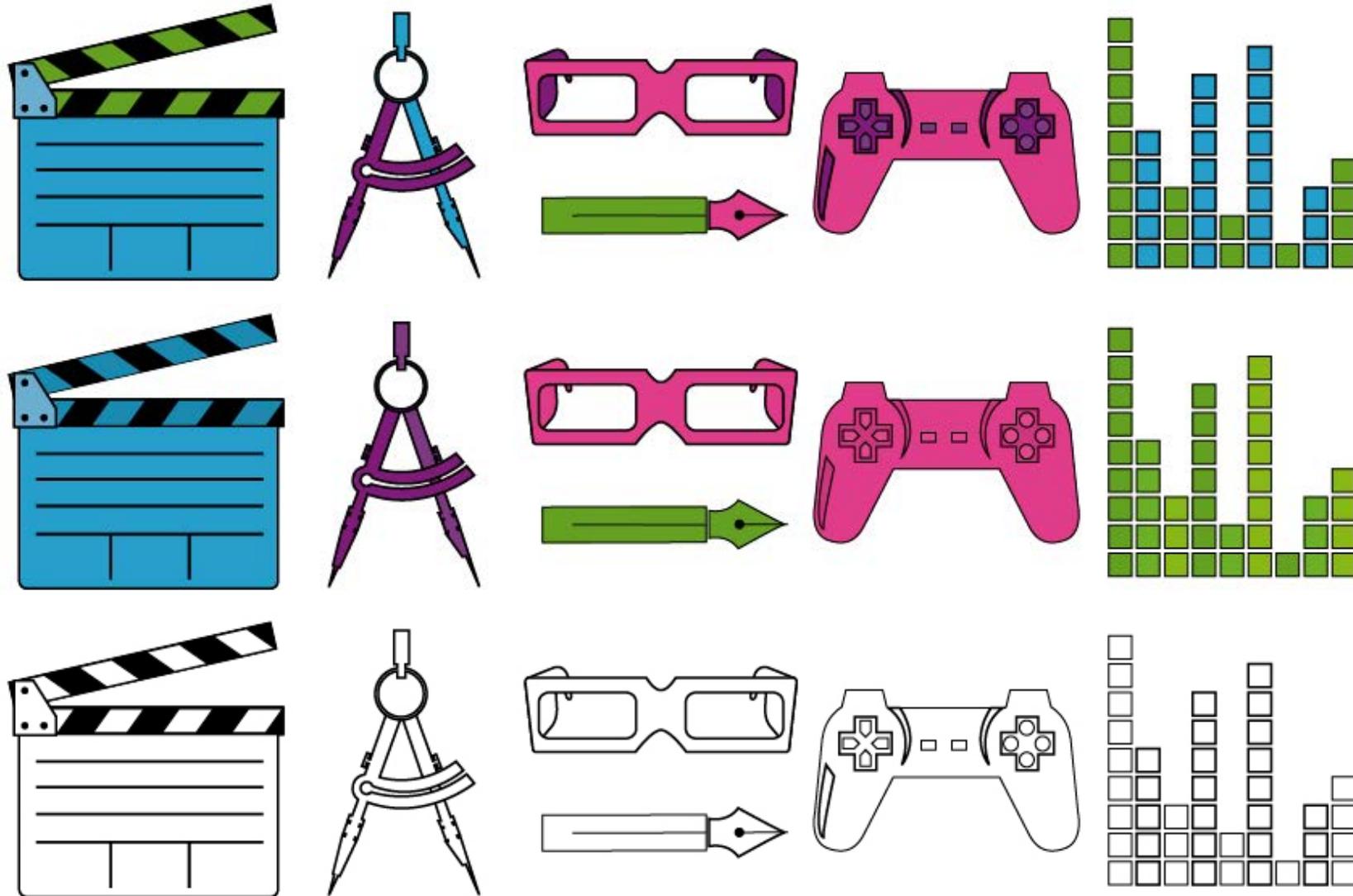
Visual effects appearing in a box

More and more of the name quickly drops into the screen, finally all text drops out

Random letters turning into the name: GXS, VEYMAT, ACHTJBS, RTX, STUXRL, EYSEXFS, SUX, IFUXAL, LXZBCTS, VFX - VISUAL EFFECTS

Random letters turn into the name

Digital Sketches - Looking at my favourite icon sketches I vectorised these to see if I could get them how I wanted them or if new ideas were in order. I was quite happy with the way they turned out. At first I was thinking of using the coloured version of the logo, and also use these in my icons, but I quickly saw this would not achieve the mood I was aiming for. The colours are in my opinion too bright, happy and saturated, and this did not go well with the “sophisticated” and plain idea I had in mind. So I rather decided to go with black and white icons. In addition to these I was thinking I’d draw some of the icons and animations in After Effects.

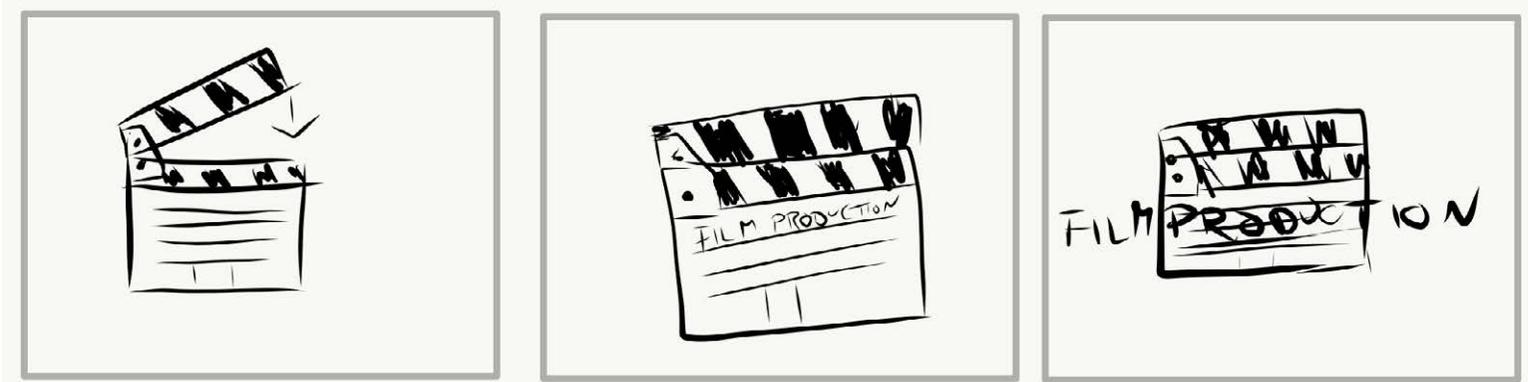


Using the strokes around the icons made them tie in well with the black and white version of the logo, which I found very good. I also placed the different elements on separate layers in Illustrator, since I knew this would help me animate them.

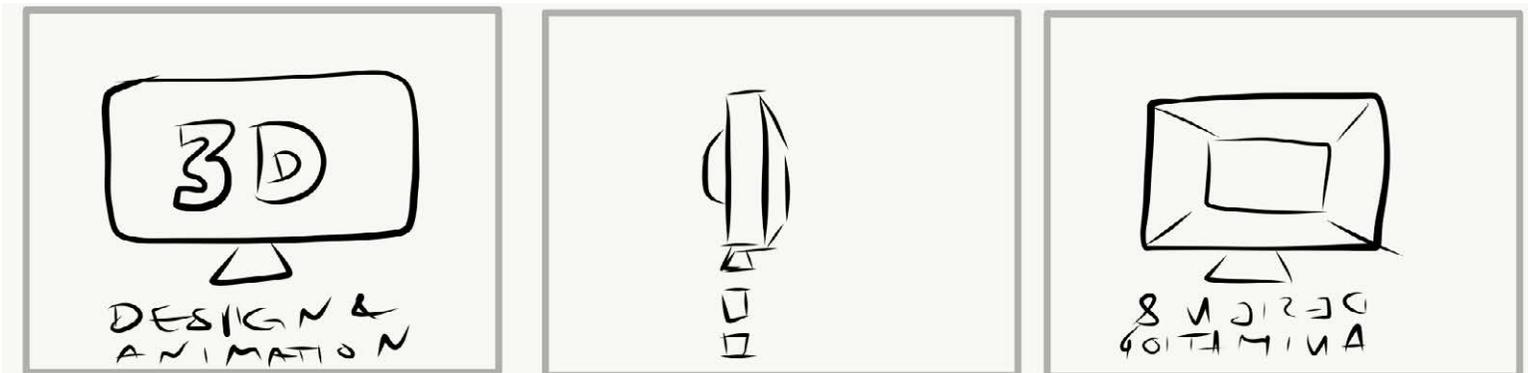
Looking at these icons I made a quick storyboard to guide me when starting out, despite knowing this was subject to change when animating.



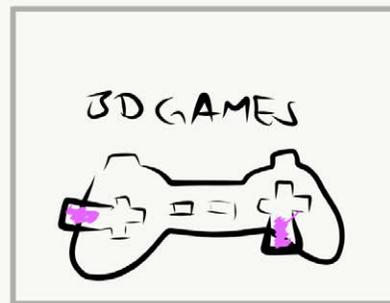
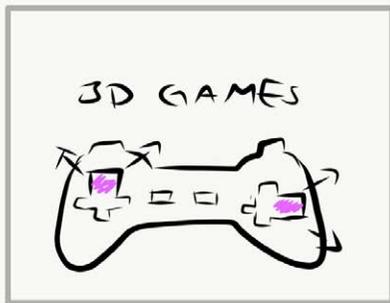
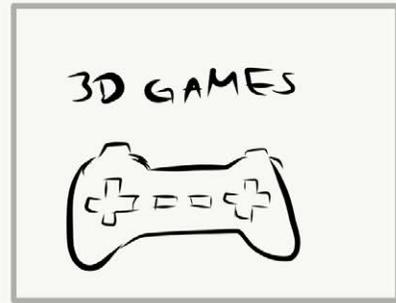
For Graphic Design I wanted to use the pen (vector or pencil), and perhaps draw the word



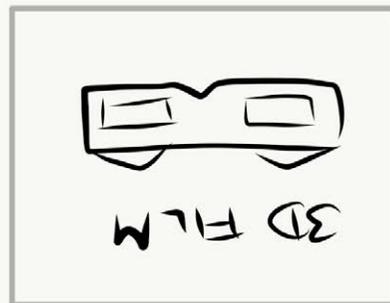
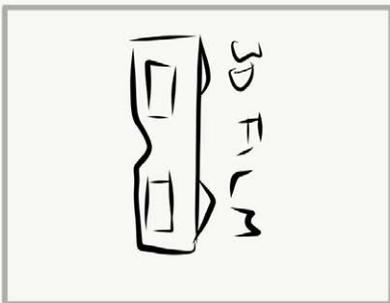
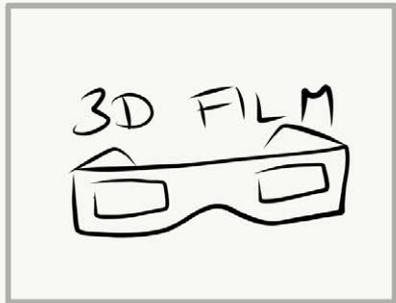
Action/cut closes, the name appears and increases on screen



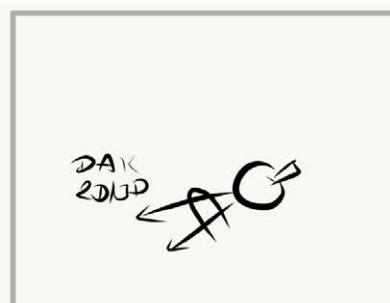
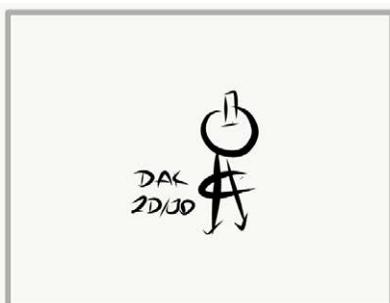
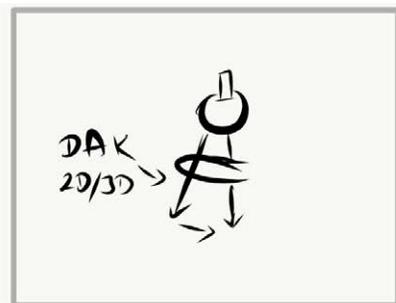
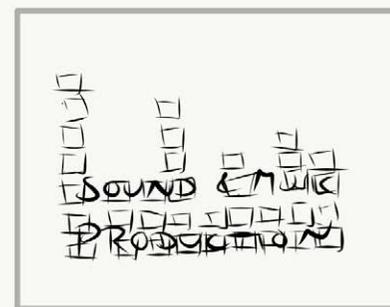
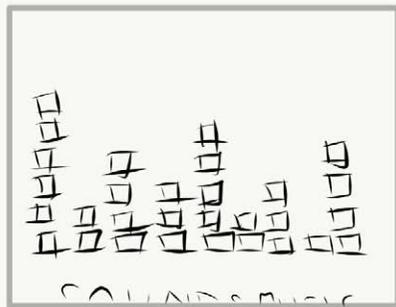
Screen and name spinning, in 3D



The buttons on the controller being pressed (quickly increasing and decreasing)



3D glasses and name spinning



DIGITAL
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MARKETING

DIGITAL ✓  
~ V V V V V ✓  
MARKETING

DIGITAL  
MARKETING

01278 521 9914 842017

76247 077 DEVELOPMENT

FRONT END DEVELOPMENT

Instead of using this idea for VFX, I wanted to try this with Front End Development instead

VFX  
—  
—

VFX  
—  
Visual Effects

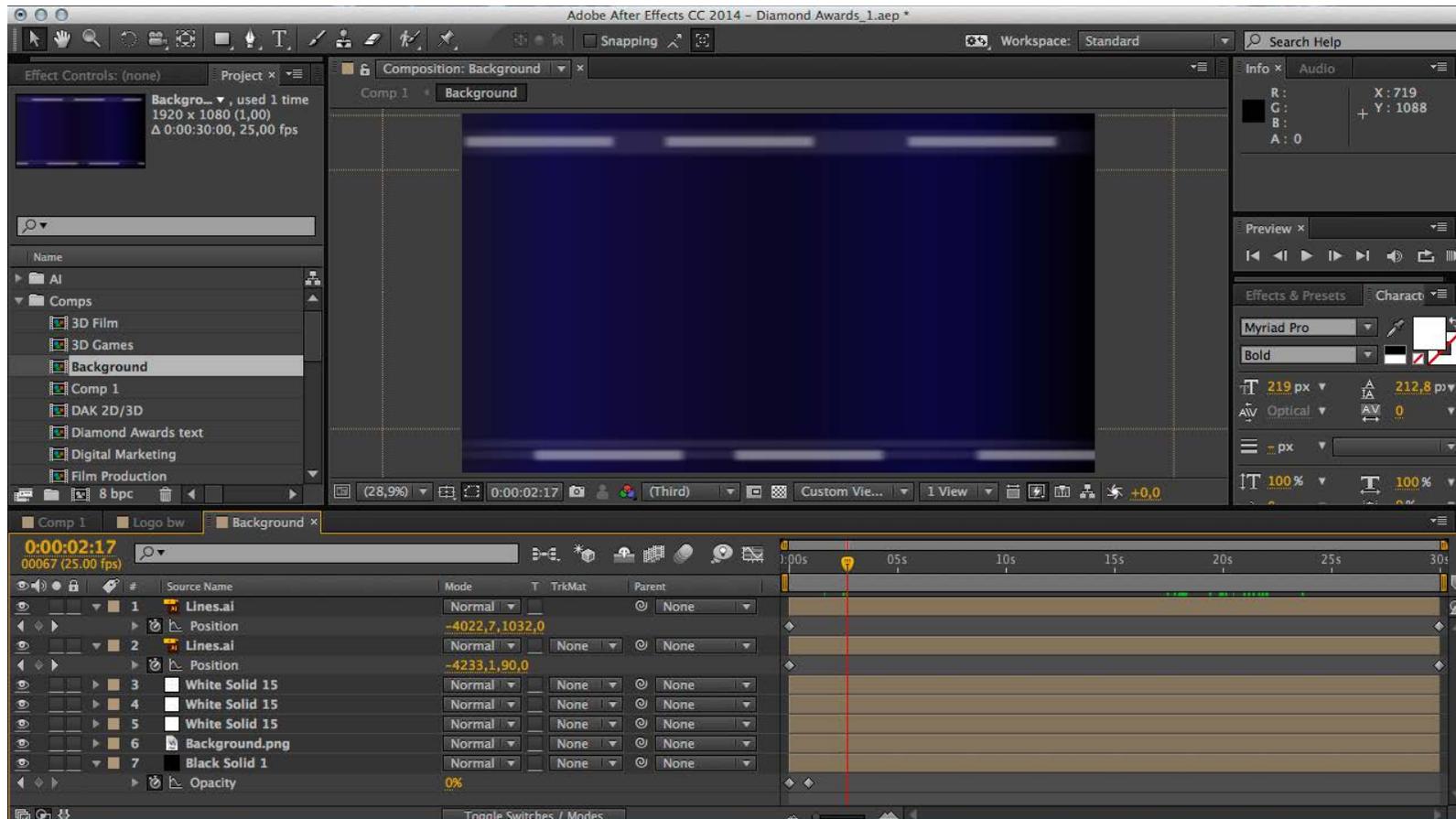
Visual Effects  
—  
VFX

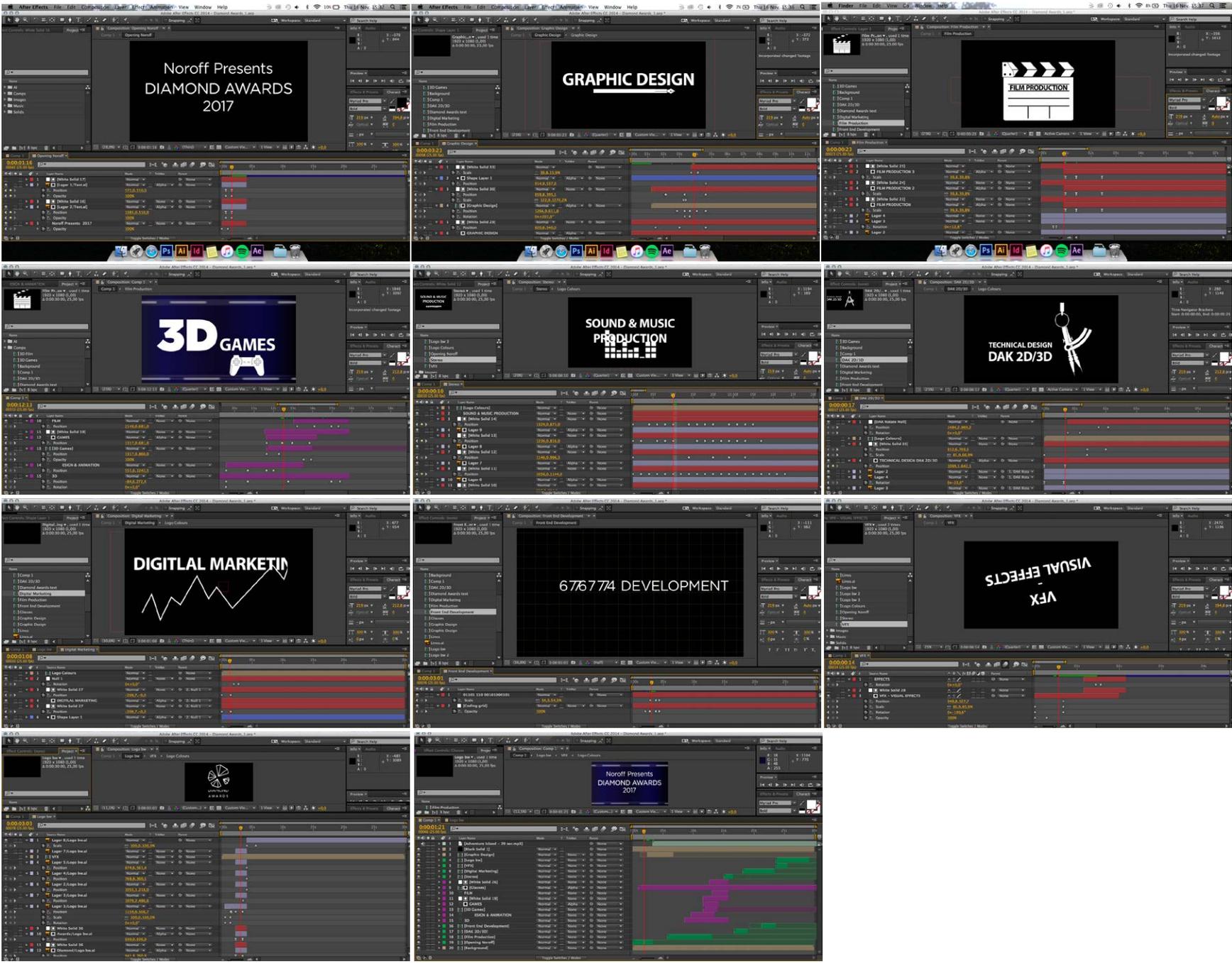
Directing - Finally going to After Effects I was anxious to see what I would be able to come up with. The already mentioned video by Ian Robinson on Lynda.com definitely helped me a lot, as well as other YouTube videos and a few forum threads. This was one of the reasons I didn't do as many sketches as I usually do, though; I knew a lot of experimenting was in order since I had no idea how much I would be able to do. All in all the process from opening After Effects was about me constantly directing myself in new directions, letting go of many ideas, exploring new ones and sometimes even making mistakes that would turn out to be lucky coincidences.

Motion Design/Animation - I made a new comp for more or less every category. I figured this would be helpful since I quickly ended up with many layers, which slowed down my work flow. Using different comps for each category made it a lot easier to stay organized, finding my way around, and avoiding by mistake messing up what I had already done.

The whole sequence pretty much came to life by my trial and (lots of) error. I know ideas will always come clearer when I'm actually working with the final product, since this is when and where I see what limits I need to consider.

Below is the whole project put together as it was in the end. I created a separate comp for the background as well, just to make sure I wouldn't accidentally touch any of the design I had done for this when putting together all the comps.





## UPDATES

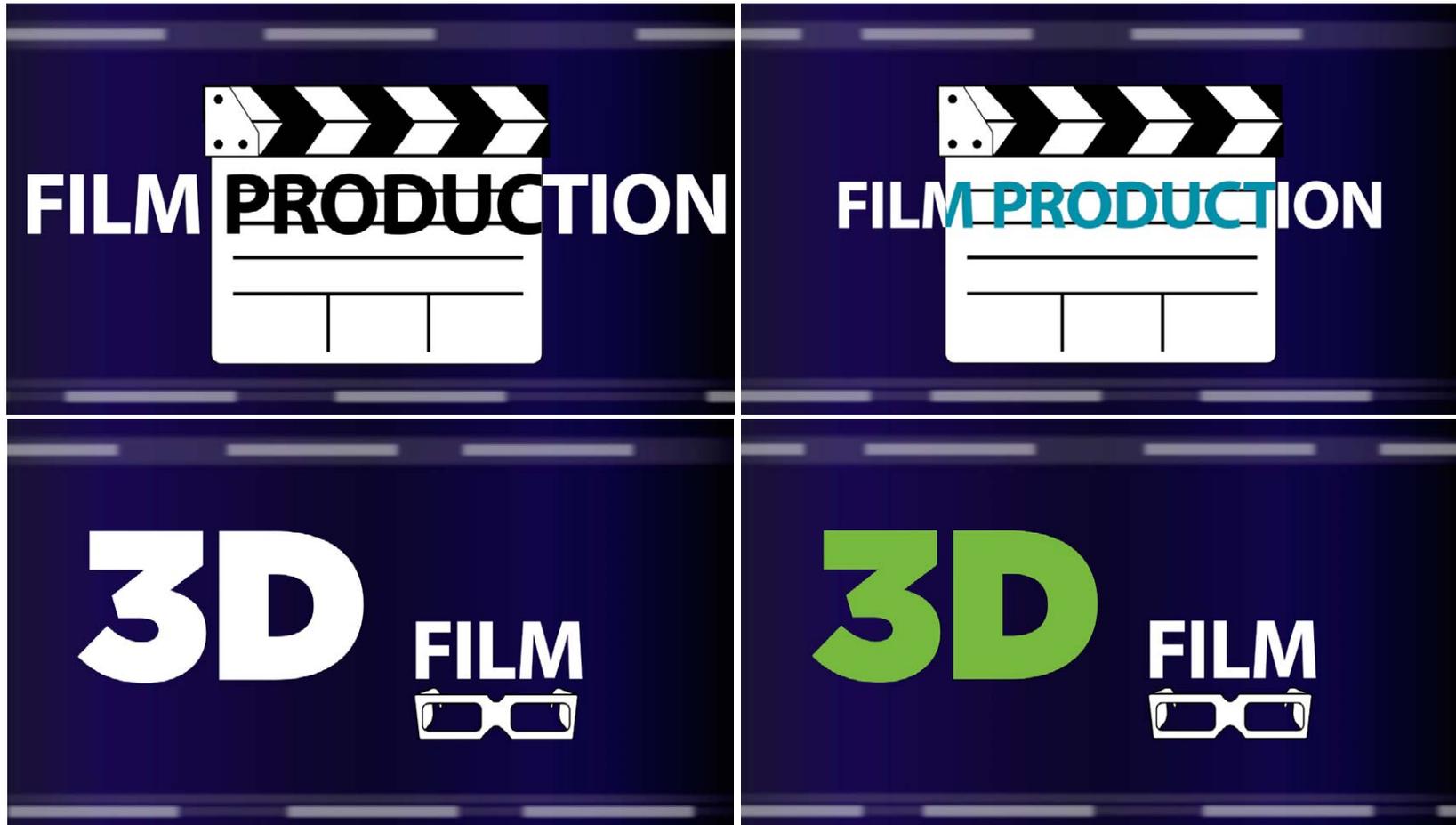
After receiving feedback on this assignment I have made a few adjustments. To sum these up, the changes include:

- Made some animations quicker
- Removed and/or changed some animations/transitions
- Made the text stay on screen longer
- Added a second weight in the typography, and a couple complementary colours

Before submitting I was worried some of the animations were a bit too long, leaving the names (when readable) to stay on screen too short - so when the feedback said the same I made some adjustments to change this. So I tried make the animations move quicker, allowing for the text to stay on screen longer, and not exceed the time frame of 30 seconds. This also included removing a couple of the animations, realizing maybe not all of what I had added was necessary. After all, less is more. Below are examples of a couple of the transitions changed, with the first submission to the left, and the new version to the right:



When it comes to the typography I also made some changes by adding a second type weight; regular, to complement the bold. I'm glad I did this, as it became less overwhelming when I did that. I also decreased the text size a tad, making it stand out less - since the font is very bold, it's strong as is, and it therefore wasn't necessary to have it as big as it originally was. In addition to this I added some colour. Before submitting I did of course try implementing some colour, but didn't find the right way to do it. After editing again though, I decided to add the "main" blue and green from the Diamond Awards palette. When trying colours earlier I always added it to the icons; this time I added it to some of the text instead, which was a much better way of approaching this.



I'm very happy I added these changes to the title sequence. I believe that adding a second weight, and decreasing the text size was very beneficial as it now feels less overwhelming. The typography is now not as one dimensional as described in my feedback, and I believe I now have more of a hierarchy in the content.

# DESIGN CHOICES

## Style/Genre

I would describe this title sequence as quite modern, simple, and clean. The blue in the background represents the night sky and feels sophisticated, trustworthy and calming, and is a colour I personally think lifts the design and well reflects the award show.

## Layout/Design

The layout used is quite simple, and I have mainly centred all elements. The lines in the background constantly moving to the right brings the sequence forward and always ensures that something is happening on the screen. At the same time all the movement in the elements creates variation in the layout whilst maintaining a fairly good balance.

## Typography

I used Myriad Pro Bold for the sequence. This is a sans serif font quite similar to the Diamond Awards logo font Gotham, but the letters are more narrow. In my opinion Myriad Pro creates a stronger unity between the letters, and I think this benefits its readability. I was considering using a serif font, but because I want a more modern look I decided to go with Myriad Pro. Below, Myriad Pro Bold, and Gotham Bold (12pt).

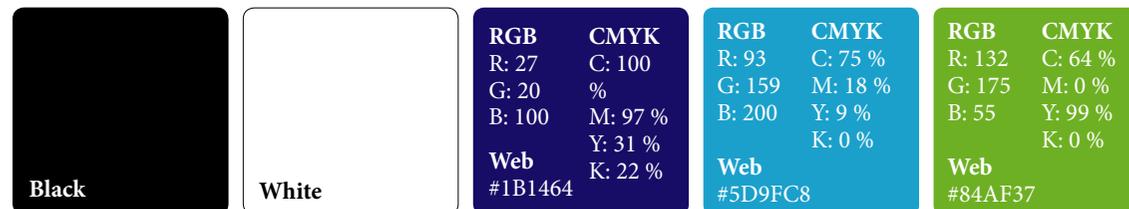
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Colours

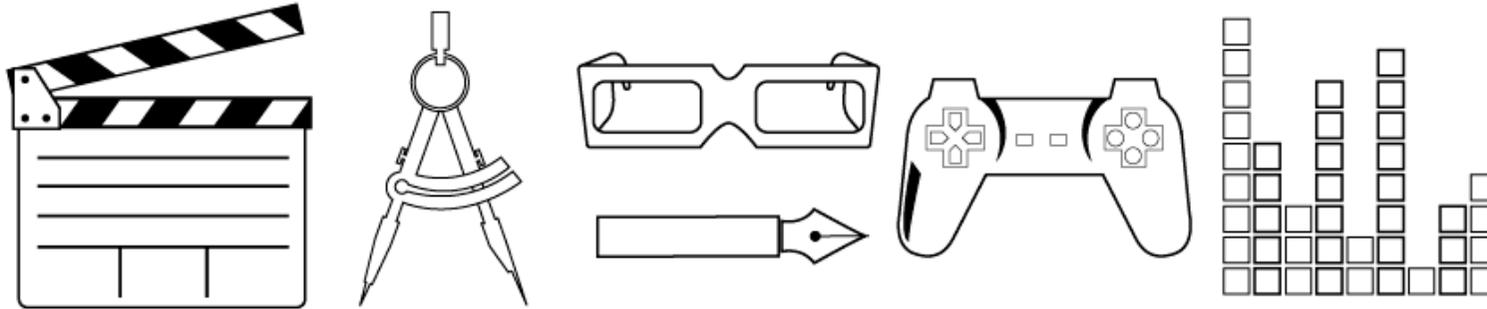
For this composition (after editing, after feedback) I have used black, white, green and blue for all elements and the text, while the background uses a gradient of black and blue. This means I have added two colours to my palette from the original delivery, which has created more of a visual interest and a stronger hierarchy than there originally was. The green and blue I have added are both sampled from the Diamond Awards palette, to have them be in line with the brand identity.

Due to everything that is going on with the elements and animation, I think this palette is a strong candidate. The main colours are still black, white and dark blue, but the two brighter colours add that extra touch that was originally needed.



## Elements

In addition to the elements below I also drew a graph, and a background grid in After Effects, made the background gradient with moving lines in Illustrator, and used the black and white Diamond Awards logo. This means I used quite a few elements, but since they all follow the same style they all work well together. I think they all tie well together, whilst still maintaining a unique look for each of the categories. The purpose of each icon is to present the category.



## Animation

I have used a few effects and animations, mostly based on the Lynda.com and YouTube videos listed under Sources and References. This includes using null objects, solids, tron lines, random numbers transitioning to text, the opacity/scale/position/rotate transitions, and more.

## Song

Since we had to include some audio, I went looking for a royalty free song. I wanted this to be instrumental, and also a little upbeat. The song *Epic by Vladimir Volchenko* definitely fits these criteria. It's about 28 seconds long, so I made it fit the actual categories, and think that worked out quite well.

# SELF EVALUATION

## Reflection Around Finished Product

I'm surprisingly happy with my final product. I think it really came together in the end, and the effects, transitions and animation in general work quite well. There are of course transitions etc. that could have been improved had I known my way around the program better, and the way I have done certain animations could probably have been done in much faster and more efficient ways, but I made it work without too much hassle. And that's what is important in the end; achieving the look and feel I want, and seeing my ideas working out together.

## Development and Process

Starting out with this assignment I had no inspiration at all. It was hard coming up with ideas since I had never worked in After Effects prior to the project. I didn't know what I would be able to do at all; I had some ideas, but didn't know if I would be able to go through with them at all. But once I managed to get started with some sketches, vectorising ideas, and finally starting animating I got much more excited.

I have used several videos and tutorials to help me, but I have also spent a lot of time just trying out things. Using solids to have objects appear in certain ways/areas has been very helpful, and this is how I ended up finding out how to make the "Film Production" text turn white outside the icon. There are probably other ways to achieve this as well, but I found this to work for me. All in all I'm happy with the way I managed to handle the program.

## SOURCES AND REFERENCES

*Monika RH Design - Mandatory Assignment 06: Diamond Awards*

<https://monikarhdesign.wordpress.com/category/ma-06-diamond-awards/>

*Moodboard and Reference Photos*

<https://www.pinterest.co.uk/moonierh/diamond-awards/>

*Wikipedia - Noroff*

<https://en.wikipedia.org/wiki/Noroff>

*Bergensavisen – Hva skjer i Bergen | Diamond Awards Bergen*

<https://www.ba.no/vis/kalender/events/7156656>

*Wikipedia – Title Sequence*

[https://en.wikipedia.org/wiki/Title\\_sequence](https://en.wikipedia.org/wiki/Title_sequence)

*Facebook – Noroff Diamond Awards*

<https://www.facebook.com/noroffdiamondawards/>

*Random numbers transition to text*

[https://www.youtube.com/watch?v=1WZy\\_O\\_kj\\_Y](https://www.youtube.com/watch?v=1WZy_O_kj_Y)

*Animated Tron Lines Tutorial for After Effects*

[https://www.youtube.com/watch?v=8\\_QFzXDK588](https://www.youtube.com/watch?v=8_QFzXDK588)

*Royalty Free Music (Epic, Vladimir Volchenko)*

<http://www.soundotcom.com>

### Noroff Tutorials

*Motion Design: Introduction, Week 21, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA207/week21-2016/>

*Motion Design: Preproduction – Mood Boards & Storyboards, Week 22, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA207/week22-2016/>

*Animation Principles, Week 23, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA207/week23-2016/>

*After Effects Principles, Week 24, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA207/week24-2016/>

*After Effects Extended, Week 25, Noroff*

<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA207/week25-2016/>

## Lynda.com Tutorials

*After Effects CC 2015 Essential Training by Ian Robinson*

<https://www.lynda.com/After-Effects-tutorials/After-Effects-CC-Essential-Training-2015/371399-2.html?>

*After Effects Apprentice 02: Basic Animation by Chris Meyer and Trish Meyer*

<https://www.lynda.com/After-Effects-CS4-tutorials/After-Effects-Apprentice-06-Type-and-Music/79653-2.html?>

# PORTFOLIO

[monikarh.com/portfolio4](http://monikarh.com/portfolio4)

Monika Rostad Halsan  
GRA2 Portfolio 2 2018  
Noroff