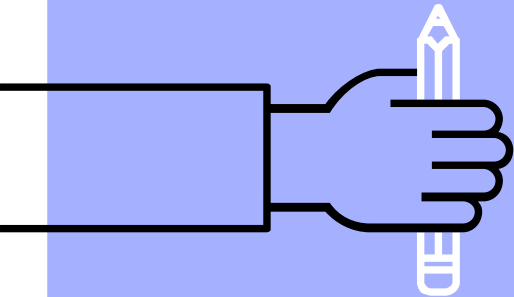
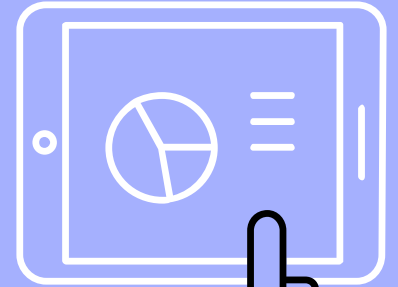
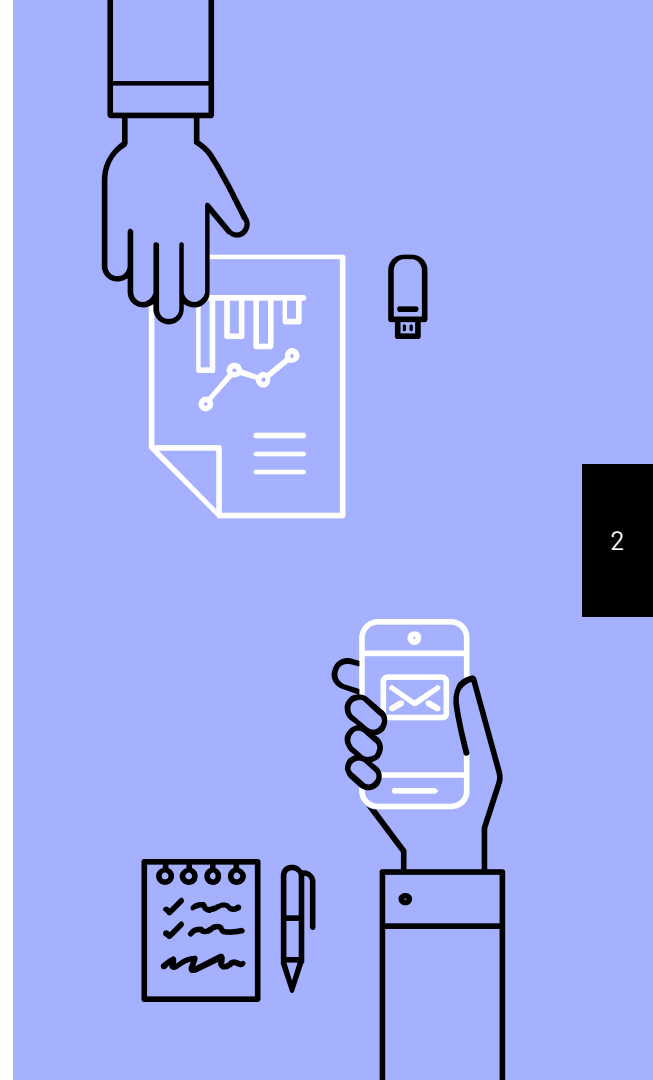
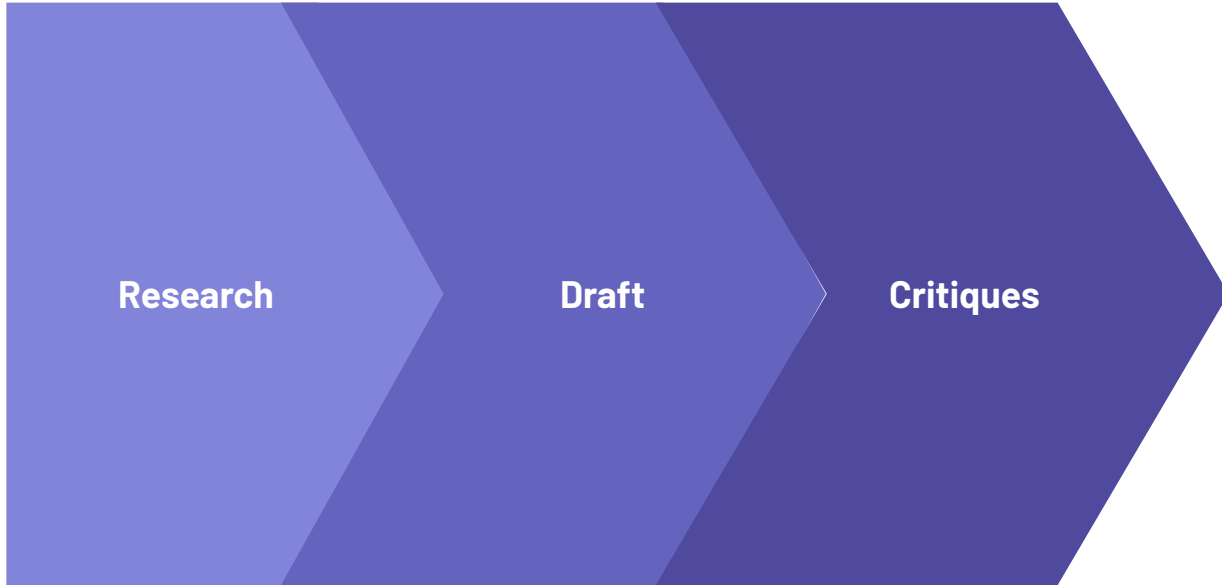


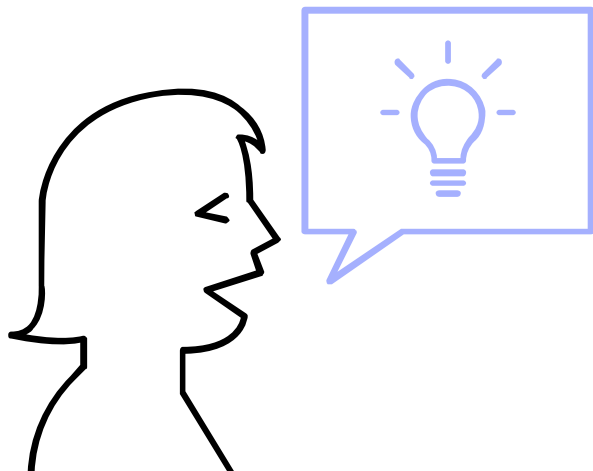
Proddy Sukcharoen

CM501 Design Strategy and Software



Creative Process





Project 1

Lyrics Layout

Project 2

Snack Advertisement

Project 3

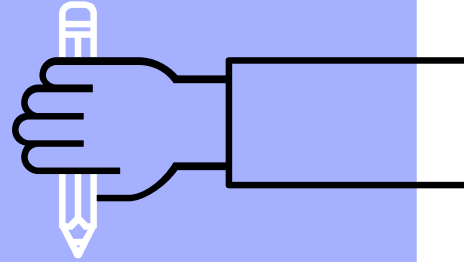
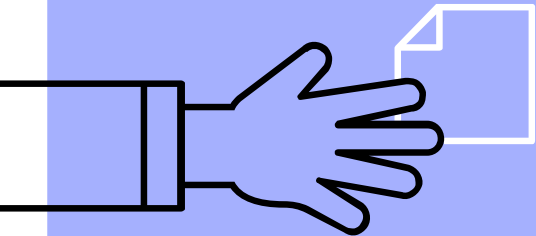
Logo Design

Project 4

Album cover/poster

Project 1

Lyrics Layout



Draft

Let It Go

Idina Menzel

The snow glows white on the mountain tonight
Not a footprint to be seen
A kingdom of isolation
And it looks like I'm the queen

The wind is howling like this swirling storm inside
Couldn't keep it in, heaven knows I've tried
Don't let them in, don't let them see
Be the good girl you always have to be
Conceal, don't feel, don't let them know
Well, now they know

Let it go, let it go
Can't hold it back anymore
Let it go, let it go
Turn away and slam the door
I don't care what they're going to say
Let the storm rage on
The cold never bothered me anyway

Final

Let It Go

Idina Menzel

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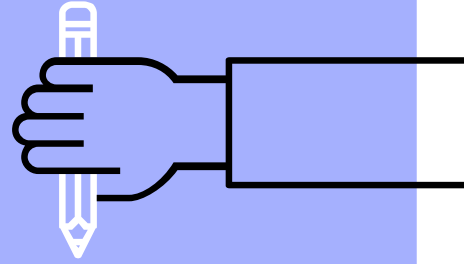
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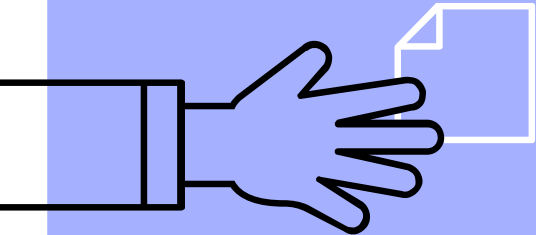
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Project 2

Snack Advertisement





“

Research

OREO

- Minimal + memorable → only black & white colors
- Circular shape makes them notable (not complexed)
- Detailed design on cookie surface → iconic
- Well known internationally
- Bitesize
- Plethora of flavors ~ has unique flavor characteristics
- Consumed by most age groups
- Block-out tweet (Dunk in the dark)
 - ↳ SuperBowl



Connection to College Crowd

- ↳ to-go snack
- ↳ OG
- ↳ different flavors = each student gets their own personality oreo
- ↳ dunk in milk → energy booster
 - perfect combination for students who need both sugar and ~~the~~ calcium for the body
- ↳ night snack
- ↳ party snack
- ↳ cheap
- ↳ small pockets can be easily slipped into bag

Concept Idea

- ↳ emphasize night snack aspect / boosting energy for students
- ↳ makes college students happy due to satisfying hungry stomachs with its dunk in milk combination
- ↳ Super Bowl tweet inspiration → OREO = light bulb → success
- ↳ Convenient snack during pandemic (not messy to eat without milk)



The Currency of Happiness



We'll be



Drafts



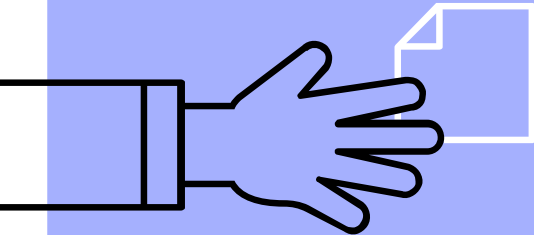
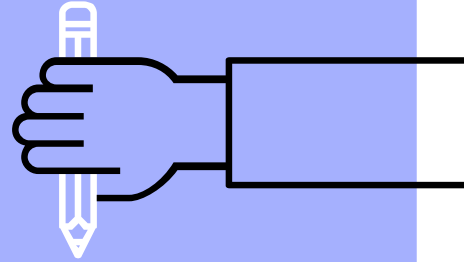
Final



Project 3

Restaurant Logo Design

Chosen concept: Contemporary Fine Dining

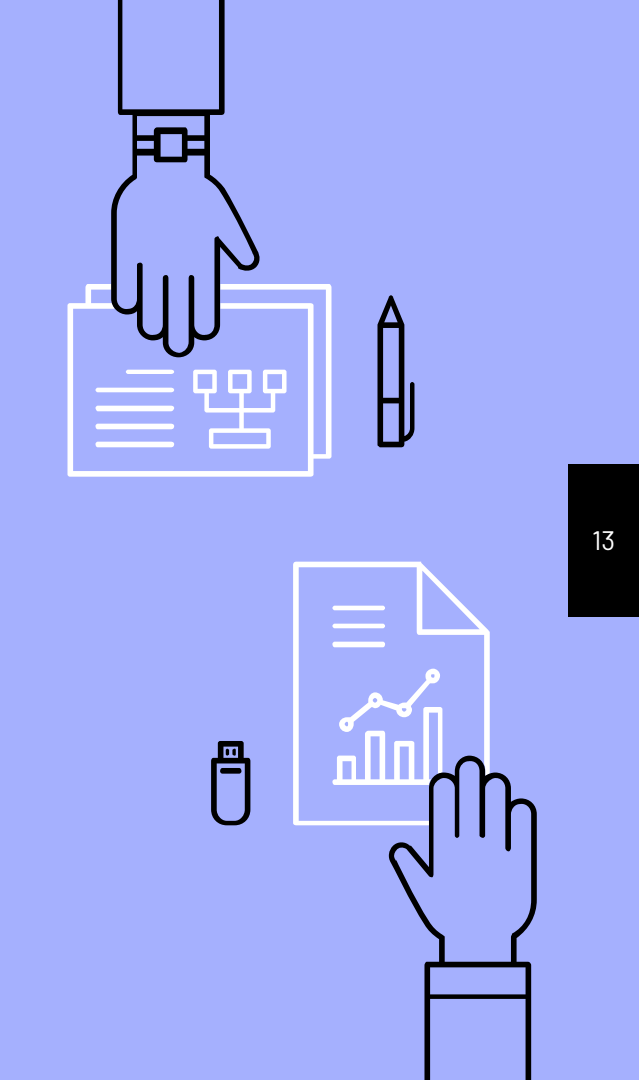


Research-Visuals for Inspiration



Research-Logos for Inspiration

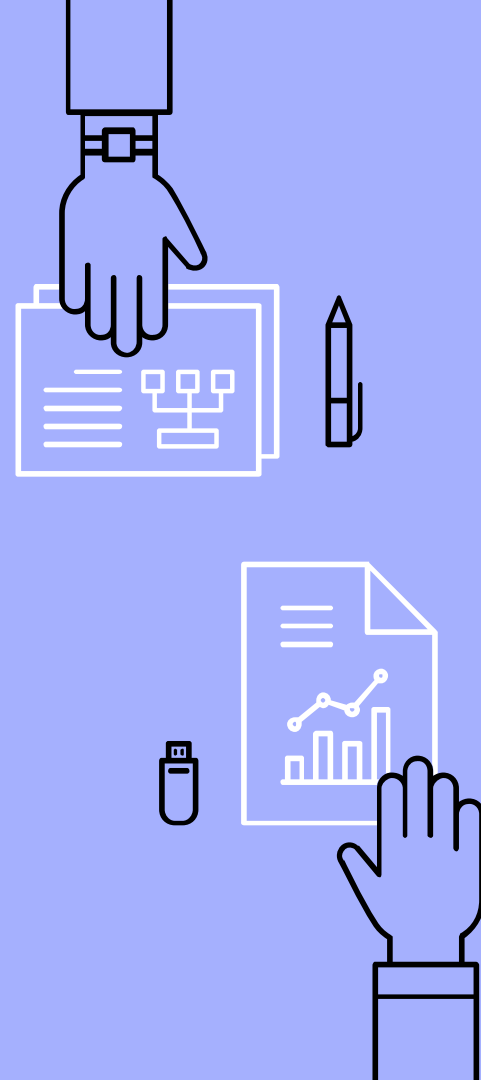
Logos of fine dining restaurants:



Brainstorm



Typeface Research Experimenting



Logo Sketches



Logo Sketch
Priddy Sukchanon
4/1/21



Draft 1

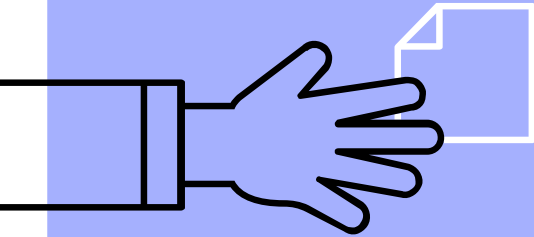
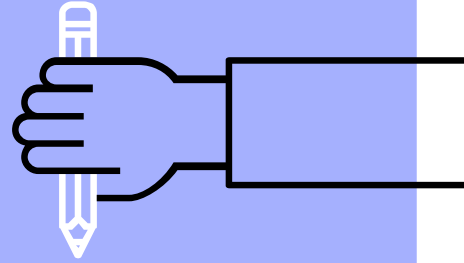


Final



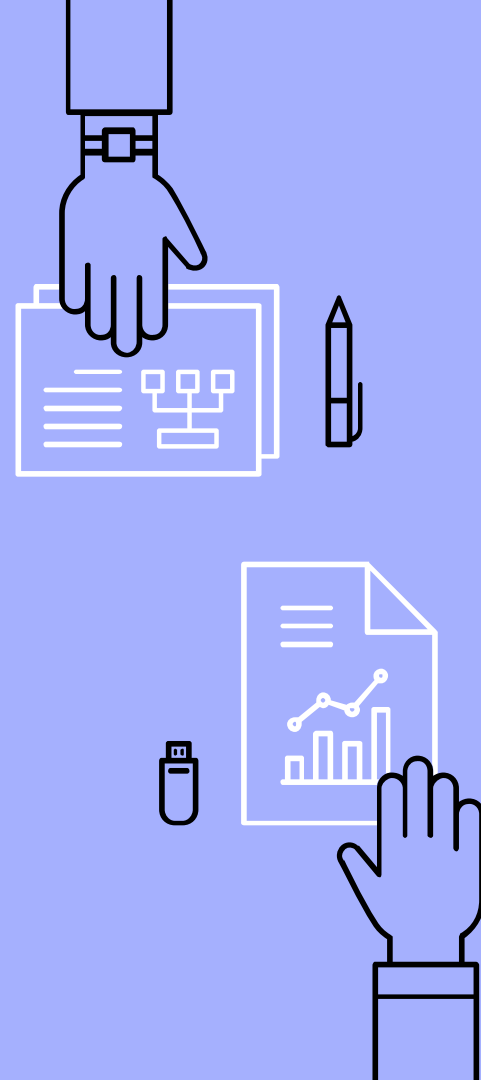
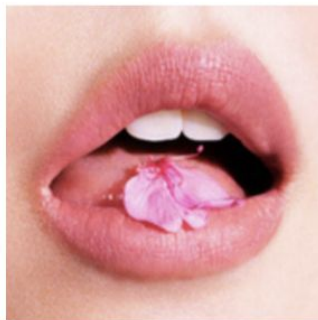
Project 4

Album/Poster Design

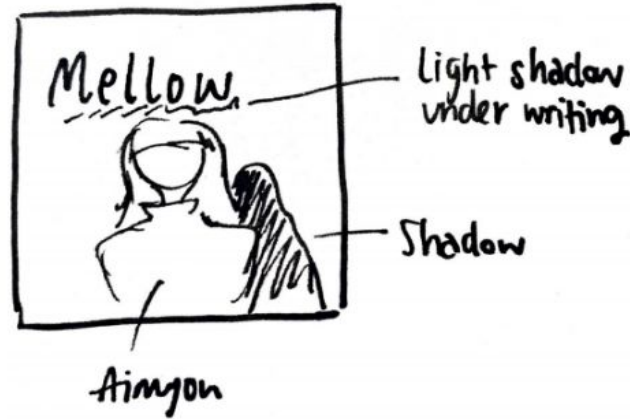


Research-Aimyon (Artist)

Minimal , pastel, symbolism, objects, facial features



Sketches-Mellow (Album Name)



English Typeface Research

Reenie Beanie
James Grieshaber

1 style

Mellow

Schoolbell
Font Diner

1 style

Mellow

Nerko One
Nermin Kahrmanovic

1 style

Mellow

Sue Ellen Francisco
Kimberly Geswein

1 style

Mellow



Japanese Typeface Research

あ(い)みゃん

-Hachi Maru Pop

あのイーハトーヴォの

-851 MKPop

あのイーハトーヴォの

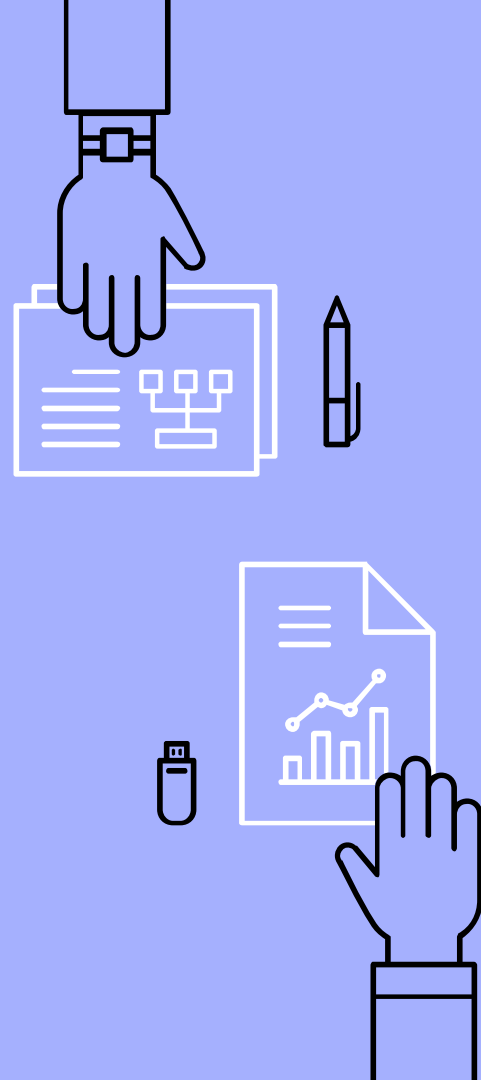
-Corporate Logo Maru

あのイーハトーヴォの

-Zakkuri Gothic

あのイーハトーヴォの

-Shigoto Memogaki



Initial Designs



Drafts



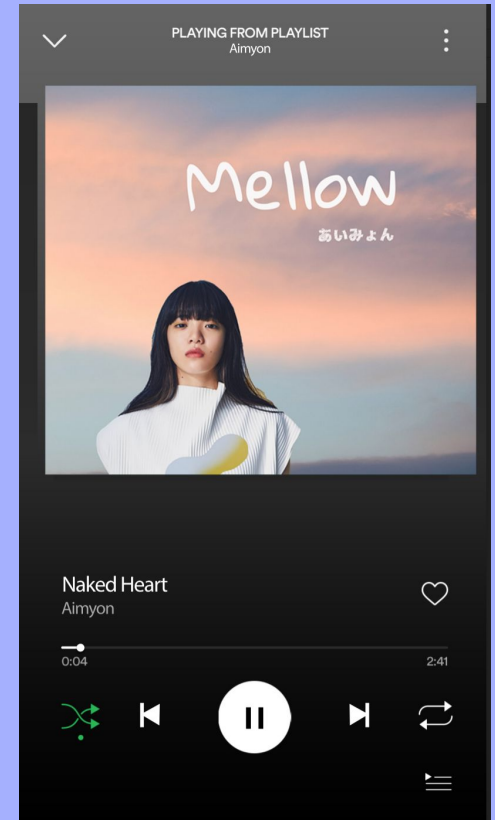
Drafts (cont.)



Final-Poster

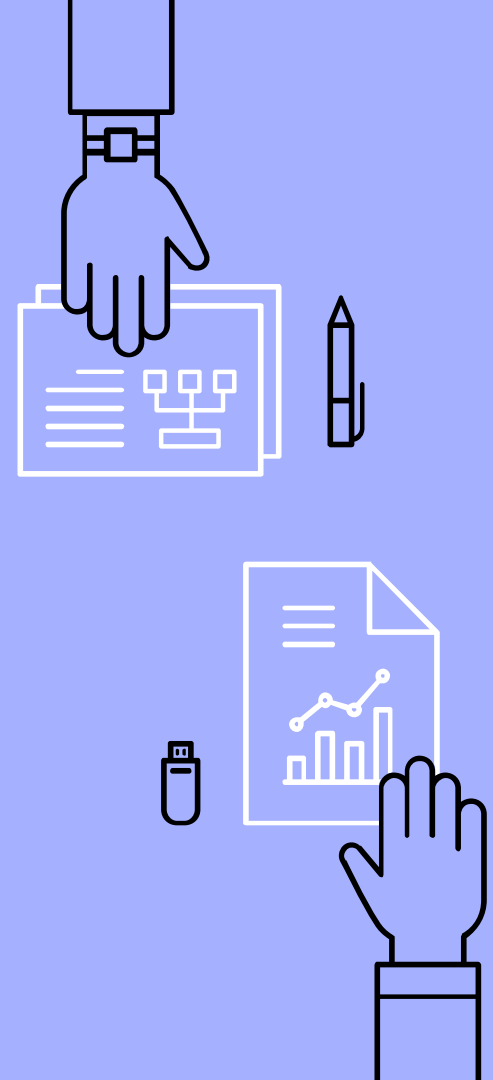


Final- Album Cover



Key Lessons Learned

- Always have room for creativity
- Push yourself
- Be willing to try (even if you might make mistakes)
- Sketches are crucial
- Extra research on small details can have big impacts
- Learn from peer critiques



Thank you