

*JOURNAL FOR WASA
GALA PROJECT*

WEEK 1 - LECTURE NOTES

Week 1
Wednesday, 27 July 2022 9:26 am

Designer

Function Form Aesthetics

↙ ↕ ↘

Output/product

Project management
- Time/money
- business

The principles
- Research / practice

Medium/output/product

Identity
Identify
Ident
ID
id
I

Culture
↳ Identity
↳ Ethnicity
↳ Traditions
↳ Language
↳ Beliefs & values
↳ history
↳ gender
↳ Background
↳ socio economic

Brand Identity Prism - 6 Elements

- Physique
- Relationship
- Reflection
- Personality
- Culture
- Aspirational

Strong brands are capable of weaving all aspects into an effective whole in order to create a concise, clear & appealing brand identity

Components on brand equity

- Brand loyalty
- Brand awareness
- Perceived quality
- Brand Association
- Brand Experience

Brand Equity Model

Brand resonance

consumer judgement	consumer feelings
brand performance	brand imagery
brand salience	



Brand equity & identity

Identity

- Brand name
- Logo
- Packaging shape
- Packaging graphics
- Product description

Brand Personality

- Sincerity
 - Down to earth
 - honesty
- Excitement
- Competence
- Sophistication
- Ruggedness

* A brand exists only in the minds of your customers

Brand Marks
↳ Symbols that represents aspects of organisations missions, ethos, values, etc.

Ethos
Pathos
Logos

Denotations - what we see in the design
Connotations - what does it mean

NEXT WEEK

Bring in first drafts next week for discussion

Analyse, write, list, use examples, diagram, draw, reference, moodboard, etc.

Target audience
↳ who are the people you are presenting on the receiving end of brand identity
What's so special about audience & why do they need this product/service/experience

Think about language used to describe this, think in terms of value

Method of approach - Poster, social media, etc.

Mediums - illustrations, etc.

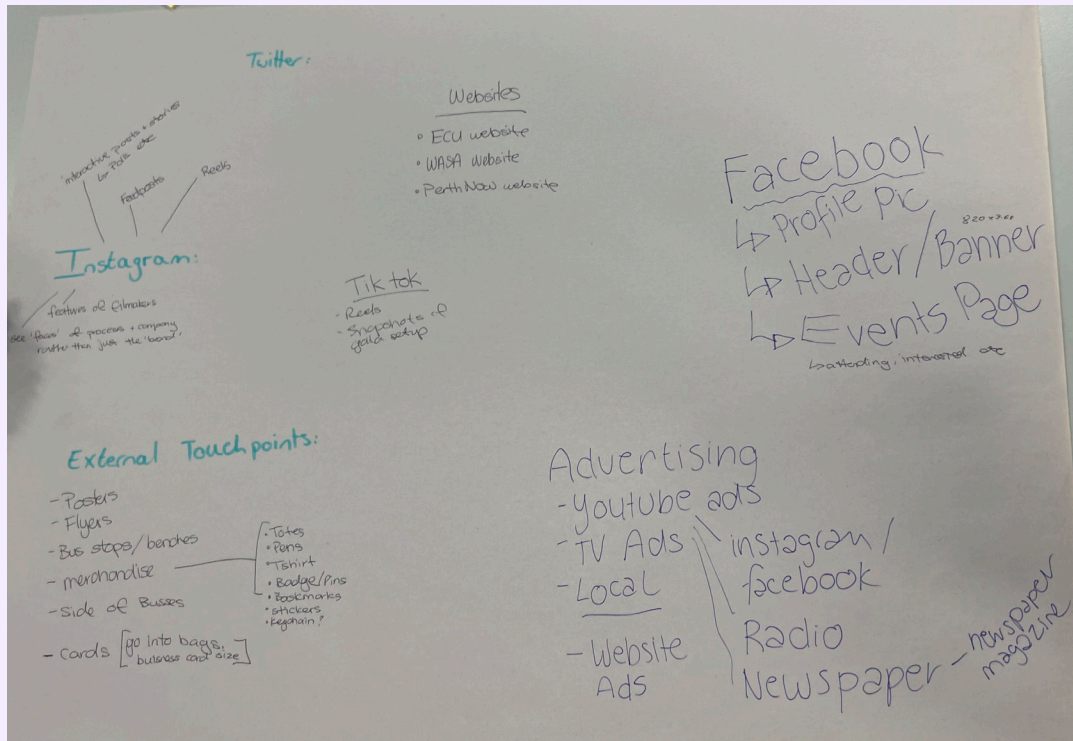
Future Ventures
↳ future applications beyond the initial conception & creation of assets/materials for initial touchpoints

Focus on meaning of words.

What does 'Rupture' meaning and how can it be portrayed.

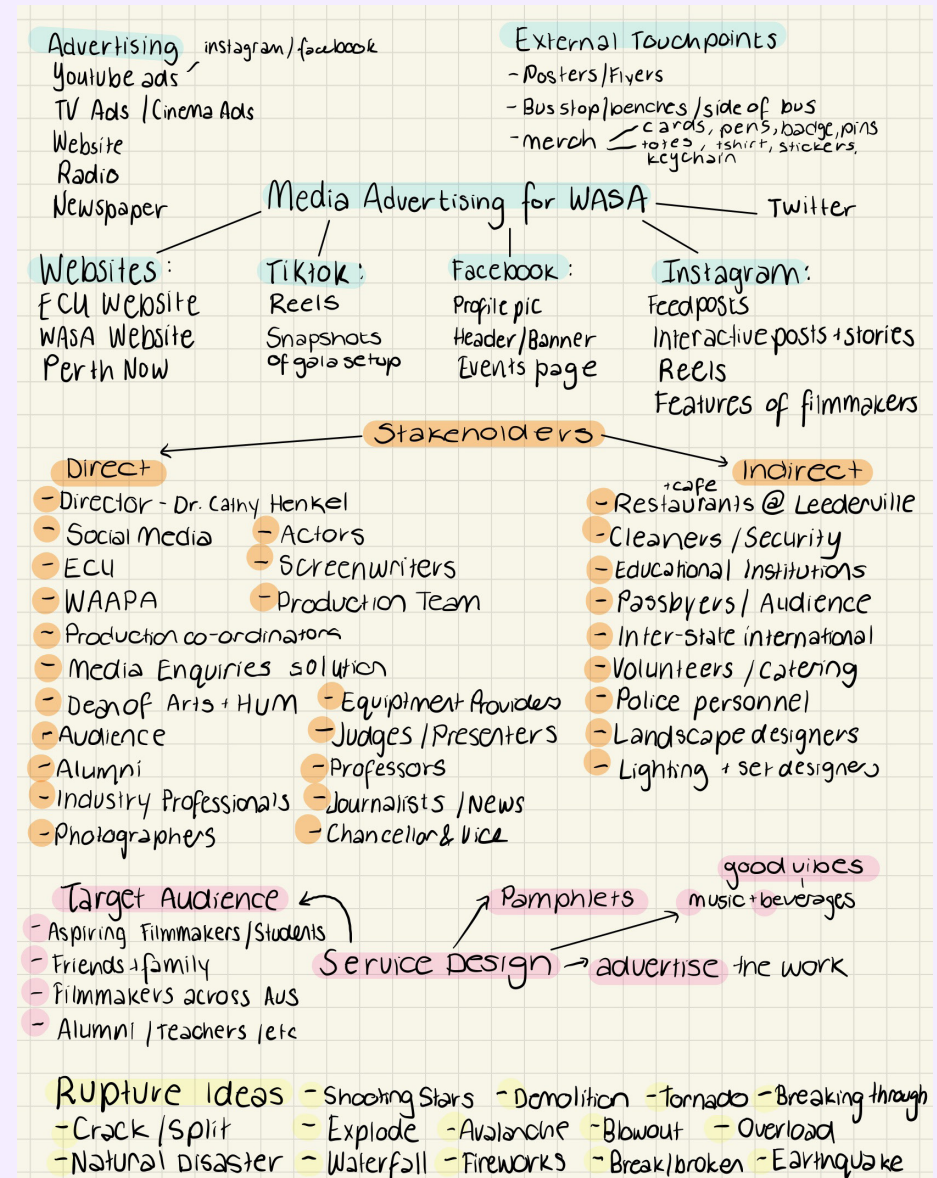
What does it look like, what font would suit the word, what colours are associated with it

WEEK 1 - RESEARCH



From tutorial (Collaborative effort from Shari, Isis, Megan, Chenoa, Grace and I).

Advertising, social media and external touchpoints for WASA.



WEEK 1

INSPIRATION MOODBOARD

French new wave posters & Film festival posters with texture including felt, paper, stamps, etc, to create a collage.

Inspired predominantly by Jacques Demy's film posters, with soft pastel colours, limited colour palette and utilisation of shapes and space.

Also inspired by illustrative, hand-drawn typography.

REFERENCES

Bass, S. (1960). *4th San Francisco international film festival* [Poster]. <http://www.artnet.de/k%C3%BCnstler/saul-bass/4th-san-francisco-international-film-festival-YhmYv7gDlrNj2inrb2fZBg2>

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Elbe Paris (n.d.). *A bout de souffle* [Poster] <https://www.elbe.paris/en/great-french-classics/325-breathless-godard.html>

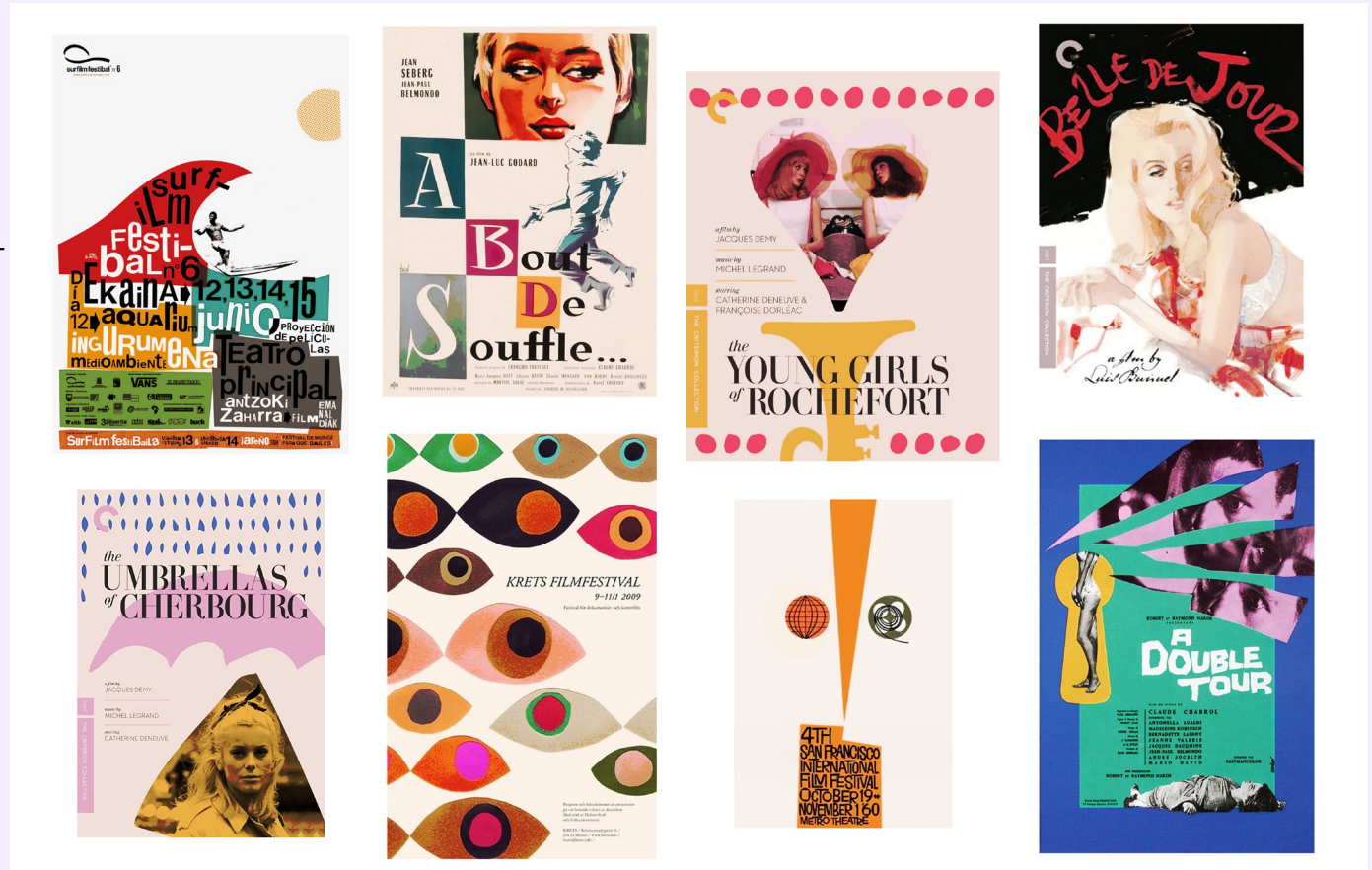
Estudio Primo (n.d.). *Surfilm Festibal*. <https://estudioprimo.com/SURFILM-FESTIBAL>

Pieters, V. (2009). *Krets film festival* [Poster]. https://veerle.duoh.com/inspiration/krets-filmfestival?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+veerlesblog+Veerle%27s+Blog+3.0+-+All#When:14:11

The Criterion Collection (n.d.). *Belle de jour* [Poster]. <https://www.criterion.com/films/27949-belle-de-jour>

The Criterion Collection (n.d.). *The young girls of Rochefort* [Poster]. <https://www.criterion.com/films/28615-the-young-girls-of-rochefort>

TMDB (n.d.). *A double tour* [Poster]. <https://www.themoviedb.org/movie/45348-double-tour/images/posters>



WEEK 1 - IDEAS

My interpretations of 'Rupture.'

Finding typography ideas and colour combinations



WEEK 2 - LECTURE NOTES

Week 2

Wednesday, 3 August 2022 9:27 am

Style

Identity and identification

Technology or technique can create style - screen printing, Adobe flash, etc

Andy Warhol - style through print

Fashion is the armour to survive the reality of everyday life - Bill Cunningham

Fashion is everything that goes out of fashion - Jean Cocteau

Alphonse Mucha (1896) & Aubrey Beardley - Art Nouveau - Fine lines and detail

Beggs & Lucian Bernhard - Block colours - Reaction to art Nouveau

Modernist architects through Architecture should be timeless, fashion meant change ability

Objects influence technology - calculators on phones emulate a physical calculator

Luxury brand - bold letters, black and white, to represent timelessness

Visual Rhetoric - Powerade - Different colours to represent different flavours

Josef Muller Brockmann - Swiss design - Pharmaceutical design - Express seriousness and formality, easy to read

Style guide - must be consistent

Design thinking - design minus the material practice

Feedback on Client Project

Shari

- Number 3
- 5 - WASA logo bold
- Readability
- Editing idea

Megan

- Tearing paper
- Texture

Isis

- Play on position of word
- Colours - image
- Shapes

Cut out lines - - - - -

Branding and style - What does a certain brand mean, what is it associated with it, and how can it be consistent throughout different platforms and mediums.

WEEK 2 - TEST



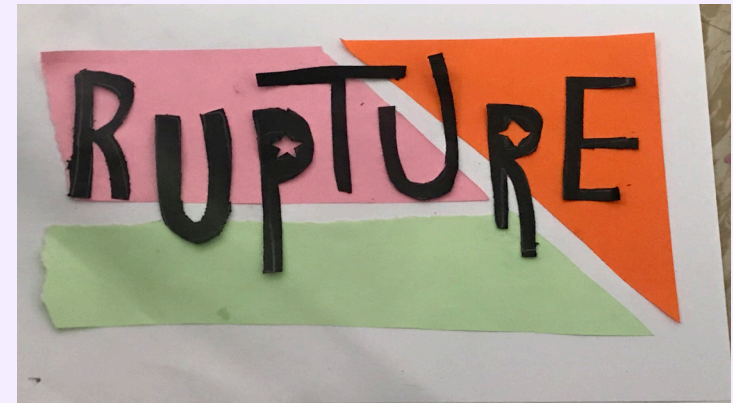
Poster



Social media banner



Instagram/facebook post, or profile picture



Test on a potential idea.

Fell though as it was difficult to get the letters right, and looked too much like a musical theatre poster.

Horizontal design is meant to imitate an editing timeline.

WEEK 2 - DIGITAL TEST

Scrapped these ideas as they seemed too simple, and the star design again looks like something for musical theatre.

RUPTURE

RUPTURE
RUPTURE

RUPTURE

RUPTURE

RUPTURE

RUPTURE

RUPTURE

RUPTURE

RUPTURE

WEEK 3 - LECTURE NOTES

WEEK 3

Brand identity prism

Strong brands are capable of weaving all aspects into an effective whole

Identity is information design

- ↳ Info can be a commodity e.g. can be bought & sold
- ↳ Can be literal e.g. buying and selling of data
- ↳ Info design can be used to sell other things e.g. a lifestyle

A brand exists only in the minds of your customers

Brand marks - defined as visual images, elements, symbols used to identify a brand & contribute to maintaining an image

Symbols - representation of one object by another object

Style Guide

- Instructs how to implement branding across multiple mediums
- Describes the style & feel of brand
- Sets boundaries around what is allowed
- Sets guidelines
- Brand integrity
- Assets → 'ingredients'
- Can be considered the guide to the various brand marks & touchpoints associated with given organisation/campaign/initiative

Style Guide

- Loops, usage & placement rules
- Colour palettes & specs - Glossy, transparent, print, jet ^{fontones hex}
- Typography, usage & placement rules
- Layout specification
- Image guide / templates
- Print specifications - stock choice, standards, etc.
- Broadcast specifications - aspect ratios, tone of voice
- Web specifications - image sizes, resolution
- Environment & space - layout, fabric & material, moodboards
- Service journey - customer service, interactions
 - Philosophy, tone, grammar, moodboards, seasonal changes, kinetics, choreography, etc.

Visual elements

- Narrative
- Level of complexity
- Consistency
- Originality, unique vs. visual language / rhetoric
- Memorable
- The mediums - technical limitations, etc.

Ethical values & Responsibilities

Be desirable, equitable & viable

Responsibility

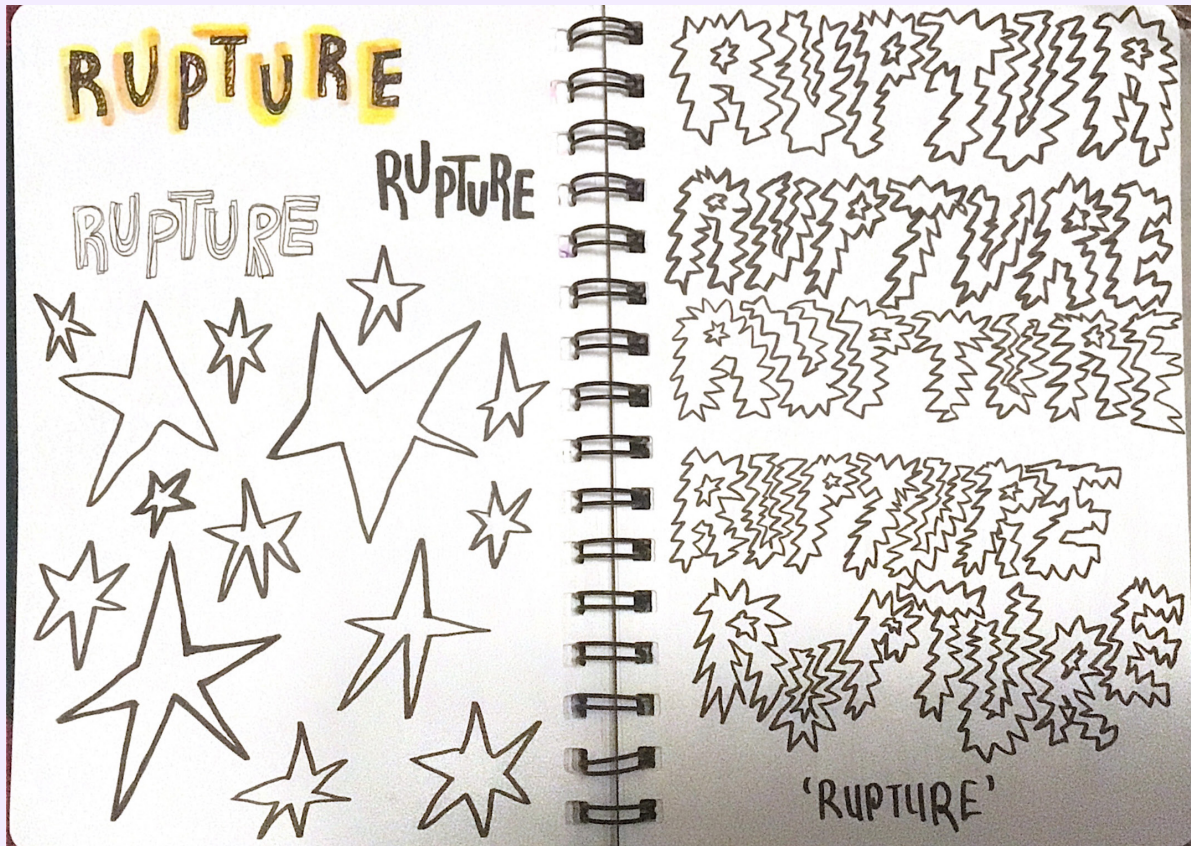
- Your role as a designer & your practice

What makes a brand a brand?

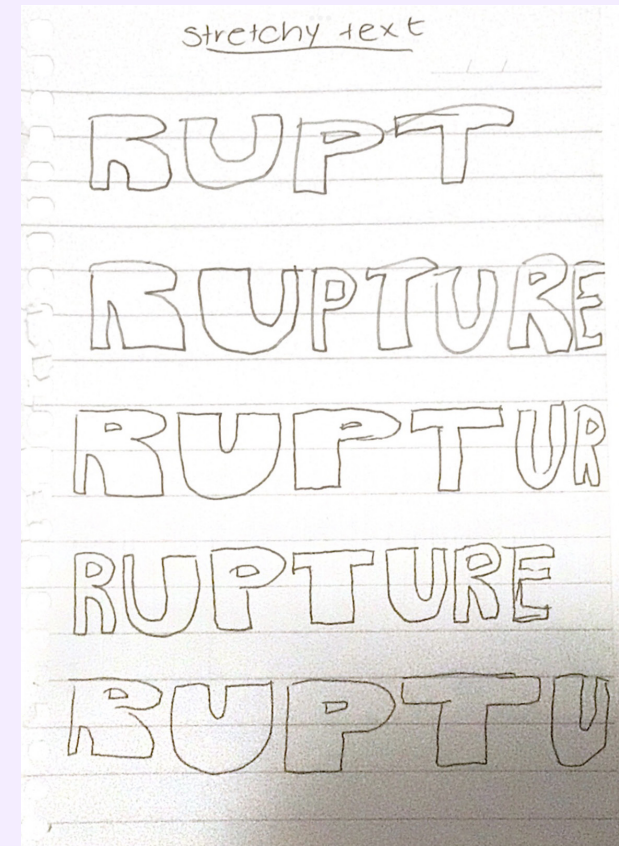
What is WASA's brand and how can you express this through your designs? - WASA is both formal as it is a higher education academy however it is also highly creative.

WEEK 3 - NEW IDEA

Playful 'Rupture' logo, with additional text that is more formal/traditional.



Using a simple font however stretching text to make it interesting.



Decided to do come up with a new idea, as the previous ones weren't working. Came up with playing with typography including the fuzzy text and stretched out text.

WEEK 3 - NEW IDEA

NEUE

DESIGN
LIBERAL ARTS
MANAGEMENT
TECHNOLOGY
PERFORMING ARTS
SOCIAL RESEARCH

Bilak, P. (2015). *Neue* [Font].
<https://typographica.org/typeface-reviews/neue/>



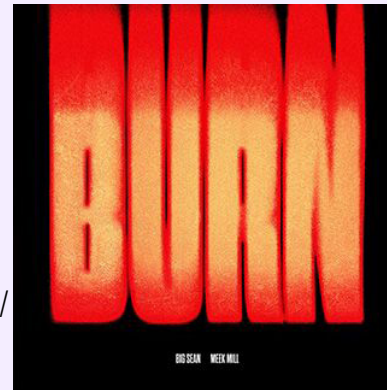
Hardy, S. (2018). *Rumba-Rumbar* [Image]. https://www.behance.net/gallery/68651799/Rumba_Rumbar



<https://twitter.com/Pianotex/status/1319844205158518784/photo/2>



<https://www.pinterest.com.au/pin/162200024071385185/>



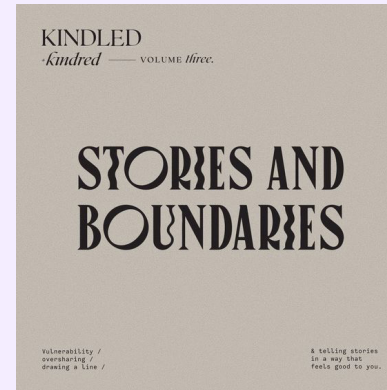
Perez, J. (n.d.). *Burn* [Image]. <https://www.joerperez.com/burn/>



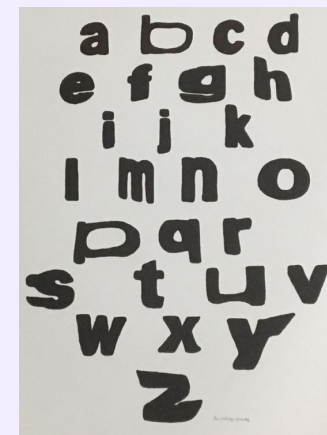
<https://www.pinterest.com.au/pin/162200024071385183/>



Larsson, V. (2014). *Other perspectives* [Image]. <https://www.behance.net/gallery/OTHER-PERSPECTIVES/15137237>



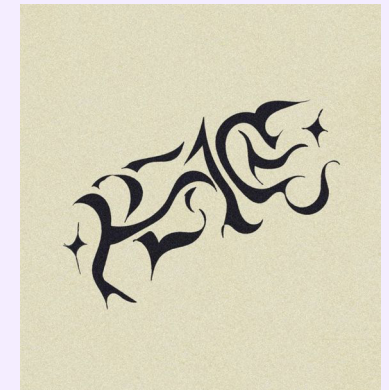
Kindled and Kindred (n.d.). *Stories and boundaries* [image]. <https://www.pinterest.com.au/pin/162200024071385277/>



<https://www.pinterest.com.au/pin/162200024071478126/>

r.e.m.beauty

<https://www.pinterest.com.au/pin/120330621285395240/>



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<https://www.pinterest.com.au/pin/236298311688437579/>

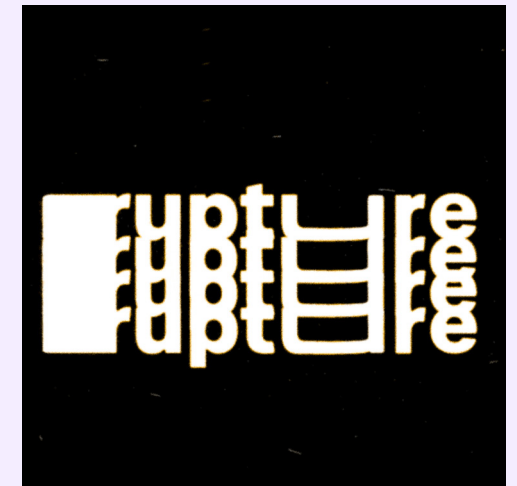
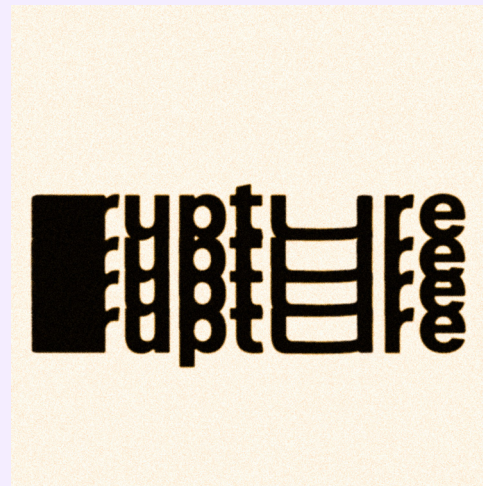
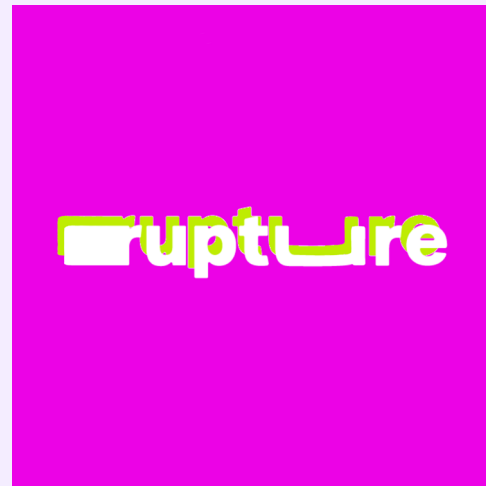
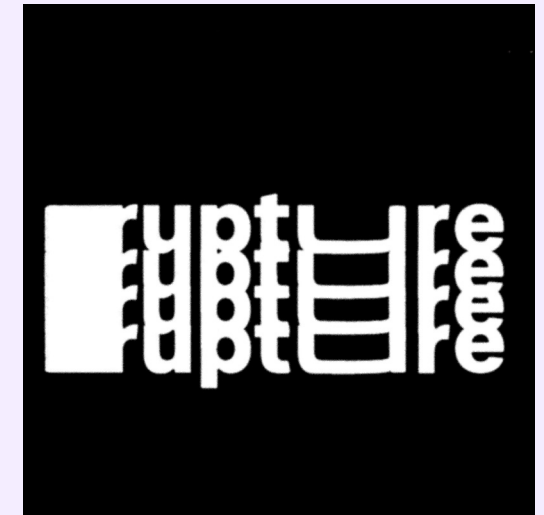
TYPOGRAPHY INSPIRATION

WEEK 3 – DRAFTS FOR NEW IDEA

RUPTURE

■rupture

■rupture



WEEK 3 - DRAFTS



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<https://stock.adobe.com/au/317123265>

WEEK 4 - LECTURE NOTES

Week 4

Wednesday, 17 August 2022 9:28 AM

Information Design

Prescription of photography

Images - Pictures

Images - Words

Realism Continuum - Distinguishing between/within classes

Concrete -> Abstract

Complex -> Simple

Objective -> Subjective

Specific -> Universal

Evolution of the human visual system

Eye and brain - simple hypothesis

Add more meaning, the image will change

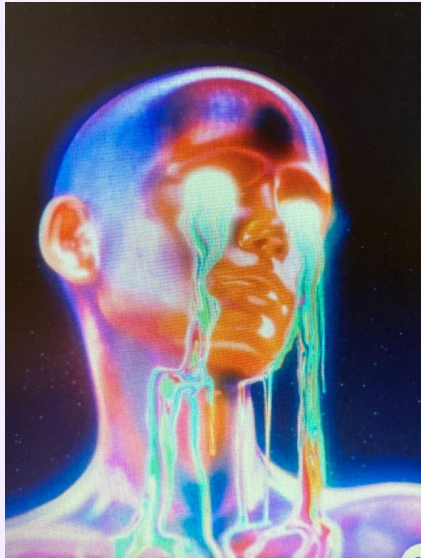
Invariant arrays

Identify as the same character, don't need to be accurate

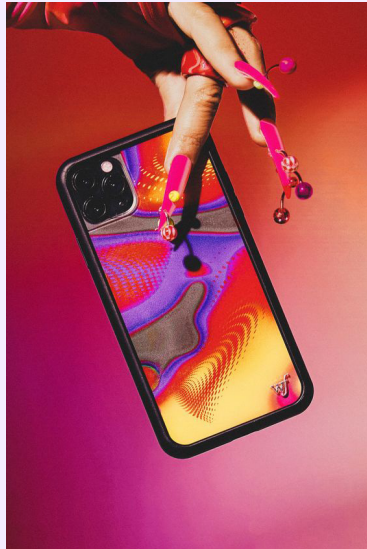
The processing that takes place in the early stages of human vision appears to produce imagery.

What should be abstract and what should be realistic? What would fit your ideas?
I want an abstract background for my designs I'm working on. A mix of colours, blurry images, gradients, interesting shapes and patterns.

WEEK 4 – BACKGROUND INSPIRATION



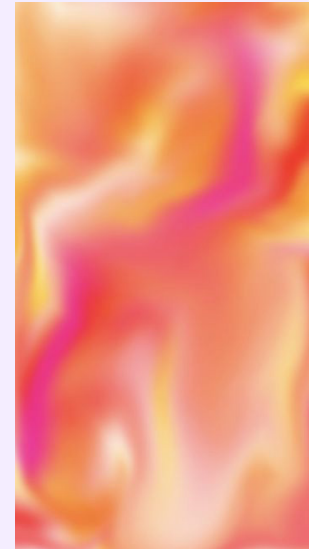
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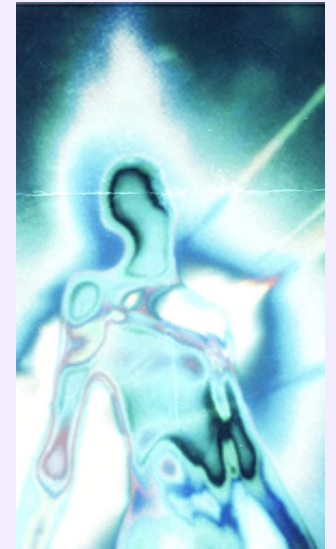
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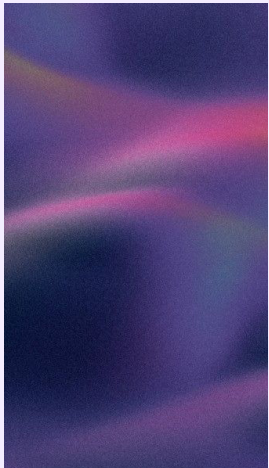
<https://pyrrhic-victoria.tumblr.com/post/62556686126>



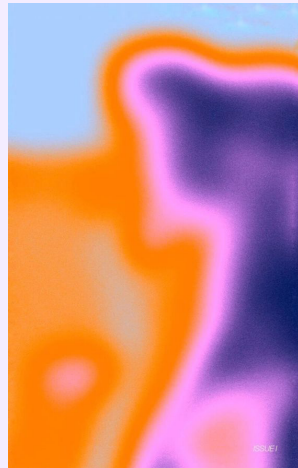
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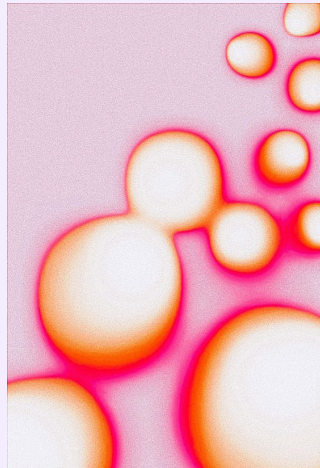
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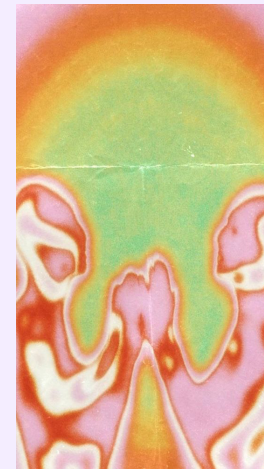
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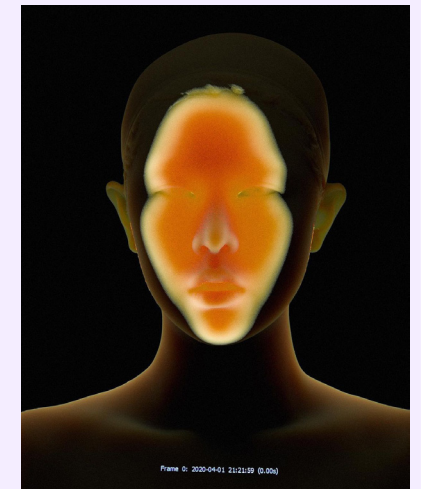
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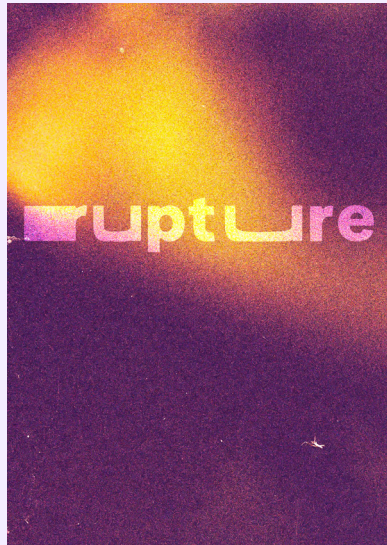


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WEEK 4 – DRAFTS

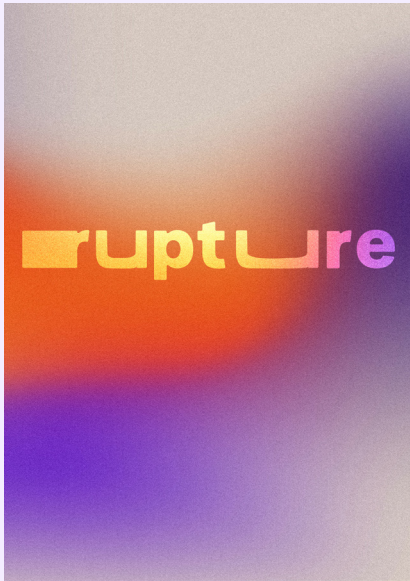


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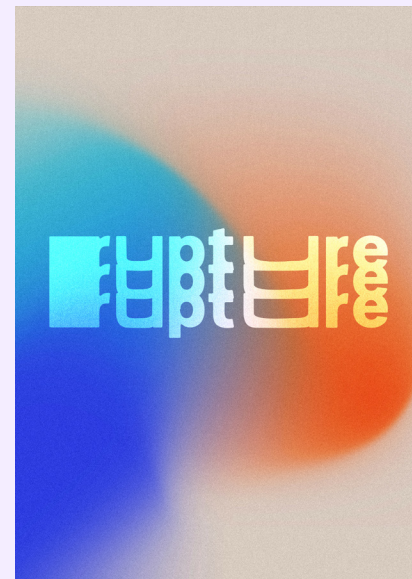
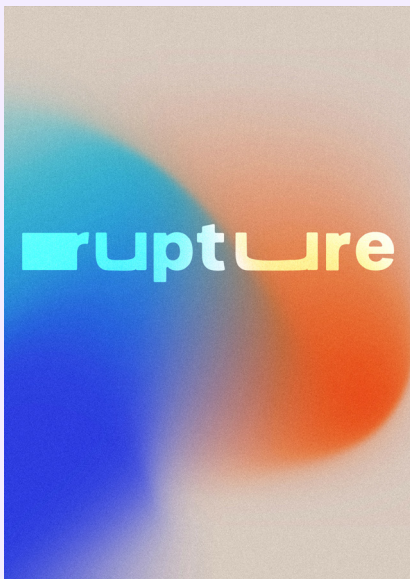


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WEEK 4 - DRAFTS

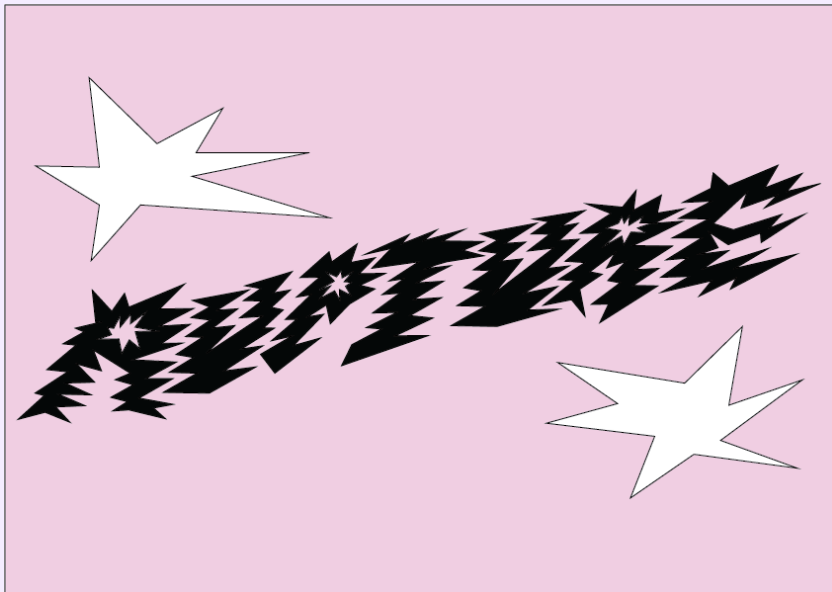
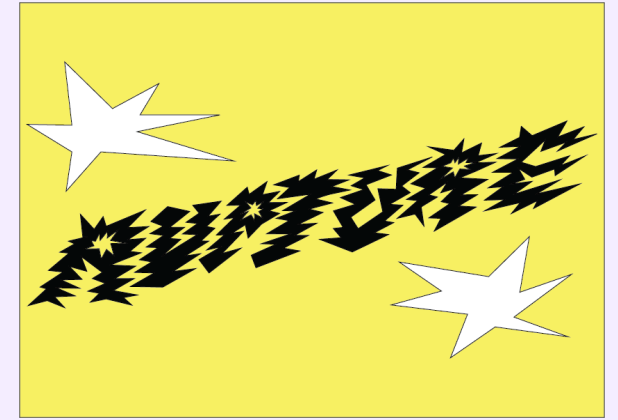
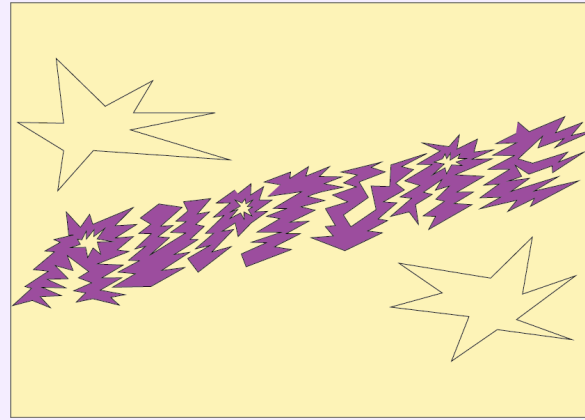
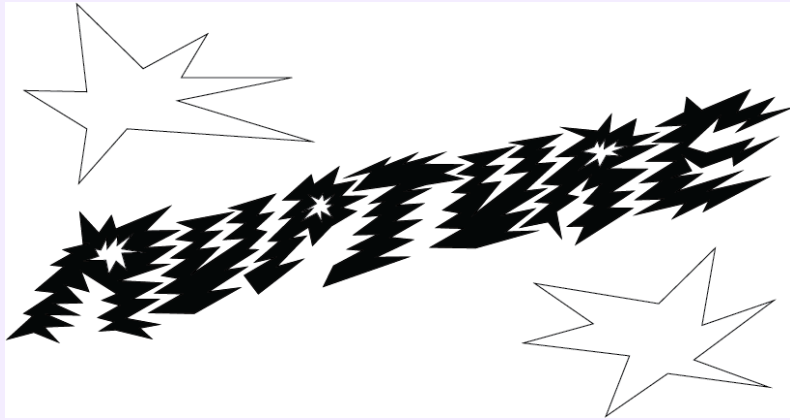


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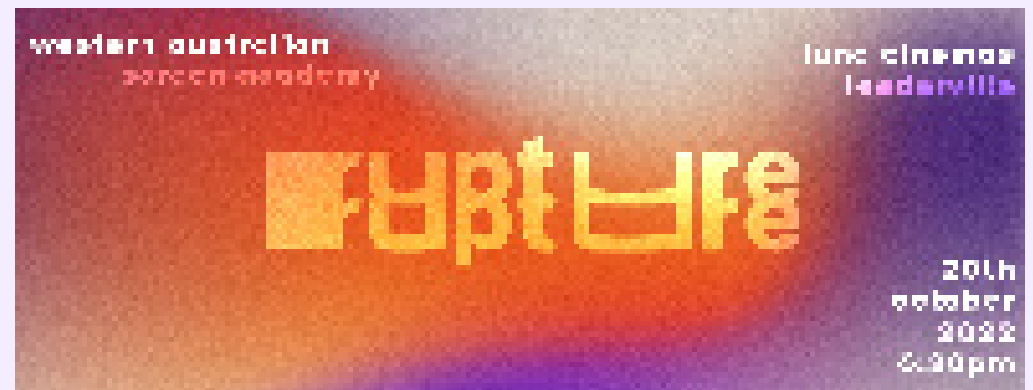
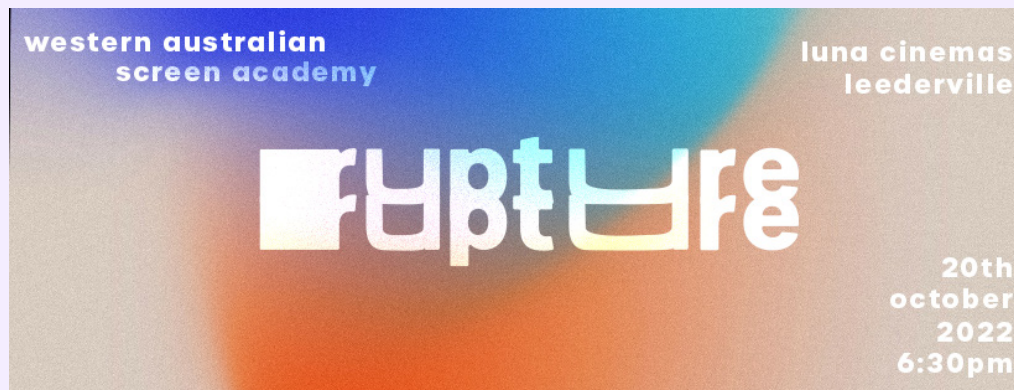
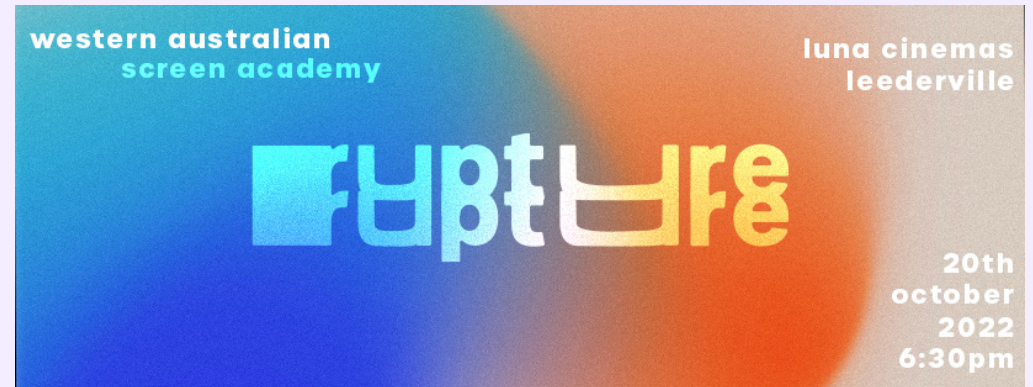
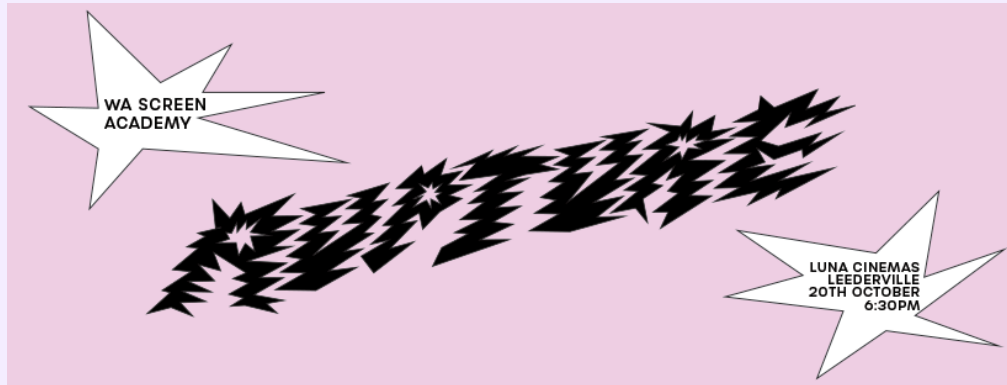


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WEEK 4 - DRAFTS



WEEK 4 – SOCIAL MEDIA BANNER DRAFT



Client Project – KeYmark/device

The Organisation

The Western Australian Screen Academy (WASA) is based at Edith Cowan University, Mount Lawley. Established in 2005, it has trained many filmmakers through a production based experience. The WASA Gala at Luna Cinemas in Leederville showcases the students' work every year. This year's theme is 'RUPTURE'.

Target Audience

The target audience of the gala includes WA Screen academy students and staff, family and friends of those students, aspiring filmmakers, the film industry across Australia, students and staff from Australian Universities, and the general public interested in film.

Importance

The design of the gala poster is important to appeal to all demographics. In particular, younger audiences, influencing high-school and undergraduate university students to join the WA Screen Academy.

Brand Identity

WASA is an output for creativity, allowing students to express their own stories and truth in their work, as well inspiring their audiences.

Method of Approach

The designs will predominantly be digital and on social media, to reduce waste. If physical, must be recyclable.

The physical advertisement posters will be placed throughout the City of Vincent, City of Stirling, Perth CBD, and WA universities including ECU.

Digital advertisements will be posted on social media apps/websites including but not limited to, Facebook and Instagram.

Mediums

The physical and digital advertisements include but not limited to:

- social media banners and profiles
- social media stories/reels/posts
- physical and digital posters
- physical and digital flyers

Future Ventures

My designs could be applied to other WASA or ECU events.

1

Example 2

Three dimensional feel. Focus on texture, colours, and stretching of text to create a mood for the word 'Rupture'.

Mixture of two colours and duplication of text to create a futuristic effect. Use of grain creates a filmic aesthetic, and the opacity of colours imitate light leaks in film.

Gradient and stretched text to intrigue audiences, and to appeal to younger demographics.

'Urbane Bold' font from Adobe Fonts, backgrounds from Adobe Stock.



2A

Blue and orange associated with colour grading. Creates a sense of ease.



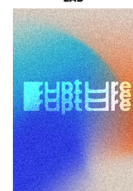
2B

I associate orange with 'rupture' and purple with film. Creates an exciting mood.



2C

Cool colours to create a thrilling mood.



2AB



2BC



2CD

3

Example 1



1.1 – White/Transparent

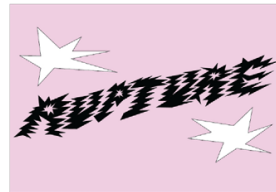
2D poster with illustrative typography and block coloured background.

My interpretation of the feeling and emotions of the word 'RUPTURE'.

Stars on each side will have text placed onto it (see last page). Can change shape and size of star to fit certain text.

Illustrative text with soft colours to appeal to younger demographics.

Lack of film symbols creates intrigue.



1.2 – Purple

Purple is the colour I associate film with.



1.3 – Orange

Orange is the colour I associate with the word 'RUPTURE'.

2

Social Media Banner Mock-ups

Example 1 (From Design 1.2)



Font: Urbane Medium from Adobe Fonts

Example 2.1 (From Design 2A)



Font: Urbane Bold from Adobe Fonts

Example 2.2 (From Design 2B)



Font: Urbane Bold from Adobe Fonts

4

References

ECU (n.d.). WA Screen Academy. <https://www.ecu.edu.au/schools/arts-and-humanities/courses/wa-screen-academy>

Hughes, R. (n.d). *Urbane*. Adobe Fonts. <https://fonts.adobe.com/fonts/urbane#fonts-section>

Trygub, O. (n.d). *Digital noise gradient. Nostalgia, vintage 70s, 80s style. Abstract lo-fi background. Retro wave, synthwave. Wallpaper, template, print. Minimal, minimalist. Blue, black, beige, purple, pink color.* Adobe Stock. <https://stock.adobe.com/images/digital-noise-gradient-nostalgia-vintage-70s-80s-style-abstract-lo-fi-background-retro-wave-synth-wave-wallpaper-template-print-minimal-minimalist-blue-black-beige-purple-pink-color/420772734>

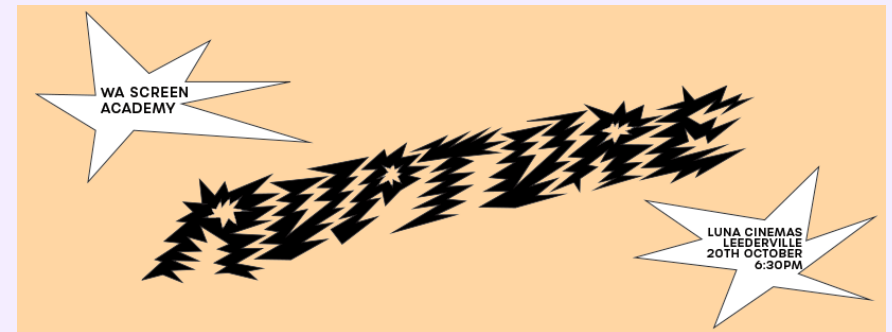
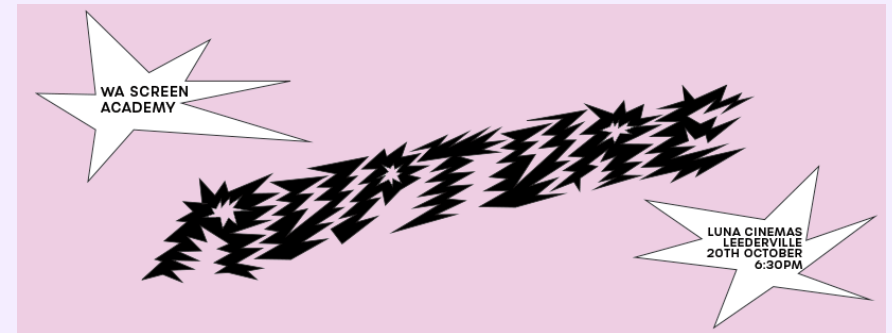
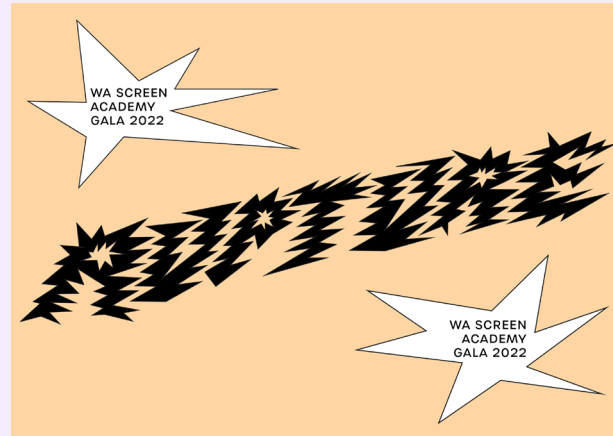
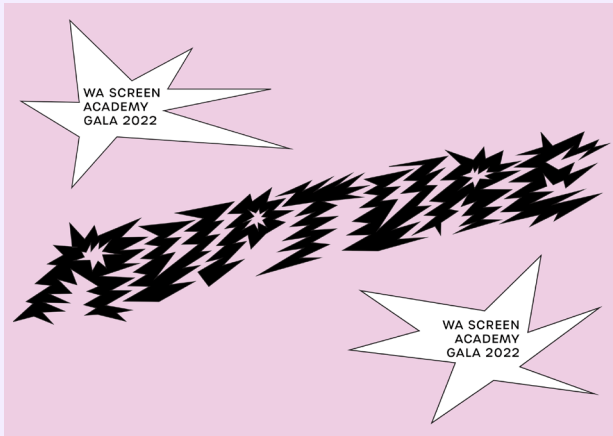
Yasya (n.d). *retro gradient background with grain texture.* Adobe Stock. <https://stock.adobe.com/images/retro-gradient-background-with-grain-texture/409318889>

Yasya (n.d). *retro gradient background with grain texture.* Adobe Stock. <https://stock.adobe.com/images/retro-gradient-background-with-grain-texture/409319043>

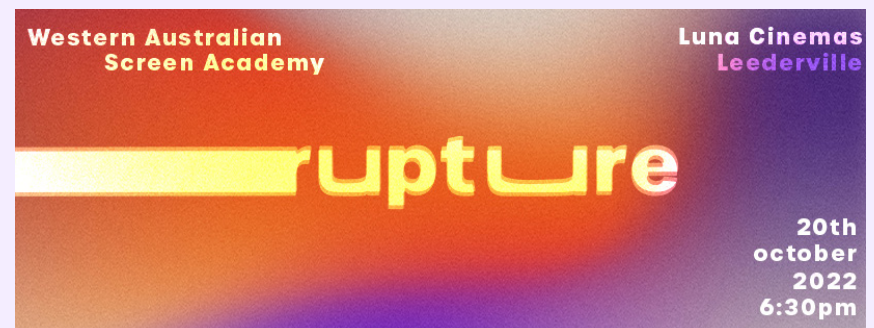
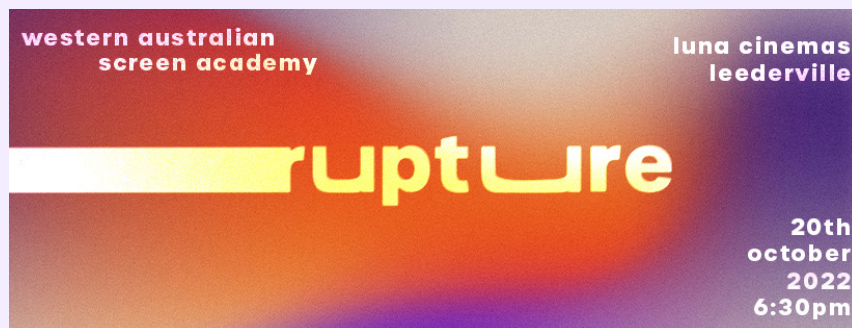
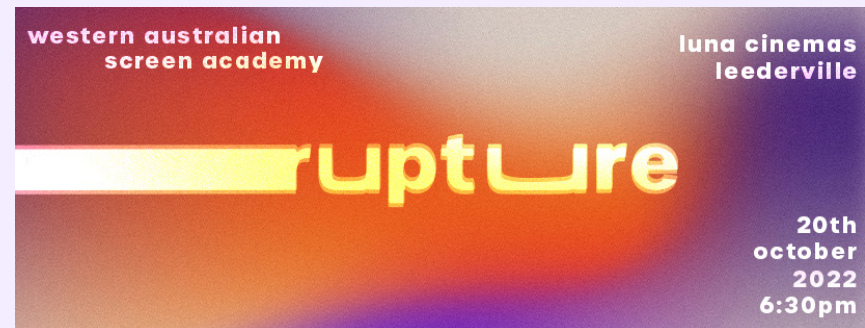
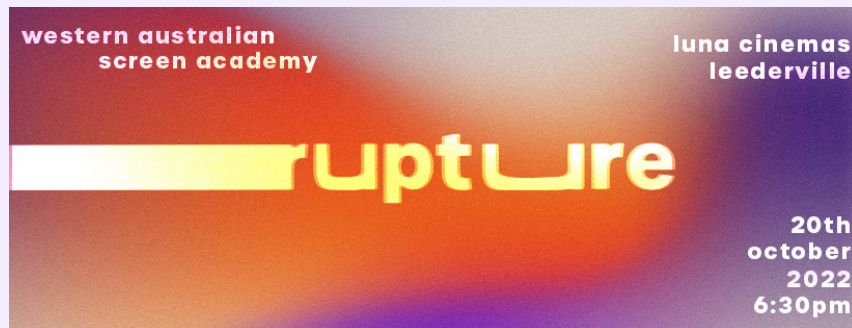
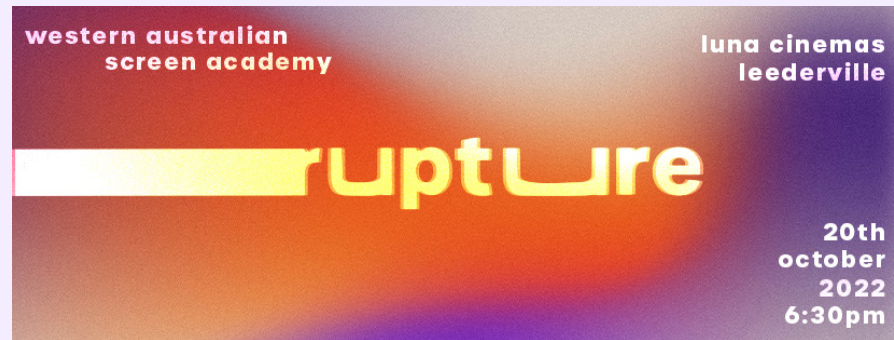
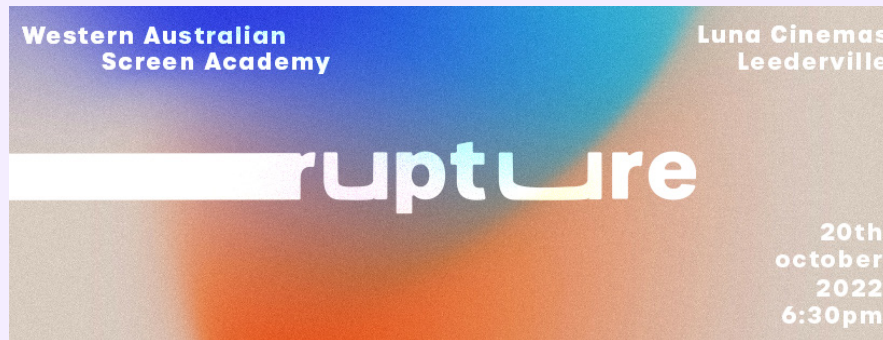
5

KEY –
MARK/
DEVICE

WEEK 5 - DESIGN 1 PROGRESS



WEEK 5 SOCIAL MEDIA DRAFT (DESIGN 2)



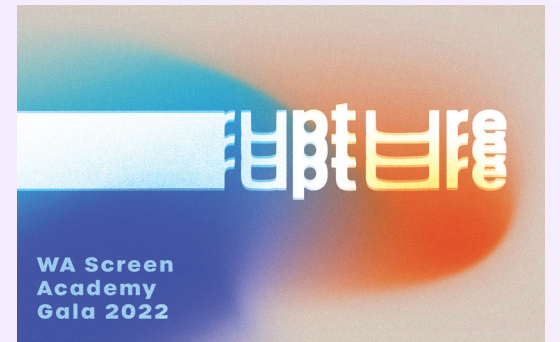
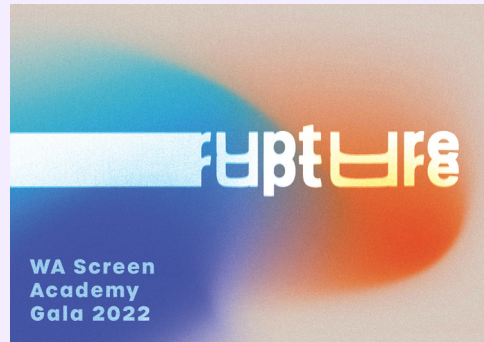
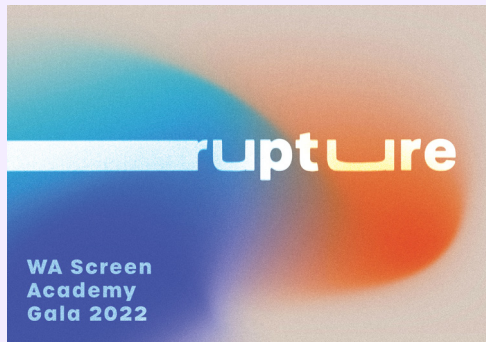
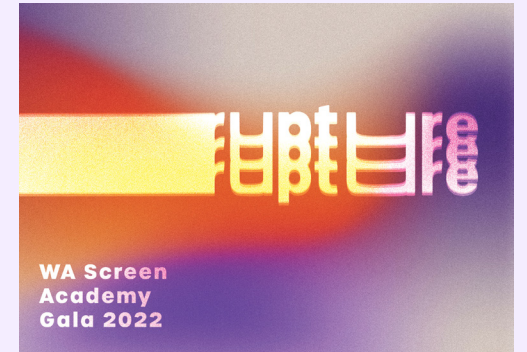
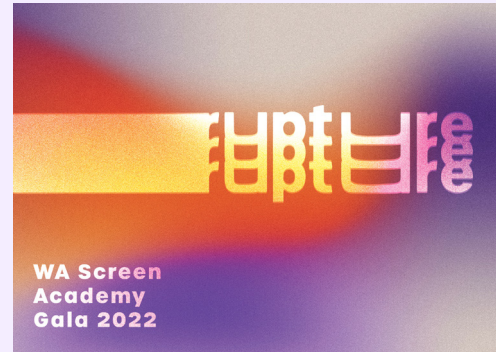
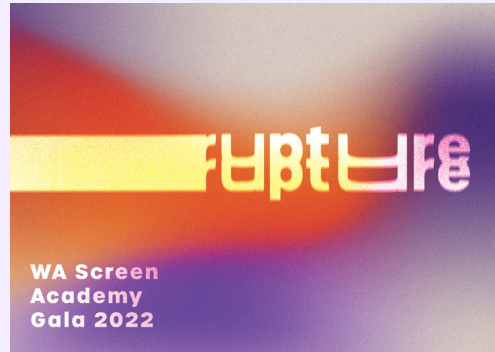


WEEK 5 – POSTER DRAFTS (DESIGN 2)



WEEK 5 – FINAL POSTER IDEAS





WEEK 5 – BOOKLET FRONT COVER

WEEK 5 - BOOKLET DRAFT



MID

FIDELITY

PROTO -

TYPES

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Client Project - Mid-Fidelity Prototypes

Booklet - Front Page



Design 1.1 - Purple



Design 1.2 - Orange



Design 2.1 - Purple&Orange 1x Text



Design 2.2 - Blue&Orange 1x Text



Design 2.3 - Purple&Orange 2x Text



Design 2.4 - Blue&Orange 2x Text



Design 2.5 - Purple&Orange 3x Text



Design 2.6 - Blue&Orange 3x Text

1

Booklet - Front & Back

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Booklet 1 - (From Design 1.1)

Can be applied to design 1.2 as well.

Squares for logos.

Urban Medium - Front page text & headings

Urban Light - Subheading



Booklet 2 - (From Design 2.1)

Can be applied to all designs 2 variations on the next page.

Urban Medium - Front page text & headings

Urban Light - Subheading

Squares for logo.

2

Social Media Banner

Blanche Deards 10534719



Social Media Banner - Design 1.1



Social Media Banner - Design 1.2



Social Media Banner - Design 2.1



Social Media Banner - Design 2.2

3

Poster

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Poster 1.1

Poster 1.2



Poster 2.1



Poster 2.3



Poster 2.5



Poster 2.2



Poster 2.4



Poster 2.6

4

Style Guide Draft - Design 1

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Logo

Logo must fit across page



Text Boxes

Must be large enough for text to be readable.



Colour

Cherub
#F0EE2
CMYK (0, 13, 5, 6)
RGB (240, 206, 226)
HSL (324.7, 53, 87)

Background fill colour

White
#FFFFFF
CMYK (0, 0, 0, 0)
RGB (255, 255, 255)
HSL (0, 0, 0)

Text box colour

Typography

Typface - Heading
Urbane Medium

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

Typface - Body
Urbane Light

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

5

Style Guide Draft - Design 2

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Logo



Logo must be white and an overlay.

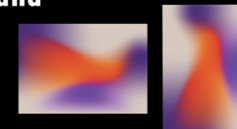
Placed on the end of the page

Must be duplicated 3x in the same position to create prominence. Duplicated layers can be moved to the right slightly to create blurred effect.

Must be readable.

Background

Can crop, zoom in, change landscape, etc. depending on output medium. Must show all three colours.



Typography

All typography must be in the colour white and an overlay. Can be duplicated in the same position to create prominence, e.g. for a heading.

Typface - Heading

Urbane Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

Typface - Body

Urbane Medium

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

6

WEEK 6 – FINAL POSTER DRAFTS



WEEK 6 - LECTURE NOTES

Week 6

Wednesday, 31 August 2022 9:26 AM

Design Process

Images -

Electrical route - london train map

Land mass - face

Album cover - band referencing military with equipment lined up

Tracking mouse clicks

A Design Process

- Separation of concept and execution

What is it going to be used for, how is it going to be seen, perspective - in the dark, on the ceiling, etc.

Purpose and circumstance

Focus on existing systems



Discover - Define - Develop - Deliver

Sketch out many ideas

Then test mediums

Test out the ideas you like in different variations

Variations can be done digitally

Think about angle and type, direction, composition, colour

STYLE GUIDE

- Instructional
- Squash text
- Exact colours
- B&W
- Where will it be placed
- Body text
- Spacing - exclusion zone
- Feature text is larger, body text smaller - be logical
- Correct colour use
- Personality of identity

Stuart lecture

Colour is information

- Semiotics
- Sign - Signifier, Signified
- Icon - refers by similarity
- Index - A refers to B or implies its presence or existence
- Symbol - refers by convention

Smoke - indexical of fire

Word fire - Symbol of fire

Perceptual constancies

Colour constancy

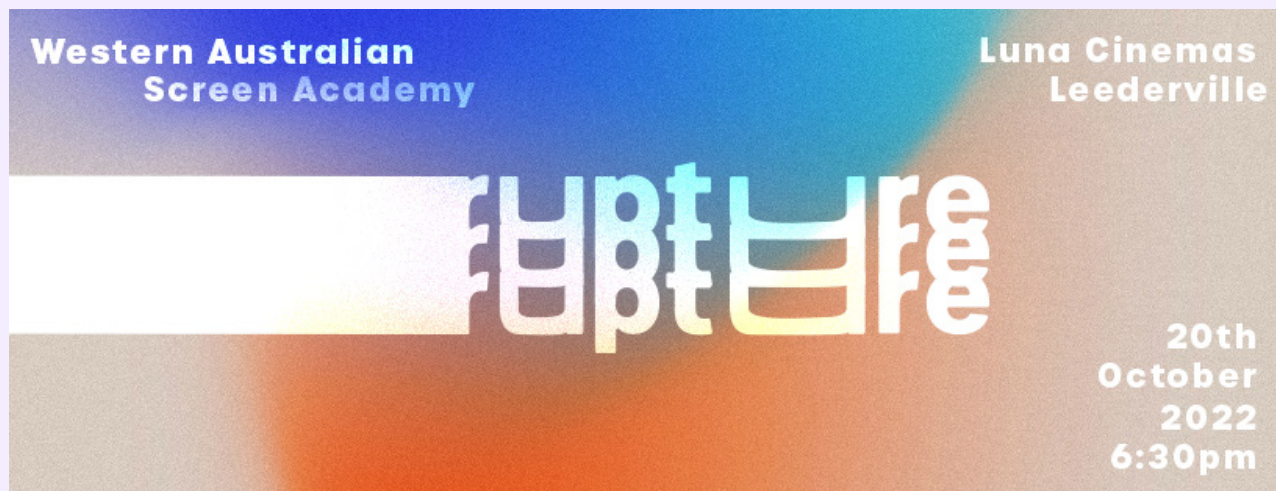
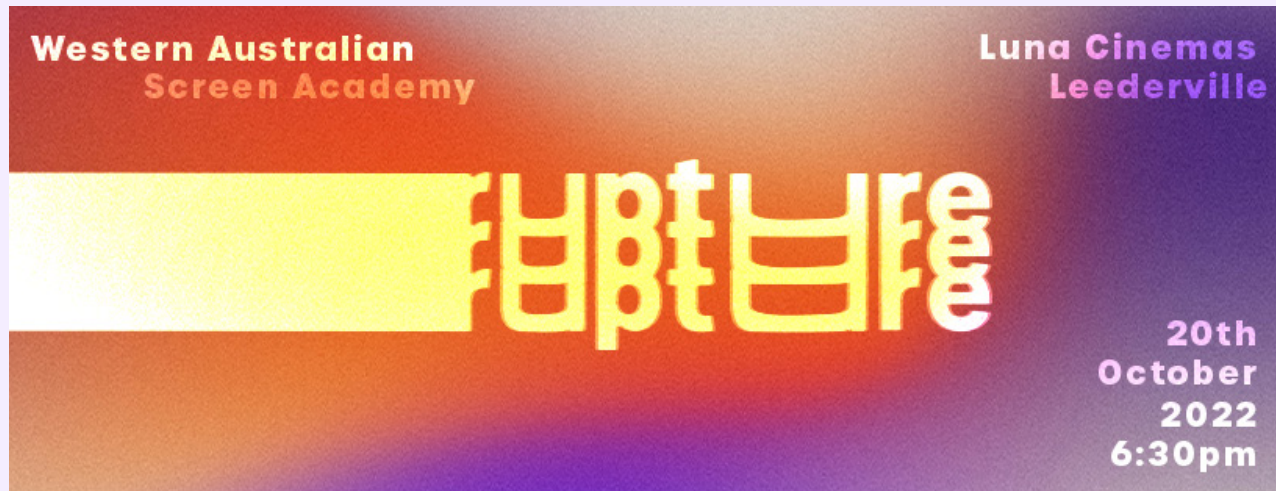
Stroop effect

Must think about colours and spacing when printing - CMYK

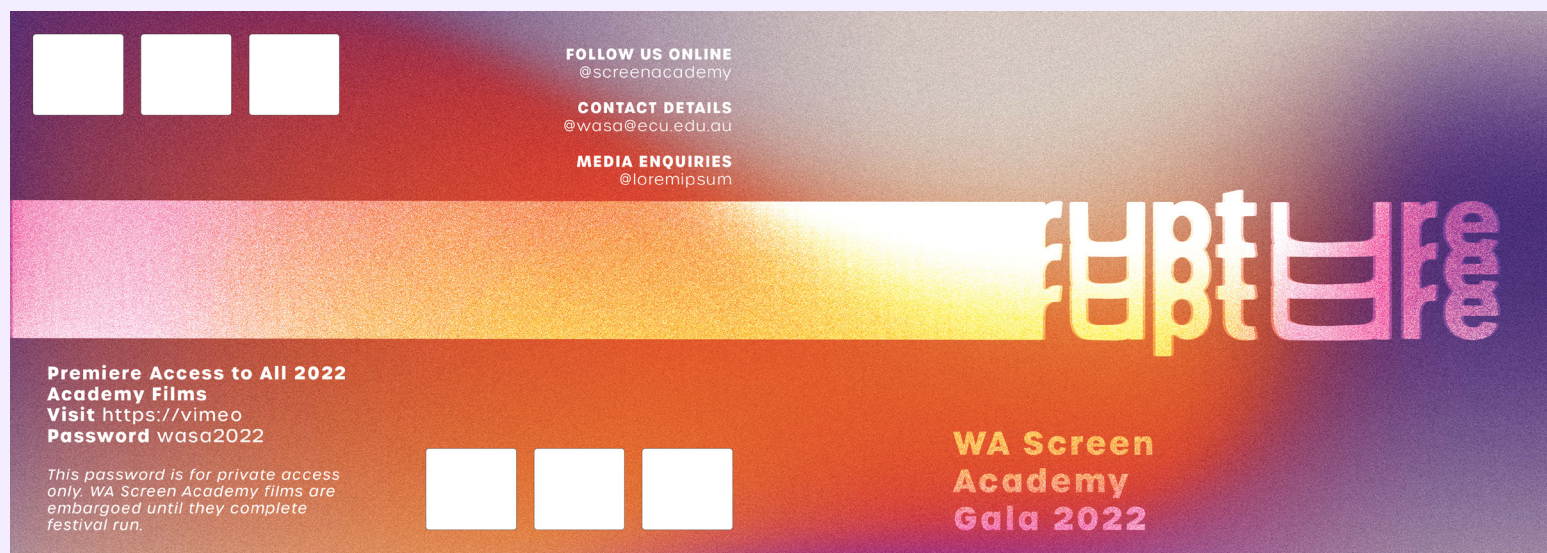
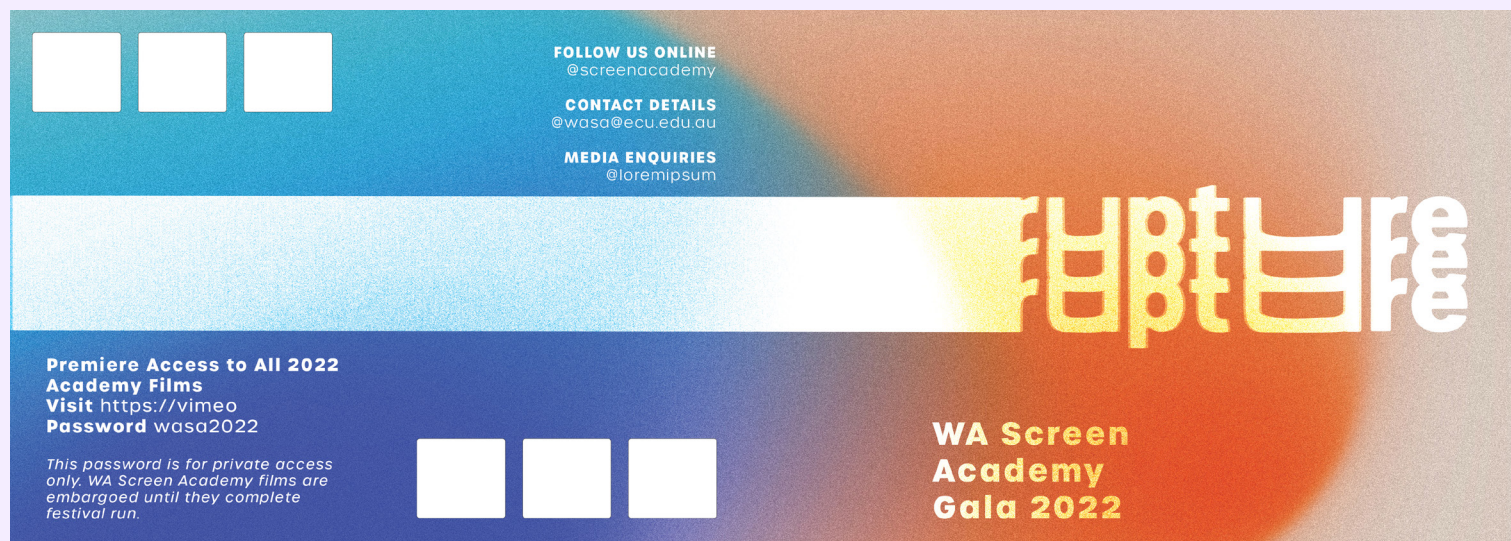
Think about proportion in terms of colours

HSV model - Hue, saturation, value

WEEK 6 – FINAL SOCIAL MEDIA DRAFTS

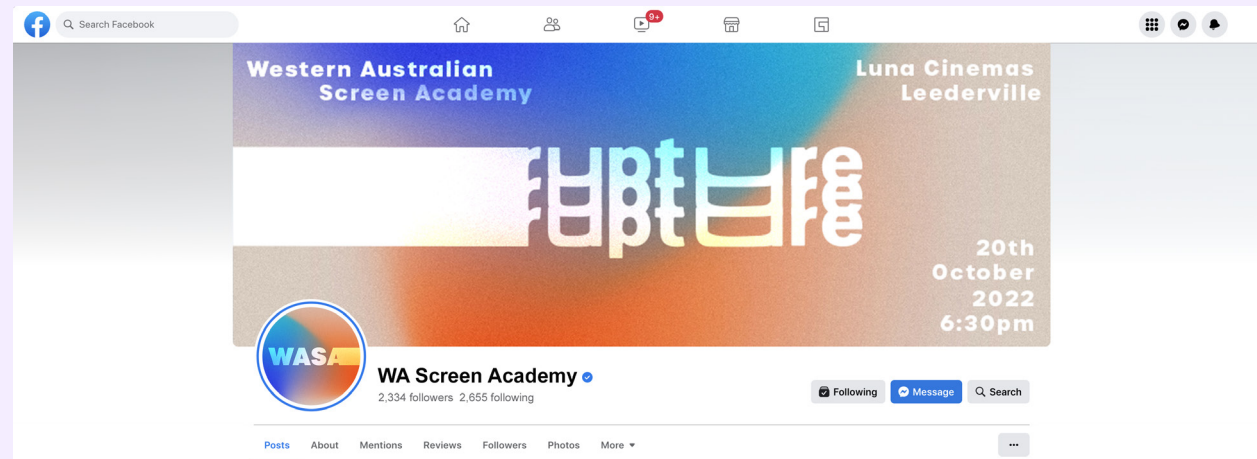


WEEK 6 – FINAL BOOKLET DRAFTS





WEEK 6 – FACEBOOK MOCKUP



[HTTPS://UNBLAST.COM/FREE – FACEBOOK – PAGE – MOCKUP – 2022 – PSD/](https://unblast.com/free-facebook-page-mockup-2022-psd/)

WEEK 6 – ADVERTISING MOCKUPS



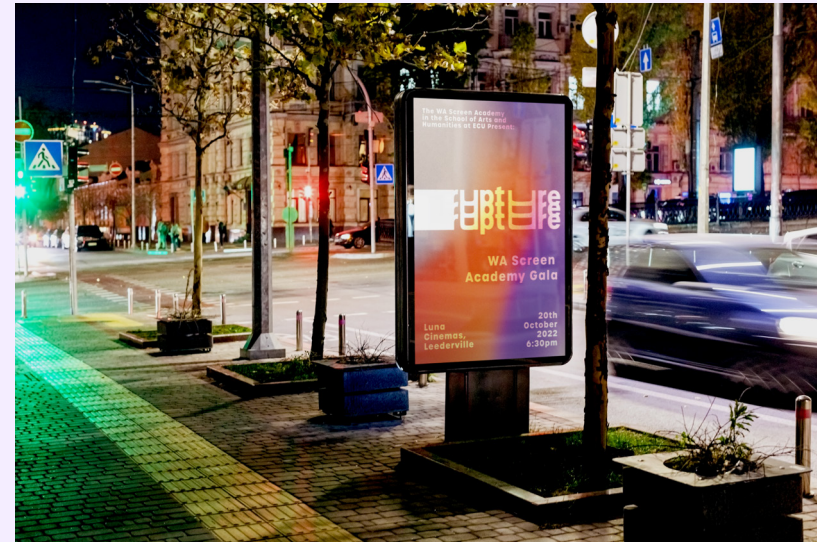
[HTTPS://STOCK.ADOBE.COM/AU/TEMPLATES/PLATES/2-VERTICAL-SUBWAY-ADVERTISE-MENT-MOCKUP/373389228?ASSET_ID=373389228](https://stock.adobe.com/au/templates/plates/2-vertical-subway-advertisement-mockup/373389228?asset_id=373389228)



[HTTPS://UNBLAST.COM/FREE-GLUED-POSTER-MOCKUP-PSD/](https://unblast.com/free-glued-poster-mockup-psd/)



[HTTPS://UNBLAST.COM/FREE-GLUED-POSTER-MOCKUP-PSD/](https://unblast.com/free-glued-poster-mockup-psd/)



[HTTPS://STOCK.ADOBE.COM/AU/TEMPLATES/EVENING-CITY-STREET-BILLBOARD-BANNER-MOCK-UP/492673807?ASSET_ID=492673807](https://stock.adobe.com/au/templates/evening-city-street-billboard-banner-mockup/492673807?asset_id=492673807)

WEEK 7 - LECTURE NOTES

Week 7

Wednesday, 7 September 2022 9:37 AM

London Underground

- In terms of style guide
- Colour
- Spacing
- Creates consistency

Pictorialities - Pictograms

- Toilet symbols
- Certain style
 - o White lines to depict clothing
 - o Highlight differentiating characteristics
 - o Can tell it's a set through repetitive shapes, same size, line thickness, etc.

Symbols/logos - text

Setting - context

Style guide

What makes a style a style? Must consider consistency, throughout all mediums.

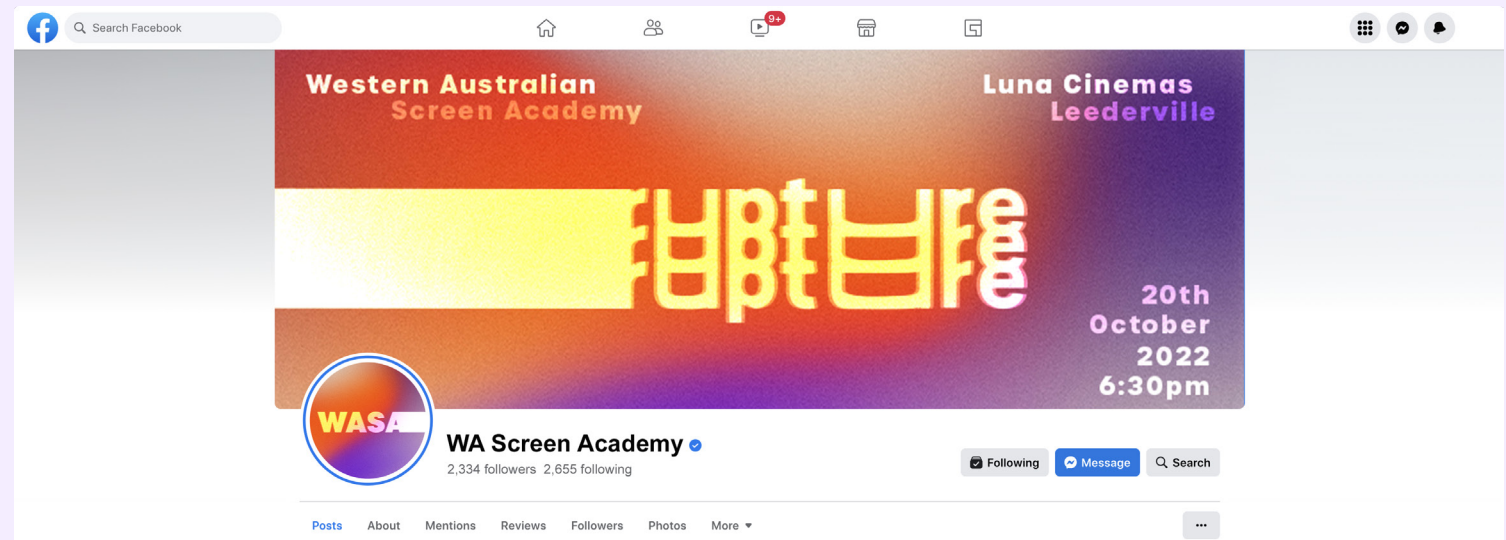
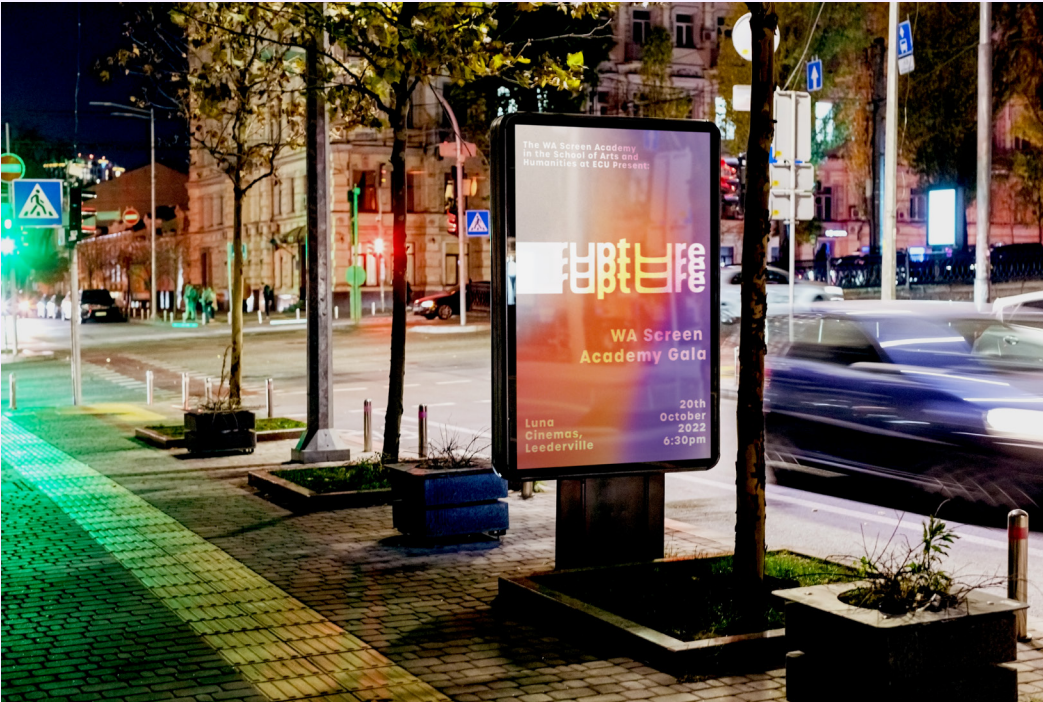
Context of a design is important - must be in a particular setting to allow audiences to understand the full message.

WASA posters should be placed near Leederville, at universities and cinemas.

WEEK 7 – FINAL WORK



WEEK 7 – FINAL MOCKUPS



WEEK 7 - STYLE GUIDE

Logo

Poster Logo



1. White and placed on edge

2. Overlay + duplicated layer moved

3. Must be **readable**, the text must be in the **centre** of the page.

Cannot be squashed, stretched or changed besides the size. Must be at least 2x larger than the headings.

Booklet logo



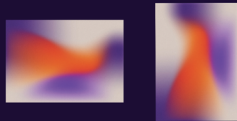
Social Media logo



3. Text at the centre of page

Background

Can crop, zoom in, change landscape, etc. depending on output medium. Must show all three colours.



Typography

All typography must be in white and an overlay. Text layer can be duplicated in the same position or moved slightly to create blurred effect. Body text for posters, social media page and front of booklet must be in Urbane Bold. Booklet headings must be in Urbane Bold and body text in Urbane Medium.

Typeface - Heading	Typeface - Body
Urbane Bold	Urbane Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789	0123456789

Typography Spacing

Booklet (Back)

Must be aligned to the right if on right side, vice versa.

Headings:

- Urbane Bold
- 1 pt larger than heading

Body text:

- Urbane Medium
- 1 pt smaller than heading.
- Leading must be 14 pt.

Booklet (Front)

Sub-heading:

- Around 24 pts, must be smaller than logo
- Leading must be 36 pt.
- Must be aligned to the right if on right side, vice versa.

Poster

Must be aligned to the right if on right side and vice versa.

Sub-Heading:

(WA Screen Academy Gala)

- Must be smaller than logo,
- 20 pts larger than body text.
- Leading must be 72 pt.

Body text:

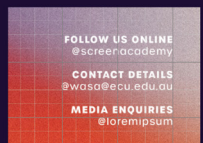
(Luna Cinemas, Leederville, 20th October 2022 6:30pm)

- 20 pts smaller than heading
- Leading must be 40 pt, must have more space than header

Header:

(The Wa Screen Academy, in the School of Arts and Humanities at ECU Present)

- 10 pts smaller than body text.
- Must be larger.
- Leading must be 30 pt, or close enough to be readable and have some space.



Typography Spacing

Social Media Banner

Sub Headings

- Must be placed with space around the text.
- Must be 2x smaller than logo.
- Leading must be 6pt.

Western Australian Screen Academy

- 'Screen academy' must directly be underneath, placed 1/3 away from 'Western Australian' text.
- 'Western Australian' must be aligned to left.
- 'Screen academy' must be aligned to the right.



Luna Cinemas Leederville

- 'Leederville' must be placed underneath, 1/3 away from 'Luna Cinemas' text.
- 'Luna Cinemas' must be aligned to the left.
- 'Leederville' must be aligned to the right.



20th October 2022 6:30

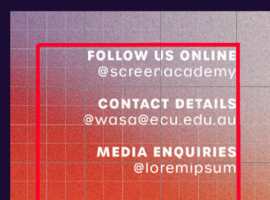
- Each piece of information must be underneath each other.
- Must be aligned to the right.



Exclusion Zones

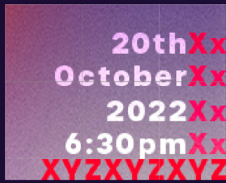
Booklet & Poster

- At least a 2x pixel gap from edge of page for all typography.



Social Media Banner

- At least 1 Letter (of the same font and size) gap for all typography.
- 2 is desirable.



Logo - Heading

- Same rules apply to logo - heading space.
- Must have at least 1 letter of space
- 2 letters of space is desirable



WEEK 7 – FINAL WORK

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Client Project – WASA

Rationale

The Organisation

The Western Australian Screen Academy (WASA) is based at Edith Cowan University, Mount Lawley. Established in 2005, it has trained many filmmakers through a production based experience. The WASA Gala at Luna Cinemas in Leederville showcases the students' work every year. This year's theme is 'RUPTURE.'

Target Audience

The target audience of the gala includes WA Screen Academy students and staff, family and friends of those students, aspiring filmmakers, the film industry across Australia, students and staff from Australian Universities, and the general public interested in film.

Importance

The design of the gala poster is important to appeal to younger audiences, influencing high-school and undergraduate university students to pursue and join the WA Screen Academy. It is also important to pay homage to the students who have worked on the productions being screened at the gala.

Brand Identity

WASA is an output for creativity, allowing students to express their own stories and truth in their work, as well as inspiring their audiences. WASA also allows students to prepare or 'break out' into the film industry.

Choice of design

My interpretation of 'Rupture' is the process of breaking apart. I have chosen a subtle approach of referencing film (through the incorporation of grain and a light leak effect) to create intrigue, and allow audiences to find out more information on their own.

Typography

My design includes stretched out letters and duplication of text to express the process of breaking. The text is placed in front of a gradient background, with an overlay layer, creating an 'overexposed' and 'light leak' effect which is seen in 35mm film. I have duplicated the text three times to portray the text 'rupturing.' I also made the text slightly blurry but readable, imitating a photo with a high shutter speed. In addition, I have chosen a simplistic font, Urbane, for readability purposes, as well as a level of sophistication due to the Gala being a prestigious event.

Background

The gradient background of orange and purple, are the colours I associate with the word Rupture. I also chose the colour orange as that is the usual colour of light leaks along with white, which is the colour of the text.

I made sure that each colour of the background can be seen through the text, to create texture.

The background is not in the same position in all of the mediums, as I wanted the waves of colour to flow across the page, which is different in a landscape and portrait position.

There is also grain in the background to add another layer of texture, and to create a filmic style.

Method of Approach

The designs will predominantly be digital, to reduce waste. If physical, must be recyclable.

Physical advertisement posters will be placed throughout the City of Vincent, City of Stirling, Perth CBD, and WA universities including ECU.

Digital advertisements will be posted on social media apps/websites including but not limited to, Facebook, Instagram and Eventbrite.

Mediums

The physical and digital advertisements include:

- social media banner and profile
- physical and digital posters & flyers
- physical and digital booklet

Future Ventures

My designs could be applied to other WASA or ECU events, such as the documentary showcase.

1.

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Poster

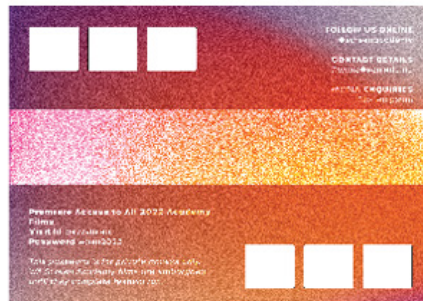


2.

WEEK 7 – FINAL WORK

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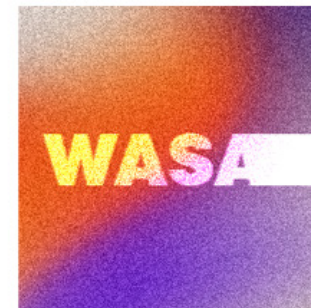
Booklet – Front and Back Cover



3.

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Social Media Banner and Profile

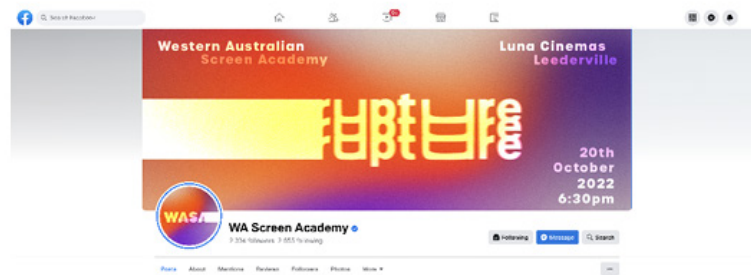


4.

WEEK 7 – FINAL WORK

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Mockups – Poster & Social Media Banner



5.

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Style Guide – Page 1

Logo

Poster Logo



1. White and placed on edge



2. Overlay + duplicated layer moved

Booklet logo



Social Media logo



3. Text at the centre of page

Background

Can crop, zoom in, change landscape, etc. depending on output medium. Must show all three colours.



Typography

All typography must be in white and an overlay. Text layer can be duplicated in the same position or moved slightly to create blurred effect. Body text for posters, social media page and front of booklet must be in Urbane Bold. Booklet headings must be in Urbane Bold and body text in Urbane Medium.

Typeface - Heading

Urbane Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

Typeface - Body

Urbane Medium

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

5.

WEEK 7 – FINAL WORK

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Style Guide – Page 2

Typography Spacing

Booklet (Back)

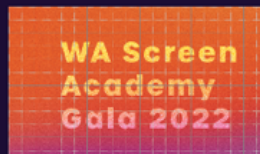
Must be aligned to the right if on right side, vice versa.

Headings:

- Urbane Bold
- 1 pt larger than heading

Body text:

- Urbane Medium
- 1 pt smaller than heading.
- Leading must be 14 pt.



Booklet (Front)

Sub-heading:

- Around 24 pts, must be smaller than logo
- Leading must be 36 pt.
- Must be aligned to the right if on right side, vice versa.

Poster

Must be aligned to the right if on right side and vice versa.

Sub-Heading:

- (WA Screen Academy Gala)
- Must be smaller than logo,
- 20 pts larger than body text.
- Leading must be 72 pt.

Body text:

- (Luna Cinemas, Leederville, 20th October 2022 6:30pm)
- 20 pts smaller than heading
- Leading must be 40 pt, must have more space than header

Header:

- (The Wa Screen Academy in the School of Arts and Humanities at ECU Present)
- 10 pts smaller than body text.
- Must be larger.
- Leading must be 30 pt, or close enough to be readable and have some space.



7.

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Style Guide – Page 3

Typography Spacing

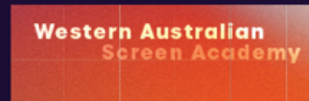
Social Media Banner

Sub Headings

- Must be placed with space around the text.
- Must be 2x smaller than logo.
- Leading must be 6pt.

Western Australian Screen Academy

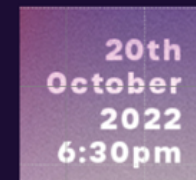
- 'Screen academy' must directly be underneath, placed 1/3 away from 'Western Australian' text.
- 'Western Australian' must be aligned to left.
- 'Screen academy' must be aligned to the right.



- Luna Cinemas Leederville
- 'Leederville' must be placed underneath, 1/3 away from 'Luna Cinemas' text.
- 'Luna Cinemas' must be aligned to the left.
- 'Leederville' must be aligned to the right.

20th October 2022 6:30

- Each piece of information must be underneath each other.
- Must be aligned to the right.



8.

WEEK 7 – FINAL WORK

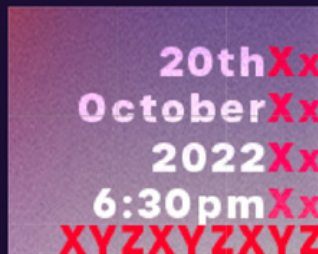
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Style Guide – Page 4

Exclusion Zones

Booklet & Poster

- At least a 2x pixel gap from edge of page for all typography.



Social Media Banner

- At least 1 Letter (of the same font and size) gap for all typography.
- 2 is desirable.

Logo - Heading

- Same rules apply to logo - heading space.
- Must have at least 1 letter of space
- 2 letters of space is desirable



9.

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References

ECU (n.d.). *WA Screen Academy*. <https://www.ecu.edu.au/schools/arts-and-humanities/courses/wa-screen-academy>

Hughes, R. (n.d). *Urbane*. Adobe Fonts. <https://fonts.adobe.com/fonts/urbane#fonts-section>

Smishura (n.d). *Evening city street billboard banner mockup*. Adobe Stock. https://stock.adobe.com/au/templates/evening-city-street-billboard-banner-mockup/492673807?asset_id=492673807

Trygub, O. (n.d). *Digital noise gradient. Nostalgia, vintage 70s, 80s style. Abstract lo-fi background. Retro wave, synthwave. Wallpaper, template, print. Minimal, minimalist. Blue, black, beige, purple, pink color*. Adobe Stock. <https://stock.adobe.com/images/digital-noise-gradient-nostalgia-vintage-70s-80s-style-abstract-lo-fi-background-retro-wave-synth-wave-wallpaper-template-print-minimal-minimalist-blue-black-beige-purple-pink-color/420772734>

Unblast (2022). *Free Facebook mockup 2022*. Unblast. <https://unblast.com/free-facebook-page-mockup-2022-psd/>

Yasya (n.d). *Retro gradient background with grain texture*. Adobe Stock. <https://stock.adobe.com/images/retro-gradient-background-with-grain-texture/409318889>

Yasya (n.d). *Retro gradient background with grain texture*. Adobe Stock. <https://stock.adobe.com/images/retro-gradient-background-with-grain-texture/409319043>

10.