GRAM

PORTFOLIO

Monika Rostad Halsan
GRA1 GRAM 2016
Noroff

CONTENT

INTRODUCTION

In this part of my portfolio, I have included all my mandatory assignments from my first semester as a Graphic Design student, as well as a selection of my learning activities. These assignments include photographs, a logo for a fictive chocolate brand, an illustration for a song, and a layout for a cookbook. From my learning activities I have chosen to include a book cover, a packaging label, travel brochure, and parts of a magazine. The book cover had focus on thinking of, and considering, the use of colour. The packaging label is meant to represent a juice with orange and banana flavour. And finally, my travel brochure and magazine were both created in InDesign - with layout and design as the main focus.

Even though I have still yet to really find myself as a designer and my own very personal look, I believe all these products somehow represent me as a designer, in terms of them having a rather modern, and maybe a little contemporary look.

All products have been made using either Photoshop, InDesign or Illustrator, and I have further explained the process from start to finish in the second part of this assignment. I have also used my blog very regularly to update during the whole semester, so some more reflective notes may be found on **monikarhdesign.wordpress.com**.

PHOTOGRAPHY

LOGO

ILLUSTRATION

"A Letter For You"

Song by Svartravn Sorgtung

LAYOUT

"Kunsten Å Koke Vann"

The Art of Boiling Water

Cookbook by Jamie Oliver

Kunsten Å Koke Vann

Jamie Oliver

Gyldendal Norsk Forlag

INNHOLD

FORORD

La Jamie lære deg å lage mat! Jamies stil er direkte og enkel. Kunsten å koke vann er ingen murstein av en grunnkokebok, men den forklarer en del basisteknikker det er en fordel å kunne. Jamie guider deg trygt gjennom teknikker som posjering, koking, filetering, grilling og steking. Han gir deg råd om hvordan du kan tilpasse oppskriftene og hvordan du kan hente inspirasjon når du handler og lager mat. Jamie ønsker å gi deg selvtillit på kjøkkenet. Han vil at du skal ha det gøy når du lager mat og –; aller viktigst; han lærer deg å bli sjef på eget kjøkken!

Her får du personlige kommentarer og nyttige tips sammen med fantastiske oppskrifter på alle typer grønnsaker, kjøtt, fisk, vidunderlige desserter, grilltips, drinker og lekre salaterbåde varme og kalde. Med andre ord: **alt som magen begjærer**.

Dette er en kokebok som skal brukes - og som kommer til å bli brukt. Jamies usnobbete og likefremme holdning til mat, betyr at dette er **oppskrifter som er skrevet for deg og meg**, ikke for gourmetkokker. Boken passer for alle som liker å lage mat og elsker å spise den!

Teknikker og metoder

For å gjøre din tid på kjøkkenet enklere og mer spennende, gir Jamie deg trinn for trinn-forklaringer av nyttige teknikker. Her lærer du filetering av fisk, utbening av kylling, skjæreteknikker og mye mer.

Videre beskriver han ulike typer tilberedelsesmåter. Spesielt interessant er kanskje kapitlene om dampkoking og tilbereding i pose (her bør du ta en nærmere titt på kolje stekt i pose med blåskjell, safran og hvitløk).

Andre vil la seg fascinere av "koking" av mat uten varme ved hjelp av en syrlig marinade. Denne metoden er vanlig i Japan og Mexico, men passer nettopp for oss nordmenn som har slik rik tilgang på fersk fisk. Jamie gir deg noen **spennende oppskrifter**! Prøv sitrustunfisk med sprø nudler, urter og chili-perfekt en varm sommerdag.

Jamies nøkterne forhold til matlagning er befriende. Hans filosofi er et vi skal ha det hyggelig på kjøkkenet og sette pris på god, enkel mat. Jamie er virkelig vår mann, for han får enhver av oss til å forstå at også vi kan lage noe godt hjemme.

Svinekjøtt på grillen

●●

Det er enkelt å lage sunn grillmat.
Det er bare å legge sunne ting på grillen det!

INGREDIENSER

300 g renskåret svinekjøtt fra flatbiff eller filet	½ stk rød paprika ½ stk grønn squash 10 stk tørket aprikos 1 ss olje til pensling	1 ts salt ½ ts pepper 8 stk grillspyd

Slik gjør du

Et praktisk "spyd-tips" før du begynner:

Bruker du grillspyd av tre, bør de legges i vann en stund først ellers kan de ta fyr.

1. Skjær kjøtt og grønn-saker i tilnærmet like store biter ca. 3 x 3 cm og tre dem vekselvis på spydene. For å få jevn grilling på alle sider er det viktig at bitene ikke sitter for tett.

2. Pensle spydene med litt olje, slik at de ikke fester seg til grillen. Krydre med salt og pepper.

3. Grillspydene grilles rundt i 2-4 minutter, snus ofte.

Server grillspydene med en type eksotisk saus. Sausen kan du få kjøpt ferdig på flaske eller du kan lage den selv.

4

Ytrefilet med bulgur og bønner

●●●●

Er du på utkikk etter en god hverdagsmiddag som både er sunn å spise og rask å lage? Vårt forslag er skiver av svin ytrefilet med bulgur og bønner. Veldig godt!

INGREDIENSER

ca. 600 g ytrefilet av svin i skiver	¼ ts pepper	2 pk aspargesbønner
½ ts salt	1 ss margarin eller olje til steking	1 pose sjysaus
	3 dl bulgur	1 ts tørket timian

Slik gjør du

1. Kok bulgur etter anvisning på pakken.

2. Ha bulguren i en stekepanne, sammen med bønnene. La det steke til bønnene er møre (ca 5 minutter).

3. Lag sjysausen etter anvisning på posen. Tilsett timian.

4. Krydre ytrefiletene og stek dem ca. 2 minutter på hver side. La de ettersteke på svak varme et par minutter.

Greske lammeboller på spyd med gresk salat og tzatziki

●●●●

Hvem lengter ikke tilbake til sol, strand og god mat etter en vellykket ferietur i sydlige strøk? Disse greske lammebollene med gresk salat og tzatziki kommer til å forsterke de gode minnene fra ferieturen.

INGREDIENSER

	Gresk salat:	Tzatziki:
400 g malt lammekjøtt		
½ ts salt	2 stk tomat	3 dl yoghurt naturell
¼ ts pepper	½ stk slangeagurk	1 stk slangeagurk
2 båt finhakket hvitløk	½ stk rødløk	½ ts salt
½ stk finhakket rød chili	1 stk fetaost	3 båt hvitløk
1 ts tørket rosmarin	3 ss virgin olivenolje	½ ts nykvernet pepper
3 ss olje		

Slik gjør du

1. Rør sammen lammedeig, salt og pepper til en seig deig. Tilsett hvitløk, chili og rosmarin. Form til kjøttboller som tres på spyd eller pinne.

2. Pensle bollene med olje før de legges på grillen. Grilltid 4-5 minutter på hver side.

3. Skjær tomater og agurk i skiver, og løken i ringer. Bland sammen alle ingrediensene og legg på fetaost i skiver. Drypp litt olje over salaten.

4. Slå yoghurt i et kaffefilter og la den renne av i ca. 1 time. Yoghurten skal ha en ganske tykk konsistens.

5. Riv slangeagurk på et råkostjern og dryss på salt. La det trekke 5-10 minutter, og press ut vannet. Bland dette sammen med finhakket hvitløk. Smak til med nykvernet pepper.

Tips:
For et raskere alternativ kan du bruke matyoghurt, da slipper du å renne av yoghurten.

Jordbærtiramisu

●●●●●●

Dette er på ingen måte den originale Tiramisu-oppskriften fra Italia, men snarere en lettvint variant som du kan lage i en fei og som likevel ser lekker og fristende ut. Jordbær er bare sååå godt!

INGREDIENSER

	Jordbær- og ostekrem:	
12 stk fingerkjeks	6 stk eggeplomme	ca. 50 g revet sjokolade
	1 ½ dl melis	
	250 g mascarponeost eller kremost naturell	
	6 stk eggehvite	
	1 kurv jordbær	

Slik gjør du

1. Pisk eggedosis av eggeplommer og melis. Bland inn mascarponeost.

2. Stivpisk eggehvitene og vend dem forsiktig inn i ostekremen sammen med jordbær.

3. Fyll jordbær- og ostekrem i 6 glass. Stikk ned fingerkjeks i kremen og dryss over revet sjokolade.

PS: Husk å bruke helt rene visper når du skal stivpiske eggehvitene - ellers vil de ikke bli stive.

LEARNING ACTIVITIES

Book Cover
Juice Fruit Packaging Label
Travel Brochure
Dummy Page Magazine

The **HANDMAID'S TALE**

Margaret Atwood

Loose Juice

Orange & Banana

TODAY ONLY!
30% DISCOUNT

Do not miss out on the opportunity of our wonderful discount of 30%! Book today at Cairns Gateway and get the trip **you** deserve.

Let your stay in Cairns be the stay worth remembering.

THE ESCAPE TO TROPICAL ADVENTURES

Cairns is Tropical North Queensland's gateway to the World Heritagel-listed Great Barrier Reef, rainforests and botanic gardens. Enjoy a day at the reef, explore tropical plants in the gardens and end your trip with a beautiful sunset cruise.

Book your adventures including Great Barrier Reef, Botanic Garden and much more today for a 30% discount!

Great Barrier Reef

Join in on a day full of fun and exciting adventures including diving, snorkling, sailing, cruising and island hopping, at the largest and most spectacular coral reef system there is.

For an entire day we will show you why Great Barrier Reef is one of the Seven Wonders of the world.

Whether you wish to stay dry on one of our boats, or wish to dive into the sea and explore the reef yourself, expect a day of fun!

Botanic Gardens

Renowned for having one of the best exhibitions in Australia of tropical plants, you don't want to miss out on the Cairns Botanic Gardens. Walk through the tropical paradise and explore beautiful tropical plants, relax in stunning surroundings, and learn about tropical flora, horticulture, and Aboriginal traditions.

rainforest

> **❝***I often think that the night is more alive and more richly colored than the day.***❞**
>
> -Vincent Van Gogh

Capture the Magic and Mystery at Night

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ultrices aliquet nisi, sed elementum orci dapibus vitae. Etiam lectus quam, fringilla non feugiat sed, tempor ut purus. In aliquet, nisl quis aliquet sollicitudin, mi tortor fringilla sem, in ullamcorper risus libero id sapien. Maecenas finibus lacinia urna, eu tristique risus luctus nec. Donec sit amet libero non enim ultricies fringilla non vitae urna. Sed nisi mi, vehicula id viverra quis, venenatis id magna. Ut vitae lorem a massa accumsan faucibus sed ac ante. Curabitur consectetur ex nec felis efficitur commodo. Nunc volutpat arcu sem, ut tristique urna euismod et. Donec eros enim, pulvinar ut sagittis non, tempor quis nunc.

Integer posuere eros vitae dolor ultricies, egestas semper lectus porta. In auctor, lorem sit amet vulputate condimentum, sem est rhoncus lectus, a tincidunt nisi magna eget sem. Cras vel ante suscipit, eleifend enim at, lobortis enim. Aenean feugiat turpis id consequat tempor. Sed eleifend congue ligula. Nam quis lectus nulla. Aenean vitae ultrices nisl. In sollicitudin ullamcorper velit, sed sollicitudin mi molestie ac. Vestibulum felis elit, fringilla nec odio non, pretium euismod risus. Ut eleifend eget tellus eu sagittis.

Pellentesque dignissim neque fringilla, blandit nibh eu, accumsan nisi. In blandit pulvinar finibus. Sed facilisis consectetur imperdiet. Aenean quis fringilla diam, sit amet ultrices arcu. In tristique diam at felis rutrum tempus. Pellentesque varius, dolor vel feugiat efficitur, est felis vestibulum lectus, eu facilisis turpis turpis vitae velit. Donec tellus massa, semper ac quam vel, tempor imperdiet sem. Ut accumsan semper dignissim. Donec quam ante, varius eu venenatis et, interdum scelerisque sapien. Etiam placerat, ex vitae consectetur rhoncus, sem ex consectetur magna, quis ultrices lorem magna a risus. Morbi orci sapien, viverra sit amet pharetra sed, pellentesque vel mi. Ut in nisi in mauris aliquet semper vitae at nisi. Integer ut dignissim risus. Etiam bibendum nisl vitae condimentum mattis. Ut tempus nec felis eu facilisis. Morbi imperdiet pellentesque aliquam.

Proin malesuada mauris magna, eu venenatis magna fermentum non. Aliquam consectetur, quam eu vestibulum feugiat, nunc magna semper magna, id semper sapien arcu non eros. Vivamus ut lacus justo. Nam mollis lorem scelerisque metus lobortis, ut posuere velit laoreet. Nunc efficitur leo a felis tincidunt, id cursus massa finibus. Cras erat felis, ornare vel elit id, ultrices sodales risus. Sed porttitor erat in tellus mattis elementum. Cras pulvinar bibendum lorem. Donec semper pharetra quam in lacinia. Proin scelerisque tristique molestie. Integer mattis mi finibus rhoncus ornare. Vivamus libero metus, convallis in enim vitae, suscipit ultricies ante. Vestibulum odio nunc, tempor vitae metus sit amet, sagittis fringilla nisl.

The Golden Hour

Nullam faucibus libero et arcu aliquam auctor. Morbi finibus suscipit tempus. Ut faucibus interdum mauris, ac scelerisque velit pretium ut. Aenean ultrices mattis quam, sed pharetra urna tempor in. Sed vulputate tortor sed est bibendum maximus. Proin ut odio sapien. Ut odio tellus, sagittis vel eros quis, tincidunt blandit libero. Praesent vitae ligula ut tortor consectetur eleifend.

Aenean turpis leo, blandit non euismod at, euismod sit amet urna. In varius mauris in dui laoreet faucibus. Praesent quis urna ut lectus placerat rutrum sed aliquam magna. Vivamus congue, nibh ut pulvinar pulvinar, libero quam molestie sem, vel cursus tellus leo et odio. Suspendisse potenti. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nunc vel turpis volutpat leo venenatis egestas. Ut odio tellus, sagittis vel eros quis, tincidunt blandit libero. Praesent vitae ligula ut tortor consectetur eleifend. Suspendisse fermentum, libero eget fringilla rhoncus, metus ipsum dignissim felis, ut aliquam leo ante quis enim. Morbi dignissim nisi sem, quis congue est gravida sed. Maecenas ultricies viverra dui, id suscipit nisl rhoncus tincidunt.

Maecenas vel felis nulla. Duis et est sed mauris venenatis pretium non eu nulla. Mauris vehicula auctor lectus. Duis pretium semper quam in consequat. Proin sit amet fermentum velit. Duis rhoncus vel massa ut porta. Praesent porttitor fringilla vulputate. Donec maximus mollis placerat. Donec a quam at felis lobortis aliquam ut eget nibh. Nullat tincidunte viverras malesuada. »

Top: Sydney Sunset. semper elementum. Empor suspendisse viverra nisi id diam mollis feugiat, non justo placerat hendreri.

Bottom: Sydney New Years Eve. Blandit purus vitae, blandit dui.

Successful Fireworks Photography

Vestibulum pretium finibus felis. Vestibulum at felis vel felis ultrices porta et et augue. Suspendisse sit amet dui nunc. Ut urna elit, cursus nec faucibus id, suscipit eu nibh. Mauris id pulvinar velit. Maecenas congue facilisis eleifend. Morbi sit amet nibh non justo placerat hendrerit. Cras tempor ipsum a neque semper elementum. Suspendisse viverra nisi id diam mollis feugiat. In fermentum rutrum risus. Aliquam id ipsum aliquet ex convallis convallis eu vitae elit. Praesent quis augue sed magna cursus commodo a vel lectus. Sed mollis tempor arcu, at dapibus lorem ullamcorper nec. Interdum et malesuada fames ac ante ipsum primis in faucibus. Suspendisse sit amet enim nunc.

Donec eleifend bibendum elit id porttitor. Sed et metus placerat, blandit purus vitae, blandit dui. Vestibulum fermentum semper arcu, ut commodo nibh aliquam sit amet.

» sit amet ultricies. Nam volutpat massa ac ante dictum, id rutrum dui varius. Mauris suscipit feugiat arcu, a tristique lectus placerat eu. Nullam cursus augue lectus, et lobortis lectus tincidunt eu. Ut iaculis tellus eget tempor tempus. Nulla a dictum turpis, et semper velit. Quisque in lectus sit amet risus elementum congue.

Donec rutrum libero id ligula vehicula volutpat. Sed eget enim diam. Integer imperdiet massa tortor, quis sollicitudin magna tempus ac. Sed mi ipsum, venenatis eu malesuada quis, viverra vel arcu. Mauris a sagittis est.

Duis tortor ante, imperdiet in dui sed, auctor viverra ex. Nulla vulputate eros eget erat placerat dapibus. Fusce dictum consectetur purus at pharetra. Cras a ante sit amet ligula blandit dapibus eu vitae dui. Ut sed commodo ipsum. Donec non ex tortor. Curabitur non consequat nulla. Quisque tristique metus ligula, ac fermentum orci iaculis ac. Pellentesque ultrices lacus ut neque malesuada, quis elementum tortor mollis. Praesent malesuada diam neque, eget accumsan libero interdum in. Phasellus fermentum aliquam lectus, ut molestie mauris tristique in. Praesent tristique turpis velit, nec pharetra justo congue vel. Nulla purus augue, finibus nec mi a, dictum fringilla odio.

Vestibulum malesuada tristique blandit. Nullam vel libero nulla. Morbi sed urna turpis. Suspendisse finibus erat at metus sagittis, ornare maximus ante placerat. Donec sed diam condimentum, porttitor elit eu, convallis nisi. Suspendisse pulvinar ante sagittis justo consequat, ut dignissim metus tempus. Fusce efficitur ornare massa tincidunt posuere. Donec ornare ipsum non lectus eleifend, in ultricies augue congue. Vestibulum congue lacinia ex at tristique. Integer ac libero et ipsum tincidunt rhoncus. Proin facilisis pharetra mauris in elementum.

Phasellus id nisl molestie, tempor diam a, pharetra ex. Nullam faucibus porttitor odio quis pretium. Aliquam ullamcorper, magna sit amet feugiat volutpat, nunc sem elementum ipsum, elementum ultricies odio eros ut arcu. Duis in eleifend dui, in accumsan risus. Praesent quis iaculis nulla, in ultricies neque. Interdum et malesuada fames ac ante ipsum primis in faucibus. Proin felis neque, auctor et mi euismod, fermentum dapibus nibh.

Nam eget ex ligula. Nunc sit amet nulla feugiat, molestie diam ut, elementum sem. Duis venenatis dolor auctor, dignissim nisl ac, fringilla Cras ut bibendum orci, ac dictum enim. Aliquam laoreet ipsum, eu placerat mauris. Proin sus, vestibulum rutrum libero eget, lacir

ligula. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Quisque nec metus sit amet dolor bibendum imperdiet. Duis non dui gravida, condimentum nibh vel, tristique neque. Cras eleifend placerat velit, sed scelerisque nisi varius eu. Etiam odio magna, varius nec elementum vel, pretium vel quam. In eu nulla vel nisi pretium fringilla sit amet et turpis. Curabitur fringilla condimentum nisi a ultrices. Fusce porta turpis porttitor efficitur malesuada. Sed aliquam euismod nunc, quis pharetra mi bibendum a. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ultrices aliquet nisi, sed elementum orci dapibus vitae. Etiam lectus quam, fringilla non feugiat sed, tempor ut purus. In aliquet, nisl quis aliquet sollicitudin, mi tortor fringilla sem, in ullamcorper risus libero id sapien. Maecenas finibus lacinia urna, eu tristique risus luctus nec. Donec sit amet libero non enim ultricies fringilla non urna. Sed nisi mi, vehicula id viverra quis, venenatis id magna. Ut vitae lorem a massa accumsan faucibus sed ac ante. Curabitur consectetur arcu nec felis efficitur commodo. Nunc volutpat arcu sem, ut tristique urna euismod et. Donec eros enim, pulvinar ut sagittis non, tempor quis nunc.

Integer posuere eros vitae dolor ultricies, egestas semper lectus porta. In auctor, lorem sit amet vulputate condimentum, sem est rhoncus lectus, a tincidunt nisi magna eget sem. Cras vel ante suscipit, eleifend enim at, lobortis enim. Aenean feugiat turpis id consequat tempor. Sed eleifend congue ligula. Nam quis lectus nulla. Aenean vitae ultrices nisl. In sollicitudin ullamcorper velit, sed sollicitudin mi molestie ac. Vestibulum felis elit, fringilla nec odio non, pretium euismod risus. Ut eleifend eget tellus eu sagittis.

Pellentesque dignissim neque fringilla, blandit nibh eu, accumsan nisi. In blandit pulvinar finibus. Sed facilisis consectetur imperdiet. Aenean quis fringilla diam, sit amet ultrices arcu. In tristique diam at felis rutrum tempus. Pellentesque

---

» scelerisque sapien risuse. Etiam placerat, ex vitae consectetur rhoncus, sem ex consectetur magna, quis ultrices lorem magna a risus. Morbi orci sapien, viverra sit amet pharetra sed, pellentesque vel mi. Ut in nisi in mauris aliquet semper vitae at nisi. Integer ut dignissim risus. Etiam bibendum nisl vitae condimentum mattis. Ut tempus nec felis eu facilisis. Morbi imperdiet pellentesque aliquam.

Proin malesuada mauris magna, eu venenatis magna fermentum non. Aliquam consectetur, quam eu vestibulum feugiat, nunc magna semper magna, id semper sapien arcu non eros. Vivamus ut lacus justo. Nam mollis lorem scelerisque metus lobortis, ut posuere velit laoreet. Nunc efficitur leo a felis tincidunt, id cursus massa finibus. Cras erat felis, ornare vel elit id, ultrices sodales risus. Sed porttitor erat in tellus mattis elementum. Cras pulvinar bibendum lorem. Donec semper pharetra quam in lacinia. Proin scelerisque tristique molestie. Integer mattis mi finibus rhoncus ornare. Vivamus libero metus, convallis in enim vitae, suscipit ultricies ante. Vestibulum odio nunc, tempor vitae metus sit amet, sagittis fringilla nisl.

Sed sit amet purus ut libero maximus placerat. Nullam faucibus libero et arcu aliquam auctor. Morbi finibus suscipit tempus. Ut faucibus interdum mauris, ac scelerisque velit pretium ut. Aenean ultrices mattis quam, sed pharetra urna tempor in. Sed vulputate tortor sed est bibendum maximus. Proin ut odio sapien.

Photographing Cityscapes

Aenean turpis leo, blandit non euismod at, euismod sit amet urna. In varius mauris in dui laoreet faucibus. Praesent quis urna ut lectus placerat rutrum sed aliquam magna. Vivamus congue, nibh ut pulvinar pulvinar, libero quam molestie sem, vel cursus tellus leo et odio. Suspendisse potenti. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nunc vel turpis volutpat leo venenatis egestas. Ut odio tellus, sagittis vel eros quis, tincidunt blandit libero. Praesent vitae ligula ut tortor consectetur eleifend. Suspendisse fermentum, libero eget fringilla rhoncus, metus ipsum dignissim felis, ut aliquam leo ante quis enim. Morbi dignissim nisi sem, quis congue est

gravida sed. Maecenas ultricies viverra dui, id suscipit nisl rhoncus tincidunt.

Maecenas vel felis nulla. Duis et est sed mauris venenatis pretium non eu nulla. Mauris vehicula auctor lectus. Duis pretium semper quam in consequat. Proin sit amet fermentum velit. Duis rhoncus vel massa ut porta. Praesent porttitor fringilla vulputate. Donec maximus mollis placerat. Donec a quam at felis lobortis aliquam ut eget nibh. Nulla tincidunt viverra malesuada. Suspendisse imperdiet blandit dui sit amet pharetra. Fusce id facilisis ex, sit amet fermentum nibh. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Phasellus eget felis lobortis, convallis justo vel, ultricies massa. Mauris dictum id augue id luctus.

Donec massa nisl, malesuada nec metus ac, vehicula bibendum nulla. Integer lectus lorem, facilisis eget dignissim at, auctor at turpis. Aenean a arcu a risus pretium blandit ac non risus. Aenean ut laoreet enim. Nullam mattis nulla ultrices quam tincidunt vulputate. Nam eget quam sagittis, tristique turpis ac, cursus mauris. Proin pharetra erat eget sollicitudin vulputate.

Donec eleifend sem et lobortis fermentum. Sed tristique imperdiet dui, quis sodales ante rhoncus facilisis. In metus nulla, aliquam eu turpis a, fermentum maximus erat. Suspendisse eu molestie leo. Quisque id justo eget mi vestibulum euismod id vel sapien. Nullam semper faucibus massa quis varius. Proin quis dolor libero. Mauris sollicitudin urna tellus, quis ullamcorper diam tempus a. Suspendisse interdum vehicula ligula sit amet ultricies. Nam volutpat massa ac ante dictum, id rutrum dui varius. Mauris suscipit feugiat arcu, a tristique lectus placerat eu. Nullam cursus augue lectus, et lobortis lectus tincidunt eu. Ut iaculis tellus eget tempor tempus. Nulla a dictum turpis, et semper velit. Quisque in lectus sit amet risus elementum congue.

Vestibulum pretium finibus felis. Vestibulum at felis vel felis ultrices porta et et augue. Suspendisse sit amet dui nunc. Ut urna elit, cursus nec faucibus id, suscipit eu nibh. Mauris id pulvinar velit. Maecenas congue facilisis eleifend. Morbi sit amet nibh non justo placerat hendrerit. Cras tempor ipsum a neque semper elementum. Suspendisse viverra nisi id diam mollis feugiat. In »

STREET NIGHT PHOTOGRAPHY

Vel cursus tellus leo et odio. Suspendisse potenti. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nunc vel turpis volutpat leo venenatis egestas. Ut odio tellus, sagittis vel eros quis, tincidunt blandit libero. Praesent vitae ligula ut tortor consectetur eleifend. Suspendisse fermentum, libero eget fringilla rhoncus, metus ipsum dignissim felis, ut aliquam leo ante quis enim. Morbi dignissim nisi sem, quis congue est gravida sed. Maecenas ultricies viverra dui, id suscipit nisl rhoncus tincidunt. Donec maximus mollis placerat. Donec a quam at felis lobortis aliquam ut eget nibh. Nulla tincidunt viverra malesuada. Suspendisse imperdiet blandit dui sit amet pharetra. Fusce id facilisis ex, sit amet fermentum nibh. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Ljubljana, Slovenia: Proin malesuada mauris magna, eu venenatis magna fermentum non. Aliquam consectetur, quam eu vestibulum feugiat, nunc magna semper magna, id semper sapien arcu non eros. Vivamus ut lacus justo. Nam mollis lorem scelerisque metus lobortis, ut posuere velit laoreet. Nunc efficitur leo a felis tincidunt, id cursus massa finibus. Cras erat felis, ornare vel elit id, ultrices sodales risus.

Venice, Italy: Sed porttitor erat in tellus mattis elementum. Cras pulvinar bibendum lorem. Donec semper pharetra quam in lacinia. Proin scelerisque tristique molestie. Integer mattis mi finibus rhoncus ornare. Vivamus libero metus, convallis in enim vitae, suscipit ultricies ante. Vestibulum odio nunc, tempor vitae metus sit amet, sagittis fringilla nisl.

Sydney, Australia: Sed sit amet purus ut libero maximus placerat. Nullam faucibus libero et arcu aliquam auctor. Morbi finibus suscipit tempus. Ut faucibus interdum mauris, ac scelerisque velit pretium ut. Aenean ultrices mattis quam, sed pharetra urna tempor in. Sed vulputate tortor sed est bibendum maximus. Proin ut odio sapien.

17

GRAM

Monikarhdesign.wordpress.com

Monika Rostad Halsan
GRA1 GRAM 2016
Noroff

GRAM
REPORTS

Monika Rostad Halsan
GRA1 GRAM 2016
Noroff

CONTENT

INTRODUCTION

Working on all these assignments has been an interesting journey, and I do believe I have learnt a lot. Over the last few months I have been allowed, and encouraged, to challenge myself as a designer, slowly but surely getting new knowledge and improving my artistic eye.

The assignments we have been given have always been interesting since we have had some freedom to give them all a personal touch, as well as seeming like what could be real life projects. Working with photography, logos, illustrations and layouts has challenged me to broaden my knowledge in programs such as InDesign and Illustrator. These are skills I know I will take much use of later in life, hopefully both as a student but also as a designer.

GRAM Design Choices
I needed to make the portfolio's design represent me as a designer, and with a rather minimalistic and simple design, I think I have accomplished just that. The background doesn't disturb the design, and I believe the fonts work well. I have tried making my images and products stand out a little more by applying a drop shadow to them.

My background is a photograph I took whilst shooting photos for our photography assignment. It is a photograph of the ocean, taken with a long shutter, and I have later turned it to black and white. Taking photos and play around with them like this is something I enjoy very much, and is thus another way for me to represent myself as an artist.

The whole portfolio is well organised, and easy to navigate through. Because of the minimalistic use of colours, there isn't too much going on, which lets the viewer focus more on the actual products - this, of course, is the main purpose of a portfolio. I have done my best to try and make sure the design and layout of the pages are consistent both in the portfolio part of the assignment, and also the part including my reports. This way I think I have really managed to bind the whole GRAM together, and there should be no confusion whether or not these two parts belong together.

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

MANDATORY ASSIGNMENT 01: PHOTOGRAPHY

INTRODUCTION

The first real Mandatory Assignment we were given was also the one we finished last, so for a few months I have brought my camera out with me quite a lot in order to get the perfect shots for the 10 topics we were given. I tried challenging myself in terms of shooting both inside and outside, as well as in both daylight and at night time. Finally, composition and an interesting element or object were important details for me to consider every time I went out.

Message/Achieved Action
Out of my final 10 photos, I chose the categories Drawing With Light, Freeze Water, and Golden Section for my final three images.

Photo 1: Drawing With Light - f14 - 5 sec - ISO 100 - Focal Length 50

Photo 2: Freeze Water - f4 - 1/250 - ISO 160 - Focal Length 50

Photo 3: Golden Section - f29 - 1,6 sec - ISO 100 - Focal Length 105

RESEARCH AND WORK PROCESS

Before I started taking photos for this assignments, I decided to put some main *key words up on my blog*, as well as creating moodboards and a few notes on my ideas in relation to all the 10 different topics we needed to explore.

Coming Up With Ideas
I didn't do any sketches for this assignment, as I rather prefer bringing my camera with me somewhere and do the "sketches" through the camera, always looking around and trying to find nice and interesting compositions.

Equipment - For this assignment I used a Nikon D7000. I also used an external flash when there wasn't very much light available, and a remote control when I had a long shutter to avoid any shaking when pressing the buttons. As for lenses, I used a *Nikon AS-S Nikkor 18-105 mm 1:3.5-5.6G*, and a *Nikon AF-S Nikkor 50 mm 1:1 4G*.
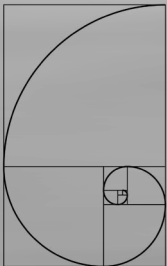
Freeze Water - Good light is essential when trying to freeze water, as you need a very fast shutter speed. So before trying to shoot this photo, I made sure I was in a well lit room, and did my best to get a rather clean and bright background. My external flash also came in handy here, as this helped me avoid getting much noise in the photo because of a high ISO. I have always been thinking about trying to capture something falling into a glass of water like in the example with the lemons, so I quickly decided I might try and do this for this topic.

Golden Section - A good composition is always nice to see in photographs. Ever since I was told about it in my photography class a few years ago, I've seen the rule of thirds everywhere.

To quote *Zhamkov.com*: "Objects containing "golden section" are regarded as the most balanced. That was the proportion which famous painters referred to when they chose canvas. (…) In our mind we divide a frame into three parts horizontally and vertically. At the crosses we place the main objects of the picture."
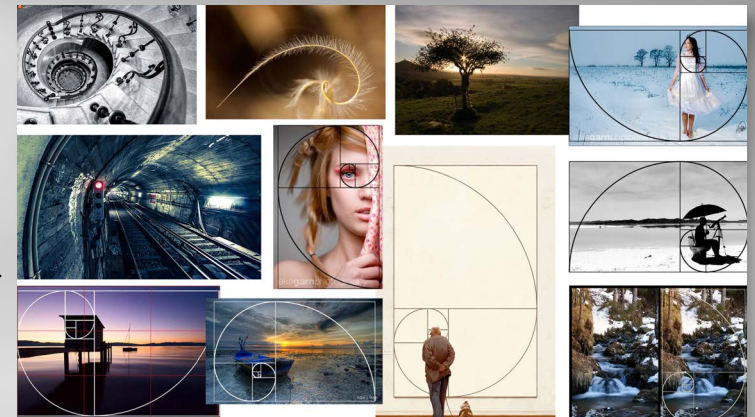
Drawing With Light - The main idea here is to have a long shutter speed, to have time to draw with light. Using a torch and playing around in the dark seemed like a fun way to go about this. I also thought what I found online with the glasses seemed really cool, and tried doing this myself.
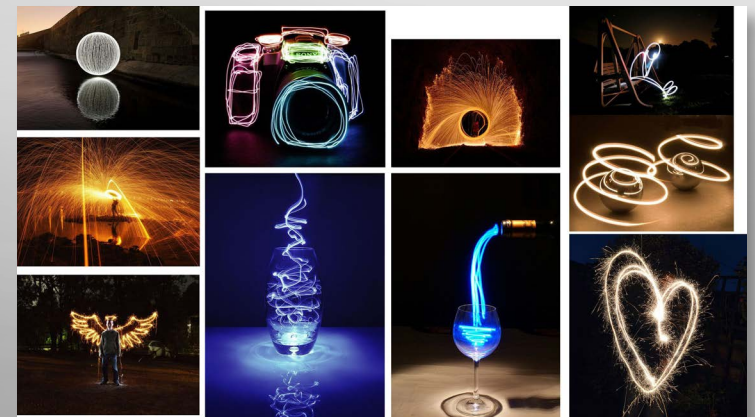
My 10 Photos - I have put the 10 photos for the topics Contrasts, Curves & Lines, Depth, Drawing With Light, Freeze Water, Golden Section, High Key, Misty/Veil, Motion and Night Photo on *my blog here*.
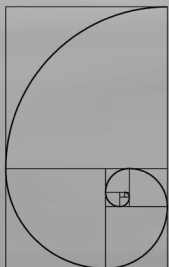
DESIGN CHOICES

Drawing With Light

Settings - f14 - 5 sec - ISO 100 - Focal Length 50

Elements - An empty bottle and a torch

Composition - Portrait orientated picture, with a front view perspective

Contrasts/Colours - Image with quite high contrasts, and the colours black, white and green dominate

This photograph was taken in a dark room, and with a rather dark background to avoid any elements that may disturb the photo. The bottle was placed on a table, and the camera on a tripod. I then used a long shutter speed (5 seconds), and using a remote control, I moved my torch from above the bottle and to the bottom whilst taking the photo.

The focus is on the bottle - the element - itself, and despite all the lines from the label, I believe it's a rather clean image with a good focus point. It's also interesting to look at, as the lines (from the torch, the label and even the edge of the bottle) sort of guide the eye around the frame.

I think the photograph itself is very interesting to look at, and because of what is still left of the bottle's label, I even think the whole image kind of reminds me of the movie The Matrix. The colour green also helps emphasize this, and is something I find very interesting about this photograph.

If I were to change anything with this photo, I think I would try to make the bottle look even sharper by adjusting the aperture a tiny bit. However, I really like the way the torch made the whole bottle look almost a little magical. The colour green makes the whole image stand out a little.
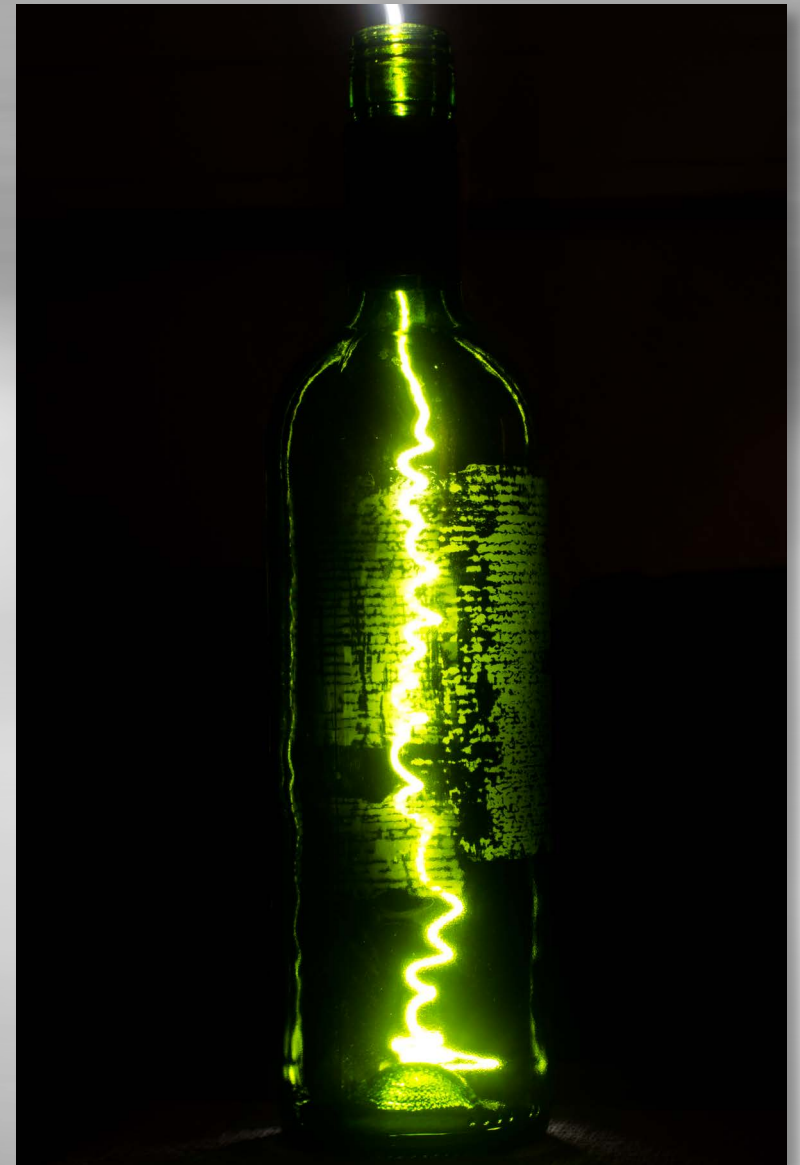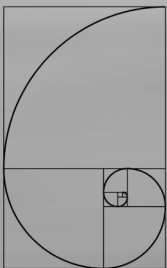
Freeze Water

Settings - f4 - 1/250 - ISO 160 - Focal Length 50

Elements - A glass, water and strawberries

Composition - Portrait orientated picture, with a front view perspective

Contrasts/Colours - Image without too much contrasts, but the colours red and blue create an interesting dynamic. These colours against the white wall also make it more contrasty

I shot this photograph in a bright room, but since I needed a quick shutter to freeze the water, I also used an external flash for more light. This allowed me to have a shutter of 1/250, which I think was enough. Placing my camera on a tripod, I did about 50 shots, repeatedly dropping a strawberry into the glass filled with water.

My focus point in this image was the glass and the water inside, but pretty much all the elements are in focus. Since the whole photo is rather clean, there is also no confusion as to what is the element in focus here. And even though the wall itself may be a little busy with its texture, I believe this makes the image itself more interesting: these are all organic shapes, which I believe work well with water.

What fascinate me the most with this photograph are the pretty much perfectly circled drops that you can see both in front of the glass, as well as a bit up and to the right. I also like how some of the water hits the table, as this first of all creates an interesting shape, and also shows how quick the shutter was. The colours are also something I find very nice, as they work well together.

I'm rather happy with the way this photo eventually turned out, but if I had to improve it, I would probably try to avoid getting that line separating the wall and the table, as this annoys me a little. Other than that, I'm happy with the composition and contrasts.
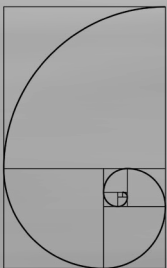
Golden Section

Settings - f29 - 1,6 sec - ISO 100 - Focal Length 105

Elements - Rocks in front of water

Composition - Landscape orientated, with a front view perspective

Contrasts/Colours - Image with quite a lot of contrasts between the rocks and the water, and with beautiful colours that give the photo a nice mood

Setting up my camera right before sunset, I was able to capture some really nice moments as the sun disappeared over the horizon. Even though this was shot during the summer, it was a little dark outside when I took this, which means I needed a longer shutter speed. So I had my tripod and remote control with me - and with a shutter of 1,6 seconds I found a well balanced exposure.
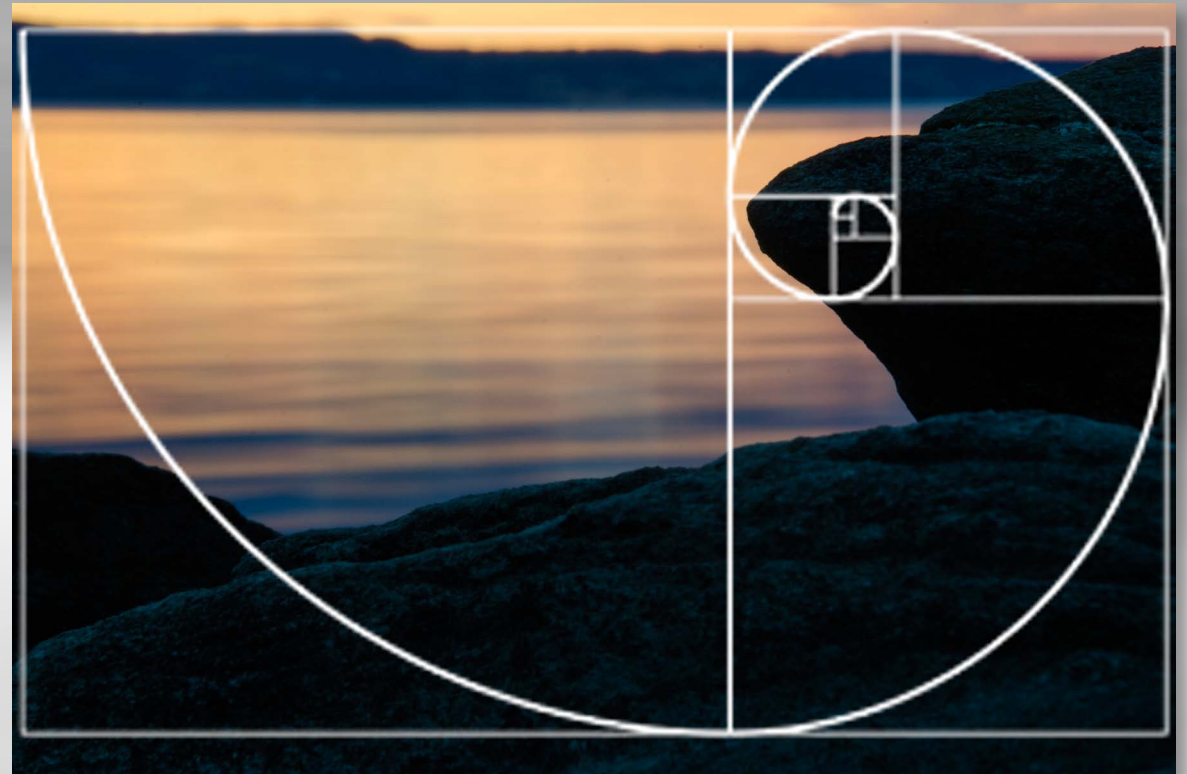
I didn't want a very narrow depth of field for this photo, and thus set my aperture to f29, even though my main focus were the rocks in the front. This made the water look even more calm and relaxing, which is something I think is a nice quality for a sunset photo.

I really like the whole mood in this photograph, as I think it captures sunsets very well. I also like the way I did the focus, and especially this being what I chose for my Golden Section image, I think the whole composition itself is very relaxing and comfortable to look at. There are also some interesting lines here I believe, and these guide the eye through the composition.

If I were to shoot this photo again, I would probably try to either have more time before the sun actually went down and try to capture that as well (I was a little late in getting out there), and probably stay even longer, until a point where I could have an even longer shutter speed and have the water more blurry than it is here. However, with an aperture of f29 and my ISO at its lowest, I couldn't let the exposure be too much longer before the whole image would have become too bright.
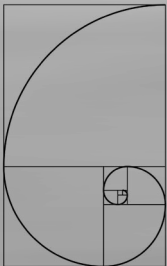
SELF EVALUATION

Reflection around finished product
All in all I think the three photos I have chosen for my final submission all work very well. The compositions are nice, and I believe I have been able to work with the topics. My Drawing With Light photo does what it is meant to, and this is something I achieved by using a long shutter. I also froze water by using a fast shutter, and managed to capture the water whilst splashing. And finally, my Golden Section photograph fits with the golden ratio and is a relaxing and comfortable image.

I don't think there is too much with any of the three final images I would change, apart from what I have already mentioned.

Development and Process
I made sure I spread out the topics over several weeks, so that I was able to work with the assignment over the whole semester. This way I have had the chance to photograph different times of the year, and I have tried being outside both at night time and in bright daylight.

Photography is an art form I don't think anyone will ever be 100% perfect in, and at times you'll miss out on the perfect shot - I probably did the day I was out taking photos near the water, as there was some lightning that night. However, I think it's all about dealing with what you have, and make the most out of it - and utilising all the functions of the camera the best one can.

SOURCES AND REFERENCES

Monika RH Design - Mandatory Assignment 01: https://monikarhdesign.wordpress.com/category/mandatory-assignment-01-photography/

Moodboards: https://uk.pinterest.com/moonierh/

Nikon D7000: From Snapshots to Great Shots. John Batdorff. Pages 44, 47, 124-126, 182, 187, 234-235

Zhamkov, Golden Section in Photography: http://www.zhamkov.com/index.php?page=tutorial0023&lang=en

NikonUSA, Focal Length: Understanding Camera Zoom & Lens Focal Length: Nikon From Nikon: http://www.nikonusa.com/en/learn-and-explore/article/g3cu6o2o/understanding-focal-length.html

Cambridge in Colour, Understanding White Balance: http://www.cambridgeincolour.com/tutorials/white-balance.htm

History of Photography, Week 7, Noroff: https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA101/_new_week07/

Know Your Camera, Week 8, Noroff: https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA101/_new_week08/
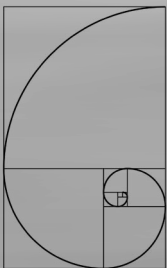
MANDATORY ASSIGNMENT 02: LOGO

CRAVE

Introduction

In this assignment I have tried capturing the feeling of being a teenager with the way I think a chocolate brand logo should look like. I researched other chocolate brands only to find out that some of these look very serious and I decided that I wanted something that could be more fun, yet not too childish.

I have tried telling myself that simplicity is key, and not added more elements than I felt necessary. The logo needs to give the brand Crave some identity, distinct it from its market competitors, and communicate a positive message about the brand.

Interpretation of Task
Once given this assignment I immediately thought it was quite clear; I had to make a logo for a new chocolate brand called Crave. Researching the brands Freia, Anthon Berg, Cadbury and Lindt, I quickly managed to grasp what a logo for a chocolate brand might look like, and soon came up with a few ideas of my own.

Concept and Target Group
I decided to make a logo for a brand targeting teenagers. It seems like a lot of people associate chocolate with females, especially eating it when they are feeling depressed. This might be true, but I don't like putting people in categories based on their sex when it comes to something like chocolate. With teenagers I target a group at a special age instead, which I thought better.

I knew I wanted to create a logo that was more exciting than what I think e.g. Lindt's logo is, because teenagers want something that is more fun. Having been a teenager myself not very long ago, I remember well what it was like, and the feeling of freedom and feeling forever young is something I wished to capture.

Message/Achieved Action
To convey the message I wanted, I knew I needed something that could say freedom.

Name - *Crave*. This was a name given to me in the assignment, and thus nothing I could change or do anything about myself, other than deciding how to express it. However, I think Crave is a name that fits with teenagers because we always crave for something.

Typography - The typeface I ended up using is called *Chocolate Bar*. I tried out several different typefaces, but this is the one I eventually found best suiting to my design and style. I have discussed why under "Design Choices."

Colours - The brown colour I have chosen to apply to my design is meant to build up the idea of this being a chocolate brand.

Elements – I eventually chose to use wings as my element in this logo. This is also something I have described closer under "Design Choices."

RESEARCH AND WORK PROCESS

I tried updating my blog along with how my work process was going, so *this explains the chronological process* quite well. What I quickly realised would be my biggest challenge in this assignment was not having worked much with Adobe Illustrator before, but tutorials on Lynda.com helped me get a better understanding of how the program works. Once I had fiddled around in the program for quite some time, the work process was a lot easier.

Research and Analysis

Market Competitors – Since Freia, Anthon Berg, Cadbury and Lindt were given us as examples of market competitors, these were the brands I researched for the assignment. My conclusion in this research was that equal for all logos is the simple use of colour, and the choice of organic lines. Neither logo has more than two or three colours, and this makes for an easier design for all logos. Another similarity is how handwriting is the basis for the font in each and every logo. Since each brand is a big brand, it was easy to find information about them, and I uploaded *the whole research "report"* to my blog.

The History of Chocolate – As with the market competitors, there were numerous web sites telling the history of chocolate, making *this research* quite easy. The quick way to tell this history is: The cacao beans that used to be mixed with water, vanilla, honey, chilli peppers and other spices by the ancient Mesoamericans, resulting in a chocolate drink, were probably quite different from what we are used to now. Chocolate has been believed to have possessed mystical and spiritual qualities, have been used as currency, and been seen as a symbol of luxury, wealth and power. After inventing the cocoa press in 1828, the cost of the chocolate production was lowered and chocolate became more affordable to people. Today the *average Norwegian eats 9,7 kg of chocolate* per year.

Defining Target Group and Design – I tried finding out *what exactly makes us like chocolate*, and tried coming up with a reason why teenagers tend to enjoy it so much. Many researches out there explore this very question. I did not come up with one and only reason – which I never thought I would – but rather a few ideas of why: Chocolate tastes good. Teenagers can sometimes be pretty stressed out, and chocolate does calm us down, which makes for a positive experience and makes us come back to it over and over again. I knew the design needed to be fresh and speak to teenagers whilst communicating chocolate.

I believe teenagers tend to be quite stressed out sometimes, whether it is because of studies, a relationship, family dramas, finding one self or something entirely different; there are expectations that need to be fulfilled, and one asks a lot of oneself. No wonder people end up eating chocolate to feel good from time to time!

Mind Map – The first thing I did was to put down all my thoughts related to chocolate, Crave and teenagers on a mind map. This helped me get a better overview of what exactly I wanted to create, and what I might want to include.

Chocolate Brand Logo
    Teenagers
    Font
    Crave
    Simple
    2-3 Colours
    Chocolate
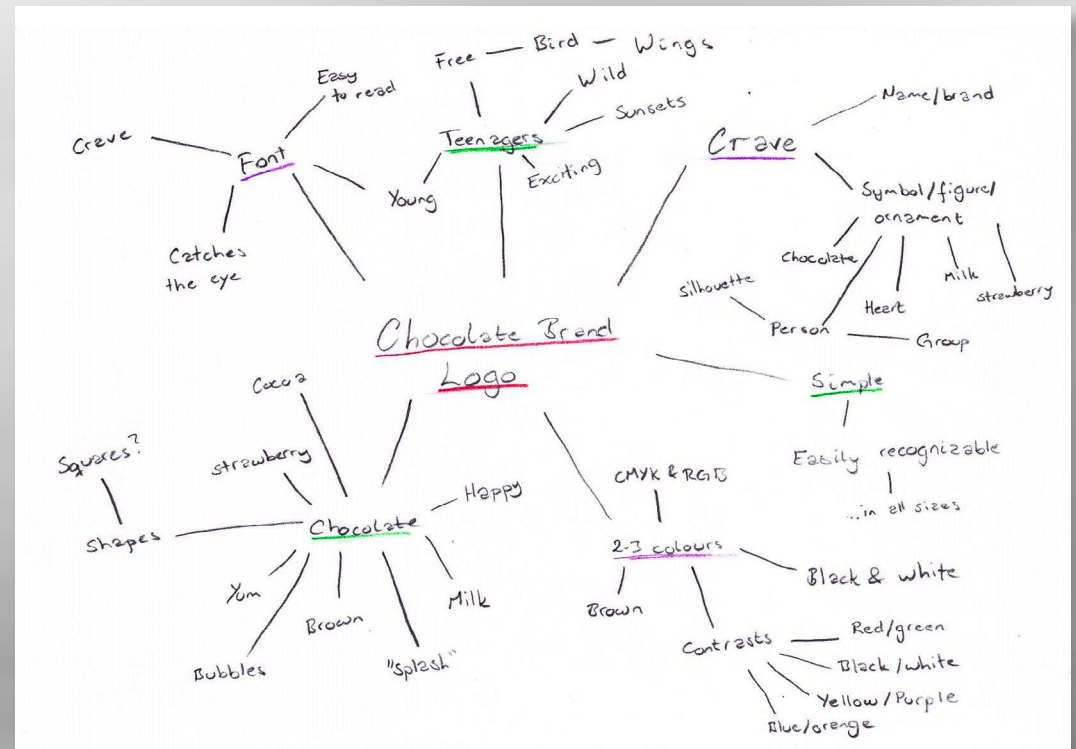
Moodboard – I used a lot of the words I wrote down on my mind map, and searched for those to find images that I thought could fit. A link to the sources of these photos is listed under "Sources and References."

Coming Up With Ideas

I think my mind map, moodboard and even the research I did, helped me a lot when trying to come up with ideas. Since I had already been given a name, and the choice between two target groups, the direction I was heading was made once I chose teenagers out of the two.

Chocolate Qualities – Knowing this is a logo for a chocolate brand I had to think of the qualities of the treat. My mind map helped me get this done: Brown, Yum, Cocoa, Milk, Bubbles, Splash, Strawberry, Shapes (Squares), Gifts, Happy (Dopamine, Feel-Good), and Stress Release are the words I wrote down. Having these words written down on paper helped me get a clear view of what chocolate is, and what a logo for this product may look like.

Teenagers Identification – I did the same for teenagers: Young, Exciting, Sunsets (Sun), Wild, Free (Bird, Wings), Sex (Love, Kisses), and Valentine's (Gifts). It didn't take me very long to start looking at the idea of using wings in my logo, exploring the idea of being young, wild and free.

Sketches – When I first started drawing by hand, I ended up sitting with 24 completely different scamps. Some have similarities, but overall they are all quite different from one another.
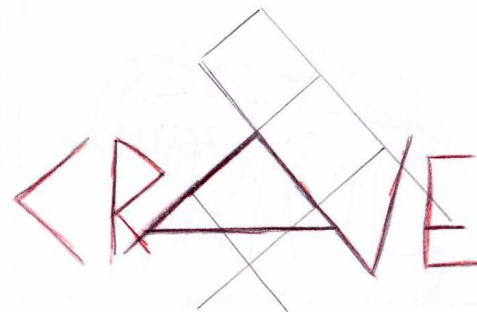
When working on these sketches I tried out ideas that had to do with my words from the mind map. I also made sure to try focusing on both a symbol, and the way of writing the name. I wasn't yet sure what kind of font I would like to use, so I was simply playing around with a few different typefaces to see what might turn out to be something I'd like.

Whenever I work on sketches I try to keep an open mind so as to not limit myself too much and end up sticking with the first idea I had and simply don't put my imagination in use for the rest. I have walked into that trap before: going for the first idea because I kind of like it right then, but later realising that if I had spent some more time on sketching I might have come up with a better idea.

I tried narrowing my choices down to a few only, and eventually sat there with seven quite different ideas that I asked fellow students and tutors for feedback on.

After getting feedback and thinking about which one I personally liked the best I chose to work with the idea in the bottom left corner (marked with the red square). At this point I wasn't thinking much about colour, but rather the actual design itself, and having elements work well with the font I would eventually end up choosing. Some of the scamps above do have the colour brown, but that is mostly for myself and not final colour suggestions. This is something I thought better to look at when having finished the actual logo design.

The process from sketching to coming up with a design that I was happy about took me quite a while. But with an idea in mind I first tried exploring similar ideas by drawing by hand before I brought a final idea with me to Illustrator and tried working on it digitally.

I could not get it right, though. Something about it didn't feel right, and other people agreed; it was too hard to read, and the wings didn't look the way I wanted them to.

Refining Ideas
I decided I wasn't happy about this design. The typeface *Sistah Ysse* (used in the idea above) was one I was quickly growing fond of, but I knew I couldn't settle down on one typeface just yet, and tried out a few more in Illustrator.

I tried out typefaces that were quite different from one another; here you have examples of scripts, sans serif, and other decorative ones. The reason behind this was that I was trying to open my mind to other possibilities. Early in the process I decided I wanted to use a script because I saw that's what the market competitors used, but once I started playing around in Illustrator I knew I couldn't constrain myself to scripts only.

With shapes and the Pathfinder tool I began creating ideas that were completely different from what I had been able to do by hand. Using the Pathfinder tool makes for more random designs I believe, because you never know how it will actually turn out. Having watched a few videos on Lynda.com (listed under "Sources and References") truly helped me in doing this.

This is a selection of my six favourites, and the bottom left was the one I landed on. I was quite satisfied with the typeface (*Chocolate Bar*) and the way I did the V on this. So I kept working on this one. Because of the rushed sketch I had to first of all neaten the V up. When I decreased its size the white lines inside disappeared, which I wasn't happy about. On my second version I also reflected one half to create the other half, ensuring consistency and same sizes and lines on both sides.

Looking back at what I was working with on an earlier idea with the infinity sign, I tried and include this. Having the whole sign integrated with the logo did not work because it competed too much with the logo itself, so I converted the shape to outlines (it was originally the number 8 on a 90 degree angle) and deleted parts of it until I eventually sat there with two semi circles. I liked the way these two curved lines encompassed the word, and I realised I was onto something with this. This was finally getting the feel I wanted.

Update
This is the logo I first submitted - one where I had semi circles, wings created from circles and the pathfinder tool, and where I used two different shades of brown.

However, after submitting my logo and getting feedback on this I was recommended to get rid of the semi circles and think "less is more." I was also told to maybe have a closer look at the wings/V and perhaps work more on this. So I did. The semi circles were removed, and I then drew new wings. Instead of using a circle and repeat this, and then using the pathfinder tool to change the shape, I now used my drawing tablet and drew the wings instead, using the V from the font to get the right size etc. I think the new wings look a lot better and maybe send out a bit more of a teenager feeling, and a less childish one than what I first had. I also converted the font to outlines and made a few very small adjustments to some smaller parts to make them work better with the new wings.

DESIGN CHOICES

Style/Genre

Teenagers are meant to be free, and I don't think a logo for them can be too "strict." It needs to be a little more creative than such, and I always knew I wanted the typeface and elements to be organic rather than geometrical. The organic lines are more playful and seem more open and friendly. Teenagers can associate with the element I have used - this is something I will explain closer under "Elements." In addition to an element that works for teenagers, I think the typeface itself works well with the chocolate theme, and more importantly; the typeface and element work together.

Typography

I used the typeface *Chocolate Bar* for this logo, and I found this on Dafont.com. As the name implies, it screams of chocolate: You see it and go "aha, chocolate," and I think that was quite important. It is also a fun typeface, with quite organic letters, which is something I knew almost from the beginning that was something I wanted.

ABCDEFGHIJKLMNOPQRSTUVWKYZ
0123456789 !"#$%&/()=?´`;:_-,

This is a typeface characterised by thick strokes and rounded edges. It's a sans serif typeface; meaning it is clean. Sans serif is ideal for small sizes, which means that it makes it easier to decrease the size of this logo without making it very hard to read, as explained in *Graphic Design School*. Because this is a logo and the purpose is to express something rather than being a longer text in which I needed to focus more on readability, I was allowed to have more playful letters, and I believe this was a well suited typeface for doing so.

I was never sure whether I wanted capital or lower case letters, and always worked with both when trying typefaces. *Chocolate Bar* made that choice very easy since it only had upper case letters. I did not mind though, because I think this fits with my design, and I like how they all have the same cap height. All letters being in capital letters gives for a logo with a similar visual shape, all being in the same height.

Colours

When I first started thinking of my design I had the colours yellow, orange and red in mind, to sort of reflect the colours of sunsets. This, though, was something I thought of before making the actual design, and once I had come up with my final idea I didn't think those colours would fit. I tried out quite a few colour combinations in Illustrator; different shades of brown, as well as trying gradients, and then towards yellow, orange and red.

When I got all these colours lined up next to each other I immediately knew I liked the brown. One; this is usually the colour of chocolate, two; I think it works well with the design, and three; it is quite gender neutral.

I wanted to separate the wings and the semi circles from the rest of the letters so as to make it a little more interesting to look at, but didn't want the colours so different they were completely separated either. This made me choose the colour suggestion marked with a red square, and is one I personally was very happy with. Since we normally associate chocolate with the colour brown, I think this adds the little extra to the logo. However, after further thinking, I decided to have the wings/V in the same colour as the rest of the letters, to make sure people would understand this is part of the word.

On the suggestions with the letters going from yellow to red and back to yellow, I think the whole logo got a different message, and could have worked for yoghurt or lollies for kids or something like that. Using gradients on the semi circles didn't feel quite right either, and I also think this could be a little challenge when printing the logo.

After choosing, I was left with two colours in my logo; they worked well together because it was the same colour, only in different shades.

Update: After removing the semi circles I was left with one colour only, and I believe this is a good choice for the logo. I chose to keep the wings in the same colour as the writing, to make sure it doesn't compete too much or loses its meaning by being too different. And thus, my final logo uses one colour only.

RGB	CMYK	WEB
R: 114	C: 34 %	#72502c
G: 80	M: 62 %	
B: 44	Y: 86 %	
	K: 41 %	

Elements

The way I presented the wings changed a lot from my initial idea. Changing from being only part of the V, and partly working as background for the other letters, it is now the V only. I think this works a lot better because the rest of the letters now are more legible. This makes it easier to read, and I also think it gives the whole design a nicer look. I knew I wanted to include wings in my design because I wanted to build on the idea of being young, wild and free as earlier mentioned. As a teenager you will often think that you can do whatever you want, and that you can go wherever you wish. I think the wings are a nice symbol of this.

After getting feedback, the wings eventually changed from what is shown on the left, to what's shown on the right below. I think the new wings look way better and fit both teenagers and the font better. They could even remind one a little of flames, which makes them more "hip."

The semi circles (which I have now removed); they started out as the number 8 on a 90 degree angle, and then became an infinity sign. Because this again added a background for the letters and made it less readable it had to be simplified a lot, and removing a lot of the lines in the 8 created some interesting semi circles. Behind the idea of including the infinity sign was the feeling of being forever young. However, in the feedback I later got, it was pointed out that these may make too much happen in the logo, and since this is something you normally wish to avoid, I agreed that it was a good idea to get rid of them.

FINISHED PRODUCT

RGB

CMYK

Black & White

SELF EVALUATION

Reflection around finished product

Although quite different from what I first imagined it would look like, I am rather happy about the design I have created. As I said in the introduction, I wanted to make a logo that gave the brand Crave an identity; a logo that could distinct it from the market competitors; and a logo that would communicate something positive about the brand. I think my logo does this, and I don't think it's hard to understand it is a chocolate brand logo.

Because of the few elements used, it should work both in smaller and larger scales. It also looks good in black and white as well as in colour, which is very important.

Development and Process

This has been an incredibly interesting process because I have tried out so many ideas, and really got to see the process of refining ones ideas. My finished product is very different from what I had in mind when I first began, but I believe it is for the best: It communicates my message, and it has all the elements that I wanted without them becoming too dominant in the overall design.

Being a Photoshop person, I wasn't very excited when I saw I had to work in Illustrator for this assignment; despite knowing that Illustrator is indeed the best program for logos because of its vector graphics. I learned one thing, though; and that is that the more work you do in a

program, the more you learn, and the easier it gets. Several tutorials on Adobe Illustrator on Lynda.com also helped me a lot in creating this product.

For the three weeks I had to work on the assignment, I tried setting some goals for each week: The first week I did my research, made my mind map and moodboard, and started sketching; the second week I focused on refining my ideas and getting feedback from tutors and friends; and the final five days were spent making sure it was exactly how I wanted it and writing my report. I think this helped me in many ways, as it made sure I didn't end up having to work 24/7 the last week, as well as giving myself time to really evaluate whether or not I liked my design. For later projects I have proved to myself that having a schedule is a good idea, and that I should stick to making that. Illustrator and I have become better friends as well, which I'm sure will help me produce designs faster and easier in the future. Finally, this has been a fun assignment that has taught me a lot about logos and logo designs.

SOURCES AND REFERENCES

Monika RH Design - Mandatory Assignment 02: Logo
https://monikarhdesign.wordpress.com/category/mandatory-assignment-02-logo/

Moodboard
https://uk.pinterest.com/moonierh/crave/

Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media. David Dabner, Sheena Calvert and Anoki Casey. Unit Three, Fundamentals of Typography. Fourth Edition.

Lynda.com Tutorials

Logo Design Techniques, by Nigel French
http://www.lynda.com/Illustrator-tutorials/Logo-Design-Techniques/173877-2.html

Illustrator Insider Training: Drawing without the Pen Tool, by Mordy Golding
http://www.lynda.com/Illustrator-CS5-tutorials/Illustrator-Insider-Training-Drawing-without-the-Pen-Tool/86000-2.html

Brand Building Basics, by Lorrie Thomas Ross
http://www.lynda.com/Business-Skills-tutorials/Building-Your-Brand/101957-2.html

Designing a Logo, by Nigel French
http://www.lynda.com/Illustrator-tutorials/Designing-Logo/673-2.html

Branding Fundamentals, by Drew Boyd
http://www.lynda.com/Enterprise-Marketing-tutorials/Branding-Fundamentals/171053-2.html

Foundations of Typography, by Ina Saltz
http://www.lynda.com/Design-Typography-tutorials/Foundations-Typography/106698-2.html

Chocolate Researches

Om Freia Emballasje
http://www.freia.no/om-freia/emballasje-og-merking

Anthon Berg A/S – Om Anthon Berg
http://www.anthonberg.com/Om%20Anthon%20Berg.aspx

Anthon Berg A/S – Anthon Bergs historie
http://www.anthonberg.com/Om%20Anthon%20Berg/Anthon%20Bergs%20historie.aspx

Cadbury – The History of Chocolate
https://www.cadbury.co.uk/the-story

Lindt Norway
http://www.lindt.no/lindts-verden/lindt-sjokolade-i-historien/oppfinnelsen-av-lindt-sjokolade/

The Sweet History of Chocolate – Hungry History
http://www.history.com/news/hungry-history/the-sweet-history-of-chocolate

Why Do We Crave Chocolate So Much?
https://www.psychologytoday.com/blog/comfort-cravings/201402/why-do-we-crave-chocolate-so-much

Why Do We Love to Eat Chocolate?
http://www.streetdirectory.com/restaurants/articles/230/chocolates/why_do_we_love_to_eat_chocolate.html

Sjokoladeproduktet fortsetter å øke
http://www.dagbladet.no/2015/01/22/tema/helse/kosthold/37319646/

MANDATORY ASSIGNMENT 03: ILLUSTRATION

INTRODUCTION

My main focus in this assignment has been to capture emotions, especially emotions related to darkness, depression, passion, and love. These are emotions I think correlate with the song I chose. I wanted a dark, yet evocative expression, and tried doing so by using photography, drawing and vector elements.

Interpretation of Task

First sitting on my own wondering what exactly was meant by a photo based illustration, I read through earlier forum threads to find out what was expected of me to do. I eventually interpreted the assignment in the way that the illustration for my selected song had to somehow have a photograph in it, and that something I made in Illustrator (vectors) would have to be incorporated. I had to visualise the song by using the photo based and vector elements I chose, without using any text or typography.

Concept and Target Group

The listeners, and the artist. Since everyone's personal taste in music is different, I can't say neither an age group nor what gender would enjoy this song. It is all up to everyone's personal liking, but in saying that the song itself may speak to someone who could be going through a rough time. *A Letter For You* is the kind of song one can put on when one needs some time out. It is emotional, and its illustration needs to convey this message.

Message/Achieved Action

I had to consider this being a photo based illustration that had to have some kind of vector elements in it, and not use any text, to convey my message. So the choice of elements and colours had to be well thought through.

Song - *A Letter For You* by Svartravn Sorgtung. I first thought it would be impossible for me to make a song selection since so many songs are very close to my heart, but the minute I thought of the song I have chosen, I knew this was the one. This is a quite dark, sort of mysterious love song.

Colours - The colour choice of black and greys in different values, as well as red felt very logical because of the dark mood of the song.

Elements - This was something that changed quite drastically along the way. But I believe that what I have ended up with – a person, a dark forest, ravens and blood/scratch marks – convey the message that I want this illustration to.

RESEARCH AND WORK PROCESS

I quickly managed to come up with an idea for my illustration, but I put a lot of thought into the whole process at the beginning. I needed to do some research and closely consider what kind of style and mood I wished. This is something I tried putting up on *my blog* as I was going, and will describe closer through this report.

Research and Analysis

Defining Target Group and Design – The target group is people with a liking to this kind of music, and maybe in particular people who have been in love and maybe hurt. I would say the target group is between 18-35 years, and both genders. At the same time I think the artist should like it as well, since the assignment says the idea is that the artist has contacted us asking for an illustration. Having been a close friend of the artist himself, I know his tastes and personal liking were very well reflected in his music, and I think a pretty dark and mysterious illustration is something he would have enjoyed and liked. Svartravn Sorgtung's music isn't for anyone since some of his songs can be really dark, but at the same time a lot of his songs – and *A Letter For You* in particular – have that timeless, never ending feel.

Illustration Styles - Based on my song choice I decided that I wanted a rather dark illustration, which could speak to people who maybe have had their hearts broken, or maybe are feeling a little lonely or depressed at times. This is not to say it is an illustration for sad people only, but I do believe the song and the meaning behind it could have a quite emotional feeling for certain people. This song is pretty dark, yet romantic in the feel, and I thought dark colours, red and contrasts should be integrated. My concept for this illustration was thus to capture a sense of emotions such as depression, loneliness, love, light in the end of the tunnel, and darkness.

Mind Map – I wrote down all the things I relate to the song, as well as the artist's music in general and him as a musician. Having all these words (Darkness, Timeless, Rough Sound, Music Genre, Words to a Lover, Emotions, Svartravn Sorgtung, and Melody are my main topics) helped when considering which elements I wanted to include and what I wanted my photo based part of the illustration to be based on.
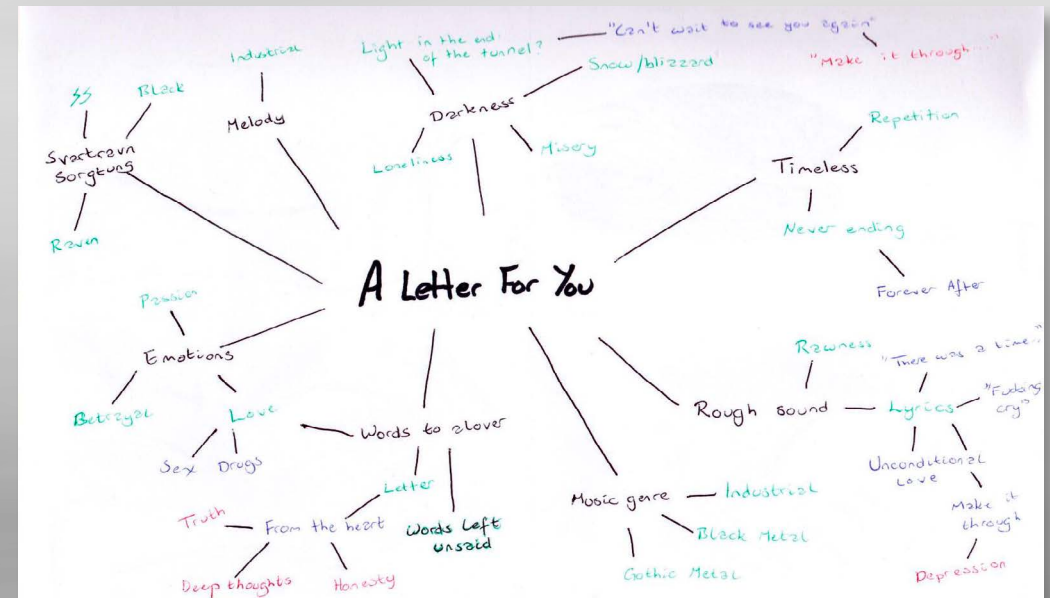
Moodboard – I used the words from my mind map to create a Moodboard. This helped me set the mood and style of the illustration even better, and helped me come up with even more ideas for which elements I could use. These images' sources are linked under "Sources and References."
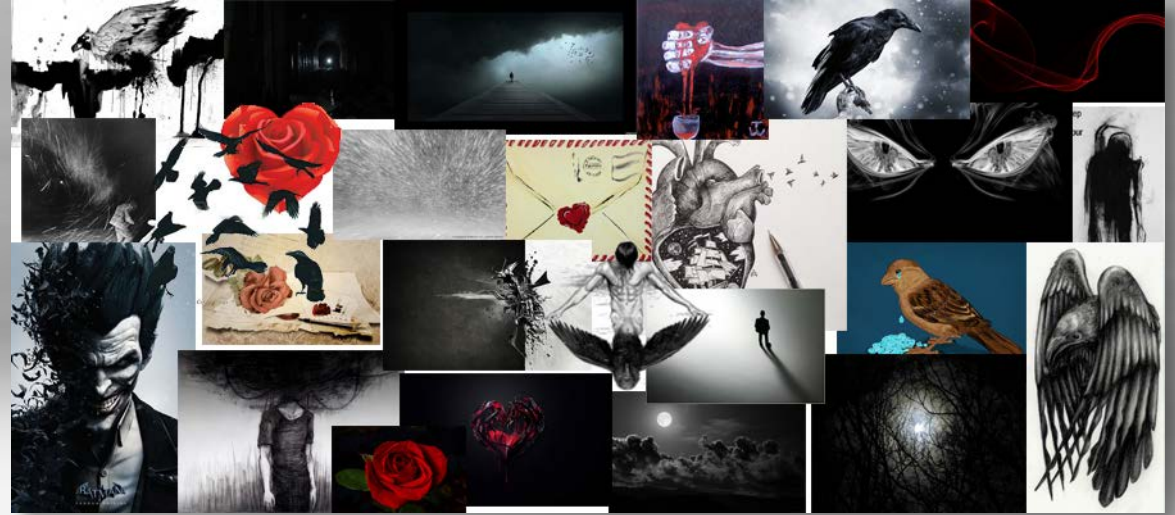
Photo References - Since this also had to be a photo based illustration, I found some pictures of the artist that he'd had taken. This was something I thought could help me in both visualising the artist, helping me grasp who he was, and maybe inspire me in relation to both elements and images.

Photo Based Illustration – This is something I found a lot of students had issues understanding, so I found a description of this on *Webopedia:* "A type of computer art that begins with a digitized photograph. Using special image enhancement software, the artist can then apply a variety of special effects to transform the photo into a work of art."

Coming Up With, and Refining Ideas
I knew I wanted a dark, kind of mysterious illustration, and I let this sort of guide me when I started sketching.

Sketches - With the mind map next to me and the moodboard on my screen, I jotted down a few ideas when I first began. Some are more abstract than others, but mostly they have some kind of obvious meaning to them. I tried drawing all the things I could think of, and did this roughly so that I could quickly get down all the ideas. This is what I like when drawing by hand; when I start working digitally I always want to make even ideas look perfect.

All my ideas are based on words I wrote in my mind map, images of the artist, and images used in my moodboard. Many of my sketches were inspired by ravens, because of the artist's name, which translates to Black Raven. Because ravens very often are rather mysterious, I think this fits to the actual song.

(Raven crying) (Rose falling apart) (Emptiness)
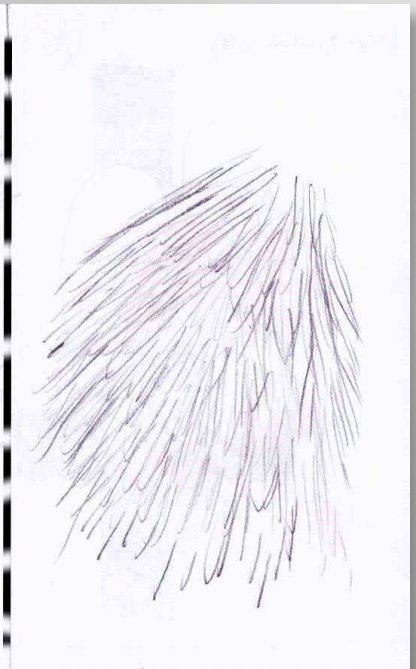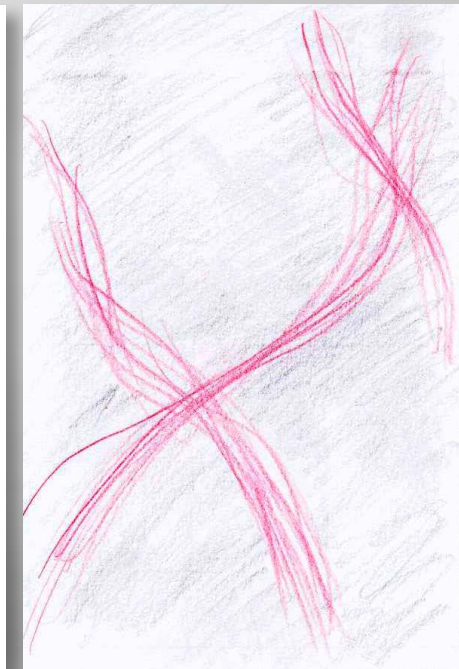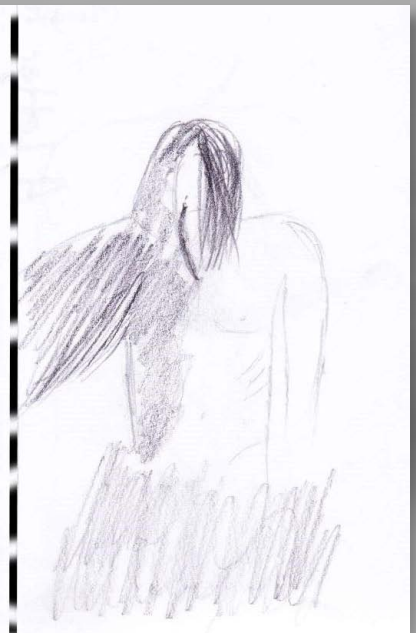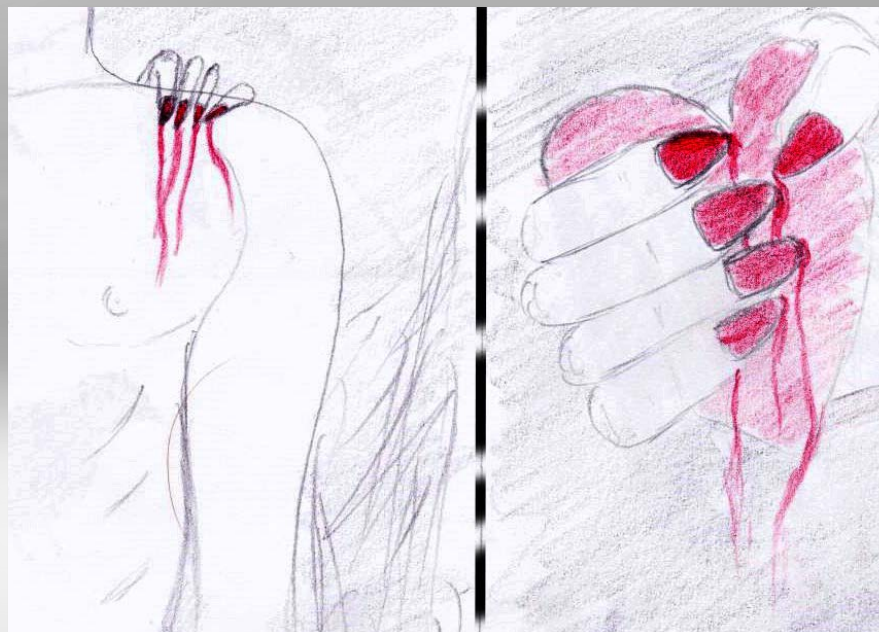
Getting all these ideas down on paper and visualising them by hand quickly helped me see which idea(s) could work, and which would not. I personally really liked the one with the upper body as the main subject. To do this I used one of the photos of the artist as reference, and I think it fits the song for several reasons. One, the song is pretty honest, and from the heart. I know it's hard to hear the lyrics, but it is in fact a love song (a letter, as you get from the name), from him to the love of his life. So I'm kind of thinking, what is more honest and "out there" than a naked body? Two, it's quite simple. Three, it does show of the artist without it having to be him since the face isn't there. And four, I could work around this idea in quite a few different ways.

Since I wanted to create a pretty dark illustration, I decided to do a few more sketches on black paper instead of white. So I thought it would look better, or at least more the way I wanted it to this way.
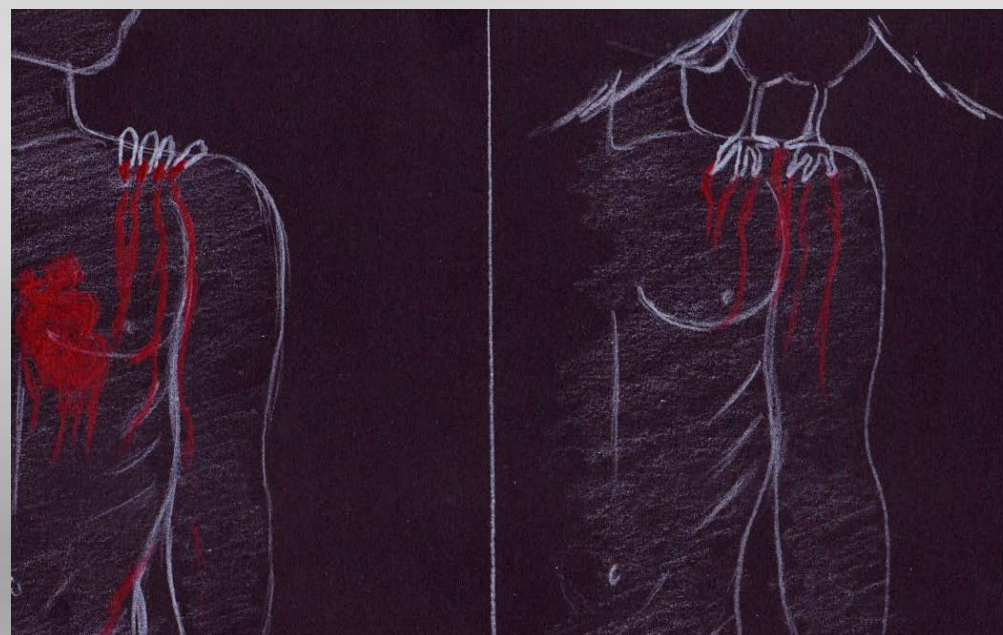
I spent a lot of time debating with myself whether to use the hand or the raven – however, I ended up thinking the hand would work best. If this was an illustration for the artist himself and not just the song, the raven would be a reasonable choice because of his name, but for this song I think the hand would be better. This kind of symbolises love, and again, how much power it can have over you, so to speak.

The idea behind the heart, outside of a body can be explained in a few different ways. One, the woman has ripped his heart out, maybe hurt him. Two, he speaks from the heart in the song. Three, love makes us vulnerable…and I could still give more examples. But this is the idea I decided to bring with me to Photoshop, and develop further.

I tried to produce these two ideas digitally as well - to have some better working sketches - both with and without colour. For this I simply used a brush in Photoshop.
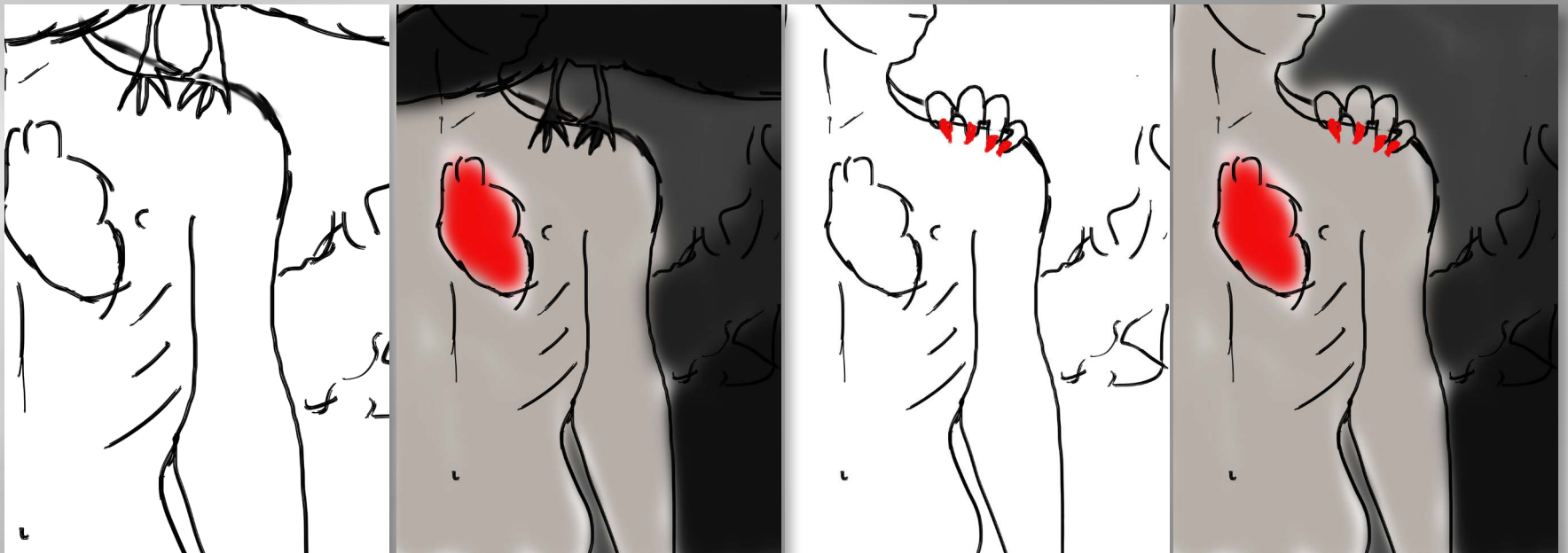
This is obviously not a construction assignment, but *Constructionmanuals* explains that a working sketch is "a drawing made from the working drawings to express a tasking clearly and to provide a quick reference to job requirements."

Digital Sketches - Since I knew I would have to work with photographs for this assignment, I found it natural to continue my work digitally once I had come up with a small plan of what I wanted to do. To the left below; this was a very quick example I made in Photoshop, where I planned to make the heart and the raven in Illustrator later, and the photograph wasn't even mine. This was only to see, and try to visualise even better what my plan was. I then decided I would go for a hand instead of a raven, and drew the hand and heart in Illustrator to create my vector elements. I also changed the background to a photograph I had taken myself, but which I still think is appropriate for the illustration and the desired mood.
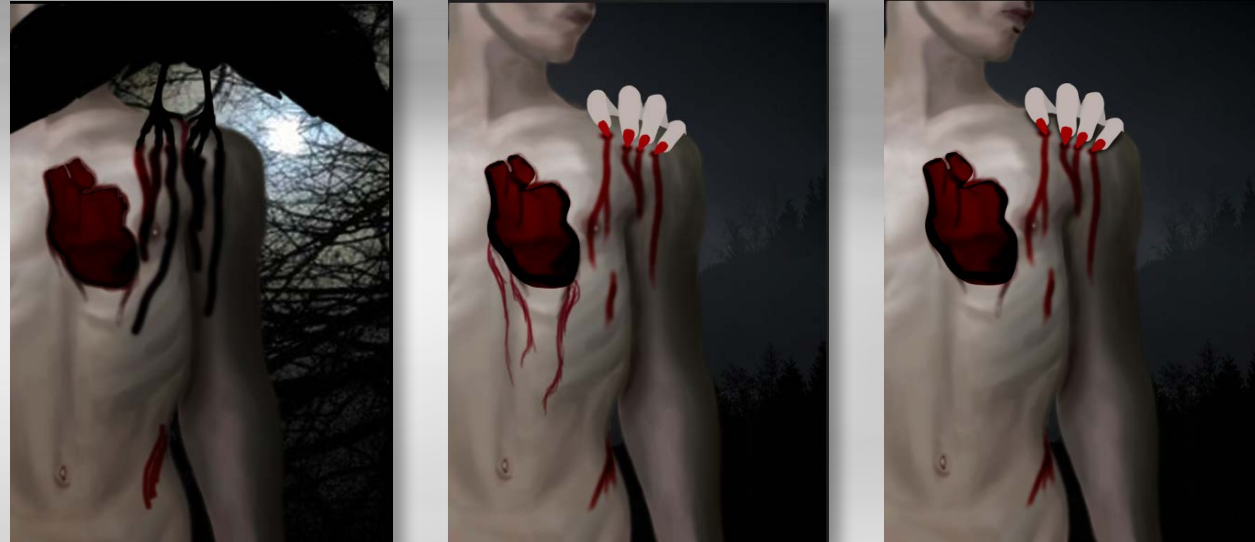
However, the hand did not at all feel right. If I was going to go for this, I really had to make a lot of changes to integrate it properly; I was thinking it would even be better to draw it in Photoshop instead, to make it look more real. I ended up removing the hand, and put some red lines there instead, as if the hand had already scratched and hurt him.

The more I looked at the heart, the less I liked that as well. This was yet another element that looked sort of out of place (which I guess, in a sense it was meant to be as well), but when I tried hiding the layer, I figured I liked that better. But since we needed to include vector elements, I went back to my idea with ravens, only in a different way. So I drew different ravens in Illustrator, and put these on the sky, which I think looked pretty nice. I also added a red layer over the sky, which helped lighten up the picture as well as giving it a completely new mood.

Since the ravens seemed to disappear quite a lot, I got the idea of duplicating the layers with the ravens, and then invert them (from black to white), and put a quite strong Gaussian blur on these inverted versions. I put those under the black ravens, and I think that really added the little extra to this. The background was still too dark though, so I added some light to this as well.

A3 Printing - Printing a few examples in A3 definitely helped me in finding ways to improve the illustration. This is how I found out that the illustration was too dark, that the ravens disappeared too much without the gaussian blur effect I put on, and that I really preferred the version without the heart. Seeing it in a bigger size than on my computer was also good.
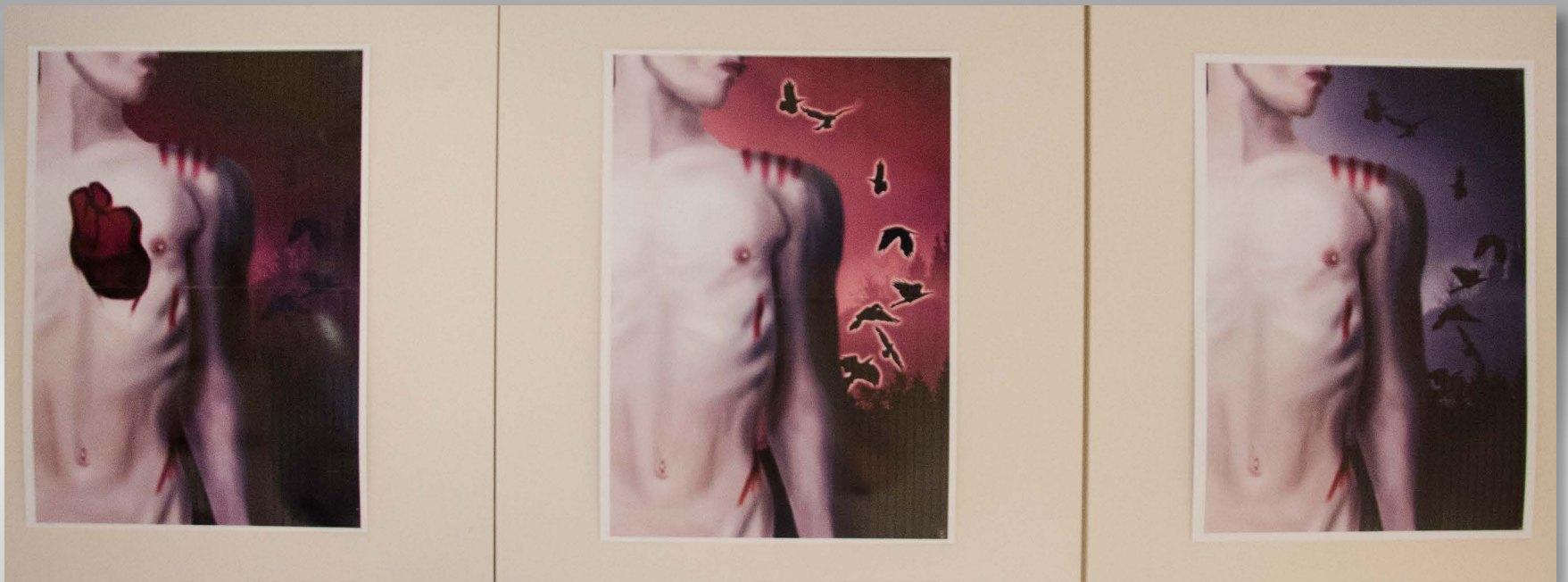
Another positive in having these versions hanging on a wall was that every time I walked away from it for a while, and then looked at it with a fresh eye later on, it was easy to spot what didn't work. Such as the heart; when I saw it placed next to a version without it, I realised it just didn't look the way I wanted it, and that it simply didn't work.

Seeing it in a larger size also gave me a new sense in terms of colour, and which areas needed to be lit up more.

When I later asked for feedback, I was recommended to remove the red layer on the sky and maybe even the glow around the ravens. The reason I added the glow in the first place was because they disappeared too much, but after removing the red layer I realised that this alone actually helped separating the birds more from the sky. As a result of this I was finally quite satisfied with my result.

Update
This is what my first submission looked like.

After handing in this assignment I was recommended to do a few adjustments to the birds, such as changing the size of some of them to create more variation. I did this, moved around on some of them, and also nudged the body a tiny bit to the left. I also blended the colours on the body better, to make the "lines" disappear a little more.

DESIGN CHOICES

Style/Genre

Since this is a dark and emotional song, I have chosen a genre that correlates with this. The darkness and contrasts between dark and bright in the illustration are meant to create a feeling of depression, love, and passion. Love isn't necessary an easy subject and will sometimes be complicated – which he speaks of in this song – and that was something I wanted to convey.

Colours

Just by listening to the song, it is easy to realise playful and happy colours aren't the best choice. I knew I needed colours that could back up the emotions described under Style/Genre. So I wanted dark colours, and wished to include red. *Empower Yourself With Color Psychology* is a website by an Australian author who describes the meaning behind colours. She defines red as "the color of energy, passion, action, ambition and determination. It is also the color of anger and sexual passion," while "black is the color of the hidden, the secretive and the unknown, creating an air of mystery. It keeps things bottled up inside, hidden from the world." These are my main colours, as well as having different values of black, going towards grey and white. I believe her description truly do back up my choice of colours. Below are the ten main colours used in the illustration.
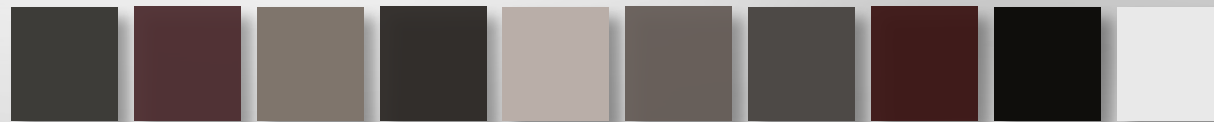
Another thing I focused on was contrast. As explained in our *Noroff lesson on Colour Theory* from Week 6, "every visual presentation involves figure-ground relationships. This relationship between a subject (or figure) and its surrounding field (ground) will display a level of contrast; the more an object contrasts with its surrounds, the more visible it becomes." It was important for me to have the body really stand out, and I believe that having it quite bright and the background dark was a good way of doing so.

Elements

My illustration is photo based in two ways: The background layer is an actual photograph, a photograph that I have duplicated and thus created more tension, and trees. Additionally, the body is drawn in Photoshop with a photograph as reference.

The vector elements I have used are all different ravens, flying in the sky. *Techterms* describes Vector Graphics as not being "made up of a grid of pixels. Instead, vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way. A path can be a line, a square, a triangle, or a curvy shape. These paths can be used to create simple drawings or complex diagrams." Since Illustrator is a vector based program, and we were asked to use this program in this assignment, I created the ravens there.
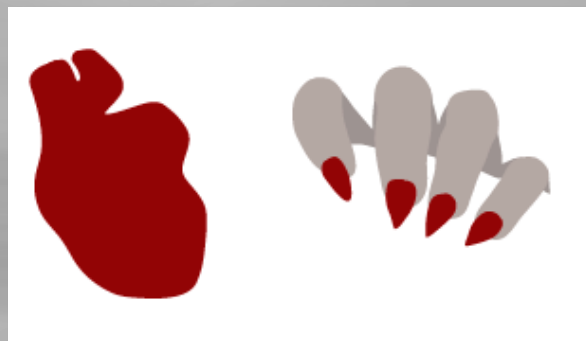
I first drew a heart and a hand in Illustrator, but as earlier mentioned I didn't get the feeling I wanted by using these, and changed my vector elements entirely over to the ravens.

Composition, Layout, Grid
Graphic Design School further explains the figure-ground relationship. The idea here is that the figure is an "object in a given space, and 'ground' refers to the background, or space in which that object is seen." My figure is the body, and everything behind is the ground. Because "the nearer an object is to a light source, the brighter its surface appears to be, so that with groups of objects, darker objects appear further away than brighter objects" (*Science.Jrank*), the figure also appears to be closer than the ground.

My composition, which is "the visual structure and organisation of elements within a design; it concerns the process of combining distinct parts or elements to form a whole" (*Graphic Design School*), has a figure that disappears out of the frame, but because of the Law of Closure, we know it is a whole body. The Law of closure "argues that we tend to 'close' or complete lines or objects that are not, in fact, closed," (*Graphic Design School*) and this especially applies to objects we know the shape of. Since we know a body usually has two arms, legs and a head, we know that my figure most likely has this as well. Behind the figure are ravens that create lines and thus movement in the illustration.

SELF EVALUATION

Reflection around finished product
Throughout the whole process I had a pretty set idea of how I wanted the illustration to be, and I'm glad to see that with the changes I have made, I have managed to create the illustration I wanted. My idea was always to capture emotions related to darkness, depression, passion, and love, and by using the colours that I have, and the chosen elements, I think this expresses this.

The illustration works in both smaller and larger sizes, but because it is an illustration in which there is quite a lot of detail, it – and is meant to do so – works better in a larger size.

Development and Process

Looking at my first hand drawn sketches and the finished product, it is rather obvious that a few changes have been made, but I believe they are all for the better. From having a hand that looked out of place, I now have a few ravens in the background that truly help back up who the artist behind the song is, and red marks that could say that the hand has already been there and hurt him. I believe illustrations like these are up for interpretation, and therefore think all the elements can be interpreted differently depending on who is looking at it.

I have learnt a few things in working on the assignment, such as bettering my knowledge in both Photoshop and Illustrator. In this assignment I really got to explore my main interests more, as photography and digital drawing are both things I enjoy working with.

Since we only had two weeks for this assignment, time was precious when working on the design. I had to really plan ahead to make sure I would get everything from sketches, to the actual design working in Photoshop and Illustrator, to the writing process. On the other side of the coin, I like deadlines and having to plan a project to make said deadline, and really enjoyed working on this illustration.

SOURCES AND REFERENCES

Monika RH Design – Mandatory Assignment 03: Illustration
https://monikarhdesign.wordpress.com/category/mandatory-assignment-03-illustration/

A Letter For You - SS
http://urort.p3.no/#!/Band/svartravns

Moodboard
https://uk.pinterest.com/moonierh/a-letter-for-you/

Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media. David Dabner, Sheena Calvert and Anoki Casey. Unit Two, Fundamentals of Composition (Pages 34, 38, 39). Fourth Edition.

What is photo based illustration? Webopedia Definition
http://www.webopedia.com/TERM/P/photo_illustration.html

Depth Perception - Retinal Disparity And Stereopsis, Development Of Depth Perception, Current Research/future Developments - Monocular cues, Binocular cues, Auditory depth cues
http://science.jrank.org/pages/2013/Depth-Perception.html

Meaning of Colors in Color Psychology
http://www.empower-yourself-with-color-psychology.com/meaning-of-colors.html

Vector Graphics
http://techterms.com/definition/vectorgraphic

Working Sketches
http://constructionmanuals.tpub.com/14027/css/Working-Sketches-36.htm

Noroff Lessons
    Idea Development, Week 2, Noroff
    https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week02/idea- development.html

    Sketching Techniques, Week 3, Noroff
    https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week03/sketching- techniques-lesson1.html

    Colour Theory, Week 6, Noroff
    https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA102/week06/colour-theory.html

Lynda.com Tutorials
    Photoshop for Designers: Color, by Nigel French
    http://www.lynda.com/Photoshop-CS5-tutorials/Photoshop-for-Designers-Color/89042-2.html

    Illustrator Insider Training: Drawing without the Pen Tool, by Mordy Golding
    https://www.lynda.com/Illustrator-CS5-tutorials/Illustrator-Insider-Training-Drawing-without-the-Pen-Tool/86000-2.html

MANDATORY ASSIGNMENT 04: LAYOUT

INTRODUCTION

In creating the layout of this cookbook I wished to make sure I had a well structured grid, and wanted to use fonts that were easy to read and easy on the eye. It was important for me to not go over board with too much text on each page, which at times was a bit of a challenge, but by working with the chosen fonts, I did my best to not have any pages be filled with text, nor have too many blanks.

The book needs to give a feeling of healthiness, and be clean, and I believe that colours and a few smaller elements were important to accomplish this.

Interpretation of Task
This task was very clear from the beginning: Using only the attachment files we had been given, I had to make the layout of a fictional cookbook called "The Art of Boiling Water." Spending time working on the book's layout and design was the most important part of the task.

Concept and Target Group
The concept of this assignment, and the cookbook, was for me to create a layout that would first of all make people want to spend some time in the kitchen, so thus be a little engaging and interesting, yet not be too overboard with too much happening on the different spreads. So this had to be a layout that was easy to navigate through, as well as seeming a little happy.

I think the target group for this book would be everyone who likes to cook, but maybe in particular those who need some help in the kitchen. I'm thinking towards a younger audience, maybe those who have recently moved out on their own and still don't have too much experience cooking. So I would say teenagers and up to 30s, and this book would target both males and females.

Message/Achieved Action
What I really wanted to say with the layout of this book is that everyone can cook.

Layout and Grid - I needed a grid that was both flexible and a little constricted, and I think I managed to create just that. This is further explained later in this report.

Typography - Out of the fonts we could choose between, I decided to use Adobe Caslon (serif) and Myriad (sans serif).
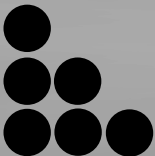
Colours - Inspired by some of the cookbooks I looked at before starting my own work, I wanted to use strong colours. I selected a few colours from the different pictures; two from each recipe, that were all strong, and high saturated colours.

Elements - As well as our attachment files, I used two triangles that together create a pretty abstract shape, dots for the number of portions, and a squared background behind the ingredients.

RESEARCH AND WORK PROCESS

There was quite a lot of research behind this assignment before I tried to do some ideas and drawings of my own. Some of my research is explained on *my blog*, and also explained through this report. I found that some Lynda Tutorials on InDesign really helped me in for example finding short cuts as well as functions I didn't know of, and this definitely made the assignment a lot easier - and more fun to work with.

Research and Analysis

Defining Target Group and Design – The design of this book was a lot based on some of the research I ended up doing on existing cookbooks. In those I found that strong colours are often used to underline positive thoughts related to food. I was also thinking this could be important in approaching the Target Group I try reaching out to: Teenagers and others up to their 30s who still may lack a little experience in the kitchen. I think it is important to have a design that is somehow a little modern to reach this group, and also not look too complicated. When learning something new, you wish to have this look easy and not get overwhelmed once you open the book.

Grids – The best definition I have found of grids is that they are a "series of horizontal and vertical lines on a page, used as a visual guide for lining up words and images" (*Graphic Design School*). Essentially they enable "the layout of columns, margins and area for text and images," and when well thought through they help create structure and order in a layout. We have layouts that range from the most basic, a single measure, to those that comprise between three and six columns in which text, images, diagrams and captions are integrated. The good thing about using a grid system is that it helps to "design in proportions, balancing between all of the different elements that you might have in your design" (*Webdesign*). Since I was a little constrained to having the image to the left and text to the right, this gave me less options in terms of a grid over a spread, however I knew I was still free to choose the number of columns on the right side of the spreads.

Typography – I put all the fonts on a document, to see what they all really looked like. I wrote the name of the font to quickly grasp it, I did the Il1 test, and also wrote down the whole alphabet in both upper and lower case, as well as numbers. The reason I did this was to see which fonts I liked the best just by looking at them. Since the book is written in Norwegian, I also had to check that ÆØÅ worked well. As I also need to choose one sans and one sans serif font, I put the fonts in these two categories, with serifs to the left and sans serifs to the right.

I then did some research, to see which fonts would work better together. After some trying and failing, I wanted to see what would fit with the Myriad font. I ended up agreeing that Myriad and Adobe Caslon work well together - as described on *Creativeblog*, this is a "classic font pairing" and the combination has been used for a long time. I have gone in to more detail on my trying and failing *here*.
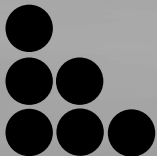
Existing Cookbooks – I found four cookbooks to look through. These gave me a few ideas in regards to layouts, and seeing how they have come up with solutions to the different texts of the recipes really helped me. In relation to grids, I found that the books used everything between two-column to four-column grids. One thing that stood out to me was the use of colour in some of them. Some had really strong, bright colours, and I think that helps give the book a more "happy" and healthy overall mood. The layouts are also clean, which back up a more healthy feeling, as well as seeming delicate and fresh. My research on cookbooks is explained more thoroughly *here*.
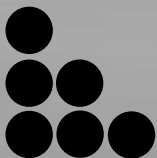
Mind Map – I mainly focused on getting the actual assignment on my mind map; what I had to include in the layout, the fonts I could choose between, different things I had to consider when working with the layout, etc. I also put down a few ideas in regards to for example colour, and what kind of message I wanted the book to convey; such as healthy and clean.
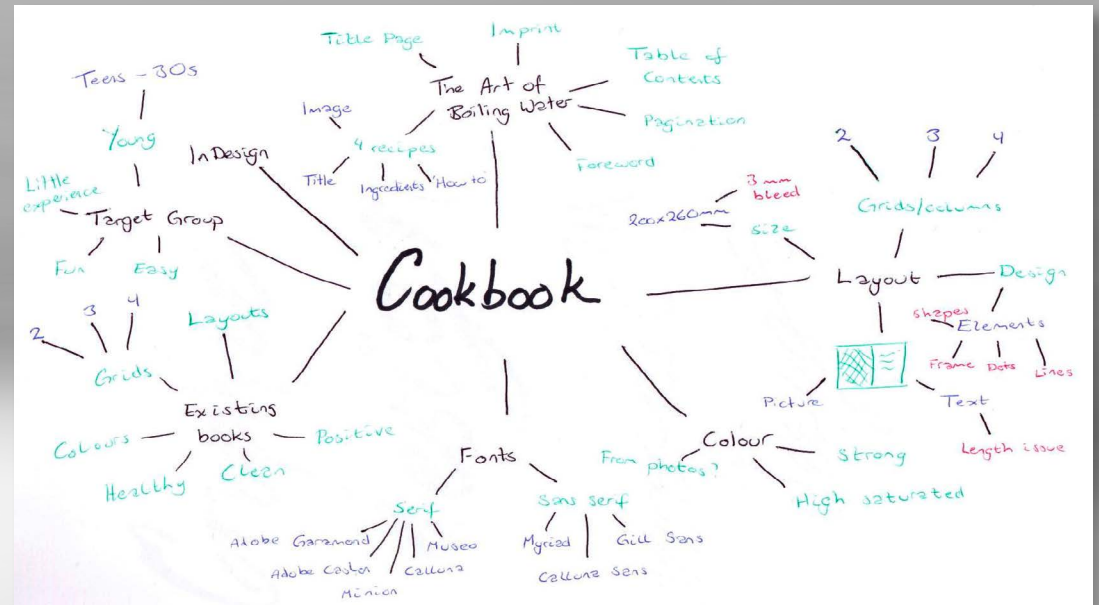
Moodboard – Since we had been given certain photos to use in this assignment, I added these to my moodboard document. I also wrote down what the book had to consist of, and added samples of both the fonts I chose. In Kuler I made myself a colour palette that I wasn't planning on having be the basis of the layout, but more to remind myself to use strong, high saturated colours. I also found an example of different layouts to help me avoid getting stuck on the first idea I tried. A second moodboard had different inspiration for other cookbooks, and also what finally inspired me the most for my title page.
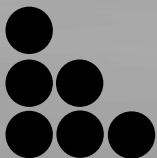
Coming Up With Ideas

Having to really consider the layout of this book, I focused on this when I started sketching.

Sketches – The sketches I did by hand are in many ways inspired by some of the cookbooks I researched. It was pretty random which recipe I used for which layout, and I only wished to get down the different grids I could think of that might fit to this being a cookbook, and its size. I decided to use one of the main colours from the recipe as the colour for the titles, headlines and so. I think it looks a little boring if everything on the text page is black, however if I use colours from the pictures, I create some continuity and link them together.
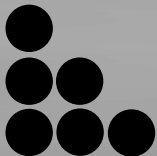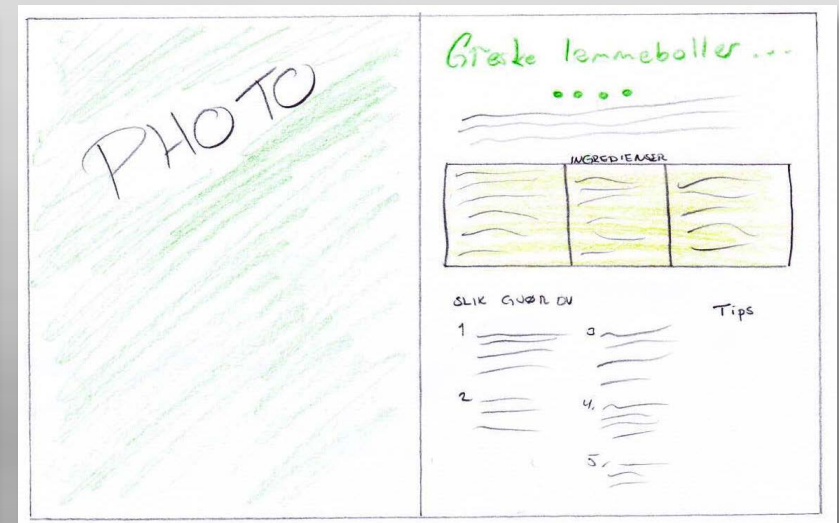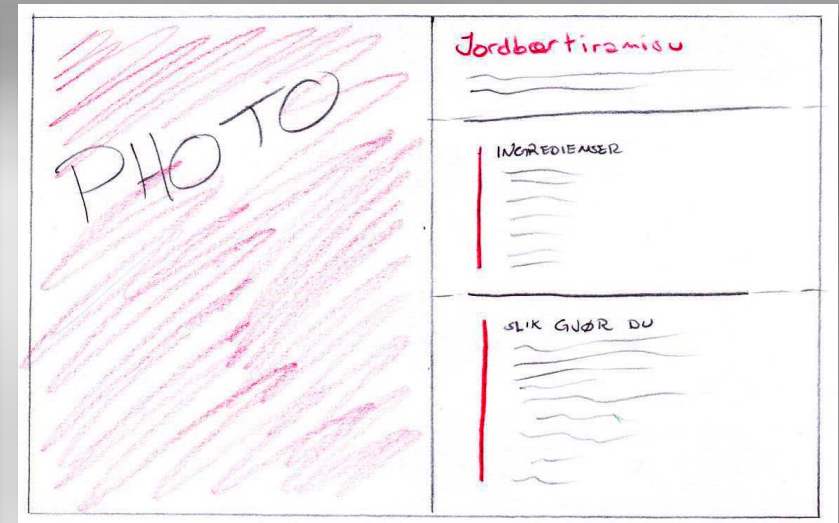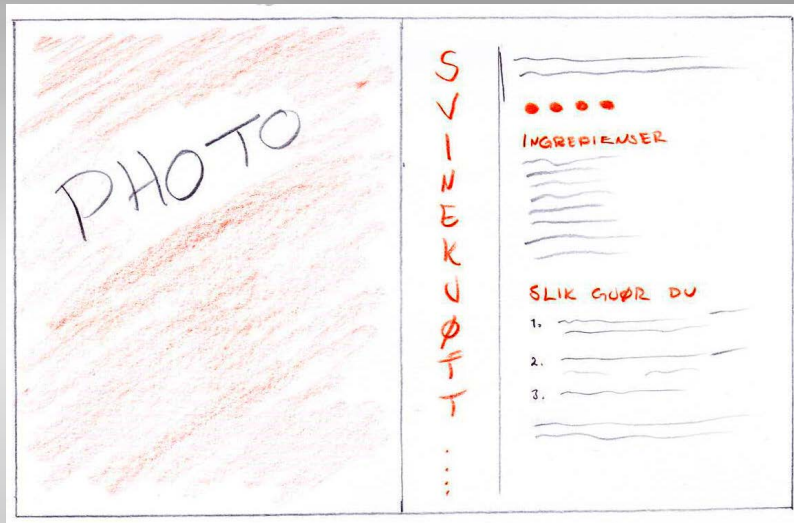
Digital Sketches - I tried bringing my ideas over to InDesign after this, to see which look the best. The problem I found is that there is quite a big difference between the length of the texts for the different recipes; so I needed to find a layout that would fit with both longer and shorter texts and lists of ingredients. Take for example recipe number two and number three; the difference between the recipes' lengths is huge.

This was the first layout I tried, without even doing any sketches beforehand. I just wanted to see roughly how the look of the book might be. I was quite happy with this design, as I think it works with the longer and shorter text issue.
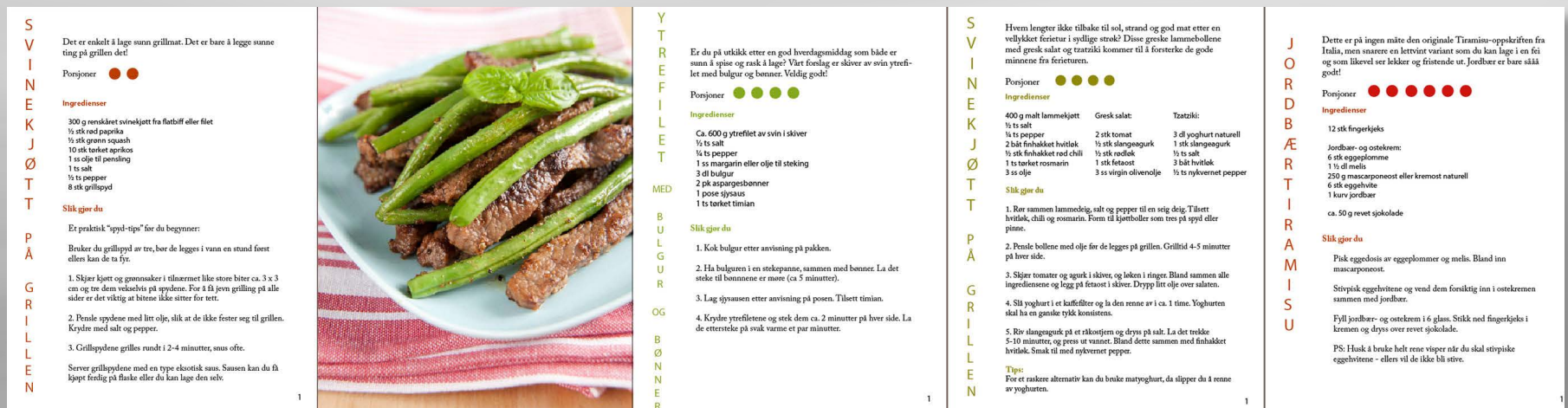
In one way I liked this design, but the obvious problem is the name of the food written vertically. This doesn't work, as 1) the names vary a lot in terms of length, so the food with long names simply look silly, and 2) it's hard to read.
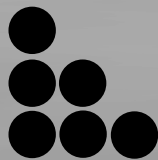
Svinekjøtt på grillen

Det er enkelt å lage sunn grillmat. Det er bare å legge sunne ting på grillen det!

Ingredienser

300 g renskåret svinekjøtt fra flatbiff eller filet
½ stk rød paprika
½ stk grønn squash
10 stk tørket aprikos
1 ss olje til pensling
1 ts salt
½ ts pepper
8 stk grillspyd

Porsjoner

Tips

Et praktisk "spyd-tips" før du begynner:

Bruker du grillspyd av tre, bør de legges i vann en stund først ellers kan de ta fyr.

Slik gjør du

1. Skjær kjøtt og grønnsaker i tilnærmet like store biter ca. 3 x 3 cm og tre dem vekselvis på spydene. For å få jevn grilling på alle sider er det viktig at bitene ikke sitter for tett.

2. Pensle spydene med litt olje, slik at de ikke fester seg til grillen. Krydre med salt og pepper.

3. Grillspydene grilles rundt i 2-4 minutter, snus ofte.

Server grillspydene med en type eksotisk saus. Sausen kan du få kjøpt ferdig på flaske eller du kan lage den selv.

Ytrefilet med bulgur og bønner

Er du på utkikk etter en god hverdagsmiddag som både er sunn å spise og rask å lage? Vårt forslag er skiver av svin ytrefilet med bulgur og bønner. Veldig godt!

Ingredienser

Ca. 600 g ytrefilet av svin i skiver
½ ts salt
¼ ts pepper
2 ss margarin eller olje til steking
3 dl bulgur
2 pk aspargesbønner
1 pose sjysaus
1 ts tørket timian

Porsjoner

Tips

Slik gjør du

1. Kok bulgur etter anvisning på pakken.

2. Ha bulguren i en stekepanne, sammen med bønner. La det steke til bønnnene er møre (ca 5 minutter).

3. Lag sjysausen etter anvisning på posen. Tilsett timian.

4. Krydre ytrefiletene og stek dem ca. 2 minutter på hver side. La de ettersteke på svak varme et par minutter.

Greske lammeboller på spyd
med gresk salat og tzatziki

Hvem lengter ikke tilbake til sol, strand og god mat etter en vellykket ferietur i sydlige strøk? Disse greske lammebollene med gresk salat og tzatziki kommer til å forsterke de gode minnene fra ferieturen.

Ingredienser

400 g malt lammekjøtt
½ ts salt
¼ ts pepper
2 båt finhakket hvitløk
½ stk finhakket rød chili
1 ts tørket rosmarin
3 ss olje

Gresk salat:
2 stk tomat
½ stk slangeagurk
½ stk rødløk
1 stk fetaost
3 ss virgin olivenolje

Tzatziki:
3 dl yoghurt naturell
1 stk slangeagurk
½ ts salt
3 båt hvitløk
½ ts nykvernet pepper

Porsjoner

Slik gjør du

1. Rør sammen lammedeig, salt og pepper til en seig deig. Tilsett hvitløk, chili og rosmarin. Form til kjøttboller som tres på spyd eller pinne.

2. Pensle bollene med olje før de legges på grillen. Grilltid 4-5 minutter på hver side.

3. Skjær tomater og agurk i skiver, og løken i ringer. Bland sammen alle ingrediensene og legg på fetaost i skiver. Drypp litt olje over salaten.

4. Slå yoghurt i et kaffefilter og la den renne av i ca. 1 time. Yoghurten skal ha en ganske tykk konsistens.

5. Riv slangeagurk på et råkostjern og dryss på salt. La det trekke 5-10 minutter, og press ut vannet. Bland dette sammen med finhakket hvitløk. Smak til med nykvernet pepper.

Tips

For et raskere alternativ kan du bruke matyoghurt, da slipper du å renne av yoghurten.

Jordbærtiramisu

Dette er på ingen måte den originale Tiramisu-oppskriften fra Italia, men snarere en lettvint variant som du kan lage i en fei og som likevel ser lekker og fristende ut. Jordbær er bare sååå godt!

Ingredienser

12 stk fingerkjeks

Jordbær- og ostekrem:
6 stk eggeplomme
1 ½ dl melis
250 g mascarponeost eller kremost naturell
6 stk eggehvite
1 kurv jordbær

ca. 50 g revet sjokolade

Porsjoner

Slik gjør du

1. Pisk eggedosis av eggeplommer og melis. Bland inn mascarponeost.

2. Stivpisk eggehvitene og vend dem forsiktig inn i ostekremen sammen med jordbær.

3. Fyll jordbær- og ostekrem i 6 glass. Stikk ned fingerkjeks i kremen og dryss over revet sjokolade.

PS: Husk å bruke helt rene visper når du skal stivpiske eggehvitene - ellers vil de ikke bli stive.

Out of all the layouts I've tried, this became one of my favourites. I think the grids work well, it's easy to read, and it works quite alright both with the longer and shorter texts. The problem is that the way it was here, the text size was not the same on all the different spreads. The preparation text and ingredients on spread number three are written in 15pt, while the last three spreads have 18pt on the preparation text and 15pt on the ingredients.

In this layout I got the same problem again, where there was an issue with longer/shorter text lengths. This one is rather similar to the layout with the vertical text, however, and I personally think it is an improvement from that one.

This became the basis of my layout. I got this idea from one of the cookbooks I researched earlier, and I think it's a quite cute one. I did have a few personal issues with this one at first; as I thought there was too much of a blank area on for example the second recipe. I was lucky to have the image of the strawberries to help with this problem on the "Jordbærtiramisu," but after thinking about this for quite some time, I agreed with myself that I could try and come up with an element that would work on all the different spreads; whether it was a long or a short recipe.

I decided to keep working on the last layout, and after playing around in InDesign with a few different shapes, I had two triangles that together created a pretty interesting shape. However, I wanted to separate the triangles a little, and found another colour from each of the images that somehow contrast the already chosen colour from the different images.

I then worked more on the actual layout and made sure to make use of a Master Page that would ensure consistency throughout the whole layout. The Table of Contents and Foreword are both based on the same layout, only with a single measure instead of a three-column grid. The colours are the same as used in the recipes, and the shapes are included here as well.

I did, however have a problem with the readability on the ingredients. Since I figured black writing on the strong colours reduced the readability a little, I tried changing the tint of the frames to 50%, which I believe improved the design a lot. However, I wasn't sure if I really liked how the frames then lost that "healthy, strong look" I wanted, so I tried changing the text to paper instead. This felt like a better choice. I originally also had the word "Ingredienser" written in the recipe's colour - but found that this also reduced the readability, and changed also these to paper.

The Title Page is what I finished last, and I was playing around with this for quite some time. At first it was rather boring and I didn't do too much with it - simply centred the names and titles, and that was all. As described in *Graphic Design School*, not aligning the text neither to the left nor to the right creates symmetry, in which there is "an even gap at the end of each line".

I tried a few more placement ideas for the text, as well as adding a second version of the triangle shape at the top of the page - I thought this would bind the page better together as well as creating some kind of a frame around the text. My placement of the title for my first submission (marked with the red square) was in fact a little inspired by one of the title pages used in a Lord of The Rings book, where the conjunctions ('the' and 'of ') were smaller than "Lord" and "Rings," and the different words were centred on the others.
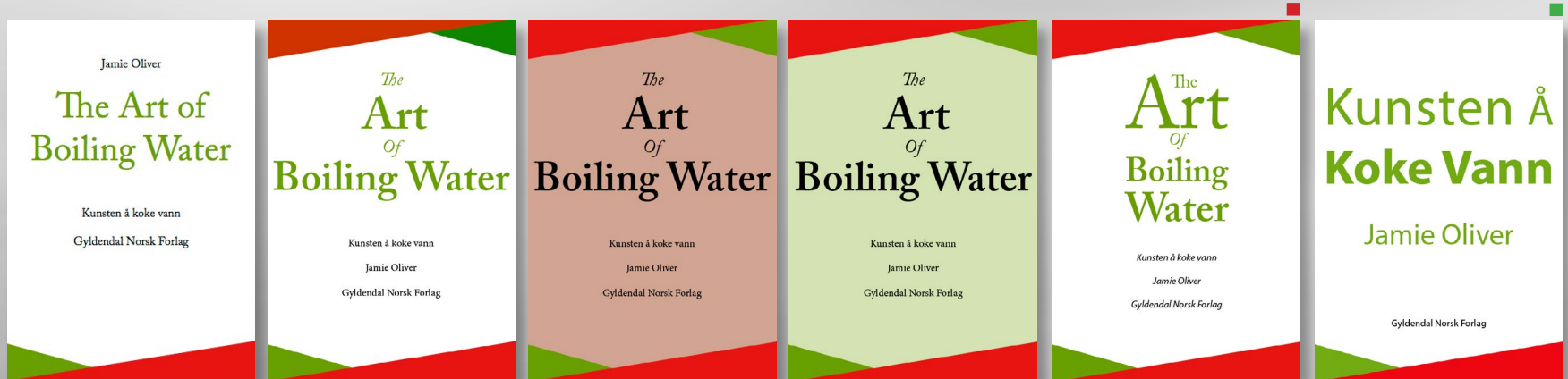
I tried adding a background colour (using one of my theme colours, but with a tint of 50%), but didn't think that looked too great, and went back to white. Continuing looking at the title, I decided to make a few more adjustments to the size of the different words, as well as giving the placement some more thought.
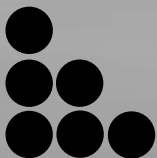
Update

Since my first submission I have made a few smaller adjustments, including changing the size of the text on the imprint and table of contents, having the triangles go over the whole spreads on a couple of the spreads, making the black rectangle behind "Ingredienser" a little thicker, moving "Jordbærtiramisu" last, and also changing some of the colours to work better. I also turned down the opacity of the small triangles to about 95% because this made sure the colours didn't compete as much. I was also told to use the Norwegian title for this book, and changed this and the title page in general. The new version of the title page is inspired by what some of Jamie Oliver's books look like, and is a lot simpler. As mentioned, I originally submitted the title page with the red square, but later changed this to the one with the green square.

DESIGN CHOICES

Style/Genre

I wanted to make this book look rather happy, positive and healthy, so I decided to use strong colours to try and convey this. By organising the different parts of the recipes, I created order and structure, as well as making it easy to navigate through the whole book.

Layout/Grid

The layout, which refers to the "placement of words and images on a grid or document to organise information" (*Graphic Design School*), is mainly based on a three-column grid, but with headings and captions that go across these columns. The verso is not affected by the grid in regards to the placement of the image, as we were asked to have it cover the whole page. On my recto, on the other hand, I have chosen to have most of my elements and some of the writing centred, which has created a rather symmetrical layout, but with certain elements breaking this a little. My triangles, for example, do not meet at the centre, and I think this creates a nice contrast for the eye.

I made the Foreword, Contents, Imprint and Title Page last, basing these on the layout from the recipe spreads. I chose not to have the Foreword text centred, however, as this may affect the readability quite a lot when the text is that long. I did, instead choose to justify this text, as this is a personal preference of mine because I think this creates a clean and organised look - and that is exactly what I wanted. The headings on the Foreword and Table of Contents are both placed at the same line as the recipe titles, and the triangle shapes are at the same position on all pages. My Imprint page is in many ways inspired by most other books I have seen, in which the text is usually centred and positioned towards the bottom of the page; I did, though, make sure to position it on the same line as the bottom line of the contents page.
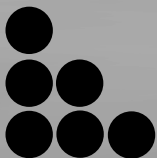
Typography

I ended up choosing the serif font Adobe Caslon and the sans serif font Myriad for my book.

Adobe Caslon: ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ 1234567890
Myriad: ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ 1234567890

For the recipe titles, I used Myriad with sentence case and a 38pt. The texts under the headings are also in sentence case, but in Caslon and 16pt. The ingredients are written in Myriad and 15pt, where the word "Ingredienser" is bold and in upper case, and the actual ingredients in lower case. The Preparation text is written with a 14pt Caslon (with heading in bold), and the page numbers are in 15pt Myriad.

This way it sounds like I almost have every second text in the different fonts, which in one way is true, but I really wished to have the ingredients in Myriad as I think this makes them stand out a little more from the rest of the recipe. I also tried having the page numbers in Caslon, but didn't like the serifs. The text of the foreword though, is in all Caslon, and the Table of Contents in Myriad.

According to *Typedia*, both Adobe Caslon and Myriad are American fonts, and both are distributed by Adobe, which in theory should give them certain similarities and thus work together. Myriad is a rather young font, released in 1992. Its family consists of condensed, normal and extended widths in a full range of weights. It has "well-drawn letter proportions, clean, open shapes and extensive kerning pairs" which "ensure that the design retains a comfortable level of readability across all of its variants" (*Fonts.com*). Adobe Caslon has a small x-height, and this means that "there is more white space above and below the lowercase letters," which makes it quite easy to read since "the eye can travel back and forth along lines without difficulty" (*Graphic Design School*).

Colours

These are the colours I used for my entire layout. Sampling two main colours from the different images, I worked with colours with high saturation, which help create a positive mood towards the book itself. *Chris Bailey* argues that highly-saturated colours are much more stimulating than their respective lowly-saturated counterparts. In his article he quotes psychologist Angela Wright in a way that I think backs up what I mean: "What defines whether a color is stimulating or soothing is not the color, it's the intensity. A strong bright color will stimulate, and a color with low saturation will soothe." I think that instead of soothing people, a cookbook should stimulate and engage them into wanting to cook and maybe even get a little creative in the kitchen.
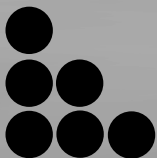
As pointed out in *Graphic Design School*, "Colours should both contribute to and support the content of a design, and reinforce the ideas you want to give visual form to. Therefore, it is important to understand how colour can work in contrast and harmony." They further explain harmony as an "image with a balance of two or more colours that work together," and this is something I tried keeping in mind when sampling colours. Green or orange, and brown are colours I think create good harmony – and as for the "Jordbærtiramisu" I used the complementary colours red and green to create more contrast.

Elements
In addition to the elements - "One small part of a composition, such as a point or line, an image, a letter or a word (*Graphic Design School*) – we were given in the attachment for this assignment, I have used three elements. Namely the triangles that together create one more abstract shape, the dots symbolising the number of portions, and the rectangles behind the ingredients.

INGREDIENSER

I think these elements all add some more visual input to the design and layout, and that they help make it more interesting to look at, as well as creating structure. Having the ingredients inside one box helps distinct this a little from the rest of the recipe, and I believe this is a good thing, as there will be no confusion around what belongs where.
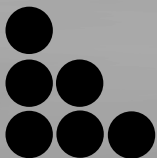
SELF EVALUATION

Reflection around finished product
I think the layout of my book looks nice, and I believe I have worked well around the given guidelines. The colours work with the images, creating both harmony and binding the spreads better together. The elements are not too overwhelming, nor do I think the spreads look boring.

The typography has a good readability for its size, and I believe this is a crucial part in a book like this, since you want to encourage people to want to read, and most of all to cook. My fonts, Myriad and Adobe Caslon, are also fonts that harmonise well.

Development and Process
My layout and design have in many ways improved from my sketches, which I suppose is the purpose of refining ones ideas, and spending some time trying and failing. The main issue I had, as mentioned earlier, was the different lengths of the recipes, which in some cases could create too much white area, and in others fill the page with too much text. I believe that with the elements I have used, and the sizes of the different fonts, I have managed to work around this problem the best way I could. I also think the design is well organised, so as to let the eye be calm when looking at it, and easily move around the page.

This assignment has helped me learn more about layouts and the use of grids and columns; it has really opened my mind to understanding how much these can help improve a design. Something else that has come out of these weeks' work is that I now feel fairly more confident in working in InDesign, as I have both seen Lynda Tutorials, as well as spending hours and hours working in the program myself.

The strict guidelines for this assignment was at first a little disappointing since I usually prefer having some more freedom to do what I want. However, I suppose that in some cases you will actually get guidelines as strict as these, and maybe even more so, so it's nice to have tried that out. Besides, this way I really got to challenge myself in terms of trying to think a little out of the box to create a design that was both interesting to look at, while at the same time be clean and organised.
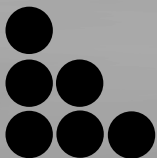
SOURCES AND REFERENCES

Monika RH Design - Mandatory Assignment 04: Layout
https://monikarhdesign.wordpress.com/category/mandatory-assignment-04-layout

Moodboard
https://uk.pinterest.com/moonierh/cookbook/

Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media. David Dabner, Sheena Calvert and Anoki Casey. Unit Two, Fundamentals of Composition (Pages 36, 43). Unit Three, Fundamentals of Typography (Page 76). Unit Four: Fundamentals of Colour (Page 91). Fourth Edition.

Webdesign, All About Grid Systems
http://webdesign.tutsplus.com/articles/all-about-grid-systems--webdesign-14471

Creativeblog, 20 Perfect Font Pairings
http://www.creativebloq.com/typography/20-perfect-type-pairings-3132120

Typedia: Adobe Caslon
http://typedia.com/explore/typeface/adobe-caslon/

Typedia: Myriad Pro
http://typedia.com/explore/typeface/myriad-pro/

Myriad Font Family – Fonts.com
https://www.fonts.com/font/adobe/myriad

Chris Bailey: The Exact Color to paint Your Office to Become the Most Effective – A Life of Productivity
http://alifeofproductivity.com/angela-wright-interview/

Cookbooks
Dessertgleder. Ruth Marcussen Kielland Verdens Beste Dessert. Høydalsnes, Ann and Christine Melbye

Kokebok For Alle. Amland, Anne Gaardner, Liv Gregersen Kongsten, Harald Osa and Anniken Owren Aarum

Vegetar. Jenny Stacey

Lynda.com Tutorials
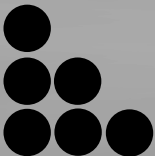*Designing a Magazine Layout,* by Nigel French
http://www.lynda.com/Bridge-CS4-tutorials/designing-a-magazine-lay-out-hands-on-workshop/46818-2.html

InDesign CC Essential Training (2015), by David Blatner
http://www.lynda.com/InDesign-tutorials/InDesign-CC-Essential-Train-ing-2015/368575-2.html

Foundations of Typography, by Ina Saltz
http://www.lynda.com/Design-Typography-tutorials/Foundations-Typography/106698-2. html

GRAM

Monikarhdesign.wordpress.com

Monika Rostad Halsan
GRA1 GRAM 2016
Noroff