

GRA1

Photography 1
Graphic Design 1

Portfolio 1
Project Exam 1

Web Design 1
Photography 2

Portfolio 2
Project Exam 2

Graphic Design 3
Strategic Design 2
Photography 3



GRA2 **LOADING**

Portfolio 3
Project Exam 3

Graphic Design 4
Design for Screen 2
Motion Design

Photography 4
Portfolio 4
Project Exam 4

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GRA1



Photography 1

This module made me more confident in my own photography techniques

Skills: Photography techniques

Graphic Design 1

I improved my knowledge and skills regarding principles, methods and techniques within visual communication

Skills: Image processing, design, illustrating, typography, layout, print production

Portfolio 1

I used feedback to improve my assignments and see solutions to make my previous work better

Skills: Self-assessment

Project Exam 1 (Graphic Design)

Got experience in working with a client and designing a brand identity in a print publication

Skills: Logo, brochure, business cards, posters, profile manual

Webdesign 1

Learnt the basics of HTML, CSS, and PHP. Got more knowledge in using DreamWeaver, CMS, and other web design tools

Skills: HTML, CSS, DreamWeaver

Photography 2

Got better at portrait photography and seeing how planning out storyboarding before a shoot is important and beneficial

Skills: Portrait photography

Portfolio 2

Used feedback to improve my assignments and see new solutions to better my work. Used WordPress as my platform

Skills: Self-assessment, web design

Project Exam 2 (Web Design)

Got more experience in working with a client and designing a website using CMS and WordPress

Skills: CSS, PHP, HTML, WordPress, DreamWeaver, CMS



Graphic Design 3

Improve my understanding of graphic design, including technical aspects, aesthetics, and history within the design process

Strategic Design 2

I wish to become better at developing strong brand identities, with unique, interesting, and high quality designs

Photography 3

I will learn to produce quality photos for commercial use, new photo techniques, postproduction, image processing, and print preparation

Portfolio 3

With feedback from tutors, I will further improve my work and achieve skills within self-assessment

Project Exam 3

My focus will be on creating visual and clear communication, and finding a balance between innovative design, communication, and functionality

GRA2 LOADING



Graphic Design 4

Learn about graphic design's history and understand its impact on society. Get a good work flow from sketch to finished product

Motion Design

Excited to get skills in motion design as this is a new topic for me, but one I have been looking into learning for a long time

Design for Screen 2

Hoping to learn more about web design, including HTML, CSS, backend and frontend design

Photography 4

This should improve my techniques of on-set equipment. I will learn more about moodboards, research, planning, and directing my models

Portfolio 4

With feedback from tutors, I will further improve my work, and get skills in self-assessment. Finally I should have a strong portfolio

Project Exam 4

I can choose any subject from the previous models, to show my creating abilities and knowledge in the chosen field. This will reflect my own personal interest and me as a designer



GRAPHIC DESIGNER



ARTIST STATEMENT

In my first year of Graphic Design I became more self aware in my own work process, learnt design principles, and to use Adobe programs. My work strengthened my creative identity.

Over the next year I wish to learn more about especially web and motion design, and hope to become a strong designer both visually and technically. My goal is to be able to create well reflected designs with unique ideas.

Monika Rostad Halsan

MANDATORY ASSIGNMENT 00: DESIGN JOURNEY

INTRODUCTION

To visualise the entire Graphic Design course structure and reflect my own progression over the two previous semesters, I have decided to make an infographic with inspiration from the video game Super Mario, mixed with my own ideas. I have brought this design structure with me to create the artist statement as well, so these images are strongly tied together.

Interpretation of Task

I wasn't at first sure about this task, as the previous work from other students as well was a little mixed. However, the way I finally interpreted the task was that I had to create an infographic and an artist statement. The infographic was meant to visualise the course's structure, and for me to reflect on my current skill level and where I want to head in the future. The level of detail, structure, and software was completely up to me. So I understood this task as visualising both of the two years as a Graphic Design student, and have presented the first year's two semesters with some reflections and skills learned, and the coming year with a few texts about what I'm hoping to achieve from the rest of the course.

In addition to this, I needed a short artist statement of no more than 400 letters. This text is meant to say something about my creative identity and/or reflections about my future as a designer.

RESEARCH AND WORK PROCESS

I didn't do too much research before starting this task, but thought of a few ways to represent myself. I quickly knew I wanted something a little fun, and that I wanted to be a bit creative with this. So I looked up different infographics, and soon got the idea of playing with a video game. Since Super Mario is a game I personally am very fond of, I decided to explore this a little.

Moodboard - This moodboard shows the different elements from Super Mario that I have used, as well as other elements and inspiration.



Colours

I'm mainly using the primary colours, red, blue and yellow. In addition to this I'm using brown, and different hues of these colours to create the illusion of shadows. Using high saturated colours makes the infographic very strong visually, and these colours also create good harmony.

RGB R: 218 G: 32 B: 50 Web #DA2032	CMYK C: 8 % M: 100 % Y: 88 % K: 1 %	RGB R: 252 G: 214 B: 39 Web #FFD627	CMYK C: 1 % M: 14 % Y: 93 % K: 0 %	RGB R: 25 G: 59 B: 115 Web #193B73	CMYK C: 100 % M: 86 % Y: 28 % K: 13 %	RGB R: 126 G: 56 B: 21 Web #7E3815	CMYK C: 32 % M: 81 % Y: 100 % K: 36 %
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Elements

The elements I'm using are blocks, a character that is meant to represent me, and a flag pole. The shape of the blocks is the same as the one used in the Noroff logo, only tilted - I thought this would be a good way to underline that the course is through Noroff. This is also inspired by the blocks in Super Mario, and the character is jumping, hitting the block representing the first part of the semester I'm currently in. The question mark blocks at the end are also from the game, and should emphasise that I'm still not sure where I will be heading after the next year. The flag part is yet another idea from the game, but with my own logo on the flag.

The character is a female version of Mario, with the colours I'm using on the rest of the visualisation, while the hair colour is my own. On the largest character, I chose to keep the M on the hat, since that is the first letter of my name as well. On the second character however, I decided to make a graduation cap.

SELF EVALUATION

I'm happy with the end result of this infographic. I find it fun, and I think it presents the structure of the course well. It also represents me as a designer. The artist statement was probably my biggest struggle, having to keep it at a maximum of 400 letters as per the brief, but reading a few short artist statements on *The Art League Blog* helped me with inspiration.

SOURCES AND REFERENCES

Moodboard

<https://uk.pinterest.com/moonierh/ma00/>

The Art League Blog, 8 Artist Statements We Love

<https://www.theartleague.org/blog/2015/08/24/artist-statements-we-love/>

