

Word As Image

By Sophie McAlavey

Rough Sketch

These are my sketches of initial ideas without colour

I did colourless rough sketches to get an idea of what I was thinking so I could refine them in the later process





Coloured Sketches

These are the coloured sketches of my initial Ideas

Having my ideas coloured helped me visualise them better along with making it mildly easier to depict the words as images

Idea 1- Confusion

I decided to do “confusion” as I had the idea of the question mark when I first saw the word list

I enjoyed making this word as an image as I got to play with the spacing and size of the question mark





Confusion- V2

I decided to try to switch the “N” and the “O” of confusion to make the “?” look more standard with a round dot

It also makes the viewer confused, as it makes the word “confusion” spelt incorrectly

Idea 2 – Mother

I decided to do “mother” as my second word. I chose this word as I found it challenging but really liked my initial idea for it to look like a pregnant woman

I explored the typeface, as I wanted to choose a feminine font. This was my first version, where I used the font “Warbler Banner” in bold



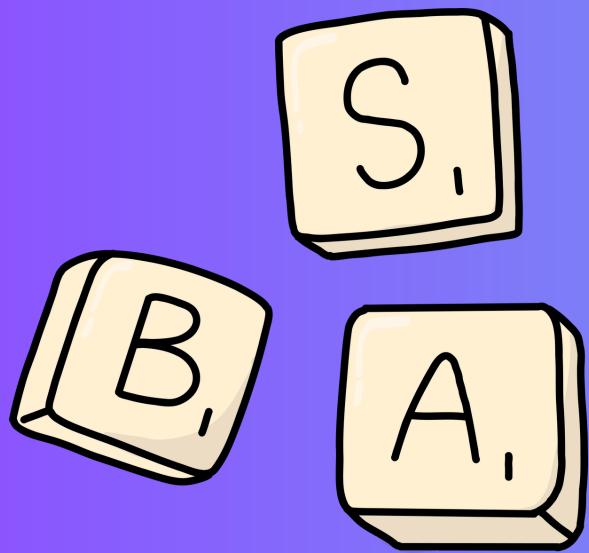


Final Design

I decided to change the typeface for the final design as I wanted it to look a bit more personal

I explored many script fonts but settled on “Hello Bloomie Script” as it is a perfect compromise between legible with the arc and incorporating a handwritten feel

I am really happy with the final design as I believe it fits the word as image perfectly



Thank you for
Listening

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