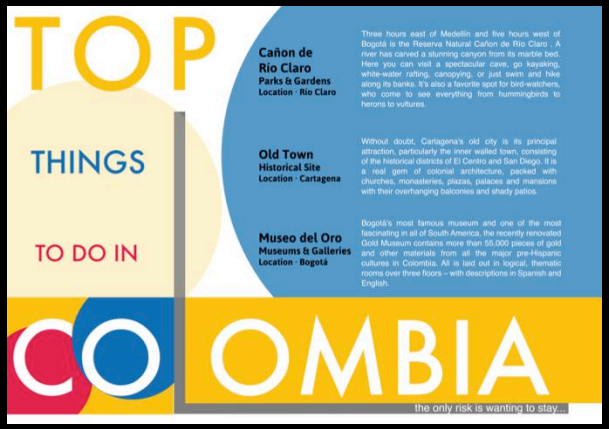
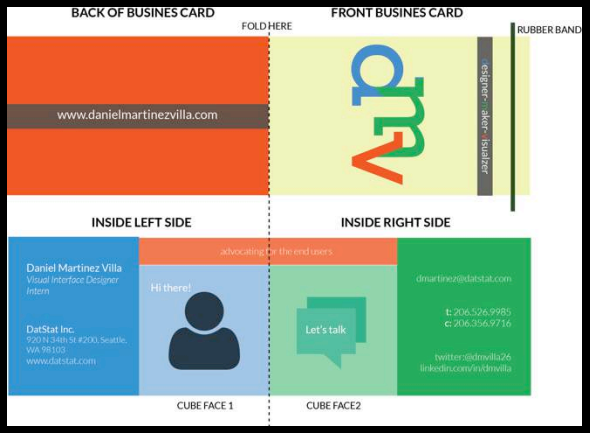
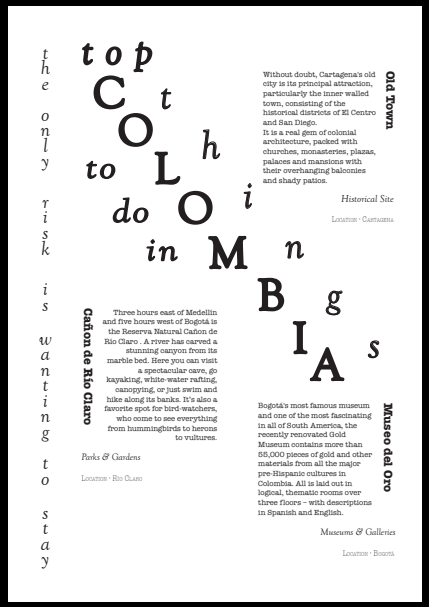
HCDE 508 Daniel Martinez Villa

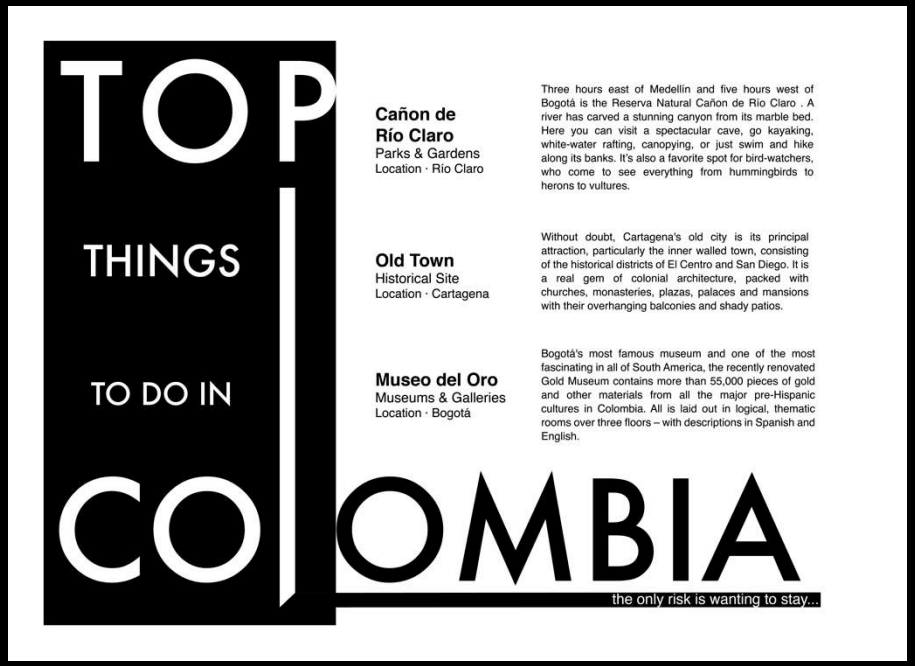




With this “type” assignment on my first try I wanted to have all the letters connected, but it is confusing due to the cut outs of the K. So I re-visited this assignment and focused on connecting all letters but making sure anyone could see each one separately. I also wanted to resemble an “ark” by extending the A serif towards the K.

I really needed to re-visit this layout. From much of the feedback I got in class, it was hard to connect the “top things to do in Colombia”. Hierarchy was very noticeable and the overall poster was not as eye catchy as the final version. I really focused on the grid and giving hierarchy to the main title to help capture anyone’s attention and then read about the top things to do in Colombia

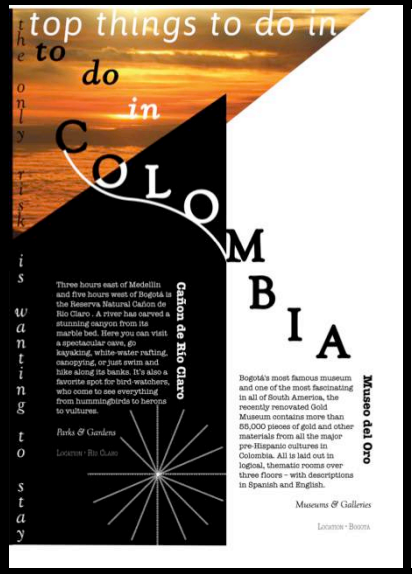




In this second layout, the figure/ground attribute was not helping to emphasize an specific area. It felt it was all over the place. In this final version, I was very consistent by using the previous layout and adding figure/ground strategically in order to maintaining the focus on the tittle and its hierarchy. It also added some direction for the reader.

In this photo/layout I was not providing the reader with enough guidance to really get into reading the poster. I was not even as appealing as my final version.

In this final layout, I really focused on finding pictures that were representative of the country as well creating the connection with the content while maintaining the same layout structure. (hierarchy, rhythm and figure/ground)



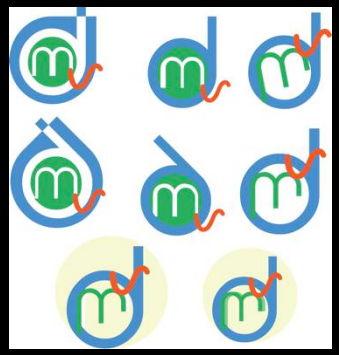
The previous layout were not clear enough. The shapes and colors were all over the place and did not contribute to the reader's eyes.

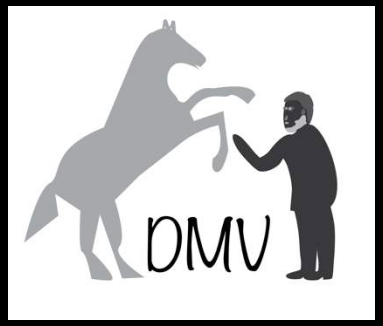
This final layout, I focused on using rounded shapes and the Colombian flag colors in order to guide the reader's eyes.

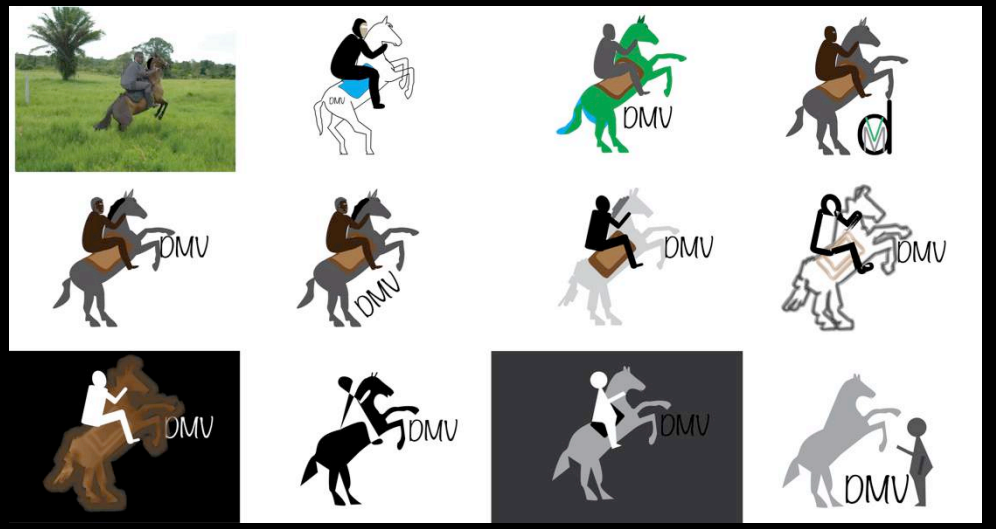
I really struggle with this one! Lol.

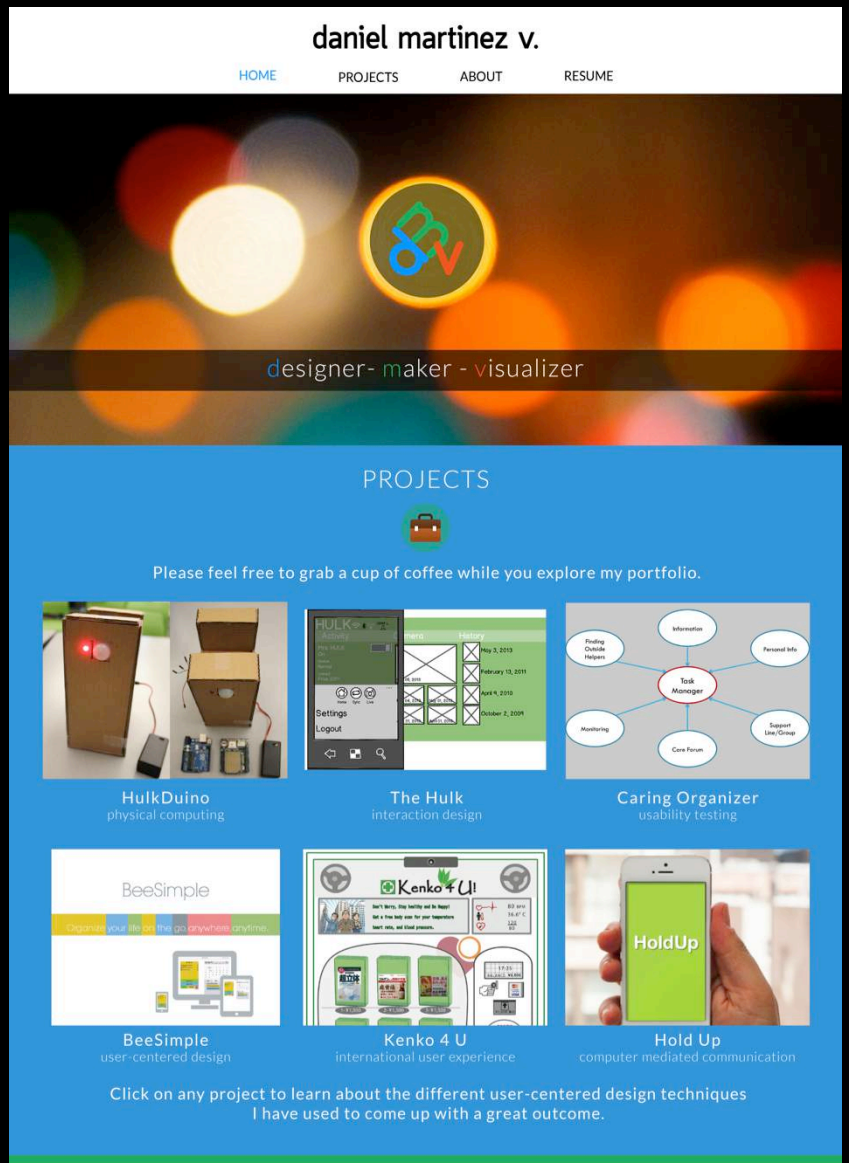
On the first I iteration I wanted to use my passion for horse to create a pictogram/logo. My initials “DMV” had no connection with the pictogram shapes.

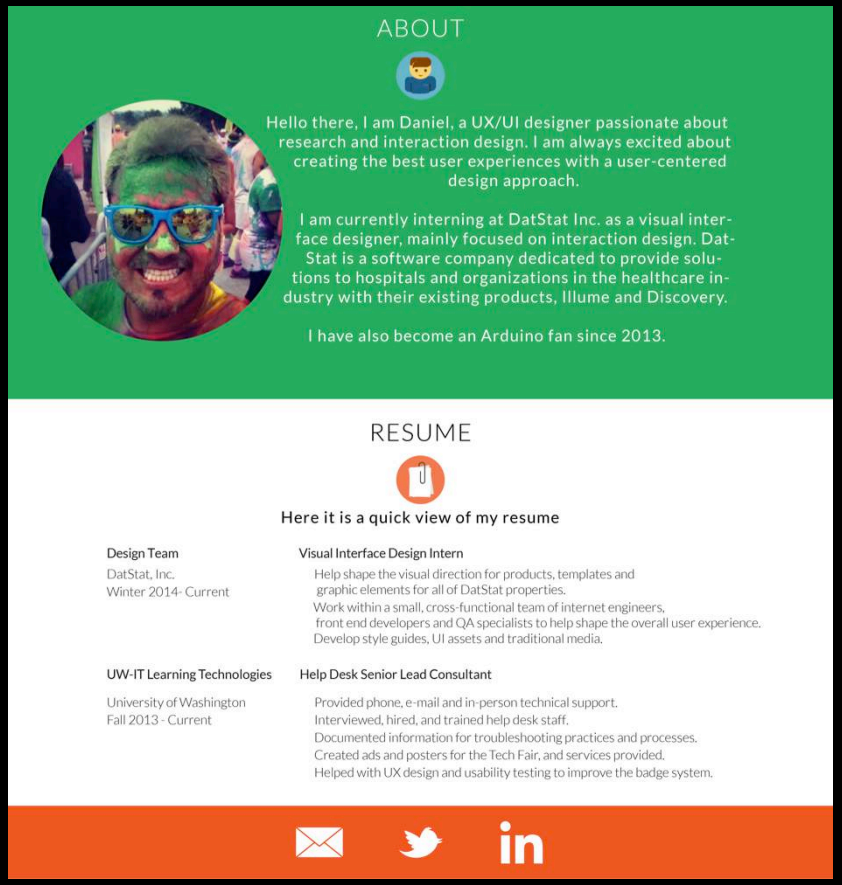
My final logo came out of my print media assignment. Using a serif helped me giving strength and balance to my initials.



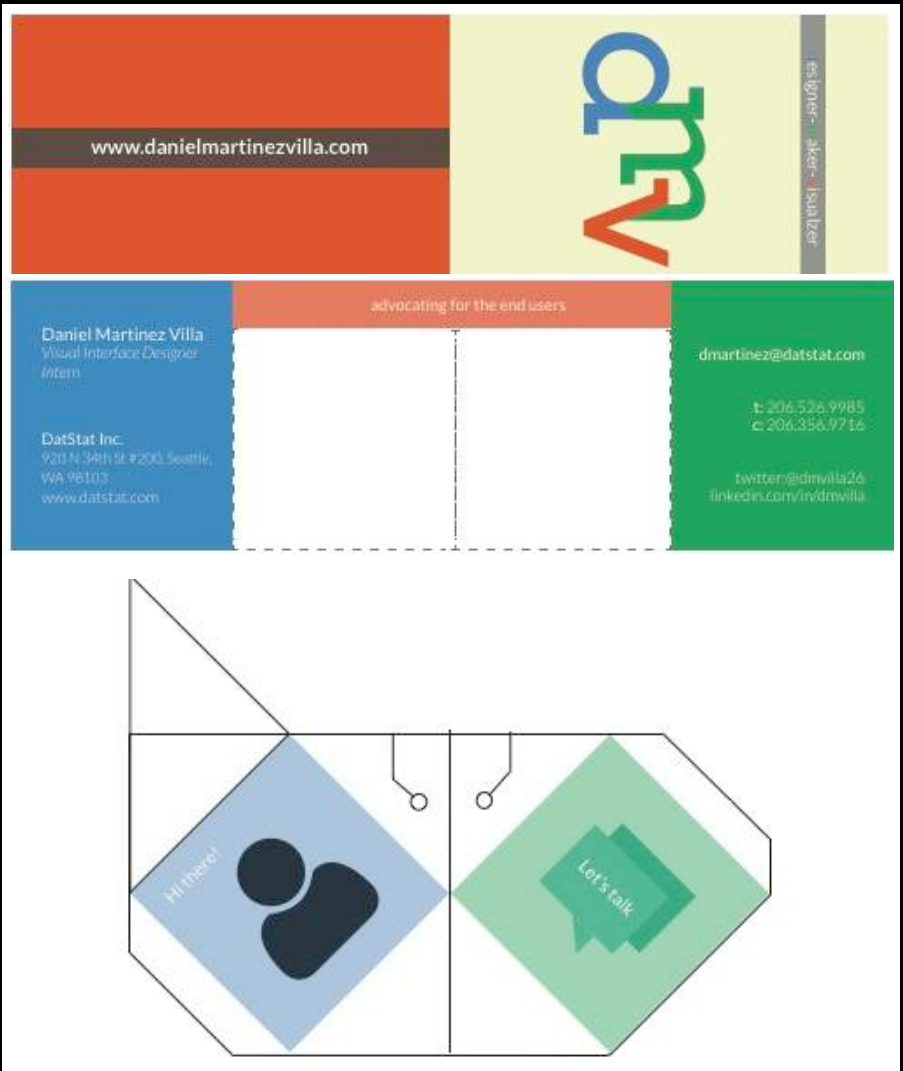








The web assignment was about my portfolio using the flat UI design trend. While I was doing this assignment I happened to be re-doing my online portfolio. I used warm and cool colors. I think I did a good job. However, I think that my projects section needs a little more work.



This was one of the assignments I enjoyed the most. I like crafting things.

One of the main challenges with this one was figuring out how to orient the elements in Ai in order to be successful when printing it.

I also wanted to use the same color scheme I used on my web assignment.

I think I did a good job here, but after printing and folding the pop-up business card, I realized it was too thick. So I think that I could improve it by making my whole business car just a pop-up cube and also using a paper holder instead of a rubber band.