

Seasonal Illustrations

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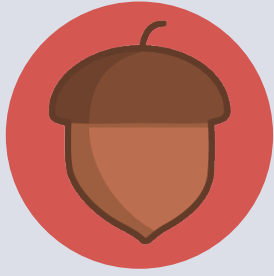


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Objective

Any project or product manager has a competitive advantage if they understand the creation process. The objective of this project was to take my most developed visual skill, Adobe Illustrator, and use it in an applicable manner to showcase my understanding of the creation process on a variety of customizable products.



Solution

This project spanned over the course of 25 days: the first 7 days were spent in preparation for the remaining 18. Each illustration was previously sketched in detail, and then used as a framework for the digital production in Adobe Illustrator. I then placed the illustrations on products to showcase their versatility in use.

Approach

The following are my learnings throughout this process of daily creation.

Learnings

In the following pages, the things that I have created have taught me how to think about light, how to make sure the illustration itself is different even though everything is symmetrical or even, and most importantly how to elevate my level of work through planning and execution.

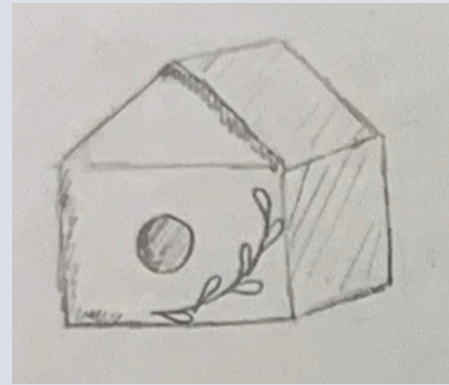
Top 3 - Holly

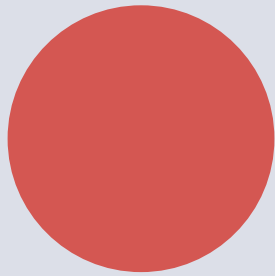
I consider this illustration to be my best because of my use of the mockup, as well as the shading that I used on the leaves. When I was researching photos of these kinds of leaves, I thought it would be difficult to portray, but the mockup elevated the style I had already designed.



Top 3 - Birdhouse

Something that was different about this illustration from all the others was that I made major changes from my original sketch. This taught me a valuable lesson about trusting myself when it comes to starting over.





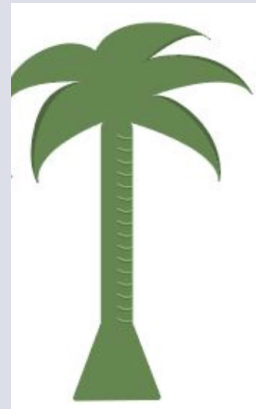
Top 3 - Palm Tree

“If at first you don’t succeed, try try again...”

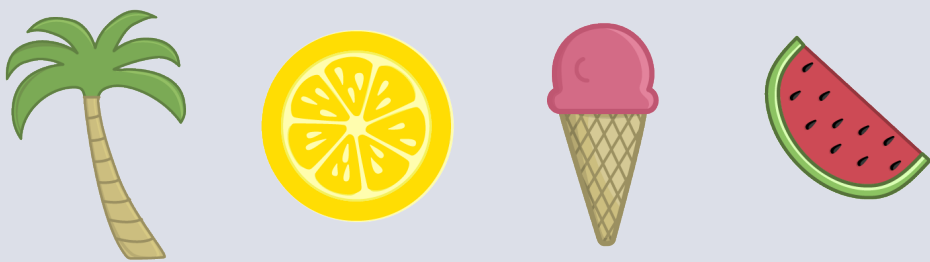
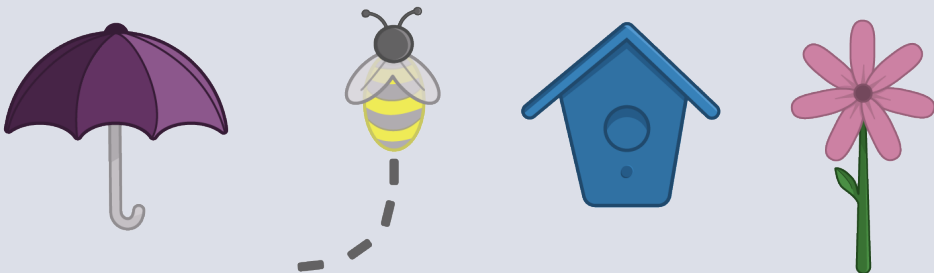
is what they say. I never thought I would want to do another illustration after the first outcome (left).

After sketching and planning, I now better understand how light interacts with objects.

This helped me develop my style and elevate it to a professional level.



Presentation



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