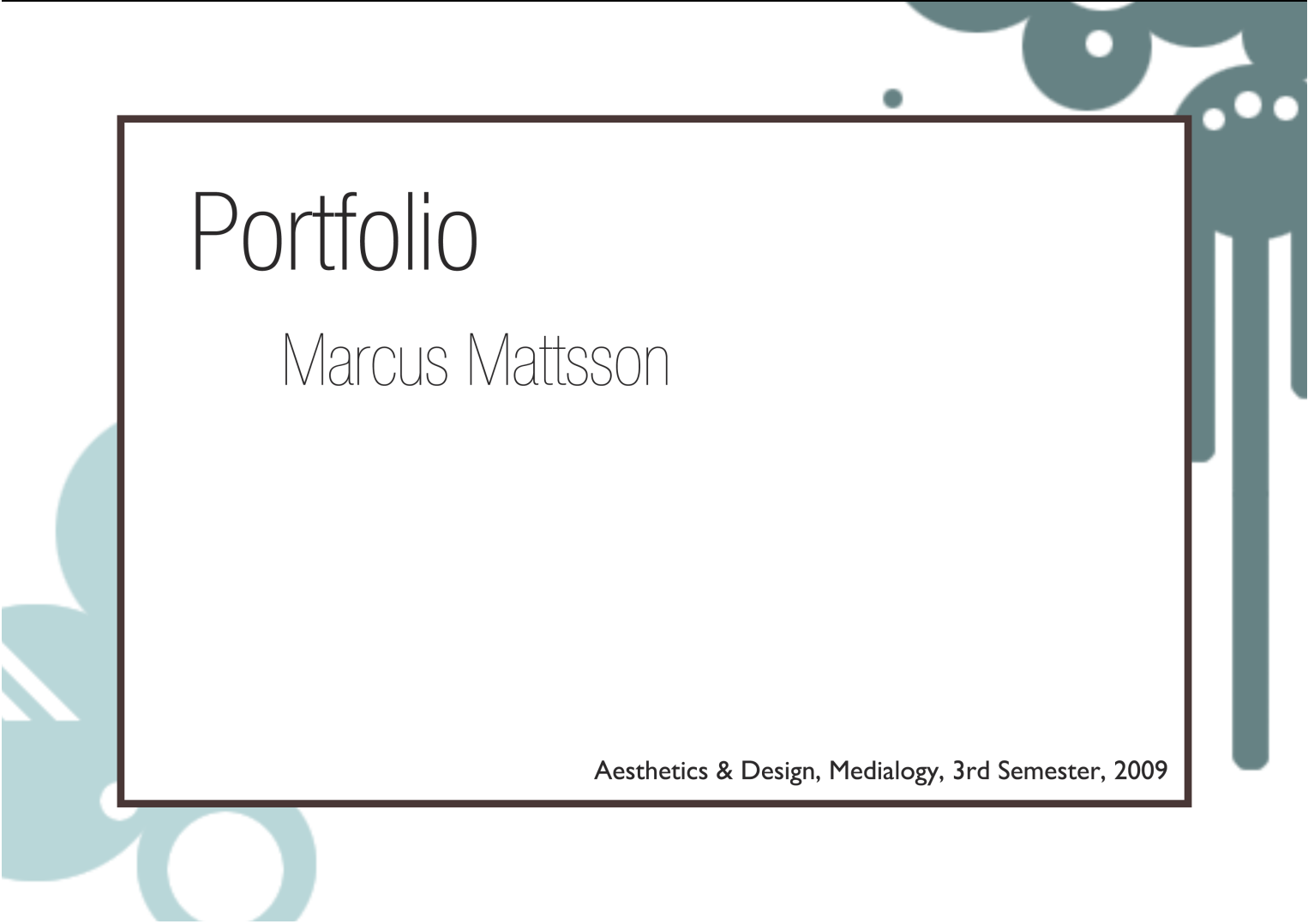
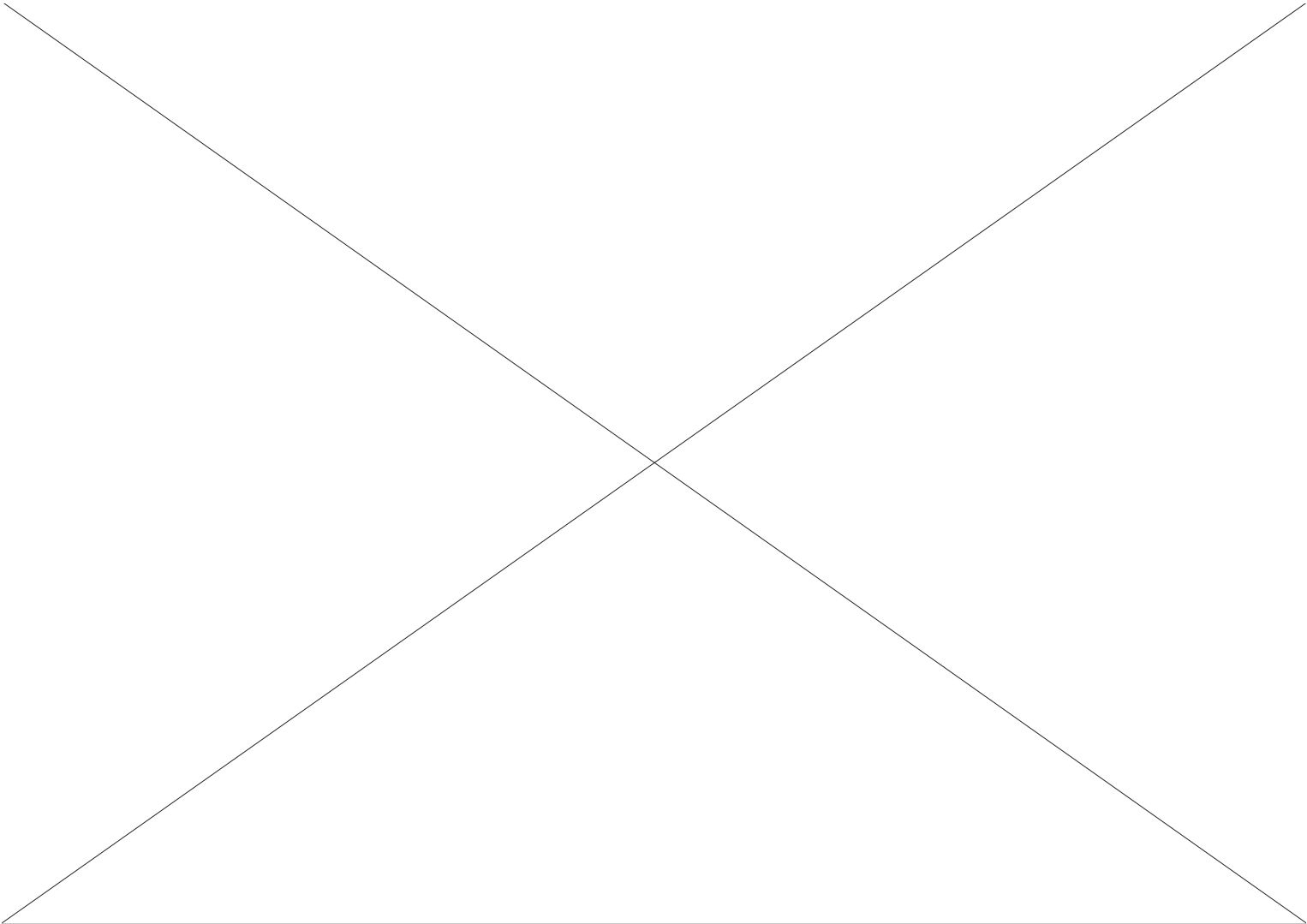


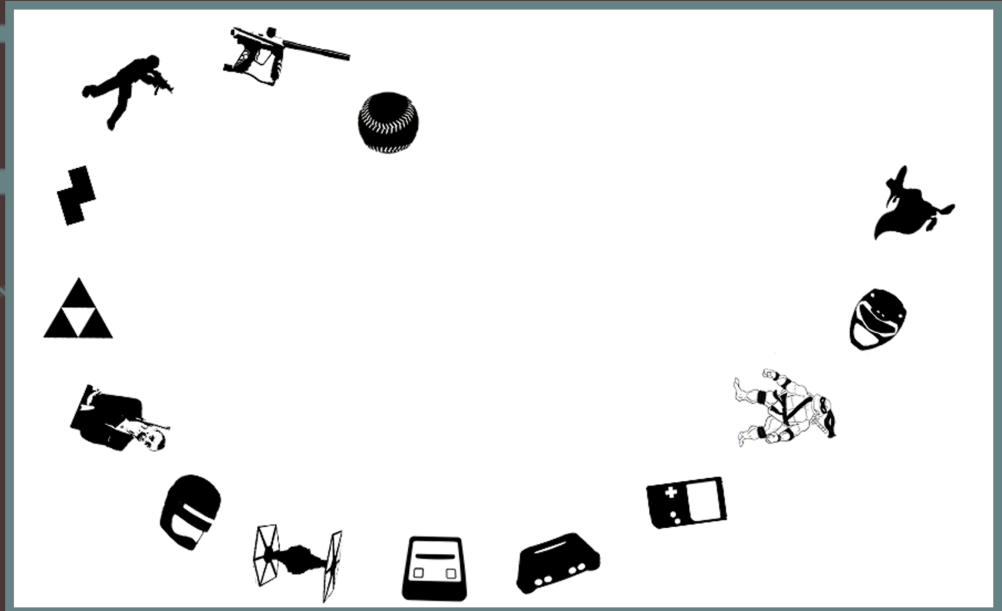


Portfolio

Marcus Mattsson

Aesthetics & Design, Medialogy, 3rd Semester, 2009

Lecture 1, Exercise 1



Make a visual presentation of yourself

My visual presentation consists of simple icons of things, that I've been a fan of during my life.

From right to left, we have:

Darkwing Duck, Power Rangers, Teenage Mutant Ninja Turtles, Gameboy, Nintendo 64, Super Nintendo, Tie Fighter, RoboCop, James Bond, The Triforce, a Tetris block, Counter-Strike, a Paintball marker and a softball.

Lecture 2

Exercise 1



Fonts

In this exercise, a proper font had to be found for a certain company name. I misread the misspelled name “Co-operate Investigations” as “Cooperative Investigations”, i.e. a detective’s bureau or something along those lines.

Therefore I chose this font. More specifically, I like the way the C and the O’s look a bit like an ear and two eyes, fitting with the whole investigation-part.



Lecture 2

Exercise 2



Business Card

In this exercise, a business card had to be made. I made this for Christian Graver, who is an external lector at the National Space Institute.

Since he teaches geographical information systems, I created this with a compass in mind. You are supposed to first read the name of the institute, then Christian’s name, and then, as you turn the card like a compass, you see his title, field of work and then contact information.

Lecture 4. Exercise 1



Abstract Composition

In this exercise an abstract composition was made from a nature photograph, using the photo's own color palette.

Lecture 4. Exercise 2



Coloring B&W Illustration

In this exercise, a black & white illustration was first colored with harmony in mind, and then to put emphasis on a part of the illustration.

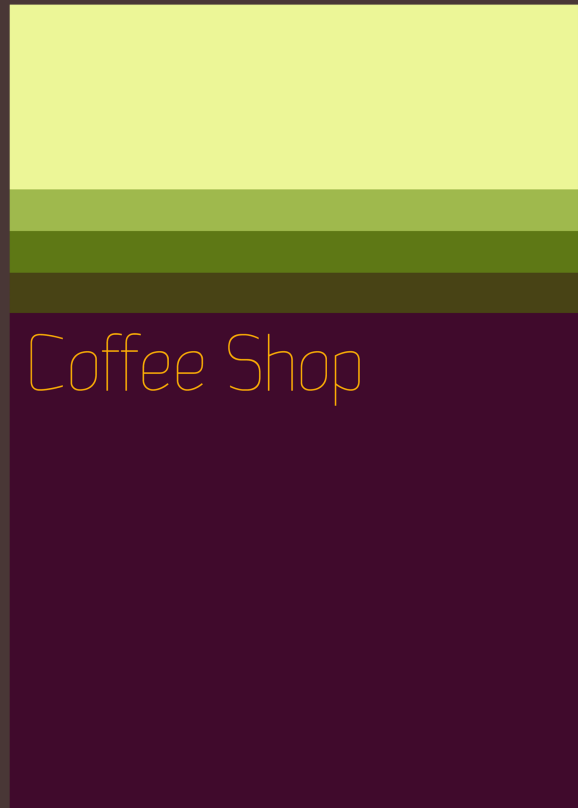
I tried to put emphasize on the castle, by changing the shade and tone of the other colors.

Lecture 4. Exercise 3

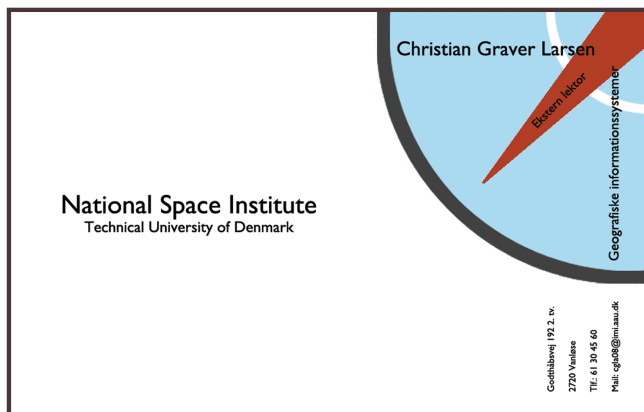
Coffee Shop Color Palette

This is the color palette for a coffee shop.

My concept for the shop would be more Asian tea, i.e. mainly green tea. Therefore I chose a green/yellow theme, which slowly moves to purple, trying to mimick natural, herbal-like colors.



Lecture 4. Exercise 4



Business Card w. Colors

Since I was trying to mimick a compas with the business card, I tried to emphasize this more with colors.

My very limited Photoshop skills came up with what you see to the left, inspired by the icon of the browser Safari (below).



Lecture 6

Exercise 1

Asymmetric Poster

This exercise was about creating an asymmetric poster.

It was an ad for Medialogy, and I chose to use the Gestalt Laws to make outlines of the three first letters in "Medialogy", M, E and D.



Where Creativity
Meets
Technology

Lecture 7

Exercise 1

The logo for 'neubank' is displayed within a thin red rectangular border. The word 'neubank' is written in a lowercase, sans-serif font. The 'neu' part is colored blue, and the 'bank' part is black.

Logo

We created a logo for a bank called "neubank".

The bank is modern, internet based and mainly for young, rich people. Therefore we thought the logo should look modern and serious. When someone is guarding your money, you do not want them to come of in a comedic way.

We then looked at other banks, "Danske Bank" for example, to see what kind of fonts they use. Most of them used minimalistic and clean fonts.

We then began our search of our font, and found this one. It has no excessive markings or edges (also, it's a sans-serif font), but it still feels modern and a bit stylistic or fashionable.

To emphasize the "neu" in the bank, we colored this blue, a cool color symbolizing calmness and professionalism.

Lecture 8

Exercise 1

Poster

This is a teaser poster for a fictitious sequel to the Evil Dead movie trilogy.

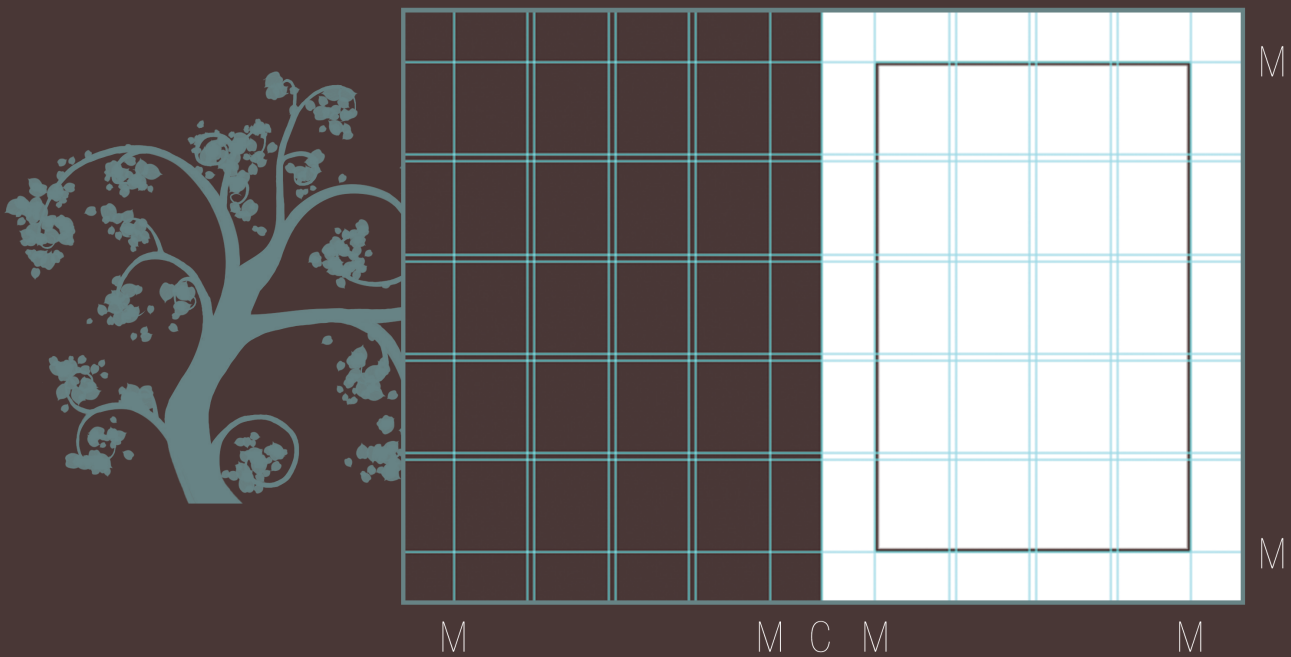
In the trilogy, the protagonist uses a shotgun and a chainsaw. The point of the poster is, that the person watching sees the weapons, but only connects them to the movie (if he knows it), when he reads the quote, "Hail to he king", uttered by the protagonist in the third movie. The poster can be found in full size, in the back of the portfolio.



HAIL TO THE KING!

IN THEATERS EVERYWHERE MAY 2010

Lecture 10, Exercise 2, 3



Grid Design

I used a grid design with 20 grids (5 x 4). The illustration above is rotated 90 degrees counter-clockwise, and shows the basic grid design.

All the margins are 26 mm.
Every grid is 46 x 37 mm.
Every gutter is 3 mm.

M: Margin
C: Center of page (folding point)

Colors

I looked for a color palette for a long time. I finally found one that I liked; there's a nice contrast between the colors and they seemed to cover all my coloring needs to a satisfactory degree.

