

Creative Work Manuscript Format

1. Creative Work Name

Shape your mind

2. Name of Artist or Designer

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3. Background or Significance of the Project

Age is one of a measurement for separating a kind of people. In term of marketing, differentiation of age can represent different characteristic, behavior, and how we learn, as it describes in human generation.

Human being is like a paper, which was drawn differently for each person. The older we are, the more lines have drawn in the paper. Human grows up by having different style drawing on their papers. Some might have a beautiful drawing, or some might have a very bad drawing on their papers. Those drawings are a metaphor of experiences. It changed how we think, and how we are in present. Then, it causes the forgotten of who we are, and how we think in the past.

The idea of this artwork started when I have to deal with different people with different ages; includes a baby, a nursery kid, primary students, high school students, university students, working people, adults, and elder. They are all different on how they talk, live, and learn. Since then, I realized that kids are not be unreasonable, but it is about what they have in their papers are less than the adults. We are all have our owns reasons, but kids do not know how to say it. They are purely express a thing that they want, or tell frankly on what they would like to say.

4. Project Objective

1. To express what is in kids minds to adult.
2. To create an understand to the kids.

5. Concept

The concept under the design was about how kids learn things. Kids are not complicated; the only problem is they cannot communicate what they are really want. They have learnt only the basic stuff as; ABC, 123, shape, and color, which are very easy for adult. Therefore, I use the basic elements, that kids may know, in the design.

6. Process of art or design works

1. I was surrounded by different ages of people. Then I start to observe how they talk, how they speak, and how they learn. I got the answer that kids are not difficult to understand, not like an adult.

2. The second process, I start sketch up my idea on paper, using a girl with the bang and short hair, as this is a hair style for many young girls age around 2-5 years old.

3. I put in on Procreate, as it is more convenience to work with the computer than a paper. It is a first draft of the design. I put the element around, to make it similarly to what I was thinking.

4. In this step, I export the draft to Adobe Illustrator, to finish the work. I use the geometric shape to create a girl face, and the element around.

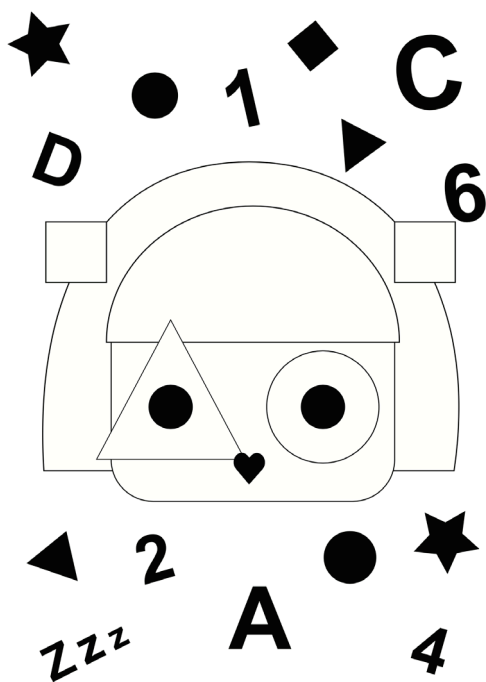
5. Last step is to fill in the color, I use the bright color in the design, base on the color which kids have learnt during this age. It is pink, red, green, blue, yellow, and orange.

7. Material and Techniques of Art or Design Works

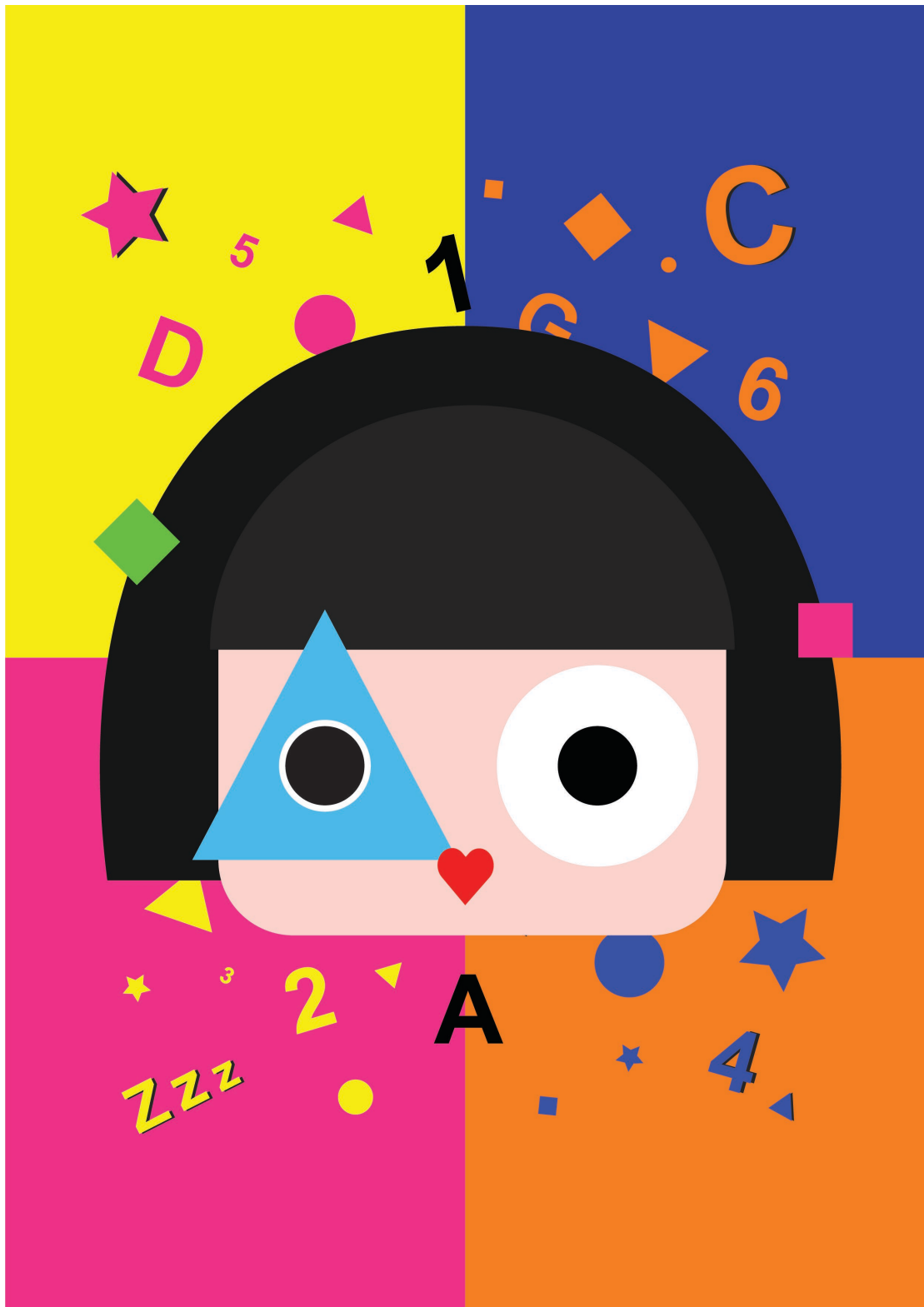
Drawing

Procreate

Adobe Illustrator



8. Picture of Art or Design Works



9. Knowledge Gained after Finishing the Art or Design Works

In conclusion, the overall knowledge gained from creating this artwork was how to use a lot of colors as the main colors in design. It challenged me as I normally work with 2 to 3 colors. And with this artwork, over the process of the observation, during the time working on the artwork, I still analyze the behavior of kids in my head. The text is just the checklist that you have covered what you would like to do. But during the process of working, it is the real moment to understand the kids clearly.