

## Contemporary Illustration: **San Diego Latino Film Festival Evaluation**

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To begin with I delved into researching the specifications for the competition to ensure my design would be on the right size and format. I also went over some brief ideas about what I could research to include in my final piece. I began my piece with a basic silhouette composition, that later developed into a more abstract piece. As I was on a time limit, I felt I needed to refine my images and ideas quickly and that's why I decided not to include my silhouette ideas and to focus more on the typography aspect.

The strengths within my work came from these typography aspects, as it's something I thoroughly enjoy and tends to work out the best for me. Although I came across a few challenges that led me to pursuing different typesets, I still feel it was the strongest part of my final design. These changes happened a few times: I had originally mocked up a few ideas in my sketchbook for type, then I refined them down to my favourite choices and recreated the text I needed in neat with watercolours and ink. Later when mocking these up onto my image, I noticed some of the readability was lacking, for instance my 'd' for 'Diego' looked more like an 'n'. Therefore, I went back to one of my favourite fonts I have found in the past and used that instead (as it is a free font for commercial and personal use). I had another set of type that I also had to change, as it wasn't free for commercial purposes, therefore I redid it in my own handwriting (although they look vaguely similar).

Doing this brief taught me not to be precious with my ideas like I have been in the past, but it also reinforced that my ideas need planning out in detail before I can pursue something coherent. I feel this project has been useful to me, and the knowledge and experience I have gained from this project will definitely be of use to me in the future. If I had more time to complete my final design, I would have liked to include a silhouetted image of a Latin couple dancing. I feel this would have worked well and then my design would have included Art (the abstract watercolour film reel), Film (the film reel) and Music. However, I am happy with the end result, but I definitely feel I could have done more with it, like including silhouettes and making the colours more vibrant. Despite this, it is an image I am pleased with and I feel it works well for its designated purpose.