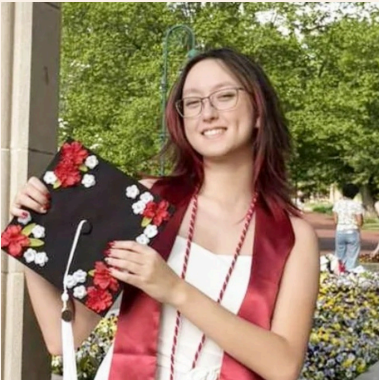# Jane Negus

J365 GRAPHIC DESIGN 1

ABOUT ME

My name is Jane Negus, and I am currently completing a Bachelor of Arts in Media with a specialization in Game Art. I will be graduating this summer of 2025. I am passionate about digital illustration and 3D design, with a strong interest in visual storytelling. My goal is to pursue a career that allows me to bring narratives to life through creative and engaging visual media.

AN INTRODUCTION TO DESIGN

This was the first graphic design class I have ever taken, and as a media student, it was only necessary. I have always been interested in art and graphics, but I lacked formal training in areas such as design principles and typography. I took this class to expand my creative boundaries and to challenge the ways I normally think about design and communication. Throughout the course, I found myself not only learning new tools and techniques, but also reevaluating how I approach visual work overall. It pushed me to think more intentionally about structure, purpose, and audience, and helped me begin building a solid foundation in graphic design.

PROJECT 1: MAGAZINE

Project 1: Produce a protoype of a new graphic design magazine called "365," including a cover, a four-page article and an alternative story form.

Click the image to see the full design.

My primary goal for this project was to make my pages readable and visually cohesive while also still being interesting. To do this, I focused on maintaining a monochromatic color profile throughout most of the publication and tried to keep my fonts consistent. I also kept everything in a grid, so it stayed neat and orderly. To grab some visual interest I increased the font size and boldness in the headers. For the cover, I put all the text on the left side to balance out the bus on the right, and I made the "Three Six Five" logo big and bold to be eye catching. I also layered the logo to add some more visual interest. In the last pages of the Giacometti spread, I tried to arrange the images around the text so that when you finish reading the first page, the beginning of the second page isn't so far off, while also balancing the images so that they look even across the pages. I feel like my goal of keeping things readable and cohesive was pretty well met and I am satisfied with how it turned out. I feel like I could probably have done more to make it more dynamic but I would work on that for the future. Throughout this process, the hardest part was working in an unfamiliar application – and also one that consistently kept crashing my computer. Aside from that, I'm happy with how everything turned out in the end, and I learned a lot from making this.

PROJECT 2: POSTER

Project 2: Create a poster that advertises an event, real or fictitious, using illustration, type design and the principles of design we have studied in class.

Click the image to see the full design.

For my design, my goal was to create something simple yet memorable. I had an idea to create a boba tea poster themed after Boba Fett (Disney don't come for me) – and obviously the date had to be May the 4th. The drink is a matcha bubble tea to simulate the color of Boba Fett's helmet, with a red label in the shape of the front of it. The gray straw to the side is meant to look like the helmet antenna. I chose to use a neutral color background to allow the drink to pop out better, with a sort of darker "shadow" V shape to point the viewers eyes towards the middle. The font is a font used in the Mandalorian series – another callback to the Star Wars and Boba Fett theme. The font for the drink title is the largest to leave the biggest impression on the viewer, with the date being the second largest, since that is also of importance. One of my biggest difficulties in making this design was making the graphic of the drink, since I am still a little unfamiliar with Illustrator. Creating the cutouts for the tapioca pearls especially gave me a bit of pain. In the end though, I was able to successfully complete what I set out to do and am satisfied with the result.

ALL SEMESTER: CREATIVE EXERCISES

Creative exercises were done in class to practice using programs and techniques. Below is a sample of this work.