

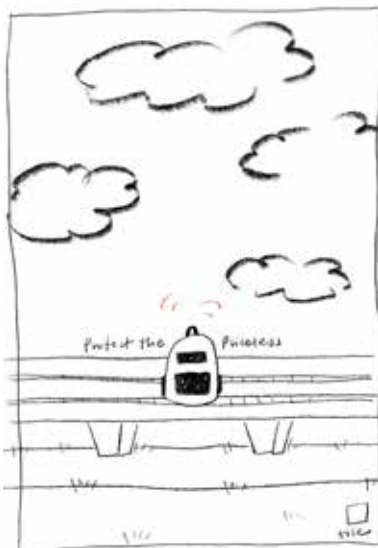
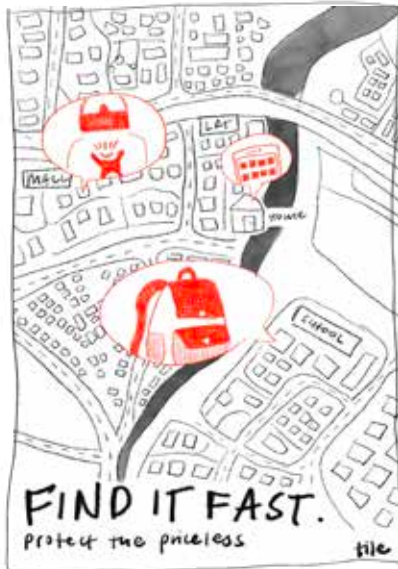
Art Direction Assignment 2

Phoebe Liew

s4145894

Rory Ellis / VF01

THUMBNAILS



THUMBNAILS



PREFERRED CONCEPT



The concept draws inspiration from Michelangelo's iconic painting, "The Creation of Adam." It combines the essence of a "priceless" masterpiece with the symbolism of God and His son, representing how the Tile Mate Tracker serves as a guiding force to locate lost items. The illustrated design adds a playful and quirky touch, aligning with the brand's tone as seen on its website and social media platforms. The minimalist design effectively directs viewers' focus to the core message.

MOODBOARD



overall concept

God and man concept, where God is able to guide the way of his people and help them whenever they need it most.

★ The Creation of Adam (painting by Michelangelo)



POP + COLORS!!

The use of bright colours will make a stronger impact on viewers.



Referencing these campaign posters, their ideas are

SIMPLE
BOLD
★
EYE CATCHING



COLOUR PALETTE

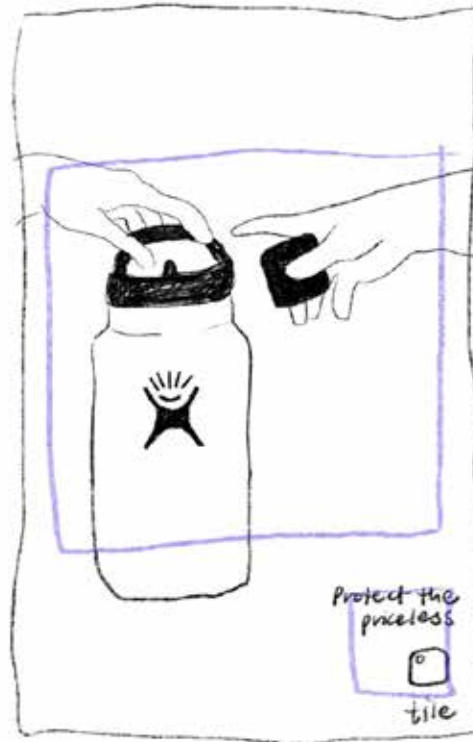


RUDDY RUDDY RUDDY

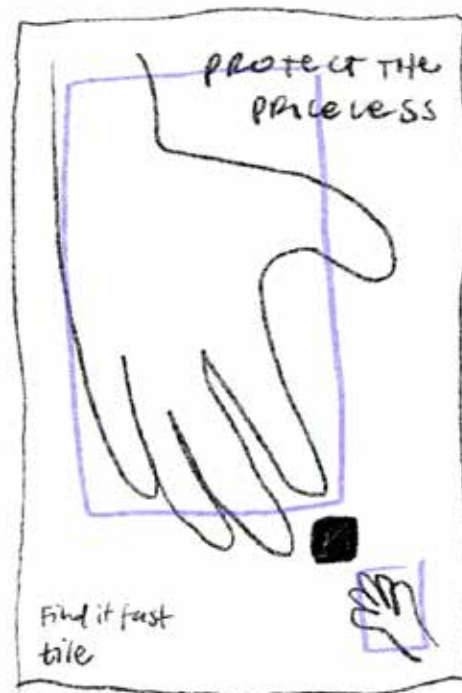
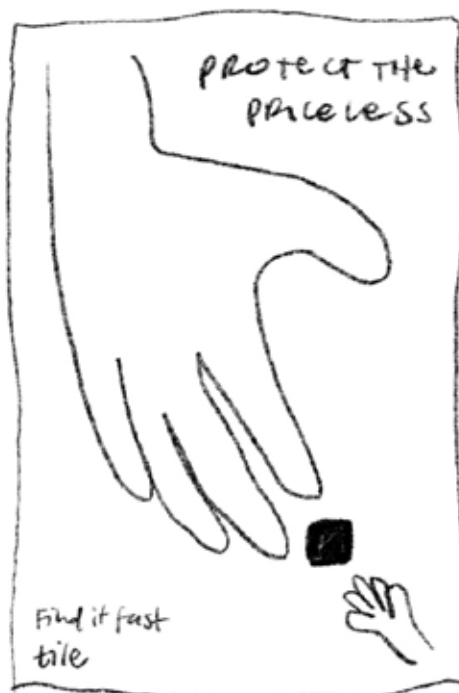
Simple and fun font

4X VARIATION SCAMPS

proportion
+
hierarchy

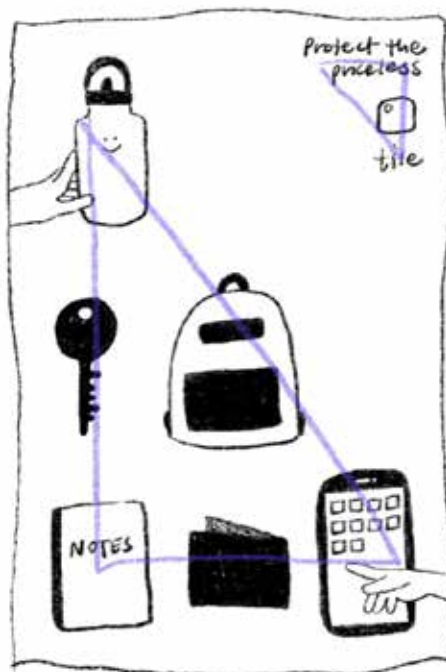


proportion



4X VARIATION SCAMPS

alignment
+
proportion



hierarchy
+
balance



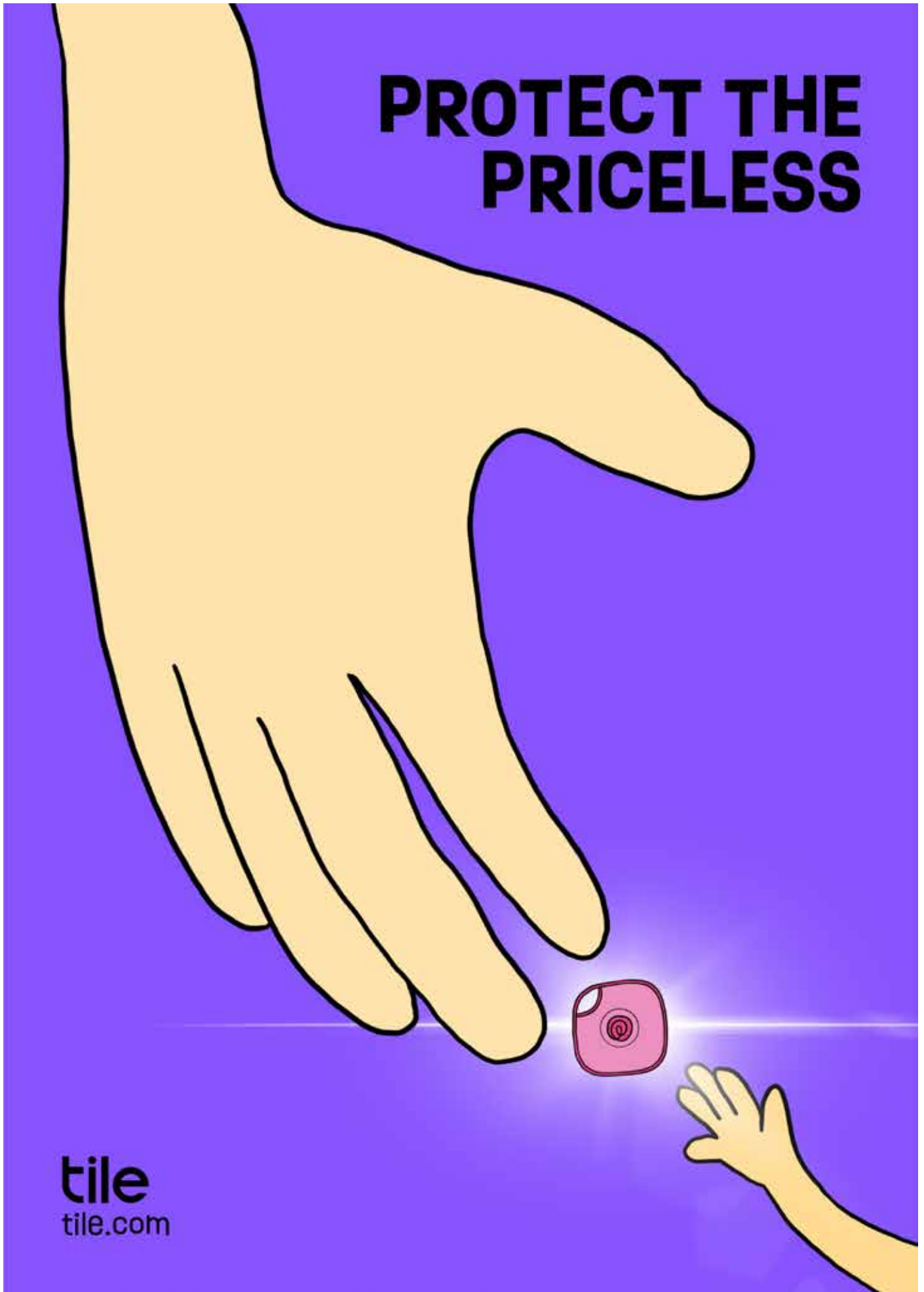
PRESENTATION VISUAL PRINCIPLE 1



**PROTECT THE
PRICELESS**

tile
tile.com

**PROTECT THE
PRICELESS**

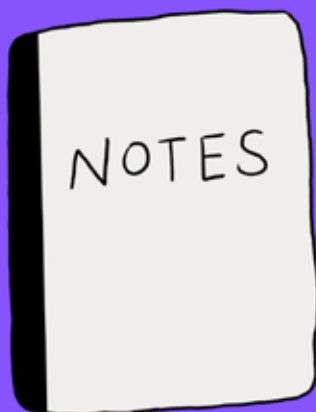
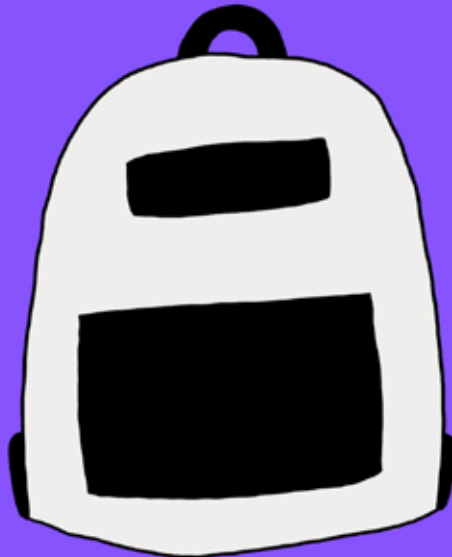


PRESENTATION VISUAL PRINCIPLE 3

**PROTECT THE
PRICELESS**



tile
tile.com



PROTECT THE PRICELESS

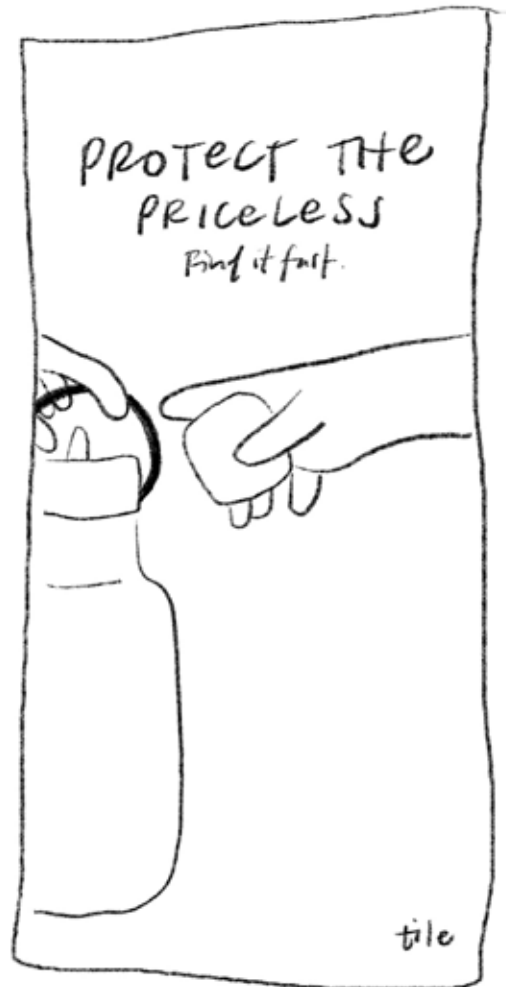
Find it fast.



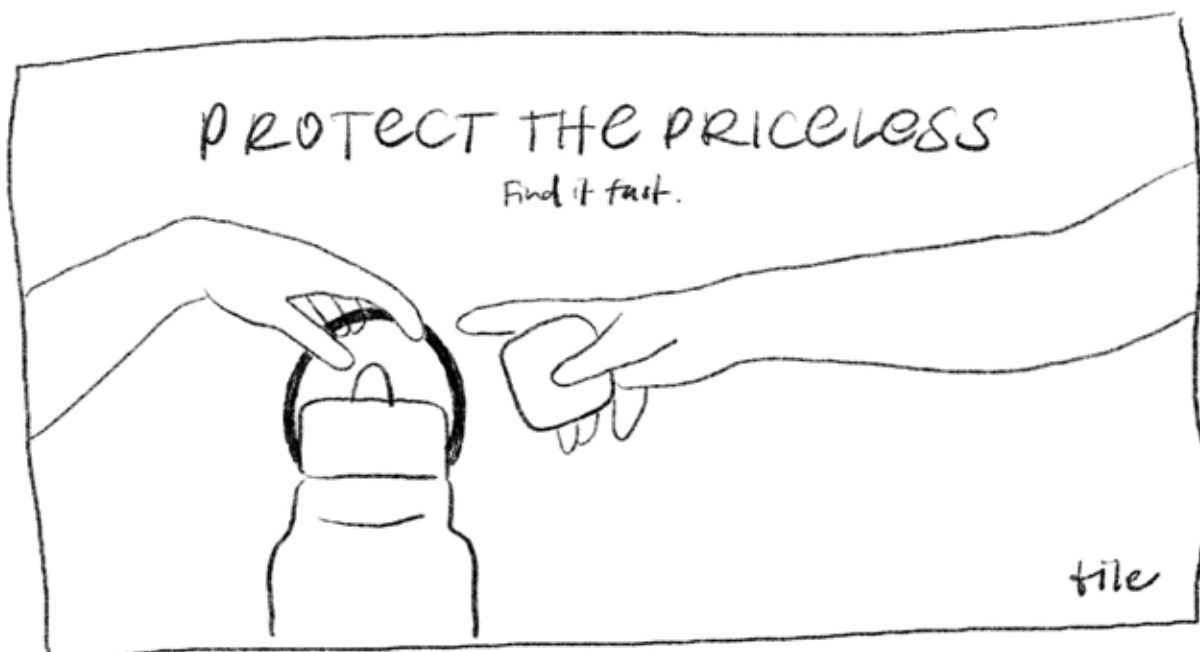
RESIZED PRESENTATION SCAMPS



INSTAGRAM CROPPING



DESKTOP CROPPING

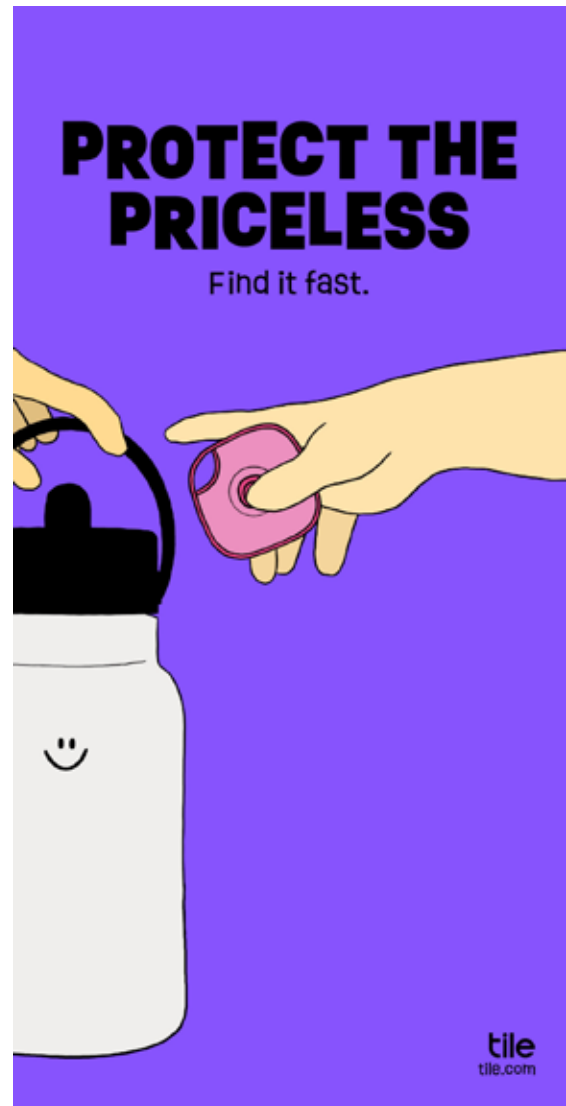


TWITTER CROPPING

RESIZED PRESENTATION VISUAL



INSTAGRAM CROPPING



DESKTOP CROPPING



TWITTER CROPPING

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IMAGE DEVELOPMENT DOCUMENTATION

