

## Objective

My objective with this project was to refine my strongest creative skill, ~~which is~~ photography, by ~~pushing myself creatively by~~ adding in design elements and creating the photos into magazine covers. I decided to do a variety of different styles of covers outside of my personal style so that I would be forced to push ~~myself~~myself creatively.

## Day 1

I absolutely ~~love~~LOVE soft, yet powerful portraits. ~~For this cover~~Beyond anything else, my top three ~~qualities~~necessities of how I wanted to ~~achieve~~achieve this specific version of soft and powerful were “high end,” “elegant” and “collected.” I knew in order to make the magazine cover feel exactly how I wanted it to, I had to make a lot of intentional decisions, from typography to posing and framing.

## Day 2

I wanted to mix ~~the past and the future~~ my by using ~~making~~making an antiquated-looking photo that ~~looks back in the day and then have the magazine name be on a magazine~~ called ~~Future~~future. To give the idea that we are raising the ~~next~~rising generations. ~~And~~ and that being a stay-at-home mom is a huge job and is nothing to look down upon. ~~I wanted the~~I chose a photo to be of a dirty little kid who is obviously at home and put it in black and white to give it ~~that~~a nostalgic feel. Then I added a contrasting ~~have the~~font be super ~~contrasty~~contrasty to make it pop. Having the title of the magazine be *Future* written in a retro font ~~Then have the font be retro but say~~future to pulled the idea together.

**Note on the image:** Generally “imperfect” is the preferred word over “unperfect.”

## Day 3

Casual ~~S~~portswear was the first thing on my mind when designing this cover. I wanted the message ~~to~~to appeal to people who are interested in sports but ~~don't~~don't necessarily play sports themselves. I chose to have just a picture of ~~the model's~~his legs so that the focus would be on his shoes and not the person's physical appearance ~~himself~~themselves, or what they look like. I did this by having ~~Showing him wearing his~~His Nike Jordans ~~to give it that~~highlighted the “sporty” aspect, and ~~his~~Then had him wear jeans ~~to give it a casual~~feel. I also had ~~The~~ cover's background ~~its~~ outdoors, but not in an “outdoorsy” place, so ~~that~~it still feels more athletic and not too casual ~~strikes a balance between athletic and casual~~.

**Note on the image:** It should be “Jordans” instead of “Jordan's.”

## Day 4

I love the teenage culture in the ~~west~~West, especially ~~in~~Idaho, where I'm from ~~Idaho~~. When ~~my~~friends and ~~I~~we want to hang out, often ~~times~~times we will just go on a drive and talk. We watch the sunset and look at all the beautiful scenery we are surrounded by. ~~Just~~Just having a good time ~~on~~in each ~~other's~~others company, even if there isn't “much to “do.” I also wanted to include the desert side of the ~~west~~West where there's ~~sagebrush~~sage brush and dirt everywhere. ~~Give~~to give it a ~~rustic~~rustic, small--town appeal.

I So i got showcased two friends and had them just having a good time with each other. I wanted him to bring him to show a pickup truck to throw in that highlight the country aspect of the westWest, but have them in normal clothes so that it doesn't say "hey i'm a hick" and that to show that country kids are normal peoplehumans. I also usedwanted a bold, western font with earthy tones to match the outdoorsy vibe.

## Day 5

On This day, was actually a total whim. I originally had planned a different shoot on this day, but when it fell through. And by the end of the day I ended up landing a gig to photograph a band. I went into this shoot with the idea to get this exact photo: A candid shot of photo with the model him singing, with and holding his guitar, withand having the crowd being a part of the cover pic as well.

I wanted this to really stand out so I threw To make the photo really stand out, I made it in black and white with red text and the text in red, which resulted in a pleasing contrast for the eye. The contrast really complements each other and automatically draws your eye to it. The text doesn'ttake away from the picture and the text still holds its own against the pic and even makes it more interesting. I chose a font that to that would give it had a clear "rock 'n' roll" rocknroll feel to it. Also, I put the text at the bottom in into a circle to guides the eye really well and fills that negative space without takingbut not take away from the pictured crowd in the pic. Plus it guides your eye really well.

## Day 6

My idea was to have a model who is pretending to be a pro athlete come pose on a local sports arena, this one being a tennis court. To to demonstrate give the vibe that they started out small and not a before becoming professional. I also wantedAnd then to have her into wear normal clothes to show her life outside of sports, and be a fashion thing: a fashion statement as well as an inspiration that just because even though you're an athlete that doesn't mean all you wear is athletic clothes.

The vibe I wanted her to give off was a more grungy vibe, to match the state of the tennis court and the weather. So I picked a font that was edgy and also went along with the "drip" Drip magazine title. By by having drip marks literally coming off of the words. I had her looking off to the side toso that it would give a feel the idea that the audience caught her in a candid moment in her life. That way it matches thematches the the "this is where I came from and who I am" vibe.

**Note on the image:** "Casuel" should be "Casual"; the comma after "own" should be deleted; there should be a comma after "court"

## Day 7

My original idea behind this shoot was a very bohemian, ~~and country feel to it~~. I was thinking of a flowy white dress, lots of tassels, cowboy boots and possibly a hat. However, when my model showed up, she was wearing something completely ~~different from~~~~than how~~ what we discussed.

So I figured that I could incorporate a lot of ~~sagebrush~~~~sage brush~~ to still give it that boho feel. ~~Then do and~~ a close-up head-shot ~~ensured so~~ that her outfit would not play a big role in the cover's overall vibe. ~~I also used Also using~~ Earthy tones in the typography and carefully ~~chose~~~~choosing~~ my fonts to make sure they also gave off that ~~matched the~~ western boho feel. ~~However, e~~ Even though this shoot did not go as I planned ~~at all~~, it ended up being one of my favorite shoots.

~~The model She~~ was wearing a lot of thrifted items, which gave me the inspiration to do the thrifting theme on the article titles and connect even more with ~~the boho~~ western personalities. I chose to put the circles across the bottom of the page to guide the consumers' eyes, so that once they have read to the bottom, the circles guide the eyes back up to the hierarchy.

### Day 8

~~This~~On this day, I was ready for some drama! Most of the covers up ~~to until~~ this point ~~had have~~ been lighthearted and bright, but I was feeling like some dramatic studio lights! I ~~decided wanted~~ to give ~~her~~~~the model~~ split lighting on her face to give the idea that she is hiding something dark about herself. Then I chose to make her eye super sharp and crisp so that it would pop. ~~Then~~ I chose to put the type in the place of where her eye normally would ~~be have gone~~ to make the cover feel balanced and to give the idea that that secret was a part of her. I wanted the cover to be fairly simple to give it ~~tha~~ sleek feel and have a very straight-forward message.

*Note on the image: Adding "the" before "dark truth" could make it sound more dynamic.*

### Day 9

~~For this cover I really wanted it to be presented as~~ I wanted this cover to be very clean and easy to look ~~at~~. I wanted the subject to be the only noticeable thing in the photo.

Since the cover was for a sports magazine, I put the model in a running pose ~~because it was for a sports magazine and~~ to make it obvious that she is a runner. ~~Then I wanted her to be~~ I made sure she was looking directly into the camera to give ~~tha~~ a feeling of motivation. I chose a black and ~~gray~~ ~~grey~~ font to match her clothes ~~and to as well as~~ keep ~~a~~ that simplistic vibe. ~~Then~~ I kept that vibe going ~~with chose~~ classic serif and sans-serif fonts to give it that ~~simple simply~~ classic vibe.

### Day 10

This ~~magazine~~ cover is for a fashion magazine, but I wanted it to spotlight an up-and-coming ~~super star~~ superstar. I wanted the superstar to be a youth ~~with and~~ give angsty teen vibes. ~~So so~~ I made sure the model didn't smile or make eye contact ~~no smiles, so eye contact,~~ having a "too-cool-for-school" attitude. Harsh lights and super contrasting ~~editing~~ elements helped bring this about as well.

Originally, I had a an intense font, background and couch image resulted in a cover that ended up looking too busy for a magazine cover with the background, couch and intense font. So so I revised it to be the one that I have now. Where she is more relaxed, the with a simpler background is simple and the and a more appropriate font matches her better.

### Day 11

For this cover, I really wanted to get out of my comfort zone and try sports photography and get some action shots. All I knew is that I wanted a skater and I wanted to get them doing something in mid-air. I purposely positioned him in that spot at the skate park so that I could get the most amount of park concrete and least amount of trees.

For typography, I chose a red skater-style looking font. And I chose red Okay because it have had the image that popped up to stand out and complimented contrast the green trees. The rest of the fonts were basic sans-serif fonts, to keep true to the skater culture by not having anything too fancy fancy of fonts.

**Note on the image:** "Pacific" should be "Pacific"; "North West" should be "Northwest"

### Day 12

This SK8 cover was definitely inspired by the idea of perspective. I wanted to get as close to the skater as I possibly could, making his head much way bigger than his body. and Giving giving the shot it a that classic skater dynamic look. Putting it in black and white gave gives it that a classic skater vibe as well.

I wanted to get creative with the title and the photo by having the majority of the title behind the skater's skaters head, and then have the number 8 in front to have that be the first thing you see and have that nice the title interaction visually with the skater.

### Day 13

I had been very interested in mixed media and the idea of drawing on top of my photo. The idea of mixing professional and fun was intriguing to me. I made really wanted the photo to be a close-up of a woman's woman's face to give an the "in-your-face" kind of feel, but also to create a nice shape for solid negative space. And then I wanted her hair slicked back to give it a that sleek and professional aspect. Lastly, And then I wanted to do the draw-overs on her face and shirt to give an that exciting, fun look feel and use colors that were engaging fun, but not obnoxious colors. And The type followed the shape of her head to keep the feeling of flow and shapes throughout the design.

### Day 14

I wanted to do a second edition to my Day 13 draw-over style cover, but this time I wanted it to be fashion centered. I kept the eye drawings to connect it to the other draw TWIGS magazine. And and I kept the super white background to also give it a similar vibe. But this time I wanted it to feel less intense and more fun. So I did a more relaxed pose, relaxed hair and fun text.

## Day 15

For this day, I wanted there to be meaning behind the message. You know how I like my powerful portraits. I decided to do a profile headshot to give the impression that ~~the model she is~~ like the poster child of feminism, but I ~~didn't~~ want her to be looking at the camera. ~~because~~ I ~~didn't~~ want ~~the~~ whole ~~cover~~ to be centered around ~~her~~ individually. — I wanted it to speak the message and then have her included in the message. I chose ~~pink~~ lights to go along with the feminist message and also to give it ~~an~~ ~~that~~ eye-catching flair ~~that makes you want to look at it~~. I wanted the text to be feminine, but also have authority. ~~And then I also~~ wanted the colors on the title to look like there was a pink light shining on the title ~~as well~~.

**Note for the image:** Should there be a question mark after “What does it mean to be a girl”?

## Day 16

Boho and creative portraiture were my inspiration for this cover! I wanted flowy motion, a slight blur and just something super out of the norm. ~~To~~ to resemble the warm, moody, emotional trend in photography right now. I wanted this magazine to be aimed towards other creatives and catch their eye, even if it doesn't catch ~~a~~ ~~the~~ normal person's ~~spersons~~ eye. I wanted it to feel fun, fun and thought provoking. I had a hard time deciding to have the cover in black and white or in color. ~~But~~ but I chose black and white because the contrast between the title and the black and white just looked so engaging ~~killer~~. Chose the ~~The~~ font I chose because it gave ~~had the~~ a boho, yet professional and fun vibe, but also professional and fun. Then I chose the deep rust color because it matches the boho culture with ~~the~~.

## Day 17

I really wanted to push myself with this one by telling a story that is prevalent in ~~today's~~ ~~today~~ world and can apply to the majorities. Originally, I tried a composite of multiple images to show that you ~~can't~~ ~~can't~~ always see that someone has an addiction. But overall, the design had too many ideas going into it at once and was overwhelming.

So, I revised it and chose one photo, but did handwriting of ~~thoughts~~ ~~thought~~ that ~~addicts~~ ~~addicts~~ have, to give it that personal feel in it. Then I placed ~~have~~ the word “HOPE” ~~hope~~ beaming over everything to ~~give a feeling of optimism~~ ~~show that there is hope~~. And I also made ~~put~~ everything monochromatic except for the word ~~hope~~ ~~Hope~~ and the beams coming ~~off~~ ~~of~~ ~~it~~ ~~hope~~, so that the audience looks at ~~Hope~~ ~~the~~ ~~hope~~ first instead of the negative ~~elements~~.

## Day 18

Because I liked my ~~Day 15~~, **GIRLS** magazine so much, I wanted to do a second edition. This time, I ~~did~~ want the cover to be based around one person. ~~Someone~~; ~~specifically, someone~~ who inspires girls. I wanted the girl to look confident, but not overpowering, because I wanted to appeal to the girls that don't want to be ~~all up in peoples faces~~ ~~aggressive and pushy~~ about the fact that they are ~~a~~ girls. I wanted to show that you can be emotional and reserved and have normal girl emotions and still be a powerful force. This is a fashion cover, so I wanted the

clothes to be noticeable, ~~But but~~ I also wanted it to be ~~more~~ simple and classy. ~~To to~~ To go along with the feeling of being reserved, feminine and patient.

## Conclusion

Doing a project every single day for 18 days is no easy feat! I learned even more, how essential planning out the ideas in depth, ~~beforehand~~~~before hand~~ is. It makes the project run so much more smoothly and helps get the best possible outcome. I had a ton of success when I planned ~~out the out my the~~ the exact shot ~~il~~ I wanted to get, and was intentional with every aspect ~~in from~~ of the photo, ~~From from~~ From the background to the pose to the fonts. However, I also learned how to adapt when things ~~don't go as planned go south~~ don't go as planned and how sometimes thinking on my feet can bring out a whole different creative outlet that I never knew I had. Overall, I learned ~~how much~~ how to push myself creatively, emotionally and even physically to get my creative ideas into a reality. And by ~~making it a daily goal, doing one thing every day, I will~~ making it a daily goal, doing one thing every day, I will drastically improved my skills and ~~learned taught me~~ learned taught me that no matter what, I need to keep creating every day.