



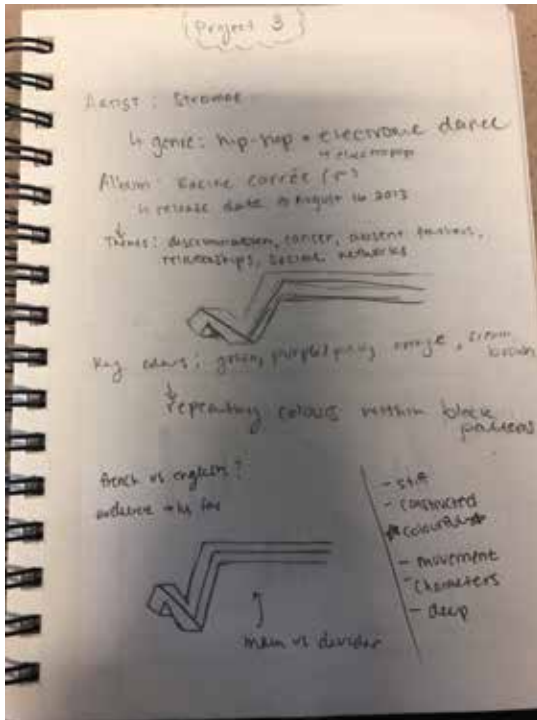
**Sasha Shehryar
Process Book**

Process - Moodboard

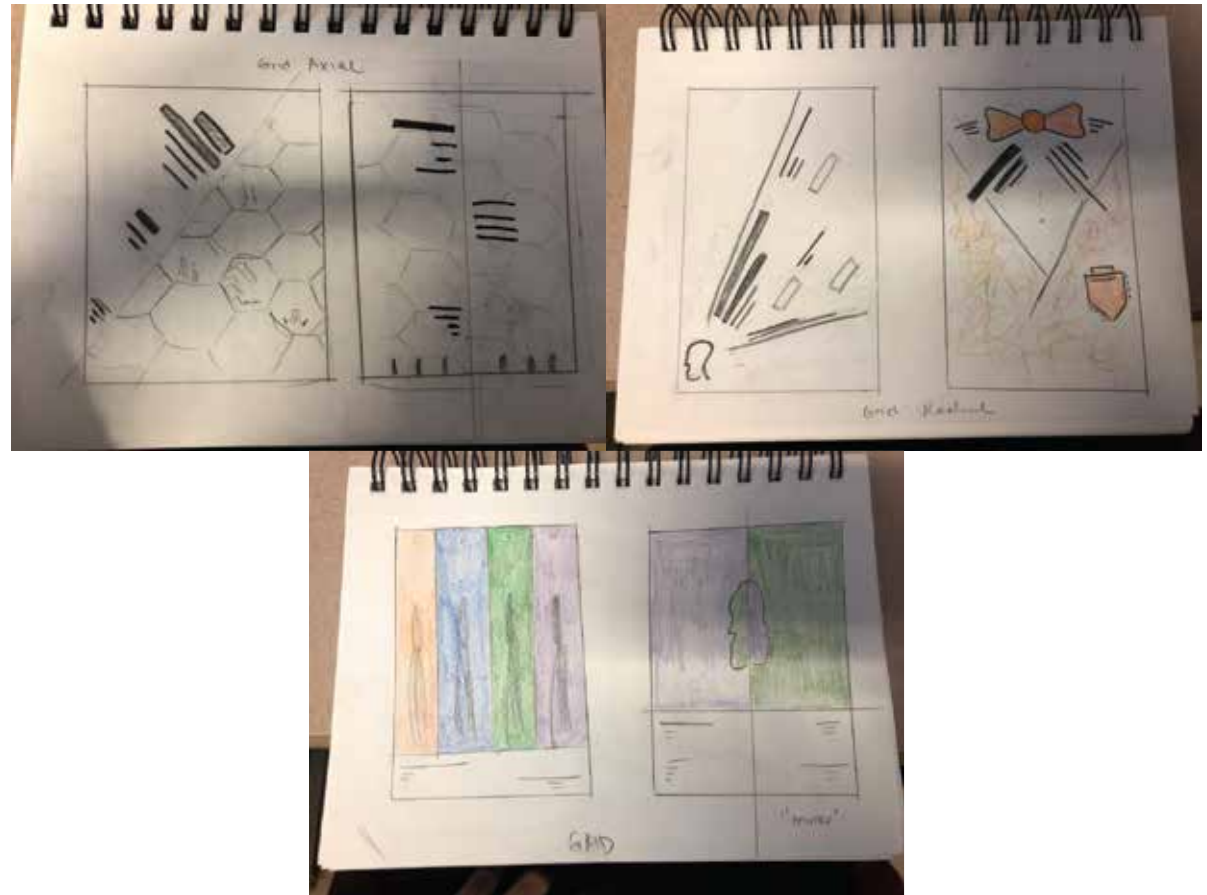


- Word Association:
- stiff
 - whimsical
 - colourful
 - balanced
 - coordinated
 - movement
 - character
 - deep

Process - Sketches



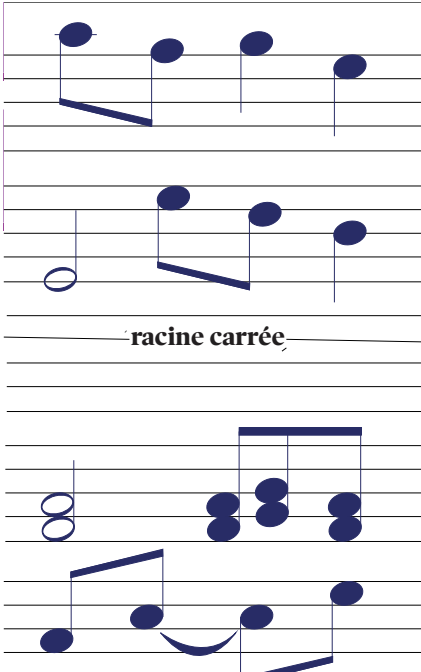
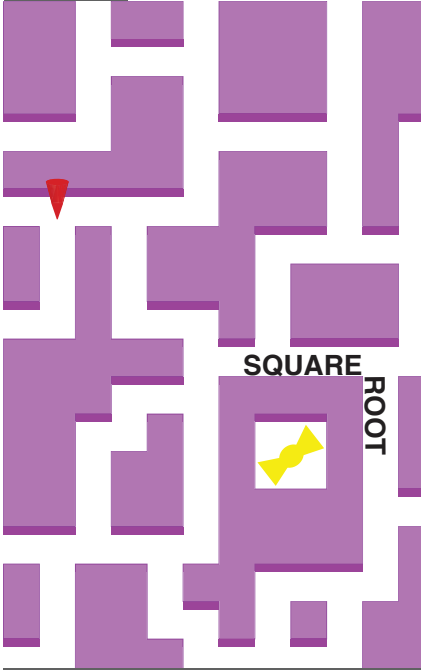
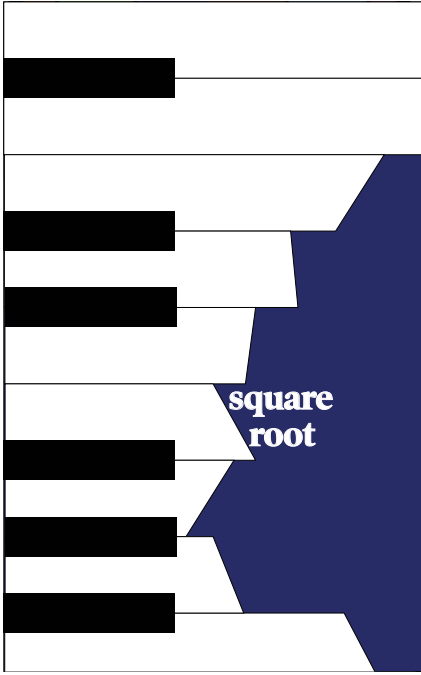
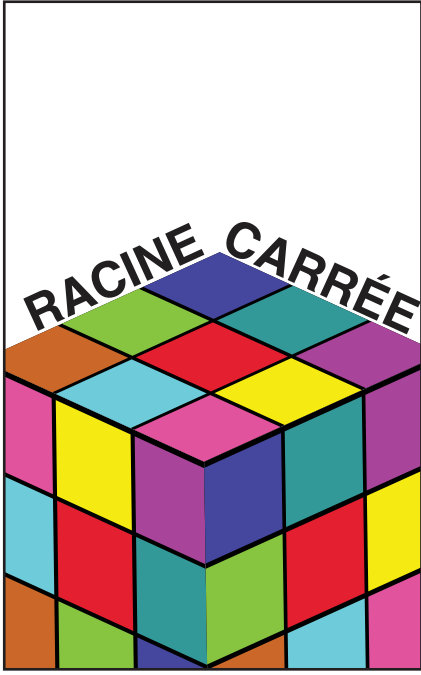
Research



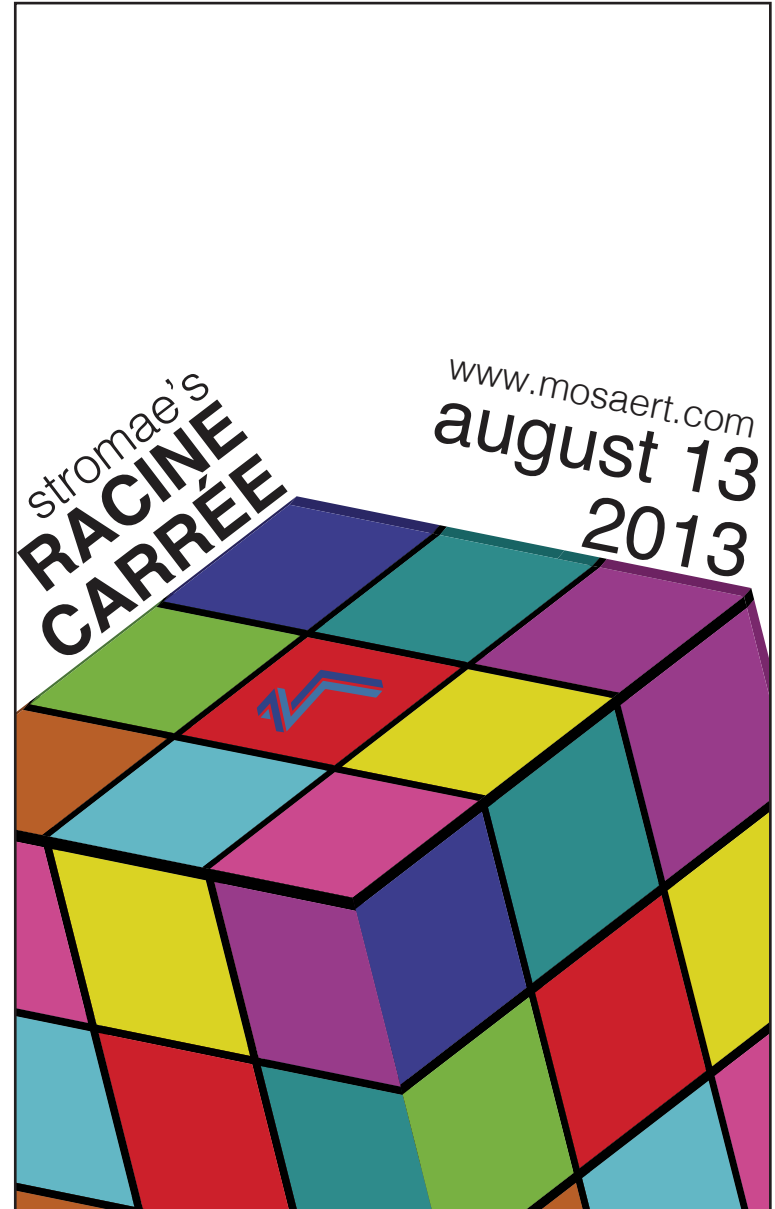
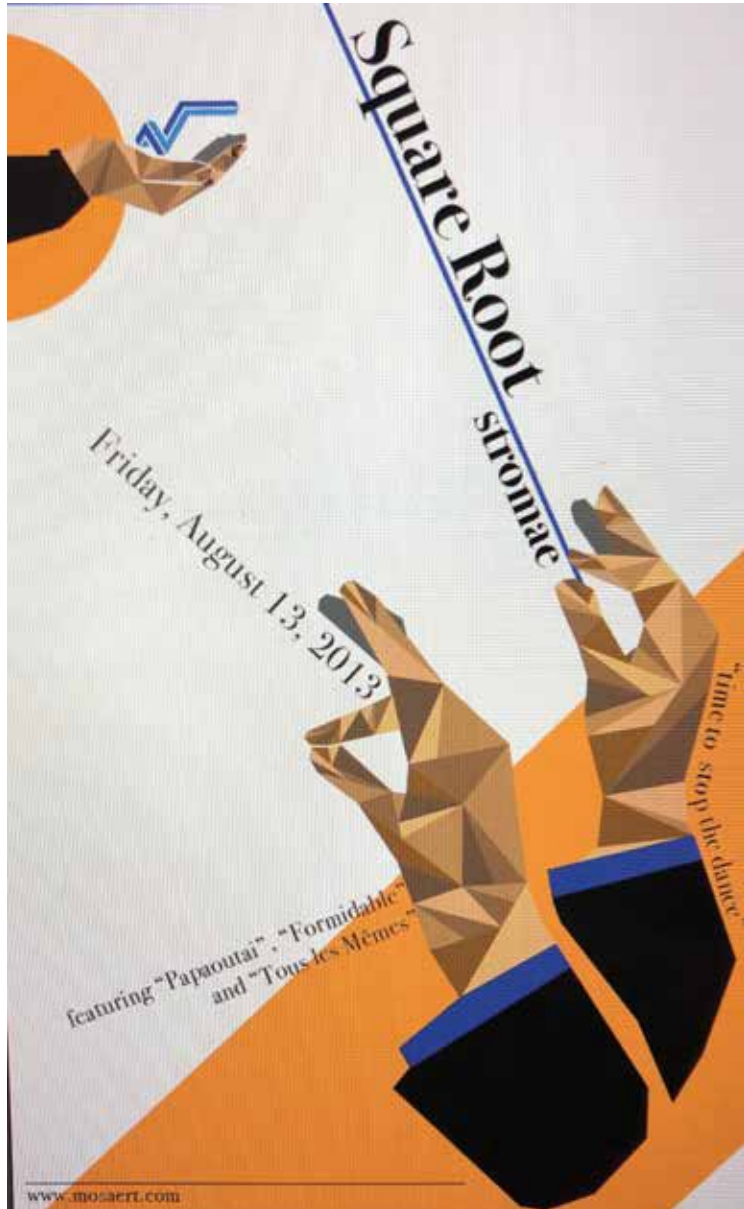
Concept Sketches

- Critique:
- use more original imagery
 - focus on sounds of the songs
 - work with radial grid

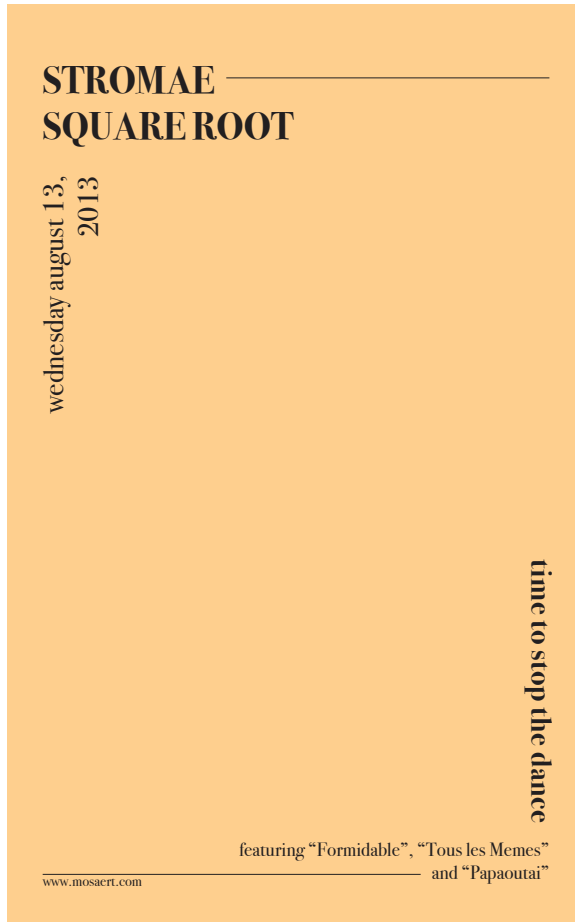
Process - Digital Imagery / Layouts



Process - Digital Layouts - Placing Type



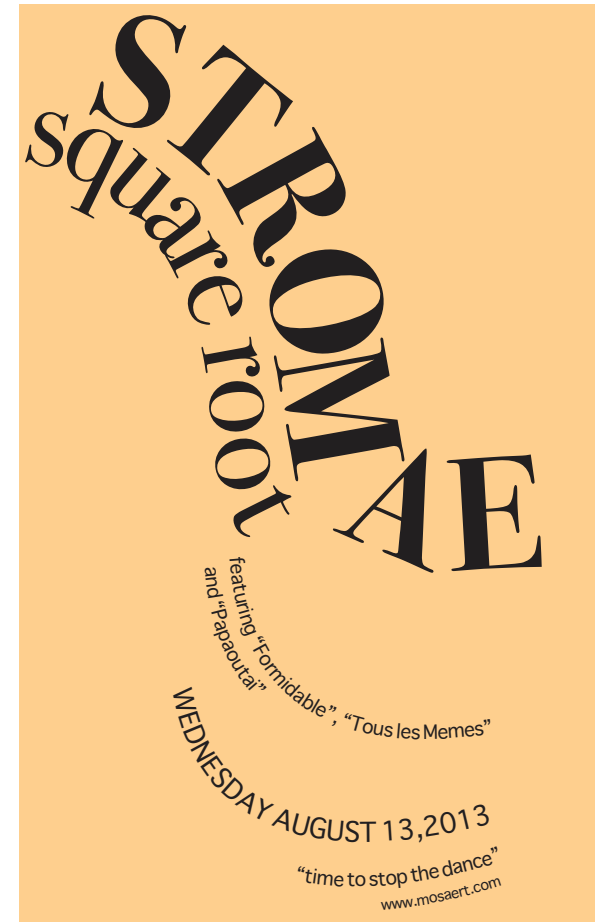
Type Systems



Quiet

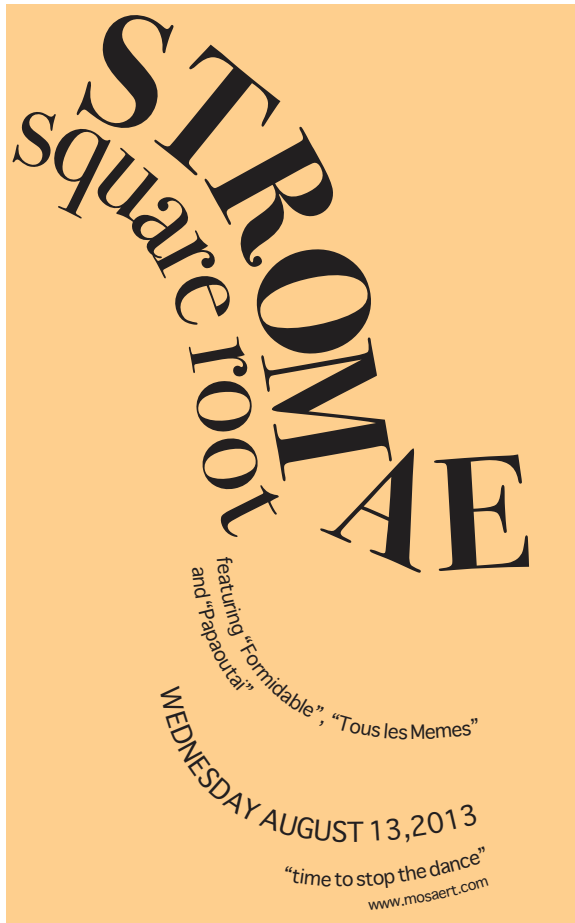


Loud



Experimental

Favourite Type System



Favourite Treatment



My Poster

Changes that have to be made:

- have all text follow radial grid
- use different font for body text
- make artist's name more prominent
- upsize font for artist and title of album
- follow curves of imagery