

# ⑥ A Design Directions - Visual & Tone of Voice

# INDIVIDUAL

Name: Zhanlong Deng

Please include a moodboard with images indicating visual design directions and tone of voice.



## Describe. (1-2 sentences)

My work in the group is to create a series of posters to promote our idea, infographics that show our findings in our publication, and a VI System. Because we are planning to go with a thematic design, thus our group must have a common in this case, the use of typeface, logo, colours, and similar design style to unify our work.

The work is mainly formed with three colours, black, white, and yellow. The poster that I'm looking forward to making can showcase the needs between ourselves and our furry friends are mostly the same. We are both capable of experiencing positive and negative feelings.

## 5 keywords

- Dark
- Bright
- Claustrophobic
- Zen
- Clean

# 6 B Possible Design Outcomes

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Please visualise 3 possible directions for your individual project (ideation and sketches)



Describe. (1-2 sentences)

I'm thinking of using large areas of positive and negative space to create a sense of space, using different typographic to show a specific mental state, such as using large types to fill up the space to create a claustrophobic sensation.