



E-BOOK

A designers journey of experience.

created by **Serena Hawken**



CONTENTS

01. Inspiration/Ideas Moodboard

Project: Set your mind on things Above

02. Inspiration/Ideas Moodboard

Project: The Parables of Jesus

03. Inspiration/Ideas Moodboard

Project: Micah 6:8 act justly love mercy walk humbly

04. Inspiration/Ideas Moodboard

Project: Attributes of God: Resting in Him

05. Inspiration/Ideas Moodboard

Project: Nehemiah: Rebuilding

WELCOME



I have decided to sit down and log my creative process so that one day I can look back and learn from what I have done so far. Now that I have been working in the role of Communications & Engagement for 18 months, I now have enough material to start collating my journey in some kind of journal. Getting to the end result can be a long road - it takes time to come up with concepts/ideas and then add all the elements (typography), then convert into all the different assets required for the event.

On my first day of handover, looking at the computer in front of me I realised I had my first challenge. I had done my graphic design studies on a PC and in front of me was a Mac. After a huge learning curve (of which I do not regret) I became a Mac user. One word - Airdrop! Makes my life so easy when I design something on my Mac and then Airdrop to my iPhone to post to Instagram. Also, I take a lot of photos for my work. Coming back into the office and Airdropping to my Mac so that I can adjust the images in Lightroom - my life made easy! I'm converted. No more clunky PC keyboard, I now have a slim (bluetooth at home) keyboard.

Serena Hawken

DIGITAL CONTENT CREATOR

CHAPTER

01 : Inspiration/Ideas Moodboard



Project Brief:

Assets for Church Sermon

- Announcement slides
- eNewsletter banner
- YouTube thumbnails
- Advertisement poster (print)
- Study booklet (InDesign)

Large Format
RGB mode for slides
CMYK for posters

Topic: Set your mind on things above

First step once I have the topic is to research what has been done in the past (especially by other Baptist Churches). I print off A5 size sheets with the images that appeal to me most. For this topic, the top image stood out to me most. The next step is finding an image (Adobe Creative Cloud - stock images) that would be suitable for the job.

IMAGE INFORMATION HERE



Adobe Stock Image Typography

After locating this image in Adobe Stock Images, I took the image into Photoshop and added some Black & White photo filters and soft sepia effects. Then for added effect, I added some smart filters - lens flare. To make the image more clouds and therefore more space I changed the perspective. This also made the image look different so that my end result will be my creation.

The typography chosen:

Presenters Name & Date: Acumin Pro Wide, Light Italic

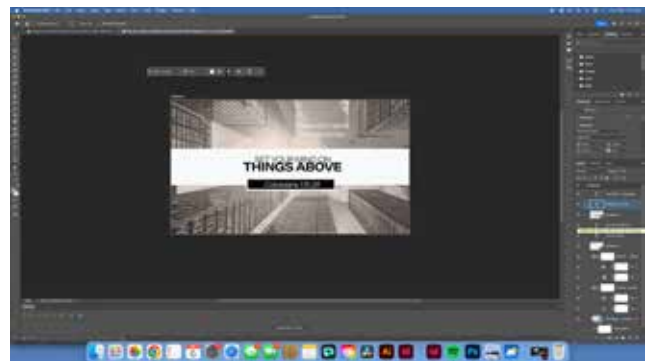
Set your mind on: Acumin Pro Wide, Light 63

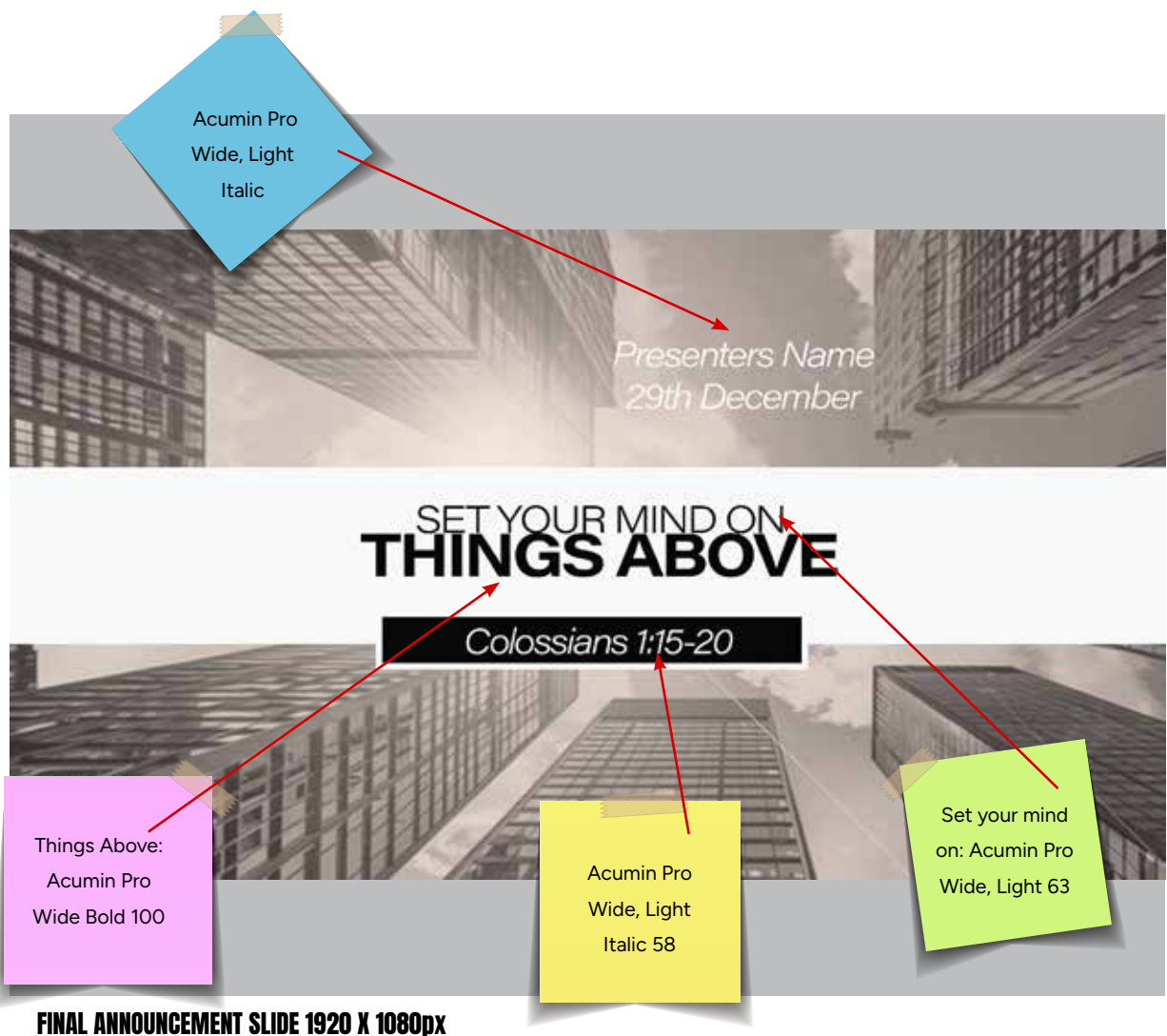
Things Above: Acumin Pro Wide Bold 100

Colossians: Acumin Pro Wide, Light Italic 58

Final Design Comes together

For this project the usual assets did not have to be produced, simply a 1920x1080 px announcement slide. Once this slide has been finished the final step in the process is to physically go into the auditorium where the slide will be shown and check legibility from the very back of the auditorium. There are all kinds of factors that play a part in readability for the audience. Some of these factors are light

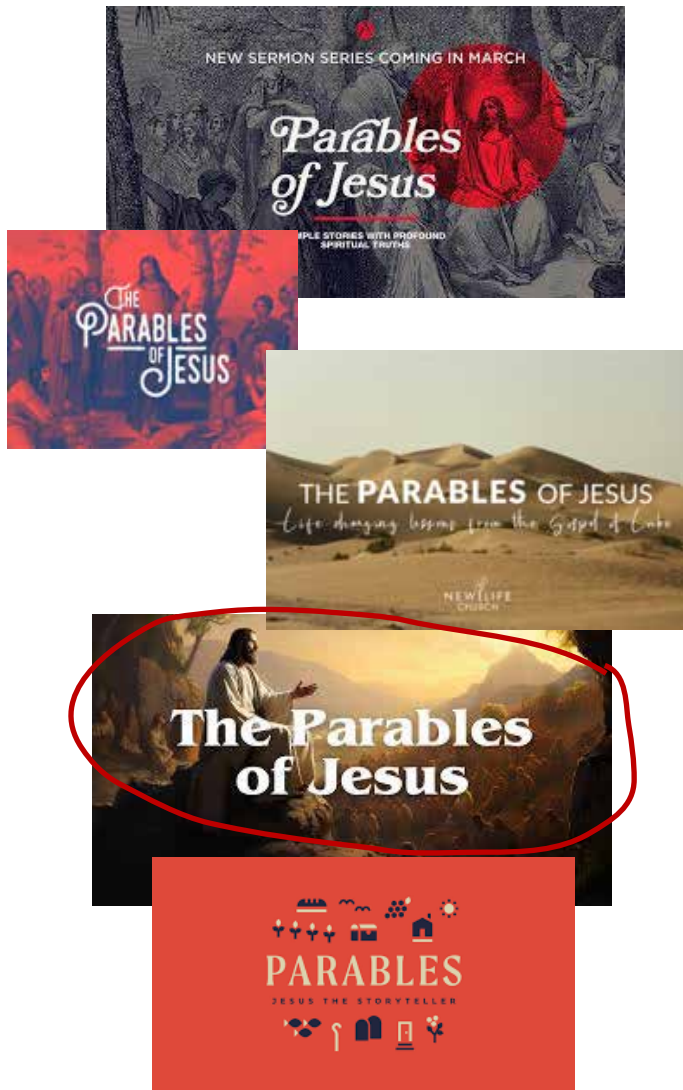




CHAPTER

02 :

Inspiration/Ideas Moodboard



A5 printed tiles of design inspiration

Project Brief:

Assets for Church Sermon

- Announcement slides
- eNewsletter banner
- YouTube thumbnails
- Advertisement poster (print)
- Study booklet (InDesign)

Large Format
RGB mode for slides
CMYK for posters

Topic: The Parables of Jesus

First step once I have the topic is to research what has been done in the past (especially by other Baptist Churches). I print off A5 size sheets with the images that appeal to me most. For this topic, the image with Jesus telling stories (parables) to the people stood out to me most. The next step is finding an image (Adobe Creative Cloud - stock images) that would be suitable for the job.



Adobe Stock Image Typography

After locating this image in Adobe Stock Images, I took the image into Photoshop and adjusted the image by going into the Filter Gallery, choosing Texturizer: Sandstone. The effect was basically a sepia or black and white image, taking out some of the detail, giving a blur like effect. Then I vectorised a logo and layered it over the image

The typography chosen:

Presenters Name & Date: Aktiv Grotesk Ex light 64px
The Parables of Jesus: Vectorised logo



Final Design Comes together

For this project I found an already designed and produced "Logo" with the project topic: The Parables of Jesus. The typography in this logo really appealed to me but I didn't think the black typography colour would go well with my design which now had a sandstone texture. I knew I would have to take the logo into Illustrator. Two steps did the job:

1. Removed the white background
2. Vectorised the logo in Image Trace.

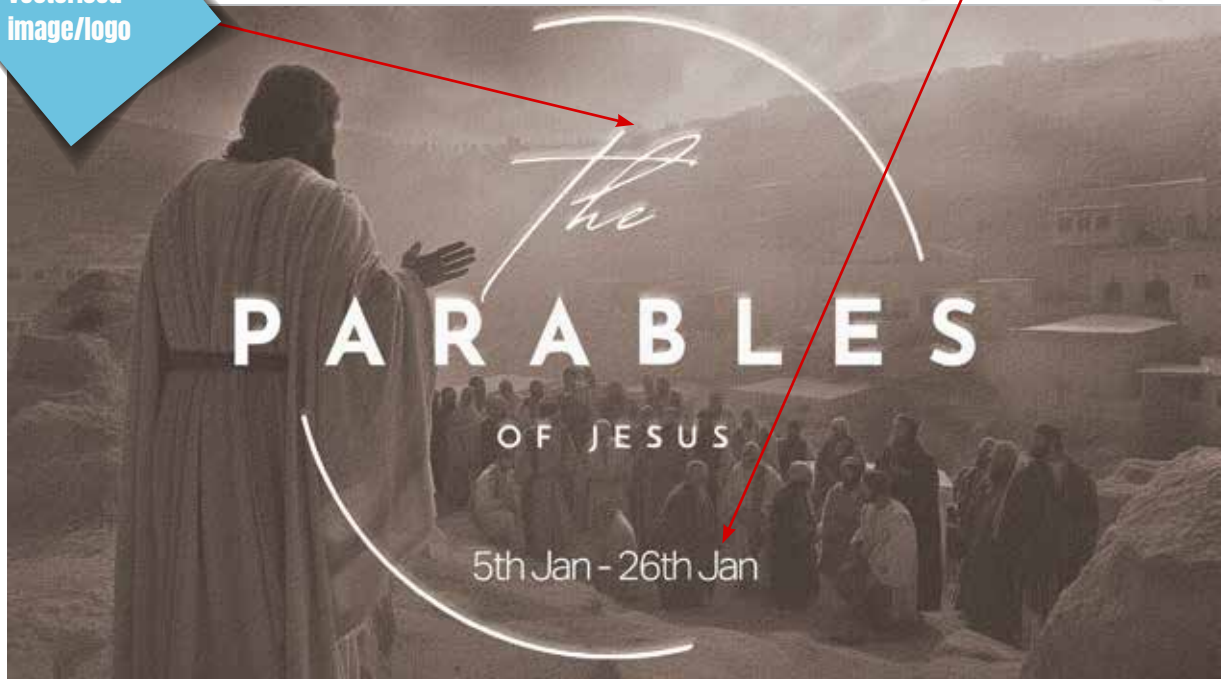
Illustrator is perfect for vectorising an image that needs to be enlarged without losing picture quality.



Project Assets

vectorised
image/logo

San Serif
Typography
light



FINAL ANNOUNCEMENT SLIDE 1920 X 1080px



Blank SLIDE 1920 X 1080px (presenter adds their points of interest)



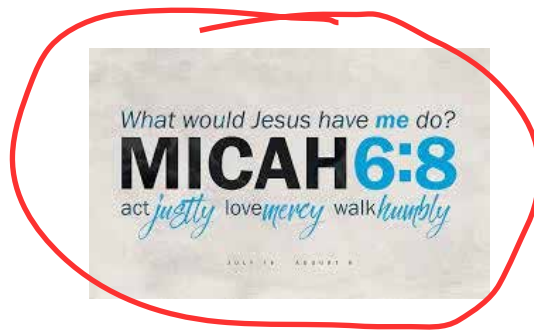
Instagram Post 1080 x 1080px
Poster (print, CMYK) 14.8cm x 21cm



eNews Banner 600 x 200px

03

CHAPTER



Inspiration/Ideas Moodboard

Project Brief:

Assets for Church Sermon

- Announcement slides
- eNewsletter banner
- YouTube thumbnails
- Advertisement poster (print)
- Study booklet (InDesign)

Large Format

RGB mode for slides

CMYK for posters

Topic: Micah 6:8 act justly love mercy walk humbly

First step once I have the topic is to research what has been done in the past (especially by other Baptist Churches). I print off A5 size sheets with the images that appeal to me most. For this topic, it was clear that this job would be purely typography based. I was up for the challenge and a challenge it was, finding the typography that worked. This time the only help I got from Adobe Creative Cloud - stock images was the background).

Adobe Stock Image Typography

Starting with one Artboard in Photoshop, I slowly tried different backgrounds and typography. At the end I ended up with 8 different Artboards. The end result goes up on a 16:10 ration large format projector screen (H: 2.3m x 3.2m) in an auditorium with lighting and sound. Based on this the next step to find out which one would be selected was to take them and put them up on the screen in the auditorium to view them in the large format.

Viewing the different Artboards on the auditorium screen highlighted the readability and narrowed it down to three Artboards. These three Artboards were then presented to the decision maker of my organisation as part of collaboration. A final decision was made that Artboard No. 7 would be the best option due to the clear, simple and legible design.



Best option contained three very important elements of design: simplicity, legibility & clear (readability).

Once the design was chosen it was duplicated for the purpose of creating a slide for each presenter with the relative dates, topics and presenters name. There were four different tiles required. A blank slide was also produced as well as a banner for the poster and eNews publication. Duplicating the tiles all on the same screen in Photoshop made it easier to change the various details for each individual tile. Once complete, all files were exported to a file to be loaded into the right areas.



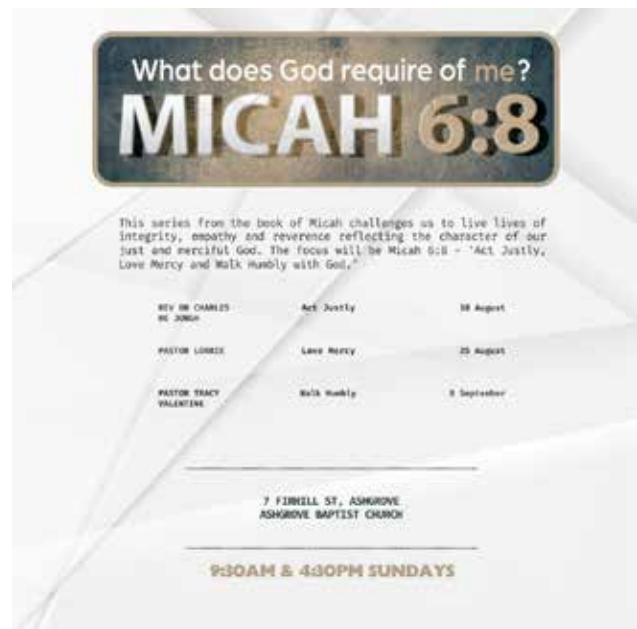
Project Assets



FINAL ANNOUNCEMENT SLIDE 1920 X 1080px



eNews Banner 600 x 200px



Instagram Post 1080 x 1080px
Poster (print, CMYK) 14.8cm x 21cm



Blank SLIDE 1920 X 1080px (presenter adds their points of interest)



Instagram Post
1080 x 1080px

**your
creativity
is a
reflection
of your
creator.**

Genesis 1:27

Inspiration/Ideas Moodboard

Project Brief:

Assets for Church Sermon

- Announcement slides
- eNewsletter banner
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CHAPTER

Large Format
RGB mode for slides
CMYK for posters

Topic: Micah 6:8 act justly love mercy walk humbly

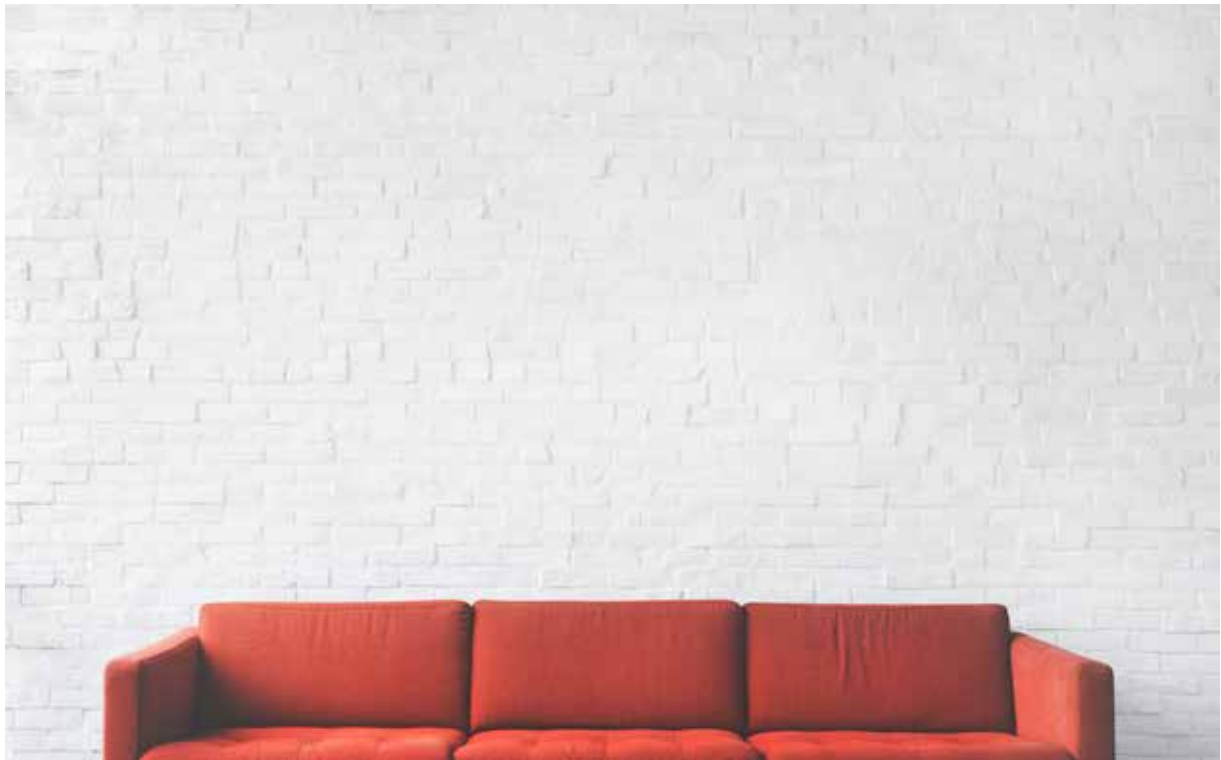
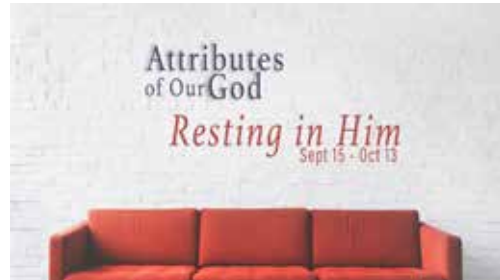
04



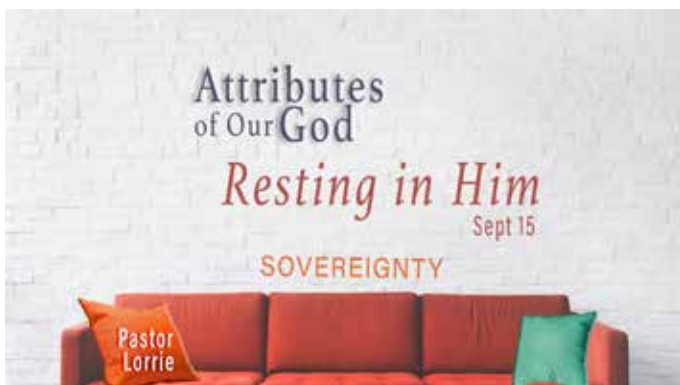
First step once I have the topic is to research what has been done in the past by other Baptist Churches. On the left are the A5 size sheets with the images that appealed to me most. I found a great image in Adobe Creative Cloud - stock images.

Adobe Stock Image

I started off with the image of the orange sofa, then added some coloured pillows. Then I had to experiment with typography to get the Title: Attributes of Our God and the sub title: Resting in him to fit on the page. The date was added and then finally the sermon title of the speaker and the speakers name. Again a lot of testing took place to make sure the typography was legible.



Adobe Stock Image



FINAL ANNOUNCEMENT SLIDE 1920 X 1080px



A3 Poster for Advertising the upcoming events



Banner for eNews and poster



Blank slide for presenters points

CHAPTER

05

Inspiration/Ideas Moodboard

Project Brief:

Assets for Church Sermon

- Announcement slides
- eNewsletter banner
- YouTube thumbnails
- Advertisement poster (print)
- Study booklet (InDesign)

Large Format

RGB mode for slides

CMYK for posters

Topic: Nehemiah: Rebuilding



These are the A5 size sheets with my inspiration design images that appealed to me most. This time I found plenty of design inspiration and so it was made quite difficult to decide which way to go. Also, this time Adobe Creative Cloud - stock images couldn't help me and so I sourced my background image from Church Motion Graphics.

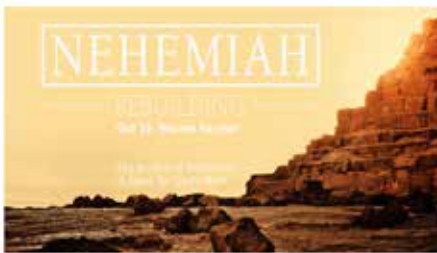


BACKGROUND IMAGE



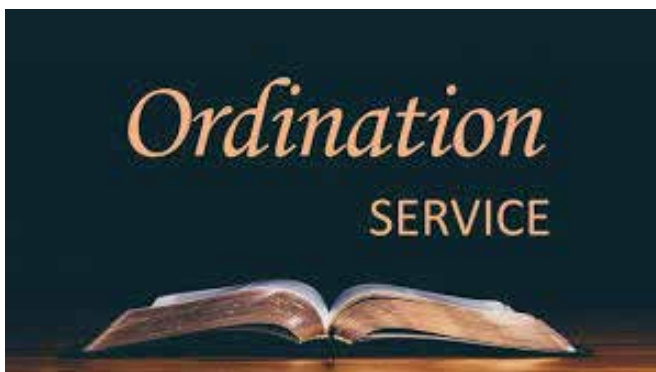
First job before adding the typography was to remove the temple in the yellow part of the original image. Photoshop did a great job at this. Adding a lense flare to the image shed some light from behind the wall of stone.

Project Assets



MORE

FROM THIS DESIGNER



**CONTENT
CREATION**