

Free Hair Poster

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Brief:

- Typography-based poster to support the social movement/revolution that is happening in Iran
- 2-3 Color Max
- Slogan: Woman, Life, Freedom
- Iran Color: Green and Red
- Research & Learn



Mind Map & First Sketch:

Mind Map Concepts:

- Flag of Iran, lion/sun, many eyes, al-Qaeda, black-killing, flag
- deadly laws, tears, hanging, rope, bird
- liberty, death, situation, women, life, freedom
- rise up, restricted, no freedom, rebellion, collect smart, brave, hair, strong fighting spirit, silk, veil, pleated, chiffon, crinkle, satin
- hijab, women, stop regime, people vs power, breaking cuffs, stuff getting clean
- restricted freedom, bird, feathers, wings, out, green, yellow, white, red, courage
- death, over, water, wings, outrage, led, green, speaking, green-yellow, white, red, courage

Sketches:

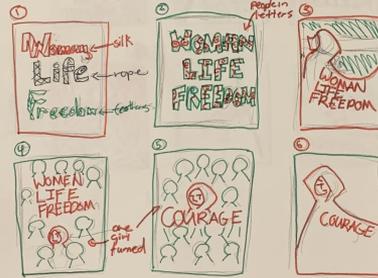
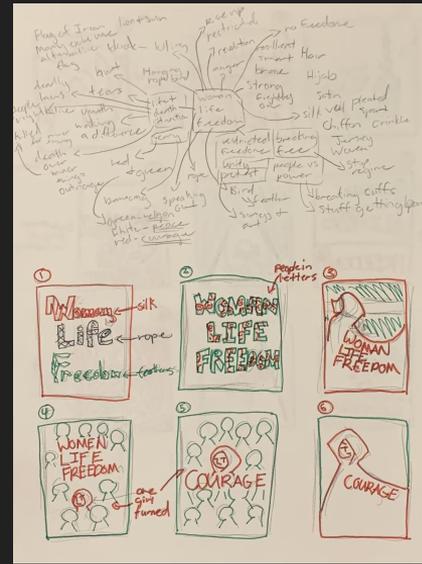
1. WOMAN LIFE FREEDOM (silk, rope, feathers)
2. WOMAN LIFE FREEDOM (people in letters)
3. WOMAN LIFE FREEDOM (woman's face)
4. WOMEN LIFE FREEDOM (one girl turned)
5. COURAGE (woman's face)
6. COURAGE (woman's face)

Sketches:

7. Peace (rope)
8. WOMAN LIFE FREEDOM (Positioned like a hijab silk bands)
9. COURAGE (lion)
10. WOMAN LIFE FREEDOM (Cape of flag)
11. PEACE
12. WOMEN LIFE FREEDOM (woman face in letters)
13. PEACE
14. WOMAN LIFE FREEDOM (flag make green word)
15. WOMAN LIFE FREEDOM (wards make woman)

Thought Process:

- Flag Color Meaning:
 - Red-Courage
 - White-Peace
 - Green-Religion
- Symbols: Bird, Rope, Lion
- Texture: Silk, Fabric, Rope
- Want woman as focus

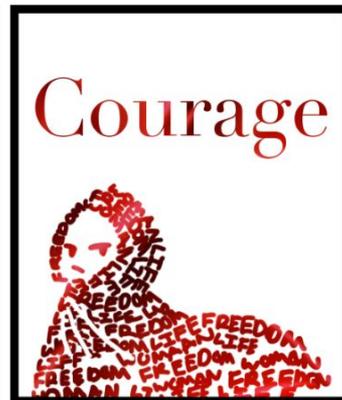
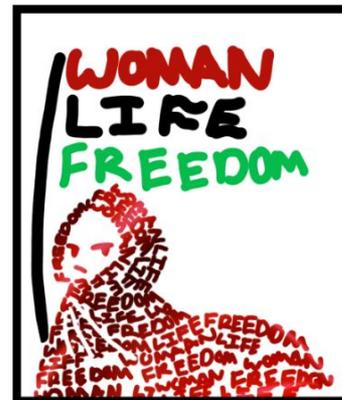
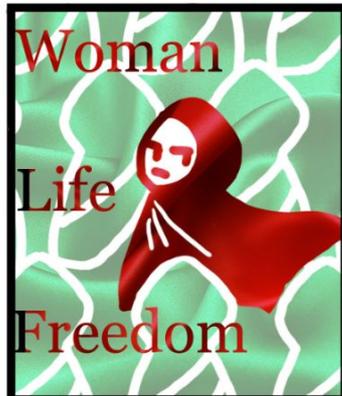
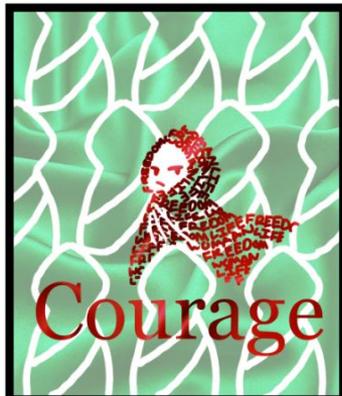
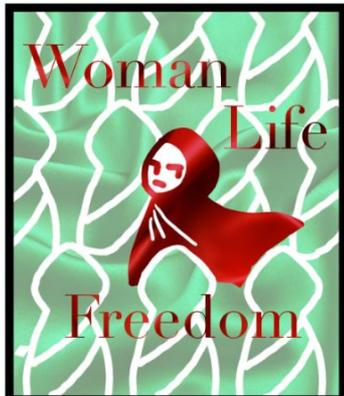


Thought Process:

- 5 was chosen to improve
- Red Girl contrast against Green crowd
- Crowd moving while girl stand and face audience



Digital Sketch:



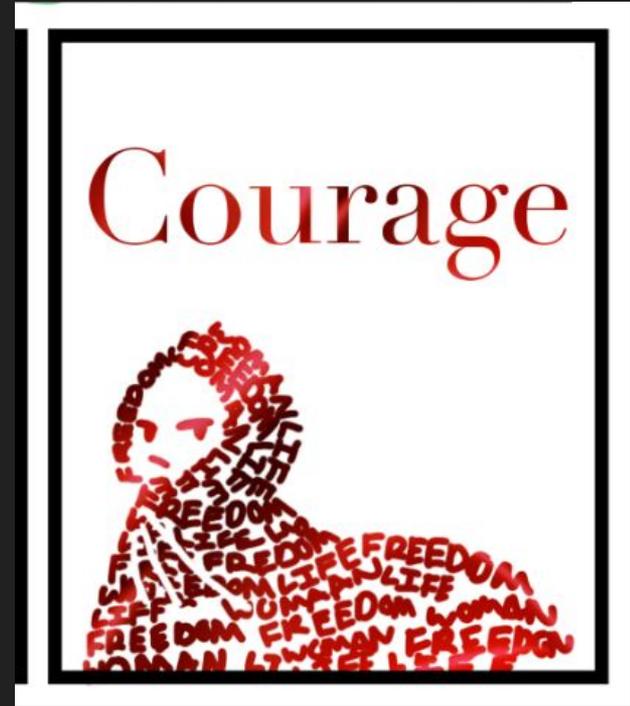
Thought Process:

- Different use of texture
- Different typography & font
- Different color combo
- Different composition

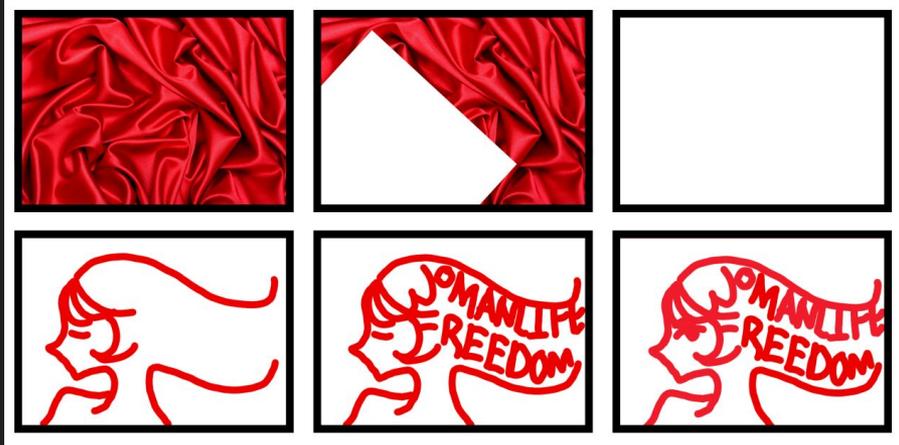


Thought Process:

- Last image chosen
- Change hijab to hair = more fitting for movement + easier execution

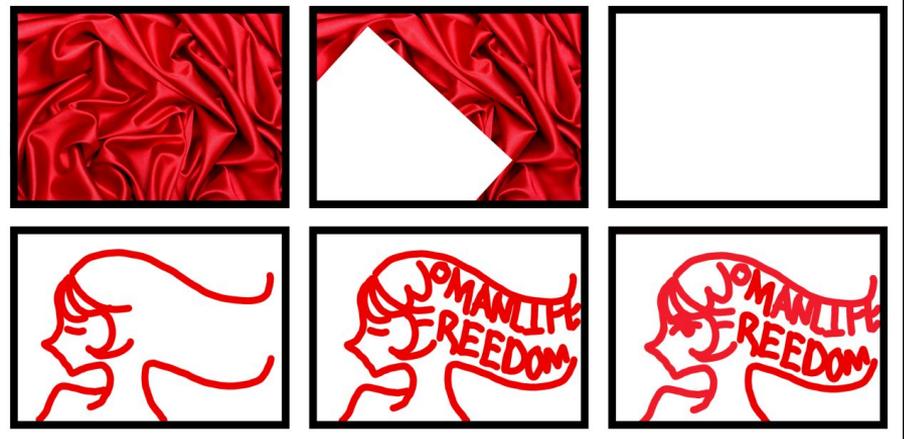


Storyboards:



Thought Process:

- Make hair out of text
- Make the poster vertical
- Simplify poster
- Contrast of White & Red



Thought Process:

- 2nd storyboard chosen to animate



First Animated Poster:



Thought Process:

- Tools: Satin Cloth, Felt Paper, Exacto Knife
- Satin + Felt Paper = Texture
- Digital Paint Handwritten Typography animated in Photoshop
- Simplify it even further



Thought Process:

- Need to fix typography
- Be more readable



Final Poster:



Thought Process:

- Remove outline to show letters better
- More stylize & interest to look at
- More readable



Final Comparison:



WOMAN
LIFE
FREEDOM



WOMAN
LIFE
FREEDOM