



Final Major Project

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The Project Brief

For my final major project, I am going to create a zine. This zine will showcase how a combination of character design, world design and graphic design, along with a good story, can influence a person, stay with them and change how they view the world.

The message of the zine is about rebellion and how to stand up against fascism. I believe this message is important to convey in today's media. It is aimed at an age range of people from 18-30. The zine would consist of character sketches, an idea of the world they live in, and a story that conveys the message.

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Module: 662379_A25_T2: Major Project (Graphic Design)

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Final Major Project: Zine/The Impact of Design in a Story

Overview

To produce a zine based around character design and world design. Stories have the power to influence and change people's mind, and a massive part of a story is the design of the world.

Objectives

The goal is to create a bunch of character designs, along with illustrations of the world. All of them are based around a story and theme of standing up to fascism. A bunch of posters and concepts of how it would be adapted to different media will also be created to go along with the zine.

Impact/Key Issue

The message of the story should impact those and gather interest in this idea. From there, the idea can be expanded upon and take new life in whatever medium it gets adapted into. I want this story, through the design, to let people know they can stand up against fascism. However, I also want to comfort the disturbed and disturb the comfortable with the imagery.

Target Audience

- The age range of 18-30. Adult only series/imagery.
- Minority Groups [Disabled, LGBTQ, etc]
- Those with an interest in unique story telling
- Artists and Creators

Tone of Voice

- Edgy
- Gore
- Rebellious
- Gothic
- Motivational

Aftermath

I want to pursue this idea further at the end of the course, along with pursuing jobs that specialise in Illustration and Design. I hope to get this project made into a full series and IP in the future.

Research

For research, I looked into series that had inspired me and influenced my own stories and character designs. The main two I chose was the game Ultrakill and the anime Mononoke. Along with this, I looked into multiple case studies talking about the importance of character design.

From the research I learnt how to make character designs that are memorable, along with how to make them match the story. This helped me conceptualise what to design when creating the zine.



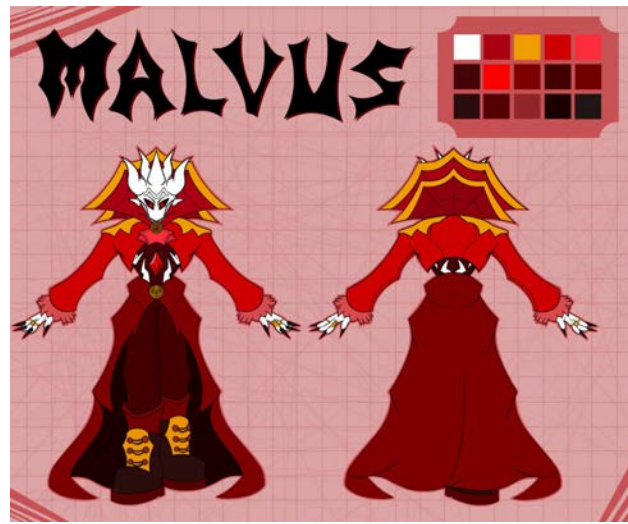
Design Visuals

The beginning of the visuals was easy to decide, as this began as a self-initiated project, one with 3 years of prototype designs.



This resulted in an easy beginning, as I already had an idea of what needed to be drawn, and what could be remade to fit the zine and the more focused message.



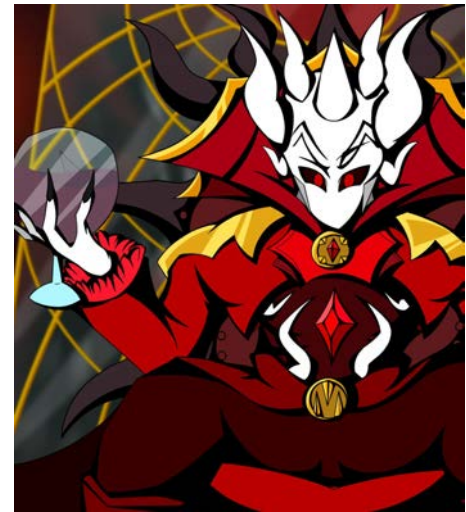


I chose very specific colours for each character, as to communicate their character and purpose through design alone. This helps the story while respecting the reader.

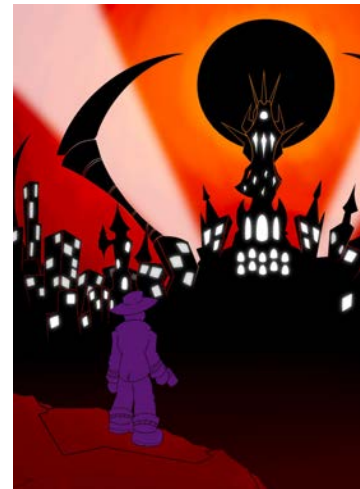


The imagery of each design was also very purposeful. The villain was designed to invoke imagery of the devil, a very well known image of evil in media. While the hero was made to look more casual and friendly, helping the reader relate to him.

While making the zine, I wanted each character to also have an art piece. This would give them more of an idea of what the characters were like and what their role was. Along with this, each one would be in a different style, meaning people could connect to one of them, and through that, stay engaged with the zine.



This continues over into the world, as a few key locations were drawn, so people can visualise what world the characters live in, and also what they are up against, solidifying the message.



User Testing and Iteration

The first parts of user testing came around during the first zine prototype. Specifically with how everything needs to look.



First of all, a good introduction for each character needed to be made, to help people understand the story and relate. Along with this, logos needed to be made, as to showcase more of the Graphic Design element of the zine, along with the typography.





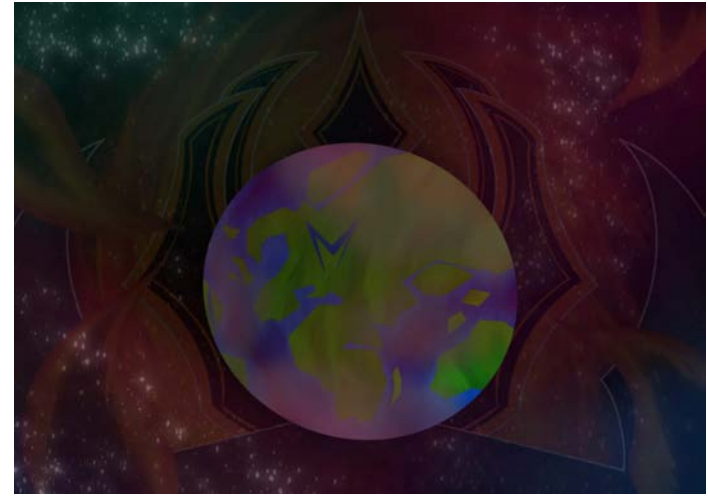
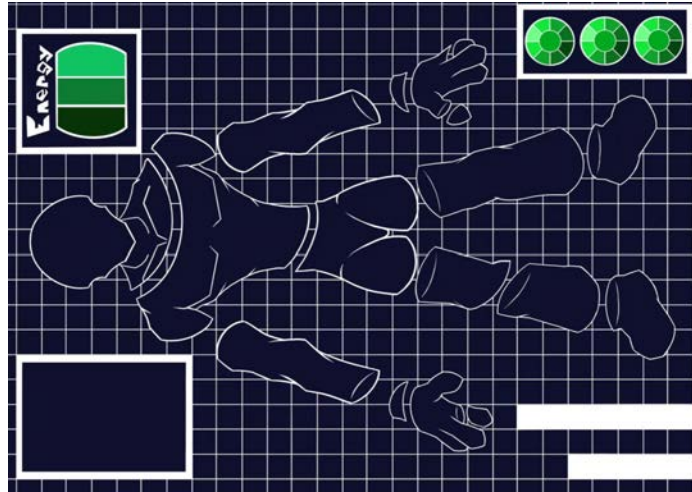
A prototype for each character double spread was made, combining the character guide, introduction and art piece. The order of the zine would be the first hero and villain, followed by the second hero and villain. This would then be the end of the zine, allowing the people to put the story together through the characters and the pieces along with them.



Audience/User Response

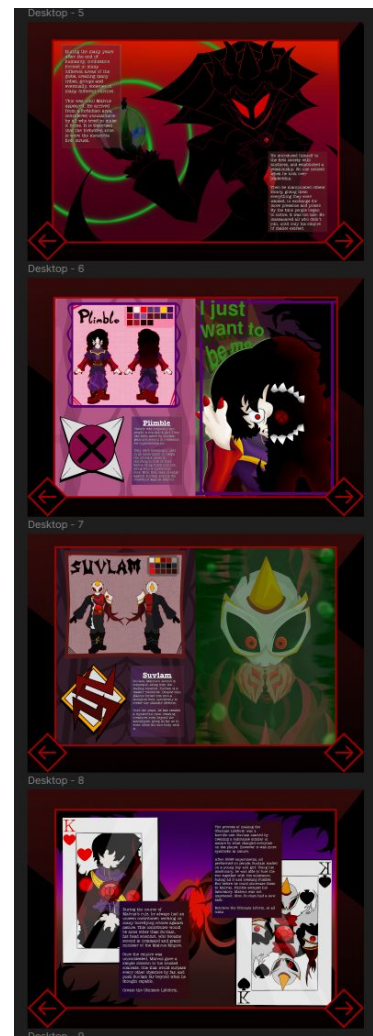
After showcasing the zine to a variety of people, it was recommended that the story and world be elaborated on more. To do this, I came up with art, spread across two pages, which would dive more into how the world became how it is, and showcase the rebellion more.

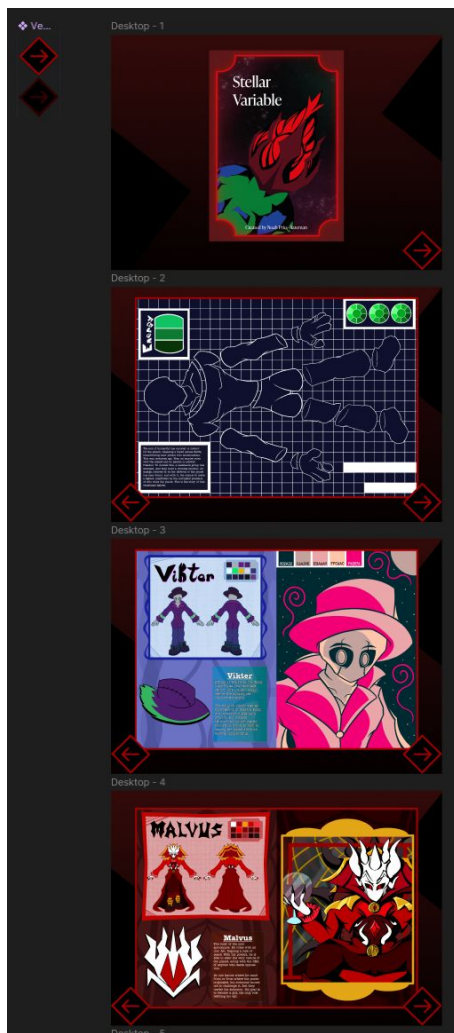
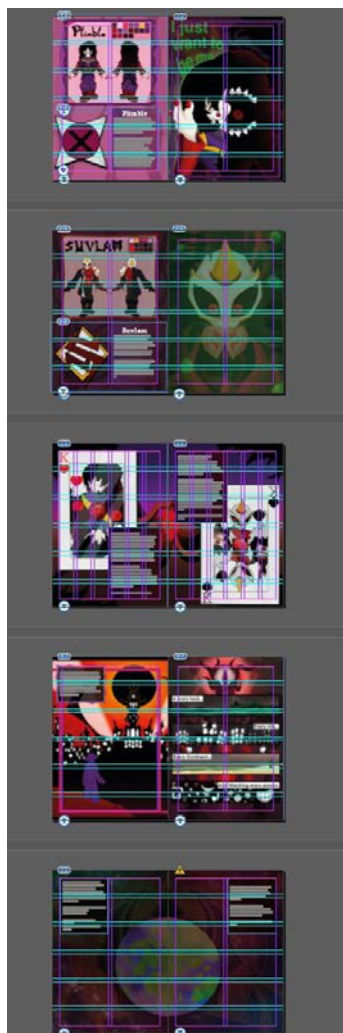
Along with this, people also commented on the placement of the images and text. The placement of text and images would be refined within InDesign.



Realisation of Final Outcomes and Deliverables

Through Adobe InDesign, the final version of the zine was made. This would include the images, the placement of all the text and where each double spread would go. This resulted in a layout I believe conveys my story in a clean and natural fashion, allowing for the impact of my work to be at its highest.



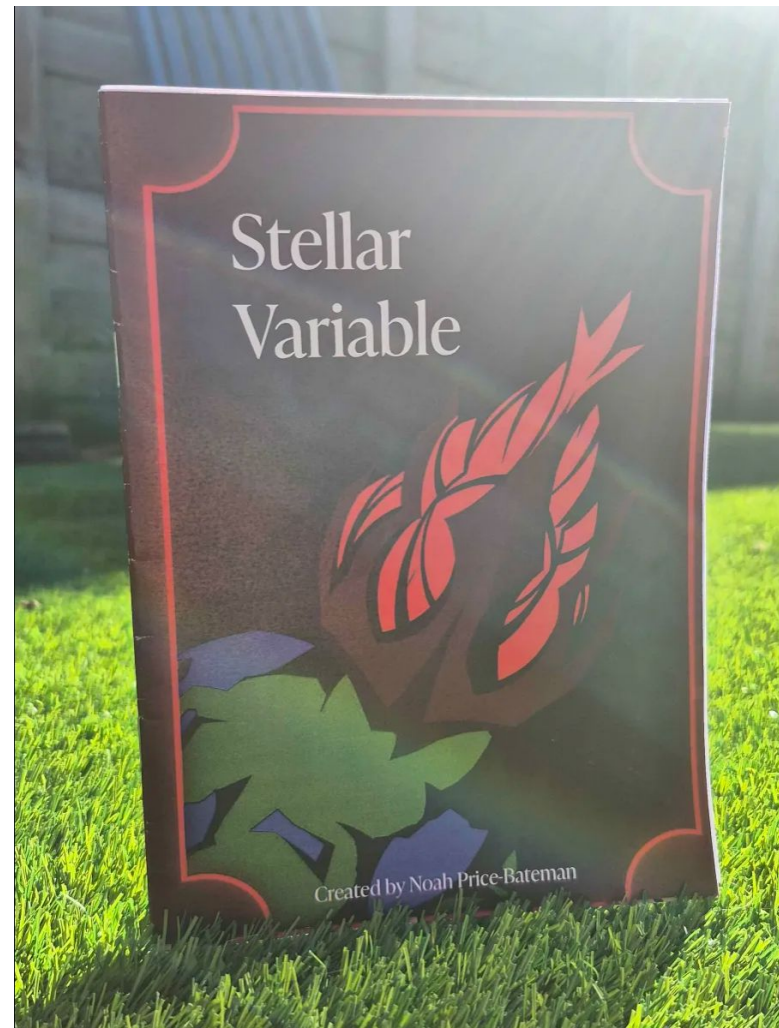


Once finished, a PDF was made so people could read it from there. Along with this, an online prototype was made through Figma, as to accommodate people who preferred digital. Lastly, a physical prototype also printed. This approach was chosen as to make sure everyone had access to the zine.

Impact/Potential Impact on Target Audience

I have succeeded in creating a zine that is available to everyone, and hopefully the story stays with people, or interests them. This would impact them as they could then look at the real world and find some inspiration in this zine. I also believe I have showcased multiple skills that can be transferred into many different types of professions, especially those that lean towards story telling and illustration.

If I were to extend this project, I would make multiple prints of the zine and hand them out, as to ascertain which type of zine layout people prefer.





Thank You

References

Ultrakill. (2020). PC [Game]. Oceanside, CA: New Blood Interactive.

Nakamura, K. 2007. “Mononoke” [Anime].
Tokuma Shoten, July 12th