SoKy STUDIOS

Zodiac Card Deck

Process Book

# Table of Contents

Introduction

In Advanced Illustration, we were required to create and physically order a set of cards based on a theme of our choice. Creating a card deck was a dream of mine, so I was stumped for a theme at first. I decided to create personified zodiac characters for each of the 12 suites and the face cards are spiritual eyes. I was obsessed with zodiacs in middle school and since then they have always stuck.

Here is a screenshot of my Pinterest board I made specifically for card deck inspiration:
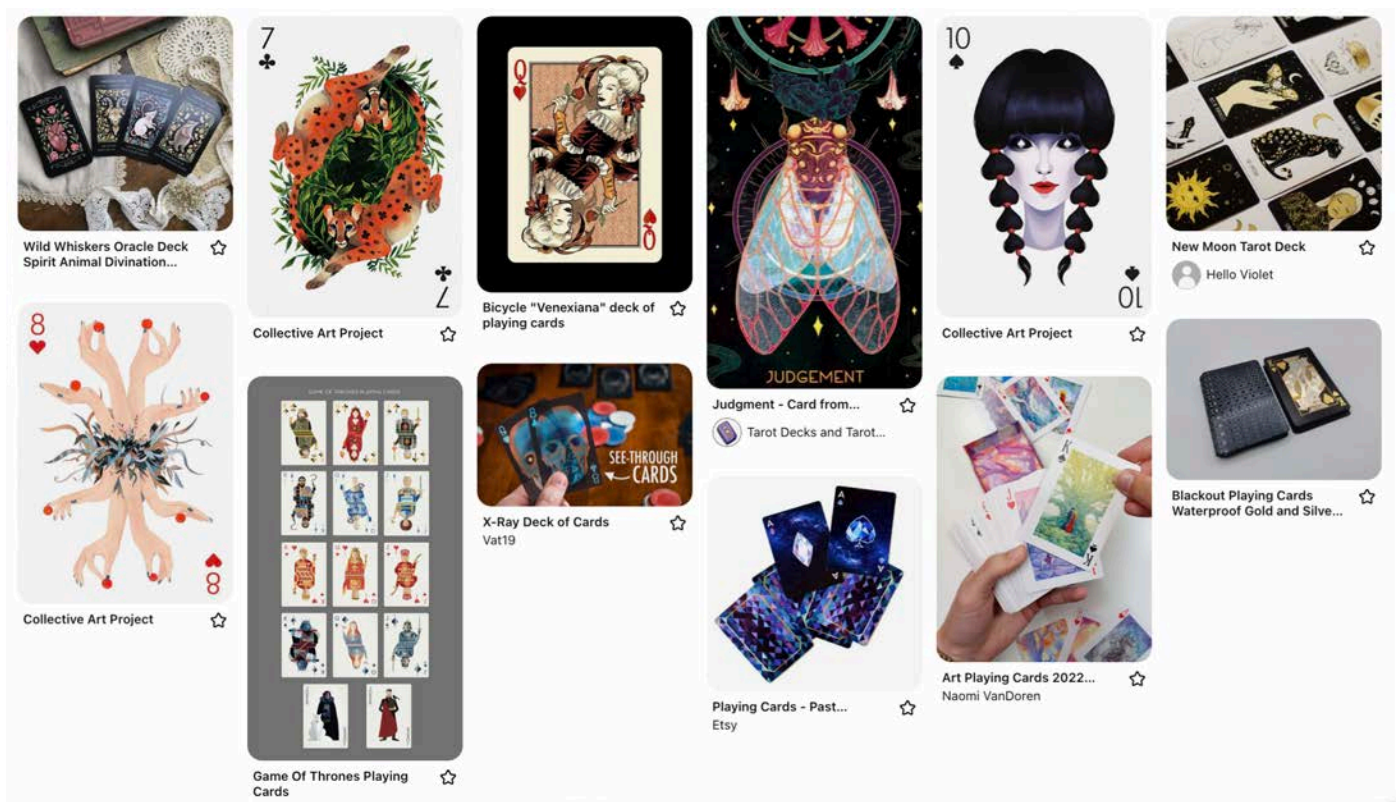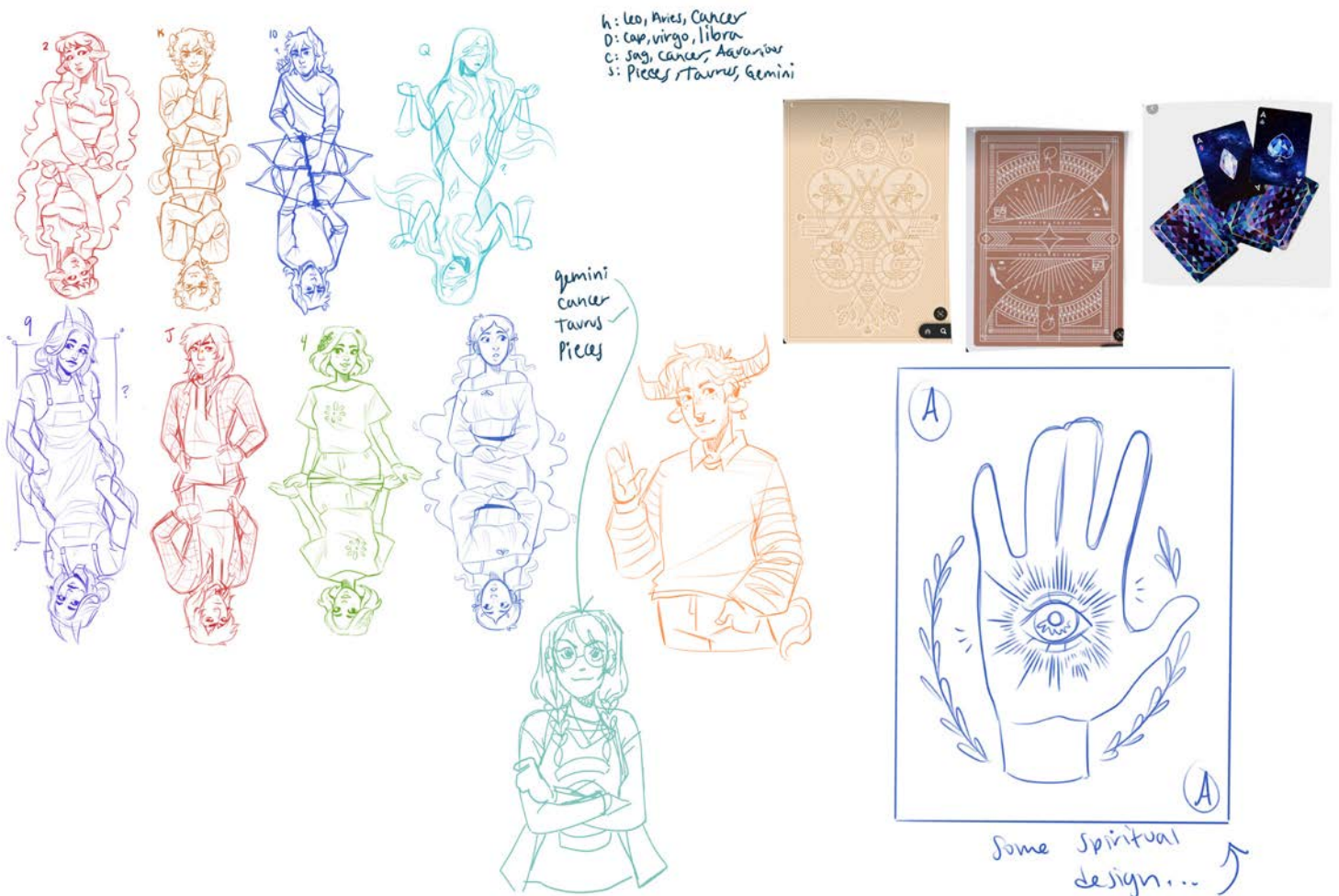
Research

When doing research for any project, I always start with finding inspiration photos of other peoples' work. I never know which direction I want to go in, so these examples that I find are always a big help for me. I personally enjoy traditional cards with flipped suites of King, Queen, and Jacks as if they were mirrored. I knew I wanted to implement this in my own final card deck. I had to research each individual zodiac and use a color palette that inspires the aesthetic and personality of each suite. Each face suite group has a limited color palette.
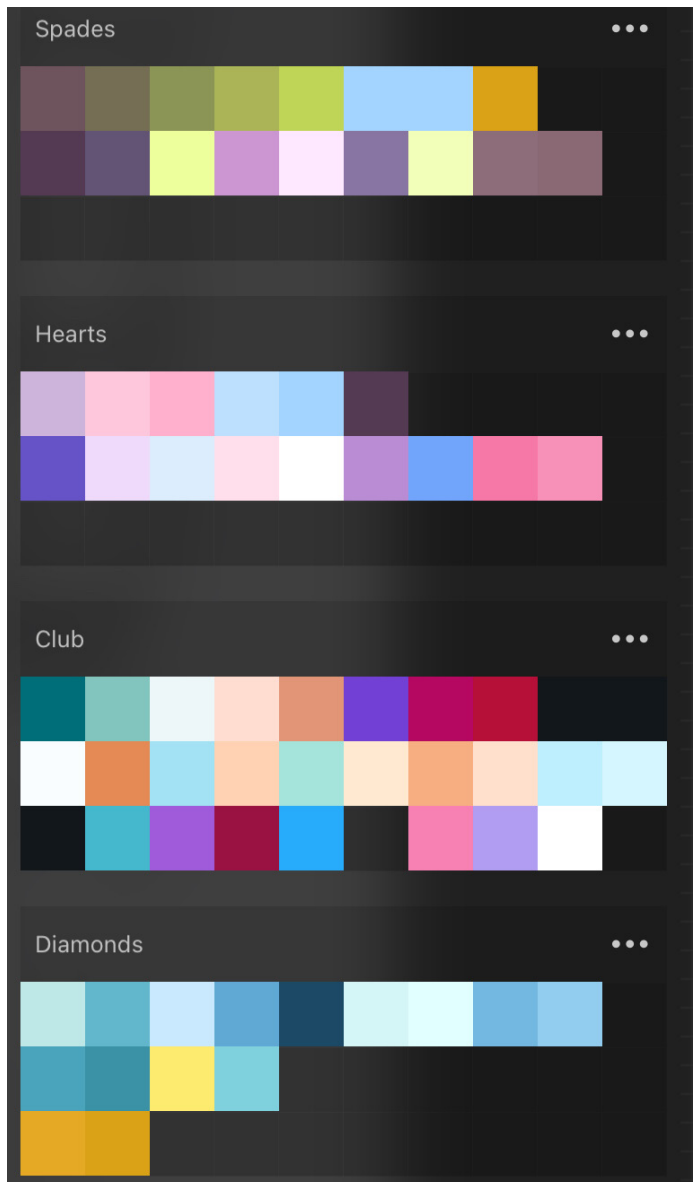
Sketches

I created an array of sketches of character design for each suit. I had planned to distribute the zodiacs throughout the number cards but realized I could use the 12 zodiacs for each of the card suites. I found creating the number cards design was much more difficult. I had wanted the design to feel spiritual as to compliment the zodiacs but my first few sketches came out very stiff.

h: Leo, Aries, Cancer
D: Cap, virgo, libra
C: sag, cancer, Aquarious
S: Pisces, Taurus, Gemini

gemini
cancer
Taurus
Pisces

Some Spiritual design...

Revisions

My suites came out how I had wished but the number cards still needed some work. The left card below was my first attempt, it is very flat and boring. When in critique, my class suggested I continue my eye style within the suite cards, including lashes, to give it a more cohesive feel to the illustrated Kings, Queens, and Jacks.
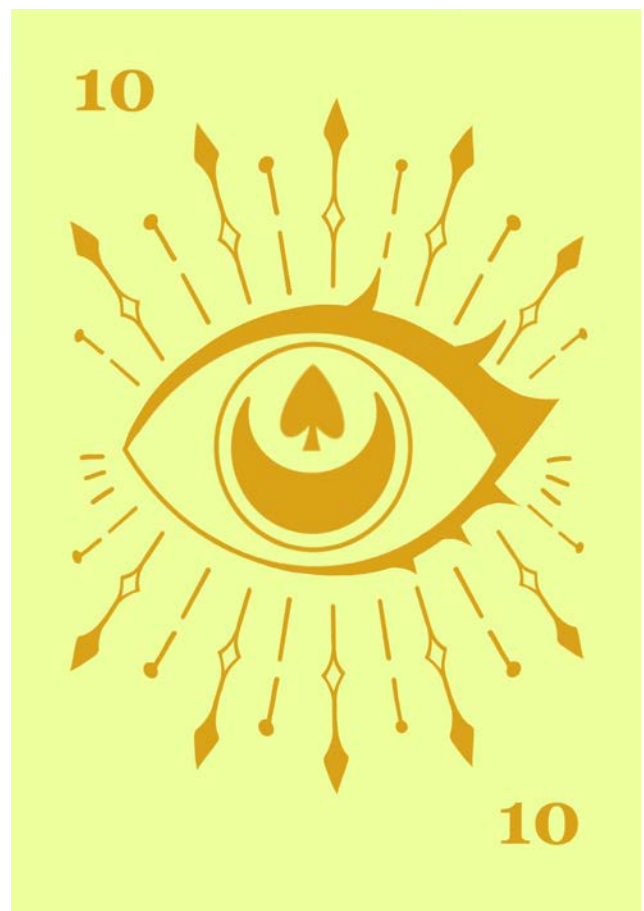
The right card is after implementing the feedback, this eye fills the cards white space and attracts the viewers attention to be focused at the center. I love how the number cards turned out! The feedback was just what I needed to help spruce the design to be more original.

Finalizations

I had to create the ace cards design and continued to use the ace for the front of the card deck box. I continued to use the crescent moon I had included in the number cards eyeball. I wanted this deck to be pastel yet colorful as well as a limited palette to create a cohesive final piece. When ordering the cards, you are able to apply gold to the edges for a price, this was an offer I could not refuse. The gold compliments the whole deck!

Mockups

As a designer, mockups are important to display work and see the product come together. I researched some card deck mockups before purchasing just to make sure the design was cohesive. I wanted to include a mockup displaying the deck and it's back cards as well as a mockup displaying one of the suites intricate design.

Conclusion

It's amazing to see hard work finally paying off! This is a project I have personally always wanted to do, I learned so much and will continue to make card decks in the future. I had thought this process would be quite simple but it got confusing and even difficult at times but finally seeing the product was worth it. I'd recommend this project to all designers as a challenge and cute coffee table conversation starter.