



HALEY JOHN
DESIGNS

runder woman process book

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RESEARCH

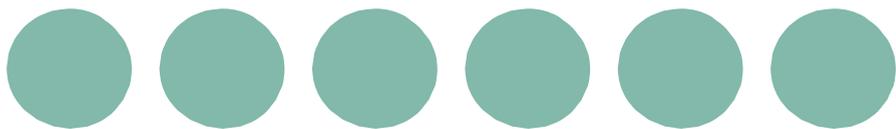
color swatch

Project Brief: Create a t-shirt design for the 2020 5K by Women Run Arkansas, with a Wonder Woman theme. My contact for the project was Gearhead Outfitters.

Background: Women Run Arkansas was formed in 2000 when they saw a need for an all women's running club. They offer free 5K training and running clinics all over Arkansas.

The t-shirt design was specifically for the Jonesboro running clinic.

I began my research into Wonder Woman by collecting inspiration photos. The Gearhead marketing team decided to go with the name “Runder Woman”, so I wanted to reflect the original Wonder Woman logo into the typography. After gathering inspiration photos like these, I began to work on sketches for the design.



IDEATION

The important first step of a project is to begin sketching. Wonder Woman's colors and costumes are almost universally recognized. I decided to play with the idea of creating a running shoe out of her costume. Wonder Woman's famous wings on the logo were also incorporated into the type.

I emailed with the team and we decided to add a banner to the design to display "Runder Woman".

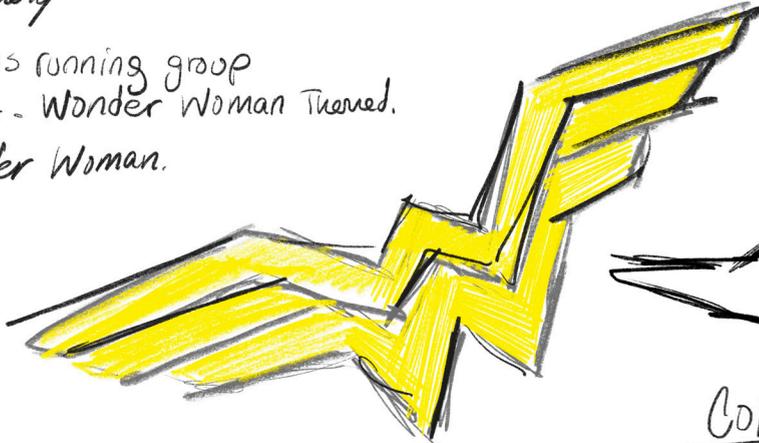


Women Run Arkansas

↳ formerly women can Run

- Womens running group
- + - shirt - Wonder Woman Themed.

↳ Runder Woman.

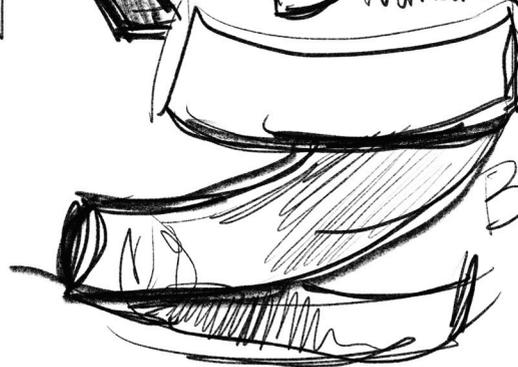


Colors

- Red
- Blue
- White
- Yellow



↑
Wonder Woman
Costume theme



Banner

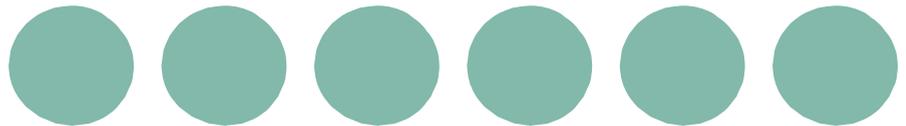
REVISIONS

After submitting my sketches I began working on the final artwork. My first round of artwork ended up being very close to what would be chosen as the final design. We decided to remove the banner that went behind the shoe and add a white outline to help it pop. Then we started brainstorming where to put “Jonesboro 2020”.





I met with the team and we discussed the different options for where the date should be displayed on the t-shirt. We decided on the third option which helped to contain the artwork without spreading into the rest of the shirt.



FINAL



*Designed by Haley
John*

Women Run Arkansas– Jonesboro Clinic T-Shirt

The 2020 Women Run Arkansas– Jonesboro Clinic t-shirts were inspired by the 2020 Olympics and the mighty Wonder Woman. As a fun twist, we switched it up to "Runder Woman" to resemble the power running can play for women.

T-shirts will be on sale for \$20 (additional charge for 2XL and 3XL). Deadline to purchase a t-shirt is to be determined.

Runder Woman allowed the design team and I to have fun a feel powerful, like Wonder Woman. We were able to create a strong design that would be worn all over the local area. I was proud to be able to start my internship at Gearhead with such an exciting design.

The final design was featured on the website where women could sign up for the Jonesboro clinic.







HALEY JOHN
DESIGNS

movie poster stamp design

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RESEARCH



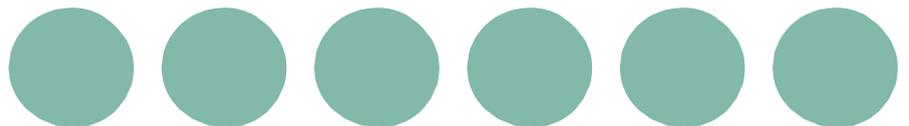
Penny Black
The first stamp.

Project Brief: Create stamp designs that have a movie poster theme using flat art.

Background: The first stamp created was in 1840 by Rowland Hill, almost everyone has seen or used a stamp in their lifetime. While traditional mail is going downhill, stamp design is stronger than ever.



Researching stamp designs was an educational experience for me, I never considered that stamps were complex and beautiful designs. Inspiration pictures like these helped me understand the direction I wanted to go in.



IDEATION

I began my ideation by sketching, I originally decided that I would create Pulp Fiction, Star Wars, and Titanic for the 90's stamps. Star Wars and Titanic would later be changed to Clueless and The Truman Show.

A similar situation came when designing the 2000's stamps, Napoleon Dynamite was changed to King Kong, along with V for Vendetta and Freaky Friday.

STAMPS INSPIRED
BY FAMOUS MOVIE POSTERS

↓
FLAT ARTWORK style



RED

Pulp Fiction



~~Empire~~
Star Wars/
~~Empire Strikes Back~~



Maroon + Blue

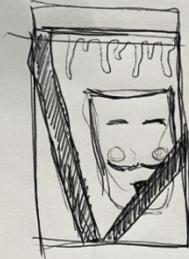
TITANIC

2000's movie stamps

- ~~Carrie~~
- V for Vendetta
- Napoleon Dynamite
- Freaky Friday



Tina

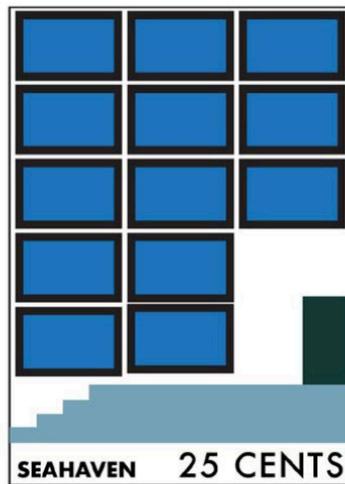


REVISIONS

For the location of each stamp, I wrote the city that each movie takes place in. For Clueless I decided to put “As If”, it fit perfectly and is an iconic saying. After making this decision it was clear that I would need to include famous lines from each chosen movie.



Pulp Fiction

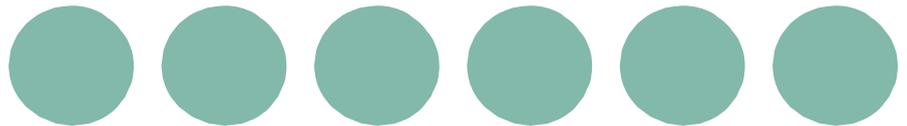


The Truman Show



Clueless

After researching and finding short lines from each of the movies, the designs were complete. Now all that was needed to be done was to place the designs in a mock up.



FINAL

The final movie poster stamps include: Pulp Fiction, The Truman Show, Clueless, King Kong, V for Vendetta, and Freaky Friday. The theme is clear and each decade is represented. These are movies that I grew up watching and was a personal project for me. The stamps will be a great addition to a collection or to send some fan mail!

