

Profile: UAE Human Capital

Digital Media in Communication
Design Course



Tuleen Damiri

INTRODUCTION

This booklet is an overview of the development of a component of a larger app design project, which is a prototype, scrollable directory featuring 40 entrepreneurs based in the UAE. It was created over a sixteen-week period, in a course titled “Digital Media in Communication Design,” in the Bachelor of Science in Design Management degree program at the American University of Sharjah.

The name of this entrepreneur directory app is “Profile: UAE Human Capital.” It attempts to capture—both graphically and textually—the distinctive characteristics of the entrepreneurial landscape of the U.A.E. Each entrepreneur is represented with a digitally illustrated portrait, monogram and an animated icon representing the concepts of the entrepreneur’s company or organization. In addition, a short biography has been written on each entrepreneur, as well an overview of the company or organization with which they are involved.

As this booklet is centered on only one of the many entrepreneurs featured in the app, it provides an overview to the development of the assets for a single profile within the larger app directory.

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ARTWORK DEVELOPMENT

Joelle Mardinian

Joelle Mardinian is a Lebanese entrepreneur, TV host, and makeup artist born on November 27, 1977. She is the founder of her own beauty empire called the Joelle group, consisting of multi-conglomerate businesses in clinical and cosmetic beauty through Maison de Joelle, a high-end beauty salon, Clinica Joelle, a cosmetic clinic, Joelle Paris, a Skincare brand and last but certainly not least EyeCandyJoelle, a decorative eye lens company. Furthermore, Joelle spent her childhood between Lebanon and London where she developed her passion for creativity, all due to her change of ritual, life, and education, the feeling of instability growing up allowed her to think in an abstract manner, further causing her to open all the businesses that she owns today. During the covid-19 pandemic, Joelle launched a decorative lens company called EyeCandyJoelle, to help people transform themselves into the best possible version of themselves and to emphasize the beauty of the eyes due to the demanding use and wear of masks. Consequently, while making her products, she is inspired by everything that happens around her and is enlightened by the key moments in her life. She is innovative, business savvy, and the true definition of a successful entrepreneur.

EyeCandyJoelle

- EyeCandy-Joelle is a decorative eye lens company, created by the Joelle business group owner Joelle Mardinian.

- Eyecandy-joelle launched during covid-19 with the goal of transforming others into the best versions of themselves whilst emphasizing the beauty of the eyes due to the demanding use and wear of masks.

- EyeCandy-Joelle specializes in creating decorative contact lenses that mimic wild animals eyes. This highlights their relation to power and authority.

URL : www.eyecandyjoelle.com/

Development Work



Screenshot of Portrait



<https://www.specialarabia.com/en/article/1954-Jo-elle-Mar-dinian>

Portrait drawn in Illustrator



Monogram Sketches

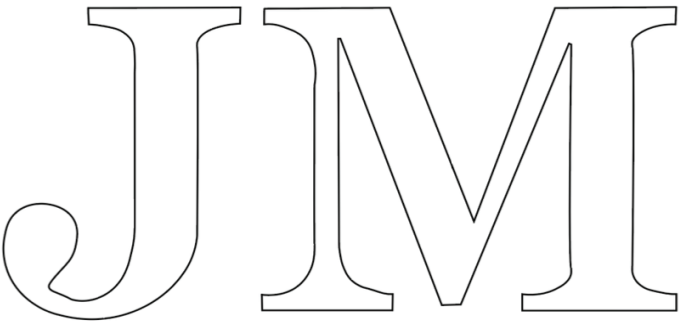


Chosen Font

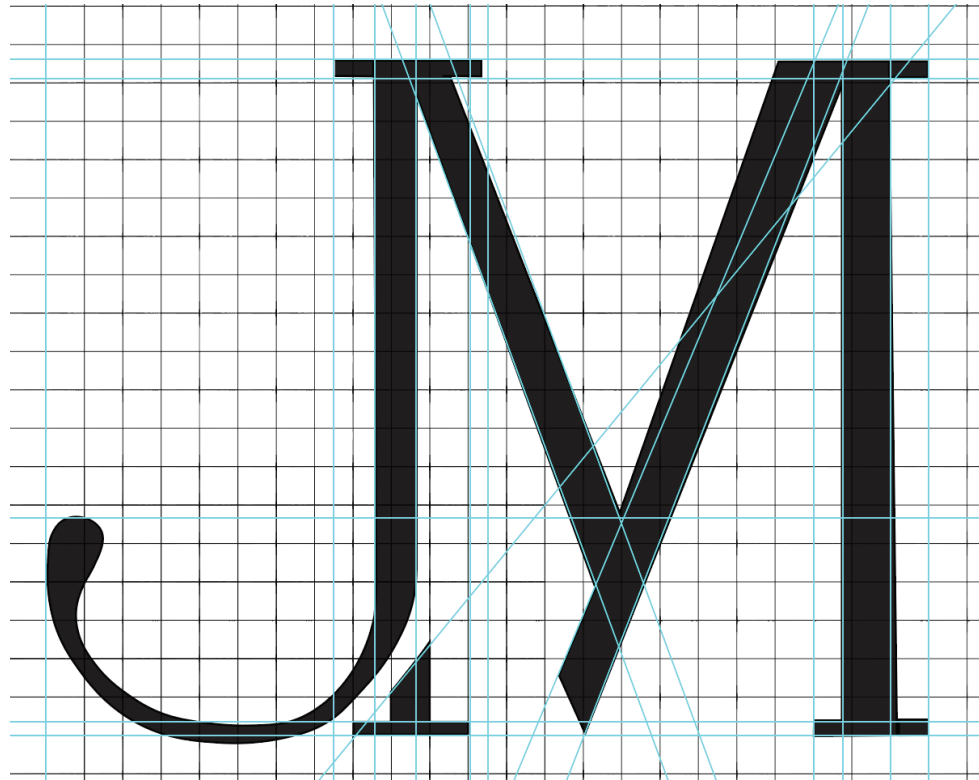


Georgia Pro-Semibold
Designed by-Steve Matteson, Tom Rickner, David Jonathan Ross

First Iteration



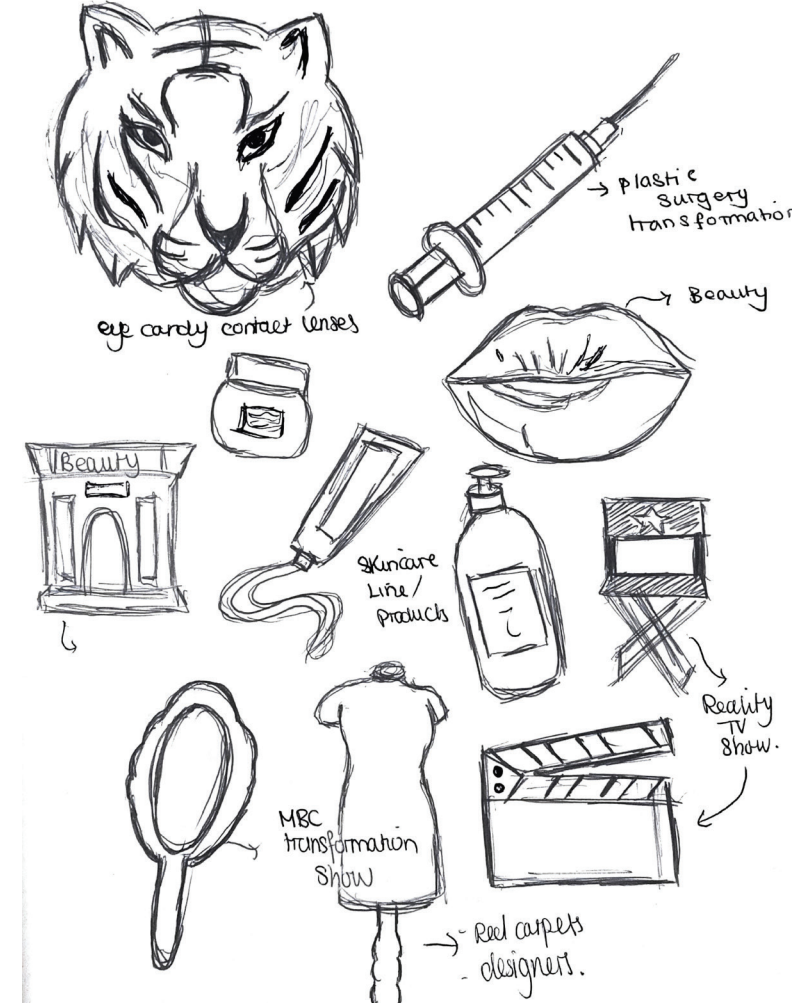
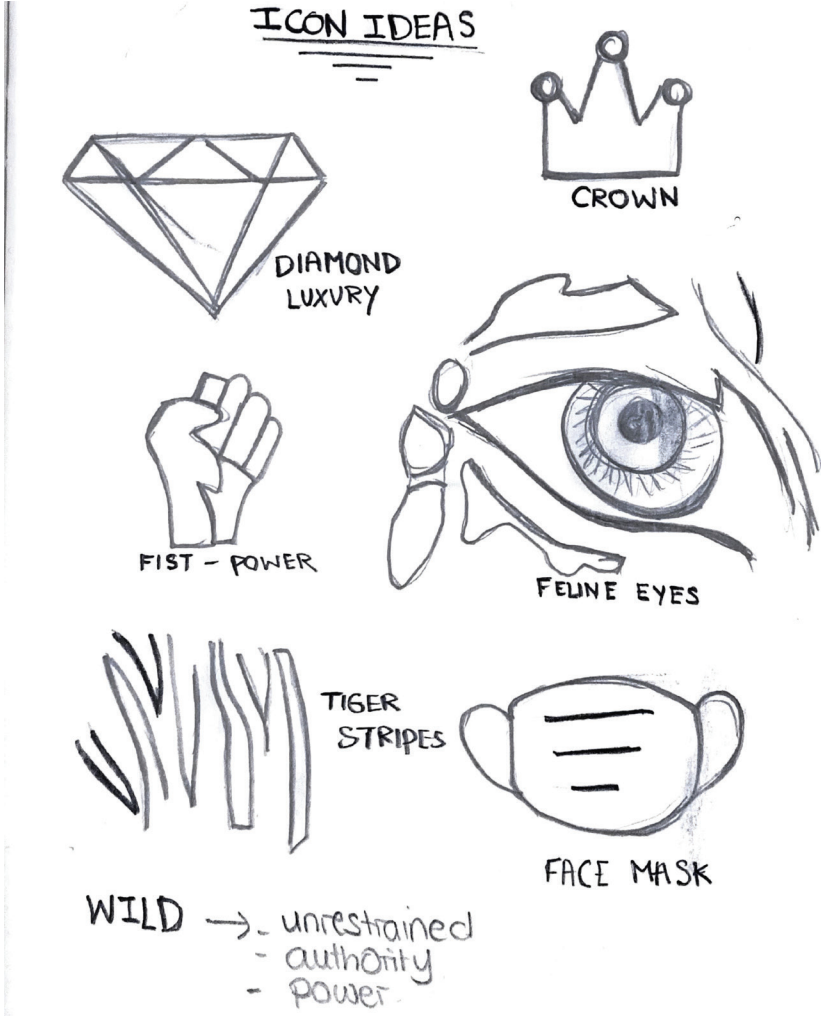
Monogram With Guidelines



Final Monogram



Icon Sketches



Inspiration Images

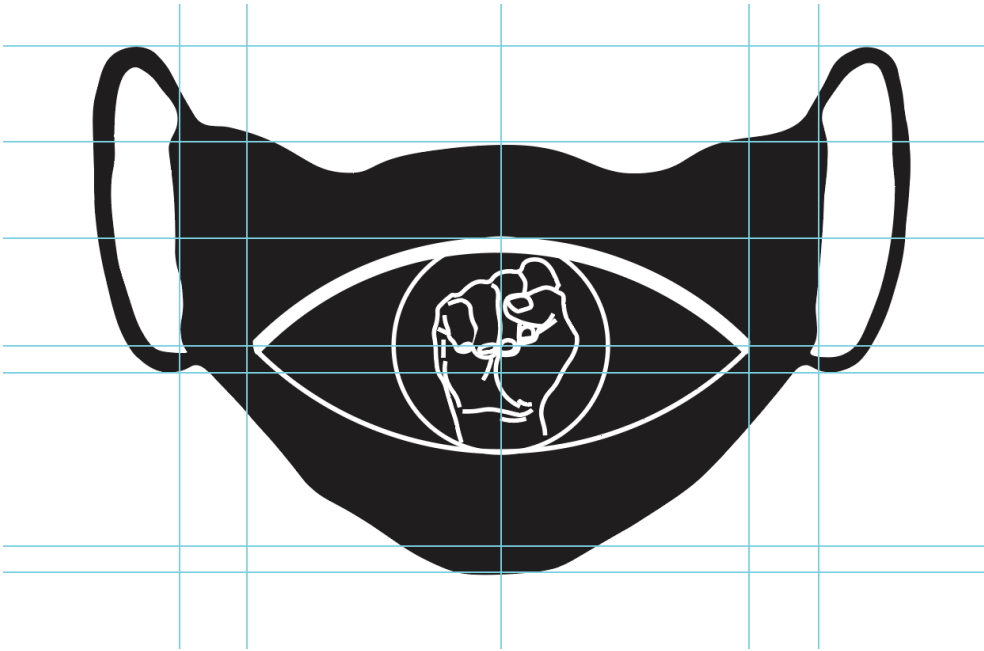


<https://aedshop.ca/medical-face-mask>

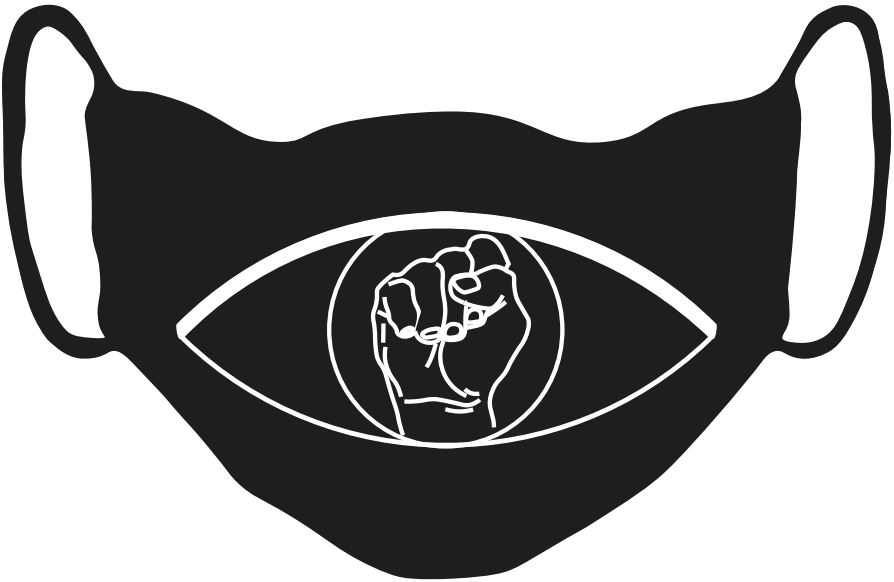


<https://www.dreamstime.com/royalty-free-stock->

Icon With Guidelines



Final Icon

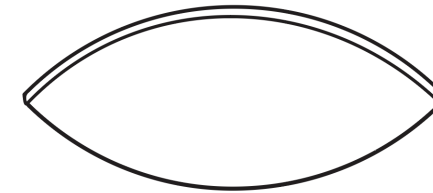


ICON ANIMATION

Icon Elements Description



The first element of my animation is a face mask, which was added because EyeCandy-Joelle was created during the covid-19 pandemic. The owner wanted to exemplify the beauty of the eyes as it was the only thing that could be seen due to the demanding use of face masks.

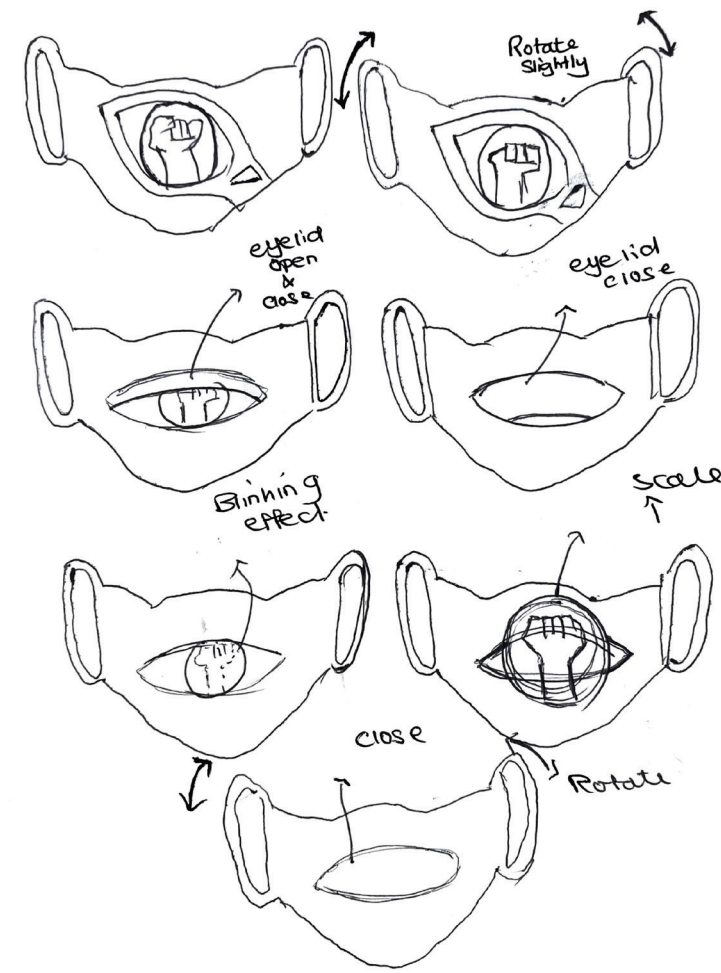
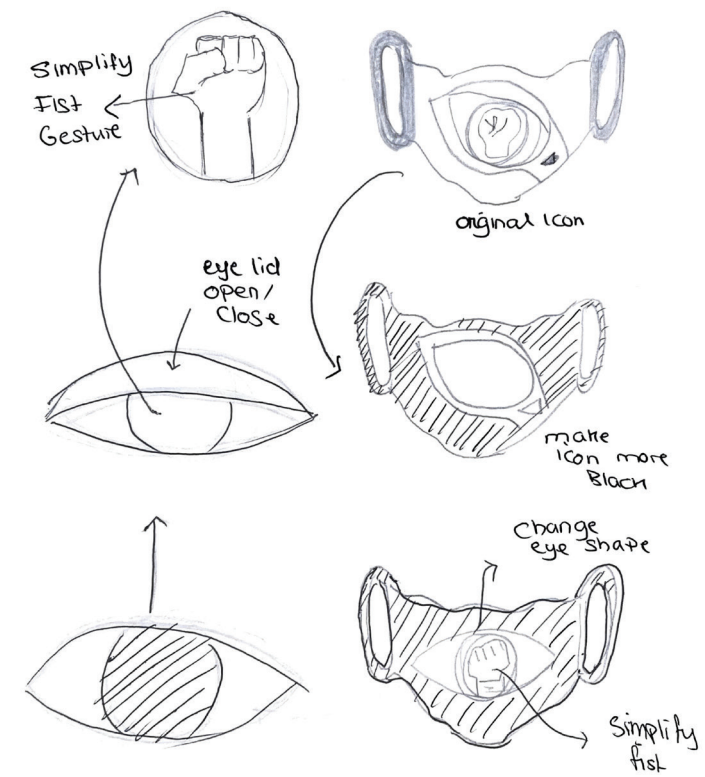


The decision to include an outline of a wild animal's eye was made not only to emphasize that the business is a decorative eye lens company, but also to highlight the business's branding related to wild animals, specifically the word "wild." some of its citizens are known to keep wild feline animals as pets as a status of wealth and power.

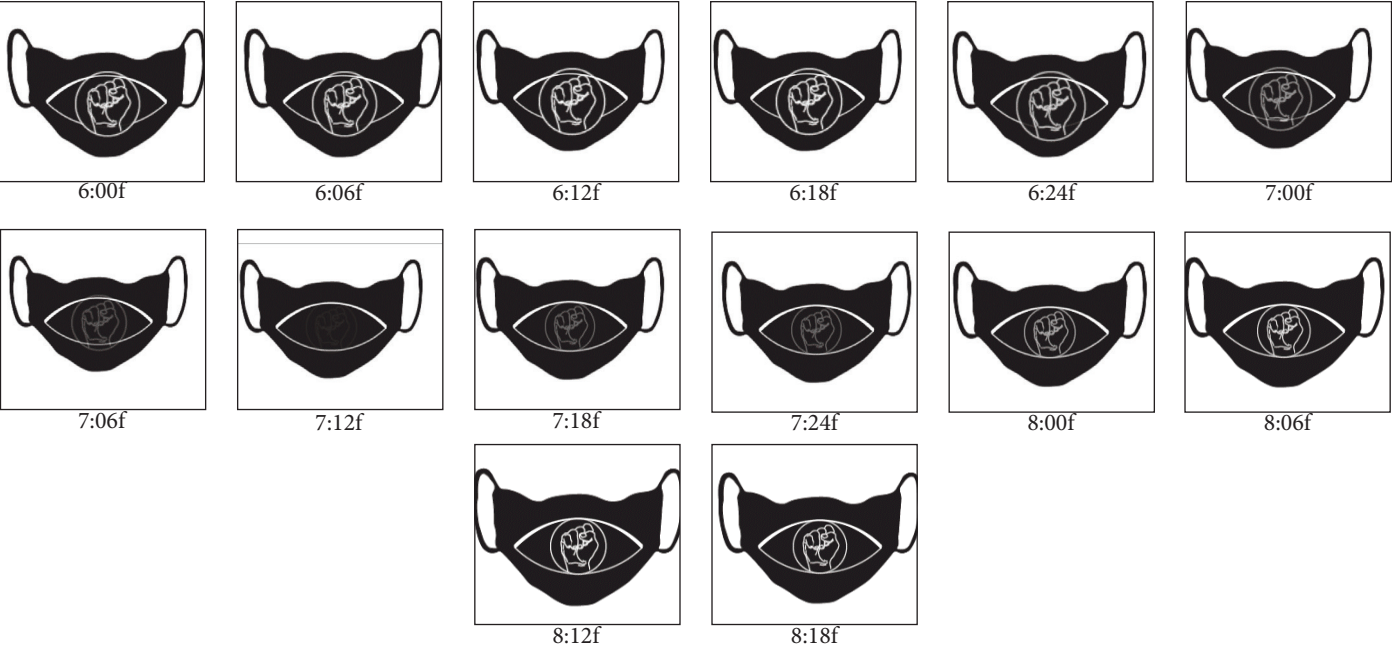


the fist inside the pupil serves as the final component, demonstrating Joelle's definition of beauty by explaining what she means by her branding "wild," which is being unrestrained, as well as having authority and power.

Icon Animation Sketches



Animation Stills



APP DESIGN

Lofi Mock up



Joelle Mardinian

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EyeCandyJoelle <https://eyecandyjoelle.com>

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Type and Color Palette

Typography Palette

Aa

Sinhala MN
MT Regular

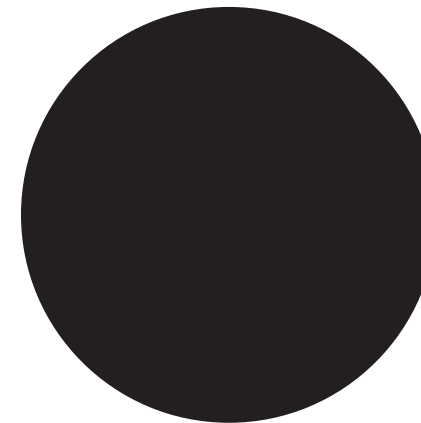
Muthu Nedumaran
2004

Aa

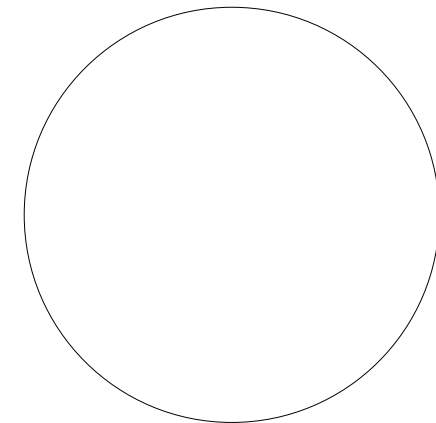
Sinhala MN
MT Bold

Muthu Nedumaran
2004

Color Palette

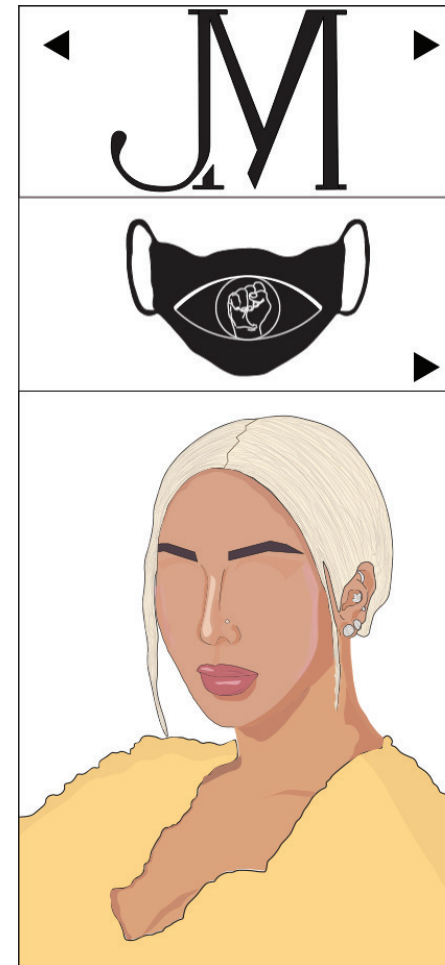


#000000



#ffffff

Final Artboards



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Project Management

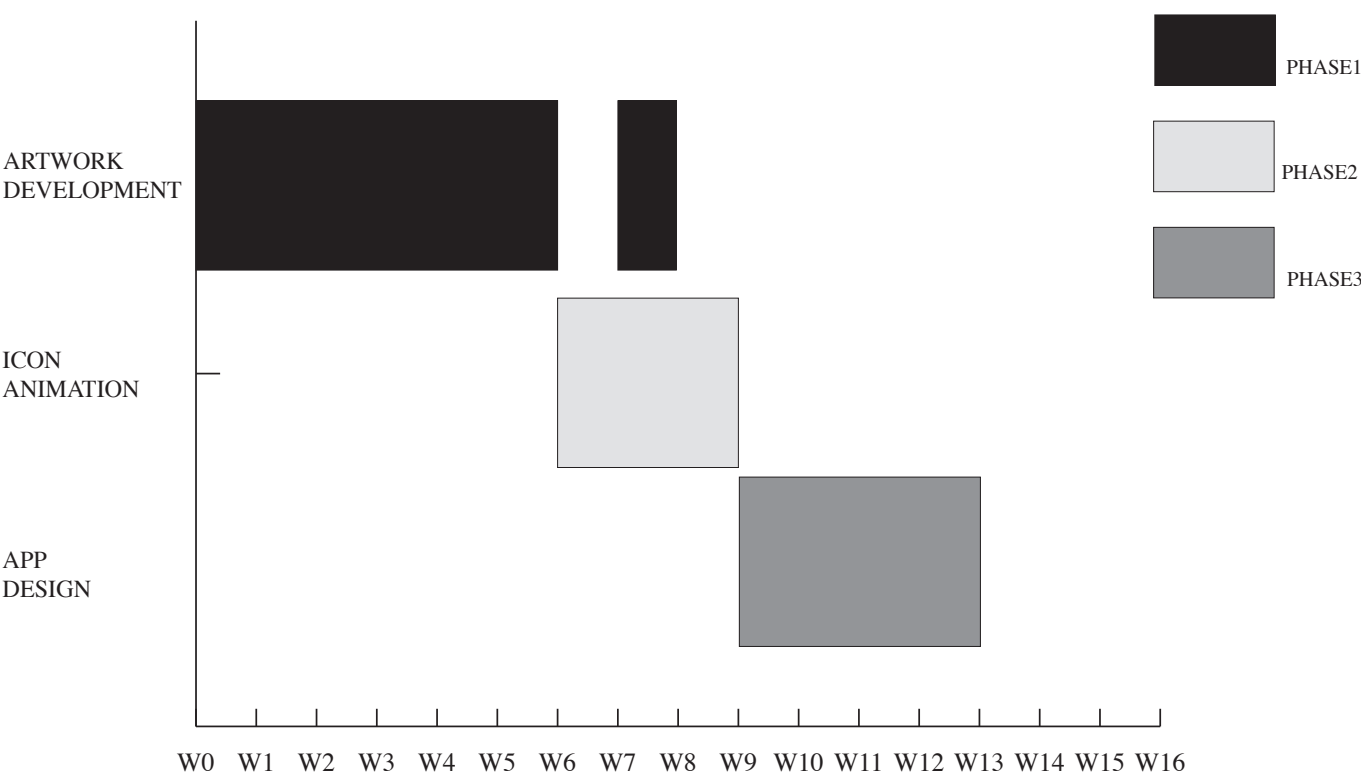
In this Project, an entrepreneurial directory app was created, where in depth research was done about an entrepreneur in the UAE and their successful business. This process included a total of 3 phases, these include Artwork development, Icon animation, and App design.

The first phase took a total of 6 weeks to fully complete, with the help of the pen tool on adobe Illustrator, the entrepreneur’s portrait, their initials as a monogram, and an icon to represent the businesses message.

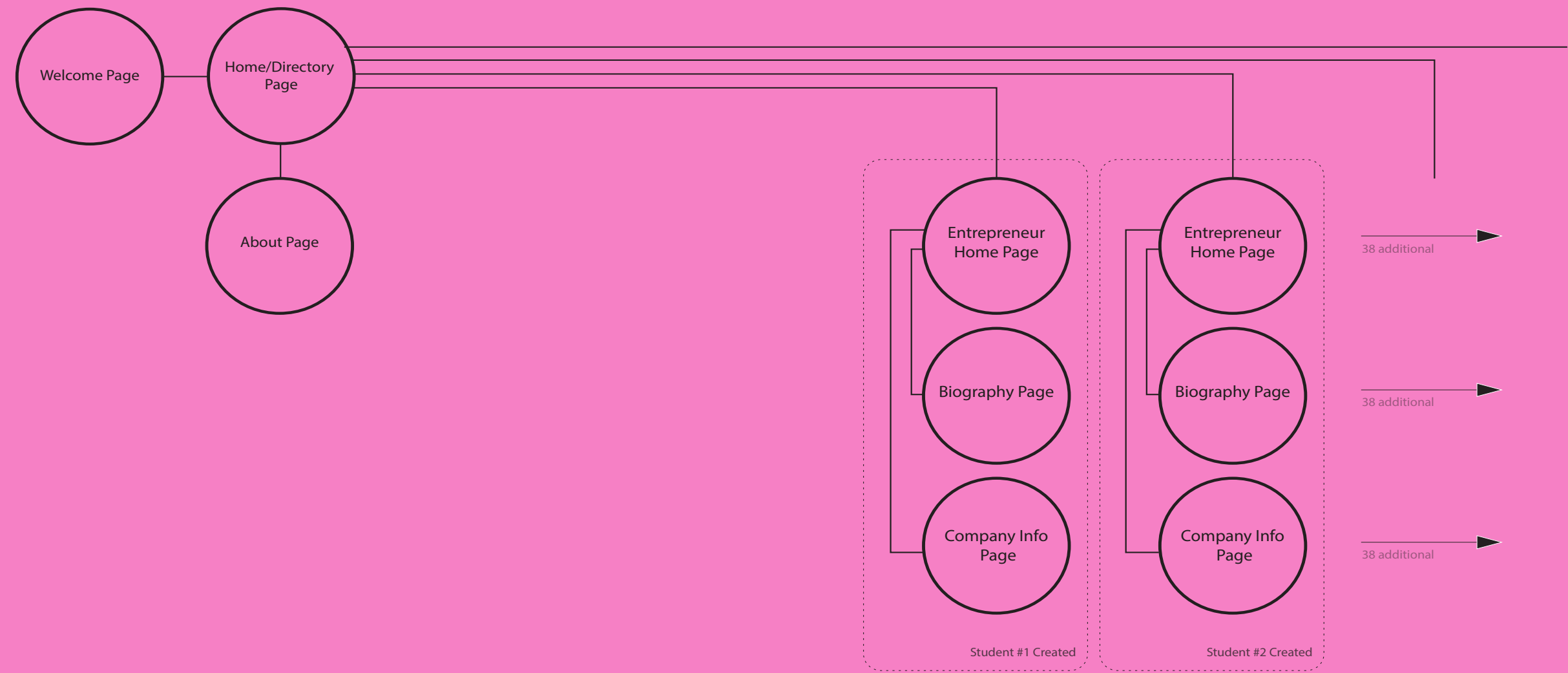
Moreover, the icon was later turned into an animation using After effects, and this phase took approximately 4 weeks, this animation was saved as a GIF and was used In the entrepreneurial directory app.

Finally, the final phase consisted of the app design which took four weeks to complete. In this stage, all the work from the previous phases was combined in order to produce three main screens, these include the entrepreneurs home screen, the biography screen, and the home screen.

Gantt Chart



App Navigational Diagram



App QR Code



