FIT Ident Advertisement
## Case Study

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Introduction & Inspiration

My main inspirations for creating this ident were the Fashion Institute of Technology logo, Yayoi Kusama's Infinity Rooms, and contemporary art styles. I wanted to create an experience with this piece of work when it is viewed. I wanted to replicate the positive effects that the rooms had, especially when it came to creating a stand out advertisement for both my portfolio and for college. The experience I wanted to create with this work is immersive, delightful, yet mysterious. It also was a nice challenge on how to work with Cinema 4D, which I have used before, but could have certainly used the practice for.

Challenges

I did not have many challenges on my end, but if I had to name one, it would be getting reacclimated to the user interface of Cinema 4D. Even though I confidently know how to use it, I revisited the program after taking a few years off from it and it went relatively smooth for a refresher.

Mood Board

My main mood board was based off of my inspirations. I mainly looked at Yayoi Kusama's Infinity Rooms and her Pumpkins. They were very interesting and useful resources.
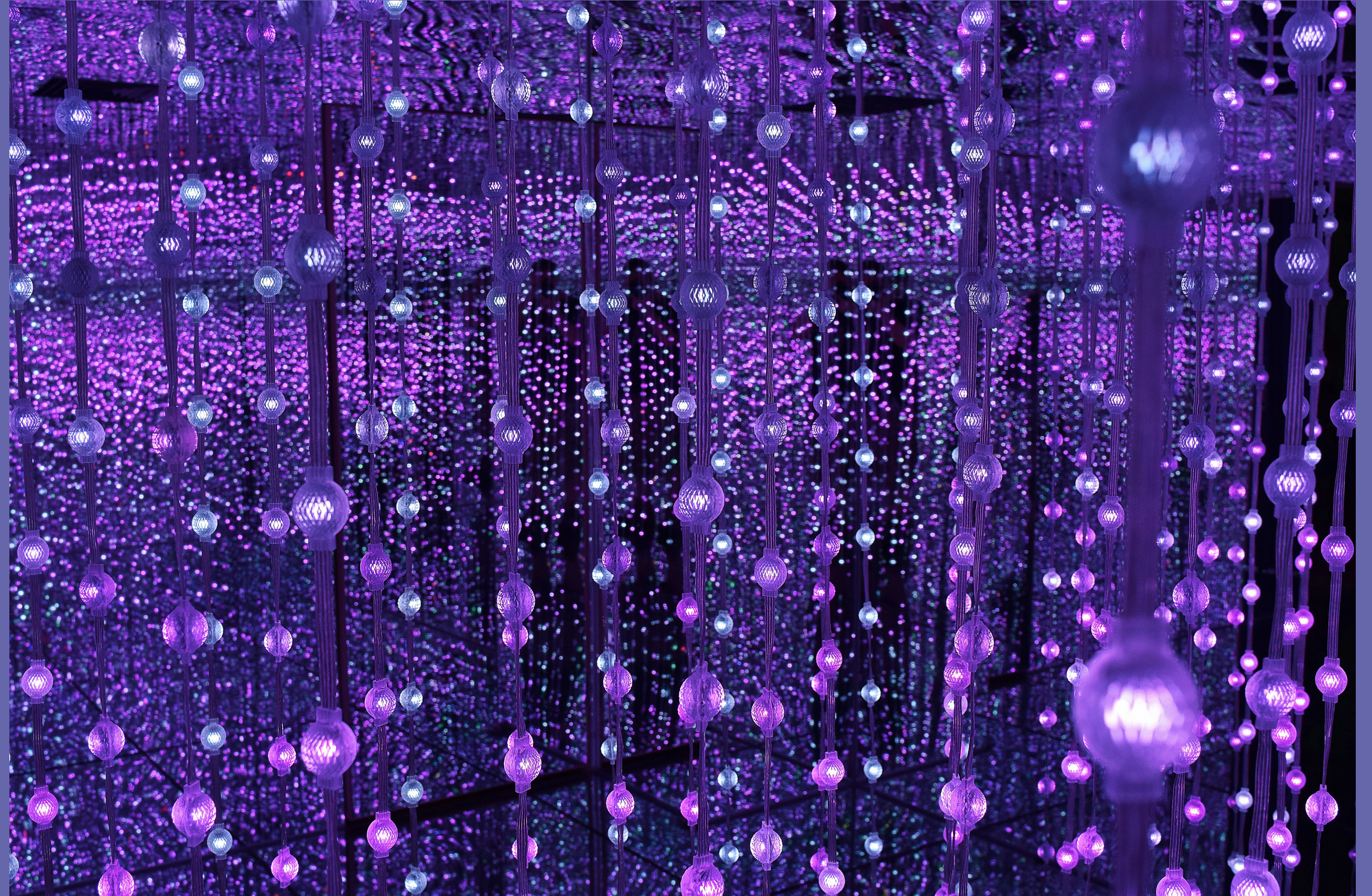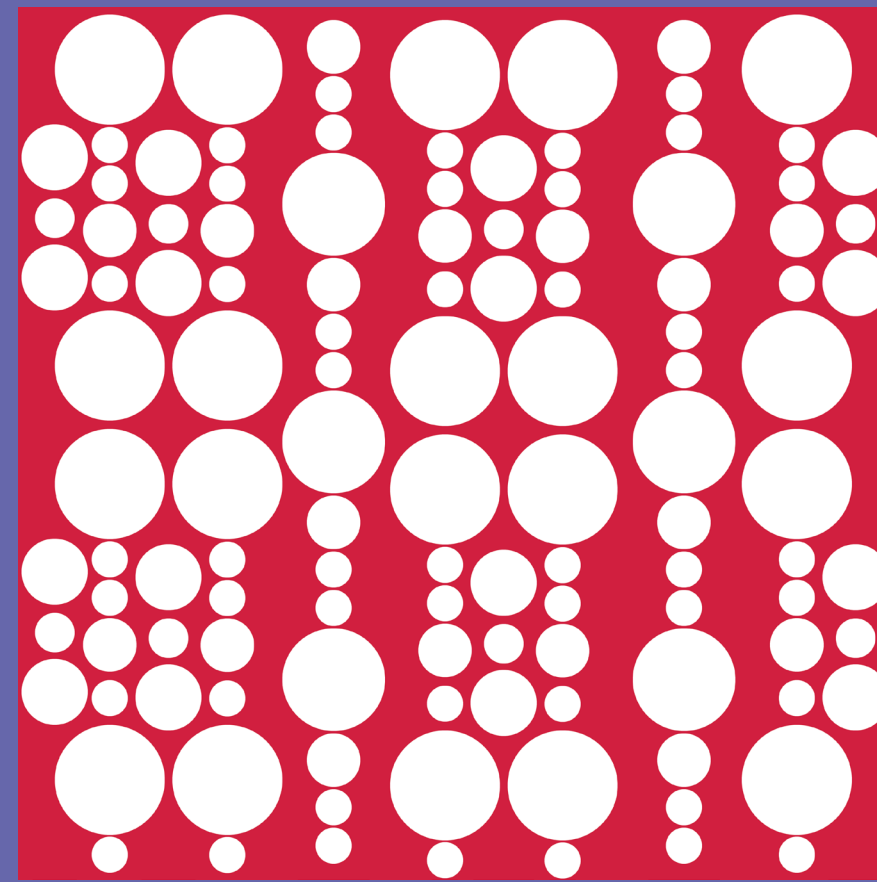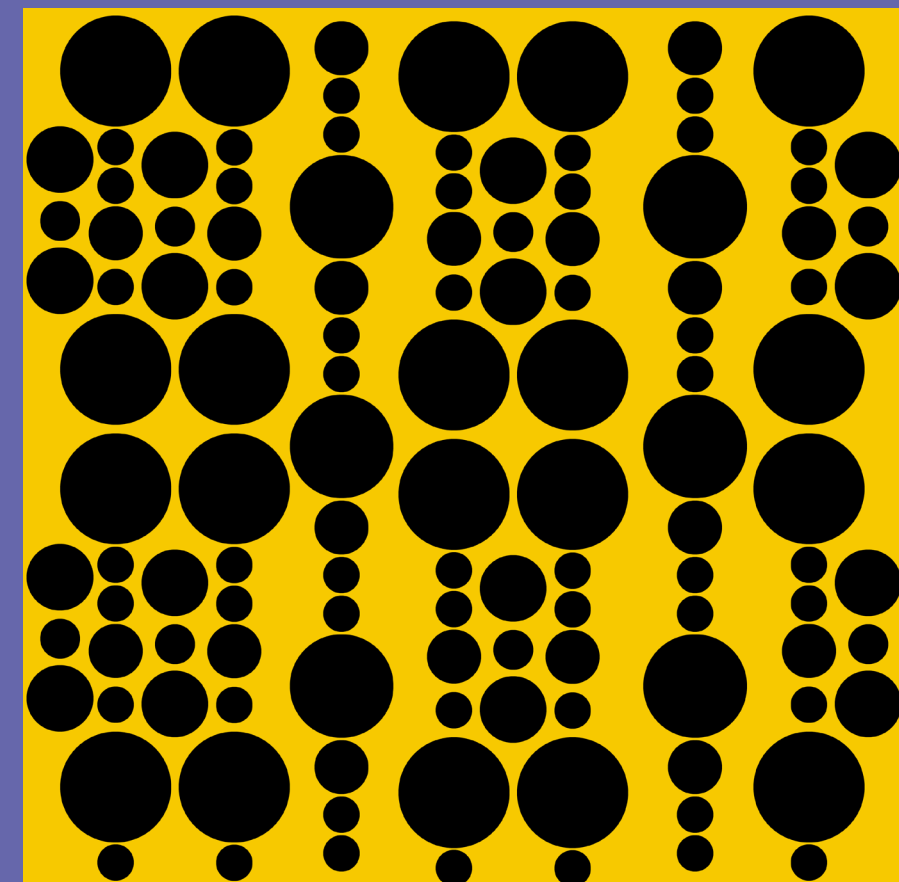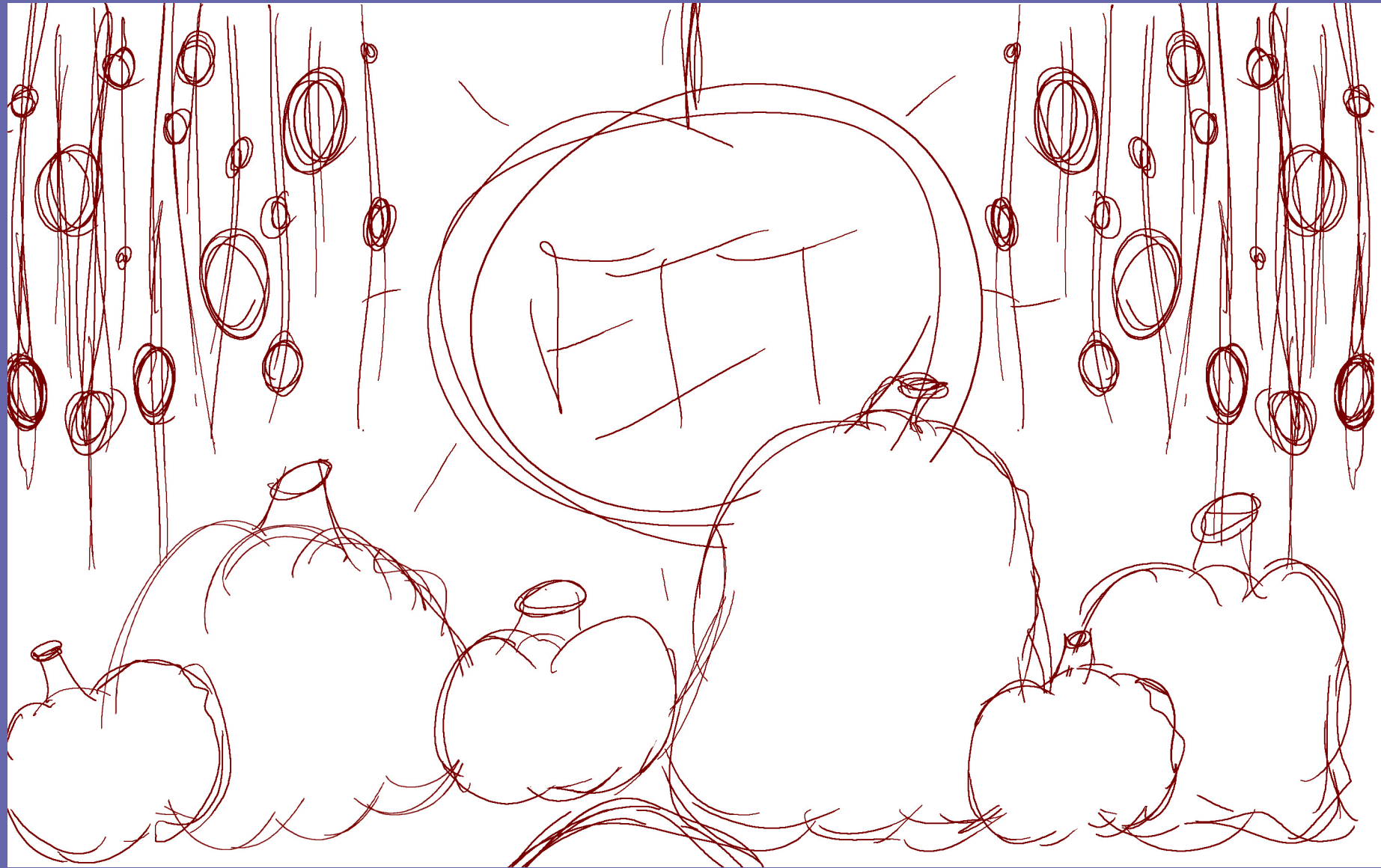
Mood Board Continued

Project Progress

Here is the progress of how I planned for the final piece for presentation.

Concept Sketches

Process

My process throughout the sketching phase of this project was to replicate that mysteriously euphoric feel that the Infinity Mirrors gave. I also maintained a professional style of advertising through my skills in Photoshop, Cinema 4D, and After Effects. There is a video render of this project located on my website!

Concept Images

Final Output

My final output is meant to be projected onto screens and, overall, be digital. This is the results of the final image.

Thank you!