SPORT
ILLUSTRATED.

ALEX

" LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. QUIS IPSUM SUSPENDISSE ULTRICES GRAVIDA. RISUS COMMODO VIVERRA MAECENAS ACCUMSAN LACUS VEL "

POWER

" LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. QUIS IPSUM SUSPENDISSE ULTRICES GRAVIDA. RISUS COMMODO VIVERRA MAECENAS ACCUMSAN LACUS VEL FACILISIS. "

ARTIST ANALYSIS

This app design is for a 'Smart Home App' it was done by Imran Hossen using software such as, UI/UX design. Imran made this app design for an agency looking on how muc h electricity and gas utilities are being used when in the household.

I think this app design is very accurate and appropriate for what its purpose is. It clearly shows what the product is and what its use is.

The main features of this app are the different icons and the illustrations for the weather as well as the unites inside the house. It clearly shows the usage of the different units. It is easy to read the design, which is important, it also looks like it is easily functionable since the buttons to turn on the devices are a simple switch button.
I can see, from the 3 different

templates, is the process of clicking the buttons to get onto the next screen. This is important because the viewer needs to be able to efficiently operate the app otherwise it isn't useful.
The artist has done this well since there is clear presentation of the different pages.

I believe this artwork is to impart a concept or an idea since I believe it is the beginning of the planning to see what the layout of what the app may will look like. But looking past this, I think that the purpose of the app design is to inform and provide information for the customer/viewer since it tells them how much heat is being produced as well as energy.

I can also see a small icon of a calendar which tells me that it is possible to see past and future updates of the units inside the

household. I don't see however, any cost icons. I can only see a block of energy usage which can also be used to see how much energy on each unit. The main reason I know that this is illustration/app is to inform because there are multiple icons as well as numbers to tell the viewer what is happening. The artist has done this clearly since each icon is clear and the boarders make them stand out of the rest to show what the icon is.

I think the work isn't different to any other design since all the icons on this app design can also be used in a different country since the icons will mean the same thing to them as it does to us. This is key because it means multiple people will be able to understand the app design. The only drawback is the text, the text is in English.

I think that this app design creates a combination of different elements such as warm, cold and calming. The reason I think this app design creates a calming mood is because the colours are quite natural. The colours green, blue and yellow don't create a dangerous feeling, it doesn't make me feel uncomfortable or uneasy. Also since the colours are a gradient together, it creates a relaxed feel.

The reason I think that the app design creates a warm and cold feel because the colour blue reminds me of water and rain which typically happens in winter therefore this makes me feel cold since the weather in winter tends to be much colder than the summer. This then moves onto the yellow/green colour. These colours remind me of the opposite of winter which makes me feel warm.

I think this is very effective since it follows the app purpose. The colours support the fact that you either need to be cooled down or heated up. These colours are I think gender natural, and that this app is for anyone, this also includes the age since it is suitable for anyone and there isn't any sharp cuts and edges. Every box is curved which also

backs up the calming side of the colours. These colours are complimentary to one another meaning they help each other to stand out more.
I think this is aimed for people who own a house, and this age is typically around 19-22 years of age. However, the icon in the top right and the weather illustration makes me think that this could be a app for kids at the age of around 11-16 and make them be causes
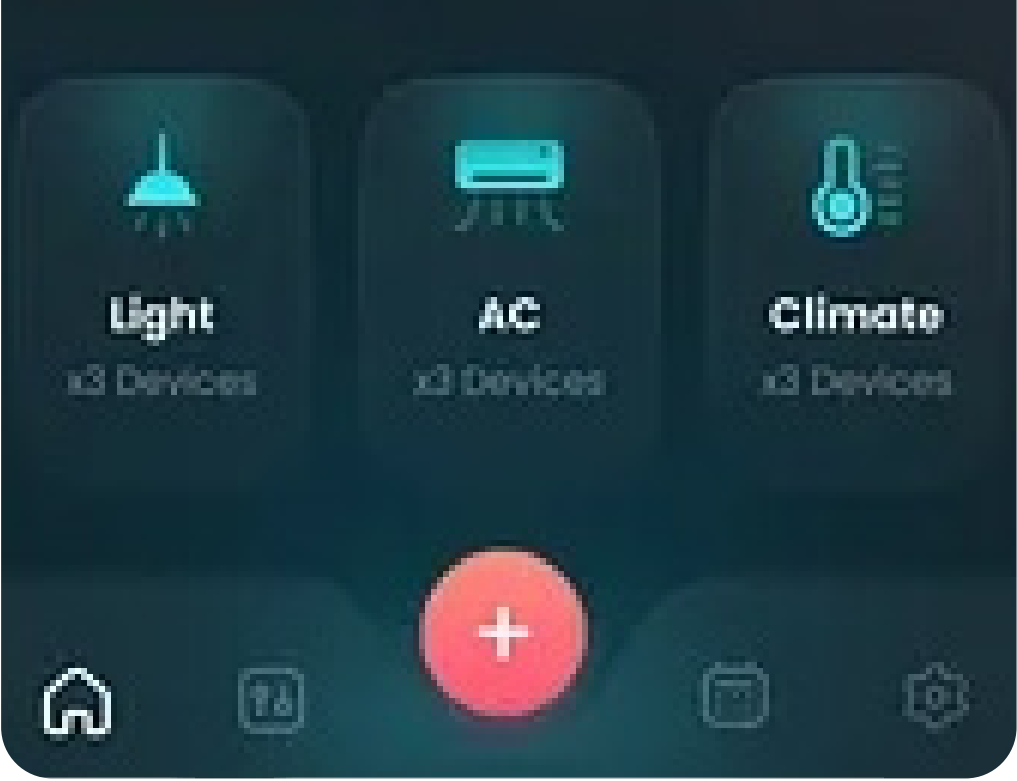
of the amount of energy they are using. I think the artist has done this well and it is very effective for the purpose it is trying to serve.
I think that the artist has included everything:

Icons, home bar, buttons, colours, backgrounds, foregrounds, boarders etc.

I don't think the artist is missing anything he has all of the basic buttons for the app and the layout I believe is good. The only thing I would change is to move the plus button from the top right into the empty space.

I think that the dominant object/element in the image is the weather box. The reason for this is that it is the only box that has the illustration coming outside of the box. Not only this but it also has the most detail about the section.
There aren't any metaphors on the page since there is nothing coming off the design. However, the cloud is the only illustration that looks like it could be moving since it isn't fixed inside a box.

The only strong contrast that I can

see is when someone has clicked a button and the icon lights up or the box lights up which them makes it the main subject, due to the fact that it stands out. There is a use of a simple colour in the background which creates a lot of blank space making the app feel more open to the viewer.

What I also think that makes this contrast quite strong is that it is digitally done this means that the colours will be richer and more saturated.

The app layout overall is very even and balanced throughout, this makes the app layout very simple and easy to follow.

Overall, I think this artwork is very effective and follows the rules on making a app design. I would use this as inspiration for my own work since the artist consistently uses the same layout, layering and icon design throughout his design which is what I found when I firstly made my design. I struggled to have family icons that follow the same theme, and the layout was a bit off due to trying to align everything up to each other.

I think the illustrations that he has made are also effective and essential since they follow the same theme and design as the rest of the pages on the layout.

I think he could've used more background images or make it so you can personalise the background to what you like. But all together, for the purpose of what the app is being used for, it is a very strong design.

ARTIST
ANALYSIS

Lightweight

COLOR MCMENOR

22-6-0 (W-L-D)

Stats & Records

19 wins by knockout

1-time champion

Watch his fights ○

This app design is by an unknown artist who has worked with a client to Amainly for boxing, but using photos that the client has provided.

However, the designer does work for 'uizard.io' which is a designing platform it is a UI template with modern elements that are fit for the client to make sure that it impresses the clients' customers. But also fitting with the theme of MMA, martial arts, boxing, etc.
What I mainly see is clear pictures of what it seems like, to be competitors and fighters. There looks like there is a login page (the middle template) a list of different players and their stats (the left template) and there seems to be an overview of the player (this being the far-right template).

This looks like a very simple design since there are only 3 templates. However, you can see the vision what

the artist is trying to go for and that there can be a similar impact if it was photo-based illustration rather than a vector-based illustration.

I believe that the purpose of this artwork is to sell and promote. To sell the upcoming fights and to promote the fighters on the app. The reason for this is because it shows the names, stats, weight of the athletes which is typically known to inform and tell the viewer about the fighter. This is important otherwise it won't be clear what they are competing in and who they are.

I don't see any dates on the app design which tells me the purpose of the app is to inform customers about the fighters rather than when the fights are. It seems like there is also the stats of how many wins, losses and draws each fighter has which is a key part of fighting and is

relevant terminology that is used in the fighting and that it is very clear for who it is for. These are the key elements that tells me this app is to inform.

I think the message is very clear and there isn't anything that can be seen differently. This is because the structure of the app is very clear, and the images aren't manipulated to convey a different message.

I believe that the app is trying to create a mood/atmosphere of danger and adrenaline. This is because the colour black, being the base colour, and red being the primary colour to pop out of the design.

The colour red and black created the mood of danger and death, which is what fighting is recognised by since you only fight in where it can be a life-or-death situation. Fighting can be a fight or flight situation; this is also known as adrenaline which is when the hart beats faster.

I think the artist has delivered this messaged well because he has used relatable text that compliments the colour theme.
I think this is aimed for 18+ since the app design is promoting a platform that can have graphical content, I also think this mainly directed to athletes and people who also play the same sport since there isn't anything else that tells me, as a viewer, that this could be for a different type of subject.

My reasoning for this is that the photos are detailed and show the person alongside the type of physical sport they are competing in.

I think what could make this more effective is to possibly change the

text size, colour, and font on the right template since it isn't very clear and kind of blends into the background rather than standout from the background.
I believe that this app design has everything that a customer needs. However, it could improve its choice of colour and font type on some of the templates since it isn't entirely clear and obvious to the viewer.

This is important because otherwise the viewer won't understand what the text is saying and for which athlete.

The focal point of this image I think is the right template. Since the photo is clear, crisp and the photo relates to the rest of the design. Not only this but there is a focal point blur on the edges of the frame to make the photo pop out more.

There is a lot of dark backgrounds which makes each photo standout more to the viewer since the lighting on the athlete is quite harsh which creates a strong contrast which fills in the space of the app design. Rather than leaving the space.

What I like about this design is that the majority of the artwork is photographed which gives the impression of a more realistic app design which I think is better since it gives the viewer an insight into what they should be expecting when watching the fight or seeing highlights of the fighters.

I think that this artwork has used the colours effectively since they communicate well to the viewer on what the app is trying to make you feel. The app is trying to make you feel like you are in the fighters' shoes since it is using colours that would complement a fight.

The colour red makes me feel there is danger and that there is great passion. This isn't something that is usually viewed when looking at an app design, but in this case the primary colour red links well with each template and can relate to one another. Rather than there being a completely different theme to the app design. It is consistent and follows the theme all the way through which in my eyes creates a link to the branding of the different combat sports.

The artist has used an effective use of layout since here isa consistency of using the similar style of photos.

The artist hasn't used the rules of thirds, but he has consistently used an equal and balanced page which makes the vAiewer feel relaxed and organised since there isn't an overflow of unnecessary images and vectors.

However, the photos make it more dominant since it is the main focus when clicking onto a different page or a different template. These photos also draw the viewers attention since it is realistic for the viewer to relate to. The sizes of the photos also make it more of a hierarchy than the rest since these photos are the most important in my eyes.

The typography used I think is bold and sensible for the design since it shows what is happening on the layout and text makes it much clearer on who is fighting and what is their background.

I think the text that the artist has used is a modern style since the majority of the text fonts are bold clear and can be easily read.

This artwork has inspired me that there are multiple different ways to make an effective artwork layout that doesn't have to be vector created. It is possible to used multiple techniques and manipulations.
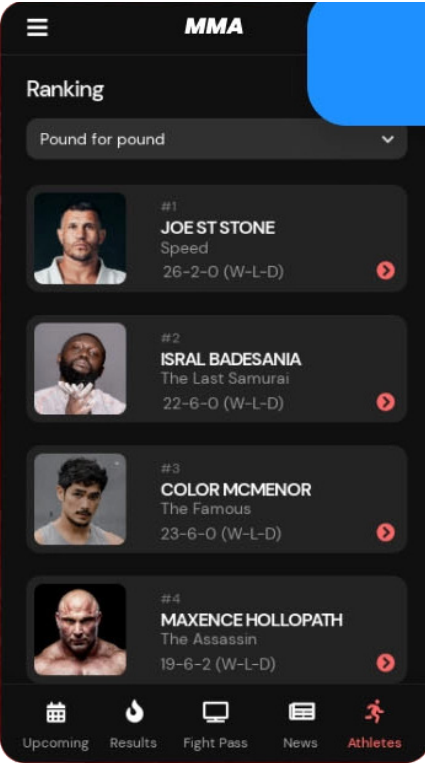
The colours are quite similar to one another, since they follow a dark theme rather than one light and one dark.

There is, however, more primary colours in the right image rather than the left image. The left image doesn't have as much colour as the right image, and I think this is due to the purpose of the app rather than the presentation of the app.

The overall process of both designs is very similar and are made the same way. However, the left image is using more photography work rather than vector illustration.

This makes both pieces different to each other and I think the reason that the right app design doesn't use any photos is because there is no need to show any photos in the design.

Whereas the left design has to show the pictures of the athletes, so the customers and the clients know what the stats of the athletes, who they are and what their competition is.

Both illustrations are to promote and inform due to the typography, layout and the overall concept of the app designs. Both illustrations are aimed to two completely different people and age groups.

This is because the design that the ap is for is for athletes or day to day life with electrical units. The reason I think this is because it is very clear what the design is for.
This is done by using vectors, images, layouts, colour and typography.

I think that both of these designs are representative of an idea since these app designs are the beginning of building up the app layout and what the final product may look like when the app design launches.

It is important to show clear presentation of what he app may look like because when it comes to creating the final piece you need to know what goes where when programming and clicking onto another page.

I think that the right illustration is more impactful than the left image. This is because there is a clearer presentation of what is happening within the app and that the typography is much clearer than the other app design. Not only this but the simplicity of the right design is far more straightforward than the right design.

This is important because you want your customer to understand what is happening within the app as well as what is the purpose of the app.
The visual elements are different for both illustrations since the left image is mainly using

photography as the key element and the right is mainly using vectors for dominant objects. I think both pieces are impactful, and they both provide the same impact. But I think if there are photos in a app design then the customer will be ai to relate more since it is more realistic than a vector image.

This then changes the mood for both of the images since a vector image creates more of a childish and calming mood rather than a photo-based app design creates more of a serious and realistic feel to the design.
Both of these illustrations create different feelings and emotions. But they show me that it is possible to use either one if not both of these types of designs to create

an effective sports specific design. These two illustrations have inspired me to try and use a combination of different designs which can create a design that fits the purpose of the category.

COMPARE &
CONTRAST
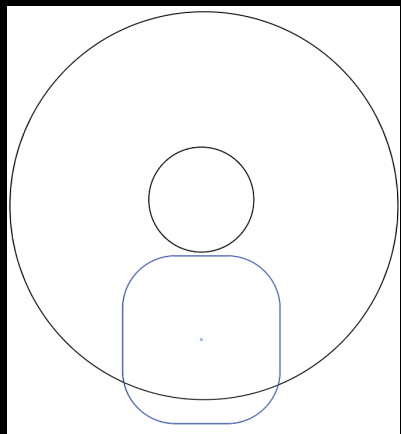
" Ut et aliquiate dolupta spellan debitem fuga. Santur, officab intiandiae pa "

T his is the process of creating one of the more complicated vector icons since I used a combination of different processes.
I started to create my vector by using the shape tool but making my icons more curved than boxed off since that was the theme I am going for. I used a combination of the pathfinder tool and the shape slice separation tool to make an even figure.

I started with the icon outline being 6pt but soon found out that when I made the icon smaller the outline wasn't visible. So, I then put the outline to 20pt, then mask the outline stroke so I could separate the outline leaving the background being visible through the figures. I then changed the colour to fit the theme.

SCREEN SHOTS FOR PROCESS OF RESPONSE

PLAYERS

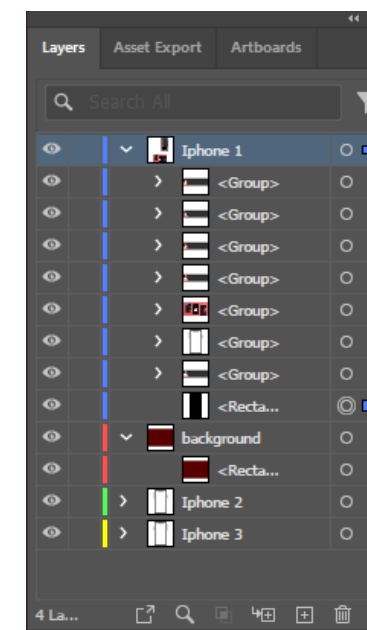PLAYERS   CALENDAR   HOME   VIDEO   GAMES
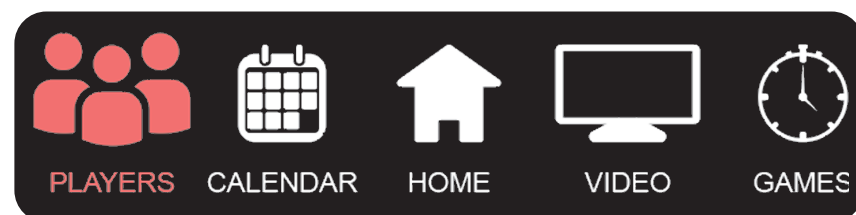
This calendar vector is still following the same theme. I used the same way off making the vector image since I am following the same pt size as well as having the same colour theme throughout the whole vector style.
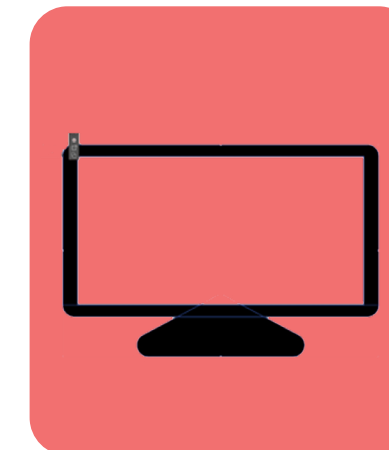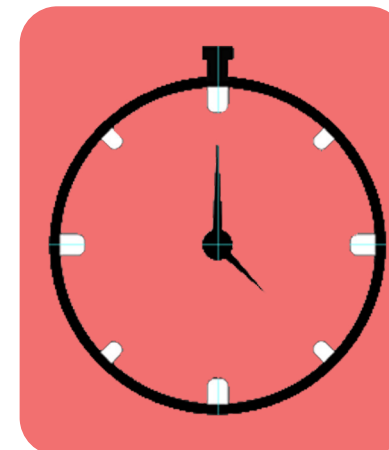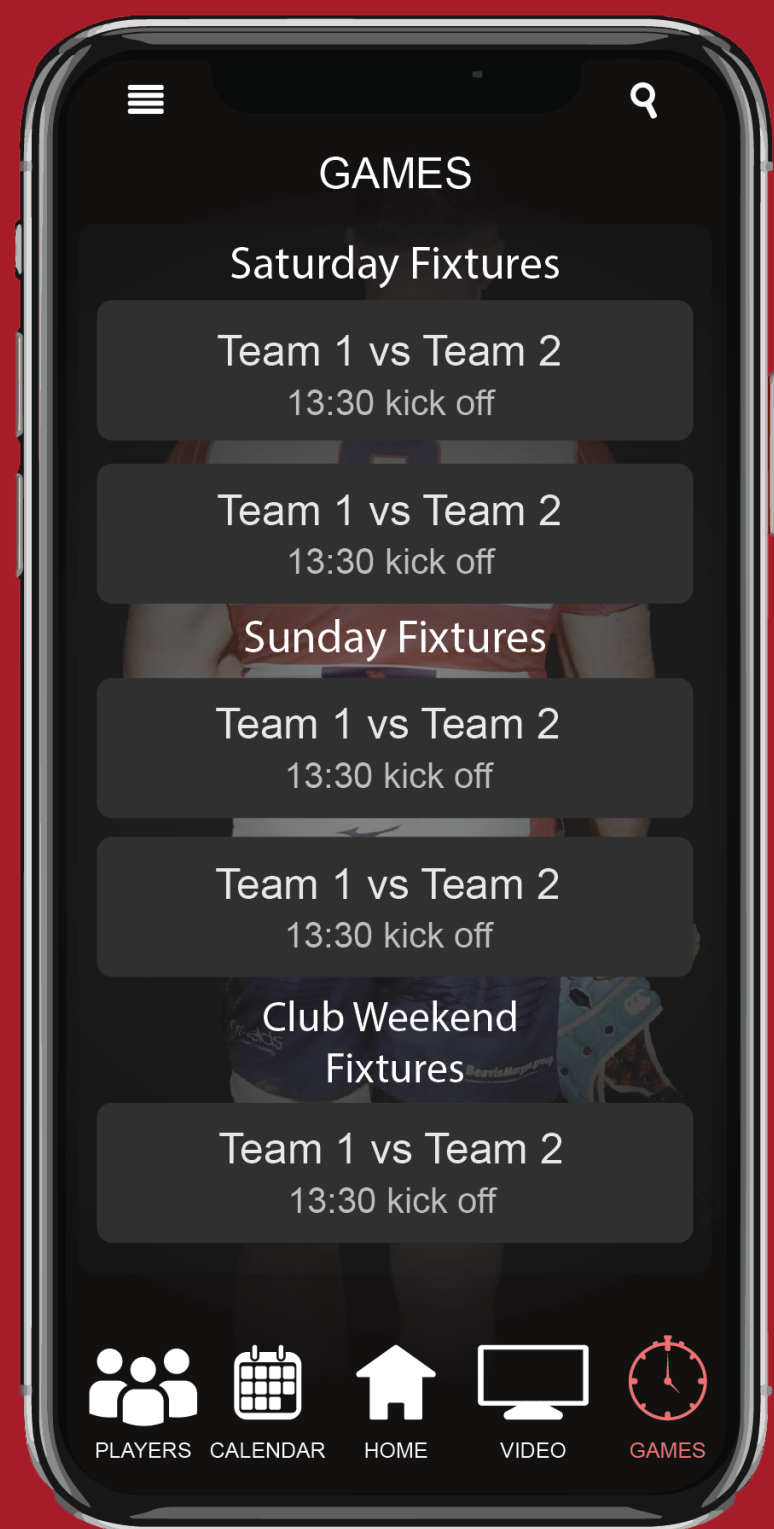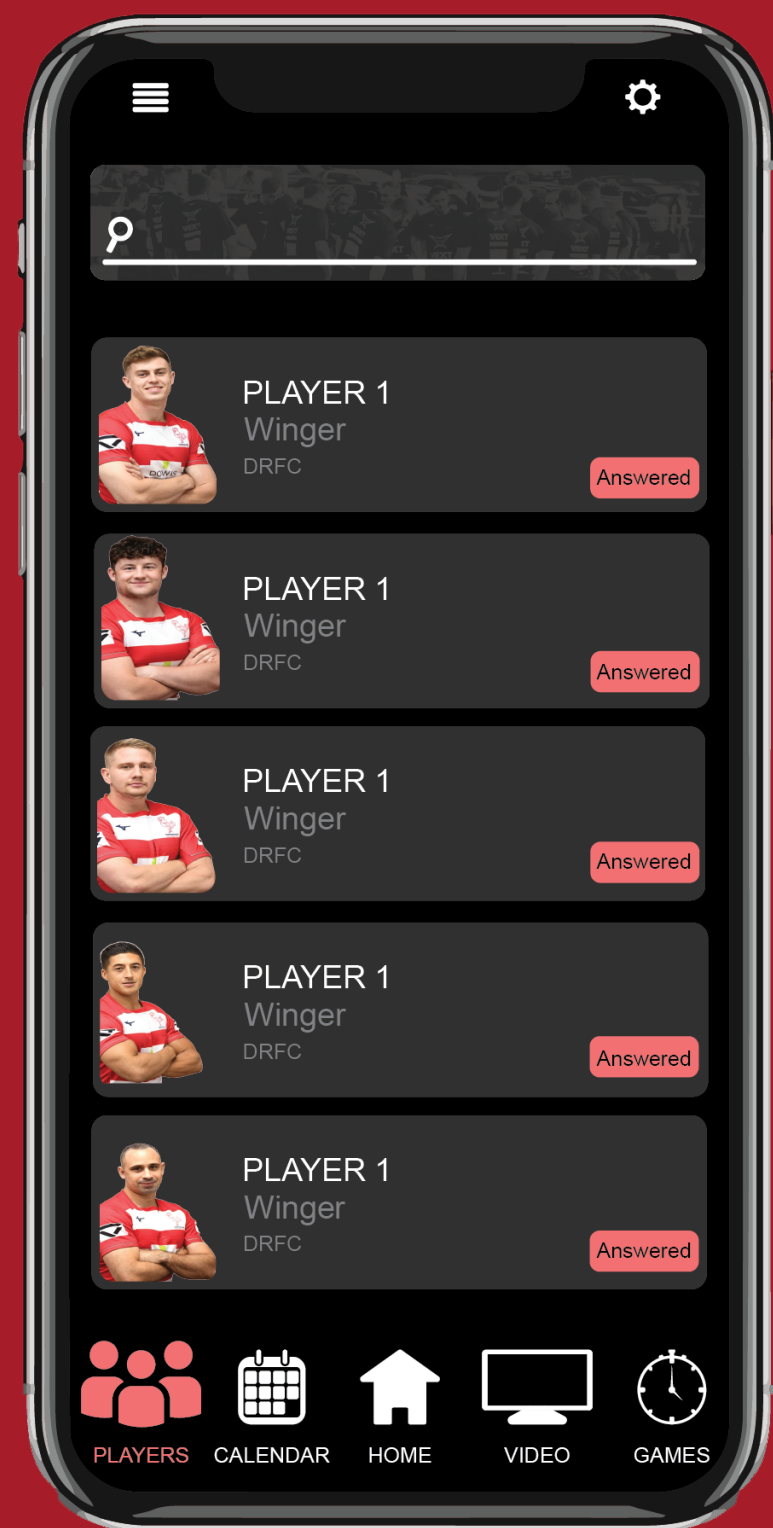
These vectors were created the same way as I created the previous two vector images. Using the same colour theme as well as following the same thickness and outline that is the same as the other vector images.

This is a shorterned version of the layers pannel since there are manny layers created and roganised into sections when creating my resposone.

I had to ensure that I was putting the right parts of the illustration into the right groups. This is so when I am wanting to edit certain sections in the groups such as, changing the boxes shape, size, colour, sade etc.

MY RESPONSE:

Phone 1 (Players screen):

- PLAYER 1
  Winger
  DRFC
  Answered

- PLAYER 1
  Winger
  DRFC
  Answered

- PLAYER 1
  Winger
  DRFC
  Answered

- PLAYER 1
  Winger
  DRFC
  Answered

- PLAYER 1
  Winger
  DRFC
  Answered

PLAYERS   CALENDAR   HOME   VIDEO   GAMES

Phone 2 (Games screen):

GAMES

Saturday Fixtures

Team 1 vs Team 2
13:30 kick off

Team 1 vs Team 2
13:30 kick off

Sunday Fixtures

Team 1 vs Team 2
13:30 kick off

Team 1 vs Team 2
13:30 kick off

Club Weekend Fixtures

Team 1 vs Team 2
13:30 kick off

PLAYERS   CALENDAR   HOME   VIDEO   GAMES

Phone 3 (Player stats screen):

Meters Made
102m

Top Speed
13 MPH

Ball carries:
15

Player of the Match Stats:

EVALUATION OF RESPONSE:

I mainly focused on one of the artists since I wanted to try what would happen if I would use a different theme and layout. On my last response/test I used the colour green as the main colour since it shows trust and can also calm the viewer. I also focused on creating layouts and app designs where it was only vector images.

The artist that I have responded to has done the opposite of this since the artist has used photos and focused on using the colour red. I took this into my work using the same colour theme as well a using my own photos.

I edited the photos ensuring that I was getting the high contrast effect just like the artist.

The main reason I wanted to change to a completely different theme/design is to see what emotions are created when the colour changes as well as the layout.

I chose to use photos that I have taken since it relates well to the project theme and follows the type of style that the artist has done. What I did find early on into the project is that there where many times where the design looked too simple and basic, but I was able to add in simple boxes or rearrange certain places to stop the awkward space to form.

I think the pictures are effective because they represent well what the use of the app is for. Not only this but I believe that having a vector family throughout the design is important since it complements the whole design. For example, the boxes are curved at the corners rather than corned off.

I have followed this through with all of the icons ensuring that I am consistent with the theme and make the whole design look like it links with one another.

I didn't focus on choosing my font and making my typography look impressive since my design is digital and it is key that the viewer is able to read the text rather than the text looking artistic.

A good example of this is using text that is a serif style. Serif style means that there are little flicks on the end of each letter, this isn't necessary for my design since it will take up too much resolution and would make the space cluttered.

I did however make sure that my colour theme for my text is the same throughout my design since I made sure that the text that I wanted to be clear and bold to the viewer was of a different colour to the rest, giving it that hierarchy platform.

I believe that the most effective part of my design is the vector family as well as the photos.

Reason being for this is because the photos are different to the whole design, as in not vector, this means they stand out more and are clearer to the viewer.

The vector family also stands out since the placement of the design is important and that the placement of the vectors can be seen and are complimented by the surroundings.

The main challenge that I faced when making this app design was adding a gradient fade to the pictures on page 2 and 3. This is because they where already added to the illustrator so resizing was difficult as well as editing. But I found out that I was able to link my pictures from illustrator to photoshop so I would then be able to edit the photos and then relink them into illustrator.