*PROPOSAL*

*DREAMS*

*FANTASY*

This project is about dreams. The theme that I chose is “Fantasy”. I chose that theme because that’s what dreams usually are – unreal, delusional, confusing. With this theme I got a lot of creative ideas. I think you can do a lot because fantasy can be a lot of different things. My special industry is graphic design.

I looked for ideas online, mostly used TikTok and Pinterest. My favorite app is Pinterest because there are a lot of different artists that are practicing graphic designs and you can be inspired by a lot of them.

I researched Chip Kidd. He is well known for his book covers. I really like his work – they are interesting, some are colourful, meaningful and creative. He uses lots of different styles. I am inspired by his work and want to use his one specific style and layout for my final piece. I made a graphic design trying to follow his style by one of his work.

Other researches that I have done are a moodboard – searched for some graphic design styles that I really like and want to try, a mind map – wrote some words that represent “Dreams”, a survey – I did a survey with my friends where I asked them what does “dream” mean to them. Moodboard really helped me with finding a specific style I want to try more on graphic design.

For my last piece i’m intending to use one specific Chip Kidd’s style and make a graphic design including Vincent van Gogh’s artwork “The Starry Night”. I think “The Starry Night” is perfect for my chosen theme and for “Dream” project.