PARK HILL

Assignment 2 of 3

Style Development

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Style Development, Assignment 2 of 3

To create at least 10 pieces (pages or digital spreads) of a refined style from the research in your sketch book, including detailed notes of how you approached this. For my style refinement, I choose the water colour geometry which includes water colour paint and line drawn shapes to produce something to represent **Park Hill Flats**.

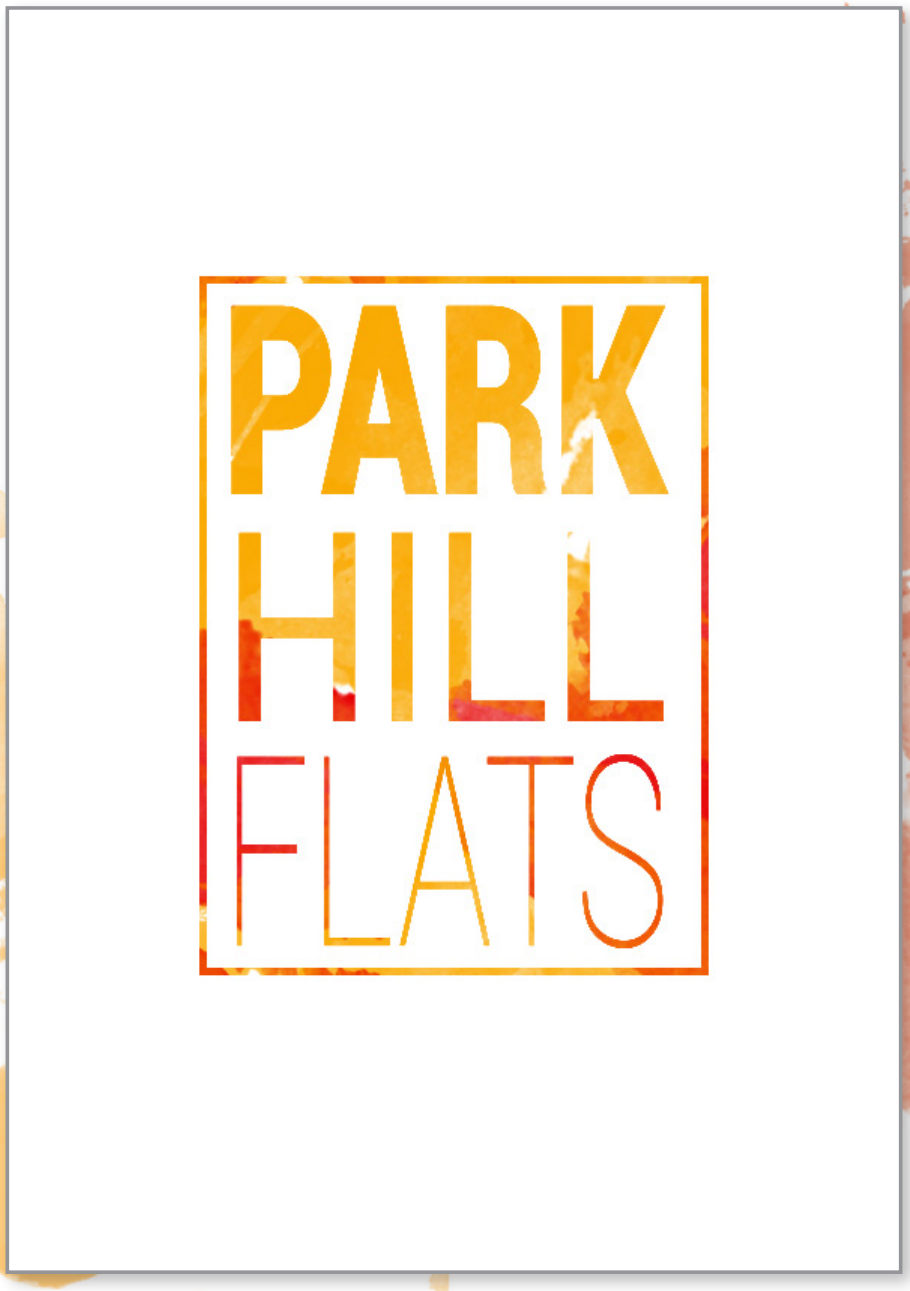
For the following 10 pieces, I used similar techniques and created a watercolour artpiece on an A4 spread which I then worked with.

Ps

Piece 7:

Inspiration from
Sketchbook

Logo concept page gave me the inspiration for this piece.





Piece 7

Royalty free brushes were downloaded and used within Photoshop to create this full page art spread. generating an art-board like this within Photoshop lets me have better control over layer blending options.

I added type using my inspiration in a 'block' form, then masked a duplicate black and white layer over the type to create the one on the right.





After doing this, i played about with blending options to create the pieces below.

Concepts:

