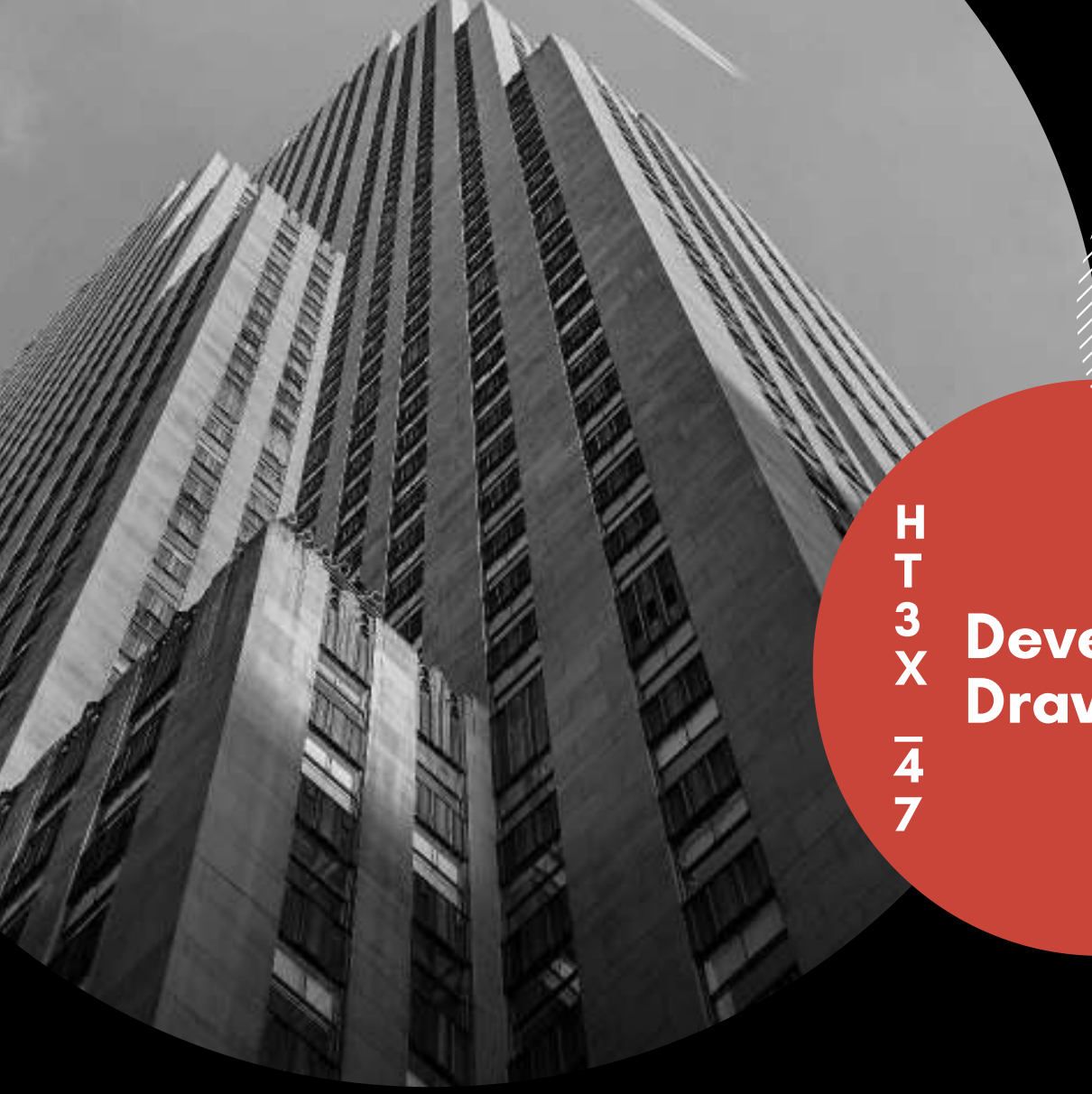

HT3X_47

Development Drawing

PORTFOLIO

NAWAL NASSER QADDOUMI

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4 EXERCISE 2 - CHARACTER EMOJI EXERCISE

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31-60 EXERCISE 6 - RE DESIGN THE COVER PAGE OF YOUR FAVORITE BOOK USING TYPOGRAPHY

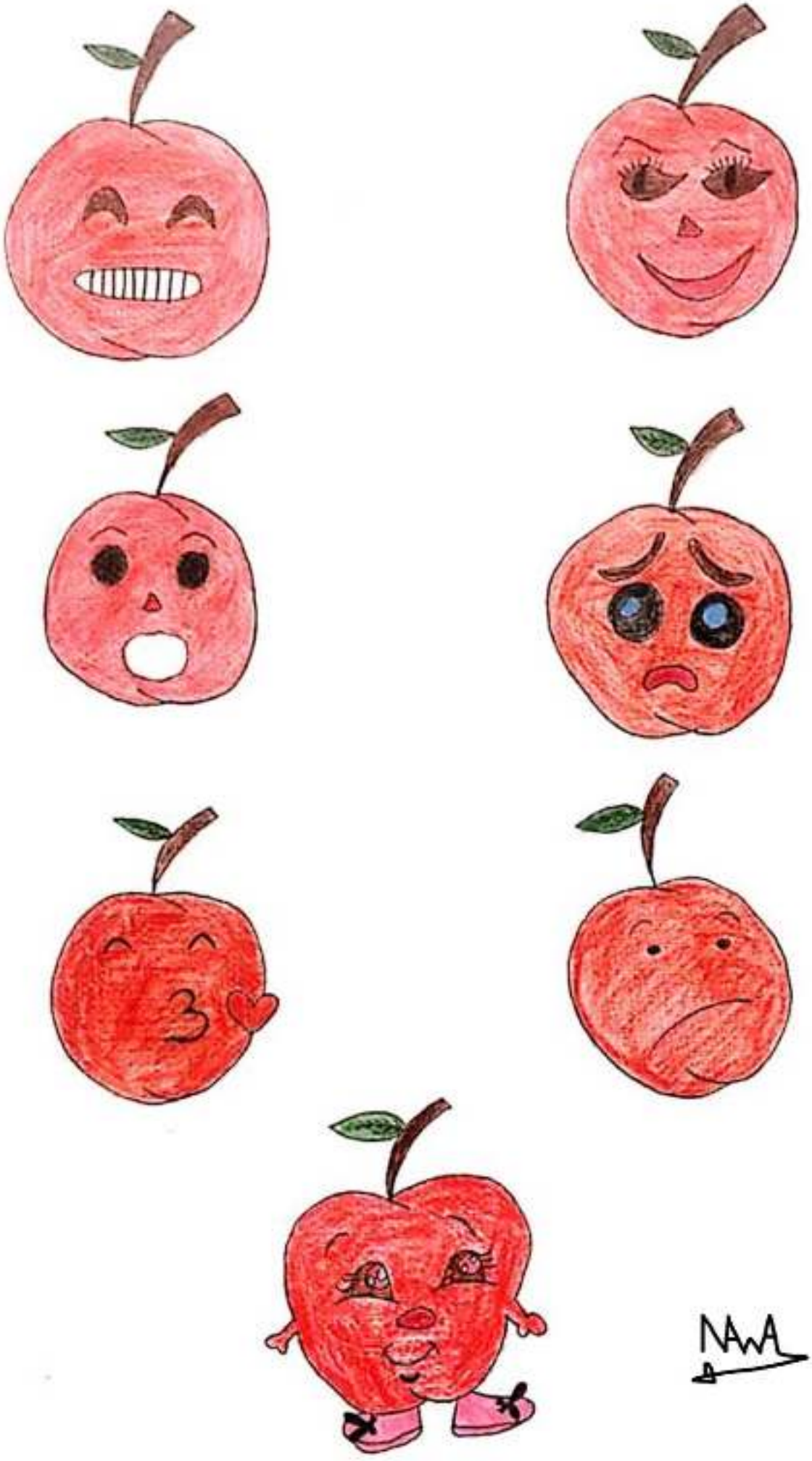
GRAPHIC QUOTATION



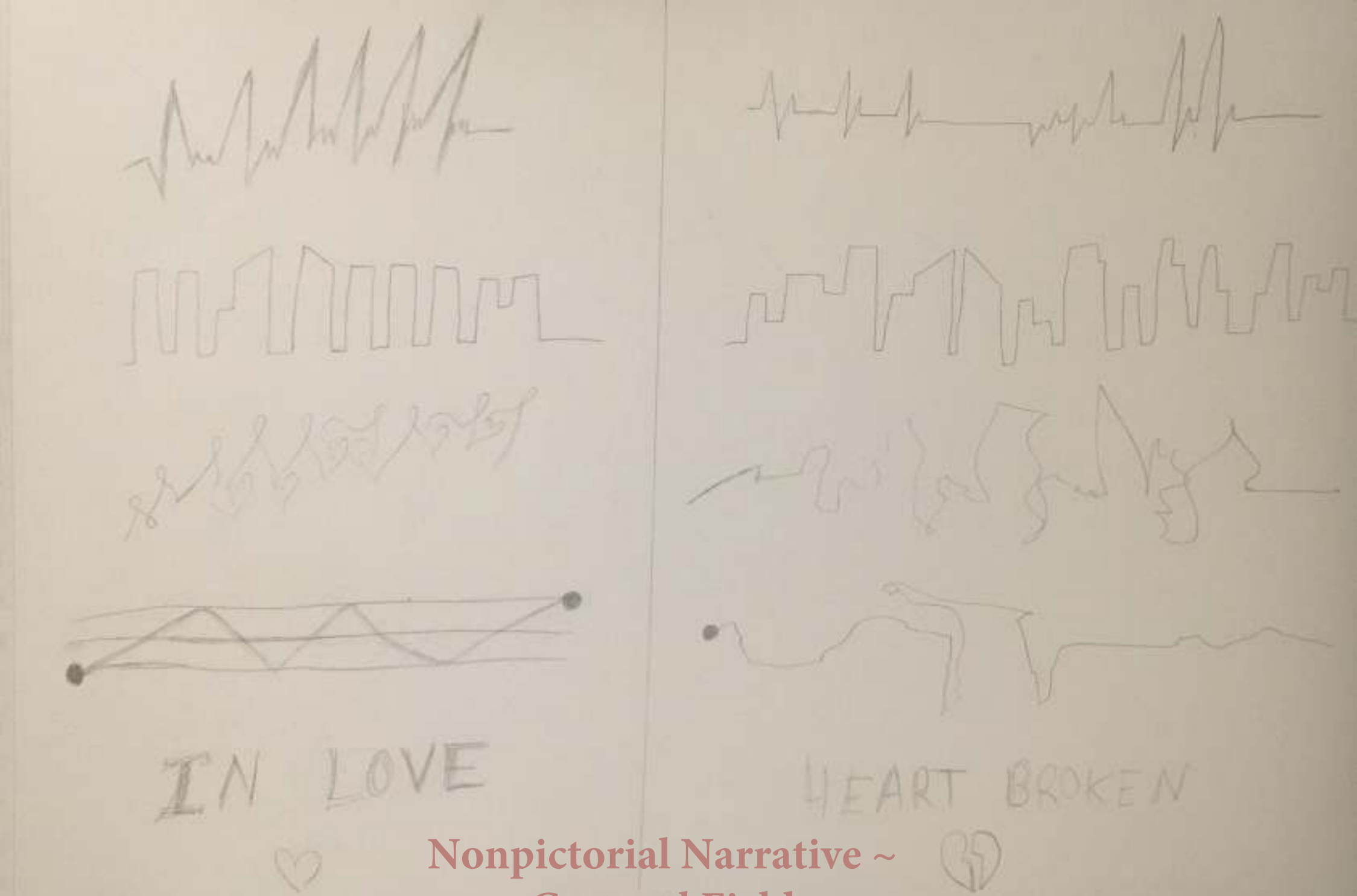




Everything Happens For A Reason



Nawal Nasser Qaddoumi - Development Drawing - Character Emoji Exercise



Nonpictorial Narrative ~
Gestural Field









Mall of the Emirates



THE DUBAI MALL





Dubai International Financial Centre
DIFC





DUBAI SPORTS CITY





دبي لاند
Dubailand





دبي فستيفال سيتي مول
Dubai Festival City Mall

CITYCENTRE
MIRDIF

The softwares I used:



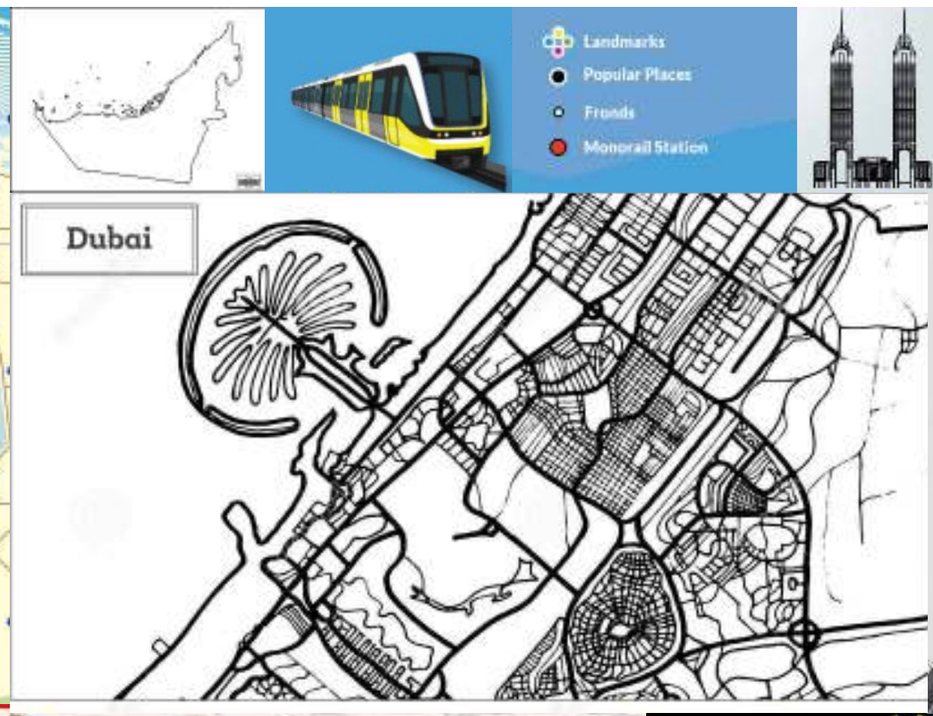
ILLUSTRATED
MAP OF DUBAI





Here are the maps I researched.

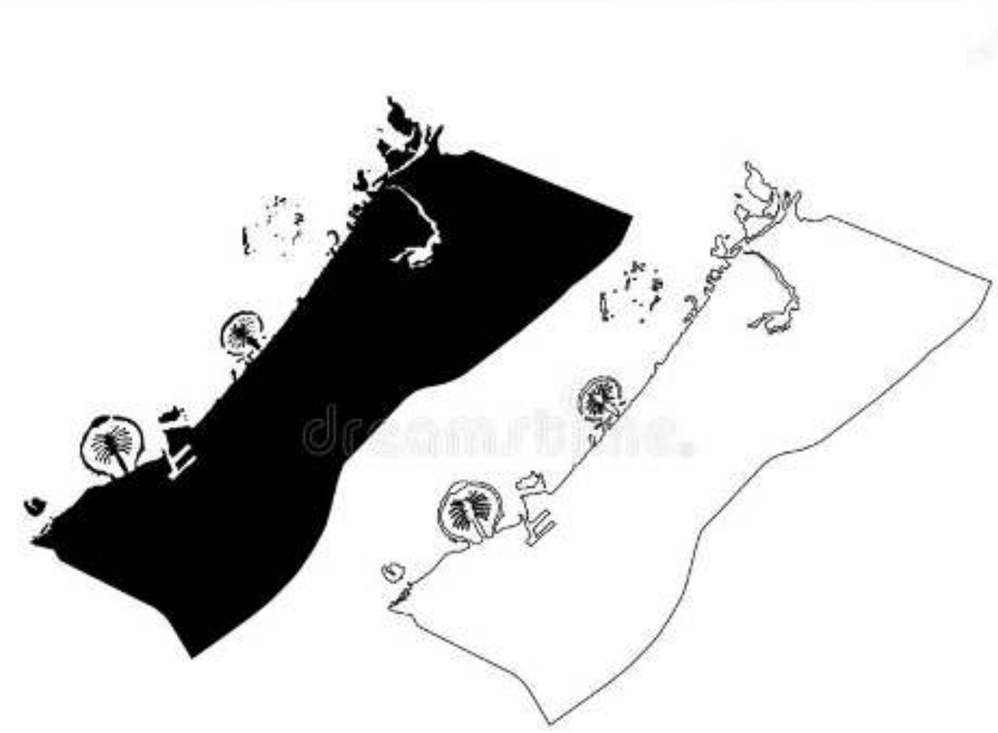


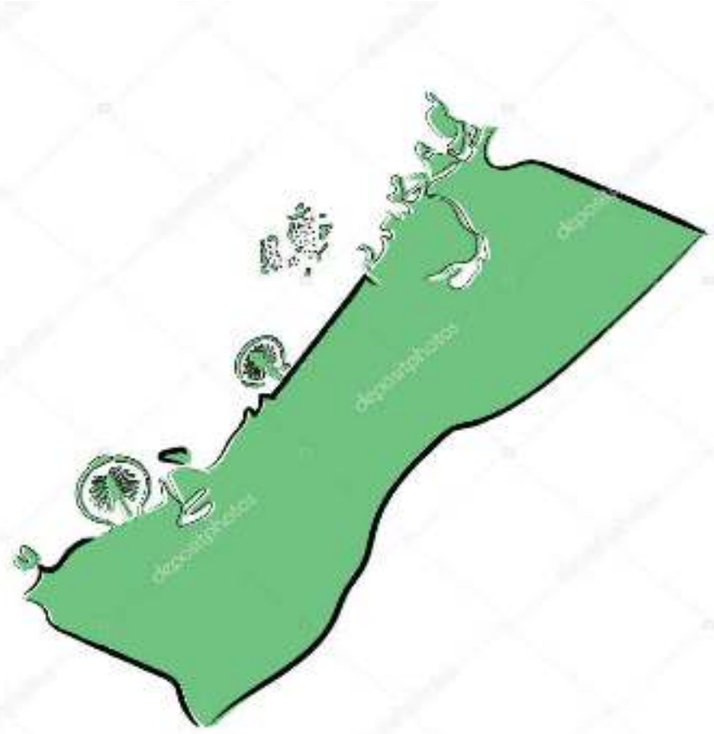


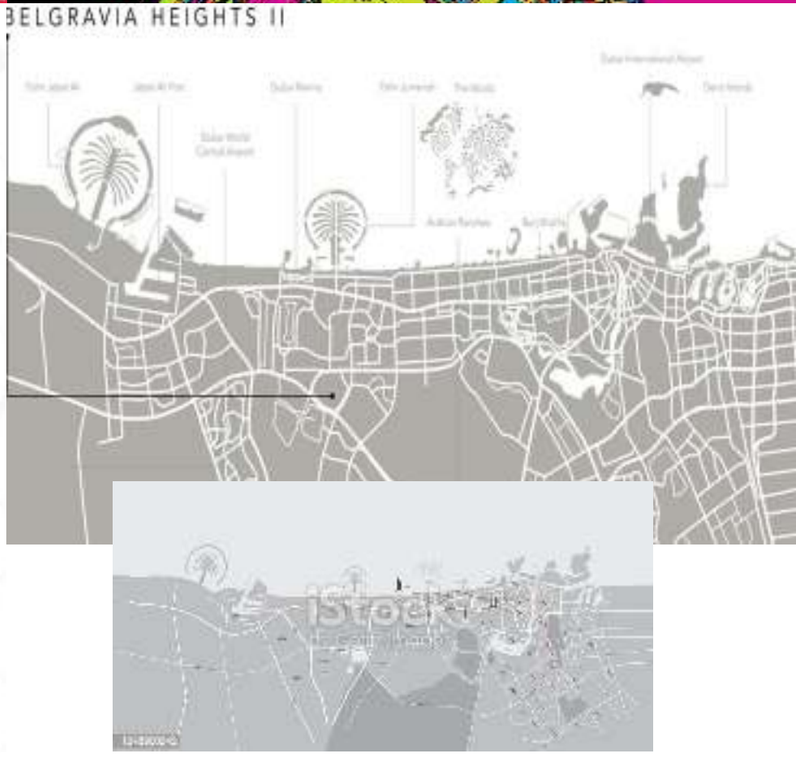


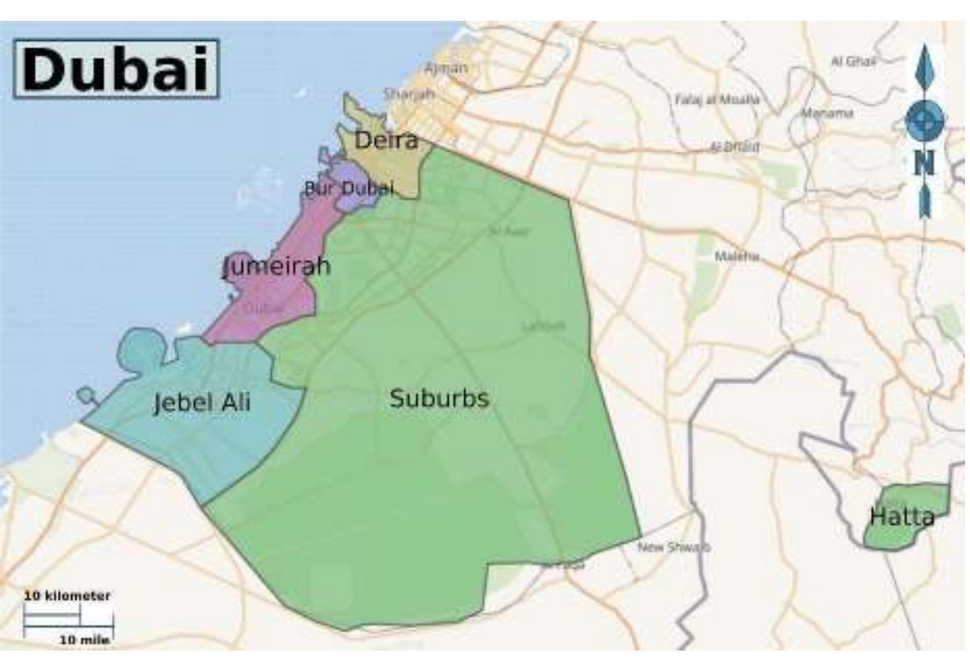


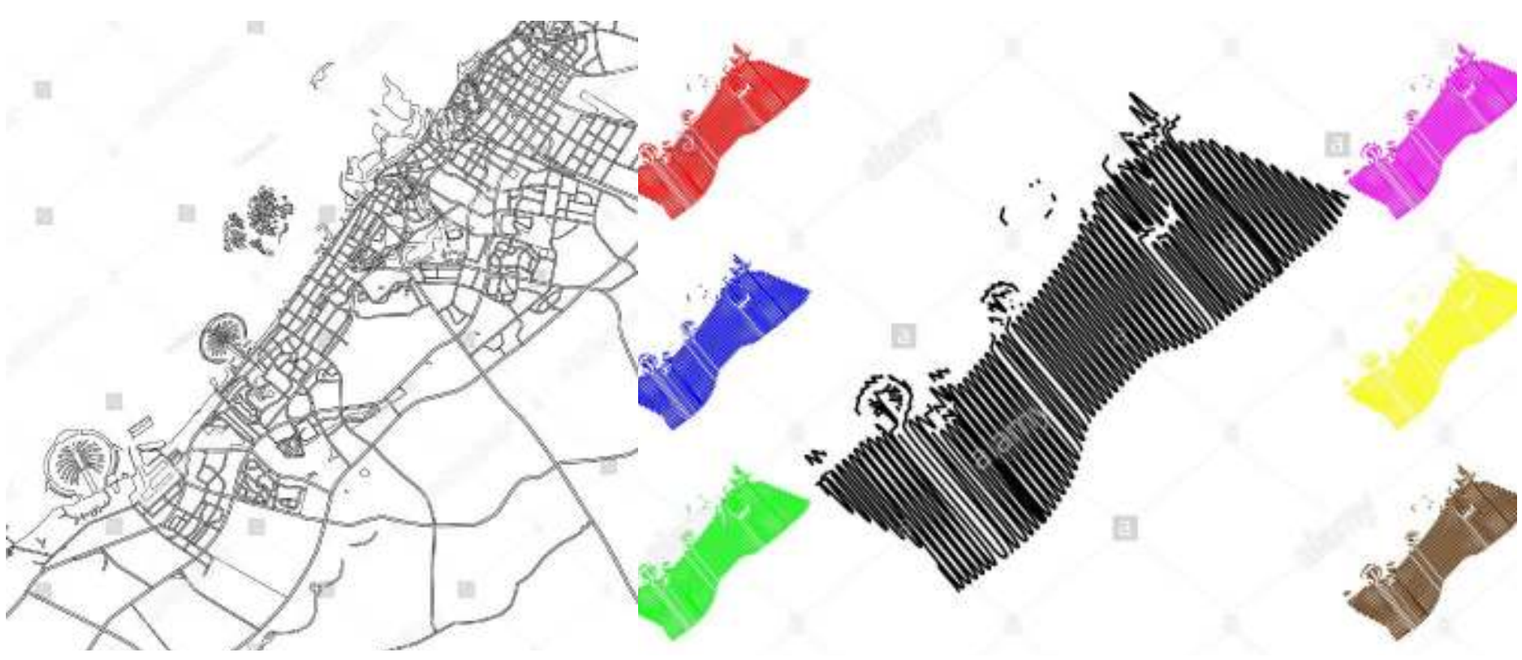


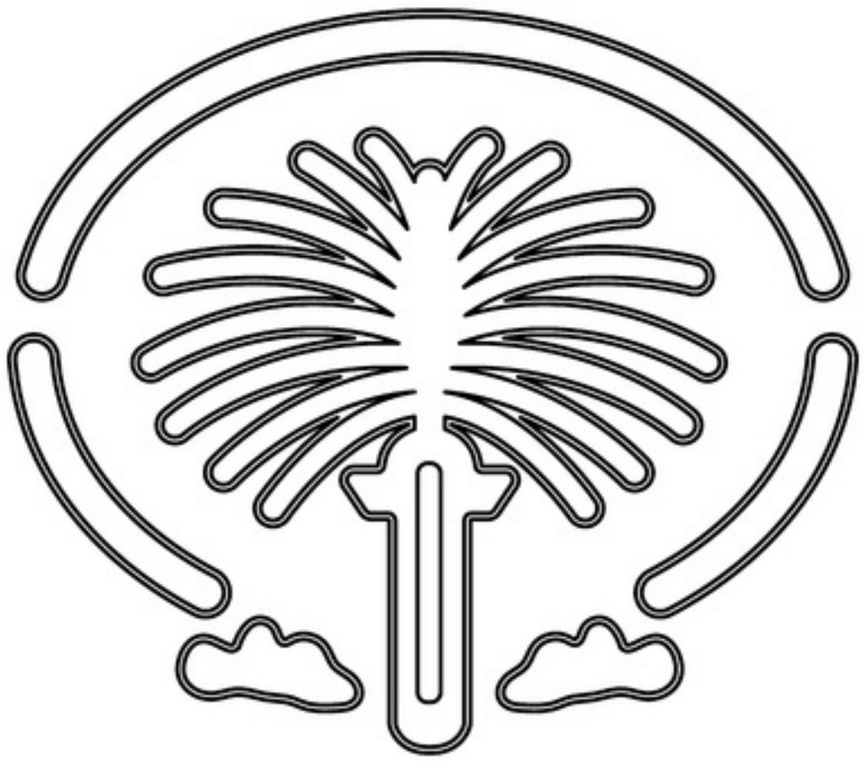




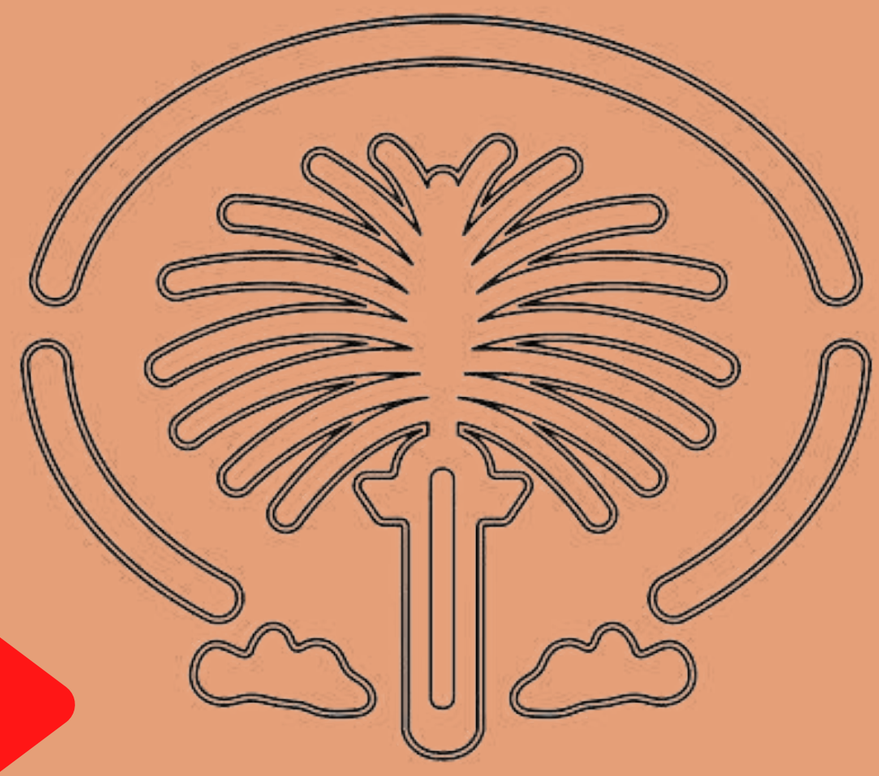




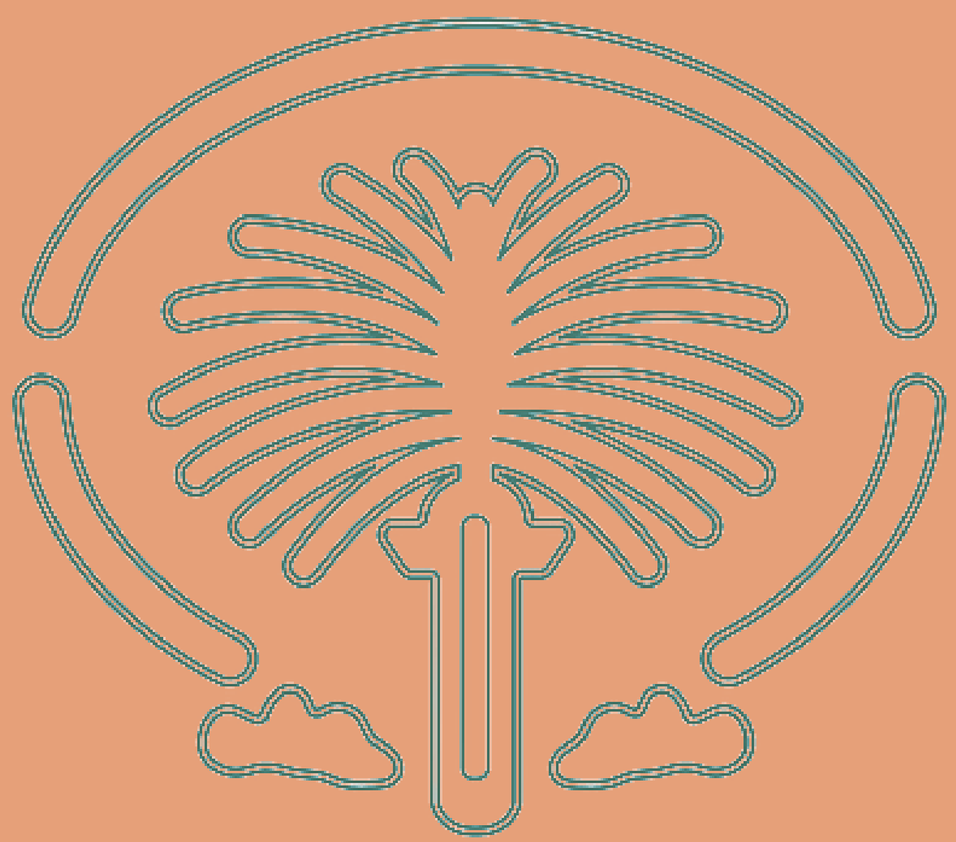




Original



No background



Different Colour

Final (Labelled + Black Background)

1. Atlantis
2. The Boardwalk
3. The Pointe
4. Nakheel Mall
5. The Palm Tower
6. Palm Jumeirah Monorail





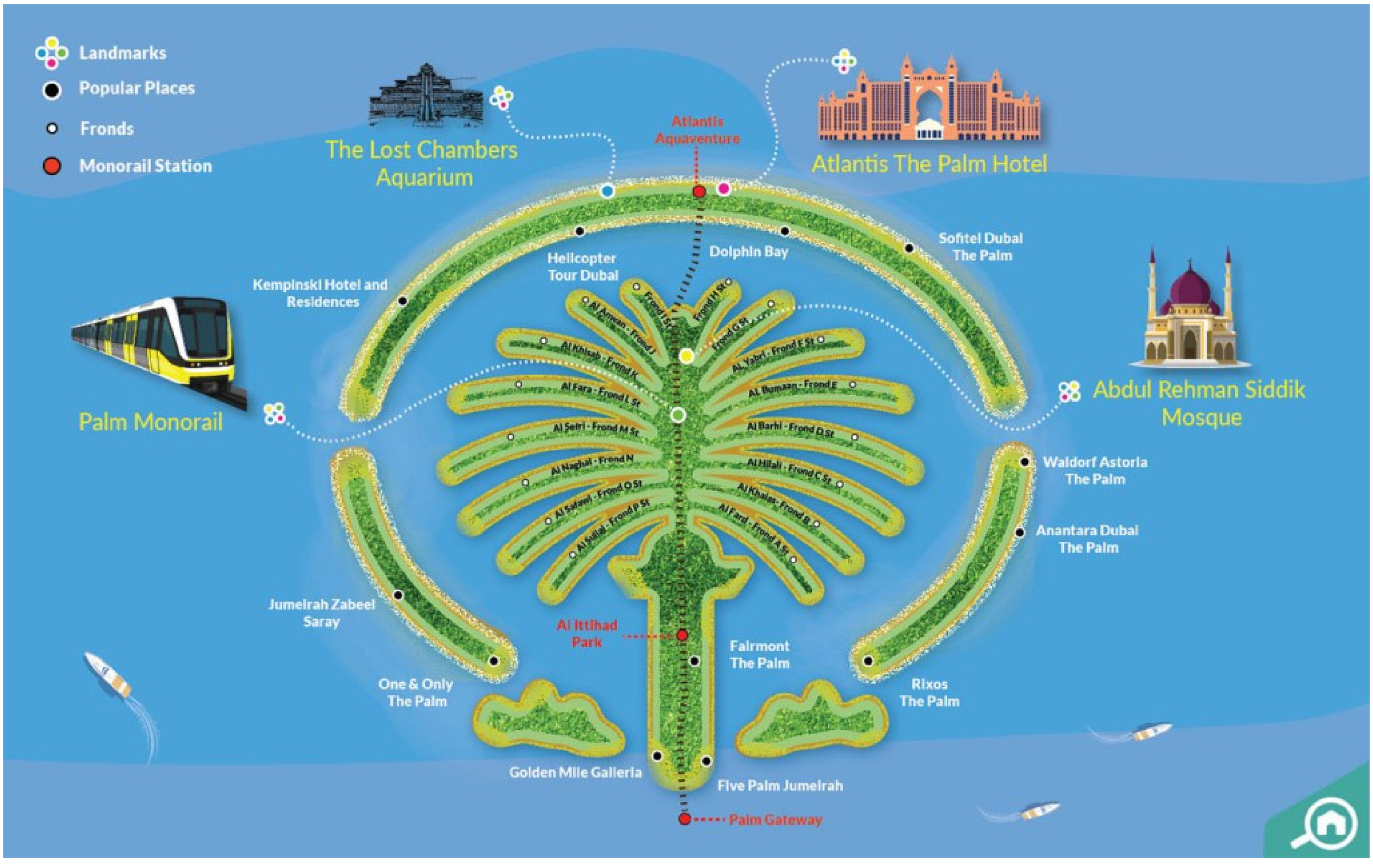
20. Rixos
21. Anantara
22. Waldorf Astoria
23. Mgallery
24. Sofitel

The Palm, Jumeirah

12. St. Regis Beach Club
13. Dukes
14. Fairmont
15. The Palm Promenade
16. Five
17. Golden Mile Galleria
18. Club Vista Mare
19. Andaz

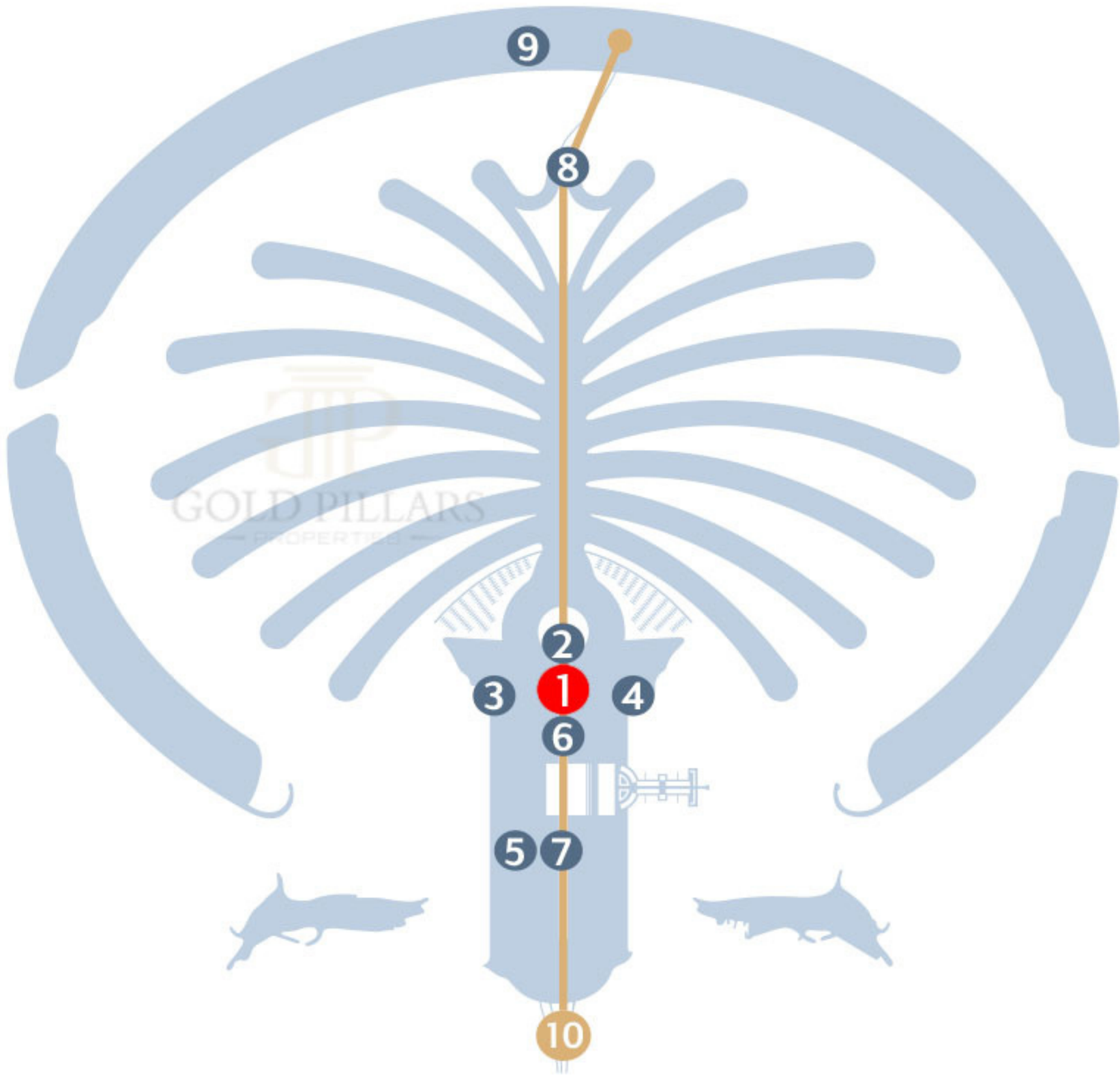
7. Kempinski
8. W Dubai
9. Jumeirah Zabeel Saray
10. One & Only
11. Dubai Harbour

The inspiration which lead me to "The Palm, Jumeirah" formation

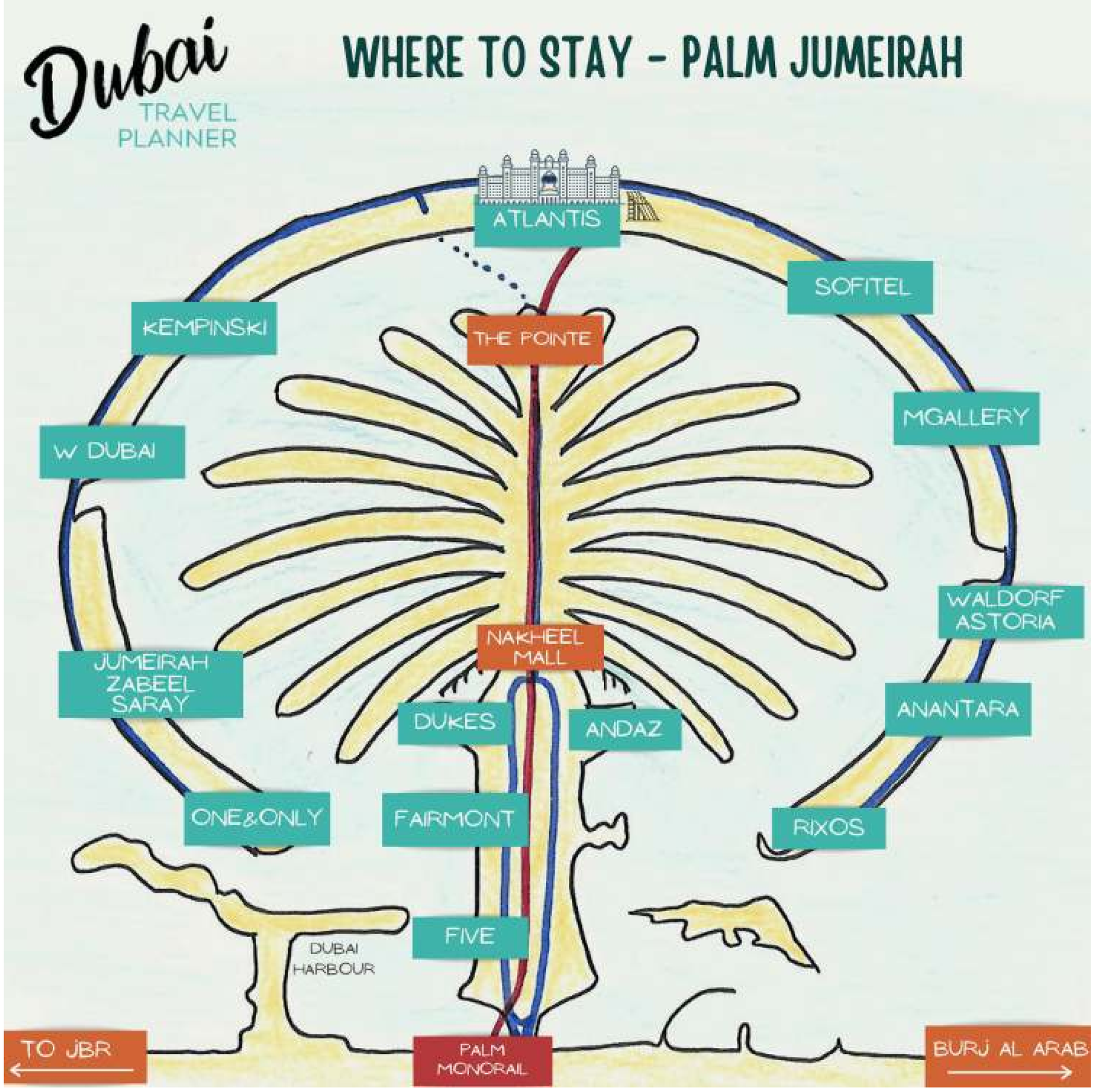


LOCATION MAP

1. The Palm Tower
2. Nakheel Mall
3. St. Regis Beach Club
4. Club Vista Mare
5. The Palm Promenade
6. Al Ittihad Park
7. Golden Mile Galleria
8. The Pointe
9. The Boardwalk
10. The Palm Monorail



GOLD PILLARS PROPERTIES



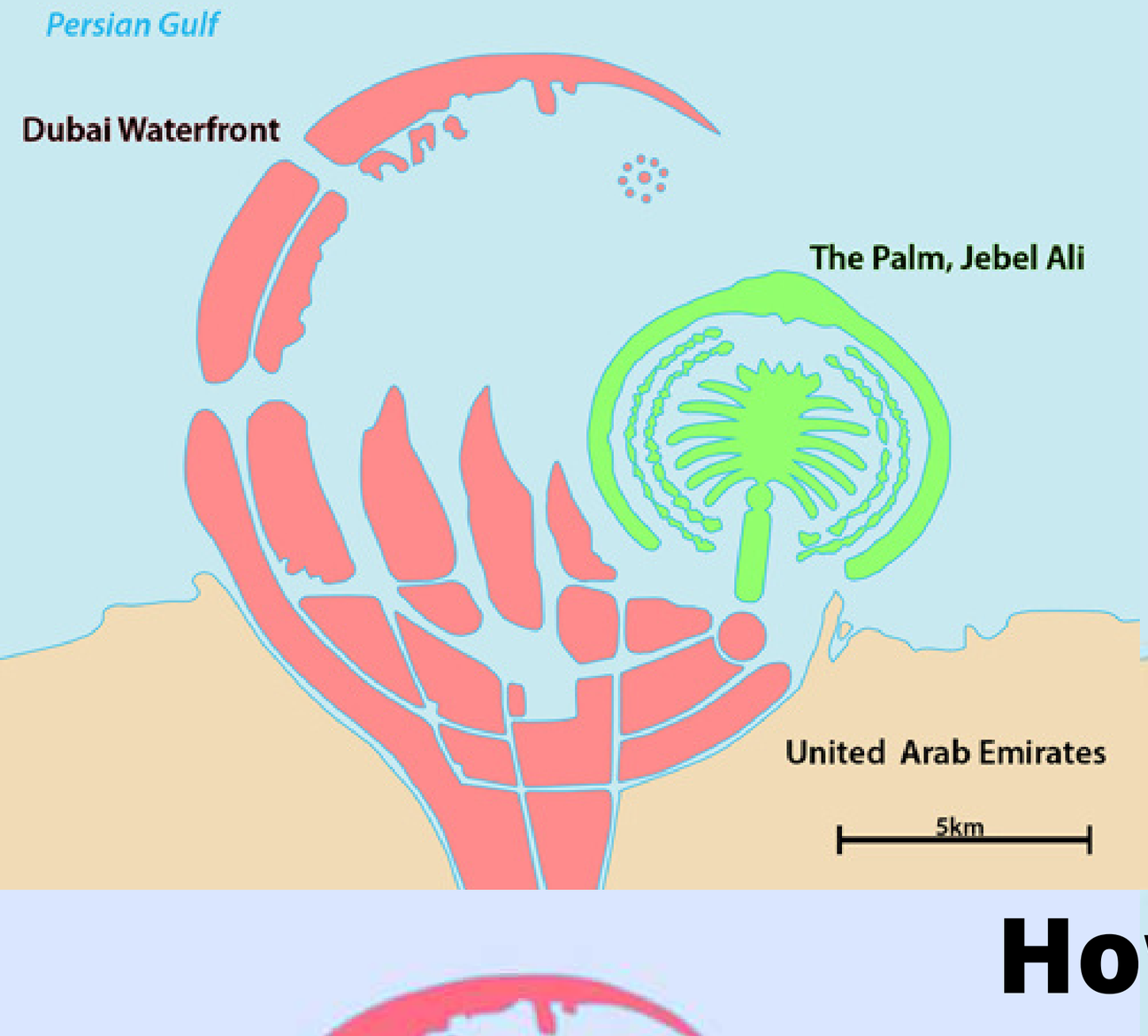
Persian Gulf

The Palm, Jabal Ali



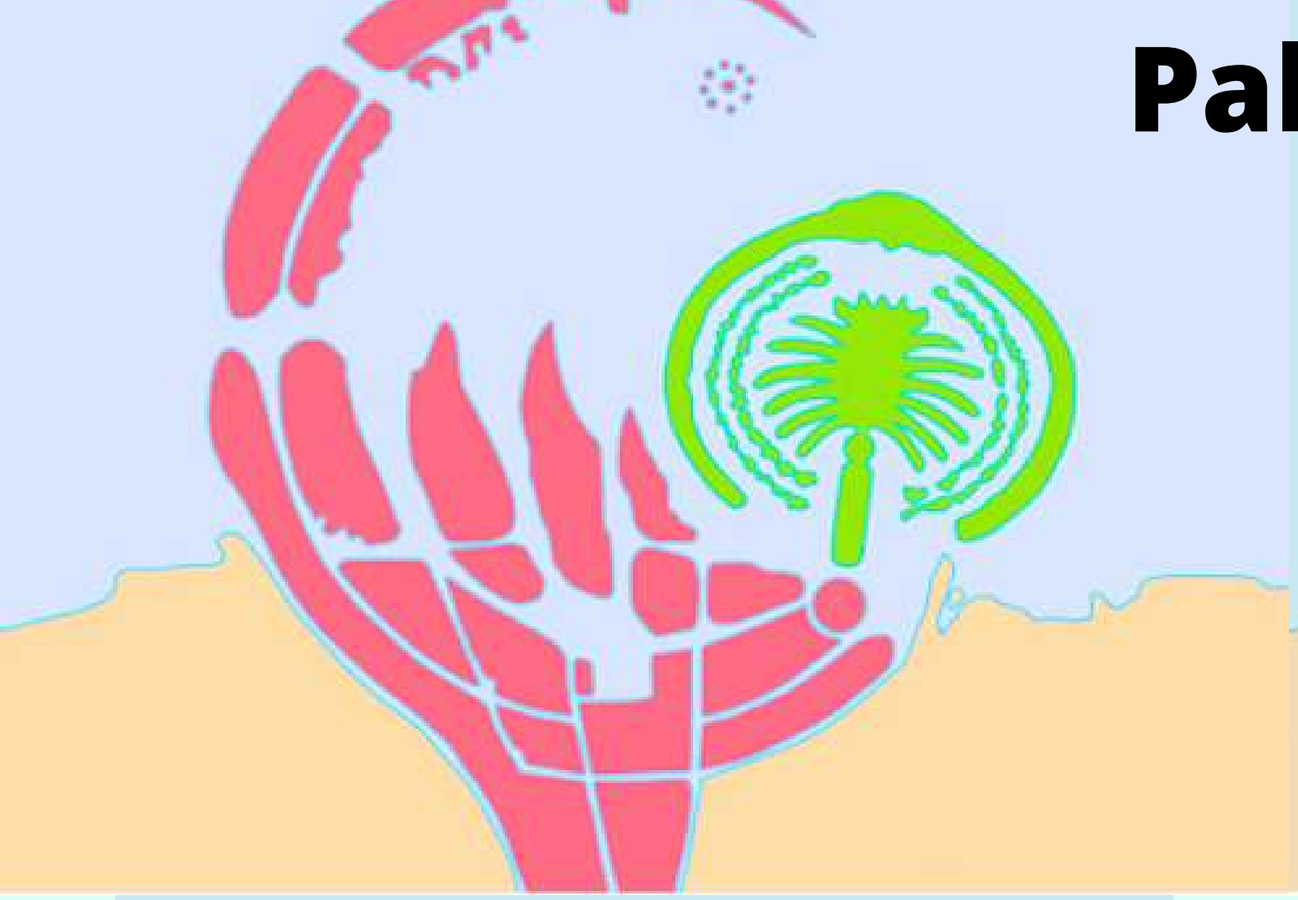
United Arab Emirates

5km



How I made "The Palm, Jabel Ali"











For Burj Al Arab

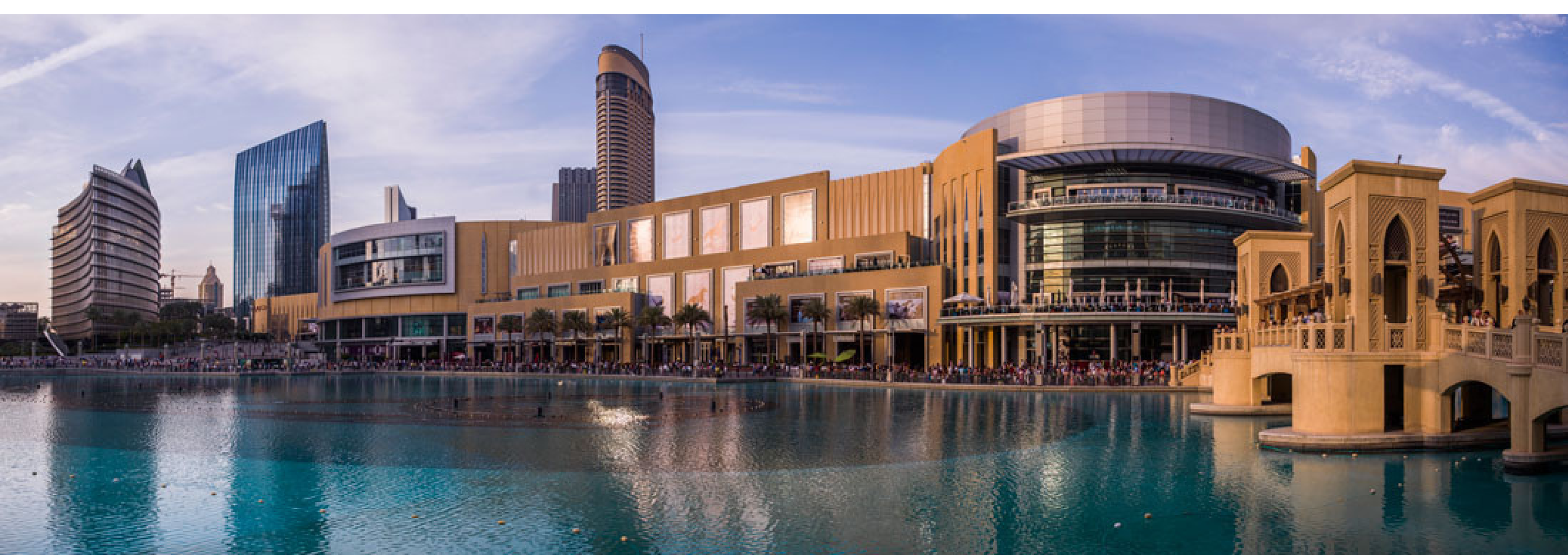


I got rid of the background as much as I could here and cropped the photo.





I gathered photos of Burj Khalifa and Dubai Mall, both separate and together, to see which would suit my map more





Download from
Dreamstime.com
This watermarked comp image is for previewing purposes only.
ID

I removed the background, changed the colour, and cropped it.



For the Global Village Landmark, I decided on using a logo I found on the internet. It's simple, detailed and coloureful.





I debated on if I should use a photo of the building or the logo.

WOLRD TRADE CENTRE

However, in the end, I decided to stick with the logo, to keep it more simple.



These are the rest of the logos I used for other landmarks.











دبي فستيفال سيتي مول

Dubai Festival City Mall

دبي لانـــد

Dubailand



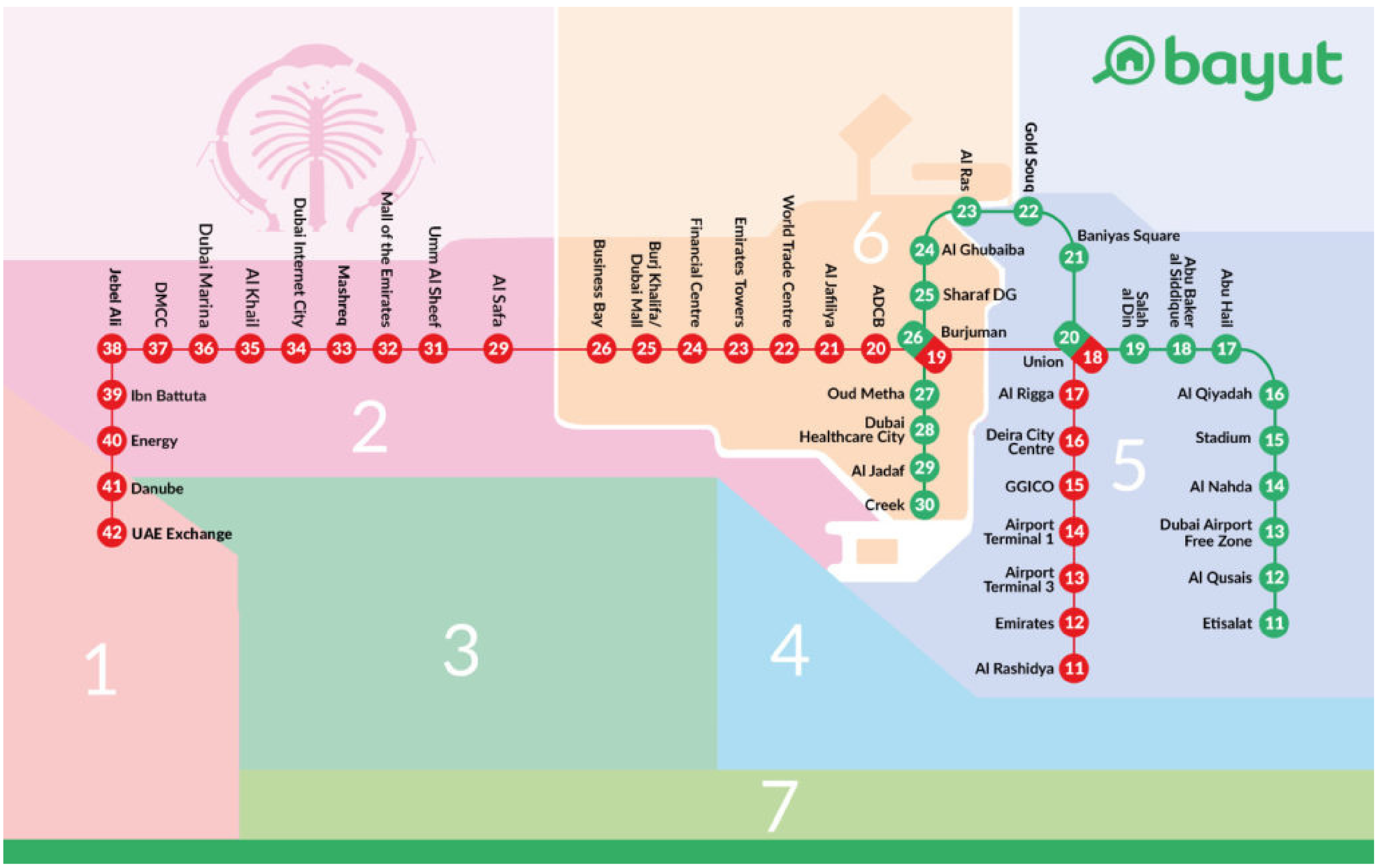
DUBAI
SPORTS
CITY



خـــور دبـــي

DUBAI CREEK

For the Metro line, I decided to use a route I found on the internet.



Song Name

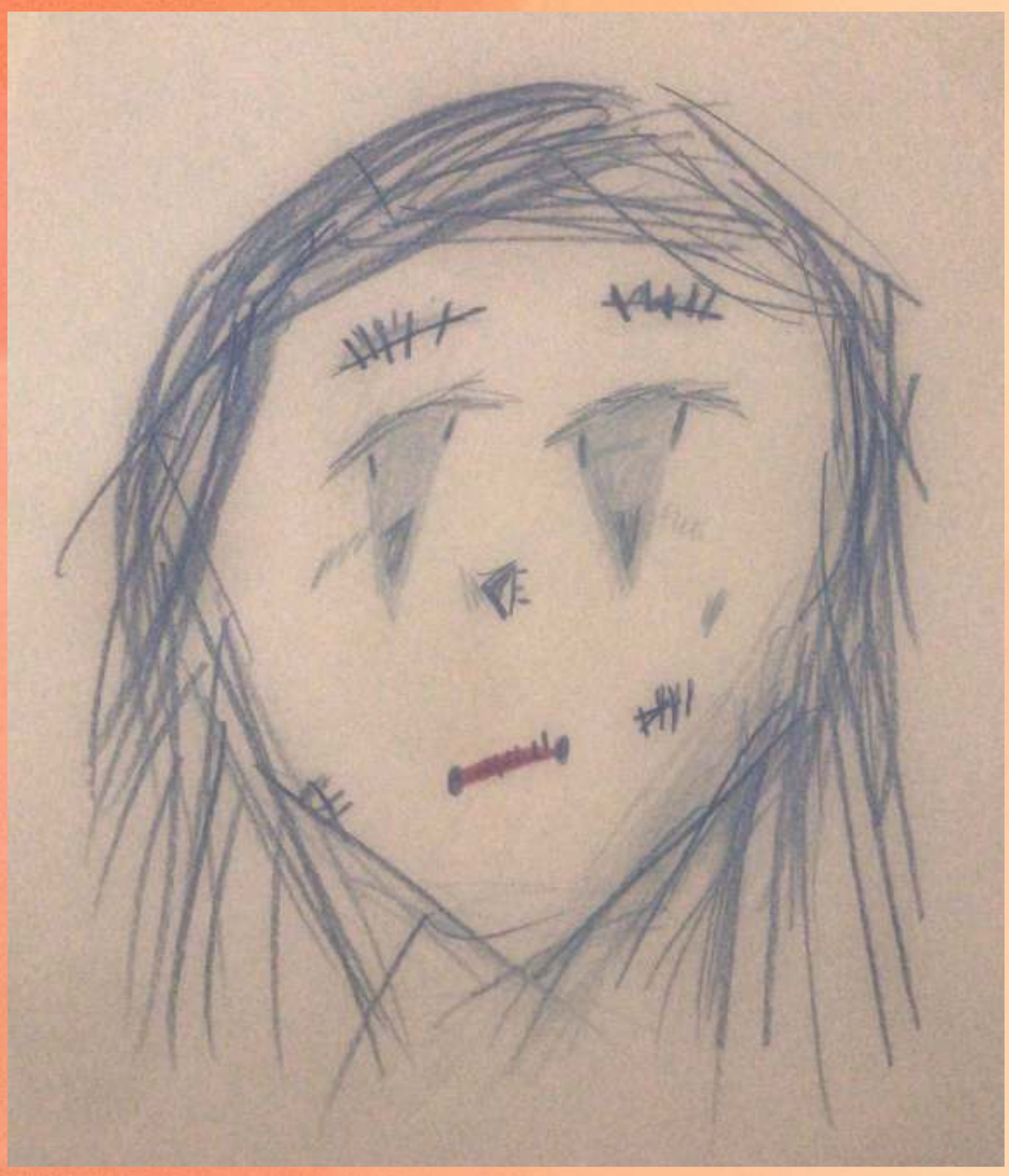


Translate one medium into another

1-800-273-8255

Logic, Alessia Cara, Khalid

1:13 -2:57





My first draft on the A4 Paper, before and after blending

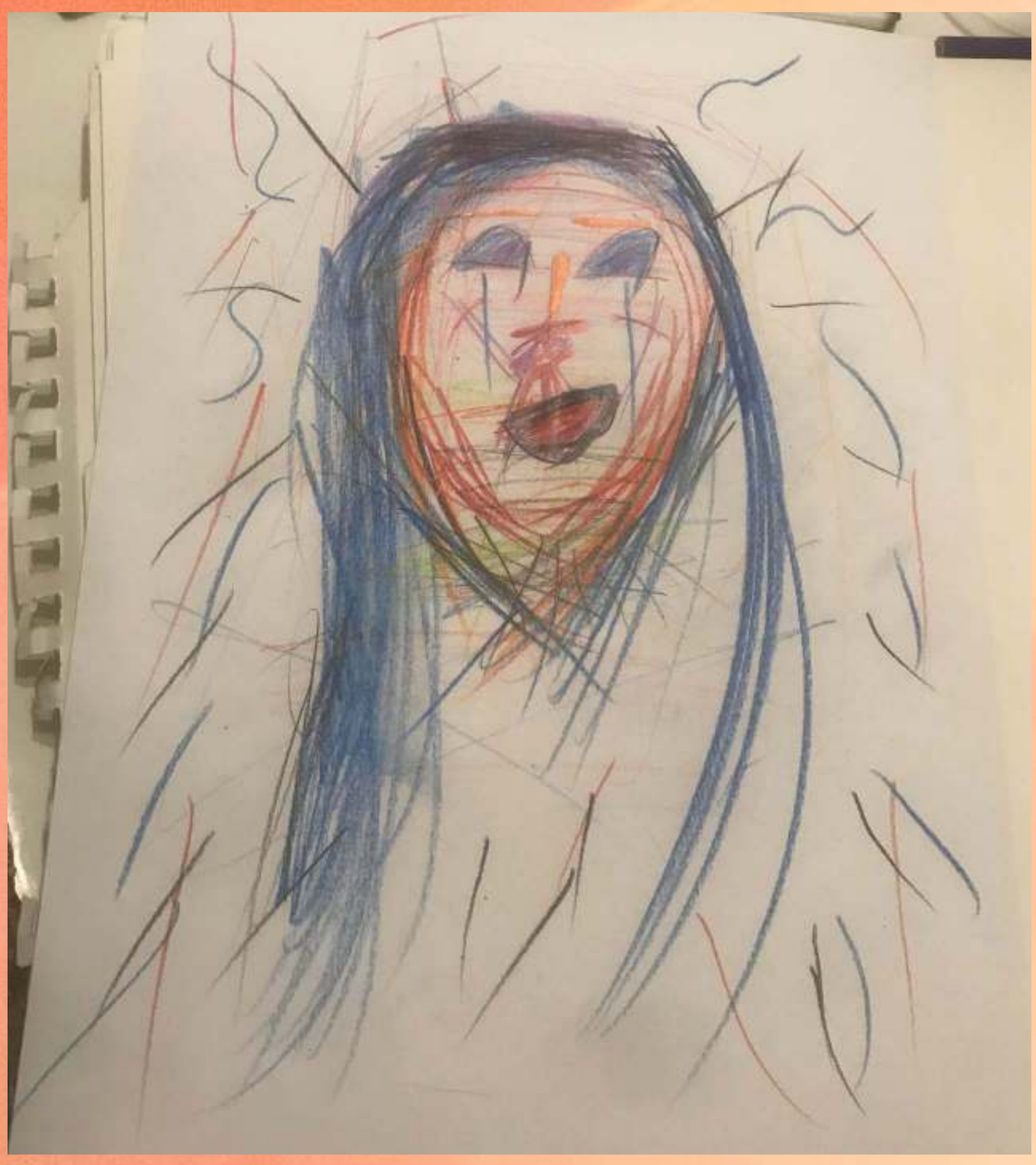




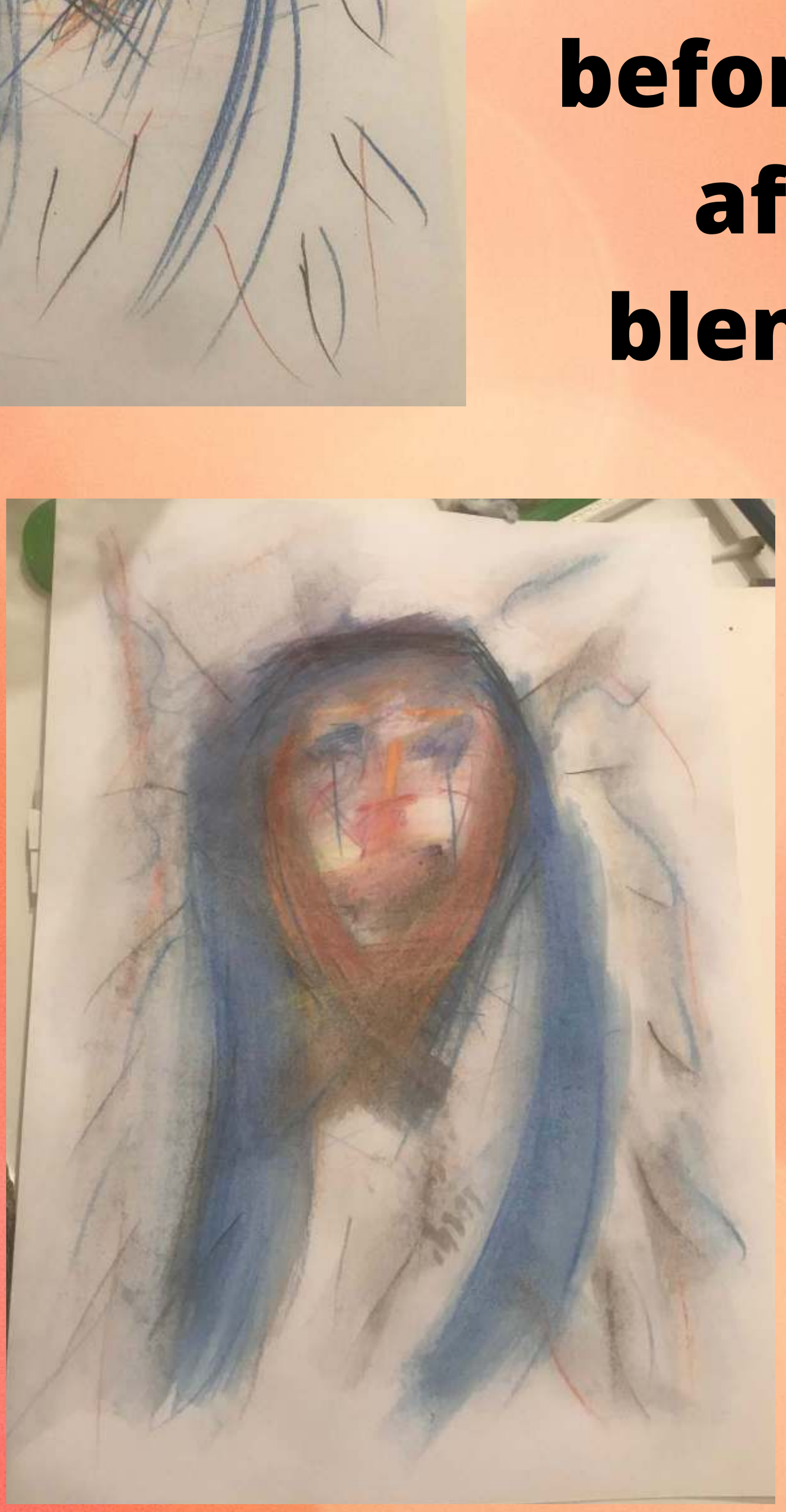


My second draft on the A4 Paper, before and after blending

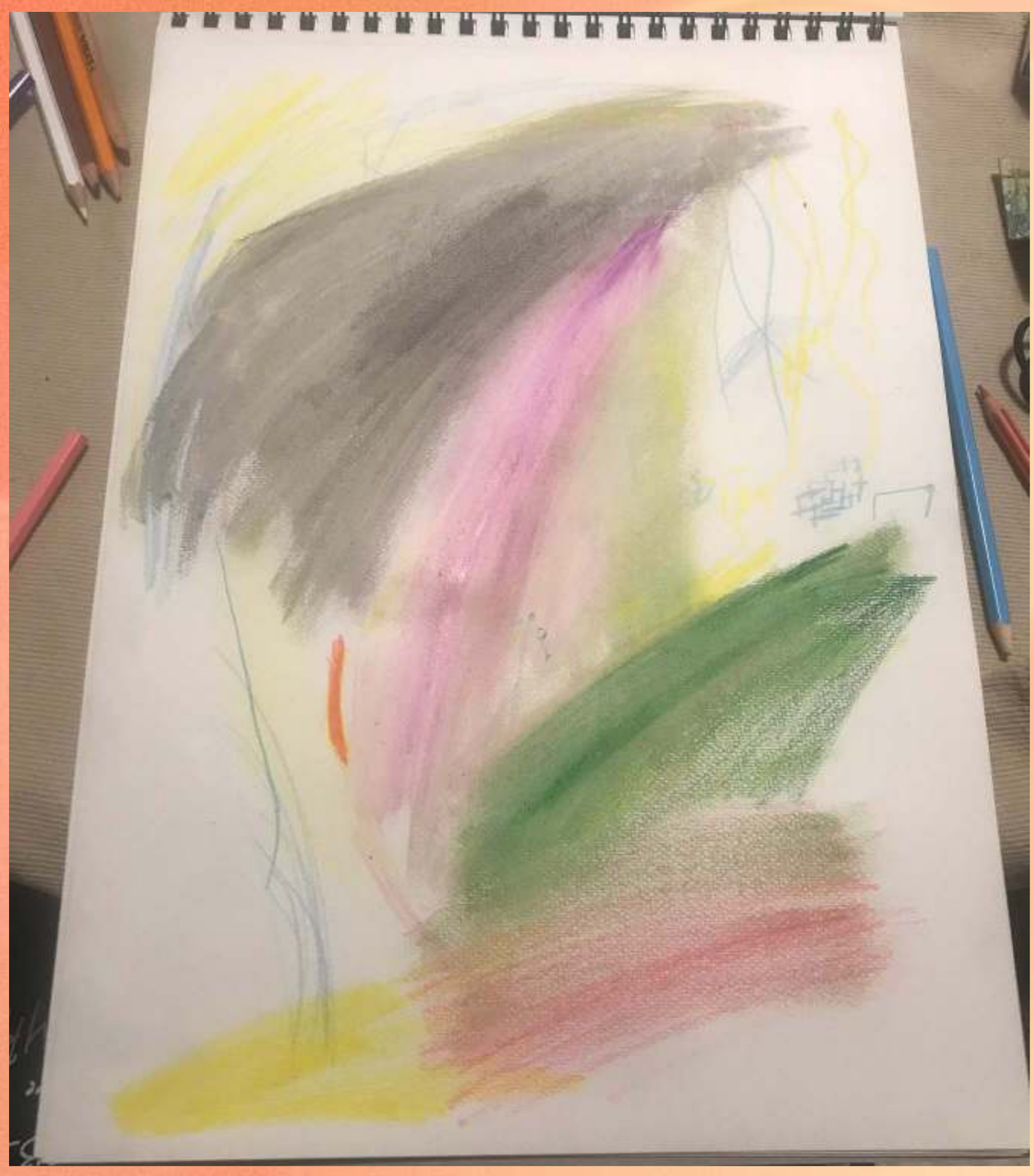




My first draft on the A3 Paper, before and after blending

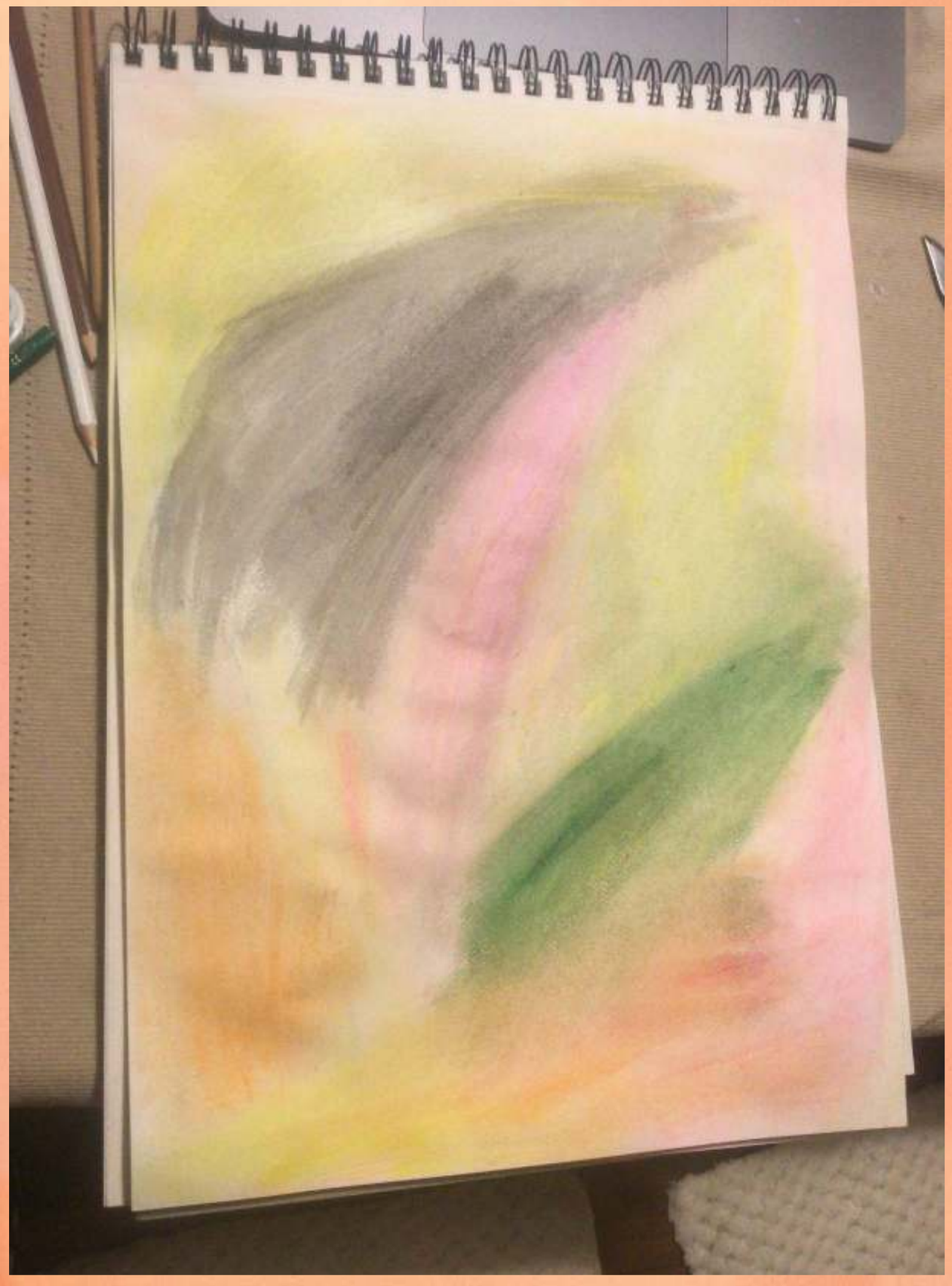


My second draft on the A3 Paper

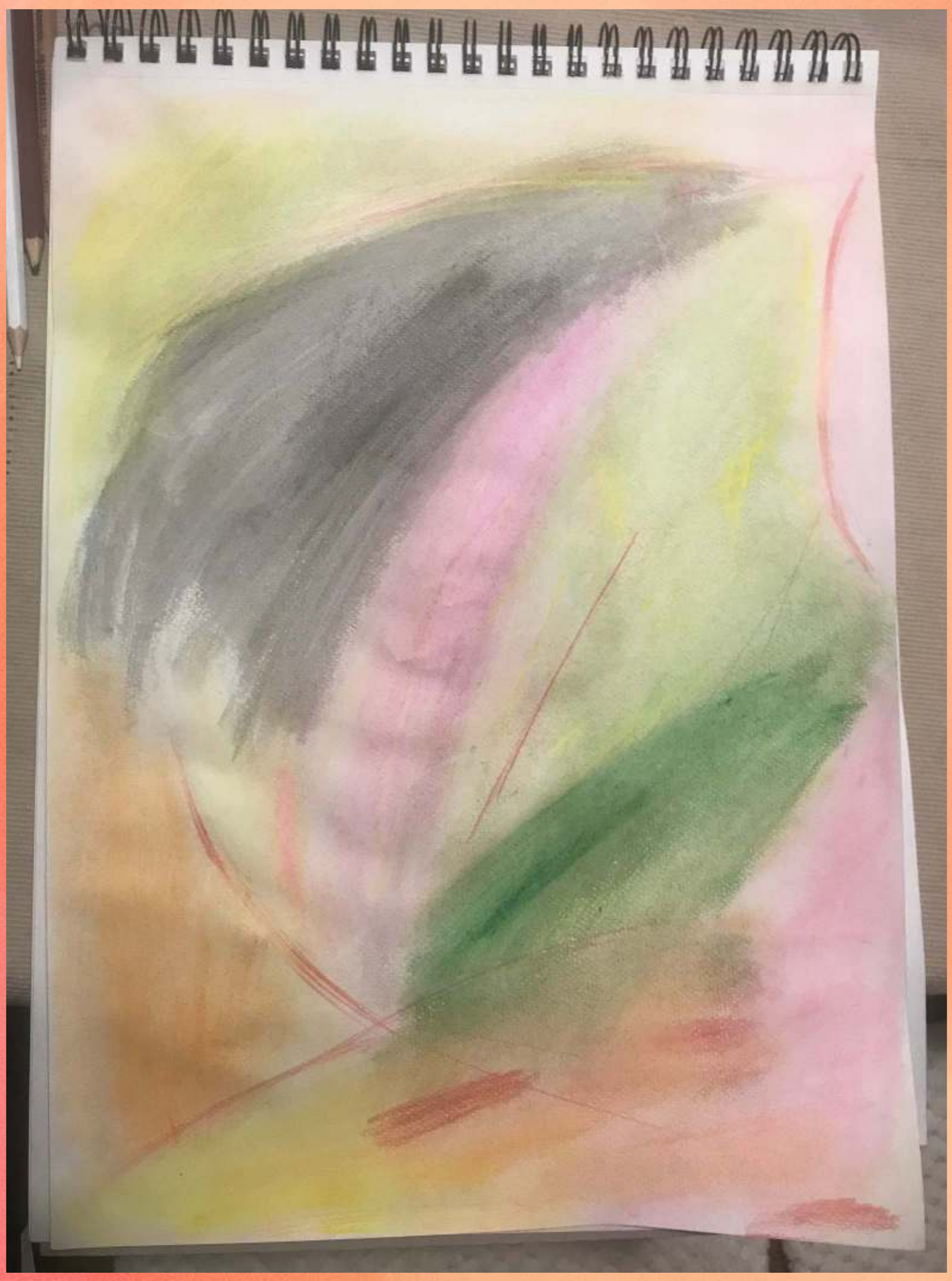


<Before blending

After blending the colours with water>



I added some red here to give it the effect of my feelings



My painting is supposed to be what's inside my mind. Where it's all a mess.

Each colour represents something, which I wrote down separately.

I added yellow with every colour I put because the song I chose talks about suicide and being strong.

Yellow is one of the main colours used to represent suicide prevention awareness. Commonly shown as a plain yellow ribbon crossed at the middle, another variation is the hear formed in the top of the ribbon and is used by the Yellow Ribbon Suicide Prevention Program.

Final Painting



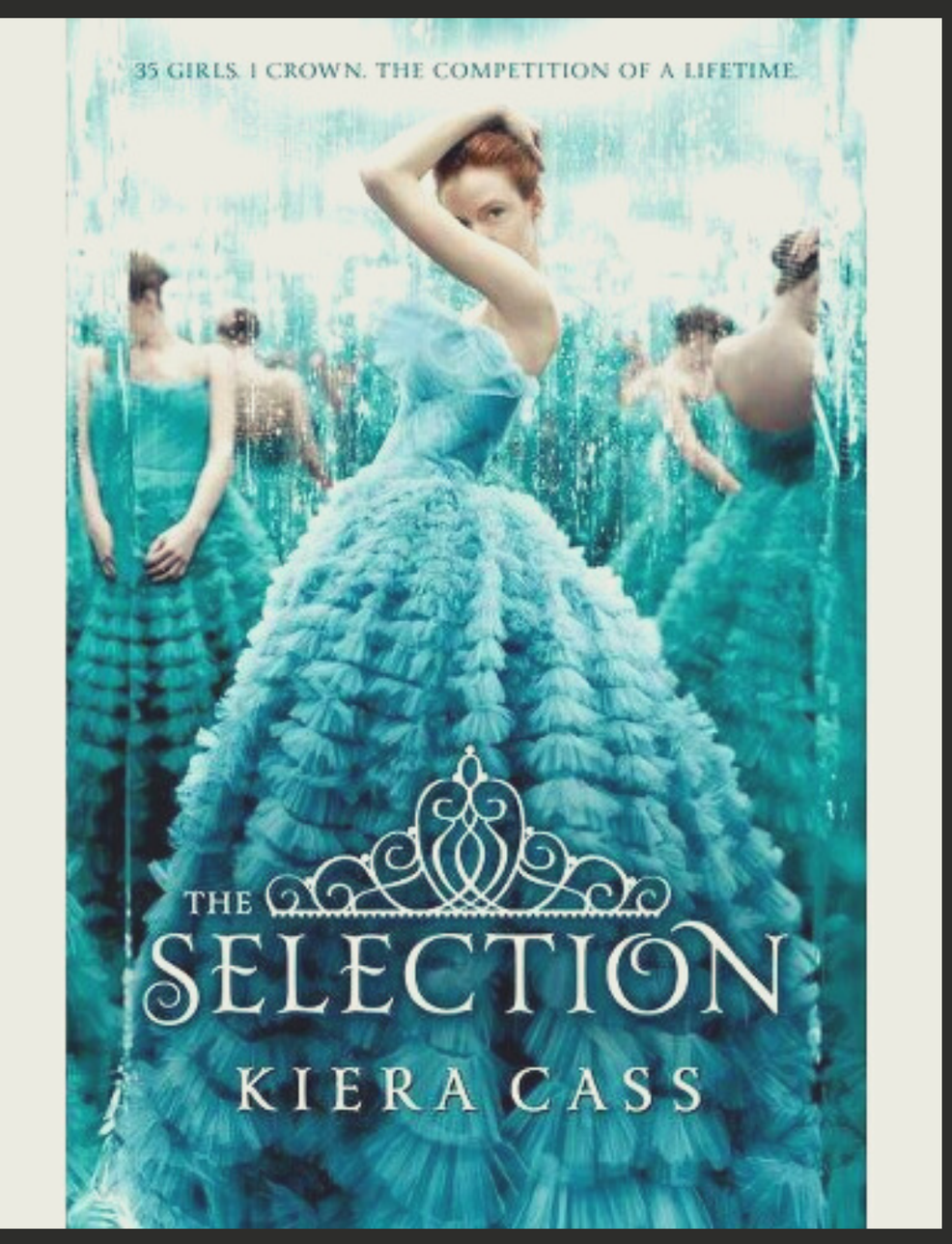
THIS IS WHAT THE COLOURS REPRESENT

- Yellow: Suicide Prevention
- Black: Fear, Anger, Strength, Death
- Red: Power, Aggression, Violence, Anger, Danger, Warning
- Green: Guilt
- Grey & Purple: Sad / Sadness
- Pink: Emotional

NAWAL NASSER QADDOUMI

RE DESIGN THE COVER PAGE OF YOUR FAVORITE BOOK USING TYPOGRAPHY

HT3X_47 DEVELOPMENT DRAWING





35 GIRLS. 1 CROWN. THE COMPETITION OF A LIFETIME.

2 COLOUR SCHEMES

3 COLOURS & WHAT THEY MEAN

4-8 CONTRAST CHECKER

9-11 FONTS

12-16 COLOUR & GRADIENT

17-19 MOOD BOARDS

20-29 BACKGROUND CHOSING & FINAL DESIGN

THE SELECTION

KIERA CASS

ART-PAINTS.COM

MAUVE

(Mallow)

#b784a7

Mauve Color

#B784A7

PANTONE®
Mellow Mauve 17-1612

CMYK 0 35 22 40
RGB 153 99 120
HTML #996378

#C3ADC3

#BD959F

#EEB5B5

#FFD7D7

#F3B6B6

#E0A2A2

#C38888

#A56C6C

#915858

PANTONE®
14-2304 TCX
Bleached Mauve

PANTONE®
14-2304 TCX
Bleached Mauve

PANTONE®
14-2304 TCX
Bleached Mauve

PANTONE®
14-2304 TCX
Bleached Mauve

iColorpalette https://icolorpalette.com/color/5D3B4C

#5D3B4C

MAUVE

THE COLOR OF INSPIRATION AND INNOVATION. FRIENDLY, KIND, AND GENEROUS WITH ITS WORDS. ALWAYS UPBEAT AND HAS RESPECT FOR EVERYONE AROUND IT, BUT IT CAN ALSO BE INCREDIBLY SHY. THIS GIVES SOME THE IMPRESSION THAT MAUVE IS ALOOF. IN GENERAL, MAUVE IS A COURTEOUS COLOR THAT RELISHES ALONE TIME.

" MAUVE - A PALE, BLUISH RENDITION OF PURPLE

#BC54FF #C976FF #D492FF #E0B0FF

COLOR-MEANINGS.COM

SYMBOLIZES
INSPIRATION
CARE
INTUITION
INNOVATION

EFFECTS
MOTIVATES
SUPPORTS
UPLIFTS
INTRIGUES

POSITIVE
INSPIRATIONAL
EMPATHETIC
MODEST
ENCHANTING

NEGATIVE
WITHDRAWN
DISTANT
SENSITIVE
STANDOFFISH

Here is what I found regarding research on what colours work with a pink/purple background and what they mean

Check Text and Background for Sufficient Color Contrast

Color Combinations	Color Codes	Large Text
Black on Yellow OR **Yellow** on Black	Black: #000000, **Yellow**: #ffff00	Pass AA
Blue on **Orange** OR **Orange** on **Blue**	**Blue**: #0000ff, **Orange**: #ffa500	Pass AA
White on Purple OR Purple on **White**	**White**: #ffffff, Purple: #800080	Pass AA

Pink is the colour full of bloom,youth and hope alongwith love, luck and lust. Whereas the purple is meant for delicasy,decency, interesting,and of comfort. Shokh Ada colour purple also indicates the mature love feelings with you,yoursels,with others too. The pious feelig of Love can easily be defined with these two pretty colours.

Both **red** and **pink represent** love. The color **red** represents heat and passion, while the color **pink** represents romance and charm. Hot **pink is** used to communicate playfulness, while light **pink is** used to communicate tenderness. Nov 15, 2010

What color text looks good on pink background?

You can create soft and delicate color palettes using **light pink** with pastel purples. Pink combined with **black** or dark grey can look sophisticated. Pink and **blue** is playful and fun, while dark pinks combined with **burgundy** can create a more serious tone. Salmon pink and moss green produce a natural, earthy combination. Feb 25, 2010

I chose Pink, Blue, and Red, to indicate Playfullness and Fun. Love, Heat, Passion, Romance, Charm & Tenderness. The Black for sophistication.

These descriptions show what the book is about.

Failed colours to match with the colour I wanted the texts to be on

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color #FF0000 Lightness

Background Color #BB8BAB Lightness

Contrast Ratio 1.4:1

permalink

Normal Text

WCAG AA: Fail
WCAG AAA: Fail

The five boxing wizards jump quickly.

Large Text

WCAG AA: Fail
WCAG AAA: Fail

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: Fail

The Selection

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color #70FFAE Lightness

Background Color #BB8BAB Lightness

Contrast Ratio 2.24:1

permalink

Normal Text

WCAG AA: Fail
WCAG AAA: Fail

The five boxing wizards jump quickly.

Large Text

WCAG AA: Fail
WCAG AAA: Fail

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: Fail

The Selection

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color #00A849 Lightness

Background Color #BB8BAB Lightness

Contrast Ratio 1.1:1

permalink

Normal Text

WCAG AA: Fail
WCAG AAA: Fail

The five boxing wizards jump quickly.

Large Text

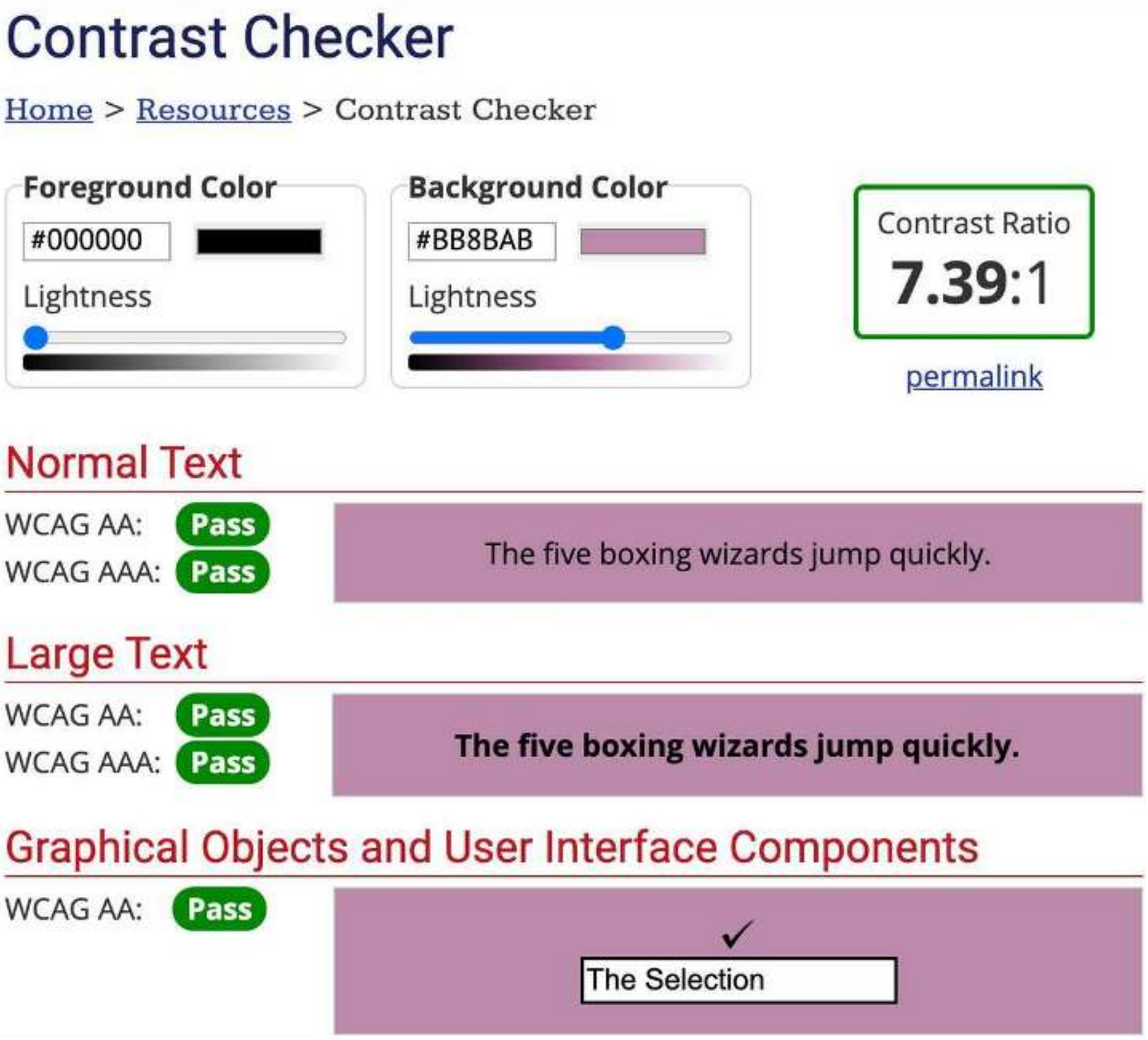
WCAG AA: Fail
WCAG AAA: Fail

The five boxing wizards jump quickly.

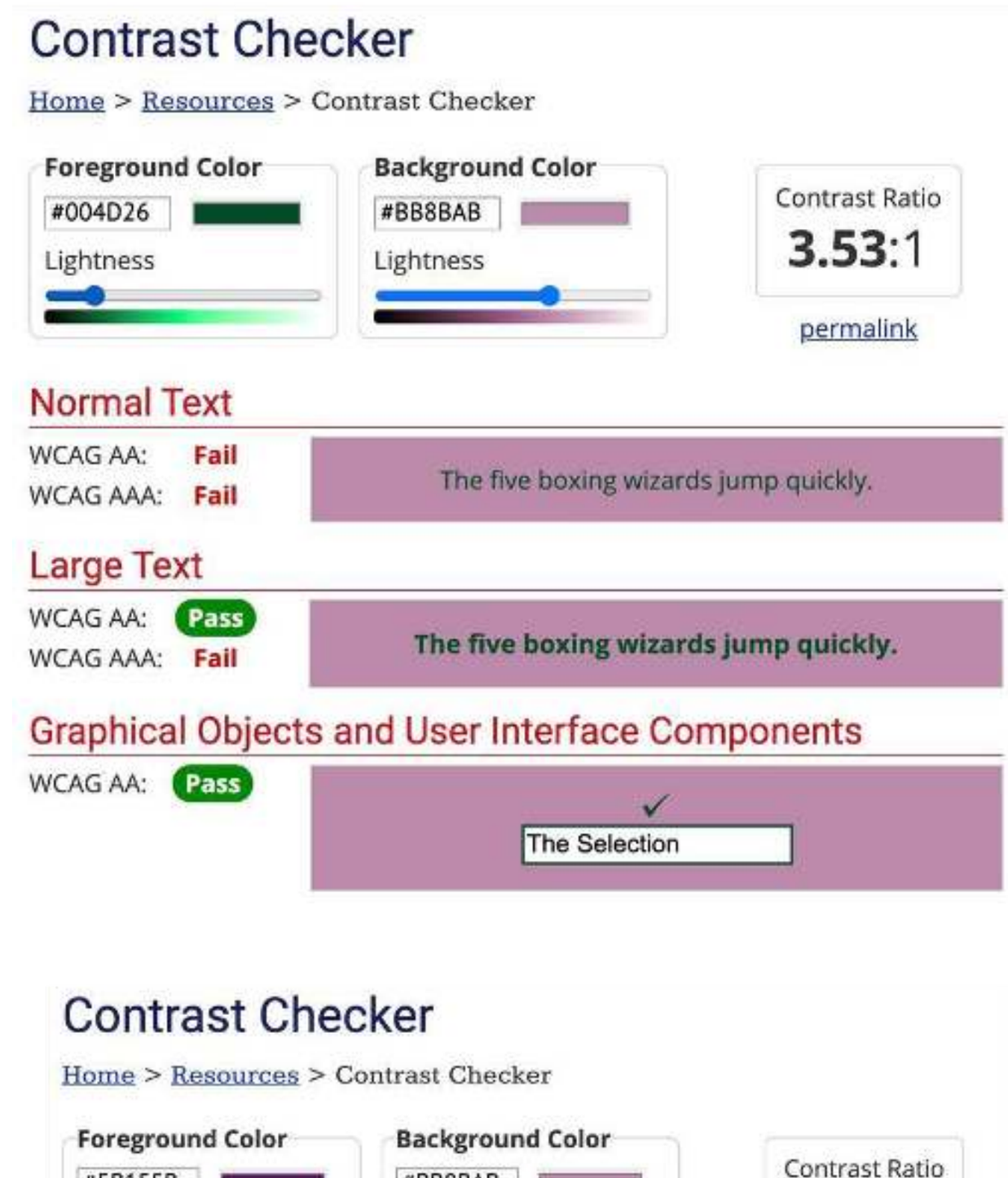
Graphical Objects and User Interface Components

WCAG AA: Fail

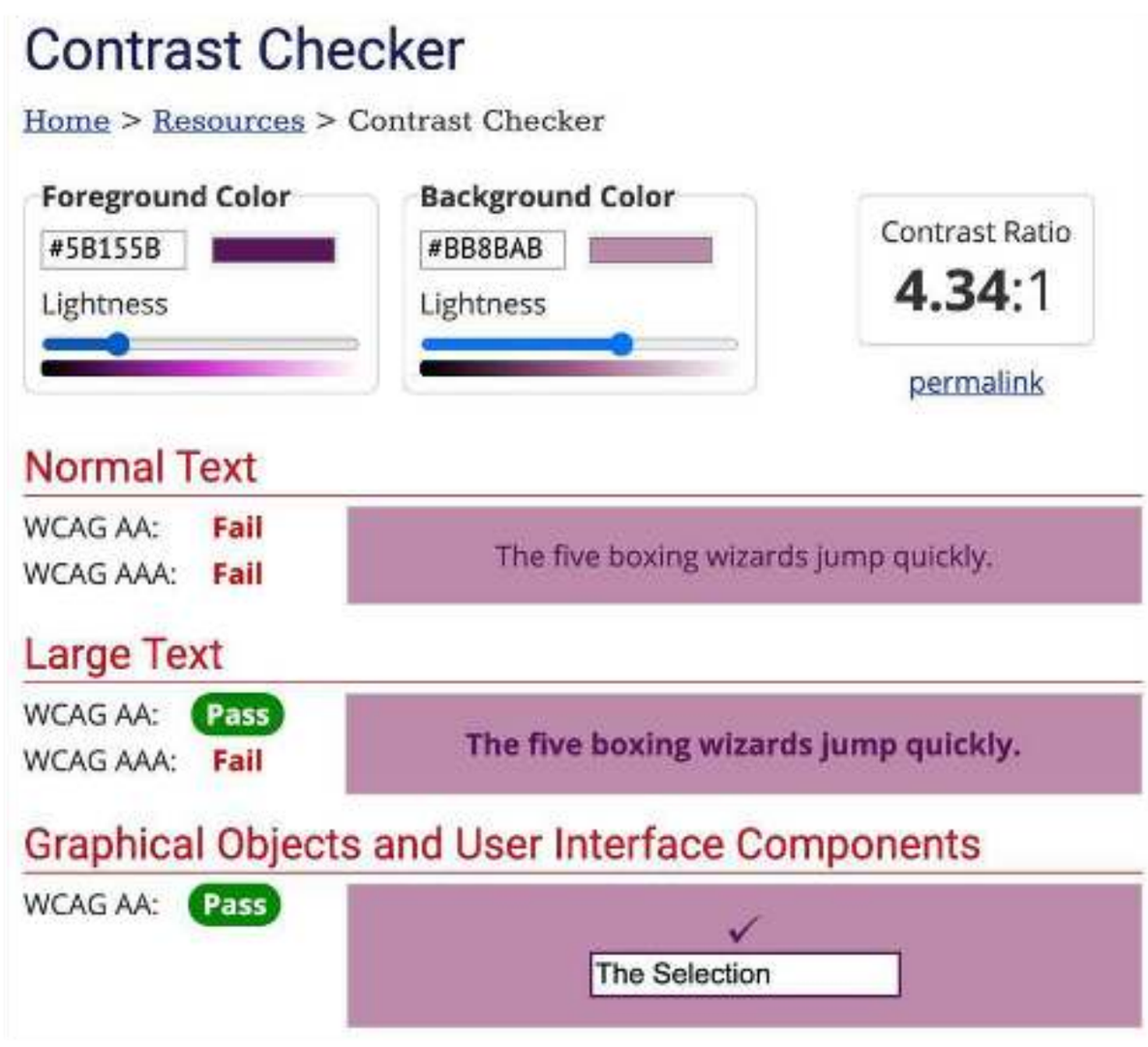
The Selection



Grey was an all pass, however I didn't want it



Green and Purple had 2 Passes, and I liked them, I



took them under concideration

Explanation

Enter a foreground and background color in RGB hexadecimal format (e.g., #FD3 or #F7DA39) or choose a color using the color picker. The Lightness slider can be used to adjust the selected color.

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Color Contrast Ratio Examples

Color Combinations	Color Codes	Contrast Ratio	Small Text	Large Text
Black on Yellow **Yellow on Black**	Black: #000000, Yellow: #ffff00	19.56:1	✔ Pass AA	✔ Pass AA
Blue on Orange **Orange on Blue**	Blue: #0000ff, Orange: #ffa500	4.35:1	✘ Fail AA	✔ Pass AA
White on Purple **Purple on White**	White: #ffffff, Purple: #800080	9.42:1	✔ Pass AA	✔ Pass AA
Green on Red **Red on Green**	Green: #008000, Red: #ff0000	1.28:1	✘ Fail AA	✘ Fail AA

The next 4, which I will show, are the colours I chose.

None of them were all passes, however, I still really liked them and thought they would work.

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color

#454573

Lightness

Background Color

#BB8BAB

Lightness

Contrast Ratio

3.14:1

permalink

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

✓

The Selection

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color

#430F43

Lightness

Background Color

#BB8BAB

Lightness

Contrast Ratio

5.32:1

permalink

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

✓

The Selection

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color

#3B0404

Lightness

Background Color

#BB8BAB

Lightness

Contrast Ratio

6.13:1

permalink

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

✓

The Selection

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color

#8F0000

Lightness

Background Color

#BB8BAB

Lightness

Contrast Ratio

3.41:1

permalink

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

✓

The Selection

Berkshire Swash



Bangers



Bonbon



Dancing Script



Lobster



Great Vibes



The font I chose

Cookie







I removed the background and the reflection part

SOLID

GRADIENT



#8F0000

HEX

100 %

ALPHA

SOLID

GRADIENT

Selection

#430F43

HEX

100 %

ALPHA

SOLID

GRADIENT

Keira Cass

000000

100 %

HEX

ALPHA

SOLID

GRADIENT

New York Times BESTSELLER

#454573

HEX

100 %

ALPHA

SOLID

GRADIENT



#3B0404

HEX

100 %

ALPHA

Mood Board 1


















Mood Board 2


















Mood Board 3


















35 GIRLS. 1 CROWN. THE COMPETITION OF A LIFETIME.



Mauve Color

#B784A7

As you saw in the video, the original colour of the dress unlike the book cover is "Mauve". Therefore, I wanted to add the colour into my design.



At first I was going to go for a plain "Mauve" Background. Then I decided I wanted to add a girl, in a long puffy dress, running into the woods or surrounded by nature, because in the book the main character goes to the garden a lot. I then decided I will change the colour of her dress into "Mauve".

Option 1 for background









Color code: #A4B9CE

Option 2 for background

Color code: #B764A7

Choice for Background:

I decided to choose the second photo of the girl where I changed her dress colour to "Mauve", to give it the element and touch.

Originally I wanted the first photo, as I saw it fit best, unfortunately, it came out very blurry therefore I could not use it as a background

As I mentioned earlier, I was going to make the background just "Mauve", and this is how it would have turned out:

New York Times BESTSELLER



The Selection

Keira Cass

35 Girls. 1 Crown. The Competition Of A Lifetime

After adding the background and texts, this is how my final design turned out:

New York Times BESTSELLER



The Selection

Keira Cass

35 Girls. 1 Crown. The Competition Of A Lifetime