

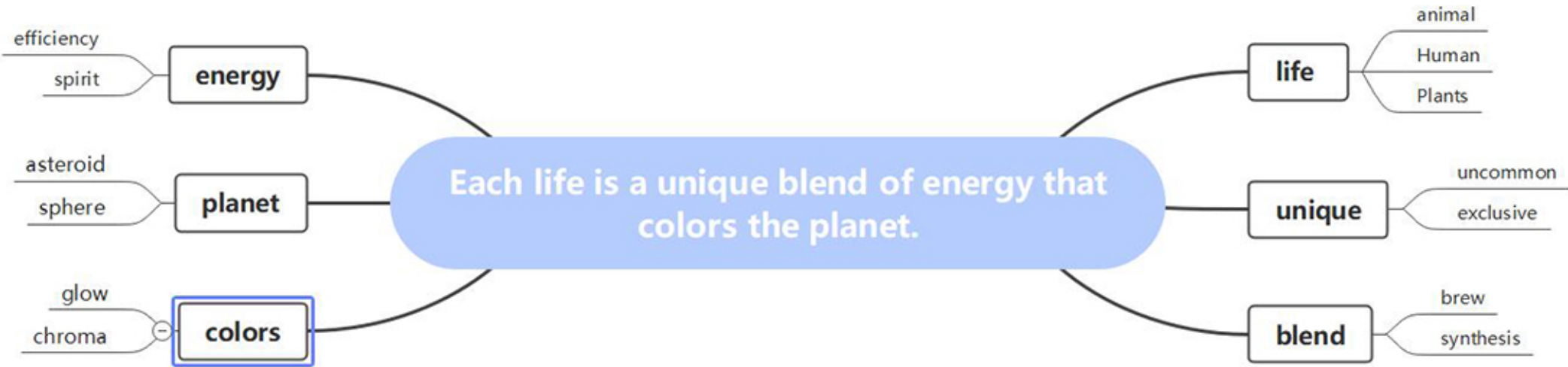
**Each life is a unique blend of
energy that colors the planet**

- Lauren Roedy Vaughn

Typography II

JunXiang Qiu(Jacob)

Mind Mapping



Persona 1



Name: Matt Thomson

Age: 27

Field: Marketing Manager

Favorite Quote: The world is in color, you have to work at black and white.

Persona 2



Name: Louise Rollins

Age: 36

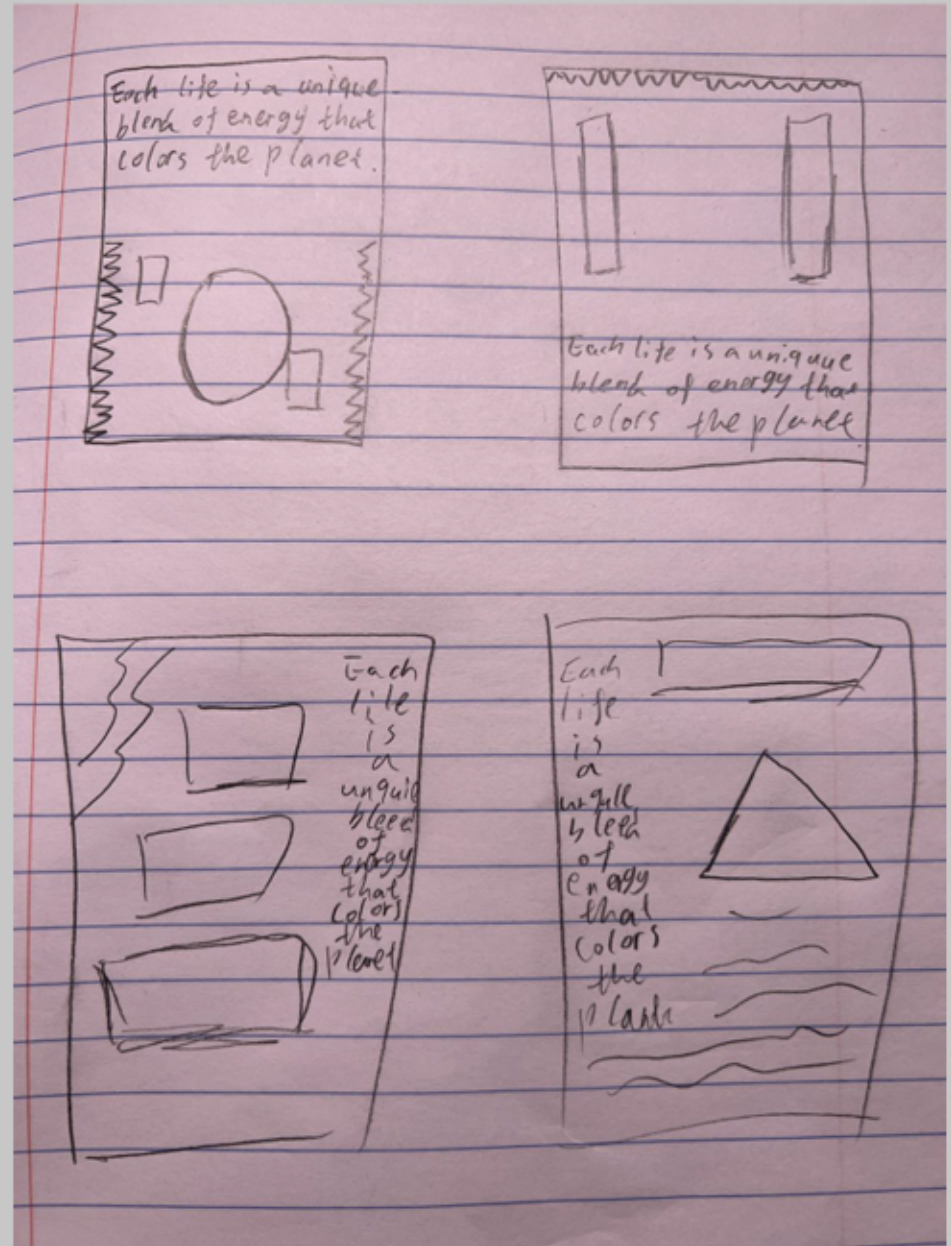
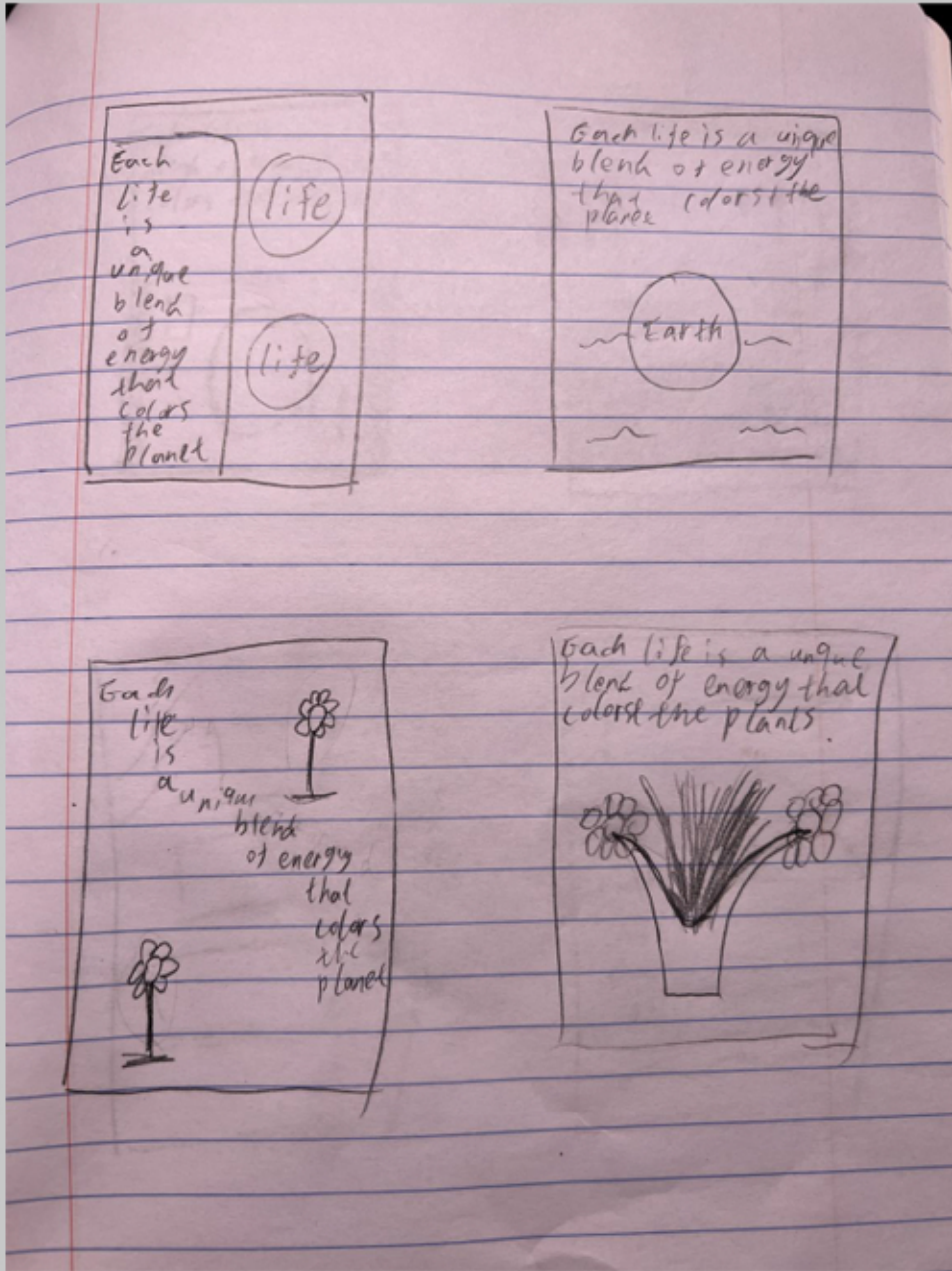
Field: Kindergarten Teacher

**Favorite Quote: Black and white creates a strange
dreamscape that color never can.**

Competitive Analysis

| Quotes | Each life is a unique blend of energy that colors the plane | It is during our darkest moments that we must focus to see the light | The secret of success is to do the common thing uncommonly well | If you are not willing to risk the usual, you will have to settle for the ordinary |
|---------------|---|--|---|--|
| Usability | ★★★ | ★★ | ★★★ | ★★ |
| Influence | ★★ | ★★ | ★ | ★★★ |
| Comprehension | ★ | ★★ | ★★ | ★ |
| Popularity | ★ | ★★★ | ★★ | ★★ |

Thumbnail Sketches



Mood Board



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Rough Drafts



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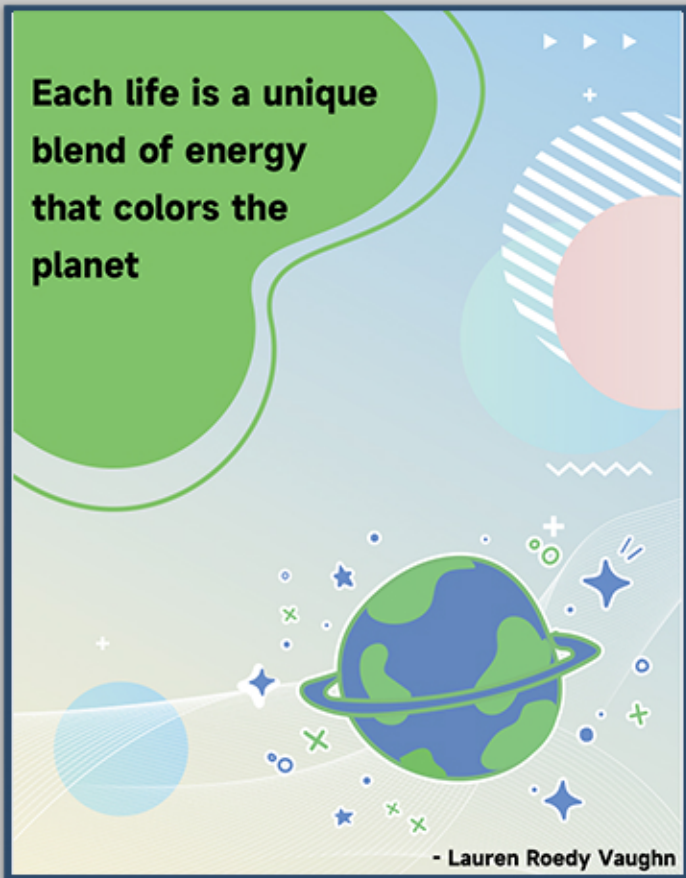
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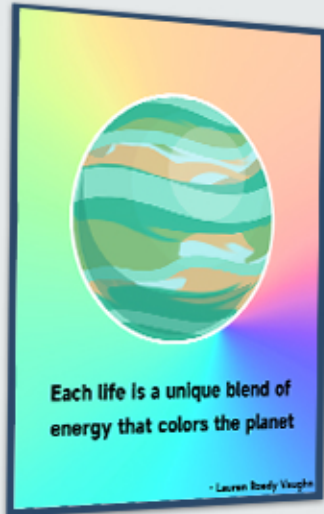


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Final Solution





Thank You For Your Listening