



# 'Girls' Design Process



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The overarching theme of my graphic design process book centers around the concept of 'Girls,' exploring femininity, strength, and nostalgia through a variety of design approaches. Drawing on both personal experience and cultural influences, I sought to create pieces that reflect the complexity and beauty of girlhood, blending digital and physical elements to evoke softness, resilience, and empowerment. By incorporating found objects, bold typography, and delicate details, each project aimed to capture a unique aspect of feminine identity—whether through playful nostalgia, personal reflection, or collective strength—while maintaining a cohesive visual language that celebrates the multifaceted nature of being a girl.

### Almost White

#F9F9F9

RGB: 247, 248, 249

CMYK: 2, 1, 1, 0

### Blushing Red

#AC1E23

RGB: 172, 31, 36

CMYK: 22, 100, 99, 15

### Wine Red

#630D0D

RGB: 99, 16, 16

CMYK: 34, 97, 93, 53

### Dark Grey

#630D0D

RGB: 69, 69, 70

CMYK: 67, 60, 58, 43

### Black

#000000

RGB: 0, 0, 0

CMYK: 75, 68, 67, 90



# Project 1



### Banana

#EEE7DA

RGB: 237, 230, 217

CMYK: 6, 7, 13, 0

### Strawberry

#F8CDCD

RGB: 172, 31, 36

CMYK: 22, 100, 99, 15

### Cherry On Top

#C9212D

RGB: 202, 32, 46

CMYK: 14, 100, 92, 4

### Chocolate

#583829

RGB: 88, 57, 42

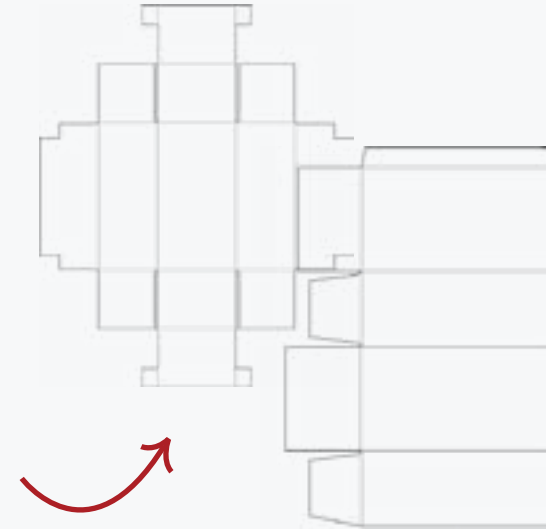
CMYK: 46, 68, 76, 51

### Black

#000000

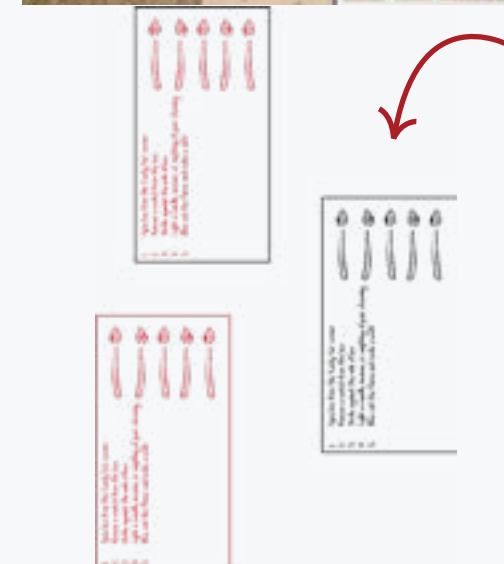
RGB: 0, 0, 0

CMYK: 75, 68, 67, 90



*In the packaging part of my theme work, I began by creating a moodboard, which ultimately lead me to the focus of matches.*

*I then came up with a concept design around a girl, Victoria. I created card inserts instructing how to use the matches.*



*The final step in the process was printing and cutting, and exploring with the Cricut machine. This was not an easy task, but I am happy to say it left me with a new skill and software knowledge.*



# Project 2



### White

#FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

### Highlight

#F6FFF6

RGB: 247, 246, 247

CMYK: 2, 1, 1, 0

### Baby Pink

#F8DBE4

RGB: 172, 31, 36

CMYK: 22, 100, 99, 15

### Hot Pink

#FF69B4

RGB: 99, 16, 16

CMYK: 34, 97, 93, 53

### Black

#000000

RGB: 0, 0, 0

CMYK: 75, 68, 67, 90



To start project 3, I created an animated moodboard based on my theme of 'Girls'. I planned to have the entire social media styled video post using my own memories I have captured through film.

The main video that inspired this design and storyline was one that I took while attending the New York City Women's March in 2018. This inspiring event is one of the very many that evokes girlhood to me



The final piece of the video was adding sound logo design & typography. The sound logo consists of layered/reverbed laughs and static. The text consists of inspiring messages to the viewer.



CLICK ME!

# Project 3





CLICK  
ME!

*I am incredibly grateful to have had the opportunity to construct projects based on a theme so close to my heart. Reflecting on my overarching theme of 'Girls,' I am proud of how cohesively all the projects have come together, despite the speed bumps along the way. Through my work, I believe this theme has evolved both aesthetically and inspirationally, growing from my initial focus on scrapbooking and found elements into a broader exploration of what inspires girlhood in myself and others. By delving into the memories and inner strength that girlhood evokes, I have gained not only new techniques, skills, and software knowledge but also a deeper sense of branding creativity. This journey has been as much about personal growth as it has been about design, and I am quite proud of what I have accomplished in this graphic design course.*

