STICKER DESIGN: PROCESS WORK

Goal: Create sticker designs for the Humanities Welcome Week
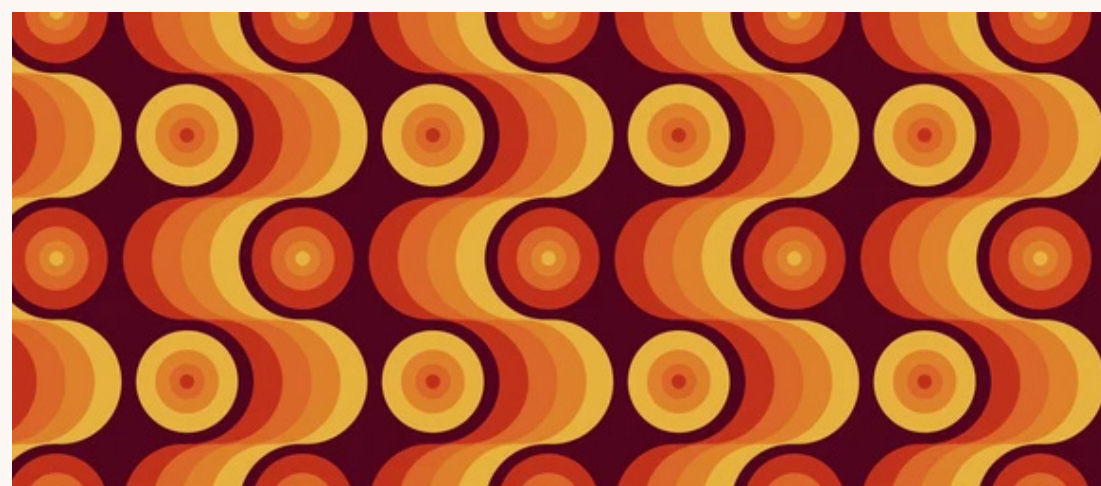
Theme: "SUMMER OF HUM"
                    60s / 70s inspired graphics

Fonts that fit the theme:

Shazadelic
Bauhaus 93
Coaster
Cooper Black
Streetwear

Key words: "Groovy"
                    "Hippy"
                    "Retro"

INSPIRATION IMAGES:

COLOUR PALETTES:

POODLE SKIRT	LEMON MERINGUE	ROADTRIP
MOTEL SUNSET	SODA FOUNTAIN	MARILYN IN CRIMSON

White - 0 (1883)	Sunrise - 18 (1953 - 1969)	Harvest Gold - 31 (1968 - 1990)
Citron - 28 (1965 - 1969)	Tiger Lily - 29 (1967 - 1979)	Antique Red - 25 (1965 - 1996)
Peachblow - 10 (1934 - 1973)	Suez Tan - 04 (1957 - 1971)	Argent - 13 (1952 - 1967)
Coppertone - 23 (1965 - 1975)	Avocado - 21 (1967 - 1979)	Cerulean Blue - 08 (1938 - 1956)
Spruce Green - 02 (1945 - 1972)	New Orleans Blue - 32 (1969 - 1984)	Blueberry - 27 (1965 - 1985)
Jade - 26 (1965 - 1970)	Expresso - 24 (1965 - 1986)	

REJECTED IDEAS:

2021
2021
2021
2021
Welcome Week

WELCOME WEEK 2021

- Too plain
- Font is a little more 20s than 60s
- Not very interesting as a sticker

- Font is hard to read whatever the colour
- A little repetitive, and more akin to sand on the beach than 60s design

FINAL STICKERS

A fun, decorative choice. Reminiscent of the mystery machine from scooby doo, but in bright, summer colours.

A more subdued choice, similar to old motel signs. Darker colours to fit with other aesthetics, but still bright in its own way.

A more traditional, circular sticker, like an enamel pin. A retro art look that will match with many other colours, or that would look good by itself.