Reflection paper

TPD4114 Visuell formidling

Poster

My target audience is people who make food, more specifically, someone looking for a recipe for a delicious meal, or for a recipe for pancakes. The recipe is meant to be understandable for beginners, who may not know all the tips and tricks when it comes to cooking. However, people with more cooking experience can also use the information from the poster.

The reason why people should care about the poster is simply to satisfy their own hunger, everyone must eat something. Pancakes are a delicious and quick meal. They can be sweet, or plane depending on personal preferences. Other than that, I don't think many people will be deeply committed to the message, it's not world changing, so I don't think many people will think of the poster message as important, but I believe they will find it useful.

My message is "How to create pancakes" both the ingredients, and the procedure. My goal was to create an esthetically pleasing poster, that also was easy to interpret and understand. The layout of the poster was designed specifically to make it easy to follow the recipe.

I chose the header font to draw attention. It stands from the rest of the poster because it is fancy, but it is also very readable. The main idea is that it looks like the writing you typically can find in your grandmas hand-written recipe book. The color scheme was chosen to remind people of pancakes, as well as giving people the feeling of baking (dough usually has colors close to the background). I took a picture one day when I made a pancake, and sampled the colors. Those colors didn't fit a "cartoon"-scheme, so I played around with the saturation and value to finally arrive at the colors used in the poster. I used a color which had a value close to black in order for the text to pop out more. For the background I chose desaturated color to make all the icons and text be distinguishable from the background. The illustrations were chosen to be supportive of the text they are under, which I feel like they do quite well.

The poster was made in Procreate. I created some of the illustrations from scratch, by myself or snapping photos of kitchen utensils at home, and drawing on top of them. Other illustrations were created by drawing on top of illustrations found online. This is the case for the flourbag[1], the frying pan[2] and the pancake stack[3], however, I did make a few changes.

I only used Procreate, not any other programs.

I am mostly satisfied with my poster, it ended up to be a lot better than I expected. However, I had to cut a lot of the content I originally planned, as the poster became very cramped. Especially, I had to remove a lot of my text, so the recipe is not quite as detailed as I would like. The reason why I had to cut text was that some of the steps ended up with a lot more text than others, which made the poster very imbalanced. Other than that, I am very pleased with my end product, as it exceeded my own expectations.

If I had more time, I would probably try to find a way to incorporate the text I removed. I did not have a lot of time to play around with the layout, but I feel like if I had a lot of time to play around, I could have found something that works eventually. I also had some ideas of shaping the poster as a frying pan, where the frying process was a loop around the pan, and the mixing of the ingredients was the handle, but I couldn't make it easy to read, so I scrapped it. However, I would have liked to work a bit more on that idea.

Poster sources

[1]: "Flour" by Victoruler, downloaded 28.10.22, URL = https://thenounproject.com/icon/flour-2196686/

[2]: "Sticker fried egg in a pan on white packground" by brgfx, downloaded 5.11.22, URL = https://www.freepik.com/free-vector/sticker-fried-egg-pan-white-background_17677524.htm#query=frying%20pan&position=42&from_view=search&track=sph

[3]: "Delicious comfort food concept" by freepik, downloaded 7.11.22, URL = https://www.freepik.com/free-vector/delicious-comfort-food-concept_7915404.htm#query=pancakes&position=3&from_view=search&track=sph

Video

Colloidal systems are part of the curriculum in a course for Chemical engineering. Colloidal chemistry provides an understanding of colloidal systems, which has many applications, such as extracting oil from reservoirs at the bottom of the ocean and making household products, such as soap, milk and even paint. It is a minor discipline in chemical engineering, but a very useful one, as it explains a lot of phenomena we see every day.

My target audience are people who hears the term "Colloidal system" and want to know more. It intended for (young) adults. As the video is in English, it is intended for english speakers. The viewer is expected to have some basic knowledge of chemistry (ungdomsskolenivå); which means that they are expected to know terms such as atoms, protons, electrons and have some understanding of what a phase is.

My message is important because colloidal systems are everywhere, and having an understanding of them gives insight into many phenomena in our daily lives. For example, why there are optimal conditions for storing products for them to last longer. Everyone has forgotten a paint bucket or hand cream, and discovered them after they are "destroyed" because the phases have separated, so it is relatable. My reason for selecting this topic is that it is my favorite subject, and I thought it was exciting to be able to describe processes I see outside of the university (which does not happen a lot in my field.)

My message is to give the viewer a "basic" understanding of what a colloidal system is, and give a context in their daily lives using illustrations of objects people are familiar with. My focus of the video is to convey this knowledge in an easy-to-understand way.

I chose the fonts to have text that was easy to read, while also having a serious/educational vibe in the video, the white text was chosen because it is easy to read with the background colors and draws attention. The color scheme is something I struggled with. I knew early that I wanted the background to be a dark color for the video to be easy on the eyes, but other than that, I have done a lot of trial and error with different color schemes (such as complementary colors, gradients and such). I had little to no luck, and in the end, I gave up making the color scheme that looked good, and went with one that allows all the assets to be clearly visible, even though the colors are not visually appealing.

I chose the illustrations/animations to support the message in the voice-over, as I believed them to be easy to understand in context with the audio. I chose not to use music as I found no music that I felt like matched the video, without drawing the attention away from the voice-over.

I used powerpoint to create the animations and edited it in iMovie to create the final video. No templates from any other sources were used. The image in the beginning was downloaded from freepik[4], the shaving cream from thenounproject[5] and the paint bucket was drawn in procreate, but all other assets was made using icons and shapes included in powerpoint.

I am not satisfied with my video. I believe it fulfills the basic requirements, but I think I chose a subject that has a lot of depth, and if I were to create a good educational video on it, I

would need to change my topic (which was too late when I figured it out), and therefore, even after heavy cuts, the pace of the video is too quick. I am displeased with my color scheme, and my animations. I was not able to include the animations I wanted because my old mac wasn't able to handle to many elements in the animations, and during editing, iMovie struggled with a lot of the edits I wanted. I feel that the video barely works, but I would never actually use it to educate anyone. To be honest, it fails on most principles we have learned, but I was not able to make anything better on that topic, and when I figured that out, it was far too late, and now, I have nothing to do but pray that it passes.

If I had more time, I would choose a different topic that I could explain in more depth with only 1 minute. And I would also spend more time developing the concept before I worked on it, because I believe that is where I should have dedicated more time. My concept was 3,5 minutes long, so I should have been more thorough.

Video sources

[4]: "Science lab drawing theme" by freepik, downloaded 15.11.22, URL = https://www.freepik.com/free-vector/science-lab-drawing-theme_7362149.htm#page=2&query=chemistry&position=0&from_view=search&track=sph

[5]: «Bathroom razor» by Shakeel Ch. downloaded 21.11.22, URL = https://thenounproject.com/icon/bathroom-razor-2885023/