

Ammil Homewares

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The brief for this project included the design of a corporate identity for the reinvention of a home staging company. The aim was to create a logo and collection of homeware items that represents a brand which is contemporary, colourful and original. The products are primarily aimed at either gender between 25 and 60 who wish to decorate their simple homes with modern stand out pieces. The use of fluid art was in inspiration throughout the development of my design as it showcases the spontaneity yet beauty of nature as an aspect of the brands style.

Both the logo and homewares collection were inspired by fluid art as a representation of natures beauty with the use of liquified paint and gravity creating patterns reminiscent of tree roots, ocean patters and geodes. Specifically, I was inspired by the self-taught artist Hannah Collins who uses analogous colour in her artworks along with metallic highlights to create an enhanced natural look. This style was reflected in my art concepts and designs where I explored analogous colours highlighted with white to reflect the beauty of nature on my personal journey of self-expression. Furthermore, Hannah occasionally works on geometric surfaces to create an alternate look, unusual to other artists who primarily work on square or rectangle canvas. Impact of the geometric surface is that it created a rustic look which more closely resonated with my brand. Through this I was able to explore various surfaces and create my own interpretive designs.

Throughout the design process, I was able to experiment with different mediums in order to create primal, naturally inspired artworks for application on homewares products. I wanted the brand to have a connection throughout to the use of vibrant colours made brighter through the use of white in comparison to darkened by black creating negatively reflecting shade. Mediums I was able to explore was different liquids mixed with the acrylic paint to create different flows and finishes. Through this I was able to learn the behaviour of liquids of different viscosities and how that reflects on the final outcome of an artwork. I was also able to develop skills in Adobe Photoshop in editing patterns onto images so to decrease unappealing shade covering the beauty of a pattern. After experimenting with different mediums, I had developed new skills that allowed for my final products to meet the design brief. The use of vibrant acrylic paints greatly influenced my self-discovery journey in that it created the foundation of natural beauty which would meet the requirements of the brief.

I faced challenged throughout the making of the fluid art as I had to trial various colour combinations in order to discover which worked well together. Due to the pouring medium having a rubber like quality, it mixed differently to the water and required numerous trials to perfect both the mixing and pouring method with experiments required to find a new way to prime the surface as the previously used application of a base paint no longer worked. I solved this issue through multiple rounds of trial and error as well as extensive research into the ways in which other artists prime their surfaces and tilt the canvas to create the most aesthetically pleasing patterns.

Overall, I believe my brand and product fulfils the design parameters as I have created a brand identity that is contemporary, visually appealing and creative. Together with the use of colour and fluid art techniques I designed a fresh collection in various colour schemes in order to create variety and uniqueness in my products. With the incorporation of art techniques, not only the use of electronic aid, I was able to also achieve my own personal aesthetic as represented in the final products.

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