

Ivory Paper

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The stationary company *Ivory Paper* requested that I design two prints to use as the basis for their new range of giftware products including wrapping paper, tissue paper, greeting cards, sticker seals, and gift tags. The designs were required to use a minimum of three colours to suit the unique and vibrant brand, as well as attract a youthful target audience.

Through researching a variety of gift and stationery products, I was able to find new forms of media to experiment with, this included watercolour shapes, bold typography, acrylic painted patterns and collaging. Anna Harlin's stationery products used a consistent theme of grey pastels and painted brushstroke patterns on white to create unity throughout the different products. While my design aesthetic was brighter and more organic, Harlin informed my experimentation with tissue paper shapes and line drawings. Graphic designer Laura Inat was also a major influence in my exploration of a collaging technique. The use of both organic and geometric shapes creates contrast in her works, and she achieves depth through layering different coloured paper opacities, often using tracing paper. I was inspired by her idea of creating patterns and lines using black brush strokes and markers on different shapes to create additional texture and contrast against the plain colours. This technique was used in my final designs to create two vibrant and bold prints.

While watercolour, acrylic, and line drawing prints could have been applied to the company's products, I found that they were more suitable for children, rather than the wide audience the brand aims to attract. The collaging technique inspired by Laura Inat, was adapted to create a repeatable pattern with bold colours, suiting a variety of ages. The final print achieves texture through hand drawn lines and shapes, with contrast between the organic circles and geometric rectangles. Both colour schemes (green, yellow, orange and blue, green and lilac) are gender neutral, appealing to all people for a variety of occasions.

When creating four greeting cards, typography was used to suit the appropriate audience and intention. I experimented with different script fonts for the congratulations card to suggest a personal note, and a brush stroke in a contrasting colour was placed behind the text to create a focal point. Contrasting sans serif type with script fonts was also effective in communicating type hierarchy. It was important that the type, when layered on the patterned background, was bold and striking, using a heavy stroke thickness or drop shadow.

There is variety across all of the final products, created using two original prints. Three colours were used in each design to create vibrancy, with organic shapes and lines, which make the design feel more relaxed than if geometric shapes were used. The use of creative typography in the greeting cards and gift tags is effective in creating focal points, therefore showing the intention for each card. The products achieve their aesthetic purposes and can be used practically, while also being an affordable option for a youthful consumer market.

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