

Big Love Co - Positive affirmation suite of work

Aleesha Vidler

My over aim was to create my own design company and products that were based on improving mental-health and selfgrowth. As a teenager growing up, I have realised that my mental health is affected negatively through disbelief in myself. When life becomes stressful it can be extremely hard to take a moment for self-care. I intended to create a new company and products for teenagers and young adults to help them realise their true beauty and to give them motivation to overcome life struggles. The target audience also is open to all ages and genders because the quotes and designs are aimed to catch the eye of the beholder. My main aim is to spread positivity for those who are struggling with their mental health through a visual language.

My concept was to create useful items that provide a positive reminder throughout the days. These items include a positive affirmation book, positive affirmation cards, stationary sets, pencil cases, bookmarks, stickers, a calendar, and other merchandise. I also created a company name and logo to match the aesthetic. For the designs I was inspired by nature and the many patterns that can be found in our environment. Nature is something that constantly provides me with a feeling of peace and being connected to the world round me. My final products met the aim of the brief.

The items are all cohesive with the same design aesthetic. The colour palette ranges from all the colours of the rainbow contrastingly with white pen creating eye-catching combinations. Using nature as a base I explored and developed different shapes, lines, and colour combinations, these created depth and contrast through the aesthetic pattern. My main inspirations were artists Katie Daisy and Marianna Marx. I used similar techniques and explored similar colour combinations as these artists along with materials and methods. I trialled a variety of media including posca, acrylic and watercolour with pen overlay. I trialled black and white pen but preferred white as it brightened the designs creating a more positive representation. The main medium after exploration was watercolour as it gave vibrant colours as well as having light-filled transparent areas. I was able to connect with Marianna Marx through the media, watercolour as she utilised bright colours, layering and mixed media methods. Furthermore, Meredith Gaston was a significant inspiration in creating my affirmation book. Analysing her work and reading the quotes made me feel happy, and I realised this is what I wanted to achieve. I explored a similar process, layering pen on top of the watercolour creating pattern derived from nature and my own photographs of plants. She captured detail through the white pen with a simple organic watercolour wash underneath. When making the affirmation cards I utilised similar techniques as Laura Jane; scanning design and fonts to give greater clarity. Using photoshop I explored colour, size, layout, and opacity of the images to create the affirmation cards. The bookmarks, stickers, and merchandise had different versions of the designs but kept to the same aesthetic to match the cards. This helped me gain knowledge and develop photoshop skills as I had not worked with this program before. The concept of my company being named "Big Love co" is to represents the mindset of giving big amounts of love to those around them. This hopefully spreading positivity, to make their life or even day that little bit brighter. The name and logo were developed through much brainstorming and exploration in unison with design works. The purpose of my company firstly started off with my affirmation book. From the book, I then used the designs to make cards and the many other items in the collection.