



Creative Design Catalogue
December 2023

QEDR

what are you waiting for?

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ESSON MUMS



EHSAN MUNIR

My name is Ehsan Munir, I am a 19 year old first year undergraduate student at the University of Waterloo studying Global Business and Digital Arts. That is the script that a lot of students have prepared for when they are asked to introduce themselves. But I am more than that. I am a designer, an entrepreneur, a stand up comedian, a son, a brother, a boyfriend, a music producer, a film director, etc. The point is that I am a whole lot of things before I am limited to being a student at a university. Before GBDA my designing capabilities stopped at my logo de-

sign business, or maybe the social media marketing I did for a few local businesses. I was doubtful in my drawing capabilities, my knowledge of softwares, and my overall creativity. When I chose this major I assumed I would simply wear the designer hat, attend classes, and come home, however my experience was quite different. GBDA has helped me meld all of those identities together through hands-on assignments. I am now a lot more confident in my abilities and have been able to continuously wear all of those hats, sometimes even simultaneously.



THE VEGETABLES

1 - Polaroid pictures taken from my website portfolio



PROGRESS

Visual symbolism is the best course theme/design principle that I learned throughout this year. The two words put together are self explanatory but they are also consistent in all designs EVER. Whether it is a lamp in your room or an app on your phone everything has been put through a creative design process and is visually symbolic. The music I chose in the “Emotional Design” video was meant to paint a picture (symbolise something visually), the logo I made for Ria was meant to symbolise her feelings visually, and the emotional design project allowed me to do the same through the anthropomorphic transformation of my “Fun Fork”.

TECHNIQUE

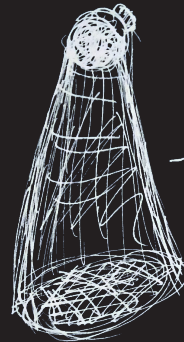
My design skills have improved a lot during this course. I have learned to implement certain principles and techniques and enjoy the process a lot more. Before, I would never sketch or make moodboards, I would instead open a document on whatever software I was using, and start a good copy. It is stressful to have a deadline and start from scratch on your good copy. It makes it impossible to revise. Revisions are necessary to create progress and progress in any journey creates enjoyment.

DIFFICULTY

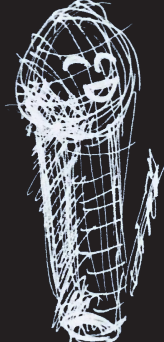
The biggest challenge for me during this course was time management. When an assignment is introduced to me, a bunch of final copy ideas come to mind. I find one I like, and find myself having to fill in the steps between rather than take it one step at a time. This is a testament to my visualisation skills but detrimental to my time management. Compartmentalising the creative process is difficult and leads to a good end product with a bad middle. I have fixed this by turning that initial good copy as an outline rather than final. It allows me to take things step by step and reach the best version of the final draft.

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SKETCHES



- Something with
a spotlight



1 - Logo Design, Initial sketch ideas



2 - Emotional Object, Initial sketch ideas



1 - Horror Diptych, Two sided poster using 1 location. Each poster needs to be unique and have a shared genre



perfect

2 - Logo Design, Unique logo made for random classmate using an emotional piece of writing written by them



3 - Emotional Object, Manipulate an inanimate object to portray an emotion.



The logo design assignment was my forte because I ran a logo design business during my gap year. The challenge was creating it for a person and their feelings, not about a business. It helped me consolidate information visually (making one thing have two meanings etc.)

The Diptych assignment was both familiar and foreign because I was able to use creativity and digital assets to create, but I was restricted by a genre and environments. It made me an overall better designer and helped me ACTUALLY implement ideas from my mood-board into my final product.

Previously, "Design" was a word that simply described a symbol that represented a larger story but that shifted dramatically through the "Emotional Design" assignment. We turned digital sketched into real life tangible items AND gave them human emotions.