module.....: / ARCHIVE.....

index.....: part 04 / 04...

type.....: [PROCESS_LOG]

year.....: 2024 – 2025....

course.....: BA 3.....

content.....: drafts.....

linked_node..: [OUTPUT]

linked_module: / MEMORY.....

№ 41	“ warming up ”	[698]
№ 42	“ breaking the fourth wall ”	[714]
№ 43	“ y(s) * 5 + z(s) = reel ”	[732]
№ 44	“ packaging soul transfer ”	[738]

№ 41.
“ WARMING UP ”

-> make an identity for:

1. BAKERY

-> small and cozy.

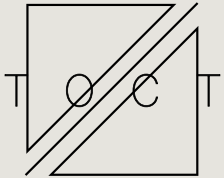
2. JEWELLERY BRAND

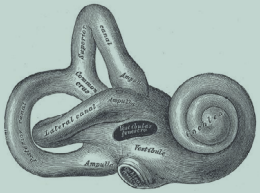
-> fashionable and trendy.

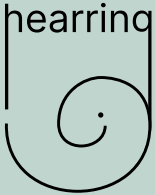
3. REAL ESTATE AGENCY

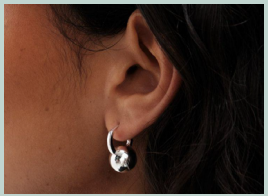
-> serious and trustworthy.

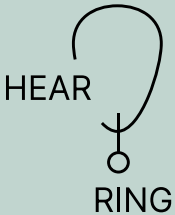
// maybe because the briefs are more about fitting technical requirements rather than pushing boundaries.











[making logos is boring...]

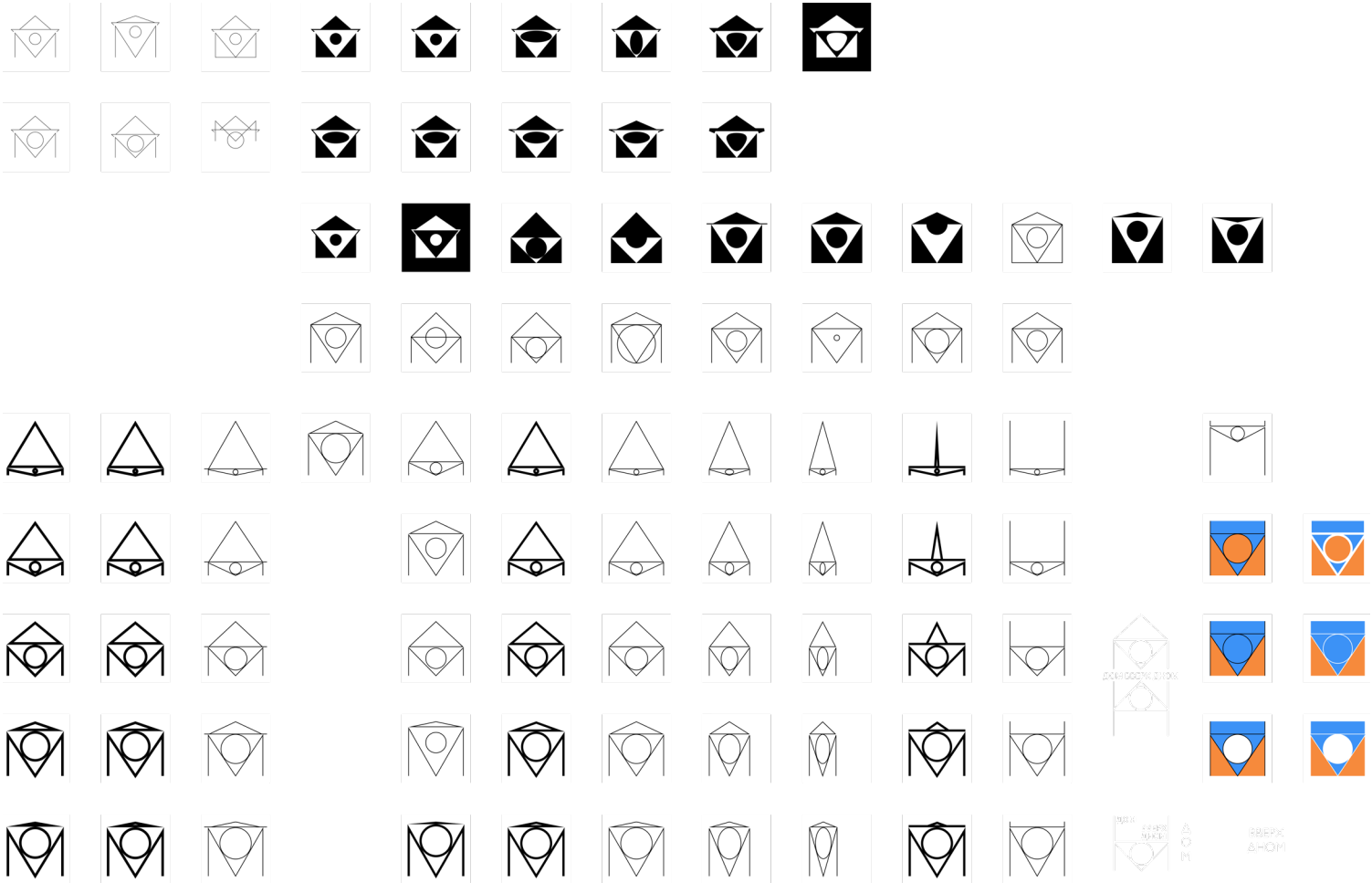
// i had to add some fun...

-> therapist:

TRY TO LOOK AT THINGS FROM A DIFFERENT ANGLE

// no more words!

⋆ me looking at “home” ⋆



№ 42.
“ BREAKING THE FOURTH WALL ”

-> create a design festival.

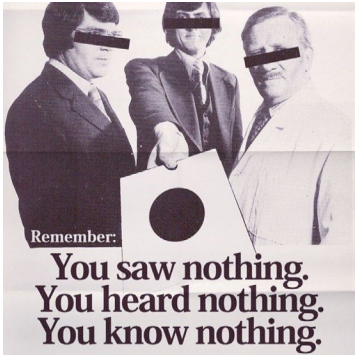
" ШАБАШ "

-> make an identity for it.

SORRY,
CAN'T TELL

TOP SECRET

BUT IF
YOU INSIST...

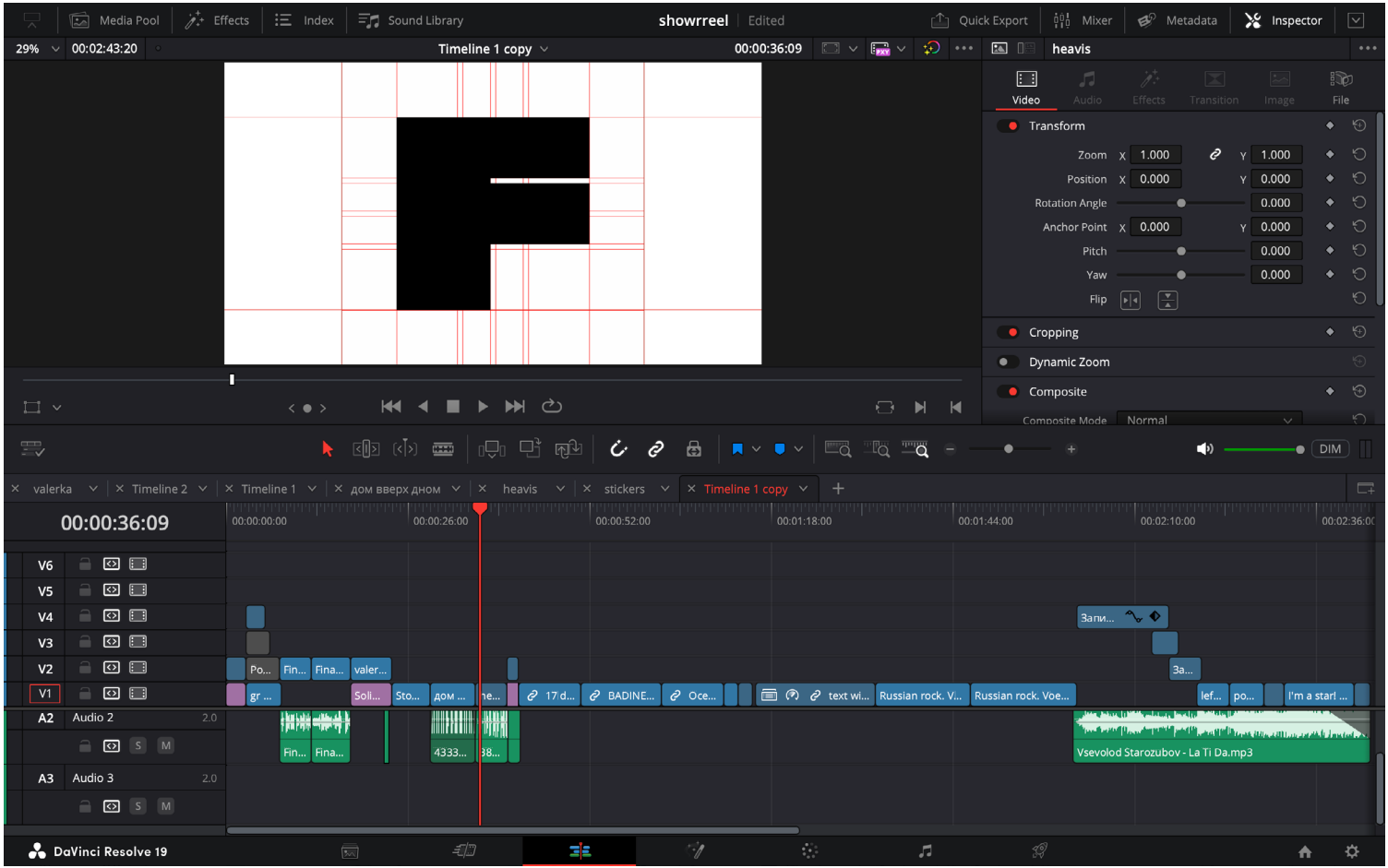


// one more thing...

№ 43.
“ Y(S) * 5
+ Z(S) = REEL ”

-> make your showreel.

SO, I MADE.
GO WATCH IT!


Media Pool
Effects
Index
Sound Library
showrreel
Edited
Quick Export
Mixer
Metadata
Inspector
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Timeline 1 copy
00:00:36:09
heavis
Video
Audio
Effects
Transition
Image
File
Transform
Zoom X 1.000 Y 1.000
Position X 0.000 Y 0.000
Rotation Angle 0.000
Anchor Point X 0.000 Y 0.000
Pitch 0.000
Yaw 0.000
Flip
Cropping
Dynamic Zoom
Composite
Composite Mode Normal
DIM
valerka
Timeline 2
Timeline 1
дом вверх дном
heavis
stickers
Timeline 1 copy
00:00:36:09
00:00:00:00
00:00:26:00
00:00:52:00
00:01:18:00
00:01:44:00
00:02:10:00
V6
V5
V4
V3
V2
V1
A2 Audio 2 2.0
A3 Audio 3 2.0
Запи...
За...
Po...
Fin...
Fina...
valer...
gr ...
Soli...
Sto...
дом ...
17 d...
BADINE...
Oce...
text wi...
Russian rock. V...
Russian rock. Voe...
lef...
po...
I'm a star! ...
Fin...
Fina...
4333...
Vsevolod Starozubov - La Ti Da.mp3
DaVinci Resolve 19

№ 44.
“ PACKAGING SOUL TRANSFER ”

[EXTERNAL MEDIA] “ BOYS DON’T CRY ” PEPPER SPRAY AD

-> you have:

A BRAND

-> you have:

A PACKAGE

-> boom!

A JOKE

-> done.

fig 1.

+

fig 2.

+

fig 3.

+

fig 4.

+

fig 1. wd-40 + durex.
fig 2. coca cola + test can.
fig 3. UNO + political parties.
fig 4. parlament + cigarettes.

img_01.

// ha ha, a pack of cigarettes turned into parliament (yes, they should be bigger, it's just a sketch).

img_2.

// look at how natural they blend together.

[it was supposed to be a parliament, but finding the right picture was like finding a unicorn]

i have a phrase:

" МУЖЧИНЫ НЕ ПЛАЧУТ "

i have a package:

JUST IMAGINE...

// a gigachad staring at a pepper spray.

* OR *

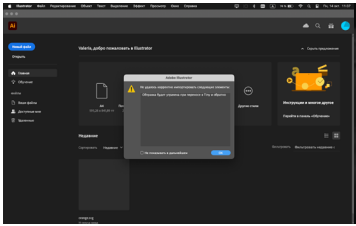
// arnold schwarzenegger posing as a glamorous model, selling pepper spray like it's the latest chanel fragrance.

AND ALL THESE " COOL GUYS " ARMED WITH A PEPPER SPRAY INSTEAD OF GUNS...

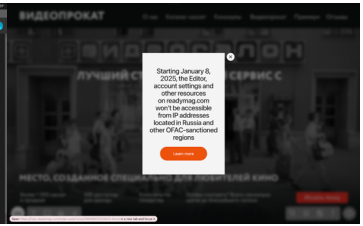
// it may happen...

// but remember...

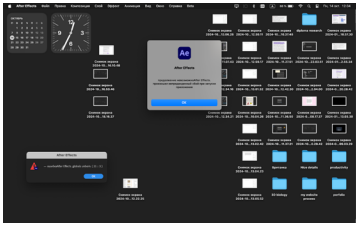
№ –
APPENDIX



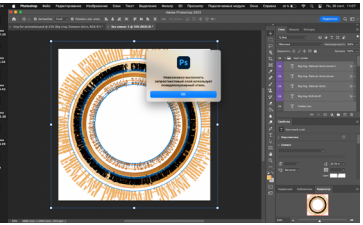
a. illustrator (crashed)



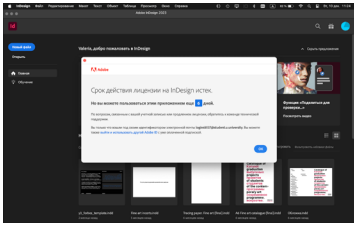
b. readymag (domains blocked)



c. after effects (crashed)

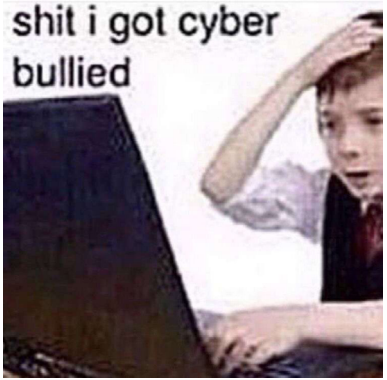


d. photoshop (crashed)



e. adobe lisence (expired)

f. figma (unavailable)



// every monday it was the same thing, some new problem with the programs would show up, and i'd waste like an hour or three just fixing it.

one time even figma decided to stop working, which was totally new.

don't even get me started on website issues...

[DETAIL] BROKEN MATRIX CABLES

mid-semester:

// my laptop's matrix died.
it cost me a lot—finanes, time,
productivity, and nerves.

the end of the semester:

// everything ended with
a complete uninstallation
of adobe software.

[NOTE]

```
> node_export: complete......

projects.....: 04............
pages........: 766...........

linked_node..: [ OUTPUT ]
linked_module: / MEMORY.......
```