

REPORT FOR GREEN JUSTICE AFRICA BRAND DESIGN

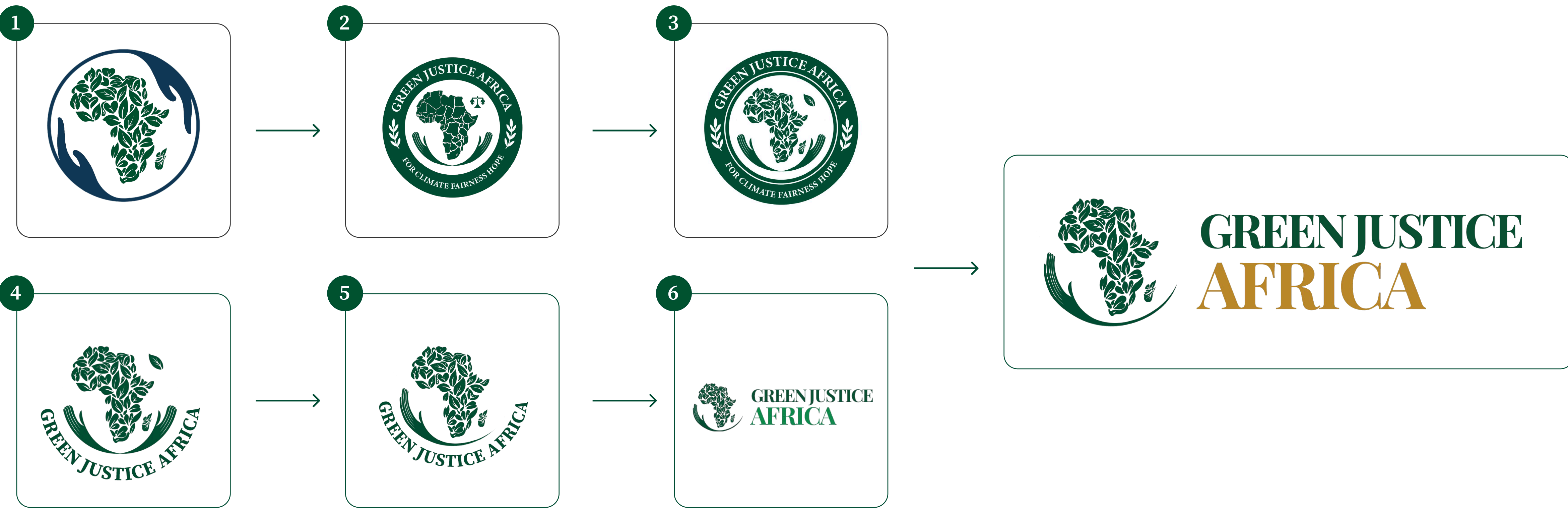
Inspiration

The inspiration for Green Justice Africa comes from my personal experience in Africa. I witnessed in today's world, people on another side of the earth live a life completely different from ours. Many of them even have no food, no clean water, and have to walk for kilometers across cracked land just to collect water. Meanwhile, in another part of the world, the lives of capitalists are filled with indulgence. They should contribute more to addressing poverty and inequality, but they evade responsibility.

Our organization was born from this issue. Through non-violent protest, we aim to raise awareness of environmental justice in Africa and call on nations to take meaningful action. Our goal is to ensure that African communities receive fair support and living conditions, and the protection they deserve.

Identity Design

The identity design was going through several versions. Based on the feedback, I worked to make the visuals simpler and meanwhile more readable. The concept consistently went around the hand and the map of Africa, which has always been the core of the brand's message. In the final version, I refined the typeface and adjusted the colors to give the overall design a more serious style, while making the visual language diverse and more aligned with a brand's expression. I am very satisfied with the final outcome. Compared to the initial one, it is much stronger and coherent.



Icon Family Design

When designing the icon family, I expanded the brand's color system. The other three brand colors were actually developed during this process, inspired by the themes each icon represents. Every icon corresponds to one of the key ideas in the brand manifesto, carrying its own meaning that reflects the organization's commitment. I made a series of subtle adjustments to refine the details after reviewing feedback, but not going through much changes.



Poster Design

In the early stage of my poster design, I developed a strong concept, which involved portraying a noblewoman wasting water while people beneath the bathtub struggled for access to it. Although it was visually powerful, I decided to move away from this direction due to its potential sensitivity. I then explored multiple iterations, gradually refining the narrative until I arrived at the final version.

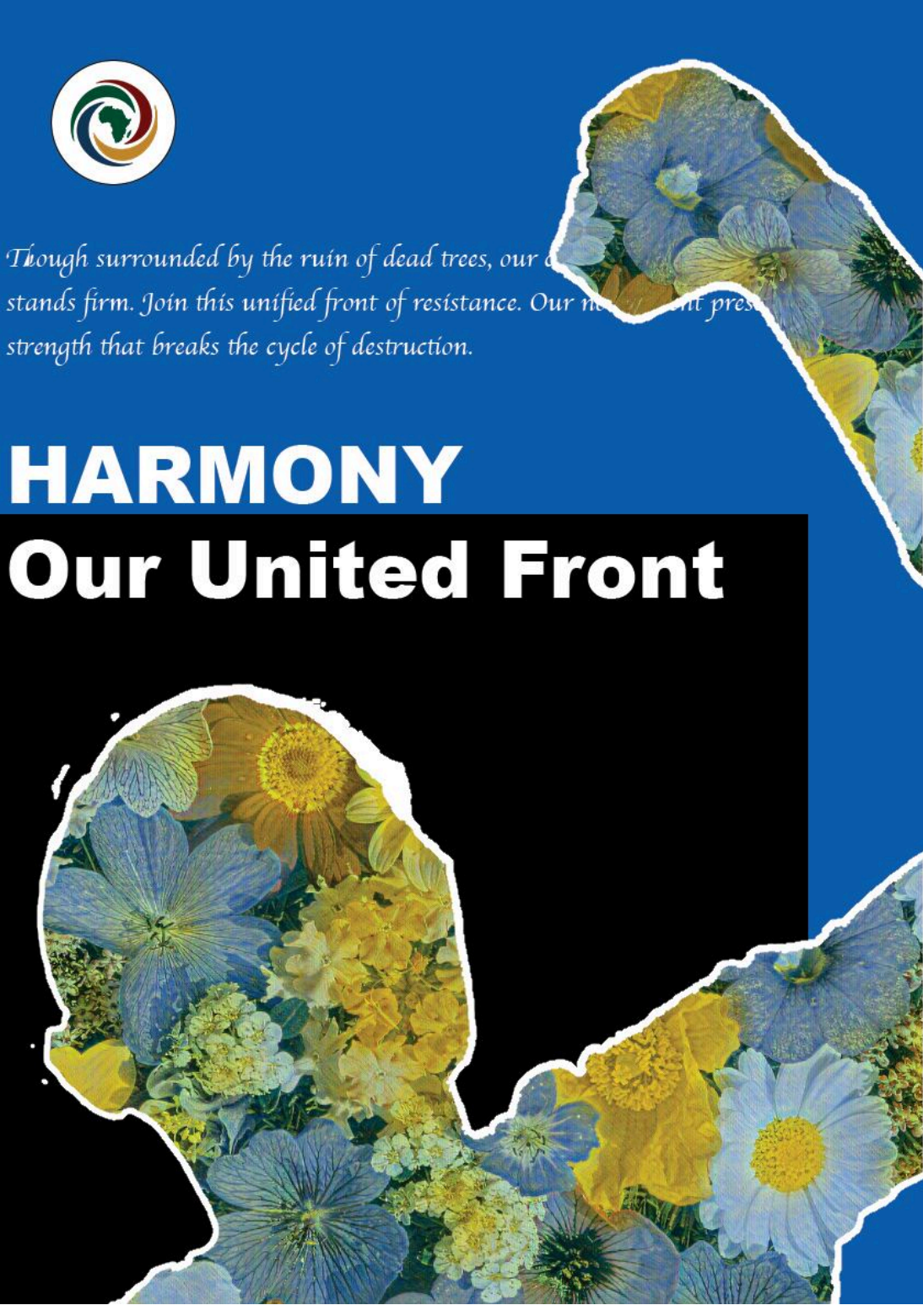
During this process, I removed the use of white elements in the composition. While they could have made the poster appear visually cleaner, but my priority was maintaining harmony between the two posters. A cohesive visual language felt more important than aesthetic appeal.



The inspiration for my second poster series came from the idea of hands-on collaboration in the environment issues. Each poster features a hand containing the image of repaired or restored landscapes, which is in contrast with the destroyed environments in the background. This series also connects closely with my icon design. Each of them reflects a specific theme represented by the icons. I developed this approach after completing the first series, as I realized my icons could be integrated in a more meaningful way.

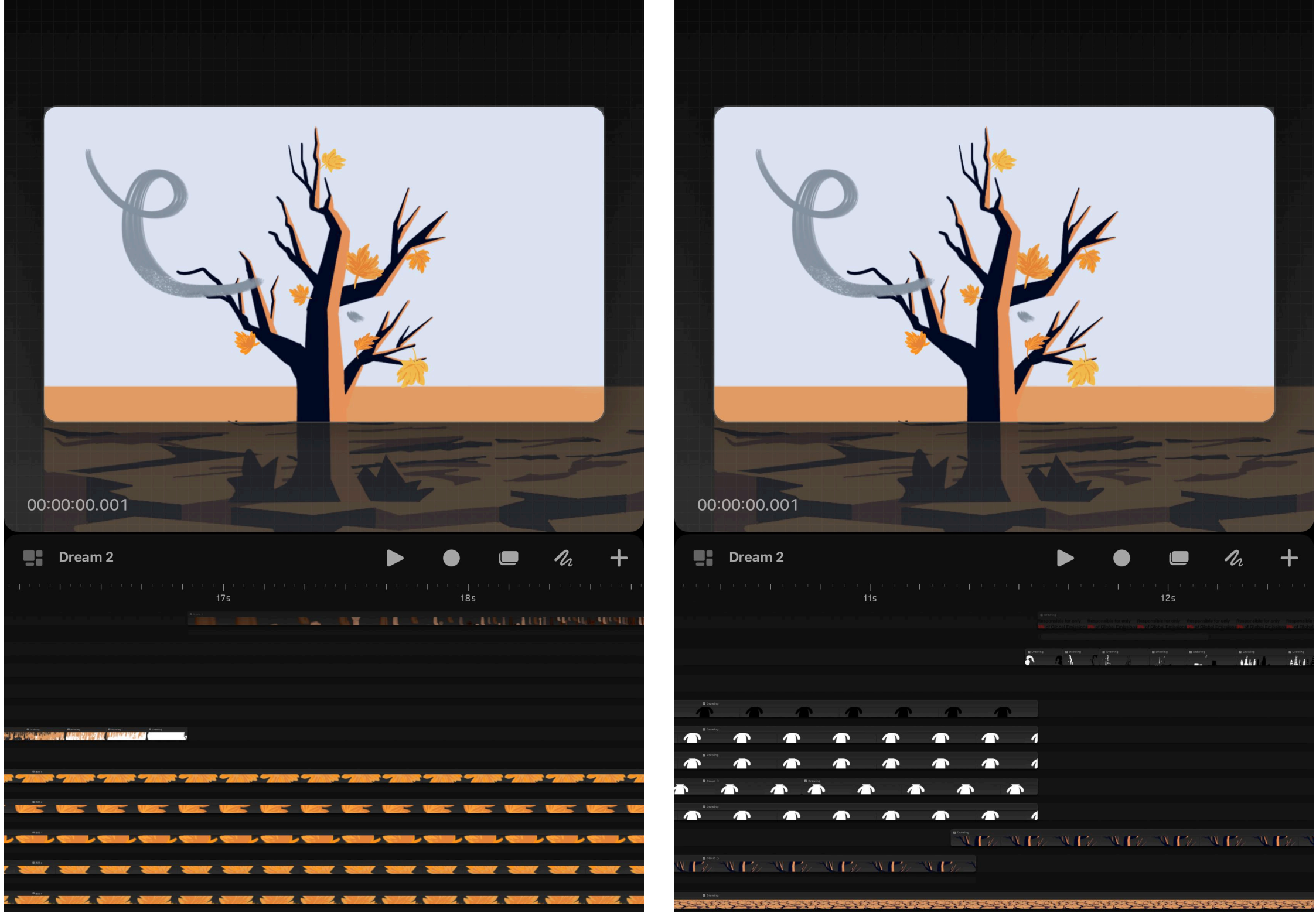
By incorporating real photographic images, this set of posters delivers a stronger visual impact. The combination of imagery and icons allows the series to communicate both urgency and hope.

For this design, i forget to keep some old version, but it was accessed by the tutor and here is one of my abandended version.



Poster Design

Before developing the second poster series, I decided to work entirely in a hand drawing style to maintain a consistent visual language across the project. All the illustrations for the animation were created in Procreate, then further drawn and animated in Procreate Dreams. I used a single frame drawing approach to build the motion, and completed the final sound design and voice in CapCut. Due to time constraints, I had to abandon several earlier ideas and focus on only two scenes.



Reflection

Through this project, I learned the essential value of simplifying. I used to believe that filling a composition with various elements would create visual impact, but I realized that it is not always true. Removing elements sometimes makes the message clearer and the design more striking. Under the guidance of the tutor and David, I applied this principle across the entire identity system, and stripped away anything unnecessary. Compared with the earlier versions, the refined designs feel cleaner, more balanced, and much closer to a coherent brand identity.

The poster design was the most challenging part for me. I was stuck for a long time, and unsure how to complete the left side of the composition after finishing the right. With several holds feedback, I again turned to reduction as a solution, simplifying the left half into a purely graphic form. The final result still holds visual power, but in a more controlled way.

Consistency was another key lesson. In a guest lecture, the speaker once pointed out that I often use my own creation at the expense of brand. This project made that tendency very visible. After refining my work, every color, typo, and layout decision now connects back to the brand in a meaningful way. Even small details which I used to overlook, became crucial aspects of the design process and were greatly improved through practice.

Overall, I truly enjoyed Elements of Digital Design. On top of the practical feature of the coursework, David's sense of humour made the classes more enjoyable. I also gained a deeper understanding of the fundamentals of graphic design, as well as its history and iconic examples. This experience has been both challenging and inspiring, and I am genuinely looking forward to next semester's classes.

Sound Reference

- (All from CapCut - Free)
- Wind (gust, crevice wind) Huooo
- Wind noise
- Bubbles burst
- hey (bass voice)
- hey (treble voice)
- hey (Woman, shout)
- Shuffle!
- Desert Dance