Ganessa Desir

Typography Project 3

Process Book for Design Hero Project

Wednesday, April 14th, 2021



Anifa Mruemba

Design Hero Bio

Monday, March15th, 2021

We were tasked to choose a design hero and create a bio about them incorporating various info such as their birth, design field, design philosophy, locations, famouous works, fun facts, etc.



Anifa Mvuemba, 30-year-old fashion designer and founder of the ready-to-wear fashion brand Hanifa, was born November 16th, 1991 in Nairobi, Kenya. At the age of 3 Mvuemba and her family fled the country to escape war. In her early years she was raised in the state of Maryland. She began sketching young but didn't realize she wanted to be a designer until her junior year of high school. She went on to study fashion merchandising at Morgan State University but later dropped out to find her own way in the industry. In this time, she worked retail at Nordstrom and eventually quit there too. After posting a dress she designed for her 21st birthday during the year 2011 she received a lot of love and started designing custom order pieces for her IG followers. The following year she launched her fashion label Hanifa. a brand designed for women without limits! She still remains based in Maryland today.

Since its launch Mvuemba has experienced great success through her work with Hanifa. Some of her most famous work include her Pink Label Congo collection and the digital runway show she put on for its release. The animated show premiered on Instagram live May 22nd, 2020 and featured 3D ghostlike models walking down the runway in the Pink Label designs. The show struck waves instantly! Many people described it as a cultural reset for the fashion industry and applauded Mvuemba for making runway history. Her designs for the collection were inspired by her family's home, the Democratic Republic of Congo. Both the designs and the show worked together to showcase the beautiful spirit of Congo alongside the African country's problems. Every element of the clothing design from shape, style, fabric choice, color, etc. intentionally represented the country. Alongside her roots Mvuemba also draws great inspiration from her faith. The name of the of her brand itself is Arabic for "True Believer" in a way it speaks to her belief in God as the foundation of her work and strong guide/motivation for design.

Design wise Mvuemba strongly believes in the concept of creating her own path and boldly walking through it in whatever way she desires regardless of what the industry or tradition tells her. She works hard to distinguish herself from being an "African designer" to just simply being a designer. Mvuemba promotes the idea that you can be so much more than the restrictive molds/categories people attempt to fit you in. This can be reflected in her work as well. Her clothing isn't made for women who fit one stiff mold, rather she designs vibrant and alluring feminine pieces for a variety of women of different shapes and sizes from all over the world. Anifa Mvuemba not only strives to promote greater body positivity and inclusivity in the industry but she also hopes to serve as inspiration/representation for black women in design.

As far as fun facts go before discovering her love for fashion design Mvuemba wanted to be a teacher. She taught herself how to sew and from the very start of her design journey up till March 2018 she was her own manufacturer because she didn't have the resources or connections. Mvuemba has worked with a variety of celebrities/stars since her first spark of notability through the artist Ciera wearing her designs but some other icons she dreams to work with are Rihanna, Michelle Obama, and Beyonce.

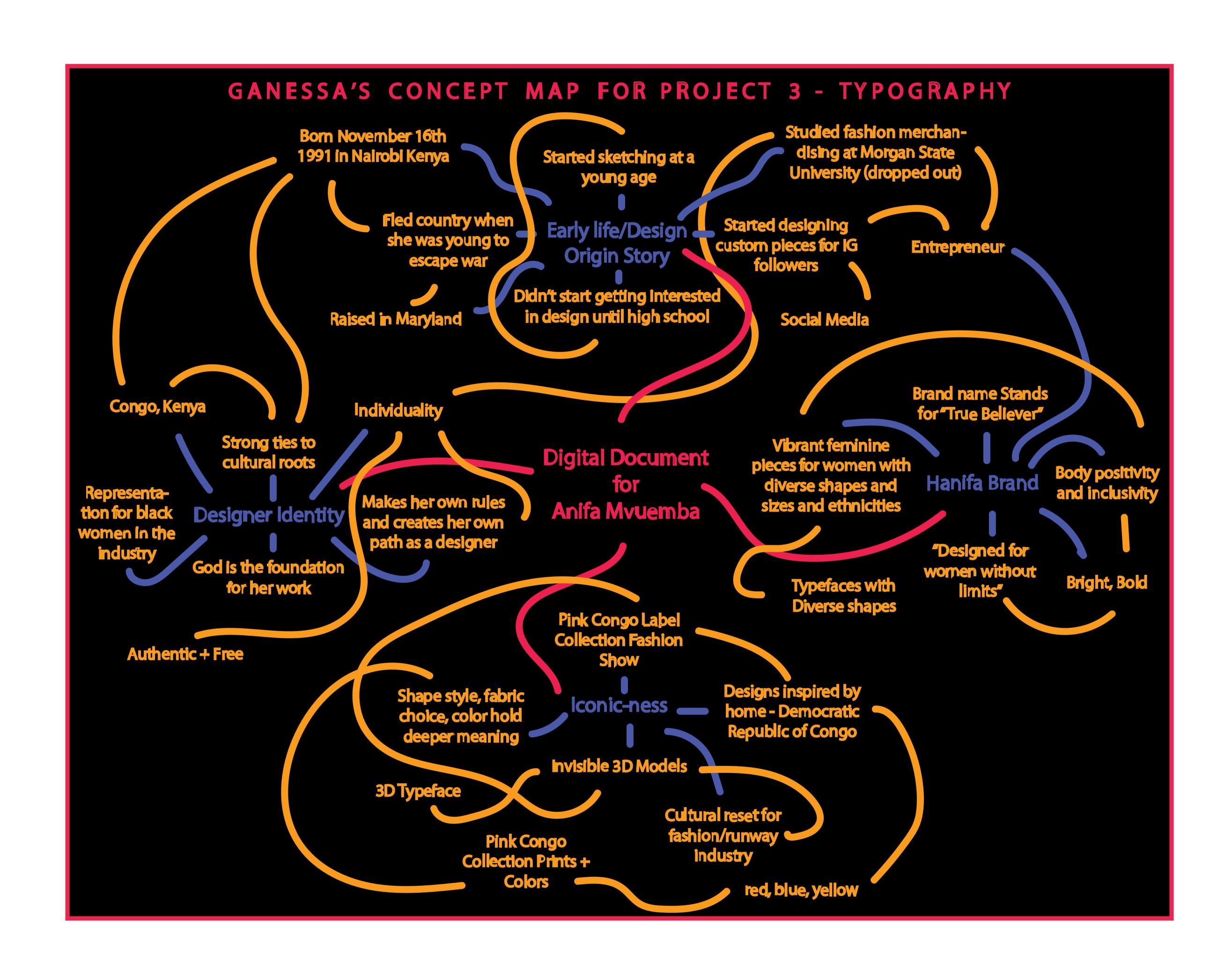
3A

Storyboards

Monday, March 22th, 2021

We were tasked to create a concept/idea/feeling for our design heroes digital document by making a concept map, storyboards directions for full doc and splash pages, and moodboards.

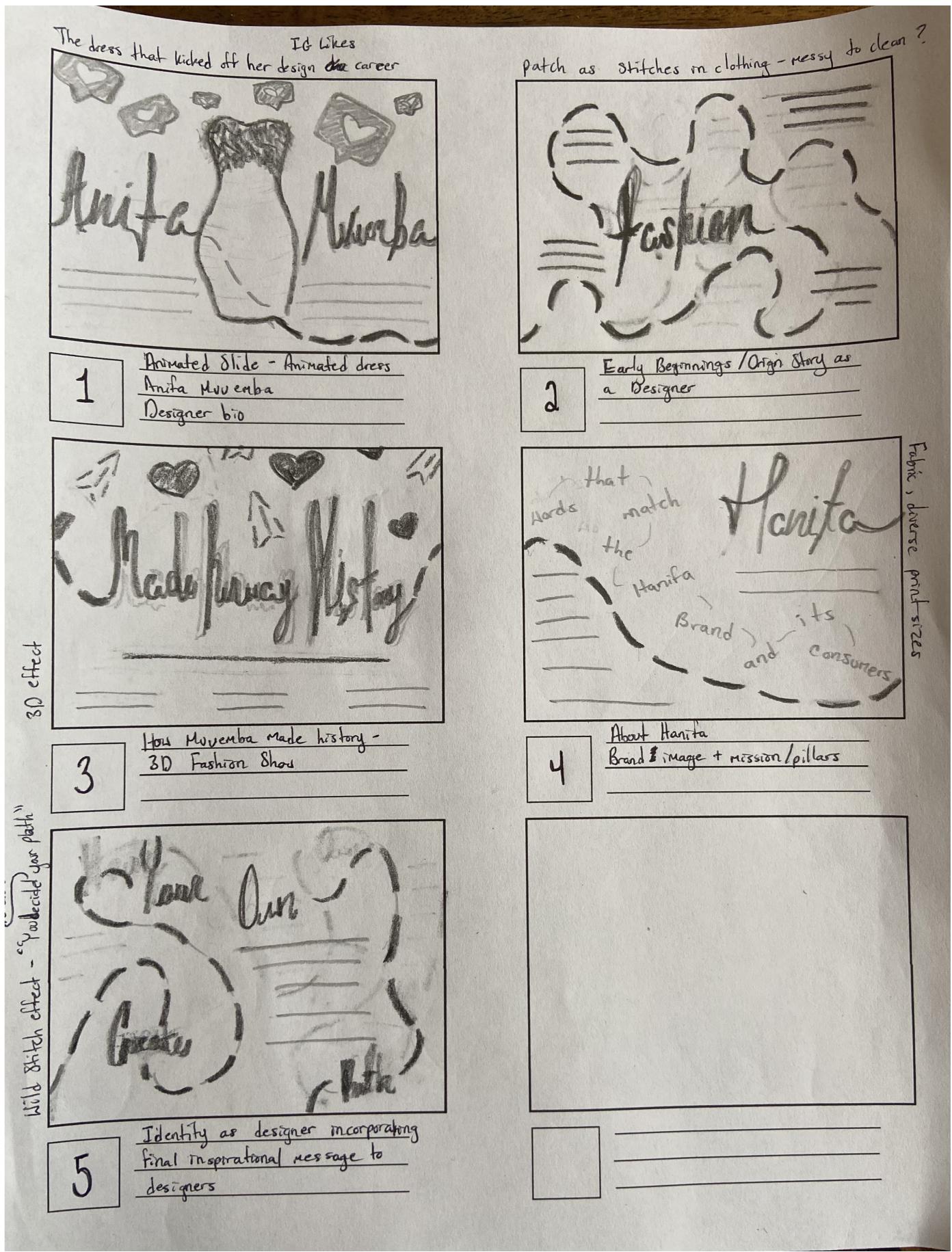
3A Concept Map

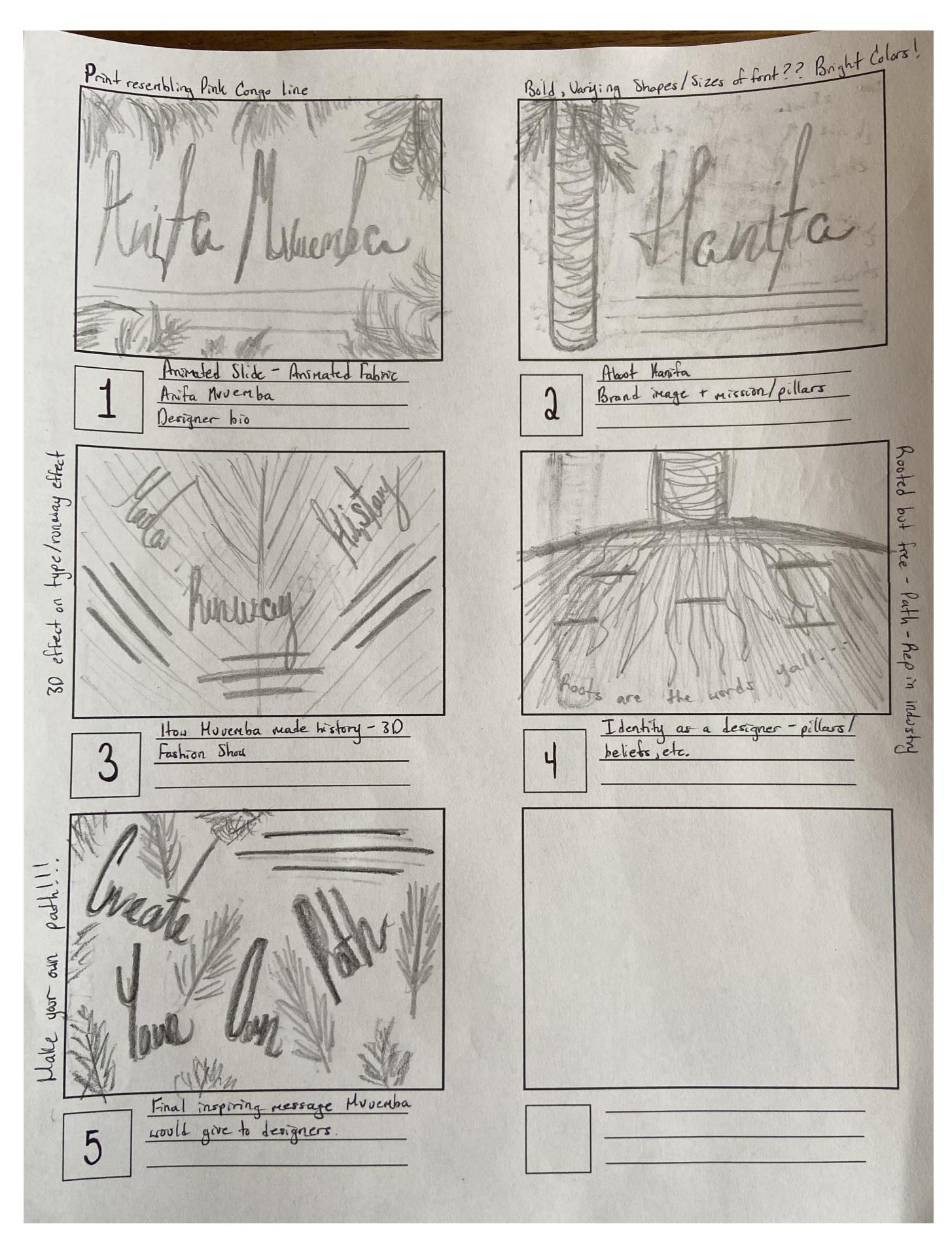


3A Story Boards

For Full Document

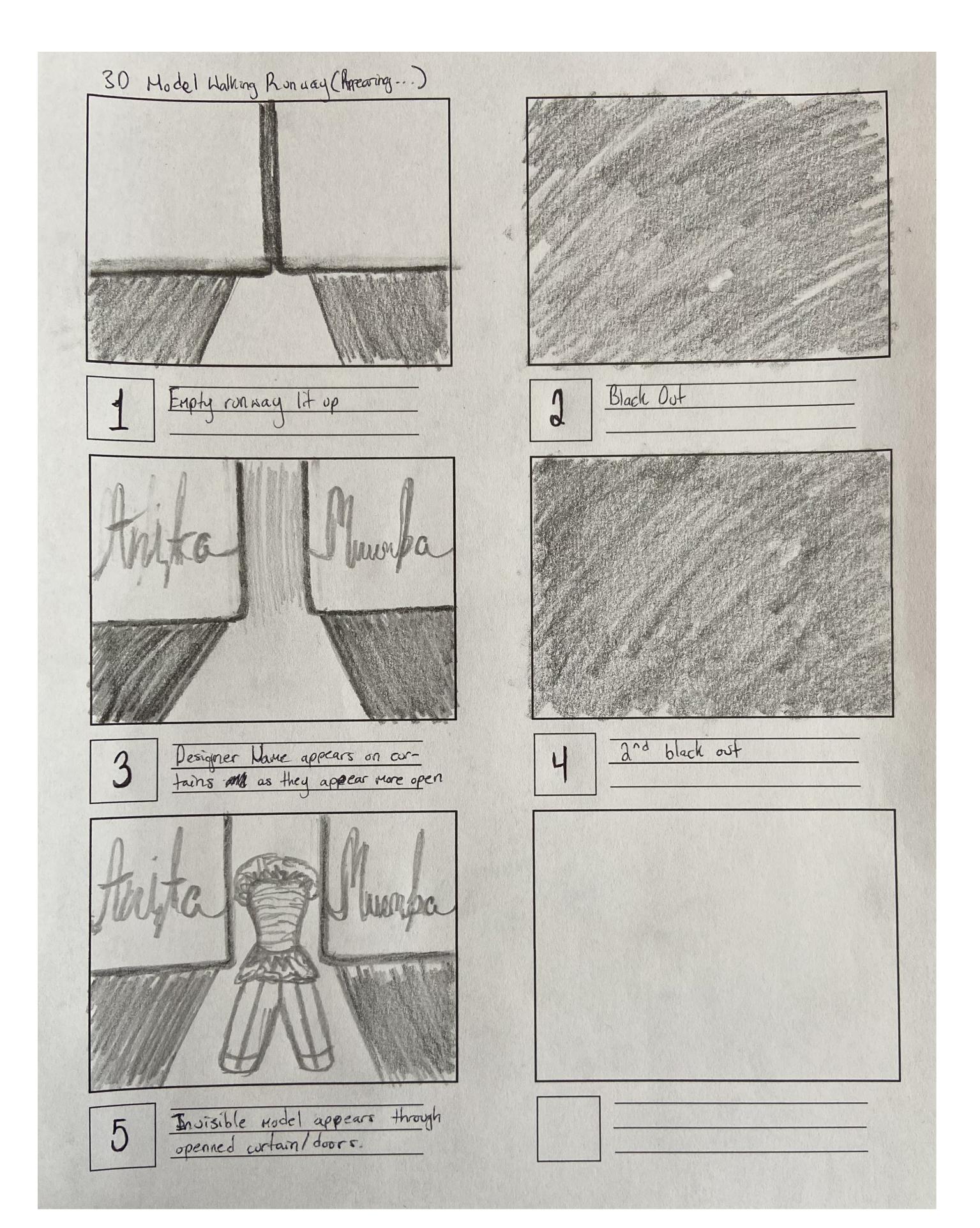


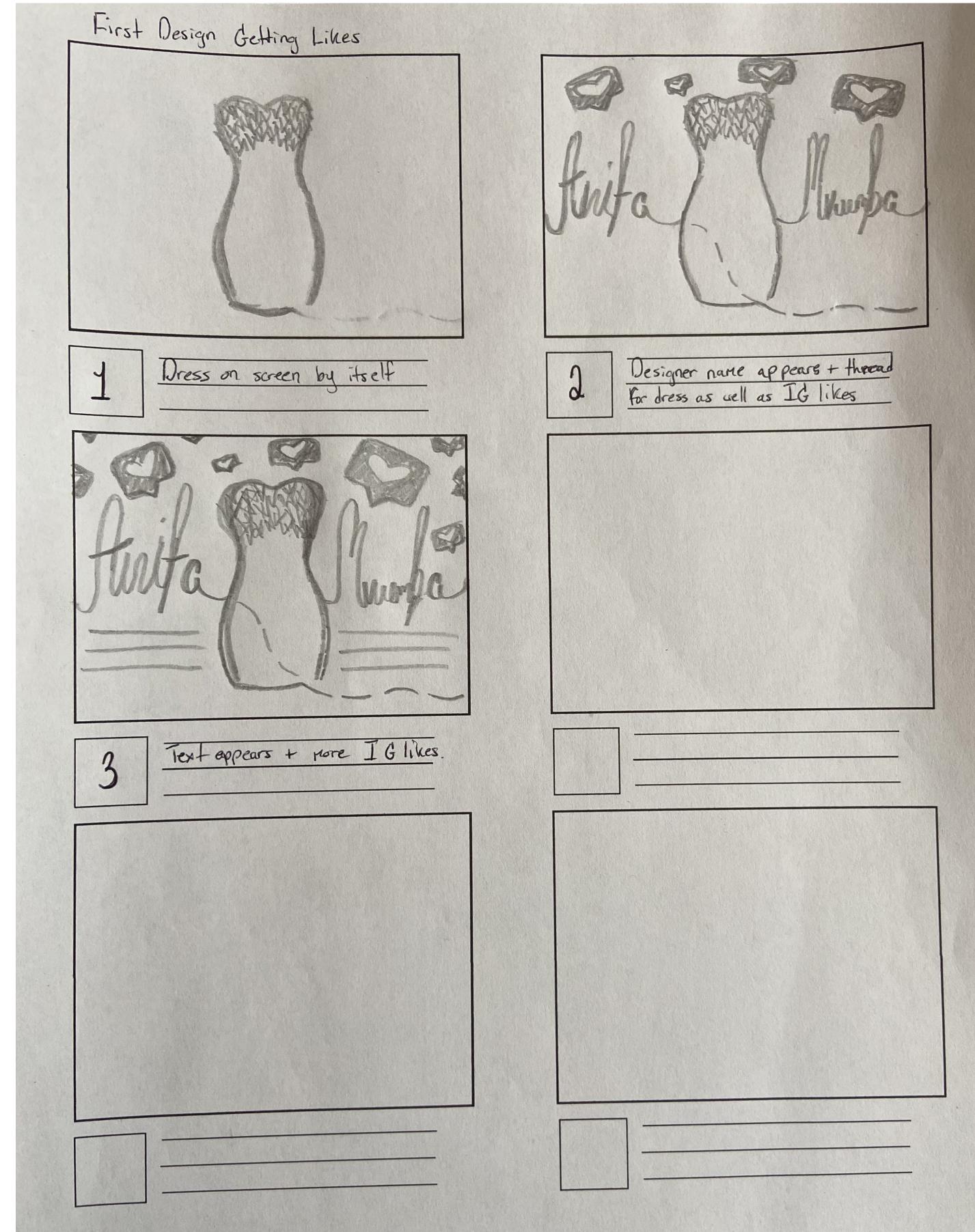


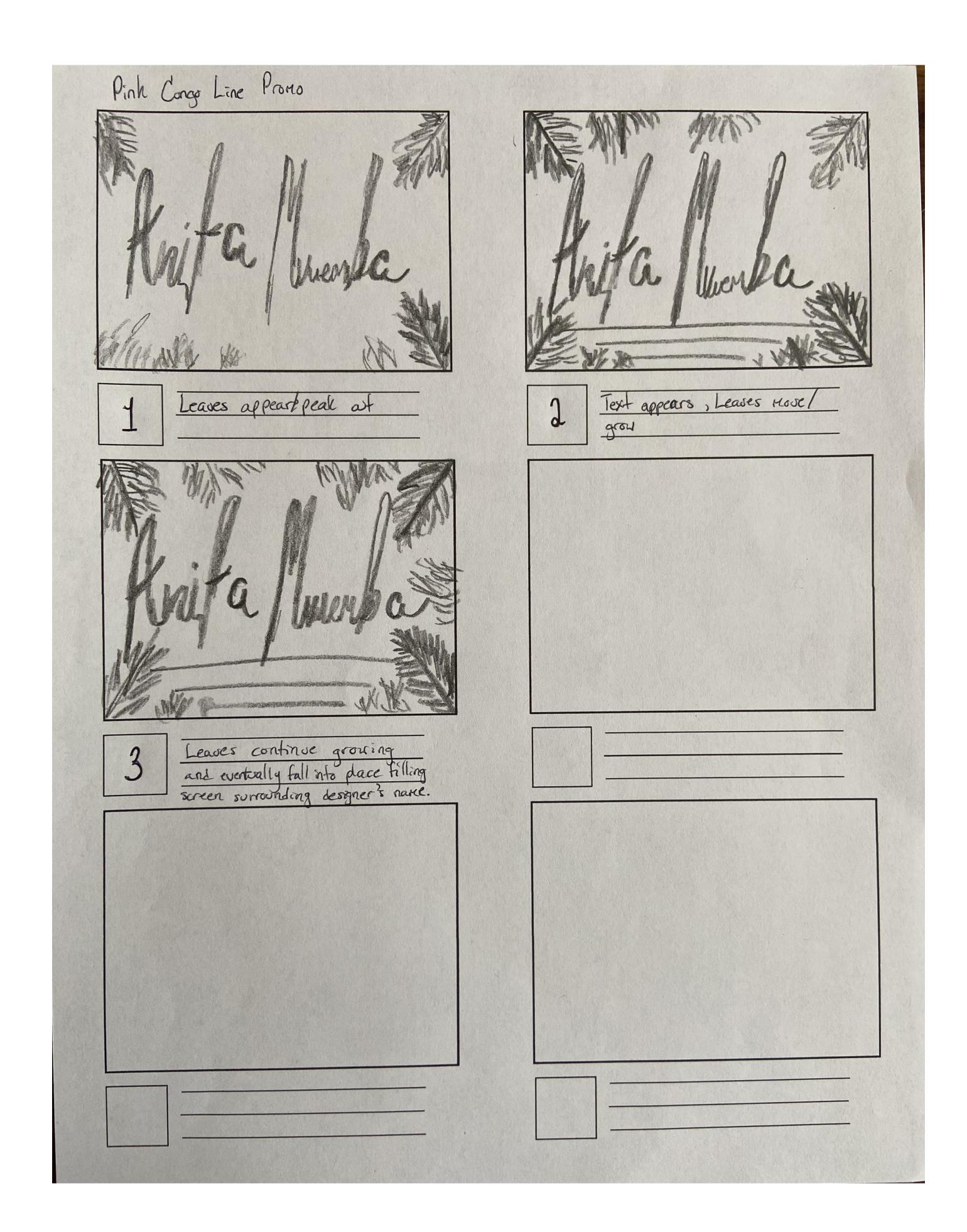


3A Story Boards

For Splash Page







3A Mood Boards







3A Superaces

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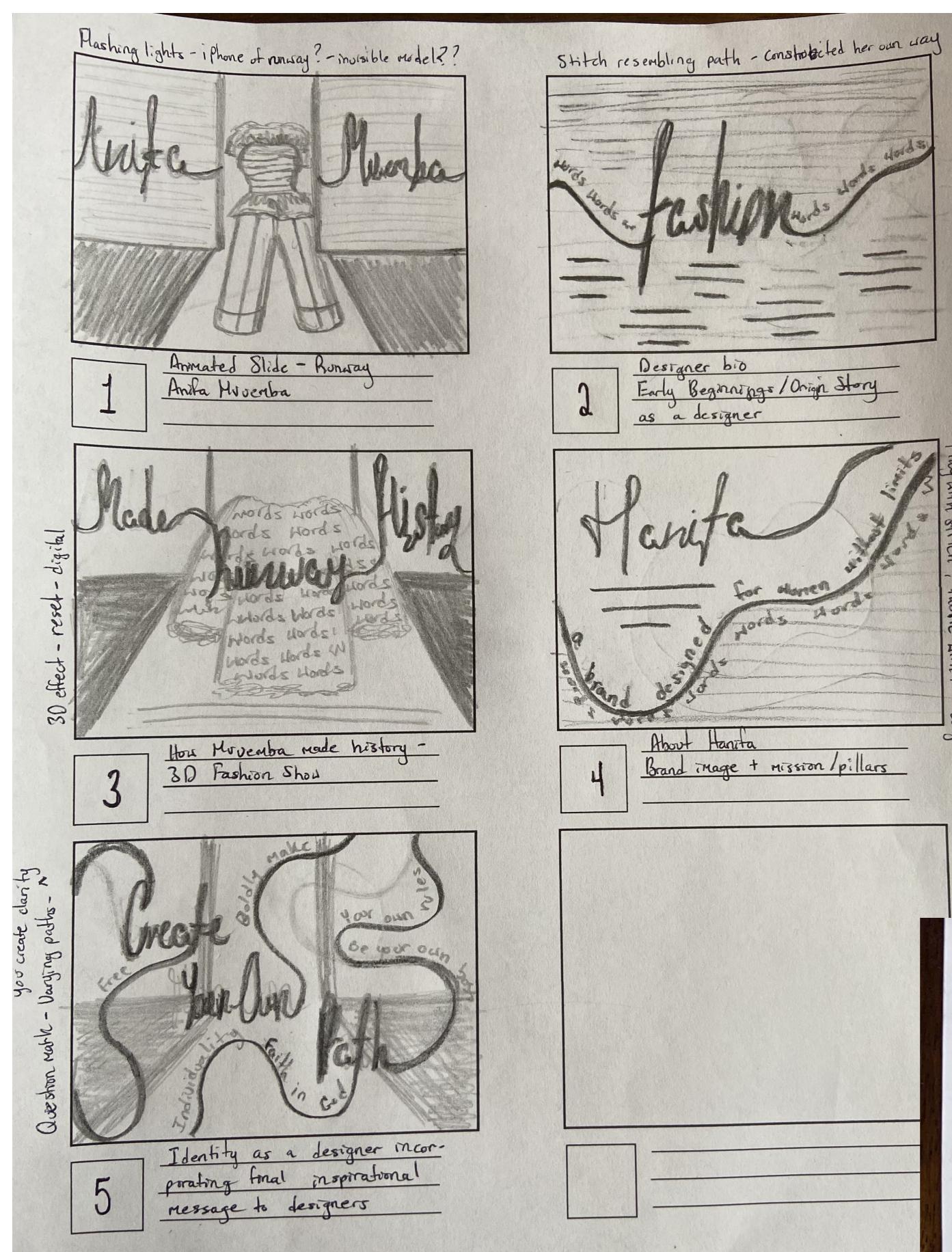
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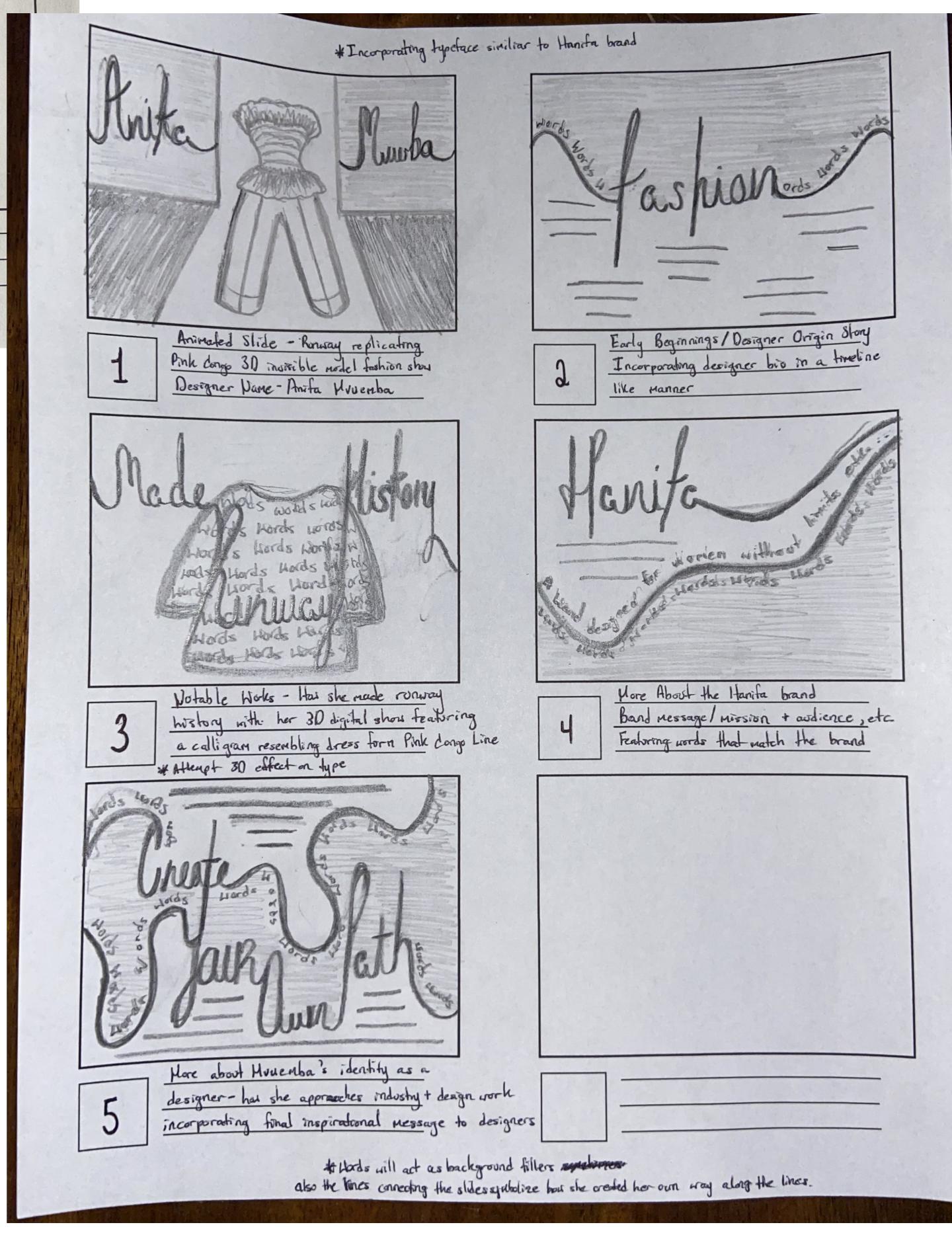
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3A Revised

Before



After



Based off of critiques I decided to chose the first direction for my project.

For updates I removed the graphic elements present on the content pages and left the Splash page as the only page with any photo type element



I decided to match the color palette to her Pink Congo capsule collection because it was really pretty to me also this was the collection she featured in her virtual 3D models runway show



I chose to go with Amalfi Coast as the main font for my document because it was the best match for her brand logo's cursive styled typeface. I was advised to choose a simpler san serif font for the second typeface so initially I chose Champagne & Limousines but along the line after more reworking and critiques I ultimately decided to go with a more transitional font over a geometric one because it would work more smoothly with AC.

3B

Splash Page

Monday, April 5th, 2021

We were tasked to bring our splash page sketches to life as a gif. I can't really present the gif in the book so I just put shots of the static splash screen before and after noting the edits made.





Revisions

I was advised to make the movements of the jumpsuit less jumpy so instead of using the flashes to show the jumpsuit moving I used the flashes to reveal different parts of the gif (doors/curtains opening, name appearing, etc.) and altered the position of the jumpsuit in different frames so it smoothly glides down the runway like Anifa's 3D models did in her virtual show. I also updated the font change in the background and darkened the opacity.





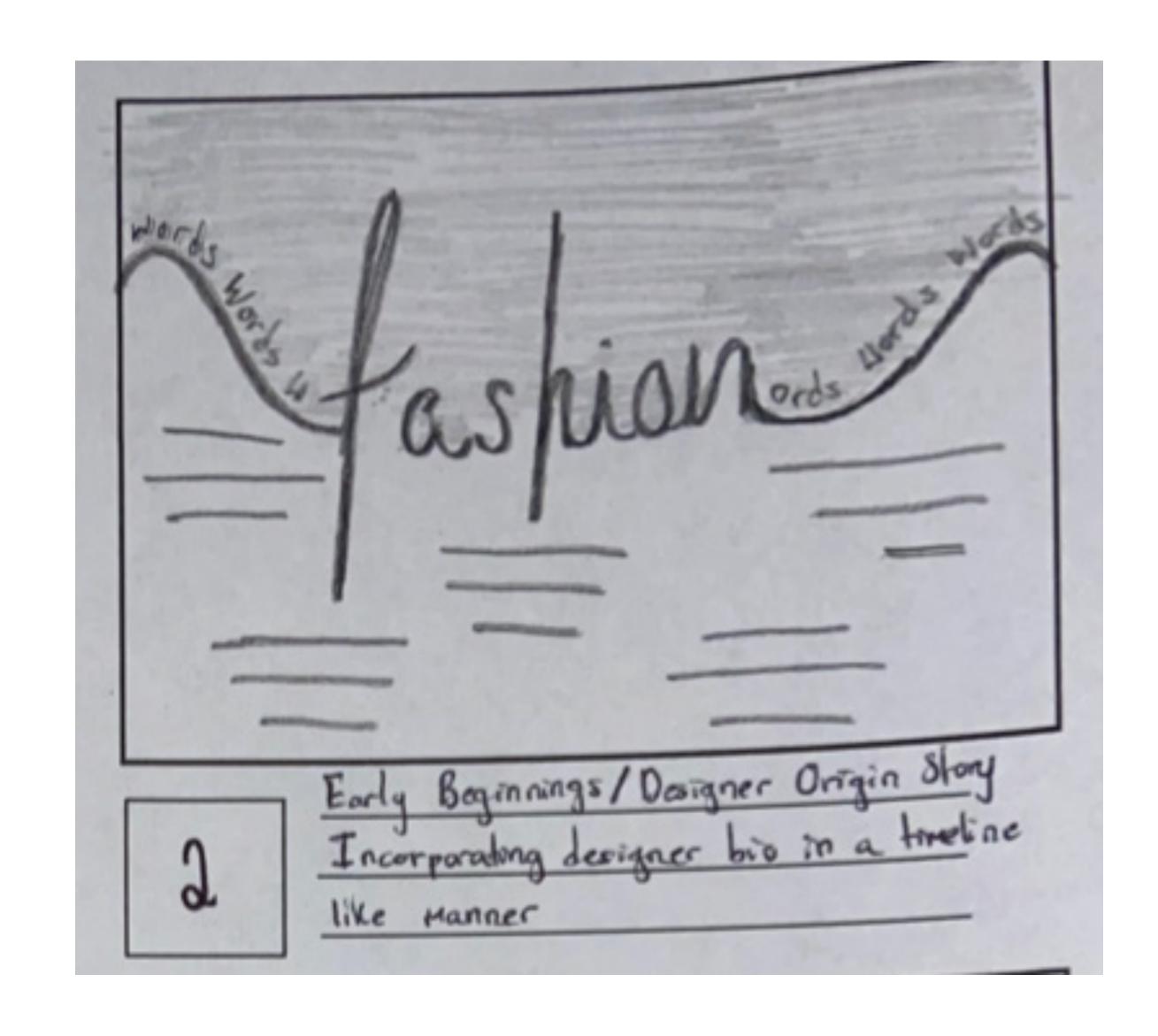
Content Dages

Monday, April 5th, 2021 - Wednesday, April 14th, 2021

We were tasked to create 2-3 static pages for our design heroes document

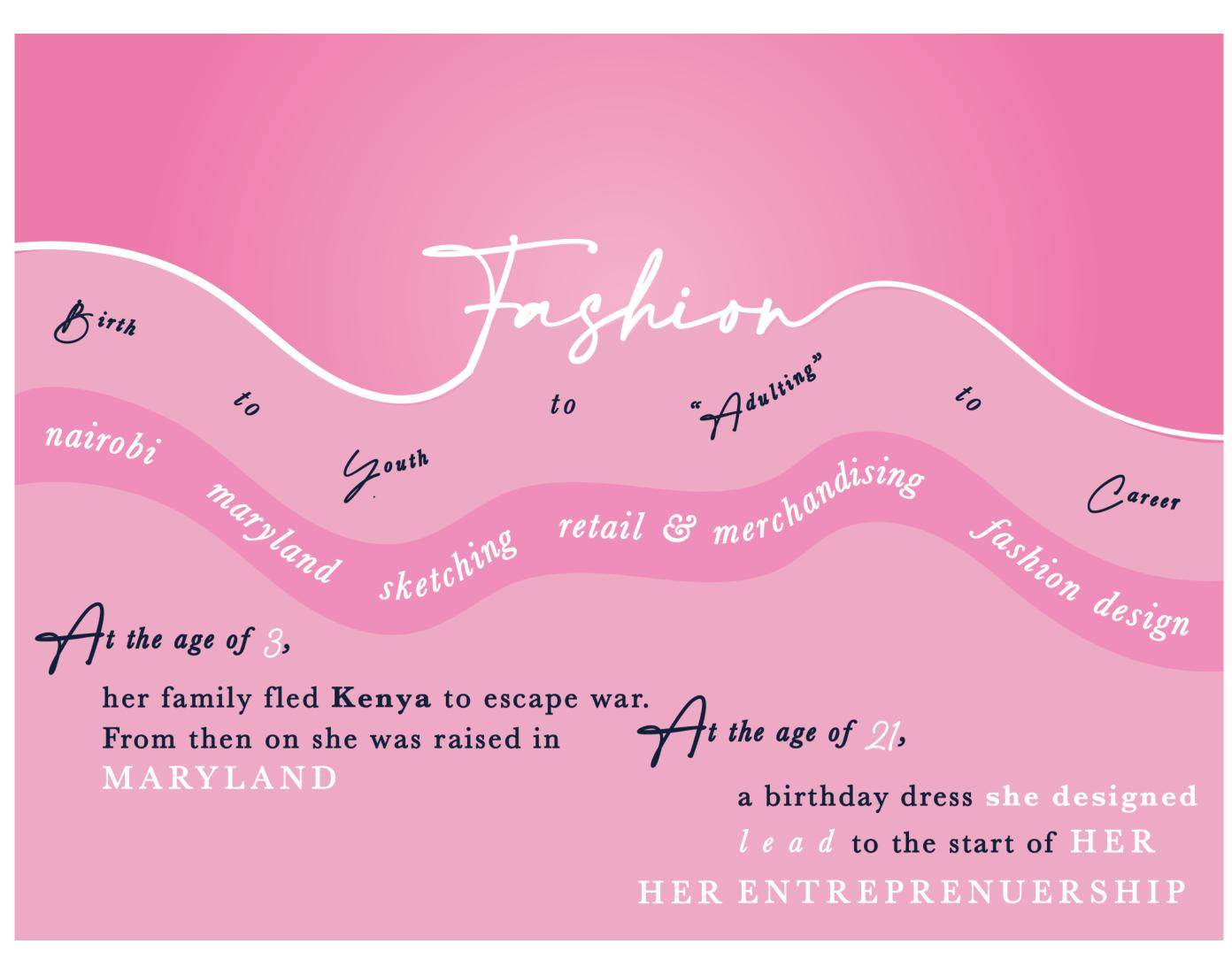
3C Content Dage /

Before

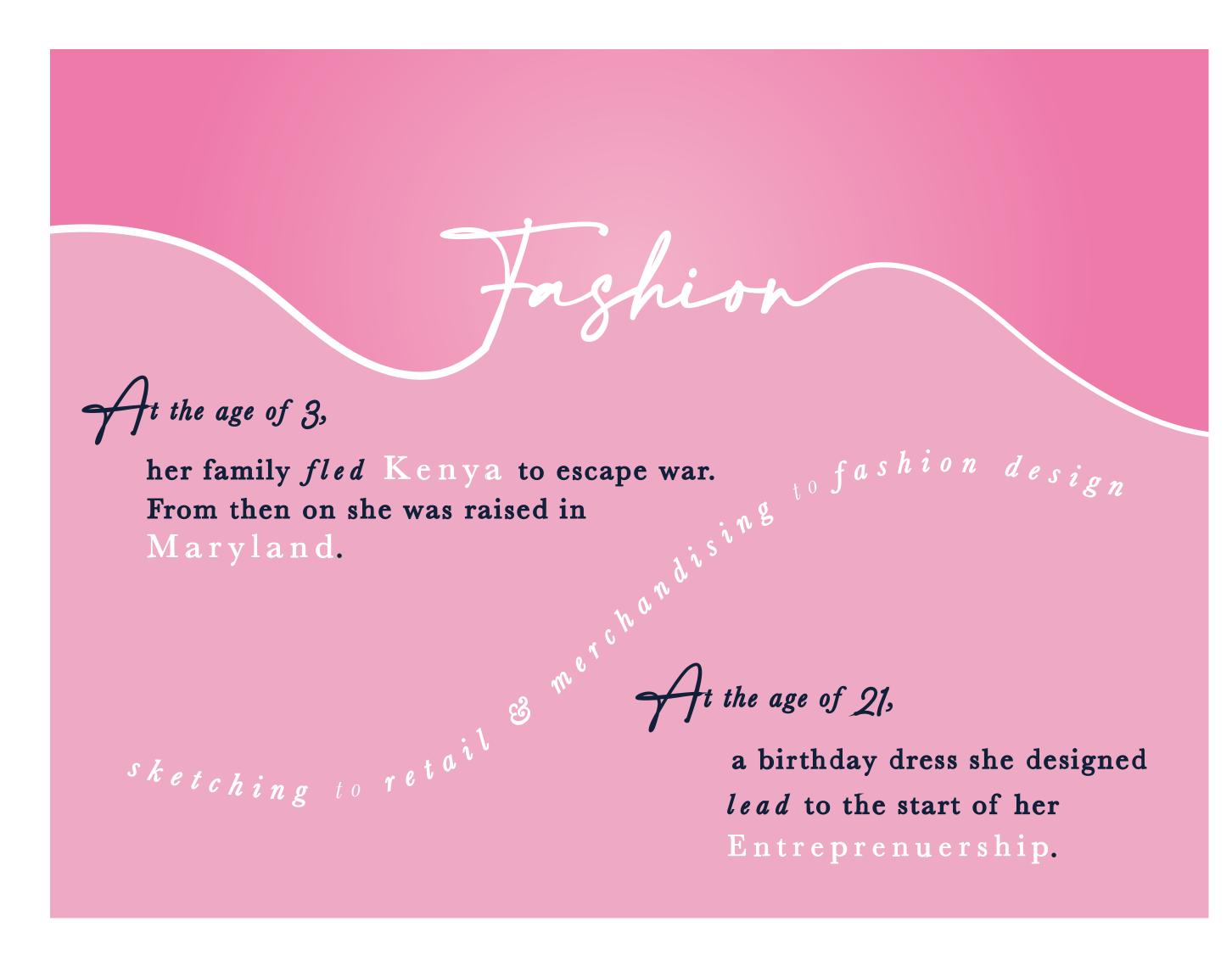




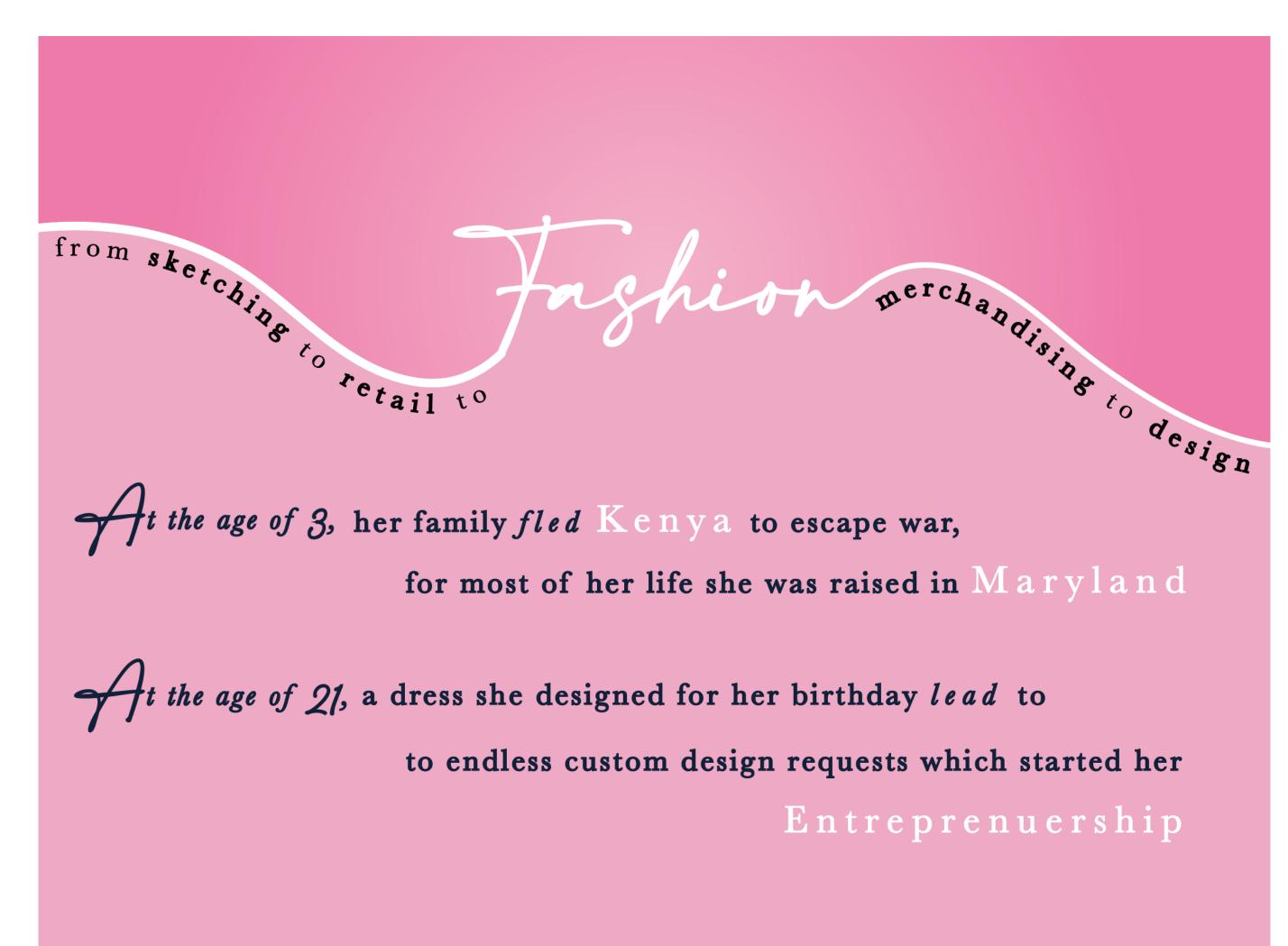












My original sketch couldn't work digitally so I had to improvise the first iteration. I wanted to play with curved text on a path and introduce different colors for more visual intrigue. A lot of the critiques I received adviced me to eliminate the curved text, work with one color, change the second font to a transitional one that emphasizes readability and simplicity (offers a more elegant and compact lok), try using lowercase letters over caps, regular formats over italics, and making the "sketching..." line a horizontal base maintained throughout the document.

Content Dage 1

After (Before Final Critique)



t the age of 3,

her family fled Kenya to
escape war. From then on she
was raised in Maryland

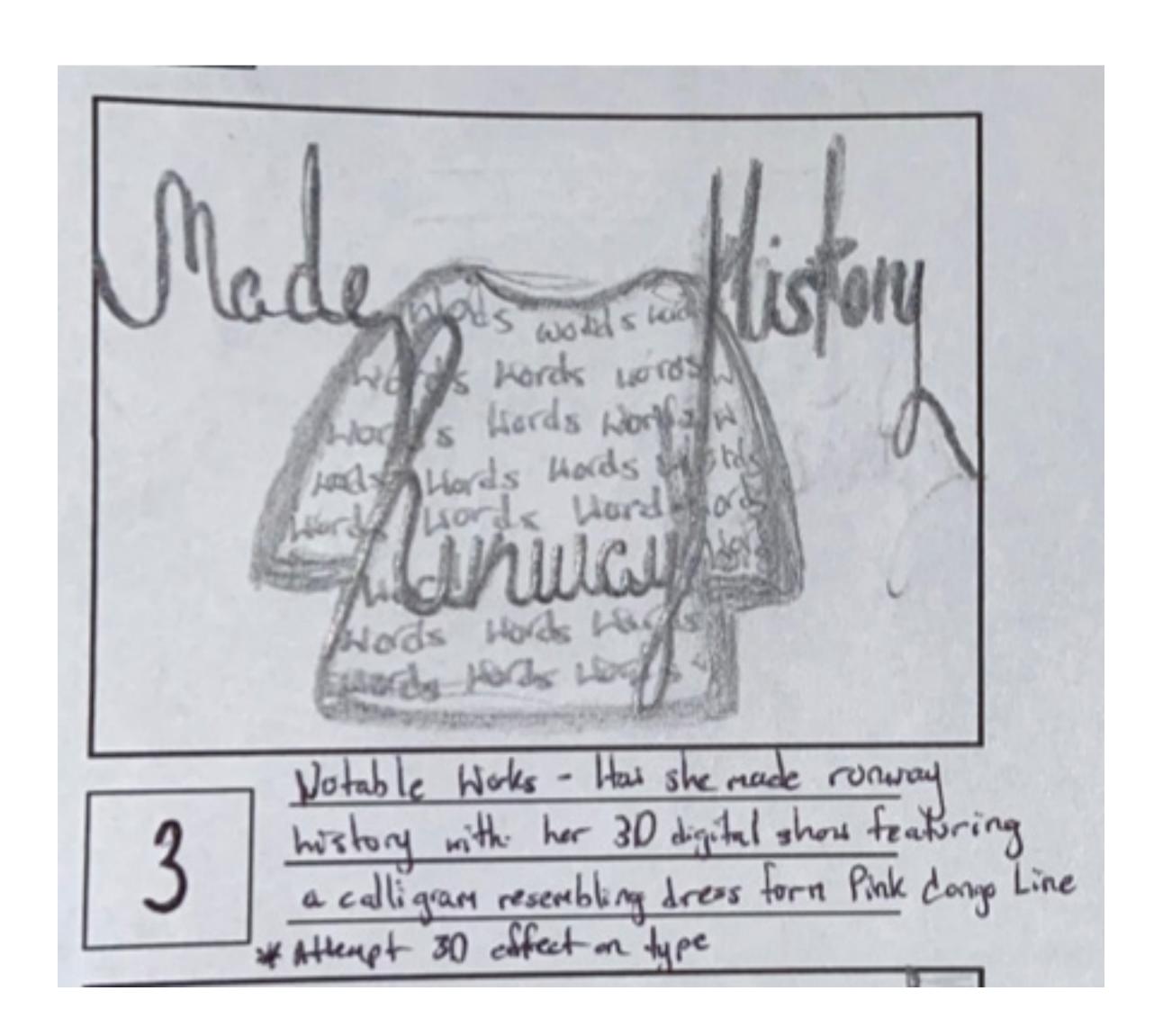
At the age of 21,

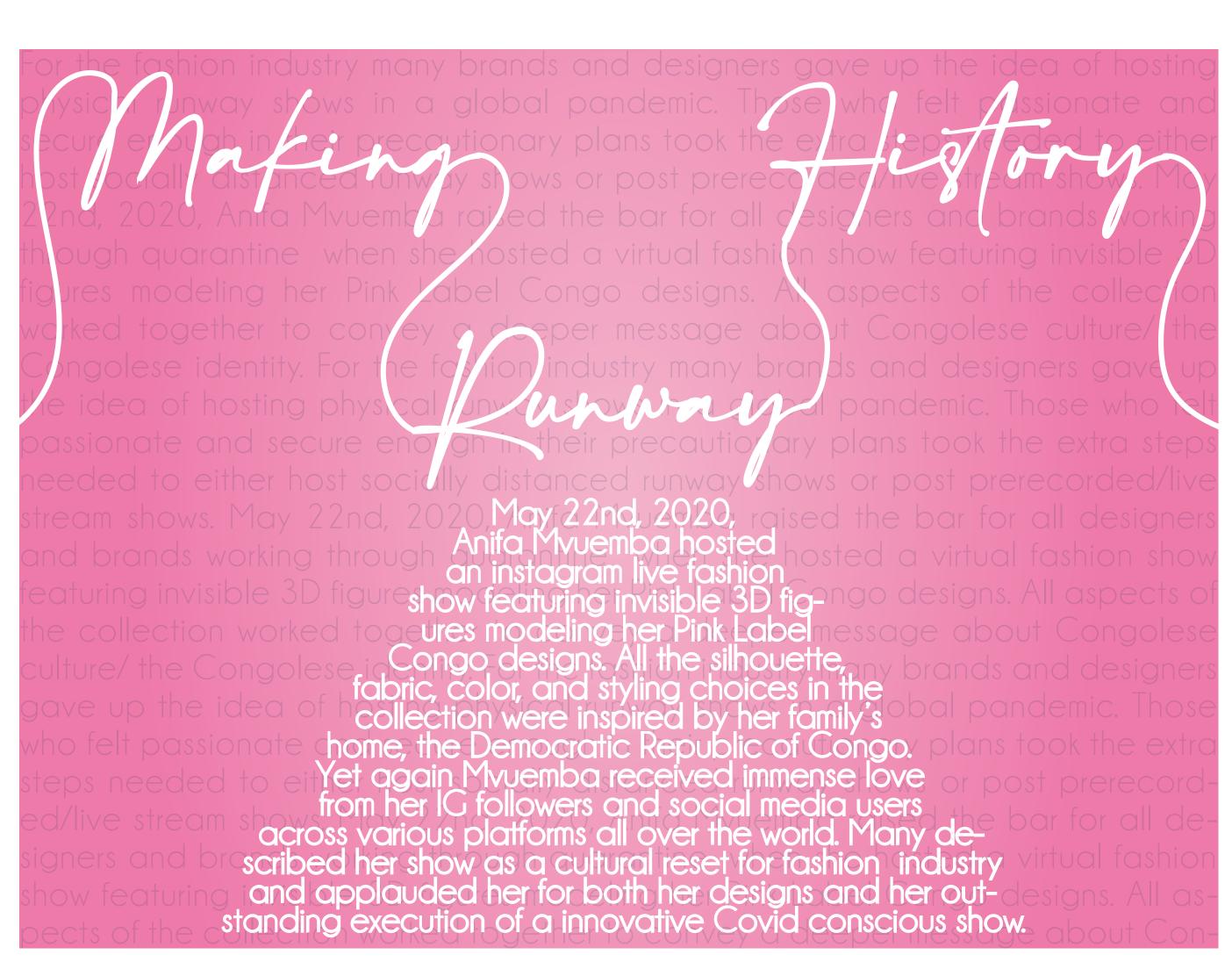
a dress designed for her birthday lead to the start of her entreprenuership

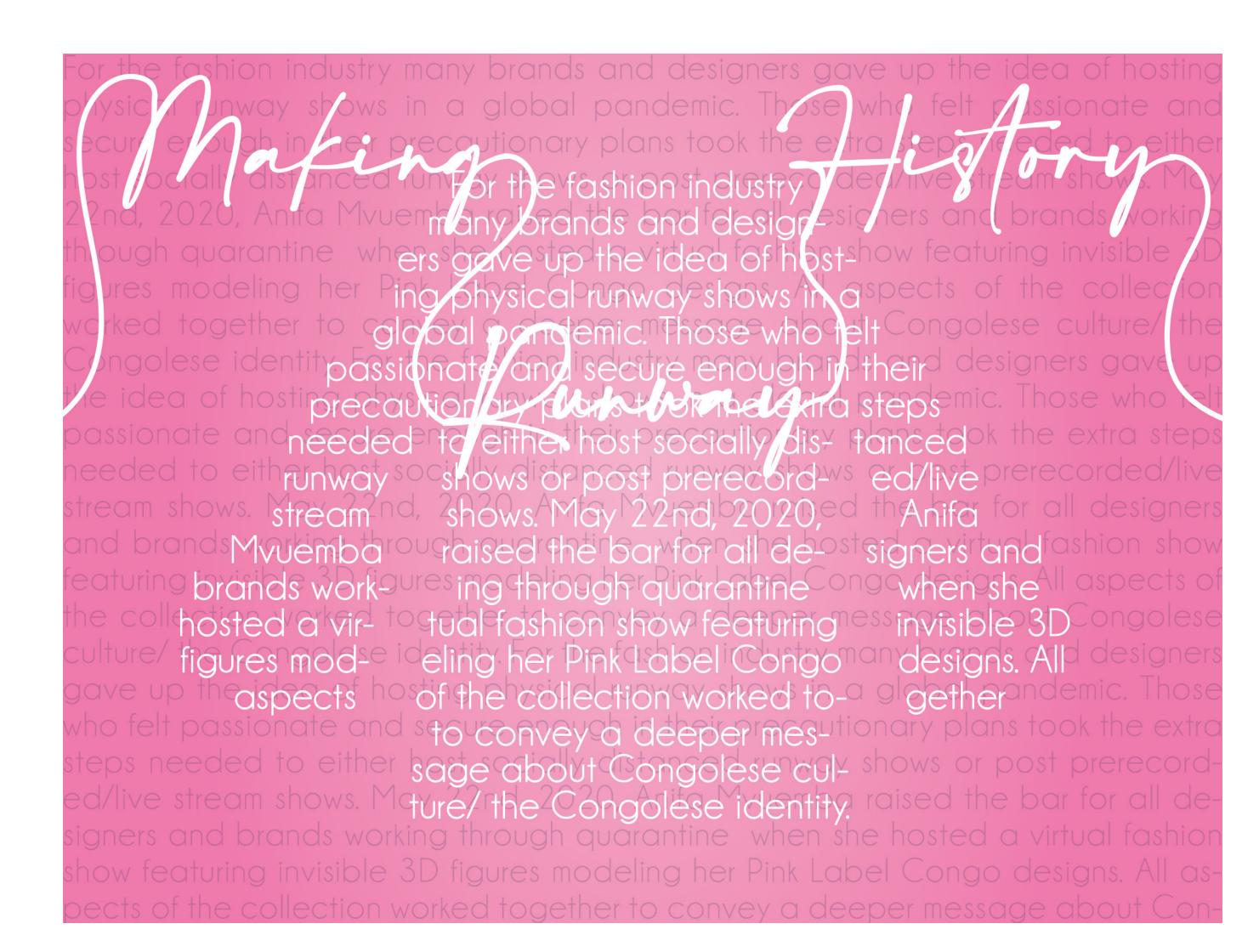
sketching to retail & merchandising to fashion design

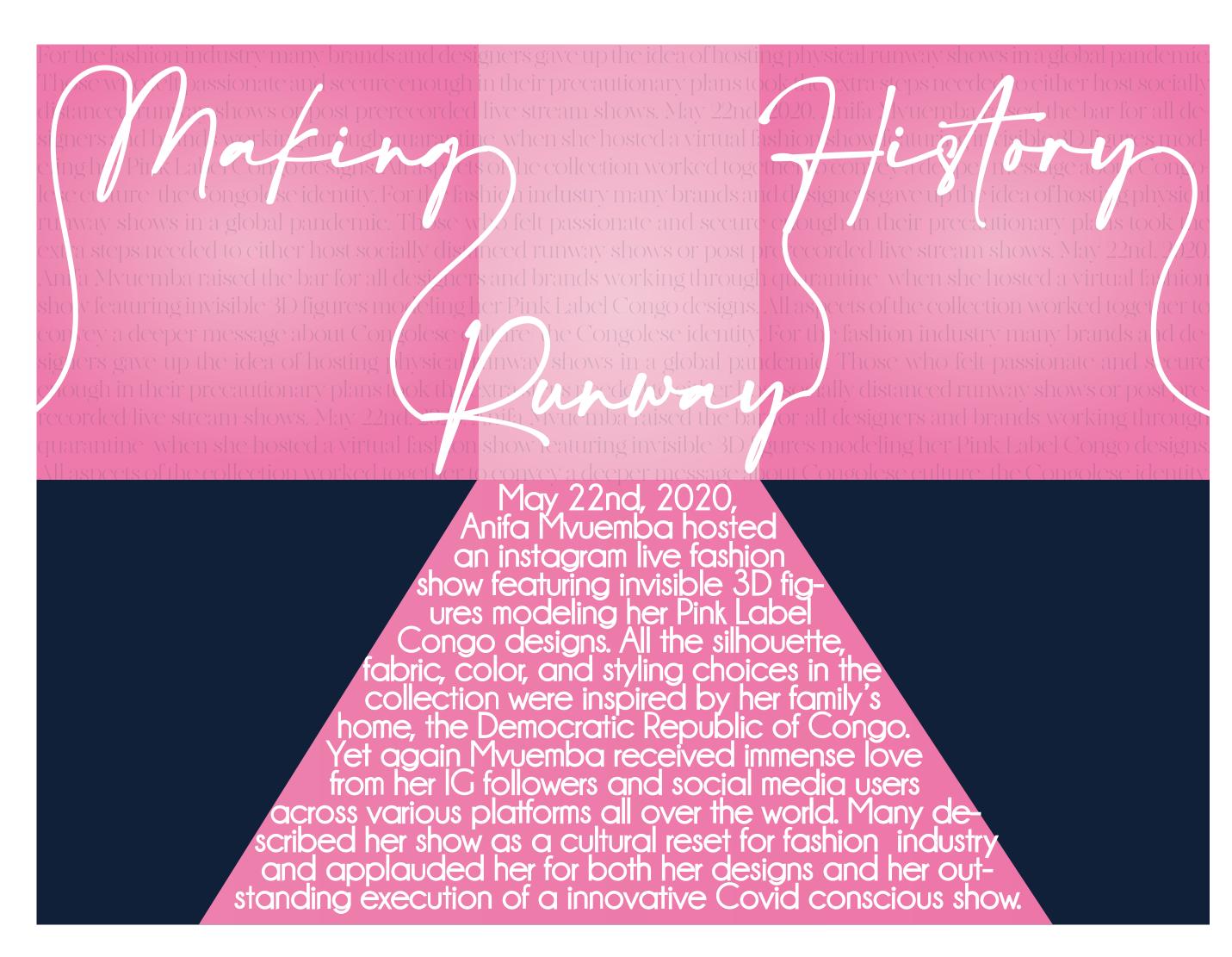
3C Pontent Dage 2

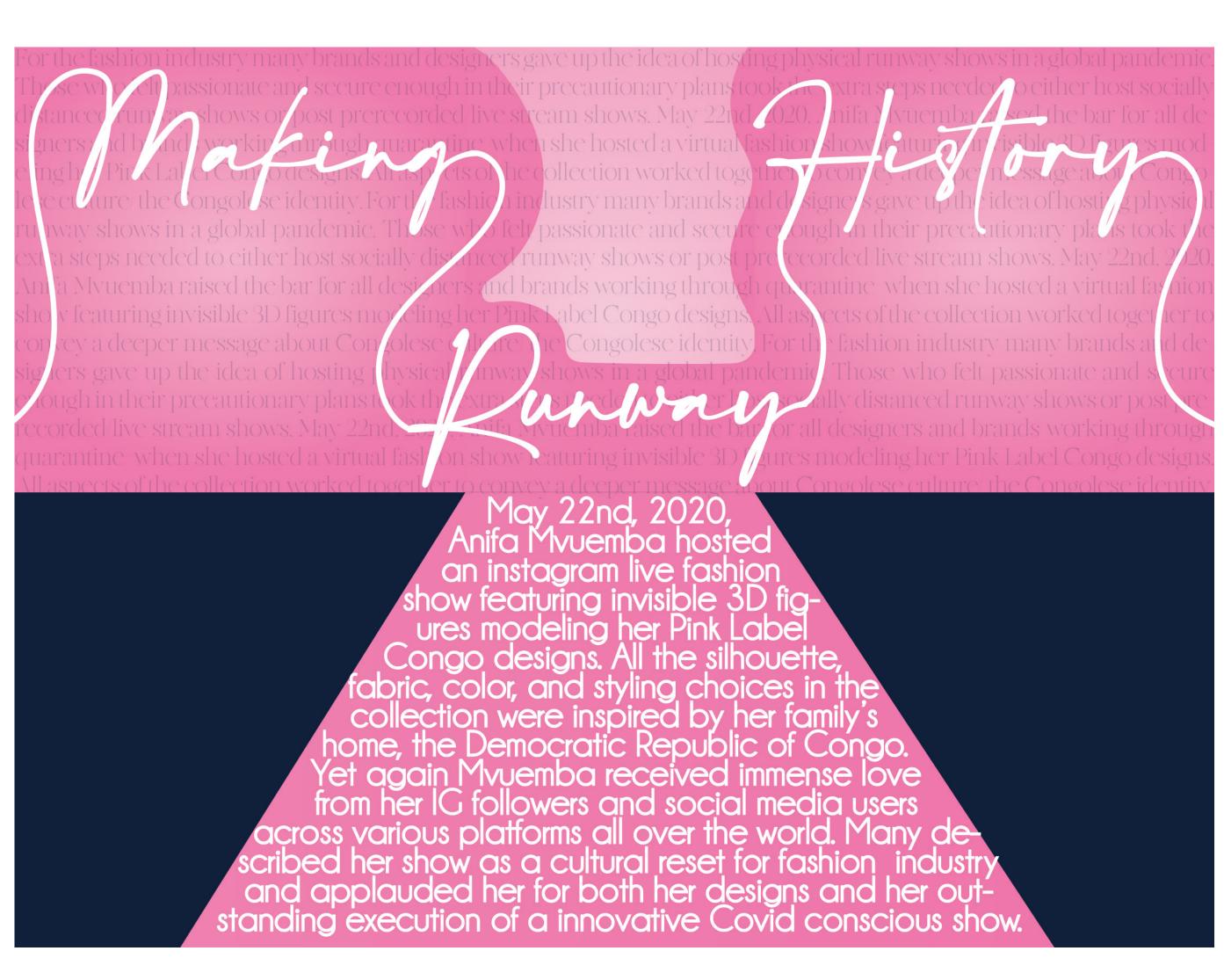
Before















My original sketch couldn't work digitally again so I tried introducing a more graphic like background using only colored shapes for some visual dynamics. I really wasn't feeling the calligram and I was advised to try working without it so I went to the drawing board completely and tried introducing a more contrasting main color and playing with more typographic variables. I was advised to reduce the noise! Some critiques mentioned cutting words/phrases, removing the words in the background, simplifying the design, remove curved words, establishing clearer hierarchy (work on 3rd/body copy), and adding unifying horizontal line to base.

Content Dage

After (Before Final Critique)



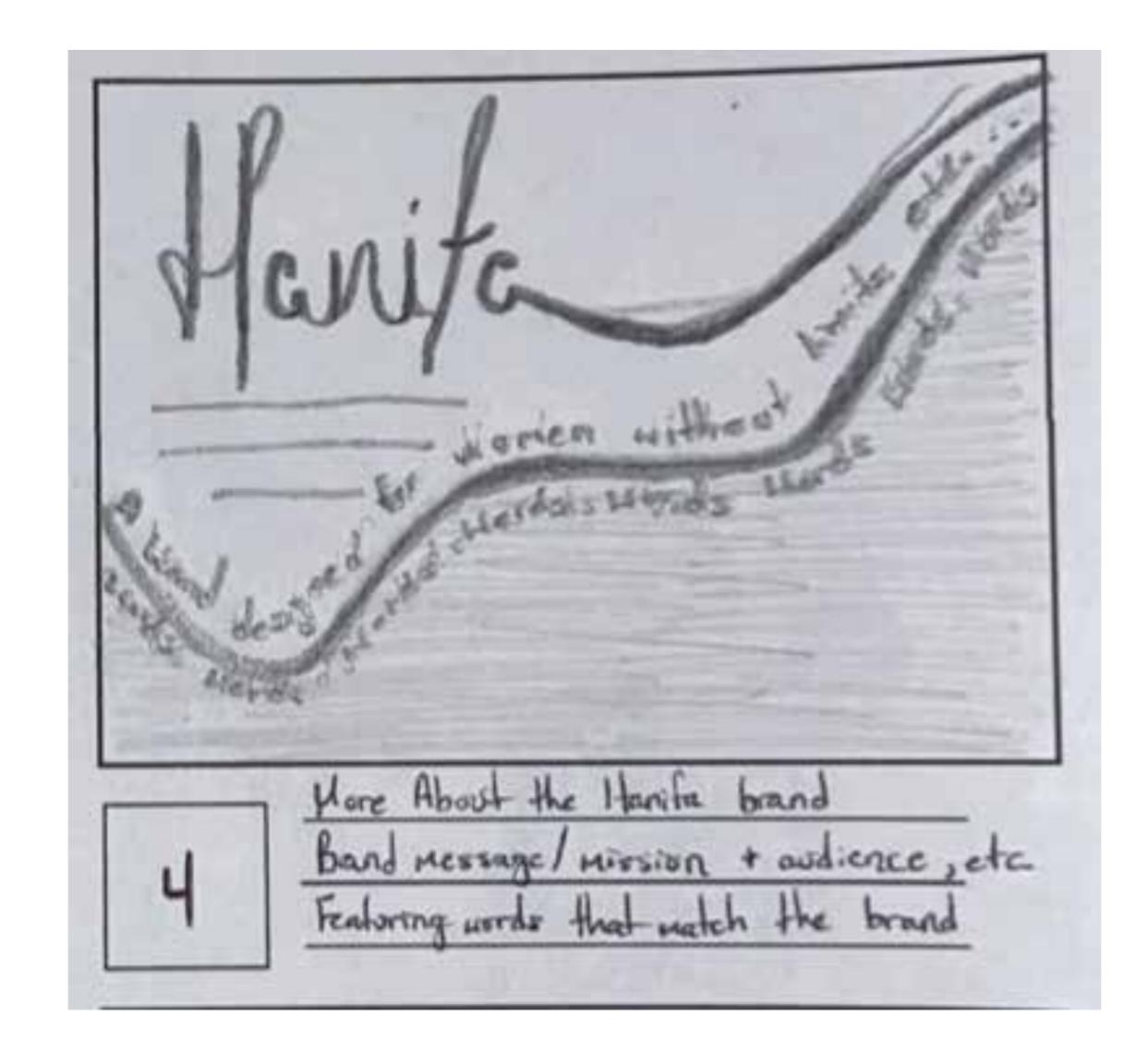
May . 22.2020

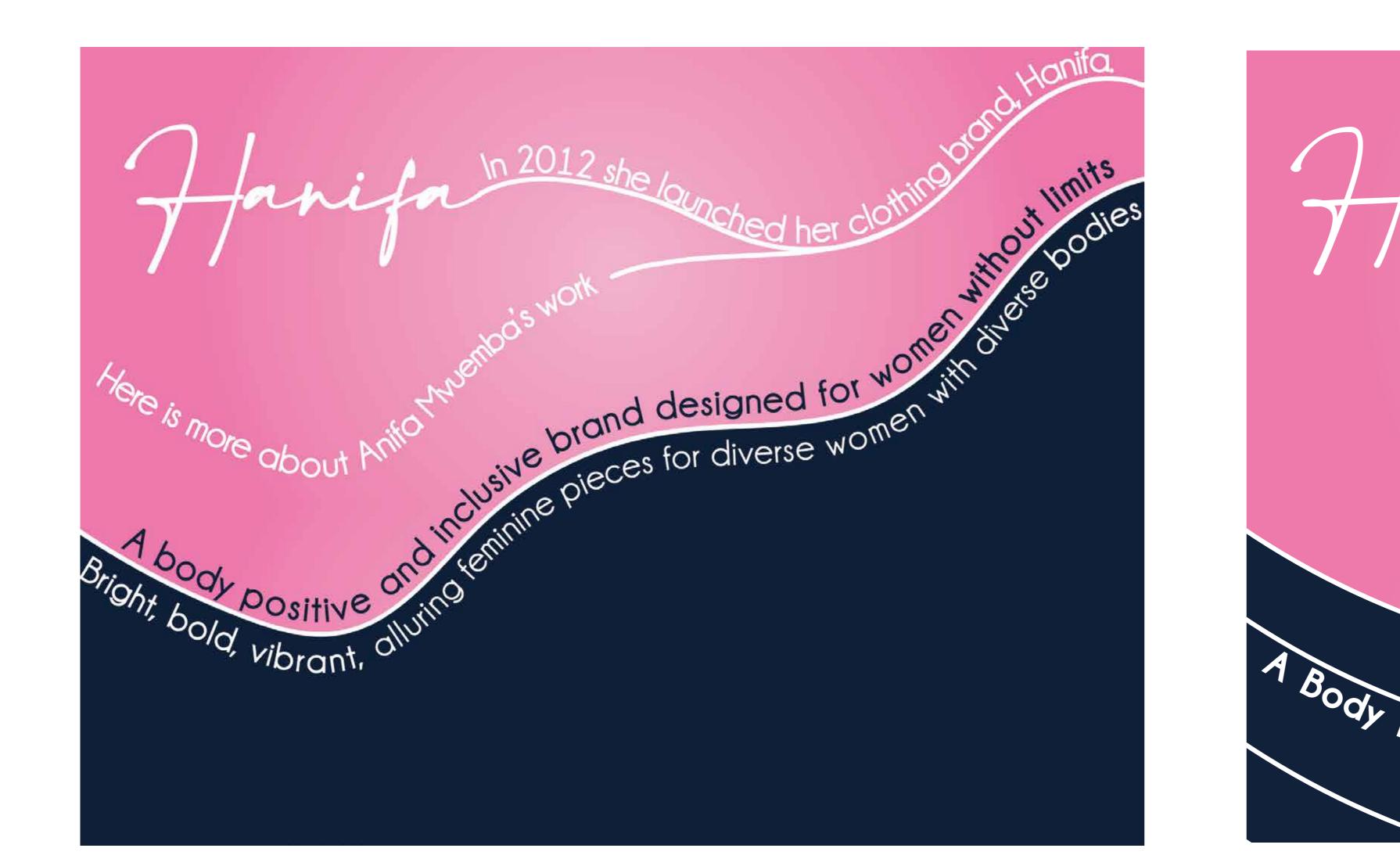
She livestreamed a fashion show featuring invisible 3D figures modeling designs from her Pink Label Congo collection on Instagram

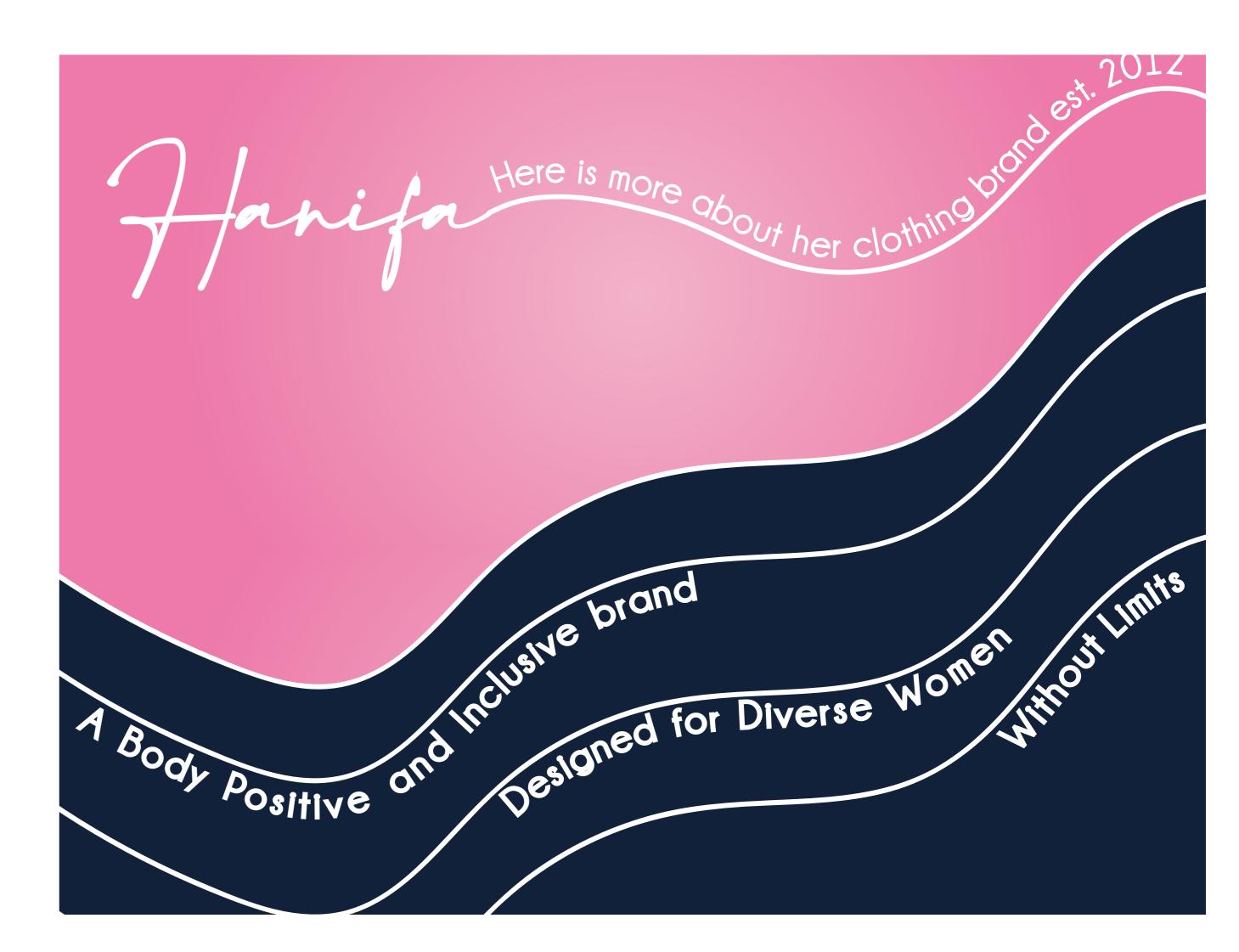
her show was a cultural reset for the fashion industry

3C Content Dage 3

Before



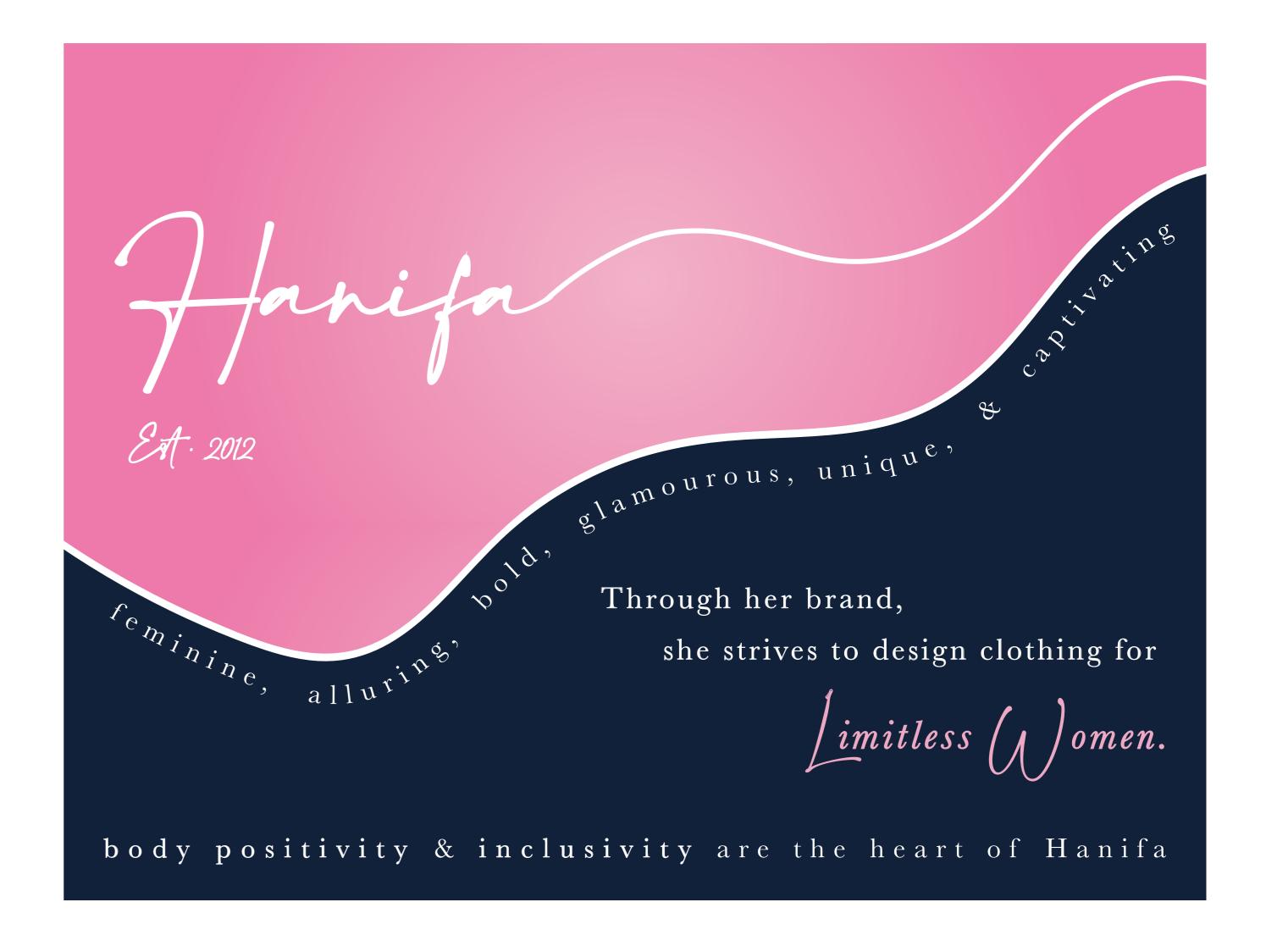










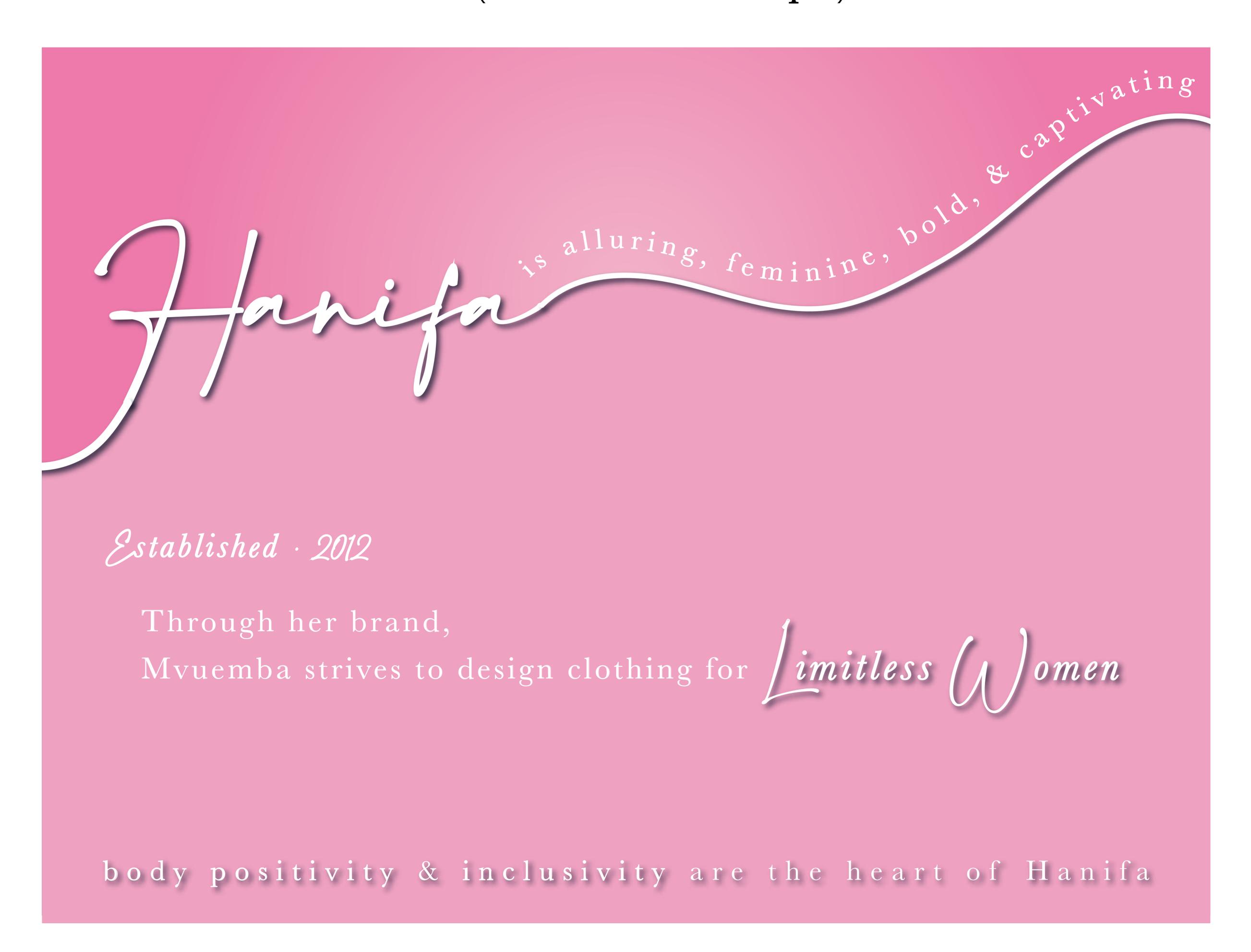


My original sketch actually translated pretty well digitally. I was really holding onto the curved words on a path concept and this caused many of my designs in the beginning to be kind overwhelming. I was advised to eliminate unnecessary/repetitive phrases, remove punctuation after "limitless women" to support the idea of having no limits, eliminate/reduce curved words, make page more consistent with other pages - unifying horizontal line, lines being used to con-

nect different parts of the story not just as decorative elements.

Content Dage 3

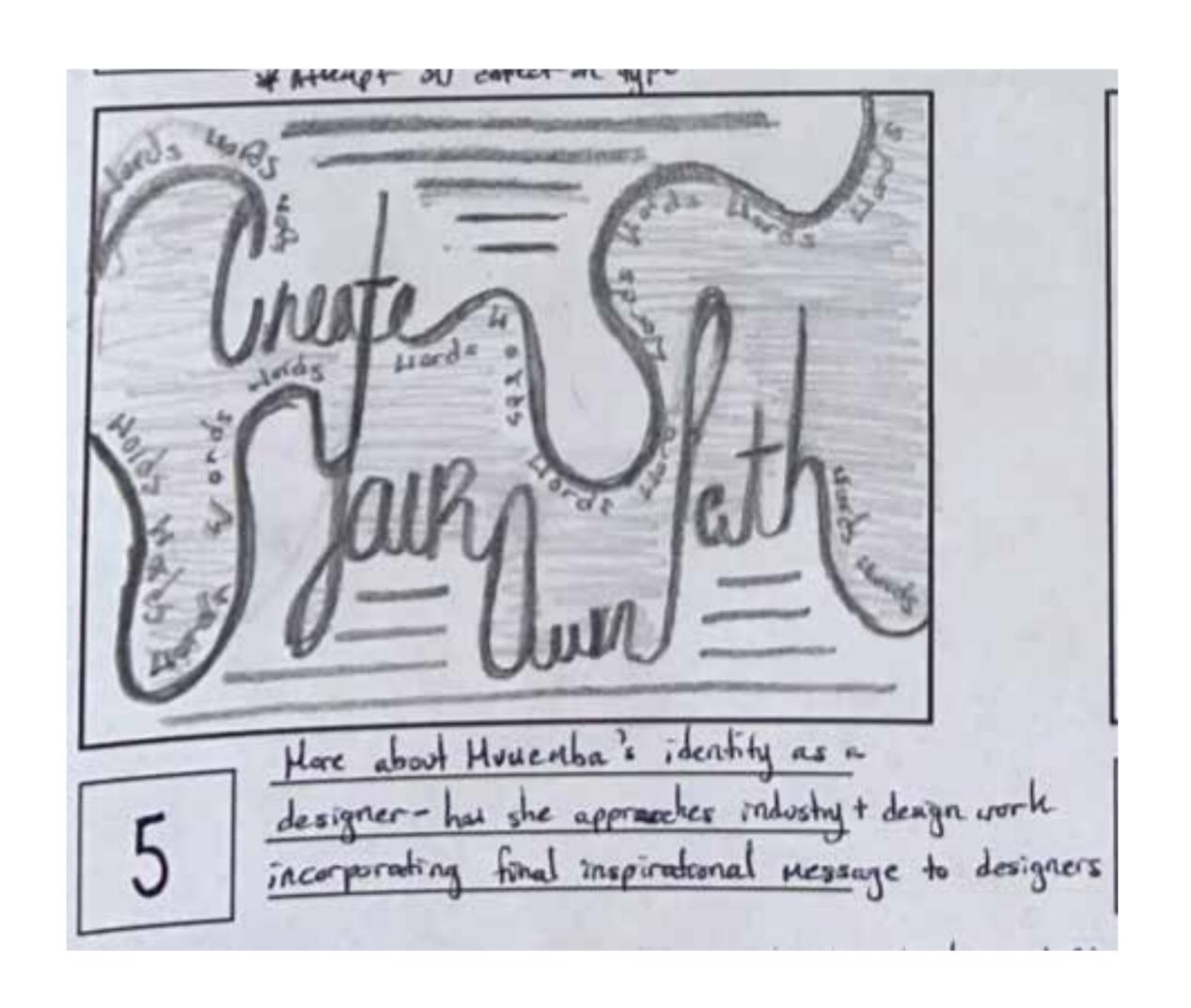
After (Before Final Critique)



Final Page/Back Cover

Monday, April 5th, 2021 - Wednesday, April 14th, 2021

We were tasked to create and finalize the design for the last page of our document



Before



Revisions (Before Final Critique)

My initial sketch translated really well digitally but looking at it with plaeholder text it was easy to see the design was pretty busy. I was advised to reduce the noisiness of the design, remove the curved text altogether, decrease leading and tracking, accept white space, remain consistent with the two color division I'd already established throughout the majority of the pages, and connect words using one line to show they work together to form one phrase/idea.

Her.

Create

Out

Anifa

Movemba constructed her own path in the fashion industry and continues to confidently walk through it in all the unque and innovative ways she desires. As artists we can all draw inspiration from her story and philosophy!

Hope, Heritage, & Heart drive all of Movuemba's work

Design Hero Document

By Ganessa Desir



At the age of 3,

her family fled Kenya to
escape war. From then on she
was raised in Maryland

At the age of 21,

a dress designed for her
birthday lead to the start of
her entreprenuership

sketching to retail & merchandising to fashion design

May · 22 · 2020

Myuemba livestreamed a fashion show featuring invisible
3D figures modeling designs from her Pink Label Congo collection through Instagram live

her show was a cultural reset for the fashion industry

Established · 2012
Through her brand,
Mvuemba strives to design clothing for fimitless (formen)

body positivity & inclusivity are the heart of Hanifa

Create

Out

Anifa

Nuemba

constructed her own path in the fashion industry and confidently walks through it in all the unque & innovative ways she desires. As artists we can all draw inspiration from her story and philosophy!

Hope, Heritage, & Heart drive all of Mvuemba's work

Final Critique Edits

To make the final design more cohesive I was advised to edit the alignment for all of the text in the doucment so that the indented format is consistent and to reincorporate the use of the navy blue as the color of the unifying horizontal line.

Final Vakeaways

Typography Design Hero Project 3

Initially I wanted to do so many things with the design of the document but in the end less always proved to be more. Pulling back whether it be by making words/phrases more concise or minimizing design details/colors present on a page the simplistic route was more visually palatable and also seamlessly translated the effortlessly strong, beautiful, sophisticated, and free nature of my design hero and her work.

Keywords/Phrases

"White Space" "Cohesion" "Simplicity" "Consistency" "Less is More"