Meghan O’Ferral

Scoggins

Advanced Digital Media Honors

17 May 2017

Honors Project Reflection

For my honors project I chose to make geo-filters for Snapchat. I made three filters for each of the four destinations I chose. These destinations consisted of CASL/NCFC/WRAL soccer center where I played club soccer, King University where I will be attending in the fall, Soccer Genome where I work, and the University of Kentucky where the majority of my family went to school and the team we always route for. I chose this project because I was new to Adobe Illustrator this year. It was a new program for me and I felt like I didn’t get to spend enough time learning about it/ exploring it. Also while I was learning the basics of Illustrator the rest of the class was working on creating geo-filters. With this project, I got to do the same project as everyone else and I got to further enhance my understanding of the program.

One problem that occurred when creating the geo-filters was that they looked weird when they were finished. I would then either have to re-do it to see if I could make it better or make an entirely different image. Another problem that occurred was that I didn’t exactly know how to draw the filters to make everything fit the way I wanted. I had to try many different strategies to figure out how to make it. I found that the shape tool, the eye drop tool, and turning down the opacity helped a lot. I also found that it helped to get lots of feedback from my peers on what looked good and what I needed to change.

This honors project fit into the overall development in digital media by familiarizing me with a key program of graphics. I learned that many people don’t use Adobe Photoshop as much as they used to when working with graphics because with Adobe Illustrator you can create more ideas that are way more detailed.

In my opinion I think that I did a very good job creating the geo-filters. Especially because this was my first time making really detailed things in the new program. I think the thing that I would do differently next time is to try and come up with more original ideas. Some of my ideas were original, but there were some that were not. I think I needed to get a little bit more creative with my work.

I learned a lot from this project. I think the two most important things that I learned is that it is very beneficial to plan out your entire project and it is very important to give yourself time to do the work. I think that if I would’ve waited until the last minute to do this project then I would’ve been very overwhelmed and stressed and it wouldn’t have looked as good as I would’ve wanted it to.