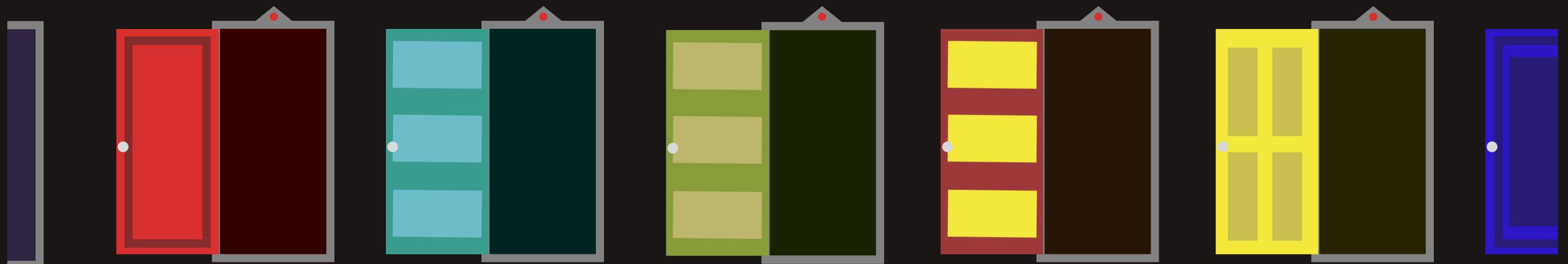


HEARD IN THE HALLS

A PROJECT BY SHARJANA ROBERT AND EMMA LACHAINE



PROJECT BRIEF

THE CLIENT

A graduating Multimedia Design class producing its official yearbook.

The project falls within the education / creative publishing space, delivering a printed yearbook that captures student voices and memories.



DESIGN PROBLEM

With the prompt, "HEARD IN THE HALLS", how do you transform 20 anonymous student responses into a visually engaging and cohesive spread?

The challenge wasn't just fitting content, it was about making voices feel alive, while keeping everything appropriate, readable, and aligned with yearbook standards.



MY ROLE

I will be responsible for:

- Conceptual Design
- Designing the layout system
- Creating the final production file
- Translating raw responses into a structured visual composition

Constraints:

- Fit 20 quotes clearly without clutter
- Maintain readability and print standards
- Ensure all content was appropriate and approved
- Stay within the theme: "Heard in the Halls"

HEAD FULL OF QUESTIONS

HOW DO WE VISUALIZE "HEARD IN THE HALLS"?

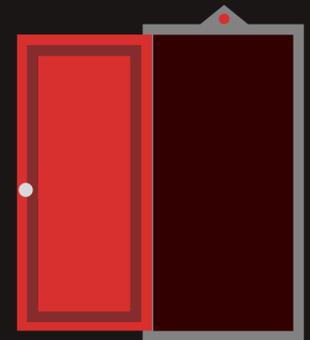
WHAT CONCEPT MAKES VOICES FEEL ALIVE?

HOW DO WE CREATE MOVEMENT AND INTEREST?

HOW DO WE MAKE IT MATCH THE REST OF THE BOOK?

WHAT'S SOMETHING EVERYONE CAN INSTANTLY UNDERSTAND?

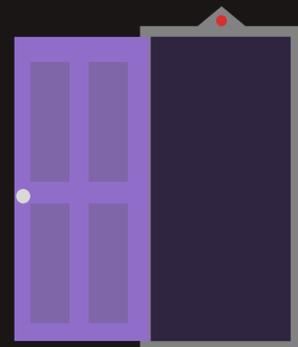
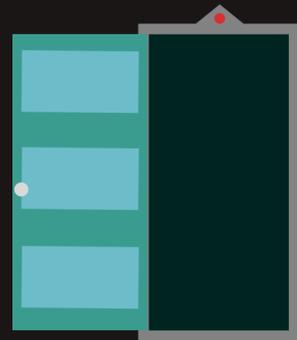
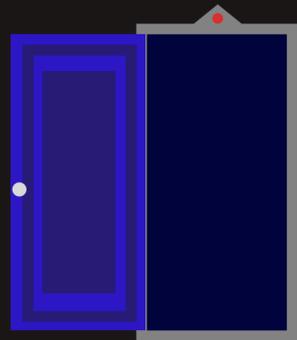
HOW CAN 20 QUOTES COEXIST WITHOUT OVERWHELMING THE PAGE?



FINDING THE IDEA

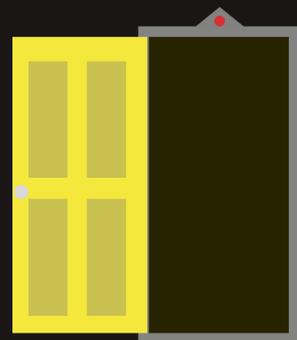
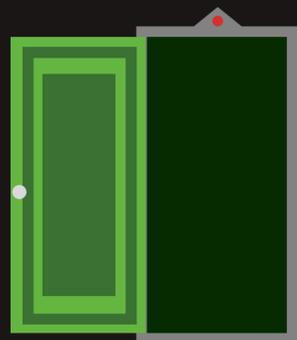
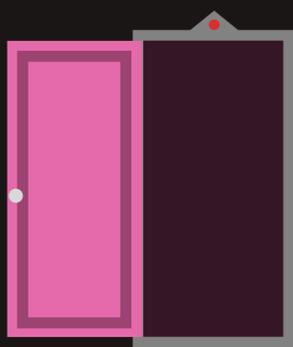
Hallway conversations are often hidden, unexpected, and fleeting.
I needed a visual metaphor that could represent voices being “revealed.”

WHAT'S SOMETHING EVERYONE CAN INSTANTLY UNDERSTAND?



DOORS.

Inspired by Monsters, Inc., doors became our playful and nostalgic way to represent unseen conversations coming to life.



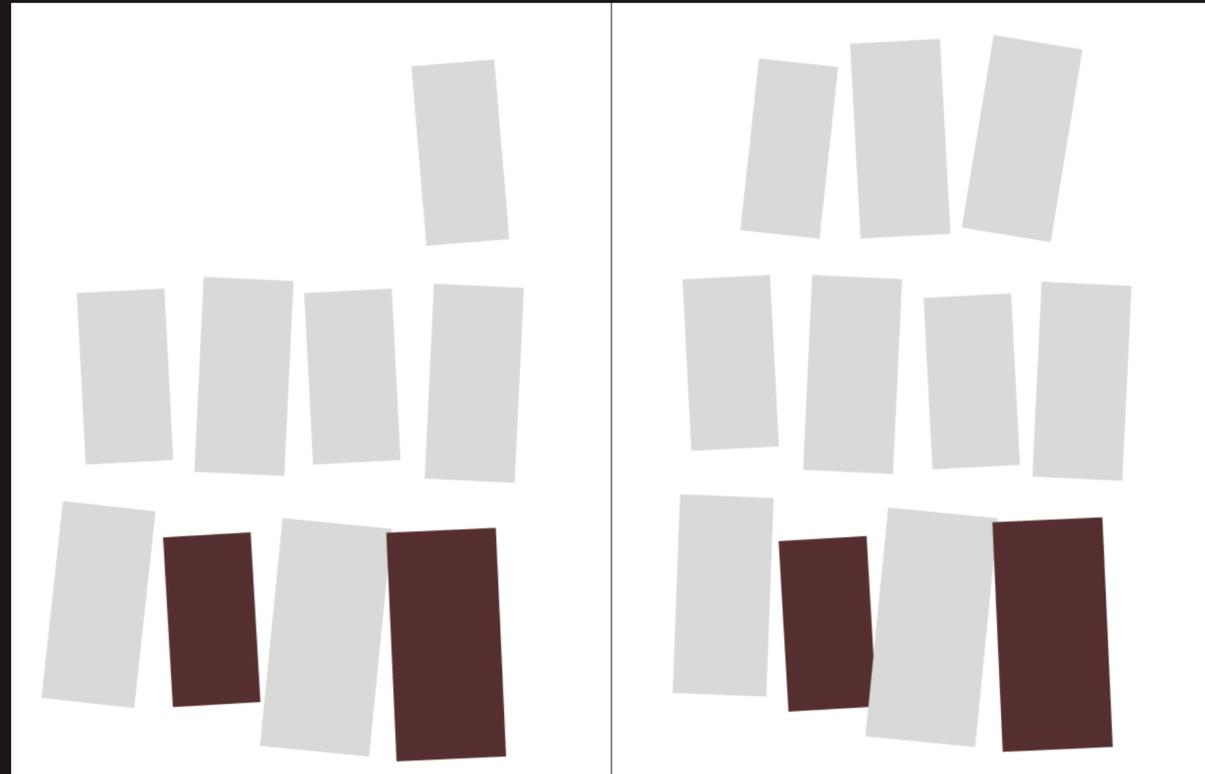
WITH THAT, THE IDEA WAS BORN, AND IT WAS TIME TO SKETCH



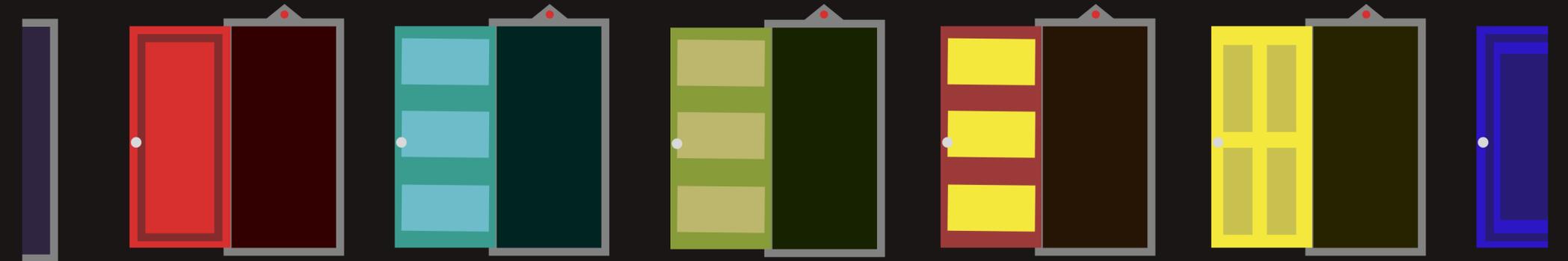
First, we created a visual moodboard to understand the language of the MONSTERS INC. brand.

screenshot of figma file

HOW DOES THIS ACTUALLY WORK WITH 20 QUOTES?



In order to determine a layout that made sense, we sketched out placement boxes for our 20 doors, leaving space for the spread title.



NEXT, WE CREATED OUR DOOR ASSETS.

Opting for a bright color palette, the doors feel lively and embrace the playful visuals

TYPOGRAPHY

MONSTER'S AG

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALL AGES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OUR SELECTED FONT FOR THE MAIN TITLE, MONSTER'S AG PERFECTLY REPLICATES THE STYLE OF THE MONSTER'S INC. FRANCHISE

FONT FOR QUOTES ON OUR DOORS, MORE MINIMAL THAN THE TITLE FONT BUT STILL CONVEYS THE OVERALL GRITTY VIBE OF THE MONSTERS.



After having selected our quotes, we placed them onto our doors in Illustrator, making sure to mix open and closed doors to add visual variety

AND FINALLY, IT WAS TIME TO PUT THE WHOLE THING TOGETHER.

HEARD IN THE HALLS



THE FINAL RESULT WAS A PLAYFUL, VISUALLY PLEASING SPREAD THAT ALIGNED WITH THE REST OF THE YEARBOOK.

FINAL REFLECTION

WORKING WITH CAPYSKILLS

NGE.3.1 Interact and participate effectively with others

I've grown from simply contributing within my team to playing a stronger role in guiding our creative direction, which reflects my move up to Level 12. While I wasn't the formal team leader, I helped direct the creative vision by clarifying ideas, shaping concepts, and ensuring our work stayed aligned and cohesive. I became more confident in addressing challenges respectfully and helping my team navigate issues when they came up.

I encouraged engagement and made sure everyone's perspectives were heard and valued. By asking more probing questions and responding thoughtfully to others' ideas, I helped strengthen both our collaboration and the quality of our final work.

Level 12

I can co-create norms with my team and I can non-judgmentally call out when norms are being violated. I can **lead my team in a process to address the issues.**

I can identify or choose my role and I understand how I am expected to interact with my team. I **recognize the talents and strengths of each team member and support them in their roles and recommend changes if needed.**

I can **actively work** to create a positive work environment and help build strong team relationships among my peers. I **encourage my teammates to stay on task and engaged in their work.**

I can acknowledge and respect the perspectives of my team members and I can **make sure everyone is heard.**

I can **help lead effective team work sessions by clearly expressing my ideas and by responding thoughtfully to other's ideas.** I can ask probing questions of others to better understand their ideas and perspectives (when applicable).