



“The Bluebird Man” Concept

Sanjana Nukala



Hi! My name is Sanjana and I'm a junior! I'm a double major in Media and Journalism (concentrating in AD/ PR) and Computer Science. I'm passionate about blending tech and storytelling, and hope to pursue this through a career in UI/ UX design. Outside of my professional goals, I love being crafty/ creative with anything I do. Some of my hobbies are crocheting, baking, scrapbooking, graphic design, and most things crafty. Although I get a lot of creative ideas I think I struggle with my creative process sometimes and bringing my ideas to life, so I am really excited for this class to work on full projects that help me build experience with this!



For this concept collage I focused on the natural elements in the film. Although bluebirds were a major element I also noticed the film's emphasis on connecting with nature and the peace and harmony that comes with that. Along with the shades of blue that were prominent in the film I also saw imagery that conveyed a rustic feel, which is why I tried to blend the blue with hints of yellow/ brown. Staying on this theme of nature, the film also put focus on natural elements like the sky, flowers, and trails that were a big part of conserving environments/ homes for the bluebirds.

[illegible]

For this revised collage I fixed the symmetry so that the top and bottom half meet at the exact center of the board.



Nestled

Scent notes:
oak and
wildflowers with
notes of birdsong
echo and morning
dew

Revised Nestled

Adjusted the type so that the perfume name and scent notes have some space in between.



Creative Process:

The sketching process we did in class was really helpful in reaching this final solution because brainstorming ideas without worrying about making it perfect helped me come up with a lot of ideas I was able to build upon in my next iterations. One idea I really liked from my brainstorming was the idea of a birdhouse bottle featuring the rustic aspects the film emphasized. The film also inspired a lot of the brown tones and wooden components I included because these components were a big part of the environment developed in the film. One aspect of the film that especially inspired me was the serenity of the natural landscape and idea of giving these birds homes, which is why I thought of a cozier name like "Nestled."

Although I was expecting to struggle the most with coming up with an idea, I think the most challenging part of the assignment was using Firefly. Although I had a sketch and detailed idea for my solution, coming up with good prompts to get the image I wanted was difficult because the software would interpret my description differently and stick to that concept despite additional descriptors I would add.