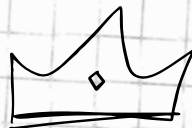




PRODUCT DEVELOPMENT JOURNAL

prepared by **mak webber**
proud owner of makiswak.blog

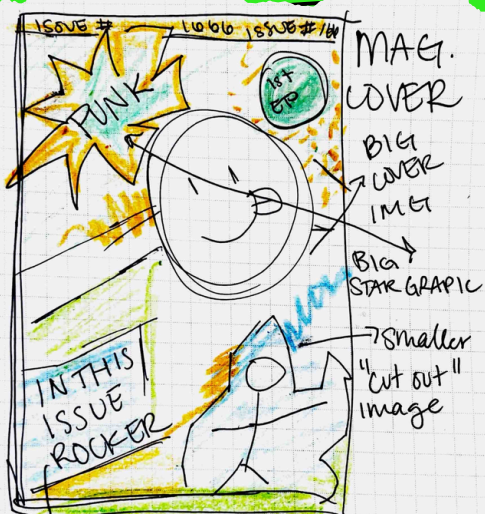
PROGRESS SUMMARY



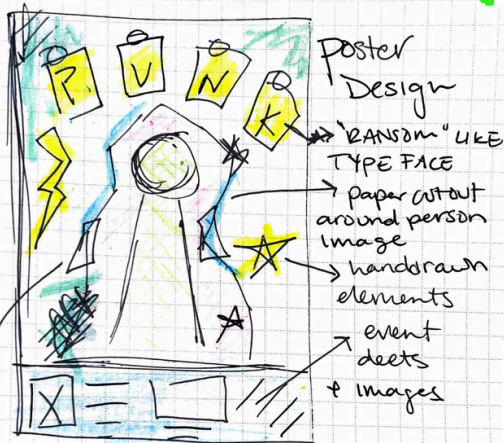
This week I started carving out the punk-inspired vibe I want my design templates to have. Step one was building out a [Pinterest board](#) full of textures, fonts, torn paper, and grimy-but-stylish visuals that scream DIY energy. That mood board has given me a solid sense of direction—I can already see how the final templates will look and feel.

I also dug into my existing stash of assets—textures, lettering, random scraps I've hoarded over time—and started pulling out pieces that deserve a spot in the pack. It feels a little like scavenging through a thrift store, only instead of a leather jacket, I'm hunting for grainy photocopy textures and beat-up typefaces.

I'd say I'm about 30% finished with the project. The vision is nailed down, I've got some rough sketches, and I'm ready to move into actual template building. At this stage, it's less about wondering what the project is and more about pulling it all together in design form.



)/FUN SKATER TEXT/
PUNKY COLORS *LOTS of halftone texture *pen/crayon texture
*stickers



BOLD COLORS *scrapbook elements
*safety pins
*half-tone textures

TOOLSET + WORKFLOW

The toolkit for this week was a fun mash-up of analog and digital. I used:

- **Pinterest** for curating the mood board.
- **Adobe Illustrator** for building brand boards.
- **Adobe Fonts** for experimenting with type pairings.
- **My own two hands** for cutting, scrapping, and scanning textures.

Smoothest process so far? Pinterest inspiration hunting. That board came together fast, and it instantly helped me define the mood. Adobe Illustrator also worked nicely for mapping out brand elements—fonts, colors, and textures—all in one place.

The most fun tool discovery was my handheld scanner. I started scanning scraps and materials to build a mini texture library that I'll include in the pack. It's a blast seeing those physical scratches and tears come to life digitally.

Overall, the workflow feels natural: gather assets → test ideas → digitize → refine. I have started to build out my designs, and I've also watched some YouTube tutorials so I can achieve the look I want.




CHALLENGES + PROBLEM-SOLVING



What was harder than expected? Honestly, deciding what not to use. There are so many great textures, fonts, and directions in punk design that it's easy to fall into "too much of everything." Narrowing it down without losing that raw, chaotic energy has been tricky.

I hit a small block when some of my scanned textures looked flat or lost detail once they were digitized. The fix was rescanning at higher resolution and tweaking contrast levels in Photoshop until they had that rough, xeroxed edge I wanted.

I haven't pivoted from the original idea, but I've definitely leaned more into the DIY/cut-and-paste aesthetic than I first thought. Instead of keeping things clean, I'm letting the mess show, and that feels more authentically punk.




REFLECTION

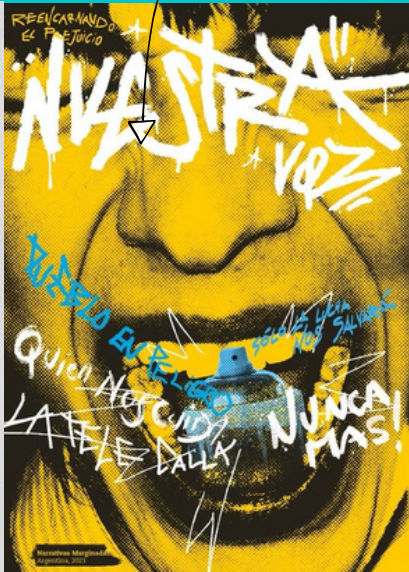
What I'm most proud of this week is nailing down the vision. I don't feel like I'm wandering anymore; I know where I'm headed. The Pinterest board, the scanned scraps, and my sketches all work together as a roadmap for the templates.

I still need to build out more template drafts and push the typography experiments further. There's also room to expand the texture library, especially with different paper types and ink effects.

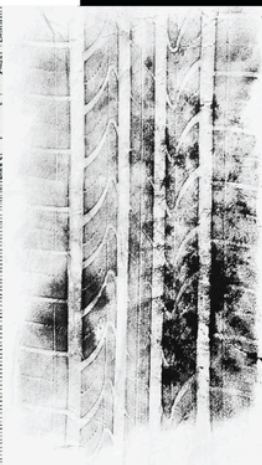
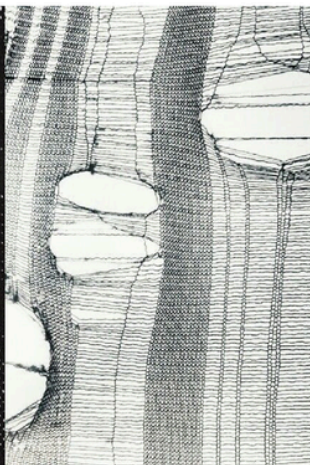
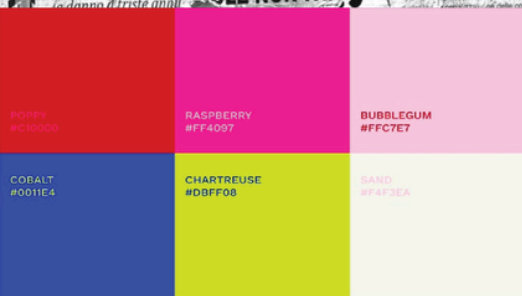
Next step going into the following week: start designing actual template layouts and testing them in Photoshop. I'll also keep scanning and refining assets as I go.

I have started to build out my designs, and I've also watched some YouTube tutorials so I can achieve the look I want.





BRAND BOARD



ALTA CALIFORNIA

TYPEKA

FLYSWIM REGULAR

