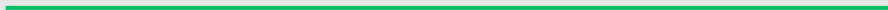


# indtalks blog posts





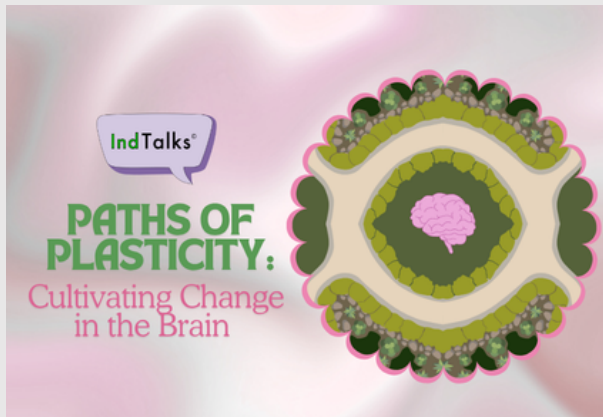
# Blog post thumbnail

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The placement of the title “Branches of the Mind” centrally across both trees helps maintain conceptual continuity. The central text becomes the primary source of meaning in the thumbnail, as the informational timeline is substituted with decorative flowers.

I feel I managed to create a thumbnail that functions successfully as a promotional image, but at the cost of the infographic’s original informational and scientific value.





# Blog post thumbnail

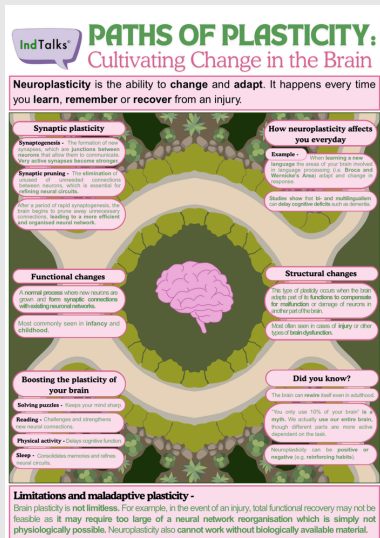
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When creating the thumbnail for this blog post, I made use of the central image from the blog's primary infographic.

However, when the infographic is reduced to a thumbnail, the detail from the text elements are lost, ultimately shifting the purpose of the visual from explaining neuroplasticity to simply suggesting it through metaphor.

The colour palette supports visual clarity and engagement. The contrast is visually effective and the image remains eye-catching at a smaller scale.



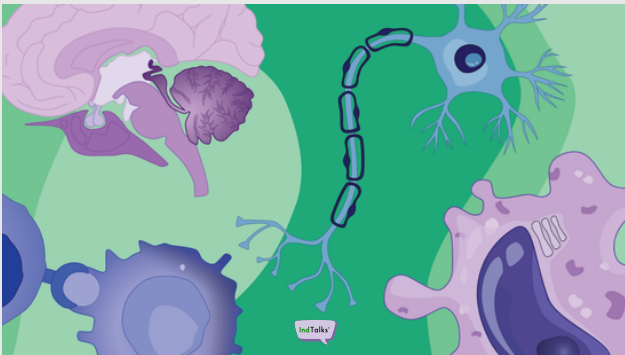
# Infographic poster

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In this design the brain immediately signals the topic and encourages the audience to connect surrounding information back to the central concept. By distributing facts around the edges, this prevents a dense central block of text.

The aim was to break introductory information into digestible chunks, which is good for casual readers.

The garden surrounding the brain is an important symbolic element, that implies the growth and change that occurs through the neuroplastic process.



# Blog banner

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This aim of this piece was to design a bold and engaging blog banner featuring biological organisms.

The goal was to visually communicate scientific curiosity while maintaining an accessible and vibrant aesthetic suitable for a broad audience.

The chosen colour palette plays a key role in defining the tone of the piece:

- Green: Represents life, growth, and biology as a core theme through the backdrop.
- Purple: Varying shades add a contrast and a sense of creativity and intrigue.
- Pale Blue: Calming highlights.

These colours were applied to create contrast and hierarchy without overwhelming the viewer.



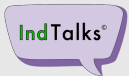
# Blog hero image

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This iteration expands the design into a hero image that introduces a more personal and narrative-driven element. The composition not only showcases vibrant biological forms - at a lowered opacity - but also features a central illustrated figure, representing myself as a wheelchair user, integrated seamlessly into the environment.

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# Blog logo

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The logo for IndTalks was designed as a visual identity for my blog, which is centred around communication, ideas, and discussion. The aim was to create a mark that feels both modern and intellectually engaging, reflecting themes of knowledge-sharing, and accessibility.