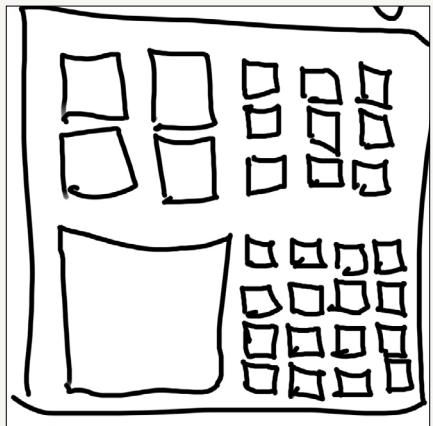


Module 01

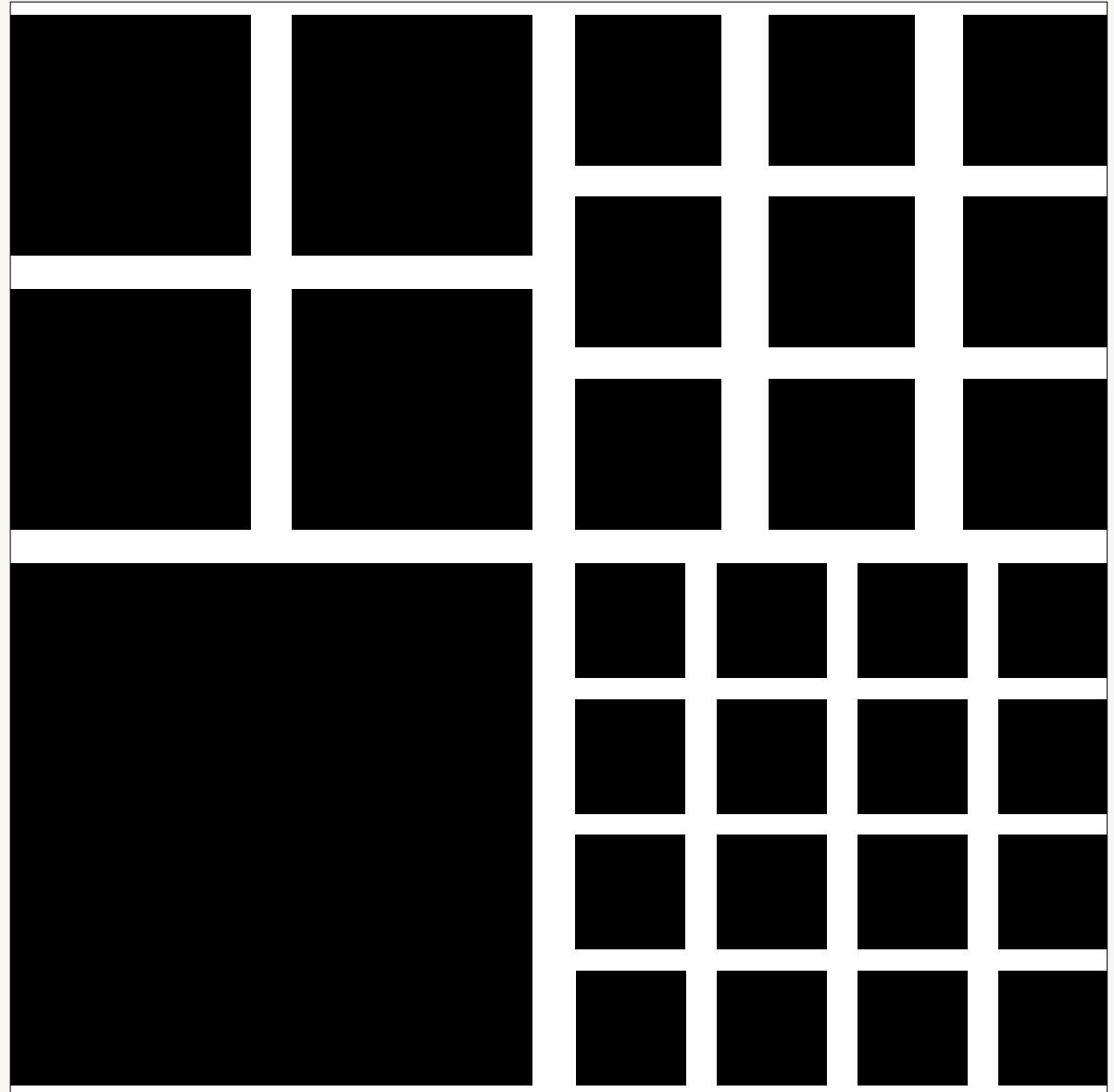
“Design is not just what it looks like
and feels like. Design is how it works.”

– Steve Jobs

ACTIVITY | CATEGORY: UNITY & VARIETY



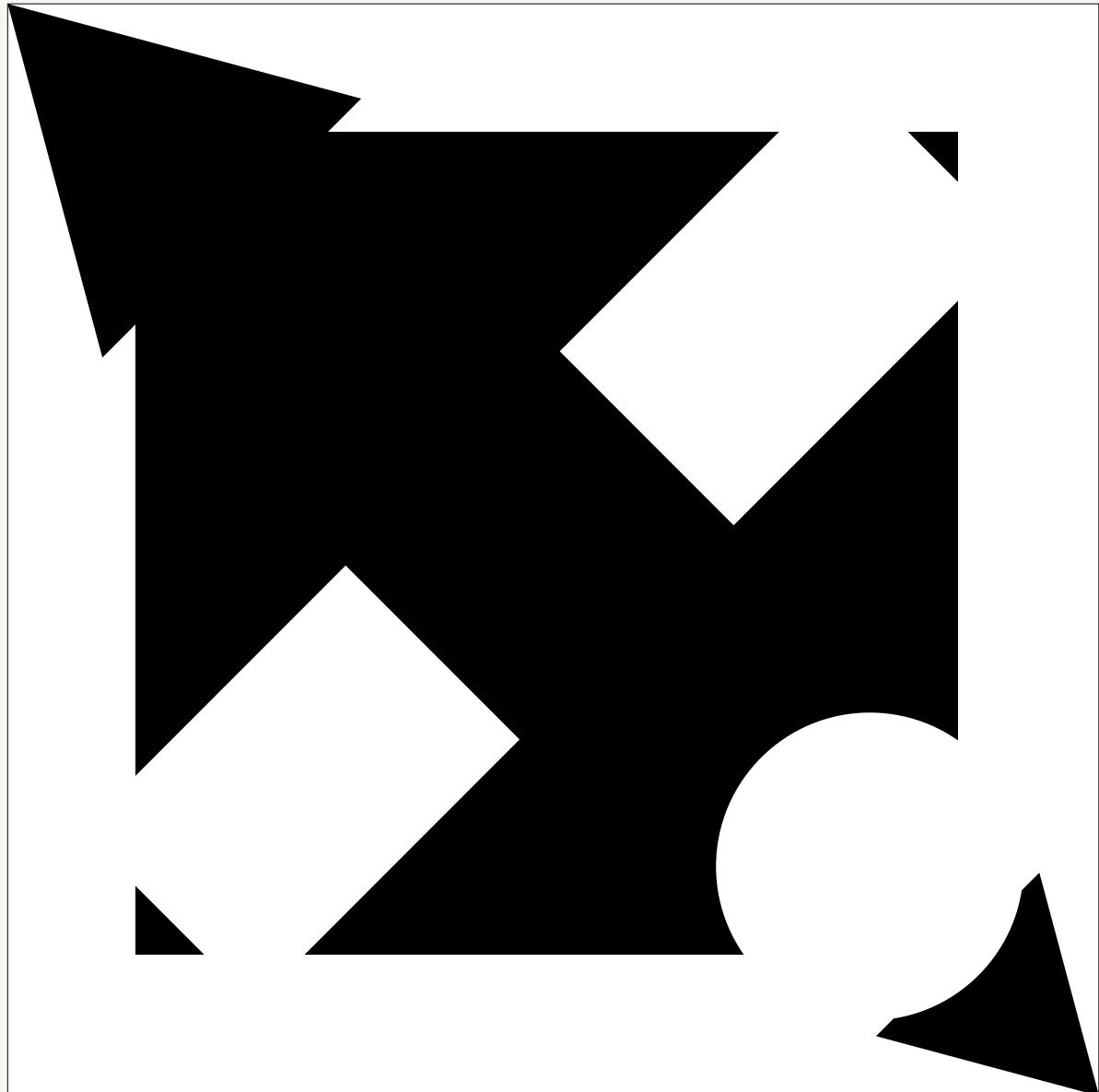
I honestly really like this design as a representation of both unity and variety. I think the only thing that I would really like to improve is the fact that it looks so messy, but that is the nature of sketching. I will definitely be able to improve it in illustrator.



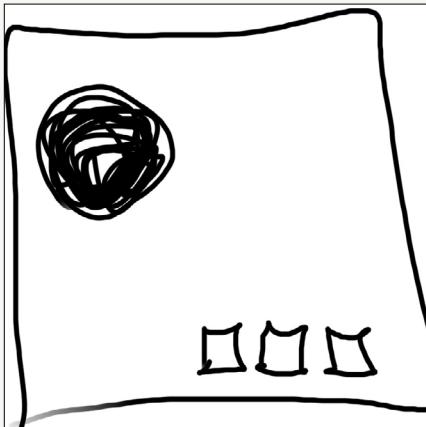
ACTIVITY | CATEGORY: BALANCE



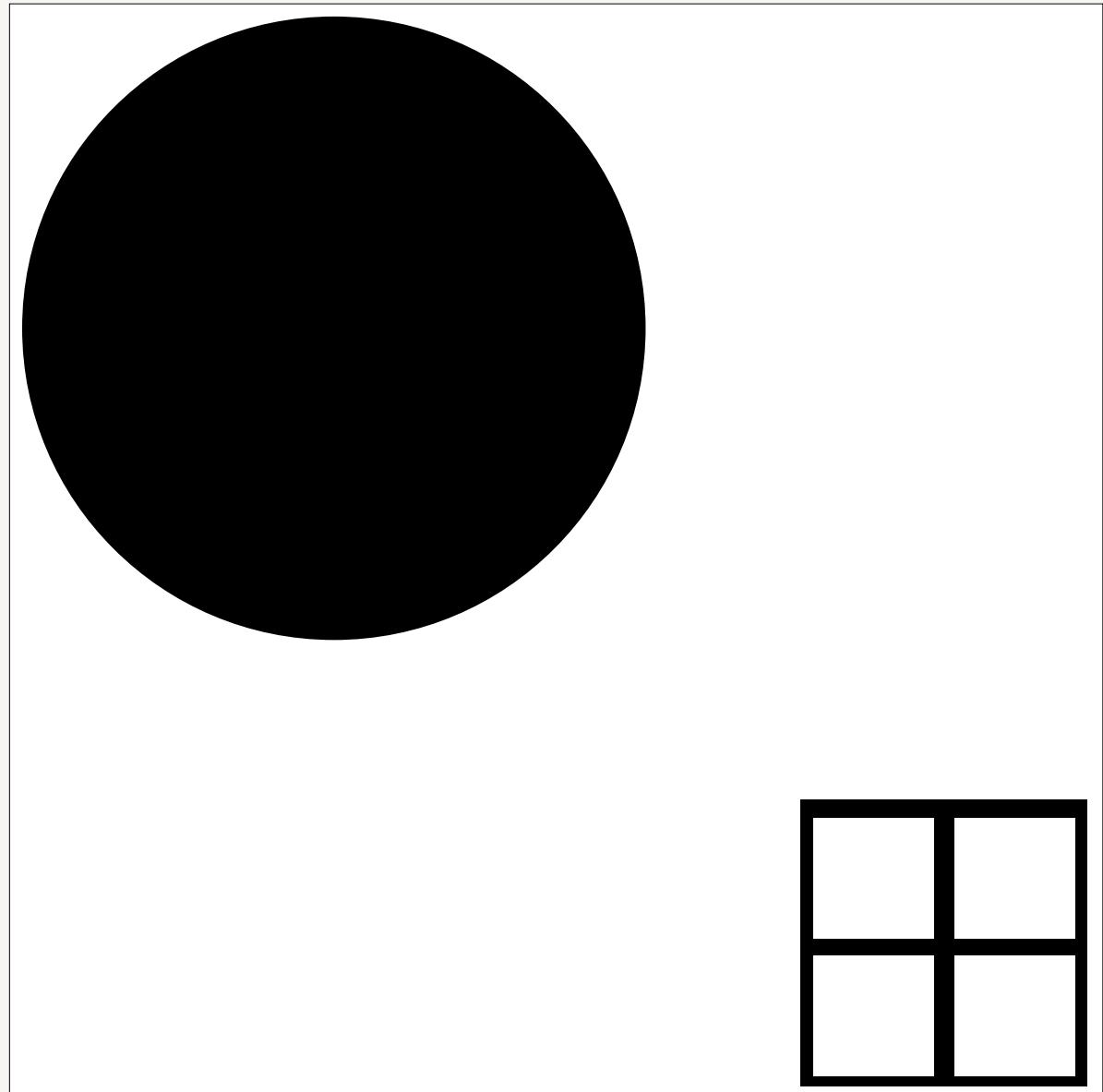
I think that overall this sketch works pretty well, but I think the spacing and lack of touching makes it look a little boring. I will probably make some shapes larger and maybe add overlap to make it more dynamic.



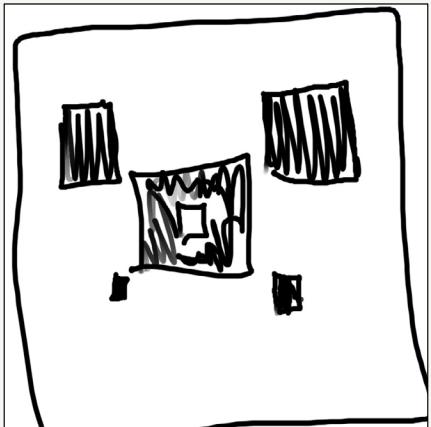
ACTIVITY | CATEGORY: EMPHASIS



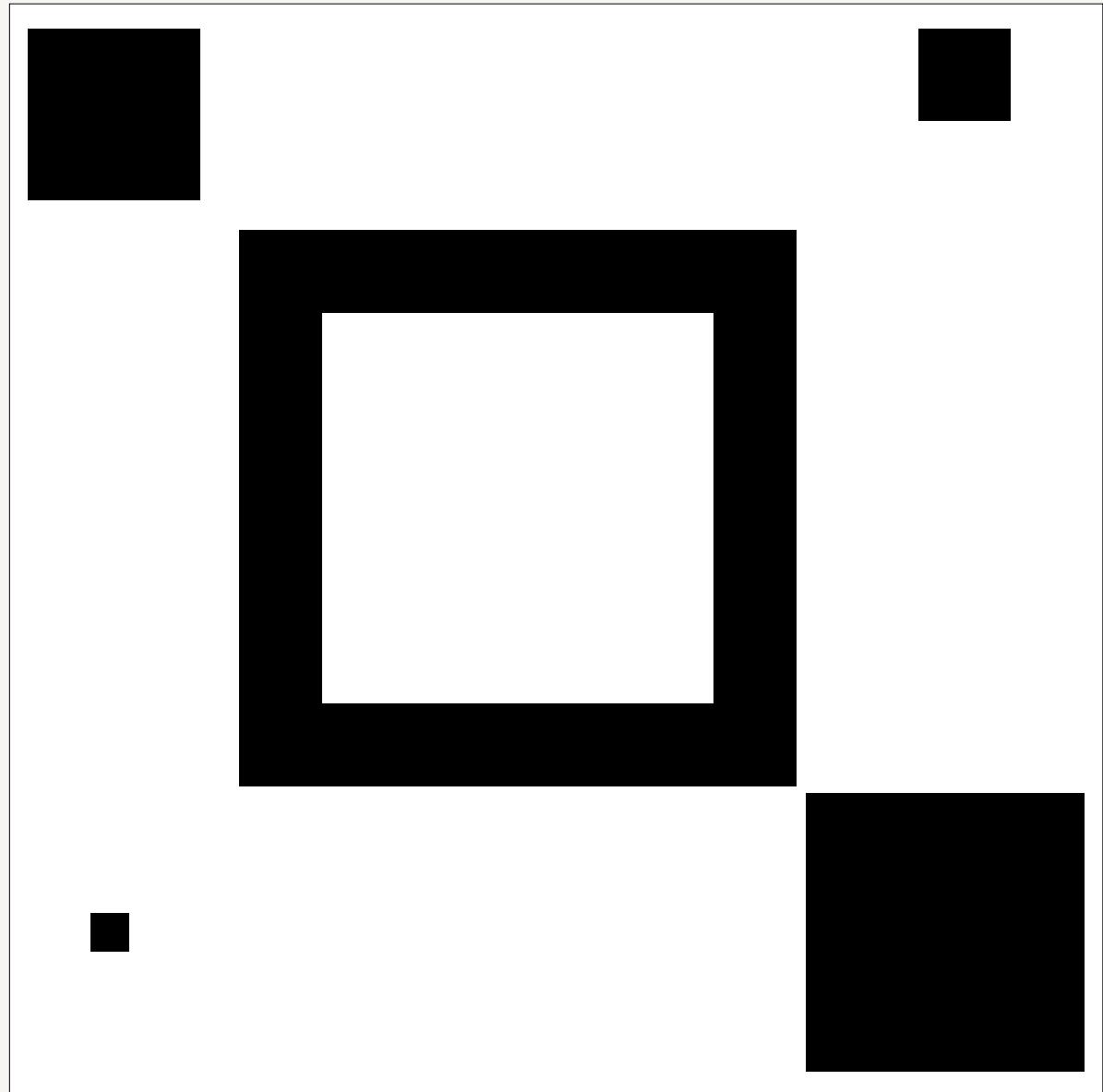
This is another sketch that I really liked. I think that it does look a little plain, and the spacing is a little weird, but it is a simple way to show clear emphasis. I could probably change the positioning a little bit to make it look nicer.



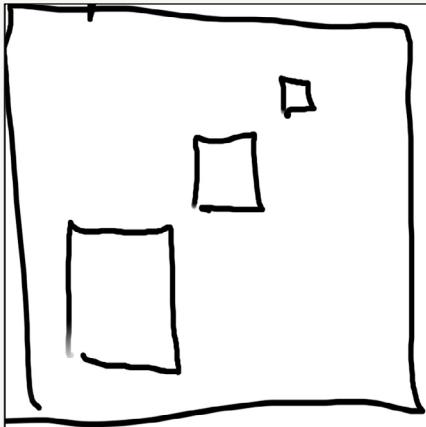
ACTIVITY | CATEGORY: VISUAL PACE



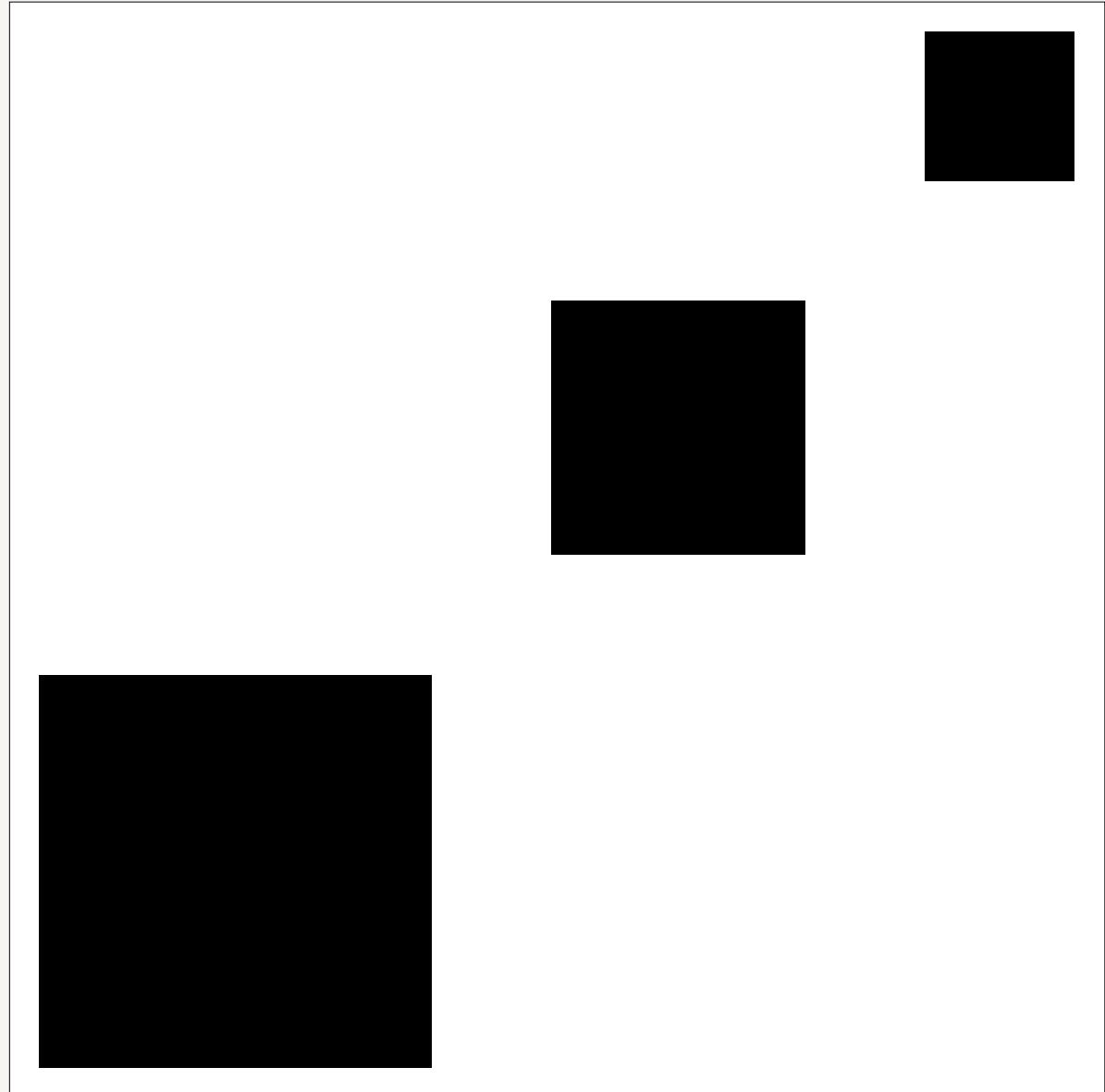
I think this one does pretty good at displaying visual pace, but I would change the sizes and placement of the shapes to make it look a bit neater.



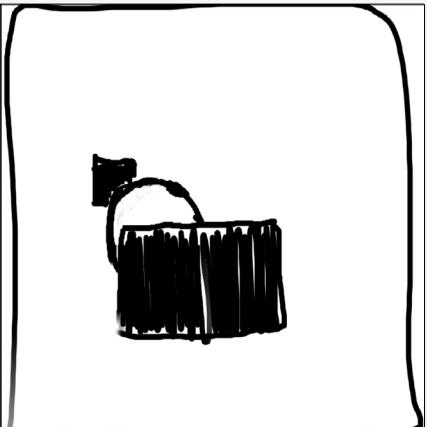
ACTIVITY | CATEGORY: SCALE



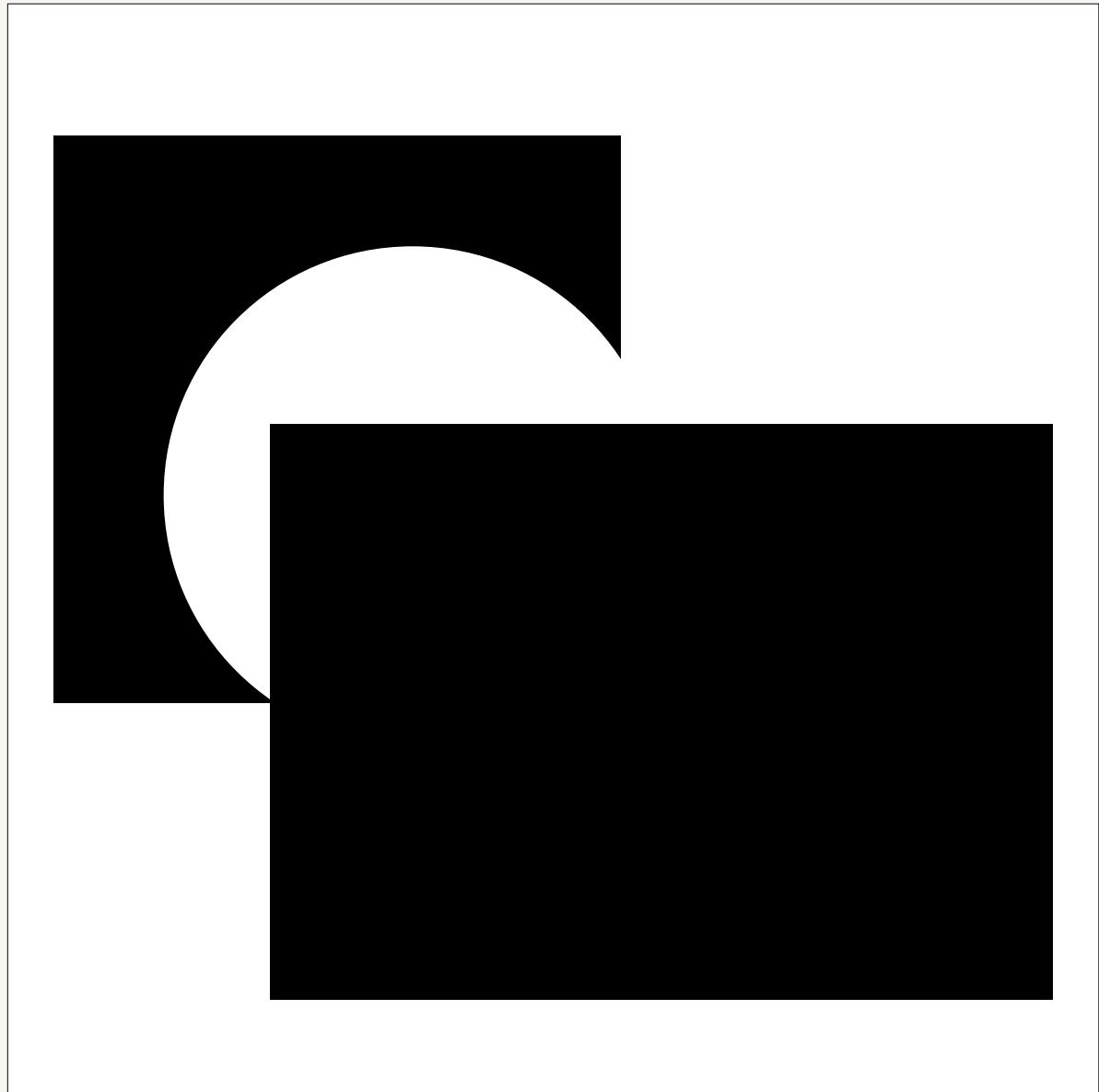
I think that this sketch is pretty good for showing scale, but the shapes need to be cleaned up to show that scale is the only difference between them.



ACTIVITY | CATEGORY: DEPTH



I think this one is really good, but I need to center the shapes and clean them up. I really liked this one though.



ACTIVITY | RESEARCH: PRINCIPLES OF DESIGN: PROFESSIONAL GRAPHIC DESIGN EXAMPLES



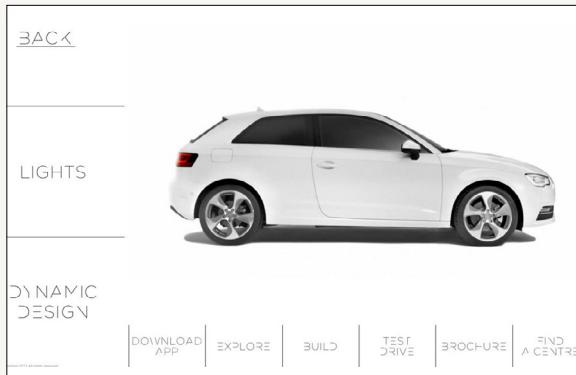
Category: Balance | This image shows symmetrical balance by having the trees which are mostly symmetrical be the focus of the picture



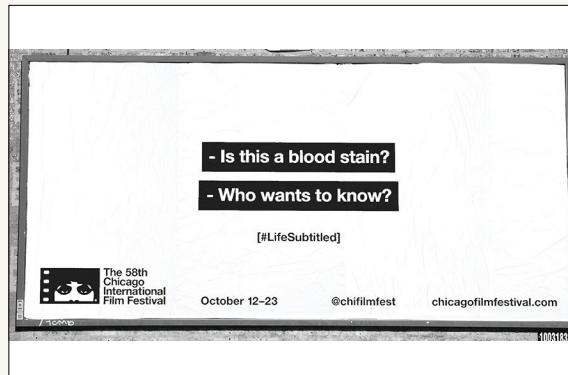
Category: Emphasis | This image uses emphasis because even though the planet is the largest part of the image as well as the center, the contrast of the girl makes it more emphasized



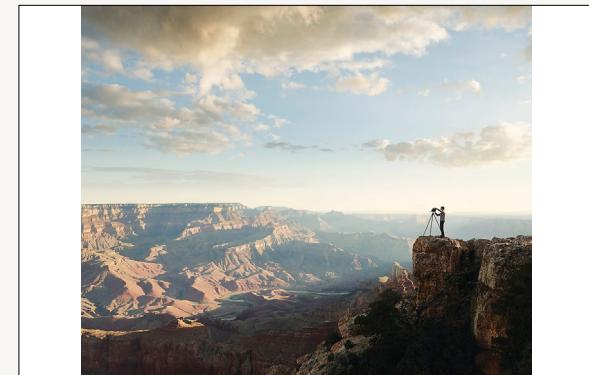
Category: Unity (& Variety) | This image shows both unity and variety because the letters of the same color show unity, and contrasting colors show variety



Category: Scale (& Proportion) | This image shows scale and proportion because we know how large cars are and it them scales the text to show how important the different parts of the page are



Category: Visual Pace | I think this is a good example of visual pace because your eyes naturally follow from the center then from left to right on the bottom



Category: Depth | Even though this is a picture of nature and is caused by how light words, it shows depth with the gradient of the background as well as the sharpness

ACTIVITY | PONDER: MODULE 01

Hi my name is Gage and my most distinguishing feature is my smile.

Where did you come from, before BYU-Idaho?

Before BYUI, I lived in Richmond, Virginia with my mom.

Why are you here, at BYU-Idaho?

I am here because I was working full time and decided I didn't want to work there forever, and I wanted a place where I could meet people who were similar to myself with similar values and beliefs.

An interest face about me is that I am obsessed with rock climbing, and I try to take as many people who haven't been with me.



Gage D'Orlando

Where are you going, after BYU-Idaho

I want to go somewhere with good climbing and views. I don't know where yet.

What do you hope this class will help you to do?

To become a web designer and developer and have a better sense of design in general.

PRINCIPLES OF DESIGN: SHAPES

What was your experience like sketching? What did you like or dislike about the process?

I like just getting stuff out, but I don't like how my mind feels such a creative block.

Which principle of design do you like or understand best?

I really like either emphasis or visual pace. I think it's cool that you can design something in a way that you know where someone will end up looking.

Which principle of design do you dislike or wish you understood better?

I think I need to better understand scale as a separate piece of design because I really just see it as a method to add visual pace.

PRINCIPLES OF DESIGN: PROFESSIONAL EXAMPLES

What was your experience completing the activity searching for design principles in professional design examples?

It was cool to see examples of design principles when you actually look for them. I think some are obvious once you know what you're looking for.

Was it difficult to find some of the principles? Why or why not?

It was difficult to find scale because like I said before I don't really understand scale as its own separate principle.

Did your understanding of the principles of design change while looking at professional work? Why or why not?

Maybe a little, but I think it was just giving some more context to what I had already learned more than it felt like a new understanding.

Is there a particular style of design that you liked best? How would you describe the work you gravitated to most? What work did you dislike?

I really like nature photography for design, I rock climb a lot and whenever I see people use nature in a cool way when making an ad I really enjoy it.

CONCLUSION

I think that the design principles are a cool stepping stone for learning about graphic design entirely. I feel like they are building blocks in the same way that all machines can be traced back to simple machines. I think that no matter what you do in design you will find yourself using some of the basic principles the most.

Module 02

“Don’t try to be original, just try to be good.”

– Paul Rand

PROJECT 1 | SHAPES: THUMBNAILS

Row 1:

- 1. Unity
2. Depth
3. Visual Pace
4. Scale
- 1. Emphasis
2. Depth
3. Scale
4. Balance
- 1. Unity
2. Depth
3. Scale
4. Balance
- 1. Balance
2. Emphasis
3. Scale
4. Balance
- 1. Unity
2. Depth
3. Scale
4. Balance
- 1. I like this one a lot because I think it has a really good sense of balance without being symmetrical, it also has some depth to it that makes it look nice.

Row 2:

- 1. Unity
2. Depth
3. Visual Pace
4. Scale
- 1. Emphasis
2. Depth
3. Scale
4. Balance
- 1. Unity
2. Depth
3. Scale
4. Balance
- 1. Balance
2. Emphasis
3. Scale
4. Balance
- 1. Unity
2. Depth
3. Scale
4. Balance
- 1. I think this one again has good balance and depth. It looks dynamic and energetic which goes well with the song.

Row 3:

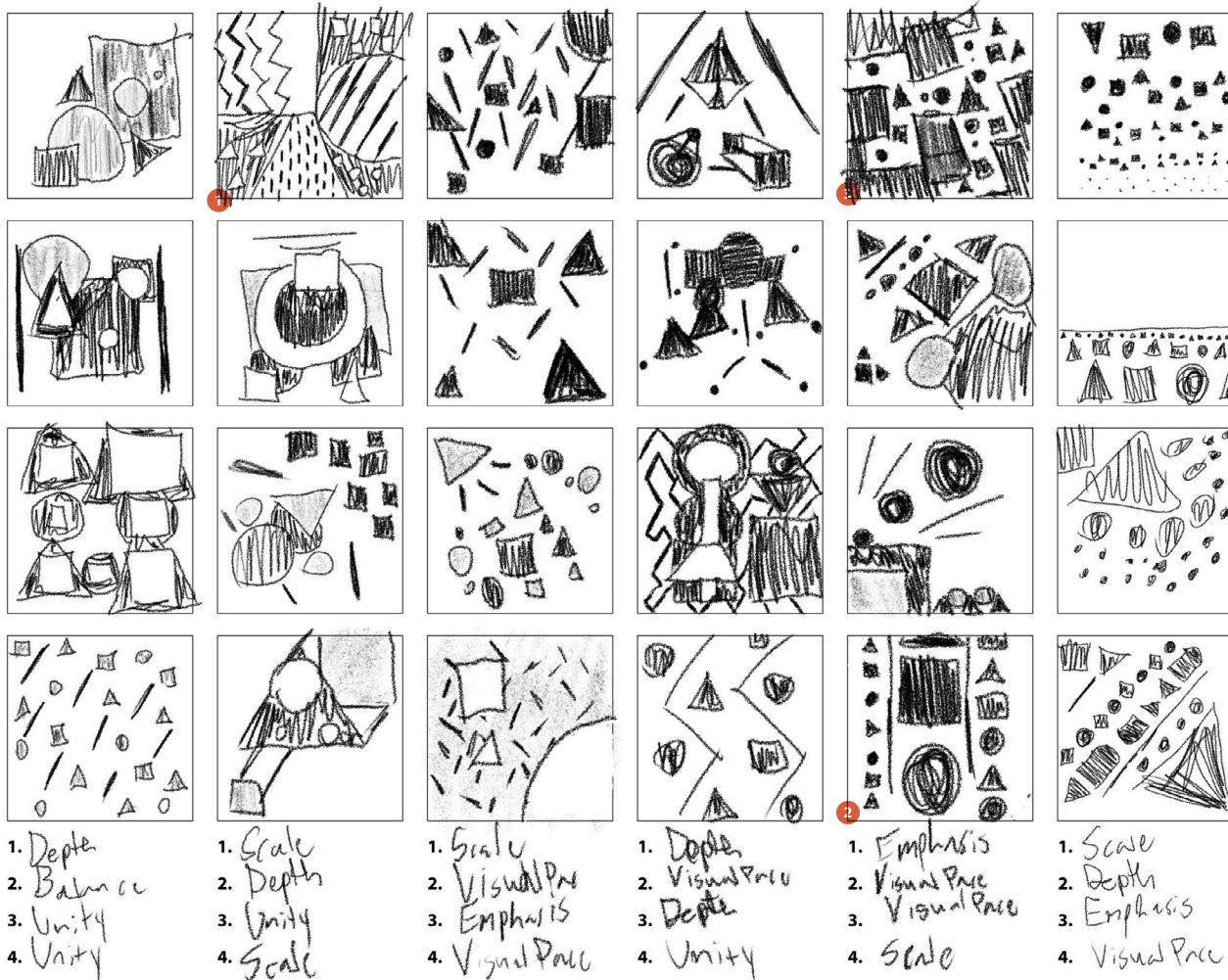
- 1. Unity
2. Depth
3. Visual Pace
4. Scale
- 1. Emphasis
2. Depth
3. Scale
4. Balance
- 1. Unity
2. Depth
3. Scale
4. Balance
- 1. Balance
2. Emphasis
3. Scale
4. Balance
- 1. Unity
2. Depth
3. Scale
4. Balance
- 1. I think this one is really only good with depth and maybe some visual pace, but I really just like the look of it.

Row 4:

- 1. Unity
2. Depth
3. Visual Pace
4. Scale
- 1. Emphasis
2. Depth
3. Scale
4. Balance
- 1. Unity
2. Depth
3. Scale
4. Balance
- 1. Balance
2. Emphasis
3. Scale
4. Balance
- 1. Unity
2. Depth
3. Scale
4. Balance
- 1. Depth
2. Balance
3. Visual Pace
4. Visual Pace

ALBUM PROJECT | THUMBNAILS ART 130

PROJECT 1 | SHAPES: THUMBNAILS

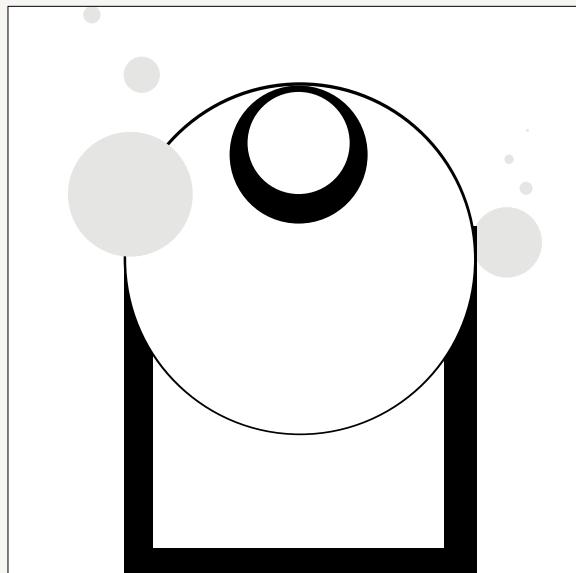


ALBUM PROJECT | THUMBNAILS

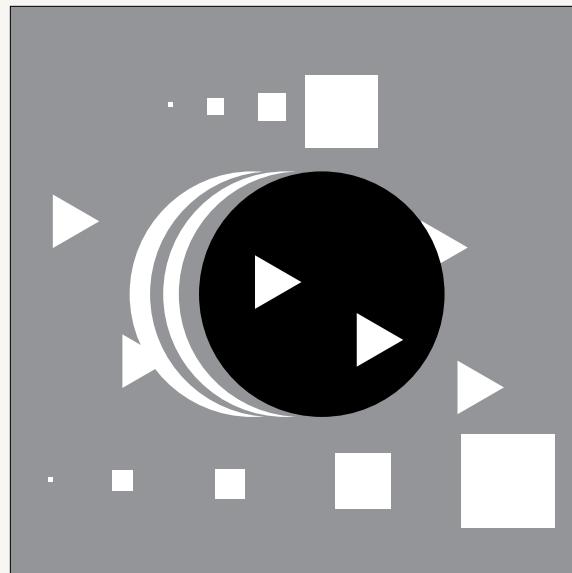
ART 130

1. I like this one because I feel like it shows scale well, and is an interesting pattern to look at.
2. I think this one is another good example of scale. Since this was the principle I struggled the most with last week I think focusing on it is important.
3. I really liked the emphasis in this page, with the dark background contrasted by the random scattering of shapes.

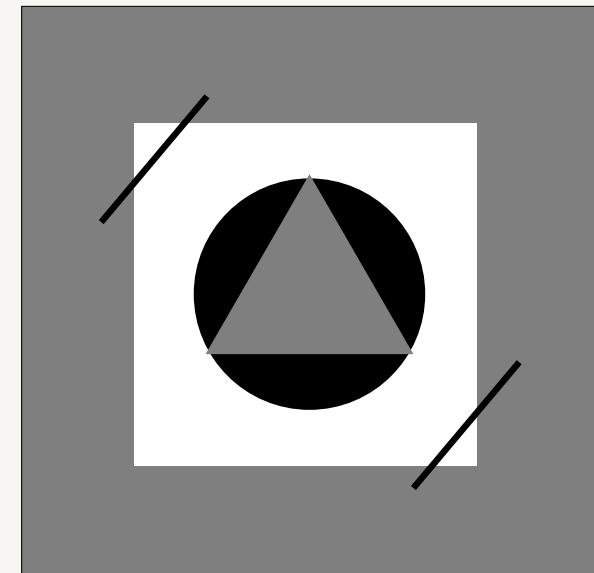
ACTIVITY | ADOBE ILLUSTRATOR: BASIC SHAPES



HAPPY



FAST



SIMPLE

PROJECT 1 | COLOR PALETTES

MUTED TONES



C: 100

M: 82

Y: 0

K: 0

C: 0

M: 62

Y: 56

K: 14

C: 1

M: 0

Y: 6

K: 59

C: 15

M: 0

Y: 2

K: 36

C: 0

M: 2

Y: 1

K: 5

MELANCHOLY



C: 0

M: 42

Y: 23

K: 60

C: 0

M: 33

Y: 2

K: 50

C: 25

M: 27

Y: 0

K: 41

C: 34

M: 15

Y: 0

K: 30

C: 37

M: 13

Y: 0

K: 18

THE BLUES



C: 30

M: 13

Y: 0

K: 4

C: 47

M: 25

Y: 0

K: 0

C: 75

M: 44

Y: 0

K: 1

C: 85

M: 60

Y: 0

K: 0

C: 71

M: 80

Y: 0

K: 20

JAZZY



C: 0

M: 100

Y: 100

K: 18

C: 0

M: 27

Y: 97

K: 0

C: 68

M: 31

Y: 0

K: 23

C: 96

M: 36

Y: 0

K: 74

C: 83

M: 0

Y: 11

K: 56

PONDER | MODULE 02

My favorite room in the world is my bedroom in Virginia because it's warm, cozy, and has my beautiful TV.

THUMBNAIL SKETCHES

How long did it take to complete the sketches?

My sketches probably took me around 2 hours to finish.

Did listening to the song you picked while sketching help or did you find it distracting? How was it helpful or unhelpful?



I used balance in this photo by having my head be a counter weight to my sketches

I think it was both helpful and distracting, because it made me think of the song, and have a similar energy while sketching, but I also was distracted and overwhelmed by it at point, and I think I mostly tuned it out later on in sketching.

How can sketching be to your advantage as a designer/web designer?

I think it helps to get a lot of ideas out quickly, which you can then sort the stars from the duds later to get a good idea on what you want your final design to look like.

Why do you think 48 sketches were assigned?

I think they were assigned just to dump a lot of ideas out there and get used to getting something down even if it isn't perfect or even necessarily good, because sometimes even bad sketches have good aspects you can use later.

What did you enjoy most about this weeks activities?

I guess if I were to find something I enjoyed, then zoning out while just trying to get drawings down isn't too bad.

Gems cannot be polished without friction.

ADOBE ILLUSTRATOR ACTIVITY

How comfortable are you with Adobe Illustrator?

I am very comfortable with Adobe Illustrator.

What is the biggest advantage of vector art?

It is scaleable.

CONCLUSION

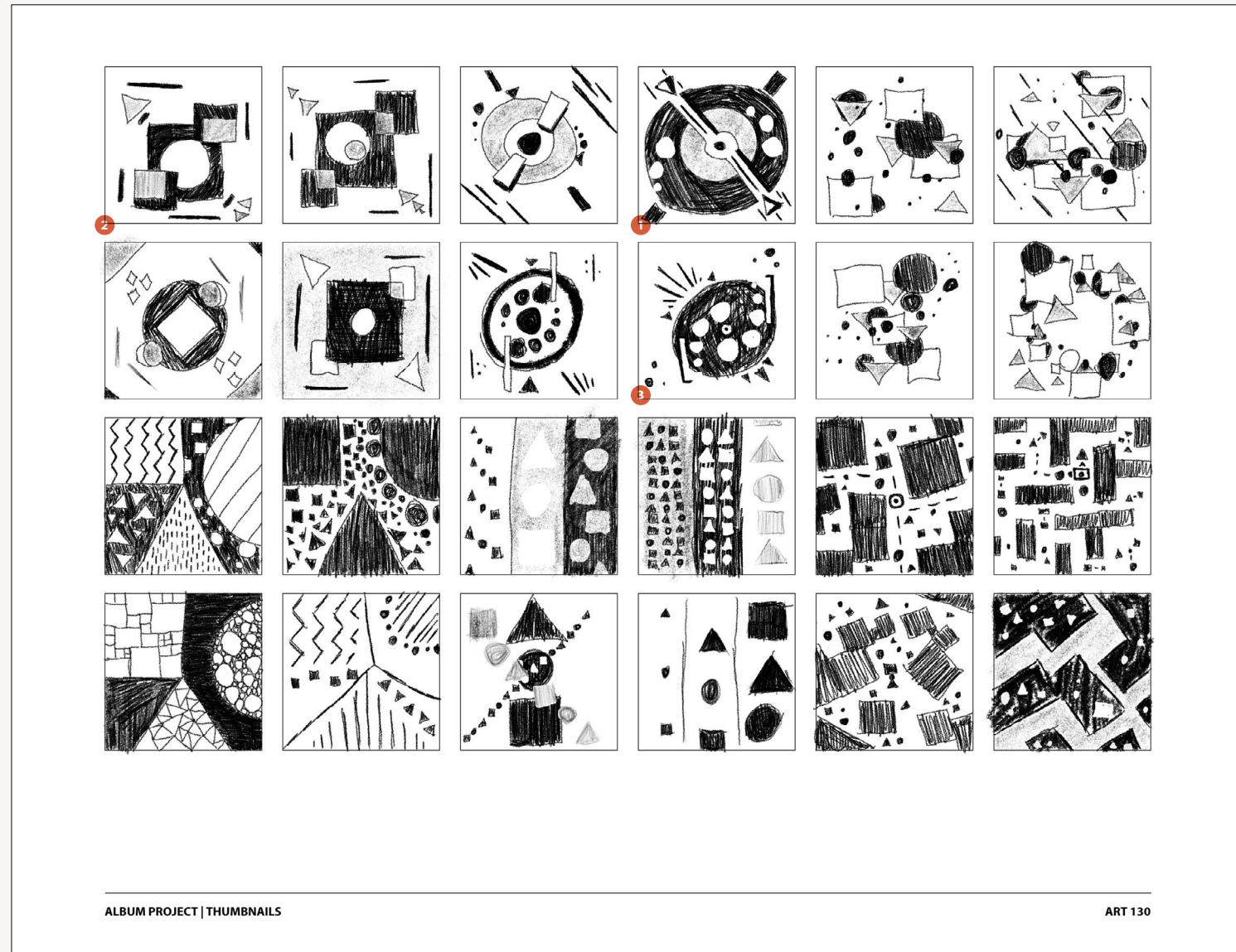
This assignment was a good way to get out ideas that can create a beautiful design later on in this project. It also is a good way to get us comfortable working with basic shapes and putting out large amounts of ideas.

Module 03

“It’s through mistakes that you actually can grow. You have to get bad in order to get good.”

– Paula Scher

PROJECT 1 | SHAPES: REFINEMENT THUMBNAILS



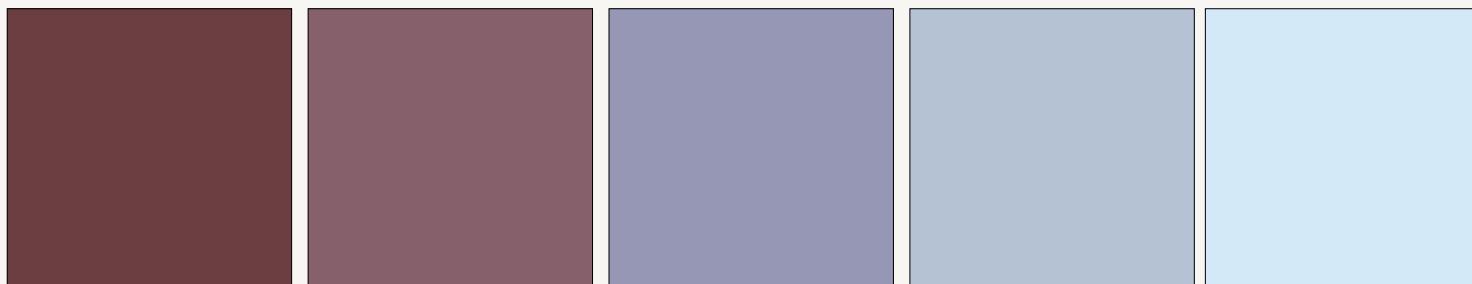
PROJECT 1 | COLOR: ADJUST COLOR VALUES

MELANCHOLY



C: 0 M: 42 Y: 23 K: 60	C: 0 M: 33 Y: 2 K: 50	C: 25 M: 27 Y: 0 K: 41	C: 34 M: 15 Y: 0 K: 30	C: 37 M: 13 Y: 0 K: 18
---------------------------------	--------------------------------	---------------------------------	---------------------------------	---------------------------------

OFF MELANCHOLY



C: 0 M: 50 Y: 27 K: 70	C: 0 M: 36 Y: 7 K: 56	C: 27 M: 25 Y: 0 K: 22	C: 17 M: 7 Y: 0 K: 15	C: 15 M: 2 Y: 0 K: 0
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PROJECT 1 | STEP 3: SIX TYPE AUDITIONS

Song
Performer
Composer or Year

**Song
Performer
Composer or Year**

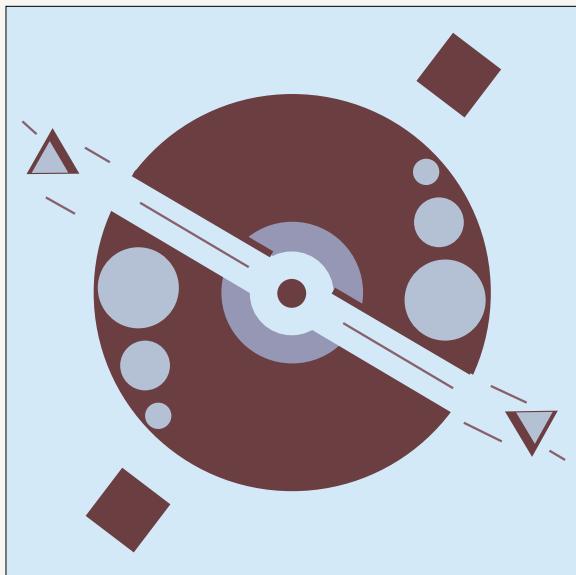
Song
Performer
Composer or Year

*Song
Performer
Composer or Year*

SONG
PERFORMER
COMPOSER OR YEAR

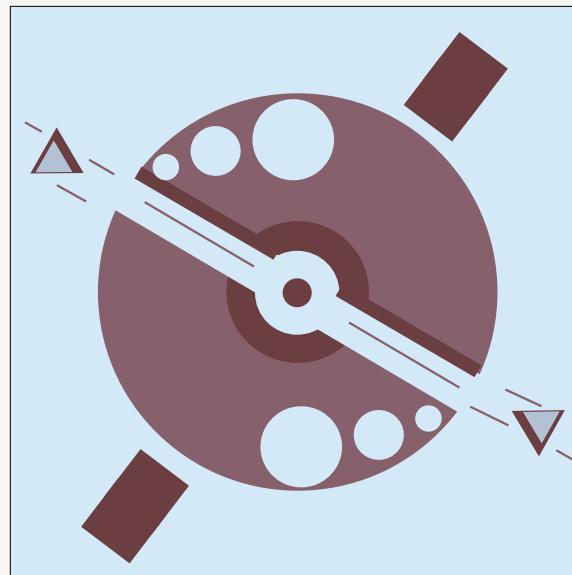
*Song
Performer
Composer or Year*

PROJECT 1 | STEP 2: DIGITAL SKETCH SET 01



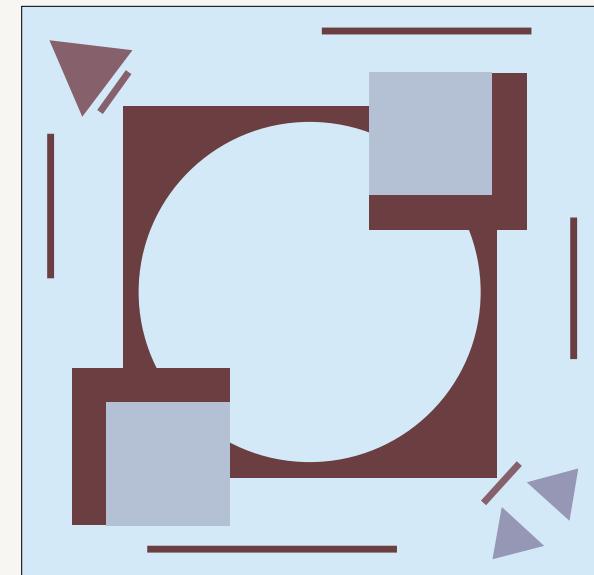
DESIGN PRINCIPLES USED

1. Balance
2. Depth
3. Scale



DESIGN PRINCIPLES USED

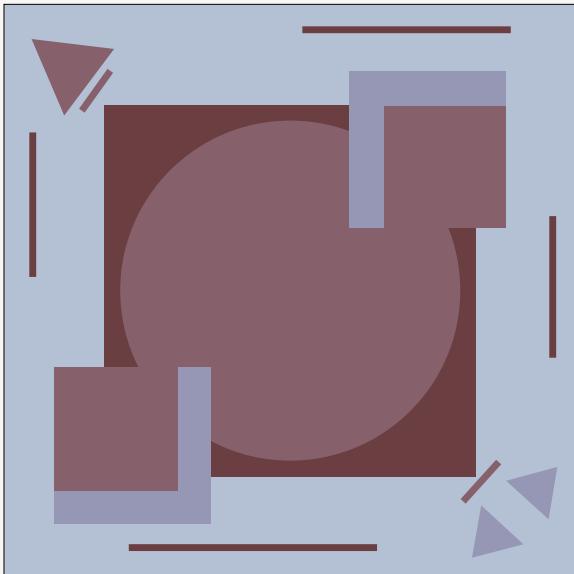
1. Balance
2. Depth
3. Scale



DESIGN PRINCIPLES USED

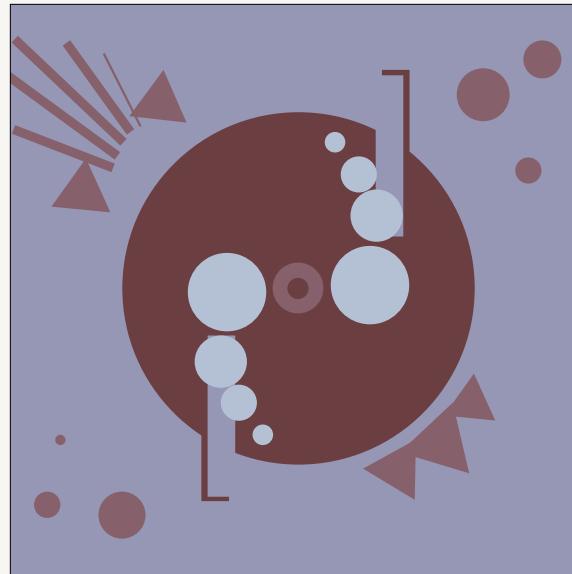
1. Depth
2. Balance
3. Unity/Variety

PROJECT 1 | STEP 2: DIGITAL SKETCH SET 02



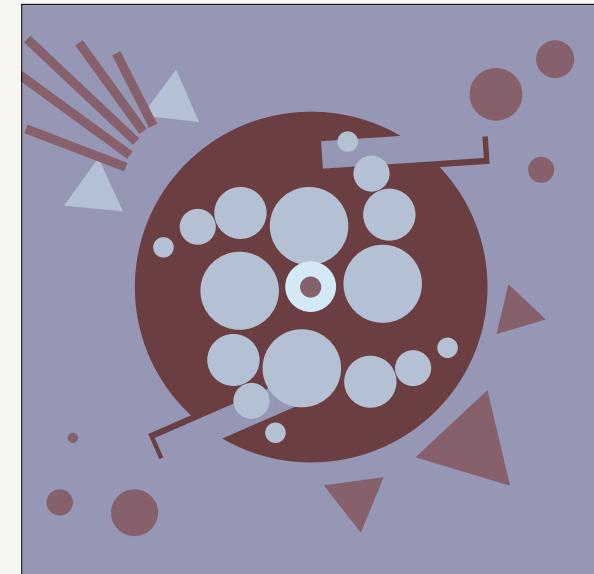
DESIGN PRINCIPLES USED

1. Unity/Variety
2. Depth
3. Scale



DESIGN PRINCIPLES USED

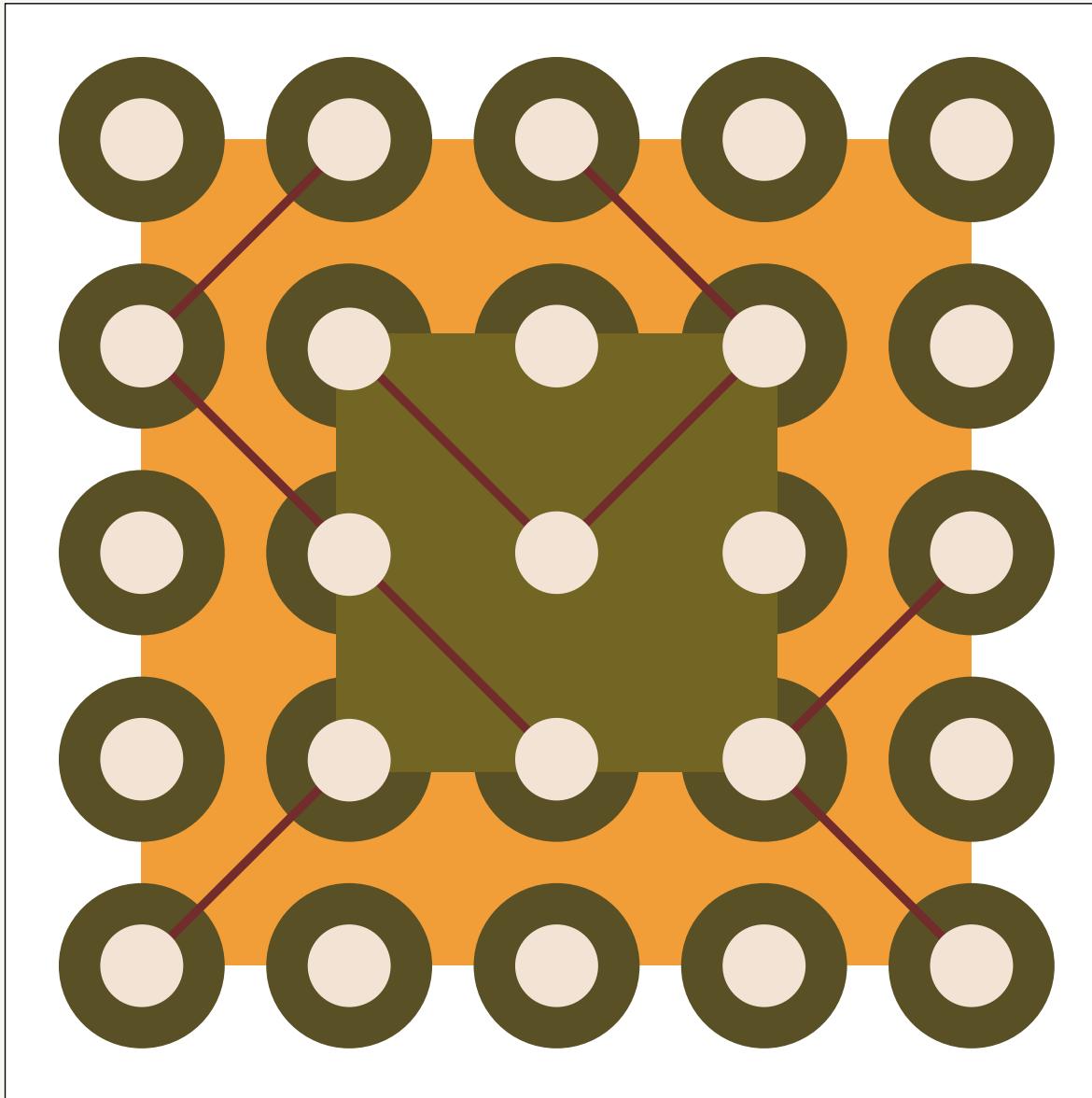
1. Emphasis
2. Balance
3. Unity/Variety



DESIGN PRINCIPLES USED

1. Emphasis
2. Balance
3. Unity/Variety

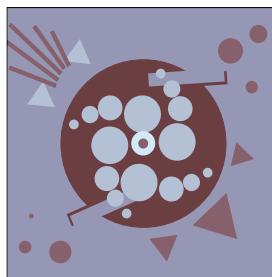
ACTIVITY | ADOBE ILLUSTRATOR: LAYERS, SELECTING, ALIGNMENT, AND MORE



PONDER | MODULE 03

My favorite thing to eat at a restaurant is chicken parmesean. I sometimes order the same thing when I go out to eat because I love to try new things, but sometimes I really like something and want to have it again.

DIGITAL SKETCHES



I chose this sketch because I think the colors work well together and I like how the focus is so obvious.

What design principles do you keep coming back to? Why are you drawn to these specific principles?

I really like balance and emphasis. I think they just make a design look so put together that it keeps making me focus on them.

Did you find the second round of sketching to be helpful or unnesesary?

I think it was really helpful to refine the ideas that I liked from last week. I really like some of the things that I came up with this week.

What did you discover about your compositions from making variations?

That I was able to find what I thought worked and didn't work to make a better overall design.

Do any of your digital sketches look like your thumbnail sketches?

To some degree they all do, but I also think that actually bringing in the color when we've been working in greyscale with only one shade of inbetween made it difficult to get exactly what I was thinking when I sketched it to begin with.

When creating the digital sketches, did you think about design or how to use Adobe Illustrator?

I did think about design a little bit, but I think I was thinking more about how to use adobe illustrator effectively to make what I was imagining.

Adobe Illustrator is a pretty good tool for bringing art and design into the digital world using scalable vector graphics.

In your opinion, what is the biggest challenge when interpreting a song into a shape composition?

I think that being non representational is the hardest part for me. I'm a very logical person, so being abstract is difficult.

ALIGNMENT ACTIVITY

What is your favorite new thing that you learned completing this activity?

I think I already knew a lot about adobe illustrator from my class last semester. I actually think I did this exact activity at one point last semester.

What do you need more help with?

I need more help with translating greyscale into color.

CONCLUSION

In conclusion adobe illustrator and indesign are some of the best tools that we have for digital design. The features they offer can make it quick and relatively easy to bring designs to life and refine ideas.

Module 04

“Working within the constraints of a problem
is part of the fun and challenge of design.”

– Ellen Lupton

PROJECT 1 | FINAL TYPE REFinement

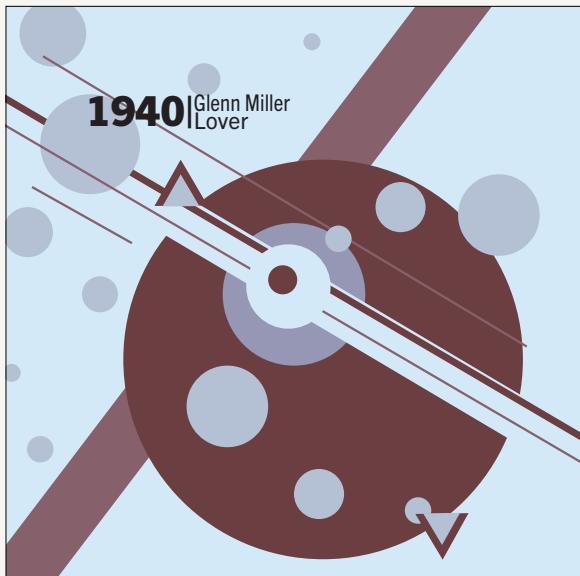
Before

LOVER
1940 Glenn Miller

After

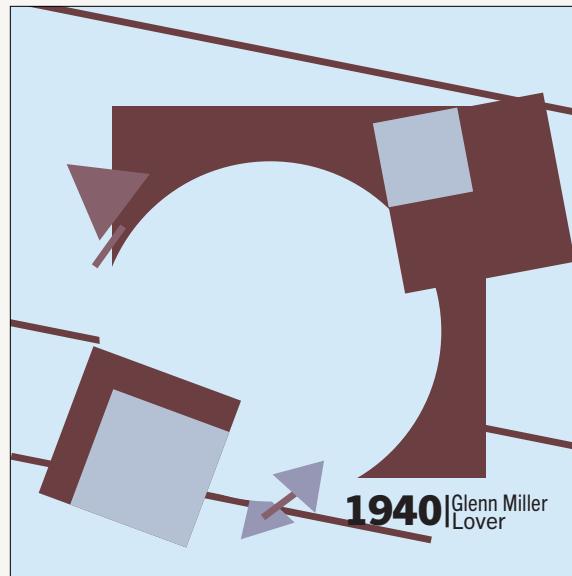
1940 | Glenn Miller
Lover

PROJECT 1 | STEP 4: DIGITAL SKETCH SET 03 W/ TYPE



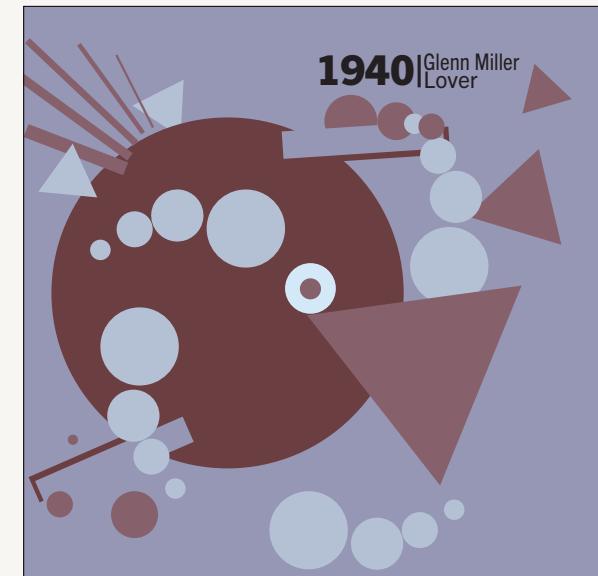
DESIGN PRINCIPLES USED

1. Emphasis
2. Scale
3. Balance



DESIGN PRINCIPLES USED

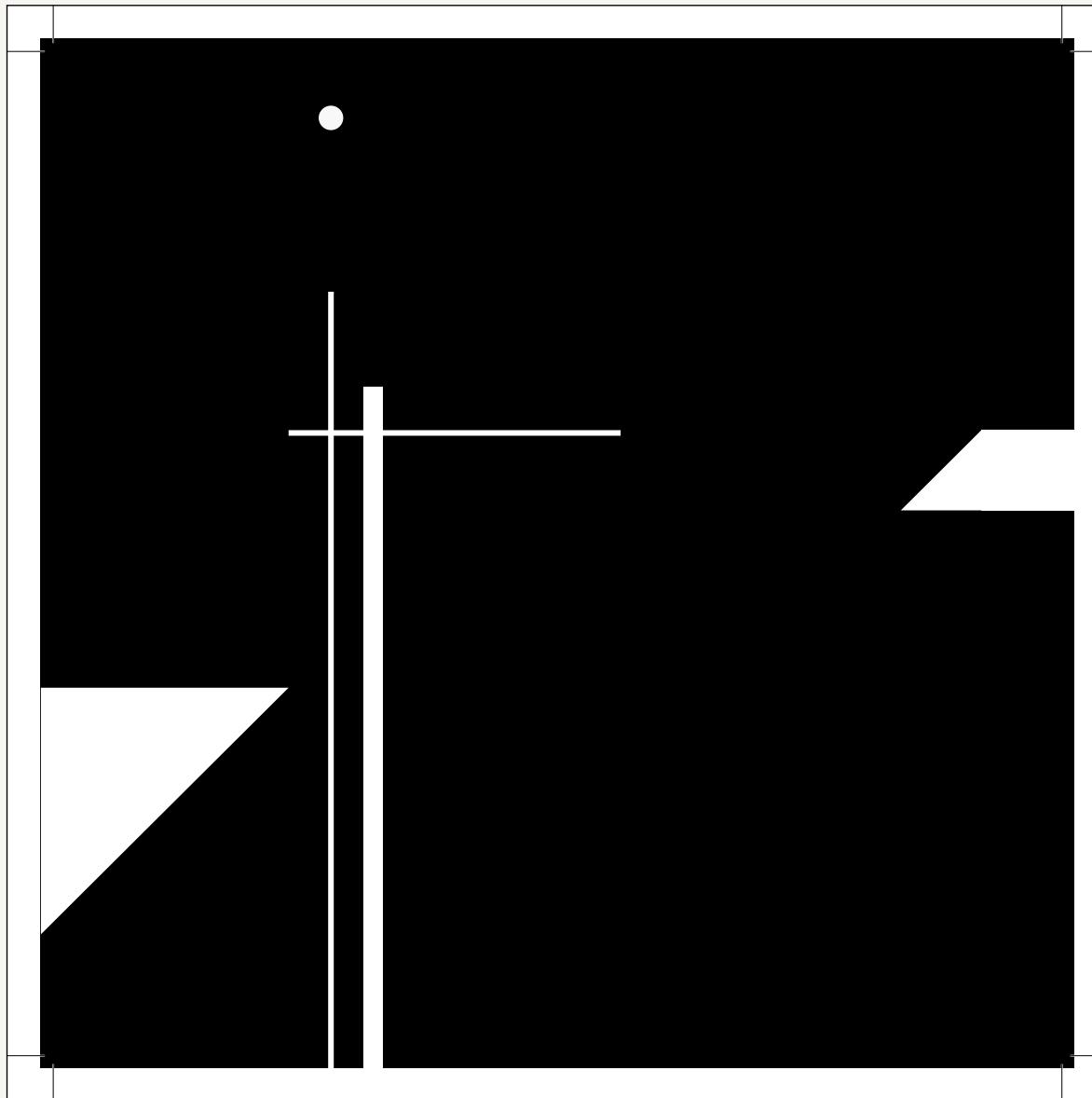
1. Balance
2. Unity/Variety
3. Depth



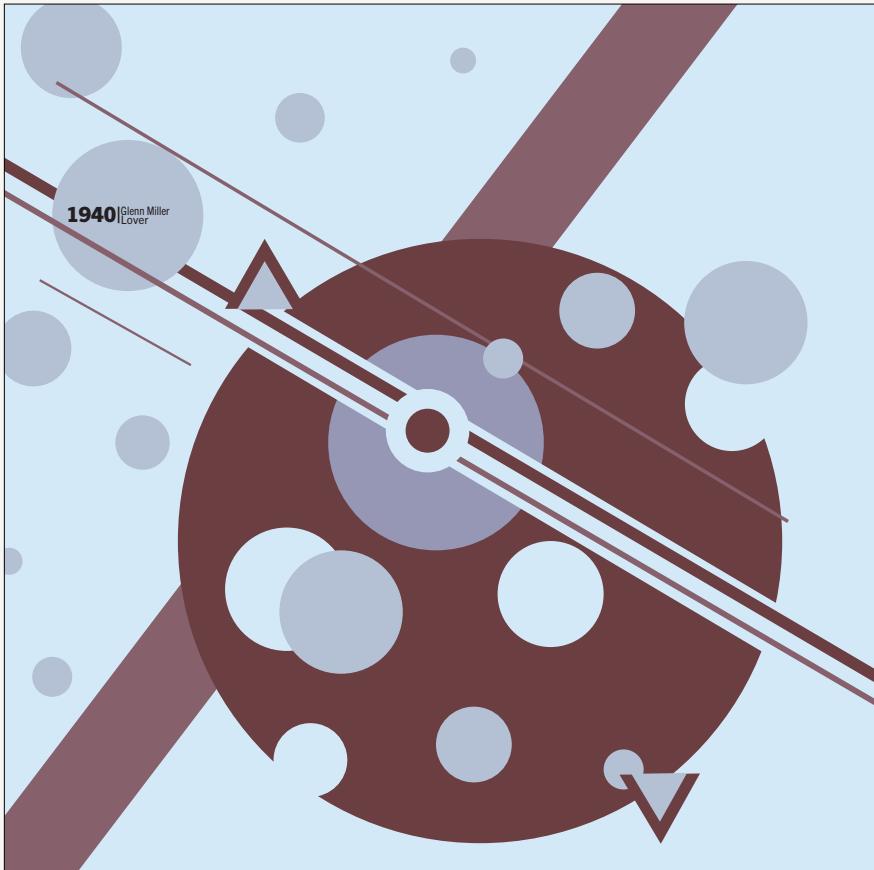
DESIGN PRINCIPLES USED

1. Depth
2. Scale
3. Unity/Variety

ACTIVITY | ADOBE ILLUSTRATOR: LAYERS, SELECTING, ALIGNMENT, AND MORE



PROJECT | SHAPES PROJECT FINAL COMPOSITION



FINAL DESIGN (NO BLEED)

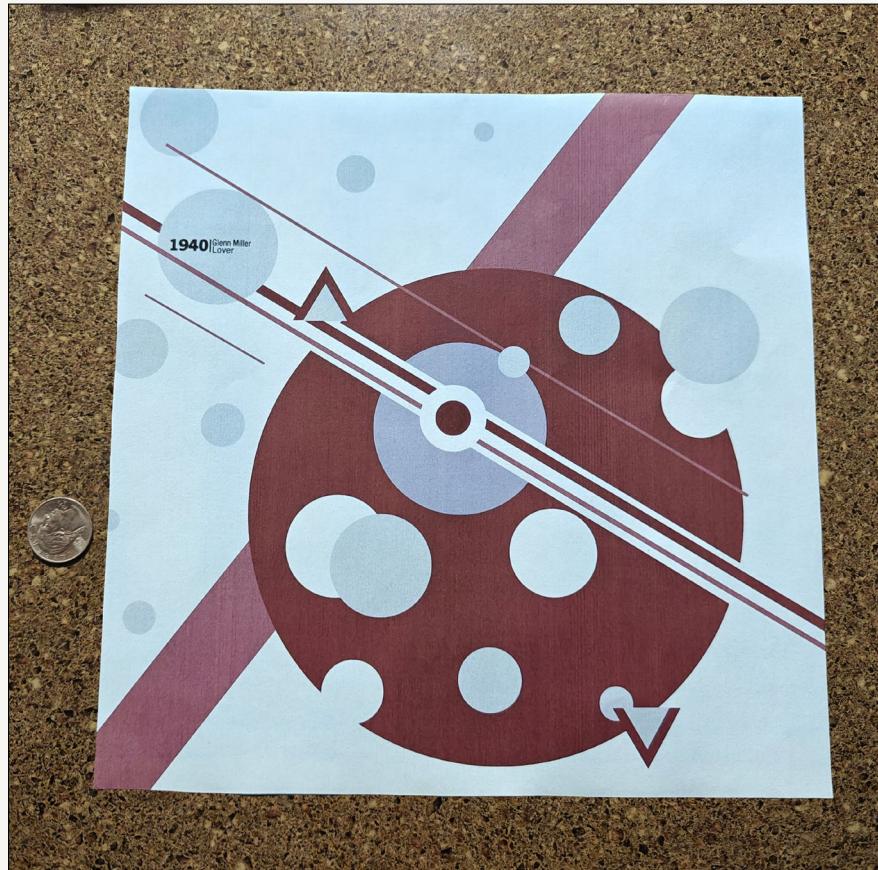
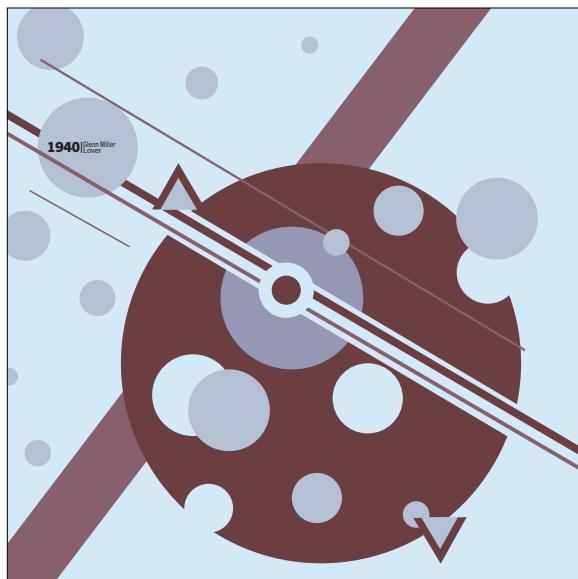


PHOTO OF FINAL DESIGN (PRINTED & CUT OUT)

(Please include a quarter, pen, or something for scale)

PONDER | MODULE 04

My favorite pet is named Lexi and I loved it when she was a puppy and she would fall asleep anywhere. It was so adorable.



Final Composition with a caption.

FINAL COMPOSITION PRESENTATION

In the Shapes Composition I created a design that used a circle, square, rectangle, triangle, and a straight line. The three principles of design of design used to create a successful composition are scale, unity/variety, and emphasis.

My Composition has a bubbly feel that is meant to express the emotions that are evoked when listening to Lover by Glenn Miller.

Scale is used mostly with the different circles floating around and They help to give contrast and balance to the piece with the stark differences in the size of each shape.

Unity and Variety is used again with the use of circles and it helps the composition by bringing together and unifying the different parts of the composition.

Emphasis is used mostly on the main large circle and it helps to draw your eye towards that area of the composition where the most is going on to have a defined focus.

In conclusion, scale, unity/variety, and emphasis assisted in creating a successful composition by bringing a feeling of unity, as well as being able to draw your eye and still provide interesting contrast in the composition.

ACTIVITY | SOFTWARE TRAINING

What was the most helpful thing you learned this week about Adobe Illustrator?

The most helpful thing that I learned this week about Illustrator was learning how to setup a page bleed and setup the bleed markers for my print.

What do you still want to learn about Adobe Illustrator?

I would like to learn more about composing images and hotkeys in Adobe Illustrator to help up my

composition process and ensure that I'm not limited by my understanding of the software.

MODULE 03 REFLECTION

I think that there are still a lot of things that I struggle with in this module. Learning to try to compose a design with non-representational shapes is really difficult to me. For example, on my representation of quick for our illustrator activity a few weeks back the feedback was that I can't show speed without diagonals. I don't understand that. I think that I would like more time going into why principles work and why we need to apply them rather than just what they are. I don't think the videos really explained enough about why the principles work, just what they were. I think that hearing more about the explanation behind them would help me a lot more.

CONCLUSION

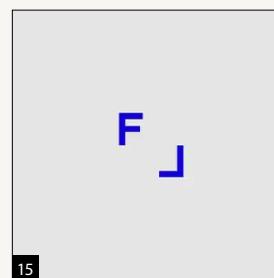
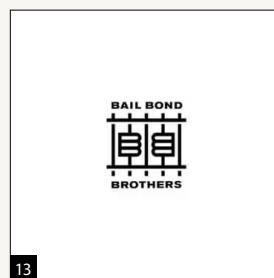
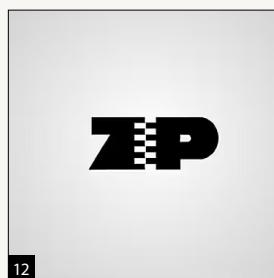
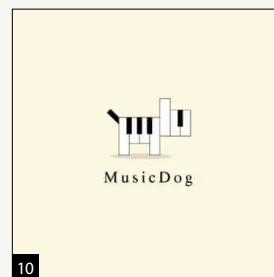
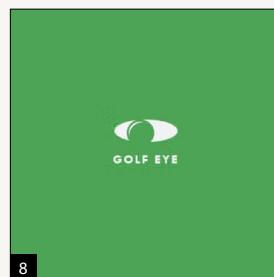
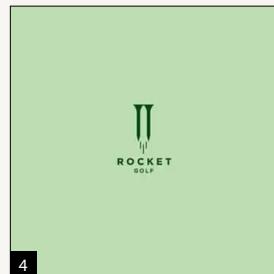
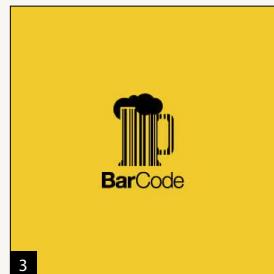
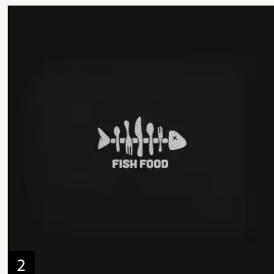
In conclusion I still have a lot to learn about design. Between principles and application I get a little bit too lost. I hope that in the future I am able to understand the concepts and how to apply them a bit easier.

Module 05

“Content precedes design. Design in the absence of content is not design, it’s decoration.”

– Jeffrey Zeldman

ACTIVITY | LOGO: VISUAL RESEARCH



Collect logo samples in order to understand what a good logo is. Write a short caption for each logo describing why you picked it.

1. I thought it was clever the way they formed a bison out of the letters
2. I like how they used the utensils as fish bones
3. Using a barcode to represent a mug was smart
4. A rocket made out of tees is a clever way to bring rockets and golf together
5. The logo is both a person swinging a golfclub and a spartan for spartan golf clubs, so clever
6. I like that the A and U come together to form a pencil
7. I like that the glitch is in glitched text
8. The ball entering the hole looks like an eye, smart
9. The words lava lava come together to look like a flow
10. The dog is made out of piano keys to represent music and dog
11. I really like the way the camel looks like stock charts
12. Using a zipper to represent the I in zip was smart
13. Representing Bail Bonds with bars is clever
14. I like beyond the beat looking like a soundwave
15. The logo is for frameline and the F and L look like a frame
16. W R and S look like a sine wave for sound
17. The O and W look like one continuous curve
18. I like how art looks like graffiti and there's a microphone in the J
19. The logo is for music deals and it looks like when pigs fly but with a music note wing
20. They used skateboards to look like a asian temple

PROJECT | LOGO PROJECT: WORD LISTS

Instructions: Word lists help you find ideas more quickly. To do this, write every word you can think of that relates to what you need help with. For example, when you look for mascot ideas, list as many plants or animals as you can. Do the same for your specific business, AND in listing business names until you have a business name you like. Be sure to list ALL ideas both good and bad. Continue writing after you've thought of all of the obvious ideas. Afterwards, **bold** or star* the words that gave you the best ideas. **NOTE:** If you choose to do this by hand on paper, scan that page and place it on this page instead of re-typing.

Animals:	Skink	Krill	Hippo	Business Names:
Tiger	Lynx	Shrimp	Rhino	Rock
Lion	Woodpecker	Swordfish	Praying Mantis	Retailer*
Bear	Mountain*	Octopus*		Sporting
Zebra	Goat	Toucan	Fly	Greats
Owl	Dolphin	Parrot	Tarantula	Outdoor Exhibition
Giraffe	Meercat	Lemur	Jumping Spider	Camp
Horse	Flamingo	Puma	Corn Snake	Costless
Donkey	Dog	Fusa	King Cobra	Affordable Activities
Chimpanzee*	Cat	Camel	Rattlesnake	Game Saver
Orangutan	Chameleon	Chicken	Tree Frog	Pay to Play
Ostrich	Leopard*	Pig	Mammoth	Play to Win
Emu	Cheetah	Sheep	Brontosaurus	Outfield*
Kangaroo	Sloth*	Fox	T-Rex*	Climb
Wallaby	Gorilla	Rabbit		Find*
Cow	Eagle	Mouse		Sports Central
Tortoise	Hawk	Cappybara		
Gecko	Blue Whale	Guinea Pig		Eight Arm Athletics
Armadillo	Hammer head Shark	Elephant		

PROJECT | LOGO: MIND MAP



Identify interesting connections

1. Wiggly
2. Slimy
3. Slippery
4. Squishy
5. Camoflage
6. Clever
7. Memory
8. Tools
9. Unique
10. Colorful
11. Vibrant
12. Patterned
13. Raw
14. Fried
15. Sushi
16. Calamari
17. Suckers
18. Ocean
19. Tentacles
20. Unknown

PROJECT | LOGO: CATEGORY & THEME

Complete this worksheet **before** you begin your research or start sketching your logo. Use this page to define the problem you will be solving before you begin working on the logo itself. The success of your logo will be assessed according to the information you provide here.

CATEGORY/MASCOT

My category will be sporting goods store and my mascot will be an octopus

TARGET AUDIENCE

My audience will be children and parents who are active in any way, whether it be baseball, camping, rock climbing, or anything else outdoorsy

CATEGORY DETAILS

It will be playful, silly, fun, and targeted at being affordable for the family

EMOTIONAL/RATIONAL CHARACTERISTICS

It should communicate humor and childlike wonder

The ideas should revolve around being fun, active, and affordability

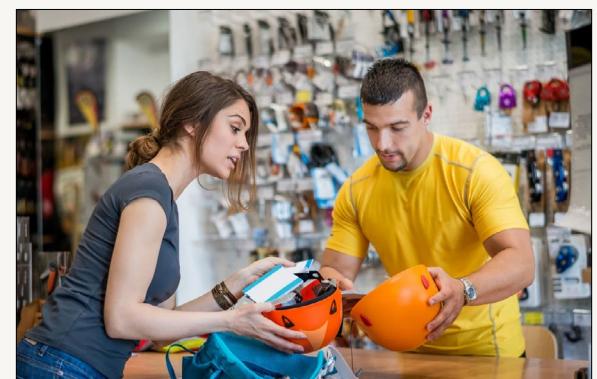
COMPANY/EXHIBIT NAME

Eight Arm Athletics

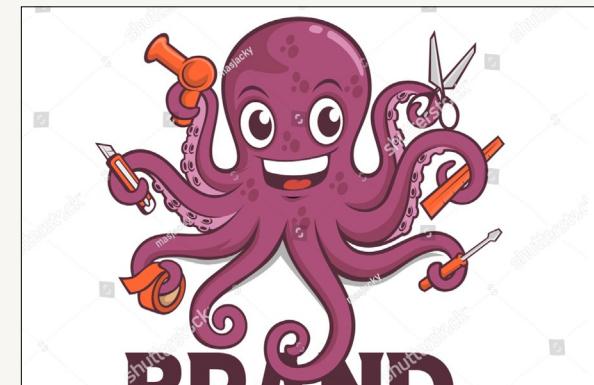
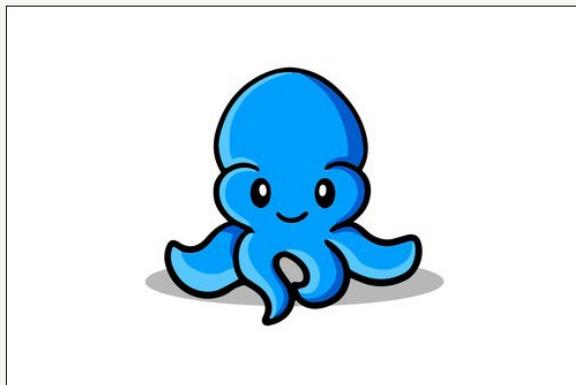
COMPANY TAGLINE

We sell gear for those who like a little bit of everything

PROJECT | BUSINESS | VISUAL RESEARCH: PHOTOS



PROJECT | MASCOT | VISUAL RESEARCH: PHOTOS



PROJECT | LOGO PROJECT: SYMBOL SKETCHES



ACTIVITY | ADOBE ILLUSTRATOR: AN INTRODUCTION TO THE PEN TOOL



PONDER | MODULE 05

My favorite dessert is a brownie sundae because a place back home in Richmond, VA has the best brownie sundae, and I used to get that when I was in highschool when my grandma would take me out to dinner but I'd already have eaten with my girlfriend.

In the professional logos you found, what do your favorite logos have in common?

They are clever and have some form of double meaning to bring the design together.

In your opinion, how is a logo different from an illustration or drawing?

A logo is different from an illustration or drawing because it has to help represent an idea visually while maintaining simplicity.

Why do you conduct research at the beginning of a design project?

You conduct research in order to get a better idea of what you want your design to mean, how you want it to make you feel, and so that you can understand why similar designs work.

What makes a good symbol?

I think that a symbol is good when it is simple but fully explains an idea.

Roughly how many ideas were you able to discover through your word lists and mind maps?

I was able to think of probably around 20 ideas just from the words list and mind map, but I don't think I would say it was 20 good ideas.

Every designer develops their own process based on what they find most helpful. Did you find word lists or mind maps more helpful to your process? Why?

I think words lists are more helpful to me only because I can get a lot of information down and once I have a good starting place the details seem to work themselves out.

How many of your sketches combine two different symbols into a single symbol? Do you feel you need to do this more or less?

I think all of them combine different symbols, but only a



few of them actually combined it into one. I think I did it a fair amount.

What is the most difficult part of coming up with symbols to sketch? How did you work through this difficulty?

I think the most difficult thing for me with coming up with symbols is trying to be clever. I don't really like to

put an idea out there if I don't think it's good, so another thing I struggle with is drawing anything.

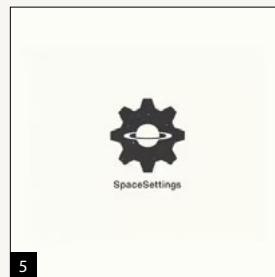
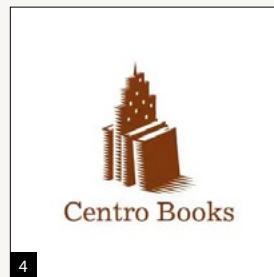
You conduct research in order to get a better idea of what you want your design to mean, how you want it to make you feel, and so that you can understand why similar designs work.

Module 06

“Constantly experiment ... constantly go forward.”

– Alexey Brodovitch

LOGO | VISUAL RESEARCH PART 02



Collect logo samples in order to understand what a good logo is. Write a short caption for each logo describing why you picked it.

1. It uses the letters I and F as factory

2. the i is knocked over to show it has been killed

3. The B is a piece of bread

4. The books form a skyline

5. The gear is outer space for space settings

6. the f forms a plane

7. I like the block letters and simplicity

8. It's simple and effective

9. again, very simple lighthouse, but effective with just positive and negative

10. the text has been cut to show jigsaw

11. The doctor's stethoscope is a ?

12. It shows men and women very simply

13. Infiti forms an infinite loop

14. It's a heart paperclip

15. it can be viewed the same after being turned

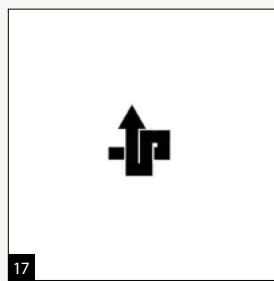
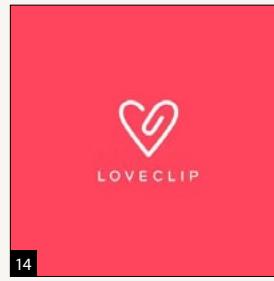
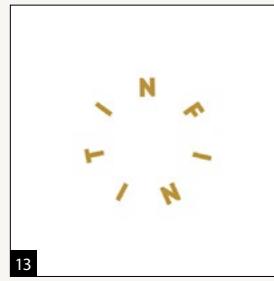
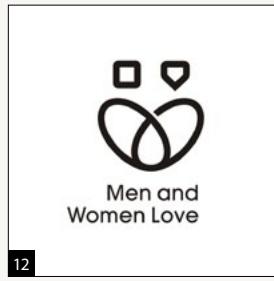
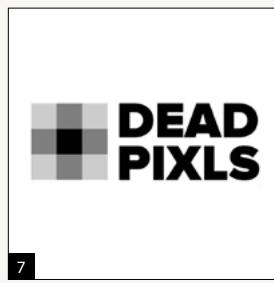
16. the N is a 2 for twins

17. Up is written from an arrow

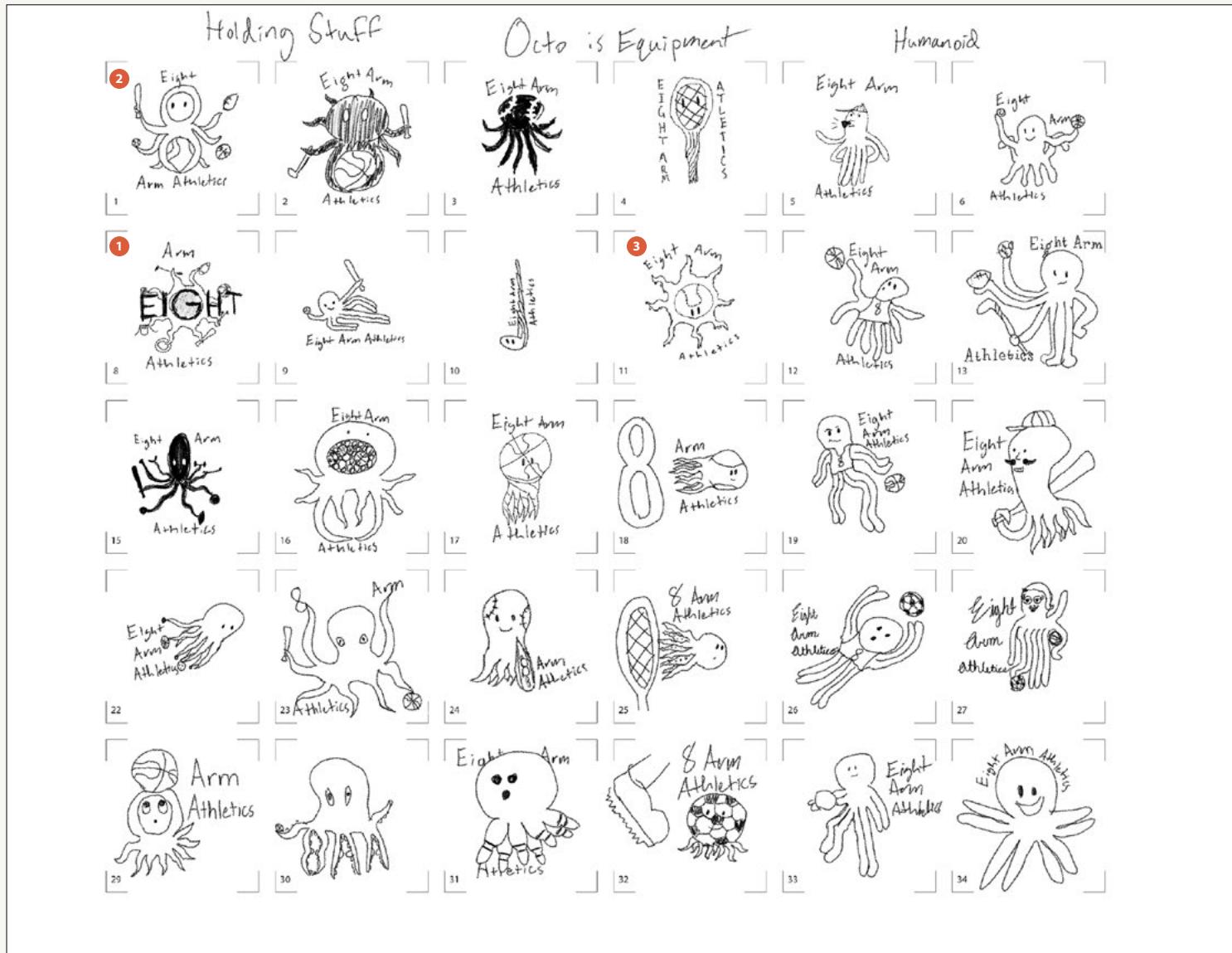
18. the penguin is formed from the letter a

19. The cook is a magnifying glass

20. The UFO has a vinyl record



STUDIO | LOGO PROJECT: REVISED LOGO SKETCHES



Identify your 3 favorite logos:

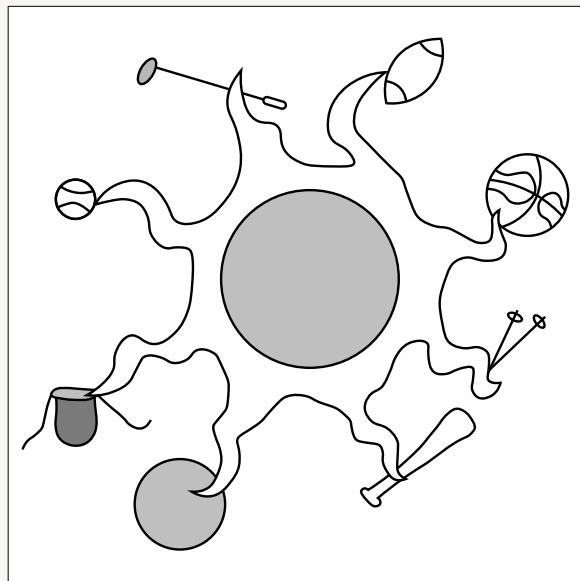
1. I like this one because I like how the text aligns with the octopus
2. I like how this one has the octopus form the number 8 while still being simple
3. I really like the look of the top down octopus with the baseball head

ACTIVITY | ADOBE ILLUSTRATOR: MORE PRACTICE WITH THE PEN TOOL

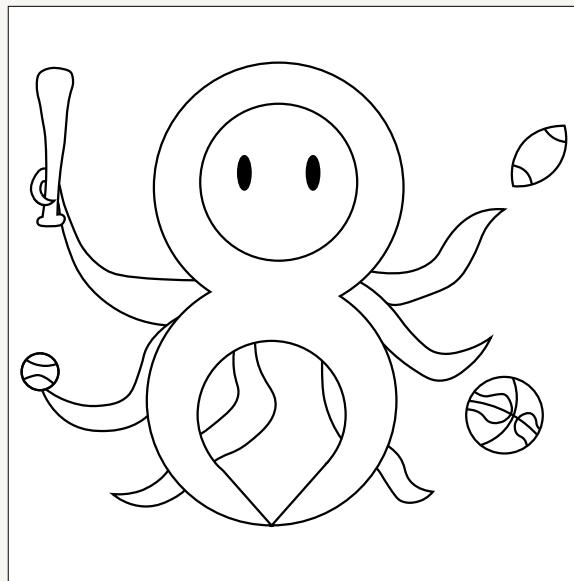


VIKING BRAND

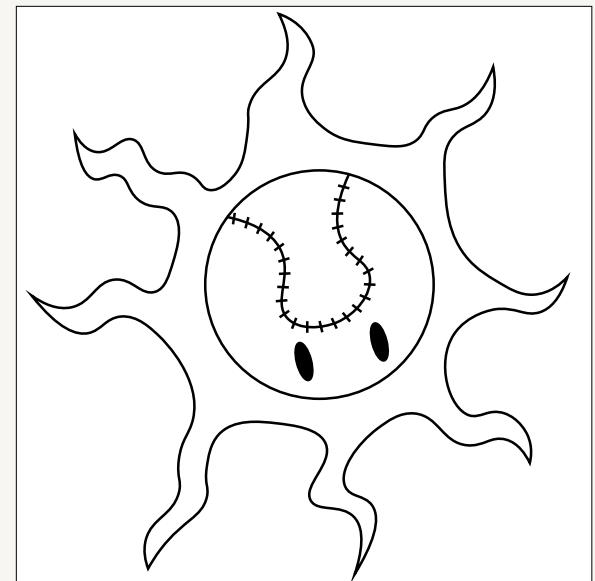
STUDIO | LOGO PROJECT: DIGITIZED LOGOS



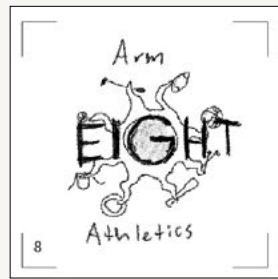
Logo Option A



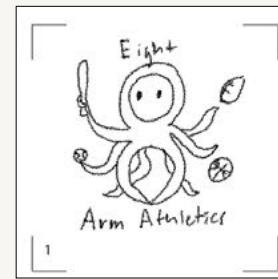
Logo Option B



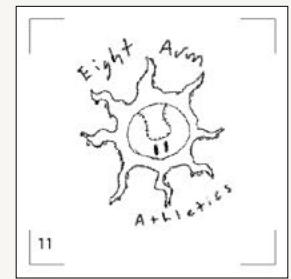
Logo Option C



Original Sketch
8



Original Sketch
1



Original Sketch
11

PONDER | MODULE 06

My favorite snack to munch on while designing is hi-chews because they help me stay happy and calm when I'm stressing.

How did this second round of sketching affect your logo ideas?

It went pretty good. I feel like I got a few pretty good ideas, but I also feel like a lot of them were just things that I felt I had to put down to fill up space. I think that trying to expand the best concepts that I had before was a good idea, but I also felt like I kept getting stuck with the same thought over and over again. I think that in order to do better I have to take breaks where I leave it for a while in order to have a different thought process when I come back.

How did you choose which logos to digitize?

I chose based on the ones that I thought were the most clever, interesting, and somewhat simple. They were the ones that I felt like I would like if I saw them as logos. I thought that the top down of the octopus was something that looked both interesting and simple enough that it could make a good logo. I also really liked the idea of forming the octopus into the number eight but I couldn't think of a great way to do it without it seeming too forced.

What new things did you learn about Adobe Illustrator while digitizing your logos?

I learned the object on path command for the first time ever, it helped me to place the stitches on the sewn line on the baseball headed octopus. It was also cool to be able to use pictures of my sketches as references that I

could trace over to help with the more complex parts like the tentacles of the octopus.

What was the most difficult thing about digitizing your logos?

I think for me the most difficult thing was doing the tentacles. Not because it was actually difficult to do necessarily, but just because it was repetitive and hard to stay attentive during it.

Are your digitized logos better than your sketches or are your sketches better than your digitized logos? Why?



This class has made me finish this bag of Hi-chews in an alarmingly short amount of time.

I would say that it's a little bit of both. On one hand the digitized logos are cleaner, but on the other hand the messiness looked pretty good for tentacles.

What is form and why is it important when creating a logo?

Form is the shape of the logo and form is important when creating a logo because it is going to be what people see as a representation of your business. It needs to give some detail about what your business is and the theme of it.

How has your understanding of the principle of design changed while working with logos? Or has it?

I think I can better understand some of the principles a little better with the context of real imagery rather than non-representational shapes. Things like asymmetric balance make a lot more sense with real objects to me.

Form is important when creating a logo because it is going to be what people see as a representation of your business

Module 07

“A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.”

– Antoine de Saint-Exupéry

ACTIVITY | ADOBE ILLUSTRATOR: TYPOGRAPHY - PART 01

Activate, Assign, & Sort Typefaces

Activate these typefaces on fonts.adobe.com. These 10 (with Acumin below) represent the approved fonts for the logo project.

Once active, set each piece of text to any weight/font within that typeface.

Sort the fonts above into their category below. The first one has been done for you.

R

This letter R has serifs.
It is a **serif** typeface.

Place any other serif type below.

Adobe Jenson Pro
Baskerville URW
Bodoni URW
Clarendon URW

R

This letter R doesn't have serifs.
It is a **sans-serif** typeface.

Place any other sans-serif type below.

Acumin Variable Concept
Como
Condor
Neue Haas Grotesk

R

This letter R has thick straight
serifs. It is a **slab-serif** typeface.

Place any other slab-serif type below.

Museo Slab

R

This letter R has variable
thickness and looks like it
has been made by hand.
It is a **script** typeface.

Place any other script type below.

Bodilham Script Pro

Created by
Gage D'Orlando

NOTE: if you are having trouble drawing on these pages, check the layers panel to the right to make sure you are on an unlocked layer.

ACTIVITY | ADOBE ILLUSTRATOR: TYPOGRAPHY - PART 02

Play With Type

Type the big grey words below, set them to the font shown, and make them match the examples. (See detailed instructions below.)

Acumin Variable Concept - Extra Condensed Bold

Extra Condensed

Neue Haas Grotesk Display Pro - 95 Black

L E T T E R S P A C E

Adobe Jensen Pro - Bold

SMALL CAPS

Bickham Script Pro 3 - Semibold

A large, elegant, handwritten-style word "Glyphs" written in black ink. The letters are fluid and vary in size, with some letters like 'G' and 'p' having long, sweeping strokes.

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 03

Communicate
With Type

Amicus Motors logotype



Jack and Jill logotype



Astro Burger logotype



ACTIVITY | ADOBE ILLUSTRATOR: TYPOGRAPHY - PART 03

Use Value
Contrast

Amicus Motors logotype



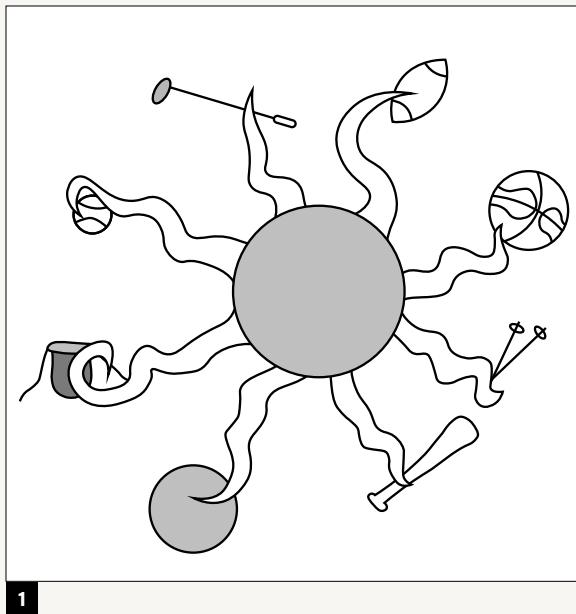
Jack and Jill logotype



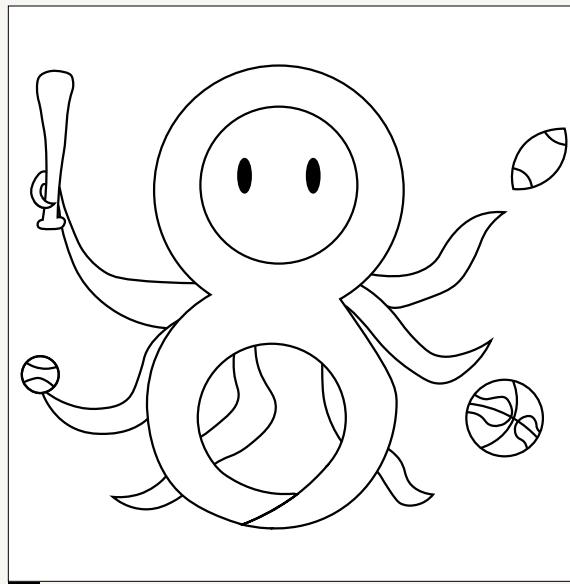
Astro Burger logotype



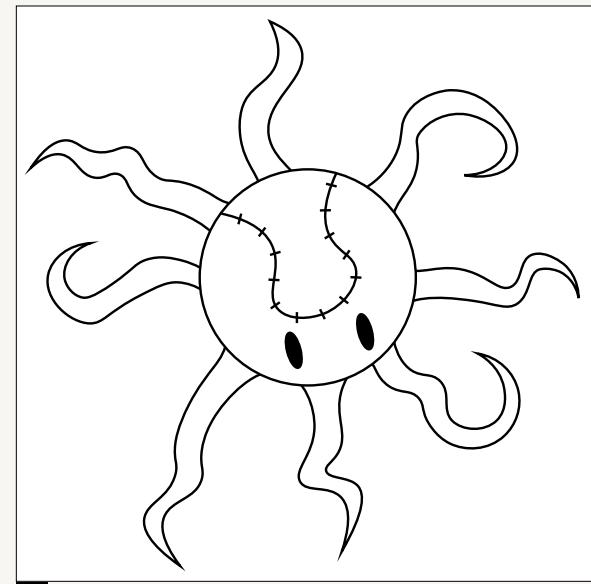
PROJECT | LOGO PROJECT: REFINEMENTS



1



2



3

Best Logos

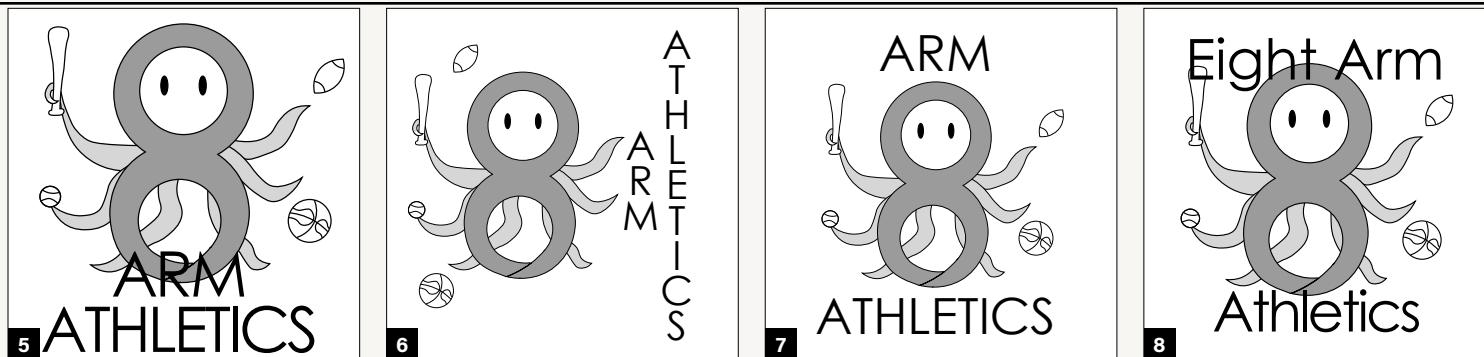
1. This logo has the symbols of sports items and an octopus head a lot of balance to communicate the general idea of the store.
2. This logo again uses balance with the imagery of an octopus in the shape of the number 8 and sports items to represent the store name and purpose.
3. This logo uses the imagery of an octopus with a baseball as a head to show that it's a fun store that sells sporting goods..

PROJECT | LOGO PROJECT: LOGO + TYPE VARIATIONS

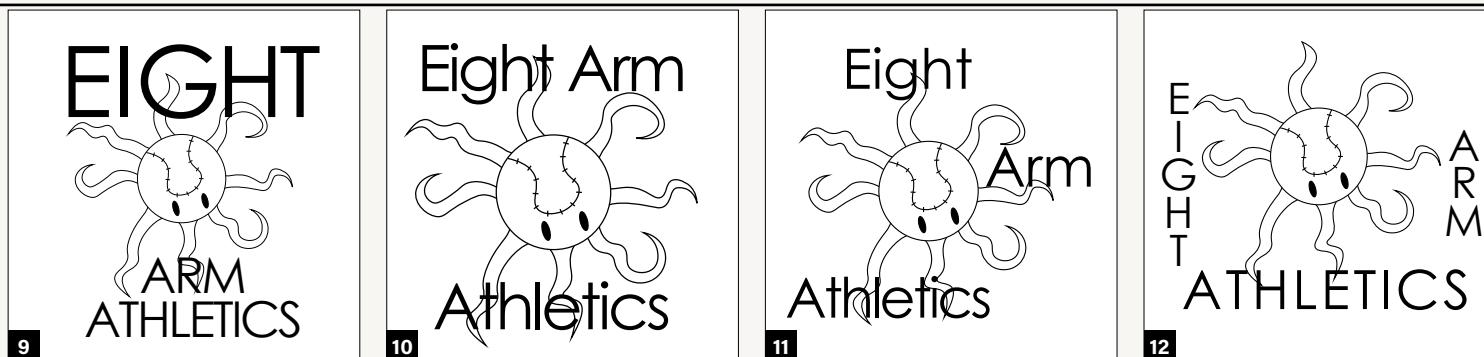
LOGO DIRECTION 1 - FOUR TYPE EXPLORATIONS



LOGO DIRECTION 2 - FOUR TYPE EXPLORATIONS

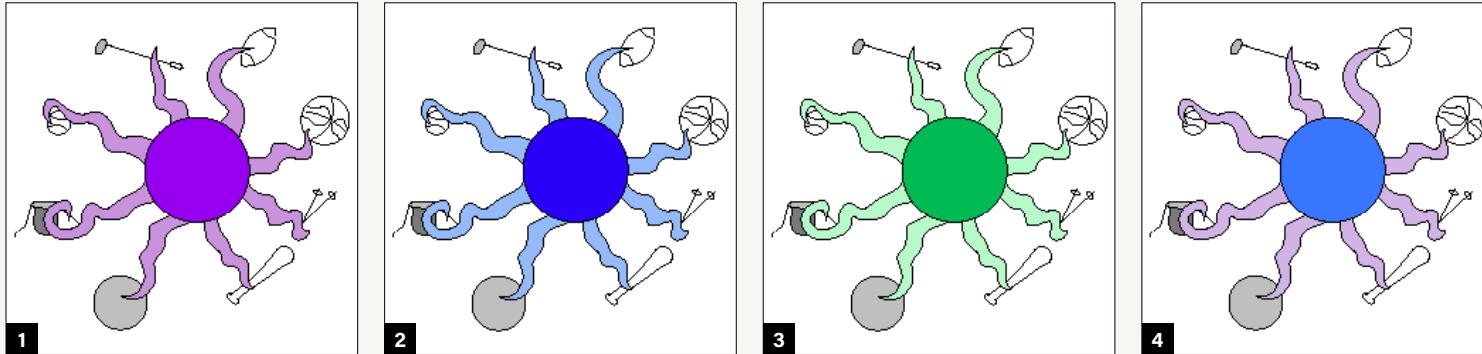


LOGO DIRECTION 3 - FOUR TYPE EXPLORATIONS

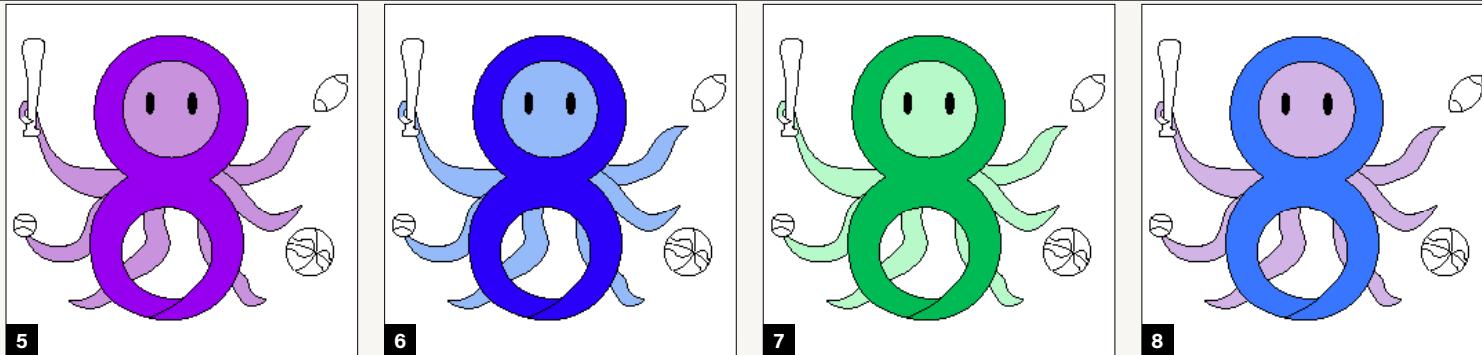


PROJECT | LOGO PROJECT: COLOR VARIATIONS

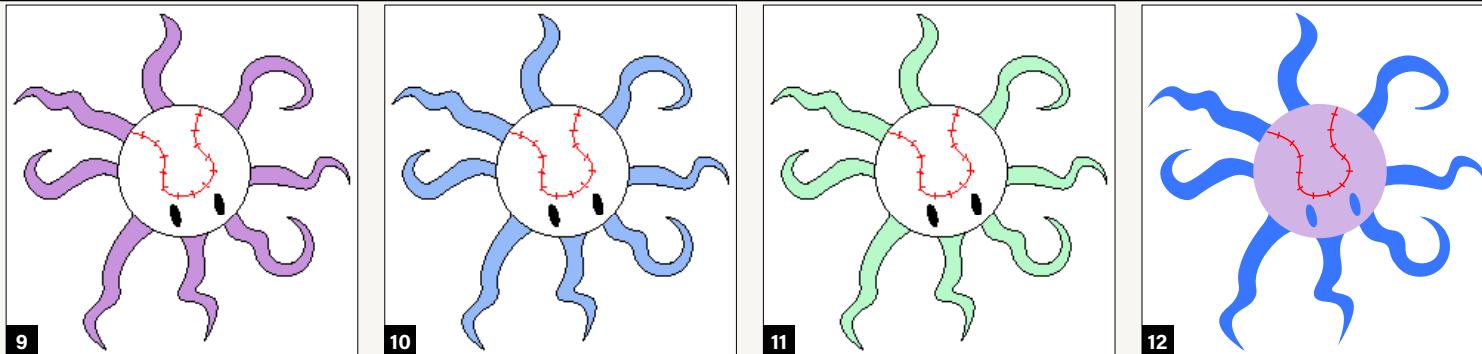
LOGO DIRECTION 1 - FOUR COLOR EXPLORATIONS



LOGO DIRECTION 2 - FOUR COLOR EXPLORATIONS



LOGO DIRECTION 3 - FOUR COLOR EXPLORATIONS



PONDER | MODULE 07

My favorite color is cobalt blue because it reminds me of a beautiful gemstone.

How have your logos improved?

I think adding color has helped to improve my logos a lot because it makes them a lot more obvious as being octopuses in my opinion. I think that before where it was a little hard to see what they were, having the colors gives more context to them.

What color or combination of colors best communicate your logo and why?

I really like the look of blue and purple because it gives a feeling of being calm and friendly, which is what I am going for by having a cartoonish octopus, so I think the colors just help bring that out more.

Why do logos usually only use one or two colors?

I think it helps with the recognizability and keeping the logo as simple as possible. It also helps make it scalable so that it can be used at many different sizes.

Why is value contrast important

It helps to make sure that everyone is able to see the message that you are trying to get across. In web development it is a huge focus when it comes to accessibility and making sure those that might have vision problems still get the same experience as everyone else.

Why is important to explore more than one option when it comes to color or typography?

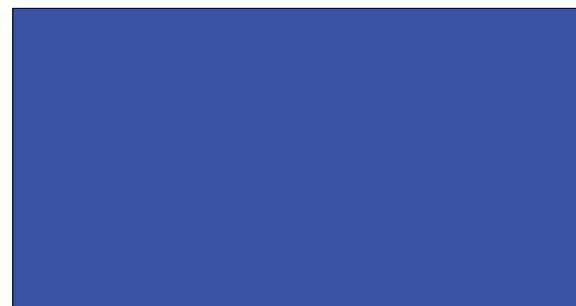
I think it is important to explore different options because of the same reason that exploring different

sketches when coming up with the logo design is important. It helps to see different ideas that you might not have thought of right away and lets you have a better idea of what options are available before deciding on one.

Which typefaces worked best with your logo? Why?

I really only liked the sans serifs when it came to looking at typeface for my logo, and I chose century gothic because it had very circular Cs and Gs which I felt went well with the octopus imagery that I have. I think that serifs, slabserifs, and scripts take away from the friendly nature that I was trying to go with.

Can typefaces have personalities? How?



I really like cobalt blue, but sadly it doesn't get portrayed well in the CMYK color space. It is very rich and bright.

I think that typefaces can definitely have personality, but I also think that a lot of that personality is subjective and can be based on where you have seen similar typefaces throughout your life. Similar to how colors have different emotions depending on the culture that you are raised in.

Conclusion

I think it is interesting how much a different style of typography and colors can change how different your logo feels. I really want to learn more about color theory and learn how to invoke emotions more heavily with color, as I think it was just skimmed over in this weeks videos and I think colors can be really important when trying to elicit different feelings from those viewing your designs.

I think colors can be really important when trying to elicit different feelings from those viewing your designs.

Module 08

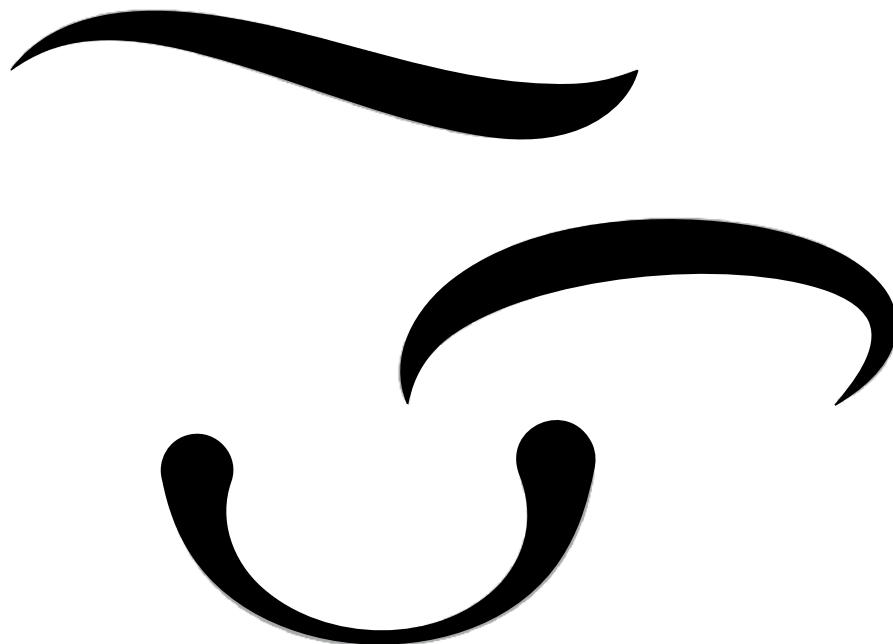
“Art resides in the quality of doing, process is not magic.”

– Charles Eames

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 01

Review: **Pen & Width Tools**

Draw these lines using only 2 points. Add a stroke with no fill. Use the **Width Tool** (Shift + w) to match the widths below.



Created by

NOTE: if you are having trouble drawing on these pages, check the layers panel to the right to make sure you are on an unlocked layer.

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 02

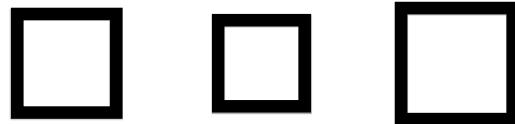
Review: **Stroke Panel**

Use the Stroke Panel to complete this activity. Create strokes that match the examples in gray below.

1: Cap:



2: Align Stroke:



3: Dashed Line:



ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 03

Review:

Type on a Path,
Pathfinder Divide,
& Eyedropper

• ART RESIDES IN THE QUALITY OF DOING
PROCESS IS NOT MAGIC •

Logotype Example

QUAGITY

Your Logotype



QUAGITY

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 04

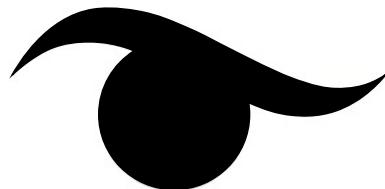
Use the Pathfinder Panel

Recreate the grey example on the left using Pathfinder Panel and the shapes in the right.

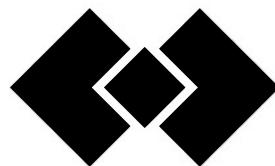
Minus Front



Unite



Divide



STUDIO | LOGO PROJECT: FINAL VARIATIONS



Best Compositions

1. This composition uses balance as well as emphasis by having an almost symmetric balance with the sporting equipment offsetting each other on each side.
2. This composition uses balance as well, but also heavy emphasis on the eight to show that it is an octopus in the logo.
3. This composition is almost the same as the last one, but having the emphasis less on the text and more just on the design.

STUDIO | FINAL LOGO SIGNATURE



FINAL DESIGN



PHOTO OF FINAL DESIGN (PRINTED)

(Please include a quarter, pen, or something for scale)

PONDER | MODULE 08

When I need to take a break from homework my favorite thing to do is play Reptilia by The Strokes on guitar.

What is form and why is it important in making good logo design?

Form is the overall shape and structure of the design of the logo. It is the use of shapes, typography, and design principles and it is important because it will help you to have a design that is balanced, well rounded, and makes sense.

How did you choose your final colors? What do they mean?

I chose my final colors because I wanted to signify fun and friendliness, and I felt that the blue was vibrant but soft enough that it would seem calm, and the purple and lavender help to signify a sense of silly and wimsy.

What makes a logo successful?

I think that some of the things that make a logo successful are things like being clever, being simple, and being obvious enough that people can understand what the design represents.

Talk about your final logo. How successful do you think it is?

I think it is pretty successful. I remember the professor saying it was fun and clever when he first saw the octopus with a baseball for a head, so I thought it would satisfy that. I simplified the design a lot by making the tentacles less intricate, and having the baseball stitches be larger and having less of them. I also think that, with the title to help the viewer, it is obvious that it is a baseball headed octopus. Eight arms gives context to the

tentacles not just being a splat on a window or a sun, and the baseball and the word athletics help to show that it is a sporting goods store.

What did you learn about typography during this project?

I have had some experience with typography in the past, and even taken a college level typography class before transferring to this school. I don't think we went over slab serif being separate from normal serif fonts, but I also might have just forgotten but either way I did learn more about that in this project. I still think there is more for me to learn about differences between similar fonts. For example when would I want to use Arial vs Helvetica. Not just recognizing what is different about them but being able to know what those differences are good for.



My electric guitar is currently my favorite distraction, as I've gotten back into it after not playing for a few months.

You have followed a basic design process for two projects now. What are the basic steps in a design process?

I think the basic steps in a design process involves brainstorming, drafting, reflection, improving, and finalizing. Brainstorming is getting all the ideas out there, drafting is coming up with initial sketches from the

ideas, reflection is seeing what you like and what works from the sketches and what doesn't work, improving is coming up with a new generation of ideas, and finalizing is picking the best pieces and putting them together.

What is your favorite step in the design process? Why?

I think I like improving the best, because you have an idea of what you're looking for and you get to make it into something that looks close to a final product but still having the wiggle room to work out kinks. It's like a lower pressure version of finalizing.

Which step in the design process do you struggle with the most? Why?

I think brainstorming is the toughest part of the design process for me, because I don't think of myself as very creative. It takes a lot more effort from me to think of new ideas compared to figuring out how to fix something that already exists. I also get stuck at wanting perfection and it's hard to put out ideas I don't fully love.

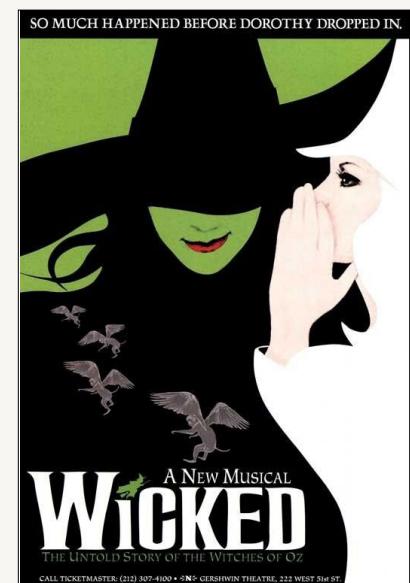
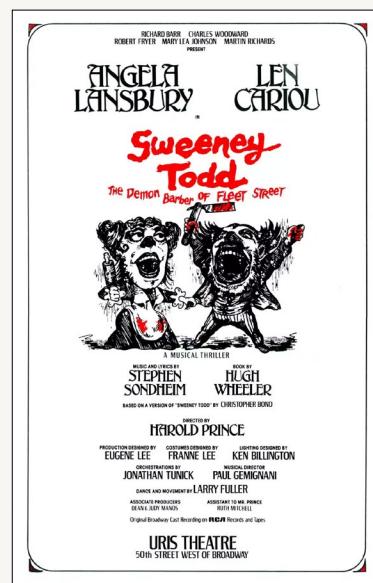
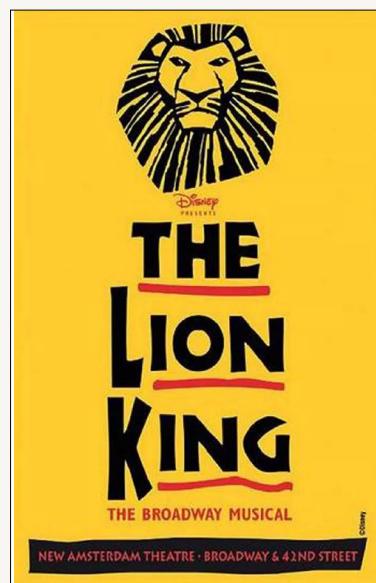
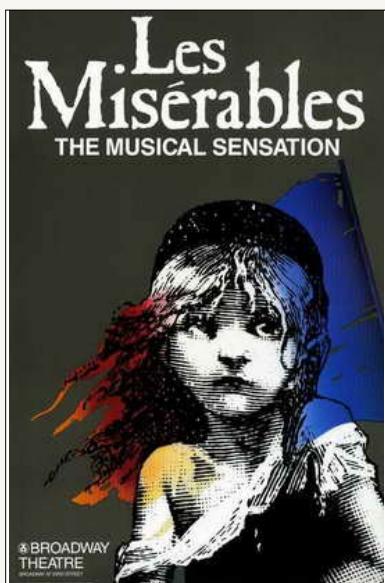
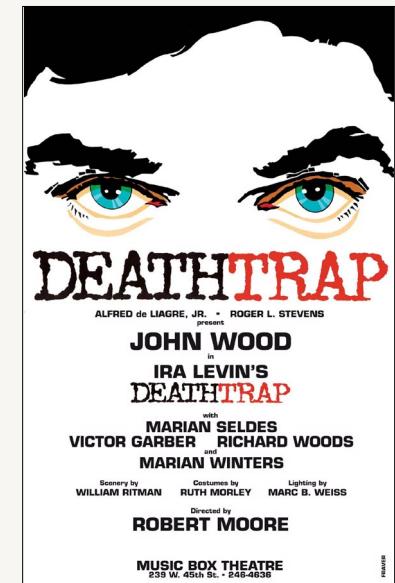
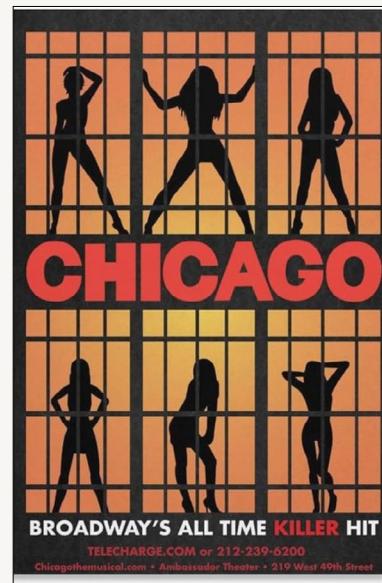
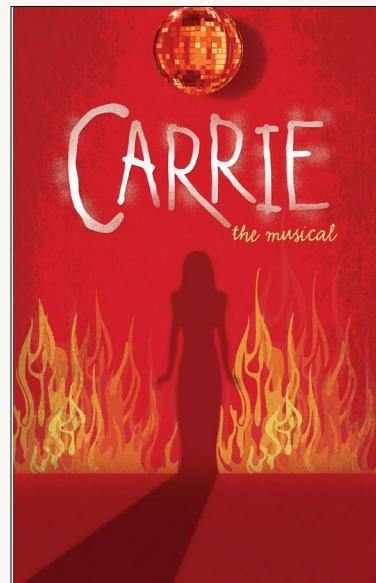
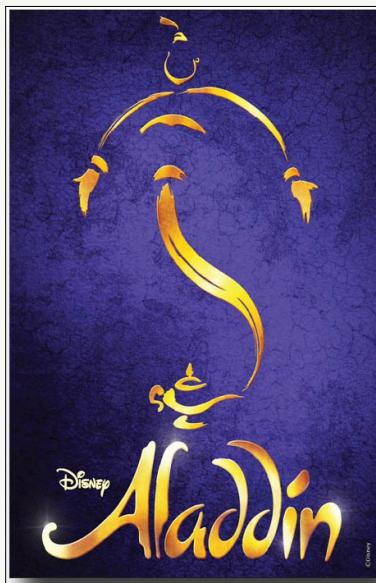
I think that some of the things that make a logo successful are things like being clever, being simple, and being obvious enough that people can understand what the design represents.

Module 09

“Art is work.”

– Milton Glaser

PROJECT | POSTERS: GENERAL POSTER VISUAL RESEARCH



PROJECT | POSTERS: YOUR SHAKESPEARE PLAY

Complete this worksheet *before* you begin sketching your poster designs. Use this page to define the problem you will be solving in your sketches. The success of your posters will be assessed according to the information you provide here.

After completing the research on your play, provide the following information:

YOUR PLAY

Hamlet

STORY THEME

Madness, Insanity, Revenge, Mortality, Corruption, Fate vs Free Will, Appearance vs Reality, Family and Loyalty, Tragedy

THE CAST

Hamlet, Claudius, Gertrude, King Hamlet, Polonius, Ophelia, Laertes, Horatio, Rosencrantz, Guildenstern, Fortinbras

THE PITCH

Hamlet is a prince has to take action after he learns that his father, the king, was killed by his uncle in order to take the throne.

EMOTIONAL & RATIONAL CHARACTERISTICS

It should show darkness, anger, fear, worry, and unsurety.

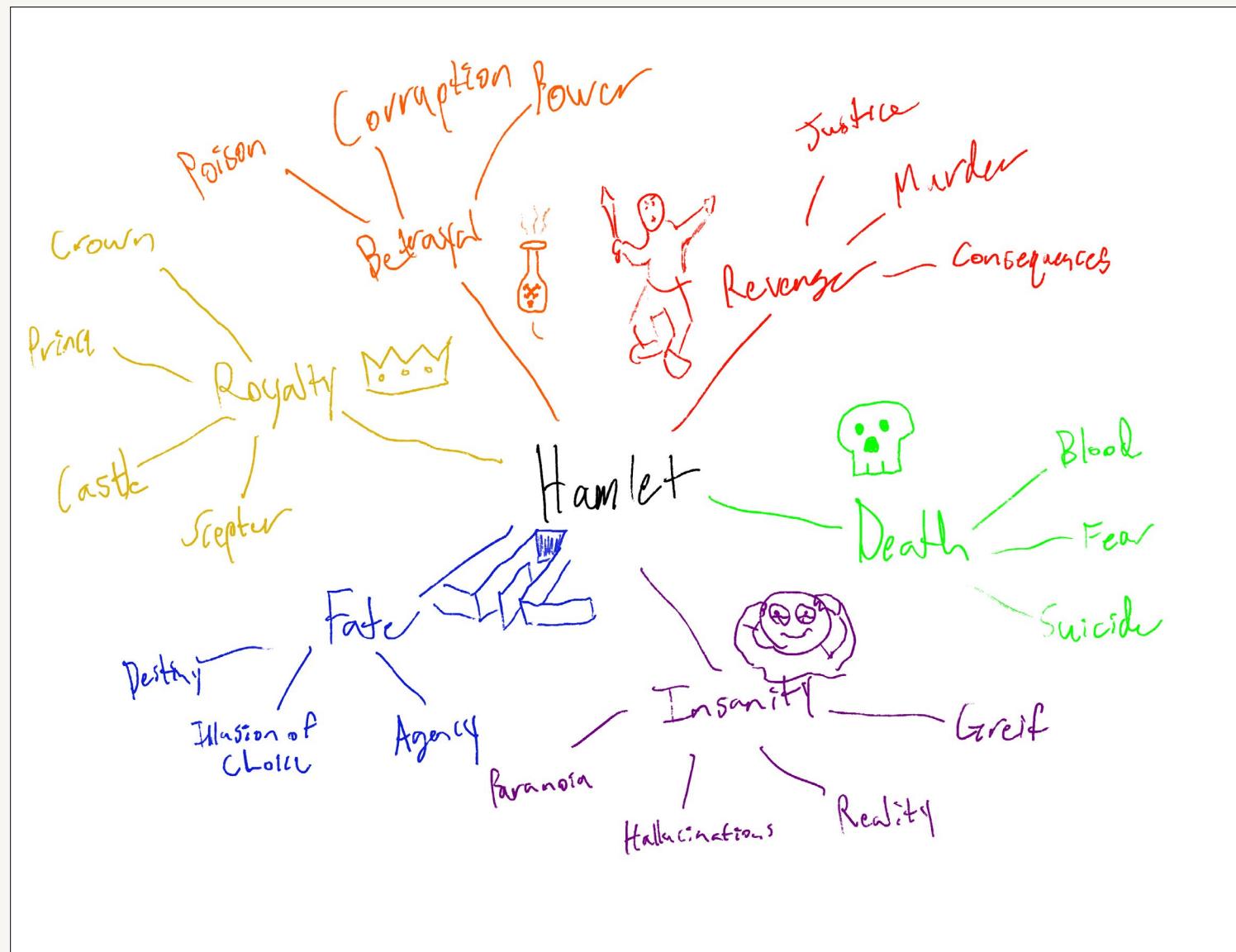
I want it to communicate insanity, death, and betrayal.

PROJECT | POSTERS: WORD LISTS

Instructions: Word lists help you find ideas more quickly. To do this, write every word you can think of that relates to what you need help with. For example, after you've picked your Shakespeare play, list make word lists of symbols and concepts that relate directly to your play. Continue writing after you've thought of all of the obvious ideas. Afterwards, **bold** or star* the words that gave you the best ideas. **NOTE:** If you choose to do this by hand on paper, scan that page and place it on this page instead of re-typing.

Hamlet	monologue	misery
prince	existential	silence
Denmark	philosophy	
tragedy	*reflection	
revenge	identity	
betrayal	duality	
murder	illusion	
*ghost	reality	
madness	suicide	
insanity	sorrow	
grief	drowning	
despair	manipulation	
fate	honor	
death	loyalty	
*skull	action	
poison	hesitation	
dagger	destiny	
*sword	tragic	
blood	conflict	
throne	power	
*crown	evil	
corruption	darkness	
lies	light	
deception	ghostly	
treachery	*supernatural	
espionage	haunting	
guilt	doom	
fear	shadows	
hatred	justice	
*paranoia	conspiracy	
regret	chaos	
soliloquy	*bloodshed	

PROJECT | POSTERS: MIND MAP

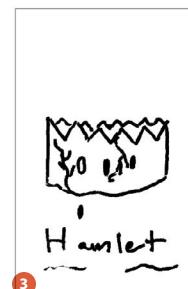
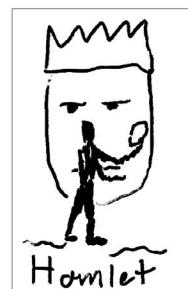
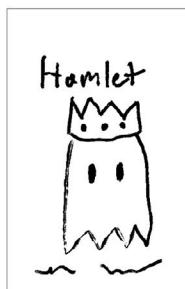
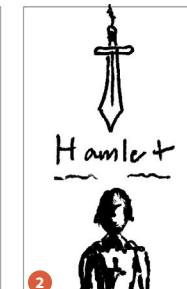
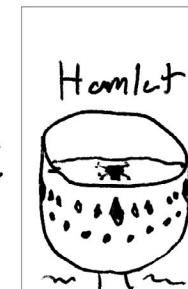


Identify interesting connections

1. Illusion of choice
2. Hallucinations
3. Poison
4. Crown
5. Consequences
6. Blood
7. Paranoia

PROJECT | POSTERS: SYMBOL POSTER SKETCHES

SYMBOL POSTER



1. This poster shows Hamlet standing over an area with everyone who has died because of his choices
2. This concept shows Hamlet with the sword of Damocles over him showing the idea that he can't escape his fate
3. This shows a cracked crown to show corruption and death within the royal family

*Symbol Poster sketches should be based on brainstorming of your symbols from your chosen play. Dagger, crown, skull, rose, or tomb are all examples of symbols.

PROJECT | POSTERS: TYPE POSTER SKETCHES

TYPE POSTER

The grid contains 12 hand-drawn sketches, numbered 1 through 12, each illustrating a different concept for a type poster:

- Sketch 1: Words swirling around a central figure.
- Sketch 2: A face with swirling lines.
- Sketch 3: The word "Hamlet" with wavy lines.
- Sketch 4: The word "Hamlet" with a vertical line and reflection.
- Sketch 5: The word "Hamlet" falling through an hourglass.
- Sketch 6: The word "Hamlet" reflected in water.
- Sketch 7: Horizontal wavy lines.
- Sketch 8: The word "Hamlet" with abstract lines.
- Sketch 9: The word "Hamlet" with scribbles.
- Sketch 10: The word "Hamlet" with horizontal lines.
- Sketch 11: The word "Hamlet" with vertical lines.
- Sketch 12: The word "Hamlet" with wavy lines.

*Type Poster sketches should be based on brainstorming of your concepts from your chosen play. Balancing act, union, tension, isolation, insanity are all examples of concepts to base your type poster on.

1. This concept has words swirling around to show madness and insanity
2. This shows words falling through an hourglass to show that you can't escape the passage of time
3. This shows the words being reflected and distorted to show how our words and actions can be distorted and seen through a different view

PONDER | MODULE 09

My favorite thing to learn about is how things work.

Why do designers conduct research?

Designers conduct research so that they can better understand the project they are working on, as well as to help themselves see sides of the project that they might otherwise not have considered.

What do you enjoy about researching? What parts do you struggle with?

I enjoy researching when I find the topic interesting and can get a good concept of what it is that I am researching, but if something is overly confusing to me then I usually can't even begin to research as I don't know where to start.

When brainstorming, do you find word lists or mind maps more useful? Why? Are there other ways you like to get ideas?

I think personally I find word lists more helpful because it is a faster way for me to get a lot of ideas out there and make connections after looking at all the topics, rather than trying to make connections as I am starting to think of concepts. I also think my brain gets too annoyed with organization for mind maps, as sometimes I don't know if a branch relates more with one topic or another and I get stuck on where to put it.

How is sketching posters different from other sketching done in this class?

I think sketching posters is a lot easier for me. This is mostly because I get to try to represent something that I already have a pretty good idea about, so I know what

themes and ideas I can pull from, as well as imagery from the play. When we did the song design we had to use non representational shapes and being abstract is something that I struggle with a lot. A logo was easier, but we were still creating a logo for a business that didn't really exist and there was so much up to our own interpretation.

How would you describe a poster to someone who's never seen one? What makes a poster different from other design artifacts?

Posters are there to get people's attention, give some themes and details, and get the viewer interested in the bigger idea. Posters are different from other design artifacts because they are meant to build interest without giving everything away.



How it's made isn't technically about how things work, but it is really interesting to see how things that we use every day come together.

Posters are different from other design artifacts because they are

meant to build interest without giving everything away.

What symbols will be most useful when communicating your chosen play?

Skulls, poison, and swords as this play has most every character die.

What concept(s) will you communicate in your type poster that might be difficult to communicate with a symbol?

Madness, and distorted reality.

In Conclusion...

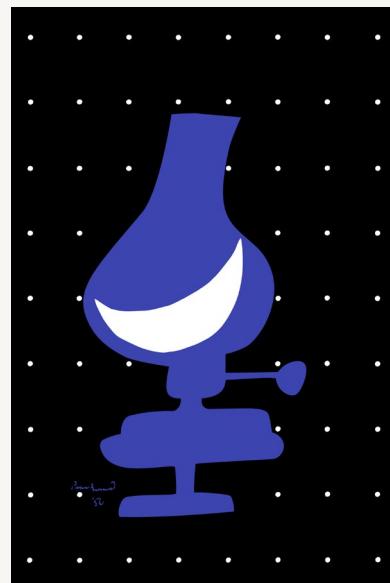
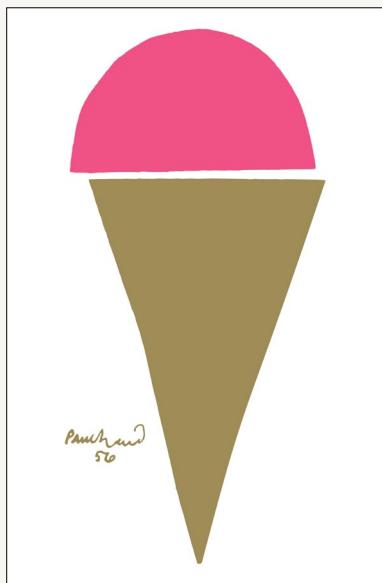
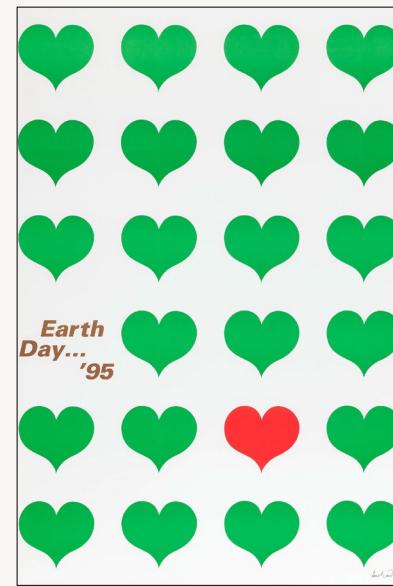
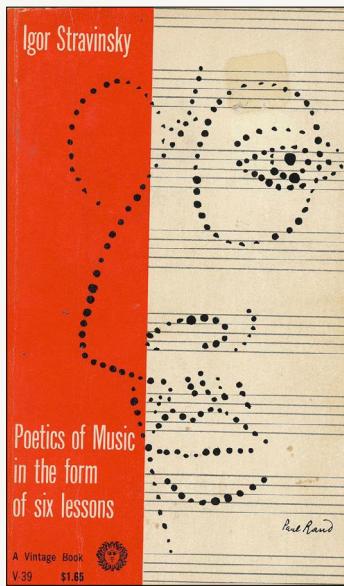
I think that posters are an interesting and fun way to show some details and themes about a play without giving away everything. This builds the viewers interest and leaves them wanting more.

Module 10

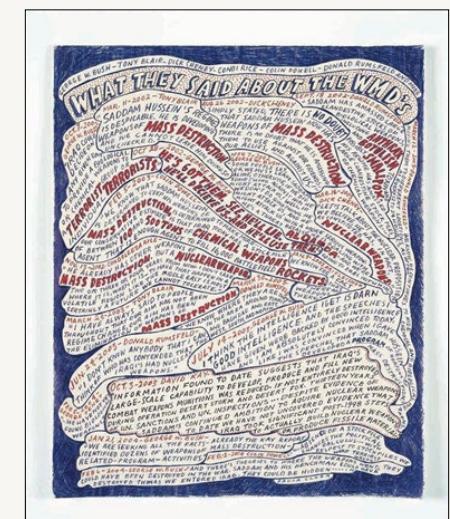
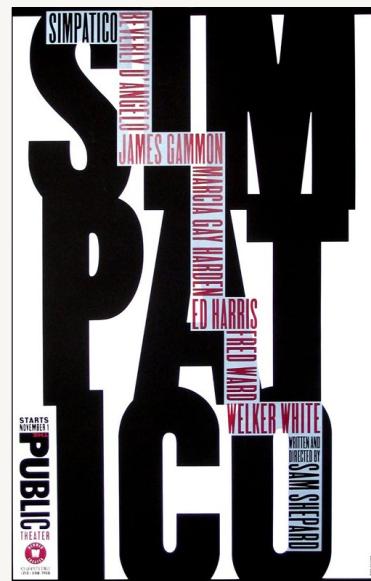
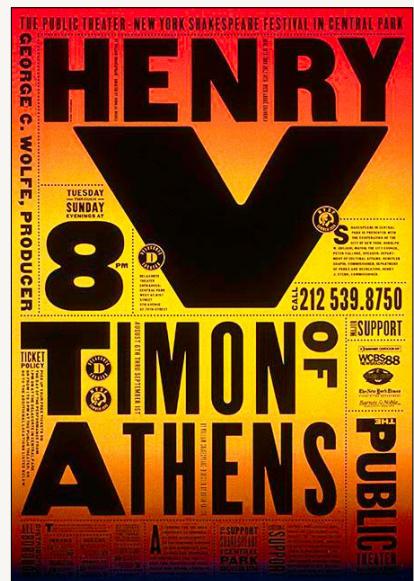
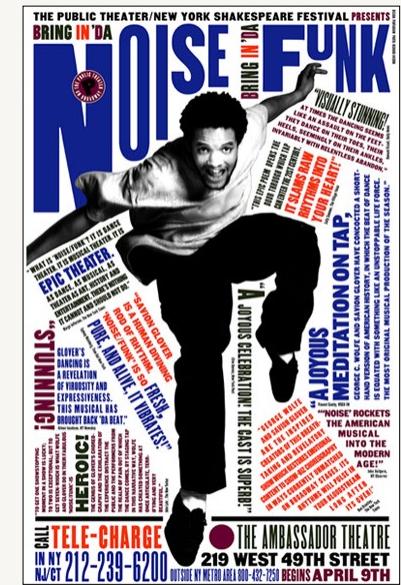
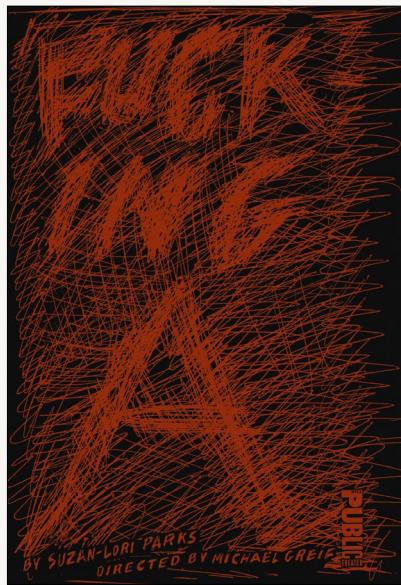
“If you want to be as good as [Paul] Rand, don’t look at Rand; look at what Rand looks at.”

– Helmut Krone

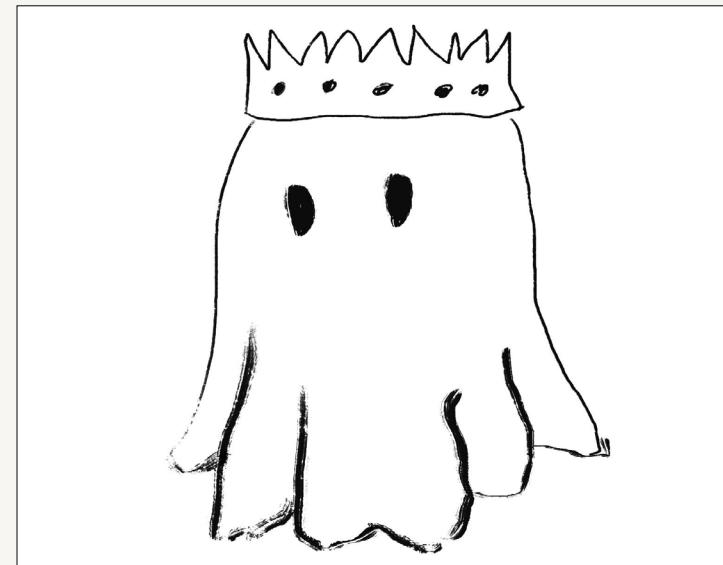
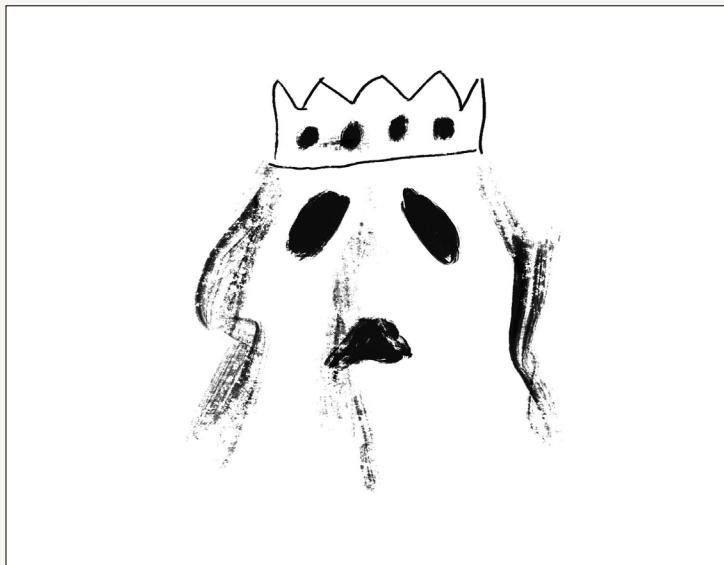
PROJECT | POSTER RESEARCH: SYMBOL POSTERS BY PAUL RAND



PROJECT | POSTER RESEARCH: TYPOGRAPHIC POSTERS BY PAULA SCHER



PROJECT | SYMBOL POSTERS: VISUAL EXPERIMENT ONE



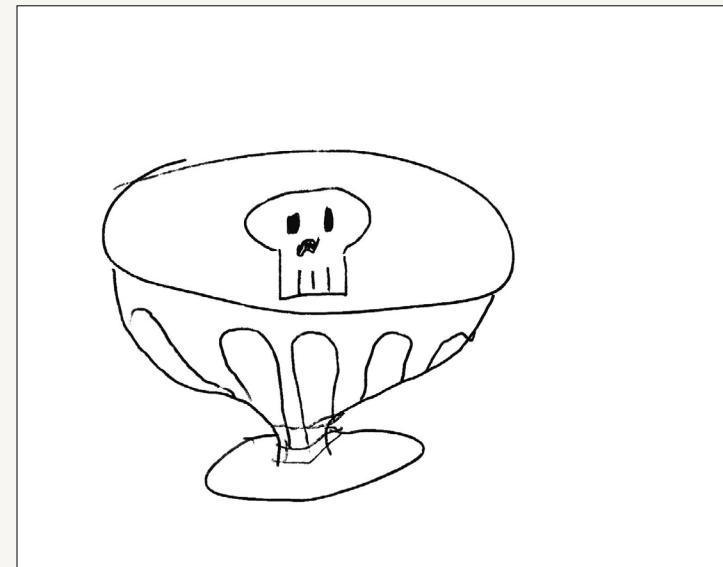
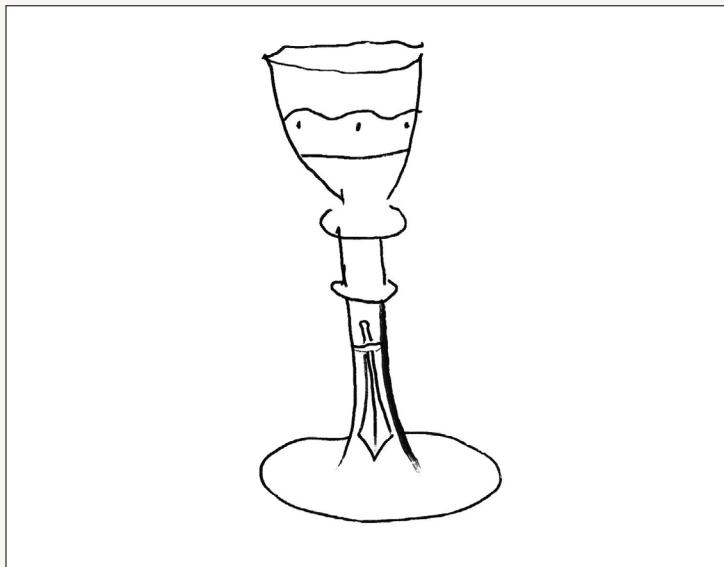
Description for Visual Experiment 01

The captions should include a brief description of each experiment and how it relates to the chosen Shakespearean Play.

1. this was meant to be a more realistic ghost of the king
2. this is a more newaged cartoon ghost of the king
3. this ghost is meant to be more like a scooby doo villain ghost
4. this is more of an old style cartoon ghost



PROJECT | SYMBOL POSTERS: VISUAL EXPERIMENT TWO



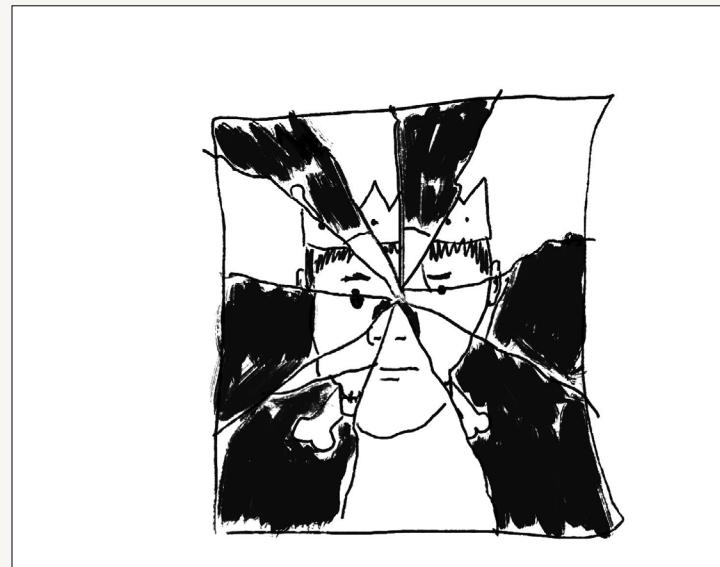
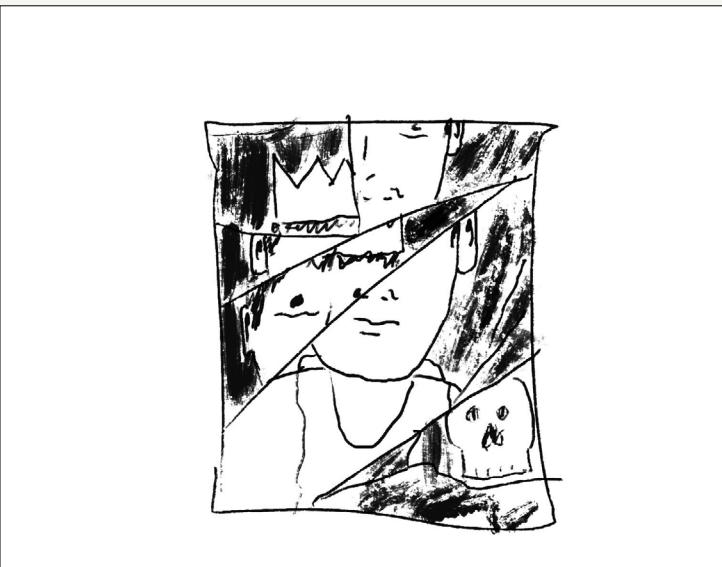
Description for Visual Experiment 02

The captions should include a brief description of each experiment and how it relates to the chosen Shakespearean Play.

1. this is a simple chalice that has a sword to show that it is deadly
2. this chalice is meant to be top down showing death inside of it
3. this chalice has a picture of the king who died on it to show you will also receive his fate
4. this chalice has imagery of a crown, a skull, and a bottle to show that it is full of poison



PROJECT | SYMBOL POSTERS: VISUAL EXPERIMENT THREE



Description for Visual Experiment 03

The captions should include a brief description of each experiment and how it relates to the chosen Shakespearean Play.

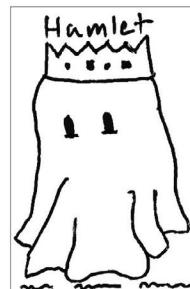
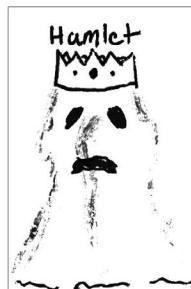
1. caption for visual experiment 03
2. caption for iteration #1
3. caption for iteration #2
4. caption for iteration #3



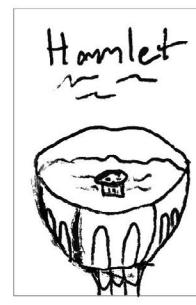
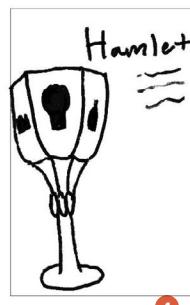
PROJECT | POSTERS: REVISED SKETCHES

SYMBOL POSTER

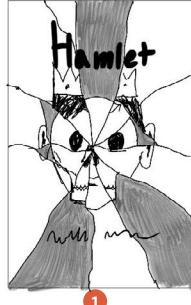
DIRECTION ONE VERSIONS x 3



DIRECTION TWO VERSIONS x 3



DIRECTION THREE VERSIONS x 3



1

Hamlet

Hamlet

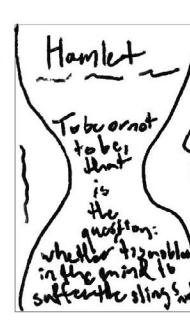
Hamlet

TYPE POSTER

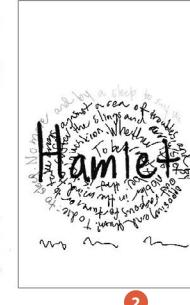
DIRECTION ONE VERSIONS x 3



DIRECTION TWO VERSIONS x 3



DIRECTION THREE VERSIONS x 3



3

Hamlet

Hamlet

Hamlet

*Symbol Poster sketches should be based on last weeks 3 best sketch directions and on the experiments done outside the computer. Posters will be finished in Illustrator.

*Type Poster sketches should be based on last weeks 3 best sketch directions and on concepts from your play like insanity, isolation, or decay. Posters will be finished in Illustrator.

DIRECTIONS for CAPTIONS:

Using the numbered dots provided at the right mark those sketches that you like the best. Choose 3 symbol posters and 3 type posters. Include a brief description of your concept for each chosen poster so your peers can see how your design represents the play.

1. This design is Hamlet looking into a broken mirror and seeing his own mortality
2. This design represents Hamlet's famous to be or not to be speech and his circling around his decision.
3. This is another option for the speech and circling around his decision
4. This represents a deadly poisoned chalice which kills Hamlet's father, mother, and is meant to kill him
5. This is another option of the poisoned chalice
6. This is Hamlet with blood dripping from the title because of all the death in the play

PONDER | MODULE 10

I prefer Paula Sher's work because I enjoy the chaotic energy that it has rather than the simplicity of Paul Rand's work.

What is a power of a good symbol as pertains to a poster?

The power that a good symbol has when pertaining to a poster is that it can give so much information and context to what the poster represents without giving too much away.

How does understanding your play change the way you approach design?

Understanding the play gives a lot more to work with when it comes to the approach for designing. It allows me to have a better concept of the ideas that I want my design to portray, and I feel like there is less creativity required and more clever thinking.

What does the word *Concept* mean in graphic design?

Concept, in graphic design, means that idea and feeling that you are trying to get across to the viewer. It is about the thoughts that you want to implant into their head.

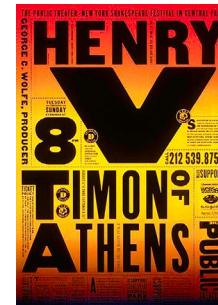
What did you learn about typography from working on your typographic poster?

I learned that placement and movement are a lot harder to decide on when it comes to working with typography for me. I don't really think about moving around type in the same way that I think about being able to move and interact with images.

What did you learn from your visual experiments about making images?

From my visual experiments I learned that thinking about different perspectives can change a lot about how imagery can make you feel. The difference between an object on display and an object in action is also a huge difference that can cause some really fun interactions.

Concept, in graphic design, means that idea and feeling that you are trying to get across to the viewer.



I really enjoy the way that this poster looks like a newspaper displaying information to the public.

I had talked to Brother Fluckiger about broken mirrors, but I didn't really have a place that I could break a mirror without having to deal with some serious and potentially dangerous cleanup. I instead just tried to use reference imagery when doing my experimentation to get some better ideas.

Which poster direction do you feel is your weakest, and how do you plan to fix this?

I think my weakest direction right now is my ghost king direction. I just feel like they don't carry as much weight as my other ideas, and I think it would be tough to make it more interesting. I think maybe using the more realistic ghost and a more roughly sketched image of Hamlet being scared would help.

What are challenges you faced while experimenting?

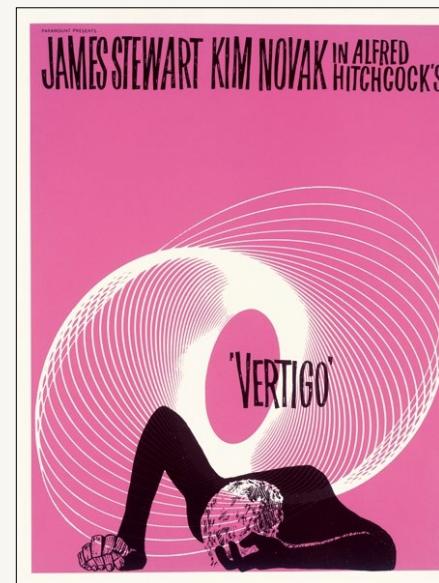
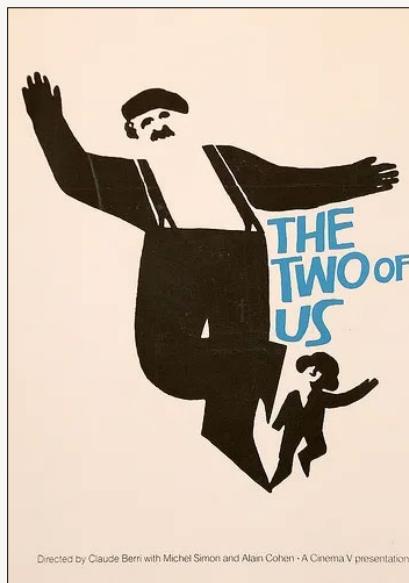
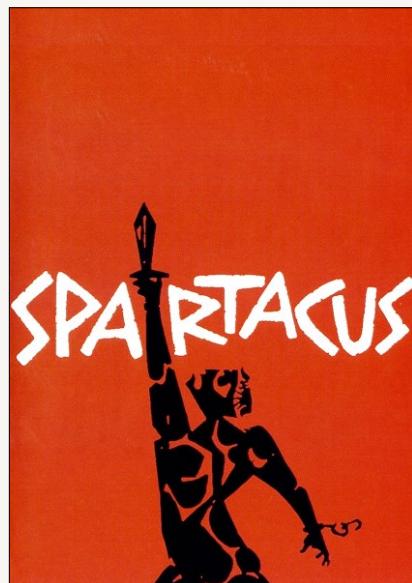
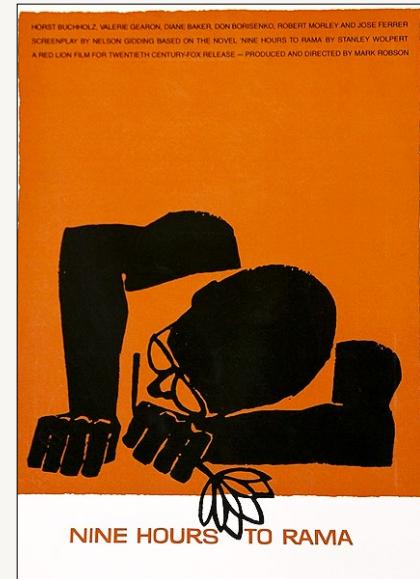
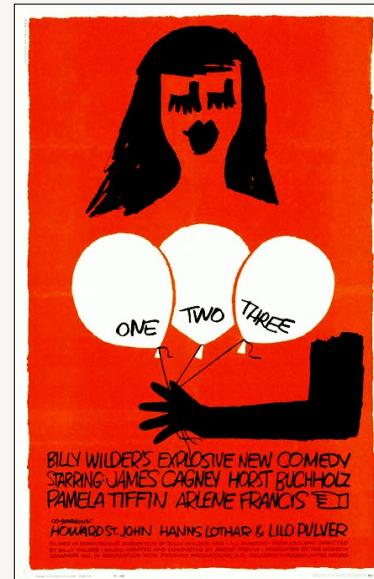
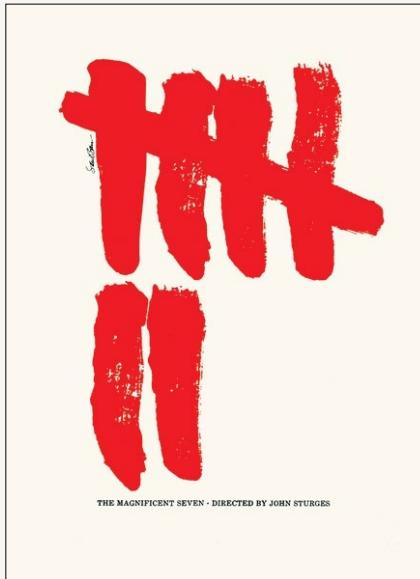
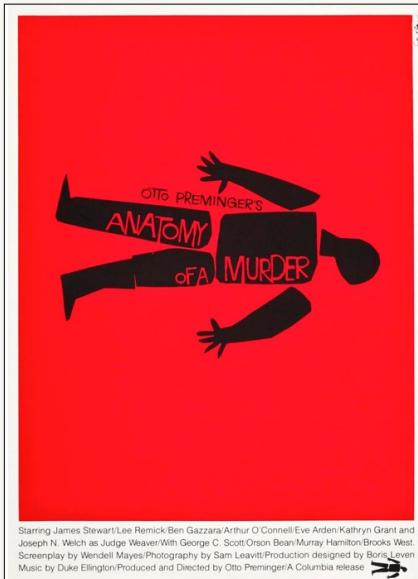
Some challenges I faced while experimenting were things like cost, space, and a lack of ideas. I really wanted to use real objects, but I don't really have any money, and

Module 11

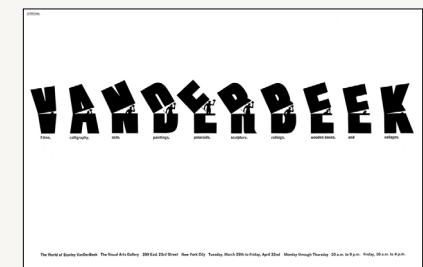
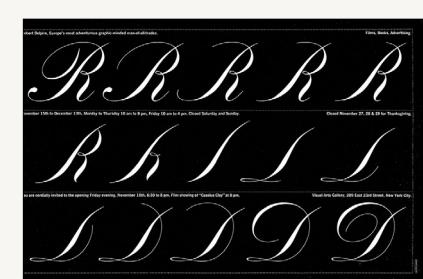
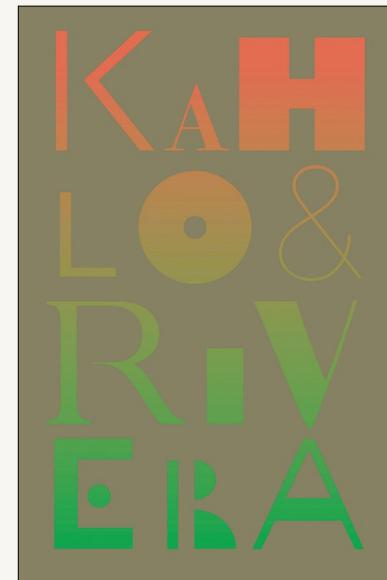
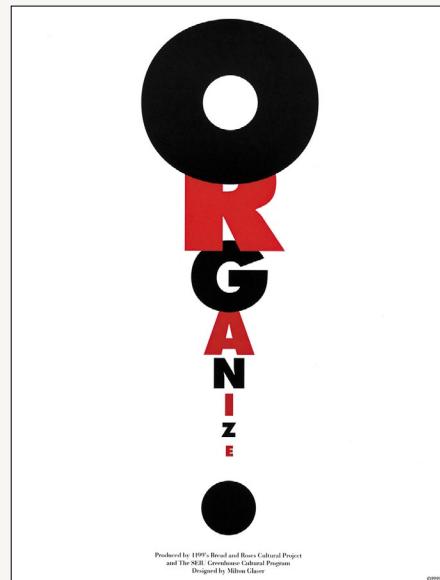
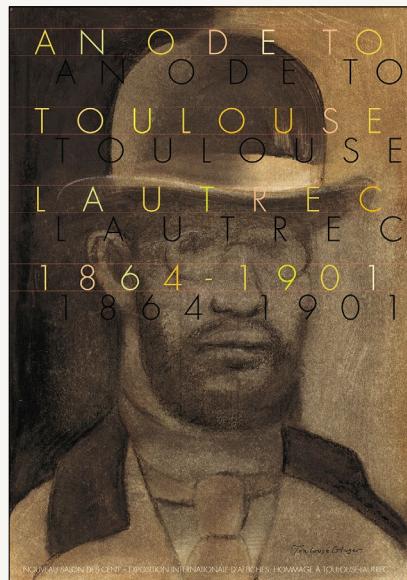
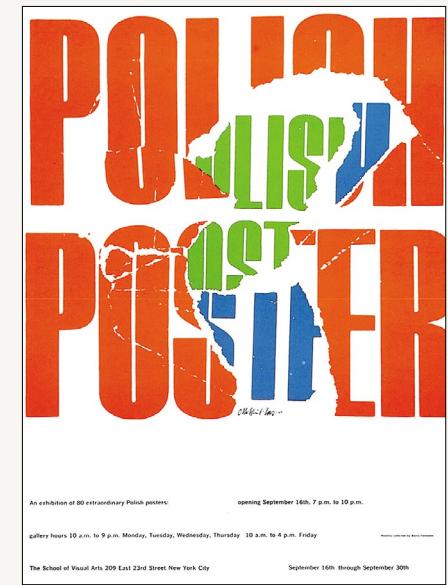
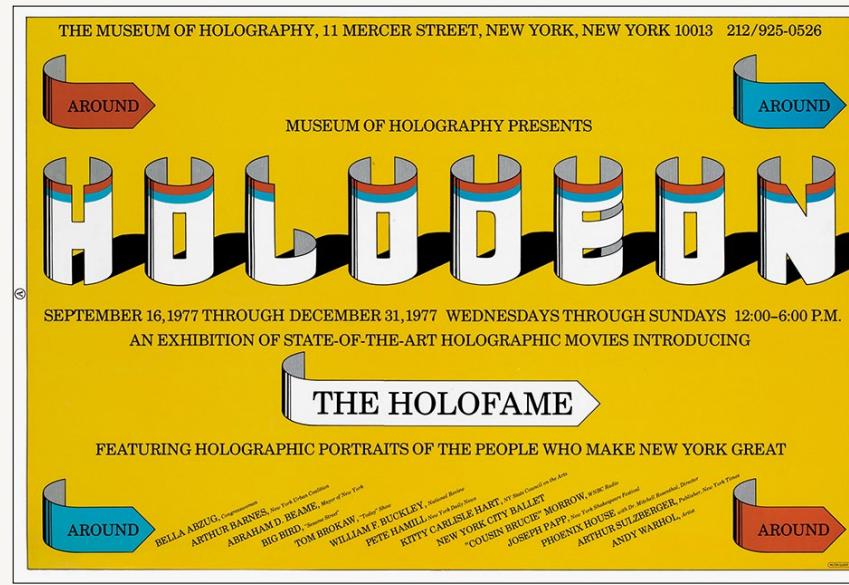
“Don’t try to be original, just try to be good.”

– Paul Rand

PROJECT | POSTER RESEARCH: SYMBOL POSTERS BY SAUL BASS



PROJECT | POSTER RESEARCH: TYPOGRAPHIC POSTERS BY MILTON GLASER



ACTIVITY | ADOBE ILLUSTRATOR: IMAGE TRACE & RECOLOR



Place the m11_activity.psd file in the image frame above.



Directions:

1. Open the Art130_Activity_m11_01.jpg file in Adobe Illustrator. Adjust the artboard using the artboard tool as needed.
2. In the top right corner, set the workspace to "**Essentials Classic**." Open the image trace panel.
3. Select the image. In the image Trace Panel, uncheck preview at the bottom and use settings similar to the ones shown (figure 1). Check preview when you are done. Wait patiently for the process to complete.
4. Click Expand at the top of the screen.
5. In the swatches panel, create a color group of 5 color values that you'd like to add to this image. Color groups are created by selecting the folder icon at the bottom of the swatches panel.
6. Select the image again (Cntl/Cmd + A). Select the "Recolor Artwork" button at the top of the screen (figure 2). Select your color group from "Color Library" dropdown. Experiment with the number of colors in the "Colors" Dropdown.
7. When satisfied, save and place your "m11_activity.ai" file inside the image frame on the left.
8. Select this frame with the Selection Tool and then select Object > Fitting > Fit Content Proportionately from the drop-down menus above.

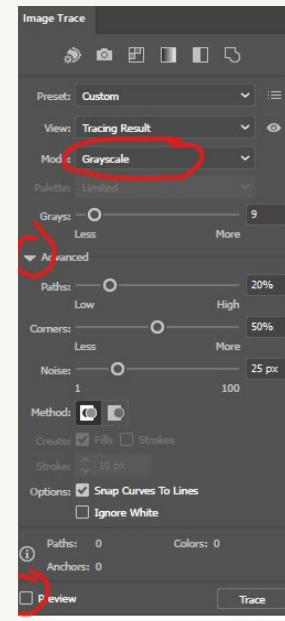


Figure 1: Go to View>Overprint View to see this more clearly.



Figure 2: Select "Essentials Classic" Workspace if you don't see it at the top of your screen.

PROJECT | POSTERS: SYMBOL POSTER COMPS



This came from some pictures I had took of myself with a crown on in front of a broken mirror and then of a skull in front of the same mirror, weaved together in photoshop then I used the image trace feature in illustrator.

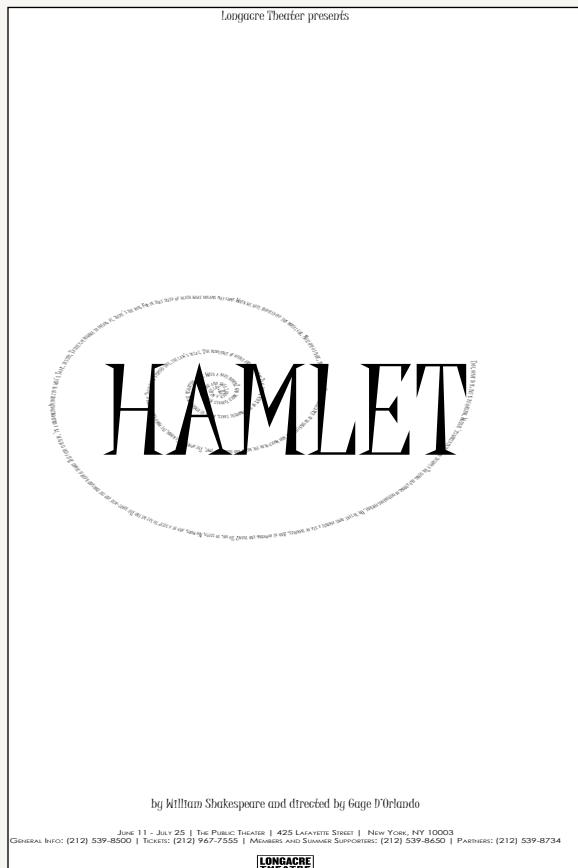


This is from the fact that I didn't think the broken mirror was very obvious, so I tried to make a broken mirror type image just with a picture of myself and a stock image of a skull. These two represent how torn apart Hamlet is with the decision to follow through with what his father told him he must do.

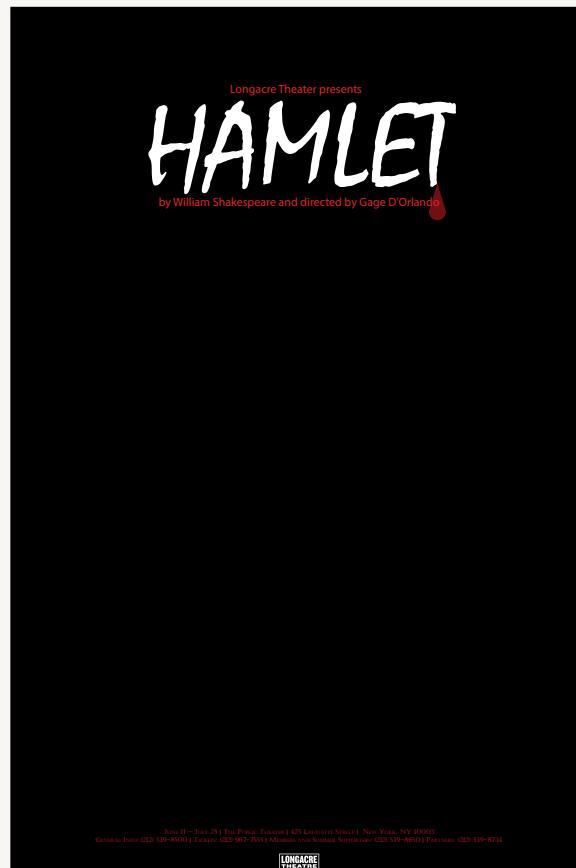


This image is from some imagery of a crown and spilled drink recolorized to show the darkness and hint at death and revenge.

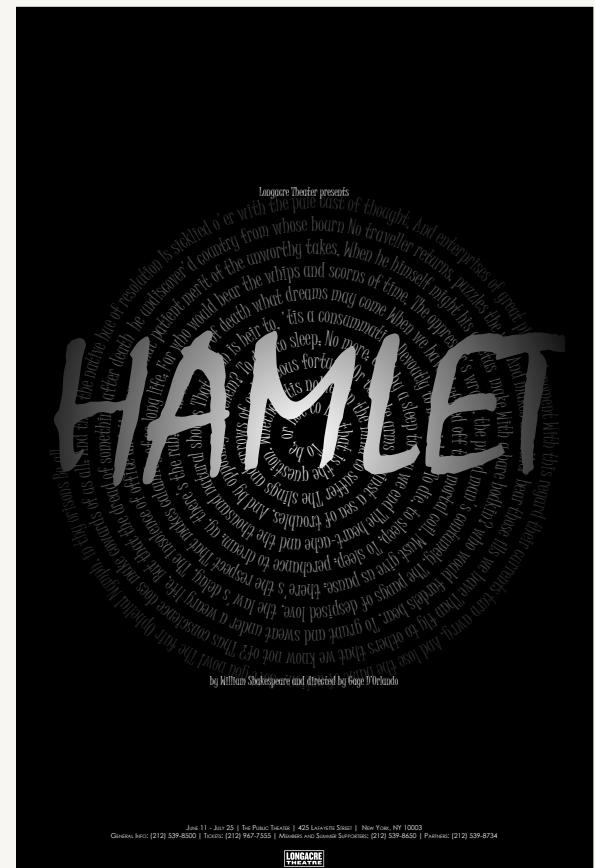
PROJECT | POSTERS: TYPOGRAPHY POSTER COMPS



Hamlet's speech is pulling the audience in with his decision.



This is meant to have some unease and curiosity with the single drop of blood on a black background.



The circles of text show Hamlet getting twisted into his decision.

PONDER | MODULE 11

My favorite medium for making images is procreate because it is a good mix between pure digital and being able to draw things out by hand.

Which concepts best communicate the theme of your play? Why?

I think the concepts of madness, choice, and fear are the concepts that I think communicate the theme of the play the best. They are the emotions that Hamlet is dealing with the most and visualising them can help the audience feel them as well.

What symbols have you chosen to communicate your play? Why?

I have chosen a broken mirror because I think it shows all of the concepts I wanted to work with. Hamlet is hallucinating a skull in his reflection, the breaks symbolize his split decision, and the fact that he sees a skull show fear and mortality. I also really like the circle of words because I think they show the madness and choice really well too.

What other symbols are you considering exploring?

The crown and chalice are still ones that I think could work if I find a good way to use them, as well as thinking simple like the lone drop of blood.

What makes an image stand out on a poster?

I think that contrast can help an image stick out, as well as not being overly crowded. When there is too much to focus on it becomes hard to know what the main point is.

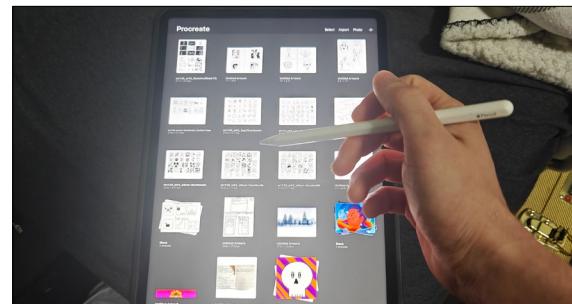
What do you like and/or dislike about Saul Bass's work?

I like that it seems he liked to stick more with simplicity, but I think he might have made things over simple in a lot of examples I saw, as sometimes I had no idea what the poster was supposed to be showing me.

What do like and/or dislike about Milton Glaser's work?

I like that he didn't just let text be text. Most of his typographic posters had the text as either a reference, or a sense of movement in the poster.

How has experimenting, then using illustrator



Procreate on my ipad is a great way to be able to draw and make digital adjustments at the same time.

changed your poster for better or worse?

I think that it has made my ideas a little more abstract. I really like the way that the imagetrace tool can make things look like ink blots. I want to understand how to make things look less realistic using it.

Do you feel that experimentation is an important part of your design process?

I think it can be at least to help form ideas you might not have initially seen.

In conclusion, this week, I learned:

For one thing I learned that mirrors are a lot harder to break than I would have thought, and that it is hard to get a good break that looks good with small scale mirrors. I also learned that Photoshop and Illustrator can work well together one way but the other way is much more difficult. I also think that it is a little hard to choose where to place things on posters because you have so much space to work with that it makes it hard to choose where anything should go without feeling like the balance will be heavily effected.

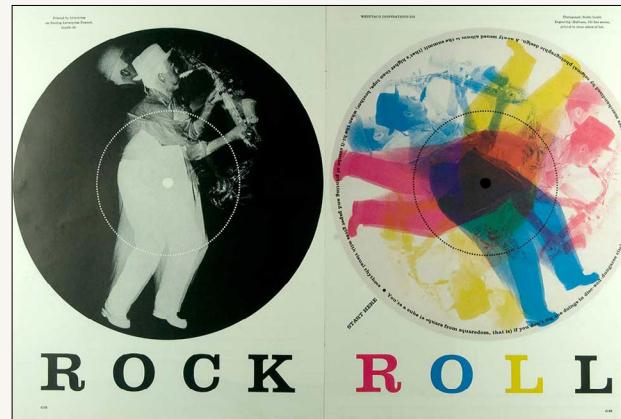
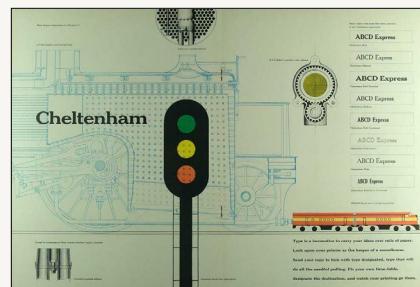
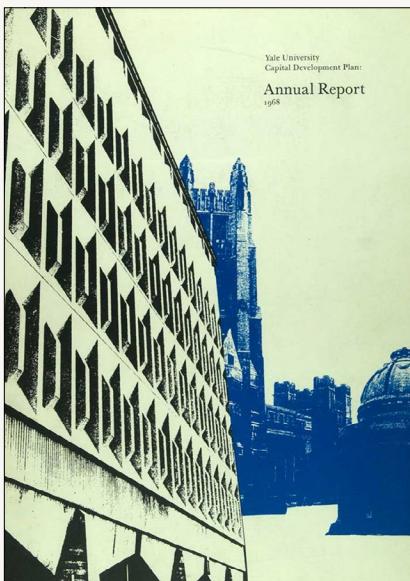
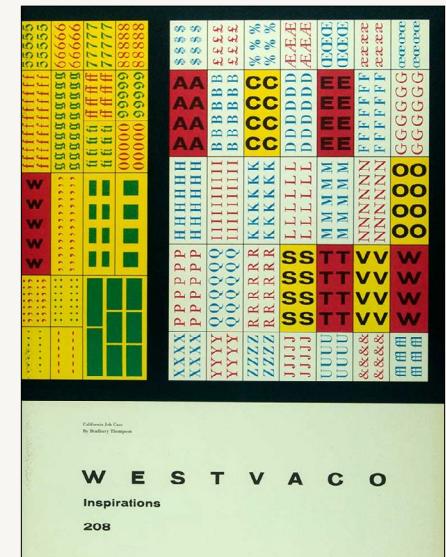
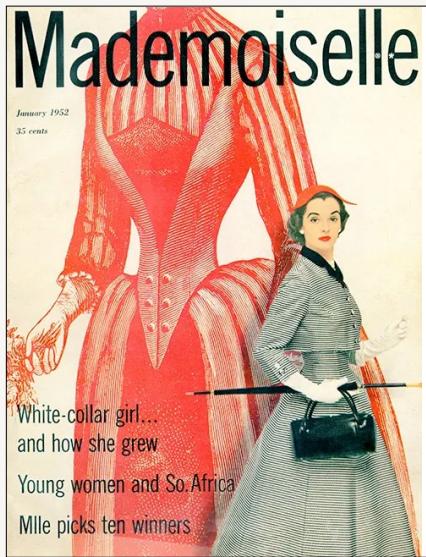
When there is too much to focus on it becomes hard to know what the main point is.

Module 12

“Type is a beautiful group of letters, not a group of beautiful letters.”

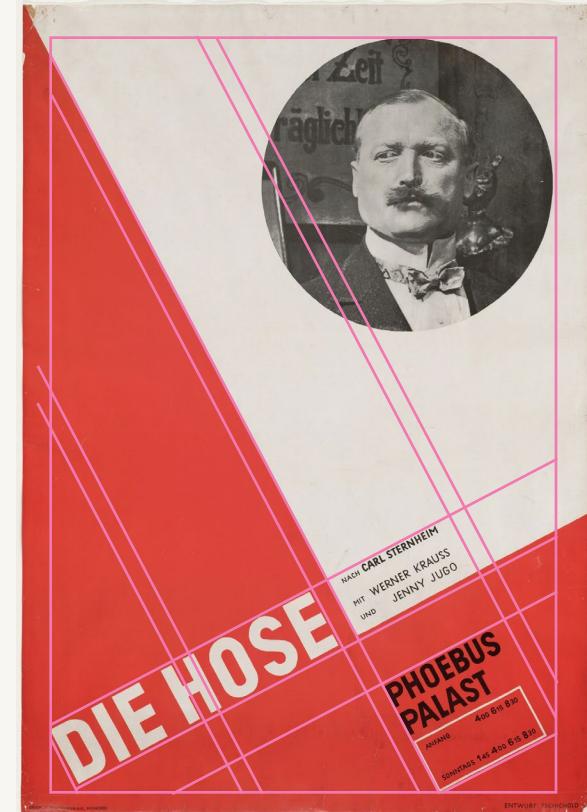
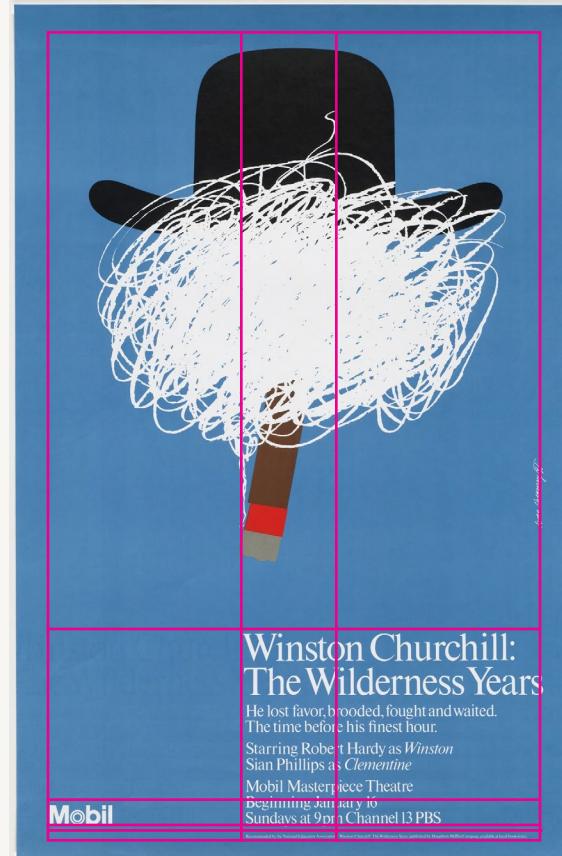
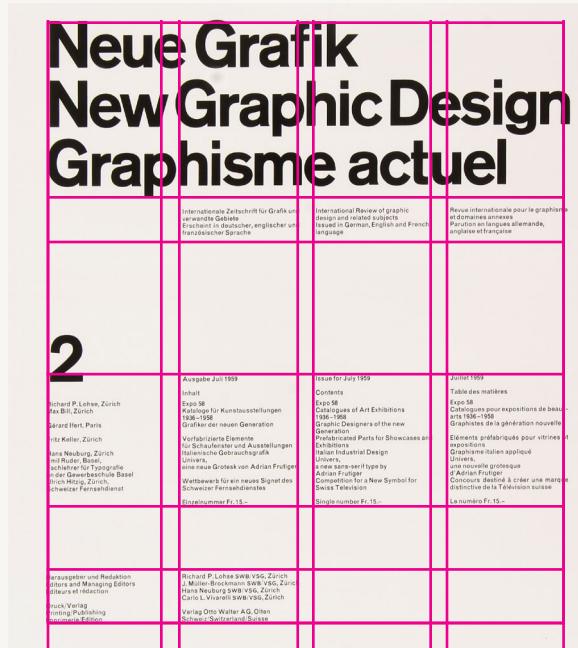
– Matthew Carter

PROJECT | POSTER RESEARCH: SYMBOL POSTERS BY BRADBURY THOMPSON



PROJECT | ACTIVITY: GRIDS

DRAW THE MARGINS & GRIDS OVER THE TOP OF THESE POSTERS.



PROJECT | POSTER FONT EXPLORATION

DISPLAY FONT OPTIONS (FOR THE LARGE WORDS ON YOUR POSTERS)

CASTELLAR

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z A B C D E F
G H I J K L M N O P Q R S T U V
W X Y Z

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG.

BRIEF DESCRIPTION. IPIS ET ID MOLUPTA
COREPERIO EOS RE RE QUIA PED MOLUPTA
SPERIBU SANDICT UREMPOR SUM UNT.
QUI CONSED MOLORE CON ET QUIDEVIS
DOLO INCTUM FUGIT DOLUPTAM, SITAT.

JUICE ITC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a
b c d e f g h i j k l m n o p q r s t u v w x y z

The quick brown fox jumps over the lazy dog.

Brief description. Itat ipsapiciate eventio rporibus eictet
fuga. Is doluptaquam quae et adit, exerchicimin et ut fugita
nam, sum rero modis repudis et modi consequi tendele

BOOK ANTIQUA

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z a b c d e f g h i j k l m n o
p q r s t u v w x y z

The quick brown fox jumps over the
lazy dog.

Brief description. Quia ped qui cus. Cae pla
sinctotatet ra dolorit vendae verum fugit aut pa
asitatem nonsedi aut ute volenda accabore aut unt
unt elest, quam que eatur, qui aut

BODY COPY FONT OPTIONS (FOR THE SMALLER WORDS ON YOUR POSTERS)

CENTURY GOTHIC

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n o
p q r s t u v w x y z

The quick brown fox jumps over the
lazy dog.

Brief description. Itat ipsapiciate eventio rporibus
eictet fuga. Is doluptaquam quae et adit,
exerchicimin et ut fugita nam, sum rero modis
repudis et modi consequi tendele

CASCADIA CODE

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z a b c d
e f g h i j k l m n o p q r s
t u v w x y z

The quick brown fox jumps over
the lazy dog.

Brief description. Quia ped qui cus. Cae pla
sinctotatet ra dolorit vendae verum fugit aut pa
asitatem nonsedi aut ute volenda accabore aut unt
unt elest, quam que eatur, qui aut

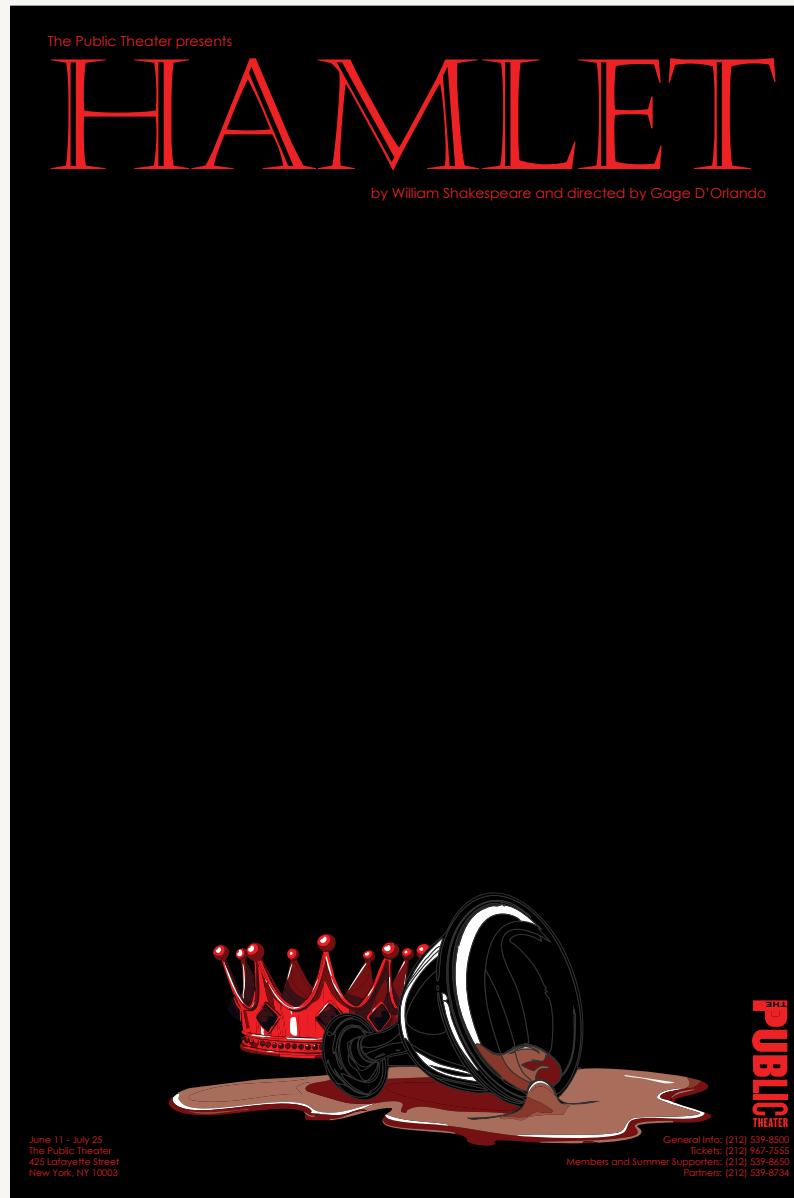
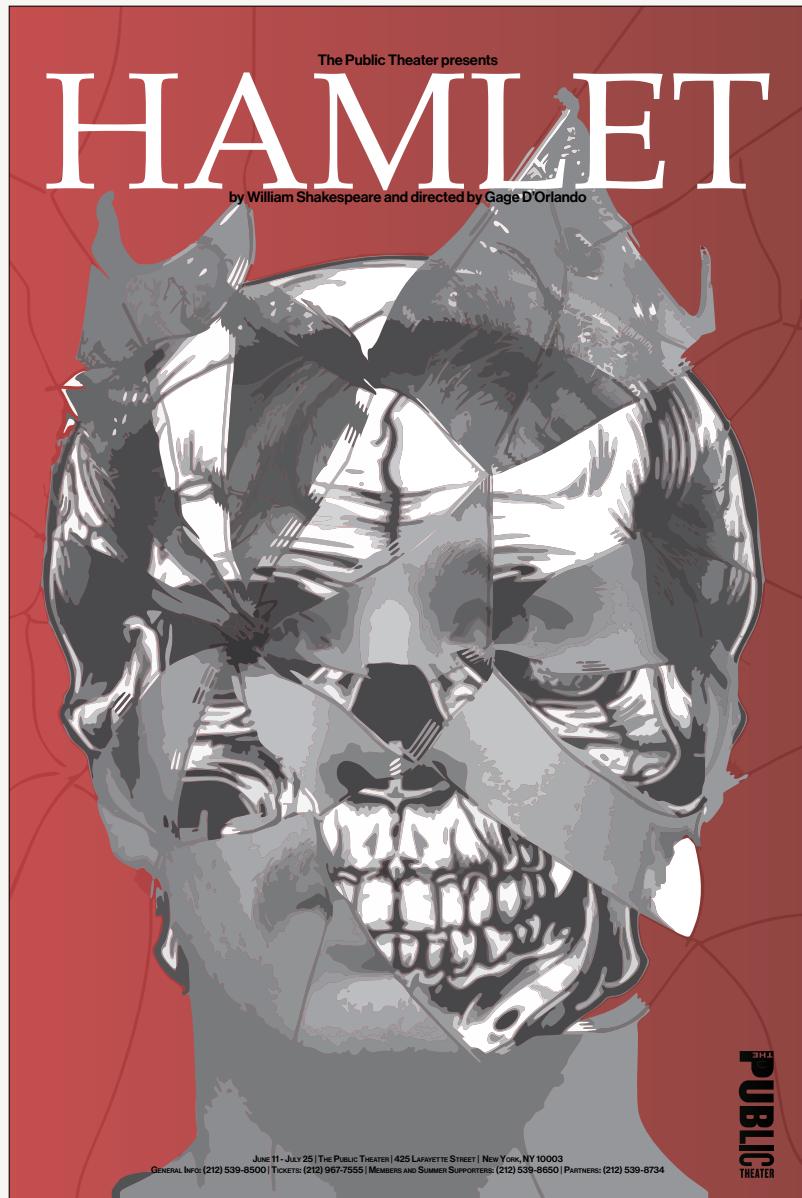
NEUE HAAS GROTESK TEXT PRO

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z a b c d e f g h i j k l m n
o p q r s t u v w x y z

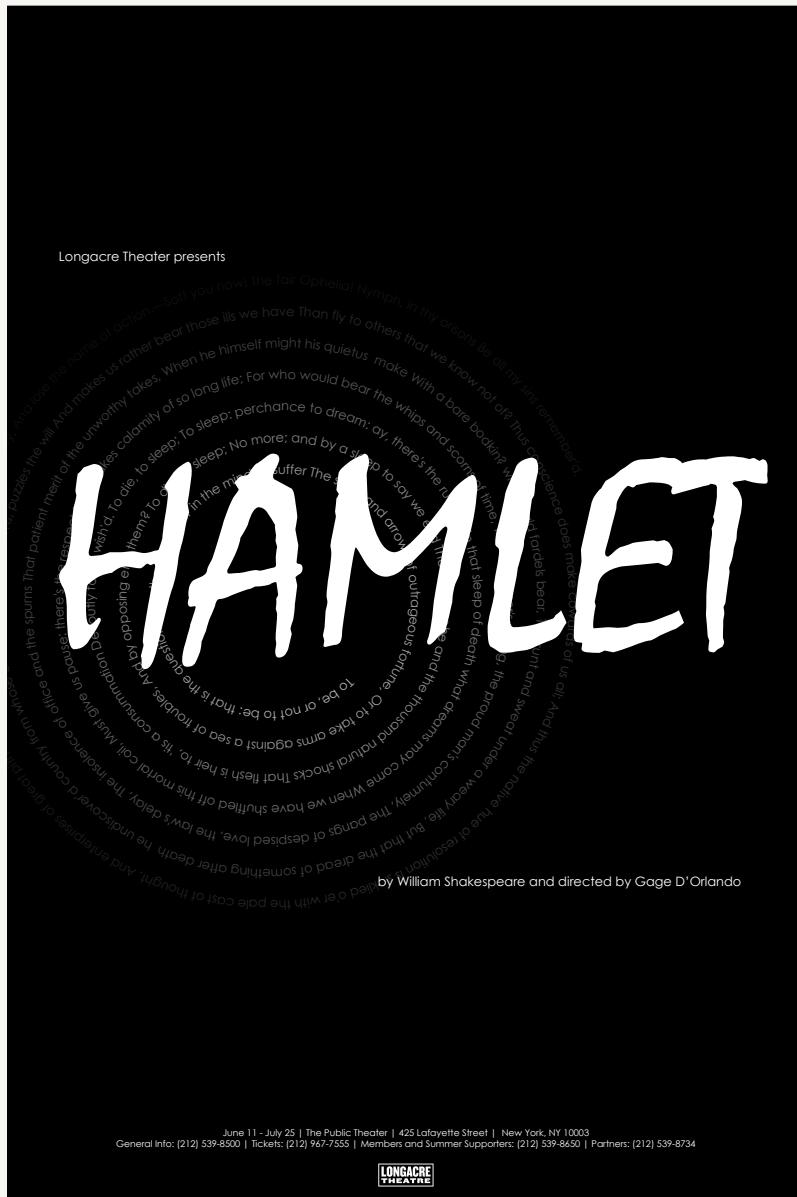
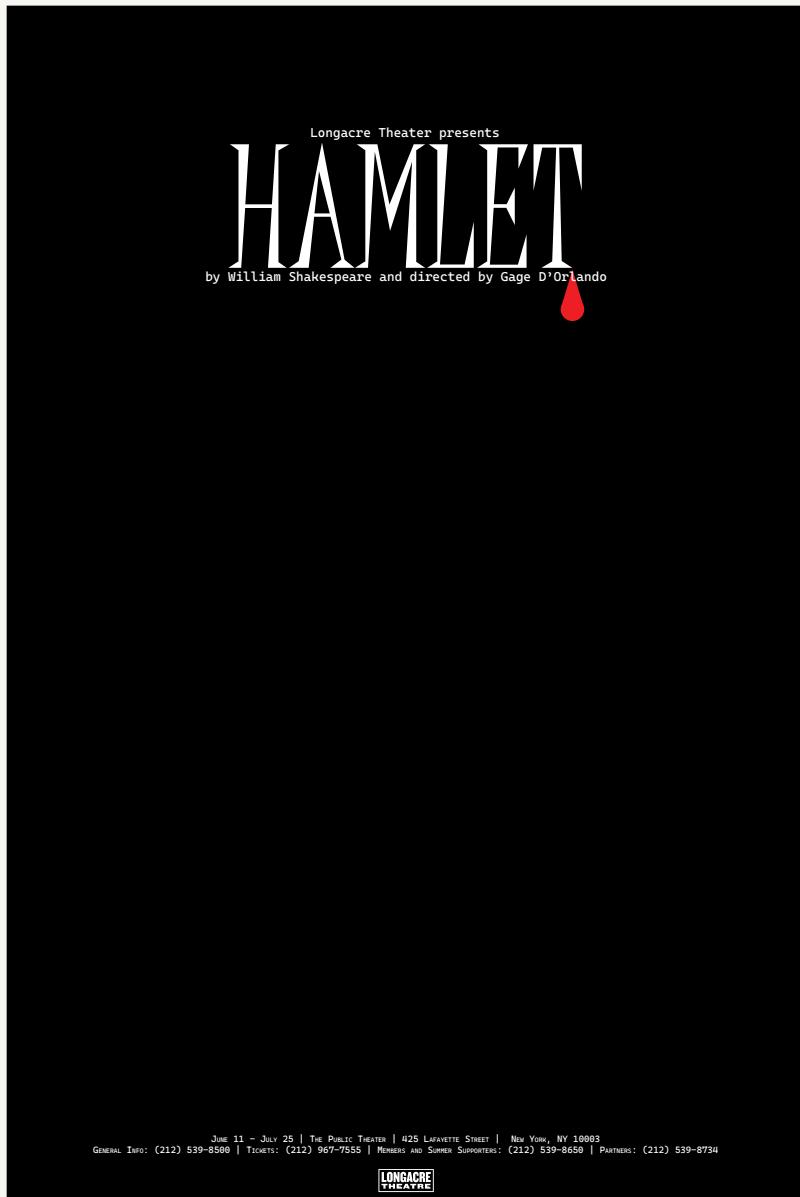
The quick brown fox jumps over the
lazy dog.

Brief description. Ipis et id molupta coreperio eos
re re quia ped molupta speribu sandict urempor
sum unt, qui consed molore con et quidevis dolo
inctum fugit doluptam, sitat.

PROJECT | SYMBOL POSTER: TWO DIRECTIONS



PROJECT | TYPE POSTER: TWO DIRECTIONS



PONDER | MODULE 12

My favorite typeface from the course fonts package is Neue Haas Grotesk because it is very plain and versatile for a sans serif font.

What is a design grid?

It is a tool used to align the content of your design to help organize the layout

How do designers use grids to organize their poster designs?

Designers can use grids to organize their poster designs by overlaying the grid onto their design and then letting that influence where they will place different pieces of the design.

What did you learn from the album shapes project that will now help you design your posters?

That symmetry isn't everything, and whitespace can be very important for focus, as well as contrast.

What did you learn from the logo project that will now help you to design your posters?

That simplicity is great. You should always try to say what you mean with as little as possible.

Study examples of small type (body copy) on all the poster examples you've collected over the last few weeks. How small is that type usually compared to the other elements on the posters?

It is usually so small that it can be easy to miss if you aren't looking for it.

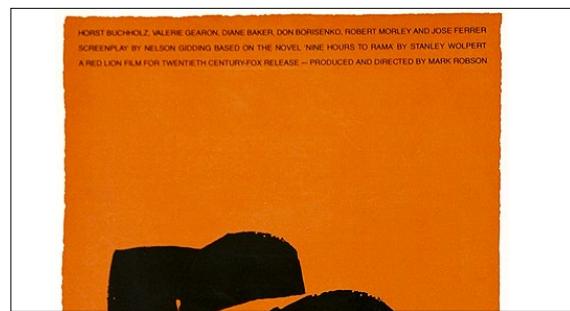
After studying your poster examples explain how designers design the small type into their posters (What are different ways they shape the text block, use alignment, etc.).

A lot of designers seem to either use shape to fit the small type into the poster, or they will try to find a place that will balance out the main content. They also might even just fit it in a place that is far away from the focus just to create separation.

symmetry isn't everything, and whitespace can be very important for focus, as well as contrast

Symbol Poster: What will you do differently next time you experiment? Share your thoughts on working outside the computer, then in photoshop.

I want to try to let the physical world better influence my experimentation so that I can have laws of nature play



This is the small type on Saul Bass' 'Nine hour to rama' poster

more of a role in my symbols, like gravity, dripping, and things like that.

Type Poster: How do you plan to push your type concept further?

Again I feel like I need to think about more physical concepts. I would like to think of ways to connect the flow of text to the physical world, especially since the poster is going to be large enough that it will feel like the text is part of the world.

Both Posters: what are you missing or what do you need to work on?

I think I am stuck somewhere between too simple and saying everything I need, and I think I need someone to help me see what I'm missing.

Module 13

“The details are not the details. They make the design.”

– Charles Eames

ACTIVITY | TYPOGRAPHY: SHAPING TEXT BLOCKS

Poster Body Copy

Use this text to create each of the text blocks on the right. Make sure your text remains inside the white block guidelines and that all of the information is visible.

King Lear
by William Shakespeare
directed by (your name)
April 12-June 22
The Longacre Theatre
220 W 48th St.
New York, NY 10036

General Info: 212.539.8500
Tickets: 212.967.7555
Members and Summer Supporters:
212.539.8650
Partners: 212.539.8734

Poster Logo

Add this logo to each of your text block designs on the right:



Make sure it is also inside the white guidelines.

Vertical Text Block

King Lear
by William Shakespeare
directed by
Gage D'Orlando
April 12-June 22

The Longacre Theatre
220 W 48th St.
New York, NY 10036

General Info: 212.539.8500
Tickets: 212.967.7555
Members and Summer
Supporters: 212.539.8650
Partners: 212.539.8734



Three Column Text Block

King Lear
by William Shakespeare
directed by Gage D'Orlando
April 12-June 22

The Longacre Theatre
220 W 48th St.
New York, NY 10036



General Info: 212.539.8500
Tickets: 212.967.7555
Members and Summer
Supporters: 212.539.8650
Partners: 212.539.8734

Text Strips Text Block

King Lear by William Shakespeare directed by Gage D'Orlando

April 12-June 22
The Longacre Theatre



220 W 48th St.
New York, NY 10036

General Info: 212.539.8500 Members and Summer Supporters: 212.539.8650
Tickets: 212.967.7555 Partners: 212.539.8734

Horizontal Text Block

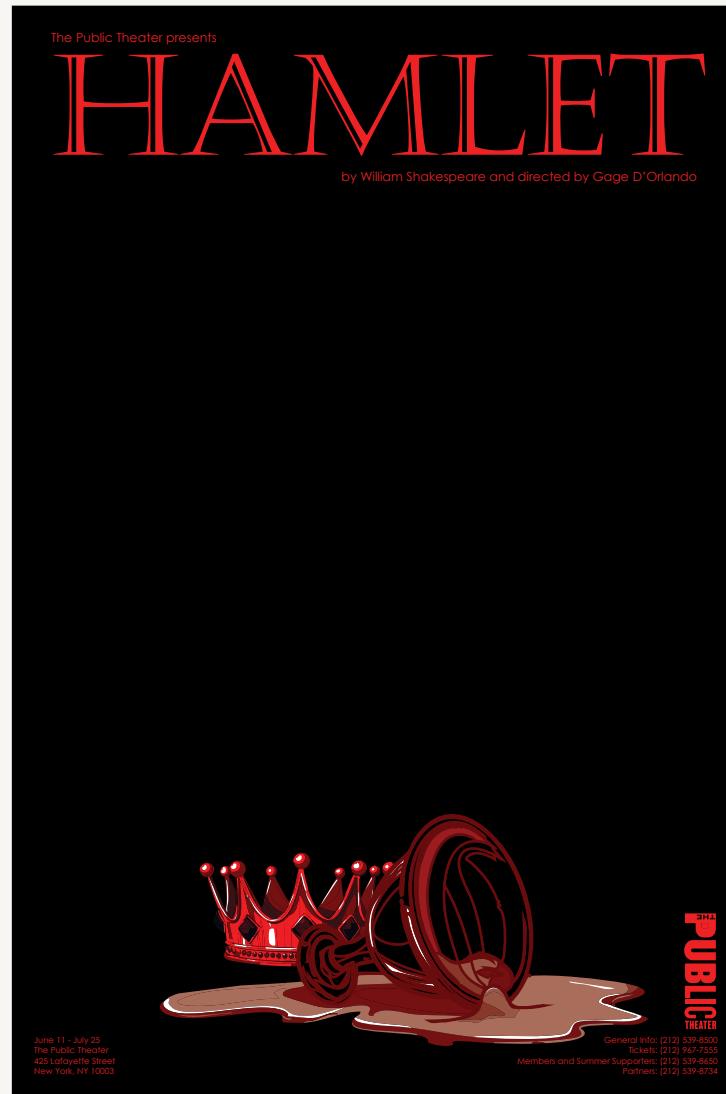
King Lear
by William Shakespeare
directed by Gage D'Orlando
April 12-June 22

The Longacre Theatre
220 W 48th St.
New York, NY 10036

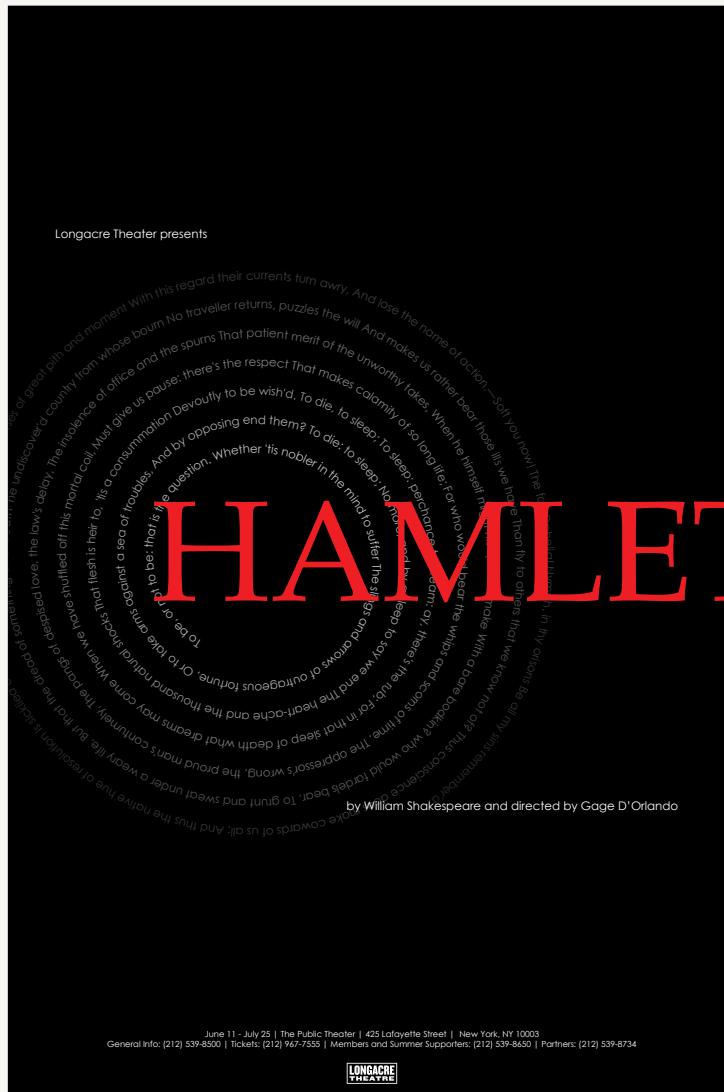
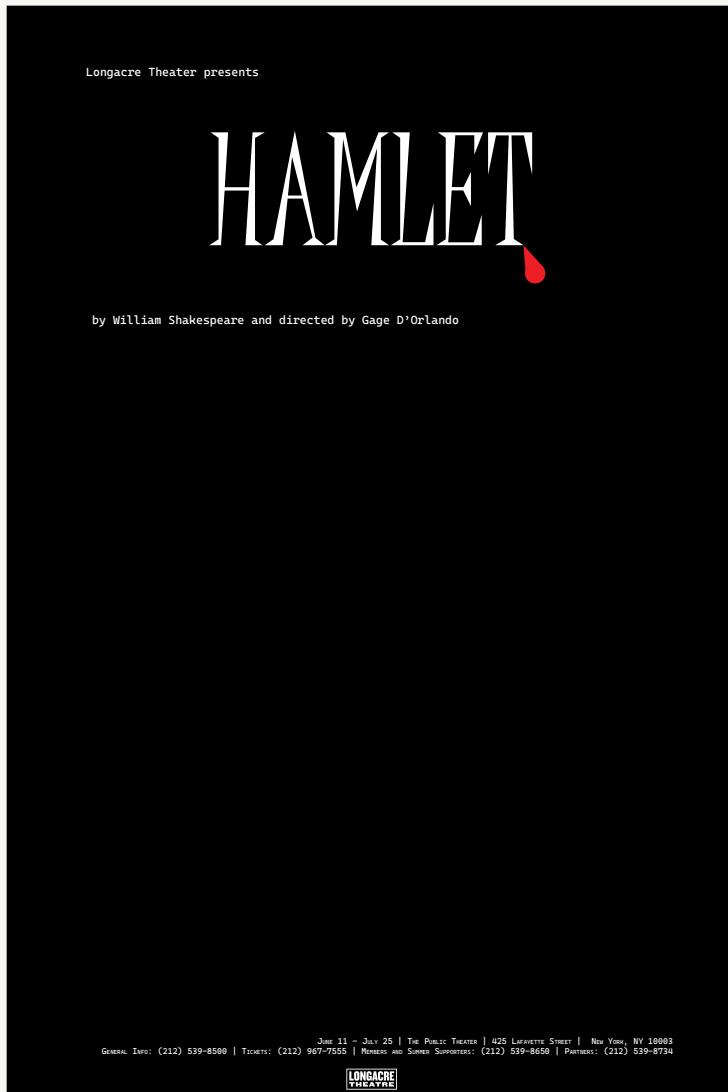


General Info: 212.539.8500
Tickets: 212.967.7555
Members and Summer Supporters: 212.539.8650
Partners: 212.539.8734

PROJECT | POSTERS: FINAL COMPS FOR SYMBOL POSTER



PROJECT | POSTERS: FINAL COMPS FOR TYPE POSTER



PROJECT | FINAL SYMBOL POSTER

This depicts Hamlet looking into a broken mirror and seeing his fractured reflection with a skull coming through as well. It shows the themes of mortality, fear, madness, and fate.



FINAL DESIGN

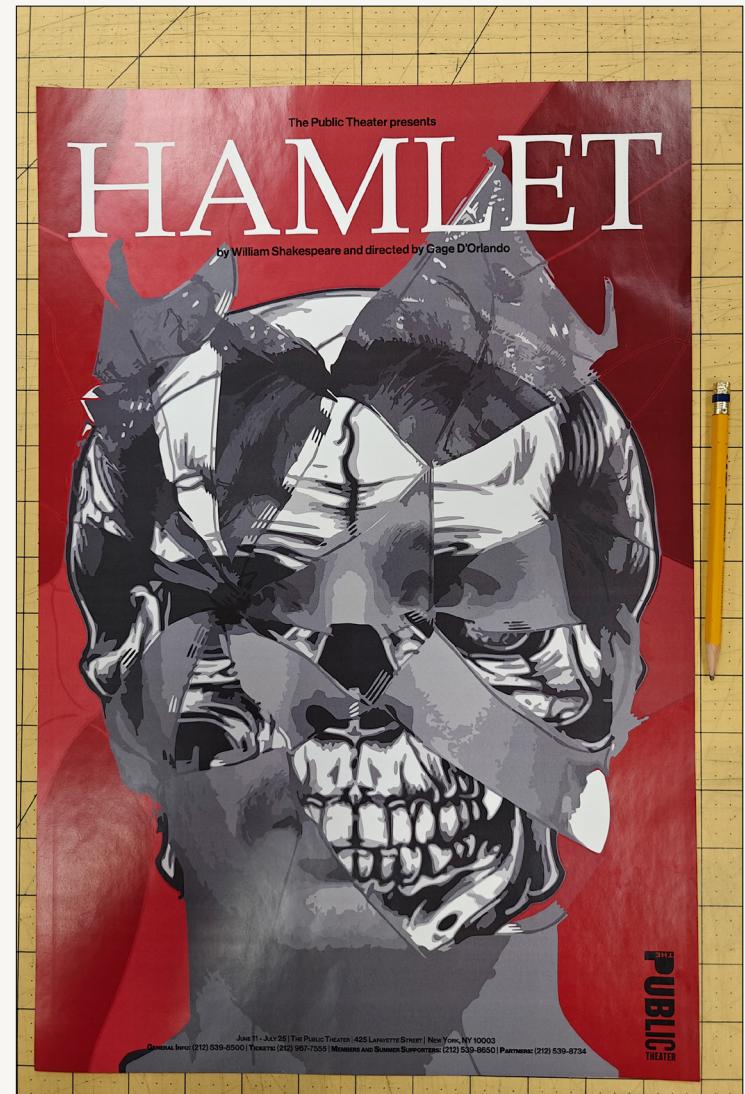
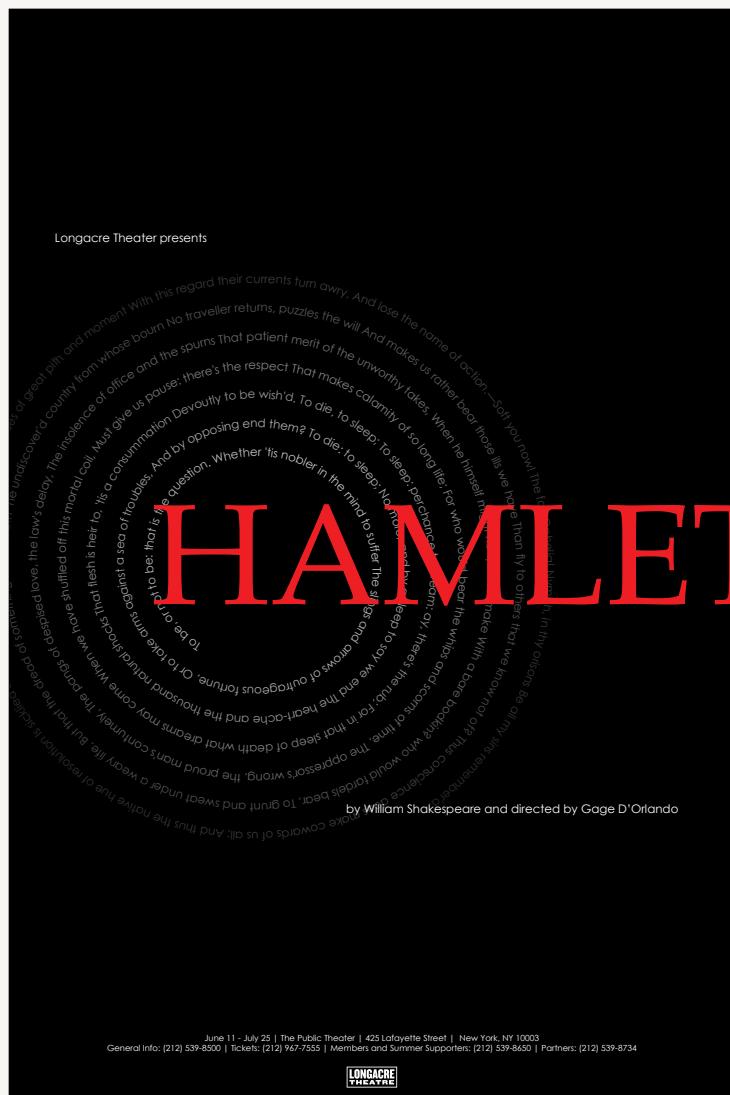


PHOTO OF FINAL DESIGN (PRINTED)

(Please include a quarter, pen, or something for scale)

PROJECT | FINAL TYPOGRAPHY POSTER

This poster shows the spiraling of Hamlet's mind as he tries to decide what to do about avenging his Father's death. The contrast between the red text on the dark background symbolizes fear and death that are such large aspects of the play.



FINAL DESIGN

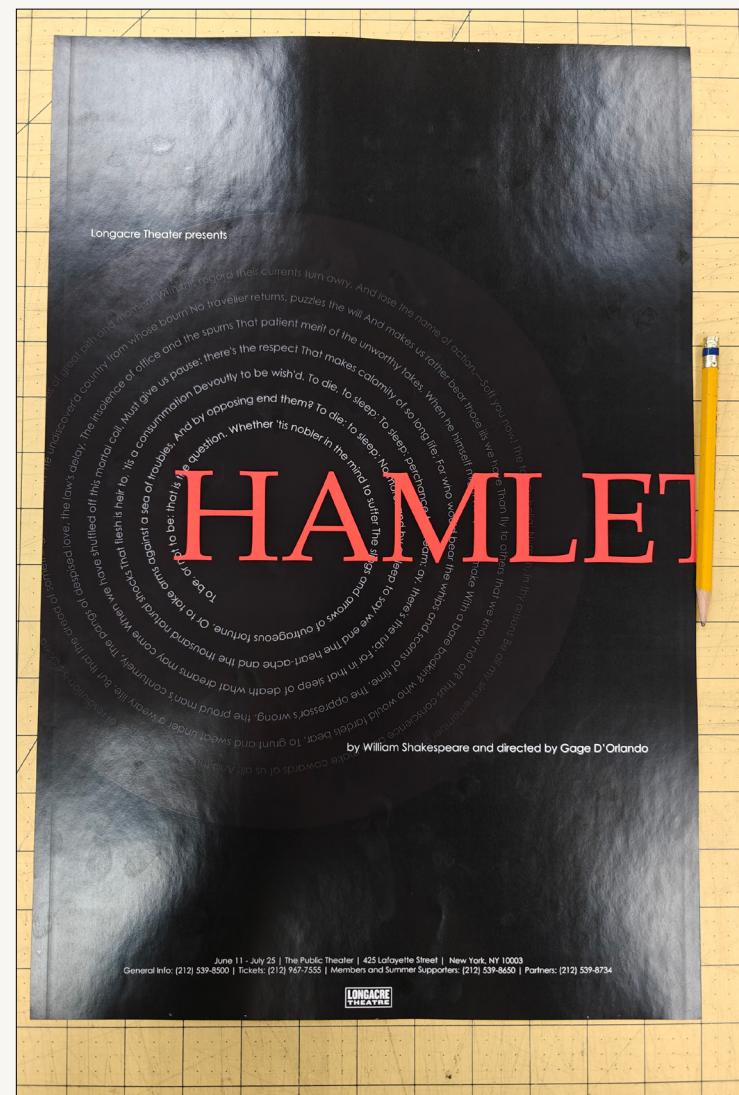


PHOTO OF FINAL DESIGN (PRINTED)

(Please include a quarter, pen, or something for scale)

PONDER | MODULE 13

When visually communicating an idea it's important to remove personal bias and try to imagine what someone else would see.

What did you learn about the design process from this project?

I learned about using text effectively and balancing abstract ideas with obvious representation.

Is it easier for you to come up with ideas or to create beautiful final images? Explain.

I think it is easier for me to come up with an idea than it is to create the final image because I get wrapped up in the little details and don't really know what to add without making the final look too busy in my opinion.

What did you learn about paying attention to details from this project?

I learned that paying attention to details takes a lot of time, but it can bring the entire piece together in the end.

What was the most important thing you feel you learned about design from this project?

I think that the most important thing that I learned about during this project was getting better at using contrast over scale to bring emphasis to a part of the design. Having one item that is starkly different than the rest is a great way to grab the readers attention.

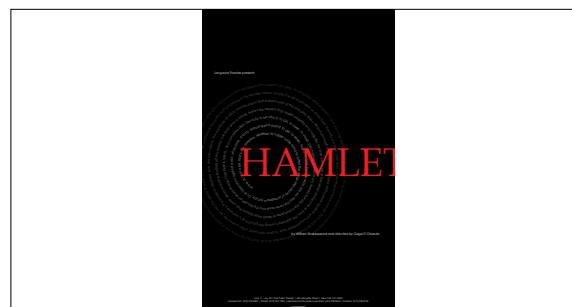
What was your favorite of the 3 projects we've done in this class and why?

I think that this was my favorite project of the class because I felt like I actually understood what I was designing for, and what themes and ideas I wanted to get across.

Having one item that is starkly different than the rest is a great way to grab the readers attention.

What are things you wish we did more or less of in this class?

I know I've said it before, but I really wish we had gone more over explaining why design principles work and how they were first realized so that I could have formed a



I really like the simplicity as well as the fading spiral of text in this poster.

better fundamental understanding of the principles.

Any suggestions on improving this course? Favorite part? Least favorite?

I think focusing more on fundamentals and having more videos explaining concepts would be the things that I think would help most.