Graphic Design specialization

Conducted by Micheal Worthington,
California Institute of Arts

By Kasturi Paranjpe
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About specialization

Graphic design is all around us, in a myriad of forms, both on screen and in print, yet it is always made up of images and words to create a communication goal. This four-course sequence exposed me to the fundamental skills required to make sophisticated graphic design: process, historical context, and communication through image-making and typography. The sequence is completed by a capstone project that applies the skills of each course and peer feedback in a finished branding project suitable for a professional portfolio.

Courses and Certificate

1. Fundamentals of Graphic Design
2. Introduction to typography
3. Introduction to Image-making
4. Ideas from history of Graphic design
5. Brand new brand (Capstone project)
6. Certificates

Fundamental of Graphic Design

## Conducted by Micheal Worthington,
California Institute of Arts

About Course

Words and pictures—the building blocks of graphic design—are the elements that carry the majority of the content in both the digital world and the printed world. Through visual examples, this course will teach you the fundamental principles of graphic design: imagemaking, typography, composition, working with color and shape... foundational skills that are common in all areas of graphic design practice. At the end of this course you will have learned how to explore and investigate visual representation through a range of image-making techniques; understand basic principles of working with shape, color and pattern; been exposed to the language and skills of typography; & understand and have applied the principles of composition and visual contrast. The goal is to have a core set of graphic design skills that you can apply to your own projects, or to more deeply investigate a specialized area of graphic design. To succeed in this course you will need access to a computer.

Assignement brief- create 6 abstract compositions that examine visual contrast, each addressing one of the following aspects of compositional contrast.
* scale
* weight
* direction
* space
* form
* texture

Use only two geometric shapes (any combination of circles, squares, and/or triangles) in each composition. You can use different combinations of shapes in each composition. ie. circle + circle, circle + square, triangle + square, square + square, etc. Work in black and white only.

Scale

Weight

Space

Direction

Form

exture
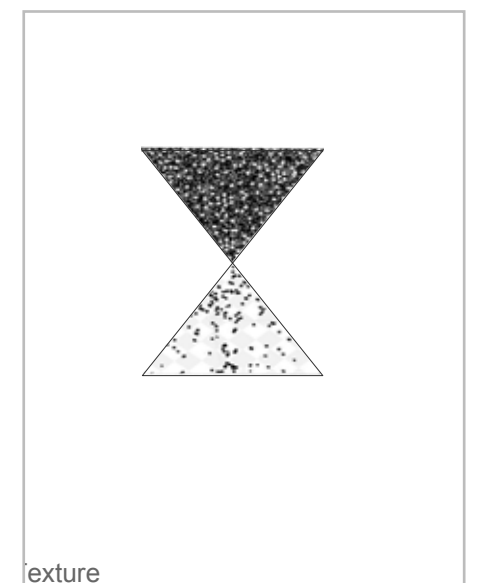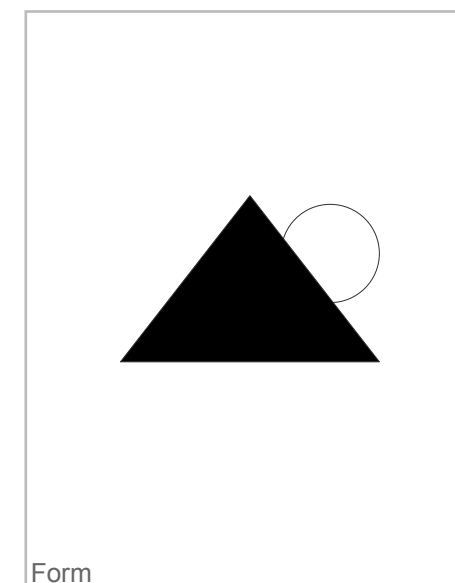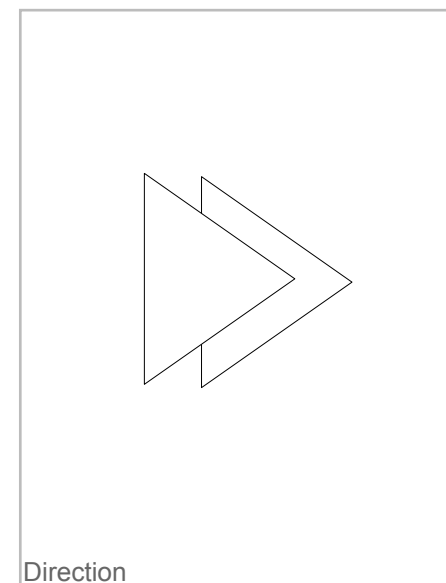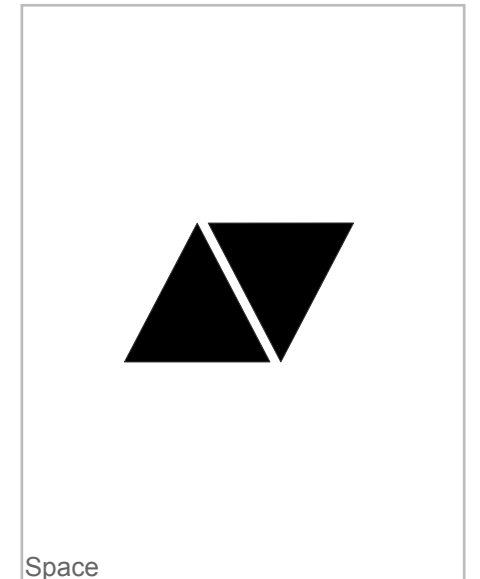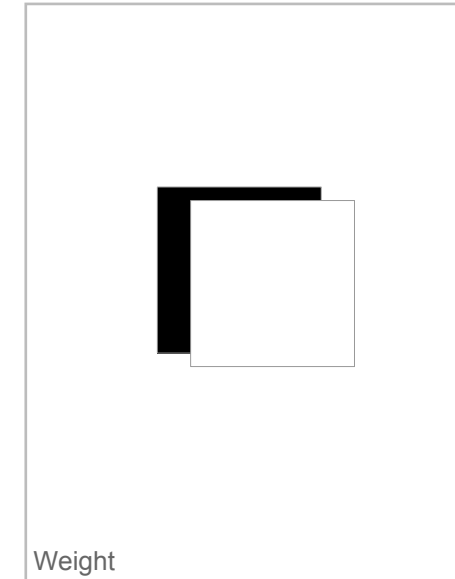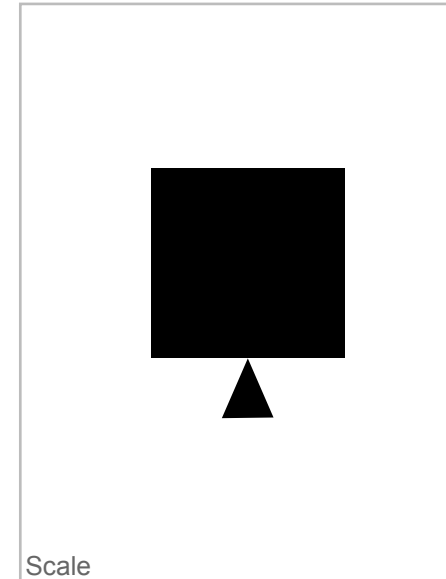
Assignement brief- Choose a household object. Choose something that comes in different varieties, something that isn't too visually complicated, or too simple, and something that is easily recognizable.

Make at least 10 images of your object. Make each image with different techniques, and in a different way. explore as many different types & methods of imagemaking as possible here you are learning through process.

Introduction to typography

Conducted by Anther Kiley,
Faculty, California Institute of Arts

About Course

Typography is the art of manipulating the visual form of language to enrich and control its meaning. It's an essential area of skill and knowledge for graphic designers. Typography predates modern graphic design by around 500 years; it is rich in rules, conventions, and esoteric terminology—but it remains an exciting space for invention and expression. In this rigorous introductory course, we will study, name, and measure the characteristics of letterforms. We'll consider the pragmatic concerns involved in selecting and combining type. We'll peek into the rich historical, cultural, and aesthetic histories of familiar typefaces. We'll discuss time-tested conventions and best practices in setting type, as governed by principles of hierarchy and spatial organization. And we'll explore the expressive, meaning-making potential of type. Informative lectures will be complemented by a series of three peer-assessed assignments, culminating in an opportunity to design a full-scale typographic poster. Please note that this is not a software course; a basic working knowledge of Adobe InDesign or other page layout software will be assumed.

Assignement- Research typeface & typeset research
Assignement brief- Select 1 typeface from the list. Spend 30–60 minutes researching your typeface, in books and/or on the internet. Write up your findings in 2 short paragraphs.

In paragraph 1, briefly discuss your typeface's history. Include its designer, the year it was designed, and the historical and technical context out of which it emerged.

In paragraph 2, describe the physical features of your type-face, using the terminology introduced in the videos.
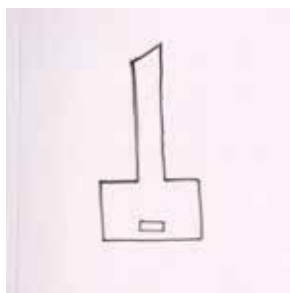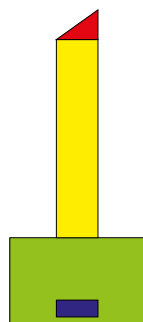
Gotham

An American vernacular

Gotham was born in 2000, when men's fashion magazine GQ commissioned New Yorkbased Hoefler & Frere-Jones to create 'a new typeface' for use in their publication. The brief given to designers was 'Something more masculine, new, and fresh'. It is mainly inspired by Futura. It is also influenced by post-war building signages and hand painted letters seen around the New York city. In past media, The font was used for Obama 2008 election campaign. It also has been used in other branding efforts such as in the 2014 FIFA World Cup logo, the recent Cartoon Network logo, the most recent Twitter logo, and at Miami University.

It is sans-serif geometric typeface. The designers used 'mathematical reasoning of draftsman', allowing the letters to escape the grid wherever necessary. Gotham looks little more humanistic than other geometric fonts. It has many different weights. Most of the strokes are uniform and has very low modulation. an x-height almost exactly in the middle of the ascenders and descenders.

"Most well known from the successful Obama '08 presidential campaign, Hoefler & Frere-Jones' Gotham has been referred to as the typeface of the decade."

-idsgn, the design blog

Sources:
Idsgn- A design blog website- http://idsgn.org/posts/know-your-type-gotham/
https://morganlmurrayims224researchtopic.wordpress.com/2014/06/23/gotham/
Huffpost website- https://www.huffingtonpost.com/2014/09/19/gotham-typeface_n_5852680.html
Layout by flywheel website- https://getflywheel.com/layout/surprising-crazy-typefaces/

Assignement- Design typographic posters
Assignement brief-

Review your research and consider the connotations of your typeface. What feelings, mood, time period, and ideas does it conjure up? If your typeface were a person, what kind of personality would it have? Jot down some of these ideas as a few sentences—you'll be submitting this text along with your poster.

Once you are satisfied with your title type, add in the rest of your content from the last assignments—your subtitle, 2 paragraphs, and sources. Consider altering the scale, leading, color, shape, or arrangement of this text to work with your title.
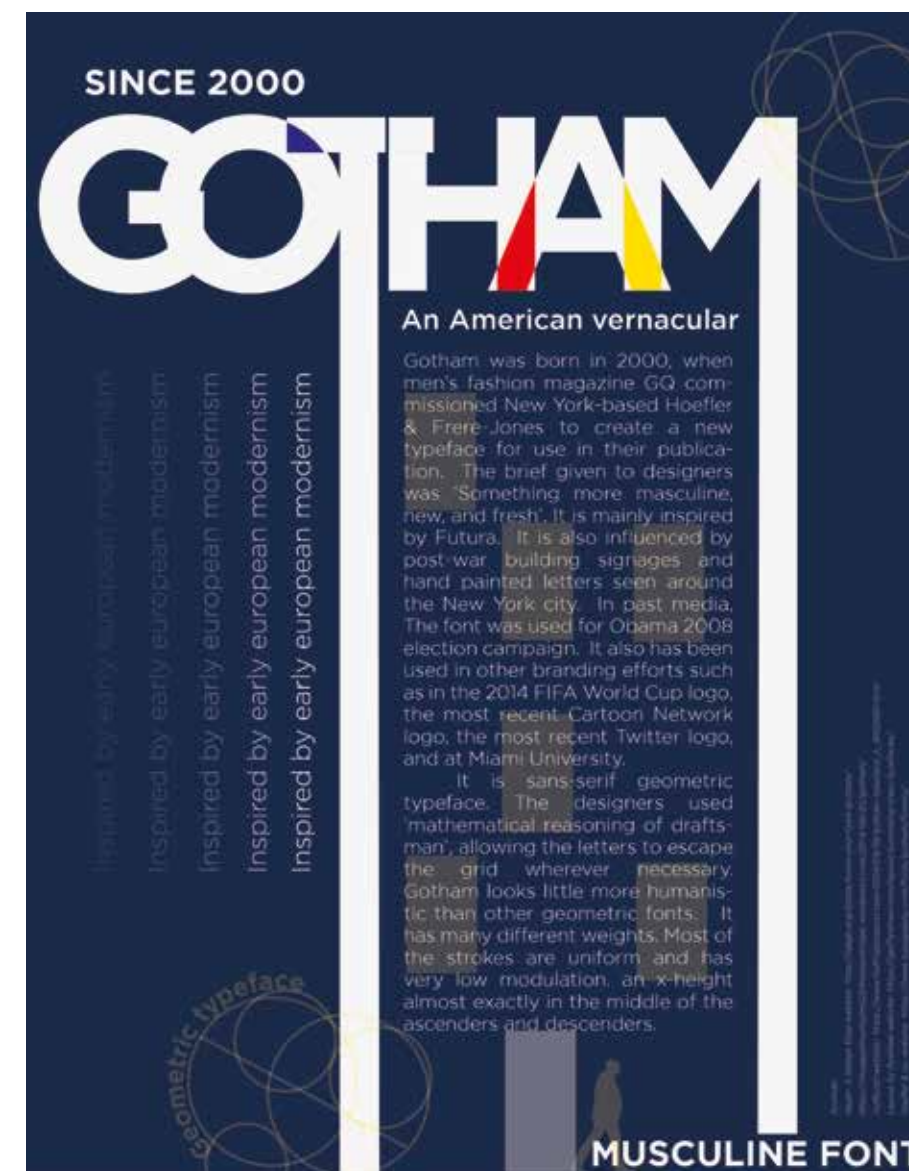
Review your research & consider the connotations of your typeface. What feelings, mood, time period, and ideas does it conjure up? If your typeface were a person, what kind of personality would it have?

If my typeface were a person, he would have masculine & modern personality.Gotham gives feeling of good balance, vernacular look & assertive nature. This font is result oriented & logical. This font compliments hierarchical structure. The reader can concentrate on the content due to typeface's simplicity and appreciate quality of the content. Overall, the font is true representation of modern world.

Introduction to Imagemaking

Conducted by Gail Swanlund,
Faculty, California Institute of Arts

Assignement- Image based research
Assignement brief-

Select, prepare and present visual research on a single subject. write a short paragraph describing your process for collecting images and then refining your images into your final selection.

There are six types (Widely known) of Flamingos. I chose American flamingo as my study object. I collected images and videos from various sources e.g. getty images, National Geography, Dedicated websites to flamingoes, NBC etc. I first collected as many images of American flamingos as I could. Then I started choosing images based on physical features, habits, movemrnts, characteristics and mainly activities flamingoes perform.


Assignement- Range of representation
Assignement brief-

Make a minimum of 5 images of your research topic that show a range of representation, from realistic to abstract, as follows:
- Photographic (close to a "reality")
- Hand or digital drawing (impressionistic/interpretation)
- Stylized or graphic line or vector drawing. For reference, look at mascot drawings for sports teams or products, comics or other highly stylized drawings.
- Geometric shapes (abstract)
- Word or words (really abstract)

You are also asked to comment on your process for creating the various representative forms of your subject in a short paragraph.
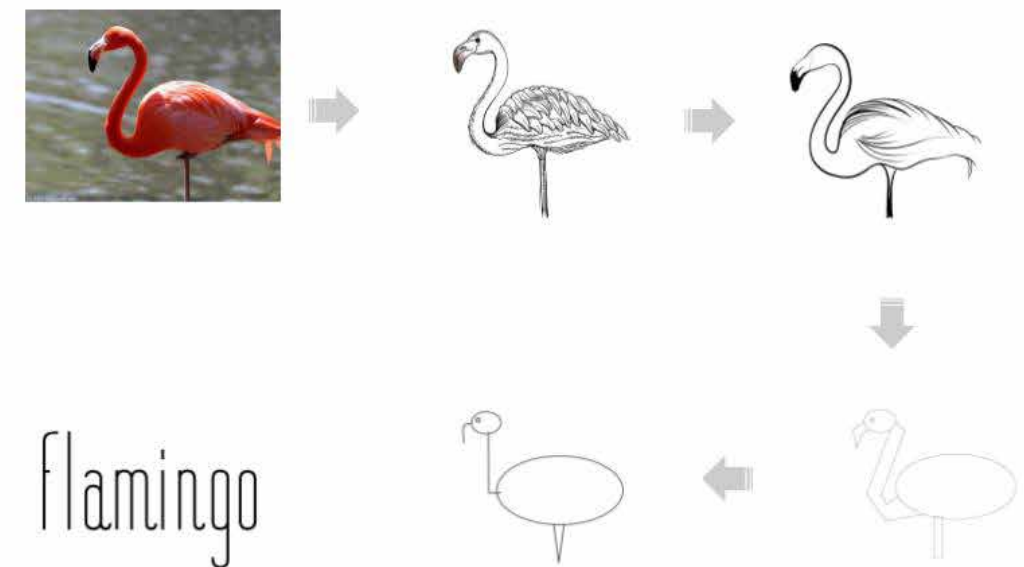
I liked to sketch flamingo. It helped me to understand the bird in more details. It also helped me to denote different features by different texture. This hand sketching helped me alot while creating vector image. While creating vector image I struggled with mouse control alot. Drawing the flamingo in software like illustrator was bit of challenging due to lot of curves and it took lot of time to reach good output. But apart from technical problems, I really liked vector representation of the image. I think it captured real essence of the image. I don't think that all the images are adequate representation of subject specially geometrical abstract image. The geometric rigid shapes did not justify main characteristics i.e. bend beak,curvy neck etc.

Assignement- Composition
Assignement brief-

Using 2-5 images of research subject, make a composition on each of the spreads that exhibits one of the strategies for compositional hierarchy: scale, space, and figure/ground. Please label your images so it's clear which image is which. write a short paragraph that describes your process of assembling each spread. What are some things you learned in the process of playing with compositional hierarchy?
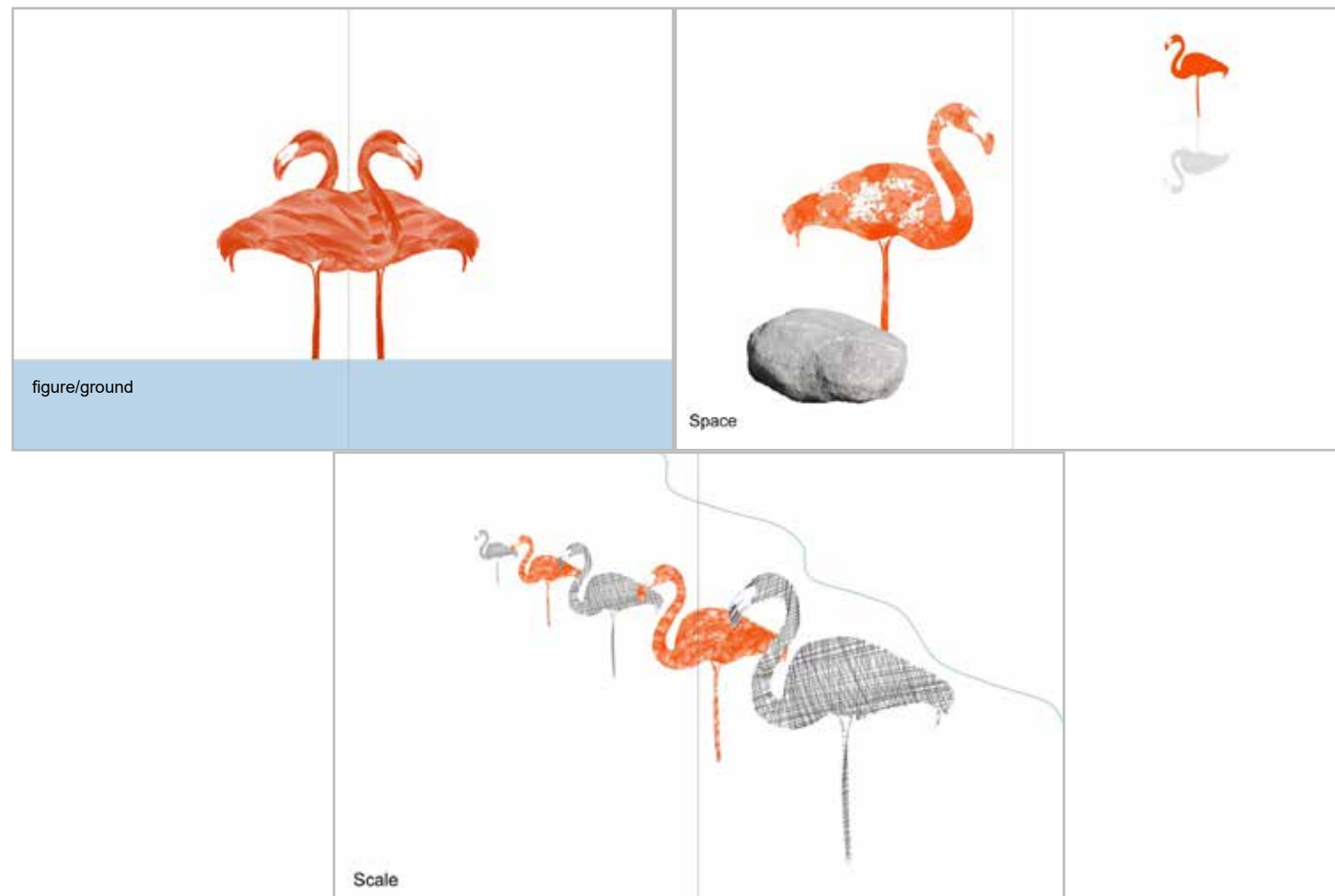
I made 5 alternatives for each composition hierarchy. There was tremendous difference of quality between first and last composition. I also tried to create some storyline for each composition and tried to compose accordingly. This exercise helped me to understand how to make perspectives in 2D compositions. These hirarchies made my composition stand out.

Assignement- Making a book
Assignement brief-

In this final assignment you are asked to pull together all of your image-making work and compositional experiments into a single 8-page booklet. write a short paragraph that describes your process of assembling the book. What are some things you learned in the process of playing with compositional hier-archy?

Back cover
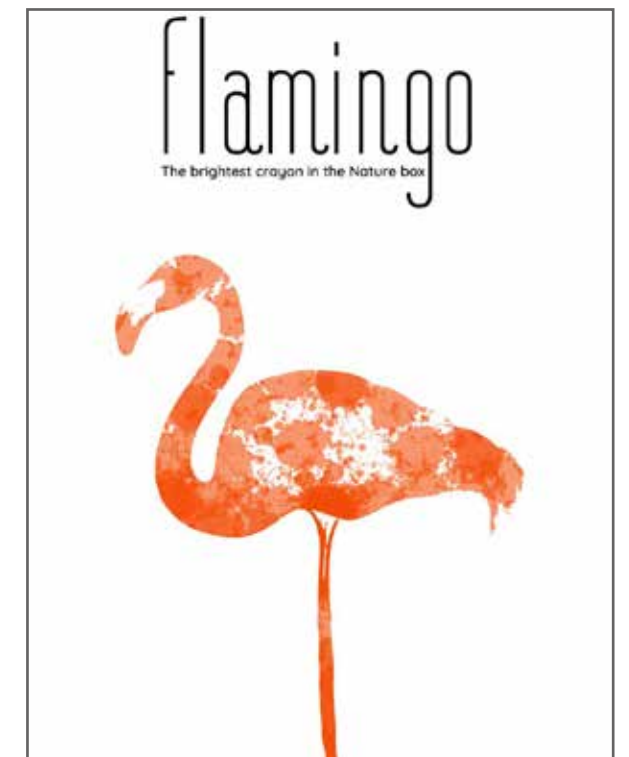
Book cover

While assembling the book I tried to create storyline through my composition. The cover page consist of only outline of the flamingo. The image on cover related to subtitle of the book. The page 2-7 consist of compositions which will convey information about flamingos. The last page (page no.8) has clear image of flamingo, depicting that the reader has understood all information. Creating storyline while assembling book was very exciting experience. While creating compositional hirarchy I was thinking about how will it work on joint if composition is spreaded on two pages. I was also considering typeface for cover page and tried to use typeface which will depict flamingo's features.

Flamingos are famous for their bright pink feathers, stilt-like legs, and S-shaped neck.

The flamingos live in marshy and watery areas. They migrate From one region to another. This bird is very complicated to understand

Flamingos are very vulnerable species. The water pollution of lakes and other water bodies are threatening these species' survival.

Flamingos live in flocks. Some keep eye on predators while others are searching food. They also take care of young ones when their parents go out in search of food.

Ideas from the History of Graphic Design

Conducted by Lorraine Wild & Louise Sandhaus
Faculty, California Institute of Arts

Assignement- Connecting the Past to the Present
Assignement brief-

Find an example of a contemporary product that borrows a 19th century concept in its design or advertising. Write a short paragraph that describes the product, explains what 19th century strategy was used to make or promote it, and summarizes why it was borrowed today.

The product is Woodward's gripe water. Mr. William Woodwords formulated gripe water in 19th Century in London. The gripe water is a non-prescription drug for the treatment of gastrointestinal discomfort, colic, and teething pain in infants. The gripe water is manufactured in different countries under the license. The Wood word's formulation varies according to country of manufacture. The above product is made in India. It also has brand name and drug name written in Hindi (language of India). The packaging has adopted Victorian era design to convey that this drug is been used for many years.

In 19th Century , the packaging were highly dependent on the typography than illustrations. The main reason behind it was really expensive to have an illustrator to make wood cut. Still some logos had been used to ensure authenticity of the brand. These logos were very small and text were more relatively. We can also see that the important words/phrases/ information was denoted in large and different fonts to attract user's attention.

The packaging mainly contains text. The name of the brand, name of the drug and description of the drug are written in different font and large font size. I think this might have grabbed attention of the busy mothers of newly born babies. The purpose of the drug, consumer group, and benefits of the drug is also written on the packaging. The 'Gripe water' is written in very ornamented typeface. Generally this attracts viewer's attention quickly because of its style, size and prominence over rest of the Text. The reason behind diverse use of font-family and font-sizes is to contribute to visual clutter and be part of it at the same time.

The Infant Hercules, painted by Sir Joshua Reynolds is registered as logo and is still used today. The picture depicts the mythical Hercules in his cradle strangling two serpents which Juno has sent to destroy him. This marque depicts that the gripe water will give power to children to fight with gastrointestinal discomfort, colic, and teething pain. I think the story behind mythical figure might have conveyed usage of the product. The Woodword's gripe water was very famous and spreaded across globe. So the consumers who did not know the mythical story of Infant Hercules might have only interpreted it as only picture of baby and this drug is for babies.

Reference: Journal of the Royal society of medicine, Volume 93, April 2000.

Assignement- Symbolic forms
Assignement brief-

Find a contemporary example that incorporates symbols or symbolic language in its design. Write a short paragraph that describes the example and the symbols used, what is being communicated by those symbols, and what overall effect or message is articulated in the design.

This logo is of Micromax company , which has became one of the largest domestic companies making handsets in the low-cost feature phone segment in India by 2010. The company called competition for it's logo design. The competition won by logo designer Eric Atkins. The logo represents punch followed by the text. The punch shows young company's innovative, dynamic, bold yet fun elements. I think this logo addresses it's competitors and customers at the same time. The fist represents not only company's aggressive plans to knock off it's competitors but also letter 'M' and reverse 'i' which are first two letters of brand name. It conveys it's customer that the company will offer best mobile phones than any other mobiles in the market. I think the hand gesture and it's dual meaning is wisely used. The person watching this logo can relate it as this hand gesture is part of the body. This must have helped the customers to recognize and remember the brand. I think this logo relates to Paul rand's visual pun, which is both visual game and word game.

Assignement- Graphic Design Subcultures Today
Assignement brief-

Identify a contemporary subculture and a particular graphic object that exemplifies the associated graphics. Write a short paragraph that briefly describes the subculture.

Rave subculture in the United States is currently stereotyped with images of young adults wearing skin tight outfits and glow in the dark accessories. the rave culture originally came to the United States in the 1990s after becoming more known in the UK first. Due to its secrecy, many in the mainstream know little about the rave subculture other than the stereotypical portrayal of crazy parties and drug use. Peace, Love, Unity, Respect was an ideology in the rave culture that promoted a "safe" sense to the community.

The subculture and it's function
Acid houses were popular in the United Kingdom in 1988. Acid houses transformed into raves. The rave sub-culture spreaded in main cities like chicago, Detroit, New York in U.S. The rave subculture is comprised of youth, mostly from the ages of 15-25, who enjoy all-night deejayed dance parties with techno or electronic music.

The poster of rave subculture demonstrated a joyful disregard for convention with bold & harsh typeface and retina-burning colors. These original designs were used to tell people the wheres, whens, and hows of the party. The typeface was large enough to be read in chemical haze.

Characteristics and message through selected graphics
The smiley has become face of rave subculture in 1988. The above attached image is magazine cover of i-D magzine (1988 issue). The cover is easy reference of experience of tripping. The smiley represents mischievous happiness. The text is very bold,large and it is of inviting nature. The invitations are mainly linked to some some events or parties, which was main activity of rave culture.

Brand new brand (capstone project)
Conducted by Micheal Worthington,
California Institute of Arts

BRAND DEVELOPMENT GUIDE

by Kasturi Paranjpe

The company

The Startup creates smart tennis balls which has tracker. The ball is able to roll on its own and to reach on given destination.

Uncovering brand journey

Table of content

History

In Summer of 2010, Thomas and Lynda were playing tennis on court in community house in California. Lynda was practising very hard to learn her game. Suddenly she realised that they are spending lot of time & energy in running behind the tennis ball if they miss the shot or serve. Lynda casually said "Why do I need to run after that ball? Why can't it comes to me?"

This how smart tennis ball born.

The company is producing these smart tennis balls. It is boon for tennis players. The comapny's goal is helping players to avoid wastage of time by providing smart and reliable technology. This technology is admired by International tennis community .

Brainstorming & Mindmapping
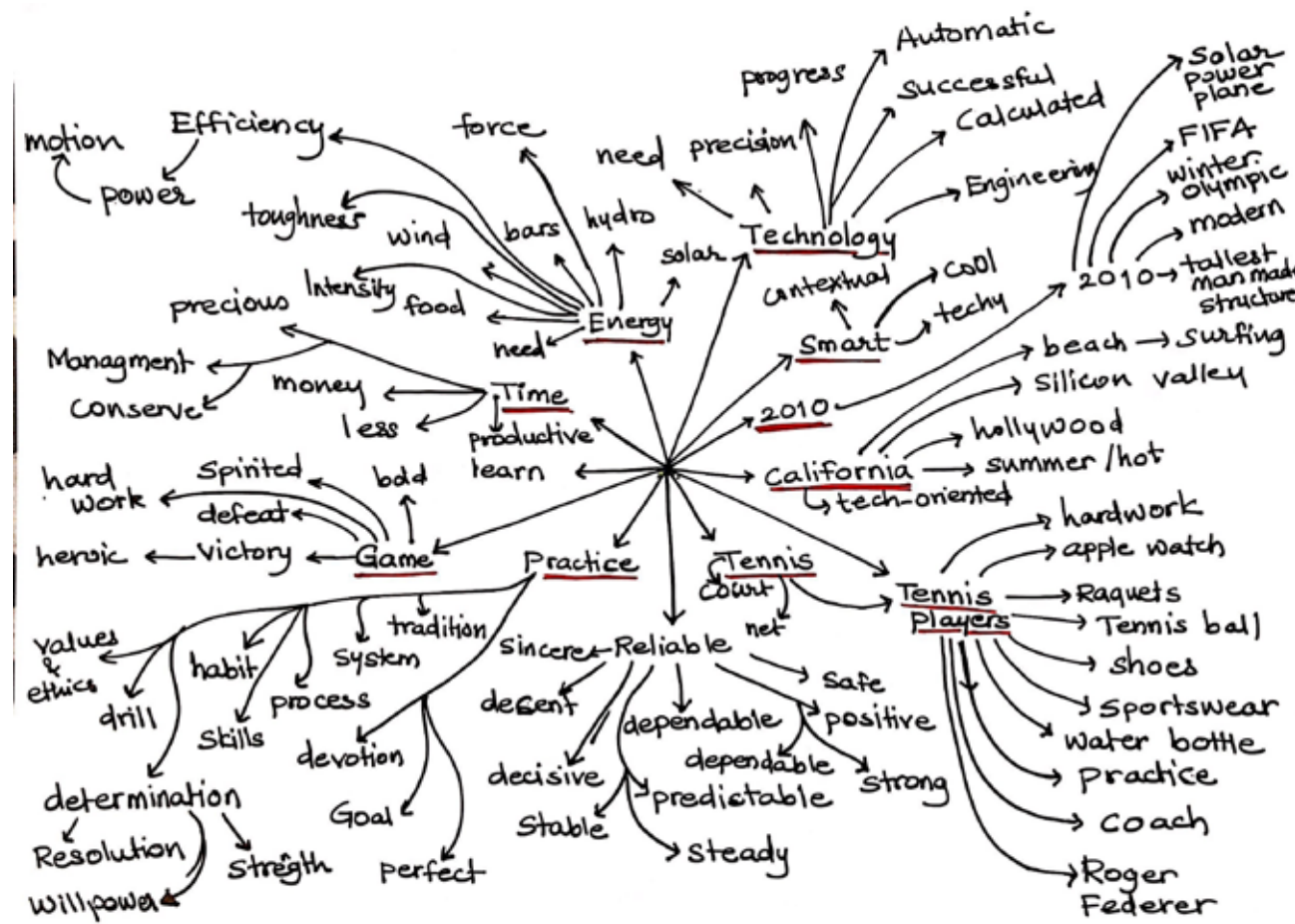
Brand name

Autoball
The word is mixture of automatic and ball

Maestro
The distinguished figure in any sphere

Next Roger

As we all know Roger Fedrer is # 1 tennis player. The brand name suggests this smart ball and your hard work can make you next Roger.

Key-Words

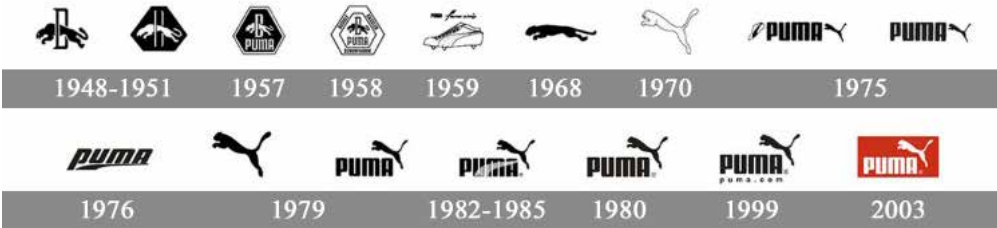Innovative   Reliable   Descent

Contemporary Reference :

ARTENGO • BRIDGESTONE • Gamma • Penn • prince rule the court • SRIXON

PROKENNEX • Tecnifibre

BabolaT • DUNLOP • HEAD • ERKE TO BE No.1 • Völkl • zeven

Historic Reference:

Letter Shapes

t t o o
t t o o

Next Roger

e e g g
e e g g
e g

NEXT ROGER
N R
N R
N R
N R

Type Skeleton

Next Roger

Next Roger

Next Roger

Next Roger

Next Roger

Next Roger

NEXT ROGER
NEXT ROGER

Next Roger

Next Roger

Next Roger

Type Selection

Next Roger

I selected GOTHAM font as logo font for the company. The font and company shares common theme. The font was born in 2000 in New York, USA. The font became famous and awarded as 'font of the decade'. The company was born same decade in California, USA. From Obama's 2008 presidential campaign to countless corporate identities, Gotham is seemingly everywhere. By using this font the company's intention to spread widely and help the rising stars in tennis is conveyed.

Gotham gives feeling of good balance andt assertive nature. This font is result oriented and logical. The reader can concentrate on the content due to typeface's simplicity and appreciate quality of the content. Overall, the font is true representation of the company.

1 2 3 4 5 6 7 8 9 0
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

SINCE 2000

GOTHAM

by Tobias Frere-Jones

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

Type exploration

Next-Roger

Next.Roger

<Next Roger>

#NextRoger

NextRoger

Next | Roger

Selected typographic form

Next-Roger

Next Roger

Next Roger

Next Roger

Next Roger

Choosing color pallete

Final Logotype and selected color pallette

Neavy Blue

CMYK: (100,80,34,25)

This color is chosen as it is color of practice court. This color is also very decent.

White

CMYK: (0,0,0,0)

The white color is chosen as most of the time star sports players choose to wear white sportswear.

Tennis Yellow

CMYK: (13,0,93,0)

This color represents color of Tennis ball. This color also represents innovatiove approach.

Logo Exploration
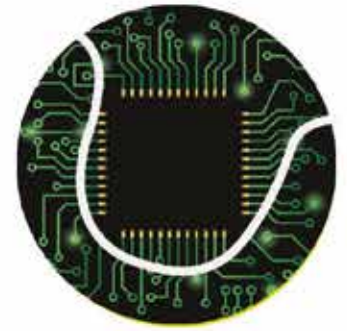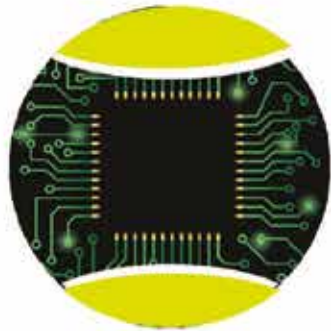
Selected Logo
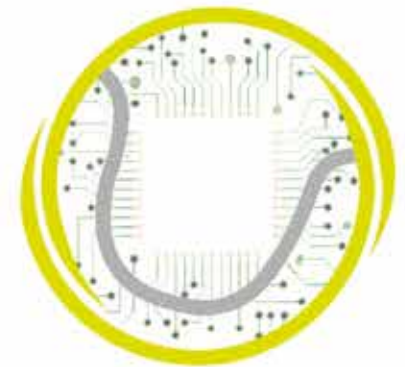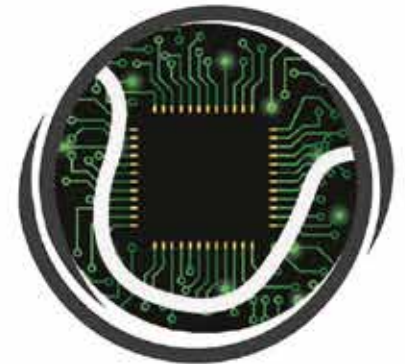
Secondary Typeface

A B C Ć D E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž
a b c ć d e f g h i j k l m n o p q r s š t u v w x y z ž
1 2 3 4 5 6 7 8 9 0 '?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Bariol

A B C Ć D E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž
a b c ć d e f g h i j k l m n o p q r s š t u v w x y z ž
1 2 3 4 5 6 7 8 9 0 '?'"!"(%)[#]{@}/&\⟪+÷×=>®©$€£¥¢:;,.*

Playfair Display

A B C Ć D E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž
a b c ć d e f g h i j k l m n o p q r s š t u v w x y z ž
1 2 3 4 5 6 7 8 9 0 '?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Comforta

Next Roger

Chase your dreams, not the ball
Chase your dreams, not the ball

In Summer of 2010, Thomas and Lynda were playing tennis on court in community house in California. Lynda was practising very hard to learn her game. Suddenly she realised that they are spending lot of time & energy in running behind the tennis ball if they miss the shot or serve. Lynda casually said "Why do I need to run after that ball? Why can't it comes to me?"

Chase your dreams, not the ball

Next Roger

Chase your dreams, not the ball
Chase your dreams, not the ball

In Summer of 2010, Thomas and Lynda were playing tennis on court in community house in California. Lynda was practising very hard to learn her game. Suddenly she realised that they are spending lot of time & energy in running behind the tennis ball if they miss the shot or serve. Lynda casually

Chase your dreams, not the ball

Next Roger

Chase your dreams, not the ball
Chase your dreams, not the ball

In Summer of 2010, Thomas and Lynda were playing tennis on court in community house in California. Lynda was practising very hard to learn her game. Suddenly she realised that they are spending lot of time & energy in running behind the tennis ball if they miss the shot or

Chase your dreams, not the ball

Adding Imagery

Secret Ingredient

The logo has replaced letter O

Mockups
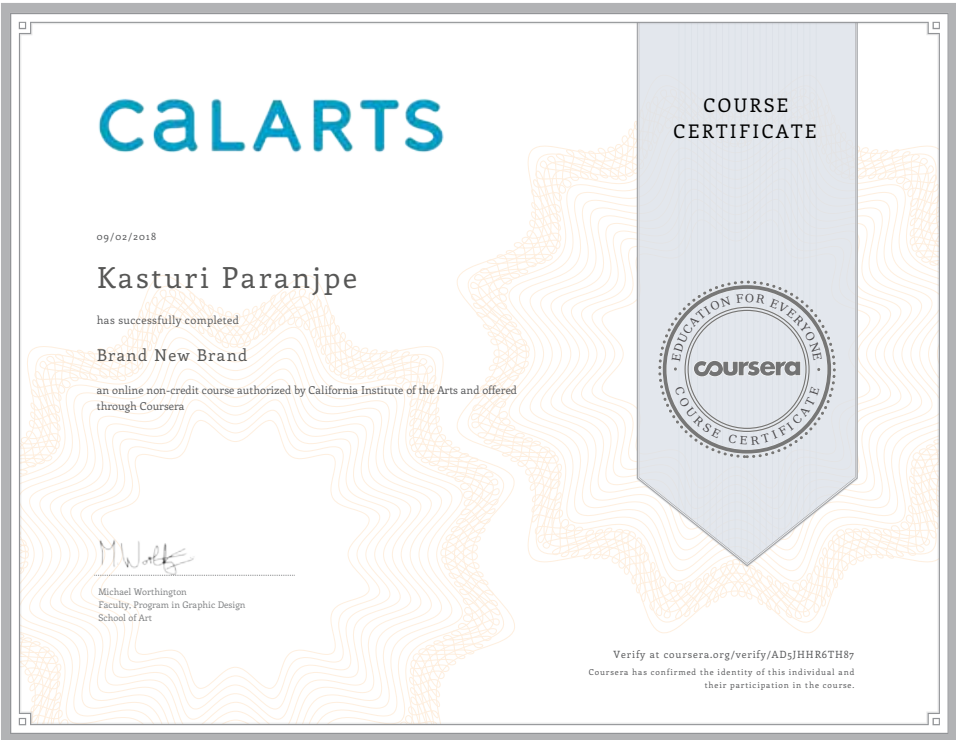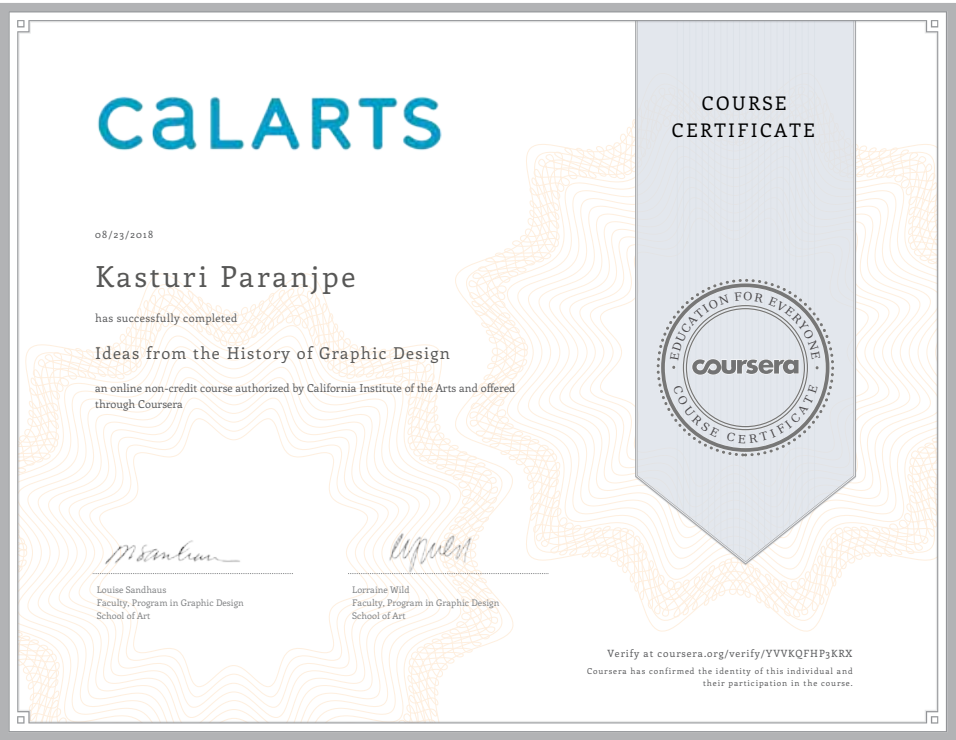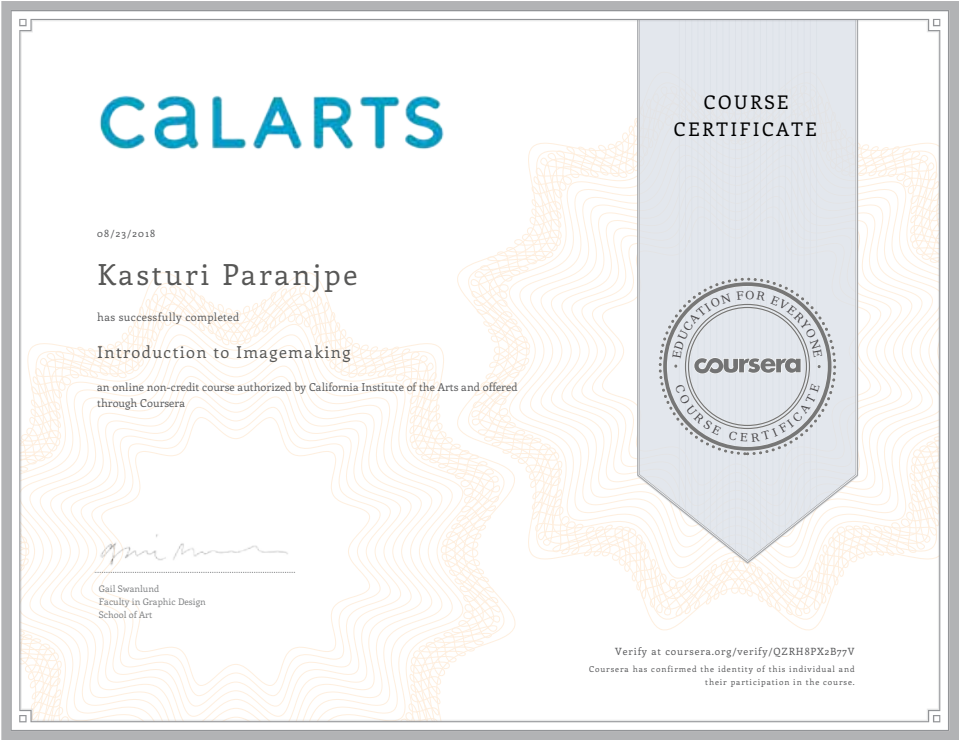
Product Packaging

T-shirt & Tote bag

Our smart tennis
ball and your hard
work is going to
make you

Next R●ger

Buisness card & Letterhead

Billboard

Thank You.

Next R●ger

Certificates

CALARTS

COURSE CERTIFICATE

08/14/2018

Kasturi Paranjpe

has successfully completed

Fundamentals of Graphic Design

an online non-credit course authorized by California Institute of the Arts and offered through Coursera

Michael Worthington
Faculty, Program in Graphic Design
School of Art

Verify at coursera.org/verify/7KYFLD8VM3V3
Coursera has confirmed the identity of this individual and their participation in the course.

CALARTS

COURSE CERTIFICATE

08/23/2018

Kasturi Paranjpe

has successfully completed

Introduction to Typography

an online non-credit course authorized by California Institute of the Arts and offered through Coursera

Anther Kiley
Faculty, Program in Graphic Design
School of Art

Verify at coursera.org/verify/XA3P8JX4MNR7
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CALARTS

COURSE CERTIFICATE

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Introduction to Imagemaking

an online non-credit course authorized by California Institute of the Arts and offered through Coursera

Gail Swanlund
Faculty in Graphic Design
School of Art

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CALARTS

COURSE CERTIFICATE

08/23/2018

Kasturi Paranjpe

has successfully completed

Ideas from the History of Graphic Design

an online non-credit course authorized by California Institute of the Arts and offered through Coursera

Louise Sandhaus
Faculty, Program in Graphic Design
School of Art

Lorraine Wild
Faculty, Program in Graphic Design
School of Art

Verify at coursera.org/verify/YVVKQFHP3KRX
Coursera has confirmed the identity of this individual and their participation in the course.

CALARTS

COURSE CERTIFICATE

09/02/2018

Kasturi Paranjpe

has successfully completed

Brand New Brand

an online non-credit course authorized by California Institute of the Arts and offered through Coursera

Michael Worthington
Faculty, Program in Graphic Design
School of Art

Verify at coursera.org/verify/AD5JHHR6TH87
Coursera has confirmed the identity of this individual and their participation in the course.