POSTER DESIGN

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Faktor der Nähe
Elemente, die nah
beieinander liegen,
werden eher als
zusammengehören
wahrgenommen
als Elemente,

die weiter
auseinander
liegen.

A compendium of all the tasks
and
some theoretical reflection
on the design process and results.

/2024

Content

1.1

Dots, Lines & Planes

1.2

Dots, Lines & Planes
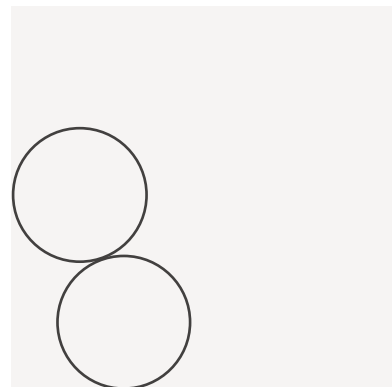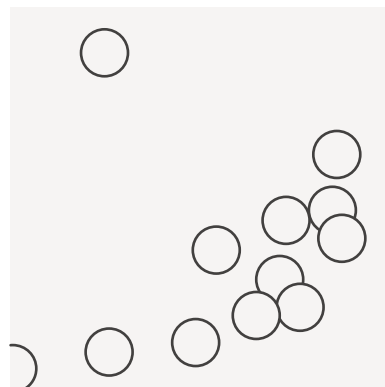
Here we had the task of arranging dots on an 1x1 canvas to create visually exciting or boring patterns.
Using at least two dots per canvas,
all of the same size,
and working only in black and white.

"Balance"

"Lonely"

"Dropping"

"Spinning"

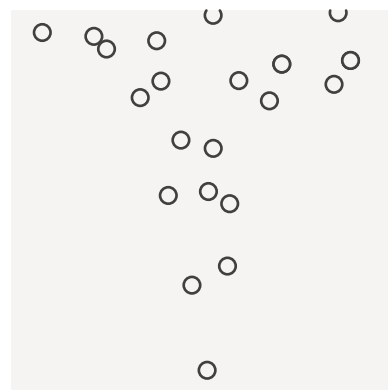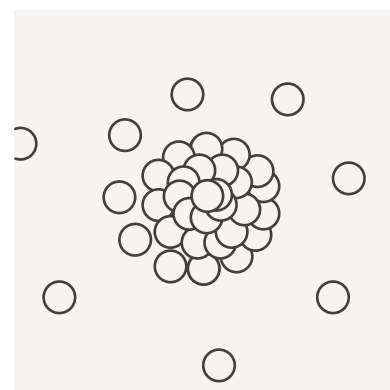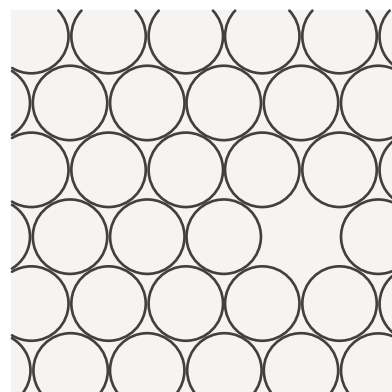As a first task, this was enjoyable and encouraged us to think about how the dots could interact to represent different emotions.

"Missing"
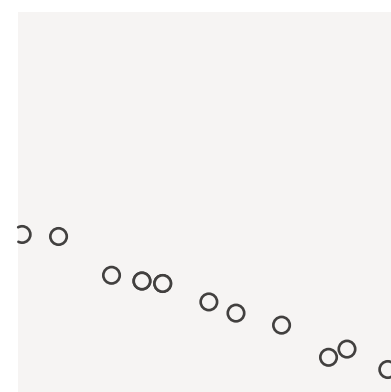
"Following"

This task was similar to 1.1, but with the added twist of having to use different-sized dots.

"Copying"

"Rising"

It changed things up by introducing more dominant and less dominant elements, opening up a wide range of creative possibilities.

"Flowing"
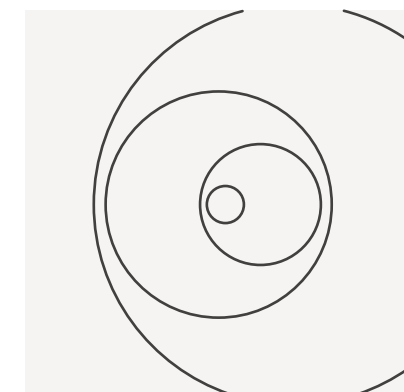
"Grouping"

It was quite fun, and I learned how to combine objects to work harmoniously together.

"Crushing"

"Expanding"

1.3

Dots, Lines & Planes

For this task we where given a piece of paper and a black pen. The task was to draw curved, horizontal lines that approached or moved away from each other. The idea was to experiment with the curvature, density and intensity.
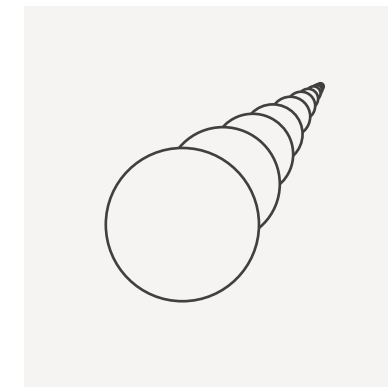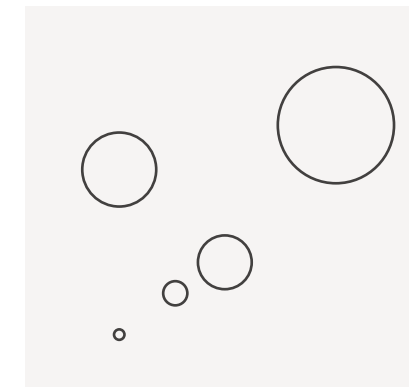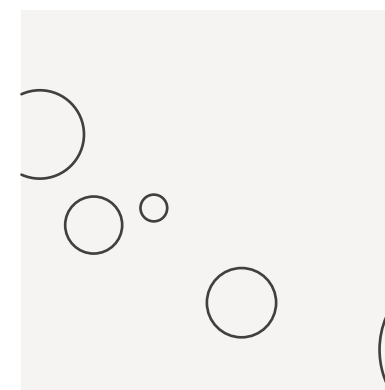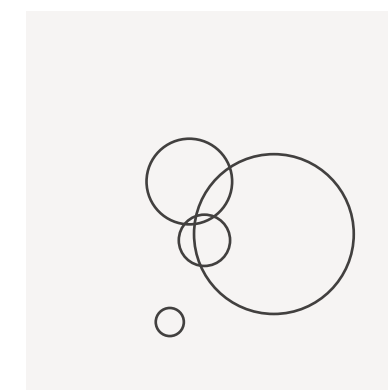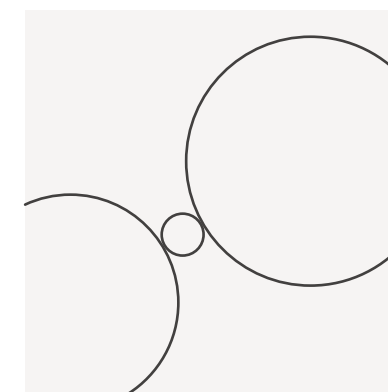
This task was very interesting because the lines formed a 3D surface, adding depth to what would otherwise be just a collection of lines.
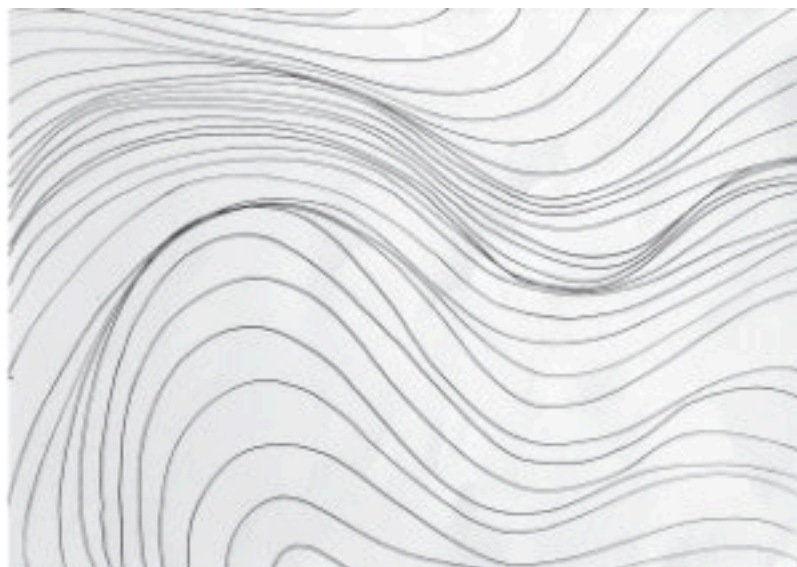
1.4

Dots, Lines & Planes

The last task of the week was to create an aesthetic composition using two lines and a number.

With no given parameters, we were encouraged to explore different composition strategies.

The initial compositions were done on paper.
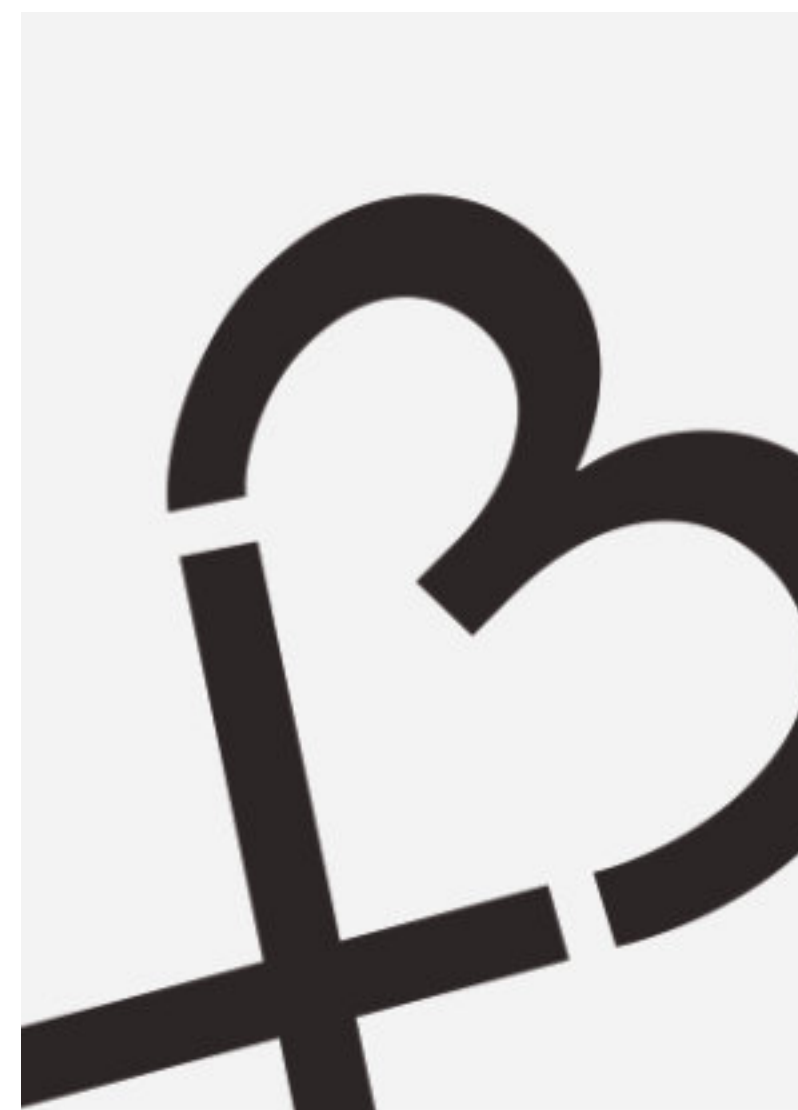
This part of the project was quite enjoyable, although a bit challenging. We needed to create around a dozen different designs, and I realized that many of my final designs ended up looking quite similar.

I recognize the importance of learning to rethink concepts and not getting stuck on the same idea.

2.1

Modular Typography

Design a Modular Alphabet. We began by designing the letters using analog paper cutouts, working with outlines, fills, and using either black and white or color.

The key was to repeat the same shapes throughout the alphabet.

Modulare Buchstaben
Jeremy Shoobridge

Modulare Buchstaben
Jeremy Shoobridge
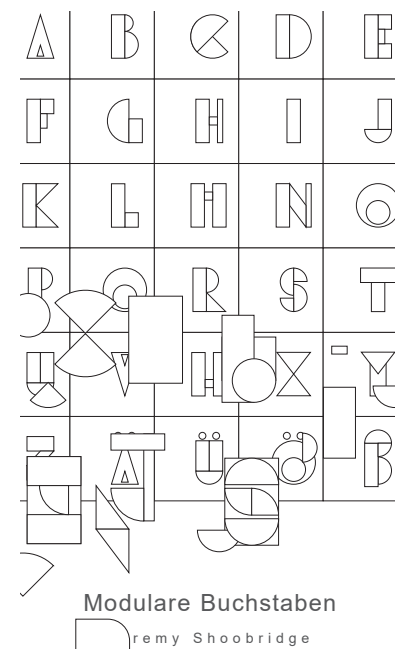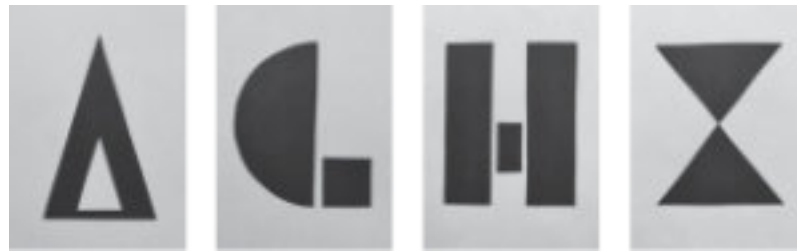
My approach to this task was very simplistic. I aimed to design my alphabet using as few shapes per character as possible, while still capturing the essence of each letter.

Through this task, I discovered that I am a big fan of a very simple and minimalistic style.

2.2

Poster Serial

For our next task, we received an A3 printout of the poster shown on the left and various neon markers.

We were free to design the poster as we wished.

The trick here was that we only got one shot at our idea, so whatever we were planning had to be done with careful consideration.

This approach encouraged me to apply the same careful planning to the rest of the tasks. Think first, then try.

This was my analog design idea.

And this was a CAD version I designed afterwards.

3.1

The laws of Gestalt

For this task, we used provided stamps to create a visual composition by applying at least three Gestalt principles, such as proximity, similarity, and continuation.
We focused on illustrating these principles through the arrangement and selection of shapes.
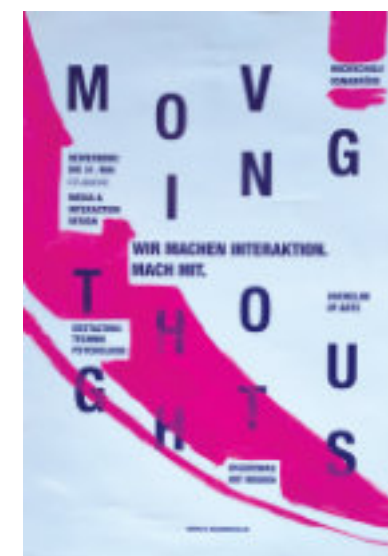
After that, the next step was to choose one of the portrayed Gestalt laws and design a poster with its description using the font Helvetica.

We had the freedom to alter anything we liked.
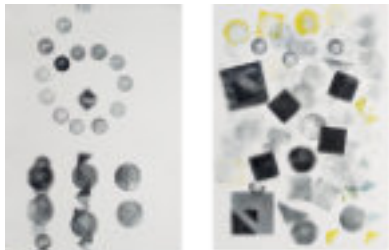
This one ended up being the one i chose to continue working one. It had lots of visualised laws of Gestalt.

Proximity, Continuation, Similarity & Common fate

I started off not very hopeful because I wasn't a big fan of my design.

Faktor der Nähe

Elemente, die nah beieinander liegen, werden eher als zusammengehören wahrgenommen als Elemente, die weiter

auseinander liegen.

Starting of i just tried around with the stamps and didn't really manage to design anything I was really proud of or could see a lot of meaning behind.

But in the end i ended up really liking the result of it. So my personal takeaway from this task was that anything can be turned into a good design.

4.1

Tribute to our favourite Designers

This task was based on a day when we all presented a favorite designer and their work. After the presentations, we were assigned one of the other designers.
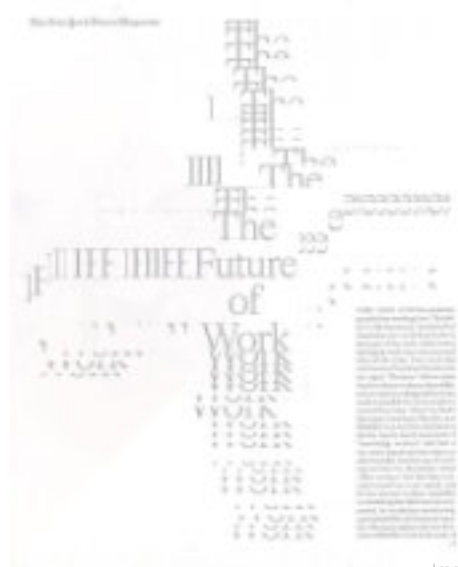
The task was to analyze their design, techniques, color schemes, typography, and distinctive elements. We then created an A4 mini-poster that paid homage to their style and introduced design principles reflecting their values. For me the designer was 'Ben Grangenette', a well know 'New York Times Magazine' Designer.

Img1

Img2

Img3

During my research,
I noticed that
one of his favorite things to do
was to
play
with
typography.

When he used text, he often tried to connect it to the image or even make it
the
image.

This finding is what i based
my design of.

The New York Times Magazine
By Jeremy Shoobridge

Gesetz der Erfahrung
Time: a flow we can't hold, a mystery we measure with clocks. It sculpts the world and shapes our lives, a gift of moments both fleeting and grand

Use it wisely, for waits for no one
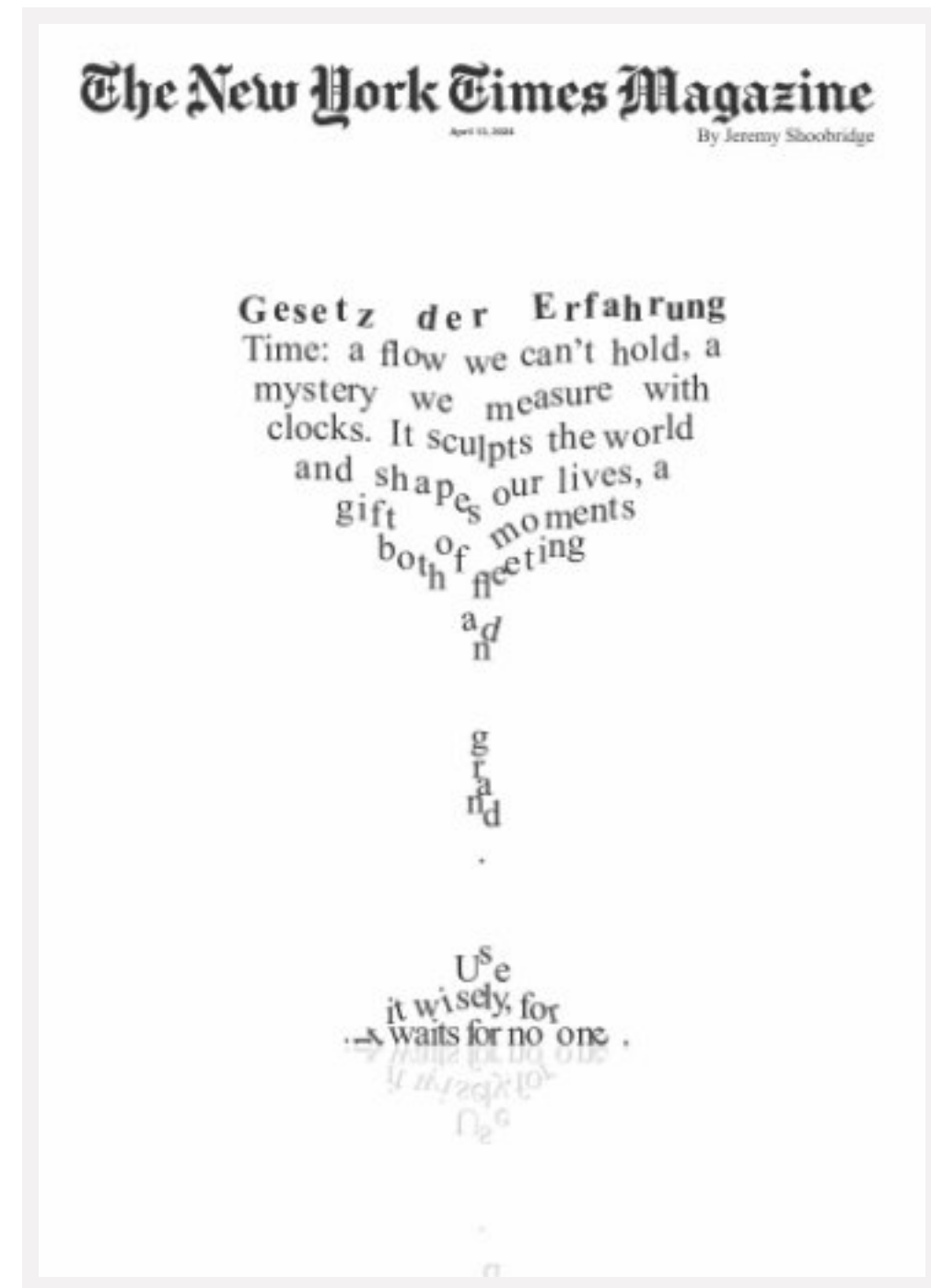
Trying to emulate his style led me to create something totally unusual for me.

In the end, I believe my design wouldn't be too far off from something Ben Grangenette would design.

5.1

Qoute and Typo connecting

For this task we where given this Qoute and the task of making a Poster, while only using Typography.

"The material of typography is the black and it is the designers task with the help of this black to capture space, to create harmonious whites inside the letters as well as between them"

- Adrian Frutiger

This task was one of my favorites, and I received valuable feedback suggesting that I should simplify my designs and focus on one idea, as mine contained too many.

I found this tip to be extremely helpful.

5.2

Qoute and Typo connecting
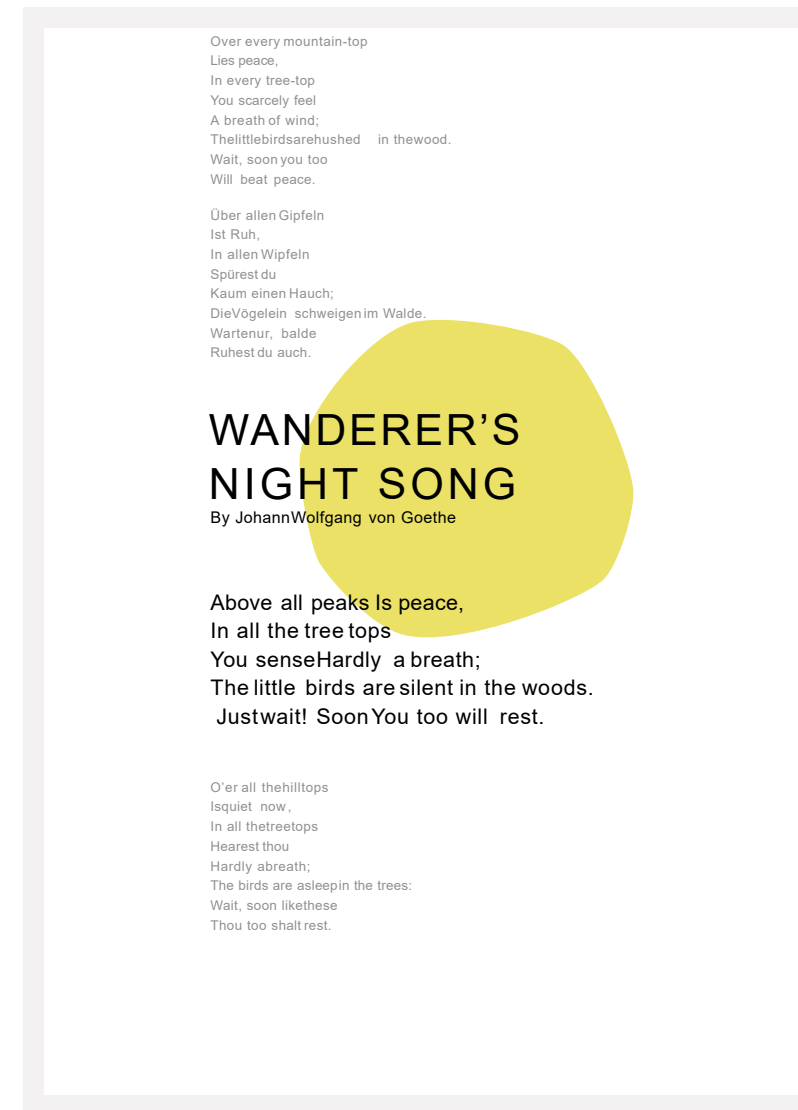
For this task we were given this excerpt from Goethe's poem "Wanderer's Night Song" and were instructed to design a poster for it.

I tried to go at this task in a very easy maner.

Depicting a moon and highlighting the excerpt.

6.1

Getting a feel for the feel

In this task we were supposed to portrait an emotion.

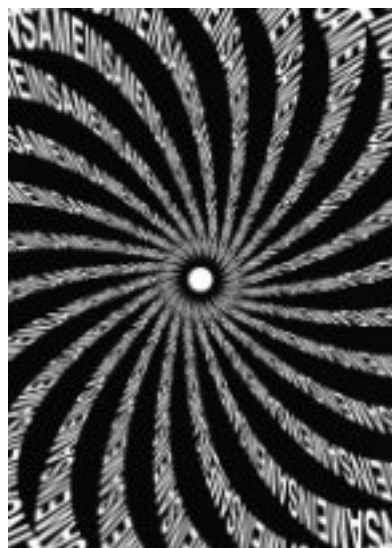We were given a list and could chose freely what emotion to use.

I chose lots of different approaches.

Ended up submiting this one.


I had a lot of fun with this task.

I started by brainstorming ideas, looking at the different words we were given, and testing out the first concepts that came to mind.

This approach worked well for me, but I often focused on digital work. For the "Angry" poster, I decided to try something more analog, and it turned out great.
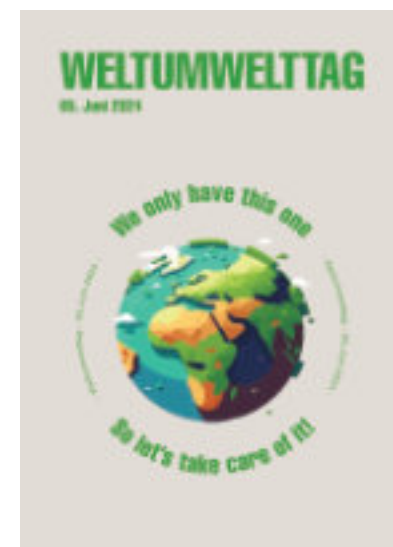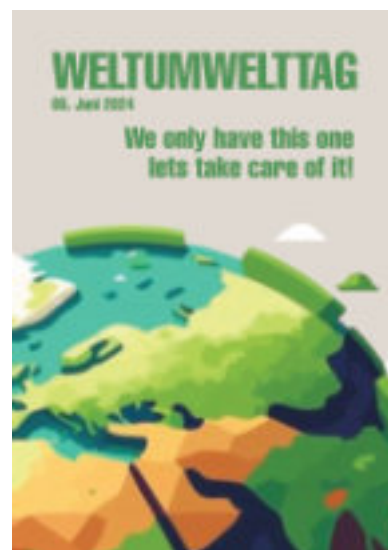
Easy but, very Expressive.

7.1

The international day for the Environment
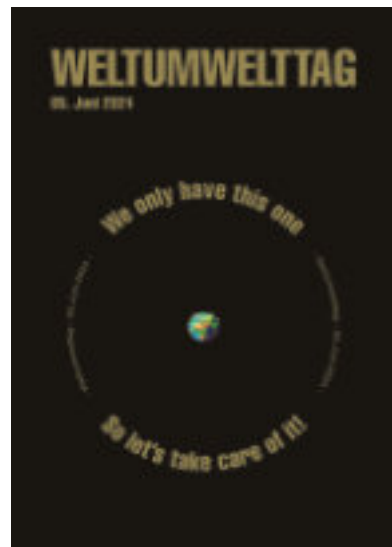
This task was to design an informative and appealing poster for International Environment Day.

The focus was on effectively using colors to capture attention, promote eco-friendly actions, and create an emotional connection to environmental protection.

My final design was simple yet impactful.

I applied the law of similarity by transforming the recycling logo into a flower with a stem and leaves. The use of high-contrast colors made it striking while still maintaining a calming feel.

The last task was a particularly enjoyable one. Initially, I considered using the Earth in my design, much like many other environmental posters. However, I quickly realized that it appeared too similar to existing posters.
While searching for inspiration online, I came across a creative concept where a sand clock was used as a dumbbell. I loved the idea and decided to adopt this approach in my design

In the end, I was very happy with the result and learned that a simple illustration can be incredibly effective.

8.1

SAFE PLACE
- Floor plan

The last task was the most challenging one yet.

We were assigned to redesign a floor plan provided by the SAFE PLACE in Osnabrück. This involved not only creating a straightforward floor plan but also making it comprehensible for children.

In addition to the floor plan, we had to design several illustrations showing kids in different situations and emotional states, to help them understand when they could come to SAFE PLACE.

Finally, we needed to incorporate a section where the SAFE PLACE staff could place a sticker, providing information about who visitors could always contact if they were lost or needed help.


This was the provided plan. (slightly modified)

On the right, you can see what they marked and deemed important to be included in our redesign of the plan.

Starting with the initial plan, I decided to simplify it by showing only the necessary rooms.

I experimented with the idea of colouring the walls of the house in rainbow colours. However, I ultimately decided to abandon this idea as it felt too overwhelming and it didn't have the desired effect.
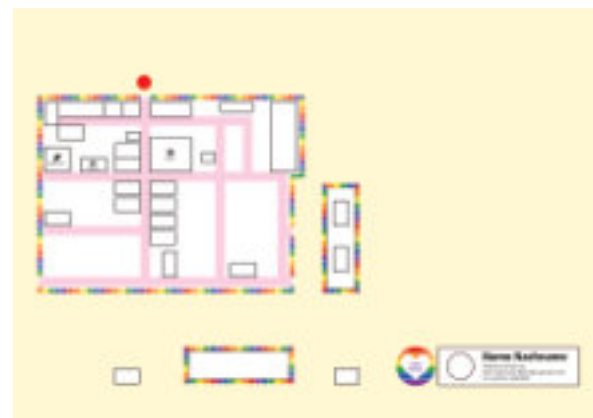
I decided to make the floor plan three-dimensional, which made it clearer and more understandable. Then, I designed the initial layout by adding a legend on the left for each floor, including circles as placeholders for the illustrations on the right, and adding a box for the contact information.

While I personally liked this design, I realized it would not capture the interest of a child, so I had to consider a different approach.
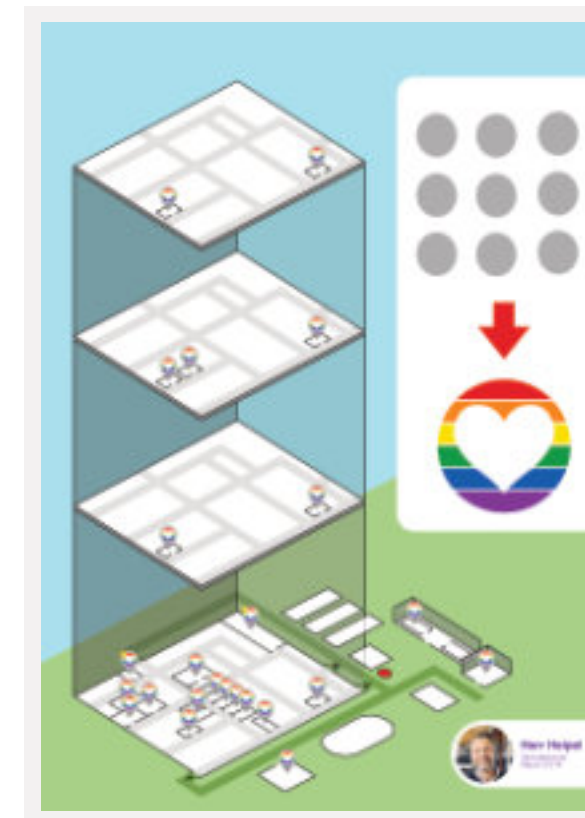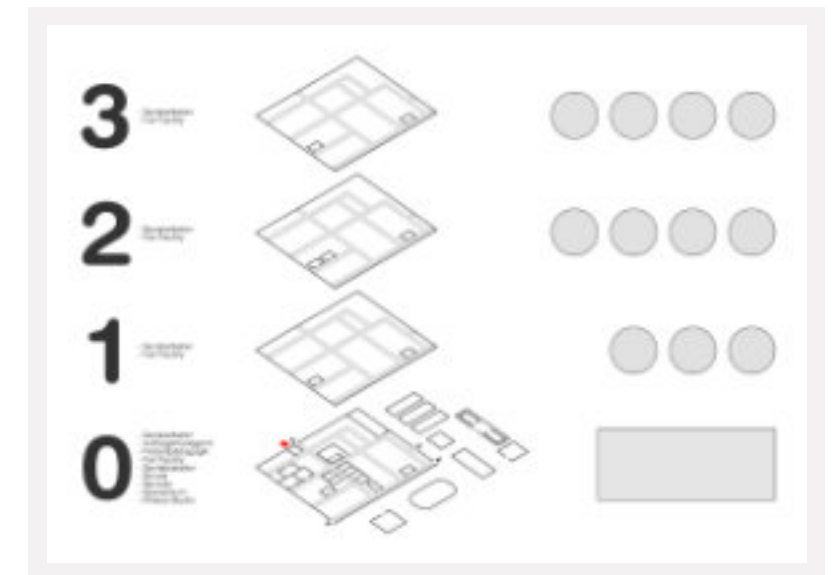
For my next step, I switched to a horizontal layout to give the floor plan more space, as it was the most important part of the design. I added color to make it more kid-friendly by including a ground plane and a sky color, which also helped convey a better sense of dimension.
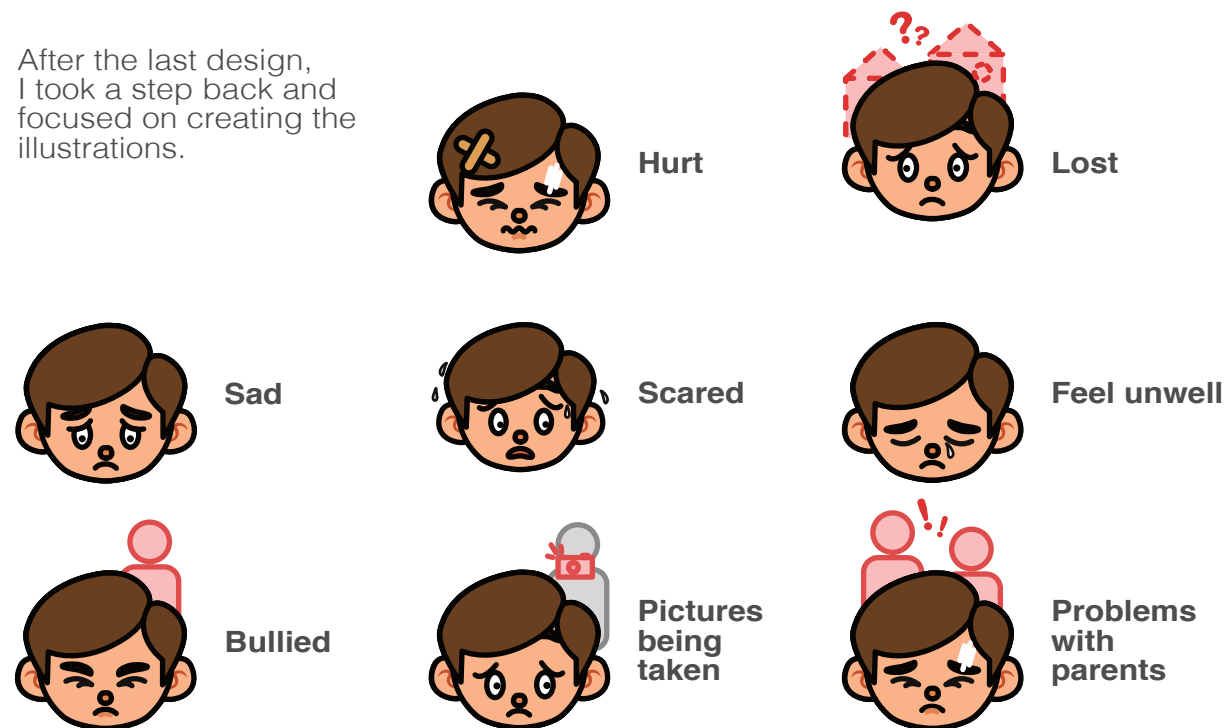
To further enhance the dimensionality, I added wall planes to connect the floors, making them look like an actual building.

I grouped the illustrations into a small box with an arrow pointing towards the SAFE PLACE logo, encouraging kids to seek help at the SAFE PLACE. The contact information was placed in a dedicated box at the bottom right.

Additionally, I introduced SAFE PLACE logos for each room. While I liked the idea, I ultimately decided against it because it made the design too crammed in the middle.

After the last design,
I took a step back and
focused on creating the
illustrations.

Hurt

Lost

Sad

Scared

Feel unwell

Bullied

Pictures
being
taken

Problems
with
parents

The next design I created
was a bit simpler. I
removed the dozens of
hearts and highlighted
only the rooms that are
open 24/7 with a rainbow
floor.
Additionally, I included
more of the surrounding
area to make it easier to
navigate. I changed the
design so that instead of
colouring the background,
the house itself would be
coloured to make it look
friendlier and convey a
sense of safety inside.

The final design required
some fine-tuning with better
colour management, the
addition of a QR code,
refined layout adjustments,
and a headline stating
"SAFE PLACE" to tie
everything together.
I am proud to present this
finished design.
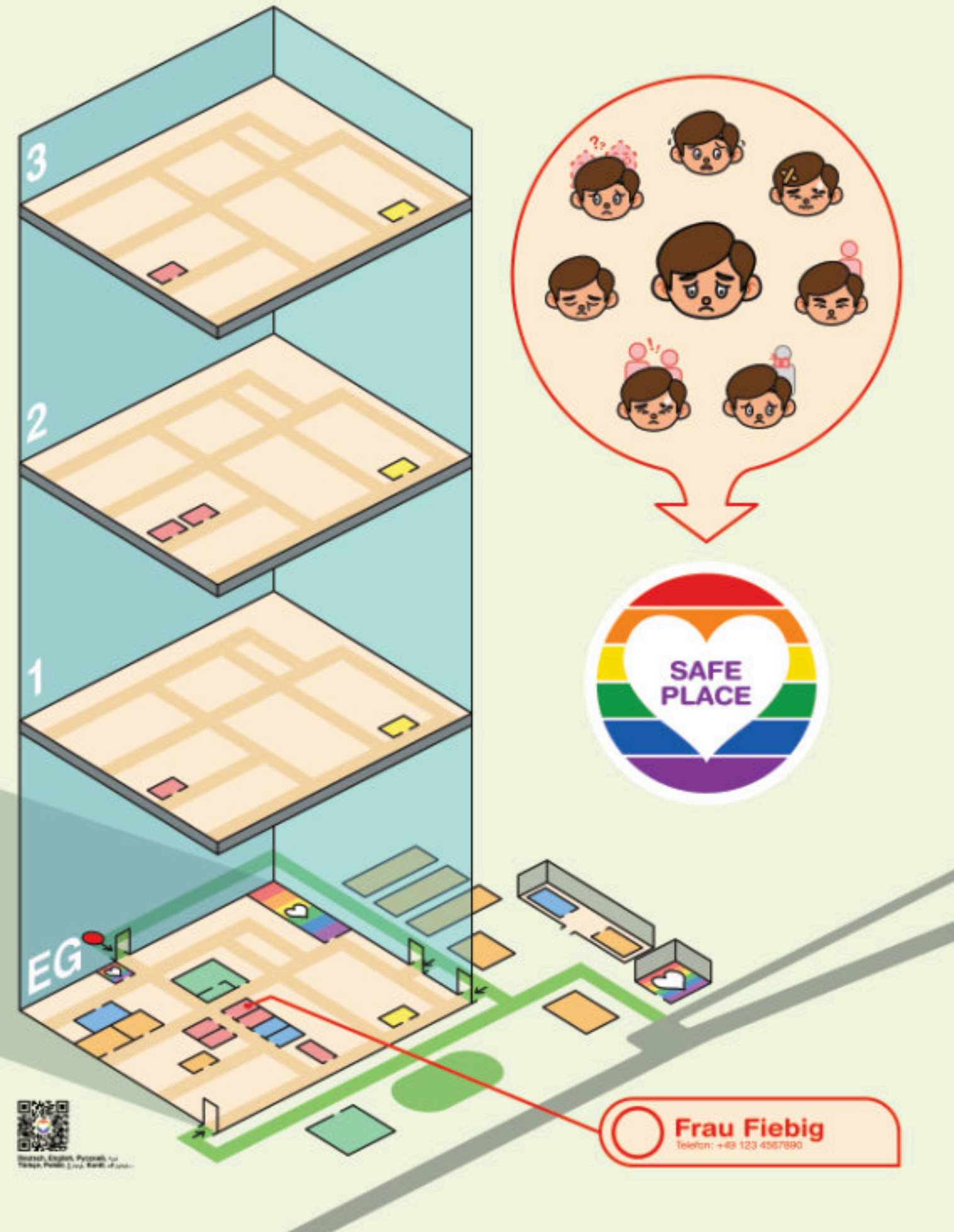
In total, I am very happy
with what I managed to
design and learn in this
module.
There were tasks that I
really loved working on,
and as a second-semester
student, having the
chance to work on an
important project for the
"SAFE PLACE" was a truly
enjoyable experience.

Jeremy Shoobridge

2. Semester - SS24