

Visual

Foundation

Studio

Ty Arpornsuksant

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About me

Ty Arpornsuksant is a New York based creative coder. He was born in Atlanta, Georgia but moved to New York for college. His family hails from Thailand, a place where he makes a point to visit every now and then in order to connect to his family's roots. Coming from a technical coding background, he graduated from New York University majoring in Integrated Digital Media with a concentration in XR development and design. Although coming from a strictly coding/technical background, Ty decided to pursue digital design in order to explore the intersections between computing and artistic creativity and push his boundaries of what he can do. After graduating, Ty decided to take a year off from school in order to pursue personal projects, working as a freelance developer. Coming back to school, Ty decided to enroll in NYU's ITP program in order to further explore the artistic and technical world. Currently, he works developing XR experiences for assorted clients like Verizon, FromSoftware Inc, and Twitch.



Classwork

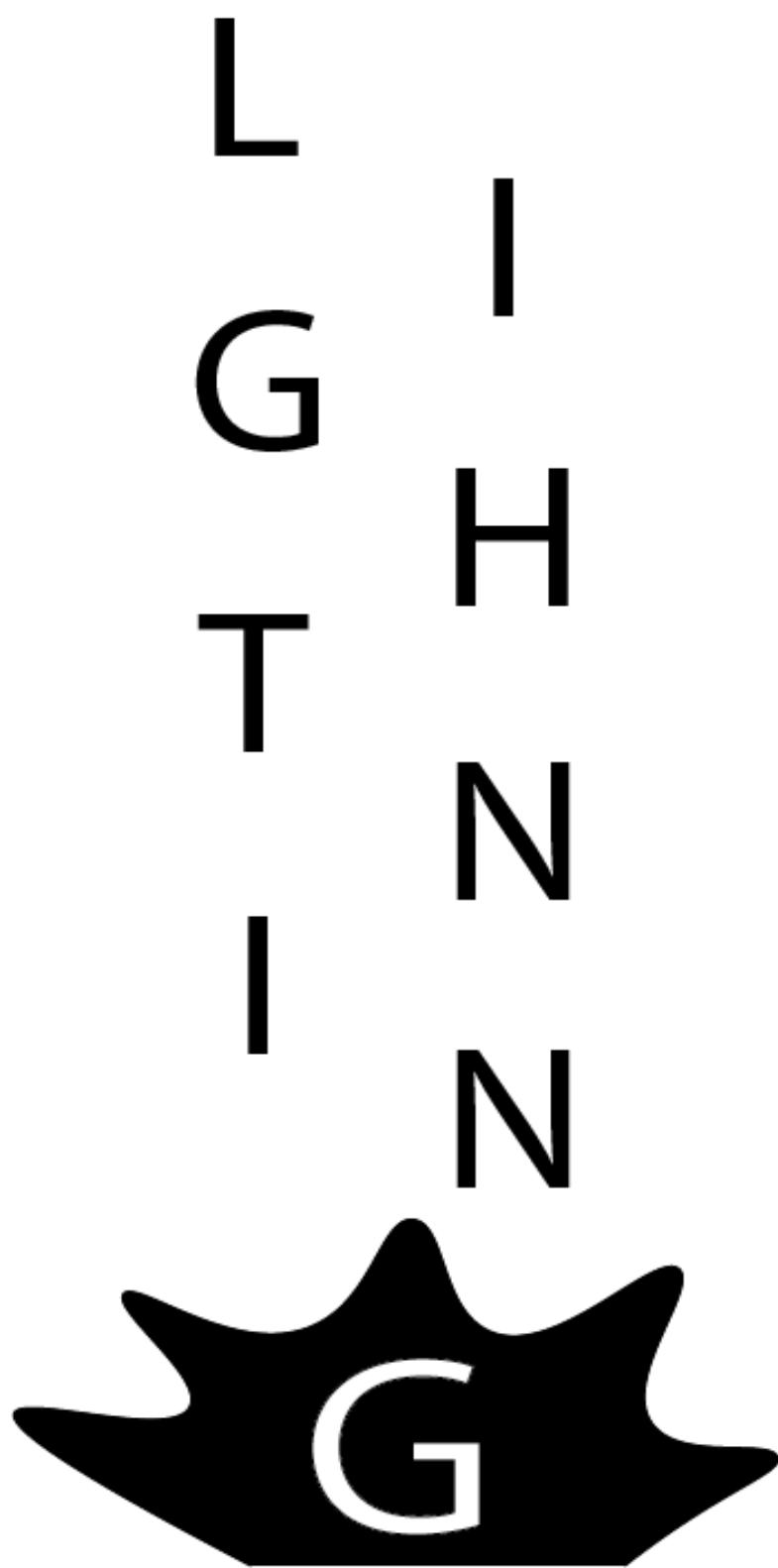


- Color Moodboard
- Expressive Word
- Typeface Exercise
- Composition Exercise

Color Moodboard



Expressive Word



Typeface Exercise

GRAPHIQUE REGULAR

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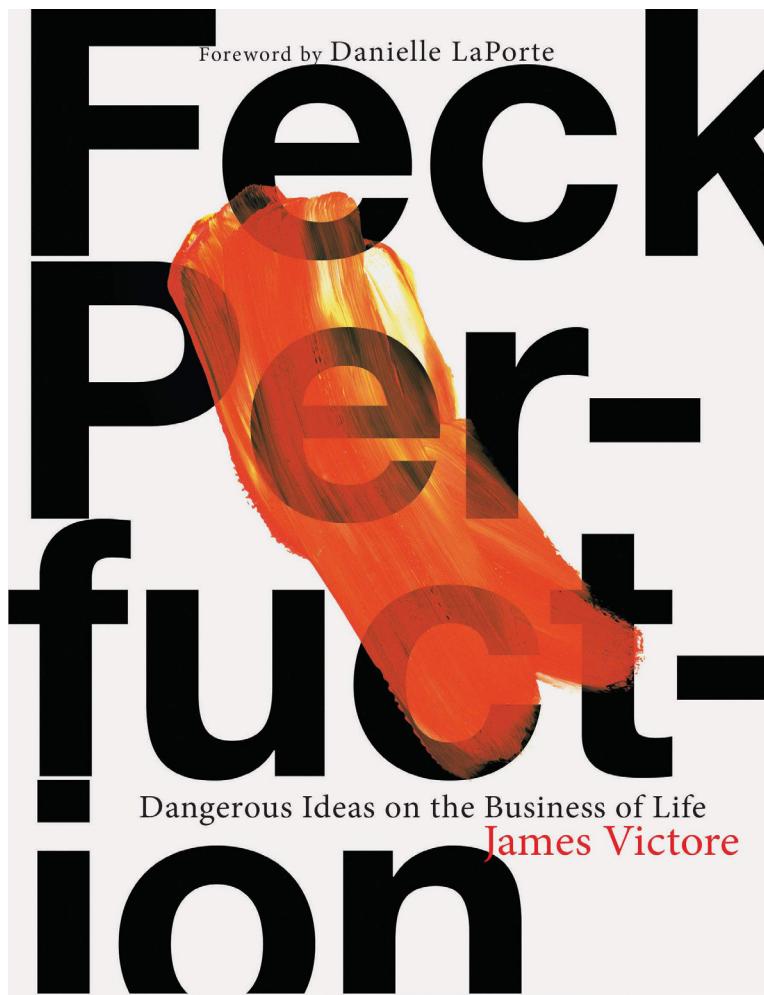
FUNDAMENTALLY, COMPUTERS JUST DEAL WITH NUMBERS. THEY STORE LETTERS AND OTHER CHARACTERS BY ASSIGNING A NUMBER FOR EACH ONE.

The font used by American online streaming company “Netflix” is called Graphique. Graphique is a bold font featuring an all-capital letter design and letter shadows. The font also features narrow spacing making it ideal for headers and posters. The font was developed in 1945 by famous Swiss designer Hermann Eidenbenz. Later, it was digitized and expanded to include latin and cyrillic characters by German born designer Ralph M. Unger. Graphique only comes in one form and supports 33 languages.

I chose this font as I really couldn't think of any fonts that really stood out that I liked, so I started procrastinating with watching Netflix. While browsing, the logo was shoved in my face when I decided to watch an episode of “Big Mouth”, a Netflix exclusive (thanks so much for introducing me to this show by the way—it's been awesome so far). After seeing the logo, I realized that the font was so unique and bold that it was definitely worth checking out. I especially like how bold and eye-catching the font is, as if saying a statement that the product it is associated with will be exciting and dramatic, perfect for an entertainment company. I also like how economic the font is with spacing, allowing readers to clearly see individual words without unnecessary, confusing spacing.

Composition Exercise

Book Cover



Feck Perfution is an encouraging and inspiring compendium of advice from author James Victore, an accomplished graphic designer. Throughout the book, Victore constantly reminds the reader of the book's theme of empowerment and the ridiculousness of the idea of perfection. The cover is an embodiment of this. The words "Feck Perfution" parody the usual strive for absolute perfection that some artists exhibit. The mixup of the "e" in "Feck" and the "u" in "Perfution"; the odd placement of the words, including the breakup of the word "perfution"; and the cut off of the last three letters represents the author's stance against perfection using typography. In addition to this, a simulated orange brush stroke is situated askew in the middle of the cover. This brush stroke further symbolizes the author's stance against complete perfection in artistic endeavor. All of these design choices serve to make a very compelling and eye-catching book cover that informs the reader of its contents before they even touch the book.

Composition Exercise

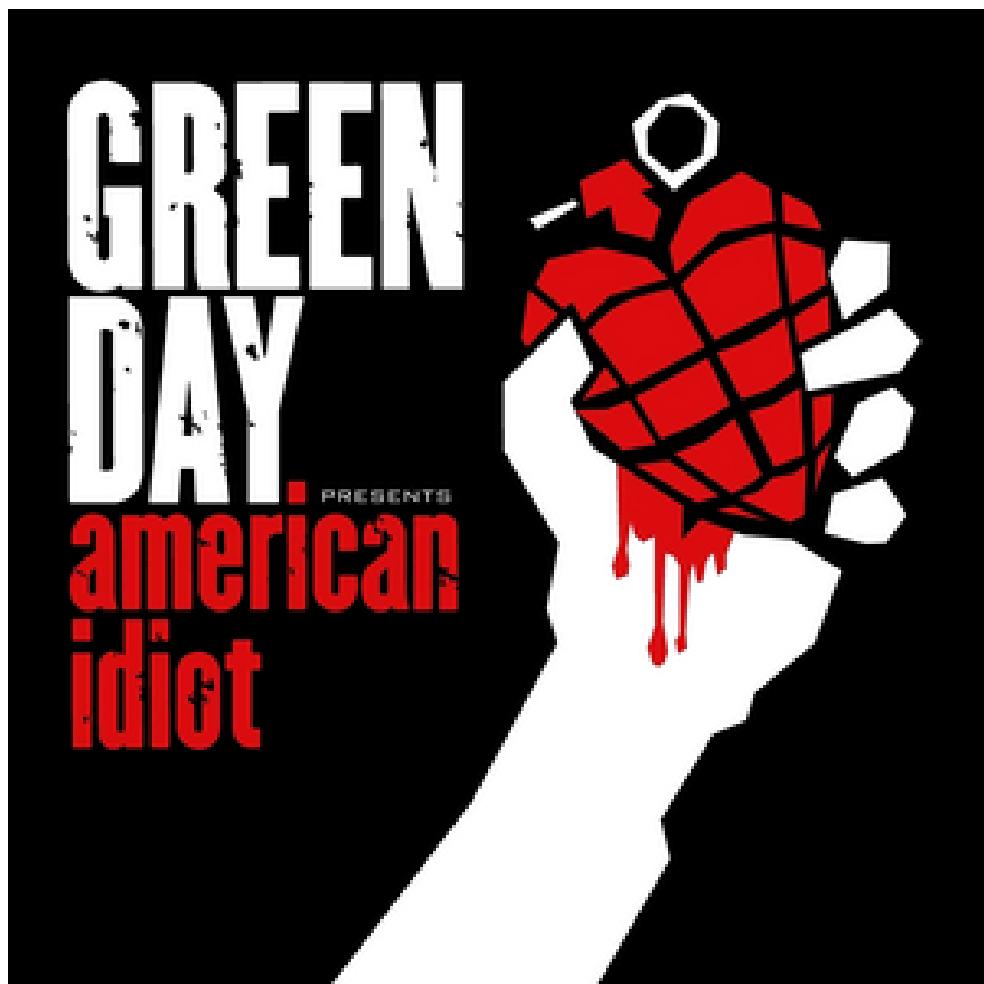
Magazine Cover



This visually compelling magazine cover showcases the main article about obesity in the US in a clever and creative way. The use of the continental US to emulate an obese man and the use of Alaska and Hawaii to emulate a hamburger is very clever and eye-catching. This graphic is the center of the cover and is set over a white background to create contrast. This combination of eye catching colors and clever placement of the US states makes this magazine cover very compelling and makes viewers want to read about the worrying issues that the article promises to showcase.

Composition Exercise

Album Cover



Green Day's American Idiot album cover by graphic designer Chris Bilheimer is extremely symbolic of the album's political content. The design, a hand holding a heart-shaped grenade, is inspired by Chinese military propaganda. This aesthetic choice makes the cover itself a critique and parody of the world's political climate and the growing government focus on military growth. The image of the heart and the grenade symbolize the effect the growing focus on military buildup and violence has on peace and love. In addition to all of this, the choice of color, red and white on black, is very visually pleasing, thus making this symbolic album cover a very expressive and interesting work of art.

Composition Exercise

Film Title Sequence



The Monster's Inc. title sequence is a fun, quirky, and visually appealing movie title sequence. The use of bright colors and cartoonish graphics foreshadow the actual movie's focus on childhood and playfulness. The animation of the words and the environment help keep audiences engaged in the title sequence as it displays the people who helped create the movie, a usually boring part of a movie. Thus, through the use of a colorful and playful sequence, Monster's Inc. makes a visually engaging title sequence that hooks the viewer in and doesn't let go.

Composition Exercise

Packaging



iMore Triple Driver earbuds is a pricey pair of high quality luxury earbuds. This focus on luxury is one that is exhibited in the packaging of the earbuds. The packaging opens like a book, with the customer turning the cover of the box to reveal the product. Besides the product are drawings of the mechanics of the earbuds, making customers feel like the earbuds were carefully crafted and thought out and invoking feelings of sophistication and inventing. On the other side, the product sits in a visually appealing display next to an easy-to-understand array of different earbud covers, giving the customer the satisfaction of choice. The brown color scheme of the packaging invoke feelings of sophistication and class. Thus, this combination of color, layout, and illustrations make the packaging of the iMore Triple Driver earbuds visually appealing.

Composition Exercise

Advertisement



This clever and visually appealing ad for the package delivery system FedEx showcases a woman giving a package to a man via their windows. This ad is very clever as the placement of the windows corresponds with a world map making it seem like the woman is in Southeast Asia and is giving the package to the man who is shown in Australia. This use of visual trickery is very effective as it showcases the ease of sending packages via FedEx and associates the company with bringing the world together. The colors of straw yellow and brown serve to humanize the company. Thus, the combination of colors and visual symbolism make this ad very compelling.



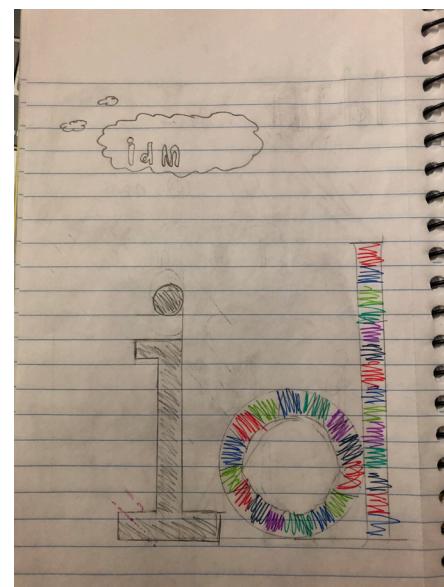
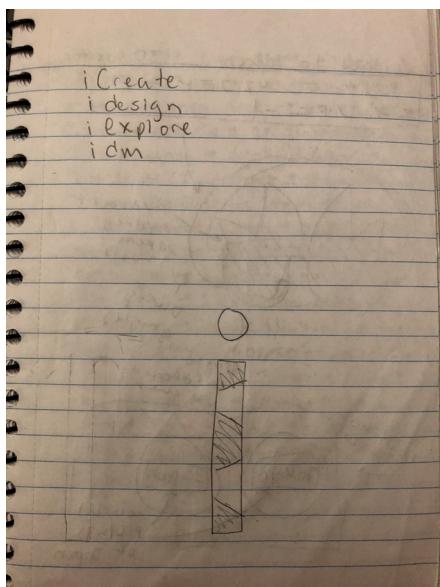
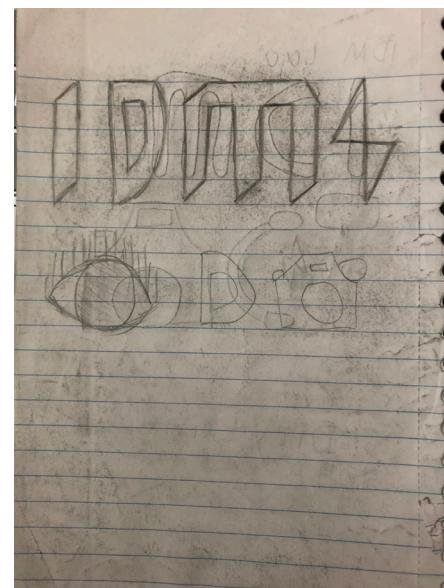
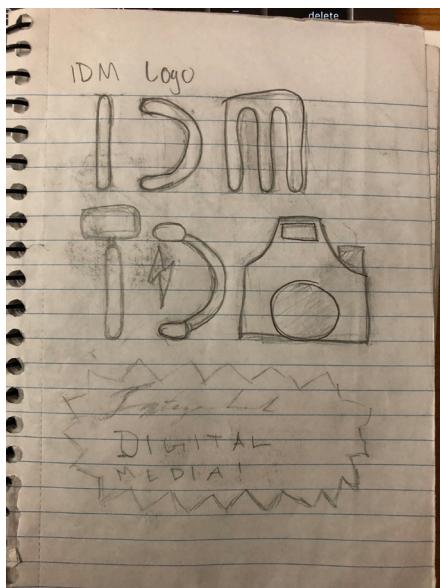
IDM Logo



- Sketches
- Final Drafts

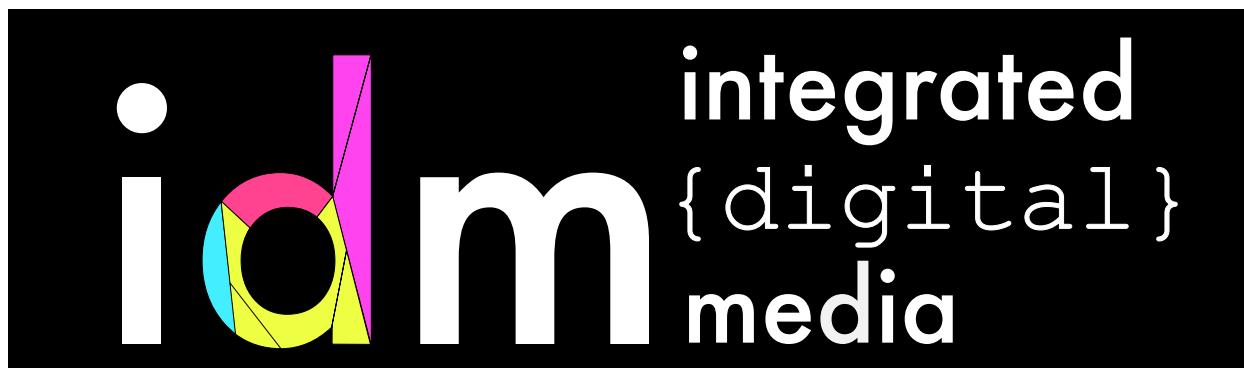
IDM Logo

Sketches



IDM Logo

Final





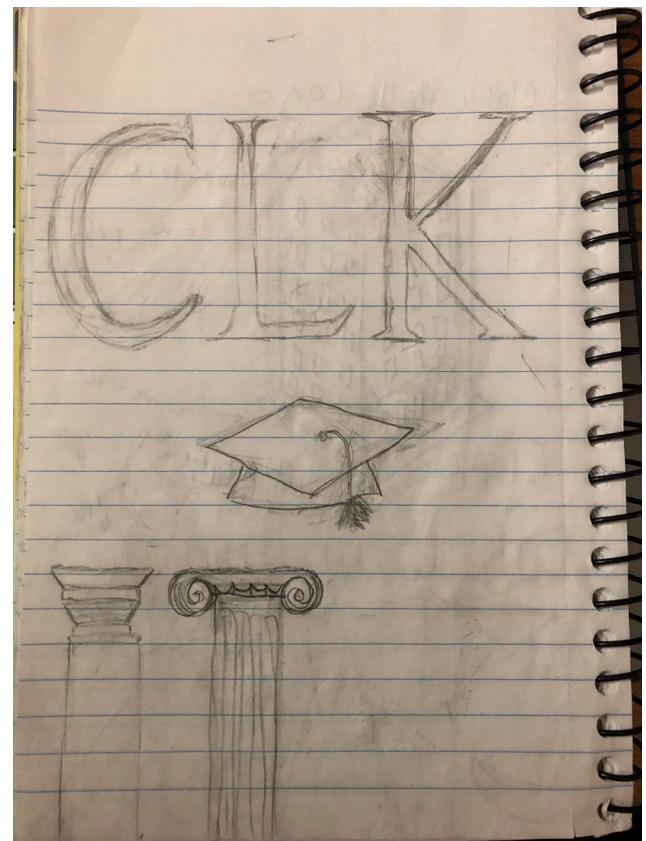
Midterm Logo



- Sketches
- Variations
- Final Drafts

Midterm Logo

Sketches

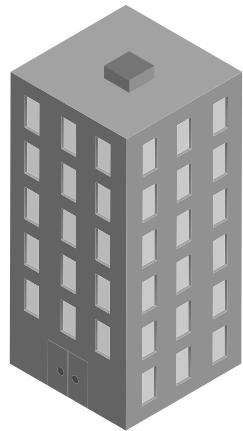


Midterm Logo

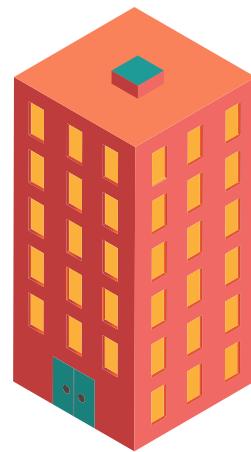


Variations

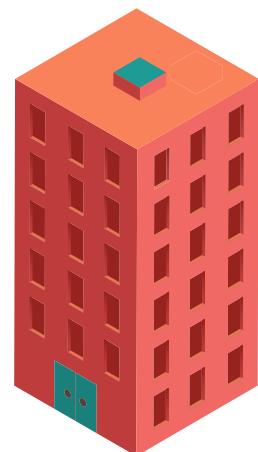
Clark Street



Clark Street



Clark Hall



Clark Hall

Midterm Logo



Final Drafts



Clark Street



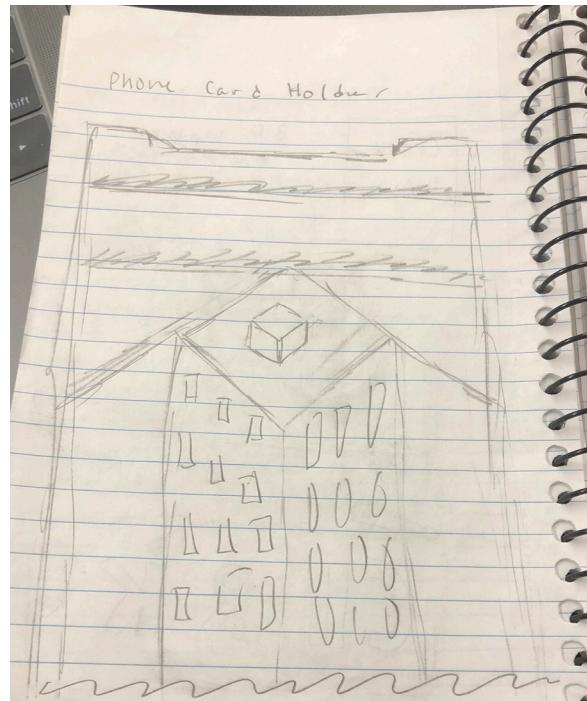
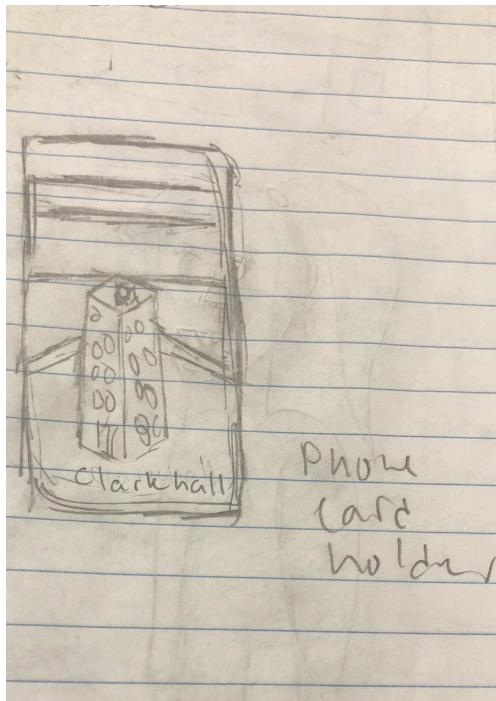
Physical Application



- Initial Idea
- Final Sketches
- Final Application

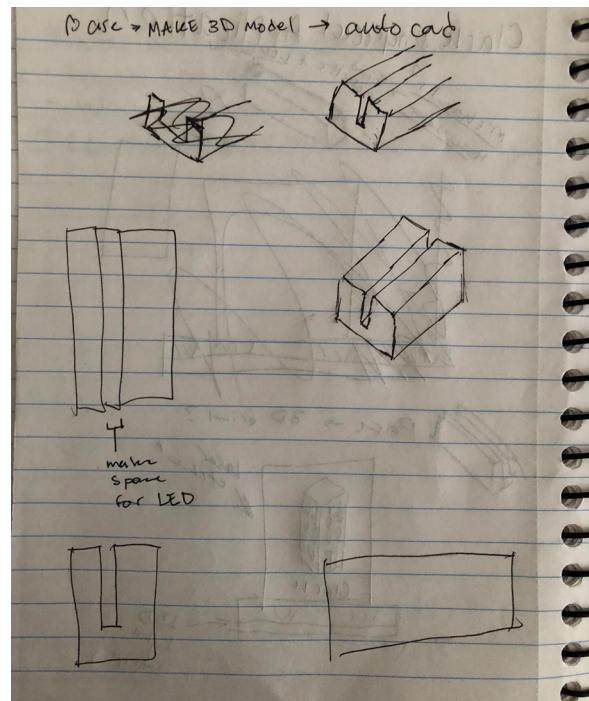
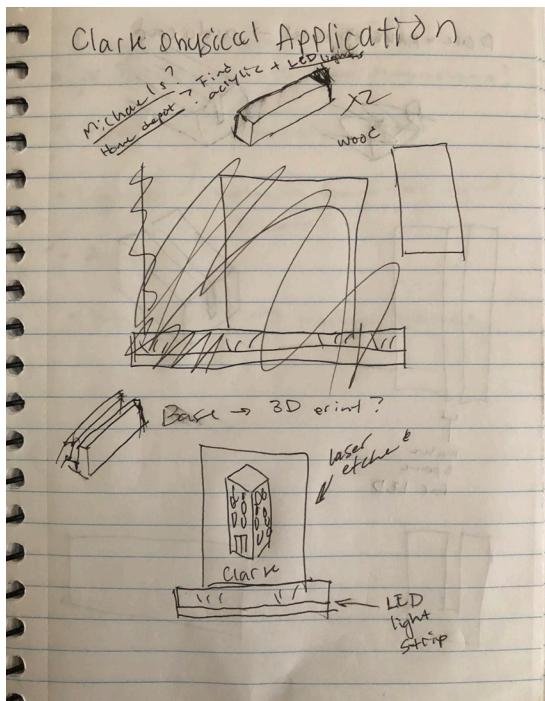
Physical Application

Initial Idea



Physical Application

Final Sketches



Physical Application

Final Application





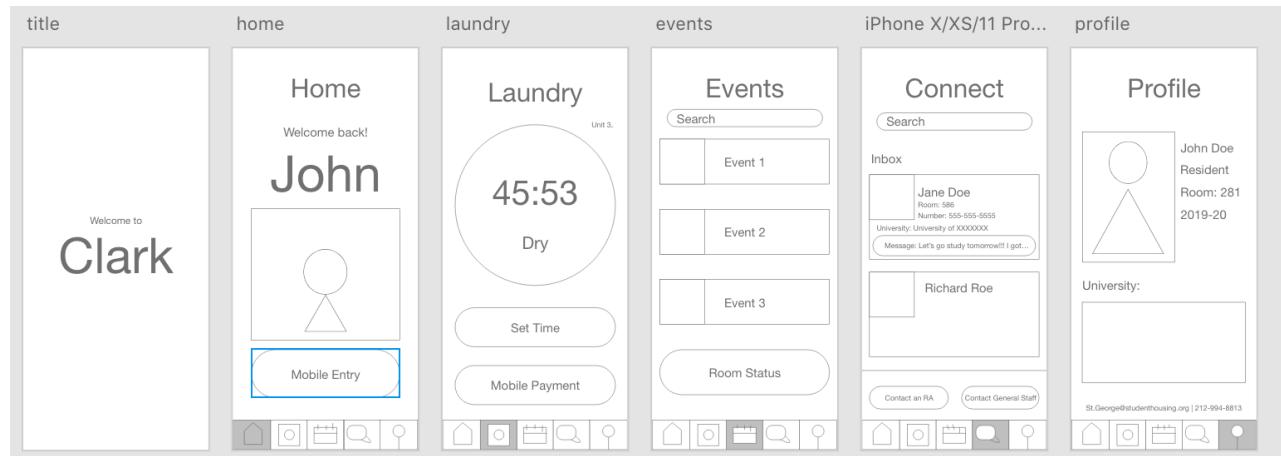
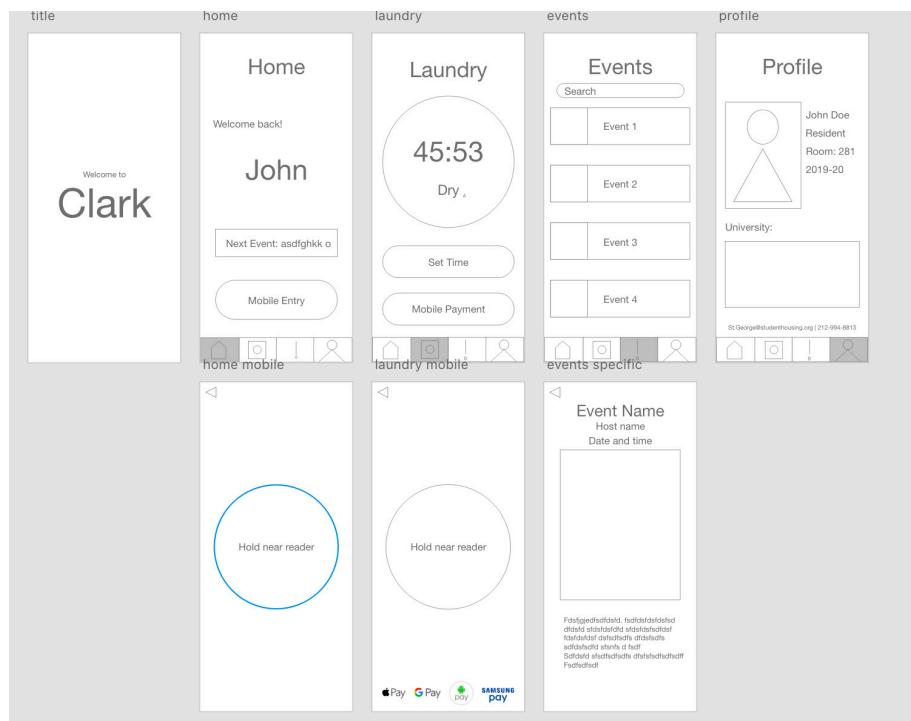
Digital Interface



- Wireframe
- High Fidelity Prototype

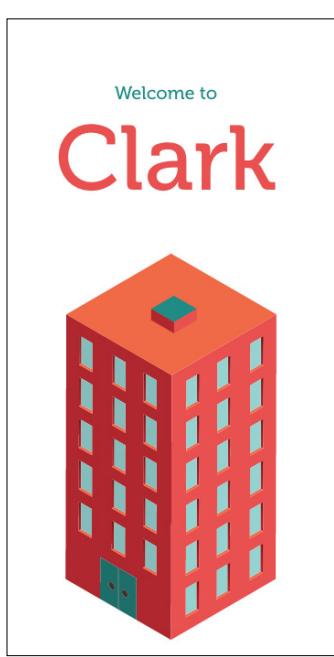
Digital Interface

Wireframe



Digital Interface

High Fidelity Prototype



Home

Welcome back! Ty!

- Inbox (3)
- Laundry
- Upcoming Events
- Mobile Entry

Laundry

Unit 3.

45:53 Dry

Events

Search

- Basket Weaving 12/4/19 State Room 5:30-6 pm
- Game Night 12/6/19 Hang Lounge 7-9 pm
- Movie Night 12/10/19 Silver Screen 10-12 am
- Hall Snacks 12/12/19

Connect

Search

Inbox (3)

Jane Doe
Room: 586
Number: (212) 998-1220
University: NYU
Message: Let's go study tomorrow!!! I got...

Richard Roe
Room: 321
Number: (800) 267-2001
University: St. Francis College
Message: Yo lets go play some Smash...

Profile

Ty Arpornsuksant
Room: 281
Resident
Class of 2023

University:
New York University 2019-20

Hi my name is Ty! I'm an Asian kid from Atlanta, Georgia and I am a first year at NYU studying Integrated Digital Media! My hobbies include staying up late to do homework! (Its now 4 am whilst I write this) and eating ramen! I really need some sleep!

St.George@studenthousing.org | 212-994-8813



Assessments



- Crystal Goblet
- Midterm Assessment
- Physical Application Assessment
- Digital Interface Assessment

Crystal Goblet



“The Crystal Goblet” by Beatrice Ward is an essay argues for the mundane use of text instead of a vain approach. Ward uses the extended metaphor of a crystal goblet to develop her ideas. In the metaphor, she asks the reader whether a wine connoisseur would choose to judge a fine wine from either a crystal goblet or a gold goblet. The answer, of course, is the titular crystal goblet. The reasoning behind this is that the wine connoisseur would want to judge a wine purely based on its itself- not the cup it is in. This translates to type. A reader would not want to read something whose type is too flamboyant as this would take away from the true meaning and message of the text. Instead, a more mundane approach to text is needed to fully get an idea across.

My opinion on this essay very much matches Ward’s argument, though I do disagree in some parts. On one hand, I do agree that a more simplistic, modern typeface allows a message to be written clearer. Any more weird or extravagant typefaces lead a reader to either ignore a message or miss the meaning entirely. I tend to lean to a more simplistic approach to my design therefore I agree wholeheartedly that simple types are the best way to get a message across. On the other hand, I also believe that there is an argument that a weird and wacky type can be used in some things. In other words, as famous philosopher Marshall McLuhan said, “the medium is the message”. For example, a cheesy horror themed type such as “chiller” may connote a bad or satirical horror theme to the viewer and can be used to delineate a serious horror product and a funny dark one. Another example is the use of a very fancy typeface such as “Centeria Script” may make a reader associate the product of fancifulness.

Midterm Assessment



My midterm was a redesign on the Clark Street (Hall) dorm. I first started with sketching some ideas that I initially had. Among those that were sketched, I chose a badge-like low-poly design. I really liked this design as it simplified the Clark building (which in reality is a complicated mess of a structure). It also showed a more playful, game-like quality to it since the design is based on the art style of the game Monument Valley. I chose this more playful style since I believe that Clark's overall feel is a playful one. There was many a time that I did homework in the lounge while someone hooked up their game console to the multiple TVs there.

I started work on the 11th of October, which is when I decided to visit my sister in Baltimore. Since it was a Friday and she had class, I worked in her university's reading room for most of the day. I started off making a 3D rectangle. I then created "symbols" for the top, left, and right sides and applied these symbols to my rectangular prism. Since I wanted the design to look 3D, I applied depth to the windows manually. This was the hardest part as I, at that point, was not familiar with Illustrator, so I had to apply the depth graphics to each window of the building. It was not until later that I realized that I could have just copied and pasted the graphics. While this was all going on, I struggled to find a color palette to complete my design. Before I left New York, I had taken 20+ pictures of the exterior and interior of Clark, but the outside was a drab beige and whoever did the interior design did not have a consistent or pleasing color palette. In the end, I went with a soft reddish-orange color for the building as that is the main color of the building's web page. For the outside decor (the chimney and doors), I went with a teal which is the complementary color of my reddish-orange.

In the end, I am content with the result of my work. I think it looks fine as is but could use major improvements. As such, I am currently working on suggestions that I received during my presentation such as adding light to the windows and tweaking the colors. I wish to present my improved design to the Members of Clark Hall Administration so I can share my design with more people.

Physical Assessment



My physical application was an LED and acrylic display piece of my Clark Street Logo. My original idea for the application was a leather phone card holder, but this idea did not pan out. I bought fake leather which didn't stitch and could not be laser-etched. So, I then pivoted to the LED display with the help of my professor. I think the final product is an elegant display that accurately displays Clark Street dormitory's playful nature.

I started work on the final idea on the 4th of November. I first bought an acrylic sheet from the NYU MakerSpace for \$15. I then proceeded to laser cut the sheet down to size and etch the first draft of my design on to the sheet. This first draft was very unsuccessful as the building's doors were unnoticeable and the windows were very cloudy. I then adjusted the colors on Illustrator to remedy this problem. It was at this time when a member of the MakerSpace team told me that I can cut the acrylic with the sticker on it if I slightly increase the power and decrease the speed of the laser. Blindly, I listened and got a worse result than before. The whole thing seemed cloudy and unfinished. By then the MakerSpace was starting to close and wouldn't open again until Saturday so I would have to continue my work then. Coming in on Saturday, I first tried to re-etch the cloudy piece in an attempt to make the design more pronounced. This also went poorly as the outcome was too pronounced and details were lost. I then put a fresh sheet of acrylic in and started my last and final etch which turned out fine. My only complaint about it is the existence of a scratch in the top right corner. I cannot fix this without spending more money as by then, I had run out of usable acrylic. The next day, I started work on the base of the display. I used an X-acto knife to cut 2 styrofoam pieces from a styrofoam plate. This proved immensely hard since styrofoam does not cut correctly sometimes and chunks were ripped out when the knife didn't cut. In the end, I had a very rough pieces which needed to be filed. Moving on, I put the LED tape in, the bottom piece of foam, cut a slit into the top piece, and glued the whole thing together, finally being rewarded with a cool-looking display when I plugged in the lights and inserted the acrylic.

In the end, I am quite pleased with the result of my work but know that the product could be better. I could fix the scratch in the corner of my acrylic display by recutting a fresh sheet of acrylic and etching the logo on there. I could also make the base a bit more refined by using a combination of wood and foam instead of solely relying on styrofoam.

Digital Assessment



My process in making my digital interface was a hard one. I did not realize how hard it was to make a basic wireframe look like an actual app. In developing the interface, I first started by trying to come up with ideas to have the app do. In the end, I just stuck with the idea of developing something for my dorm, Clark Street. I had been developing things for the dorm throughout the year so it made sense to continue on the trend. After I settled on the dorm idea, I moved on to figuring out what pages would go on the app. My biggest complaint with the dorm is the abundance of posters detailing events on the wall which I know are quite useless to around 90% of residents here (events usually have a very low turnout rate with the same people showing up), so I decided to have a page to address this issue. I also threw in a mobile entry button, profile page, and a laundry page for convenience. With that, I had four pages: Home (mobile entry), laundry, events, and profile. With that, I went into the first conference with the professor with a prototype wireframe. During the conference, the professor suggested a “connect” page to allow floormates to communicate with each other with ease. Adding that to my wireframe I finally had a finished prototype that I could turn into a high fidelity one.

Working on the high fidelity prototype was probably the hardest task I have had to do for all of Visual Foundation Studio. I remember I tried to do it all in one night in the library. I started at 9pm on the first day and finished at 5am the next day (Dolly Parton like!). It was very difficult to translate my vision to the artboard(adobe Xd). My first problem I ran into was choosing a color palette. I remember I was so frustrated with my chosen colors that I just went on coolers.co and kept refreshing the page to find a color palette I liked. This turned out to be fruitless as I settled with a complementary color design, taking inspiration from my logo. In the end, I just kind of played around with everything, until it looked like a final high fidelity prototype.

I still am not satisfied with my work. After looking at what others brought to the table, I wish to make my app seem more “app like” in appearance. I want to experiment with opacity and spacing. I want to incorporate more pages to make it seem more coherent. I want to fix color issues I have with the various pages. I hope that the interface is going to look very different in the final portfolio.