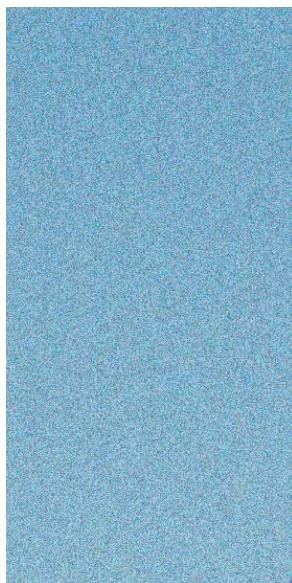




# table of contents

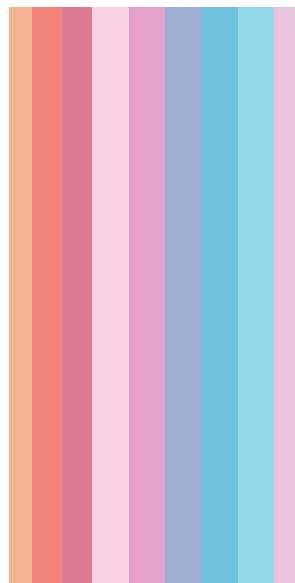
## posters

page 8



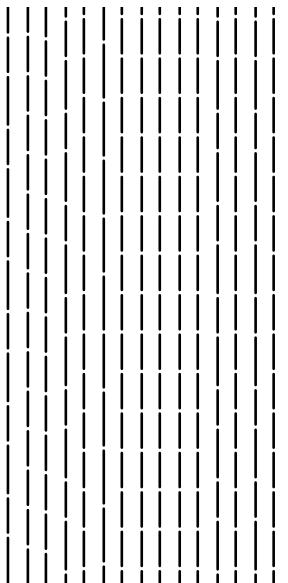
## postcards

page 18



## translation

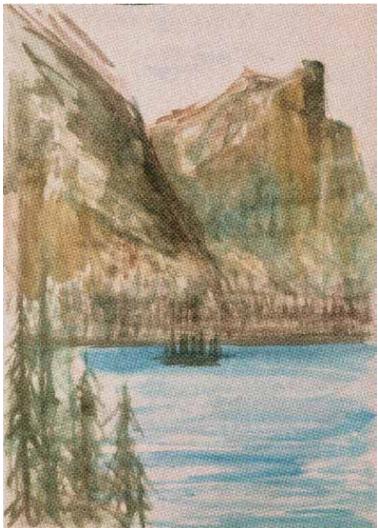
page 32



# national park posters

## **selecting the parks**

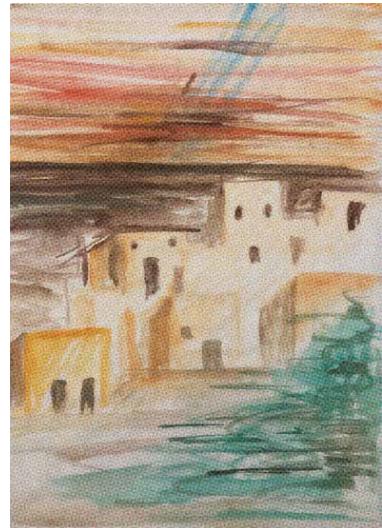
when picking the parks i wanted to work on, i looked for a unifying theme. i hadn't ever been to a national park so I wanted to pick an important theme that i wouldn't become uninterested with. so the theme i went with highlights the native american presence in national parks. showing that these marvels of nature were not always these untouched landscapes, but homes to large native american tribes. to encourage people to recognize this information and be mindful and respectful to the original "owners" of the land.



glacier national park



yosemite national park

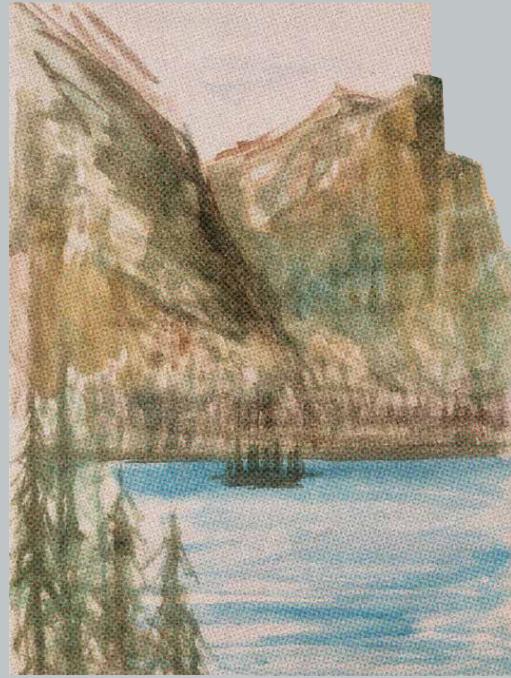


mesa verde national park

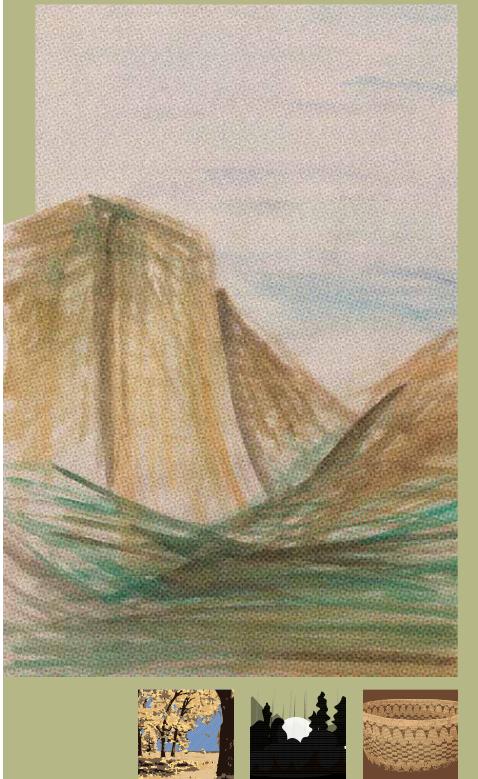
## version 1

i knew i wanted an old, grainy feel for the graphic. this iteration focuses on finding that style and playing with icon placement.

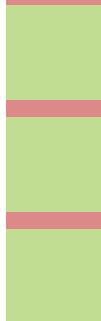
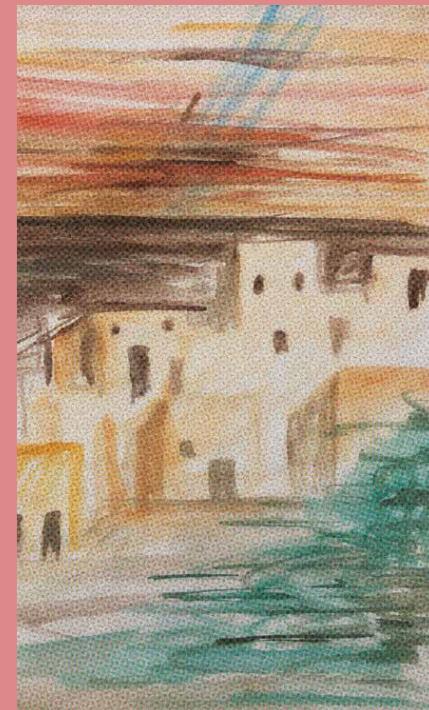
GLACIER



## YOSEMITE

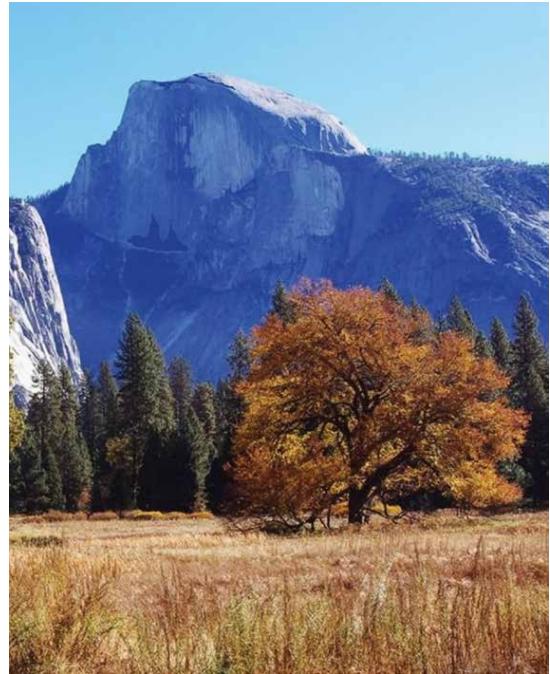


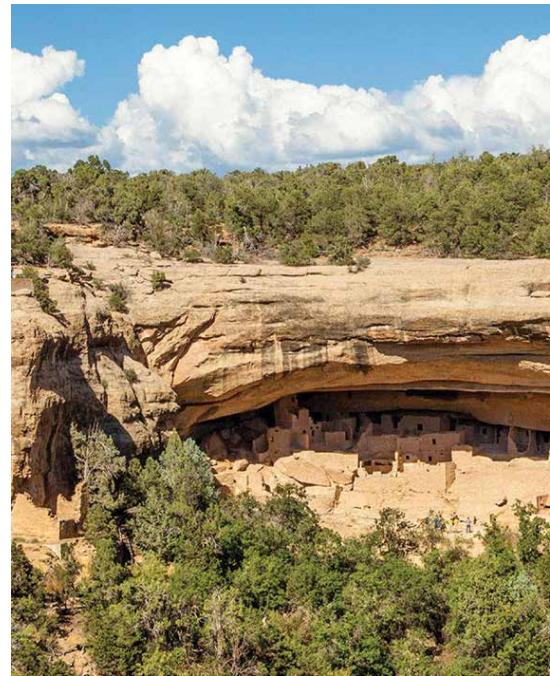
## MESA VERDE



## **new style**

instead of painting it by hand, i brought the following images into photoshop and used the paintbrush tool to get the shapes and look i wanted



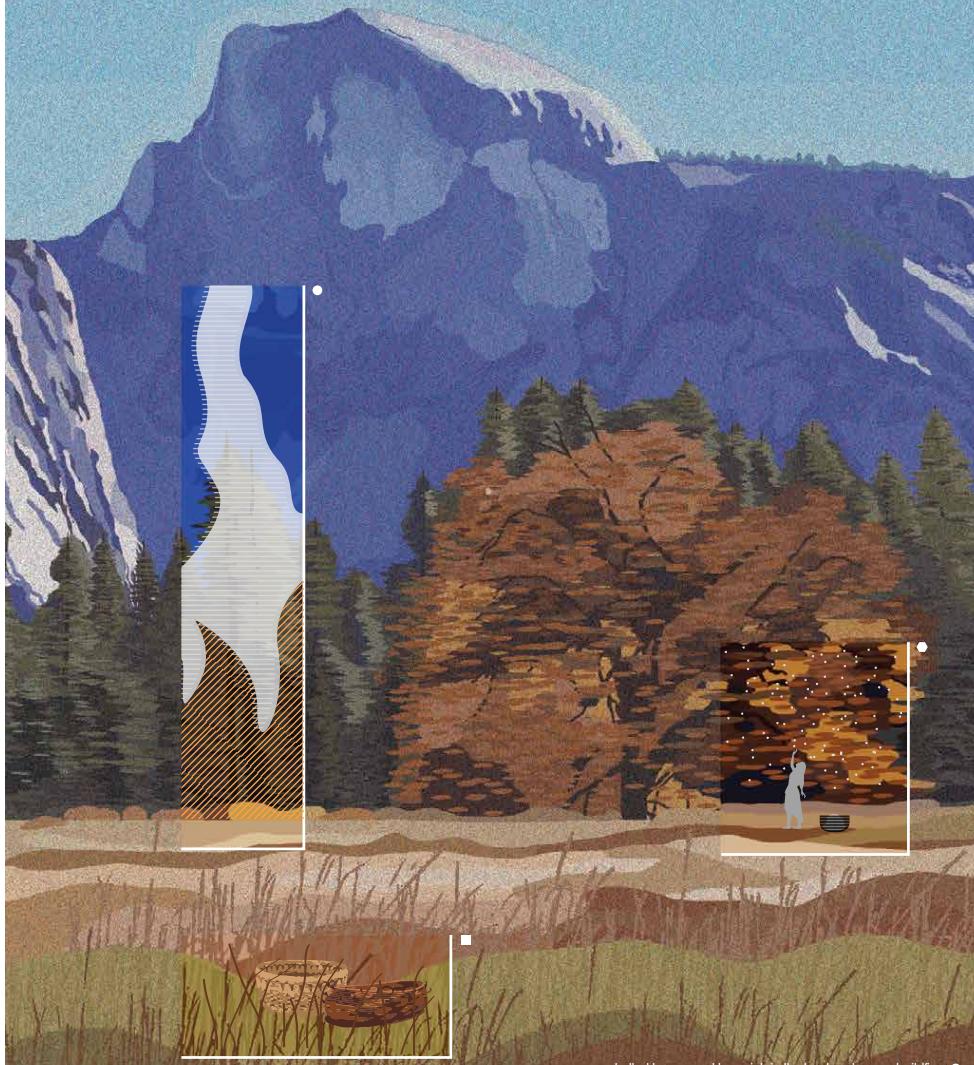


## **version 2**

rather than the watercolor style, i used a photo to base a photoshop painting onthis version focuses on integrating the icons into the image rather than having them stuck onto the frame like the previous iteration.

# AHWAHNEE VALLEY

BELONGED TO THE MIWOK PEOPLE  
RENAMED YOSEMITE NATIONAL PARK IN 1864



controlled burns, used to maintain the land and prevent wildfires ●

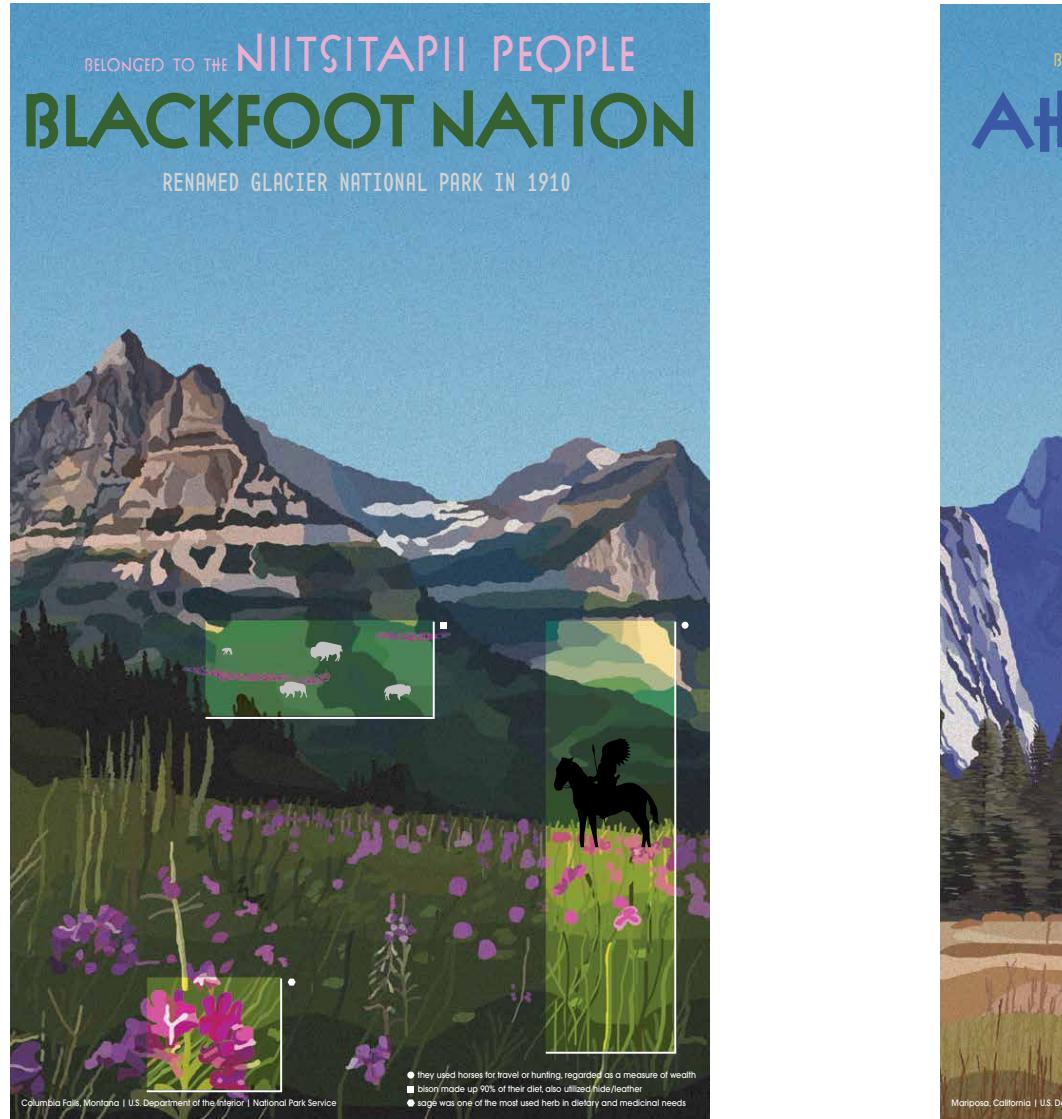
woven baskets, using grasses, willow, twigs, etc. ■

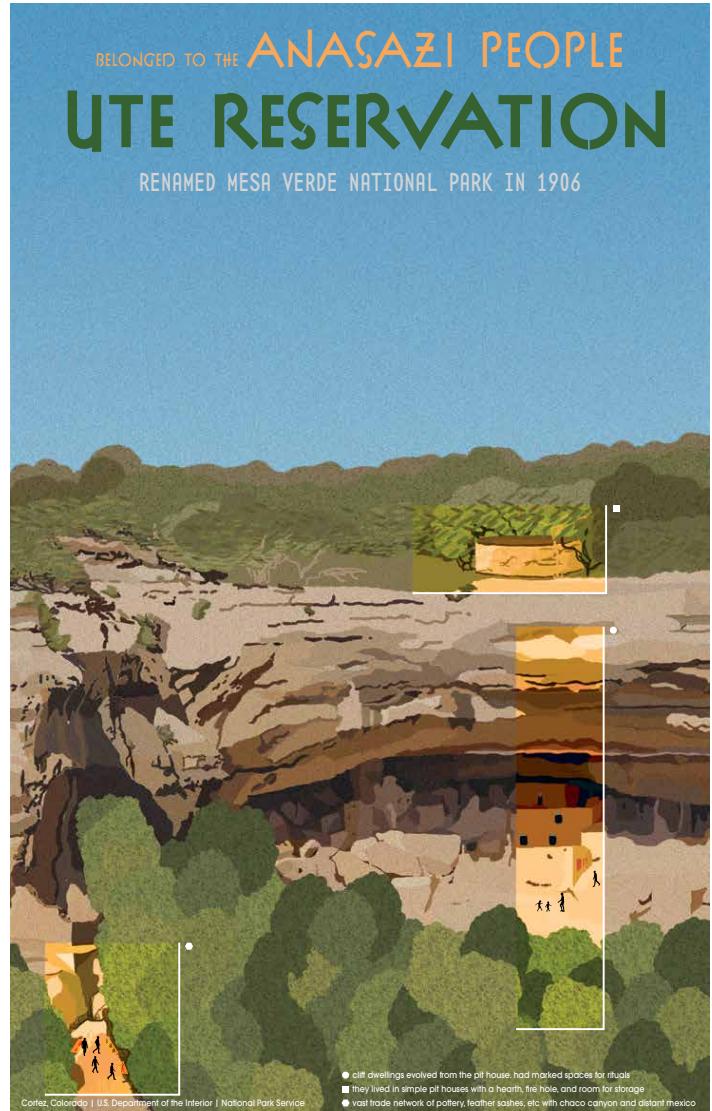
black oak tree, the black oak acorn is most important staple in diet ●

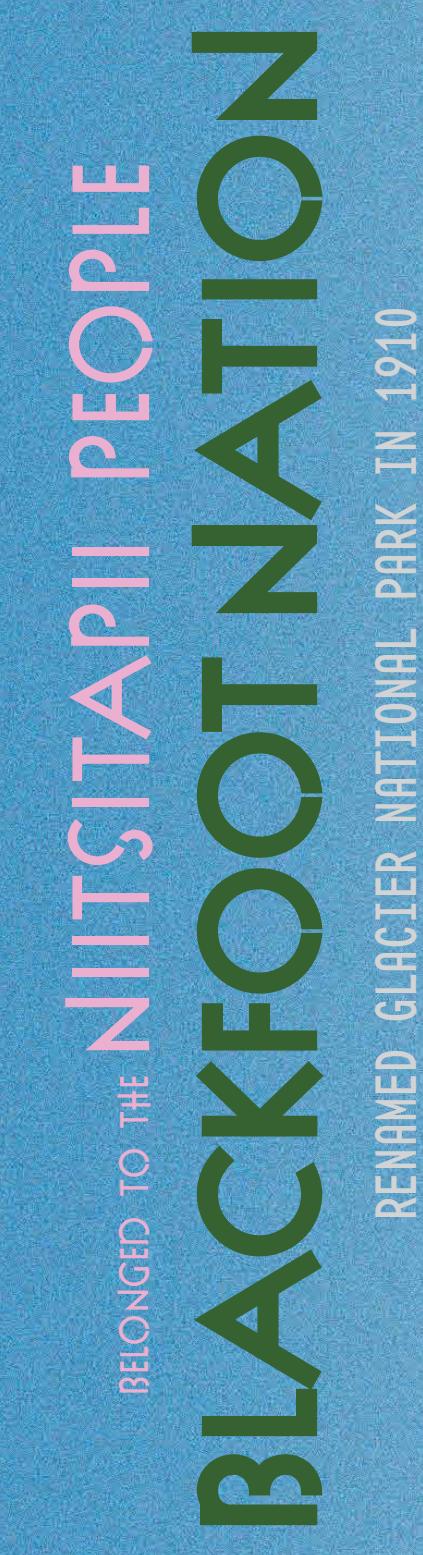
## version 3

as a set

the final version has a common sky and type treatment to create a unified look. each poster has a set of icons in similar shapes to further enforce the set. the icons, act as windows into the once-reality of the national parks.



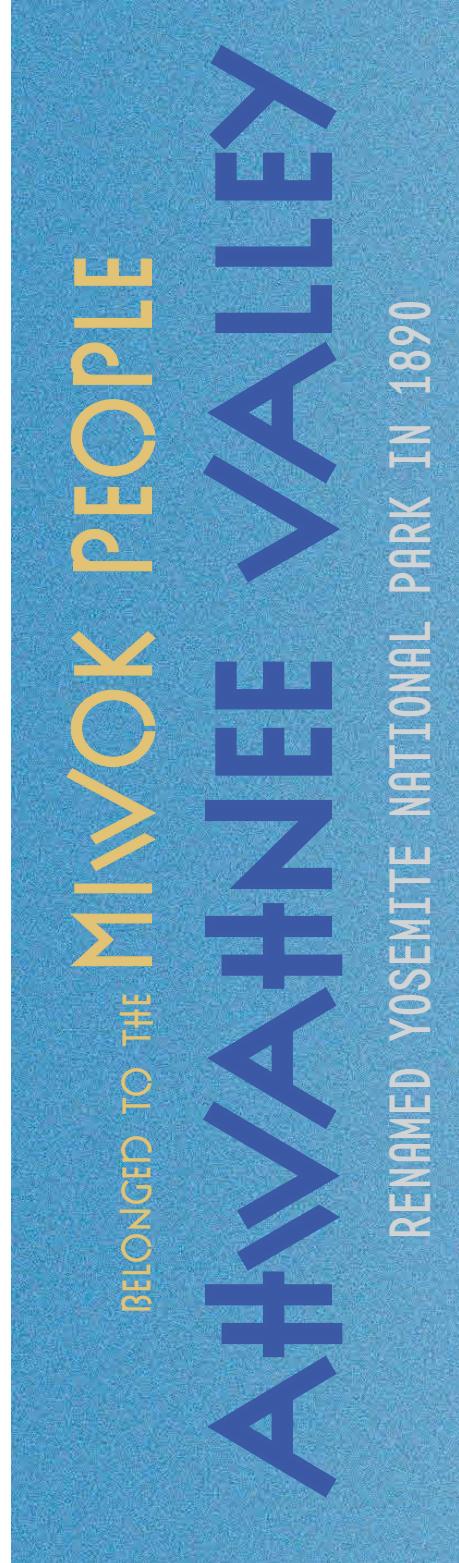


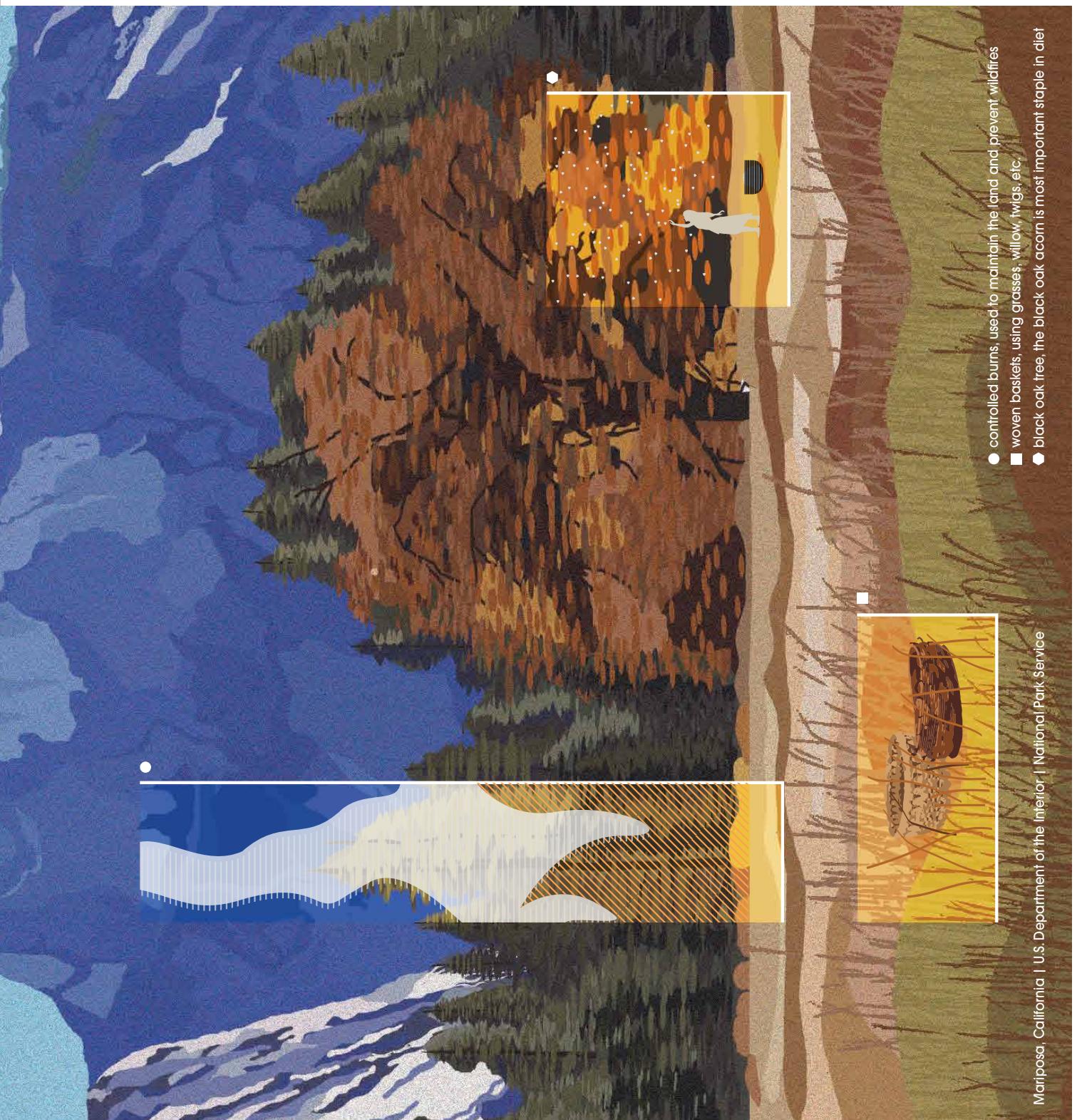




- they used horses for travel or hunting, regarded as a measure of wealth
- bison made up 90% of their diet, also utilized hide/leather
- ◆ sage was one of the most used herb in dietary and medicinal needs

Columbia Falls, Montana | U.S. Department of the Interior | National Park Service





- controlled burns, used to maintain the land and prevent wildfires
- woven baskets, using grasses, willow, twigs, etc.
- black oak tree, the black oak acorn is most important staple in diet

Mariposa, California | U.S. Department of the Interior | National Park Service

BELONGED TO THE ANASAZI PEOPLE

# UTE RESERVATION

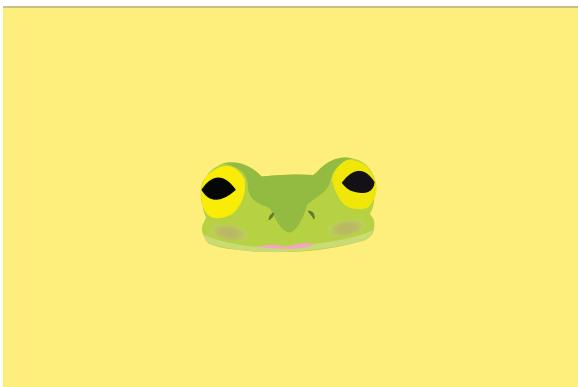
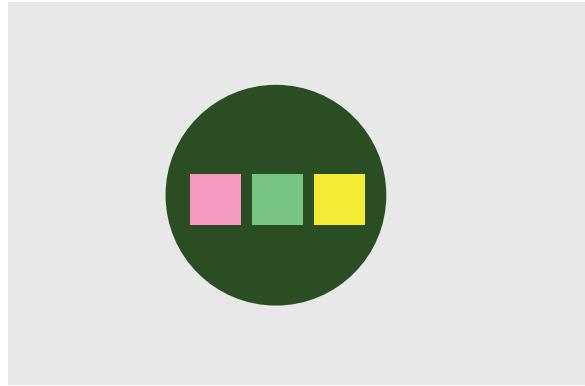
RENAME MESA VERDE NATIONAL PARK IN 1906



- cliff dwellings evolved from the pit house, had marked spaces for rituals
- they lived in simple pit houses with a hearth, fire hole, and room for storage
- vast trade network of pottery, feather sashes, etc. with chaco canyon and distant mexico

Cortez, Colorado | US Department of the Interior | National Park Service

post  
card  
book

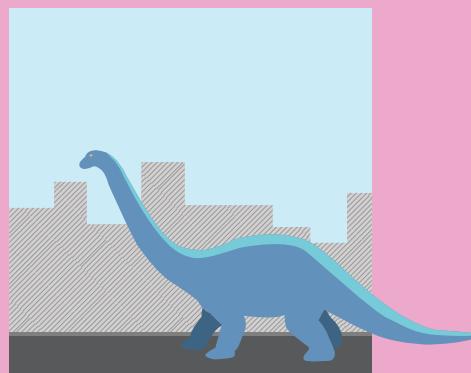


## first attempt

the first project we started working on was the word-a-day postcard designs. my intention in the first week was to take inspiration from the miniature art movement. i focused on small illustrations that related, either literally or slightly obscurely, to the definition of the word. although it was the beginning of my idea, it needed some work in terms of color, unifying themes, and interpretation of definition.

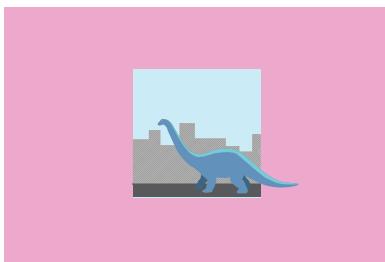
## **second attempt**

front //  
each postcard has  
an allocated 2x2  
in. "canvas" or  
"window" into an  
illustration. when  
needed i can break  
out of the frame to  
emphasize size or  
definition of word.



back //  
each postcard has  
the word, pro-  
nunciation, and  
definition. place  
for postage and  
address can also be  
found.





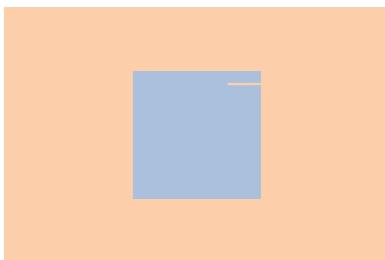
**redux**  
adjective | ree-DUKS  
brought back; used pejoratively

1.130



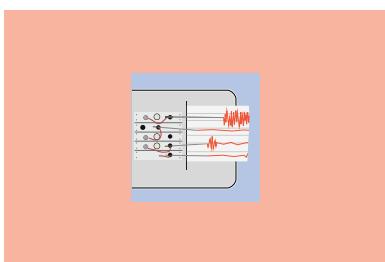
**cosmeticize**  
verb | kohz-MET-uh-zye  
to make (something) unpleasant or ugly  
synonym: beautify

1.130



**foible**  
noun | foy-BUL  
1. the part of a sword or foil blade between the middle and point?  
2. a minor flaw or shortcoming in character or behavior; weakness

1.130



**mendacious**  
adjective | men-DAY-shus  
given to or characterized by deception or falsehood or divergence from absolute truth

1.130



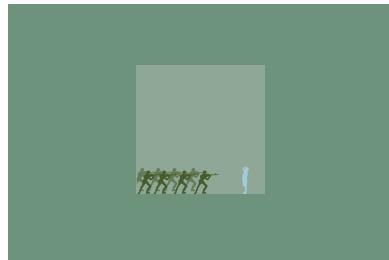
**permutation**  
noun | per-myoo-TAY-shun  
1. often major or fundamental change (as in character or condition) based primarily on reorganization of existing elements without substantial loss, resulting from such change.  
2a. the act or process of changing the linear order of an ordered set of objects.  
2b. an ordered arrangement of a set of objects

1.130

**agrarian**

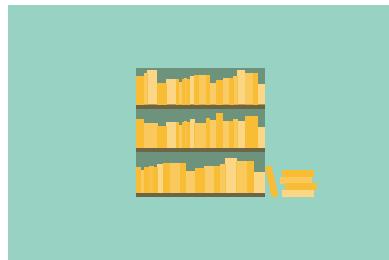
adjective | uh-GRAIR-ee-un

- 1 of or relating to fields or lands or their cultivation
- 2a of, relating to, or characteristic of farmers or their way of life
- 2b organized or designed to promote agricultural interests

**dragoon**

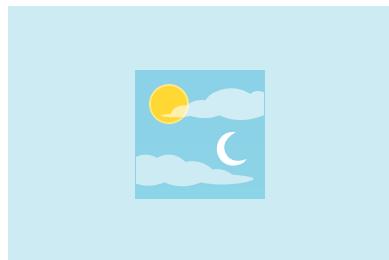
verb | druh-GOON

- 1 to subdue or persecute by harsh treatment
- 2 to force into submission or compliance especially by violent measures

**surfeit**

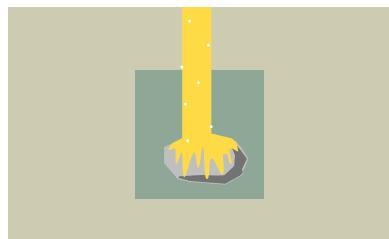
noun | SER-fut

- 1 an overabundant supply / excess
- 2 an example or instance of something in mounting such as food or drink
- 3 disgust caused by excess

**belated**

adjective | bih-LAY-tid

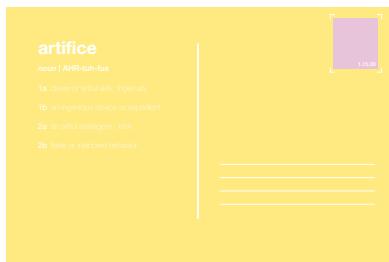
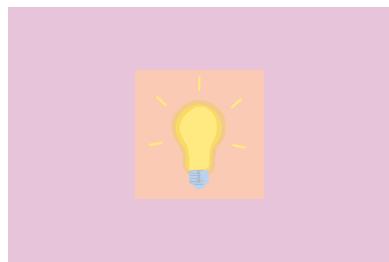
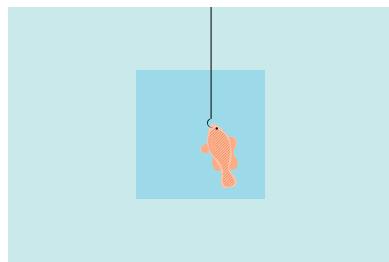
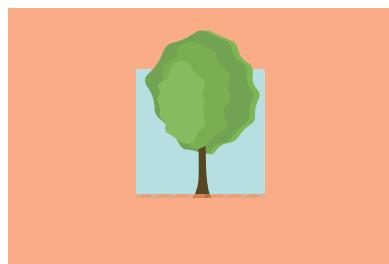
- 1 delayed beyond the usual time
- 2 existing or appearing past the normal or proper time

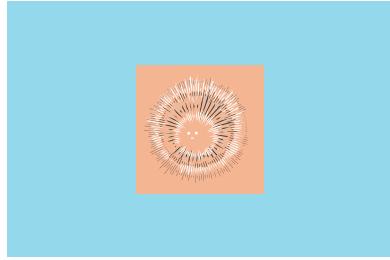
**elixir**

noun | ih-LIK-ser

- 1a (1) a substance held to be capable of changing base metals into gold
- 1a (2) a substance held to be capable of prolonging life indefinitely
- 1b (1) curative
- 1b (2) a medicinal concoction
- 2 a sweetened liquid usually containing alcohol that is used in medication either as a medicine or as a flavoring
- 3 the essential principle





**hirsute**

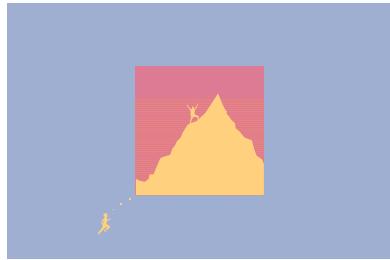
adjective | HER-soot

- 1 hairy
- 2 covered with coarse stiff hair

**tontine**

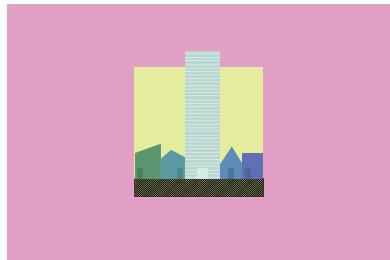
noun | TAHN-teen

a joint financial arrangement whereby a group of people contribute money equally to a pool that is awarded entirely to the participant who survives all the others

**vicarious**

adjective | vye-KAIR-ee-us

- 1 experienced or realized through imaginative or sympathetic participation in the experience of another
- 2a serving instead of someone or something else
- 2b that has been delegated
- 3 performed or suffered by one person as a substitute for another or to the benefit or advantage of another ; substitutionary
- 4 occurring in an unexpected or abnormal part of the body instead of the usual one

**intercalate**

verb | in-TER-kuh-layt

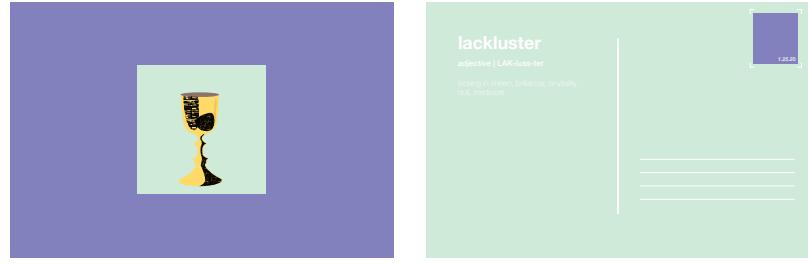
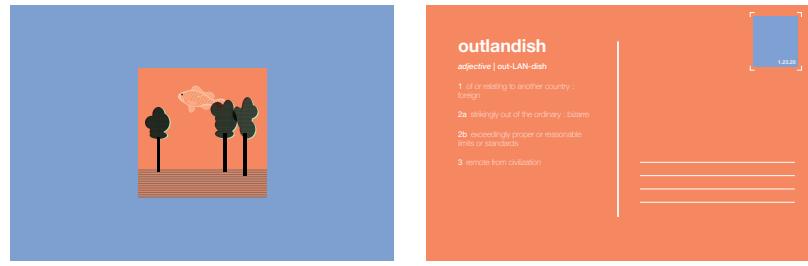
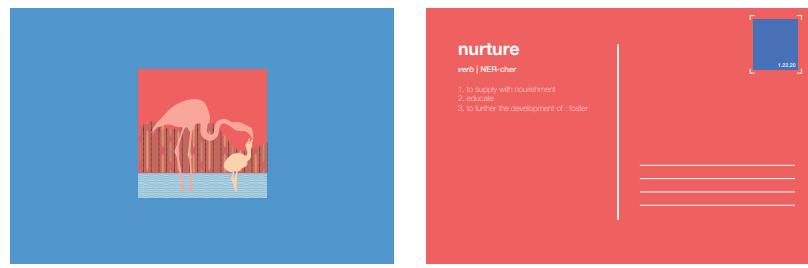
- 1 to insert (something, such as a day) in a calendar
- 2 to insert between or among existing elements or layers

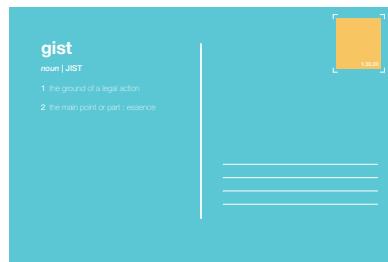
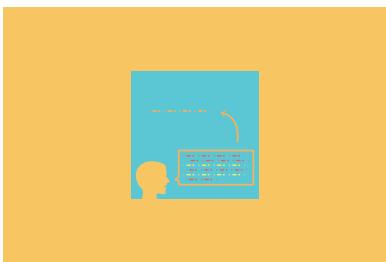
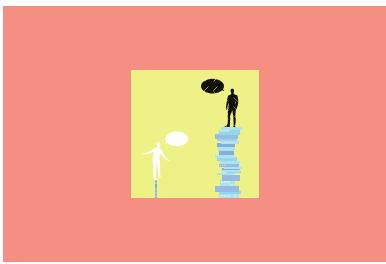
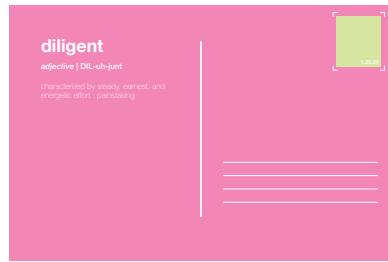
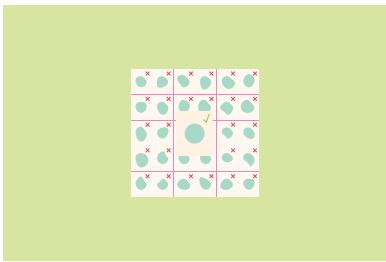
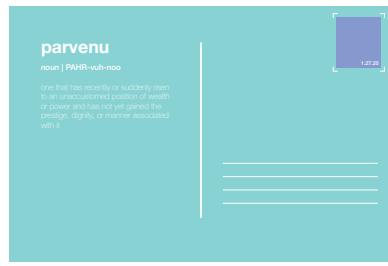
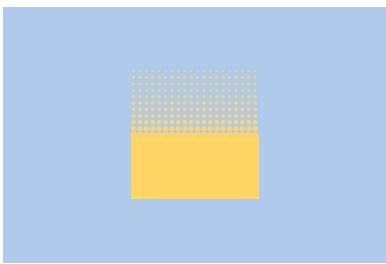
**dauntless**

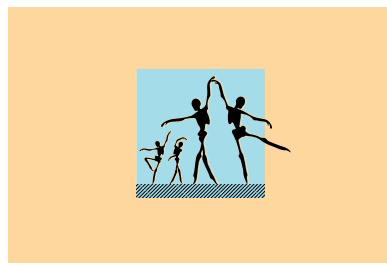
adjective | DAWNT-less

unconscious of being intimidated or daubed ; fearless ; undaunted





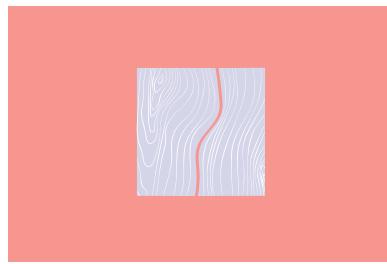


**macabre**

adjective | muh-KAHBRE

- 1 having death as a subject; comprising or including a personalized representation of death
- 2 dwelling on the gory

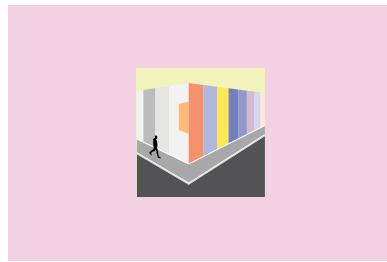
- 3 tending to produce humor in a bletcher

**fissile**

adjective | FISS-uh-le

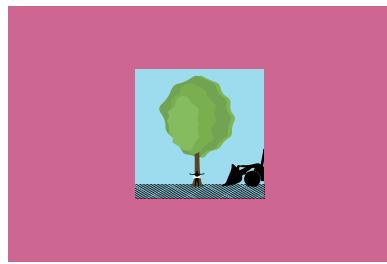
- 1 capable of splitting readily or easily along natural planes of cleavage

- 2 capable of undergoing fission

**prognosticate**

verb | pruh-NAHG-stuh-kuh-tye

- 1 to predict from signs and symptoms past
- 2 to give an indication of future outcome

**hierophant**

noun | HYE-uh-nuh-fant

- 1 a priest in ancient Greece, specifically the chief priest of the Eleusinian mysteries

- 2a a person who explains ; expounder

- 2b one who defends or maintains a cause or proposal ; advocate

**scumble**

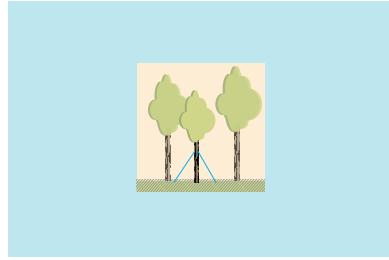
verb | SKUHM-buh

- 1 to make something, such as paint or a painting, less distinct by covering with a thin coat of opaque or translucent color applied with a dry brush

- 2 to apply or cover in this manner

- 2 to cover the lines or edges of a drawing by rubbing them



**ancillary**

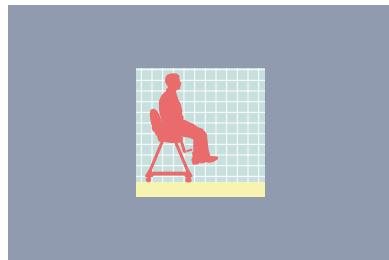
adjective | AN-suh-fair-ee

- 1 of lower or secondary class or rank; subsidiary
- 2 providing additional help or support; auxiliary, supplementary

**canard**

noun | kuh-NARD

- 1a a false or unfounded report or story; rumor
- 1b a groundless rumor or belief
- 2 an aerofoil with horizontal stabilizing and control surfaces in front of the main wing, usually at the front of the wing or on a vertical tail that can increase the aircraft's performance

**infantilize**

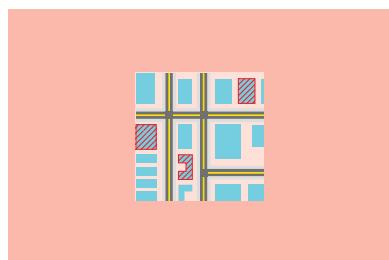
verb | IN-fuh-tyuh-lyz

- 1 to make or keep infantile
- 2 to treat as if infantile

**lenticular**

adjective | len-TIK-yuh-lar

- 1 having the shape of a double convex lens
- 2 of or relating to a lens
- 3 produced with a rolling technique

**expunge**

verb | ih-SPUHN

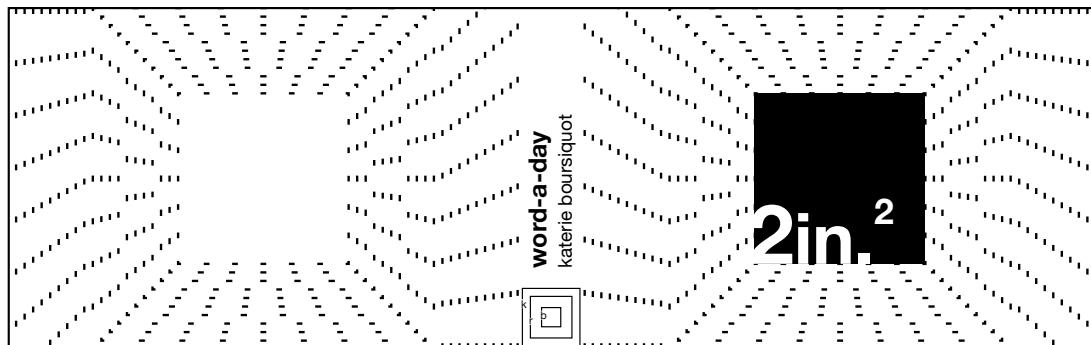
- 1 to remove, delete, or erase (from memory)
- 2 to cause completely to disappear
- 3 to remove from ones memory



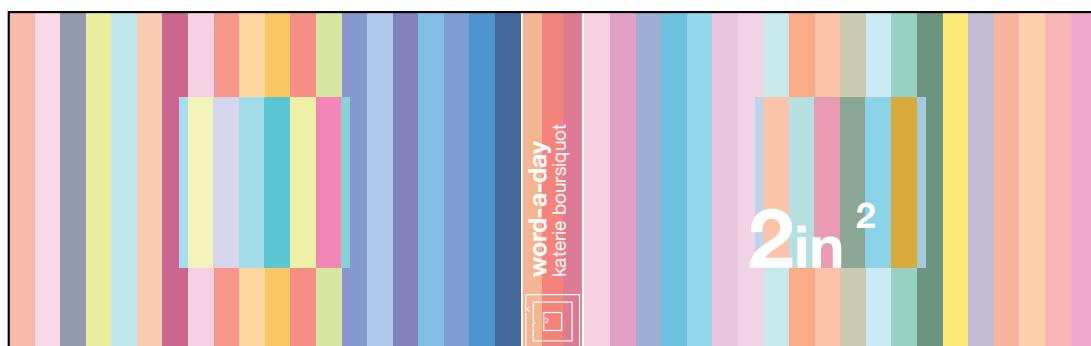
## cover options



option 1 //  
all options use  
the same framing  
system apparent  
in the book. this  
one uses horizontal  
lines of different  
thicknesses.

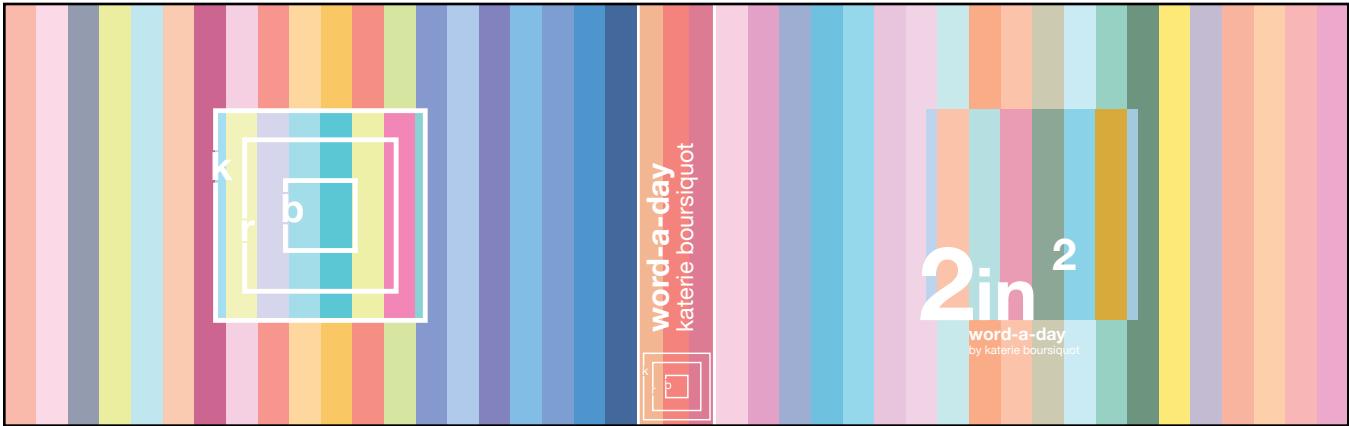


option 2 //  
this option uses  
alternating dashed  
lines as a pattern.



option 3 //  
this option uses the  
same colors found  
in the book to give  
a preview of the  
illustrations inside.

## cover options



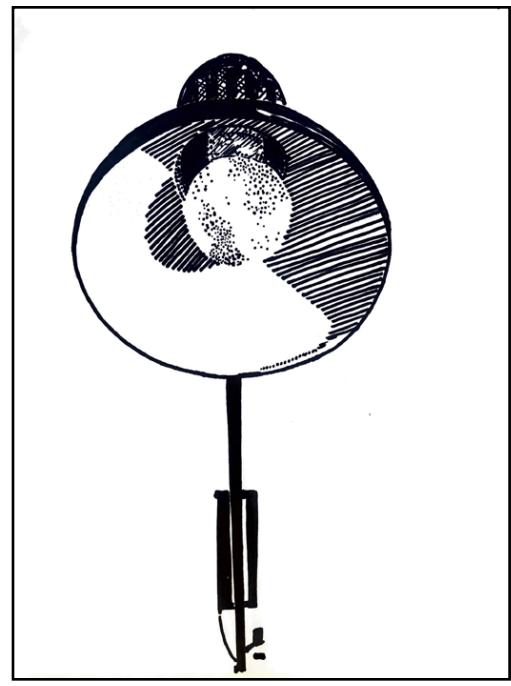
this cover was chosen because it best showcased the elements of the book while not giving too much away. having the colors flip for the 2 in. frame allows for simple demarkation of space.

**object  
trans  
lation  
+ ad**

## image selection

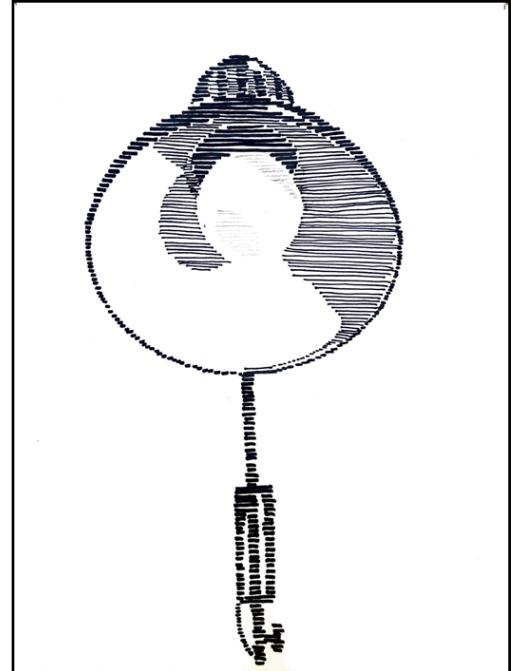
the object i selected was a lamp. i took 20 images of the object at different angles to explore the shadows created by itself. i selected the image outlined in red because it's orientation had good tension in the frame and the contrast within the lamp was interesting.



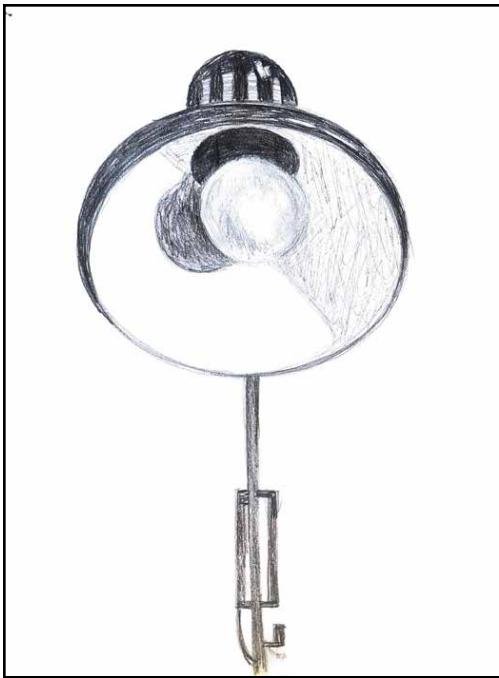


sharpie

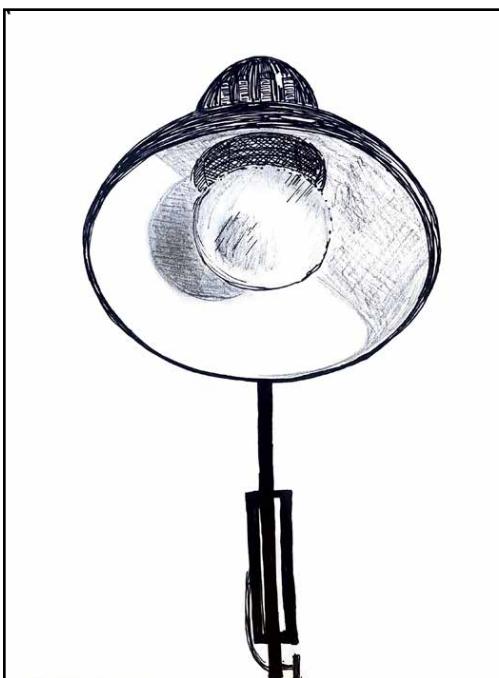
## sketch translation



sharpie + graphite



graphite



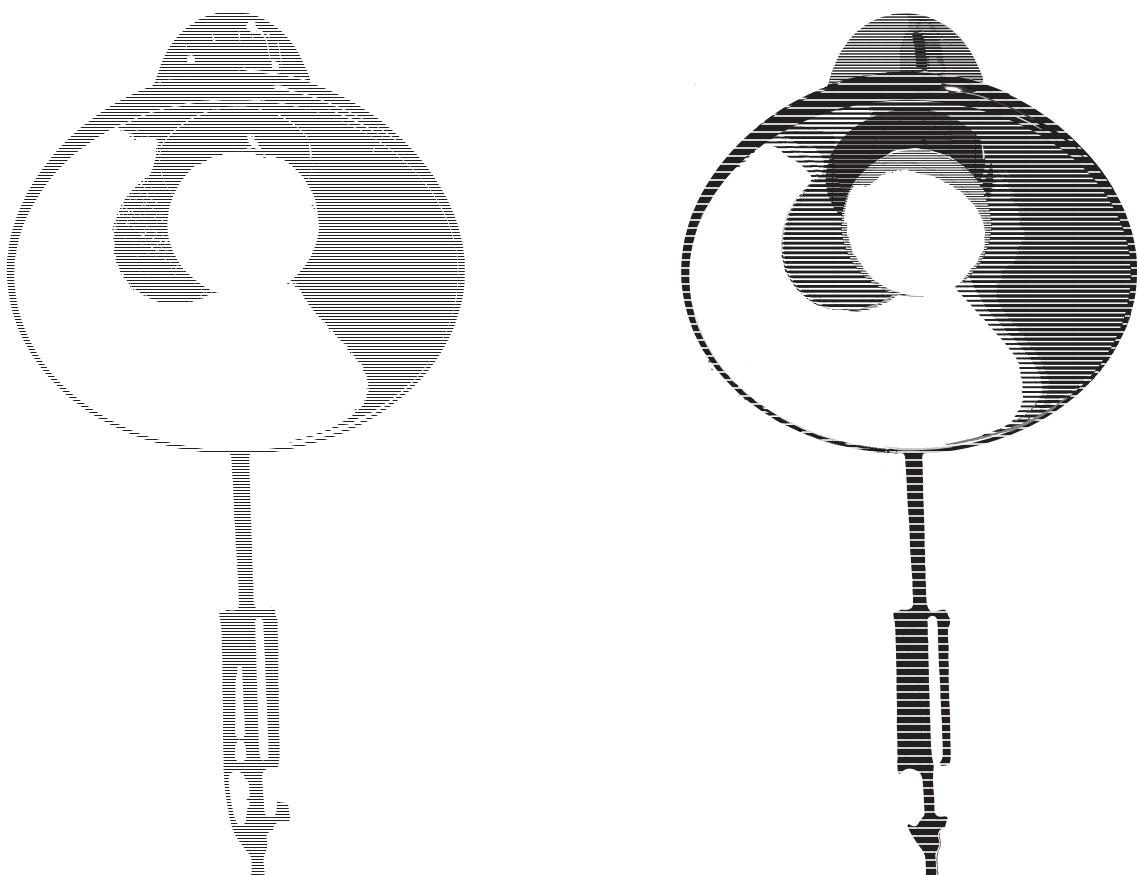
sharpie + graphite

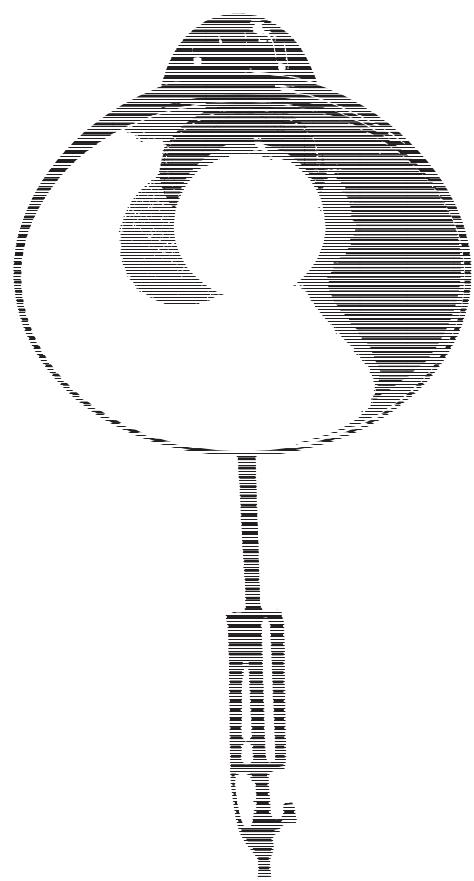
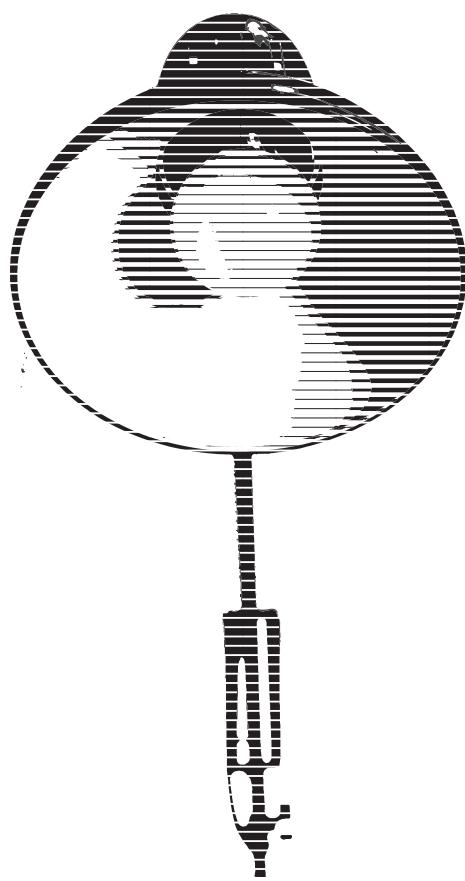


sharpie + graphite

## **graphic translations**

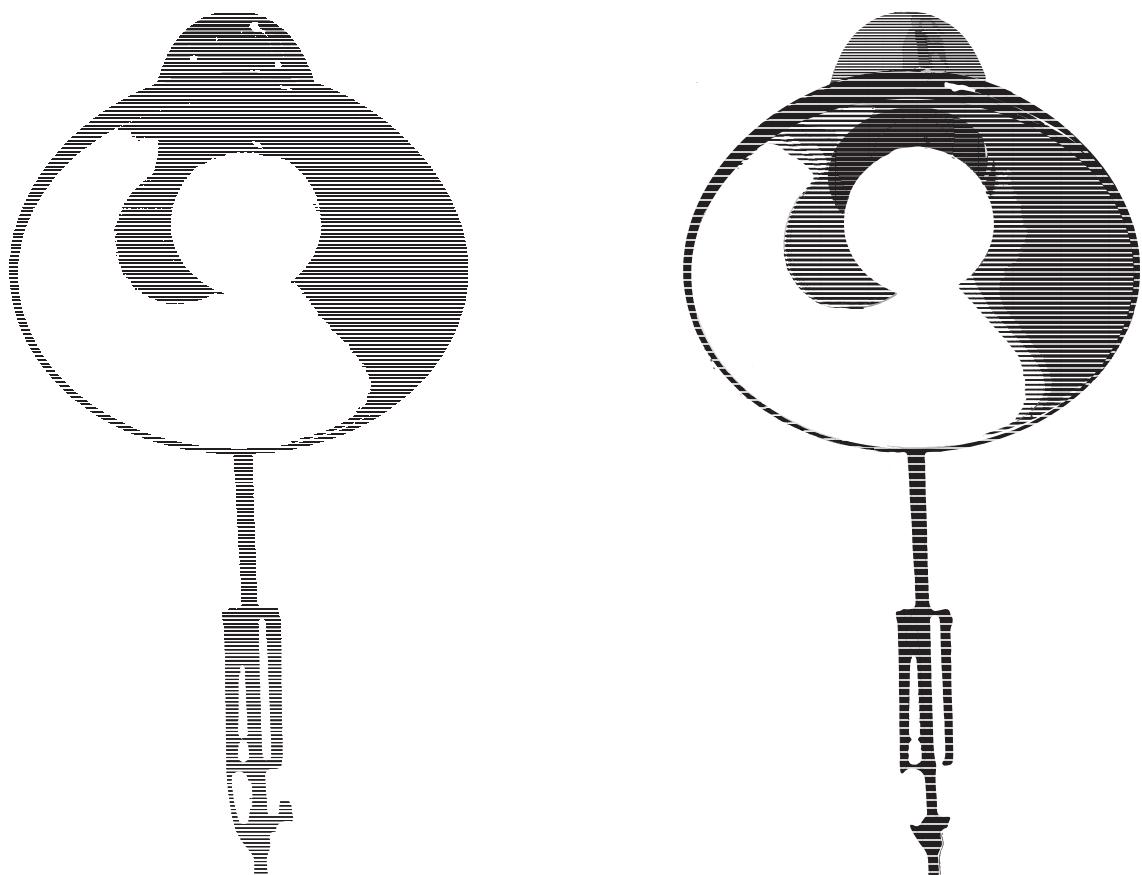
using patterns

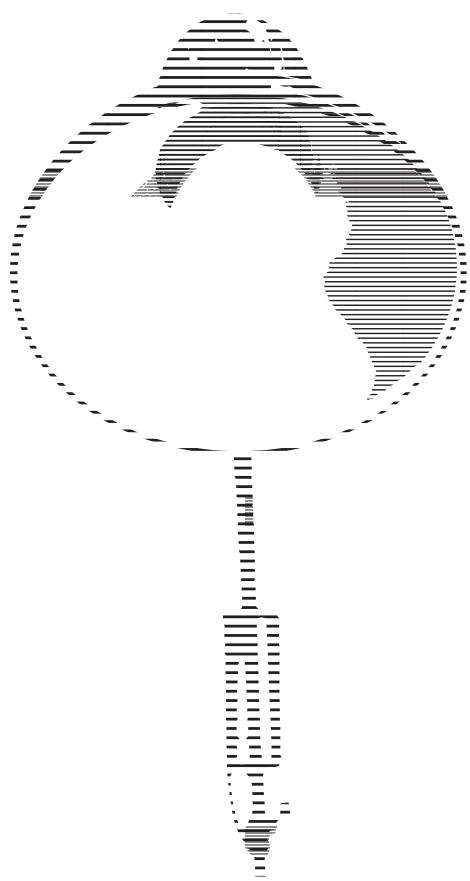
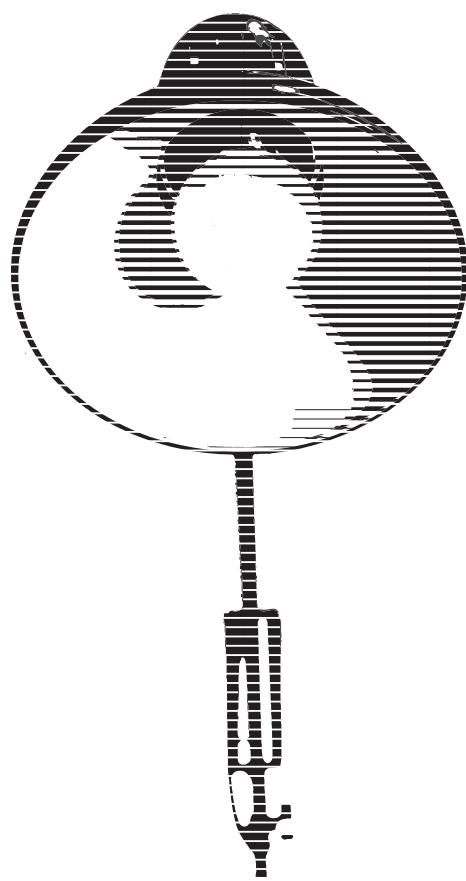




## graphic translations

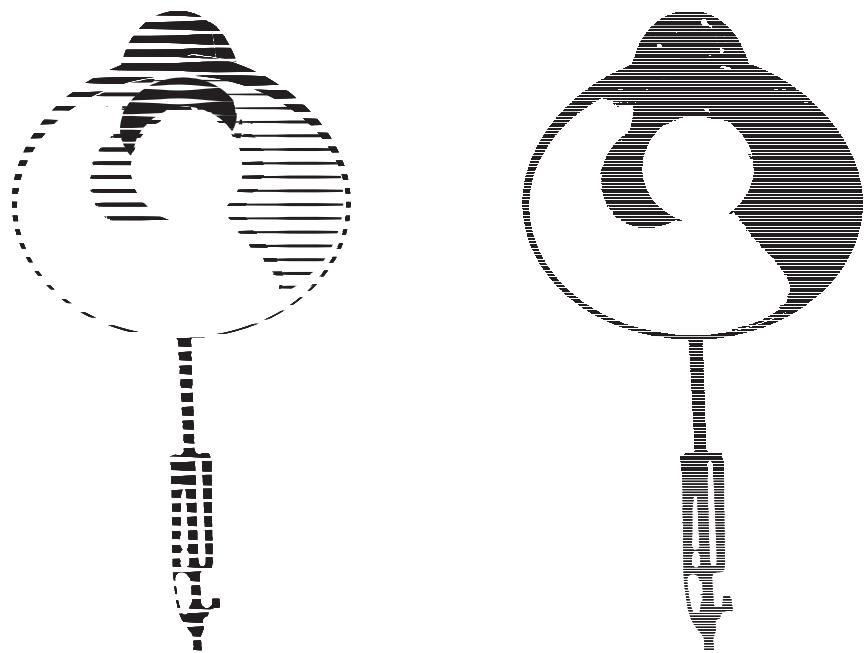
using patterns

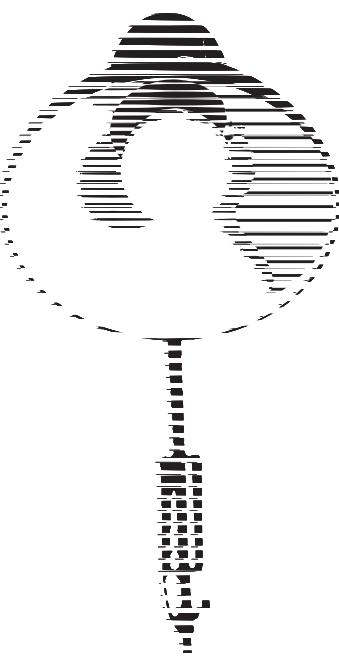
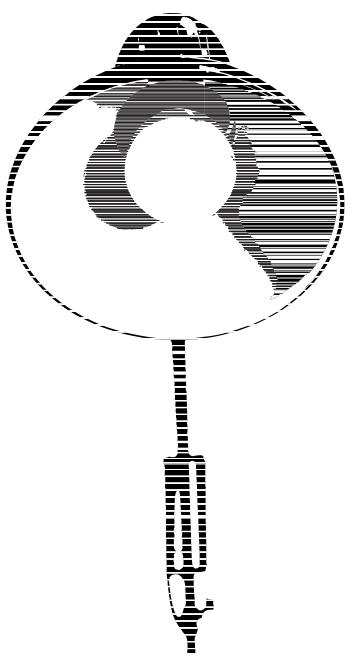
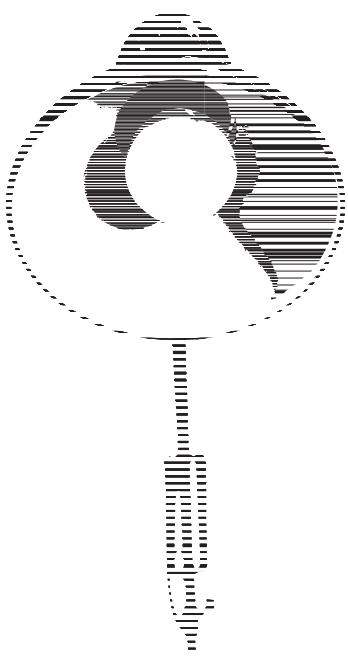




## **graphic translations**

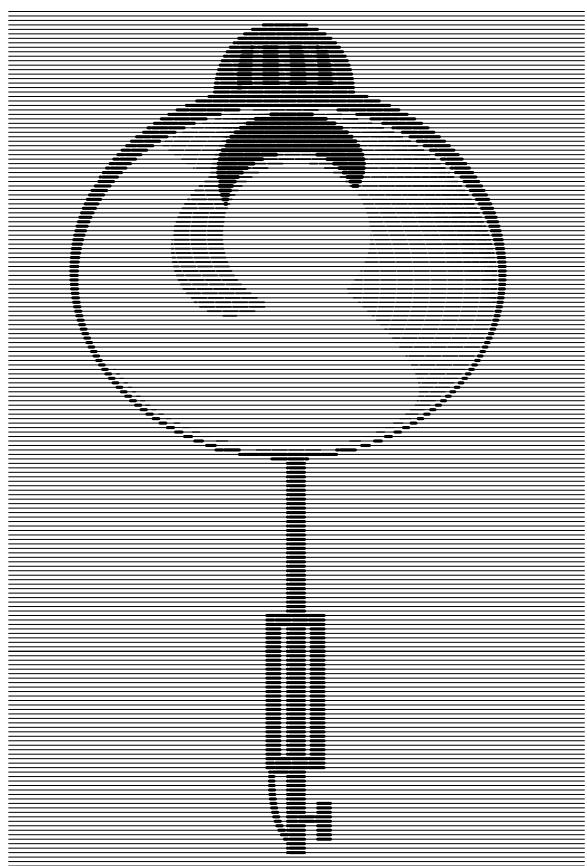
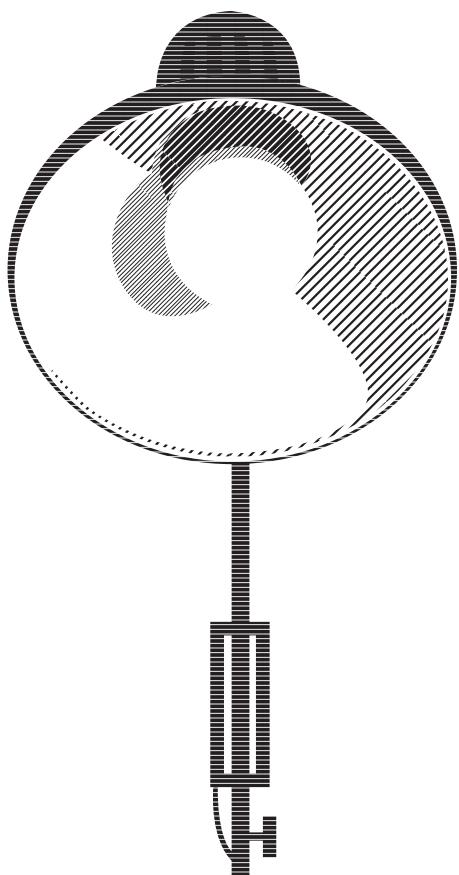
using patterns





## graphic translations

using patterns

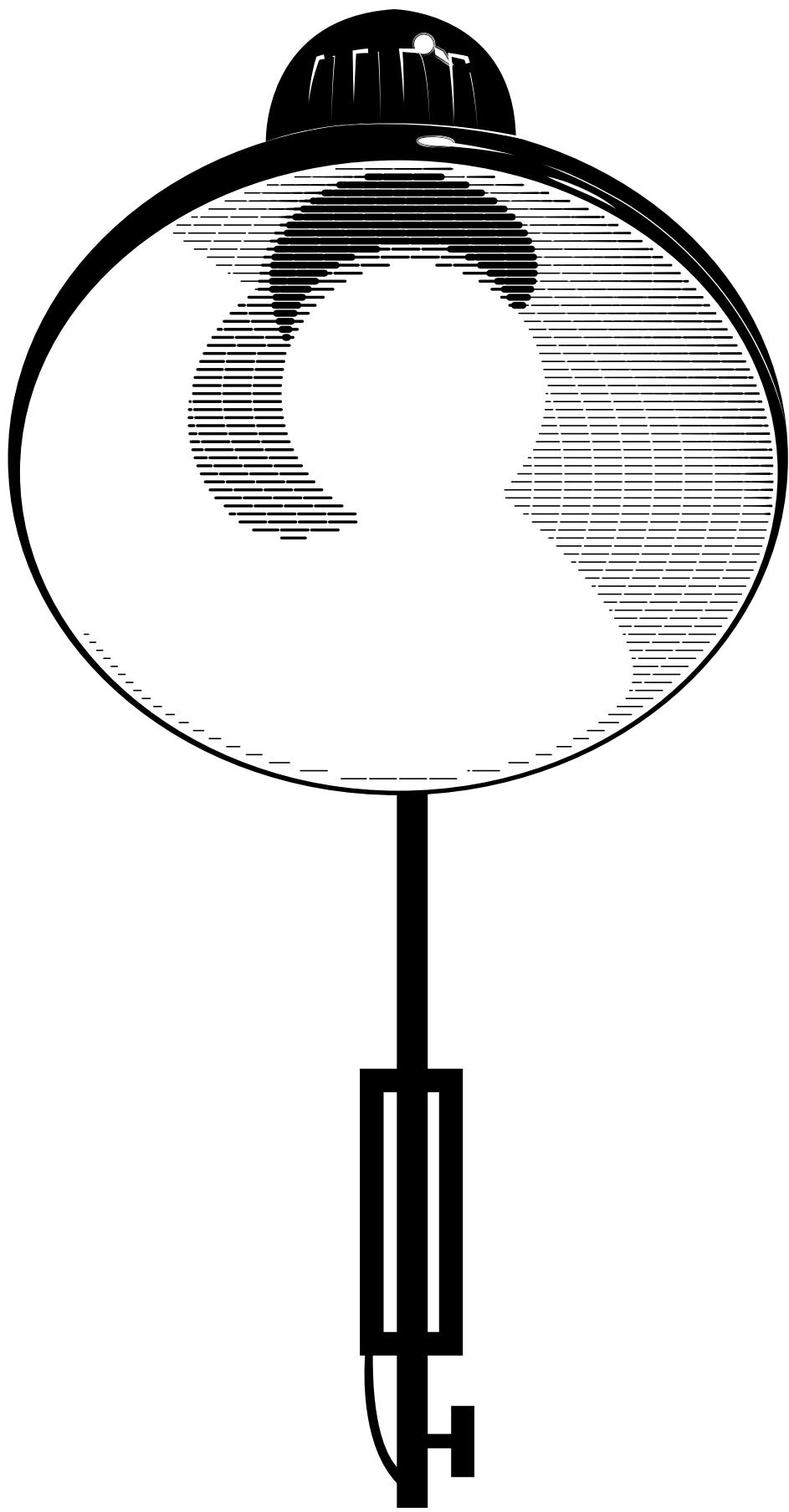


## graphic translations

instead of using patterns, these versions use actual linework of varying thicknesses to get different values of gray. and then beginning to treat the outer surfaces of the lamp differently than the inside.



this is the final object translation



## **ad options**

using the object translation for an ad, i took inspiration from the form of the lamp and the style of using the lines as shading.

