

PROJECT II:

**POSTER
BIOGRAPHIES**

**WORD AND IMAGE II
PROCESS BOOK**

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FINAL POSTER. 20

Final iteration of the poster

OBJECTIVES 

- Expand your ability to design for a figure with no apparent particular visual style.
- Explore how to design with consideration of distance read: reading from afar and reading up close

THE PROJECT.

LAND, AIR, AND WATER

Select a well-known researcher (anthropologist, scientist, theorist, architect, explorer, inventor, etc.) while work focuses on one of the categories: land, water, air.

Research this person with emphasis on his or her work in the sphere above, identity within the professional field and use language used to produce or work. Write and design a poster for an audience of eighth graders and above.

CRITERIA

REQUIREMENTS

Posters must include: the name of the person, supporting text about his or her work, and a found image of some kind.

Posters must be 20x26 inches.

Posters must be output on one surface.



CHARLES K. KAO.

LIGHT SPEED

The father of fiber optic communication.

Kao?

Charles K. Kao is responsible for the development of Fiber Optic data transferring. More specifically Kao and George A. Hockham were the first to promote the idea that fiber optics could be used more practically as a medium for communication.

The factor making this process more difficult was the gradual loss in amount of light passing through the cables. Through correct and systematic theory, they realized that silica would make a much better material for passing the wavelengths of light.

SCIENCE & STYLE.

ALL FIBERS LOOK THE SAME

But they don't and it took me a second to realize this. After researching who Charles K. Kao was, what he did, and how he impacted the world, finding an interesting yet informative aesthetic seemed like a hard challenge. My biggest mental roadblock was 'all fibers are the same'. I struggled to convert this concept to a poster. Progressing in my research and sketches allowed me to get a better feel for a direction for this project.



SKETCHIN'.

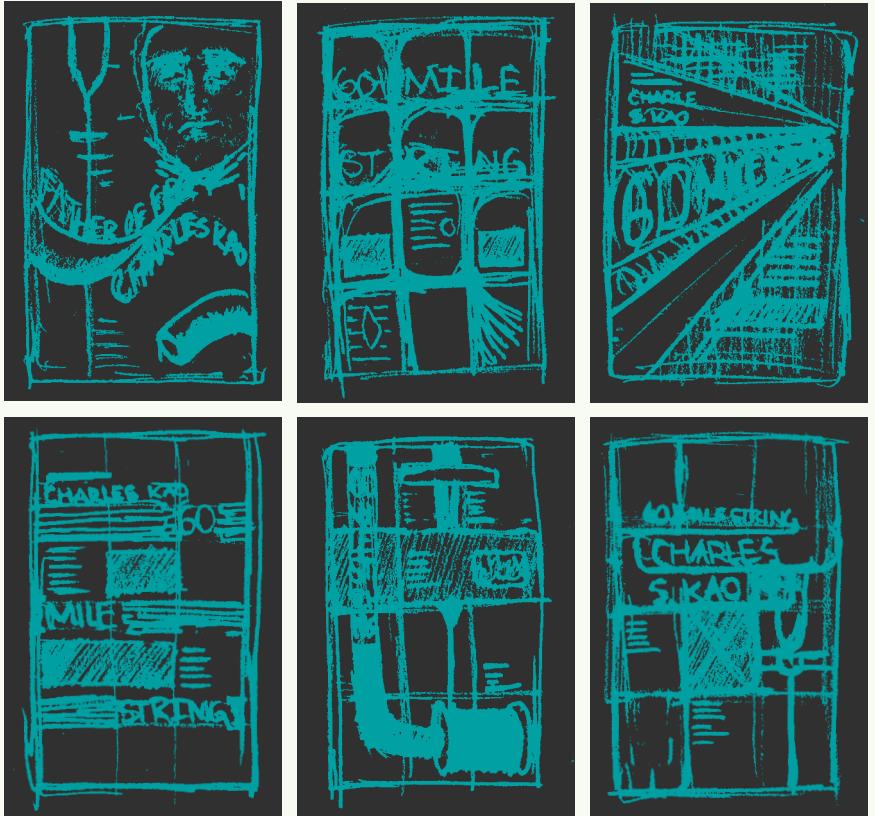
SETTING THE GROUNDWORK

I started off this process by thinking about the supporting text of the poster that would be integral to the overall aesthetic; the title. I generated a short list of possible titles alongside my initial sketches:

- Father of Fiber
- Light Speed
- Glass Waves
- Light Communication
- Long Distance Light
- Spectrum Communication
- Optimal Optical
- 60 Mile String**

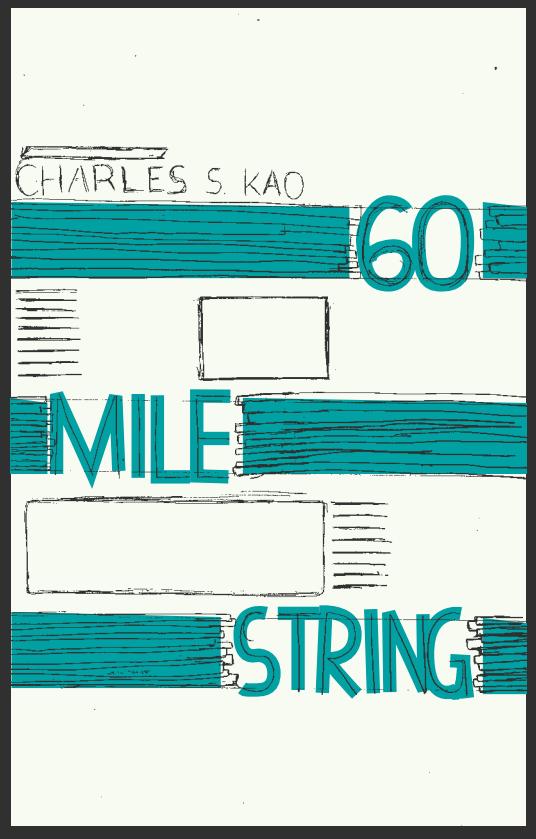
I settled on 60 Mile String as it was intriguing and slightly ambiguous.

As for the poster design. My mind was set on combining illustration and text in a way that reflects the feeling of a bundle or single optical wire.

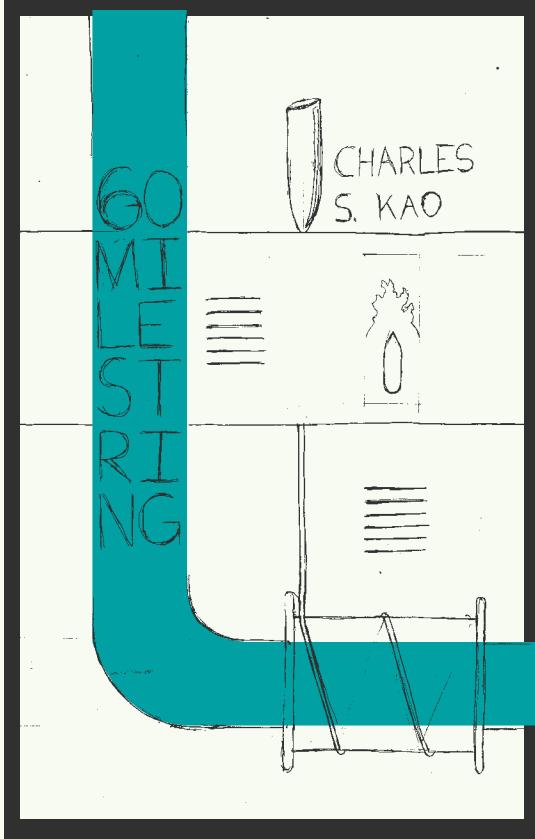




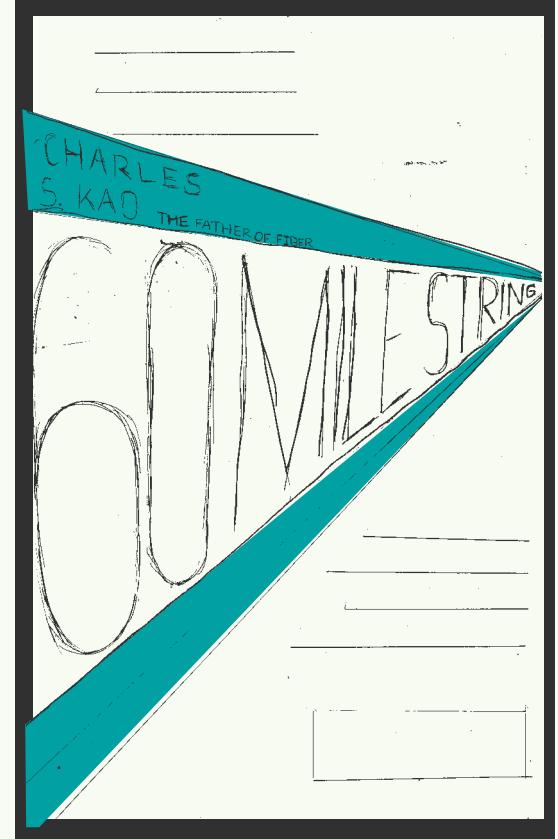
SKETCH #1.1



SKETCH #1.2



SKETCH #1.3





#1

Take Aways

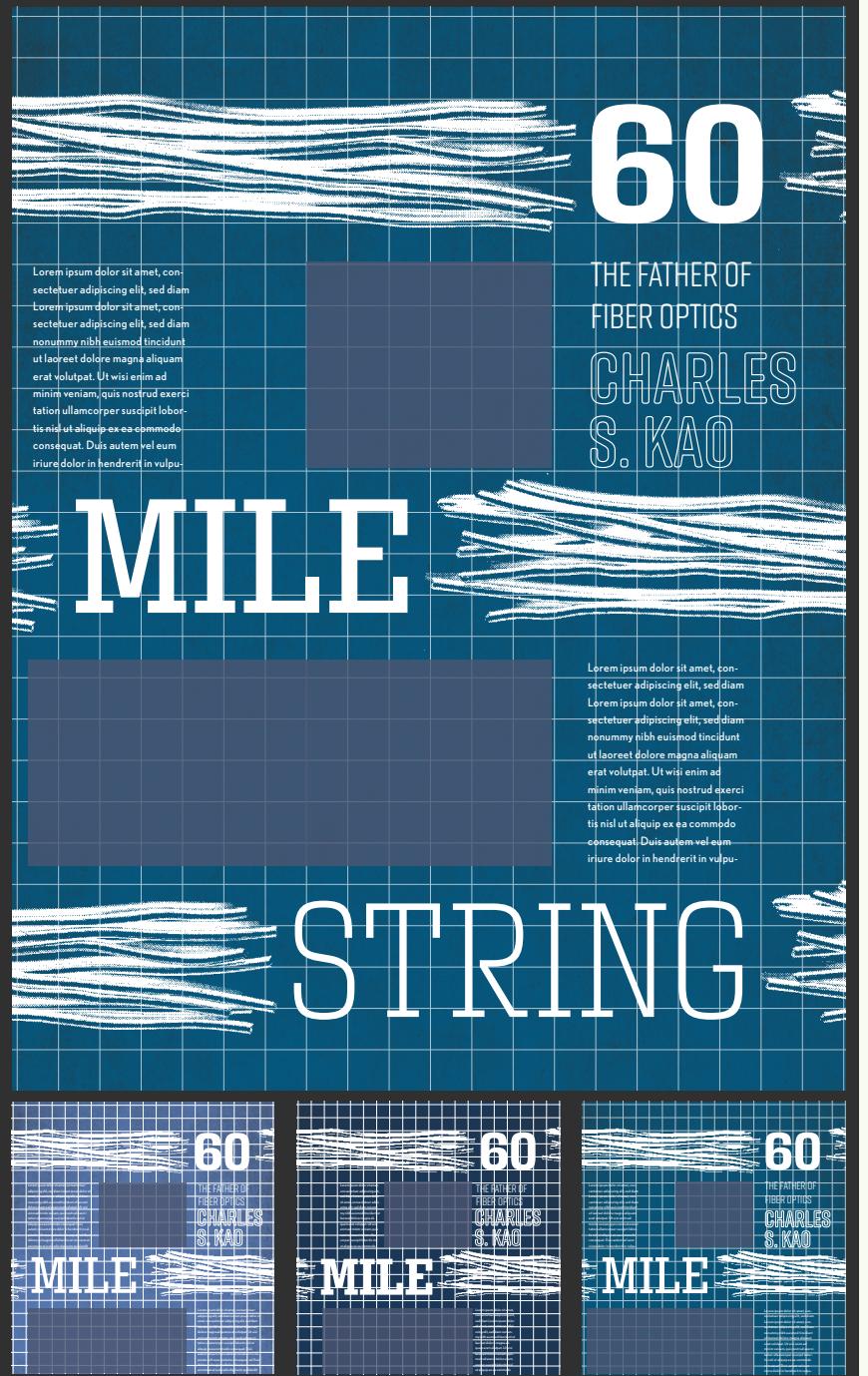
- Manage to apply flow to upcoming designs.
- Clean up the aesthetics of the poster by considering the elements that are too busy or aren't clear.

Arriving to my first poster was heavily inspired by the sketches on pages 11 and 12. I had an idea to combine Kao's use of science and making in a controlled environment into a visual component. I arrived at a blueprint look combined with aluminum rods to imitate the processing of bundles of wires.

This attempt was successful at creating a nice flow of the headline and supporting text through a circular eye line.

This attempt is not successful at having a cohesive and easy to understand connection to Kao. The grid isn't lining up well with other elements. And it's generally very busy and could be simplified.

ITERATION #1.1





#2

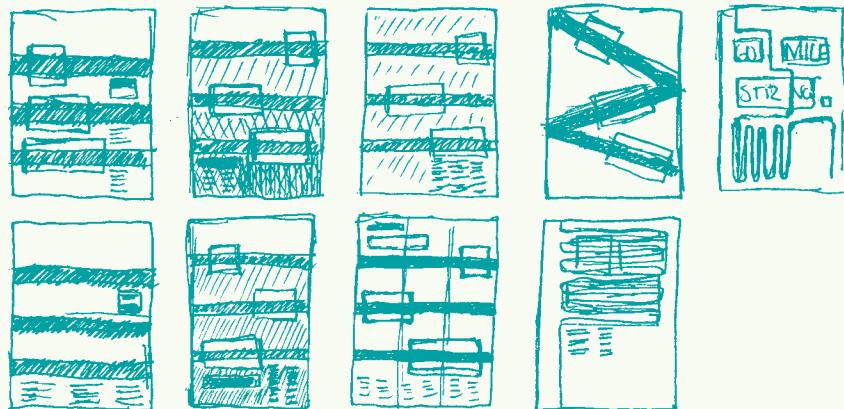
Take Aways

- Simplify!
- Great use of color, texture, and depth, but starting to get a bit complicated.

The second iteration of this poster takes on a completely new look. Initially dissatisfied by the outcome of the first poster I wanted to take a different approach to the second. I wanted to take this idea of light and layer overprinting to create a visual effect showing depth, texture, and color. I felt as though these elements were very important to communicate the feeling of a bundle of fiber optic cables.

These attempts were successful at providing the depth, texture, and color I was looking to capture. They do a great job of being simple and not that hard to understand the textual information.

However, they were not as successful at maintaining the flow as the first attempts. The large poster on the right was way too simple in the way its text is oriented; either all left justifies or stuck in a corner. On the other hand the attempts were starting to complicate the process again.



ITERATION #2.1

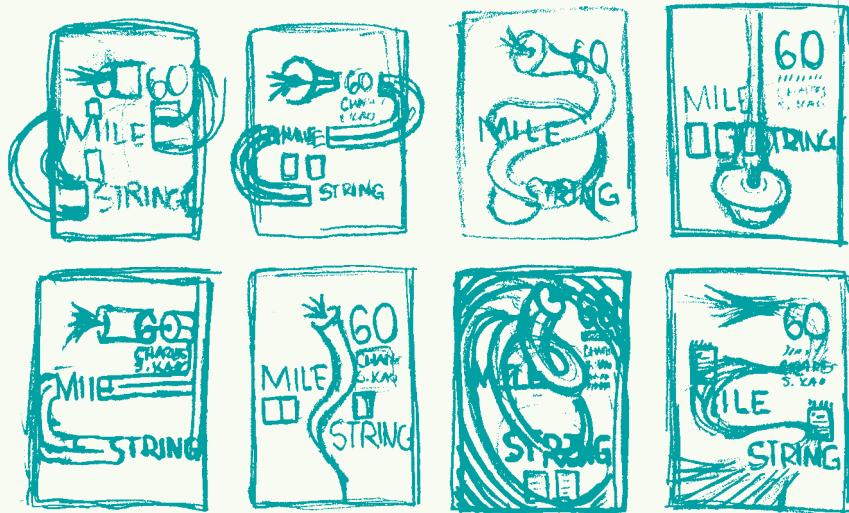




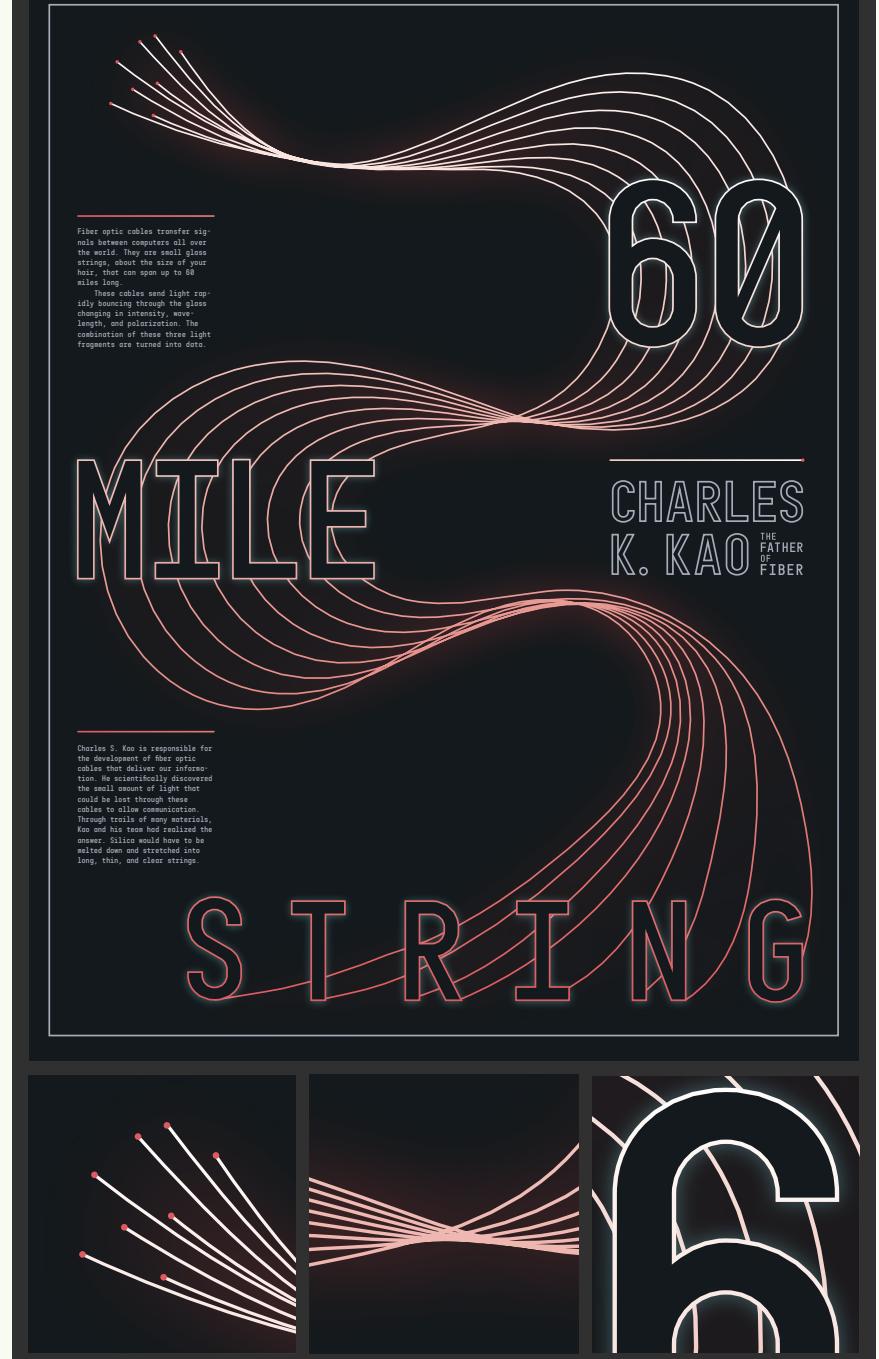
#3

For the third iteration of this poster, I once again vastly changed the entire look. This time I took a slightly different approach to my methodology of sketching. When designing the other posters I found myself trying to still hang onto the grid and rely on the scans from earlier. This rigidity was actually working against me and the aesthetic that would better suit this project. The highlighted sketch gave way to what I actually wanted to achieve.

This attempt was very successful at communicating the look of a fiber optic cable. It also managed to create a better flow than the first poster. Color really shines within the linear gradient of the wires, text, and lines next to the body text.



ITERATION #2.1





This book was created
by Brandon Wilburn for
Word and Image II at
Washington University
in St. Louis.

Headline: Roboto
Sub Head: Roboto Mono
Body: Roboto

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