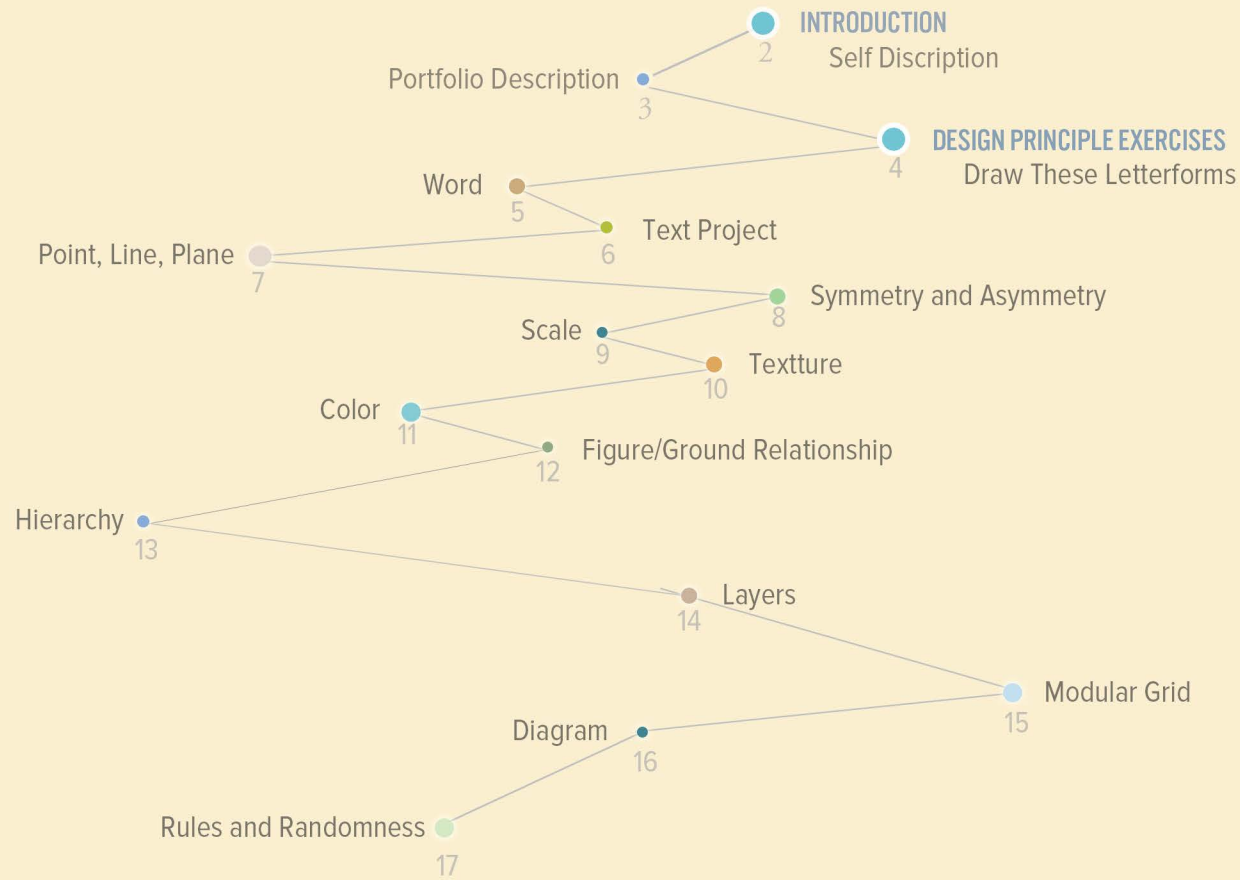


DOCUMENT DESIGN

Portfolio book Xi Rao



CONTENT

Hi, I am Xi Rao, a designer. Now I'm in Chicago.

I'm interested in many kinds of design: document design, graphic design, interaction design..

If you are interested in me or my works. Please feel free to contact me by xrao@hawk.iit.edu.



ABOUT THE BOOK

This book is designed as my portfolio book. I am making it during my course of “ Document Design ” in my first year at Illinois Institute of Technology.

It contains all the 18 exercises about typography, color, grid layout, hierachy of information and many other aspects on document design. You may see some interesting things if you like design. However, I designed it to express my understanding of design.

I wish we could have a good communication through this book.

A a d

ADOBE GARAMOND PRO

CAP HEIGHT

X-HEIGHT

BASELINE

A a d

Draw these letterforms!

This task is to use the best of my ability, draw the letterforms in the space provided.

The first line is the provided letters, and the second line is my work.

DRAW THESE LETTERS

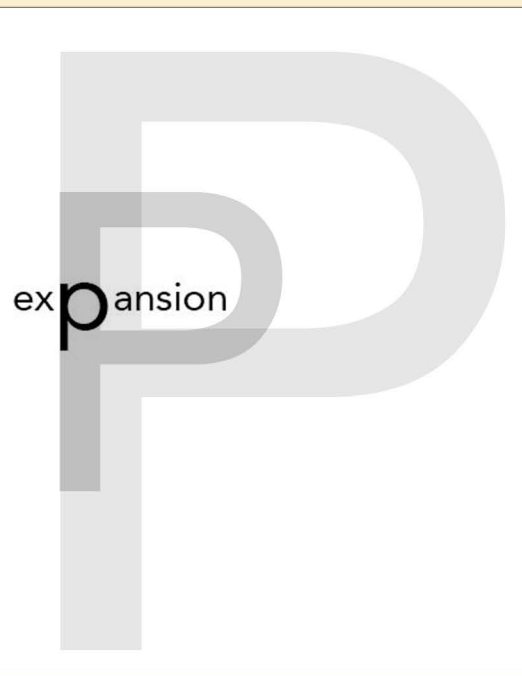
WORDS

This task is to arrange words to express its meaning. I may vary the size, spacing, placement, and orientation of the letters.

repetititititititition

There's two "ti" in this word, which is a kind of repeat. Then I quickly thought of repeating it again and again to express the meaning of the word. Additionally, when people see it, there will be a voice of "titititi..." in their mind. It just like the repetition of one part of FM, music, or some other sound.

I chose to pick the center letter "p", to show the change. Finally, I used different size of "p"; the bigger, the lighter. Big size shows the result of expansion. Lighter color shows the process of change, which can be a good hierarchical division, and make the whole word more dynamic.



TEXT PROJECT

I tried to divide the text into two main parts. I used flush right for the left part(which is the “print” part), and flush left for the right part(writing part). So there is a axis in the middle of the page.

I arranged a higher leading for writing part for its flexibility. The words “ornamental” and “ornate” broke the lock of space, which somewhat reflected the difference with print words. Manuscripts often doesn’t be locked by borders, so it located over the borders of left part.

The whole text can be read from top to bottom, from left to right.

Print

situates words in space more
relentlessly than
writing

ever did. Writing moves words from the
sound world to a world of visual space,

but print locks words into position
in this space. Control of position is
everything in print. Printed texts
look machine-made, as they are.

In handwriting, control of space tends to

be *ornamental,*
ornate, as in calligraphy.

Typographic control typically impresses
most by its tidiness and invisibility: the
lines perfectly regular, all justified on
the right side, everything coming out
even visually,

and without the aid of guidelines or
ruled borders that often occur in

m a n u s c r i p t s

This is an insistent world of cold,
non-human, facts.

Point.



Point.
The sunrise seen from my apartment.

Line.



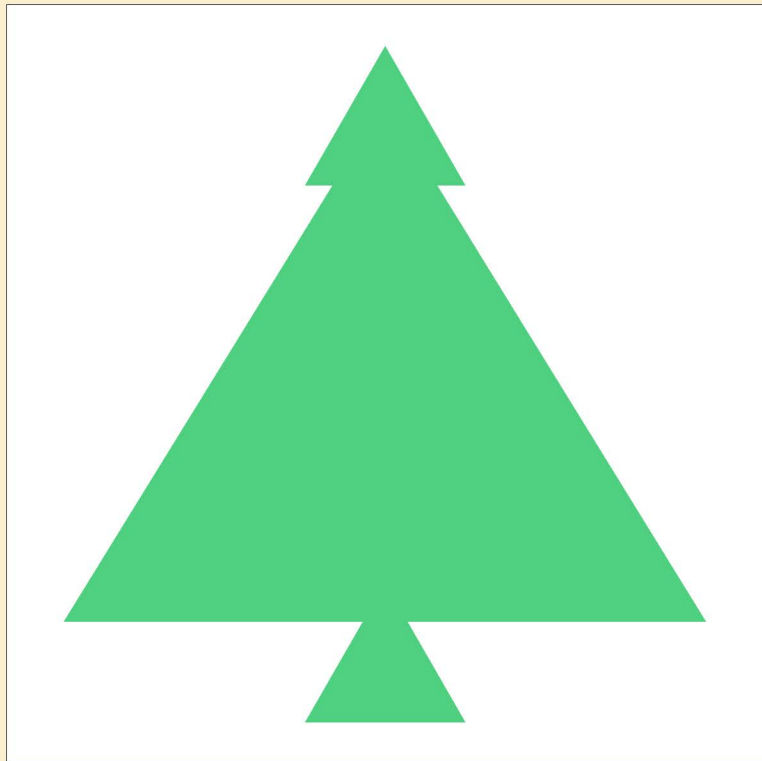
Line.
The US land seen when I flew here.

Plane.



Plane.
Michigan Lake.

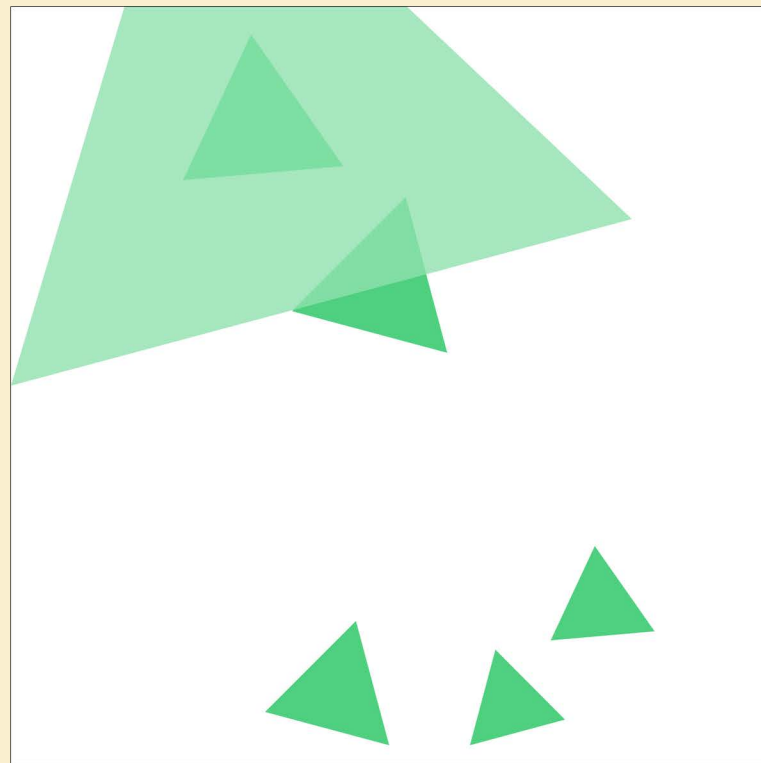
*Arrange three of four geometric elements in a symmetrical way;
create asymmetrical designs using forms of different sizes.*



Symmetric

SYMMETRY AND ASYMMETRY

Asymmetric



SCALE



I photographed the objects in a way that changes the sense of its scale.

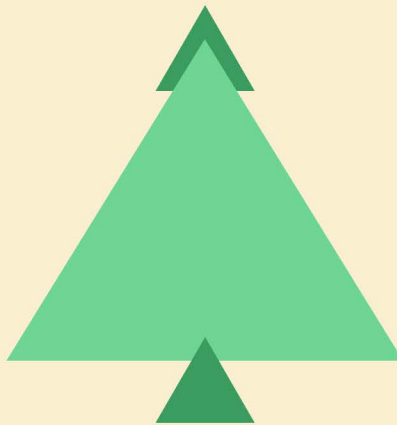
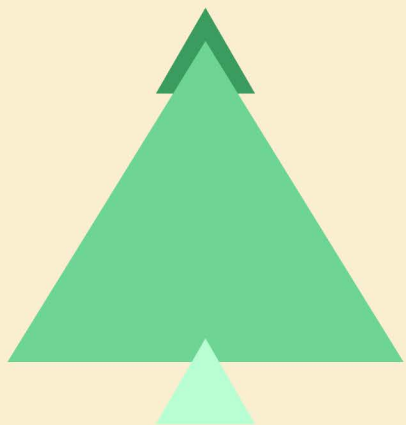
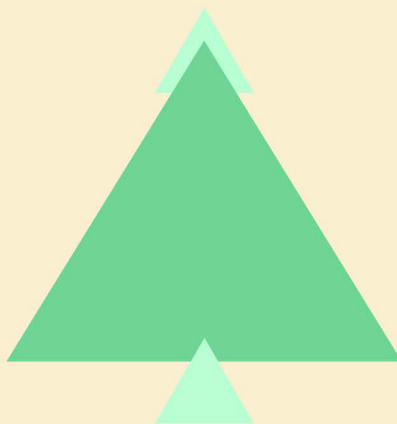
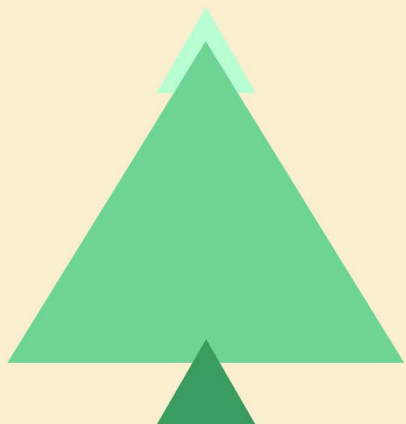
It's a toy about 4 inch tall. But in the picture it seems really high.

I use camera to capture the compelling textures from the environment.

PHYSICAL TEXTURE

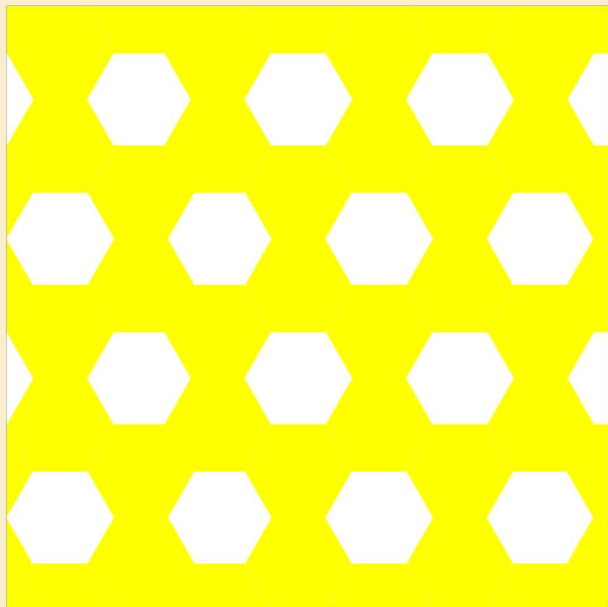


COLOR



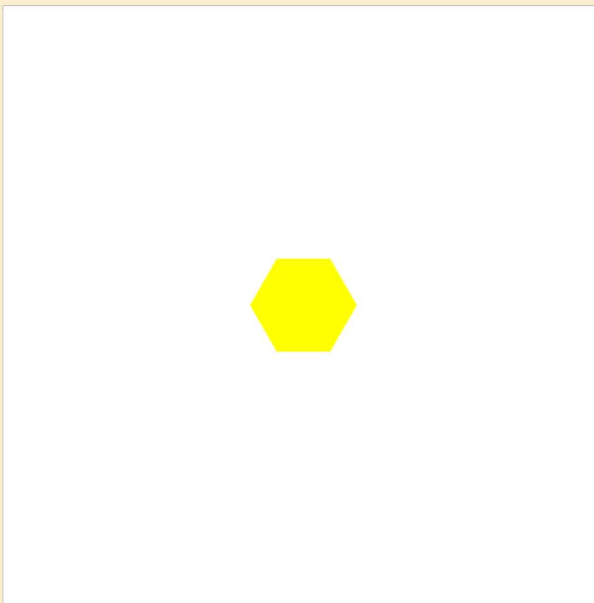
I change the hue of color in a same graph to feel the effects on the way the viewer perceives the graphic elements .

Reversible.



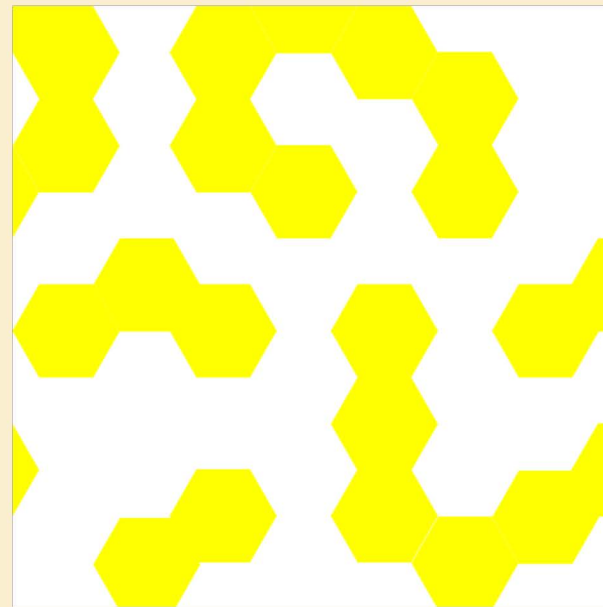
Reversible.
Reversible figure/ground occurs when positive and negative elements attract our attention equally and alternately.

Stable.



Stable.
Stable figure stands clearly apart from its background.

Ambiguous.



Ambiguous.
Ambiguous figure/ground challenge the viewer to find a focal point.

UpperItalic.

TEXT PROJECT

Compose the text provided, in a manner that expresses its meaning.

I firstly read the text. Soon I found that it said something different between print and writing words. So I started to make some contrast between the two ways.

First, I tried to divide the text into two main parts. I used flush right for the left part(which is the “print” part), and flush left for the right part(writing part).So there is a axis in the middle of the page. I arranged a higher leading for writing part for its flexibility. The words “ornamental” and “ornate” broke the lock of space, which somewhat reflected the difference with print words. Manuscripts often doesn’t be locked by borders, so it located over the borders of left part. The whole text can be read from top to bottom, from left to right.

This time I use hierarchy to make some variation to modify the original typography of some text part.

UpperColorItalic.

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It is the most successful variations. With the uppercase heading, it turned professional and outstanding. Then I made the part of introduction italic, lighter color, normal weight. It looks apparently different from both title and content.

AlignColor.

Text Project

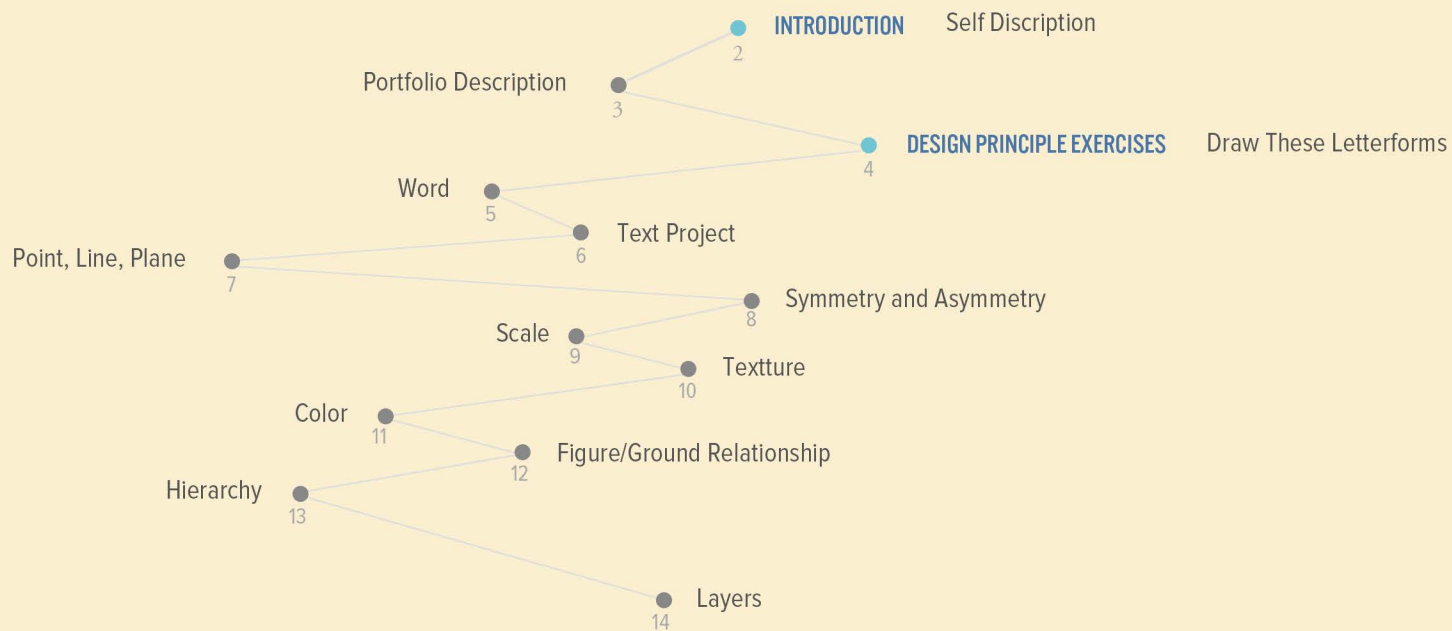
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read from top to bottom, from left to right.

The alignment seems a little mess and not in a
beautiful typography. Although it made difference on
hierarchy, it doesn't seem like a good choice.

LAYERS



I re-imagined Table of Contents page with all the content from the contents page.

MODULAR GRID

*This time I leverage the grid
to make simple and complex
typography.*

I think the complex one is more
successful.

Because when contrast to the simple
one, the complex one looks more
playful and interesting. The way of
using fonts and the alignment are
inviting too. Although the simply one is
able to convey the idea well, it looks a
little dull. The complex one seems
more designable and fun.

COMPLEX

TEXT PROJECT

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that expresses its meaning.*



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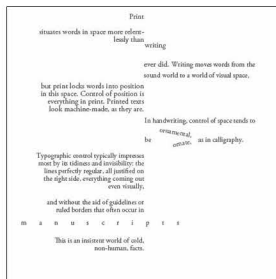
6 Exercise 3

TEXT PROJECT

*Compose the text provided, in a manner that expresses its
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6 Exercise 3

SIMPLE



DIAGRAM 1

The first edition that I design just try to connect the data and express the color. The left upper part is pretty descriptive. However, the right part distract the focus.

These are two editions of using the content data to redesign a new book cover.

DIAGRAM

Then I made the second design. This time I reduce the distraction. It looks much better than the former one. But still need some improvement.

However, the final edition is the current cover of the book.

DIAGRAM 2



DOCUMENT
DESIGN

Portfolio
book

Xi Rao

RULES

There's no doubt that good design need to be modified again and again. During creating this portfolio, I was always changing my mind and what's more, may keep doing that in the future.

Take the cover page as an example. At the very beginning, it was just a title of "PORTFOLIO" and my name. The background is my hand holding a pencil. After review, I added some description for the book to make my audience know the basic thing about it at the first glance. Then after the diagram exercise(as you can see in the book), I applied the content elements with rules of rotate and repeat to the design, trying to make it fun and descriptive without much dry texts. However, the diagram effects turns excellent but the design need reduce unnecessary elements to focus audience on one point. Time after time, the final cover was decided.

During the approach to design the exercises in the course, I've learnt several rules and strategies. First of all, the following four principles that are always worth obeying: **CONTRAST, REPETITION, ALIGNMENT, PROXIMITY.**

& RANDOMNESS

Some points that I got:

- Knowing the history of a font family could always help to know the feeling it could express.
- If different elements share a same alignment axis, they could display a logical proximity.
- Photography is like design. You could only have one focus in a work.
- To get a visual balance, both size and color make contributions.
- The blank part is vital as the positive part.
- Using Diagram instead of text could achieve a concise and playful communication.

DOCUMENT

DESIGN

