

# DOING DESIGN WITHOUT THE COMPUTER

ZACH THOMSON

# **DESIGN CHALLENGES**

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# TABLE OF CON- TENTS

## INTRO

- 3. *TITLE PAGE*
- 4. *THIS*
- 5. *ALSO THIS*
- 6. *INTRO PT 1*
- 7. *INTRO PT 2*

## DESIGN CHALLENGES

- 8,9. *SPRING BREAK COLLAGE*
- 10,11. *TWELVE-PAGE ZINE*
- 12,13. *ANALOG BOTTLE PACKAGING*
- 14,15. *BLACKOUT POEM*
- 16,17. *DEAR FRIENDS*
- 18,19. *TRASH TYPE*

## MY STUFF

- 20,21. *ME*
- 22. *BYE*

NOT CREATED ON A COMPUTER

ALL DESIGNS IS

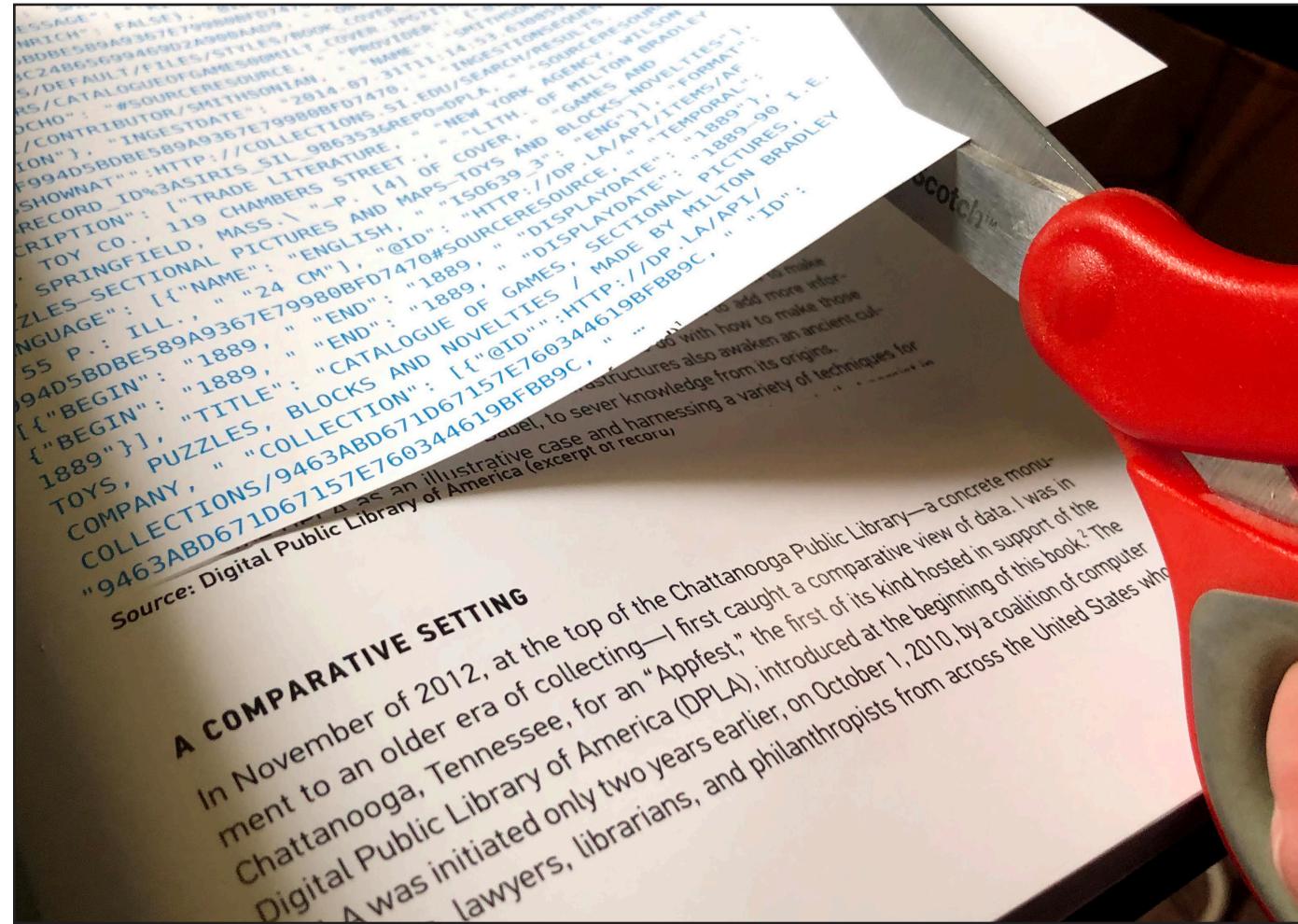
# DESIGN CHALLENGE #1

# SPRING BREAK COLLAGE

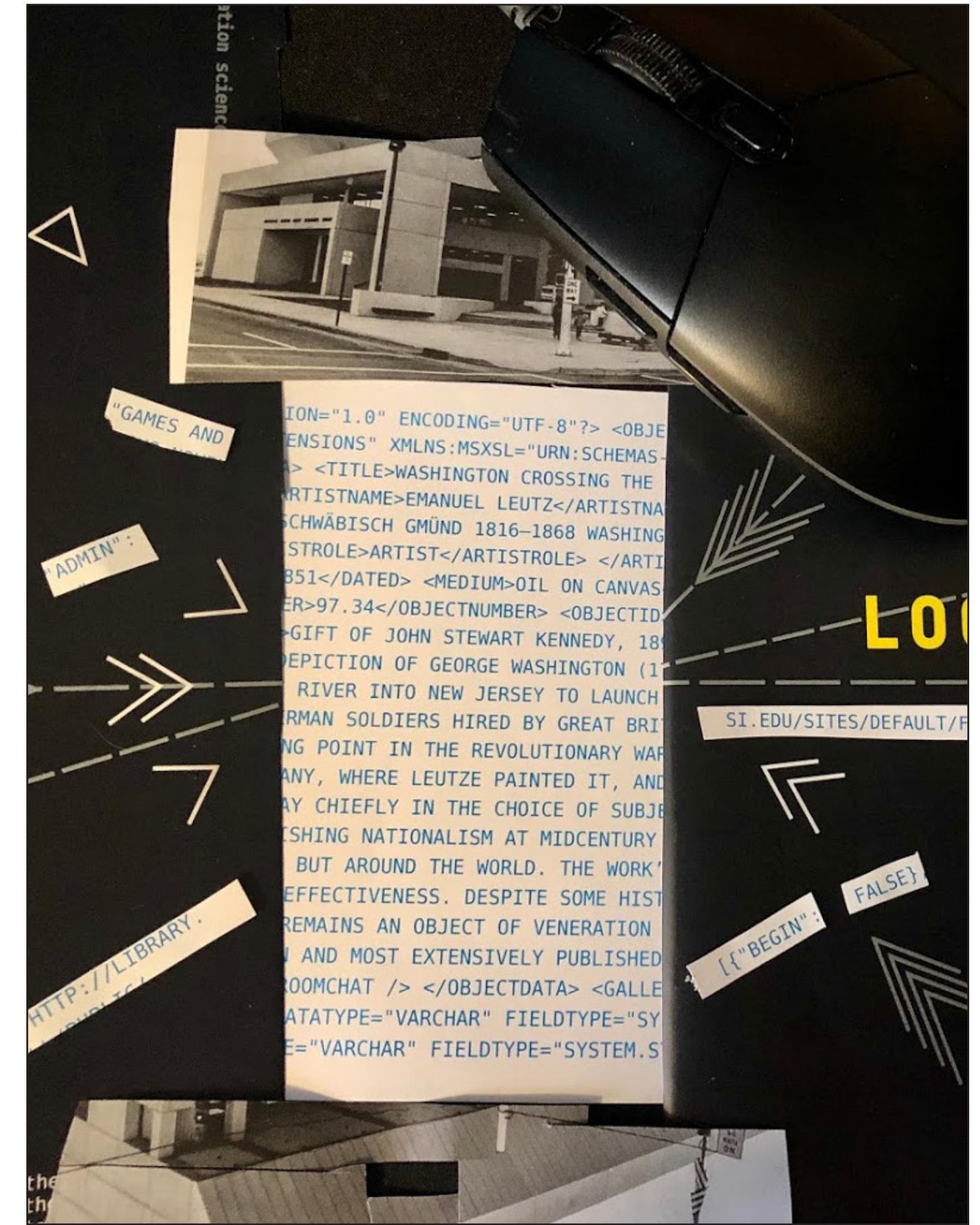
# CHALLENGE

Create a collage of what life was like over spring break.

# WORK IN PROGRESS



FINA



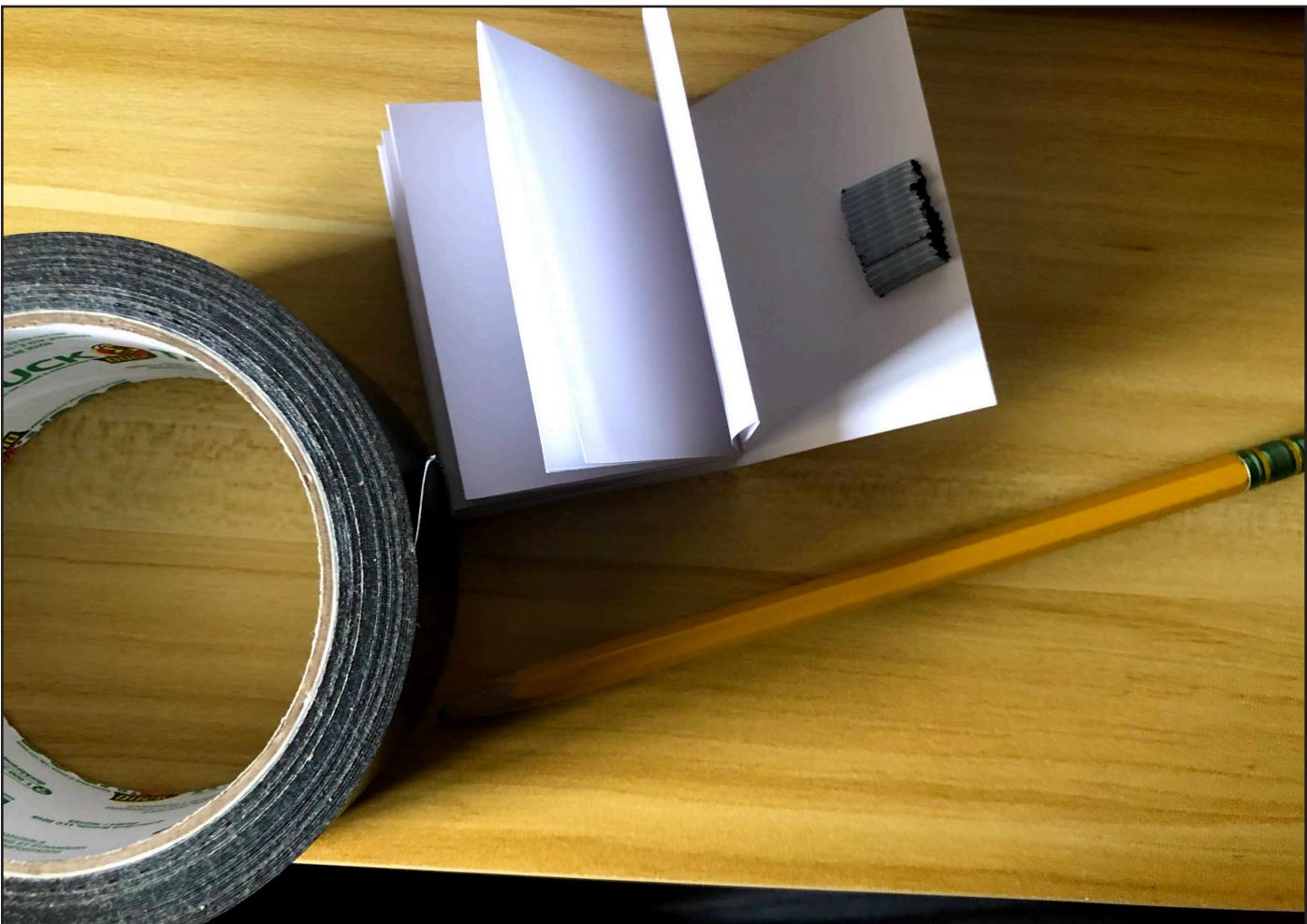
# DESIGN CHALLENGE #2

## TWELVE-PAGE ZINE

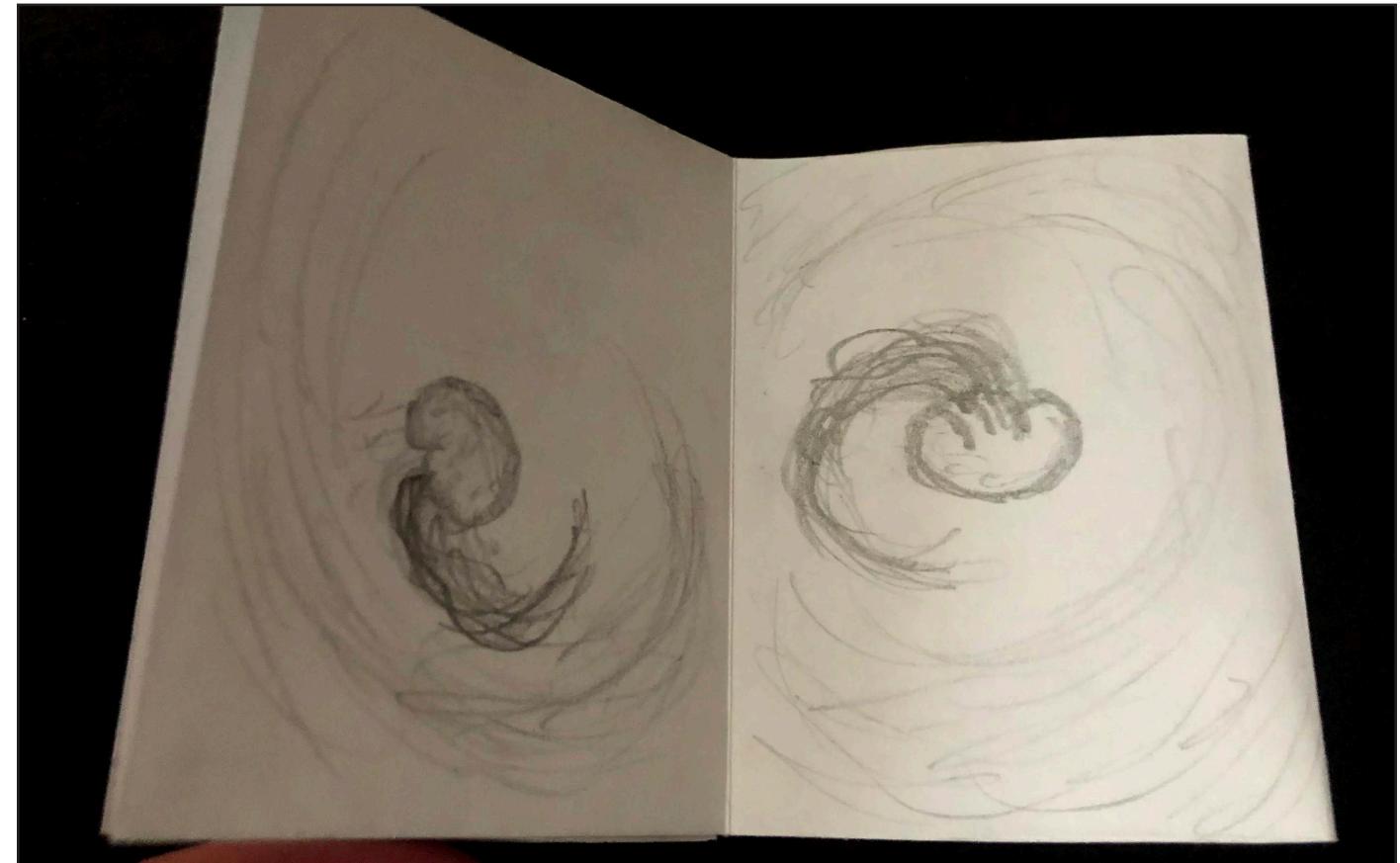
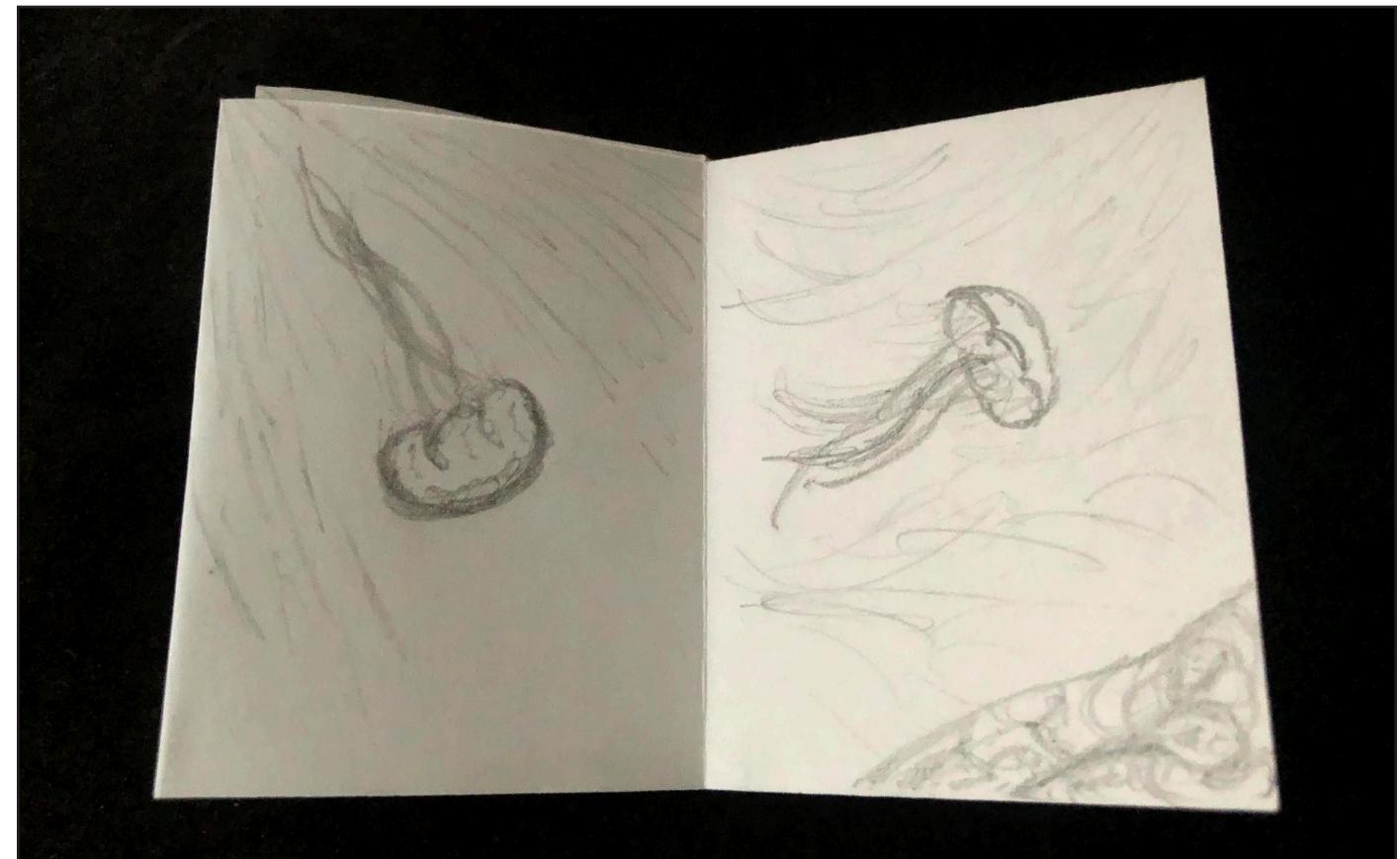
### CHALLENGE

Create a Twelve-Page Zine to encourage resourceful approaches to design solutions.

### WORK IN PROGRESS



### FINAL



# DESIGN CHALLENGE #3

## ANALOG BOTTLE PACKAGING

### CHALLENGE

Create a hand-crafted label/package for a beverage of your choice.

### WORK IN PROGRESS



### FINAL



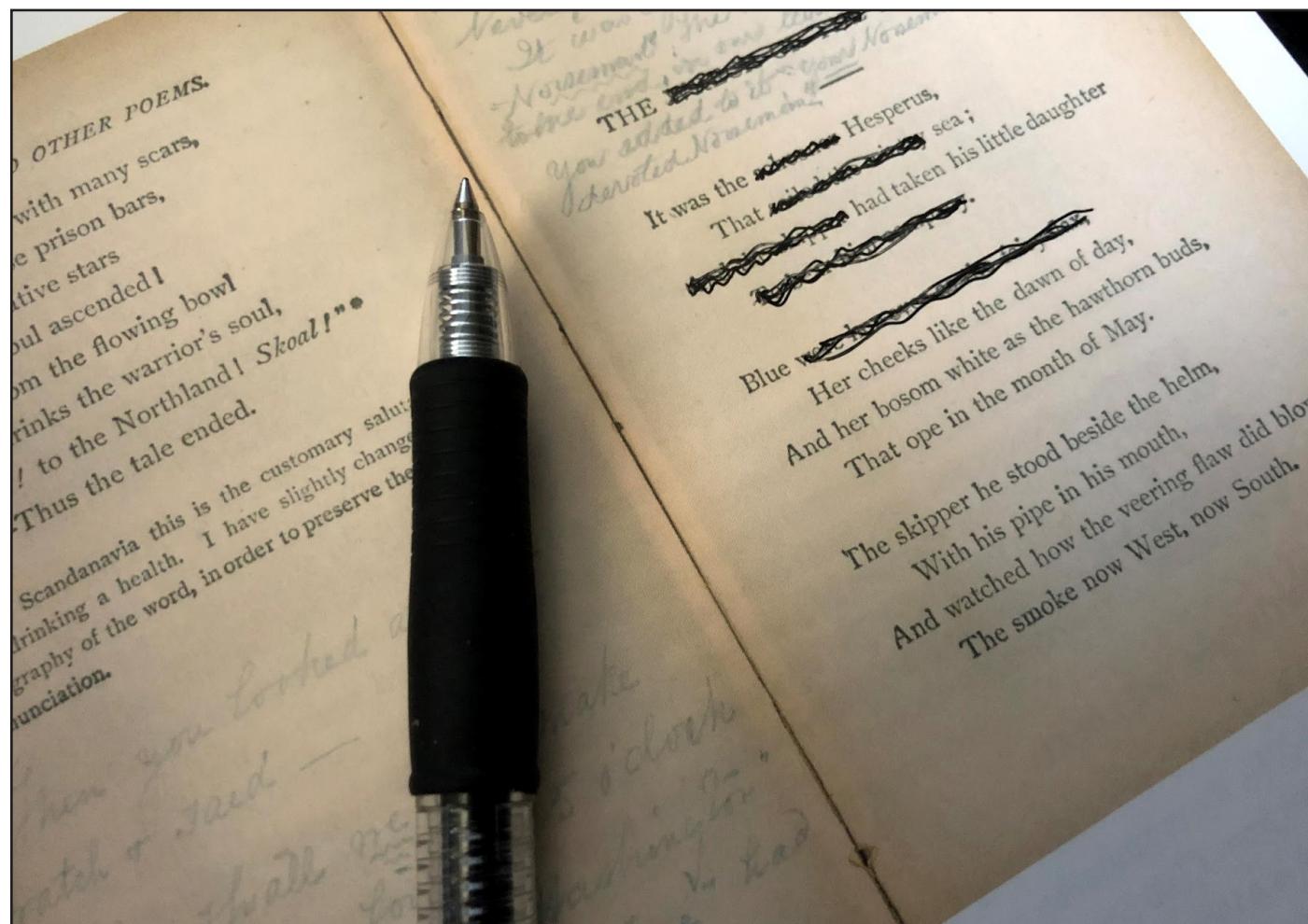
# DESIGN CHALLENGE #4

## BLACKOUT POEM

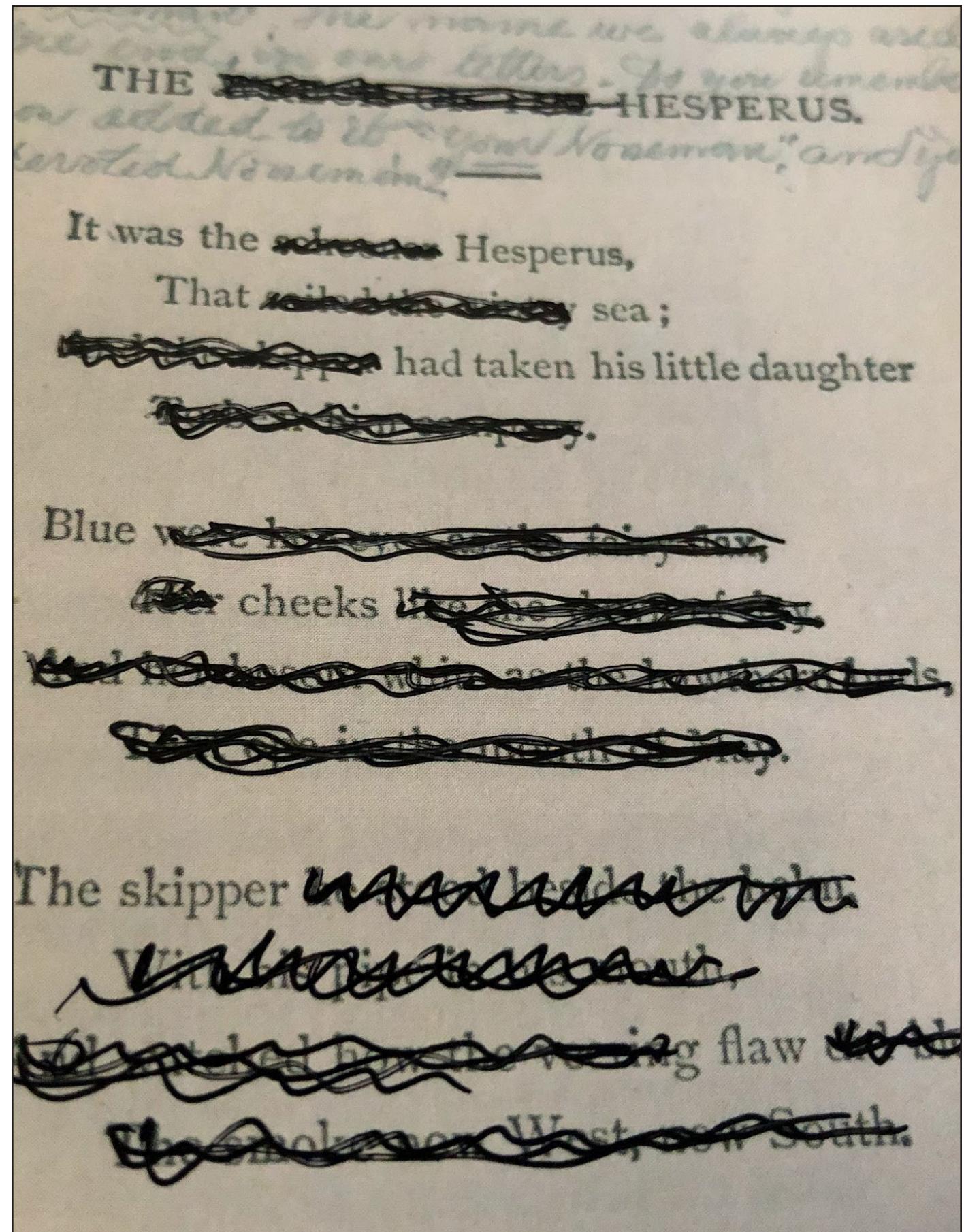
### CHALLENGE

find an existing page of text and obscure most of the words, leaving only a select few. These words should create a new story, poem or lyric different from the original text.

### WORK IN PROGRESS



### FINAL



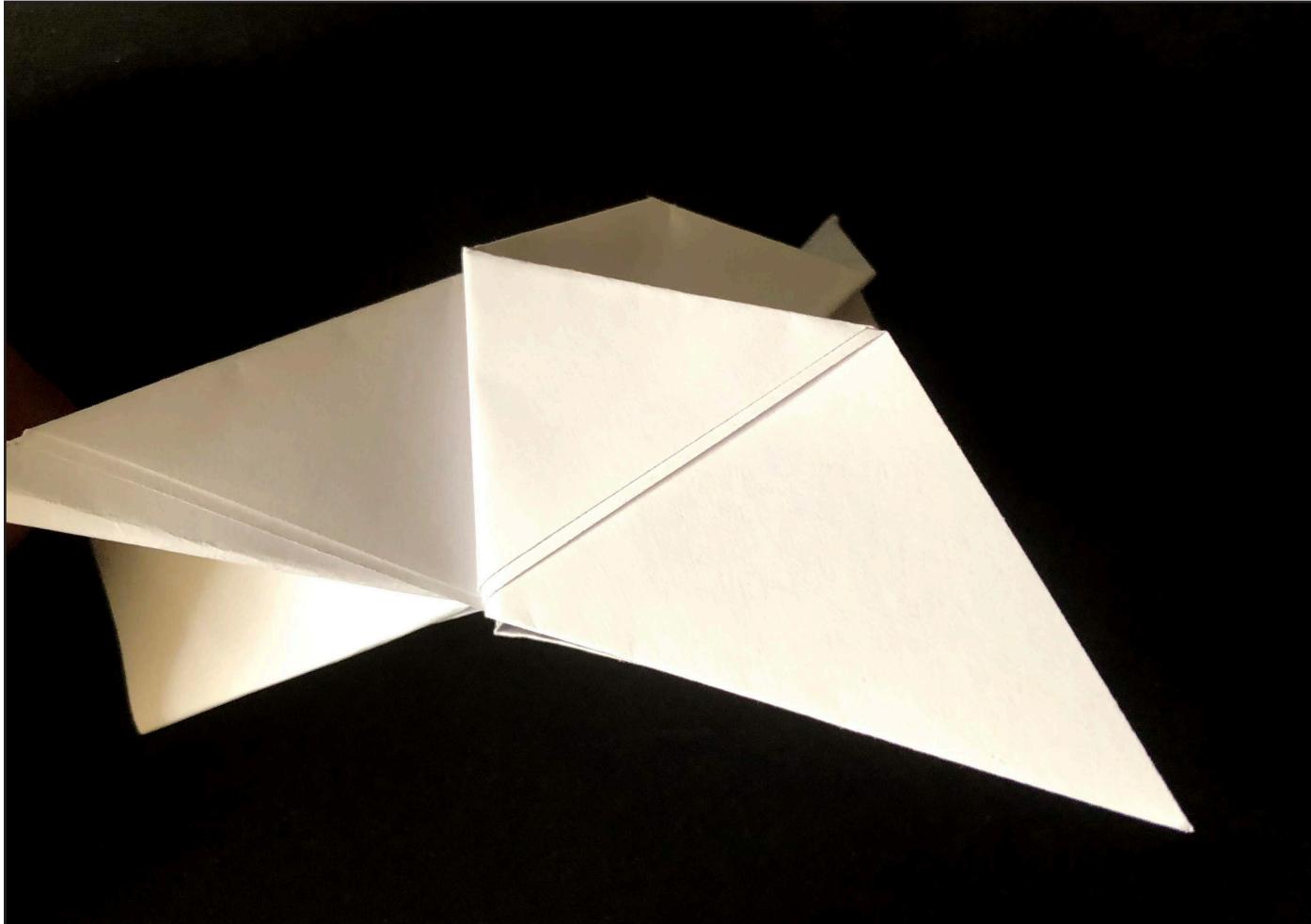
# DESIGN CHALLENGE #5

DEAR FRIENDS

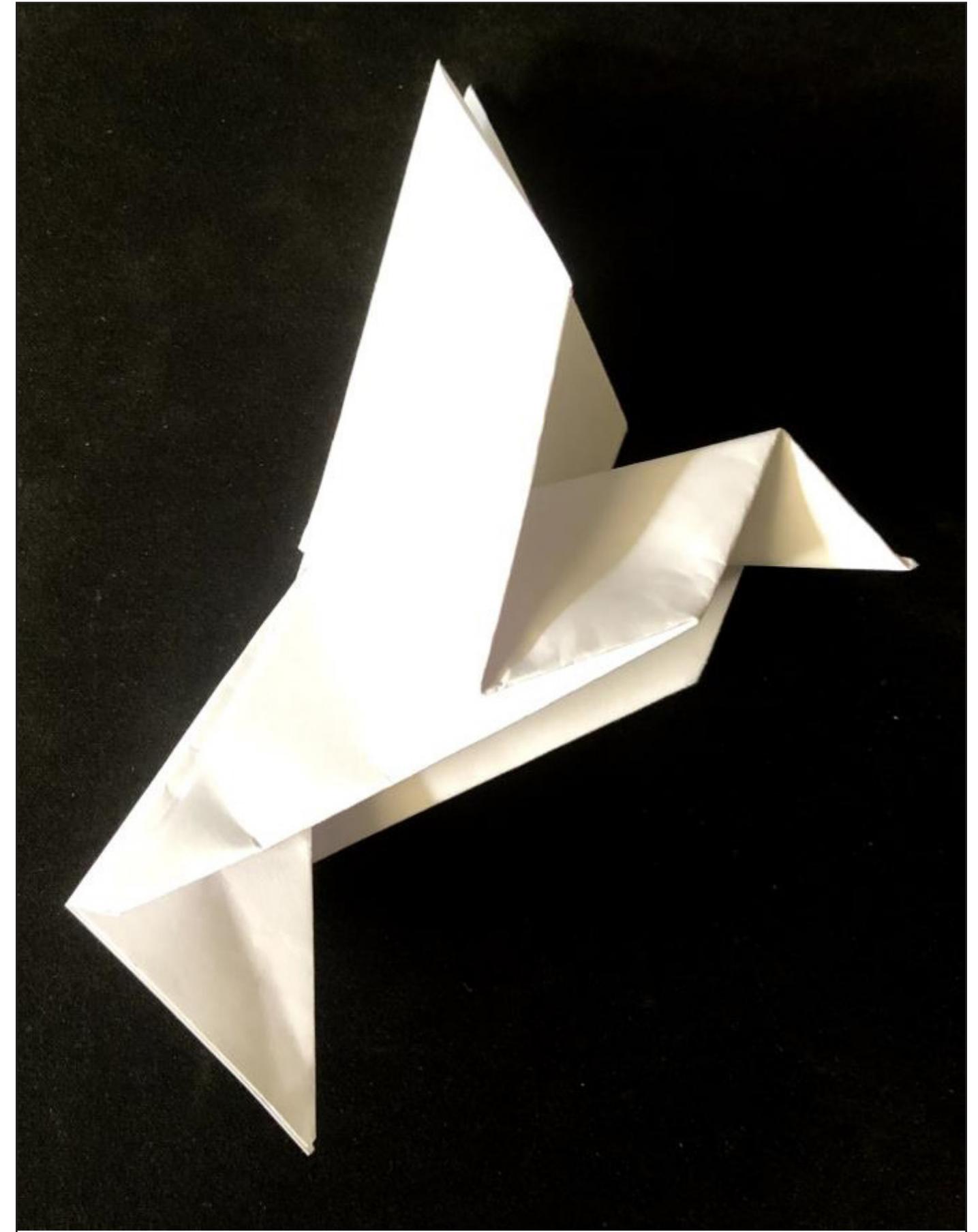
## CHALLENGE

Create a letter for someone you are missing. Someone you long to see in person.

WORK IN PROGRESS



FINAL



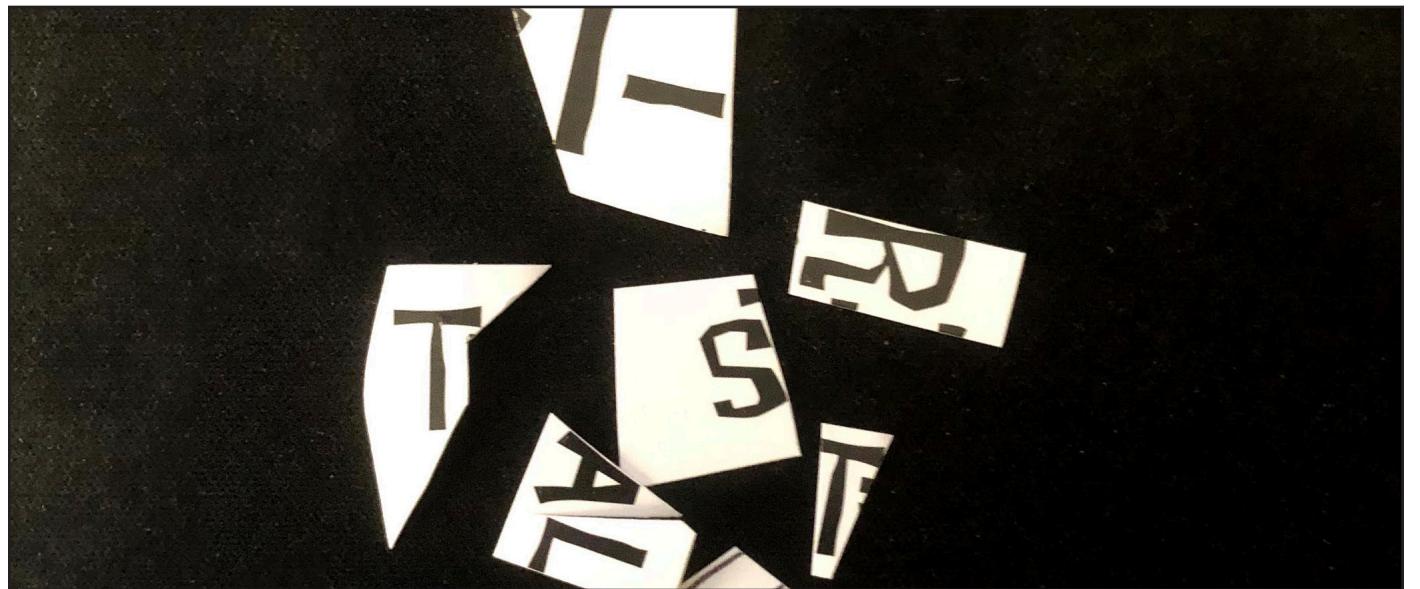
# DESIGN CHALLENGE #6

## TRASH TYPE

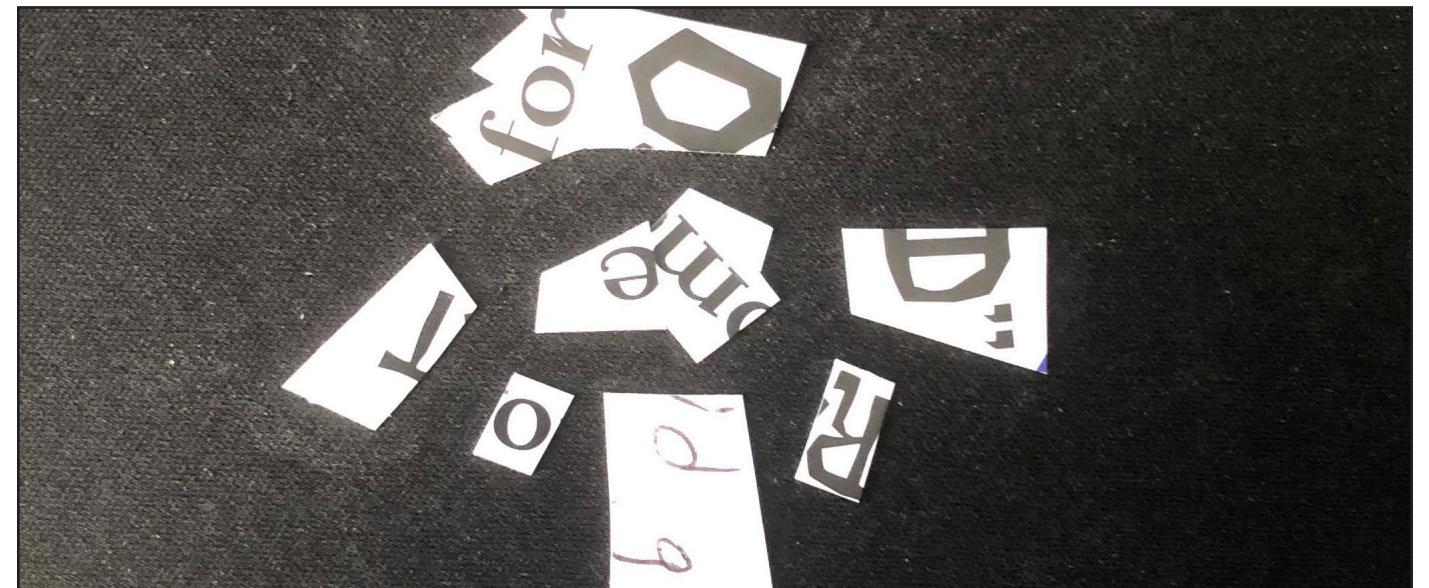
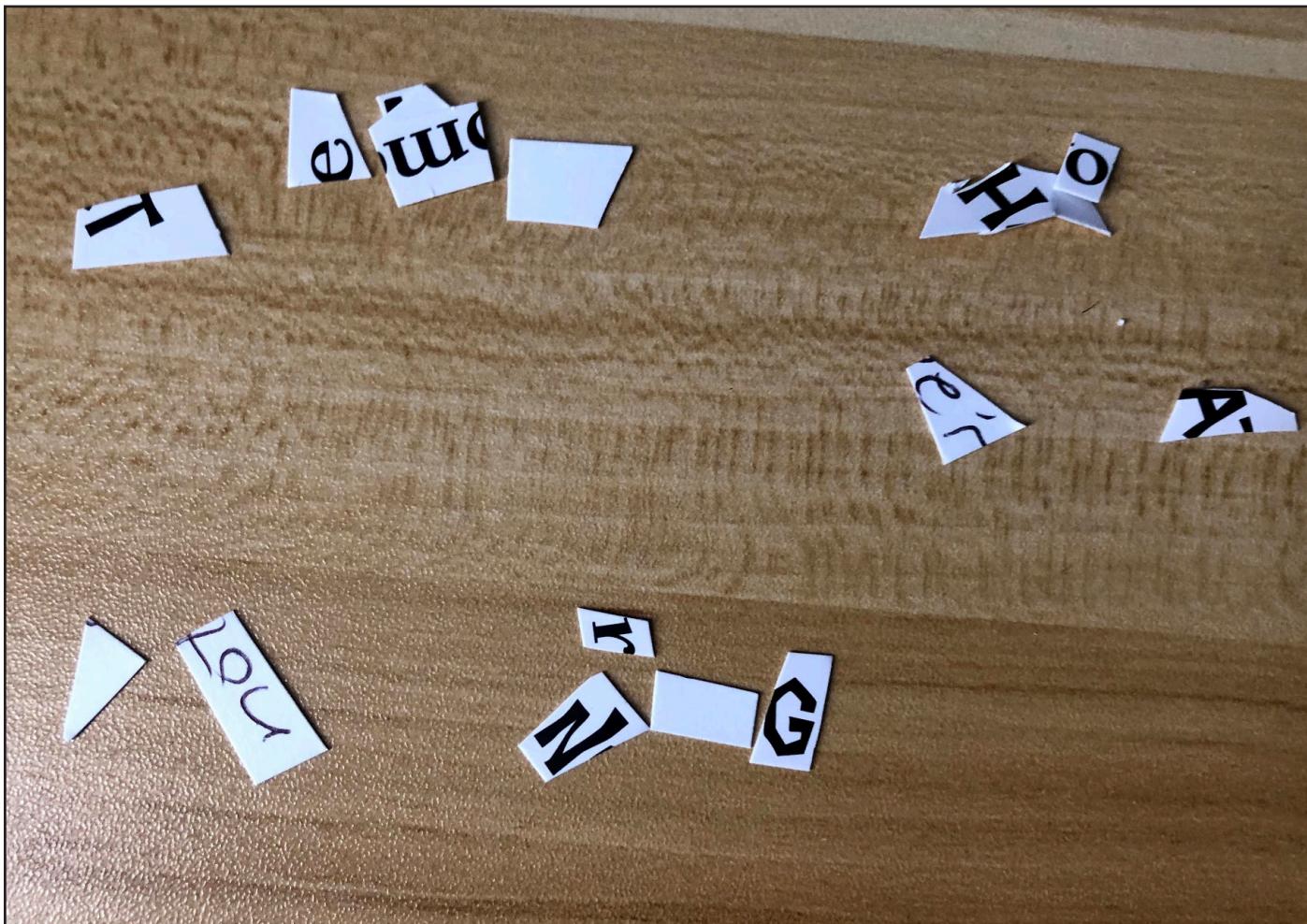
### CHALLENGE

Create three typographic compositions using found materials.

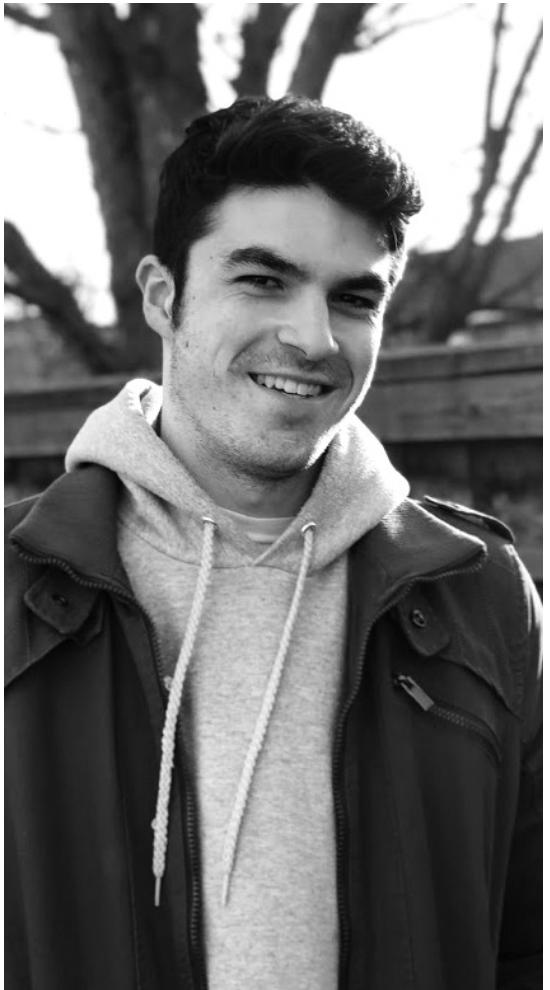
FINAL



WORK IN PROGRESS



# ZACH THOM- SON



People have the strange desire to fill in nothing with something. Its stronger if you leave it as nothing.

Design should be purposeful.

Master contrast before mastering color.

Grids - Like how this list starts at my eyes.

Consistency is the hardest thing to do consistently.

Teach yourself by being resourceful.

Digital interaction has only just started.

Learn from todays best like how they learned from yesterdays best.

Artificial Intelligence is going to replace todays creative jobs but create new ones in the next 20 years.

If you can't adapt to new technology you will fall behind.



**FIRE  
THIS  
OVER  
PLEASE**