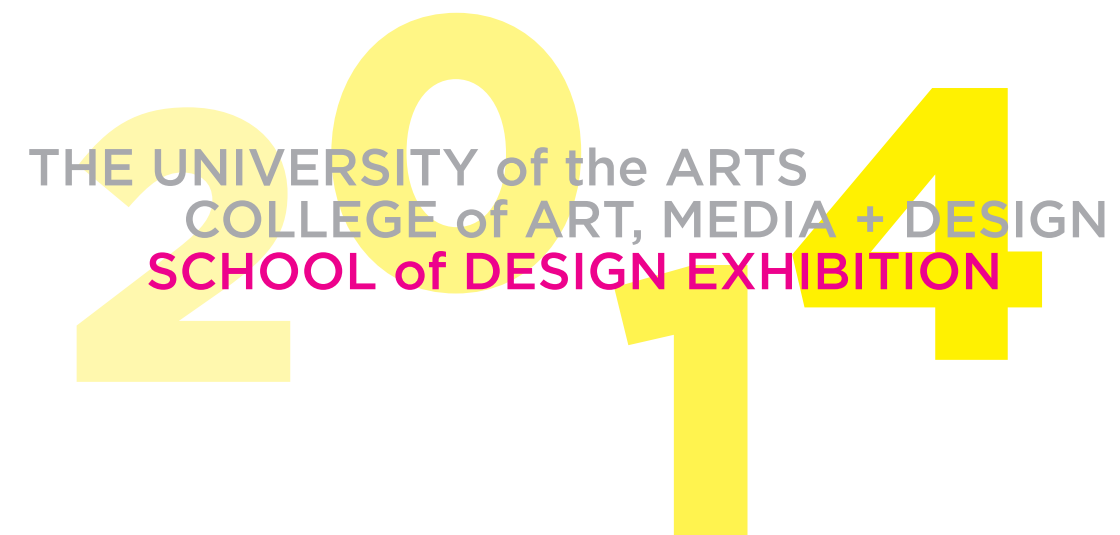


2014
THE UNIVERSITY of the ARTS
COLLEGE of ART, MEDIA + DESIGN
SCHOOL of DESIGN EXHIBITION

PROCESS + STANDARDS



Contents

Logo Exploration
Direction Exploration
Final Logotype
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Final Output
Colophon

This show is a culmination of the graduating senior class of the College of Art, Media and Design, School of Design 2014. We explored different directions and logotypes in tandem.

The show's identity was carefully and meticulously designed by the following:

Tracy Loi
John Kim
Eric Shelton
Carl Neubert
Matt Aubert
Nijel Taylor

With advising faculty:

Kristie Williams
Grant Donesky
Rachelle Smith

OVERVIEW

DESIGNERS
ARE
BASICALLY
MEDIEVAL
IN THE WAY
THEY
THINK.

– Kees Dorst

LOGO EXPLORATION

~~The University~~
~~of the Arts~~
~~College of~~
~~Art, Media,~~
~~and Design~~
~~School of Design~~
Annual Design
Exhibition 2014

THE UNIVERSITY
of the ARTS

SCHOOL
of DESIGN

COLLEGE of
ART, MEDIA
& DESIGN

ANNUAL
DESIGN
EXHIBITION
2014

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SCHOOL of DESIGN
ANNUAL EXHIBITION

The University of the Arts
COLLEGE of ART, MEDIA + DESIGN
SCHOOL of DESIGN
ANNUAL EXHIBITION

LOGO EXPLORATION

THE UNIVERSITY
OF THE ARTS
COLLEGE OF ART
MEDIA & DESIGN
SCHOOL OF DESIGN
ANNUAL DESIGN
EXHIBITION 2014

THE UNIVERSITY OF THE
ARTS COLLEGE OF ART
MEDIA & DESIGN SCHOOL OF DESIGN
ANNUAL DESIGN EXHIBITION 2014

SCHOOL
of DESIGN

COLLEGE *of*
ART, MEDIA
& DESIGN

ANNUAL
DESIGN
EXHIBITION
2014

THE UNIVERSITY OF THE
ARTS COLLEGE OF ART
MEDIA & DESIGN SCHOOL
OF DESIGN ANNUAL DESIGN
EXHIBITION 2014

DIRECTION EXPLORATION

Postcard, front + back

Sized 4" x 6"

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Graphic Design, Industrial Design,
Multimedia, Master of Industrial Design, MFA
in Museum Exhibition Planning & Design

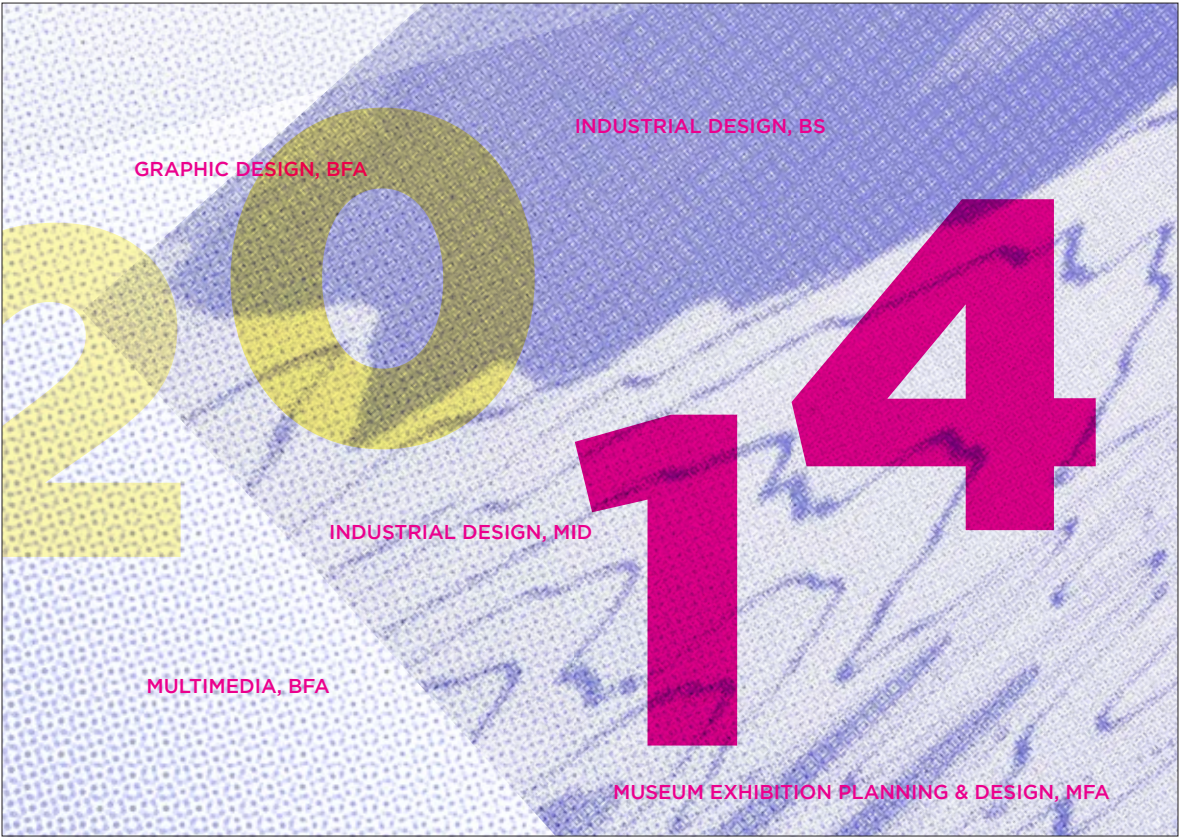
AIA Philadelphia Center for Architecture
1218 Arch St.
Philadelphia, PA 19107
May 10 – May 15
Opening Reception: May 10, 5:30pm
Closing Reception: May 15, 7p



DIRECTION EXPLORATION

Postcard, front + back

Sized 4” x 6”



DIRECTION EXPLORATION

Evite

Evite, sized 400px by 600px

MULTIMEDIA, BFA

INDUSTRIAL DESIGN, BS

GRAPHIC DESIGN, BFA

INDUSTRIAL DESIGN, MID

MUSEUM EXHIBITION

PLANNING & DESIGN, MFA

Opening Reception

Saturday, May 10th 5:30pm-9:00pm

(Toast + opening remarks at 6:00pm)

GALLERY HOURS

May 11th-May 16th

Monday-Saturday, 10:00am-6:00pm

Sunday, 12:00pm-5:00pm

Closing

Thursday, May 16th at 7:00pm

AIA Philadelphia

1218 Arch Street

Philadelphia, PA 19107

215-569-3186

www.aiaphiladelphia.org

ADMISSION Free



MULTIMEDIA, BFA

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DIRECTION EXPLORATION

Evite

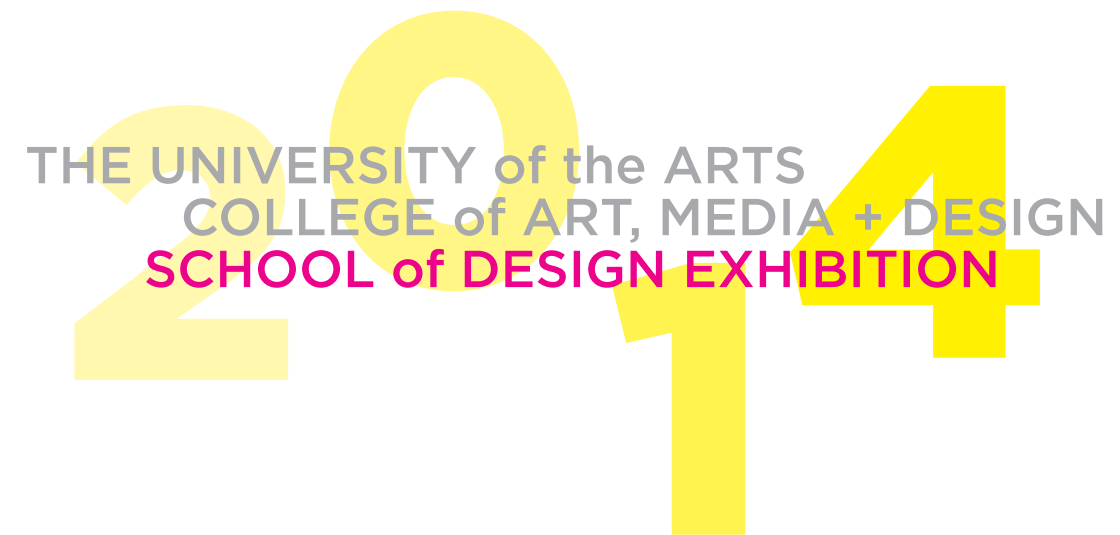
Evite, sized 400px by 600px



FINAL LOGOTYPE



LOGOTYPE LOCKUP



The numbers may shift up and down,
but the text must stay the same.

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SCHOOL of DESIGN EXHIBITION

TYPEFACE

Aa

Gotham Bold

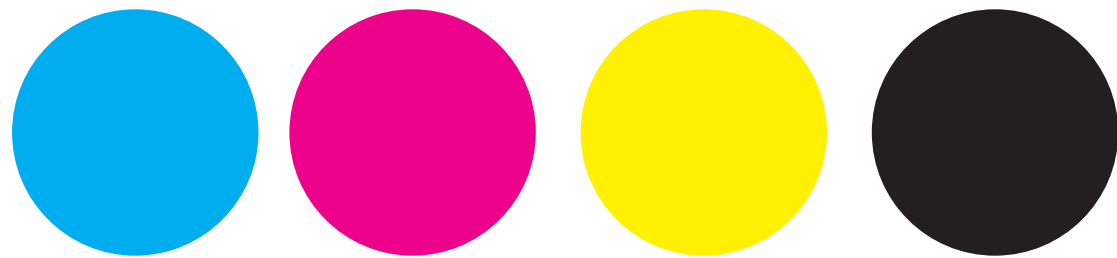
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 ,.:;'

Aa

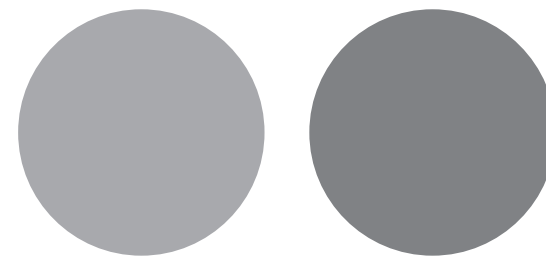
Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 ,.:;'

COLOR

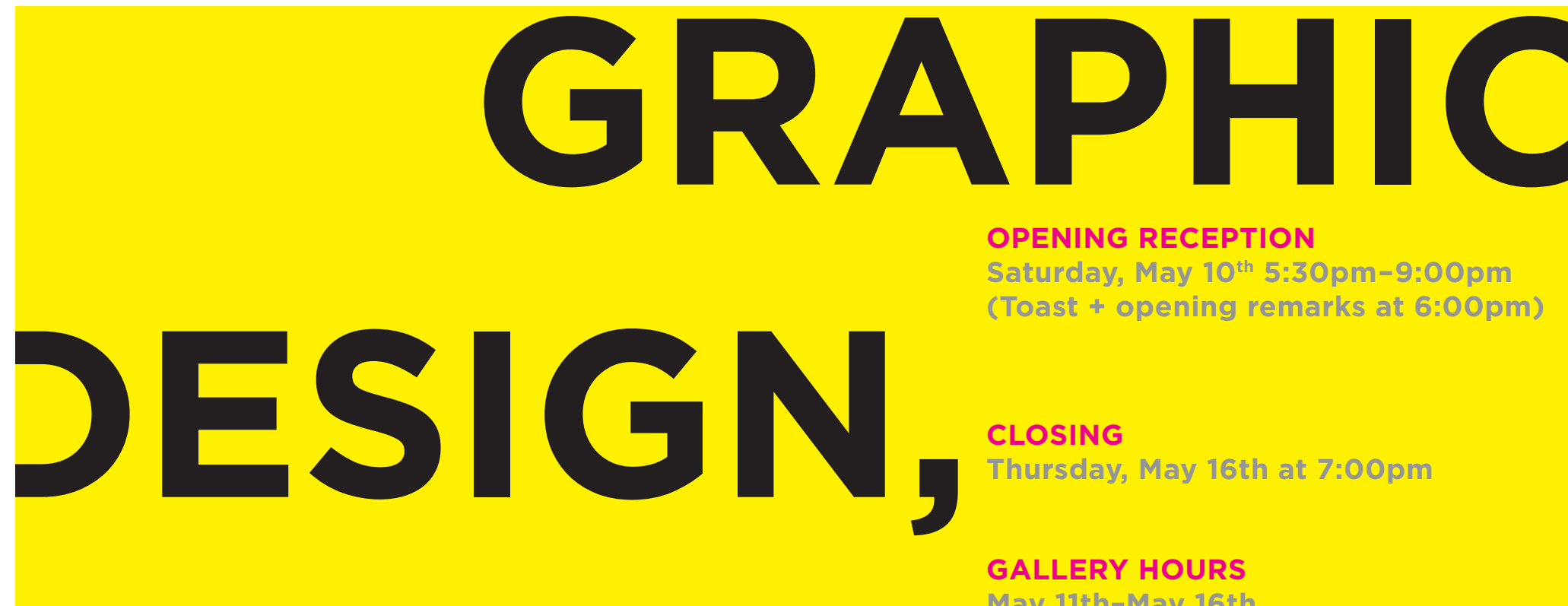


Primary color palette.



Secondary color palette.

TYPE TREATMENT



The black type of the majors may bleed off the edges, but **MUST** maintain legibility. The commas must also stay in place to help differentiate the majors being shown.

Informational type is to be laid over the majors, but legibility is a major concern. Good luck.

Above: Detail of poster, sized 24" x 36"

FINAL OUTPUT



Postcard, front + back

Sized 4” x 6”





FINAL OUTPUT

Poster

Sized 24" x 36"

FINAL OUTPUT



Signage

Right: Bathroom, sized 11" x 17"
Far Right: Direction sign,
sized 11" x 17"

FINAL OUTPUT

Evite + UArts homepage

Right: Evite, sized 400px by 600px
Far Right: UArts homepage

MULTIMEDIA,
INDUSTRIAL DESIGN,
GRAPHIC DESIGN,
MUSEUM EXHIBITION
PLANNING

2014

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News & Events
EVENT
School of Design
Exhibition
NEWS
May 10, 2014

School of Design
Exhibition
Exhibition showcasing
the portfolios of the
graduating class
More About
School of Design Exhibition

FINAL OUTPUT

INDUSTRIAL DESIGN

NAME HERE
TITLE OF WORK
CHARACTER COUNT IS LIMITED
TO ONLY 140 WHICH IS ROUGHLY
FOUR LINES OF TEXT ON THE NAME
CARDS WHICH HAS THE PERSON'S
NAME + TITLE OF THE WORK

MULTIMEDIA

NAME HERE
TITLE OF WORK
CHARACTER COUNT IS LIMITED
TO ONLY 140 WHICH IS ROUGHLY
FOUR LINES OF TEXT ON THE NAME
CARDS WHICH HAS THE PERSON'S
NAME + TITLE OF THE WORK

Signage

Right: Namecards featuring name,
title of work, major, and a 140
character description.

FINAL OUTPUT

MASTERS OF INDUSTRIAL DESIGN

NAME HERE
TITLE OF WORK
CHARACTER COUNT IS LIMITED
TO ONLY 140 WHICH IS ROUGHLY
FOUR LINES OF TEXT ON THE NAME
CARDS WHICH HAS THE PERSON'S
NAME + TITLE OF THE WORK

GRAPHIC DESIGN

NAME HERE
TITLE OF WORK
CHARACTER COUNT IS LIMITED
TO ONLY 140 WHICH IS ROUGHLY
FOUR LINES OF TEXT ON THE NAME
CARDS WHICH HAS THE PERSON'S
NAME + TITLE OF THE WORK

Signage

Right: Namecards featuring name,
title of work, major, and a 140
character description.

COLOPHON

Colophon

This project was completed for the College of Art, Media and Design, School of Design in spring 2014. Under the direction of Kristie Williams, work was completed through Grant Donesky, Director, School of Design. The Identity team includes Tracy Loi, John Kim, Carl Neubert, Matt Aubert, Nijel Taylor, and Eric Shelton.

Book design

Eric Shelton