

Visual Systems

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AD 228 Section 3

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Assignment

Objectives:

- Develop a consistent and unique visual language through the creation of icons.
- Create a mood board that reflects the visual style and inspiration behind your icons.
- Design an app landing page that demonstrates how icons can be applied in a real-world user interface.
- Produce physical artifacts to showcase visual system in a tangible format

Process:

1. Design 5 cohesive icons in Adobe Illustrator using vector tools, ensuring they communicate clearly and share traits like color, line weight, shape language, and style.
2. Create a digital mood board in Illustrator, showcasing color schemes, typography, shapes, and design influences.
3. Design a landing page mockup in Illustrator, integrating your icons to demonstrate their function in a user interface.
4. Transform your icons into button pin designs in Illustrator, simplifying them for clarity while keeping their style and recognizability.
5. Design a display card in Illustrator for your button pins, incorporating branding elements like your project title and visually connecting to your icon system.

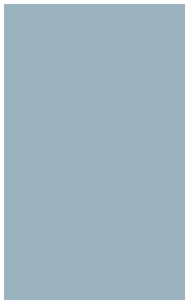
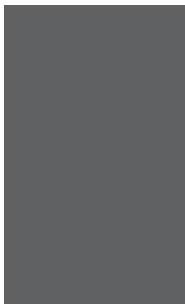
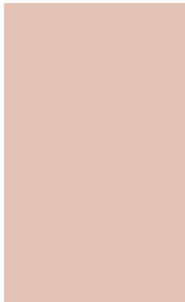
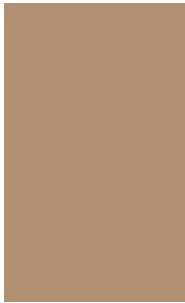
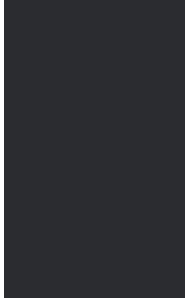
Design Statement

For this project, I created a cohesive visual system around five distinct dance styles: Ballet, hip hop, tap, jazz, and character dance. Each of these styles carries extremely different connotations in terms of style, color, and energy, making it a challenging theme to work with. My goal was to maintain a consistent visual language across the icons while allowing each style to remain differentiated and true to its unique characteristics.

The biggest challenge was striking the right balance between consistency and variation. To achieve this, I used a neutral color palette and consistent line weight across all icons, which provided a solid foundation for cohesion. At the same time, I paid careful attention to the details in each shoe's design to reflect the individuality of each dance form.

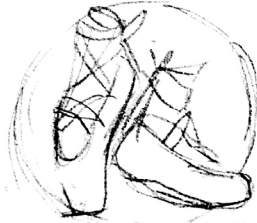
I also went through many initial sketches to refine the composition and ensure that the icons worked well together as a system. This process helped me experiment with different ideas and find the best way to communicate each dance style while maintaining the integrity of the overall visual identity.

Research

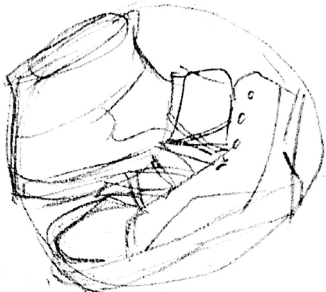


Ideation

Dance Styles



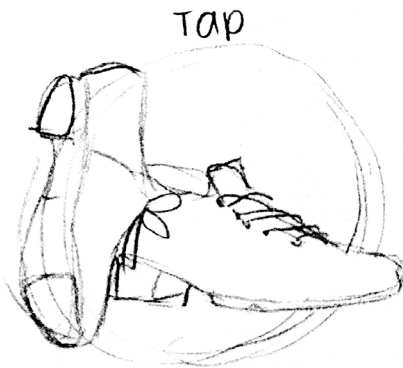
Ballet



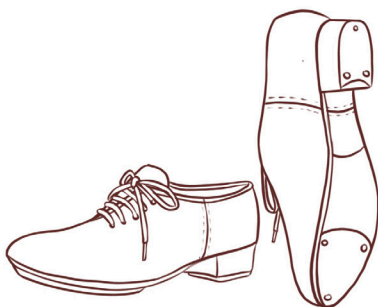
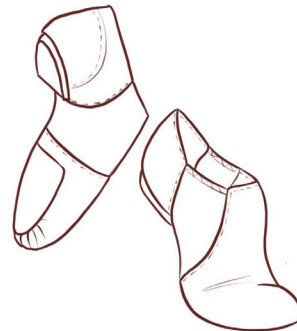
Hip Hop



Jazz



Tap

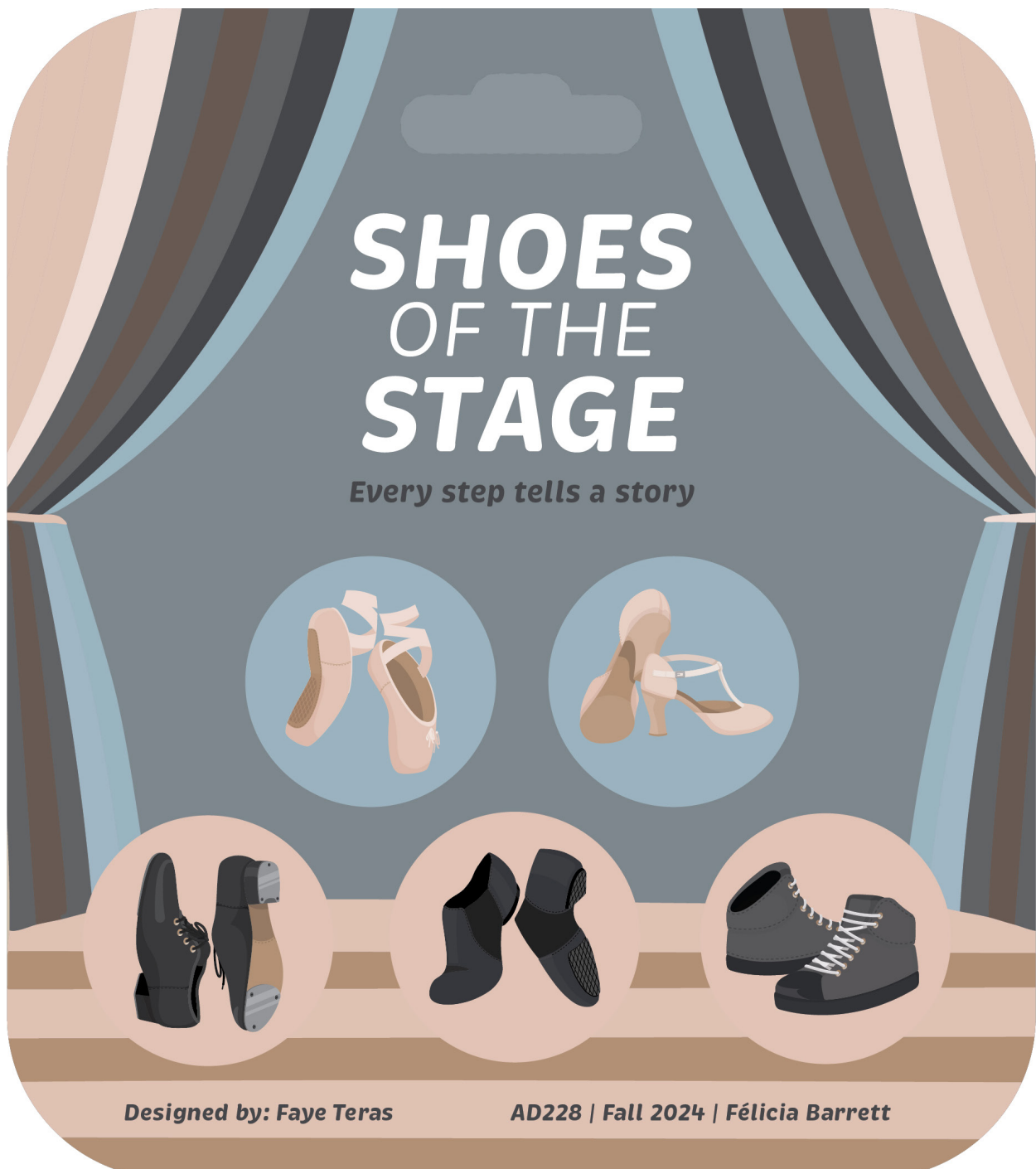


Graphics



This icon set represents ballet, hip hop, tap, jazz, and character dance through stylized shoe illustrations. A neutral color palette and consistent line weight unify the icons, while each design highlights the unique qualities of its respective dance style. The result is a cohesive visual system that balances consistency with differentiation.

Pins



Designed by: Faye Teras

AD228 | Fall 2024 | Félicia Barrett

Landing Pages



Search by Instructor

Hi Lauren

Your next scheduled class:



Intermediate Ballet

Jenny Greene

Wednesday, 5 July

3:00 - 4:30 PM

Find by Style



This Week's featured Class

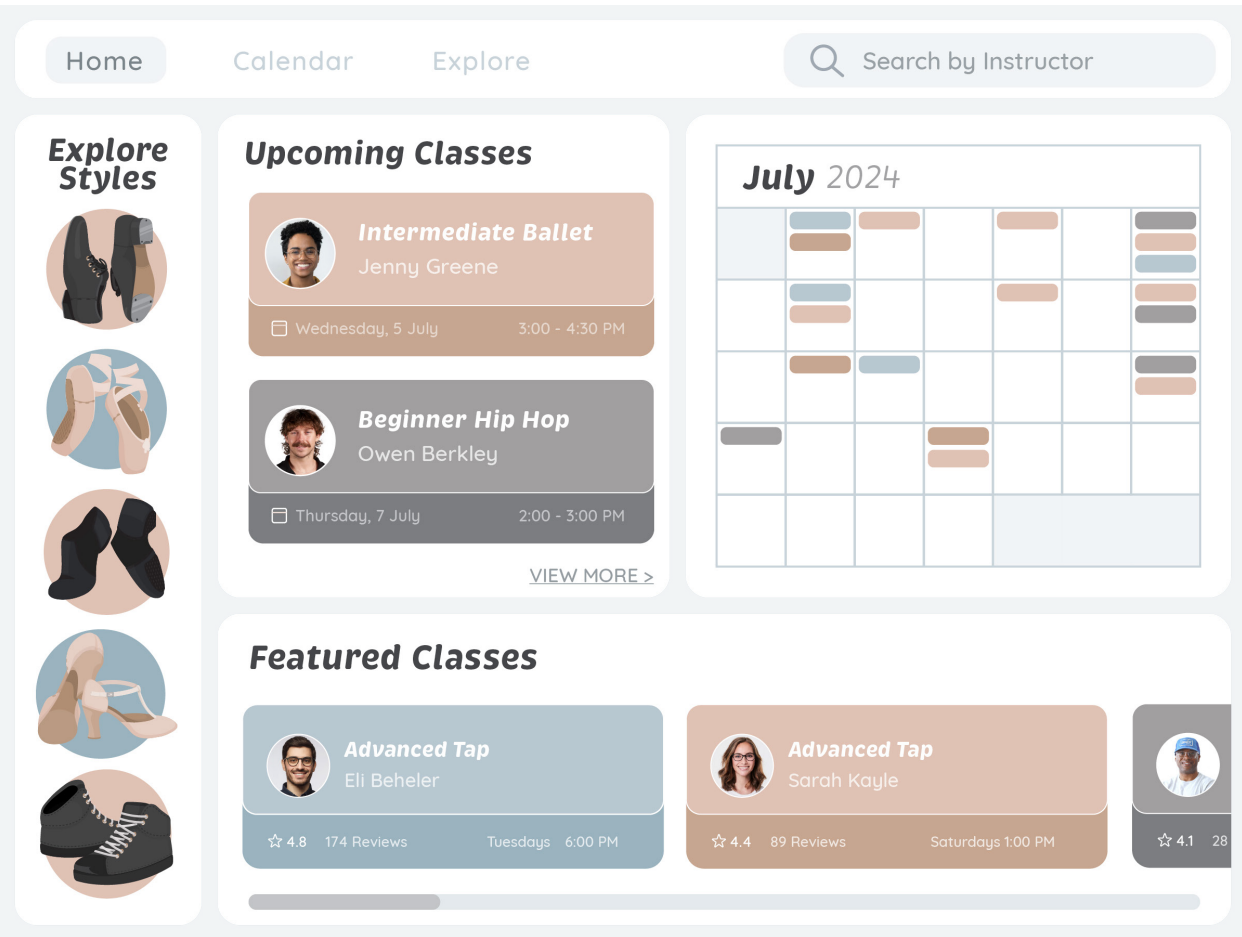


Advanced Tap

Lukas Smith

☆ 4.8 174 Reviews

Tuesdays 6:00 PM



Final Statement

This project allowed me to explore the complexities of creating a cohesive yet varied visual system, pushing me to find the balance between individual expression and unified design. As I reflected on the final result, I found that the consistency in line weight and the neutral color palette successfully tied the icons together, while the detailed differences in each shoe effectively conveyed the unique essence of each dance style.

The process of sketching and refining was instrumental in shaping the final design. It taught me the importance of iteration in finding solutions that maintain clarity and harmony across multiple elements. Each icon ultimately captured the essence of its respective dance style, and I'm pleased with how the system came together as a cohesive whole, despite the distinct differences in the styles. This project has deepened my understanding of how to create visual cohesion in the midst of stylistic diversity, a skill I will carry forward in future work.