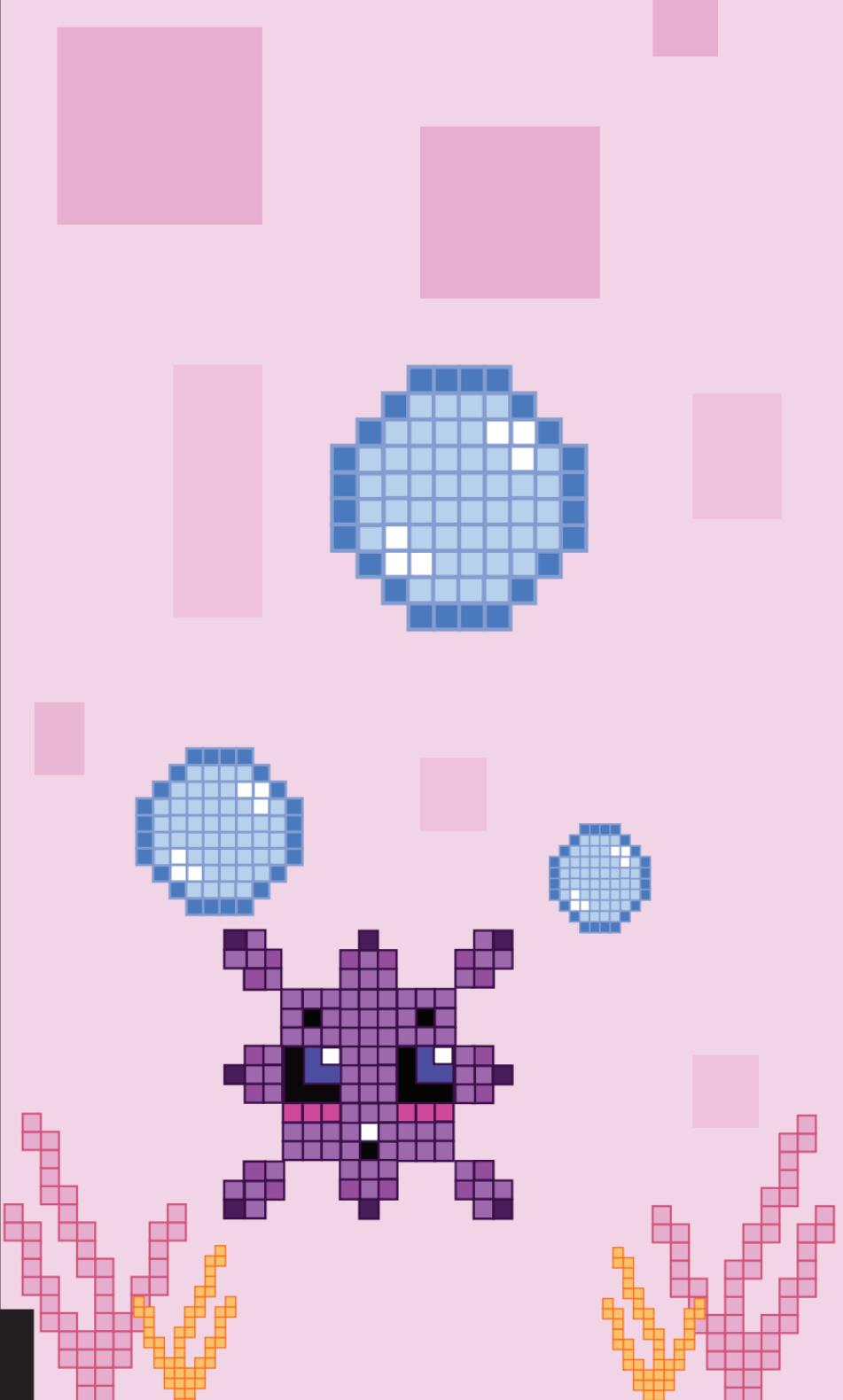
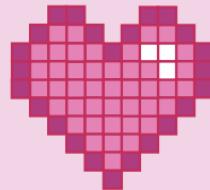
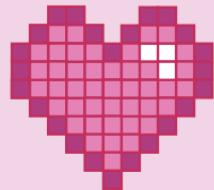
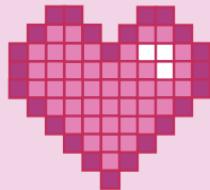


# Visual Foundation Studio - Fall 2019

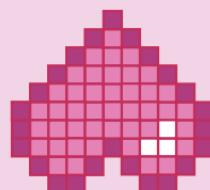
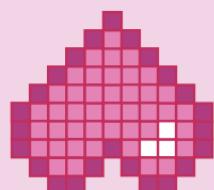
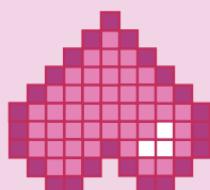
Fiona Haggerty



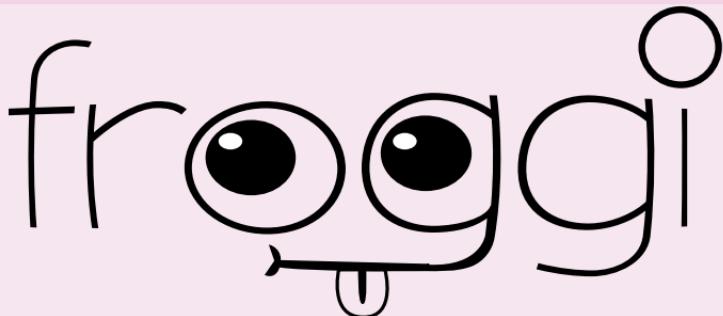


# Table Of Contents:

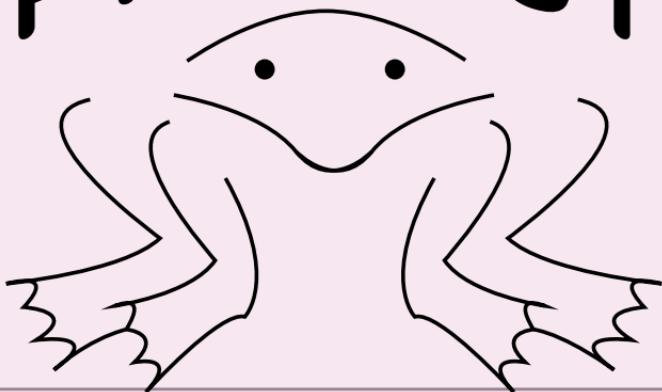
LVL 1: LOGO PROJECT	(01-06)
LVL 2: COLOR EXERCISE	(07)
LVL 3: IMAGE TRACE	(08)
LVL 4: EXPRESSIVE TYPE	(09-10)
LVL 5: INTERFACE TRACE	(11-12)
LVL 6: INTERFACE PROJECT	(13-18)
LVL 7: PHYSICAL APPLICATION	(19-20)
LVL 8: TICKETS TO LEAVE	(21-23)



# Logo - Draft 1



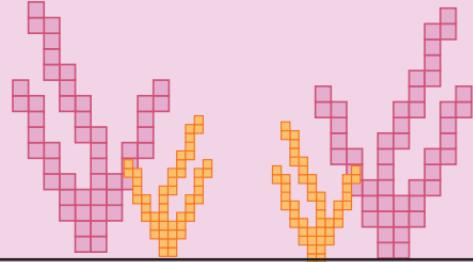
FROGGI



froggi

froggi

FROGGI



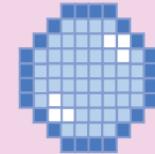
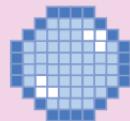
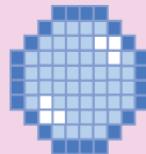
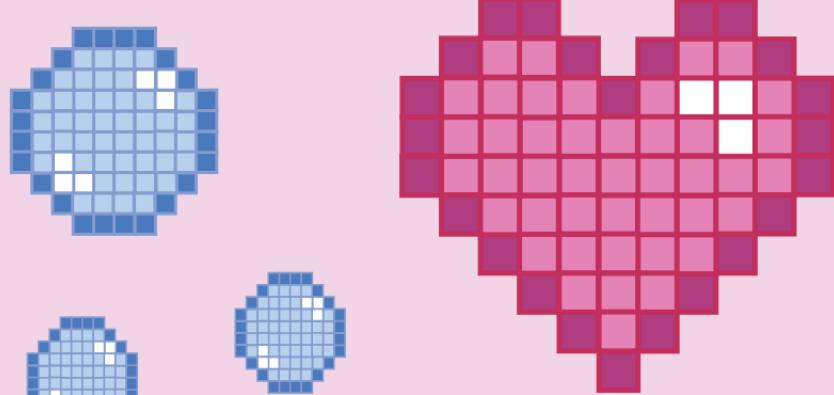
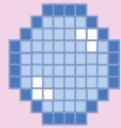
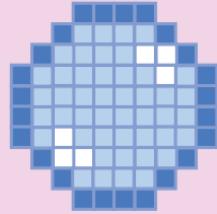
FROGGI



FROGGY

# Logo - Draft 2





FROGGI

FROGGI



FROGGI

F  
R  
O  
G  
G  
I



FROGGI

FROGGI



# Logo - Draft 3

greenfrog.exe preloaded



Final Logo 10/22

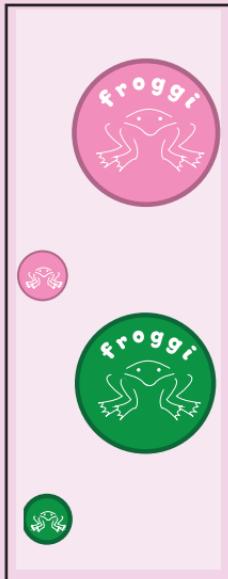


pinkfrog.exe backup



Runner-Up 10/22





**FROGGI**

**FROGGI**



**FROGGI**

**FROGGI**



**FROGGI**

**FROGGI**



**FROGGI**

**FROGGI**



# Exercise - Color



This is a freeze frame from the movie *The Princess and the Frog*. In the movie the villain is all about making deals with the devil and spirits, giving him the nickname “The Shadowman”. I really love the route that Disney took to designing this character and the song animation, using vibrant purples, reds, and greens instead of just shadow grey and blacks. The palette itself is a combination of mainly secondary and tertiary colors (except for the red). It also plays around with complementary colors, using the vibrant green against the deep pinks, and uses analogous colors by having many different shades of pink/red and greens in a row. In terms of the value and intensity of the frame, all the colors are highly saturated but have a darker colorset than normal pinks and greens, giving the photo a mix between jewel-toned and sometimes neon-colored look.

# Exercise - Image Trace



# Exercise - Expressive Type

plushy

plushy



# Exercise - Interface Trace



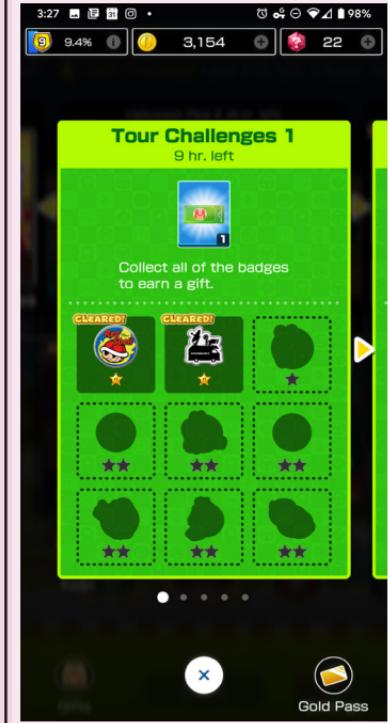
OFFICIAL APP:



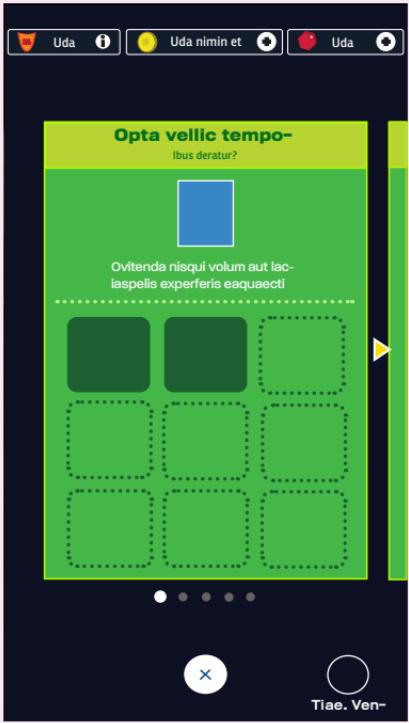
REPLICATED INTERFACE:



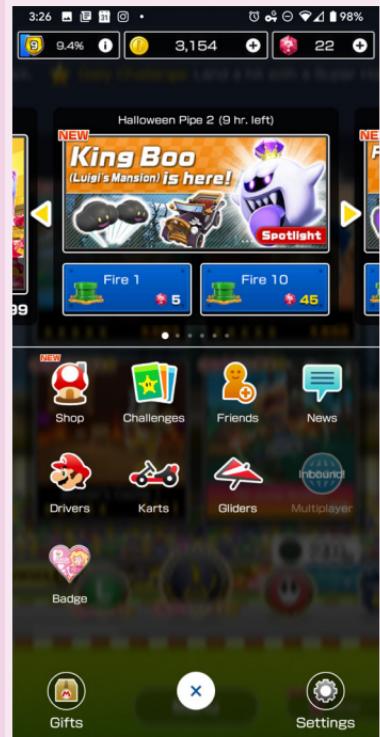
## OFFICIAL APP:



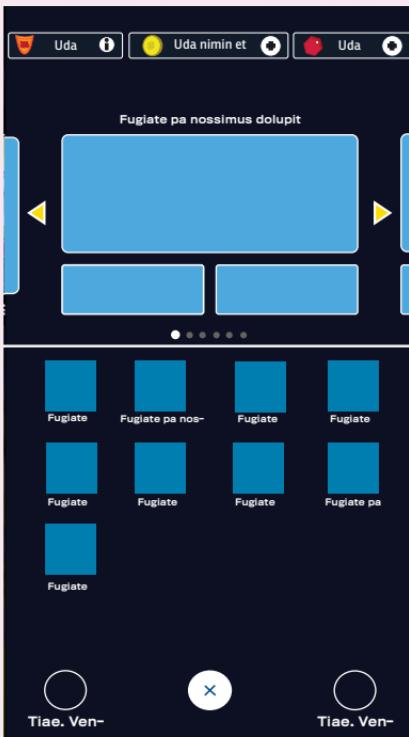
## REPLICATED INTERFACE:



## OFFICIAL APP:



## REPLICATED INTERFACE:



# Interface - Draft 1

## inspirations:



## MISS SUNBEAM

Symbol of America's Finest Baked Foods



For Real Miracle Meals . . .

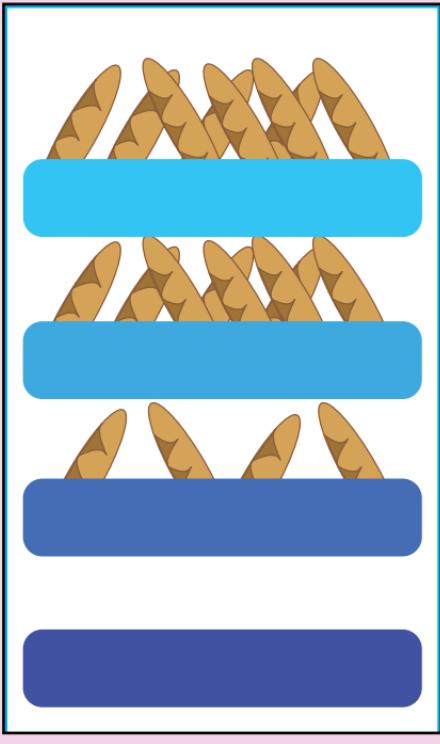
Miracle meals start with Sunbeam Bread. Serve it as part of a meal or as a good companion to one. When you serve Sunbeam Bread or Sunbeam Rolls, it's your best guarantee of a real miracle meal. And when you see her . . . when you plan your miracle meals, and take plenty of Sunbeam home to your family.



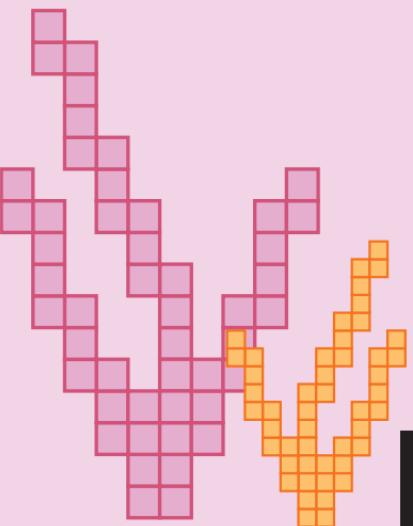
Reach for **Sunbeam** Bread, Rolls and Buns



Find links at [are.na.com](http://are.na.com):  
Interface Clock-  
The Town Baker

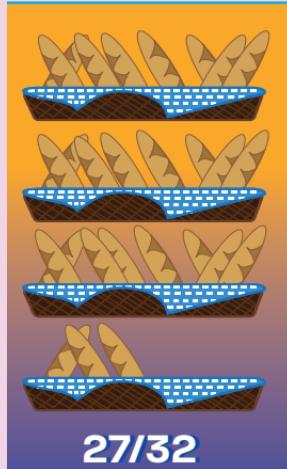
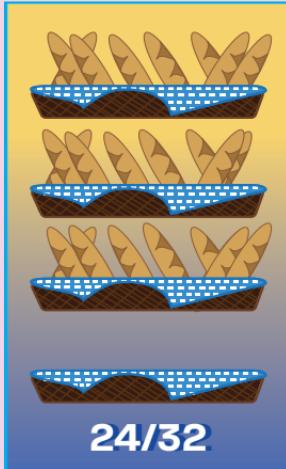
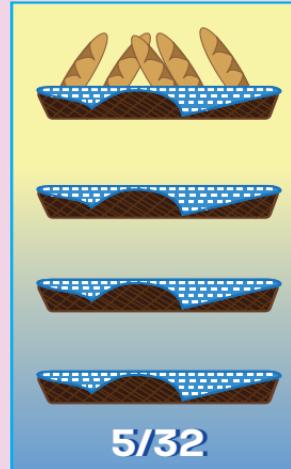


Low-  
Fidelity



# Interface - Draft 2





Get Bread-y

It is estimated that humans started baking bread over 30,000 years ago!

For A Funfact

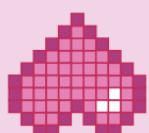
Get Bread-y

Yeast produces CO<sub>2</sub> when added to bread, the air pockets created by it make bread light and fluffy!

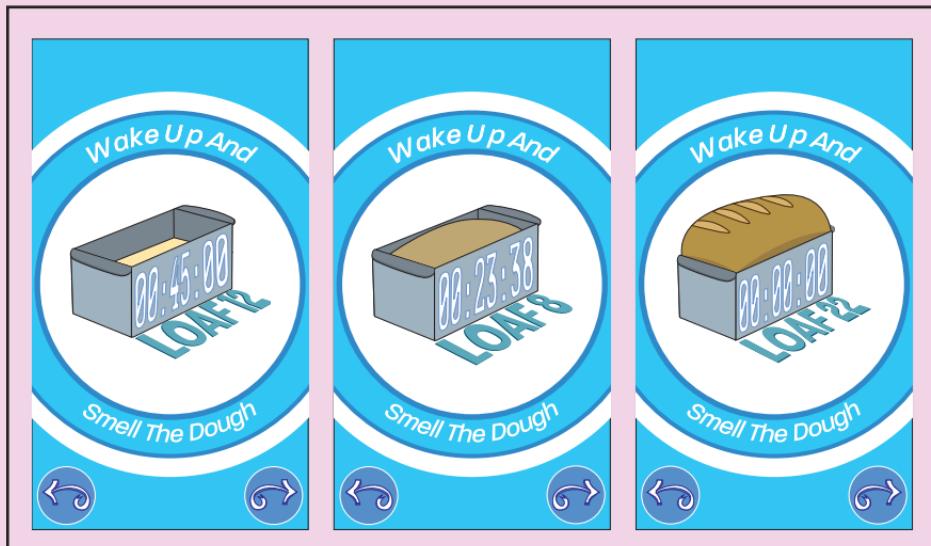
For A Funfact

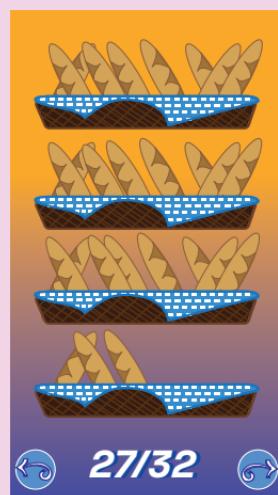
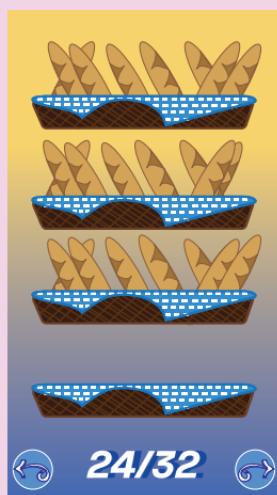
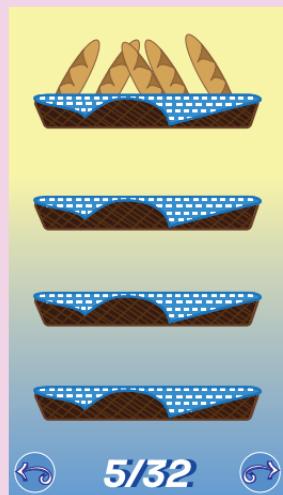
Get Bread-y

For A Funfact



# Final Interface





PHOTOGRAPH CREDIT TO LinkNYC

# Physical Application



# Trial and Error:

Draft 1



Draft 2



Final Product



froggi 2.0

# Tickets To Leave

Thursday September 5th

Ticket to Leave: I learned today that you can help viewers infer different meanings from symbols and shapes using the Gestalt principle/theory. I would like to know more about more generalized symbols used in the Gestalt principle and how to use those symbols to inform a wider audience about the meaning of my piece.

Tuesday September 10th

Ticket to leave: Today I learned that CYMK was mainly used for printing while RGB wasn't invented until very recently. I also didn't know that there were different models of how to show the different color systems, such as the Munsell model that shows hue, saturation, and value. I am still a little confused on how the different printing systems work (like with only the black and gold ink or the solely neon ink).

Thursday September 12th

Ticket to leave: Today I learned that you can make kinks in pen drawings in illustrator. I hadn't used illustrator in a long time because I was frustrated with the pen tool, but now that I know that keystroke it is much easier to use. I still have further questions about some of the features of illustrator (layers, different filters/settings) because I have used it less than photoshop.

Thursday September 19th

Ticket to leave: I learned that there are many, many iterations that go into a logo. I didn't know that artists like the one who created the NEXT logo created whole books of concepts to show clients. I want to learn more about what kinds of colors and forms tend to attract the eye so I can create a successful logo.

Thursday September 26th

Ticket to leave: I learned that logos through the ages have gone through a transition from more serif-style fonts to more sans-serif fonts. This may be due to cultural changes, business changes (mergers, re-brands) but generally this is the direction most branding has gone in for the past hundred years. What I want to learn more about are different techniques and features in illustrator that I can use when making my logos.

Thursday October 10th

Ticket to Leave: For the second draft I played a lot with colors and different fonts, mainly pink and green, to give different contrasts and feelings to my logo. I am still working on different stroke-weights and slight color alterations to refine my final logo. I still have questions about some processes in illustrator such as how to use the slicing tool and other text editors to refine fonts.

Thursday October 24th

Some of my ideas for physical application would involve working with either rubber or fabric. I had the idea of making a rain jacket with a rubber embellishment of my logo. I also had the idea of making an umbrella with my logo printed on the umbrella fabric. I also had the idea of maybe making some sort of rubber pin that can be placed onto a pair of rain-boots (I was also thinking about making a pair of rain boots, but I don't know if I would be able to finish those in time).

Thursday November 14th

Ticket To Leave:

My idea is a relationship between time and baking of bread.

3 Questions about my interface:

How can I communicate the slow process of baking bread with the limited use of animations?

How can I communicate the baking of many different kinds of bread that include many different cultures?

How can I create an interface that can engage people of NYC to come up and interact with the screen?

3 Design ideas and concepts:

I was thinking about using 24 hour footage of a bakery baking pieces of bread and then looping that every day of the week. Because of the limited use of animations and video, I might just change it to an animation of bread rising.

I was also thinking about adding in a cooktime notification and baskets of bread to represent how much time has passed (in 45 min increments because that's how long it usually takes to bake a baguette or other kind of white bread).

I was also thinking about including a "burn" option to make the screen interactive by having New Yorkers have to put the bread into the oven and take it out of the oven, but I wasn't sure if this would defeat the purpose of a clock. I may just stick to representing the time passing by pieces of bread baked.

Thursday November 24th

Question about In-design: How do you edit the length of the type-on-a-path? I am a little unclear of how to elongate the path to include all my letters but to have the same curve.

