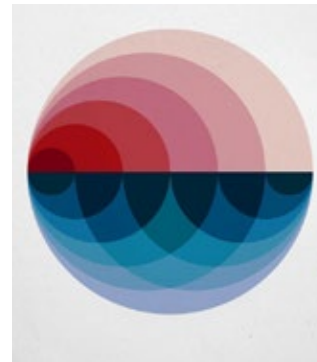
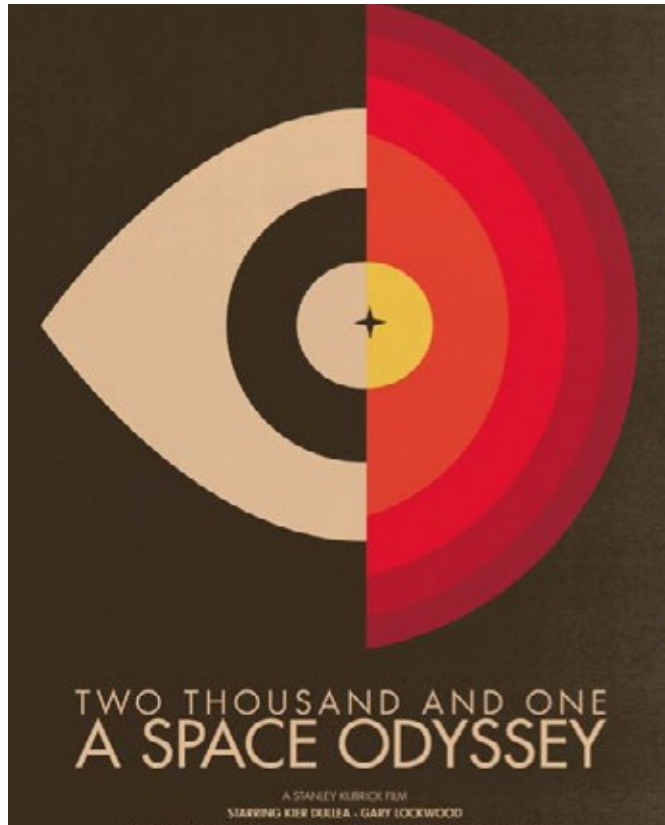
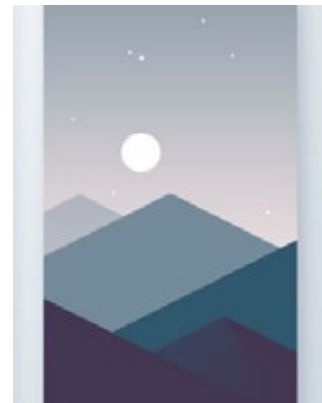


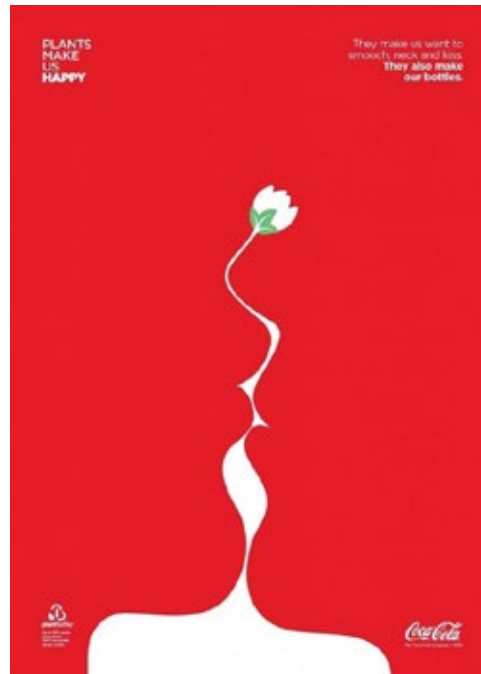
Updated Style Guide

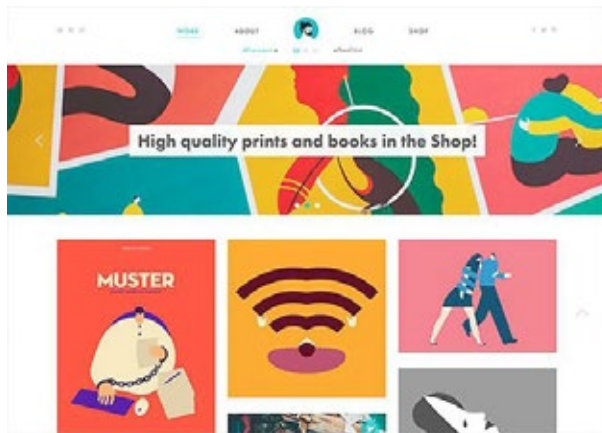
Harry Anderson
S3436571

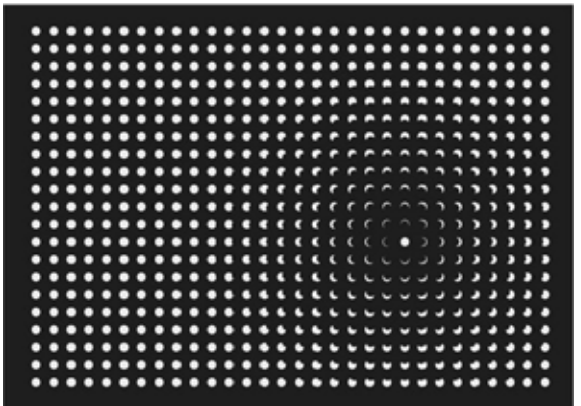
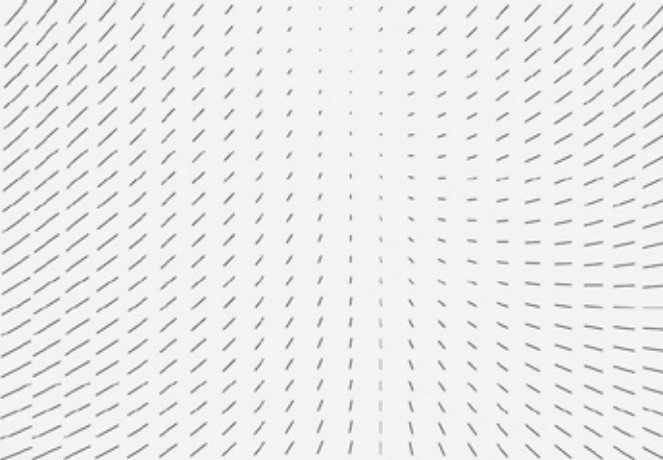
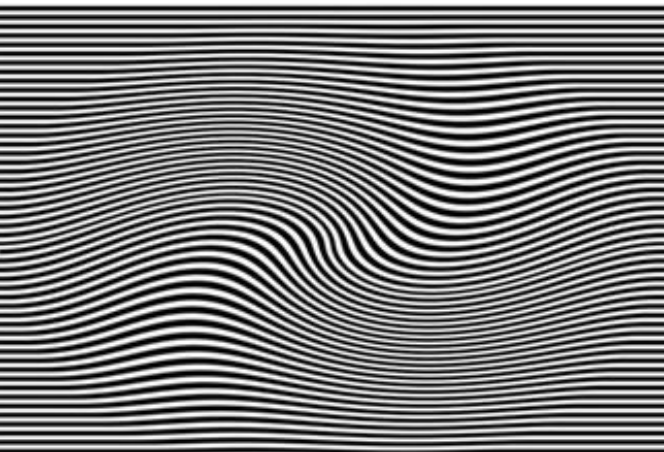
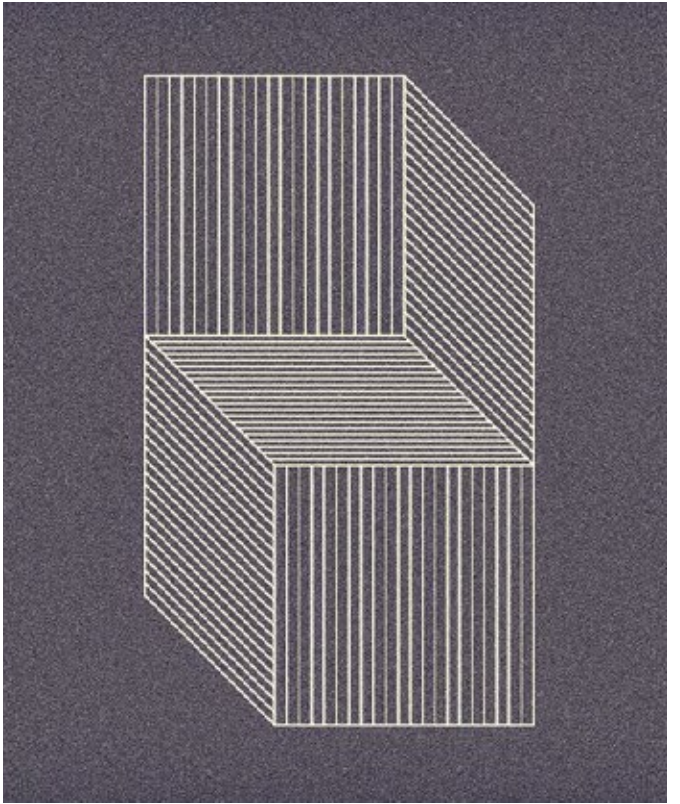
Assignment 3
Expo & Reflection

GRAP 2573
S1 2017









Five phrases to live by: Massimo Vignelli

Vignelli's design career
is a synthesis of his outstanding
contributions to the world of
graphic design.

On the evening of Tuesday, March 14,
The Architectural Forum and its
President's Medal to Arts and
Massimo Vignelli.

In 1973, Massimo founded Vignelli
Associates with his wife, Ettore
Vignelli, and he has continued to work
from their New York office.

Vignelli has worked with numerous
clients around the world, and his
work has been exhibited in many
museums and galleries.

We like design to be
visually powerful,
intellectually elegant,
and above all timeless.

visually
powerful,
intellectually
elegant.

Vignelli works closely with the
Architectural Forum, and his work
is exhibited in many museums
around the world.

Massimo Vignelli
Born 1918 in Milan, Italy.
Vignelli Associates
is founded with wife Ettore.

02

This is my Really Useful Metric Conversion Poster.

— [1] Length

— [2] Area

— [3] Volume

— [4] Mass

Unit	Conversion
1 meter [m]	1.0936 yd
1 kilometer [km]	0.6214 mile
1 centimeter [cm]	0.3937 in
1 millimeter [mm]	0.0394 in
1 inch [in]	2.54 cm
1 foot [ft]	0.3048 m
1 yard [yd]	0.9144 m
1 mile	1.6093 km
1 nautical mile	1.852 km
1 square meter [sq m]	1.1960 sq yd
1 square kilometer [sq km]	0.3861 sq mi
1 square foot [sq ft]	0.0929 sq m
1 square yard [sq yd]	0.8361 sq m
1 acre	4,046.9 sq m
1 hectare	2.4711 acres
1 cubic meter [cu m]	35.234 cu ft
1 cubic kilometer [cu km]	0.2642 cu mi
1 cubic foot [cu ft]	0.0283 cu m
1 cubic yard [cu yd]	0.7646 cu m
1 tonne [t]	2,204.6 lb
1 kilogram [kg]	2.2046 lb
1 gram [g]	0.001 kg
1 pound [lb]	0.4536 kg
1 ounce [oz]	0.0283 kg
1 ton [t]	2,000 lb
1 short ton [t]	2,000 lb
1 long ton [t]	2,240 lb

Welcome to Ruffhaus Design Process

Research

Quantitative

Qualitative

Test

Experimentation

Refine

Quantitative

Qualitative

01

02

03

04

05

06

07

08

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LATO BOLD 50 PT
*MAIN HEADINGS &
GRAPHIC ELEMENTS*

Heading 1

LATO BLACK 20 PT
QUOTES

Heading 2

LATO BLACK 12 PT
SUB HEADINGS

Heading 3

LATO REGULAR 8 PT
14 PT LINE HEIGHT
BODY COPY

Digital technologies such as mobile computing and the internet afford designers a new dimension of functionality as well as a new medium for designing products. As technology becomes increasingly integrated into our lives there is a significant opportunity for the design and development of products that leverage the ever-increasing power of computational systems.

LATO REGULAR 8 PT
*CAPTIONS &
ANNOTATIONS*

Figure 1 - *Contemporary Map of the Field* (Brown, 2016)

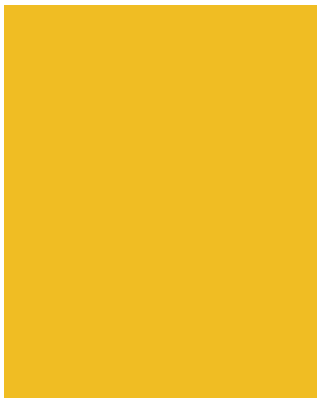
MAIN BLUE

C79 M61 Y0 K0



MAIN YELLOW

C3 M98 Y92
K0



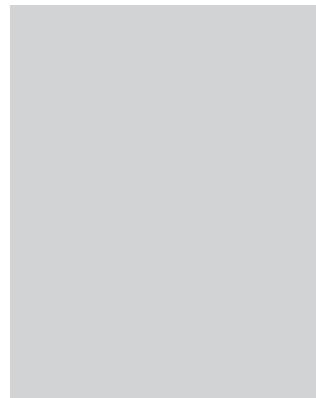
MAIN RED

C1 M16 Y98 K0



MAIN GREY

C0 M0 Y0 K20



PURPLE

C79 M80 Y0 K0



REALLY RED

C0 M89 Y75 K0



PINK

C0 M59 Y27 K0



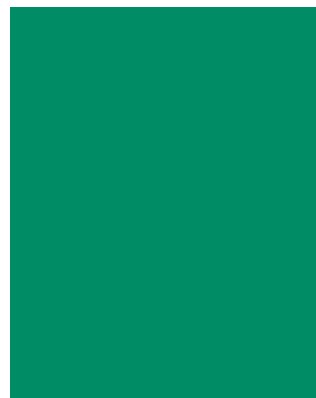
TEEL

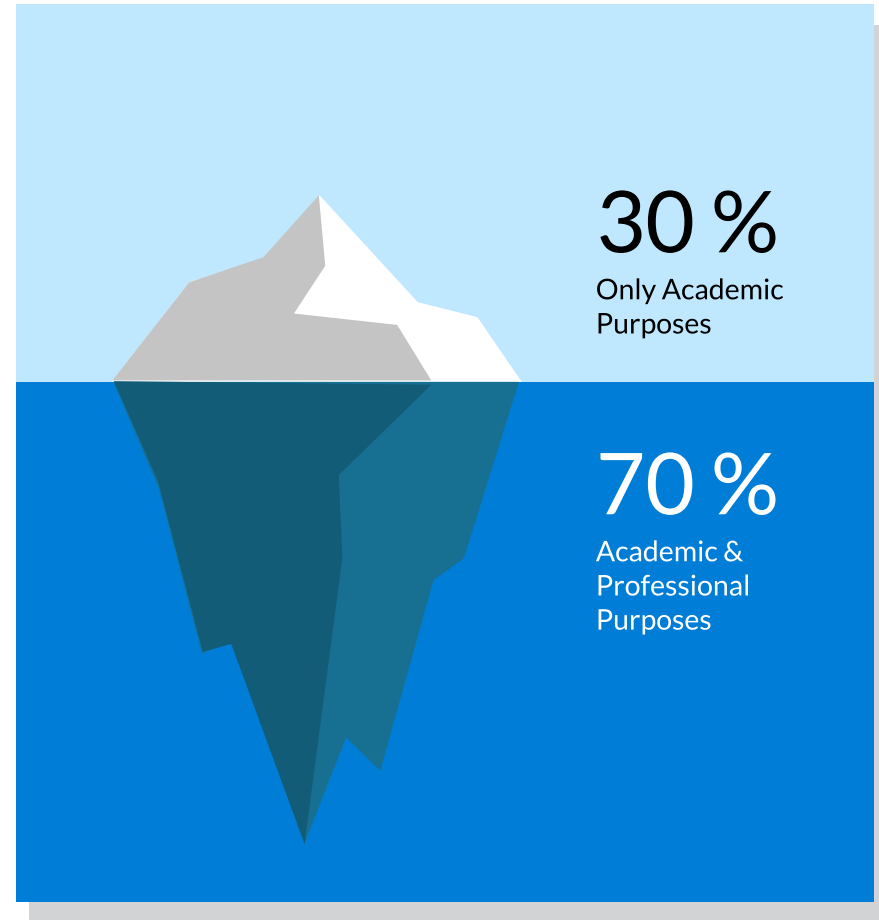
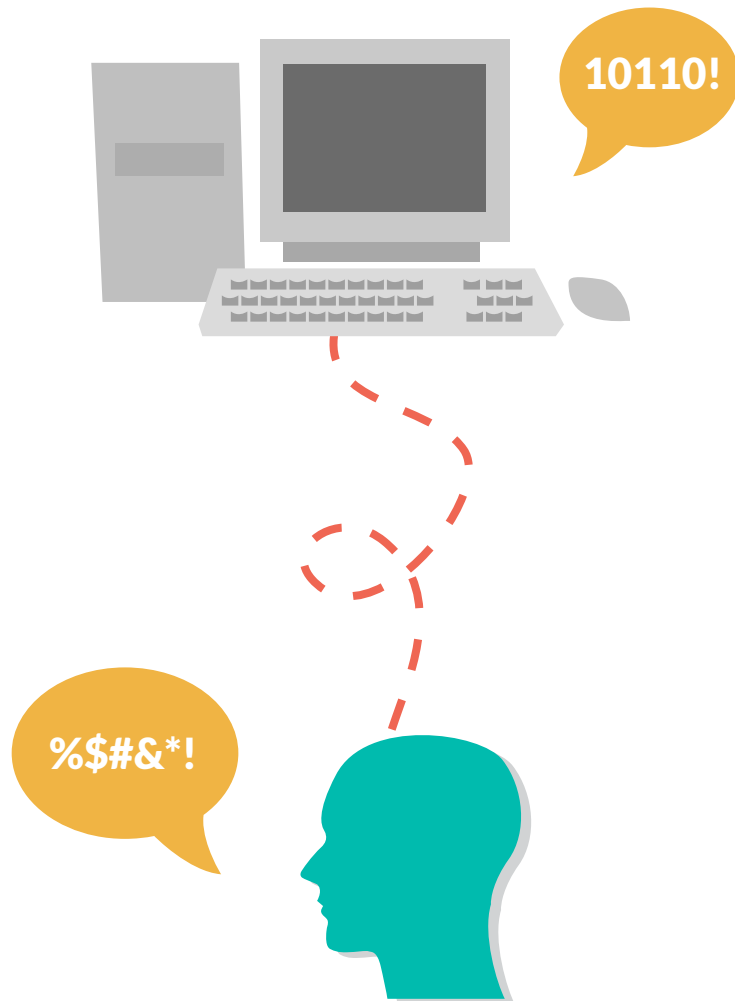
C74 M0 Y40 K0

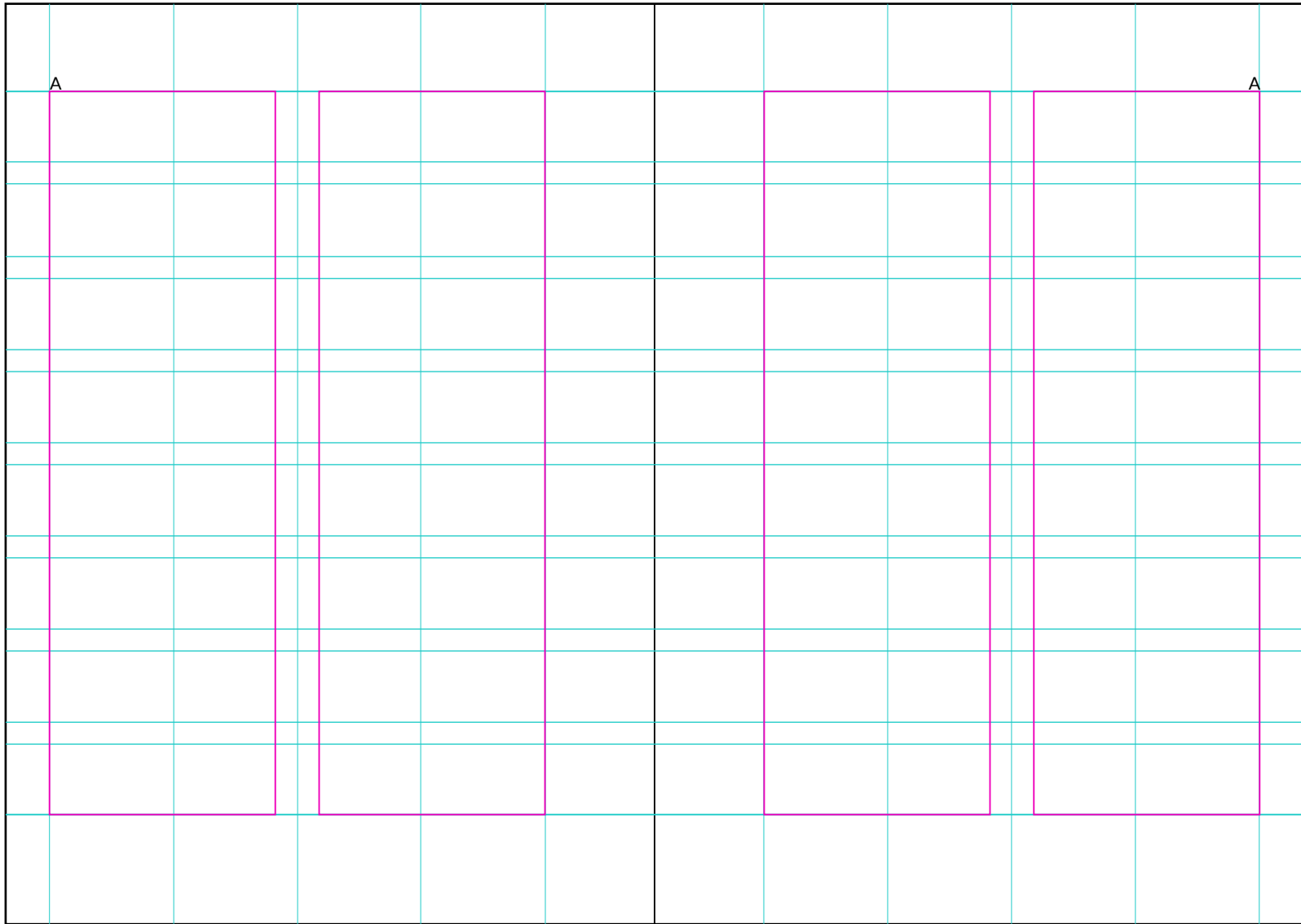


GREEN

C86 M21 Y76 K6







A5 PORTRAIT 2 COLLUM 8 HANG LINE 10MM GUTTER
TOP: 20MM OUTER: 10MM INNER: 25MM BOTTOM: 30MM

Grid Structure