

BEAUTIFYDUKE

design
process book
by Jeremy Liu

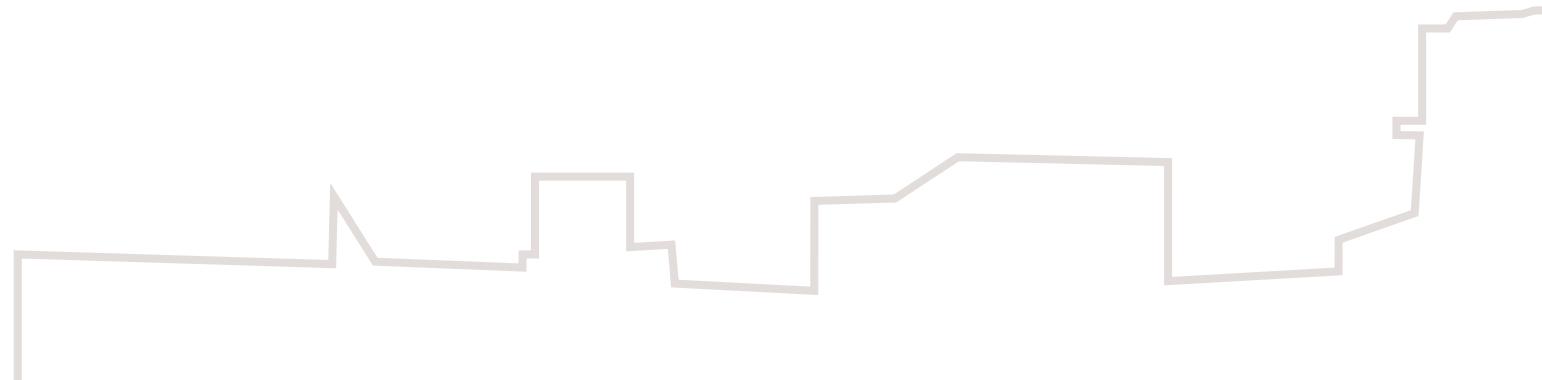
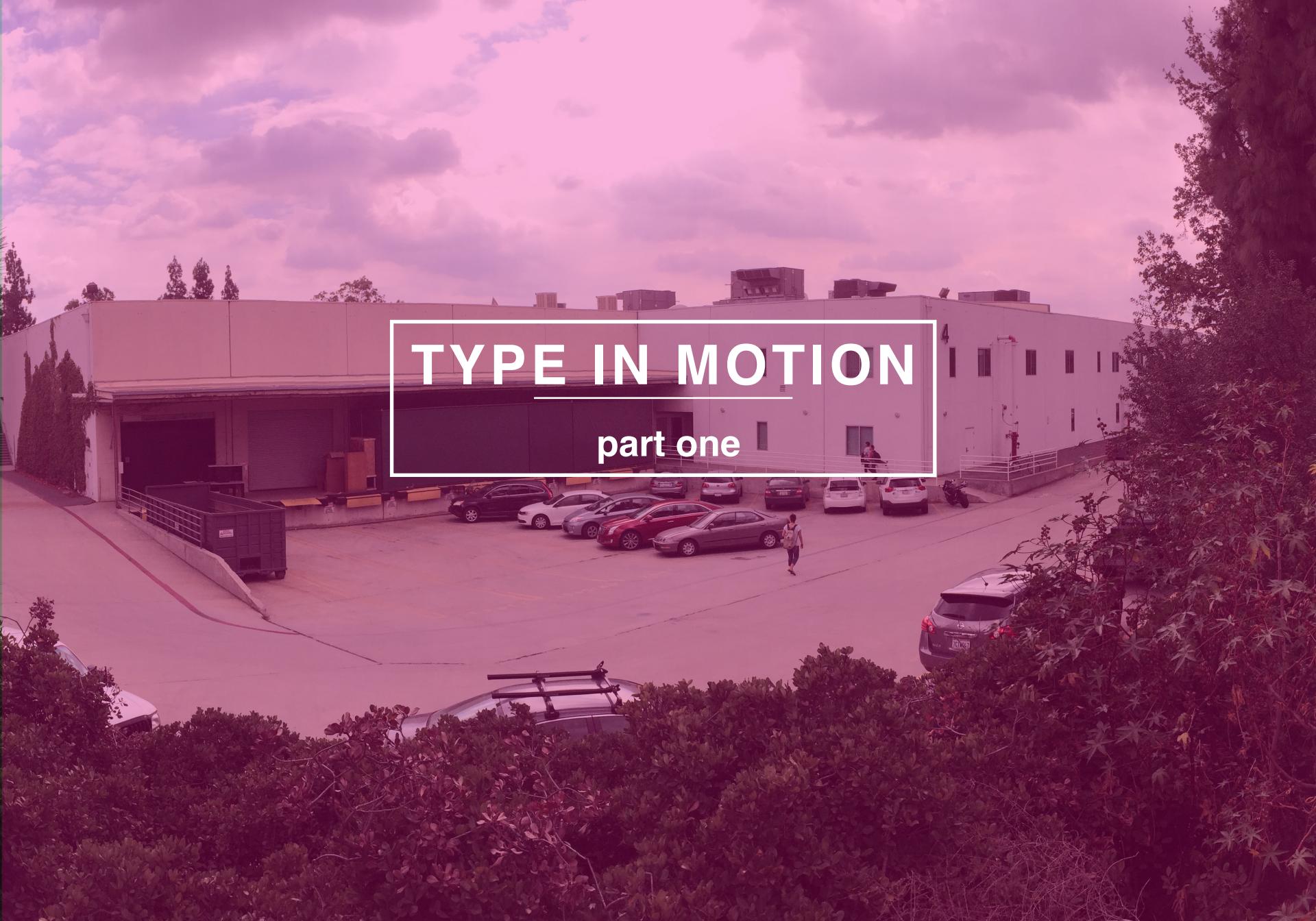


TABLE OF CONTENTS

Part 1: Type in Motion	5
“Christ Driven”	11
Photoshop Rendering 1	13
Part 2: Type Graffiti Wall	15
“Among the Clouds”	20
Photoshop Rendering 2	23
Part 3: Type as Symbol	25
“Knot a Film”	33
Photoshop Rendering 3	35

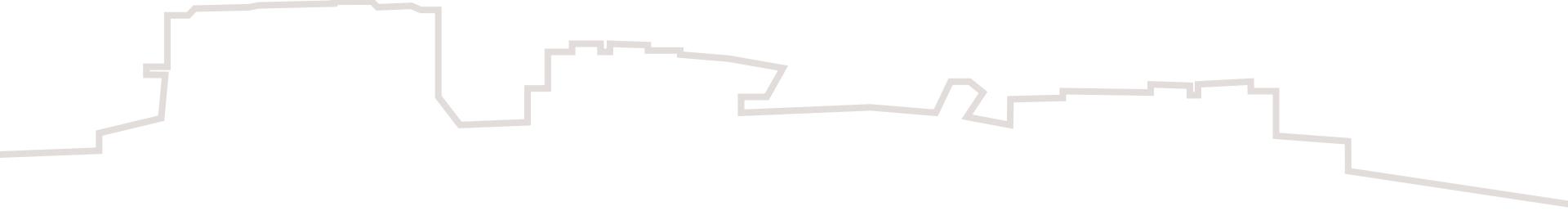


TYPE IN MOTION

part one

purpose

The purpose of this project is to beautify the back side of the Duke Academic Complex. A new railway is currently getting installed and Azusa Pacific University wants to spread their motto to every rider who passes by. This project takes Azusa Pacific's mission statement and crafts a short idiom that encapsulates the university's core beliefs. The focus of this project is on a typographic installation that "evolves" as the train is in motion.



mood board

BLACK



"Black & White", 2015

Lex Wilson

Create 3D letter forms that change with viewing angle.

WHITE



"The Lions", 2013

Manfred Stater

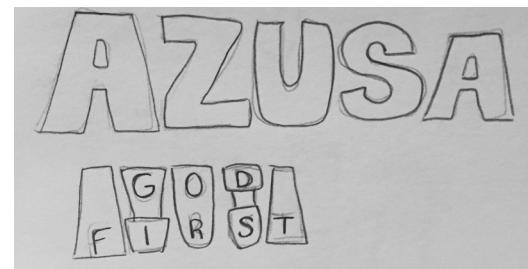
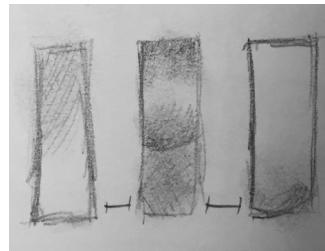
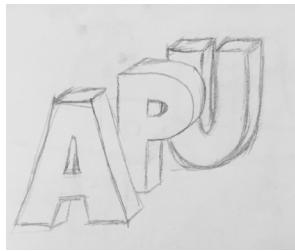
3D Perspective Street Art. Looks realistic when viewed from a certain angle

"Mírate a Través de este poema de agua", 2015
Boa Mistura

3D Installation. When viewed from different angles, a different part of the poem is revealed.



sketches

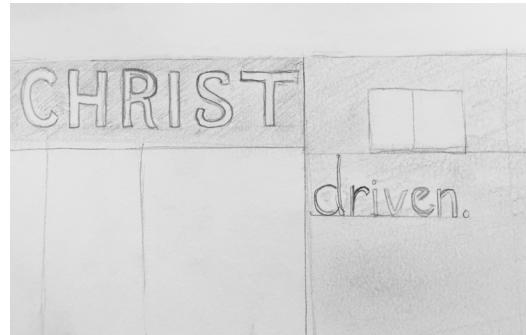


These sketches display the first initial ideas of the project. The original goal was to create an installation that would display words when seen from a certain angle.

Rendition of finished project



When seen from the side, the words:
"Christ driven." appear.



typographic design

“Azusa Pacific University is an evangelical Christian community of disciples and scholars who seek to advance the work of God in the world”



“We believe in the spiritual unity of believers in our Lord Jesus Christ.”



The following typographic composition was constructed based off of these two quotes. Taken from Azusa Pacific University’s website.

CHRISTCENTERED
COMMUNITYdriven.

“Christ Driven”

a photoshop installation

The final design of this project is an ever changing statement. The statement doesn't “activate”, but rather, it “evolves” to different beliefs held by Azusa Pacific University. The whole piece, at a distance, reads: “Christ Centered, Community driven.” If seen head on, coming from the east, the words: “Christ Centered Community” appear. If passengers are coming from the west or look at it from a side view, only the red walls are seen: “Christ driven.” Finally, if only the center wall is seen, it will read: “Centered Community”. These are all statements that declare Azusa Pacific University's beliefs. Any angle makes sense, and that is what makes this idiom beautiful.



CHRIST CENTERED
COMMUNITY driven.



Color Palette

The color choices reflect the APU icon as closely as possible. The main red is taken from the actual APU logo, and the remaining colors were chosen to compliment that color. From there, various text and background combinations were used to create the image.



C: 62 M: 54
Y: 53 K: 27



C: 19 M: 15
Y: 16 K: 0



C: 28 M: 100
Y: 100 K: 36

A photograph of a large, light-colored industrial-style building with a flat roof. The building has several windows with dark frames and horizontal blinds. In front of the building is a paved parking lot where several cars are parked, including a silver pickup truck, a white hatchback, a silver sedan, a white sedan, and a dark car partially visible at the bottom left.

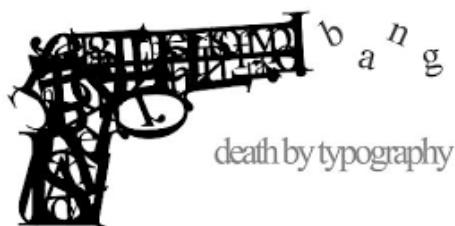
TYPE GRAFFITI WALL

part two

purpose

Andrew Byrom created the typographic installation: “Wisdom is Supreme” for the first wall of Duke. The main goal of part II is to create a design for the second wall that compliments Byrom’s installation. This is accomplished by creating patterns and images purely out of letter forms. It is important to use the full letter form and to not distort letters in any way. The finished product creates a visual response that demonstrates the intentional unity between form and content.

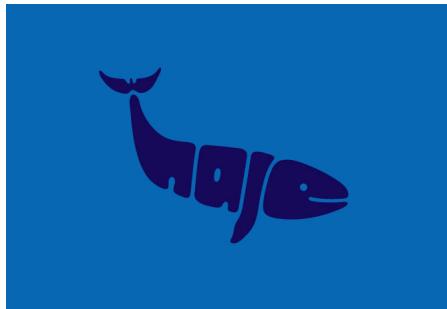
mood board



"Death by Typography", 2007

Adam Sheridan

Inspiration of the brain, no
distorted letter forms



"Word Animals"

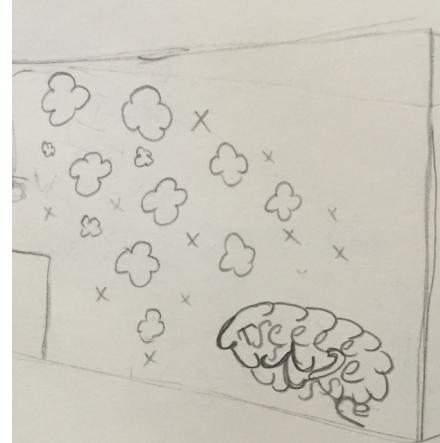
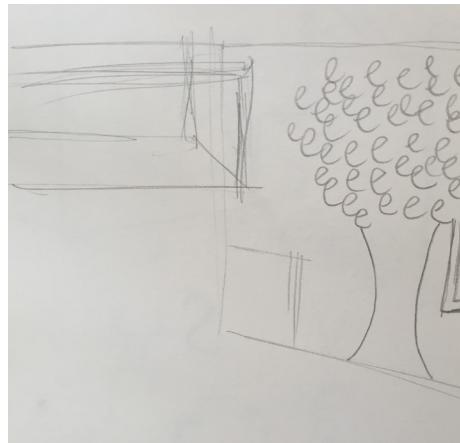
Dan Fleming

Using type as shapes to
create animals.

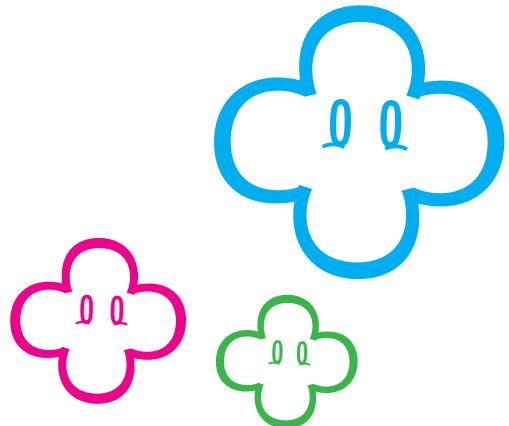


sketches

Early sketches of original ideas. The Brain was the first image of wisdom, but beyond that, trees and books could also represent wisdom.



typography design



Text Cloud

Font Used: *Futura (Medium)*

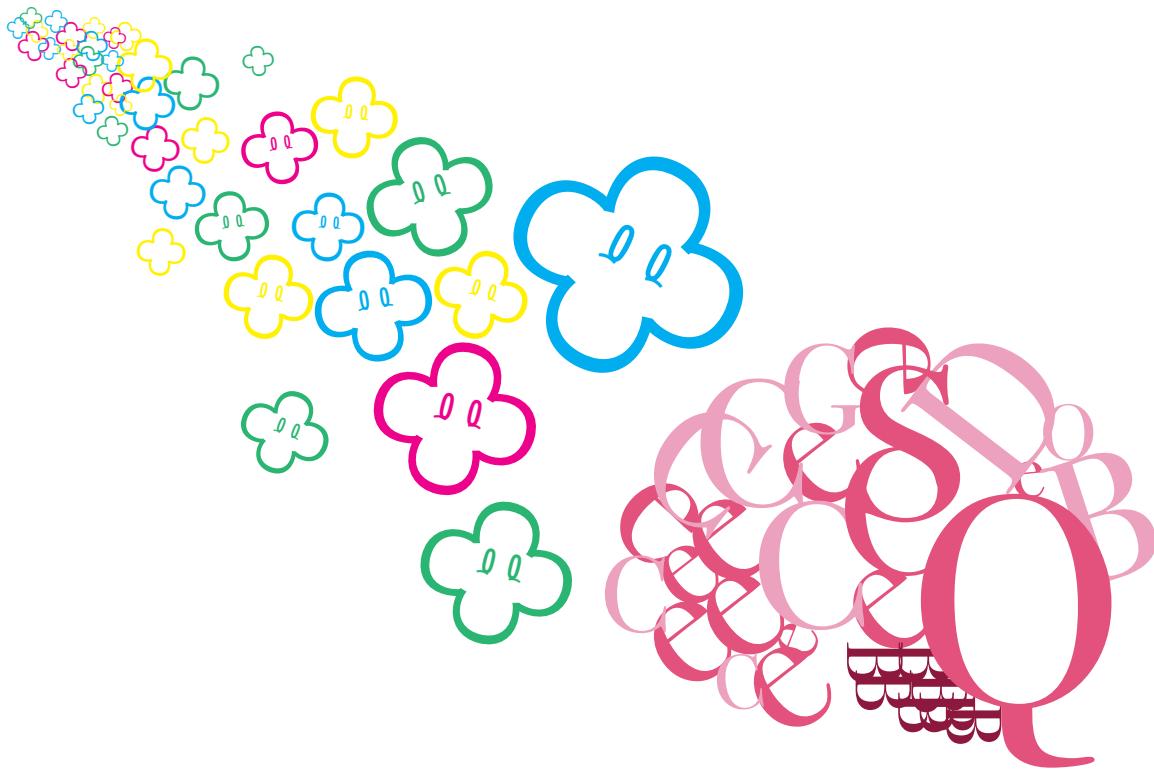
Letters Used: C, O, S



Text Brain

Font Used: *Bodoni 72 Book*

Letters Used: Q, e, C, B, D, S, G, O



Option One

"Among the Clouds"



Option Two

“Among the Crowds”



“Among the Clouds”

a photoshop installation

This illustration creates an object out of text that represents the idiom: “Wisdom Is Supreme.” A brain is the ultimate imagery of wisdom. On the right is a recreated brain using only letters from the Bodoni font family. Proverbs 4:7-9 explains the importance of wisdom. As human beings, we should all strive to be wise and not be fooled by the wickedness of this world. In my design, I created cloud “people” who are pouring out of the would-be sign “Wisdom is supreme”. Just as God commanded, these cloud people are striving for wisdom and excellence.



color scheme

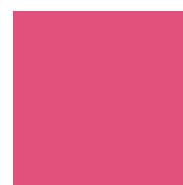
The color scheme for part two was fairly simple. Various shades of pink were used to create the brain. Colors of Cyan, Green, Yellow, and magenta are scattered throughout the piece, taking the colors of various cloud people.



C: 4
Y: 6
M: 45
K: 0



C: 75
Y: 100
M: 5
K: 0



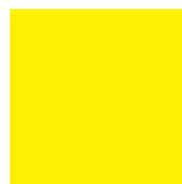
C: 7
Y: 29
M: 83
K: 0



C: 100
Y: 0
M: 0
K: 0



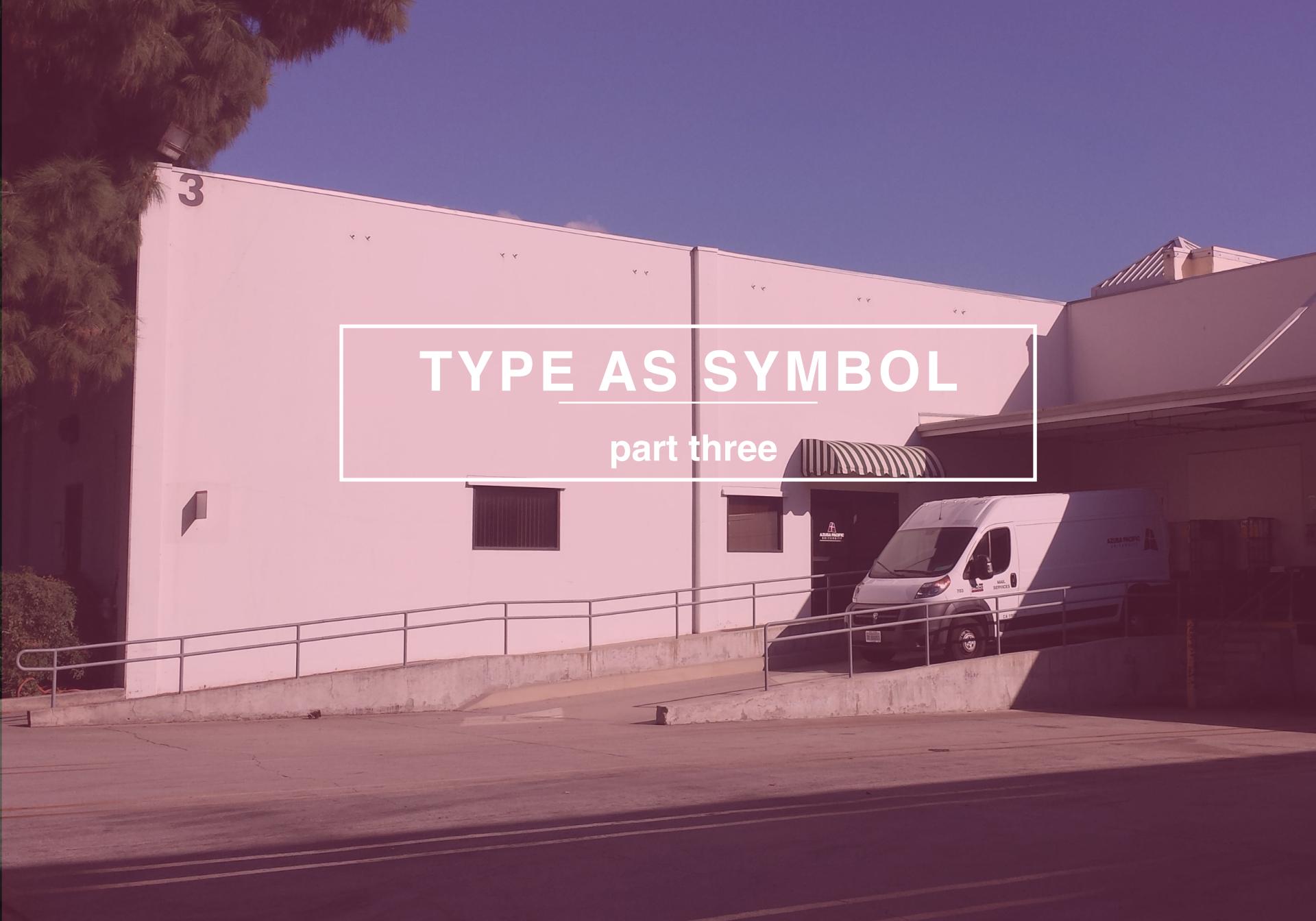
C: 31
Y: 63
M: 100
K: 26



C: 0
Y: 100
M: 0
K: 0



C: 0
Y: 0
M: 100
K: 0

A photograph of a modern, light-colored building with a flat roof. A large ramp leads up to the entrance, which features a striped awning. A white van is parked at the entrance. The number '3' is visible on the side of the building. The sky is clear and blue.

TYPE AS SYMBOL

part three

purpose

The Cinematic Arts department is very difficult to find for students at Azusa Pacific University. Therefore, this project aims to add a unique visual identifier to let students know where they are. The main focus is creating a new letter form that relates to the Cinematic Arts. In addition to helping the Cinematic Arts department, this project will also draw more attention to the rather bland building hidden behind west campus.



"ALPHAFONT #3" (2009)

mood board

Matt W. Moore had a huge influence on this project. He has an incredible mind that is able to form letters from the most absurd shapes imaginable.



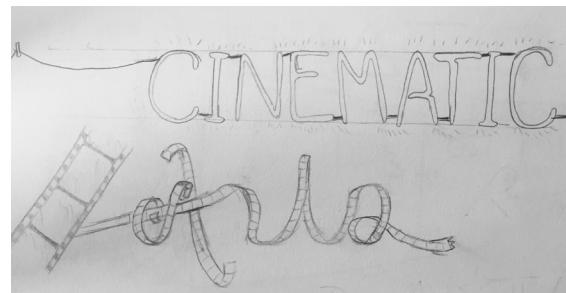
"Google Treatments: Logo Remixes"
(2009)

"Letterforms: Explorations & Evolutions"
(London, 2012)

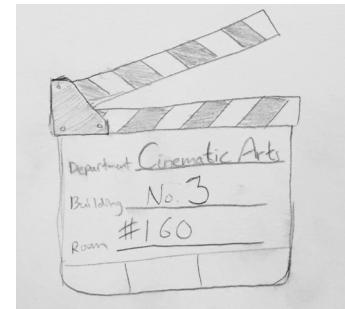
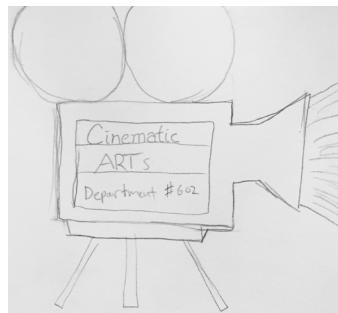


sketches

These are the first concepts of creating new letter forms using movie film. Later on, the letter forms for “arts” were changed to a more abstract letter form, consisting entirely of movie reels.



Marquee ideas: Original ideas involved anything related to movies or the cinema. Including: popcorn, clapperboard, and movie camera.



typography design

36-PT ANDERS REGULAR

CINEMATIC ARTS

36-PT FUTURA MEDIUM

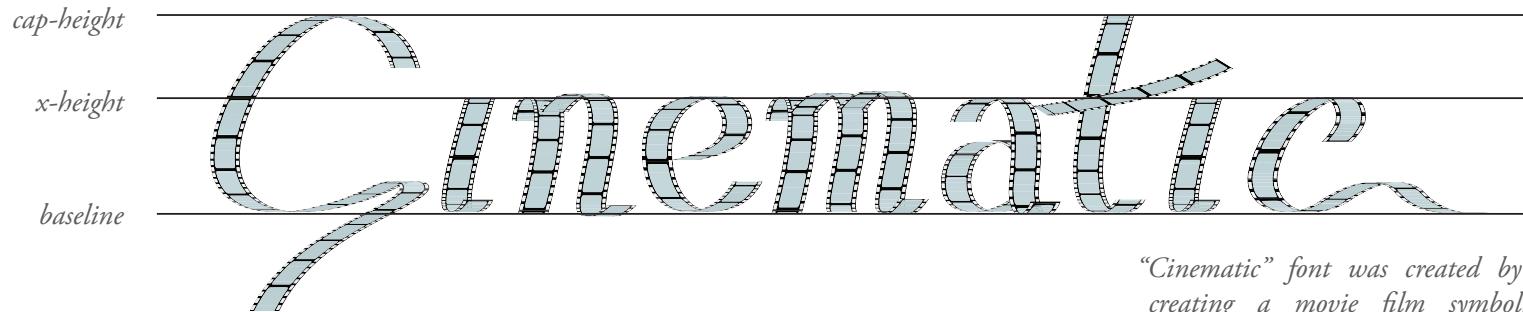
CINEMATIC ARTS

36-PT PARKLANE NF

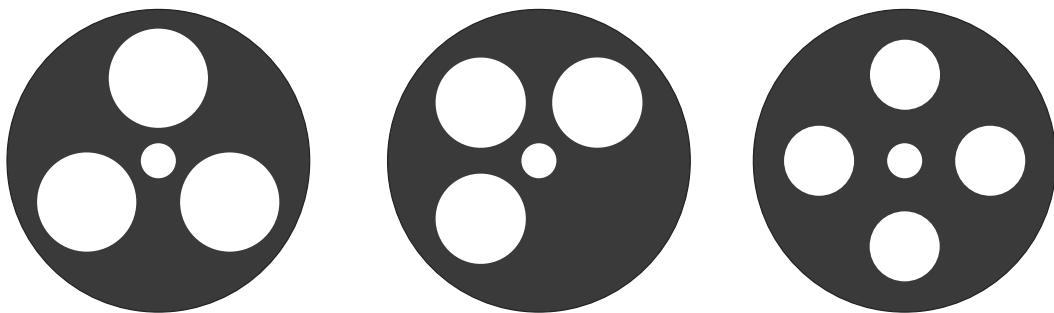
CINEMATIC ARTS

36-PT APPLE CHANCERY

Cinematic Arts



"Cinematic" font was created by creating a movie film symbol. Rendering a line in 3D mode, and pasting the movie film on the side.

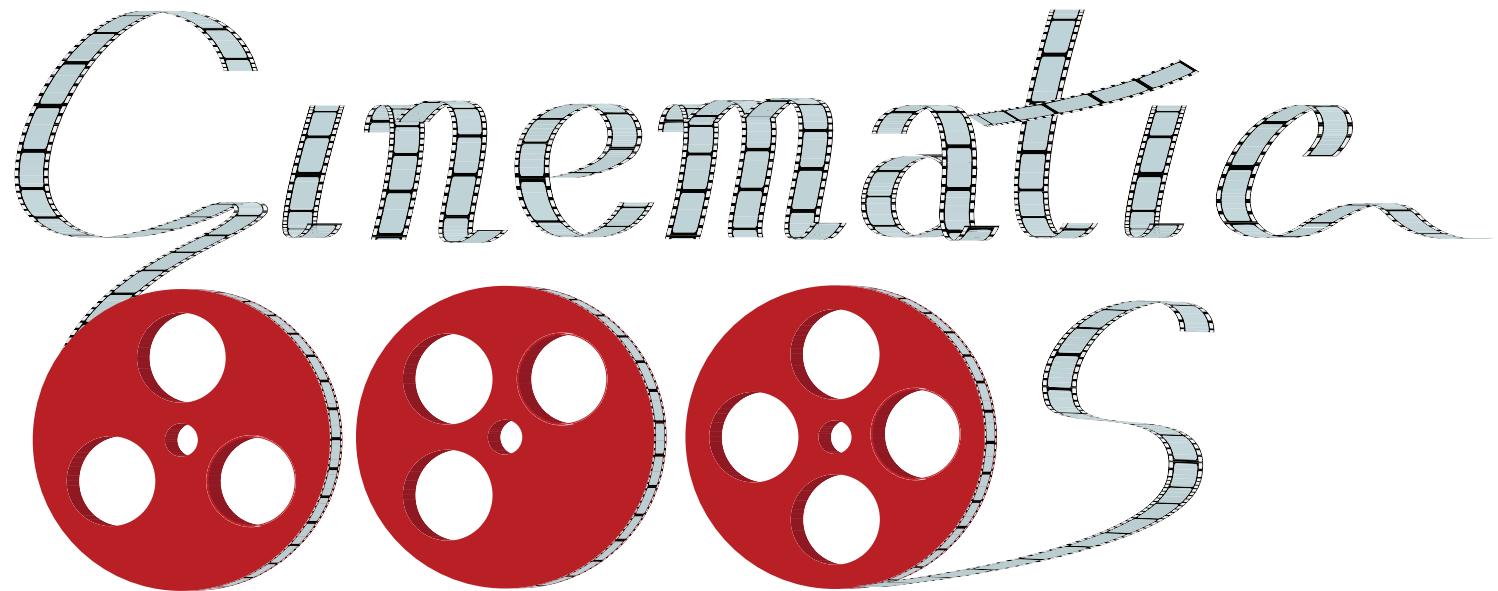


"A-r-t" created with movie film reels. A bit abstract at first, but once you see it, you can't un-see it!



"Take #160"

Marquee Clapperboard Rendition



"Knot a film"

Final Rendition of Cinematic Arts

“Knot a Film”

a photoshop installation

This mural combines movie and typography by using film reels to create letter forms. Film is iconic in the movie and cinema industry and is almost always used to represent the cinema. Coupled with film reels and a clapperboard, this piece combines three popular film industry standards into one mural. The film strips that spell “Cinematic” felt the most natural when in a “handwritten” sort of look. Film strips are soft and flexible by nature, so it cannot have a lot of rough edges like many other type faces out there.

The movie reels are a bit harder to recognize. However, by using simple shapes found in letter forms, the movie reels are able to create the illusion of text while still being somewhat abstract. Finally, The marquee used is a clapperboard, which fits the whole cinema theme. The point of the marquee is to tell students which building they are in and immediately let students know that they are next to something cinema or theater related.



3

A large, stylized mural on the side of a building. The word "Cinematic" is written in a flowing, cursive font. The letters are constructed from film reels, with the "i" having a single reel and the "c" having a double reel. The background of the mural is white, and there are small black marks resembling film frames scattered across the surface.



AZUSA
PACIFIC
UNIVERSITY

color scheme

Red has always been a cinema classic.

From the red seats to the red curtains, red is everywhere when it comes to movies and cinema. Red is also an attention grabber. It catches people's eyes and draws them in to whatever is being shown. Colors like this are necessary when talking about a building that is out of the way or hard to find.



C: 23 M: 8
Y: 11 K: 0



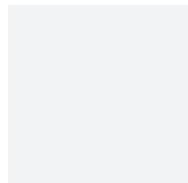
C: 19 M: 99
Y: 96 K: 9



C: 75 M: 67
Y: 66 K: 87



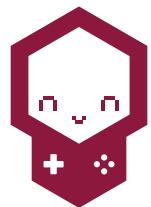
C: 27 M: 100
Y: 92 K: 28



C: 4 M: 3
Y: 3 K: 0

THE END





MADE BY: JEREMY LIU
BAZUSA PACIFIC UNIVERSITY
10/5/15