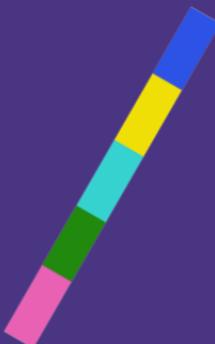


MVCD 3+ Program Book Jhazzye Mosley

2021



2022

MVCD 3+ Program Book **Jhazzye Mosley**



Course: GRA 322 Technology for Design II
Program: Master of Visual Communication Design
School: The Design School
Institute: Herberger Institute for Design and the Arts
University: Arizona State University

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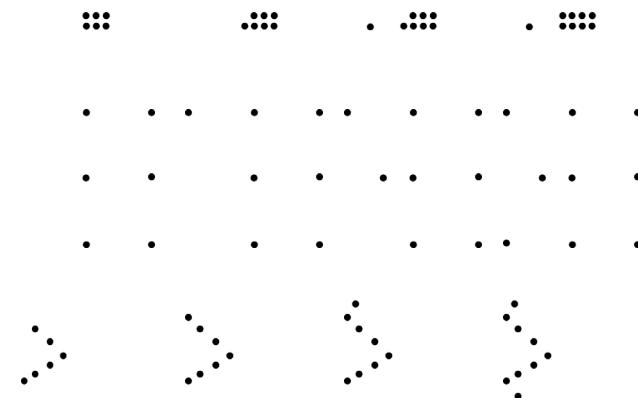
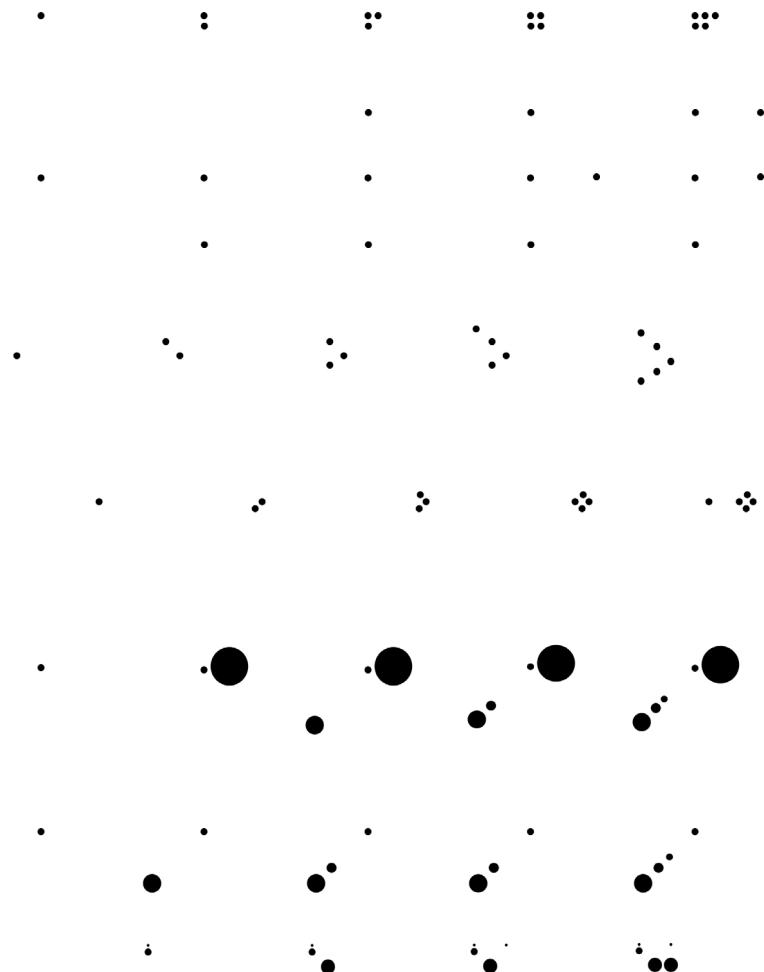
Point Line Plane



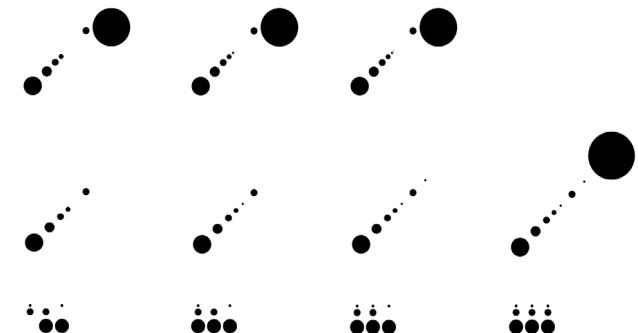
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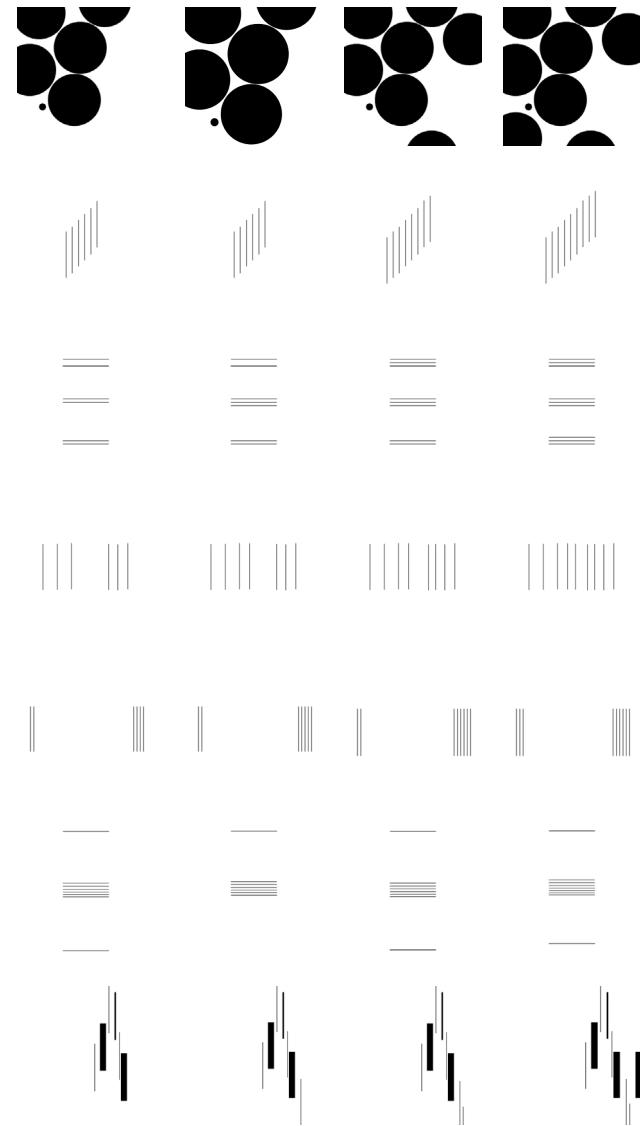
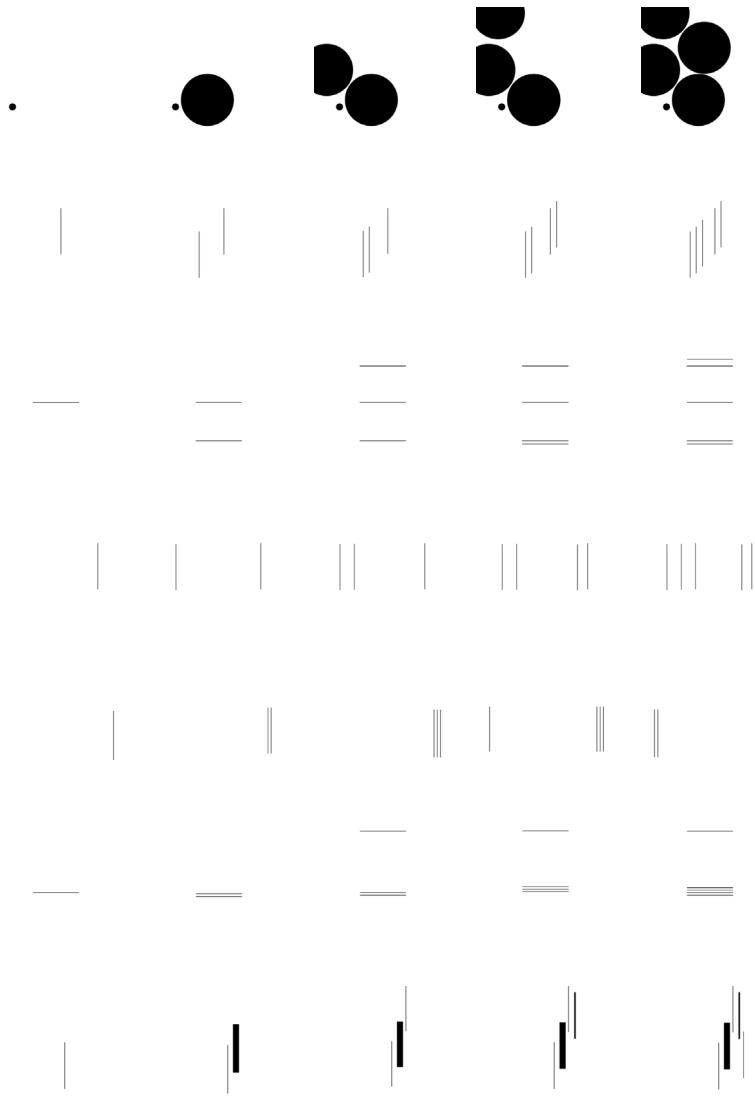
Brief

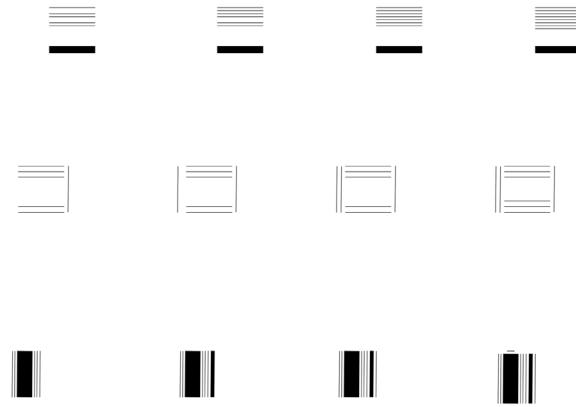
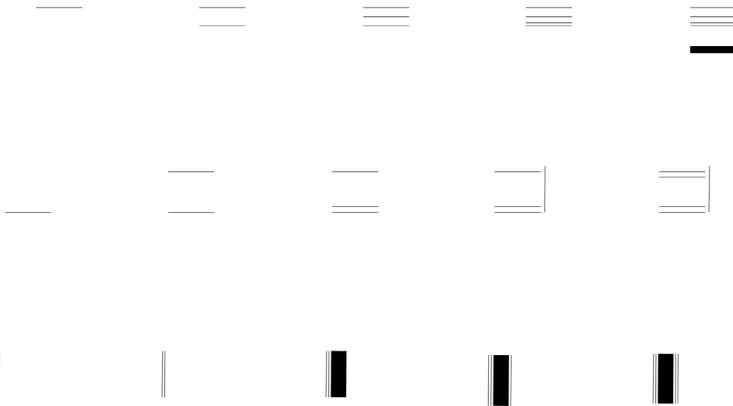
Design interesting unique compositions with a nine page point, and a nine page line sequence.



... ◊ ◊ ... ◊ ◊ ... ◊ ◊ ... ◊ ◊







This project helped me understand the foundational parts of a composition (point, line, plane). It showed me that everything essentially contains these components. It was also an introduction to InDesign and it helped me get more comfortable with the software.

Circle Symbol Project

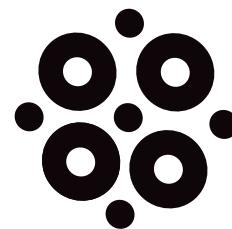
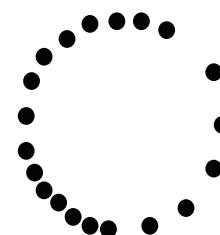
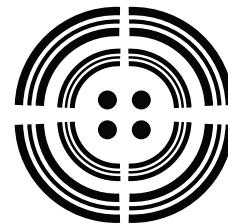
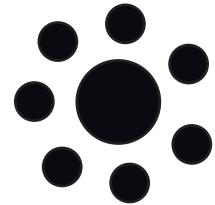


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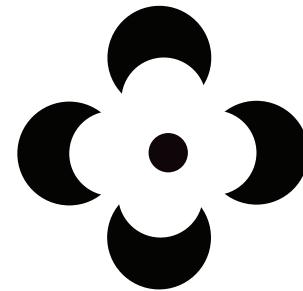
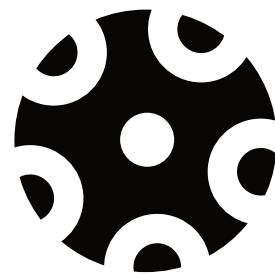
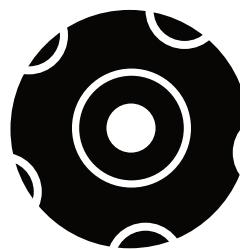
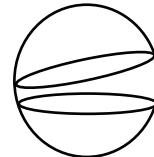
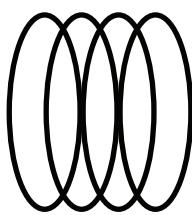
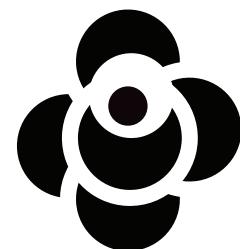
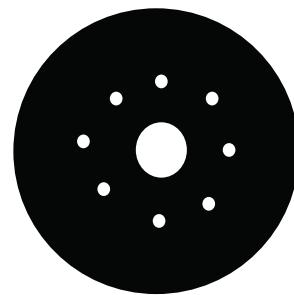
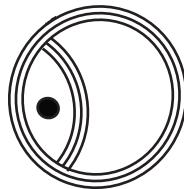
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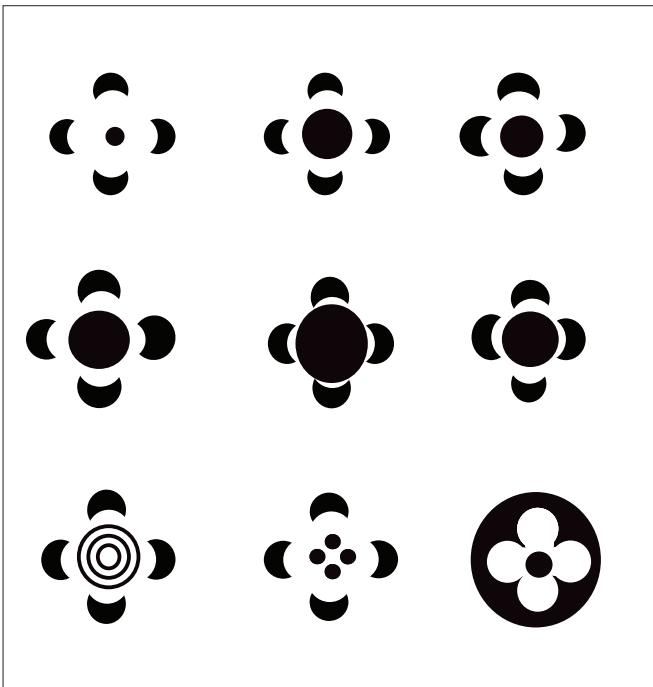
Using simple circular form(s), create a simple abstract symbol. The symbol must be based using a true circle(s), partial circle(s) in outline, solid, or combinations. Do not use ovals as a basis.

The final symbol may not necessarily be a complete full-circle, as a result of addition(s) to/or subtraction from the circular form. The symbols should be 100% black, with no screens or values of black (no gray).

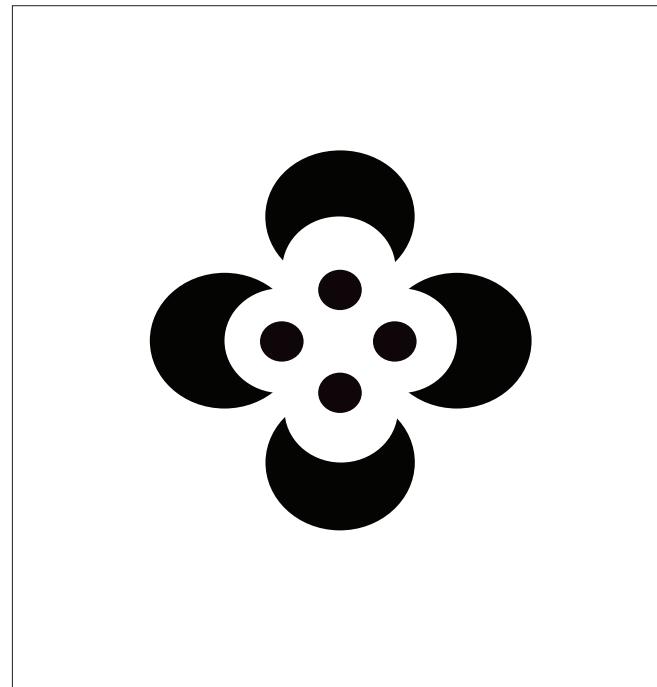


To begin this project digital sketches were made in InDesign.



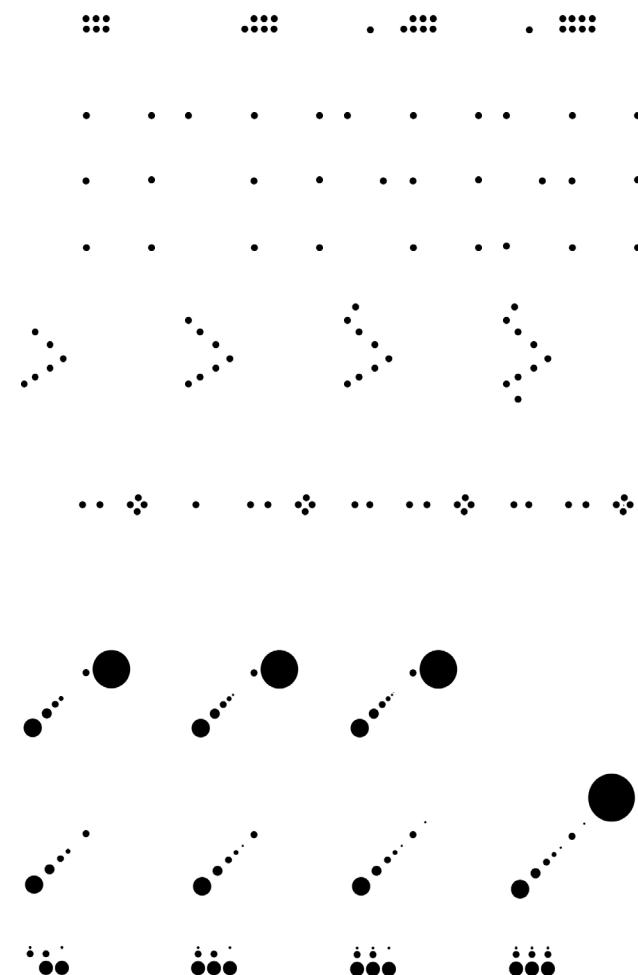
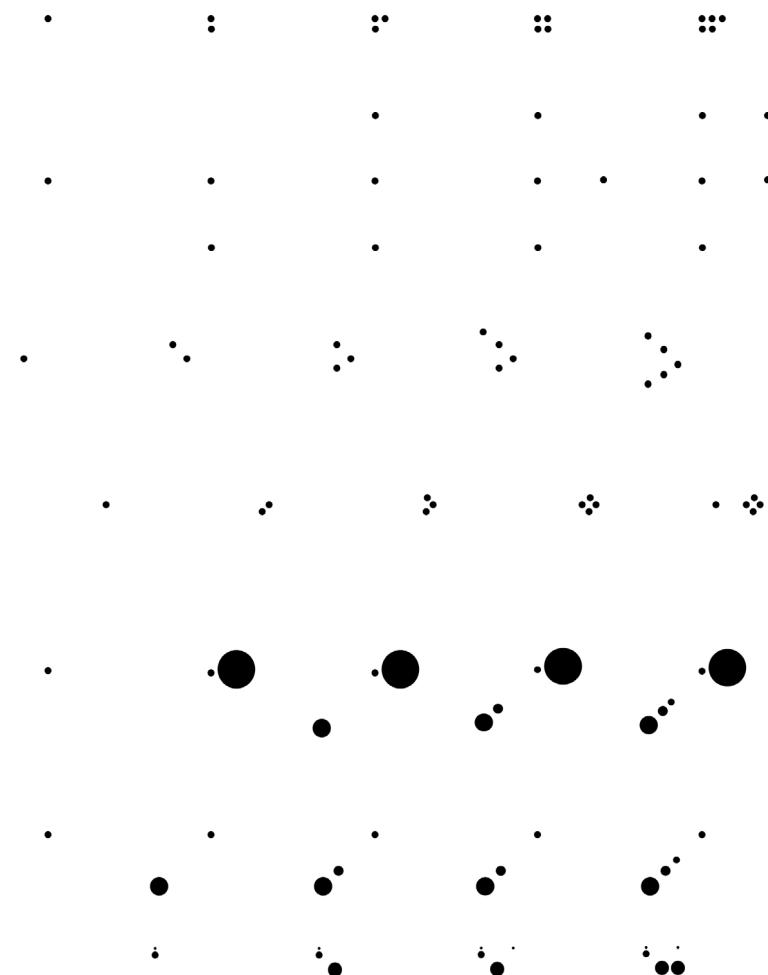


Once I found a sketch that worked I made various iterations.



After iterations I chose a final design. This project was the first that required a lot of hand sketching so it taught me the skill of putting ideas on paper before using any type of software to help streamline the process.

This project was also an introduction to iterations for me. Once I found something that I felt worked, I was able to take parts and add them to make a new symbol.

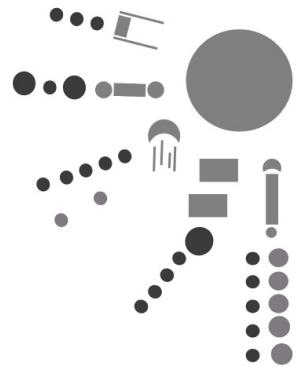
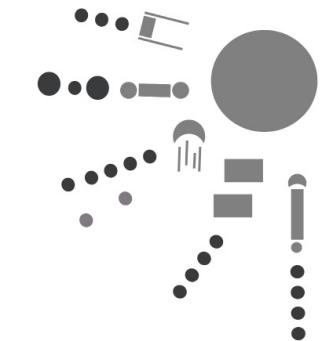


Infographic

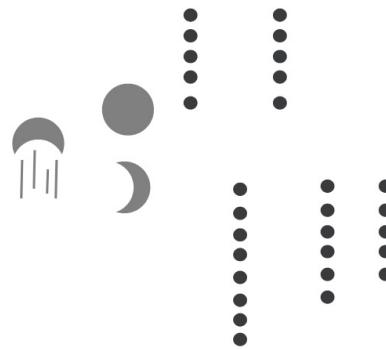
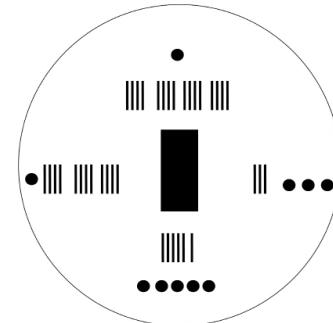


Brief

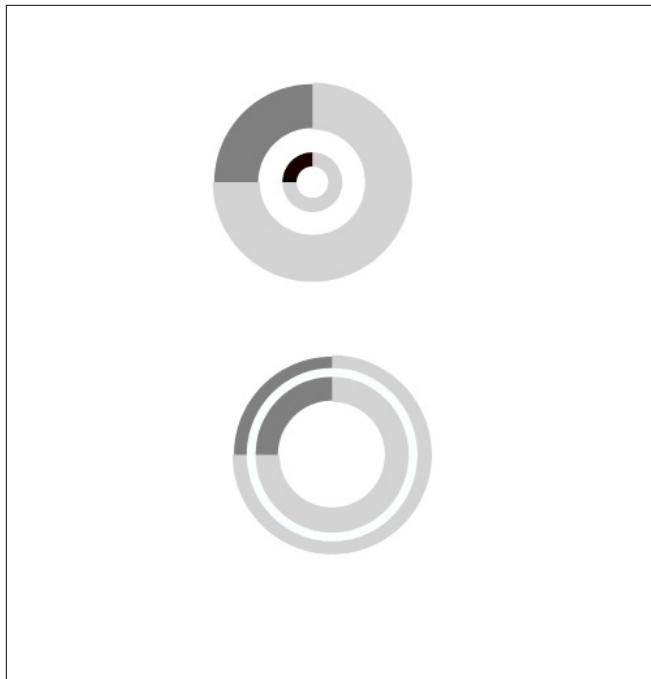
Design a infographic using your daily activities as a guide.



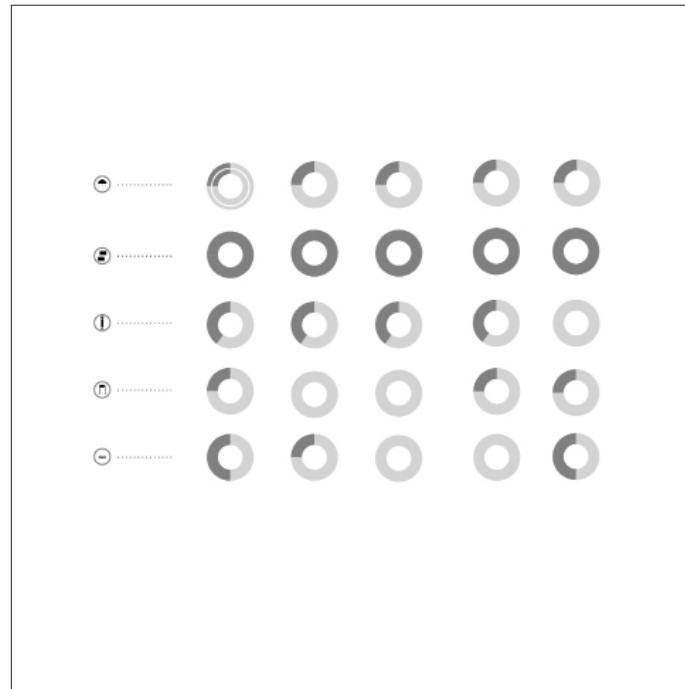
Using point, line, and plane different versions of a infographic were made. The points represent time. While the combination of point, line, and plane were symbols that were used in place of sleep or shower time.



Sketches of infographic.



After sketches were made a unique system was created using point. Each quarter of the inner circle represents 30 minutes. Each quarter of the outer circle represents one hour. The top circle is a sketch and the bottom circle is the final design depicting one hour and 30 minutes.



This project seemed impossible at a first glance because I couldn't conceptualize how I would be able to convey information with so many limitations. However after simplifying the information and remembering that points, lines, and planes are foundational parts of a design it became more manageable.

I learned about visual language and the Gesalt principle of similarity. Making sure the symbols I used were contained in the same way and the information was translated helped me with these concepts.

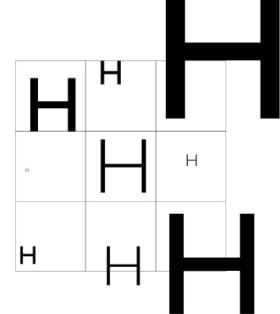
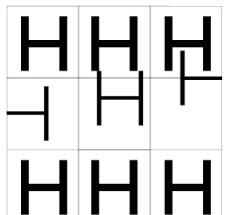
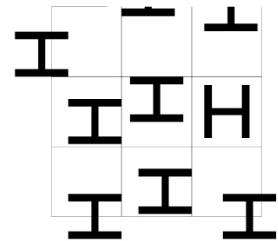
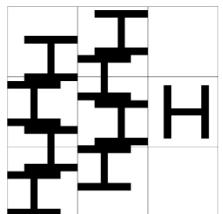
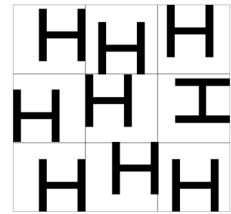
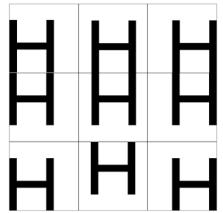
H Project



In InDesign draw a Regular weight, sans serif, capital H
Draw the H from scratch, and do not view or use an example
of an existing H typeface

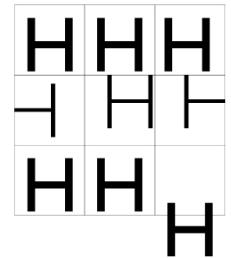
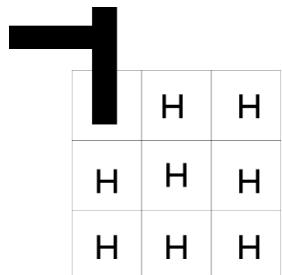
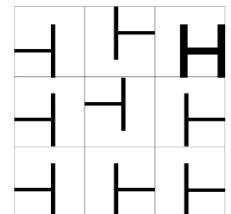
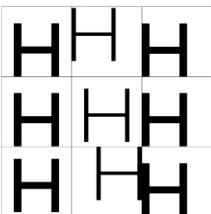
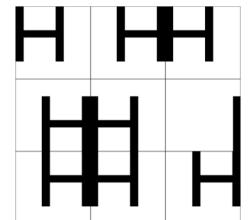
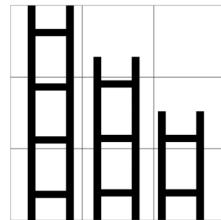
Comp 1 - compose one Reg. H in each square creating an interesting pattern, no bleeds, no angles
Comp 2 - compose one Reg. H ..., no bleeds, 90-degree option
Comp 3 - compose one Reg. H ..., with bleeds, 90-degree, no angles
Comp 4 - compose one Reg. H ..., with bleeds, with angles
Comp 5 - compose ..., all weights, no bleeds, no angles
Comp 6 - compose ..., all weights, with bleeds, no angles. 6.2 with scale
Comp 7 - compose ..., all weights, with bleeds, with angles. 7.2 with scale
Comp 8 - TBD - 4 students share 2 squares and one share 1 square: all weights, with bleeds, with angles, with scale. Compose sets with what you've been given.

32

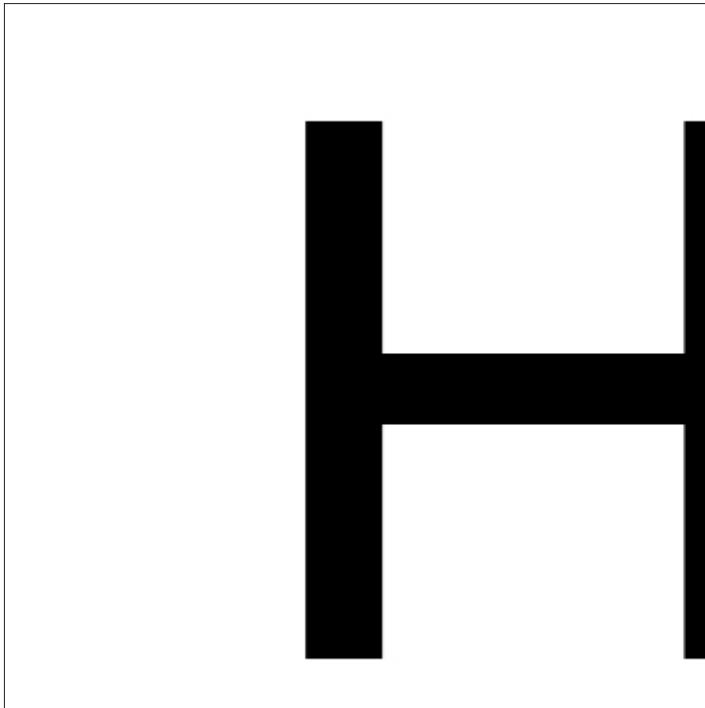


H Project

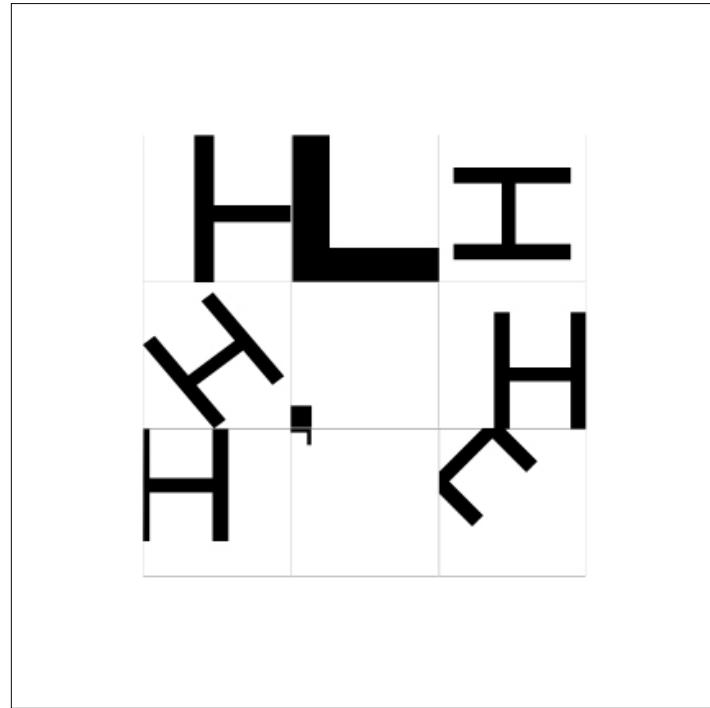
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34



35



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Typography as Texture



One of the definitions of typography is “the general character or appearance of printed matter.”

This project is intended for you to explore and experiment with the appearance (and composition) of typography to create texture and character with the text in as many different ways as you can. The common tools to experiment with are leading, letterspacing, (tracking), weight, size and style.

Mr and Mrs Dursley, of number four, Privet Drive, were proudly to say that there were no other people quite like them in all of Little Whinging. They had a very comfortable house in a large, well-kept garden at the end of a long path lined with privet bushes. They had a large, friendly dog named Dobby, who was the size of a small pony, and a very small, thin cat named Mrs Whiskers, who was the size of a mouse. Mr and Mrs Dursley had two sons, Peter and Dudley, who were the size of small men. They had a large, comfortable house with a large, comfortable garden, and a large, comfortable car. The Dursleys were a comfortable family.

On the night of July 31st, 1991, the Dursleys were having a comfortable evening at home. They were watching television and eating a meal of spaghetti bolognese when they heard a knock at the door. It was Mr. and Mrs. Hagrid, who had just come from the forest to tell them that their son, Harry, had been born. The Dursleys were very pleased to hear this news, and they invited Mr. and Mrs. Hagrid in for a cup of tea. They were very surprised to find that Harry was a very small baby, and that he was wearing a very small hat. They were also very surprised to find that Harry was wearing a very small hat.

Mr and Mrs Dursley, of number four, Privet Drive, were pleased to say that there were no other people quite like them in all of Little Whinging. They had a very comfortable house in a large, well-kept garden at the end of a long path lined with privet bushes. They had a large, friendly dog named Dobby, who was the size of a small pony, and a very small, thin cat named Mrs Whiskers, who was the size of a mouse. Mr and Mrs Dursley had two sons, Peter and Dudley, who were the size of small men. They had a large, comfortable house with a large, comfortable garden, and a large, comfortable car. The Dursleys were a comfortable family.

911/70000

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their greatest fear was that they would be found out. Mrs Dursley was a teacher, and Mr. Dursley was a gardener. They had two sons, Peter and Dudley, who were the size of small men. They had a large, comfortable house with a large, comfortable garden, and a large, comfortable car. The Dursleys were a comfortable family.

711/50

Mr and Mrs Dursley, of number four, Privet Drive, were proudly to say that there were no other people quite like them in all of Little Whinging. They had a very comfortable house in a large, well-kept garden at the end of a long path lined with privet bushes. They had a large, friendly dog named Dobby, who was the size of a small pony, and a very small, thin cat named Mrs Whiskers, who was the size of a mouse. Mr and Mrs Dursley had two sons, Peter and Dudley, who were the size of small men. They had a large, comfortable house with a large, comfortable garden, and a large, comfortable car. The Dursleys were a comfortable family.

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301/1/100

901/1/100

large

Did I have it right?
I'm not sure if they say that because it's
the last people you'd expect to be in
Keele. They just don't seem like such
dullwigs, though mostly dull, he was a big
lightning bolt.

Dundee however as he pulled in the rest had by now and Mike Dundee was very happily as he watched a screaming Dundee into high gear. None of them had a long enough gear to pull the vehicle. At half past eight, Dundee pulled up to the pub, parked his Dundee and got out to buy a pint. Dundee probably missed Dundee while he was having a pint at the local pub.

Unit 1000 - started Dundee off as he left the house, he was still not out of the car park when he heard a noise. He turned around and saw that the first floor window of the house he had just left was broken. He turned around and went back to the car and drove it hard into the wall. When he got out - there he parked his Dundee and locked it. Again there was a safety belt warning light on the dashboard. Dundee thought about it for a few moments thinking "I may have been a rock of a light." Mr Dundee turned and started to walk away from the car. He turned around and saw a small white van driving towards him. It was now heading the way that said "Push Driver - on, looking at the sign

of me that I'm here. That's fine. I guess that was the last time I ever had a date. They were the last people I ever dated. I think I've dated all the girls in the world. I have a very large mountain of dates.

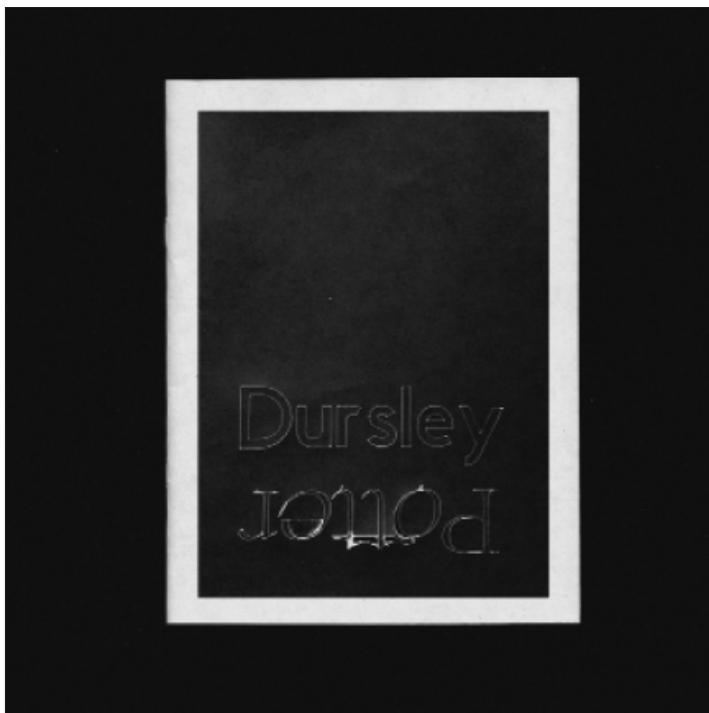
MCNALLY: Thank you very much. They were the last people you'd expect to be hooked in anything strange or mysterious because they just didn't seem like it.

MCNALLY: My dad was the director of the dull. Tracy Nelson was the star. Tracy woke up on the set one morning and said, "My God! My dad hummed his tune over this movie. He's been working on this work for years."

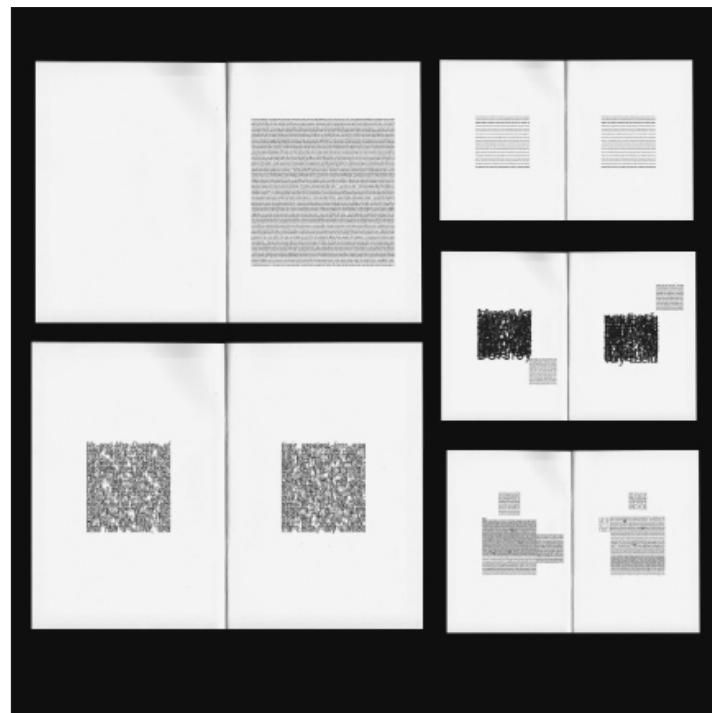
around the corner and I would drive down the road and see them. They would stop right in front of me and say "Hi". I would stop and they would say "We're the last people you'd expect to be involved in anything strange or weird". I would say "Yes, because they're normal". I would thank them very much. They were the last people you'd expect to be involved in anything strange or weird.

when she or he is interested. **Her** **last** **people** **you** **expect** **to** **be** **involved** **in** **anything** **strange** **because** **they** **are** **normal**. **Thank** **you** **very** **much**.

42



43

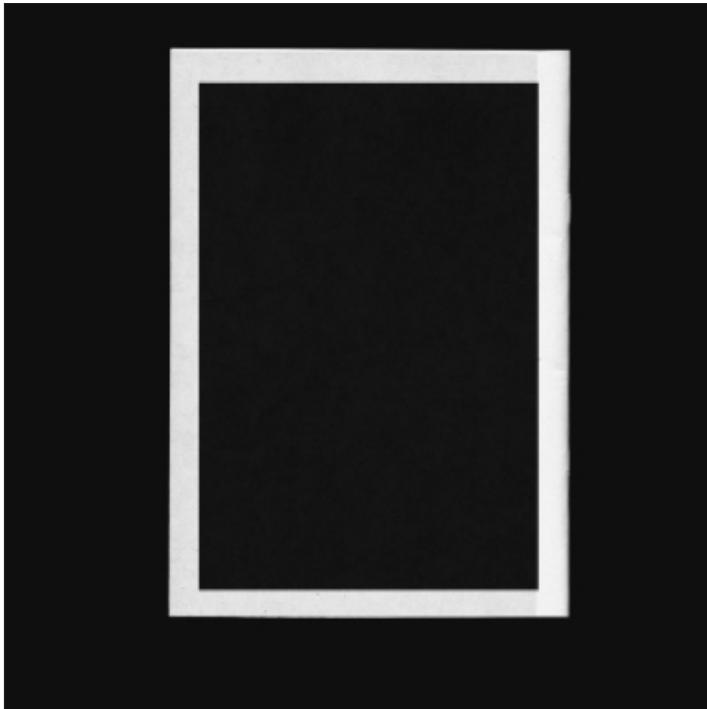


44



45





On This project taught me about typography in terms of kerning, leading, size, style, and weight. When going through the process before the final book I was able to see how type could be affected by just changing those few elements.

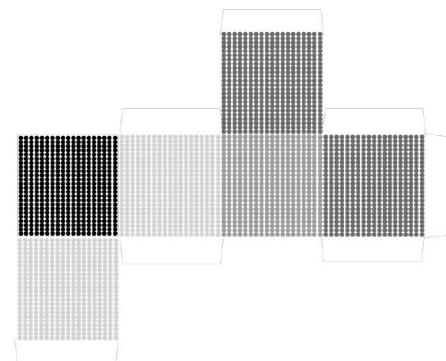
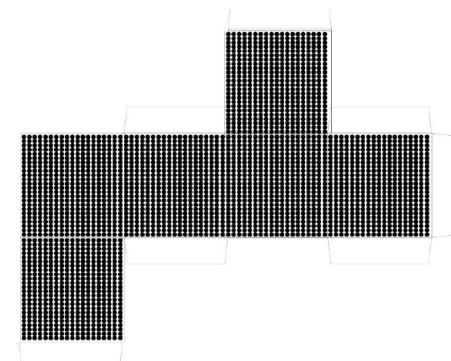
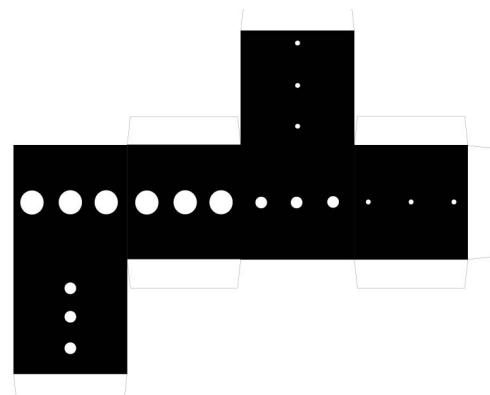
This project was a challenge for me during the final stages of the book because some of my pages worked well however some did not share the same visual language. Another challenge was the binding of the book itself, making sure the paper weight was correct, the pages were in order for a print spread, as well as stitching. However by going through the process I learned more skills.

Cube Project

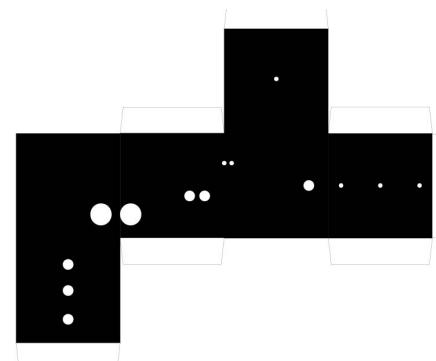
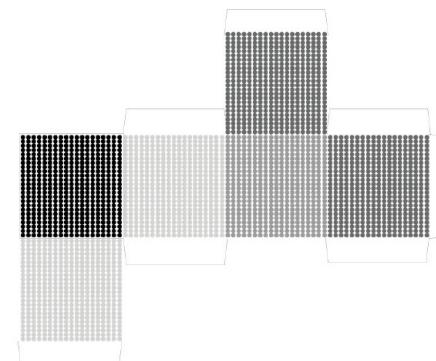
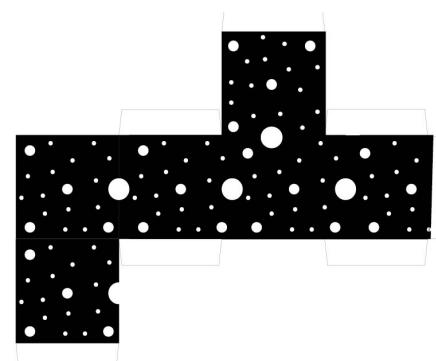


Using PLP create a sequence that will fit all faces of a cube.

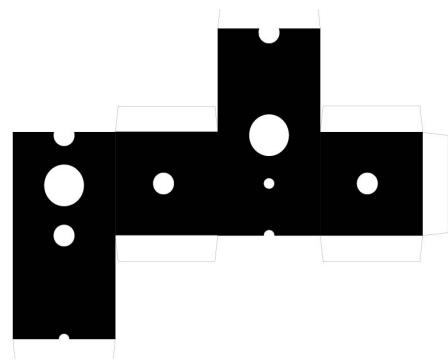
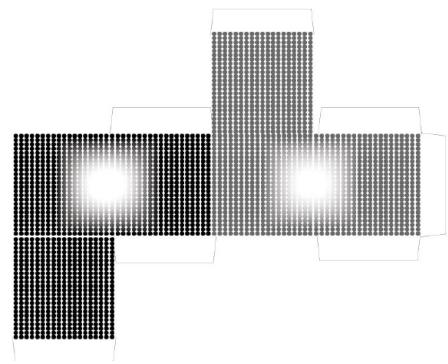
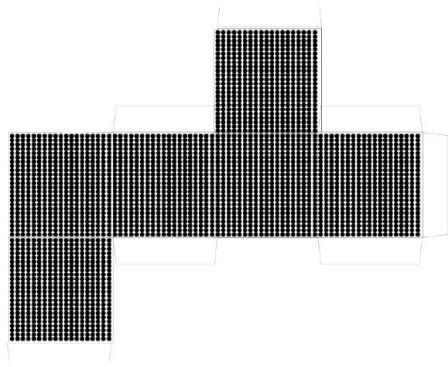
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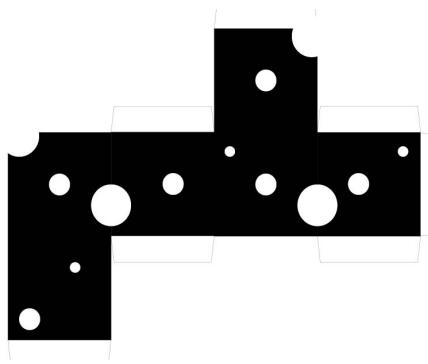
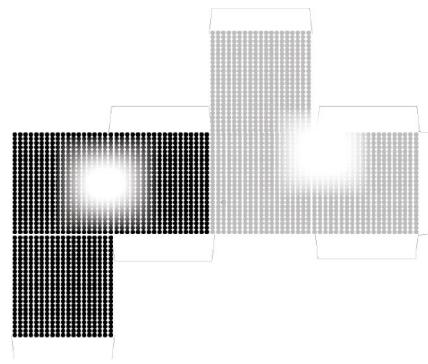
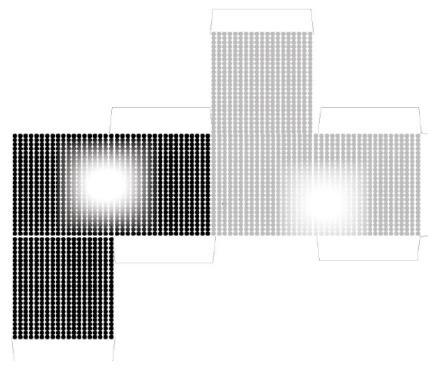
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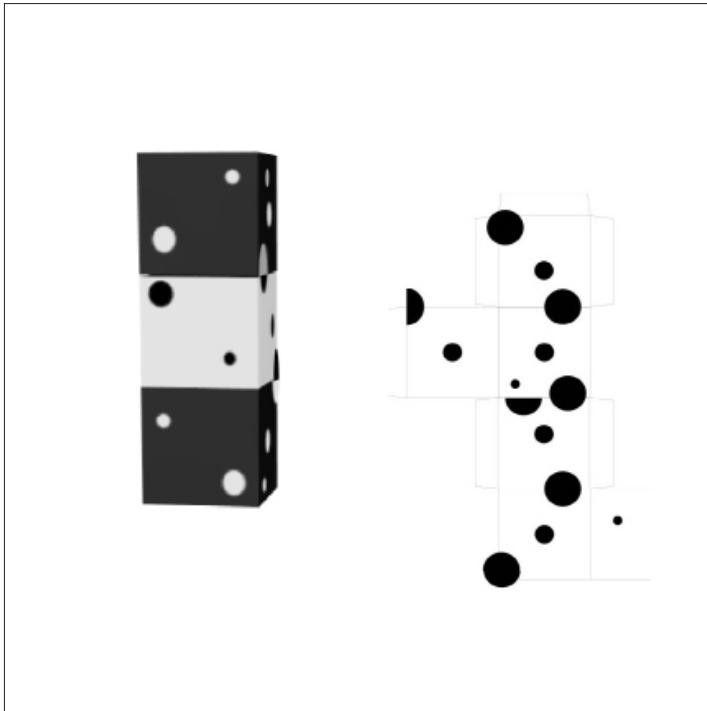
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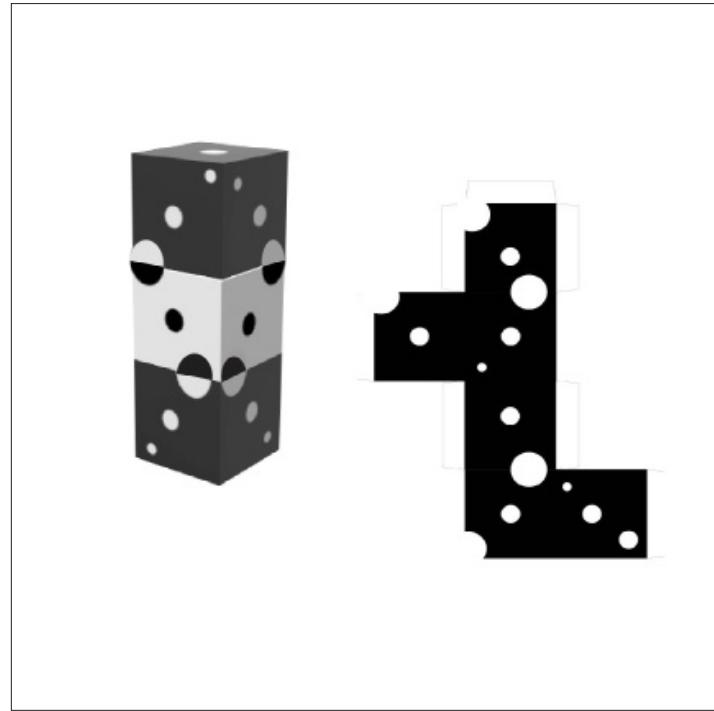
53



54



55



On The cube project was the most difficult project of the semester personally. The process of moving from two dimensional points, lines, and planes, to three dimensional was more challenging than expected.

However the project pushed me to learn about 3D software, which I used to create final models of my flat build. It also challenged me to think about designing for all sides of a 3D object because ultimately the design has to work on all faces.

Artist Profile



Brief

Design interesting unique compositions with a nine page point, and a nine page line sequence.



Markus Magnusson

Animator, Illustrator, Designer

Markus Magnusson (Motion Markus) is an Animator, Illustrator, and Designer from Sweden who bases his work off of traditional animation and vector art. At the age of 22 Magnusson started working as a chef but decided to leave that career path and return home. When he got home he purchased a video camera, which led him to media school.

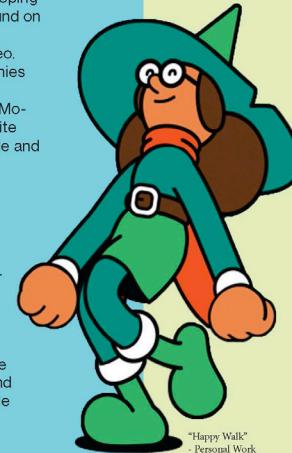
Work

There, he had a class on flash animation and his interest bloomed. Today Markus is well known for his whimsical looping animations that can be found on platforms like Instagram, Dribbble, YouTube, and Vimeo. He has worked for companies such as Google, Dropbox, ESPN, and has a class on Motion Design School's website teaching his animation style and tips to others.

Why Markus?

I chose Markus for his simple yet dynamic animation style. He creates short motion graphics that are succinct and tell a story. In terms of his visual style, the characters he creates remind me of the 90's cartoon style I grew up with.

Jhazzy Morris
GRA 422
Motion Designer Research



"Happy Walk"
- Personal Work



Markus Magnusson



"Classic Superbowl Moments ESPN"



"Wizard Sticker Set"
- Dropbox



"Google Doodles Halloween"
- Google



"The Magic of Walk Cycles"
- Motion Design School Class

I chose Markus for his simple yet dynamic animation style. He creates short motion graphics that are succinct and tell a story. In terms of his visual style, the characters he creates remind me of the 90's cartoon style I grew up with.

Business System



Brief

Design a business system that can be used for personal branding.

Jhazzye Mosley

jhazzyem@gmail.com
323.263.7331

323 E. Veteran's Way
Tempe AZ, 85261

September 18, 2021

Hello Mr. Doe,

Podcasting operational change management inside of workflows to establish a framework. Taking seamless key performance indicators offline to maximise the long tail. Keeping your eye on the ball while performing a deep dive on the start-up mentality to derive convergence on cross-platform integration.

Bring to the table win-win survival strategies to ensure proactive domination. At the end of the day, going forward, a new normal that has evolved from generation X is on the runway heading towards a streamlined cloud solution. User generated content in real-time will have multiple touchpoints for offshore. Capitalize on low hanging fruit to identify a ballpark added activity to beta test. Override the digital divide with additional clickthroughs from DevOps. Nanotechnology immersion along the information highway will close the loop on focusing solely on the bottom line highway will close the loop on.

Leverage agile frameworks to provide a robust synopsis for high level viewing overviews. Iterative approaches to corporate strategy foster collaborative overthinking to further the overall value proposition. Organically grow the holistics holistic world view of disruptive innovation via workplace diversity and organic empowerment.

Podcasting operational change management inside of workflows to establish a framework. Taking seamless key performance indicators offline to maximise the long tail. Keeping your eye on the ball while performing a deep dive on the start-up mentality to derive convergence on cross-platform integration.

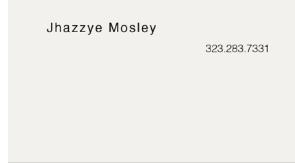
Sincerely,

Jhazzye Mosley

Jhazzye Mosley
323 E. Veterans Way
Tempe AZ, 85261

Bob Doe
425 S Val Vista Dr.
Mesa, AZ 85204

I wanted the design to be clean and simple in this project therefore i opted to use a single green rule for emphasis and to show hierarchy.



Final business system mocked up.

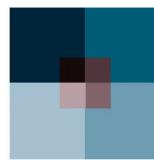
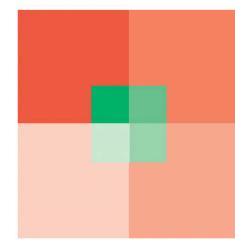
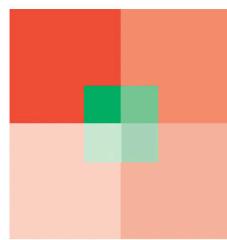
Color



Brief

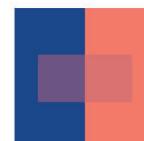
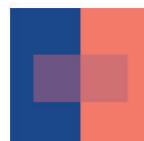
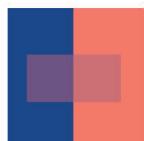
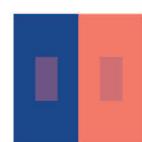
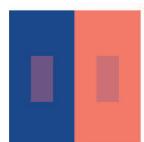
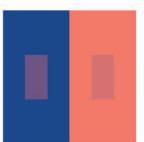
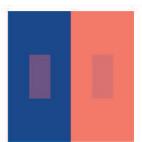
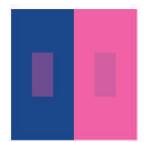
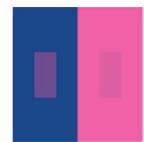
Use color to design a final composition where 3 colors appear as 4 and 4 colors appear as 3.

68

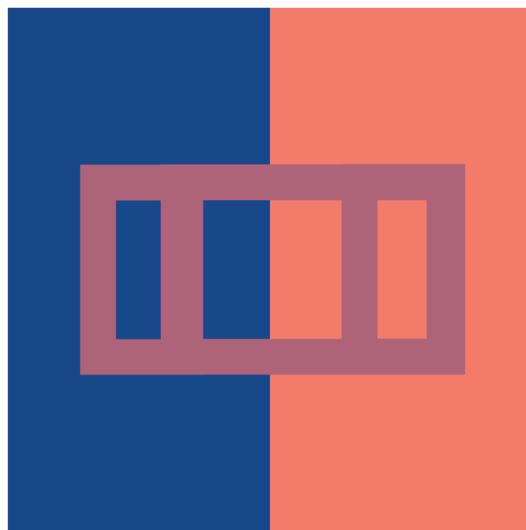


Color

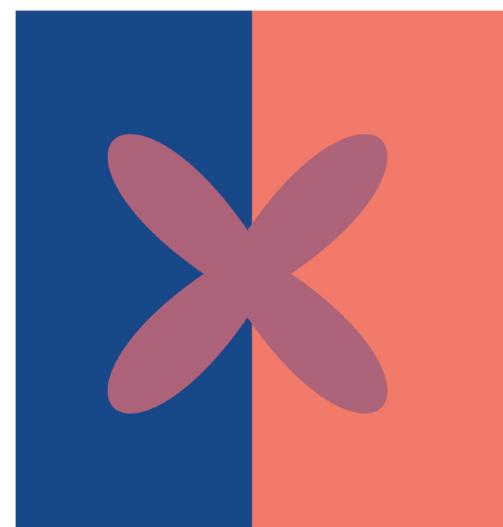
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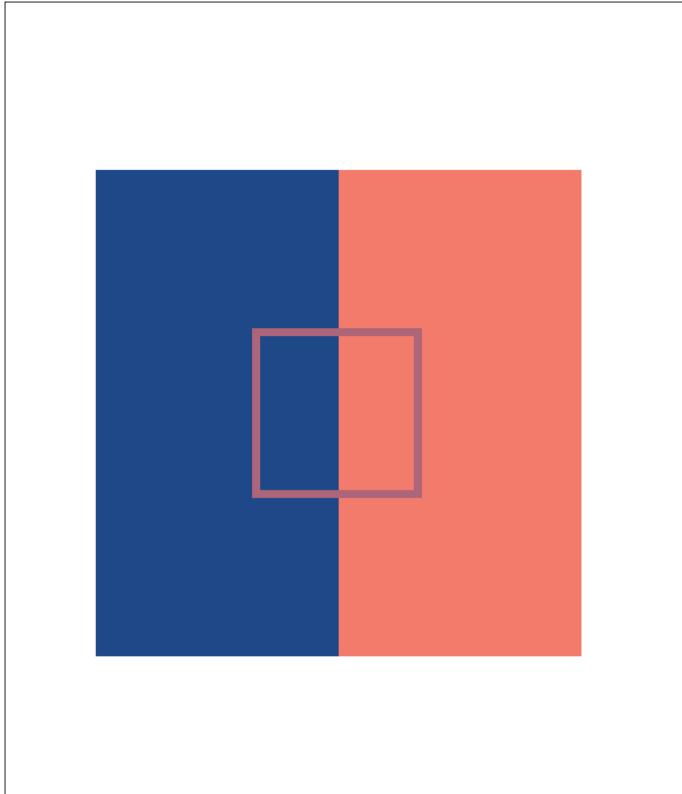
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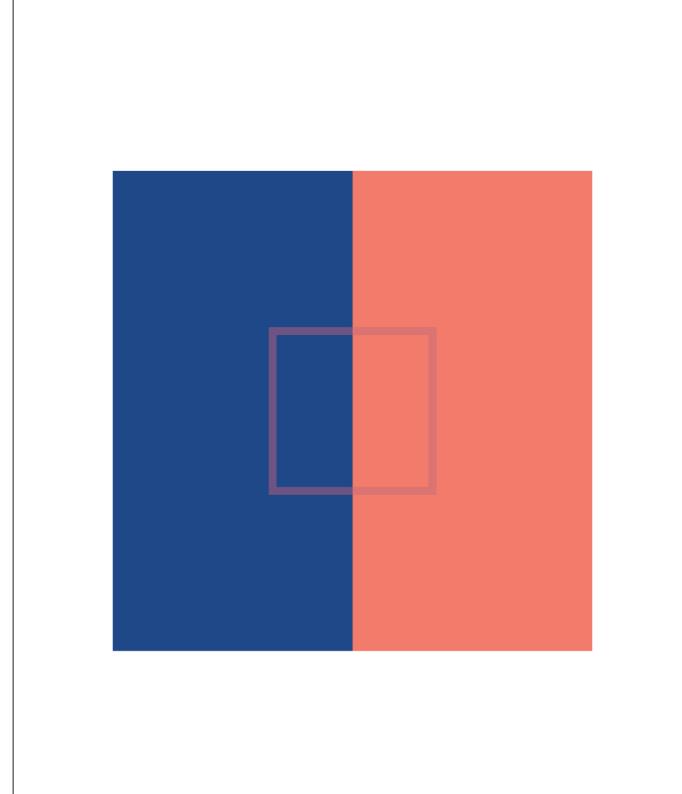
71



72



73



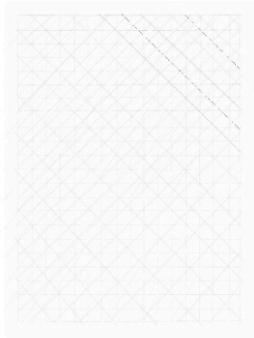
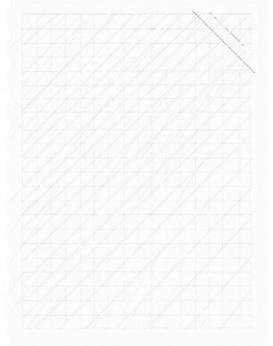
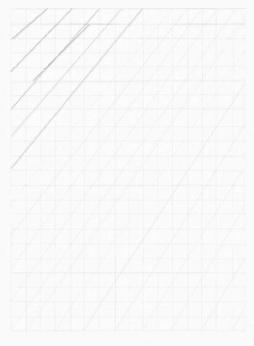
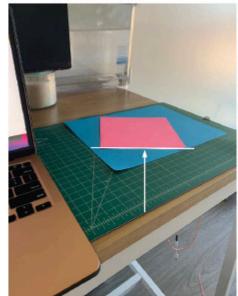
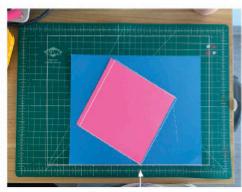
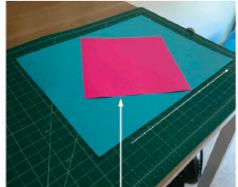
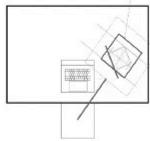
Three colors appear as 4 (left) and 4 colors appear as 3 (right).

Object Drawing

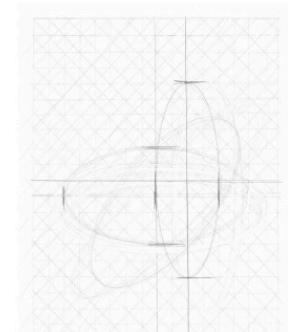
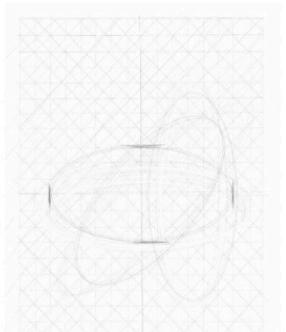
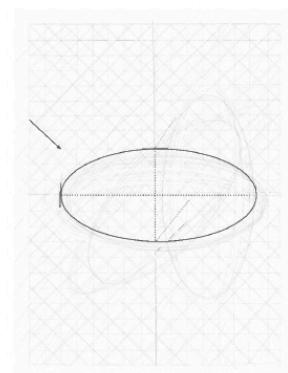
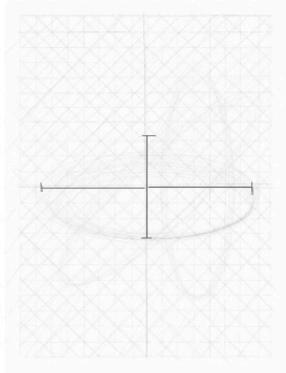


Brief

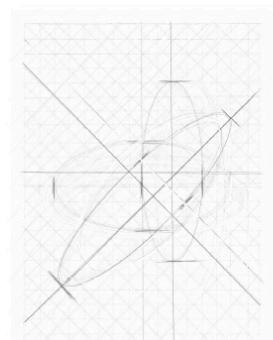
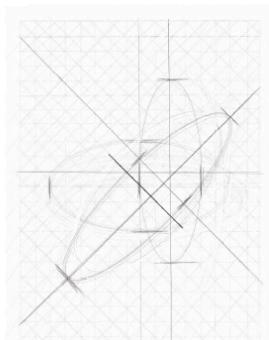
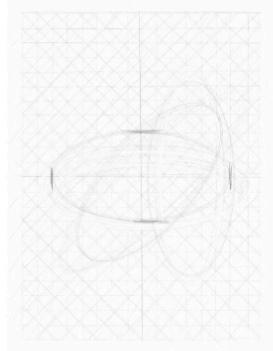
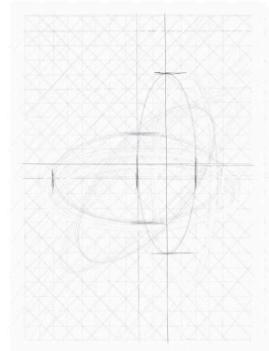
Use 2D planes to design a 3D object.



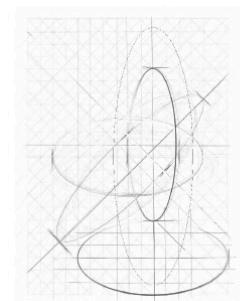
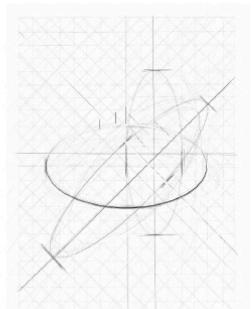
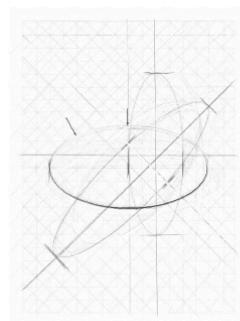
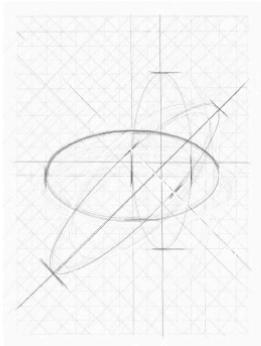
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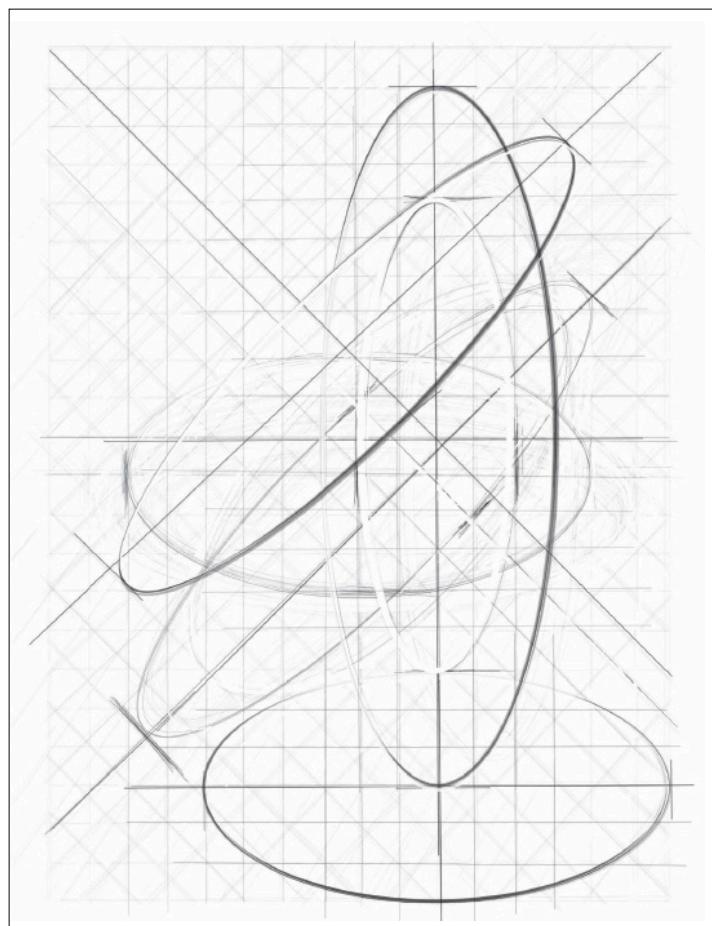
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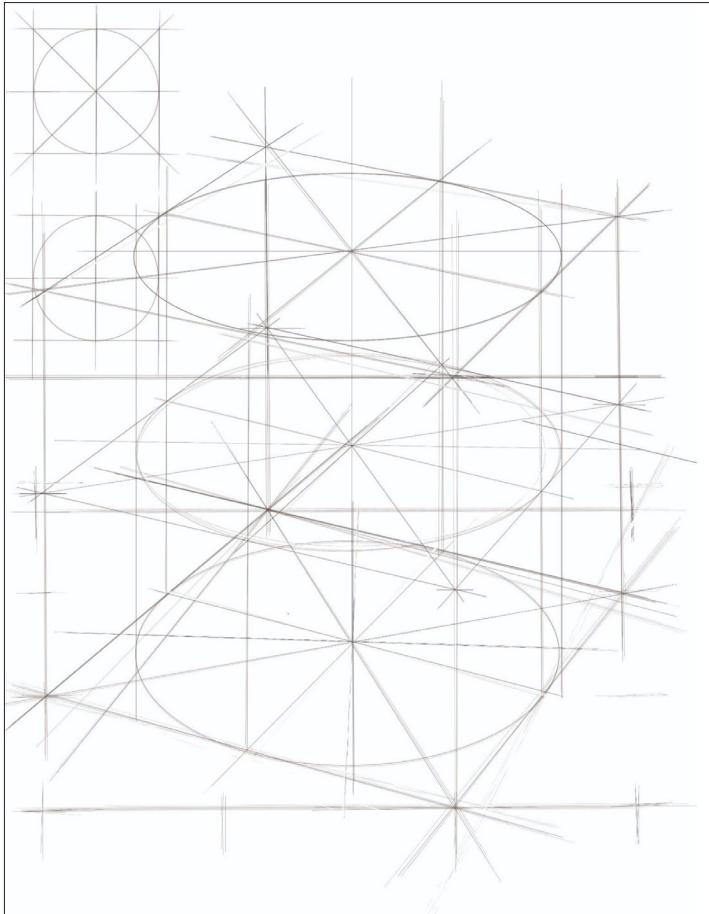
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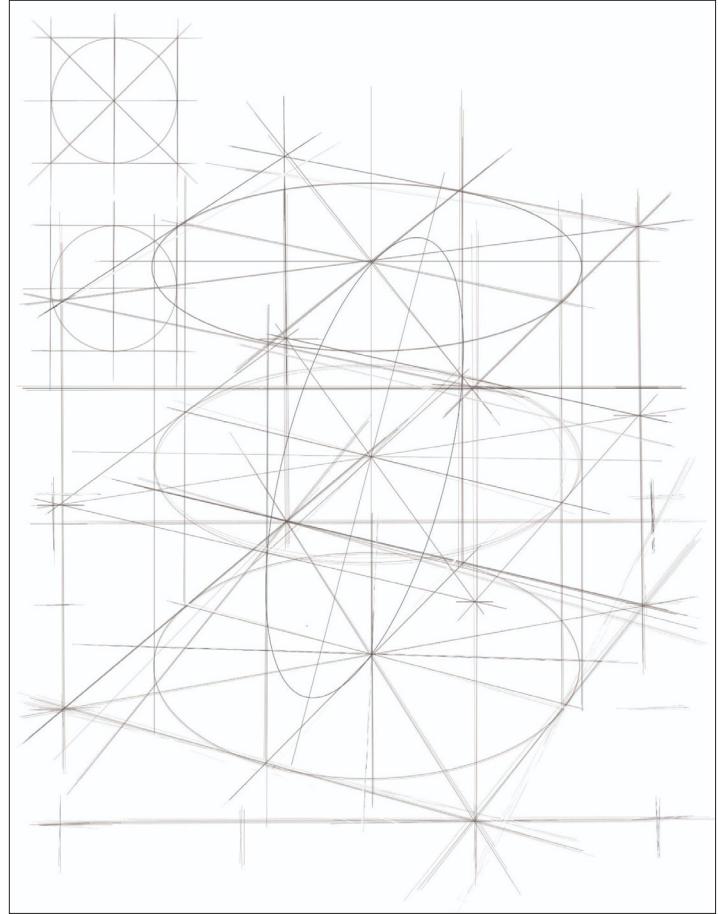
81



82



83



Final 3D Object (cylinder inside a cube)

Letter- forms



Brief

Using the letterform H as a guide design the letterforms n, g, r, o, u, n, and d.

HH HH HH

Letterspace:
46 mm

H n

H

H n

Hnnu

Hnnuo

Hnnuorn

Hnnuornd

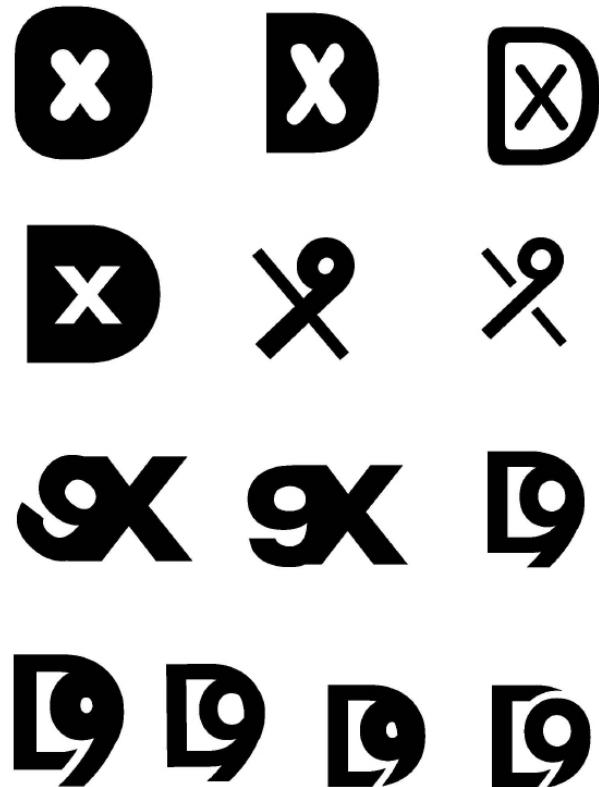
H n n u o r n d g

Letter Number



Brief

Design a business based off of a randomly generated letter and number.



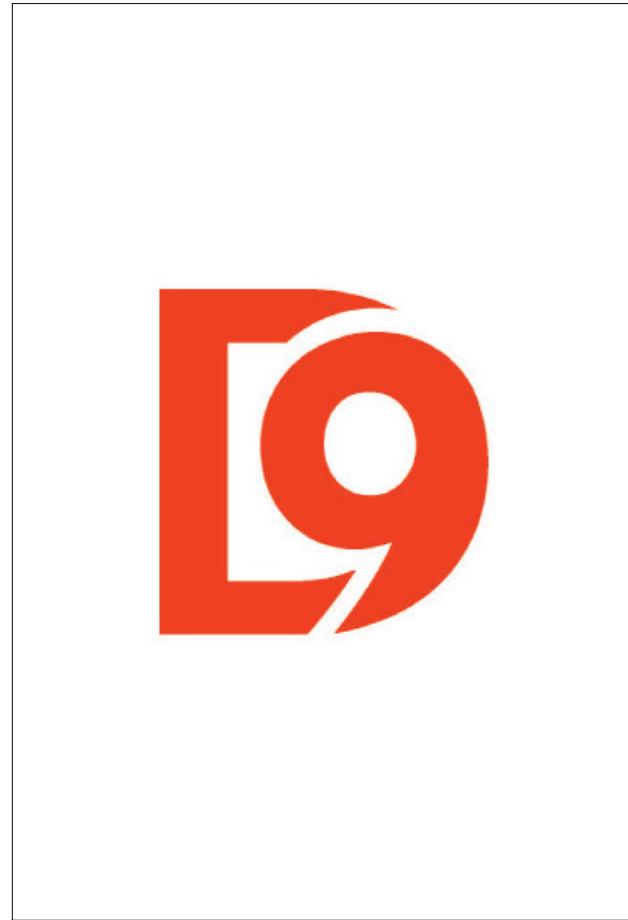
The letters D and X were given along with the number 9. Different versions of the logo were sketched.



The letter and number combination selected was "D" and "9".

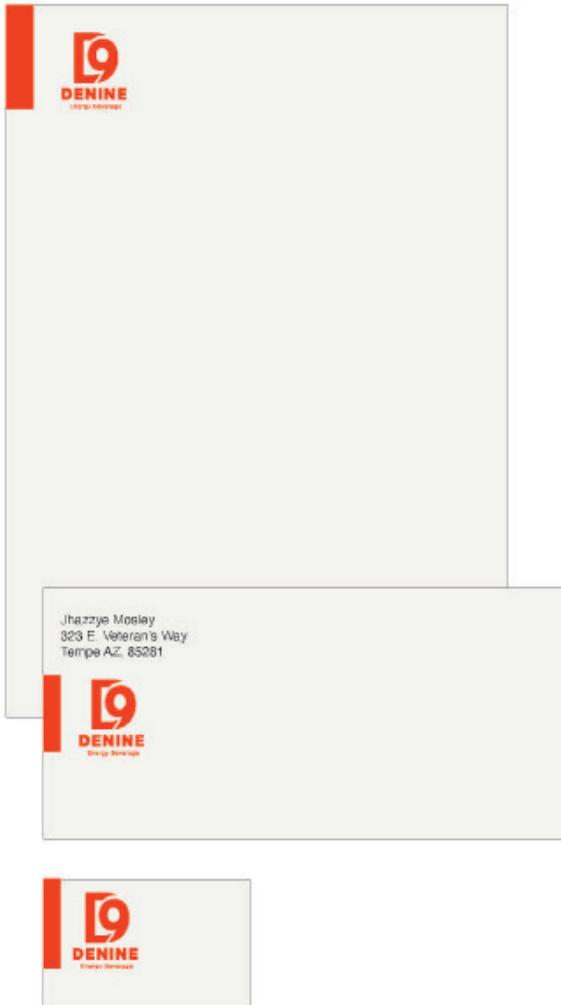


The logo was then developed into the brand "Denine" which is a energy beverage. The image above shows the logo with color tests as well as the tagline added.



Final logo with final color selection.





Berry Bros. Smooth- ies



Brief

Design a brand Package for Berry Bros. Smoothie Company.



Berry Bros. Smoothies

Keywords

Clean

Bold

Natural

Innovative

Clean

Bold

Natural

Innovative



Sketches of the logo and a moodboard were designed to get a feel of the brand redesign.

BERRY BROS.

SMOOTHIES



Final mockups with logo that was chosen by client.

Vino App



Brief

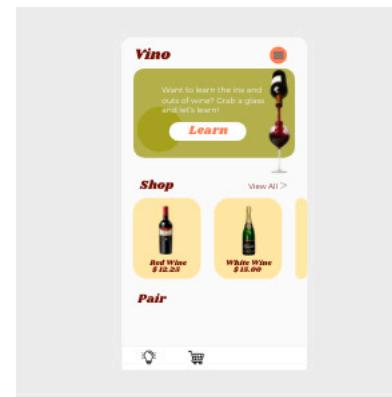
Design a app based on a need and a solution for that need.

Intuitive
Engaging
Entertaining

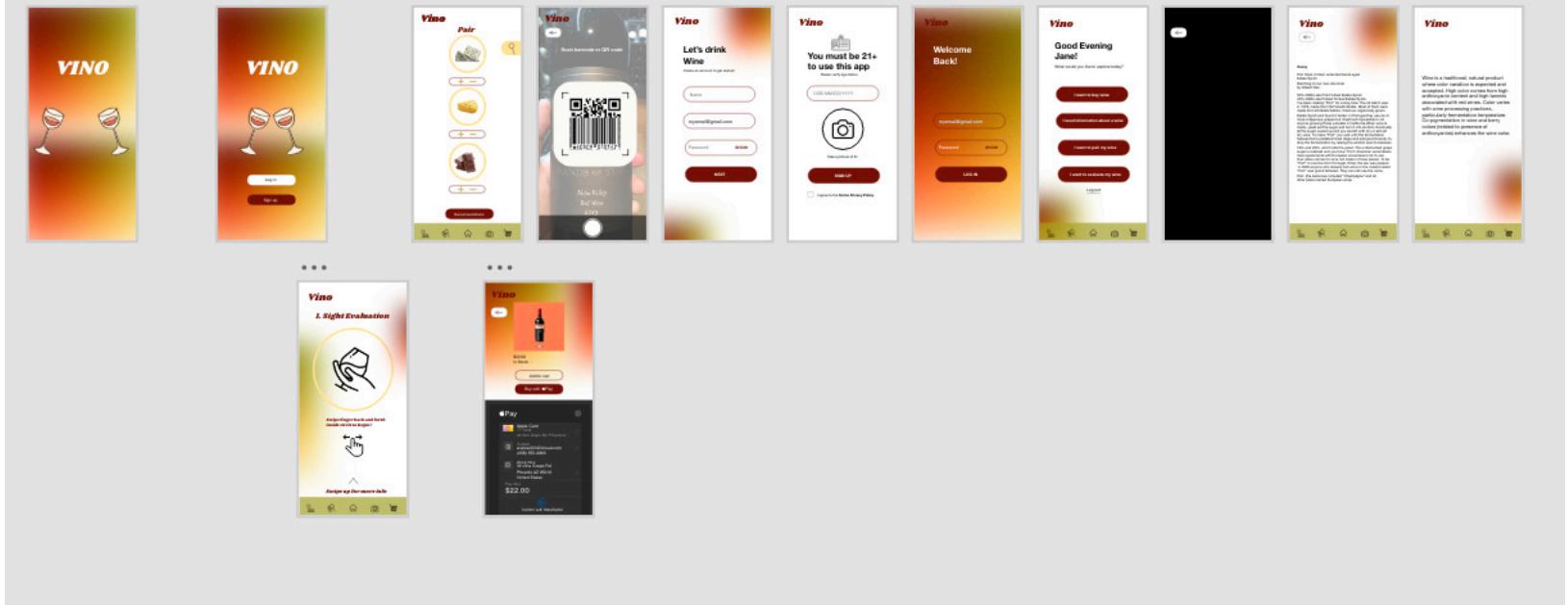


Shrikhand
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Sketches of moodboard were made to get a visual identity of the app.



Final app screens.

Charlie's Cafe



Brief

Design a landing page for Charlie's Cafe on Campus.

Charlie's Cafe



About

Charlie's Café, one of Sun Devil Dining's local restaurant partners, brings the taste of Europe to ASU! Proudly serving Firecreek Coffee and featuring fresh European sandwiches and baked goods.

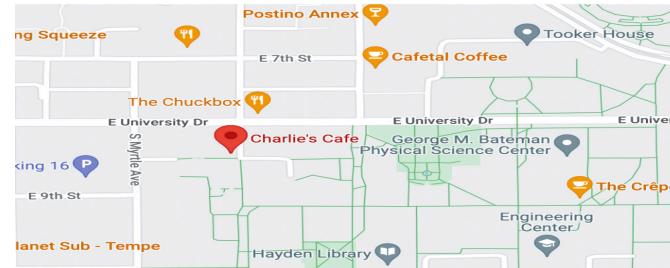
near!

Menu

menu

Coffee/Tea	Price	Cold Drinks	Price
Americano	\$2.75	Naked Smoothie	\$4.25
Espresso	\$2.75	Soda	\$1.75
Coffee Latte	\$3.25	Red Bull	\$4.25
Coffee Mocha	\$3.25	Blended Drinks	\$5.75
Drip Coffee	\$2.75		
Hot Chocolate	\$1.75		
Chai	\$2.75		
Organic Tea	\$1.25		

Location



Hours

M-F 7AM-7PM

Address

Design North 810 S. Forest Mall
Tempe, AZ 85281

Contact

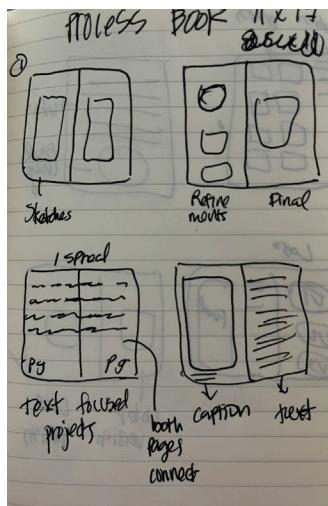
623-123-4567

Program Book

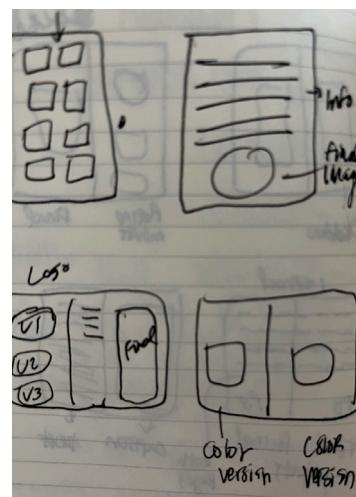


Brief

Design a program book based on all projects from the MVCD 3+ program.



Possible sketches of book design.



Mockup of printed 5x8 book.

