

Kelly Zhang

kzhang8@ilstu.edu

Illinois State University

Spring 2018

CONTENTS

Page 1	3 Letter Gestalt Graphic Design 1
Page 3	Hierarchy 1 Graphic Design 1
Page 5	Hierarchy 2 Graphic Design 1
Page 7	Hierarchy 3 Graphic Design 1
Page 9	Type Poster Graphic Design 1
Page 11	Word Essence Graphic Design 1
Page 13	Identity Graphic Design 1
Page 15	Lettermark Graphic Design 1

CONTENTS

Page 19	Animal Icon Graphic Design 2
Page 21	Experience Poster Graphic Design 2

3 Letter Gestalt

Graphic Design I, Fall 2017, Adobe InDesign, 10" x 10"

Three different contrasts must be displayed for the entirety of the design. Some methods that may be used are interlocking letters, reversing them, placing them at angles, turning them upside down and more. However, while using any of these methods, each letter or numeral must be identifiable in the design. No added elements may be used, such as shapes, boxes, and lines. To begin this project, you will create thumbnail sketches. The final design will be made in Illustrator that includes three different elements together showing interaction between them. The principles of Gestalt include: proximity, continuation, figure/ground, closure, and similarity..



Hierarchy I

Graphic Design I, Fall 2017, Adobe InDesign, 8" x 8"

The main goal is to create a visual hierarchy in a typographic message. Using combinations of size, texture, placement, shape, value, and more, the composition must look interesting with the dominant element as the main title of the text that is the bottom half of it. The content must still be readable and accessible while retaining logical relationships of the text using conventional structure. Visually, it must support that but not necessarily making it conventional itself. Include the main title, dates, locations, descriptive paragraphs, and other information in "How Chocolate Came to Be" to make the hierarchy and specified grids.

Presented by the College of Arts and Sciences

Main Street College Lecture Series:

How
Chocolate
Came to Be

How we experience and understand chocolate today has deep roots dating back centuries.

Professor
Kathryn
Sampeck

Cacao, a tree whose seeds are used to make chocolate, has long been a way for people to understand the world.

Department of
Sociology and
Anthropology

It linked people to each other, plants, animals, places around them, and to the divine.

IllinoisState.edu/Chocolate
(309) 438-5569

Illinois State University
Alumni Center

1101 North Main Street
7 p.m., Tuesday, February 21

Hierarchy II

Graphic Design I, Fall 2017, Adobe InDesign, 8" x 8"

Part II of Hierarchy will give more freedom in creating hierarchy within a grid structure. Size, weight, and even minimal graphics like boxes and lines may be used to create an interesting composition. The achieved hierarchy and design must use spatial (proximity), weight, size groupings. Legibility and proper hierarchy must still be maintained and not left out. Looking back at the first part of the project, consider where your strengths and weaknesses are. Use what you have discovered to improve the second part of the project. The structure of the content must still be in the grid that is specified!

How Chocolate Came to Be

Presented by the College of Arts and Sciences...

Main Street College Lecture Series:

Professor Kathryn Sampeck,
Department of Sociology and Anthropology

How we experience and understand chocolate today has deep roots dating back centuries.

Cacao, a tree whose seeds are used to make chocolate, has long been a way for people to understand the world.

It linked people to each other, plants, animals, places around them, and to the divine.

IllinoisState.edu/Chocolate
(309) 438-5569

Illinois State University
Alumni Center

1101 North Main Street
7 p.m., Tuesday, February 21

Hierarchy III

Graphic Design I, Fall 2017, Adobe InDesign, 8" x 8"

Part III of this project gives even more freedom because of the alternatives and variations of the standard grid format that will be introduced. You will explore different layout variations based on several typographic systems, such as axial, radial, dilatational, random, grid, modular, transitional, and bilateral. The goal of this project is to force yourself to think outside the box. Hierarchy and design will be achieved in different ways for each approach. Legibility and accessibility is still important for the layout while remaining interesting. Also think about your strengths and weaknesses and implement them in this part of the project.

IllinoisState.edu/Chocolate

Presented by the College
of Arts & Sciences

How Chocolate Came to Be

7:00 P.M.
Tuesday
February
21 st

Professor Kathryn Sampeck
Department of Sociology
& Anthropology

1011 North Main Street
@ Alumni Center
Illinois State
University

Main Street College
Lecture Series

(309) 438-5569

How we experience and
understand chocolate today has deep
roots dating back centuries.

Cacao, a tree whose seeds are used to make
chocolate, has long been a way for people to
understand the world.

It linked people to each other, plants, animals, places
around them, and to the divine.

Type Poster

Graphic Design I, Spring 2017, Adobe InDesign/Illustrator, 18" x 24"

Among the list of typefaces, the one that I was assigned for was Avenir. A poster will be designed featuring this single typeface. Before making the poster and moving on with the design, information must be gathered. Then write an essay talking about the historical nature of it, people's opinions of it, how it was used, and more. The poster will showcase the unique attributes of a typeface (such as geometry, funky letters, readability, contrast, playfulness, and more). Some methods to use include cropping, arrangement, phrasing/word play, and more. Display different variations of "uses" or functional aspects of the typeface.

Avenir

(Next)

A B C D E F a b
G H I J K L c d e
M N O P Q f g h i
R S T U j k l m n
V W X o p q r s t
Y Z u v w x y z

Avenir Black

Avenir Medium

Avenir Light

Avenir Next

Condensed Medium

Developed
in **1988.**

The word "Avenir" was originated from the French language and it means "future". Adrian Frutiger developed Avenir and later released by a company called Linotype GmbH. He took inspiration from the 1920's geometric style of sans-serif typefaces, such as Erbar and Futura. What's different about this typeface, however, is that it's not entirely geometric. Instead, it has vertical strokes that are thicker than the horizontal strokes and the letter "o" is not perfectly circle. Finally, it has shortened ascenders, meaning the area of the letter that goes above x-height of the font.

Famous companies, like Snapchat or Walt Disney Parks used Avenir as the main font. In fact, there is a big pattern that showing this font is used for corporate brands. Schools like Wake Forest University has used this typeface as one way to display who they are: "the balance, simplicity, and strength." It was even used in a French presidential election campaign for Francois Hollande.

Reviews of this typeface have said that it has a hint of modernism that was formed in popular design from Europe from the 1930's through 1950's. It is used often for its simplicity and balance. It's a mix between geometric and humanist sans-serif, which makes it very versatile, so it's best used for headline and body.

Point Size: 18 pt.
Leading size: 22.8 pt.

Adrian Frutiger

1 2 3 4 5 6 7 8 9 0

Word Essence

Graphic Design I, Spring 2017, Adobe InDesign/Illustrator, 6" x 6"

Before starting this project, you must design sketches of the word that has been assigned for you. I got the word "deliver". After experimenting with a few on illustrator and focusing on one that works, create a thought-provoking design which illustrates the essence of its meaning. Use minimum supportive graphic elements and a typographic solution will be concentrated on. Your creative solution requires some integration of letters in a compositional space, such as letters floating to the top. You may only need a simple relationship between the letters in the word and not need space as a tool to communicate.

DALIVE



R

A diagram illustrating a geometric relationship. The word "DALIVE" is written in a bold, black, serif font, slanted upwards from left to right. Below the word, the letter "R" is written in a bold, black, serif font. Four thin black lines connect the bottom of each letter in "DALIVE" (D, A, L, I, V, E) to the top of the letter "R".

Identity

Graphic Design I, Spring 2017, Adobe Illustrator, 8.5" x 11"

Design a lettermark for yourself including two or three initials from your name and other graphic elements if necessary. It should express something about you through its formal nature, not content from imagery. Study qualities from a wide variety of logos, logotypes, symbols, and icons. Think about the previous exercises in class and the exploration of a wide variety of combinations, compositions and possibilities endured to feed your creativity. Before focusing on one, create many sketches of designs and choosing some to explore more on Illustrator. When you decide on one, consider gestalt principles of perception and form of letters.



Lettermark

Graphic Design I, Spring 2017, Adobe Illustrator

Design an identity system using the lettermark of your initials, graphic elements, color scheme, and type guidelines. For any identity system in graphic design, the mark is the main visual element to communicate its essence, but it quickly gets applied to a variety of forms and contexts. You will handle three different forms of identity while making them feel like they belong together. You can choose between business cards, letterhead/envelope, resume, invoice, packaging, promotional materials (brochure, booklet), website homepage/portfolio page, and more. You must find unifying elements in type, color and composition to bring pieces together as an identity system.





Kelly L. Zhang

KLZdesigns

215 E. Mulberry St. Apt. #3
Normal, IL, 61761





To whom it may concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Sincerely,
Kelly Zhang
Graphic Designer,
KLZdesigns

kllyzhng919@yahoo.com

215 E. Mulberry St.
Apt. #3, Normal,
IL, 61761

(312) 593-4668

Animal Icon

Graphic Design II, Spring 2018, Adobe Illustrator, 8x8"

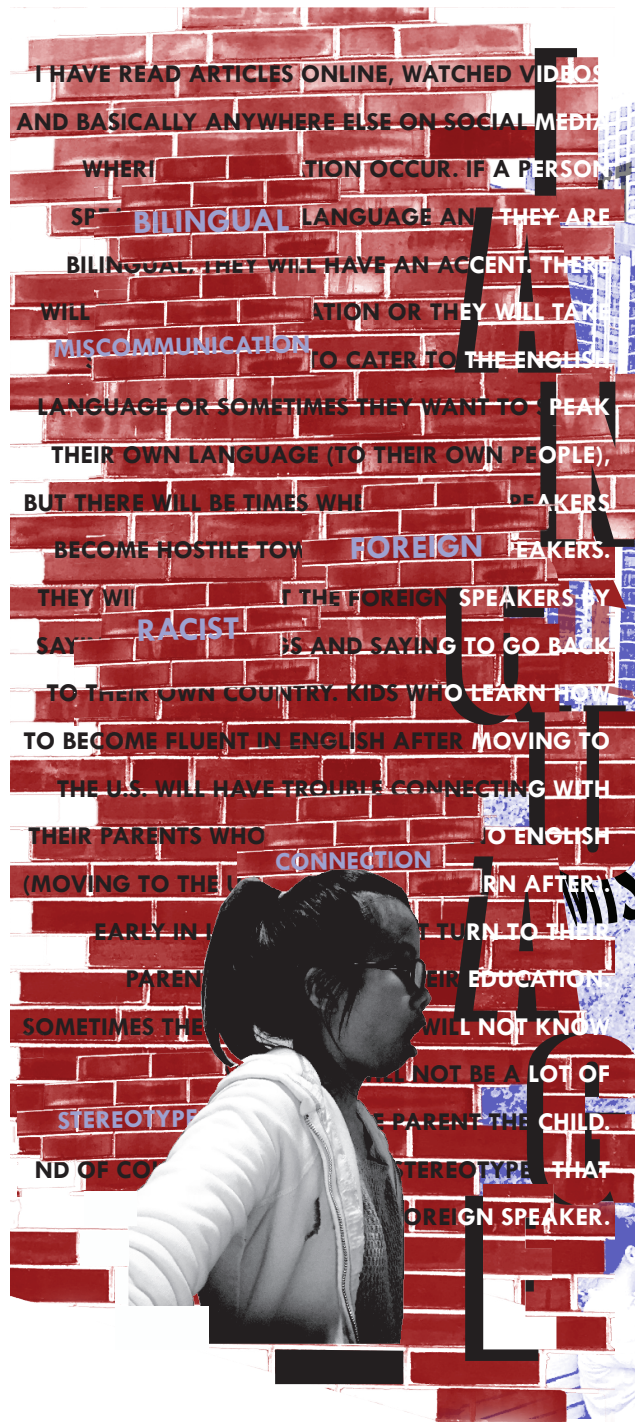
First, it is needed to first research a couple of pictures of a desired animal to study. Taking those pictures, it is then needed to make about fifty sketches of different icons to work from. They can be geometric, abstract, or organic. Consider any gestalt principles. Consider using different ways of using lines, shapes, or both. Show the texture of the animal. The whole body should be displayed. Choosing one or two sketches, refine them and make sure they are simplified enough to work with on Illustrator to make the scanned and drawn animal icon. Must be black and white.



Experience Poster

Graphic Design II, Spring 2018, Adobe Illustrator, 18x24"

This project allows us to reflect on an influential experience. Through designing a poster, you are informing other people of your learning. The first step is to start writing a list of experiences I have had so far. Picking one that's the most important, I will write an essay justifying the significance for awareness of social issue. Next, I pick three photographs, and it is expected to take photographs that are my own. A vector image can be used. At least two should be collaged together. Think outside the box and think how I can make the poster not a regular rectangle. This digital or analog poster should be three colors. Choose two methods of combining type of image based on "Type, Image, Message" by Nancy Skolos and Tom Wedell. Use three different sizes of text and use hierarchy for images and text (remember grid, also).



I HAVE READ ARTICLES ONLINE, WATCHED VIDEOS
AND BASICALLY ANYWHERE ELSE ON SOCIAL MEDIA
WHERE MISCOMMUNICATION OCCUR. IF A PERSON
SPEAKS BILINGUAL LANGUAGE AND THEY ARE
BILINGUAL, THEY WILL HAVE AN ACCENT. THERE
WILL BE NO MISCOMMUNICATION OR THEY WILL TAKE
MISCOMMUNICATION TO CATER TO THE ENGLISH
LANGUAGE OR SOMETIMES THEY WANT TO SPEAK
THEIR OWN LANGUAGE (TO THEIR OWN PEOPLE),
BUT THERE WILL BE TIMES WHEN SPEAKERS
BECOME HOSTILE TO FOREIGN SPEAKERS.
THEY WILL TALK ABOUT THE FOREIGN SPEAKERS BY
SAYING RACIST THINGS AND SAYING TO GO BACK
TO THEIR OWN COUNTRY. KIDS WHO LEARN HOW
TO BECOME FLUENT IN ENGLISH AFTER MOVING TO
THE U.S. WILL HAVE TROUBLE CONNECTING WITH
THEIR PARENTS WHO DO NOT SPEAK ENGLISH
(MOVING TO THE U.S. EARLY IN LIFE).
EARLY IN LIFE, THEY TURN TO THEIR
PARENTS FOR THEIR EDUCATION.
SOMETIMES THE PARENTS WILL NOT KNOW
HOW TO SPEAK ENGLISH. THERE WILL NOT BE A LOT OF
STEREOTYPES IN THE PARENT-CHILD
RELATIONSHIP. THE PARENTS DO NOT HAVE
A LOT OF CONCEPTS OF STEREOTYPES THAT
A FOREIGN SPEAKER.



STEREOTYPES
CONNECTION
FOREIGN
ACISM
BILINGUAL
MISCOMMUNICATION
CULTURAL
DIFFERENCE
BROKEN
SPEECH