

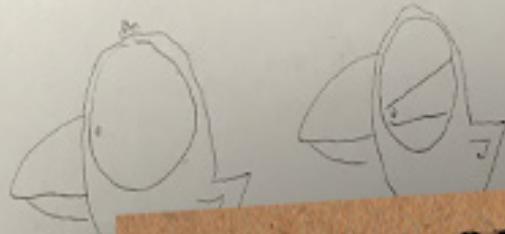


# Unconscious paper-scrap

Lisa Marie Becht Rojas  
Style: Doodle / Hand drawn

SPONTANEOUS

LINE  
WORK



UNCONSCIOUS PAPER-SCRAPS

DOODLE / HAND DRAWN



absent-minded

# Colour Code



No. 16235d

R 22  
G 35  
B 93

C 100  
M 93  
Y 36  
K 25

A dark blue reminding of inc, a professional colour blending into the background.



No. efeadd

R 22  
G 35  
B 93

C 100  
M 93  
Y 36  
K 25

No clean paper colour, but a more parchment tone for a variation between the paper themed tones.



No. 000000

R 0  
G 0  
B 0

C 0  
M 0  
Y 0  
K 100

Black inc or the shadow of the paper. A balance of colours in order to bring some contrast to the two lighter colours.



No. 826344

R 130  
G 99  
B 68

C 36  
M 50  
Y 68  
K 37

The colour of cardboard and carton which reminds of a very DIY mood and implies a rustic approach.



No. ffffff

R 255  
G 255  
B 255

C 0  
M 0  
Y 0  
K 0

A pure white which is the base of every doodle or drawing. This colour is the very base of the theme.

# Typeface



The irony of a typeface in the doodling theme can be interpreted in two ways. On one side, it is impossible to give the hand-drawn style a typeface since per definition hand drawings will be irregular and spontaneous. But on the other hand, a very basic, well known and common typeface which inspires comfort and peace can be the perfect compromise.

This is why I chose Times New Roman in different Type Styles for my project document.

## Title

Times New Roman bold

## *Subheader*

Times New Roman italic

## Text

Times New Roman regular

# Text example

*Here you will find a very true historical depiction of the history of doodling (part 1).*

One can say that the first doodle originated a long long time ago in a country very far away. So let's travel to Indonesia, more precisely to the Lubang Jeriji Saléh cave, in East Kalimantan, Borneo. Right there, 40 000 years ago an aspiring doodler and passionate artist decided to draw a bull. Unfortunately, he did not explain the inspiration and motivation behind the doodle. But we can imagine that it was an absent minded drawing he probably made while on the phone with his grandma.

After the infamous era of cave-doodles, some pretentious millenias passed where paint and brushes were trying to oppress our favourite art-form. An underground society of doodlers and pencil enthusiasts had to fight for their right in a world of Raphaels and Sandro Boticellis. But even the most famous Renaissance painters sometimes inclined into this famous weakness. Michelangelo has been famously discovered as a secret hand drawer/doodler.

# Text example

*Here you will find a very true historical depiction of the history of doodling (part 2).*

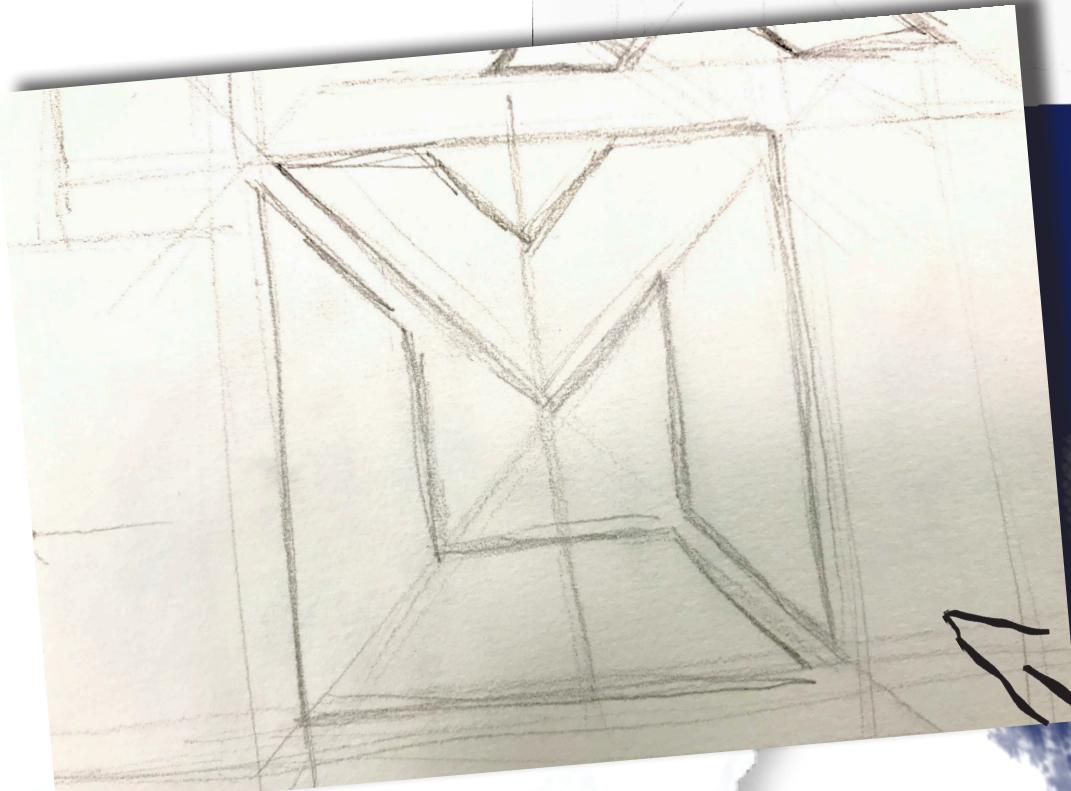
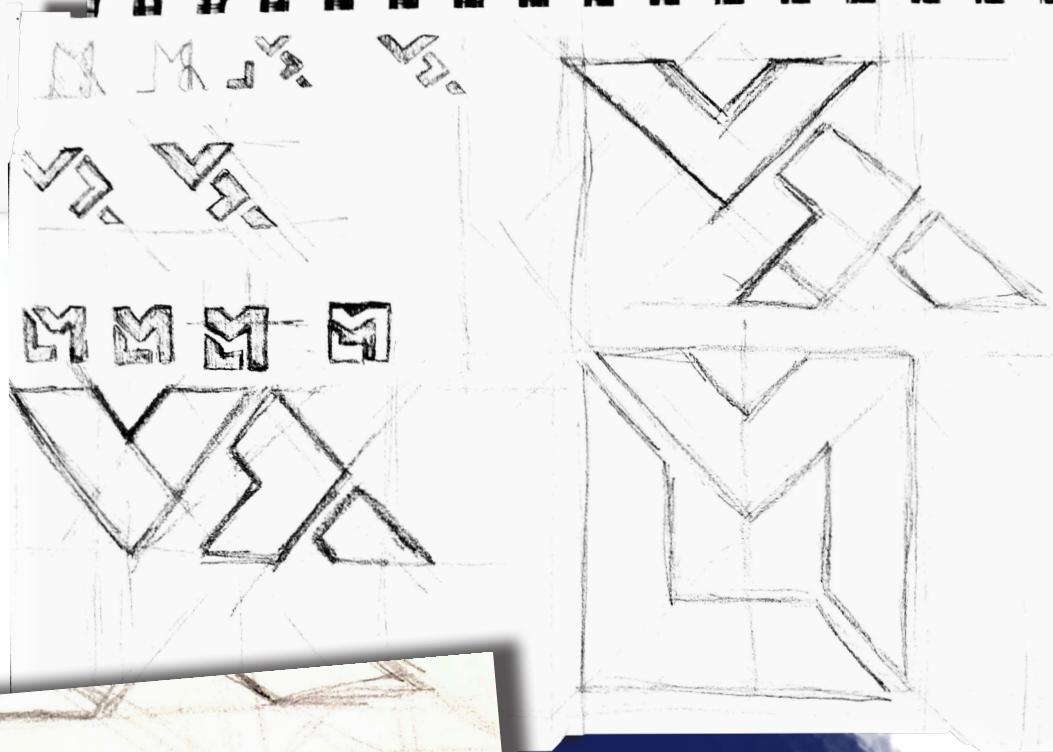
A little further down in history the biggest nemesis of the doodling universe entered the public eye. The trinity of 1977 of microcomputers (the Apple II, the TRS-80 Model I, and the Commodore PET) became very common in the 1980ies. These computers mark a dark age for the doodling community. The digital revolution replaced phone doodles and spontaneous scribbles in class, which created a new underground movement.

Keith Haring was one of the big artists of the 21st century to dignitimize the doodles and advocate for the cause of the hand-drawn doodle society. He was a voice for a generation of suppressed doodle enthusiasts and created a gateway for more and more people to join the movement.

With the rise of Pinterest, the hand drawings and doodles became a new popularity. And we are now in the golden age of doodling again. But we can see tablets,iPads and other options starting to threaten our favourite art-form of the throne.



# Logo



First in the  
running

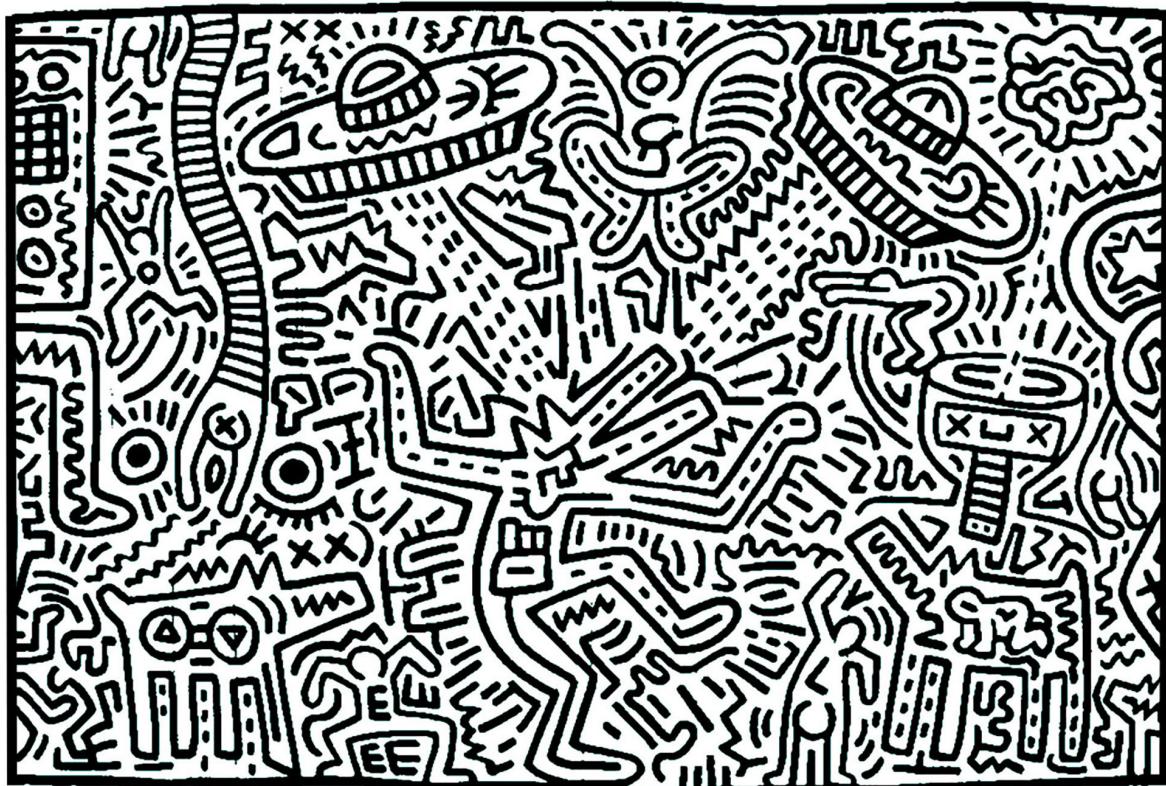
# Size examples

File type: JPG

File name: 010102\_Keith-Haring\_Big.jpg

010102\_Keith-Haring\_Medium.jpg

010102\_Keith-Haring\_Small.jpg

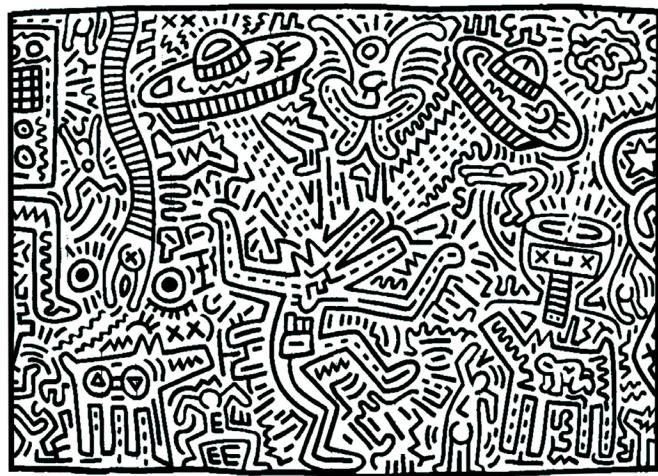


Mac Book 12-inch (LARGE)

Res: 2304 x 1440 - 72 pixel/inch

Size: 990 KB

Compression: 70%



iPad Pro (MEDIUM)

Res: 2048 x 1536 - 72 pixel/inch

Size: 986.2 KB

Compression: 70%



iPhone 7 plus (SMALL)

Res 1920 x 1080 - 72 pixel/inch

Size: 767.3 KB

Compression: 70%

# Structure

