Book cover:

Goal: To convey and understand the expressive potential of typography through form and structure, and to think of type as an interpretive, expressive medium. The early modernist movements served as passionate “voices” reacting to their social/political environment through typographic form, language, performance and activism. The energy of a new world order replaced the passivity of the past. Form and voice merged into a dynamic whole. The rapid advancements in science, technology and social order demanded banning the old and forming the new. This book jacket extends beyond the typographic to include the cultural motivations, technologies and beliefs of the early modernists within the De Stijl movement.

Parameters Included: conduct research on assigned movement, check out one book from library about assigned movement, brainstorm to find visually metaphoric possibilities.

Modern Typography:

Example of impartial information presented in an objective manner in the style of high modernism. The theories and aesthetic guidelines of high modernism are examined-the roles of the grid, legibility, the “rules” of typography, the Swiss International Style, perception theories-as a means to create clear communication. The goal was to use minimal means for the maximum message.

Parameters Included: use of only black and white, no use of imagery, text used to create clearly organized and legible type with interesting asymmetrical space, typographic organization must be based on pure presentation of form, must be completed in the Swiss International Style, text organized using grid structures and mathematical spatial divisions, establish clear hierarchies.

Symbol Design:

A symbol is a sign or a simple, elemental visual that stands for or represents another things beyond its immediate meaning. Well designed symbols convey information, express meaning and are quickly recognized. A distinct sign also is appropriate for the idea or thing that it represents, can be reproduced in color and black & white, and can be reproduced at various sizes. Goal: to explore conceptual development skills and to understand the functional purpose of a symbol as representative of communication.

Parameters Include: the symbol must be reproduced with reductive language (black & white, basic shapes, etc.), display three various sizes of symbol on separate sheet of paper.

Vote Poster:

Social responsibility is being discussed more and more frequently within the graphic design profession. Graphic design is a powerful means of communicating civic messages and stimulating thinking about the issues that define our world. A handbill can be designed well with a civic message about the act of voting. This project introduced the importance of a social and ethical approach to my work. The primary intention of this project was to explore various aspects of the fundamental design principle of contrast. Required to experiment with: negative/positive relationships, scale and patterning, framal reference, Gestalt theory, design principles and elements.

Parameters Include: message must be nonpartisan, black and white only, punctuation used must be from the Futura font family, use only letterforms and punctuations to visually interpret an idea or saying about voting.