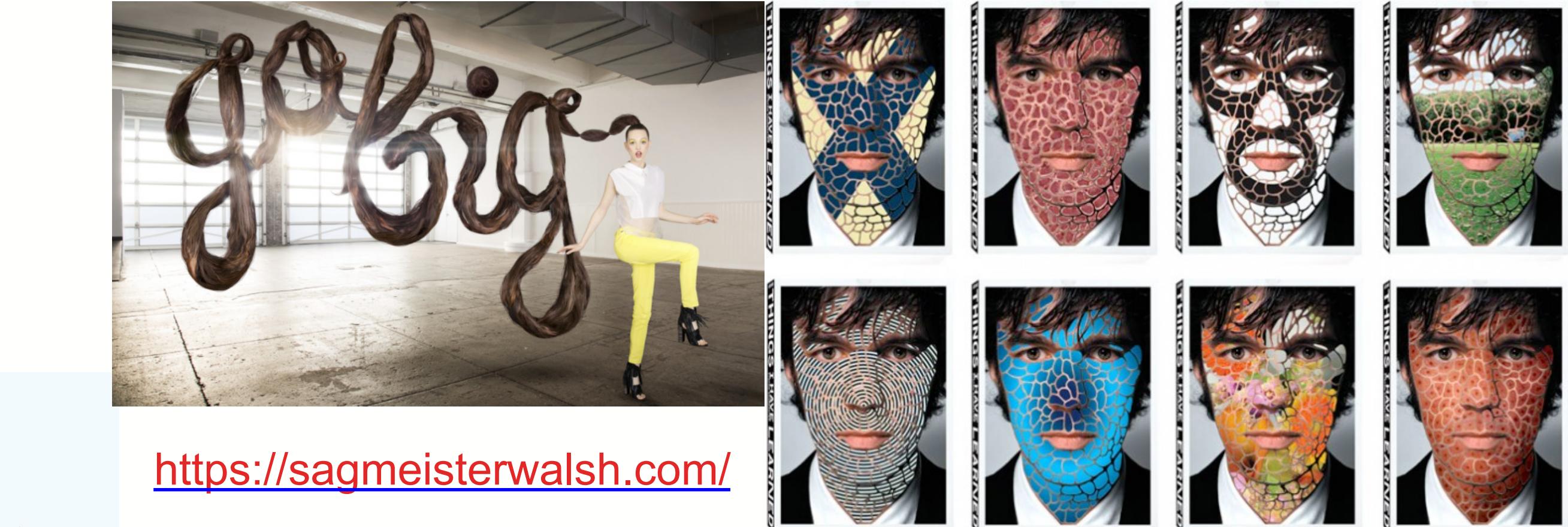
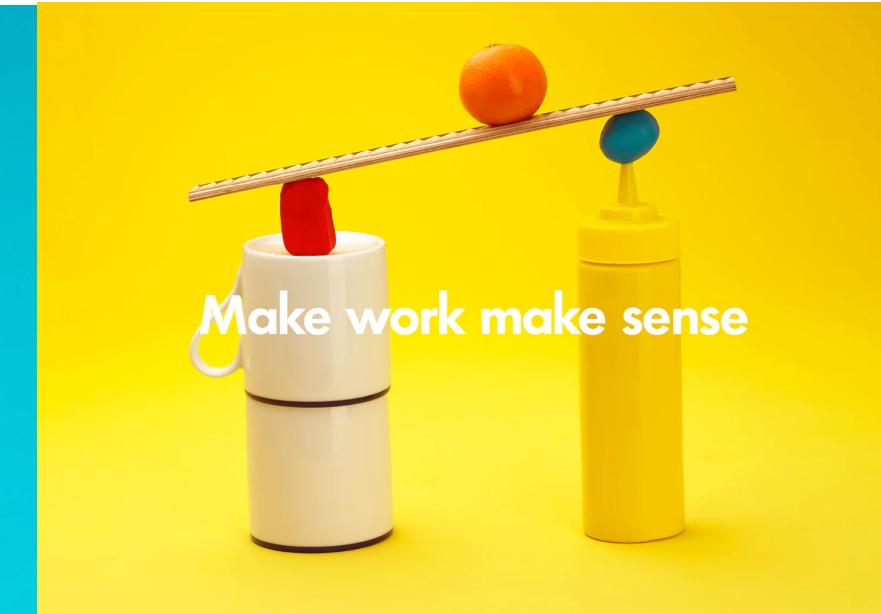
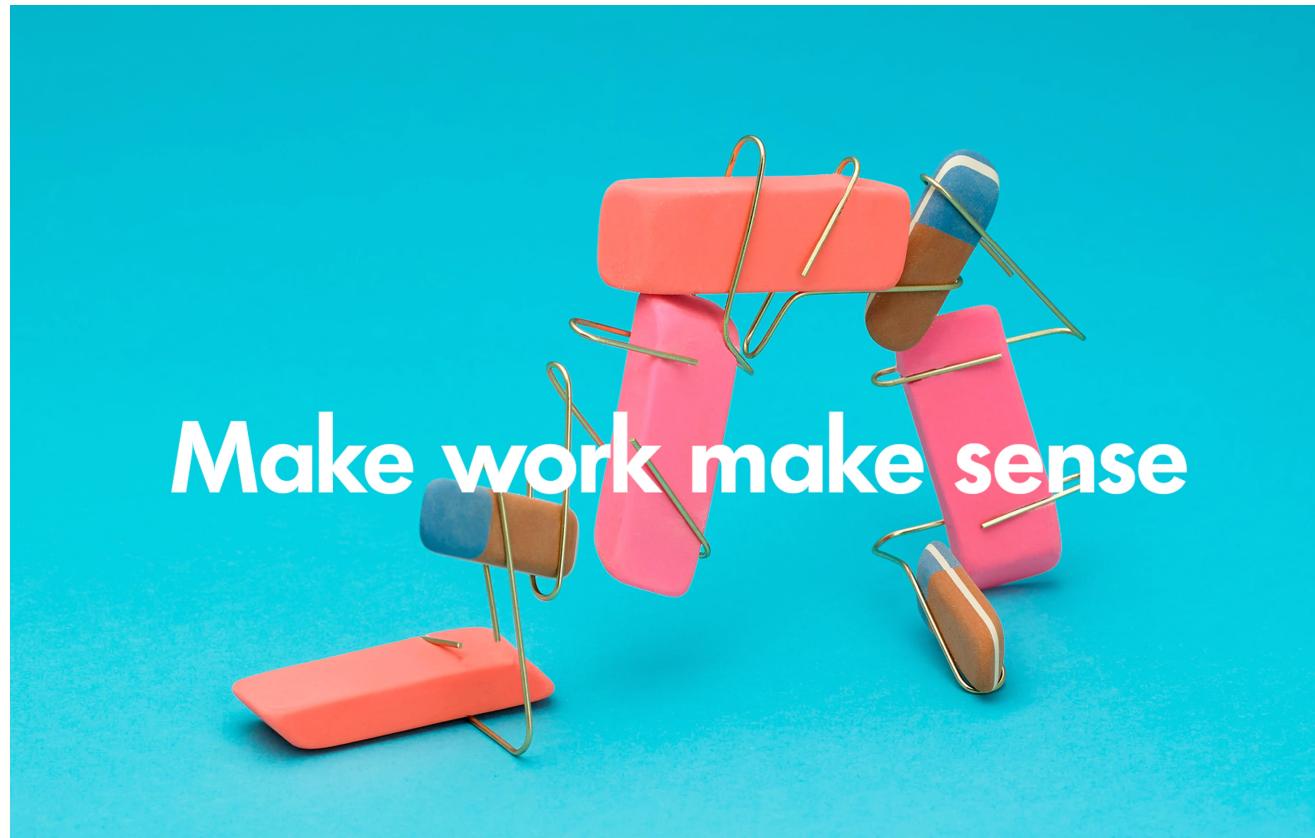
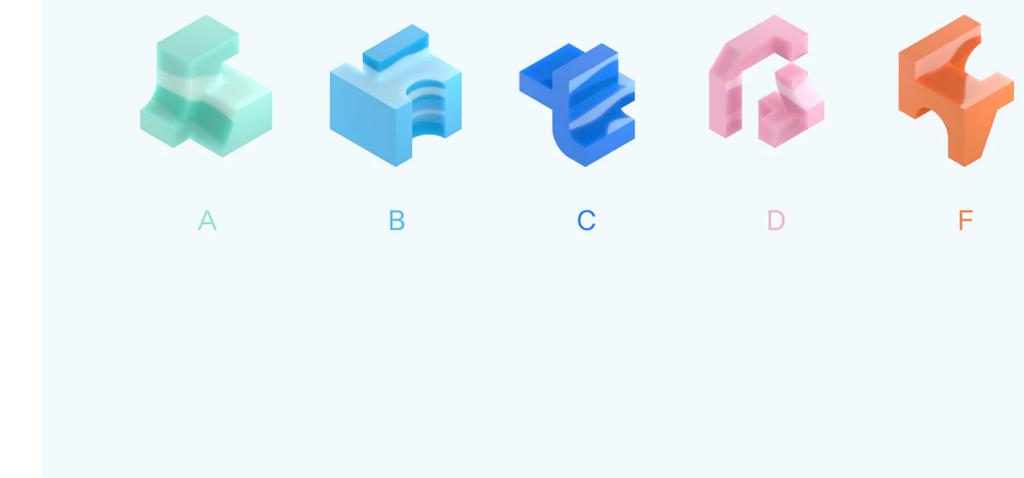


Design Inspiration

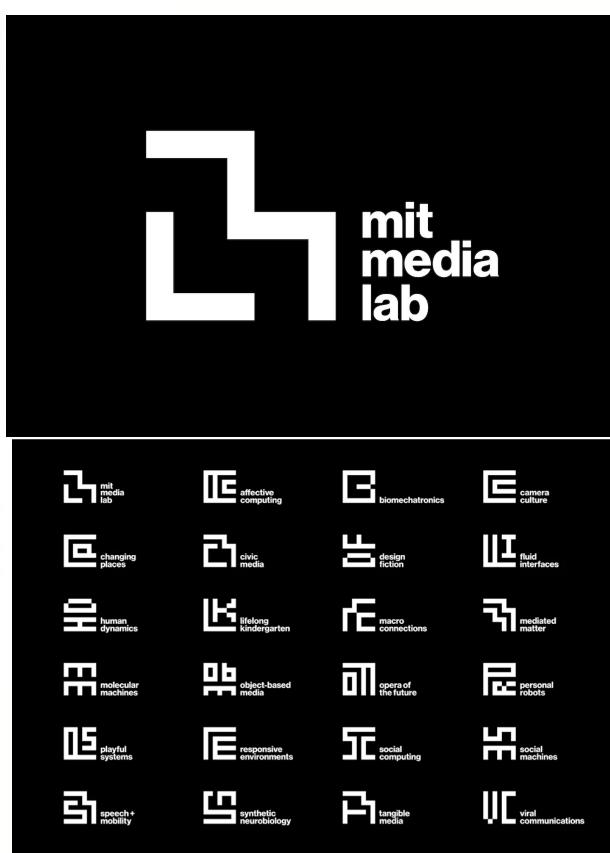
BRANDING +



<https://sagmeisterwalsh.com/>



<https://www.pentagram.com/>



MAD MAD MAD
MAD MAD MAD

[michael bierut](#)

[paula scher](#)

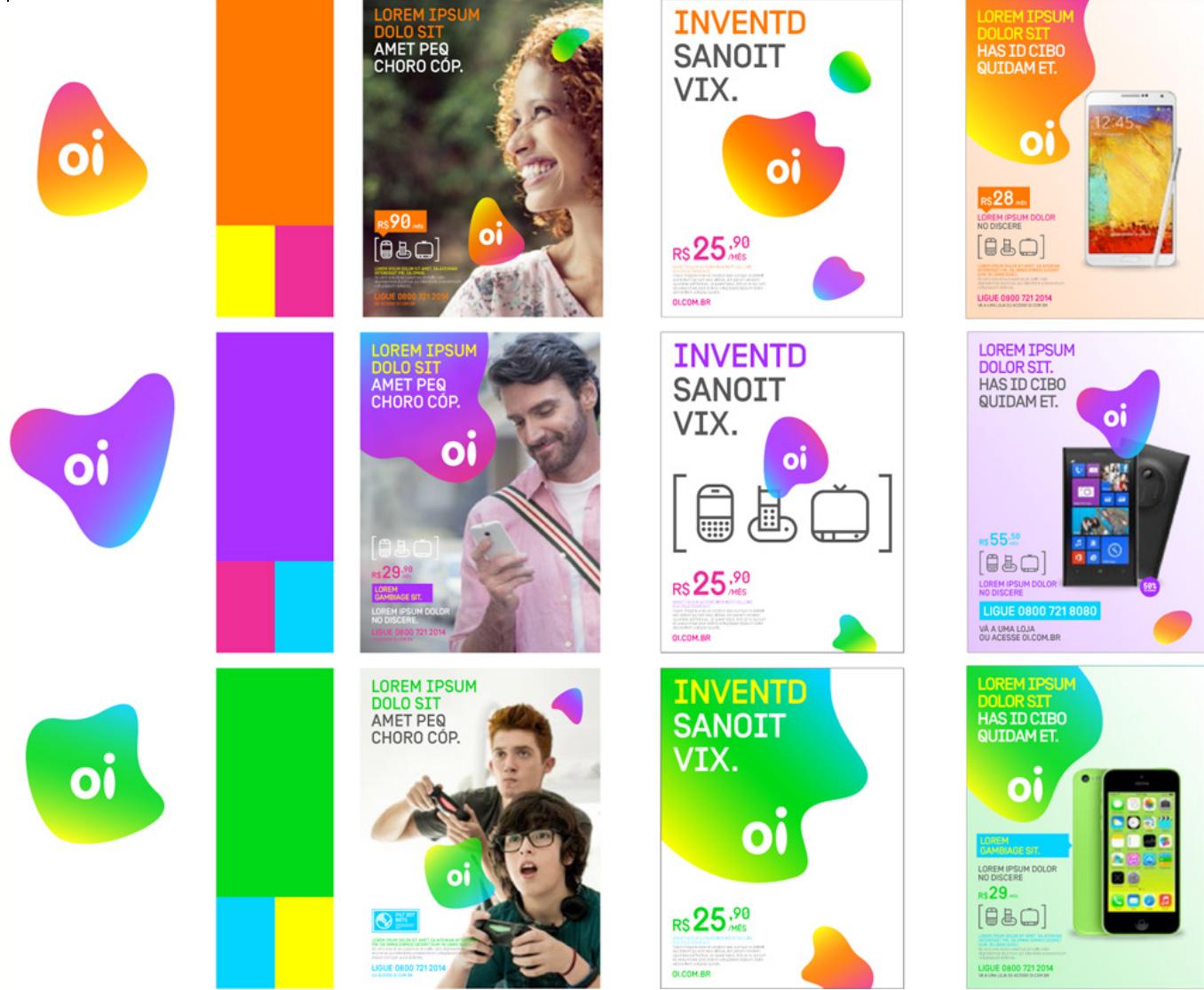
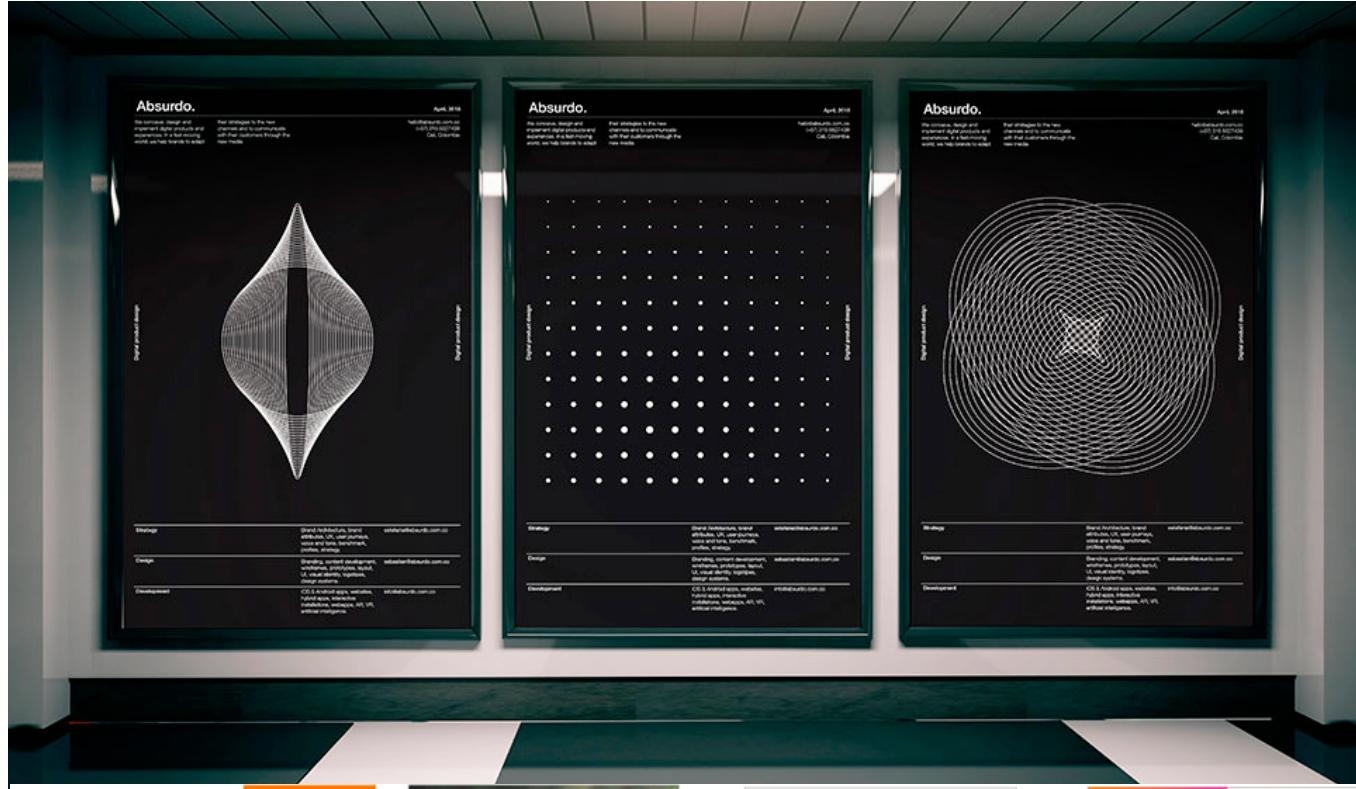


[Baboon brand design](#)

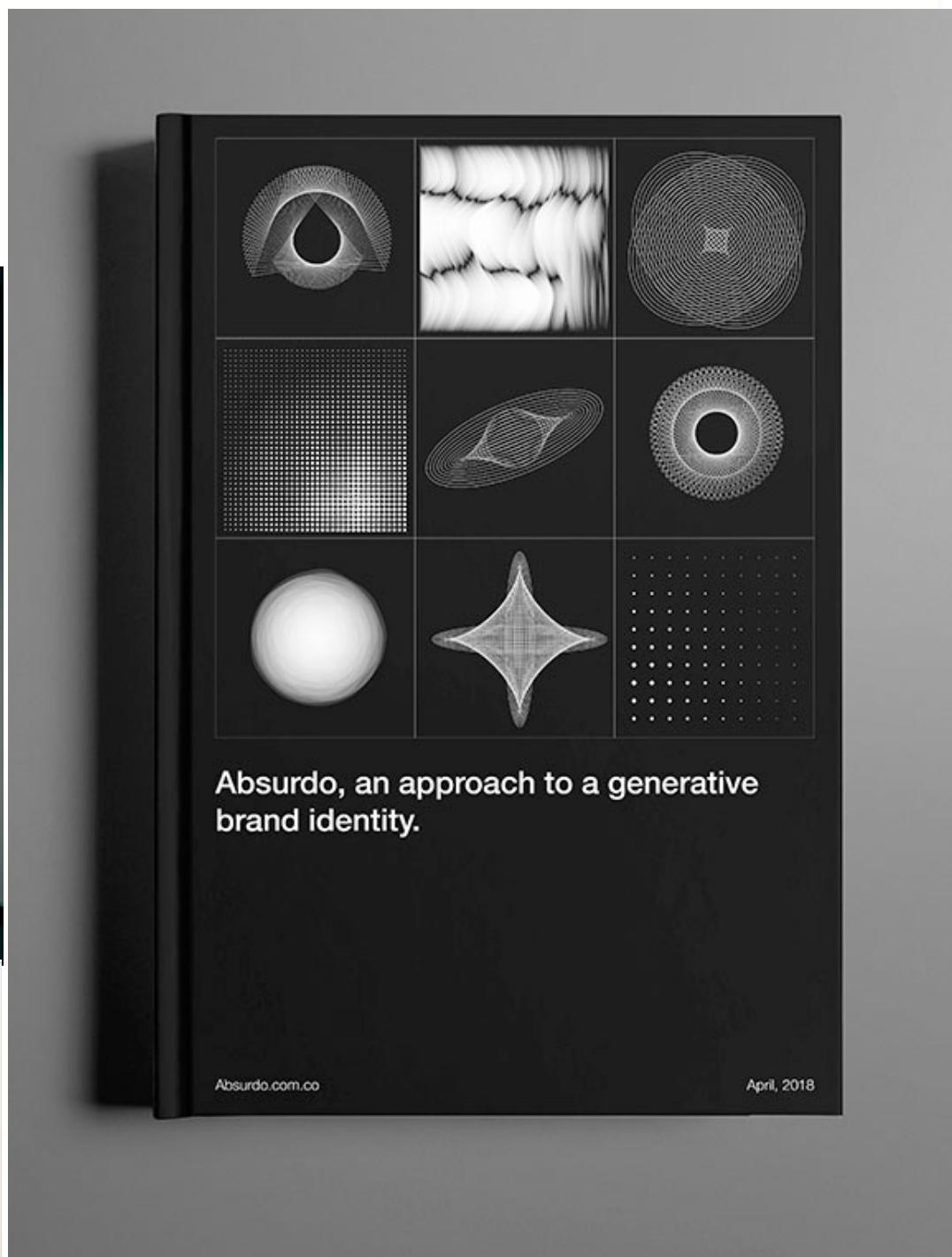


GENERATIVE BRANDING

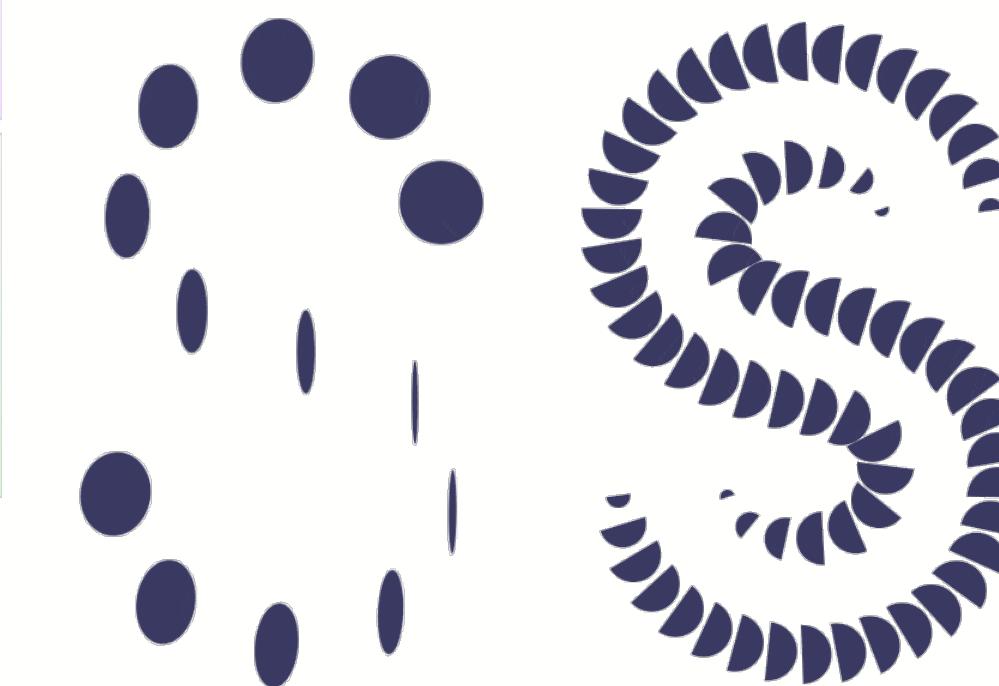
[absurdo](#)



[algorithmic design](#)



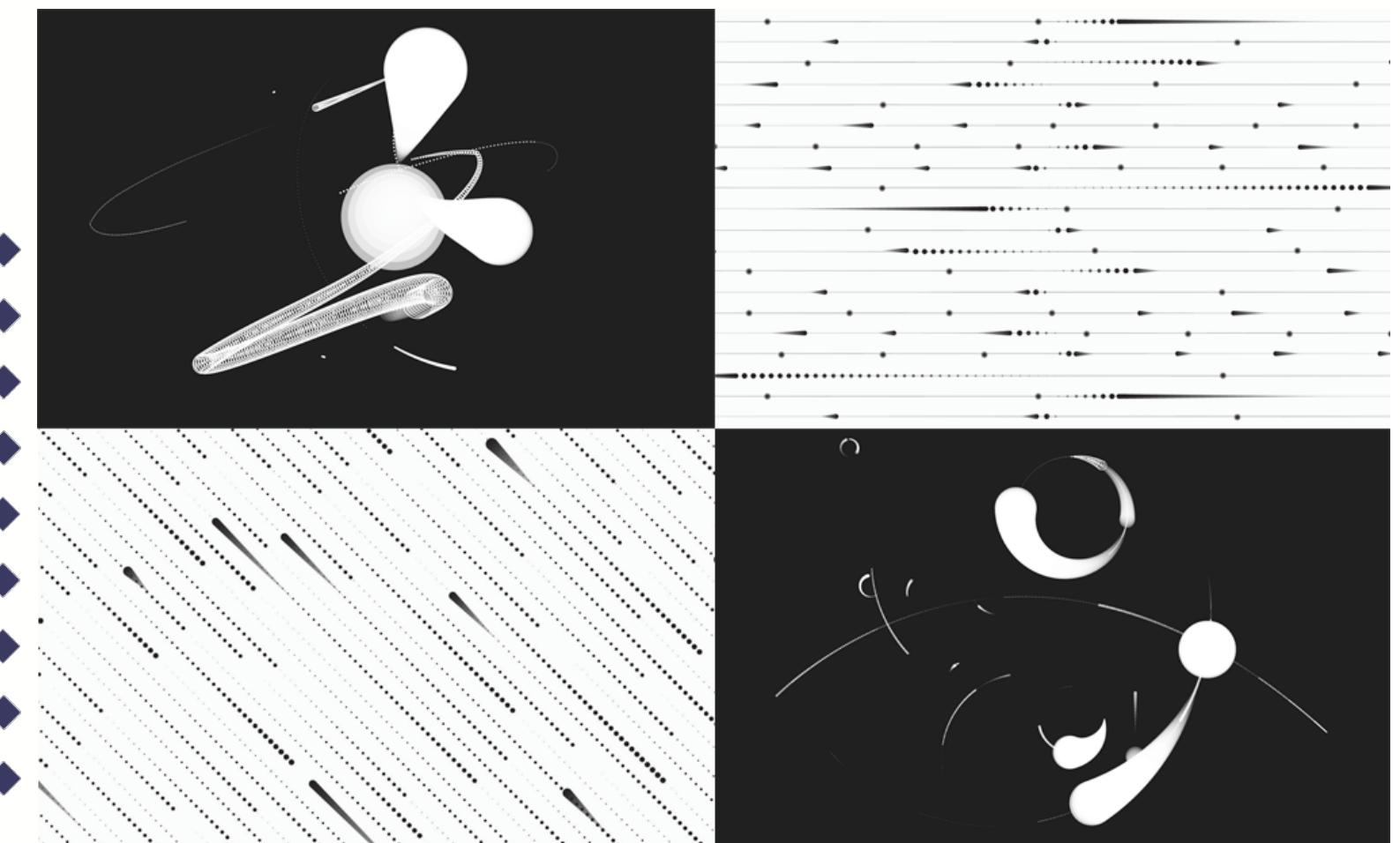
[oi from wolff olins](#)



[sydney school logo by For The People](#)



[primary by brando](#)



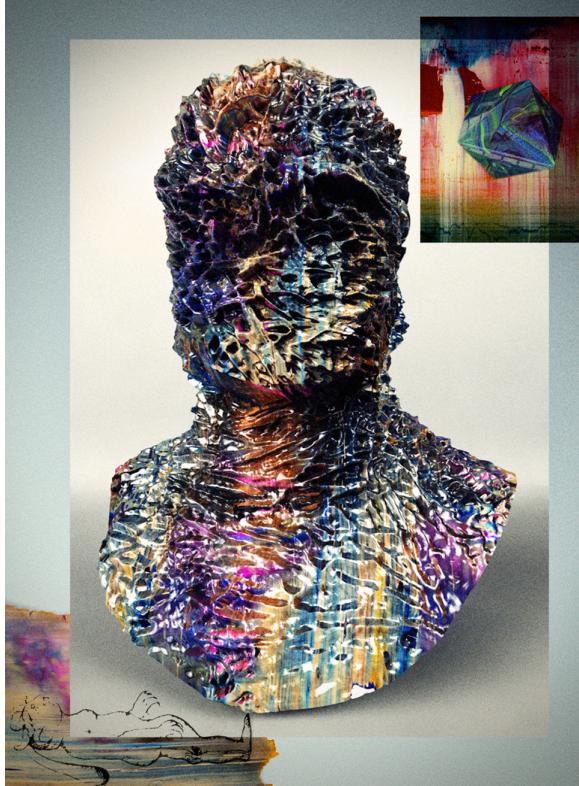
[fugue software >> by Sagmeister&Walsh](#)



DIGITAL ART



theo triantafyllidis



jon rafman



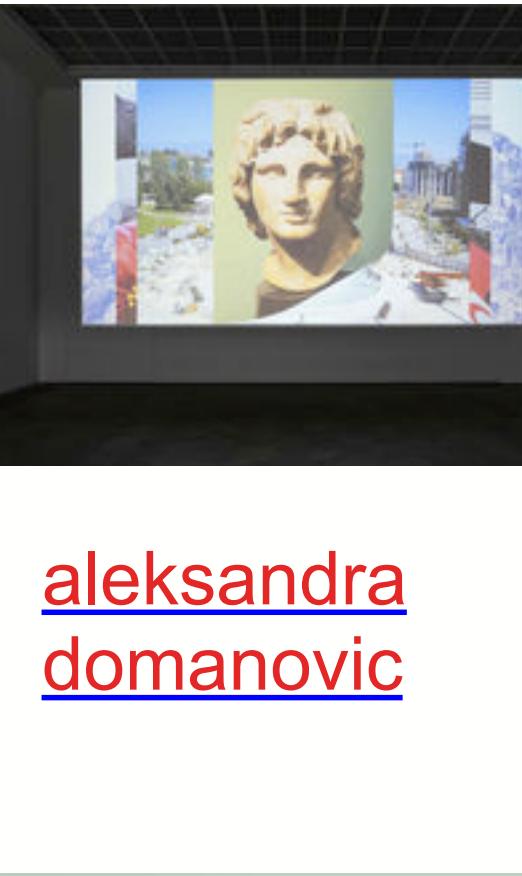
ian cheng



hito steyerl



Pattern based on original design
© Hito Steyerl, Courtesy the artist and Andrew Kreps Gallery, New York



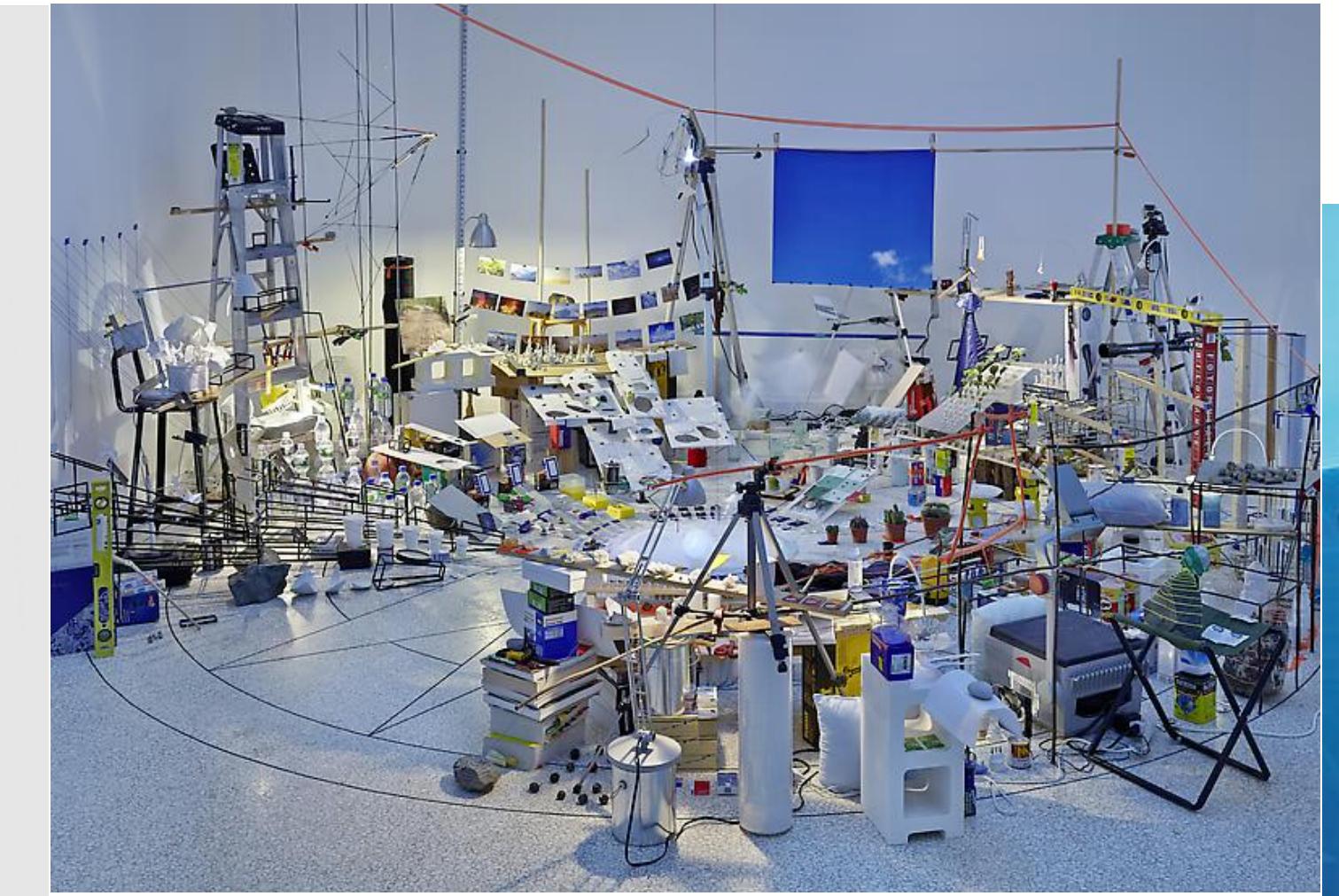
aleksandra
domanovic



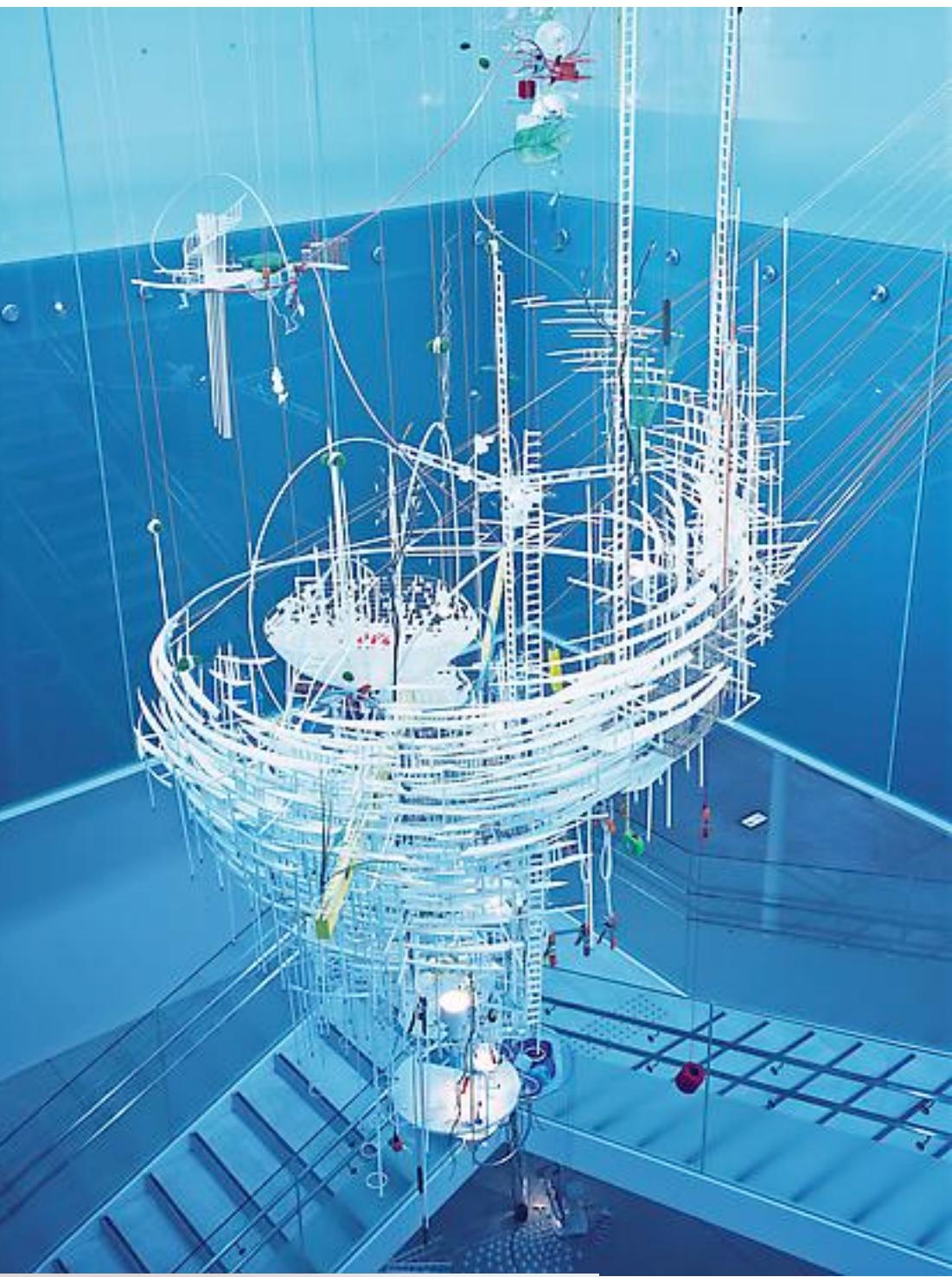
SCULPTURE



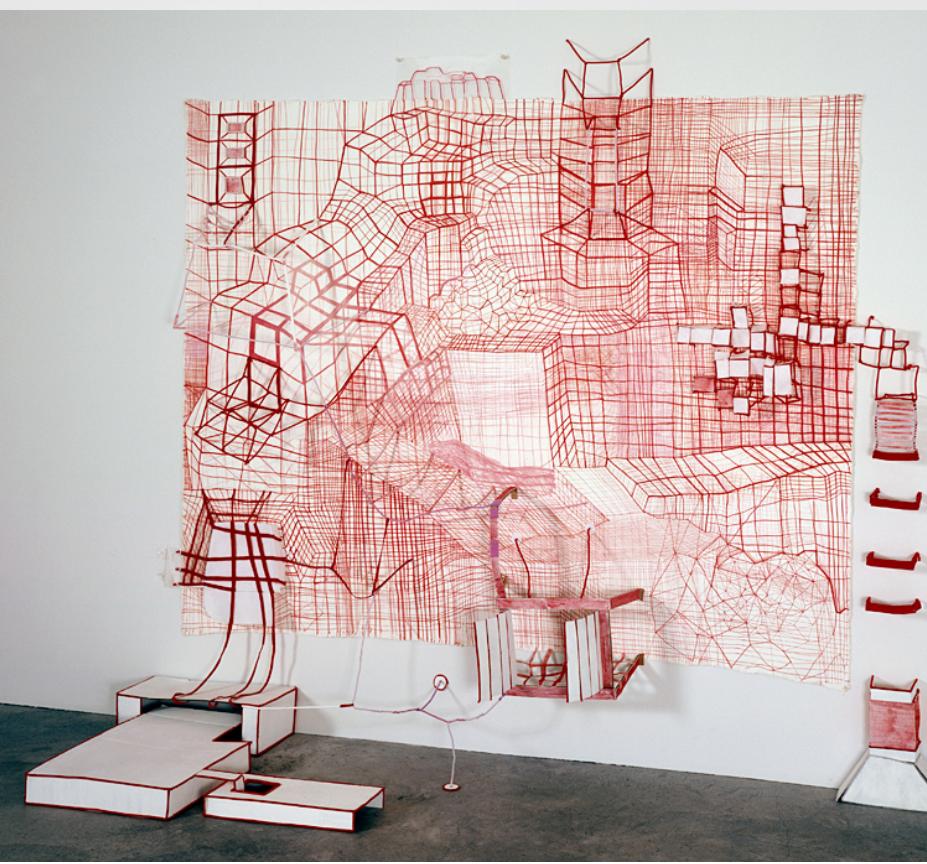
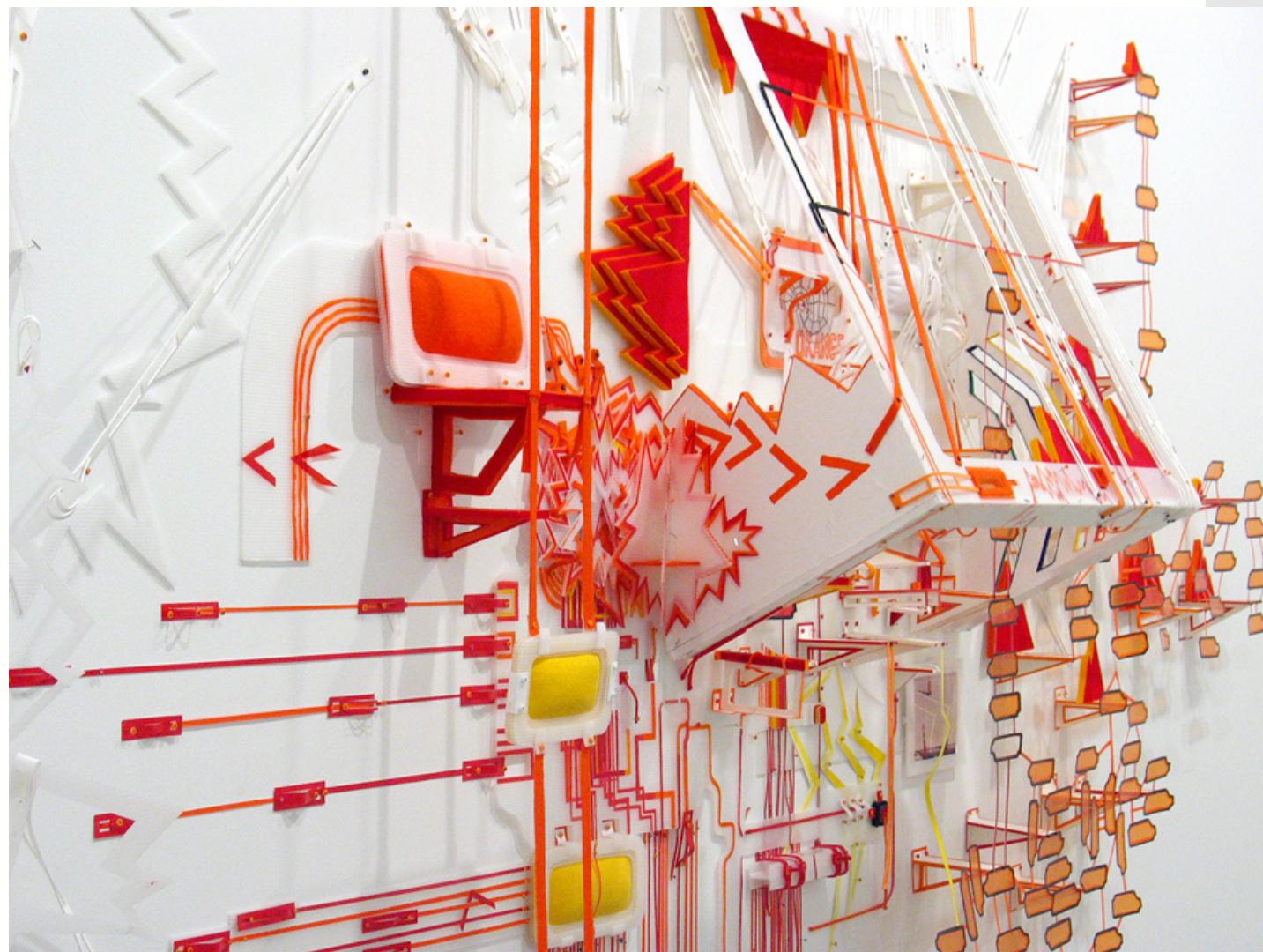
isa genzken



sarah sze



diana cooper

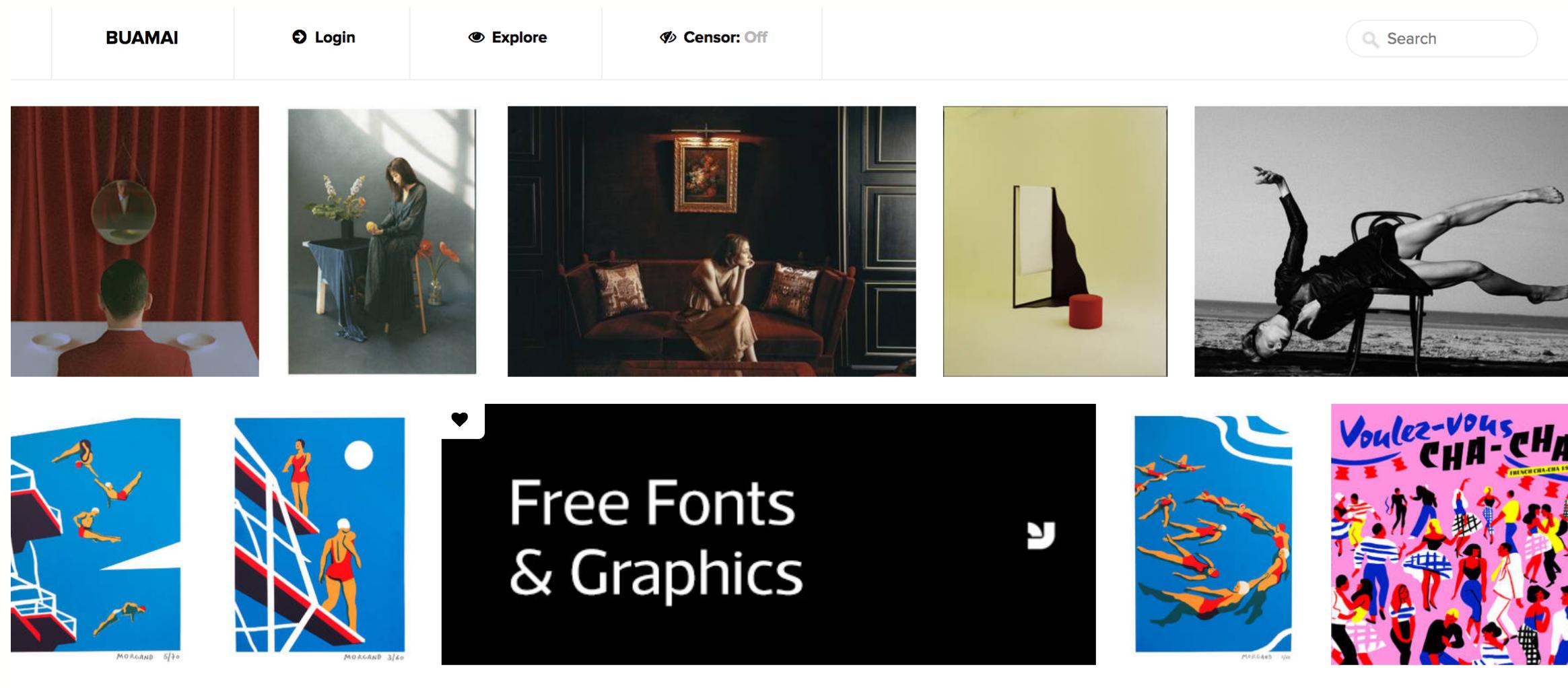


jessica stockholder



INSPIRATION STARTERS

<https://www.buamai.com/>



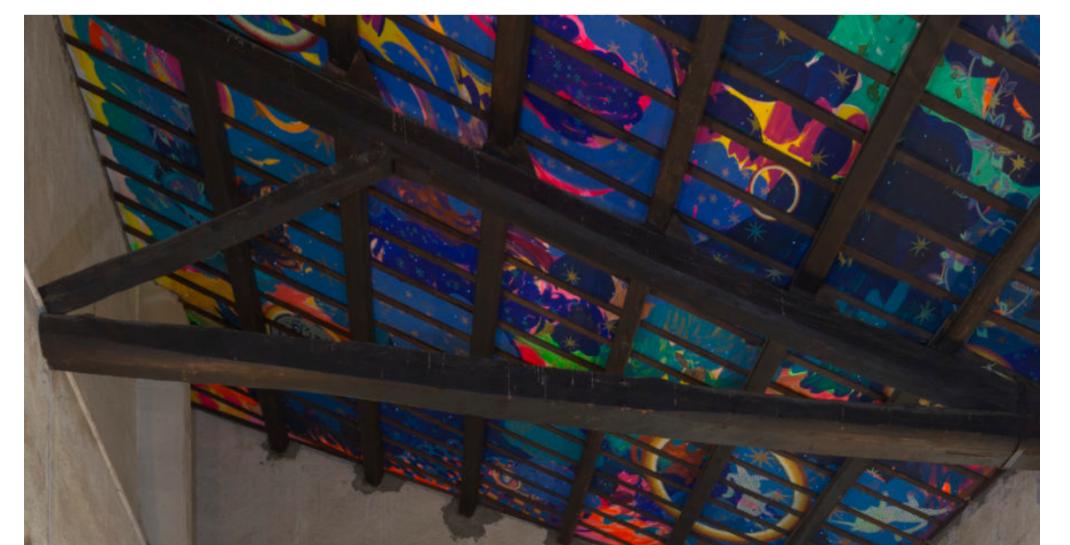
<http://www.contemporaryartdaily.com/>

Contemporary Art Daily

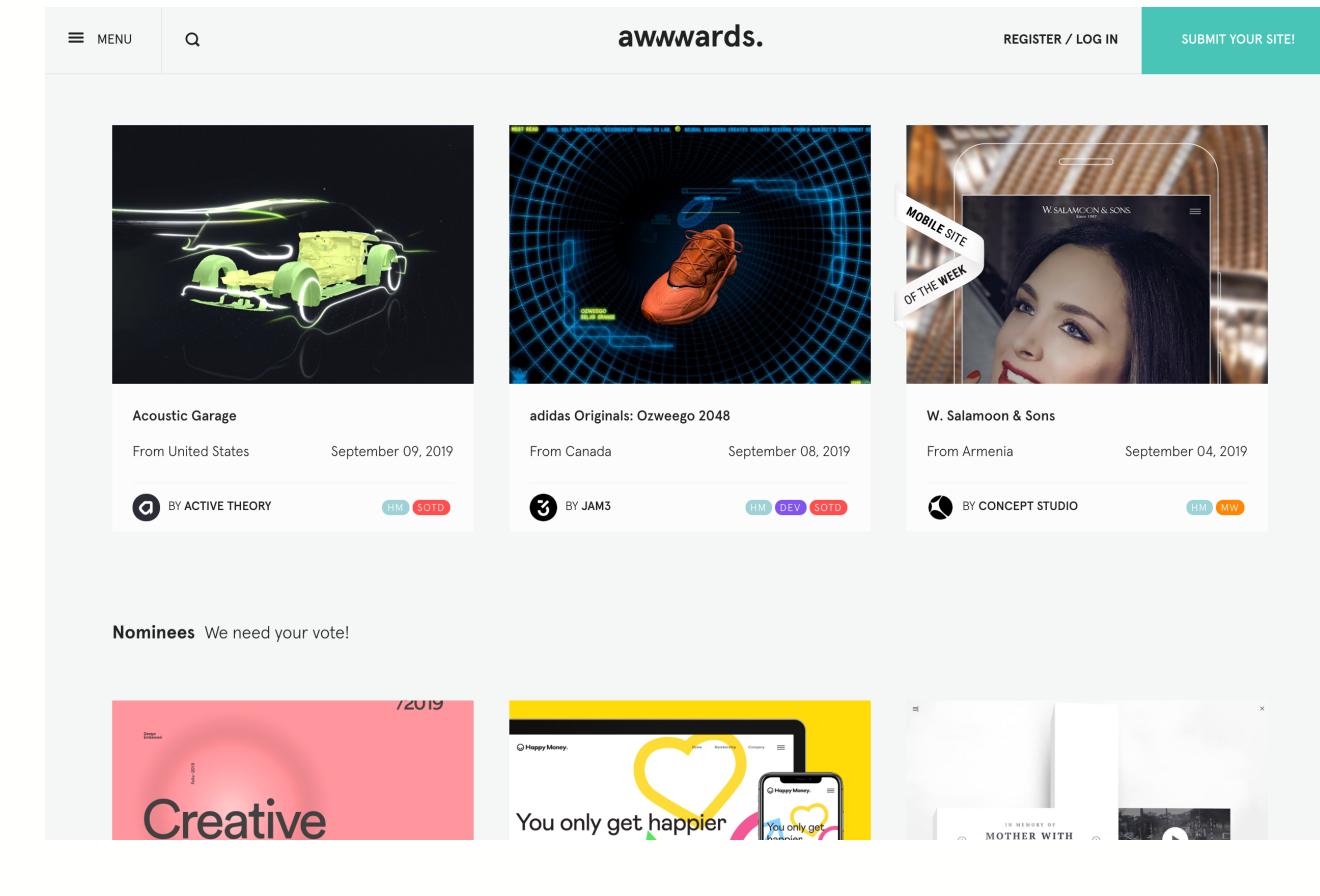
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September 9th, 2019

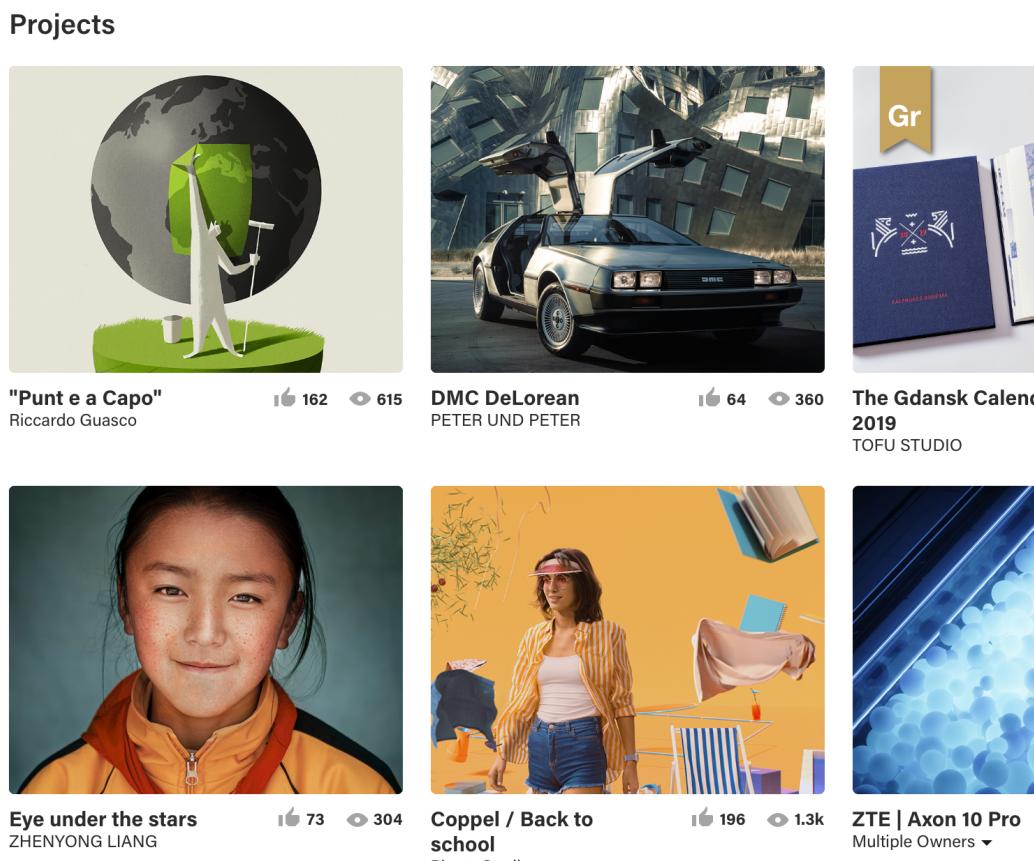
Laura Owens at Sant'Andrea de Scaphis



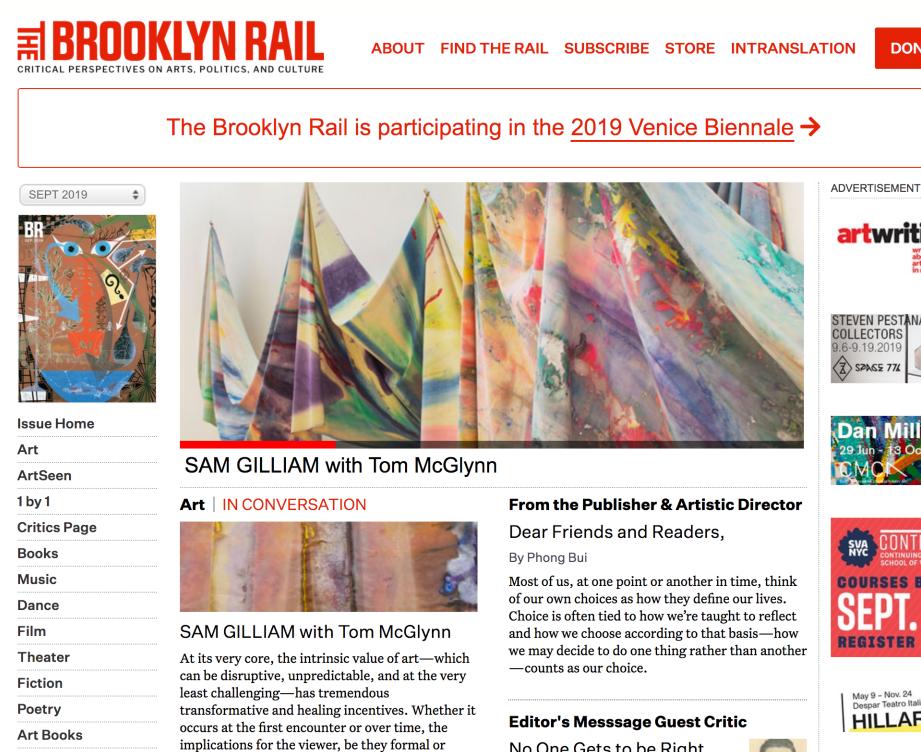
<https://www.awwwards.com/>



<https://www.behance.net>



<https://brooklynrail.org/>

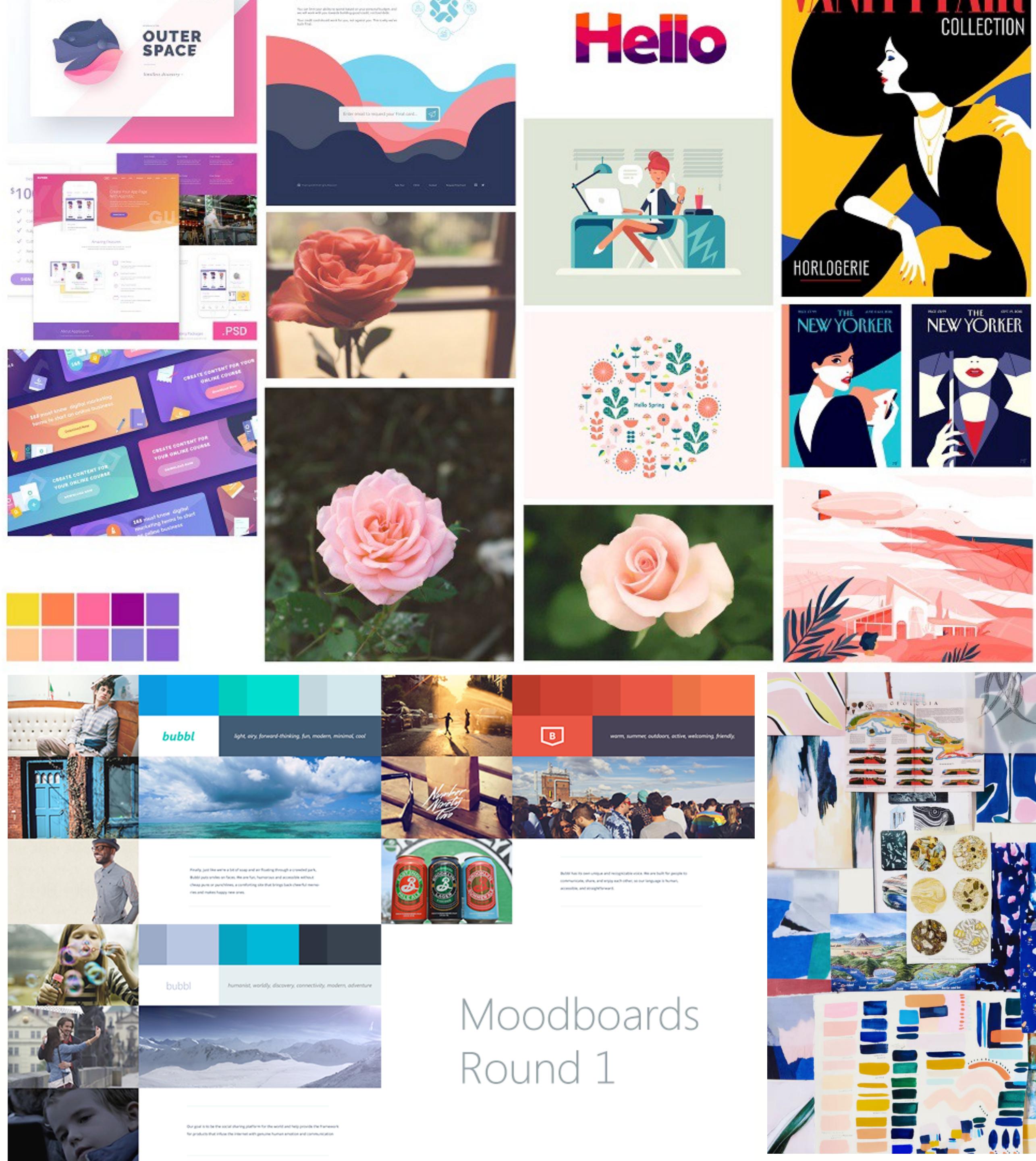


WHAT ARE YOURS?

MOODBOARDS

Start thinking of your projects and gathering materials for mood boards

Color combos, fun fonts, images, examples of what you want to do



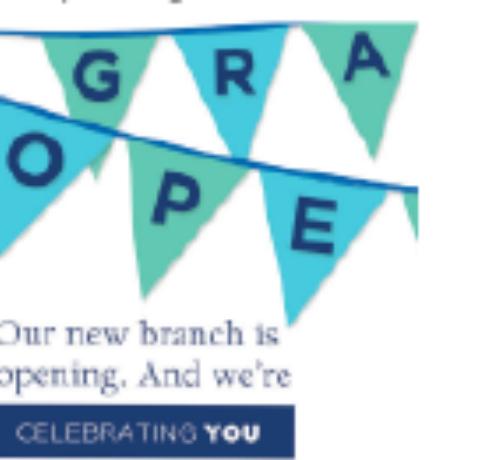
Moodboards
Round 1

MOODBOARDS

You can keep it general for now, as you still have some time before Midterm.

[class outline >>](#)

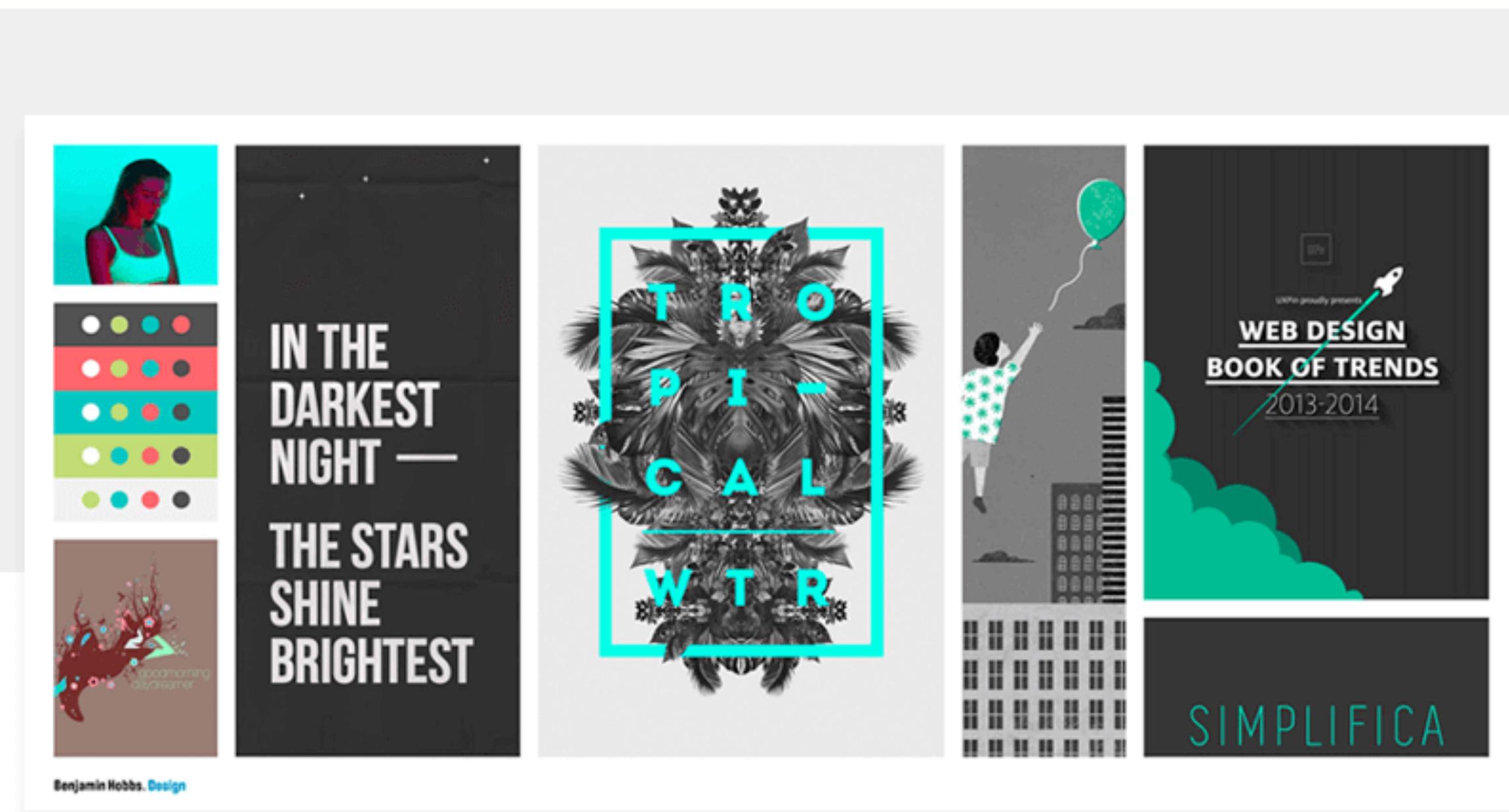
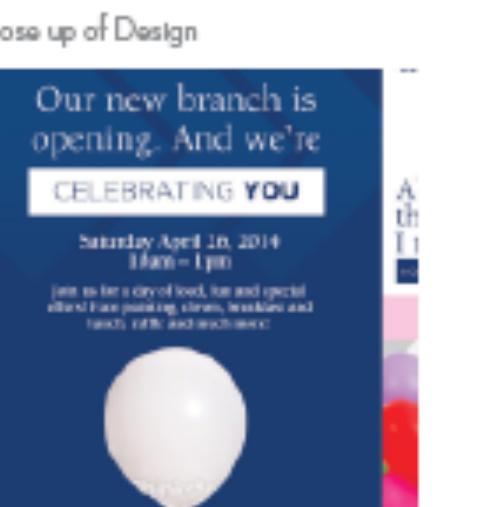
9 x 6 : Postcard
fun
quirky
banner



CONCEPT 2
4 x 6 : 3 Fold
cheerful
ribbon
confetti



CONCEPT 3
10 x 14 : 2 fold
traditional
bright
balloons



MOODBOARDS

Format?

For now, just keep it loose.

Format of the moldboard is something you can decide as you get closer to the actual midterm.

Start gathering what you like

Later you will sift through it and categorize it and see if you can synthesize it into actual concepts.



DESIGN CONCEPTS

CONCEPT1
9x6 : Postcard
fun
quirky
banner



Our new branch is
opening. And we're
CELEBRATING YOU!

CONCEPT 2
4x6 : 3 Fold
cheerful
ribbon
confetti



NOW IN WOO

CONCEPT 3
10x14 : 2 fold
modern
elegant

