DES350
Digital Media Design IV
Project 5
National Parks

University of Illinois at Chicago

Michal Janicki

Overview
Design History
Modern Examples
Assignment Details

The United States has 61 protected areas known as national parks.

They are operated by the National Park Service and have been in existence since 1872.

“to conserve the scenery and the natural and historic objects and wildlife therein, and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations.”

— President Woodrow Wilson, the Organic Act creating the National Park Service 1916

The national parks set a number of visitation records in 2020.

Overview

Design History

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The national parks have a rich design history.

The following are taken from the book “Parks” edited by Jesse Reed and Hamish Smyth, designed by the firm Order.

WUPATKI
NATIONAL MONUMENT, ARIZONA
SUNSET
CRATER
NATIONAL MONUMENT ARIZONA

DEPARTMENT OF THE INTERIOR

NATIONAL PARK SERVICE

GENERAL INFORMATION

GLACIER
NATIONAL PARK

1919

Season from June 15 to September 15

DEPARTMENT OF THE INTERIOR

NATIONAL PARK SERVICE

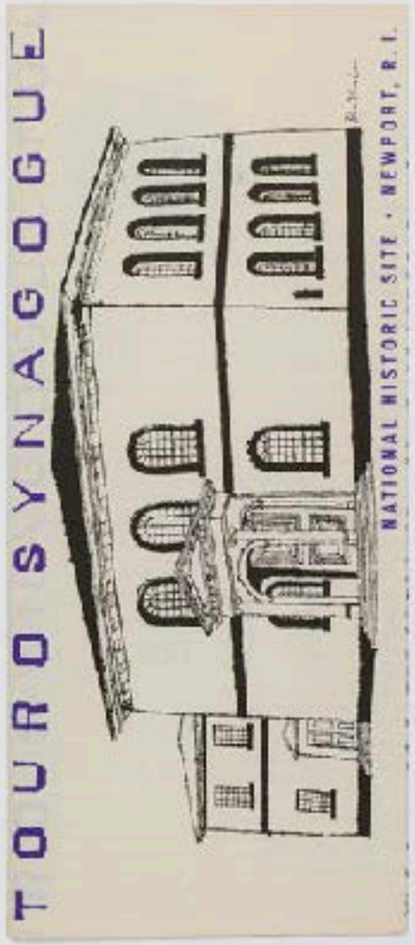
RULES AND REGULATIONS

YELLOWSTONE
NATIONAL PARK

1921

Season June 20 to September 15

DEATH VALLEY


TOURO SYNAGOGUE
NATIONAL HISTORIC SITE • NEWPORT, R. I.

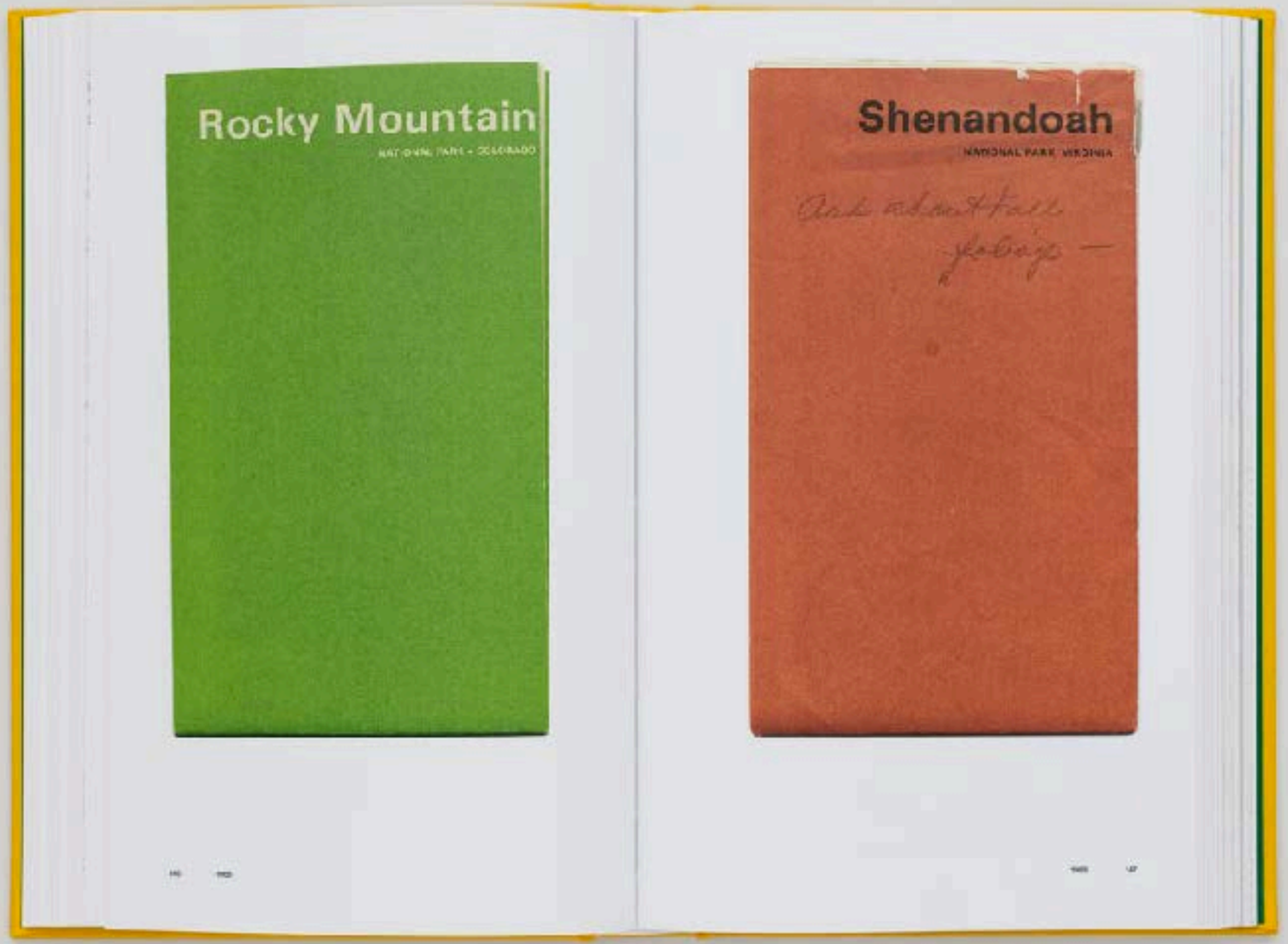
grand canyon national park, arizona

HORSESHOE
BEND

Unigrid
Interior detail →
Standard Travel Folders
Basic Formats
The Unigrid System provides a total of 10 basic formats in two series. Formats in the
These are expected to be used for all folders in the NPS publications. Formats
program. All formats are segments of the 96 size. The basic formats
simplify design, contracting, and production because they reduce into
sizes from more than four dozen to 10 only.
A1

national parks of the west

national parks of the
united states


Rocky Mountain
Shenandoah
NATIONAL PARK VIRGINIA

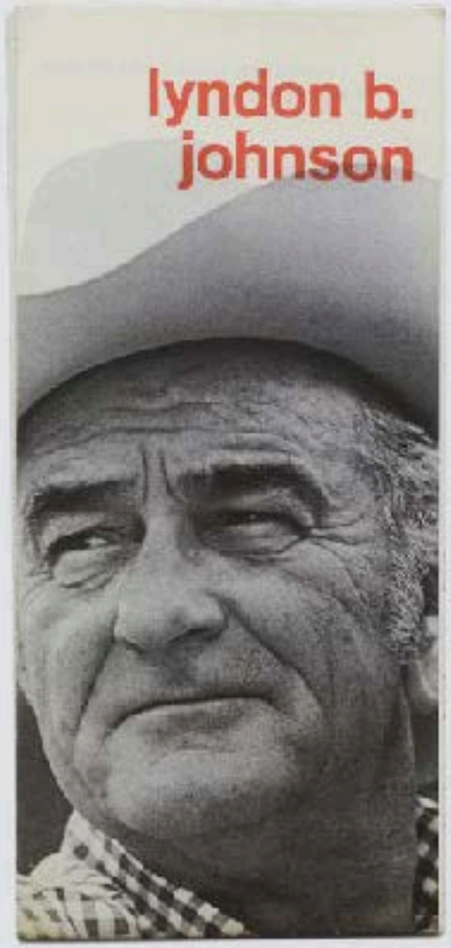
A GREAT
PENINSULA,
SHAPED
LIKE A
BENT
ARM,
THRUSTS
SEVENTY
INTO THE
ATLANTIC OCEAN
FROM THE
MASSACHUSETTS
MAINLAND.
CAPE COD.
BARK AND
MARINERS
AT A NEW
WRESTED
INGS FROM
SEA. HERE
SEEK RE-
SWEEPING
ET COVES.
THE NATIONAL SEASHORE PRESERVES
CAPE COD
NATIONAL SEASHORE

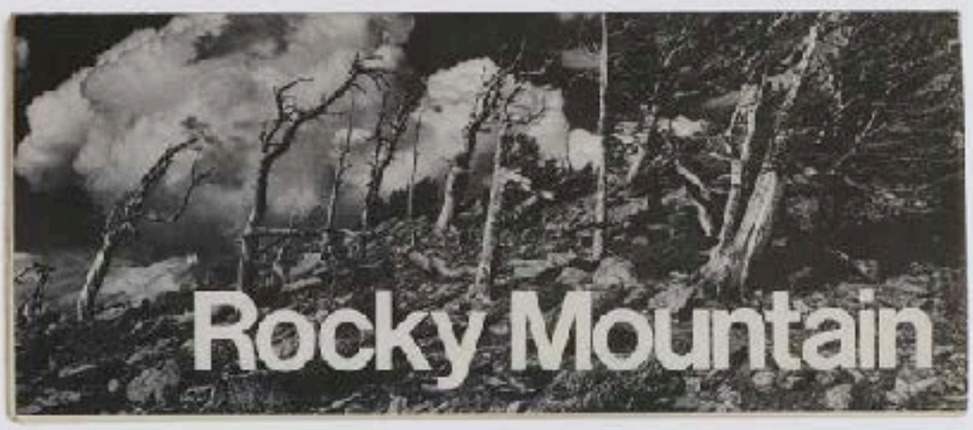
1776

NATIONAL PARK SERVICE GUIDE

TO THE HISTORIC PLACES OF THE AMERICAN REVOLUTION

1776





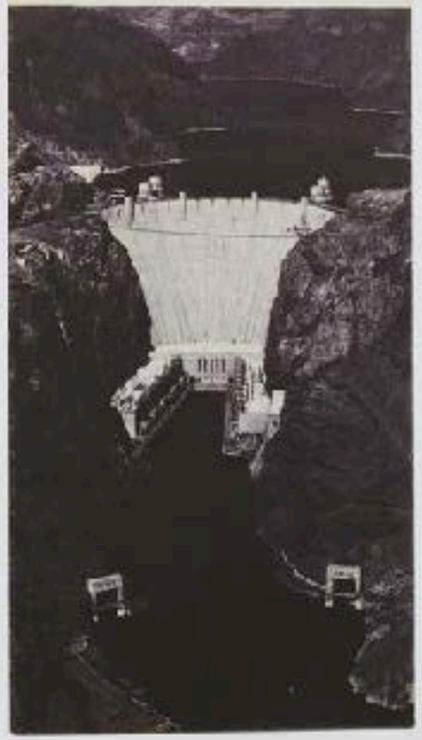
Southeast

National Parks
and National Forests

U.S. Department of the Interior

Bureau of Reclamation

Hoover Dam



The National Parks:
Lesser-Known Areas

The National Parks:
Index 1985

The National Parks:
Index 1989

Endangered Species
in the National Parks

DREAM

National Historic Site
Georgia

MAR

National Park Service
U.S. Department of the Interior

Martin Luther King, Jr.

I HAVE A

North

Appalachian Trail
National Scenic Trail Maine to Georgia

Yosemite

NATIONAL PARK • CALIFORNIA

danger

take a minute to read these simple, but very important
safety rules... then go on to a pleasant
park experience in the national park system.

One of the most significant design achievements is the iconic “Unigrid” by Massimo Vignelli.

In use since the 1977, and awarded the Presidential Design Award from the National Endowment for the Arts.

https://www.nps.gov/subjects/hfc/a-brief-history-of-the-unigrid.htm

Unigrid

A clear system for organizing and conveying varied information.

Massimo Vignelli. Quick history and examples.

“The life of a designer is a life of fight: fight against the ugliness.”

“If you can design one thing, you can design everything.”

“You can say, "I love you," in Helvetica. And you can say it with Helvetica Extra Light if you want to be really fancy.

Or you can say it with the Extra Bold if it’s really intensive and passionate, you know, and it might work.”

Massimo Vignelli

3 Principles of Design

03

1

/ Semantics /

2

/ Syntax /

3

/ Pragmatics /

1

/ Semantics /

The search for meaning in design. Design is something that has meaning, that is not arbitrary, that has a reason for being, something in which every detail carries the meaning or has a precise purpose aimed at a precise target.

2

/ Syntax /

The overall consistency of the elements throughout a project and the complementary relationship between them: how type relates to grids and images from page to page throughout the whole project. Or, how type sizes relate to each other. Or how pictures relate to each other and how the parts relate to the whole.

3

/ Pragmatics /

The practicality of the design; its usability and functionality. If a design fails to be understood by the consumer or audience, it is useless regardless of the level of syntax or semantics applied to it. The final design should communicate its purpose and message clearly to the audience.

2018 August

M	T	W	T			
	1	2	3			
7	8	9				
14	15			18	19	20
21	22		24	25	26	27
28	29	30	31			

Subway
New York City Transit

X Height type
X Height type
X Height type
X Height type
X Height type
EE Height

odvepnlry

Uptown

Broadway

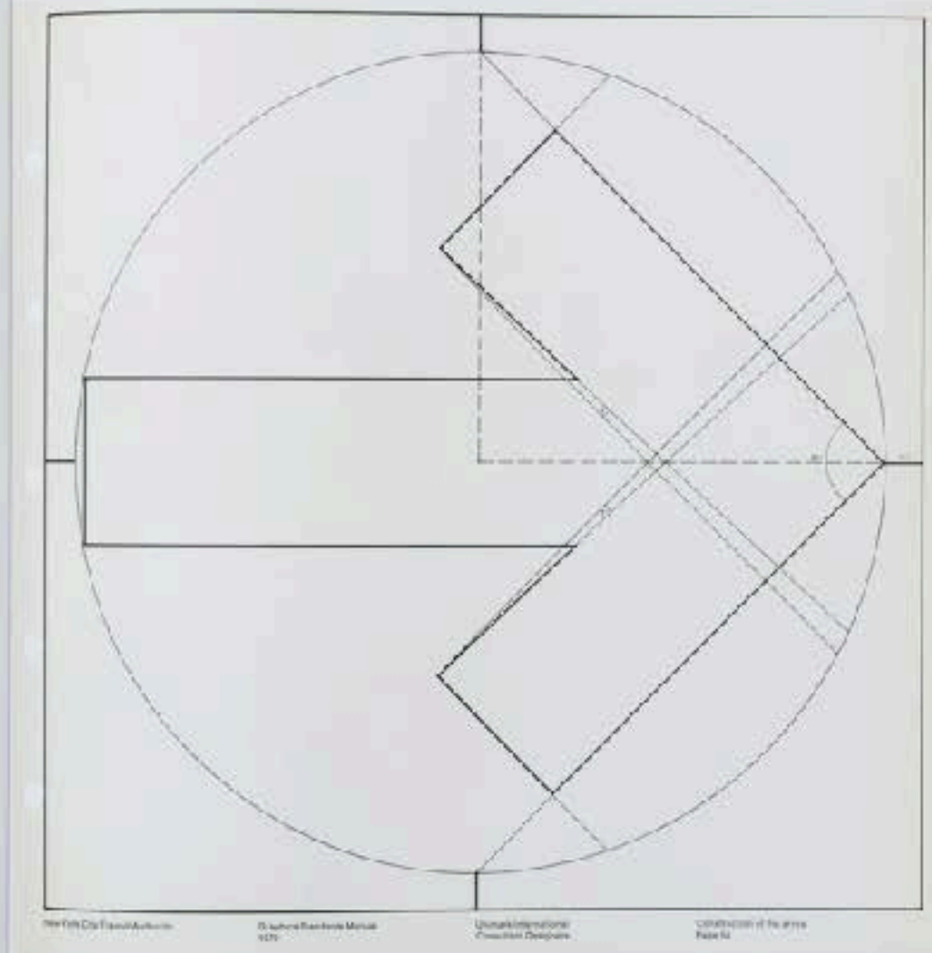
The illustration shows three examples of letter spacing.
The first line is an example of space units found between letters of opposed and similar visual character.

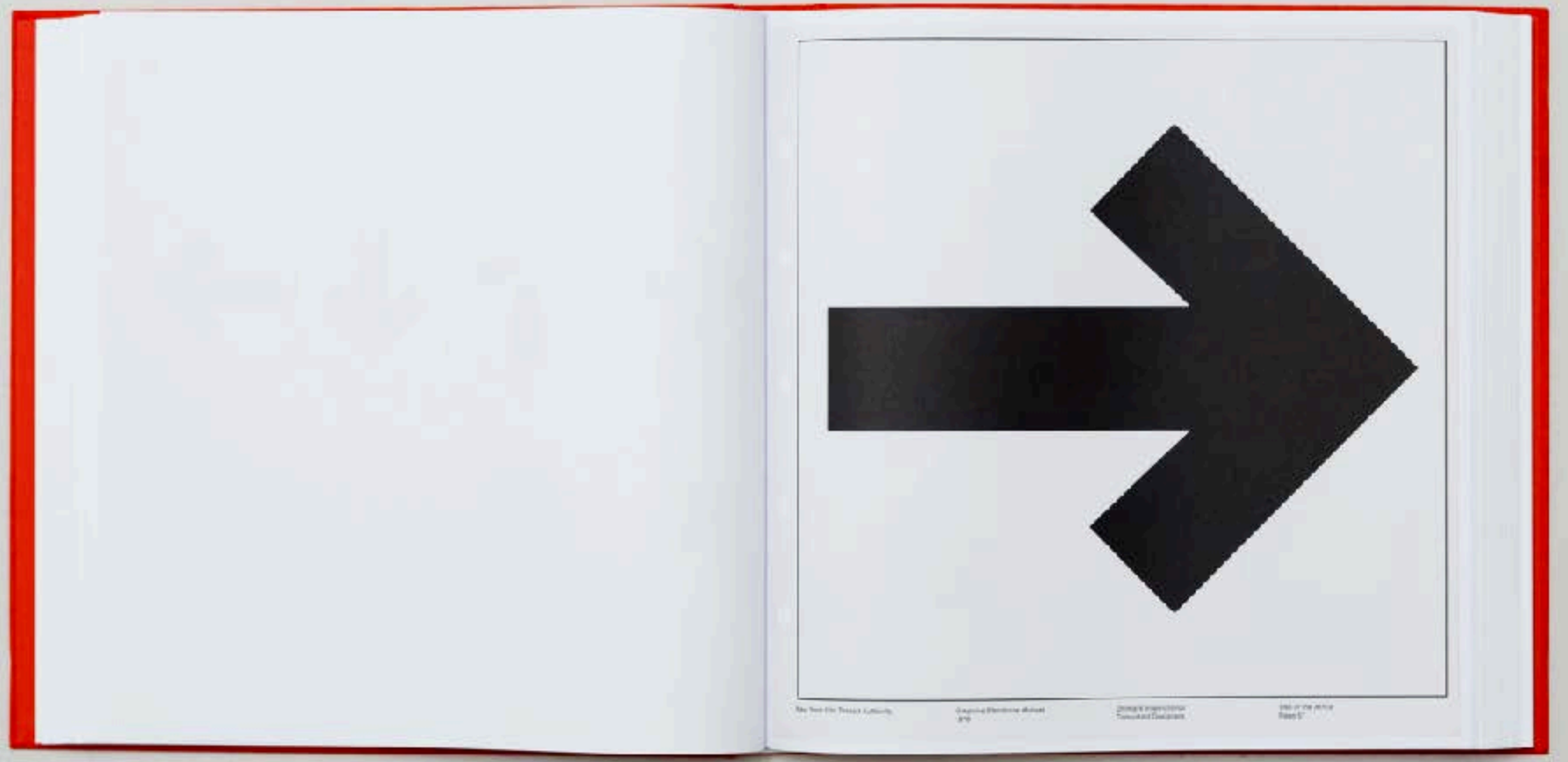
The second and third lines show the space unit counts found in typical words used in the subway system. The chart on page 10 shows all possible letter and number combinations and their space unit counts. The size and positions of the space units in relation to the three alphabet sizes are found on pages 89-170.

1 1 -1 2 2 3 3 0
3 0 0 -1 1
2 0 1 2 1

Transit Authority

Graphics Standards
1970





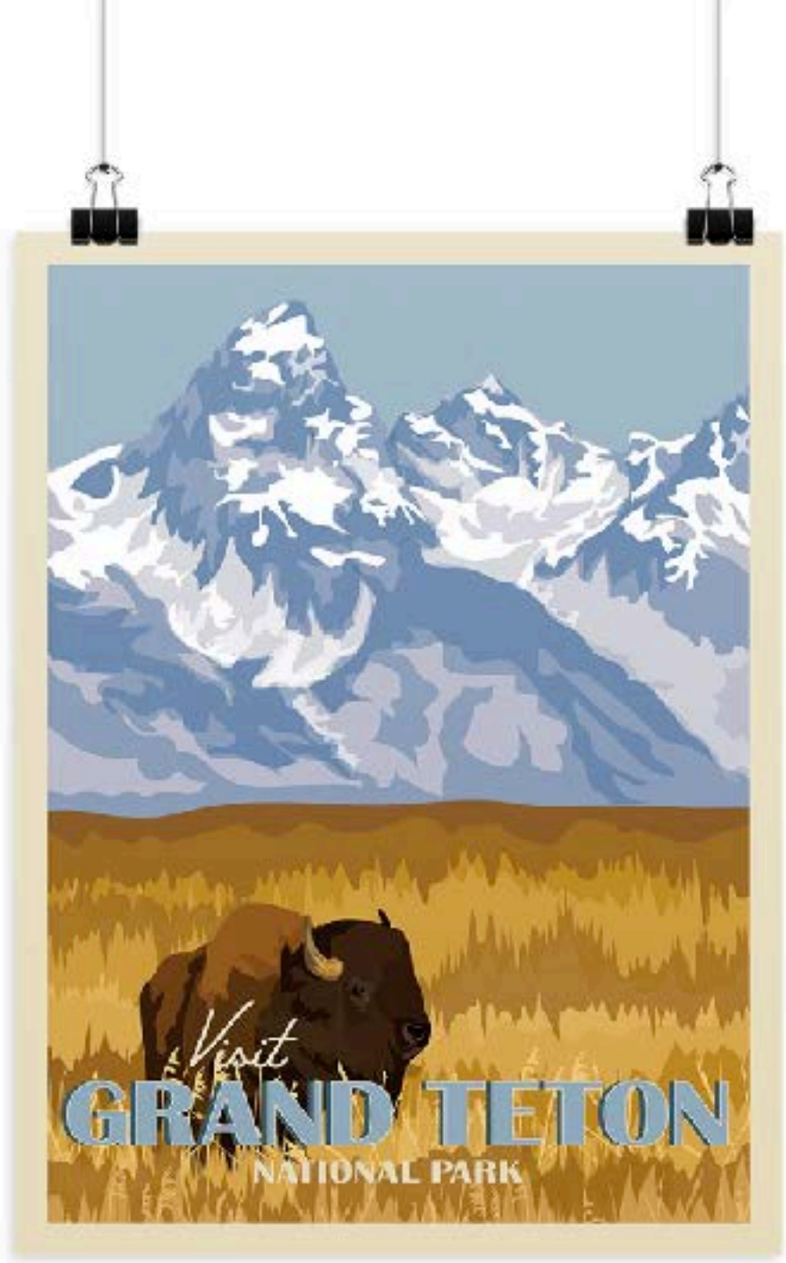
E
179 Street
Euclid Avenue
F
E
169 St
Parc
F

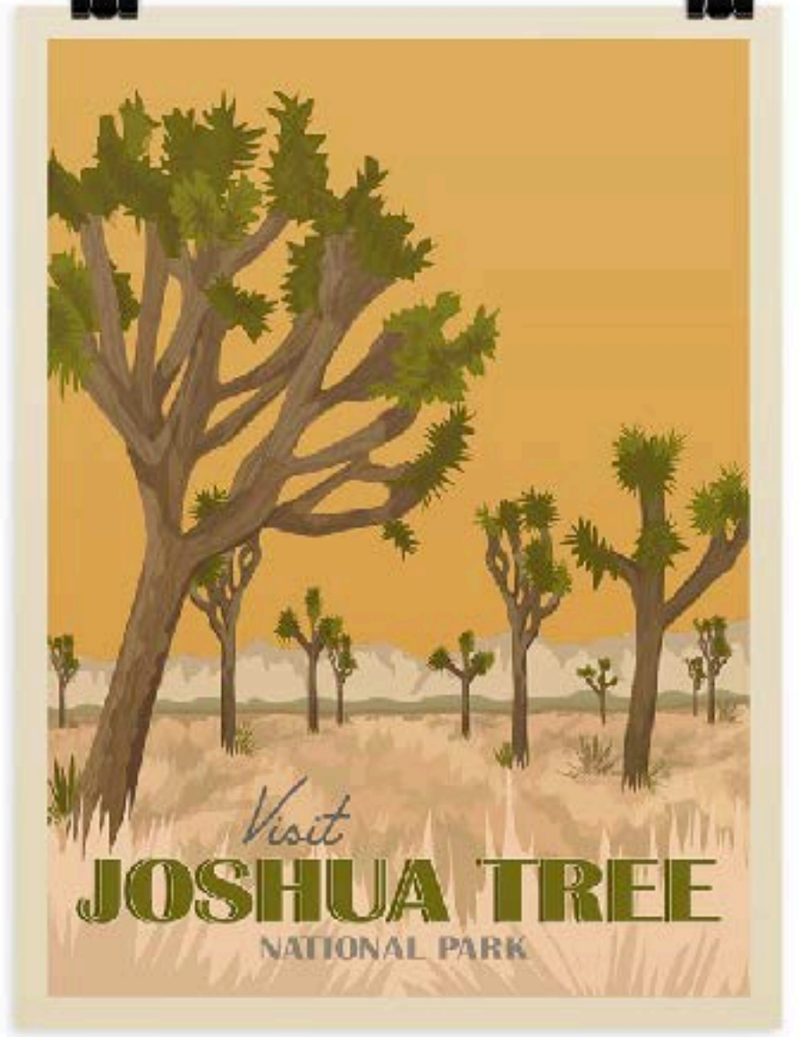
Eric Larrabee Massimo Vignelli

Knoll Design

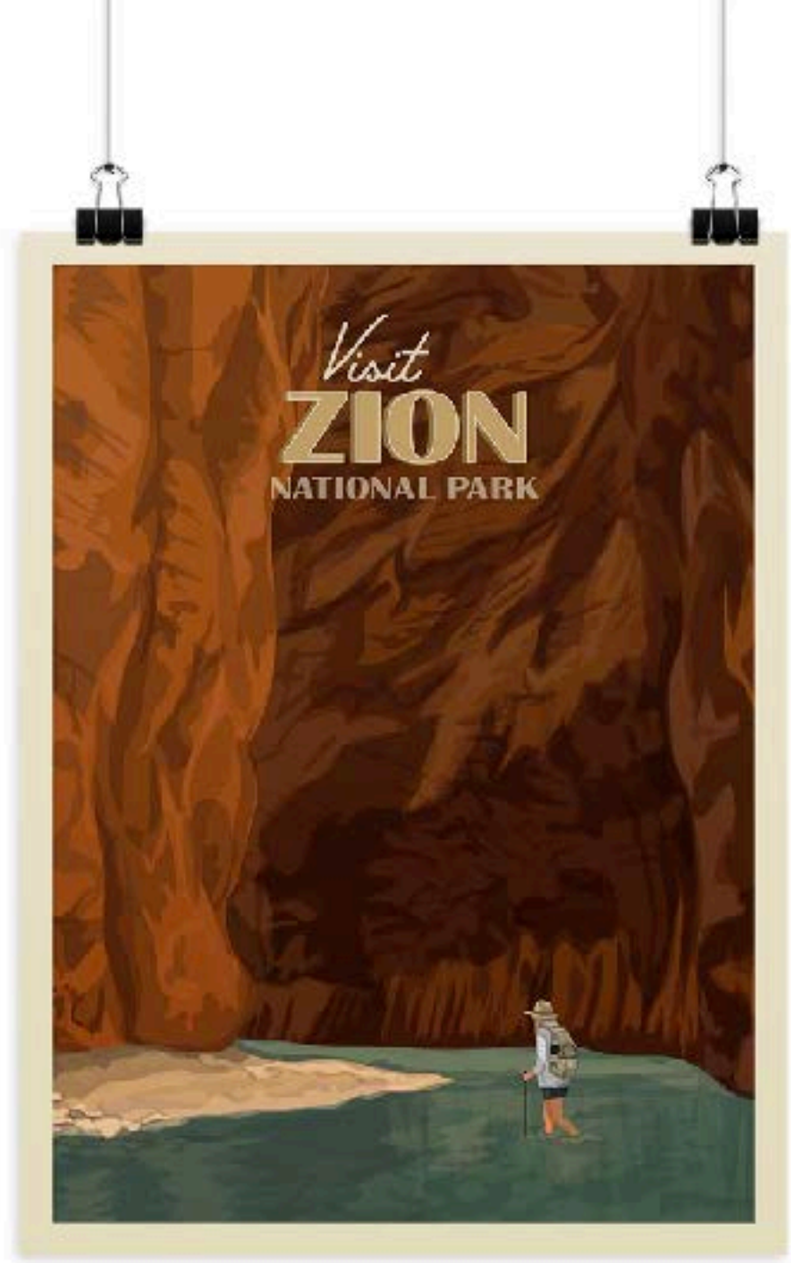
Harry N. Abrams, Inc., Publishers, New York

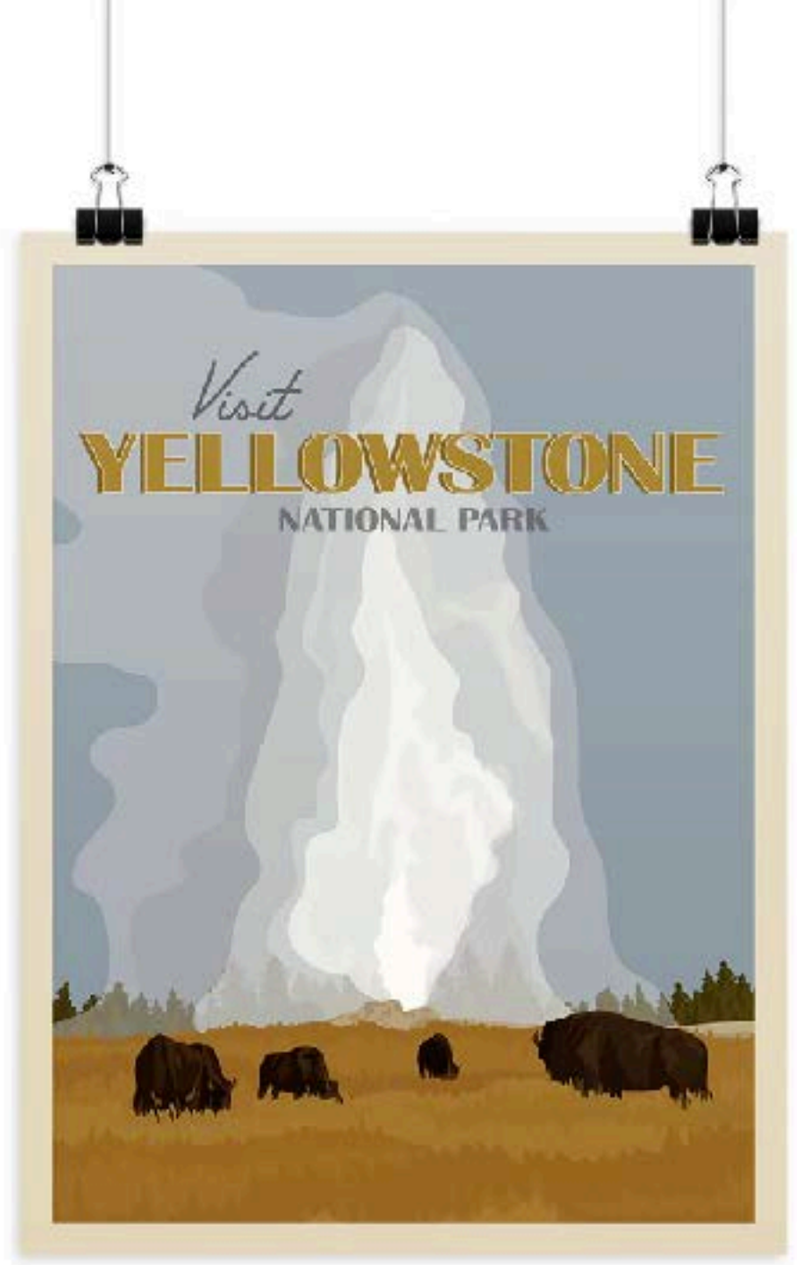
From the Parks Project


Visit
GRAND TETON
NATIONAL PARK


Visit
JOSHUA TREE
NATIONAL PARK

Visit
YOSEMITE
NATIONAL PARK


Visit
ZION
NATIONAL PARK


Visit
YELLOWSTONE
NATIONAL PARK

Visit
HALEAKALA
NATIONAL PARK

Overview
Design History
Modern Examples
Assignment Details

Our 5th project will center on creating a responsive landing page and animated advertisement for a National Park.

We will create individual campaigns, and a class-wide park directory as a group project.

First, each person will choose a national park from the following list. First come, first serve – no duplicates.

https://en.m.wikipedia.org/wiki/List_of_national_parks_of_the_United_States

We will start with a poster of your chosen national park.

Project requirements:

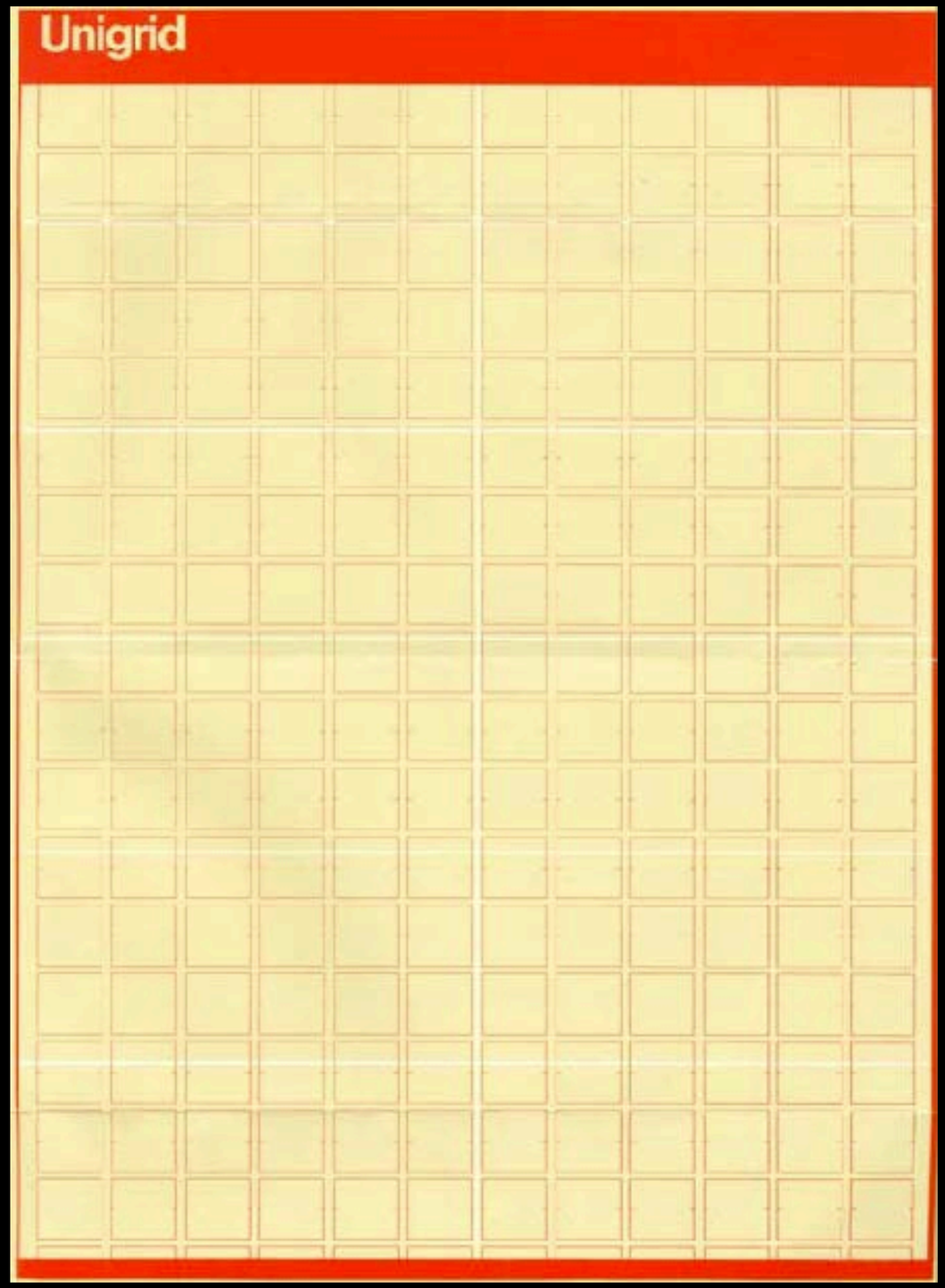
- No photos.
- Your own illustrations.
- Select a font from Google Fonts.

Use Massimo Vignelli’s grid system for your design.

11x17
layout

12 grid
across

Margins



Choose a display face that works best with your park from here: https://fonts.google.com

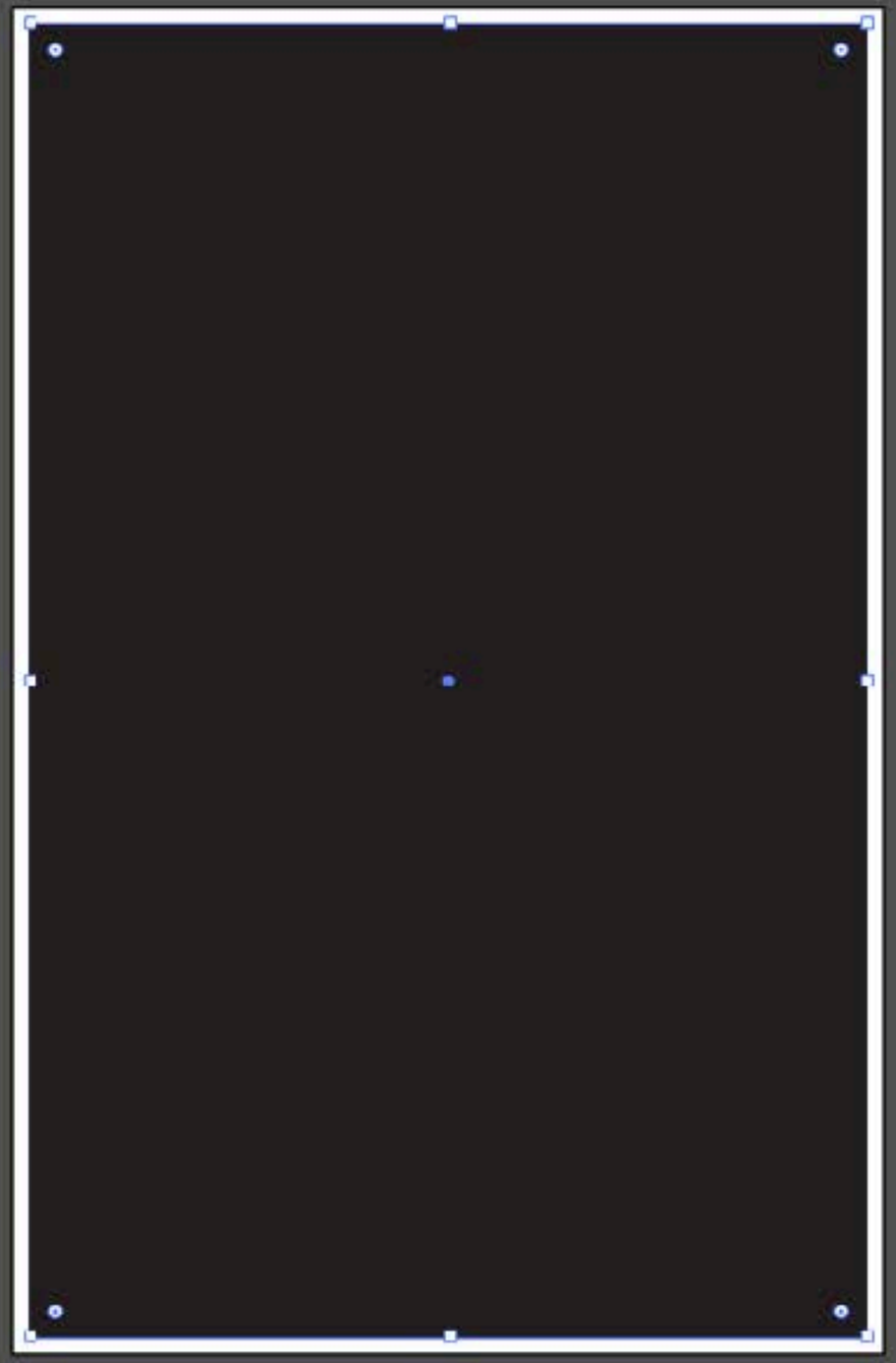
The supporting fonts can only be Helvetica or Times New Roman.

Include the following:

- **Park Name**
- **Location**
- **Longitude / Latitude Numbers**
- **Established Date**
- **5 Activities (check Wikipedia or park site)**

To create the grid in Illustrator:

1. Make a new document (11x17in)
2. Single click on the Rectangle Tool
3. Single click on your canvas
4. Create a filled rectangle that is
   10.6 x 16.6 inches
5. Position it 0.2in from the left and top



Color | Color Guide

R 35
G 31
B 32

231f20

Transform | Align | Pathfinder

X: 0.2 in
Y: 0.2 in
W: 10.6 in
H: 16.6 in
0°
0°

Rectangle Properties

10.6 in
16.6 in
0°
0 in
0 in
0 in
0 in

Scale Corners
Scale Strokes & Effects

Stroke | Transparency

6. Go to Object / Path / Split into Grid

Split Into Grid

Rows

Number: 18

Height: 0.79 in

Gutter: 0.1 in

Total: 16 in

Columns

Number: 12

Width: 0.79 in

Gutter: 0.1 in

Total: 10.6 in

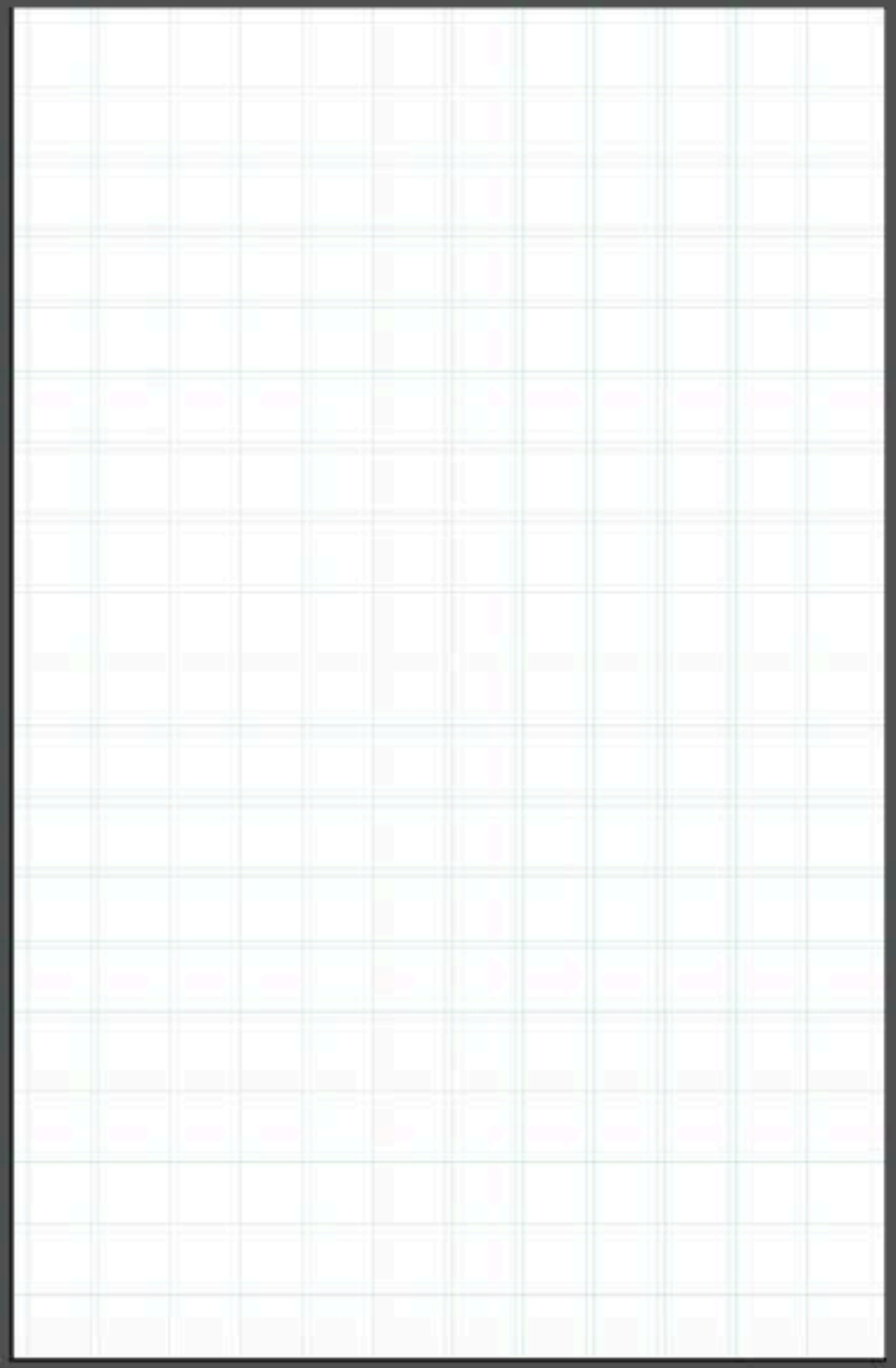
Add Guides

Preview

Cancel

OK

7. Add Guides, save them as a layer



8. Use this as a system to organize your information.

Untitled-1* @ 33.33% (RGB/GPU Preview)

Properties | Layers | Libraries

Layer 2
Layer 1

2 Layers

Color | Color Guide

R
G
B

Transform | Align | Pathfinder

Stroke | Transparency

Weight:

Cap

Corner | Limit:

Align Stroke

Dashed Line

dash | gap | dash | gap | dash

Arrowheads

Scale

Align

Profile

Selection