

**DES350**

**Digital Media Design IV**

**Project 5**

**National Parks**

**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**

Modern Examples

Assignment Details

**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.**



1967



WUPATKI

NATIONAL MONUMENT ARIZONA



GENERAL INFORMATION

## 1919

TRUINGTON  
LAWRENCE PORTER ASSOC.

THU 2000  
GOVERNMENT PRINTING OFFICE  
107

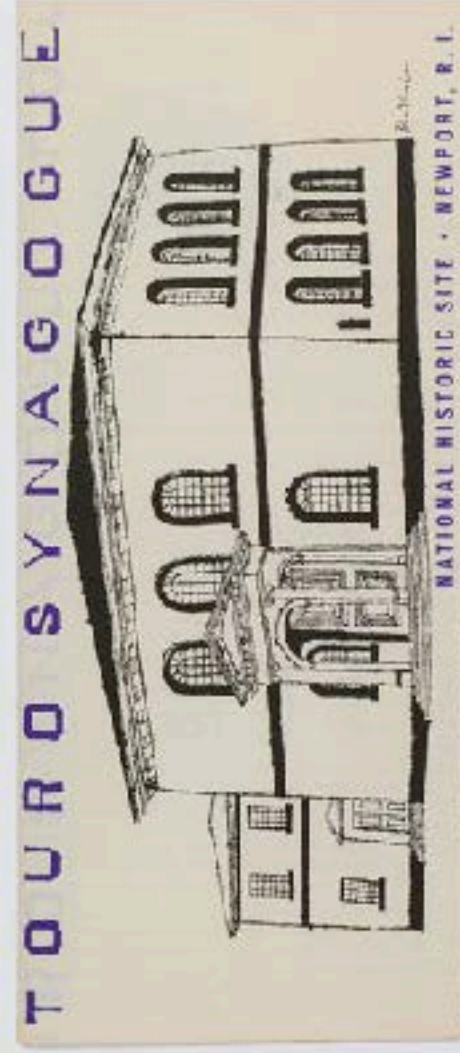
11 1000

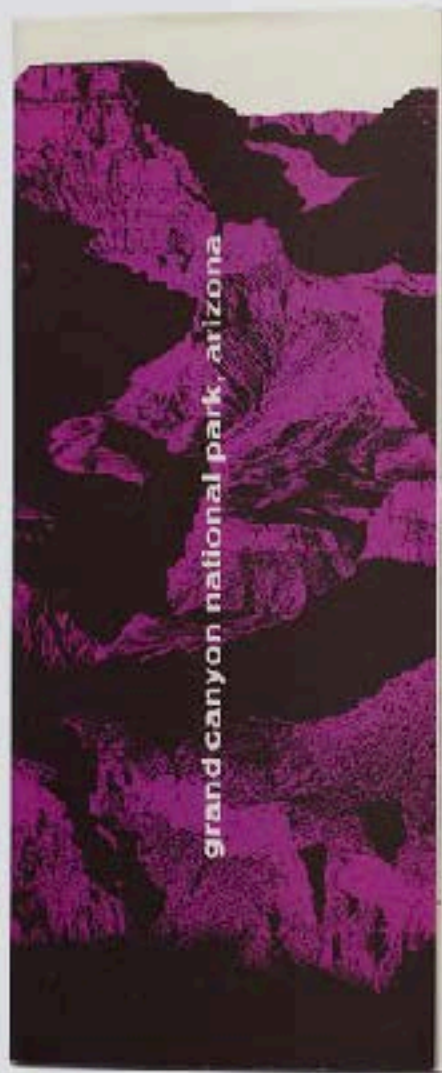
FURZEN AND REGULA TINS

1921

Season June 20 to September 15

292





20 1000



2005 31



# Unigrid

One

The Unigrid System can size. Realize the possibilities its pure.

This dull-coated surface offers maximum brightness, and warmth to colors offering superior NPS maps. Its color fidelity and objects which must be

The paper offers rigidity, opacity, and a see rough usage over extended periods in its non-glare surface produces easy handling and objects which must be important consideration at many NPS sites.

All formats can be cut from the 965 by 1220 mm sheet, in sizes, which are cut from the larger sheet. This sheet is chosen for its advantages and print runs.

Both sheets run through the press with the sheet size. Paper into a storehouse in the long dimension, and fold considerations have been determined accordingly.

**Standard Travel Folders**  
A primary module within the Unigrid System, constant throughout the size, with its 10 basic formats, offers flexibility for NPS site needs beyond that possible with previous formats. This cover contains the standard international travel folder size and the size for the tourist, handbag, and ordinary envelopes and it provides practical and economic advantages developed in the movement toward metrics.

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

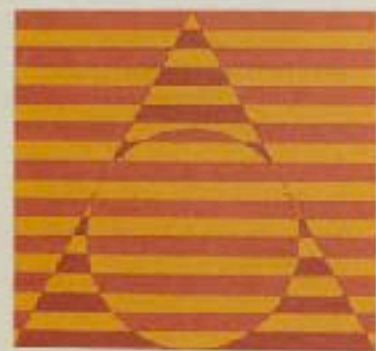
This consideration of basic formats comes in turn to metrics and to sheet size in metric measurements. The size simplicity of most standard or irregularly shaped maps can be well grasped, so it must permit great in subdividing. Unigrid 96 basic format contains an adding board, four square metric measurements.

Forma in 10  
formats in  
There

AT

Interior detail →

national parks of the west



196 1969

national parks of the  
united states



national parks of the  
united states

196 1969



# Rocky Mountain

NATIONAL PARK • COLORADO

# Shenandoah

NATIONAL PARK • VIRGINIA

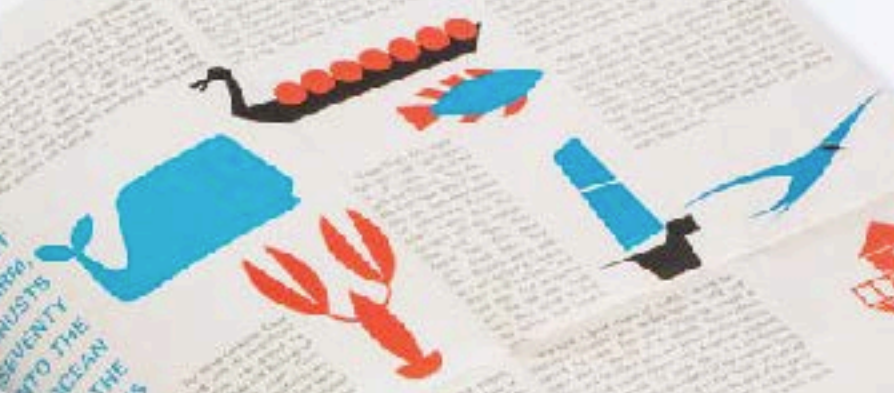
*And about Fall  
foliage —*



THE CAPE COD NATIONAL SEASHORE, 1961  
WAS THE FIRST NATIONAL SEASHORE  
TO BE DESIGNATED AS A NATIONAL MONUMENT.



A GREAT  
PENINSULA,  
SHAPED  
LIKE A  
BOLD  
ARM,  
THRUSTS  
SEVENTY  
MILES  
INTO THE  
ATLANTIC OCEAN.  
FROM THE  
TOWN OF  
HYANNIS  
TO THE  
TOWN OF  
BARNSTABLE,  
CAPE COD  
IS A NEW  
WORLD  
OF BEACHES,  
DUNES,  
AND SWEEPING  
VIEWPOINTS.



### THE NATIONAL SEASHORE

THE NATIONAL SEASHORE  
WAS THE FIRST NATIONAL SEASHORE  
TO BE DESIGNATED AS A NATIONAL MONUMENT.

THE NATIONAL SEASHORE  
WAS THE FIRST NATIONAL SEASHORE  
TO BE DESIGNATED AS A NATIONAL MONUMENT.



**CAPE COD**  
NATIONAL SEASHORE

# 1776

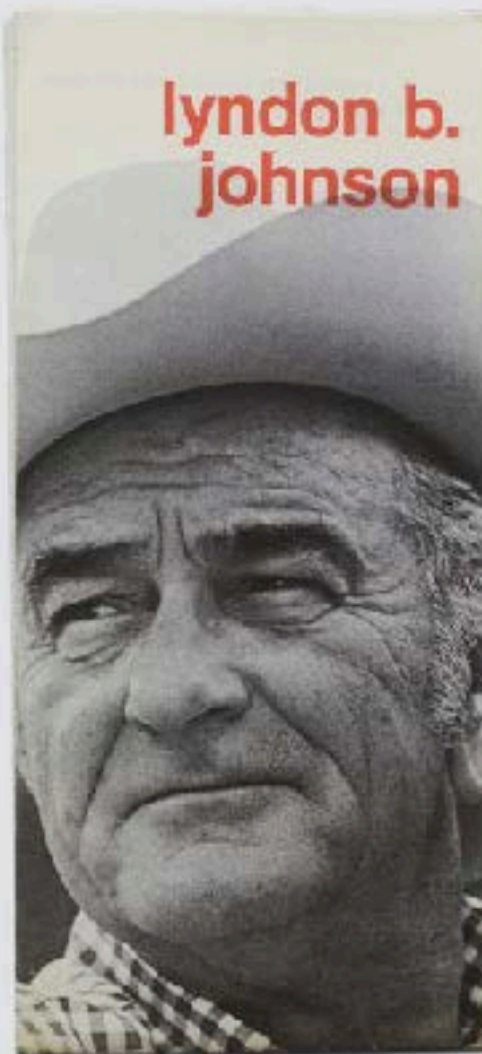
NATIONAL  
PARK SERVICE  
GUIDE

TO THE  
HISTORIC PLACES  
OF THE  
AMERICAN  
REVOLUTION

# 1776

104 105

lyndon b.  
johnson



106 107

108 109





# Southeast

National Parks  
and National Forests



# Yosemite

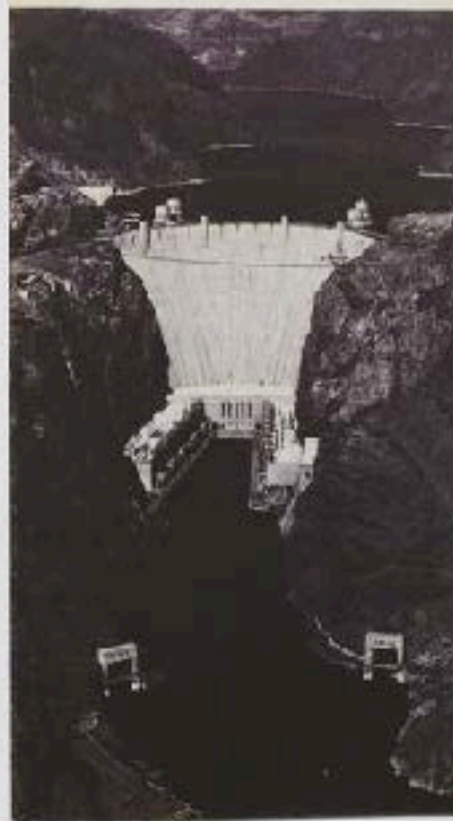


204 1901

U.S. Department  
of the Interior

Bureau of  
Reclamation

## Hoover Dam

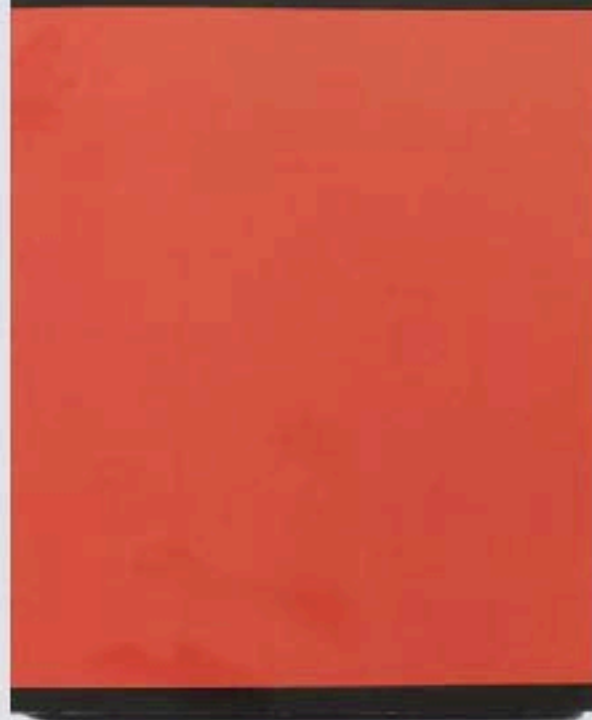


1932 29

**The National Parks:  
Lesser-Known Areas**



**The National Parks:  
Index 1985**



**The National Parks:  
Index 1989**



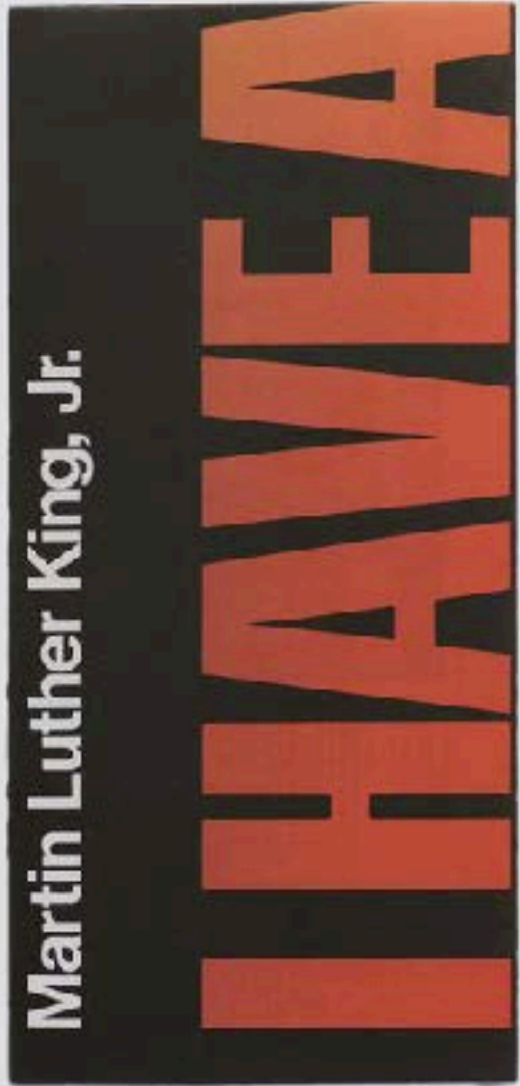
102 103

**Endangered Species  
in the National Parks**

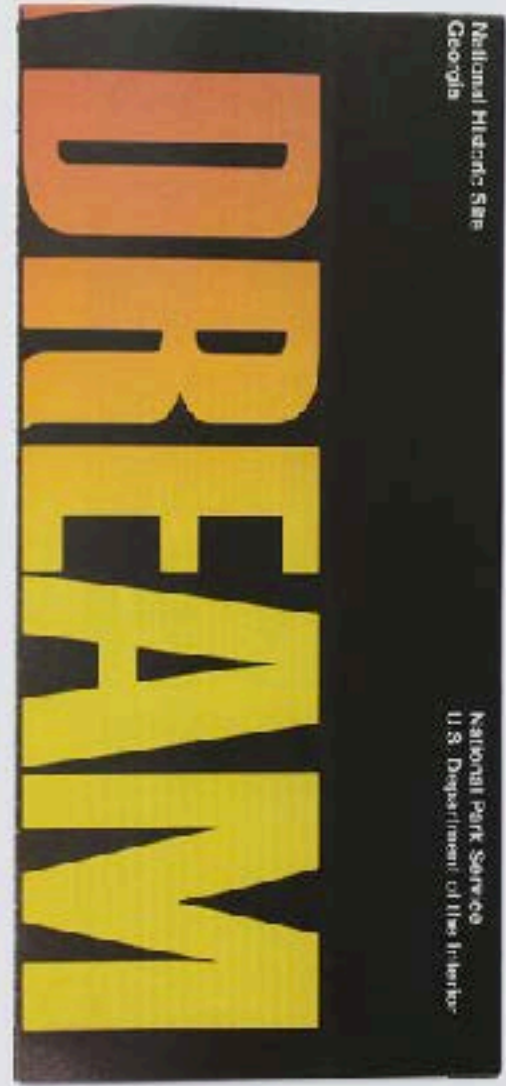


104 105





1968



1968



## Appalachian Trail

National Scenic Trail Map to Georgia  
National Park Service's Department of the Interior





# 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.

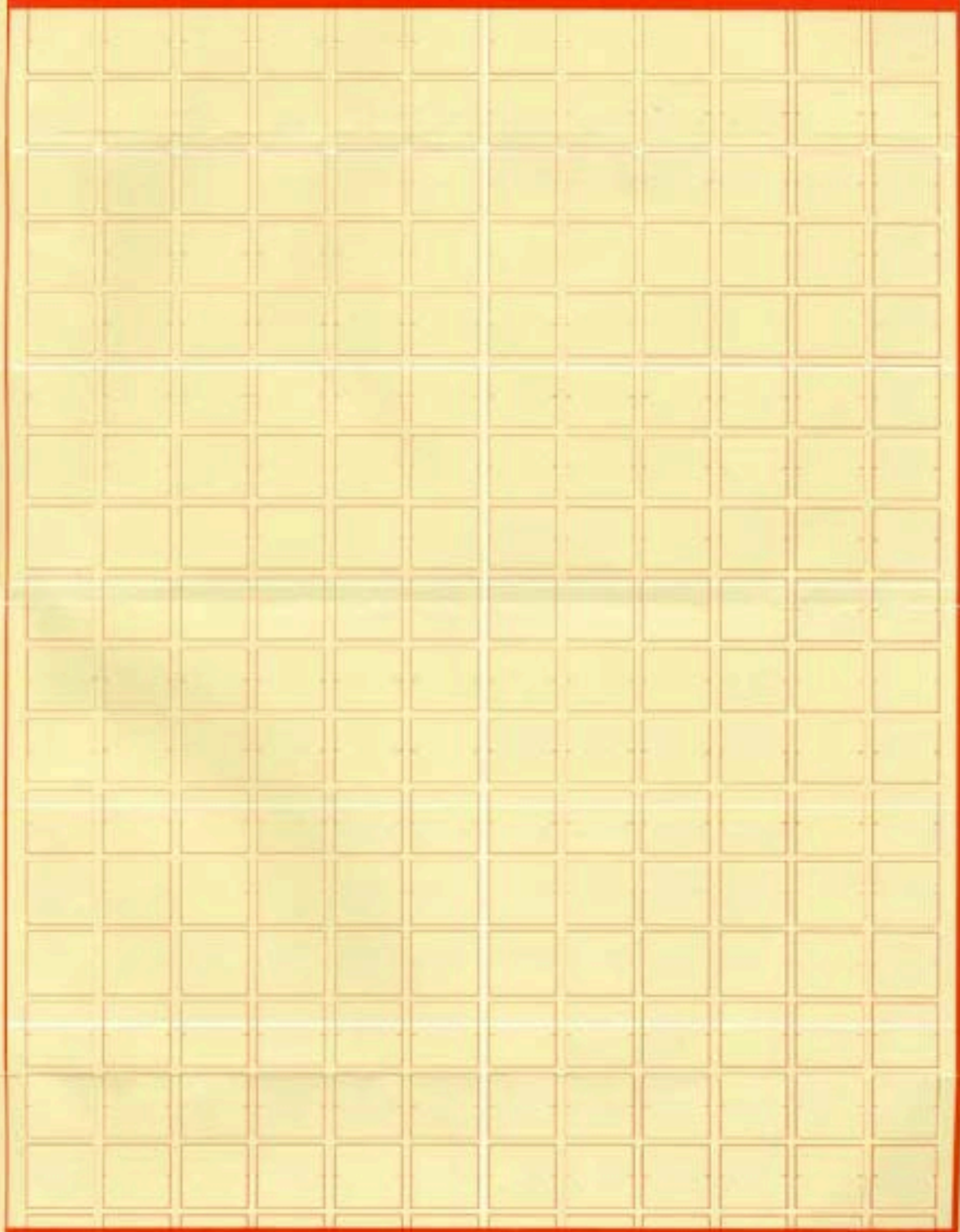
## Yosemite

NATIONAL PARK • CALIFORNIA

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



**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 /

Transmission for meaning in design. Language is something that has meaning, that forms a system, 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 /

It is always consistency of the elements themselves and the way they are considered in a relationship between them. 'Form type' relates to grids and images: from page to page throughout the whole project. On 'text type' also relate to each other, as they picture make it each other and how the parts relate to the whole.

3

## / Pragmatics /

The practicality of form design. Its usability and functionality. If a design fails to be understood by the consumer or audience, it is useless regardless of the visual system or semantic system. In it the final design should communicate its purpose and message clearly to the audience, its message clearly to the audience.

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**

**F**

1

2

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4

7

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12

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14

15

16

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24

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26

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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

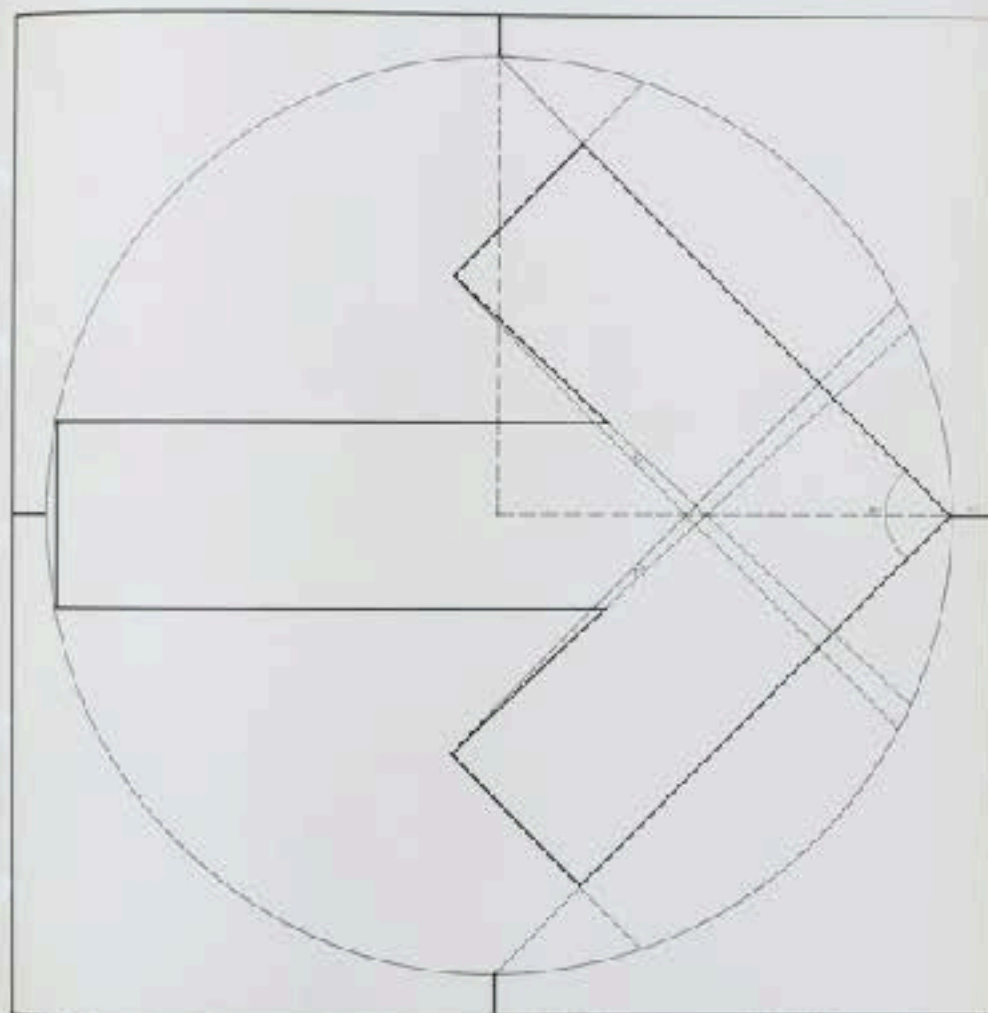


The illustration shows three examples of letter spacing.  
The first line is an example of space units found between letters of opposed and similar visual character.  
The second and third lines show the space unit counts found in typical words used in the subway system. The chart on page 10 shows all 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 89-120.

odvepniry

Uptown

Broadway

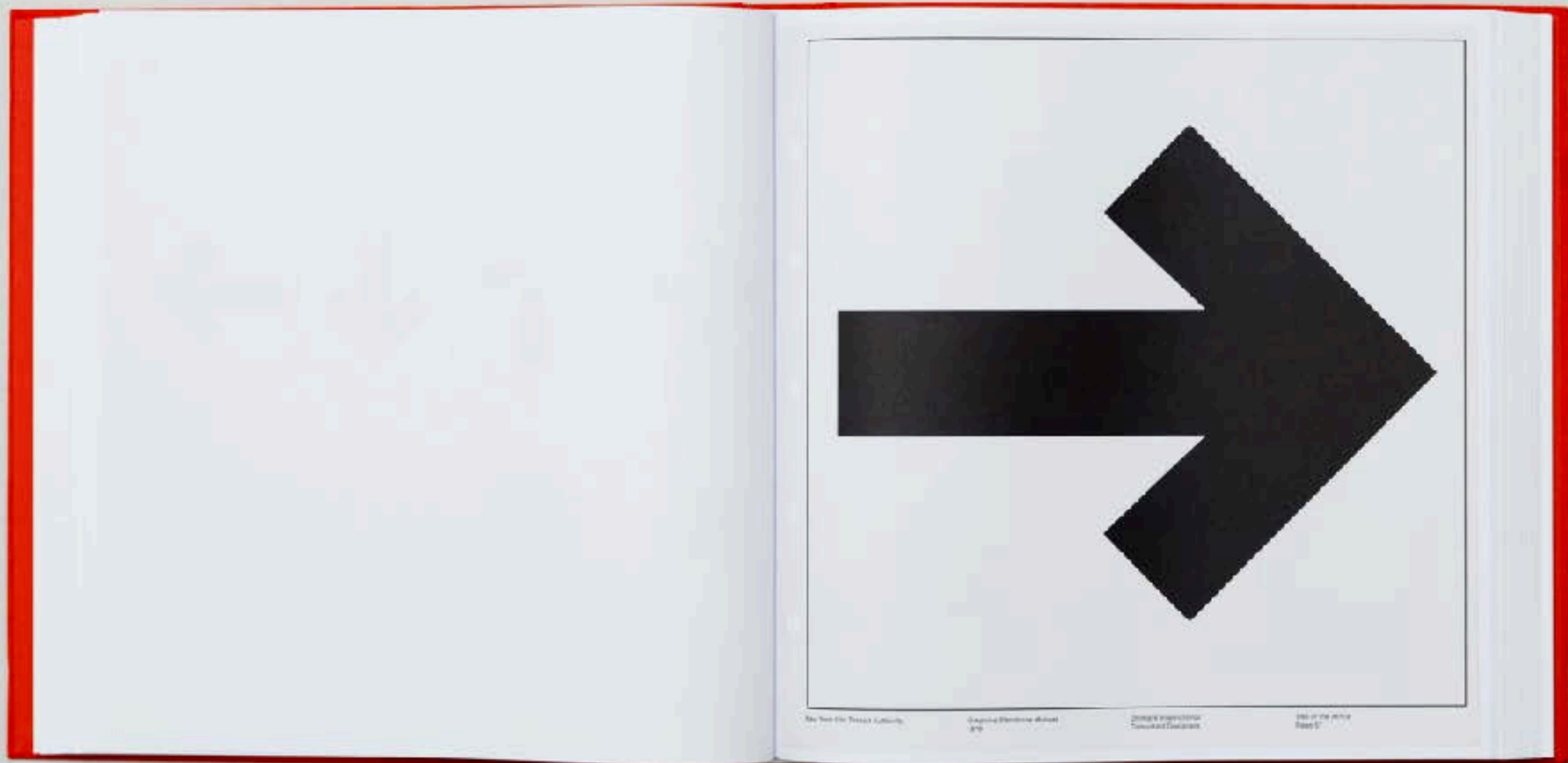


New York City Transit Authority

St. Lawrence University Manual  
1971

Graphic International  
Construction Designers

Construction of the House  
Page 14



The New York Times Library

Graphic Elements of the

Graphic Elements of the

The New York Times Library

[illegible]

**The Inside Line May**  
This page, created in 1974, will never be printed.

units (forming a 3D helical structure) to form a microfibril in jelly-coated hair, either are linear. Fibrils inform the shape the hair takes and also determine the growth direction of the hair. For example, keratin fibrils form a helix, winding up the shaft and twist around the hair shaft (Fig. 1). The microfibrils are also arranged in a specific pattern and form a microfibril bundle.

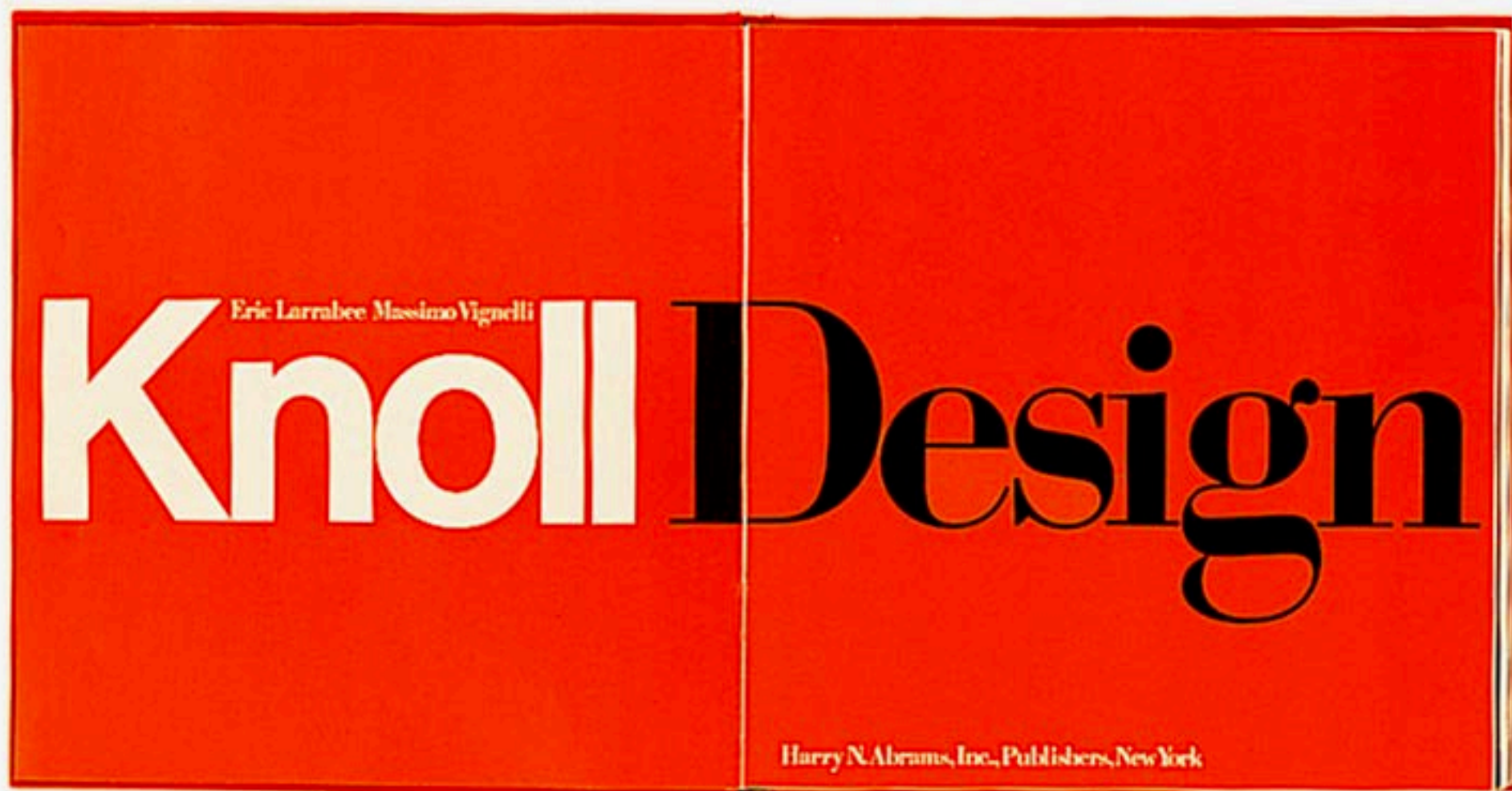
### Cellulose and Hemicellulose

The findings and the two identification plots appear correct, say and make a correction of page 1074. Unfortunately the error was repeated in

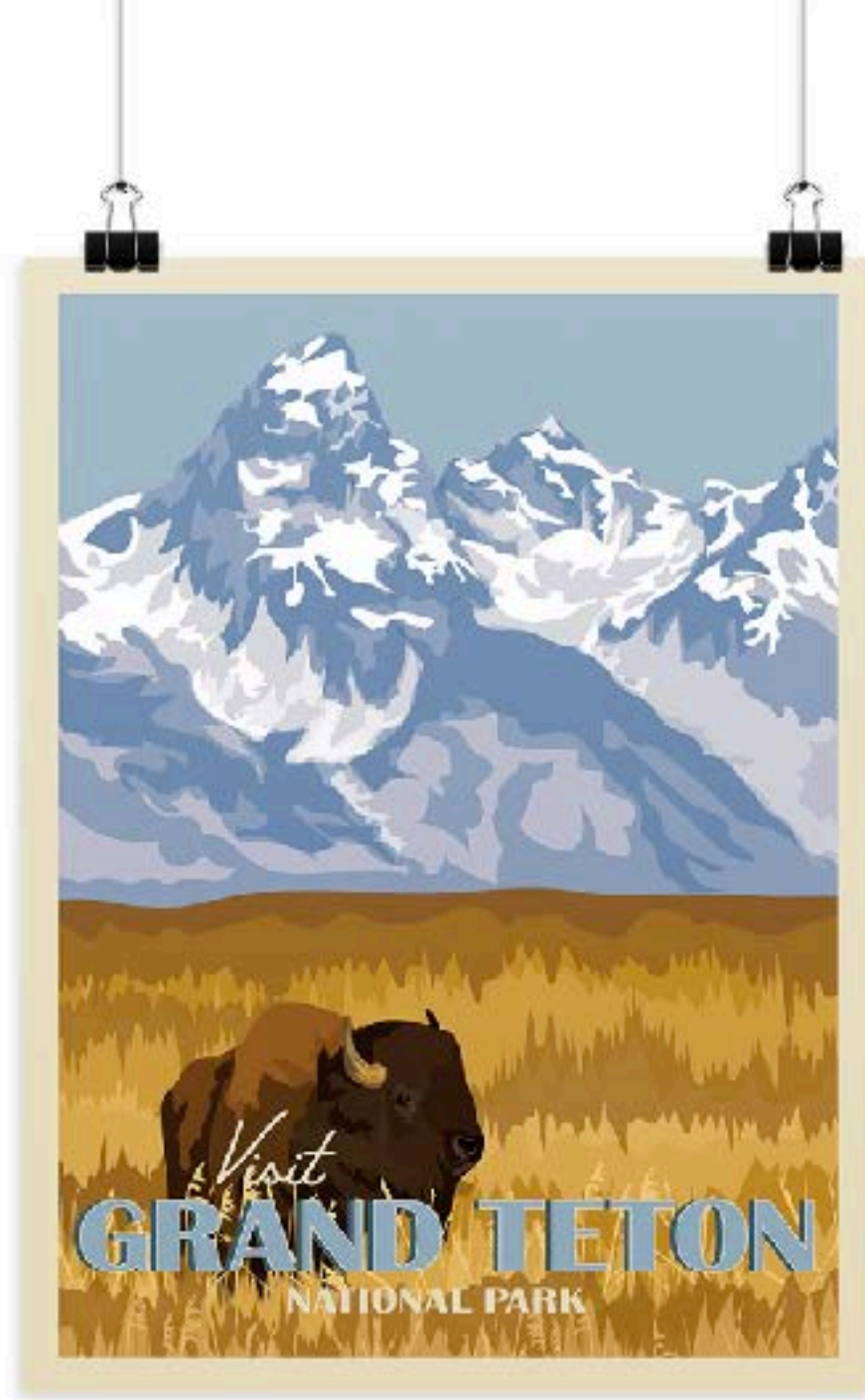
1997

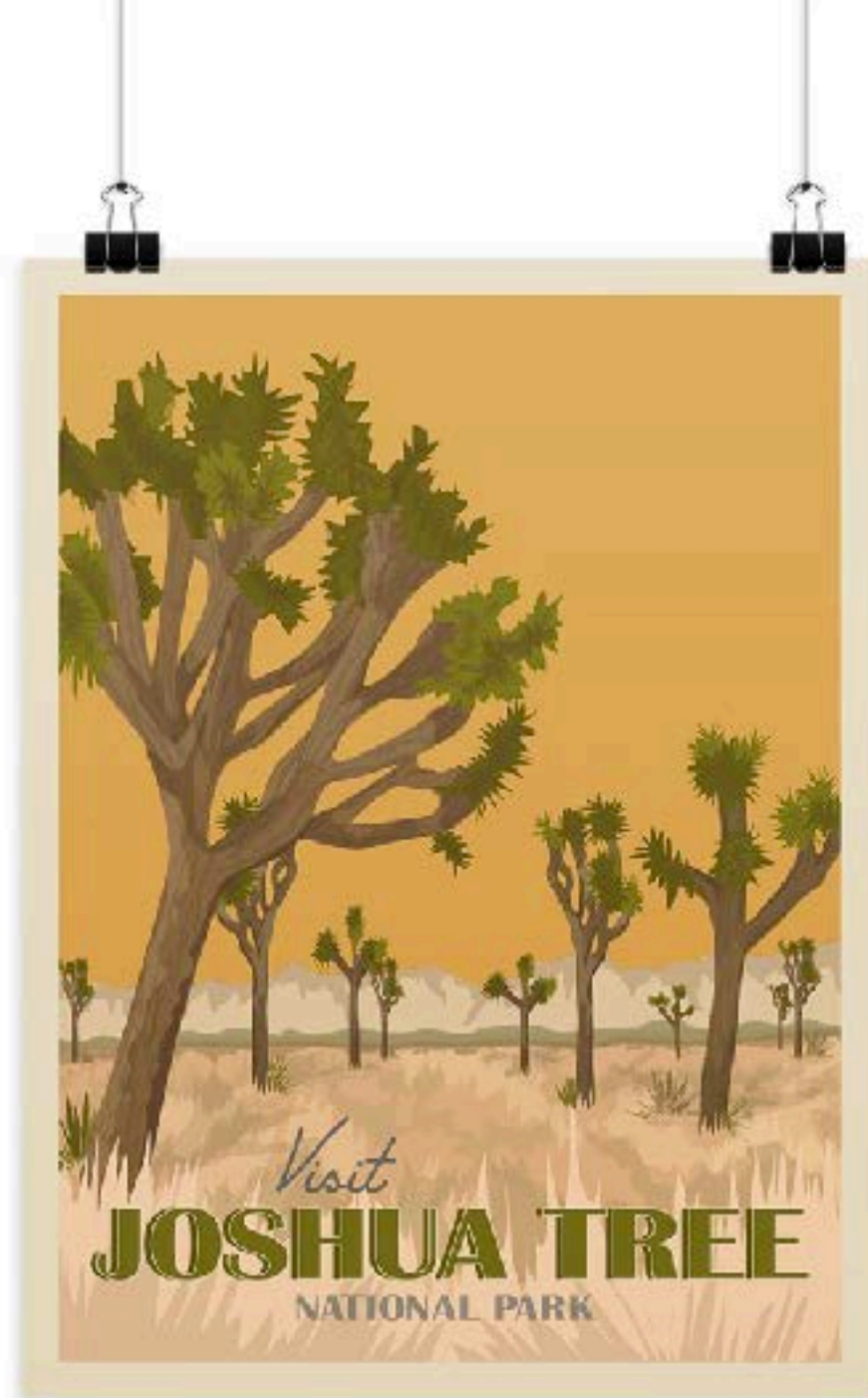




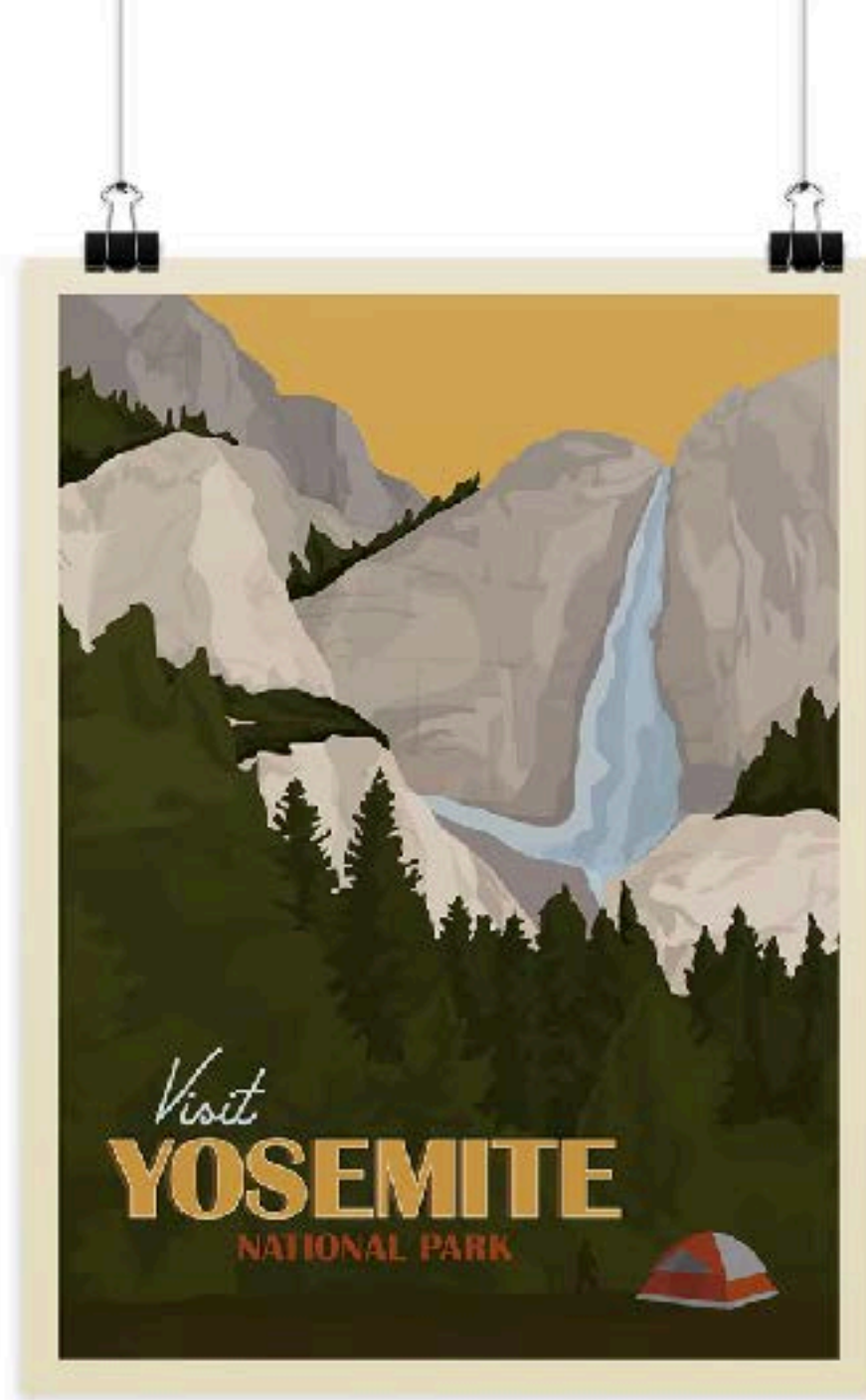


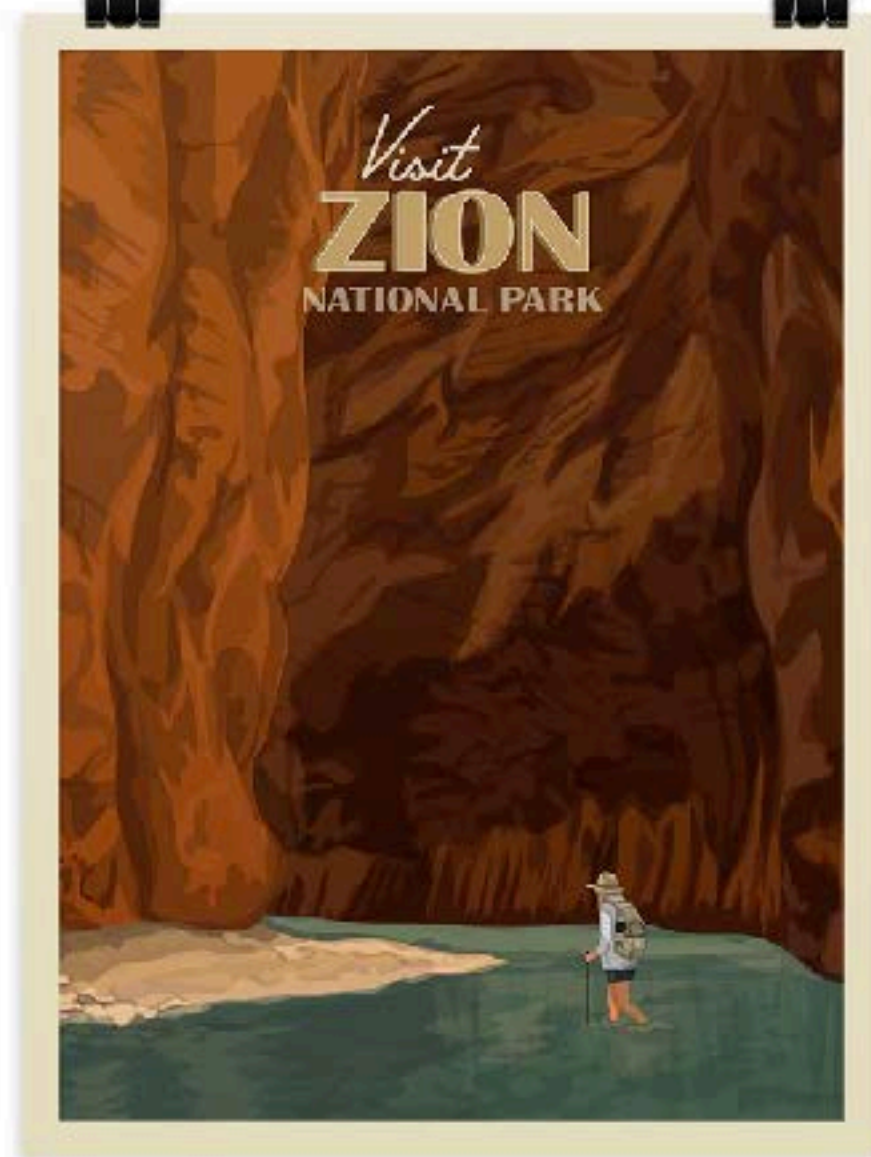
# From the Parks Project

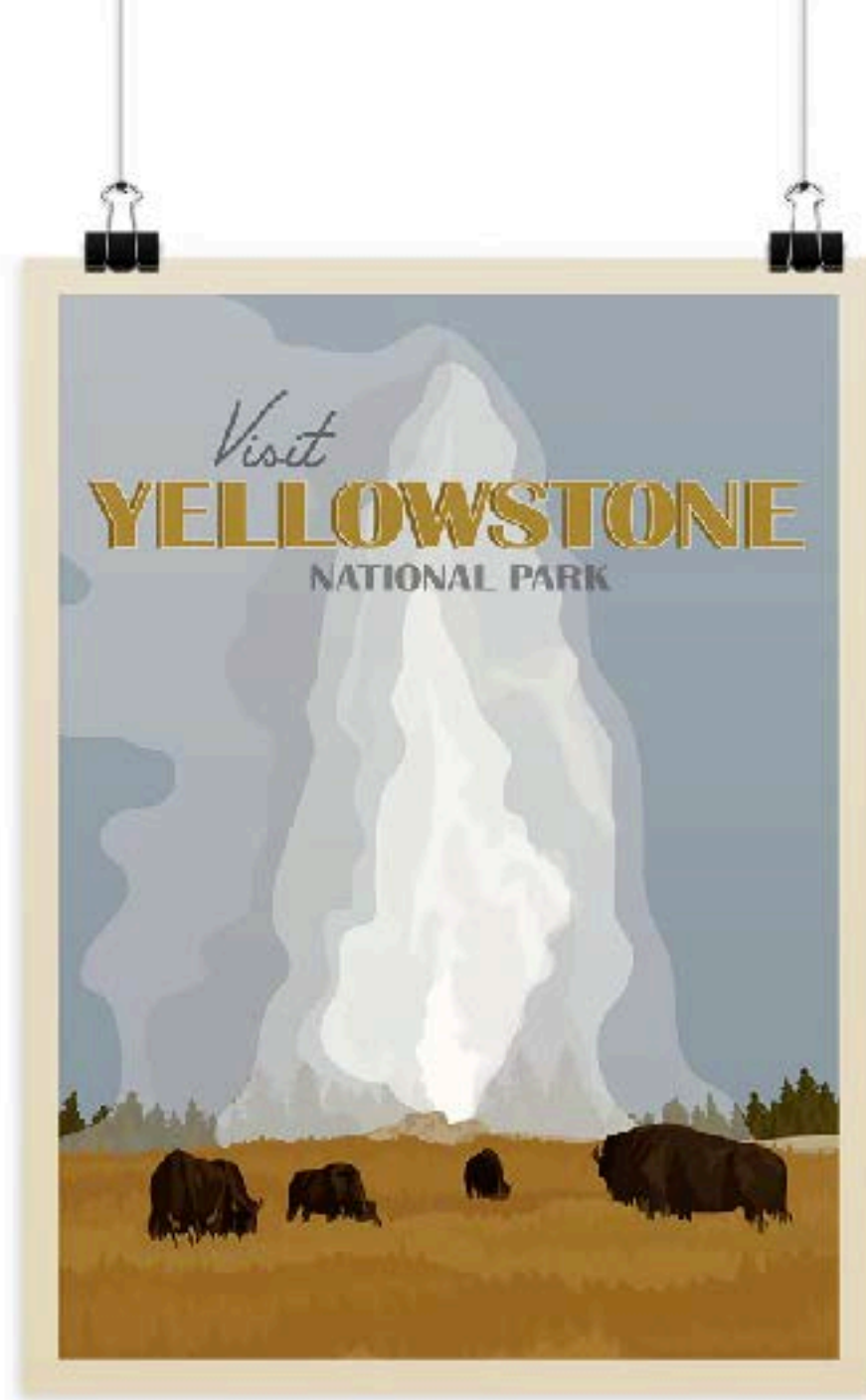


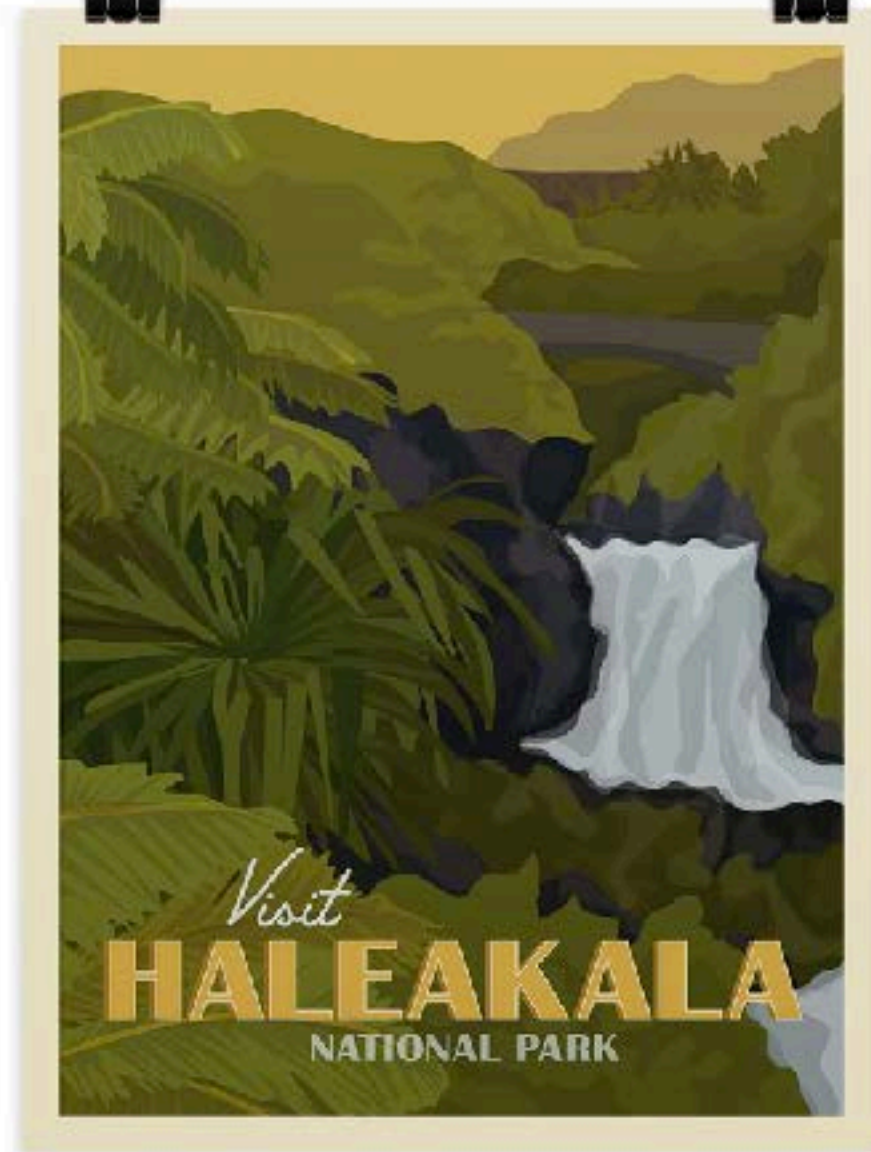












Overview

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/](https://en.m.wikipedia.org/wiki/)**

**List of national parks of t  
he United States**

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



# **Project requirements:**

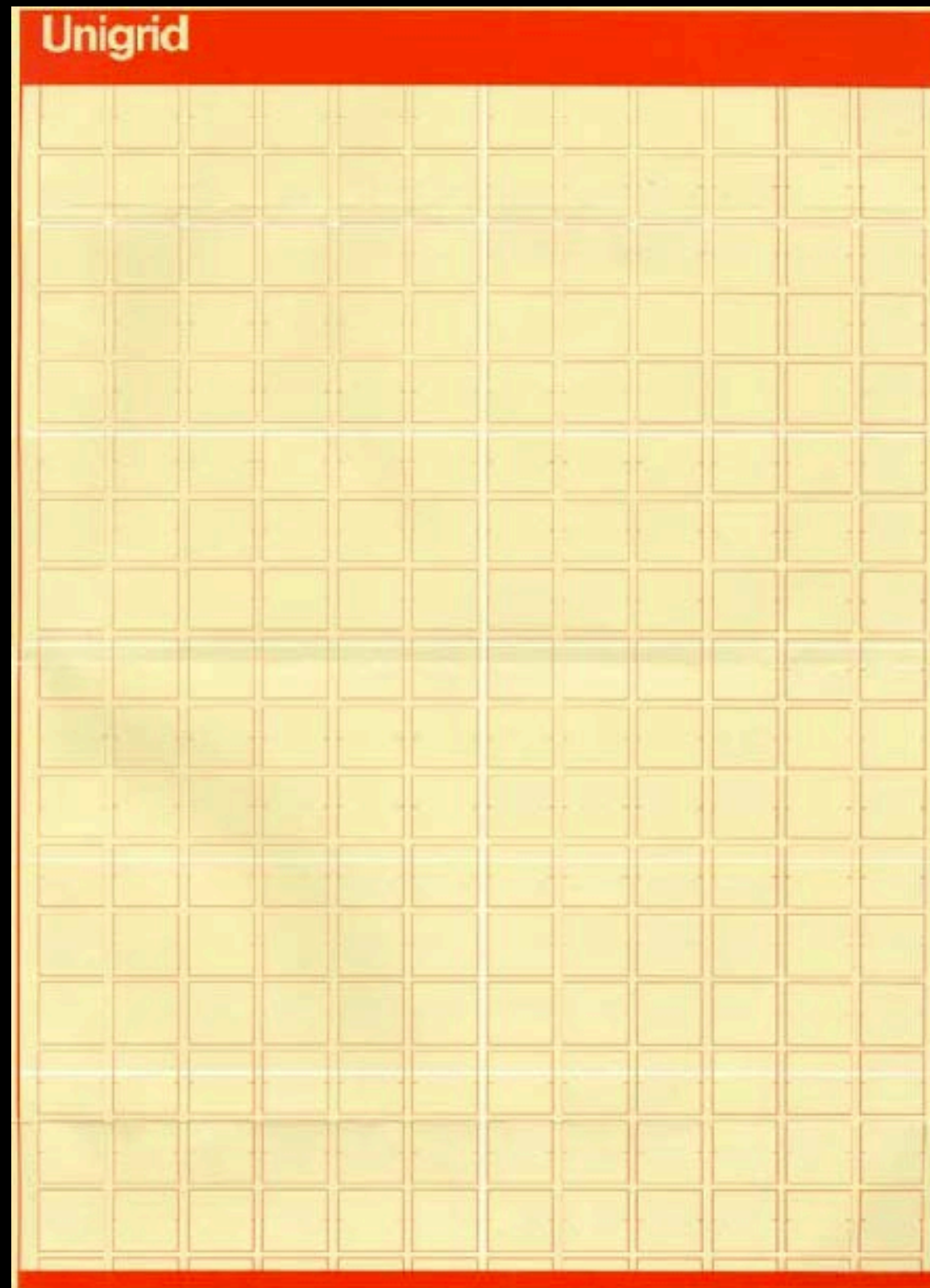
- No photos.**
- Your own illustrations.**
- Select a font from Google Fonts.**

**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.**

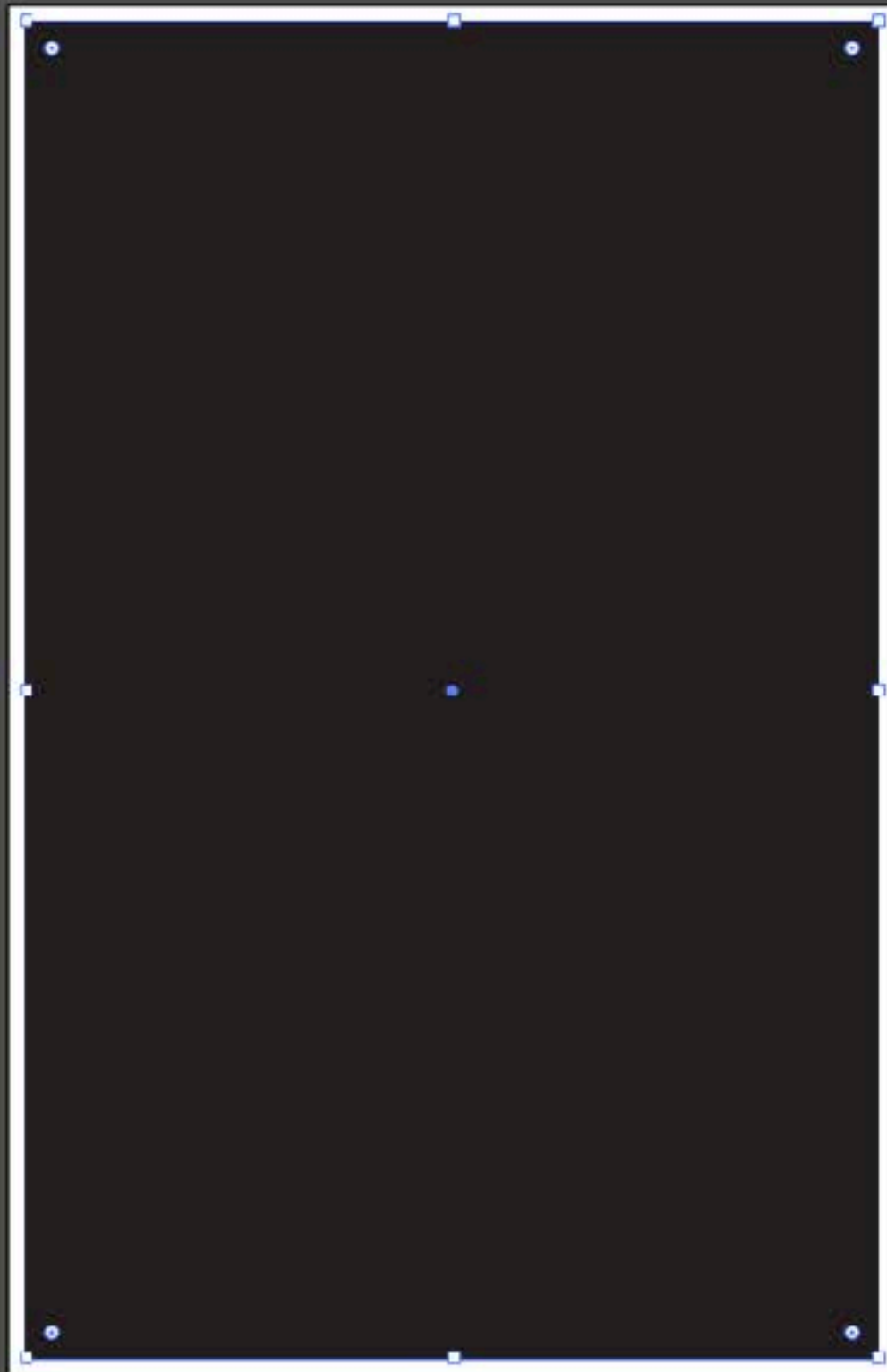


**Include the following:**

- **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 W: 10.6 in  
Y: 0.2 in H: 16.6 in  
△: 0° ▾ /: 0° ▾

Rectangle Properties

W: 10.6 in H: 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:

Height:

Gutter:

Total:

### Columns

Number:

Width:

Gutter:

Total:

☐ Add Guides

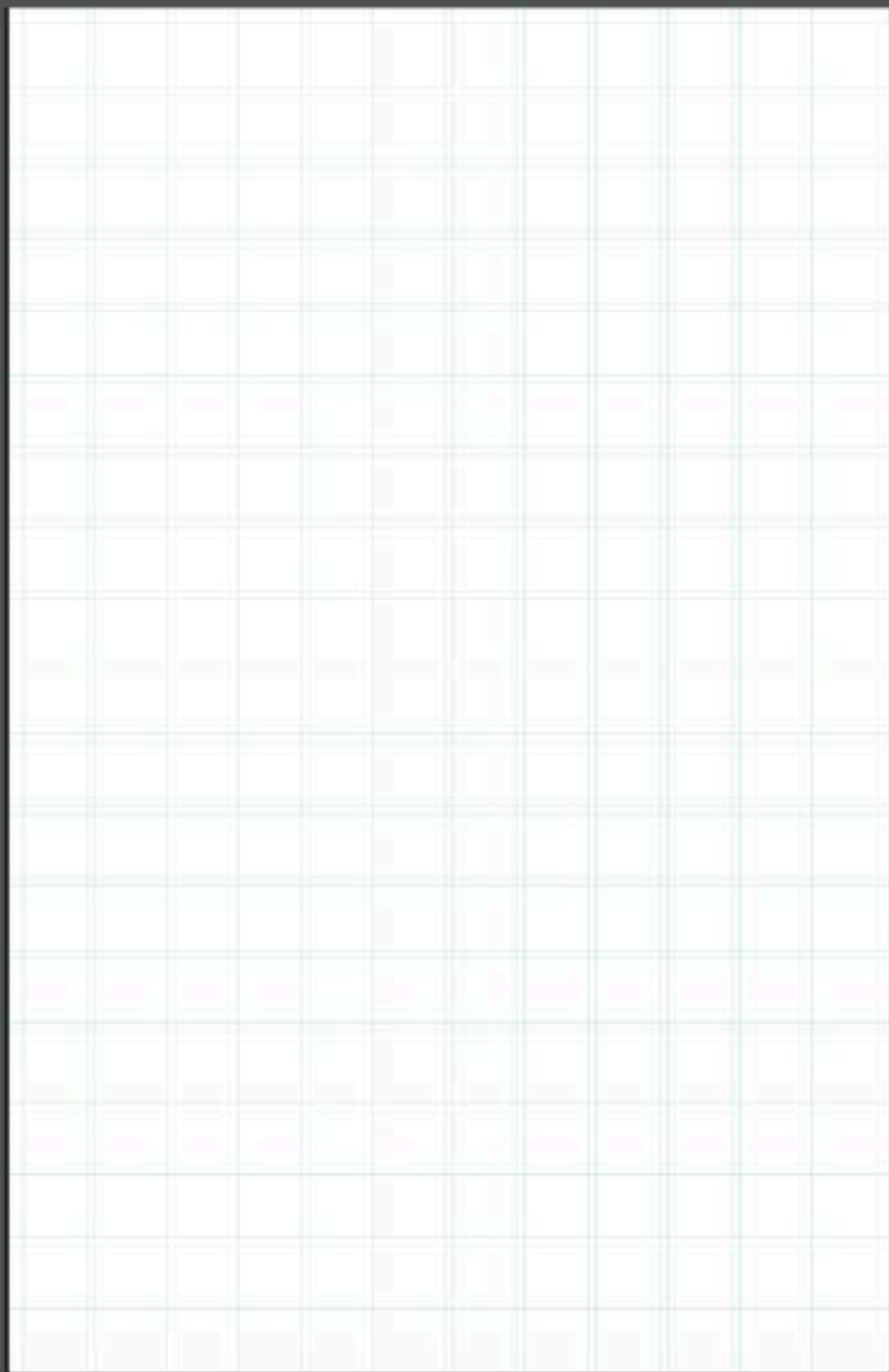
☒ Preview

Cancel

OK



## **7. Add Guides, save them as a layer**



Layer 2  
Layer 1

2 Layers

Color Color Guide

R 0  
G 0  
B 0

# 000000

Transform Align Pathfinder

Stroke Transparency

Weight 0

Cap

Corner Unit

Align Stroke

Dashed Line

dash gap dash gap dash gap

Arrowhead

Scale

Align

Profile

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



The screenshot displays the Adobe Illustrator interface with the following panels visible:

- Layers Panel:** Shows two layers: "Layer 2" (selected) and "Layer 1".
- Color Panel:** Displays the "Color Guide" section with RGB sliders for Red, Green, and Blue, all set to 0. A color bar is visible below the sliders.
- Stroke Panel:** Shows the "Stroke" section with a "Weight" of 1 pt, "Cap" and "Join" settings, and "Align Stroke" options. The "Dashed Line" section is also visible, showing "dash" and "gap" settings.

