

Week 01a

"Computers are to design as microwaves are to cooking."

– Milton Glaser

ACTIVITY | RESEARCH: PRINCIPLES OF DESIGN: PROFESSIONAL GRAPHIC DESIGN EXAMPLES



Category: Balance | The apple on her head is the focal point it draws the attention of the viewers



Category: Emphasis | Write an explanation about how the image uses this principle



Category: Unity (& Variety) | The two objects in the picture are in alignment to each other



Category: Scale (& Proportion) | The shapes in the pictures represent scale, the big, medium and the small one.

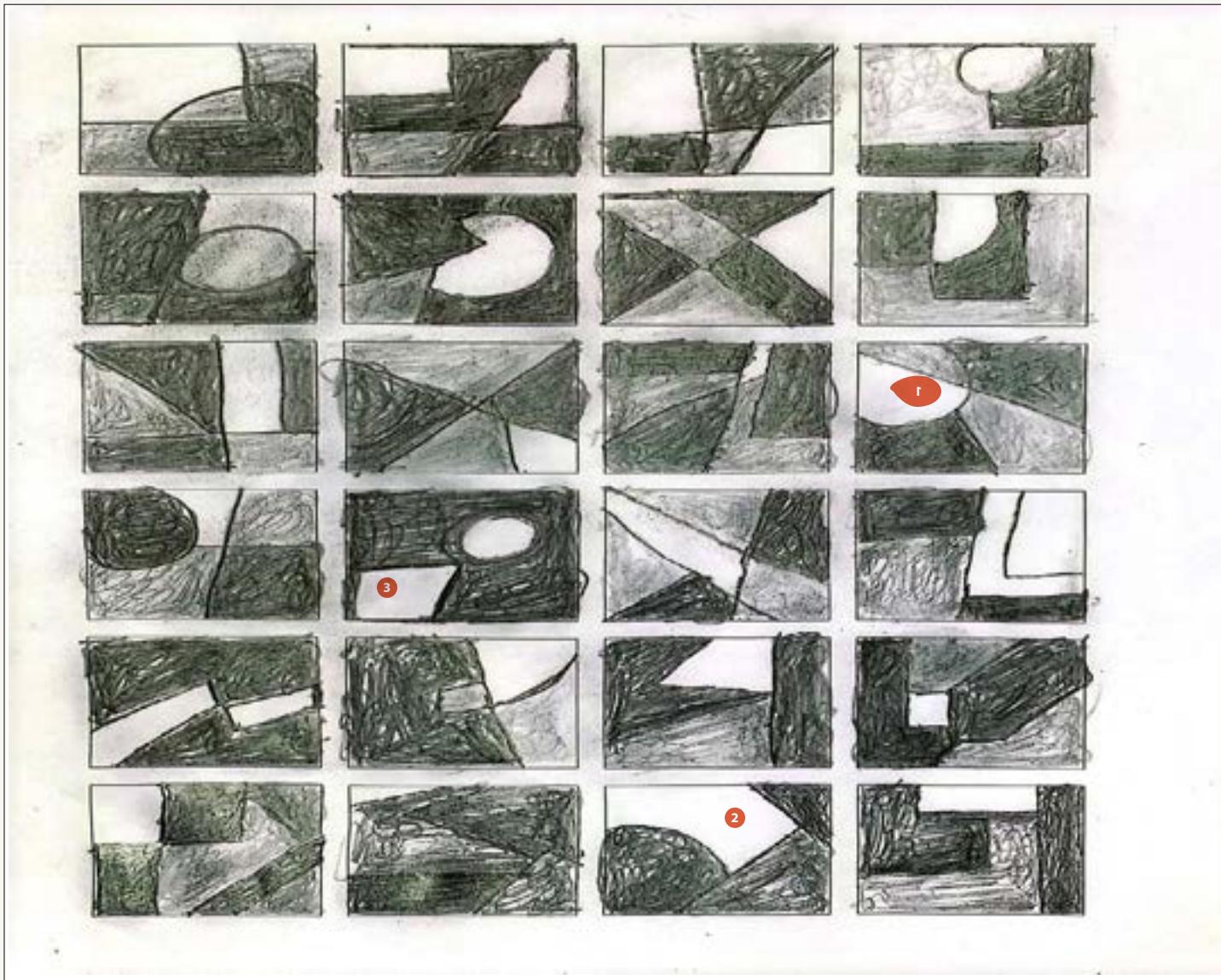


Category: Visual Pace | When you look at the picture, the first thing that catches your attention is the image of the man in the middle from there you begin to move your eyes to the surrounding animals images. This is a good representation of visual pace principle



Category: Depth | The image of the man in the middle of the picture is overlapped by the globe form image. This represents depth principle.

PROJECT 1 | ALBUM | STEP 1: ROUGH SKETCHES

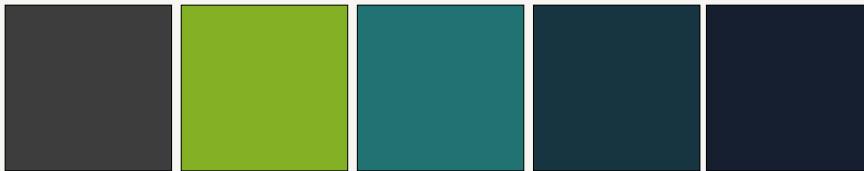


PRINCIPLE FOCUS

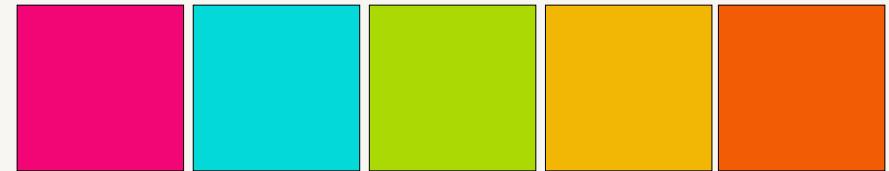
1. The design shows emphasis, because a focal point, and contrast for the color and visual pace which the viewer to move the eye from focal point to next object in the design. It also shows depth
2. This design shows balance because of its dynamic nature, depth and focal point too, it has scale.
3. Its balance is dynamic, the unity is grouping,

PROJECT 1 | ALBUM | STEP 2: 4 OPTIONS FOR COLOR PALETTES

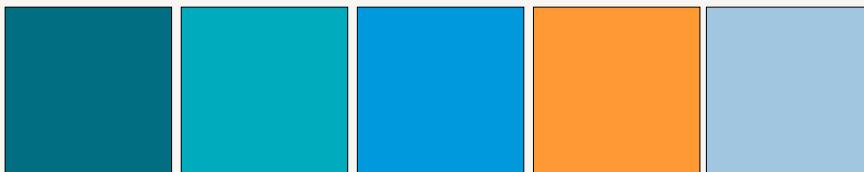
COLOR PALETTE NAME HERE



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COLOR PALETTE NAME HERE

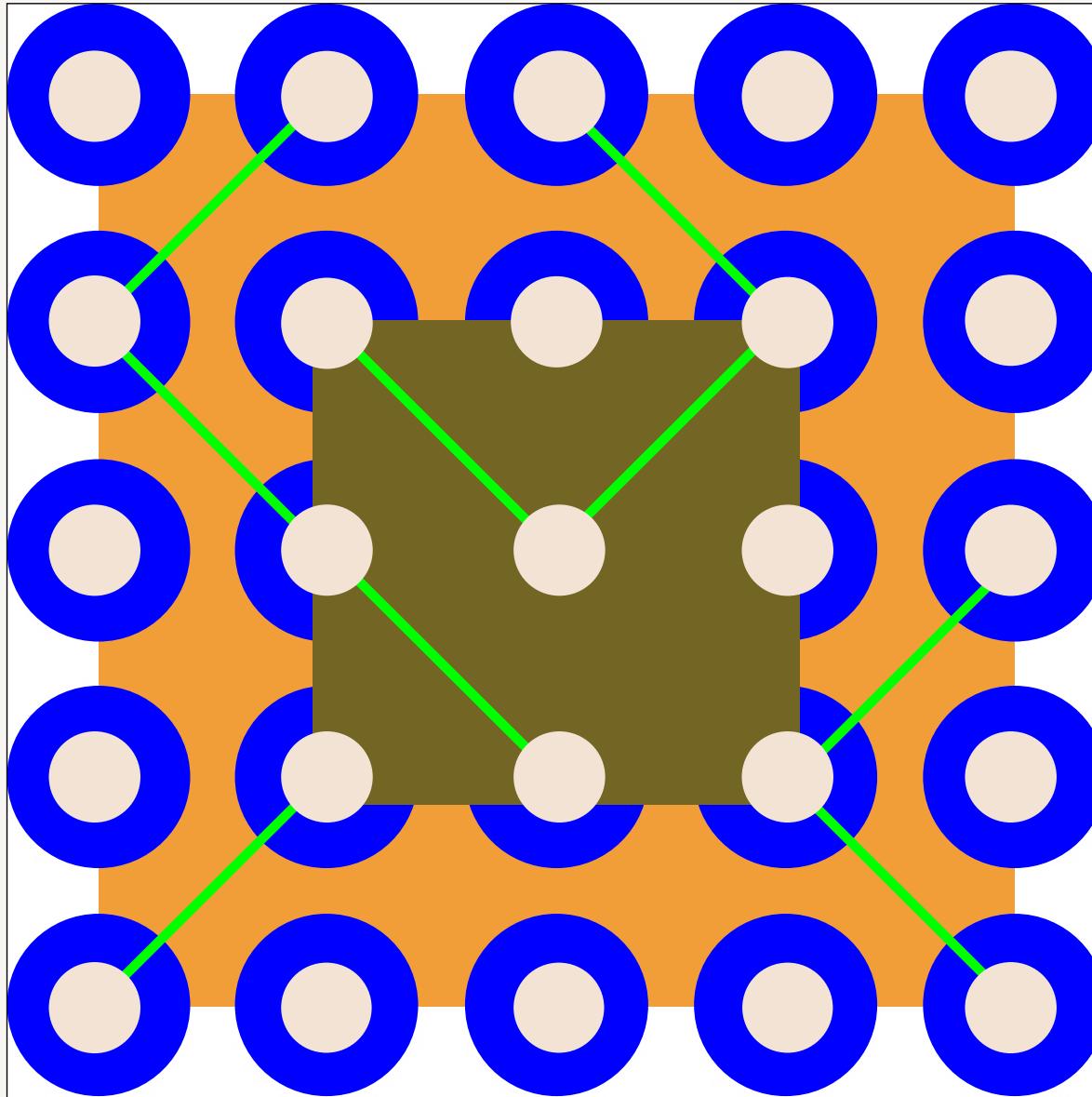


Week 01b

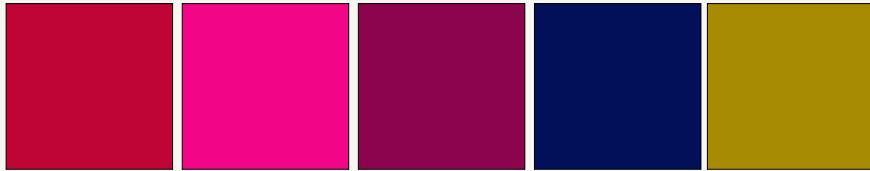
“It’s through mistakes that you actually can grow. You have to get bad in order to get good.”

– Paula Scher

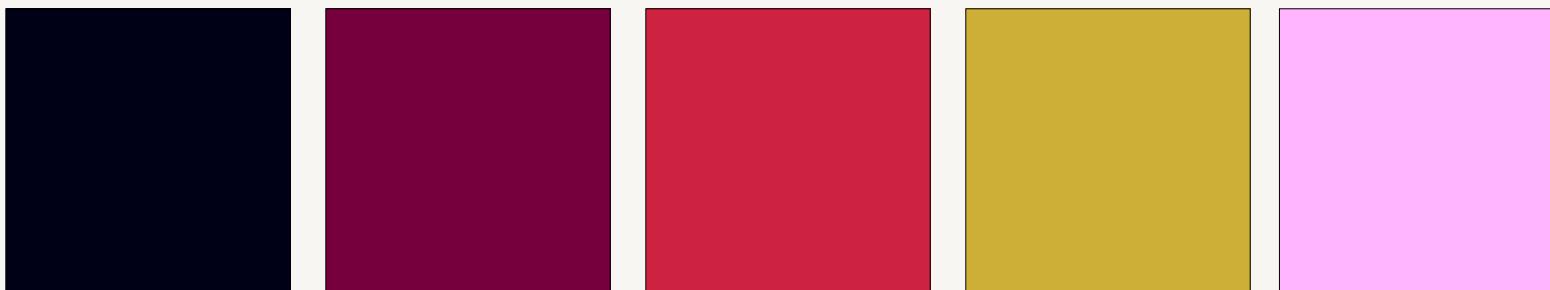
ACTIVITY | ADOBE ILLUSTRATOR: LAYERS, SELECTING, ALIGNMENT, AND MORE



COLOR PALETTE NAME HERE



FINAL ADJUSTED COLOR PALETTE NAME HERE



PROJECT 1 | ALBUM | STEP 4: FOUR TYPE AUDITIONS

PHAPSODY IN BLUE

George Gershwin
1924

PHAPSODY IN BLUE

GEORGE GERSHWIN
1924

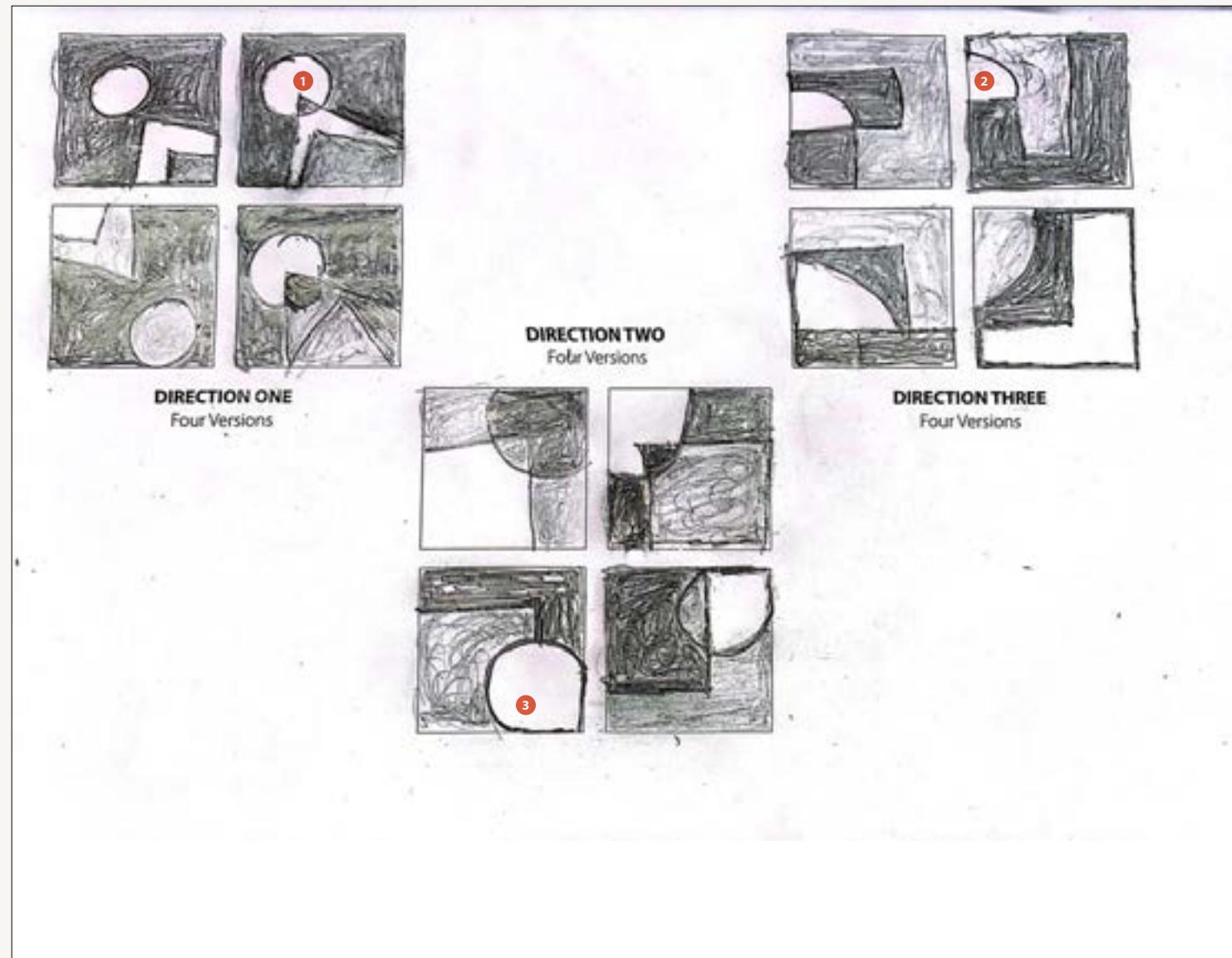
Phapsody in Blue

George Gershwin
1924

PHAPSODY IN BLUE

GEORGE GERSHWIN
1924

PROJECT 1 | ALBUM | STEP 5: ALBUM REFINEMENT SKETCHES



CRITIQUE FOCUS

1. In this new sketches, I discovered that I did not use the three color instructed to use, grey, white and black. So corrected this on the no1 designed
2. I tried to work on focal point and the visual pace especially for design 01 and 02. I worked on the construct which makes the focal point to come out sharply for the viewer
3. 1. I worked on the color
2. The dynamic nature of the design
3. depth of the design, especially for design no. 03

ACTIVITY | PONDER: WEEK 1

Hi my name is Olusegun Abayomi and my most distinguishing feature is my persistence in solving problems.. .

What do you hope this class will help you to do?

I hope this class will help me in learning graphic designing, that i can use for remote job as my side work.

1A: PRINCIPLES OF DESIGN: PROFESSIONAL EXAMPLES

Which principle of design do you like or understand best?

I understand the principle of balance, emphasis and the rest. But I understand the principle of emphasis most.

Which principle of design do you dislike or wish you understood better?



Your Name

I which to understand the principle of depth and unity better

Was it difficult to find professional examples of some of the principles? Why or why not?

It was not difficulty to find the examples.

Did your understanding of the principles of design change while looking at professional work? Why or why not?

My understanding of the principle of the design did not change because I watched of the video of the instructor

in the annoucement page which were very clear to understand.

Replace this text with an interesting fact about yourself. (I like to learn new things everyday.)

1A: THUMBNAIL SKETCHES

What was your experience like thumbnail sketching?

What did you like or dislike about the process?

it was time consuming and interesting at the same time. It was a new experience for me.

How can sketching be to your advantage as a designer? Why do you think 24 sketches were assigned?

It allows one to have varieties of designs and enables the designer to see the design that best fits the idea he or she is trying to communicate.

1B: ILLUSTRATOR ALIGNMENT ACTIVITY

What did you learn completing this activity? What do you need more help with?

I learn about how to use some of the features of indesign and Illustrator

1B: REFINEMENT SKETCHES SKETCHES

Did you find the second round of sketching to be helpful or unnecessary?

I found it helpful, it enables me to see the other dimension of my favourite sketches.

What did you discover about your compositions from making variations?

I discovered that even though I used the same words and font, the variations completely changed the feeling of the composition. For example, using all caps with tight spacing made the title feel bold and strong, while lowercase with wide spacing gave it a softer, calmer look. Changing size and weight helped me see how hierarchy can guide the viewer's attention.

In your opinion, what is the biggest challenge when interpreting a song into a shape composition?

In my opinion, the biggest challenge for me is to know how to capture the feeling of the song in a way that fits visually.

CONCLUSION

In conclusion ... I believed I have learned a skill that can enable to start my own personal project in the future.

Week 2a

“Working within the constraints of a problem
is part of the fun and challenge of design.”

– Ellen Lupton

PROJECT 1 | ALBUM | STEP 6: FINAL TYPE

Before

PHAPSODY IN BLUE

George Gershwin

1924

After

PHAPSODY IN BLUE

George Gershwin

1924

PROJECT 1 | ALBUM | STEP 7: 3 DIFFERENT DIGITAL SKETCHES

CRITIQUE FOCUS

1. Based on the critique feedback you received **before creating these digital sketches**, list all the problems that you solved or attempted to solve using the principles of design

The problems were, I didn't use the required three colors white, black and grey, all the shapes I am to used per designed were not in use too.

2. List more problems you tried to solve for this step

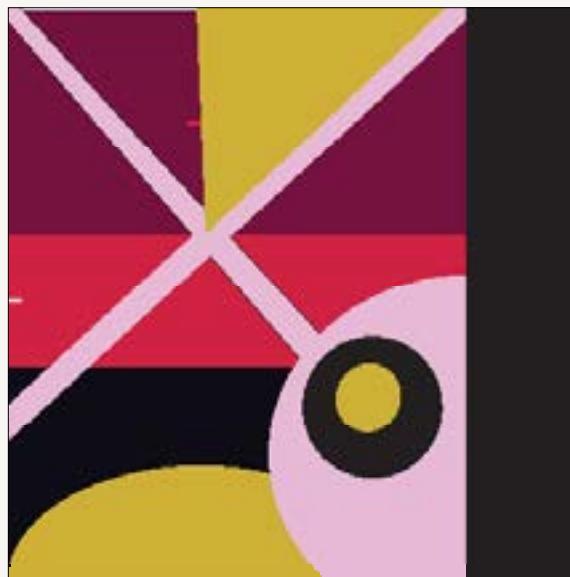
I tried to ensure my designed has the principle of designs. the like of scales, depth and the rest

3. List at least three things you worked on based on the critique.

1. I worked on the color, ensuring the five colors are in use the design.

2. I ensure I used the shapes I am required to use per the design

3. I ensure my design more the principles of designs



DESIGN PRINCIPLES USED

1. Unity is observed to group the shapes used together which takes me to the next principle used in the design
2. Focal point is observed for the emphasis part of the principle
3. And Visual pace too was observed, which directs the viewers from the focal point in the middle of the design to the sharp edge of the triangle attached to the focal point of the design.

DESIGN PRINCIPLES USED

1. Scale principle was observed in the design
2. Depth principle was observed because some the images overlap
3. The balance is dynamic in nature

DESIGN PRINCIPLES USED

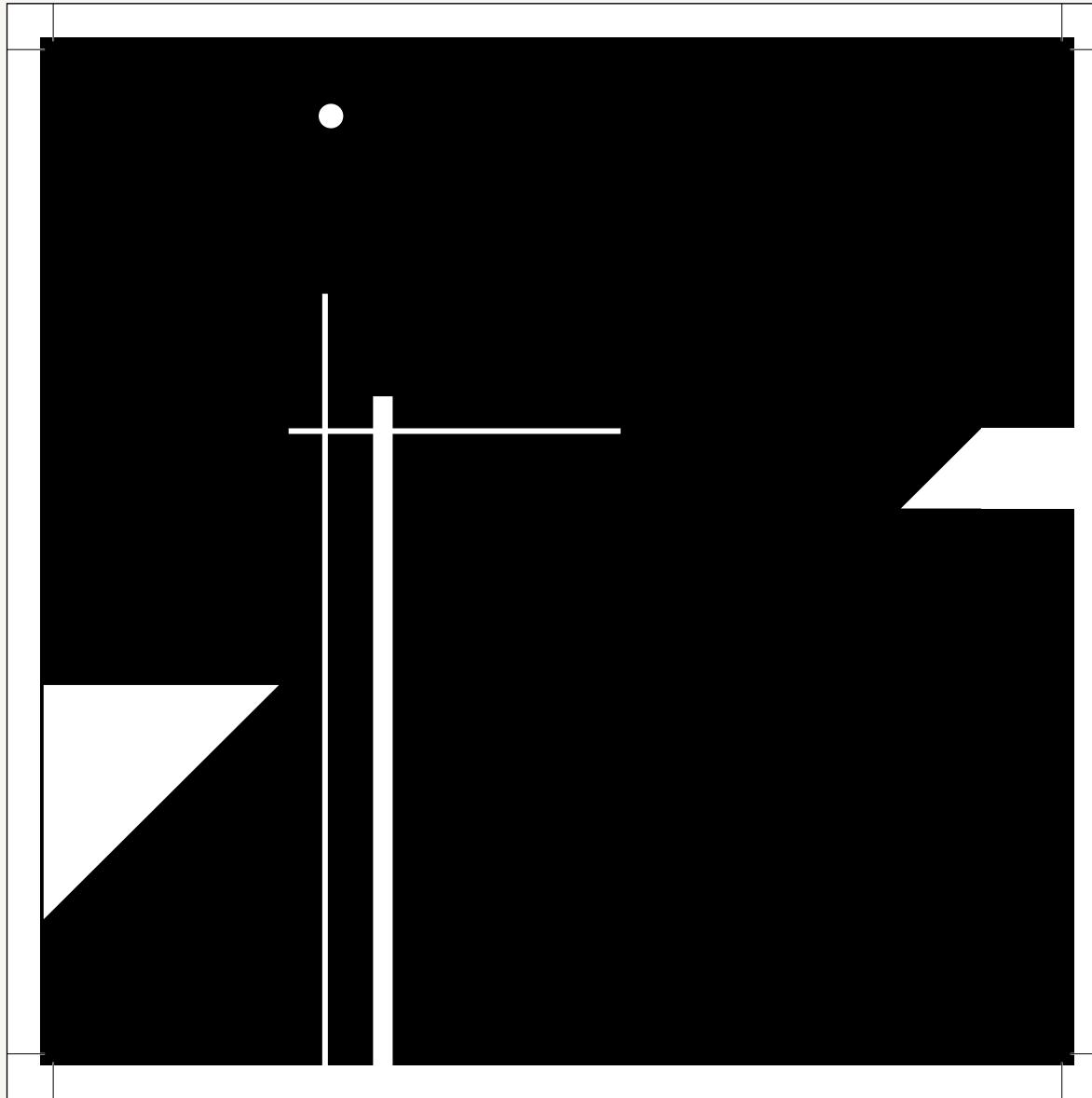
1. principle of unity was observed in the design
2. It has focal point principle too
3. it has depth and visual pace too.

Week 2b

“Working within the constraints of a problem
is part of the fun and challenge of design.”

– Ellen Lupton

ACTIVITY | ADOBE ILLUSTRATOR: LAYERS, SELECTING, ALIGNMENT, AND MORE



PROJECT 1 | ALBUM | STEP 8: 3 DIFFERENT DIGITAL COMPS W/ TYPE

CRITIQUE FOCUS

1. Based on the whatsapp critique feedback you received **before creating these comps**, list all the problems that you attempted to solve using the principles of design.

The problem was that all the required five colors were not used in my designs, the required shapes too were not used, and my designs were not firmly placed

2. List more problems you tried to solve for this step

I tried to solve the above problems, by carefully placing the designs in the provided box, I ensured all the five colors were used in the designs, and the shapes too were used. I also tried to ensure my designs show more principles of design.

3. List at least three things you worked on based on the critique.

1. The placement of my design work in the box
2. All five colors were used. 3. and the shapes required are used in the designs.



PROJECT | ALBUM PROJECT FINAL



FINAL DESIGN (NO BLEED)



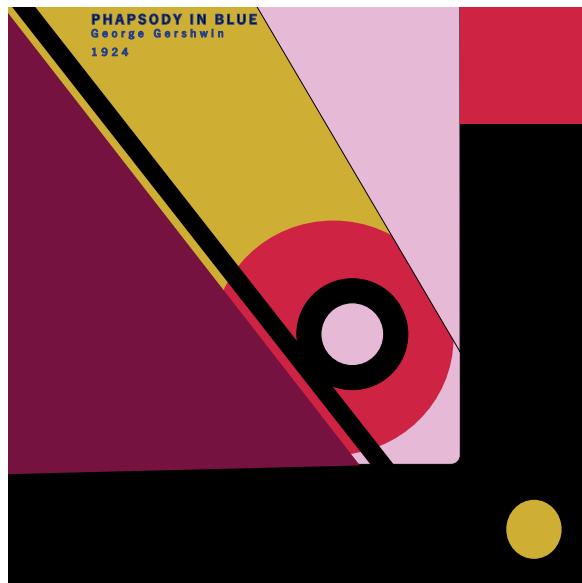
PHOTOSHOP MOCKUP

PONDER | WEEK 2

My favorite thing to eat is (fill in the blank) because (...).

FINAL COMPOSITION PRESENTATION

In the Shapes Composition I created a design that used



Final Composition with a caption.

a circle, square, triangle, cross, and a line. The three principles of design of design used to create a successful composition are (principle 1), (principle 2), and (principle 3).

Music expresses that which cannot be put into words and that which cannot remain silent.

(Principle 1) is used (describe location in the composition) and (describe how the principle helped the composition).

Focal point- The circle in the middle of the black circles displays focal point principle in the middle of the design

(Principle 2) is used (describe location in the composition) and (describe how the principle helped the composition).

Visual pace - the black line in the middle of the design serves as visual pace to the description about the artist.

(Principle 3) is used (describe location in the composition) and (describe how the principle helped the composition).

The principle of asymmetry - the arrangement of the biggest triangle in the middle of the design follows by the line, the circles and the smallest triangle gives the design a dynamic view.

In conclusion, (principle 1), (principle 2), and (principle 3). assisted in creating a successful composition by (brief concluding statement).

So all these principle used, - emphasis, visual pace and the asymmetry - assist in creating the design that interprets the mood communicated with the music in the album.

2B: ACTIVITY | SOFTWARE TRAINING

What was the most helpful thing you learned this week about Adobe Illustrator?

Answer I learned a lot using this app since this is the first I am introduced to it. What I learned very used eyedropper tool for coloring our shapes

What do you still want to learn about Adobe Illustrator?

I want to learn about creating cartoon. I heard it can be used to create it.

WEEK 2 REFLECTION

If you haven't filled the page with the provided questions, use this section to reflect upon the learning over the course of the module. The process of pondering your learning experience is helpful as you become conscious of what you are doing, understanding or not understanding.

Look for connections between the learning experiences that you have completed. Knowing what you don't know is a good place to start.

Pages that are not filled with writing will not receive full credit.

CONCLUSION

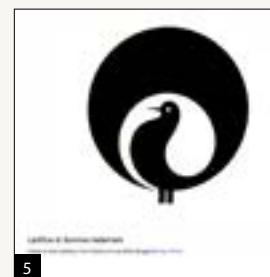
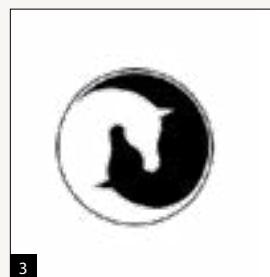
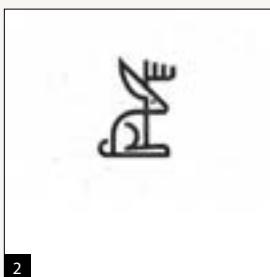
I learned how to use adobe indesign and illustrator applications, with this knowledge gained I can continue to develop my skills on it - This skill will help me in my IT career.

Module 03a

“Content precedes design. Design in the absence of content is not design, it’s decoration.”

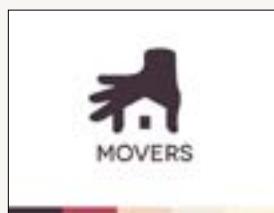
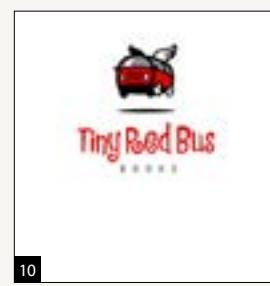
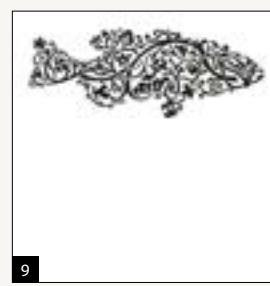
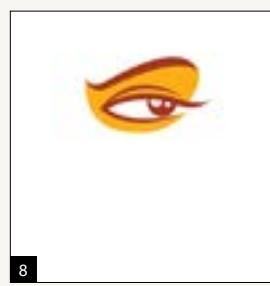
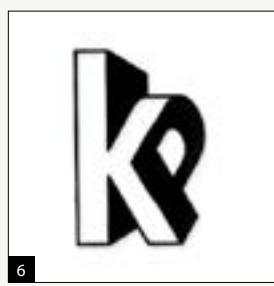
– Jeffrey Zeldman

ACTIVITY | LOGO VISUAL RESEARCH



Collect logo samples in order to understand what a good logo is. Write a one or two word caption for each logo describing why you picked it.

1. Clear focal point
2. The merging of rabbit with fork is superb
3. Clear focal point makes me like the logo
4. Focal point and visual pace
5. Very clear design
6. Merging K and P, very artistic
7. I love the simplicity
8. simple and clear focal point
9. Nice artistic design
10. Visual pace is observed
11. Simple and communicative
12. Very clear focal point
13. Communicative
14. Artistic design
15. Simple and communicative
16. Simple with focal point
17. Simple and communicative
18. Simple but seem complex
19. Good focal point
20. Simple and communicative



PROJECT | LOGO: WORD LISTS

Instructions: Word lists help you find ideas more quickly. To do this, write every word you can think of that relates to what you need help with. For example, when you look for mascot ideas, list as many animals as you can. Then do the same for plants. Do the same for your specific business, AND in listing business names until you have a business name you like. Be sure to list ALL ideas both good and bad. Continue writing after you've thought of all of the obvious ideas, minimum of 2 minutes per list.. Afterwards, **bold** or star* the words that gave you the best ideas.

NOTE: If you choose to do this by hand on paper, scan that page and place it on this page instead of re-typing.

Lion	Dolphin	Spider	Swan	Frog	Streetwear	Shirt	Coat	Elephant	Urban Ram	Urban	Tiger Claw
Tiger	Shark	Scorpion	Peacock	Toad	Casual	Pants	Cardigan	Warehouse	Phoenix	Phoenix	Streetwear
Panther	Turtle	Raven	Rooster	Fish	Formal	Shoes	Pullover	Sleek Fox	Golden Lion	Panther Pro,	Bold Stallion
Leopard	Elephant	Parrot	Hen	Salmon	Luxury	Sneakers	Beanie	Falcon Fit	Clothing	Sleek Tiger	Sharp Hawk
Cheetah	Giraffe	Flamingo	Goat	Trout	Vintage	Cap	Trench	Panther	Pulse	Lion Luxe	Luxe
Wolf	Zebra	Penguin	Sheep	Octopus	Trendy	Hat	Uniform	Phoenix	Eagle Vision	Street Wolf	Leopard
Fox	Ram	Kangaroo	Ox	Squid	Bold	Scarf	Overalls	Threads	Wear	Phoenix Rise	Fox Edge
Bear	Bull	Koala	Donkey	Crab	Sleek	Gloves	Jersey	Minimalist	Tiger Tail	Wear	Dragon Thread
Eagle	Camel	Deer	Mule	Lobster	Minimalist	Socks	Tunic Polo	Bear	Threads	Falcon Flight	Phoenix Mode
Hawk	Monkey	Moose	Pig	Fabric	Stitch	Belt	Crop	Bold Bull	Wolf	Threads	Urban
Dove	Gorilla	Bison	Boar		Tag	Vest	Tank	Apparel	Wearhouse	Stallion	Stallion
Owl	Cat	Buffalo	Hedgehog	Threads	Denim	Suit	Tracksuit	Vintage	Lion Heart	Bold Zebra	Eagle Spirit
Horse	Rabbit	Hyena	Porcupine		Cotton	Tie	Hoodie	Stallion	Apparel	Threads	Threads
Stallion	Snake	Jackal	Bat	Weave	Wool	Shorts	dress	Streetwear	Phoenix	Modern	Phoenix
Falcon	Crocodile	Lynx	Ferret		Silk	Skirt	Urban Lion	Hawk	Flame	Ram	Mode
Phoenix	Butterfly	Puma	Weasel	Texture	Leather	Dress	Street	Urban Giraffe	Panther	Panther Print	Mode
Dragon	Bee	Cougar	Chameleon		Cotton	Tie	Panther	Leopard	Classic	Classic Tiger,	Panther
Whale	Ant	Vulture	Lizard	Style	Wool	Shorts	Bold Eagle	Fox Mode	Leopard	Eagle Wear	Shadow
					Silk	Skirt	Wear	Street	Classic	Classic Tiger,	Panther
				Pattern	Leather	Dress	Wolf Thread	Panther	Hawk Trend,	Eagle Wear	Shadow
					Cotton	Tie	Wolf	Leopard	Leopard	Lion Pride	Wolf Den
				Modern	Wool	Shorts	Luxury Tiger	Street	Fox Mode	Apparel	Clothing
					Silk	Skirt	Wolf	Leopard	Leopard	Cheetah	Wolf Den
				Classic	Leather	Dress	Butterfly	Street	Leopard	Apparel	Clothing
					Cotton	Tie	Style	Panther	Leopard	Chase	Wolf Den
				Urban	Wool	Shorts	Wolf	Leopard	Leopard	Falcon Flow	Clothing
					Silk	Skirt	Luxury	Street	Leopard	Shark Stitch	Wolf Den

PROJECT | LOGO: CATEGORY & THEME

Complete this worksheet **before** you begin your research or start sketching your logo. Use this page to define the problem you will be solving before you begin working on the logo itself. The success of your logo will be assessed according to the information you provide here.

CATEGORY/MASCOT

The category I choose to work with is clothing and the MASCOT is Dove(Animal)

TARGET AUDIENCE

The brand will be designed for young people, mostly between 16 and 30 years old, who love casual fashion and streetwear. They are both guys and girls who enjoy things like music, art, hanging out with friends, and expressing themselves through style. They spend time on social media, follow trends, and like clothes that feel comfortable but still make a statement.

CATEGORY DETAILS

The brand will create comfortable streetwears with a dove logo that represents peace and freedom. it will focus on quality fabrics, simple designs, and urban style.

EMOTIONAL/RATIONAL CHARACTERISTICS

It will be used to build a community around positivity and self-expression.

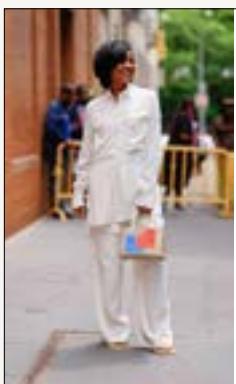
COMPANY/EXHIBIT NAME

Peace Thread

COMPANY TAGLINE

Everyday fashion inspired by peace and self-expression.

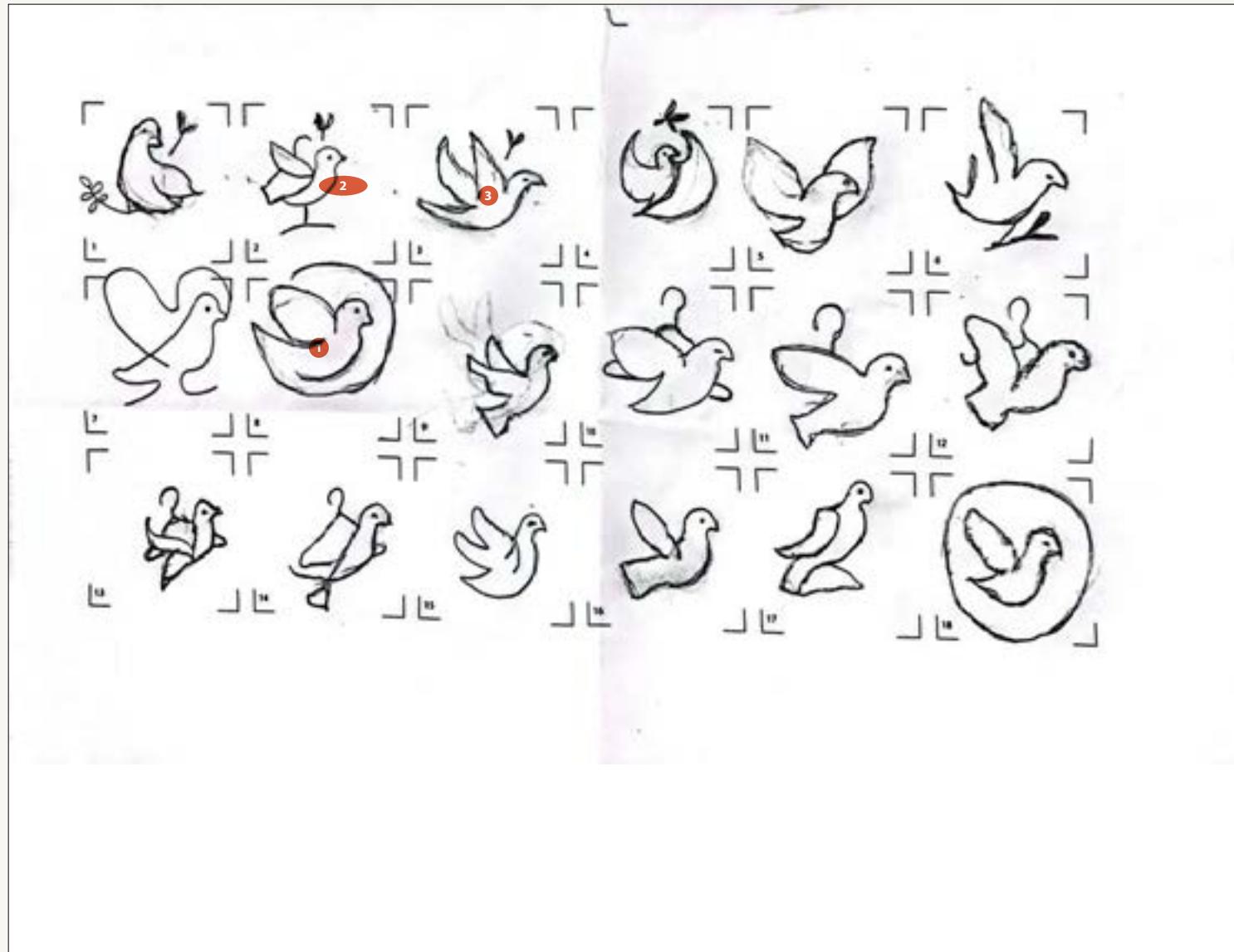
PROJECT | LOGO BUSINESS | VISUAL RESEARCH: PHOTOS



PROJECT: LOGO | MASCOT | VISUAL RESEARCH: PHOTOS



PROJECT | LOGO: SYMBOL SKETCHES



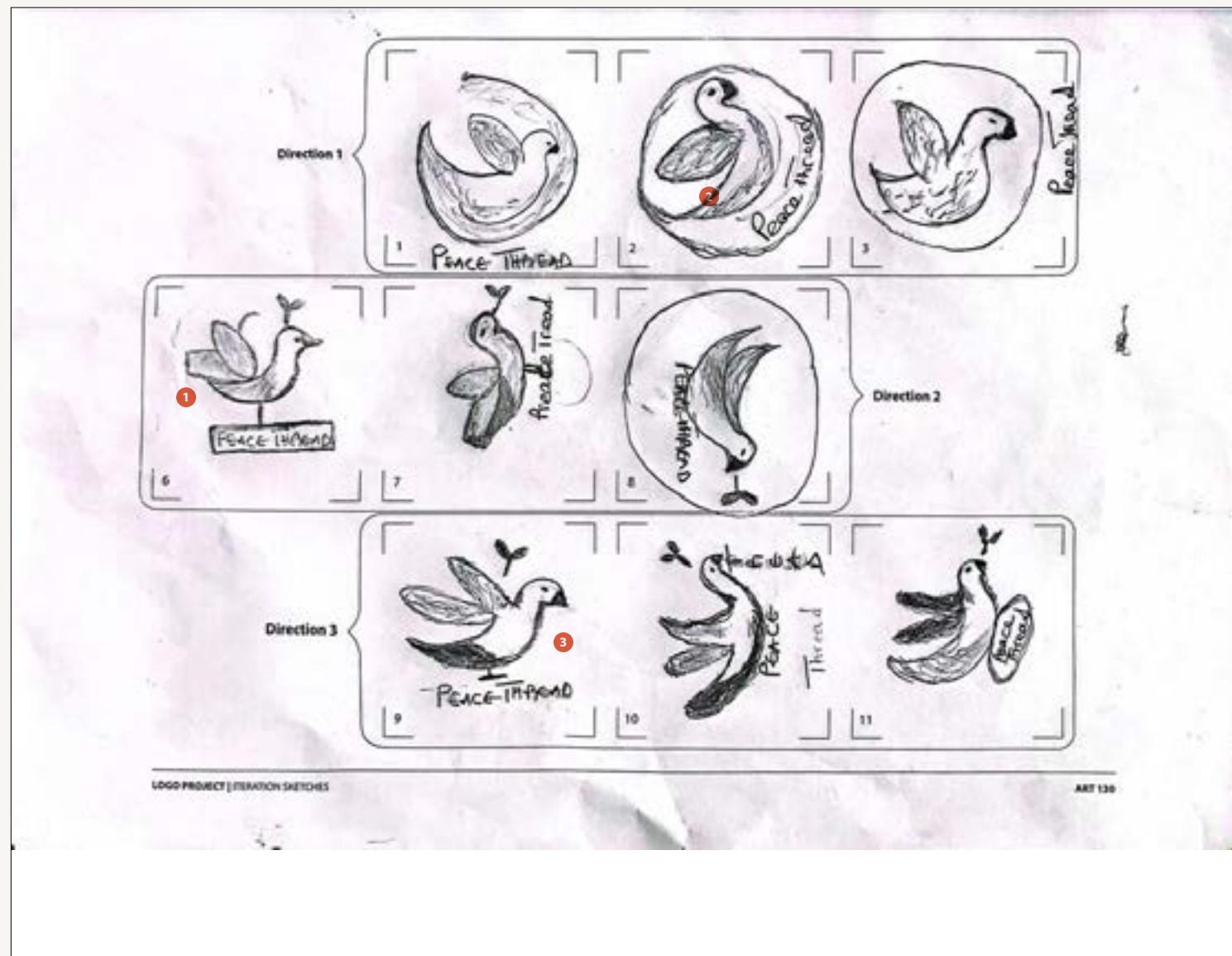
Place dots next to your 3 favorite sketches. The first one is placed for you.

Module 03b

“Constantly experiment ... constantly go forward.”

– Alexey Brodovitch

PROJECT | LOGO: SYMBOL SKETCHES



CRITIQUE FOCUS

1. Mark your 3 favorite sketches with the provided red-orange circles. Based on the whatsapp critique feedback you received **before sketching**, list all the problems that you attempted to solve using the principles of design.
2. List more problems you tried to solve for this round of sketching
 1. The previous sketches were not painted
 2. The bird was not really loom like dove
 3. The drawing skill was not professional
3. List at least three things you worked on based on the critique.
 1. I ensured the three colors were used in these sketches, majorly the black colors were applied to the mouth of the birds, it might not be that obvious.
 2. I worked on the sketches to make sure the birds look like dove.
 3. I worked on my sketching to make the sketches appear more professional.

ACTIVITY | ADOBE ILLUSTRATOR: MORE PRACTICE WITH THE PEN TOOL



PROJECT | LOGO: DIGITIZED LOGOS



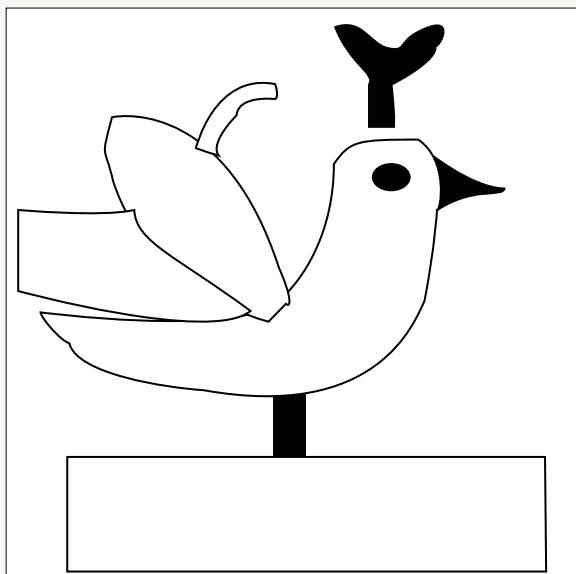
Original Sketch



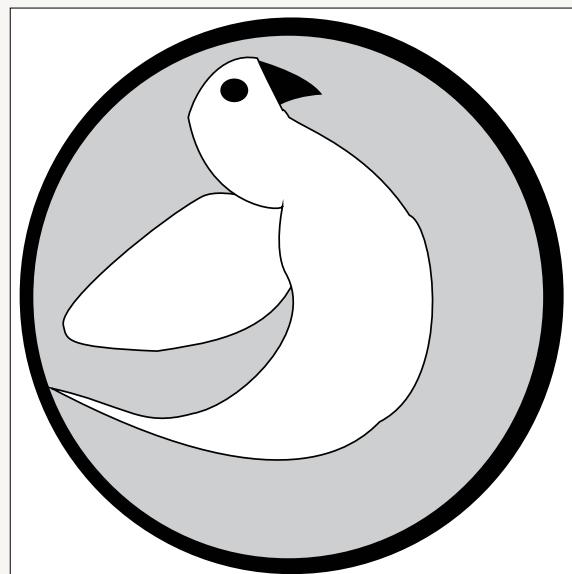
Original Sketch



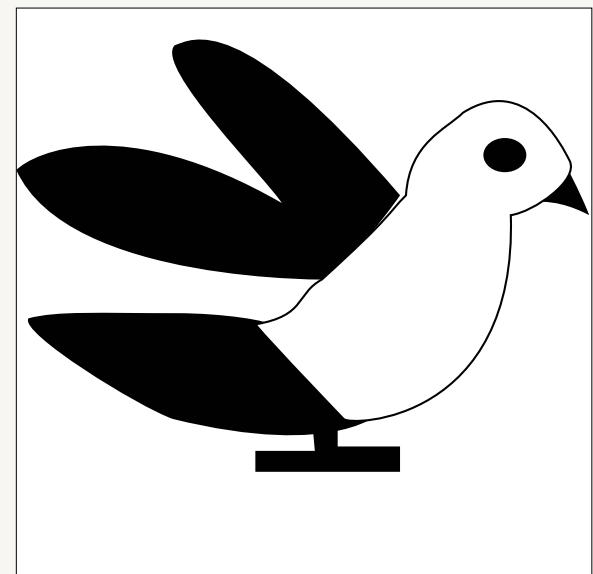
Original Sketch



Logo Option A



Logo Option B



Logo Option C

PONDER | WEEK 03

My favorite color is (fill in the blank) because it reminds me of (fill in the blank).

3A: LOGO VISUAL RESEARCH

In the professional logos you found, what do your favorite logos have in common?

Answer

My favourite logo has good focal point with them

3A: LOGO BRAINSTORM

Roughly how many ideas were you able to discover through your word list? Did you find word lists helpful to your process?

Answer : I was able to discovered around 182 words. Yes I found the list helpful in coming up with my brand name the logo idea

Why is it important to define the target audience before sketching a logo?

Answer: It is important to define the target audience to enable us to create a logo that will effectively communicate or appeal to them.

3A: LOGO SYMBOL SKETCHES

What makes a good symbol?

Answer: The one that is able to communicate the kind of emotion we want our audience to feel from our logo

How many of your sketches combine two different symbols into a single symbol? Do you feel you need to do this more or less? Answer

Almost of them. I think I will need to do this more, to understand the idea better

3B: LOGO REFINEMENT SKETCHES

How did this second round of sketching affect your logo ideas?

Answer: It makes me to finetune the first sketch to make them better.

How did you choose which logos to digitize?



Take a photograph of a logo being used on signage. Crop it and add it to this page with a caption.

Answer: I chose the one I think will appeal to my audience the most

Walk with confidence and be peaceful with everyone

3B: ILLUSTRATOR ACTIVITIES

What was the best and worst part about these activities as pertains to your learning? Did you like one more than the other?

Answer

I do not have worst part. I enjoyed every bit of the learning.

3B: LOGO DIGITIZED

What is form and why is it important when creating a logo?

Answer

Form in logo is important because it subconsciously communicates meaning and emotion, enhancing a brand's identity.

Module 04a

"A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away."

– Antoine de Saint-Exupéry

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 01

Activate, Assign, & Sort Typefaces

Activate these typefaces on fonts.adobe.com. These 10 (with Acumin below) represent the approved fonts for the logo project.

Once active, set each piece of text to any weight/font within that typeface.

Sort the fonts above into their category below. The first one has been done for you.

R

This letter R has serifs.
It is a **serif** typeface.

Place any other serif type below.

Adobe Jenson

Baskerville URW

R

This letter R doesn't have serifs.
It is a **sans-serif** typeface.

Place any other sans-serif type below.

Acumin Variable Concept

Como

Condor

Neue Haas Grotesk

R

This letter R has thick straight
serifs. It is a **slab-serif** typeface.

Place any other slab-serif type below.

Bodoni URW

Clarendon URW

Museo Slab

R

This letter R has variable
thickness and looks like it
has been made by hand.
It is a **script** typeface.

Place any other script type below.

Bickham Script Pro

Created by
Olusegun Abayomi

NOTE: if you are having trouble drawing on these pages, check the layers panel to the right to make sure you are on an unlocked layer.

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 03

Communicate With Type

Amicus Motors logotype

*Amicus
Motors*

Jack and Jill logotype

Jack
&Jill

Astro Burger logotype

**Astro
Burger**

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 05

Use Value
Contrast

Amicus Motors logotype



Ancient script typeface used for the Amicus Motors logotype.

*Amicus
Motors*

Jack and Jill logotype



Modern sans-serif typeface used for the Jack and Jill logotype.

**Jack
&
Jill**

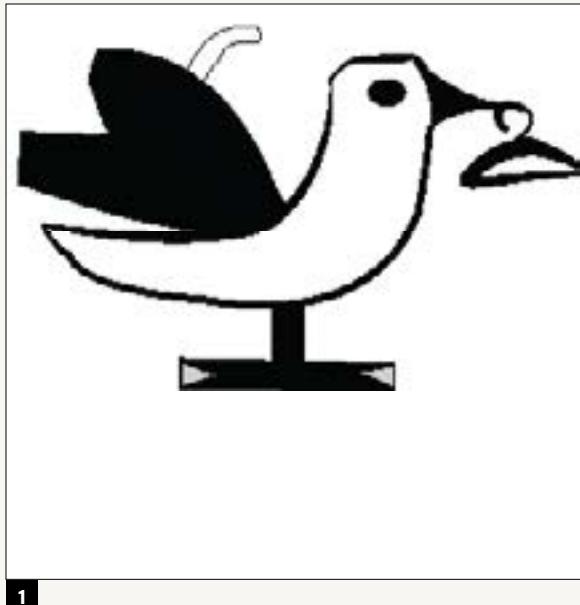
Astro Burger logotype



Modern sans-serif typeface used for the Astro Burger logotype.

**Astro
Burger**

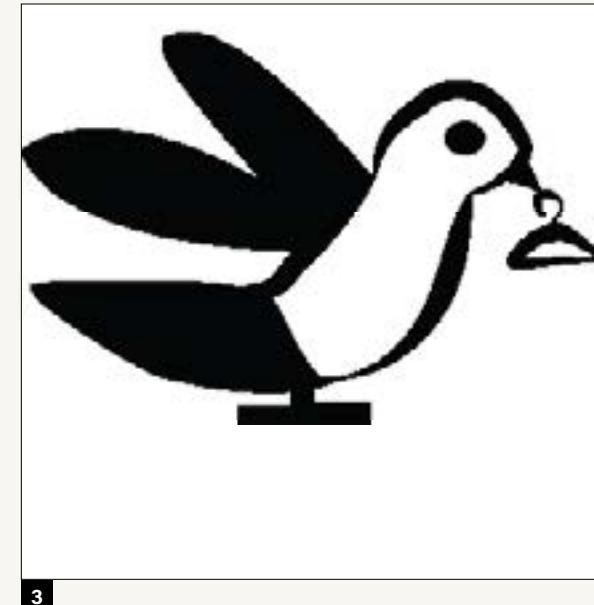
PROJECT | LOGO: REFINEMENTS



1



2



3

CRITIQUE FOCUS

The feedback I received was that there was no MOSCOT in the design, and in this one I ensured that I added MOSCOT into the design. And also I was advised to readjust the body of the dove to make it look like and one and be professional. So this was done in this design.

The feedback I received regarding this design was about the eye of the bird, I was asked to work on it more to look like birds' eyes, and this I factored in in this new design. I also worked on focal point of this design by making the Moscot the focal point of the design.

The feedback also was about MOSCOT, and I have added it in this new design. I worked on the stroke of the body shape to appear more professional as I have been advised.

PROJECT | LOGO: TYPE VARIATIONS

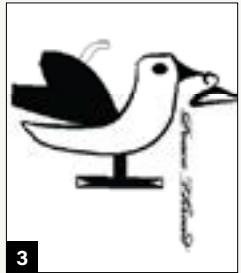
LOGO DIRECTION 1 - FOUR TYPE EXPLORATIONS



1



2



3

LOGO DIRECTION 2 - FOUR TYPE EXPLORATIONS



4



5



6

LOGO DIRECTION 3 - FOUR TYPE EXPLORATIONS



7



8



9

PROJECT | LOGO: COLOR VARIATIONS

LOGO DIRECTION 1 - FOUR COLOR EXPLORATIONS



A

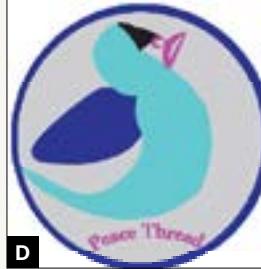


B



C

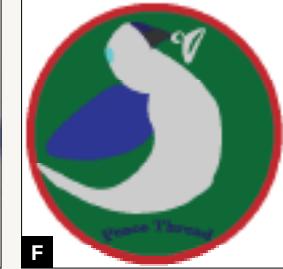
LOGO DIRECTION 2 - FOUR COLOR EXPLORATIONS



D

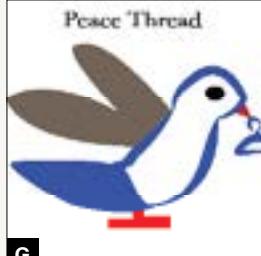


E

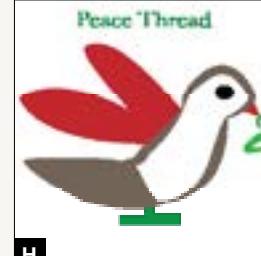


F

LOGO DIRECTION 3 - FOUR COLOR EXPLORATIONS



G



H



I

Module 04b

"Art resides in the quality of doing, process is not magic."

– Charles Eames

PROJECT | LOGO: FINAL DIRECTIONS



1



2



3

CRITIQUE FOCUS

I was asked to work on the shape of the bird to look like a bird, and also I was asked to create eye for the bird which I did now. I was asked to ensure the color used are not more than three, which I now applied

I was asked to ensure the color are not more than three and the eye of the bird be added and make the hanger the birth and the hanger the focal point which I did now

I was asked readjust the type to look professional fit well into the symbol of the logo which I did now.

ACTIVITY | REVIEW: THE TYPE ON A PATH TOOL

Review:

Type on a Path,
Pathfinder Divide,
& Eyedropper

•ART RESIDES IN THE QUALITY OF DOING•
PROCESS IS NOT MAGIC•

Logotype Example

QUAGLITY

Your Logotype

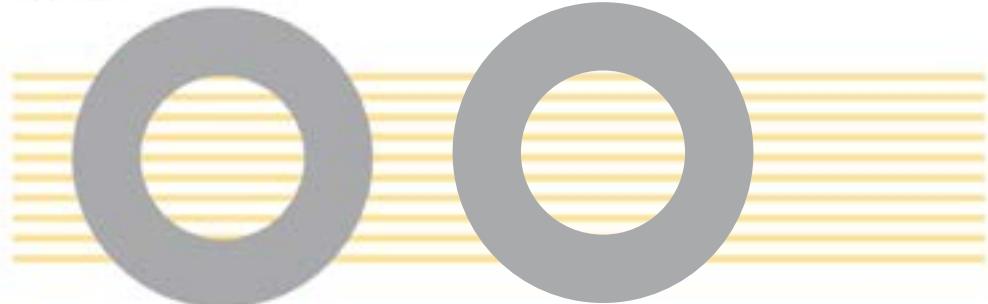
QUAGLITY

ACTIVITY | PATHFINDER PANEL

Use the Pathfinder Panel

Recreate the grey example on the left using Pathfinder Panel and the shapes in the right.

Minus Front



Unite



Divide



PROJECT | LOGO: FINAL SIGNATURE



FINAL DESIGN



MOCK UP

PONDER | WEEK 4

When I need to take a break from homework my favorite thing to do is listening to music.

3B: FINAL LOGO

What color or combination of colors best communicate your logo and why?

I think color green communicates best of my logo because it communicates the idea of peace which the dove bird represents for the logo

Why do logos usually only use one or two colors?

It is to keep the design simple, memorable, and easily recognizable.

Style is more than what you wear, it's the message your brand sends without saying a word.

Why is important to explore more than one option when it comes to color or typography?

It helps one to find the best combination that matches the brand's personality and improves readability.

Which typefaces worked best with your logo? Why?

Bickham Script Pro worked best because its elegant, flowing style adds a sense of luxury and refinement that fits well with my clothing brand's image.

What makes a logo successful?

It should be simple, memorable and clearly communicates the brand's identity.

Talk about your final logo. How successful do you think it is?

I think it effectively represents the brand's style, I believe it is successful because it is unique and simple.

What did you learn about typography during this project?

I learned that choosing the right typeface can completely change the tone of a design.

You have followed a basic design process for two projects now. What are the basic steps in a design process? What is your favorite step in the design process? Why?

The basic steps are research, Brainstorming, Digitizing sketching, designing, and iteration and final design. My favorite step is sketching because it is where creativity flows in.



Take a photograph of your favorite distraction from homework. Crop it and add it to this page with a caption.

struggle with the most? Why?

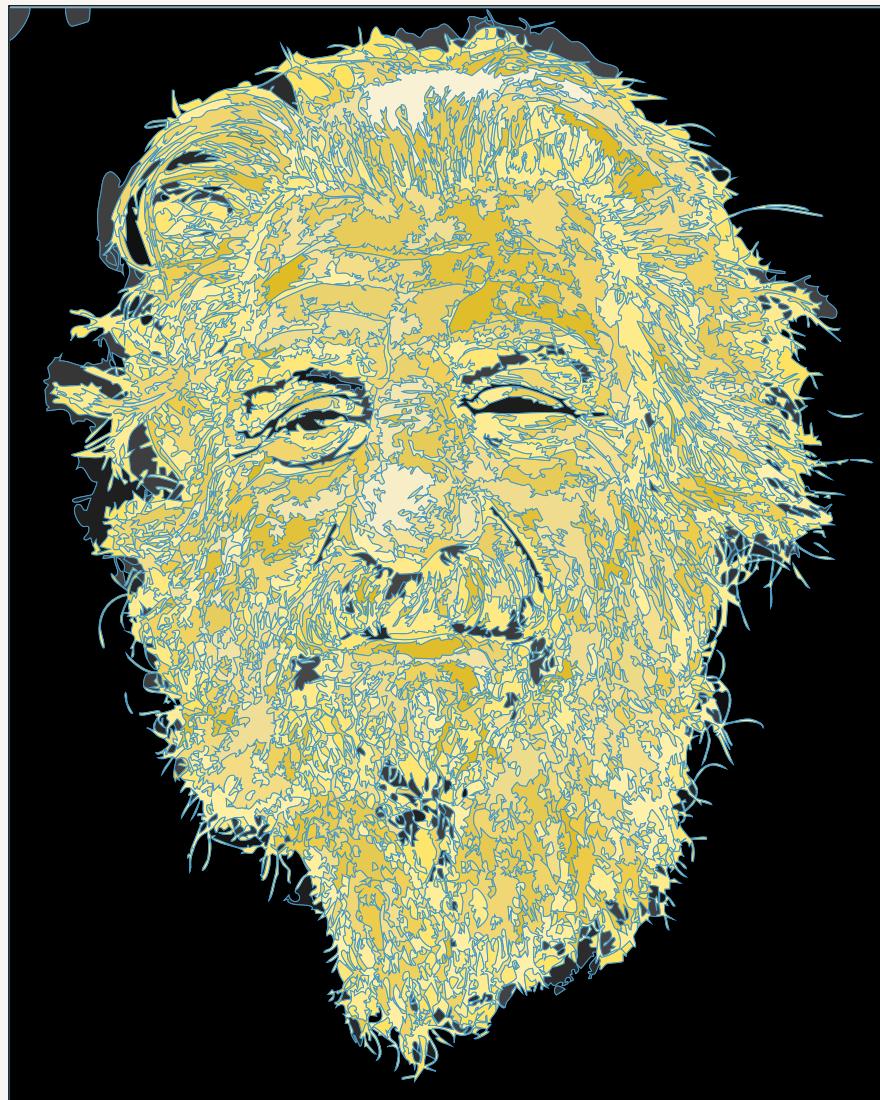
I think I struggle most with refining the final design because it is hard for me to decide if I have completed design to communicate the idea I wanted to pass across

Week 05b

“Art is work.”

– Milton Glaser

ACTIVITY | ADOBE ILLUSTRATOR: IMAGE TRACE & RECOLOR



Place the w06b_activity.ai file in the image frame above.

DIRECTIONS:

1. Open the *Art130-Activity-w6b.jpg* file in **ADOB**
ILLUSTRATOR. Adjust the artboard to fit the image size
using the **artboard tool (shift + o)**.
2. In the top right corner, set the workspace to "**Tracing**."
Open the image trace panel.
3. Select the image. In the image Trace Panel, uncheck
preview at the bottom and use settings similar to the
ones shown (figure 1). Check preview when you are
done. Wait patiently for the process to complete.
4. Click Expand at the top of the screen.

5. In the *swatches panel (Window > Swatches)*, create a
color group of 5 color values that you'd like to add to
this image using the folder button at the bottom of the
swatches panel  Alternatively, select a premade
color group from the Swatch Library menu at the bottom
left of the Swatches panel  Click the folder icon of a
color group to view it. Double-click a folder icon to bring
a color group into your Swatches panel. (Once the color
group is in your Swatches panel, delete any colors in this
group above the 5 permitted.)
6. Select the image again (Cntl/Cmd + A). Select the
"Recolor Artwork" button at the top of the screen (figure
2). In the Recolor Artwork dialogue box*, select a color
group from "Color Library" dropdown. Experiment with
the number of colors in the "Colors" Dropdown.
7. When satisfied, save and place your "w06b-activity.ai"
file inside the image frame on the left.
8. Select the image frame to the left with the Selection
Tool and then select Object > Fitting > Fit Content
Proportionately from the drop-down menus above.

*NOTE: It may take a moment for the Recolor Artwork dialogue box to appear.

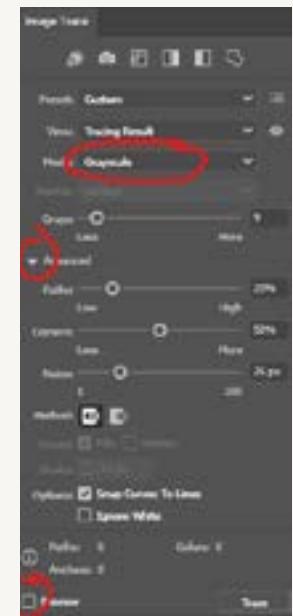
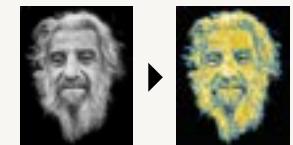
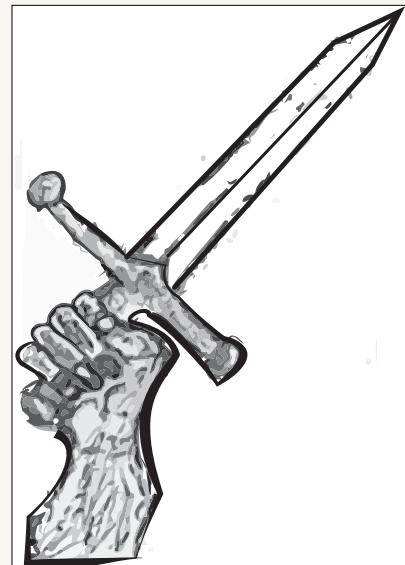
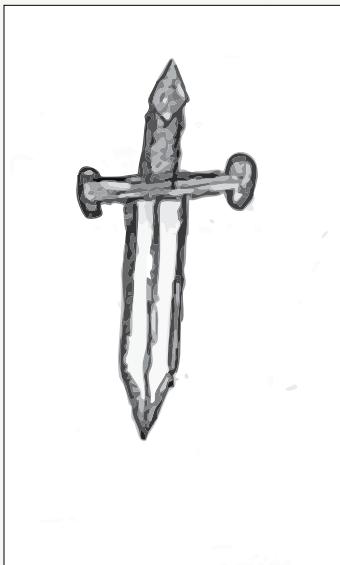
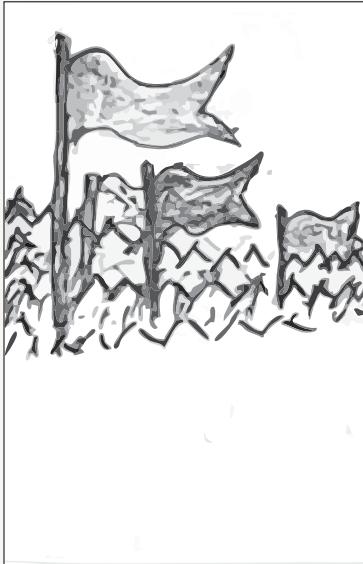


Figure 1: Go to View>Overprint View to see this more clearly.

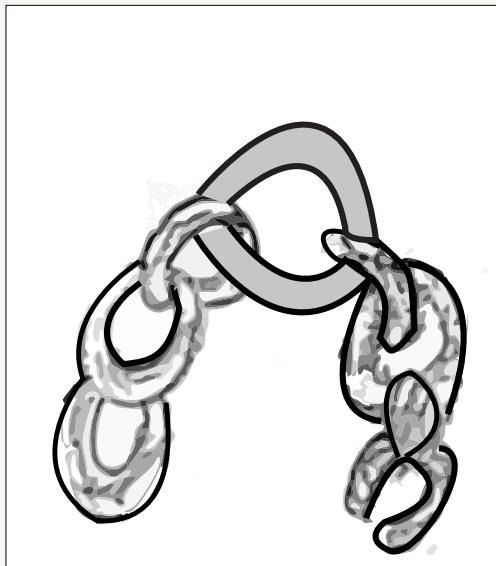
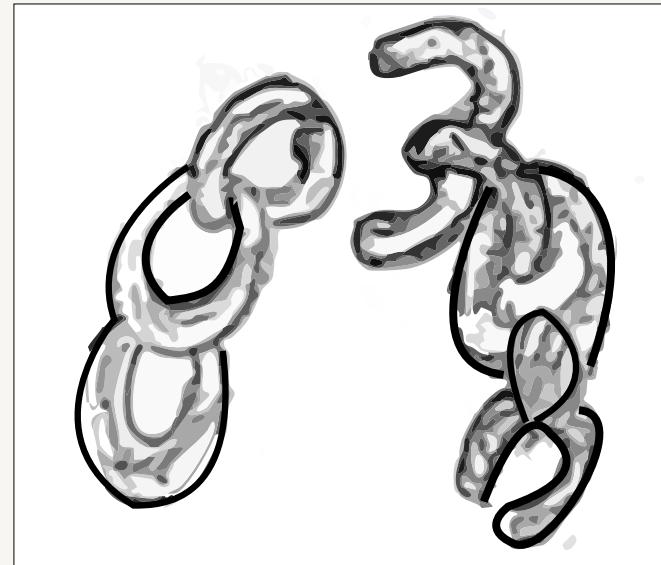
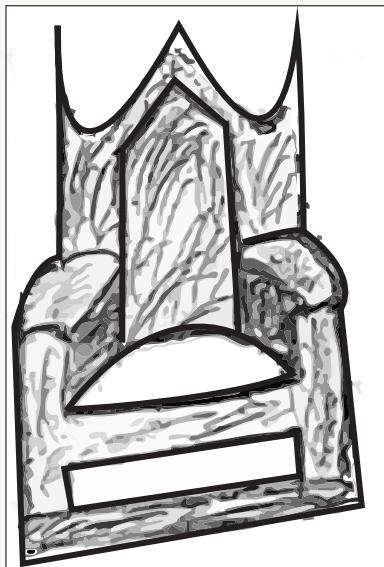


Figure 2: Select "Essentials Classic" Workspace if you don't see it at the top of your screen.

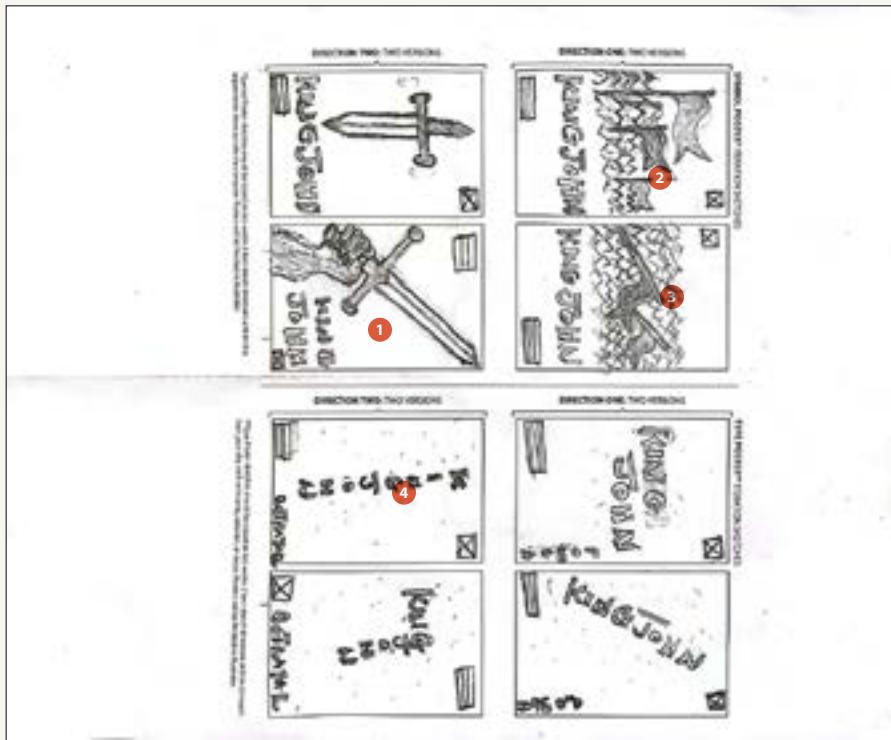
PROJECT | SYMBOL POSTERS: VISUAL EXPERIMENT ONE



PROJECT | SYMBOL POSTERS: VISUAL EXPERIMENT TWO



PROJECT | POSTERS: REFINEMENT SKETCHES



CRITIQUE FOCUS

1. The feedbacks received as follows:
 1. The required Logo was not placed on some of the earlier sketches.
 2. for the Type poster, the name of the place was not the focal point of the design
2. Now, I worked on the logo feedback, I ensured all the designed carried the logo as instructed.
3. I ensured , for the type design, that the name of the place is the focal point of the design.
4. I refined the earlier sketches which resulted to a better variation of it, this goes for my favourite number 3 and 1

PONDER | WEEK 5

I prefer Paul Rand's work because because Paul Rand's designs are simple, bold, and timeless.

5A: RESEARCH & BRAINSTORM

How does understanding your play change the way you approach the poster design?

It helps me express the play's main emotion and message visually.

When brainstorming, do you find word lists or mind maps more useful? Why? Are their other ways you like to get ideas?

Word lists makes the understanding of the play clearer and faster, and sketches also assist with ideas

5A: ROUGH SKETCHING

How is sketching posters different from other sketching done in this class?

It focus on visual impact, which allows us to use tracing for visual experiment

How would you describe a poster to someone whose never seen one? What makes a poster different from other design?

A poster is a big visual message that should grabs the attention of the audience .

5B: EXPERIMENTATION

What did you learn from your visual experiments about making images? What challenges were there?

It helps me to know about vectorizing images and tracing of them

Why do we experiment instead of always making things in the computer?

Experimenting helps with creativity and unique ideas.

**Simplicity in design speaks louder than complexity.
A clear idea makes a strong poster.**

5B: REFINEMENT SKETCHING

What does the word *Concept* mean in graphic design?

What concept(s) will you communicate in your type poster that might be difficult to communicate with a symbol?



Include an example of either Paula Scher or Paul Rand's work that you chose from process book 5A page 3. Crop it and add it to this page with a caption.

Concept is about the main idea behind a design. I will show power and betrayal through type.

Which poster direction do you feel is your weakest, and how do you plan to fix this?

The design of the name of the play to communicate the concept I want through the Type poster. I will look for font that easily assist with this issue.

In Conclusion...

I will say good posters will always communicate ideas clearly and attract attention fast.

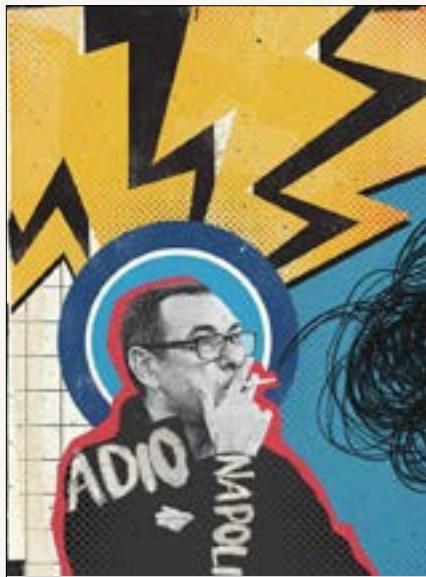
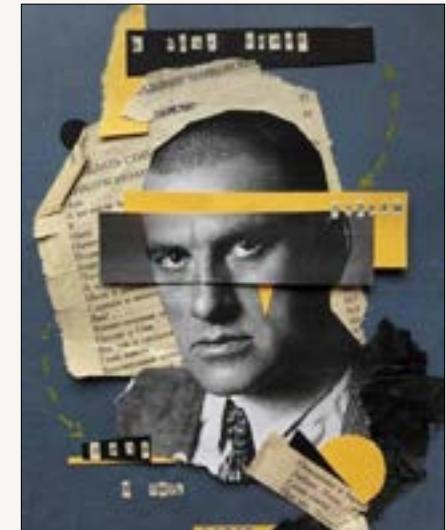
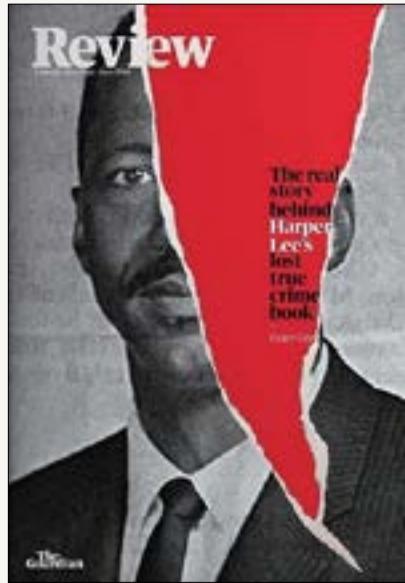
Week 05a

“If you want to be as good as [Paul] Rand, don’t look at Rand; look at what Rand looks at.”

– Helmut Krone

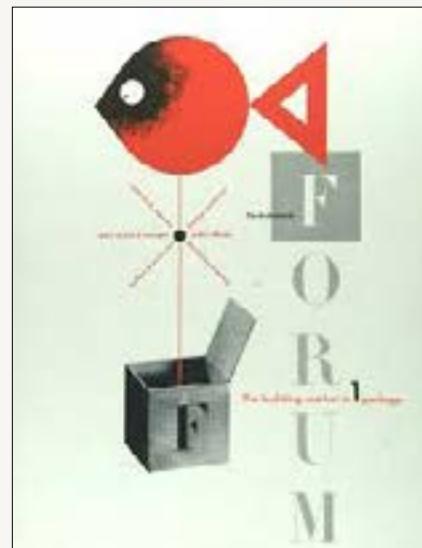
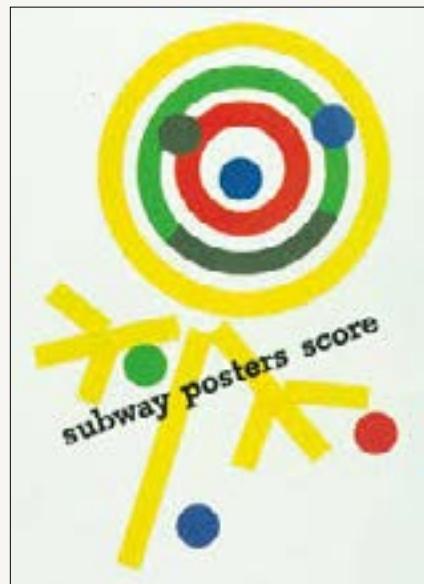
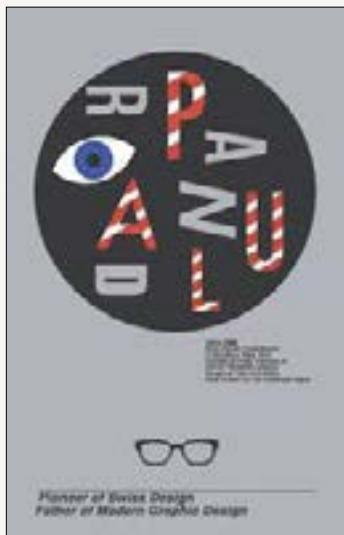
PROJECT | POSTERS: GENERAL POSTER VISUAL RESEARCH

RESEARCH: INTERESTING POSTERS NOT RELATED TO SHAKESPEARE PLAYS

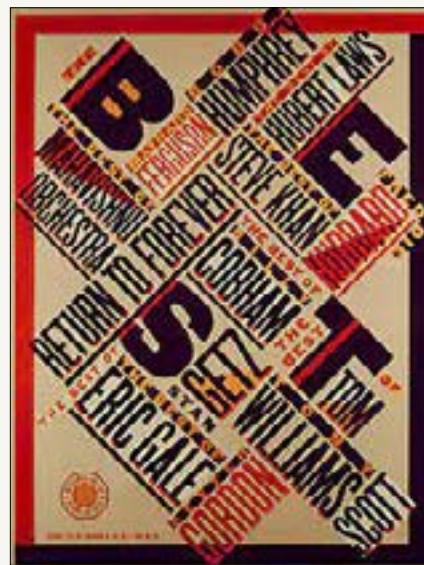


PROJECT | SYMBOL POSTER RESEARCH: SYMBOL & TYPOGRAPHIC POSTERS

RESEARCH: SYMBOL POSTERS BY PAUL RAND



RESEARCH: TYPOGRAPHIC POSTERS BY PAULA SCHER



PROJECT | POSTERS: YOUR SHAKESPEARE PLAY

Complete this worksheet *before* you begin sketching your poster designs. Use this page to define the problem you will be solving in your sketches. The success of your posters will be assessed according to the information you provide here.

After completing the research on your artist provide the following information:

YOUR PLAY

The name of the play is King John.

STORY THEME

1. Fragile Monarchy
2. Power and Legitimacy
3. Religion visus State
4. Betrayal and Treachery
5. War and Conflict
6. Patriotism and National Identity
7. Mortality and Poison
8. Innocence and Manipulation
9. Corruption of Power

THE CAST

1. King John : The controversial King of England, whose right to the throne is disputed.
2. Queen Eleanor : John's mother, strong-willed and politically influential.
3. Prince Henry : John's young son and heir.
4. Arthur, Duke of Brittany : John's nephew, the rightful heir according to many, and a tragic figure.

5. Constance : Arthur's mother, fiercely protective and emotional, fighting for his claim.
6. King Philip of France : Supports Arthur's claim to the throne, John's rival.
7. Louis, the Dauphin : Philip's son, later marries Blanche of Spain and becomes a key figure against John.
8. The Bastard : Illegitimate son of Richard the Lionheart, witty, loyal to John, and acts as a voice of commentary.

THE PITCH

A gripping Shakespearean history of power, betrayal, and the fragile struggle for the English crown.

EMOTIONAL & RATIONAL CHARACTERISTICS

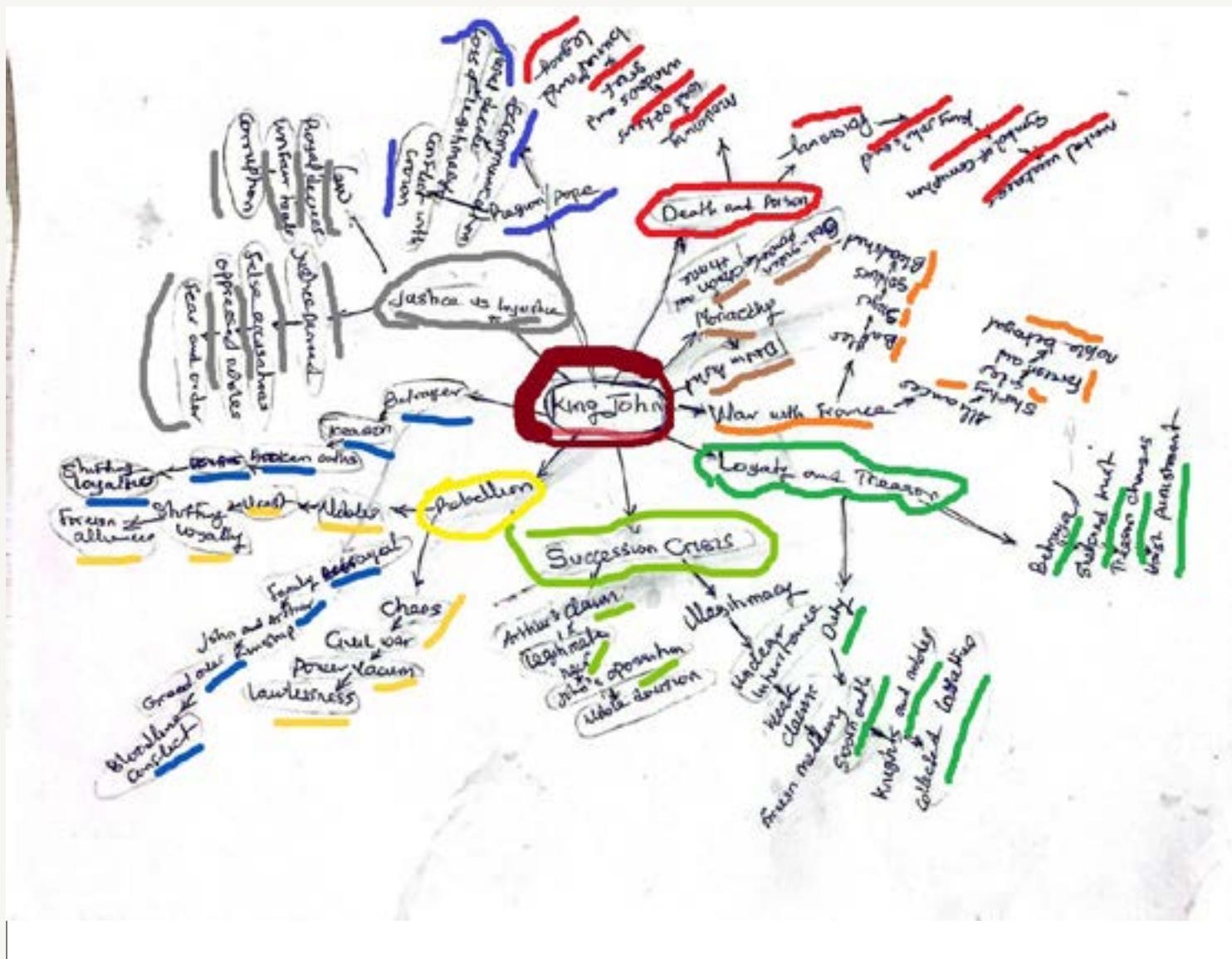
1. What mood should your posters communicate?
The mood should be tense, dramatic, and somber, with tones of betrayal, ambition, and grief.
2. What ideas should your posters communicate?
The idea should be the uncertainty of kingship, the destructive nature of greed and pride, the tragic cost of political ambition, and the tension between loyalty and betrayal.

PROJECT | POSTERS: WORD LISTS

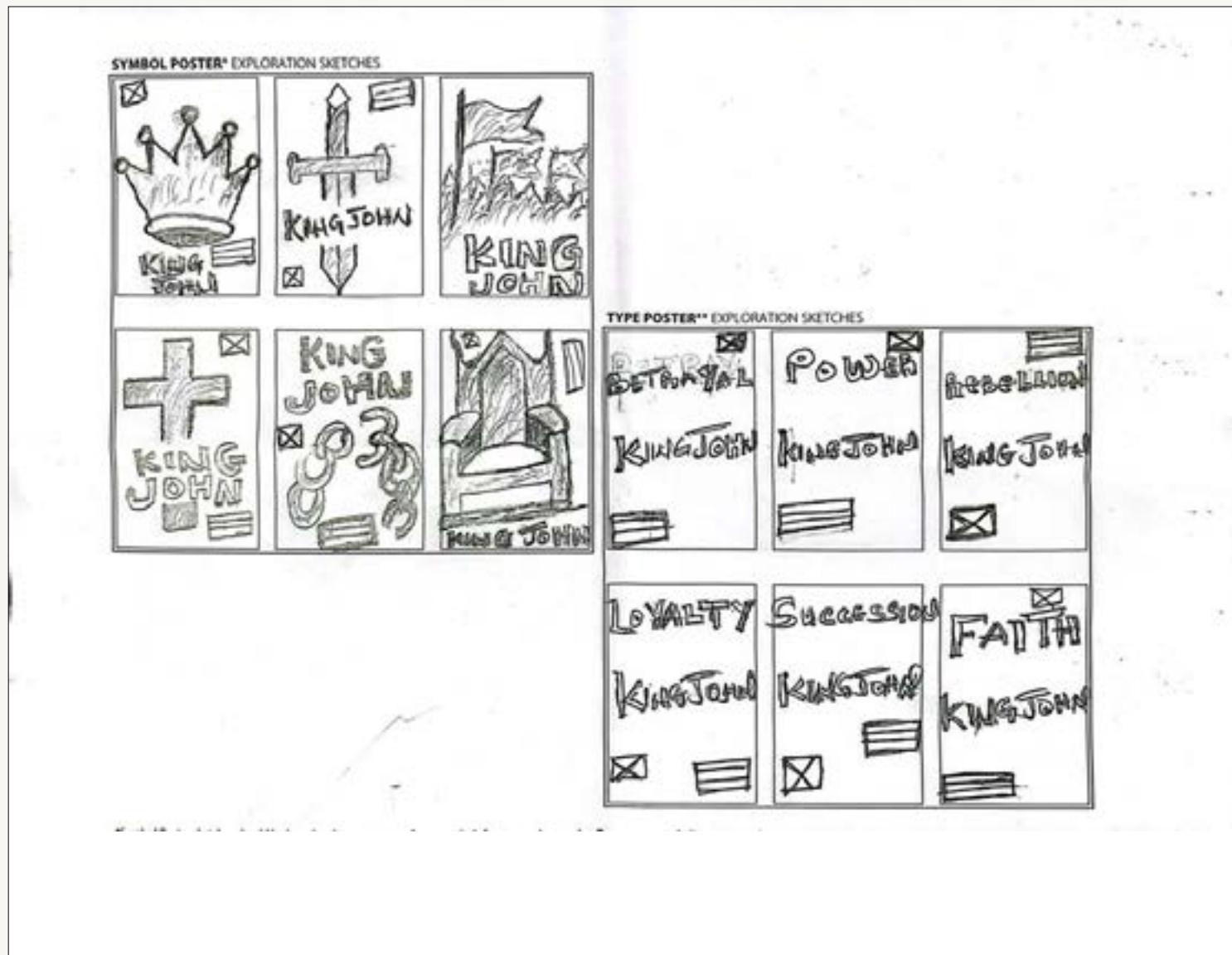
Instructions: Word lists help you find ideas more quickly. To do this, write every word you can think of that relates to what you need help with. For example, after you've picked your Shakespeare play, list make word lists of symbols and concepts that relate directly to your play. Continue writing after you've thought of all of the obvious ideas. Afterwards, **bold** or star* the words that gave you the best ideas. **NOTE:** If you choose to do this by hand on paper, scan that page and place it on this page instead of re-typing.

Crown	Succession	religion	fear	Deathbed	parchment	gallantry	offerings
throne	Legitimacy	faith	power	Tomb	cathedral	incanting	mourning
England	Usurper	Dynasty	struggle	"Crown on	messenger	sorceress	sepulcher
power	Authotity	Inheritance	devine	Coffin"	treachery	witchcraft	covenant
king	Ambition	Prayer	Struggle	Chains	vassalage	pilgrim's	eternal
crown	Greed	sin	Cross	Empatiness	serfdoms	invaders	cathedral
jewels	Pride	Salvation	Right	Silence	hierarchy	conquest	immortals
scepter	Arrogance	fate	Conscience	Ruin	dependent	usurping	cursedly
betrayal	Corruption	destiny	weakness	Fall of kings	alliances	covenant	devotedly
treason	politics	prophecy	strength	'Ambition's	bloodline	downfall	hostility
loyalty	diplomacy	child	Cunning	price'	execution	condemned	darkening
rebellion	negotiation	innocence	chaos	'Fragile	grimacing	obedient	smoulders
war	treaty	Arthur	Collapse	power'	downfall	endurance	armaments
blood	alliance	heir	Survival	'Betrayal's	longevity	betrayed	grievances
sword	betrayal	death	darkness	sting'	governing	shattered	throneful
dagger	deception	murder	Storm	chivalric	midnight	illusions	obelisque
shield	lies	poison	Thunder	crusaders	powerless	mystical	veneration
armor	truth oath	grief	Shadow	bloodshed	forgotten	forgotten	penancing
helmet	honor	mourning	Candle	overthrow	victorious	formidable	sepulchral
castle	dishonor	widow	Fire	sovereign	expansion	protector	belltowers
fortress	duty chaos	mother	Ashes	forgotten	retribution	dangerous	fortitude
siege	conflict,	son	"Crown	penitent	fortitude	bloodiest	bloodbath
battle	turmoil	family	Falling"	conqueror	dishonour	widowing	
Soldiers	unrest	bloodline	"broken	victorious	barbarian	ascension	
Army	peace	legecy	sword"	sacrifice	mercenary	corrupted	
Archers	justice	shame	"shattered	enchanted	champion	wandering	
Banners	injustice	guilt,	Shield"	enchanted	vigilant	suffering	
Heraldry	law exile	revenge	Thorn	blacksmith	defender	crusading	
Flag	banishment	punishment	'crown of	stronghold	outcasted	bewitched	
Monarchy	England	judgement	thorns"	loyalists	cathedral	kneelings	
Dynasty	Pope	mercy	Chains	courtiers	knighthood	righteous	
Inheritance	church	cruelty	Prison				

PROJECT | POSTERS: MIND MAP



PROJECT | POSTERS: EXPLORATION SKETCHES



1. Using the numbered dots provided at the right mark those sketches you would like feedback on. Mark 2 directions for symbol posters and 2 for type posters.
2. Include a brief caption describing your concept for those posters.
3. Indicate specifically what you would like feedback on.
4. ...

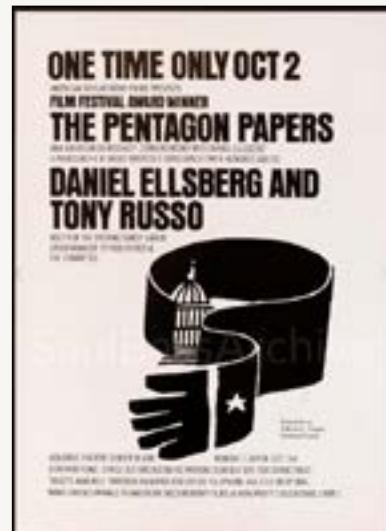
Week 6a

“Don’t try to be original, just try to be good.”

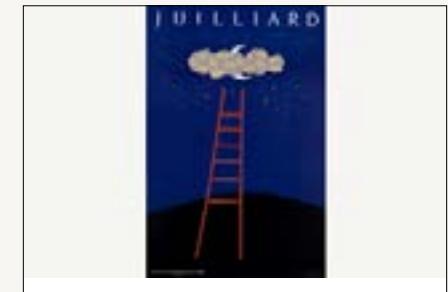
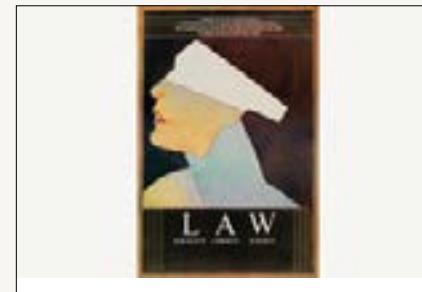
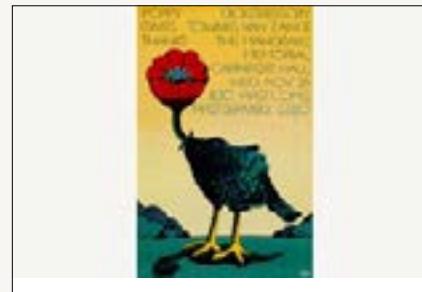
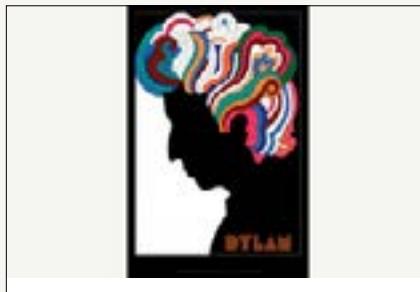
– Paul Rand

PROJECT | SYMBOL POSTER RESEARCH: SYMBOL & TYPOGRAPHIC POSTERS

RESEARCH: SYMBOL POSTERS BY SAUL BASS



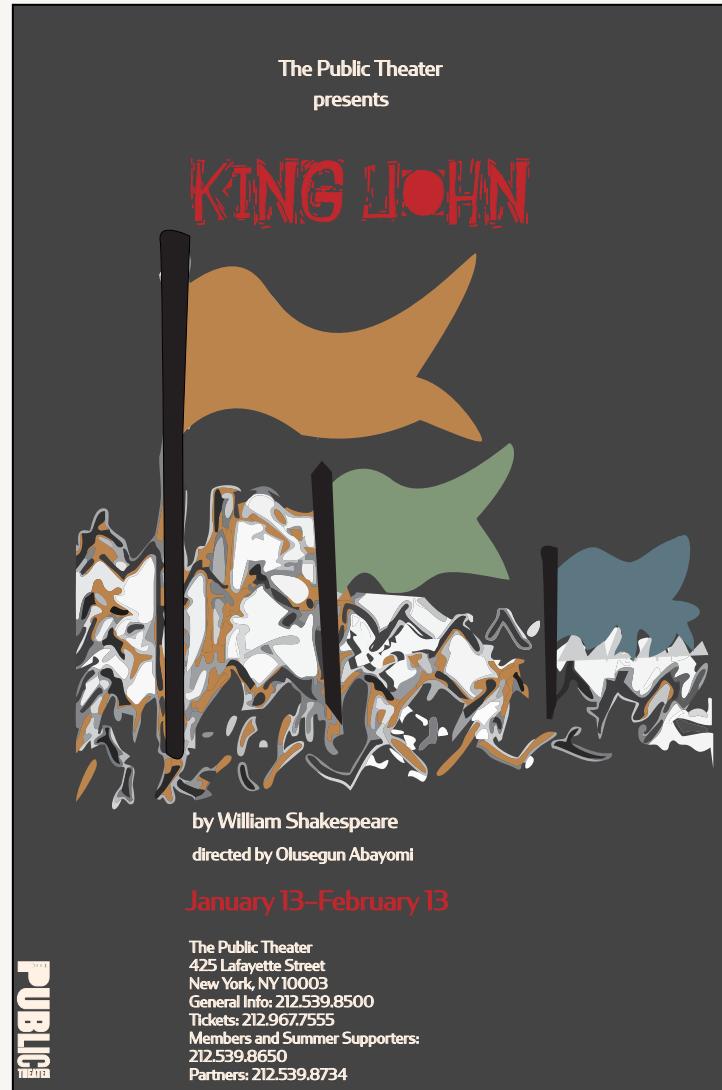
RESEARCH: TYPOGRAPHIC POSTERS BY MILTON GLASER





The critique feedbacks for the two posters are as follows:
The symbol was not the focal point, so I ensured the symbol was the focal point
I was advised to use a better font for the title of the play, which I did now
I was asked to ensure the body types are aligned

OLUSEGUN ABAYOMI STEPHEN



The symbol was not the focal point, so I ensured the symbol was the focal point
I was advised to use a better font for the title of the play, which I did now
I was asked to ensure the body types are aligned

Critique Check:

1. The alignment of the body type
2. The proper use of font to communicate the idea of theme of the play
3. Ensuring the symbol is the focal point

ART 130 | INTRODUCTION TO GRAPHIC DESIGN | 3

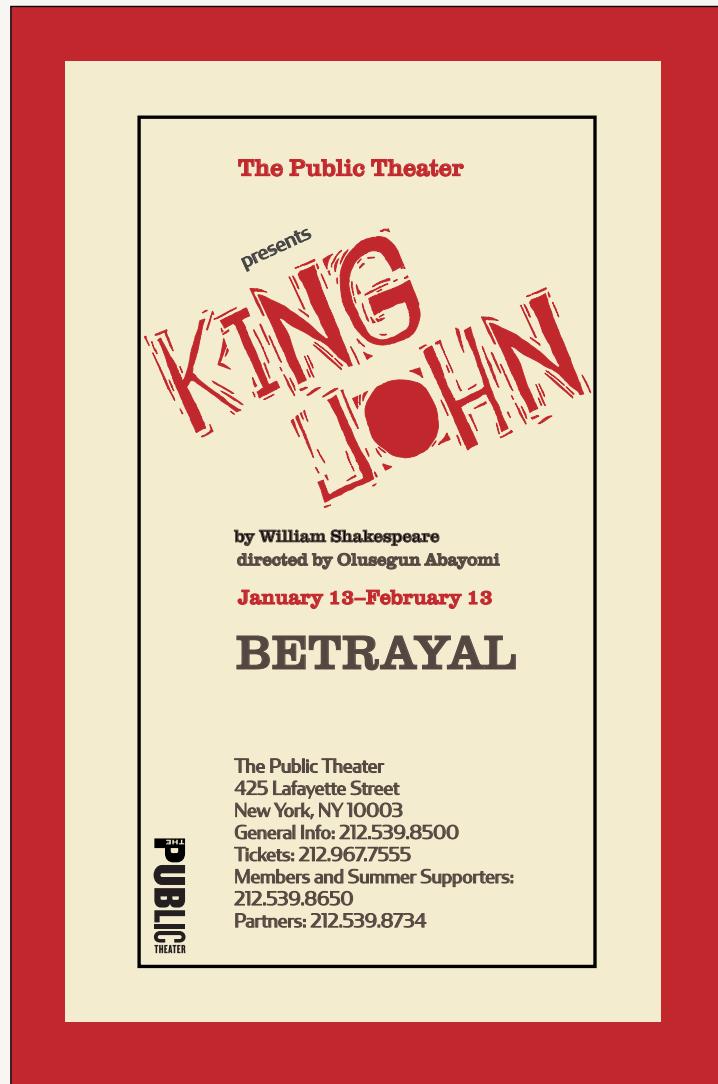
PROCESS BOOK 6A

PROJECT | POSTERS: TYPOGRAPHY POSTER COMPS



The critique feedbacks were as follows:
The type, the title of the play was not the focal point, so I ensured it is now the focal point
I was asked to ensure the body types are aligned.
I was advised to use font type that will communicate the idea of the theme type of the poster on the title type .

OLUSEGUN ABAYOMI STEPHEN



The same feedback received on the first poster also goes for this one too, which as follows:
The type, the title of the play was not the focal point, so I ensured it is now the focal point
I was asked to ensure the body types are aligned.
I was advised to use font type that will communicate the idea of the theme type of the poster on the title type .

ART 130 | INTRODUCTION TO GRAPHIC DESIGN | 4

PROCESS BOOK 6A

CRITIQUE FOCUS

1. I did not make the title type as the focal point
2. The font type use did not communicate the idea of the theme on the poster
- 3 I was asked to include, directed by “name”

Week 6b

“Type is a beautiful group of letters, not a group of beautiful letters.”

– Matthew Carter

PROJECT | POSTER FONT EXPLORATION

DISPLAY FONT OPTIONS (FOR THE LARGE WORDS ON YOUR POSTERS)

LINOGRAPHER



Brief description. I used this because it communicates the idea of betrayal or the chaos that happened in the play that I want to pass across to the audience.

BODONI MT

A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

The quick brown fox jumps over the lazy dog.

Brief description. I used this because the font shows the idea of power which is part of what the poster trying to communicate to the audience.

BODY COPY FONT OPTIONS (FOR THE SMALLER WORDS ON YOUR POSTERS)

ADOBE JENSON

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f
g h i j k l m n o p q r s t u v w x y z

The quick brown fox jumps over the lazy dog.

Brief description. Adobe Jenson is a classic serif typeface inspired by 15th-century Venetian printing, known for its elegant, readable, and timeless design. It's ideal for body text in books or professional documents because it combines traditional beauty with excellent legibility

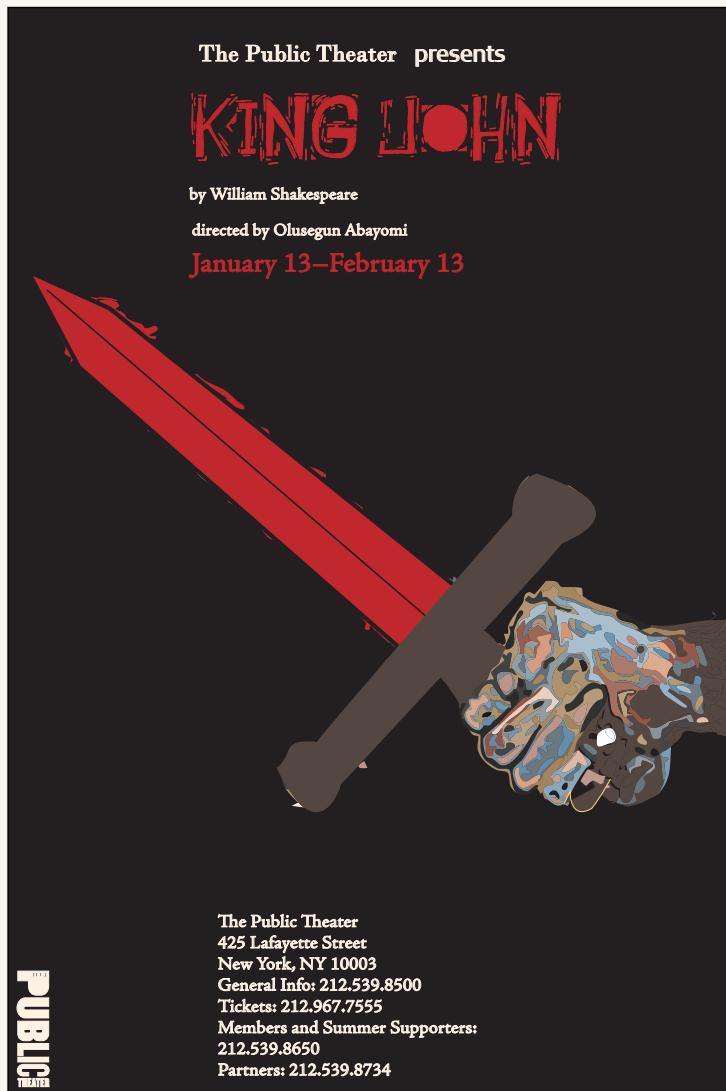
CONDOR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f
g h i j k l m n o p q r s t u v w x y z

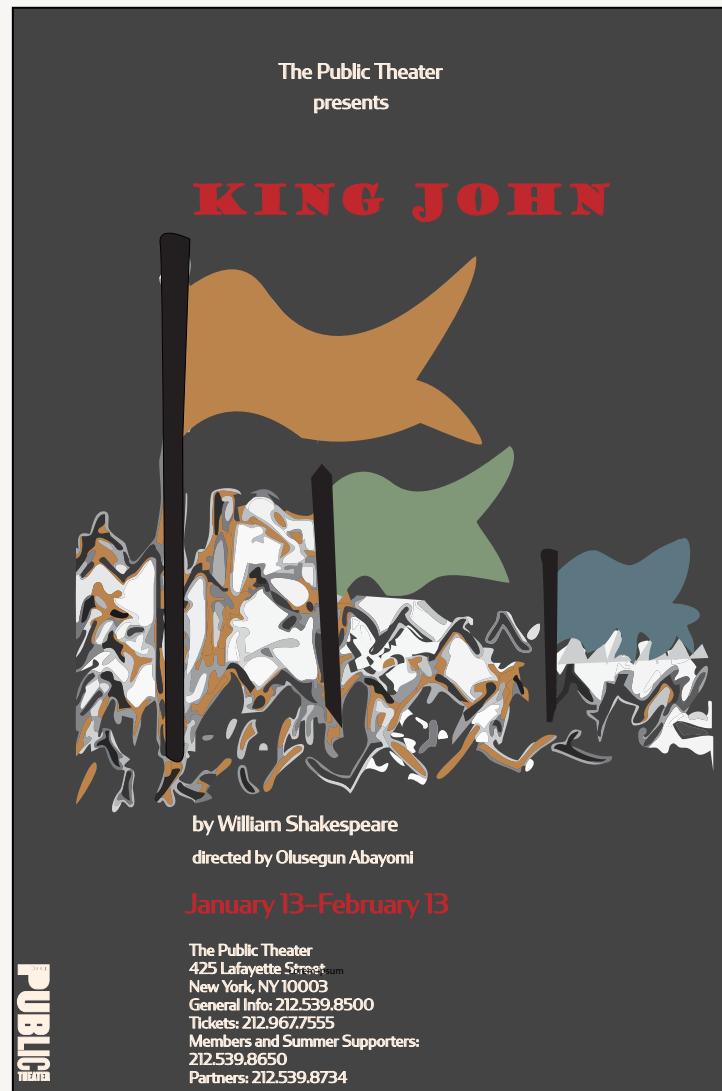
The quick brown fox jumps over the lazy dog.

Brief description. Condor is a bold, modern sans-serif typeface characterized by clean lines, geometric shapes, and strong presence. It's ideal for headlines, posters, and branding because it commands attention while maintaining a sleek, contemporary look.

PROJECT | SYMBOL POSTER: TWO DIRECTIONS



I received the same critiques for both of my symbol posters: ensuring that the symbol is the focal point and choosing a font for the play title that communicates the theme of the play. I applied all this feedback while working on this poster.



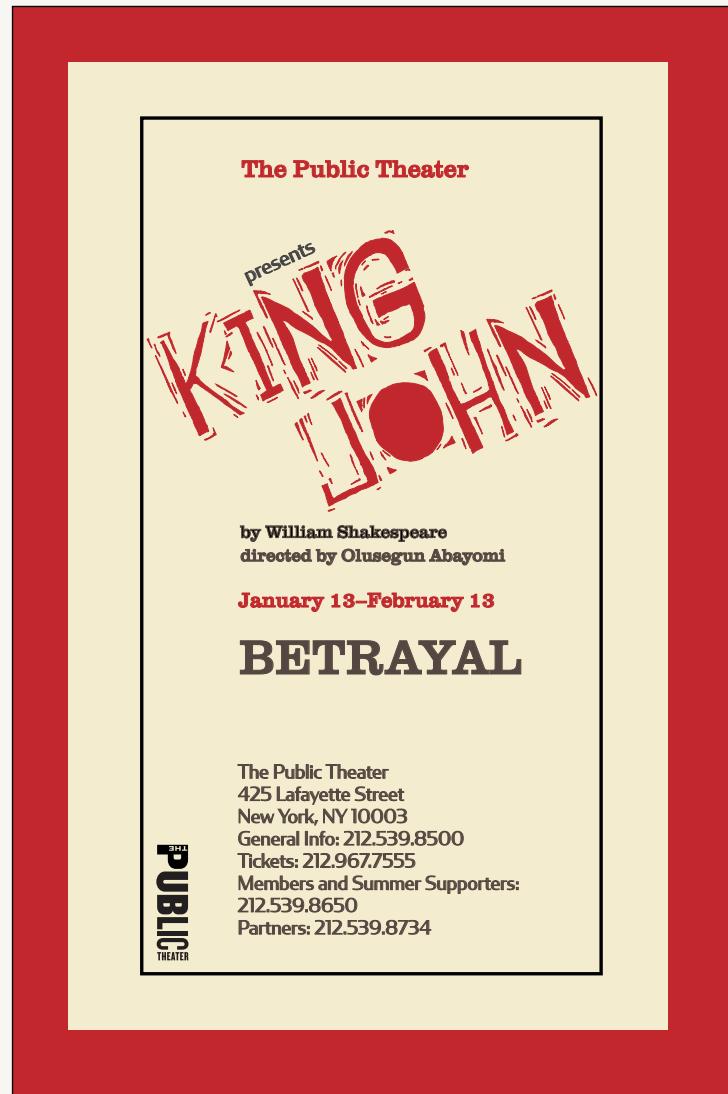
CRITIQUE FOCUS

I worked on the fonts to ensure I used the right fonts for the body type
Ensuring the symbol of the symbol poster is the focal point

PROJECT | TYPE POSTER: TWO DIRECTIONS



I received the same critiques for both of my type posters: ensuring that the title of the play is the focal point and choosing a font for the play title that communicates the theme of the play. I applied all this feedback while working on this poster.



I received the same critiques for both of my type posters: ensuring that the title of the play is the focal point and choosing a font for the play title that communicates the theme of the play. I applied all this feedback while working on this poster.

CRITIQUE FOCUS

I worked on the fonts to ensure I used the right fonts for the body type. Ensuring the title of the play is the focal point. Using the font type Linographer that best fit to communicate the betrayal that I am trying to communicate as part if the theme of the play

PONDER | WEEK 6

My favorite typeface is because it has a timeless and elegant design that makes text look professional and easy to read. Its classic style gives my work a sense of sophistication and balance.

6A: POSTER RESEARCH

What do you like and/or dislike about Saul Bass's work?

Answer: I like Saul Bass's bold simplicity and how he uses minimal shapes and strong contrasts to communicate complex ideas. His work feels powerful and memorable, though sometimes it can appear too abstract if one is not familiar with the context.

What do like and/or dislike about Milton Glaser's work?

Answer: I admire Milton Glaser's creative use of color and typography, his designs feel warm and expressive. However, some of his older works can feel a bit busy compared to modern minimal design trends.

6A: DIGITAL SKETCHES

How has experimenting, then using illustrator changed your poster for better or worse?

My experimenting it first allowed me to explore ideas freely, and using Illustrator helped refine those ideas into a clean, professional layout. It improved my poster by giving it structure, alignment, and polished details that are hard to achieve by hand.

6B: ACTIVITIES

What is a Display Font? How is that different from Body Copy?

Answer: A Display Font is designed for large text, like titles or headlines, to grab attention and express style or mood. Body Copy fonts are used for longer paragraphs because they're easier to read at smaller sizes.

6B: TWO POSTER DIRECTIONS

Why do we make need to know how to make different directions as a graphic designer? The understanding different directions helps a designer explore multiple visual solutions and styles for one concept. It encourages creativity, flexibility, and better decision-making when presenting ideas to clients.



PEN TOOL is my favourite tool.

What did you learn from the album shapes project that helped you design your posters? I learned how shapes can communicate rhythm, emotion, and balance in design. This helped me organize space effectively and use form to support my poster's message.

What did you learn from the logo project that helped you to design your posters? From the logo project, I learned the use of tracing and vectorization, which

helped me in the poster project by improving the quality and precision of my designs.

Experimenting outside the computer first opens up creativity, while digital tools refine and perfect those ideas into professional-quality designs.

Symbol Poster: What will you do differently next time you experiment? Share your thoughts on working outside the computer, then digitally.

Next time, I will spend more time sketching different ideas by hand before moving to the computer. Working outside the computer helps me think more freely, while digital work helps me polish and align everything precisely.

How do you plan to push your posters further? What are you missing or what do you need to work on?

I plan to push my posters further by experimenting more with typography and color contrast to strengthen the visual hierarchy.

In conclusion...

This project helped me understand the creative process from concept to completion. I have learned that research, experimentation, and feedback are all essential parts of becoming a skilled designer.

Week 7a

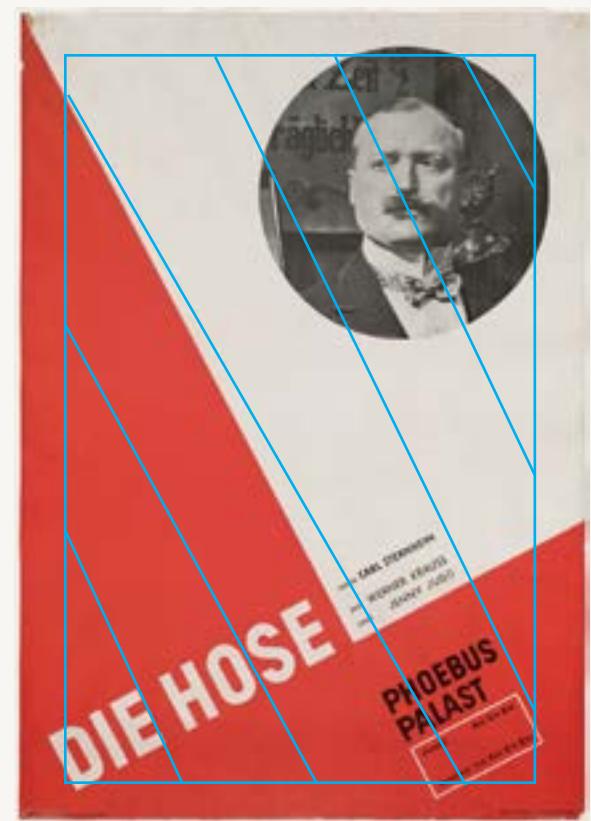
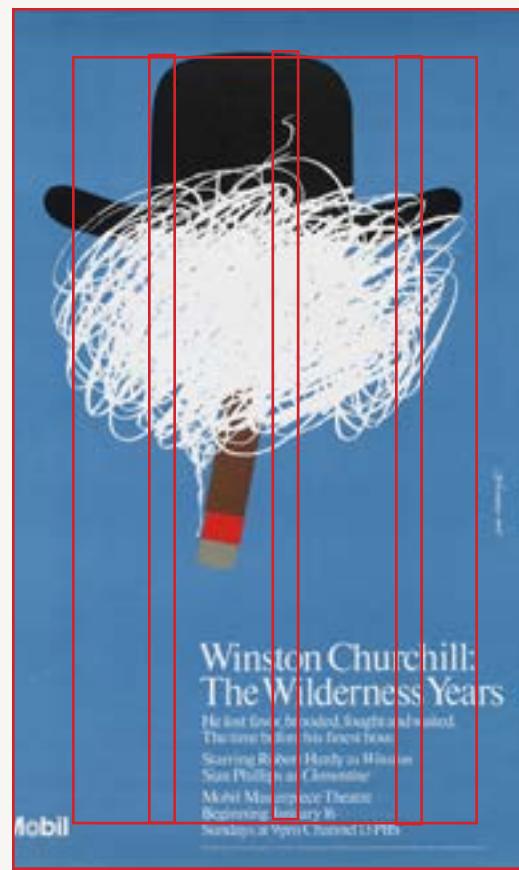
“The details are not the details. They make the design.”

– Charles Eames

PROJECT | ACTIVITY: GRIDS

DRAW THE MARGINS & GRIDS OVER THE TOP OF THESE POSTERS USING MAGENTA.

1. DRAW THE MARGIN AROUND THE EDGES (THE SPACE BETWEEN THE ART/TYPE AND THE EDGE)
2. DRAW THE VERTICAL COLUMNS USED AS A GRID. (FOR REFERENCE PRESS W TO SEE THE PINK GRID USED ON THIS PAGE.)



PROJECT | FINAL SYMBOL POSTER

I believe the features used in the poster clearly communicate the theme of the play. The red color for the title symbolizes betrayal and bloodshed, while the Linographer font type adds a dramatic and intense tone. The black background creates a sense of mystery and darkness, enhancing the overall mood. The sword symbol further emphasizes conflict and betrayal, making the theme of the play visually powerful and meaningful.



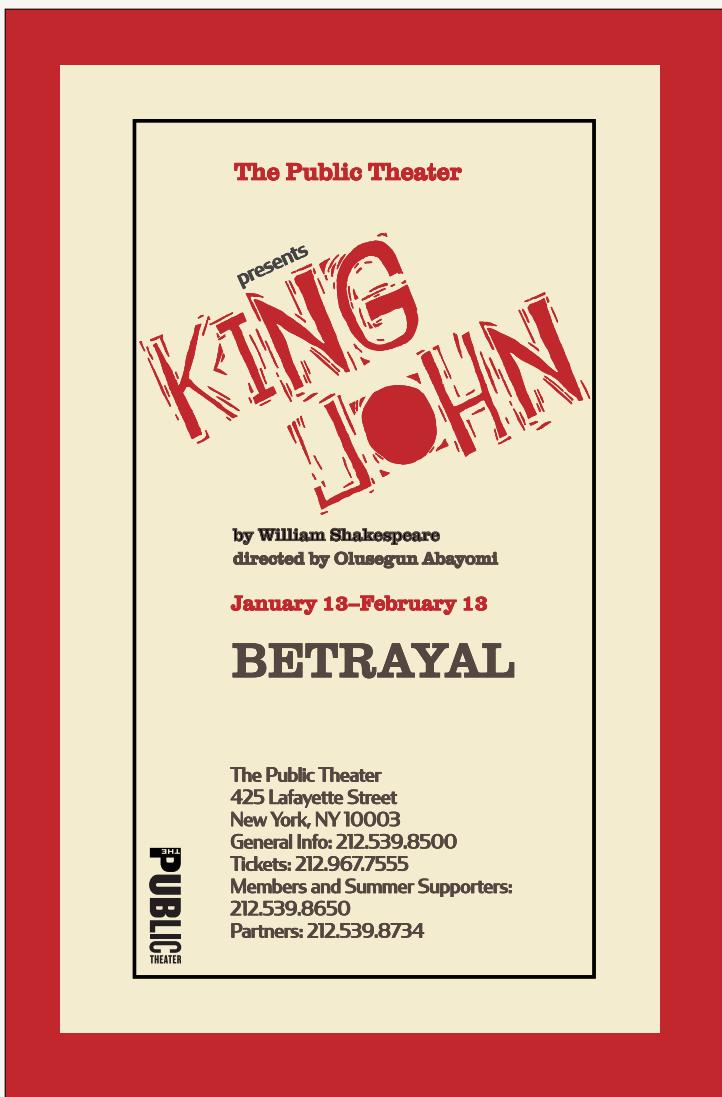
FINAL DESIGN



MOCKUP

PROJECT | FINAL TYPOGRAPHY POSTER

I believe all the features used in the poster effectively communicate the theme of the play. The use of the color red symbolizes betrayal and conflict, which are central to the story. Additionally, the font style (linographer) chosen for the play's title enhances the feeling of tension and deceit, making the theme of betrayal more visually impactful and emotionally engaging.



FINAL DESIGN



MOCKUP

PONDER | WEEK 7

When visually communicating an idea it's important to (fill in the blank).

7A: FINAL VERSIONS

How did you improve your final versions?

Answer I refined the color choices, adjusted the typography for better readability, and balanced the layout to make the overall design more professional and visually appealing.

What did you learn about the design process from this project?

Answer I learned that good design takes time, experimentation, and feedback. Every revision helps clarify the message and improve the overall look.

Is it easier for you to come up with ideas or to create beautiful final images? Explain.

Answer It was easier for me to come up with ideas because of the brainstorming and the help of the feedbacks from my instructor

What did you learn about paying attention to details from this project?

Answer I learned that small details, like alignment, color contrast, and spacing make a big difference in how professional and effective a design can be.

What was the most important thing you feel you learned about design from this project?

Answer I learned that design is not just about creativity, but also about clear communication and making sure every choice serves the purpose of the message.

7A: FINAL POSTERS

Why you think your final symbol poster is a success?

My symbol poster is a success because the imagery and colors clearly express the play's main theme of betrayal and conflict, and it captures the viewer's attention immediately.

Why you think your final type poster is a success?

Answer The type poster is successful because the font, color, and layout work together to express emotion and meaning without relying on extra visuals.

REFLECTIONS



My Favourite Poster

message.

What was your favorite of the 3 projects we've done in this class and why?

Answer

My favorite project was the final poster design because it allowed me to combine creativity, symbolism, and technical skills to communicate a strong visual

What are things you wish we did more or less of in this class?

Answer

For me, I think everything was designed well for this course because I faced challenges in this course which I believe it is a part of learning process.

Any suggestions on improving this course? Favorite part? Least favorite?

Answer, No suggestion it was perfect for me.