PROCESS BOOK

Pei Jung Ho

PROJECT 1 Graphic Translation

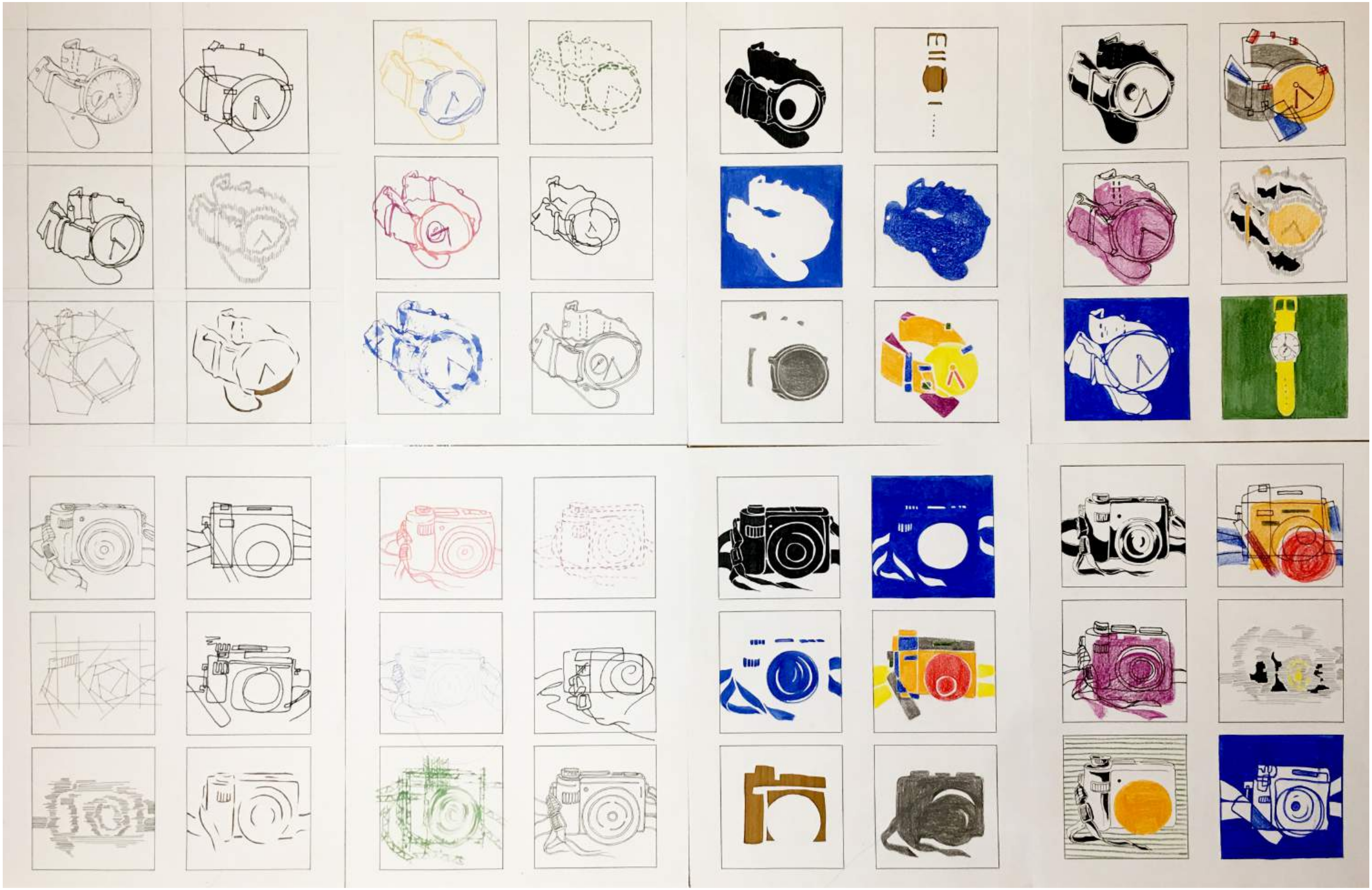
PROJECT 2 Spatial Translation

PROJECT 3 Contrast and Harmony

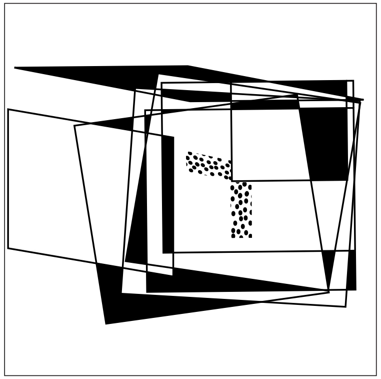
PROJECT 4 Hello MICA!

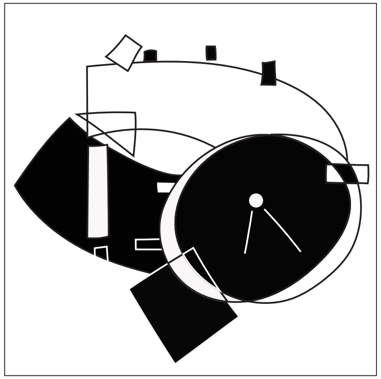
Graphic Design I Spring 2017

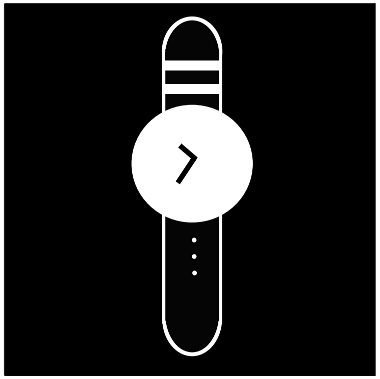
PROJECT 1 research and ideation

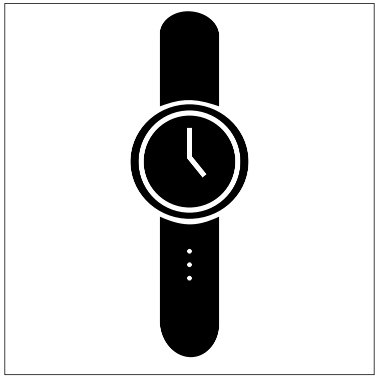


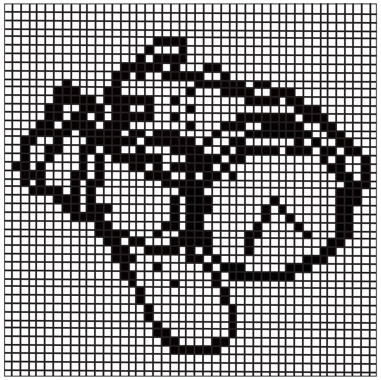
PROJECT 1 research and ideation- watch icon iteration

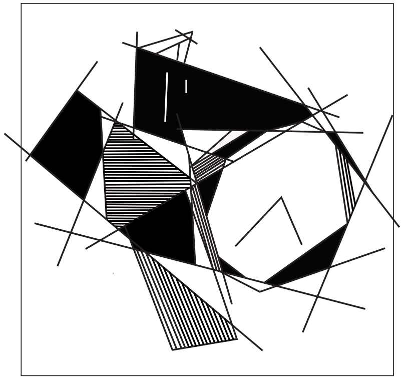


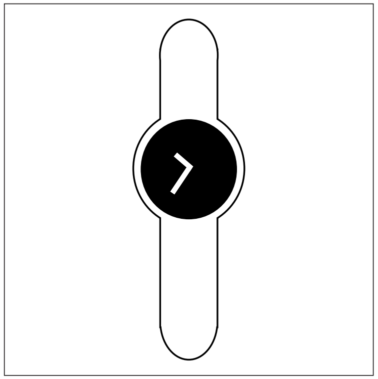


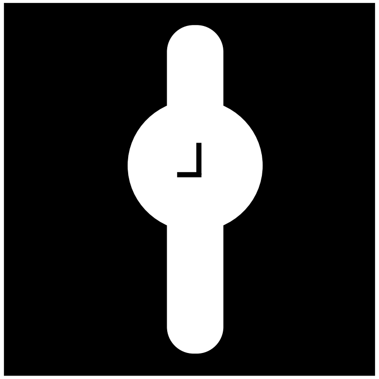


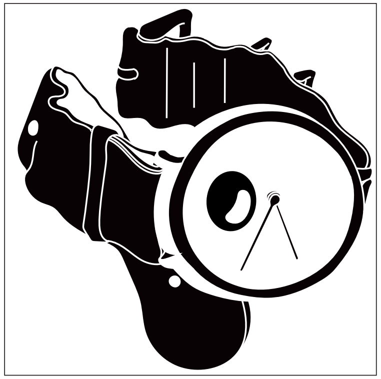


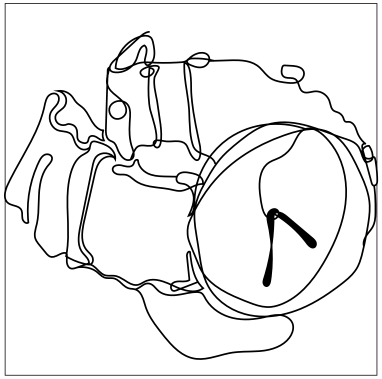


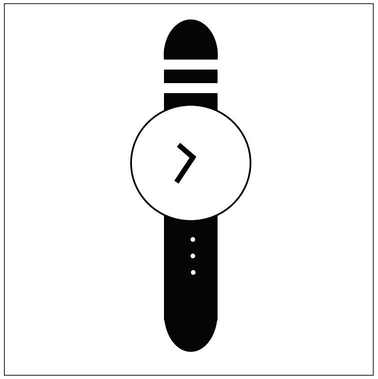


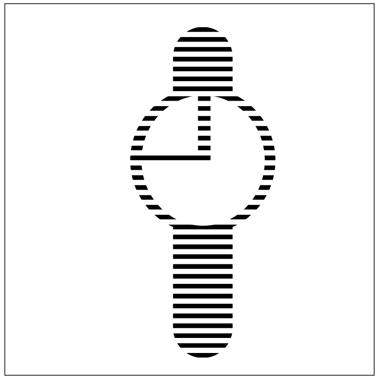




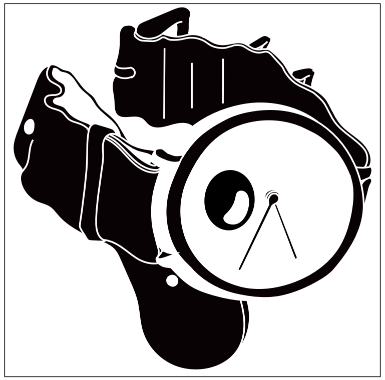


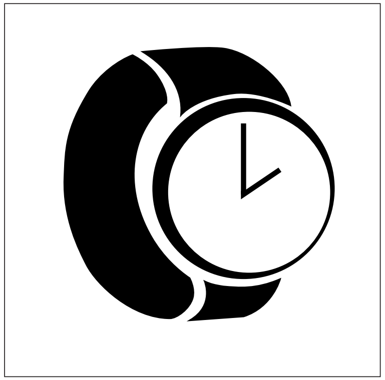


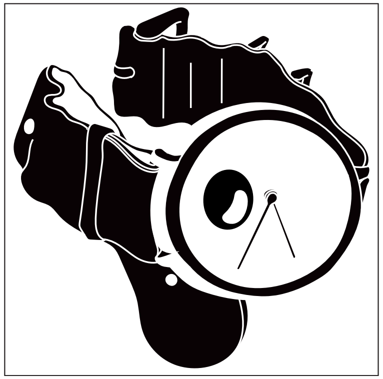


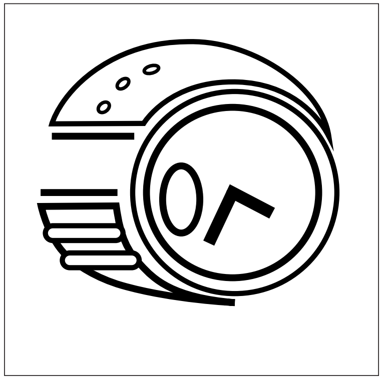


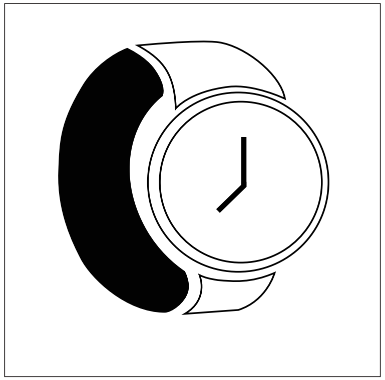
PROJECT 1 research and ideation- watch icon iteration

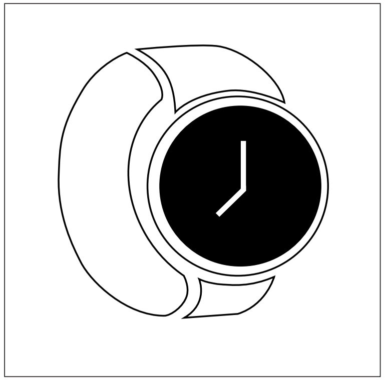


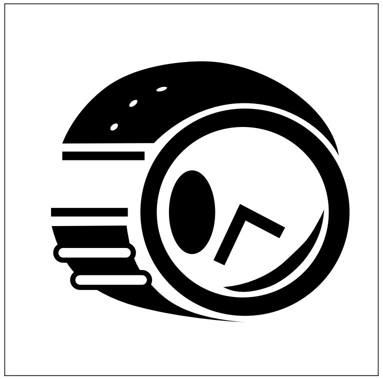


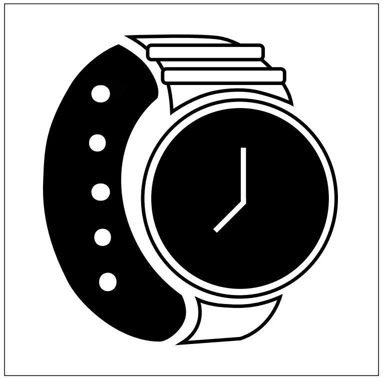


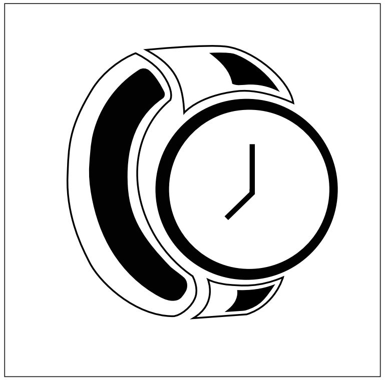


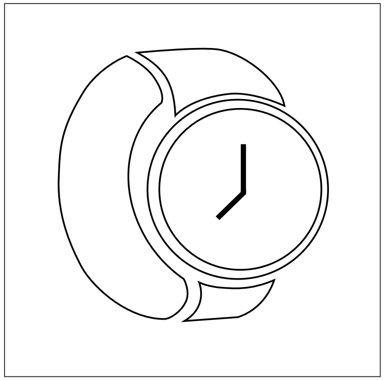


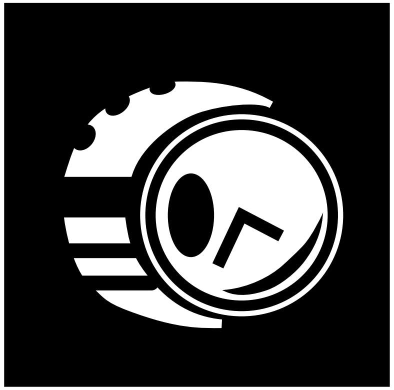


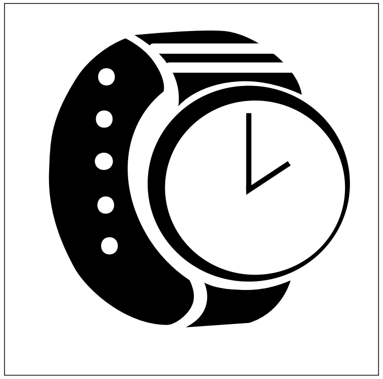




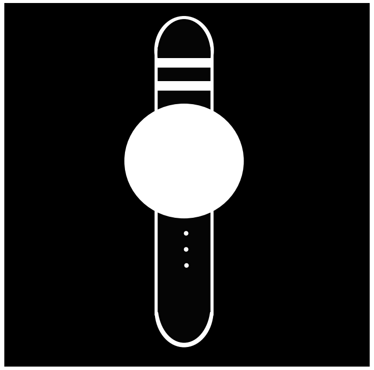


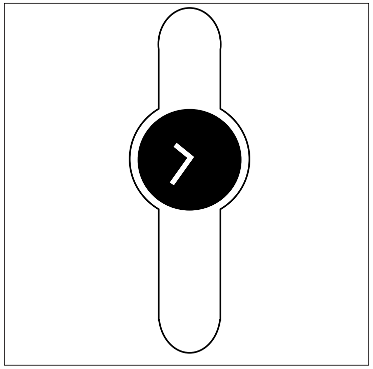


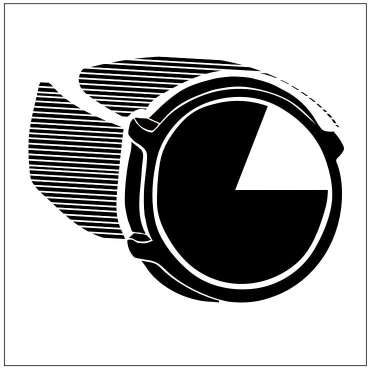


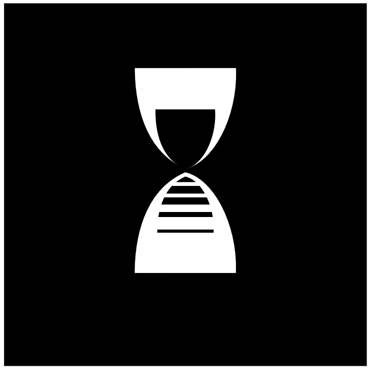


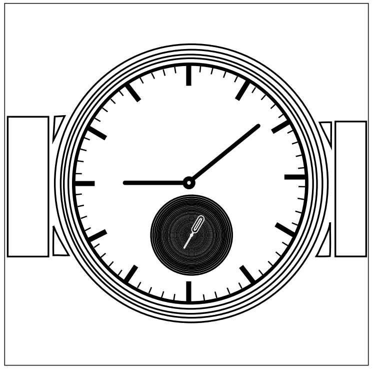
PROJECT 1 research and ideation- watch index iteration

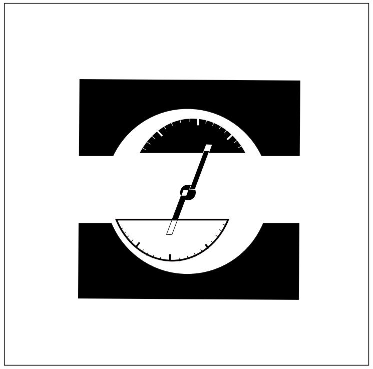


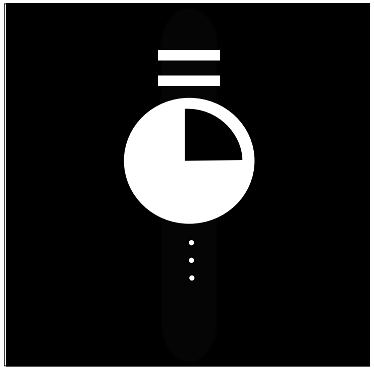


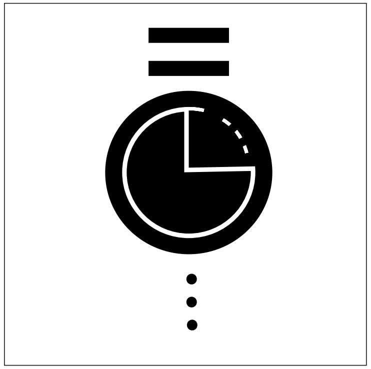


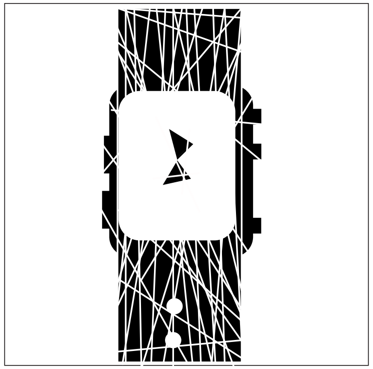


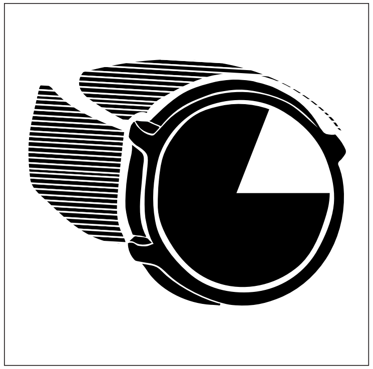


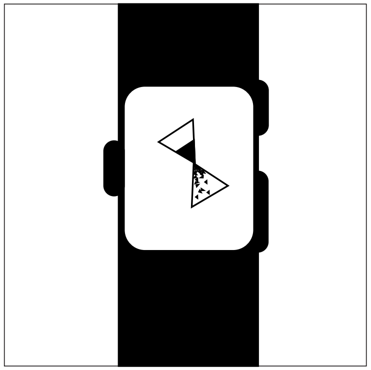


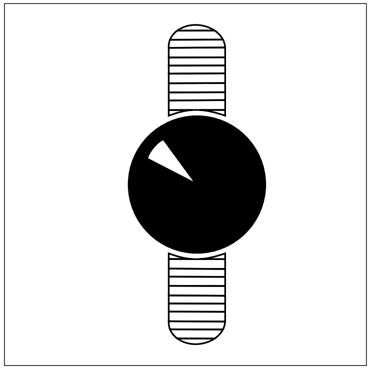




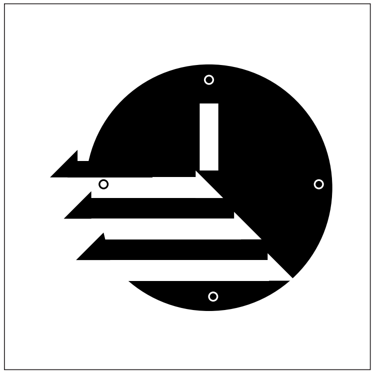


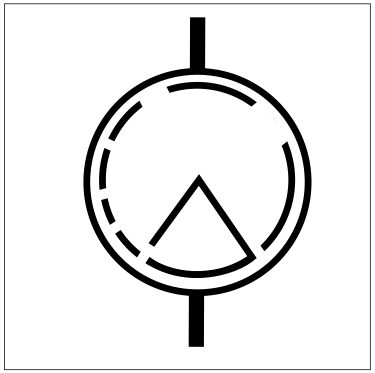


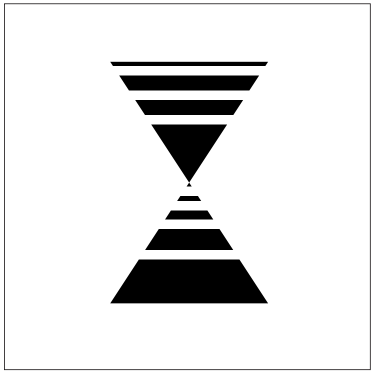


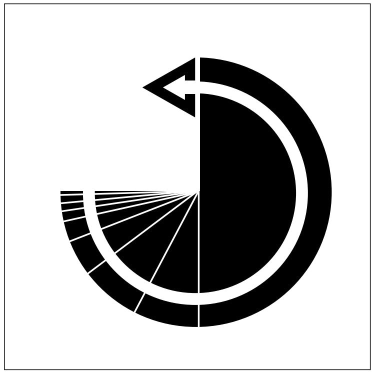


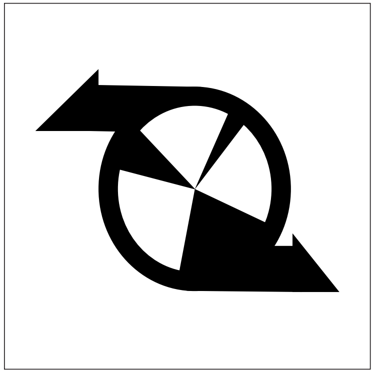
PROJECT 1 research and ideation- watch index iteration

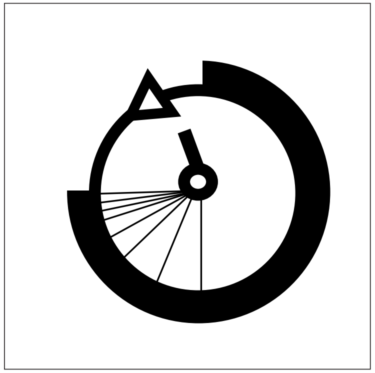




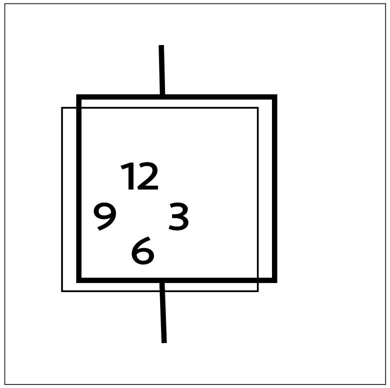


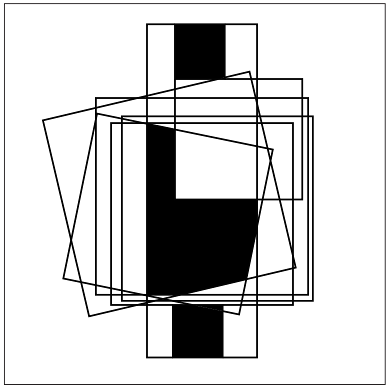


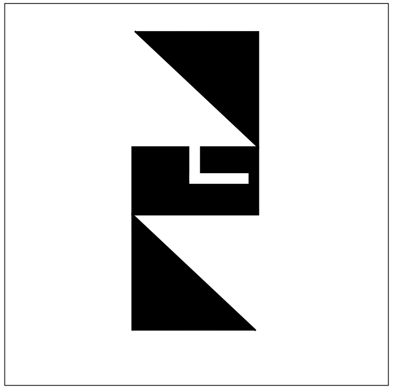


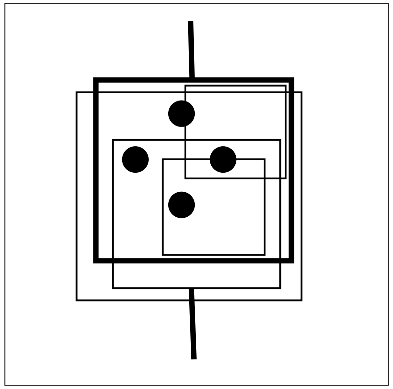


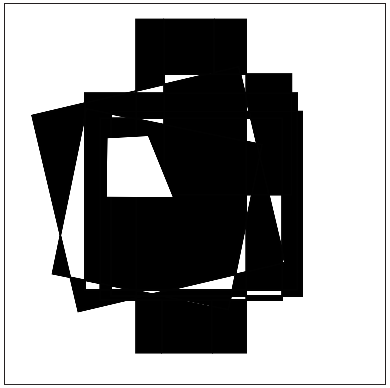
PROJECT 1 research and ideation- watch symbol iteration

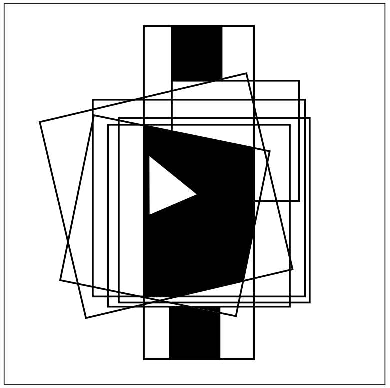


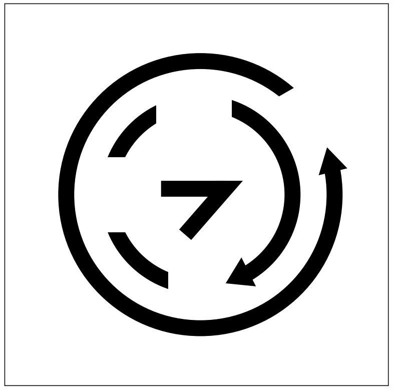


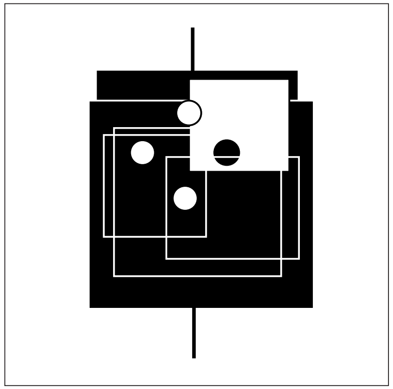


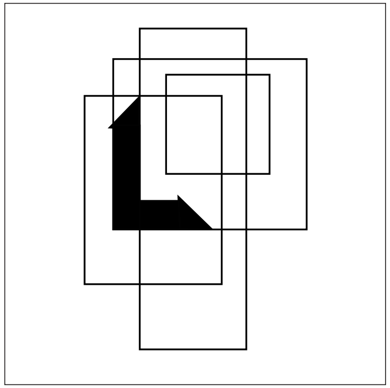


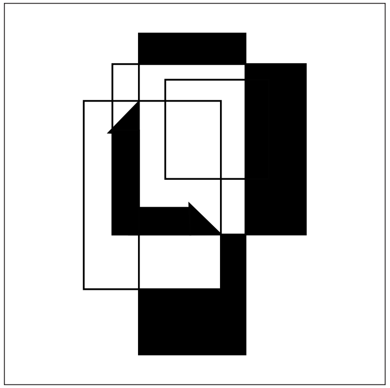


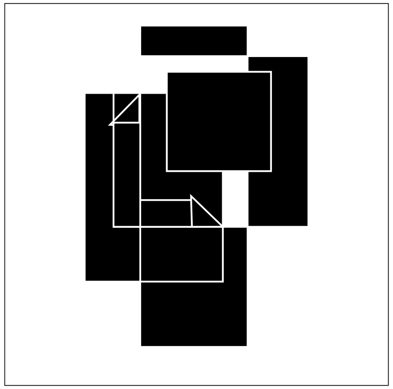


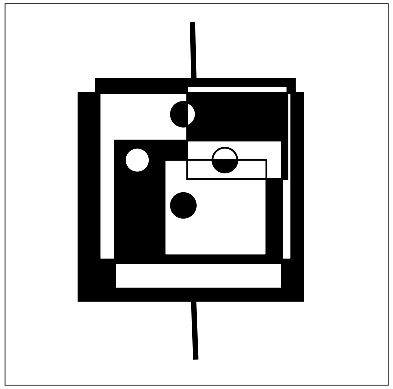




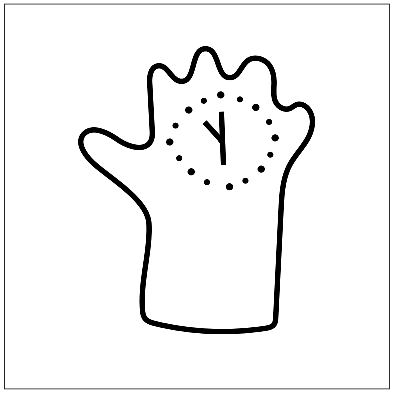


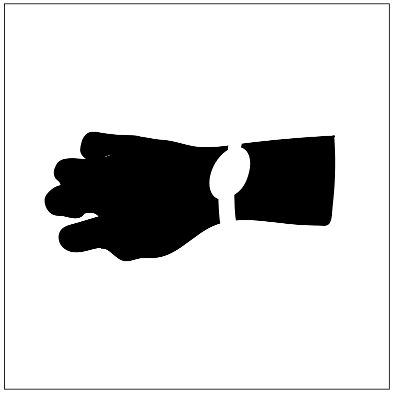


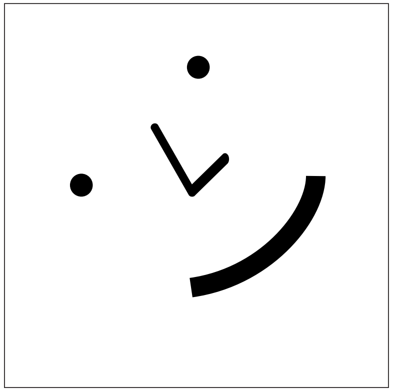


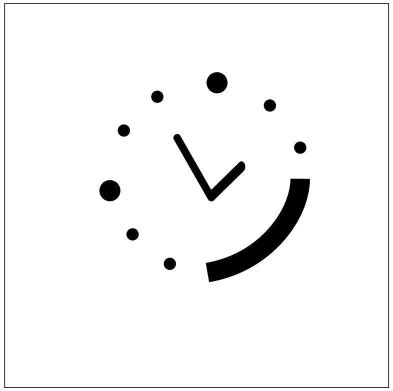


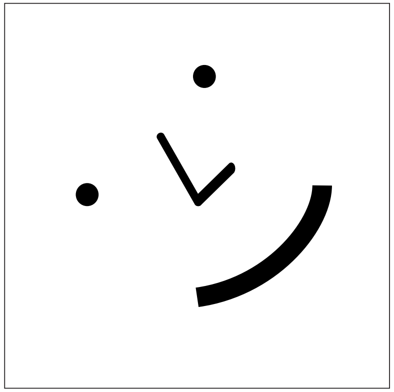
PROJECT 1 research and ideation- watch symbol iteration

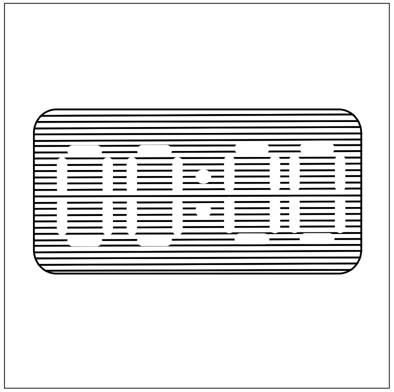


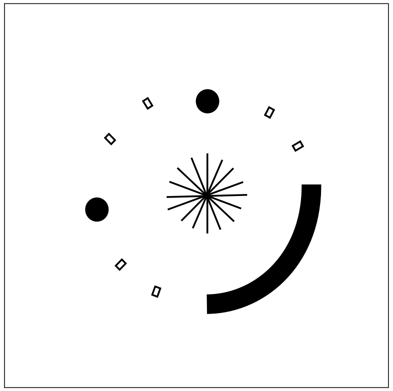


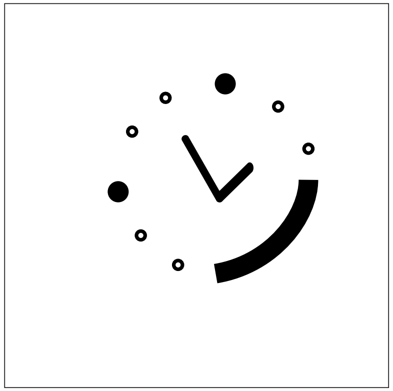


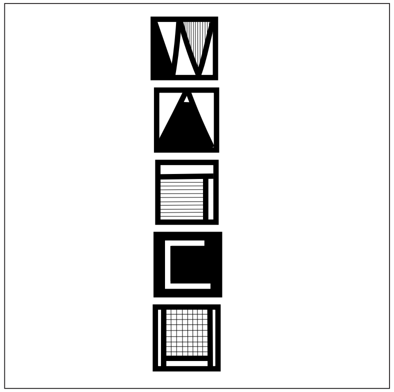


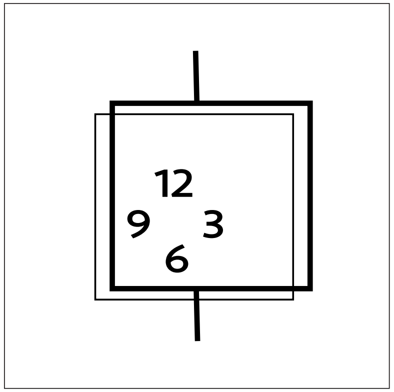


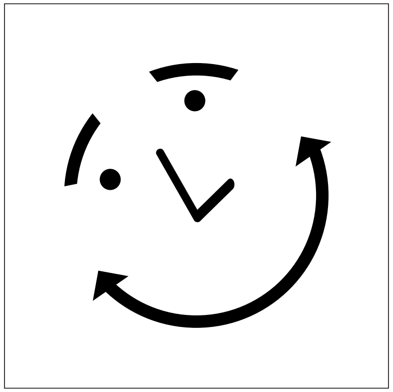


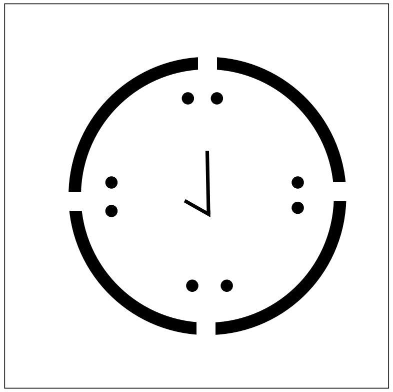




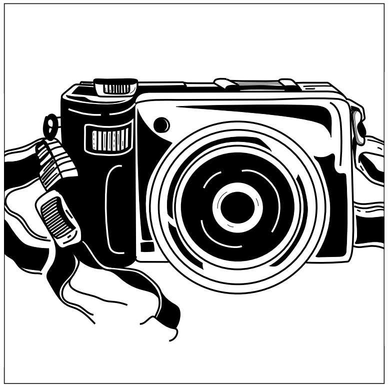
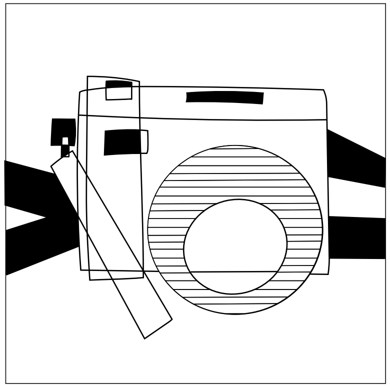
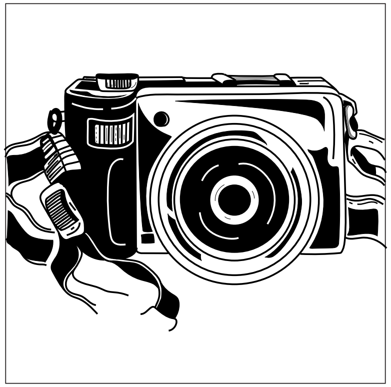
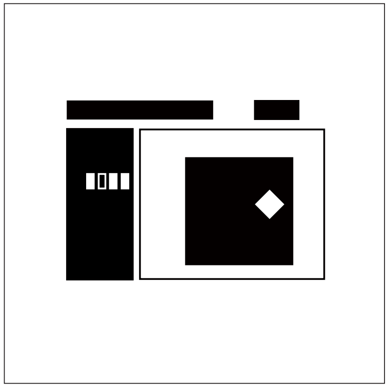
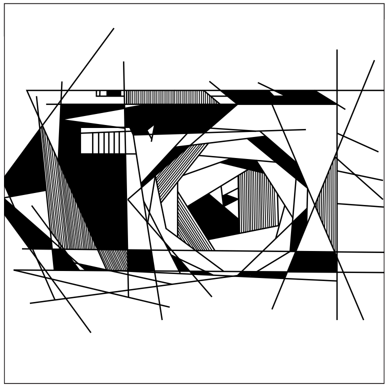
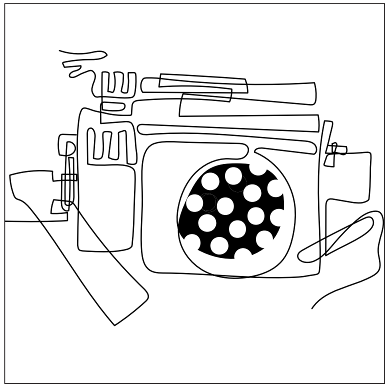
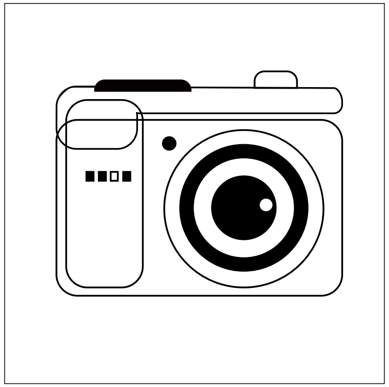
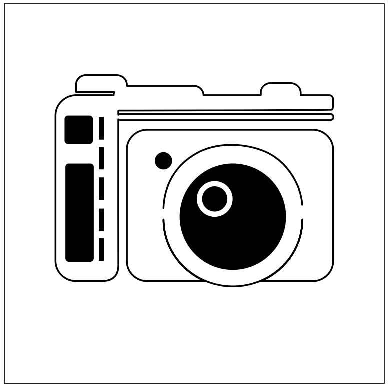
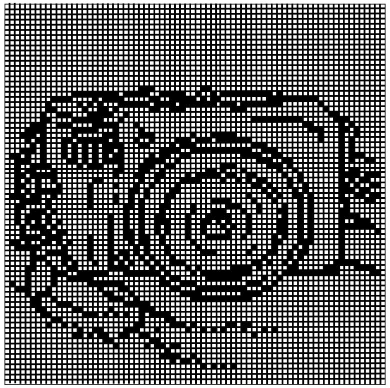
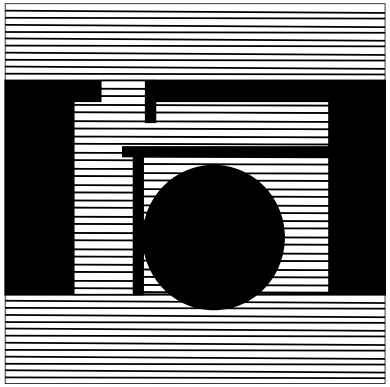
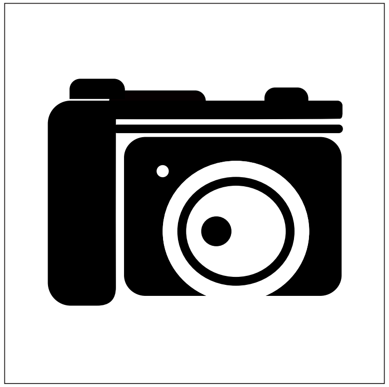
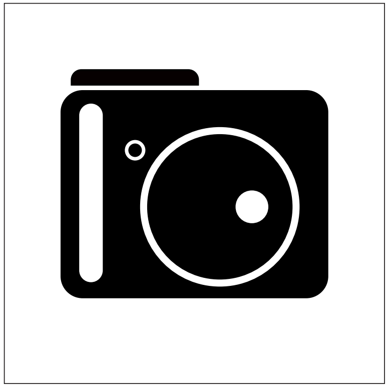




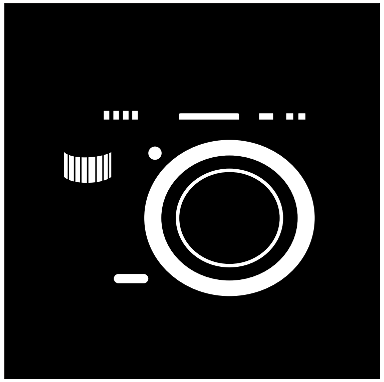


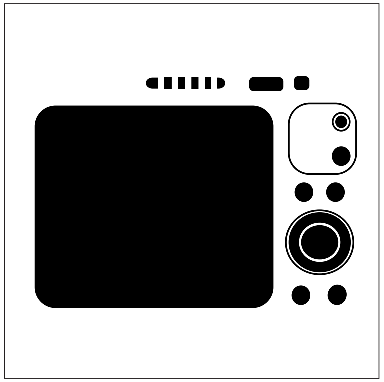


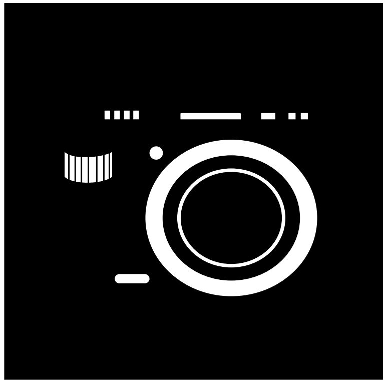
PROJECT 1 research and ideation- camera icon iteration

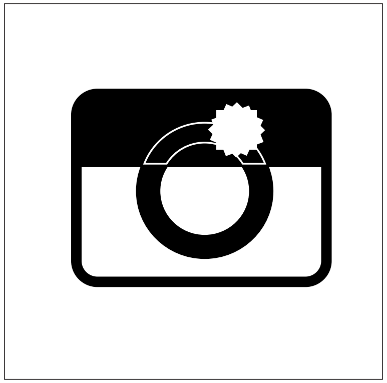













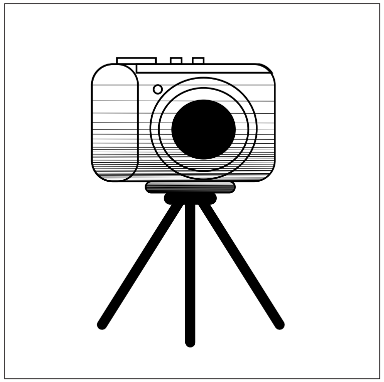
PROJECT 1 research and ideation- camera index iteration

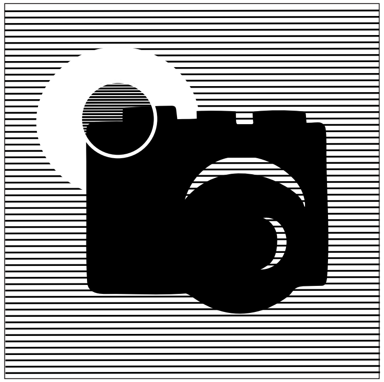


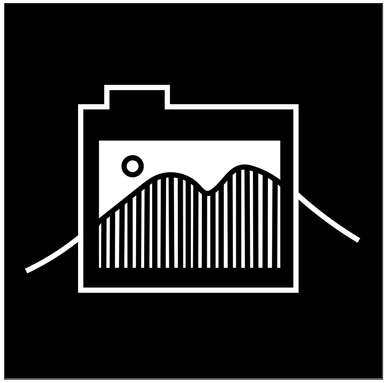


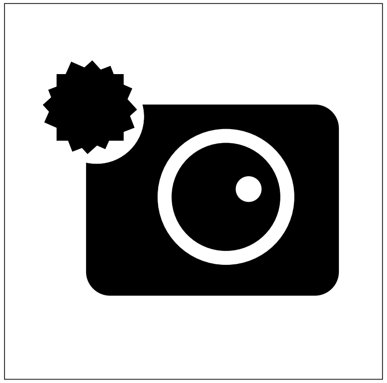


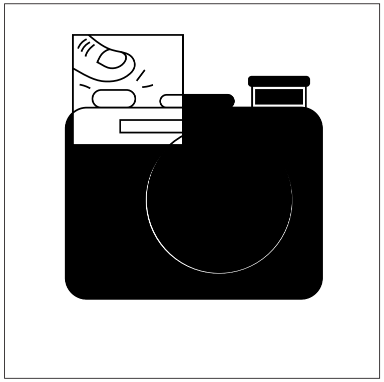


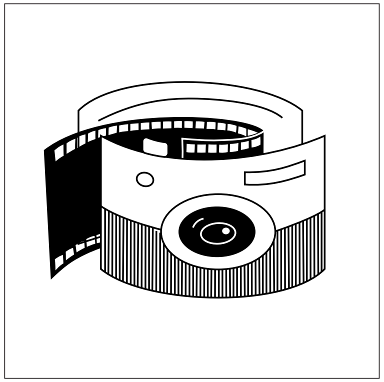


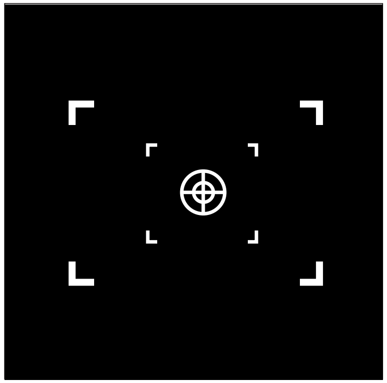


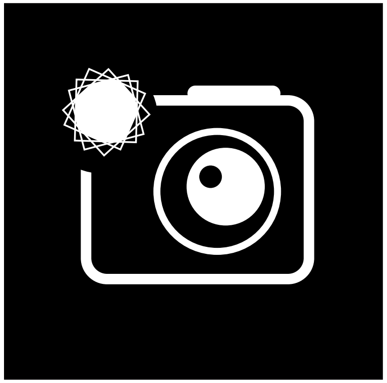




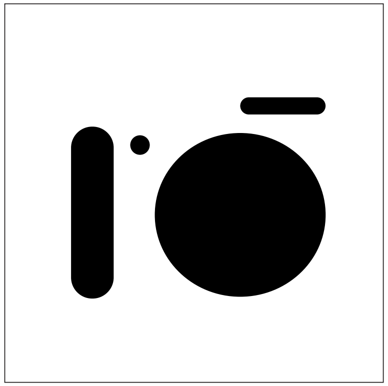
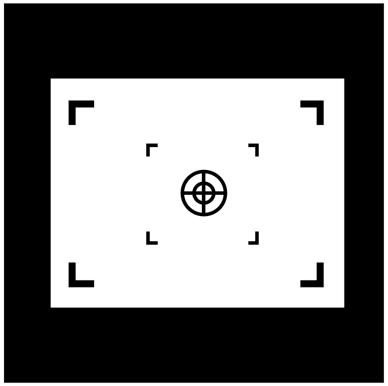
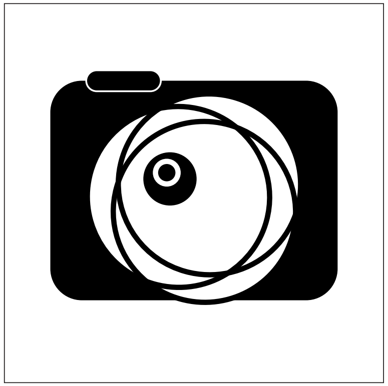
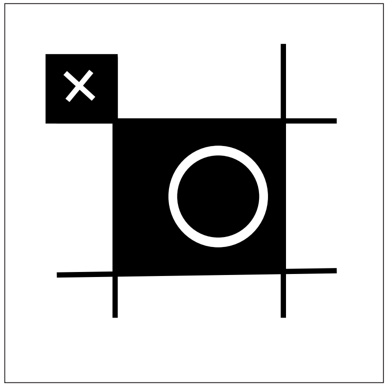
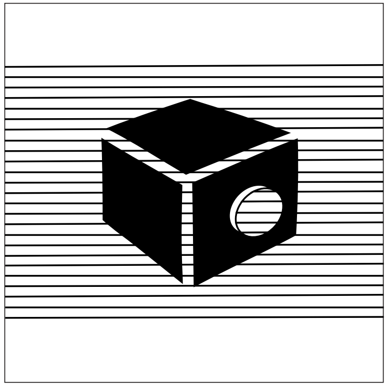
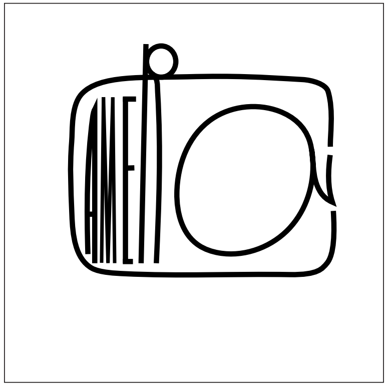
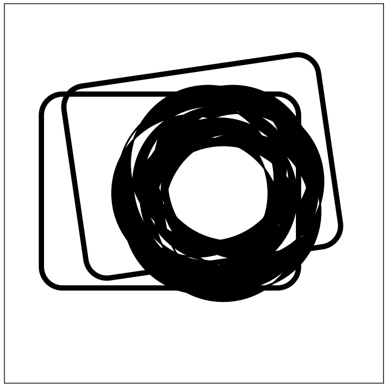
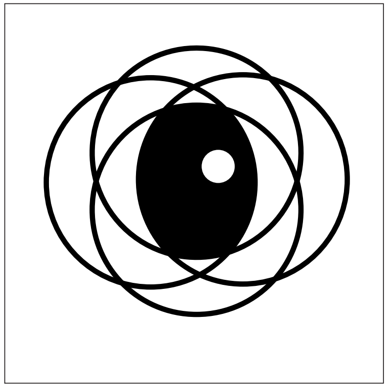
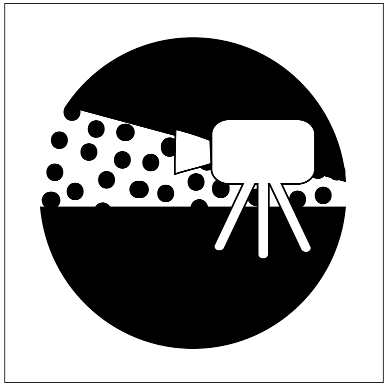
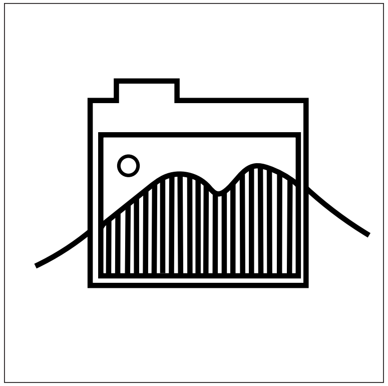
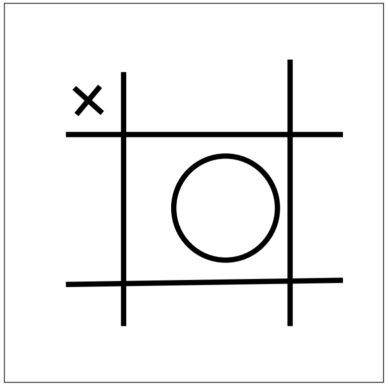
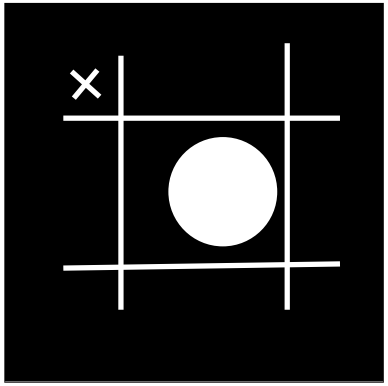




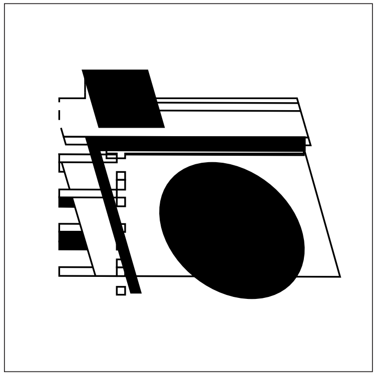


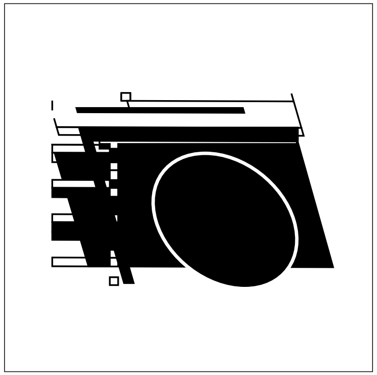


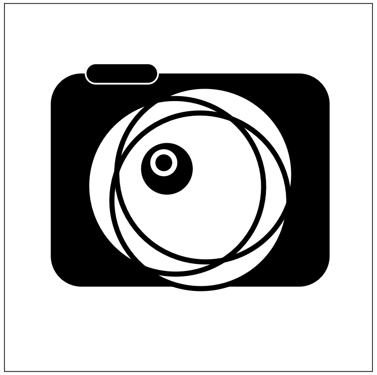
PROJECT 1 research and ideation- camera symbol iteration

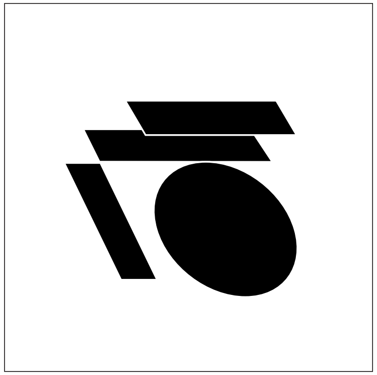













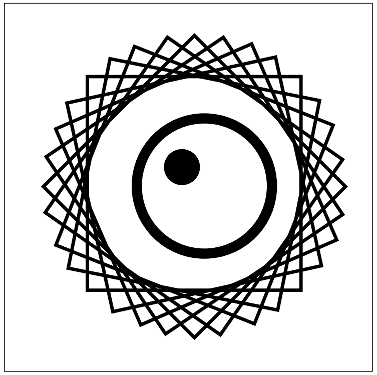
PROJECT 1 research and ideation- camera symbol iteration

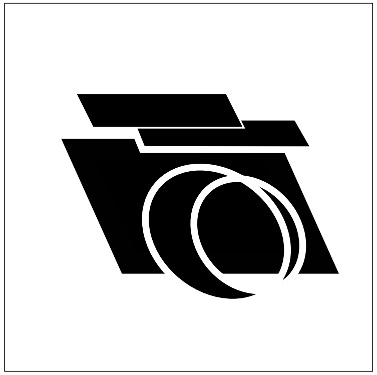




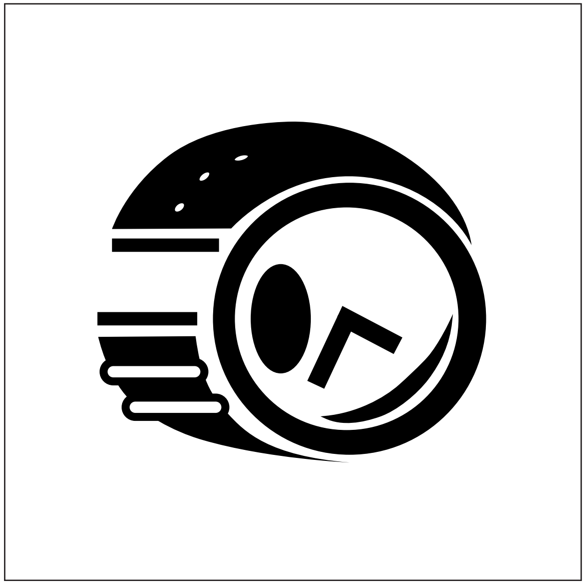


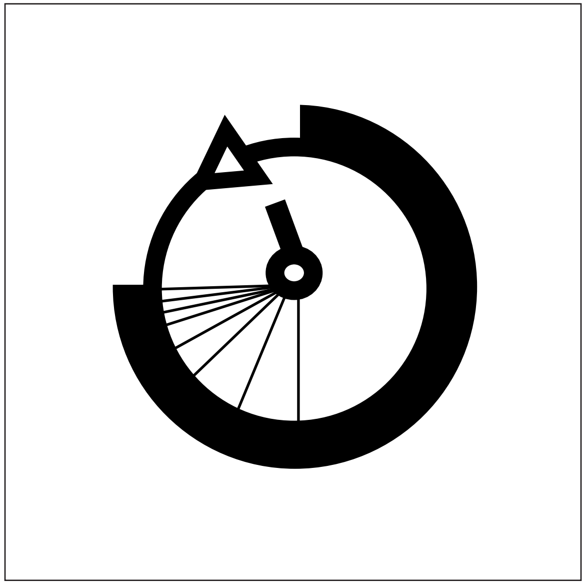


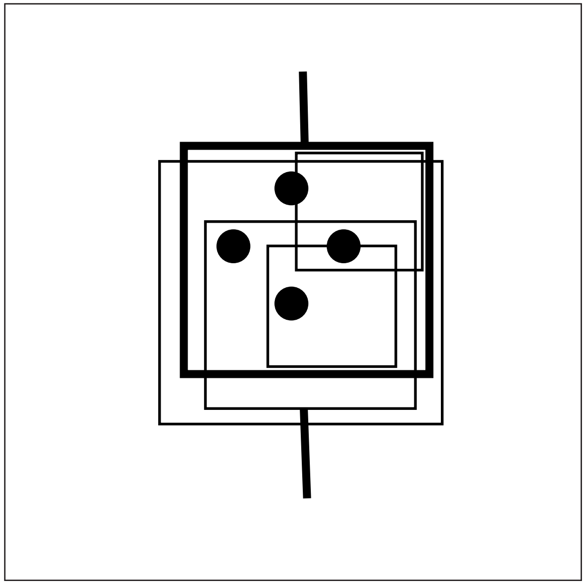




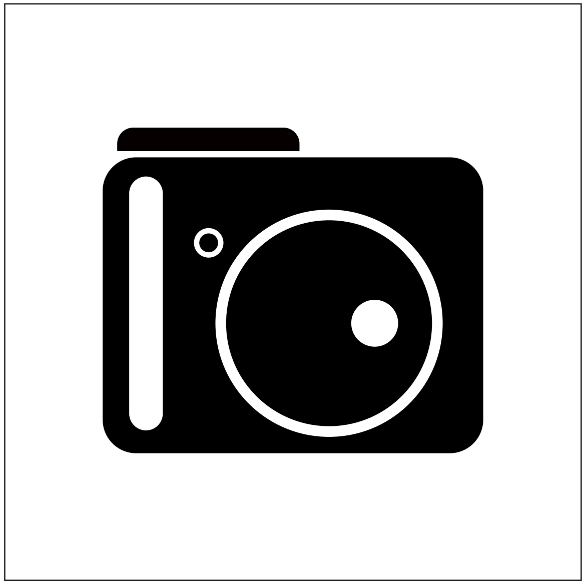
PROJECT 1 final solution- watch: icon/ index/ symbol

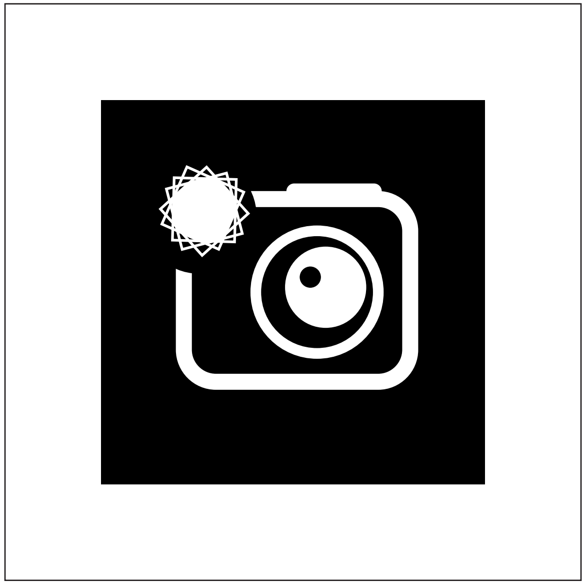


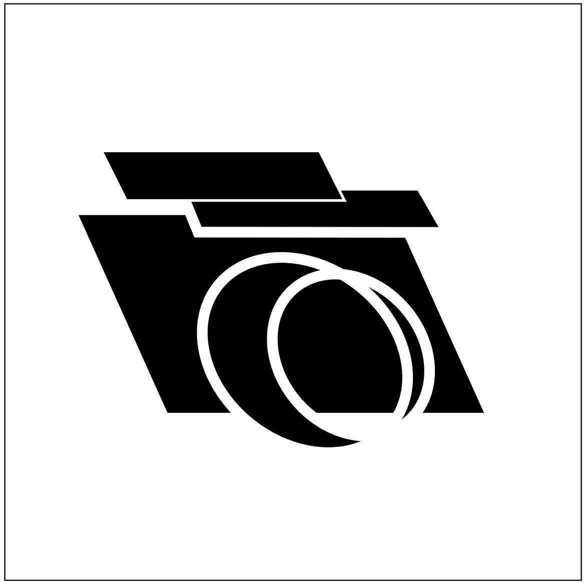




PROJECT 1 final solution- camera: icon/ index/ symbol



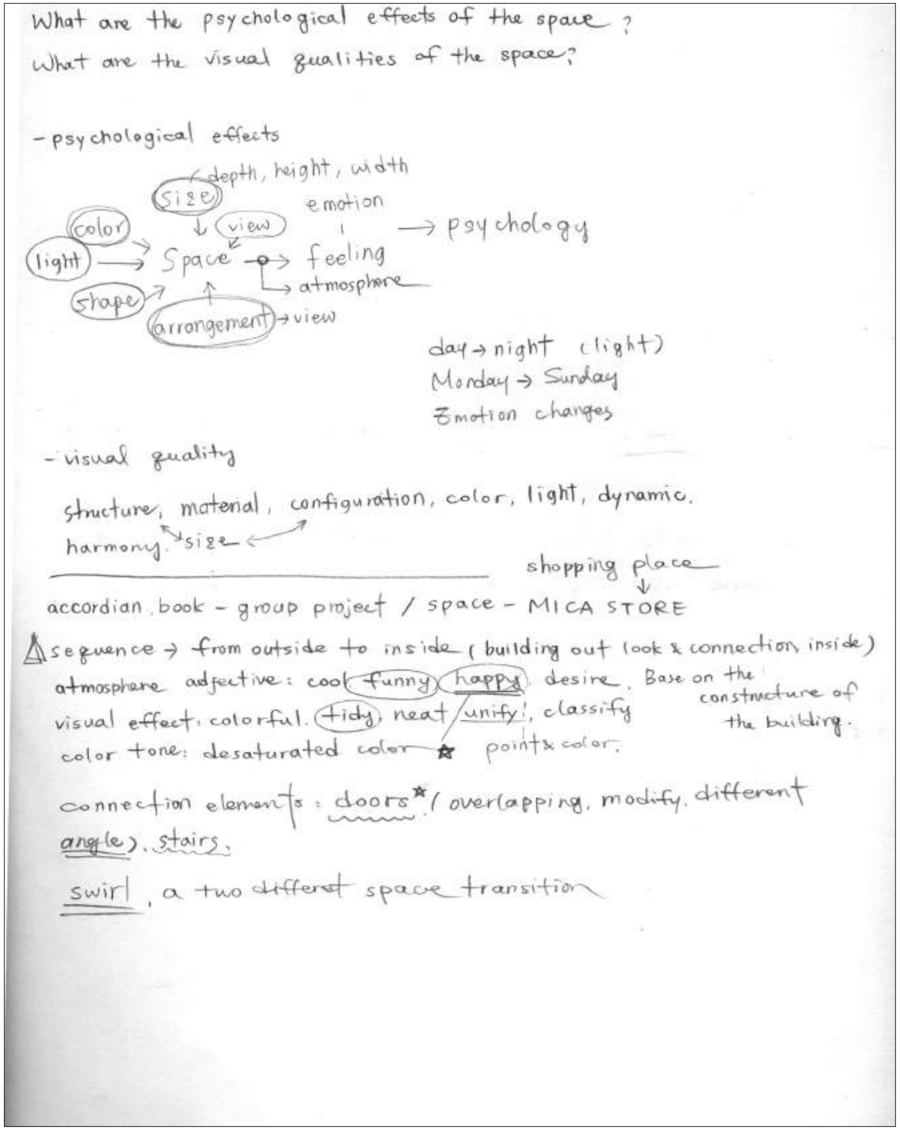




PROJECT 1 written reflection

This is the very first time I do the design work. My chosen objects are camera and watch. From visualizing the objects to translating them into graphic images, I took a lot of time and effort on the process. But I think I still did not get the successful final solution. I confused about the difference between icon , index and the symbol at the beginning and then I had clearer recognition after working on them a few weeks. This is the most important part I learned from the first project. However, the ambiguousness between three types of sign in my final work is the reason I think I didn't get the satisfying solution. Although I did know more about icon, index and symbol than before, I still have a lot of rom for improvement. I paid too much attention on the outward appearances of my design instead of that whether they successfully conveyed the information. That's the problem I need to improve in the future.

PROJECT 2 research and ideation



What are the psychological effects of the space?

What are the visual qualities of the space?

- psychological effects

depth, height, width

size

color

view

light → Space → feeling → psychology

emotion

shape

atmosphere

arrangement → view

day → night (light)
Monday → Sunday
Emotion changes

- visual quality

structure, material, configuration, color, light, dynamic.
harmony. size

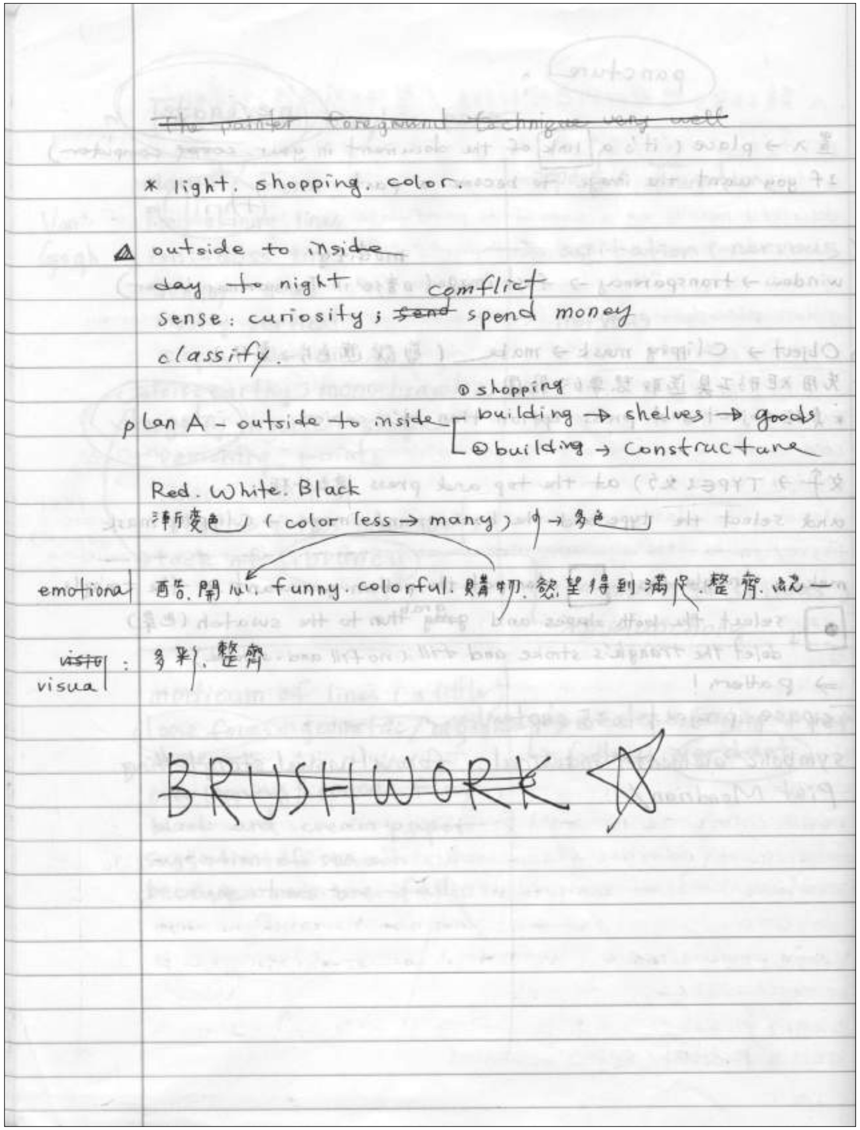
shopping place

accordian book - group project / space - MICA STORE

sequence → from outside to inside (building out look & connection inside)
atmosphere adjective: cool funny happy. desire. Base on the constructure of the building.
visual effect: colorful. tidy. neat / unify!, classify
color tone: desaturated color ★ point & color.

connection elements: doors★ (overlapping, modify, different angle), stairs,

swirl, a two differest space transition



~~The painter foreground technique very well~~

* light. shopping. color.

outside to inside
day to night conflict
sense: curiosity; ~~send~~ spend money
classify.

plan A - outside to inside
① shopping
building → shelves → goods
② building → constructure

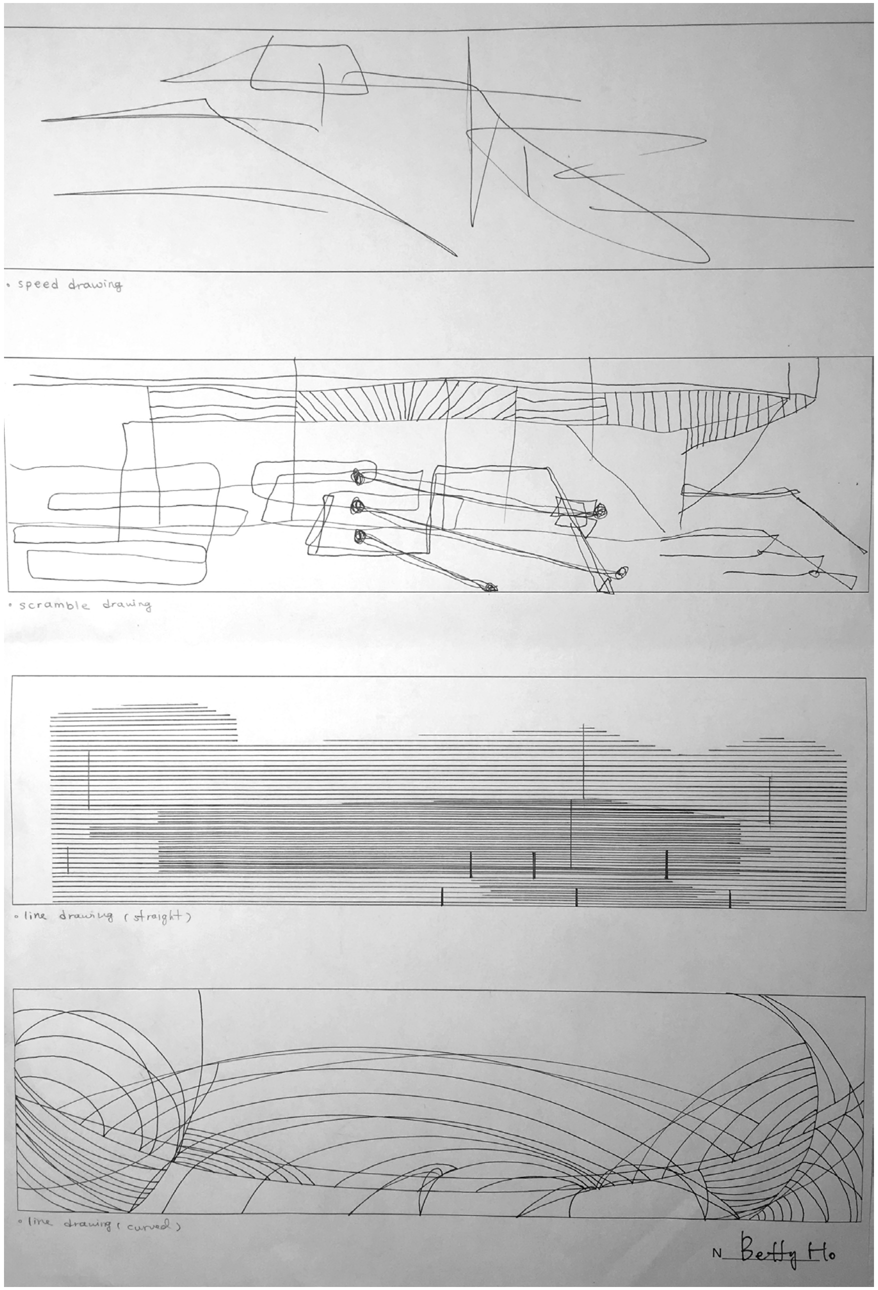
Red. White. Black
漸變色 (color less → many) 少 → 多色

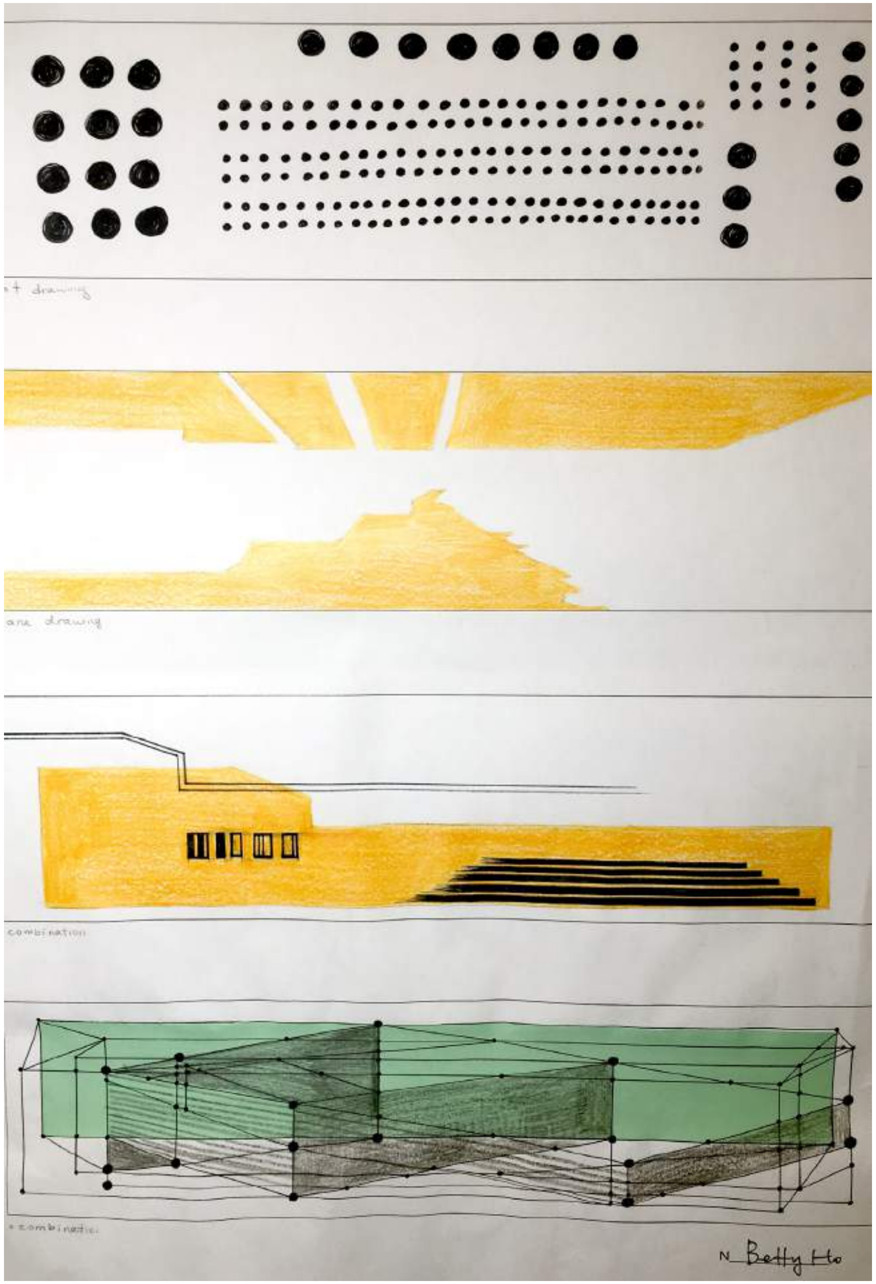
emotional | 酷. 開心. funny. colorful. 購物. 慾望得到滿足. 整齊. 統一

~~visto~~ visual | : 多彩. 整齊

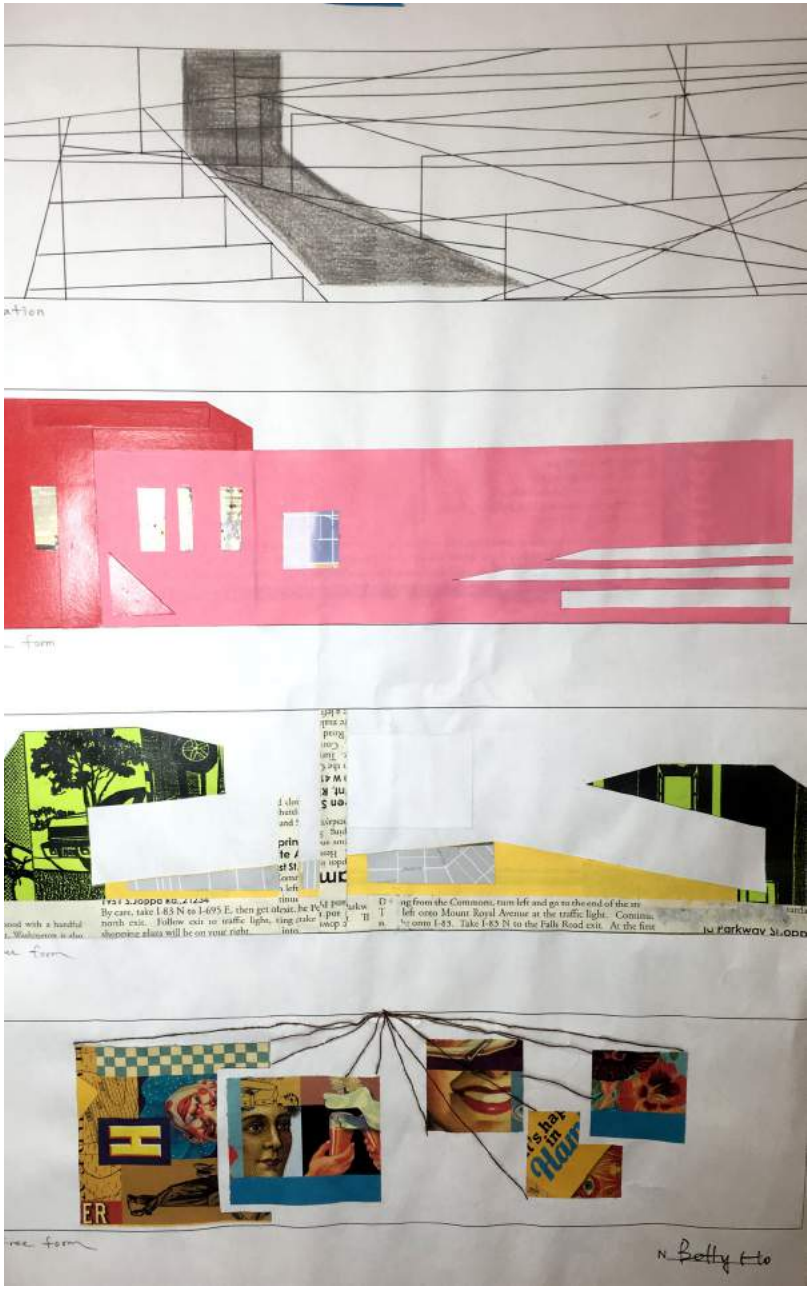
~~BRUSHWORK~~

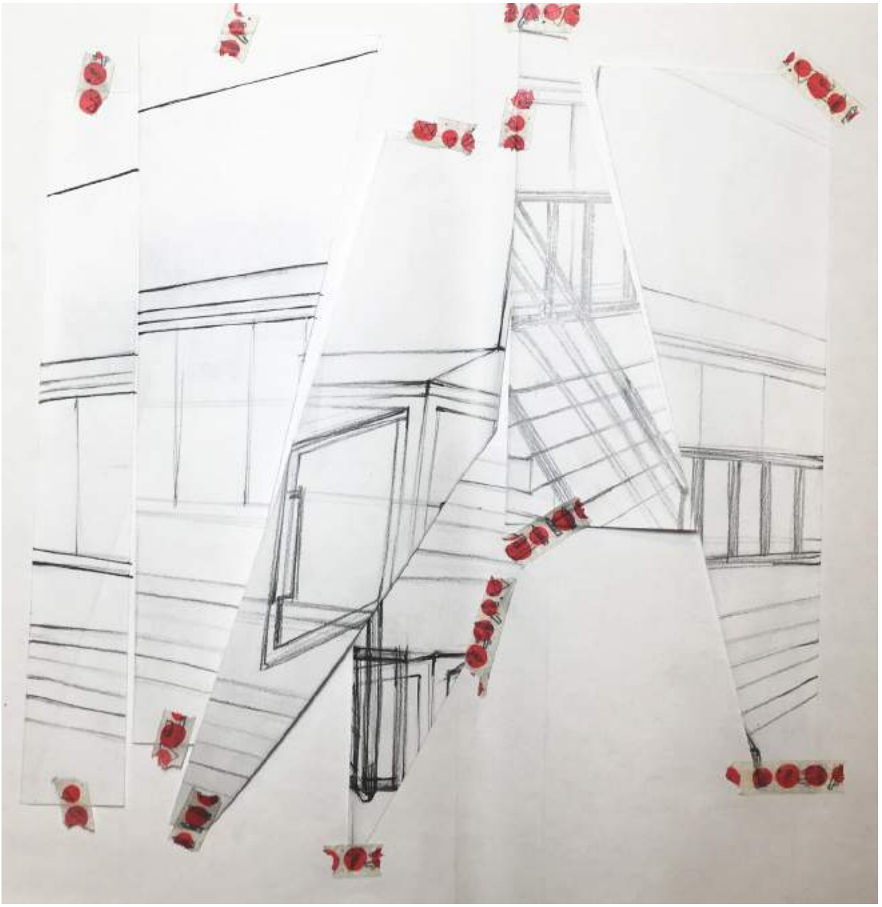
PROJECT 2 research and ideation


• speed drawing
• scramble drawing
• line drawing (straight)
• line drawing (curved)
N Betty Ho

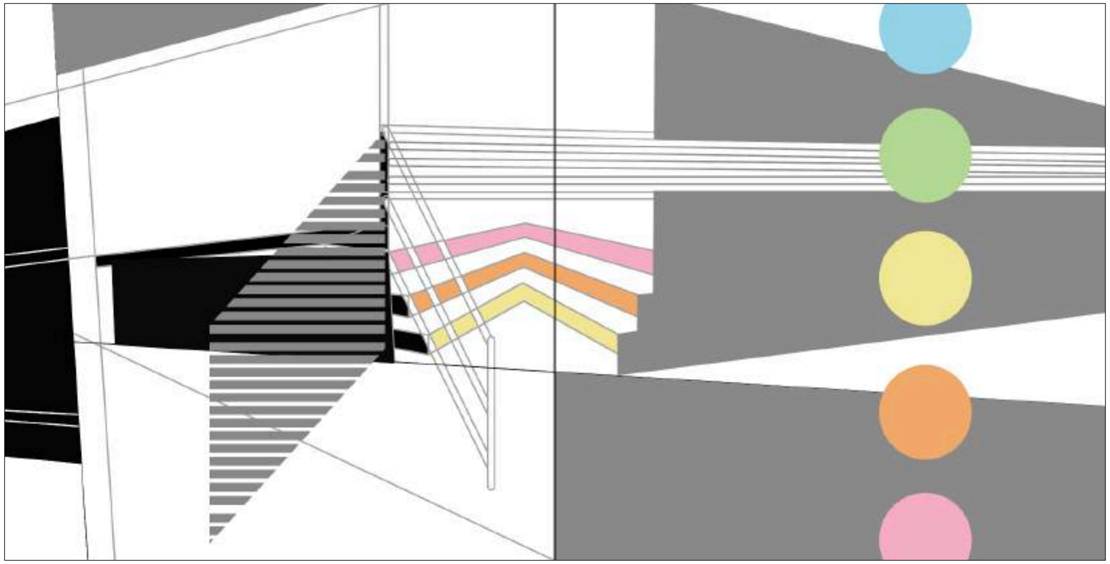

t drawing
ane drawing
combination
• combination
N Betty Ho

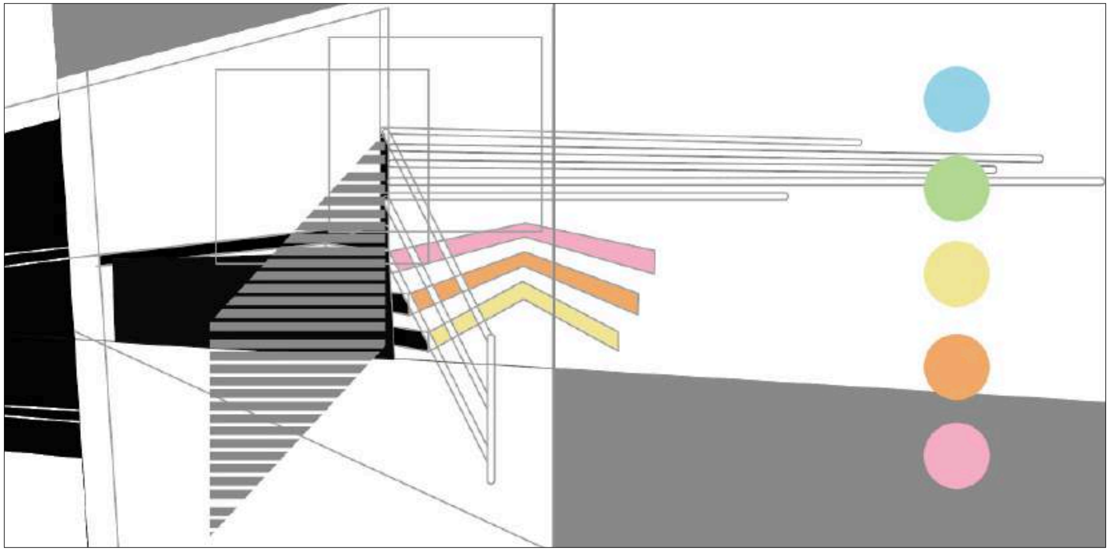
PROJECT 2 research and ideation


ation
form
form
free form
N Betty Ho

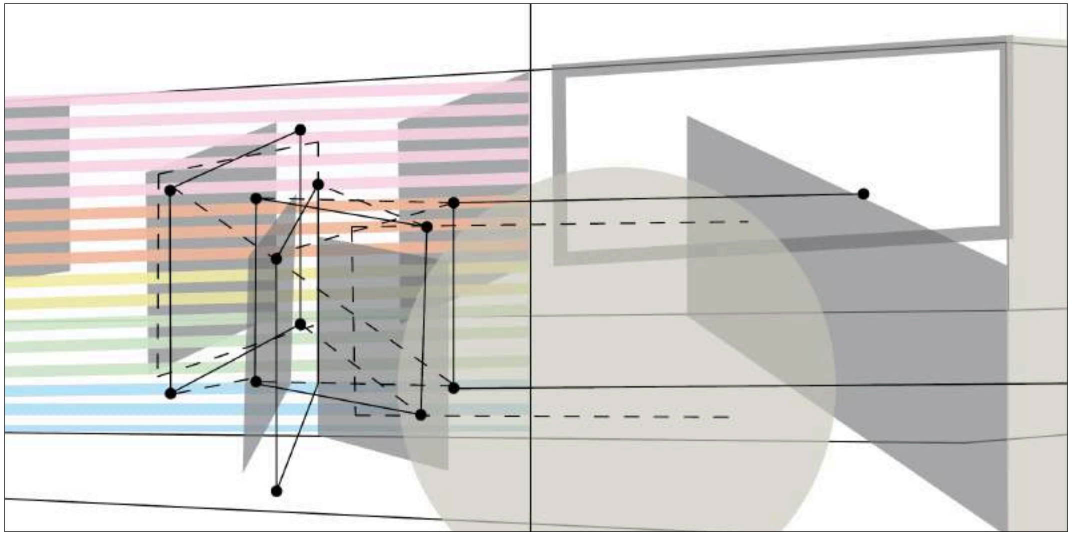


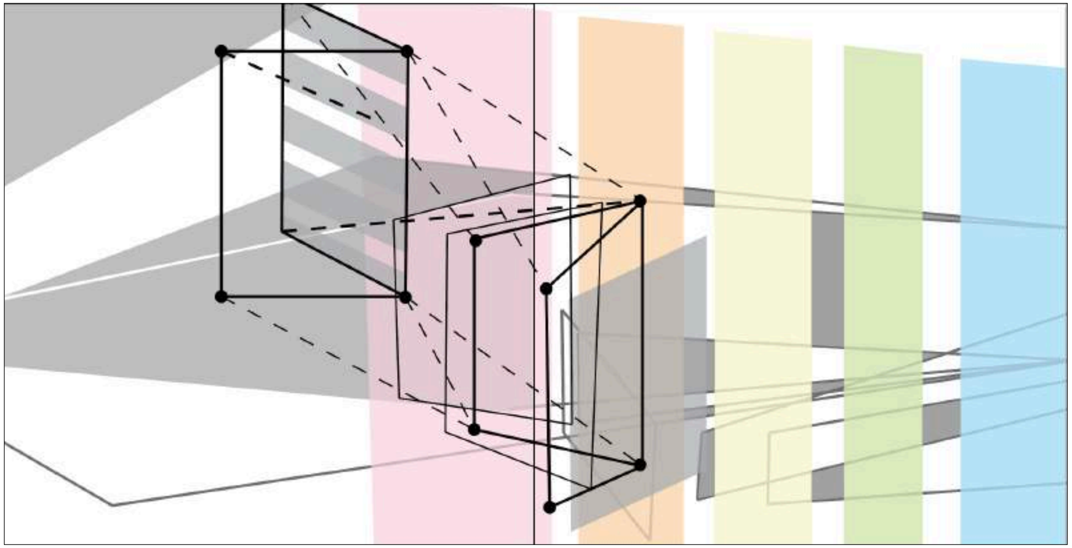
PROJECT 2 mock-ups, rough designs



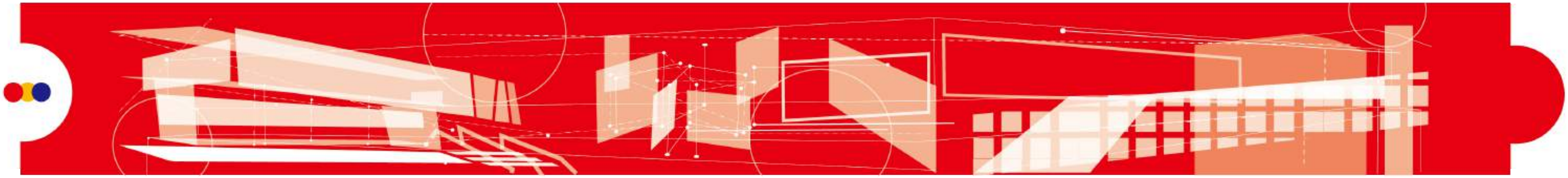


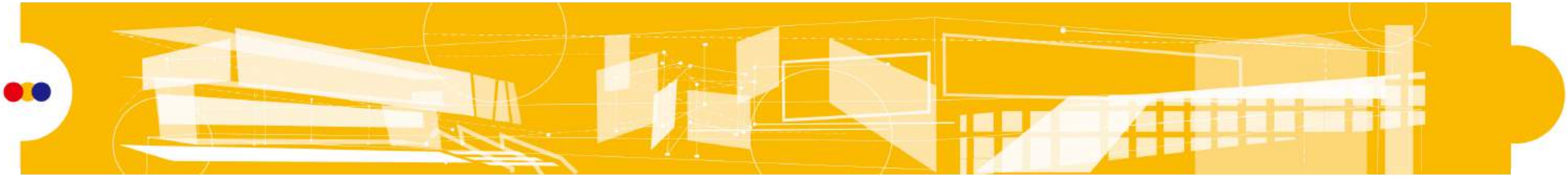
PROJECT 2 mock-ups, rough designs

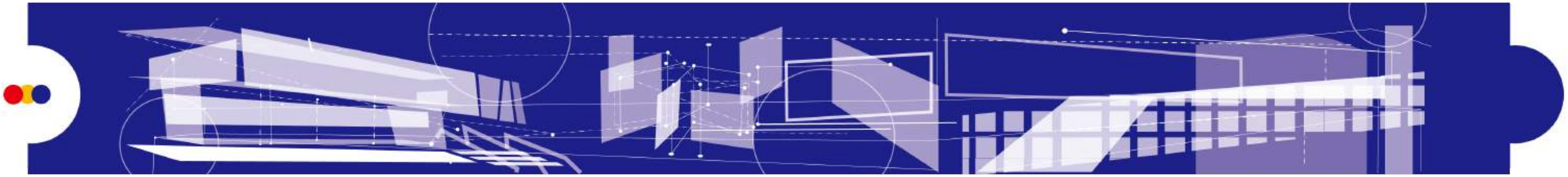




PROJECT 2 final solution







For project 2, I appreciate that group project gave us chance to collaborate. I got a lot of inspiration from my teammates about how they perceive our assigned space and how they translate their thoughts into graphic works. We usually work in a box when we make our own design or artworks, it's a great opportunity for me to consider different opinions and aspects to finish a project. Also I can see how other people work, it is what I'm curious very much.

I think our group did great conversation before and during the process of working. As for the most challenging part, there is some compromise I have to make which is difficult for me. Although each of us has our prefer style and expectation for the result, we have to find a balance in this group project. I enjoy both the collaboration and process of spacial translation!

- How did working in groups affect your design process?

I used to try as many experiments as I can to make a preliminary design, but for the group project, we didn't have that much time to do these preparations. However, we discussed a lot and made sure that we reached an agreement before starting collaboration. During the discussion, each of us addressed our thoughts and then we talked about how everyone's ideas could be combined. Although we had the same assigned place, everyone had different visions. I got a lot of inspiration through this process.

- How did collaboration benefit your overall design?

Considering multiple interpretations helped to promote the better works. After deep discussion, the result was totally different from my initial expectation.

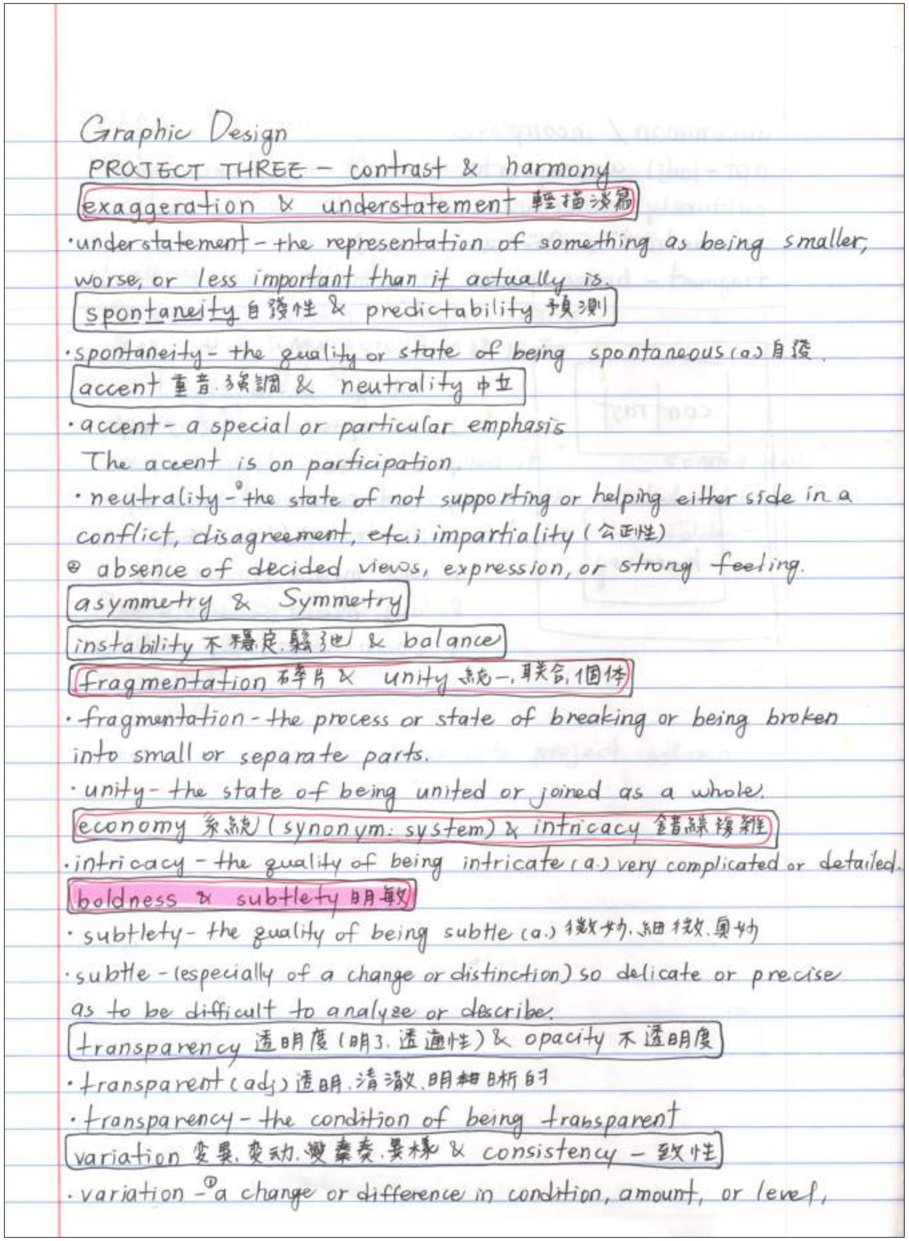
Rather than working with the individual parts at the same time, the way our group worked was finishing each part one by one. According to the previous teammate's work, we had to continue it with suitable visual style to reach the sense of unity and sequential. This was what I appreciated in this collaboration project.

- Was the collaboration a good experience? Why or why not?

Yes. Although there are a lot of challenges when worked with group, I got more benefit through this experience. It made our project have more possibility. I enjoy sharing my thought and got the feedback from others. Also being inspired by my teammates' awesome thoughts was a wonderful experience.

- Strongly disagree to strongly agree on a scale of 1- 5:

1. My ideas or suggestions were considered by my teammates (4)
2. I valued and considered my teammates' ideas or suggestions (5)
3. Members of the team completed responsibilities for the project equally (3)



Graphic Design

PROJECT THREE - contrast & harmony

exaggeration & understatement 輕描淡寫

·understatement - the representation of something as being smaller, worse, or less important than it actually is.

spontaneity 自發性 & predictability 預測

·spontaneity - the quality or state of being spontaneous (a.) 自發.

accent 重音.強調 & neutrality 中立

·accent - a special or particular emphasis

The accent is on participation.

·neutrality - ①the state of not supporting or helping either side in a conflict, disagreement, etc.; impartiality (公正性)

② absence of decided views, expression, or strong feeling.

asymmetry & Symmetry

instability 不穩定.鬆弛 & balance

fragmentation 碎片 & unity 統一.聯合.個体

·fragmentation - the process or state of breaking or being broken into small or separate parts.

·unity - the state of being united or joined as a whole.

economy 系統 (synonym: system) & intricacy 錯綜複雜

·intricacy - the quality of being intricate (a.) very complicated or detailed.

boldness & subtlety 明敏

·subtlety - the quality of being subtle (a.) 微妙.細微.奧妙

·subtle - (especially of a change or distinction) so delicate or precise as to be difficult to analyze or describe.

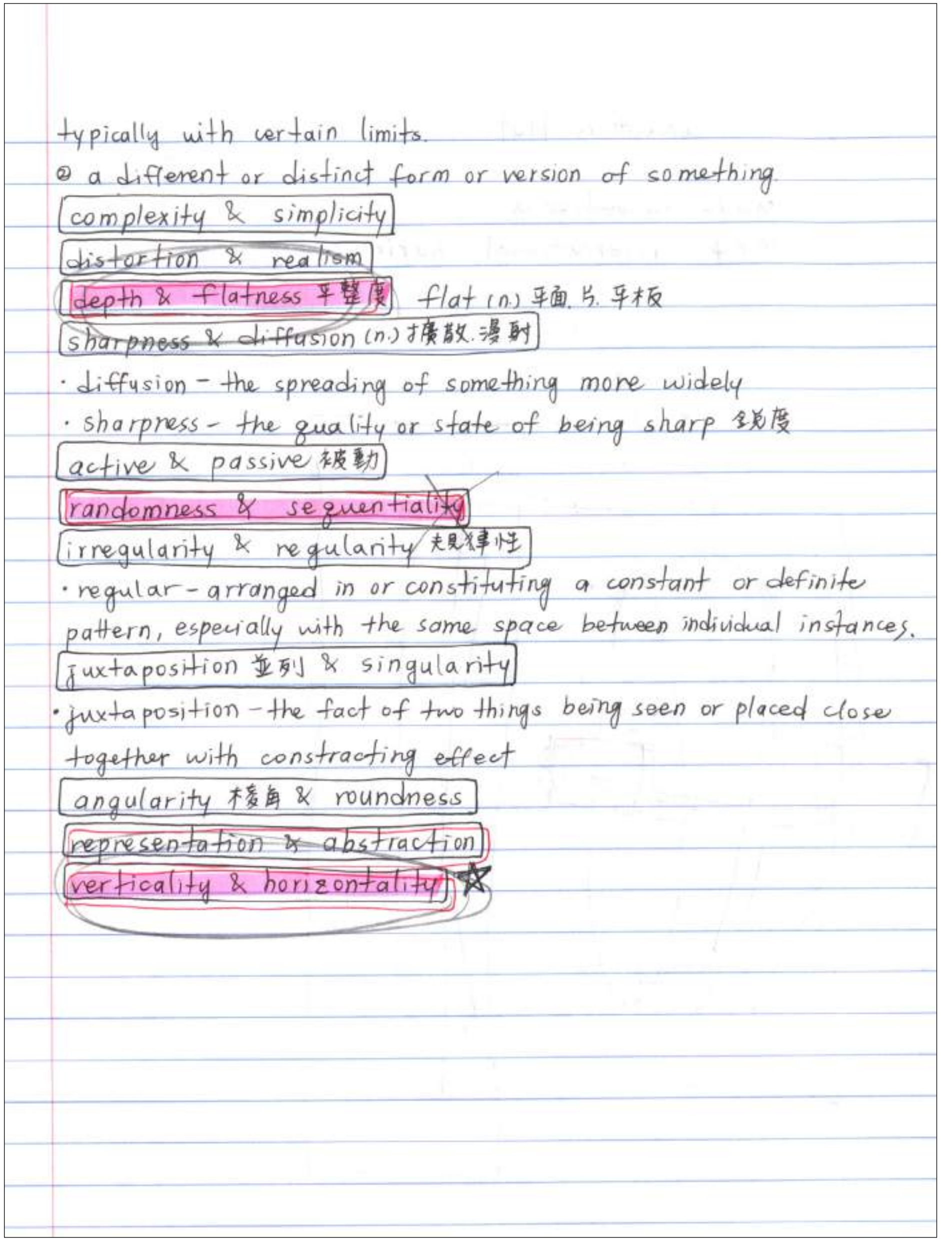
transparency 透明度 (明了.透通性) & opacity 不透明度

·transparent (adj.) 透明.清澈.明楜晰的

·transparency - the condition of being transparent

variation 变異.变动.變奏.異様 & consistency 一致性

·variation - ①a change or difference in condition, amount, or level, typically with certain limits.



typically with certain limits.

② a different or distinct form or version of something.

complexity & simplicity

distortion & realism

depth & flatness 平整度 flat (n.) 平面.片.平板

sharpness & diffusion (n.) 擴散.漫射

·diffusion - the spreading of something more widely

·sharpness - the quality or state of being sharp 銳度

active & passive 被動

randomness & sequentiality

irregularity & regularity 規律性

·regular - arranged in or constituting a constant or definite pattern, especially with the same space between individual instances.

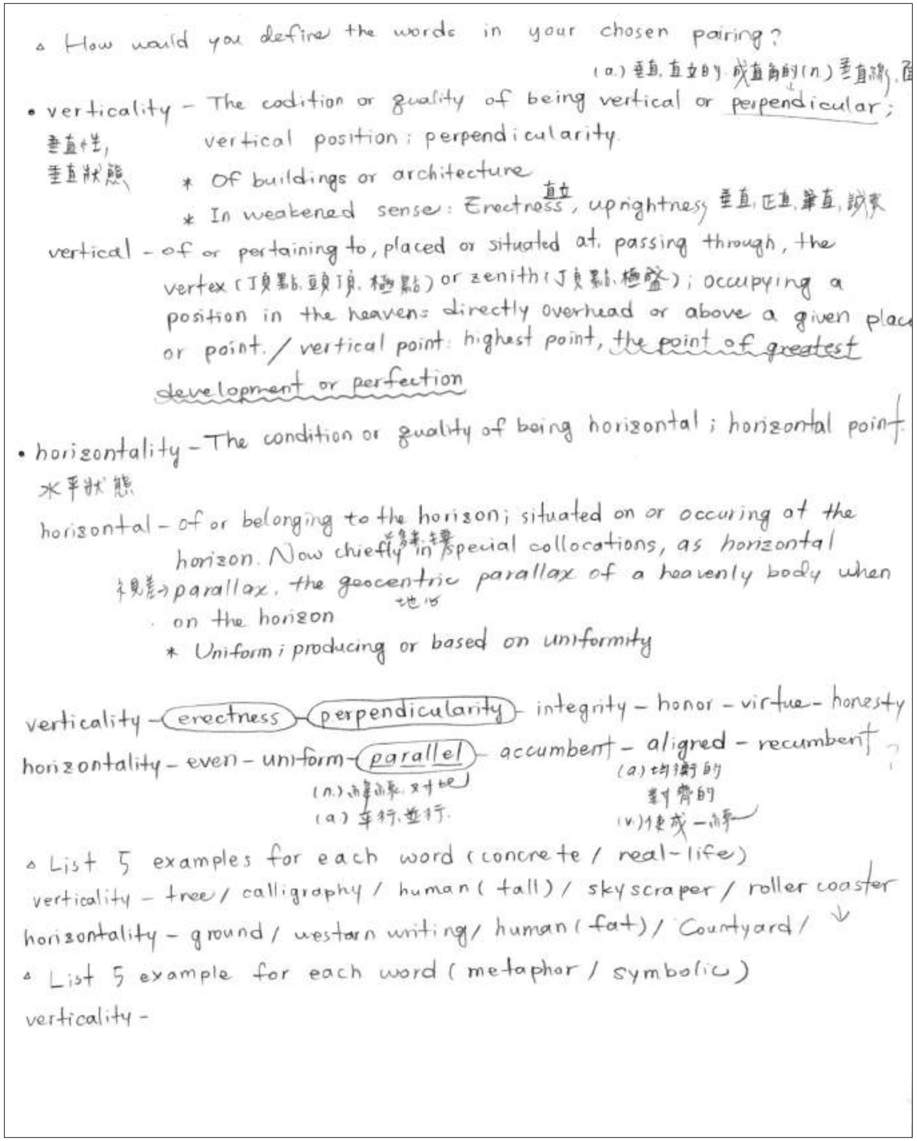
juxtaposition 並列 & singularity

·juxtaposition - the fact of two things being seen or placed close together with constracting effect

angularity 稜角 & roundness

representation & abstraction

verticality & horizontality ☆



▵ How would you define the words in your chosen pairing?

(a.) 垂直, 直立的, 成直角的 (n.) 垂直線,

- verticality – The codition or quality of being vertical or perpendicular; vertical position; perpendicularity.
  垂直性, 垂直狀態
  - * Of buildings or architecture
  - * In weakened sense: Erectness 直立, uprightness 垂直, 正直, 筆直, 誠實

vertical – of or pertaining to, placed or situated at, passing through, the vertex (頂點, 頭頂, 極點) or zenith (頂點, 極盛); occupying a position in the heavens: directly overhead or above a given plac or point. / vertical point: highest point, the point of greatest development or perfection

- horizontality – The condition or quality of being horizontal; horizontal point.
  水平狀態

horizontal – of or belonging to the horizon; situated on or occuring at the horizon. Now chiefly in 搭配 special collocations, as horizontal 視差→ parallax, the geocentric 地心 parallax of a heavenly body when on the horizon
- * Uniform; producing or based on uniformity

verticality – erectness – perpendicularity – integrity – honor – virtue – honesty

horizontality – even – uniform – parallel – accumbent – aligned – recumbent

parallel: (n.) 平行線, 對比 (a) 平行, 並行

aligned: (a) 均衡的 對齊的 (v.) 使成一排

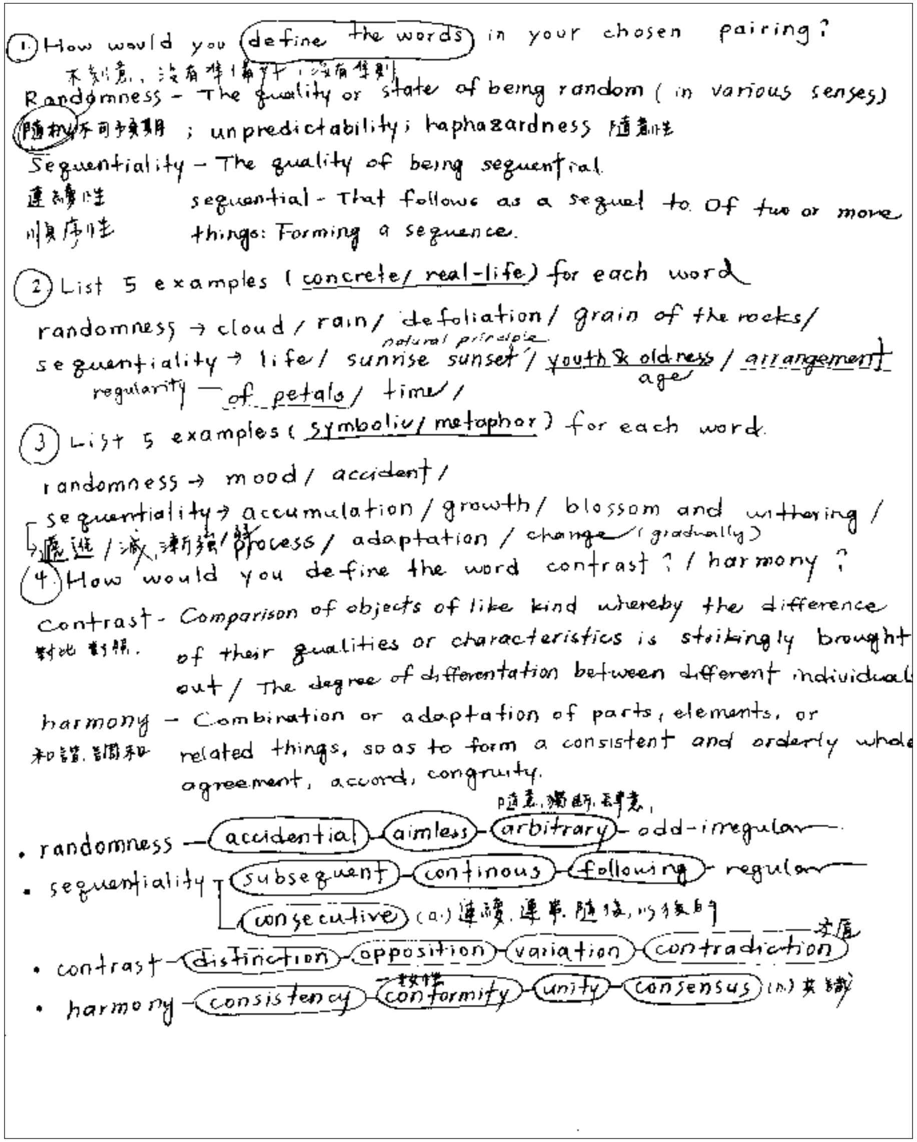
▵ List 5 examples for each word (concrete / real-life)

verticality – tree / calligraphy / human (tall) / skyscraper / roller coaster

horizontality – ground / western writing / human (fat) / Countyard /

▵ List 5 example for each word (metaphor / symbolic)

verticality –



① How would you define the words in your chosen pairing?

不刻意, 沒有準備好, 沒有準則

Randomness – The quality or state of being random (in various senses)
隨機, 不可預期 ; unpredictability; haphazardness 隨意性

Sequentiality – The quality of being sequential.
連續性
順序性
sequential – That follows as a sequel to. Of two or more things: Forming a sequence.

② List 5 examples (concrete / real-life) for each word

randomness → cloud / rain / defoliation / grain of the rocks /

sequentiality → life / sunrise sunset / youth & oldness / arrangement of petals / time /

natural principle

age

regularity

③ List 5 examples (symbolic / metaphor) for each word.

randomness → mood / accident /

sequentiality → accumulation / growth / blossom and withering / 遞進 / 減, 漸強 / 時 process / adaptation / change (gradually)

④ How would you define the word contrast? / harmony?

contrast – Comparison of objects of like kind whereby the difference of their qualities or characteristics is strikingly brought out / The degree of differentation between different individual
對比, 對照.

harmony – Combination or adaptation of parts, elements, or related things, so as to form a consistent and orderly whole agreement, accord, congruity.
和諧, 協調和

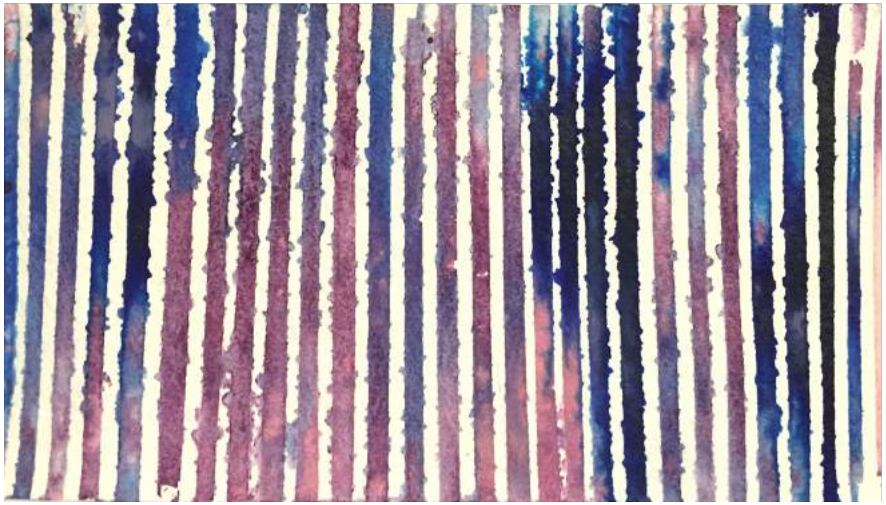
隨意, 獨斷, 恣意,

- randomness – accidential – aimless – arbitrary – odd – irregular
- sequentiality – subsequent – continous – following – regular
  – consecutive (a.) 連續, 連串, 隨後, 以後的
- contrast – distinction – opposition – variation – contradiction 矛盾
- harmony – consistency – conformity 一致性 – unity – consensus (n.) 共識

PROJECT 3 research and ideation

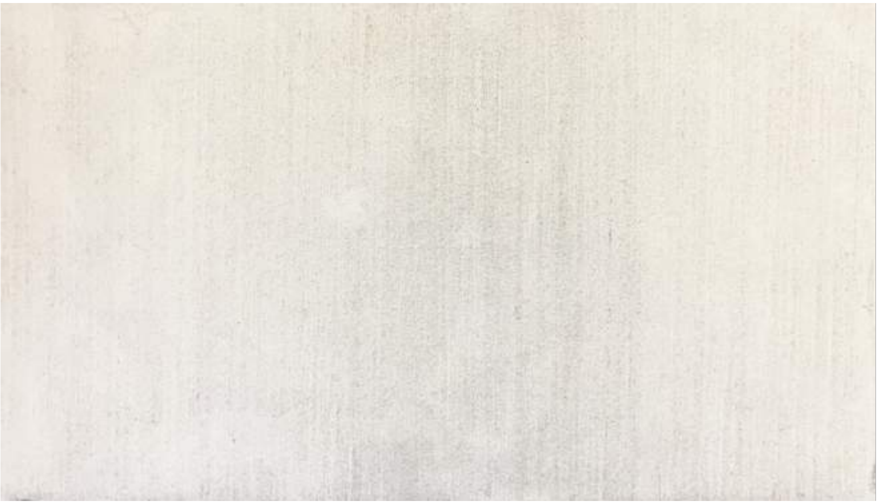
CONTRAST / veticality

wet media / STUDY

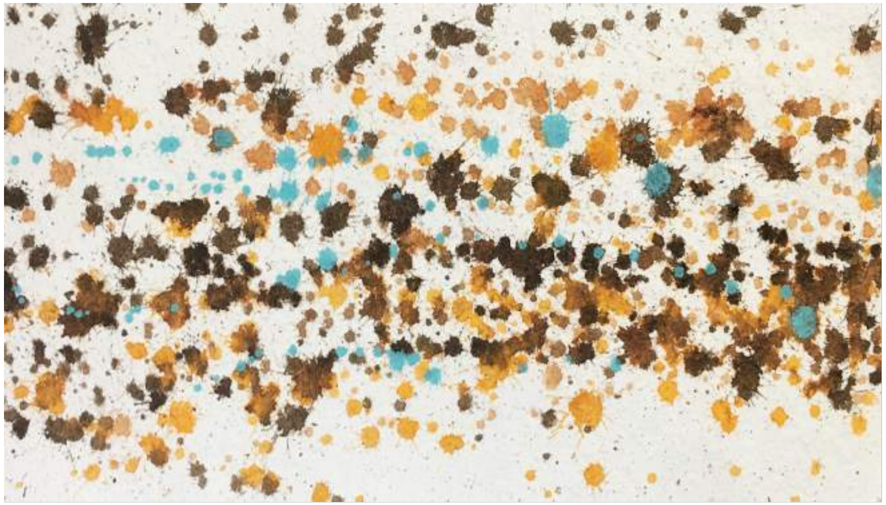


CONTRAST / veticality

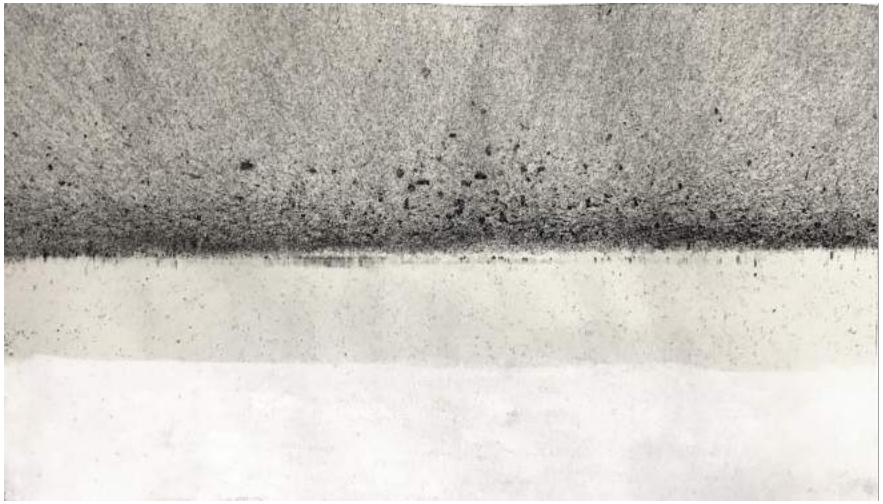
dry media / STUDY



HARMONY / horizontality

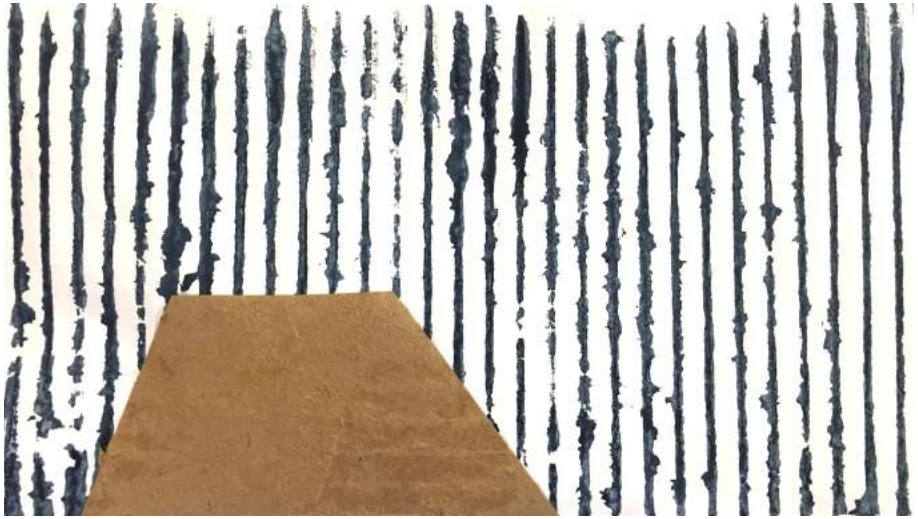


HARMONY / horizontality



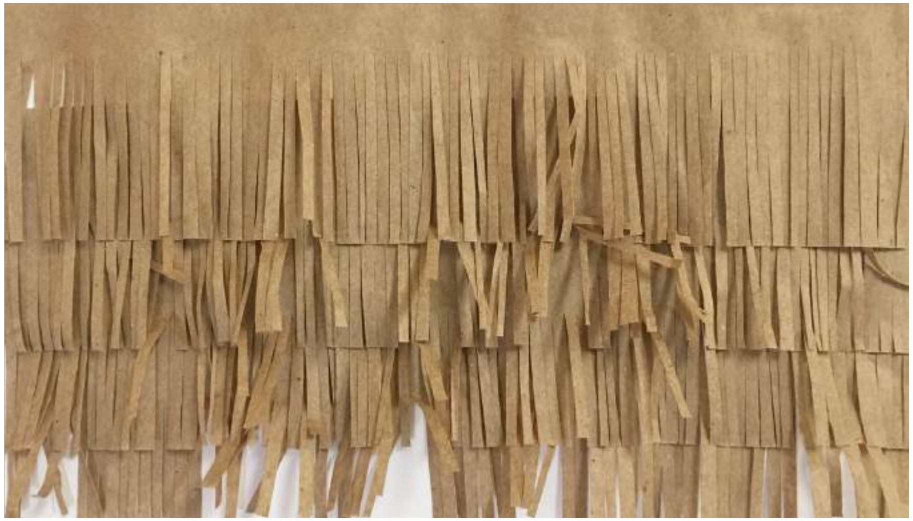
ONTRAST / veticality

texture / STUDY

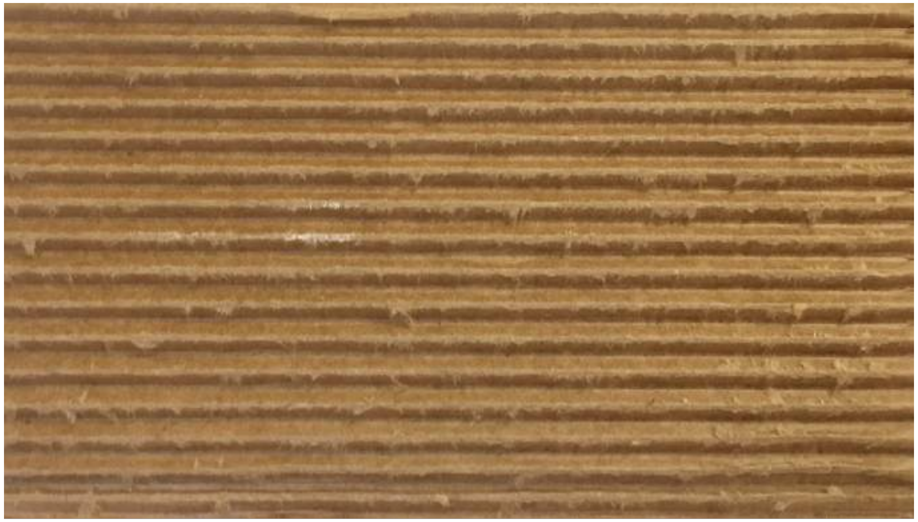


CONTRAST / veticality

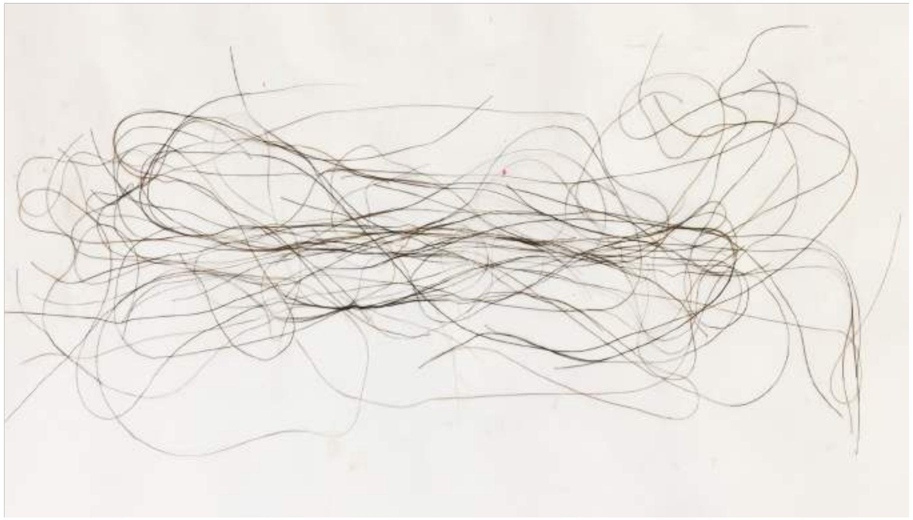
texture / STUDY



ARMONY / horizontality



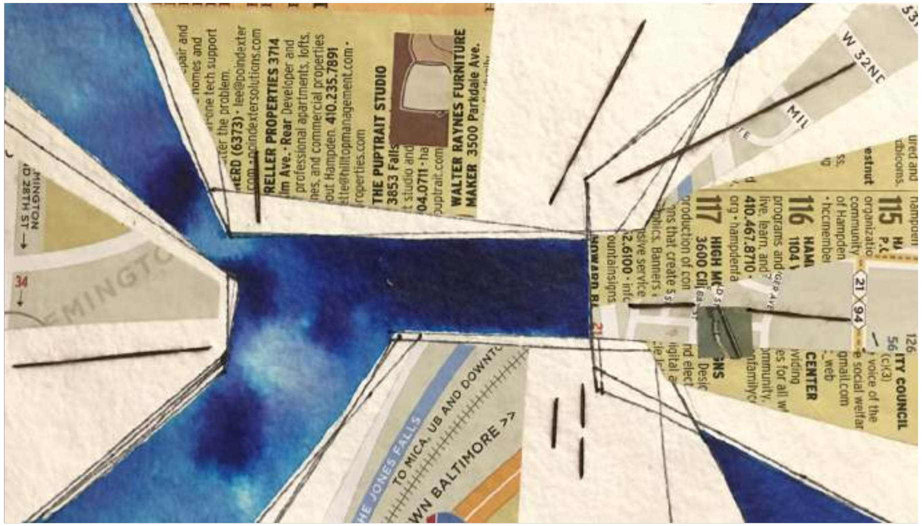
HARMONY / horizontality



PROJECT 3 research and ideation

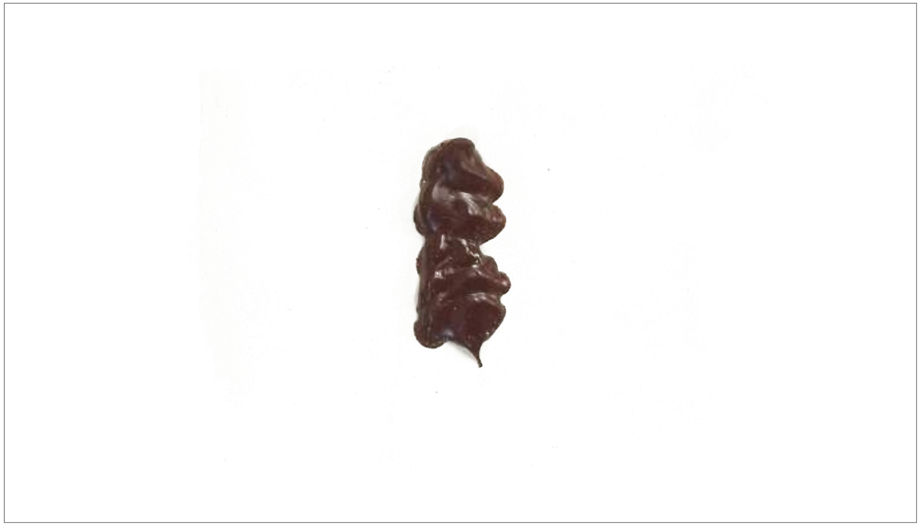
CONTRAST / veticality

combination / STUDY

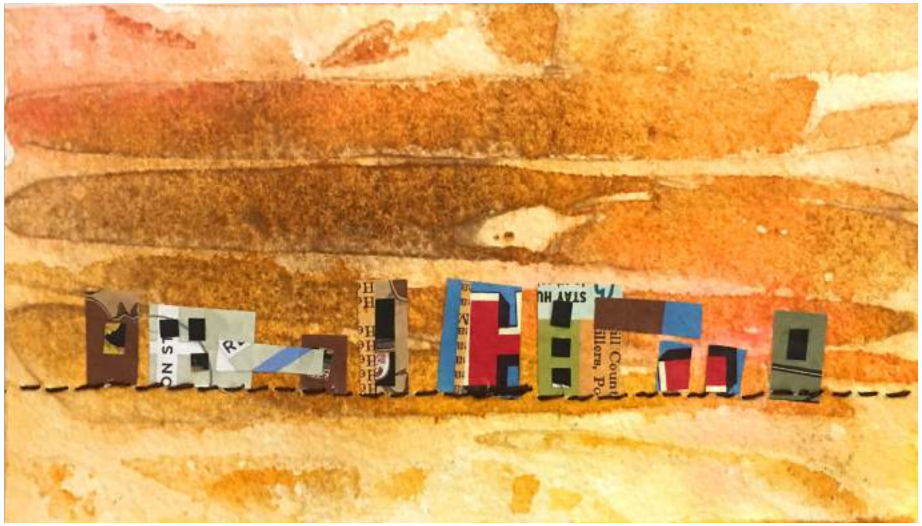


CONTRAST / veticality

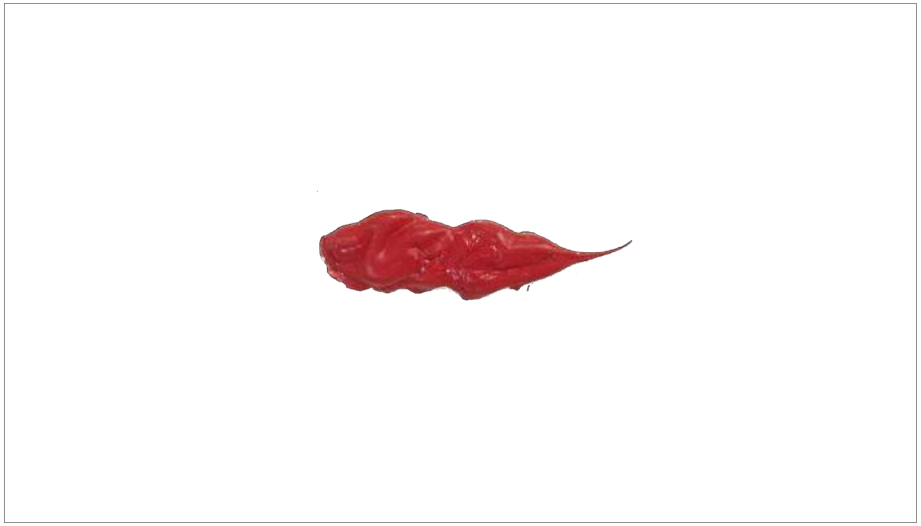
wet media / STUDY



HARMONY / horizontality



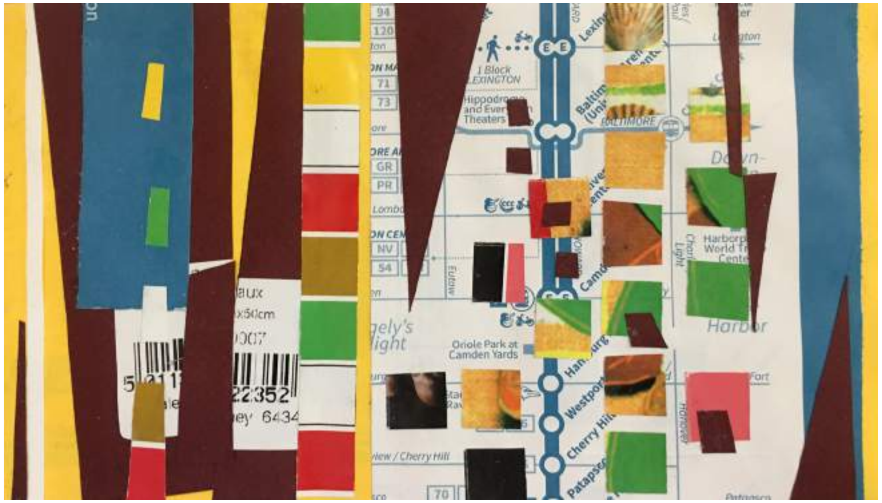
HARMONY / horizontality



PROJECT 3 research and ideation

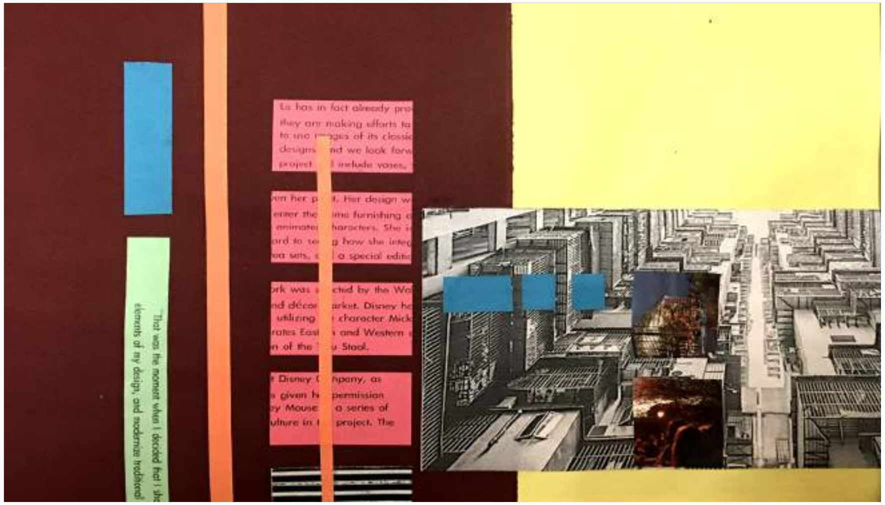
CONTRAST / veticality

collage / STUDY

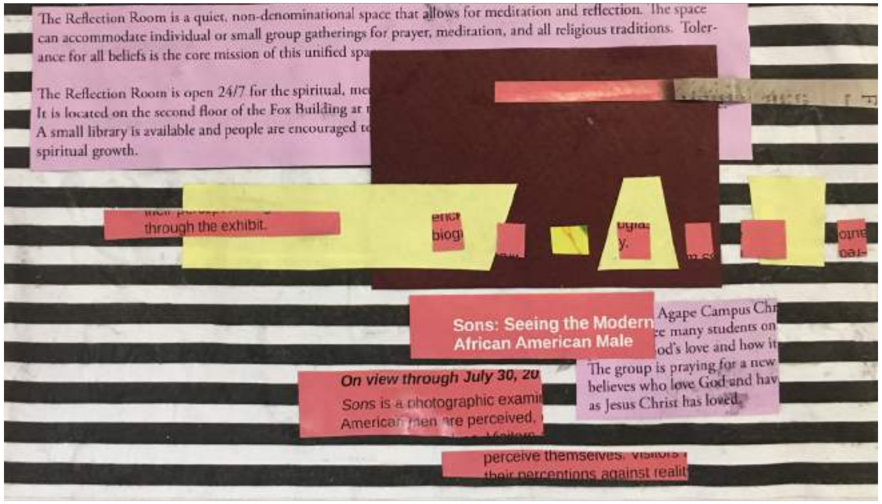

1 Block LEXINGTON
Hippodrome and Everyman Theaters
Oriole Park at Camden Yards
Harbor
Westport
Cherry Hill

CONTRAST / veticality

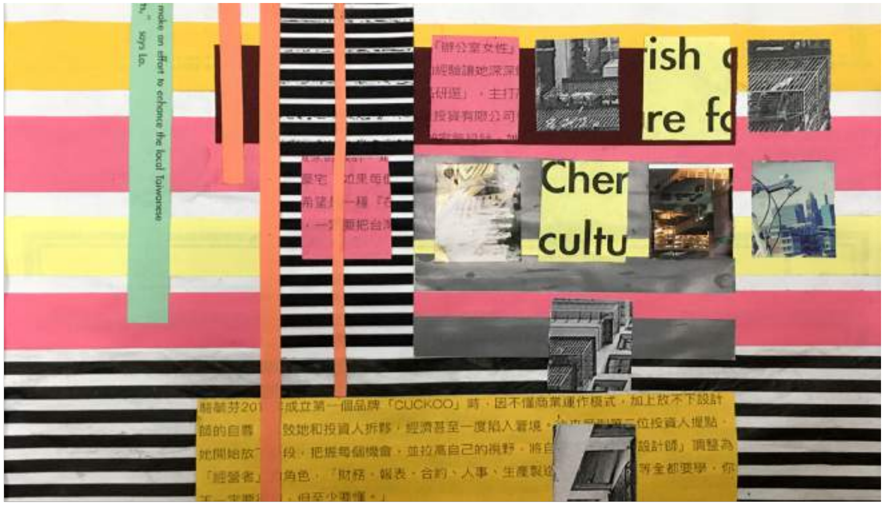
collage / STUDY


That was the moment when I decided that I should
elements of my design, and modernize traditional

HARMONY / horizontality


The Reflection Room is a quiet, non-denominational space that allows for meditation and reflection. The space can accommodate individual or small group gatherings for prayer, meditation, and all religious traditions. Tolerance for all beliefs is the core mission of this unified spa
The Reflection Room is open 24/7 for the spiritual, me
It is located on the second floor of the Fox Building at
A small library is available and people are encouraged t
spiritual growth.
through the exhibit.
Sons: Seeing the Modern African American Male
On view through July 30, 20
Sons is a photographic exami
American men are perceived,
perceive themselves. Visitors
Agape Campus Chr
The group is praying for a new
believes who love God and hav
as Jesus Christ has loved.

HARMONY / horizontality


make an effort to enhance the local Taiwanese
ish
re f
Cher
cultu
成立第一個品牌「CUCKOO」時，因不懂商業運作模式，加上放不下設計

PROJECT 3 research and ideation

CONTRAST / __verticality___ _photography_ / STUDY

CONTRAST / __verticality___ _photography_ / STUDY

HORIZONTALITY

HARMONY / ___horizontality ___

PROJECT 3 research and ideation

CONTRAST / __verticality___

photography / STUDY

CONTRAST / __verticality___

photography / STUDY

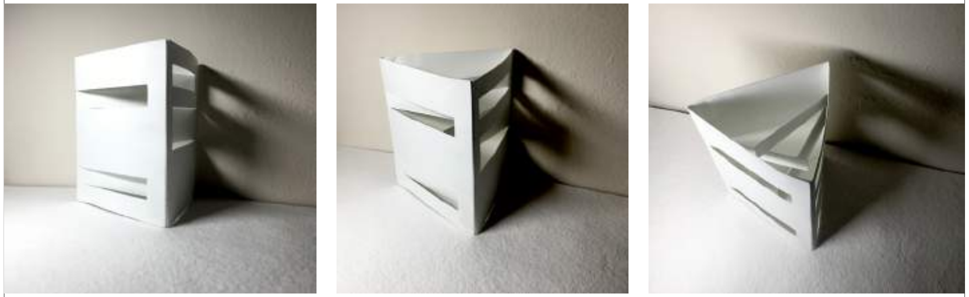
HARMONY / ___horizontality ___

HARMONY / ___horizontality ___

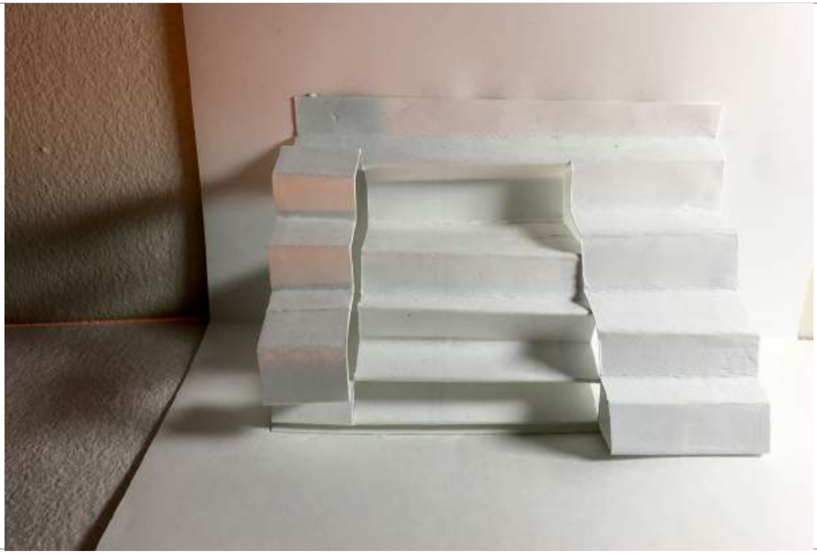
PROJECT 3 research and ideation

CONTRAST / __verticality___

___Sculpture___ / STUDY

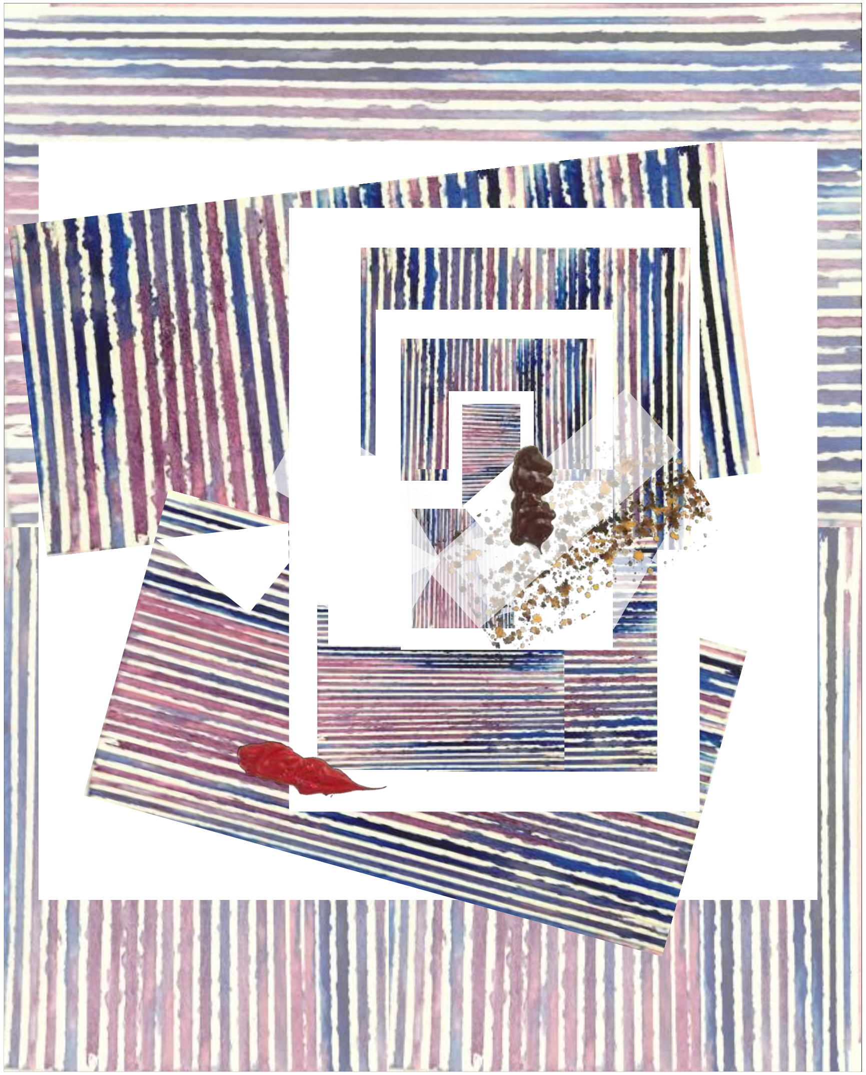


HARMONY / ___horizontality ___

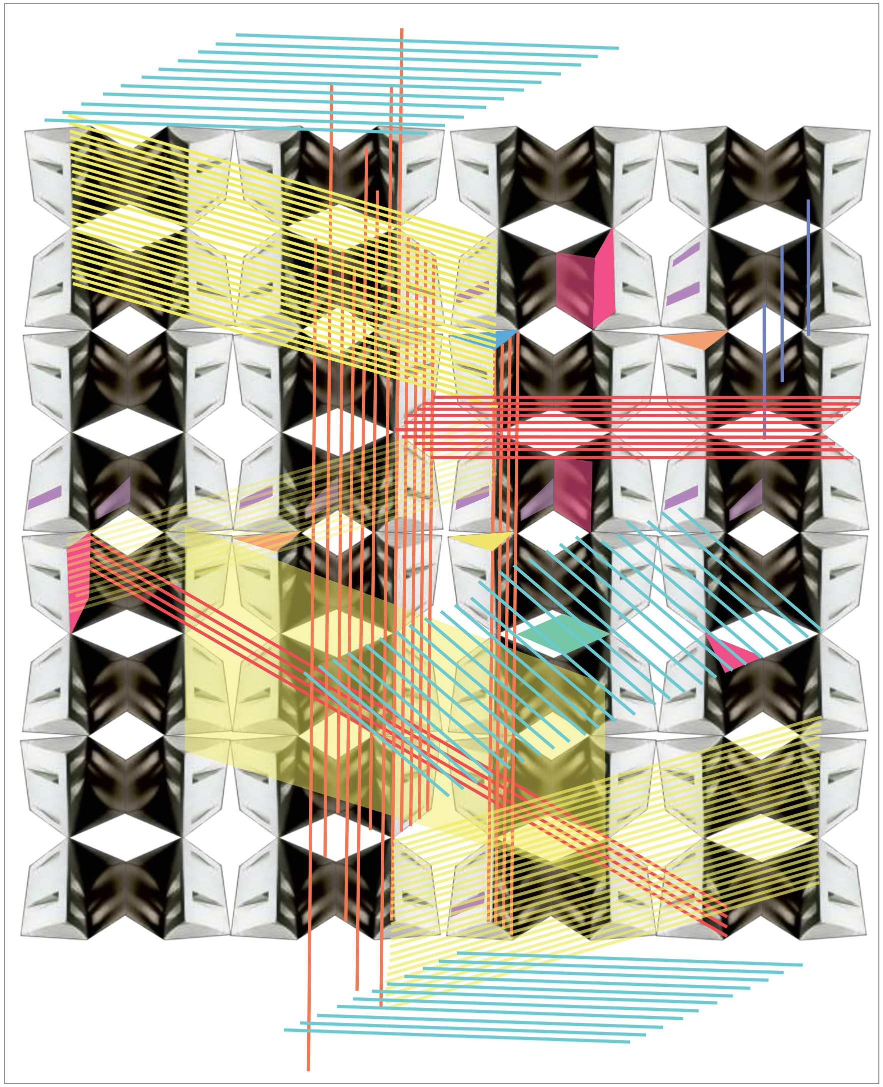


PROJECT 3 mock-ups, rough designs

CONTRAST / __verticality__ + HARMONY / __horizontality__ ____wet media__ / STUDY

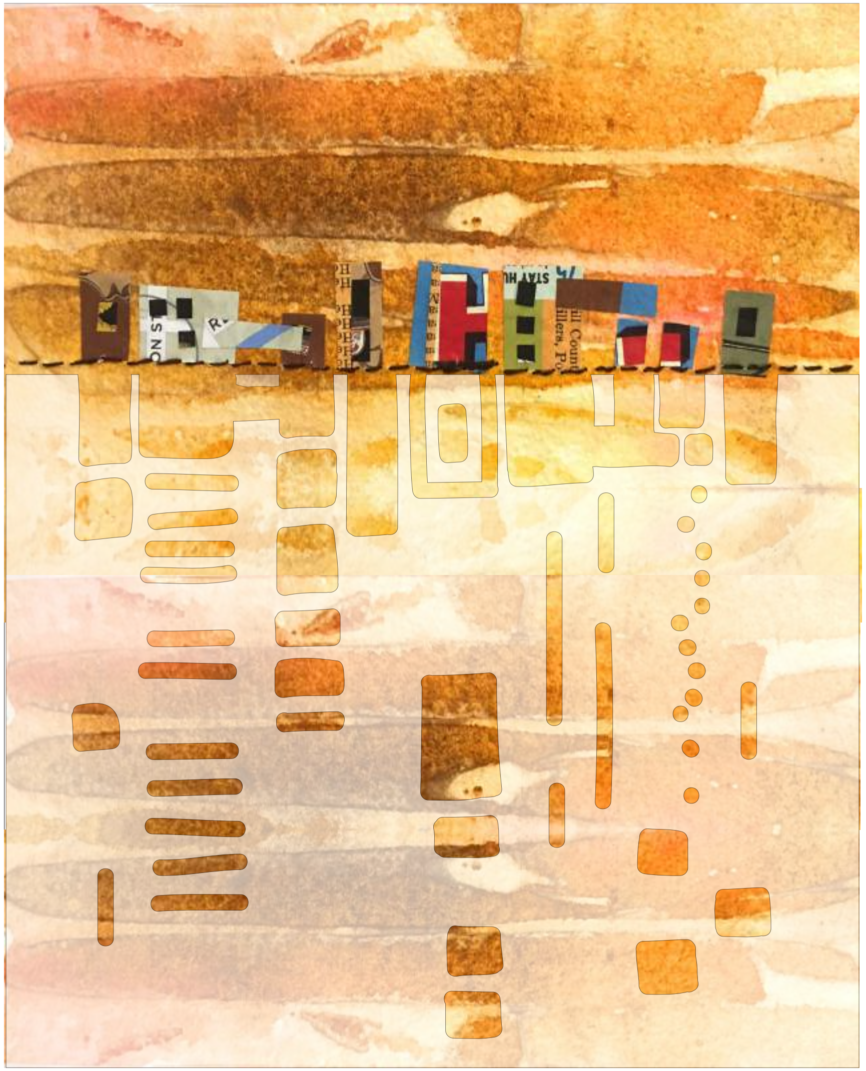


CONTRAST / __verticality__ + HARMONY / __horizontality__ ___Sculpture __ / STUDY

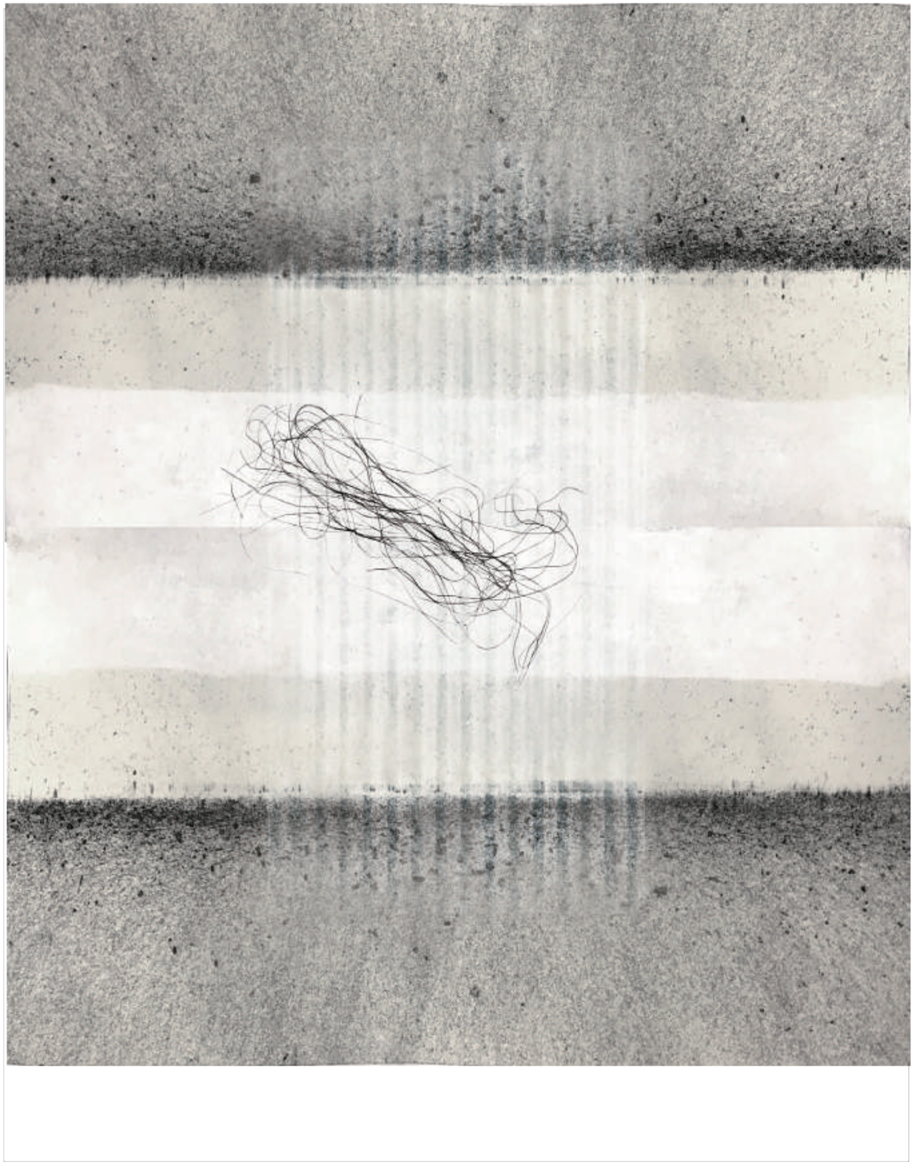


PROJECT 3 mock-ups, rough designs

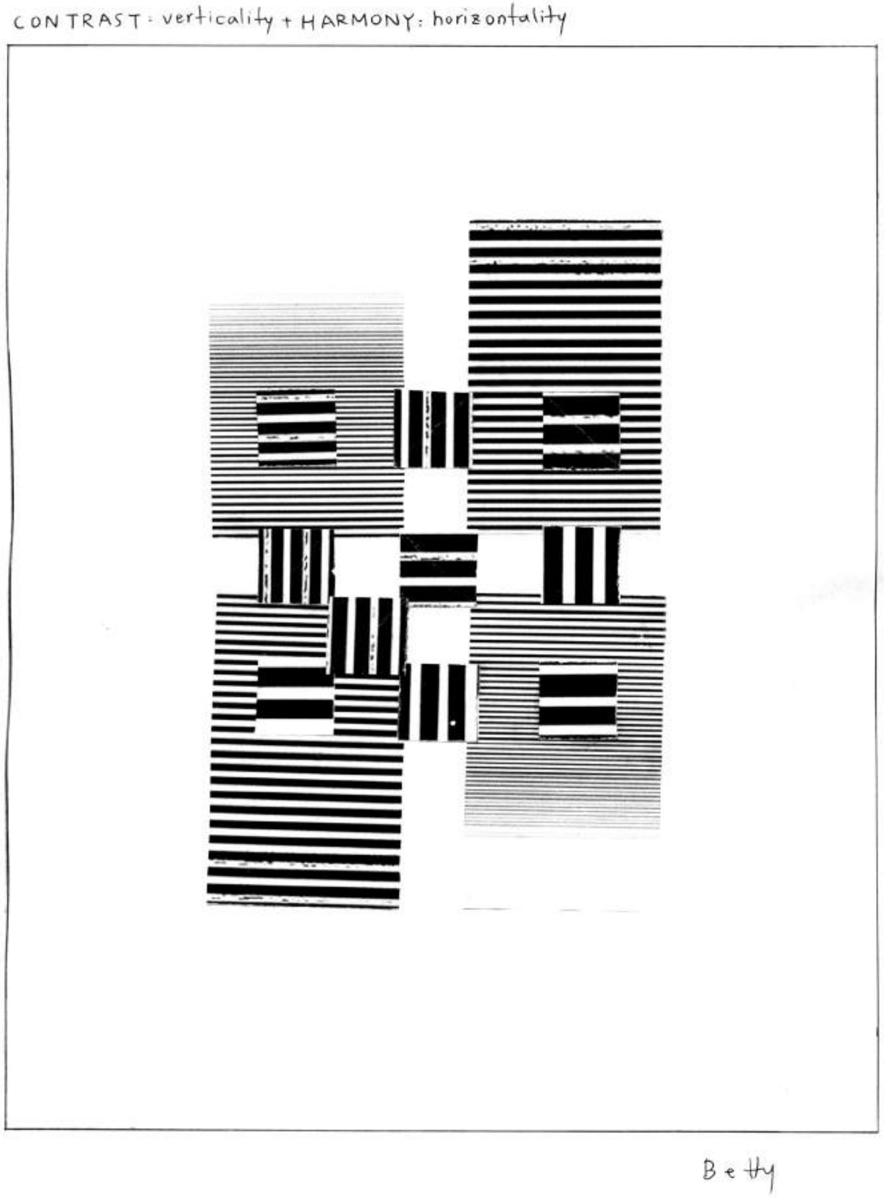
CONTRAST / __verticality__ + HARMONY / __horizontality__ __combination__ / STUDY

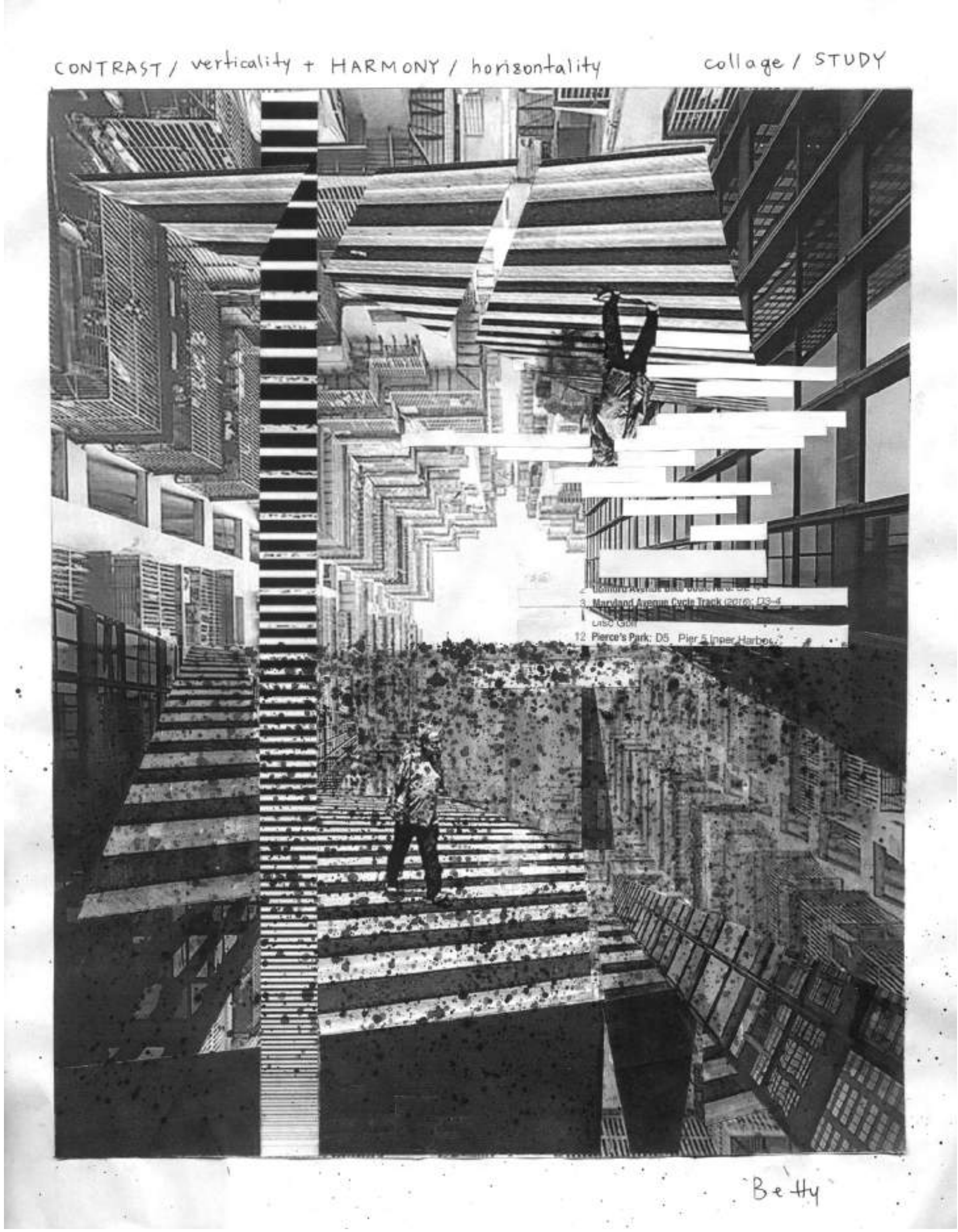


CONTRAST / __verticality__ + HARMONY / __horizontality__ ____textural____ / STUDY



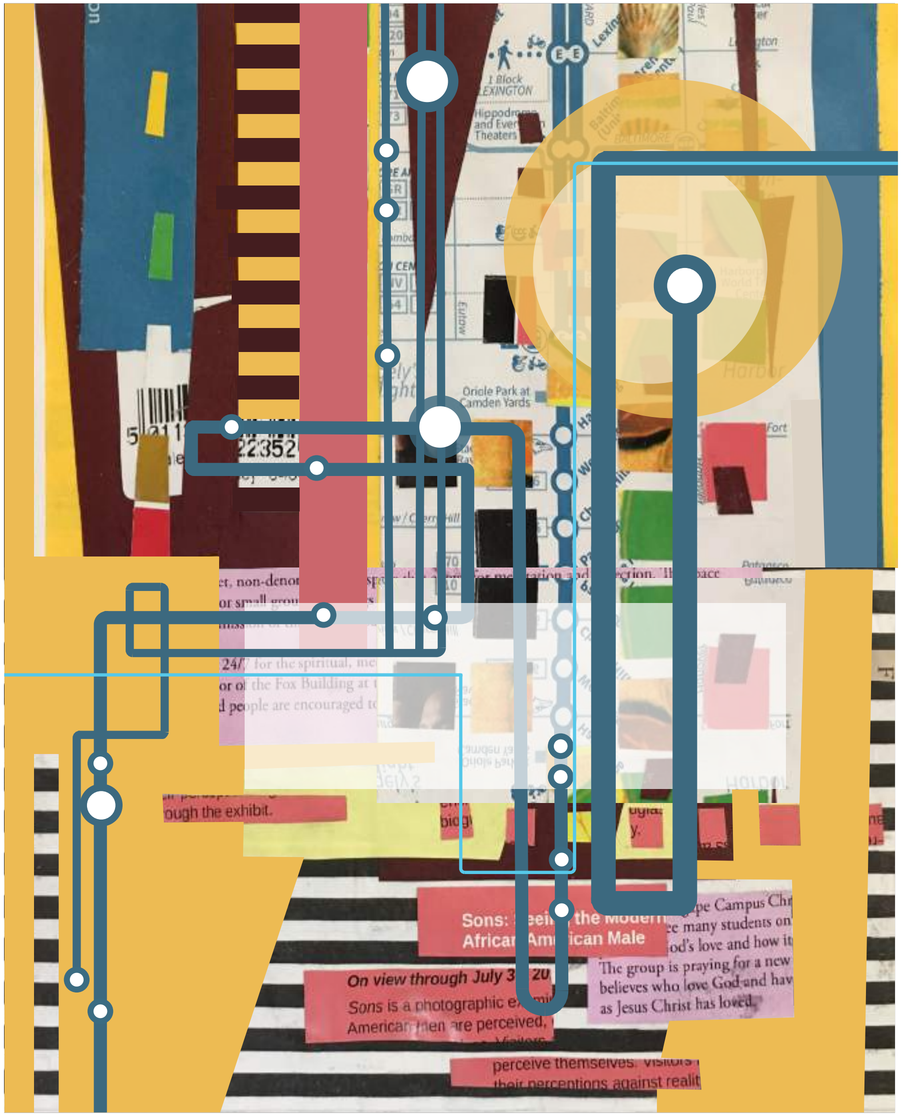
PROJECT 3 mock-ups, rough designs


CONTRAST: verticality + HARMONY: horizontality
Betty


CONTRAST / verticality + HARMONY / horisontality
collage / STUDY
3 Maryland Avenue Cycle Track (2016): D3-4
Disc Golf
12 Pierce's Park: D5 Pier 5 Inner Harbor
Betty

PROJECT 3 mock-ups, rough designs

CONTRAST / __verticality__ + HARMONY / __horizontality__ ____cut paper____ / STUDY



1 Block LEXINGTON
Hippodrome and Everyman Theaters
Oriole Park at Camden Yards
Harbor
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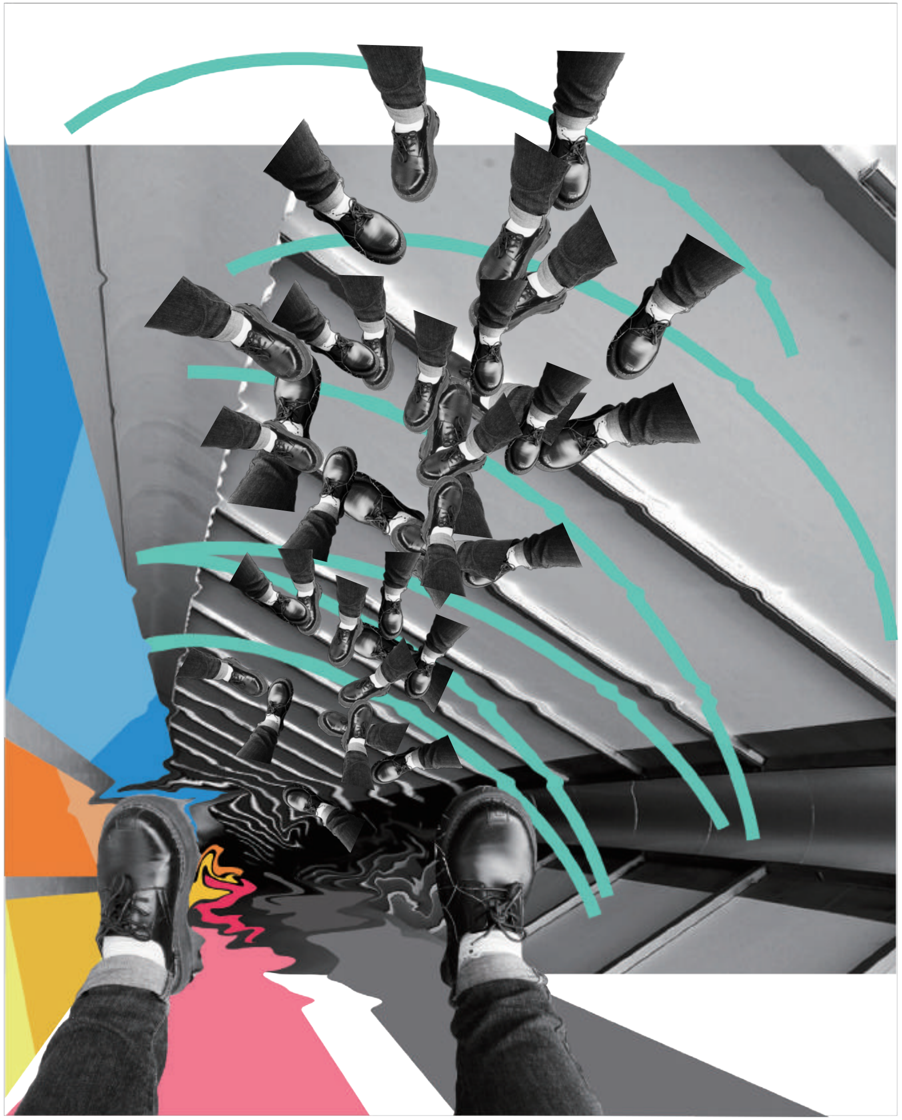
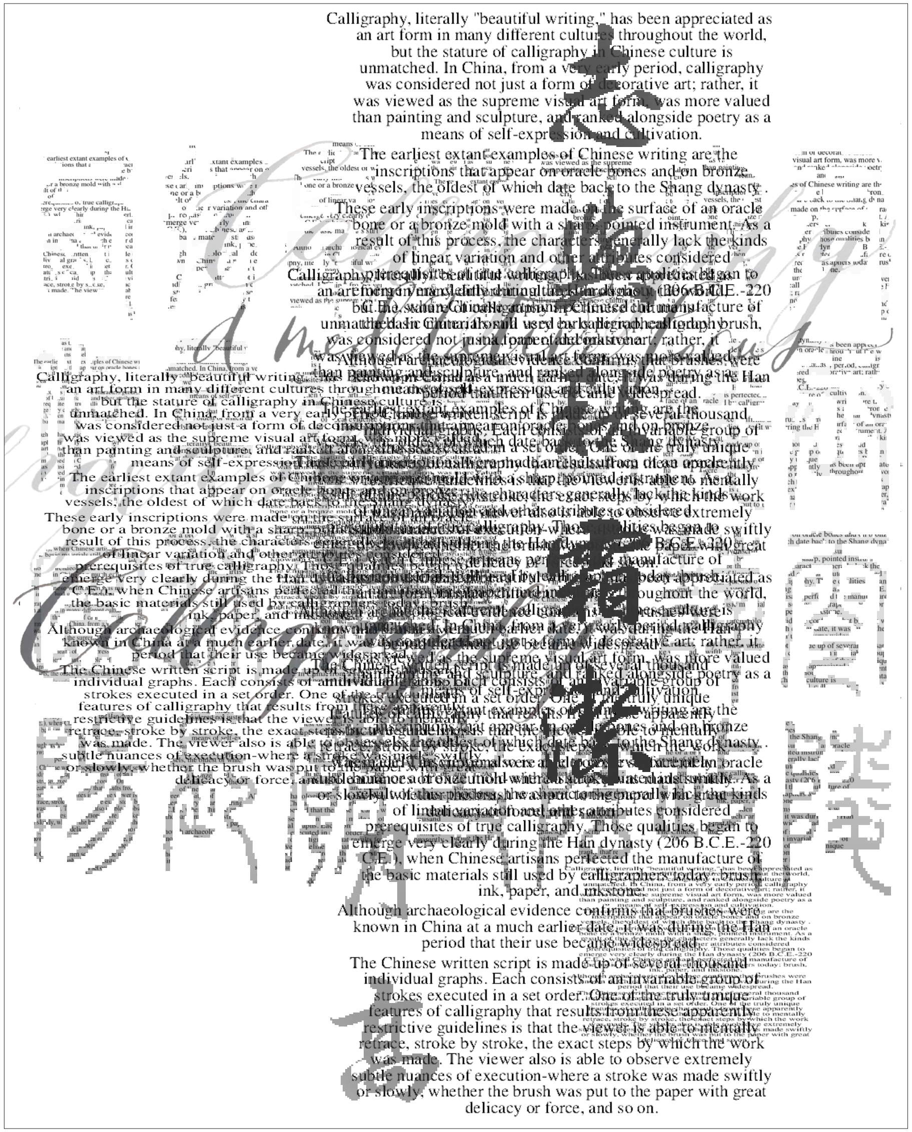
Sons: Seei the Modern African American Male
On view through July 3 20
Sons is a photographic e
American men are perceived,
perceive themselves. Visitors
their perceptions against realit
The group is praying for a new
believes who love God and hav
as Jesus Christ has loved

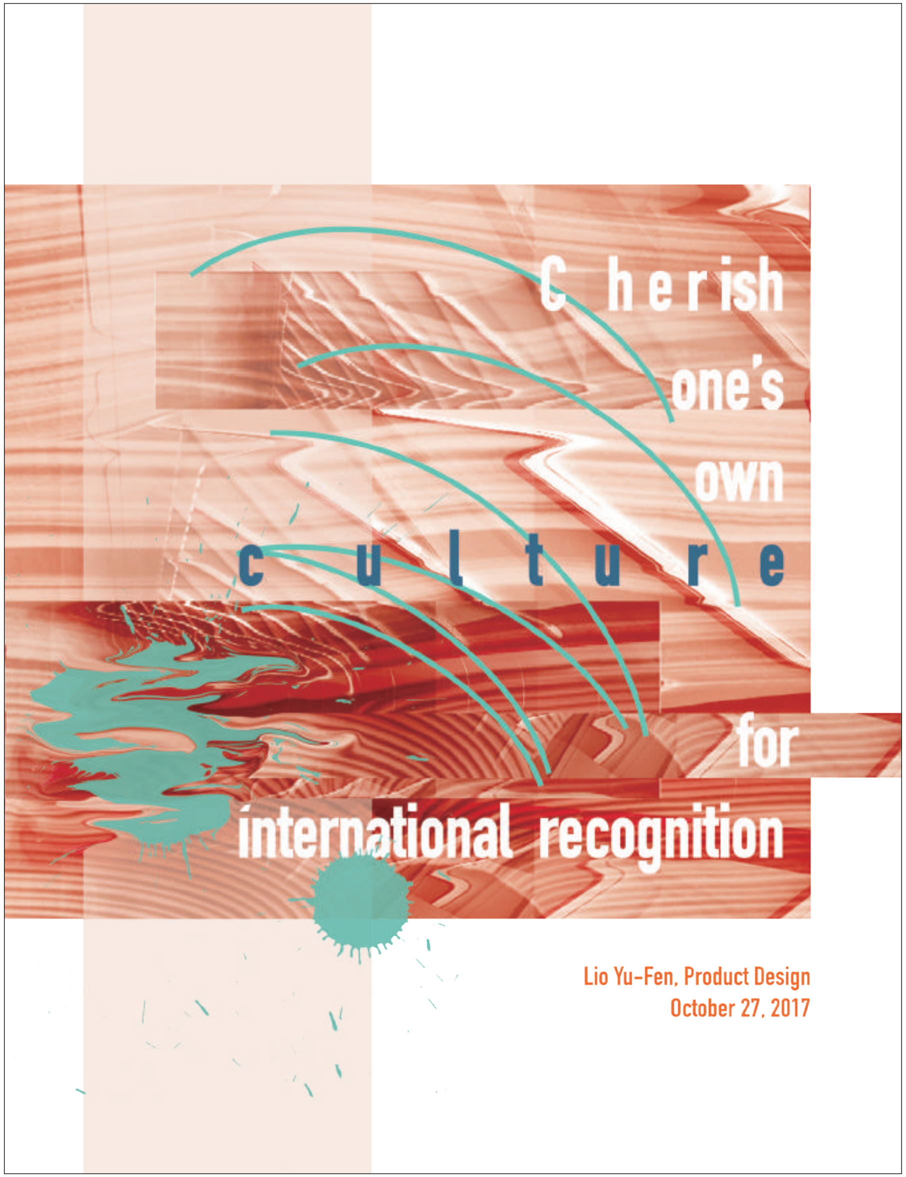
CONTRAST / __verticality__ + HARMONY / __horizontality__ photoshop/ illustrator / STUDY

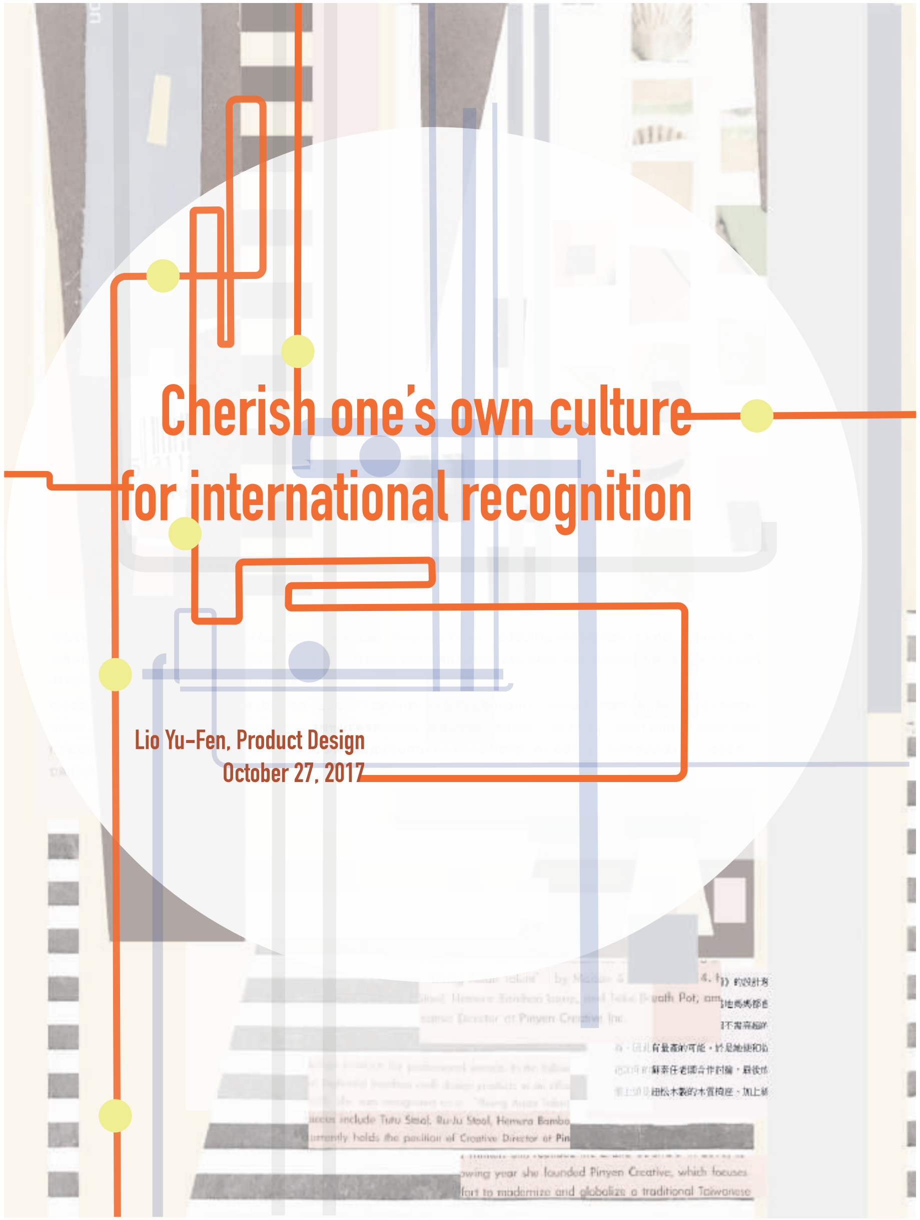


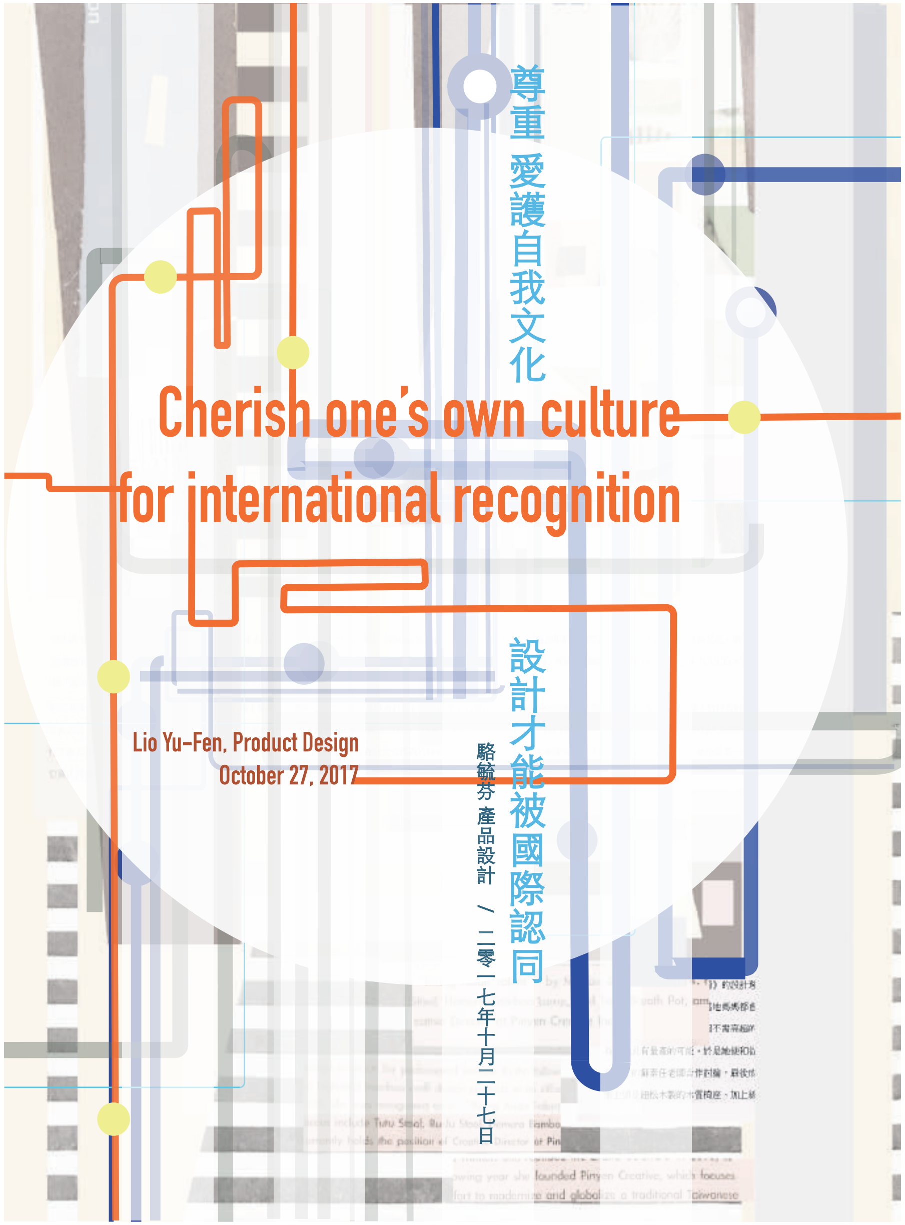
PROJECT 3 mock-ups, rough designs

CONTRAST / __verticality__ + HARMONY / __horizontality__ _______________ / STUDY

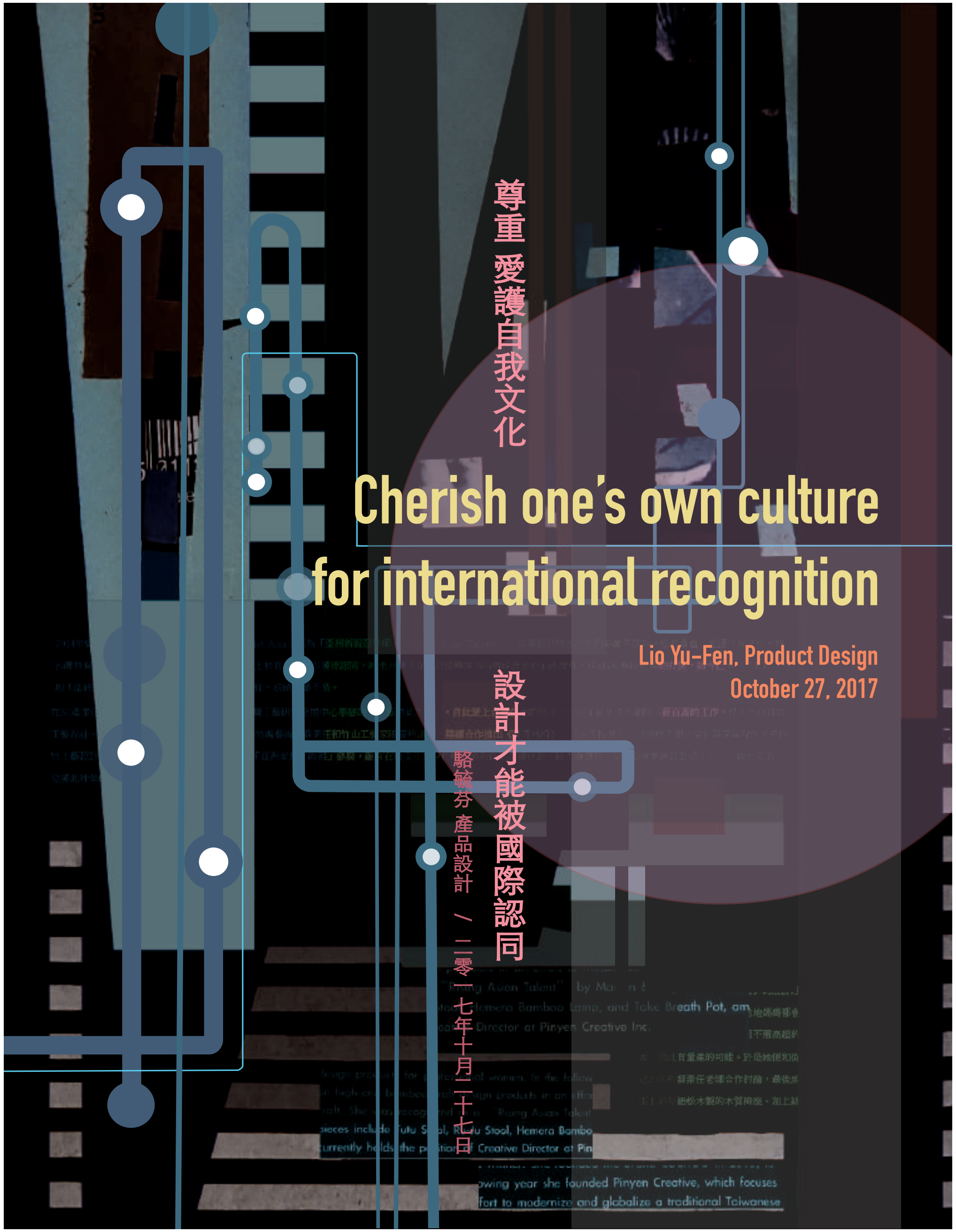

Calligraphy, literally "beautiful writing," has been appreciated as an art form in many different cultures throughout the world, but the stature of calligraphy in Chinese culture is unmatched. In China, from a very early period, calligraphy was considered not just a form of decorative art; rather, it was viewed as the supreme visual art form, was more valued than painting and sculpture, and ranked alongside poetry as a means of self-expression and cultivation.
The earliest extant examples of Chinese writing are the inscriptions that appear on oracle bones and on bronze vessels, the oldest of which date back to the Shang dynasty. These early inscriptions were made on the surface of an oracle bone or a bronze mold with a sharp, pointed instrument. As a result of this process, the characters generally lack the kinds of linear variation and other attributes considered prerequisites of true calligraphy. Those qualities began to emerge very clearly during the Han dynasty (206 B.C.E.-220 C.E.), when Chinese artisans perfected the manufacture of the basic materials still used by calligraphers today: brush, ink, paper, and inkstone.
Although archaeological evidence confirms that brushes were known in China at a much earlier date, it was during the Han period that their use became widespread.
The Chinese written script is made up of several thousand individual graphs. Each consists of an invariable group of strokes executed in a set order. One of the truly unique features of calligraphy that results from these apparently restrictive guidelines is that the viewer is able to mentally retrace, stroke by stroke, the exact steps by which the work was made. The viewer also is able to observe extremely subtle nuances of execution-where a stroke was made swiftly or slowly, whether the brush was put to the paper with great delicacy or force, and so on.


Cherish
one's
own
culture
for
international recognition
Lio Yu-Fen, Product Design
October 27, 2017


Cherish one's own culture
for international recognition
Lio Yu-Fen, Product Design
October 27, 2017


尊重 愛護自我文化
Cherish one's own culture
for international recognition
設計才能被國際認同
Lio Yu-Fen, Product Design
October 27, 2017
駱毓芬 產品設計 / 二零一七年十月二十七日

PROJECT 3 final solution


尊重愛護自我文化
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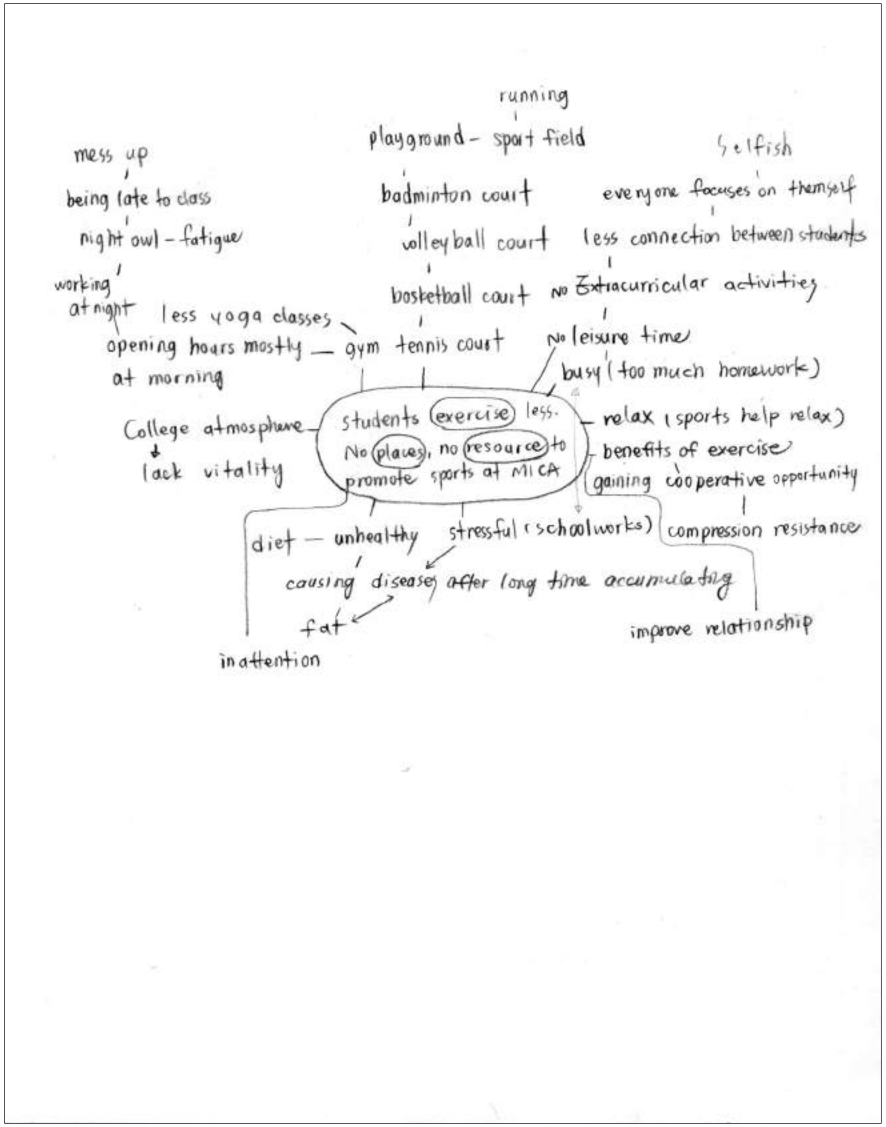
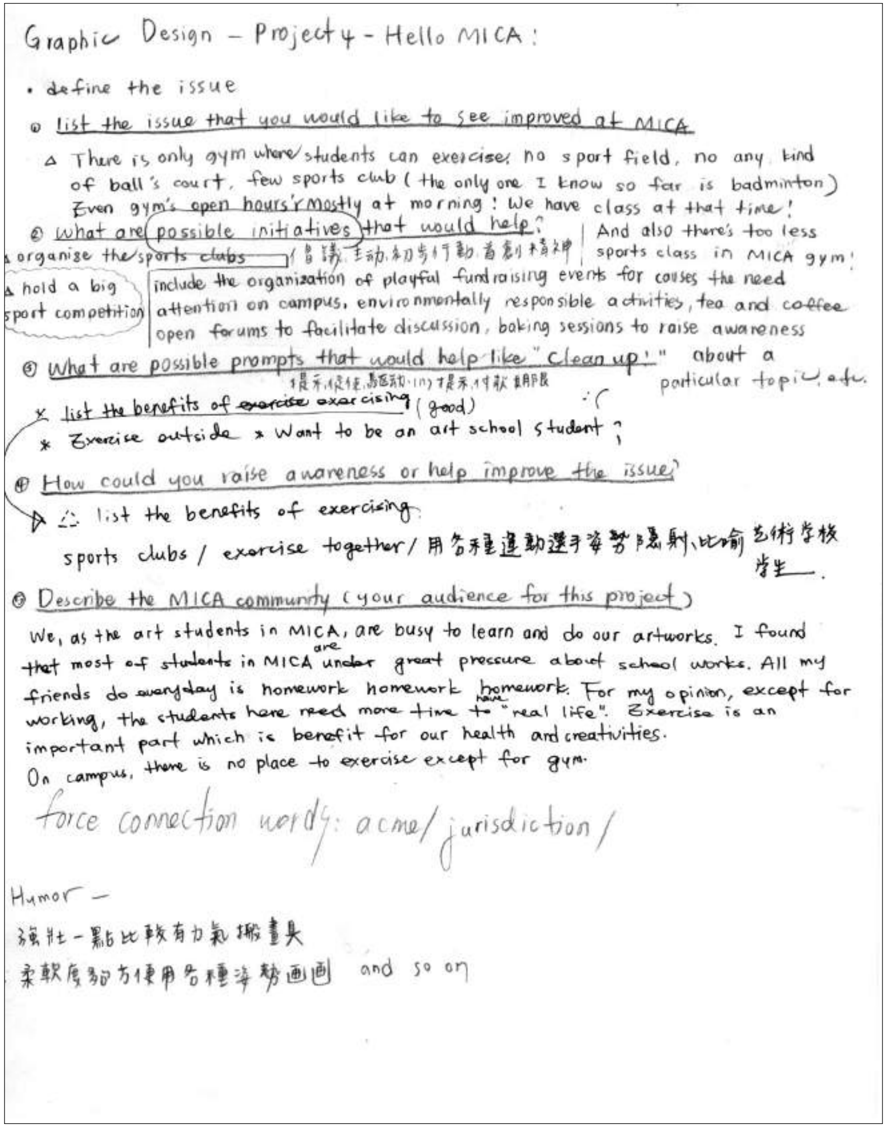
Lio Yu-Fen, Product Design
October 27, 2017
設計才能被國際認同
駱毓芬 產品設計 ／ 二零一七年十月二十七日

PROJECT 3 written reflection

From the project1 and the project2, I learned that how important the process is. I took great efforts to do as many as studies I could this time, and tried different materials and methods to pursue a better final design. The instruction step by step is helpful like always. I had no idea how to begin at first, then getting more and more familiar with using the elements created by the initial studies to build a complete poster. Although I'm not satisfied with my final work, I do learn a lot from this project, for instance, typography and file setting in Illustrator before printing. In terms of typography, I wasn't confident about what I did with the text in my poster at the beginning because I haven't taken any typography class yet. After critique, I gained a lot of knowledge about it like the text scale in the whole composition and how it works well with the visual elements. As for the file setting, I had some error with printing and then I figured out the reason. I think that's a good experience for me to aviod this kind of problem in the future. To sum up, I realized that I have to try far harder to reach my own expectation. Not only the technical aspect but also the concept aspect of the design are what I need to strictly push myself to improve.


running
playground - sport field
badminton court
volleyball court
basketball court
tennis court
mess up
being late to class
night owl - fatigue
working at night
less yoga classes
opening hours mostly at morning - gym
Selfish
everyone focuses on themself
less connection between students
no Extracurricular activities
No leisure time
busy (too much homework)
students exercise less.
No places, no resource to promote sports at MICA
College atmosphere
lack vitality
relax (sports help relax)
benefits of exercise
gaining cooperative opportunity
compression resistance
improve relationship
diet - unhealthy
stressful (schoolworks)
causing diseases after long time accumulating
fat
inattention



Graphic Design - Project 4 - Hello MICA!

- define the issue

① list the issue that you would like to see improved at MICA

△ There is only gym where students can exercise, no sport field, no any kind of ball's court, few sports club (the only one I know so far is badminton) Even gym's open hours' r Mostly at morning! We have class at that time!

② what are possible initiatives that would help? 倡議，主動，初步行動，首創精神

And also there's too less sports class in MICA gym!

△ organise the sports clubs

△ hold a big sport competition

include the organization of playful fundraising events for causes the need attention on campus, environmentally responsible activities, tea and coffee open forums to facilitate discussion, baking sessions to raise awareness

③ What are possible prompts that would help like "Clean up!" about a particular topic, etc.
提示，促使，激勵，(n) 提示，付款期限

* list the benefits of ~~exercise~~ exercising (good) :(

* Exercise outside * Want to be an art school student ?

④ How could you raise awareness or help improve the issue?

△ ☆ list the benefits of exercising.

sports clubs / exercise together / 用各種運動選手姿勢隱射、比喻藝術學校學生.

⑤ Describe the MICA community (your audience for this project)

We, as the art students in MICA, are busy to learn and do our artworks. I found that most of students in MICA are under great pressure about school works. All my friends do everyday is homework homework homework. For my opinion, except for working, the students here ~~need~~ have more time to "real life". Exercise is an important part which is benefit for our health and creativities.

On campus, there is no place to exercise except for gym.

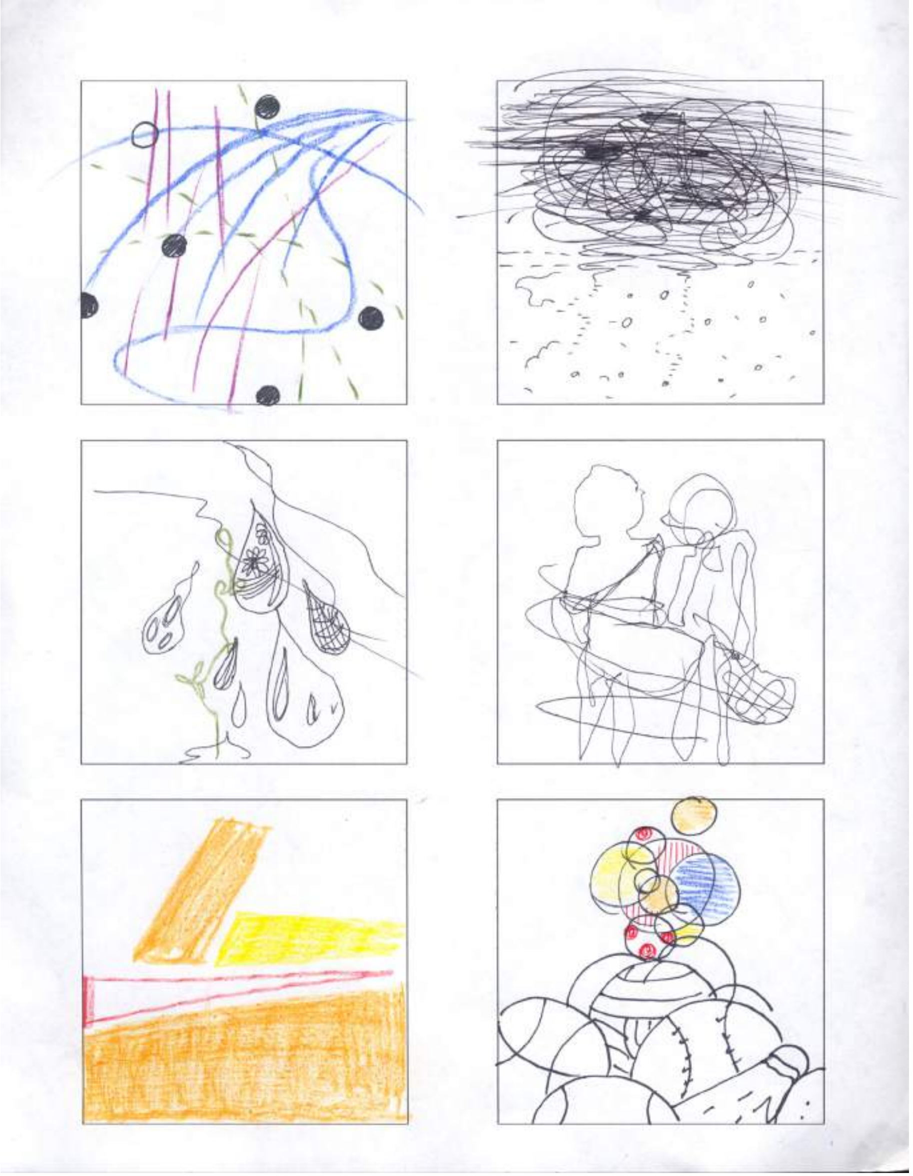
force connection words: acme / jurisdiction /

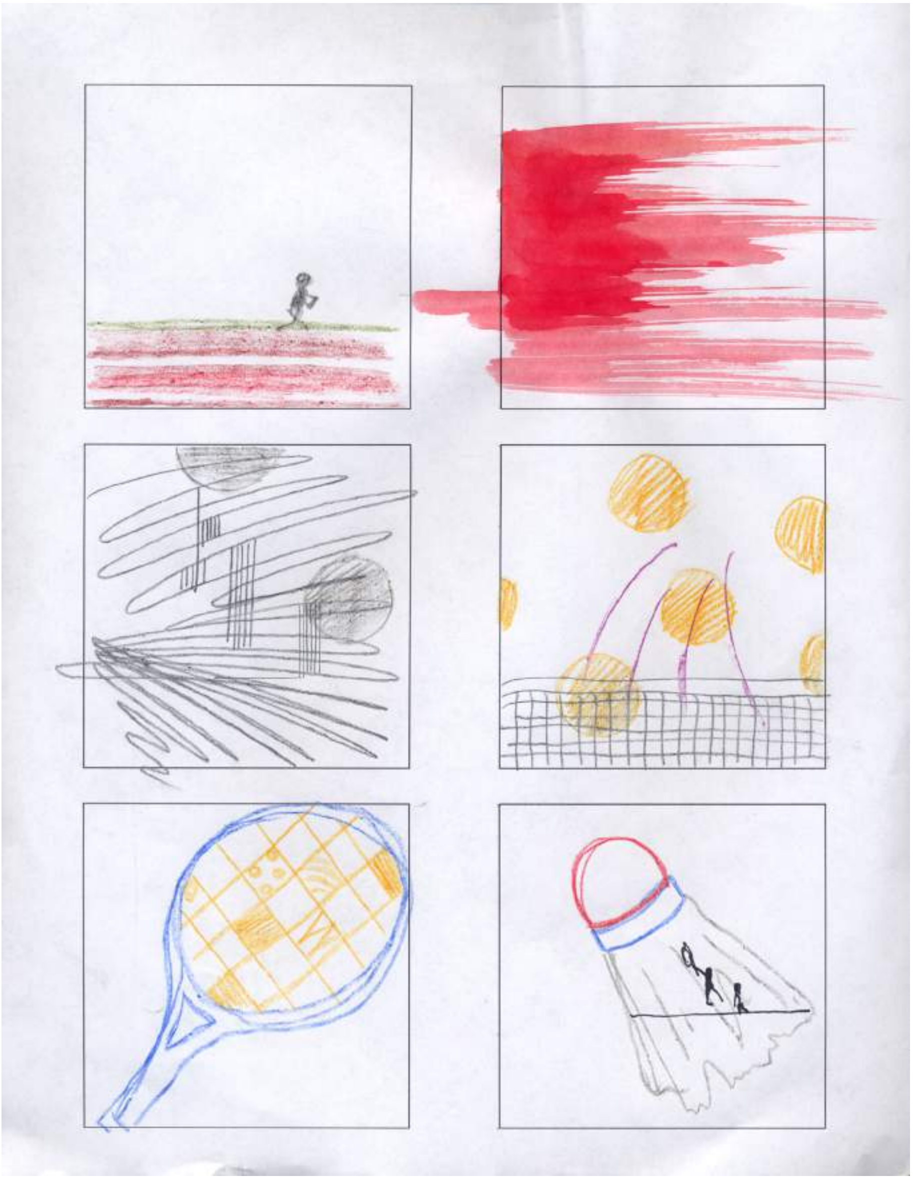
Humor -

強壯一點比較有力氣搬畫具

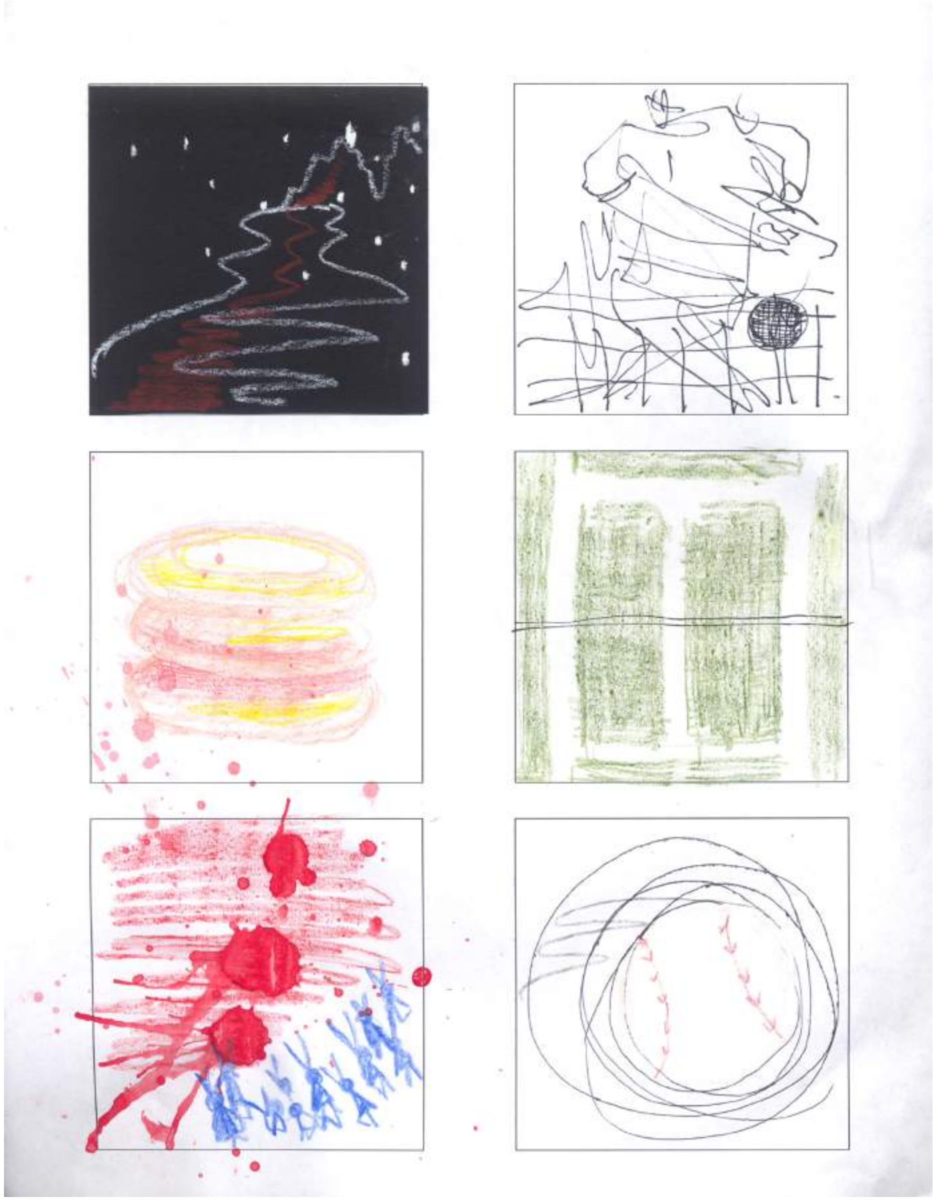
柔軟度夠方便用各種姿勢画画 and so on

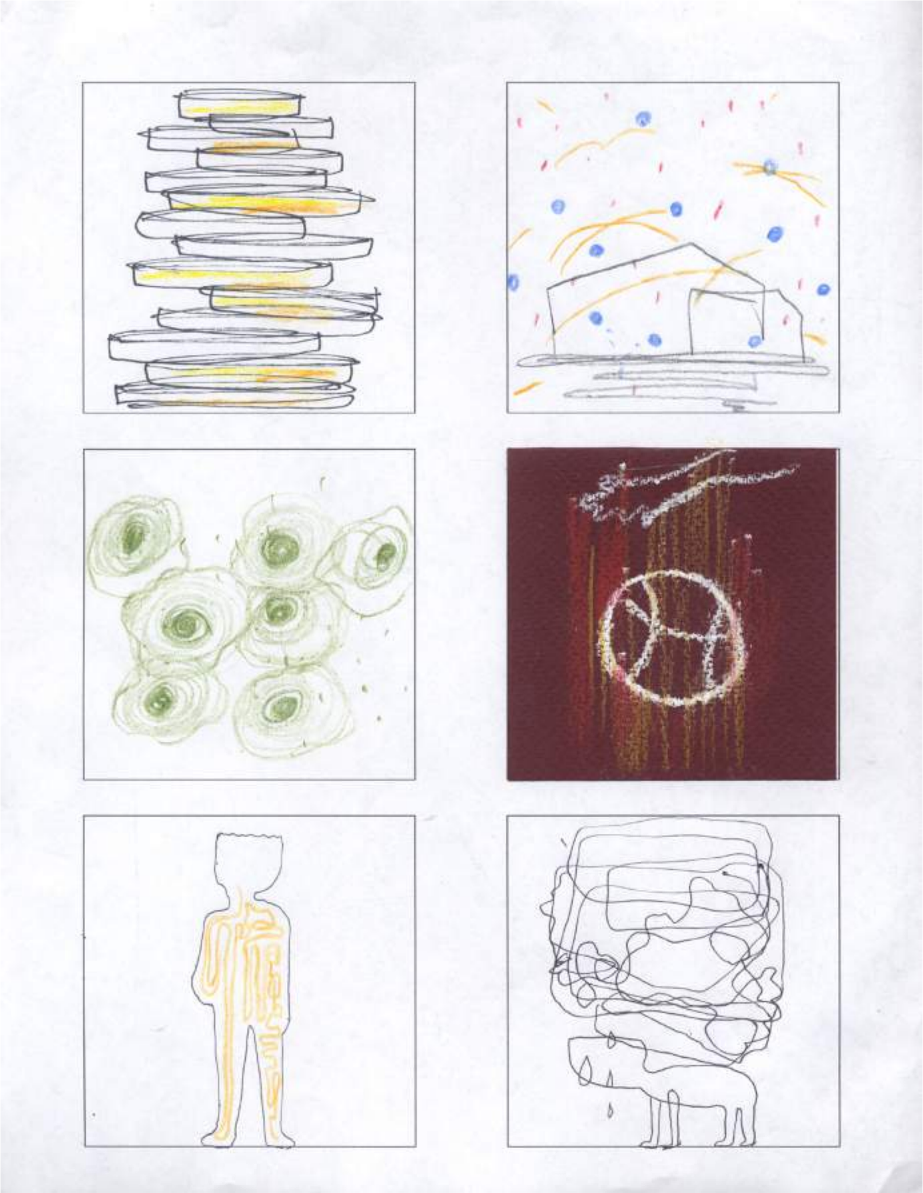
PROJECT 4 research and ideation



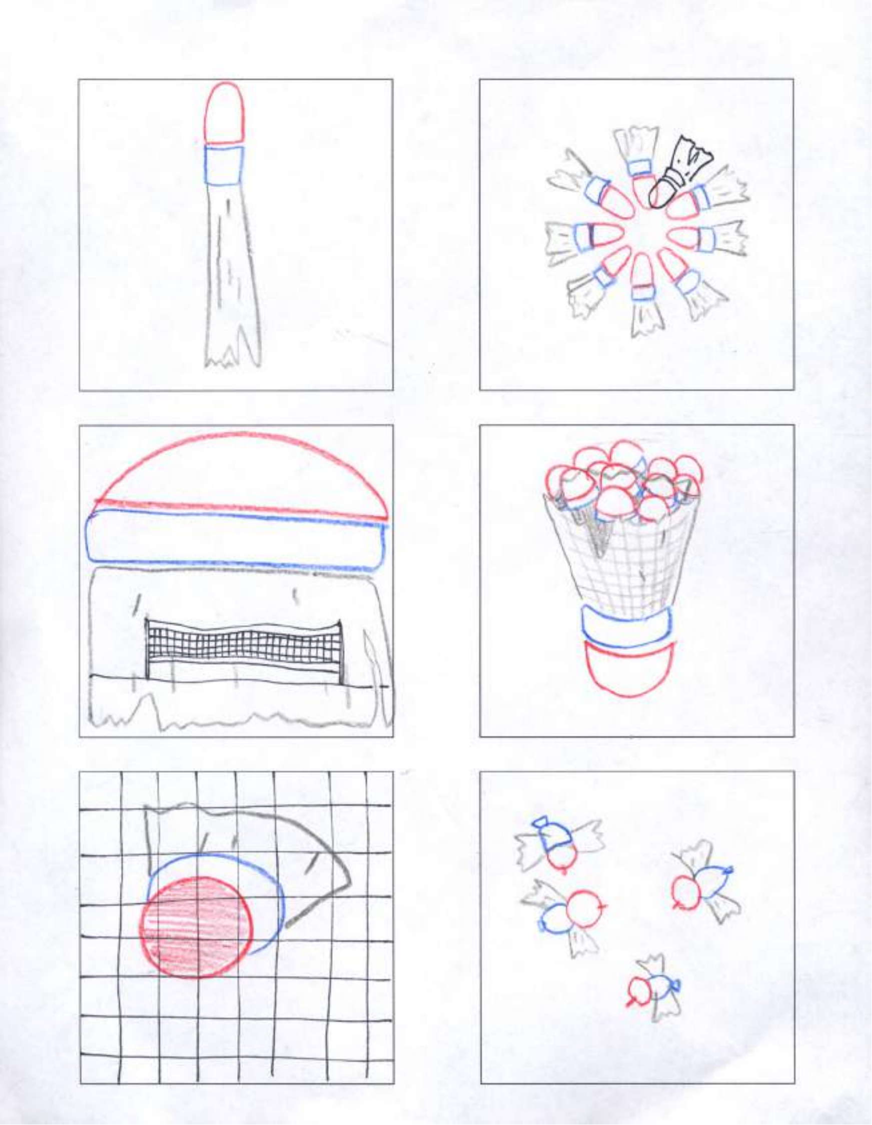


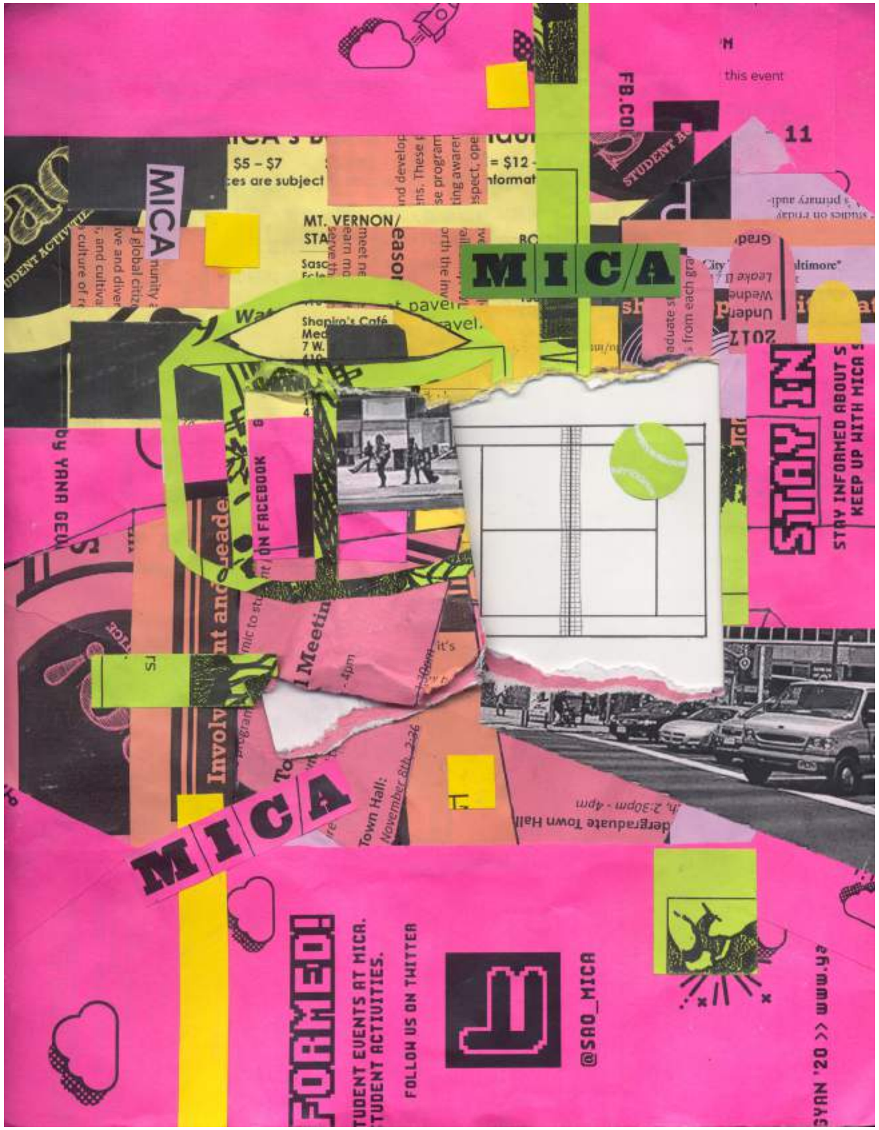
PROJECT 4 research and ideation

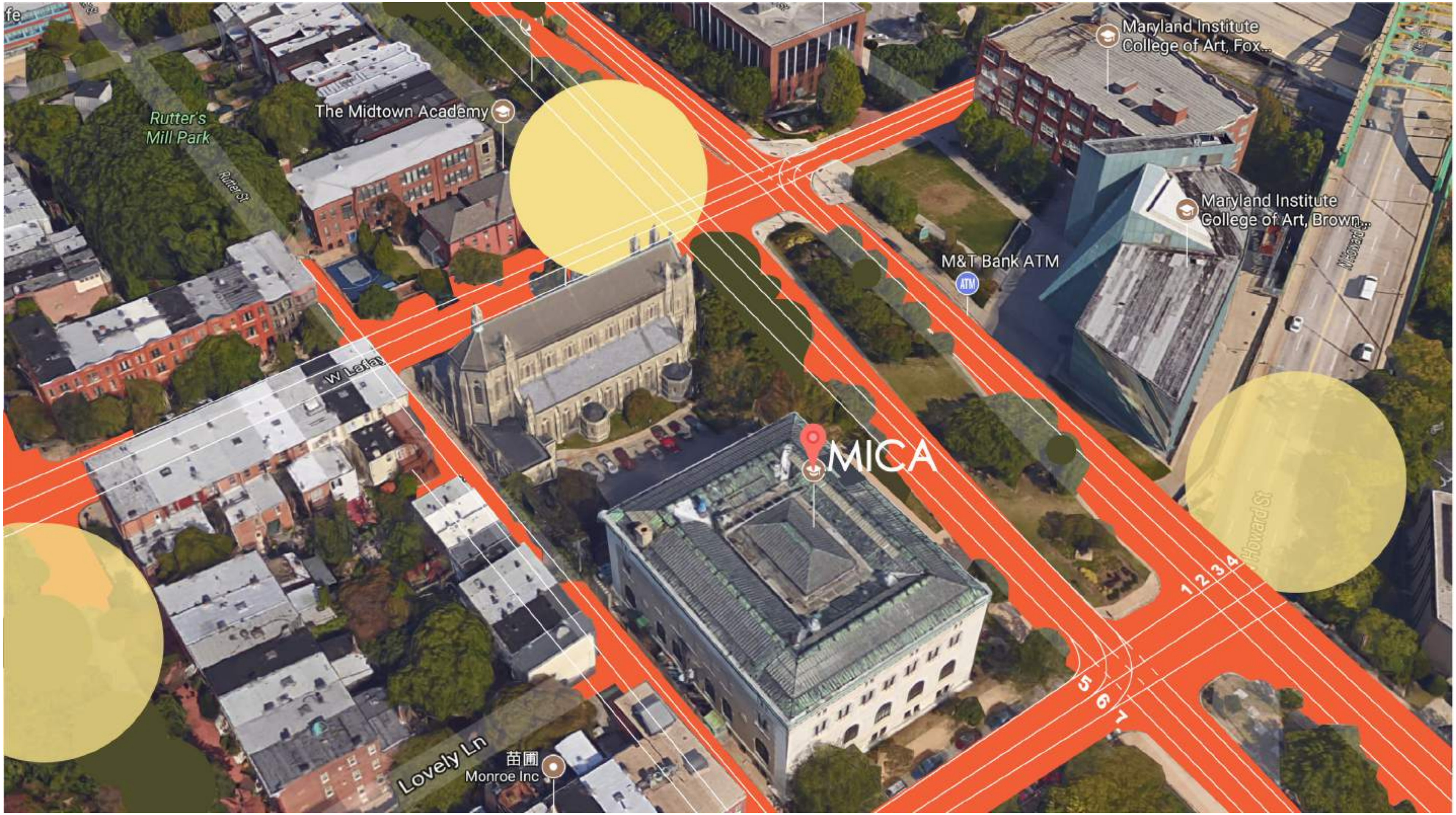




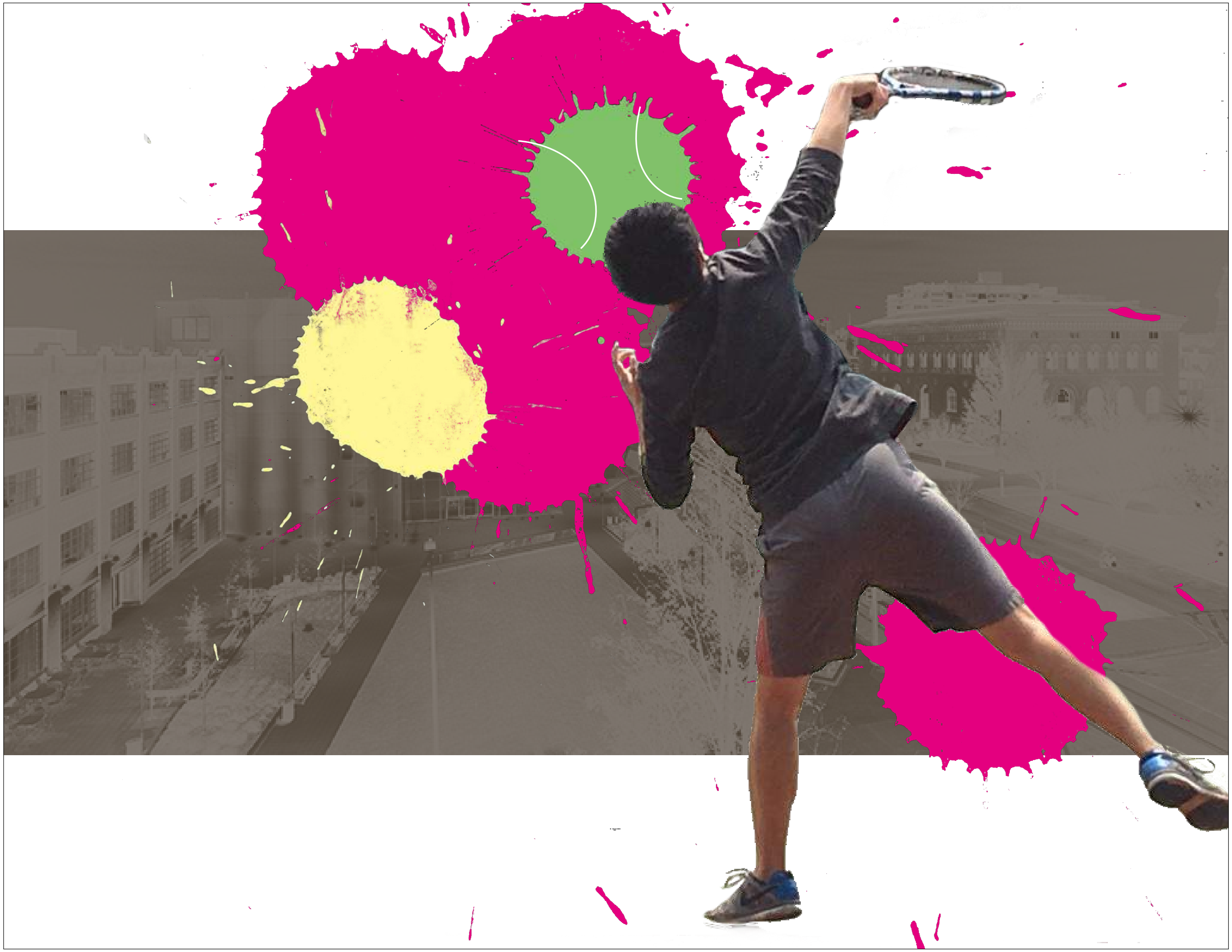
PROJECT 4 research and ideation



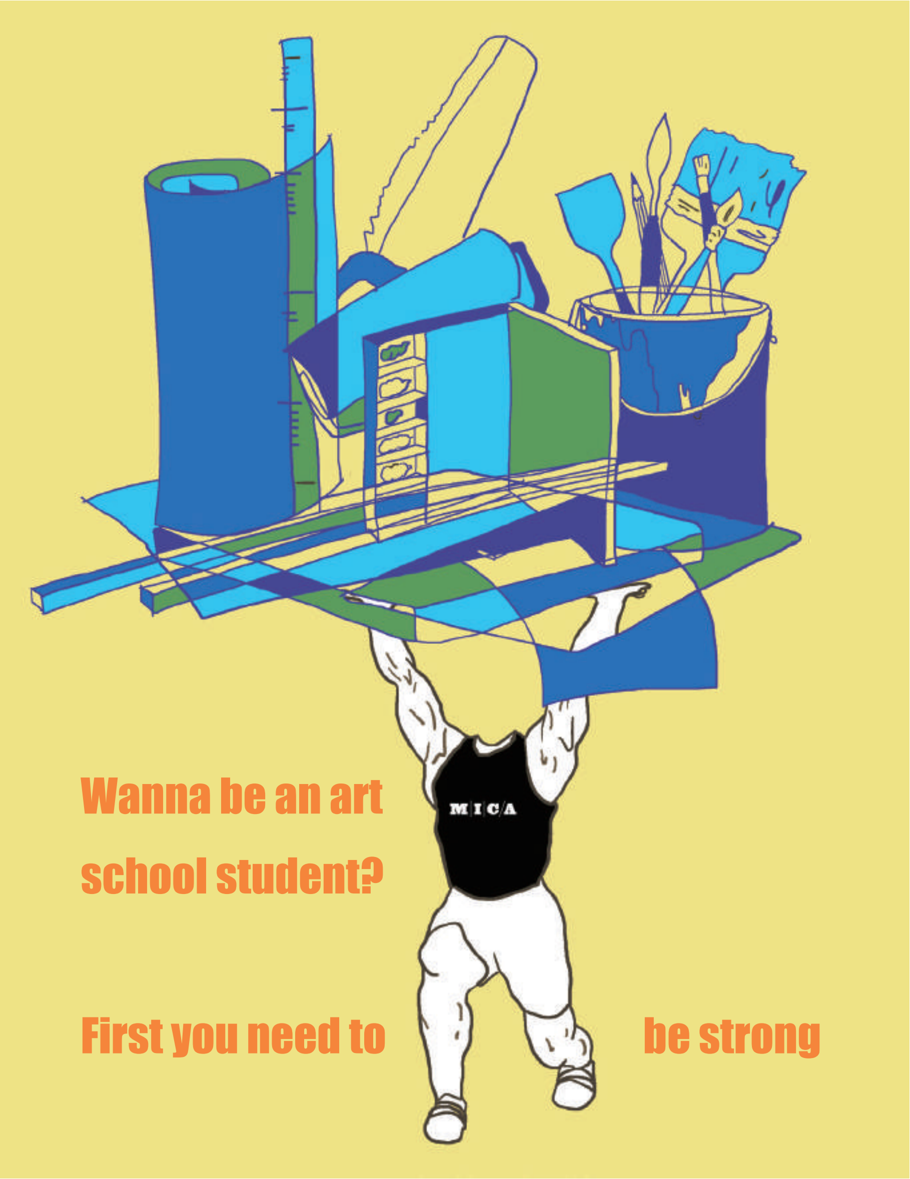

MICA
MICA
MICA
MICA
$5 – $7
MT. VERNON/
STAY IN
STAY INFORMED ABOUT S
KEEP UP WITH MICA S
FORMED!
FOLLOW US ON TWITTER
@SAO_MICA
ON FACEBOOK
Town Hall:
Undergraduate Town Hall

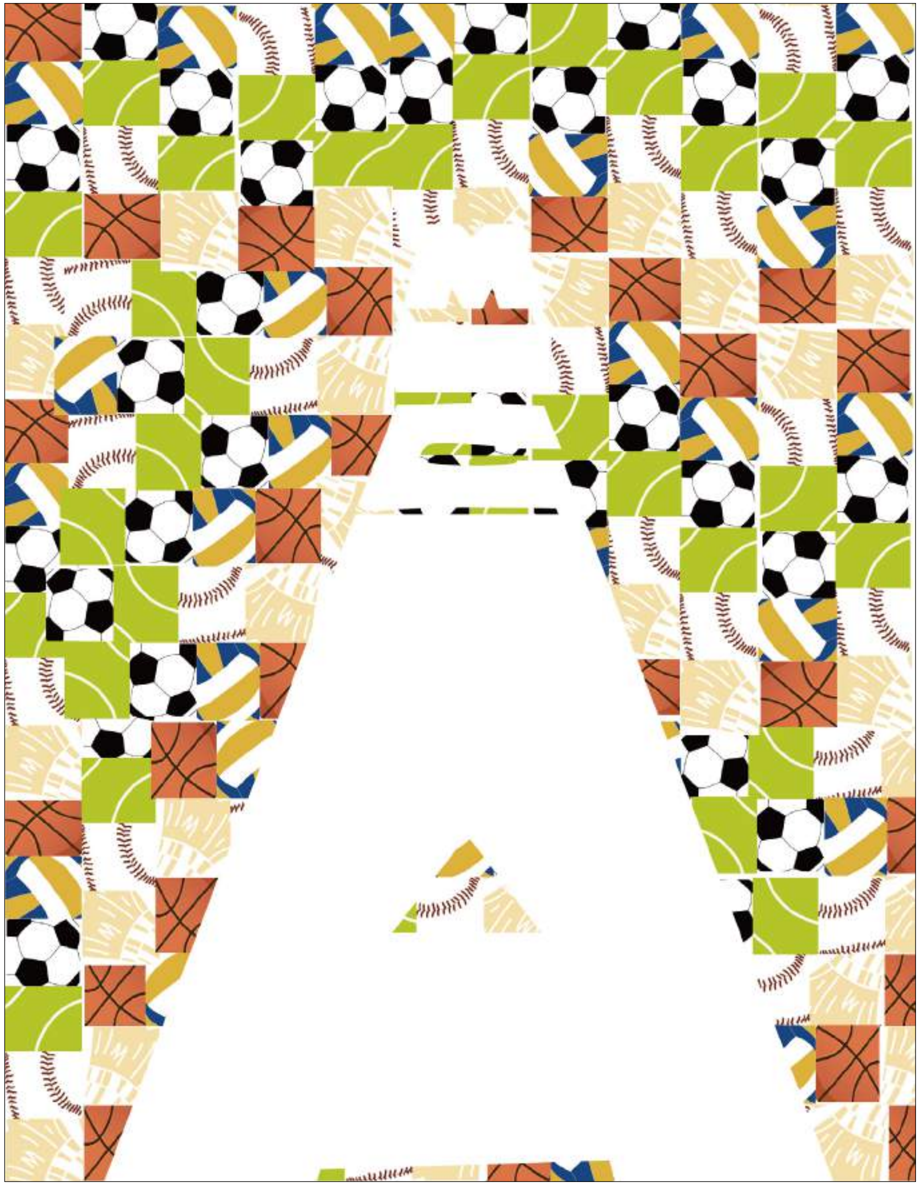

Rutter's Mill Park
Rutter St
The Midtown Academy
Maryland Institute College of Art, Fox...
Maryland Institute College of Art, Brown...
M&T Bank ATM
ATM
W Lafay
MICA
Howard St
1 2 3 4
5 6 7
Lovely Ln
苗圃
Monroe Inc

PROJECT 4 mock-ups, rough designs

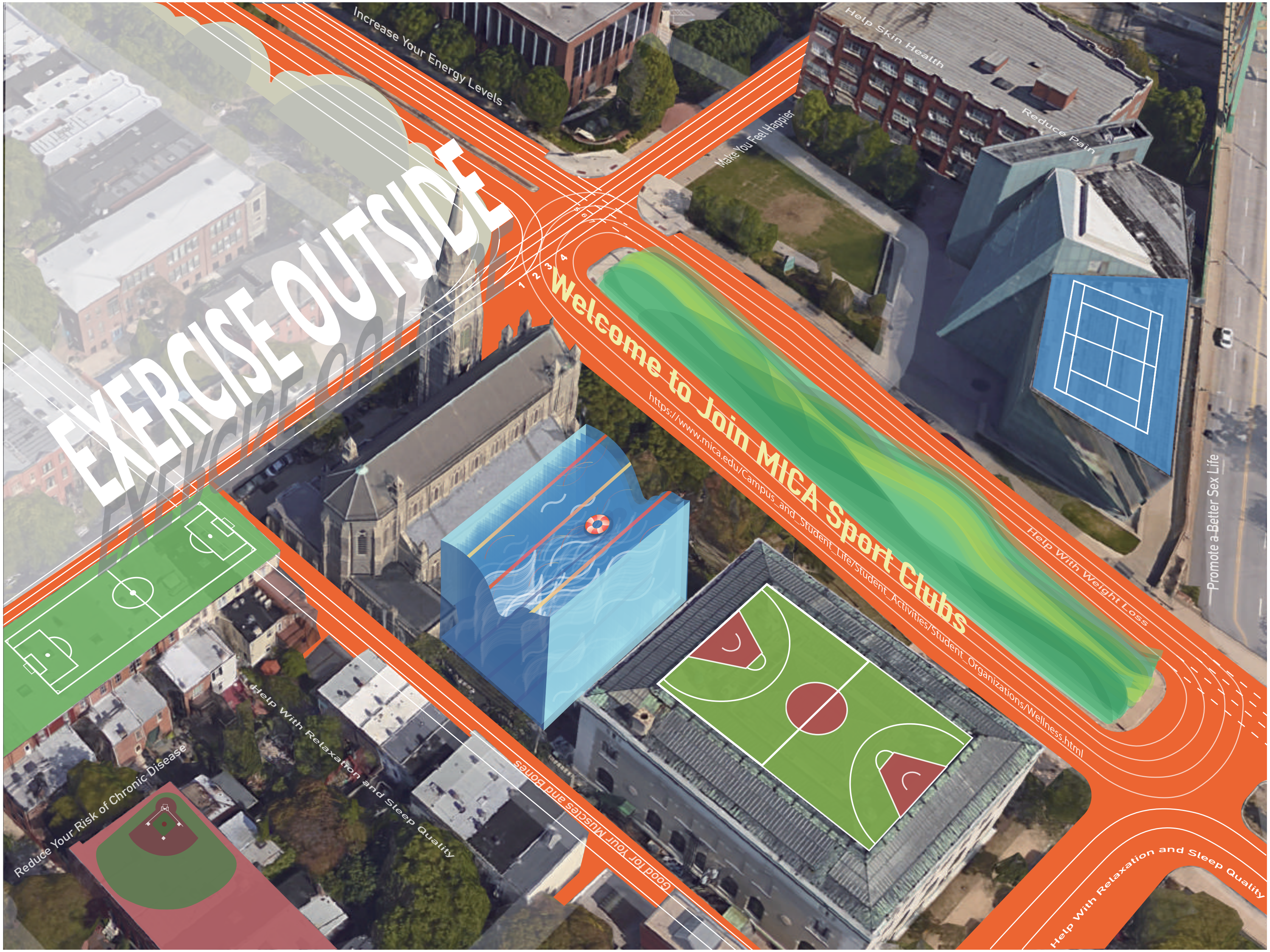


PROJECT 4 mock-ups, rough designs


Wanna be an art
school student?
First you need to
be strong
MICA



PROJECT 4 final solution


Increase Your Energy Levels
Help Skin Health
Reduce Pain
Make You Feel Happier
EXERCISE OUTSIDE
Welcome to Join MICA Sport Clubs
https://www.mica.edu/Campus_and_Student_Life/Student_Activities/Student_Organizations/Wellness.html
Help With Weight Loss
Promote a Better Sex Life
Help With Relaxation and Sleep Quality
Good for Your Muscles and Bones
Reduce Your Risk of Chronic Disease
Help With Relaxation and Sleep Quality
1
2
3
4

PROJECT 4 written reflection

Project four is the most challenging project for me in this semester. I thought it's because that I made the assignment too complicated. While making the Hello MICA poster, the first problem I met is that I didn't have enough AI skills to visualize my thought. Then I didn't solve the problems appropriately. In general, my attitude was not correct, and it led me to do this project under great pressure. I usually ask myself to be perfect, but sometimes it is an obstruction. After this experience, I realized that although I haven't been good enough to reach the ideal one, I have to try my best to find an alternative method. Also, time management is an important part, especially when you encounter the difficulties with the project. Another problem I met is typography. At the final solution, I took a lot of effort on typography but there is still a lot of room for improvement. To sum up, I'm totally not satisfied my final work. This semester is the beginning to enter the design area. I've learned a lot during past four months especially design process. Whether good or not, I'll keep these experiences in mind and try to be better in the future.