

PORTFOLIO REVIEW

SHELBY CUARON
SPRING 2018

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STATE MENT OF INTENT

Design has always been a passion of mine, even since grade school. I have learned much about design elements in this minor, in both the design classes and the foundations. From Color Theory in 2D Design to Tracking and Expression in Typography, I have gained so much from this program. However, I do not want to stop here. I am prepared to complete this minor in hopes of using this knowledge to flourish in my career. I plan to combine my Design knowledge with my major in Information Technology to create websites that not only work efficiently in a user-friendly way, but that are visually pleasing and well laid out. This program as well as the talented professors in it will aid me in this journey to creating as a career.

To create is to bring dreams and ideas to life. I have a deep, overactive imagination that needs some sort of outlet to express itself. In Graphic Design/Web Design, I have a focal point that I can use to concentrate my energies. As far as energy, mine is focused on passion. I have a passion for the layout of pages, formatting of text, and choice of color. There is no other way to describe the way that design makes me feel other than at peace.

Work ethic will drive me on my journey through being a designer. I have always prided myself on having the toughest work ethic I know. Sometimes I may be my toughest critic, but it drives me to succeed in anything that I plan to do. My mind and body thrive on sleepless nights and a drive to get my work completed to its highest degree. The future has many unknown things in store, but I know for sure that one thing for me will be design. I am interested in exploring User-Interface Design for applications and Web Sites because the digital age is upon us. My skills earned from this program will aid in creating things that people look at, whether it be on a billboard, on the computer screen, or on their smart phone. Whatever I design, a dash of my passion for design will always be sprinkled on top.

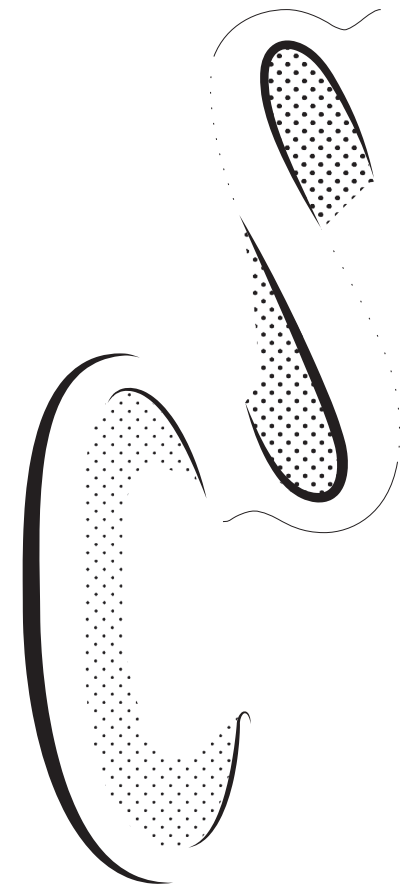
TYPO GRAPHY

FALL 2017
EDWARD RUSHTON

INITIALISM

Typography - Rushton - Fall 2017

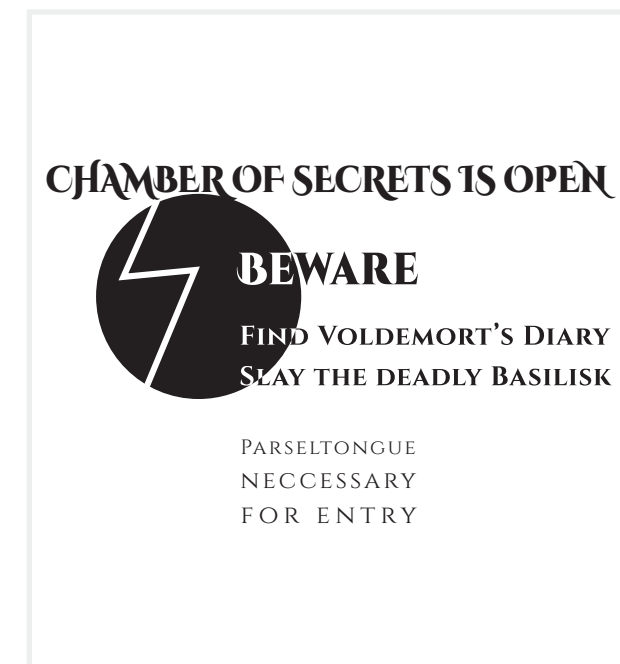
An exercise that demonstrates how letter forms interact with each other. Using the first and last initials of the designer's name, create a cohesive design that incorporates the strongest components of each letter form.



GRID STUDY

Typography - Rushton - Fall 2017

An exercise using a 3x3 grid to demonstrate how a grid can create structure and organization in a design. Create an informational poster about a fictional event that uses certain lines and one circle to advertise this event. Once many designs are created, rotate them to “break” the grid.



TRACKING & EXPRESSION

Typography - Rushton - Fall 2017

Utilize 6 rectangular compositions to demonstrate how tracking and leading can affect the expression of a typographical design. Using the designer's name and title, create an informational card displaying this.

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1257 Estates Way
this card is typographic exercise in tracking

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TWO PAGE LAYOUT

Typography - Rushton - Fall 2017

Use the images and text provided to create a two-page layout that is clean, readable, and legible. Using grids and text formatting, create a simple, yet visually interesting magazine layout.

Jenny Holzer

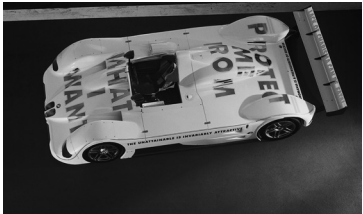
Untitled (Selections from Truisms, Inflammatory Essays, The Living Series, The Survival Series, Under a Rock, Laments, and Child Text)

Jenny Holzer began the Truisms series in 1977 as a distillation of an erudite reading list from the Whitney Independent Study Program in New York City, where she was a student; by 1979 she had written several hundred one-liners. Beginning with a little knowledge goes a long way and ending with your oldest fears are the worst ones, the Truisms employ a variety of voices and express a wide spectrum of biases and beliefs. If any consistent viewpoint emerges in the edgy, stream-of-consciousness provocations it is that truth is relative and that each viewer must become an active participant in determining what is legitimate and what is not. Since the Truisms, Holzer has used language exclusively and has employed myriad ways to convey her messages. Selections from



her Inflammatory Essays series, for example, appeared on unsigned, commercially printed posters, which were wheat-pasted on buildings and walls around Manhattan. When such Holzer phrases as abuse of power comes as no surprise and money creates taste flashed from the Spectacolor board above Times Square in 1982, it marked her first appropriation of electronic signage. In doing so, she brought her disquieting messages to a new height of subversive social engagement. Her strategy-placing surprising

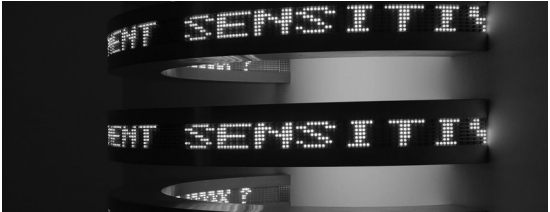
texts where normal signage is expected-gives Holzer direct access to a large public that might not give "art" any consideration, while allowing her to undermine forms of power and control that often go unnoticed. In Holzer's 1989 retrospective installation at the Guggenheim Museum, blinking messages from her various series, programmed to an insistent



but silent beat, raced the length of an L.E.D. display board installed along the winding inner wall of Frank Lloyd Wright's spiral ramp. The museum's rotunda was transformed into a dazzling electronic arcade. In bringing her art from the street to the museum, Holzer focused on an audience that differed markedly from the unsuspecting passerby. The Guggenheim visitors who stood beneath the revolving ribbons of red, green, and yellow texts were more likely to be aware that this installation brought up such issues as the viability of public art, the commodification and consumption of art, and the conflation of the personal and the political—in short, some of the pressing issues of American art in the 1980s.

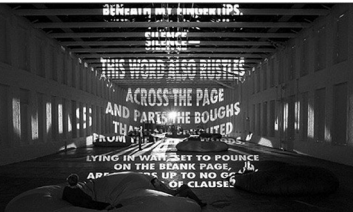
Jenny Holzer

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EXPRESSIVE TYPE

Typography - Rushton - Fall 2017

After choosing from one of the Shakespeare plays, create a poster for the opening night of that play event. Use type in an expressive way to convey the feeling/expression of the play using color, type, scale, images, etc.



TEXT EXERCISE

Typography - Rushton - Fall 2017

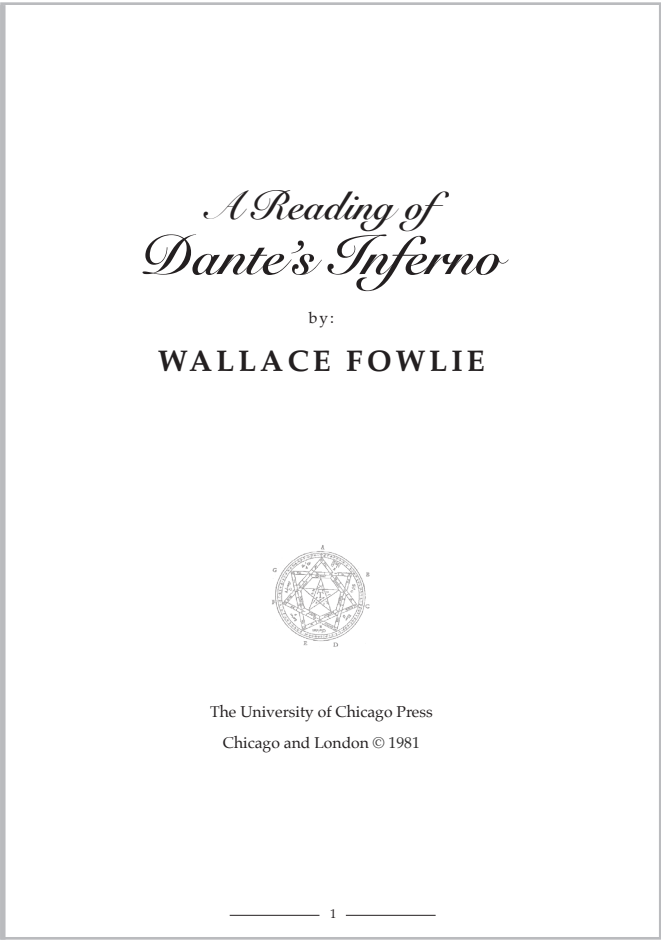
Choose one of the scientific topics and paragraphs associated with it to make a magazine page article. Using color and simple shapes, create a visually pleasing page layout that incorporates the theme of the topic and all of the typographical elements of the semester.



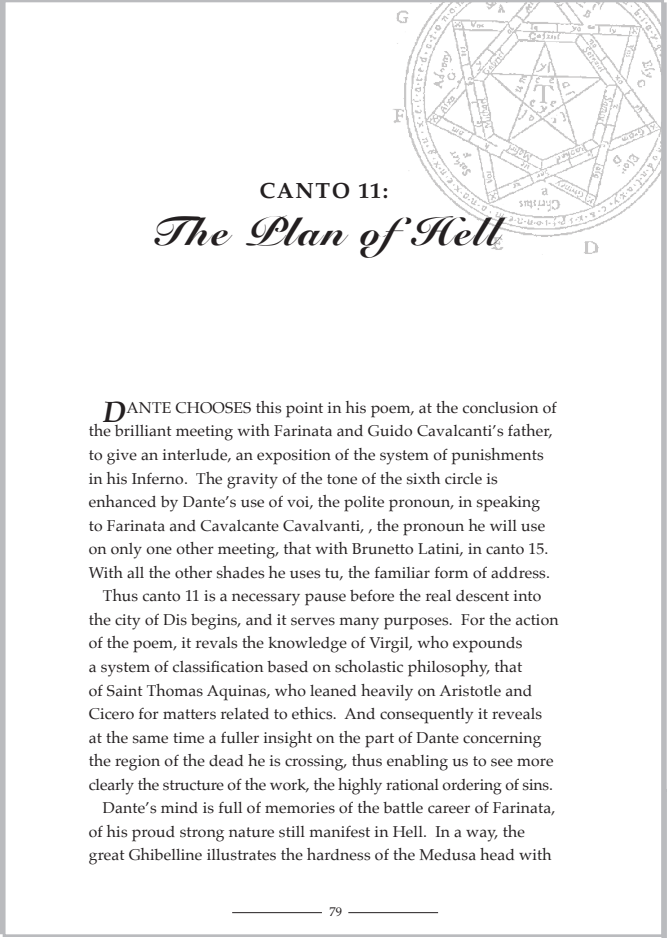
BOOK LAYOUT

Typography - Rushton - Fall 2017

Use orchestration to create a book layout that flows throughout each page and has unity. Key points to focus on for this assignment are: unity of leading choices, choice of scale, and legibility/readability.



Introduction	1
<i>Cantos</i>	
1. The Dark Wood	17
2. The Three Ladies	24
3. The Vestibule	31
4. Limbo	38
5. The Carnal Sinners	43
6. The Gluttons: Ciacco	48
7. The Avaricious and Prodigal; the Wrathful and Sullen	57
8. Wrath and the Gates of Dis	62
9. The Furies and the Angel	67
10. The Heretics: Farubata	73
11. The Plan of Hell	79
12. Violence: The River of Blood	85
13. The Suicides: Pier della Vigna	96
14. The Sandy Plain: Third Girone of the Violent	105
15. The Sodomites: Brunetto Latini (Eliot's "Little Gidding")	112



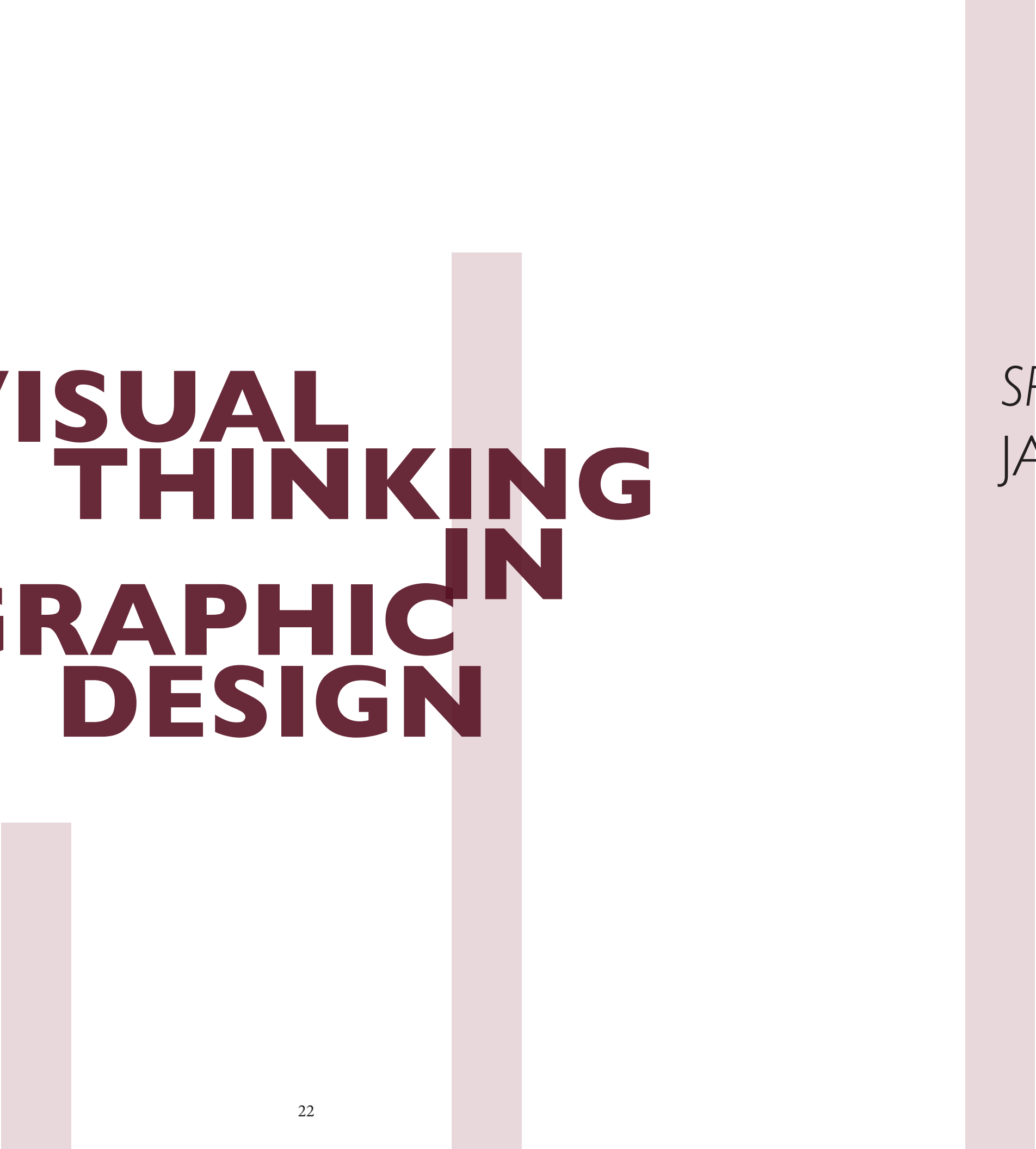
Dante's Inferno

which Dante himself had just been threatened when he and Virgil had tried to enter the gate of Dis. The change that deeper Hell will bring is prepared in this opening image of the archheretic. The sixth Circle separates the upper Hell of the incontinent from the lower Hell formed by the three circles of violence, fraud, and treachery. The sins of violence, in the seventh circle, have a deeper place in Hell than those of incontinence because they accentuate the bestial side of man's nature. They are the sins of the lion (leone), the second beast encountered by Dante in canto 1. The sins of fraud or malice of the eighth circle, the most complex of all the circles, are those of the she-wolf (la lupa), the third beast of canto 1.

The image of the city is everywhere in these last three circles. Violence is swift, a flaring up of the human spirit for the purpose of destruction. Fraud is a longer, slower process of deceit, a deliberate undermining of someone else's will. The treachery or betrayal of the ninth circle it treated as the most serious of all sins because in that act all human values between individuals are destroyed. Thus canto 11 provides us with a plan of the devil's city. Virgil and Dante have just seen a few of the first inhabitant, those of the sixth circle, but heresy in the Dantean sense seems midway between the first half of Hell and the second half.

Variously called the "scholastic canto" or the "Aristotelean canto," it is a review of the criminal or moral code of behavior. It contains no picture or character that stimulates the reader's imagination, no Charon, no Furies, no Ciacco, but it presents a scheme that holds the reader's mind, and it names in line 80 the philosophical treatise that is the principle source of the moral framework of Dante's Inferno. Virgil, the principle speaker and teacher of the canto, calls the book la tua Etica, "your Ethics," which is the Nicomachean Ethics of Aristotle, listing.

Le tre disposizion che 'l ciel non vole [11:81]
[the three dispositions that Heaven does not allow]



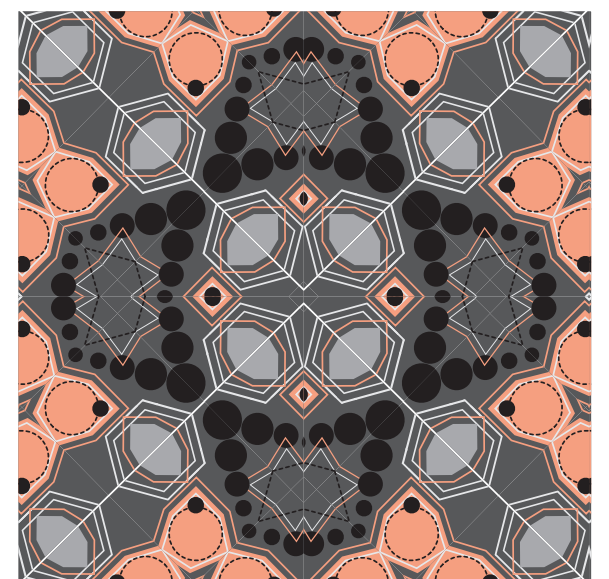
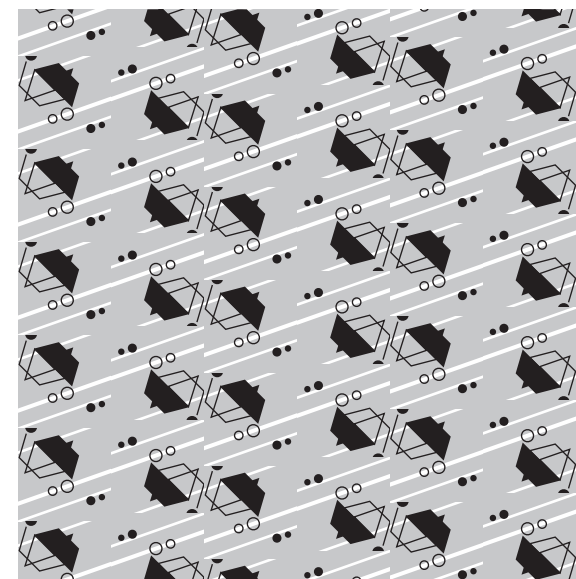
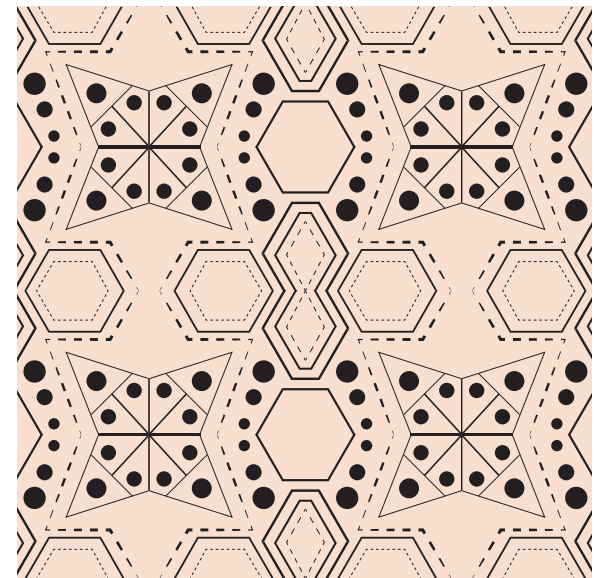
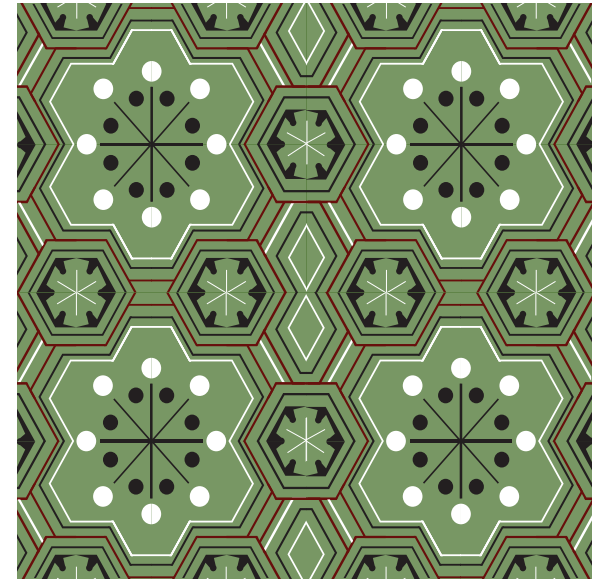
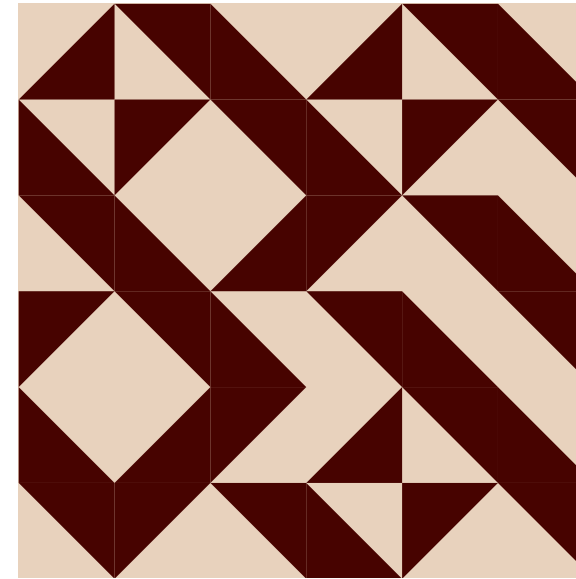
VISUAL THINKING IN GRAPHIC DESIGN

SPRING 2018
JASON MURDOCK

VISUAL GRAMMAR

*Visual Thinking in Graphic Design -
Murdock - Spring 2018*

Begin with an old pattern/design and recreate it. Then, think critically about ways that one can utilize the basic shapes to “remix” and “transcend” the original design to help it become something different entirely.



VISUAL LOGIC

*Visual Thinking in Graphic Design -
Murdock - Spring 2018*

Choose a simple task that is done everyday, then decide what arranged symbols could help someone do this task with no verbal assistance or help from words. Then arrange them in a composition that makes sense for that activity.



SOLO PROJECT PROCESS PAPER

The Solo Project topic encompasses fixing the image problem of clean energy. Some people consider it less “American” or “Powerful” to even consider this option. I think the opposite. My choice of energy is nuclear energy, one of the less popular options for clean, renewable energy in the mass market today. Despite this, nuclear is an easy, safe option that can be abundant once it is set up. My strategy to appeal to the mass market that finds this topic uninteresting is to catch their interest with controversy. “Just Nuke It” is an idea that stems from the misconceptions of Nuclear Energy. Many people think that Nuclear Energy involves an atom bomb, or it will emit harmful nuclear radiation, these allegations are all false.

According to sciencedirect.com, this energy source could be sustainable for as long as humans endure. Also, the amount of emissions and/or radioactive effects amount to close to nothing because this energy created emits water vapor into the air. My designs purpose is to catch attention so that the website can then inform people of the benefits of nuclear energy and why it’s an excellent option.

My solution to this issue is to have clean energy make a bang! By that, I mean an explosion. My design uses the shape of a nuclear bomb as a tool to promote energy. This may seem strange, but they have similar shapes and the idea is to play upon the controversy of nuclear explosions. When someone says “Nuke it”, we all cringe from the history lessons about what the A-Bomb can do or from learning about Chernobyl. Now, we can look at it as an origin of a new, and highly efficient energy source that has a minuscule amount of toxic emissions and emits next to no radiation when used.

SOLO PROJECT



#JUSTNUKEIT

HOME

DONATE

INVOLVEMENT

LEARN MORE

SIGN

HOW DOES IT WORK?

FISSION

HEAT

STEAM

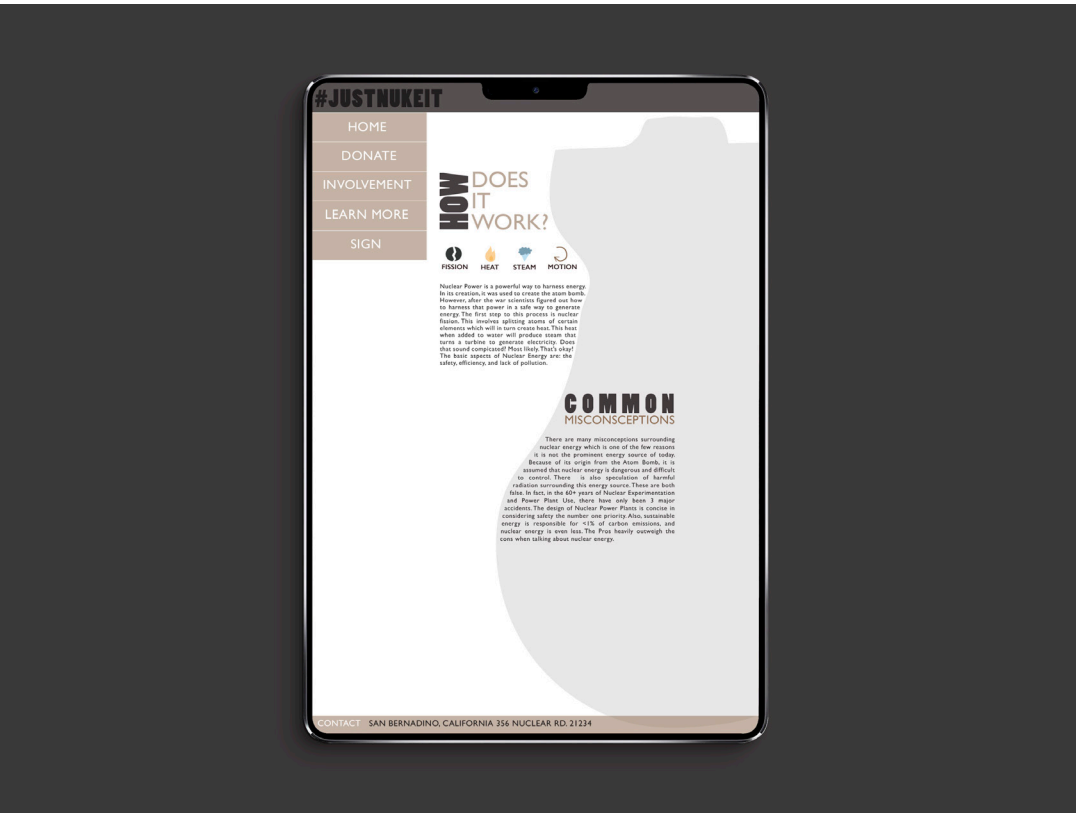
MOTION

Nuclear Power is a powerful way to harness energy in its creation, it was used to create the atom bomb. However, after the war scientists figured out how to harness that power in a safe way to generate energy. The first way to do this process is nuclear fission. The fissioning of atoms of Uranium elements which will in turn create heat. This heat when added to water will produce steam that turns a turbine to generate electricity. Does this sound complicated? Well, that's what we're talking about. The basic aspects of Nuclear Energy are: the safety, efficiency and lack of pollution.

COMMON MISCONCEPTIONS

There are many misconceptions surrounding nuclear energy which is one of the few sources it is not the prominent energy source of today because of its origin from the Atom Bomb. It is assumed that nuclear energy is dangerous and difficult to control. There is also speculation of harmful radiation surrounding this energy source. There are both facts, in fact, in the 40+ years of Nuclear Experimentation and Power Plant Use, there have only been 3 major accidents. The design of Nuclear Power Plants is complex in considering safety the number one priority. Also, sustainable energy is responsible for <1% of carbon emissions, and nuclear energy is even less. This Pro's heavily outweigh the cons when talking about nuclear energy.

CONTACT SAN BERNARDINO, CALIFORNIA 356 NUCLEAR RD. 21224



SOURCES

Process Paper Information

Nuclear Power in the World Today. (n.d.). Retrieved April 13, 2018, from <http://www.world-nuclear.org/information-library/current-and-future-generation/nuclear-power-in-the-world-to-day.aspx>

Safety of Nuclear Power Reactors. (n.d.). Retrieved April 13, 2018, from <http://www.world-nuclear.org/information-library/safety-and-security/safety-of-plants/safety-of-nuclear-power-reactors.aspx>

GRAPHIC DESIGN PORTFOLIO REVIEW

Georgia Southern University Betty Foy Sanders Department of Art

APPLICATION FOR REVIEW

Complete the form below in capital letters.
Read the agreement, sign and date it prior to scan and add it to the pdf file.

APPLICATION SEMESTER	Spring 2018
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STUDENT INFORMATION

STUDENT NAME:	Shelby Cuaron
EAGLE ID #:	900904485
Preferred Contact Address	1257 Estates Way
Preferred Contact Phone	9123445830

COURSE INFORMATION

COURSE TITLE	PROFESSOR	SEMESTER COMPLETED	GRADE
ART 1010	Sarah Bielski	Fall 2016	A
ART 1020	Jessica Burke	Fall 2017	A
ART 2330	Edward Rushton	Fall 2017	A
ART 2331	Jason Murdock	Spring 2018	IP

The classes listed above are required for application eligibility. List additional classes you have taken in Area F, Studio Electives or Upper Level Art History. If you are currently enrolled in a class listed, put "IP" for the grade.

APPLICATION AGREEMENT

I confirm that all information provided has been fully, accurately, and truthfully completed to the best of my knowledge. Additionally, I agree to submit my application for review by the Graphic Design Portfolio Review committee and am fully aware of the competencies by which my work and my performance as a student will be evaluated. I understand that failure to demonstrate these competencies, as stated in the University catalog, will result in the denial of advancement in the Graphic Design program. Furthermore, I understand and agree that the results of the Graphic Design Portfolio Review are final and cannot be appealed.

Shelby Cuaron
STUDENT NAME

4/12/18
DATE