

Tania Luo | d.Studio | Fall 2021

AIRTBASH 2022

Building Community

Contemporary practice brought us...

Interdisciplinary practices

Inspiring ideas

Welcoming community

Fellow artists

Exchanging thoughts

Resource and opportunities

So we value...

Communication

Diversity

Broad-mindedness

Experiment

Discovery

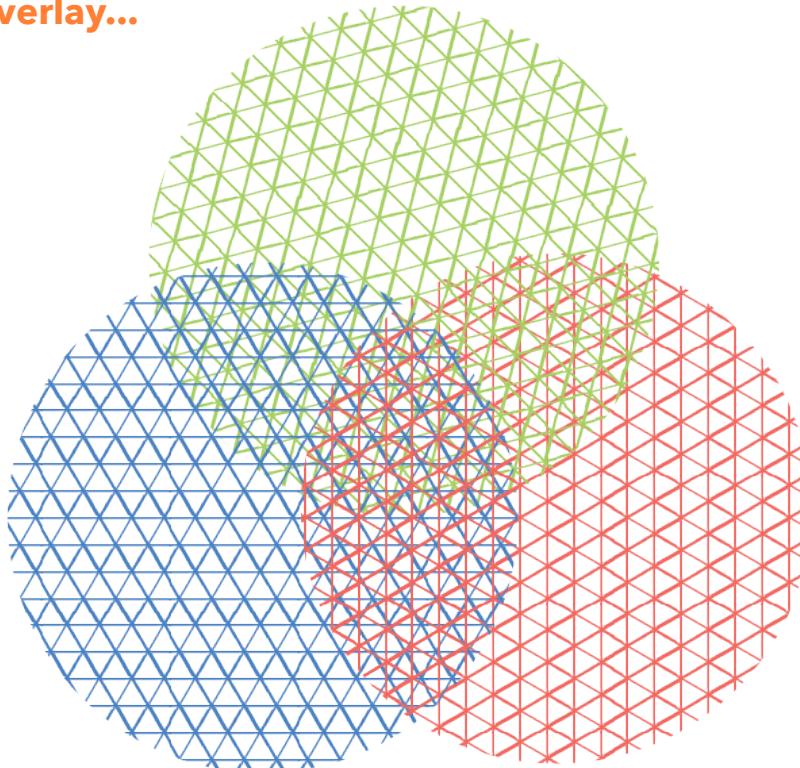
Inspiration

Concept Statement

SAIC exposes students to various mediums, practices, and theories in their first year. This interdisciplinary practice allows the students to explore distinct directions without limitation, so the works based on the core practices are diverse and expressive. The show invites students to present their unique concepts and creates an inclusive environment to communicate with other artists.

Each poster uses a unique set of patterns as functional elements, and the intuitive composition allows them to interact. As the patterns overlay, they create new motifs. It celebrates this welcoming and diverse community, encouraging students to create inspiring works, connect, and discover what they truly love.

When the Patterns Overlay...



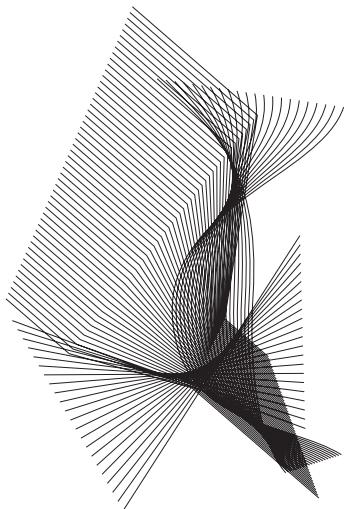
ideation

concept

process

identity

Initial Sketches

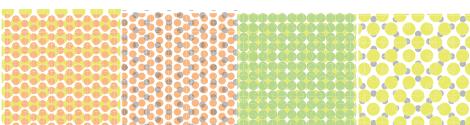
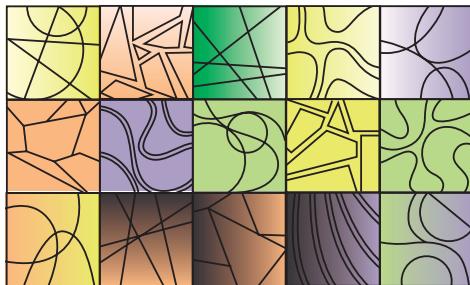


ideation

concept

process

identity



Development



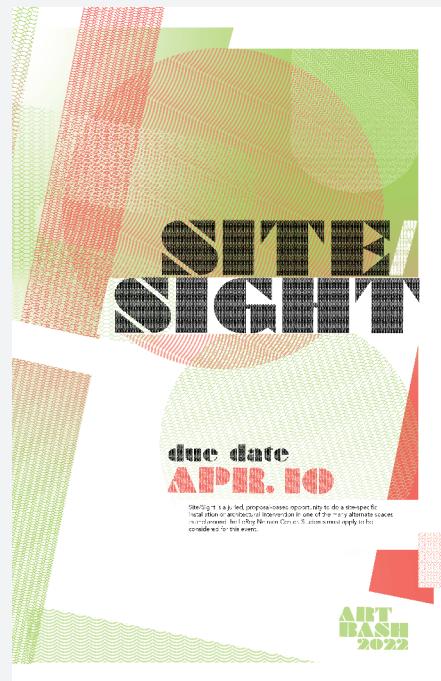
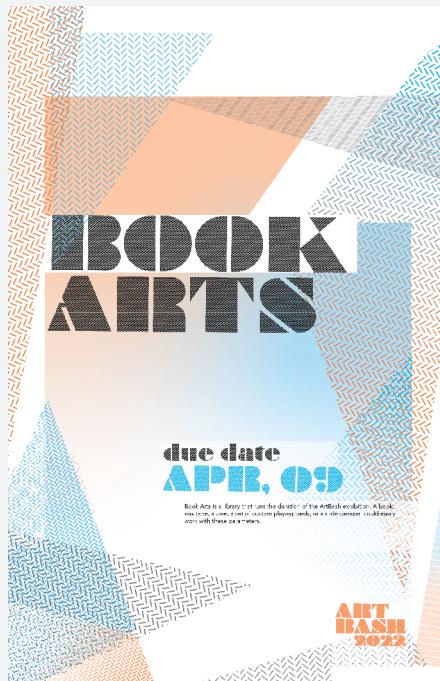
ideation

concept

process

identity

Due Date Posters



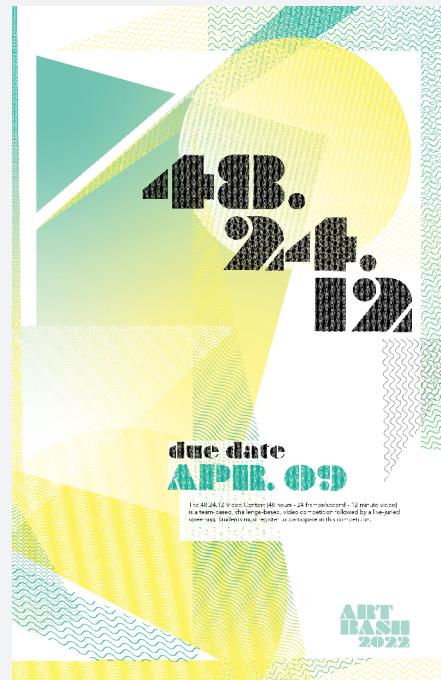
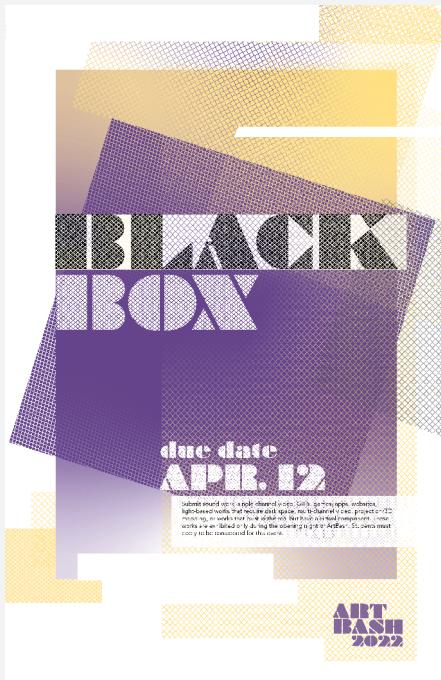
ideation

concept

process

identity

Due Date Posters



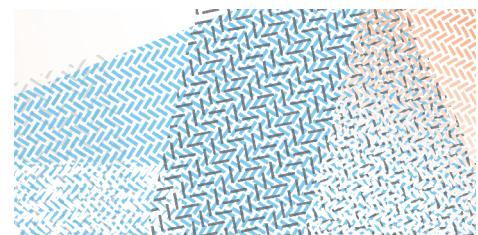
ideation

concept

process

identity

Due Date Posters



ideation

concept

process

identity

Due Date Posters



ideation

concept

process

identity

10

Main Poster

18"x24"



Logo

**ART
BASH
2022**

**ART
BASH
2022**

ideation

concept

process

identity

12

Typography

Braggadocio Regular

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

Avenir Book

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

Colors & Patterns



Pantone PurpleU



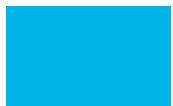
Pantone 373U



Pantone Medium
PurpleU



Pantone 127U



Pantone 306U



Pantone 1505U



Pantone 285U



Pantone 232U



Pantone 374U



Pantone Warm
RedU



Pantone 3268U



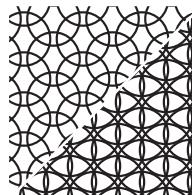
Pantone 101U

ideation

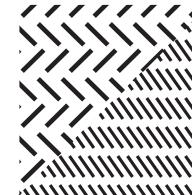
concept

process

identity



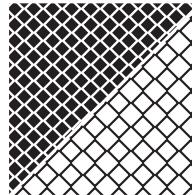
Open Call



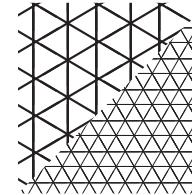
Book Art



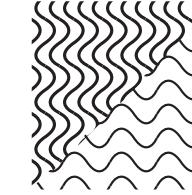
Site/Sight



Black Box



Interaction



48/24/12

The background features a complex, abstract design composed of several overlapping geometric shapes. It includes a large blue parallelogram at the top left, a red parallelogram below it, a yellow parallelogram on the right, and a pink parallelogram at the bottom right. These shapes are overlaid with a grid of small, thin lines in various colors like red, blue, and yellow, creating a textured, woven effect.

Thank You!