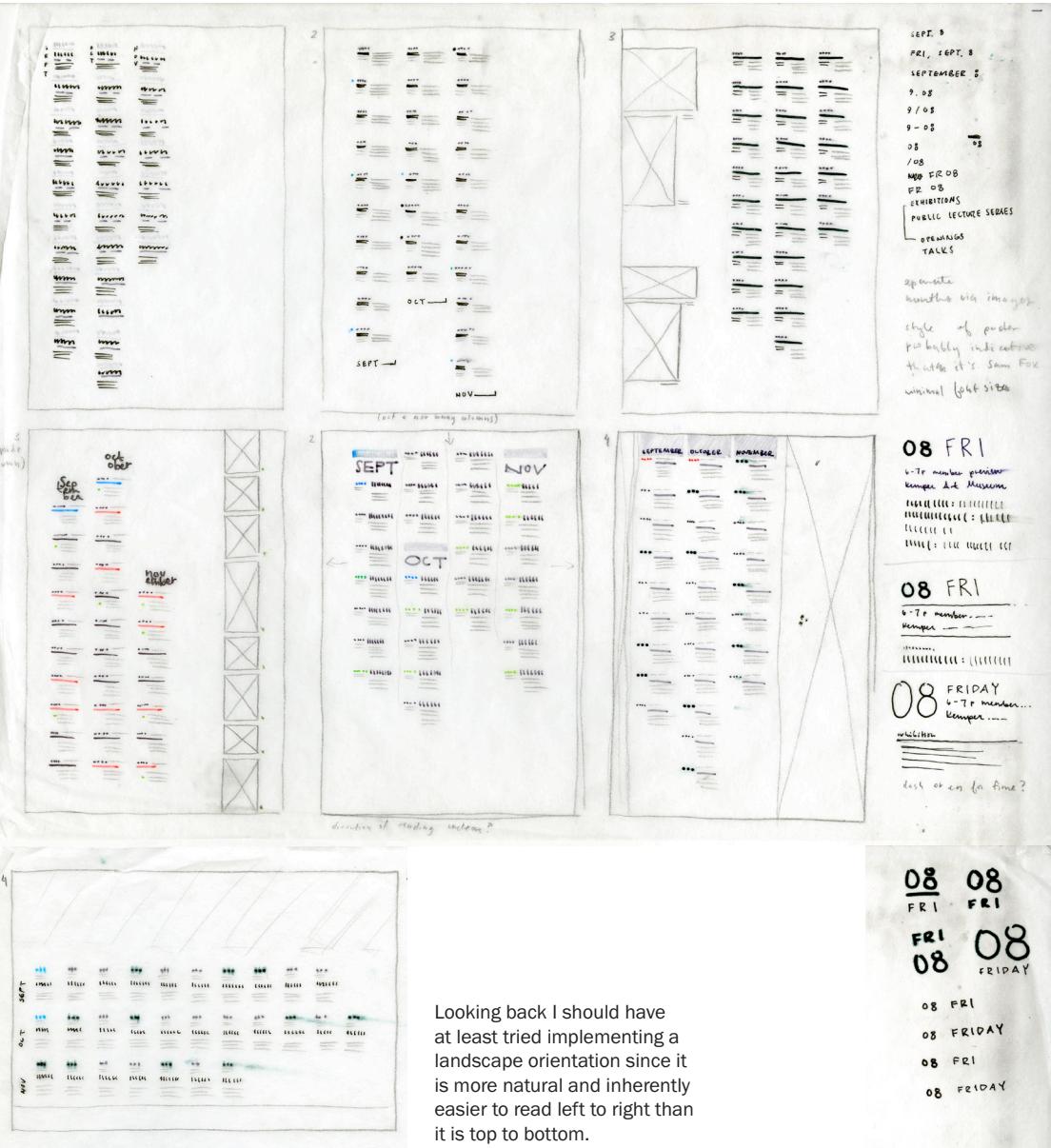


Sam Fox Calendar



Initial thumbnails

First I went through the calendar to see if there were distinct event categories then read about events on the Sam Fox website to see if there were any themes that tied them together. Some events were in their own category, like the walking tour, and a significant amount of them related to architecture. Since there was no clear theme, I focused on how I would organize the information and highlight some category to not make the calendar completely monotonous.

I made a few grids to see how the information would possibly be distributed on the page, but really I was focusing on the hierarchy of each date rather than the composition of the entire poster—no wonder it took me so long to make each thumbnail. I underestimated the size of each event since I didn't have a true sense of scale. I should have made type specimens first; without a realization of the actual pieces, the purpose of thumbnailing was undermined.

09 SAT

Meredith Malone

Gallery Talk

1p Kemper Art Museum

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SEPTEMBER

- 08 Fr • RENAISSANCE AND BAROQUE PRINTS:
INVESTIGATING THE COLLECTION
• KADER ATTIA: REASON'S OXYMORONS
• REFRAMING FEMINISM: VISUALIZING
WOMEN, GENDER & SEXUALITY

Museum Exhibitions Opening

6-7p Member Preview | 7-9p Public Reception
Kemper Art Museum

- 09 Sa • MEREDITH MALONE
Gallery Talk
1p | Kemper Art Museum

- 14 Th • TREVOR JOY SANGREY
Gallery Talk
5p | Kemper Art Museum

- 14 Th MINDY FULLILOVE
Public Lecture Series
PXSTL Lecture
7p | Pulitzer Arts Foundation, 3716 Washington Blvd.

Calendar development

In my initial trials I included placeholders for the event synopses since the spec sheet said that would be included, but after finding out that that was excluded from this year's calendar, I had to change my layout to be more compressed (either way I was using too much space for a while). My first version also looked like a course catalog rather than a calendar event. In the next version I focused on creating hierarchy and groupings through minimal moves.

I developed a subcolumnar system that partly came about from a resume format and from hyper-alignment. I found that it worked well for navigating the calendar in different ways (by date, day of the week, and speaker or event name) while keeping the events individually grouped. I aligned each column to a letter in the day of the month (which would work consistently due to the tall, monospaced Letter Gothic), but after consulting with my professor I realized that the gutters were disrupting the reading left to right within each event. In the refinements I calibrated the spaces to suit both means of horizontal reading and vertical navigation.

November

08 We MICHAEL ROTH
■ *Public Lecture Series*
6p Reception | Kemper Art Museum
6:30p Lecture | Steinberg Auditorium

08 We Michael Roth
■ *Public Lecture Series*
6p Reception | Kemper Art Museum
6:30p Lecture | Steinberg Auditorium

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6p Reception | Kemper Art Museum
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■ *Public Lecture Series*
6p Reception | Kemper Art Museum
6:30p Lecture | Steinberg Auditorium

08 We Michael Roth
■ *Public Lecture Series*
6p Reception | Kemper Art Museum
6:30p Lecture | Steinberg Auditorium

September

08 Fr Renaissance and Baroque Prints:
■ Investigating the Collection
□ Kader Attia: Reason's Oxymorons
□ Reframing Feminism: Visualizing Women, Gender & Sexuality
Museum Exhibitions Opening
6–7p Member Preview | 7–9p Public Reception
Kemper Art Museum

09 Sa Meredith Malone
□ Gallery Talk
1p | Kemper Art Museum

14 Th Trevor Joy Sangrey
□ Gallery Talk
5p | Kemper Art Museum

- Renaissance and Baroque Prints: Investigating the Collection (Barney A. Ebsworth Gallery)
- Kader Attia: Reason's Oxymorons (Garen Gallery)
- Reframing Feminism: Visualizing Women, Gender & Sexuality (Teaching Gallery)

Although Letter Gothic fit the language of verticality, it looked dated and didn't work particularly well at a larger size for the poster side. I was also using Inconsolata for the numbers and days of the week. I looked for other mono-spaced fonts that worked at a variety of scales. After trying ones like Sul Mono, Pitch, Cousine (which had a nice square in its zero), I chose Space Mono since its individualized style made the poster distinct instead of generic. Its rounded forms contrasted with the calendar's rectangular system while still relating with its geometric basis.



25 Mo Brian MacKay-Lyons

Public Lecture Series
AIA St. Louis Scholarship Fund Lecture
6p Reception | 6:30p Lecture
Steinberg Auditorium



25 Mo Brian MacKay-Lyons

Public Lecture Series
AIA St. Louis Scholarship Fund Lecture
6p Reception | 6:30p Lecture
Steinberg Auditorium

9.25 Brian MacKay-Lyons

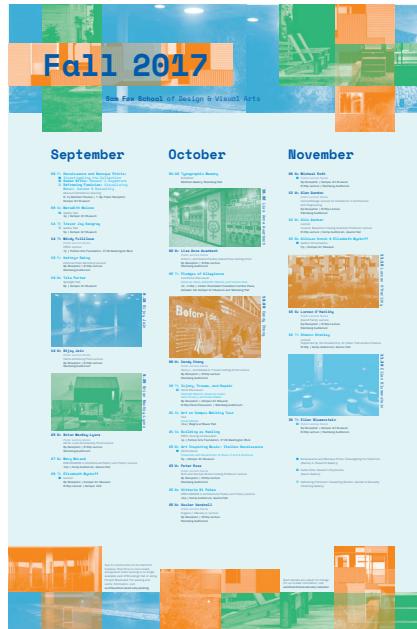
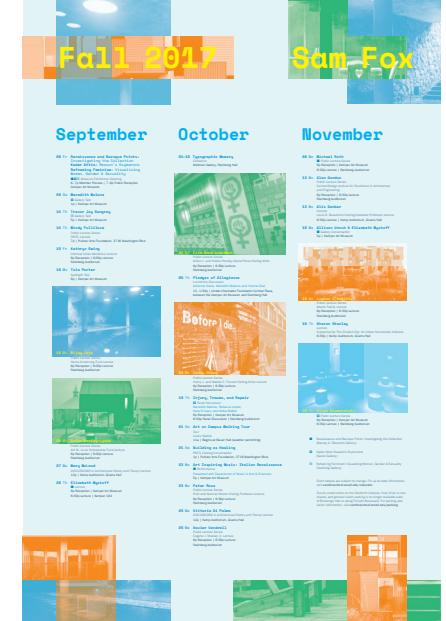


SEPTEMBER

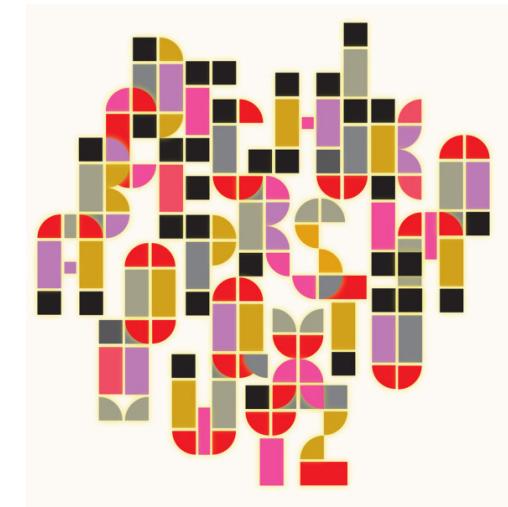
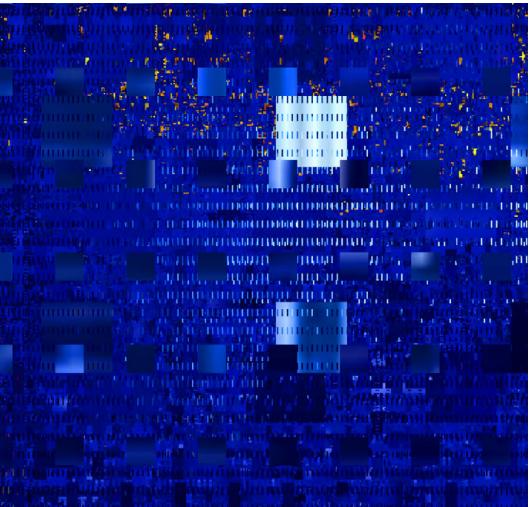
OCTOBER

NOVEMBER

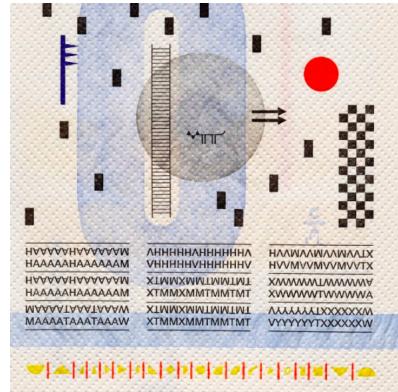
25	September 25 Brian MacKay-Lyons Public Lecture Series AIA St. Louis Scholarship Fund Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
26	September 26 Michael Roth University President Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
27	September 27 Terry Gougeon Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
28	September 28 Mike Slobot Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
29	September 29 Lisa Anne Auerbach Artist Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
30	September 30 Elizabeth Agresti Artist Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
31	October 1 John C. Maxfield Designer Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
1	October 2 Peter Pichler Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
2	October 3 Cynthia Johnson Artist Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
3	October 4 Sarah Sze Artist Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
4	October 5 Kris Kivimaki Artist Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
5	October 6 John Lautner Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
6	October 7 Lia Halloran Artist Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
7	October 8 Doris Salcedo Artist Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
8	October 9 Jillian Lynn Artist Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
9	October 10 John Pawson Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
10	October 11 John Hejduk Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
11	October 12 Peter Eisenman Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
12	October 13 Tadao Ando Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
13	October 14 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
14	October 15 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
15	October 16 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
16	October 17 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
17	October 18 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
18	October 19 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
19	October 20 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
20	October 21 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
21	October 22 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
22	October 23 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
23	October 24 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
24	October 25 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
25	October 26 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
26	October 27 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
27	October 28 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
28	October 29 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
29	October 30 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
30	October 31 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium
31	November 1 Peter Cook Architect Reception & Lecture 6p Reception 6:30p Lecture Steinberg Auditorium



With help from my professor, I became conscious again of my columnar system at the end and tied the back to the front while emphasizing verticality.



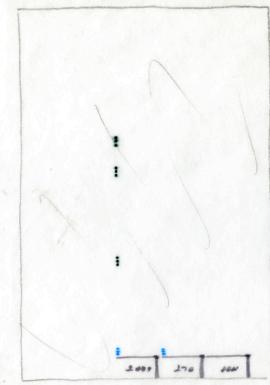
SAM FOX SCHOOL OF DESIGN & VISUAL ARTS



Poster development

One system that had been in the back of my mind for the entire semester was The National's Sleep Well Beast album identity. The bold blue, clean setup, and typeface pairings... Trends in duotone in several designs also influenced my image manipulation; it's a method that works well for relating different images to each other and to the poster's color scheme.

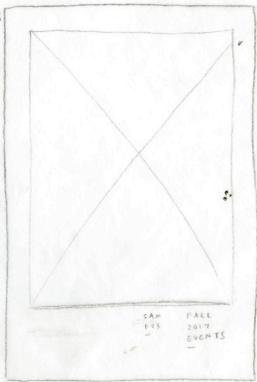
After going on the Sam Fox website, I was reminded of the colors and striped pattern of Sam Fox's logo—might as well make use of its complexity. I also wanted to play with what the poster looks like at a distance and up close. After applying the striped pattern to the letters, I saw how it related to the stripes in Lorcan O'Herlihy's building (and coincidentally the house next to Brian MacKay-Lyons' work). The letters became fragmented and reminded me of a glitched screen. Its consistent fragmentation also reminded me of Casey Reas (who happened to make music videos for The National), specifically his work "KKT." He creates depth and space by simply layering gridded, rectangular patterns.



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FALL
2017

SAM FOX
FALL 2017

SAM FOX
FALL '17
EVENTS



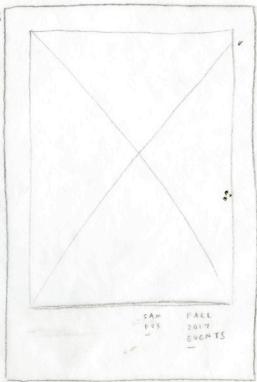
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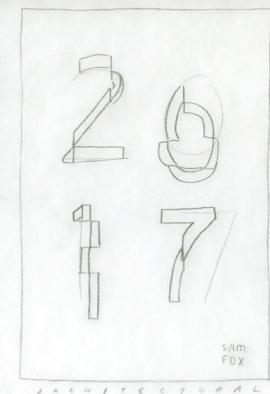
SAM
FOX
FALL
2017



~~LUCIAN O'BRIEN~~
~~ISA ANNE AVILA~~
~~CANDY JAIN~~
SAM FOX
FALL 2017

~~LEONARD~~
~~ELLEN~~
~~MELISSA~~
SAM FOX
FALL 2017

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~~FOX~~
~~FALL~~
~~2017~~



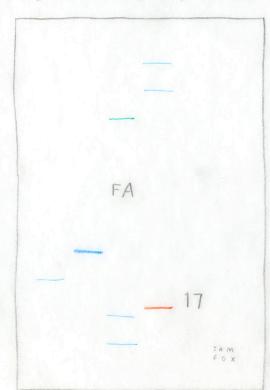
Fall 17
SAM FOX
ARCHITECTURAL



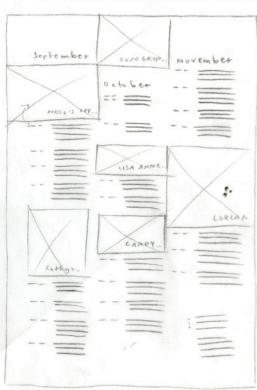
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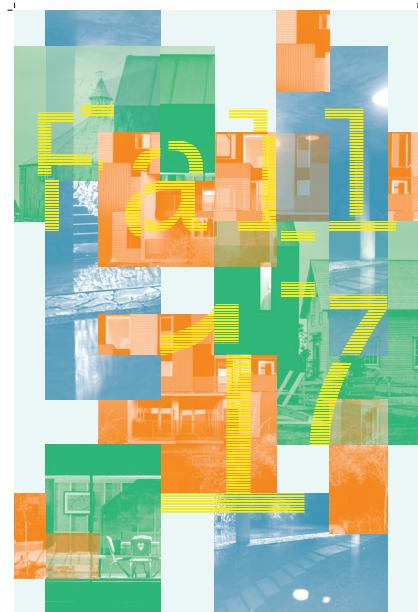
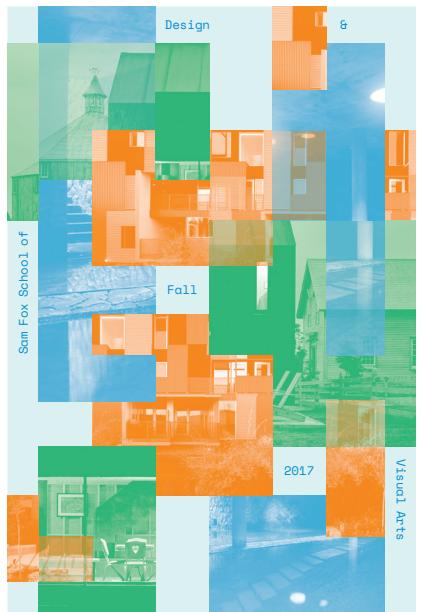
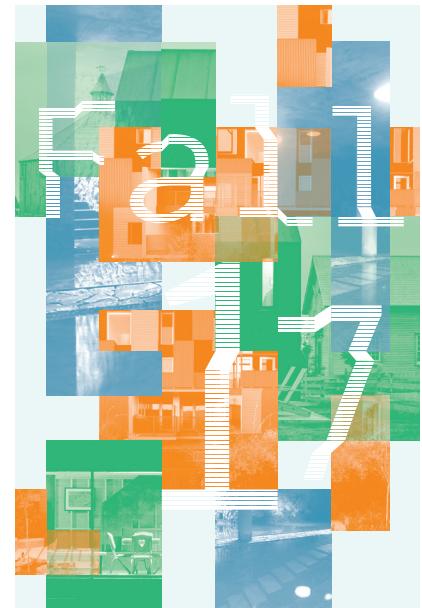
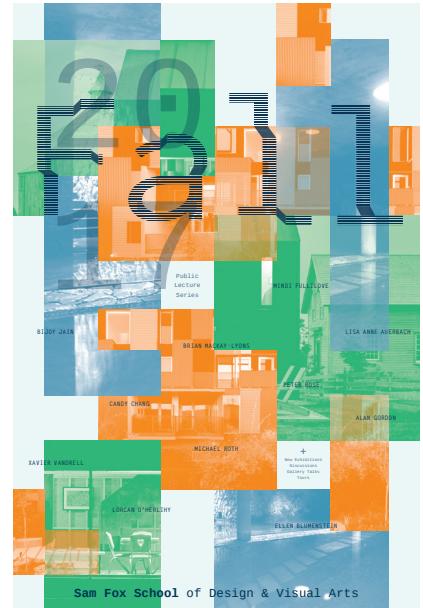
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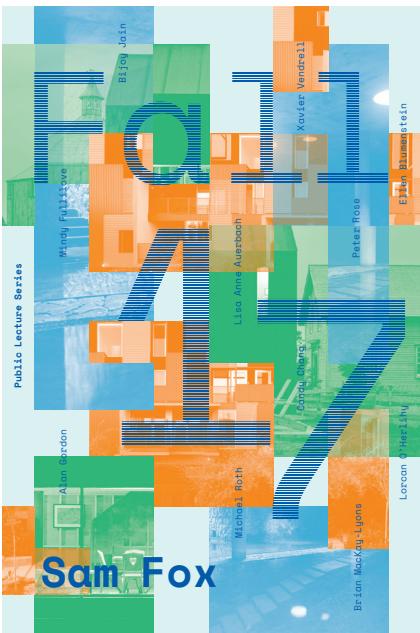
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In the beginning, a classmate commented on how 3 horizontal swatches of images could be too limiting for the expression and placement of type

After creating an expansive environment with a collage, my options for type placement multiplied



Last week of iterations

Conclusion

I think both sides of my calendar work well for their respective purposes, but of course they could still be pushed further. In the final printed versions, the contrast didn't come out as strongly as it appeared on screen. I had a fair amount of trouble with choosing the text color on the poster side and the striping effect could have been elevated. I intended to try different stripe heights but didn't quite get around to the tediousness of that. That could have changed the dimensionality of the poster. I also think I should have added a textured background instead of using a flat pale blue to add depth.

I also could have spent more time on the calendar side in terms of exploring different ways of approaching hierarchy and working out more compositions and image placement. The placement of the supplemental info about parking is still questionable. The final version works well in the system, but I know there is a better solution—as always. I also wish I had experimented with breaking the grid more. Even my collage is made to fit in the grid. I feel that my work feels a little too clean and precise, but for this project, it worked out.



