

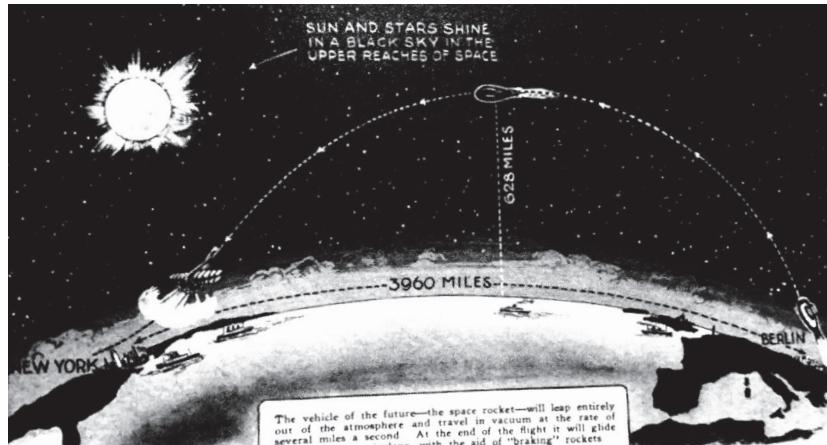
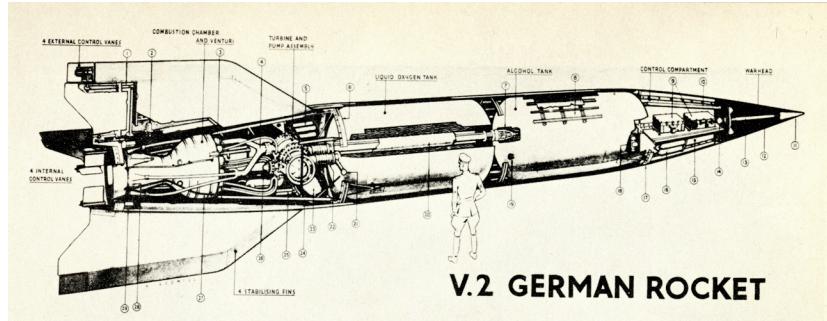
PROJECT 3

COLLECTION

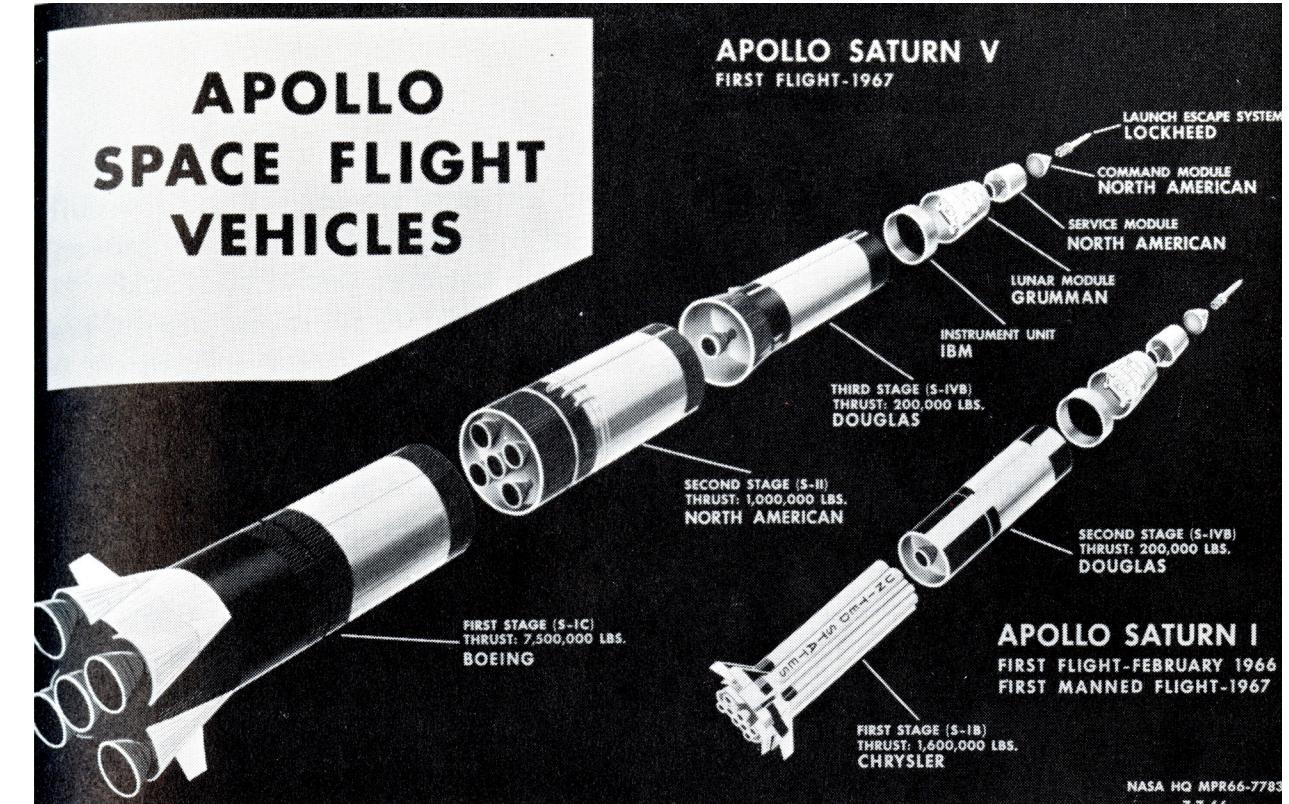
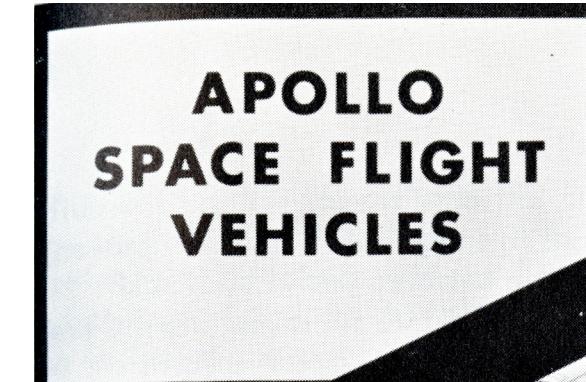
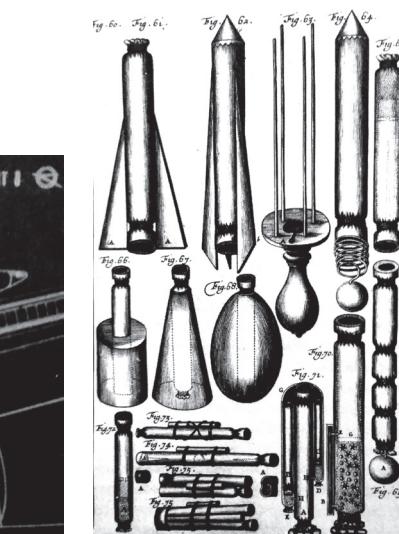
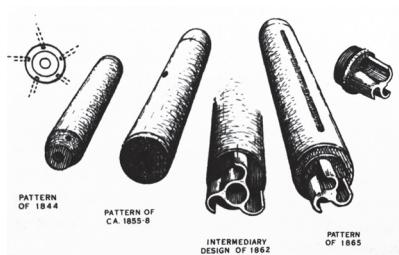
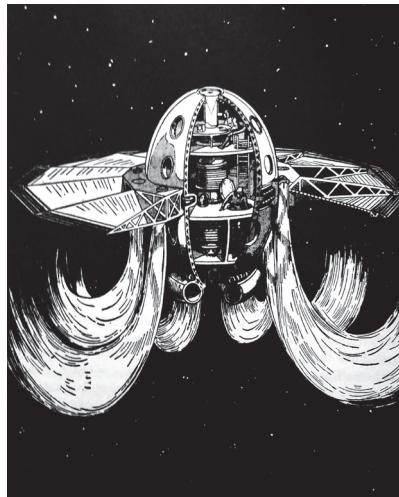
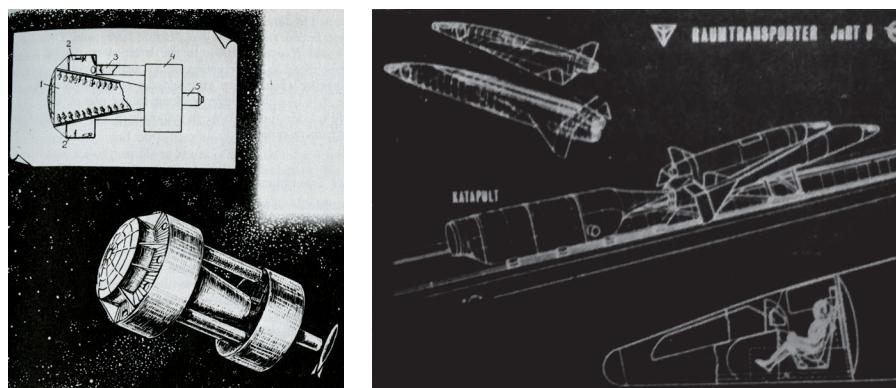
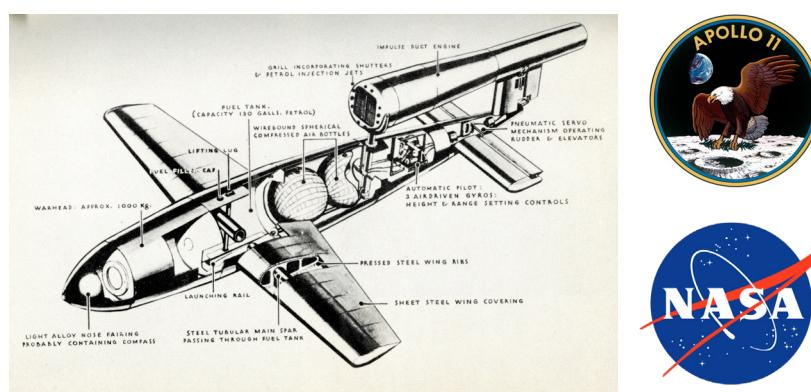
Vanna Vu // Word & Image I // 4.03.17

SUBJECT: ROCKETRY

Schematics, diagrams, imaginative depictions—all illustrations, each with their own style.



"The vehicle of the future—the space rocket—will leap entirely out of the atmosphere and travel in vacuum at the rate of several miles a second..."



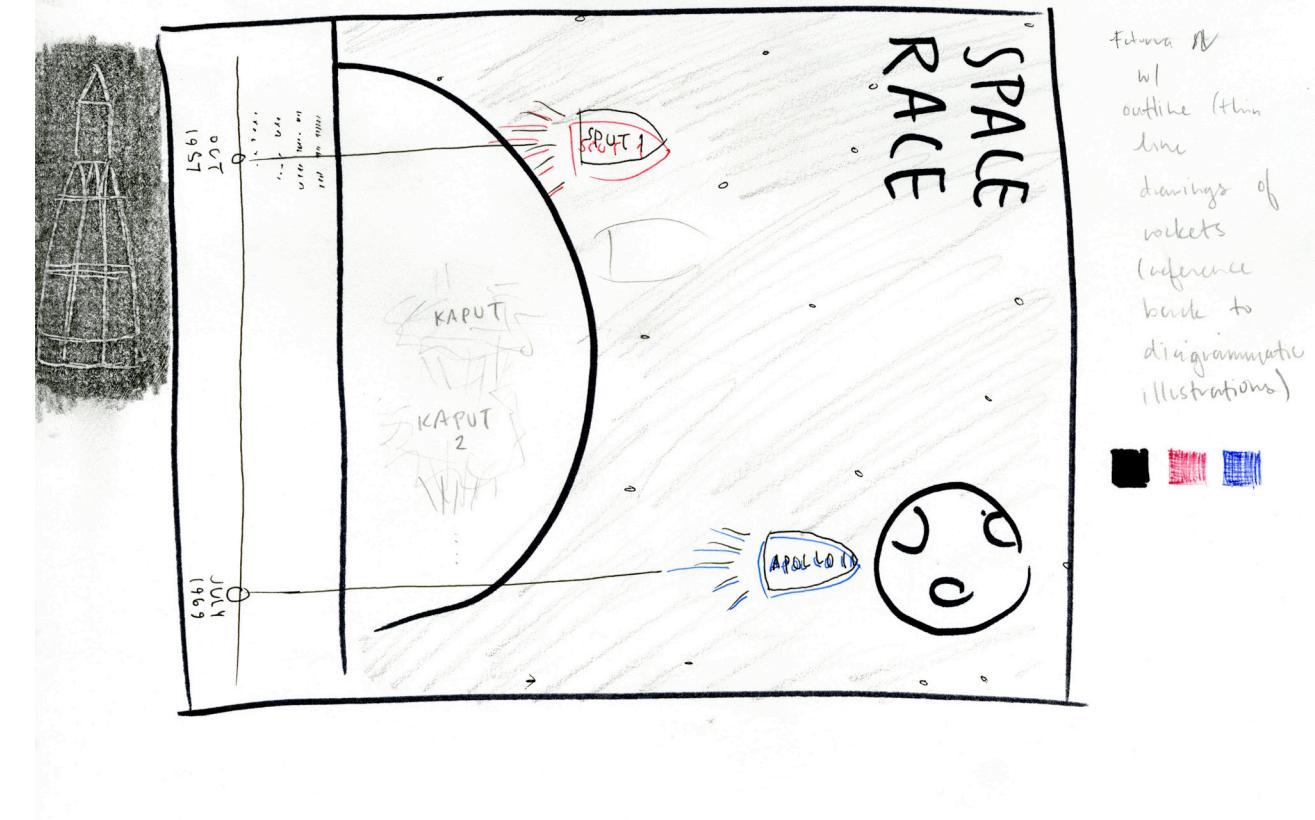
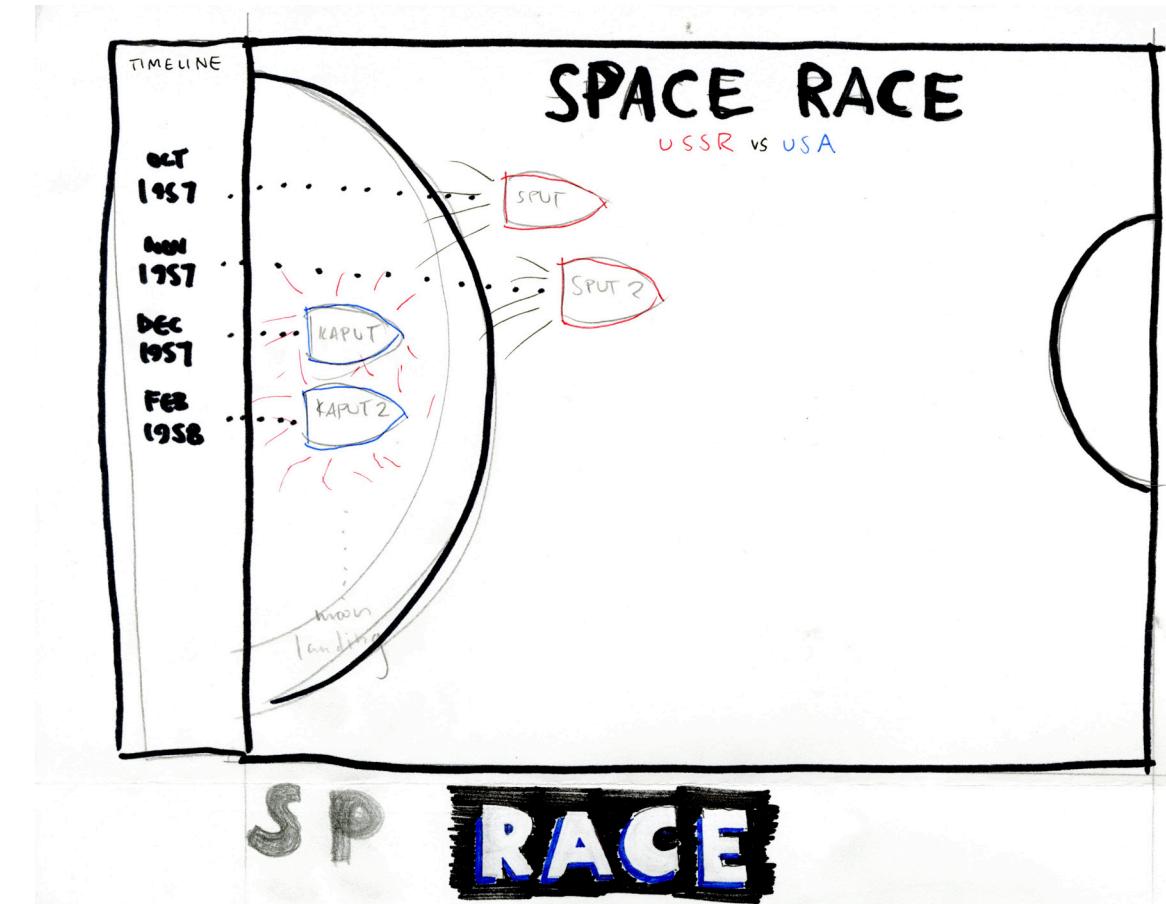
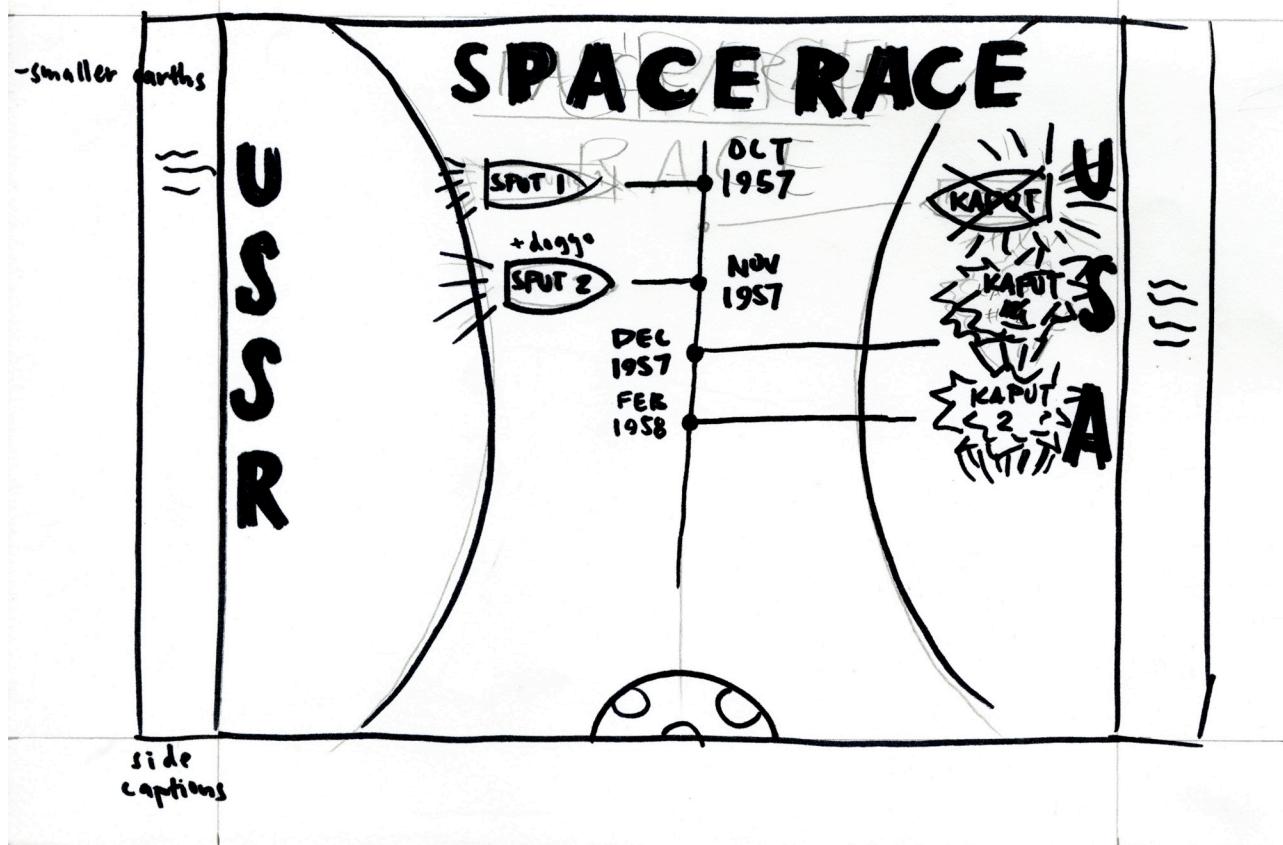
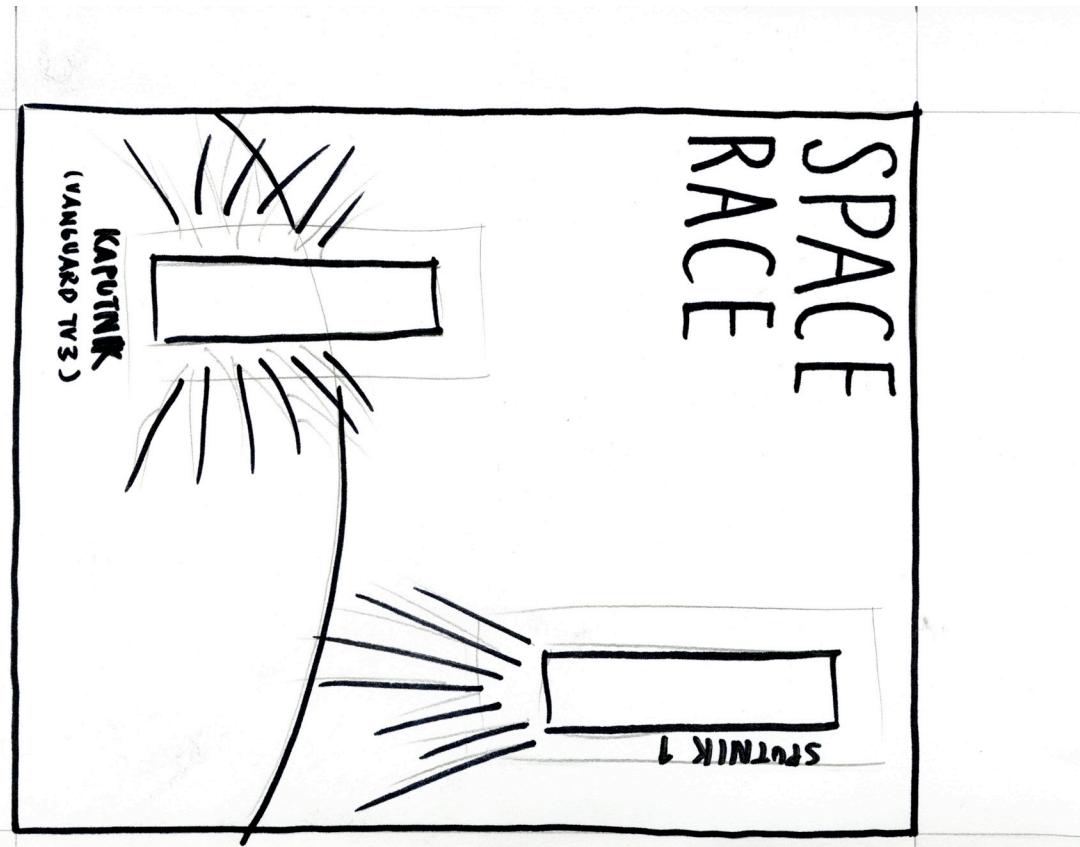
RESEARCH

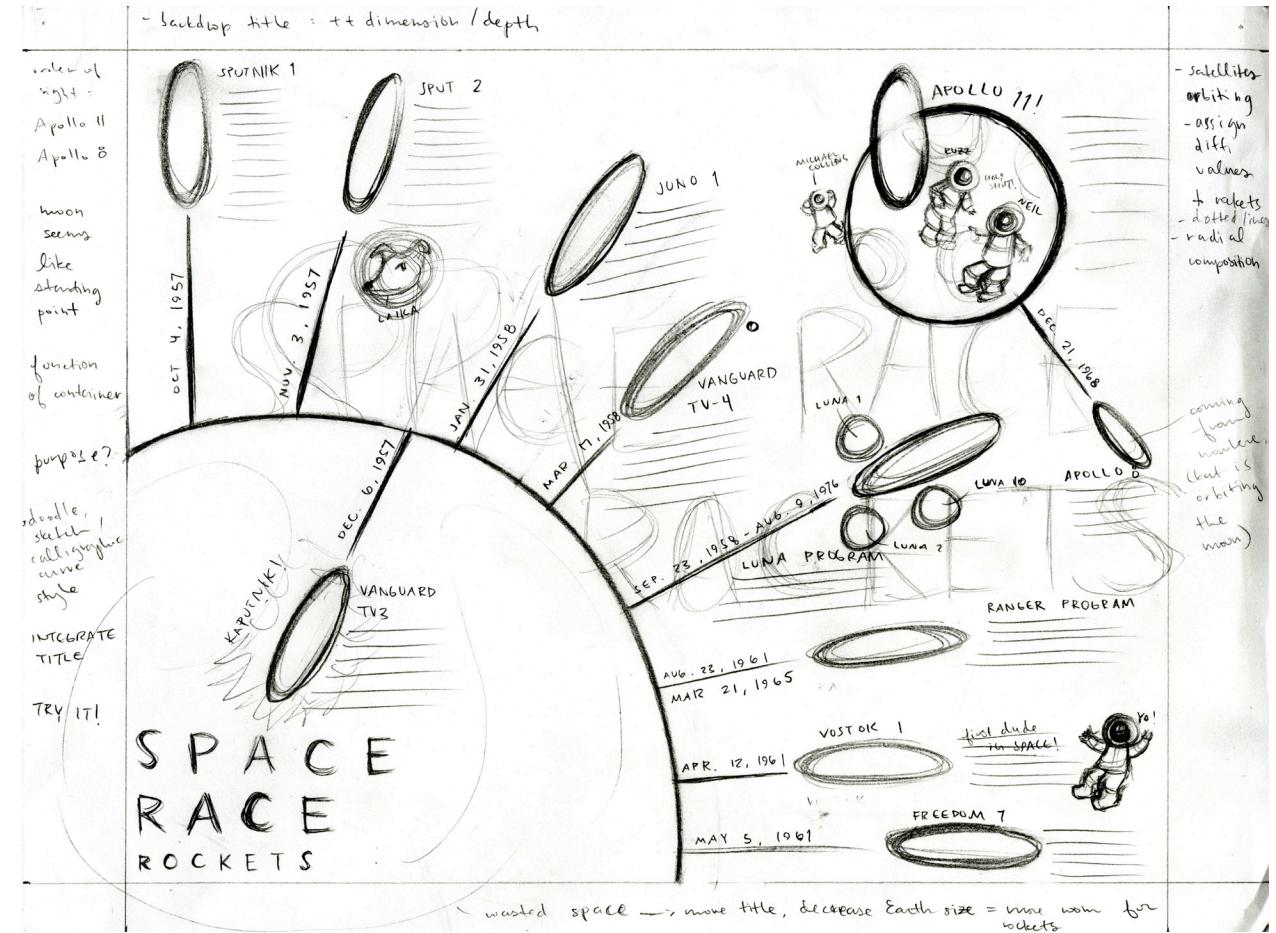
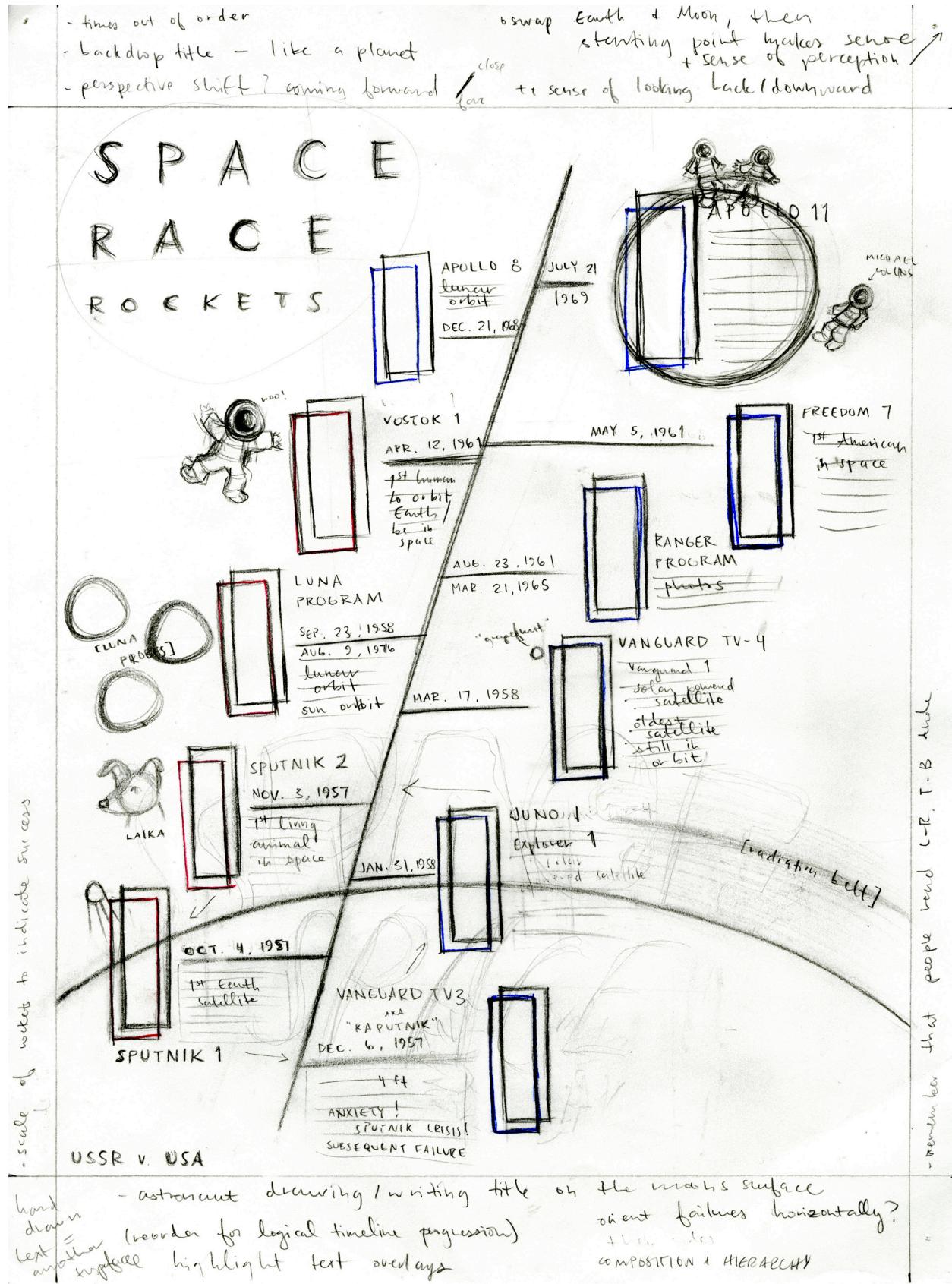
I started research by looking up books about rockets, aeronautics, and space. The first books I looked through dealt with the history of rocketry, starting with its use in pyrotechnics and weaponry and ending with its role in aeronautics and space. The progression of rocket use from Earth to space influenced my first idea of a timeline that depicted this upward movement. The numerous diagrams also brought about the idea of creating my own diagram with parts of a rocket labeled, possibly comparing two different types (e.g. the weapon kind and the space kind). The third idea was an organized array of disassembled rocket parts.

I had the ideas, but not the specific content to carry out those ideas; I was researching a very broad and general range of rocketry. In the first crit, Vidhya suggested that I look into the U.S.S.R. and U.S. Space Race—this really helped. The race still involved a movement from Earth to space, but in a more contained sense; the satellites that the rockets launched began as Earth orbiters, but the long-term goal was to reach the moon. The notion of a race also made its way into my earlier sketches, but dropped off in the later stages.

COMPONENTS OF VISUAL RESEARCH:

- Diagrams
- Schematics (and inverted black and white versions)
- Perspective
- Geometric/square typefaces, like Futura
- Earth/space backdrops
- Fictional aspects





INITIAL COMPS

At first I jumped straight into Illustrator to create mockups, but after a test print realized that I had no sense of the 16x20 scale. I took a step back and sketched at half the size to gain a sense of the page and how elements would sit in it.

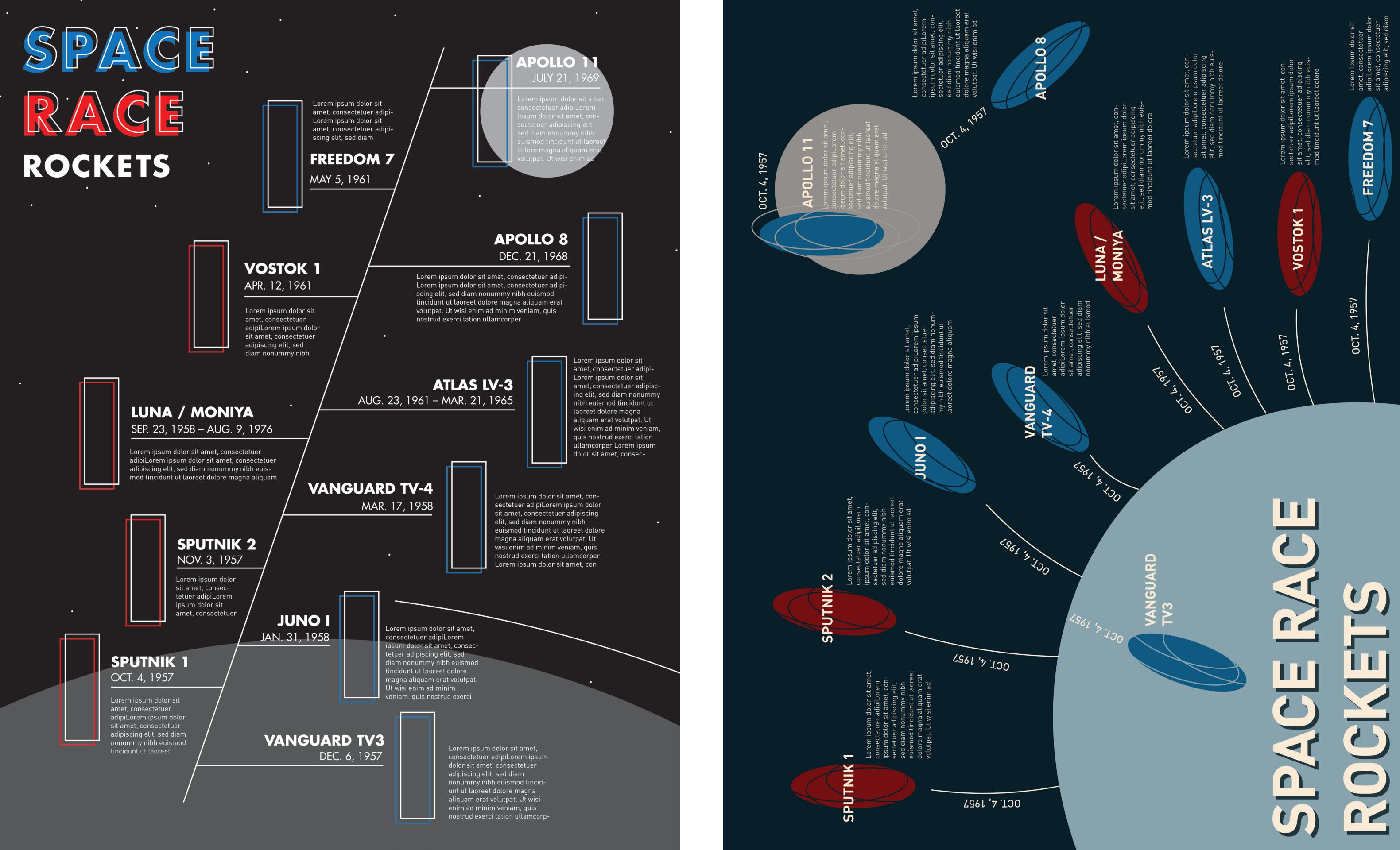
The first sketch (left) used a timeline structure that branches out like the large satellites we think of today. The boxes represented the schematic approach to drawing the rockets, the colored box being the backdrop. Early on I assigned the U.S.S.R. to be red and the U.S. to be blue due to their flags and to convey competition. I wanted each country to occupy their own side to get to the idea of a race, but that didn't align with the dates. Another issue was that the poster was meant to read from bottom to top (Earth to Moon); I realized after printing that it was being read top to the bottom (naturally) and that the moon misleads viewer. I also introduce supporting elements like the satellites and astronauts, but I still had to figure out how I would integrate

them, rather than leaving them to unpurposefully float.

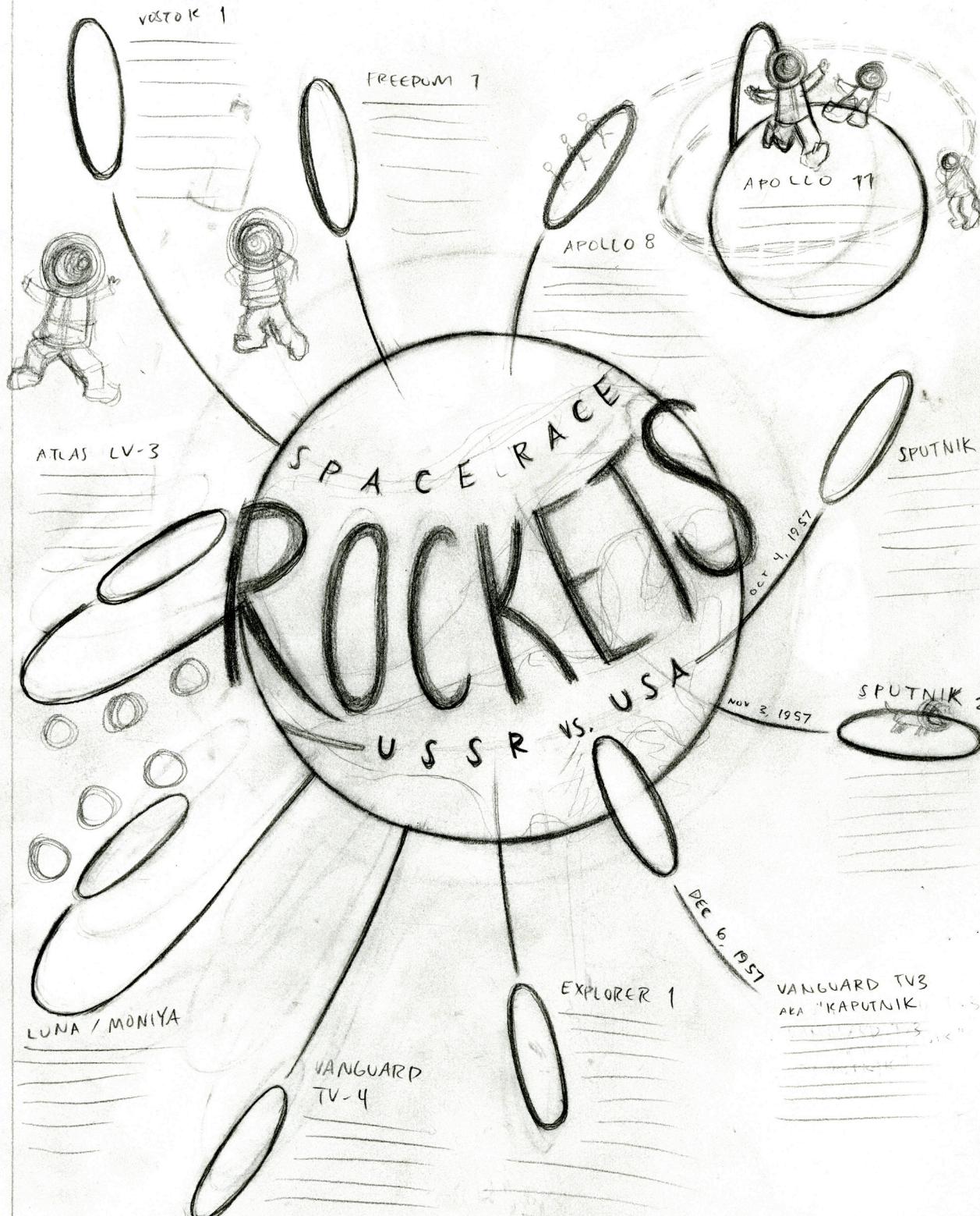
Although the rockets are moving from Earth to Moon in the first sketch, they are doing so linearly and are relatively static compared to the animated, radial ones in the second sketch. However the order of reading in the second sketch is not as clear. The Moon section also looks like some sort of character punching space.

With both mockups, clarity, organization, and integration of elements had to be refined. Both are also a bit too cramped; the awkward/inconsistent placement of some of the captions was indicative of that. Both also push the titles into the corner.

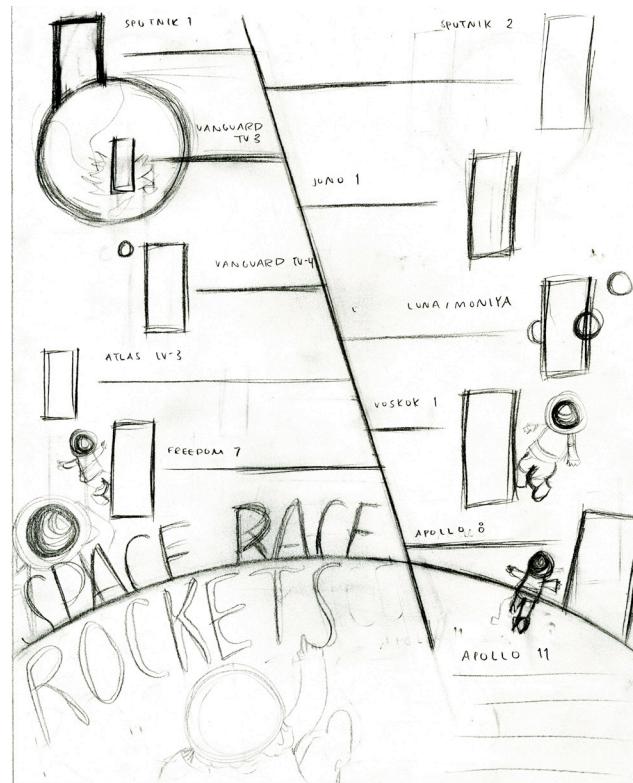
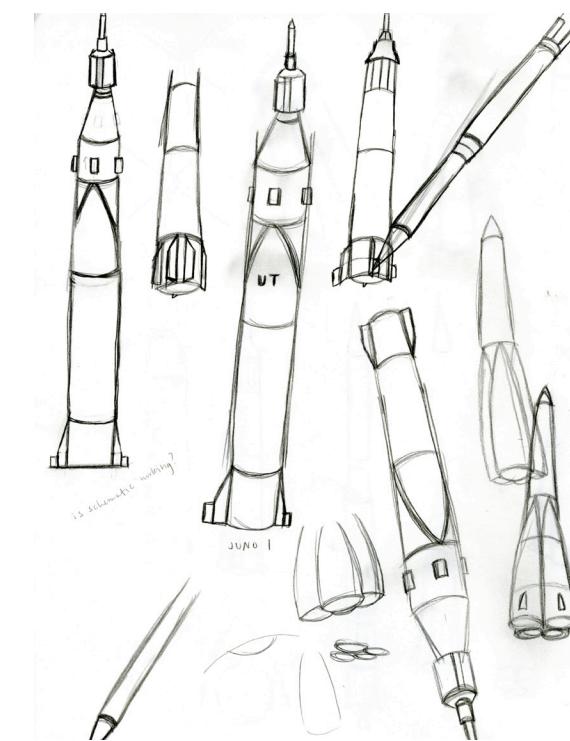
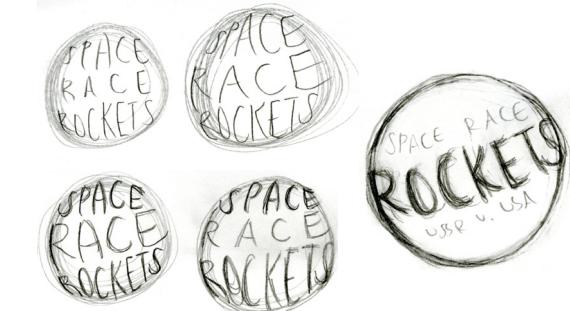
SPACE RACE ROCKETS



- scale
- hierarchy (astronauts need to scale down (competing w/ rockets))



- reference to NASA, but not a ripoff + satellites & probes
 - downsize "ROCKETS"
 - US & USSR country outlines on Earth
- rocket lines origin = launch site
- scale of rockets?

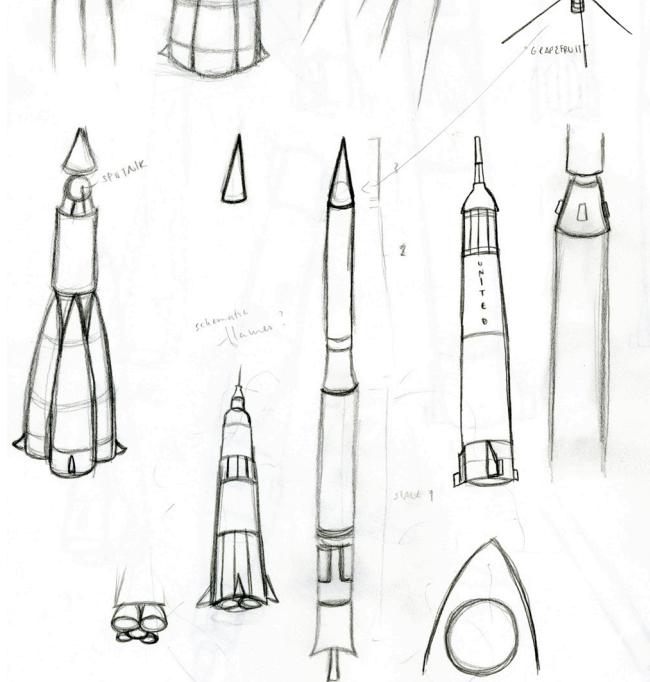


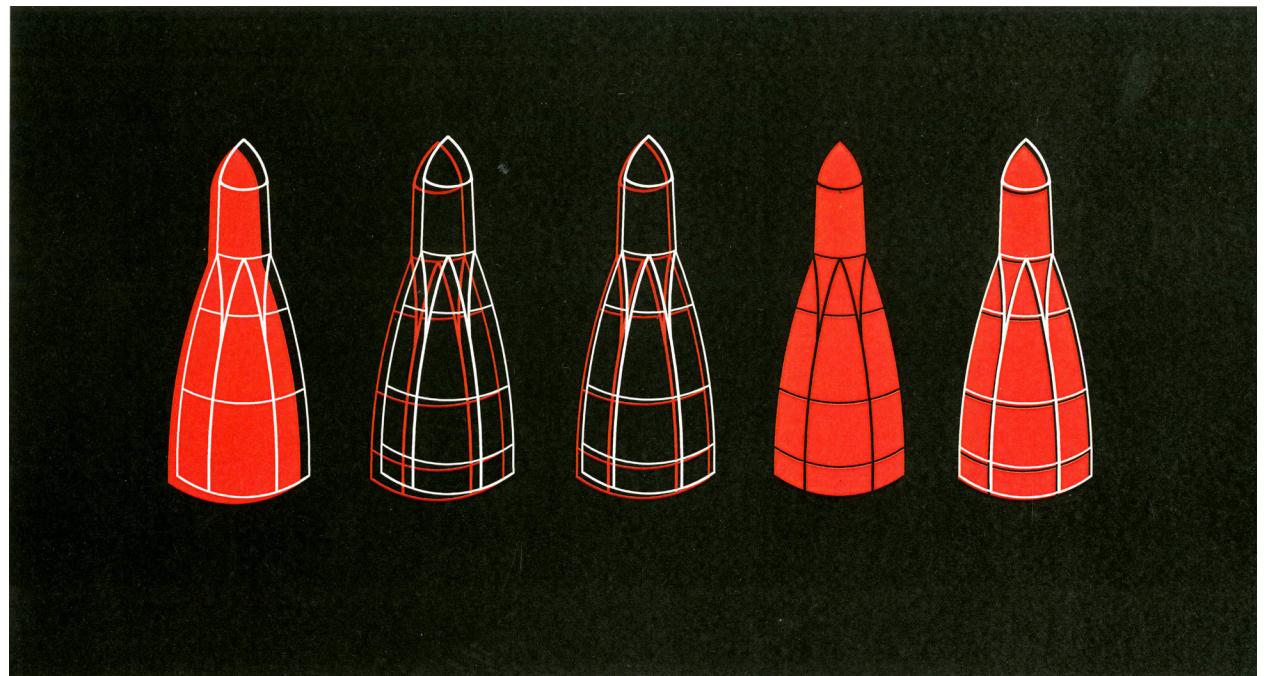
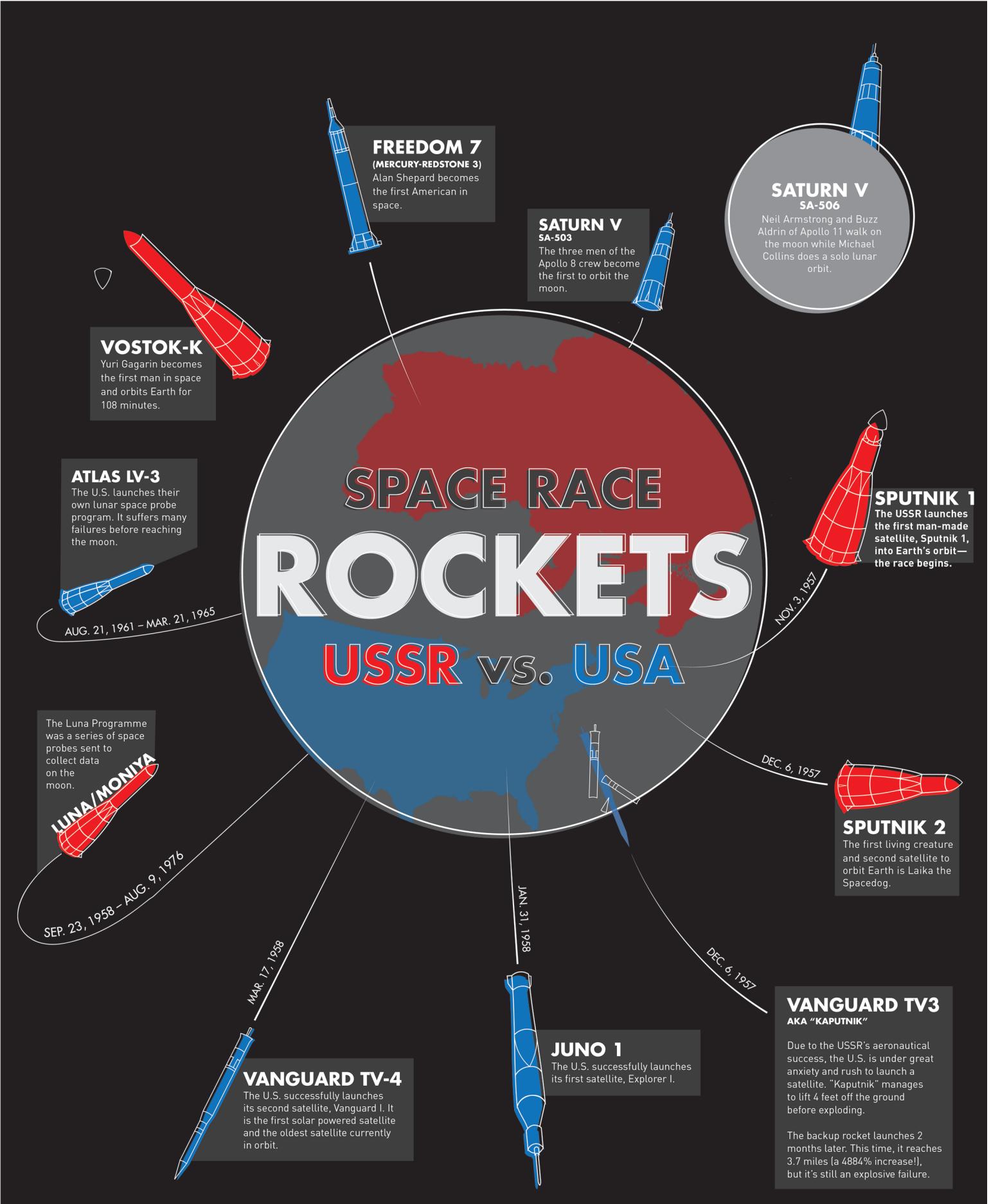
MORE SKETCHES

To open up the page and aid readability in the radial version, I centered Earth. Integrating the title in the center also reinforced this focal point.

In the linear version, I switched the position of the moon and Earth so that it would now be read from top to bottom. I also started incorporating perspective with the astronauts and playing with scale variations in the rockets to indicate their relative significance and success in the Space Race.

Frontloading with sketches really helped me arrive at an idea without feeling like I was committing to anything along the way.





VERSION 1

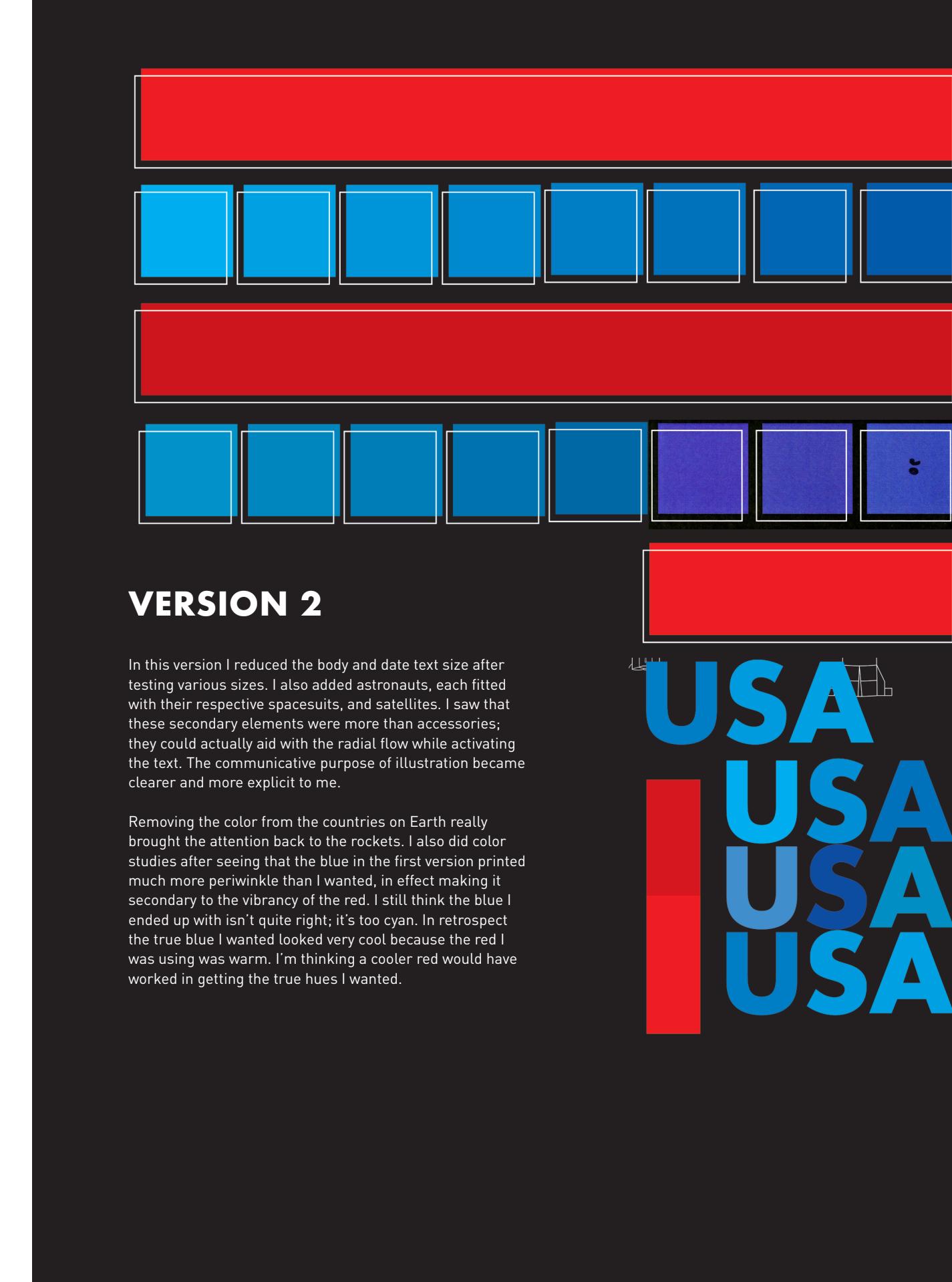
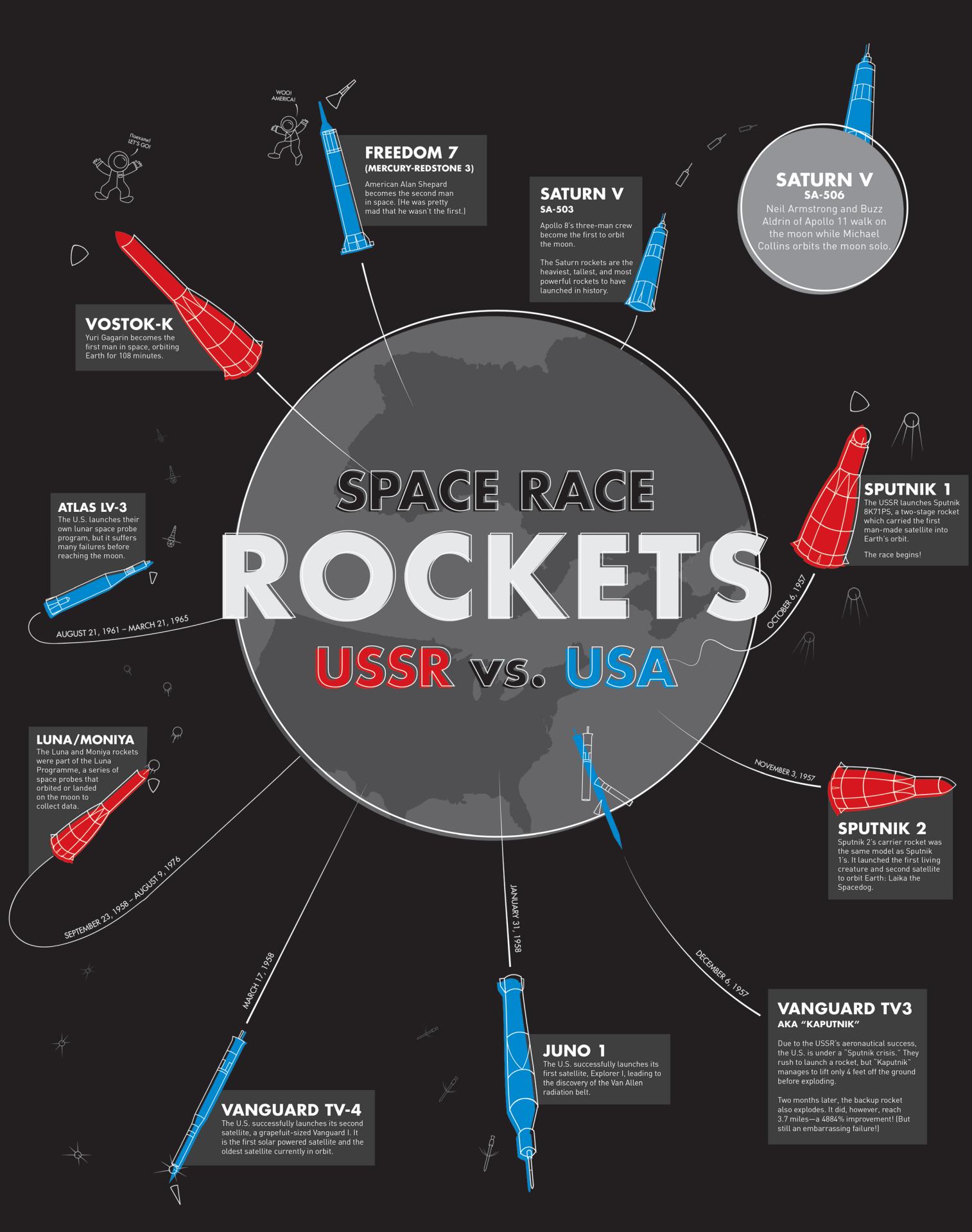
I started off with drawing the rockets, making a couple iterations on the colored-backdrop's style. Drawing the rockets took the most time; I hadn't seriously drawn in a couple of years, much less from reference pictures. I looked at several pictures of each rocket, primarily photographs but also diagrams, to figure out the defining features. I watched a video of a fake Sputnik 1 launch, but it basically demonstrated how the satellite came out of the top of the rocket. I brought this idea into the illustrations, moreso later on. Although I was slightly intimidated, I added shifts in perspective after seeing that using one point of view for all of the rockets looked off; it ended up animating the rockets more and adding to the overall dynamism.

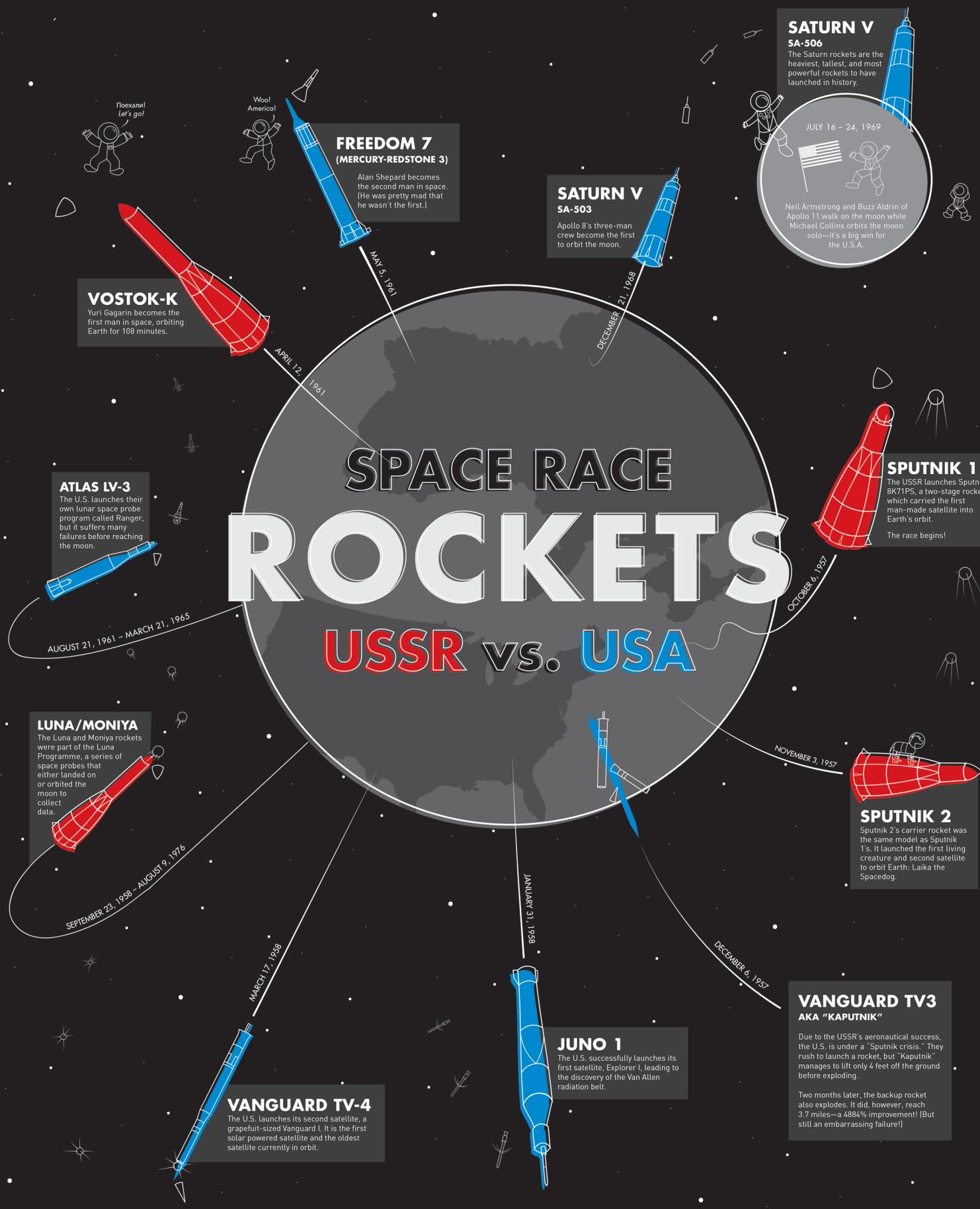
Liz suggested using smaller text overall; the body text was larger than needed, and it competed with the rockets. I also had trouble figuring out how I was going to fit the dates on the shorter lines of the top rockets—smaller text would fit. Reducing the size really helped free up the space and make it easier to manoeuvre around. Additionally, it made for more appropriate words per line.

Another element that needed to be sorted out was the placement of Saturn V SA-506's description. It's inconsistent with the other rockets and is disconnected from the rockets; it's labelling the moon instead.



I played with the spherize effect in Photoshop. Although it was dissonant from the 2D forms of the rockets, it brought me back to my original sketch idea of breaking the text out of the circle's frame. I bring this idea back in the next version. Additionally, the colored countries on Earth were intended to convey that that circle was Earth. The colored aspect took away from the USSR and USA text backdrops along with the colors of the rockets.



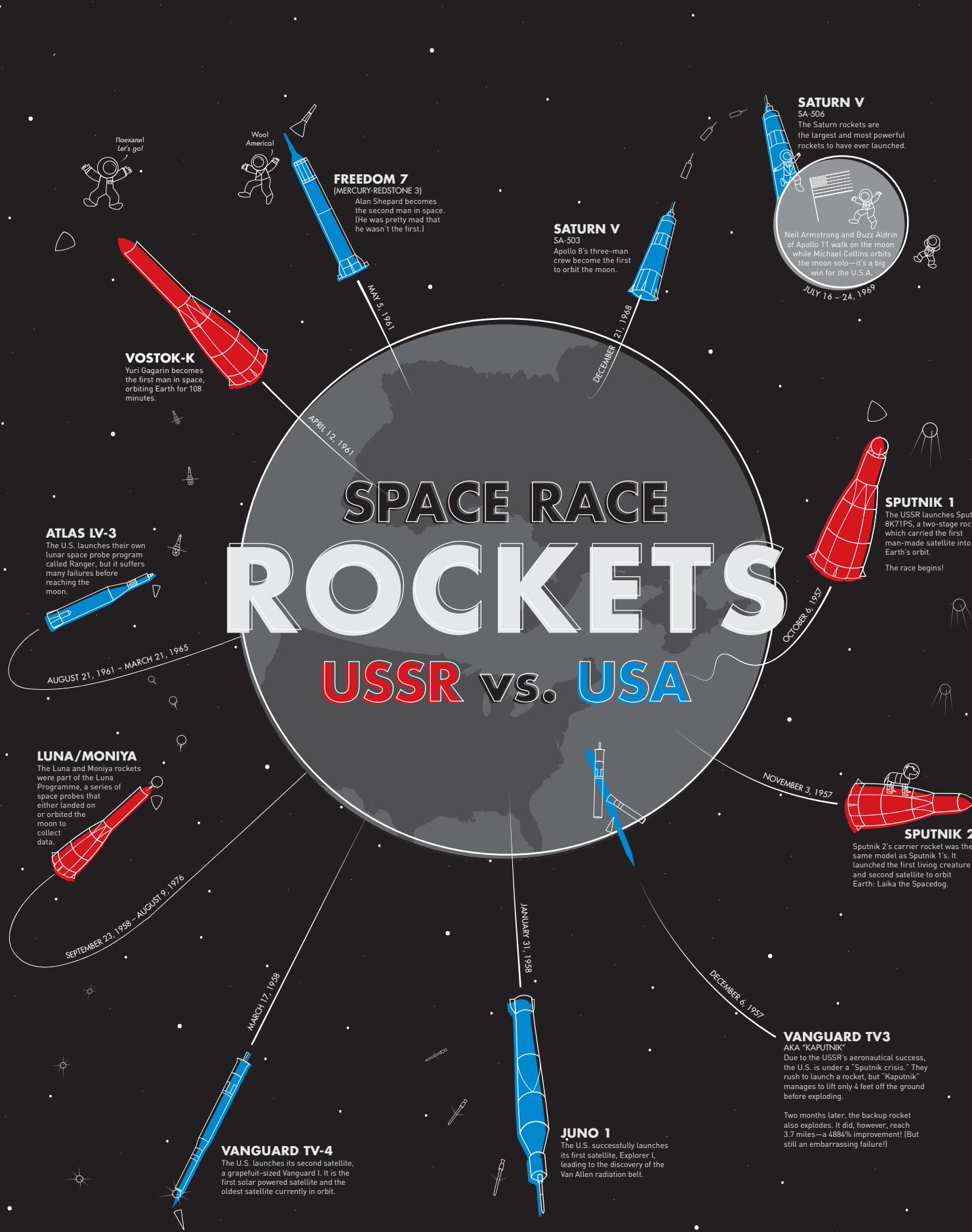


VERSION 3

I waited to add the stars last so that I could place them in spots that wouldn't awkwardly collide with the other elements, but they ended up changing the entire poster more than I anticipated. The satellites ended up getting pushed back and lost due to the brightness of the stars. I bumped up the opacity of the satellites but not enough. The line weight also needed to be increased.

The stars also made the boxes containing the rocket descriptions not as functional as I perceived them before. Without those boxes, the text seemed to just be floating in nothing, but after adding the stars, there was an environment for the text to sit in. Penina also mentioned that the boxes were edging on being their own elements, competing with the rockets. After removing them in the final version, I really saw how much they cluttered the poster.

In this version I came to an organization of the moon area. I wanted to signify/memorialize the reaching of the moon, but its a bit much and too large.



FINAL

I reduced the rocket name size, made the text the same color as rocket (a light gray, but for the subtext it still looked white against the black background), and reorganized the moon.

The moon area is still not quite there, especially because of the rocket description. Its shape is awkward and doesn't fit quite right in the contours.

In the previous verison, Penina also suggested coloring the rocket names to call back to the coloring of the USSR and USA text. I did some quick tests but didn't do enough to find the right shades or tints. I think it would have tied together the elements even more.

I also realized later that the title "Space Race Rockets: The Highlights" would've tied into the end concept and style more than the race and competition theme I had earlier on in the project.

Now I wonder if these funnels of refinement ever end.



