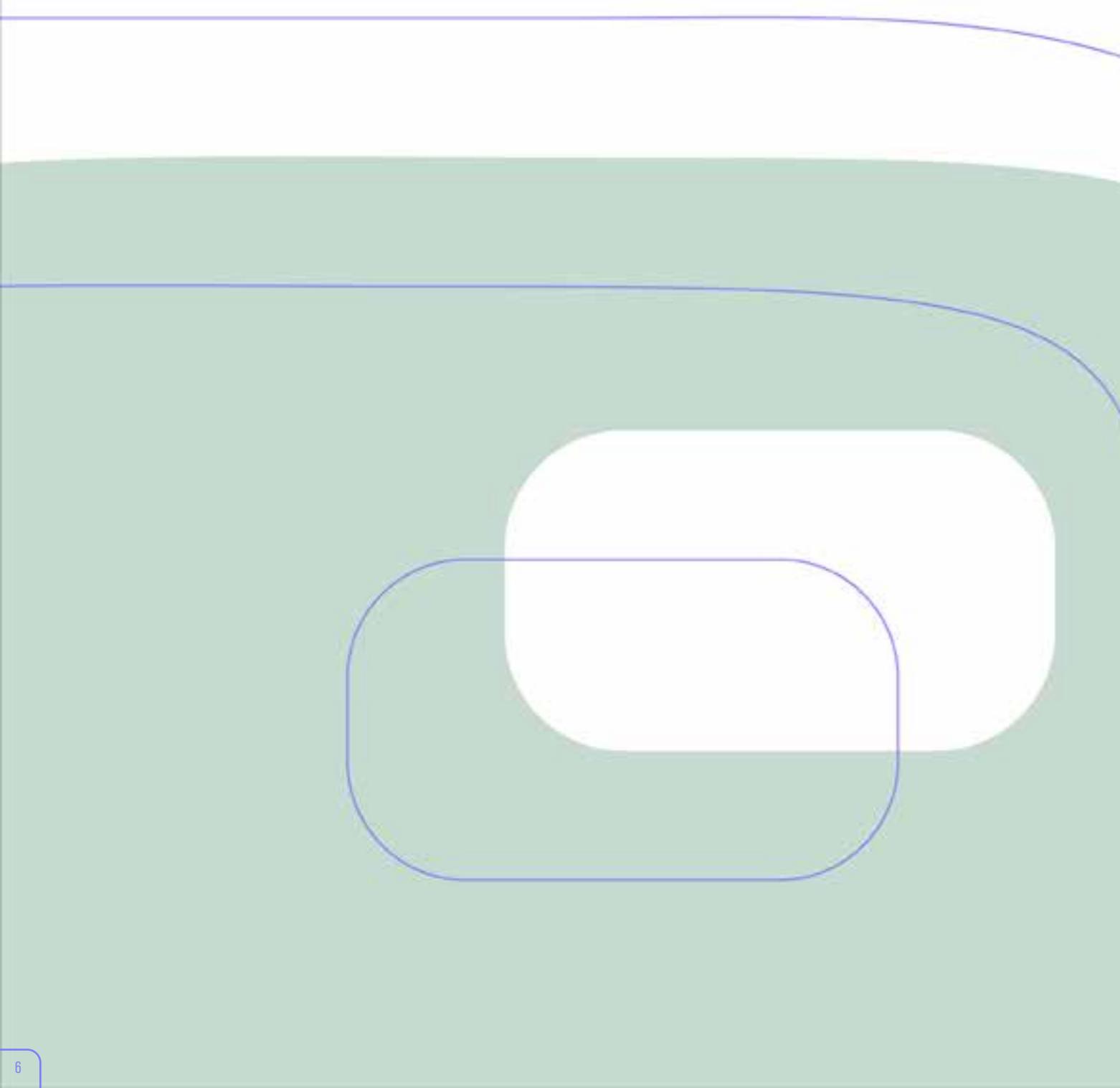


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- d. Exploration of Calligraphy 00
- e. Visual Dictionary 00
- f. Visual Storytelling 00
- g. Music Term in the Round 00
- h. Olympic Rebranding 00

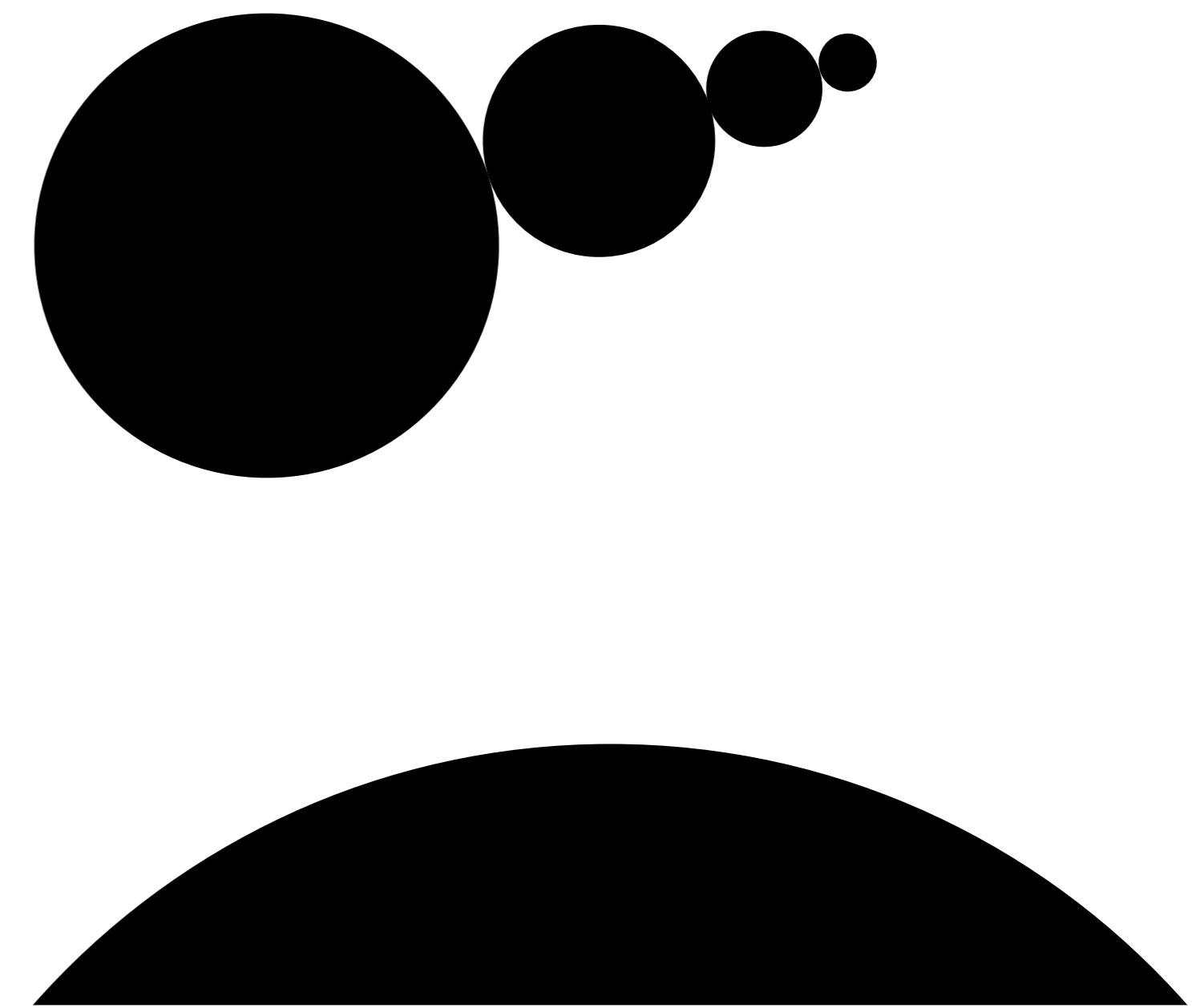


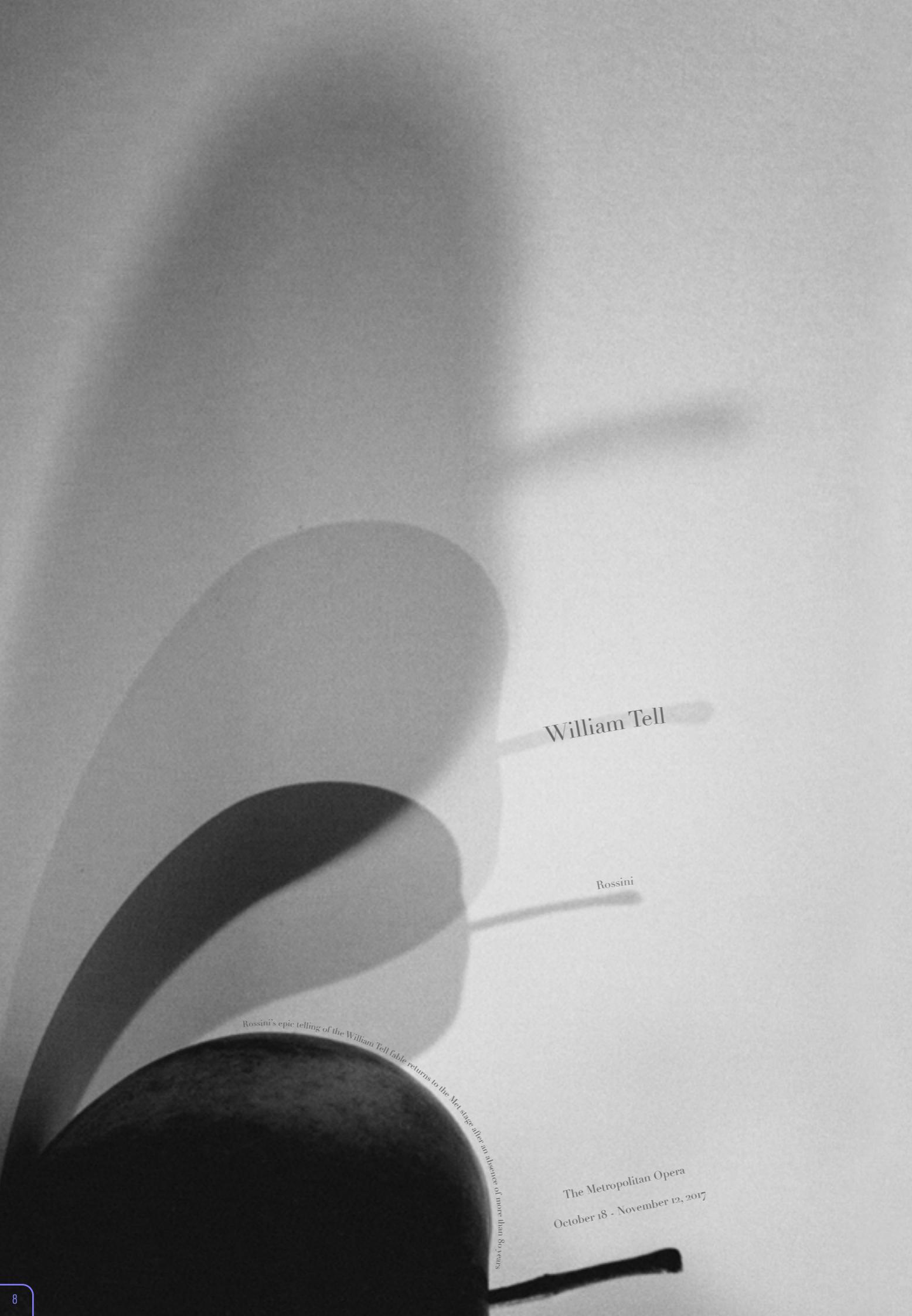


**Another reason for my interest  
in the use of black-and-white in design  
lies in my intense preoccupation  
with the forms and analysis of signs and symbols.**



— Armin Hofmann

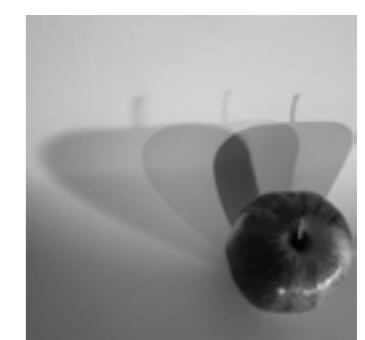
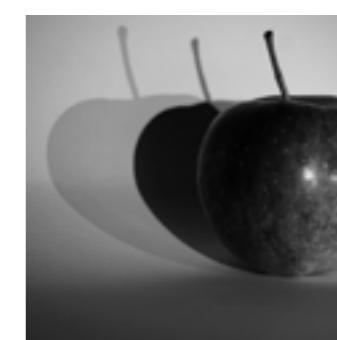
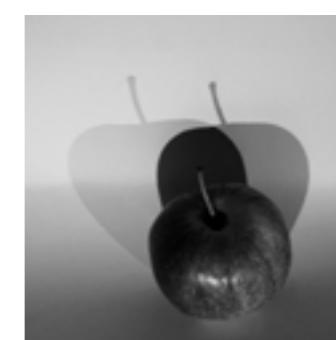
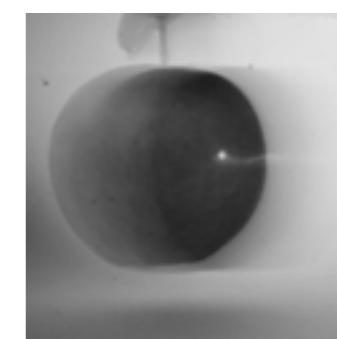
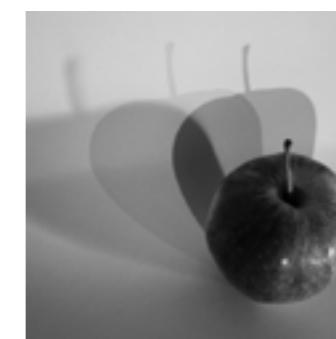
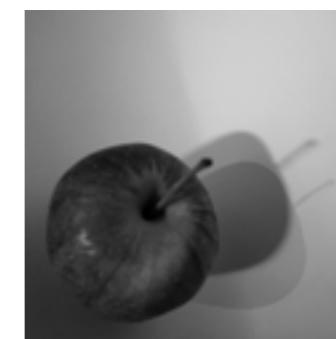




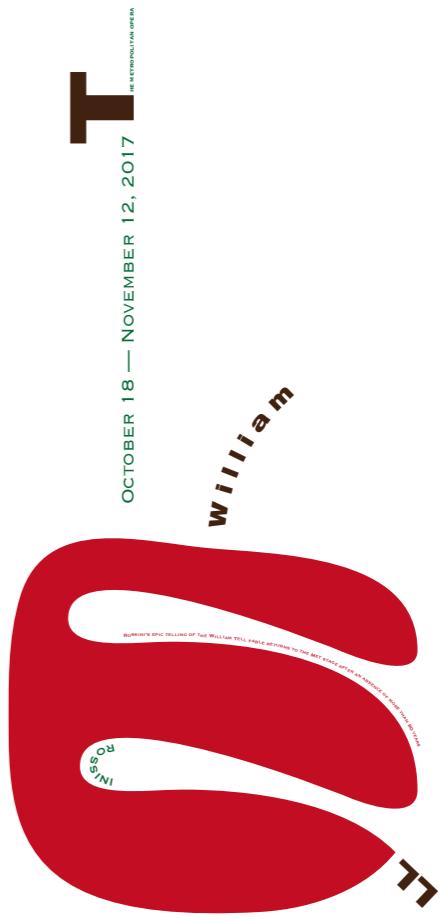
Experiment with ways of integrating photographic imagery with typography.

Poster designs for the opera *William Tell* based on Armin Hofmann's classic poster.

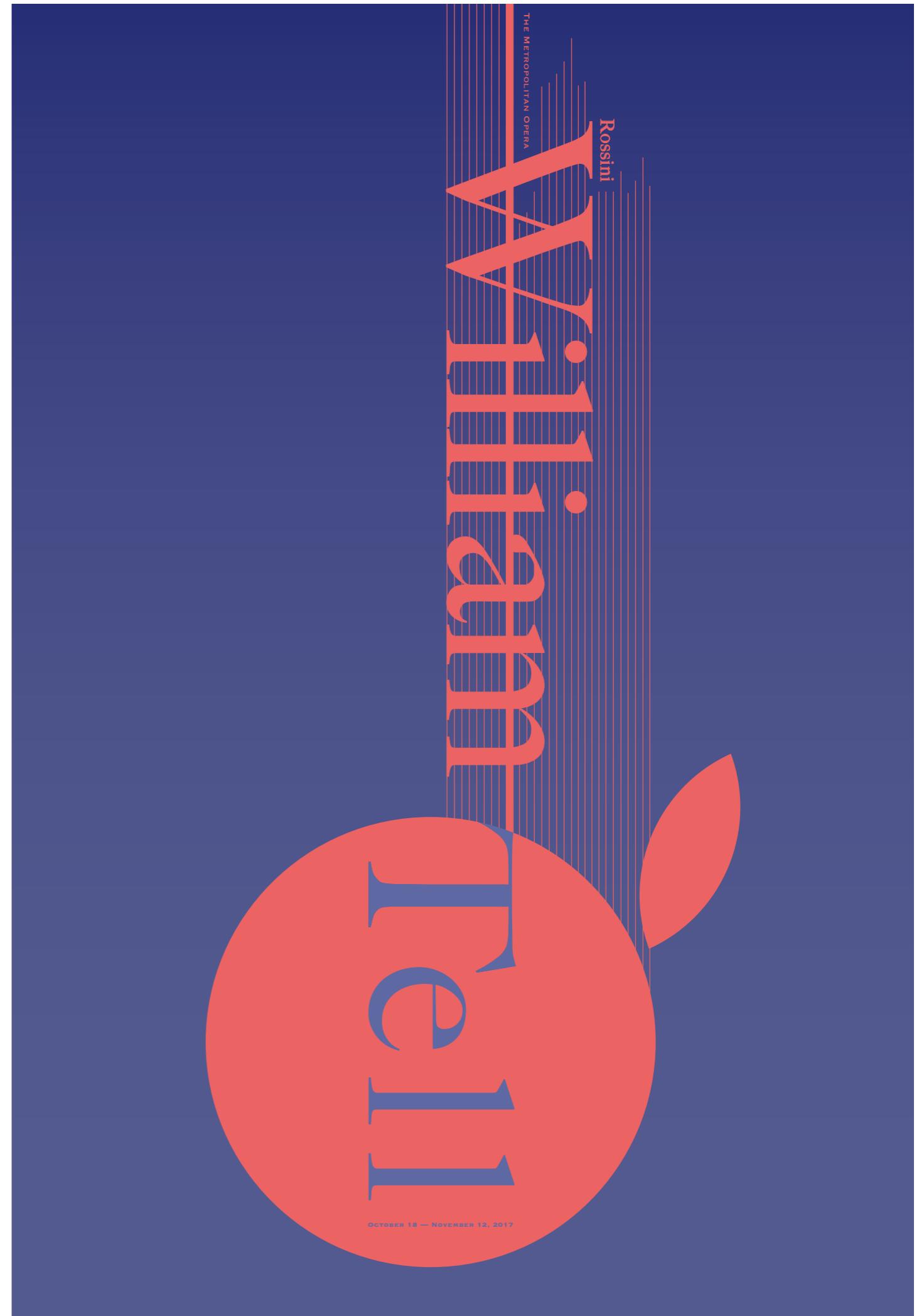
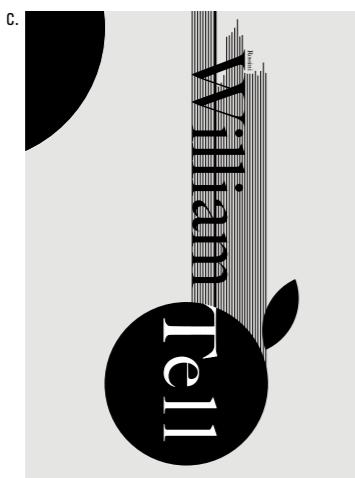
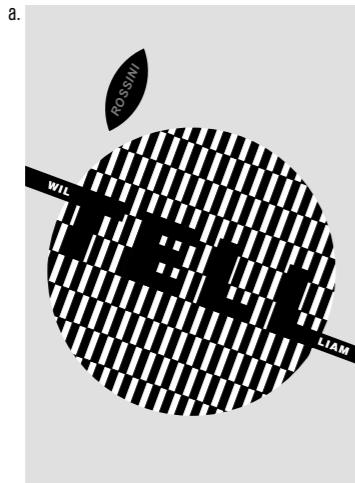
A1 594 x 841 mm



Type only, no images, two colors related to the William Tell fable.



- a. Iconic image, combined with expressive type; black, white and grayscale.
- b. Expressive type, no images; pure black and white, no grays.
- c. Iconic image combined with expressive type; pure black and white, no grays.





THE METROPOLITAN OPERA

ROSSINI'S EPIC TELLING OF THE WILLIAM TELL FABLE RETURNS TO THE MET STAGE AFTER AN ABSENCE OF MORE THAN 80 YEARS

OCTOBER 18 — NOVEMBER 12, 2017



WILLIAM TELL

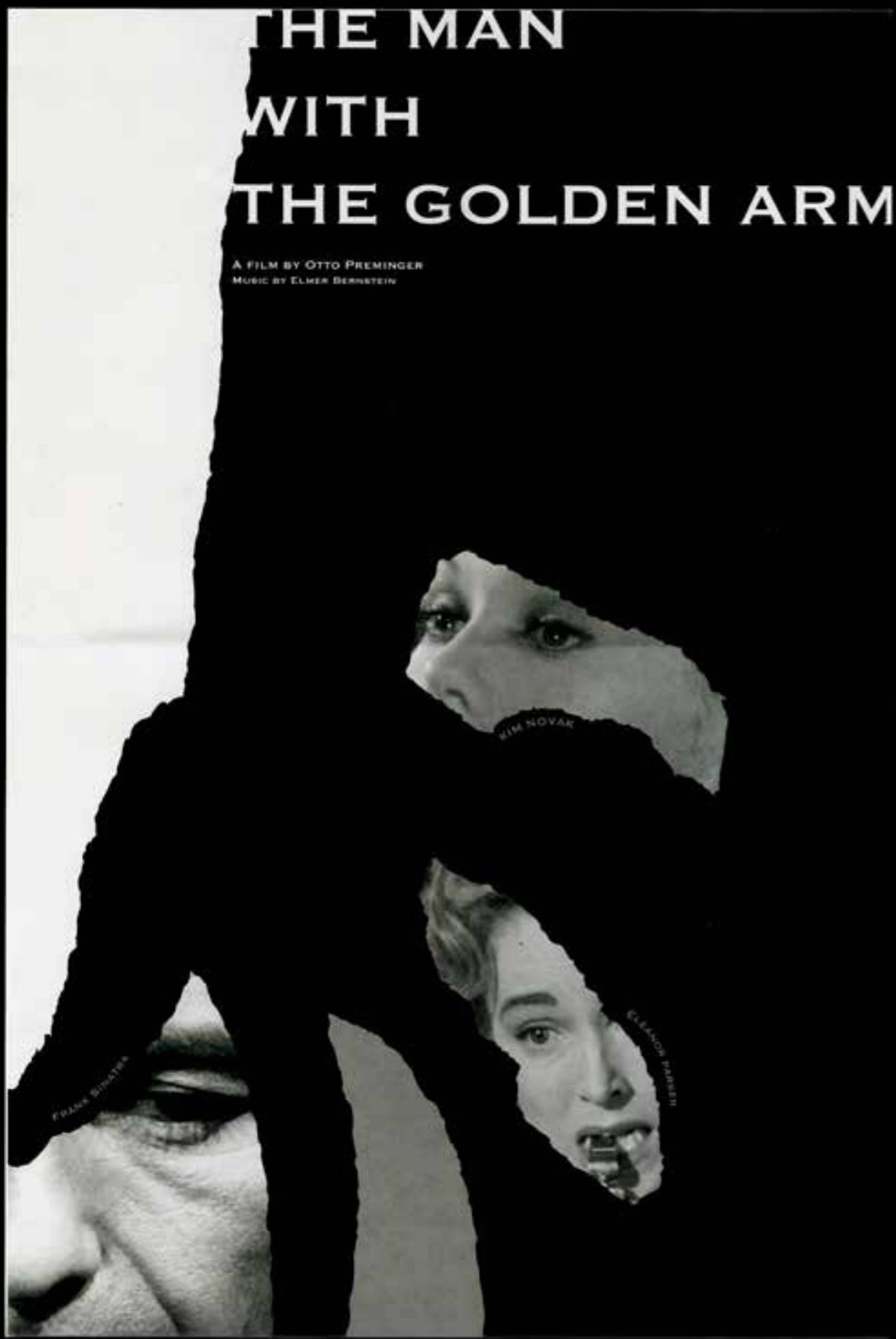
ROSSINI



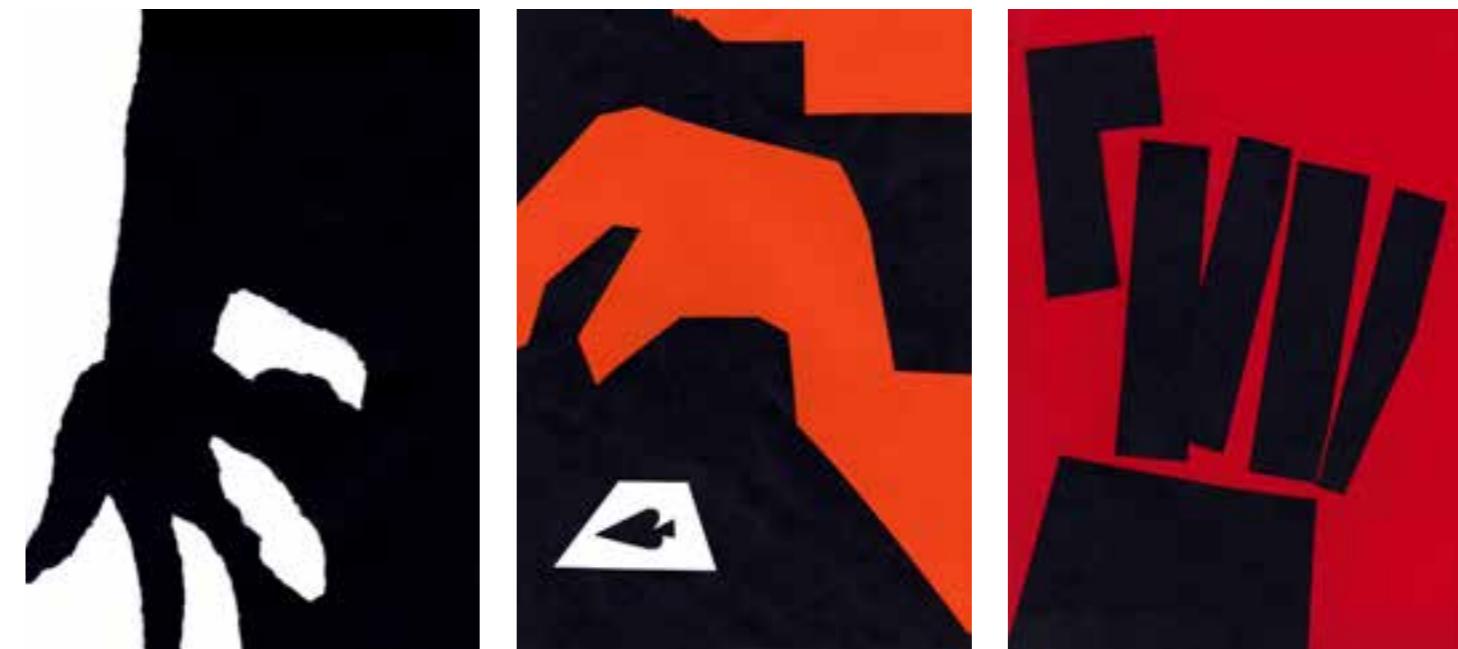
The invincible mark of wisdom is to see the  
*Miraculous*  
in the common.  
Emerson

Create activist posters that express the ideas in this design by Corita Kent.

Original or found photographic grayscale image, text in one font in color.



Explore Bass's minimalist design philosophy; create a series of hand-made designs with cut paper inspired using iconic shapes and symbolic colors.



Design a record jacket for The Man with the Golden Arm sound track with iconic imagery that expresses key themes of the movie and all words on the original record jacket.





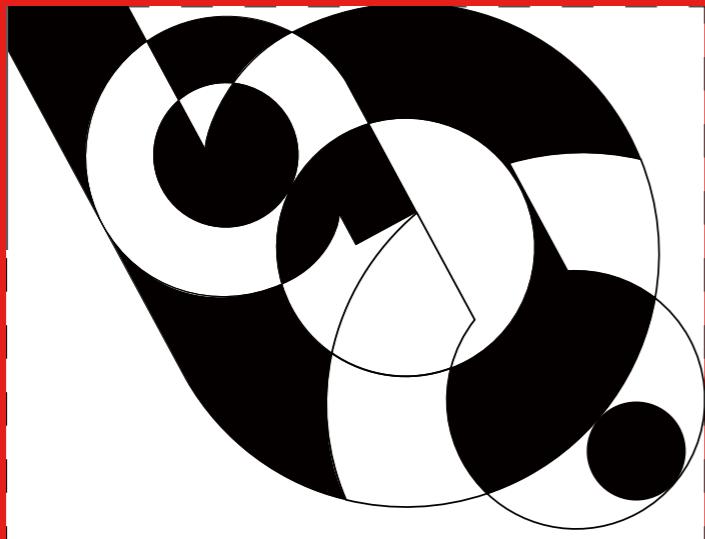


Study of Paul Rand's designs for visual identity.  
Compositions using the American Broadcasting Company logo.

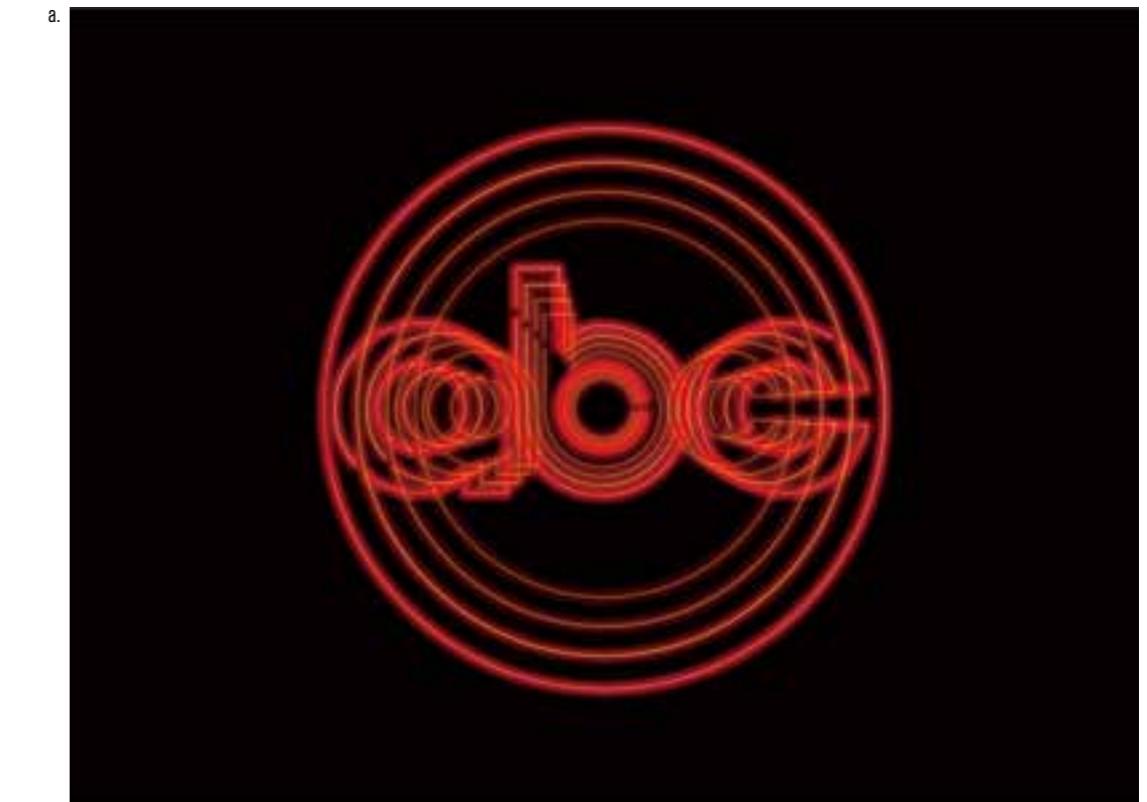
Logo elements are present in the composition in their original arrangement and proportions, but they are "hidden". 2 or more colors, letterforms can be repeated, solid or outlined, distorted.



Logo letterforms are not in their original horizontal arrangement, but they are recognizable and can be read in correct order; letterforms can change size and proportions, letterforms can overlap; letterforms can be black or white; letterforms can be solid or outlined.



Logo is displayed in a sequence of 3 compositions that express transformation.  
a. "traditional".  
b. "avant garde".  
c. "futurist".



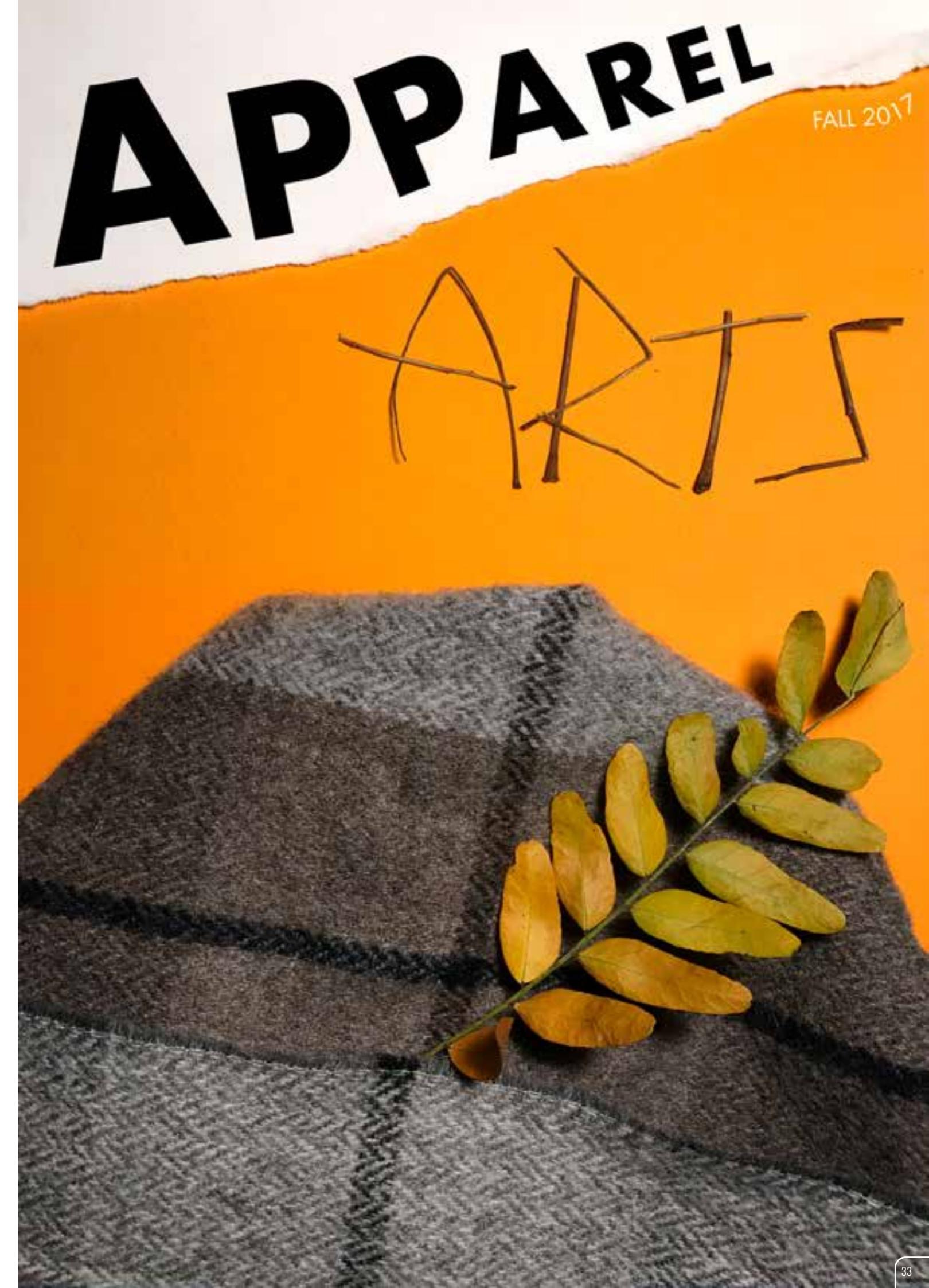
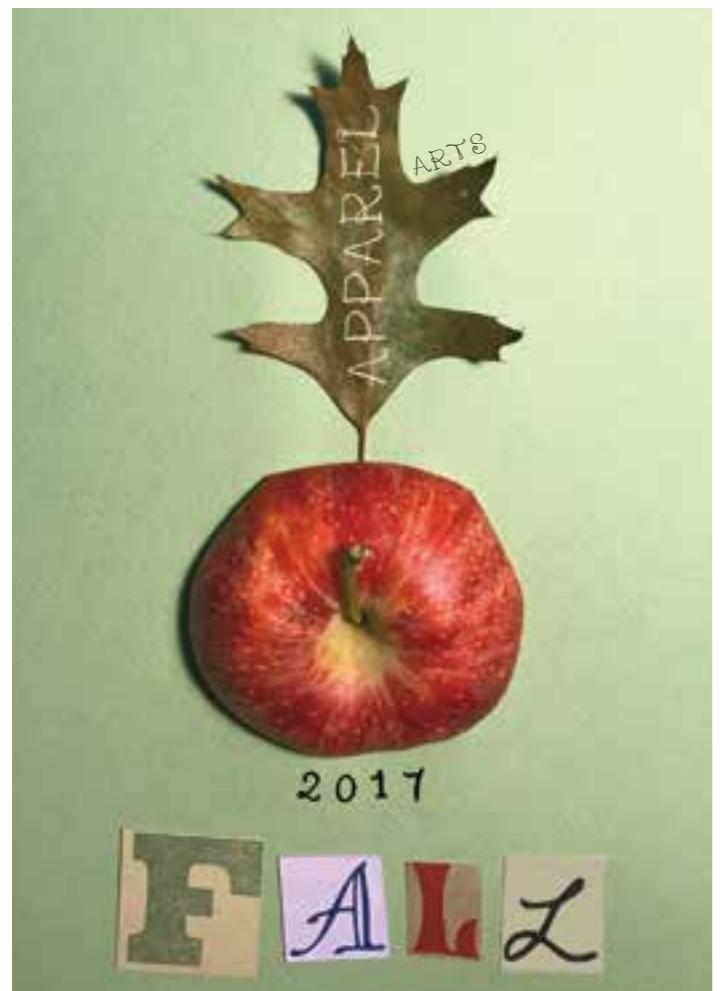
C.



Inspired by Paul Rand, design a mixed-media collage for the cover of the Fall 2017 issue of Apparel Arts Magazine.

A4 210 x 297mm

Work with found objects and materials, arranged in a two-dimensional composition, and photographed.



Design 3 feature spreads for the Fall issue of Apparel Arts magazine.  
Full title and text for the article A Brief History of Macy's Thanksgiving Day Parade with imagery related to the article and visualized to be harmonious with one of your mixed-media cover designs based on a consistent 3-column grid.



## A Brief History of Macy's Thanksgiving Day Parade

Since the first balloon debuted at the Macy's Thanksgiving Day Parade in 1927, balloon-spotting has been a Thanksgiving tradition. But those gorgantuan rubber characters—which can require as many as 90 handlers, a number that still hasn't prevented run-ins with lampposts and the occasional bystander injury—have been the source of nearly as much Thanksgiving drama as have dinner-table debates.

Here is a brief history of those balloons, from their helium-filled highs to their dangerous, windswept lows.

**1924**  
The first Macy's Parade takes place along a six-mile route beginning at 145th St. in Harlem. The floats are designed with a nursery rhyme theme in mind to match the store's holiday window displays. Although the parade is held on Thanksgiving, it is billed as a Christmas Parade, kicking off the beginning of the holiday season. Instead of balloons on the parade route, real animals, borrowed from the Central Park Zoo, entertain the crowds.

**1927**  
The first giant helium balloon, Felix the Cat, makes its debut at this year's parade, replacing the real animals. Because parade organizers in these early years have no plans for deflating the balloons, they allow them to float away.

**1942-1944**  
Like many major cultural events, the annual parade takes a hiatus during World War II. After the supply of natural rubber from Southeast Asia was cut off at the beginning of the war, the U.S. faced a major shortage. Consequently, the Macy's balloons are deflated and donated to the government to support the war effort.

**1957**  
Olive Oyl, Popeye's damsel-in-distress girlfriend, becomes the first female character represented in balloon form in the Thanksgiving Day Parade.

**1982**  
Olive Oyl, Popeye's damsel-in-distress girlfriend, becomes the first female character represented in balloon form in the Thanksgiving Day Parade.

**1990**  
Macy's introduces a new spectacle with the "fallon"—a cold-air balloon that originates from a float in the parade. The first balloons bring to life characters from The Wizard of Oz and Paddington Bear.

**1997**  
High winds cause a six-story Cat in the Hat balloon to collide with a lamppost, sending debris into the audience below.

**2005**  
Dora the Explorer, the animated Nickelodeon character, becomes the first Latina (or Latino) character rendered in a Thanksgiving Day Parade balloon.

**2015**  
The Angry Bird made his debut and Snoopy defended his record as the character who has appeared in the most parades.

**2016**  
In the 2016 reboot of Ghostbusters, the new team of Ghostbusters fought a haunted balloon parade including characters from the 1920s, 1930s and 1940s.

2 Apparel Arts November 2017



Images courtesy Macy's.



Here is a brief history of those balloons, from their helium-filled highs to their dangerous, windswept lows.



**1924**  
The first Macy's Parade takes place along a six-mile route beginning at 145th St. in Harlem. The floats are designed with a nursery rhyme theme in mind to match the store's holiday window displays. Although the parade is held on Thanksgiving, it is billed as a Christmas Parade, kicking off the beginning of the holiday season. Instead of balloons on the parade route, real animals, borrowed from the Central Park Zoo, entertain the crowds.

**1957**  
An already drenched crowd, watching the parade in inclement weather, gets even wetter when Popeye the Sailor's hat fills with water and spills onto spectators.

**1982**  
Olive Oyl, Popeye's damsel-in-distress girlfriend, becomes the first female character represented in balloon form in the Thanksgiving Day Parade.

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2 Apparel Arts November 2017

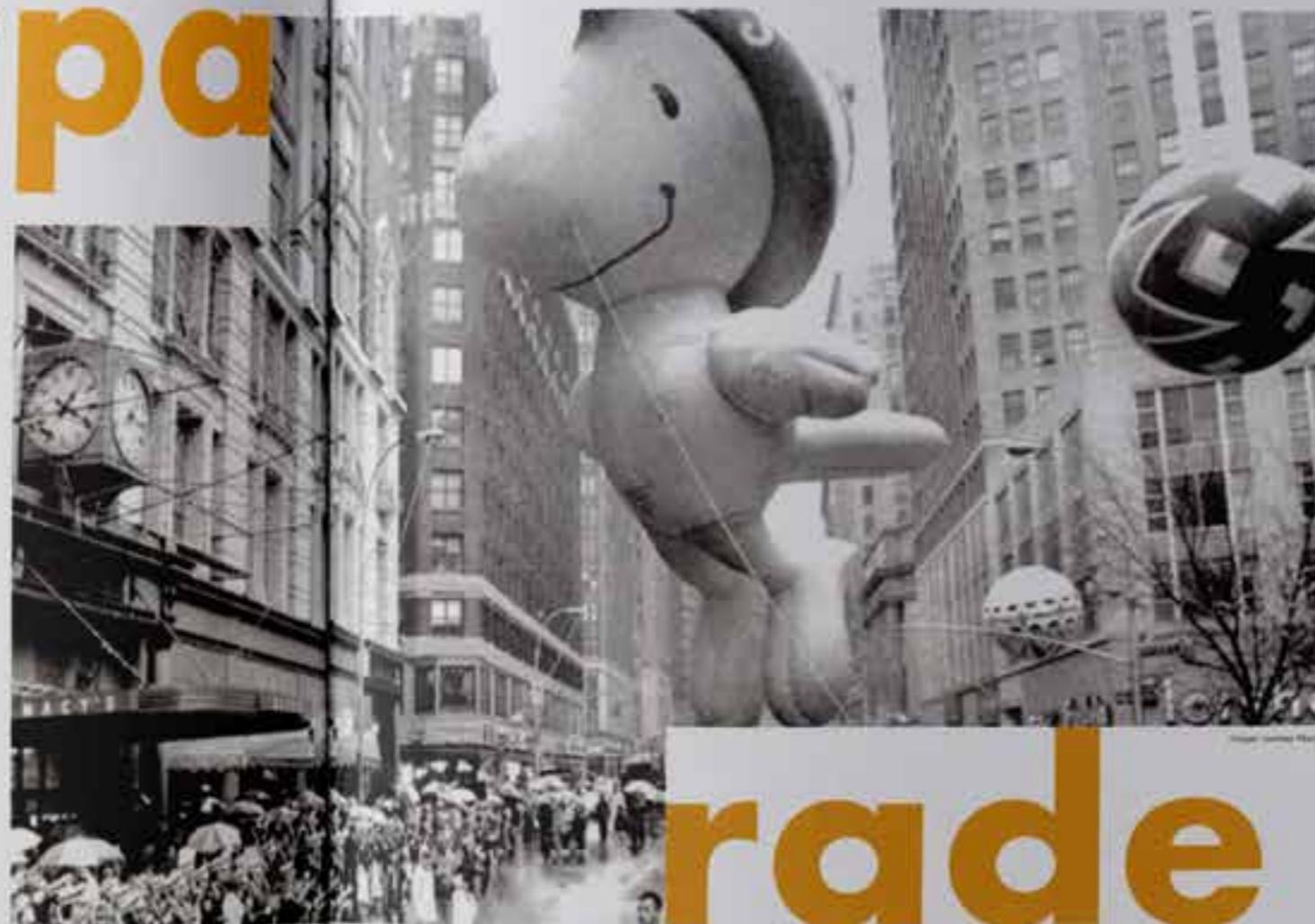
## A Brief History of Macy's Thanksgiving Day

Since the first balloon debuted at the Macy's Thanksgiving Day Parade in 1927, balloon-spotting has been a Thanksgiving tradition. But those gargantuan rubber characters—which can require as many as 90 handles, a number that still hasn't prevented runners with lampoons and the occasional bystander injury—have been the source of nearly as much Thanksgiving drama as have dinner-table debates.

From a brief history of these balloons from their helium-filled highs to their dangerous, windswept lows.

**1924**  
The first Macy's Parade takes place along a six-mile route beginning at 142nd St. in Harlem. The floats are designed with novelty floats. Rubber balloons are used to match the other balloons without disabilities. Although the process is held on Thanksgiving, it is referred to as a Christmas Parade. A lack of the beginning of the balloon section, instead of balloons in the parade route, lead officials to choose from the Central Park Zoo animals for the crowds.

**1931**  
The first giant helium balloon, Felix the Cat, makes its debut in this year's parade, replacing the less durable, because porous, latex balloons. Helium balloons are chosen in favor of glass because they are lighter than air.



**1933-1944**  
Due to heavy traffic, balloon floats become smaller because of space constraints. After the supply of non-inflatable balloons runs out, the first helium-filled balloons are used. At the beginning of the war, the U.S. forces begin shortages. Consequently, the Navy's balloons are deflated and donated to the government to support the war effort.

**1946**  
The parade is limited locally for the first time. The following year, the parade would be broadcast to a national audience on NBC, the new network that broadcast V-E day.

**1957**  
An intense December snowstorm, warning the parade committee another year goes over, while Romeo the Sailor's hot air balloon with 100,000 cubic feet of propane.

**1961**  
The DJ, known as a disc jockey, is chosen because he is the female character associated with balloons during the Thanksgiving Day Parade.

**1969**  
The first balloon to ever spectacular with the Macy's Thanksgiving Day Parade, the new network that broadcast V-E day.

**1997**  
High winds cause a victory Cup in the Hot Balloon to collide with a lamp post, sending visitors into the audience below.

**2001**  
Macy's debuts the "Blue Sky Gallery," a collection of balloons that hints to bring the sky back to the masses. The series highlights work by artists like Jeff Koons, Takashi Murakami and Keith Haring.

**2005**  
Dora the Explorer, the animated Nickelodeon character, becomes the first Latina live balloon character added in a Thanksgiving Day Parade balloon.

**2012**  
The Angry Bird made its debut and Dr. Seuss' beloved record as the character who has appeared in the most parades.

**2016**  
In the 2016 edition of Ghostbusters, the new wave of Ghostbusters brought a housed balloon parade including characters from the 1920s, 1930s and 1940s.

# black

## friday

The meaning behind the year's Biggest Bargain Binge

Everyone seems Black Friday has evolved into more than the coldest shopping weekend of the year. It's not just a day to go for great deals—self-immolation is being pushed to extreme stages of retail. So what's the future of the shopping culture we're creating? And why do we still go? And how can companies best prepare for Black Friday?

**Top photo:** © AP/Wide World; © Getty Images

**Top photo:** © AP/Wide World; © Getty Images

**Bottom photo:** © Getty Images

**Black Friday**  
In 1945, stores "Black Friday" began to refer to sales on the night after Thanksgiving. In 1950, the term was coined to describe the day before the first Monday in November, when the stores that had been closed for the Thanksgiving holiday reopened. Since then, it has become a tradition for Americans to start shopping early on Thanksgiving night.

**Black Friday's history**  
According to Joseph P. DiMasi, who was editor-in-chief of the Philadelphia Inquirer, the term "Black Friday" comes out of the old Wall Street saying "Black Friday" means a bad day. In November 1929, the last "Black Friday" before the Great Depression began, the New York Stock Exchange experienced its first 10% drop in value since the October 28 stock market crash.

**When does it mean Black Friday?**  
Black Friday has also been used historically to refer to the Friday after the Thanksgiving holiday. The first recorded use of Black Friday was attributed to the 1950s, when the city of Chicago, Illinois, started its own version of the term. In 1957, Chicago Mayor Richard J. Daley signed an ordinance calling the Friday after Thanksgiving "Black Friday." The ordinance was signed into law by the City Council on December 11, 1957.

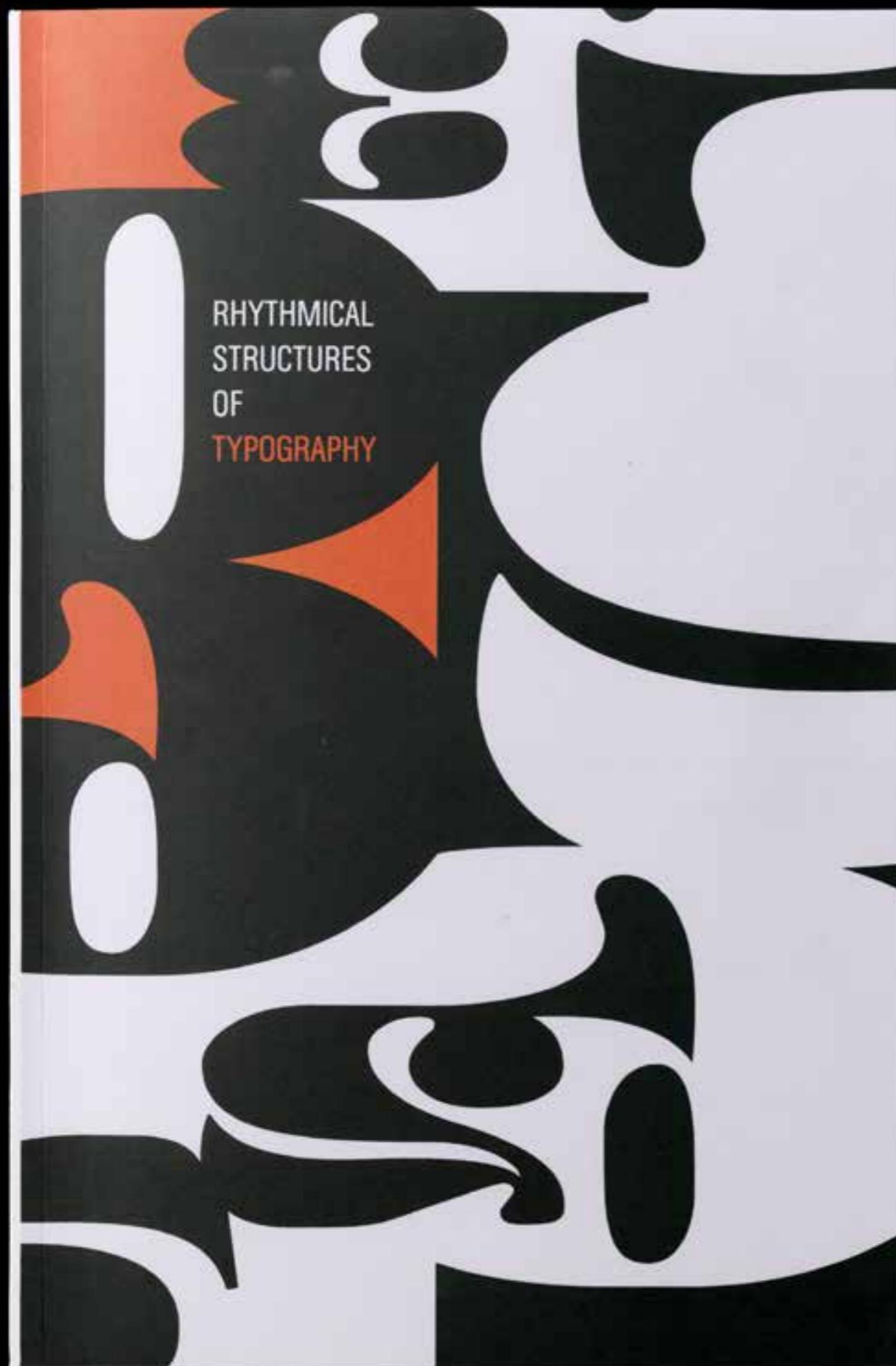
**Black Friday's future**  
In 2010, the National Retail Federation projected that Black Friday sales would reach \$5.1 billion. In 2011, sales in the United States reached \$5.9 billion, up 16% from the previous year.

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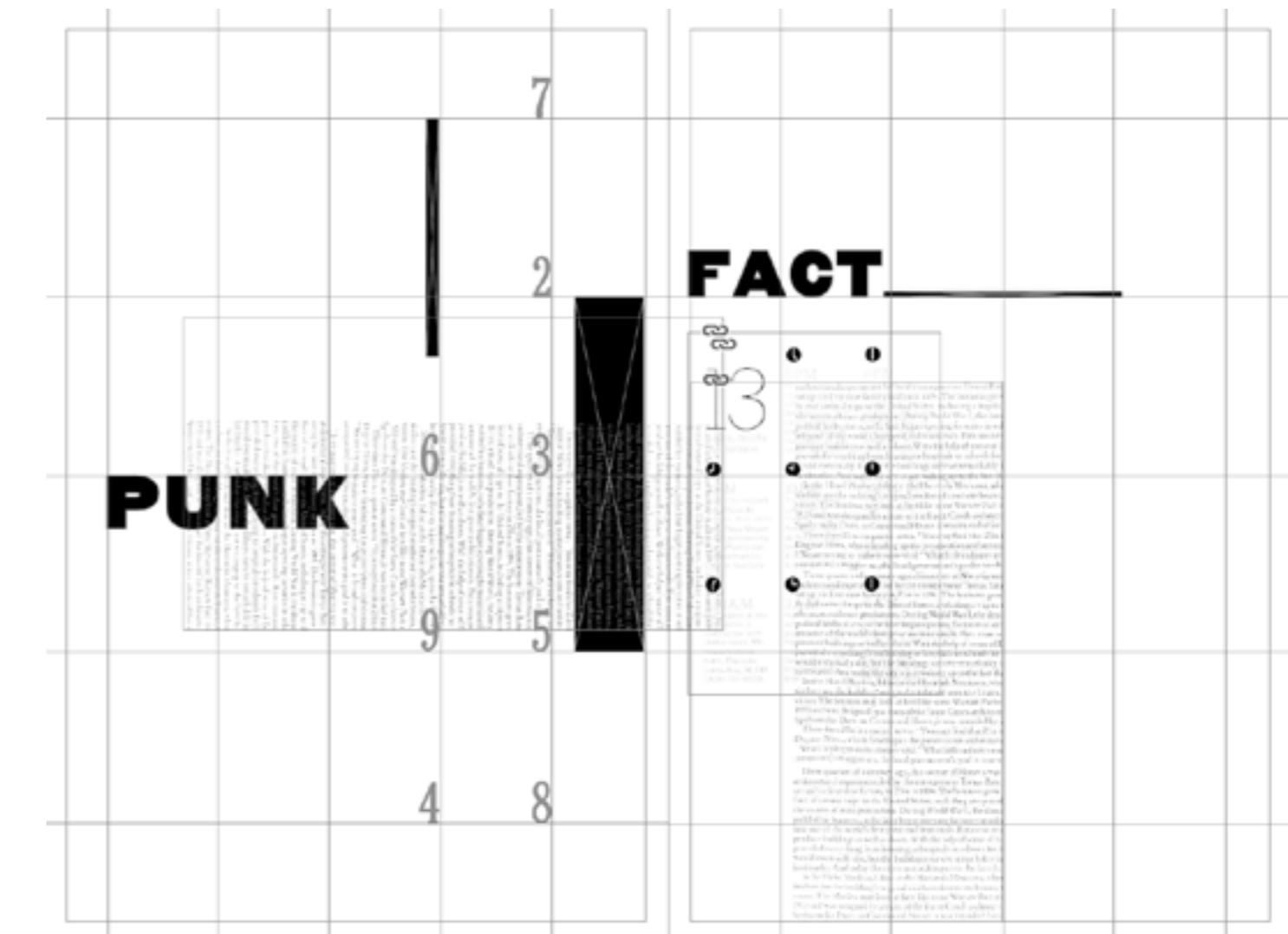


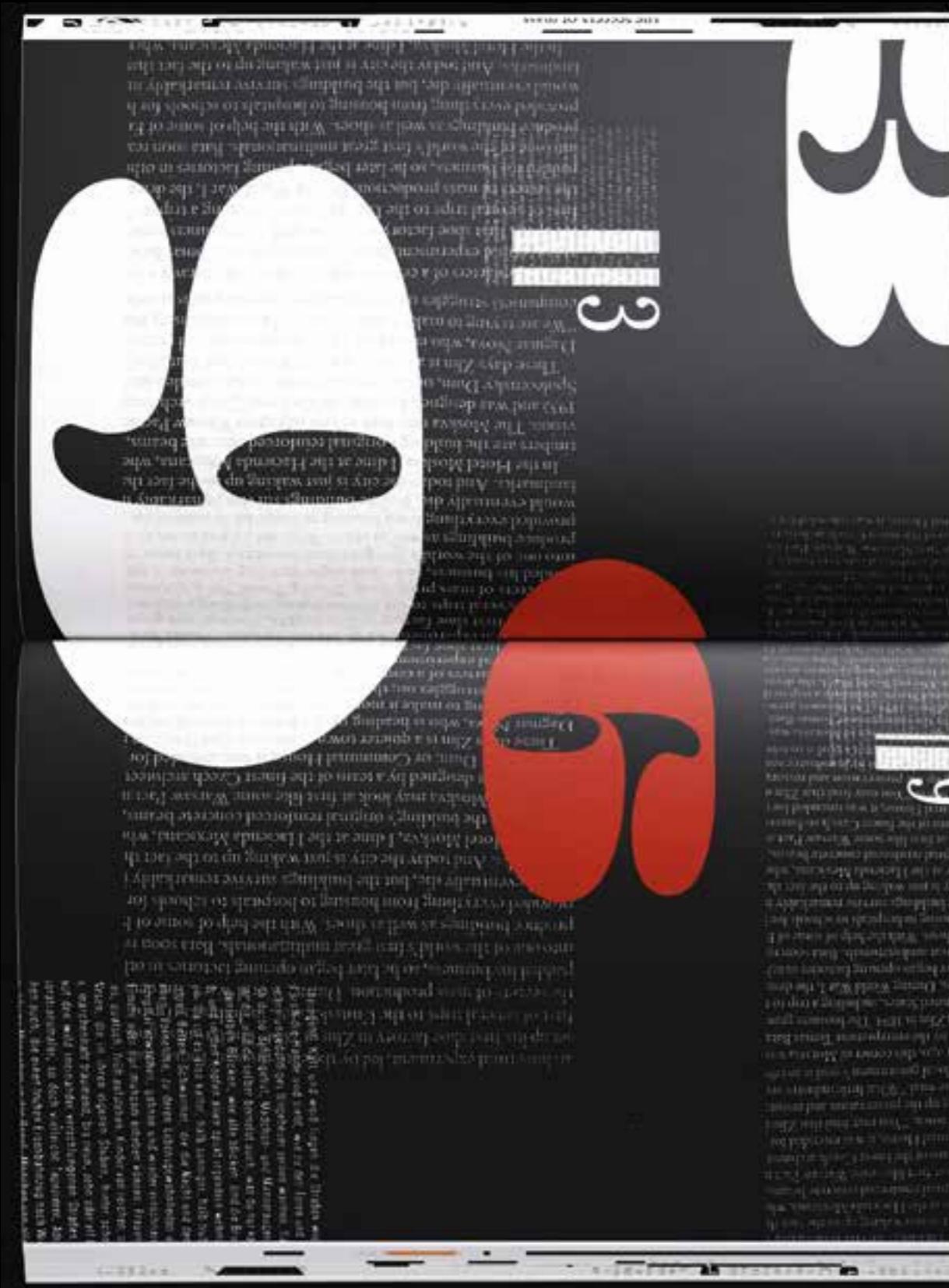


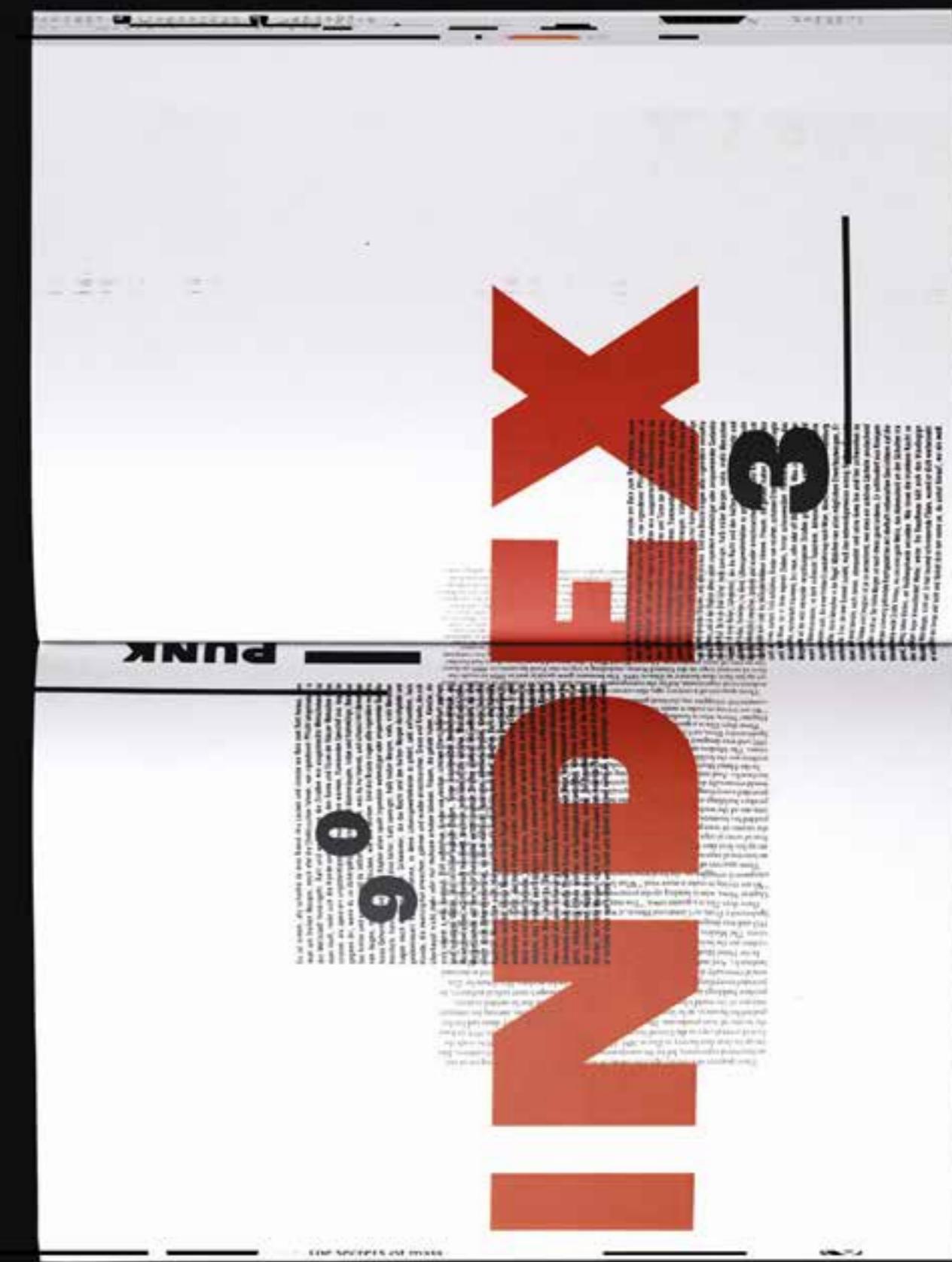
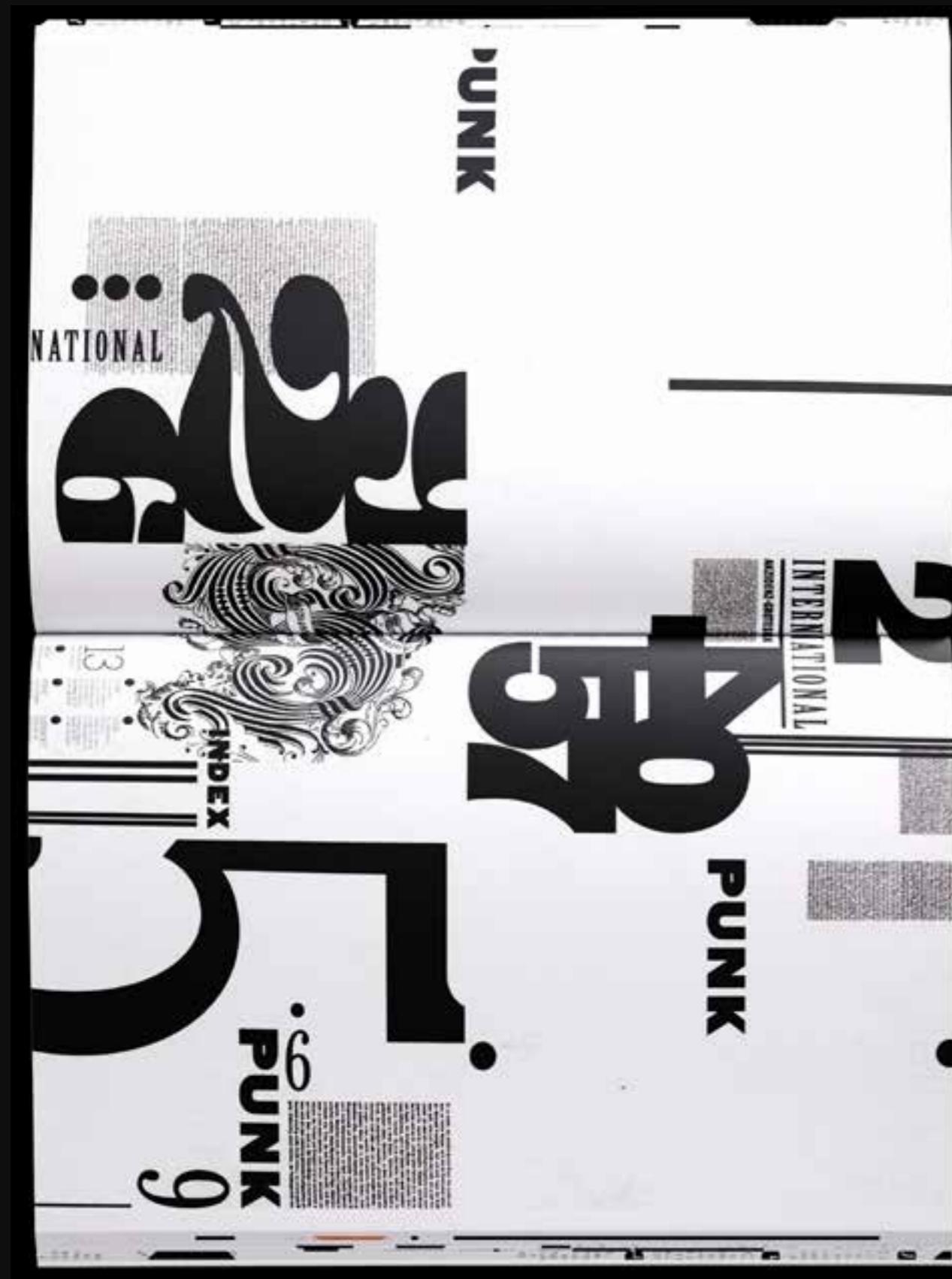


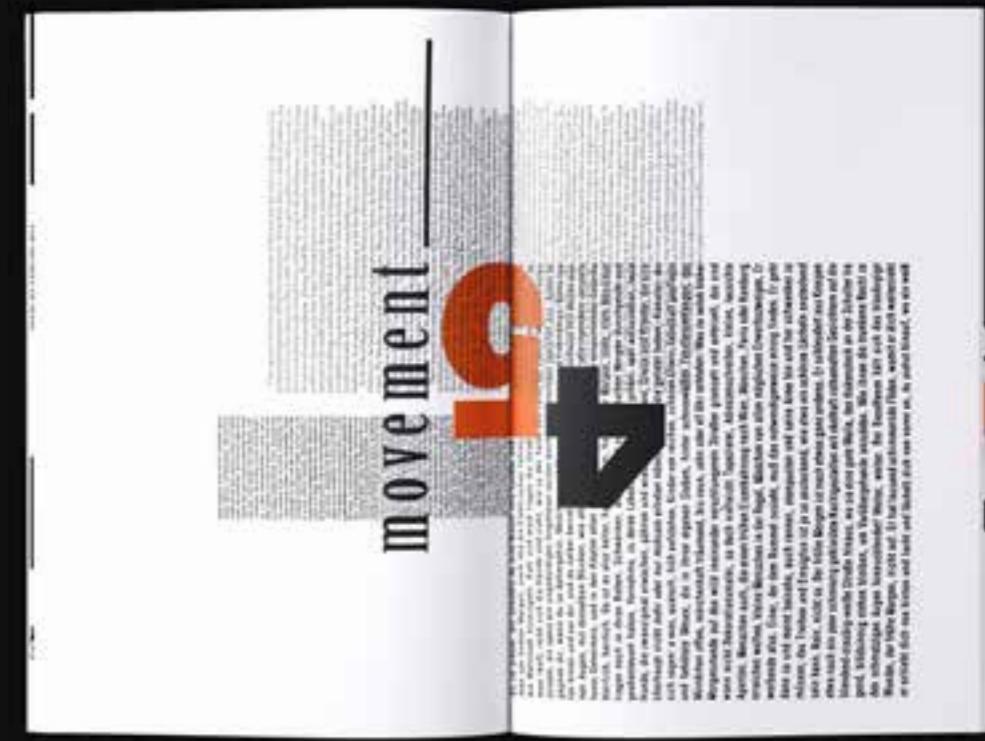
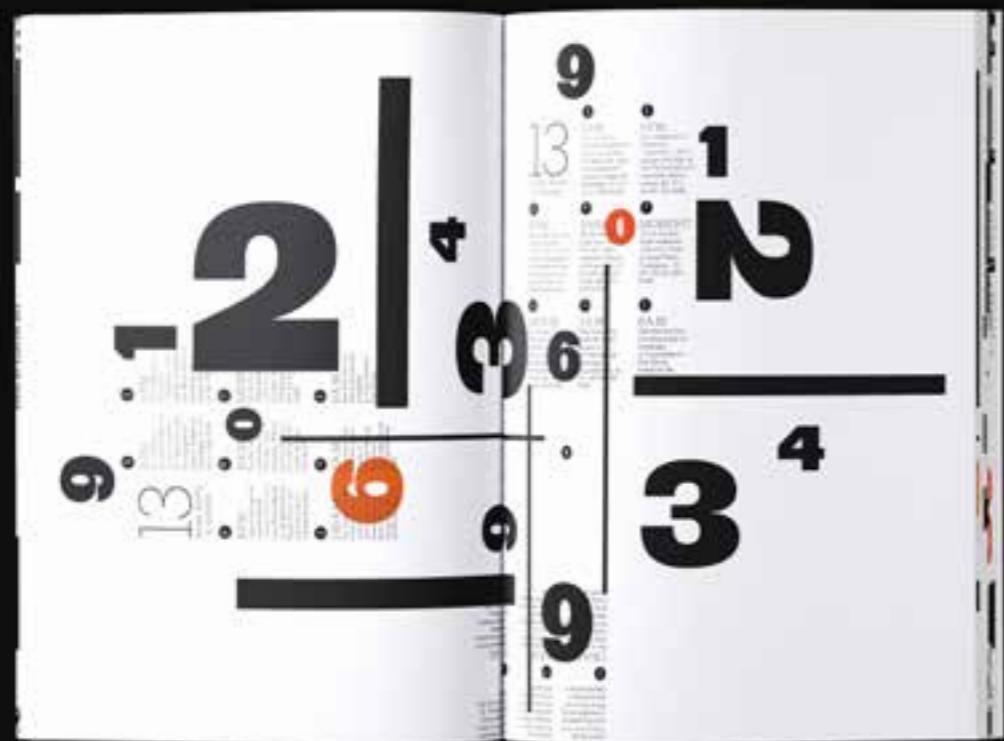
Design 40 different inventive layouts with typographic elements. Creating and breaking the order of column grids.

Apply principles of design and follow grid systems. Use all elements to "whisper", "talk", and "shout". Consider the power of white space and exaggeration with the idea of gestalt, oneness and balance.











## bahnzug nach Mädchen vor

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would eventually  
landmarks. And

In the Hotel M  
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vision. The Mos

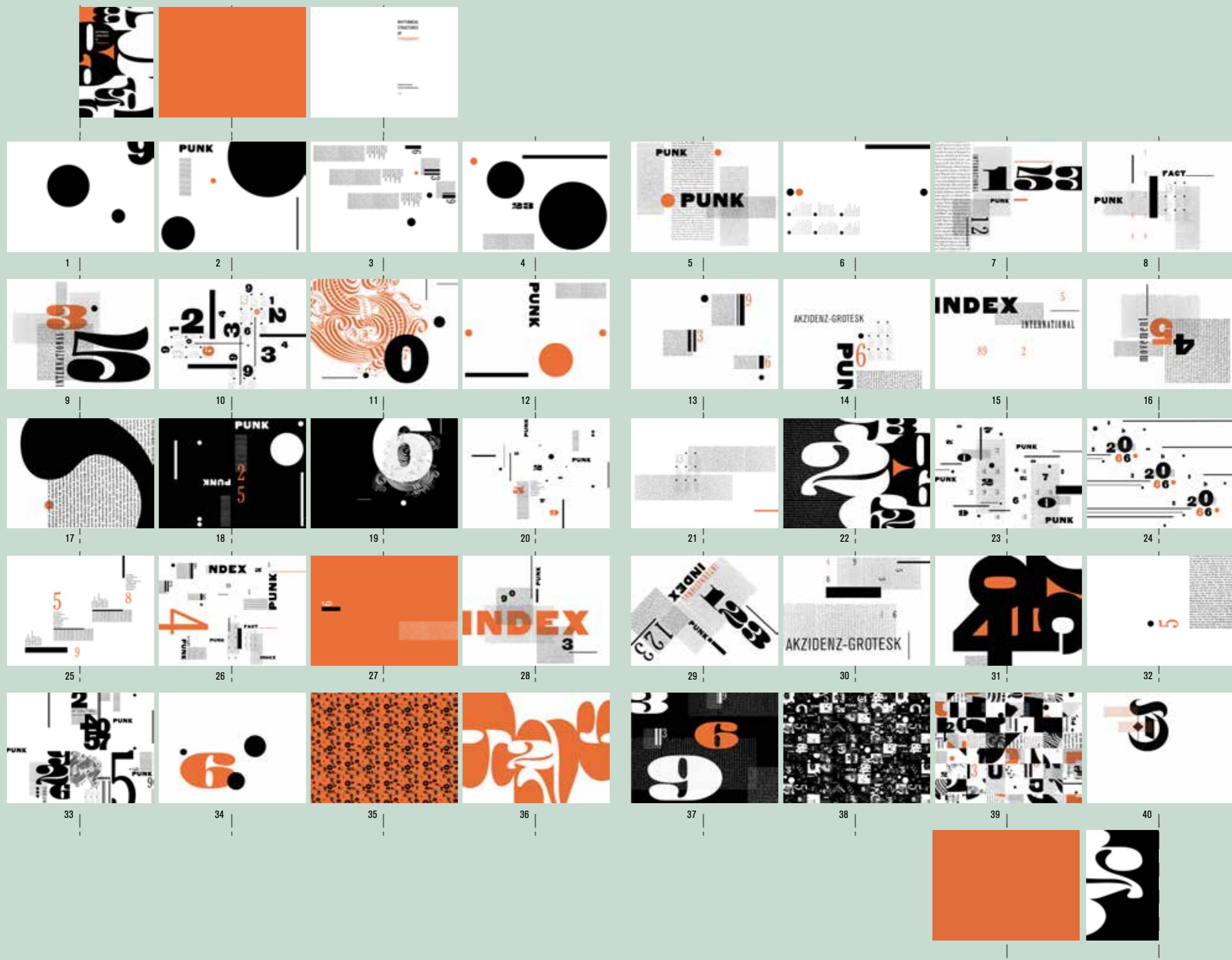
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Dagmar Nova, who  
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padded his business

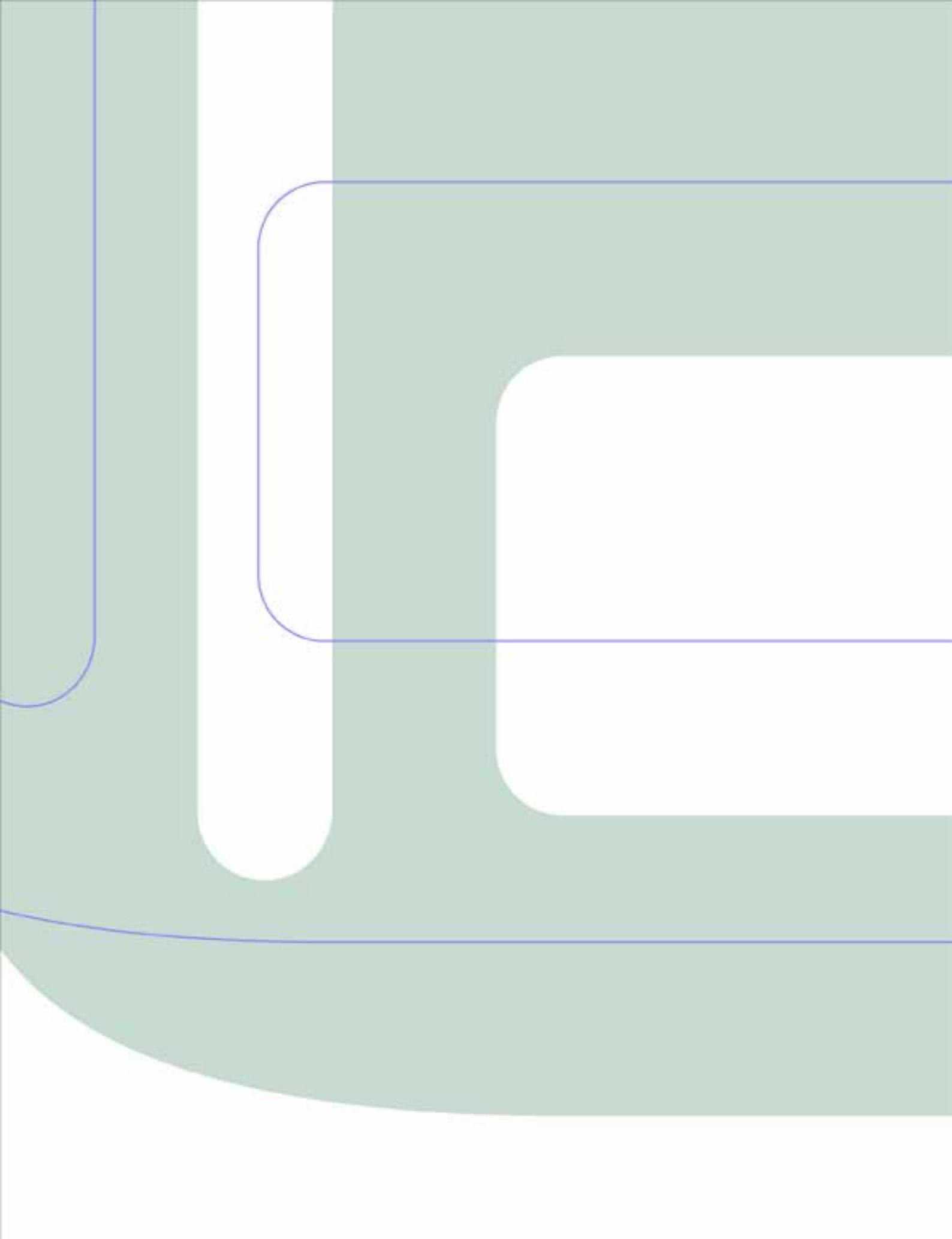
gel, Ma  
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atempu  
anstec

Please don't come to a qu  
Dagmar Nova, who is he  
in Moscow, the capital of Russia, where  
she has been working for the last few years.  
She is a well-known architect and designer,  
and her work is highly regarded throughout  
the country.

TYPE: SPECIFIC 5.5 mm

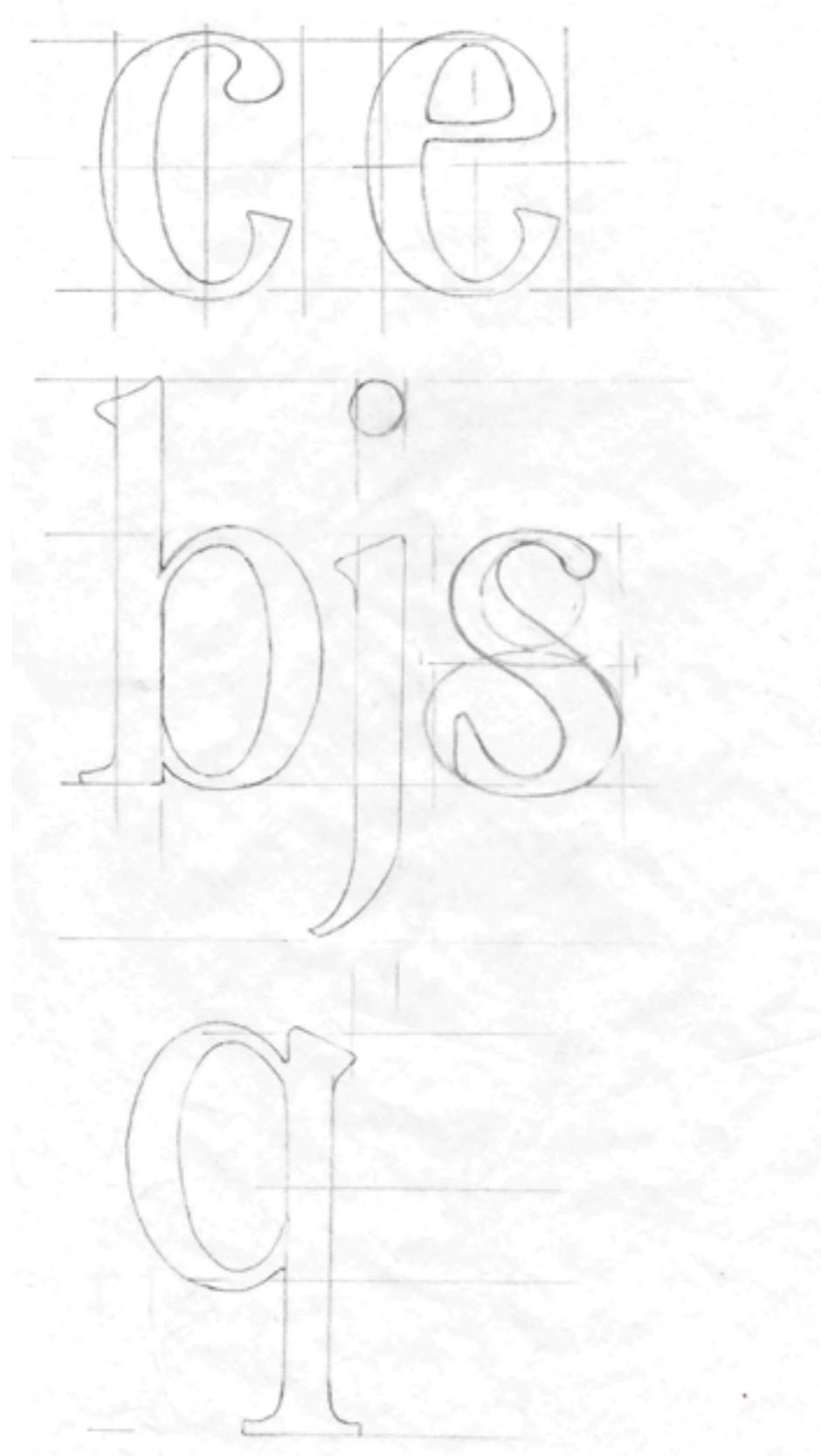




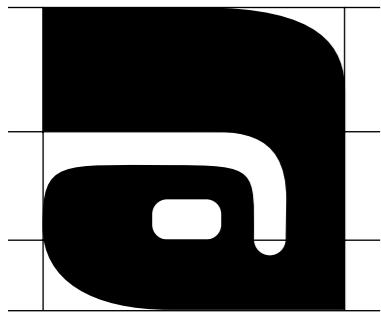


Draw letters by hand on tracing paper to understand the structure of alphabets and how system of typefaces is developed.

Create 10 inventive and legible letters "a" originated from printout of existing typefaces. Use the letters as foundation to build words in their style.



a a a a a  
a a a a a



# Labyrinth

Labyrinth bold is started during a class project where alphabet a is first hand drew, then digitized to set titles. This is a lowercase titling font with a combination of round and squarish corners that has crooked dips between the strokes. The font is named based on its complicated shape and structure.

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

Three rows of lowercase letters (a-f, g-j, l-m) on lined paper, showing different font styles and sizes. The letters are dark grey or black, and the background is white with light blue horizontal lines. The first row includes 'f' and 'g' with descenders. The second row includes 'j' and 'l' with descenders. The third row includes 'm' with a descender.

hamburger

A close-up view of lowercase letters on lined paper, showing the letter 'a' in two sizes, 'g' in orange, 'e' in blue, 'b' in orange, 'd' in orange, 'o' in orange, 'n' in orange, 'h' in orange, and 'm' in orange. The letters are arranged vertically, with some having small blue arrows pointing upwards.

The quick  
brown  
fox  
jumped  
over  
the lazy dog

# edward



Edward bold is started during a class project where alphabet a is first hand drew, then digitized to set titles. This is a lowercase titling font with a combination of round and sharp corners inspired by Edward Scissorhand that cuts out parts from the vertical strokes in classical structures.

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

həmbrgr

Fontis

həndglvrs

SPECIAL ALPHABETICAL COMBINATIONS

æø æð æð æf æs æt

DESIGN PROCESS

æææææ

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ð ÷ bðþð

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EDWARD GULD 160 PT

the quick

EDWARD GULD 120 PT

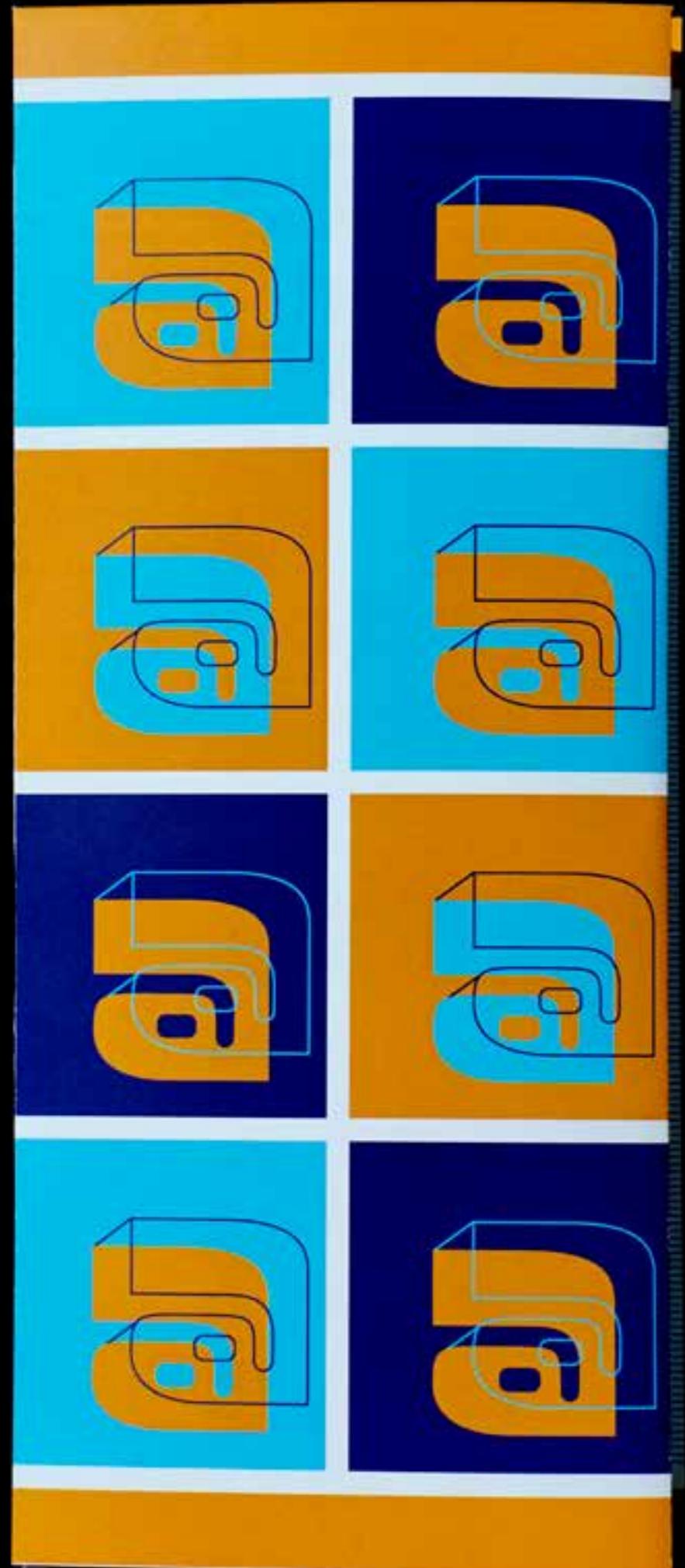
brown

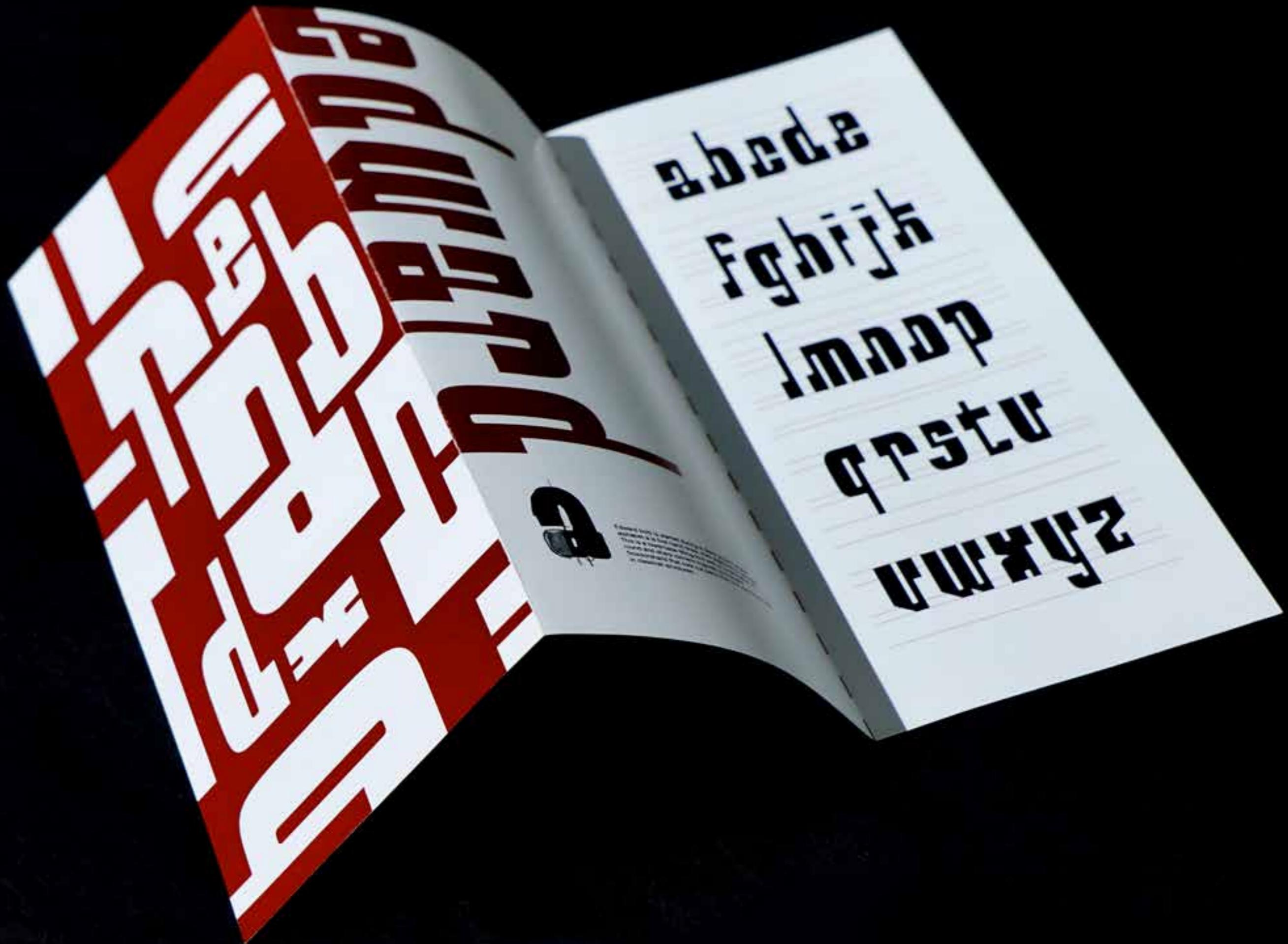
EDWARD GULD 100 PT

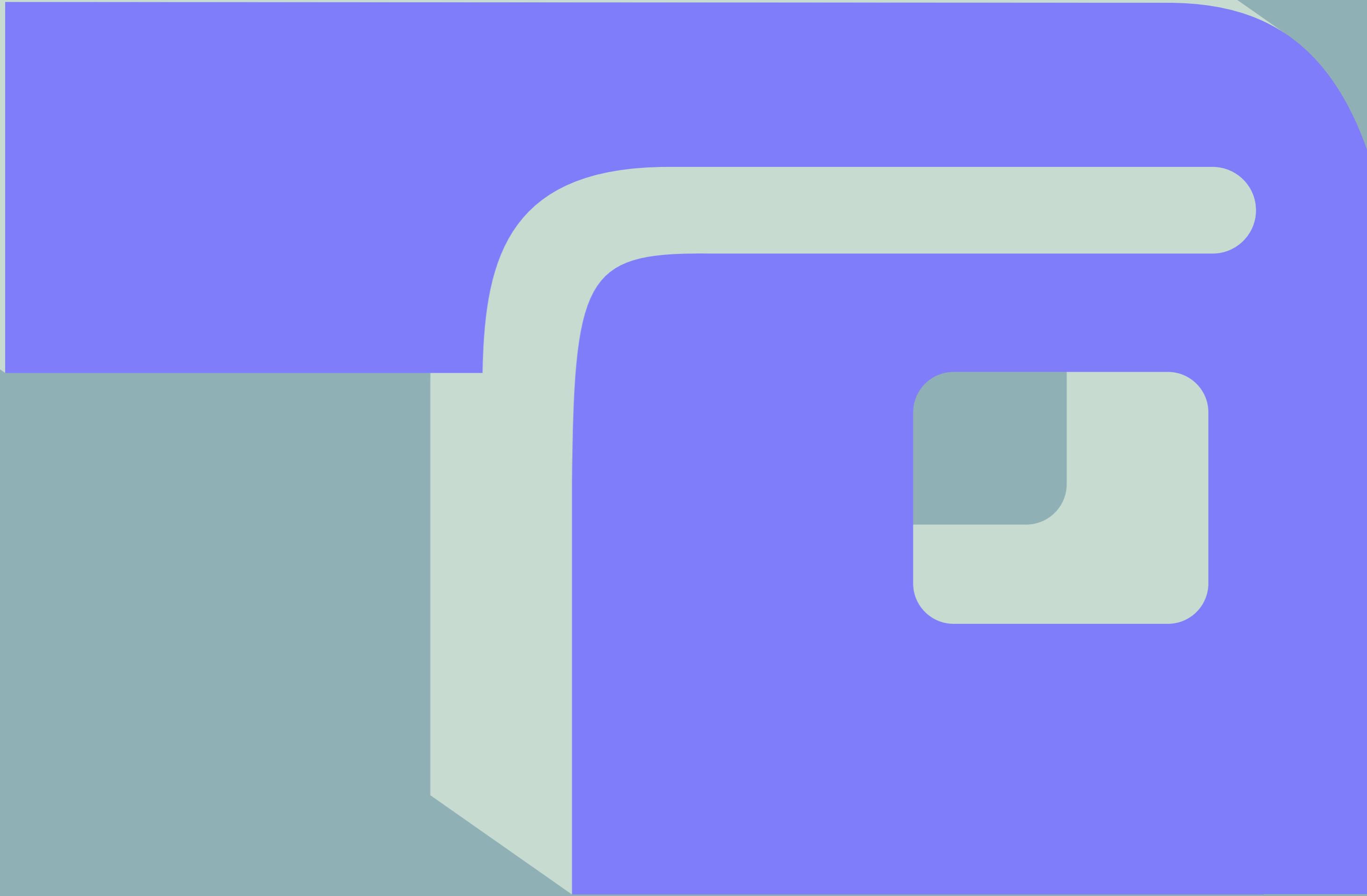
FDX

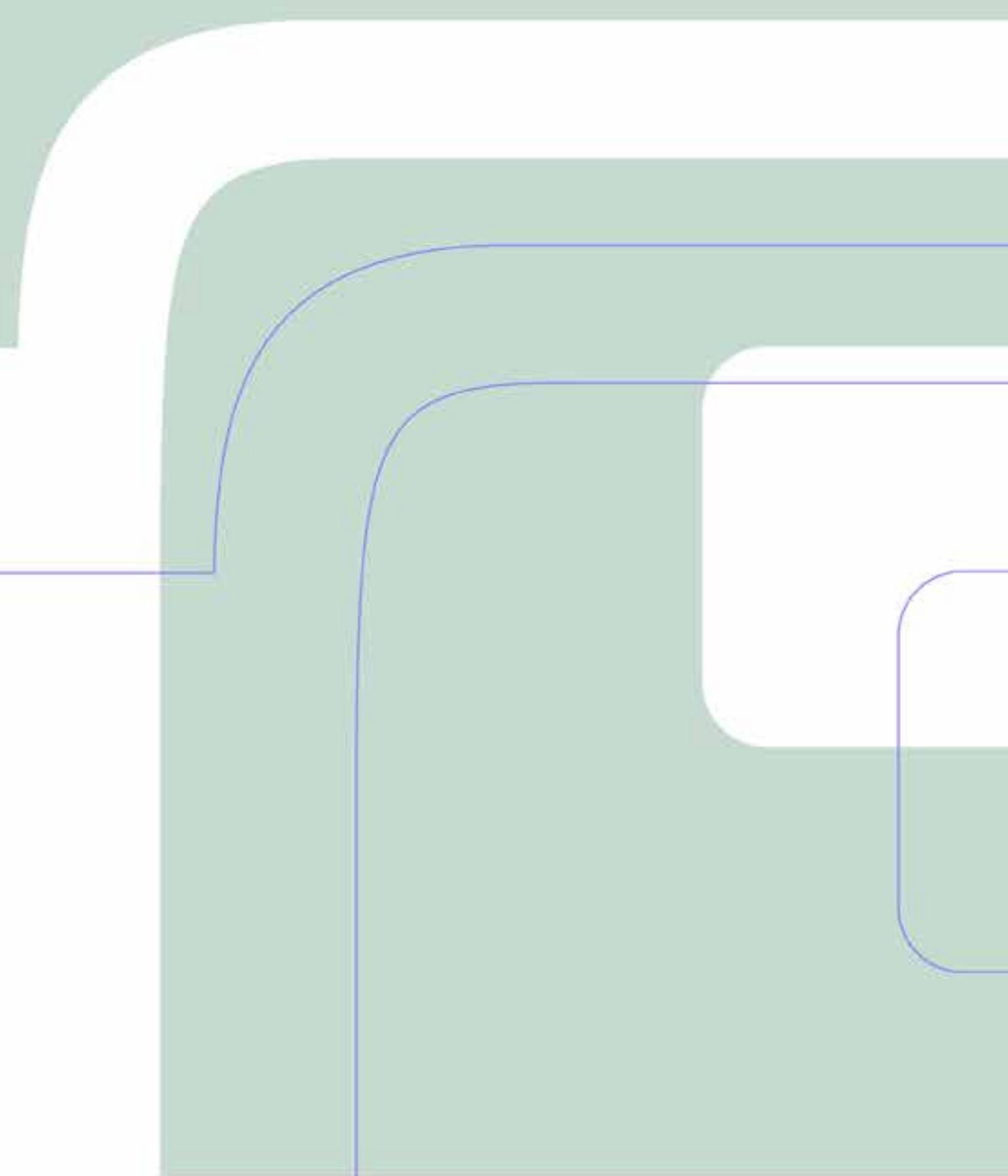
EDWARD GULD 80 PT

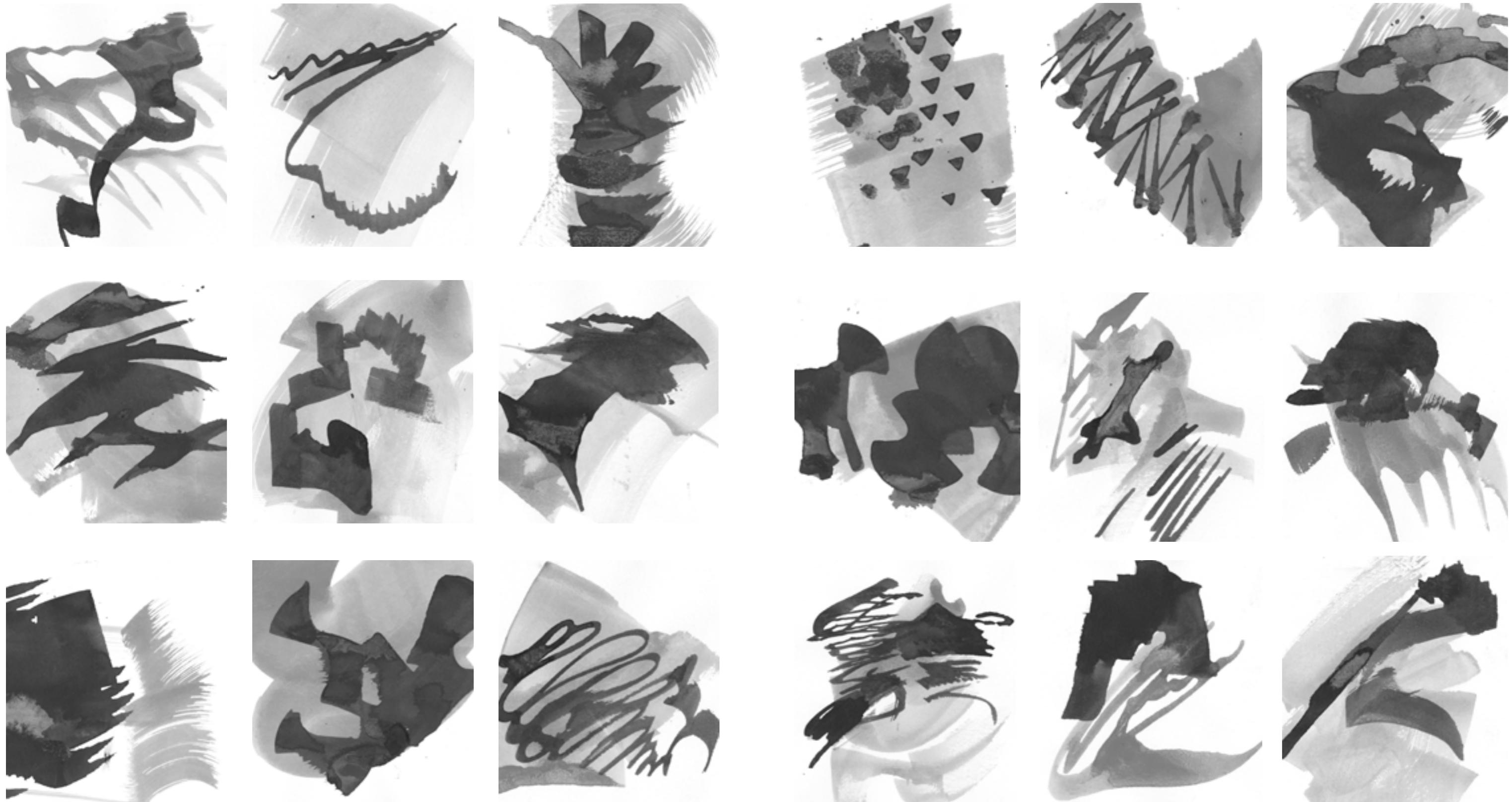
jumped over  
the lazy dog





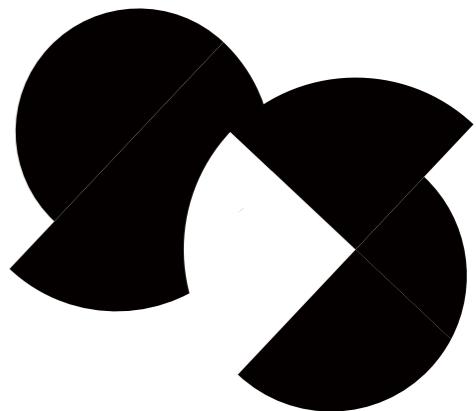
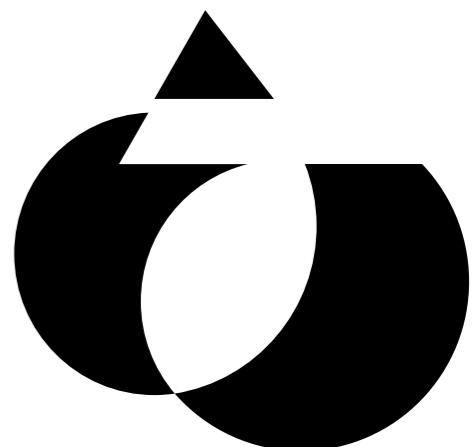
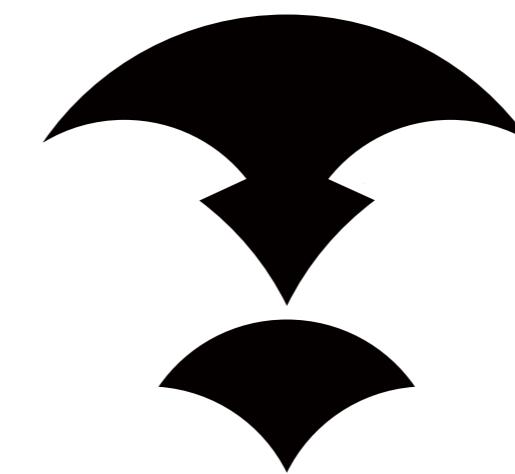
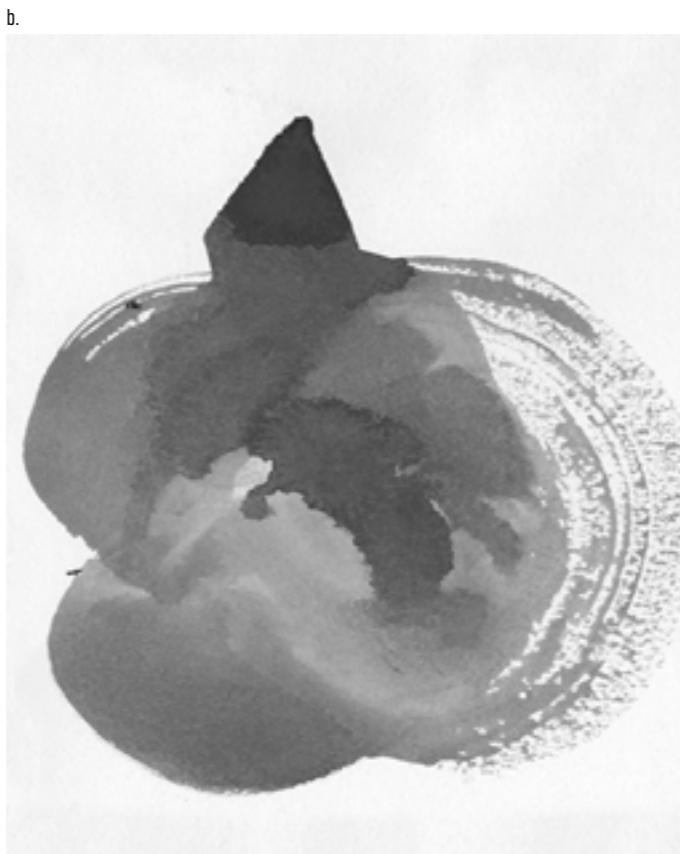






Analyze the improvisational forms to capture the movement, gesture, quality of stroke and pressure of calligraphy.

Derive different logoforms that look like a system of abstract shapes executed in similar ways.



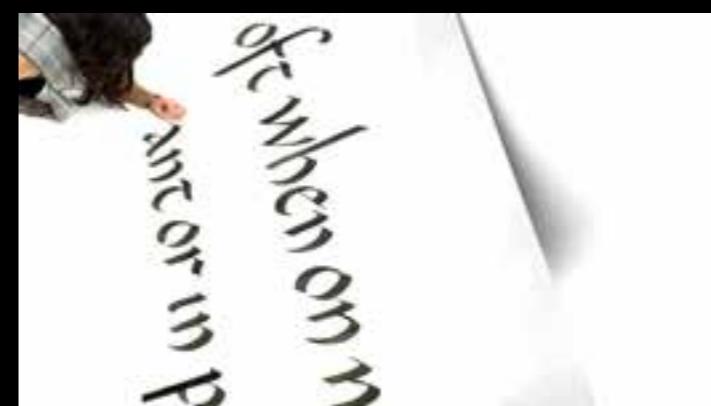
Write in both Gothic and Carolingian styles with calligraphy pen. Focus on alignment of letters on baseline, x-height lines and equal letterspacing.

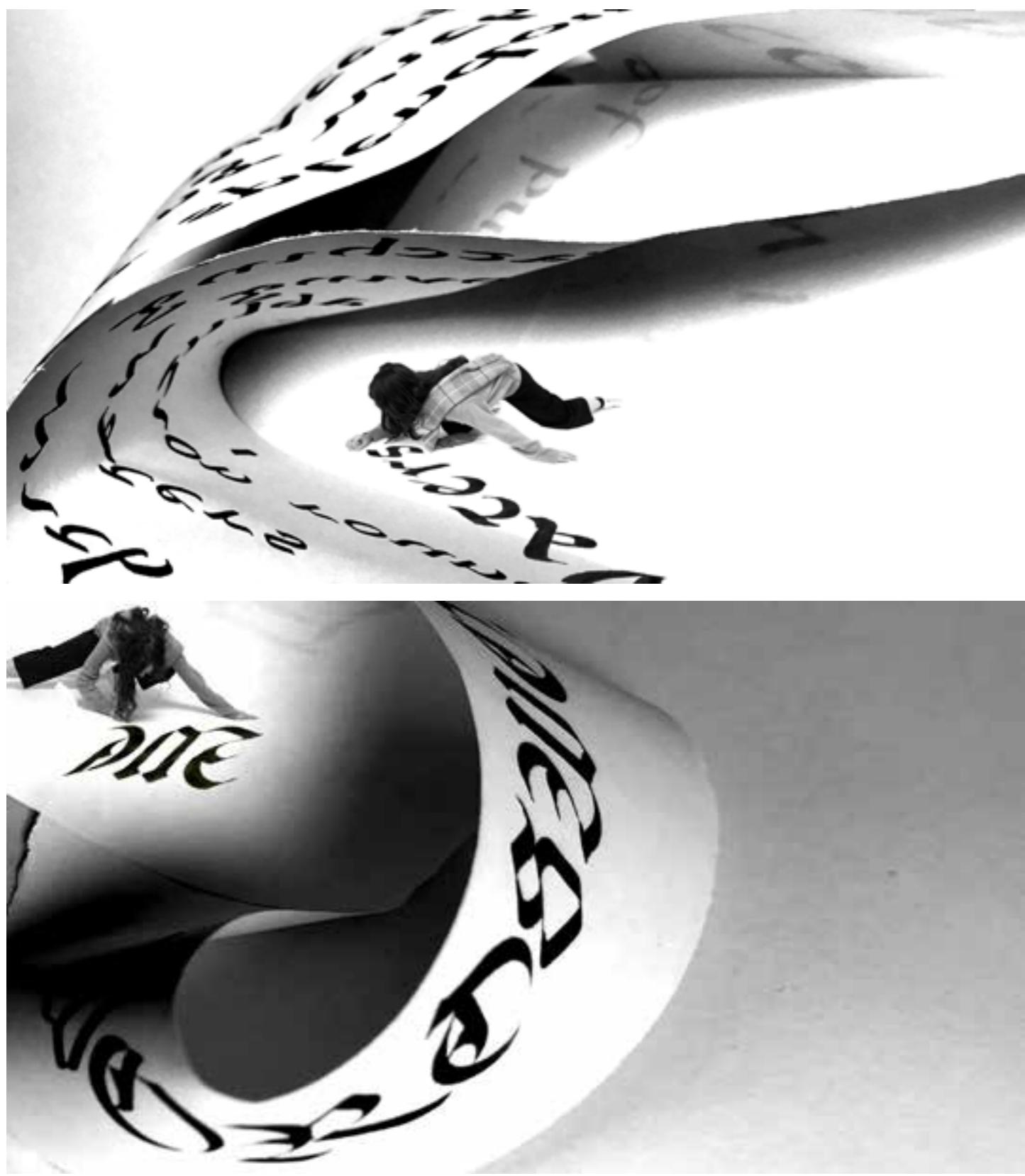




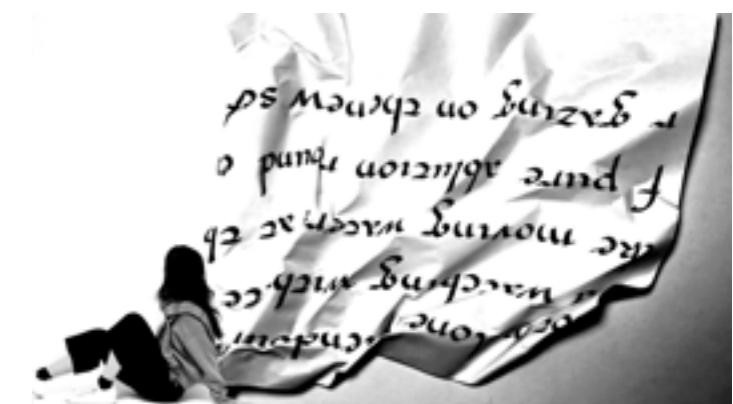
Horizontal pages of differently looking layouts using photographs in interaction with my name and a short poem in two calligraphic styles.

Consider scale, different angles and layers to create an impression of real installation as if I were writing a poem in an open space.

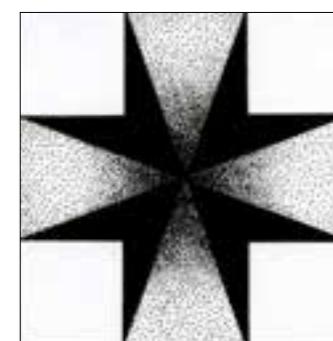
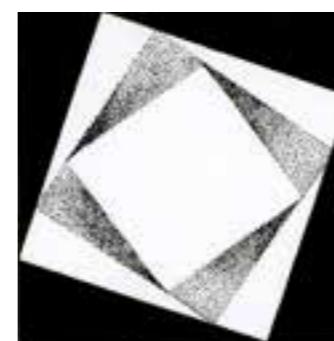
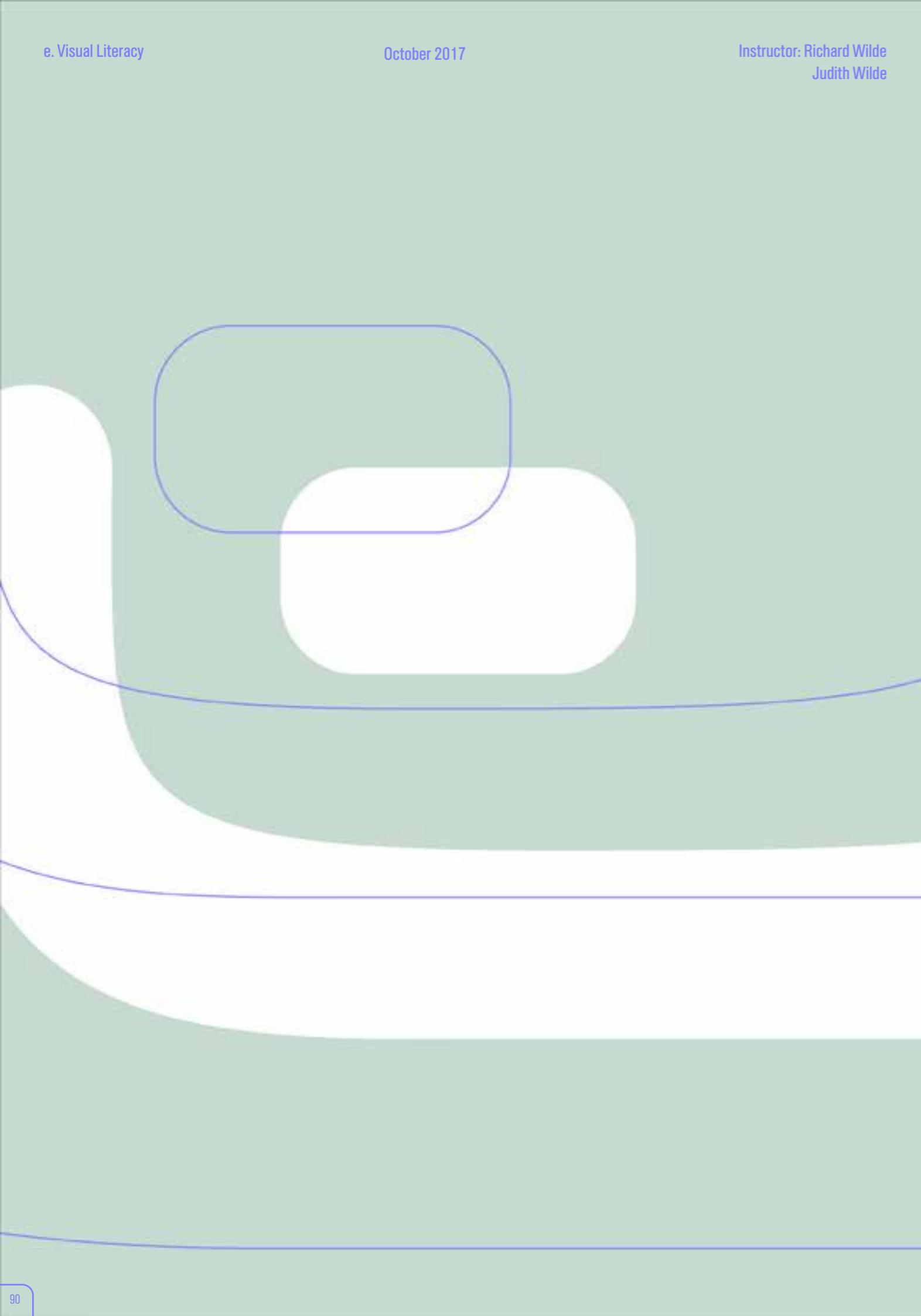




bright star would, were  
and long as with  
of proving waters

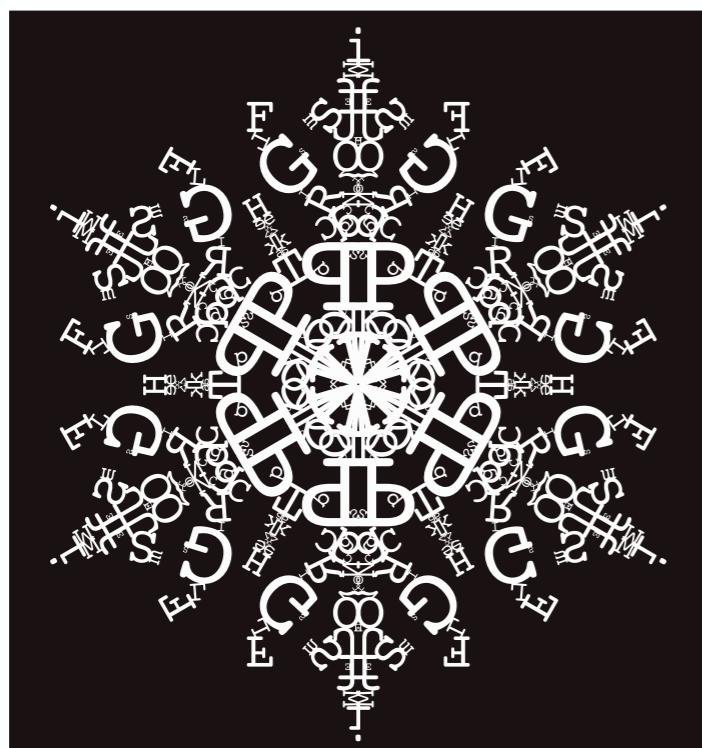






Use only letter forms, design different snowflakes using the schematic diagrams as a point of departure.

Understand the essence of movement and create abstract images that infer or suggest certain subjects. Use each subject as a point of departure to go beyond literal interpretations.

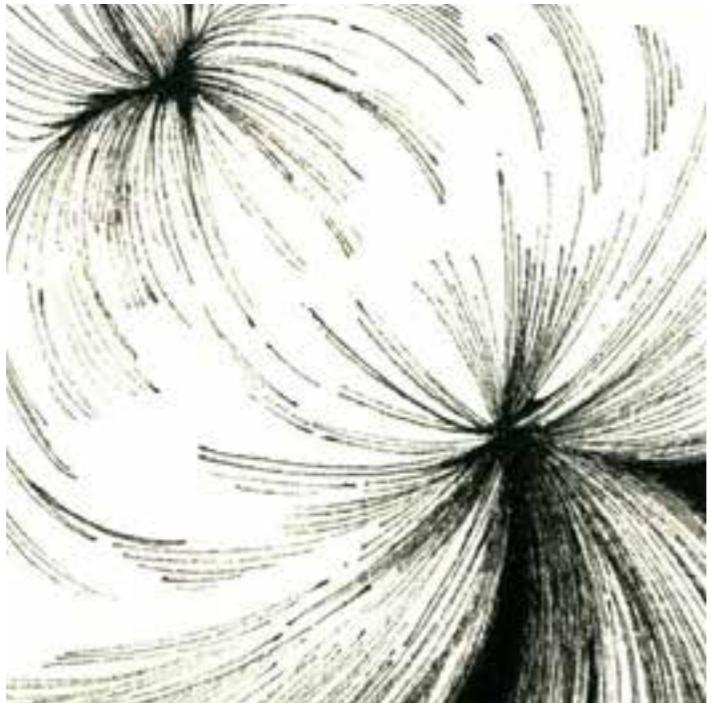


American typewriter



**volcano** [explosive]

*n.* a vent in the earth's crust through which lava, steam, ashes, etc., are expelled, either continuously or at irregular intervals.

**magnet** [attraction]

*n.* 1 a body, as a piece of iron or steel, that possesses the property of attracting certain substances, as iron. 2 a lodestone. 3 a thing or person that attracts.

**arm wrestling** [tension]

*n.* a sport in which two opponents struggle hand to hand in order to pin or press each other's shoulders to the mat or ground, with the style, rules, and regulations differing widely in amateur and professional matches.





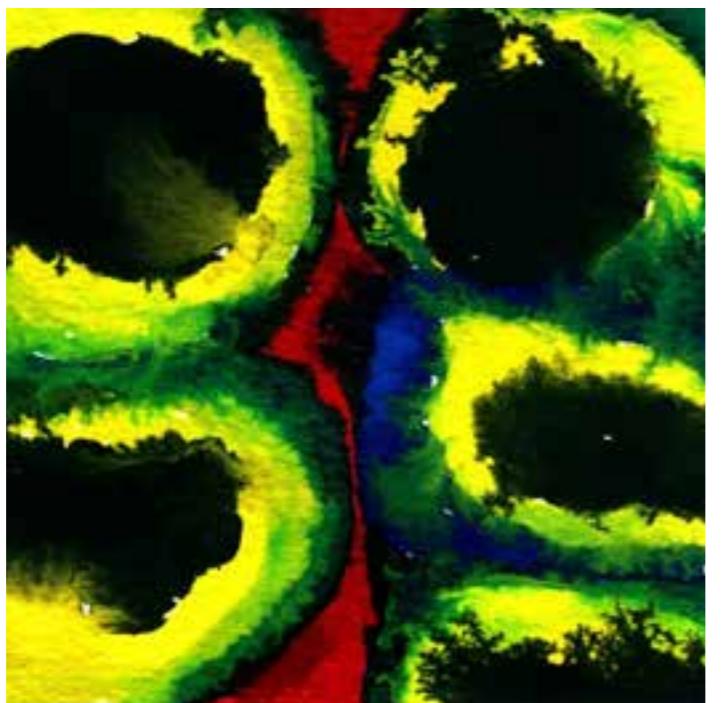
### jazz trio [rhythmic]

*n.* music originating in New Orleans around the beginning of the 20th century and subsequently developing through various increasingly complex styles, generally marked by intricate, propulsive rhythms, polyphonic ensemble playing, improvisatory, virtuosic solos, melodic freedom, and a harmonic idiom ranging from simple diatonicism through chromaticism to atonality.



### rockette dance [pattern]

*n.* The Rockettes are a precision dance company. Founded in 1925 in St. Louis, Missouri, since 1932, they have performed at Radio City Music Hall in Manhattan, New York City. Until 2015 they also had a touring company.



**buffalo stampede** [pounding]

*n.* 1 a sudden, frenzied rush or headlong flight of a herd of frightened buffalos  
2 any headlong general flight or rush.



**ice skating** [fluidity]

*n.* to glide or propel oneself over ice.

Create inventive lines by graphic interpreting the following topics.

Lines can be think, thin, rigid, blurred, broken, curved, or angular, apply specific color pairings to express the qualities and characteristics of the specific topics.

**anxious**

*adj.* 1 characterized by extreme uneasiness of mind or brooding fear about some contingency. 2 ardently or earnestly wishing.

**spontaneous**

*adj.* 1 proceeding from natural feeling or native tendency without external constraint. 2 arising from a momentary impulse. 3 developing or occurring without apparent external influence, force, cause, or treatment.

**fragile**

*adj.* 1 easily broken or destroyed. 2 tenuous, slight.

**sensual**

*adj.* 1 relating to or consisting in the gratification of the senses or the indulgence of appetite. 2 devoted to or preoccupied with the senses or appetites.



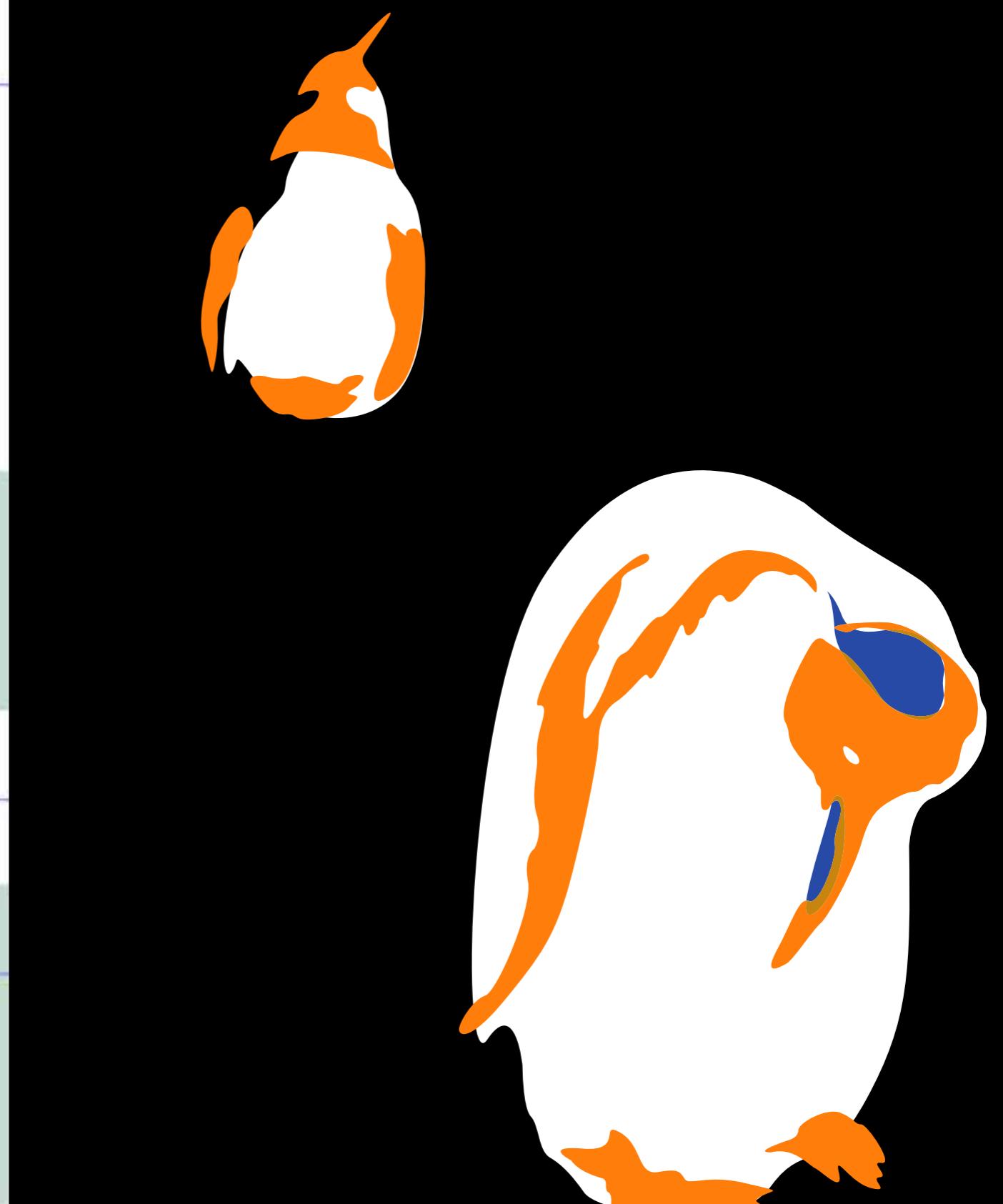
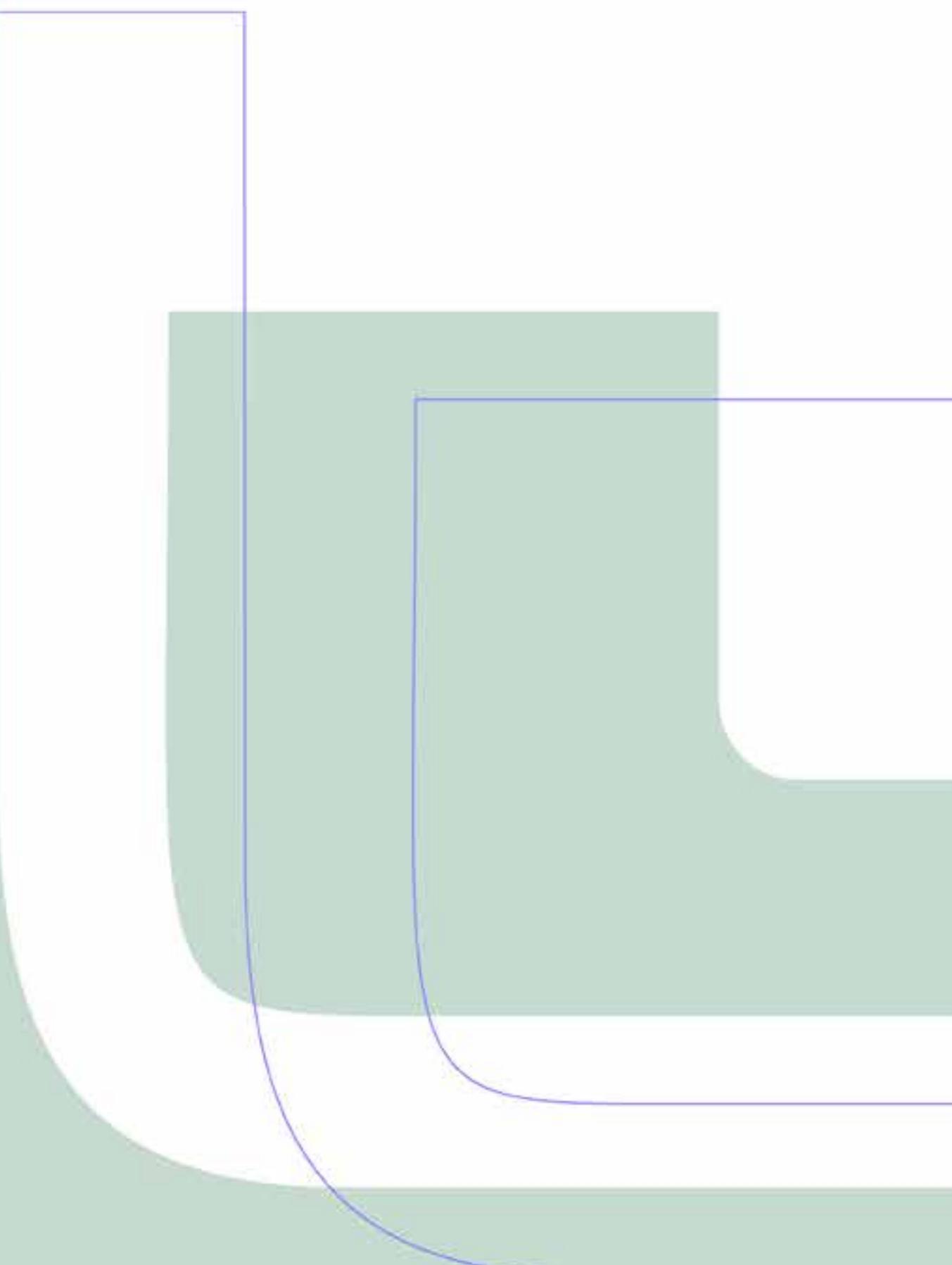
Visually interpret one object one hundred ways  
by considering various graphic design  
principles to form a pattern.



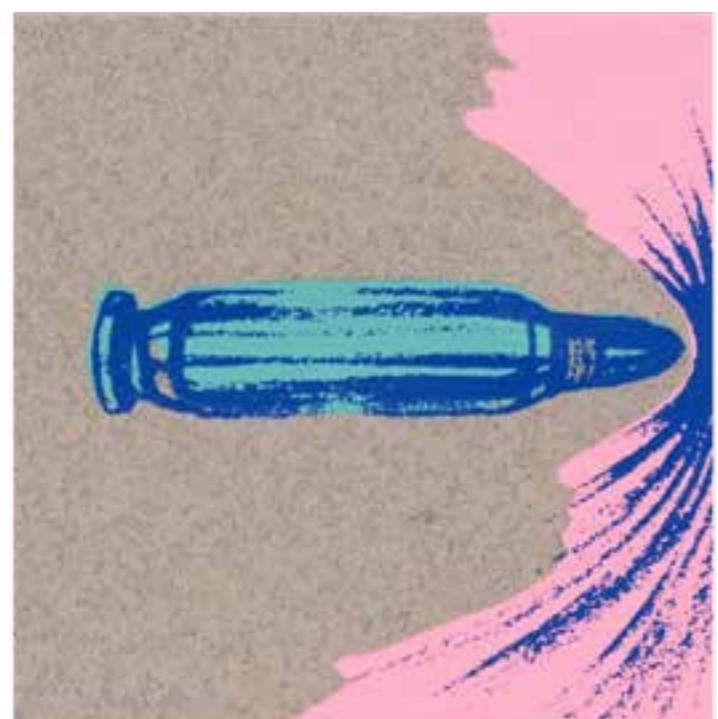








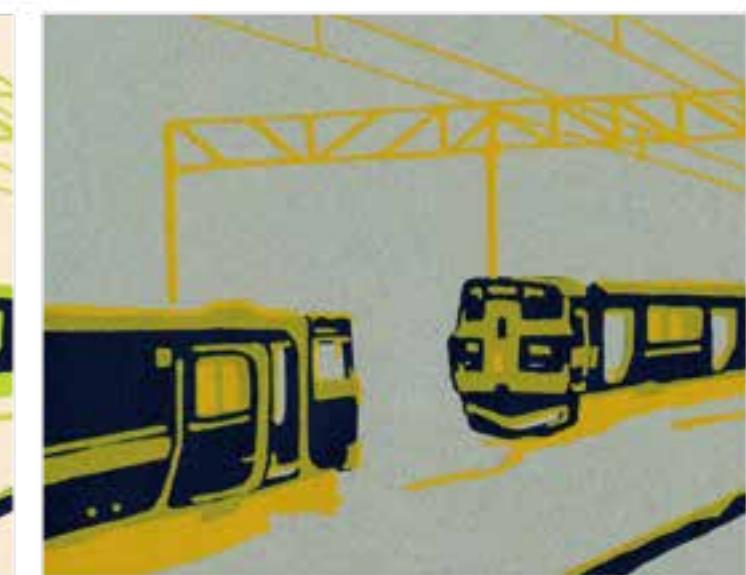
Select two parties and create a visual as a form of responder. Find a relationship between the two parties to tell a story.



Explore various ways to present print as sequential images-artists' books with silkscreen.

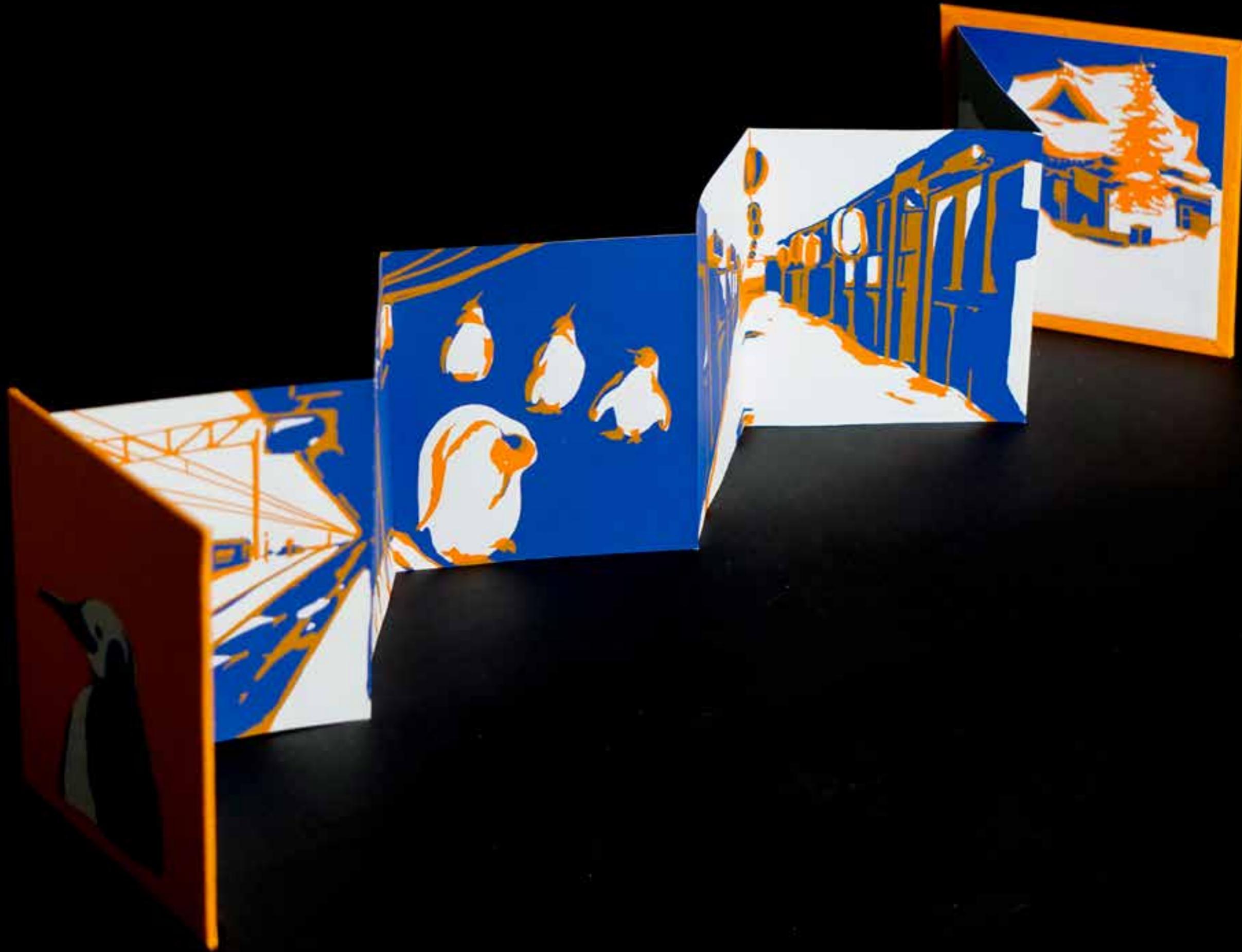
A visual record of a trip to Hokkaido by playing with the perspectives of accordion folding.

Study methods of making color separations for multicolor prints using traditional hand-drawn and modern photographic techniques.



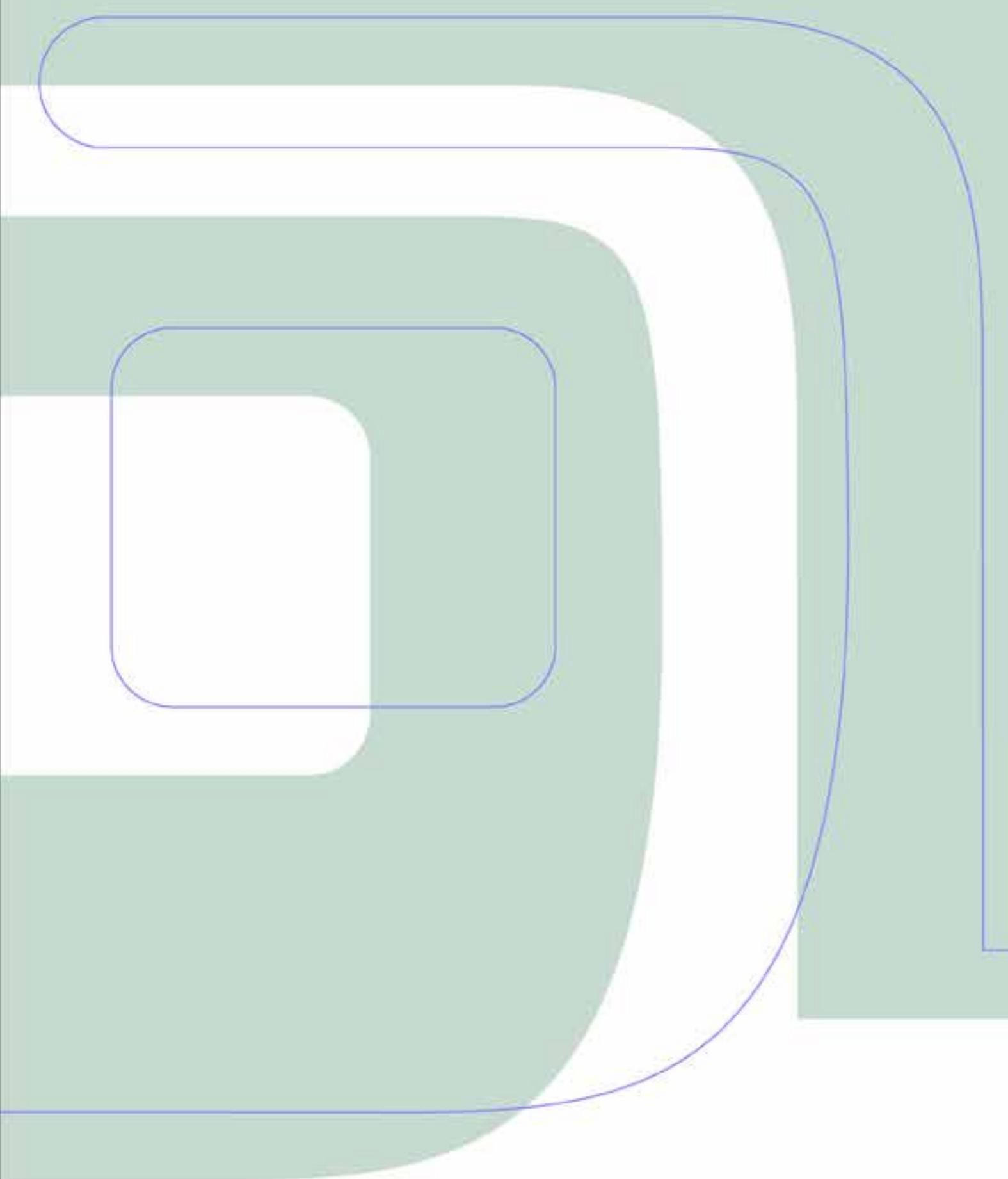














Select one word somehow connecting with the notion of music and build a 3d white sculpture based on circle foundation that shows the movement and transition from one state to another.



# STACCATO

MUSICAL TERMS IN THE ROUND

## stac·ca·to

/stəˈkädō/ ⓘ

MUSIC

adverb & adjective

adverb: staccato; adjective: staccato

1. with each sound or note sharply detached or separated from the others.  
"a staccato rhythm"

noun

noun: staccato; plural noun: staccatos

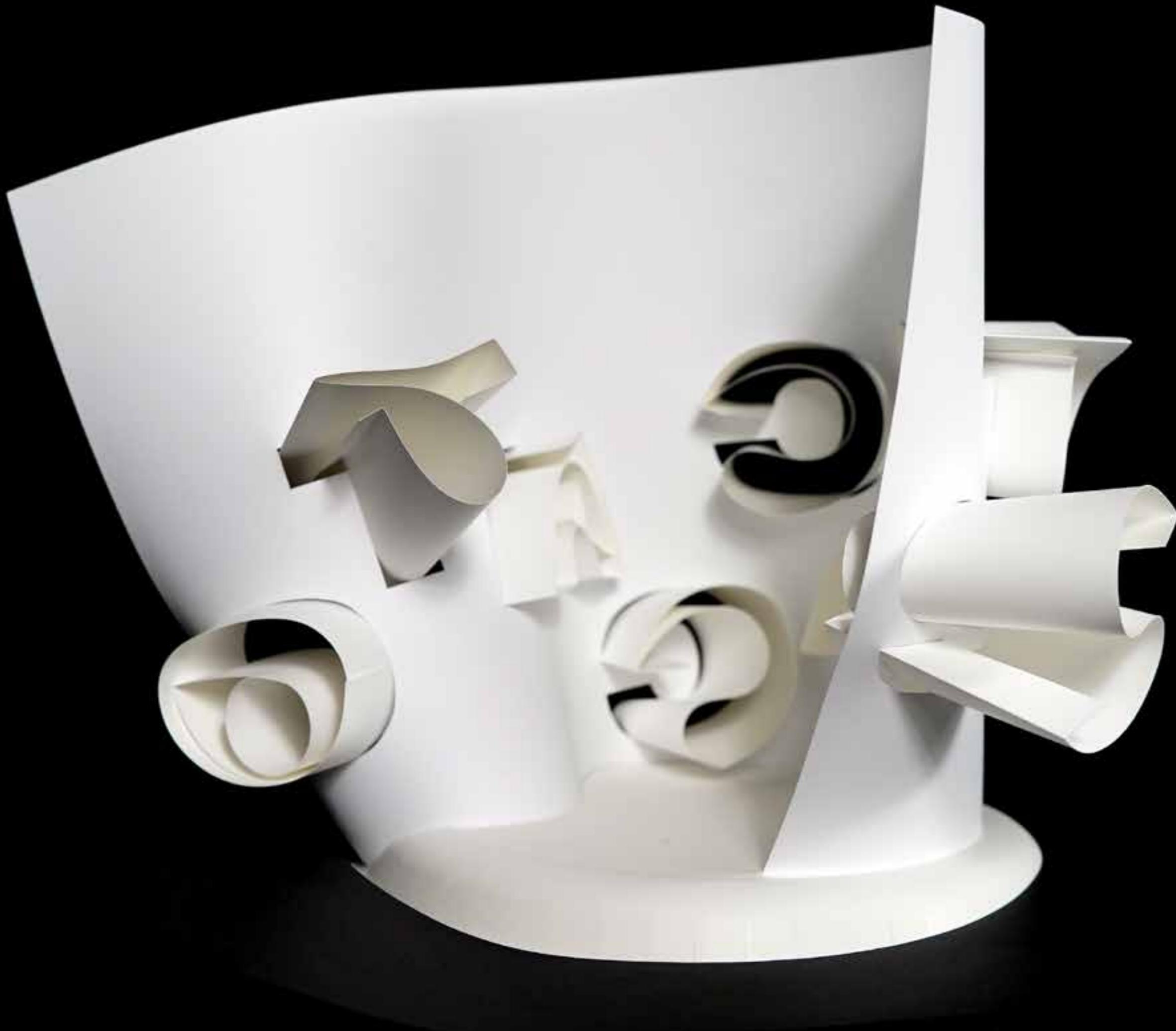
1. a piece or passage marked to be performed staccato.

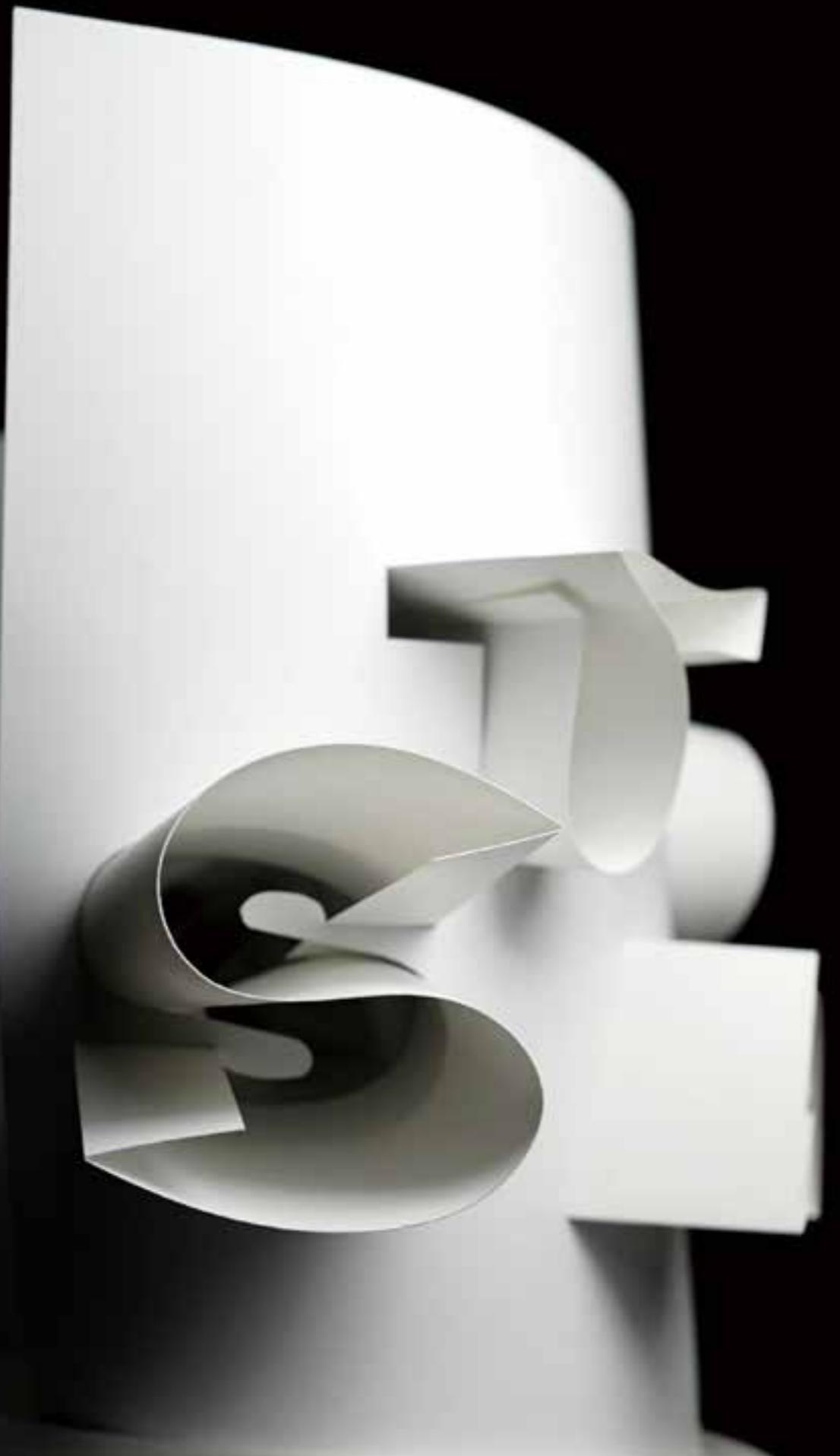
- + a noise or speech resembling a series of short, detached musical notes.  
"her heels made a rapid staccato on the polished boards"

**IDEA:** Music has the power to influence individuals' mood. Fast-paced, upbeat staccato brings joy to the audience, shaping up picturesque mental imaginations.

**MEDIUM:** Unornamented edges infers the end of a note, with a short break lasting until the sounding of the next note. Each letter is formed with short paper clips sized of uneven lengths, while the shortness maps to the short duration of notes, and the unevenness maps to the ups and downs within the melody. Folded cardboards are clipped into an hollowed shape, making the word sculpture three-dimensional while being abruptly disconnected. After shining light on the back of the plane, light rays pass through the hollowness and illuminate each letter, highlighting the strength and power of staccato in music.

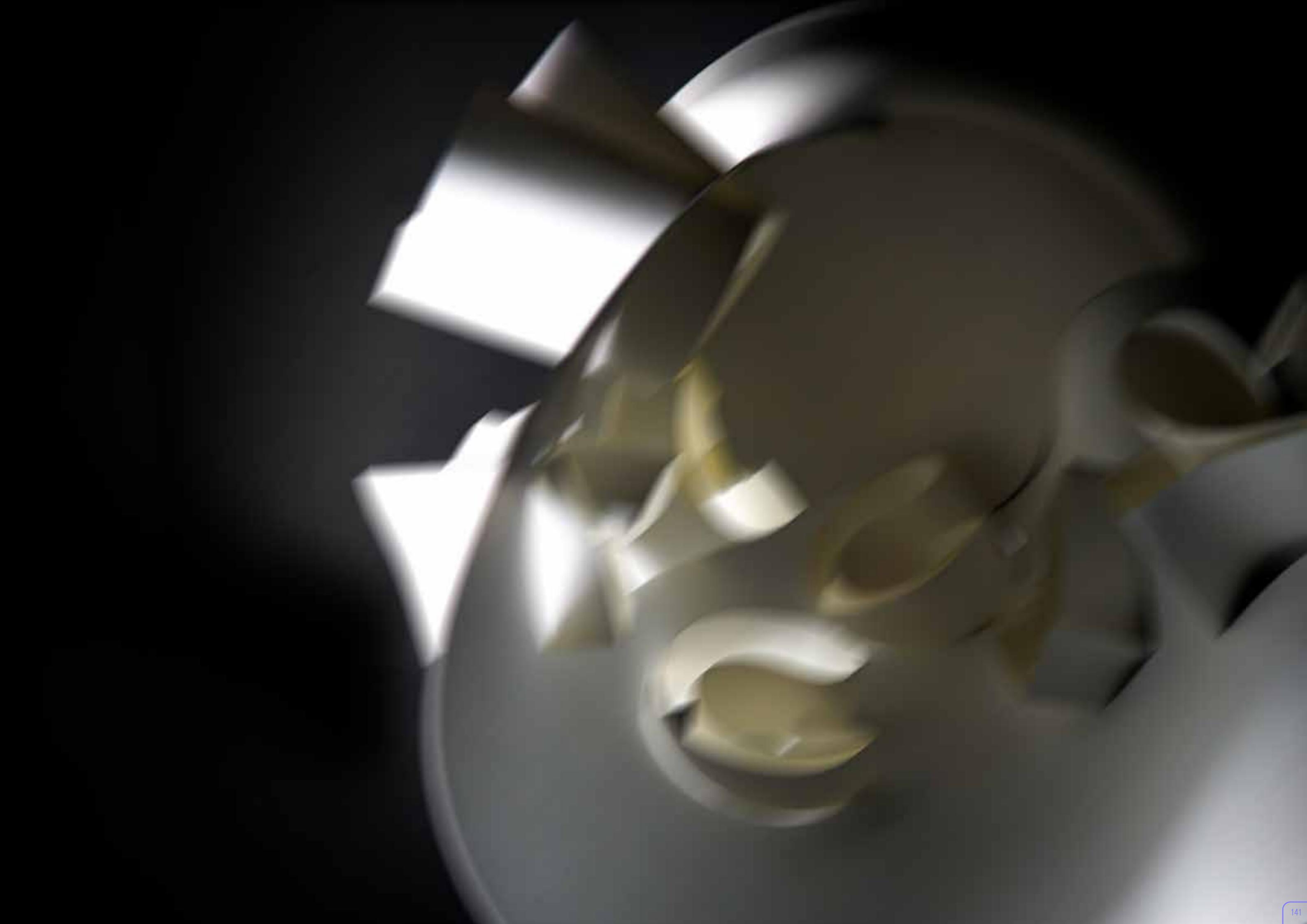
**MATERIAL:** Cardboards, in silo without any glue to bind them together, serves as the only material. The arch of paper signifies the curvature behind the music, embedded alphabets distribute themselves alongside different baselines, highlighting the top-most edge of paper which represents each note that are short and succinct. The smooth finish and the flexibility of cardboard symbolizes the unbounded circular flow of music.





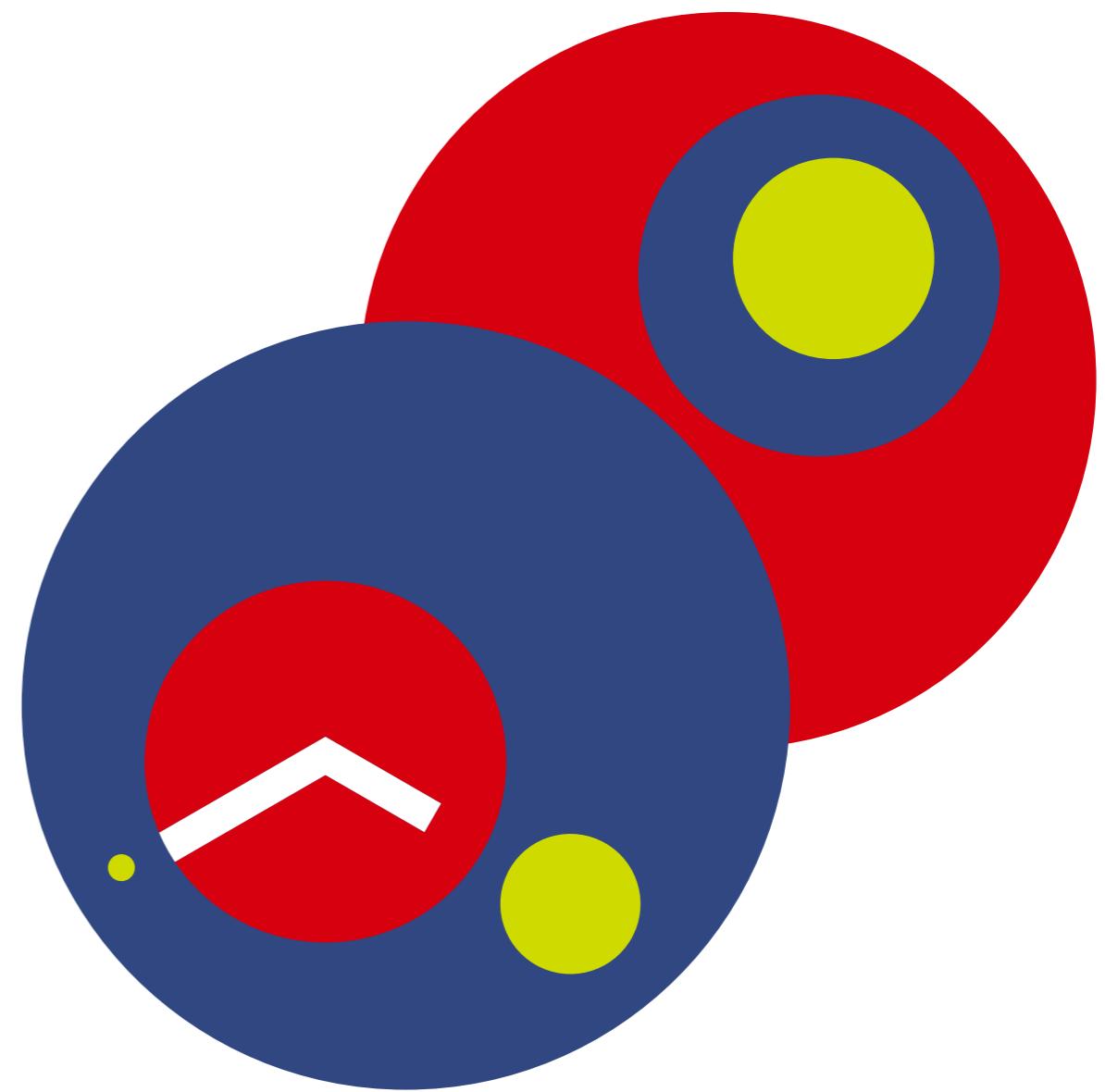
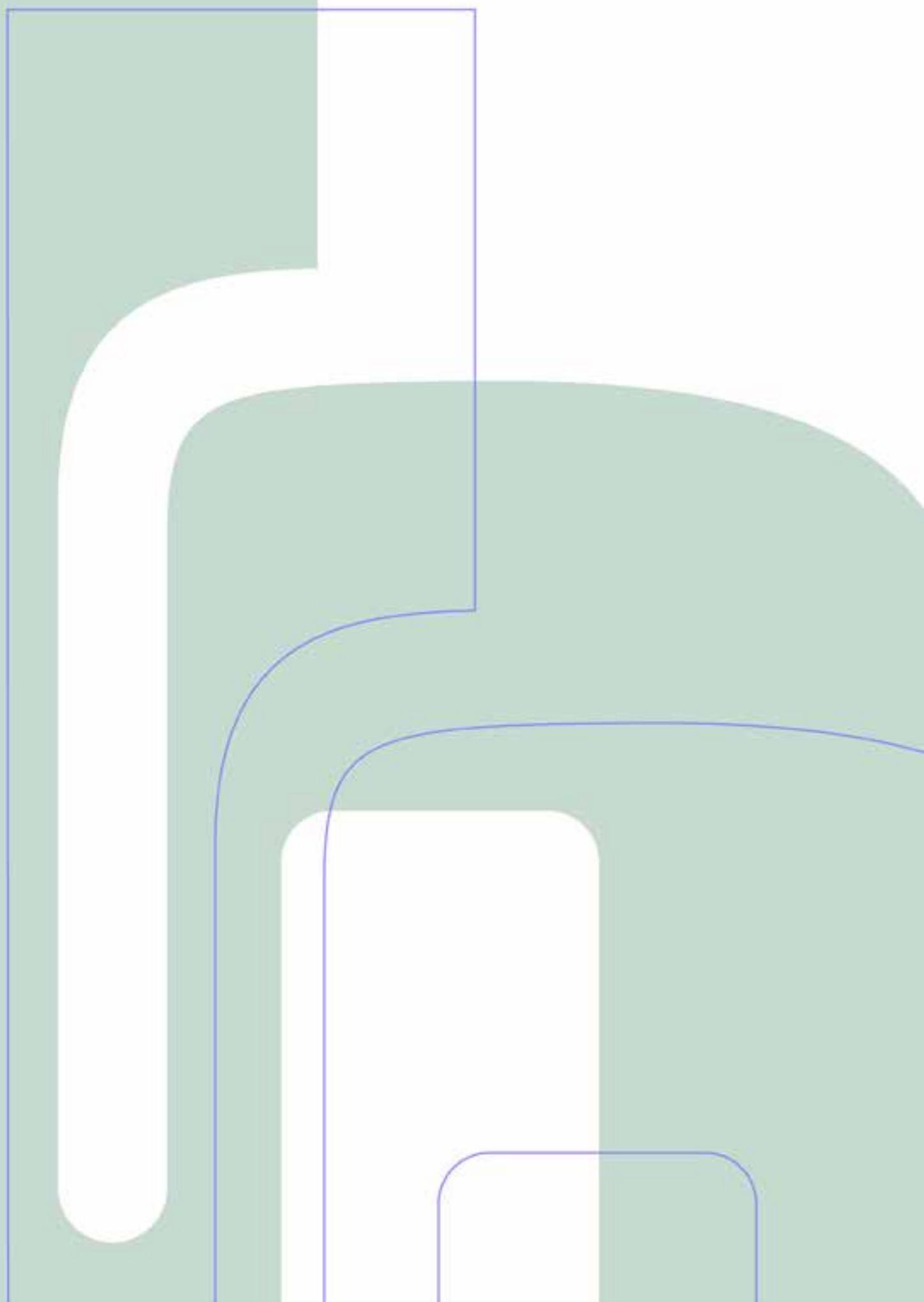


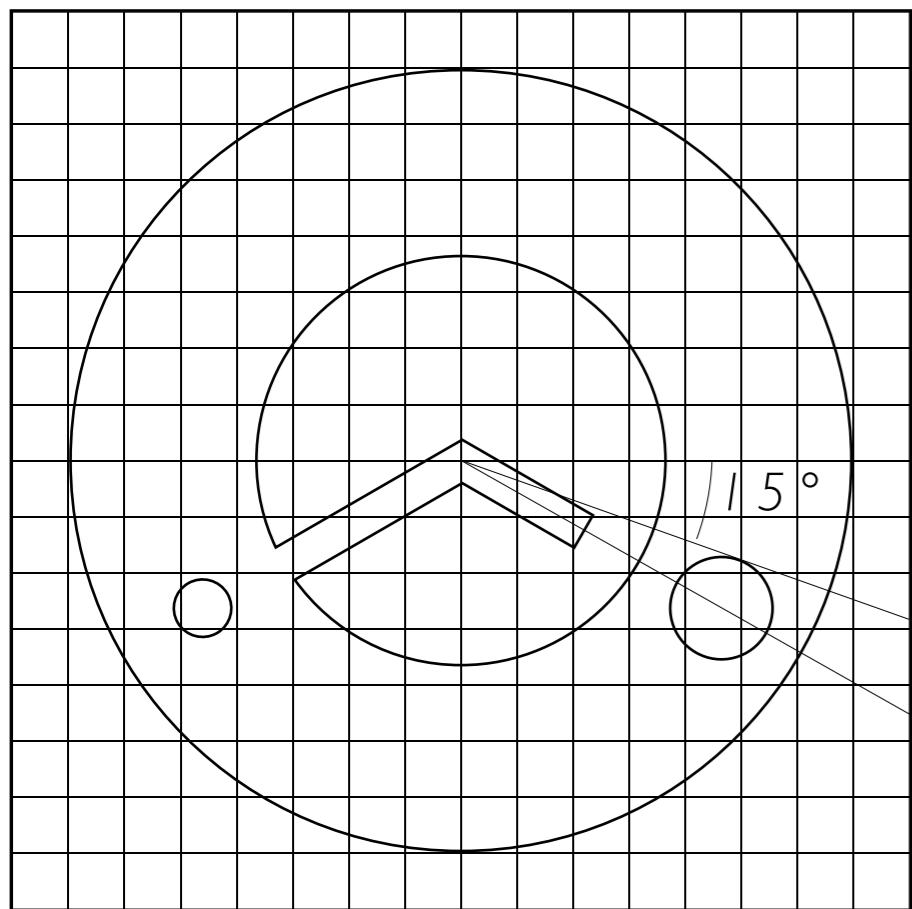












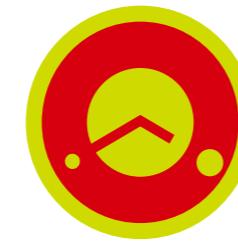
Original Logo



Olympic Logo



Paralympic Logo



Design a new visual identity for London 1948.  
Games of the XIV Olympiad.

Logo design and unacceptable variations.



Don't change the direction



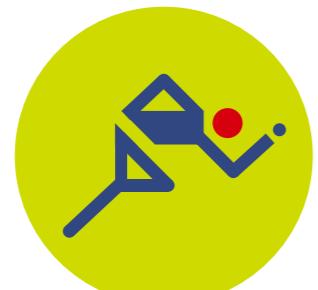
Don't change typeface



Don't use as semitransparency



Don't distort logo



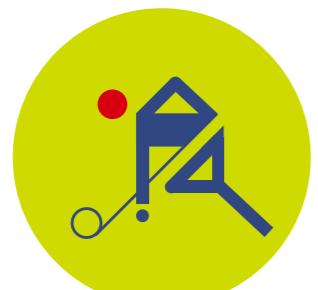
**Athletics**



**Cycling**



**Archery**



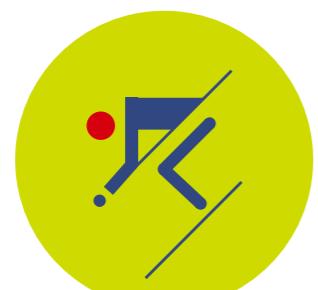
**Hockey**



**Swimming**



**Shooting**



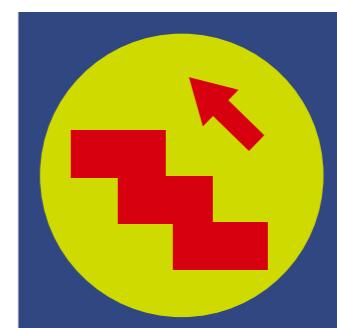
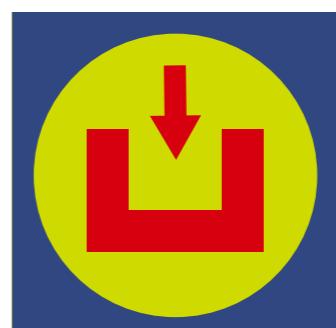
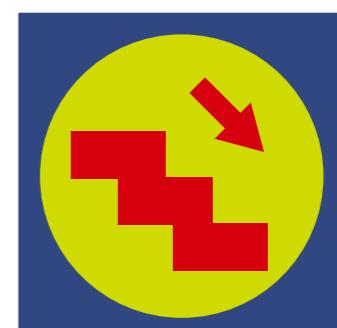
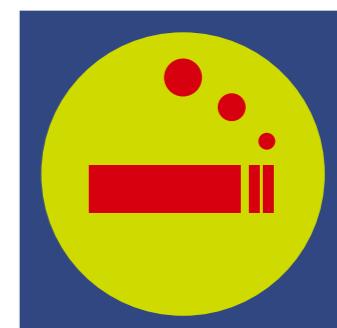
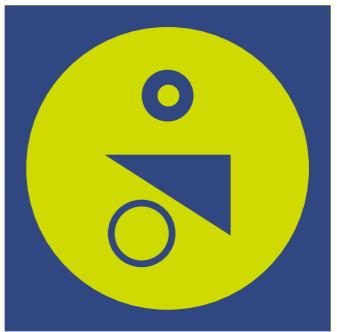
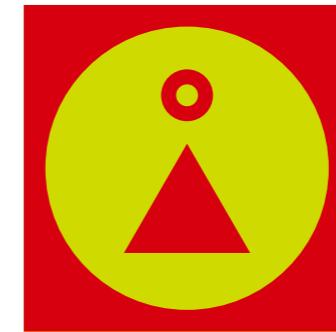
**Alpine Skiing**



**Cross Country**

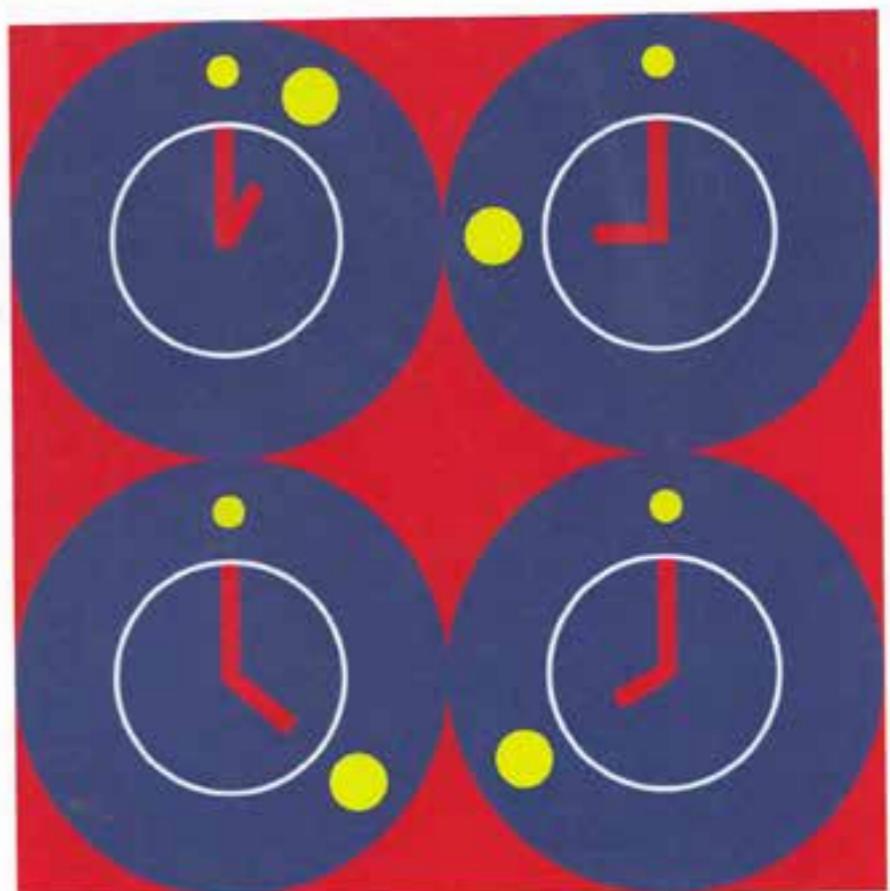


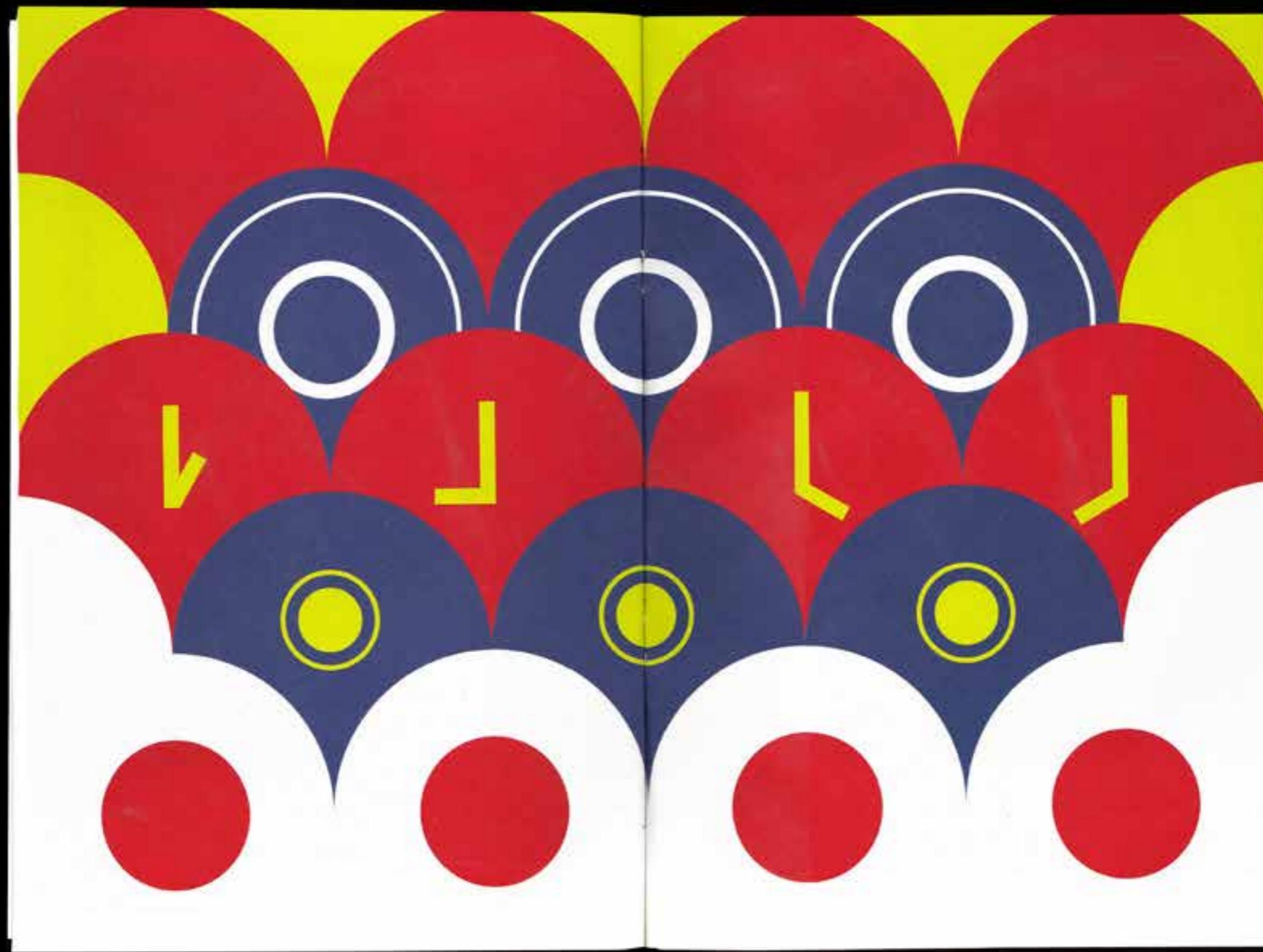
**Rowing**



— • LONDON 1948 :  
Games of the XIV Olympiad

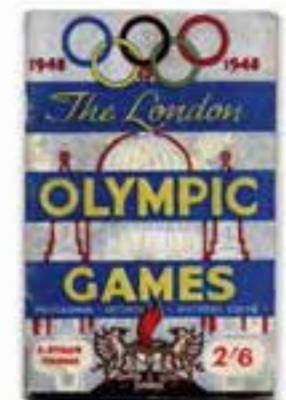
**Visual Identity Manual . —**







Color Uses •



• Acceptable Combinations



LONDON



LONDON



LONDON

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**GILL SANS BOLD**  
GILL SANS LIGHT

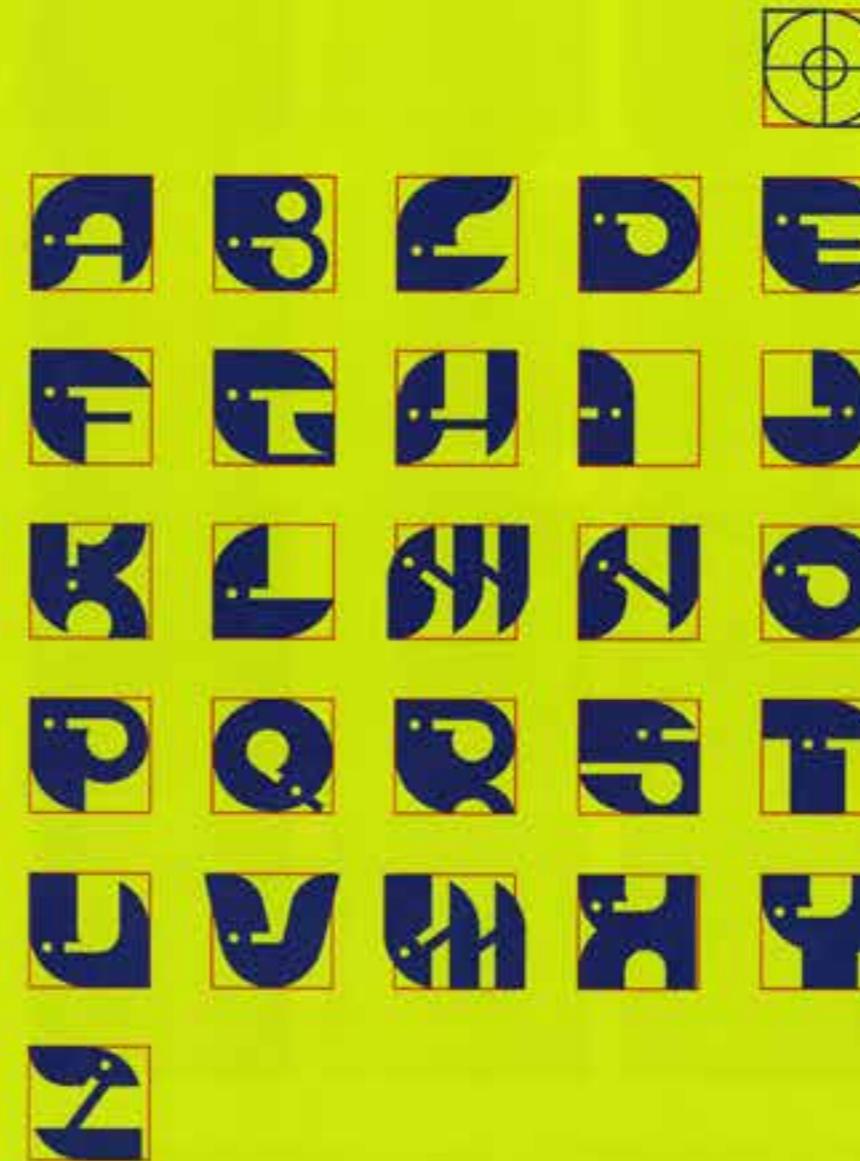
**1 2 3 4 5 6 7 8 9 0**

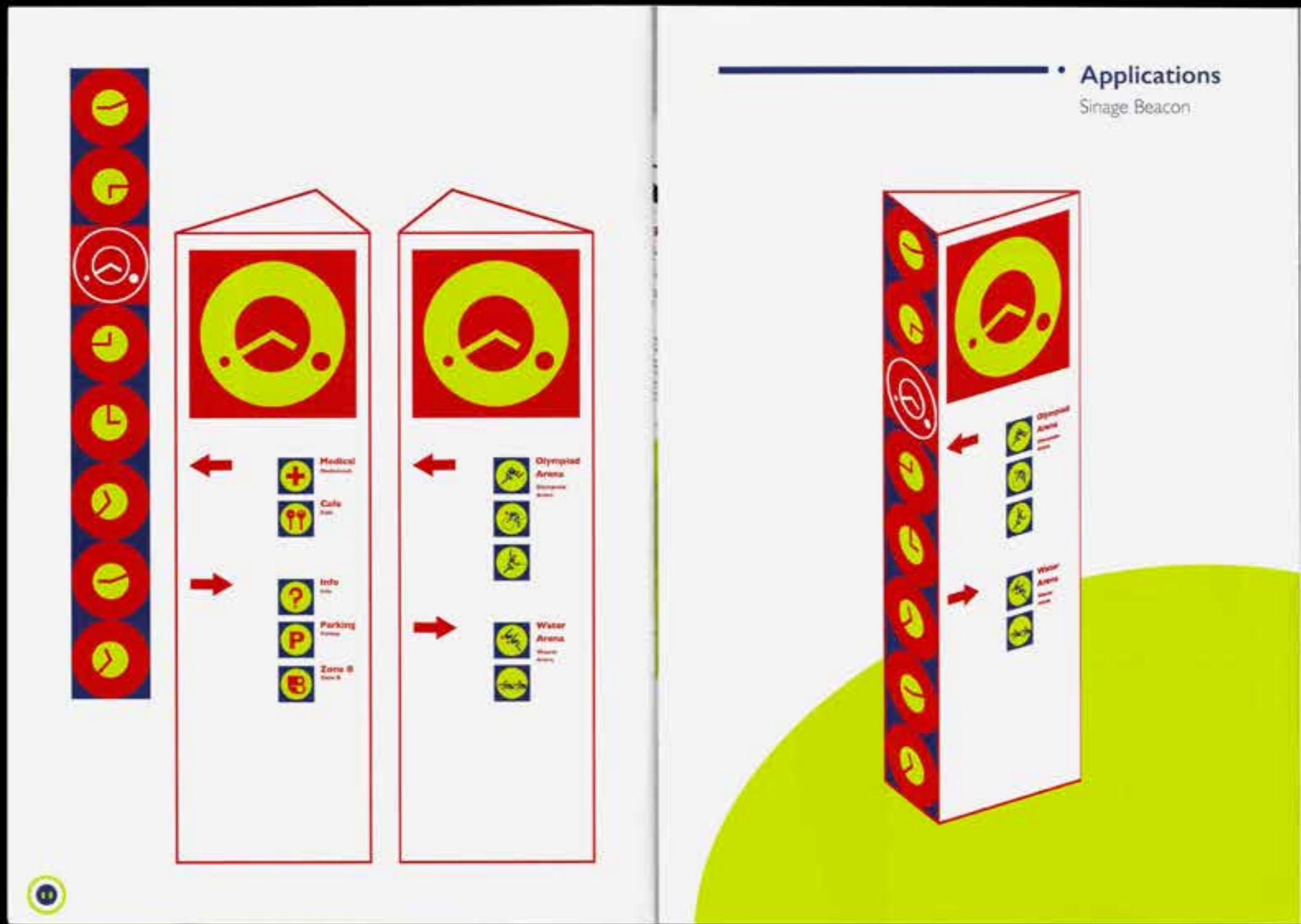
Type Styles • —————

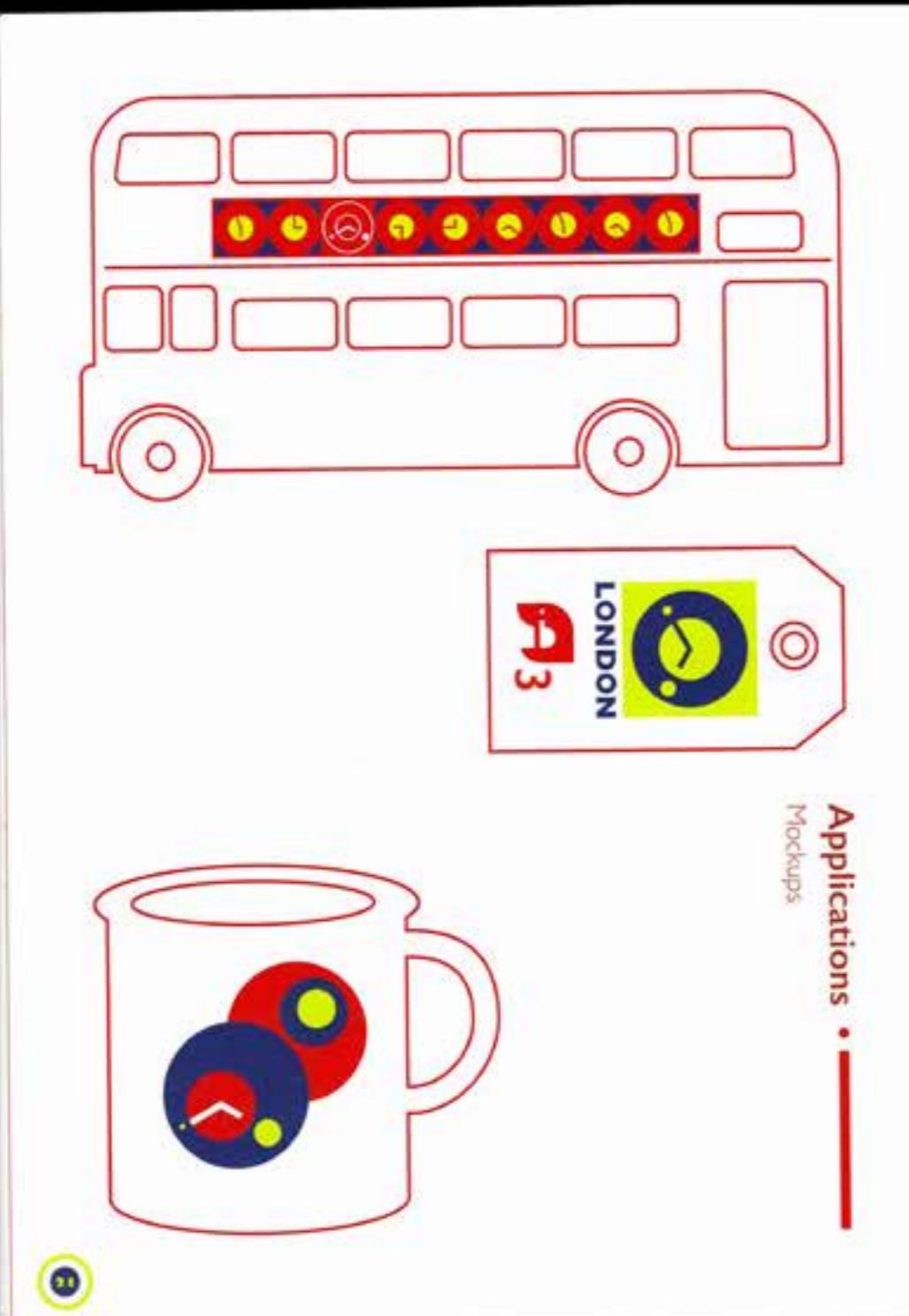


Supporting Typeface • —————

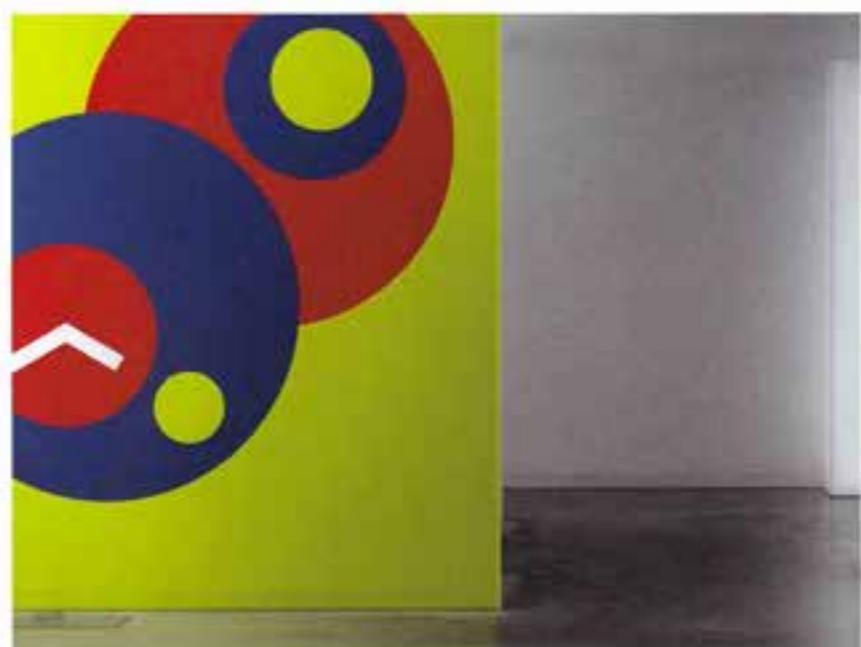
Wayfinding Signs







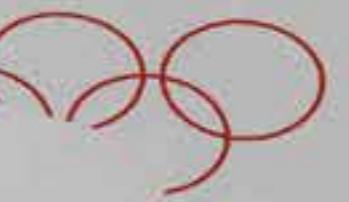




11

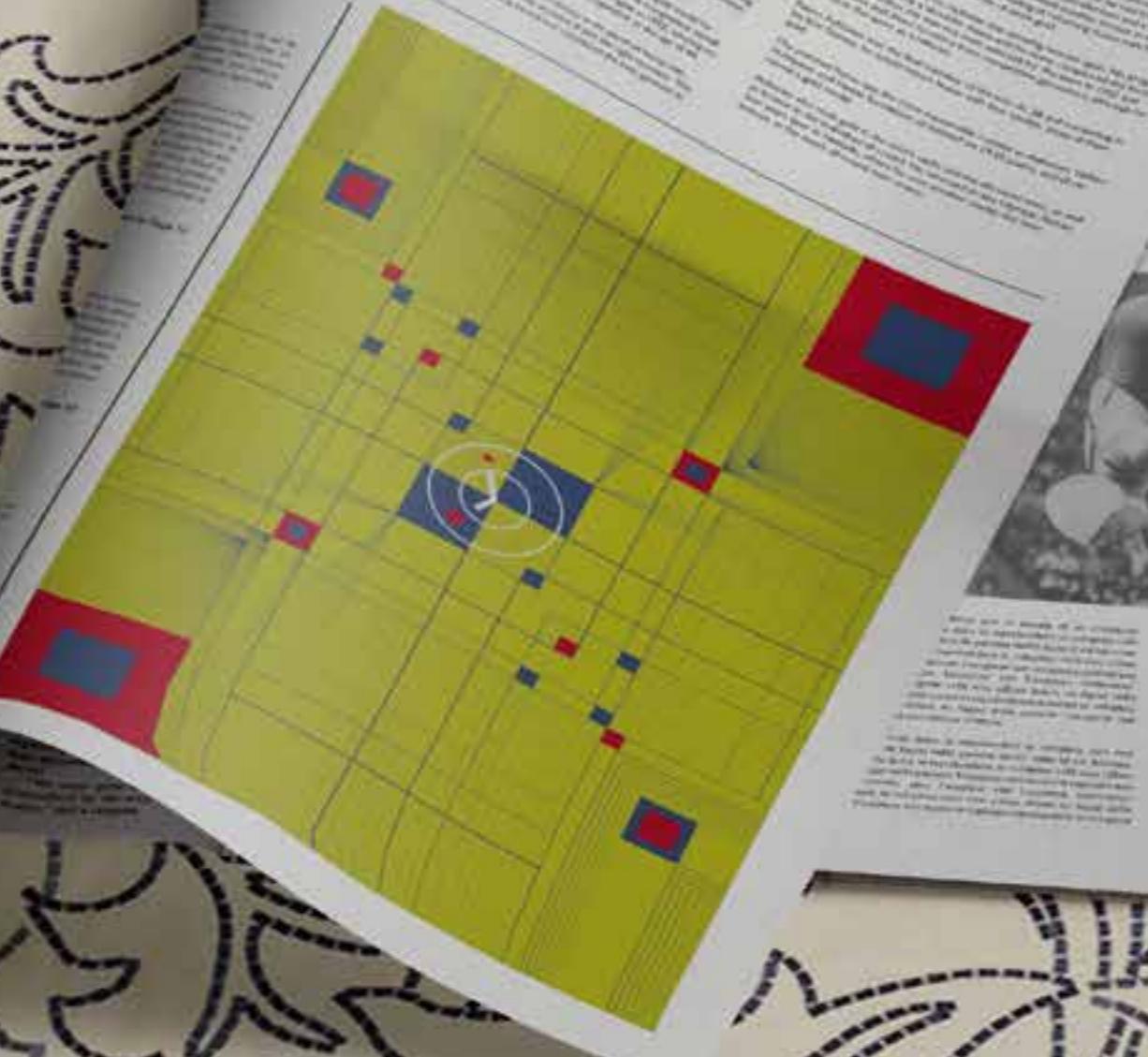


# The Guardian



LONDON 1948:  
Games of the XVI Olympiad

JACKI DRAVES  
DIVING



British University Museum

British University Museum

Special Thanks

Basic Graphic Design Richard Mehl

Visual Literacy Richard Wilde

Design Principle Judith Wilde

Basic Typography Design Olga Mezhibovskaya

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