

Graphic Design I

Process Book

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2021-2022

OSU Graphic Design Department

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Project 1

i. principles of design

Overview

The purpose of this project is to become familiar with various principles of design, and how they might be present in various pieces. These design principles include (feel free to bring your own as well) —

- » Balance »
- » Contrast »
- » Direction »
- » Economy »
- » Emphasis »
- » Pattern »
- » Repetition »
- » Rhythm »
- » Scale »
- » Unity »
- » Variety »

Then, students will begin researching various instances of these principles as they exist in existing works of art, design, and architecture.

After a preliminary critique of the found images, students will write their own definitions of each principle as well as a brief explanation of how their chosen image exemplifies its paired principle.

Finally, students will assemble these images and writings into a paginated document after which they will be critiqued, edited, printed, and bound.

Objectives

- » Gain and demonstrate an understanding of key design principles
- » Perform introductory tasks with Adobe InDesign, Illustrator, and Photoshop
- » Develop an attention to detail relevant to the history of bookmaking & design

Deliverables

A process book (PDF, or similar online format) with the following sections —

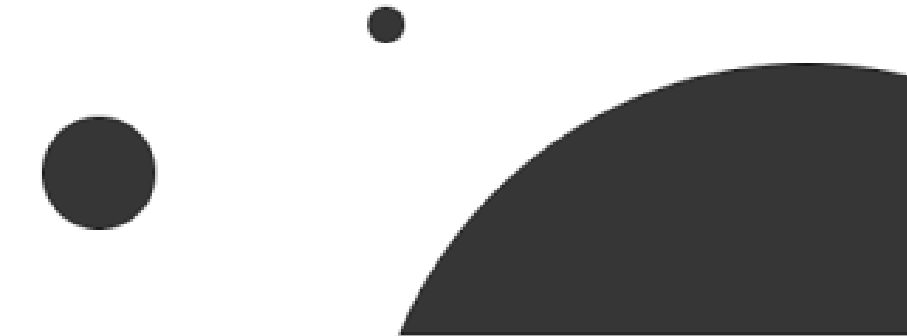
- » Project statement, initial thoughts and ideation
- » Notes and summaries from all critiques
- » Final product and thoughts

Book/zine/chapbook with definition and image of at least 12 principles

Tentative Calendar

- 08.16 – project intro, ideation
- 08.18 – first crit (group)
- 08.23 – work day, .INDD/.AI exercise
- 08.25 – second crit (1-on-1)
- 08.30 – work day, exercise
- 09.01 – work day, printing, cutting, binding exercise
- 09.06 – pre-final crit (group)
- 09.08 – project due, final pres.

Research

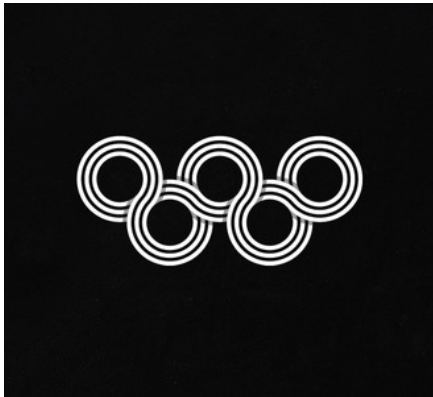


When we began this project, our first instructions were to find images that correlated with the principles of design. The image had to exemplify the design principle we were searching for, with a clear understanding of why that image was showing that design principle.

After finding images, we narrowed down, researched again to find replacements to photos that didn't match very well, and found higher quality photos.



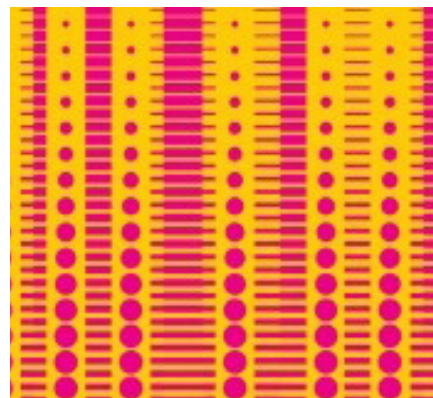
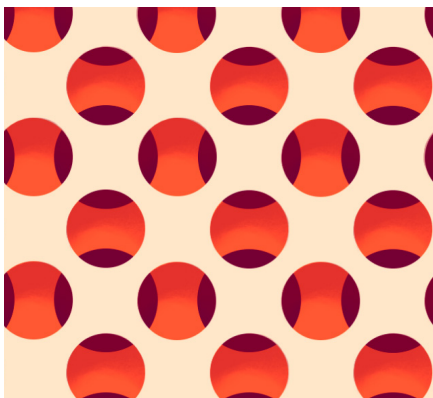
Research



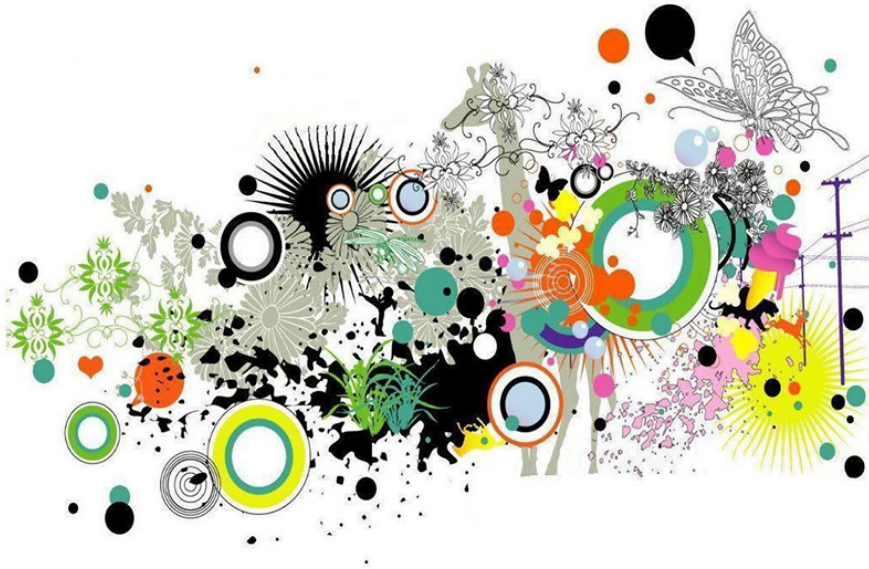
Once we had our images picked out, we needed to create our own definitions for the principles, and explain why the images displayed those principles.

I had the most trouble finding images and creating a definition for economy and unity, but those ended up being the images I was most proud of in the end.

From there, we began layouts.



Layouts



Layouts were the most difficult part, as we had to display the photos in a way they were clear and also in a way that made sense to the design principle it represented. As we did all this, we of course had to follow the design principles too in our own design. I spent a lot of time playing with what photos should be bigger, what photos made more sense smaller, which ones could afford to be smaller, and which ones needed a full spread.

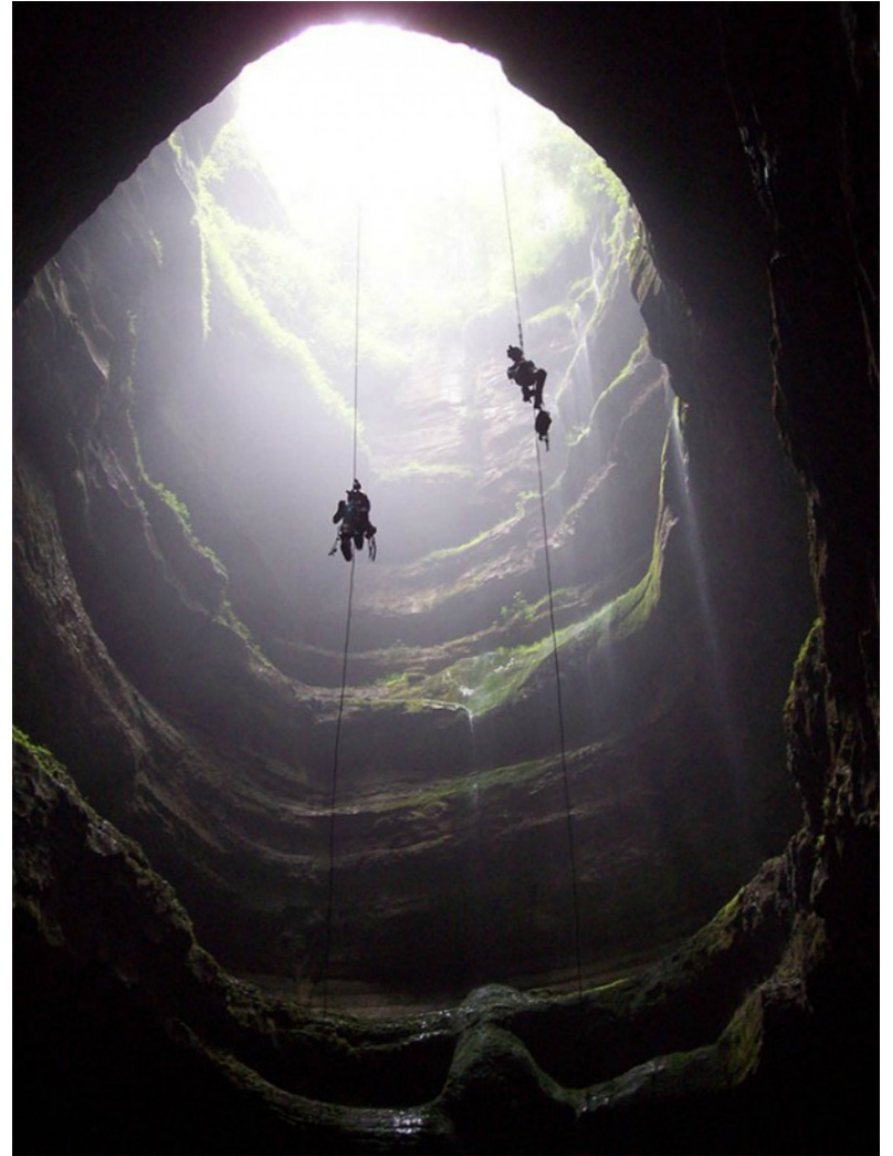
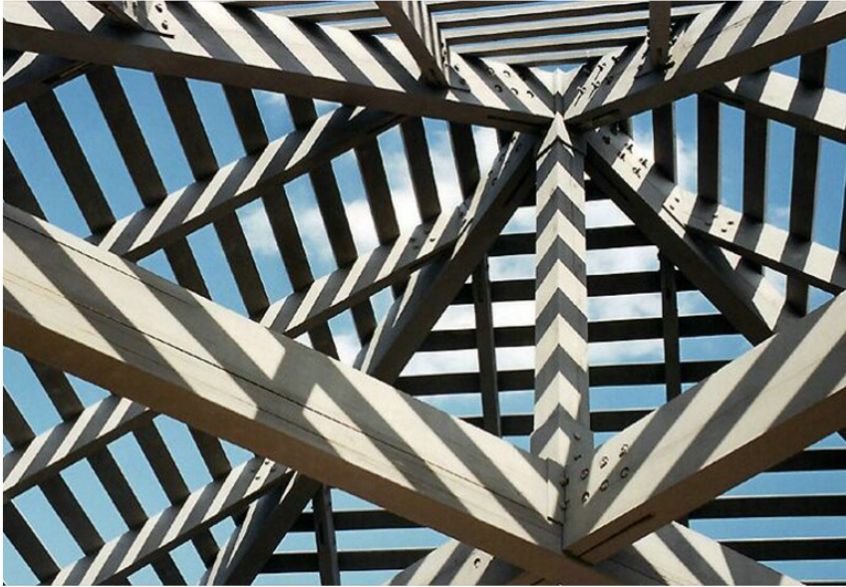
Le
de TOUR
FRANCE

Layouts

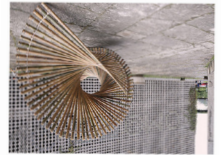
These are more examples of layouts I tested before getting to drafting stages of this process.



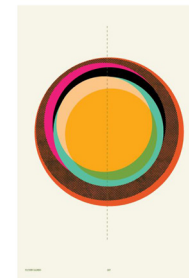
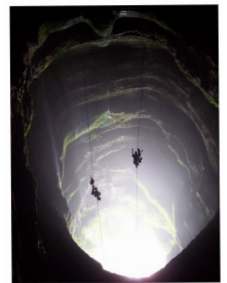
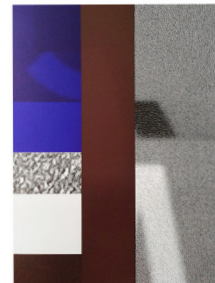
Layouts



Drafts



As I started drafting, I didn't want things to overlap. I tried to keep things very grid like and keep to a simpler structure. After first round of critiques, I was pushed to go further, and I did.



Drafts

Placing titles is where I found expanding the images was okay. I started to think about using a full spread for an image and not just a half a spread. This let some of the images that had more detail, or needed to be larger, grow and change the shape of what the zine was looking like.

EMPTY SPACE



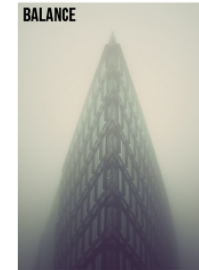
WALLPAPER



DIRECTION



BALANCE



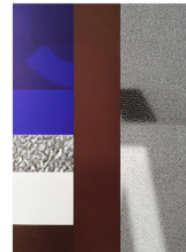
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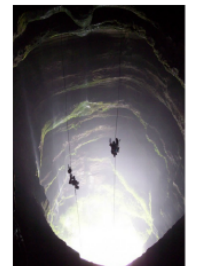
REPETITION



C
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S
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Y



Unity in a design helps tie together similar objects in a composition by also allowing there to offer a small leap. Unity creates a sense of wholeness in the composition. It makes the artwork cohesive.

This example shows circles of different sizes and colors being unified through stacking. The circles are placed in a way they appear to be one cohesive design, and being one if there are would blow off the composition. They are placed in the center of the composition to create a balance in the piece as well.

E
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Y

Economy in design means to be simple. It creates any part of a design not needed to show a complete design. It also uses simplicity to bring a broader definition or meaning to the design chosen.

In this logo, basic shapes are used to create something more elaborate. The word "tour" turns into the shape of a person hunched like they would be on a bike. The shape element of a yellow circle is used to represent part of the bike they are riding on. By using simple shapes and elements, the designer is able to make a broader definition of a person riding a bike in this logo rather than just shapes and words.



V
A
R
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Y



Having variety in your design makes it interesting to look at, and not feel too repetitive. Variety can be used to having lots of different elements form together to make a broader design. Using different non-related objects to form a piece is common when focusing on variety in a design.

This design shows variety to create an abstract design that's appealing to the viewer. There are many different shapes and colors used to create an aesthetically pleasing design, without having to use objects that are directly related to each other. For example, there are animals like a giraffe and butterfly shown with power lines in the background with splatters of paint. To normal eye this does not fit together, but to a creative eye it fits perfectly.

Drafts

After I finished this draft, I printed and tested how things looked as a zine. I was able to make further adjustments after seeing it in physical form, as well and find areas that needed better alignment.

EMPHASIS



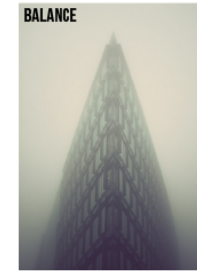
RHYTHM



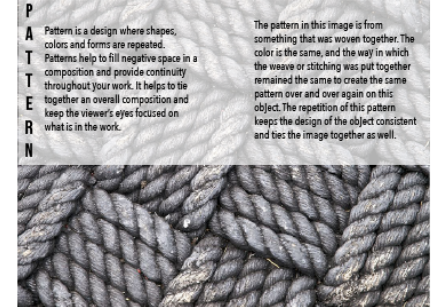
DIRECTION



REPETITION



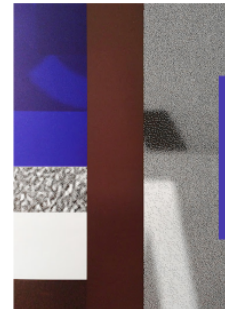
BALANCE



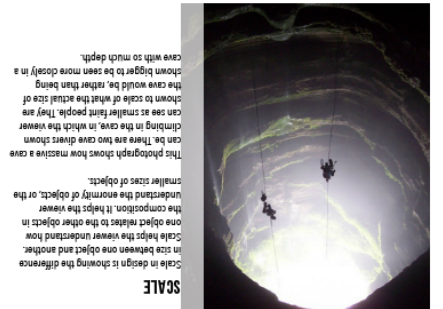
PATTERN

Pattern is a design where shapes, colors and forms are repeated. Patterns help to fill negative space in a composition and provide continuity throughout your work. It helps to tie together an overall composition and keep the viewer's eye focused on what is in the work.

The pattern in this image is from something that was woven together. The color is the same, and the way in which the weave or stitching was put together remained the same to create the same pattern over and over again on this object. The repetition of this pattern keeps the design of the object consistent and ties the image together as well.



Contrast creates a "tension" or "pull" in your design. Creating a good sense of contrast is a key to making your design stand out. Contrast is the difference between two things. It can be color, shape, size, or texture. Contrast is what makes your design interesting and helps the viewer understand what you are trying to say. Contrast is what makes your design stand out from the rest.



SCALE

Scale in design is showing the difference in size between one object and another. Scale helps the viewer understand how one object relates to the other in the composition. This helps the viewer understand the relationship between the objects, or the smaller sizes of objects.

This photograph shows how massive a cave can be. There are two cave divers shown climbing on the left side of the image. The cave is so large that the divers appear to be tiny in comparison. The scale of the cave is shown by the size of the cave divers. The cave is so large that the divers appear to be tiny in comparison. The scale of the cave is shown by the size of the cave divers.



UNITY

Unity in a design helps to bring together similar objects in a composition by also allowing there to offer in small ways. Unity creates a sense of wholeness in the composition. It makes the artwork cohesive.

Economy in simple terms is simple. It cuts any part of design not needed to show a complete design. It also can simply be being a clearer definition or meaning to the design chosen.

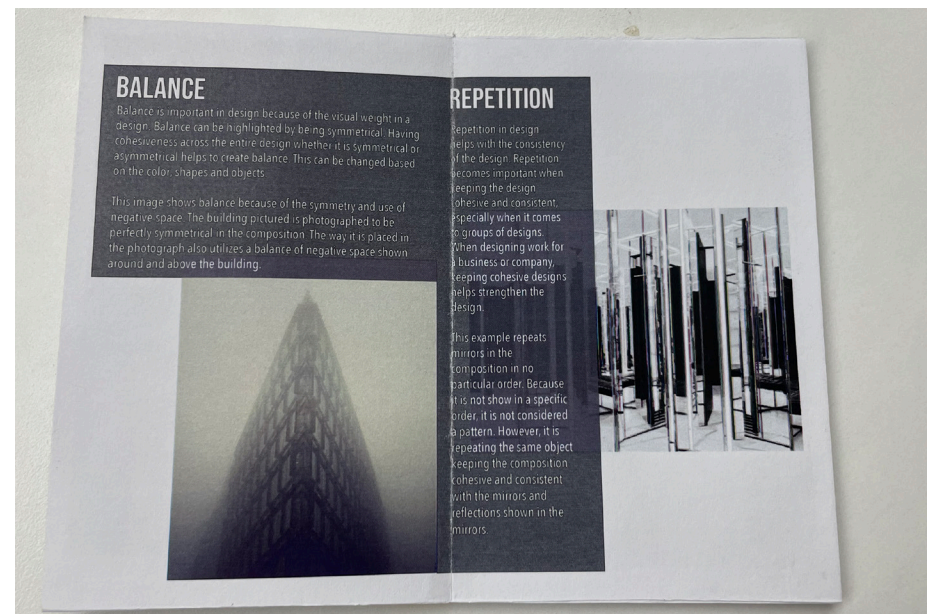
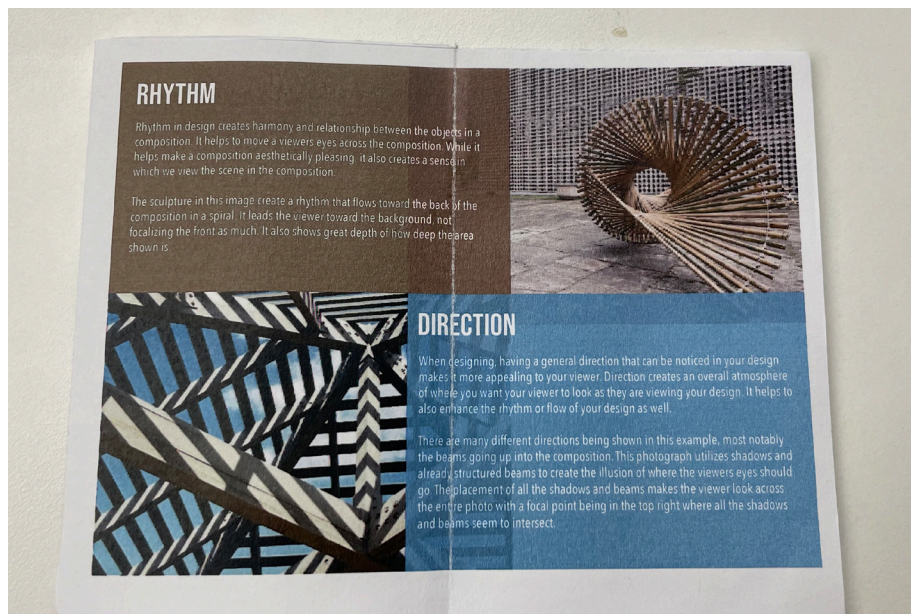
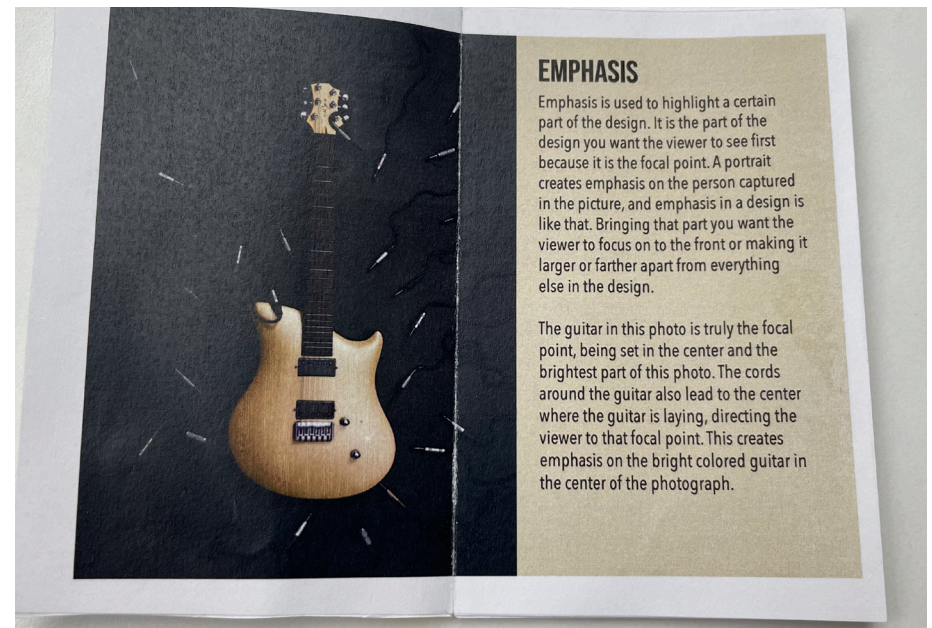


VARIETY

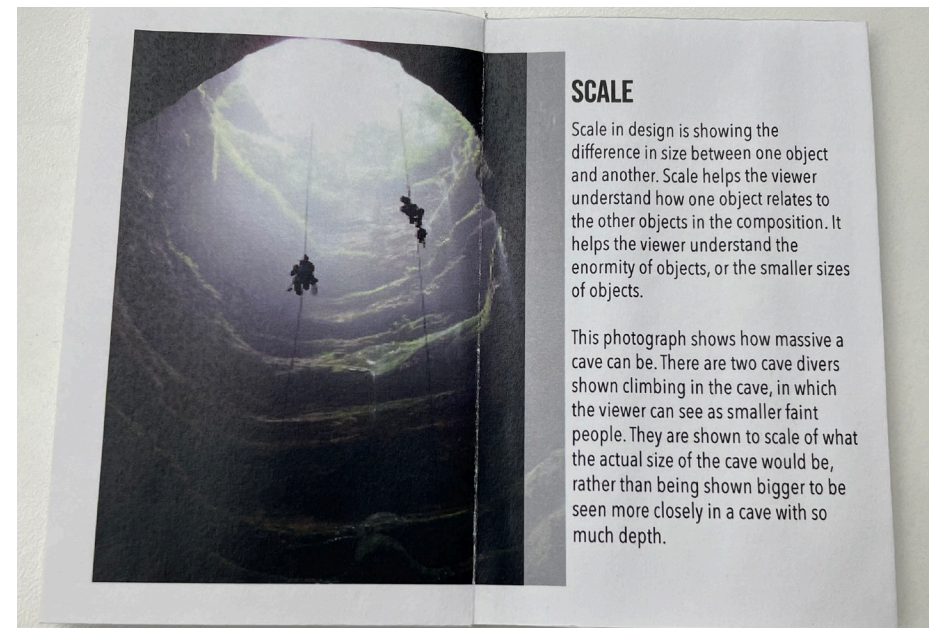
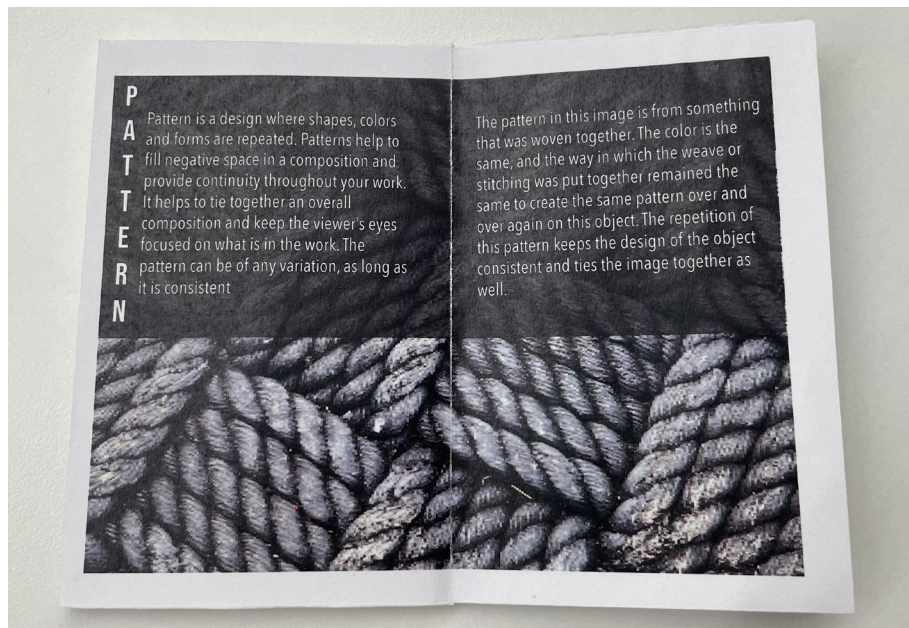
Having variety in your design makes it interesting to look at and not feel too repetitive. Variety can be achieved by having lots of different shapes and colors. Variety can also be achieved by having different sizes and weights. Variety can also be achieved by having different textures and patterns.

This design shows variety to create an abstract design that's appealing to the viewer. There are many different shapes and colors used to create an aesthetically pleasing design, without having to use objects that are directly related to each other. For example, there are animals like a giraffe and butterfly shown with power lines in the background with splatters of paint. To normal eyes this does not fit together, but to a creative eye it fits perfectly.

Drafts



Drafts



Drafts



Final Design

The final design did not differ from my last draft much, other than alignment and fixing text issues where I had widows and text that differed too much from the rest of the zine.

Not only did this book help me understand zine/book layouts, it let me dive deeper into the design principles that made up the rest of the work I did this year.

DIRECTION

When designing, having a general direction that you would like to follow is a good idea. It helps you to focus on the most important elements of your design and avoid getting lost in the details. The direction you choose will affect the overall look and feel of your design.


Direction is a key element of design. It helps you to focus on the most important elements of your design and avoid getting lost in the details. The direction you choose will affect the overall look and feel of your design.




EMPHASIS

Emphasis is used to highlight a certain part of the design. It is a part of the design that you want the viewer to see first. Emphasis can be achieved through color, size, and placement.

The guitar in this photo is truly the focal point, being set in the center and the brightest part of this photo. The center of the photograph emphasizes on the focal point. The center where the guitar is lying, directing the viewer to look at the center and the brighter part of this photo.



BALANCE



Balance is a key element of design. It helps you to create a design that is visually appealing and easy on the eye. Balance can be achieved through color, size, and placement.

This image shows balance because of the symmetry and use of negative space. The building pictured is photographed to be perfectly symmetrical in the composition. The way it is placed in the photograph also adds a balance of design in space shown around and above the building.

REPETITION

Repetition is a key element of design. It helps you to create a design that is visually appealing and easy on the eye. Repetition can be achieved through color, size, and placement.

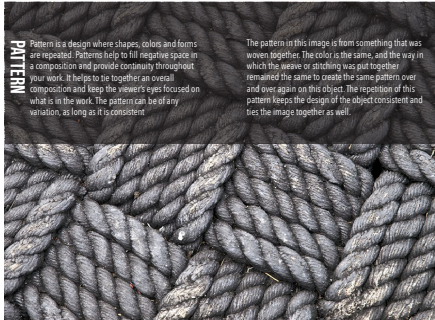
When designing work for a business or company, keeping consistent helps strengthen the design. This example repeats mirrors in the composition in its entirety. It is not shown in a specific order. It is not considered a pattern. However, it is repeating the same object keeping the composition cohesive and consistent with the mirrors and reflections shown in the mirrors.

PATTERN

Pattern is a key element of design. It helps you to create a design that is visually appealing and easy on the eye. Pattern can be achieved through color, size, and placement.

The pattern in this image is from something that was woven together. The color is the same, and the way in which the weave or stitching was put together remained the same to create the same pattern over and over again on this object. The repetition of this pattern keeps the design of the object consistent and ties the image together as well.




CONTRAST

Contrast is a key element of design. It helps you to create a design that is visually appealing and easy on the eye. Contrast can be achieved through color, size, and placement.

Contrast establishes a hierarchy in your design. Creating a good amount of contrast in a design can help the viewer to find the important elements of your design. This design shows contrast through different shapes, colors, and different aspects highlighted in your design.




SCALE

Scale is a key element of design. It helps you to create a design that is visually appealing and easy on the eye. Scale can be achieved through color, size, and placement.

Scale in design is showing the difference in size between one object and another. Scale helps the viewer understand how one object relates to the other objects in the composition. It helps the viewer understand the hierarchy of objects, or the smaller sizes of objects.

This photograph shows how massive a cave can be. There are two cave divers swimming in the cave, in which the viewer can see as smaller than the actual viewer can see. They are shown to scale of what the actual size of the cave would be. The cave being shown bigger to be seen more closely in a cave with so much depth.



UNITY



Unity is a key element of design. It helps you to create a design that is visually appealing and easy on the eye. Unity can be achieved through color, size, and placement.

Unity in a design helps to bring similar objects in a composition together. Unity also helps to bring a broader definition or meaning to the design shown.

ECONOMY

Economy is a key element of design. It helps you to create a design that is visually appealing and easy on the eye. Economy can be achieved through color, size, and placement.


In this logo, basic shapes are used to create something more elaborate. The word "tour" turns into the shape of a person hunched like they would be on a bike. The shape of a yellow circle is used to represent part of the bike they are riding on. By using simple shapes and elements, the designer is able to make a broader definition of a person riding a bike in this logo rather than just shapes and words.

VARIETY

Variety is a key element of design. It helps you to create a design that is visually appealing and easy on the eye. Variety can be achieved through color, size, and placement.

Having variety in your design makes it interesting to look at and not too boring. Unity can be used by having bits of different elements from together to make a broader design. Using different non-identical objects to form a piece is common. To normal eye this does not fit together.



Project 2

ii. icon design

Overview

The purpose of this project is to become familiar with the history and practice of creating simple, graphic-focused symbols known popularly as icons.

First, as an exercise, students will begin by ideating and practicing the formation of basic graphic representations of common items and concepts.

Second, students will be introduced to a brief history of iconography within the history of graphic design. Additionally, students will be introduced to prominent graphic artists/designers – one of whom will serve as inspiration for the next phase of this project.

Third, students will begin drafting rough sketches of icons in line with parameters set by the instructor, as well as in the style and legacy of the designer they seek to emulate. Through an iterative process, students will work to refine and perfect their icons — from pen and paper ideas, to vector-based icons.

Finally, prior to this project becoming due, students will create a series of tessellated patterns using these icons.

Objectives

- » Gain and demonstrate an understanding of the history and production of the graphic icon
- » Perform introductory tasks with Adobe Illustrator and Photoshop
- » Develop an attention to detail relevant to the history of icon/glyph creation

Deliverables

- A process book (PDF, or similar online format) with the following sections —
- » Project statement, initial thoughts and ideation
 - » Notes and summaries from all critiques
 - » Final products and thoughts

Tentative Calendar

- 09.08 – project intro, sprint exercise
- 09.13 – lecture, selection of designer
- 09.15 – first crit, bring 80 sketches (group)
- 09.20 – work day & check-in, (1-on-1)
- 09.22 – second crit, bring 60 refined icons (group)
- 09.27 – work day & check-in, (1-on-1)
- 09.29 – final crit, bring near-final icons, pattern (group)
- 10.04 – project due, final pres.

Recommended Sources

- Asante, M.K.
The Afrocentric Idea in Education (1991)
- Khandwala, A. & Munro, S.
The Age of Black Fabulosity (2020)
- Herring, S.
Keith Haring and Queer Xerography (2007)
- Gomez-Palacio, B. & Vit, A.
Brand New
- Waters, J.
Good Taste & Bad Taste

Research

Icon design is meant to be simple, clear, and help the reader understand exactly what the icon is meant to represent by a quick glance.

Research for this project started in finding a designer that we would use as inspiration for our work.

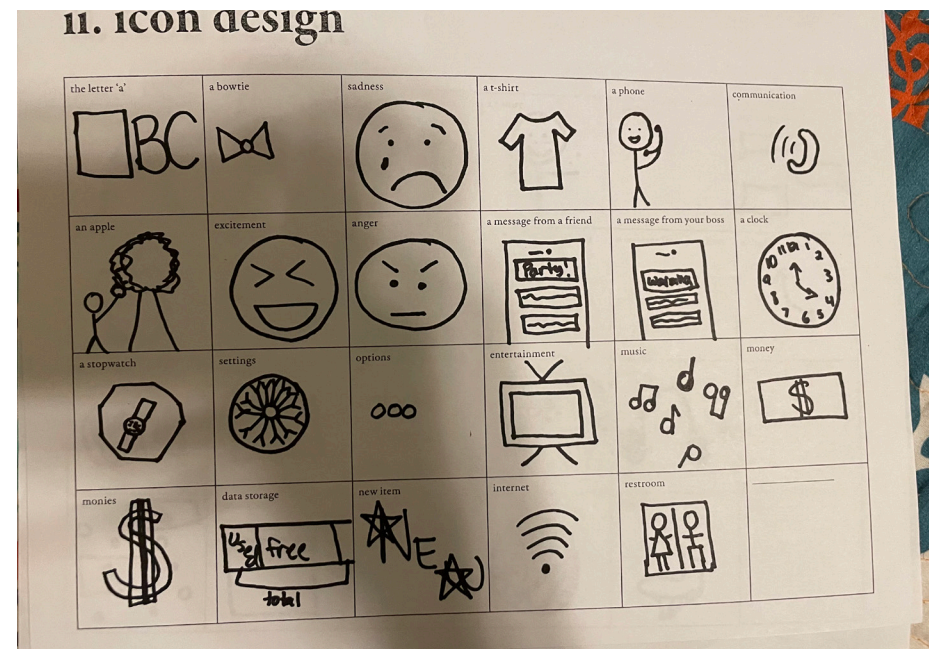
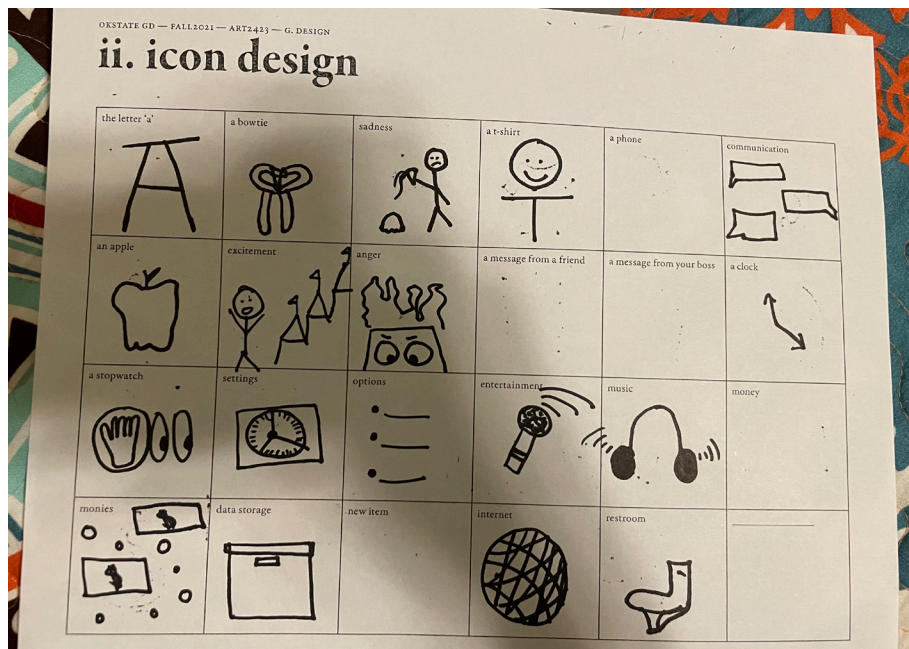
April Greiman became my inspiration, as I fell in love with her bright colors, and extreme use of shapes and gradients.

Seeing that she started her work predominately in the 80's - 90's when the digital era was beginning, I immediately thought about the rock bands my mom would always make us listen to from that time period.

This is what inspired my icons.



Sketches

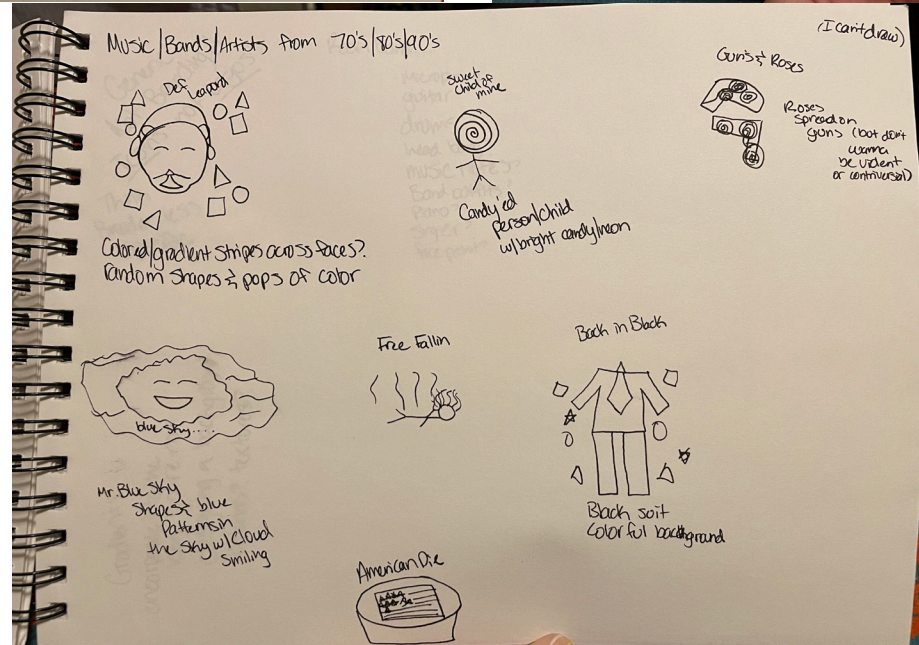
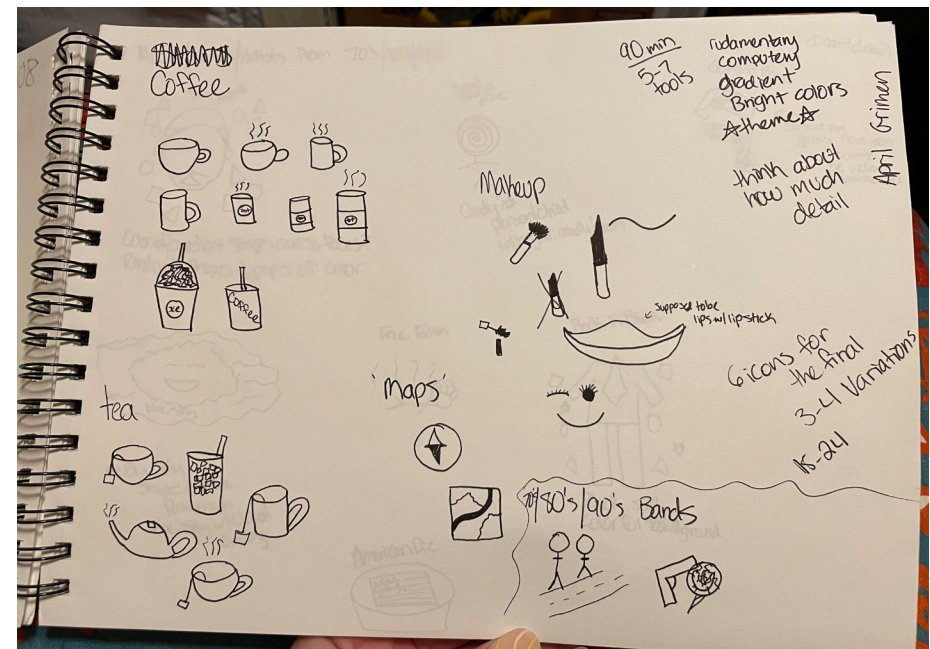
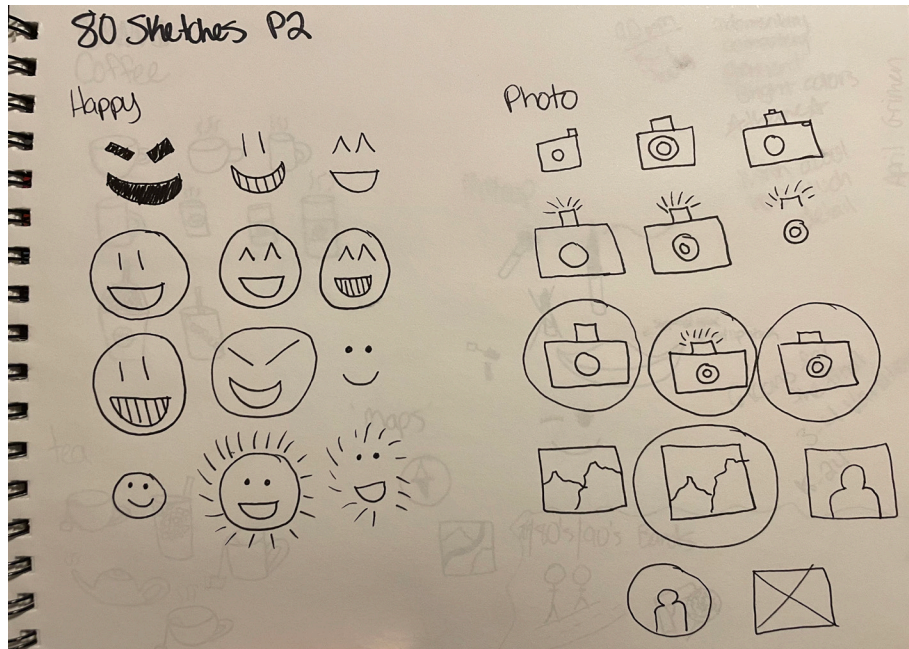


The first exercise we did for this project was timed practice icon drawings.

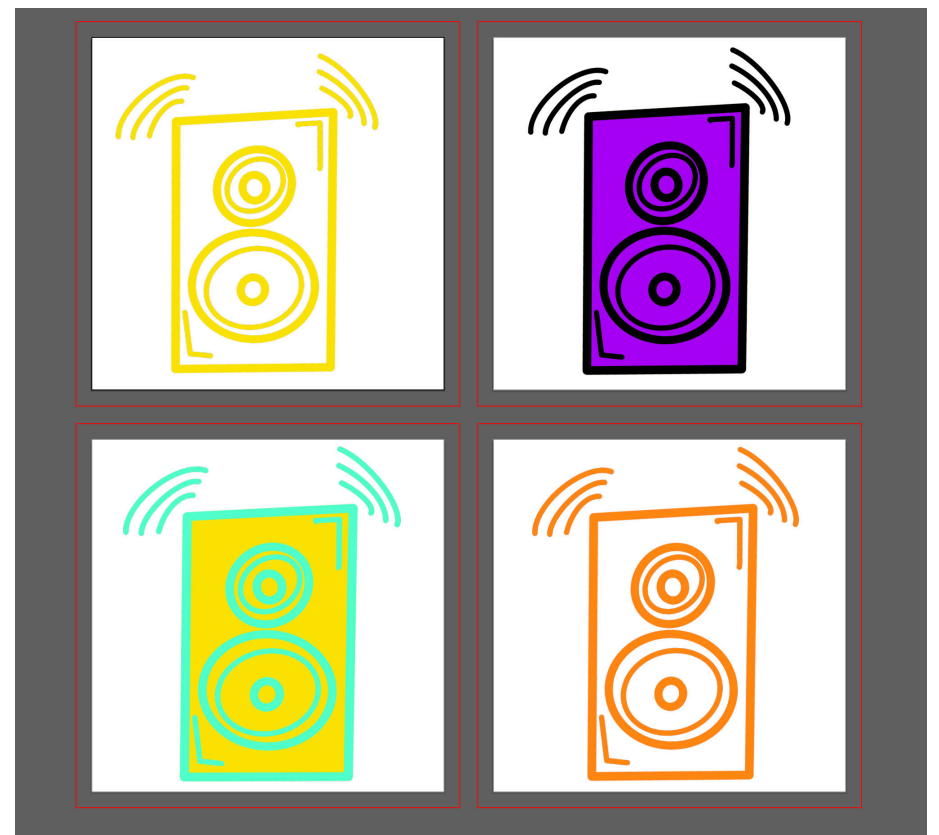
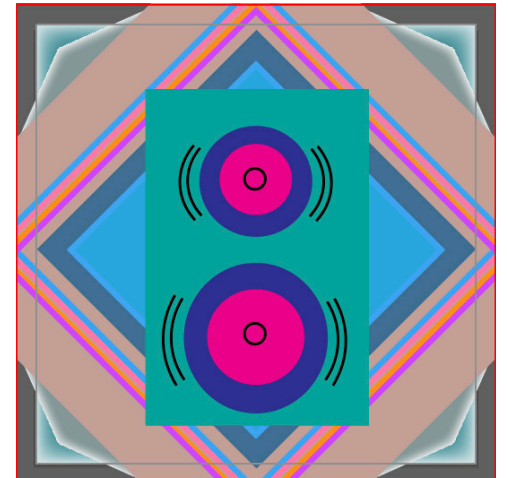
We were given pages like this and told to draw a simple sketch that conveyed the meaning or what the icon was supposed to be.

Using only a black Sharpie, we used these skills in the beginnings of our own sketches for the icon group we would be making on our own.

Sketches



Drafts



After sketches I narrowed down to 6 objects related to rock bands - speakers, headphones, microphone, guitars, drums, and a rock and roll hand symbol.

Headphones had a very rough start, as did speakers. I started by drawing in procreate on an iPad with each item. Eventually, most if not all of them got redrawn about 4 times.

The headphones lost the smiley face due to the creepiness of it.

Drafts

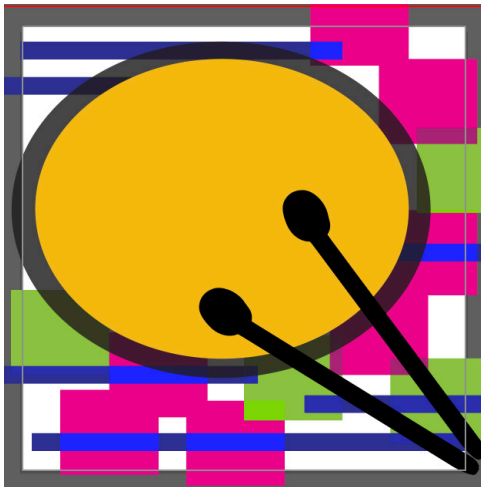
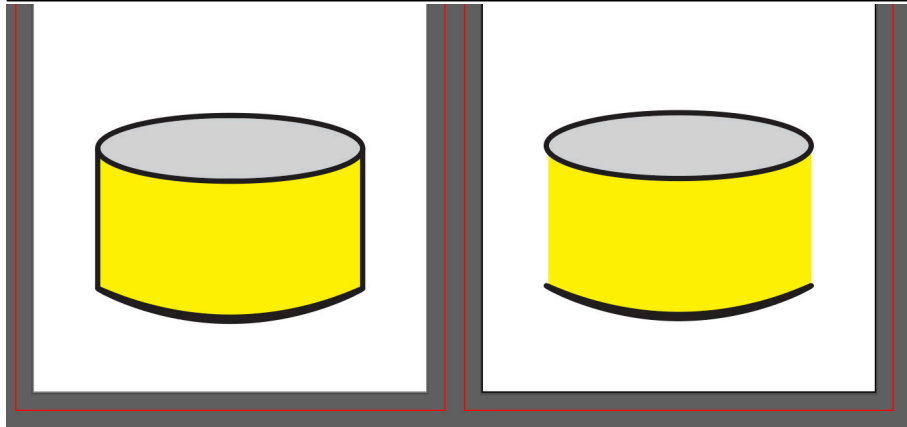


The rock and roll hand symbol was really hard to nail down. Do I fill in the hand? Do I make it more of a shadow? Do I add multiple hands so it looks like a crowd?

In the end, the filled in hand one and I kept everything singular to keep simplicity in my icons.

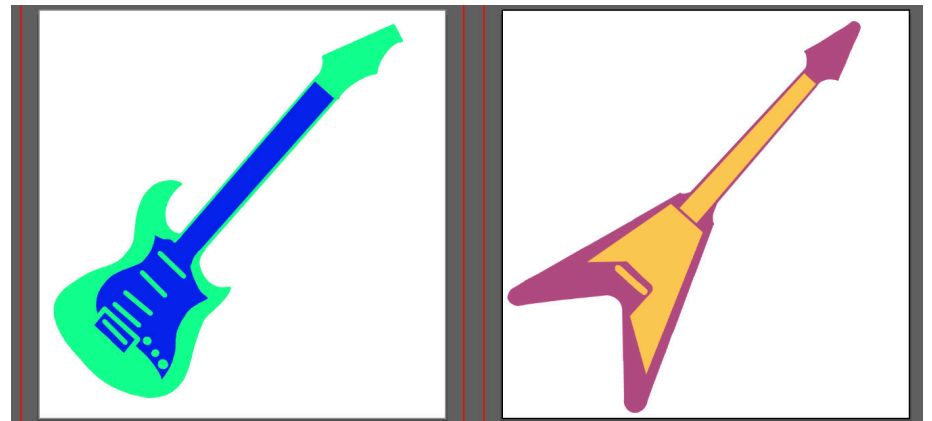


Drafts



The drums were the other giant struggle with this project. Drumsticks?
Full drum set? How much outline do we give these items?

The guitar was the most fun to create, especially since I started to find older really elaborate electric guitars from rock bands. Creating something that looked like a classic rock band guitar without being too over the top was a lot of fun, which is why I think this is the most successful icon out of my full completed set.



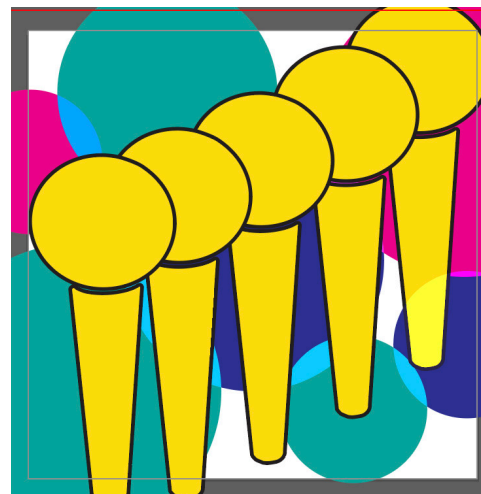
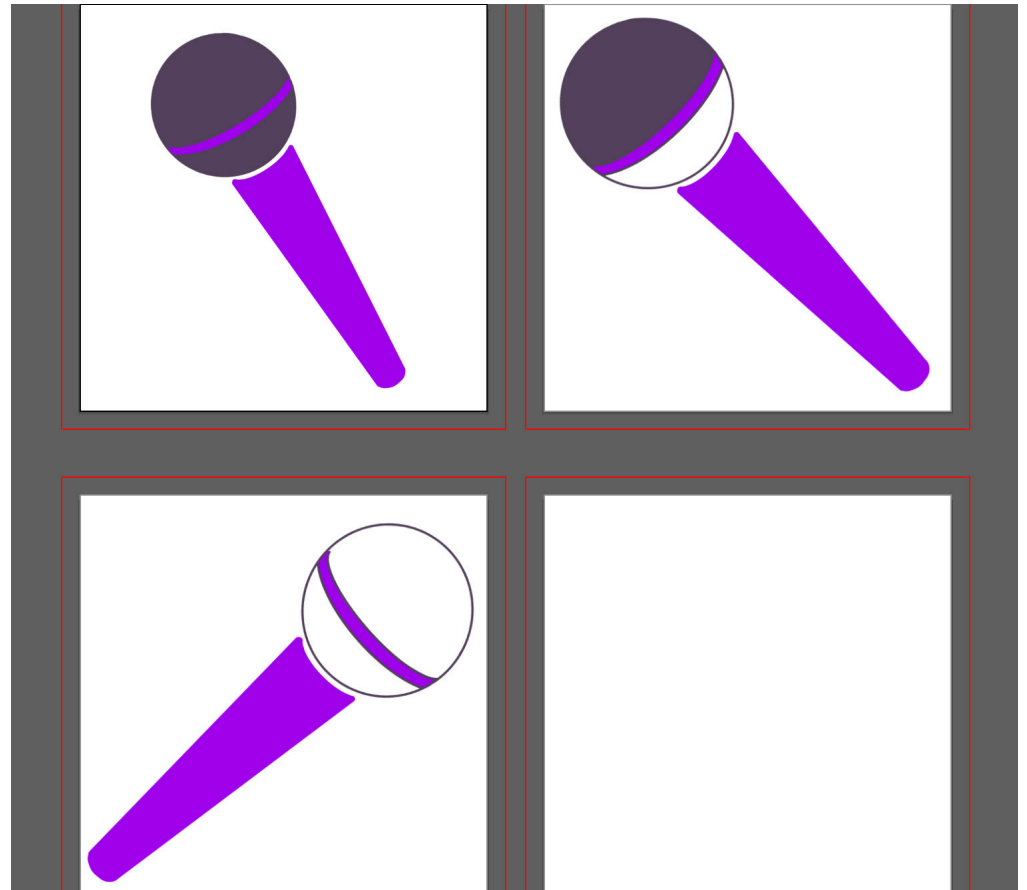
Drafts

The microphone is what helped me decide to keep only singular versions of the object, not duplicate them within the box.

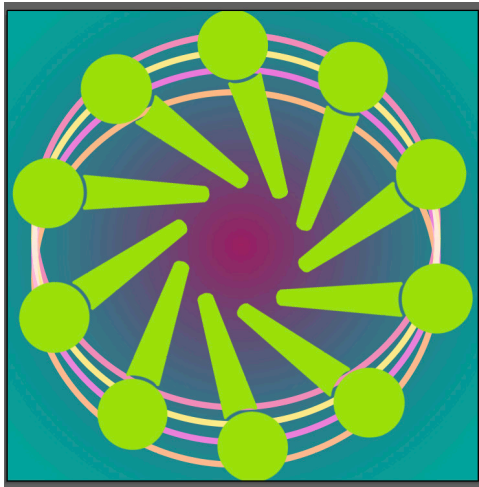
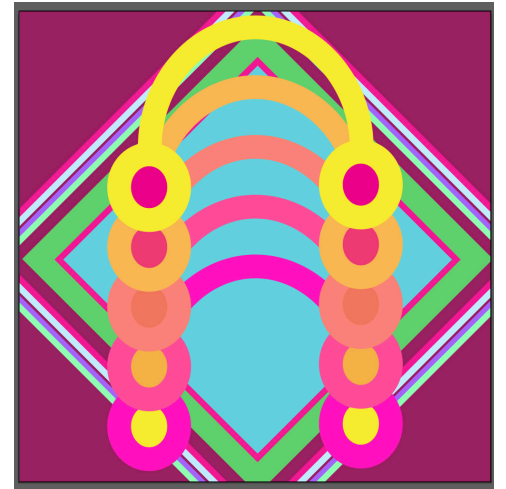
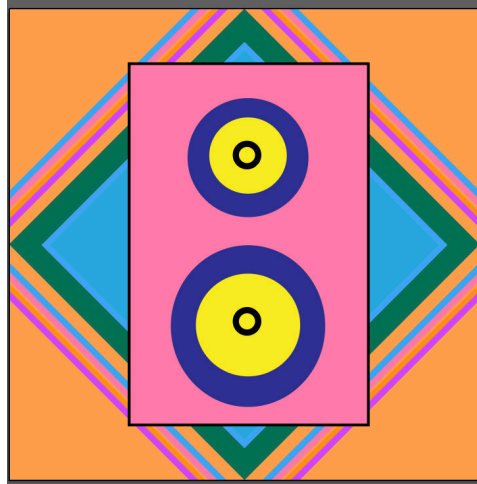
The repeating started to add too much complexity to the design, which caused my drafts to become more complex as a whole.

My icons strayed from the simple design at first, and didn't tie together very well. After lots and lots of critiques, I think I was able to complete a successful set of "rock band" icons with a subtle touch of April Greiman in the design.

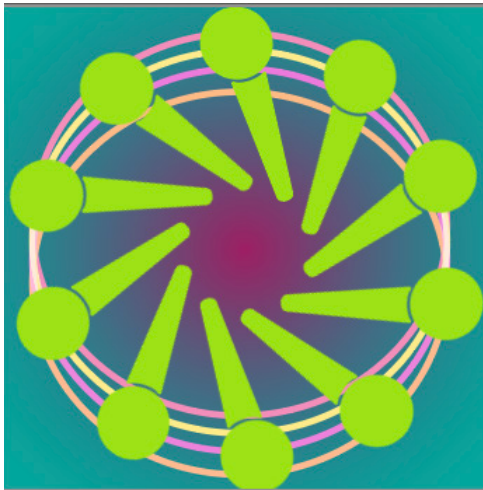
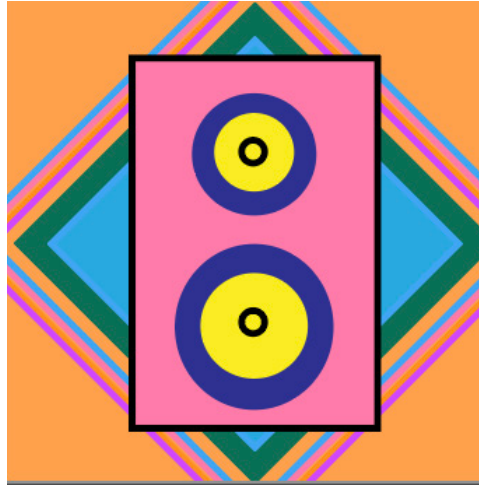
The bright colors help to really make things pop like the style was during the 80's and 90's and even into the early 2000's.



Drafts



Drafts



Final Designs



Project 3

iii. critical inquiry

Overview

The purpose of this project is to become familiar with independent research, ideation, and process as pillars of a robust design practice

First, by researching a topic which is relevant to themselves. Then, students will ideating what process/medium from graphic design can best help them in forming a line of critical inquiry into their chosen topic.

Students will work 1-on-1 with the instructor to realize the potential of their research and ideation in order to create a design artifact which speaks to the student's interest personally, but also in terms of graphic design.

The topic and medium chosen by the student must serve to build upon and support one another. Throughout this project cycle, the instructor will serve as an advisor and creative guide in fulfilling the student's project.

Objectives

- » Gain and demonstrate an understanding of how original research informs the design process
- » Develop a deeper literacy with Adobe Illustrator, InDesign, Photoshop, XD, etc.

Deliverables

A process book (PDF or ZIP) with the following sections —

- » Project statement, initial thoughts and ideation
- » Notes and summaries from all critiques
- » Final product(s) and thoughts

Tentative Calendar

- 10.04 – project intro, begin research
- 10.06 – work day, 1-on-1 discussion of research
- 10.11 – research presentation, project proposal
- 10.13 – work day & check-in, (1-on-1)
- 10.18 – first crit, bring initiated project (group)
- 10.20 – work day & check-in, (1-on-1)
- 10.25 – second crit, bring project + timeline for completion (group)
- 10.27 – work day & check-in, (1-on-1)
- 11.01 – work day & check-in, (1-on-1)
- 11.03 – project due, final presentation

Research

When we were presented with this project, it seemed really overwhelming with how much freedom we were being given. We got to choose our topic, our medium, our deliverables, what we worked in, all it had to so was make sense with the topic we reasearched over.

Because of how much my mental health has affected my life since high school, and the increasing problems I've had during college, I wanted to do something that touched on the reality of how people who suffer with depression and anxiety go through daily life, and how sometimes we have to make fun of ourselves to get our heads back above water.

Mascot?
In pajamas
Bright, but darker colors

Boiler comments like "just go run"

Mood board - Interactive pieces - rough road map - deliverables list -

- chosen medium, may include but by no means limited to—
 - poster, **branding**, textile, **clothing**, vexillology, album art, etc. ad nauseam
 - Hat, sticker, shirt, hoodie, blanket?,
- chosen topic,
 - Mental Health Satire, bring light to the problem and stigma around it but also make it something fun and not your normal "mental health issues, are a bad" thing.
- tell us why that medium
 - Posters are boring, and overdone. We need something more fun that adds informative things with the topic but isn't always so serious and something that can make people smile - especially after COVID
 - Satirical clothes
- tell us why that topic
 - Very relatable
 - Not normal to have something like "will I go to class today?" or "Can you tell its hard to shower?"

Research

I created this mood board with things I found searching through social media about mental health satire, as well as comforting things for those who have increased anxiety and depression. I knew what my comforts were, but what did the rest of the world find comforting? What did the rest of the world think when they got overwhelmed? How common are things like not showering or living in leggings and oversized hoodies?

parker
@pmilbs_

One of my favorite games to play is "is my headache from dehydration, caffeine withdrawal, lack of proper nutrition, my ponytail, stress, lack of sleep, not wearing my glasses or brain tumor?"

If standing up for yourself burns a bridge, I have matches.
We ride at dawn.

SELF-CARE TIPS FROM PIXAR CHARACTERS

- LIVE EVERY MOMENT!
- COOK SOMETHING YUMMY!
- SING A SONG!
- TAKE TO A FRIEND!
- FIND JOY IN THE SMALL THINGS!
- DANCE!
- GO FOR A RIDE!
- TAKE A DRIVE
- WRITE IN YOUR DREAM JOURNAL
- READ A BOOK
- PRETEND!

jordan
@jordan_stratton

Oh, so breakfast in bed is luxurious, but when I eat breakfast, lunch, and dinner in bed, suddenly it's "depression"

ANXIETY
the magazine

Shouldn't you be moisturizing?
Megan moisturizes.

The 2016 summer guide to SELF-MEDICATION

"You can do it!"
—and other embarrassing pep talks your coworkers have overheard you giving yourself

Jessie from work
Friend, Confidante—BUT DOES SHE SECRETLY HATE YOU?
The split-second facial expression that reveals all!

PLUS: 12 acquaintances who are getting pretty sick of your shit by now.

Being asked "Why are you depressed? Life is beautiful!" is like saying "Why do you have asthma? There is so much air!"

jewel tones
PROVOCATE COLOR PALETTE

KEEP CALM, IT'S ONLY ANOTHER PANIC ATTACK.

When you have anxiety over something incredibly stupid and you know it's stupid but the anxiety won't go away

EAT. SLEEP. NAP. REPEAT.

maddiemarsh
@MadisonTMarsh

Just to be clear:
I never *don't* want iced coffee
There has never been a bad time for iced coffee
I will never be displeased by receiving iced coffee
At no point in my life will I ever say "no thank you, I don't want iced coffee."

MY NECK,
MY BACK,
MY SEROTONIN
DON'T COME BACK

Hands up if your mental illness has:

- made you lose/gain weight
- made it impossible to leave the house
- given you sleep problems
- given you stomach problems
- given you anxiety/panic attacks
- made you have breakdowns
- made you have suicidal ideation
- made your memory bad

that there is quite the gap..

THERE

LISTEN, I STILL WANT TO BE INVITED BUT I'M NOT COMING.

ME

WOW! I'M FEELING SURPRISINGLY HAPPY & CONFIDENT ABOUT MY LIFE CHOICES!

5 MINUTES LATER

SELF DOUBT

what part of your morning routine takes the longest?

Yvindicated
@AdamantxYves

Finding the will to live.

get in, loser. we're going to therapy.

Research

phrases to work with:

Has anyone seen my friend serotonin?

Do I want to go? No.

Do I want to be invited? Yes.

My superpower is sleeping all day then sleeping all night and still being tired

Keep Calm

Its only

Another Panic attack

If someone says "running is their antidepressant" one more time I will punch a hole in the wall

Why spend money on therapy when Iced Coffee is so much cheaper

Burritos + Blanket = Burrito Blanket.

Yeah, I can go a week without showering. I'm pretty badass.

Warning, standing too close may break your nose
(I haven't showered in a week)

Why shower when you could just lay in bed all day?

Living on

Dry Shampoo

Iced Coffee

Oversized shirts

Yes this is all my emotional baggage! Isn't it cute?

Today on what caused my headache...

Dehydration?

Caffeine Withdrawl?

Lack of nutrition?

My Ponytail?

Stress?

Not enough sleep?

Not wearing my glasses?

Brain Tumor?

Apparently committing arson isn't a valid solution to my problems.

After making my mood board, I gathered a life of phrases I found commonly throughout my research or I remember telling myself over and over in my constant battle against these mental illnesses. I also had a few ideas come from class and my family as I talked with them about this project. These phrases would become the main focus of my projects as I created a brand that focused on the realities of mental health with a lighter feel to it.

I wanted this to be truth, without being daunting and scary.

I feel amazing!

(5 mins later)

What the fuck is wrong with me

To go to class... or not to go to class...

It's not that I slept in, it just took longer to find a will to live.

How I cope with my depression: self deprecation

Don't mind me, bitching about my sister who stole \$5 from me 20 years ago.

Damn it we're out of ice cream

"Read a book"

"Dance it out"

"Cook some food"

"Think Positive"

STOP TELLING ME WHAT TO DO KAREN

Coffee is my therapy

I like to reward myself for things.

Get out of bed? Get a coffee.

Made it to class? Get a coffee.

Finished an essay? Get a coffee.

Breakfast in bed is luxurious.

BUT

When I eat Breakfast, lunch and dinner in bed

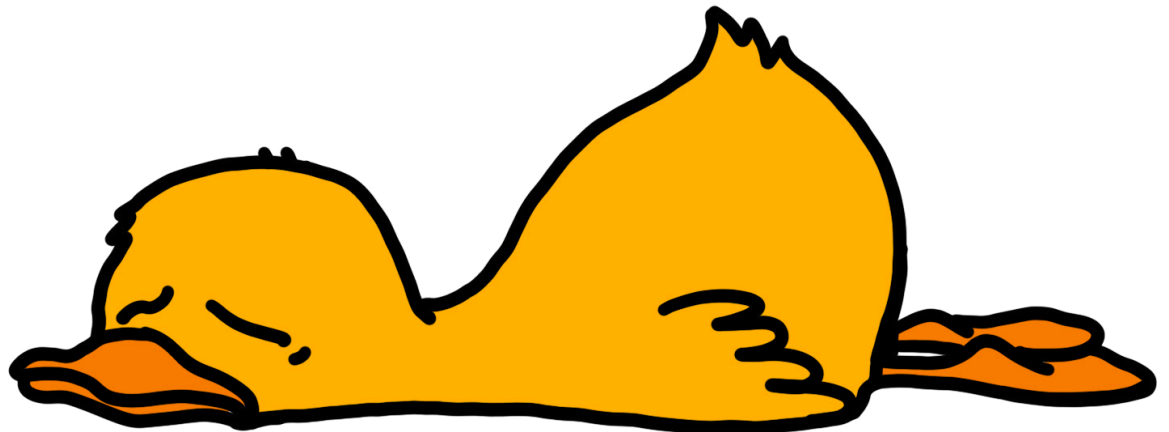
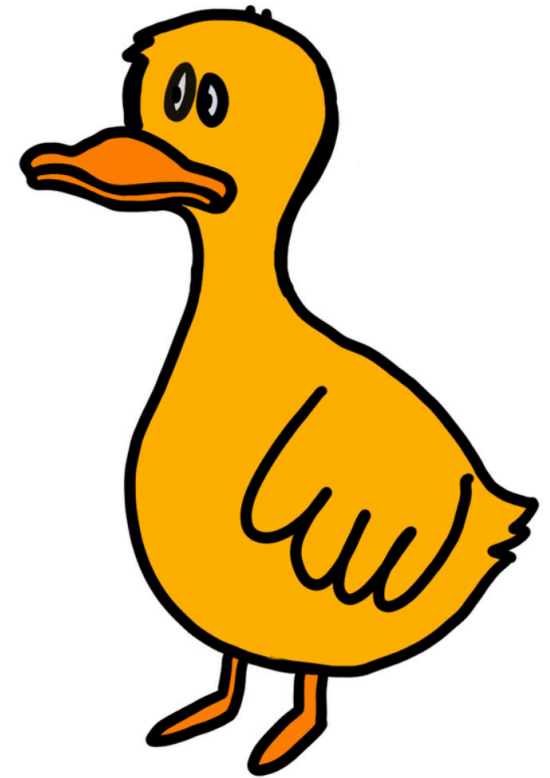
Suddenly it's 'depression'

Drawings

The duck became the face of this brand, after a lot of touchups and fixes.

I wanted to create a face of the brand that seemed friendly and cuddly, but also could be expressive with the rollercoaster of emotions of anxiety and depression. The duck laying on the ground is what sold the deal for me that he needed to be the one I kept.

During quarantine, my sisters and I also hid a bunch of tiny ducks around our house which gives ducks an even deeper, more special meaning in my life.



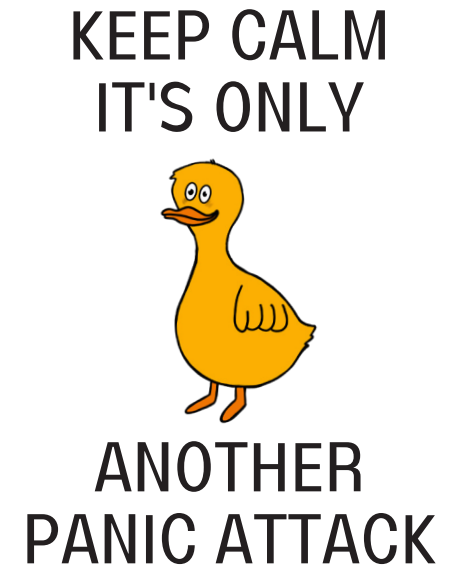
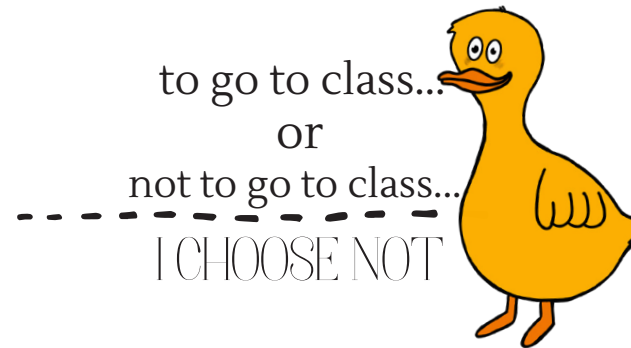
Drafts

The beginnings drafts of this project were very very VERY rough. I wasn't able to really unleash the full potential of this project until after the first time I turned it in. My font choices needed work, they needed more color, and more consistency before they could be like a brand you'd find online.

I stepped away from the clothing and merchandise part of this branding while making other edits after turning the project in last semester.

I focused on the social media aspect, and making posts people could find online that caught attention that later could turn into a merchandise brand.

The main goal was to continue to have fun with the duck and phrases found for this satire, but also leave it serious enough that people didn't think this was making fun of people with depression and anxiety, and the first drafts of this started to feel like that.

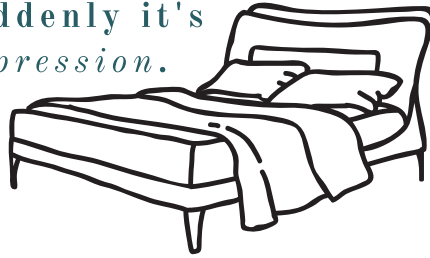


5 minutes later



Drafts

Breakfast in bed is
luxurious, but when I
eat breakfast, lunch
and dinner in bed,
suddenly it's
depression.



Do I want to go? No
Do I want to be invited? Yes
You see my struggle?

If someone says 'running is
their antidepressant'
one more time I will punch
a hole in the wall.

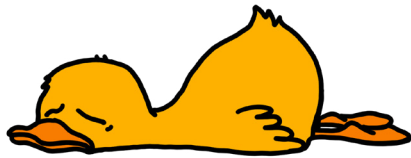
-Zach Frazier

LIVING ON:
DRY SHAMPOO
ICED COFFEE
OVERSIZED SHIRTS

Drafts

TODAY ON

what caused my headache

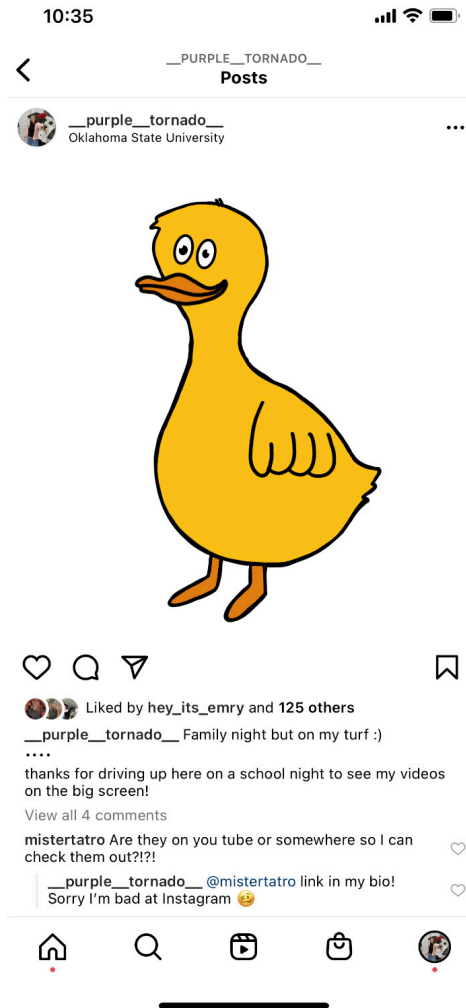


DEHYDRATION? CAFFEINE WITHDRAWAL?

LACK OF NUTRITION? MY PONYTAIL?

STRESS? NOT ENOUGH SLEEP?

NOT WEARING MY GLASSES? BRAIN TUMOR?



Apparently,
joking about
arson isn't a
valid solution to
my problems

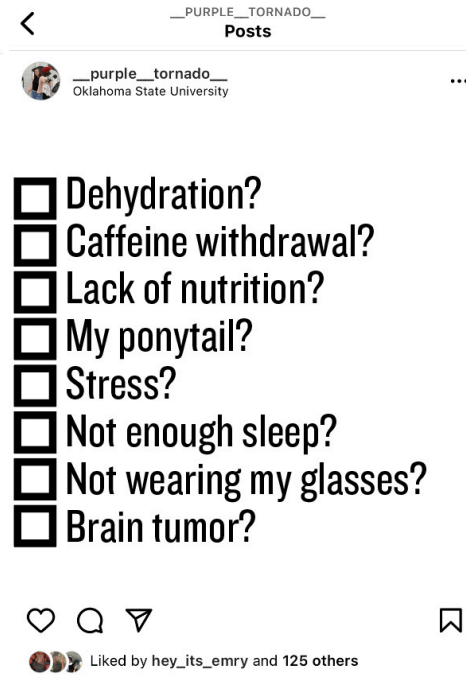
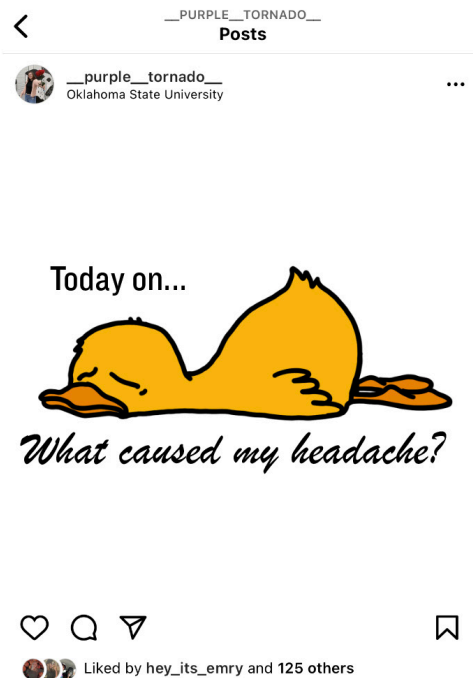


Warning: I have
not showered in
a week... sorry

Drafts

Once I started to make the social media posts, things seemed to fall into place from there. Things started to connect further and felt more like the vision I had when starting this project.

I spent hours perfecting a name, and landed on Zoloft, after the antidepressant and anti-anxiety medication. Zoloft became the face of mental health satire, and giving me a way to express the thousands of thoughts and feelings I have each and every week.



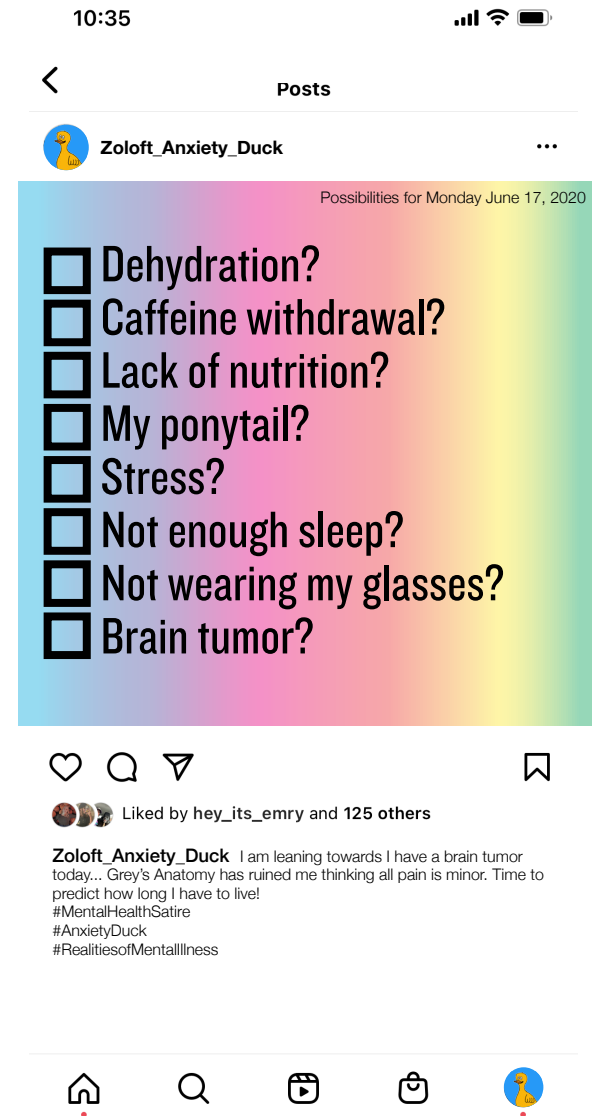
Final Design



Final Design



Final Design



Project 4

iv. tell me about it!

Overview

The purpose of this project is to begin the formation of each student's own graphic design processes, methodologies+methods, and beliefs.

Students will complete a series of exercises which will provide visual metaphors for their written pieces. These written pieces will be free or guided responses to a selection of reading assigned throughout this project.

These visual metaphors and reading responses will be compiled into a text which the student will need to layout/design, print, and bind. This text will serve as a document demonstrating growth, passion, and devotion to the discipline of graphic design.

Objectives



- » Communicate one's own graphic design practice through written and visual means.
- » Create meaning from abstract representation
- » Develop a deeper literacy with Adobe Illustrator, InDesign, Photoshop, etc.

Deliverables

A process book (PDF) with the following sections —

- » Project statement, initial thoughts and ideation
- » Collection of various exercises
- » Notes and summaries from all critiques
- » Images of final product(s), thoughts and reflections

Tentative Calendar

- 11.08 – Graphic Means viewing,
- 11.10 – Graphic Means discussion, Analog Ex.
- 11.15 – Extra Bold discussion, Blocks Ex.
- 11.17 – research + workday
- 11.22 – 
- 11.24 – 
- 11.29 – Design Education Stinks + Conv. w/ Students discussion, workday
- 12.01 – project due, final presentation

Starting Out



When I first started this project, I was checked out. It was nearing the end of a semester, the previous project took a lot out of me with how deep I was diving into my mental health and mental health around the world.

The weather was getting worse, time seemed to be running out, and this project was about diving into myself and finding my purpose in design. It was daunting to think about for a while. The first time I turned it in was my first draft, and was something I am not proud of. I didn't take my time with photos, which are my favorite thing in the world, I didn't let my brain think about what I was writing, and I wanted it to just be overwith.

This project sucked, for lack of better terms.

Once the semester was over, I restarted it over break. I spent this entire spring semester reflecting on it, and spending more time reflecting on myself and my place in the design world.

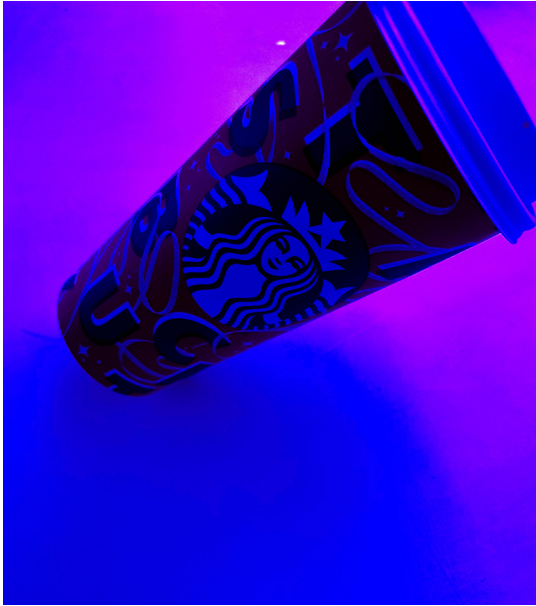
I took my time, and made it something that meant a lot to me. I made it a piece of me as a designer.

While doing this project, I also learned how important it is to stick true to your beliefs, and welcoming of everyone around you. Whether it be welcoming their feedback, their opinions, their morals, anything. Everyone includes yourself.

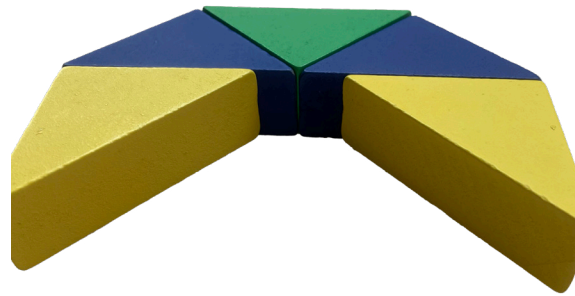
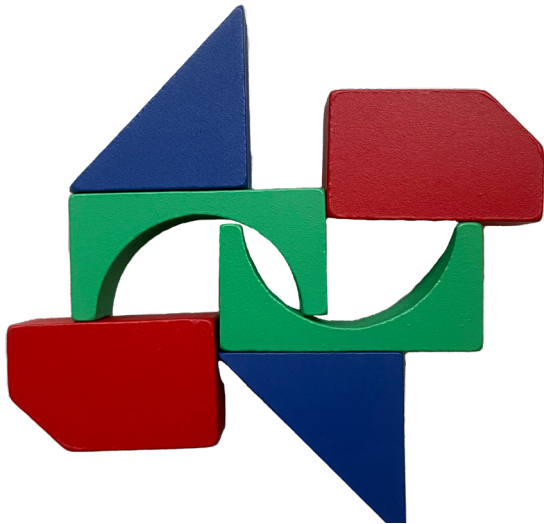
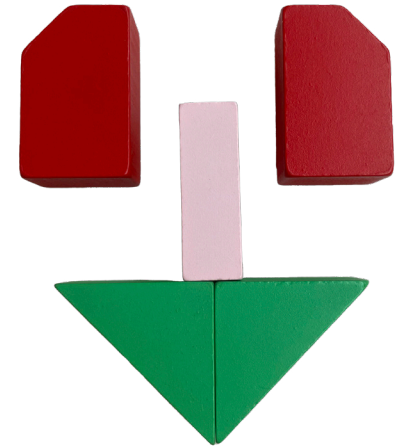
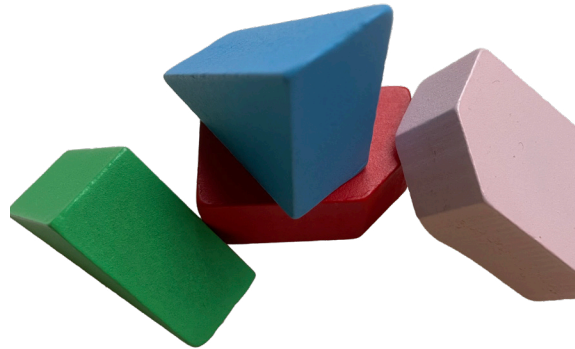
This project is not only about the evolution of design, but the evolution of my journey through design and my journey of finding myself in this field.

I hope you enjoy the evolution of this reflection over myself and the graphic design world.

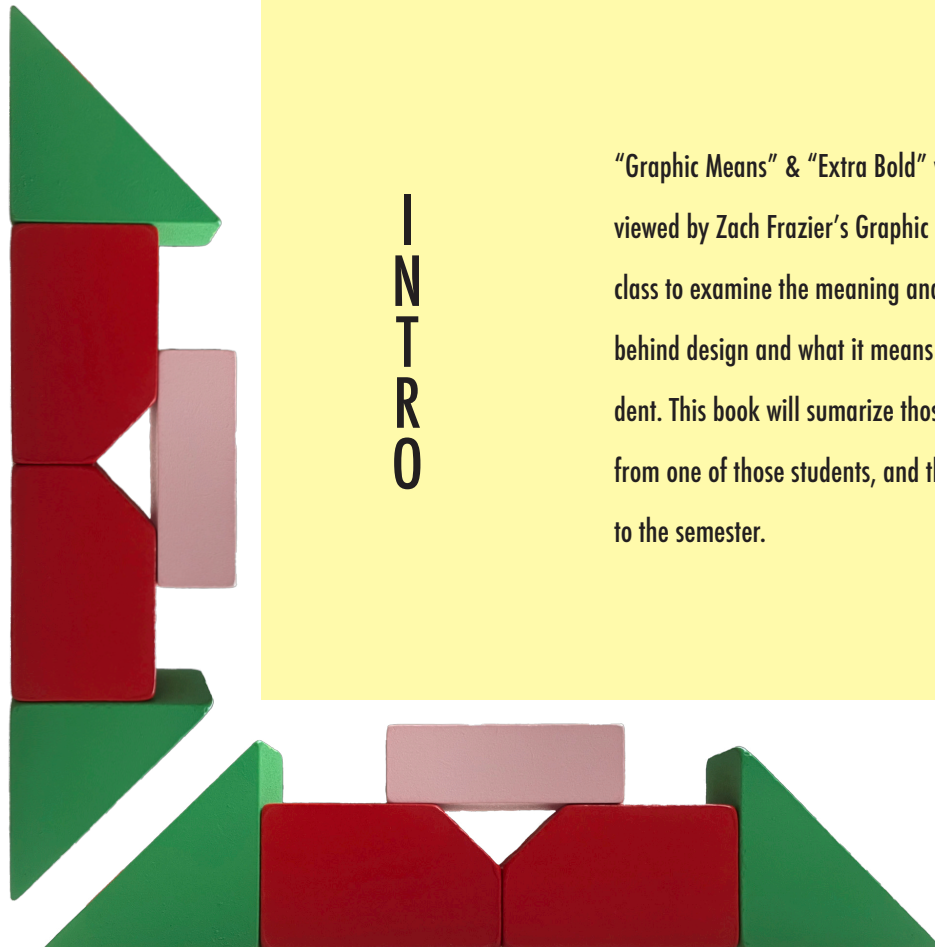
First Photos



First Photos



Drafts



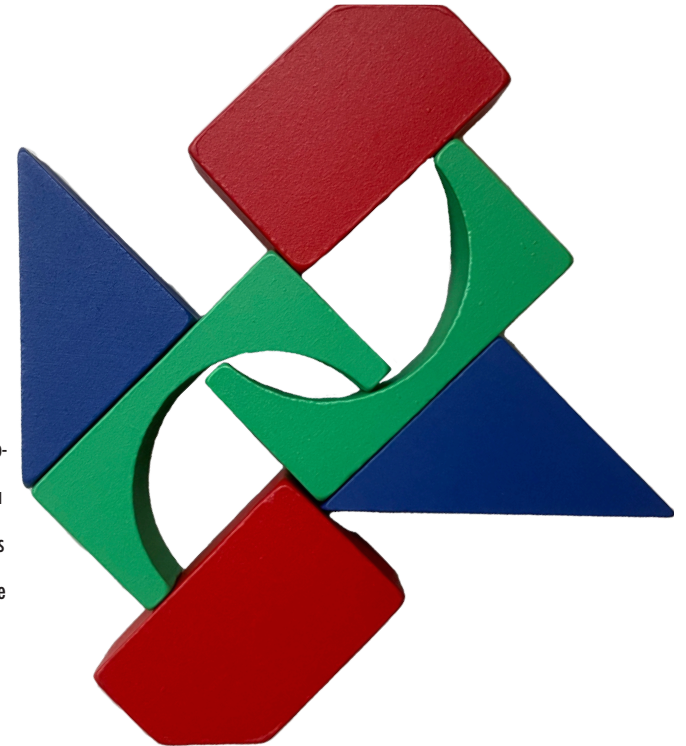
Drafts



Desktop publishing made it easier to reproduce designs at large for ads, posters, etc. It also made changes and edits more common. Before, for example, once a piece was red it stays red.

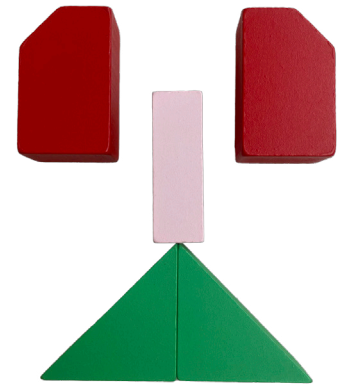
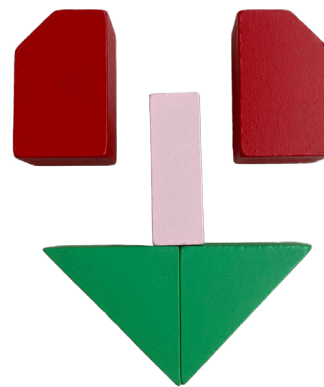
The tech we now see as normal has only been around for a short period of time. Macintosh computers with the style we use today are only about 30 years old.

I am not sure if I would still be in design if the digital age had not happened. I know I would be in art of some sort, and probably still designing things, but so many of what I do involves digital, especially with the advancements of photos and videos. The digital era unlocked so many possibilities that wouldn't make design the same without them.

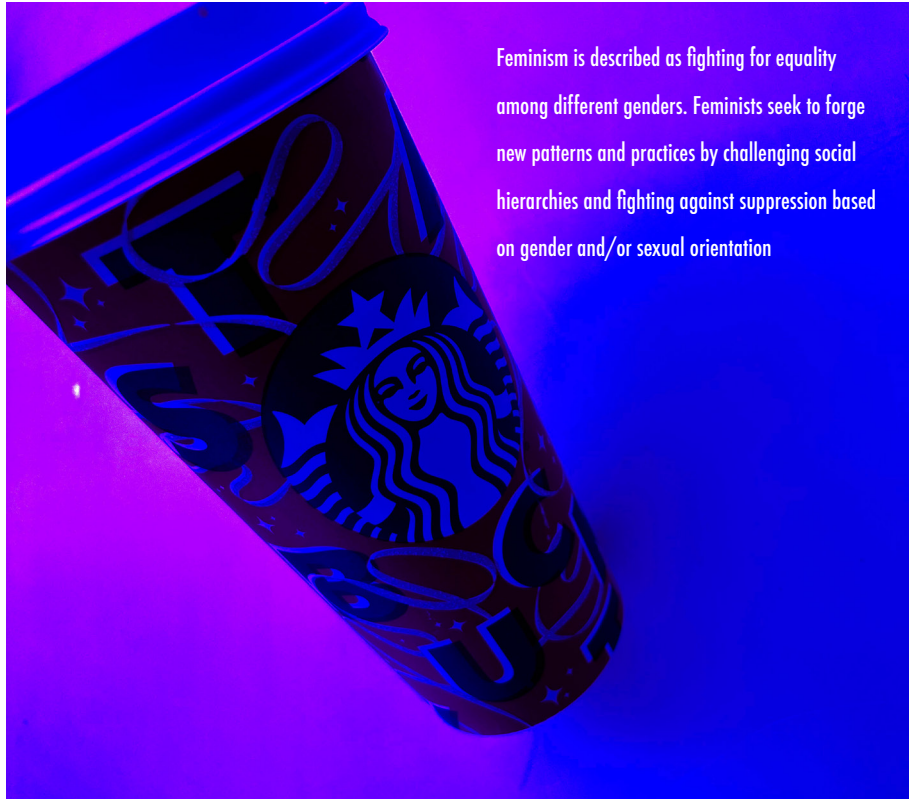


Drafts

Editing would not be possible the way it is today without digital design. Once a design was made, it had to be ready to see the world. Changes could not be made easily and critiques were based on only the final product.



Drafts



Systematic racism is micro aggression towards black/other cultures.

Recognizing and acknowledging connections and historical pinnings to the issue helps to see this in day to day issues and actively try to make changes. Actively working against racism in all ways present in our lives is anti racism.

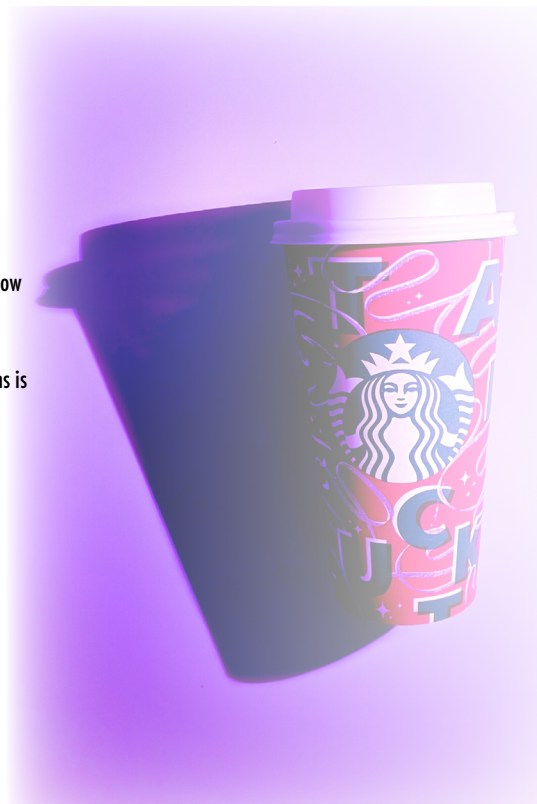


Drafts

Gender and race combined have a factor on how people are viewed.

Intersectional interrogation of design problems is how Tillman (author) describes diversity.

The idea is to reflect on the user base you are designing for.

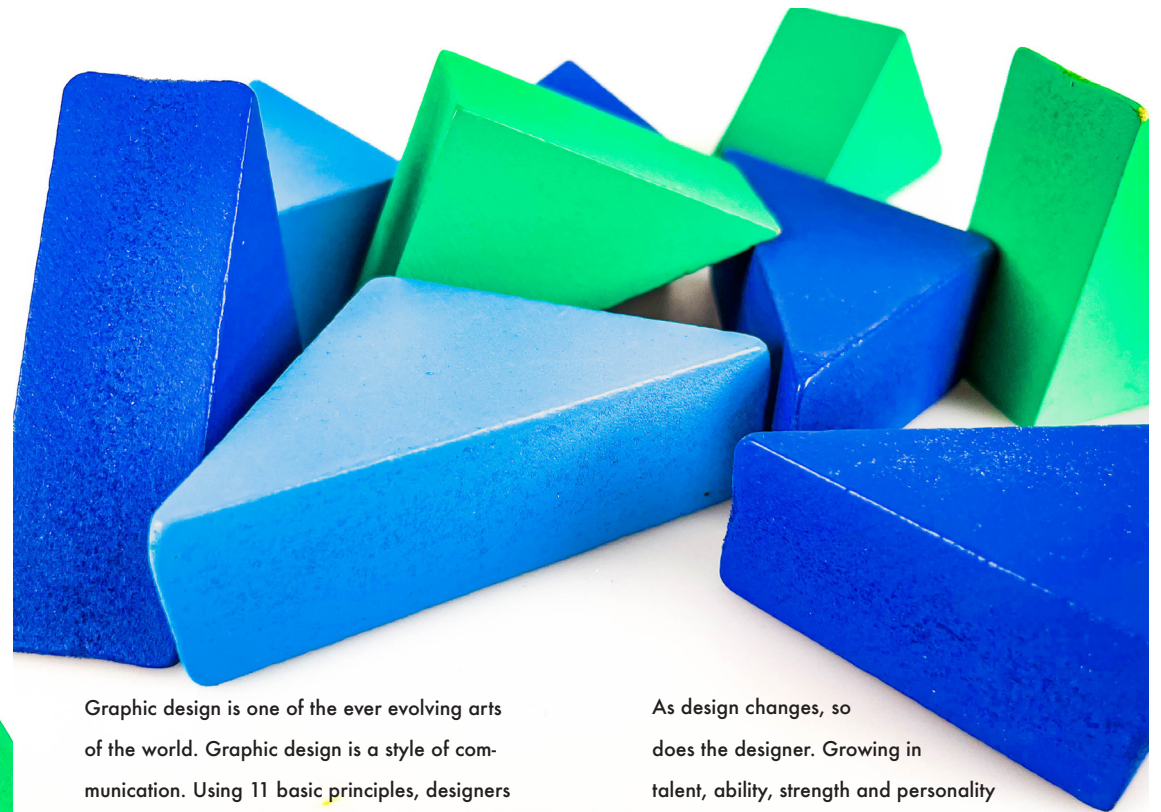
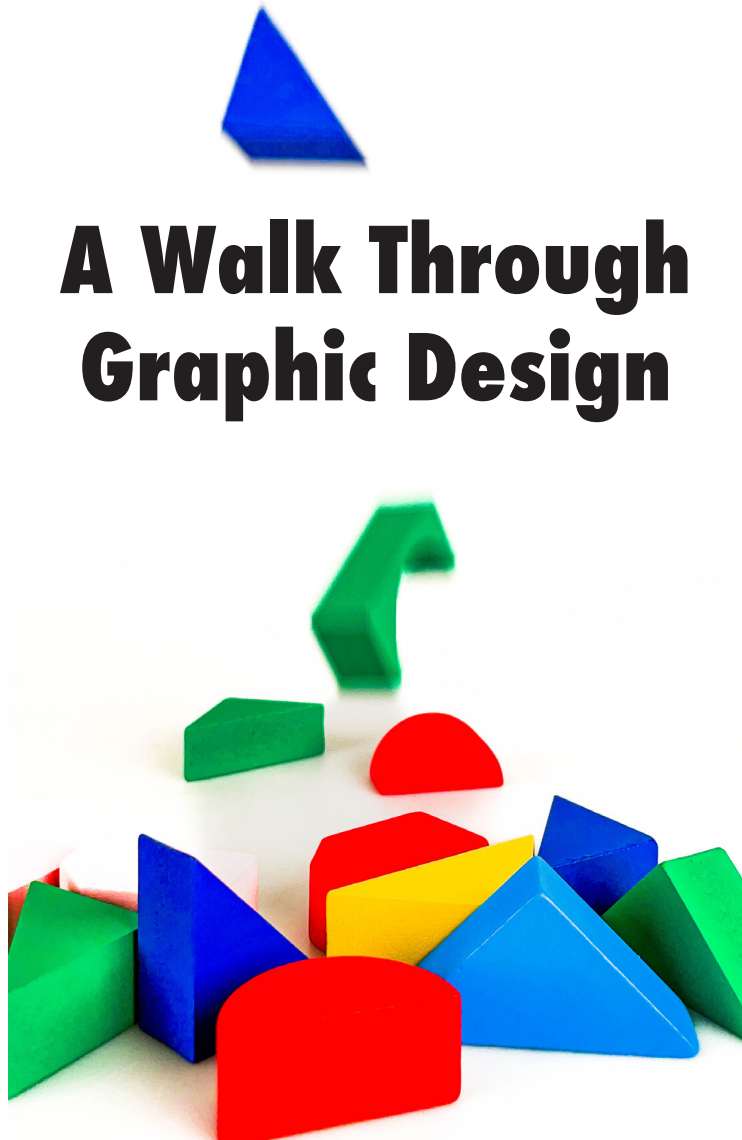


Design has grown to be more than art, and is a way of visual communication around the world.

Design will continue to always be a key part of embracing differences around the world and helping to communicate the beauty of those differences everyday.

Final Design

A Walk Through Graphic Design



Graphic design is one of the ever evolving arts of the world. Graphic design is a style of communication. Using 11 basic principles, designers work to address dozens of issues as they adapt to changes in the world.

As design changes, so does the designer. Growing in talent, ability, strength and personality happens as a designer walks their journey as a designer. This is my story.

Final Design

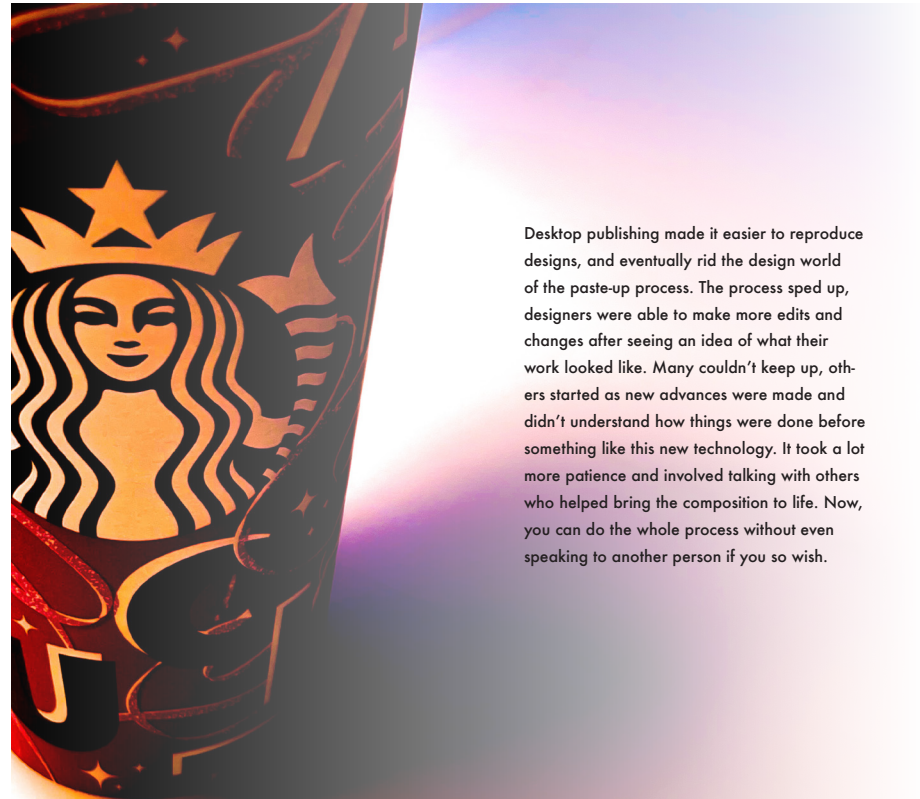


The tech we have feels like it has always been the norm but really is still fairly new. It wasn't until the 1990's when desktop publishing started to become normal for graphic designers. Various machines did the work of what now is a keyboard and a mouse to manipulate typefaces in a composition, not letting the designer see the product before finishing the job in the printer

"Any new technology is always gonna have reactionaries, and it's gonna have experimenters, and it's kind of wonderful to see both things come together."

- Steven Heller
Writer/Designer/Educator

TECHNOLOGY



Desktop publishing made it easier to reproduce designs, and eventually rid the design world of the paste-up process. The process sped up, designers were able to make more edits and changes after seeing an idea of what their work looked like. Many couldn't keep up, others started as new advances were made and didn't understand how things were done before something like this new technology. It took a lot more patience and involved talking with others who helped bring the composition to life. Now, you can do the whole process without even speaking to another person if you so wish.

Final Design

Social Issues

As design has evolved, so has the world. Social issues have come closer to the light, and become a norm to talk about. People are standing up for others, and themselves, and teaching how we as a world can improve on acceptance and equity for all.

The largest -isms addressed commonly in design, are racism and feminism.

Systematic racism is micro aggression towards a person based on their culture. Recognizing and acknowledging connections and historical pinnings to the issue helps to see this in day to day issues. Actively working against racism in all ways present in our lives is anti racism.

Feminism is described as fighting for equality among different genders. Feminists seek to forge new patterns and practices by challenging social hierarchies and fighting against suppression based on gender or sexual orientation.



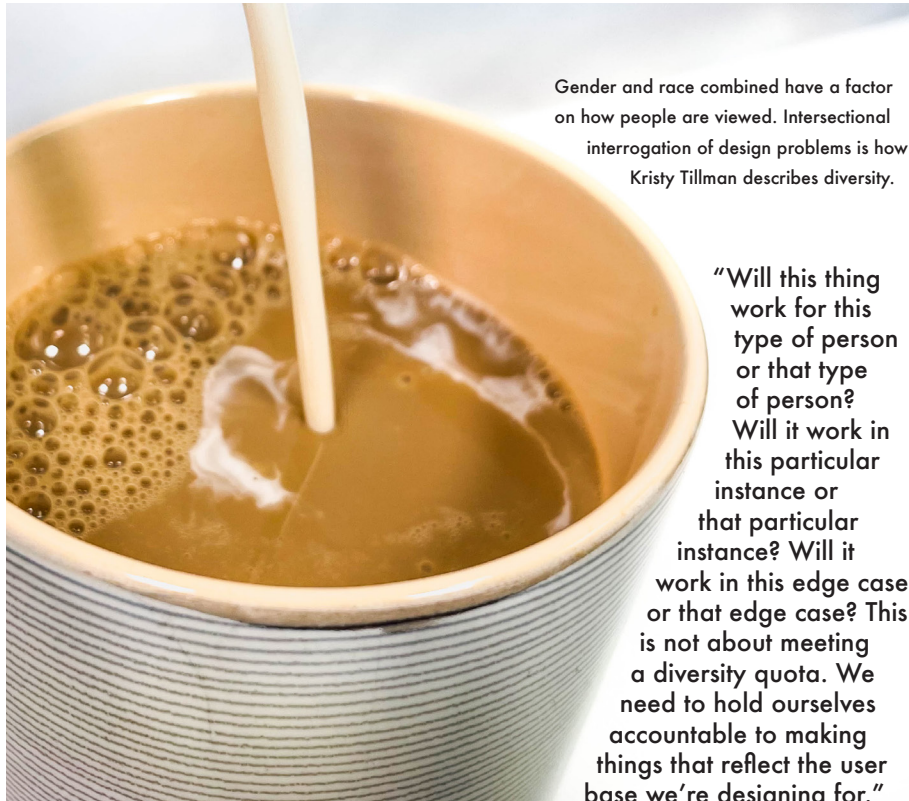
Interseccionalidad

"A cisgender woman could be Black, queer, and middle-class; she could also be a Muslim designer with a learning difference. Identities aren't fixed. At any given moment, we might experience some identities more strongly than others."

- Jennifer Tobias



Final Design



Gender and race combined have a factor on how people are viewed. Intersectional interrogation of design problems is how Kristy Tillman describes diversity.

“Will this thing work for this type of person or that type of person? Will it work in this particular instance or that particular instance? Will it work in this edge case or that edge case? This is not about meeting a diversity quota. We need to hold ourselves accountable to making things that reflect the user base we’re designing for.”



HOW I GOT HERE

Rarely do you see designers who ended up where they are because of the same situations. Every person has their own story. My story is really quite simple – emotion. Design has given me the ability to express emotions, thoughts, beliefs, ideas and creativity in a new way. I find new appreciations for what design is each day I work with it. Design has allowed me to express the jumbled thoughts I get daily that affect my ability to go through life like ‘normal.’ Grabbing a coffee, sitting on the floor, and pouring time into design is what calms the anxious thoughts I live with each day. This is why I chose coffee as the other aspect of visual for this book. This book allowed me to express not only how graphic design has grown and helped the world grow, but how graphic design has helped me grow.

Final Design



I want to stand out so I can help others do the same. In a world of crowds, I want to be the lone wolf helping find ways to mend the crowds together, but also find themselves as well. Design should be about expressing individuality of everything around us. Design should be a safe space for all who use it to be expressive of the story they are telling, whether it is their own or a client they are working with. These stories need to be told.



"It's through mistakes that you actually can grow. You have to get bad in order to get good."
- Paula Scher

**LOOKING
AHEAD**



Sources:
Graphic Means Movie

Writings:
"Extra Bold"

