

# Project Overview

Below is a list of class projects with a brief overview and the parameters for the project.

## Drawing

- For these drawings there were no specific guidelines or requirements. The drawings were done towards the end of this past semester in an Intermediate Life Drawing class. It wasn't until the end of the class that I started working with pen and tablet in class and really found a groove for myself. I like to classify the work as some sort of minimalism, similar to the work of John Wesley.

## Graphic Design 1

- Charettes: The Charettes were projects that we were given one class period to submit a final product. The short projects were really open to any materials you had, though each Charette had its own requirements:
  1. Create a poster which communicates something about yourself using your name, your hand, and the words graphic design
  2. Create 3 postcards from a place, real or fictitious, using only one image throughout. One postcard being image dominant, one being texture dominant, and the other being type dominant.
  3. Create an announcement/ advertisement for an item we had on hand. Create a simplified vector-based logo and generate a tagline and the name of the product.
- Documentation Book: We were asked to create a book in InDesign documenting the process we took in producing our first icon. We were asked to use photographed images and scanned images of our explorations and process work to communicate our journey.
- Project One: This was our first dive into the pool of design. We had to choose an object. With this object we would create an icon. We were asked to analyze the object and we were pushed to do many explorations with it to better understand what we may want to communicate. I chose my travel mug from Starbucks and I would communicate the portability of the mug as later the "everywhereness" of it.
- Project Two: In this project we were asked to make two compositions using our icon, each demonstrating one principle of design. My compositions were demonstrating Figure to Figure and Figure to Space relationships.
- Project Three: In this project we were asked to make two compositions, each demonstrating a System of Visual Organization. This time we were allowed to use our icon, the object's name, and a 300–500 word description to create the composition. The systems I had to demonstrate were Radial and Translateral.

- Project Four: For this project we were asked to randomly choose a 3—6 word phrase. In this project we were asked to take the general understanding and connotations of this phrase and bring a new light to both the words and imagery. I happened to be stumped by how I would change the understanding of “Where’s my shoe?” My professors agreed that it wasn’t really possible to change that so I decided I would make an almost frozen-cinematic scene where this child is completely broken inside at the point of realization that his shoe is missing. Kinda humorous I thought.
- Project Five: In this project we would chose to communicate something about the object that we chose to use for our icon. We were allowed to use the icon, the name of the object, the 300—500 word description, and an image of the object to create a design.

### **Hustlers Chic Logo Design**

- This was a personal, “freelance”, work of mine for a start-up clothing company in the UK. I got the job through a friend who was contacted by the owner of the company. He had a few specifications. He wanted a shield divided into four sections with an icon in each quadrant. He told me what he wanted the icons to be and their symbolism and I ran with it. I had a few versions at the end of which I sent him two. I enjoyed being able to do some work on my own outside of school.

### **Intro to Graphic Design Software**

- This class was from the first semester of my sophomore year at Wayne State. The class was mainly focused on the softwares and how we would be using them in the future. There was one project where we had been assigned four letters (mine: AGMS) and asked to choose two scout merit badges, for which we would design posters. The elements we were allowed to use had to come from food and toiletry packaging or animals that began with the letters we were given. For instance, granola and snake... We were allowed to use as many elements as we wanted. My merit badges were Animal Science and Gardening.

### **Typography**

- Project One: For our first Typography project, we were assigned a typeface. Mine was Futura. This project helped us learn and understand the anatomy of type. We were asked to find 8 descriptive words for our typeface. We had to create six compositions. Four of these compositions had to each demonstrate their own anatomy part. The two other compositions were to each communicate one of the eight descriptive words we chose.
- Project Two: With this project we were given a type family from which we create our own letterform. I was assigned the modern family and chose the typeface Didot. We studied the characteristics of the family we were given and from our understanding of the anatomy we would create a letterform and then find a place for it in the alphabet.

- Project Three: In this project we were assigned a group of two words. Mine were “splatter” and “defamatory”. We were asked to do research on the words and gain an understanding of their perception because we would be designing a typeface for each using a modular grid structure. The typeface that we designed had to communicate the connotations or the general understanding of these words. My Defamatory typeface came about quickly and my professor and I both enjoyed it. He described it as a very brave design and a watershed moment for me as a designer.
- Project Four: This project was to help us understand kerning. We would design a type layout on a computer and then have the letters laser cut from chip board and output onto a wall. We were required to do the installing and to be precise with our letter placement. At the beginning we were asked to write a haiku about typography and then each group would select the best and use it for the type installation. My haiku was the one selected so the design choices were left up to me by the group and we worked together progressively.
- Project Blog Book: Throughout the year we were asked to keep an updated blog with all of our process work, final projects, and inspiration that we found in research. This final project was a culmination of everything we had kept on the blog. We were free to set up the book how we wanted but each page needed to follow a universal grid structure which would be adaptive to each page throughout the book. We also did many explorations in the process to find the right typefaces and settings at which they would be used for superior readability. We were free to design the aesthetics of the book as long as it was at least 12 pages, had a cover, end pages, table of contents, content of text and images from our blog, a colophon, a glossary, and an about the author page. Because our book was based from our blog, I decided to present and follow an early digital/ technology aesthetic in the text and through the concept.