Module 01

"Computers are to design as microwaves are to cooking."

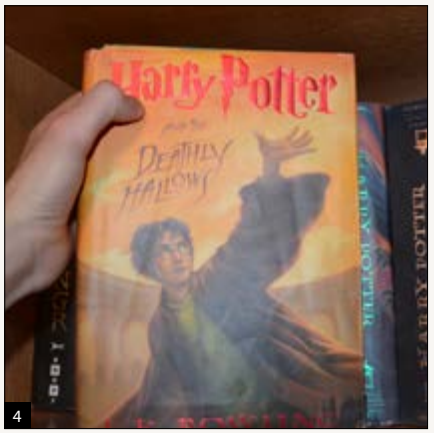
– Milton Glaser

ACTIVITY | RESEARCH: PRINCIPLES OF DESIGN PHOTO SURVEY (1 OF 4)

1

2

3



4

Focal Point

1

2

3

4

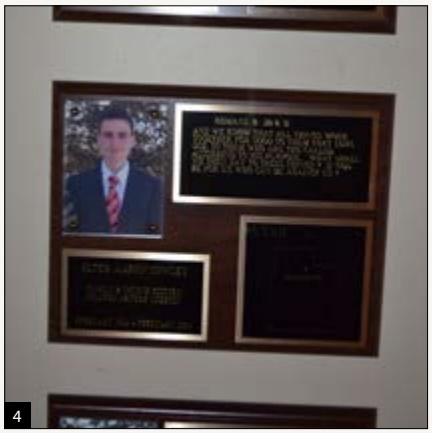
Visual Hierarchy

ACTIVITY | RESEARCH: PRINCIPLES OF DESIGN PHOTO SURVEY (2 OF 4)

1

2

3


4

Proximity

1

2

3

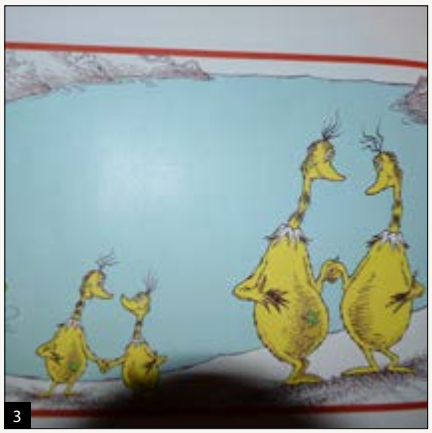
4

Alignment

ACTIVITY | RESEARCH: PRINCIPLES OF DESIGN PHOTO SURVEY (3 OF 4)

1

2


3

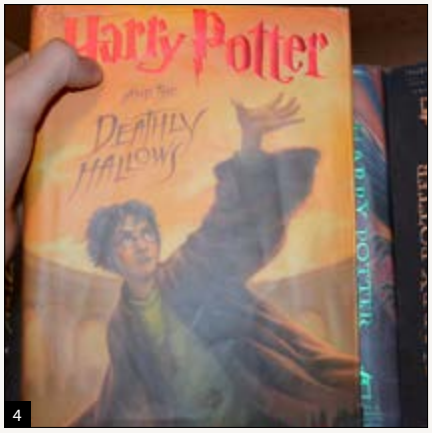
4

Scale Contrast

1

2

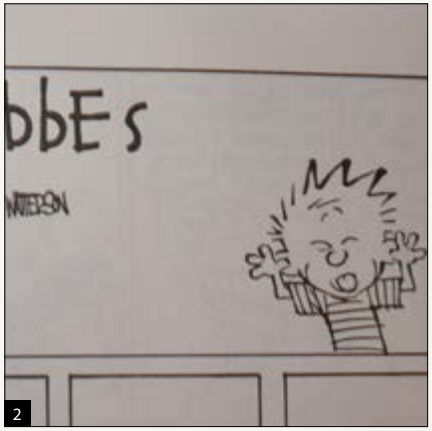
3

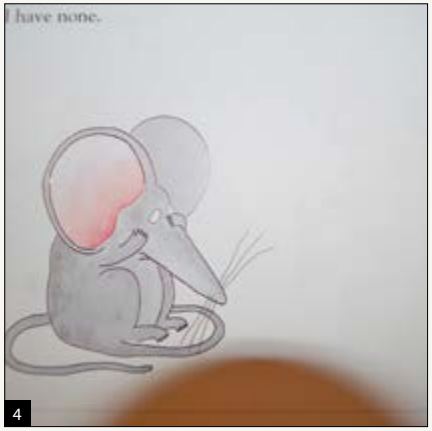


4

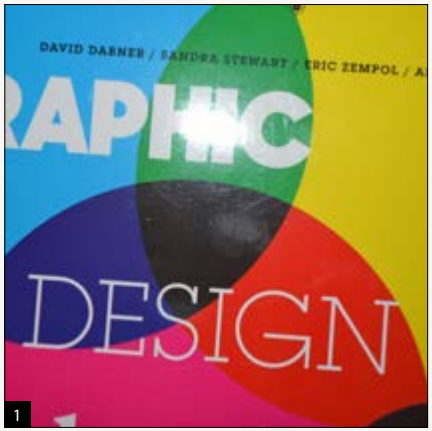
Asymetrical Balance

ACTIVITY | RESEARCH: PRINCIPLES OF DESIGN PHOTO SURVEY (4 OF 4)





Negative Space



Overlapping

ACTIVITY | RESEARCH: PRINCIPLES OF DESIGN: PROFESSIONAL GRAPHIC DESIGN EXAMPLES

Focal Point | The focal point is the flower, which is larger than any other object in the picture except for the hand, though the flower still gains the viewer's attention due to its bright red color.

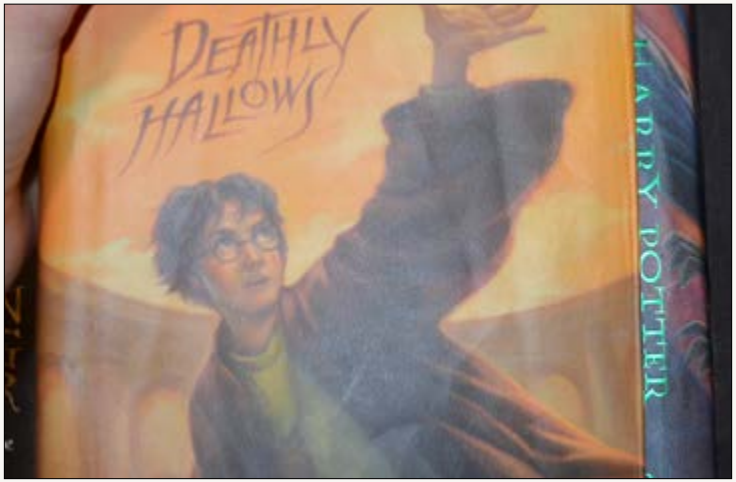
Visual Hierarchy | My eyes are drawn first to the cow, then to the girl, then to the stinky cheese man. It took me a while to notice the screaming boy in the top left corner, though.

Proximity | The buttons on the VHS player are grouped together for the sake of organization

Alignment | The keys are aligned not only in straight lines, but also in a paattern that allows the fingers to flow over them.

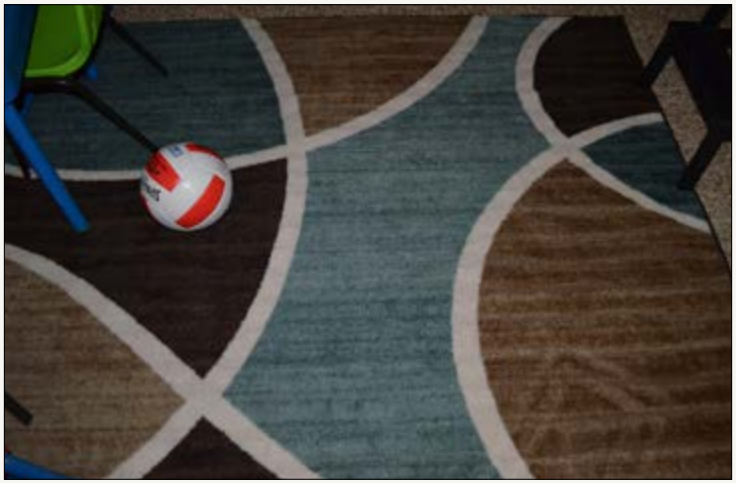
ACTIVITY | RESEARCH: PRINCIPLES OF DESIGN: PROFESSIONAL GRAPHIC DESIGN EXAMPLES

Scale Contrast | The numbers are the biggest part of the license plate, giving more attention to them.



Asymetrical Balance | Harry potter is not symmetrical, but it flows well.

Negative Space This illustration in the storybook emphasises in the middle of the empty space, with the matador entering above.



Overlapping | The carpet pattern comprises of overlaping circles.

ACTIVITY | PONDER: MODULE 01

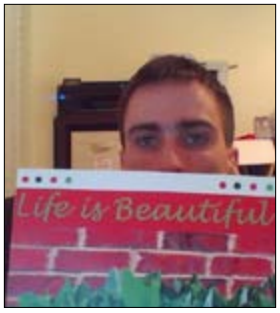
Hi my name is Aaron Cowley, and my most distinguishing feature is my interest in computer science and information technology.

Where did you come from, before BYU-Idaho?

I came from American Heritage School, and attended BYU Idaho briefly before my mission, which I served in the Family and Church History Headquarters mission.

Why are you here, at BYU-Idaho?

I came here to recieve training for the rest of my life, mainly web design and development. I also came here because it is one of the few universities where religious learning is as emphasized as secular learning.



Aaron Cowley

An interesting fact about yourself. (3-5 lines)

Where are you going, after BYU-Idaho

I hope to be employed with ancestry or familysearch, and do some indy-game development on the side.

Why are you taking this class and what do you hope that it will do for you?

I hope to become better at visual design so that I can make my web pages, logos, and other designs visually appealing.

PRINCIPLES OF DESIGN: PHOTO SURVEY

What was your experience like completing the photographic design principle survey?

It took longer than what I thought it was. I took a lot of picture that I thought represented some design principle in some way (way more than 30) and fit one to each box. I had to go back and take even more pictures after some time.

PRINCIPLES OF DESIGN: PROFESSIONAL EXAMPLES

What was your experience completing the activity searching for design principles in professional design examples?

A lot easier than searching for things around the house to photograph. The internet is magic.

CONCLUSION

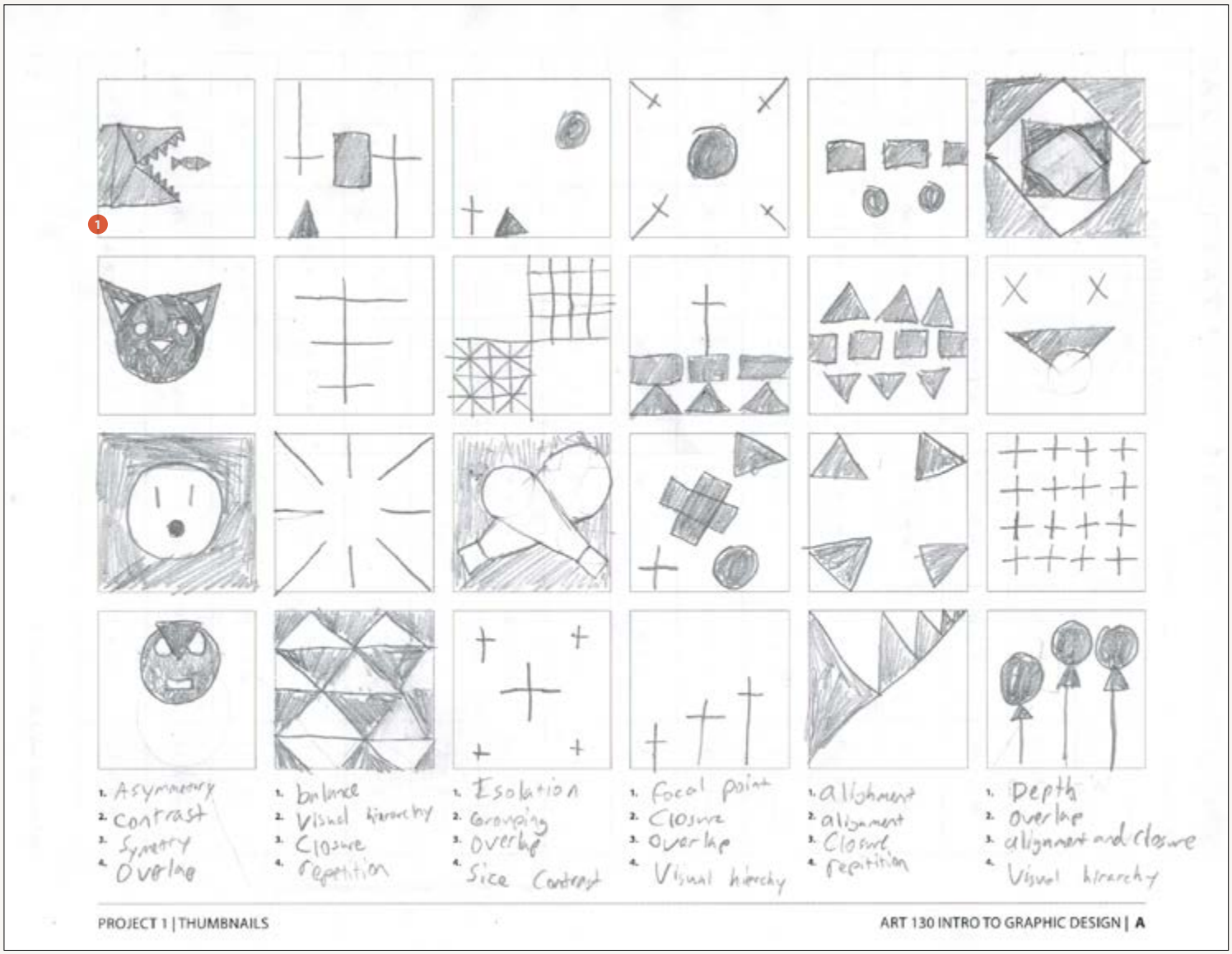
I'm tardy, but always there!

Module 02

"Don't try to be original, just try to be good."

– Paul Rand

PROJECT 1 | SHAPES: THUMBNAILS



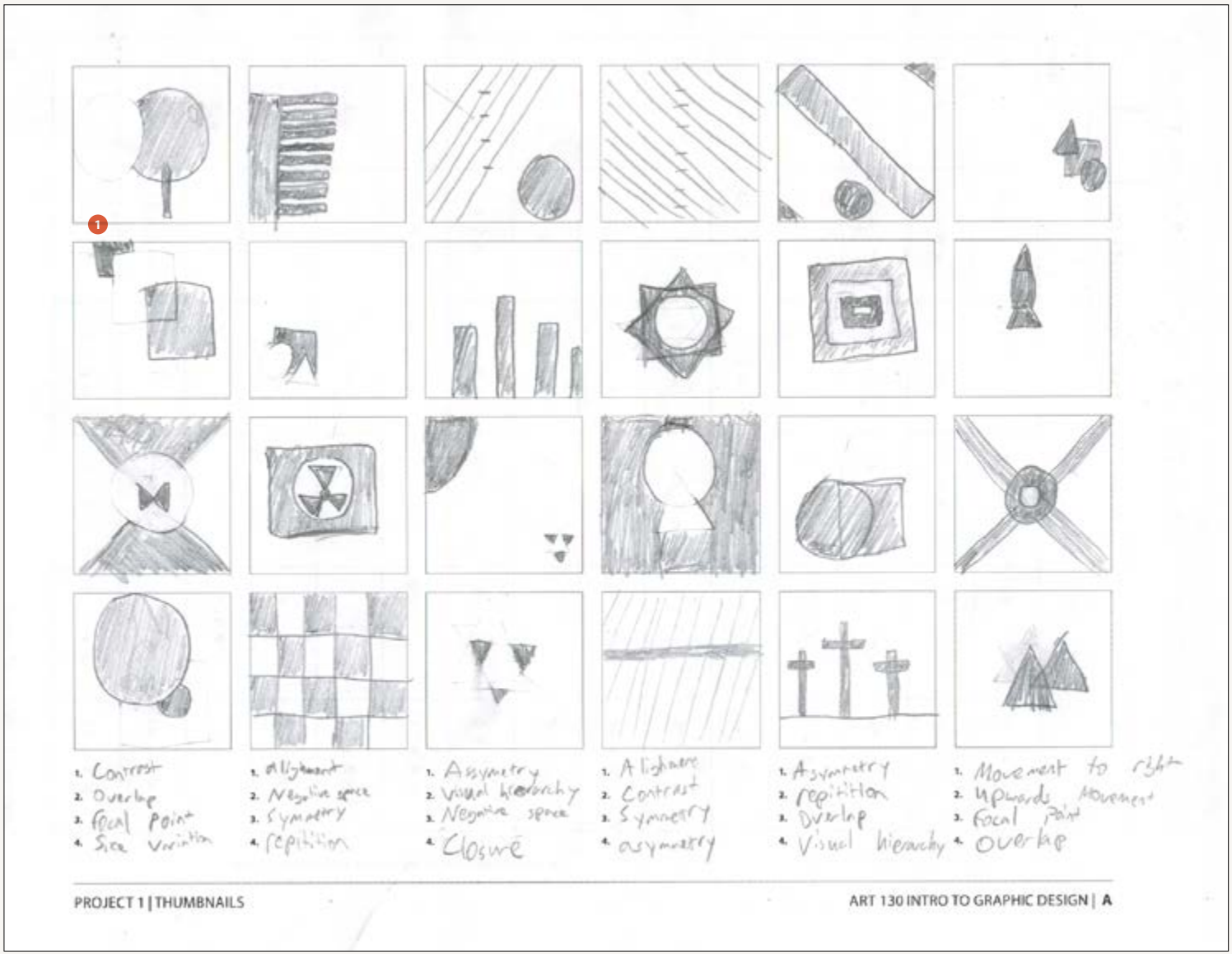
1. Write a caption for your 1st selection. The first dot is in place to show how they should be placed. What design principles did you use? 2 3
2. Write a caption for your 2nd selection. What design principles did you use?
3. Write a caption for your 3rd selection. What design principles did you use?

Row 2, Column 1
I use contrast and only two shapes: circles and triangles, to illustrate a cat's head.

Row 3, column 3
I use overlap to overlap a trinangle, a black line, a circle, and a square each to create two spotlights, also overlaping each other, with lines to further illustrate this.

Row 3, column 2
I use lines to illustrate an invisible square through closure.

PROJECT 1 | SHAPES: THUMBNAILS



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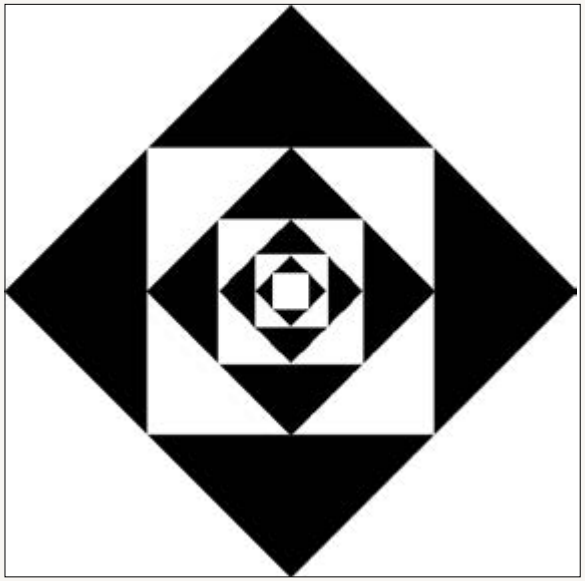
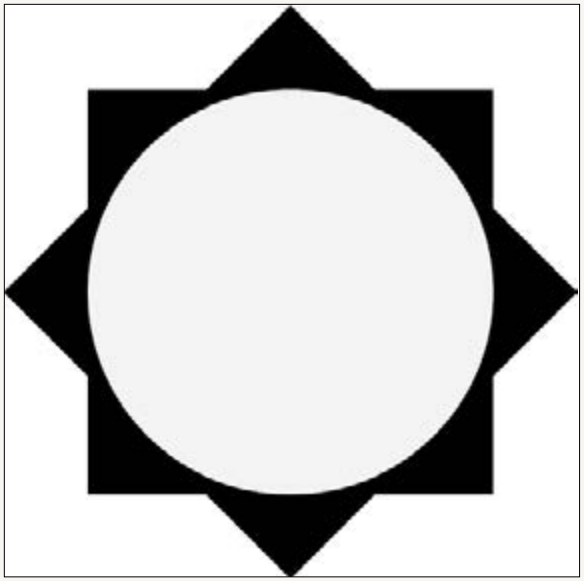
2. Write a caption for your 2nd selection. What design principles did you use?
3. Write a caption for your 3rd selection. What design principles did you use?

Row 2, column 6
I use both overlap of one rectangle and two triangles, and upward movement to make a rocketship.
row 4, column 5
I use both overlap and visual hierarchy to create a good-friday type image.
Row 4 column 2
I use repetition to create a checker-board.

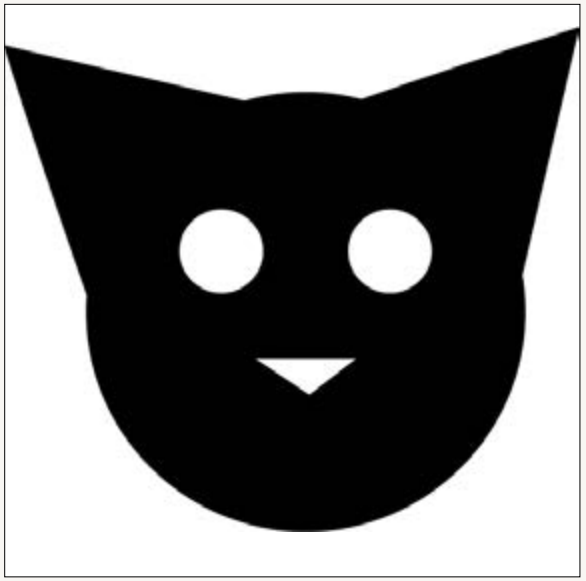
ACTIVITY | ADOBE ILLUSTRATOR: BASIC SHAPES



DEPTH



FOCAL POINT



CONTRAST

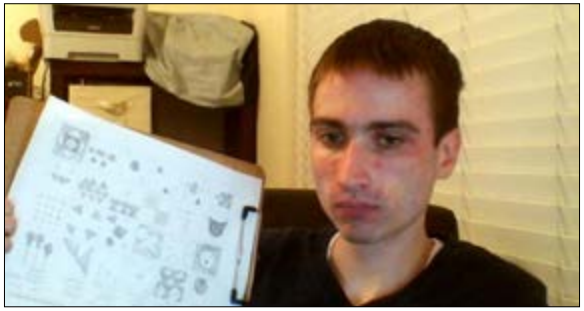
My favorite room in the world is the forest because it's away from all of the loudness of the world.

THUMBNAIL SKETCHES

How long did it take to complete the sketches?

It took me six straight hours.

How can sketching be to your advantage as a designer/web designer?



Have someone take a picture of you sketching. A selfie would be acceptable. Use a design principle in the photograph. Write a caption for the photo.

Answer It's easier to draw out shapes on a piece of paper or in MS paint than it is to immediately go to it in a more advanced drawing program.

Why do you think 48 sketches were assigned?

The more we do it, the better we get at it.

What did you enjoy most about this weeks activities?

the fact that we learn to enjoy it, even if it's tedious. The more we enjoy our work, the more productive we are.

quote

ADOBE ILLUSTRATOR ACTIVITY

How comfortable are you with Adobe Illustrator?

Very comfortable. I can also work with other vector programs like Inkscape and Adobe Flash/Animate

What is the biggest advantage of vector art?

You can increase the size as much as you need to, and it won't become "blocky". Very useful for logos and other illustrations that need variable sizes (like either for something as big as a billbord or something as small as a postage stamp)

CONCLUSION

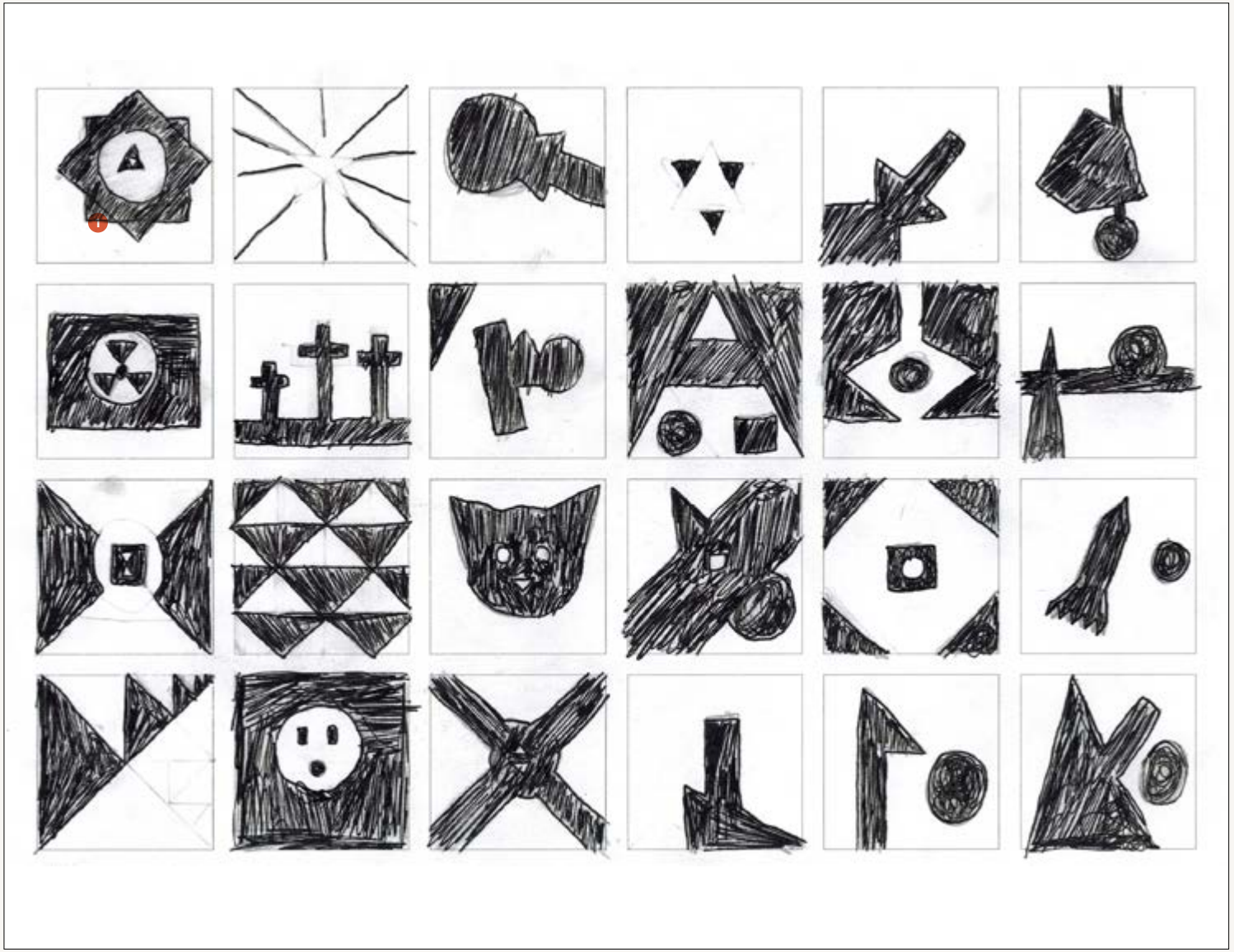
This was tedious, but it was necessary. Sketching out or planning anything is not something I am really good at. My tendency is to just immediately go into playing around in the design program and pulling something out of there. It also reflects my time management skills, sadly.

Module 03

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

– Paula Scher

PROJECT 1 | SHAPES: REFINEMENT THUMBNAILS



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3. Write a caption for your 3rd selection. What design principles did you use?

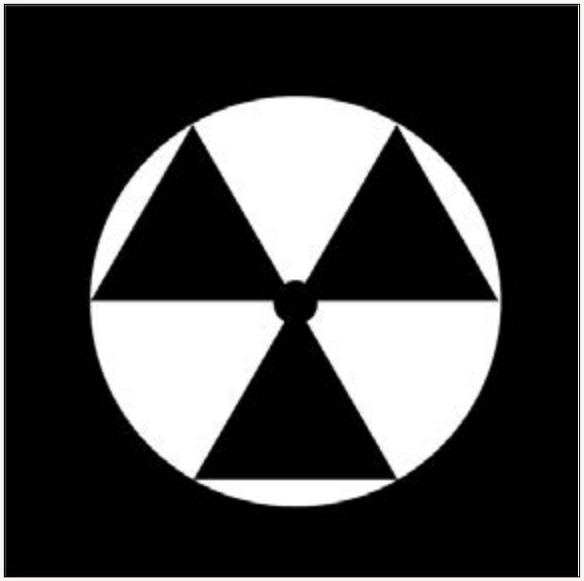
PROJECT 1 | STEP 2: DIGITAL SKETCH SET 01

DESIGN PRINCIPLES USED

1. Overlapf

2. Focal Point

3. grouping

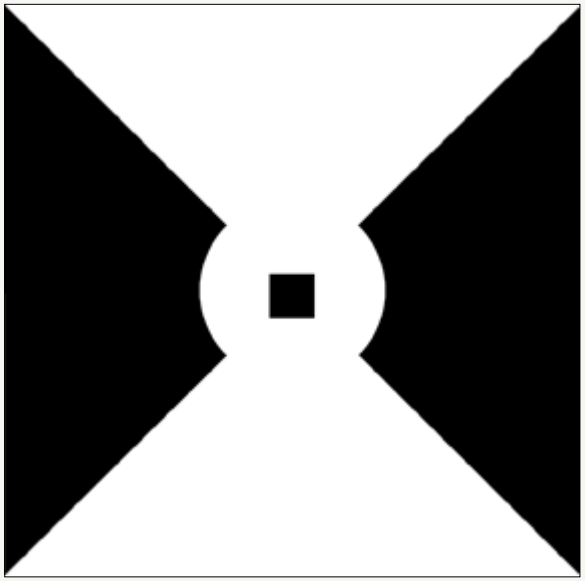


DESIGN PRINCIPLES USED

1. Grouping

2. Overlap

3. Closure



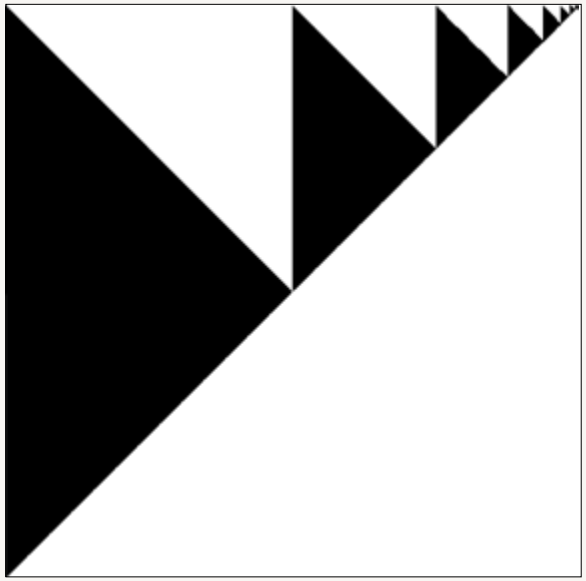
DESIGN PRINCIPLES USED

1. Focal Point

2. overlap

3. closure

PROJECT 1 | STEP 2: DIGITAL SKETCH SET 02

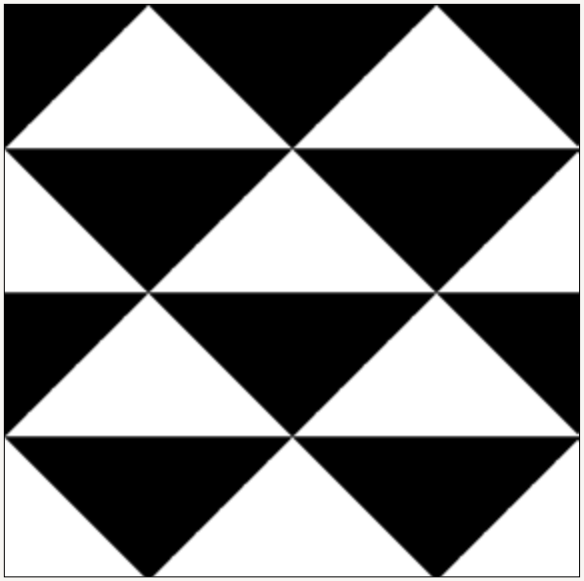


DESIGN PRINCIPLES USED

1. repetition

2. negative space

3. alignment

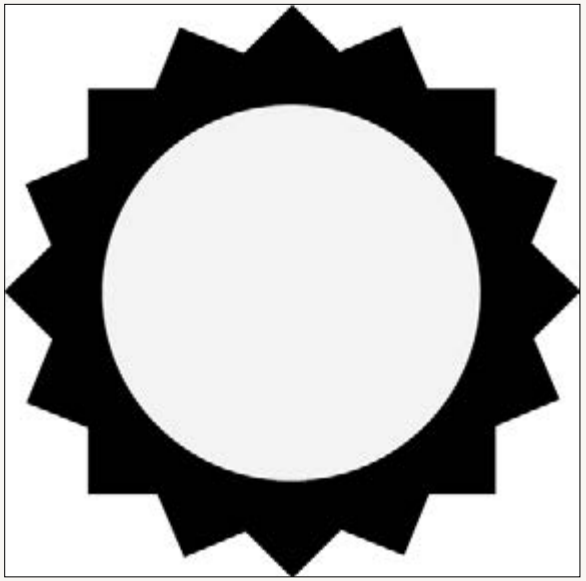


DESIGN PRINCIPLES USED

1. repetition

2. closure

3. alignment



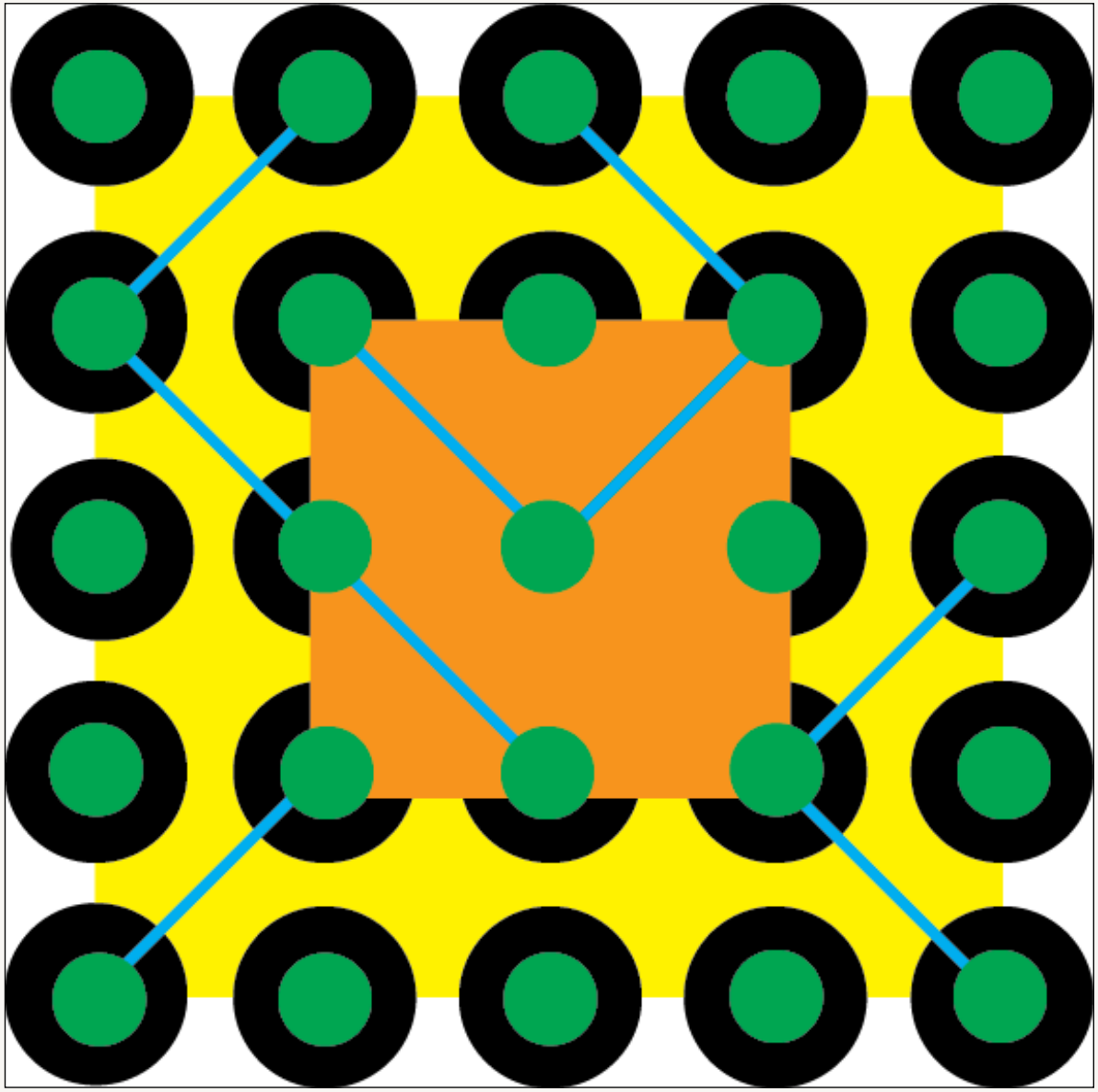
DESIGN PRINCIPLES USED

1. focal point

2. overlap

3. negative space

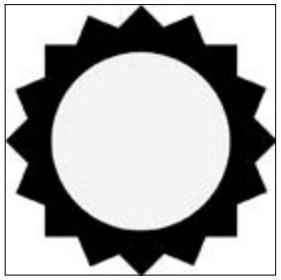
ACTIVITY | ADOBE ILLUSTRATOR: LAYERS, SELECTING, ALIGNMENT, AND MORE



My favorite thing to eat at a restaurant is Swiss mushroom burgers. I sometimes order the same thing when I go out to eat for the sake of variety, or because it's not available.

DIGITAL SKETCHES

What design principles do you keep coming back to?



Place your favorite digital sketch here and write a caption about why you chose it.

Why are you drawn to these specific principles?

I am drawn to repetition and alignment, because it's orderly, neat. I prefer to create patterns intead of "organized chaos"

What did you discover about your compositions from making variations?

I prefer to make shapes that can be recognized (like my cat head, made out of simple shapes, or the radioactive symbol)

Do any of your digital sketches look like your thumbnail sketches?

Yes, though for the sawblade, I added two more squares to the composition than to the sketch it was based on.

When creating the digital sketches, did you think about design or how to use Adobe Illustrator?

Yes

Adobe Illustrator is (… 3 to 5 lines).

ALIGNMENT ACTIVITY

What is your favorite new thing that you learned completing this activity?

More like a review, but layering. It's very useful.

What do you need more help with?

Managing my time wisely so I get this done sooner.

CONCLUSION

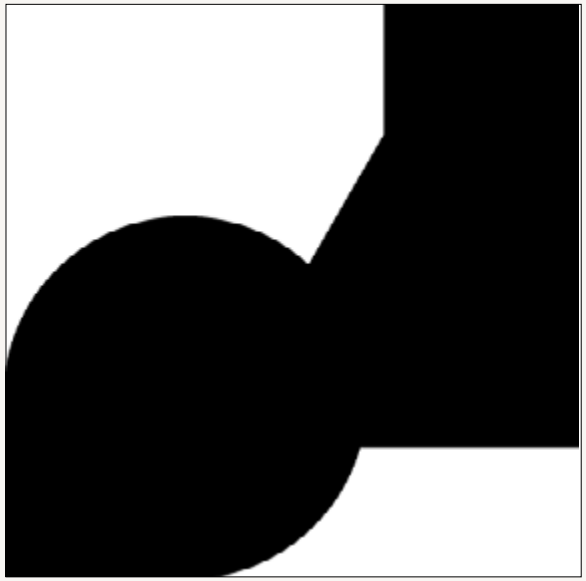
ALL'S WELL THAT ENDS WELL. :3

Module 04

"Working within the constraints of a problem is part of the fun and challenge of design."

– Ellen Lupton

PROJECT 1 | STEP 3: DIGITAL SKETCH SET 03

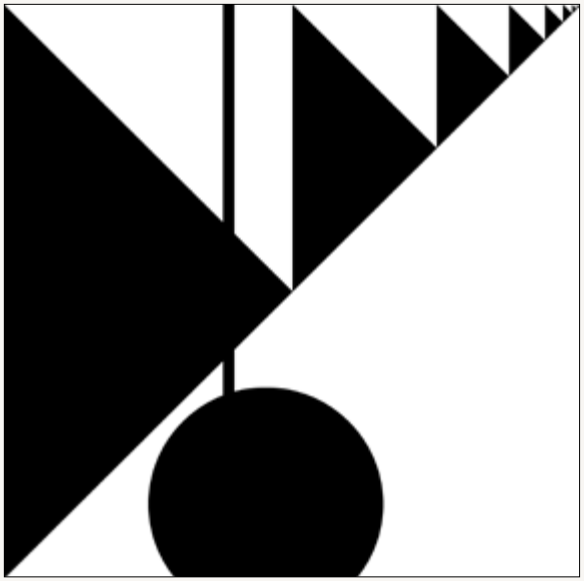


DESIGN PRINCIPLES USED

1. overlap

2. Asymmetry

3. closure

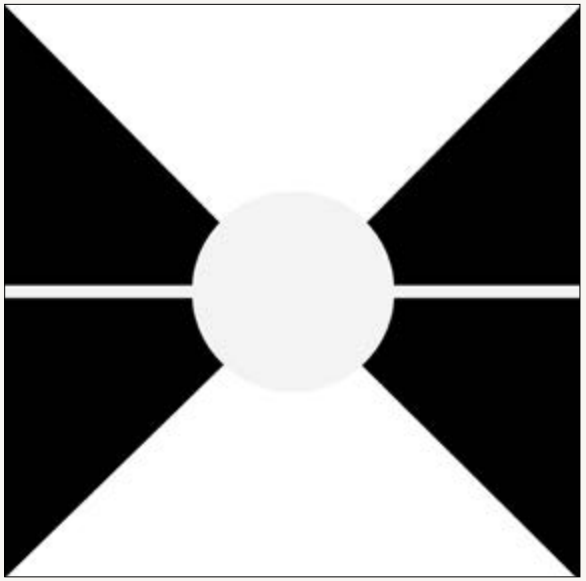


DESIGN PRINCIPLES USED

1. repetition

2. overlap

3. asymmetry



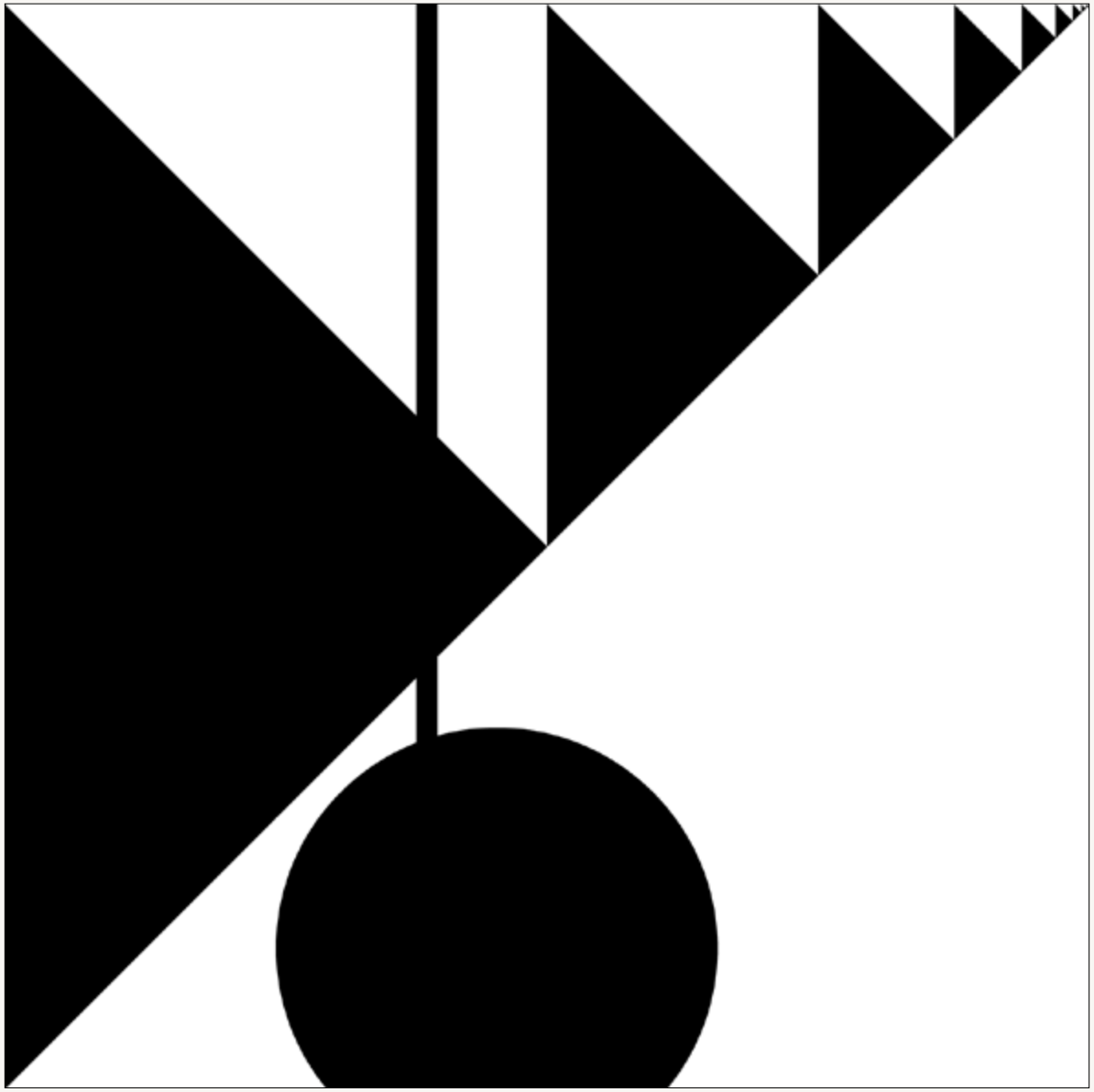
DESIGN PRINCIPLES USED

1. Focal Point

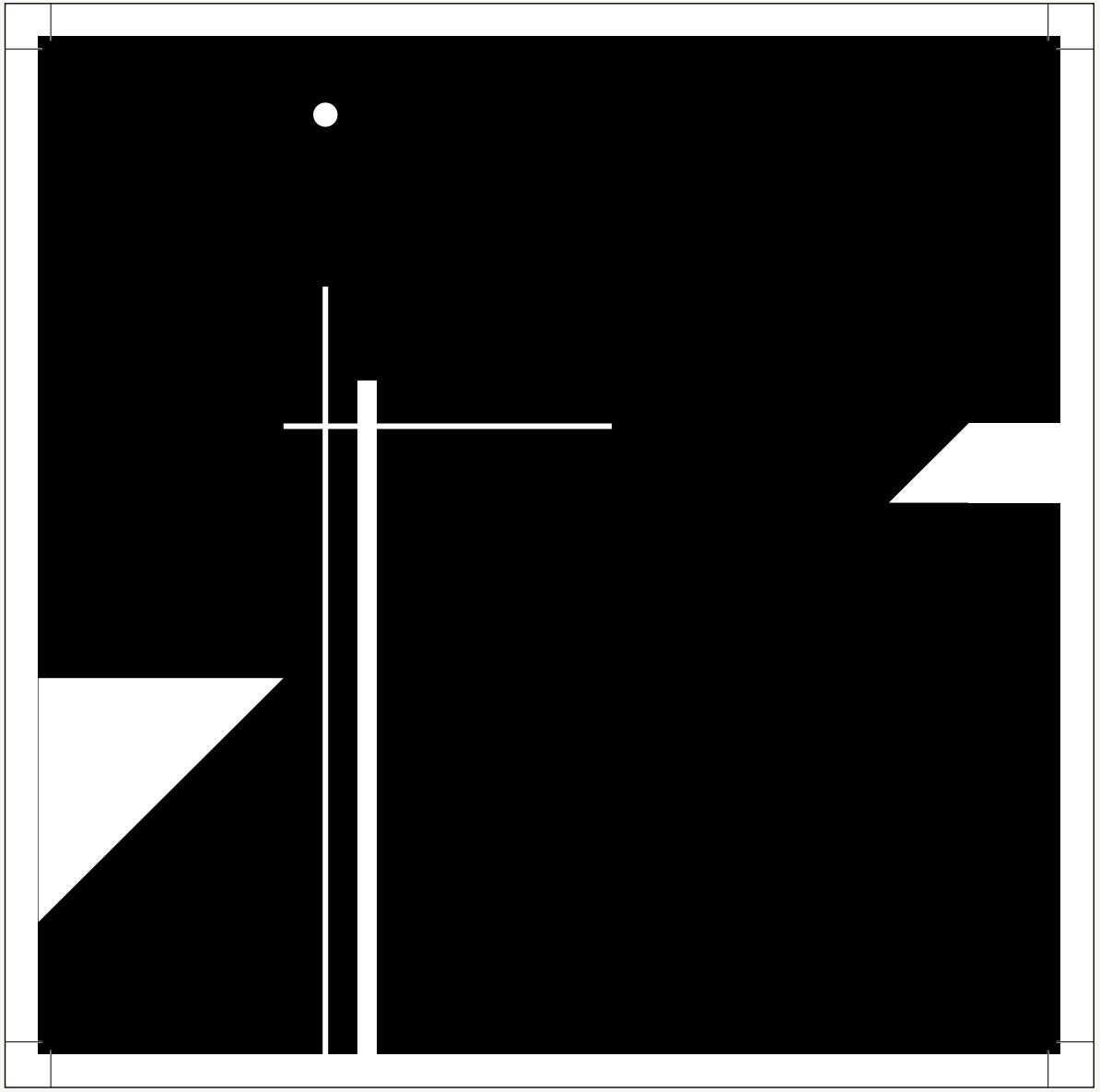
2. overlap

3. closure

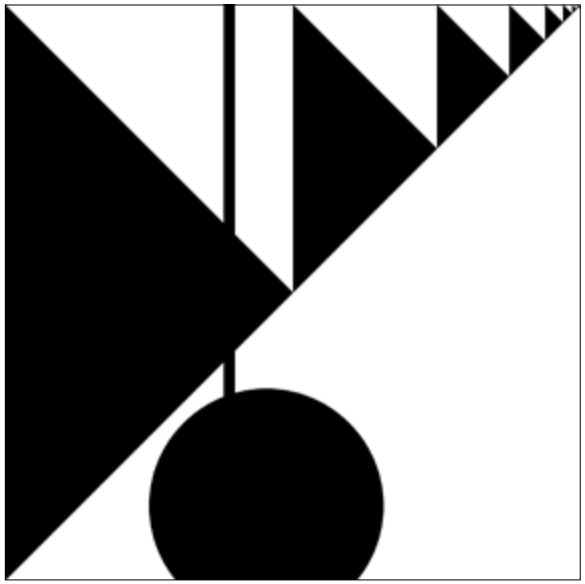
PROJECT | SHAPES PROJECT FINAL COMPOSITION



ACTIVITY | ADOBE ILLUSTRATOR: LAYERS, SELECTING, ALIGNMENT, AND MORE



My favorite pet will be named Mitchelle and I loved it when she would rub her paw on her head to motion me to pet her..



Final Composition with a caption.

FINAL COMPOSITION PRESENTATION

In the Shapes Composition I created a design that used multiple triangles aligned with each other, a line, and a circle.

Write a block quote about your composition. It may be an excerpt from your written presentation. (3-5 lines)

(Principle 1) I use repetition to make an infinite line of triangles that disappears into the top right corner..

(Principle 2) I use overlap as I stack other shapes into the composition.

(Principle 3) I use alignment to make an infinite line of triangles that disappears into the top right corner..

In conclusion, repetition, alignment, and overlap. assisted in creating a successful composition by (brief concluding statement).

ACTIVITY | SOFTWARE TRAINING

What was the most helpful thing you learned this week about Adobe Illustrator?

I learned more about exporting PDF files in illustrator

What do you still want to learn about Adobe Illustrator?

Could I use it in conjunction with adobe flash? Or create a cartoon drawing with adobe illustrator?

MODULE 03 REFLECTION

This was the weirdest thing I've done. Making shadows with simple shapes, to make a pattern. My first instinct was to make recognizable shapes, like a radioactive symbol, a cat head, a star, or a sawblade. My mind falls into patterns, it's easier to work with them. pushing that is pretty difficult.

CONCLUSION

It's a weird experience, trying to break away from patterns. But we gotta do it, otherwise we'll end up doing the same old thing.

Module 05

"Content precedes design. Design in the absence of content is not design, it's decoration."

– Jeffrey Zeldman

PROJECT | LOGO: CATEGORY & THEME

Complete this worksheet *before* you begin your research or start sketching your logo. Use this page to define the problem you will be solving before you begin working on the logo itself. The success of your logo will be assessed according to the information you provide here.

COMPANY/EXHIBIT
I would like to make an icon for a science museum

COMPANY/EXHIBIT DETAILS
This museum will feature interactive exhibits on science topics like astronomy, human biology, physics, and geology

THEME
I shall use the constillation as my theme, and have the planetarium be the main attraction

TARGET AUDIENCE
Families with children, who would be interested in taking their children to something fun and interesting to educate them about how the world works

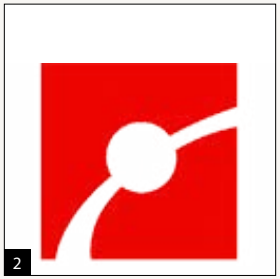
MOOD/IDEA CHARACTERISTICS
It should look fun, exciting, and maybe have some "space" related thing, like "its out of this world!"

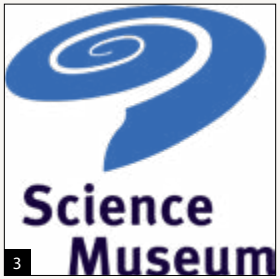
We're fun, we're educational, it's almost like a theme park in which you can be enlightened.

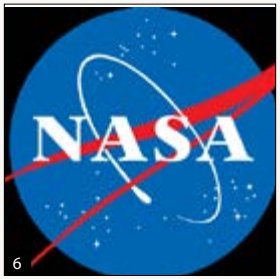
COMPANY/EXHIBIT NAME
Alpha Centari Science Fun Labs

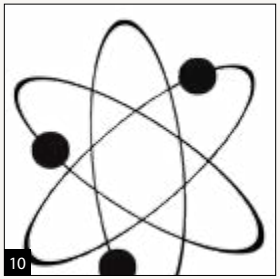
COMPANY TAGLINE
Out of this world science center!

ACTIVITY | LOGO: VISUAL RESEARCH







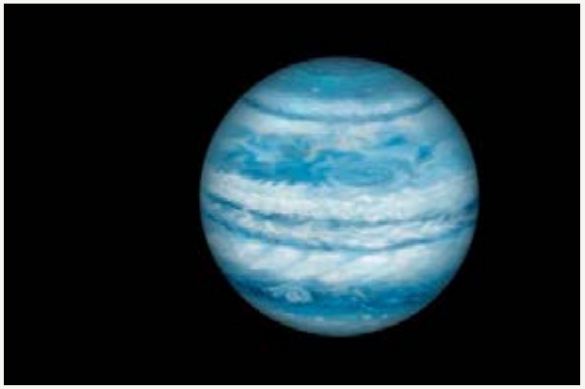


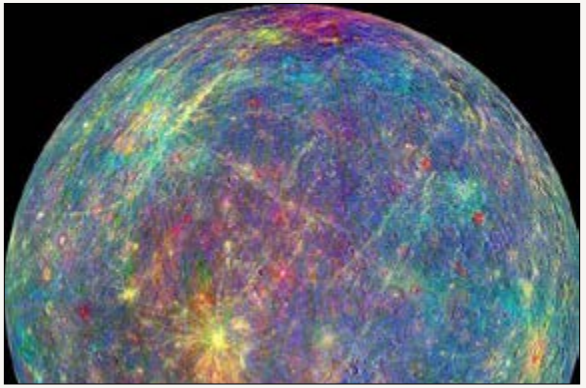
Collect logo samples in order to understand what a good logo is. Write a short caption for each logo describing why you picked it.

1. Arizona Science center
2. Museum of science
3. science museum of minesota
4. atom symbol
5. Star symbol
6. Nasa logo
7. space X symbol
8. planet
9. consetelation
10. another atom symbol
11. Science museam logo, shows waves and shadows
12. space adventures
13. tomorrowland from Disneyland
14. Space mountain from Disneyland
15. Epcot logo
16. National Science foundation
17. autism science foundation
18. constellation
19. datascience foundation
20. european science foundation

PROJECT | LOGO CATEGORY: VISUAL RESEARCH (PHOTOS ETC.)

PROJECT | LOGO TOPIC: VISUAL RESEARCH (PHOTOS ETC.)





PROJECT | LOGO PROJECT: WORD LISTS

A word list helps you explore ideas. Write every word you can think of that relates to your compay or exhibit. Make sure you fill this page full of words. You may need the help of a thesarus to complete this task. Once the page is full of words take some time to find and mark those words that could be turned into interesting logo sketches.

Lists

star

planet

quasar

wormhole

neutron

supernova

constellation

stellar

planet

nebula

sirius

centari

alpha

neutron

photon

proton

quark

physics

rocket

spaceship

spacestation

universe

cosmo

cosmological

hadron

lepton

atom

molecular

Ursa Major

Ursa Minor

polaris

andromeda

aquarius

aries

pandora

canis major

centarus

leo

cepheus

orion

pegasus

taurus

virgo

hydra

scorpius

libra

pulsar

milky way

celestial

gamma ray

beta

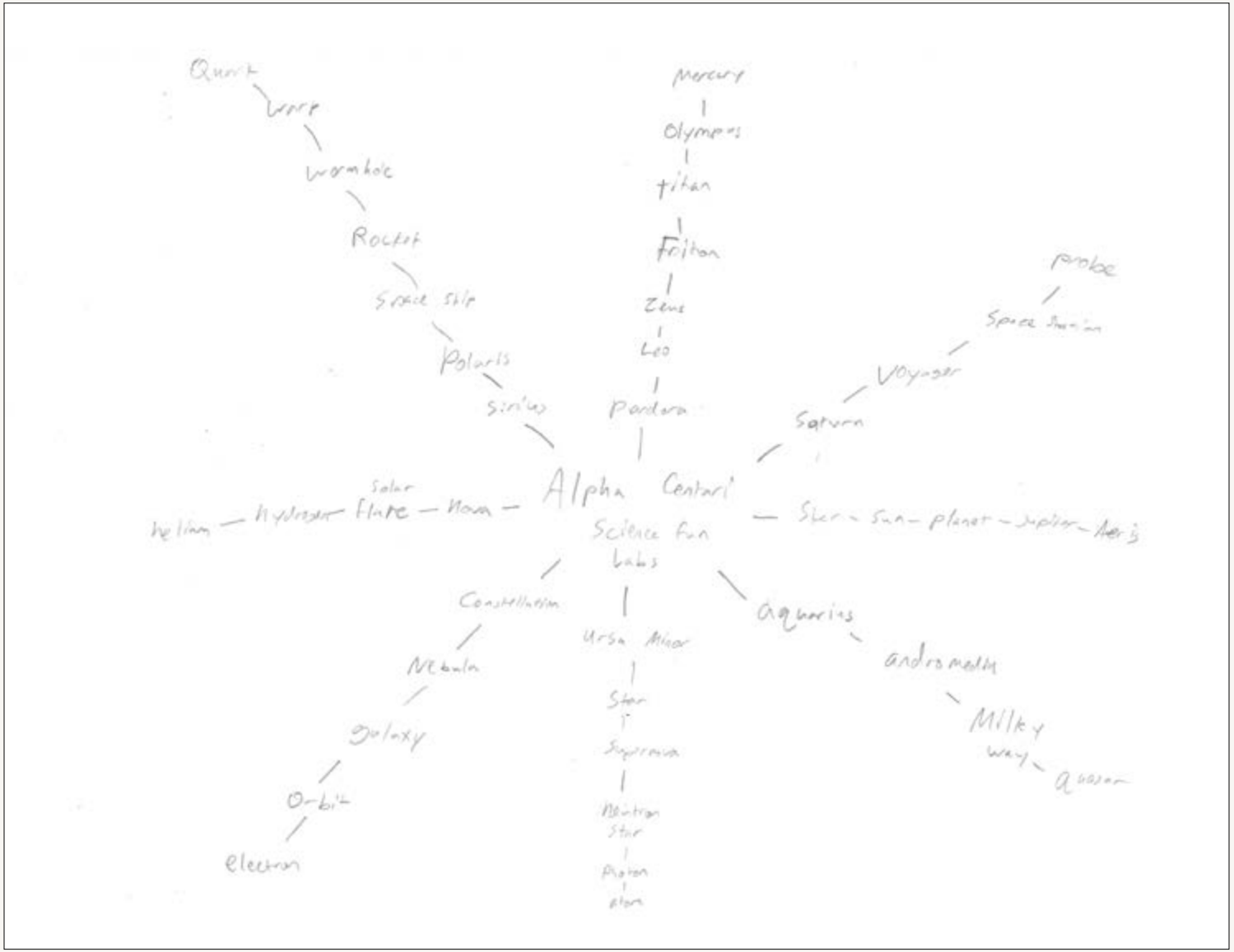
andromeda

galaxy

Boson

Preon

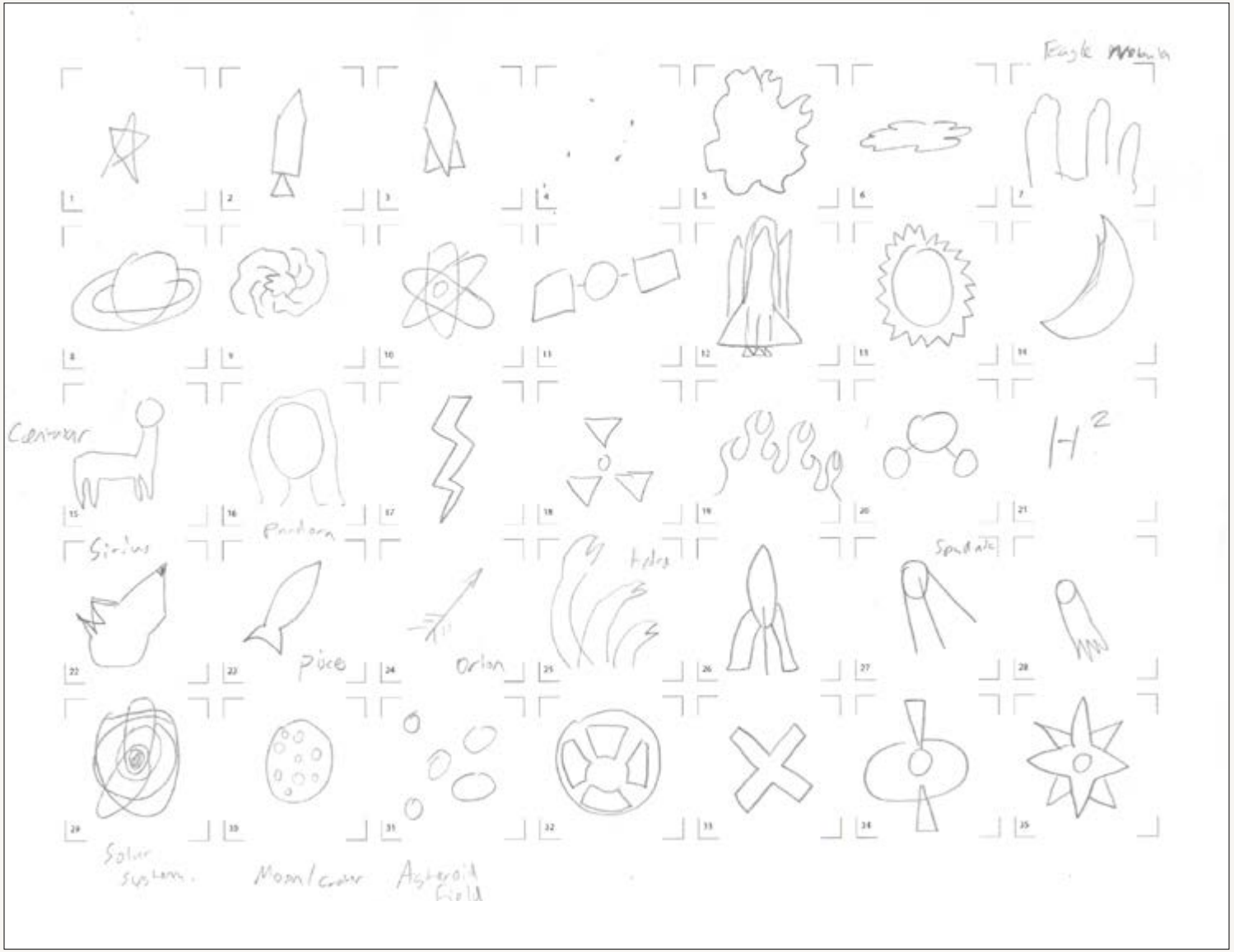
PROJECT | LOGO: MIND MAP



Identify interesting connections

1. Very frequent use of Greek/ Roman mythology
2. Many words would otherwise be boring without their connection to the real thing (milky way, dark matter, big bang)
3. planets and moons are named after Gods, stars and other objects are named after lesser characters in ythology
4. many words that refer to stars or other objects are ordinary words in greek or latin. Which means that the classical languages are inherently cooler.
5. Little known fact is that Titan is a word that refers to the predecessors of the olympians, but we associate the word with "giants" for some reason I'm not awre of.
6. during my childhood, I associated rockets with space travel, but apparently they are used just as frequently for war. Many ICBMs were also used for space travel
7. I wonder how many fans of the movie Avatar are aware that Pandora refers not only to the radio, but also the Eve character from Greek mythology.
8. the word "quark" seems to be a word that scientists used when they ran out of latin and greek words to use. Diddo with most particles, though there are roots like pro, neu, or neg.

PROJECT | LOGO PROJECT: SYMBOL SKETCHES



Identify interesting connections

1. rockets all look the same, but for pratical reasons
2. Gotta find a good way to simplify drawings of animals or other figures from mythology.
3. the atom, the radioactive symbol, the water molecule, all on a molecular level, dealing with chemistry and nuclear chemiestry
4. Intersiting to see the comparions and contrasts between the traditional symbols of the moon and stars, and how they look like up close (star being a ball of hydrogen gas undergoing fusion, the moon being a rock with no atmosphere)
5. caption

ACTIVITY | ADOBE ILLUSTRATOR: AN INTRODUCTION TO THE PEN TOOL

Hi my name is (your name here) and my favorite dessert is (fill in the blank).

Why do you conduct research at the begining of a design project?

See what other people have done, or look at real-life objects to see which ones you can make a simplified doodle off of

What makes a logo good?

Do the colors look right? Does it look cool? What creative ways can you use simple shapes to make recognizable objects? How can you rearrange letters?

How many ideas were you able to discover through your word lists and mind maps?

New objects to either name your brand after, or things to draw to add into your logo

How many of your sketches combine two different objects into a single image?

Shapes or objects? Not many, though the final icon will likely include multiple shapes from multiple sketches

What is the most difficult part of coming up with ideas to sketch? How did you work through this difficulty?

Originality. What do you do to make your idea unique?

a readers attention. Choose a sentence or two from your writing and make it into a blockquote using this style.

Wooden Patriotic sign

A blockquote can be used to catch

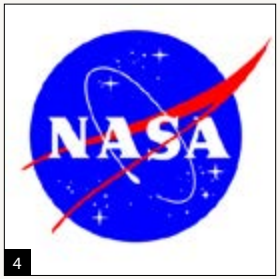
> Little known fact is that Titan is a word that refers to the predecessors of the olympians, but we associate the word with “giants” for some reason I’m not aware of.

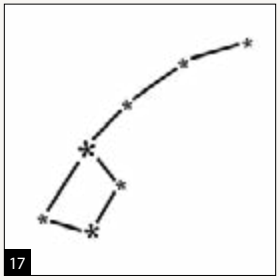
Module 06

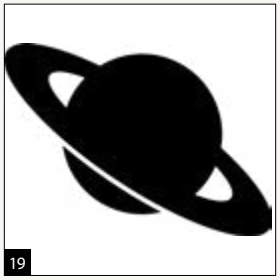
"Constantly experiment … constantly go forward."

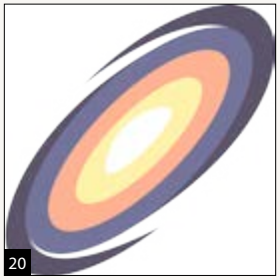
– Alexey Brodovitch

LOGO | VISUAL RESEARCH PART 02





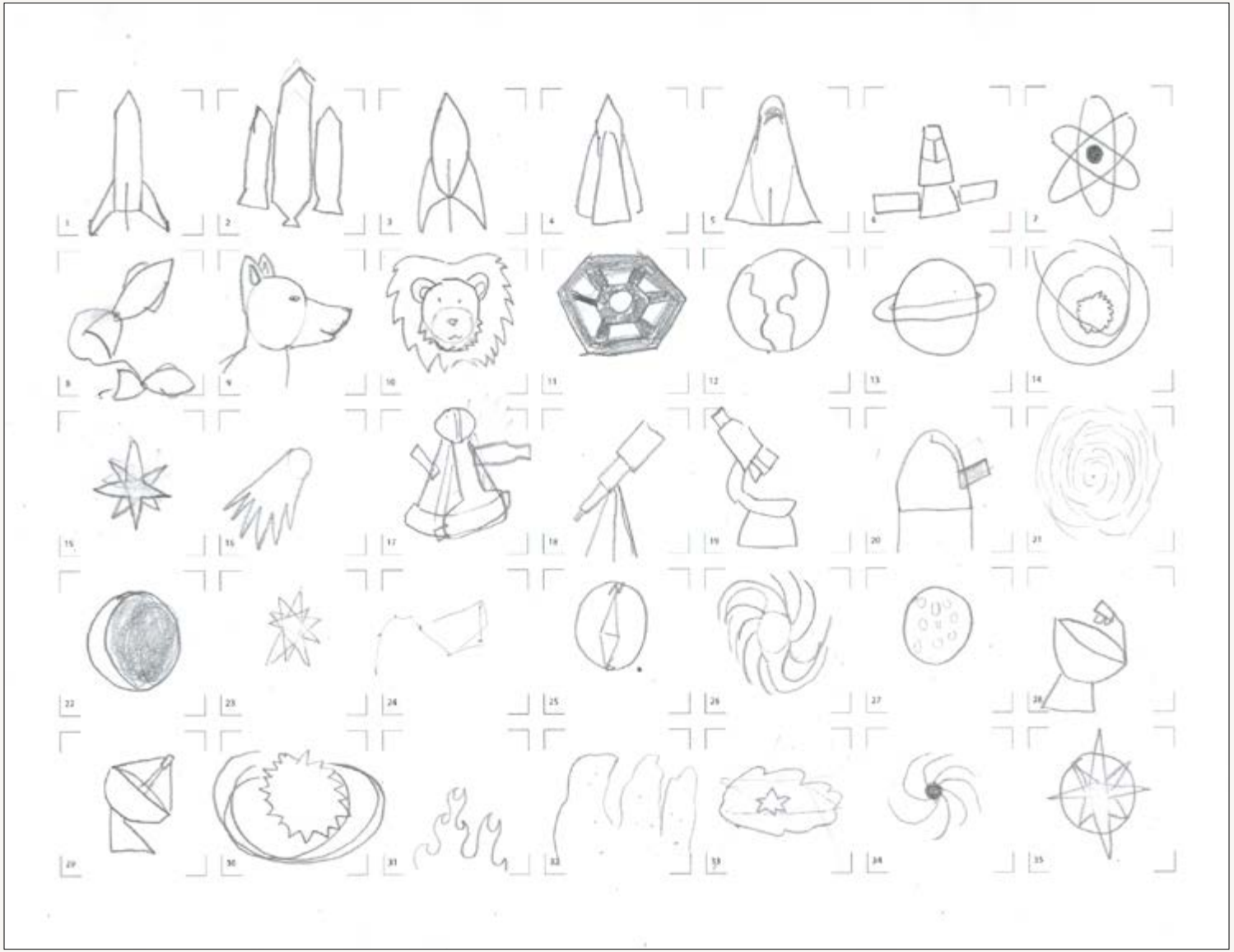




Collect logo samples in order to understand what a good logo is. Write a short caption for each logo describing why you picked it.

1. Nasa, interesting font
2. Epcot, integration of graphics
3. Epcot, another variation of Epcot icon
4. Nasa, use of stars on shapes
5. Space Mountain, adding star background onto words.
6. Space mountain, simple drawing of building with text
7. Space X, stylized text
8. Tomorrowland, interesting use of shapes and text
9. Soviet space insignia, good use of shapes and font
10. Space Camp, use of drawings and text, space shuttle, stars, and american flag
11. International Space Agency, star background with text
12. Space Shuttle insignia
13. Model Rocket logo
14. Collect Space icon
15. Young Collins
16. ursa major
17. big dipper
18. polaris
19. Saturn
20. galaxy

STUDIO | LOGO PROJECT: REVISED LOGO SKETCHES



Identify interesting connections

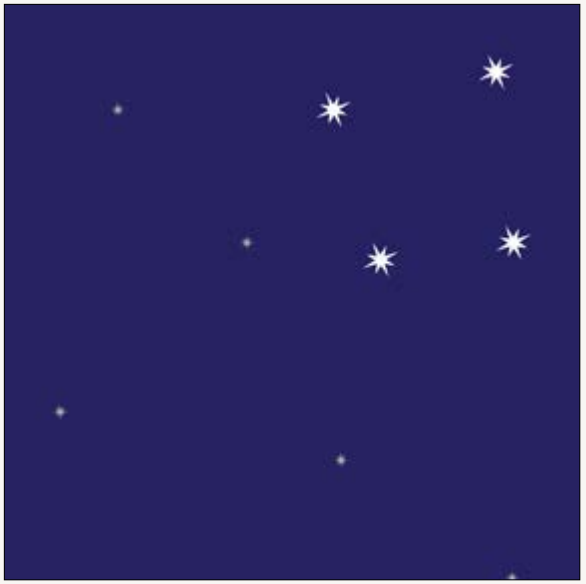
1. Rocket ships
2. Instruments used to measure/ study celestial bodies and other objects
3. Planets
4. stars
5. galaxies

ACTIVITY | ADOBE ILLUSTRATOR: MORE PRACTICE WITH THE PEN TOOL

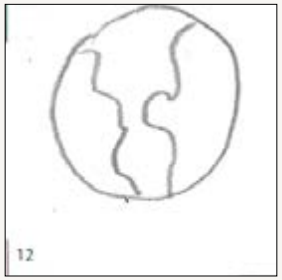
STUDIO | LOGO PROJECT: DIGITIZED LOGOS

Logo Option A

Logo Option B

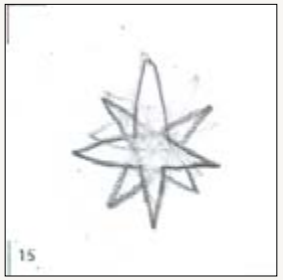


Logo Option C



Original Sketch

Original Sketch



Original Sketch

My favorite snack to munch on while designing is ice cubes because it helps me to relieve stress.

How did this second round of sketching affect your logo ideas?

Not much, except I'm draing more complex shapes. Mostly shapes comprised of many smaller ones

How did you choose which logos to digitize?

I chose the logos that I think I would be able to combine into a larger one

What new things did you learn about Adobe Illustrator while digitizing your logos?

Mostly a review, but I reviewed how to combine shapes, etc

What was the most difficult thing about digitizing your logos?

Mostly my sketches were to give me an idea of what I wanted, not what I'd trace. For tracing, I'd use photos.

Are your digitized logos better than your sketches or are your sketches better than your digitized logos? Why?

My digitized logos are better because it's easier for me to make precise shapes with the tools in illustrator than it is to make them with a paper and pencil.

My favorite logo is the Space Mountain logo with the creative font and starry pattern on it.

Take a photograph of your favorite snack to eat while designing. Crop it and add it to this page with a caption.

Module 07

"A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away."

– Antoine de Saint-Exupéry

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 01

Module 07 Activity | Part 01

Typography

R R R

This letter R has serifs.
It is a serif typeface

This letter R doesn't have serifs.
It is a sans serif typeface

This letter R has thick straight serifs. It is a slab serif typeface

Type the names of the **serif typefaces** you received from *fonts.com* here. Set each name in that typeface.

Utopia
Serif Medium

Type the names of the **sans serif typefaces** you received from *fonts.com* here. Set each name in that typeface.

Avenir Next Bold

Type the names of the **slab serif typefaces** you received from *fonts.com* here. Set each name in that typeface.

Korinna-ExtraBold

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 02

Module 07 Activity | Part 02

Typography

The space between letters is just as important as the letters themselves. This space establishes a rhythm for the letters in a word. You can adjust the space between letters to change the feel of the word. In Adobe Illustrator you can adjust this space using the Tracking control in the Character palette.

Note: It is always a good idea to increase the letter space for words set in all capital letters. But you should almost NEVER increase the letter space for words set in lower case letters. Doing this often makes words harder to read.

Recreate the word below using Avenir Next Bold (downloaded from fonts.com). Adjust the letter spacing using the Tracking control in the Character palette. Place your word directly over the outlined word below. Fill your word a solid black with no stroke.

LETTER SPACE

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 03

Module 07 Activity | Part 03

Typography

In the space below create logotypes for three different companies:

1. Amicus Motors is a high end car dealership. The image that they want to portray is expensive and luxurious.
2. Jack and Jill Clothing is a children's clothing store. They sell simple, classic clothing that never goes out of style.
3. Astro Burger is a fast food restaurant. They are a retro, family-focused diner.

Parameters

- The logotypes need to be entirely typographic (do not add pictorial elements).
- All logos must be created in grayscale (only use black, white, and gray).
- Olny use typefaces you received from fonts.com to complete this activity. Rely on your type choice to create the feel that each company is looking for. Don't forget that you can adjust the letter space in your logotypes. You can also set the names of the companies in all capital letters, all lowercase letters, or a mix of both to help you convey the mood of each company.

Amicus Motors logotype

AMICUS MOTORS

Jack and Jill logotype

JACK AND JILL

Astro Burger logotype

ASTRO BURGER

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 04

Module 07 Activity | Part 05

Color and Value Contrast

While it is important for a designer to understand how color works it is even more important for them to understand how value and value contrast affects design. Value involves the lightness or darkness of an object. Colors like yellow have a light value while colors like purple have a dark value. Value contrast involves the lightness or darkness of an object in relation to its background. If a light colored object is placed on a light colored background there is a low value contrast between the object and the background. This will make the object hard to see.

Directions

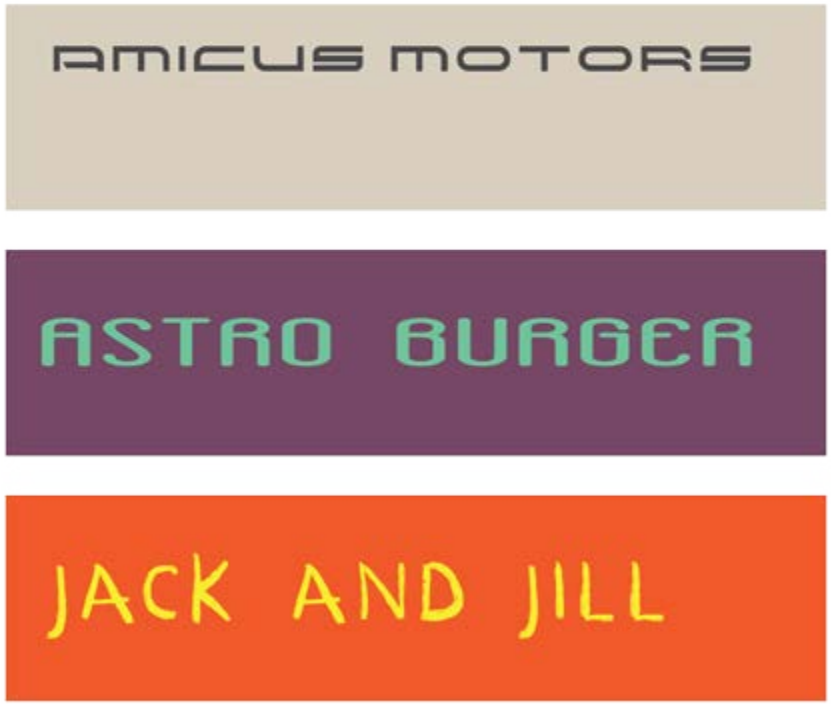
- Select each black circle and fill it with a gray value that matches the value of the colored circle on top of it.
- Use the Proof Colors tool to check your work. Set the Proof Colors tool to grayscale by navigating to:
  1. View > Proof Setup > Customize. The Proof Setup window will appear on your screen.
  2. Select the top drop down menu in the Proof Setup window (it should currently say something like Working CMYK-U.S. web coated...) and scroll all the way down to the bottom of the list.
  3. Select Generic Gray from the list of grayscale options and click on the OK button.
  4. Check the gray values you filled the black circles with against the values of the color circles. Adjust your values to match the values of the color circles.
  5. You can toggle the Proof Colors setting on and off by navigating to View > Proof Colors.

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE TOOL AND COLOR PALETTES PART 05

Module 07 Activity | Part 04

Color and Value Contrast

Create copies of the logotypes you created in part 03 of this activity. Place each logotype on one of the color swatches below (one logotype per swatch). Pick colors for each of the logotypes that allow high value contrast between the logotype and the color background



PROJECT | LOGO PROJECT: REFINEMENTS

1.

2.

3.

Best Logos

1. Combined my three illustrations from the last module to create one
2. Shifted the window and earth to show off constilations better
3. changed the constilation to alpha centari

STUDIO | LOGO PROJECT: BRANDMARK-LOGOTYPE VARIATIONS PART 01 OF 02

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

16.

STUDIO | LOGO PROJECT: COLOR VARIATIONS PART 01 OF 02

1.

2.

3.

4.

5.

6.

7.

8.

STUDIO | LOGO PROJECT: COLOR VARIATIONS PART 02 OF 02

9.

10.

11.

12.

13.

14.

15.

16.

My favorite color is black because it's easy on my eyes.

Which typefaces worked best with your logo? Why?

Serpentine and Spacera LT, because they give the best vibe of "space tech" theme. Red Seven is too "themeparkish", and Data 70 is too cliche.

Can typefaces have personalities? How?

Oh yes. It can give off a vibe of a theme, like sci fi, wild west, roman, victorian, etc

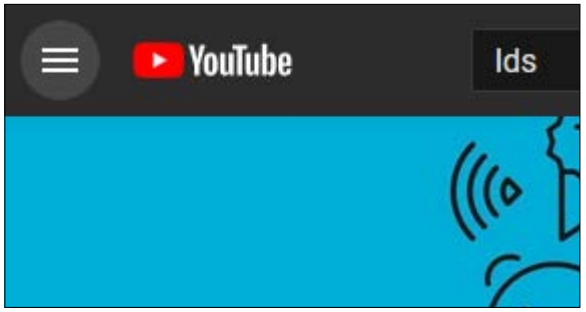
What did you learn about value contrast?

It's more difficult than it looks. Colors on the same set most definitely don't have the same value.

Why do logos usually only use one or two colors?

It's simpler that way. It's difficult to make all of the colors fit together unless you use as few as possible

Live well, it's the greatest revenge.



Take a photograph of your favorite color. Crop it and add it to this page with a caption.

Module 08

"Art resides in the quality of doing, process is not magic."

– Charles Eames

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 01

Module 08 Activity | Part 01

Typography: The Type on a Path Tool

Use the Type on a Path tool to recreate the artwork below. Begin by drawing two circles, one for the type above and one for the type below. Next type the phrase below using the Type on a Path tool (found under the Type tool in the Tools palette). Use the typeface Trade Gothic Next Bold (received from fonts.com). The two bullet points can be be typed by holdong down the option key on a Mac (for a PC see the directions at the bottom of this artboard) and typing an 8. Adjust the point size and tracking for your type. Place your solution directly over the gray example below. Make sure to fill your solution with black.

Hint: You may need to use the Baseline Shift control found in the Type Character palette to complete this activity.

To Type the two bullet points on a PC: Press the "Num Lock" key above your numbers pad on your keyboard if you are using Windows OS. Press the "ALT" key and keep it depressed. Then type these numbers in sequential order, as if you are dialing a phone number, "0149" Then release the ALT key. Note: This will not work with the number row across the top of your keyboard.

Hint: You may need to use the Baseline Shift control found in the Type Character palette to complete this activity.

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 02

Module 08 Activity | Part 02

Typography: Outlining Type

In Adobe Illustrator, typography consists of two parts: 1. the code information that allows the type to be editable and 2. the artwork that makes each typeface and character look the way it does. This second part is based on vector lines just like the logo you have been creating. Illustrator allows you to turn the words you have typed into an outline. This essentially removes the code information from your word leaving the vector lines.

You can turn any typed word to outlines by selecting that word using one of the arrow tools and navigating to the Type drop-down menu > Create Outlines. You can also use the key command Command + Shift + O (Control + Shift + O on a PC).

Recreate the artwork below by typesetting the words, turning each word to outline, and merging the words using the Pathfinder palette. Use the typeface Avenir Next Heavy (from fonts.com). After stacking the two words and converting the type to outlines, use the Divide control in the Pathfinder palette to slice up the words so they can be filled with the various colors. Use the Direct Select tool to select each segment you will be coloring.

Logotype Example

Your Logotype

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 03

Module 08 Activity | Part 03

Lines: The Stroke Palette

Use the Stroke palette to complete this activity. Create strokes that match the examples in gray below.

Cap: Use the Cap control to add rounded ends to a line colored with a black stroke. Place your stroke object directly below the example.

Dashed Line: Use the Dashed Line control to create a line similar to the example below. Color your dashed line with a black stroke and place it below the example.

Align Stroke: Make copies of the square on the left and use it to recreate each of the three gray examples below. Use the Align Stroke control to recreate each of the stroke effects on each of the gray squares. Color the stroke on your squares black and place them over the gray examples.

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 04

Module 08 Activity | Part 04

Lines: The Pen Tool and Width Tool

Use the Pen tool to create each of the line segments below. Each of the lines was originally created using two points (one on each end) and dragging Bezier curve handles out at either 45° or 90° angles.

Next use the Width tool to recreate the varying thicknesses of each stroke. The top stroke uses one width point with the handles extended at equal distances from one another. The bottom stroke uses one width point but has one of the width handles tucked back into the point. To do this, hold down the Option key, click on the handle you would like to adjust, and drag. This will break the two handles apart from one another.

Color your lines with a black stroke and place them over the gray examples.

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 05

Module 08 Activity | Part 05

The Pathfinder Palette

Use various controlls on the Pathfinder palette and the black shapes provided below to build objects similar to the gray examples on the left of the artboard.

Minus Front

Unite

Divide

ALPHA CENTARI
SCIENCE CENTER

When I need to take a break from homework my favorite thing to do is to do family history, play with Blender, or play Call of Duty Nazi Zombies

16 And he answered, Fear not: for they that be with us are more than they that be with them.

What makes a logo successful?

It has to not only look good, but easily recognizable and memorable.

What did you learn about typography during this project?

When creating a logo, it's OK if you didn't design your own font.

You have followed a basic design process for two projects now. What are the basic steps in a design process?

Plan the design based on the name of the company/ product, sketch it out, draw it out, experiment with colors, etc.

What is your favorite step in the design process? Why?

Drawing it. I'm not very good at sketching.

Which step in the design process do you struggle with the most? Why?

Sketching, because it's harder for me to be precise with a pencil than with a computer.

Take a photograph of your favorite distraction from homework. Crop it and add it to this page with a caption.

Module 09

"Art is work."

– Milton Glaser

PROJECT | POSTERS: ARTIST RESEARCH

After choosing your artist from the Artist Sign-up list provided on iLearn, get to know them better by reading about them and looking at their work.

After completing the research on your artist provide the following information:

BIOGRAPHY

Massimo Vignelli was born in January 10, 1931. He studied architecture at the Politecnico di Milano and then at the Univerita di Architettura, Venice. He started the New York branch of a newly organized company called Unimark International, and designed some of the most recognizable brands and signage, like for American Airlines and the New York City Subway system. He passed away in May 27, 2014.

HISTORICAL, TECHNOLOGICAL, AND SOCIAL CLIMATE

Postmodern art, deconstrunctionism, and pop art had drastically increased in popularity during his career.

ARTIST'S PHILOSOPHY

He was staunchly modern in a post-modern world. He favored minimalism and often raged against typographic excess, claiming that a graphic designer shouldn't need any more than five typefaces, though he later loosened the list to about a dozen. He considered the design being central to the functionality of the object rather than the most fashionable aspect.

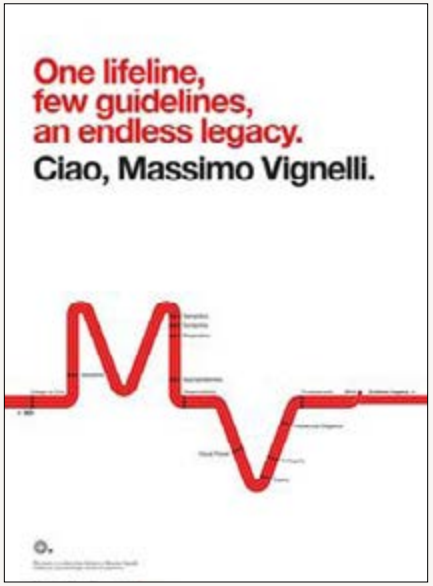
MAKING CONNECTIONS

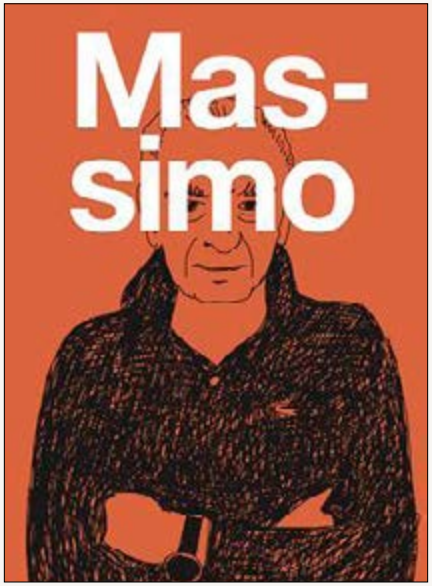
[Write about what you have learned about design through studying your artist. Explain how learning about your artist's work and ideas can help design students improve their own work today.]

PROJECT | POSTERS: ARTIST VISUAL RESEARCH

PROJECT | POSTERS: ARTIST VISUAL RESEARCH (CONTINUED)

PROJECT | POSTERS: GENERAL POSTER VISUAL RESEARCH





PROJECT | POSTERS: WORD LISTS

A word list helps you explore ideas. Write every word you can think of that relates to your artist exhibit. Make sure you fill this page full of words. You may need the help of a thesaurus to complete this task. Once the page is full of words take some time to find and mark those words that could be turned into interesting poster sketches.

Lists

minimalist

functional

design

modern

simple

simplification

simplify

sleek

modernistic

modernist

helvetica

furnature

spoon

sofa

table

chair

handkerchief

powerful

elegant

comfortable

New York Subway

architect

house

American Airlines

unimark international

washington metro

Venice

Italy

practical

typeface

PROJECT | POSTERS: CATEGORY & THEME

Complete this worksheet *before* you begin sketching your poster designs. Use this page to define the problem you will be solving in your sketches. The success of your posters will be assessed according to the information you provide here.

After completing the research on your artist provide the following information:

ARTIST
Massimo Vignelli

EXHIBIT THEME OPTIONS
Modern, minimalist art favors functionality over passing fads in fashion

Simple shapes can be used to make functional and stylish furniture

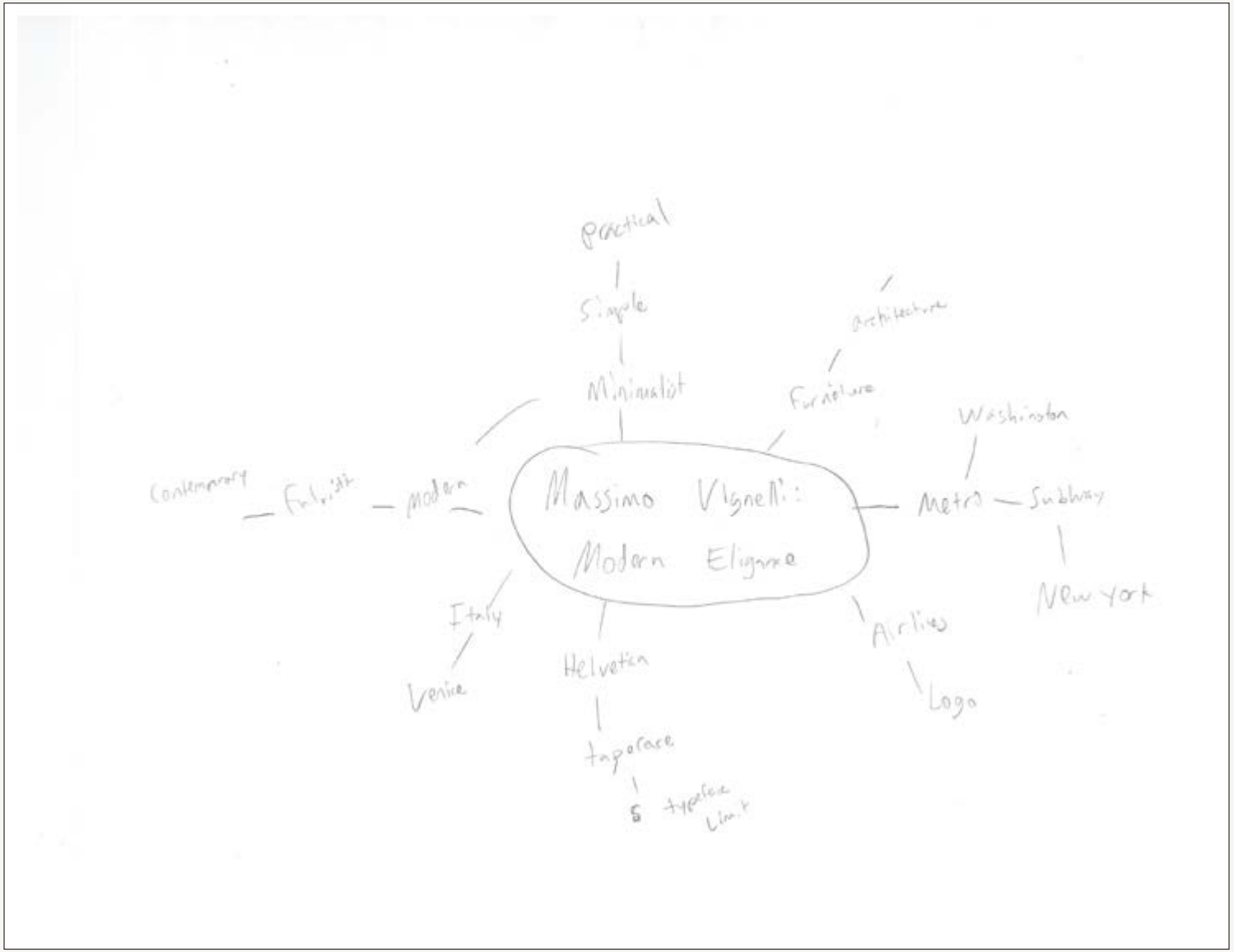
EXHIBIT THEME

I'm going to explore how the style of Massimo Vignelli is both simplistic, stylistic, and functional.

EXHIBIT TAGLINE
Massimo vignelli: Modern Elegance

EMOTIONAL & RATIONAL CHARACTERISTICS
I want my poster to exhibit a similar style he constantly strove for in his work: the simplicity, modernity, practicality, etc that would stand the test of time.

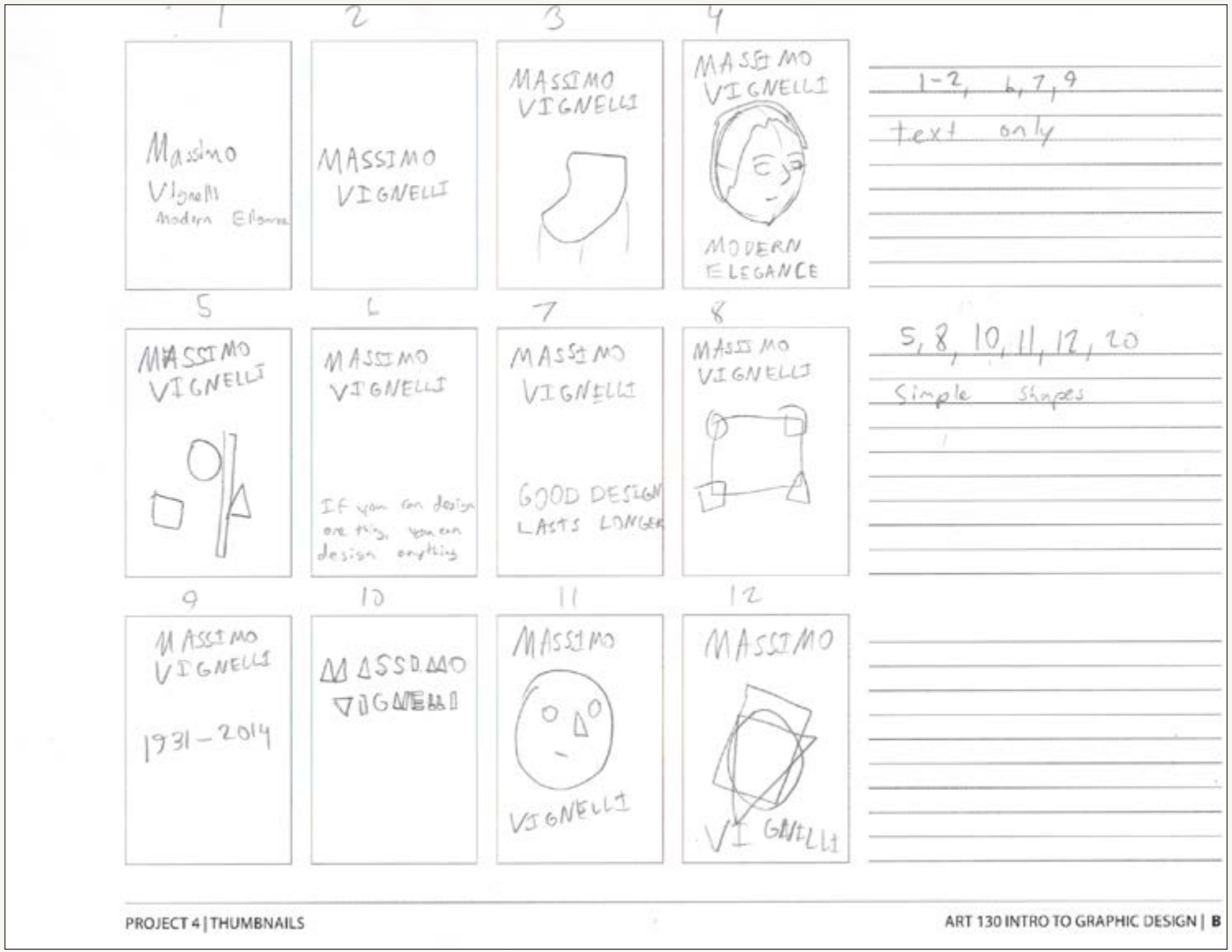
PROJECT | POSTERS: MIND MAP



Identify interesting connections

1. Modern
2. simplicity
3. functionality
4. practicality
5. timelessness
6. geometry
7. italy
8. clear
9. minimalism
10. firm
11. logo
12. italian
13. European
14. Eligant
15. contemporary
16. limited

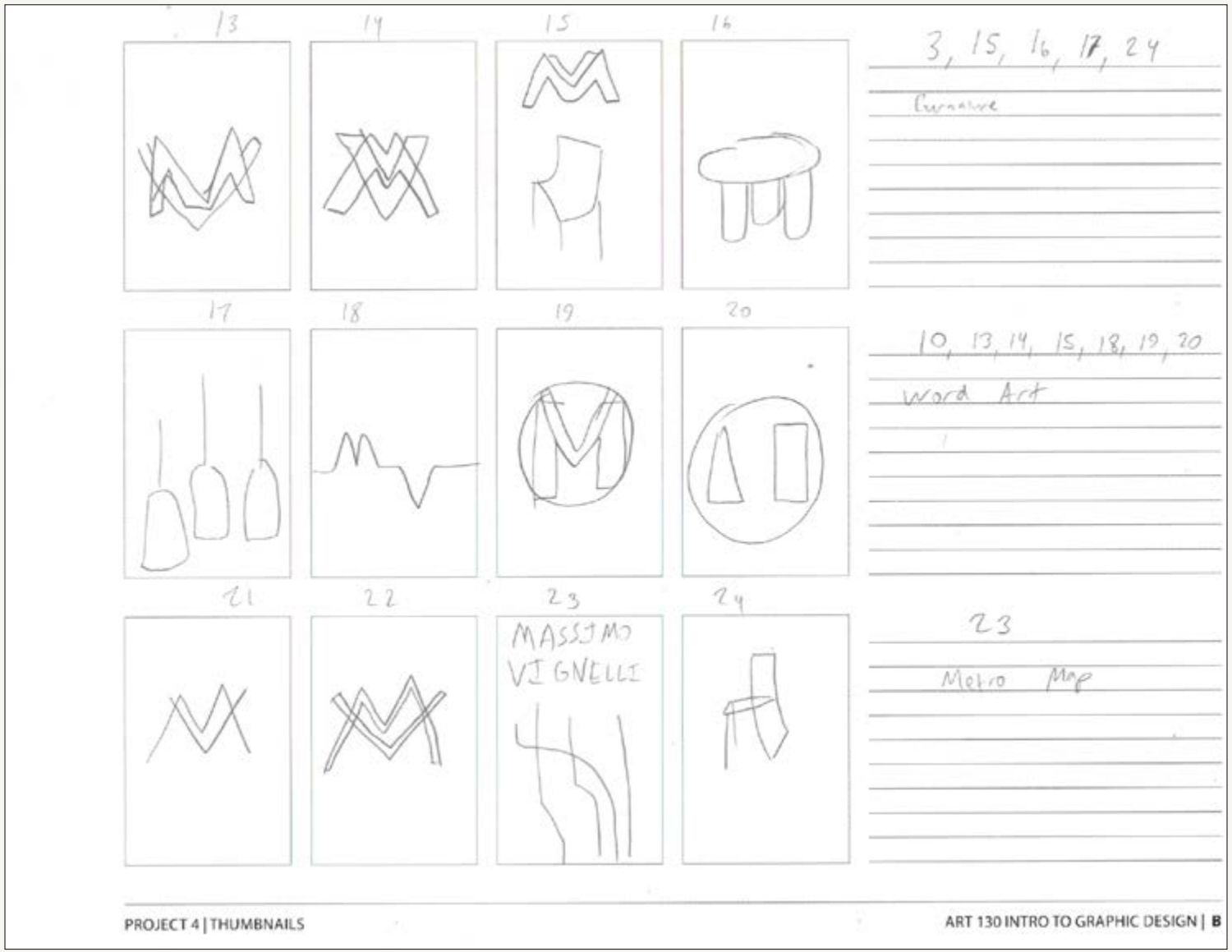
PROJECT | POSTERS: SKETCHES



Identify interesting connections

1. caption
2. caption
3. caption
4. caption
5. caption

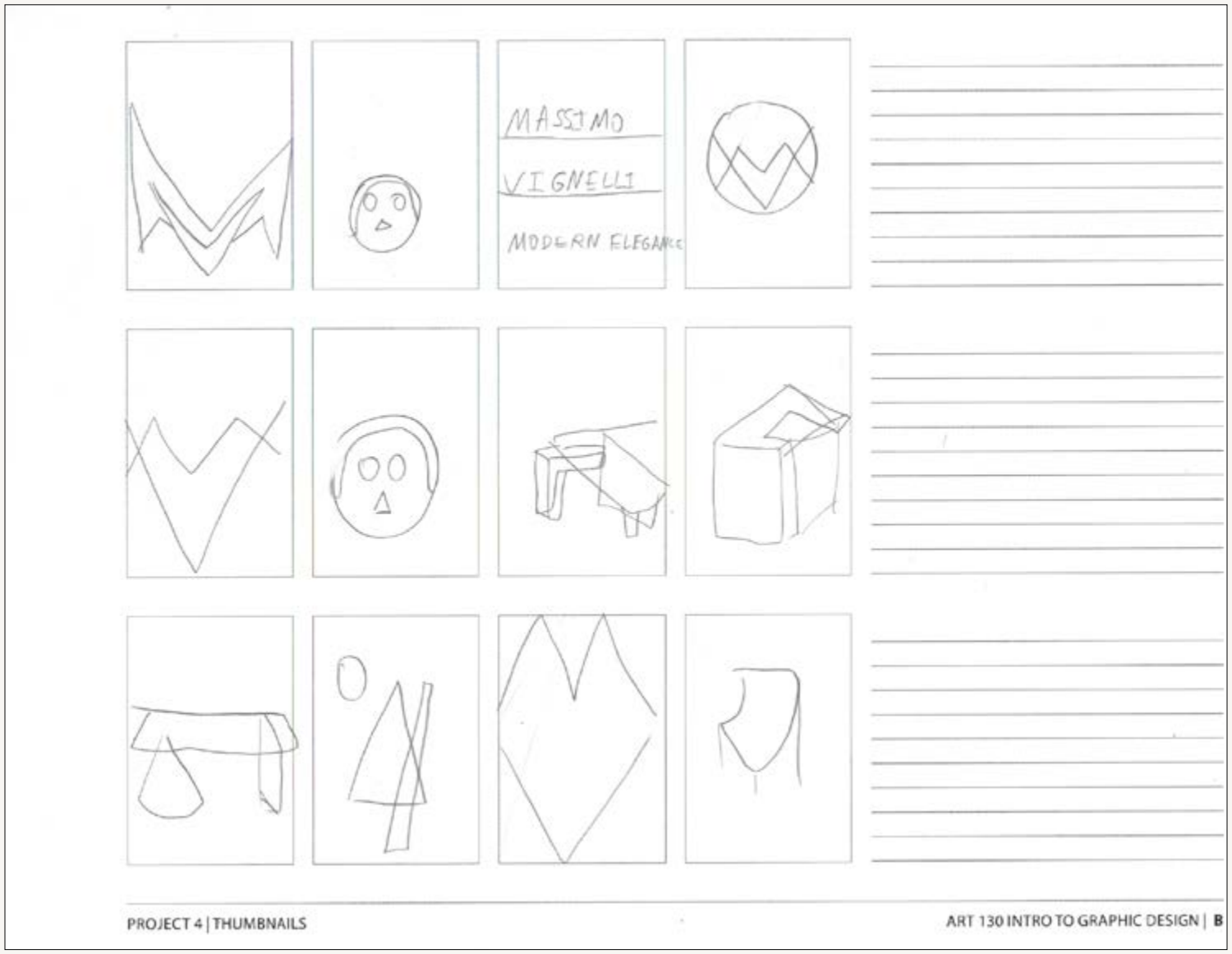
PROJECT | POSTERS: SKETCHES (CONTINUED)



Identify interesting connections

1. caption
2. caption
3. caption
4. caption
5. caption

PROJECT | POSTERS: SKETCHES (CONTINUED)



Identify interesting connections

1. caption
2. caption
3. caption
4. caption
5. caption

My favorite thing to learn about is (fill in the blank).

Why do designers conduct research?

We see what others have done, and we build off of it. There's nothing really original under the sun.

What do you enjoy about researching? What parts do you struggle with?

I struggle most with sketching. I prefer to base them off of photos.

Why do designers brainstorm?

Same reason you'd brainstorm any other time, to think of things you haven't thought of before.

What do you enjoy about brainstorming? What parts of brainstorming do you struggle with?

I really like to make decisions as quickly as possible, so brainstorming is something I need to work on.

How did your brainstorming help your sketching?

I have multiple ideas. Sketch of the man? Simple shapes to depict him? His work? Etc.

Take a photograph of your favorite thing to learn about. Crop it and add it to this page with a caption.

If you can design one thing, you can design everything.

Massimo Vignelli

Module 10

"If you want to be as good as [Paul] Rand, don't look at Rand; look at what Rand looks at."

– Helmut Krone

ACTIVITY | ADOBE PHOTOSHOP: FILE RESOLUTION PART 01

Place the *m10_activity_01_resolution_large.psd* **file in the image frame above.**

Place the *m10_activity_01_resolution_small.psd* **file in the image frame above.**

ACTIVITY | ADOBE PHOTOSHOP: FILE RESOLUTION PART 02

After completing the activity on the previous page describe what you have learned about image resolution:

What is a pixel?

A pixel is a single dot representing a single color, composed of three sub pixels. One for red, one for green, and one for blue.

What does pixels per inch (ppi) mean?

Um, how many pixels in a single inch?

How is the image of the camera on the right different from the image of the camera on the left (Note: both images began as the same original digital photograph)?

One started out high resolution and large size, the other is smaller and less resolution.

What happens to an image when you scale it up (increase the number of pixels per inch or increase the size of the file using the same number of pixels per inch) from its original image resolution?

The program tries and fails to fill in the gaps of what was there. As a result, it looks hideous.

ACTIVITY | ADOBE PHOTOSHOP: LAYERS PALETTE

Place the *m10_activity_03_layers.psd* **file in the image frame above.**

Directions:

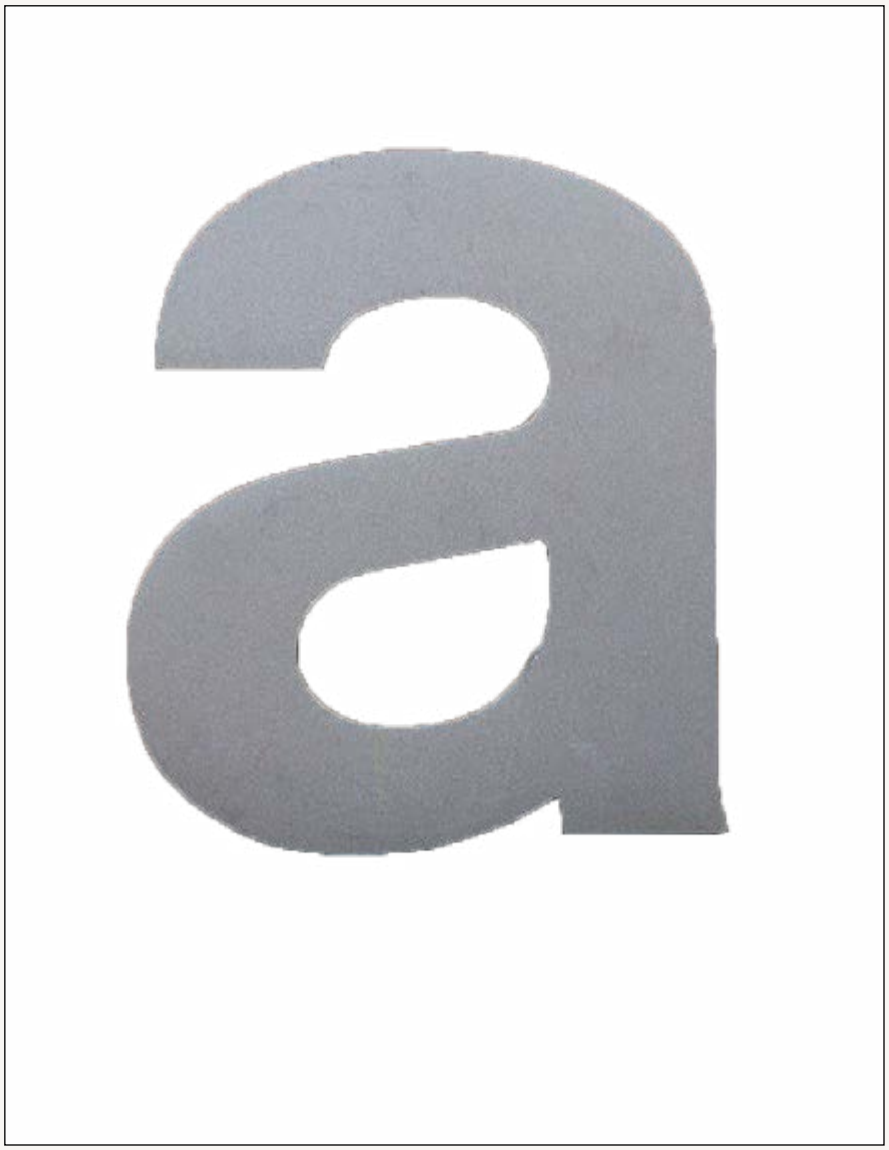
1. Open the m10_activity_03_resolution_small file in Adobe Photoshop.
2. Access the Layers palette for this file. You may need to access the Layers palette by navigating to Windows > Layers from the drop-down menus.
3. Rearrange the layers for this file so that Layer 0 is on the bottom, Layer 1 above it, Layer 2 above it, and Layer 3 as the top layer
4. Save your photoshop file.
5. Place your modified m10_activity_03_layers file inside the image frame on the left.
6. Select this frame with the Selection Tool and then select Object > Fitting > Fit Content Proportionately from the drop-down menus above.

ACTIVITY | ADOBE PHOTOSHOP: ADJUSTMENT LAYERS

The *m10_activity_04_adjustment_layers.psd* **file before layer adjustments are made.**

Place your modified *m10_activity_04_adjustment_layers.psd* **file in the image frame above.**

ACTIVITY | ADOBE PHOTOSHOP: LAYER MASKS

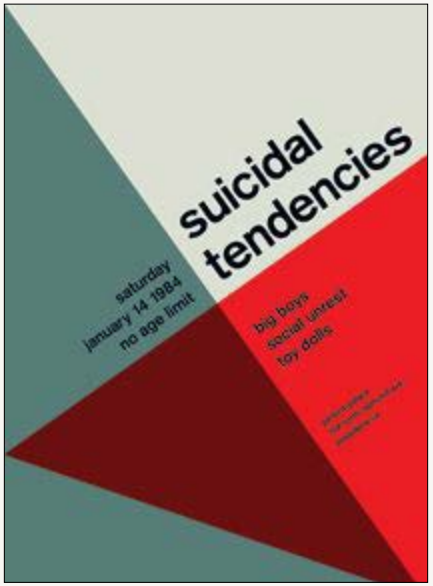


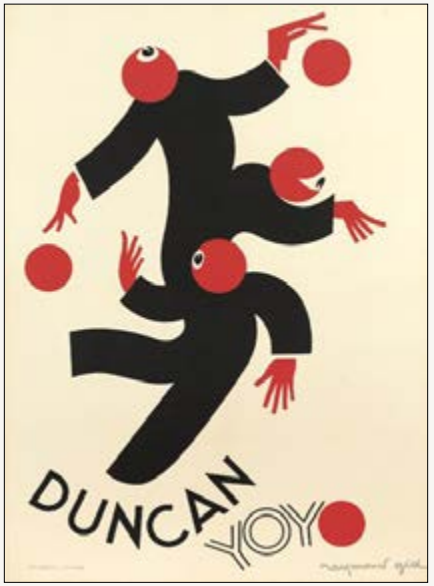
Place the *m10_activity_05_layer_masks.psd* **file in the image frame above.**

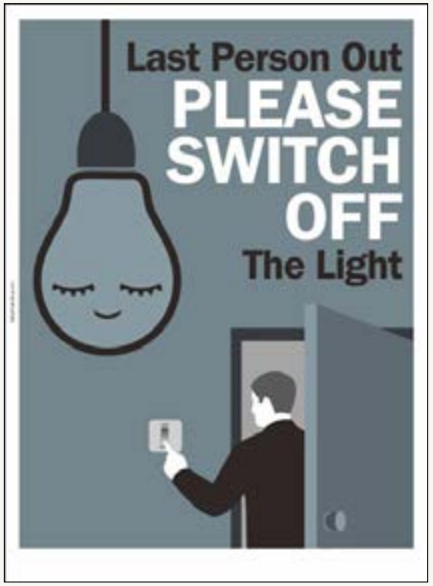
Directions:

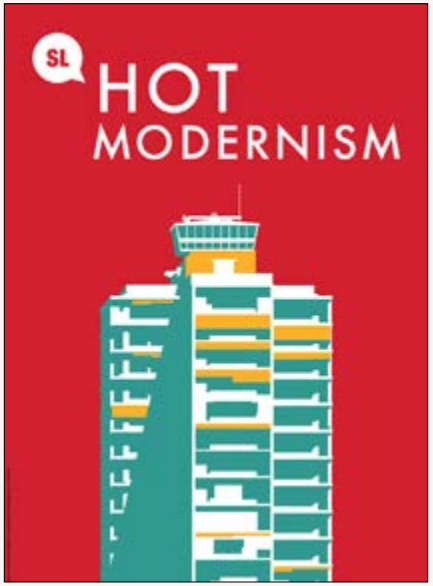
1. Open the m10_activity_05_layer_masks file in Adobe Photoshop.
2. Access the Layers palette for this file.
3. Select the layer that contains the image of the letter a on a wood grain background.
4. Add a layer mask to that file and mask out the wood grain background of the image.
5. Save your photoshop file.
6. Place your modified m10_activity_05_layer_masks file inside the image frame on the left.
7. Select this frame with the Selection Tool and then select Object > Fitting > Fit Content Proportionately from the drop-down menus above.

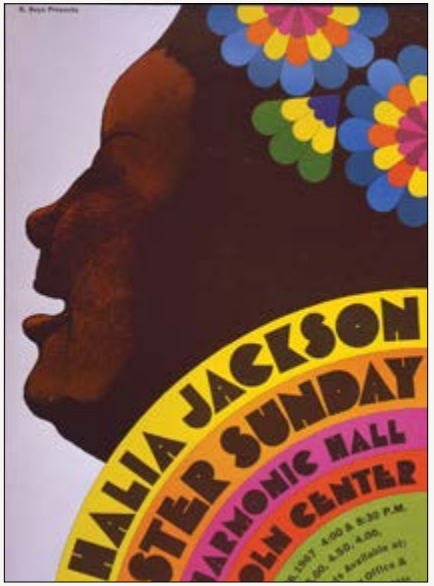
PROJECT | POSTERS: MORE GENERAL POSTER VISUAL RESEARCH











PROJECT | POSTERS: CATEGORY & THEME REVISITED

After receiving feedback from your peers and instructor revisit the theme you've chosen for your artist's exhibit. Does this theme accurately portray your artist? Is your theme a clear message? Is it interesting?

After receiving feedback on your exhibit theme provide the following information:

EXHIBIT THEME REVISIONS

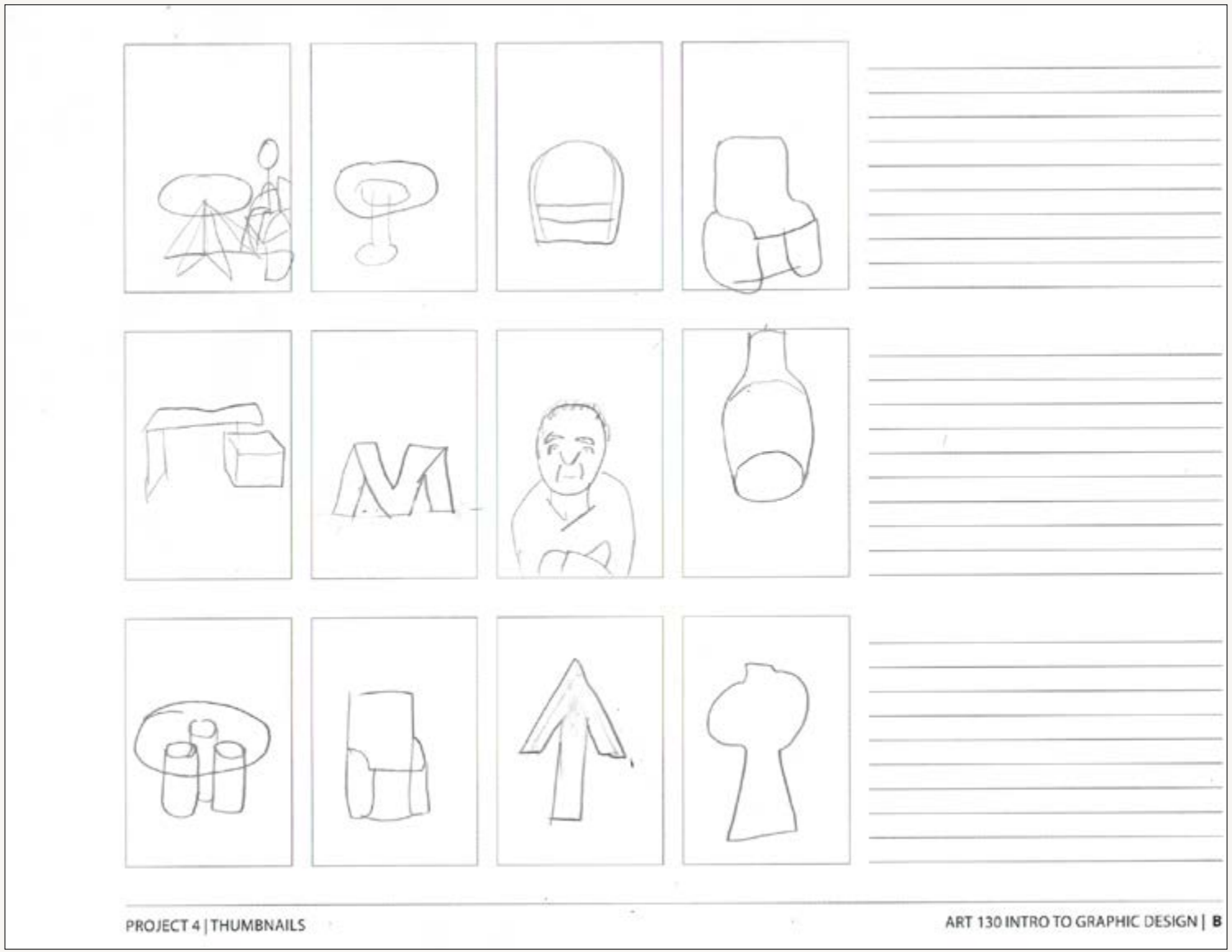
REVISED EXHIBIT TAGLINE
Design one thing, design everything

VISUAL METAPHORS AND OTHER IMAGE OPPORTUNITIES
[Provide a list of visual metaphors that could be used to represent your exhibit theme (you may need to look back at your word lists and mind maps from the last module). Describe ideas you have for making poster images using the visual metaphors you came up with.]

[Describe other image opportunities that you plan on exploring in your sketches to help illustrate your exhibit theme]

[Describe how you plan on using typography to express your image theme—especially for the typographic poster direction.]

PROJECT | POSTERS: SKETCHES FOR POSTER DIRECTION 01



Identify interesting connections

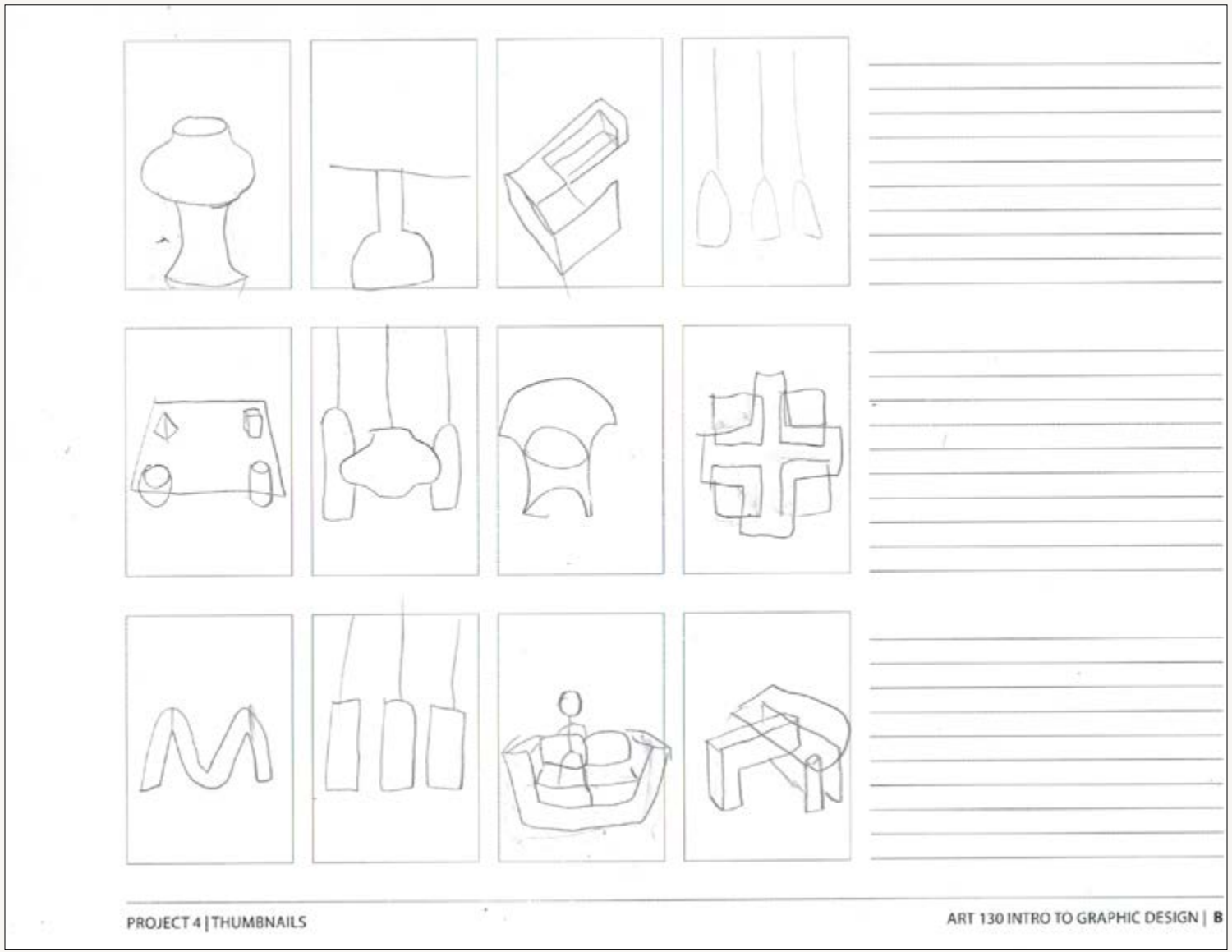
1. caption
2. caption
3. caption
4. caption
5. caption

PROJECT | POSTERS: SKETCHES FOR POSTER DIRECTION 02

Identify interesting connections

1. caption
2. caption
3. caption
4. caption
5. caption

PROJECT | POSTERS: SKETCHES FOR POSTER DIRECTION 03



Identify interesting connections

1. caption
2. caption
3. caption
4. caption
5. caption

PROJECT | POSTERS: VISUAL EXPERIMENTS

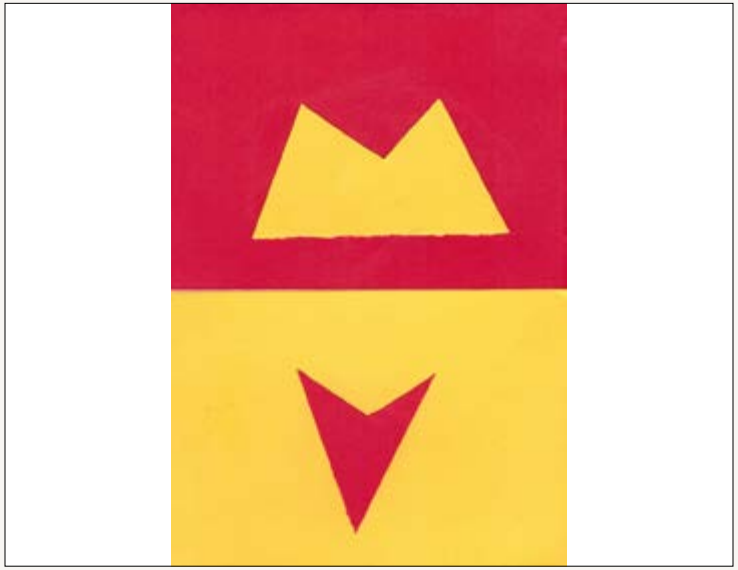
Description for Visual Experiment 01

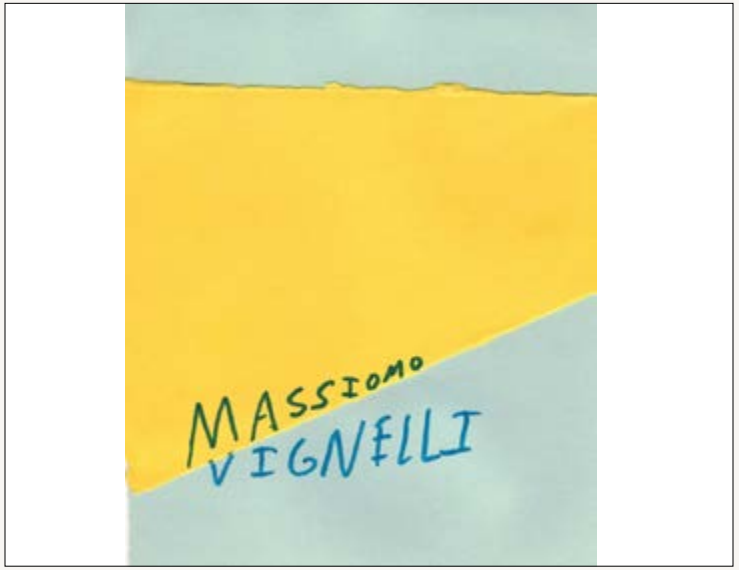
1. caption
2. caption
3. caption
4. caption

PROJECT | POSTERS: VISUAL EXPERIMENTS

Description for Visual Experiment 02

1. caption
2. caption
3. caption
4. caption





Description for Visual Experiment 03

1. caption
2. caption
3. caption
4. caption

My favorite example of my artist's work is the furniture because It's so sleek and modern, like the rest of his art.

How does understanding the theme of your exhibit influence your sketches?

I want to emphasize that he's a modernist designer, and that he takes it upon himself to design everything he can think of, not just graphics, but also things like maps or furniture.

What does the word *Concept* mean in graphic design?

A concept is a solution to a problem

What did you learn about typography from working on your typographic poster?

I don't have to make my own font, I can use one that already exists

What did you learn from your visual experiments about making images outside the computer?

I'm not taking my computer for granted ever again.

The life of a designer is a life of fight: a fight against the ugliness

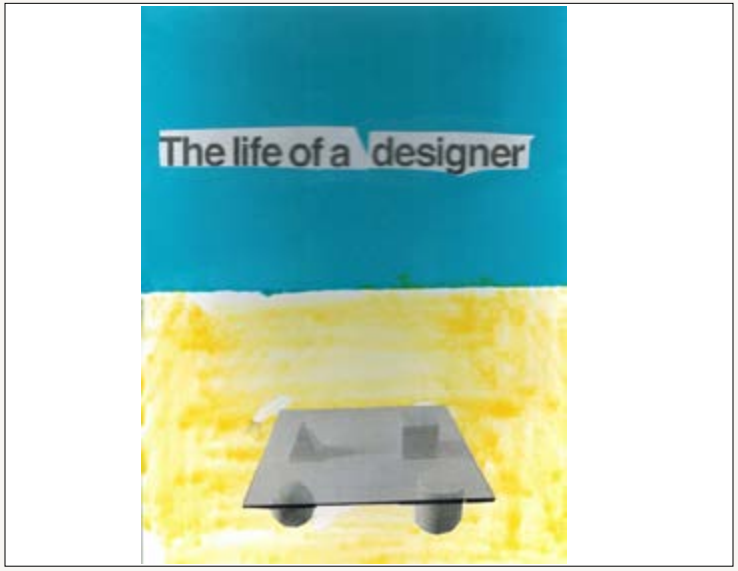
American Airlines

Module 11

"Don't try to be original, just try to be good."

– Paul Rand

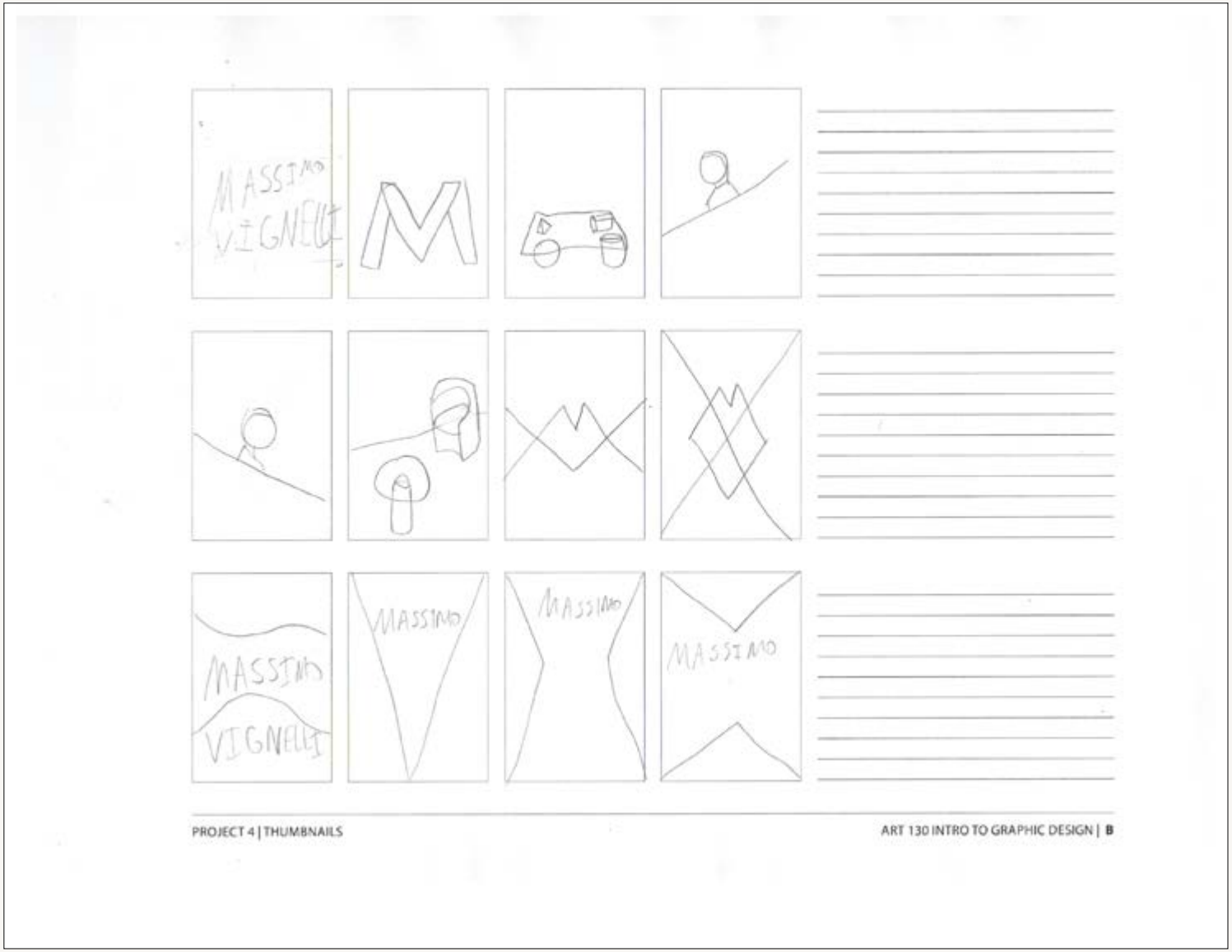
PROJECT | POSTERS: REVISED VISUAL EXPERIMENTS



Description for Visual Experiment 01

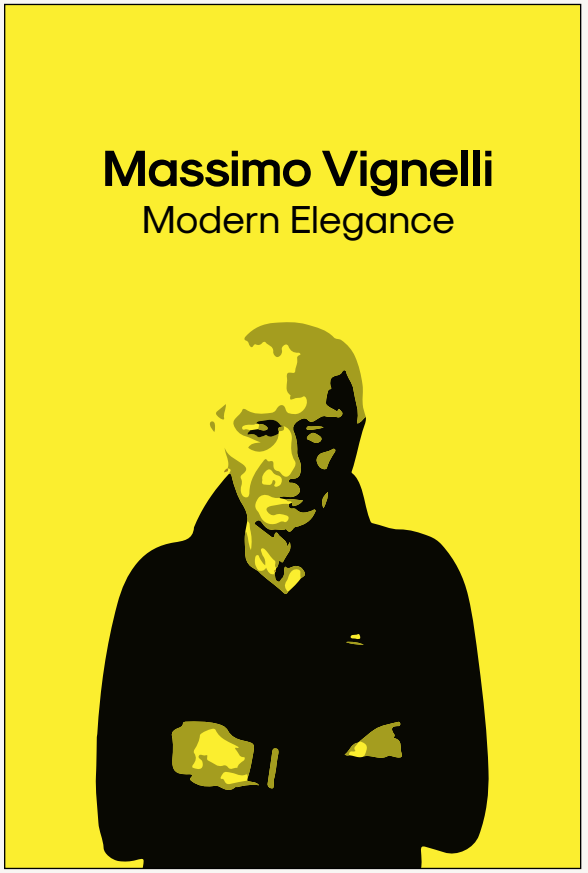
1. caption
2. caption
3. caption
4. caption

PROJECT | POSTERS: ADDITIONAL SKETCHES AS NEEDED



1. Using the numbered dots provided at the right mark those sketches you would like feedback on.
2. Include a brief caption describing your concept for those posters.
3. Indicate specifically what you would like feedback on.

PROJECT | POSTERS: COLLAGE POSTER DIGITAL COMPS



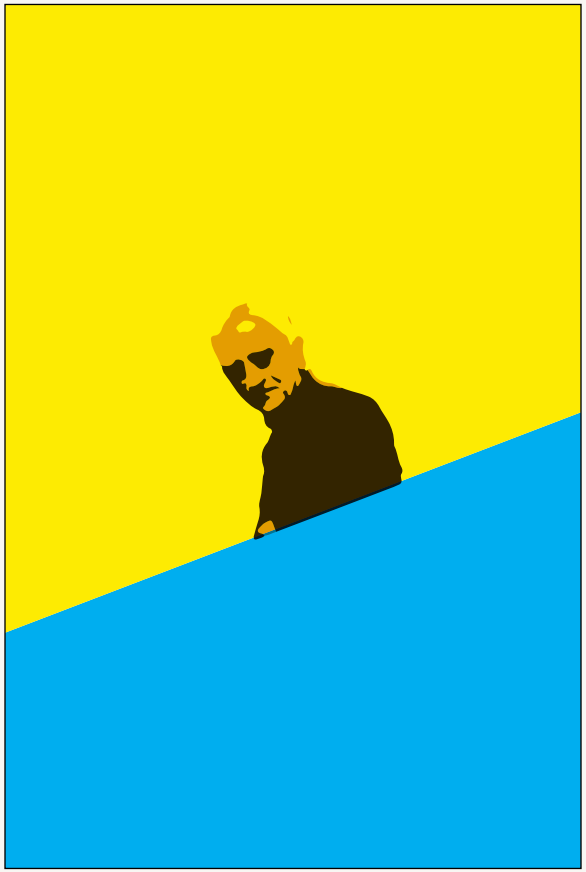
1. Simplified vectorized photo of Massimo
2. Experimentation with different colored background

Ditto

PROJECT | POSTERS: TYPOGRAPHY POSTER DIGITAL COMPS

1. Write a caption for your 1st digital comp selection.
2. Write a caption for your 2nd selection.
3. Write a caption for your 3rd selection.

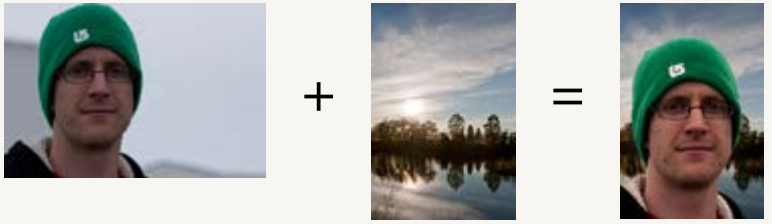
PROJECT | POSTERS: PHOTOGRAPHY POSTER DIGITAL COMPS



1. Write a caption for your 1st digital comp selection.
2. Write a caption for your 2nd selection.
3. Write a caption for your 3rd selection.

ACTIVITY | ADOBE PHOTOSHOP: COMBINING IMAGES

Place the *m11_activity.psd* file in the image frame above.



Directions:

1. Open both the Art130_Activity_m11_01.JPG file and the Art130_Activity_m11_02.JPG file in Adobe Photoshop.
2. Using a layer mask, remove the background in the image of the young man.
3. Copy and paste the image of the young man into the file containing the image of the lake.
4. Use adjustment layers to adjust the image of the young man so it matches the lighting and contrast of the image of the lake.
5. Save your photoshop file as m11_activity.psd.
6. Place your m11_activity.psd file inside the image frame on the left.
7. Select this frame with the Selection Tool and then select Object > Fitting > Fit Content Proportionately from the drop-down menus above.

PONDER | MODULE 11

My favorite medium for making images depends on what kind of image I'm making because I find that inkscape and illustrator are best for logos and modern/postmodern illustrations, and gimp and photoshop I use for everything else. However, I favor GIMP and Inkscape because they are free GNU programs.

Which mediums (paint, collage, photography, etc.) best communicate the theme of your exhibit? Why?

Collage and construction paper, because simple shapes and colors are best for illustrating a poster dedicated to a modern, minimalist graphic designer.

What symbols have you chosen to communicate your exhibit theme? Why?

Simple shapes, letters, and vectorized photos of massimo vignelli, because minimalism was how he worked.

What other symbols are you considering exploring?

The furniture he also designed, will likely be vectorized photos.

What makes an image stand out on a poster?

Contrast, simulated 3D, etc

Take a photograph of one of your visual experiments which uses your favorite medium. Crop it and add it to this page with a caption.

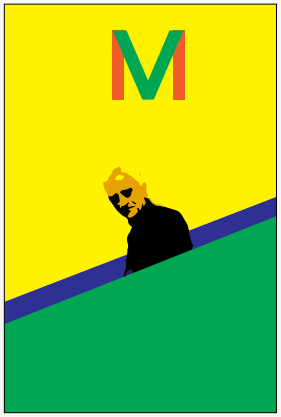
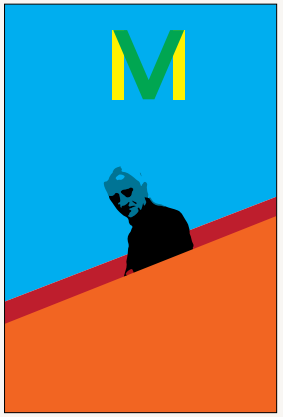
If you can design one thing, you can design everything

Module 12

"Type is a beautiful group of letters, not a group of beautiful letters."

– Matthew Carter

PROJECT | POSTERS: VISUAL EXPERIMENT REFINEMENTS

AA
AmericanAirlines®

Knoll

Ford

bloomingdale's
bloomingdale's
bloomingdale's

MassimoVignelli

PROJECT 4 | TYPE CHOICE: TYPE FOR THE ARTIST

DISPLAY FONT OPTIONS (FOR THE LARGE WORDS ON YOUR POSTERS)

FRANKLIN GOTHIC MEDIUM

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 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

The quick brown fox jumps over the lazy dog.

Brief description. Ipis et id molupta coreperio eos re re quia ped molupta speribu sandict urempor sum unt, qui consed molore con et quidebis dolo inctum fugit doluptam, sitat.

GILL SANS MT

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 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

The quick brown fox jumps over the lazy dog.

Brief description. Itat ipsapiciate eventio rporibus eictet fuga. Is doluptaquam quae et adit, exerchicimin et ut fugita nam, sum rero modis repudis et modi consequi tendele

VER

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 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

The quick brown fox jumps over the lazy dog.

Brief description. Quia ped qui cus. Cae pla sinctotatet ra dolorit vendae verum fugit aut pa asitatem nonsedi aut ute

BODY COPY FONT OPTIONS (FOR THE SMALLER WORDS ON YOUR POSTERS)

FRANKLIN GOTHIC BOOK

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 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

The quick brown fox jumps over the lazy dog.

Brief description. Itat ipsapiciate eventio rporibus eictet fuga. Is doluptaquam quae et adit, exerchicimin et ut fugita nam, sum rero modis repudis et modi consequi tendele

CORBEL

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 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

The quick brown fox jumps over the lazy dog.

Brief description. Quia ped qui cus. Cae pla sinctotatet ra dolorit vendae verum fugit aut pa asitatem nonsedi aut ute volenda accabore aut unt unt elest, quam que eatur, qui aut

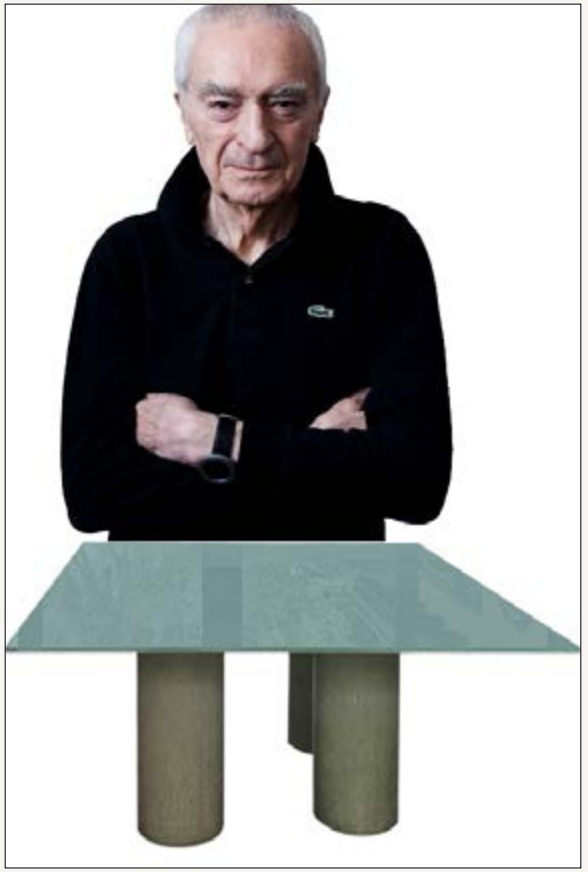
ESTRANGELO EDESSA

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 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

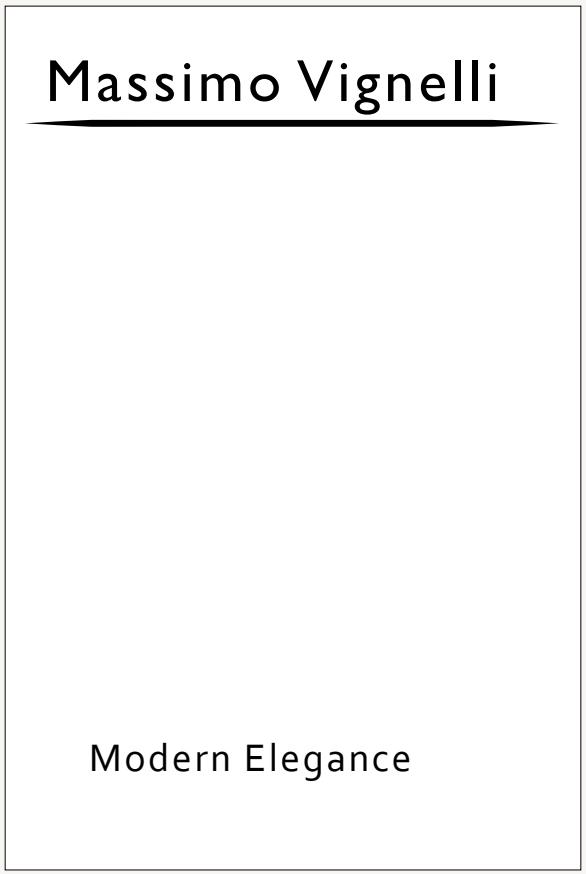
The quick brown fox jumps over the lazy dog.

Brief description. Ipis et id molupta coreperio eos re re quia ped molupta speribu sandict urempor sum unt, qui consed molore con et quidebis dolo inctum fugit doluptam, sitat.

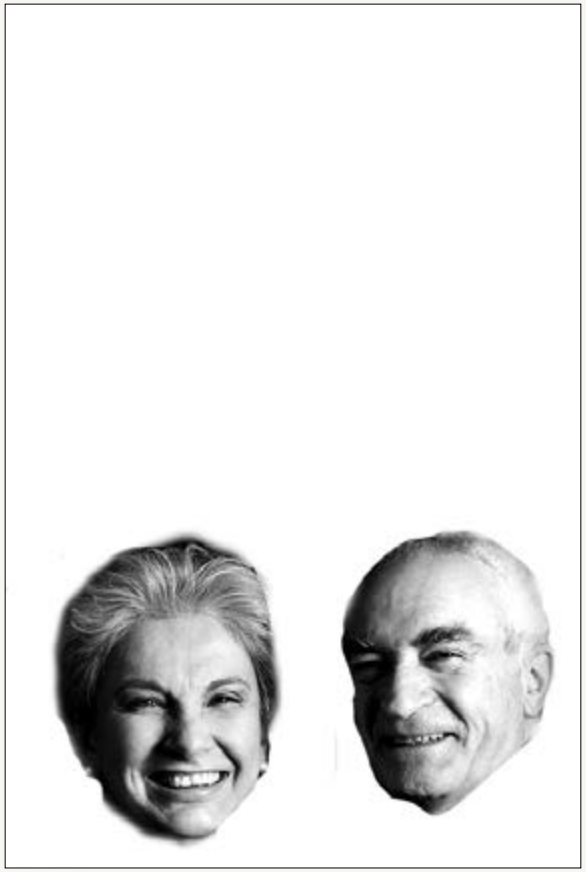
PROJECT | POSTER: DIGITAL VARIATIONS FOR POSTER 01 (COLLAGE)



PROJECT | POSTER: DIGITAL VARIATIONS FOR POSTER 02 (TYPOGRAPHY)



PROJECT | POSTER: DIGITAL VARIATIONS FOR POSTER 03 (PHOTOGRAPH)



ACTIVITY | ADOBE PHOTOSHOP: FIXING IMAGES

=

Directions:

1. Open the m12_Activity_Image_01.psd file in Adobe Photoshop.
2. Remove the scar on the model's right cheek and the spot on his left cheek using the Healing Brush and/or the Coning Stamp tool.
3. Save your photoshop file as m12_activity_01.psd.
4. Place your m12_activity_01.psd file inside the image frame on the left.
5. Select this frame with the Selection Tool and then select Object > Fitting > Fit Content Proportionately from the drop-down menus above.

Place the *m12_activity.psd* file in the image frame above.

ACTIVITY | ADOBE PHOTOSHOP: MORE ON MASKING

Directions:

1. Open the m12_Activity_Image_02.psd and m12_Activity_Image_03.psd files in Adobe Photoshop.
2. Using the mask tools combine the images into a new file that looks like the example above.
3. Save your photoshop file as m12_activity_04.psd.
4. Place your m12_activity_04.psd file inside the image frame on the left.
5. Select this frame with the Selection Tool and then select Object > Fitting > Fit Content Proportionately from the drop-down menus above.

Place the *m12_activity.psd* file in the image frame above.

Hi my name is Aaron Cowley and my most distinguishing feature is my hyperactivity

Where did you come from, before BYU-Idaho?

American Heritage School, Family and Church History Headquarters Mission, etc

Why are you here, at BYU-Idaho?

I was rejected from BYU Provo

Where are you going, after BYU-Idaho

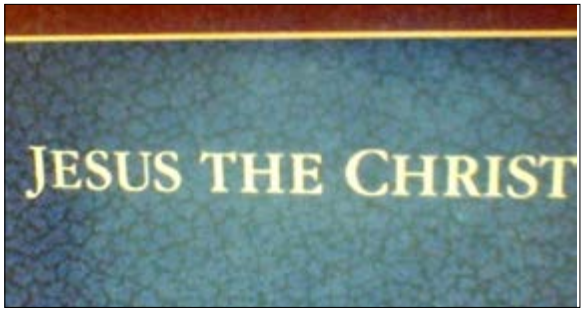
I hope to get a job with Ancestry, or do freelance for some smaller companies.

Why are you taking this class and what do you hope that it will do for you?

I am hoping that it will make me a more effective visual designer for frontend web design.

What is "conscious incompetence" and how can understanding this idea help you be a better graphic designer?

It's when you don't know how to do something, and you are conscious of the deficit. You keep making mistakes and learn from them, or listen to those who know what they are doing.



Some letters from Jesus The Christ, a book I have studied during my mission.

Styles come and go. Good design is a language, not a style.

-Massimo Vignelli

Module 13

"The details are not the details. They make the design."

– Charles Eames

ACTIVITY | TYPOGRAPHY: SHAPING TEXT BLOCKS

Poster Body Copy

Use this text to create each of the text blocks on the right. Make sure your text remains inside the white text block guidelines and that all of the information is visible.

Modern Elegance
Work by Massimo Vignelli
November 3 - December 31
Artist Reception on Saturday, November 3, 6-9 pm
RSVP for reception to 800 235 8456 or exhibits@sfmoma.com
San Francisco Museum of Modern Art
151 Third Street (between Mission and Howard Streets)
San Francisco, CA 94103

Poster Logo

Add this logo to each of your text block designs on the right. Make sure it is also inside the white guidelines.

SFMOMA

Vertical Text Block

Modern Elegance
Work by Massimo Vignelli
November 3 - December 31
Artist Reception on Saturday, November 3, 6-9 pm
RSVP for reception to 800 235 8456 or exhibits@sfmoma.com
San Francisco Museum of Modern Art
151 Third Street (between Mission and Howard Streets)
San Francisco, CA 94103

SFMOMA

Three Column Text Block

Modern Elegance
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Massimo Vignelli
November 3 - December 31

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SFMOMA

Text Strips Text Block

Modern Elegance Work by Massimo Vignelli
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SFMOMA

Horizontal Text Block

Modern Elegance Work by Massimo Vignelli November 3 - December 31
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PROJECT | POSTERS: FINAL REFINEMENTS FOR POSTER 01 (COLLAGE)

Refinements

1. Added text
2. Refined colors

Refinements

1. Some slight color adjustments
2. Refinement (…).
3. Refinement (…).

Refinements

1. Decided to match the posters I've seen on the internet. In color scheme, that is.
2. Refinement (…).
3. Refinement (…).

Refinements

1. Combined the text from previous assignments with word art
2. Refinement (…).
3. Refinement (…).

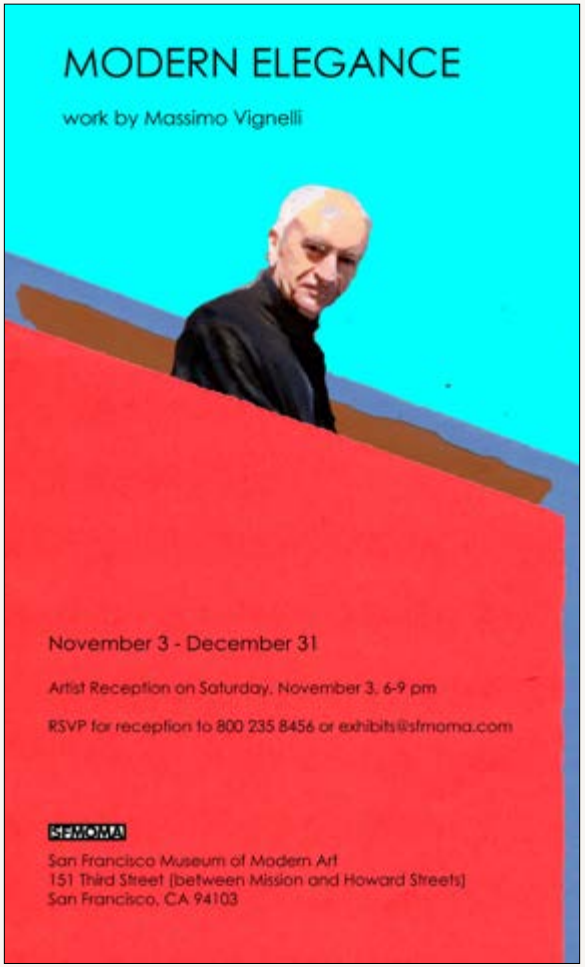
Refinements

1. Color adjustments
2. Refinement (…).
3. Refinement (…).

Refinements

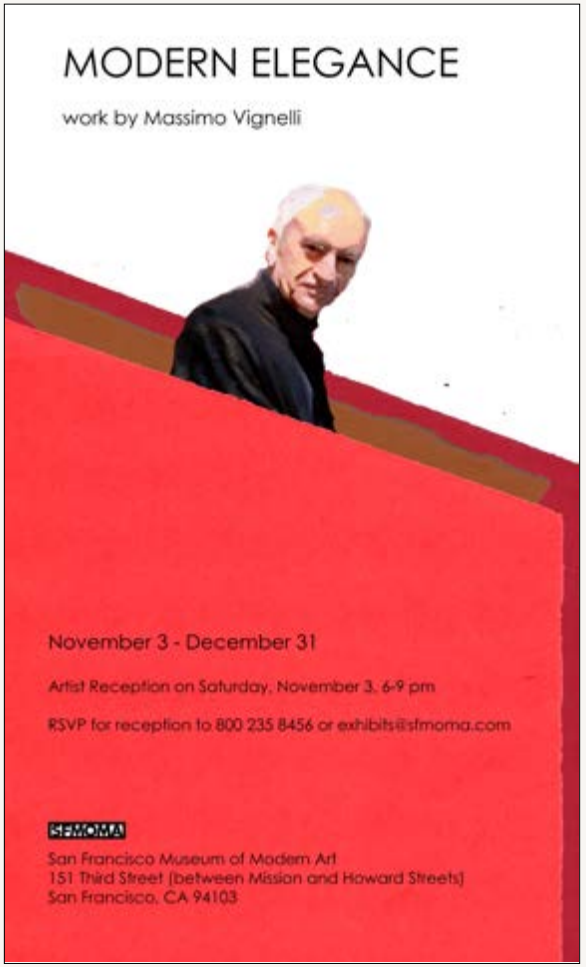
1. Decided to match color scheme found in some of his work and posters referencing him.
2. Refinement (…).
3. Refinement (…).

PROJECT | POSTERS: FINAL REFINEMENTS FOR POSTER 03 (PHOTOGRAPH)



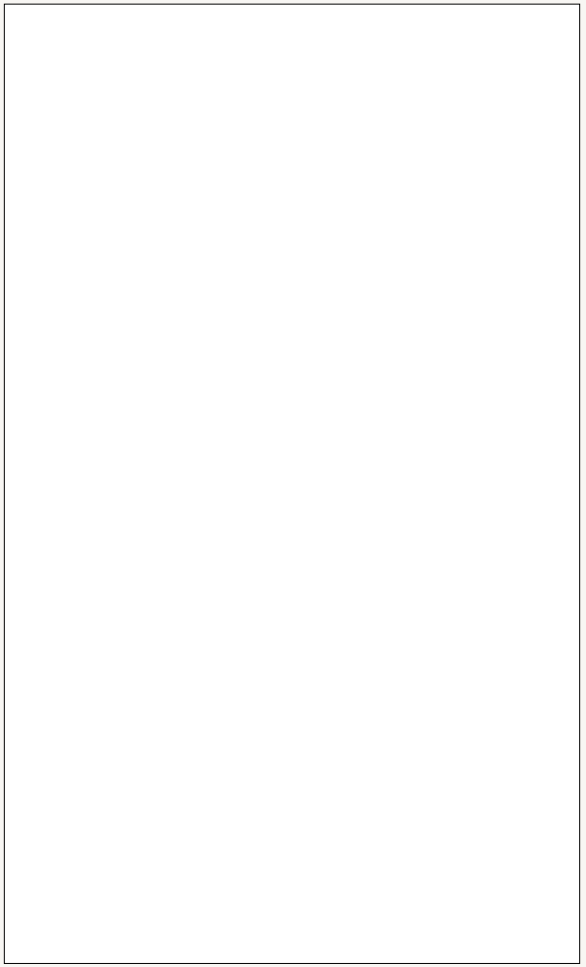
Refinements

1. Made this from scratch
2. Refinement (…).
3. Refinement (…).



Refinements

1. Color scheme matches his work
2. Refinement (…).
3. Refinement (…).



Refinements

1. Refinement (…).
2. Refinement (…).
3. Refinement (…).

Massimo Vignelli

Example of artist's work

Example of artist's work

Example of artist's work

On the following pages I'll be presenting posters that advertise an exhibit on Massimo Vignelli at the San Francisco Museum of Modern Art. The exhibit will focus on his graphic design and even his furniture designs.

Brief Biography

He was born in January 10, 1931 and died May 27, 2014. He was a graphic designer, and an architect.

About the Artist's Ideas and Philosophy

He stuck to a modernist style in an increasing postmodern world. He also expressed the belief that if a person can design one thing, they can design everything. He stuck to minimalism, believing that simplicity was the best way to design things.

About the Artist's Work

He was a modernist who designed logos and furniture with simple geometric shapes.

About the Exhibit

It will include examples of his graphic design and his work in furniture design.

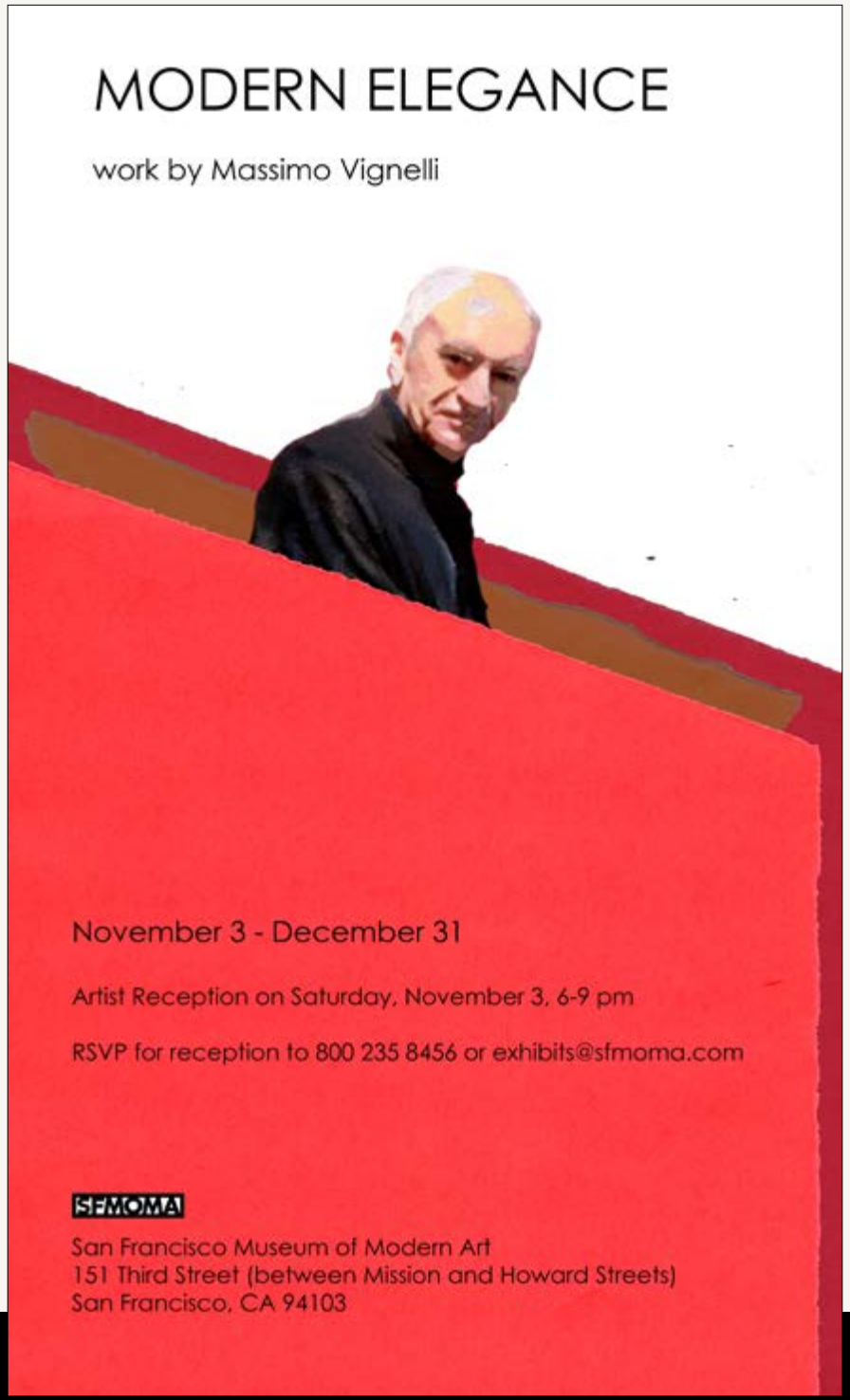
"Unfortunately, there are designers and marketing people who intentionally look down on the consumer with the notion that vulgarity has a definite appeal to the masses, and therefore they supply the market with a continuos flow of crude and vulgar design. I consider this action criminal since it is producing visual pollution that is degrading our environment just like all other types of pollution."

PROJECT | FINAL POSTER 01 (COLLAGE)

I used illustrator for this one. I vectorized a photo of Massimo Vignelli, and drew some simple shapes to make it look like he's going down a staircase.

For this one, I tried to mimic his style and philosophy, and the color scheme I frequently saw when I looked for examples of his work. The only objects on the poster that are not letters is the line beween the titles and the box surrounding the San Fransisco Museum of Modern Art icon.

For this one, I tried to do the same thing I did for my collage poster, but I used physical objects instead, editing it in photoshop as necessary.



When visually communicating an idea it's important to make it both readable and.

- Massimo Vignelli

What did you learn about the design process from this project?

Start early!

Is it easier for you to come up with ideas or to create beautiful final images? Explain.

It's easier for me to do the final project. I don't do well with paper and pencil, I prefer tinkering with design programs. If I were doing it the traditional way, it would be absolutely vital for me to get the sketch right, because I can't erase or press ctrl-z when I'm working with a physical canvas and paint. But with design programs, I can revise the design as much as I want without extra costs. I can even use programs to do rough sketches, which makes it so much easier for me

Massimo would have been proud of me

What did you learn about paying attention to details from this project?

Mostly color. What color fits best? Most colors combinations look like vomit, it's best to fine one that doesn't look like vomit.

What was the most important thing you feel you learned about design from this project?

Combine your previous ideas into one if you must

"If you can design one thing, you can design everything."