

W~~**X**~~**T****R**

S T O P W A T E R S C A R C I T Y

GRDS 400 Studio II

Prof. Mary Ann Casem | mcasem@scad.edu | 912-525-7205 | 124 Adler Hall

Assignment Sheet

Design Proposal

Written Research

Visual Research

Word List

Written Brainstorming

Ideation

Visual Inspiration

Campaigns

Type Studies

Color Studies

Final Palette

Thumbnails

Roughs

Computer Roughs

Layout Variations

Final Components

Due Dates

Class 1

Project Ideas

Class 2

3 Concept

Variations

Class 3

40 Thumbnails

Class 4

Presentation and

Visual Brief

Class 9

Proj 1 Process Book

Written Critique

Class 10

Proj 1 Designs

Class 11

Project Ideas

Class 12

3 Concept

Variations

Class 13

40 Thumbnails

Class 14

Presentation and

Visual Brief

Class 19

Proj 2 Process Book

Written Critique

Class 20

Proj 2 Designs

Projects 1 and 2

For these projects you will work independently with the Professor and self-manage substantial projects of your own choosing. The challenge is not about creating a logo, a look, and simply applying it to things. It is about demonstrating that you have thoroughly researched a subject, analyzed audience markets and trends, studied the competition, and developed a unique solution that perfectly fits the problem.

The first project is about communicating extensive information about a social issue or cause to a specific audience. The second project may be something more commercial, though still with depth. I am looking to see how you can handle lengthy levels of information about a topic. Research a social issue or cause and educate people about it. Your final solutions can be in any medium or format providing they are appropriate to the subject matter. The rationale for choosing the construct should be validated by your choice of topic and target audience. Come up with a concept or theme and design a series of books around it. Create a series of brochures for different audiences on the same subject. Design a content-rich magazine (i.e. Mother Jones, Wired or AdBusters). Or create a complex online website, with heavy content like The Daily Beast, NRDC, UTNE or Newsweek. Design deliverables may include a book, a series of books, large format brochures, posters, an ad campaign, guerilla marketing, an app, content rich magazine, environmental strategies, a logo and/or branding system, a kit, website, installation, exhibit/display, film, or motion media campaign—or any other appropriate graphic design artifact.

The final outcome will be equivalent to 3-4 uniquely designed pieces across multiple media. Again, one *must* have great depth of content. Should you decide to do one deliverable that is more extensive, that one component may count for 2 components. The Professor will determine with each student what quantity and mix of work will satisfy the requirement. The end products should support a consistent, unified theme/concept/idea on an identified topic that is aimed at a specific market or interest group. I would suggest using several different media if you can.

In the first two weeks of each project, you will develop three unique and extensive potential solutions for it, followed by forty thumbnails of exploration of one deliverable, and then summed up in a class presentation which should include a Visual Brief on how your idea will play out. See examples online. You may *not* use stock photos unless you alter or modify them markedly.

Use this opportunity to work in areas of interest to you, to develop and expand your skills and to learn how to sell yourself and your design work in a fun and supportive environment. Look for holes in your portfolio since these two projects will be the centerpiece of your book. Create projects that will take you out of your comfort zone.

When you develop your project, pay particular attention to your schedule and deadlines. Getting behind on your deadlines will put a severe hardship on you at the end of the Quarter and may result in missing work or shoddy design. You are expected to self manage these projects. You create your own path and set your own internal deadlines. If you need extra help, seek out the Professor and schedule time with her outside of class over the course of the 10 weeks.

Graphic Design is a field which is predicated around deadlines as much as quality design. You must learn to work within budgets and deadlines efficiently. This class will give you a good idea about your time management abilities and related flaws, which will only worsen in the field. Please do not underestimate the time it takes to do a worthy job. In Studio II, you are developing portfolio pieces and a deeper understanding of the requirements of the field, which will directly impact your career and your quality of life. Plan on working three hours each day on this classwork.

File Naming

Name your files like the following: GRDS400_Casem_Proj1_W19_YourName.pdf

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Project Ideas

Class 23 Concept
Variations**Class 3**

40 Thumbnails

Class 4Presentation and
Visual Brief**Class 9**Proj 1 Process Book
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Proj 1 Designs

Class 11

Project Ideas

Class 123 Concept
Variations**Class 13**

40 Thumbnails

PDFs

A single PDF of your work must be posted to Submissions before the start of class on the day it is due. Dropbox or email submissions are not acceptable. Upload your files before you leave home. Class presentations will not wait while you upload files at school and all students must be off the computer as presentations commence. Should the file be corrupted and/or not download properly, or be in an incorrect format (JPG, TIF, PSD, InD, AI etc), 5 points will immediately be deducted from your project grade. Double-check your file to ensure it downloads properly after you've uploaded it. If your PDF has been corrupted, remake the PDF and upload using Firefox. Then double-check it all over again. 5 points will be deducted if your PDF is uploaded after the start of class but before class is dismissed.

Again, no submissions will be accepted after the end of class the day the assignment was due. You will receive an automatic failing grade for your project regardless of whether it was printed out and presented in class if it is not uploaded to Submissions. This is your responsibility.

Metadata

This is a SCAD requirement. Metadata is the information saved with each file. Embed the following information in your metadata:

Student name, Student ID, Title of project, Media used, Professor, Title of Course, Assignment.

Acrobat Metadata

Go to the FILE menu > PROPERTIES. Enter information in the fields of the Description tab.
InDesign and Photoshop Metadata: Go to the FILE menu > FILE INFO.

Grades

Your grade is the direct result of your effort so stay focused throughout the ten weeks. If you know you must have an A in the class, come to me on day one and I will do my best to assist you in achieving your goal, but your grade is determined by the effort you put into it and the results you attain. For example, an A is earned by thorough research and full understanding of the subject matter, which should show ample evidence of critical thinking and creative exploration. It is further defined by an outstanding effort throughout, your ability to follow exacting directions, and achieving superb, innovative results. It also means hitting deadlines, perfect spelling, no typos, consistent type handling, and extremely well designed slide presentations. A B indicates very good quality but it means some of those elements weren't exceptional. C is an average. D is weak, and an F is unacceptable. Think about what those words mean. Outstanding vs Very Good vs Average, etc. You get to choose which one you'll receive.

Good luck, everyone. Be sure that I will do everything I can to help you along the way.

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Design Proposal

Class 19

Proj 2 Process Book

Written Critique

Class 20

Proj 2 Designs

Process Book

Your Process Book is for a separate grade—and a substantial one (30%)—so make sure you add to it throughout the Quarter and do not have to accumulate everything at the last minute while you're trying to produce your final designs. Your PB should be digital. 60 pages long is a minimum starting point though with the proper ideation, conceptualization, sketching and exploration, they're often a lot longer. Your PB is due before the start of class on Class 9—the class before the final work is due. Your PB must include the following:

- Cover Sheet
- Assignment Sheet
- Your Design Proposal
- Written research
- Visual research
- Word lists
- Written brainstorming
- Mindmapping and other ideational exploration i.e. , worst idea, questioning assumptions, metaphors, juxtaposition, brain-writing, quotes etc.
- Visual inspiration
- Examples of other campaigns done on the same subject
- Individual type studies and type combinations
- Color studies and final palette (limit to 4 colors + black and white)
- Thumbnail sketches of each component
- Hand drawn roughs of each component
- Computer developed roughs of each component
- Multiple layout variations

Early studies must show evidence of extensive ideational exploration. Assuming the research and design investigation is substantial, please condense and order your book with section dividers and assemble into a single right-reading PDF. The key to a successful Process Book is plenty of thumbnails, rough sketches, stylistic and layout variations of each and every component. See posted examples on Blackboard. Your PB should be 60-120+ pages in length if you're doing the proper process. 60 pages is an minimum, with no filler pages. Do the work. Your Final Designs do not have to be included in your book if they are not ready by Class 9.

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TOPIC

Water Scarcity: the lack of fresh water resources to meet water demand. In America, this is due to the fact that consumers waste a lot of water and don't know the real cost of fresh drinking water. It takes 130 liters to make one cup of coffee and 2,500 liters to make one pair of jeans. That being said, I'm focusing on the top five cities in America that will be the first to run out of water due to demand, Atlanta, Phoenix, Miami, Los Angeles & El Paso.



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CONCEPT

To create a series of scare-tactic posters that will entice viewers to see where the meaning behind the poster originated. The posters will consist of large well-known cities that look desolate and turned into ghost towns. Miami, Phoenix, Atlanta, Los Angeles & El Paso. The posters are actually giant post cards, while the back of the post card is visible at the bottom right hand corner of the poster. The post card is from an alias to the city pictured, reminiscing to a friend of their time together and suddenly mentioning water scarcity for the reasoning behind the cities being left behind. All of the post cards are in a different font by a different person with different stories to tell.



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DESIGN PROPOSAL

The goal is to educate young adults and working adults on the crisis of water scarcity through a series of posters, which will lead them to a website, logo system and merchandise. The concept is to make a series of posters around the five cities that will run out of water first. The viewer will then seek out why this city is a ghost town through the information on the poster, which will then lead them to a website with much more information. The website will further inform them and allow them to buy merchandise to stop water scarcity.



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TARGET AUDIENCE

The goal is to educate young adults and working adults on the crisis of water scarcity through a series of posters, which will lead them to a website, logo system and merchandise. The concept is to make a series of posters around the five cities that will run out of water first. The viewer will then seek out why this city is a ghost town through the information on the poster, which will then lead them to a website with much more information. The website will further inform them and allow them to buy merchandise to stop water scarcity.



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DELIVERABLES

5 Posters: L.A, El Paso, Miami, Phoenix, Atlanta

Logy System

Website

Merchandise

* Due to over consumption of water, water scarcity is a very real problem for Americans. This over consumption is truly over population, there is simply not enough water to distribute to everyone and sooner than later most of the US will face a problem bigger than not being able to fill up a water bottle. *



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IMPORTANT FACTS

By 2071, nearly half of the 204 fresh water basins in the United States may not be able to meet the monthly water demand. Around 50 years from now, many U.S. regions may see water supplies reduced by a third of their current size, while demand continues to increase. 40 out of 50 according to the U.S. Government Accountability Office — have at least one region that's expected to face some kind of water shortage in the next 10 years. All though this is not caused by one person, Americans used 88 gallons of water per day in 2010, the latest year it surveyed water use. The entirety of humanity in America uses 27,400 million gallons per day around the house, for stuff like preparing food, washing clothes, flushing toilets, and watering lawns.

water scarcity: the lack of fresh water resources to meet water demand.

only 3% of the world's water is drinkable.

"Secret water crisis"

36% of US house hold will be unable to pay their water bills by 2022

By 2071, 204 fresh water basins will not be able to meet monthly demand.

By 2025 1/2 of the world will be living in water stressed areas.

- El Paso
- Phoenix
- LA
- Miami
- Atlanta

#1 you are what you eat a food magazine on recipes to eat water instead of drink it.

in young adults. Satire

#3. H2-OH1 Fashion expo (event) 4 posters on dressing w/o water influence.

book series / survival guide to live w/o water

#1 home magazine depicting beautiful home of sustainable living. or homes w/o water resources & how we will live.

*everybody's problem Drowning the drought your life w/o water, those take 130 litres to make water of water 1000L to grow cotton for 1 pair of jeans

200L to make a t-shirt. *agriculture uses 70% of fresh water across the globe.

#2. quilla advertisement campaign depicting company / stores / boycott of business / closing areas

or basic goods going hot met. i.e. coffee, cotton clothing, hygiene (1-50)

books series 7 series

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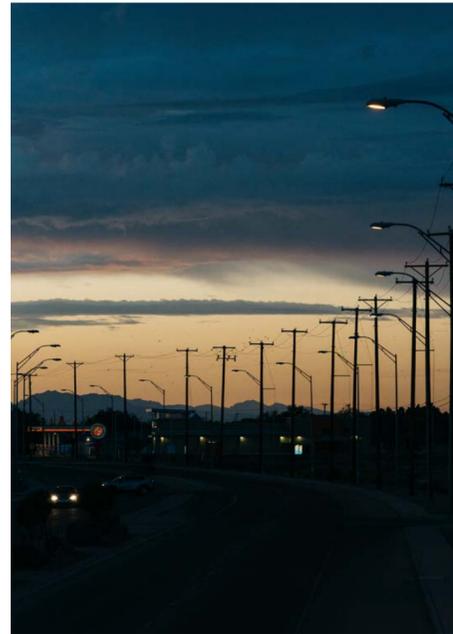
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CITY & CARD IMAGERY



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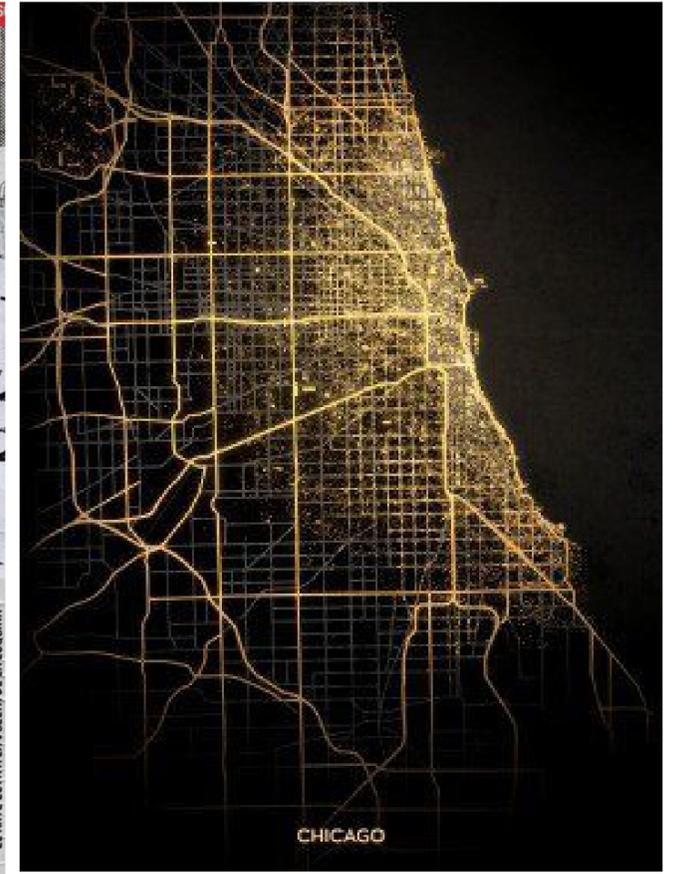
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TEXTURE TREATMENT



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WORD LIST

Desolate

Finale

~~Seeking~~

~~Old~~

End

Deserted

Crumble

Dehydrated

Callus

Tumbleweed

Dust

Time

Irrevocable

Permanent

Vast

~~Mirage~~

Peel

Crack

~~Fallen~~

Still

Howling

~~Burn~~

~~Nonchalant~~

Ignorant

Wasteful

Content

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BRAINSTORMING

SWHIT

Proj 1: Communicating extensive information about a social issue or cause to a specific audience.

Final solutions must be appropriate to the subject matter.

You can spread out against anything

Social Issue or Cause to educate people about

3 Ideas

1.) Plastics we use are not recyclable & are polluting the earth tremendously (The Plastic Problem)

2.) (the heat) Climate Change } Global warming - single use plastics - BAN THEM

3. Water Scarcity (the water project) - its affecting future availability of water.

millions of impact on economy (are millions killing the economy)

young adults who want to make a difference.

element of surprise we like to play (needs to be fun for you)

1. demonstrates you can handle in-depth information

- maintaining interest

- maintaining order

DOE NEXT CLASS

turn in assignments to submissions on blackboard Final Projects

no phones AT ALL

no food in class room

3 competing different & equally strong concepts. → different approaches

basically a word board (campaign on blackboard)

in each project 3-4 great takeaways

must have great depth of content.

successful 3

4/1/18 3

concepts

what's your call to action, what is the take away?

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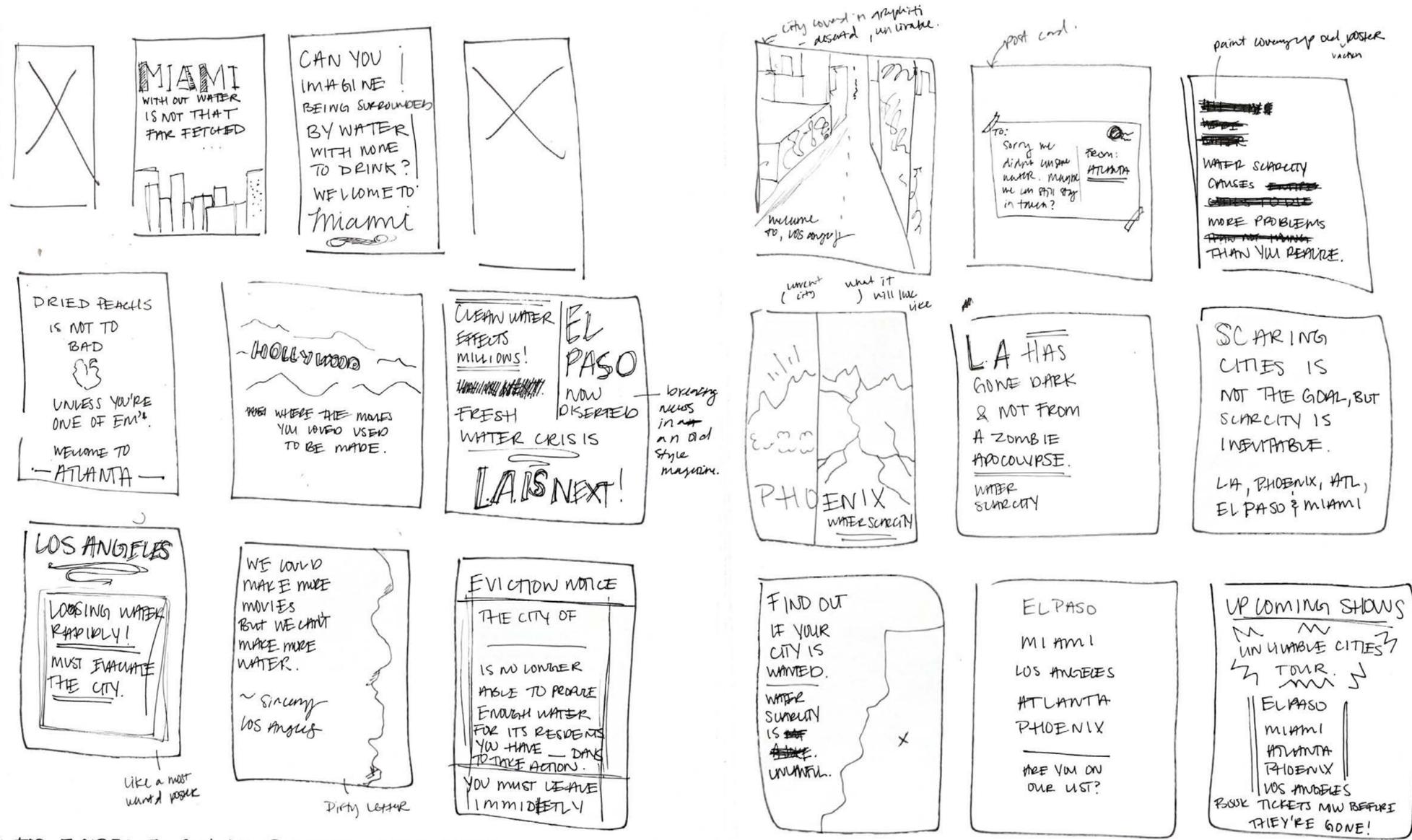
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SKETCHES



* TOP 5 CITIES TO RUN OUT OF WATER, GHOST TOWNS
 LA, PHOENIX, ATLANTA, EL PASO, MIAMI

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SKETCHES

Row 1, Column 1: A sign that says "WELCOME TO Atlanta!" with a cracked ground below it. *Desolate welcome sign.*

Row 1, Column 2: A notice titled "ATLANTA NOTICE/ISSUE" stating: "DUE TO WATER SCARCITY WE CAN NOT ALLOW VISITORS AT THIS TIME. WE ARE SORRY FOR THE INCONVENIENCE." Below it is a list of cities: LA, ATL, PHX, MIA, EL PA.

Row 1, Column 3: Text: "ONLY 1/3 OF EARTH HAS FRESH WATER. ITS TIME TO BE AWARE OF CHANGE." Below it is a list of cities: LA, ATL, PHX, MIA, EL PA.

Row 1, Column 4: Text: "YOU GREW UP IN THIS TOWN & NOW YOU'RE GETTING KICKED OUT. WATER SCARCITY CHANGES LIVES." Illustration of a water tap and a glass.

Row 1, Column 5: Text: "THE CITY OF DREAMS IS NOW FORGOTTEN. WATER SCARCITY IS CLOSER THAN YOU REALIZE." Illustration of a Hollywood sign.

Row 1, Column 6: Text: "NOW YOU'RE TAKING FLIGHTS ~~TO:~~ TO: ATL PHX LA MIA EL PASO" Below it: "DUE TO UNSAFE WATER POLLUTION".

Row 1, Column 7: Text: "THIS WAS THE ONLY FRESH WATER IN TOWN. WHAT DO THEY DO NOW?" Illustration of a cracked river. *Cracked water river*

Row 2, Column 1: Illustration of a water drop with "H2O" inside. Text: "WE ARE ON OUR LAST DROP. PREVENT WATER SCARCITY".

Row 2, Column 2: Text: "WATER IS SCARCE" Below it: "LA ATL EL PASO PHX MIA".

Row 2, Column 3: Text: "NAME LA SCARCE", "NAME EL PASO SCARCE", "NAME ATL SCARCE", "NAME PHX SCARCE", "NAME MIA SCARCE".

Row 2, Column 4: Illustration of a dead cow's head. Text: "A STAPLE OF EL PASO, IS NOW WHAT'S LEFT OF IT." Below it: "WATER SCARCITY". *Dead head / animal skulls*

Row 2, Column 5: Text: "THIS WOULD BE IDEAL FOR A FISH MARKET, BUT THIS IS YOUR LUCK. GOODBYE MIAMI." Illustration of fish. *Dead fish*

Row 2, Column 6: Text: "TRY HAVING A DRY SEASON, FOR AN ENTIRE YEAR, NOW IMAGINE YOU'RE THE PLANT..". Illustration of a dead plant. *Dead forest*

Row 2, Column 7: Text: "THE OCEAN WON'T PICK UP, BUT YOU'RE DRINKING WATER NOW." Illustration of a boat on land. *Boat on land*

Row 3, Column 1: Text: "THE CITY YOU GREW UP IN MIGHT NOT BE AROUND FOR MUCH LONGER..." Illustration of a city skyline.

Row 3, Column 2: Text: "PLANNING A VACATION HAS NEVER BEEN SO HARD." Below it are city names with checkmarks: ~~LA~~, ~~PHX~~, ~~MIA~~, ~~ATL~~, ~~EL PASO~~, N.Y., SEATTLE, BOSTON.

Row 3, Column 3: Text: "NO MORE ROADTRIPS TO LOS ANGELES, VACATIONS TO MIAMI, FESTIVALS IN ATLANTA, VISITING YOUR GRAND PARENTS IN EL PASO OR FINALLY SEEING YOUR FRIEND IN PHOENIX." Below it: "WATER SCARCITY".

Row 3, Column 4: Illustration of a crossed-out sign.

Row 3, Column 5: Text: "WHO WOULD HAVE THOUGHT THIS, IS WHY YOU HAD TO LEAVE MIAMI?" Illustration of a water bottle.

Row 3, Column 6: Text: "IT WILL HAPPEN, & YOU COULD STOP IT, BUT YOU WANT." Illustration of a water tap. *Water tap*

Row 3, Column 7: Text: "A GLASS OF WATER A DAY IS A MUST, BUT YOU WON'T HAVE ACCESS TO ONE." Illustration of a glass of water.

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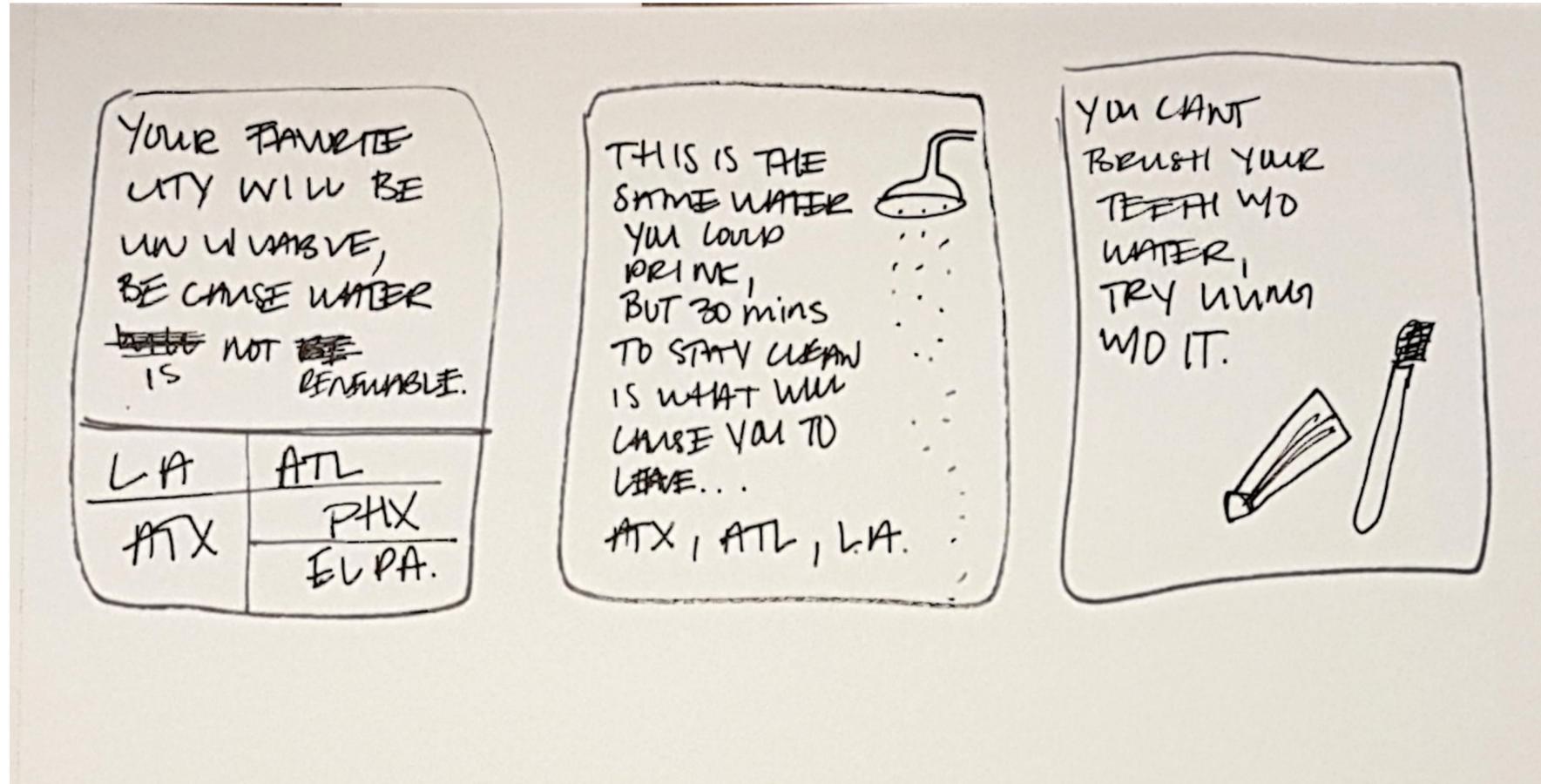
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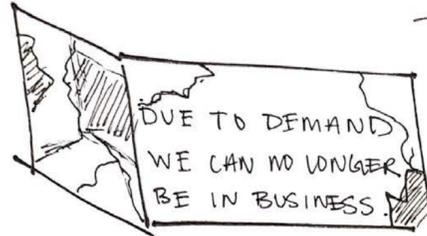
SCRATCHED IDEA

1 mug.

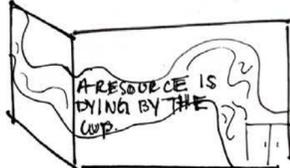
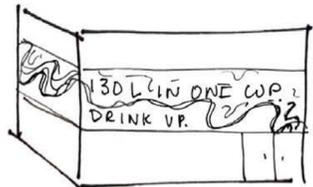
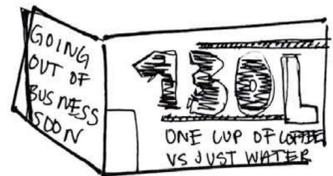
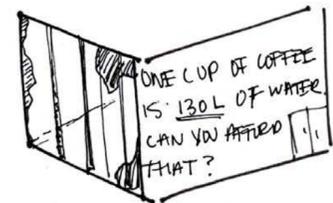
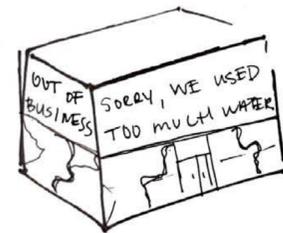
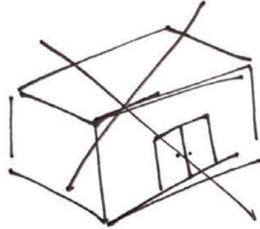
different approach!

- types of meanings / copy, try all type
- posters
- illustration etc.

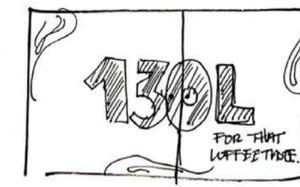
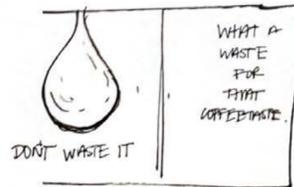
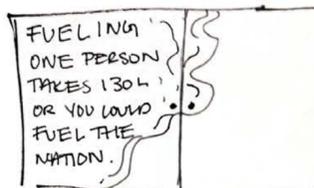
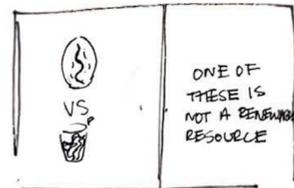
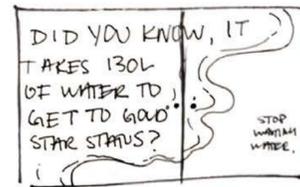
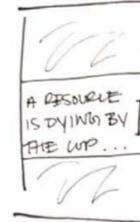
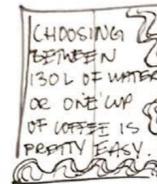
*email her final idea & explain it.



BUILDING WRAP



POSTER ON THE IDOES



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SCRATCHED IDEA

CAN YOU AFFORD 2,500 L? YOUR SHIRT WOULD SAY OTHERWISE

CAN YOU AFFORD 2,500 L OF WATER?

THE TRUE COST OF ONE L OF COFFEE IS MORE THAN YOU CAN AFFORD

ARE YOU WILLING TO PAY \$1.95 FOR THAT L'ED GRANDE MACHINO?

ONE L OF CLEAN WATER \$1.50

YOUR SHIRTS WORTH 3 GRAND \$ IT WAS # HAND ME DOWN.

ARE YOU WILLING TO RISK NOT BEING ABLE TO SHOWER? FIND OUT WHAT THE TRUE COST IS. ONLINE.

YOU CAN'T LIVE WITH ~~US!~~ US!

YOU CAN GO THREE DAYS W/O WATER. WE MIGHT ONLY HAVE THREE DAYS LEFT.

YOU CAN LIVE WITHOUT US.

— coffee means as water

YOU CAN'T LIVE WITH US, WE NEED TO SEPERATE.

YOU CAN'T LIVE WITH ~~US!~~ US.

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MOODBOARD



MARTIN
BOYCE
309
NO REFLECTIONS
REFLECTIONS
JUNE — NREFLE
2009 'UNE
/FNICE 2009



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Roughs

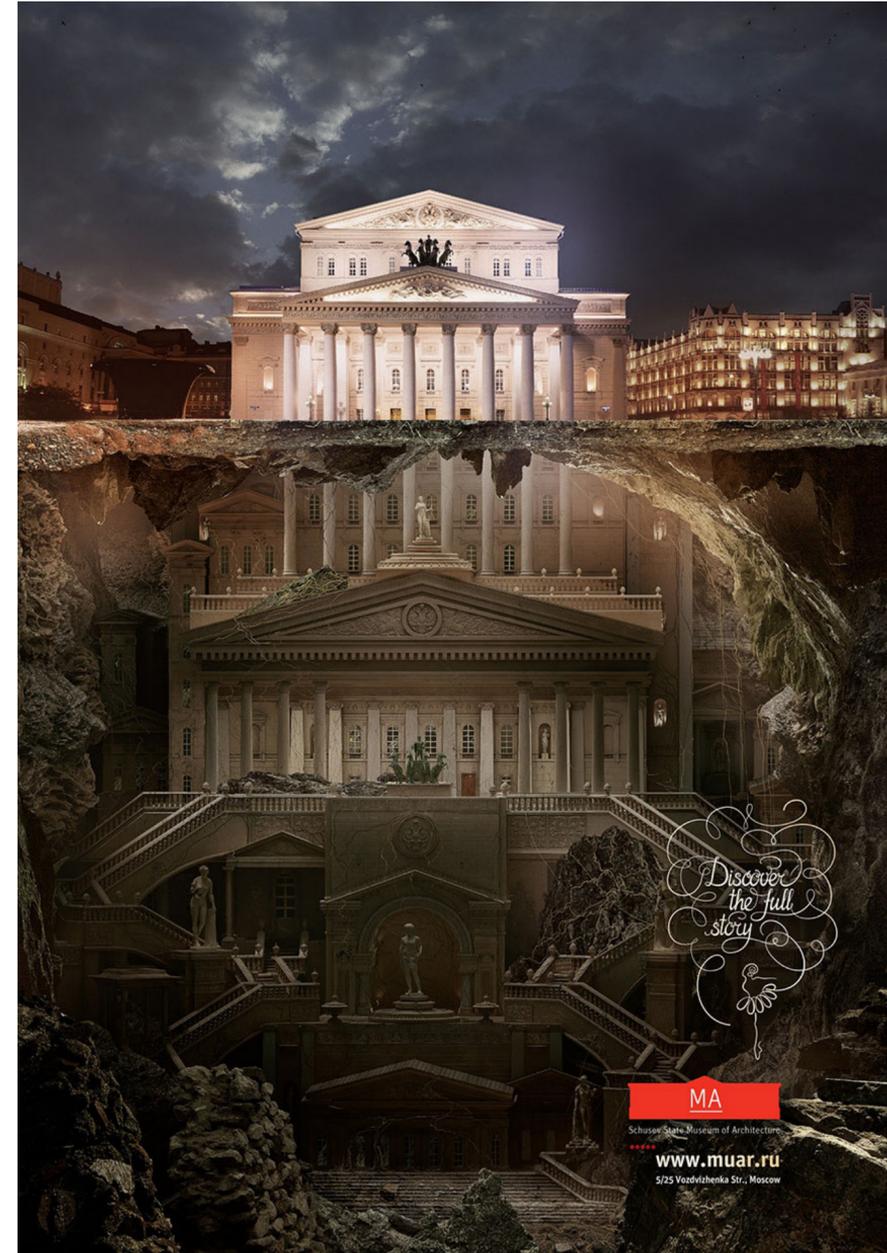
Computer Roughs

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MUSEUM OF ARCHITECTURE

Created in Moscow, Russia, I found this ad to be very inspirational in the use of architecture. Not only did they use texture and other architectural features, they created depth for the image. I wanted my designs to display this kind of depth, that way it did not look like a flat image, but the real city in ruins. This gave me ideas to use nature, and not only dry desert for my layering in Photoshop.



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MOMS DEMAND ACTION

Created in Toronto Canada I found this ad to be a great use of emotion. I loved that fact that the imagery was jarring, but the nature of the text was informational. I kept this running theme in my website, since it was text heavy, it needed to be information, but eye catching. As well as my poster, the imagery is elusive, but the post card is the key.



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W X T R
STOP WATER SCARCITY

MARKETPRO-BOLD

W X T R
STOP WATER SCARCITY
MONTANA

W X T R
STOP WATER SCARCITY

LATO

W X T R
STOP WATER SCARCITY

POLITICA

W X T R
STOP WATER SCARCITY

RALEWAY

W X T R
STOP WATER SCARCITY

GOTHAM

W X T R
STOP WATER SCARCITY

DIN CONDENSED BOLD

W X T R
STOP WATER SCARCITY

ABEL REGULAR

W X T R
STOP WATER SCARCITY

ATRAMENT

W X T R
STOP WATER SCARCITY

UNICA ONE

W X T R
STOP WATER SCARCITY

CLONE ROUNDED LATIN

W X T R
STOP WATER SCARCITY

DIDACT GOTHIC REGULAR

W X T R
STOP WATER SCARCITY

IBM PLEX SANS

W X T R
STOP WATER SCARCITY

GILL SANS

W X T R
STOP WATER SCARCITY

MONTSEERRAT

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FINAL TYPE

W W X T R
S T O P W A T E R S C A R C I T Y

Raleway Bold | Gotham Bold

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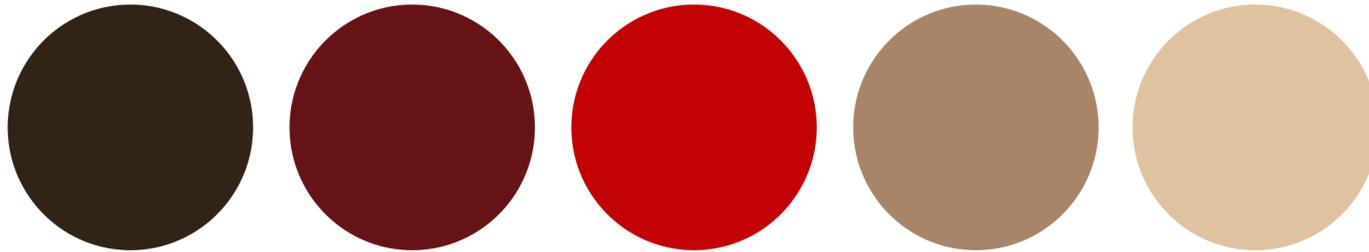
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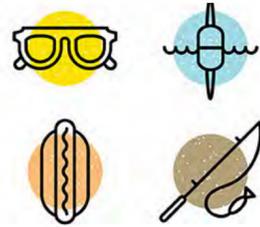
Computer Roughs

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STUDY 2

HAPPY
IN THE
HAZE

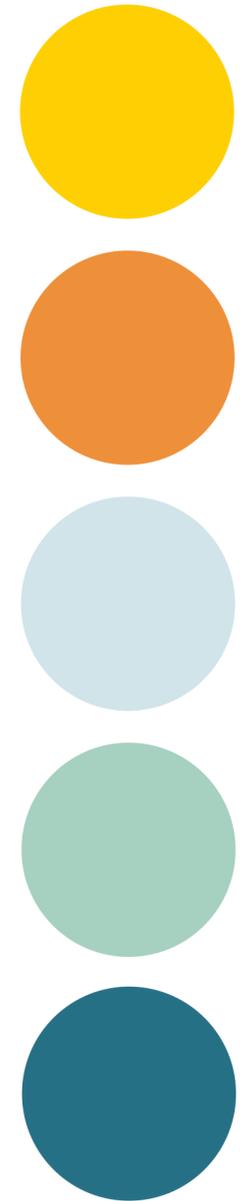


B R I
G H T
L Y O
N S

383
ATLANTIC AVE
BROOKLYN, NY
718 855 5463

OPENING
DEC 3 2010
600 PM

CONTEMPORARY ART AND MODERN DESIGN



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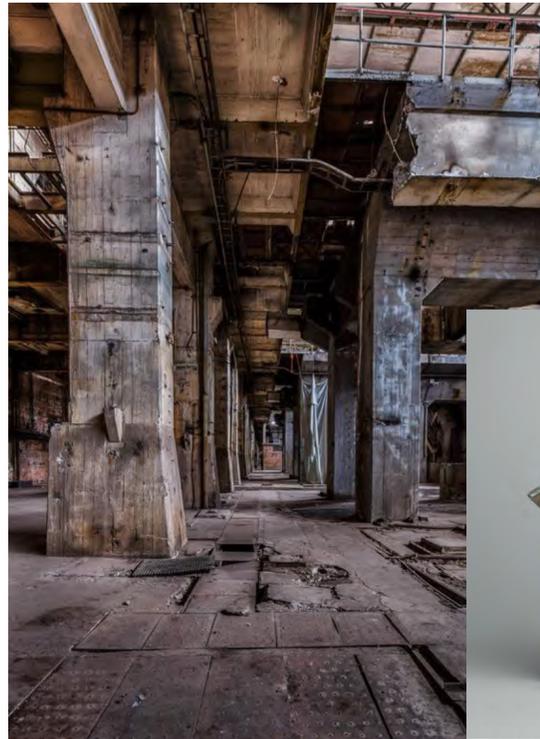
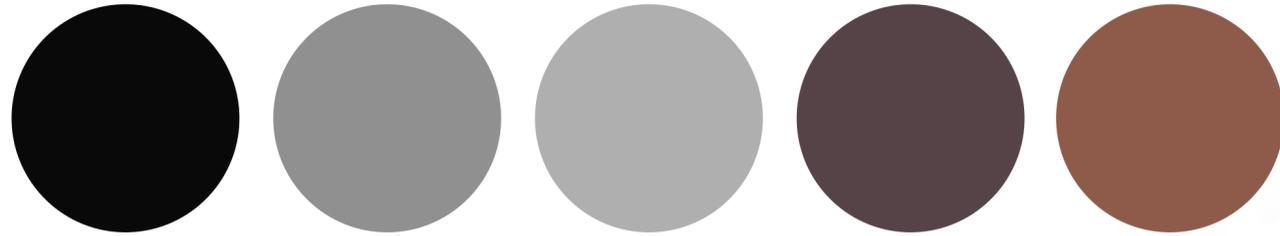
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STUDY 3



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
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 1 2 3 4 5 /
 6 7 8 9 0 |



MARTIN
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 309
 NO REFLECTIONS
 REFLECTIVE
 JUNE — NREFLE
 2009
 VENICE
 2009
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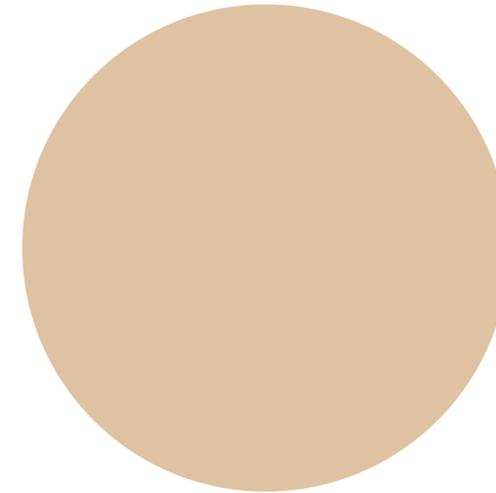
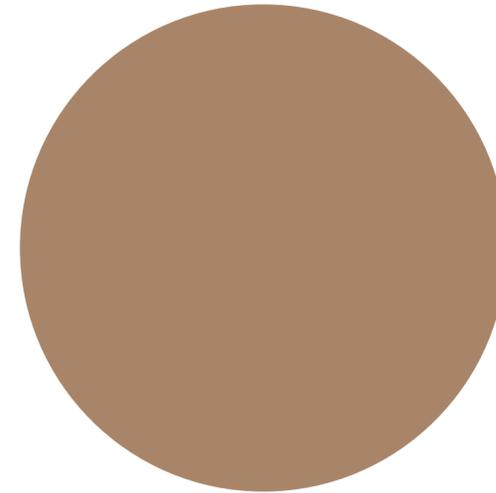
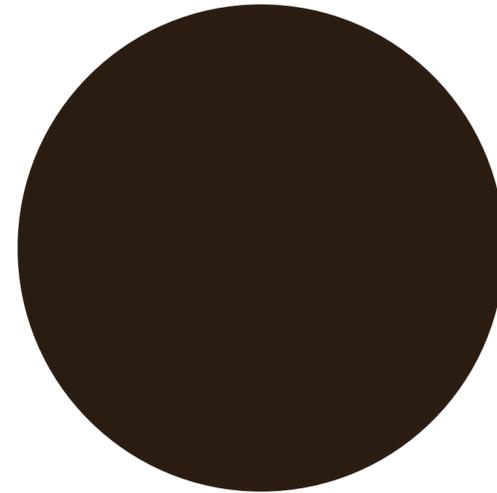
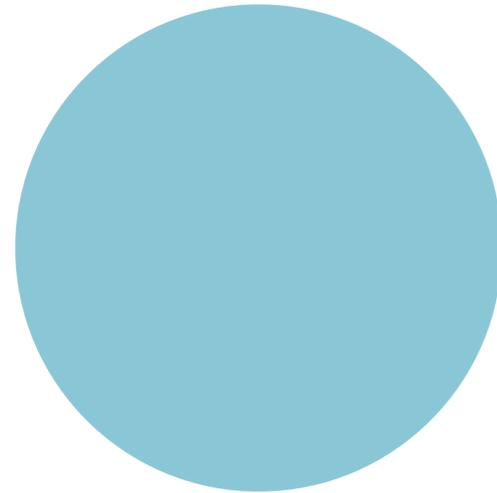
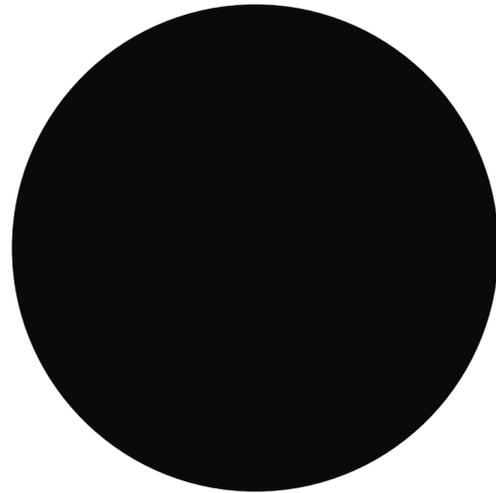
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FINAL PALLET



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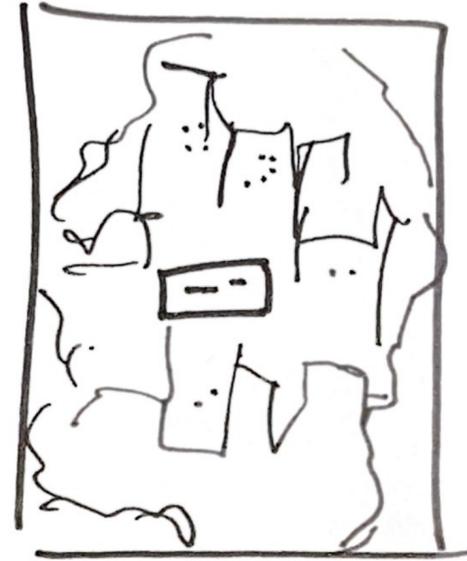
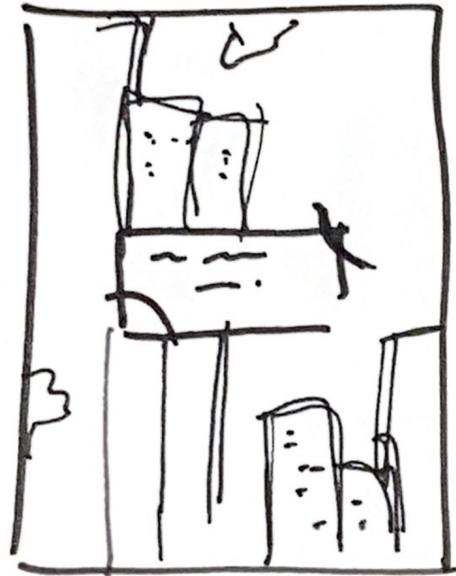
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LOGO

^{DRIP}
DRP DROP

^{dri}
DRY ^{DRY}
DRI

DRIP ^{drip}
DRIP drip

^{GONE}
GXNE ^{GONE}
GXNE GXO gone

GXN NXNE

NONE

~~NUN~~ W~~X~~TR ^N

WATER

WXTR WXTR ^N
WXTR ^N

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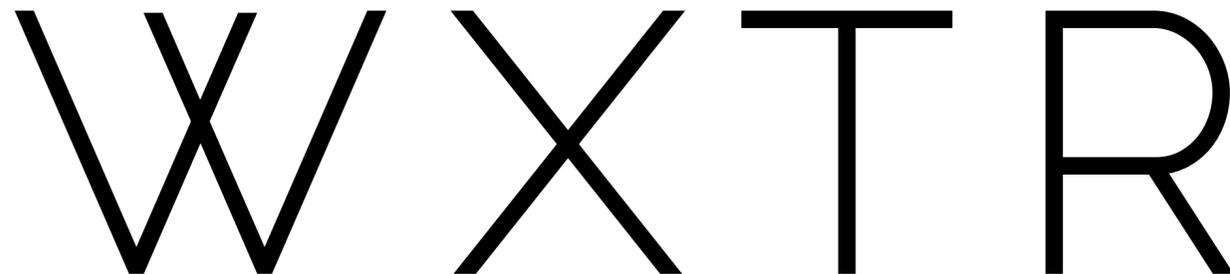
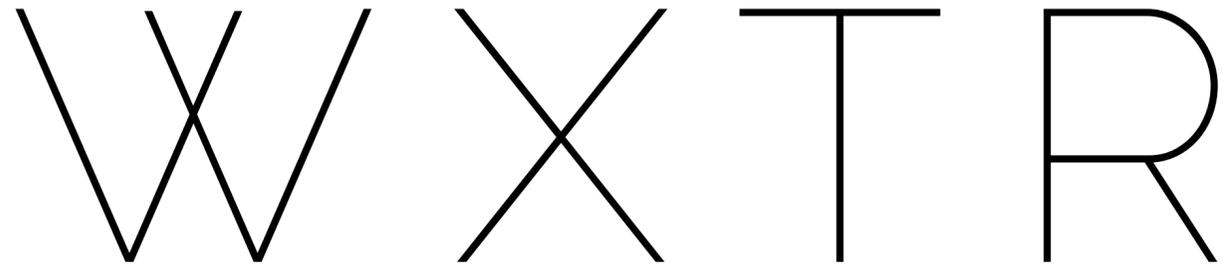
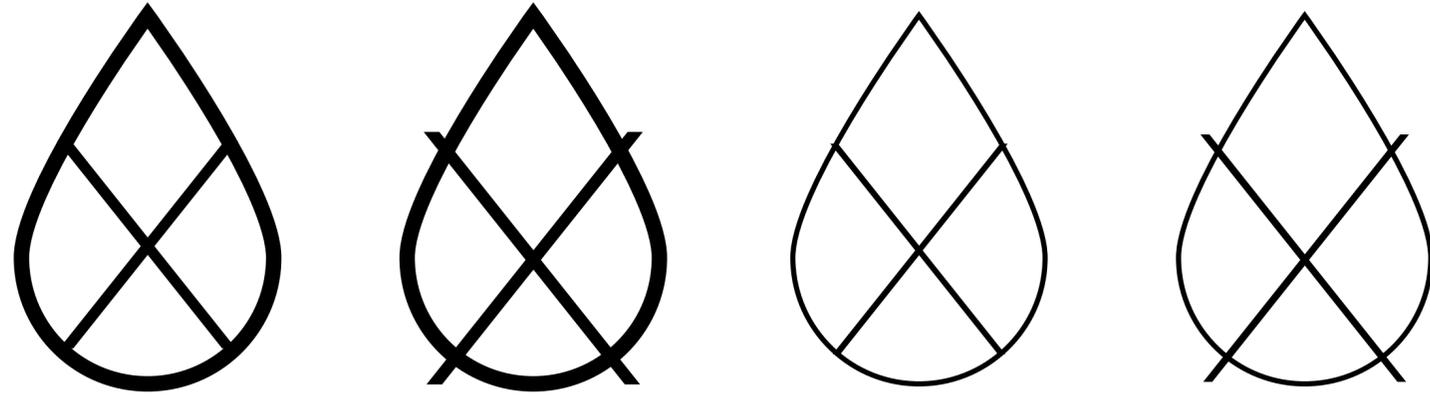
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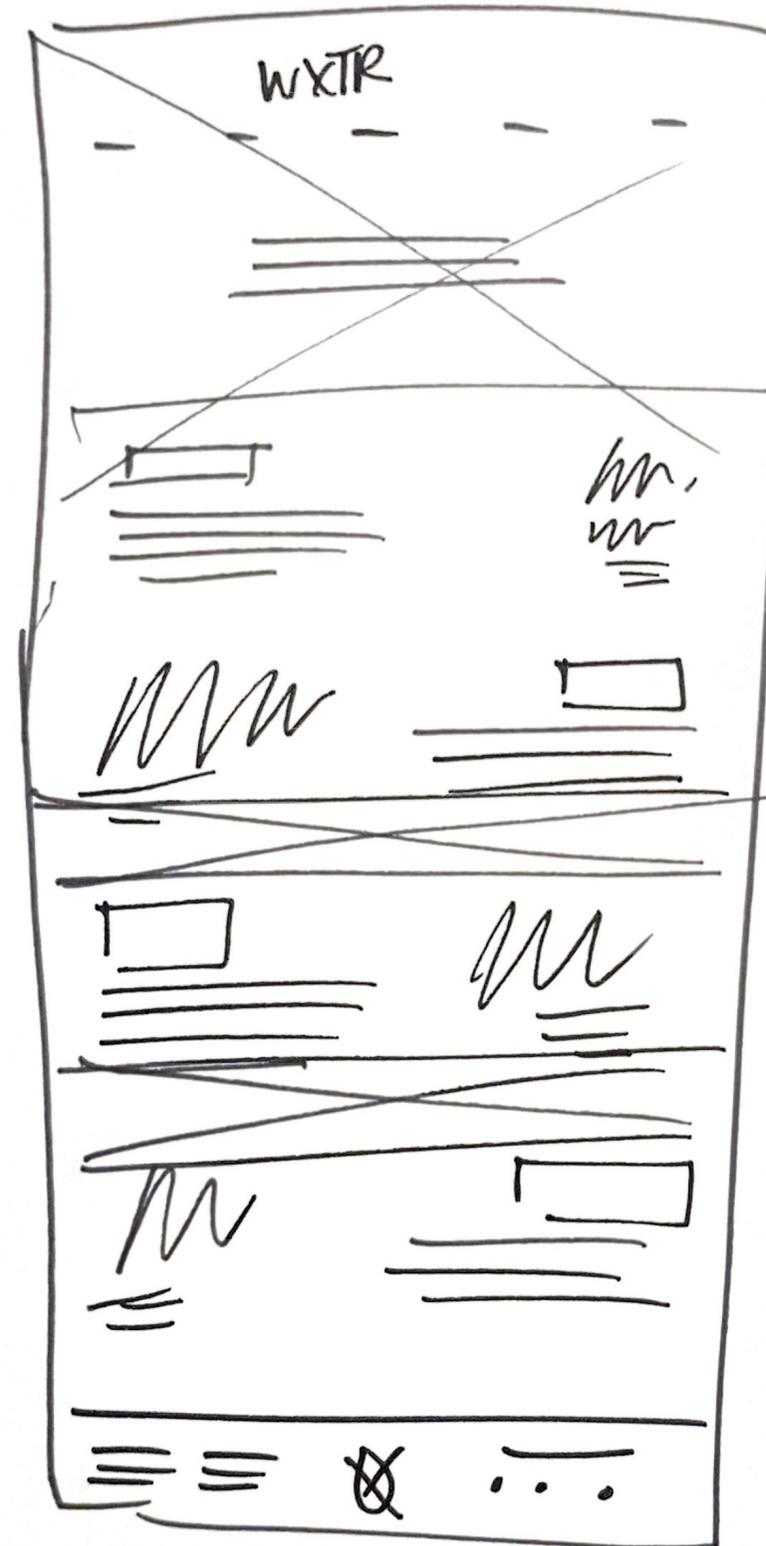
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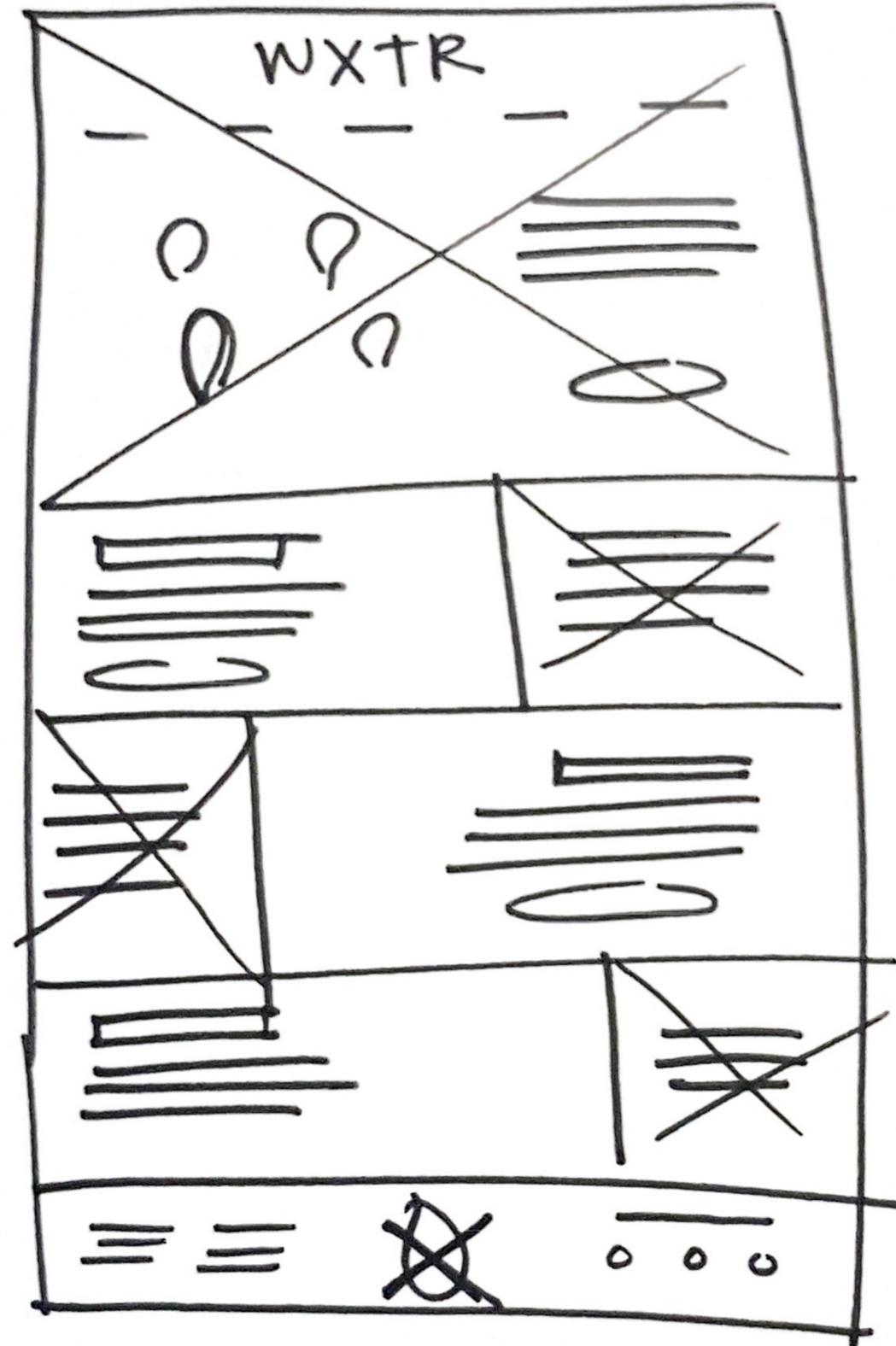
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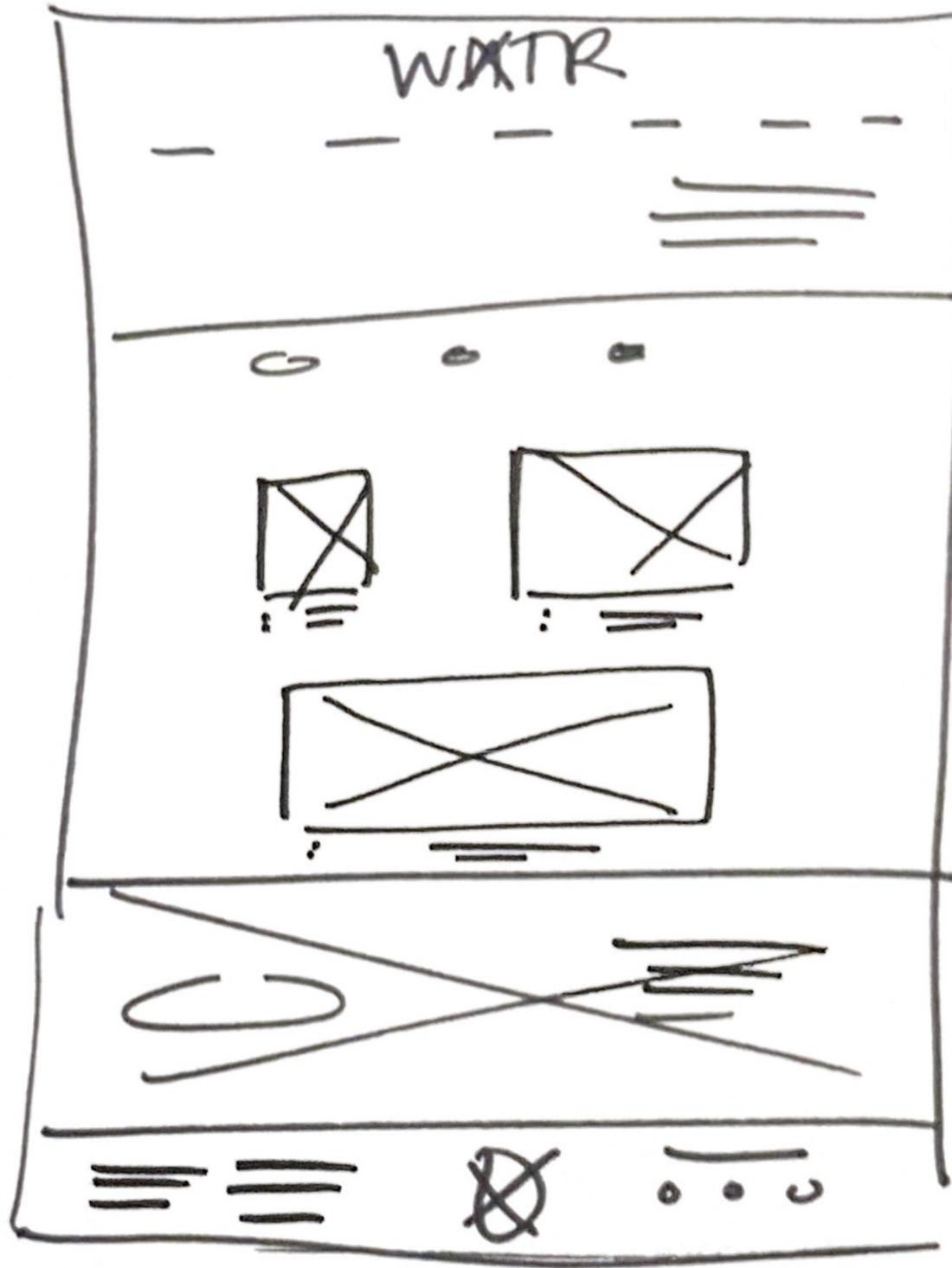
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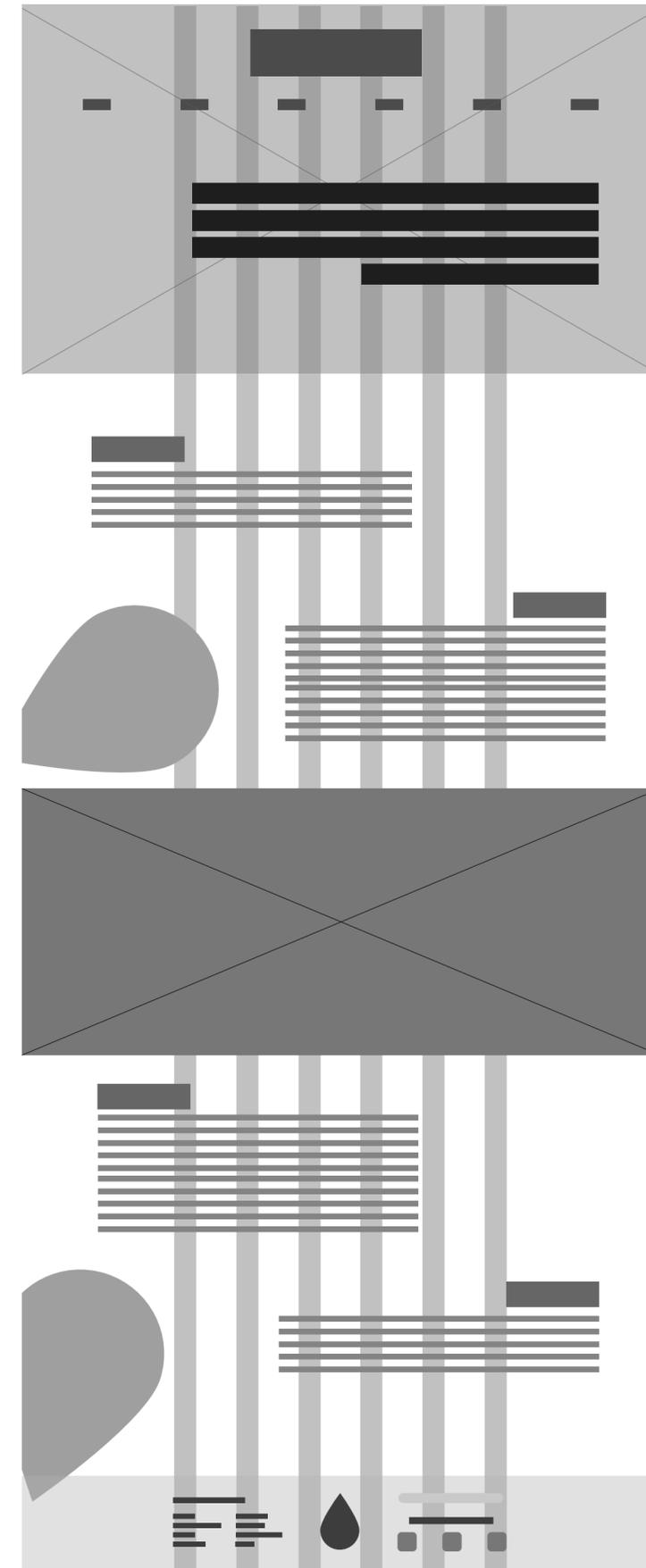
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WIREFRAMES TOP 5 | WXTR



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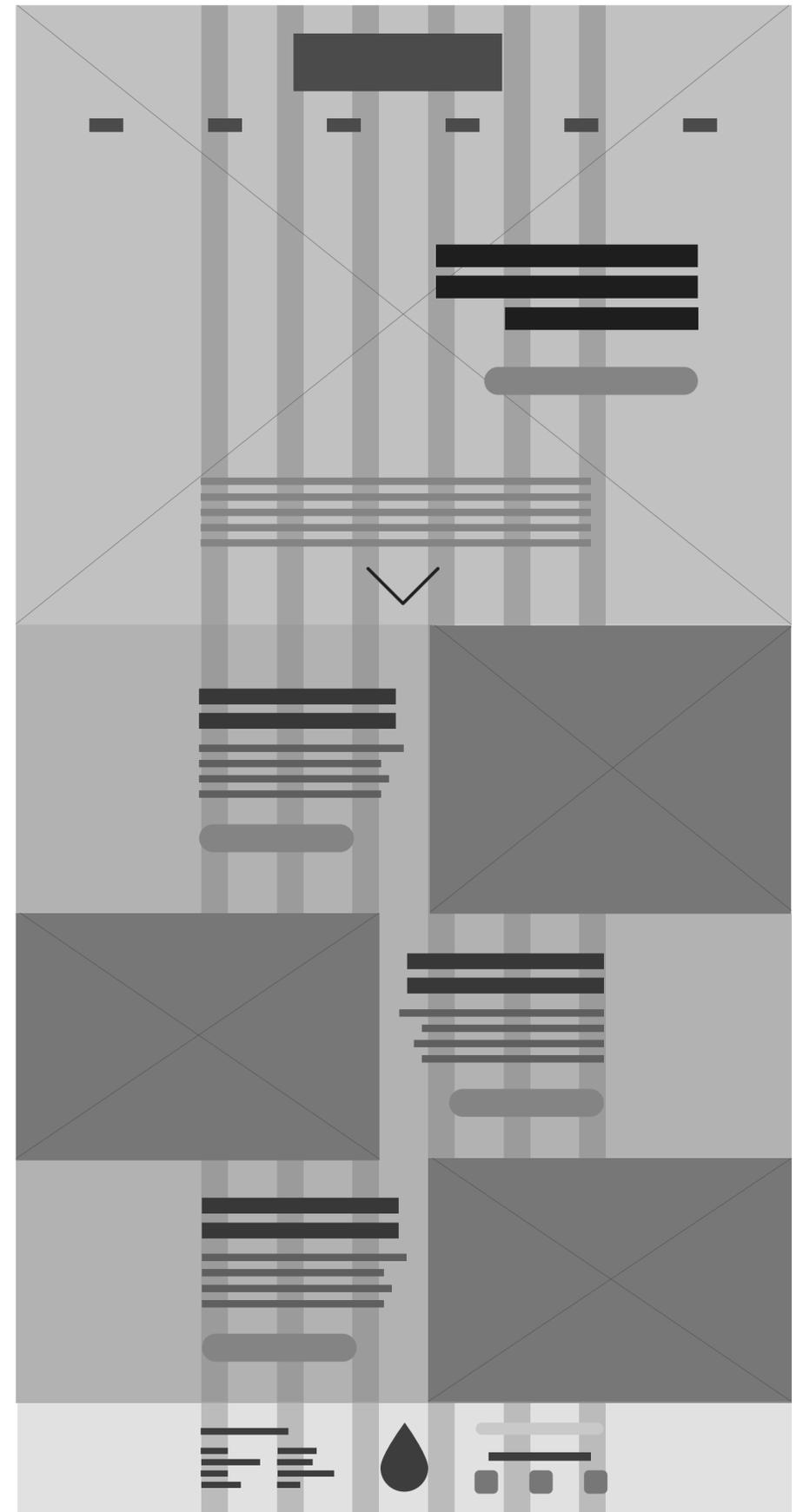
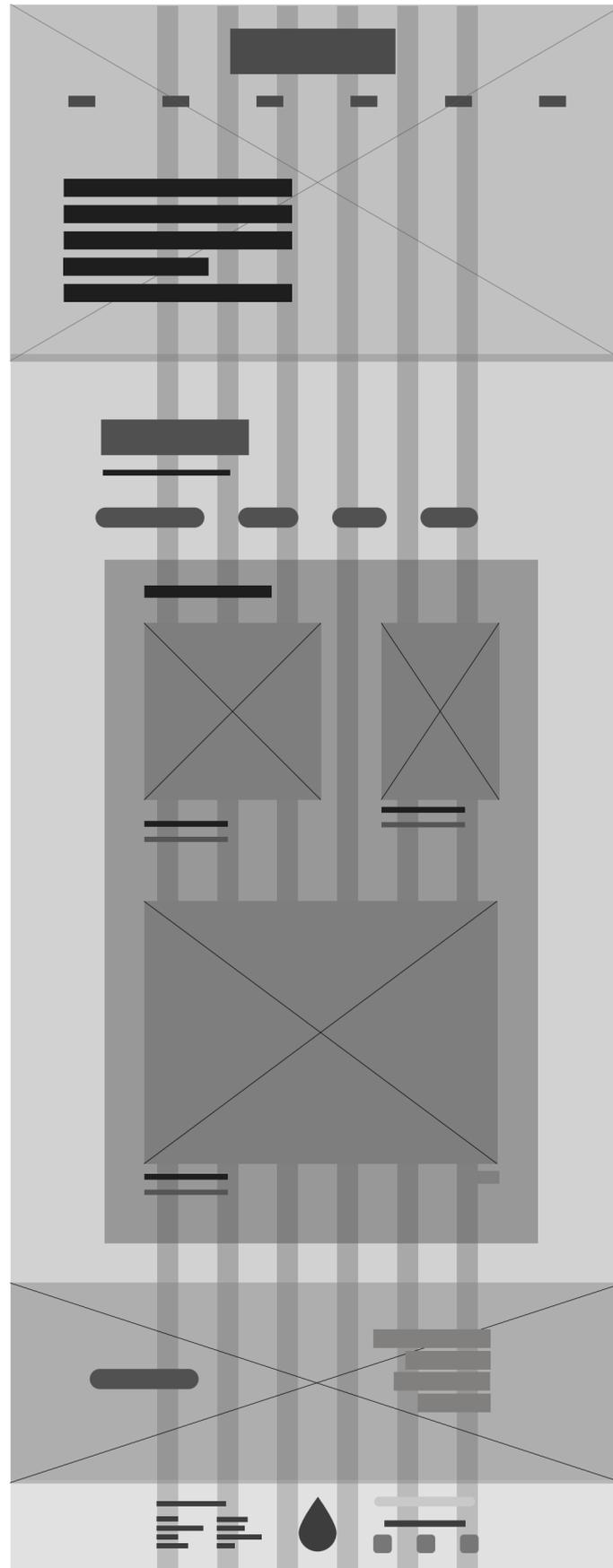
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EARLY POSTER 1

These were the early stages of developing what I wanted the poster to look like.

*washed out B&W image with texture
Photoshoped in.

*flat post card, no text, blue-ish tint.

*Photoshoped empty highway.



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EARLY POSTER 2

*washed out B&W image with texture

Photoshoped including warm tones.

*flat post card, no text, warm tint.

*Photoshoped empty highway.



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EARLY POSTER 3

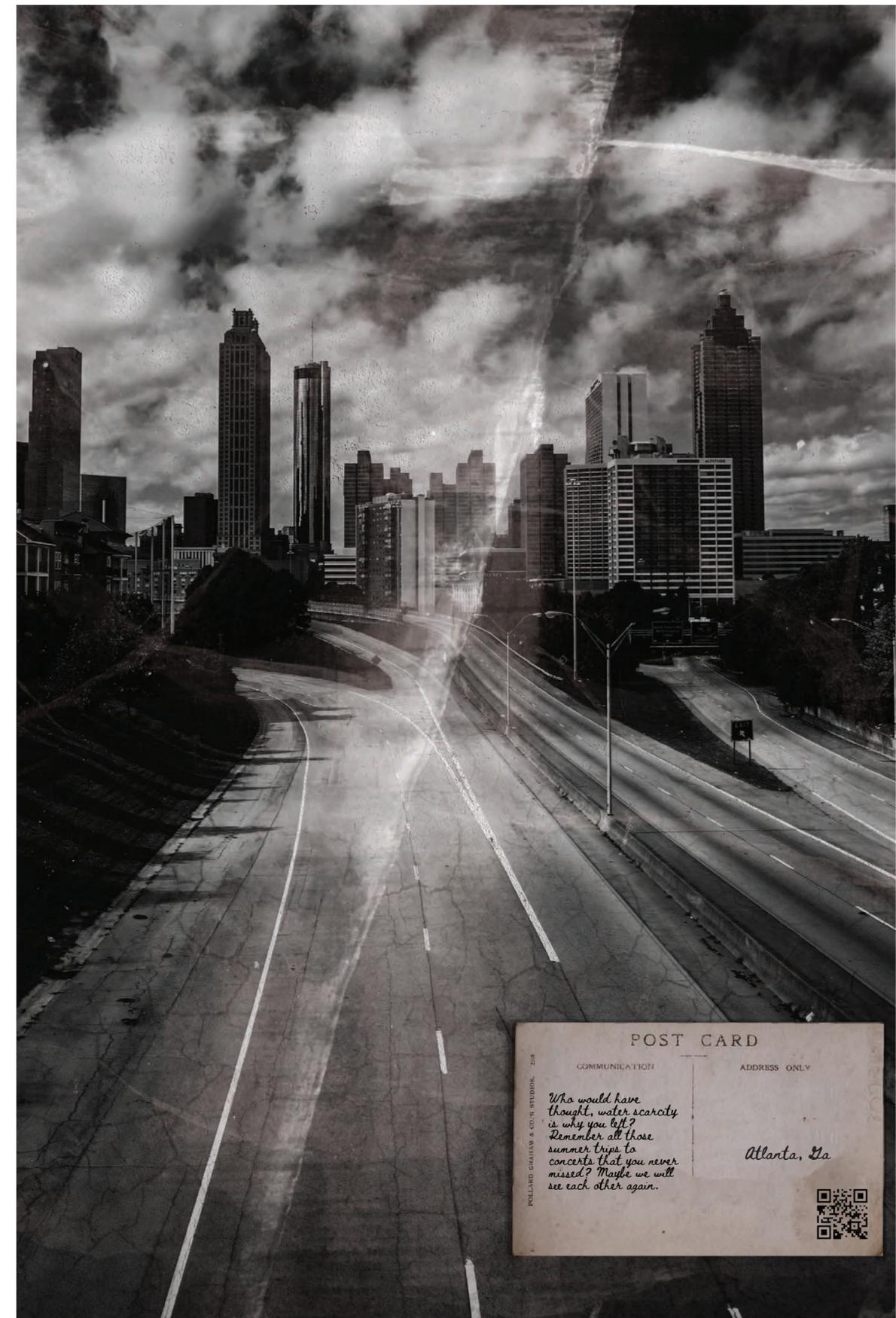
*washed out B&W image with texture
Photoshoped including warm tones.

*cooled down the warm tones for a faded
effect, rather than washed out.

*flat post card, no text, warm tint.

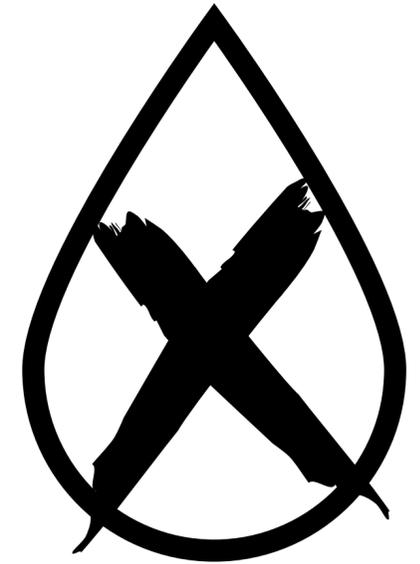
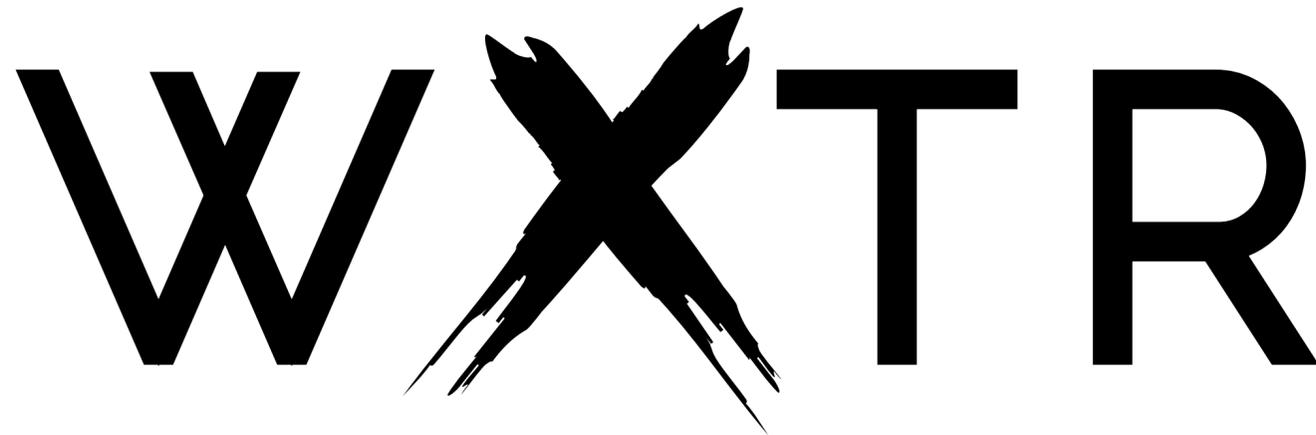
*Photoshoped empty highway.

*added text onto the card



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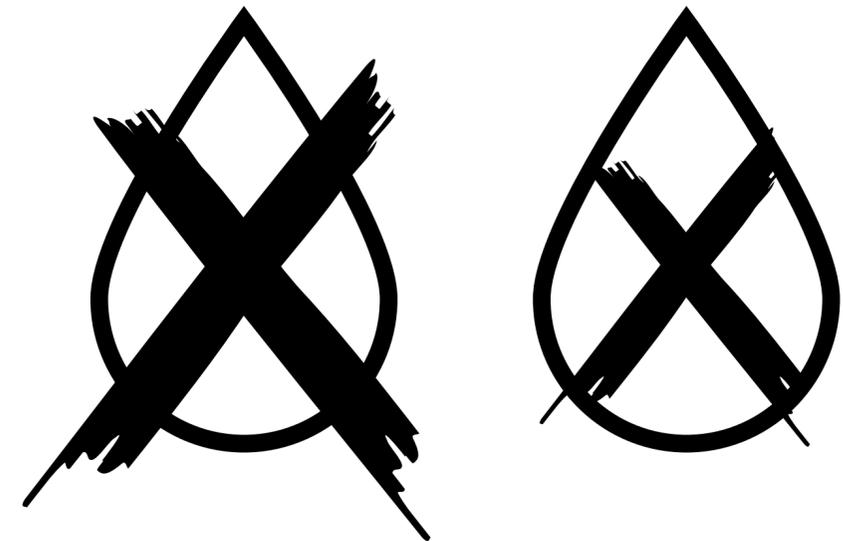
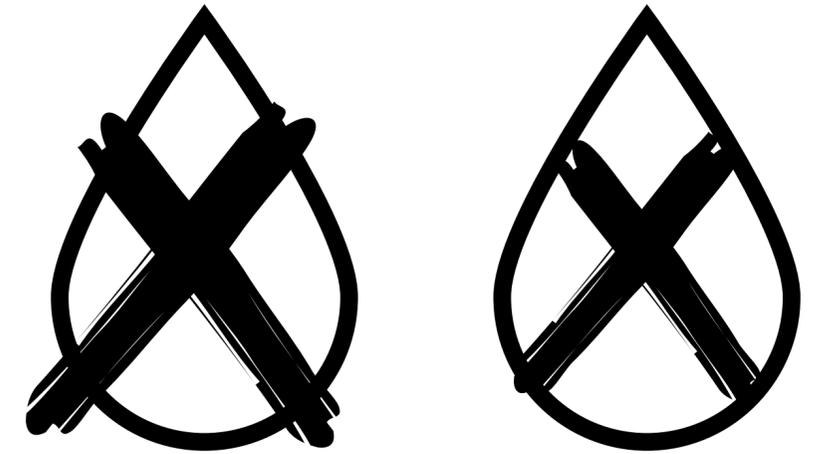
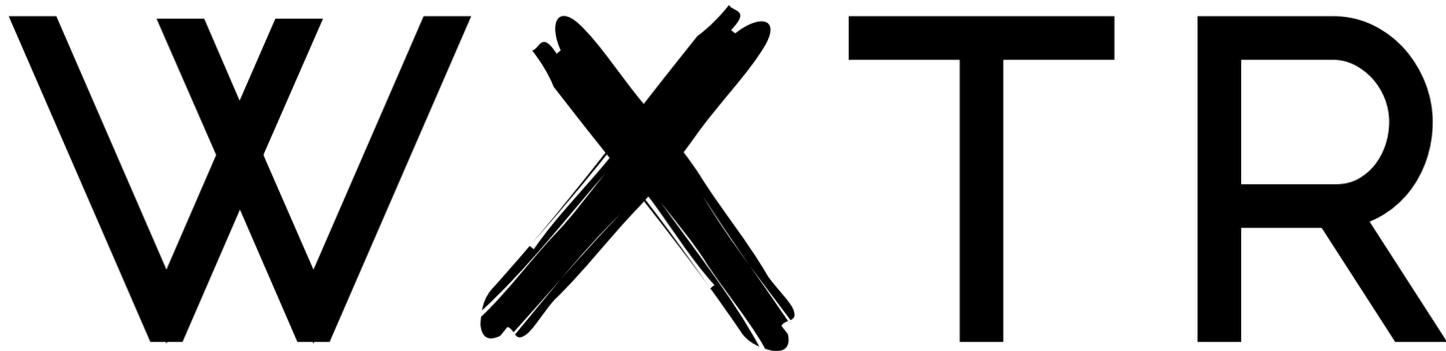
Roughs

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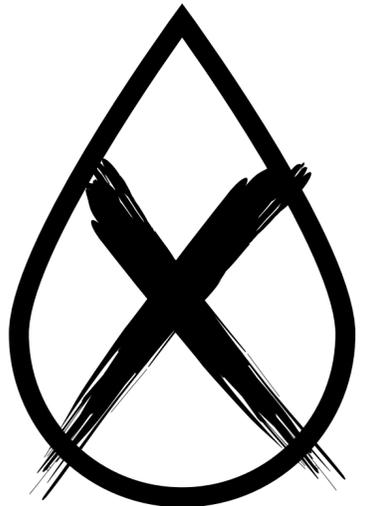
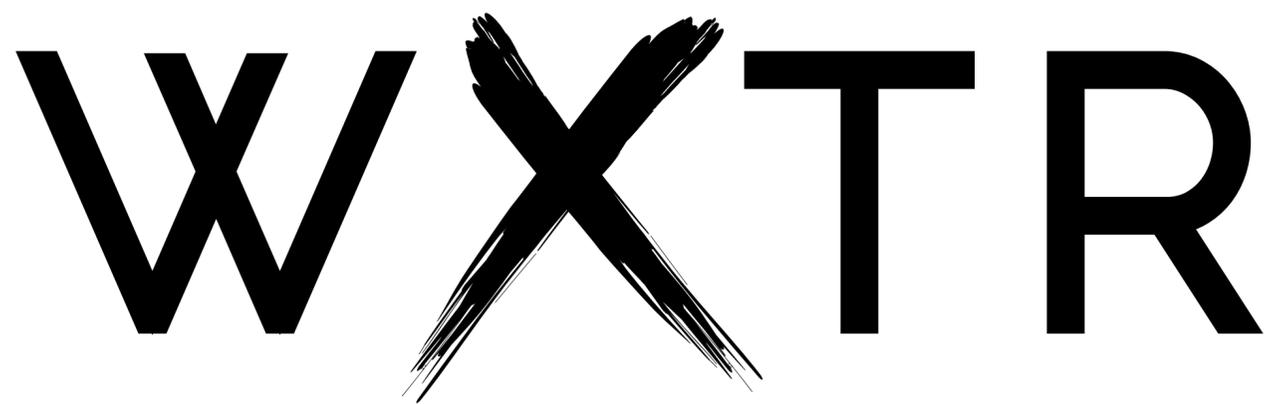
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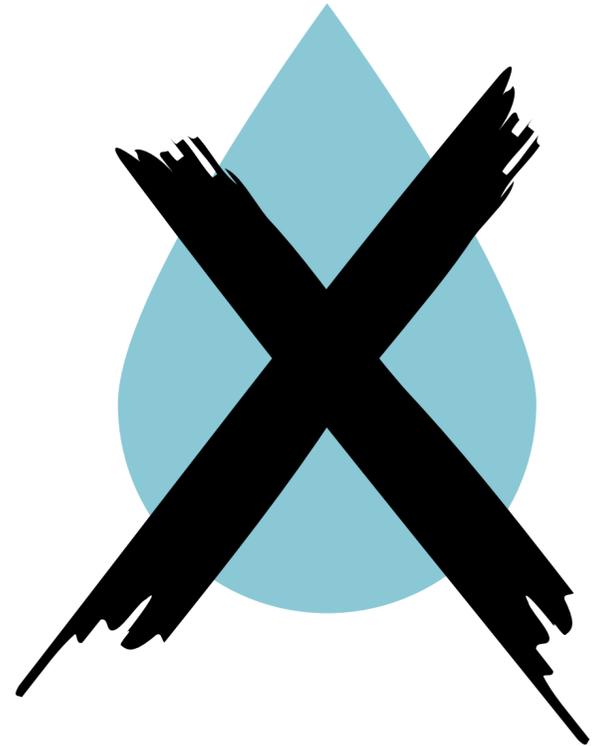
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LOGO LAYOUT



THE MARK



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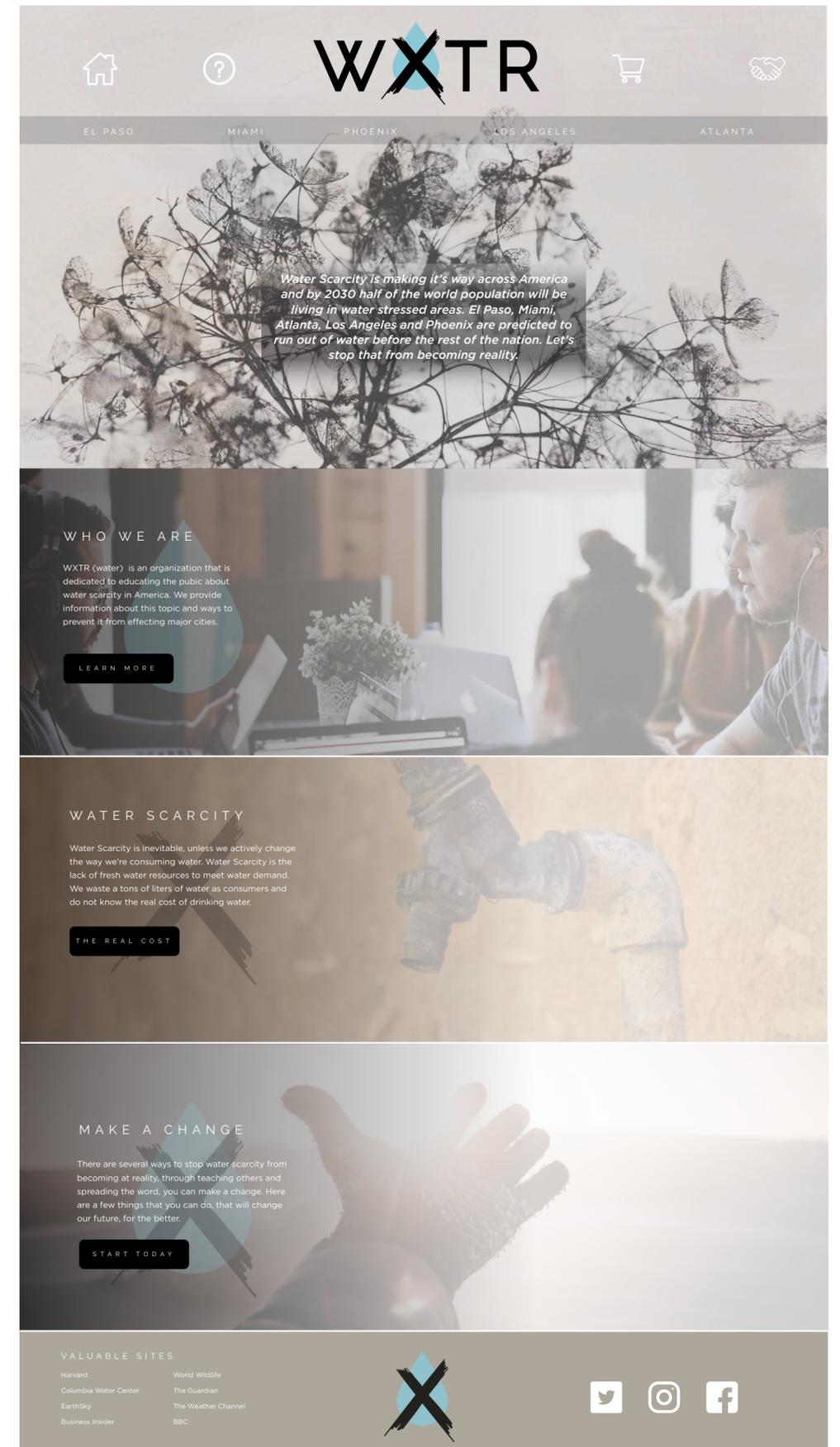
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HOME PAGE V.1



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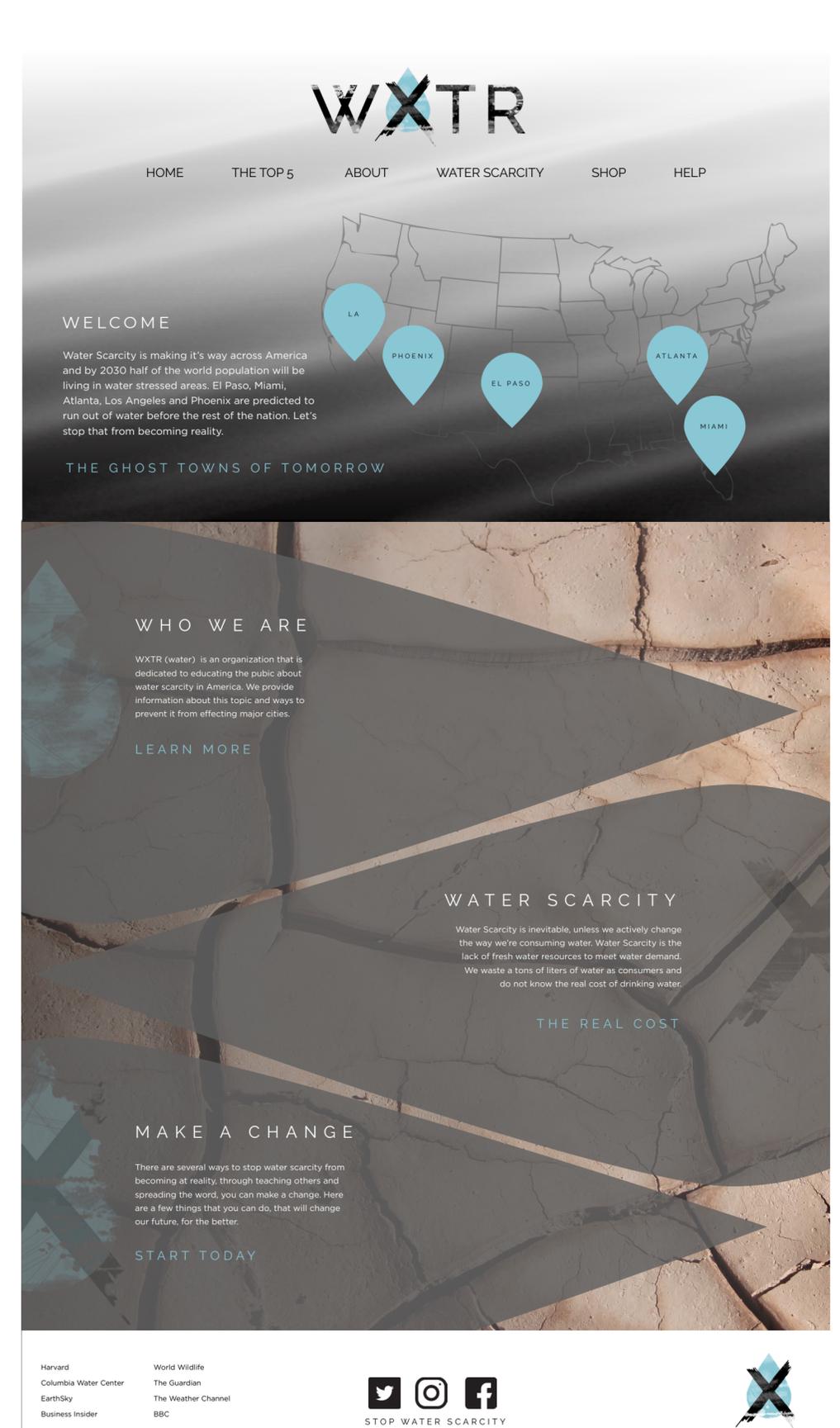
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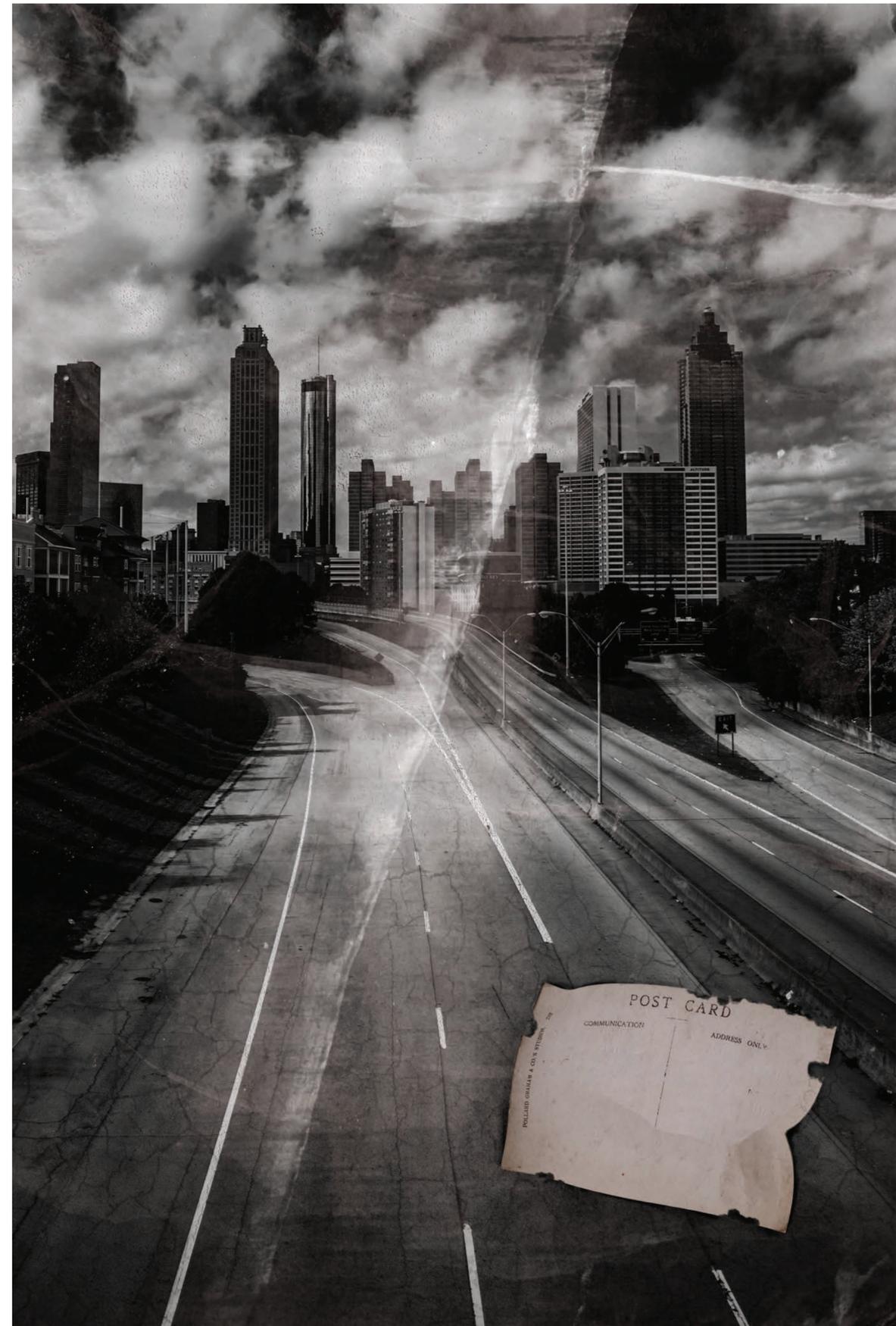
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POSTER LAYOUT V.1

Finalized the images and now I needed to fix the post card for a much more realistic feel.

*crumbled the post card

*took out small sections to make it look worn with the eraser tool



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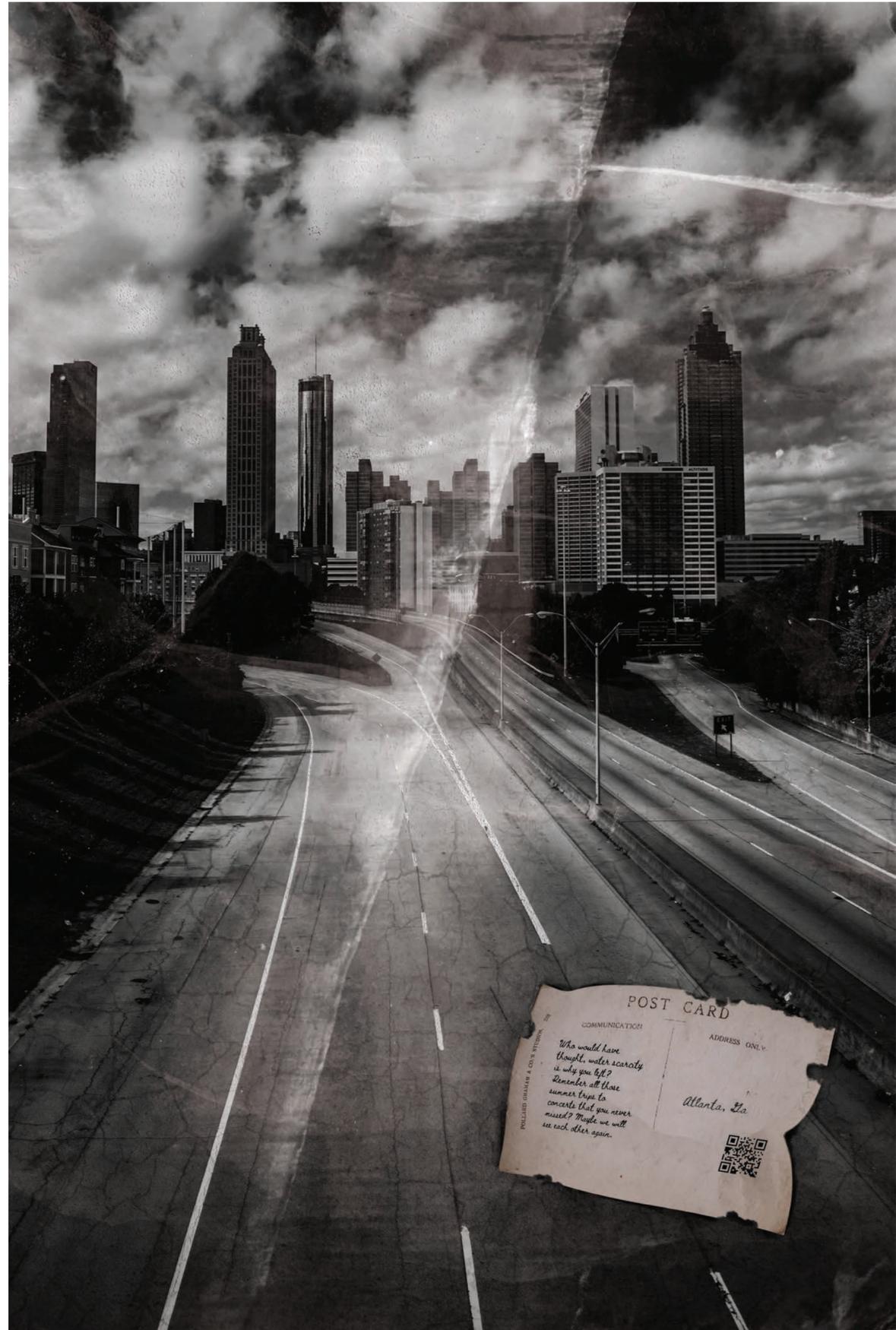
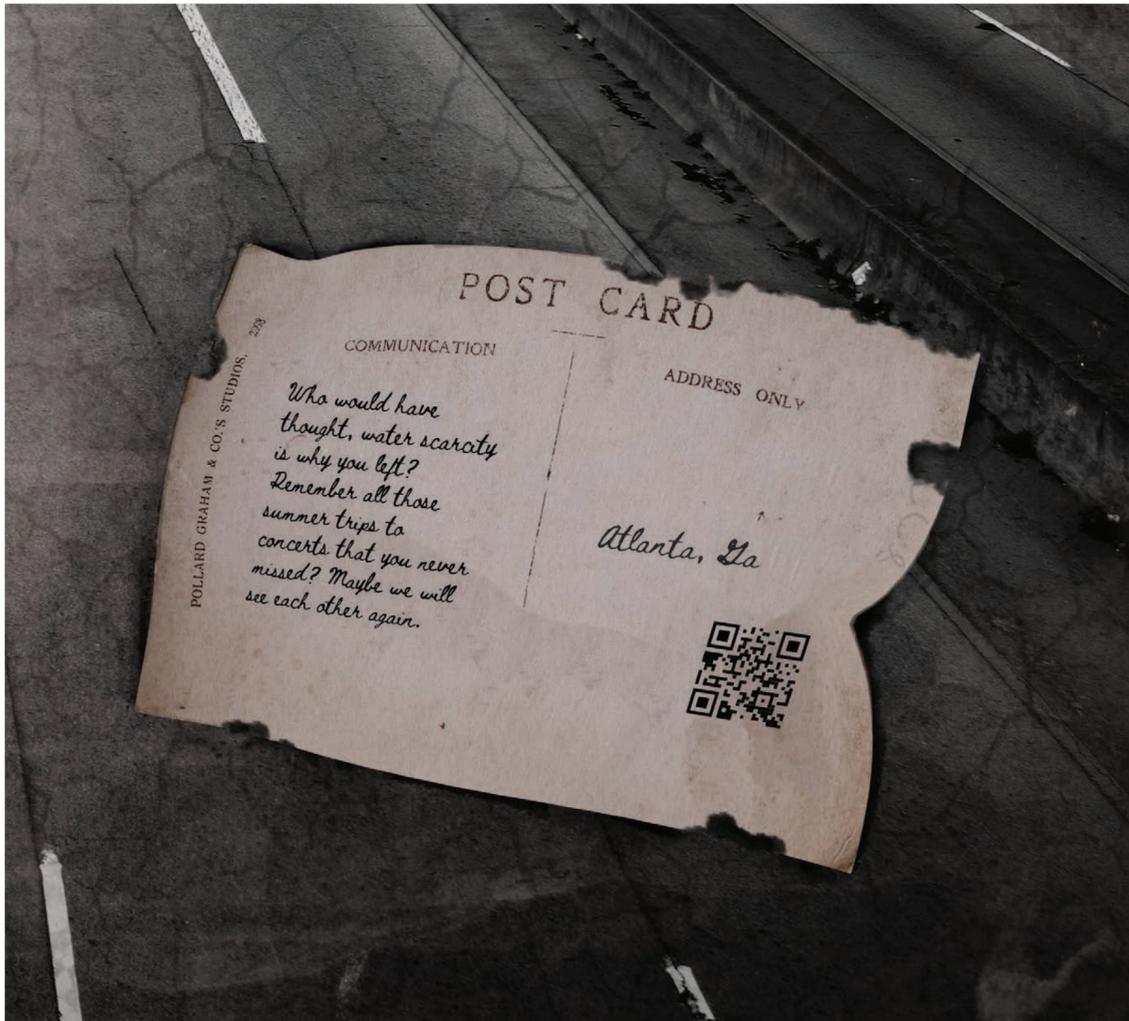
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POSTER LAYOUT V.2

*added the same text to the postcard



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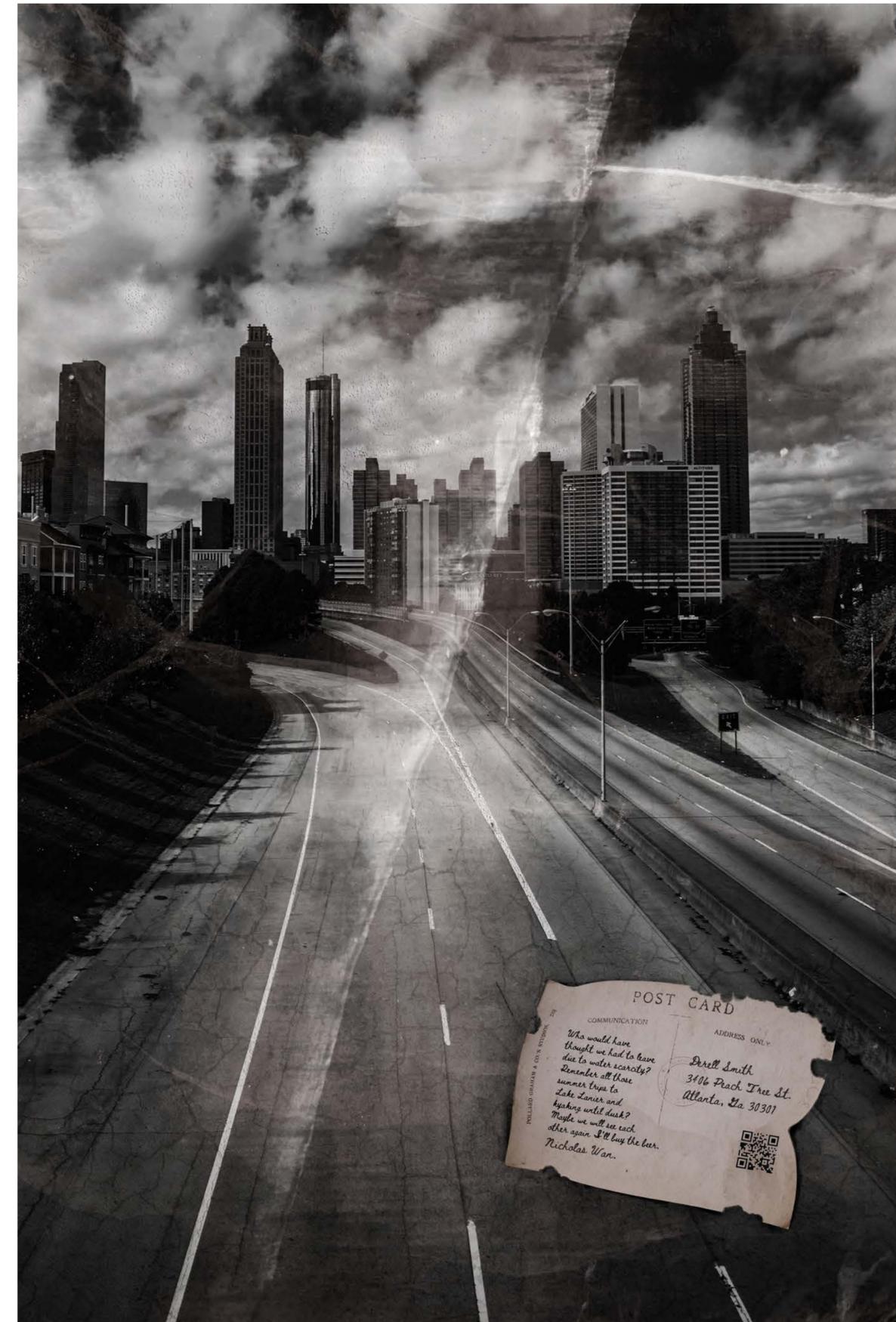
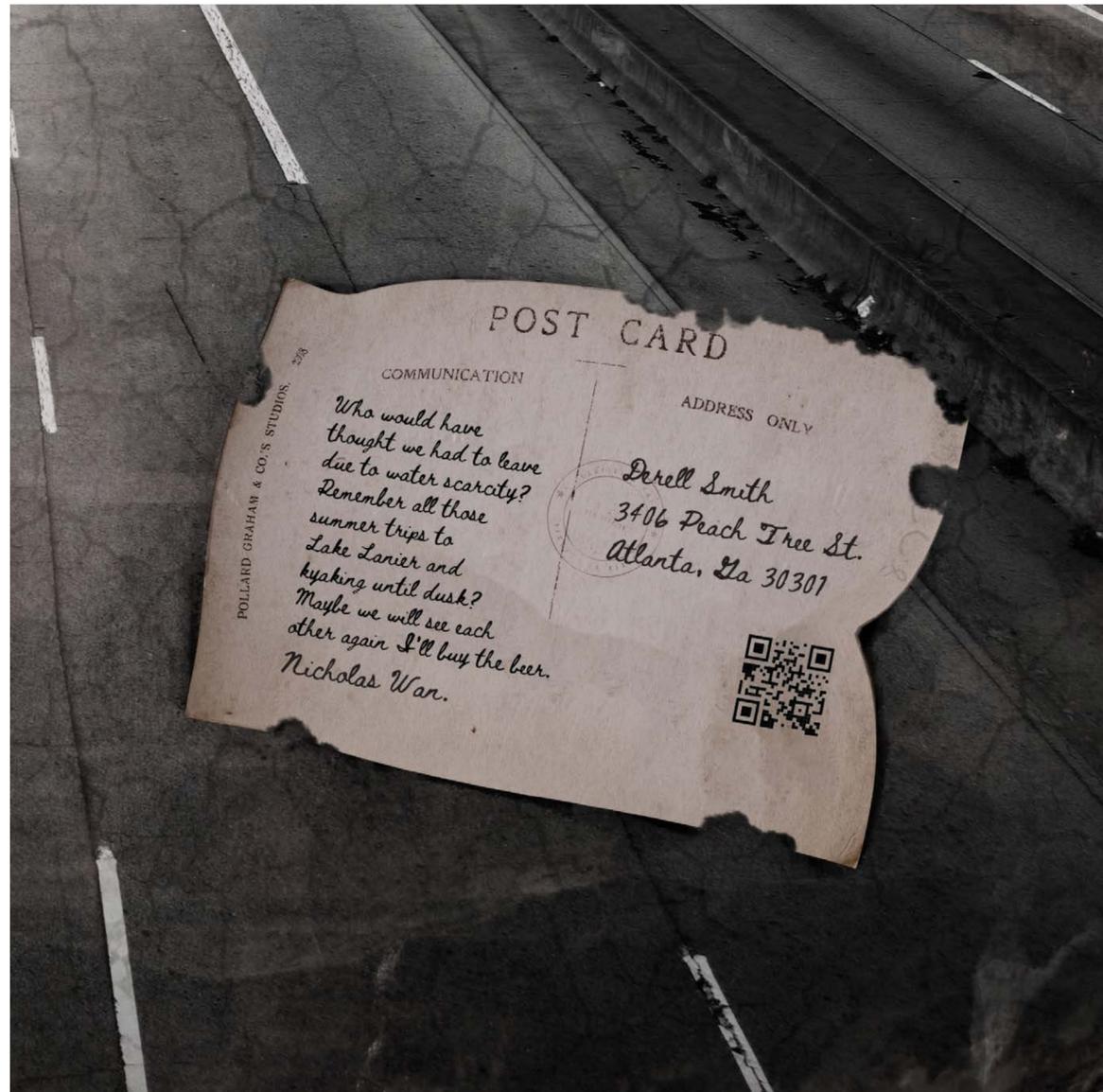
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POSTER LAYOUT V.3

*fixed the text

*added aliases & stamp



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S T O P W A T E R S C A R C I T Y



S T O P W A T E R S C A R C I T Y

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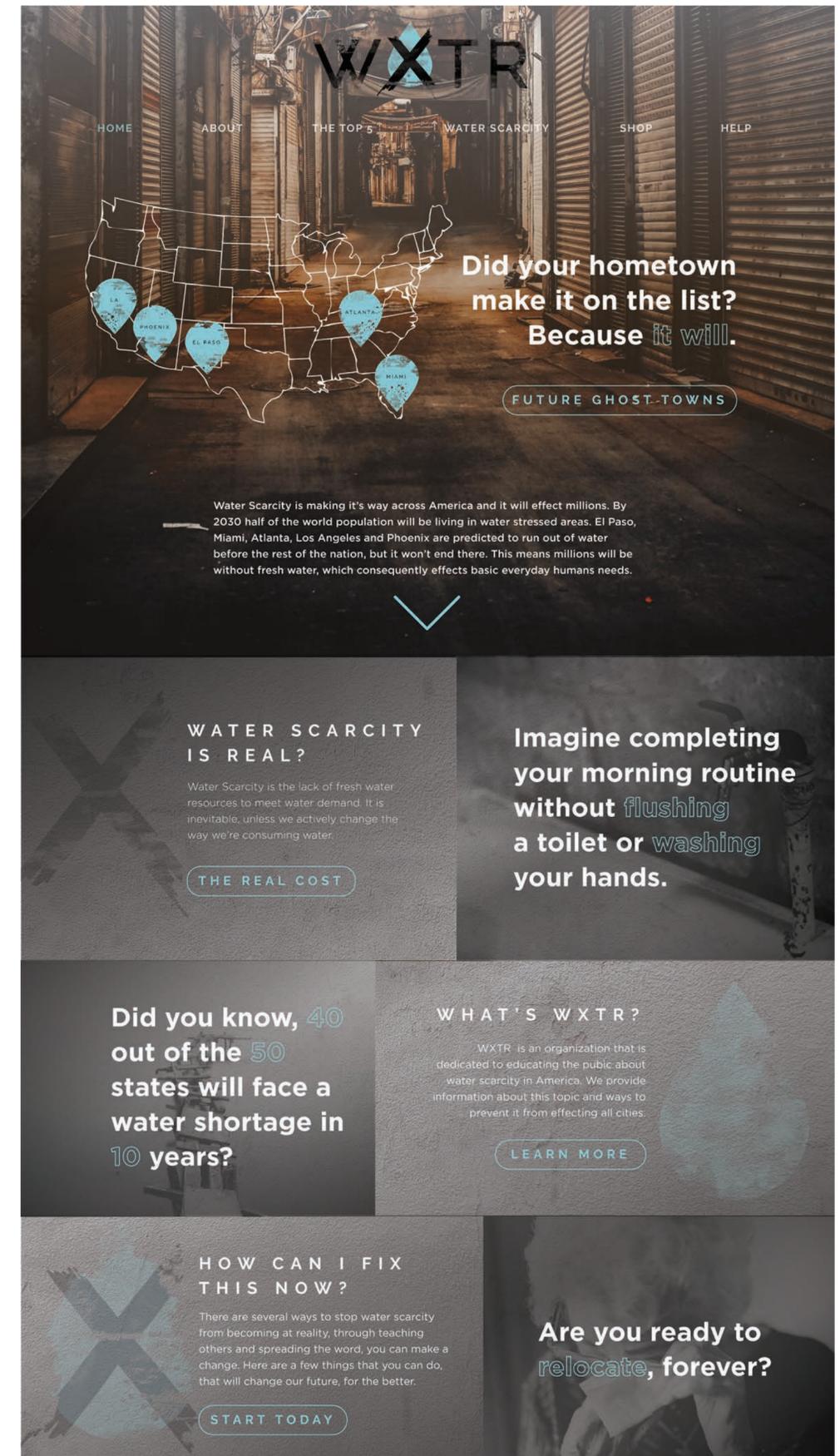
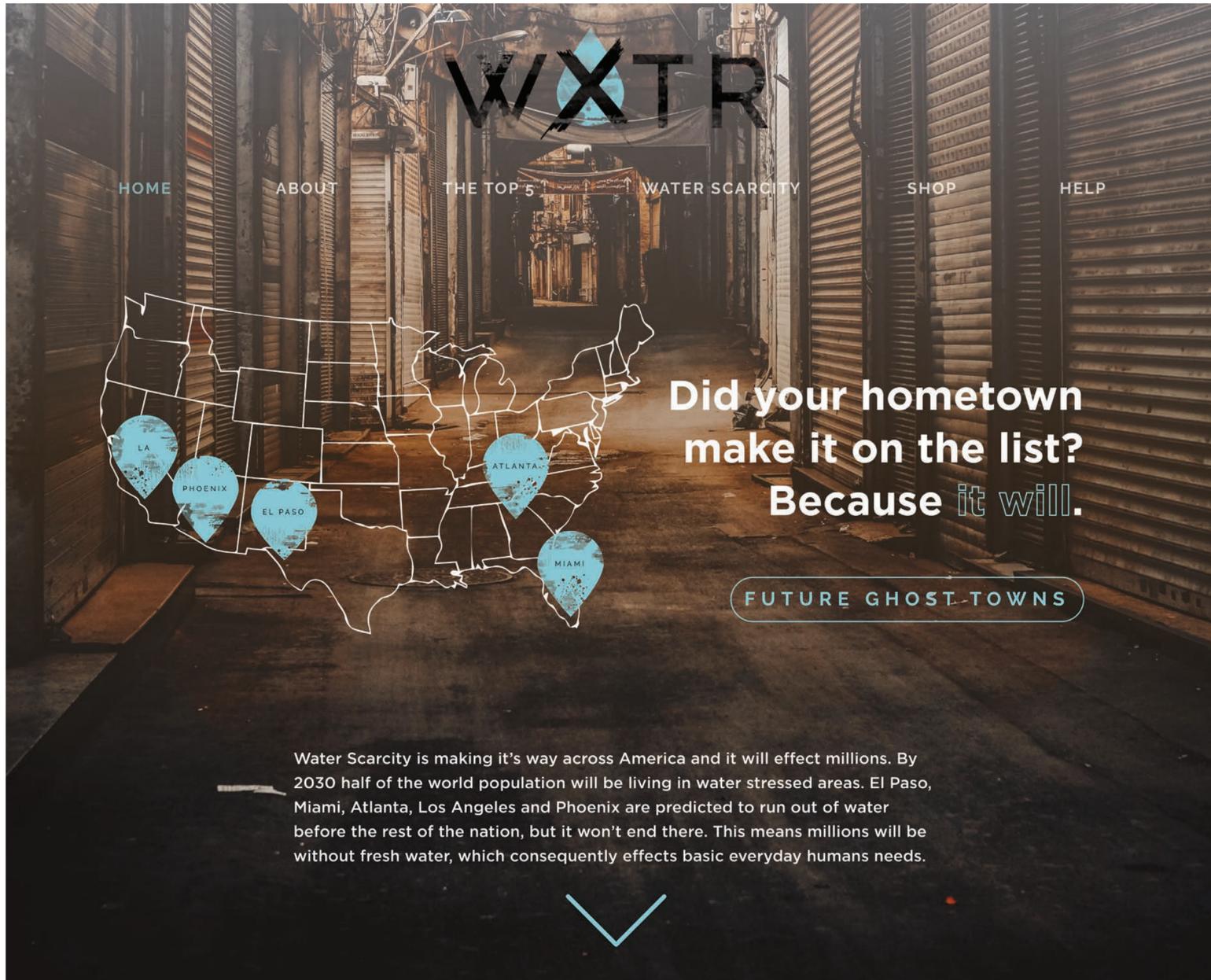
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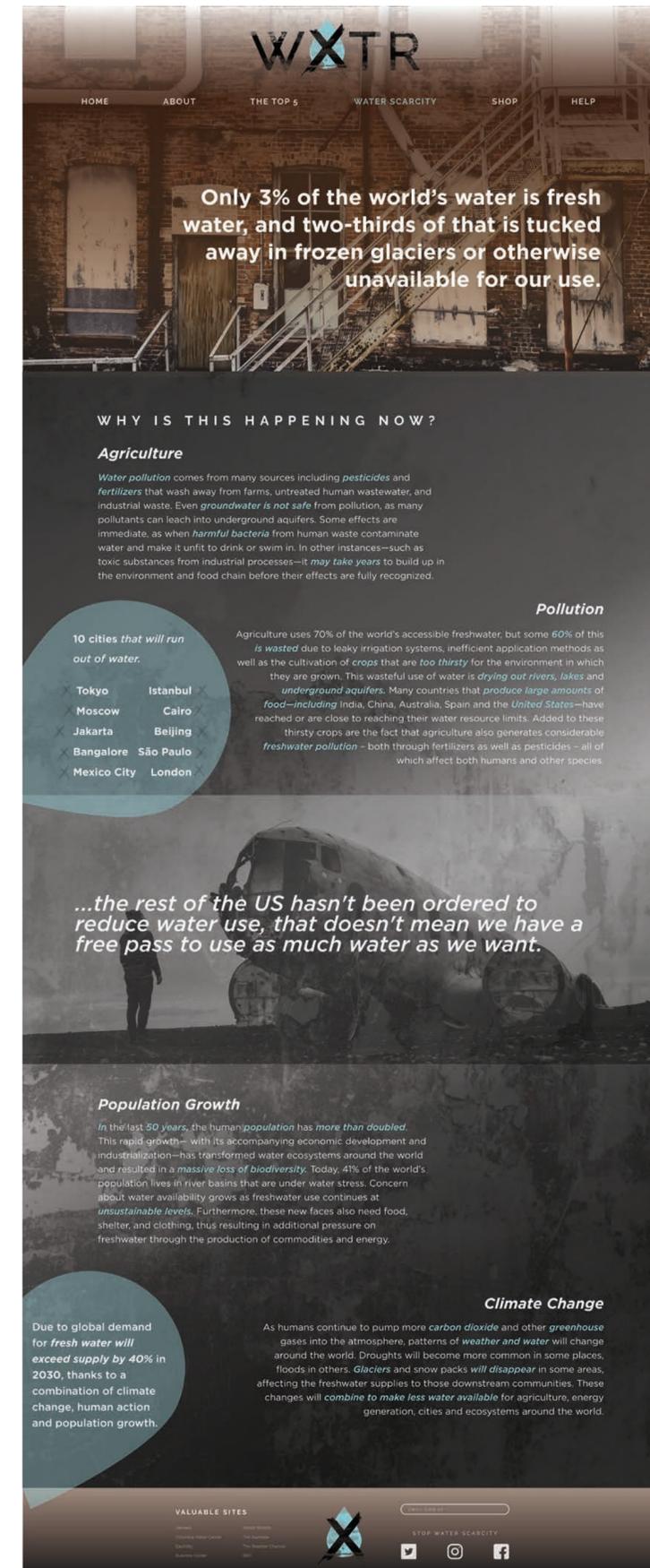
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WATER SCARCITY PAGE



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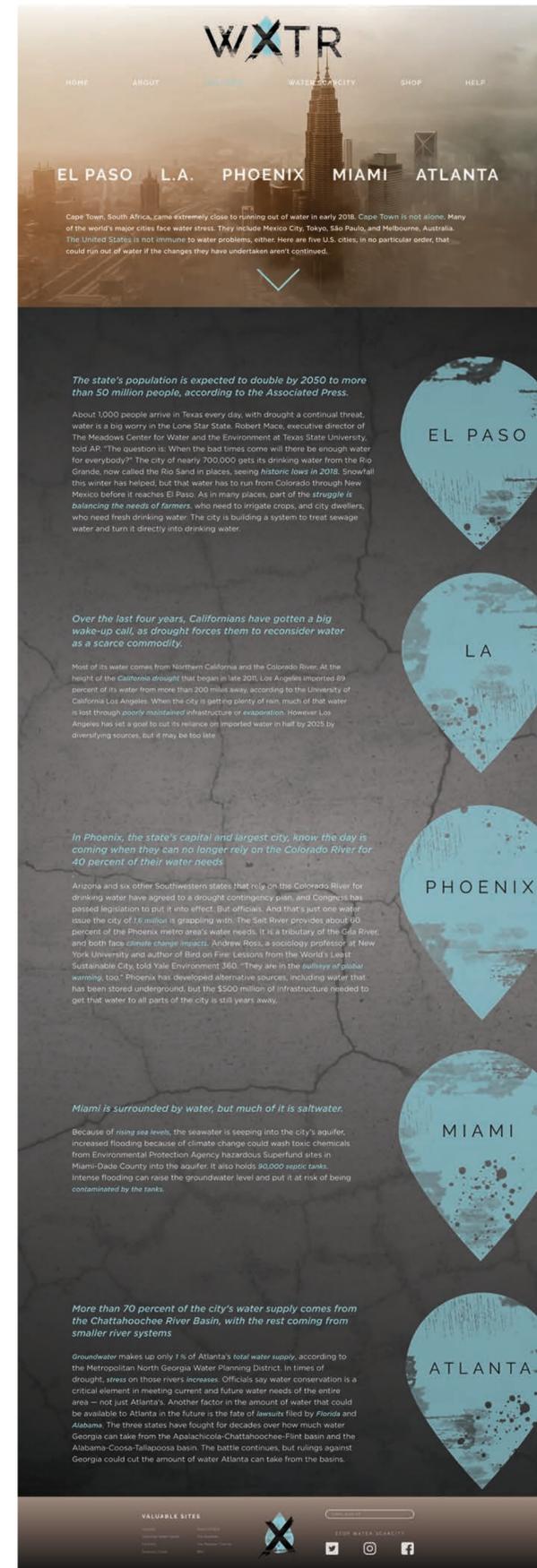
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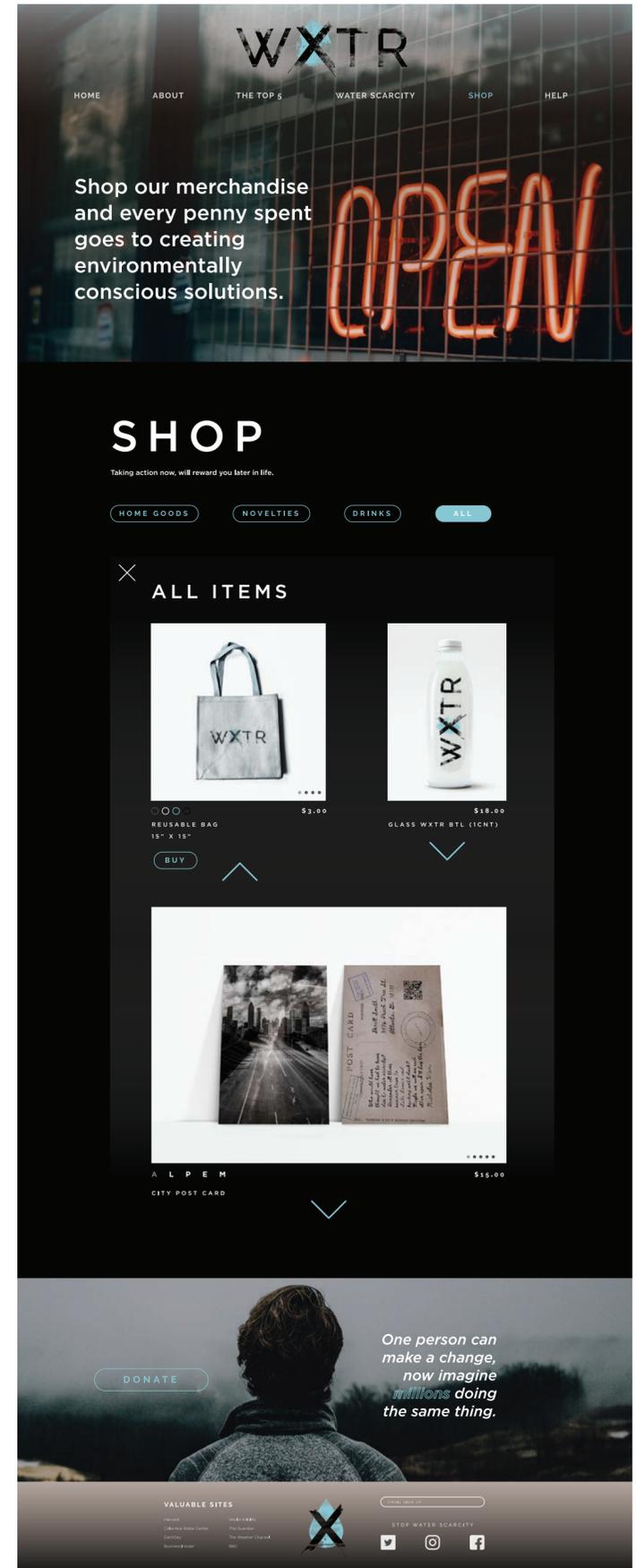
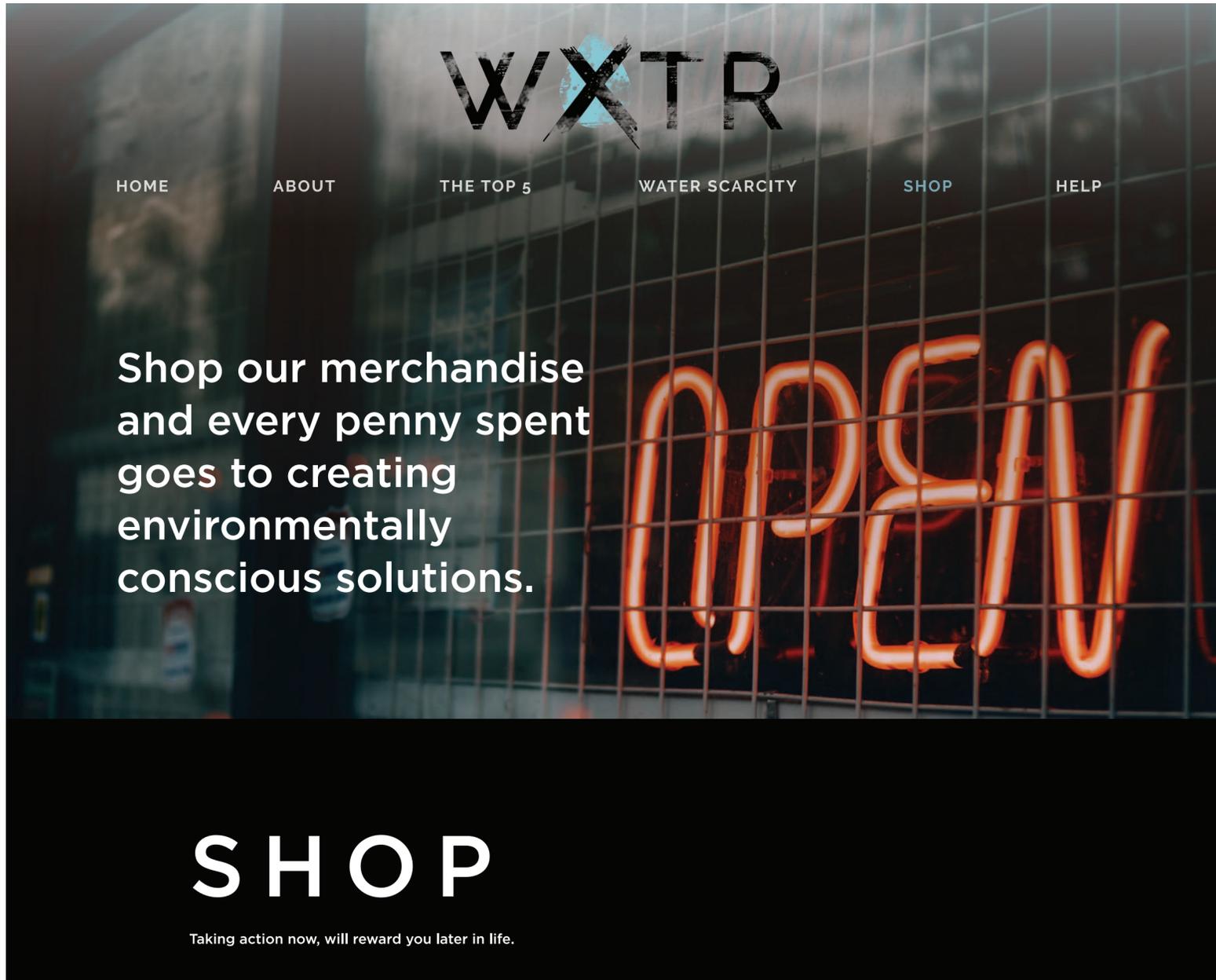
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SHOP PAGE



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MERCHANDISE



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Final Components

POSTCARDS



Assignment Sheet

Design Proposal

Written Research

Visual Research

Word List

Written Brainstorming

Ideation

Visual Inspiration

Campaigns

Type Studies

Color Studies

Final Palette

Thumbnails

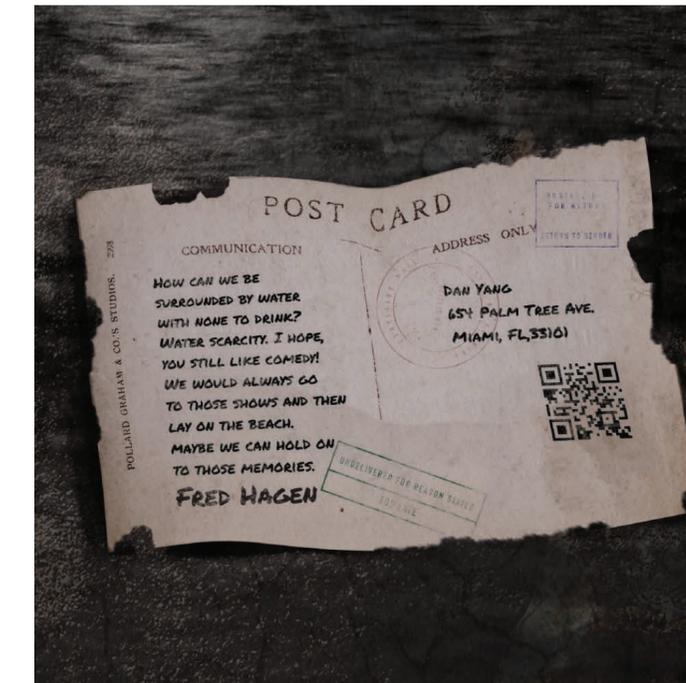
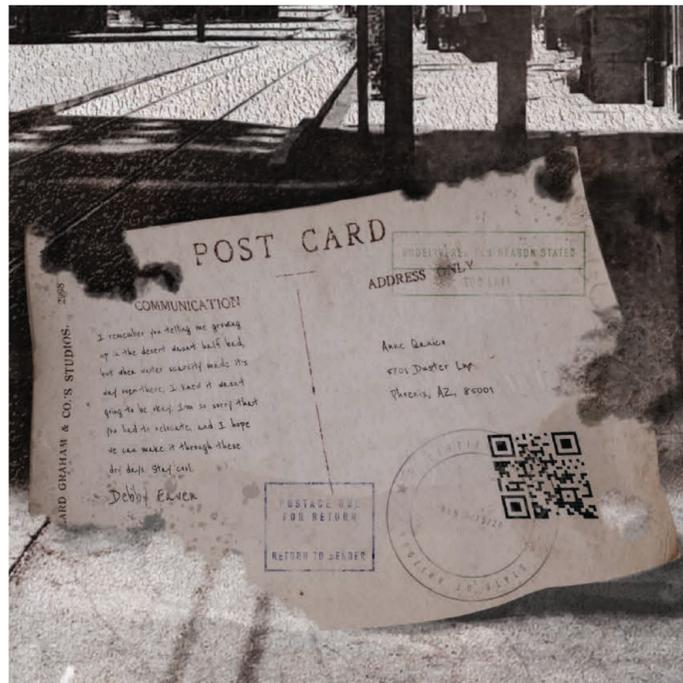
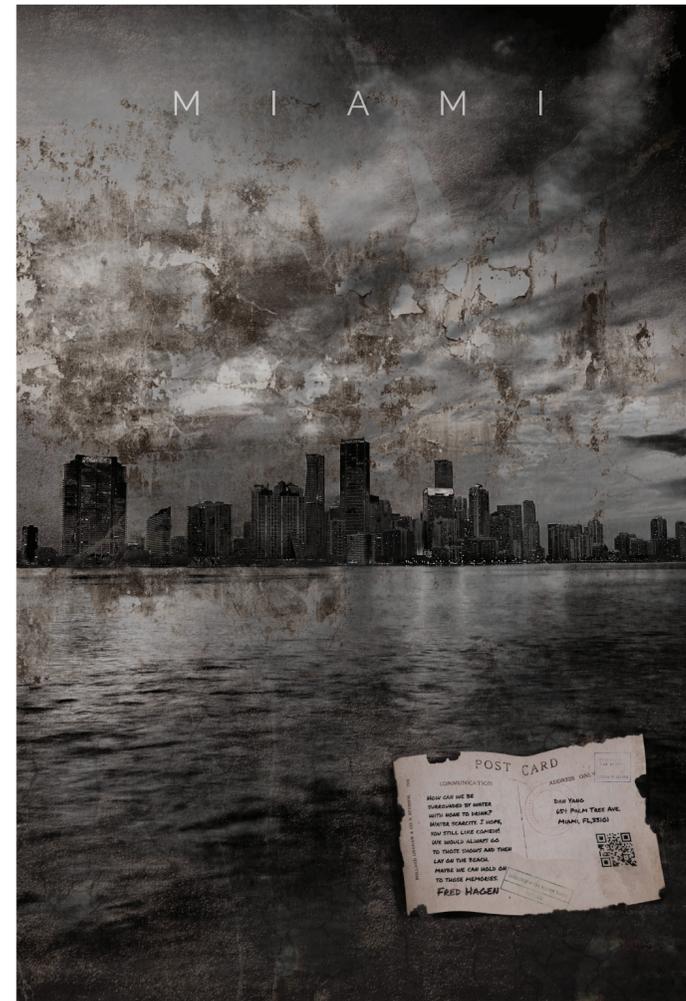
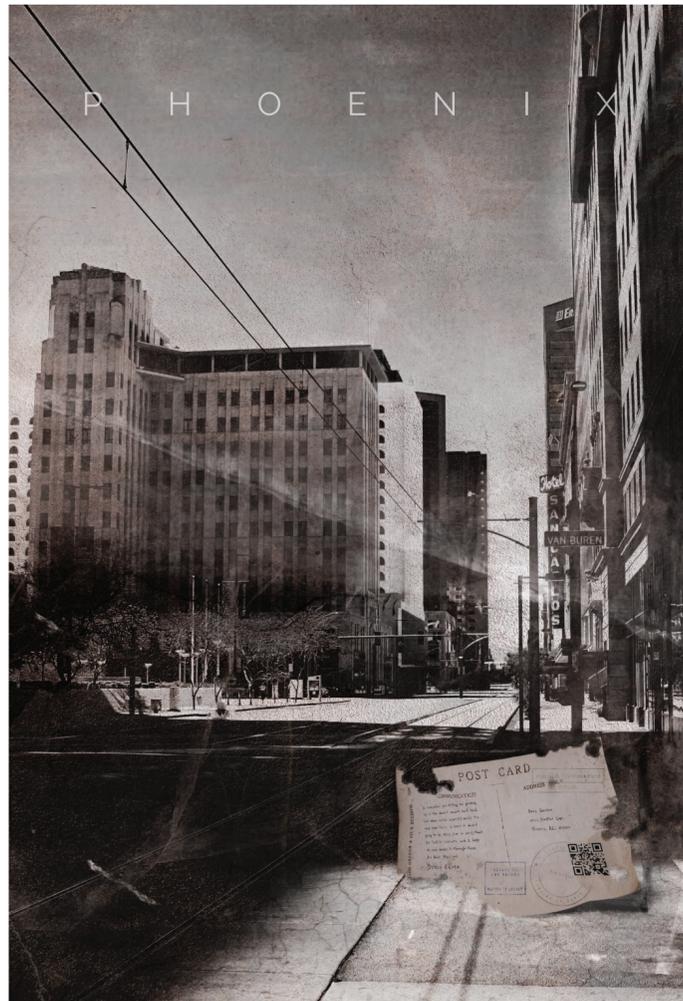
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Computer Roughs

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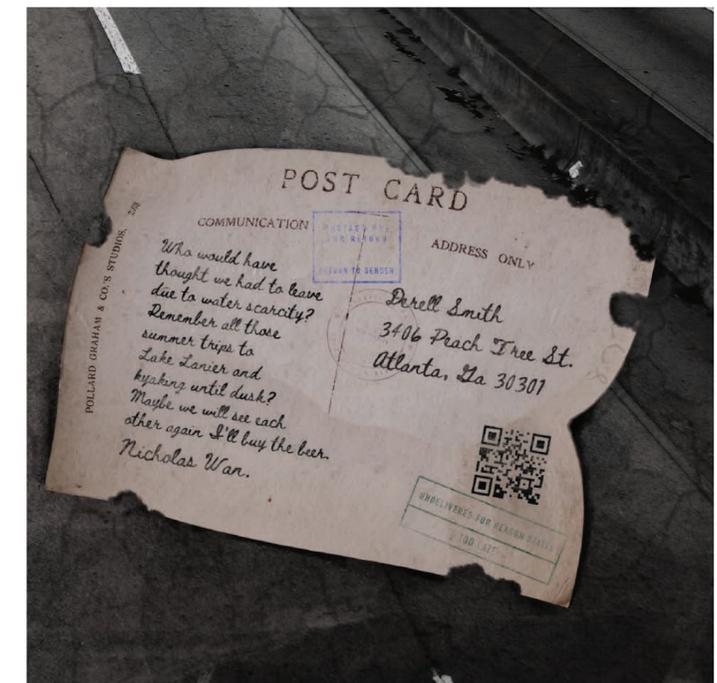
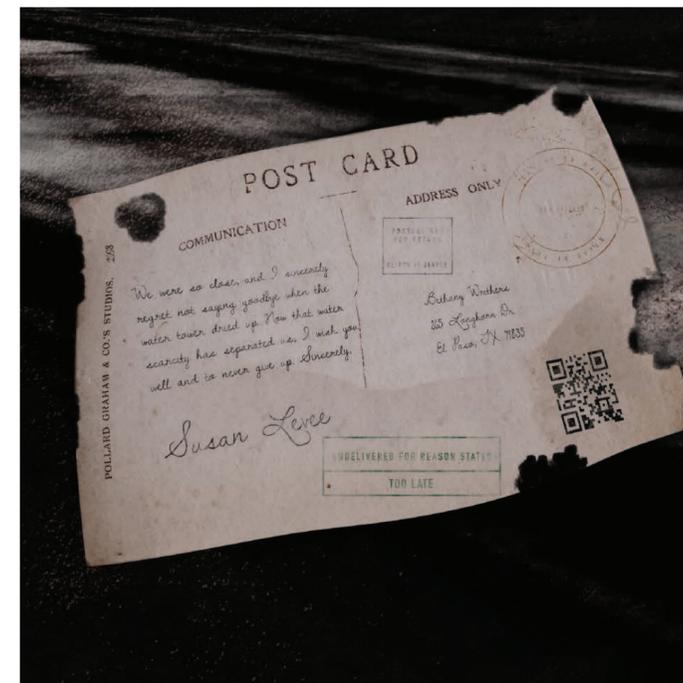
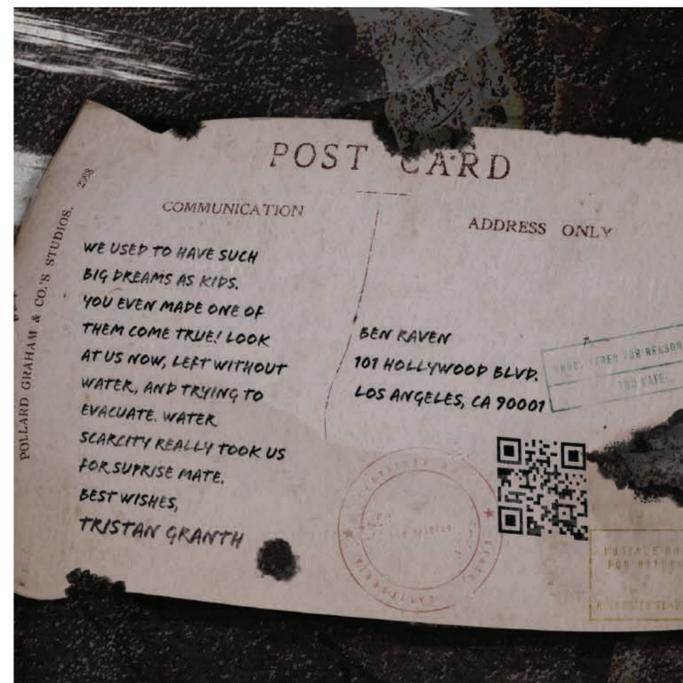
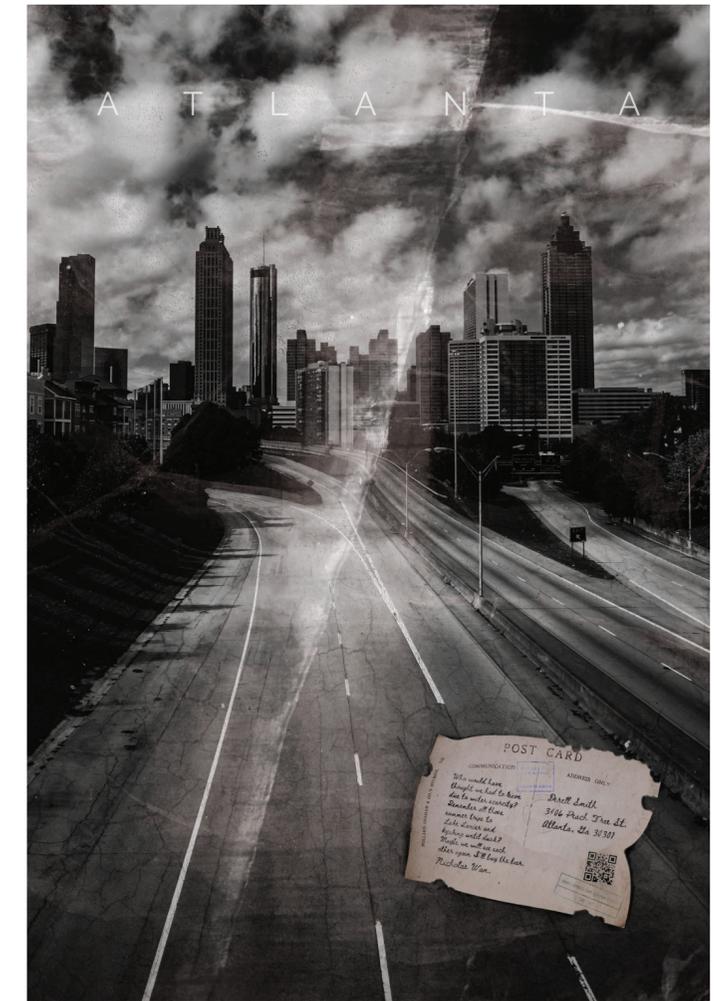
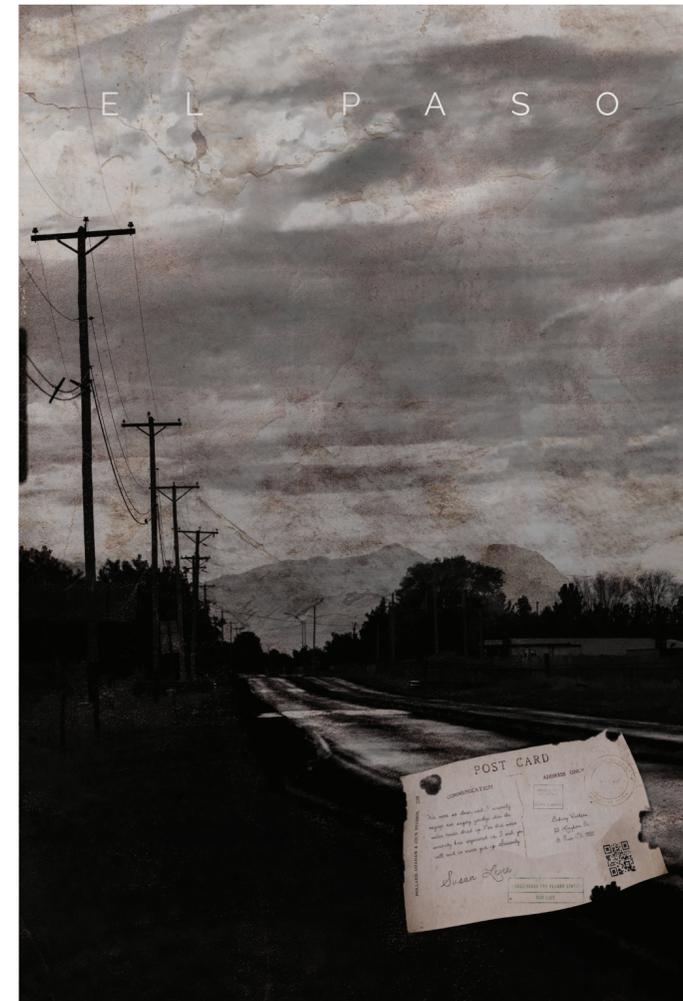
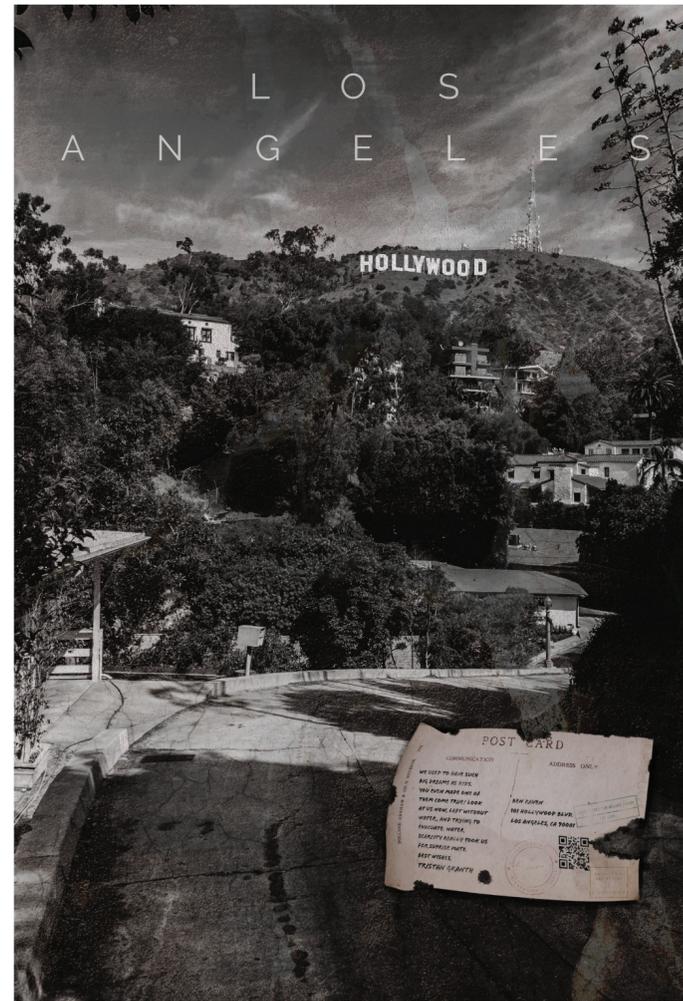
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