



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

GRDS 400 Studio II

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Due Dates

Class 1

Project Ideas

Class 2

Proposal/Brief

Class 3

Project

Presentation

Class 9

Proj 1 Process Book

Written Critique

Class 10

Proj 1 Designs

Class 11

Project Ideas

Class 13

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.

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

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Roughs

Computer Roughs

Layout Variations

Final Components

Assignment Sheet

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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

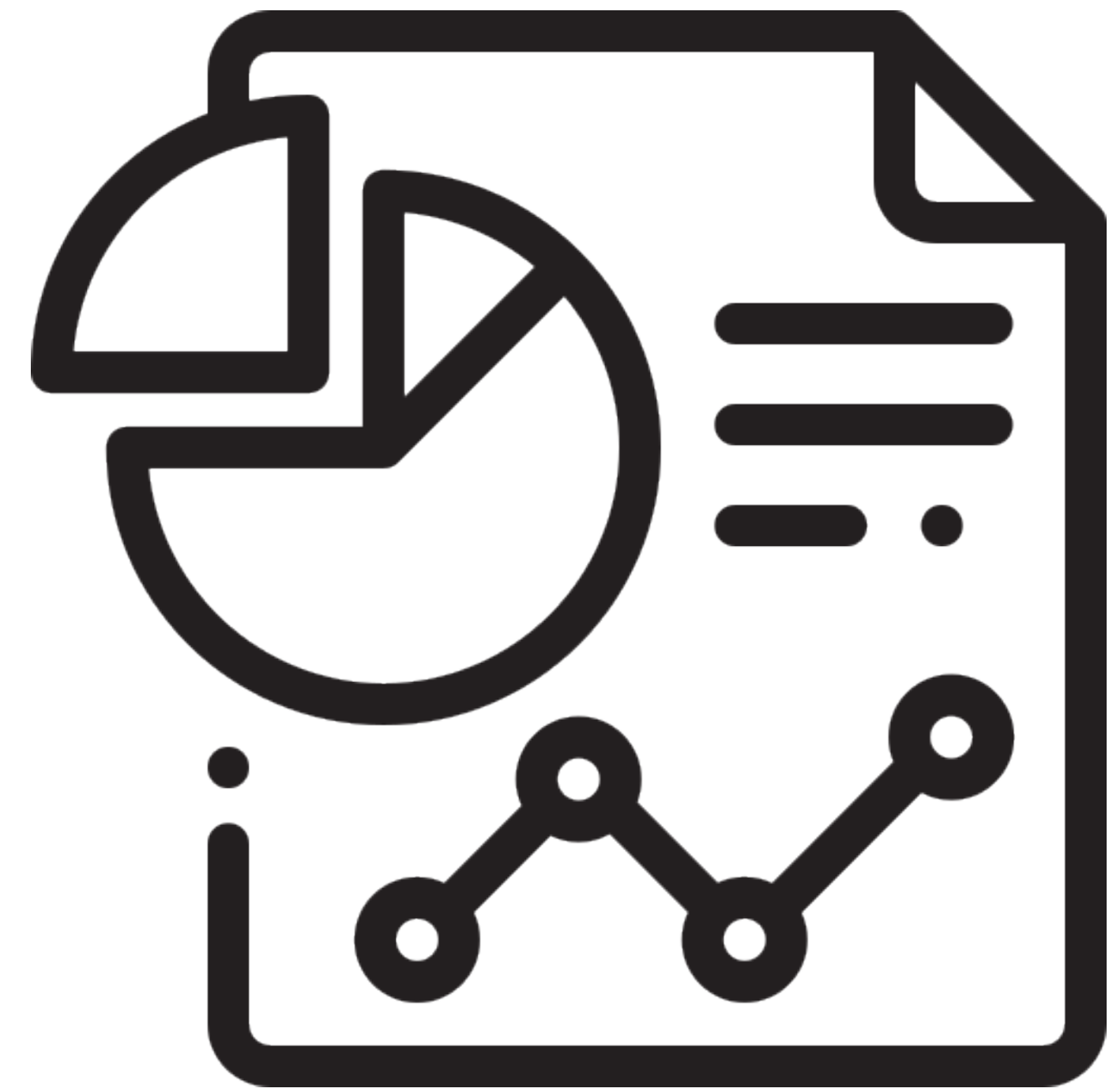
To create a series of scare-tactic posters that will entice viewers to see where the meaning behind the poster originated. The posters will consist of large well-known cities that look desolate and turned into ghost towns. Miami, Phoenix, Atlanta, Los Angeles & El Paso. The posters are actually giant 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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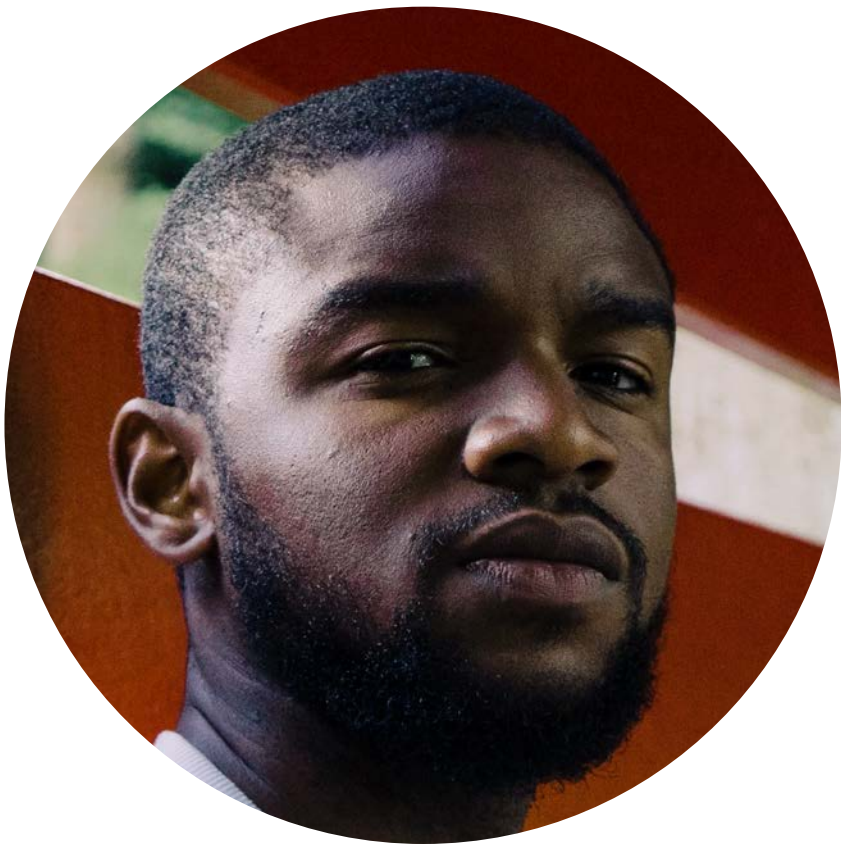
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TARGET AUDIENCE

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

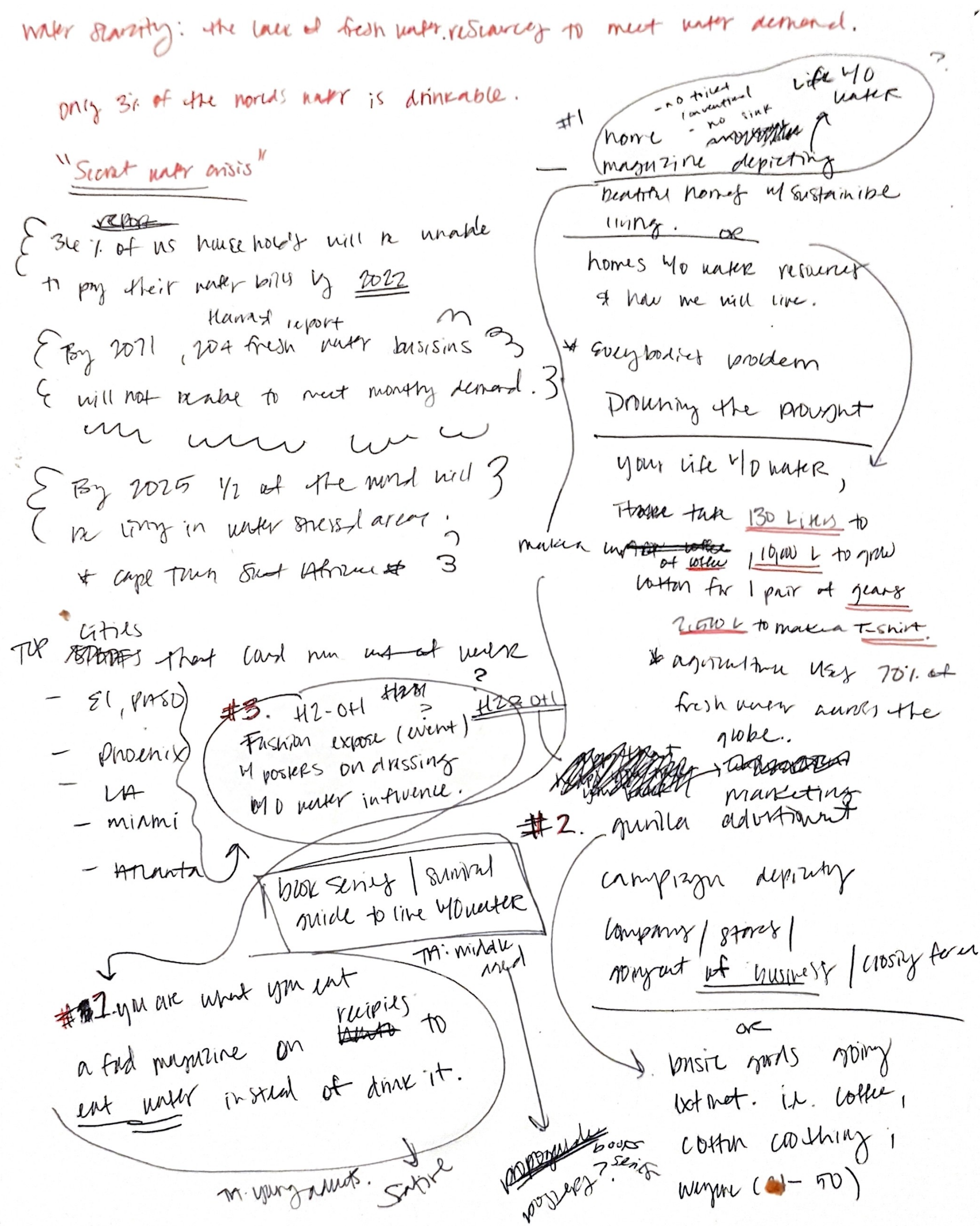
- 5 Posters: L.A, El Paso, Miami, Phoenix, Atlanta
- Logy System
- Website
- Merchandise

* 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. *



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.



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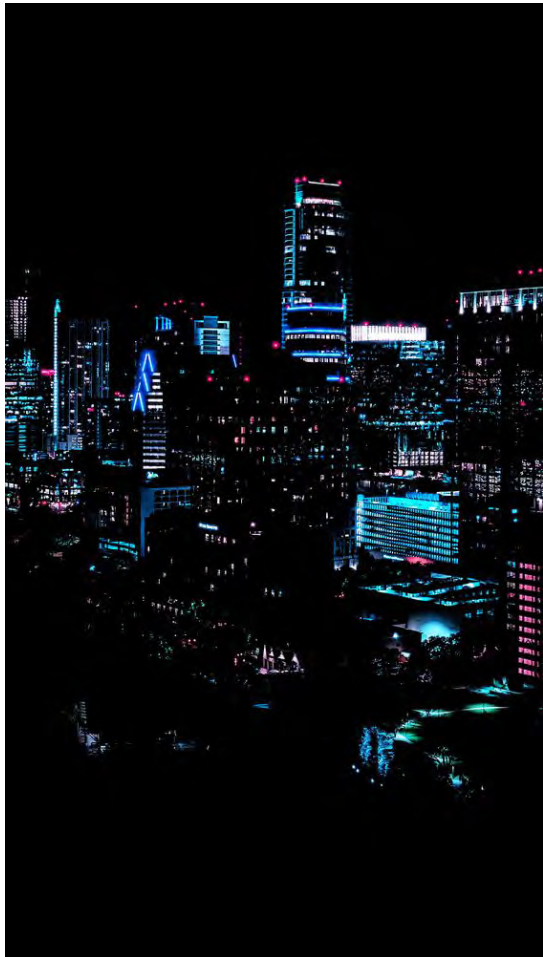
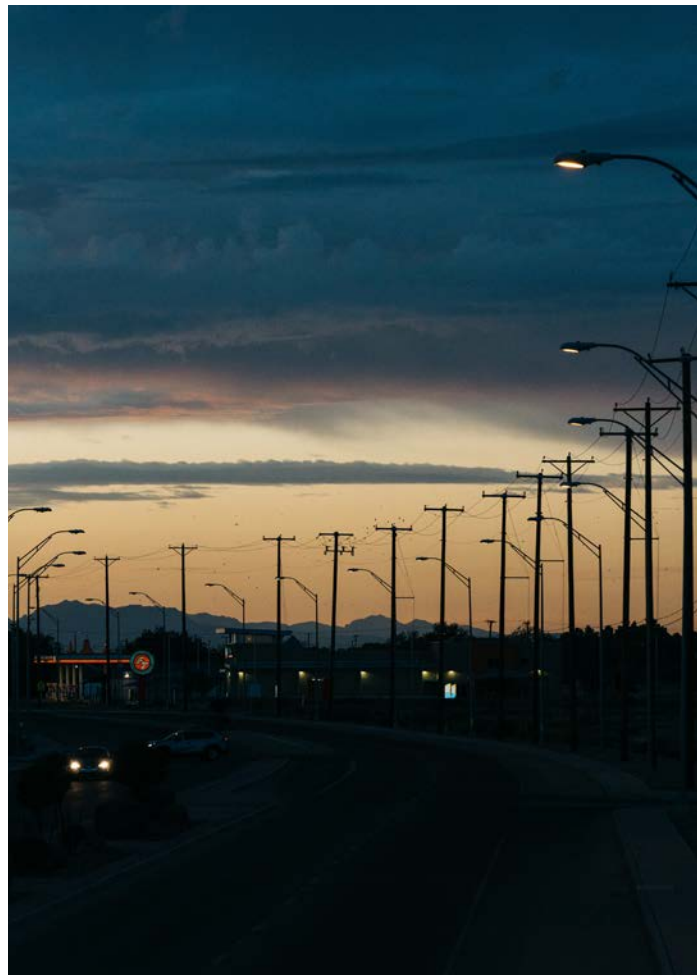
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CITY & CARD IMAGERY



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TEXTURE TREATMENT



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WORD LIST

Desolate	Permanent
Finale	Vast
Seeking	Mirage
Old	Peel
End	Crack
Deserted	Fallen
Crumble	Still
Dehydrated	Howling
Callus	Burn
Tumbleweed	Nonchalant
Dust	Ignorant
Time	Wasteful
Irrevocable	Content

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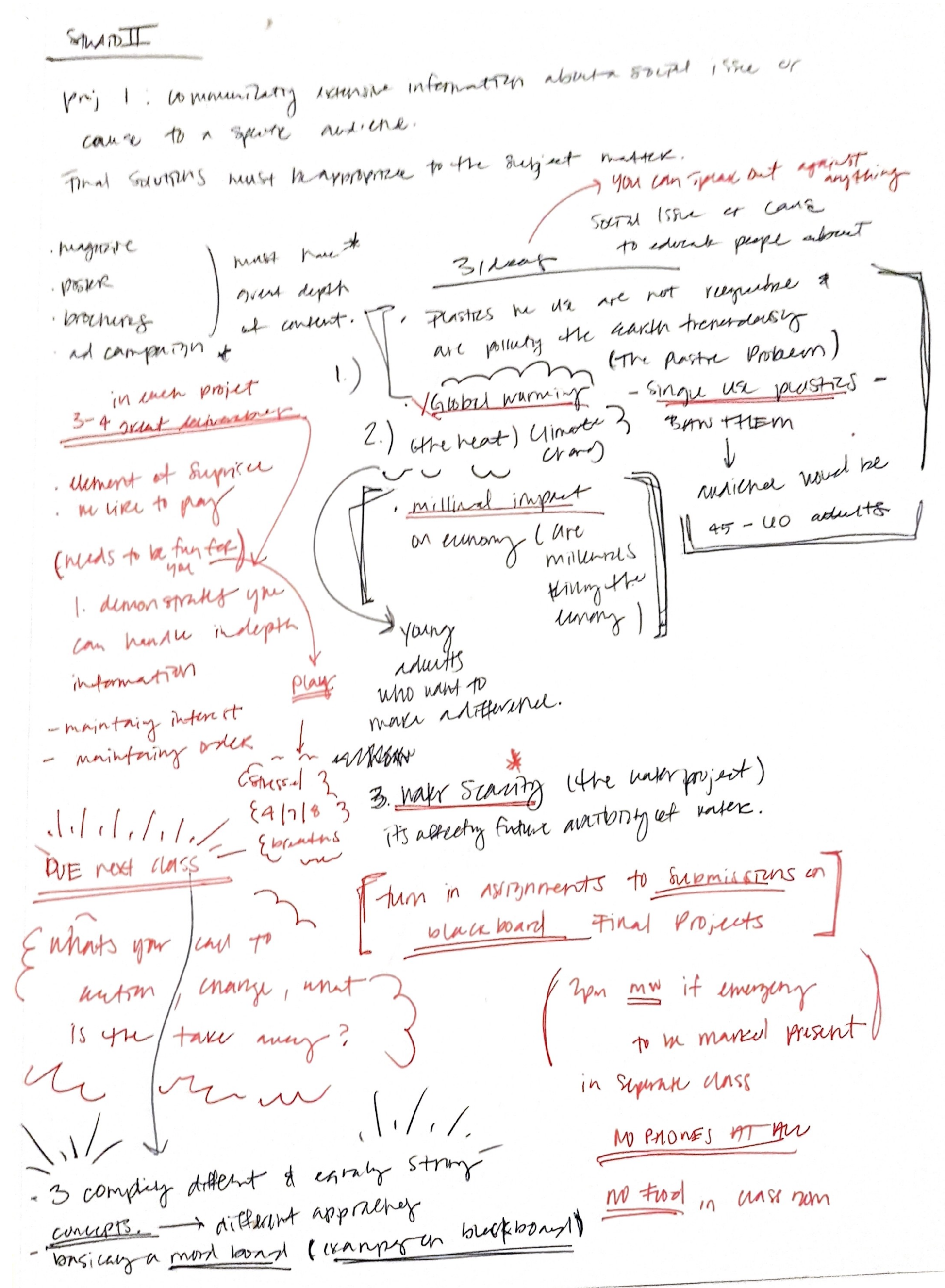
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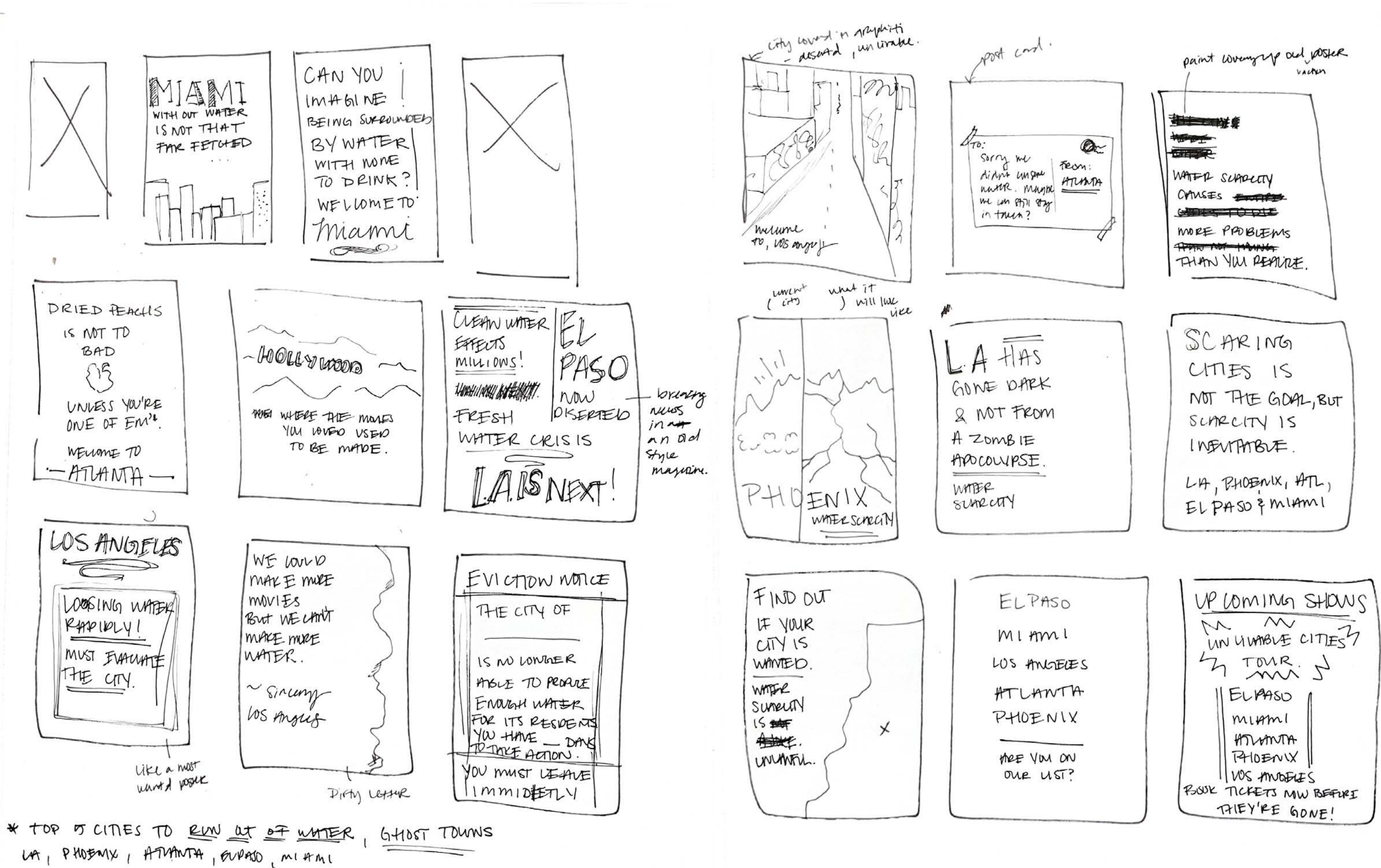
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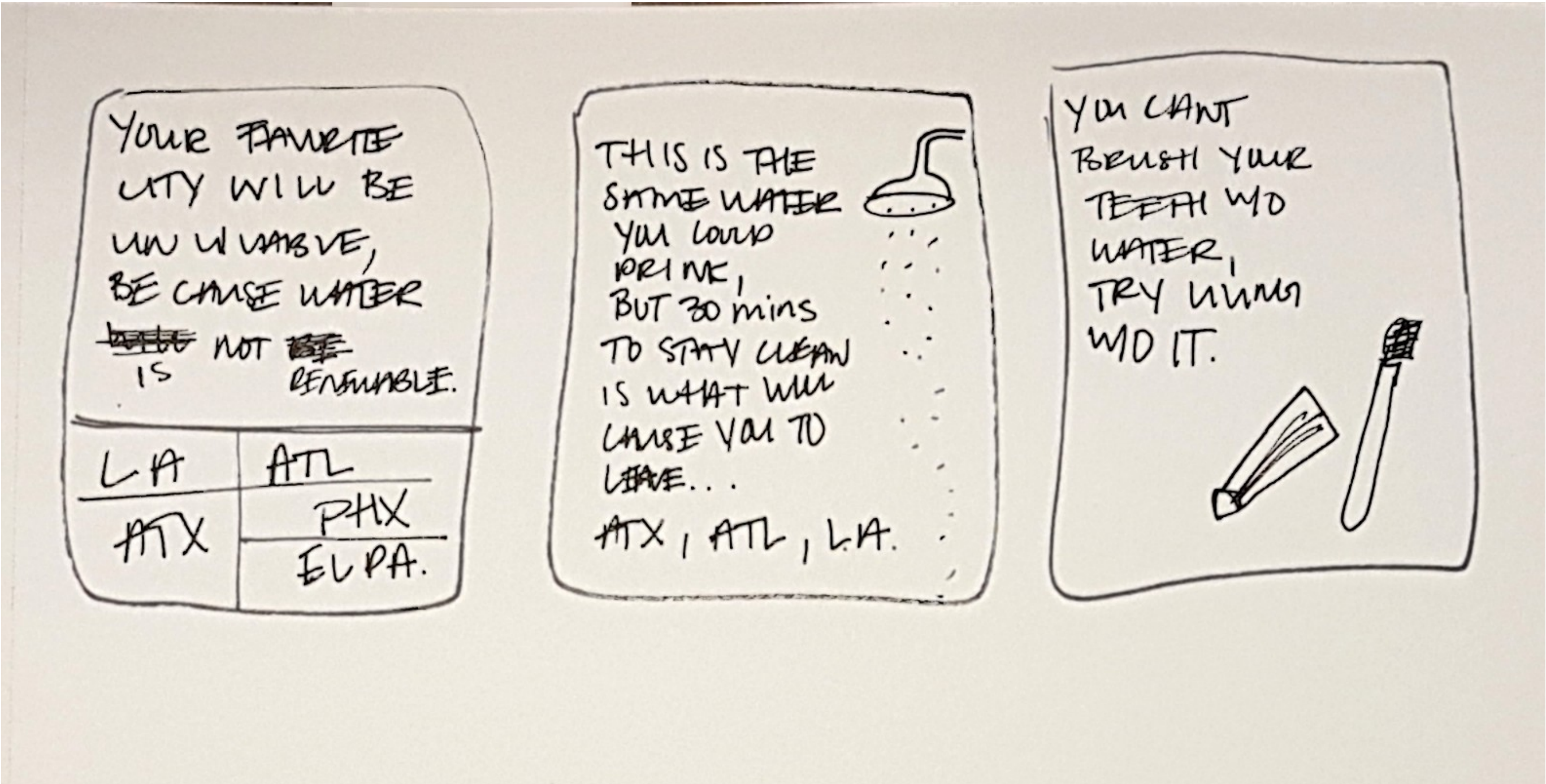
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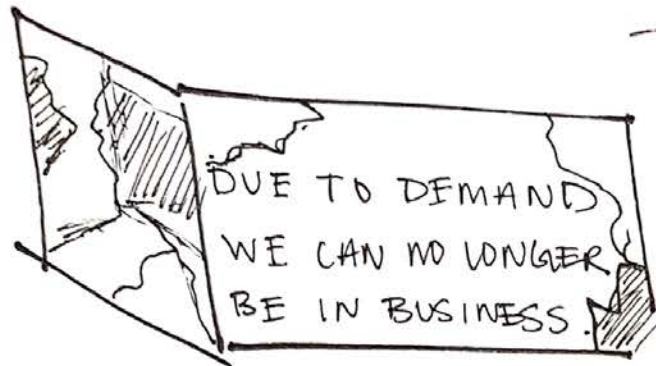
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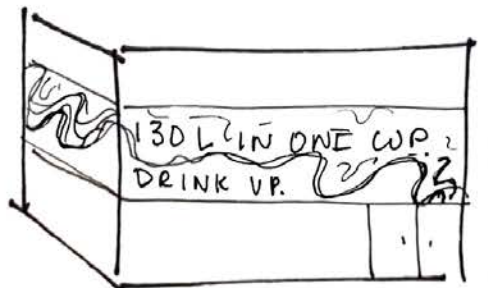
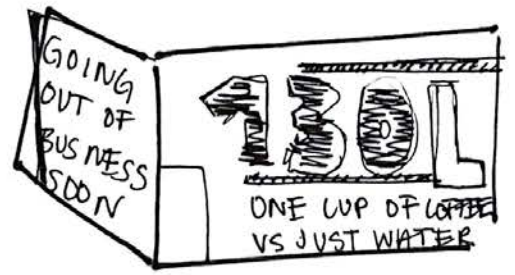
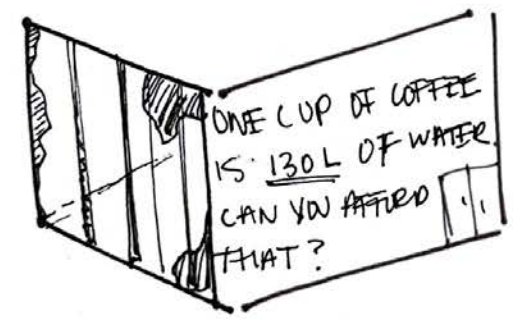
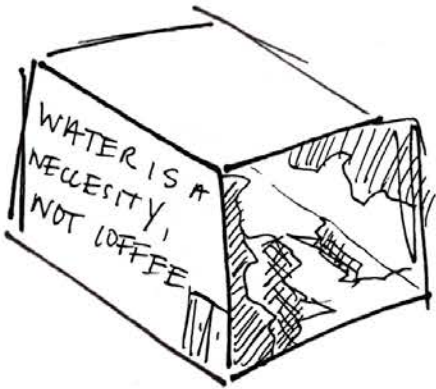
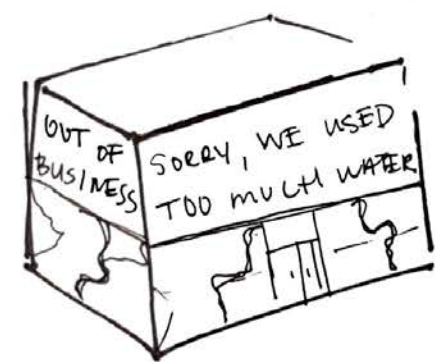
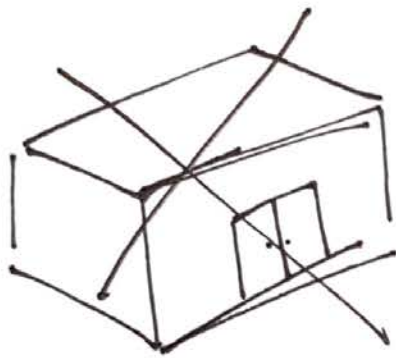
SCRATCHED IDEA

1 mrgl.

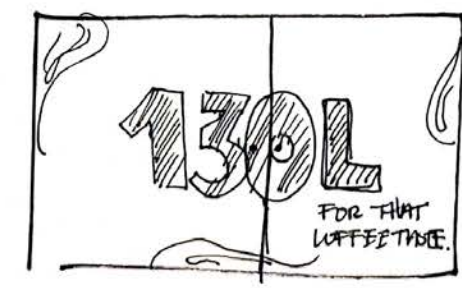
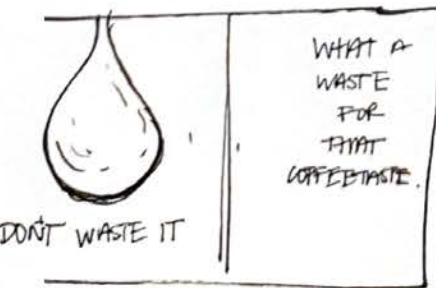
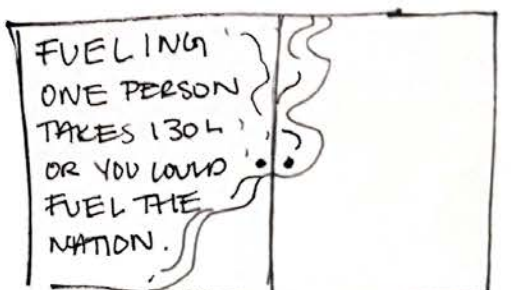
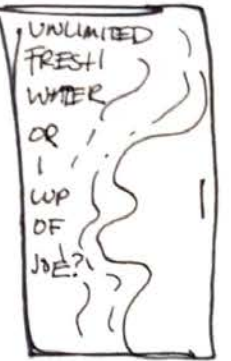
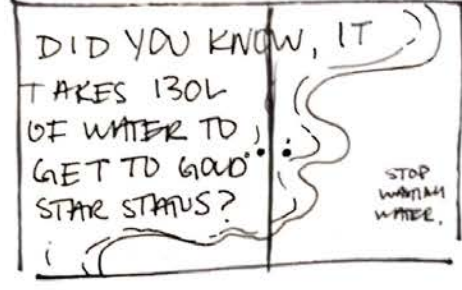
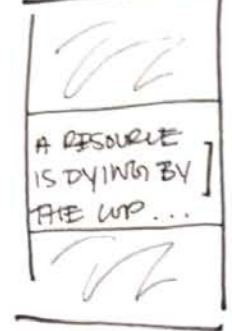
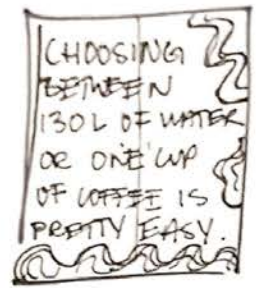
- types of meaning / copy, try all type
 - posters
 - illustration etc.
- *email her final idea & explain it,



BUILDING WRAP



POSTER ON THE DOORS



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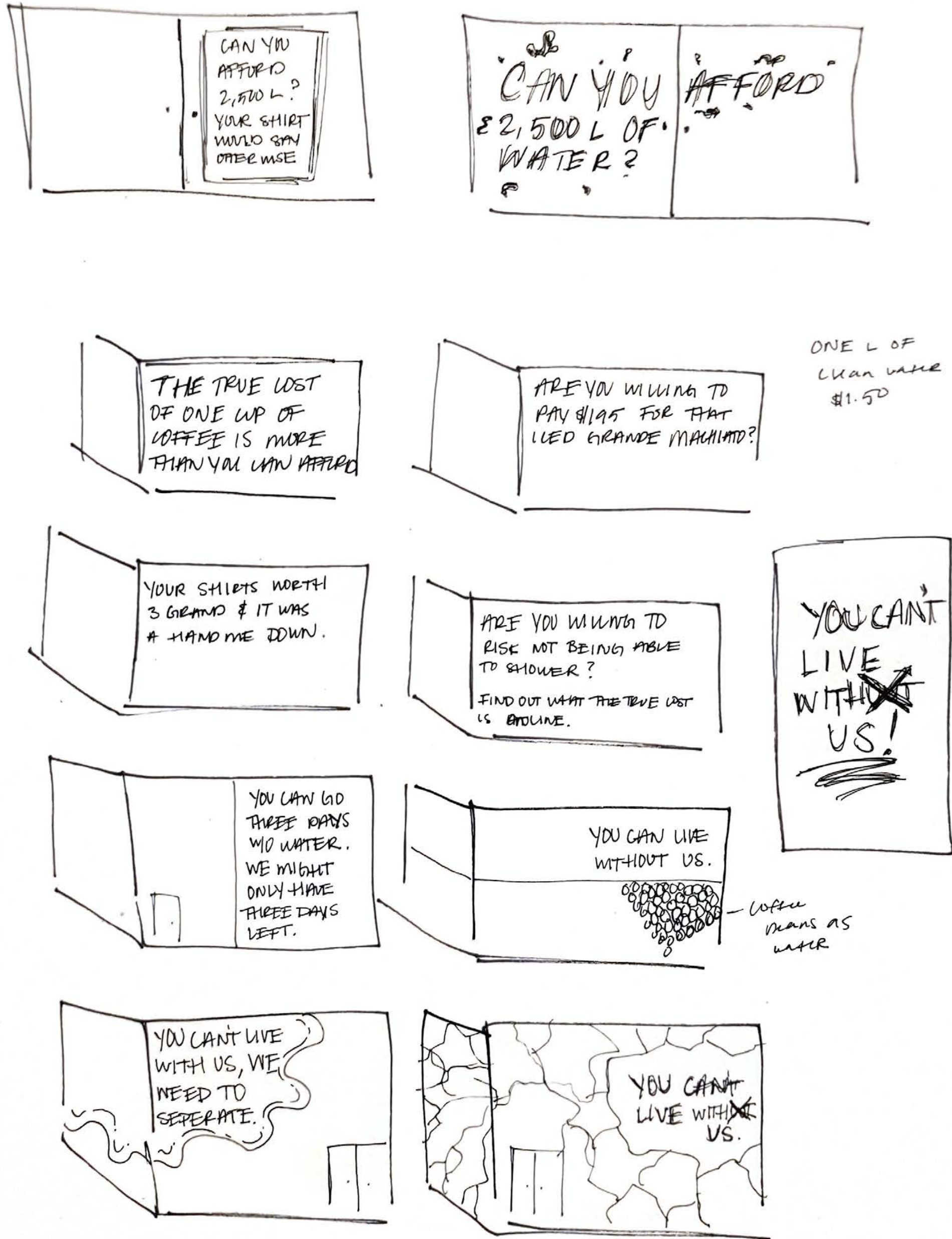
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MOODBOARD



MARTIN
BOYCE
309
NO REFLECTIONS
REFLECTION
JUNE — NREFL
2009
VENICE 2009



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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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TYPE STUDIES

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
MONTSERRAT

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FINAL TYPE

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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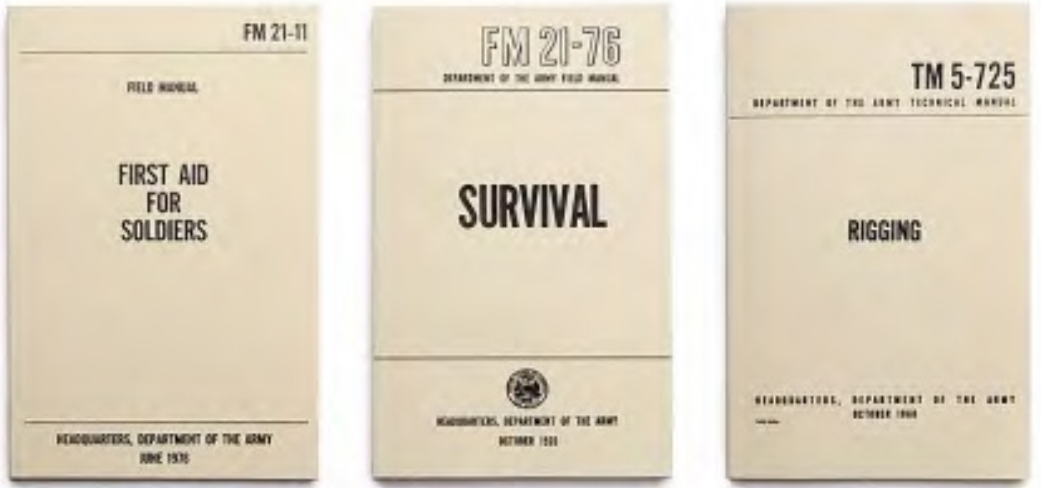
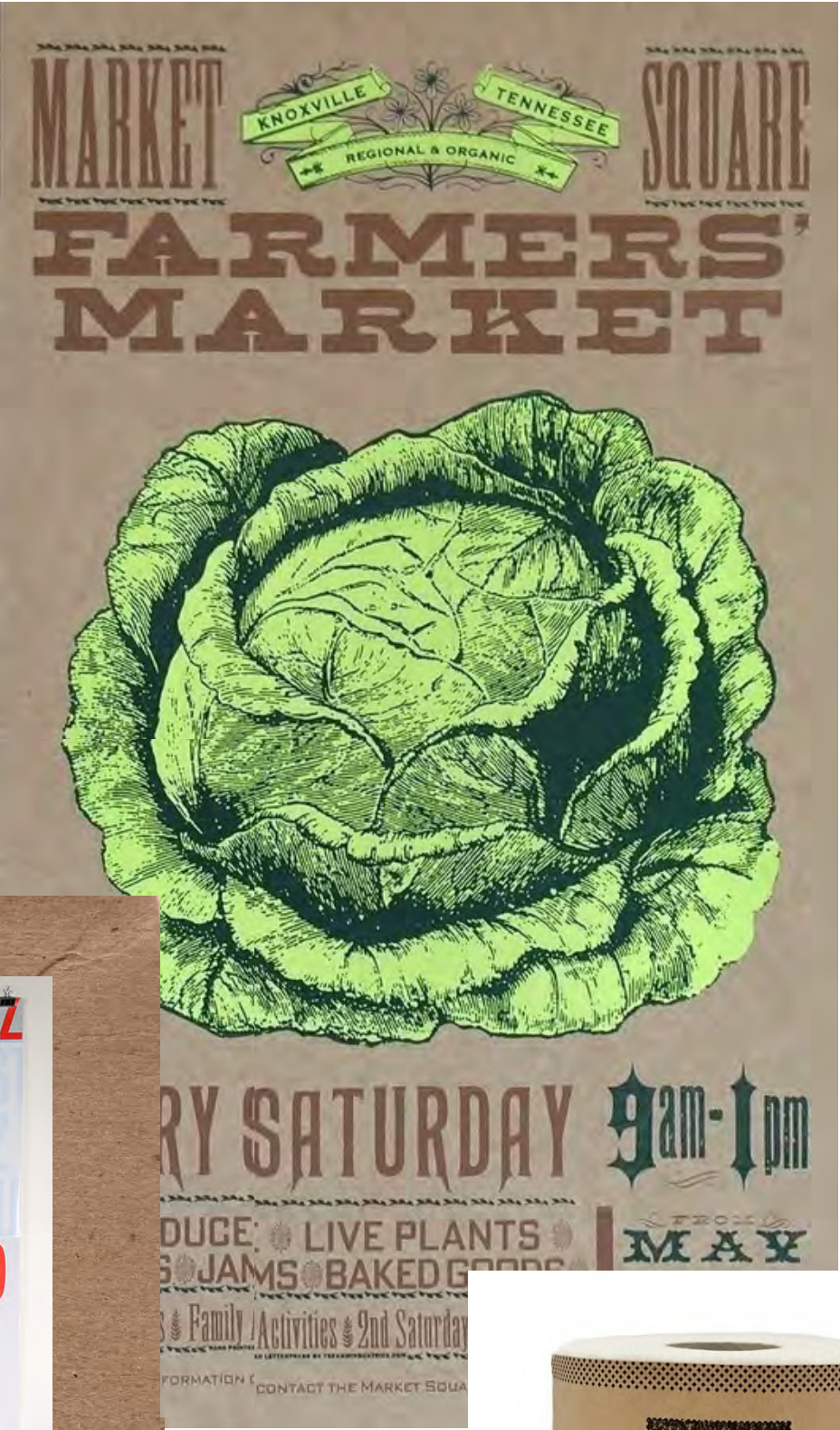
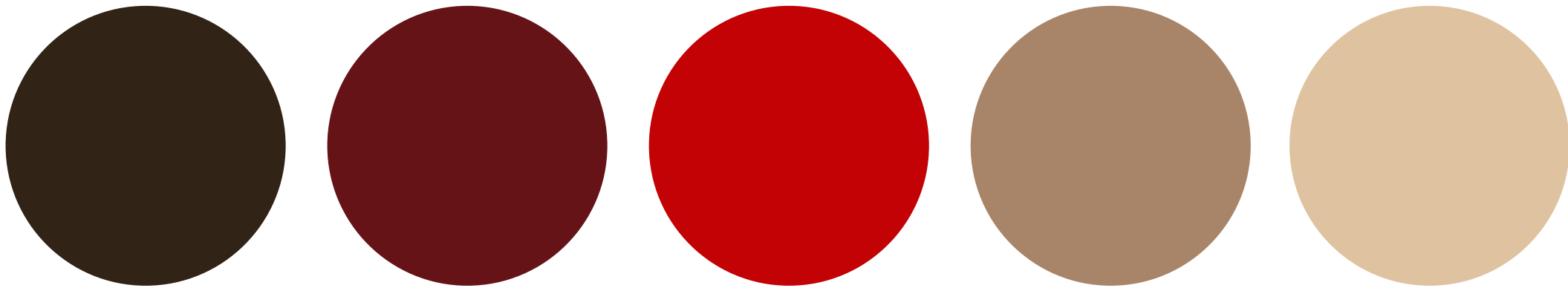
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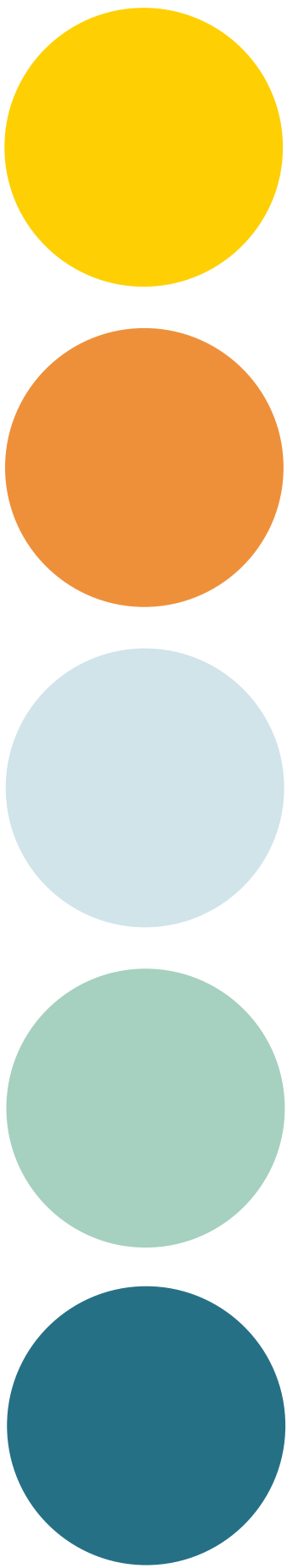
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STUDY 1



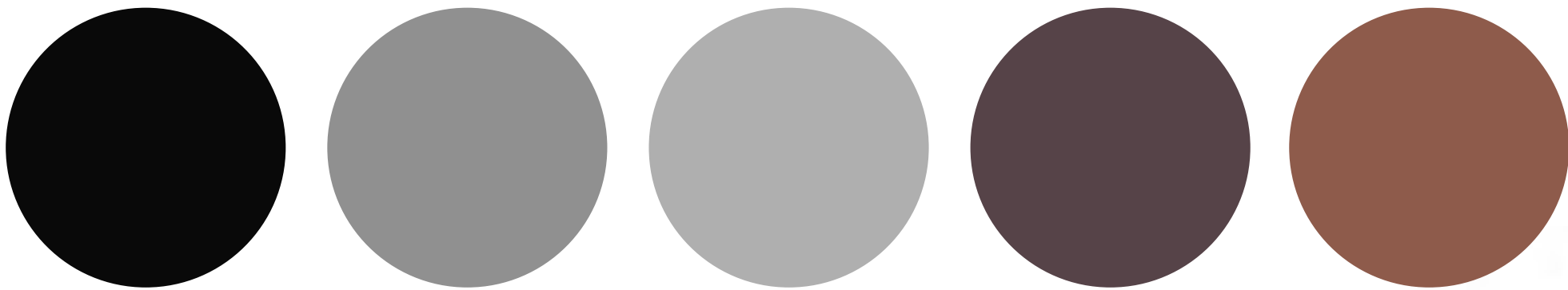
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STUDY 2



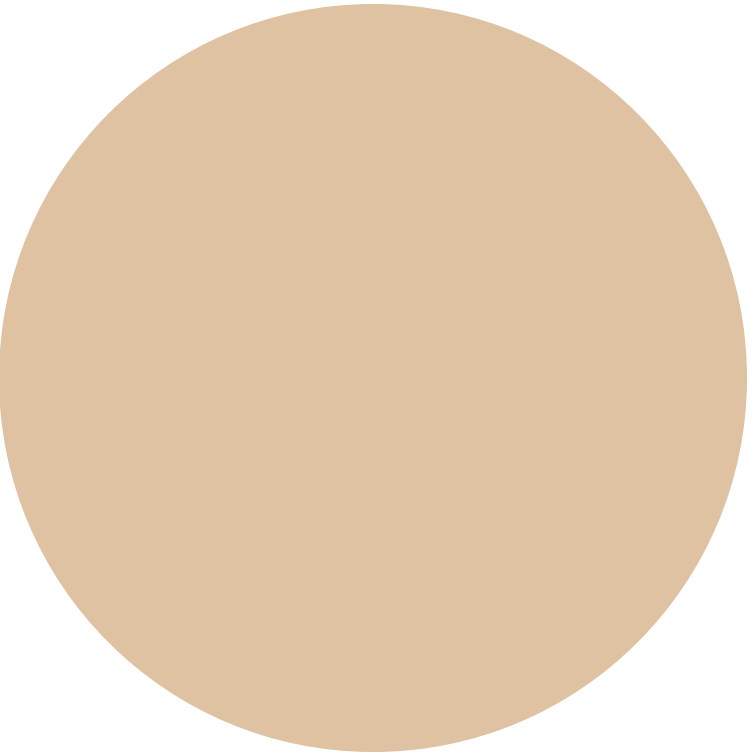
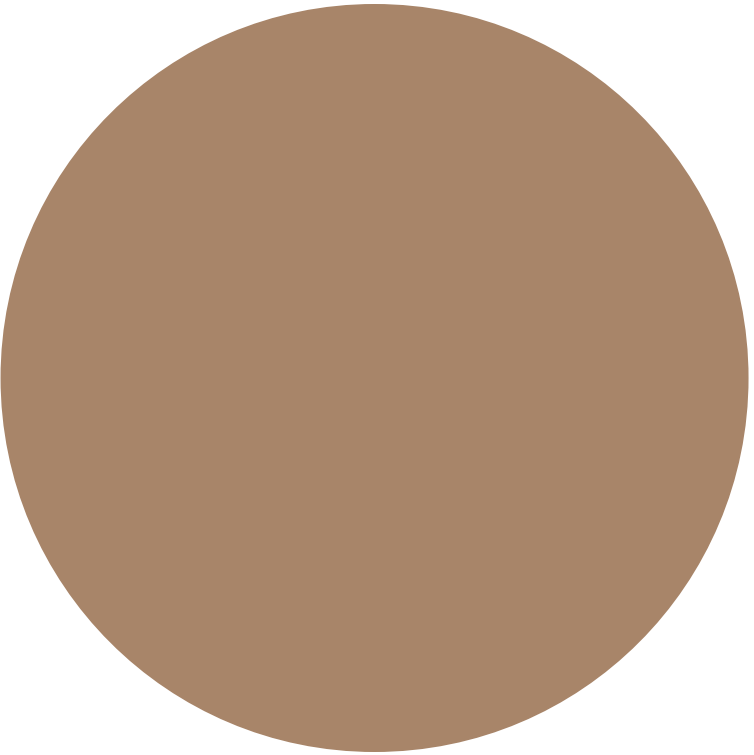
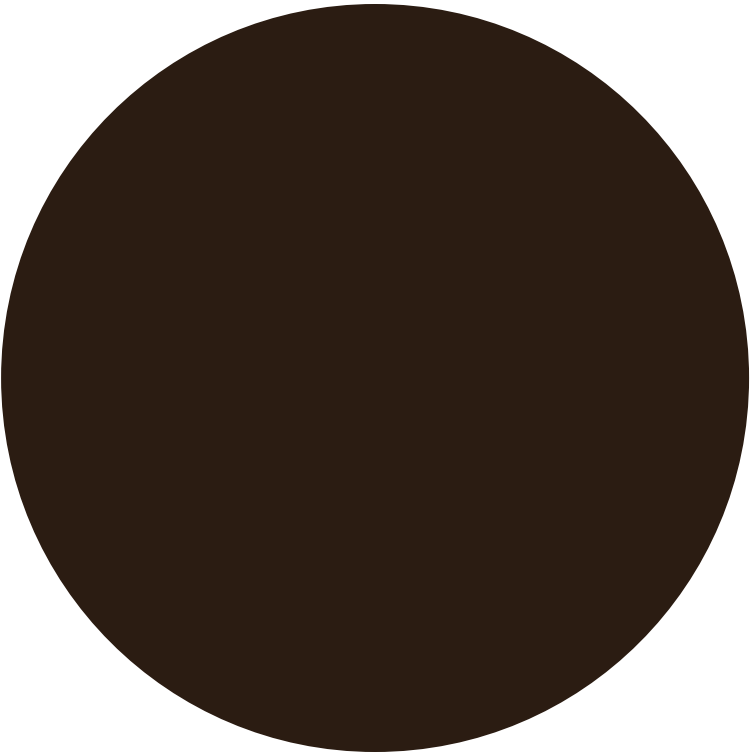
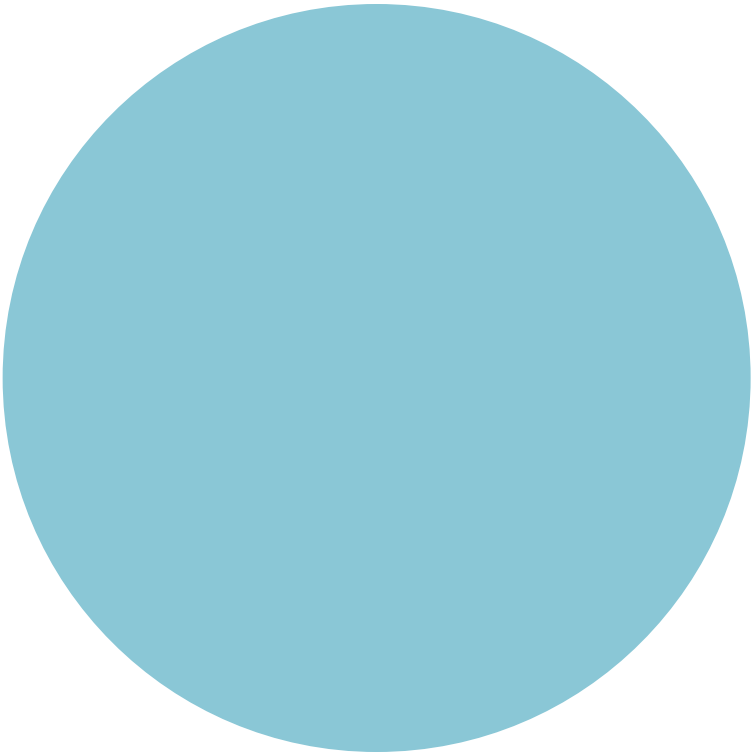
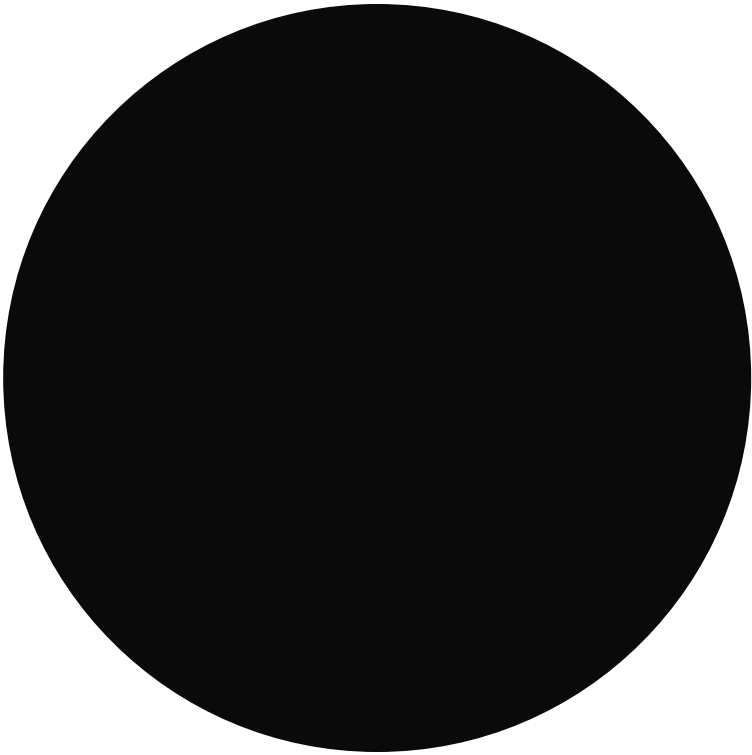
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FINAL PALLET



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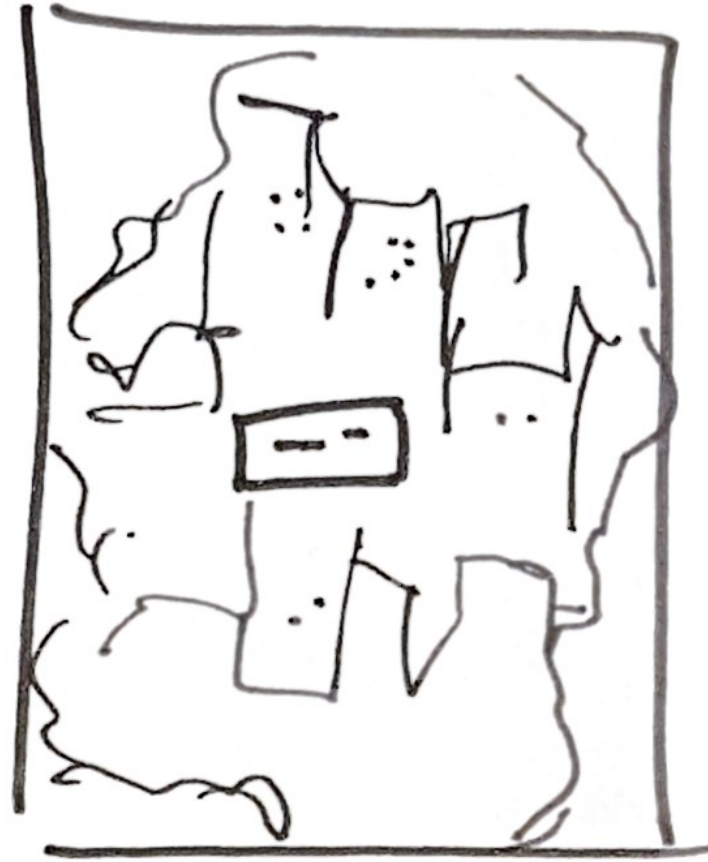
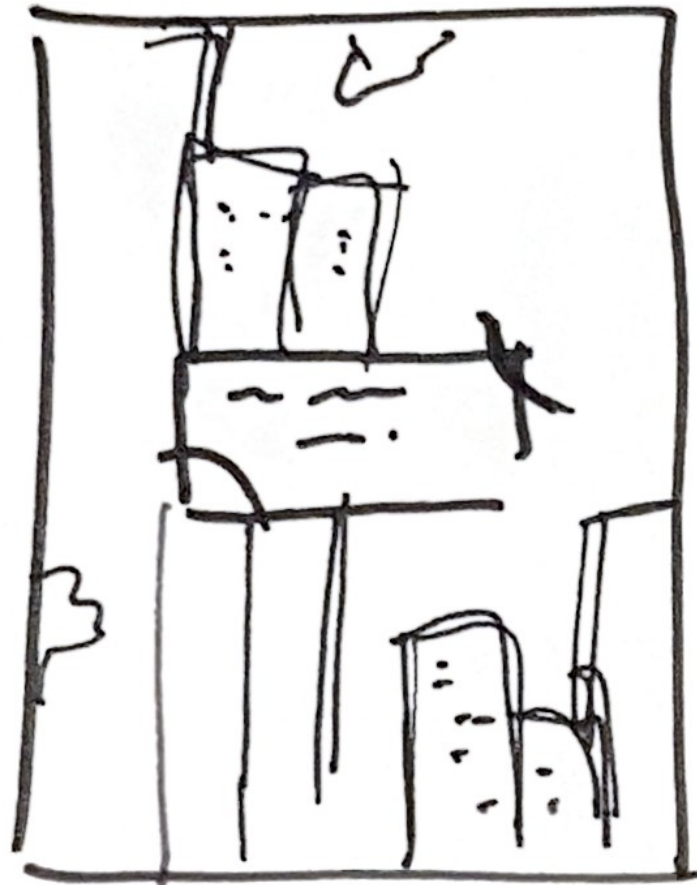
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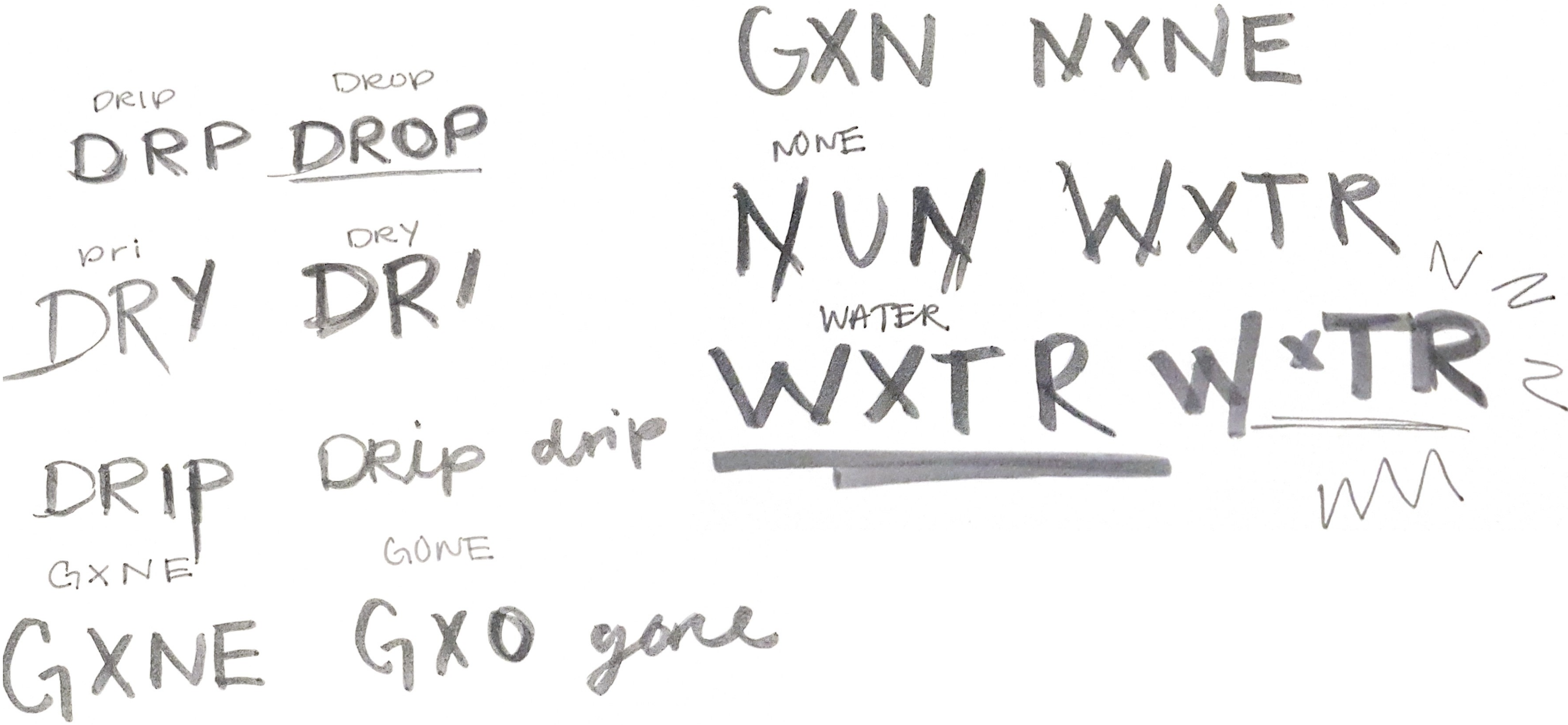
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POSTER



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LOGO



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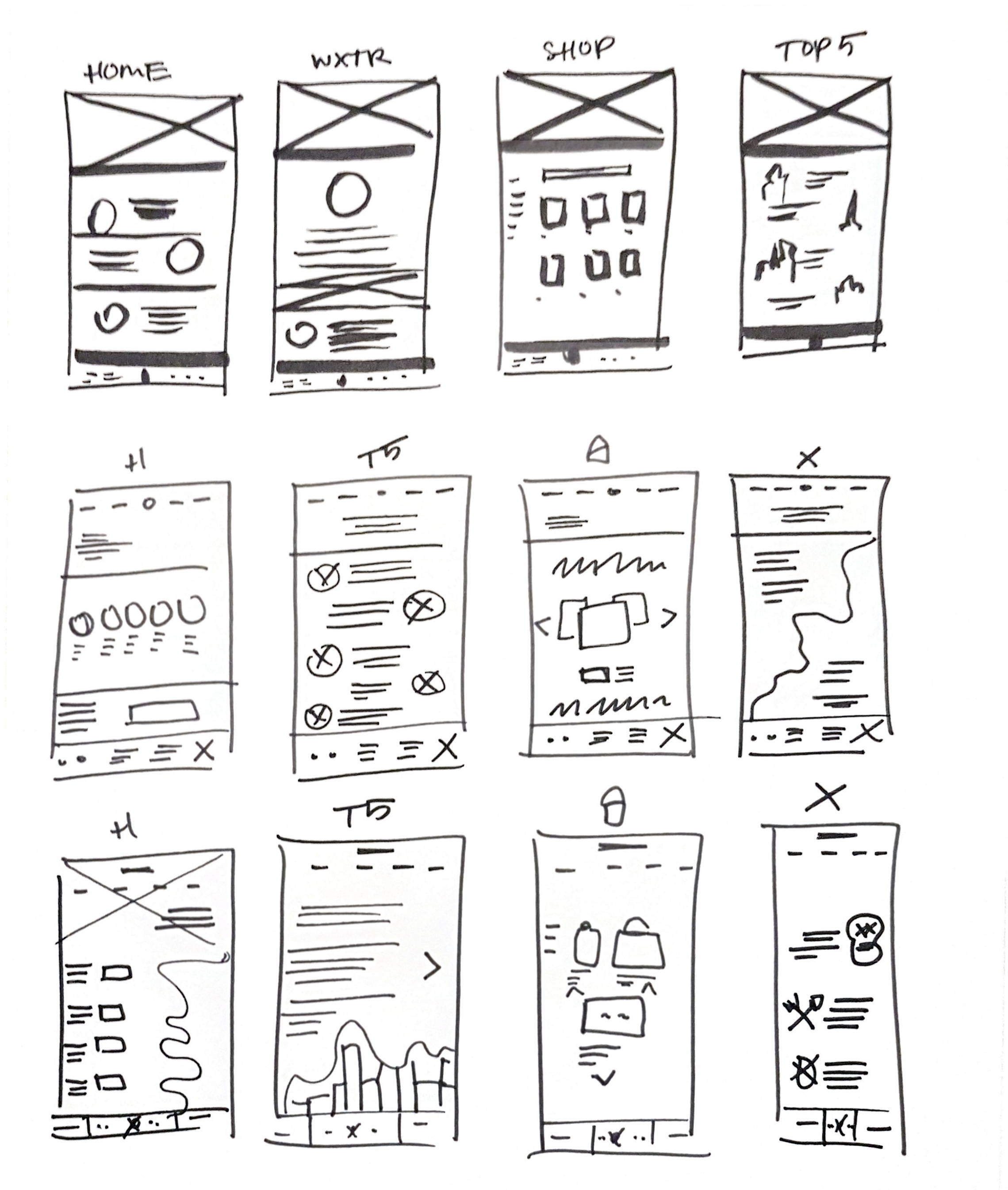
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WEBSITE



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POSTER



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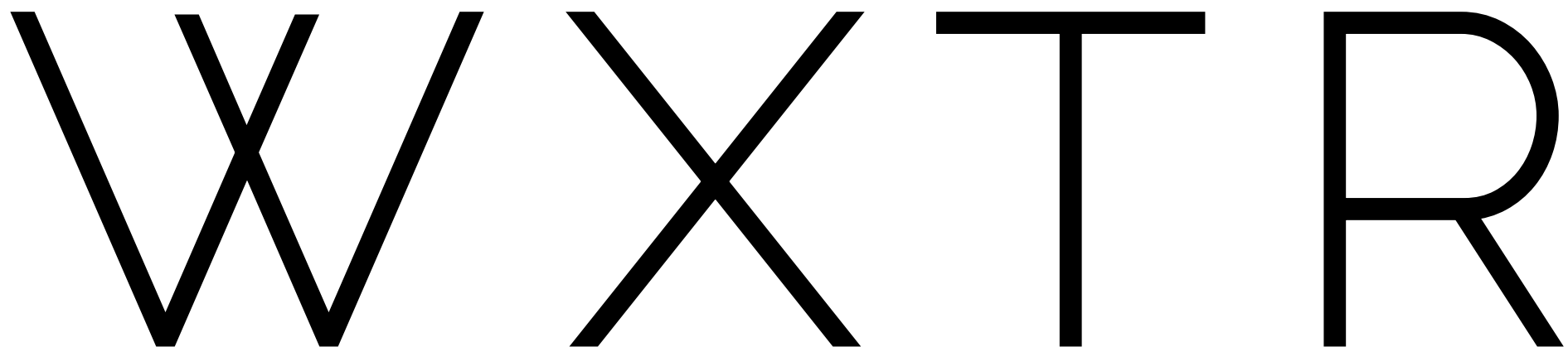
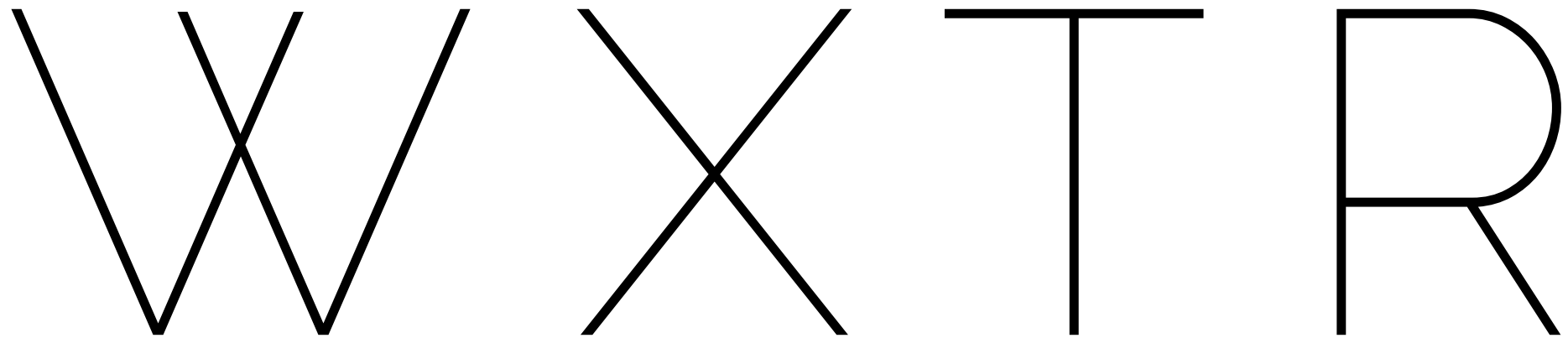
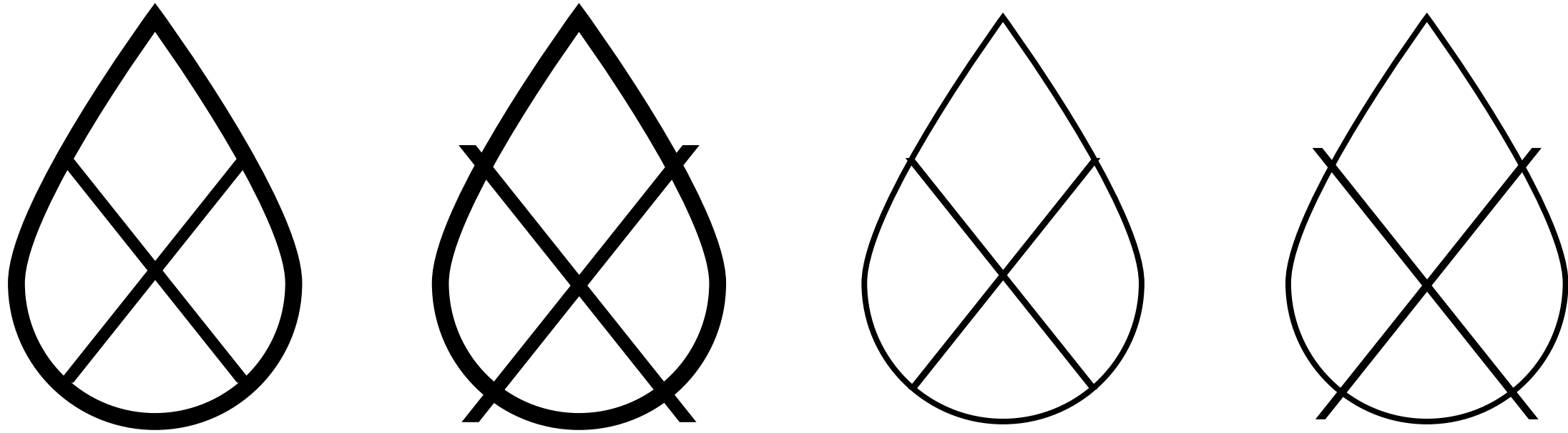
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WEBSITE | WXTR



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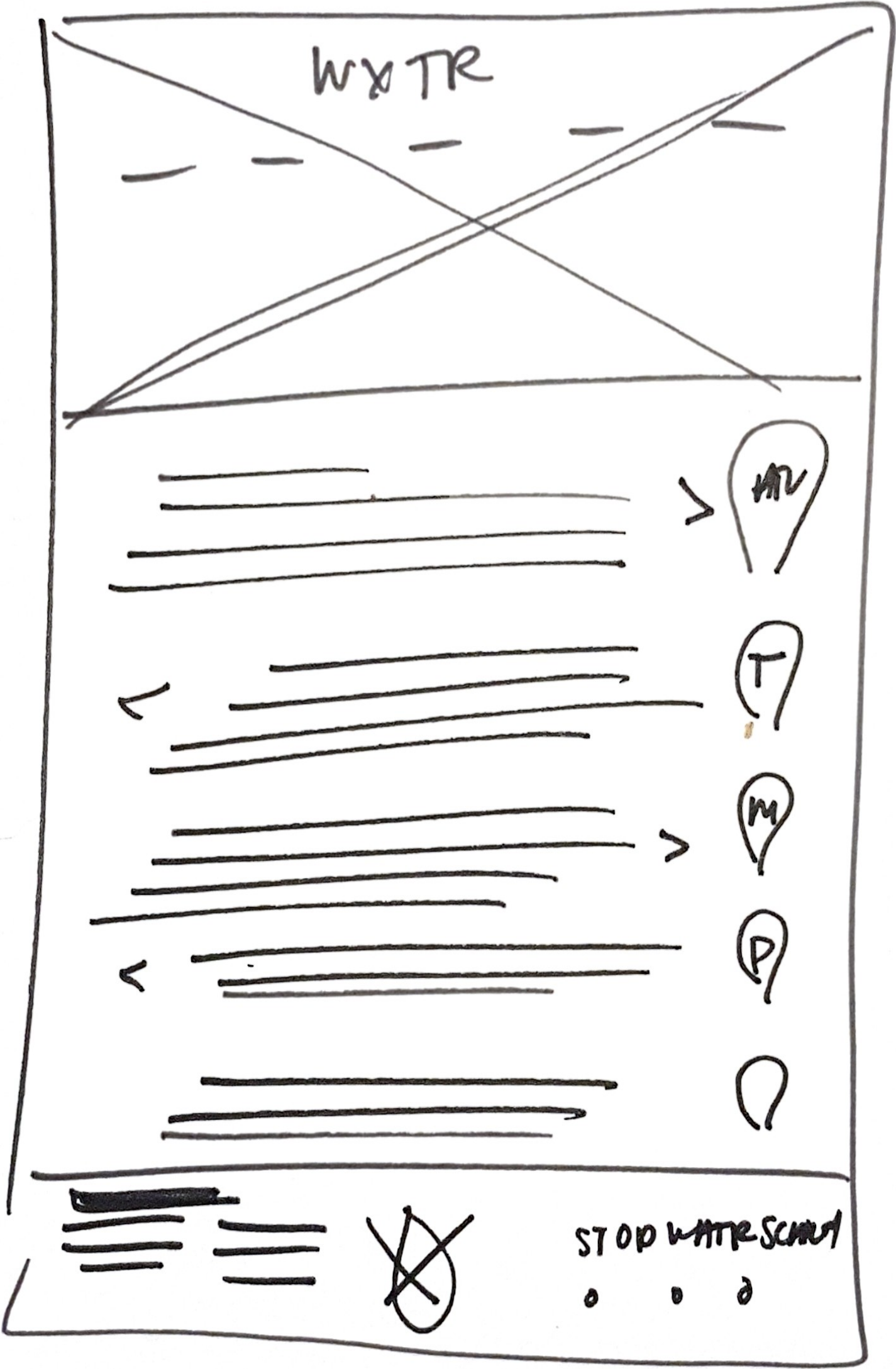
Roughs

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WEBSITE | TOP 5



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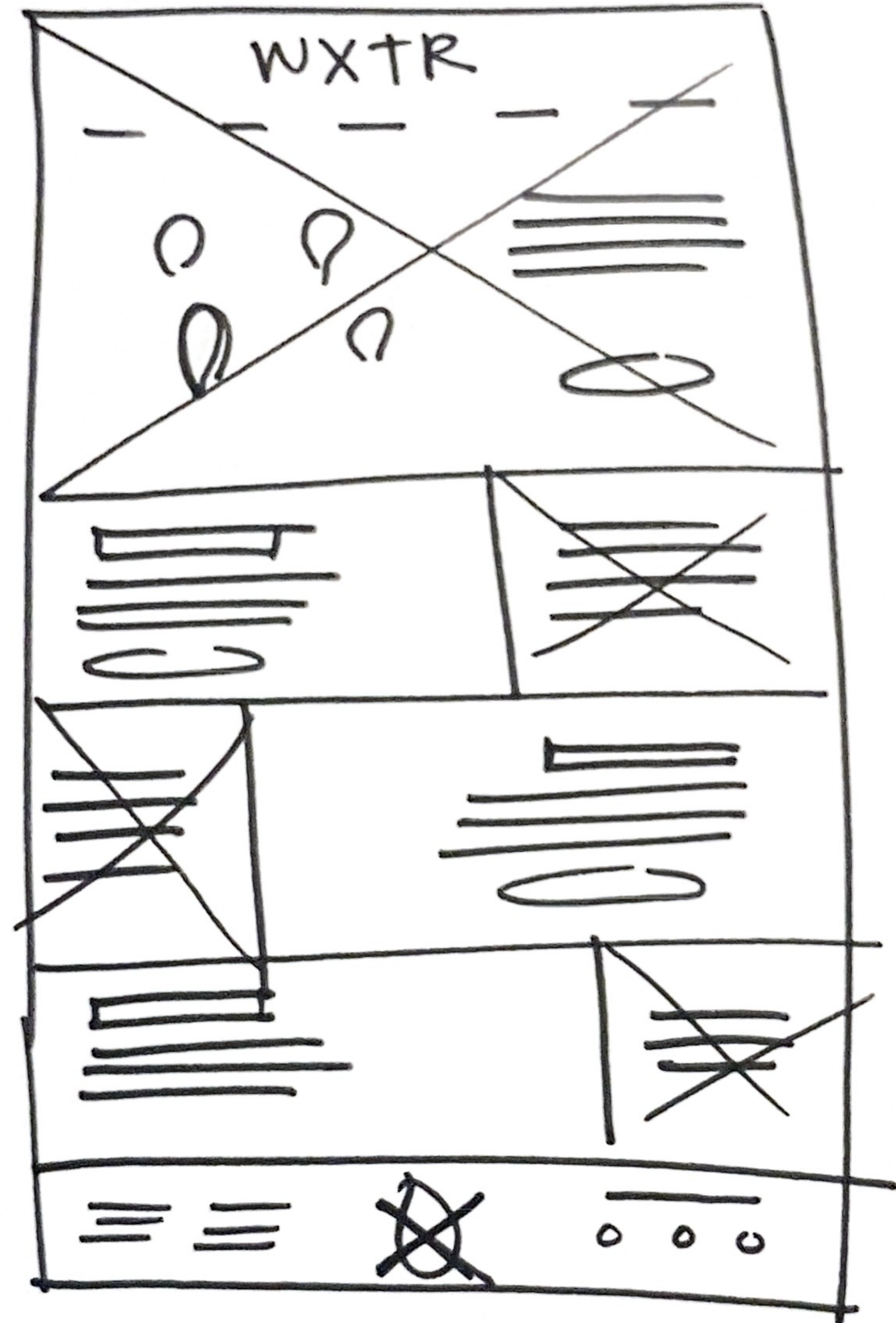
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WEBSITE | HOME



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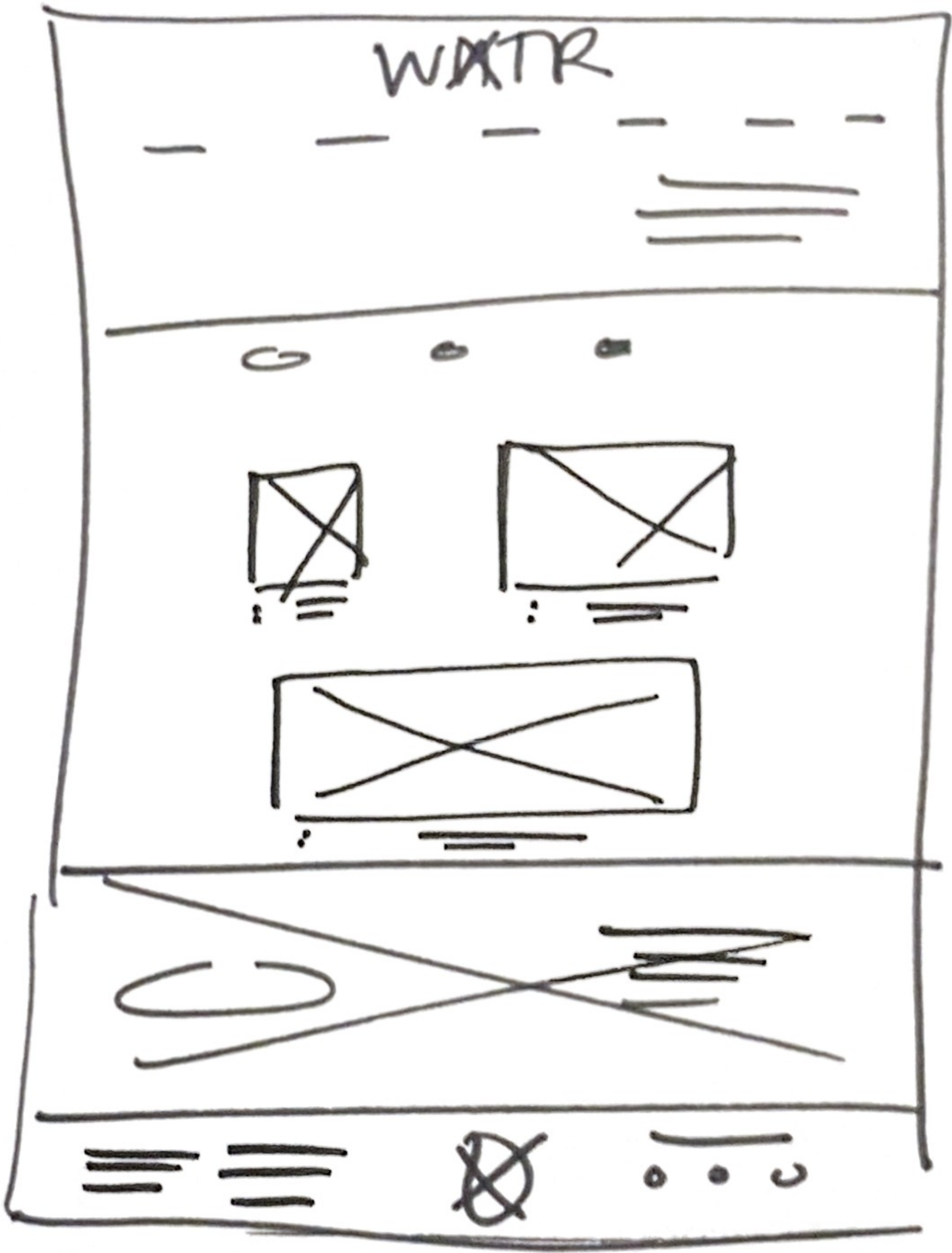
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WEBSITE | SHOP



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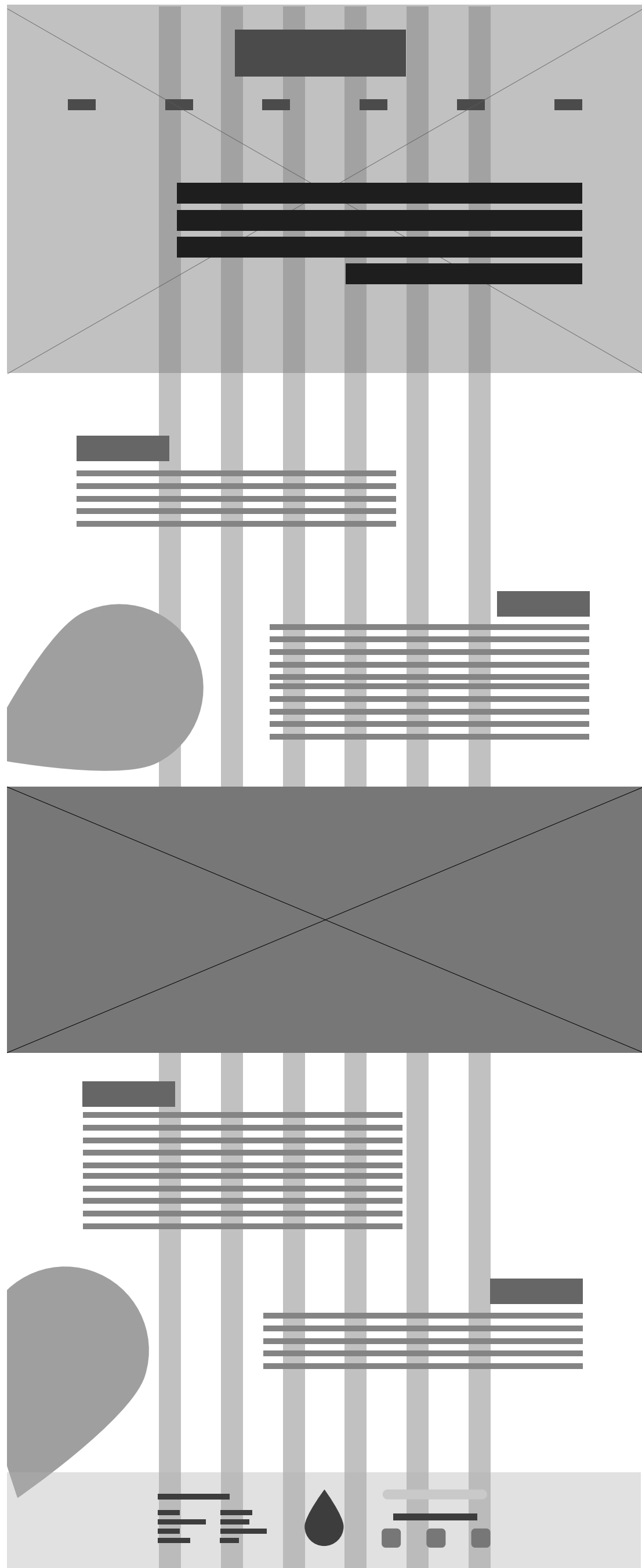
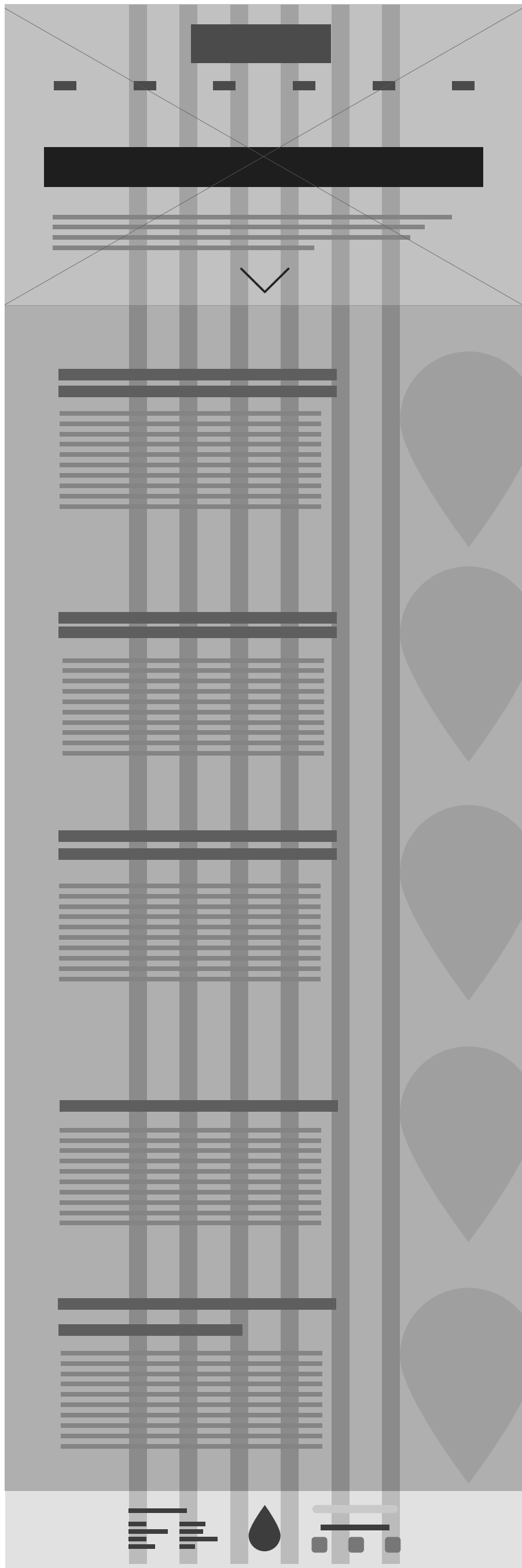
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WIREFRAMES TOP 5 | WXTR



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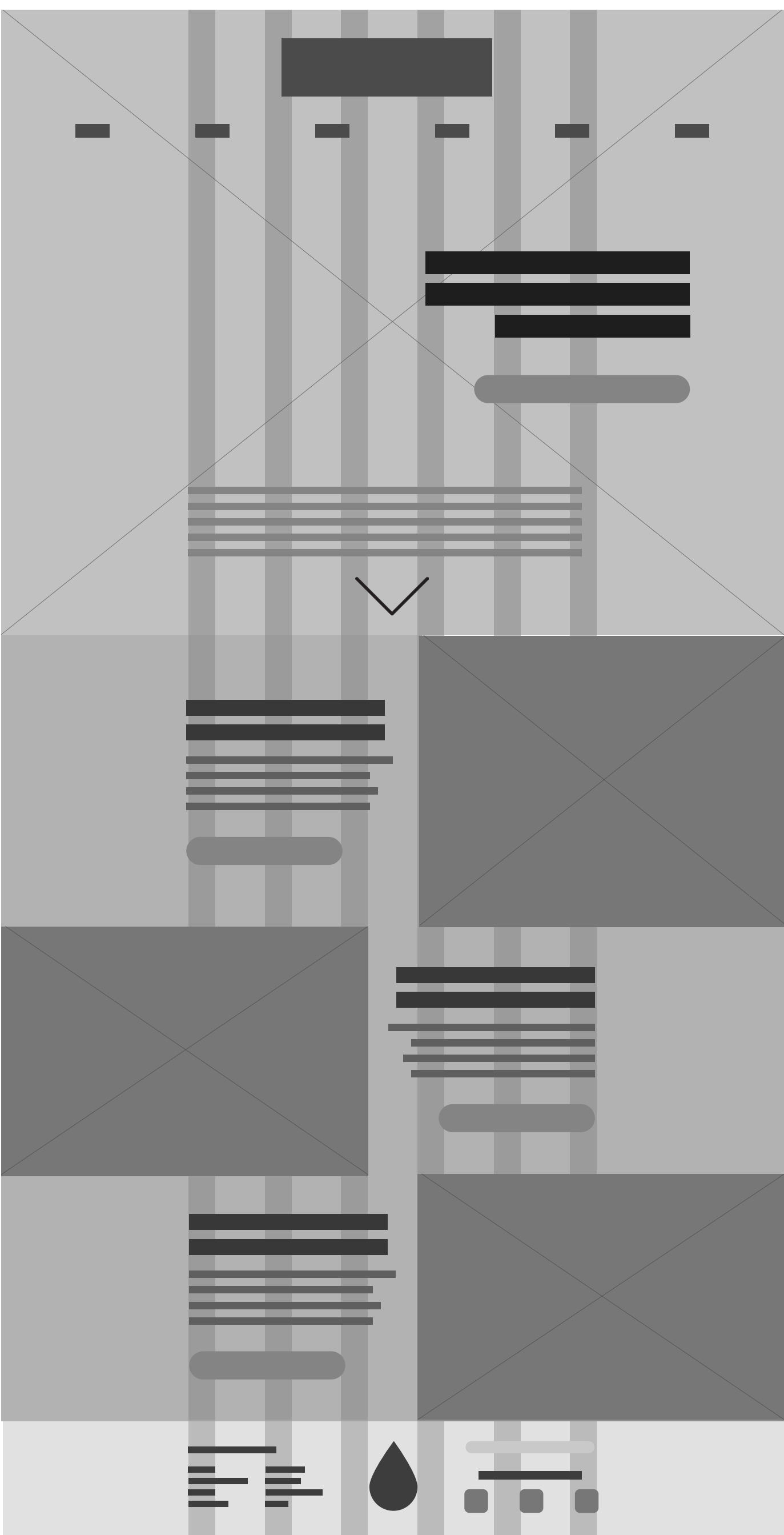
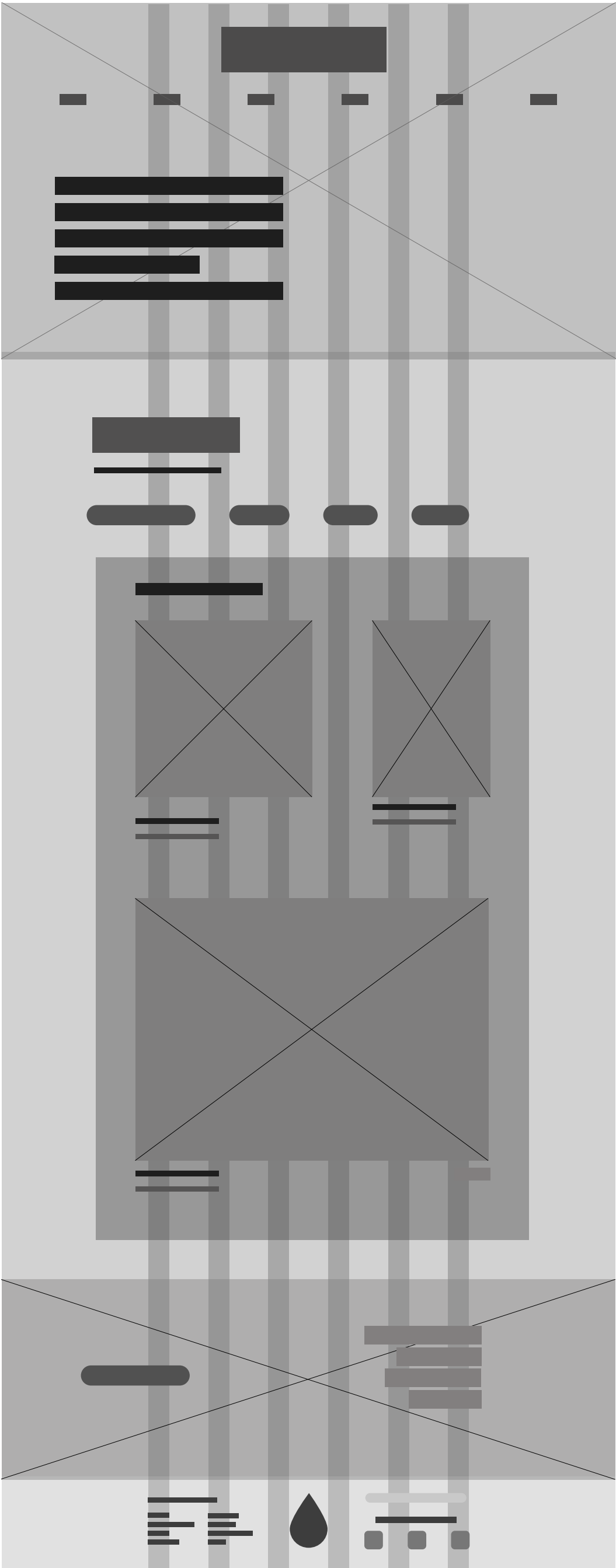
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WIREFRAMES SHOP | HOME



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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.

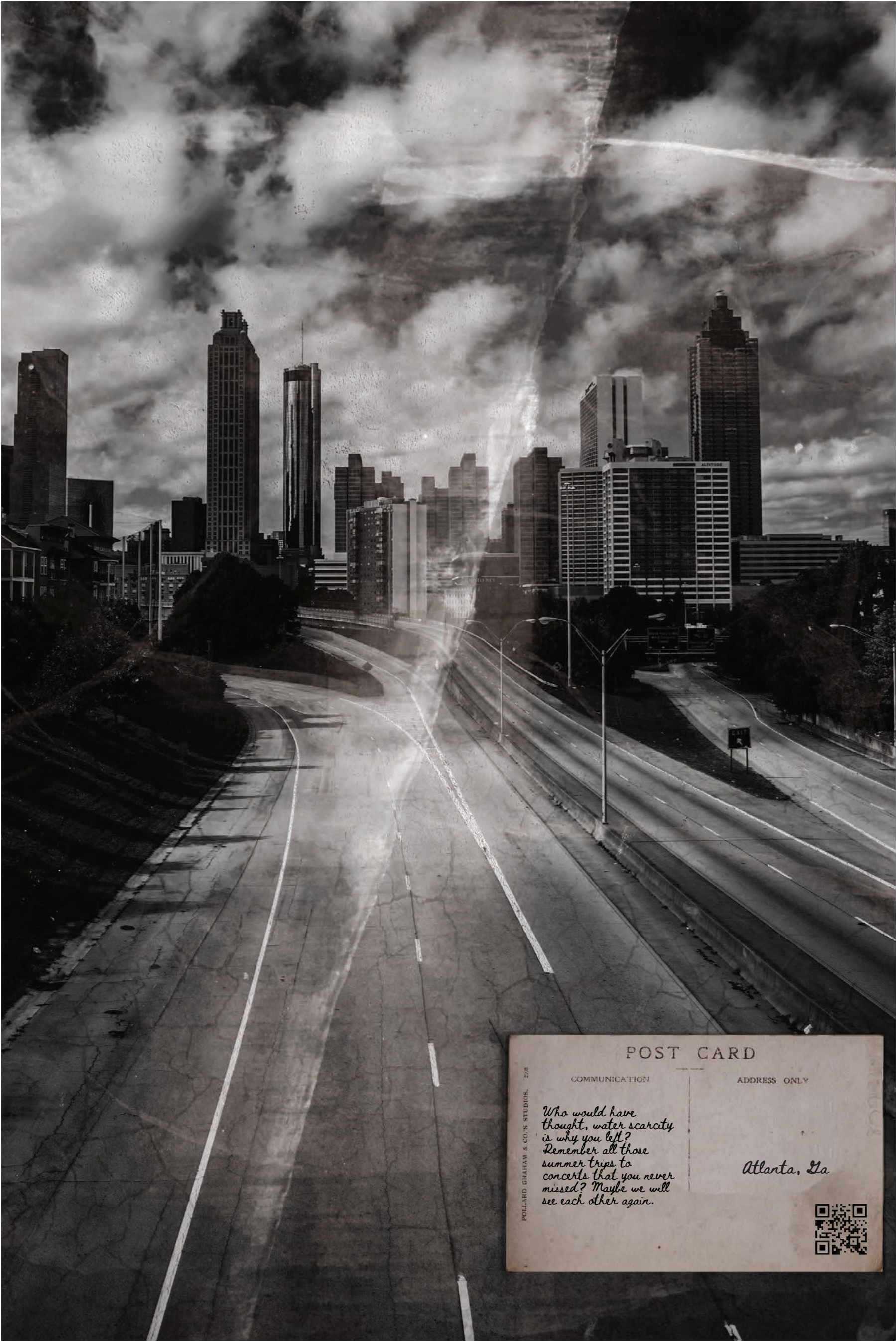
*Photoshoped empty highway.



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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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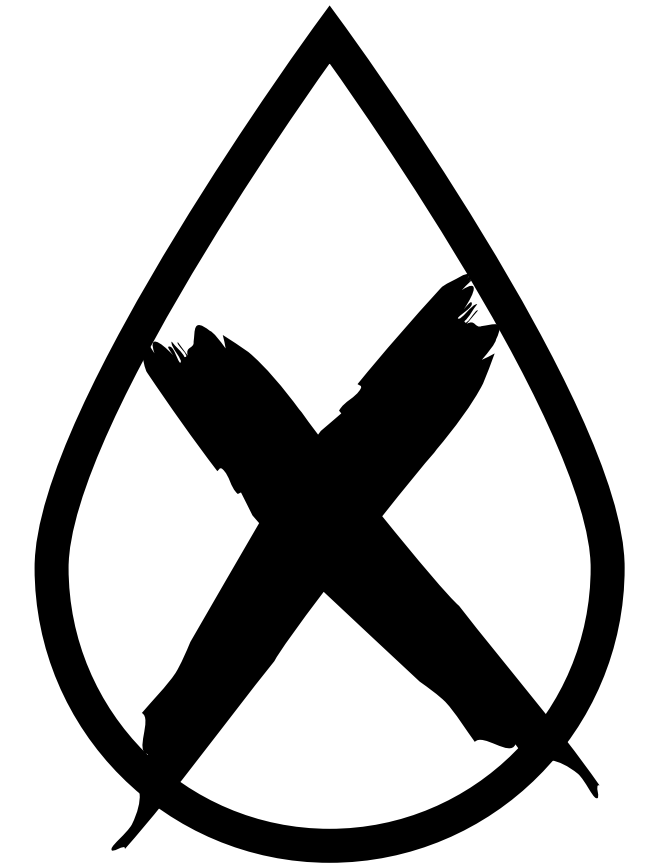
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LOGO VARIATIONS



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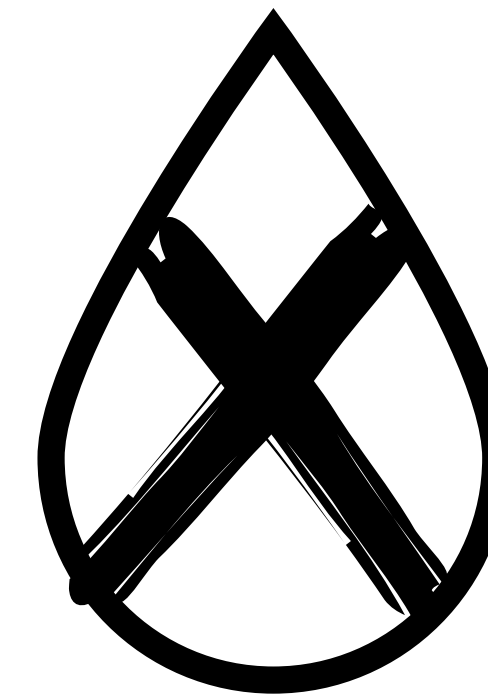
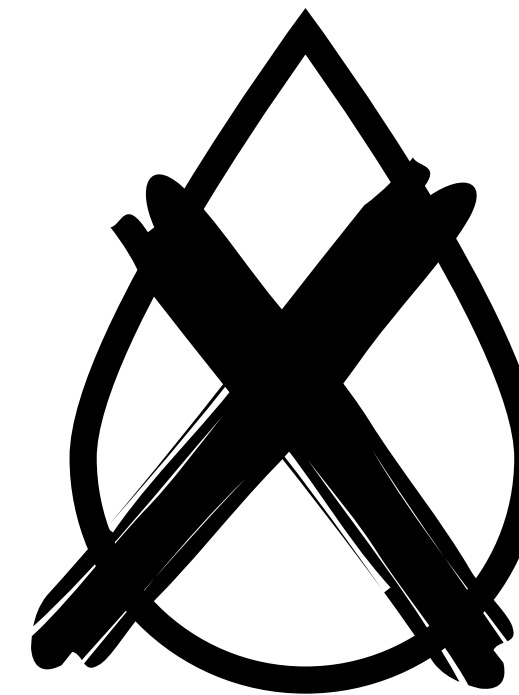
Computer Roughs

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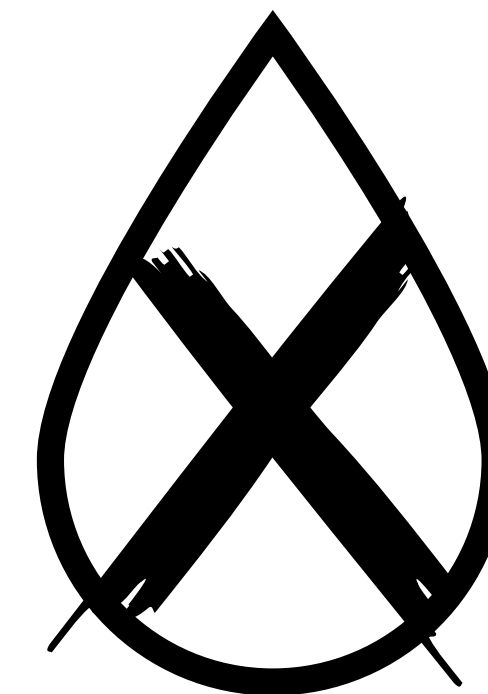
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LOGO VARIATIONS

W X T R

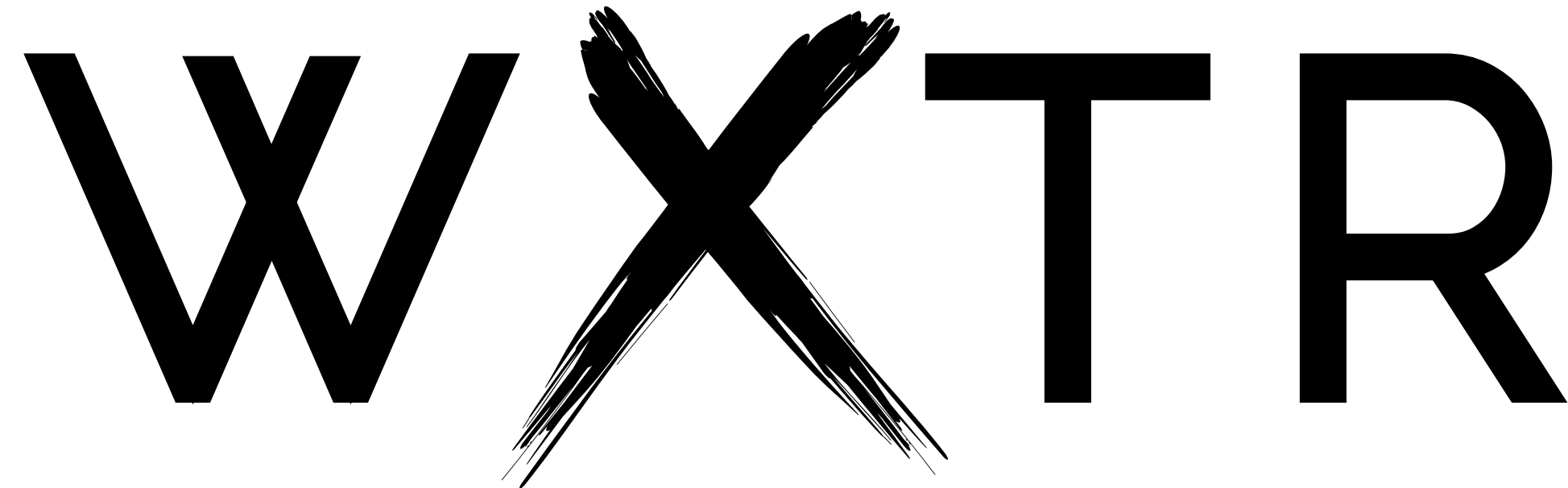
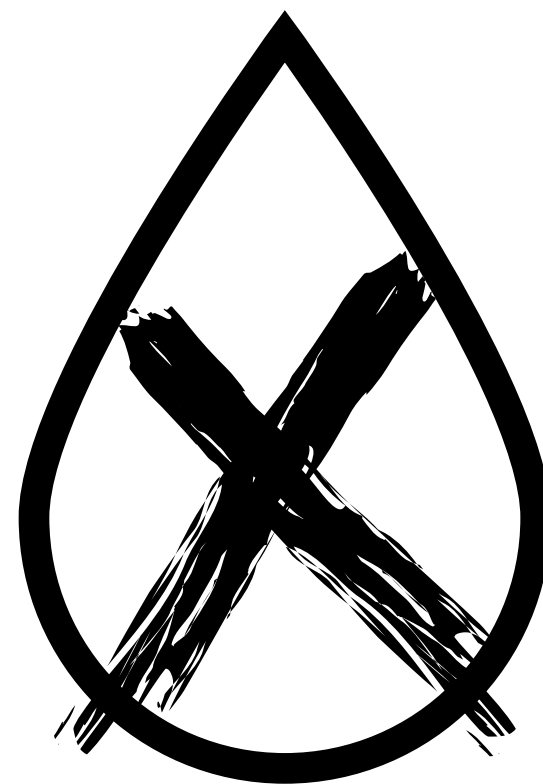


W X T R



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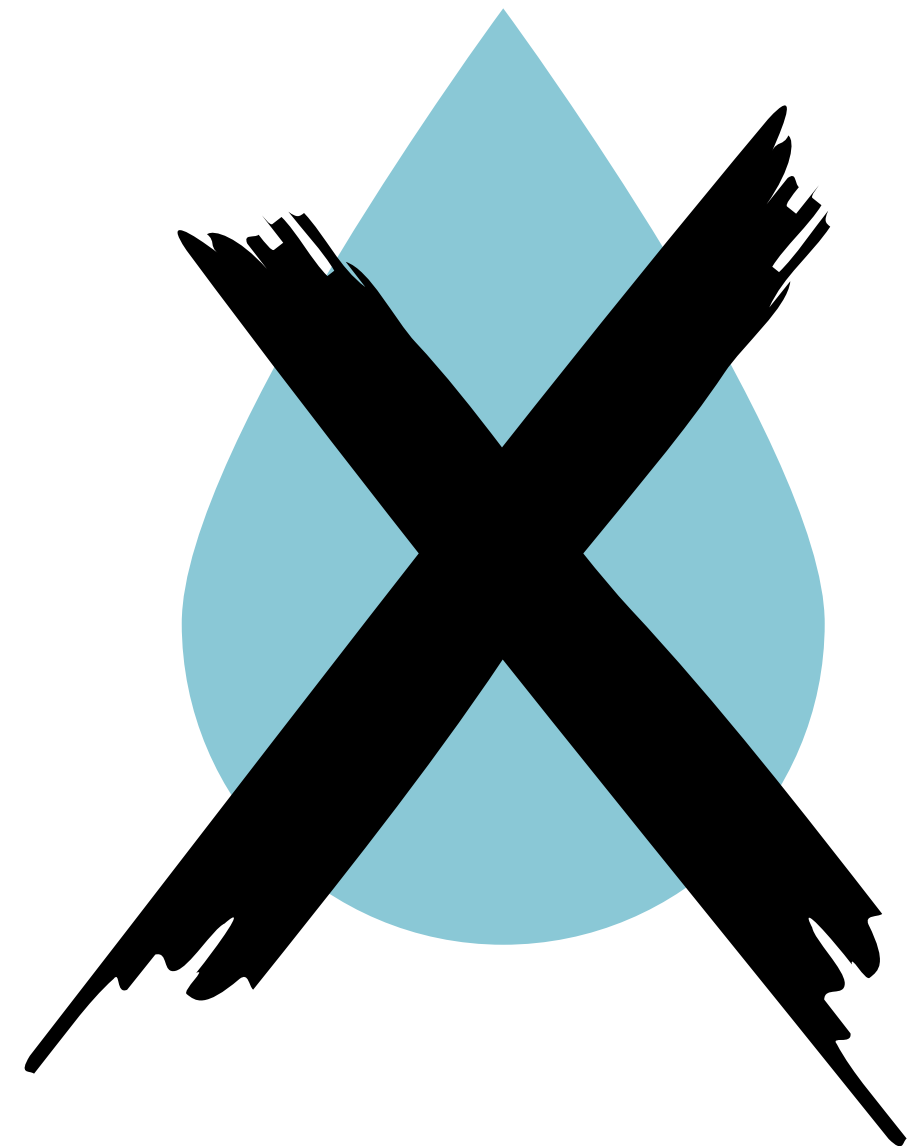
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LOGO LAYOUT



THE MARK



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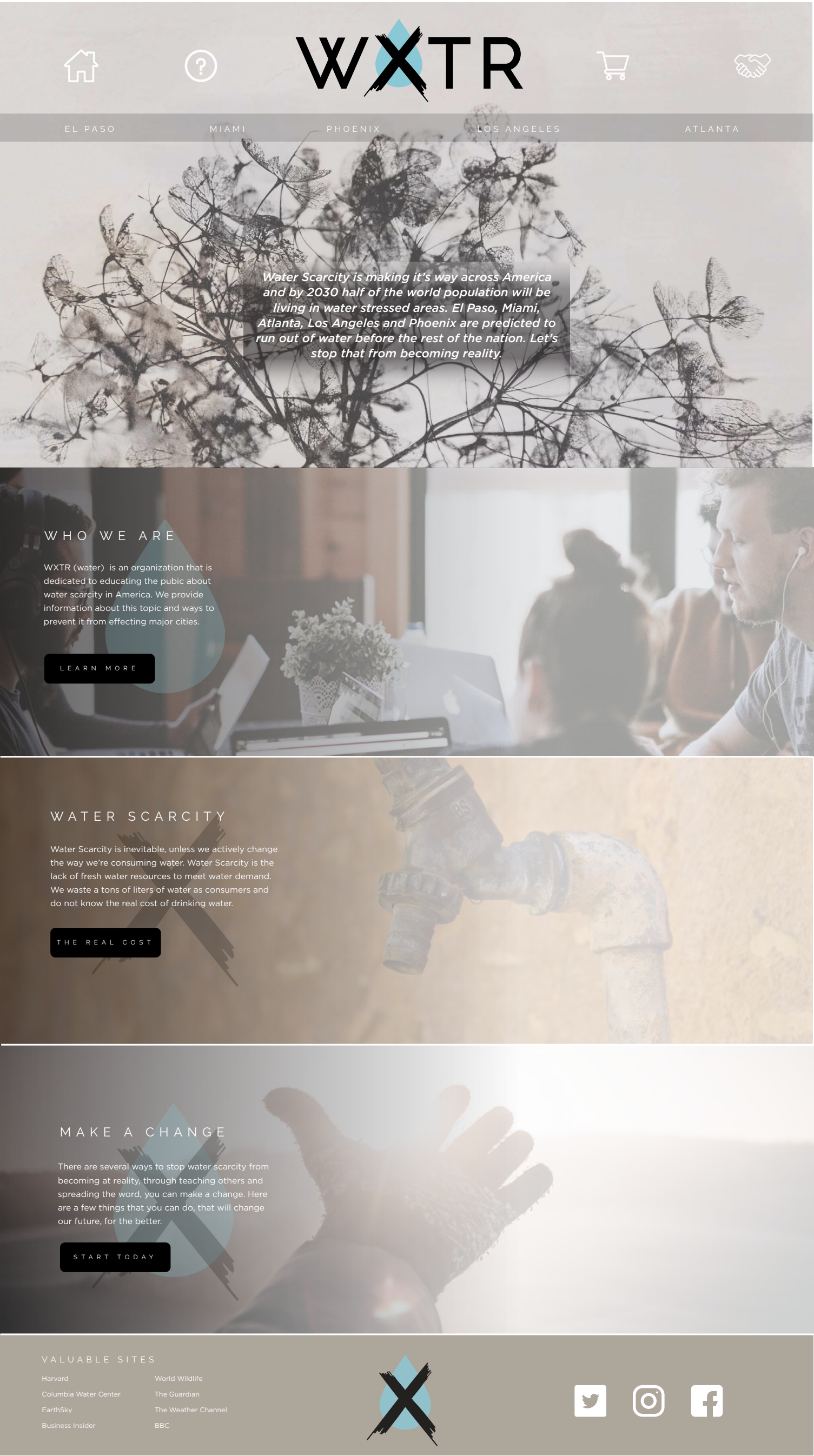
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HOME PAGE V.1



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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

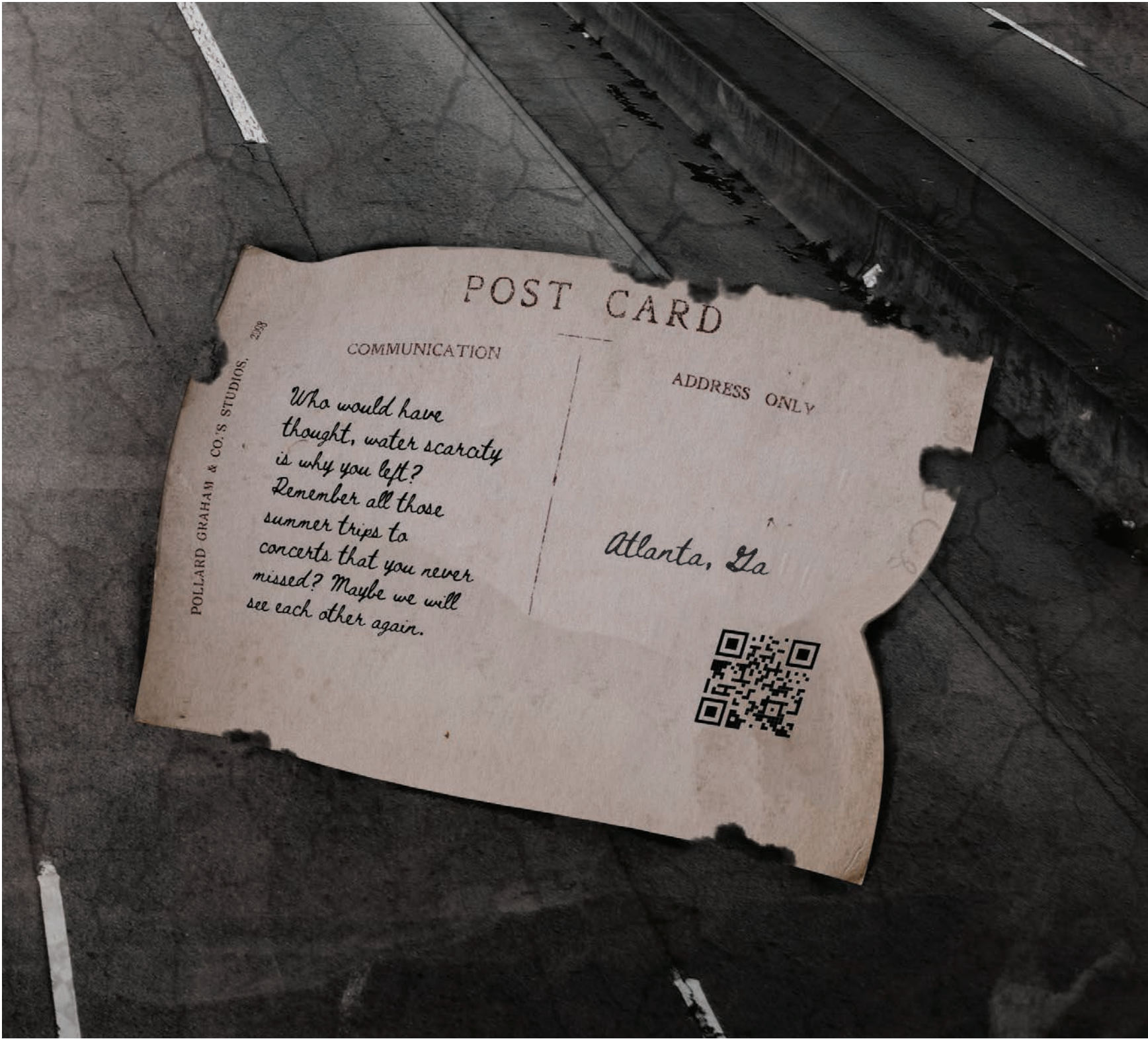
*took out small sections to make it look worn with the eraser tool



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POSTER LAYOUT V.2

*added the same text to the postcard



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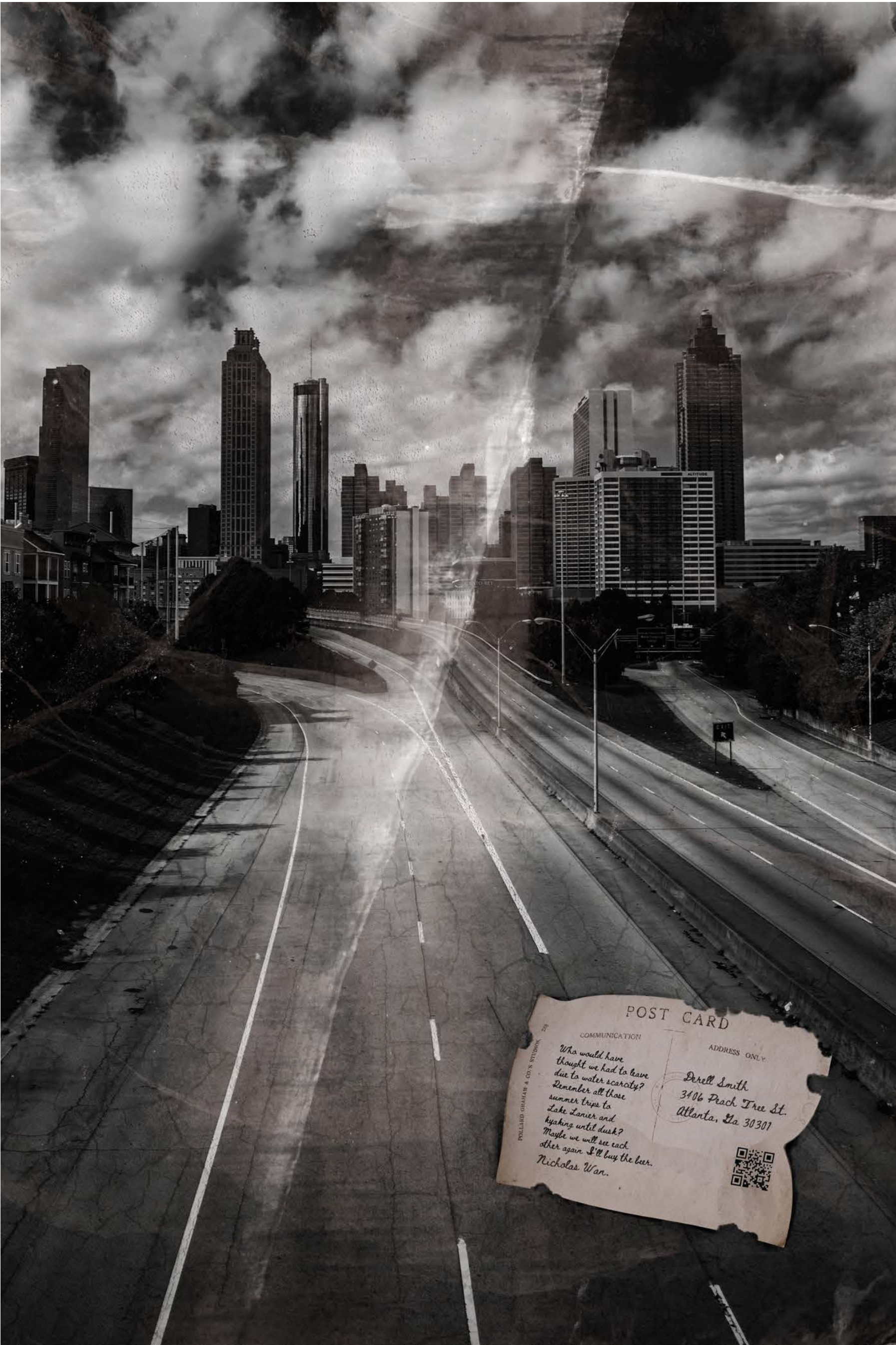
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POSTER LAYOUT V.3

*fixed the text

*added aliases & stamp



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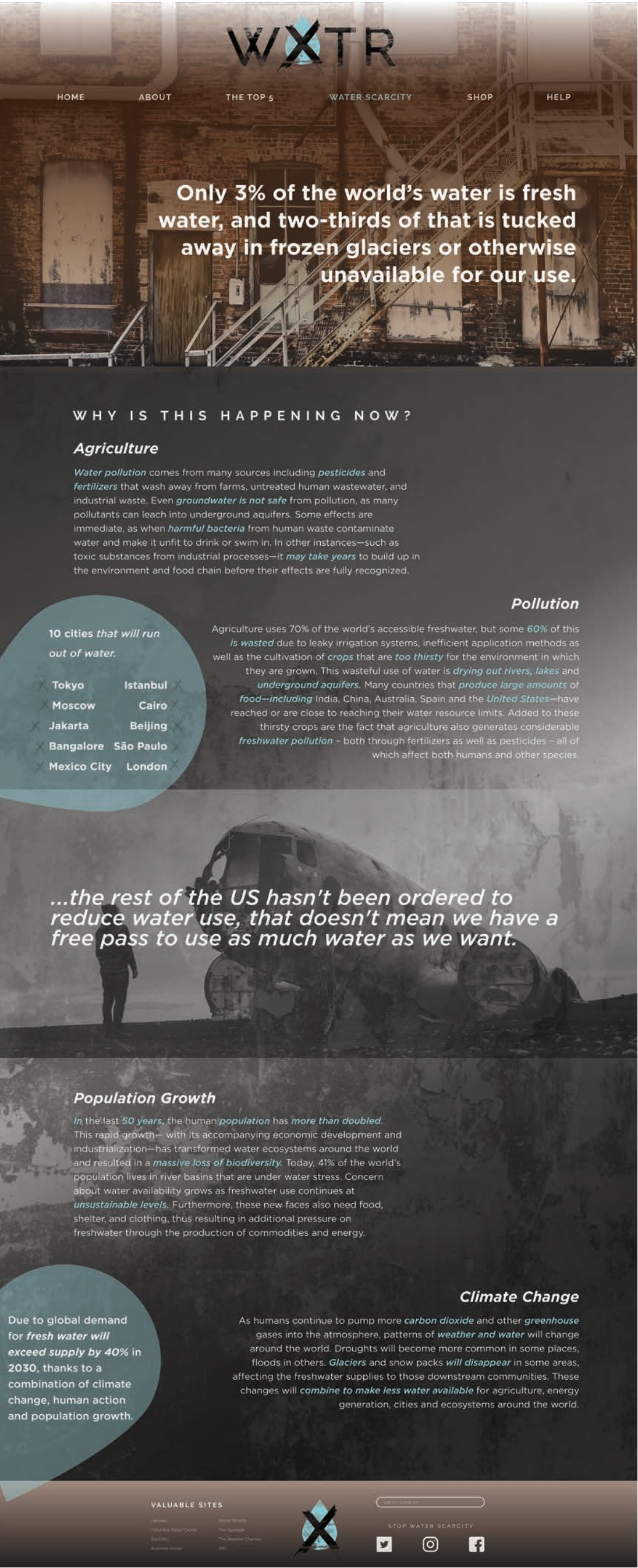
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WATER SCARCITY PAGE



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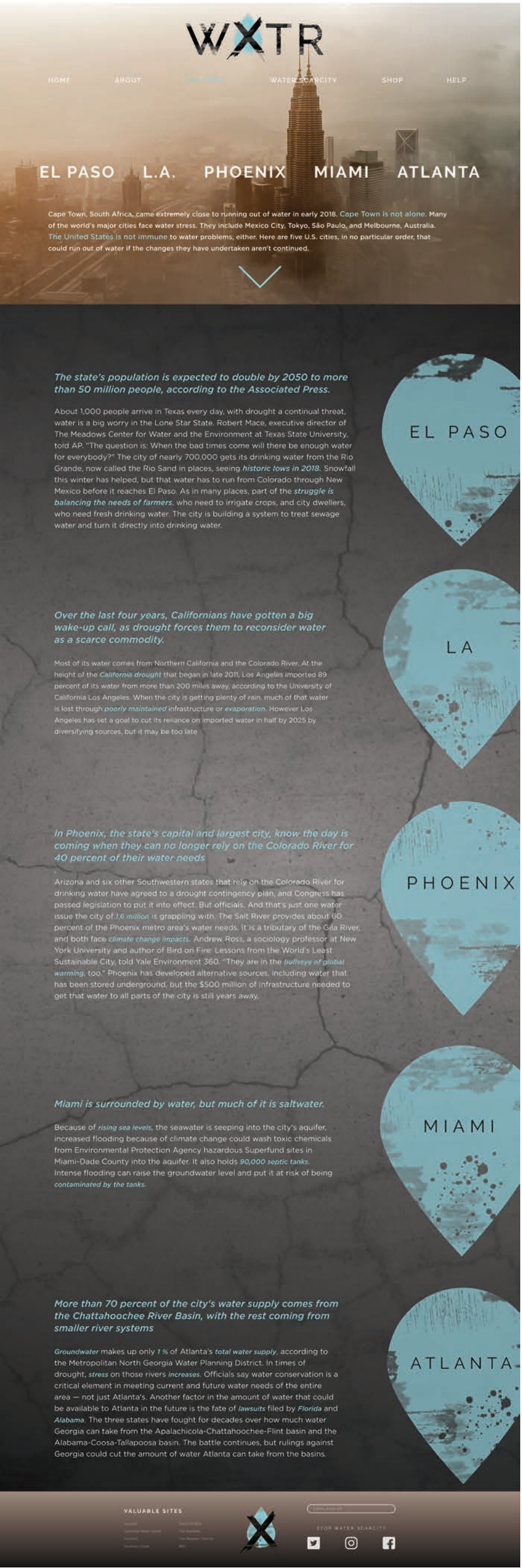
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TOP 5 PAGE



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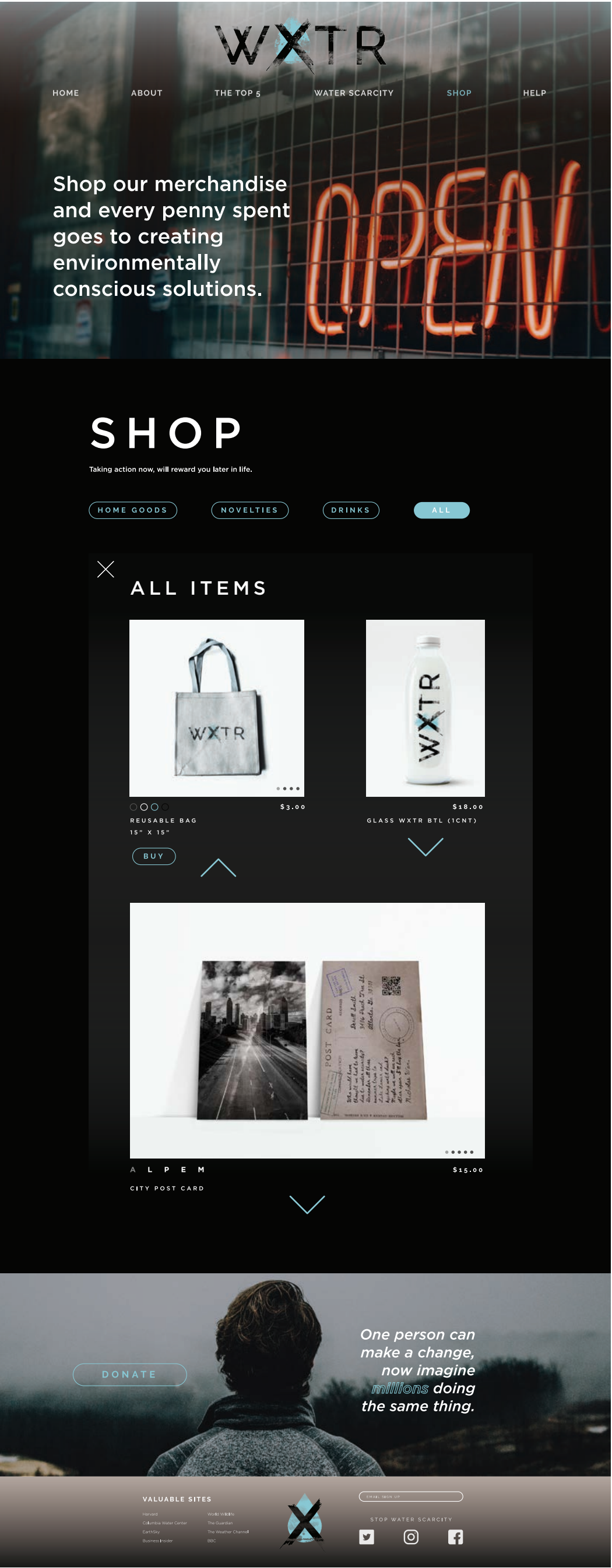
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SHOP PAGE



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MERCHANDISE



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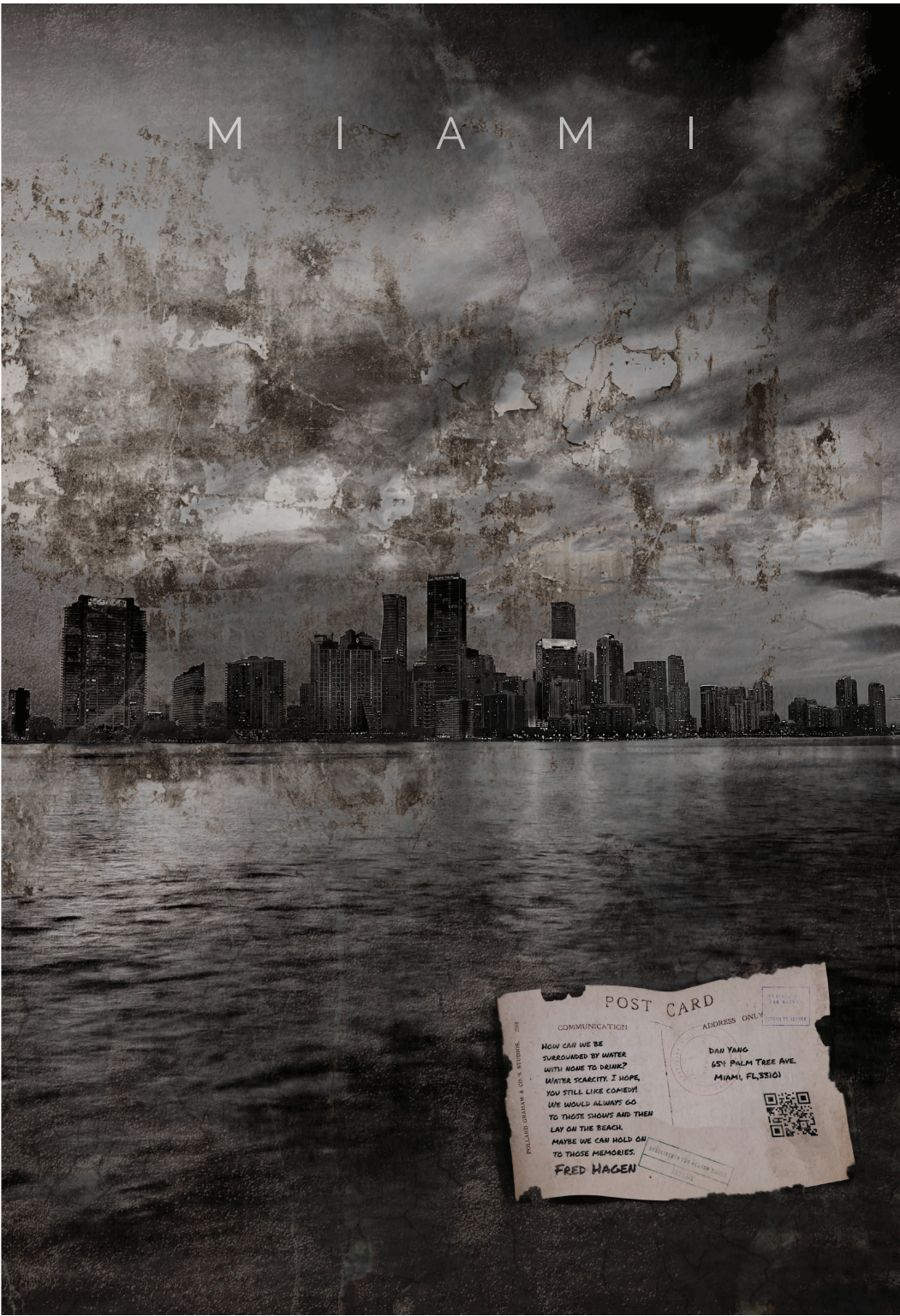
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POSTERS



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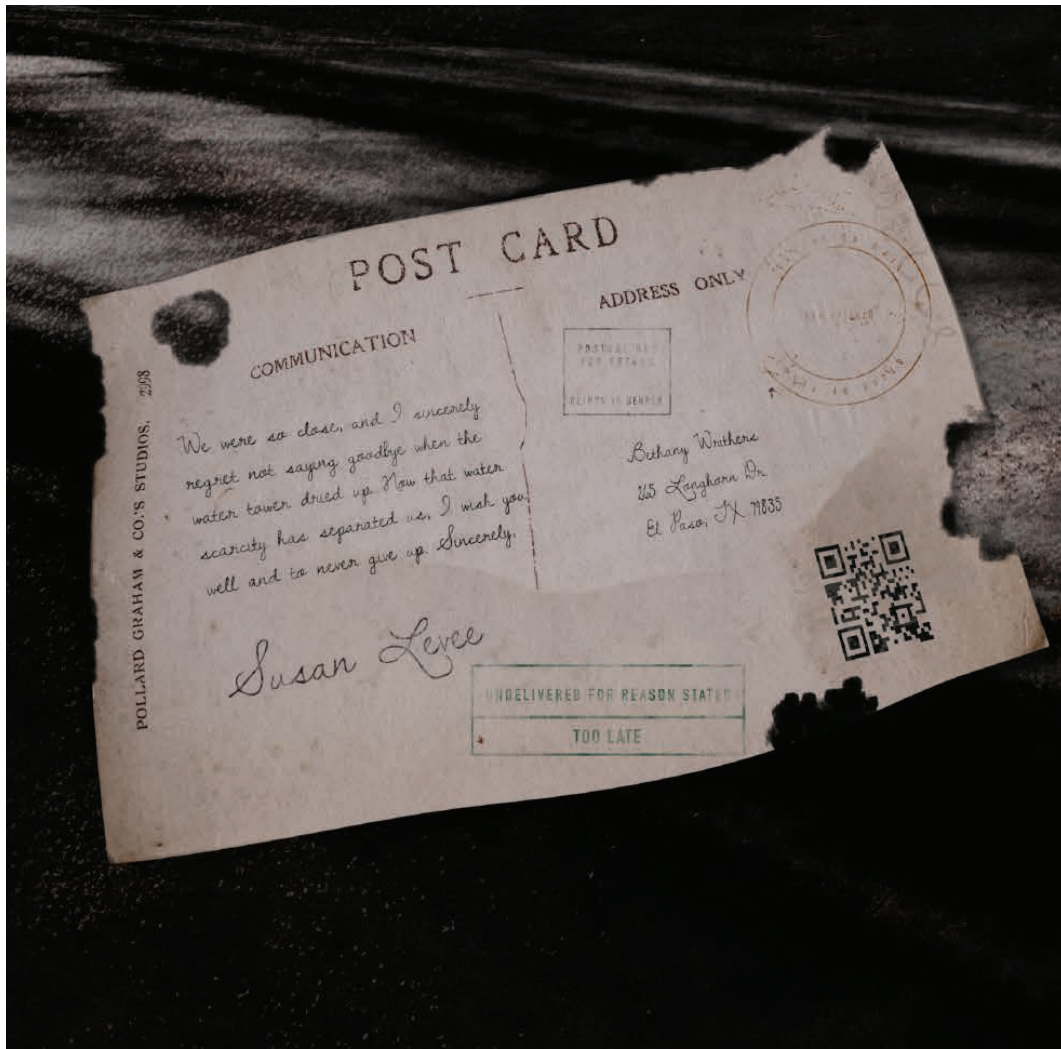
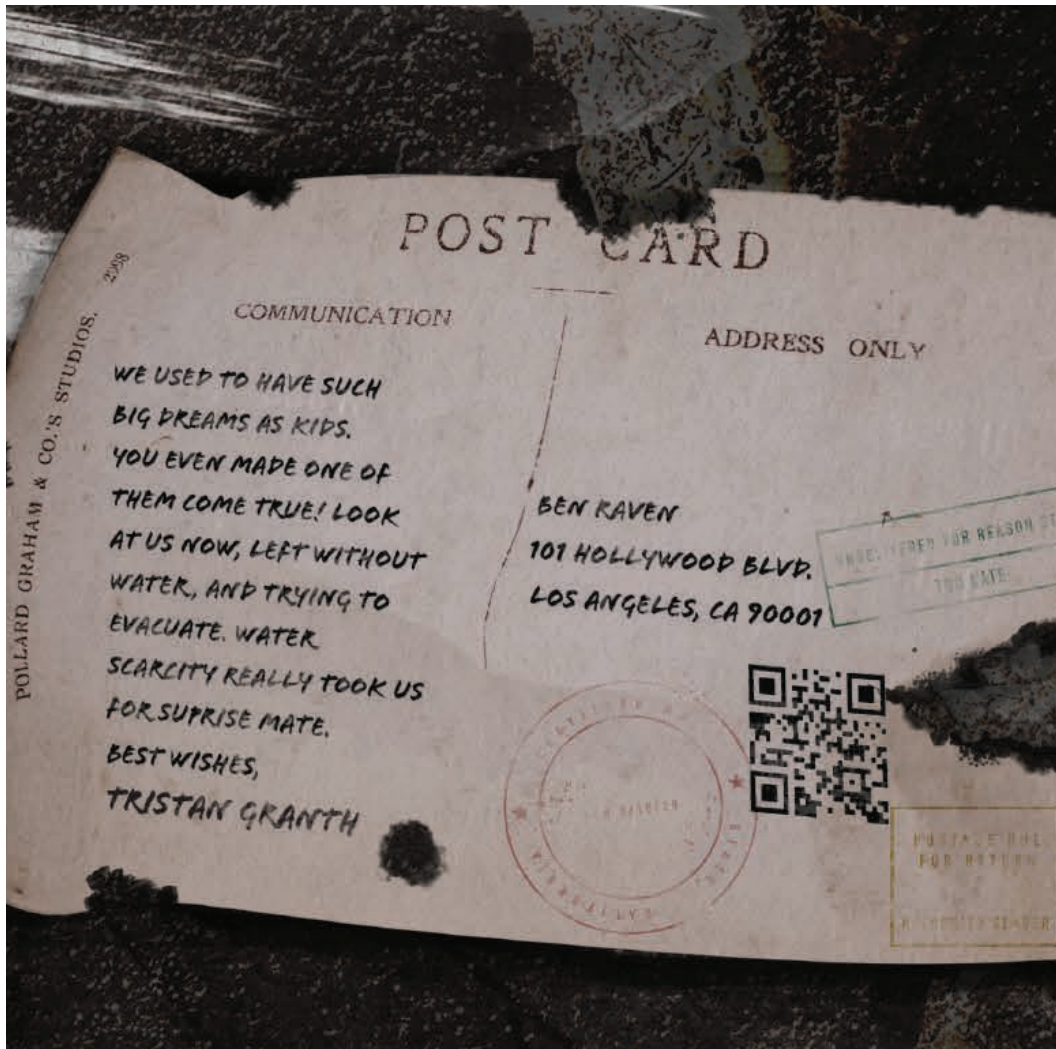
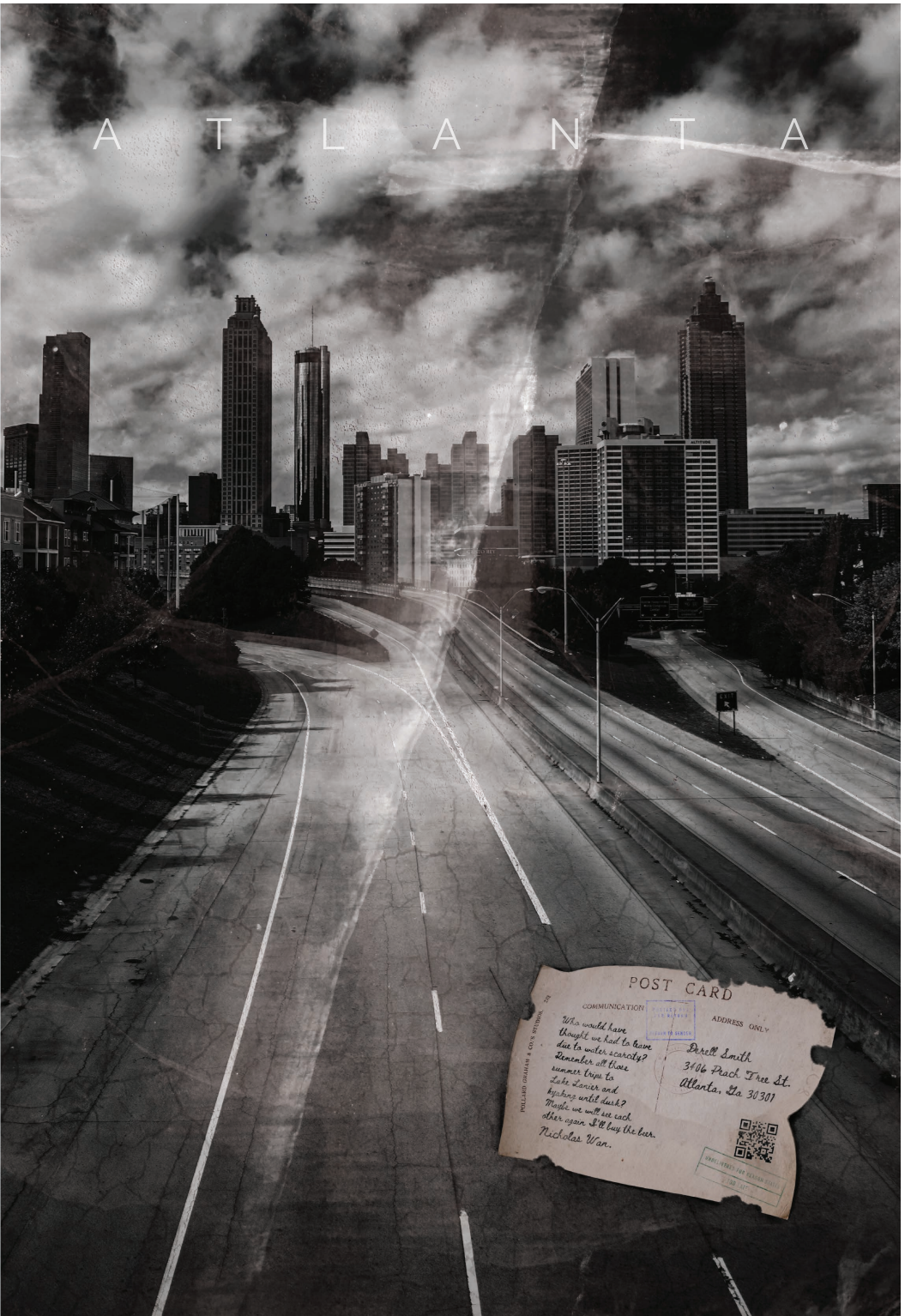
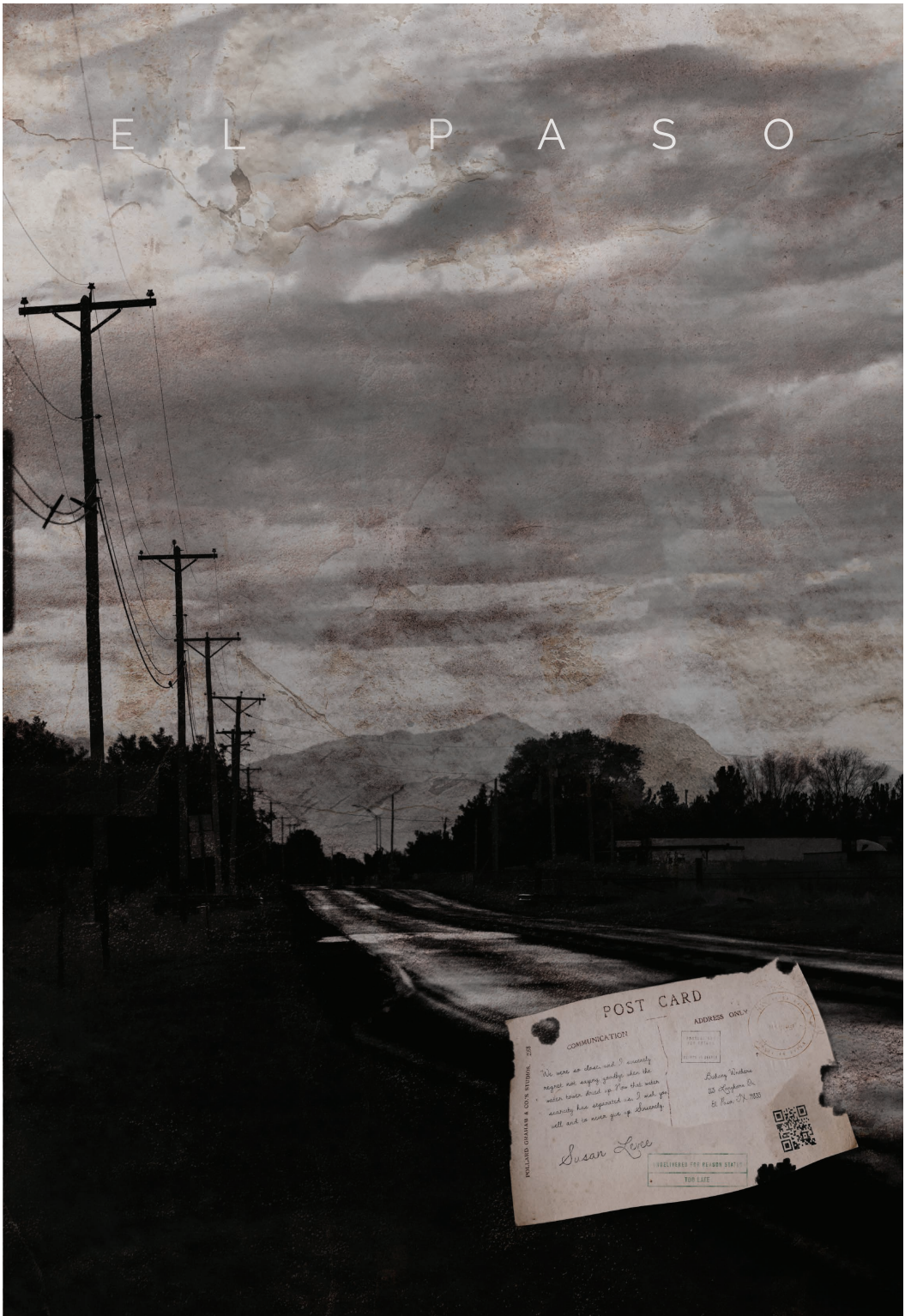
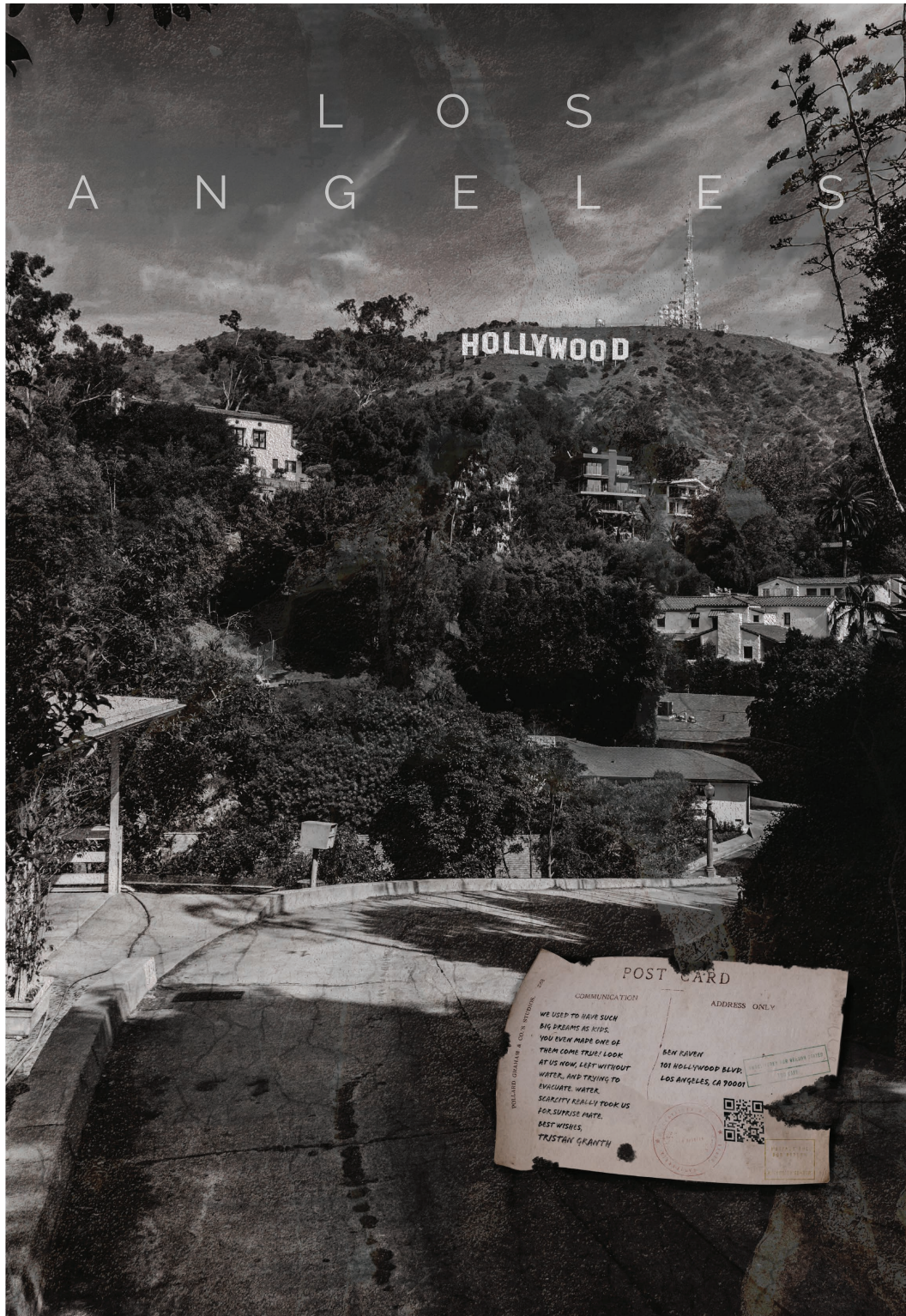
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