



CityTech Writer Cover Process Book

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Project Overview

City Tech Writer (CTW) is New York City College of Technology's yearly publication of outstanding student writing from all disciplines. The objective for the creative project is to design the front cover of CityTech Writer, Volume 17. The cover will also be used as a banner for the new publishing platform and website of the CTW. The design should reflect the publication's area of interest being learning and writing as well as be representative and abstract.

Creative Brief

Target Audience: City Tech's student body and faculty, a diverse community of different cultures, ethnicities, genders, countries of origin, and fields of interest

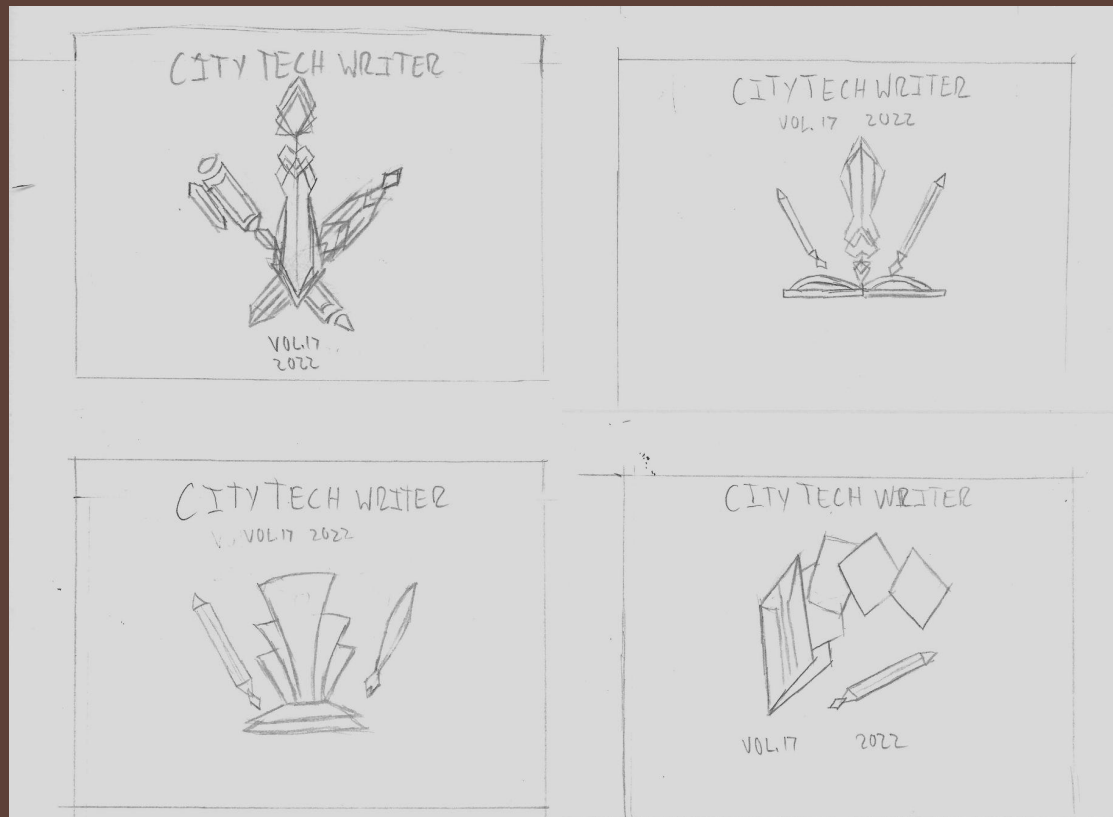
Cover Details:

- Title: City Tech Writer Volume 17
- Date: 2022

Design Aesthetics:

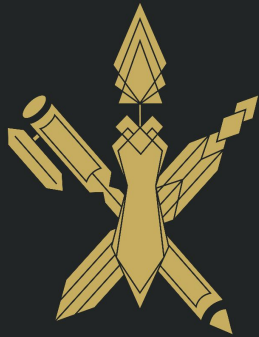
- Attractive, classy, bold, edgy
- Can be abstract and geometric in design, futuristic
- Weird, surreal, and inventive representations of learning and writing are accepted
- No human figures, use anthropomorphic figures, silhouettes

Concept Sketches



Concepts

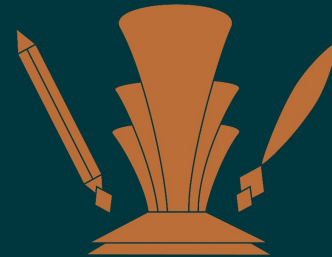
CITY TECH WRITER



VOL. 17
2022

CITYTECH WRITER

VOL. 17 2022

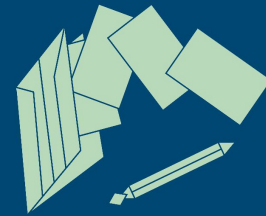


Concepts

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Final Concepts



Final Art

