

DAVID FLORES

Graphic Design Principles II

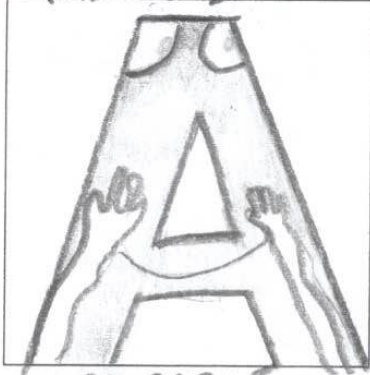
COMD 1200



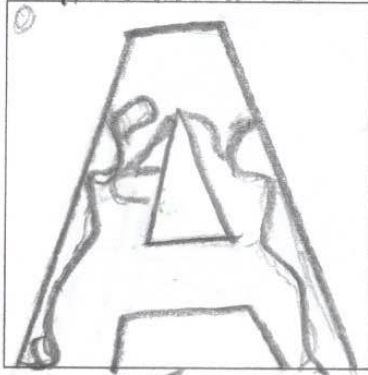
ICONS

The Sketches

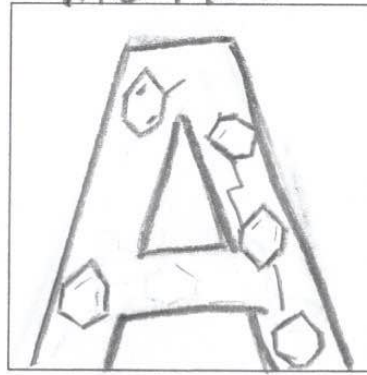
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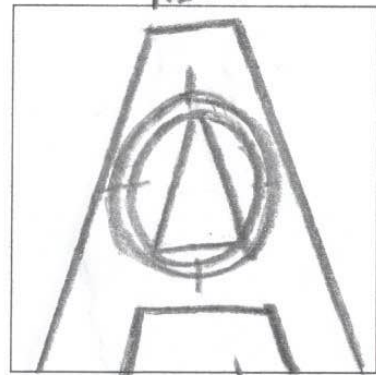
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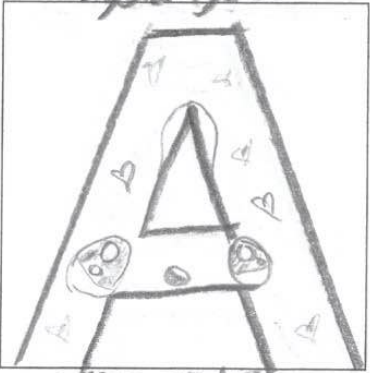
AROMATIC



AIM



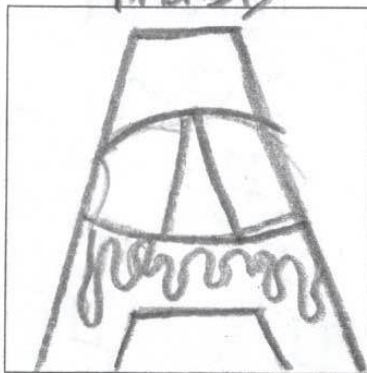
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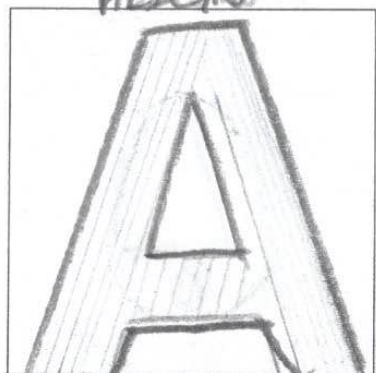
ACE



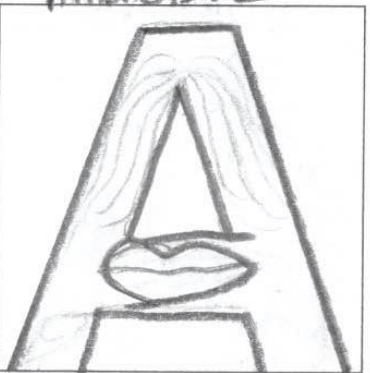
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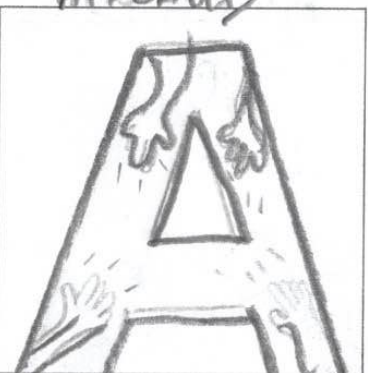
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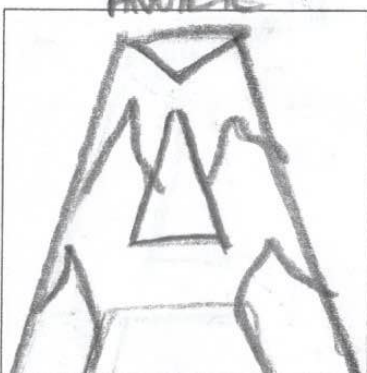
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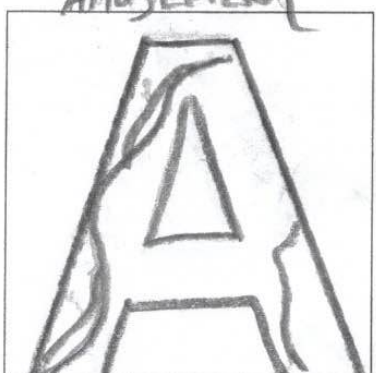
APPROACH

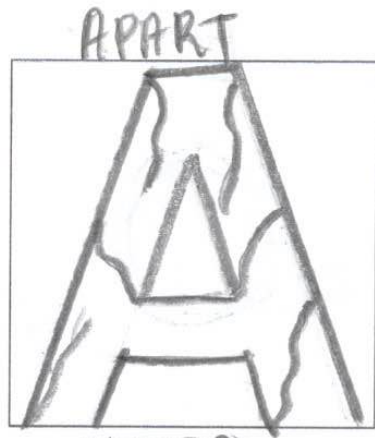


ANGRY



AMUSEMENT

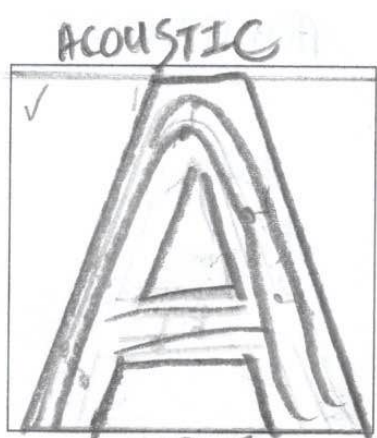




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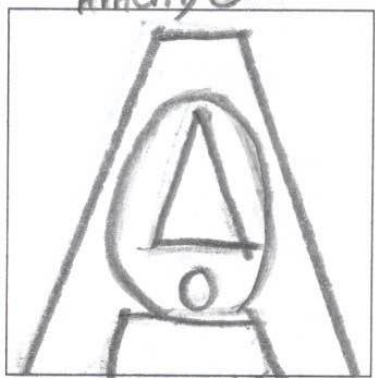
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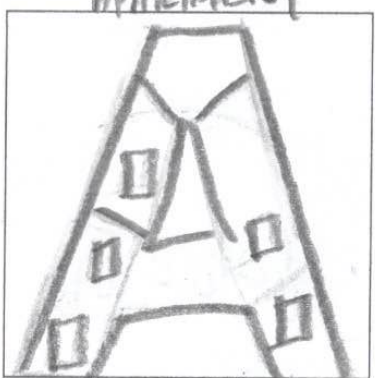
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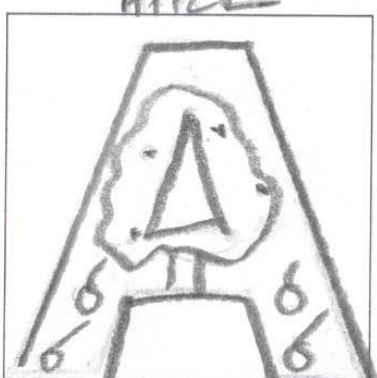
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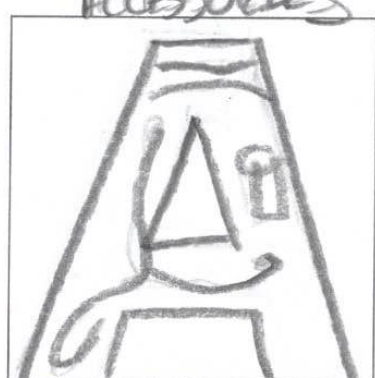
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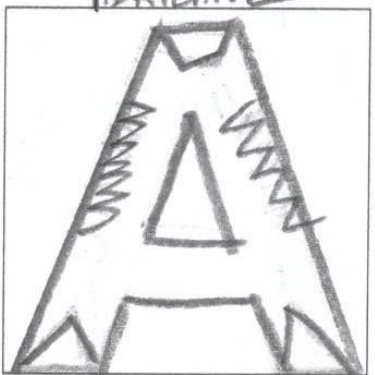
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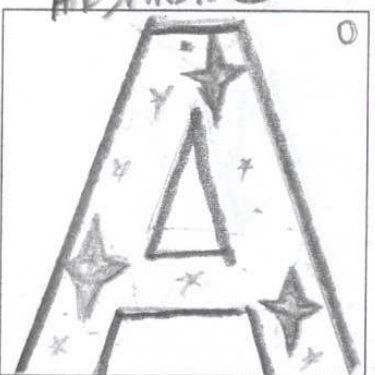
APPLE



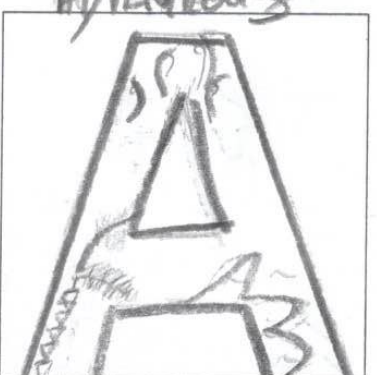
ACCESSORIES



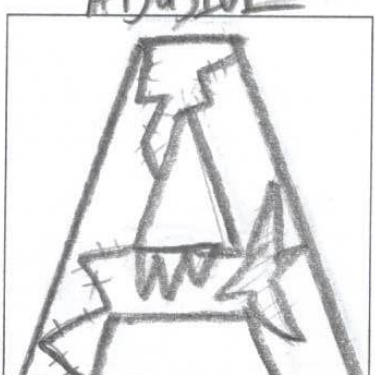
AIRPLANE



AESTHETIC



ADVENTUROUS



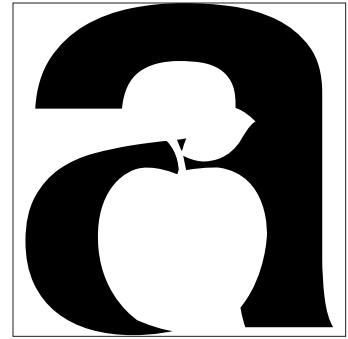
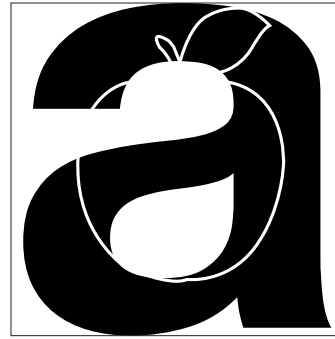
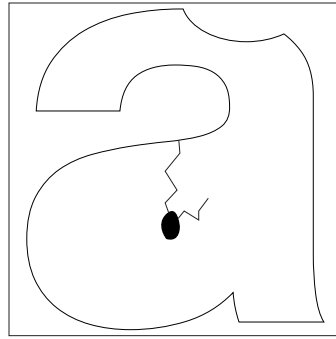
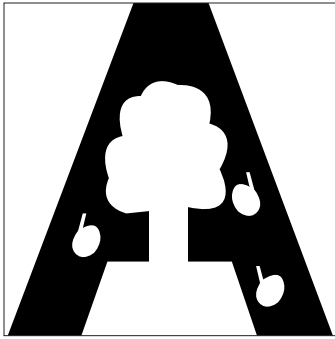
ABUSIVE

Icon Project, The project was to select a letter from the alphabet and design 24 images of words that begin with the letter chosen. But we were only allowed to remove part of the letter to design and not add. I chose the letter A.

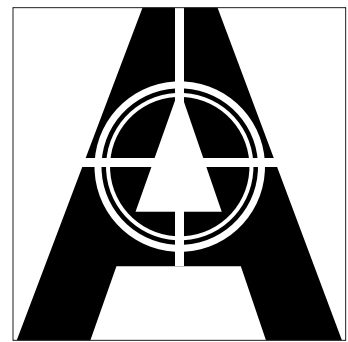
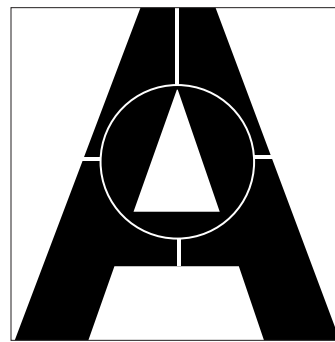
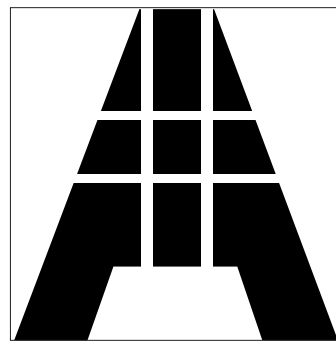
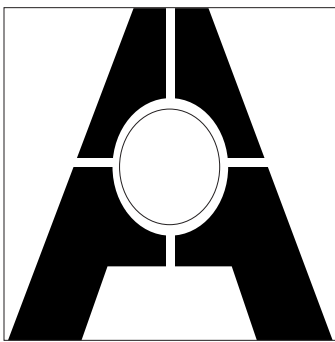
ICONS

Thumbnails

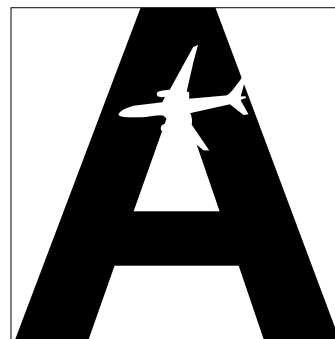
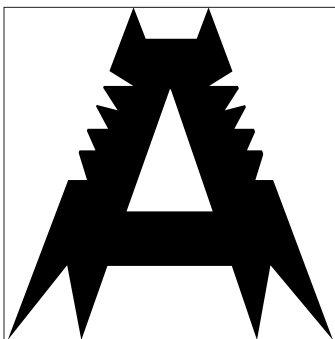
APPLE



AIM



AIRPLANE



From the sketches my top 3 are the apple, aim and the airplane. My designs revolved on trying to be simple as possible. I did this by trying a variation of ways on how to display the word in the letter. I played with different line strokes and placements.

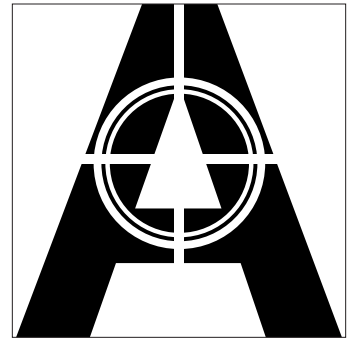
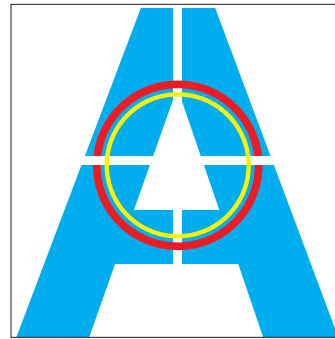
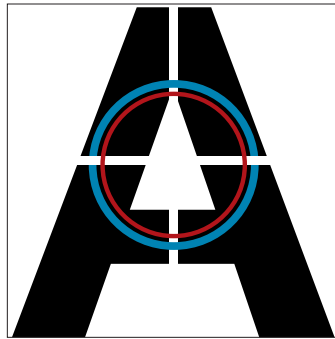
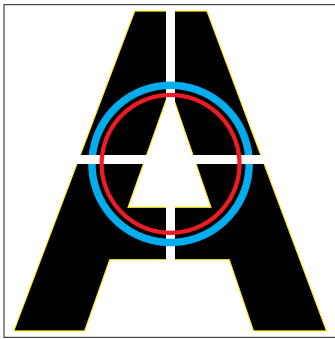
ICONS

Color Treatment

APPLE



AIM



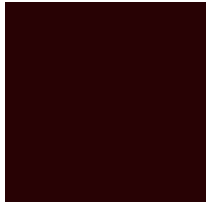
AIRPLANE



When it came to color I played with a variation of them. For apple I went with colors that portray apples like green and red. When it came to aim I played with some colors but it just did not do the icon justice. I then finally came to terms that Aim just did not need color. It looked great just in black and white. Lastly for Airplane I went with colors that remind me of the sky. So I played with many blues and came to terms with a nice dark navy blue.

ICONS

Color Palette



280204



78070b



821015



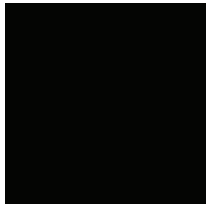
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013d22



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008245



201d54



262261



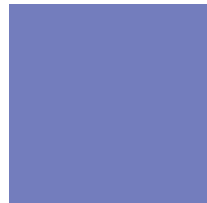
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737dbd



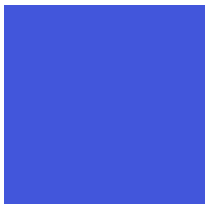
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00b0f0



4256db

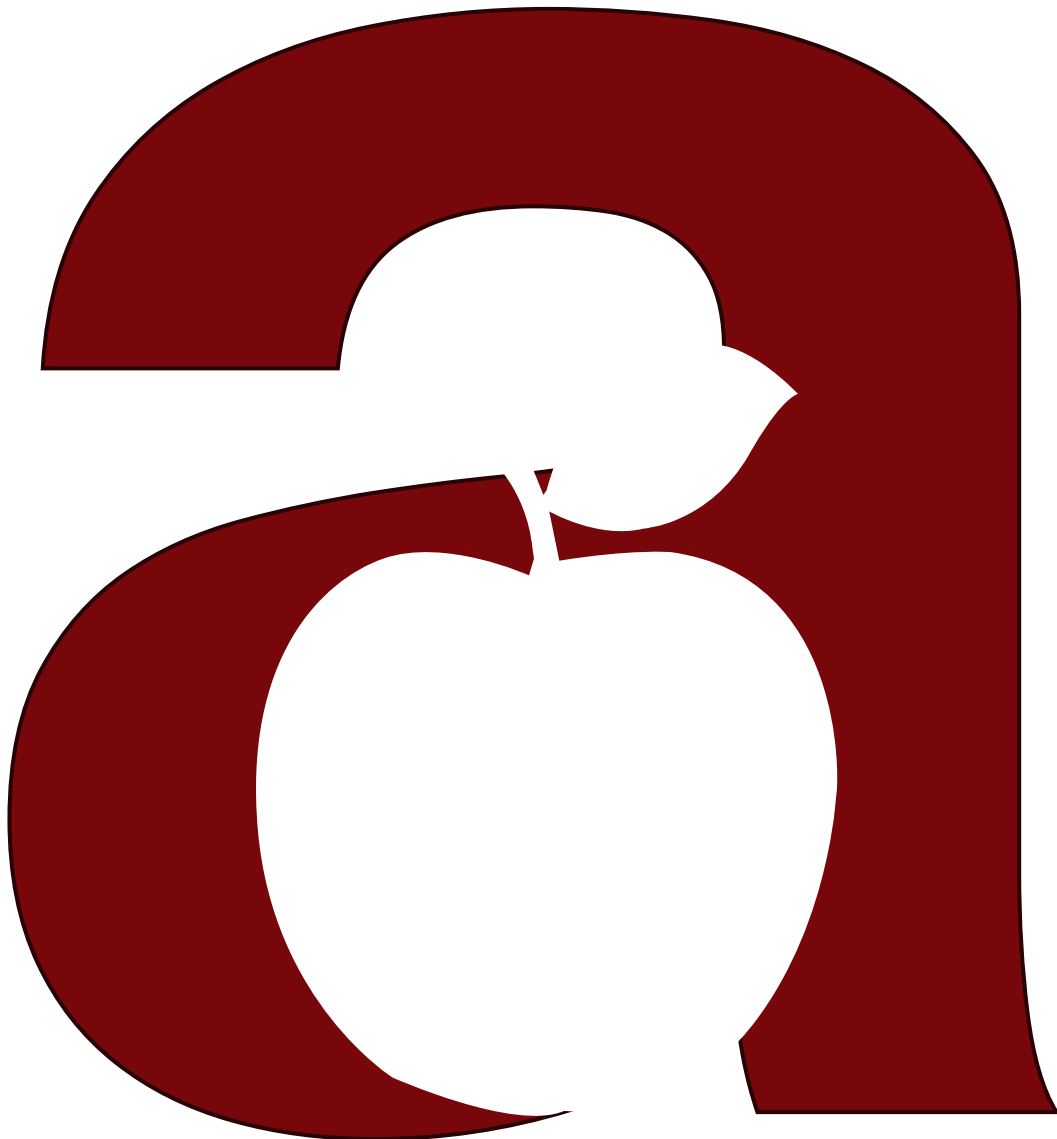


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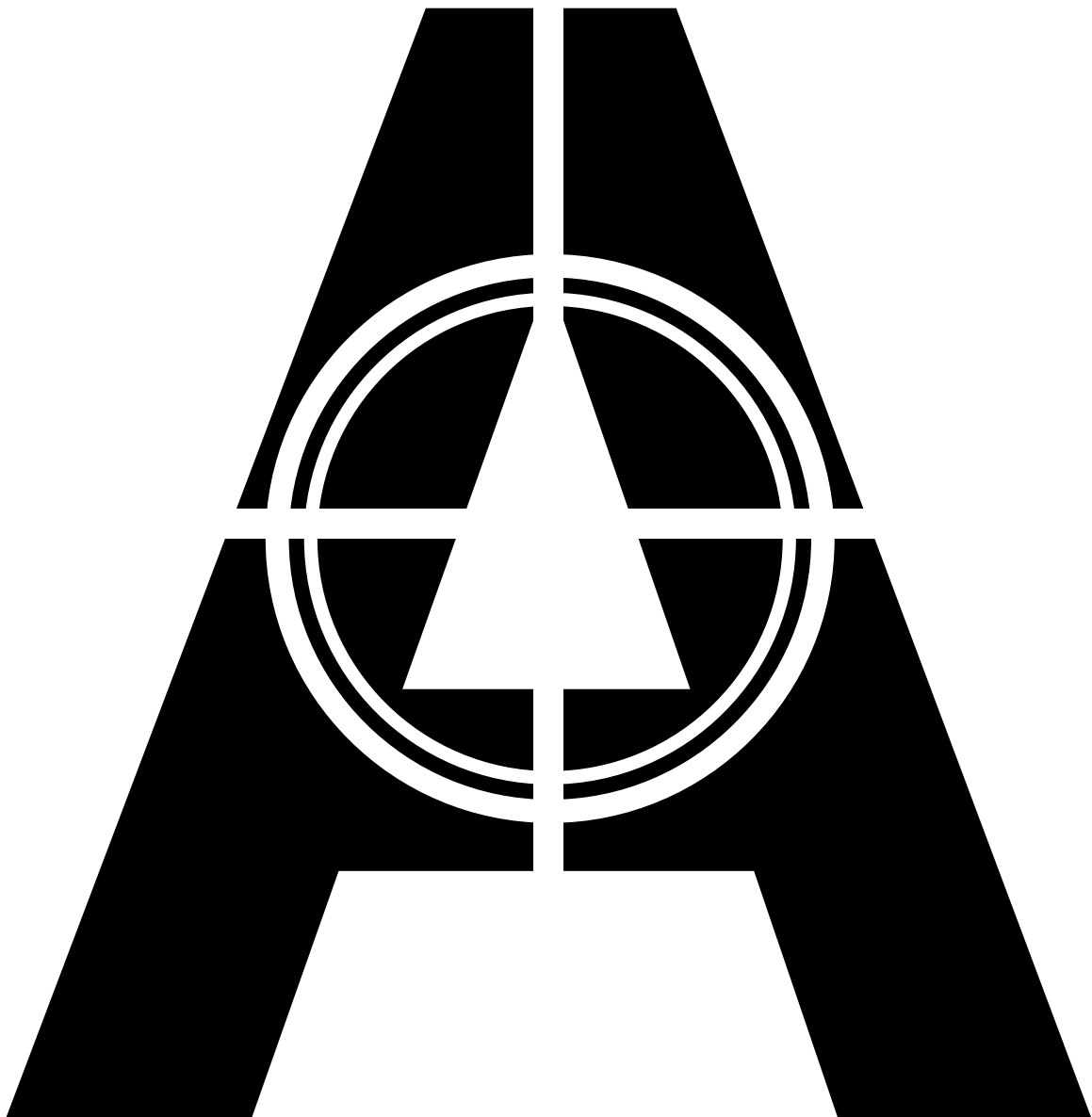
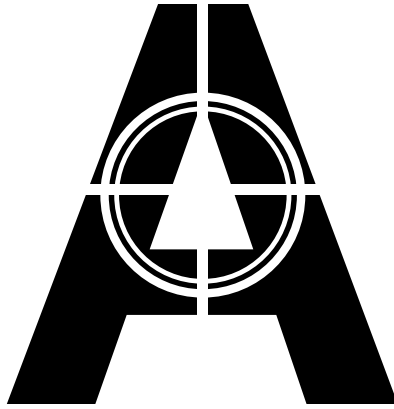
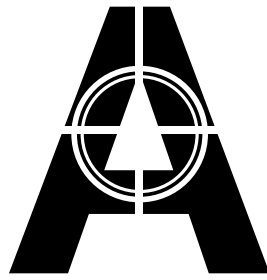
fff200

ICONS
Apple Final



ICONS

Aim Final



ICONS
Airplane Final

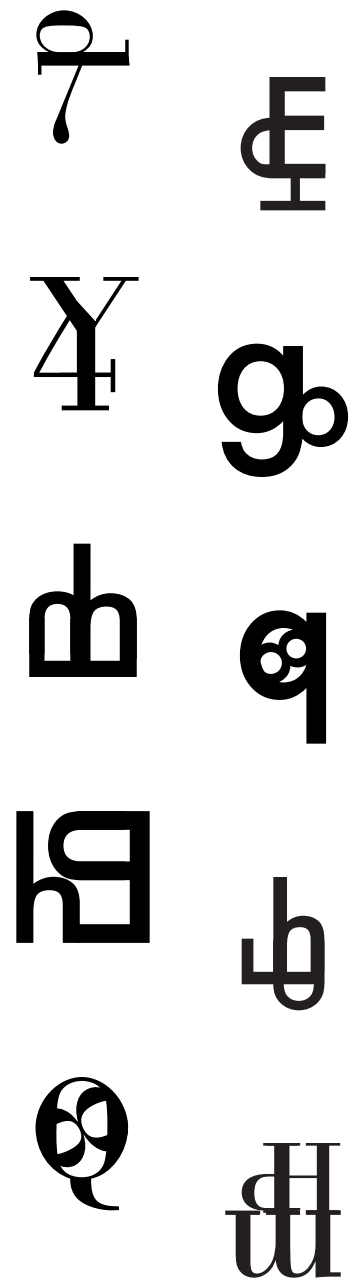
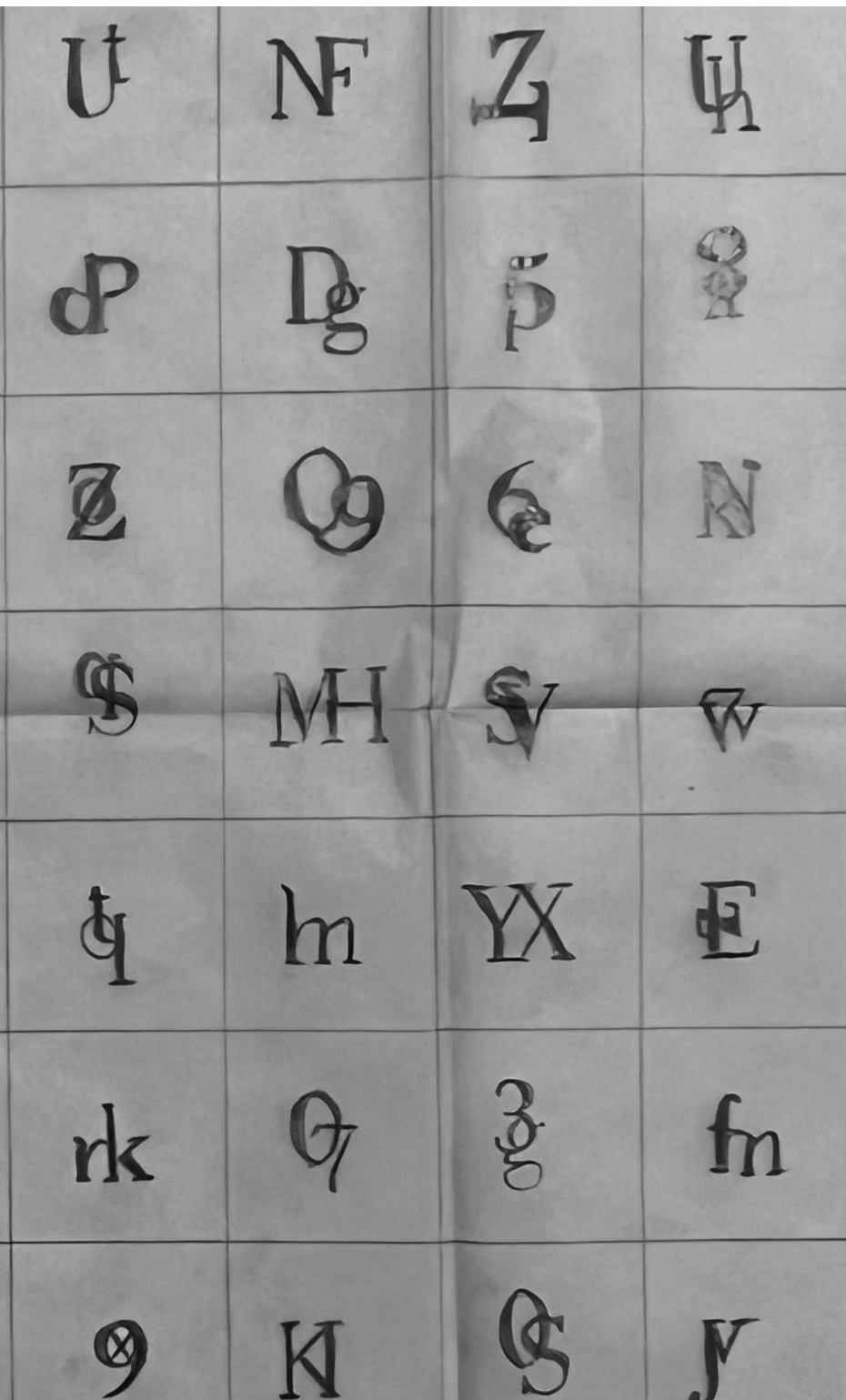


LIGATURES

The Sketches



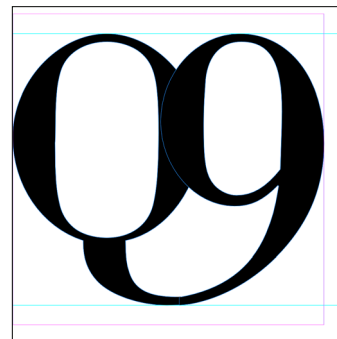
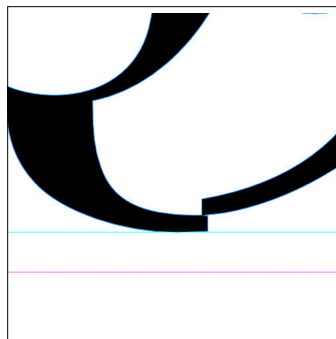
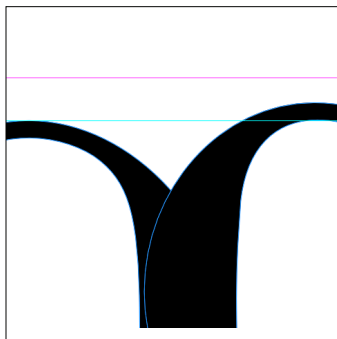
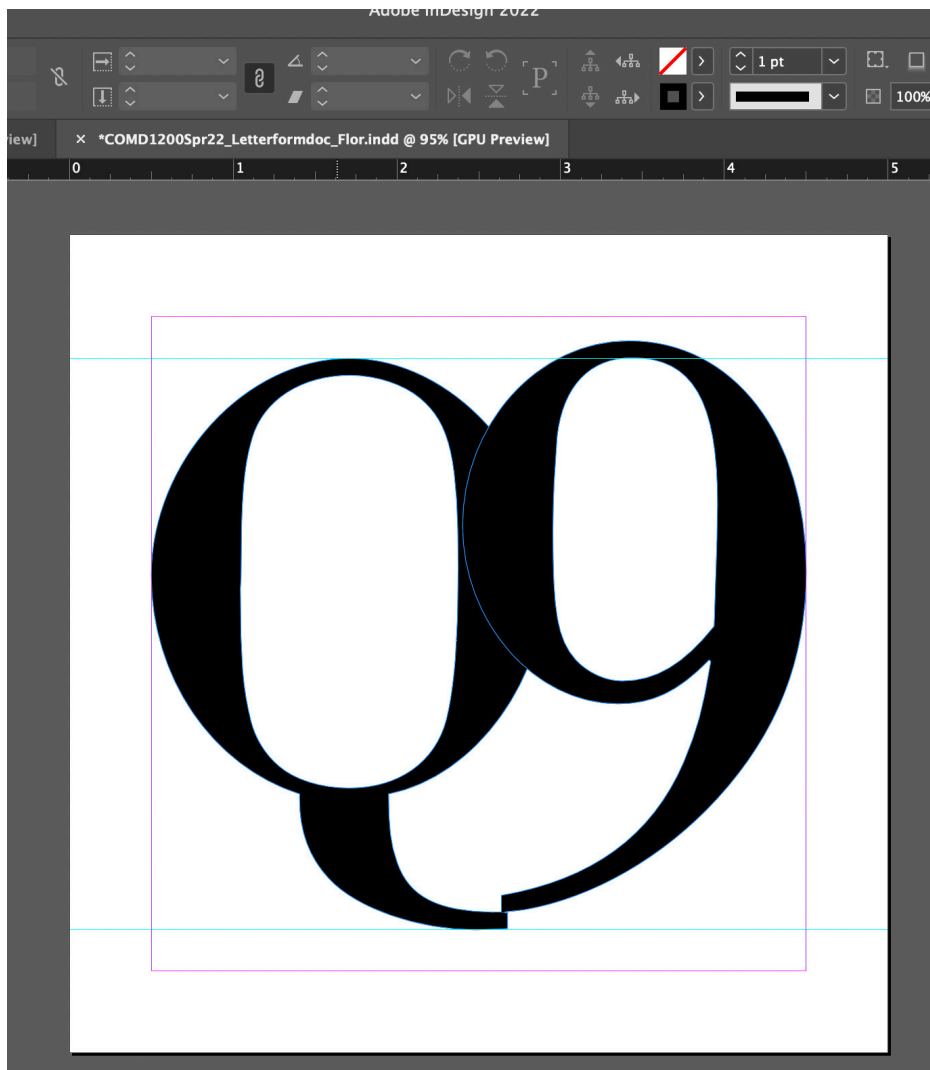
Ligature Project, The project was to create the 27th letter of the alphabet. I drew 100 ligatures using a variation of fonts like Badoni, Futura and Helvetica. Using tracing paper and printed font sheets.



I then put my sketches into in-design. Where I used pathfinder and the pen tool to make the ligatures.

LIGATURES

Progress



“Q” and “9” in Bodoni

I combined the Q and 9 together so they would touch by the tail of the Q and 9. I also aligned them so the bottom and the top would not be bigger than the other when it came to size.

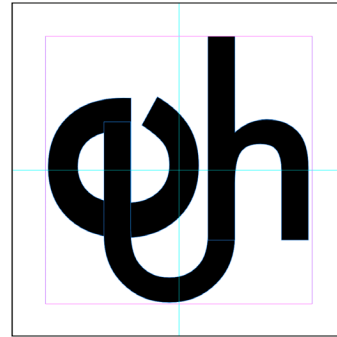
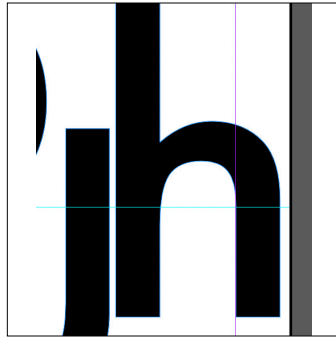
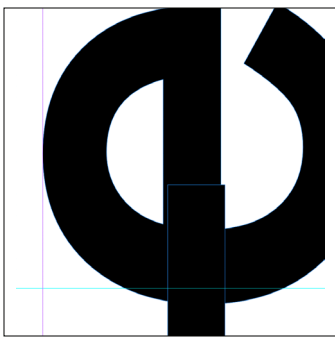
LIGATURES

Final



LIGATURES

Progress



“e” , “u” and “h” in Helvetica

I wanted 3 letters to be combined. So I chose the font Helvetica for its thickness in letters and also because its a san serif typeface. Meaning its better to combine together. As shown I connected the letters so they would align.

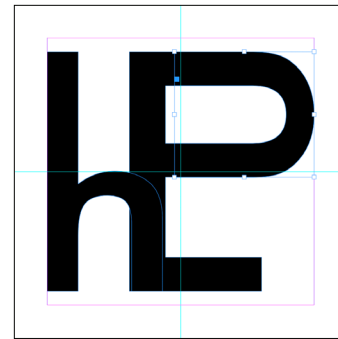
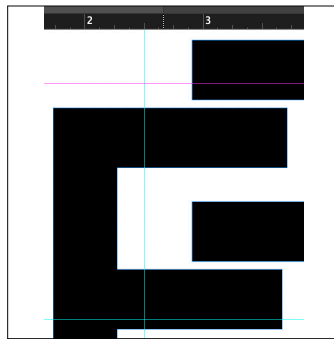
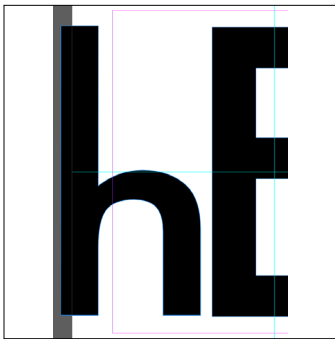
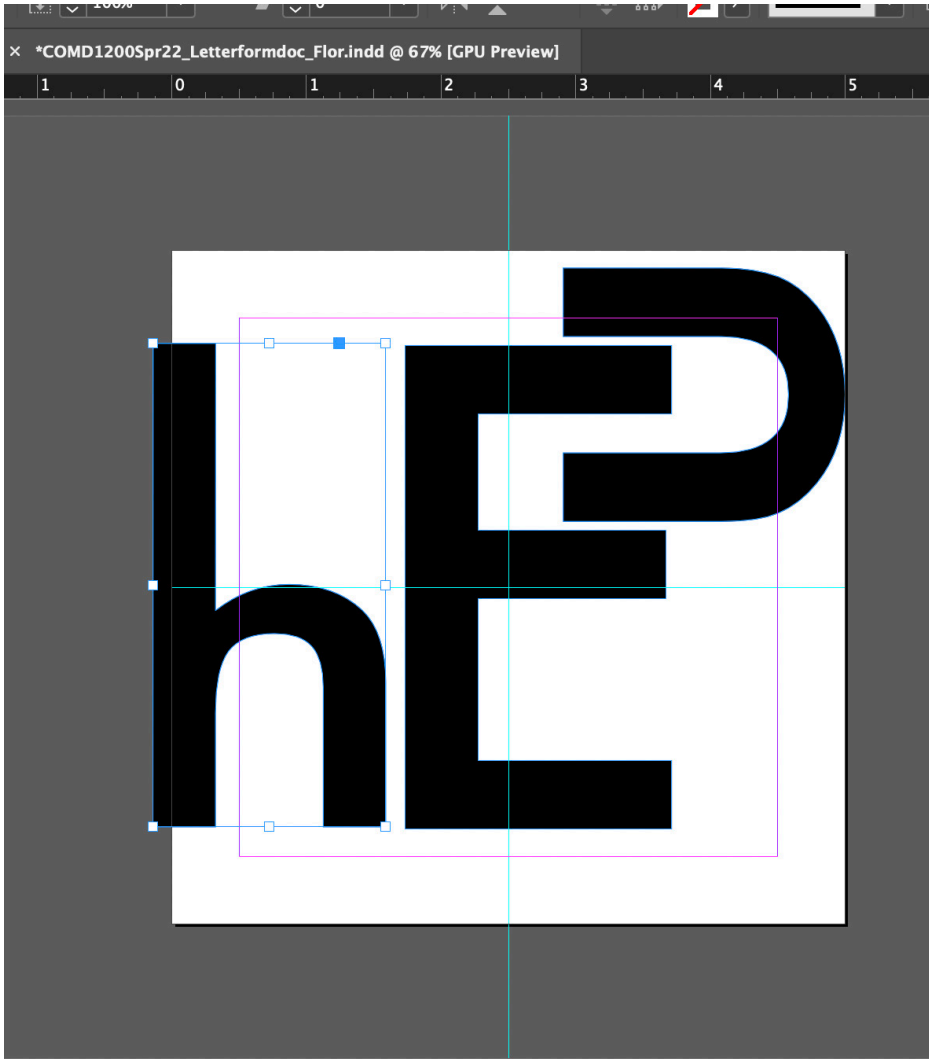
LIGATURES

Final

gh

LIGATURES

Progress



“h” “e” and “p” in Helvetica

Similar to the previous ligature I combined 3 letters and it came to be a very nice combination. But for this ligature it gave me more of a challenge because I had to make many adjustments so the letters would properly connect one another.

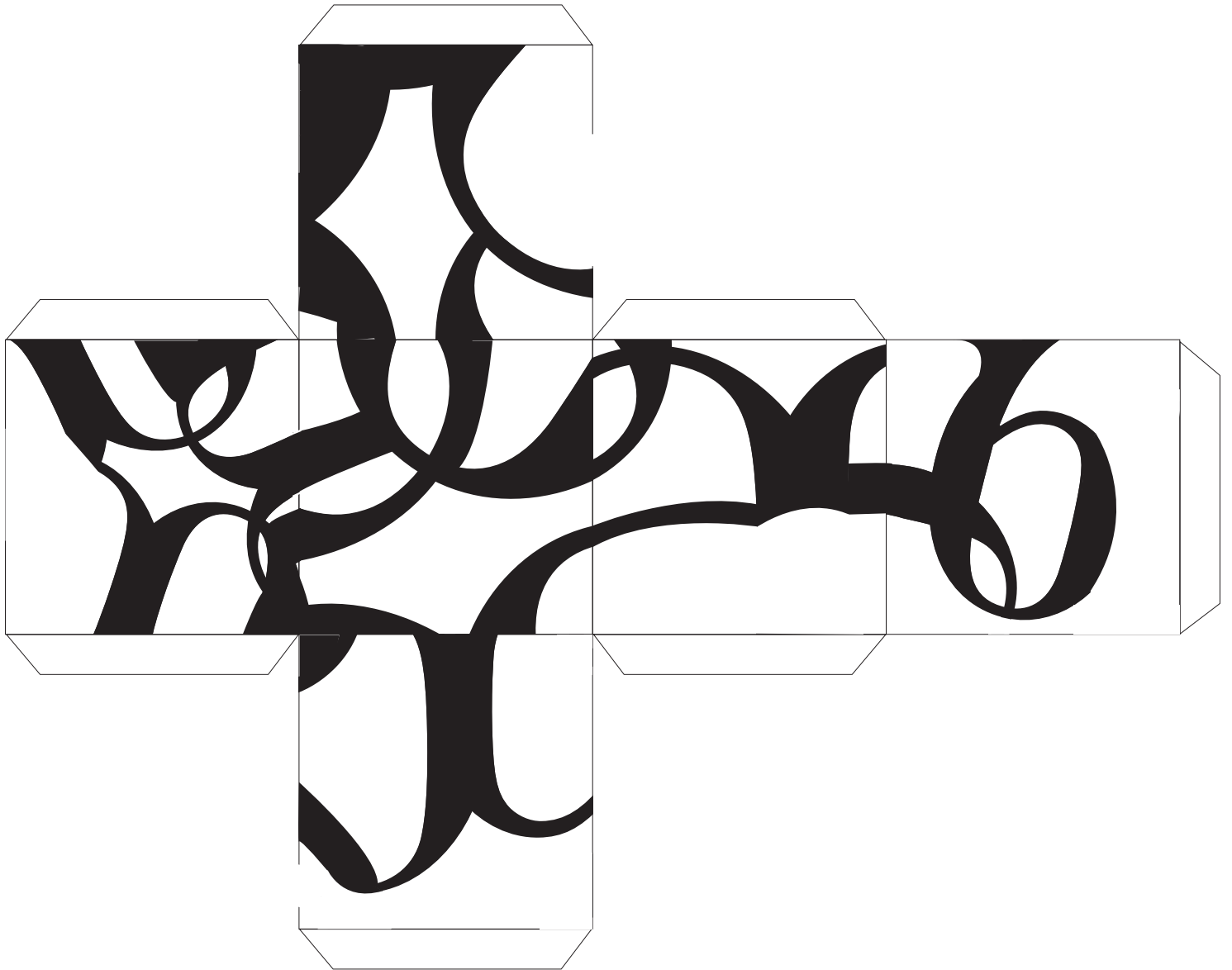
LIGATURES

Final



CUBE

The layout



Cube Project, The project was to design a cube with type in it to show its movement through dimension. For this project I used my ligatures to build my cube. Where I designed the template. This was crucial since the type needed to touch on the sides of the cube.

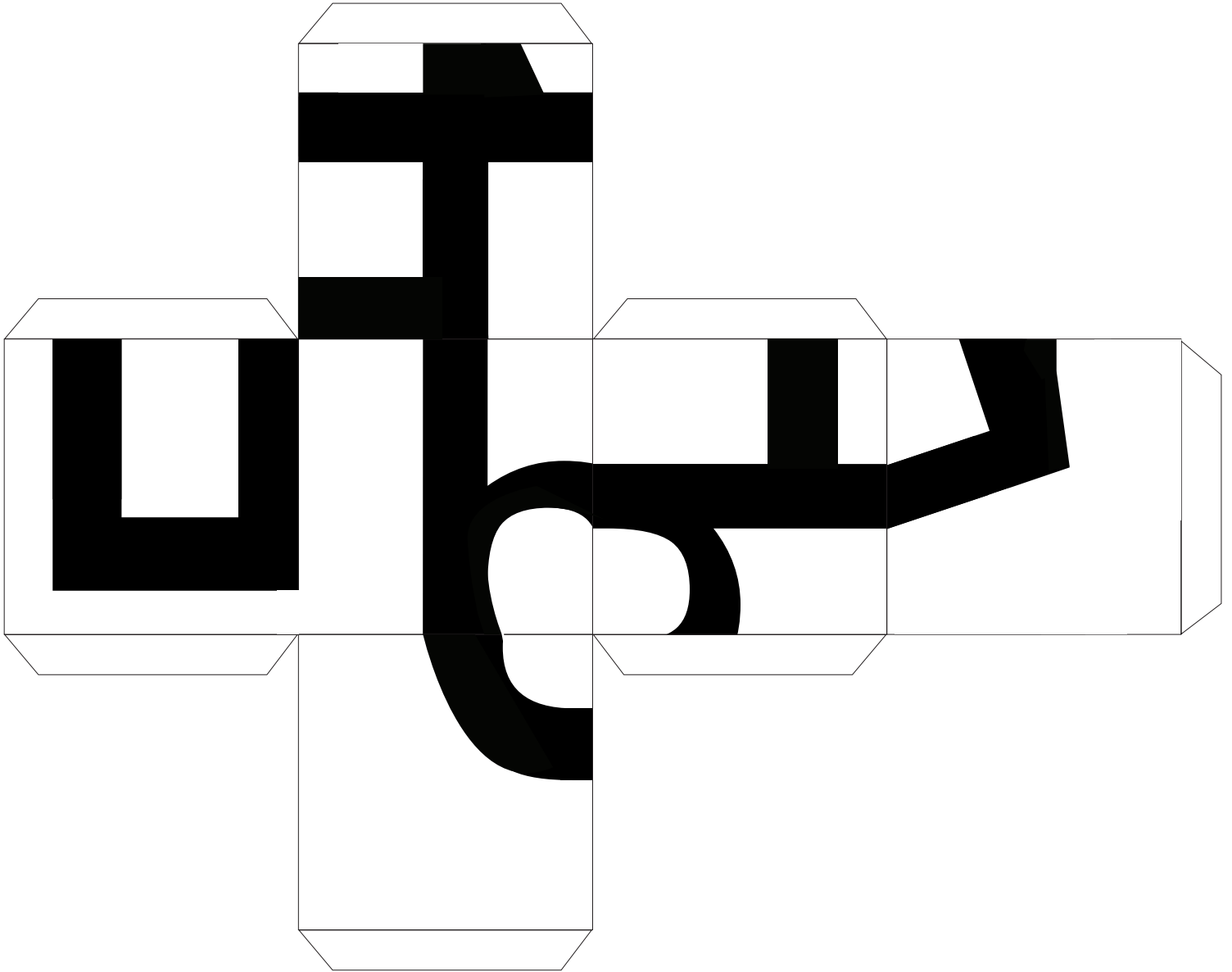
CUBE

Final



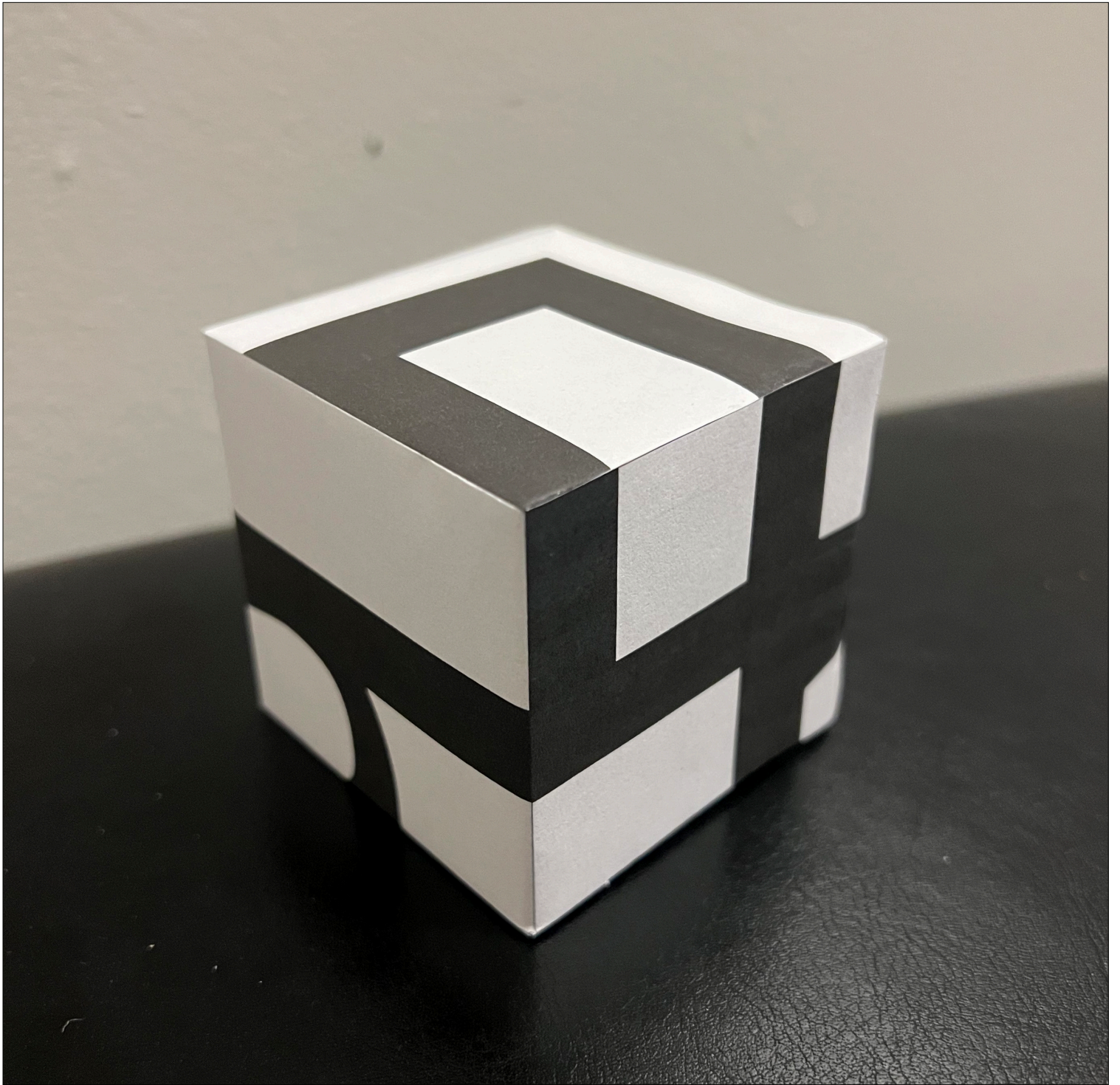
CUBE

The layout



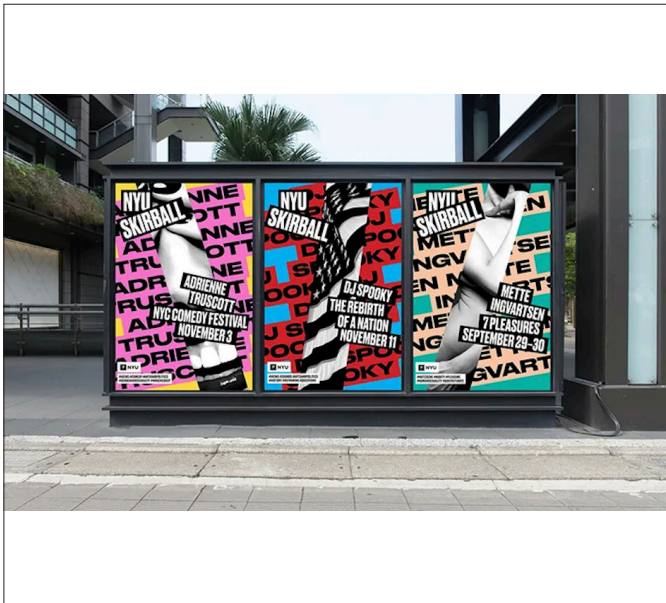
CUBE

Final



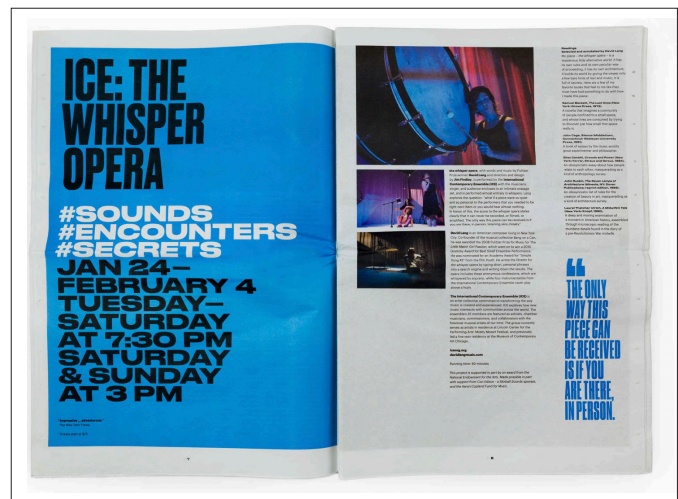
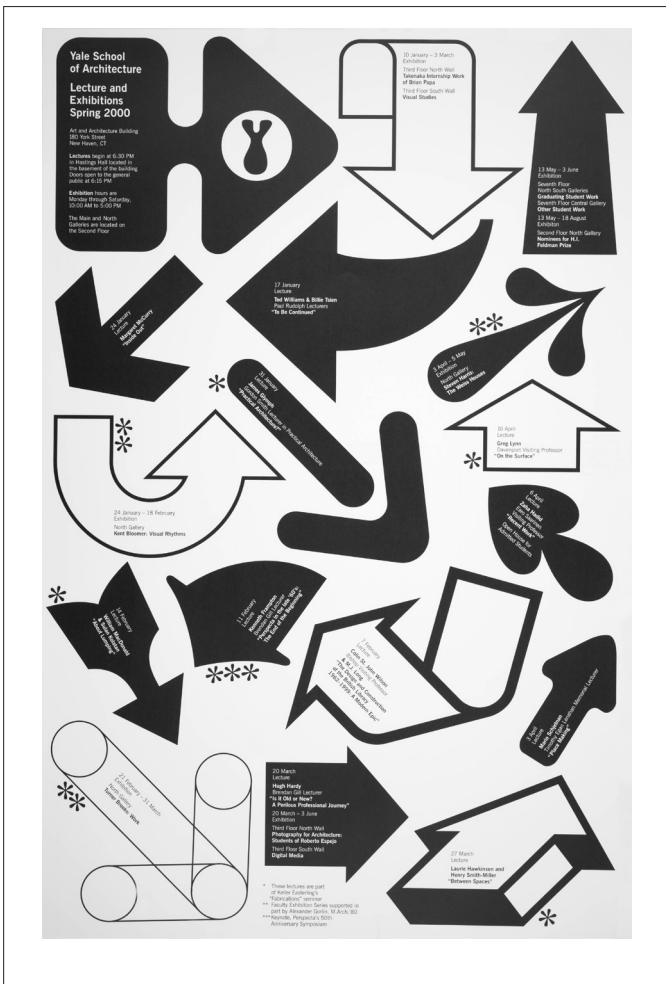
DESIGN HERO

The Brainstorm



Designer Hero Project, The project was to research about a design hero and create a poster. The poster can either be a tribute poster or for an exhibit. For my design hero I chose Michael Bierut.

When it came to brainstorming I found a project from Bierut that stood out to me. It is the NYU skirball project. Where he designed using heavily typography and color. I decided to create an exhibition poster from these archives. In my own way. I wanted to include an image as well and I came across arrows that Bierut design for the Yale school of architecture.



DESIGN HERO

Progress

First draft of exhibiton poster

When designing my first draft I wanted to recreate the poster Bierut did for NYU Skirball. But I noticed that I incorporated 3 colors. We were only allowed to use two colors for our poster. And from those 2 colors we were allowed to use different shades of that same color. Overall, My first attempt needed some rework. Some comments I recieved were to give the type hierarchy.



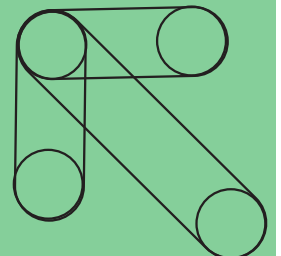
Second draft of exhibition poster

For my second draft and the many verisons after this one. I took the previous comments and really focused on hierarchy. This time around I remade my grid so the type and the layout would algin perfectly for plac-ing text, images and designs. It was a long process creating the perfect exhibiton poster for Bierut.

When it came to my final poster I incorporated well balanced hierarchy. And included the image in a really nice way making ev-erything evenly balanced.

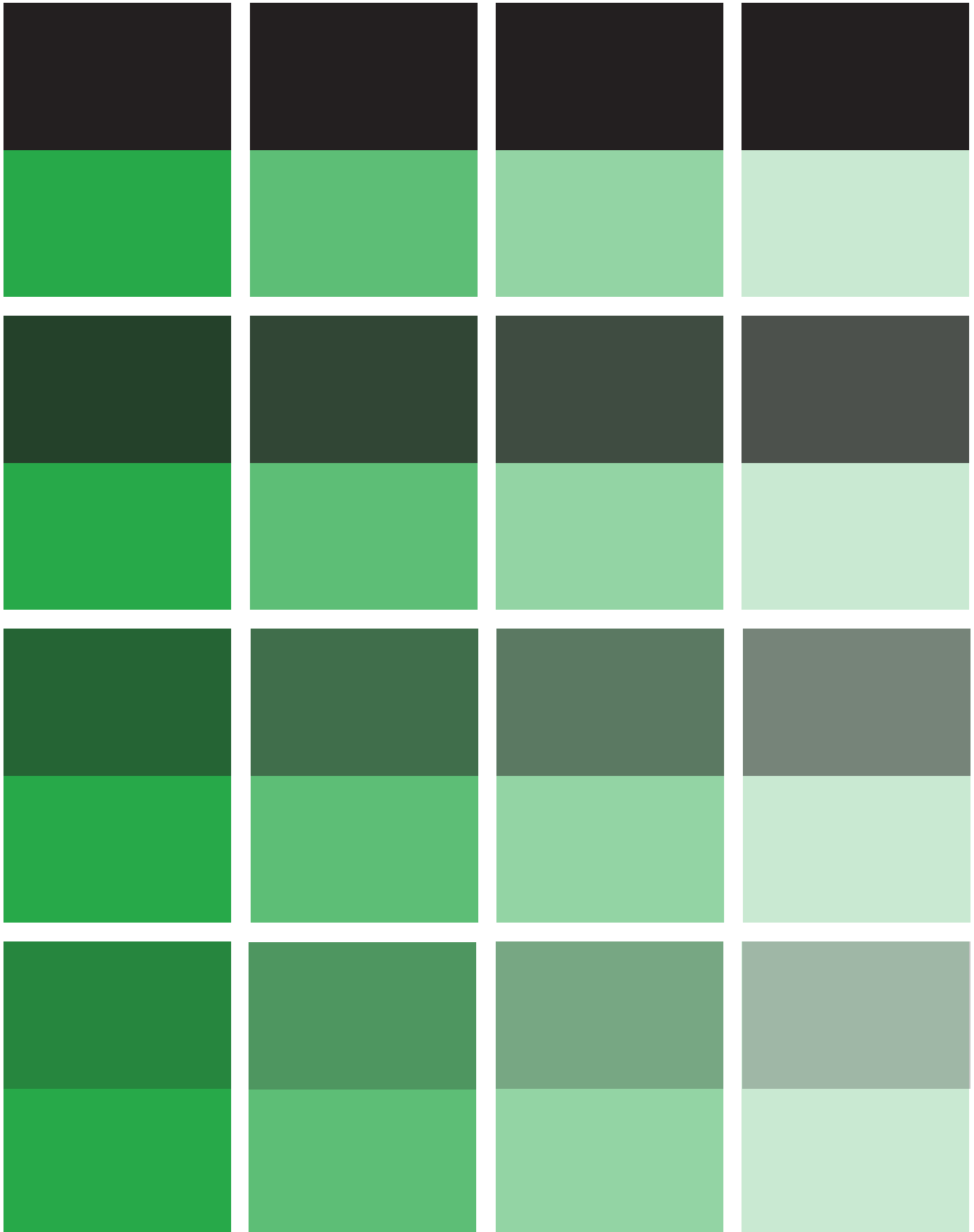
**THE MASTER SERIES:
BY MICHAEL
BIERUT**

**IS ON VIEW AT THE
SCHOOL OF VISUAL
ARTS IN NYC
209 E 23RD ST, NEW
YORK, NY 10010
FROM OCT 6, 2015 -
NOV 7, 2015**



DESIGN HERO

Color Guide



...tures begin at 6:30 PM
Hastings Hall located in
...base of the building
... 6:15 ...
...child in front and
...wrought iron
...to 5 ...

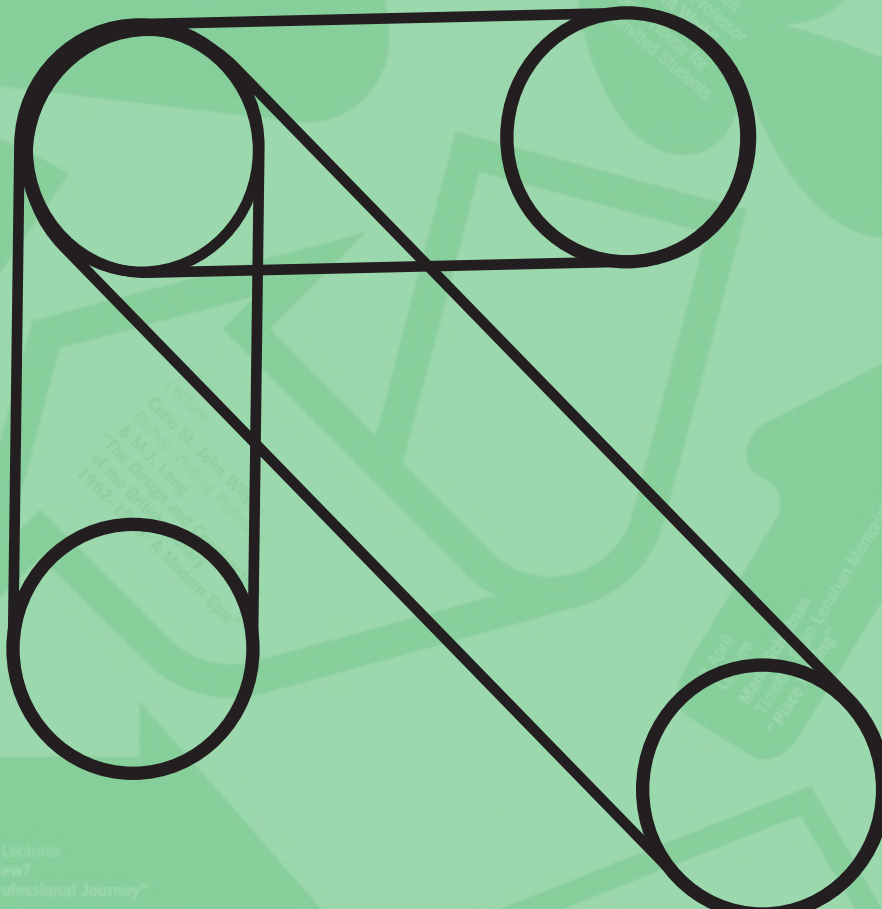
13 May - 3 June
Exhibition
Seventh Floor
North South Galleries
Graduating Student Work
Seventh Floor Central Gallery
for Student Work
13 May - 18 August
Exhibition
Second Floor North Gallery
Nominees for H.I.
Feldman Prize

THE MASTER SERIES: MICHAEL BIERUT

17 January

**OCTOBER 6 -
NOVEMBER 7
2015**

**IS ON VIEW AT THE
SCHOOL OF VISUAL
ARTS NYC
209 E 23RD ST
NEW YORK, NY
10010**



...Johnson, Glynn
...Smith, Lecturer in Practical Architecture
...Practical Architecture"

...5 May
...ion
...Gallery
...Harris:
...The Weiss House"

10 April
Lecture
Greg Lynn
Davengul, Visiting Professor
"On the Surface"

6 April
Lecture
Zaha Hadid
Elena Sattaman
Visiting Professor
"Research
...Practical Elements"

11 February
Lecture
Karamah Trajman
Brendan Gill Lecturer
"Perspectives in the late 1990's
The End of the Beginning"

...Galeo St. John
...Visiting Professor
...M.J. Lee
...of the Design
...1992
...Moment City"

20 March
Lecture
Hugh Hardy
Brendan Gill Lecturer
"Is it Old or New?
A Perilous Professional Journey"
20 March - 3 June

10 April
Lecture
Brendan Gill
Visiting Professor
"The
...Landscape Monumental"