Harry Chen

GRAPHIC DESIGN
PRINCIPLES 2

Fall 2021

Harry Chen

This class explores creative visual thinking and its importance to communication design

LETTERFORM BLACK
- initial sketches
- refined sketches
- final

LETTERFORM WHITE
- final white

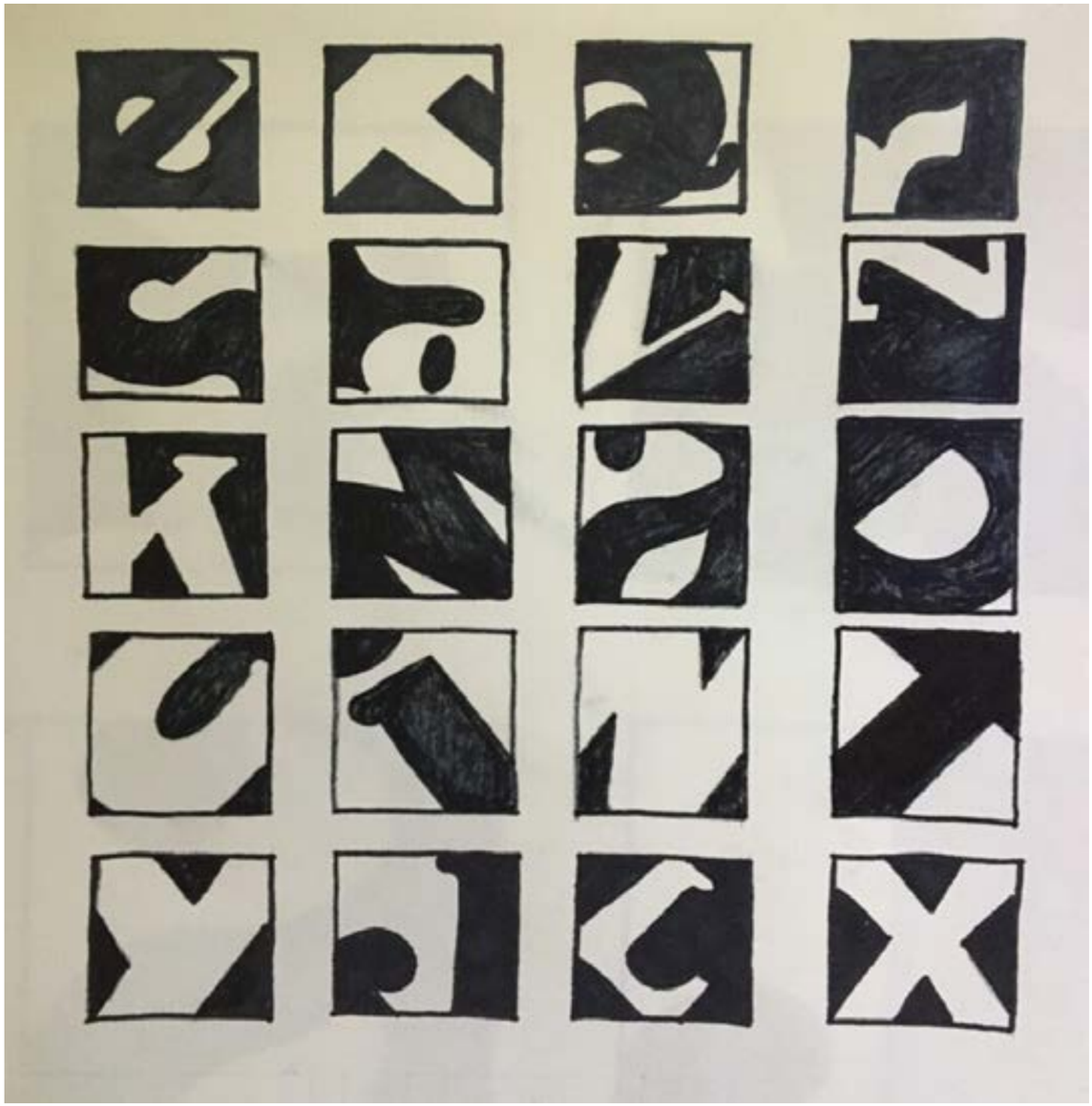
ICON
- sketches
- presentation
- final black
- final white

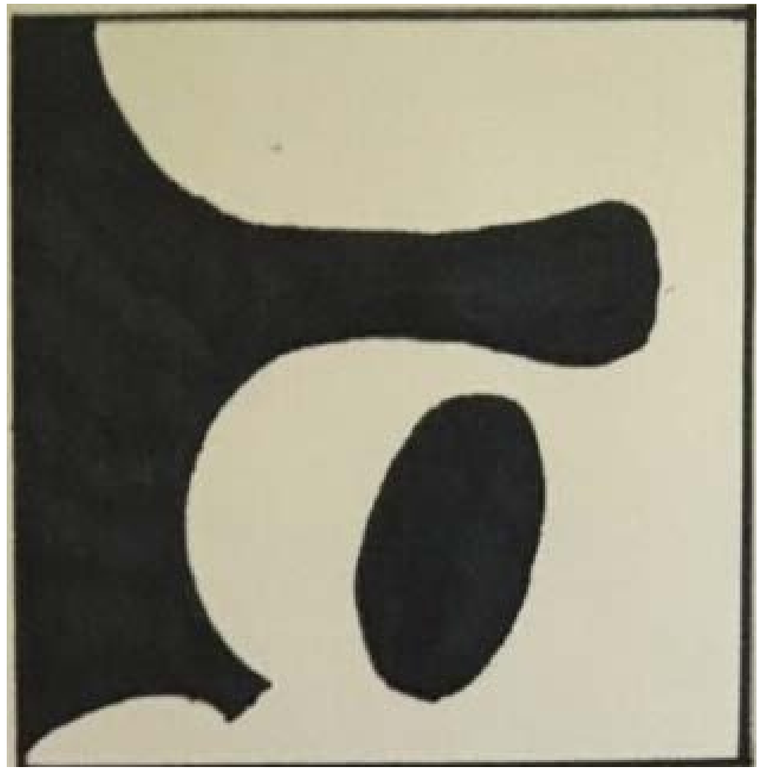
POSTER
- initial sketches
- refined sketches
- final

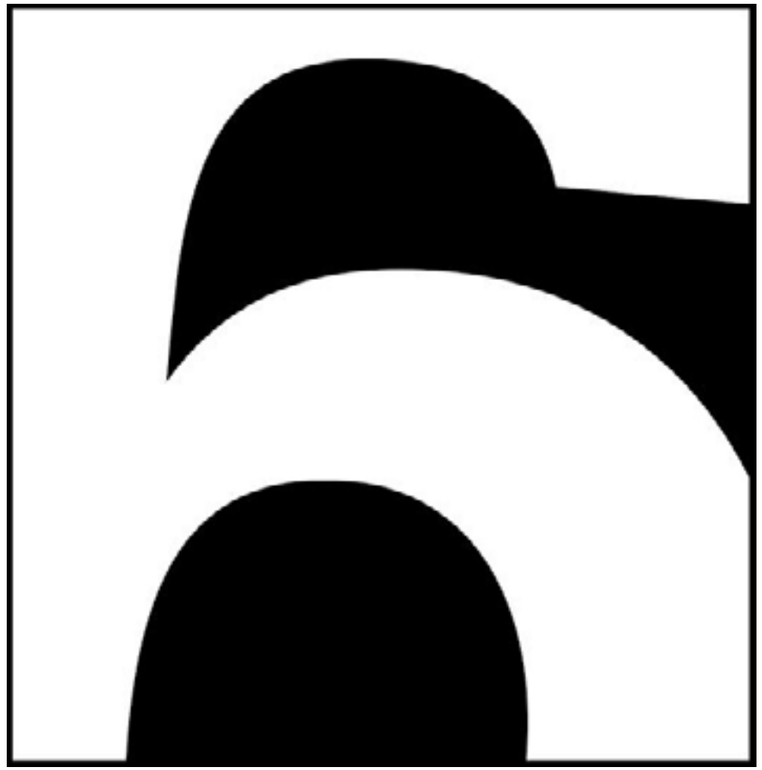
MOTION POSTER
- sketches
- presentation
- final

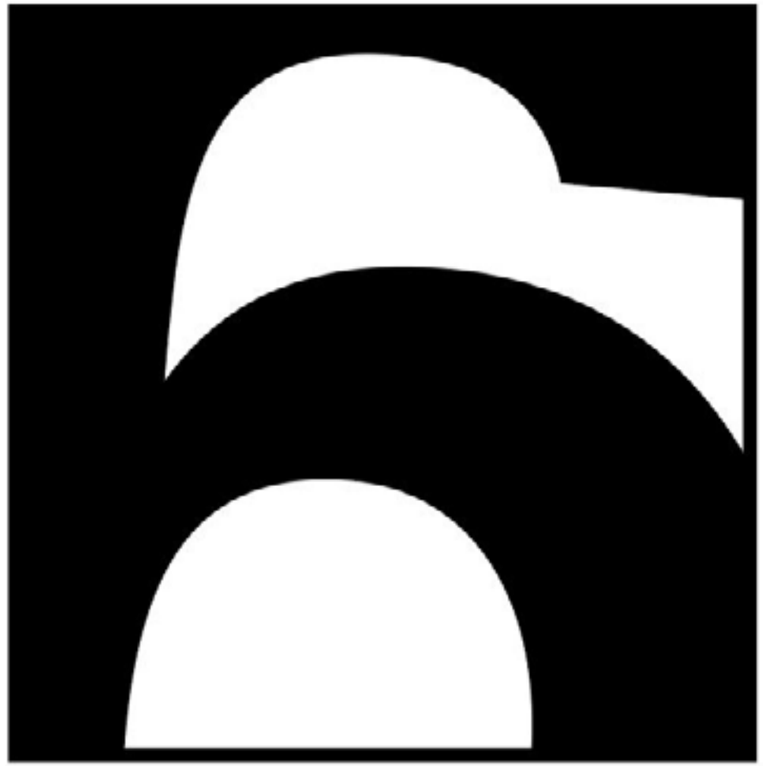
Figure-ground compositions

Letterform studies

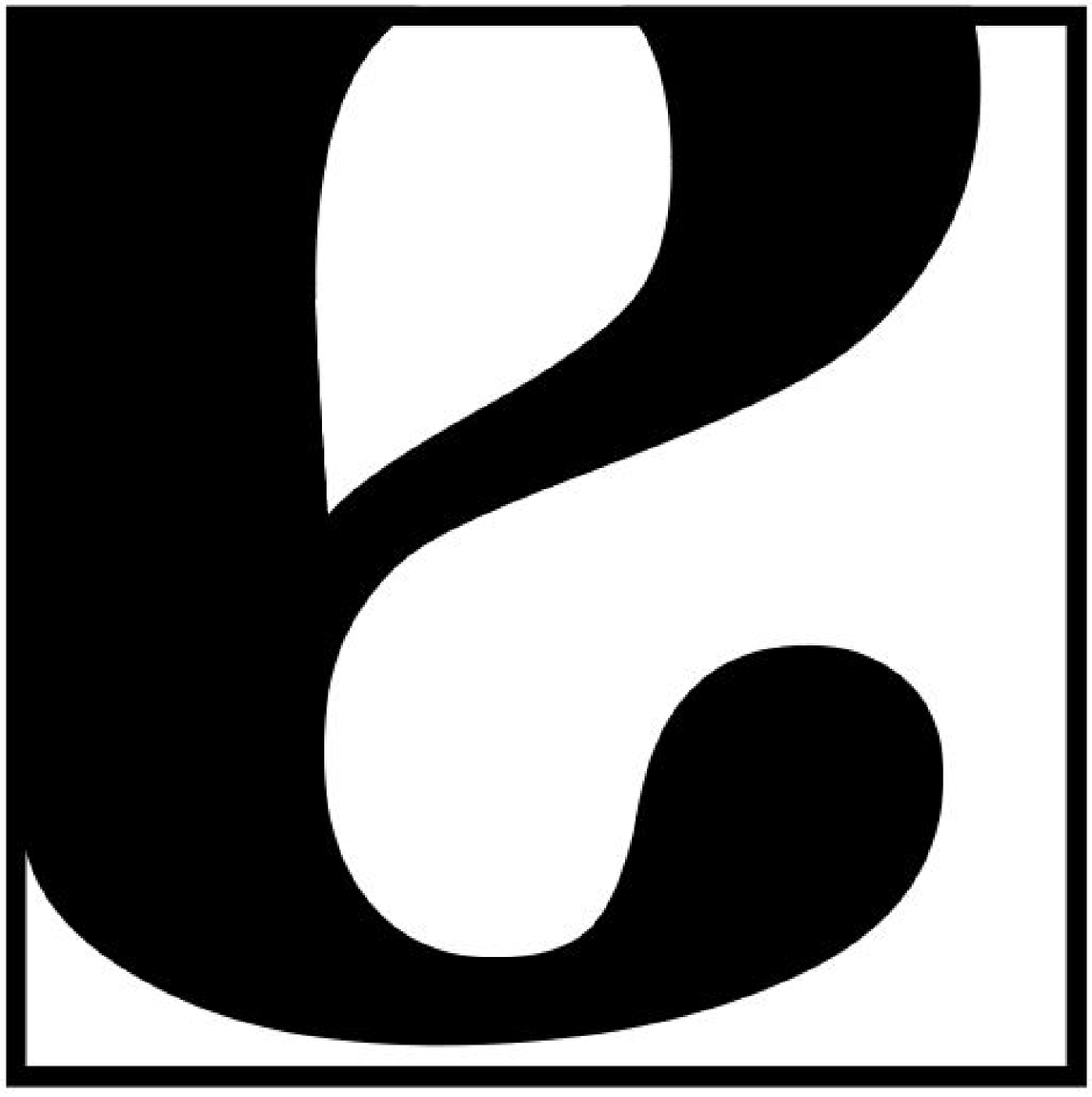




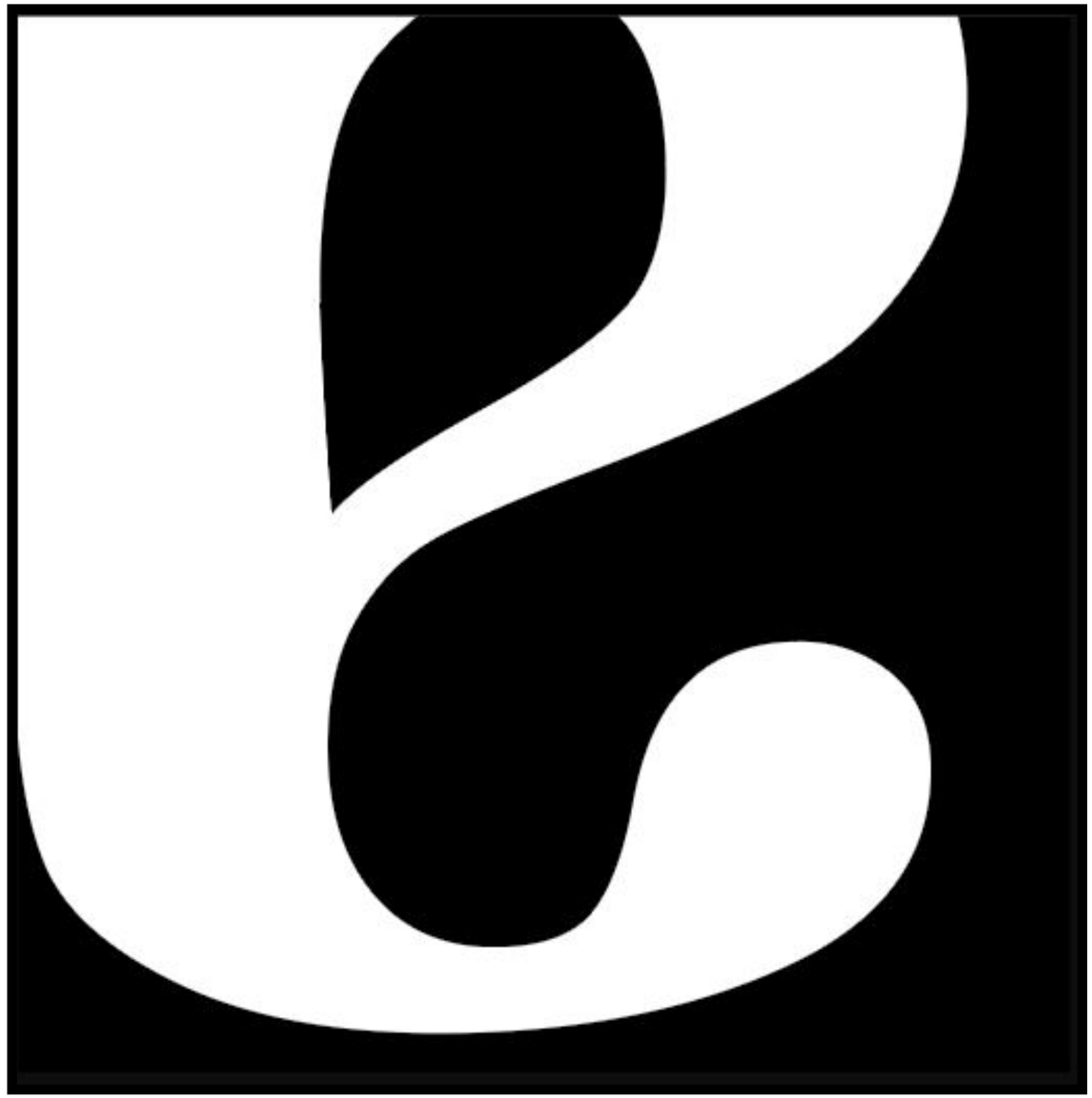




LETTERFORM BLACK final



LETTERFORM WHITE final



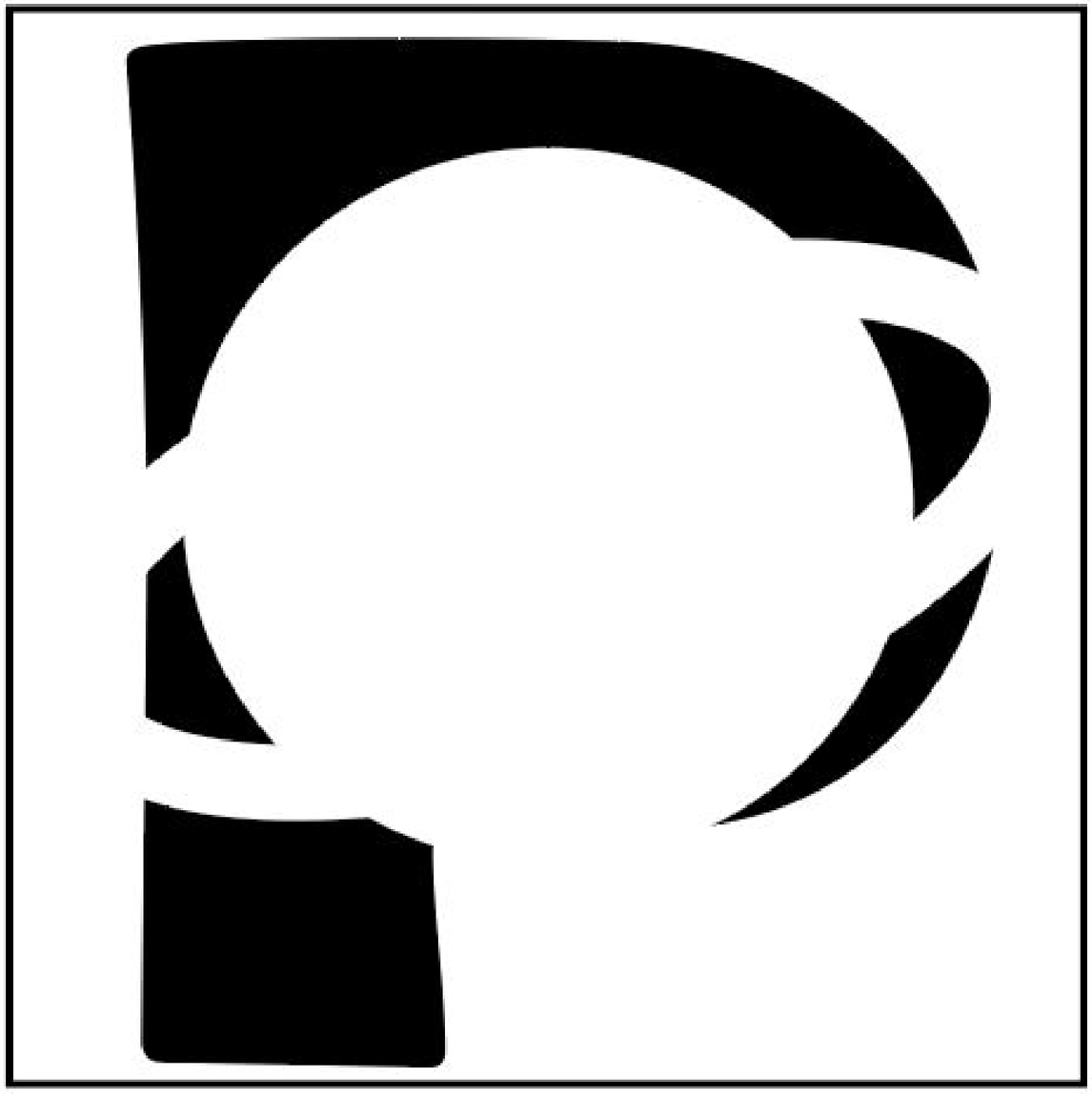
ICONS WITHIN LETTERFORM STUDIES

ICON presentation

ICON presentation

ICON BLACK final

ICON WHITE final

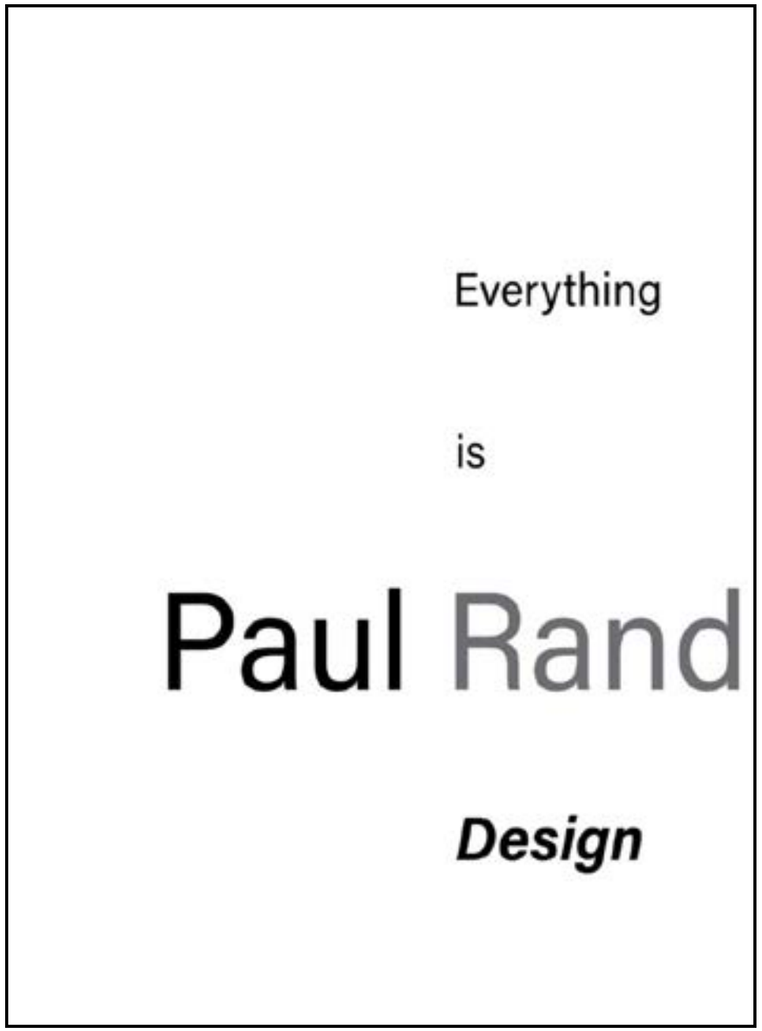


Design influence

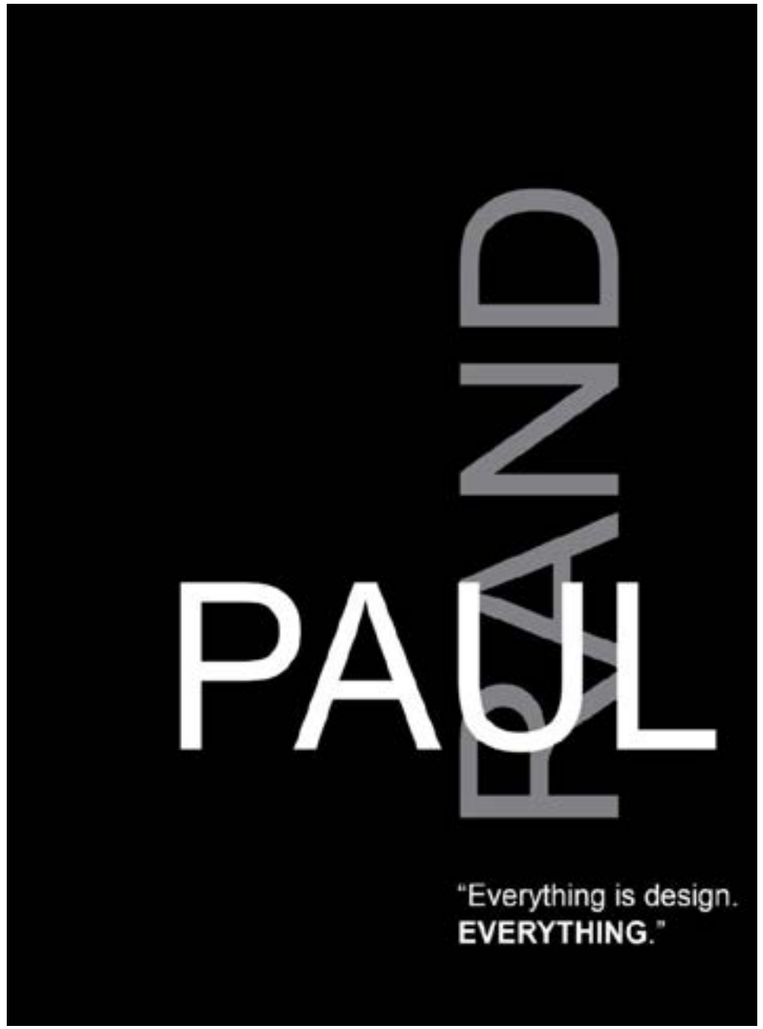
Poster studies

POSTER sketches

POSTER presentation



POSTER presentation



POSTER final