

Project 3.1

Process Portfolio Spread
student samples

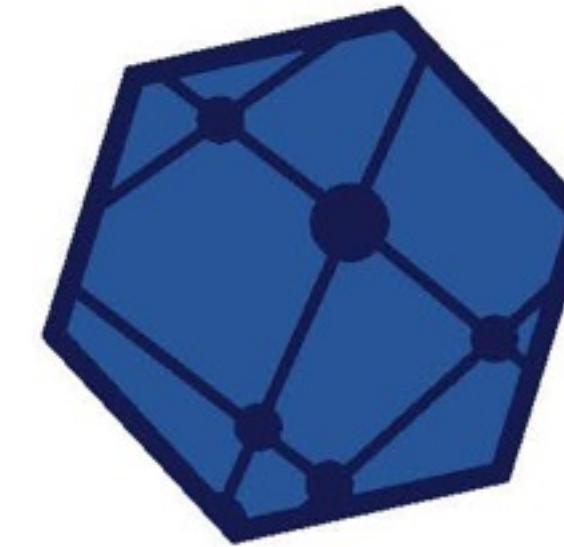
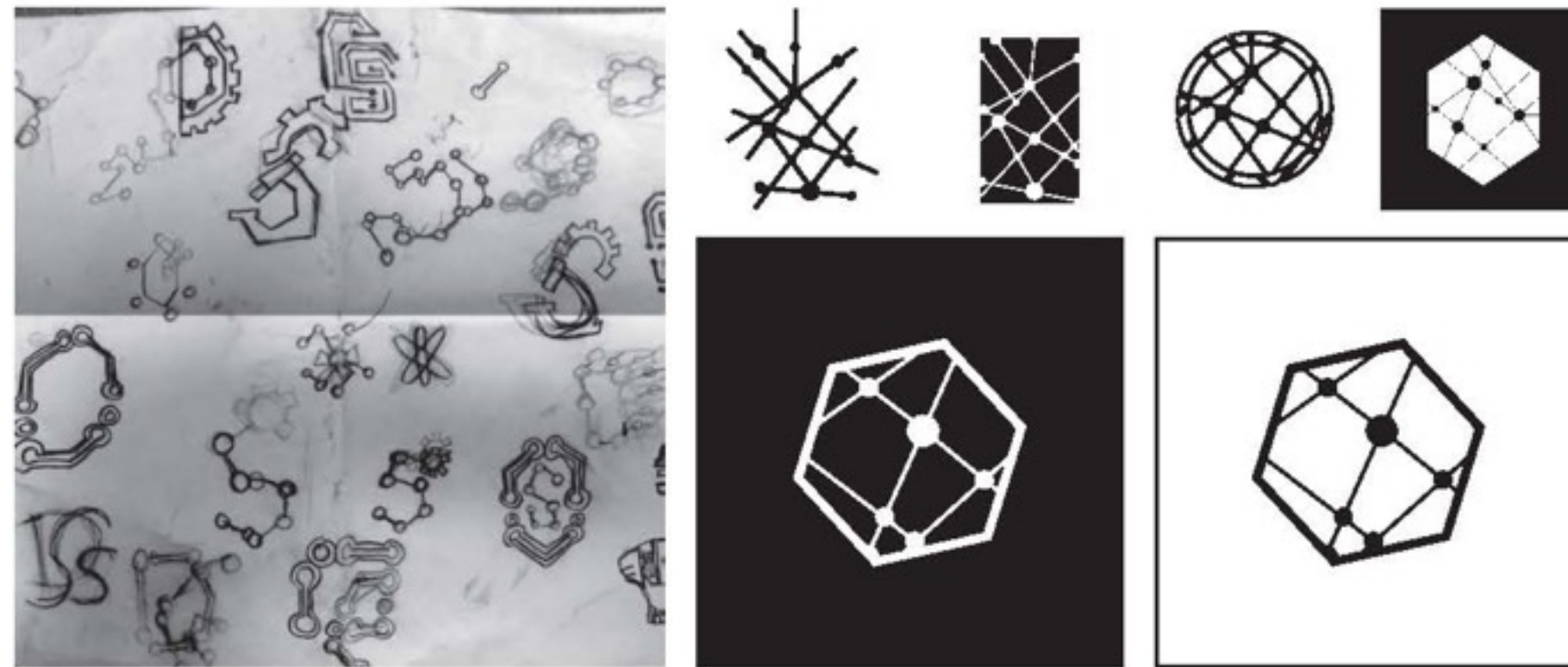
Science:

noun

1. The systematic study of the nature and behaviour of the material and physical universe, based on observation, experiment, and measurement, and the formulation of laws to describe these facts in general terms.

Connotations:

Study, Observation, Learning, Research, Experiment, Analysis



DESIGN BRIEF

This project from start to finish required research, refinement, and out of the box thinking to develop an abstract mark. The mark was conceived using a single word from a word map and cognitive words were used to find imagery inspiration for initial sketches. From the sketches the top five marks were chosen which resulted in deciding the final mark. The mark was then used to make a pattern. Using found images, colors were selected to colorize the mark and then the mark was applied to merchandise.



Graphic Mark, Pattern, & Applied Design

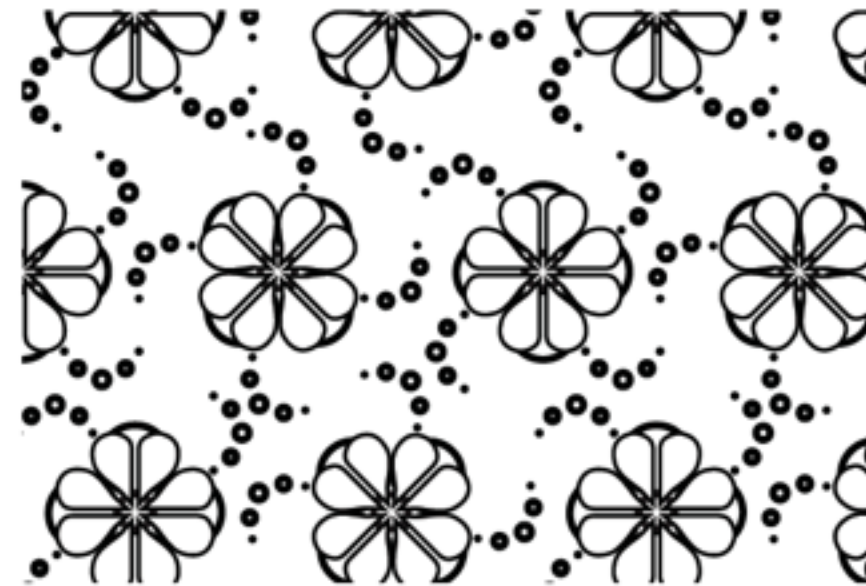
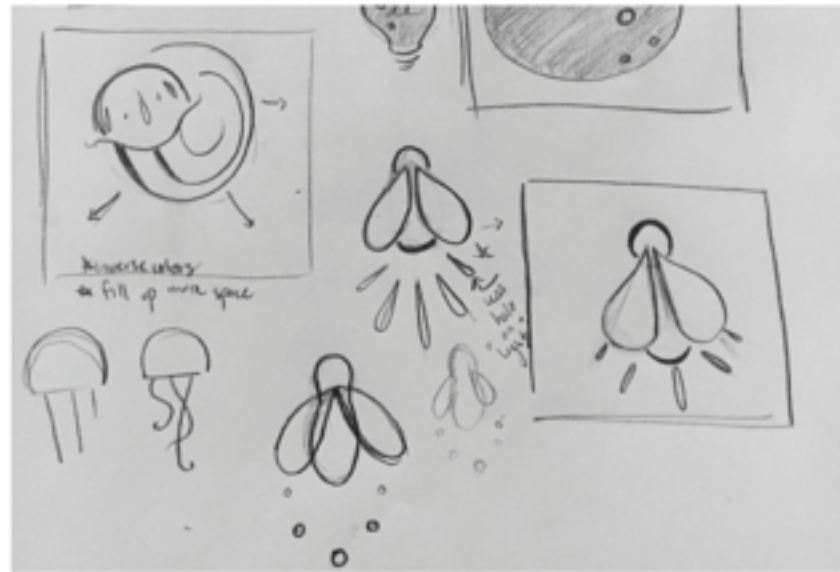
The objective of this product was to create an abstract mark and pattern that was inspired by a single word. The mark itself was meant to be obscure and not a literal representation of the word chosen. I actively chose a word that could not be represented by symbols in our everyday life.

Bioluminescence

Definition:

1. The emission of light from living organisms (such as fireflies, dinoflagellates, and bacteria) as the result of internal, typically oxidative chemical reactions.

Process



547 C

7483 C

7487 C



GRAPHIC MARK, PATTERN, & APPLIED DESIGN

Original word: Travel → **New word:** Free

adjective. able to do something at will; clear of obstacles

Connotations:

independent, unrestricted, open, liberated, unrestrained, relaxed, free-spirited, unattached



Objective:

The objective of this project was to develop an abstract mark based off of a single word. The mark here is a visual interpretation starting from the category of travel and eventually landing on the word free.



493 C

7499 C

1355 C





Graphic mark, Pattern and Design

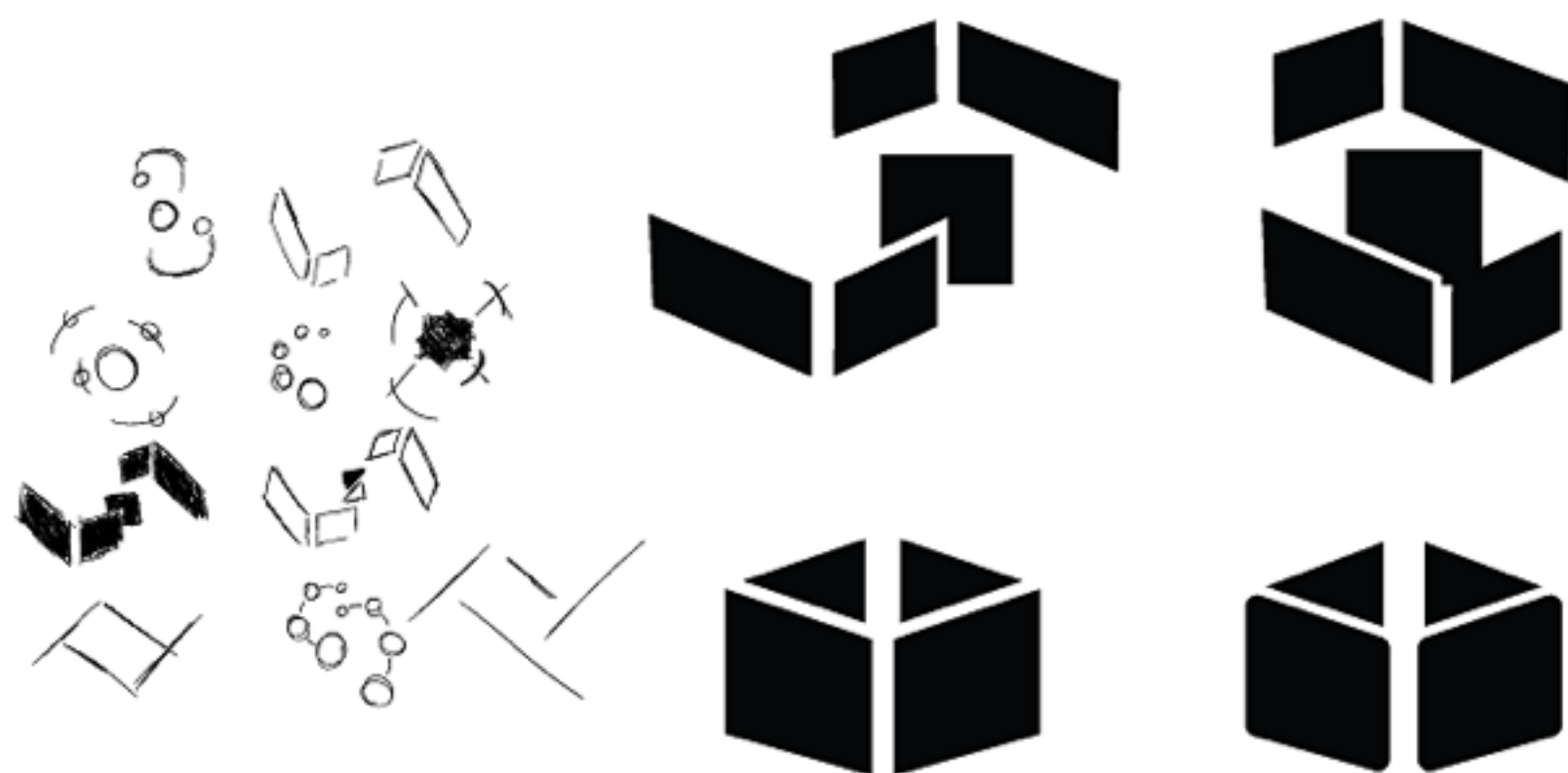
The goal for this assignment was to create a Graphic Mark and Pattern derived from a single word, In this case I used "Space". Original word Is Exploration.

Space:

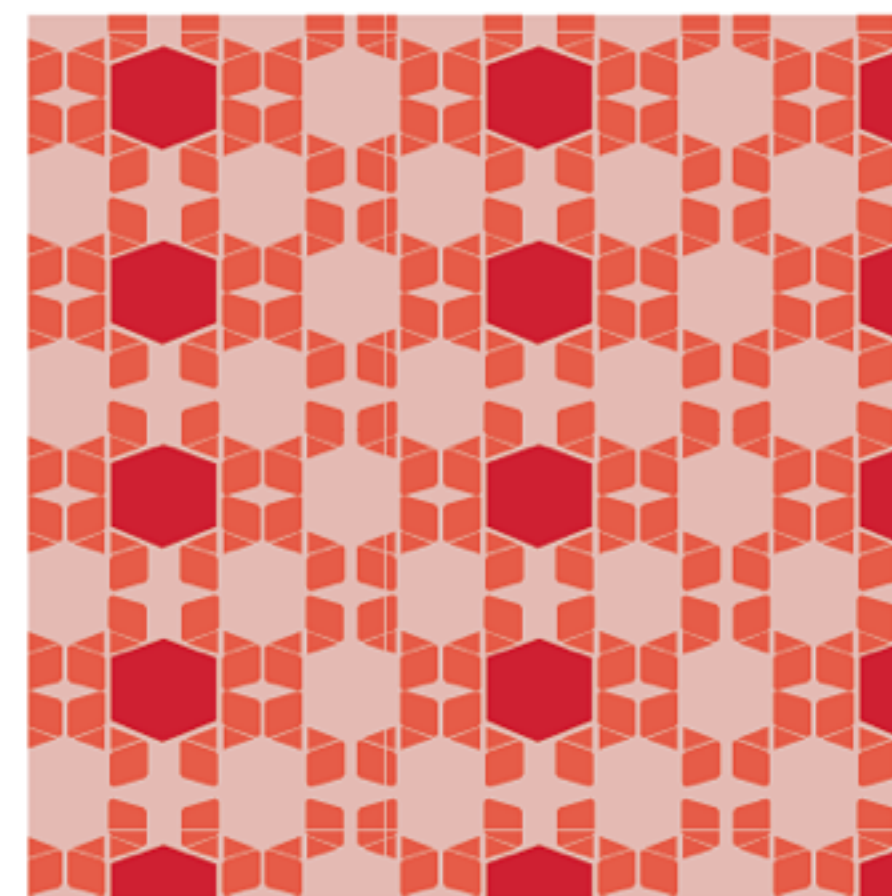
a continuous area or expanse which is free, available, or unoccupied.

Connotations:

Open, Seperated, wide, Empty space, Room, Expansive, Area.



Final Mark



7625 C 1795 C 7605 C

ABSTRACT GRAPHIC MARK

Objective:

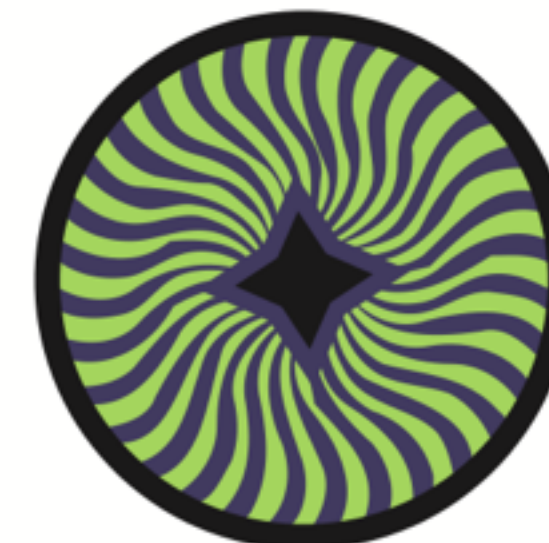
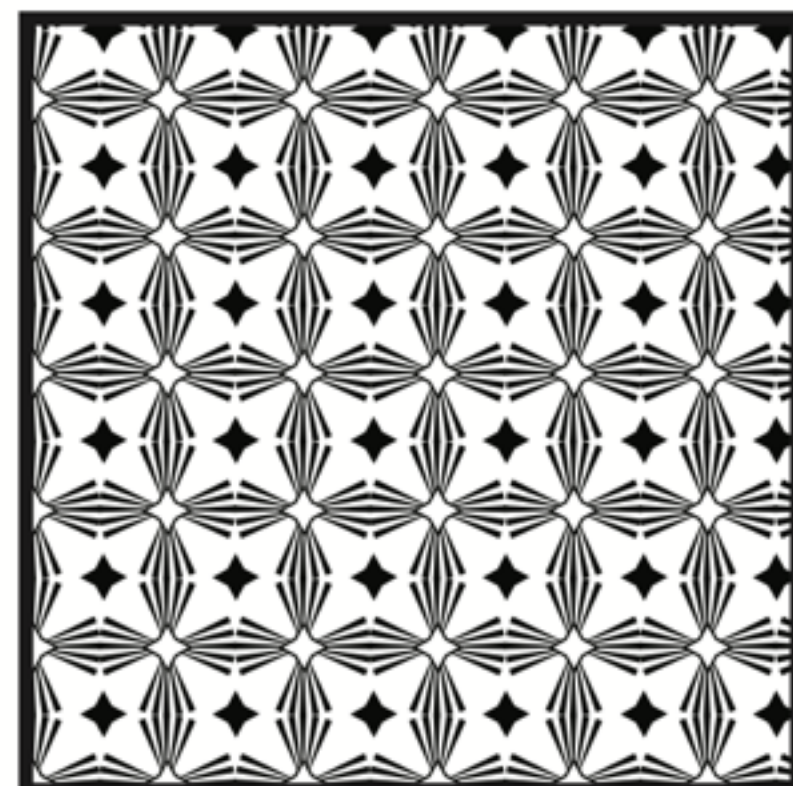
The objective of this project was to explore abstract design and create our own graphic mark through literary prompt and multiple phases of design exploration

Illusion:

- 1.) Something that deceives by producing a false or misleading impression of reality.
- 2.) A perception, as of visual stimuli (optical illusion), that represents what is perceived in a way different from the way it is in reality.

Connotations:

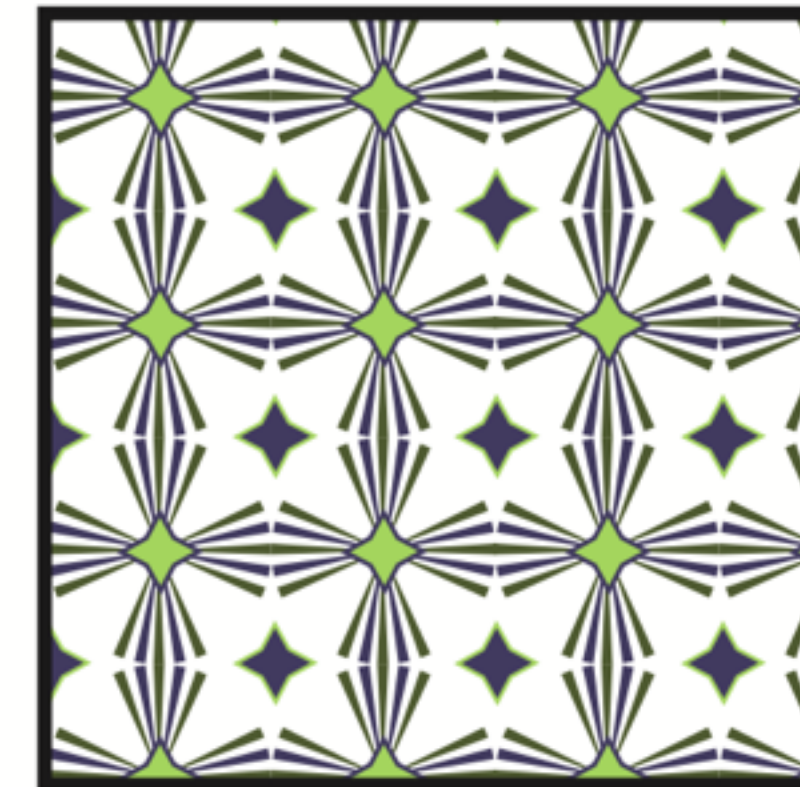
Magic, Wonder, Circus, Vaudeville, Curiosity, Cards, Rabbits, Performance, Art



367 C



5265 C



PATTERN + APPLIED DESIGN

Abstract Graphic Mark

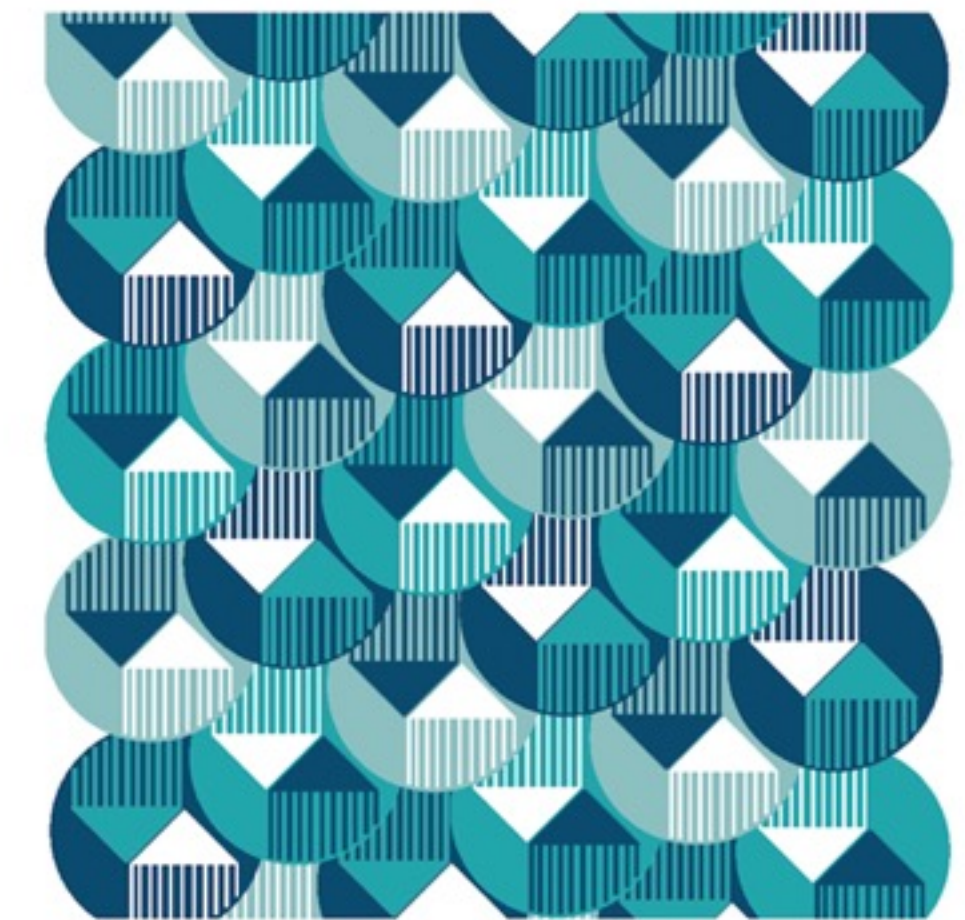
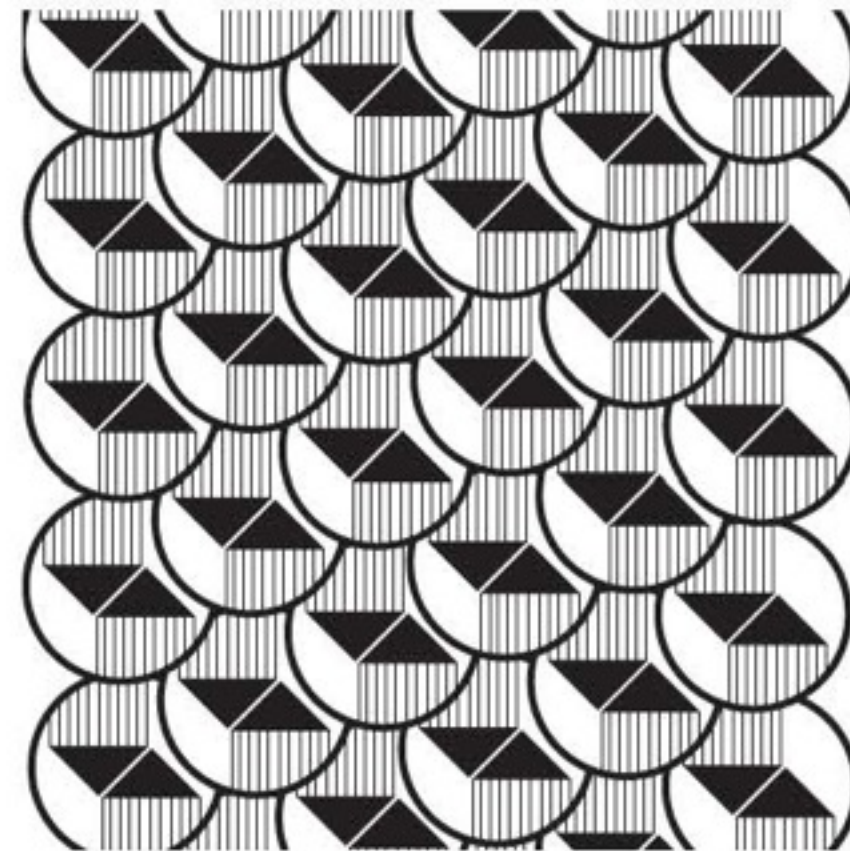
In this assignment students analyze a word to better understand its form; then develop a graphic mark distilling the form of the object down to its essence. This mark was chosen for its minimal, yet expressive qualities, illustrating the word hourglass.

hour-glass

/ˈou(ə)r, glas/

noun

an invertible device with two connected glass bulbs containing sand that takes an hour to pass from the upper to the lower bulb.



3025 C

7710 C

550 C



Graphic Mark, Pattern, & Applied Design

In this assignment, students were instructed to create a logo as well as record and explore all stages of creation. The stages included mind-mapping and word association, concepts, patterning, and color exploration. Another aspect of this project was distilling a keyword down to an abstract form.

Primary Word: Masks

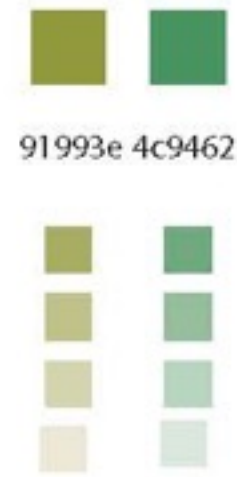
Connotations: Comedy, Drama, identity, mystery, choice, duality



FINAL MARK



Abstract Graphic Mark



In this assignment we were given the task to create a graphic mark to be reproduced as a pattern. This mark was intended to be an ambiguous mark that could serve as a logo, or an image representation of a single word. The word I chose was nature. I began by gathering images which gave the feeling of tranquility, health and happiness. I came around and arrived at "mark" that is something very fundamental to the idea of nature- a plant. From here I tailored my mark to be something that could be used for anything within the health/nutrition and fitness industry.

Primary word:
Nature

Connotation:
Nature, Zen, Peaceful, Plants



Graphic Mark, Pattern and Applied Design

Definitions (denotation):

- Extreme sports are recreational activities perceived as involving a high degree of risk. These activities often involve speed, height, a high level of physical exertion, and highly specialized gear.
- Any athletic endeavor considered more dangerous than others, such as bungee jumping, snowboarding; also called **action sport**.

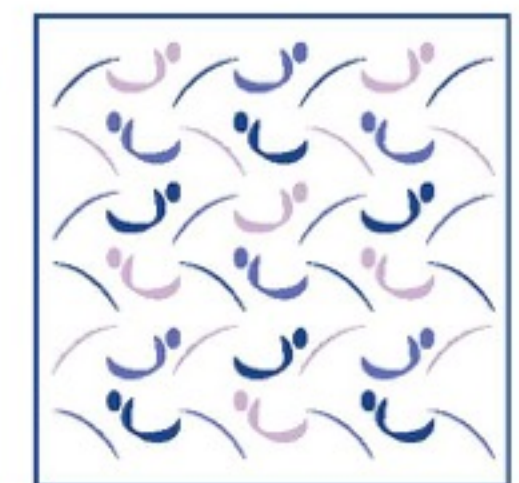
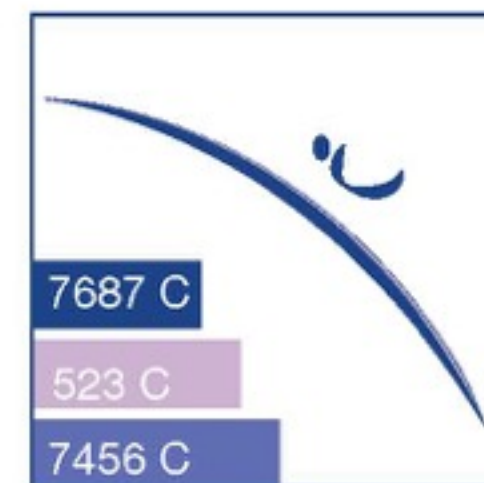
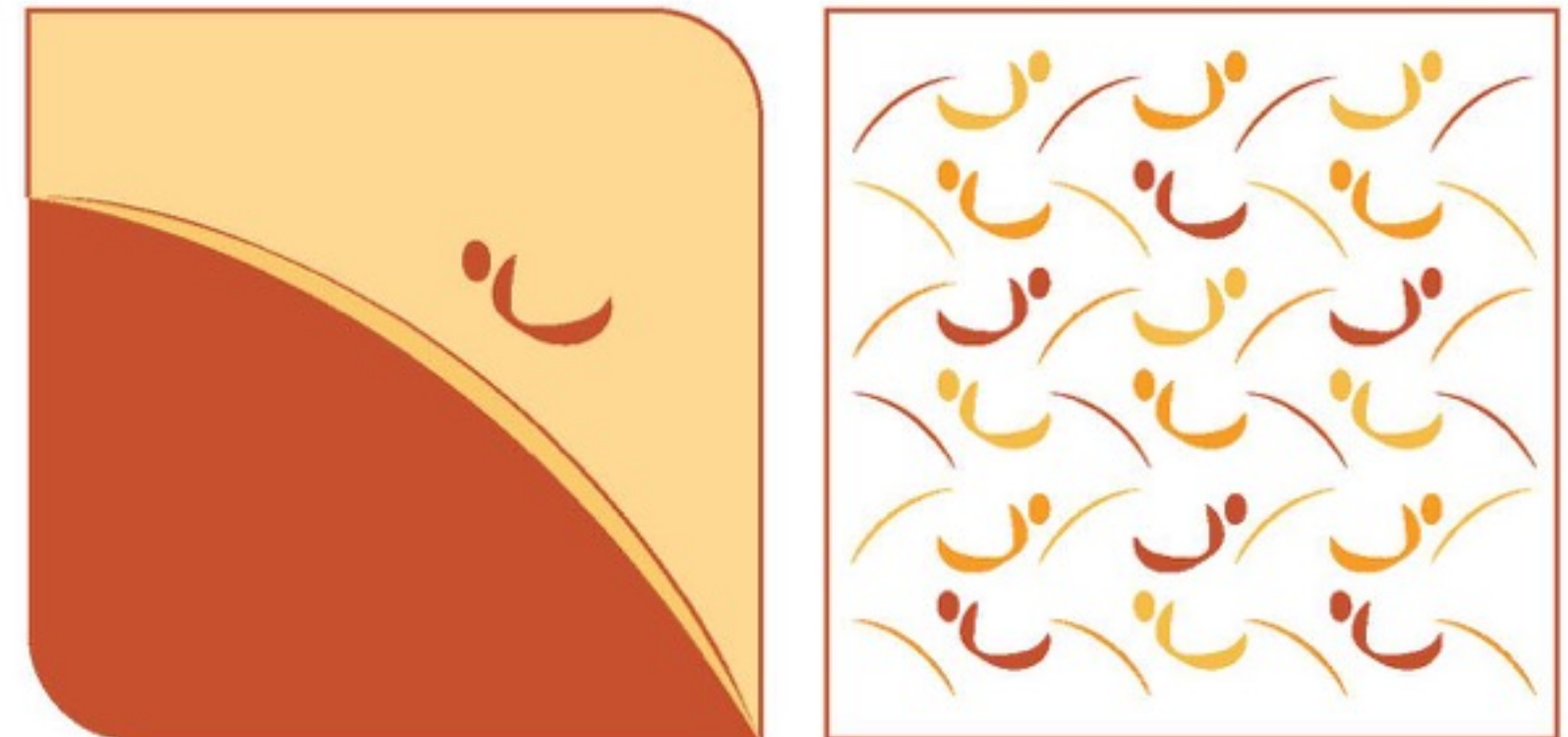
Connotations:

Wild, adrenaline, team, nature, pulse, determined, air, elements.

Process



Product Application



Graphic Mark | Pattern | Applied Design

「This project visually translates a chosen word into an abstract mark. The word being explored through an abstract mark here is “seed;” deriving from the word “nature.”」

「Seed
a flowering plant's unit of reproduction, capable of developing into another such.」

「Connotations
Nut, Grain, Kernel, Bud,
Core, Corn, Bud,」

Process:

