



STUDIO BOOKLET

AGES
13+



*It's through mistakes that you
actually can grow. You have to
get bad in order to get good.*

Paula Scher

THE ESSENTIALS OF GRAPHIC DESIGN

Understanding the most important
disciplines in the design industry.

BRANDING

INTRO TO BRAND DESIGN

More than just the name of a product or service, a **brand** is the *perception* a customer gets when they experience a company's **identity**. Branding is the profession of strategically shaping how a company, organization, or individual will be perceived by creating their identity—the sum of their verbal identity (how they talk) and visual identity (how they look). In this intro, we focus on the main element that leads the visual: the **brandmark**.

BRAND NAME

Alot is in a name and whether it's based on a founder, is descriptive, metaphorical, or completely made-up, a great name sets the stage for everything amazing that will carry the brand forward.

FOR THE BRAND EXERCISE

Here are different types of brandmarks (or logos) to study and use for inspiration to create your own marks. Also think about how your mark would symbolize the idea behind your chosen name. Whatever ideas you come to for a name and its mark, strive to make them both simple, unique, meaningful, and iconic.

HaasAper

WORDMARKS

Typographic logos that emphasize a company's name.

HaasAper

HaasAper

APER

LETTERMARKS

Typographic logos that highlight the letter(s) in a company's name or initials.



PICTORIAL MARKS

Recognizable images designed as icons or symbols.



ABSTRACT MARKS

Unfamiliar images designed as icons or symbols.



COMBO MARKS

Logos comprised of both a wordmark or lettermark and a pictorial mark or abstract mark.



EMBLEMS

Logos consisting of a company's name being locked inside a symbol or holding shape (like seals, badges, and patches).



PRINT

INTRO TO PRINT DESIGN

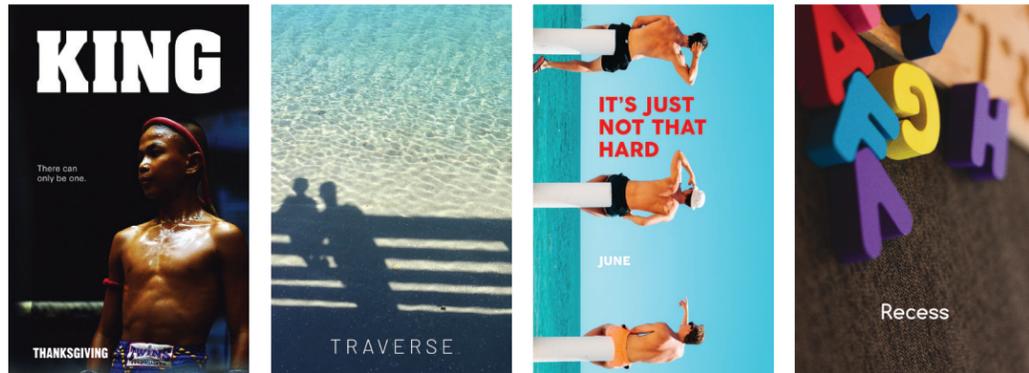
Print design is the process of designing content that needs to be printed. It is NOT the printing process; it is the design process—the step before final files are sent off to printers. Designs meant for print can be printed on various materials for various contexts. Although most print designs can be displayed digitally, there's nothing like having the real thing in your hands.

FOR THE PRINT EXERCISE

Posters and covers are examples of commonly favored printed pieces. Other typical examples range from that of business cards to those of wall graphics placed on the sides of large buildings. Consider how your ideas for a printed piece could take the stage in the real world.

FILM POSTERS

Every film has a trailer, but when we're unable to watch one, we'll still get a taste of the story in a single, compact design.



BOOK COVERS

We know not to judge books by their covers, but we sure can judge covers by their designs.



ALBUM / SINGLE COVERS

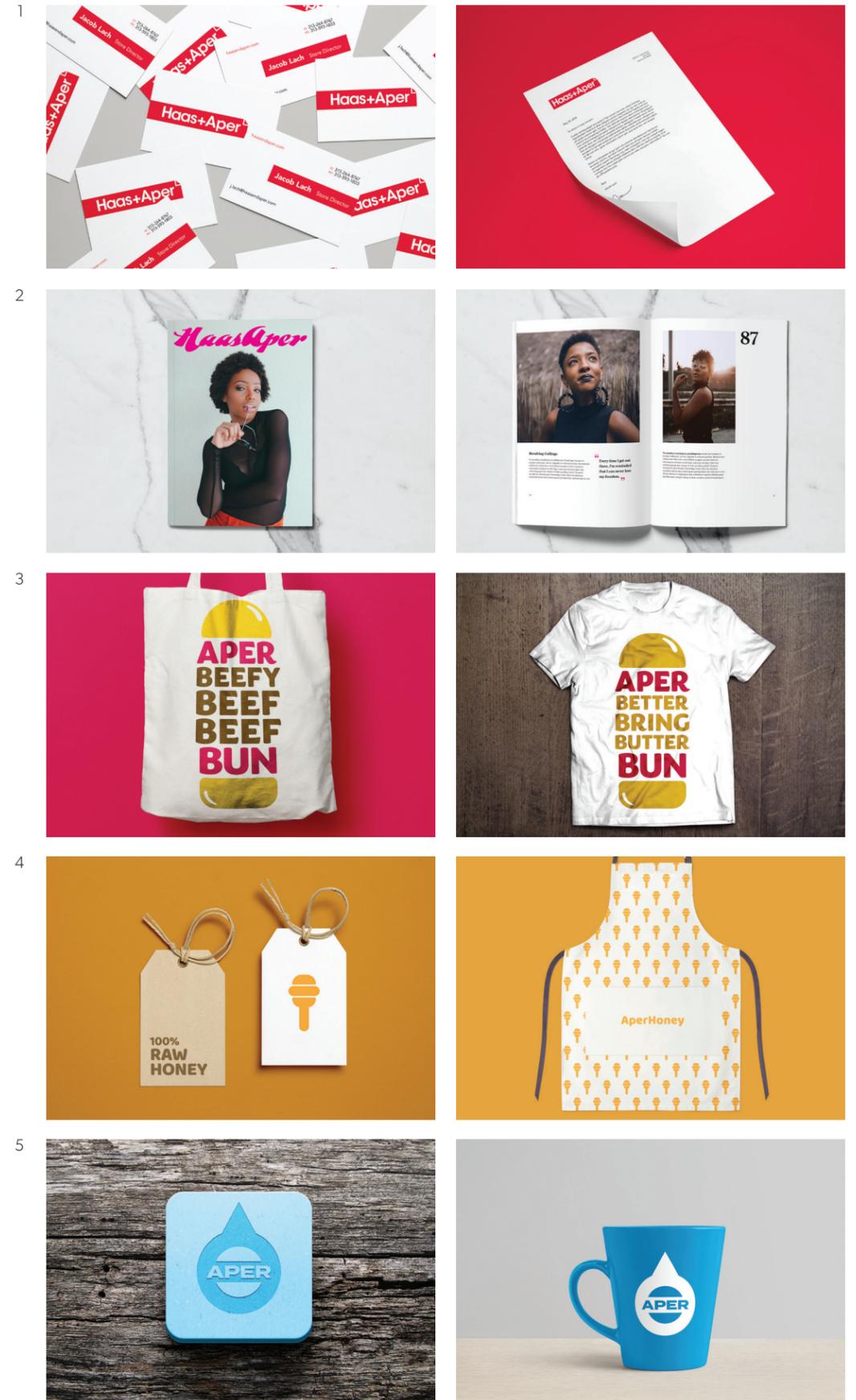
What does an artist's music look like? Designers have a ton of fun creating the most fitting covers for the music we love.



ANYTHING

Stationery, booklets, tote bags, signs, etc.

- 1 Haas+Aper, an office supply retail chain
- 2 HaasAper, an African-American lifestyle magazine
- 3 Aper Bun, an American fast-food burger chain
- 4 Aper Honey, a honey company
- 5 Aper Motor Company, an American automaker



PACKAGING

INTRO TO PACKAGING DESIGN

Packaging design is the profession of strategically creating the package that a product will be held in. It involves designing the visuals for the package so that it stands out against its competitors and attracts its appropriate customer, all while staying true to the identity of the brand. Aside from visuals, package designers must also consider what form the package itself would take, what material it would be made of, and how it would function to protect and secure the product.

FOR THE PACKAGE EXERCISE

There are tons of packaged goods out in the world that we purchase everyday. These are examples from only a few categories. Think about a customer's unboxing or opening experience. How would you guide them to the big reveal? Don't forget to consider what they'd be recycling afterwards!

FOOD / DRINKS

We all need a bottle or cup to drink from and a wrapper to unwrap. If both are designed well, then we'd get a greater kick out of doing either.

1 Aper Bun



ELECTRONICS

The devices you want to buy are probably expensive. So it's only right that they are packaged with glory.

2 Haas+Aper



APPAREL

We shouldn't take anything for granted, even the packaging for the most delicate things.

3 Aper's, an American beverage company



ANYTHING

Doesn't matter what it is; it's either in something or is the something.

4 Aper Honey

5 Aper Motor Company Fantasy Football



EXPERIENTIAL

INTRO TO EXPERIENTIAL DESIGN

Experiential design is the art and profession of shaping environments that communicate, which ultimately results in creating impactful customer experiences. This field involves the collaboration of graphic designers, interior designers, digital designers, and architects (to name a few). **Wayfinding** is a system of symbols, like arrows and restroom icons, that help you find your way to a destination. **Signage** is the design of signs meant to display a company's name.

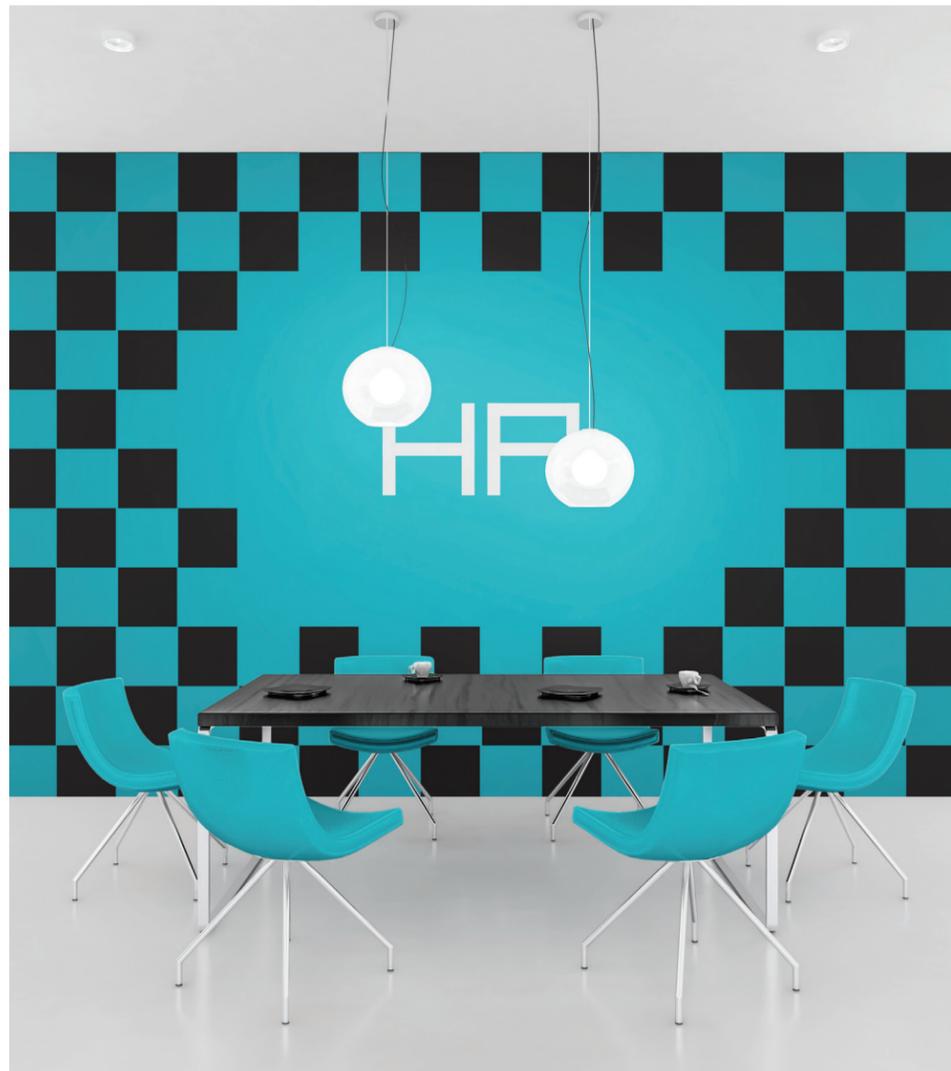
FOR THE EXPERIENCE EXERCISE

Wherever we are in the world, we have design to show us where we need to go. With wayfinding symbols, signage, and various wall graphics in and around the exotic spaces we traverse through, we'll never get lost in boredom. How would you guide your customers to their destinations? What would be the best experience to give that they could never forget?

INTERIOR GRAPHICS

Designs that live in the inside of a space. You could be in a gallery, an office, or your favorite café.

1 Haas Aper Technologies, a German software company



EXTERIOR GRAPHICS

Designs that live outside. You could be at a mall, a park, or out on the busy streets of an urban center.

2 Aper Bun



SIGNAGE

How would you and your friends find that restaurant you all picked out if it didn't have a good sign? A good one wouldn't let you trip and fall either.

3 Aper Bun



WEB

INTRO TO WEB DESIGN

Web design is the art and profession of designing websites with visually pleasing user interfaces (UI; how the site looks) and functionally sound user experiences (UX; how the site works). Web designers must also consider how the website will be displayed on varying screen sizes like for desktop and mobile.

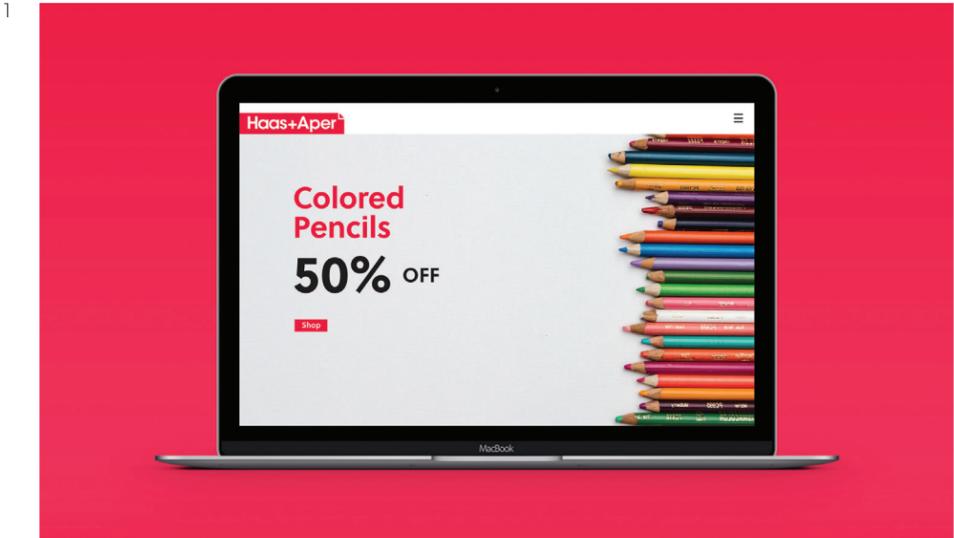
FOR THE WEB EXERCISE

It's the 21st century and digital technology is here to stay. Ideas that look good on any screen is a win for everybody viewing them. But looking good comes with working well, too. Think about how you'd design both the style, flow, and structure of a site or app. Is it easy to use? Can I find everything? Does it look clean and just amazing?

SITES AND PLATFORMS

The digital space is full of creative possibilities. Things can stay still. Things can move. Things can just blow you away.

1 Haas+Aper



2 Haas Aper Technologies

2



MOTION

INTRO TO MOTION DESIGN

Motion design is the art and profession of designing graphics to move. Motion graphics designers typically create animations and videos with moving forms, illustrations, and type that can pair up well with video imagery. Before things get digital, the first thing designers do is create *storyboards*. **Storyboarding** is the process of sketching frames of a story that—when put together in a sequence—brings the story to life.

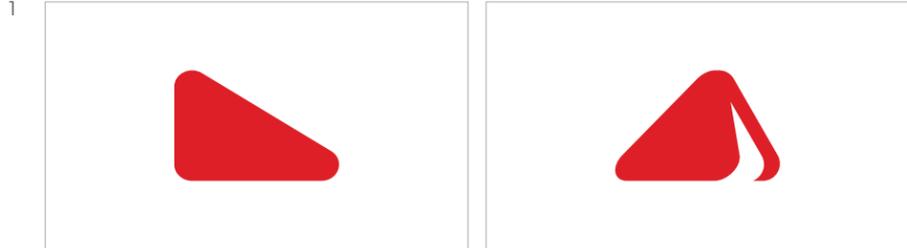
FOR THE MOTION EXERCISE

At the heart of connecting to an audience is compelling storytelling. Through this do brands make lasting relationships with the people in their communities. Imagine your story broken up into parts that connect to hold everything together. What happens first? Then what? How smooth or surprising is the transition? How do we get to the climax or big finale? Try to tell your story in up to eight boards like in these examples.

LOGO ANIMATIONS

Logos get bonus points when they can move, especially if their movements are not just cool, but clever.

1 Aper Bank



2 Aper Bun



GIFs

Some graphic elements of a visual system may need to repeat. These work well to keep the spirit breathing.

3 Lens Aper



4 Bunny Aper



ANIMATIONS

Visual storytelling that's done well can bring out all the feels. The better a story flows, the greater a story moves us.

5 Aper Bun advertisement video

5

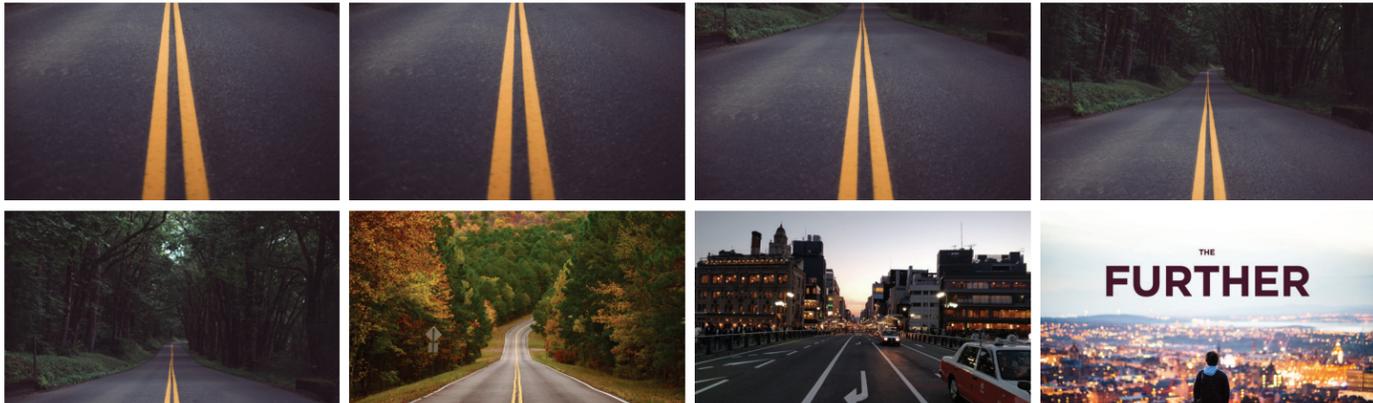


TITLE SEQUENCES

The opening of a film or TV series must have the right mood and exciting build to capture our full attention. Otherwise, they'll lose us.

6 The Further, fictional drama film

6



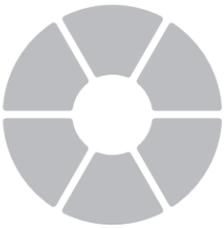
*Design is so simple, that's why
it is so complicated.*

Paul Rand

THE FUNDAMENTALS **OF GRAPHIC DESIGN**

Understanding a few
basic design principles.

COLOR



INTRO TO COLOR

Color is our perception of light. When we see color we see a certain spectrum of electromagnetic wavelengths. We call this spectrum *visible light*. There are six main wavelengths of light, called **hues**, that make up the basis for all colors our eyes work to see. For designers to make visually pleasing works of art using color they must first know how to see and understand color's characteristics. There are many topics about color and we call this study *color theory*.

In this intro to color, get to know the hues and their relationships by understanding the **complementary colors** (or opposite colors) and **analogous colors** (three hues that sit next to each other on the color wheel). The complementary pairs are red-green, yellow-purple, and blue-orange. An analogous color to orange, for example, would be yellow or red.

FOR THE COLOR BLITZ

The *color wheel* is an easy organization of what we know as the "colors of the rainbow." Study the wheel to master the hues.

TRY IT!

Look for an object around you. The object should be a solid color, preferably one of the six hues. It's best that you're in a well-lit area; sunlight works best. Take about 30 seconds to stare at that object. Then, slightly move your eyes away from the object and you'll see an afterimage of the object in its opposite color.



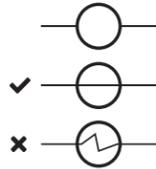
FORM

INTRO TO FORM

Form is the shape or visual characteristic of something, whether it be something that's two-dimensional or three-dimensional. Designers often create simple, beautiful forms with interesting qualities by experimenting with **principles of gestalt**. *Gestalt* (pronounced *guh-stawlt*) is a German term meaning "form; shape; or unified whole." It was the focus of a theory in visual perception, developed by German psychologists during the 1920s. Gestalt is all about how humans perceive visual information as a whole rather than as individual parts.

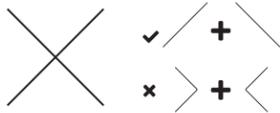
SIMPLICITY

Elements or objects tend to be seen in a way we assume they appear to be—that they were created as simply as possible.



Example 1

The figure is a circle with a line going straight through or behind it. The line does nothing else.



Example 2

The x is drawn with two lines, not with two angle brackets.



Example 3

The black figure is most likely a triangle, rectangle, and a circle put together, not just one shape.

CLOSURE

Objects can be broken apart or formed incompletely and still maintain their visual integrity.



Example 1



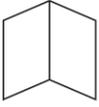
Example 2



Example 3

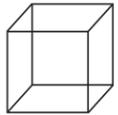
MULTISTABILITY

Occurs when forms are seen back and forth without much control because of two or more alternative interpretations.



Example 1

Are we looking at the inside of a book or the back of it?



Example 2

Which side is the front of the box?



Example 3

Are we looking at a chalice or two men staring at each other?

TYPOGRAPHY

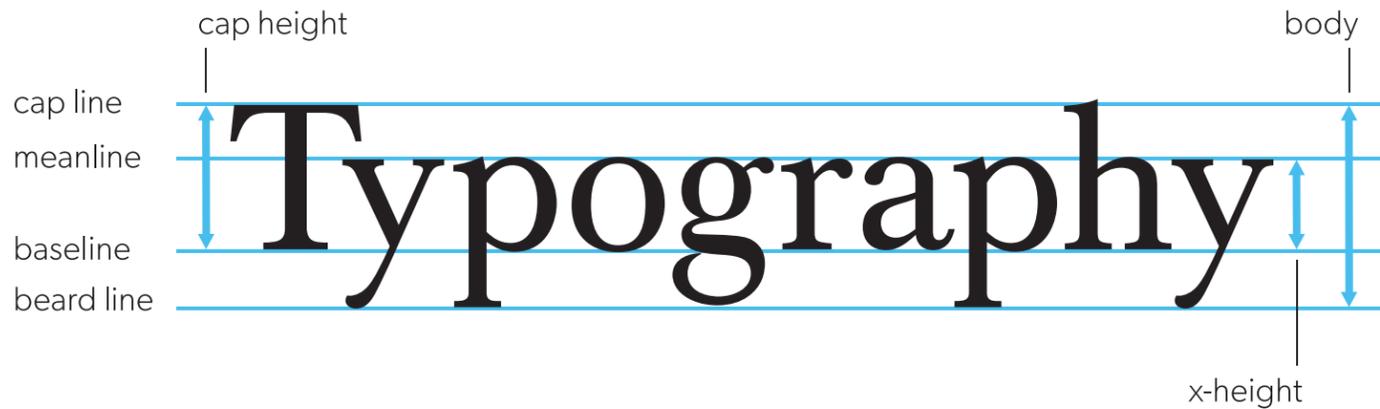


INTRO TO TYPE

Typography is the visual characteristic of the written word. It is the art and profession of arranging type to make language legible, readable, and pleasing to the eye when displayed. Type is simply text or any sort of letter or glyph. A **typeface** is the *design* of a set of letterforms, numbers, and glyphs. A **font** is the *style* of a typeface. For example: Avenir is the name of a typeface. Avenir Black is a font style of Avenir.

FOR THE TYPE BLITZ

Study several of the most important typographic categories designers consider when using type for their designs.



TYPE ANATOMY

When you get into the details of type, you find that even letters have body parts; and where they sit on those thin imaginary lines can make a thick difference, too.



SERIF TYPEFACES

Typefaces with serifs—small strokes that project from the ends of main strokes.

Times
New
Roman

Clarendon

Didot

SANS SERIF TYPEFACES

Typefaces without serifs.

Helvetica

Avenir

Gill Sans

WEIGHT

The boldness or thickness of the letterforms of a typeface.

Thin Light Regular Medium **Bold Heavy Black**

WIDTH

How wide or narrow the letterforms of a typeface are.

Extended

Condensed

POSTURE

The stance of the letterforms in a typeface: upright (roman) or angled; a true italic font is made of uniquely designed letterforms that aren't just slanted (oblique).

Roman
Italic

Roman
Oblique

POINT SIZE

The point system is the standard measurement system for the size of type (in height).

1 point = 1/72 inch
12 pts = 1 pica
6 picas (72 pts) = 1 inch

72 48 24 12

DESIGN HISTORY



INTRO TO DESIGN HISTORY

The history of graphic design actually spans thousands of years throughout many different cultures and civilizations. There are many events related to design that helped shape the world we live in today, and the people behind these events are always worth knowing and appreciating. From the invention of paper to the birth of the internet, these artists, architects, engineers, philosophers, you name it, have contributed an enormous amount of work and effort toward advancing our way of life. The significance of design history is as amazing as the thought of how we communicate with each other today versus the way people got any message across thousands of years ago.

FOR THE DESIGN HISTORY QUIZ

These brief descriptions are quick introductions to a variety of design history topics. Pay attention to key words or phrases that relate to a question most. Your knowledge of graphic design history will only grow larger from here.

*If you do it right,
it will last forever.*

Massimo Vignelli

With his acclaimed design philosophy, *Die Neue Typographie* ("The New Typography"), German designer Jan Tschichold ultimately made a transformation to the face of graphic design in the late 1920s.

Swiss type designer Adrian Frutiger designed one of the largest typeface families called Univers.

Commissioned to record whether or not a trotting horse lifted all four feet off the ground at the same time, Eadweard Muybridge set up 24 cameras to capture the horse's motion in 1877. His motion-picture photography was the first of its kind.

While a design student at Portland State University, Carolyn Davidson created the Nike Swoosh logo for just \$35 in 1971.

In around 1440, a German printer named Johannes Gutenberg invented the printing press—a device that allowed for mechanized printing using letter-carved blocks made of metal to be inked against paper.

After the internet was developed by a collective of scientists in the late 1960s, physicist Tim Berners-Lee created the Web in 1989.

Searching for a way to transfer drawings onto printing plates, the Frenchman Joseph Niepce found himself producing the first photographic image in 1826.

Inspired by the style of the early scribes who would write books or scripts literally by hand, the Blackletter type style was the earliest developed type classification used for printed material.

A Chinese government official named Ts'ai Lun brought his invention of a new writing surface to Emperor Ho in A.D. 105. This paper was made of woolen cloth and various natural fibers.

The posters for iconic African-American films like *Malcolm X* and *Black Panther* were designed by Detroit native, Art Sims.

The popular MTV logo was designed by the late Manhattan Design studio in 1981.

Around 3100 B.C. the ancient Sumerians developed pictographic clay tablets that were meant to keep record of items like supplies, goods, and taxes. The Sumerians then found better utensils and methods of writing with their cuneiform (Latin for "wedge-shaped").

Many typographers have developed their own system of classifying typefaces, but the most commonly agreed upon are the classifications: Blackletter, Oldstyle, Italic, Script, Transitional, Modern, Egyptian, and Sans Serif.

Swiss designer Armin Hofmann was one of the critical figures who helped progress the Swiss Style.

Design applications like Adobe Photoshop, Illustrator, and InDesign are three of the most critical creative software tools for designers to use.

Many of today's most popular corporate logos like the American Broadcasting Company trademark was designed by the New York School pioneer Paul Rand.

With many his trademarks being designed from just words or letters, Herb Lubalin came to be considered a typographic genius of the 1960s.

Respected New York School artist Saul Bass designed many American film titles during the 20th century that received high praise.

One of the first sans-serif typefaces created for wide use, especially in running book text, was Akzidenz Grotesk, developed by the Berthold Type Foundry in Germany.

One of the pioneers of using a computer as a design tool was Los Angeles designer April Greiman.

Spanish painter Pablo Picasso introduced cubism to the art scene, seeking to create a new tradition of art making and way of seeing. His approach involved abstractions of nature and reality using geometric shapes.

With his wife Bryony Gomez-Palacio, co-founder of their design studio UnderConsideration, Armin Vit publishes the addictive brand identity blog Brand New in 2006.

An enthusiast of conceptual book jacket design, Charles "Chip" Kidd, has come to be recognized as one of the most renowned book cover designers.

AIGA, the professional association for design (formerly known as the American Institute of Graphic Arts) is the oldest and largest non-profit design organization in the United States.

Fueled by their rage against war, the Dada artists and writers began to find great leadership in the French artist Marcel Duchamp. His philosophies brought the movement to its most impactful state.

Introduced by the French poet André Breton, surrealism encouraged artists to explore the unconscious or subconscious realm where dreams and imaginations could be depicted.

In Germany, the Bauhaus School gained recognition as one of the most innovational schools of thought toward architecture and design.

The famous I <3 NY logo was designed by New York conceptual artist Milton Glaser.

The world's most visited packaging design website, Dieline, was established by Andrew Gibbs in 2007.

Many of Apple's first computer fonts and icons were designed by Susan Kare.

Written and designed by **Deon Mixon**
Typeset in **Gibson**

For more information, visit designeyegame.com

The DESIGN EYE names and logos, the distinctive design of the game board, and each of the distinctive elements of the board, rules, manuals, and materials are trademarks of Design Eye Game LLC.

© 2020 Design Eye Game LLC. All rights reserved.