

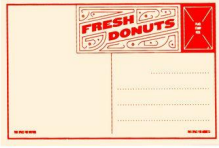
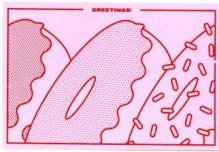
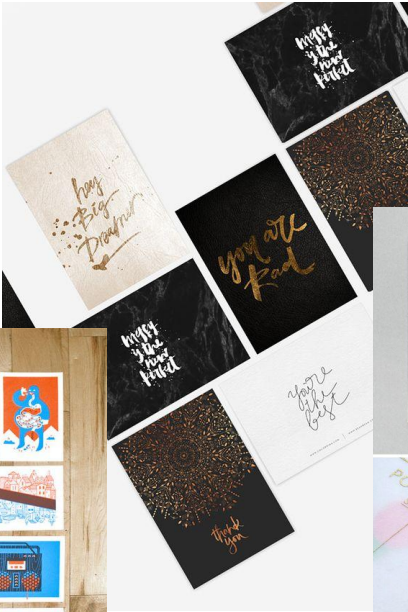
Project 3

Series Postcards

Chanelle Miller

Stage 1: Research & Analysis

MY FINDINGS:



Stage 1: Research & Analysis

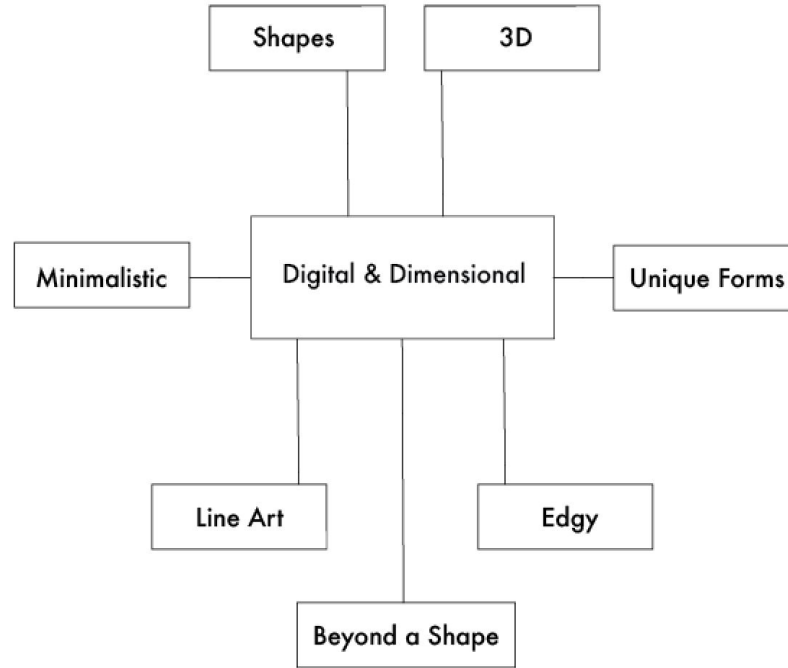
10 KEY WORDS:

1. Discipline
2. Digital
3. Publishing
4. Limitless
5. Perspective
6. Diversity
7. Structural
8. Effectiveness
9. Operational
10. Dimensional

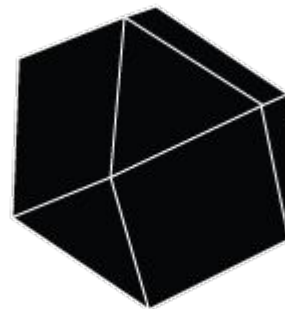
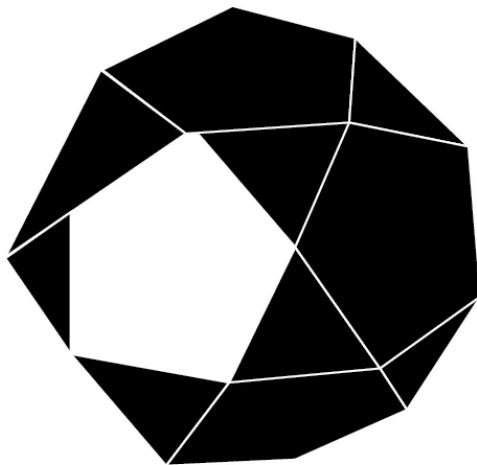
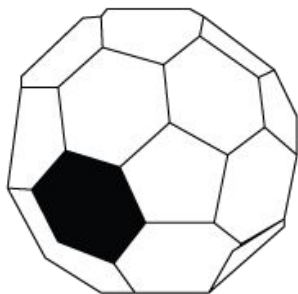
4 KEY WORDS:

1. Digital
2. Dimensional
3. Structural
4. Limitless

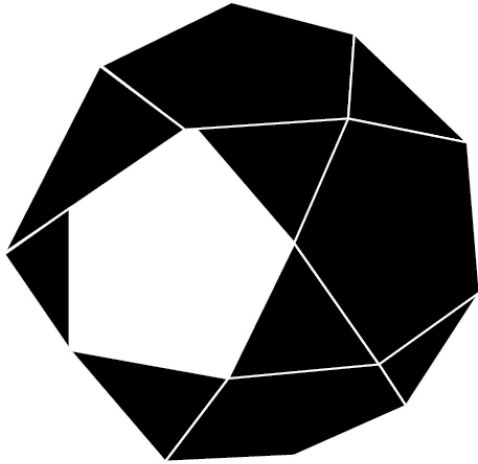
Stage 2.1: Ideation with Symbol



Stage 2.1: 3 Symbol Designs



Stage 2.1: Symbol & Explanation



I created a polygonal filled shape to represent what I believed the program stands for. I wanted the shape to resemble students seeing beyond a design. YSDN students believe that graphic and web design is more than just shapes, lines, and text coming together. I didn't want the logo to be a flat shape because I thought a 3D shape would represent the words *dimensional* and *digital* the best. The polygons help add dimension to the shape and the white hexagon represents seeing through a design.

I wanted the logo to be as minimalist as possible and easy to manipulate as well. In my opinion, I think the most effective logos in our generation, are the ones with the least amount of detail.

Stage 2.2: Tagline Process

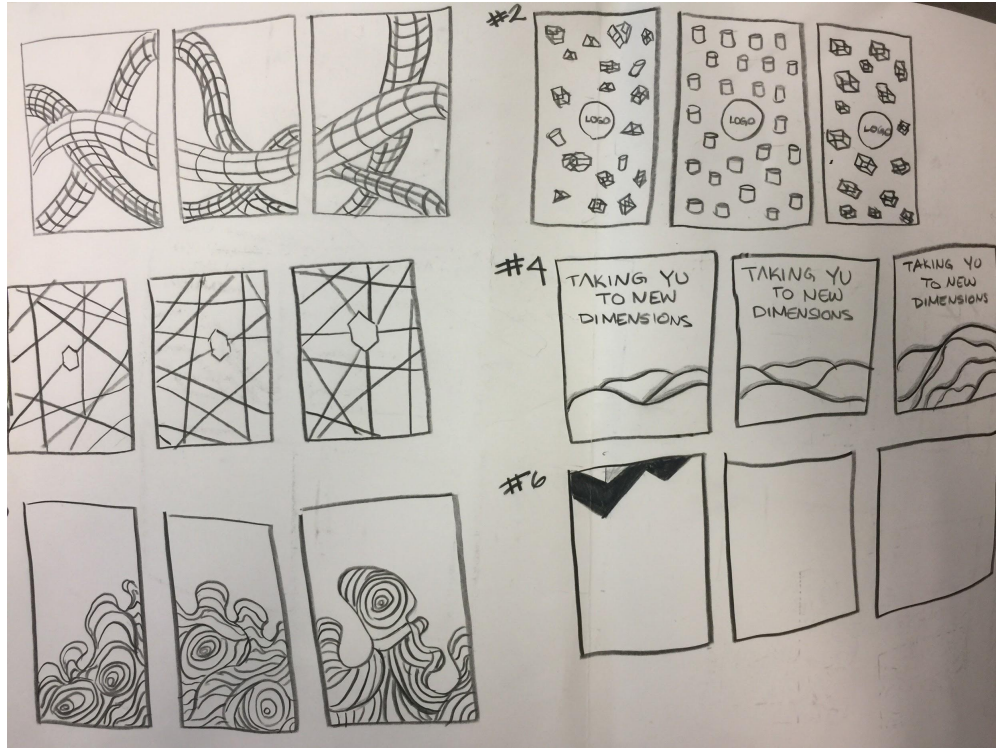
1st Tagline: Taking students to new dimensions.

2nd Tagline: Thinking digital and dimensional.

3rd Tagline: Taking you to new dimensions.

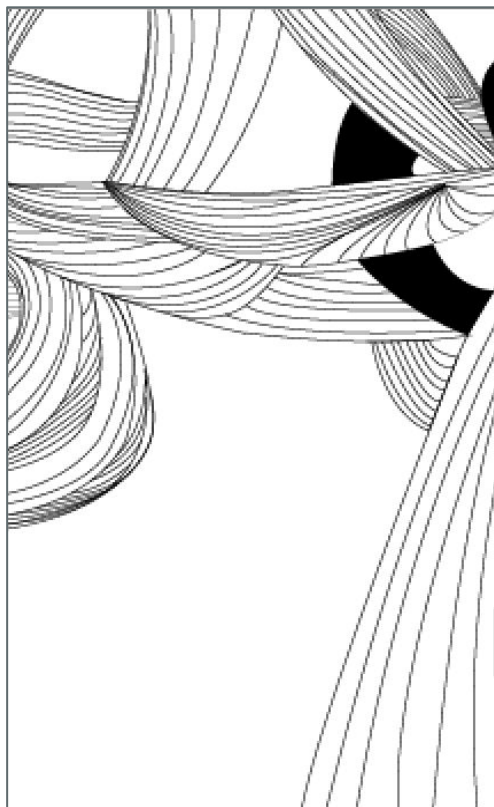
FINAL TAGLINE: Taking YU to new dimensions.

Stage 2.2: Postcard Sketches



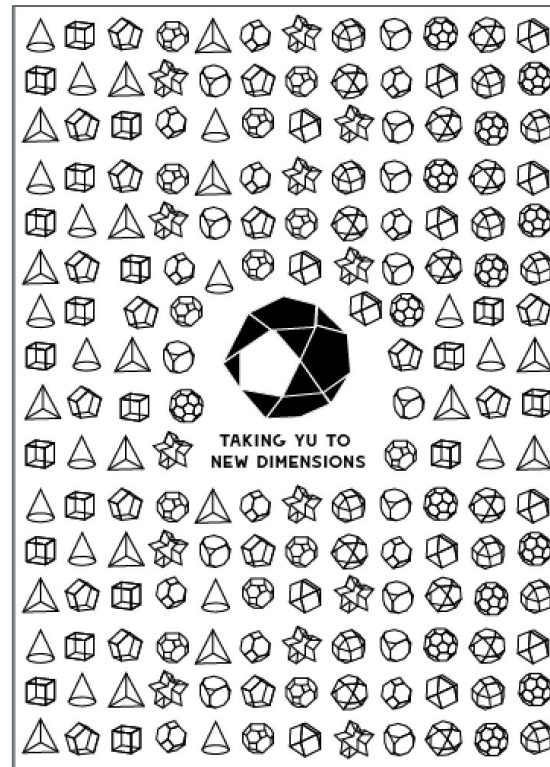
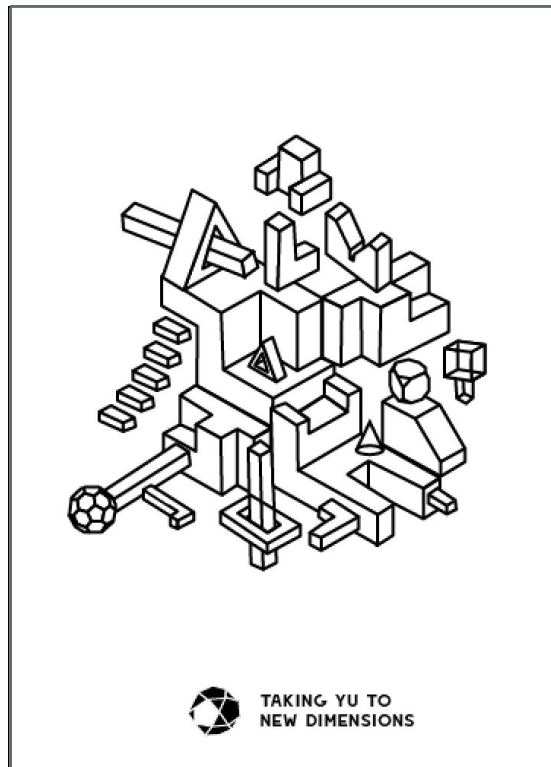
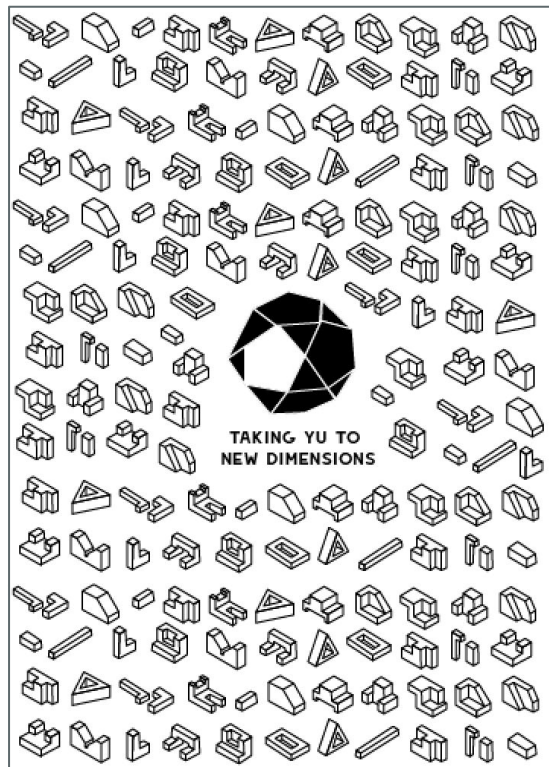
Stage 3: Building Postcards

1st series



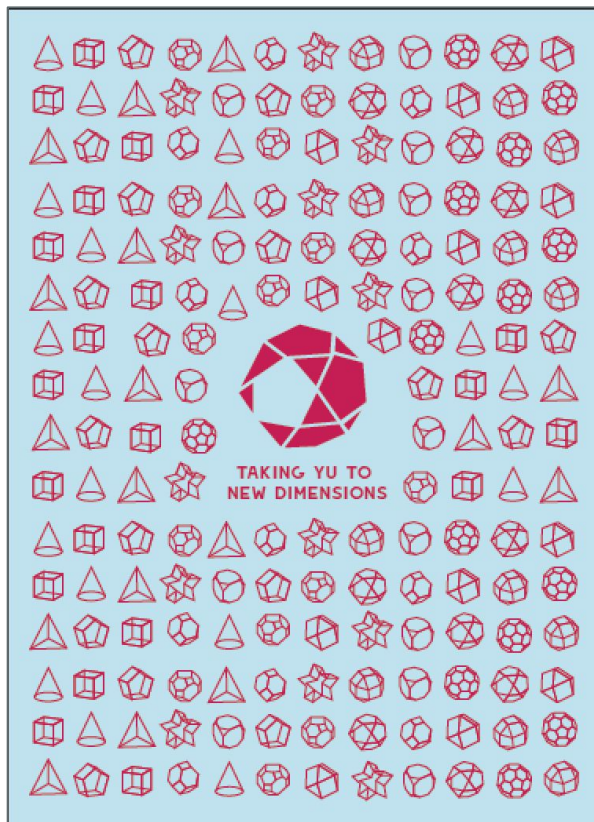
Stage 3: Building Postcards

2nd series



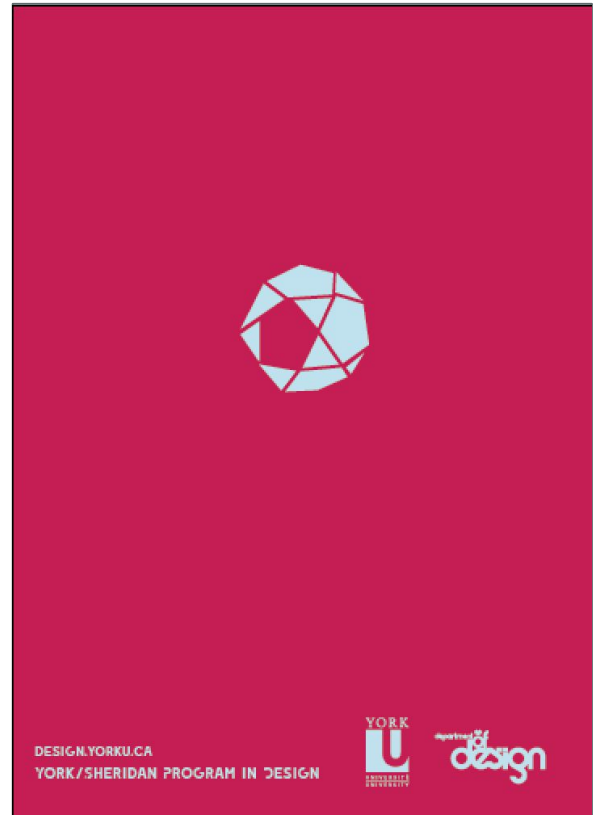
Stage 3: Final design

Front



Stage 3: Final design

Back



Stage 3: Explanation behind the Postcards

I wanted my postcards to tell a story. In the first postcard, we see many various different common 3D shapes like cubes and pyramids. In the second postcard, I put together in the same layout a series of uncommon 3D shapes. In the final postcard, I combined shapes from both postcards and created a tasteful 3D artwork. I wanted the postcards to connect and share the same concept and this was the approach I took.

Originally, I wanted to go with a black and gold theme because I thought it represents YSDN students well with the saying “Why be yellow when you can be gold”. I always told myself this and it’s what inspires my designs a lot of the time. Although this idea would have been great, it was out of my budget and opted for a shimmery textured white paper that not only gave my postcards more dimension but it also made the design that much “extra”.

As for the colours, I used two contrasting colours that were vibrant and happy to make others get excited about the program. In order to make the postcards, I used illustrator and traced certain shapes.

Stage 4: Image of Postcard + Object



The End :)