# Alley Pappenberger

Graphic Design Basics
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Spring 2008
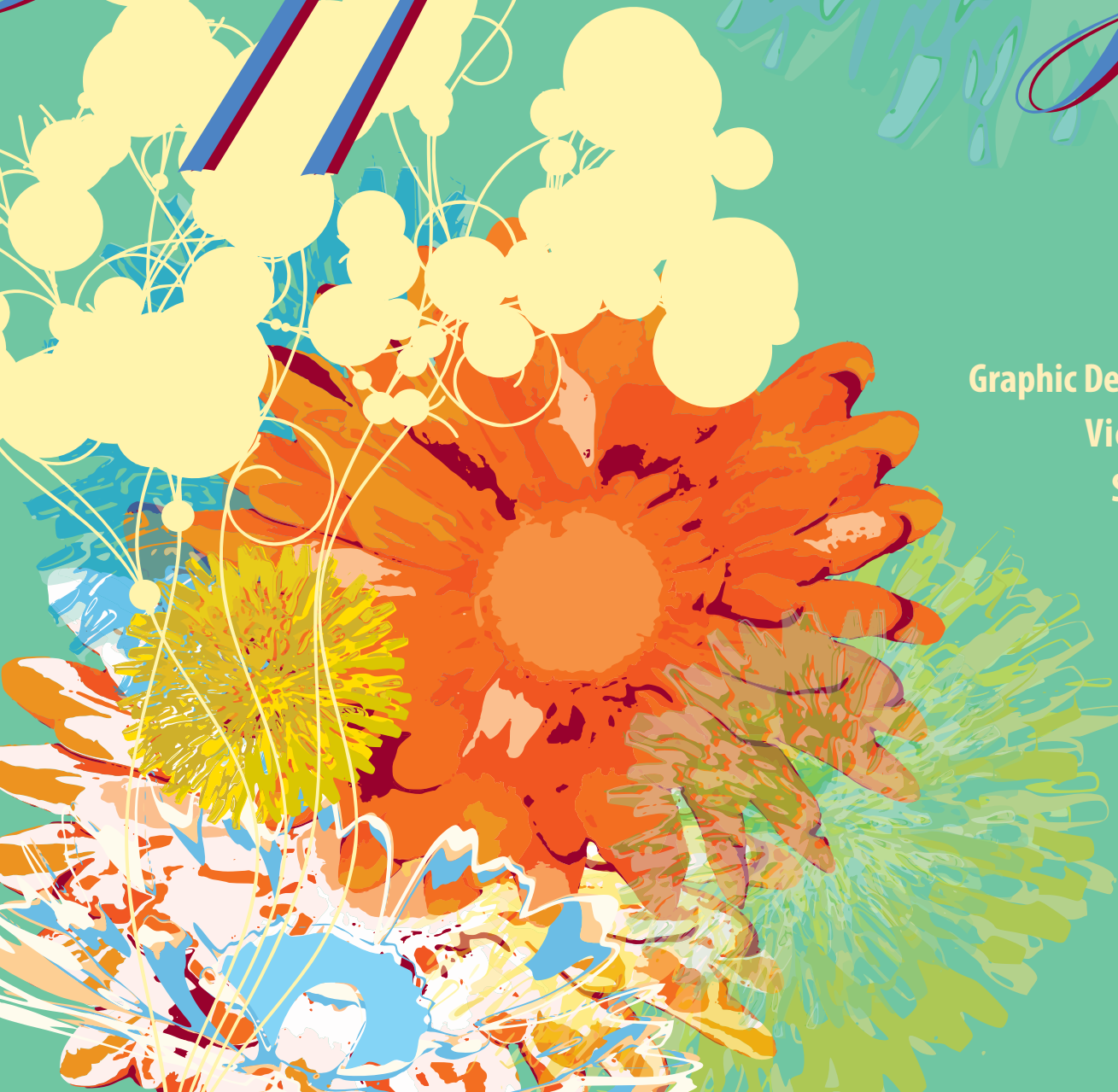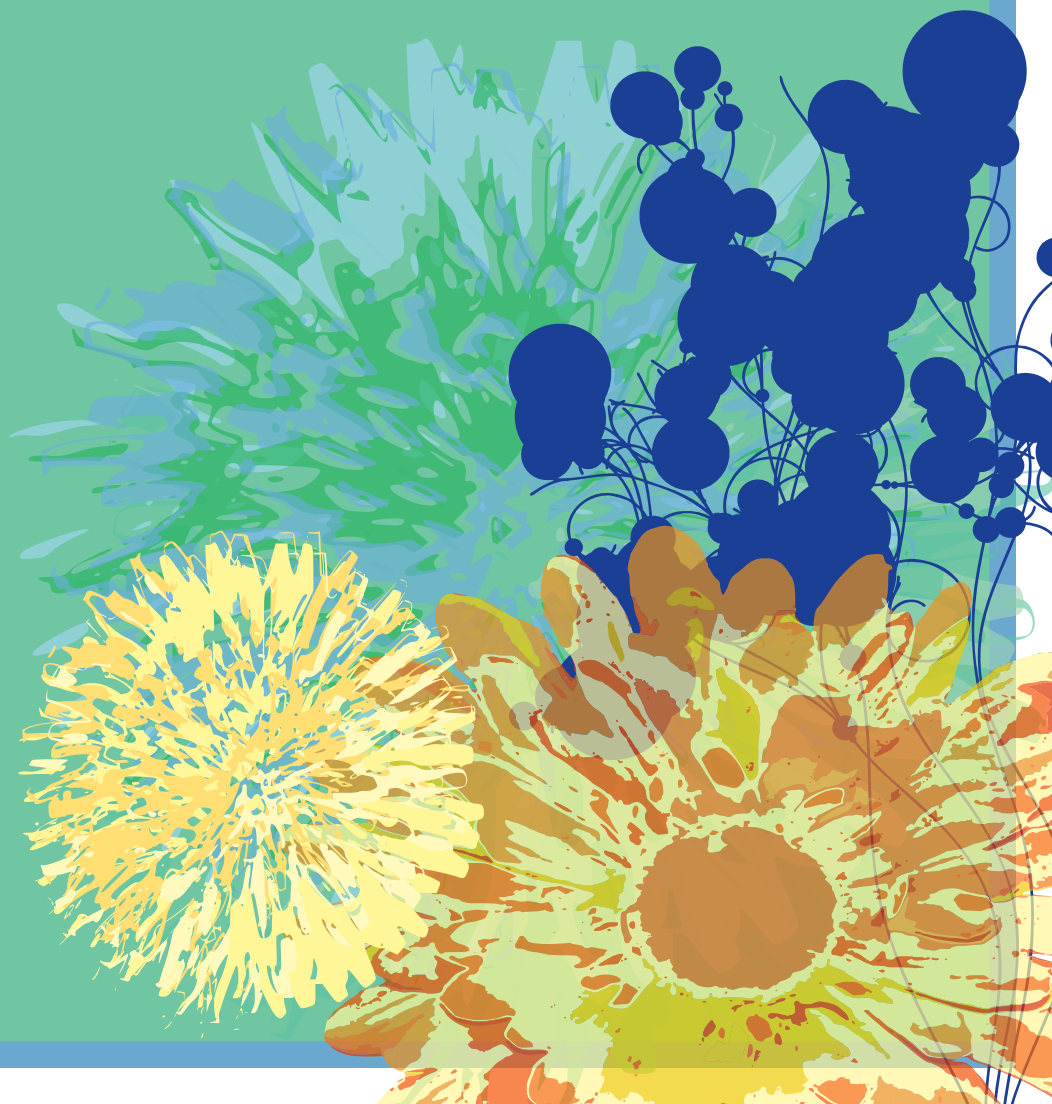
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# Project 1: Design a Postcard

**Assignment:** We were assigned this to further our knowledge with vector artwork. Our previous assignment got us started with clip art that we had to convert ourselves into two spot colors. On Project 1, we were given a little more freedom to choose our own artwork and theme for our design. We needed to have completed a postcard, of any kind, front and back, with the correct indicia/mailing requirements. Another aspect of the project we had to focus on was the initiation of reverse type, knockout elements, overprint, and bleed. We had to incorporate each of these into our design.

**Finding the artwork and theme:** I found a very interesting website, Vecteezy.com, that provided free vector art that I then downloaded and manipulated. I had the idea that I would find a vector image and then base the theme of my postcard around that, since I didn't feel one way or the other yet about what the postcards subject should be. Once I found the flower, I decided to make the postcard more like an invitation, which then evolved into the idea of a garden party. I chose purple and green as my two spot colors, and used variations of tints to make the image, font, and background look interesting.

An example of the vector art I used, before i changed its colors:



**Challenges:** Since the artwork was taken from the internet, as a .ai file, I had to change all the original colors to 2 spot colors only. Every tiny speck from the flower image had to be changed. By checking the separations, I could eliminate the Pantone green and the Pantone Purple to see what was left. Many times there was a small speck of black or so that I had to go back and fix. Another challenge I came across was that I completely forgot I had to incorporate the new elements we learned in class; knockout, reverse type, overprint, and bleed. After I had already made what I thought was finished, I had to go back and put those elements in because I hadn't done them.

**Overall Experience:** I feel that I have learned a great deal during this assignment. I barely had conquered vector art in our previous assignment, and this project furthered my knowledge in that area that I now feel able to change any image to spot colors. At first, the idea of creating a design with only two colors sounded ridiculous to me, but now I have learned that it is actually a great design element and is also the least expensive option.

# Project 1: Finished Card

I really enjoyed this project and feel that it definitely furthered my knowledge of vecotor art. The postcard was just the right amount to manage when learning something new.

**Side 1**

Please join us for a

*Garden Party*

On Saturday, the 12th of April  5-8 p.m.
Come join the Smith's for a housewarming party
in the garden, at sunset!

**Side 2**

R.S.V.P at 996-966-9666

B.B.Q and drinks served all night

For directions, Mapquest

4226 Picasso Rd. Santa Barbara

We hope to see you there!

# Project 2: Midterm Postcard

**Assignment:** We had a little over two hours to complete this assignment. It was almost the same assignment as Project 1, but we had less time to do it in. We were given a time frame, told it was our midterm, and then required to do all the work we had been given a week for (in Project 1), and then turn it in by the end of class. There was much more emphasis on the knockout, bleed, reverse type, and overprint then there had been on the first postcard assignment.



Come join us at a
**Sun Valley Resort**
near you!

See back for
SPECIAL
EVENT
info!

*Enjoy amazing places you've always dreamed about with our many locations around the globe.*

*There's FUN to be had by all!*

**Challenges:** Because of the time frame, it was quite stressful. The main challenge i had, that was quite different from Project 1, was that we were given a choice from a selection of vector art, rather than having the freedom to choose our own. We were also given the body copy and told to stick to the themes given. I did not really enjoy having to revolve my design around a certain image i was given, the vector art was all very simple and not too exciting. This was our challenge to make it work though.

**< Side 1**

**Side 2 >**

**Overall Experience:** I felt that this assignment was very necessary in our development as graphic designers because in most cases, we are not the ones who choose what our design is about. I did not choose to do a postcard advertising Sun Valley Resort, but i basically was commissioned to do it. This relates to what it would be like to work as a grpahic designer, where the client chooses the theme, focus, and a lot of times the artwork. The time frame was obviously unrealistic in that we would never be given such a short amount of time to complete a project, however the exercise was helpful and I felt that it helped me remember the step by step process much better.



Special event:
May 23rd-Dec. 23rd
Join us on our
next
trip to
Mars!

**Join the fun at
Sun Valley Resorts!**

Return this invitation to us for information on our special events and deals

Nonprofit Org.
U.S.Postage,
Paid,
Permit No.1

Return Address:
**Amazing Places**
1240 Lost Lane
Travelville, CA
93109

# Project 3: Single Fold Card

**Assignment:** Our assignment is to create a single fold card, using two images we have taken and modified in photoshop. The card can be for any occasion, but must be in full process color (cmyk) and have images that are 300ppi. We have learned about editing images in photoshop since our last assignment, so that is the biggest change for us compared to the last projects. There were specifications such as, at least 8 words for body copy, bleed is mandatory, no clip art may be used and there must be images from front to back. The teacher allowed me to use process color all throughout the whole card (images included), instead of using process for the outside cover and pantone for the inside, which is what the assignment originally is.

**Finding the artwork and theme:** The assignment was given on the assumption that it would actually be used, so I decided I wanted to send something to my parents. I thought of a Mother's Day card but settled on a card that is thanking my parents for letting me be in Santa Barbara for the last two years. The card is simple, but I feel that it gets the point across by having just one main message. I decided to take the pictures myself because I felt it would be more personal. I took many pictures in the Santa Barbara area and settled on a picture of palm trees for the front cover. I knew I wanted a picture of me somewhere in there, mainly because I know my mom would love that. The only conflict with that was finding a photographer, but in the end I had a nice picture taken of me at the beach. The images were taken on my digital SLR camera, converted to process color in photoshop, and then placed into the card. I chose to decorate with glyphs, borders, and a strange flower arrangement all around the card, mainly just to spice it up. I found vector art on Vecteezy.com and then changed it to process colors.
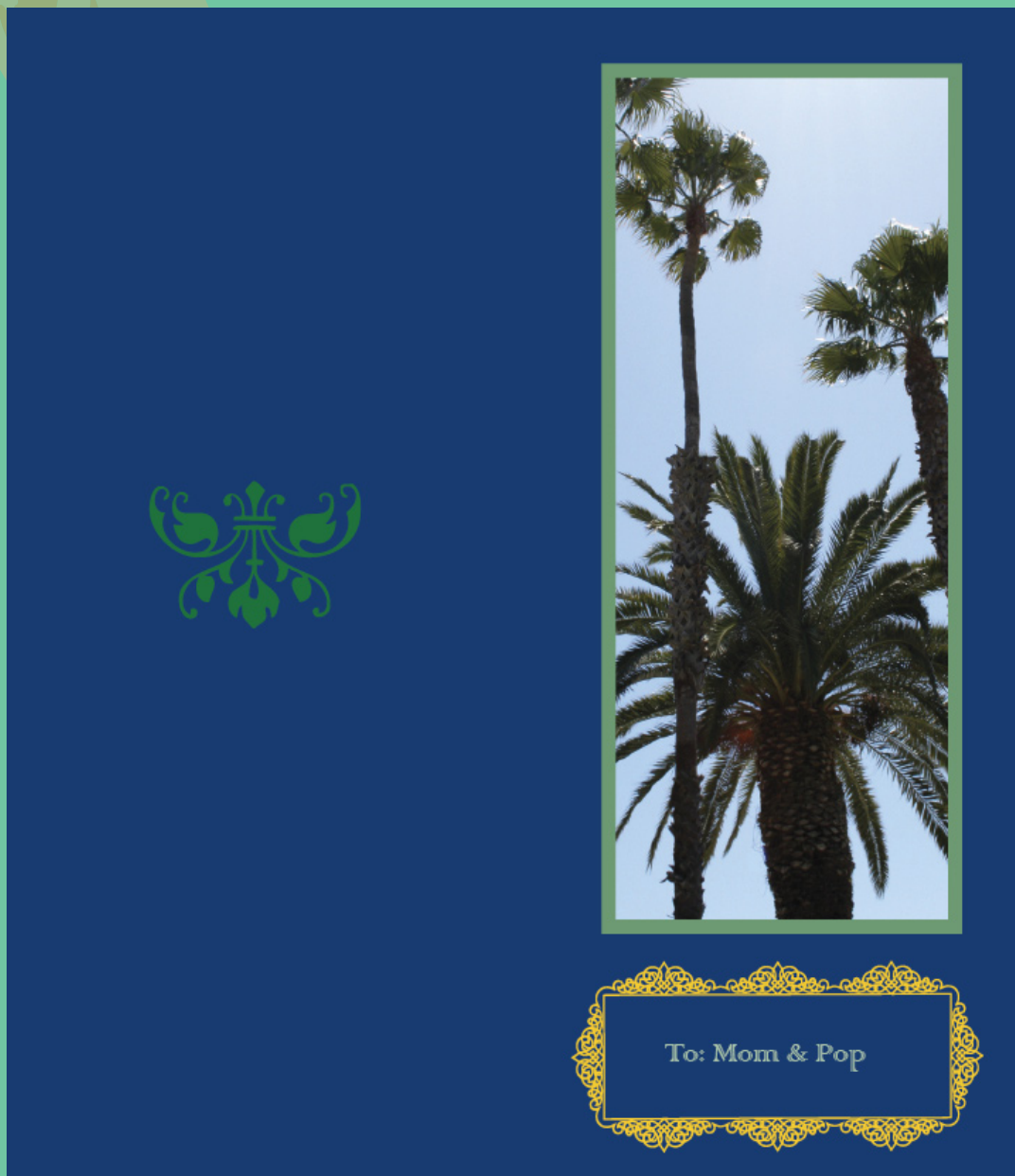
**Challenges:** Since I strayed a bit from the projects original instructions by making the entire thing Process color, I was very worried about my separations and color modes. After converting the images to process and then placing them, I messed up all my links somehow by packaging and repackaging too many times in different versions of my document. The native document got a little lost and I had to redo some things, but these are the challenges we are faced with, with a project that involves lots of tiny little parts.

# Project 3: Card page 1

**More Challenges:** After printing out two separate pages, one being the front and back of the card and the other the 2 inside leafs, I had to place, cut, and glue them together. I felt that a struggle for me was the not so much the layout and design, but the process of printing and making it a complete finished product. I printed it many times and then when it came to the cutting and gluing, I would completely mess it up. It is important to be patient when cutting or using an xacto knife, as I learned my lesson well with that one. Making sure every single step was followed was made easier for me when I used the checklist, there were so many steps to include in this project!

Backside of Card                Front side of Card



To: Mom & Pop

Inside Left          Inside Right



Thank You

For

All That You

Have

Given Me

During My Time

In

Santa Barbara.

I Love You!

**Overall Experience:** I really enjoyed this project, mainly because it was very personal and had sentimental value to me because I am sending it off to my parents. I definitely had some challenges with all the cutting and gluing, but the finished product ultimately ended well. I think my parents will really like all the small touches I gave to it and I am definitely proud of my end result. Overall, every project is just getting harder with more and more details to remember. This project had such a long list of tiny little things to remember that I felt very proud when I turned in my final result with everything included.
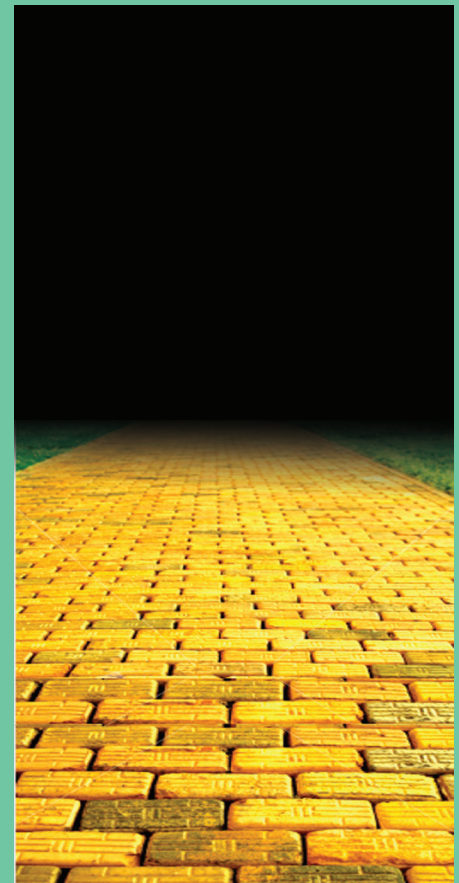
# Project 4: Bookmark

**Assignment:** The assignment was to make a bookmark, front and back, that had the theme of a given book. We could choose from a variety of different so but I chose The Wizard of Oz for my theme. We had to fill the page with these bookmarks for a total of four versions of the same bookmark. We were allowed to use Process Color for the front side (so we could use an image), and only two Spot Colors for the back side. We were allowed to use a stock image of one of our own images as long as the line screen and resolution were right. I found my art at a website with free stock photography, and I also used Vecteezy Vector art to spice up the design . We were given our dimensions, color restrictions, image specifications, and put to work.

**Finding Artwork and Theme:** Finding the right picture was hard for me. I knew I wanted an image that was something from Wizard of Oz, but not a full on picture of the cast of characters or something too obvious. I found a yellow brick road image, converted it to the right size and format , then placed it into my document. It looked a little out of place, but it wasn't until the near end of the project that I finally changed the image to have a fading gradient, giving it a more ominous feel that tied it in to the theme much better. I also had to put the image in photoshop and wash out the watermark that was on the photo, reading istock.com. I added scraggly ivy and thorny plants in that Wizard of Oz green to add to the effect. These Vector images were converted to pantone colors to use for the backside. Another challenge for me was getting the dimensions  right for all four bookmarks on one page. I had to familiarize myself with the Step and Repeat tool.

First Version

New and Improved Version

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**Challenges:** Figuring out how to change that yellow brick roas image was hard, but once accomplished, i felt really good about it. Finding a font that looked very Wizard of Oz was a challenge. I tried to download fonts fromt the internet that looked perfect for the theme, but on the school computers we are not allowed to do that. Something new for this project, in comparison with the others, was that we had to fill out printer information forms for our documents, as if we were sending them as a real job to be printed. It was a challenge, but actually helped me organize all the steps in my project in the end. It forced me to review my whole project, so when I did that I caught mistakes I hadn't been aware of.

Join Dorothy and Toto in her first adventure in Oz. Follow her adventures as she travels with the Scarecrow, the Tin Woodman, and the Cowardly Lion to see the Wizard of Oz then to see Glinda, the good witch. All the time trying to find their way back to Kansas.

WIZARD OF OZ

**Overall Experience:** This was the most challenging project so far. Measuring every tiny little aspect and planning four at a time instead of just one was challenging. Making them perfectly layed out was so important because once I started cutting, it is the worst when things don't line up. I had more success in cutting this project than i did with the card. I enjoyed doing the bookmark because i just loved the theme. At first i was annoyed that we had to choose from a given topic, but i really love Wizard of Oz, so i enjoyed finding images and clip art. I think it turned out well, even though it is a bit simple. I think it portrays the theme well, and all the recquirements were satisfied.

# Conclusion

I started out this class with a little bit of knowledge in InDesign, nothing whatsoever in Illustrator, and a tiny bit of Photoshop. I can now safely say that I feel pretty confident in these Adobe Programs. We started with a huge amount of exercises in the first half of the class. Although I struggled through them, they helped me a great deal. I enjoyed the second half of the class more, since we got to do more hands on projects and were finally allowed to be creative in our designs. The book was so helpful and was a great reference to use for our InDesign problems.

I decided to do my final process book on the projects we did throughout the second half of this class. I can see how much I learned just by looking back at my first exercises and projects. I feel that I have learned the most by doing this process book. I had to work with master pages, tons of vector art in illustrator, and learn to think about the layout overall as much as possible.

I felt like the biggest challenge in the class was turning the work in with every specification. It started from the first exercise, maybe only needing one or two specifications like making it a .pdf or printing separations. The last project, on the other hand, had so many specifications that I had to make lists upon lists of what to include in my final submission. Every thing from a .pdf, a composite, separations, and then the output request for the printer. The biggest challenge for the process book was making sure to package EVERY time. There were many times when I lost links or it didn't save right. I made sure to always have spare copies of this document on multiple computers. Completing this project successfully seems like a miracle.

Overall, I enjoyed this class so much. I took the Graphic Design 1 class before this basics class, so I will admit that coming into it I was a little cocky. But that served me wrong, since I learned so much more in this class. I learned how to do things in such great detail and how each step is so much more important than I ever could have realized.

Thank you Professor Torf, for teaching me the first step of necessary skills to becoming a graphic designer.