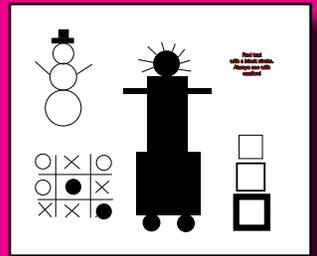


December 2007

# Process



**SNOWMAN /  
ROBOT  
PROJECT**  
*The Beginning  
Steps To Design*



**SPOT COLOR  
CLIP ART**  
*How To Work With  
Vector Images*



**TWO COLOR  
POSTCARD**  
*Check Out This  
Design*

# DESIGN SECRETS

*Marissa Collen explains her thought process, design decisions, and all that she learned during her fall semester in GDP 111, taught by Victoria Torf.*



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# Snowman/Robot

This chapter assignment was based on learning how to work successfully on my computer and in InDesign. Learning good computer skills is the foundation to becoming a successful designer, so this chapter was important to me. I was taught the basic tips in working with InDesign and then created my first project: the snowman/robot. I was instructed to recreate a specific snowman-robot looking design, along with other elements, to help master my newly learned skills. Because I was a beginner with this program, creating my design was actually not as easy as it looked.

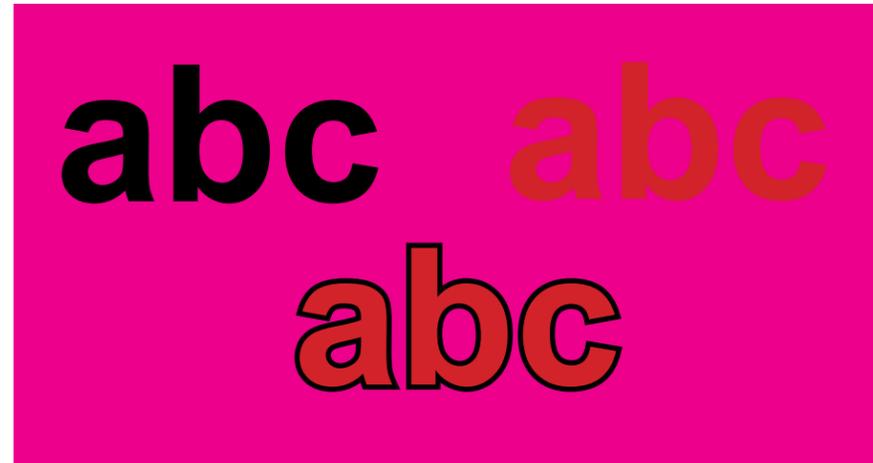
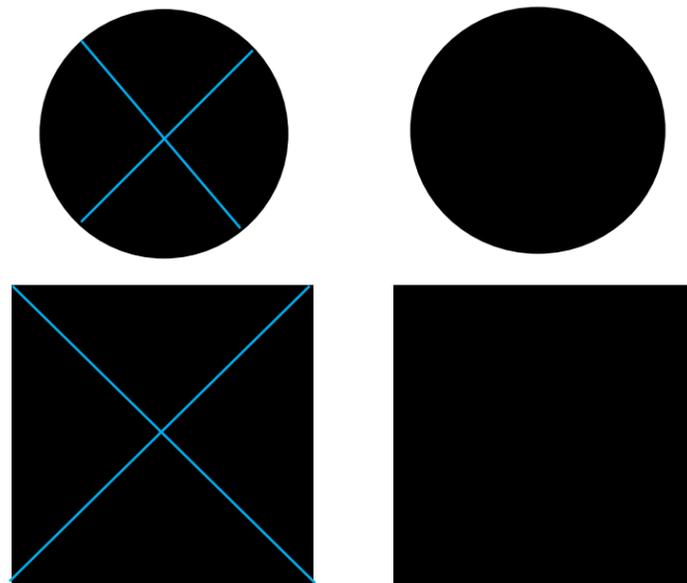
I began my process by placing the rectangular and circular boxes to create my snowman and robot. I had to carefully place them in the correct spots to look like they were stacked on each other. I was not used to the tools yet, so I made the mistake of using the rectangle and ellipse *frame tool* when creating my robot instead of the rectangle and ellipse *tool*. I realized my problem when I looked at the example and it didn't have the "X" marks in the boxes. I then knew I used the wrong tool and had to re-do my robot.

I next had a chance to experiment with the line tool to create my tick-tack-toe design in the lower left-hand corner. I had to make sure that each line was the same length and were slanted at the same degree. I didn't know how to use the shift button to set the slants back then, so I carefully drew each little line the same way. This was much more time consuming than it had to be, but I was a beginner and did it the hard way because I didn't know how to work with the tools very well yet. You can see, even in my final design that my lines were not perfectly the same length or aligned exactly the same way. These are design details that I have learned to fix throughout the semester.

Finally, the last step to my project was to add type with a stroke and fill. I found that this was fairly easy to figure out and so it was not too hard for me to do. I typed the black text and added the red stroke. I did a quick comparison of mine to the example provided and I thought it looked pretty good. I was done with my first ever project in InDesign!

### Using Correct Tools

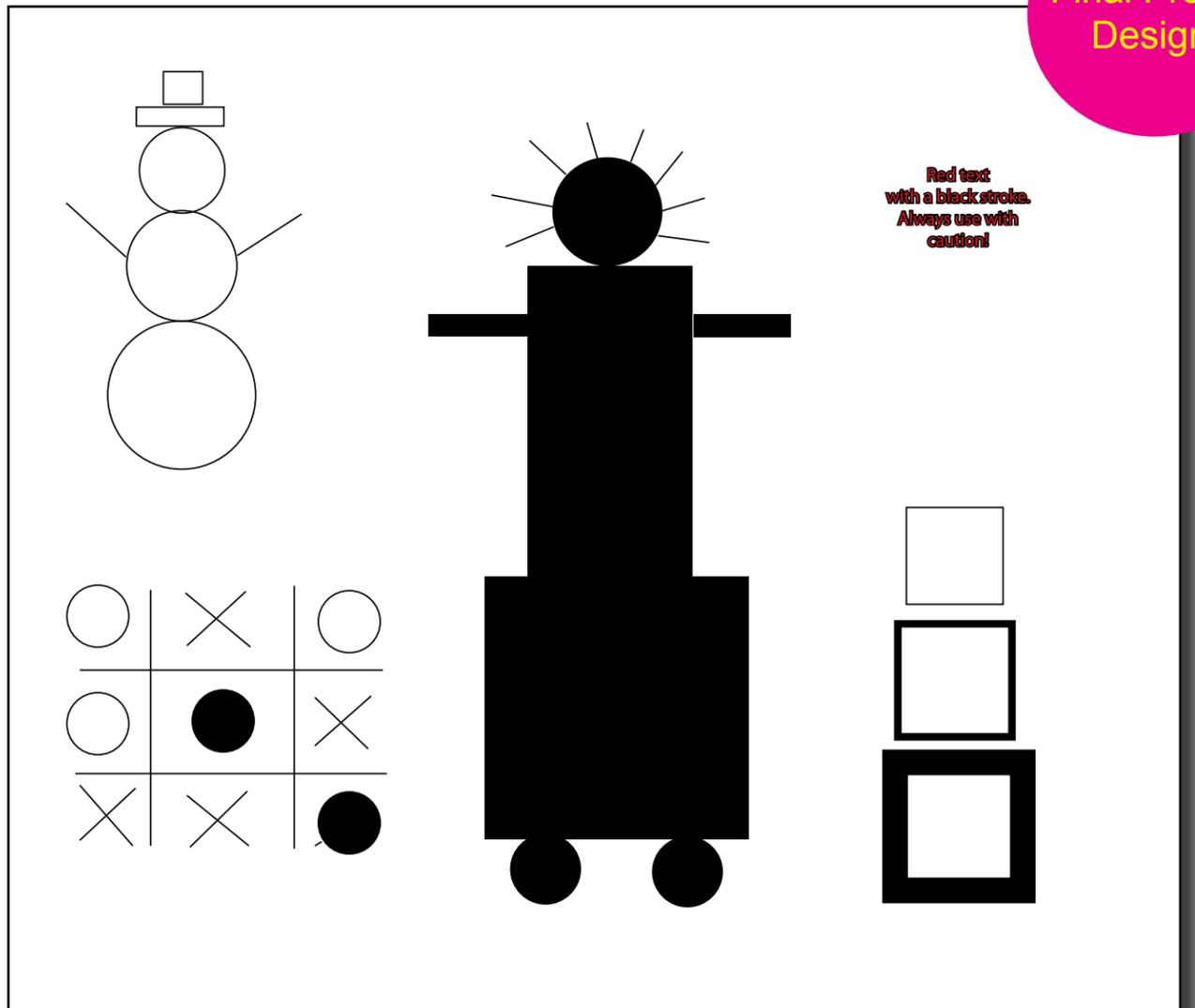
The two figures (right) were designed using different rectangle and ellipse tools. The one on the left was created with the rectangle frame tool; this was incorrect because it leaves blue registration X's in the frames. The figure on the right was designed using the correct tools.



### Fill & Stroke Techniques

The lettering, shown left, had been transformed from original type, to a fill of red and a stroke of black. These details give the text a different appearance.

### Final Project Design!



# CD Cover

In chapter six, I learned how to manipulate text and images so that there was order and flow to my page. The assignment given was to create a CD cover for a collection of children's songs. The artwork was provided, but I was supposed to come up with an appropriate font to reflect the theme of the cover. The image gave me the idea of using a wacky, fun-looking font. I started out by trying Amienne Bold, but it seemed to be a little too mature looking. Next, I tried Boopee Bold. This I thought was perfect; it looked like a little kid's handwriting. I thought I'd try one more font before making my decision, and that's when I found Curlz MT. After comparing that font to Boopee Bold, I thought it seemed more fun and wacky, so I decided it was the perfect font for the look I was going for.

In this chapter, I was not only taught how to manipulate font, but I was also taught how to work with graphics. The assignment required that I draw one circle, one square, and one triangle, all using the correct tools and making them the same size. In order to do this, I

drew one of the shapes, and then simply clicked on the blank page and a box popped up. This box specified what size I wanted my next shape. I kept it the same and clicked "Enter". After doing that for all three shapes, I had to then fill the circles with blue, the squares with red and the triangles with green.

After I was done working with the shapes, I had to draw a short wavy line and place it in between each different shape. To make the final design, I had to arrange the wavy line either in front of or in back of each shape. This was a somewhat tedious task, but in the end, it created a neat-looking design on the bottom of my CD cover.

After comparing my design with the example, it looked very similar and I was happy with my decisions. I felt as if my font choice was especially appropriate and I loved the overall look of the project.

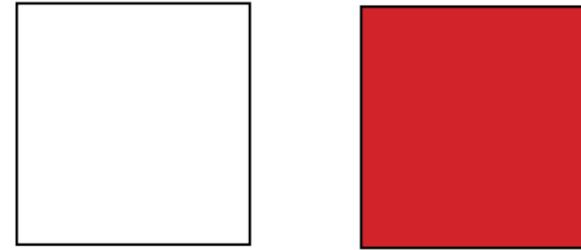
### Manipulating Text

Shown below were the possible font choices for the project. Curlz MT was the final design decision.

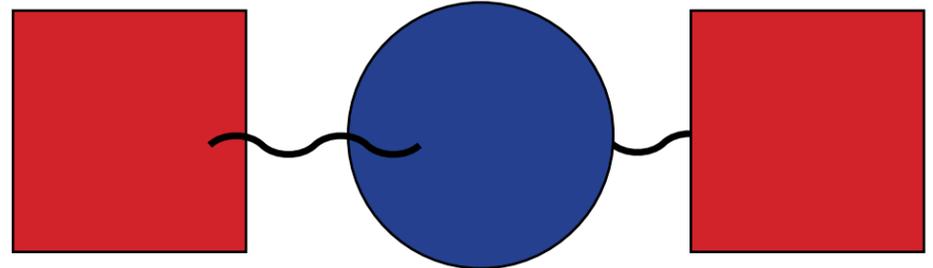
<i>Snap, Sniggle, and Ring a ding</i>	<i>Amienne Bold</i>
<b>Snap, Sniggle, and Ring a ding</b>	<b>Boopee Bold</b>
<i>Snap, Sniggle, and Ring a ding</i>	<i>Curlz MT</i>

### Manipulating Graphics

The blank square, shown right, has only a stroke of black. The square to its right was then filled with red. All the shapes in the design were filled with a specific color.



The wavy line between the square and circle, shown right, was arranged to be placed in front of and then behind the shapes, just like in the design.



### Final Design!



*Snap, Sniggle, and Ring-a-ding*  
A collection of classic children's songs



# Raffle Ticket

In chapter 7, I learned how to work with tabs and how to utilize the “Step and Repeat” button. My goal for this project was to create a total of six raffle tickets on a single page. I was to design the ticket according to the example, and then repeat it five other times to create the final layout.

I started off by creating the raffle ticket design. I entered the text using the correct font and font sizes. Then I placed the image of the fire fighter gear by hitting “ctrl + D” and locating the image provided on our InDesign CD. After that was completed, I entered a new text box and started on the information section of the raffle. I typed the

wording, then added the lines using the “tab” button in order to make them equal in length. After completing that section, I had to rotate the text box 90 degrees counter-clock-wise so that it would follow the correct ticket design.

Once I had my raffle ticket layout finished, I selected all the components, and went to “Edit + Step and Repeat” so that I could multiply my design to create the six tickets. I repeated my raffle ticket the correct number of times so that I had all six aligned perfectly on my page. I created the proper crop marks and my design was ready to be printed and cut out.

Name	_____
Address	_____
City	_____
State	_____ Zip _____
Phone	_____

### Rotating Text Boxes

The text box above is in standard upright position, After rotating it 90 degrees counter-clock-wise, it was transformed to look like the text box on the right.

Name	_____
Address	_____
City	_____
State	_____ Zip _____
Phone	_____

Final Project Layout!



# Spot Color Clip Art

This assignment is where I began to create artwork which could be placed in InDesign and where I controlled the colors which were specified for printing. Spot colors are colors outside of the CMYK range, and require separate printing plates when printed. For this assignment, I was given a vector clip art image, and had to change its color to only two spot colors. I could use tints of each color to create more depth in my image. For my chick clip art, I chose to use Pantone 226 C and Pantone 3125 C for my spot colors. I thought they were a nice compliment to each other.

I began my process by ungrouping all of the vectors (lines) in the image and replacing its original colors with my two spot colors. I had fun deciding where to place each color and what tints to use where. After completing my chick, and double checking that I eliminated all other colors except my two spot colors, I began to add the text around the image. I inserted the

place-holder text, and changed that color to one of my pantone colors (3125 C). I had the text wrap around my chick clip art to enhance the look of my page.

When I thought I was done, my professor walked by and I had her look at my project. She complimented me, but wanted me to go further with my design and experiment a little bit. So, she helped me design my second chick. This image had no background like the original and the chick's coloring was slightly different. The wing and feet were rotated upward to look like it was flying and lines were added behind the image using the pencil tool. The entire image was flipped so that it mirrored the original and the chick was also rotated downwards slightly.

It was fun to be able to experiment with the spot colors and all the tools that can change the look of a clip art image. I enjoyed this project.



**Vector Graphics**  
The clip art, shown left, is a vector image. This was the original image that was transformed to the two spot color image in the final project, below.

Pantone 3125 C

Pantone 226 C

Tinted 50%

Tinted 50%

Tinted 25%

Tinted 25%

**Final Result!**

Typography is the means by which a written idea is given a visual form. The selection of the visual form can dramatically affect the readability of the written idea and a reader's feelings towards it due to the hundreds, if not thousands, of typefaces available. Typography can produce a neutral effect or rouse the passions, symbolise artistic, political or philosophical movements, or express the personality of a person or organisation. Typefaces vary from clear and distinguishable letterforms that flow easily before the eye and are suitable for extended blocks of text, to more dramatic and eye-catching typefaces that grab attention and are used in newspaper headlines and advertisements.

Typography is anything but static and continues to evolve. Many typefaces in use today are based upon designs created during earlier historic epochs. The fledgling printing industry established Roman capitals and Carolingian minuscules from the reign of Charlemagne in the 9th century, which are still widely used today. Typography sets the tone of a piece of text and a typeface should be chosen that is appropriate and sympathetic to the message being presented and the audience being presented. While there are no hard and fast rules, there are technical aspects to bear in mind that will help with typeface selection. This section dissects the anatomy of typefaces, providing examples of typefaces from the main classification categories and comment on their usability. As with many other elements of design, typeface selection is heavily influenced by the taste, style and personal preferences of the designer; together with current fashions, and is thus open to a great deal of experimentation.

Marissa Collen  
Pantone 226 C  
Pantone 3125 C  
File Format .eps

# Postcard # 1

For this postcard project, we were instructed to come up with our own design for a postcard using only two colors and a vector image. It could be anything from a party invitation, to a promotional postcard for a business. I decided to make up my own business and design a logo for it. I somehow came across this picture of these womens' silhouettes, and it really caught my eye. It looked very classy and I knew I could come up with something creative by using it. I thought, since they were women and they were all wearing different outfits, that I could come up with a fake clothing store business.

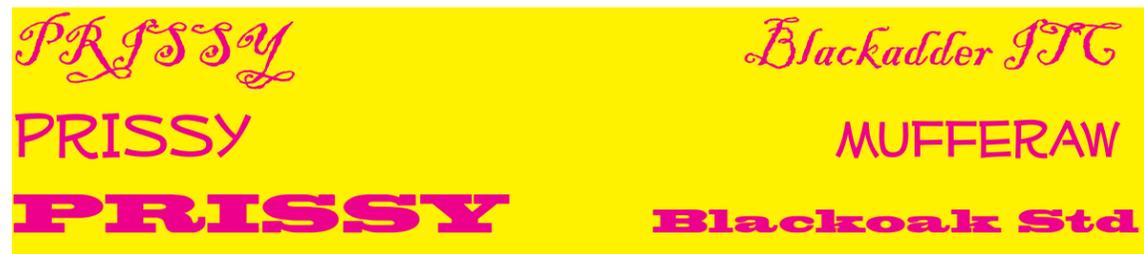
I next had to come up with the color scheme that I wanted to use. I have always like the combination of pink and black because it looks sophisticated to me and that was the look I was going for. I wanted to create a logo for a high end clothing boutique, I decided.

Now that I had the color scheme, I had to come up with a name to fit my theme. I knew I wanted something cute and catchy. My first thought was "Miss Priss Clothing Co." because I go by Missi sometimes and that just popped into my mind. For some reason, though, I didn't love it. After looking

at my logo longer, I thought it would be such a cute idea to have the stores name written across the silhouette images of the women. I counted the number of women and there were six. "Missy" didn't fit perfectly when I tried that, so I thought, well how about "Prissy". Perfect! It fit onto the six figures perfectly. Now, I thought, I need more to the title. Prissy Designs? No, too simple. Prissy Beauty Boutique? No, it's not a hair salon. Prissy Clothing Boutique? Charming! It had just the sound that I was looking for: high-end, classy, and sophisticated.

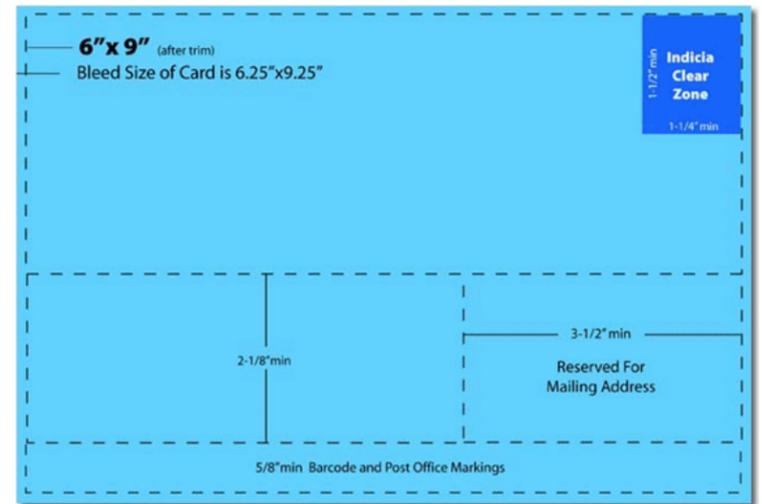
After the name was decided, I had to figure out what else I wanted to say on my promotional postcard. I thought that I would promote a sale going on. I came up with my final design and carried the theme over to the back of the card.

I had to follow specific postal codes for this postcard and couldn't place certain things in certain areas. It was kind of tricky because I had to design around those guidelines. It turned out beautiful in the end and I was very happy with my design decisions! Definitely my favorite project all year long because I was the happiest with my outcome.



**Font Options**  
 Shown above were some of my font choices that I experimented with on my logo. The first choice was too swirly, second choice was too dainty, and when I tried the third choice on my design, it stood out well and I liked the look of it. I went with Blackoak Std.

**Postal Guidelines**  
 The example of a correct postcard layout is shown right. I used this as a guideline when I created my design on the back of my postcard.



Front of Postcard



Back of Postcard



# Postcard # 2

This postcard project was our applied mid term. It was very similar to our previous postcard assignment in that we could only have two spot colors, and had to add clip art graphics. This project also had to follow the same postal guidelines as the first postcard assignment. The difference, however, was that we all had to create a postcard for the same business. It was a travel agency and we were given the text we had to use and a number of clip art images were provided as well.

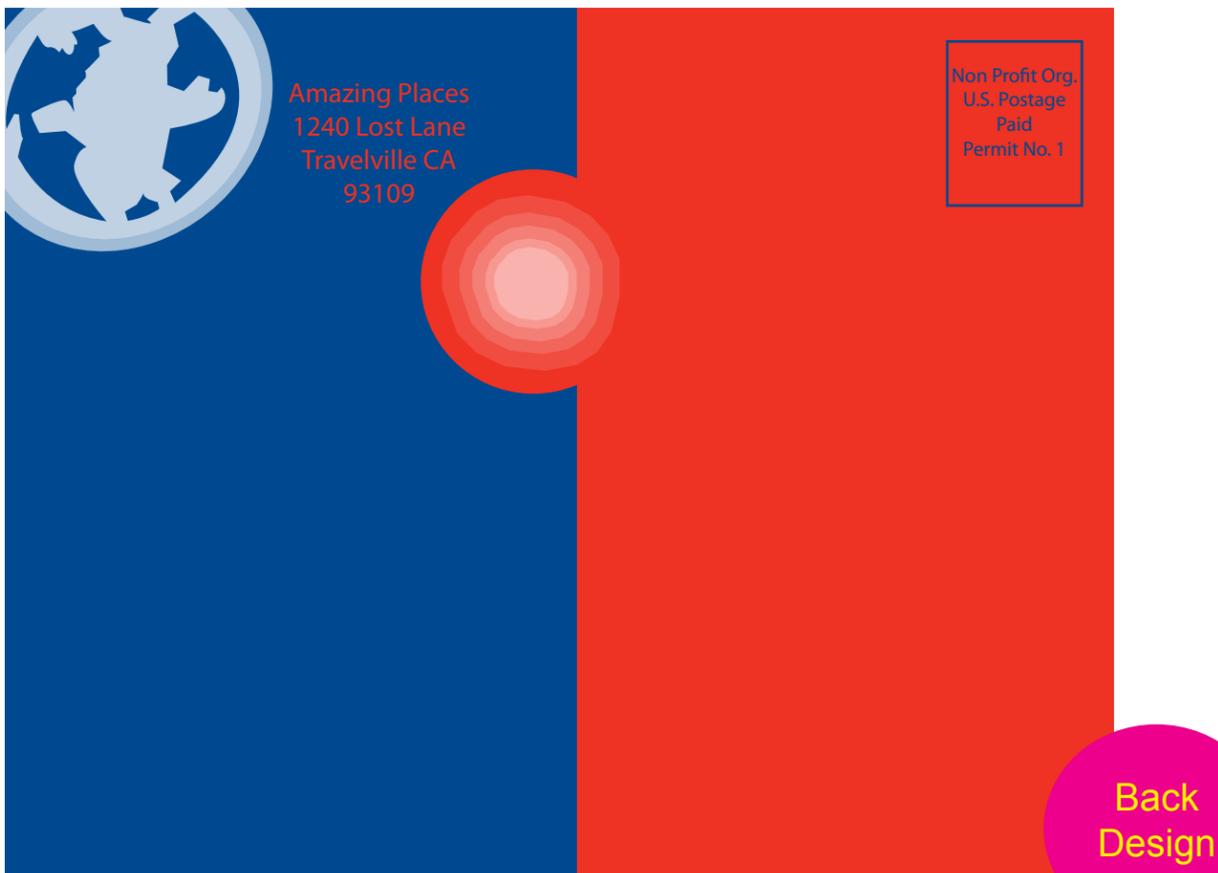
I began my midterm assignment by choosing my two spot colors that I wished to use. Because the postcard was based on going to mars with this travel agency, I chose a blue and red color. Blue to represent earth, and red to represent mars. I thought they were suitable colors for the design.

After choosing my color scheme, I looked online for my images. I thought it would be cute to have a planet earth and planet mars

on my postcard. I found a clip art image of earth, and changed the coloring to my blue spot color, using the tints as well. Next I tried to find a clip art image of mars, but could not find the right one so I decided to create my own. I added multiple layers of red circles, in different tints of my red color, to create a 3-D looking mars image. I was satisfied enough with my graphics because I didn't have much time to keep looking for more. We had to finish this project in the two hours of class time.

I decided to add a half blue and half red background and I arranged my earth image on the red background and my mars image on the blue background. On the back I also did the same sort of design.

I next had to decide on my font to use. I chose a simple font because I had a simple design and no fancy writing was needed. I added my postal indicia on the back and I was done.



# Single-Fold Card

For this project, we were supposed to design a card with a single fold, full color plus one pantone spot color on the front and two spot colors on the inside. It could have any theme to it: birthday card, party invitation, Christmas card, etc. I decided to go with a Christmas theme because it is the holiday season. I went online in hopes to find a photo for the front of my card. I immediately found one that I really liked. It was Santa Clause at the beach with a drink in his hand. I knew I was going to build my theme off of that picture.

I needed to add text to my card, so I came up with a silly saying for the front and inside. The font I used was Tekton Pro Bold, in different font sizes. For the inside, I went with Pantone 485 C and Pantone Warm Gray 5 C for my two spot colors. I thought they went

well together and looked nice inside my card.

For my images inside the card, I had to make them into duo tone colored images. I did that transformation in Photoshop and placed them into my InDesign Document. That was done using my two pantone spot colors as well.

For the back of my card, I had to make my design in an upright text box, and then rotate it 180 degrees to get the text and image upside down. I needed to do that because that is the way it would need to be aligned once folded into the card.

I felt a little rushed on this project and I am not 100% in love with my design, but it is, overall, a satisfactory project.



### Manipulating Images

Shown above are my two graphics used in my project. As you can see, the one on the left is full color, upside down, and facing right. The image on the right is duo tone, right side up, and facing left. Those were all the changes I had to make to get my images how they needed to be.

Pantone 485 C

Pantone Warm Gray 5 C

Christmas card created by  
Marissa Collen

Christmas card created by  
Marissa Collen

### Proper Alignment

The text boxes, shown left, represent what transformation had to take place to get the correct alignment for the folded card. The back page had to be rotated upside down.

Front/Back



Inside Spread



# Bookmark

For this project, we were required to create a bookmark for a book of our choice. We had to include the authors name, the title of the book, and a short synopsis of the book. One side of our project had to me in full color plus one pantone process color, and the other side we could only use one process solid color.

I decided to do my bookmark on the novel *The Wizard of Oz*, by L. Frank Baum. For my front design, I decided to use the full color plus one pantone process color. After finding images of all the characters from *The Wizard of Oz* online, I cropped each image out separately using Photoshop. I then placed each image into my InDesign document and onto the front of my bookmark.

I then had to decided what font type to use for my text. I experimented with a few until I found one that reminded me of the actual book title. After adding my text, I decided that

I wanted to rotate it slightly to be on a diagonal to help enhance my design. Because I had to add the pantone process color to the front design, I ended up doing an all over background of Pantone 7412 C behind my images and text. It was a nice subtle, rustic looking color, that is why I chose it.

For the backside of my bookmark, I could only use one pantone solid color, so that limited my design abilities. I was really stumped on what to do on the backside of my project., I think that my final design is very bland and boring because I couldn't think of an interesting way to use my color. I ended up just picking a pantone color very similar to the one on the front and re-wrote the title and added the synopsis. I did add a border around the sides to create some design element, but I am not too happy with the overall look of the backside.

Pantone 7412 C

**Font Options**  
Below are the three different fonts that I experimented with and ended up choosing the third font as my final decision.

