

Assigned Research: Fahmeeda Choudhury

Based on the main theme of "Elegance," physical research of design in posters, book covers, and fashion media was assigned.

The following list consists of the book titles in which Meeda came across for her research:

-Digital Book: Design and Publishing by Douglas Holleley

-Posters: Design Making Reproducing by George F. Horn

-Rauschenberg Posters by Ace Prestel

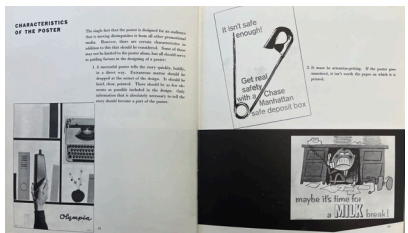
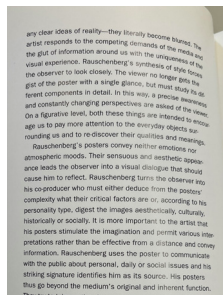
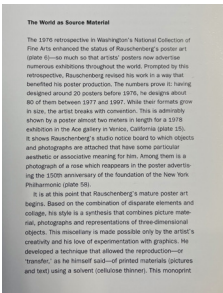
-The Language of Graphic Design: An Illustrated Handbook for Understanding Fundamental Design Principles by Richard Poulin

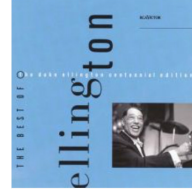
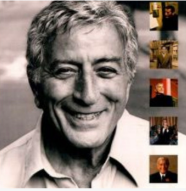
Assigned/ Supplement Research: Fahmeeda Choudhury

Outside of the ideas of elegance, our group was very interested in the idea of combining texture-based elements within our visuals.

In order to aid this idea, Meeda came across the Rauschenberg Posters, which display layers and collages of mixed media, which encapsulates mostly rough and smooth contrasting textures.

Following this, she read alongside the text that was within this poster book. This lead her to pull sections of the text that were relevant to





SPLASH PAD

For more than 170 years, the craftsmen of the Baglietto shipyards in La Spezia, Italy, have built some of the world's most sought-after boats, from a yach for a pope to a yacht beloved by Peter Sellers. A new book dives deep into the archives.



LA BELLE ÉPOQUE

To mark artistic director Nicolas Ghesquière's first decade at Louis Vuitton, *E* explores the house archive, with a little help from the Haim sisters

by KIZIAH WEIR



Assigned Research: Danielle Hughes

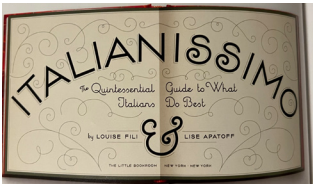
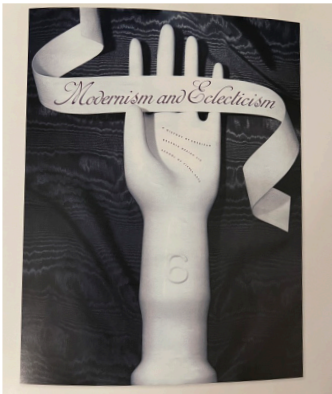
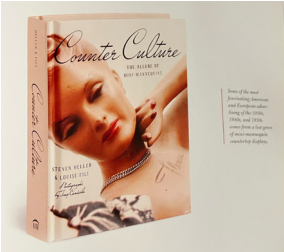
Danielle was assigned to do primarily do the online/ web research. Particularly, she delved into music album covers, e-books, and magazine spreads and layouts.

She was also able to come across a book entitled, "Elegantissima : the design & typography of Louise Fili by Steven Heller, Louise Fili." Within it was dainty designs and fonts that were decorated with fancy flourishes.

Overall, this piece of research benefitted our project's approach to what makes design seen as "elegant". We took apart many elements within Danielle's research here.

Assigned Research:
Danielle Hughes

The images shown in these
pages are a continuation of
designs and typesetting found
in “Elegantissima.”





Assigned Research: Danielle Hughes

Ebooks:

The Visual Story : Creating the Visual Structure of Film, TV, and Digital Media
<https://ebookcentral.proquest.com/lib/montclair/reader.action?docID=6267023&ppg=2>

Visual Marketing : 99 Proven Ways for Small Businesses to Market with Images and Design (Chapter 3)
<https://ebookcentral.proquest.com/lib/montclair/reader.action?docID=693671&pg=160>

Making Posters: From concept to Design
<https://montclair.on.worldcat.org/search/detail/1145079961?queryString=making%20posters&bookReviews=off&clusterResults=true&groupVariantRecords=false>

Posters & Presentations
<https://ebookcentral.proquest.com/lib/montclair/detail.action?docID=4762663>

Assigned Research: Amanda Castro

As the group leader and second person doing physical research, I assigned myself to pursue books or media on photography, visuals, fonts, text structure, and types of layouts.

-Moments of Vision, The Stroboscopic Revolution in Photography, Harold E. Edgerton & James R. Killian, Jr.

-Night and Low-light Photography, Alan Hess

-The Nature of Photographs by Stephen Shore

-Innovation/Imagination: 50 Years of Polaroid Photography

-Elements of Black and White Photography by George E. Todd

-24 Calligraphic Display Fonts

-A Sourcebook of Contemporary Typographics, Thames & Hudson

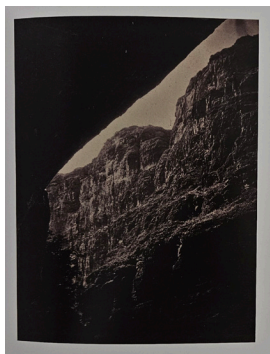
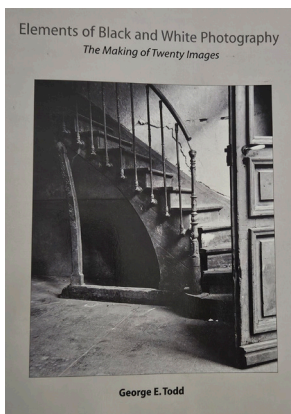
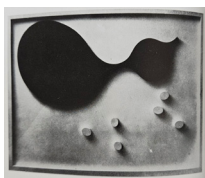
-Asymmetric Typography, Jan Tschichold

-The Annual of Type Directors Club, "Typography 27"

-Typography : The Annual of the Type Directors Club V1

-Layout: The design of the printed page by Allen Hurlburt

-Using Type Right by Philip Brady

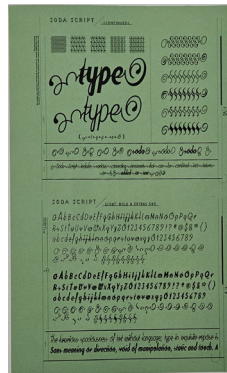
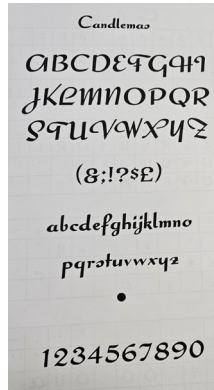
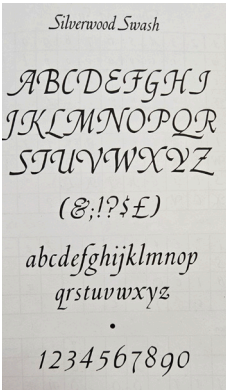
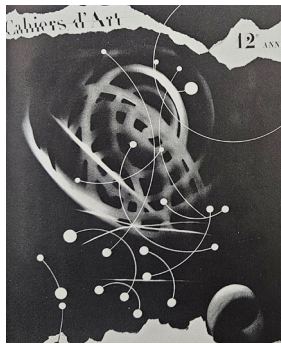
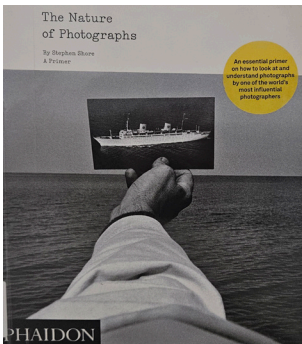


Assigned Research: Amanda Castro



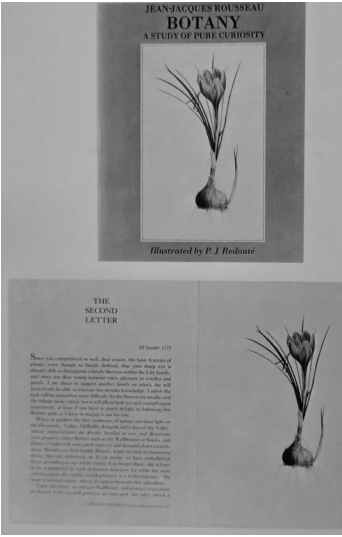
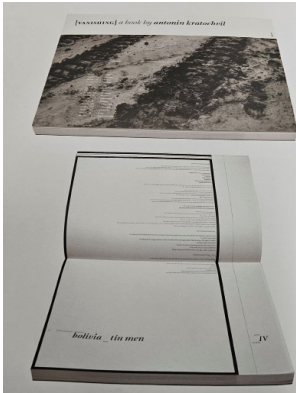
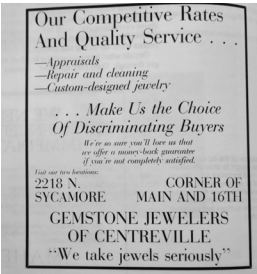
The group decided it would be a good idea to look into the medium of photography in order to explore hypothetical shapes or textures that could be influential to our booklet.

Images from black and white photography significantly outlined how shapes in motion impact the form of a visual. I also took into account how figure ground in these books is utilized with white light and darkness.



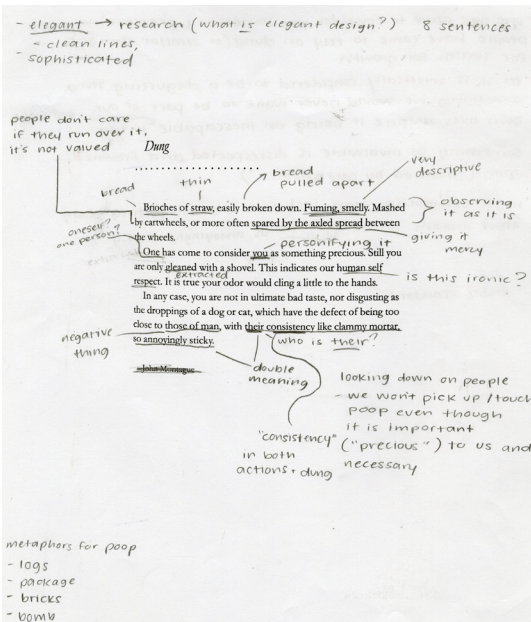
Assigned Research:
Amanda Castro

Several different books were specifically used to explore the different ways a design can be structured. Some of the images are examples of what not to do when designing. I found it interesting how those designs were presented through invitation and poster/announcement formats.

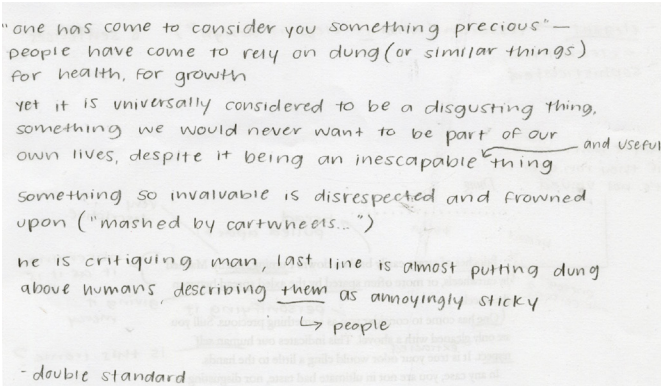


We printed out copies of the poem and as a group we had a discussion about the poem, breaking it down one line at a time. This helped us absorb what Ponge was trying to indicate during the poem.

The top/upper image is Fahmeeda's thought process and notes on the poem. The image below it is Danielle's version.

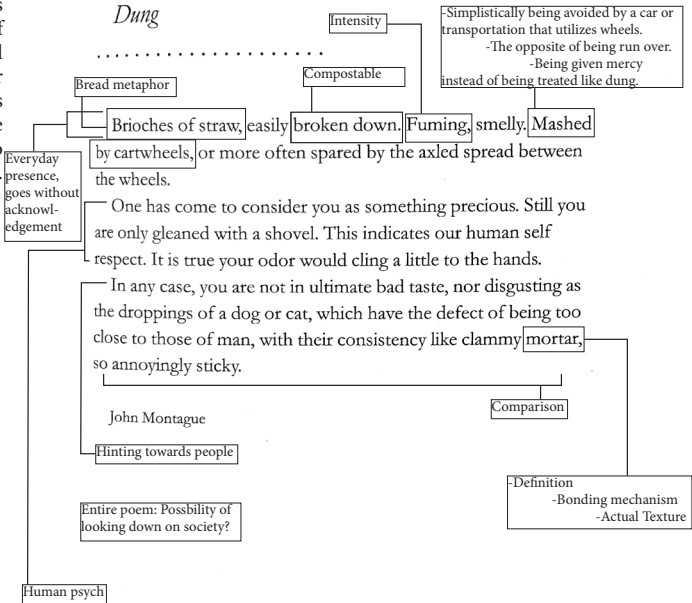


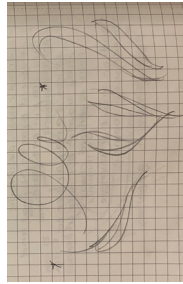
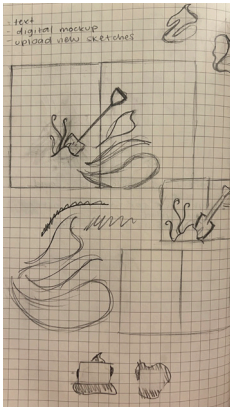
Design Input/
Thought Process:
Amanda Castro and
Danielle Hughes



The top image of this page is what Danielle wrote down in terms of the interpretation of the entire poem. The group was all in agreement of these thoughts, so we all had a mutual agreement about how Ponge practically putting dung above people.

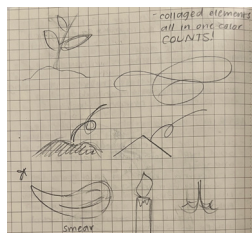
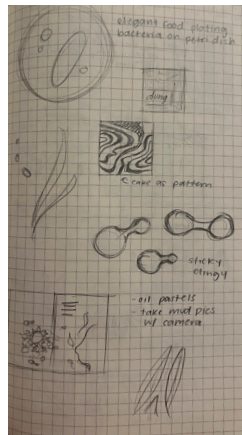
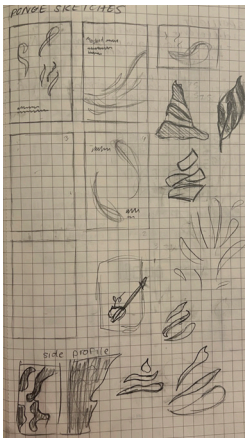
The image below is my own (Amanda's) thought process and personal notes based off of the poem. While we all wrote on physical copies for our discussion, my copy was damaged so I edited the same notes I originally took onto the PDF of the poem file.





Sketches: Danielle Hughes

Danielle's sketches consists of ideas for flourishes that would be decorative elements in the design. She also sketches out page layout ideas and the decoration that ended up on the front and back covers of our booklet.



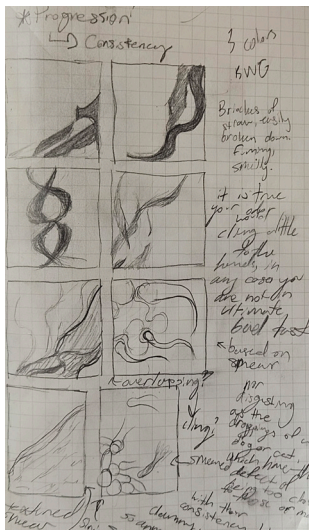
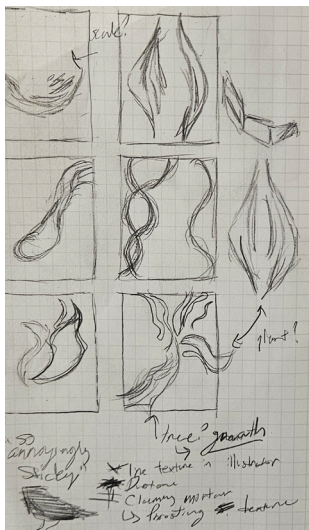
Sketches: Fahmeeda Choudhury

Fahmeeda also did sketches to invision what some of the booklet pages could look like.

She also did some of her sketches digitally. One of them shown is her sketches of an idea I had a hard time creating on Adobe Illustrator. I wanted to make the shape of a hand, and she digitally sketched out different versions of it in brown, which was helpful because we ended up using it.

The bottom two digital sketches she made were for one of our group meetings. I asked both Fahmeeda and Danielle to come in with digitizations. The one to the right is the more basic sketch she came with, which didn't quite spark any ideas. I encouraged Fahmeeda to come in with more content for our next meeting though.

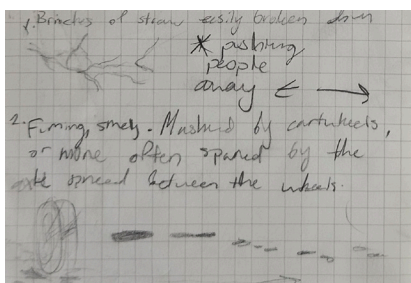
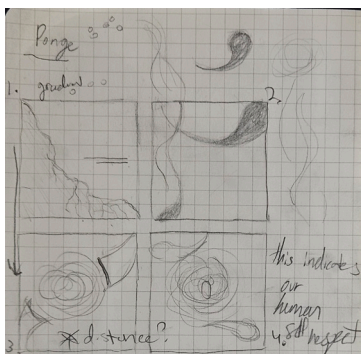




Sketches: Amanda Castro

These are my sketches for flourish shapes and and page layouts. I also included a good amount of writing alongside them. This was so I didn't forget anything I wanted to further investigate later on.

I also made my own digitizations of some pages in Adobe Illustrator. I wanted to make them purely illustrative instead of using photographs so I could experiment with our visual approach to our poem (my digitizations are shown in the next page).

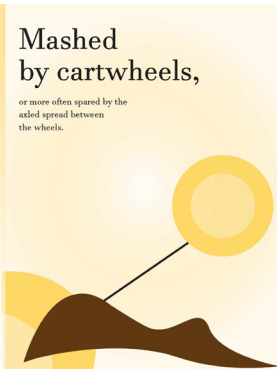
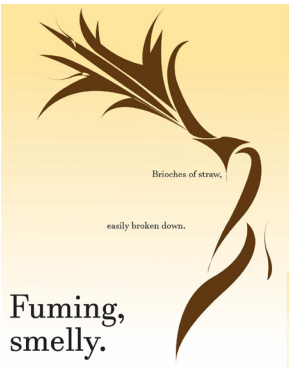


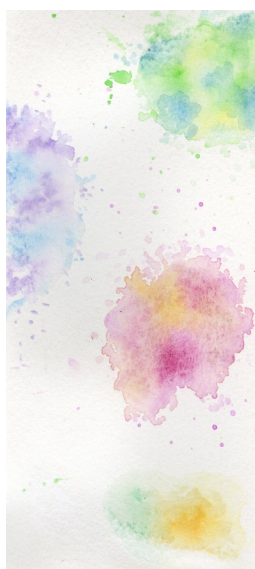
Art Mediums/Staged
Photography/
Editing/Digitizations:
Amanda Castro
Danielle Hughes
and Fahmeeda
Choudhury

These next two pages consist of the contributions that each group member did in order to create our final visuals.

Three pages I created in Illustrator are shown at the top. Out of all three pages, the only element we ended up using was the suggestive swirly poop shape. Danielle created her own spreads and collages of textures, which she ended up applying to the swirly shape afterwards.

I also contributed to the photography alongside Danielle, who went around on campus to take pictures of dung related textures. I used different colored old paints in order to make smears and blob shapes. Danielle ended up taking my paint images into Photoshop to edit the colors.





Art Mediums/Staged Photography/ Editing/Digitizations: Amanda Castro Danielle Hughes and Fahmeeda Choudhury

These pieces of media are what Fahmeeda contributed with, alongside some more ideas that Danielle and I had.

Fahmeeda ended up using watercolor paints in order to make colorful splotches with small dots of paint crowding around the splotches.

We wanted these watercolors to be done because one of the pages described dung as something that would have its odor cling to the hands. From there we decided that bacteria is something that comes from dung by touch, so our plan was to represent that visually. The splotches should resemble a petri dish with pieces of bacteria.



Below are Danielle's decorations for the covers of the booklet. She had two options to choose from, one being more dainty, with the other using more flourishes to represent stink lines. Her next photo is the texture she handmade herself with layering toilet paper and other objects.

The hand flourish shape that was previously drawn in Fahmeeda's sketches is shown. I created a new version myself in Illustrator. When I was finished Danielle applied her texture to the shape.

Final Booklet

This section displays the final covers and pages that my group collaborated in to create.

We ended scanning a blank piece of watercolor paper to create a background texture, and scattered bits of the watercolor splotches throughout the layout.

Our pages ended up most different compared to our original ideas and sketches. We also decided on Bodoni and Snell Roundhand as the fonts we'd use throughout the booklet.

We all came to agreement of what the color palette would be as well. We compiled sets of three colors at a time and decided with brown, pink and green. We decided that pink would definitely be included because it is not something you would expect to see when reading about Dung.

A nerve wracking part was doing the zine fold once we printed out our finished version. While Danielle used a bone folder, Fahmeeda and I held each corner of the paper to put weight on it and ensure that the corners and sides of the booklet were properly aligned.

