

# Event Process Book

Grace Lawton

GRDS201

Jane Zash

# Assignment

Student will design a poster or series of posters for the event that was created in project one.

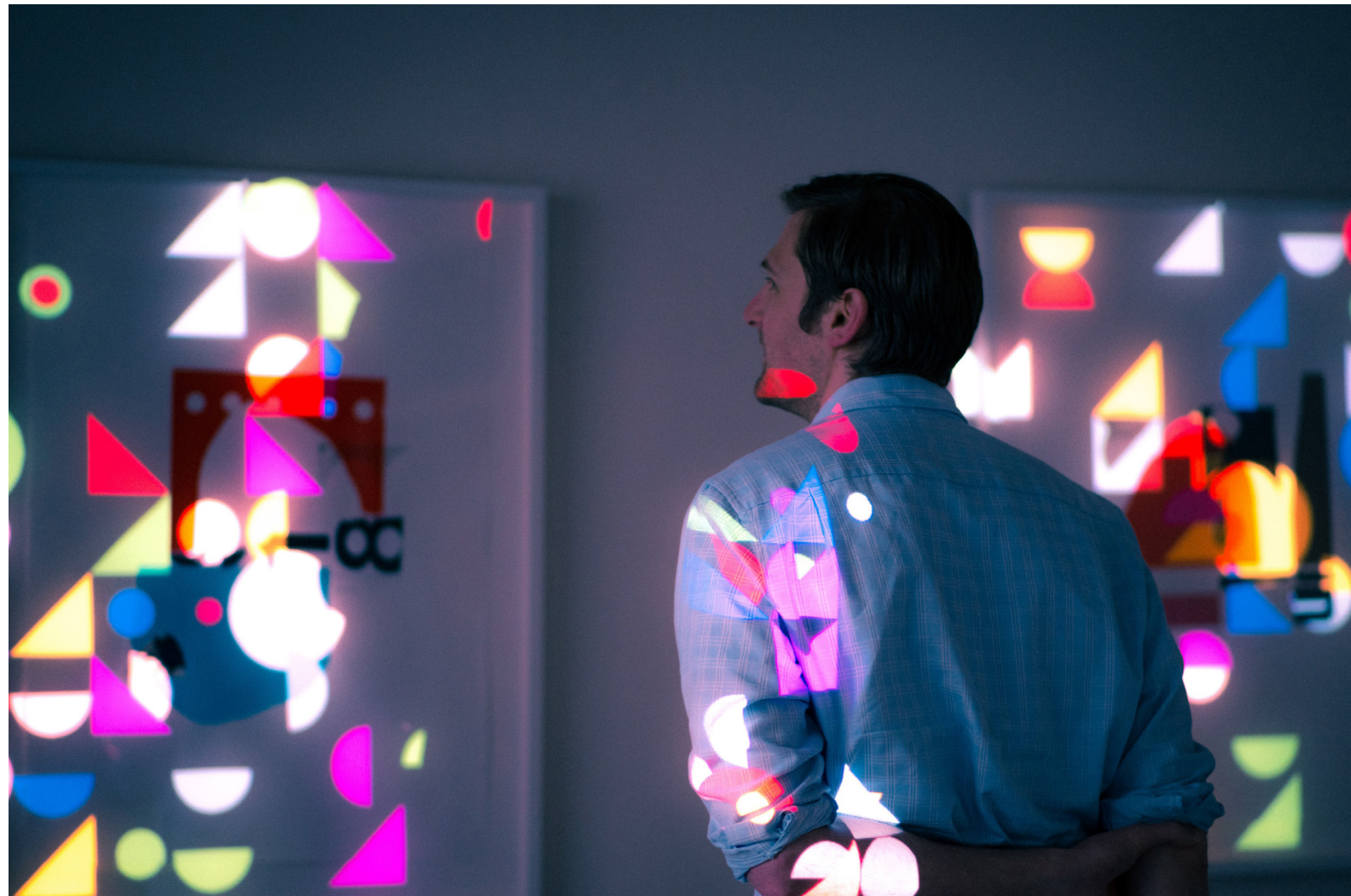
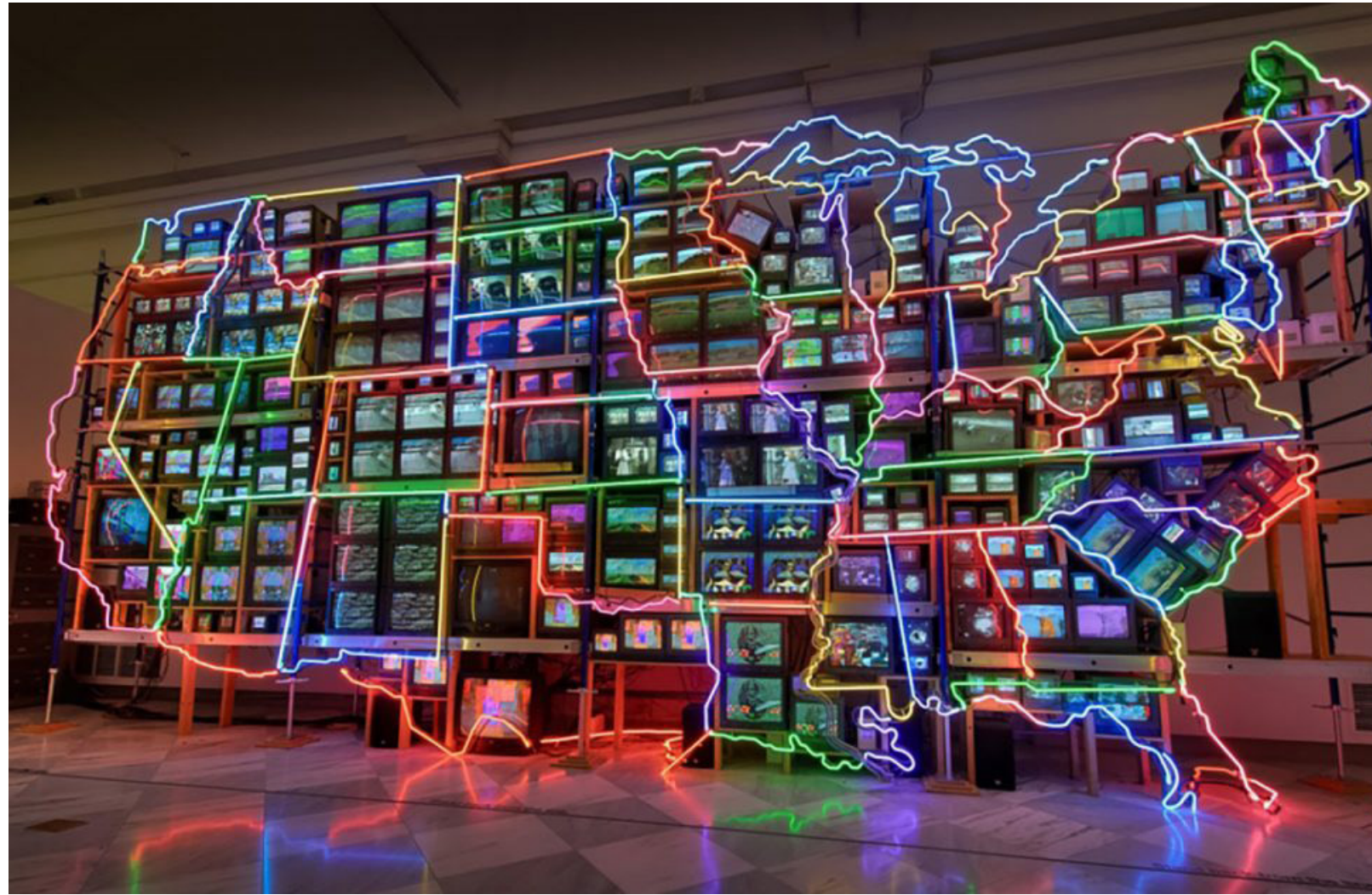
Non-fungible tokens or (NFTs) are quickly rising in popularity. For **digital** artists this is something that lets them take back **control** of their work, giving a “certificate of originality” status to their original digital piece of art, music or etc. This also lets artists collect royalties on their work if it gets bought and sold often. But unfortunately, this comes with a cost, producing these items takes a ton of energy and the environmental **impact** can be damaging. There are many pros and cons to NFTs, come and explore.

## Event Description

This event will be an art installation in which projector mapping or interactive screens would help get viewers to understand pros and cons of NFTs and make **decisions** for themselves on whether to **participate** in this now booming industry.



Visual Brief





## Benefit Statement/ Mission

To create and interactive event that **sparks** up conversation about a **controversial** topic in a friendly manner in a comfortable atmosphere.

## Five Key Words & Event Name

### Five Key Words:

Experience, Curiosity, Clarity, Discovery, Alternative

- **Experience** - noun. Partical contact with and **observations** of **facts** or events. - verb. **Encounter** or undergo.
- **Curiosity** - noun. A strong **desire** to know or **learn** something.
- **Clarity** - noun. The quality of being **conherent** and **intelligible**.
- **Discovery** - noun. The act or process of **obtaining sight** or **knowledge** of for the first time.
- **Alternative** - adjective. Different from the usual or **conventional**.

# Final Combination Mark

Experience, Curiosity, Clarity, Discovery, Alternative



# Orientation & Analysis

## Brief: headline and call to action

Experience, Curiosity, Clarity, Discovery, Alternative

### **Headlines:**

Learning Made Fun

Spark up a Conversation at Spark House

Get Thinking and Make choices

NFTs are NBD\* (no big deal)

### **Call To Action:**

Encourage people to educate themselves about controversial topics.

Get people to enjoy learning through hands on experiences.

### **Information:**

Dates, Times, Locations, hint at topic and it's importance.

# Research: Poster Design History Timeline

Experience, Curiosity, Clarity, Discovery, Alternative

## 1890-1900s

### Information:

Louis Rhead

“Read the Sun”

1895 - American



### Information:

Koloman Moser

“Frommes Kalendar”

1903 - Austrain





# Research: Poster Design History Timeline

Experience, Curiosity, Clarity, Discovery, Alternative

## 1900s-1910s

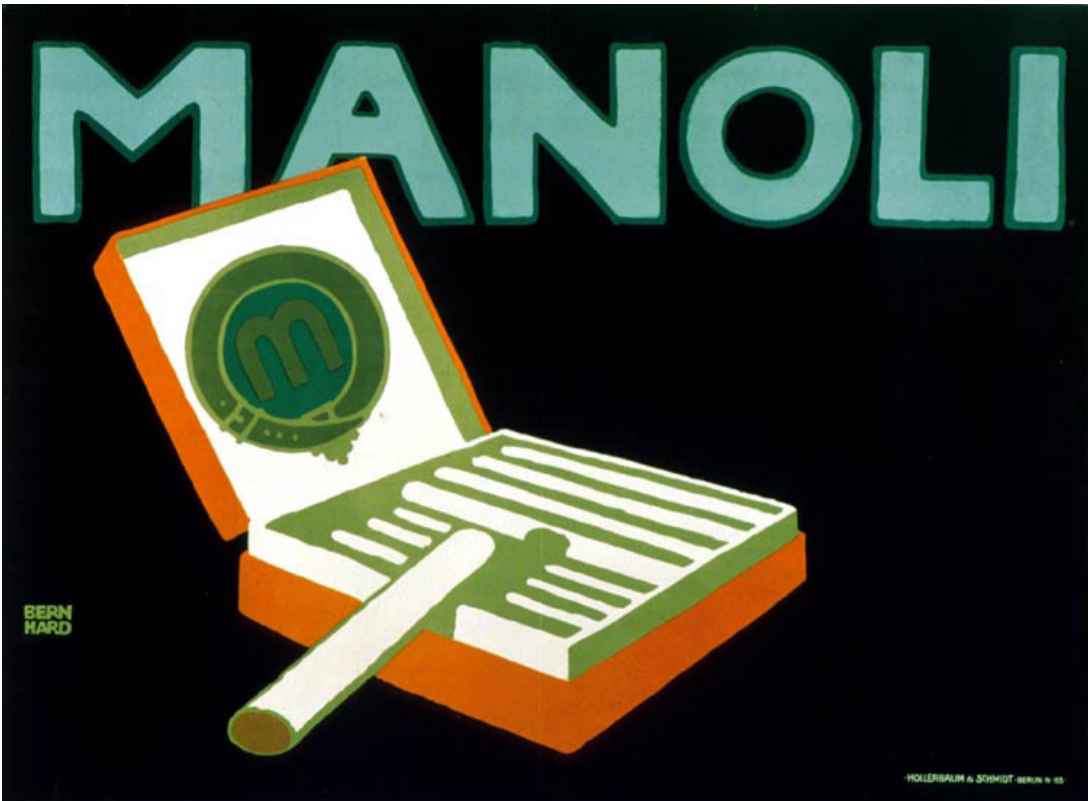
**Information:**

Ludwing Hohlwein  
“Kunstgewerbehaus,  
Gebrueder Wollweber  
1908 - German



**Information:**

Lucian Bernhard  
“Manoli”  
1910 - American/German





# Research: Poster Design History Timeline

Experience, Curiosity, Clarity, Discovery, Alternative

## 1910s-1920s

### Information:

Fortunato Depero

“Al Teatro dei Piccoli Balli Plastici”

1918 - Italian



### Information:

Kurt Schwitters

“Die Silbergaule Vol. 41/42

1920 - German





# Research: Poster Design History Timeline

Experience, Curiosity, Clarity, Discovery, Alternative

## 1920s-1930s

### Information:

Aleksandr Rodchenko

“Dobrolet” (poster for Russian state airline)

1923 - Russian



### Information:

Herbert Bayer

“Ausstellung Europaisches Kunstgewerbe”

1927 - American/Austrian





# Research: Poster Design History Timeline

Experience, Curiosity, Clarity, Discovery, Alternative

## 1930s-1940s

### Information:

Irakly Toidze

“The Motherland Is Calling”

1941 - Russian



### Information:

Unknown Artist

“Women in the War - We Can’t Win Without Them”

1942 - American



# Research: Poster Design History Timeline

Experience, Curiosity, Clarity, Discovery, Alternative

## 1950s-1960s

### Information:

Saul Bass

“Anatomy of a Murder”

1959 - American



### Information:

Armin Hoffmann

“Theater Bau von der Antike Bis Zur Moderne”

1955 - Swiss





# Research: Poster Design History Timeline

Experience, Curiosity, Clarity, Discovery, Alternative

## 1960s-1970s

### Information:

Masimo Vignelli

“Knoll International”

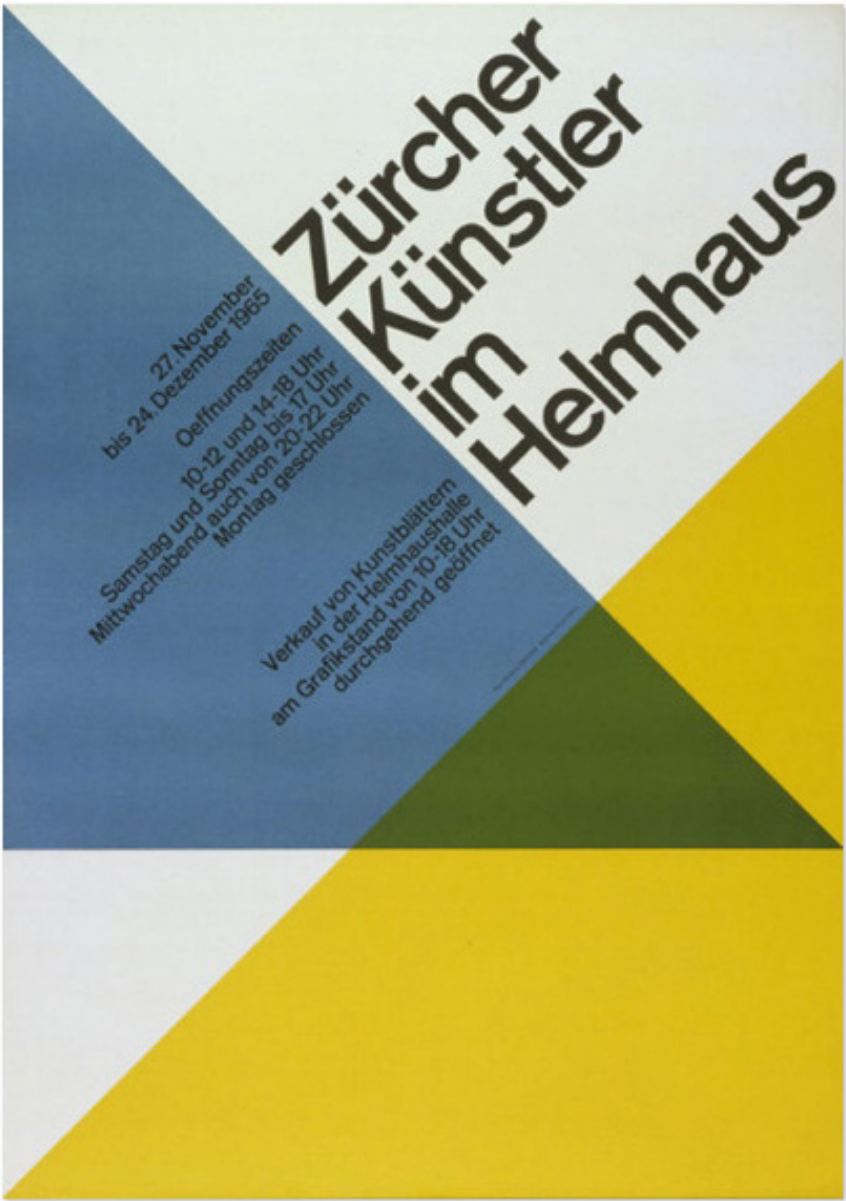
1967 - American



### Information:

Hans Neuburg

1966 - Swiss





# Research: Poster Design History Timeline

Experience, Curiosity, Clarity, Discovery, Alternative

## 1970s-1980s

### Information:

Wes Wilson

“Winterland” or “Bob  
Fried Memorial Boogie”

1975 - American



### Information:

Milton Glaser

“Self Help Strategies”

1979 - American



# Research: Poster Design History Timeline

Experience, Curiosity, Clarity, Discovery, Alternative

## 1980s-1990s

### Information:

Paula Scher

“The Diva is Dismissed”

1994 - American

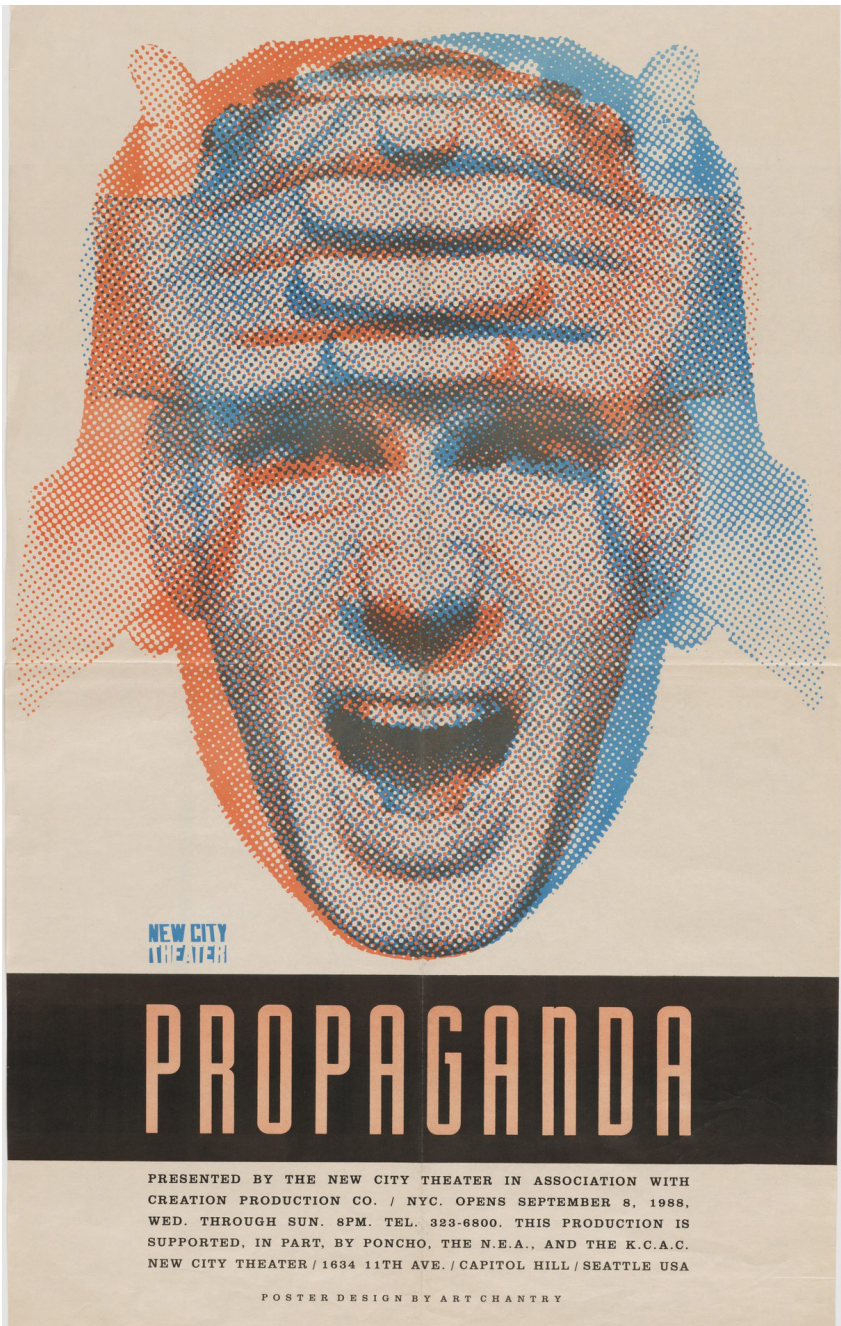


### Information:

Art Chantry

Poster for the Play  
“Propaganda”

1988 - American





# Research: Poster Design History Timeline

Experience, Curiosity, Clarity, Discovery, Alternative

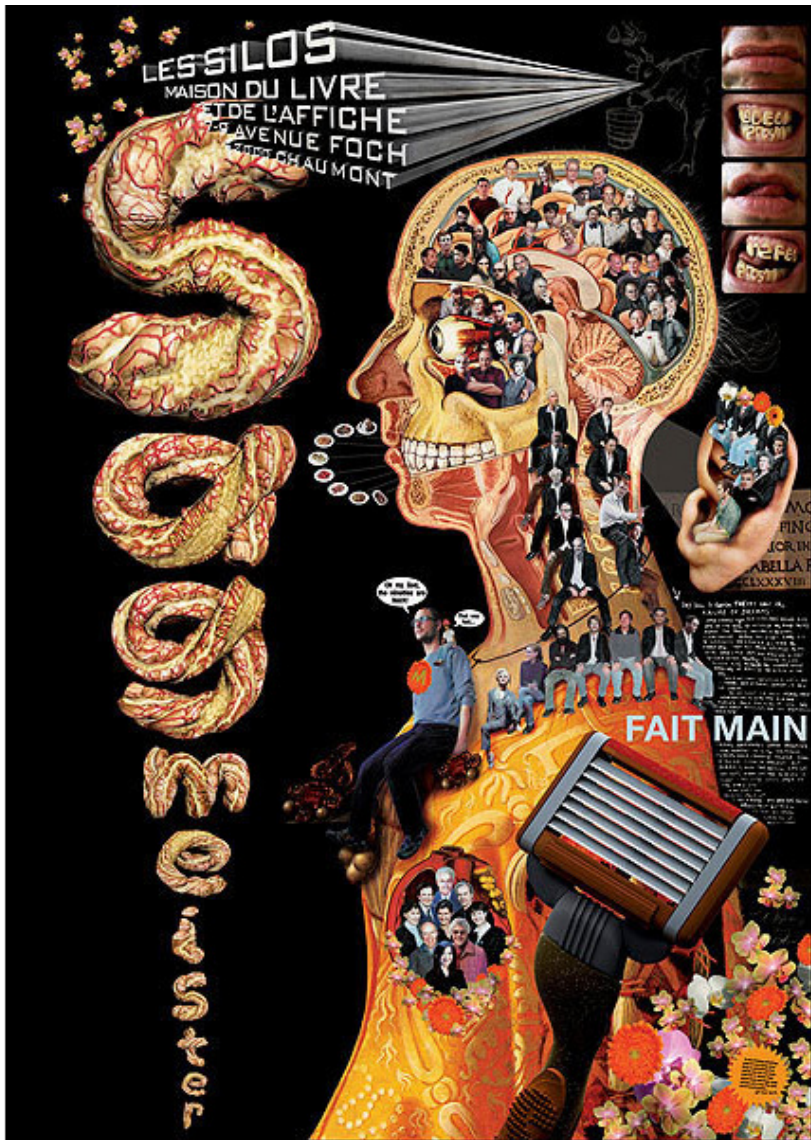
2000s+

## Information:

Stefan Sagmeister

Chaumont

2004 - Austrian

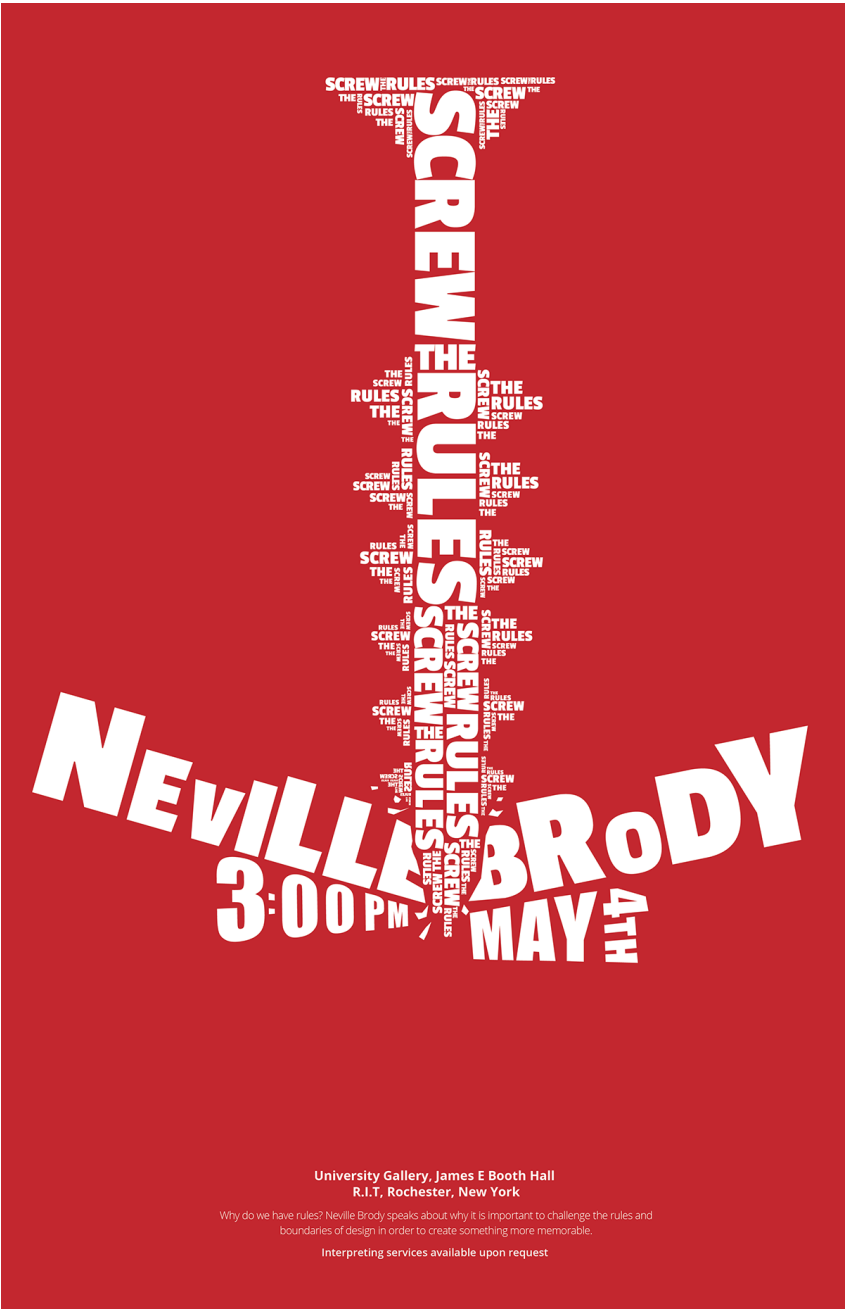


## Information:

Neville Brody

“Screw The Rules”

- British





# Poster Refference: Image Heavy

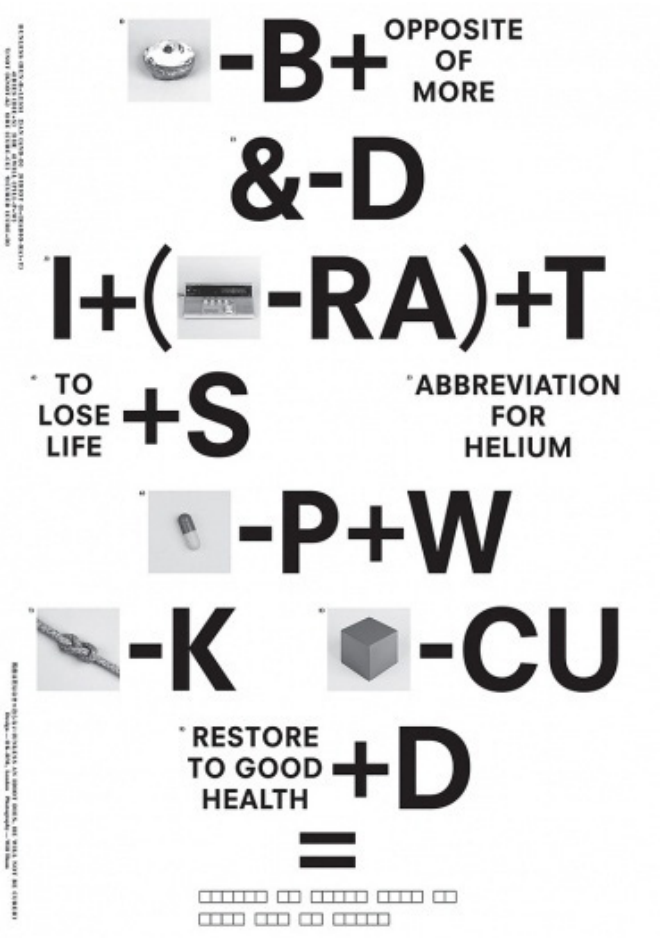
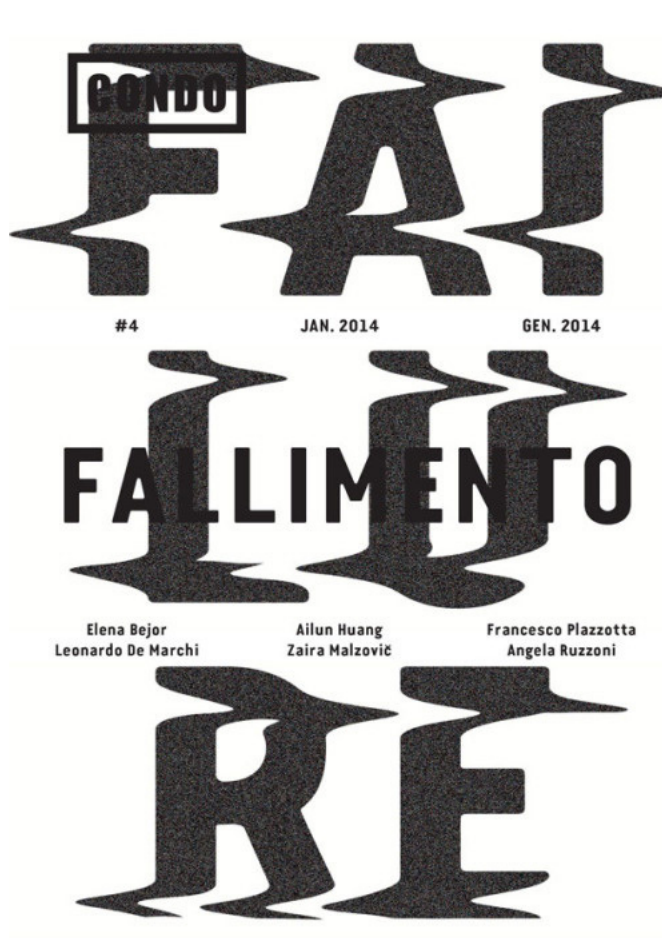
Experience, Curiosity, Clarity, Discovery, Alternative





Poster Refference: Type Heavy

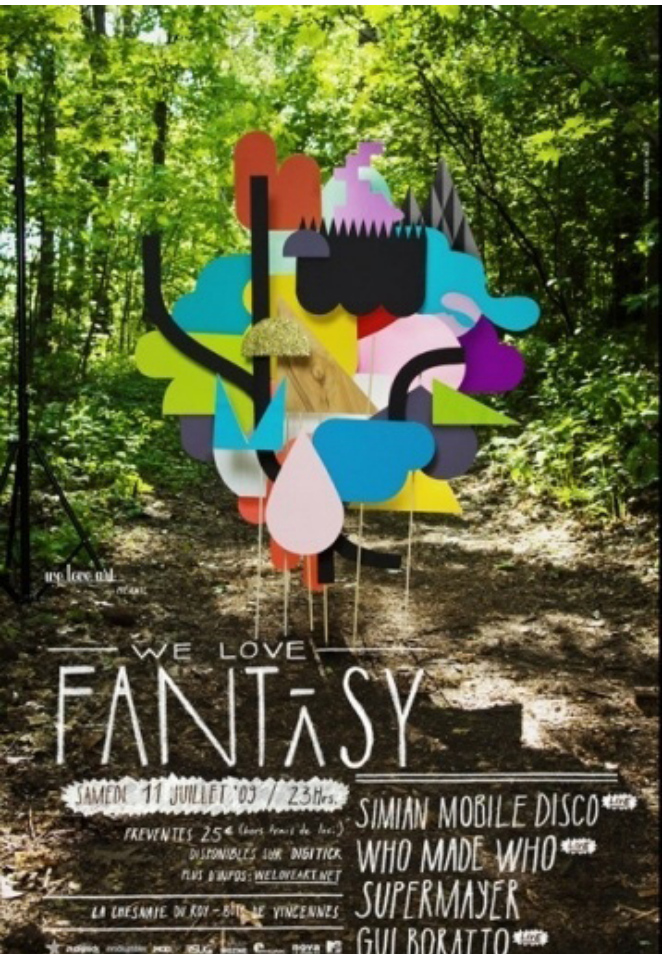
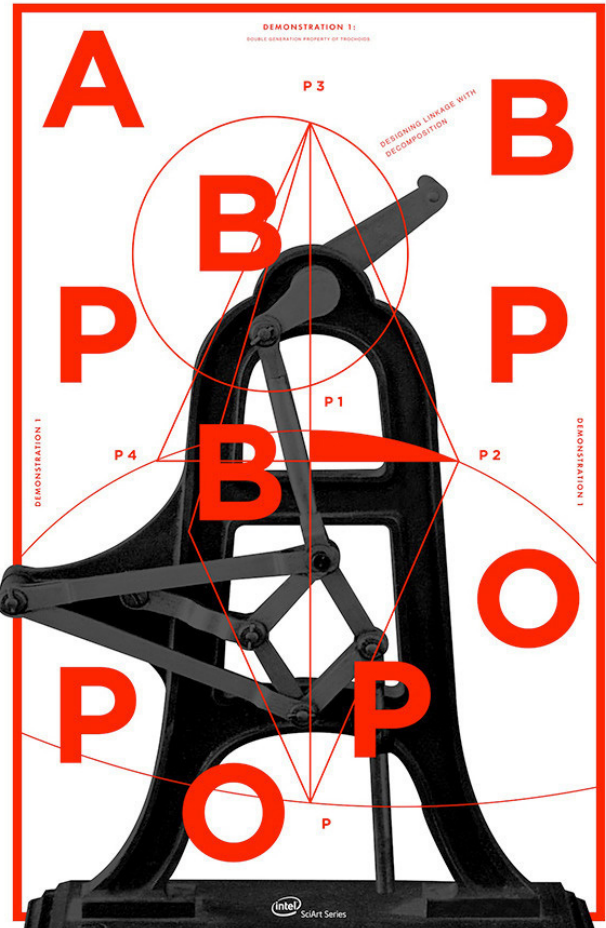
Experience, Curiosity, Clarity, Discovery, Alternative





# Poster Refference: Synergistic

Experience, Curiosity, Clarity, Discovery, Alternative

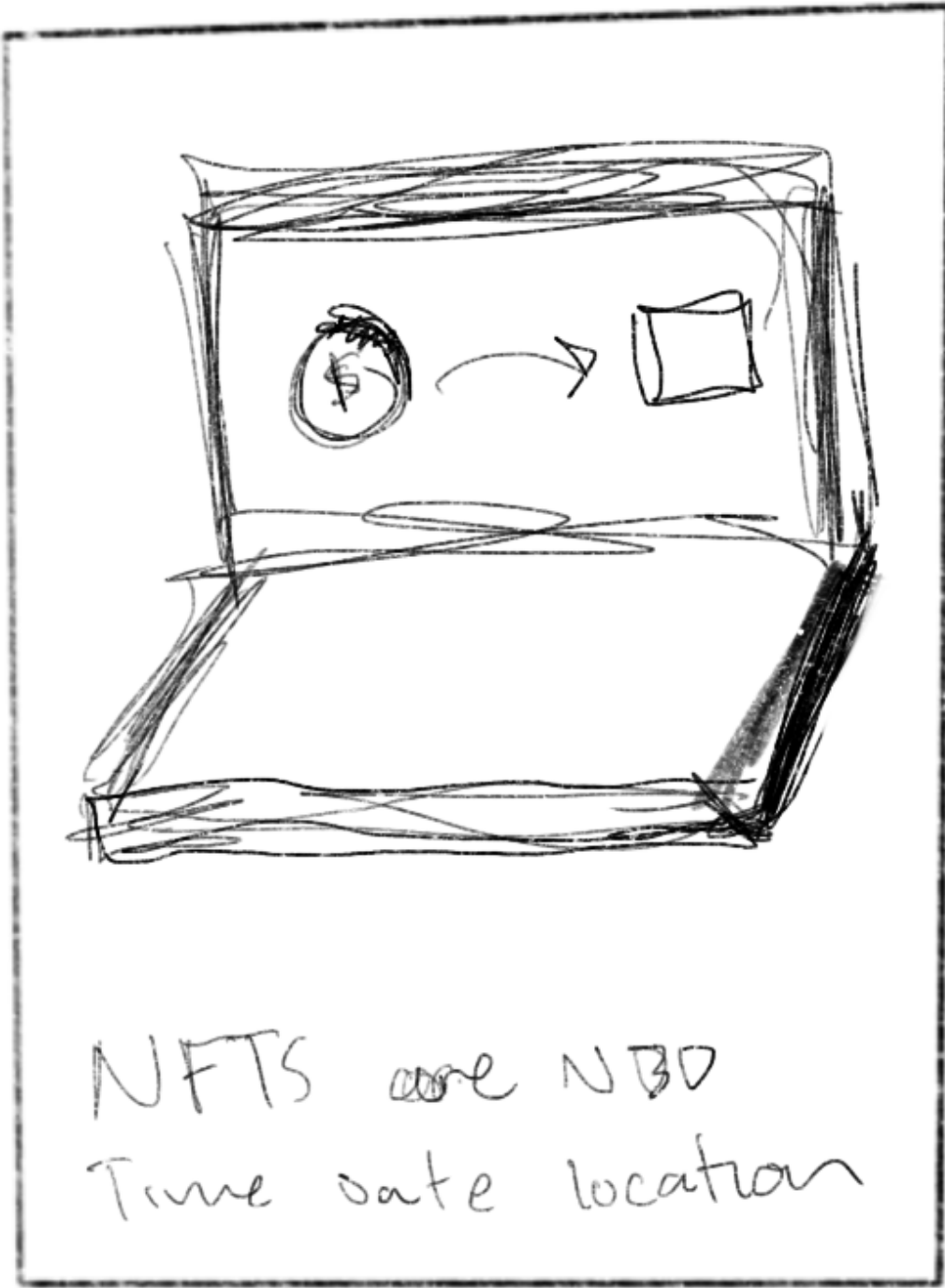
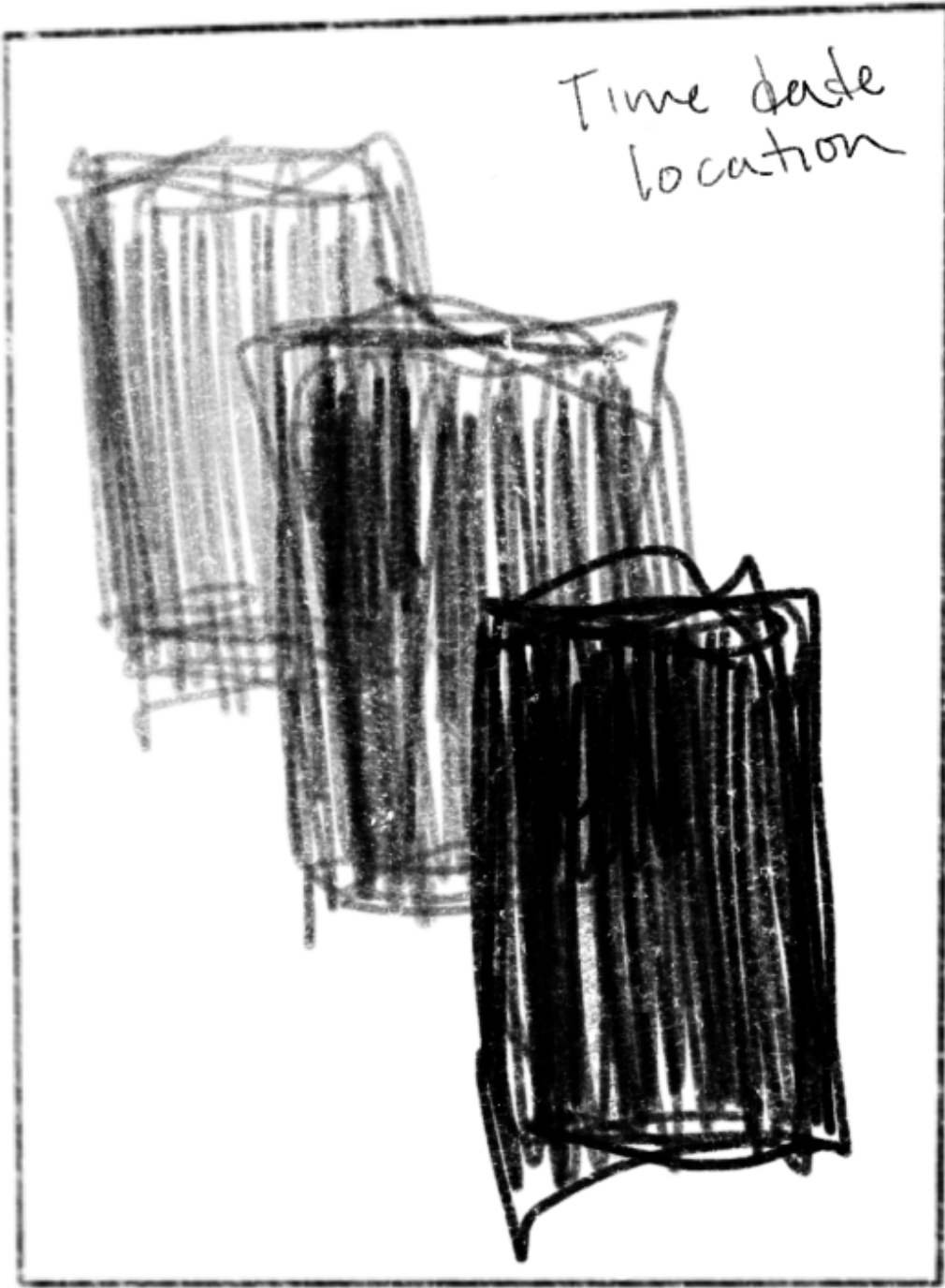
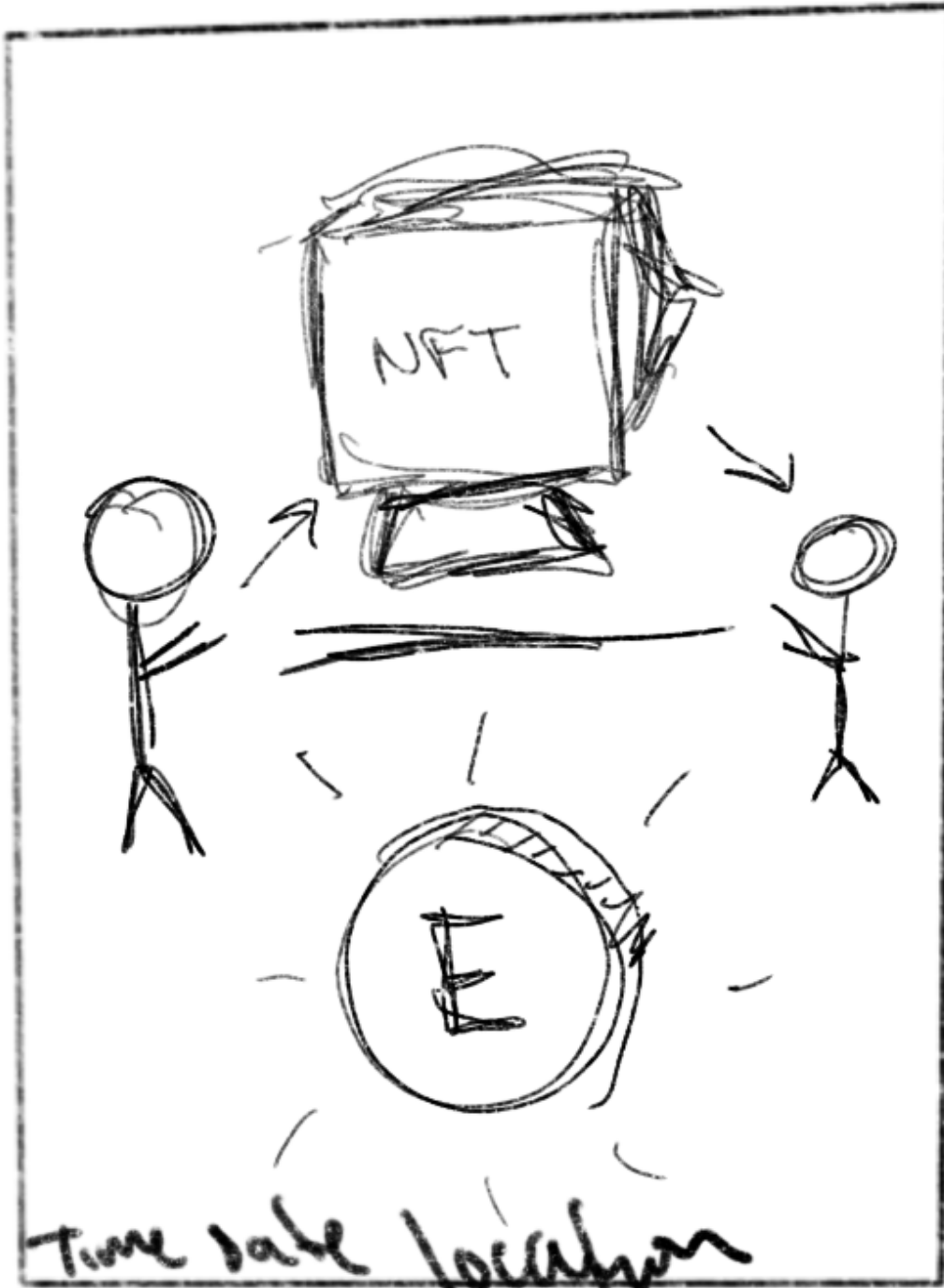




# Concept Generation

Thumbnails: Image Heavy
 Experience, Curiosity, Clarity, Discovery, Alternative

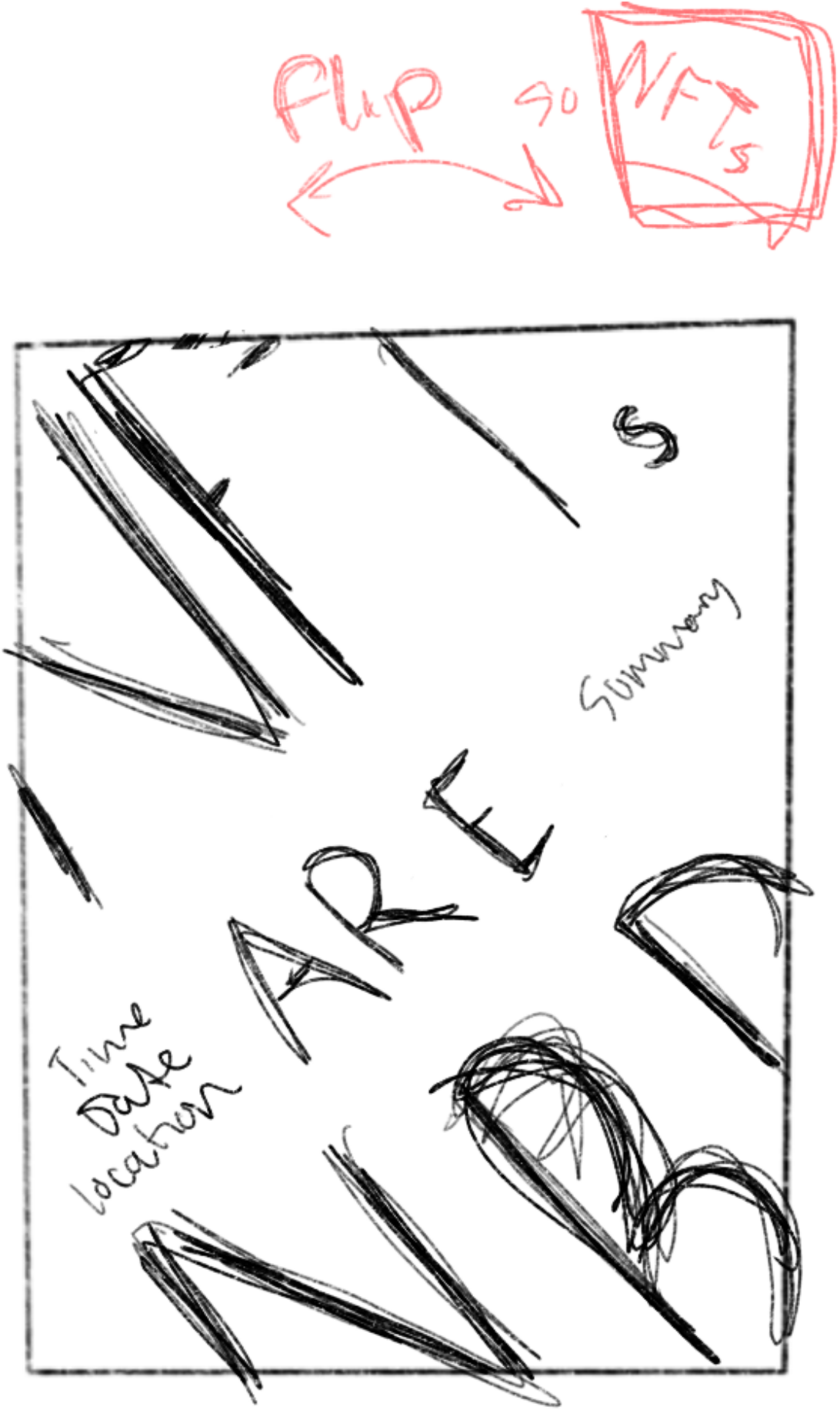
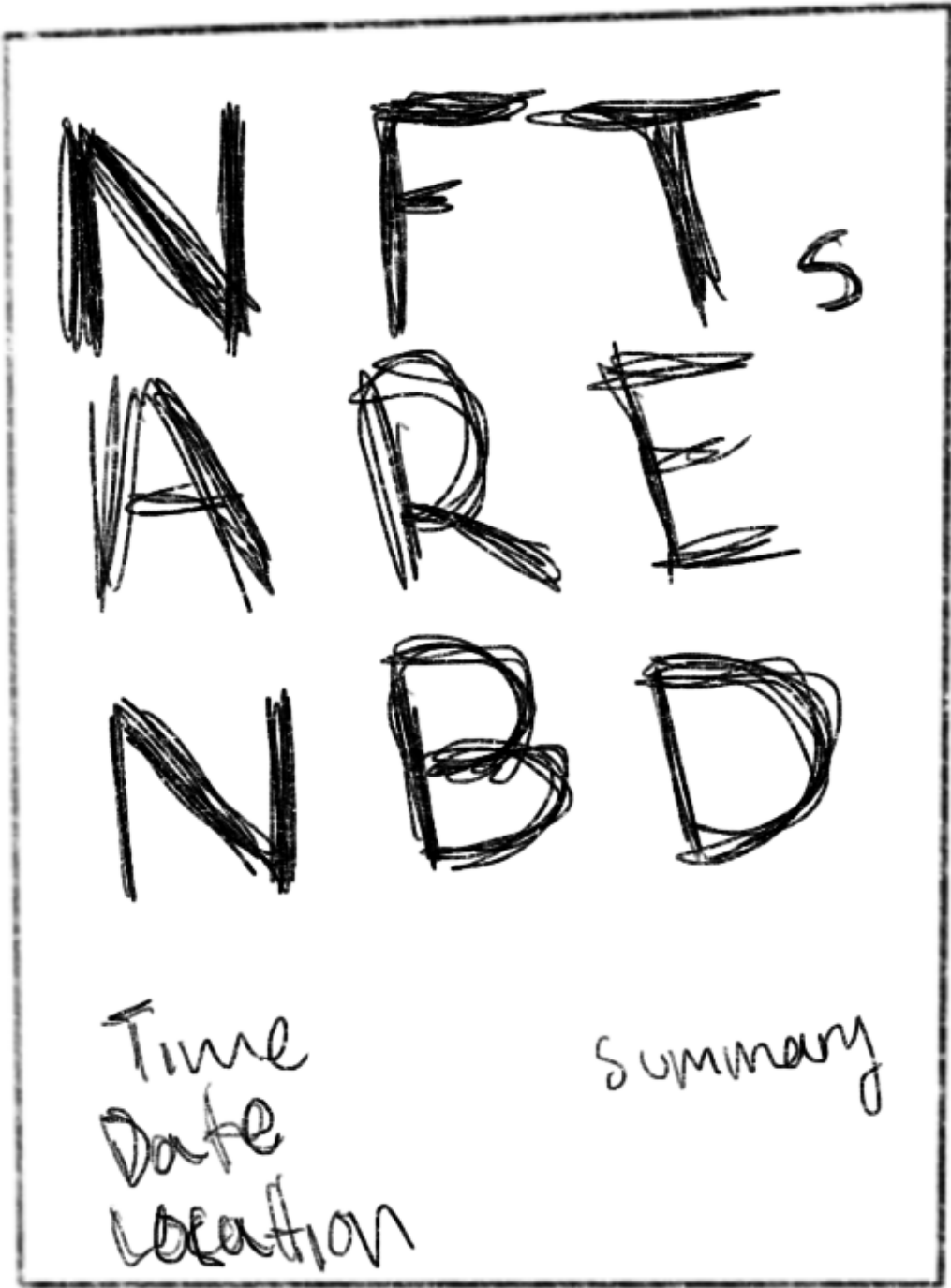
Image Heavy



Thumbnails: Type Heavy

Experience, Curiosity, Clarity, Discovery, Alternative

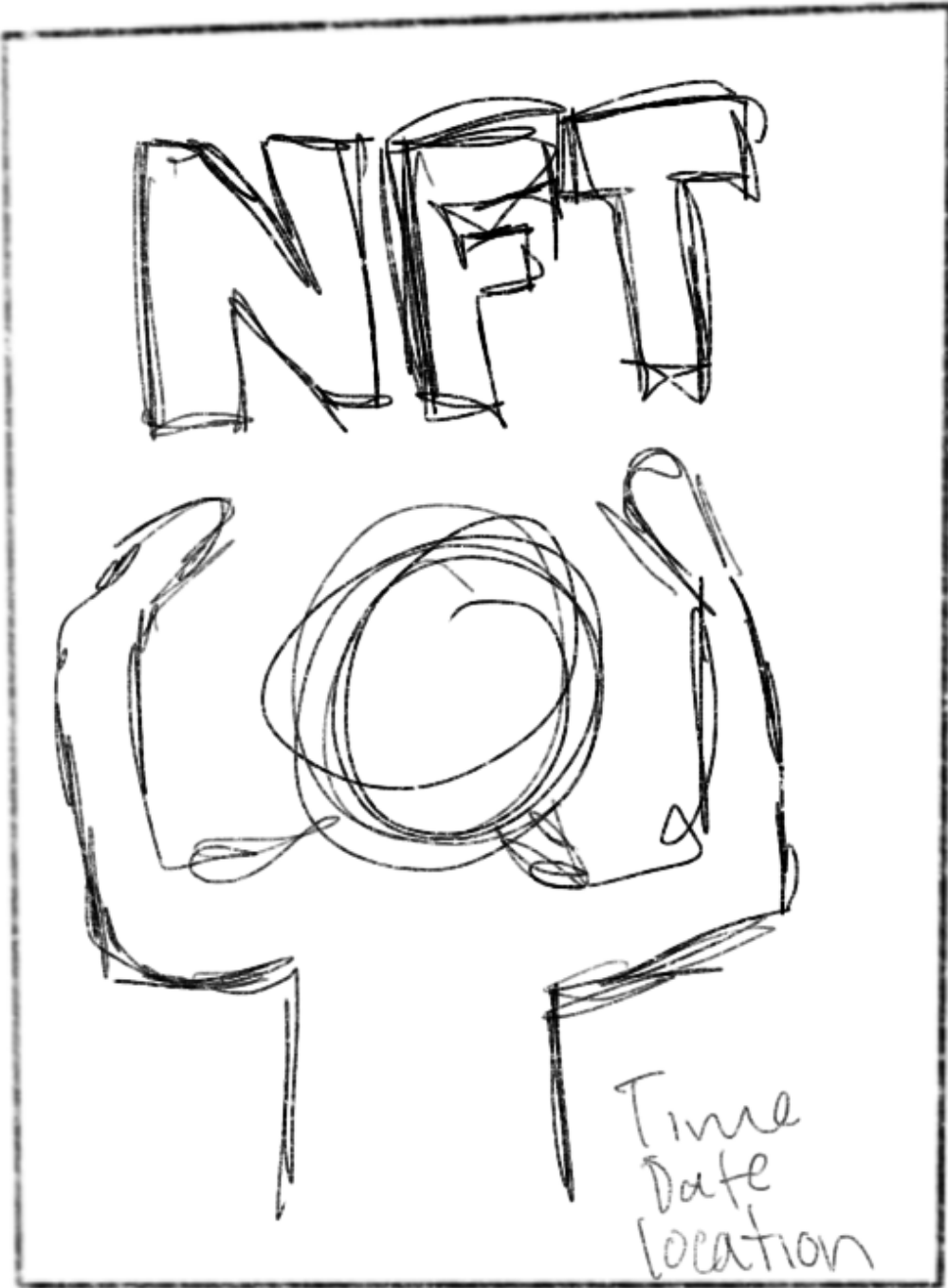
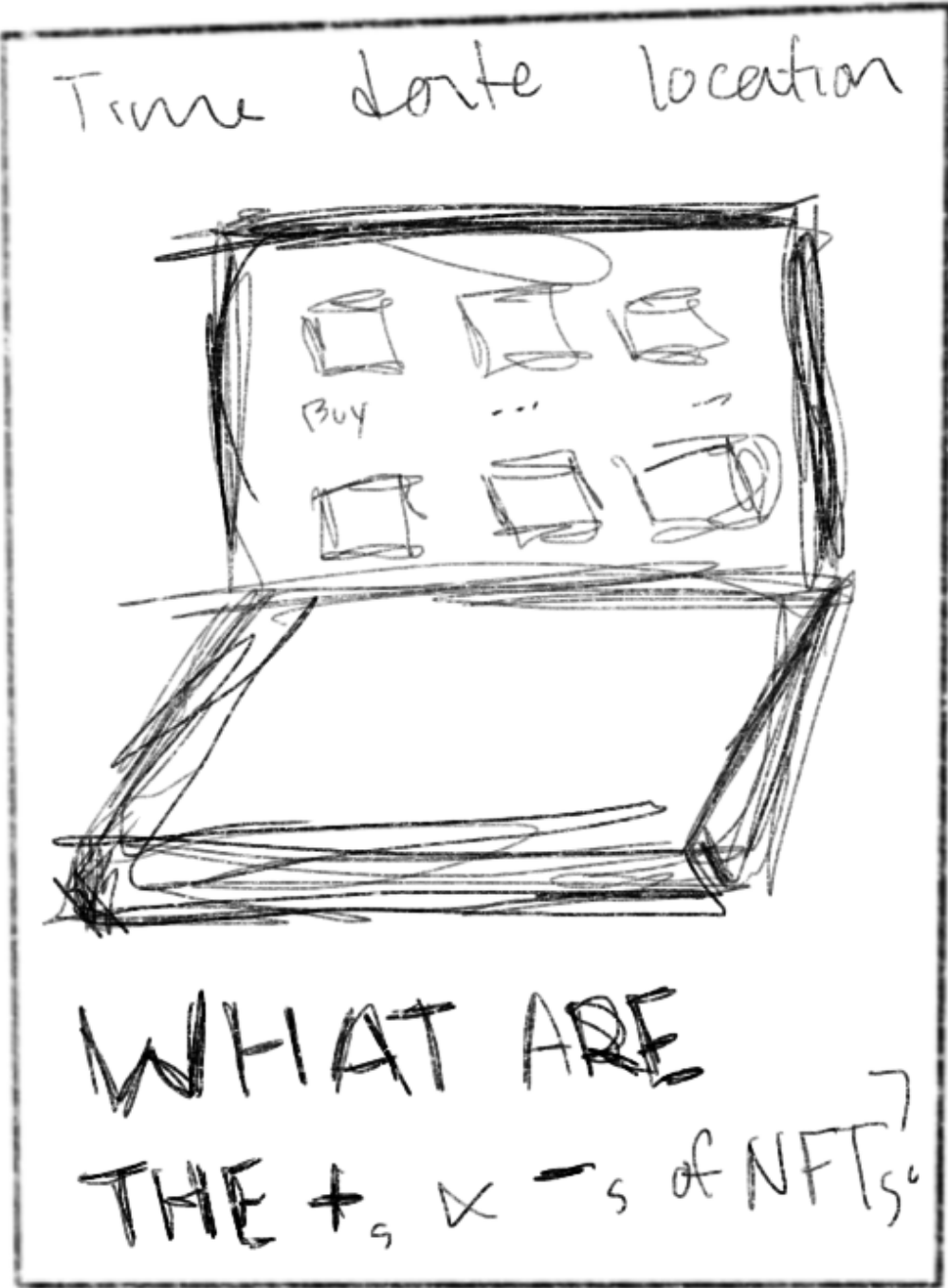
Type Heavy



Thumbnails: Type Heavy

Experience, Curiosity, Clarity, Discovery, Alternative

Synergistic



# Verbal Analysis

Experience, Curiosity, Clarity, Discovery, Alternative

I found myself being drawn towards more synergistic and type heavy styles. I think these could also work better for my topic/ event because making an image that represents NFTs as a whole is a bit complicated. More information on the poster may help to getting people interested.

I personally prefer my type thumbnails and also the image thumbnail that has the different weighted rectangles. I think I could either stick with type or create synergistic with the rectangles.

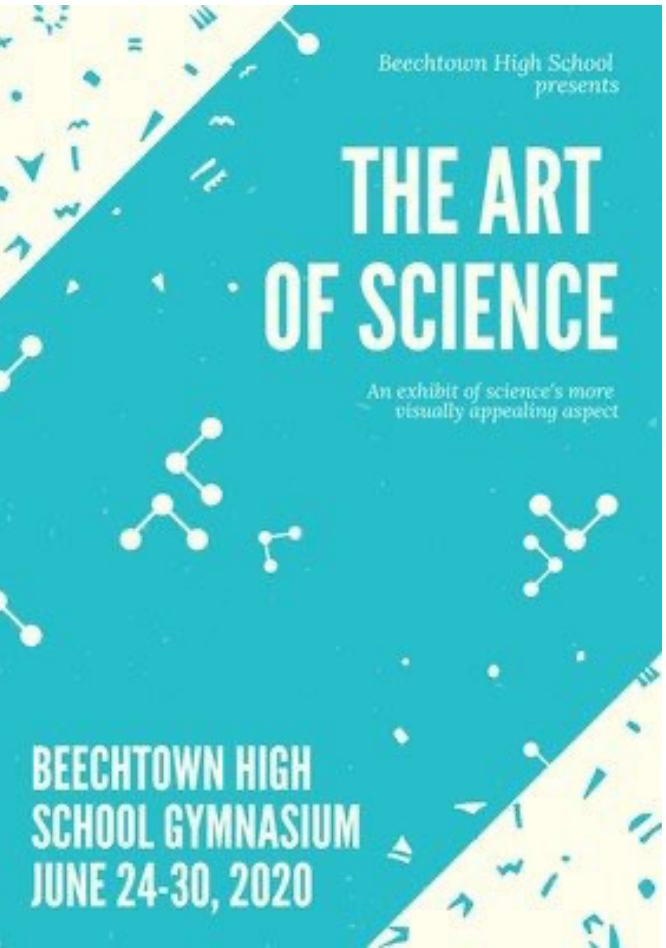
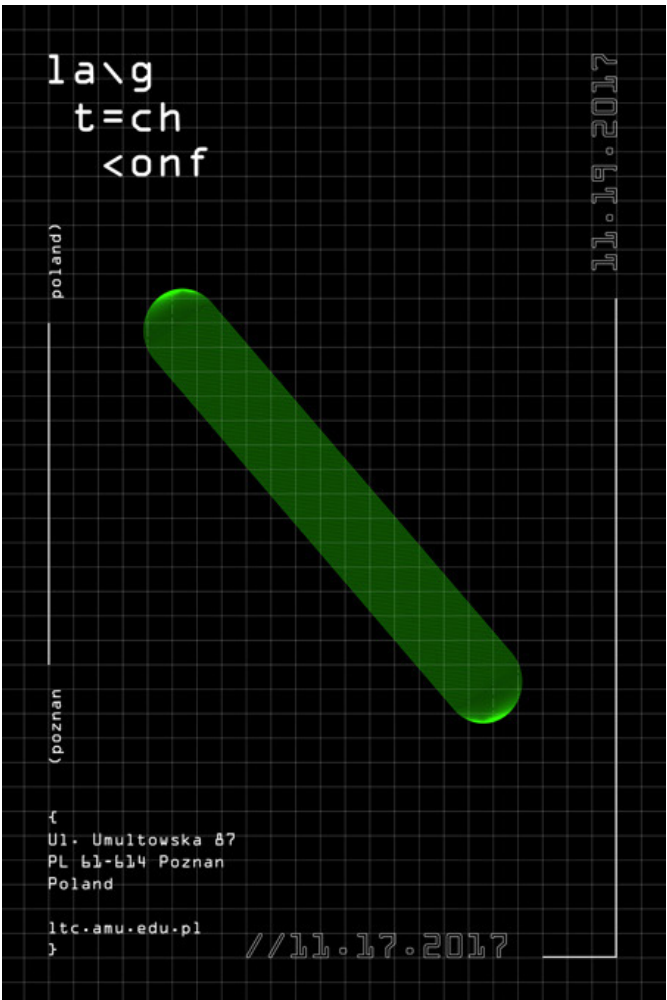
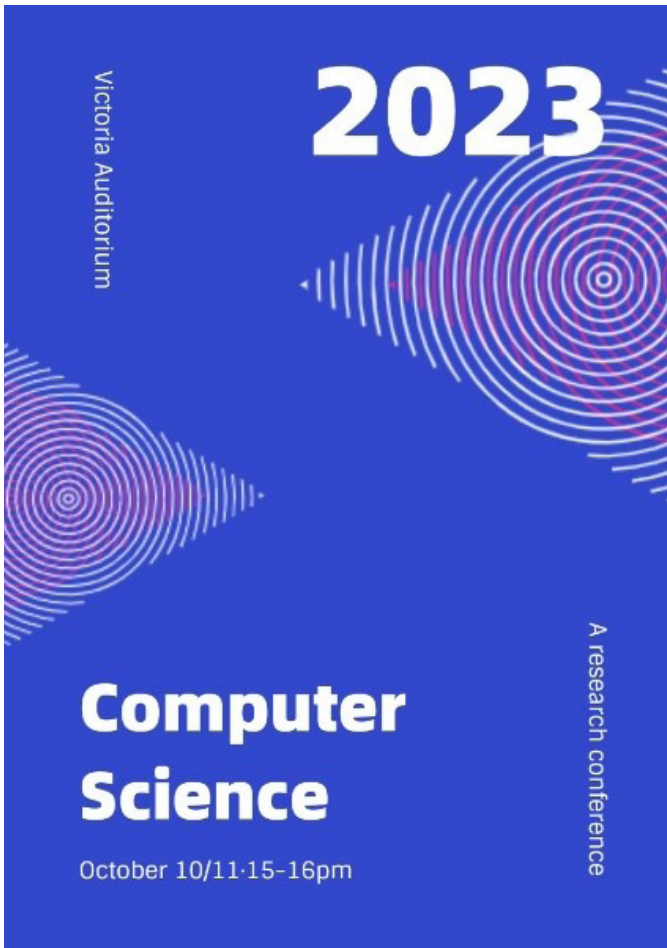
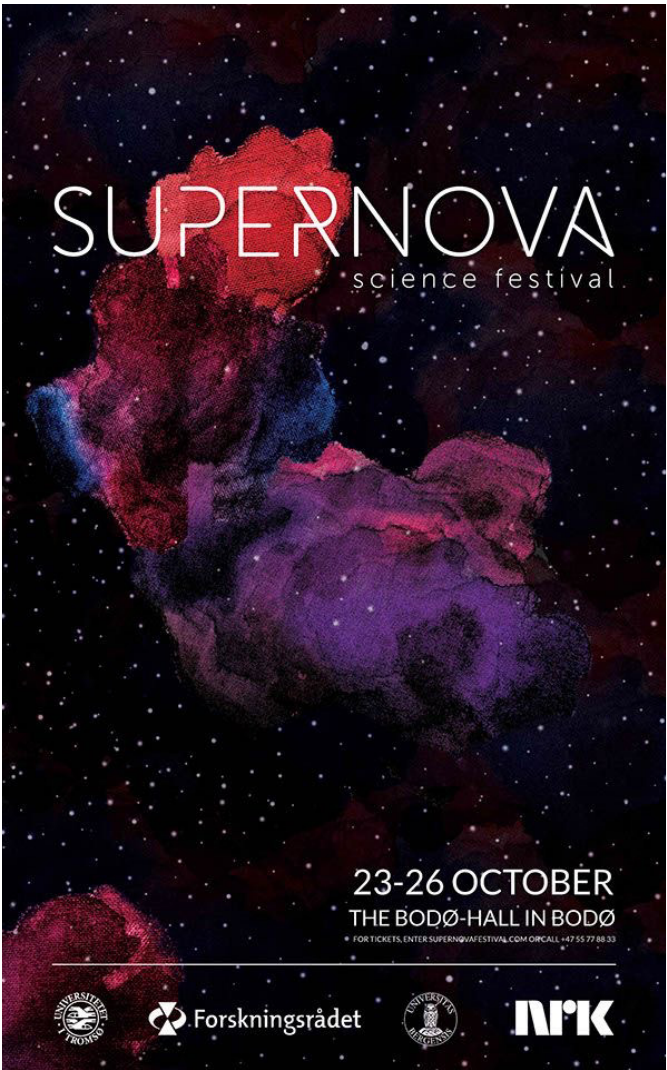


# Development



Design Refference: Posters

Experience, Curiosity, Clarity, Discovery, Alternative





# Paragraph Study: Typefaces

Experience, Curiosity, Clarity, Discovery, Alternative

## San Serif

Trade Gothic Next LT Pro \*

### NFTs Are NBD

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Arial

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Proxima Nova

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# Paragraph Study: Typefaces 2

Experience, Curiosity, Clarity, Discovery, Alternative

## Serif

Adelle \*

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Tisa Pro

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# Paragraph Study: Size, Weight, Casing

Experience, Curiosity, Clarity, Discovery, Alternative

## Trade Gothic Next LT Pro

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# Paragraph Study: Leading and Tracking

Experience, Curiosity, Clarity, Discovery, Alternative

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# Paragraph Study: Column Width

Experience, Curiosity, Clarity, Discovery, Alternative

## Trade Gothic Next LT Pro

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# Paragraph Study: Alignment

Experience, Curiosity, Clarity, Discovery, Alternative

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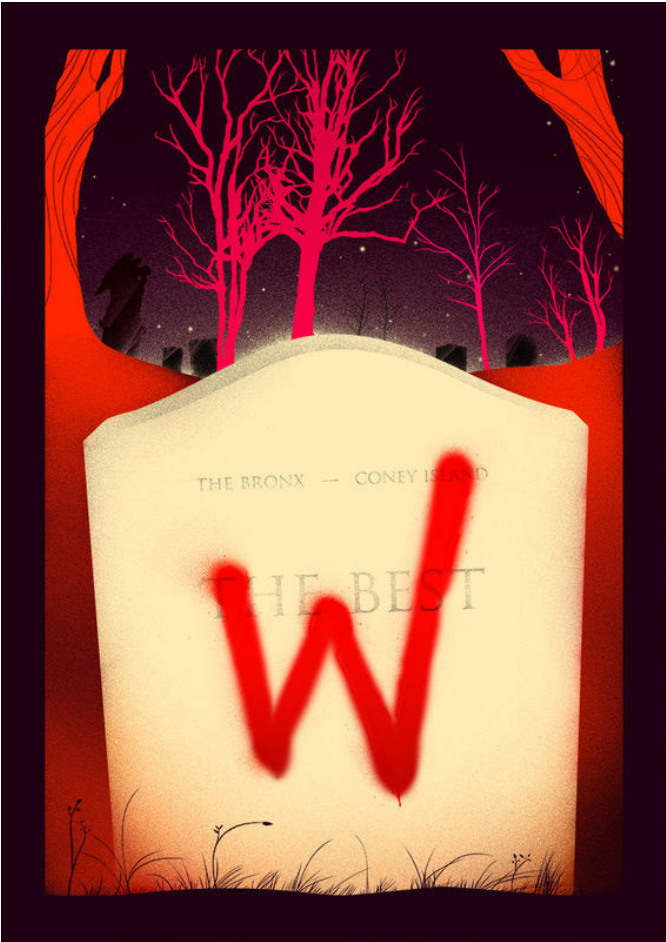
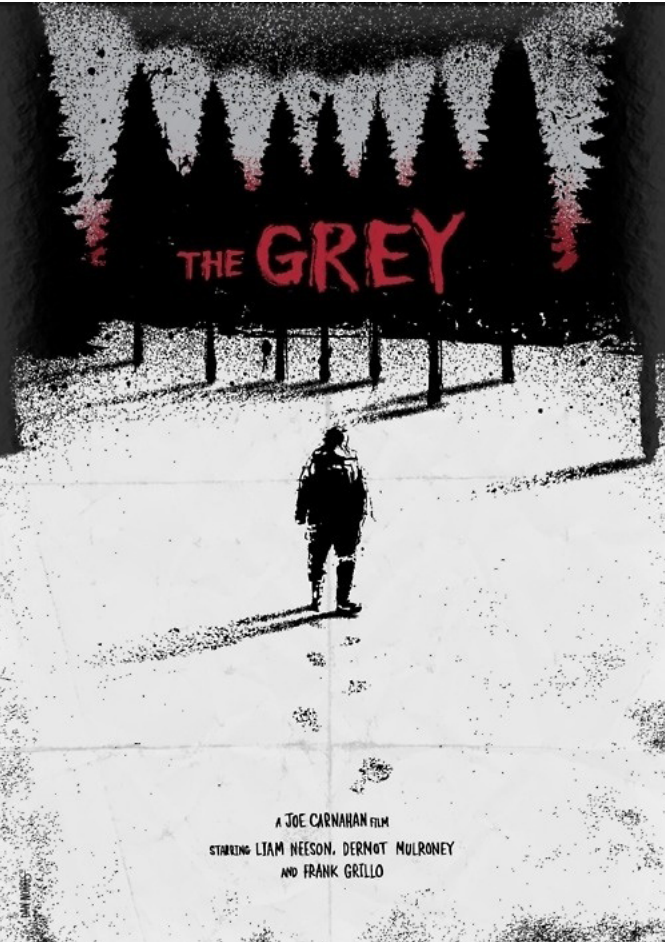
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Design Reference 2

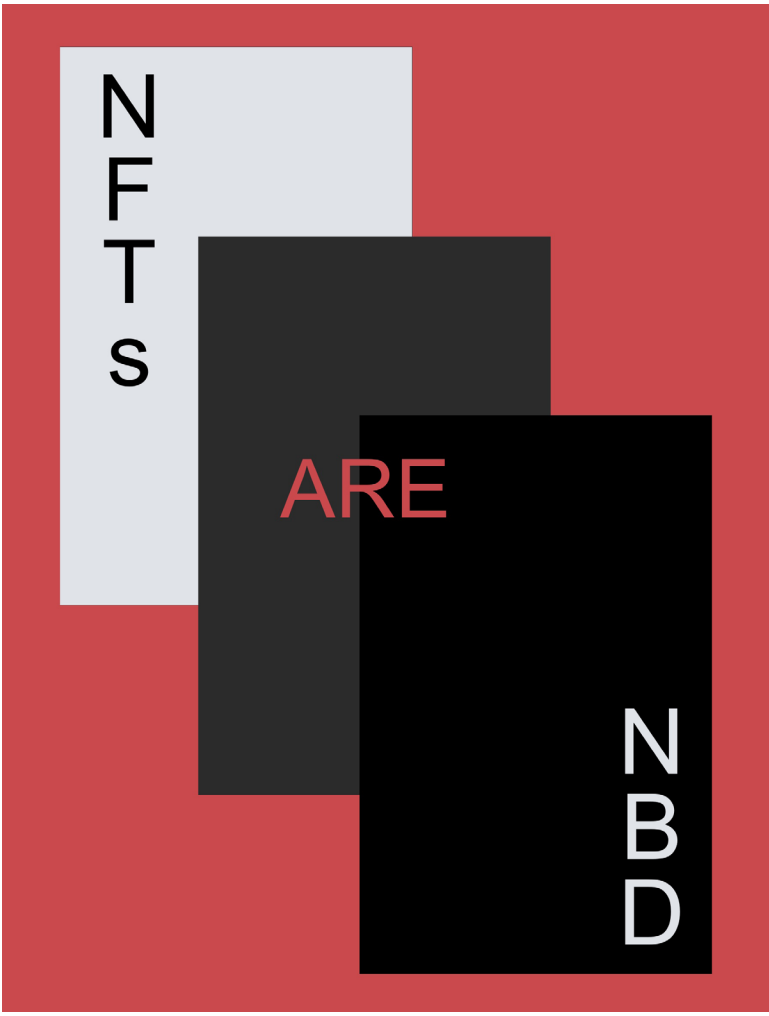
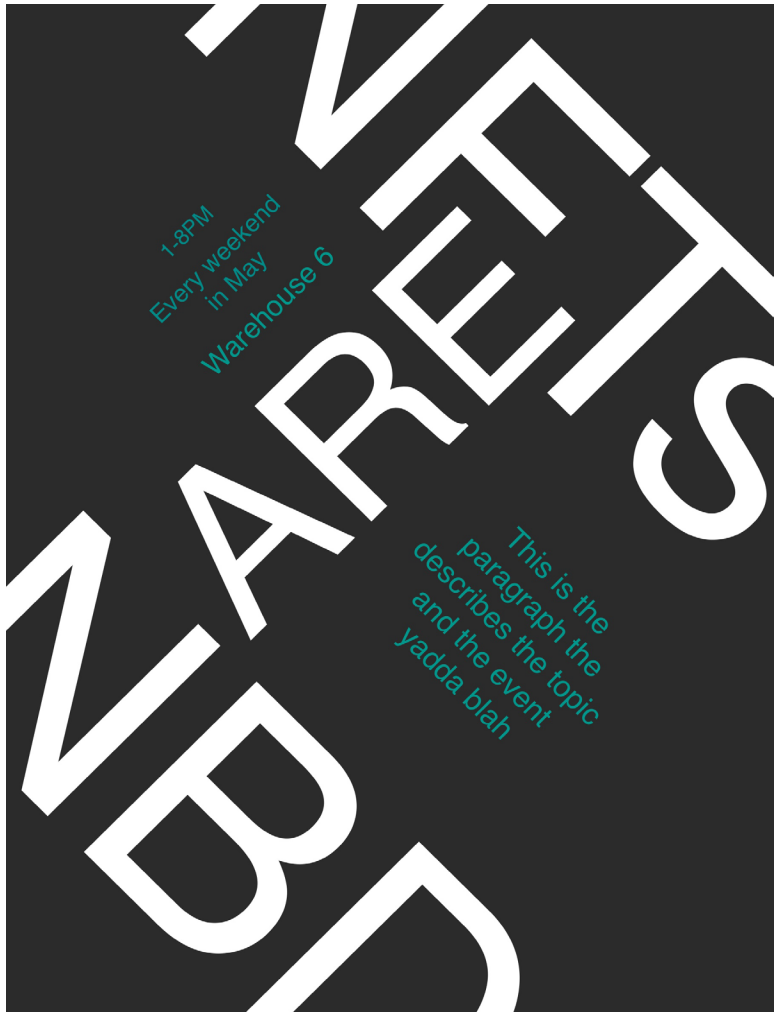
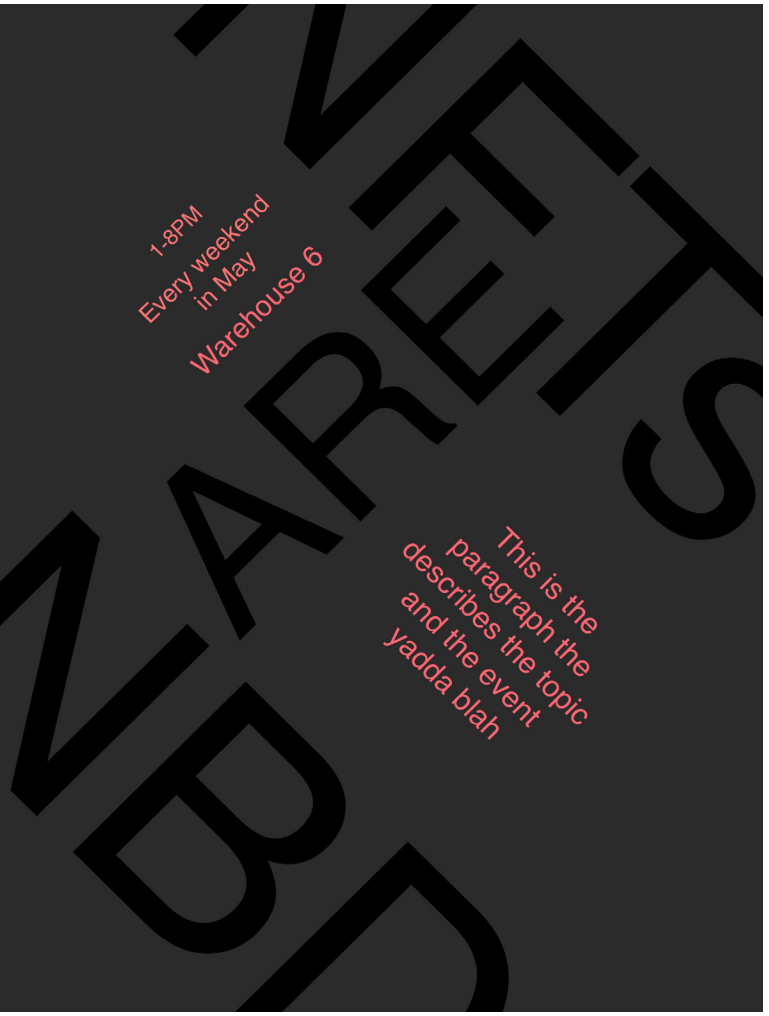
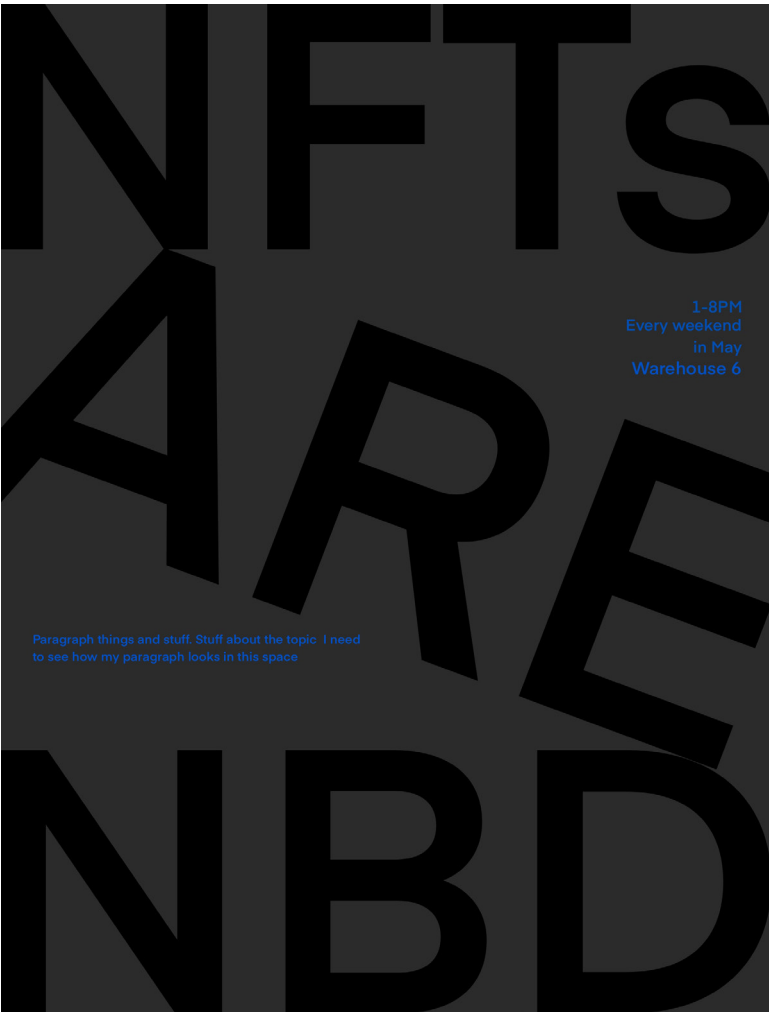
Experience, Curiosity, Clarity, Discovery, Alternative





# Thumbnails Round 2

Experience, Curiosity, Clarity, Discovery, Alternative



Typeface chosen for posters is **Helvetica** but is only version used by MacOS

# Verbal Analysis

Experience, Curiosity, Clarity, Discovery, Alternative

After discussion of these posters concepts, I found myself drawn towards the one with the green color. I wanted to continue on the iterations of that poster. I was offered suggestions of playing with different colors and shapes overlaying. I was also playing with the (no big deal) parenthesis to help people who don't know the slang.

I want to continue and play with texture within type and the "S" in "NFTs" being a different color as well as creating a "\*" in "NBD" to create "NBD\*" and making that "\*" a different color to give the poster asymmetrical balance.

Going forward this poster could be a series and use the 4 colors developed in the "thumbnails round 2": blue, yellow, pink, green. That way it would create variation for the posters.

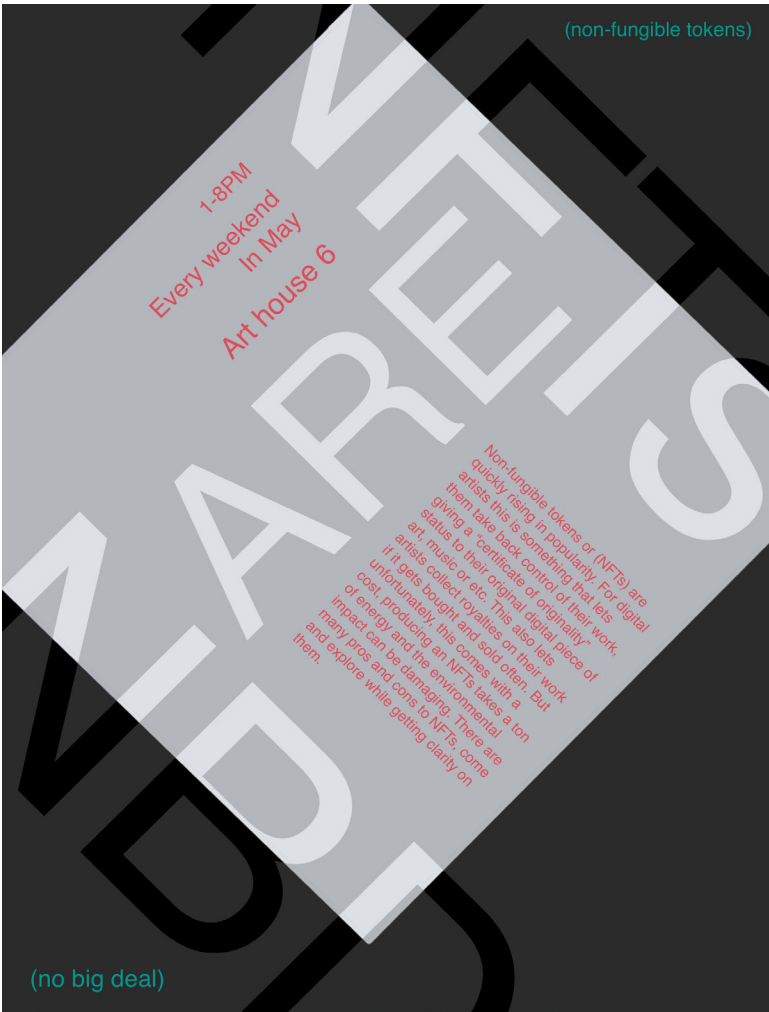
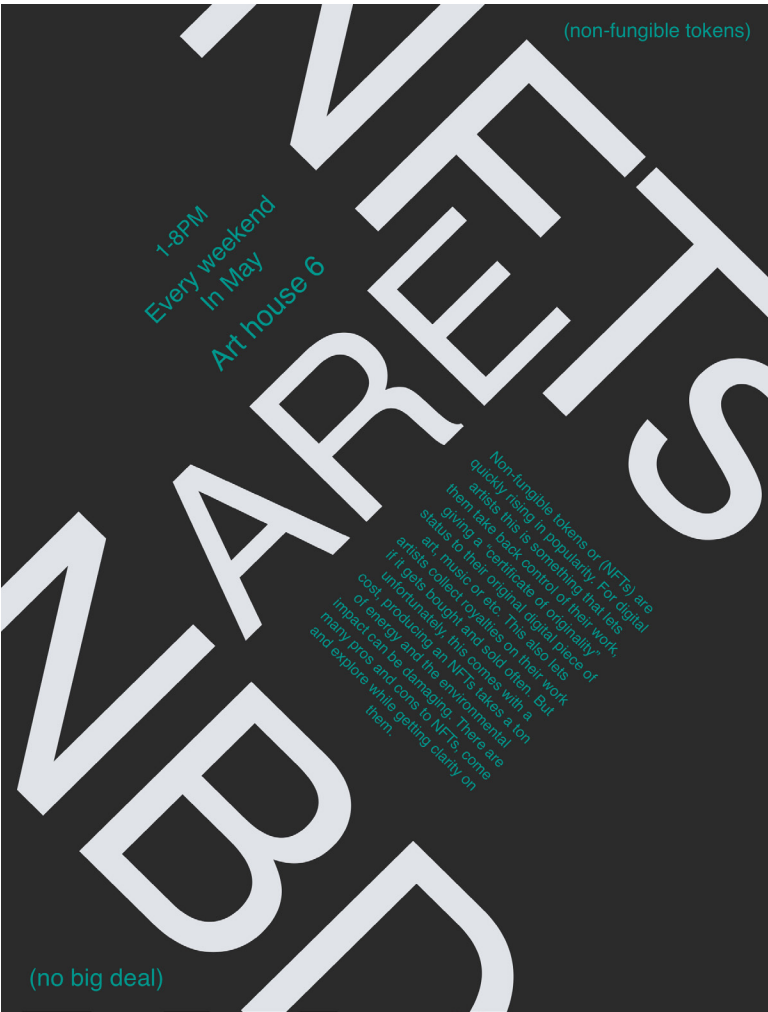
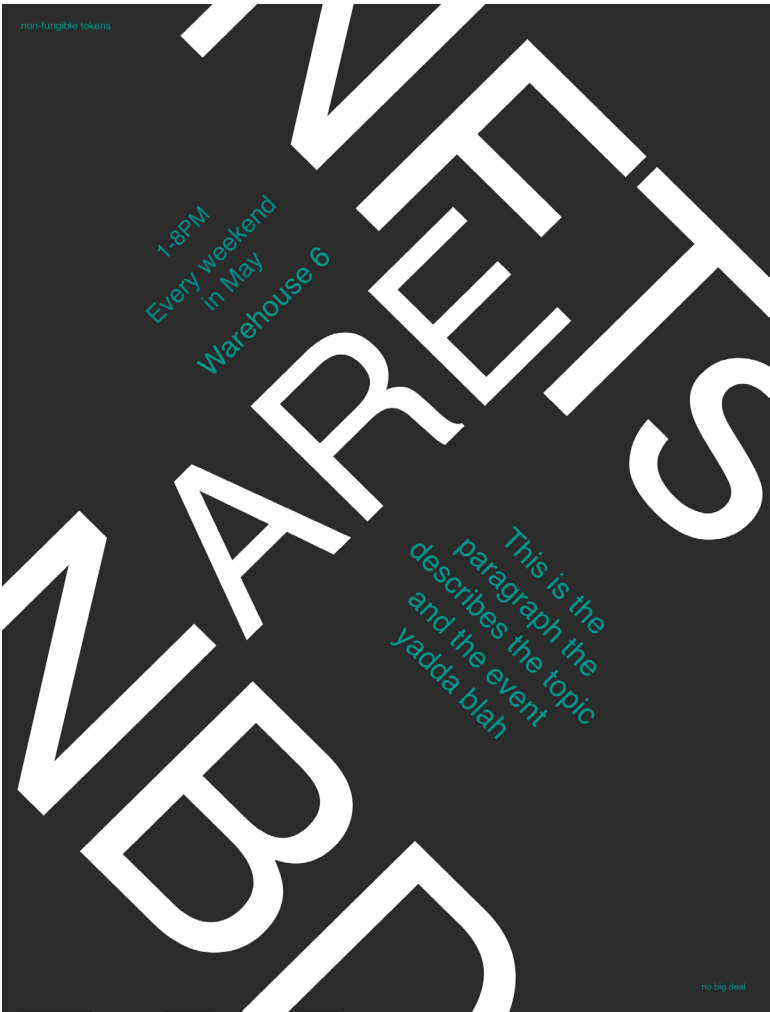
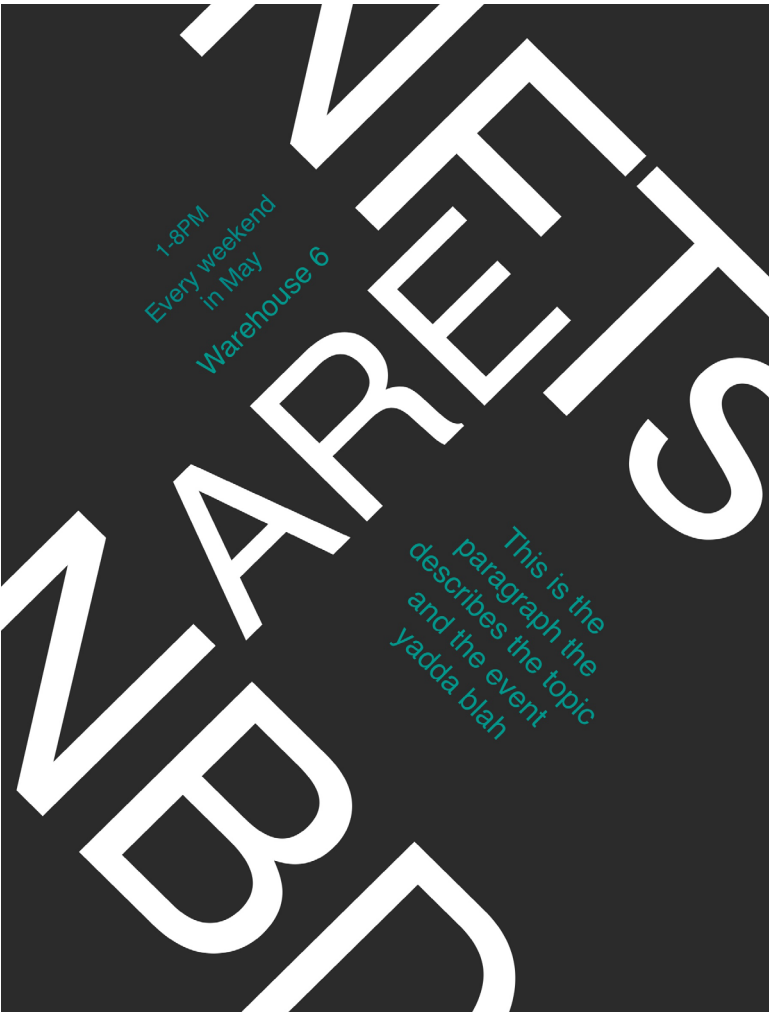
From the second discussion I gathered that I should develop the first concepts from "thumbnail round 2" page. Trying with more overlaid shapes and colors.

I found myself frustrated that I was looking for help on more of the details but I was brought back to concepting. I feel like this frustrating helps in the process as a client could go back to an idea they like more than the developed one.



# Poster Iterations

Experience, Curiosity, Clarity, Discovery, Alternative





# Poster: Alignment

Experience, Curiosity, Clarity, Discovery, Alternative



This is the alignment critique of the iteration that was chosen. It also shows the resizing needed. Unfortunately the quality of this photo was degraded.

# Verbal Analysis

Experience, Curiosity, Clarity, Discovery, Alternative

After showing my iterations the critiques were more focused details of the iteration that was the best and had the most potential. This was decided the iteration with the circular shape over part of the poster. This helped give the poster depth and variation.

I realized that I was working in the wrong proportions of poster size and that is the first thing I need to change. The next things that were discussed were the alignments on some of the elements within the settled upon poster (which can be seen in the slide above).

Moving forward I will be working with this chosen iteration to create the final and work with it to create a series style using color and rotation of text to achieve interesting poster variations for this event/project.

# Refinements

Experience, Curiosity, Clarity, Discovery, Alternative

(Non-Fungible Tokens)

1-8PM  
Every weekend  
In May  
Arthouse 6

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(No Big Deal)



# Finial Poster

Experience, Curiosity, Clarity, Discovery, Alternative



# Poster Series

Experience, Curiosity, Clarity, Discovery, Alternative





# Mockup

Experience, Curiosity, Clarity, Discovery, Alternative





# Mockup

Experience, Curiosity, Clarity, Discovery, Alternative





# Design Narrative

Experience, Curiosity, Clarity, Discovery, Alternative

The final solution for this project was a poster as well as a series of posters for a fictional event about non-fungible tokens. The event focusing on technology and art I used a non-traditional grid of a diagonal orientation to create the layout of the original poster. I focused on the headline of “NFTs ARE NBD” as one of the main focal points. I also used a circle with a lowered opacity to great another focal point on the event information and topic paragraph.

The typeface chose created a clean and geometric lines to help move the viewers eye throughout the work. The colors were chosen as fun digital neons that evoke interest and fun but also curiosity.