Form & Concept

Spring Semester 2023

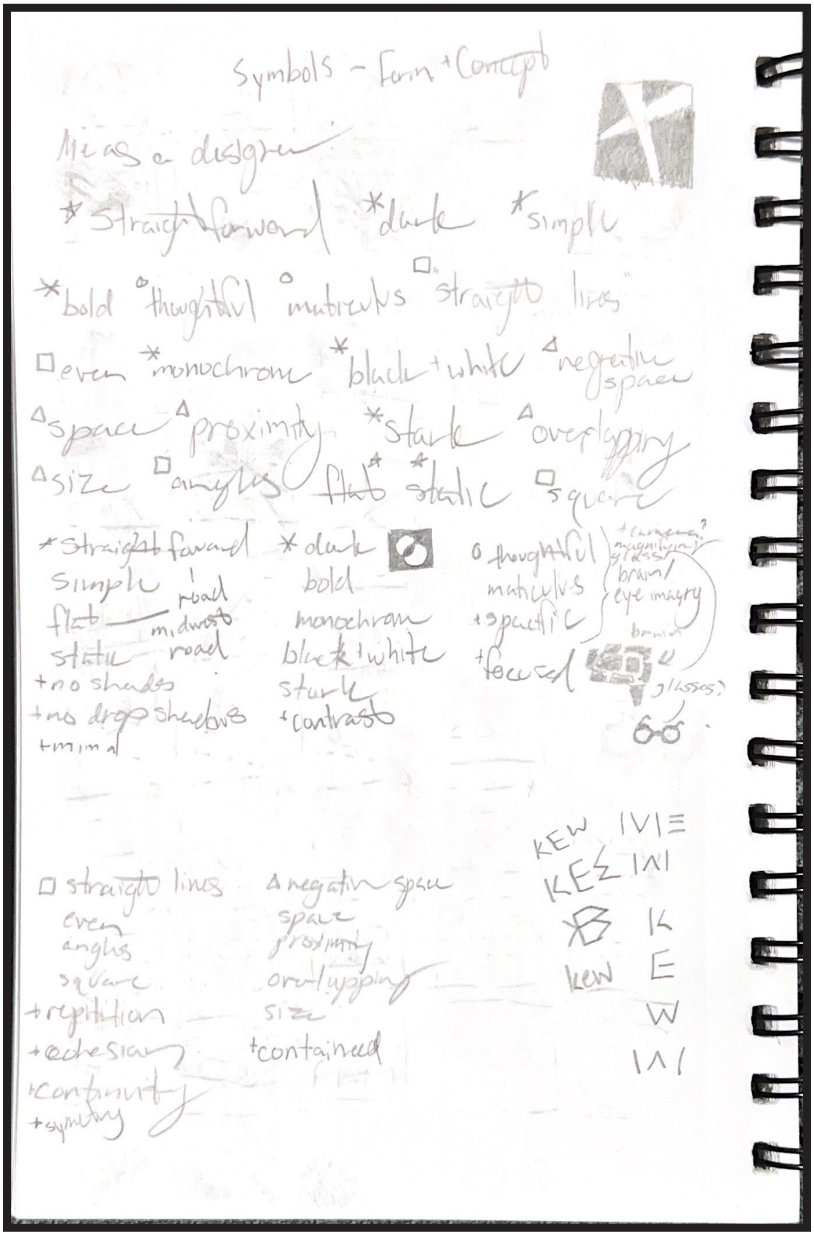
Kelsey Wolfe

Form & Concept

Project 2: Symbols

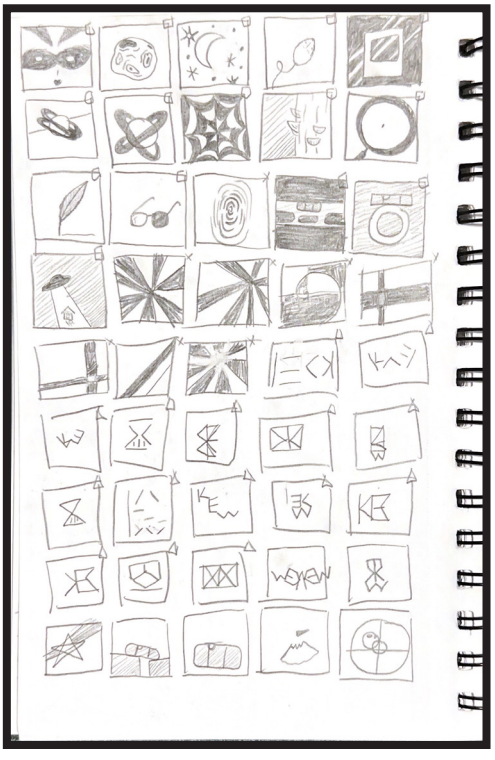
Kelsey Wolfe
Section no.: 12171
Spring 2023

Preliminary Language Research

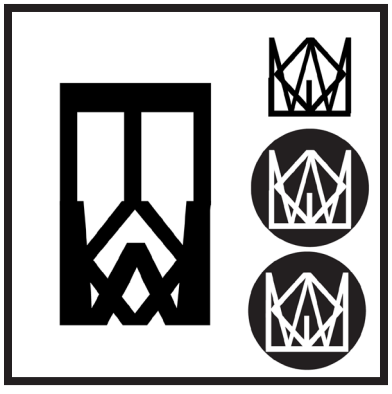


bold
simple
dark
contrast
specific
focused
thoughtful
overlapping
cohesion
continuity
symmetry
growth
connections

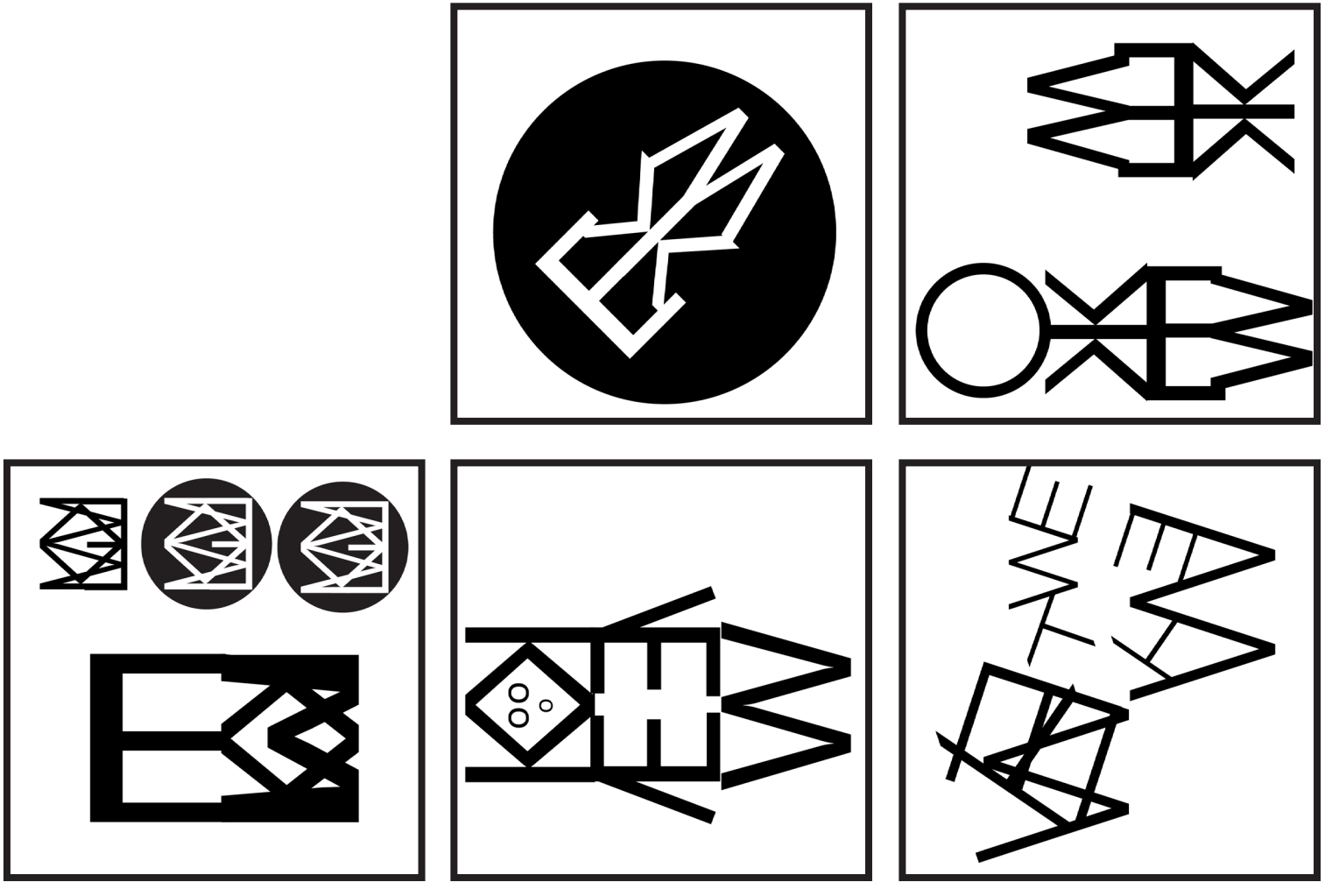
Preliminary Thumbnails



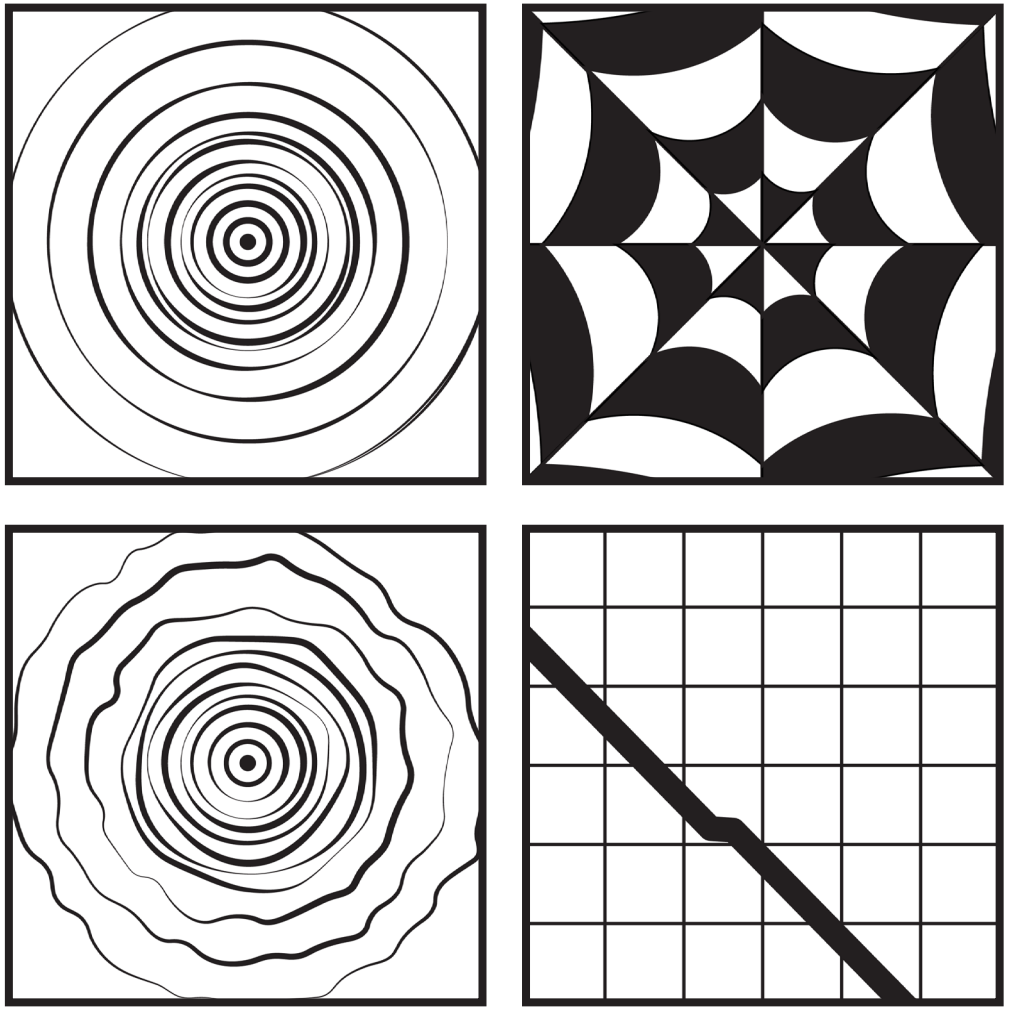
Initial digital versions



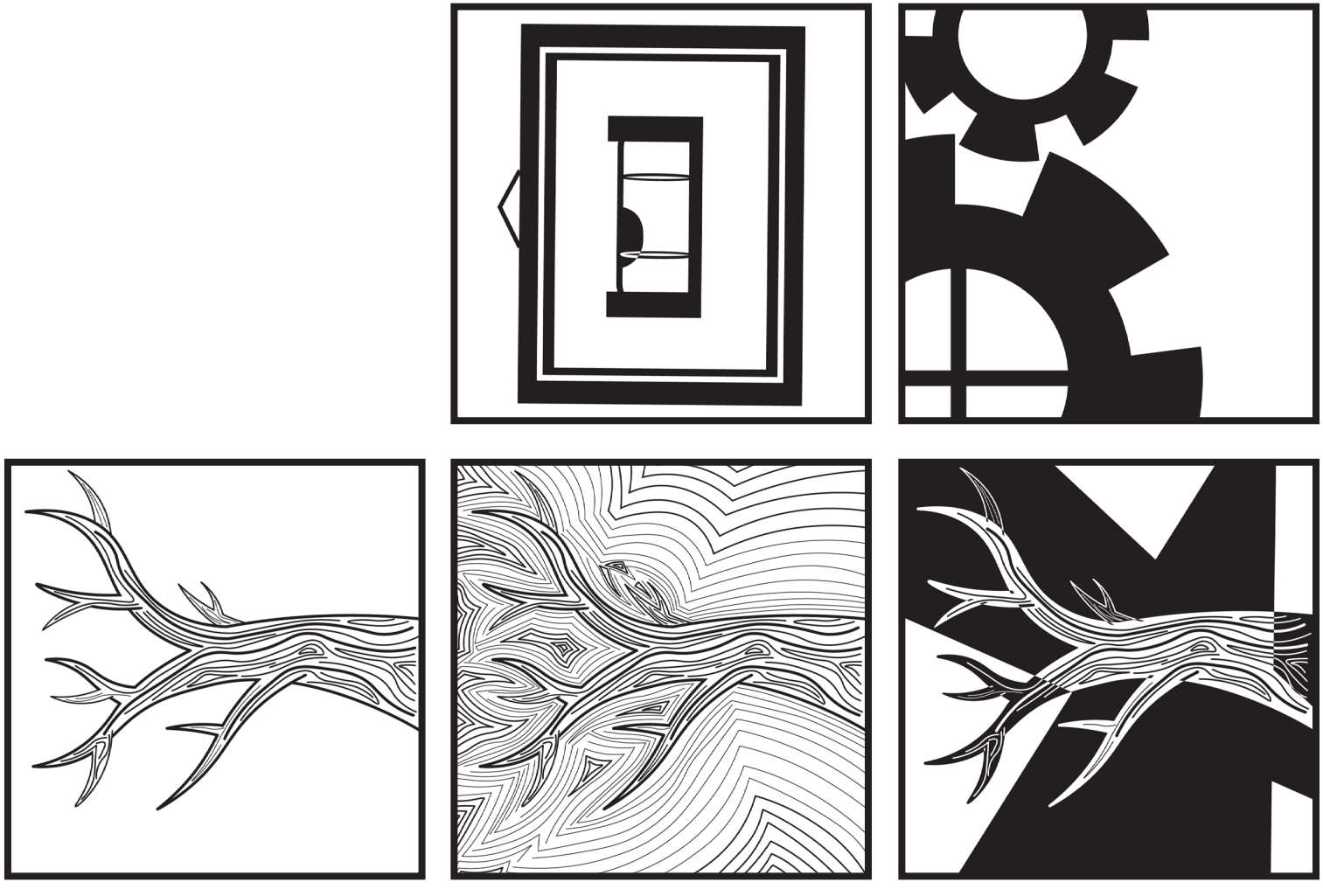
Typographic



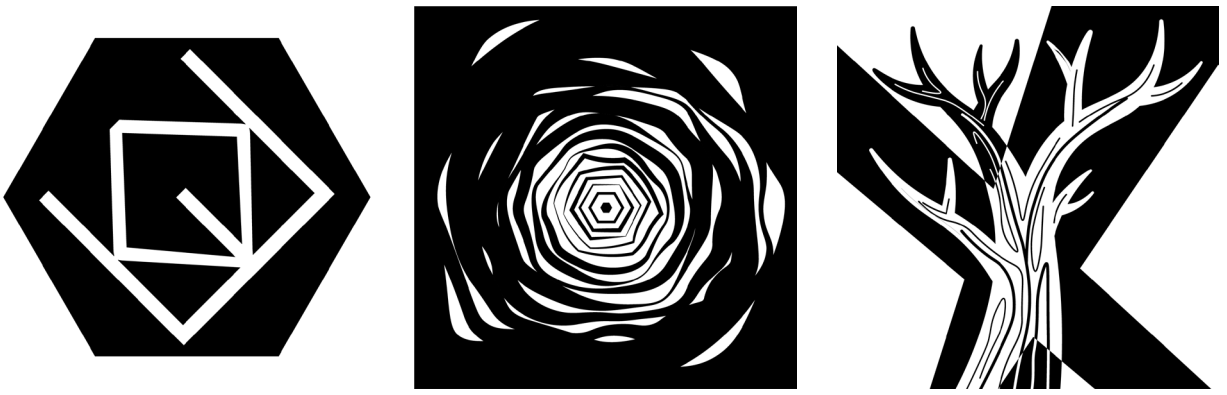
Abstract



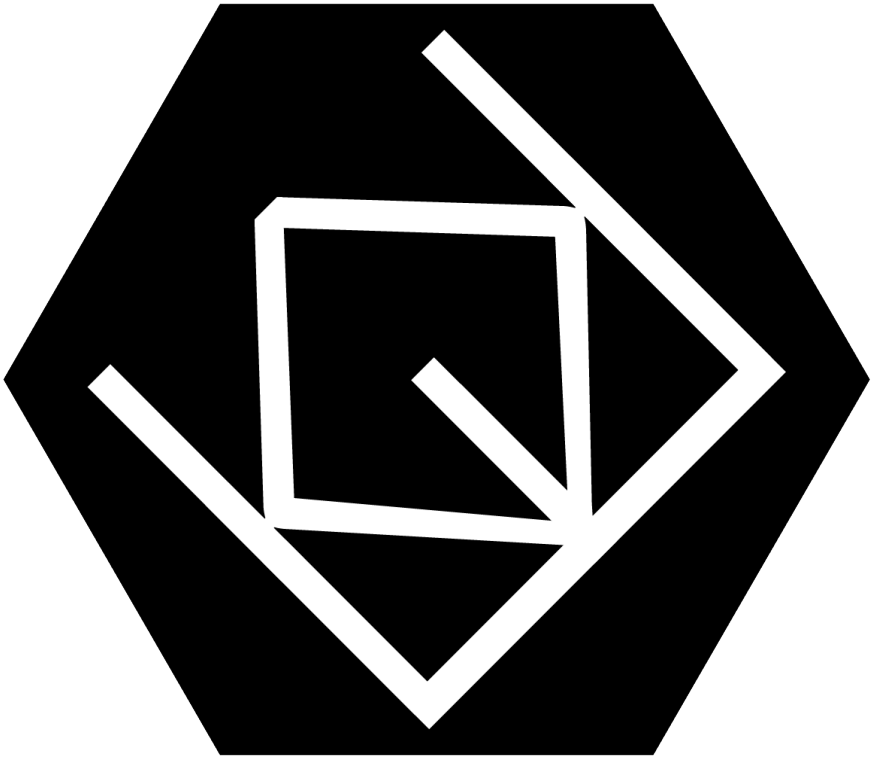
Photographic



Final Symbols

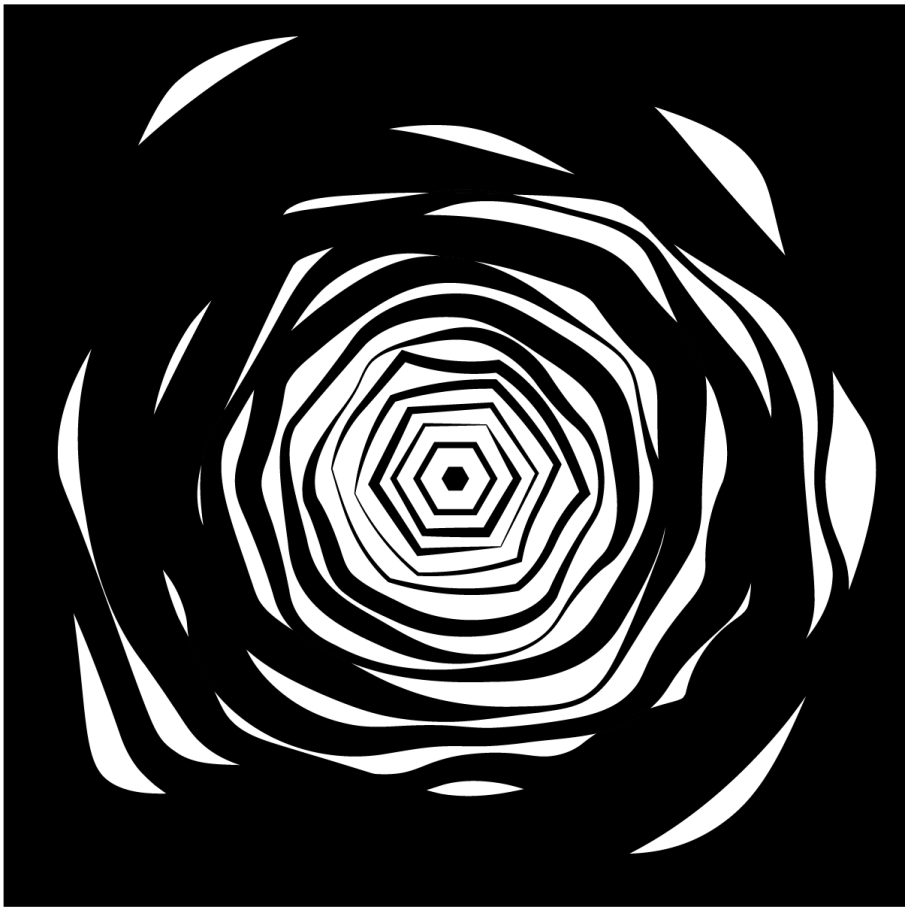


Typographic



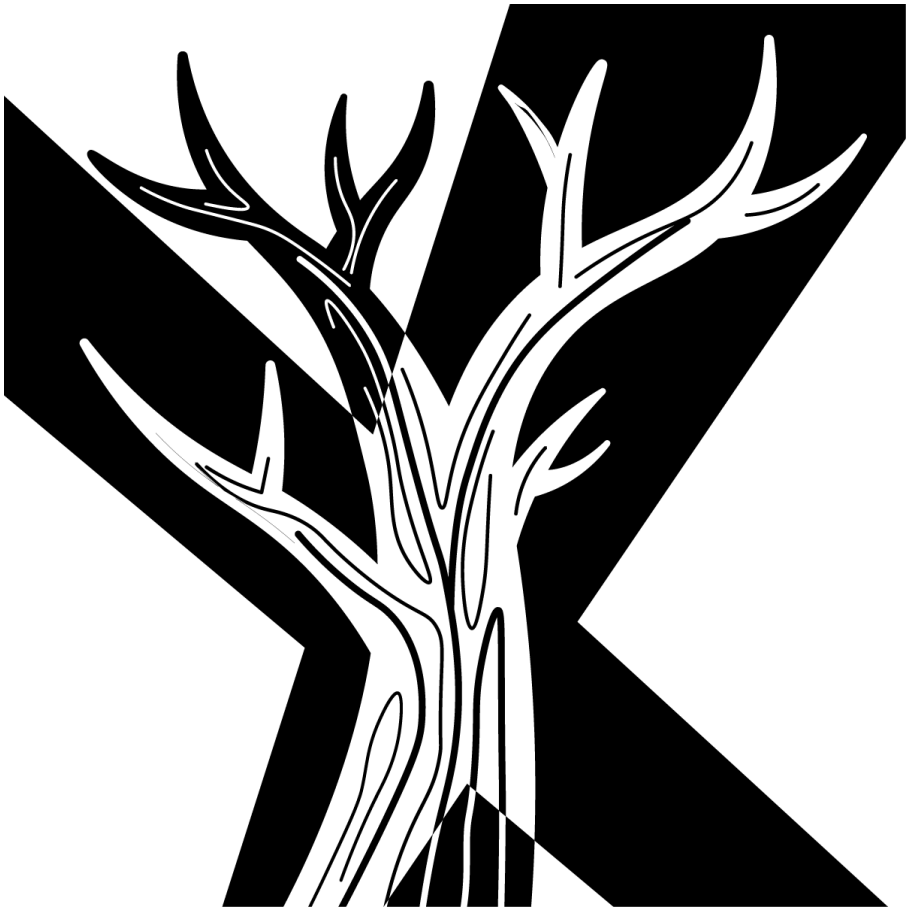
This type based design uses the typeface Segoe UI. It draws from the idea of simple but effective designs and uses my initials in a new way that creates an entirely new shape.

Abstract



This abstract symbol is primarily based on the idea of focus. It also draws from elements of continuity, boldness, and darkness.

Photographic



This symbol draws from the ideas of growth, connection, and contrast. It connects to previous symbols with the angular abstract shapes that interact with the organic form of the tree.

Colophon

This book has been designed by Kelsey Wolfe, under the direction of John Fender as part of the course Form and Concept at Drake University. It was designed using Adobe InDesign CC on an HP computer. The type was set in Clear Sans, a type face designed by Daniel Ratighan in 2013. Clear Sans was created at Monotype under the direction of the User Experience team at Intel's Open Source Technology Center. The compositional principals utilized to design this book are based upon those employed by Josef Müller-Brockmann (*Grid Systems in Graphic Design)* and Armin Hofmann (*Graphic Design Manual*) This book has been produced in an edition of one.

Kelsey Wolfe
February 28, 2023

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Project 02