

Assignment 1

Process Book

DES 203 Spring 2025
Vivienne Tran

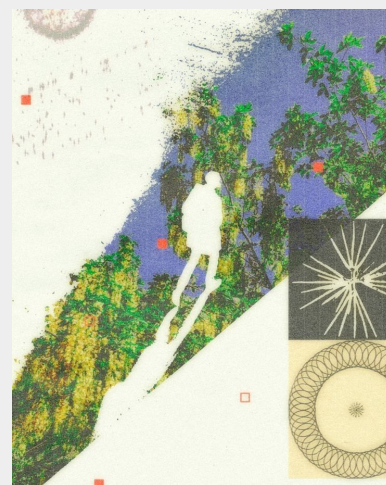
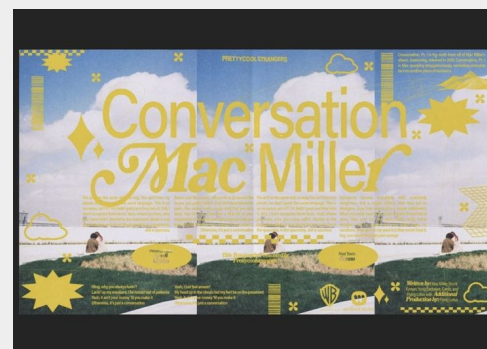
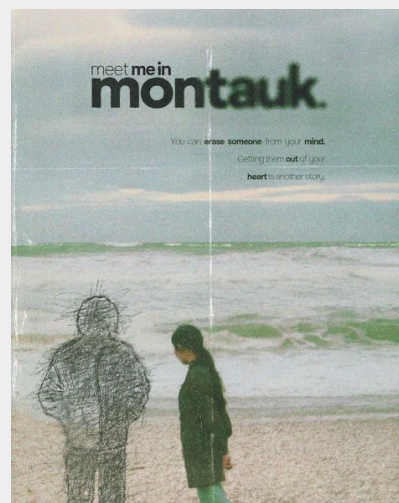
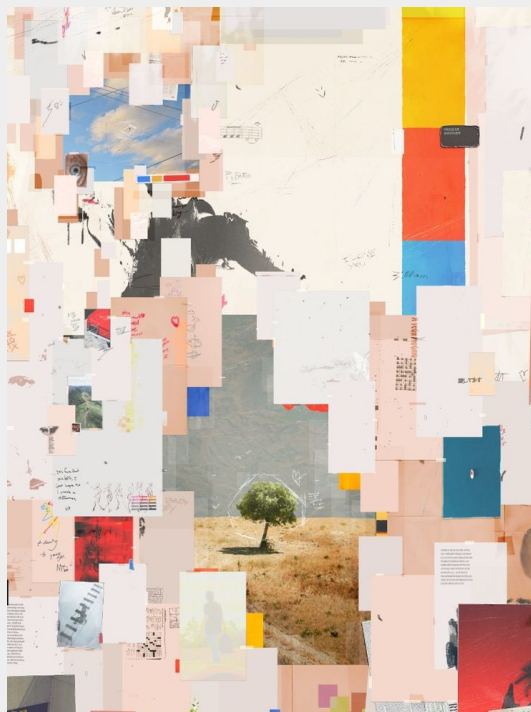


Project Statement

This project delves into the collaboration between typography and photography to create a narrative about a physical space. For my place, I chose Naksan Beach in the city of Yangyang in South Korea. Naksan Beach was the destination of my first solo trip and holds a significant place in my heart. Next to the beach, I had also gone to Naksan Temple which I intend to include in my narrative. With photos that I had taken on my solo trip, I will create a narrative about how Naksan Beach is the ideal weekend/one day trip to get away from the city. The visuals will be displayed in a large poster form, as well as a brochure that includes further details about my chosen place. The design goal of this project explore the chosen site and redesign visual elements while exploring varying letter forms to create a narrative. To accomplish this goal, I will research my site and experiment with different methods including collage and color theory to convey my specific narrative.

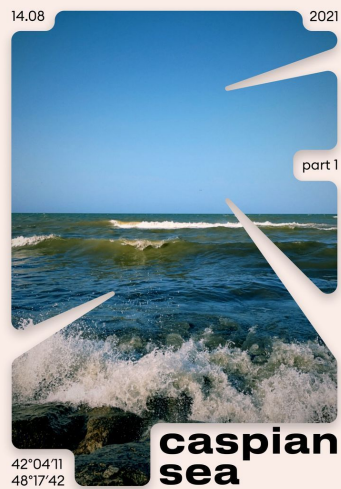
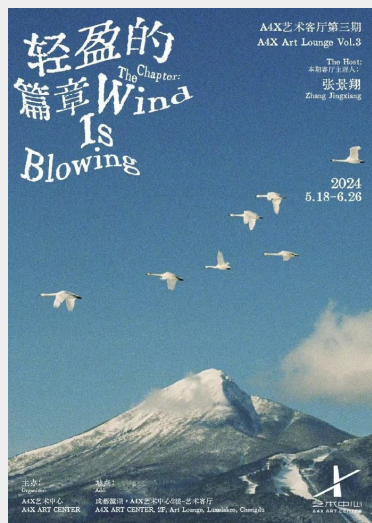
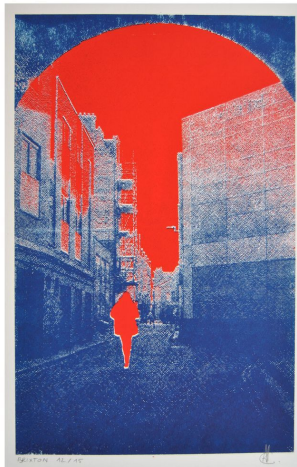
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Visual research



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Visual research



Assignment 1

Concept sketches

NAYSAN BEACH

* 29 x 30 inches

- poster (brochure later)

Title Hand Ideas:

- Burnt out? cool down at ..

Nakson Beach

- I realized that times like these (this?) are important too.

- maybe my heart feels lighter.

- Come alone...

- This winter, come solo

- moments like this matter too.

(Don't forget) Times like this are important too.

- so this is a vacation... (or solo trip ^{important too.} something else)

+ take a breath. (maybe) → in smaller font

M

more

moments like this

Moment, like this $\frac{1}{2} m \omega^2 r^2$

are important too.

moments like this are important
moments like this for

MOMENTS LIKE THIS

moments like this Comments

ARE IMPORTANT TOO. ☆ ☆ ☆

$\frac{2}{c}$

MOMENTS LIKE

THIS ARE IMPORTANT TOO

moments like this

moments like this are 11:20
are important to. 2/22/24 2/24/24
impossible too. 2/24/24

numerous lake this

moments like this are

Moments like this ^{are the} ~~most~~ important moments

MOMENTS LIKE THIS

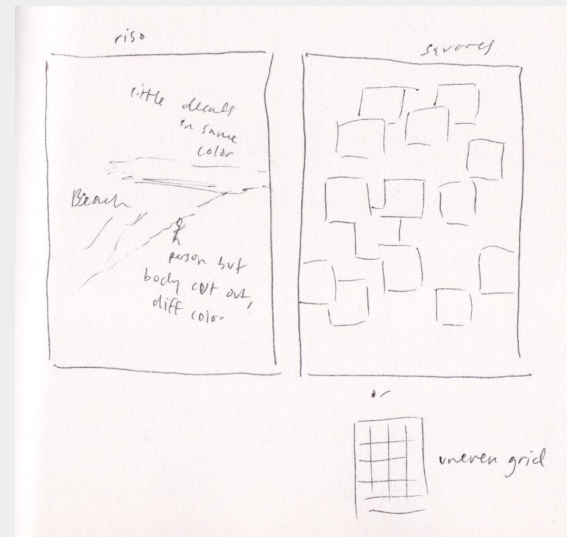
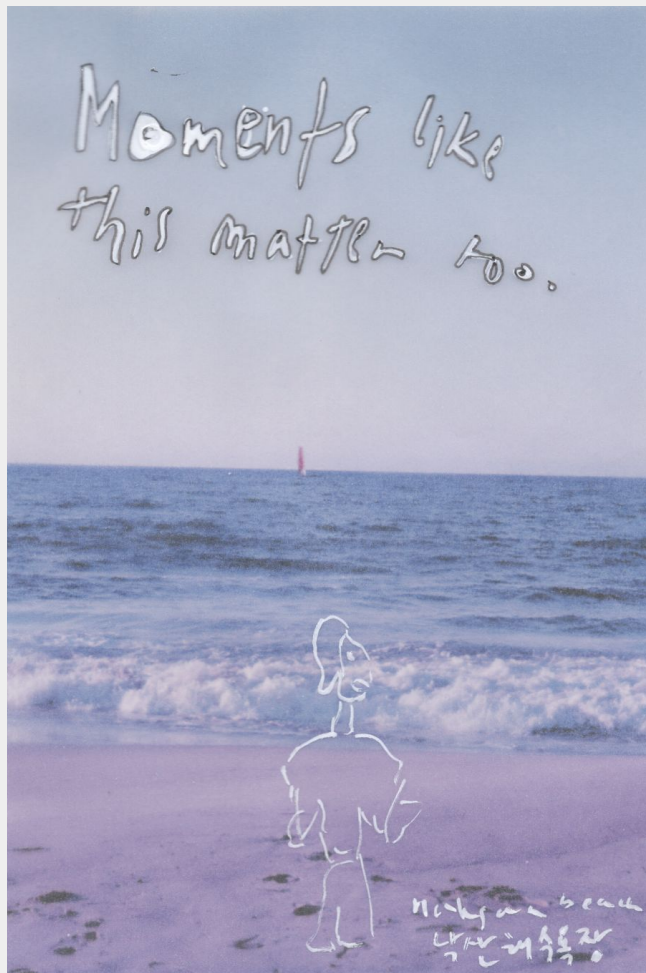
ARE IMPORTANT TOO.

like this
are

important
too.

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Concept sketches



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Image assets



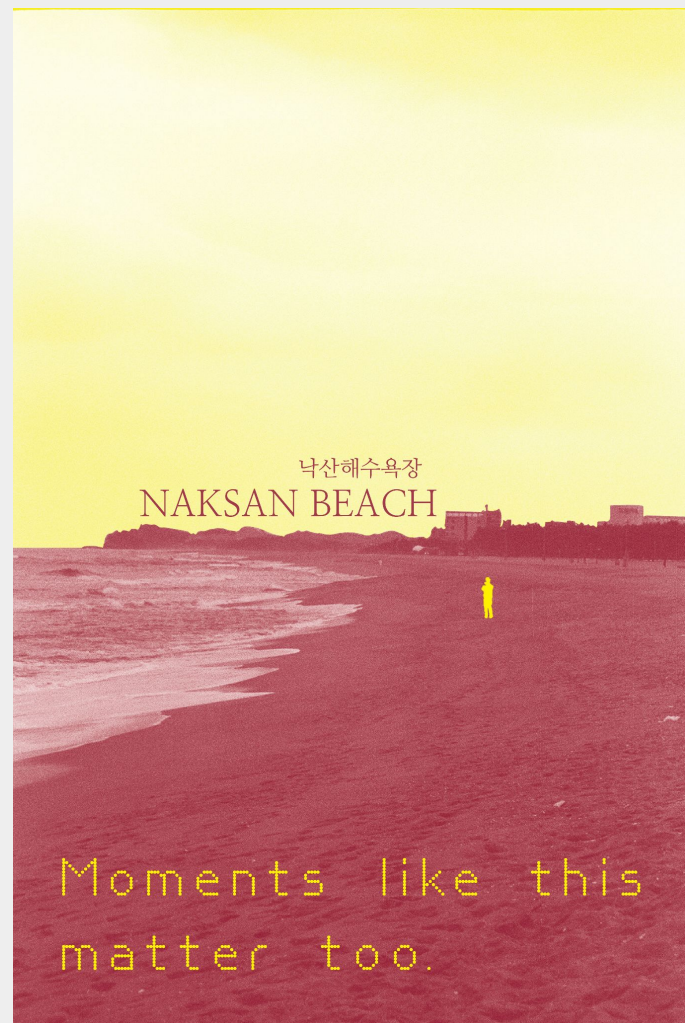
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Image assets



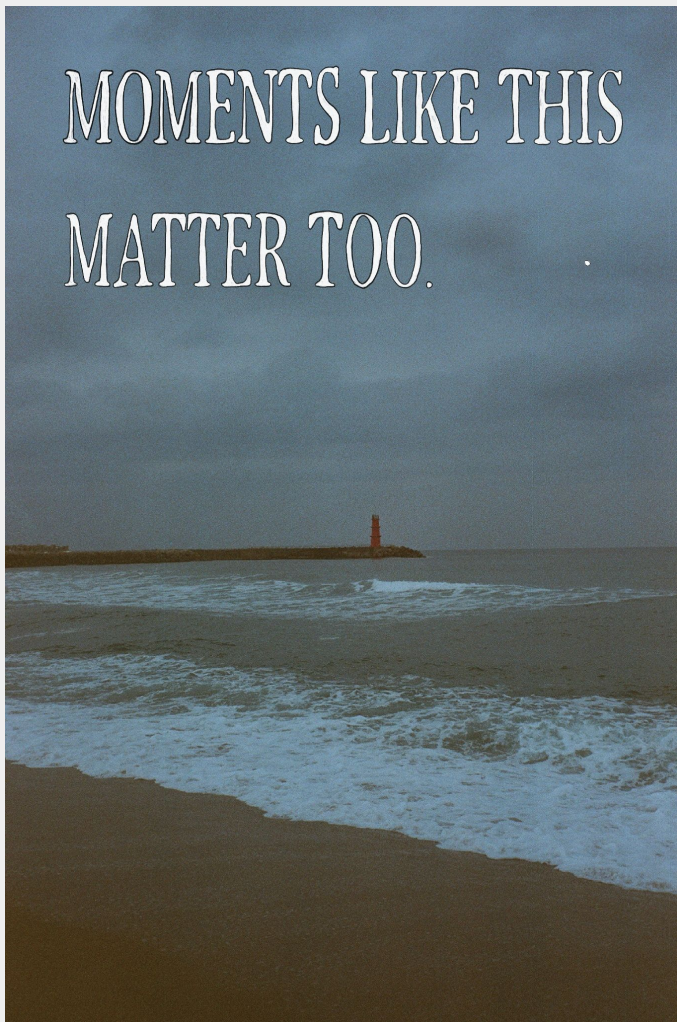
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Poster comps



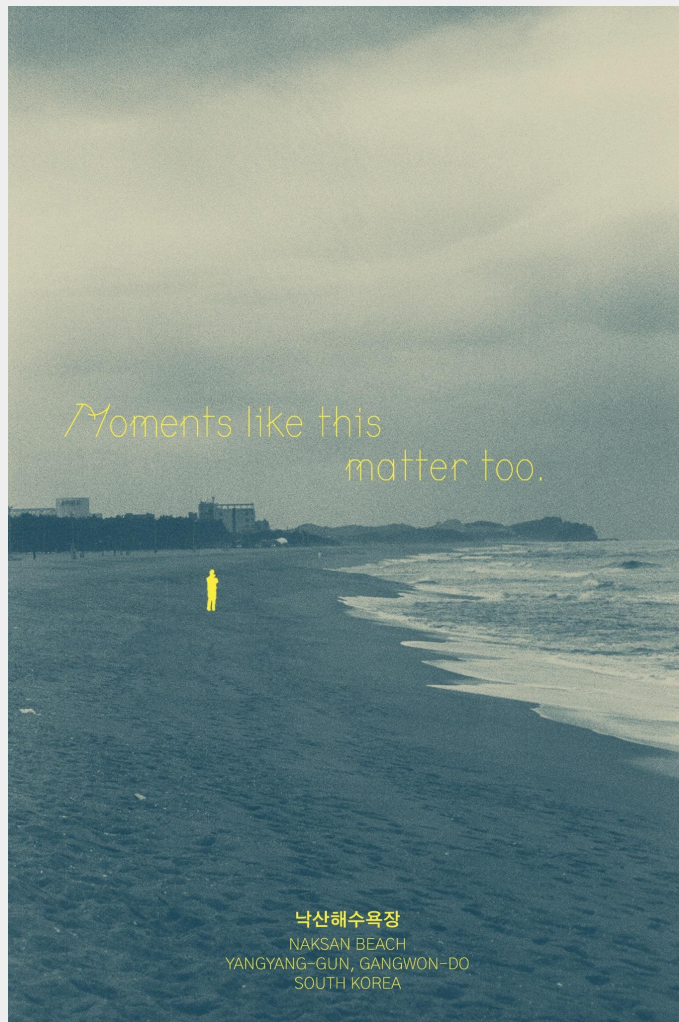
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Poster comps



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Final poster



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Final brochure

