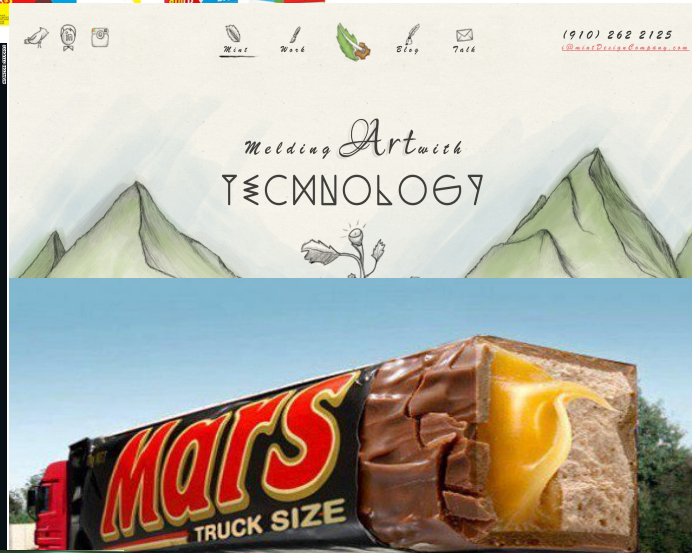
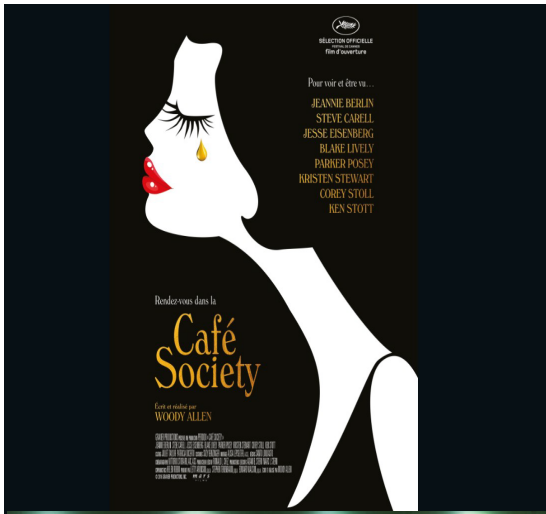


Design Category

ONCORE
MANUFACTURING SERVICES



Jia Wells

cst227

Digital Graphic Design

Spring 2017

Graphic Identity



Project Title

OnCore Manufacturing

Designer's Name

NEOTech

Why I like it

The logo of this manufacturer is very simple and makes me feel it easy to recognize and an instant reminder of the company.

Print Design



Project Title
Portfolio Print

Designer's Name
Bruno Paiva

Why I like it
It shows clean physical features of online portfolio delivery. It will shine a light on the designer's best work.

Environmental Design



Project Title

The Boeing Company

Designer's Name

Sam Stubblefield

Why I like it

Bold colors and large, directional graphics will help the employee don't get lost within this massive Boeing company.

Web & Interactive Design



Project Title

Mint Design Company

Designer's Name

Mint Design Inc.

Why I like it

I like this website because when I open the home page and click the links on the menu bar, every of them is dynamic, all the icons are moving. I don't see many of this kind of websites and I think it's really fun.

Packaging Design



Project Title

Prism vs Antiprism!

Designer's Name

Kelly Abeln

Why I like it

I like This package's unique triangular shape, surface design and bright colors of the image. I think this product would stand out on today's toy shelves.

GIn-House Design



Project Title

The Café Society

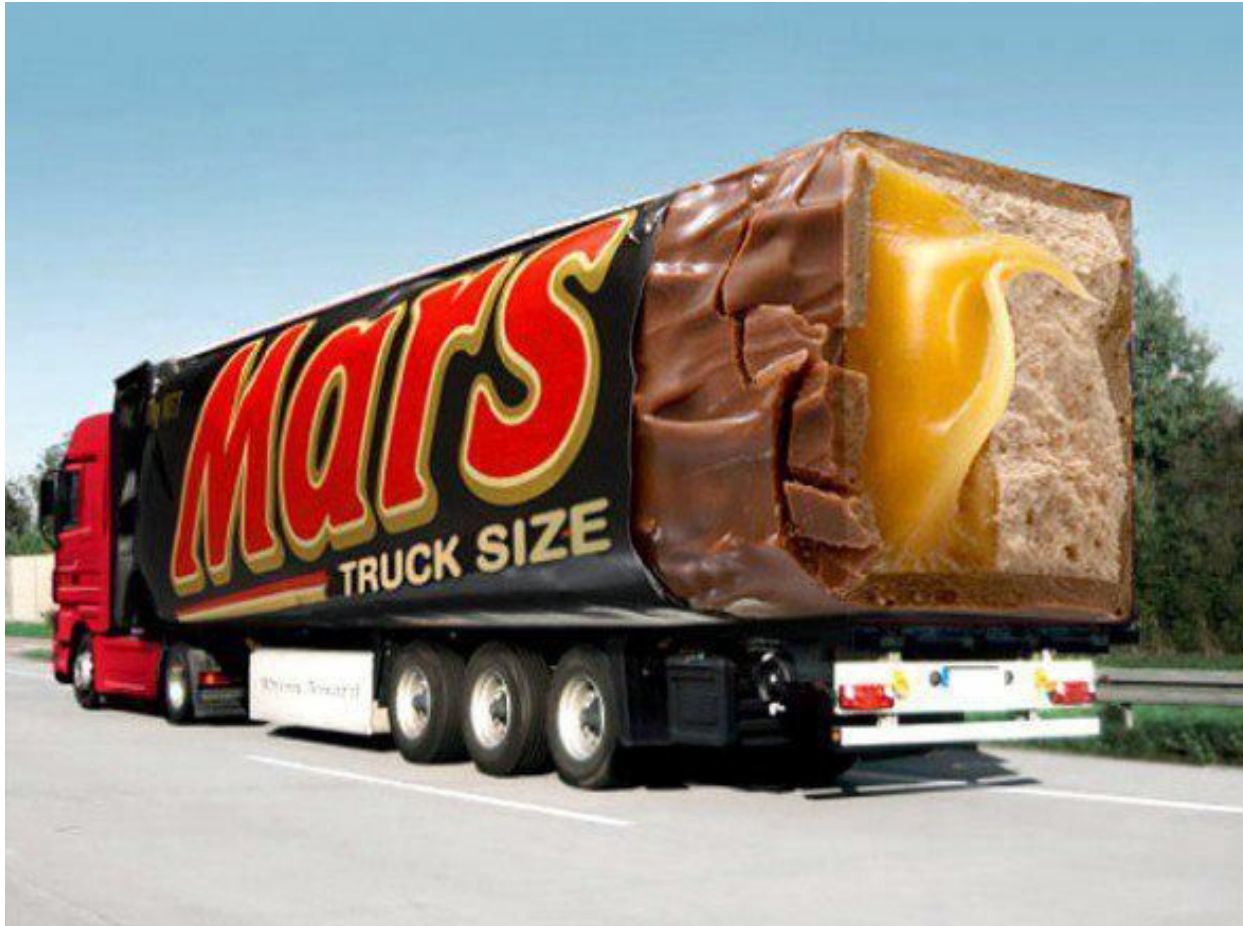
Designer's Name

Unknown

Why I like it

I see This film Poster shows the power of an image to tease a film and it gives the feeling that I want to watch this movie right away. I like the contrast of using color, size and shapes. It looks gorgeous.

Advertising



Project Title

Mars Truck-size
Chocolate

Designer's Name

Unknown

Why I like it

This bus advertising is filled with great creative, brands and the message becomes memorable. This truck will make me drool for a bite of candy - truck size candy!

Together with Love Logo Design

Jia Wells

CST 227 Intro to
Digital Graphic Design
Spring 2017



Wells

Project 1 Intro: Together with Love Project Description

The first project is to design 3 different Logos for the 26th Annual "Together with Love" 10k Run—5k Run/Walk Race.

Design Process

There are 6 steps to the Design Process:

1. Research

- Interview client: Claire Mounteer (use client questionnaire.doc)
- Visual audit: look web and books, collect examples.

2. Planning

- Timeline (work backwards from due date)
- Proposal
- Deliverables
- List needs

3. Conceptualize

- Ideation (list of words)
- Thumbnails of words
- Sketches 3 really different concepts: usually Conservative, Middle of the road and "Wild"

For this project you will create 3 designs:

- **Vector illustration or symbol**
- **Photo Collage**
- **Typographic Wordmark**

4. Refine

- Present to client
- Client chooses one concept for refinement

5. Test

Usability test: For logos: pos/neg/big/small, print quality on mesh fabric

Documentation

Portfolio

Research

Run for the Sun
5K WALK/ RUN
 Thursday April 25 Santa Plaza Gym

MAKE HISTORY AGAIN WITH HYUNDAI

HYUNDAI RUN FOR A CAUSE

MAKE YOUR MARK WITH EVERY STEP
 (on the distance in our 5K or 10K runs)
 Make a big difference when you choose to run in support of any of our causes below!

QUIRINO GRANDSTAND • APRIL 29, 2012

2015 Pink Rock 10K
 WALK • RUN • JOG

Sunday 14th June
New Flat Course

Rosbercon, Co. Kilkenny
 (near New Ross)

Walkers & Runners start at 12pm
 Registration €15 online at
www.totaltiming.ie
 €10 for Walkers
 €20 for runners on the day

PRIZES FOR 1ST, 2ND & 3RD - MALE & FEMALE
 1ST JUNIOR, O40, O45, O50 & O'60'S - MALE & FEMALE
 1ST TEAM (6 TO SCORE) - MALE & FEMALE
 ONLINE REGISTRATION GUARANTEES A GYM BAG
 REFRESHMENTS AFTERSWARDS
 CHIP TIMED & COURSE MEASURED

Tel: 087 624 2017 or 086 3636126
www.stjosephsac.webs.com
 St. Joseph's Athletic Club

WYD Philippine International Volunteers
 Rio2013

A Benefit Run for the Philippine International Volunteers to the 28th World Youth Day in Rio de Janeiro, Brazil.

RUN FOR RIO

2013 PAMPANGA

April 21, Sunday | 5:00AM | Clark Parade Grounds
 REGISTER ONLINE: bit.ly/runforrio2013pampang

| | |
|------|--------|
| 3 km | Php300 |
| 5 km | Php350 |
| 10km | Php500 |
| 21km | Php700 |

For Inquiries, contact any of the following:
 Santi Escoto - 09175486765
 Bea Valencia - 09228444206
 Mike Quillana - 09158037470
 Email: wyd2013pampavolunteers@gmail.com
 Facebook page: [facebook.com/RunforRio2013Pampanga](https://www.facebook.com/RunforRio2013Pampanga)
 Web Page: runforrio2013manila.wordpress.com

REGISTER NOW!

SAVE THE DATE!

Run for the Sun
 2nd Annual Spencer Sacred Heart
Run for the Sun

10K & 5K Walk/Run

SATURDAY, JUNE 9, 2012

Register online at runfortheson.com

Hosted by

09.22.12
CHANGE OF PACE
5K

A Race to Benefit the Homeless

JACKSON PARK, GROVE 19B
 CHICAGO, IL • 9:30am

Live Music • Food • Family Activities

early registration: \$20/adult, \$10/child
 walk/dine registration: \$35/adult, \$20/child
changeofpace5k.the-prop.org
changeofpace5k

Maccabi GB
 sports for everyone!

COMING AUGUST 2014

**ON YOUR MARKS,
 GET SET...
 KEEP GOING!**

BRAND NEW
 Maccabi GB
 Running Club
 Join runners
 of a beginner/intermediate
 level and get some
 exercise with other
 members of the
 Community!

FOR MORE INFORMATION contact Matt at enquiries@maccabigb.org

your
10-K
 run-walk
 training
 plan

HICKS 105.5 Today's Best Country

ORTHOPEDIC SPECIALISTS 135 THE HOUSE OF HOPE

Harrybrooke Park
 Presents

RUN SANTA RUN

Santa Runs Home
 5k Run, Walk & kids fun run

Saturday November 26th, 2016

Come in costume, bring friends and save
 by registering online today!

860-799-6520 RunSantaRun.org

STIRLING SCOTTISH MARATHON 2017

TEAM STRATHCARRON NEEDS YOU!

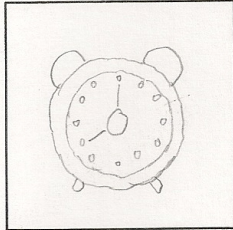
OFFICIAL GOLD CHARITY PARTNER
 FREE PLACES AVAILABLE
 (LIMITED SPONSORSHIP APPLIES)

21st MAY 2017
 REGISTRATION AT
WWW.STRATHCARRONHOSPICE.NET

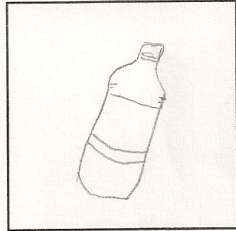
Strathcarron Hospice
www.strathcarronhospice.net

Thumbnails

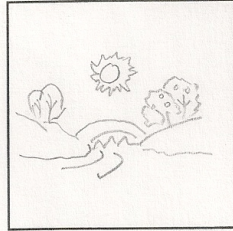
Thumbnails



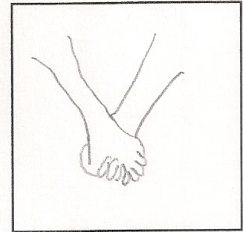
clock



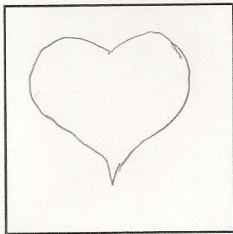
water



landscape



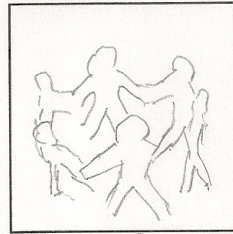
holding hands



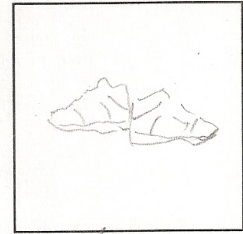
heart



listen to music



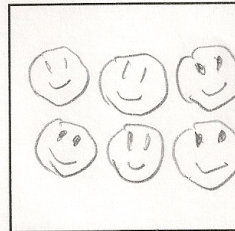
group



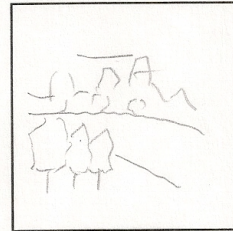
shoes



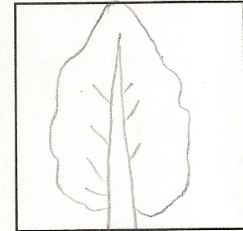
ocean



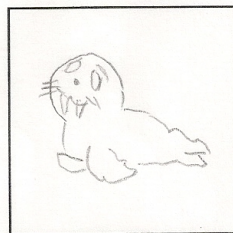
happy and fun



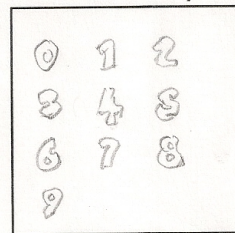
road



cypress



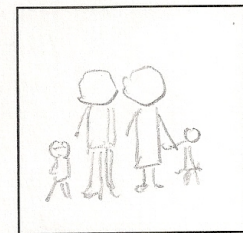
otter



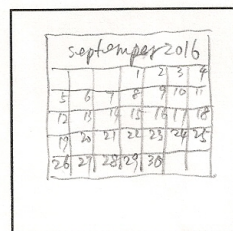
numbers



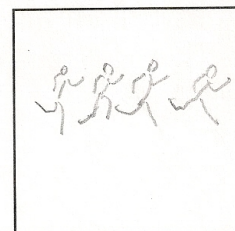
hug



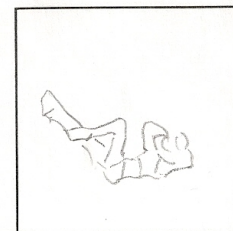
family



calendar



run



exercise



walk

Together with Love Run

Vector Development




Monterey County Rape Crisis Center

Jia Wells

February 11 2018


Jia Wells

 Community Hospital of the Monterey Peninsula®



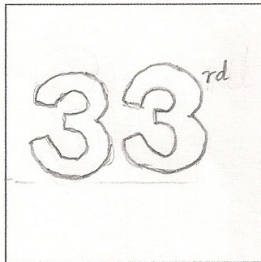
Monterey County Rape Crisis Center

Jia Wells

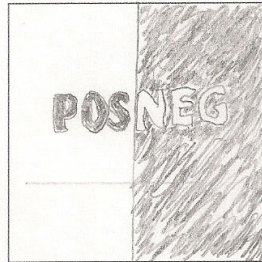
 Community Hospital of the Monterey Peninsula®

Type Thumbnails

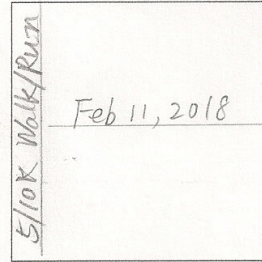
Typotrix Thumbnails



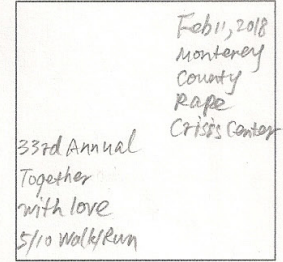
1 big/small



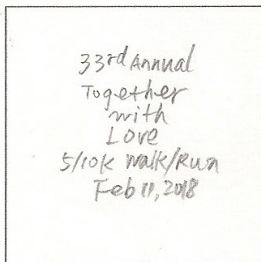
2 positive/negative



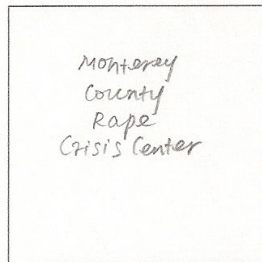
3 vertical/horizontal



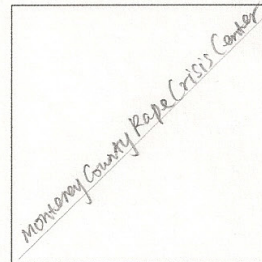
4 flush left/flush right



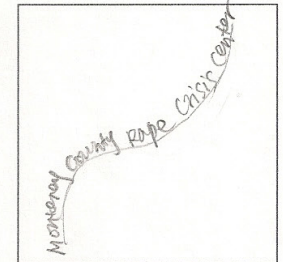
5 centered



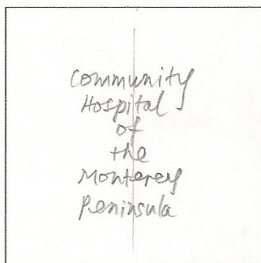
6 justified



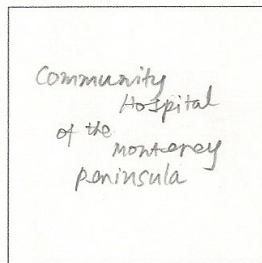
7 diagonal



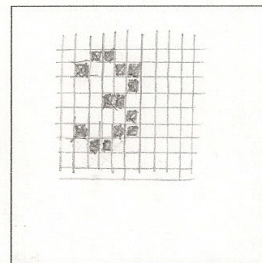
8 curvilinear



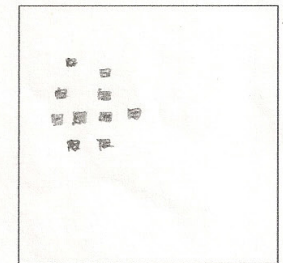
9 symmetrical



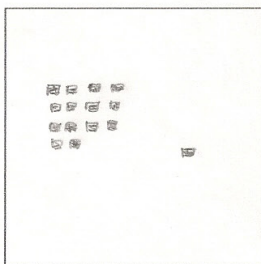
10 asymmetrical



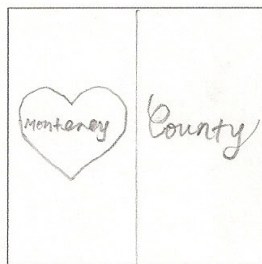
11 grid



12 non-grid

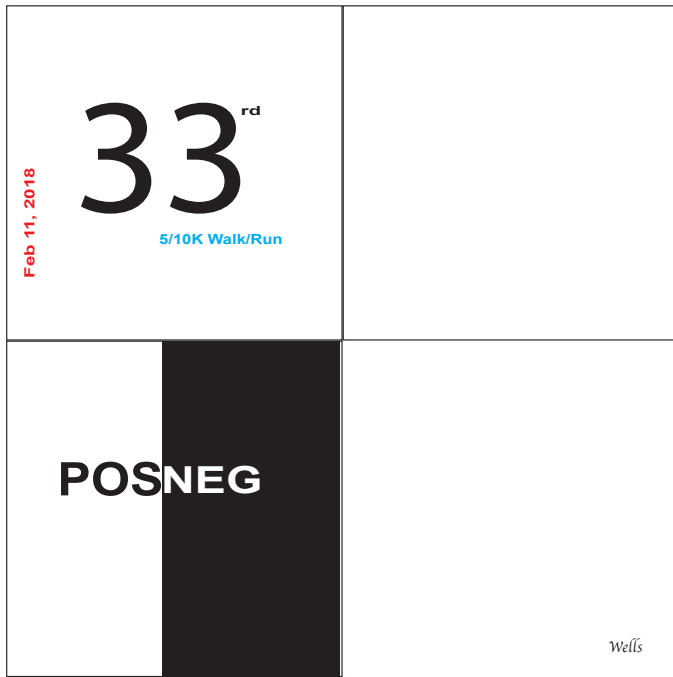


13 group/solo



14 art/graphic element

Type Development



Wells



Wells

 Community Hospital of the Monterey Peninsula®

Photo Research

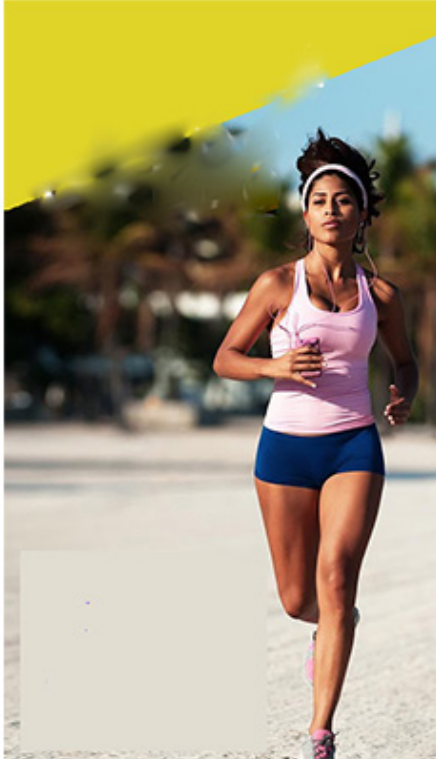
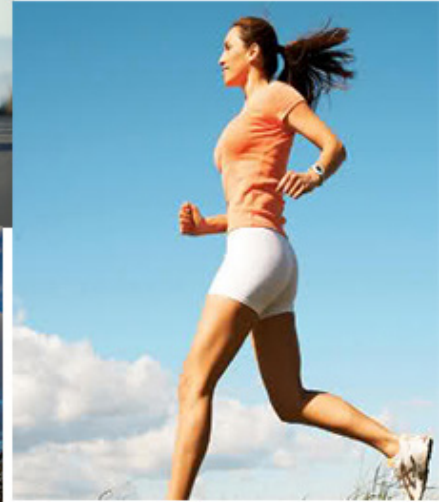


Photo Development



Wells



Wells



5/10 Walk/Run

Monterey County Rape Crisis Center
Community Hospital of the Monterey Peninsula



5/10 Walk/Run

Monterey County Rape Crisis Center
Community Hospital of the Monterey Peninsula



Wells

Community Hospital of the Monterey Peninsula



Wells

Monterey County Rape Crisis Center

Community Hospital of the Monterey Peninsula

Final Vector Logo + T-shirt



Jia Wells

Monterey County Rape Crisis Center
Community Hospital of the Monterey Peninsula



Final Type Logo + T-shirt



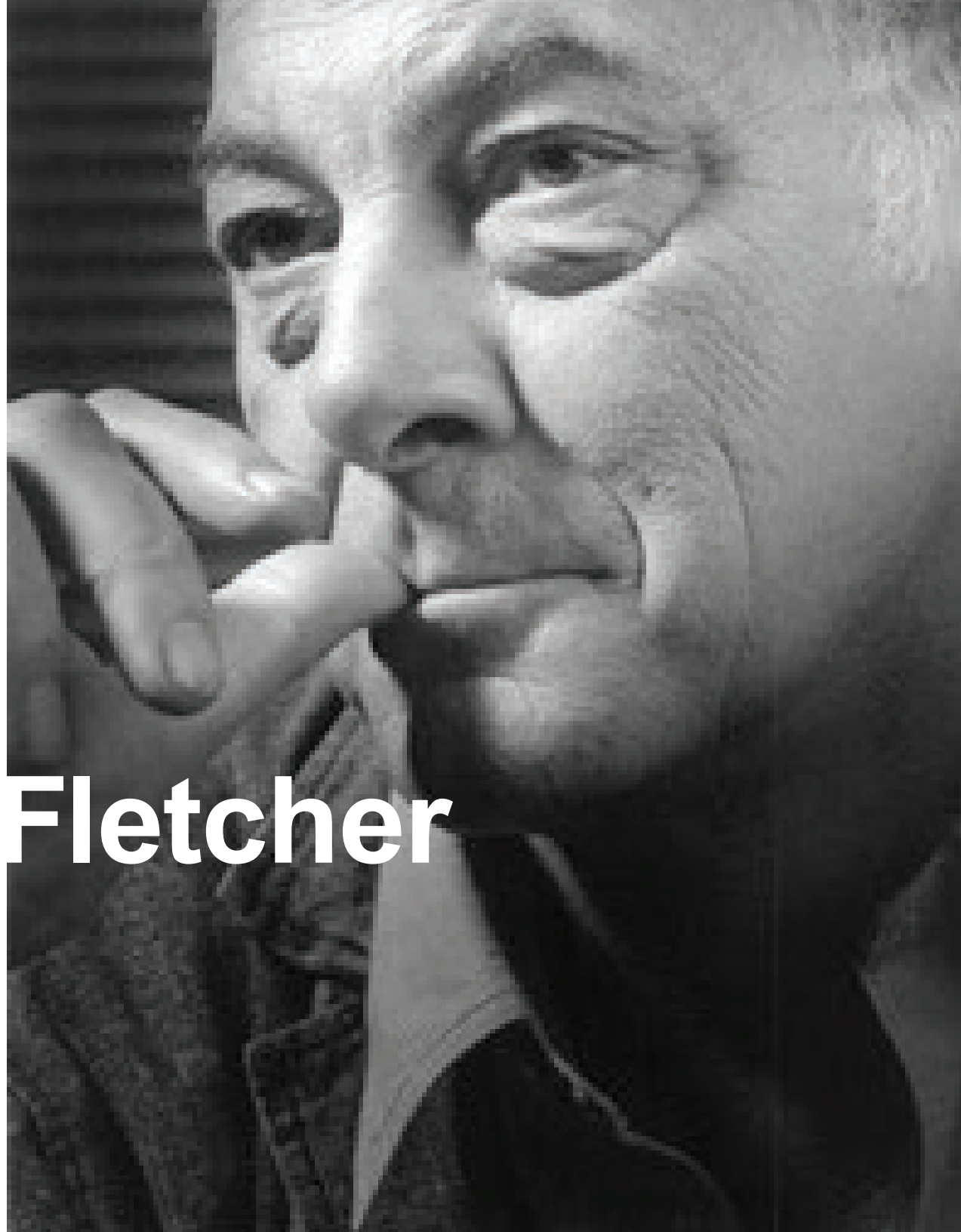
Final Photo Logo + T-shirt



Graphic Designer

Alan Fletcher

Jia Wells
Intro to Digital Graphic
Design
Spring 2017

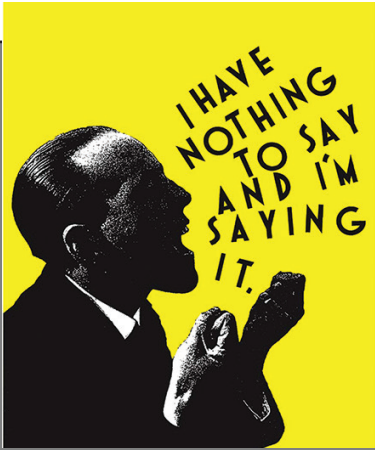


Biography

Alan Fletcher was a British graphic designer. He was a celebrated name during the twentieth century in the graphic designing field. He was born in Kenya in 1931 to a British family and moved to London at the age of five when his father passed away. He studied at Hammersmith School of Art, Central School of Art, Royal College of Art and eventually landed him a travel scholarship at Yale where he would flourish as a designer, influenced heavily by American art and culture. His experiences in America gave him the confidence to take chances and unconventional methods upon his return to London in the early 1960s.

Then his Pirelli poster was placed on London's double-decker buses. In his later years, Fletcher wrote two books, *Beware Wet Paint* and *The Art of Looking Sideways*. His passion would continue to fuel him until his death on 21 September 2006. Alan Fletcher left behind an enormous and influential body of work and many credit him for shaping the face of modern British graphic design.

Work



V&A Logo, 1989



Shopping, 1989



V&A Logo, 1989



London Bus Advert: Pirelli Slippers, 1962



Typography, 1995



Beware Wet Paint: Screenprint, 1996

Bibliography

<http://inkbotdesign.com/alan-fletcher/>

<https://petrolicious.com/articles/alan-fletcher-is-the-godfather-of-british-graphic-design>

<https://99designs.com/blog/tips/famous-graphic-designers-you-should-be-able-to-name-drop/>

<https://hyperallergic.com/72618/the-visual-wit-of-designer-alan-fletcher-is-now-online/>



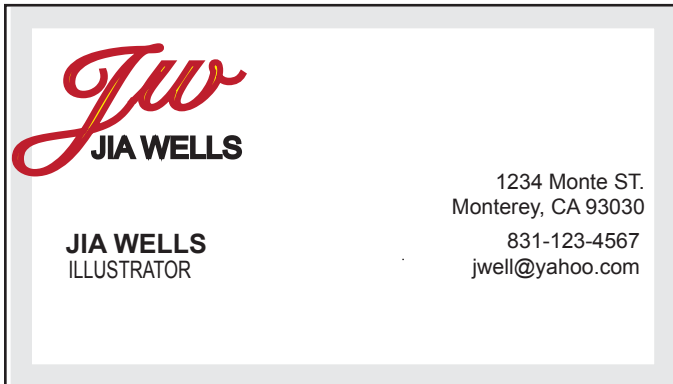
1234 Monte ST.
Monterey, CA 93030

#10 Business Envelope

No Phone or email on envelope

No Type/Art in gray Margin
Must be 1/8th inch away from edge

NO BLEEDS



Horizontal or Vertical Business Card

Choose One Format: to match letterhead

Copy and paste logo and contact text onto
Letterhead and Envelope
so the Logo and Text sizes match.



227a15 Questionnaire: Design Reflection

Reflect on the aspects of **art and digital media** you learned in the class. Each questions has 2 parts. Type an answer for each one in the box. Write in **complete prose sentences**.

1. **Applied Design**

Identify **1 example** of Applied Design that you didn't know about before you took this class. Describe what was **new and interesting** to you about it

Web design: Title: Mint Design Company
Designer: *Mint Design Inc.*
I like this website because when I open the home page and click the links on the menu bar, every of them is dynamic, all the icons are moving. I don't see many of this kind of websites and I think it's really fun.

2. **Design History**

Identify **1 example** of ideas or events in Design History that you didn't know about before you took this class. Describe what was **new and interesting** to you about it.

Helvetica Font was designed by Eduard Hoffmann at Haas' sche Schriftgießerei in Switzerland. Helvetica is to express all kinds of information and is widely used in the field of graphic deign.

3. **Design Theory**

Identify **1 concept in design theory** that you didn't know about before you took this class. Describe how you might use it or it might be useful **after** this class.

Line, shape, direction, size, texture and color are all the elements of the design. Graphic designers use them to create logos, brandings, covers of magazines, newspapers and books. I will surely use this theory in my future career.

4. **Aesthetic Principles**

Identify **1 aesthetic principle** that you didn't know about before you took this class. Describe how this knowledge might be useful **after** this class..

One of the aesthetic principles used in design and visual design is to initiate, explore and refine the deign ideas to create artworks which attract viewers' eyes and arouse people's emotional and aesthetic feelings in an artistic way.

5. **Vector Illustration**

Identify **1 example of a vector illustrator technique** that you learned that didn't know about before you took this class. Describe how this skill might be useful **after** this class.

Vector graphics is a type of image file in computer graphics. It is based on "geometric shapes and curvilinear, organic shapes"(Arntson, p.52). I like the logo of ABC designed by Paul Rand.

6. **Photo Illustration**

Identify **1 example of Photoshop illustration technique** that you didn't know about before you took this class. Describe how this skill might be useful **after** this class.

I love one of the poster designed by Lester Beall for the Rural Electrification Administration. It tells us everything in the most immediate visual language of text and image. It brings splendid future to young farmers.

7. **Typography**

Identify **1 example of Type design or typesetting techniques** that you didn't know about before you took this class. Describe how this knowledge or skill might be useful **after** this class

I like the design for the book Magic Mountain 1924 by Paula Scher. She uses sans terif font to create the structure with the title on the left, the text of Chapter 1 on the right and the vertical and horizontal text for the author's name Thomas Mann. It's impressive to me.

8. **Interactive Media**

Identify **1 example of Interactive design** that you didn't know about before you took this class. Describe how this skill might be useful you **after** this class

I love the poster of Cross Out Slums designed by Lester Beall. I like the color he used and the idea that he drew a hand to represent the United States Housing Authority.

9. **Print Design**

Identify **1 aspect** of **print design** that you learned that you didn't know about before you took this class. Describe how this skill might be useful you **after** this class.

I like the poster of Wohnshop Lausanne designed by Werner Jeker, Châtillens / Lausanne.

10. **Design for Your Community**

What did you learn from your experience working with Clare for the Monterey County Rape Crisis Center? Identify a non-profit organization that you believe does good work and you think you could help after this class.

What do you think you could do to help them?

YWCA Monterey County is a non-profit organization which provides help to young women who suffer from abuse, domestic violence in Monterey County area. I think I'll use my graphic design skills to help create publicity brochure, leaflets, advertisements and fliers to have more people know about this organization, give donations and get help for those who have been abused.

11. **Professional Career**

Identify **any class activity** or projects in the class **change your mind** about your **studies, major or future profession**.

In this class we had an exercise of creating the logo with typeset "Together With Love". This is very good opportunity for me to learn how to create logo for t-shirt or cups for the Monterey County Rape Crisis Center.

12. **What changed?**

I love many of the activities of this class. I feel I have learned a lot here. I have learned how to use useful softwares, such as Adobe Photoshop, InDesign, Acrobat and Illustrator. These skills are very helpful in my future career.