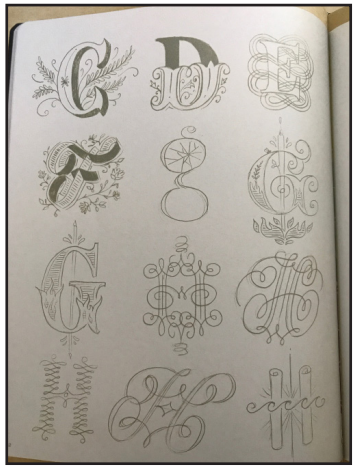
Process Book

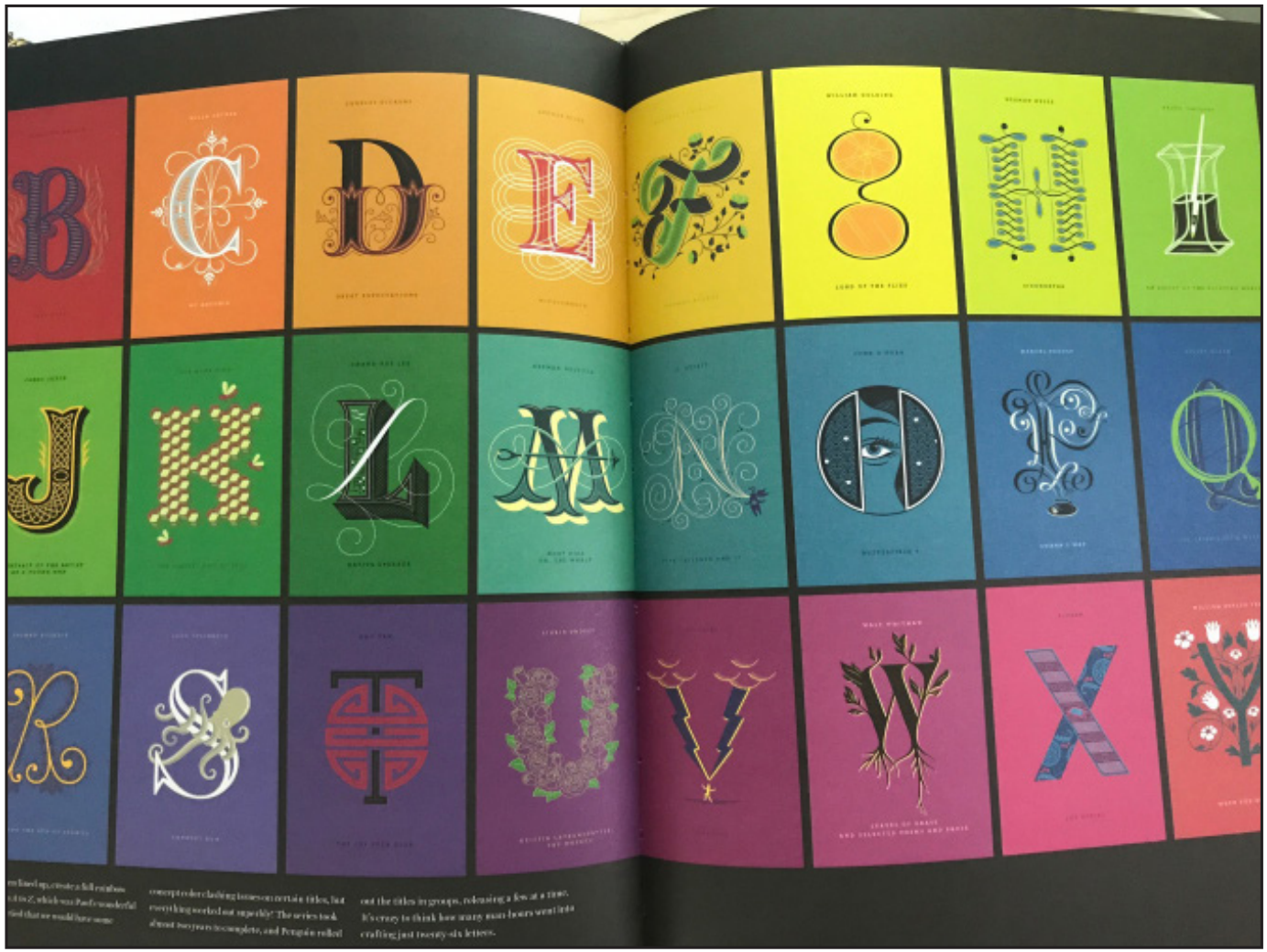
Project 1: Illuminated Letters

Illuminated Letters: Project Outline

The creative brief for this project was to create cover for a classic novel using only the first initial of the authors last name. The stipulations were that it could be in any style, by only one letter could be used. To the left are multiple examples of such a project.

The project chosen by this artist was Jack London's Call of the Wild; a story of survival of both man and dog based around the gold rush in the frigid Yukon Territory.

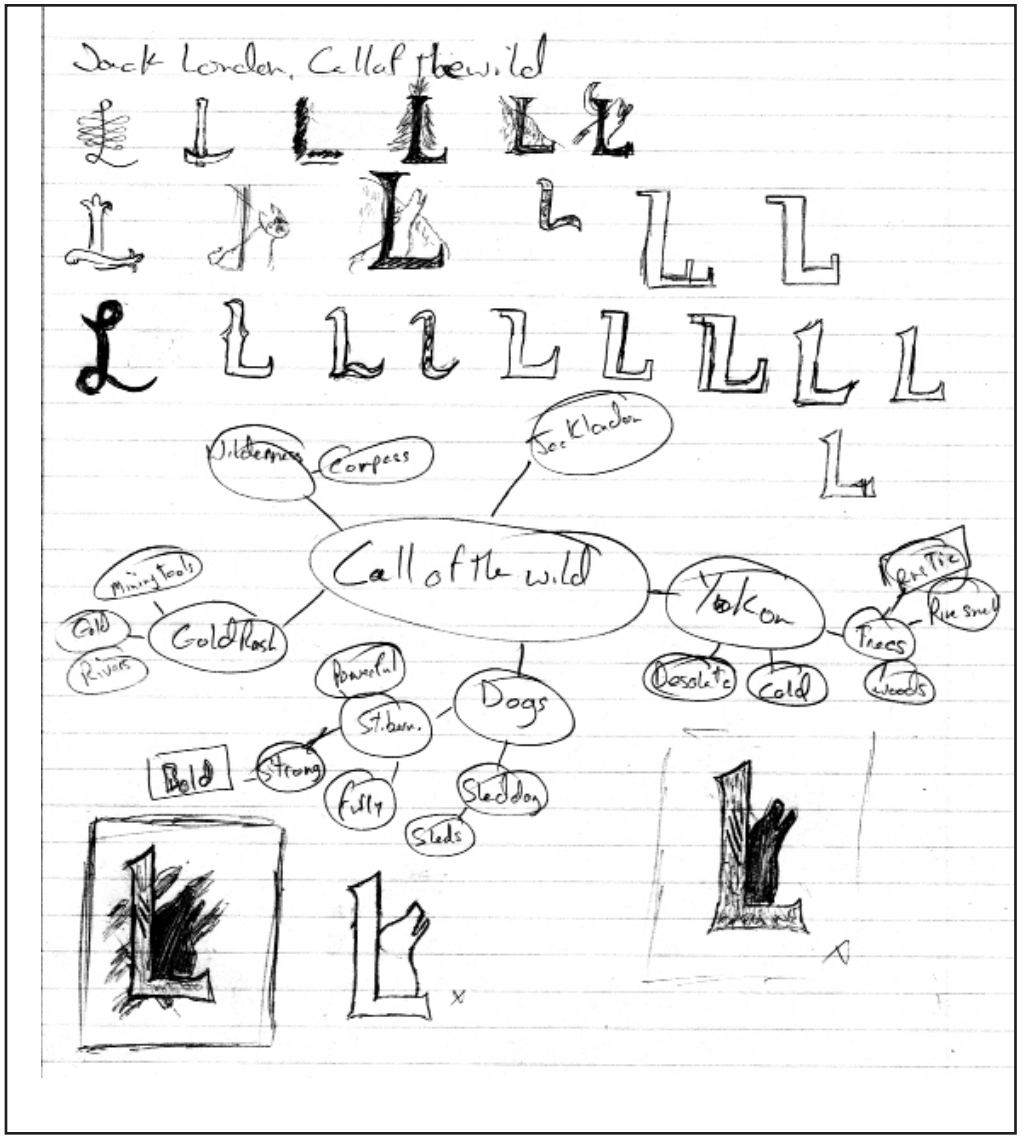




Illuminated Letters: Initial Sketches

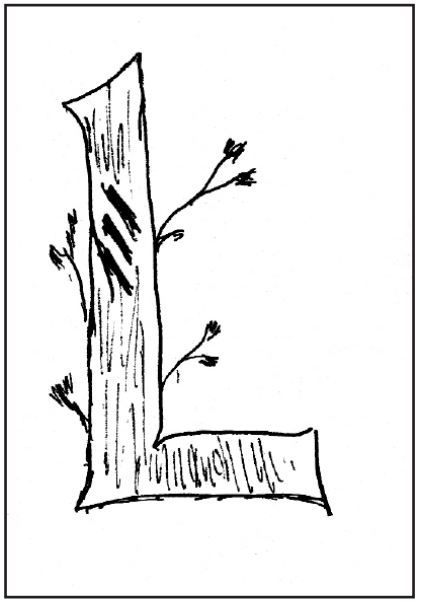
These are the initial rough sketches for the project. The concept for the project had not been discovered yet, and these are mostly exploratory sketches. Or in the words of Thomas Edison, "1000 ways NOT to make a light bulb" (or a type project!)

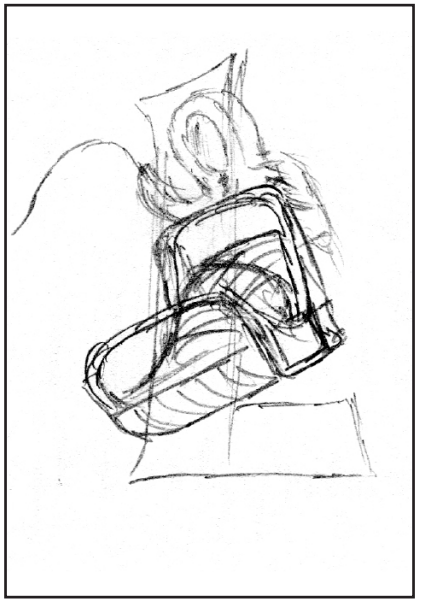
None of these ideas would carry over.

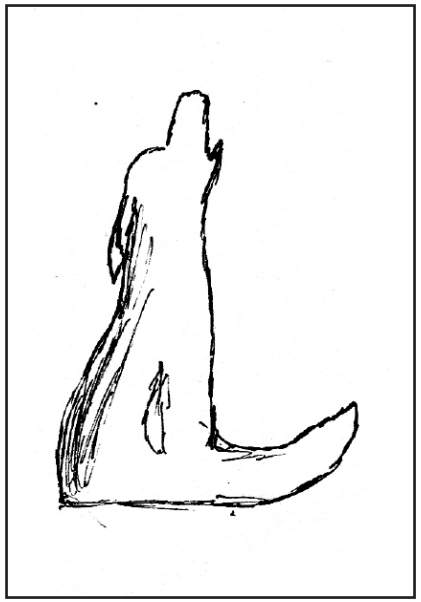


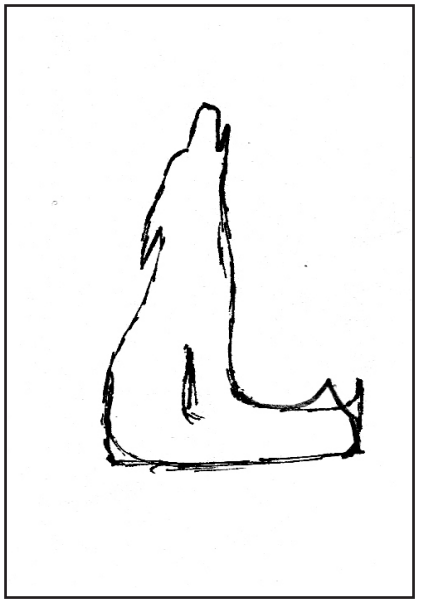
Illuminated Letters: Explorations

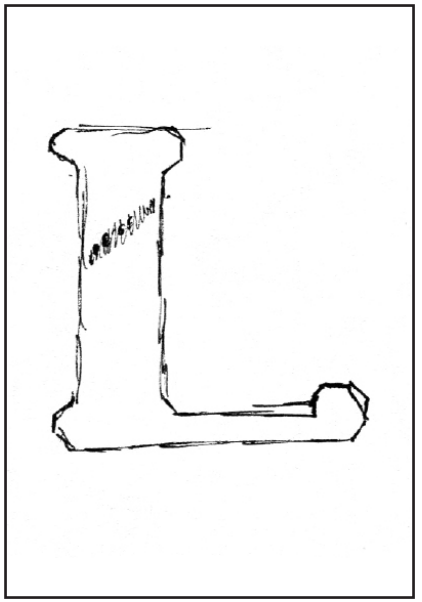
This page contains an attempt at integrating an animal into the letter. Several attempts were made to keep with the story line, but none of these would pan out either. The dog would carry though, however, just in a different form.





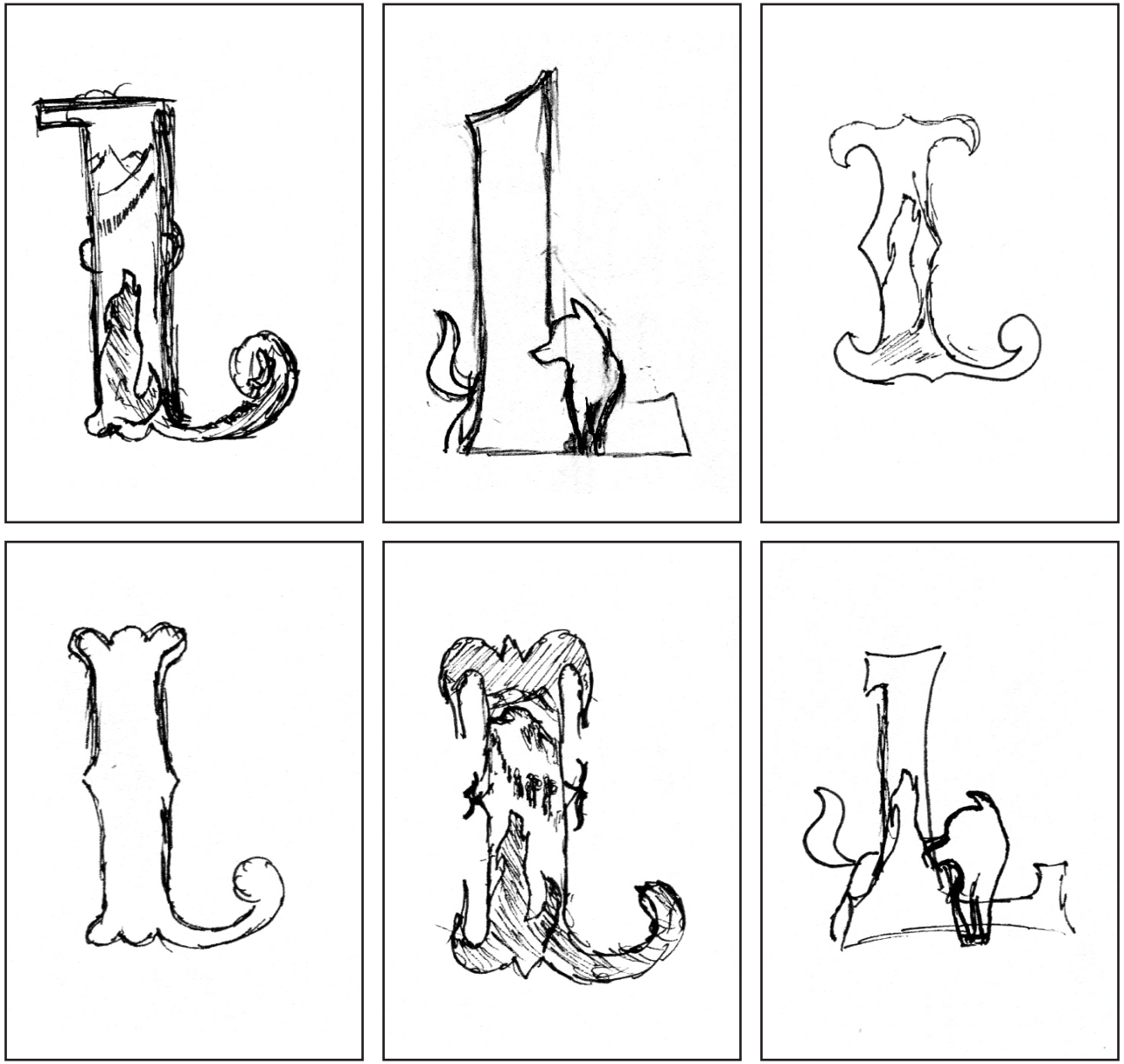






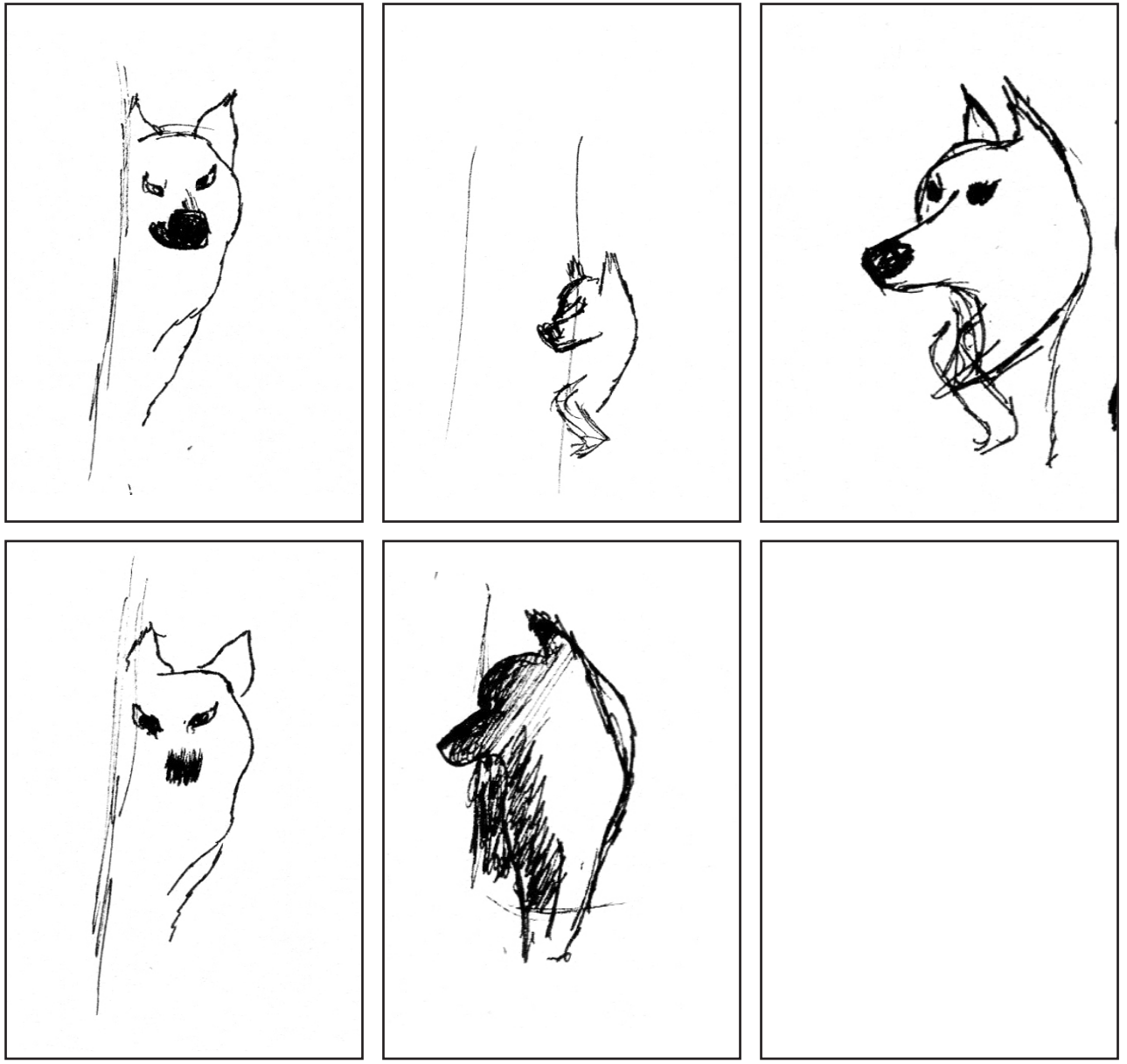
Illuminated Letters: Idea Refinement

It was at this stage I had something of an epiphany. Though an outside source (another class, rather) I discovered the Tuscan style of type. This type was common to 1890's, the time period the Call of the Wild was based around, and was the look and feel I was aiming for in this project. The specific style of Tuscan type was yet to be determined.



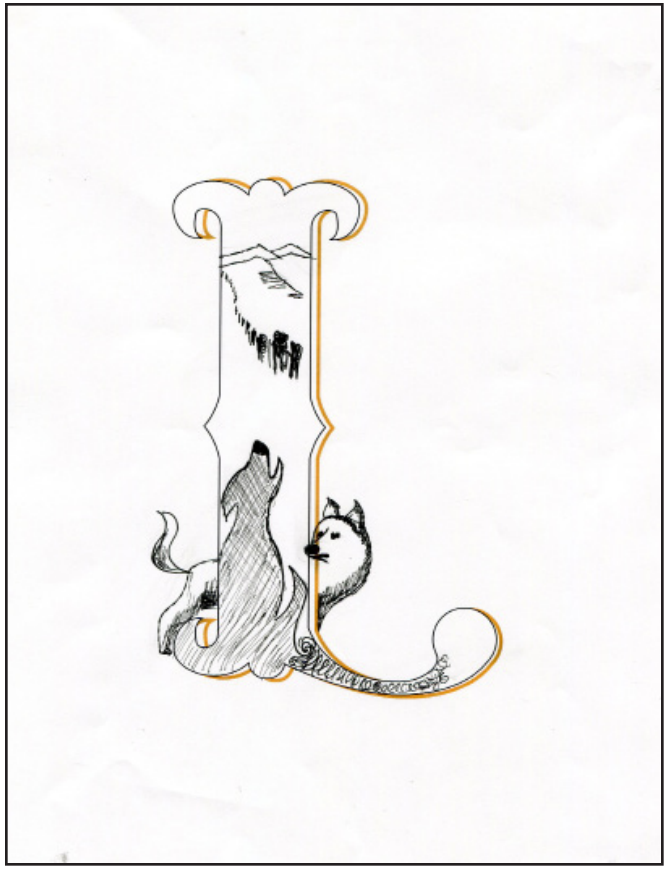
Illuminated Letters: Rough Sketches

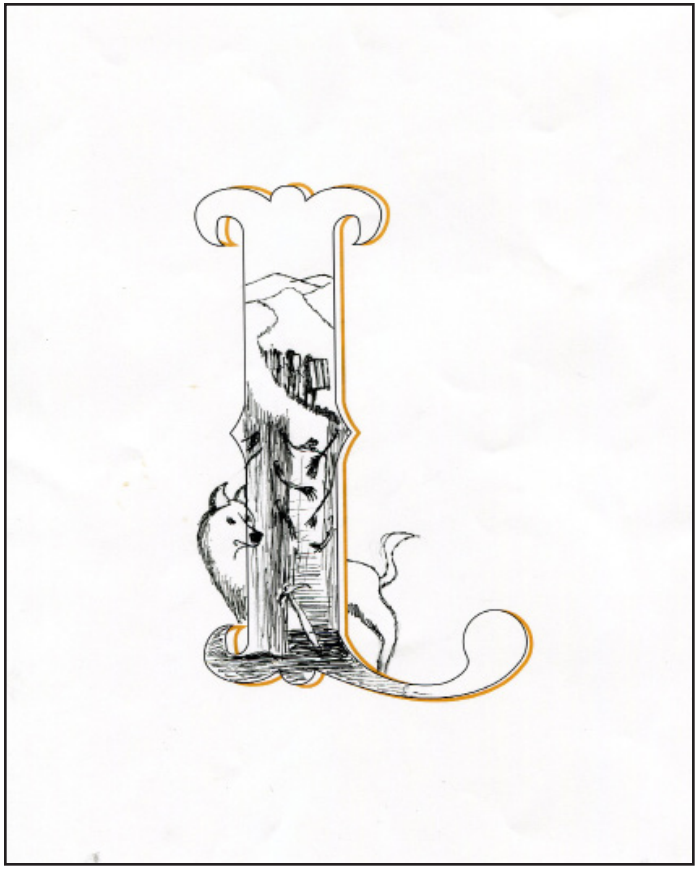
This page contains the multiple sketches made of the dog that was intended to poke around the giant letter "L". Obviously, critters are not my strong suite. However, after enough sketching I was able to render a believable dog.



Illuminated Letters: Computer Roughs

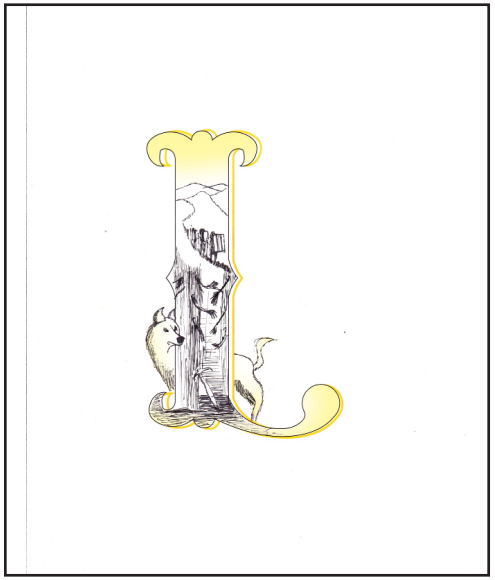
The next step involved designing the base letter in Adobe Illustrator, then printing it out and sketching on the prints. These were the best results of the rough layouts.

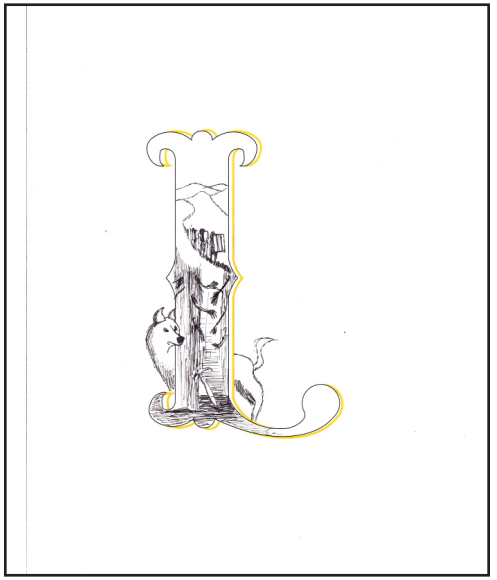


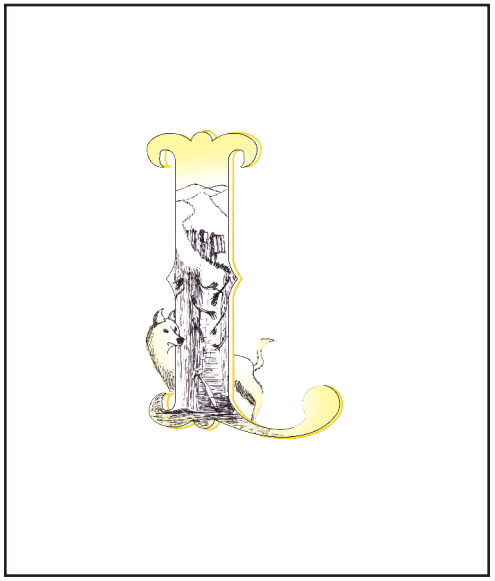


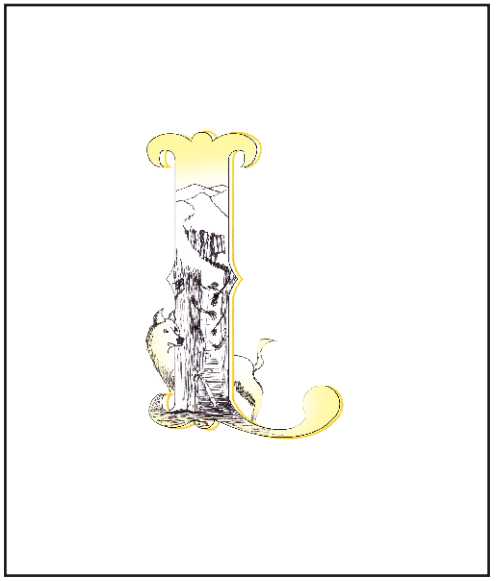
Illuminated Letters: Computer, Refined

This page contains several color explorations done with the rough sketches. The gold was chosen at the time to reflect one of the main points of the story, the hunt for gold. Ultimately, it was determined it offered too warm a feel to an otherwise chilling story.



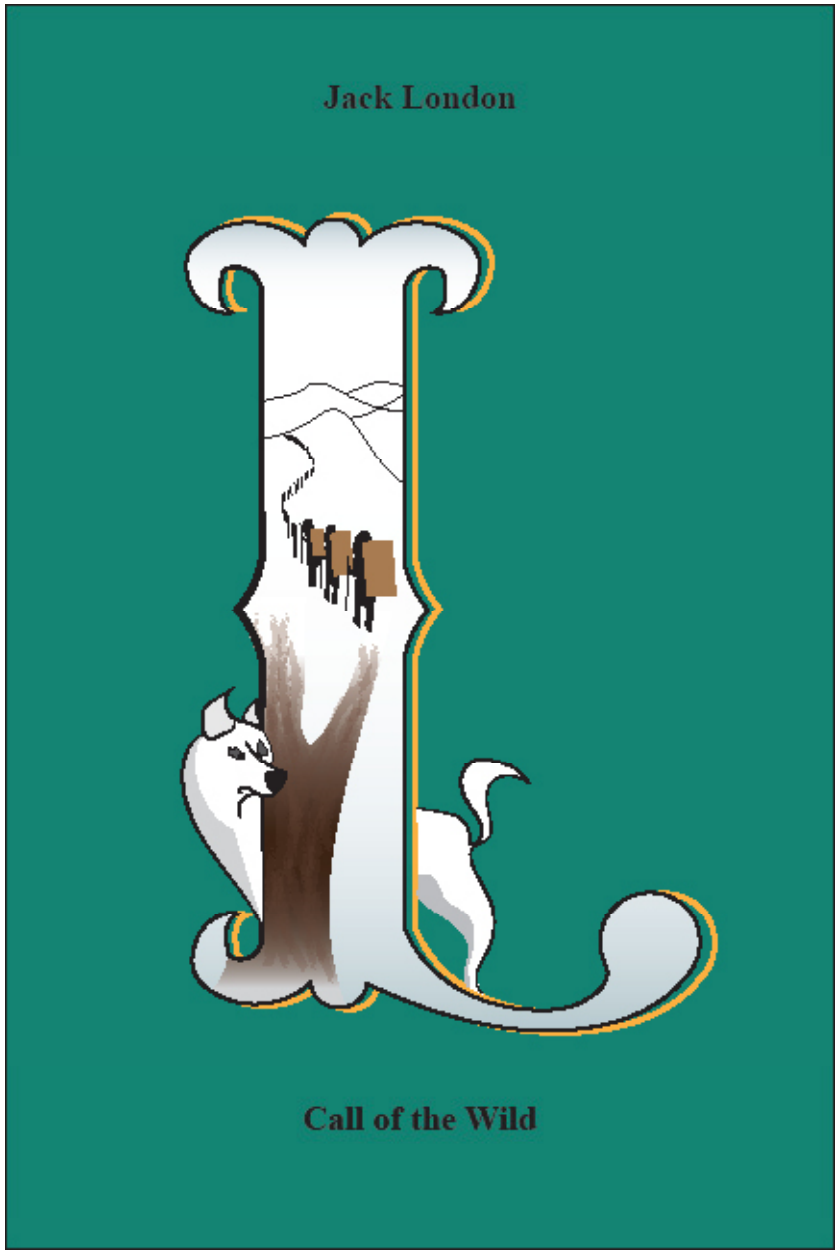






Illuminated Letters: Finished Product

Here is the illustration in the finished state. The appearance of the letter is much more graphic in nature that the initial sketches, but still express the idea of the story. The silver fade was chosen to portray the cold and harshness of the environment. The men marching up the hill with their supplies on their backs was inspired by a famous photograph taken during the Yukon Gold Rush. The dog poking around the tree gives the idea of a wild animal, looking over his shoulder at the call that keeps becoming his home. The call of his ancestors. The Call of the Wild.

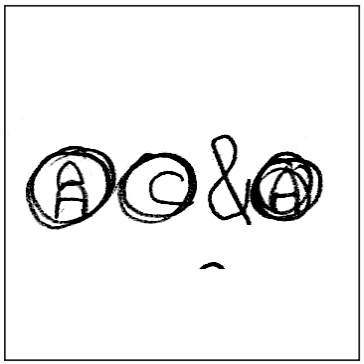


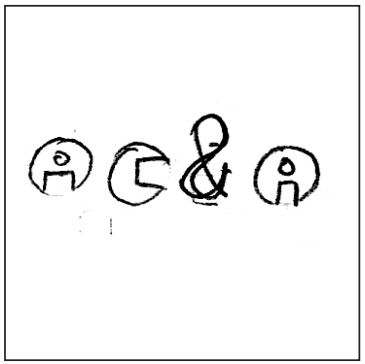
This project was a rebrand of Akron Chemical and Adhesive, a local chemical manufacturer. This project took 15 weeks, and ran the full gauntlet of deisgn aspects, from the logo to the color scheme to

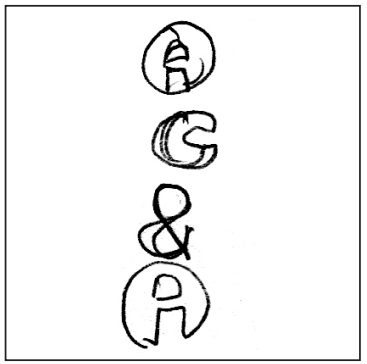
Project 2: Corperate Identity

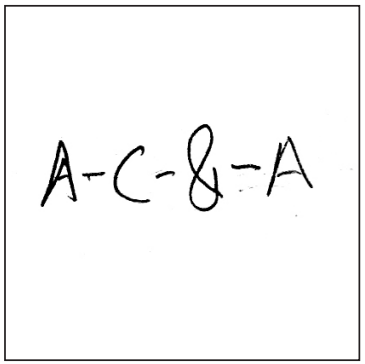
Corperate Identity: Initial Sketches

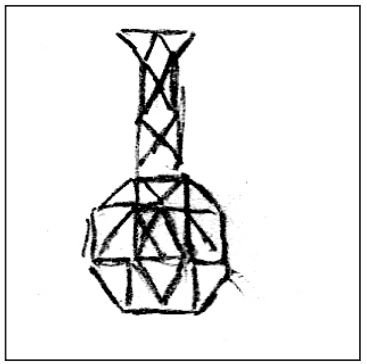
This page contains the inital sketches for this project. The theory here was to get as many ideas down on paper as possible as quickly as possible.

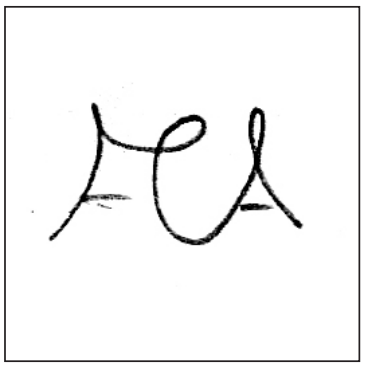


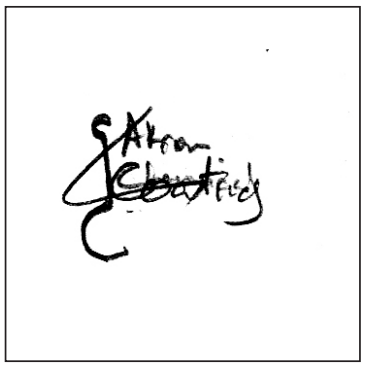












Corperate Identity: Explorations

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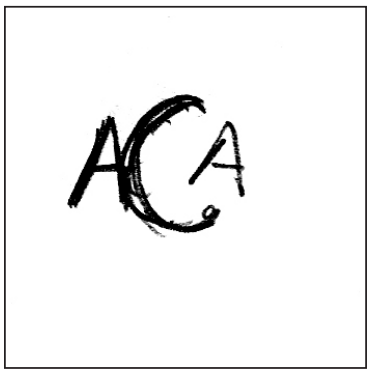

Corperate Identity: Initial Sketches

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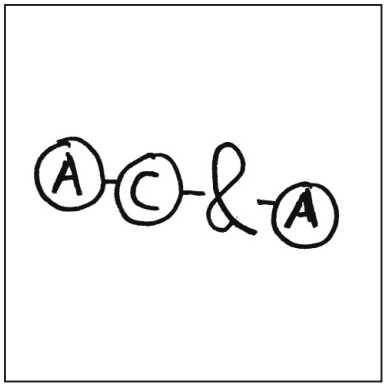

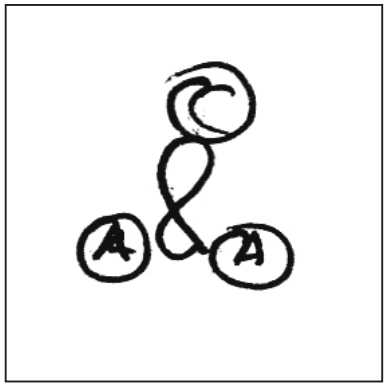

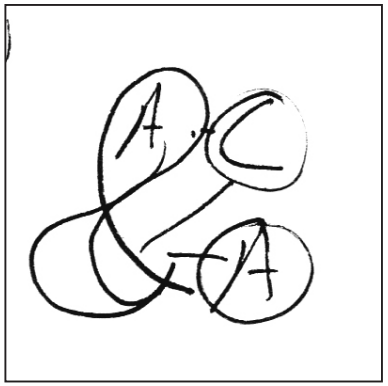

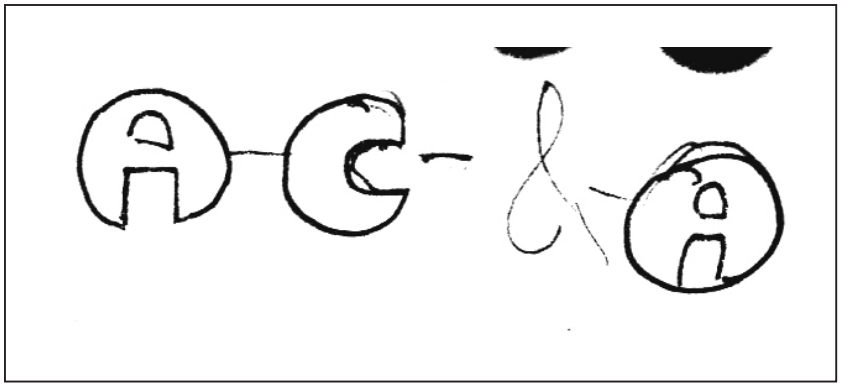

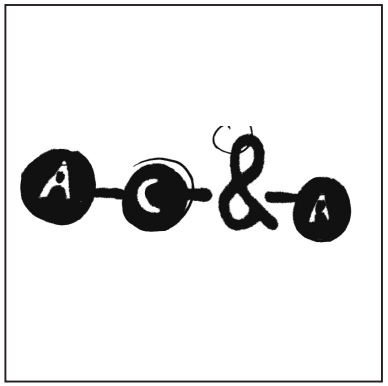

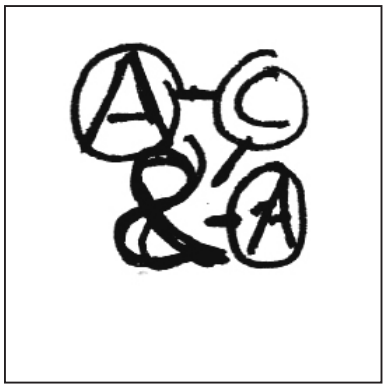

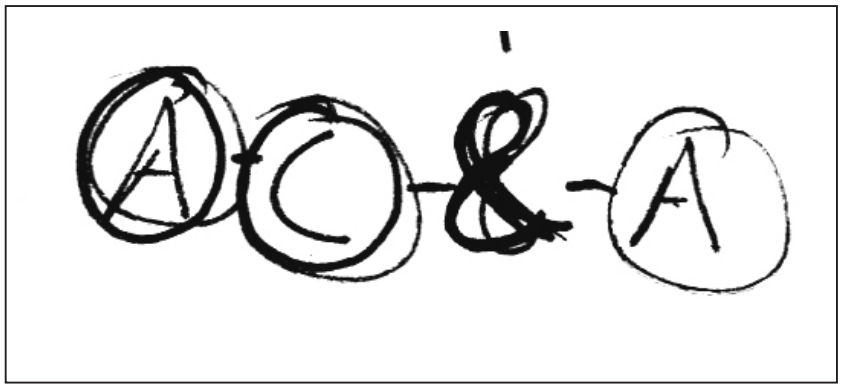

Corperate Identity: Initial Sketches

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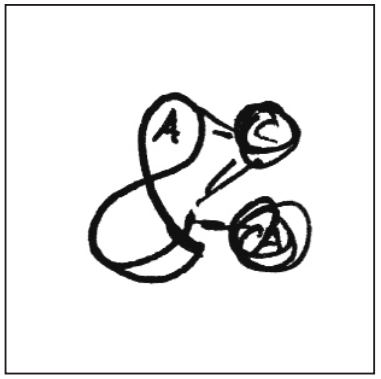

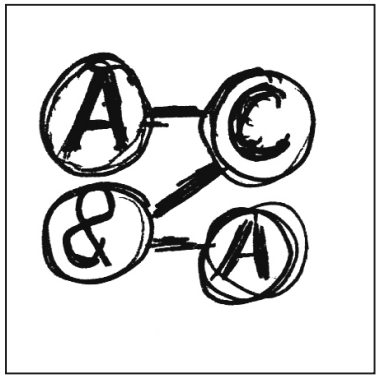

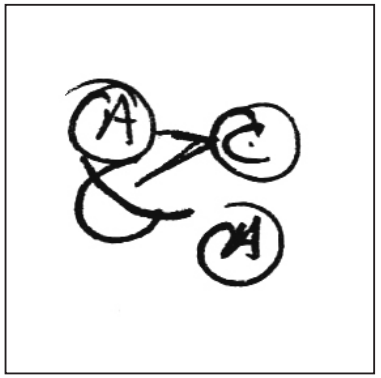

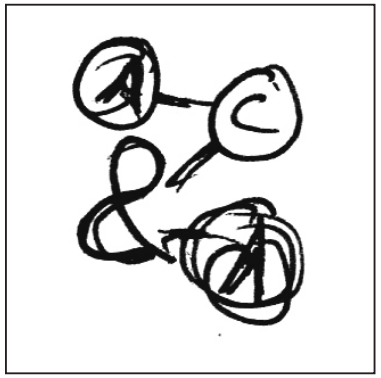

Corperate Identity: Initial Sketches

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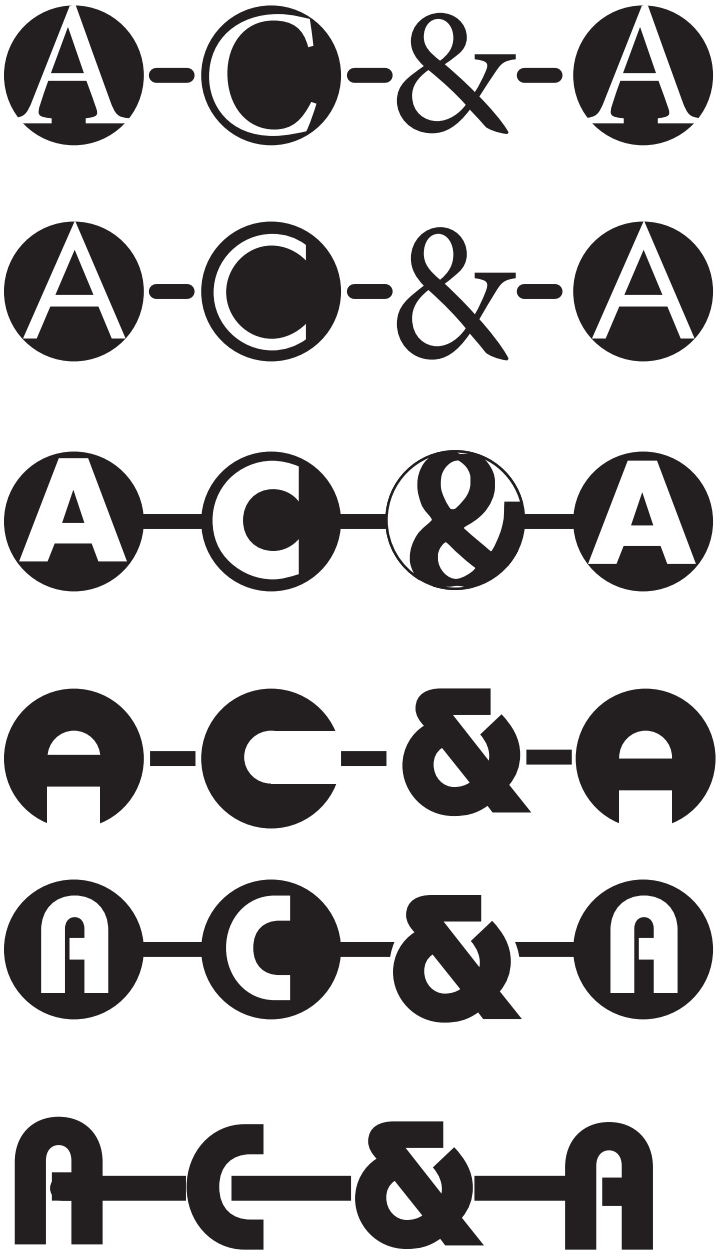

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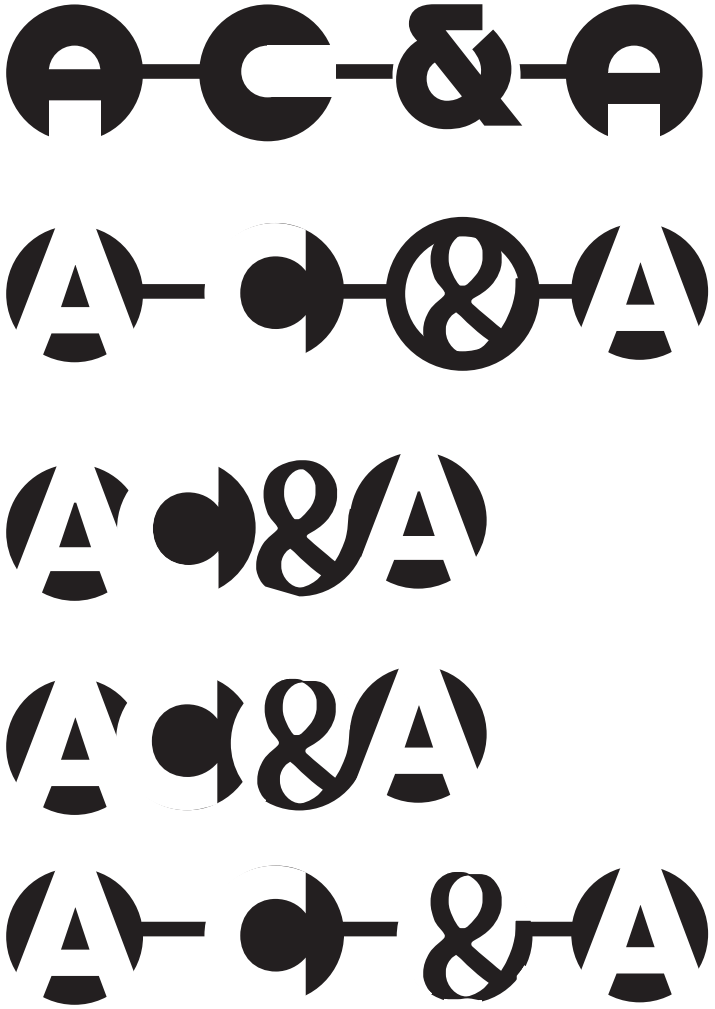

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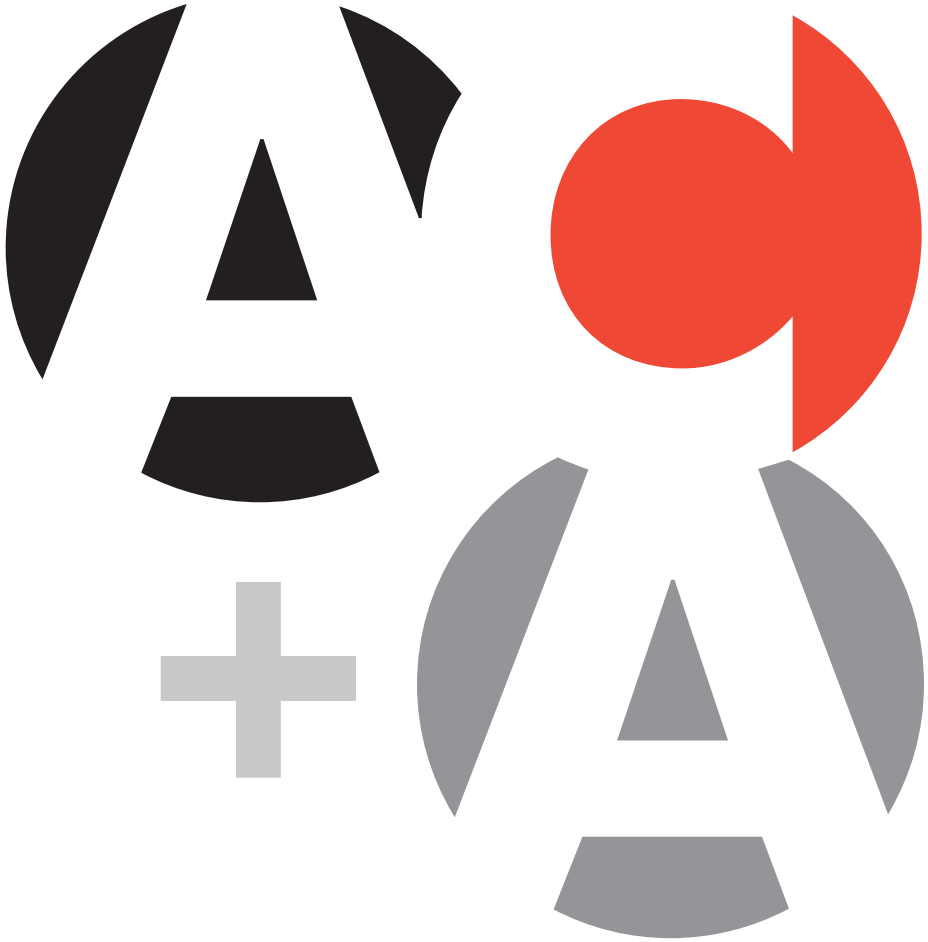

(Next Project Description)

Project 3: Micro Brewery Illustration

Corperate Identity: Initial Sketches

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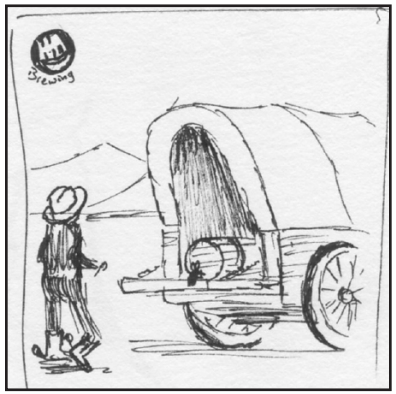

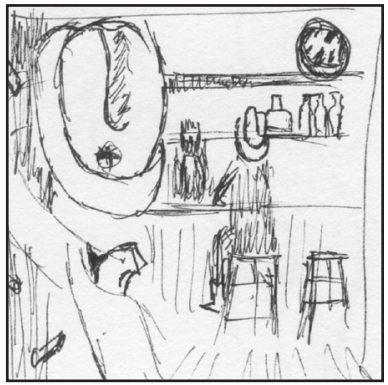

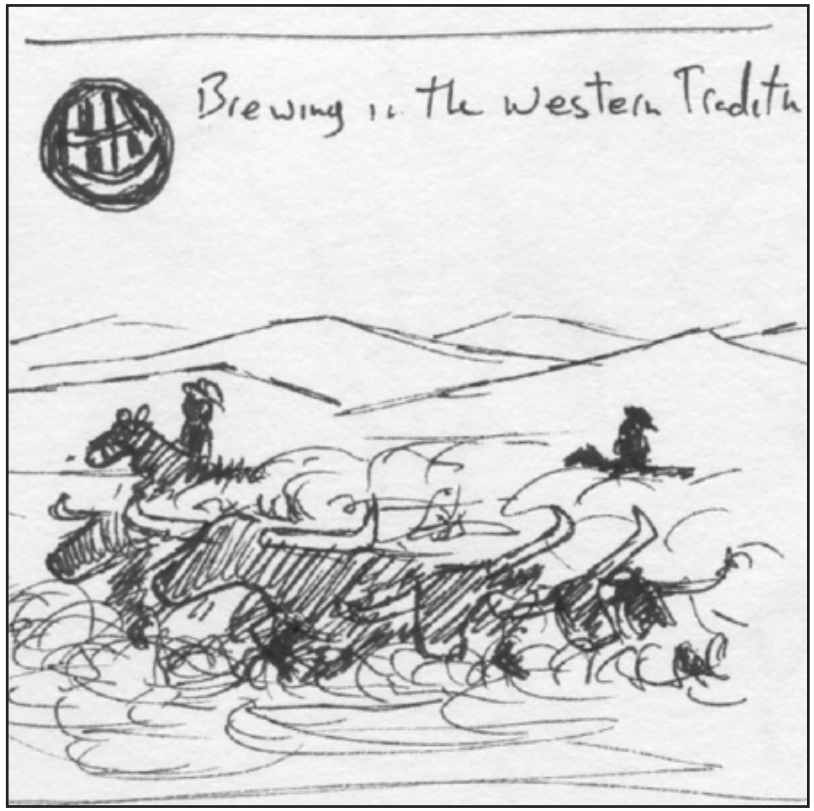

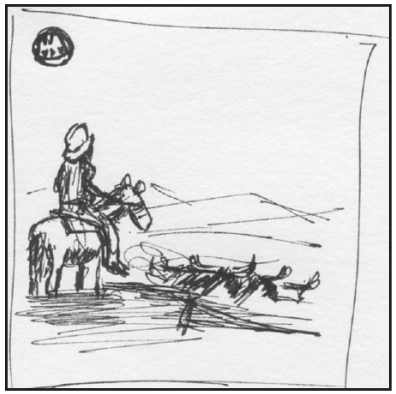

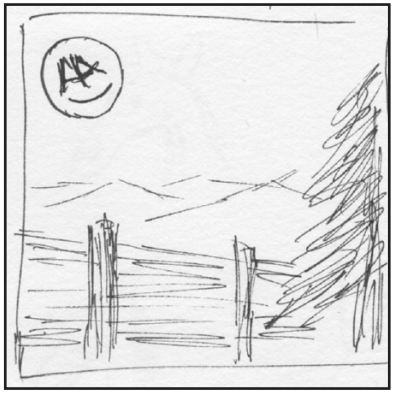

Corperate Identity: Initial Sketches

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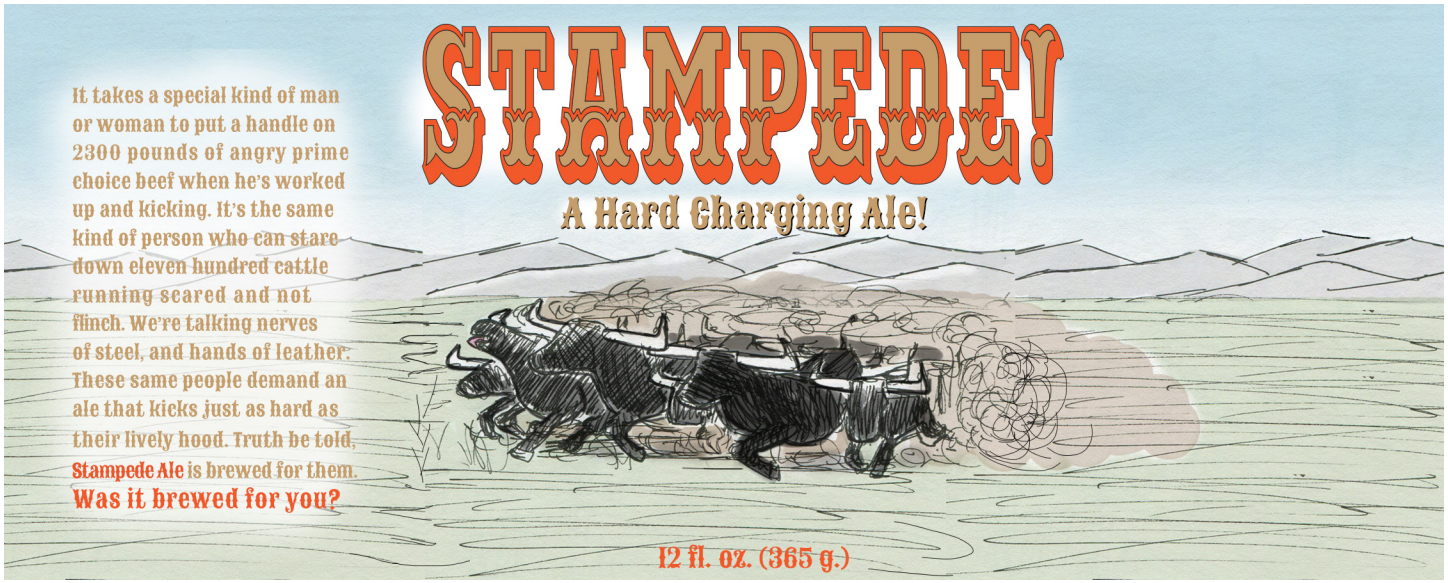

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