Design report

L321904 Integrated Studio 2
Final execution & design summary
50602770 Cases L3 3e Na
Submission date: 06122006
Concept line

All of the 3 design items starting from one of the local graphic designer's view. Because
I think if we want to persuade graphic designers to increase the awareness of
environmental protection, we can tell them by one's graphic designer's view. It will be
more realistic and persuasive. The graphic designers can get the resonance by reading
one of the graphic designer's views.

The approach is just like one of the graphic designers is sharing his lifestyle by
his personal sharing like diary & blog. I found that reader is always interested in
reading other's diary & blog. It can raise the interest of the target group to read my
design items.
Content

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**Design brief**

**Background & the problem**

As everybody knows, the situation of global warming worsens everyday. Fortunately, the majority of citizens lacks of the environmental awareness to protect our earth. As a designer, we have a responsibility for the stewardship of the earth and its finite resources. It is because design is at the very center of a challenge recognized by both business and society. However, Designers itself does not aware much on the environmental issue. They usually design something according to client’s need and personal aesthetics adjustment. But they look down on the environmental factor.

This task is to increase the awareness of environmental protection and remind them what decision they can make during the design process.

**Target audience**

The target audience is local in-house graphic designers. Their main responsibility is to design the printed material such as CI, catalogue, leaflet, poster & printed ad for their company.

**Communication objective**

To increase the awareness of environmental concept from one’s graphic designer’s diary and blog.

**Objective**

This task is to increase the awareness of environmental protection for them. And be responsible to the society. Also is to remind them what decision they can make during the design process to reach the environmental protection approach by a casual way.

**Desired response**

This task is to persuade local in-house graphic designers to change their attitude of making a decision themselves. But not supposed to force them to do it, only an advice for them. Hope during this task, we can show something, which can arouse their social responsibility. Hence, they can make decision during design process by considering of the environmental factor.

**Tone & Manner**

Funny, casual contains personal style.
Design brief

**Theme**
The whole theme of the illustration is about the nature. The aim is to remind the reader that we still have such a beautiful environment, flower and tree. When they see the beautiful environmental, they can think of they should treasure the beauty of nature.

Back to natural; I use less computer effect. The material I use is much more basic painting material and method.

Inside my diary, collage, photography and illustration appear randomly. It is because I want to take a reference on a real visual diary. Normally, diary includes everyday mood and remembrance. It should not be unite everyday. And also, it should not be the same everyday.

**Colour**
Using light colour rather than dark colour in order to make the reader feel comfortable.

**Mood**
Relaxing and stylish

**Material**
Mixed media
Photography, collage, watercolor pencil, color pencil, acrylic color, poster color, wax crayons, soft crayons, calligraphy pen, charcoal drawing pencil

**Style**
Illustration + collage + photography = mixed media
The aim of drawing illustration is to make the diary more personal. The aim of using mixed media is to create the style in a casual way.

Illustration, collage and photography are the style I like most. I hope from this task, I can create a book, which contains my personal style. Hence, I can collect a portfolio for myself.

**Paper**
Environmental paper, which the texture like the drawing paper.

**No. of pages**
60 pages with colour printing.

**Fonts**
The fonts I used like handwriting because I want it to be more similar to a real diary.
Design brief

Binding
Perfect bind + Hard cover binding
I choose to use the hard cover because I want the feeling of the book like a diary.

Book design
The diary design has a lock in order to make the feel like a real diary. Also, I want to the audience to feel mystery to read my diary.

Timing
Week 10-12 Development of the book
Week 12-13 Poster and websites
Week 14 Design report
The concept and design rationale

The concept
All of the 3 design items starting from one of the local graphic designer views. Because I think if we want to persuade graphic designer to increase the awareness of environmental protection, we can tell them by one's graphic designer' view. It will be more realistic and persuasive.

The graphic designers can get the resonance by reading one of the graphic designer's views.

The approach is just like one of the graphic designers is sharing his lifestyle by his personal sharing like diary & blog. I found that reader is always interest in reading other's diary & blog. It can arise the interest of the target group to read my design items.

A publication of not less than 20 pages.
The size will be about A5 size. The appearance is just like a book of diary with a lock.
A lock is just like something mystery. The reader will get interest on reading it. Every page is using the environmental paper. And the cover will be a thick hard cover to design like a diary. Usually, a designer or artist has a portable sketchbook, which can drop down the idea at anytime in everywhere. The sketchbook idea can apply on the diary. Inside the diary, we can have a handwriting style wording, which is matched with the illustration.

A poster to announce the book launch
The poster is the same style with the book cover. The size will be A3 size only. No special effect will be added on printing.

A website
Honestly, the idea of diary is come from blog. Nowadays, Hong Kong people spend a lot of time on visiting other's blog and writing blog everyday. Also, Blog is one of the popular types of website out of 5 categories according to the survey of Time magazine. If graphic designer can know the awareness of environmental from other's blog, I think it is easy for them to accept. One of the advantage of blog is we can upload multimedia file on it. I can put some visual reference, image, songs and video to the blog. It is the same idea with the publication. The blog owner can share his life and working environment. But one of the difference between personal diary and blog is blog is much more interactive. Visitor can add comment for the blog owner.

The layout will be similar to the real blog. I took a reference on Yahoo blog and Xanga, the 2 most popular blog in Hong Kong.
Situation & background of the book and blog

The date
It will be a one-month blog and diary.
The date of diary and blog will be the date from

Job title
I am a local in-house graphic designer. I am the only
one graphic designer in my company.

Responsibility
Design the printed material such as GI, catalogue, leaflet,
poster & printed ad for my company, which is a watch &
jewelry company.

Communication group
My main communication group is my boss, marketing
managers, other colleague & printing company. I don’t have
to contact the client directly. Actually, my client is my boss
and marketing manager.

Life
Regular office hour: Monday to Saturday, from 9am
to 5pm. Sometime when some urgent work comes, I
need to work over time.

Hobby
It is the same hobby with the majority designers,
watching film, listening music, photography, visiting
exhibition, reading and shopping.
Section of the book and blog

During this one month, I need to finish one company catalogue, one leaflet and one printed ad.

My design diary will include:
- The process of designing one company catalogue
- The process of designing one leaflet
- The process of designing one printed ad.
- Communication with my boss and marketing manager
- My daily life after working hour

These 5 sections will be appeared inside the diary and blog irregularly.
Visual reference on whole set style
Visual reference on whole set style
Visual reference on whole set style
Visual reference on whole set style
Visual reference on whole set style
Visual reference on whole set style
Book & magazine references
Rough sketches
Rough sketches
Finally, I had chosen “Little Days” as the written fonts, “Patterns & Dots” as the title fonts.
Book:
about the environmental paper

Paper Brand’s name:
Prestige Real Parchment

Paper type:
Environmental-Friendly Paper Range

Environmental benefit:
1. Lignin free
2. Totally Chlorine Free
3. Fiber from sustainable forestry

Weight: 150gsm
Book: development of the cover design

Cover
Back

Design Diary
By cuestas

Full page of the cover
Full page of the cover
Book: development of the cover design
Book: development of the cover design
Book: development of the cover design

Cover

Back

Cover

Back

Full page of the cover

Full page of the cover
Book: final cover selected

Design Diary
By casacola

ISBN 05-2006-12-2006

CASES 05122006
Book: final layout of all pages

Acknowledgements

This is my diary, which includes my design diary, lifestyle and my photos. Keep all of you can read my diary in a natural way.

My design diary divided into 5 parts: the process of imagining a strategy, creative thinking, communication with people, marriage and my lifestyle within one month. Here are the parts to make an environmental-friendly through thinking about my diary. Before my diary, I will show you some of my fault during the design processes. Don’t mini-mind sharing my fault with all of you. Because I hope you can learn from my fault at the same time.

As everybody knows that the situation of Global warning matters very. Fortunately, the majority of design is about the environmental awareness towards our world. This is the reason of writing this book. My target audience is local visual graphic designers. Hopefully, that this awareness of environmental protection will be increased after reading my diary. The most important thing is to hope they can read my diary and take a reference of how to make an environment-related publication design during the design process.

The responsibility of designer

"Designers must deliver more than simply ways to use limited resources. Design is at the vanguard of sustainability. Design is at the very center of a challenge managed by both humans and society." -廊坊 by Michael Gough, the AIGA’s executive director.

Designers are more than mere creators of creative artifacts that they are responsible for the stewardship of the earth and its finite resources.

Designer is the one who shares the material and processes used for everything from manufacturing to packaging. Graphic designers determine how natural resources are used as well as the basis of what their product is. A designer should look to the public to create the environment we are one of the fortunate to create something new for the public.

A good design is about communicating using materials that make the least possible impact on the environment. A good design should create something which can solve problems, fulfill customers need and look possible applied on environmental at the same time.

Hope all of you enjoy my diary!
Book: final layout of all pages

3rd July Catalogue

When I came to offer my book
I told me that I have to design a printed catalogue. He didn’t give me any design brief.
I just told me that he needed 500 copies of the catalogue.
He required many the drawings on 17th July. Week Four.

4th July Process of design

My process of design:

Research:
- rough layout
- photo positioning
- show the product what’s background by Photoshop;
- layout on computer
- layout
- get approved
- reach the shortest printing company
- send the layout to the printing company
- get the quotations
- give the quotations to my marketing manager
- on the designing
- start from printing if no problem
- finish.
Book: final layout of all pages

4th July: Present the Roth printing company

Finally, I have chosen Roth Printing for printing my students because they advocate the concept of reducing the environmental impact as possible as we can. They are also using the dry ink.

4th July: Never forget

Writing in Catching Up with the Self and Preparing a Portfolio of Work. How to have a gallery.

4th July: Survival

I made a blueprint of my catalog because my catalog fill be new by the end of my life. They are using the dry ink and a ton of green leaves.

Overall, will printing company before you begin to develop project

When considering after printing, it is important to find the right type of paper for your project. Here are a few tips on selecting the right type of printing paper:

- Paper type: 200g or 240g
- Colored type: 100g or 140g
- Specialized type: 250g or 300g

Always test to see if the material is right for the project.
Book: final layout of all pages
Book: final layout of all pages

15th July  Happy Birthday!!

Today is my birthday. I wear something.
I want to keep all the happy memories
happened on today.

23rd July  Greetings from

My name is John. I come back to the office.
I have conversation with my boss. He asks me
if I work hard. He wants me to look
somewhere else. I cannot go anywhere.
I have to work hard until he is satisfied.

Even though it is a hard work, I will
work hard. The world is possible to be
solved.

3rd Oct  New Year

Happy New Year to all my friends and
family. May the New Year bring
happiness and joy to everyone.

20th Dec  Christmas Day

Merry Christmas to all my dear
ones. May the spirit of Christmas
bring love and peace to everyone.
Book: final layout of all pages
Book: final layout of all pages

17th July | 1 printed waste!!!

Today, I went to the office. I revised the catalog from York Trip. To satisfy me to confirm printing the left on with assorted sheets. It reminded me that assorted sheets will make a lot of waste. I understand what he said to D will always remember that.

Adjust the top & form with the maximum printing plate with the printing company.

Adjust the size & form with the maximum printing plate with the printing company.

Even using the special effect in the printing process is necessary.

The majority of graphics should like to put the special effect like the 17/7 Embossing. The CCL, Blue Gold, Light Gold, Glitter, etc. Sometimes it is necessary to add the gloss image. You can use the special effect. Some image is even not something which is optional to be done. If you only put it, it will destroy not environment. Will you feel terrible when you destroyed it?
**Ecological paper**

Not all the people can identify the meaning of ecological paper. There are a lot of recognitions among the producers of ecological paper.

1. The production process
2. The tree material used
3. Is there any toxic material?
4. What environmental protection today is the ecological paper manufacturer taking?
5. Can we match with the environmental among the production process?
6. Can the ecological paper production efficiently reduce energy waste?
7. How to control the smoke pollution?
8. How to reduce the paper?
9. How to reduce the cost?
10. What is the health and safety problem to the stuff?

Plants from the Sea Tai Hee Hong role management on sheep. Sheet paper is quite rich in environmental aspects (formulated by DOD89)

The advantages of using ecological paper is not only for the intelligent benefits in Hong Kong, but also conforms to the environmental concept. The way we choose to use the ecological paper, you will never expect the environmental protection campaign. It is very important to consider a lot of environmental factors during the production process of ecological paper.

For some, using recycled or ecological paper can fulfill the environmental protection concept, save a lot of natural resources & help to solve the pollution problems in Hong Kong. The advantage is the quality of paper has not been changed. If we change our habit of using recycled or ecological paper.

Choosing right material is a designer’s responsibility to the world and the community. A designer understands that paper itself carries a message. Designers can convey the message of environmental protection by using ecological or recycled paper.

When graphic designers are selecting for a few samples designs of a paper. The highest quality, the lowest price. We need to add new consideration for the design process starting from today: the environmental impact of paper.

During the design process, designers need a lot of paper for creating research, brainstorming ideas, categorizing, etc. It is very difficult to increase all graphic designers to decrease using the paper that we can promote the graphic designers to use ecological paper instead of using the virgin paper.
Book: final layout of all pages
Book: final layout of all pages

24th July PDF
Today, my boss called me to meet the rest of the new project in the field. I worked all day on a PDF project. We didn't achieve much, but I made some progress. PDF is one of the more interesting and useful methods for creating digital content. It can carry metadata and it's platform-independent. When you double-click a PDF file, it opens in Acrobat Reader. The key feature of Acrobat Reader is that it's a cross-platform application that can open and print any file saved in the PDF format for both Mac and Windows. PDF is not just a file format. It is a document format. It can also come in a lot of sizes.

25th July Printed Set
Today, I received a review copy of a magazine. I was very impressed by its design and feel for their magazine. I was happy that my website is full and it's full of challenges.

26th July  Amazing Reference!!!
Finally, I learned how to print at full resolution. I found that some of the images look much better in this resolution. They don't make use of the graphics core's resources. Make sure of the graphic core's resources,

Some of the images don't make use of the graphic core's resources.
Book: final layout of all pages
Book: final layout of all pages
Book: final layout of all pages

30th July - Nice weekend!

I went out for once that I am very happy that I hadn’t gone to sleep what for a long time. I took a lot of nice photos.

30th July - Jan up

To sum up, I think I have been this week:

- Work: some more progress, but still a lot to do.
- Social: a bit of a lull, looking forward to the weekend.
- Fitness: tried a new workout, not sure if I’ll stick with it.

Well, that’s all for now! Back to work next week. Have a good weekend everyone!
Book: appendix added inside the book
Book: appendix added inside the book

This is my company's postcard design. I take this as an example and write down the point on it.
Book: photo of the diary book
Poster: development

Design Diary
by casecola

Design Diary
by casecola

Graphic
Poster: development

Design Diary
by casacola

Illustration + photography + collage
In-house graphic designers must read!
Steer you towards greener decisions!
Poster: final poster

Design Diary
by casascota

Illustration + photography + collage

In-house graphic designers must read!

Steer you towards greener decision!
Websites: sketches
Websites: reference of blog
Websites: development
Websites: print screen

This is web banner
800 x 600 pixel
Consult with printing company before you begin to develop project.

When considering offset printing, it is important to find the right size printing press for your project. Most printing plants configure their equipment in a unique way. There are 3 unique size of printing presses:

- Bigger size (35” x 47”)
- Standard size (31” x 40”)
- International size (25” x 37”) (according to the A system)

The size, quantity type of paper, number of colors as well as delivery and quality requirements should all be considered when determining what press size will be most suitable for your printing project. It is always the best way to consult with the printing company as you begin developing your project.
Websites: print screen

This is a Button 140 x 20 pixel