

ALEX JONES

PROCESS AND PRODUCTION

COM-D 242 05

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PERSONAL STATEMENT:

Alex has loved art as long as she can remember. From the moment that she could hold a marker she's been drawing and doodling on any paper she can find: receipts, napkins, scraps of paper. Her high school notes might be as much doodles as they were actual notes. In high school was the time that Alex really got to explore her love for art and try different media. She enrolled in art courses all four years, taking Studio, Drawing and Painting, Advanced Art, and Print Making. Additionally out of her entire senior class, Alex's art was selected to be framed and hung in the main office of the school.

Alex's experience with art was not confined to her school year, however. She also attended summer art programs at The College of Saint Rose and Sage College in Albany, NY and was selected to attend the New York Summer School of the Arts. Over this time her work was also featured in the Sage Summer Gallery Show.

Currently, Alex is a sophomore attending Pratt Institute in Brooklyn, New York and if anything her love of art only continues to grow everyday. With all of the different settings she's experienced to learn art, Alex uses a wide range of approaches to solve design problems and keep her craft strong. This might mean using digital illustrations for a poster series in one class, but creating hand-drawn colored pencil renderings for another, or even learning something new for a work, like origami. Along with majoring in Communication Design, Alex is also minoring in Photography and Psychology at Pratt, extending her knowledge into the real and internal reasoning for art. The main focus of Alex's journey with art is not only to find inspiration within herself but to give that inspiration to others.

SPILLING THE TEA...

VITALI-TEA

Vitali-Tea is a tea bar and cafe concept created by Alex for the first project of the class. The design included a brand name, logo, and menu design, as well as, a conceptual idea of what the cafe would physically look like. The idea for a tea restaurant came from Alex's abundant love (and slight obsession some would say) with drinking tea. This love of tea stems from days at her grandma's house, stealing sips from her grandma's tea mug and continued to grow with the friends she's made through the love of tea. This essentialness of tea in her life was the influencing factor to the name of the cafe, Vitali-Tea, because it seems to be that for Alex today.

The design concept for the cafe was life, as the name is Vitali-tea. The cafe would be decorated with an abundance of plants, with a woodsy, rustic feel. The menu's main focus is tea and creating a perfect cup, but the cafe is imagined to also have some light lunch food, such as sandwiches, soups, and pastries.

The approach to creating this design was to try and use similar elements in many iterations to experiment with the numerous different ways that they could be arranged.





Space, Adventurous, Ancient.



Botanic, Nature, Woody.



Variety, Charming, Curvy.



Pop of Color, Fun, Cozy.



Cute, Bubbly, Handwritten.



Personal, Childish, Dainty.



Illustrated, Explanatory, Personal.



Simple, Straightforward, Small.



Categorized, Classy, Slick.



Elegant, Expensive, Lavish.



Diverse, Organized, Linear.

Pictured on the right of the previous page is the finalized logo for Vitali-Tea. The concept was to combine a well known element of tea with the interior design concept of the cafe. The result of this was the combination of a tea kettle and a leaf, along with the inside of the leaf appearing to hold liquid. Alex found this design the most fitting because it played on the term “tea leaves” just as the name of the cafe played on “Vitality”.

The pictures on this page are the beginning mood boards for the cafe. The concept was to make a place that was calming and felt personal. This feeling was achieved through the ideas of hand lettering, chalkboard designs, and plant life decorations.



Rustic, Open Planed, Group Accommodating.



Window Seating, Cozy lighting, Out-looking Bar.



Good color scheme, Neat, Great white tiling.



Amazing View, Outside seating, Classy.



Casual, Variety, Options, Well-kept, Organized.



Very Organized, High end feel, Smooth look.



Colorful, Earthy feeling, Simple.



Great 360 view, Fancy, Open feeling.



Polished, Color coordinated, Upscale.



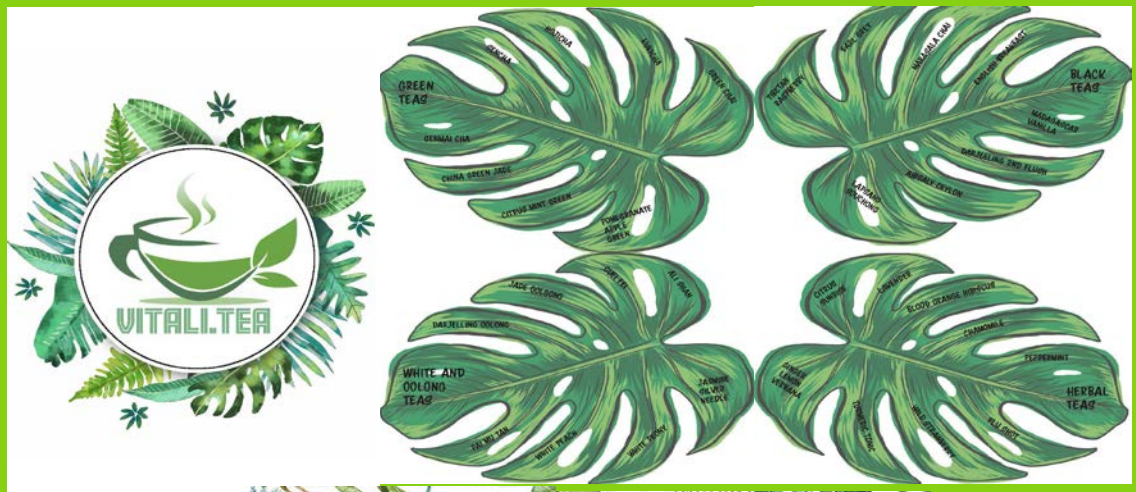
Light and airy, Compact, Cute, Greenhouse.



Warm, Intimate, Backyard atmosphere.



Elegant, Spacious, Forest sense.



When first making the mock-ups for a menu design, Alex decided to use similar elements in each: a variation of leaves, tea cups, and branches to see how many ways they could be arranged differently. Using similar elements allowed Alex to focus more on creating a comprehensive and aesthetically pleasing menu rather than spending a majority of time drawing out or collecting illustrations to use.

Many different types of text were also explored in the beginning compilations, ranging from handwritten, to cursive, to serif, and sans-serif. Alex found that what fit with the design and concept the most was the hand-lettering, because it encouraged the homey, calm feel that she wanted the cafe to display.

The Final Menu- pictured right, featured elements from each draft menu. The most complicated and visually designed pages are the ones that hold the teas, as they were cut out into the shape of their leaves. Alex decided on this after much contemplation because of the interesting interaction it would give patrons. The final menu also holds a more cohesive color scheme and imagery than the previous drafts, which Alex felt was a nice and effective touch to pull the entire project together.



ABOUT US
 VITALI TEA IS MADE TO BE A LIFE GETAWAY, SURROUNDED BY GREENERY EVERY SEASON. IT IS A REMINDER TO TAKE THE TIME TO SLOW DOWN AND RELAX ONCE AND A WHILE. ESCAPE THE HUSTLE AND BUSTLE OF CITY LIFE THAT WE ALL KNOW A LITTLE TOO WELL. OUR ROOFTOP SET-UP HOPEFULLY LIFTS YOU ABOVE ALL YOUR WORRIES. A HELPFUL REMINDER THAT THEY ARE AS SMALL AS THE PEOPLE ON THE STREETS LOOK FROM OUR TERRACE. PROVEN TO BE A GET RELIEVER OF ALL ILLS. WE TAKE VALUABLE CARE OF OUR TEAS HERE, CAREFULLY CHOOSING THE ONES WITH THE BEST FLAVOR AND SOURCING THEM FROM FAMILY RUN DISTRIBUTORS. ADDITIONALLY, ALL OF OUR FOOD IS ORGANIC AND NATURALLY GROWN FROM IN-STATE, SO YOU CAN FEEL GOOD ABOUT WHAT YOU DRINK AND WHAT YOU EAT. WE HAVE TO WARN YOU THOUGH, ONCE YOU HAVE YOUR FIRST SIP, TEA GROWS ON YOU, AND SOON IT WILL RUN THROUGH YOUR VEINS, JUST LIKE IT DOES IN OURS.
 SINCERELY,
 VITALI-TEA

CUSTOMIZE YOUR CUP!

- PICK A SIZE:
 SMALL #2
 MEDIUM #3
 LARGE #4
- CHOOSE A TEA...
 (ANY TEA WE HAVE IN HOUSE WORKS)
- ADD STUFF IN!
 (TUES-THUR-FRI \$2K \$1
 ADDITIONAL ADD-INS +1.50 EACH)

SWEET

SOUPS: \$6

- TOMATO VEGETABLE
- QUINOA, SWEET POTATO, AND BLACK BEAN
- TUNIC, CHICKEN, AND RICE

SALADS: \$7

- KALE CAESAR
- SPINACH, CUCUMBER, CRANBERRY, AND GOAT CHEESE
- ROMAINE, STRAWBERRY, PECAN, FETA

TEA SANDWICHES: \$8

- CUCUMBER, ARBUZILLA, HERB GARLIC CREAM CHEESE
- TURKEY, PROVOLONE, PESTO MAYO
- SPINACH, ROASTED RED PEPPERS, HUMMUS

BAKED GOODS: \$7

- POTATO, CHEDDAR, KALE QUICHE
- TOMATO FETA GALETTE
- ZUCCHINI CORN SCONE

EXTRAS: \$4

- CHOCOLATE CHERRY BLONDIE
- MAPLE WALNUT BROWNIE
- PS AN J CRUMBLE BAR

SCONES: \$5

- MIXED BERRY
- APPLE CINNAMON
- TAHINI DARK CHOCOLATE (ALL SERVED WITH RASPBERRY JAM AND SCONE CREAM)

TEA CAKE SLICES: \$6

- BANANA WITH PEANUT BUTTER FROSTING
- BLACK VELVET WITH VANILLA BEAN BUTTERCREAM
- STRAWBERRY BASIL WITH CARDAMOM CREAM CHEESE FROSTING

COOKIES: \$4

- CHOCOLATE CHUNK
- CINNAMON SNICKERDOODLE
- RASPBERRY WHITE CHOCOLATE
- SHORTBREAD

OTHER DRINKS

MATCHA LATTE
CHAI LATTE
CAFE LATTE
CAPPUCCINO
MACCHIATO
AMERICANO
LEMONADE
HALF AND HALF VANILLA STEAMER MILK

SUGAR:
 WHITE CANE, BROWN, COCONUT, SPLENDA, SUGAR IN THE RAW, SWEET AND LOW, SIMPLE SYRUP, TURBINADO

MILK:
 WHOLE, SKIM, ALMOND, CASHEW, SOY, OATLY

SPICES:
 GINGER, TURMERIC, CARDAMOM, CINNAMON, PUMPKIN PIE SPICE, NUTMEG, BLACK PEPPER

HONEY:
 WILDFLOWER, CLOVER, BUCKWHEAT, BLUEBERRY BLOSSOM, ORANGE BLOSSOM, APRICOT, PEACH, CHOCOLATE.

HERBALS:
 WHITE CANE, BROWN, COCONUT, SPLENDA, SUGAR IN THE RAW, SWEET AND LOW, SIMPLE SYRUP, TURBINADO

AFTERNOON TEA FOR TWO...

THE

TEAS

STEP 1: CHOOSE TEA
 STEP 2: PICK TWO SAUCY ITEMS
 STEP 3: PICK THREE SWICKE ITEMS
 ADD YOUR CUPS OF TEA
 \$30

BLACK TEAS

HERBAL TEAS

GREEN TEAS

WHITE AND OOLONG TEAS

THE FINAL MENU

EMOJIS AS YOU'VE NEVER SEEN THEM BEFORE...

It's probably hard to imagine the claim "Emojis as you've never seen them before," they're everywhere: phones, signs, even ads. Emojis are the prime example of design communication, images people use everyday to get their messages or emotions across. This project however, took them out of the communication world and into the art world. The end result creating three mandala designs and coordinating gifs out of different pieces of well known emojis.

The creation of these designs went through much exploration and research. To begin, Alex first went out to discover and capture references of symmetry in daily life. Walking around the well known streets of Brooklyn, Alex decided to make a challenge with herself to see how many references of symmetry she could find walking to the store one weekend morning. Using these images, Alex overlaid symmetry and grid lines in Adobe Illustrator to help understand the different types of symmetry and prompt new ways of viewing it.

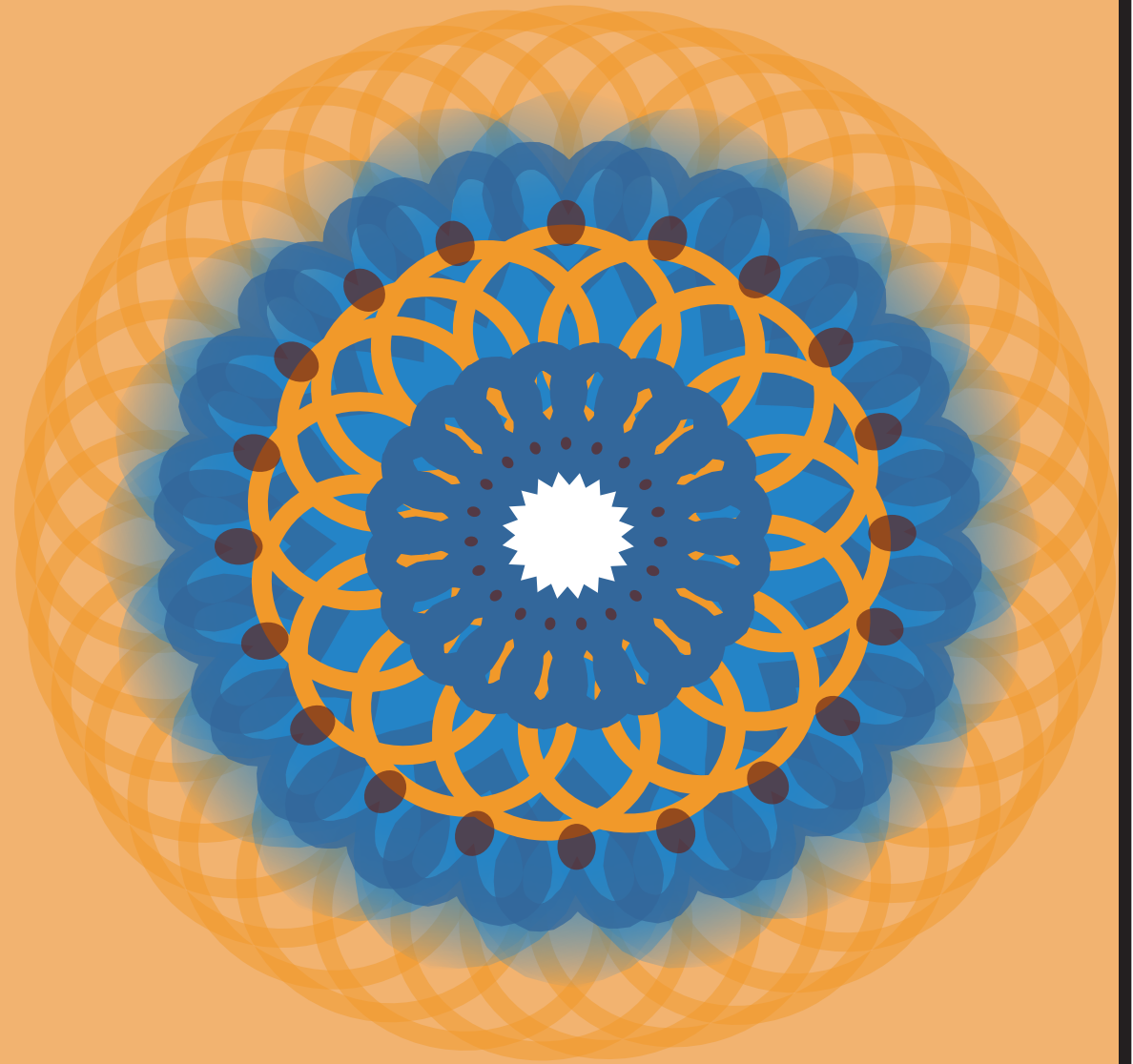
The next stage of the research project introduced the emojis to the design. Picking ten emojis from from the most common keyboard, Alex brought these into Illustrator and traced over individual elements with the pen tool. In the end the individual elements made up the completed emojis, but the process of creating each piece individually really helped Alex to see the variations of designs that could be made just with simple elements, and even just using the range within one emoji.

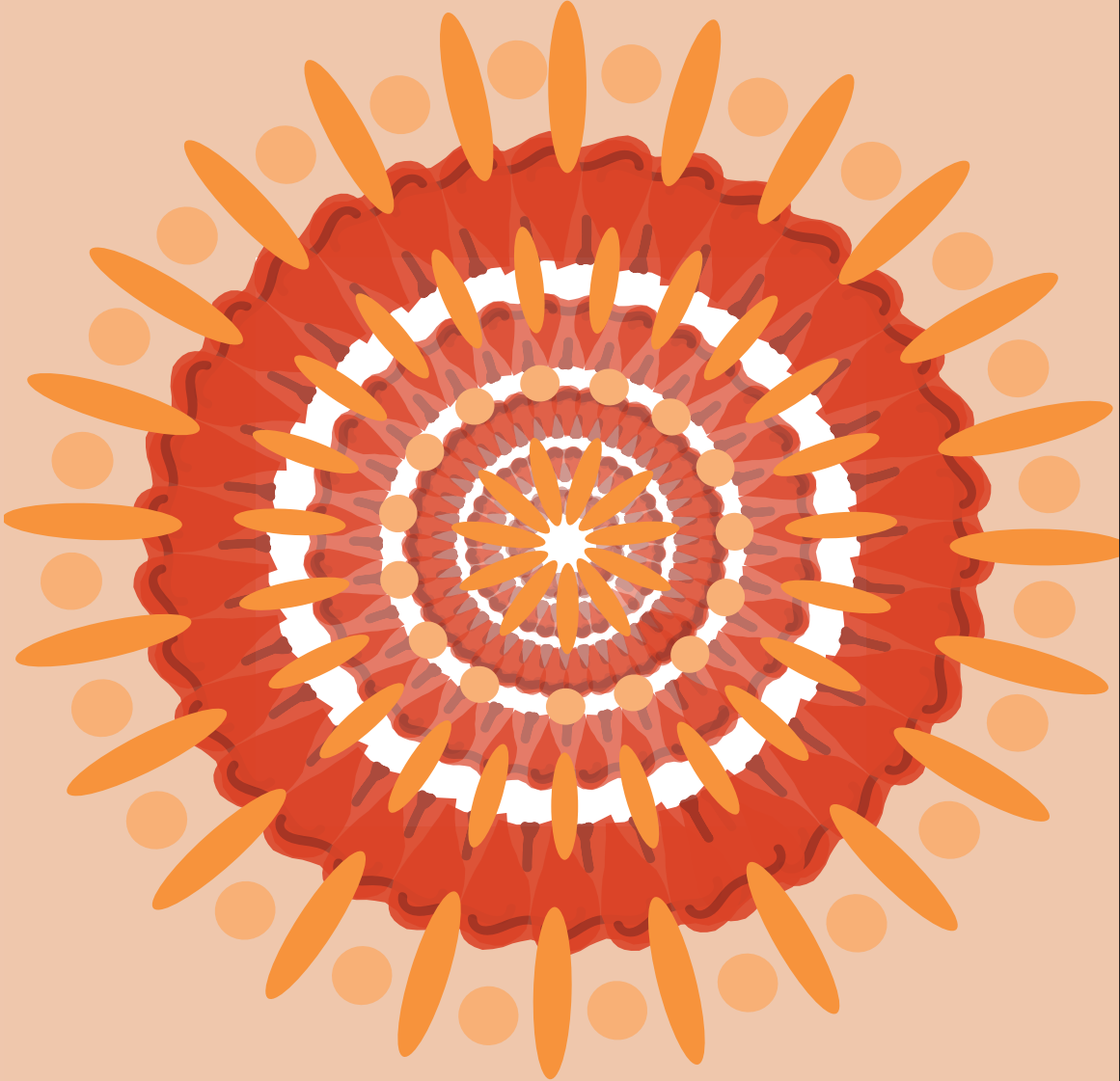
After all of this research was processed, Alex began to create concepts for her designs, first starting out with ten rough iterations in Illustrator before picking three to refine further. The three chosen and refined pieces are pictured here: *The Golden Coin*, *Morning Sunburst*, and *Watermelon Wreath*. Eventually, these images were also turned into gifs. For these gifs, Alex took inspiration for the moving elements from internet loading and waiting signs, as an idea that while one waits they might as well look at something nice.

Overall, this project really pushed Alex out of her comfort zone and to deal with new tools and techniques. Having never used the pen tool for large amounts of work in Illustrator before, the research of emojis not only helped Alex to mentally break things down, but also increased her ability and knowledge of the software program. The same is relevant to producing and exporting gifs in Photoshop, a skill that has already come in handy for another class' final that she was already enrolled in.

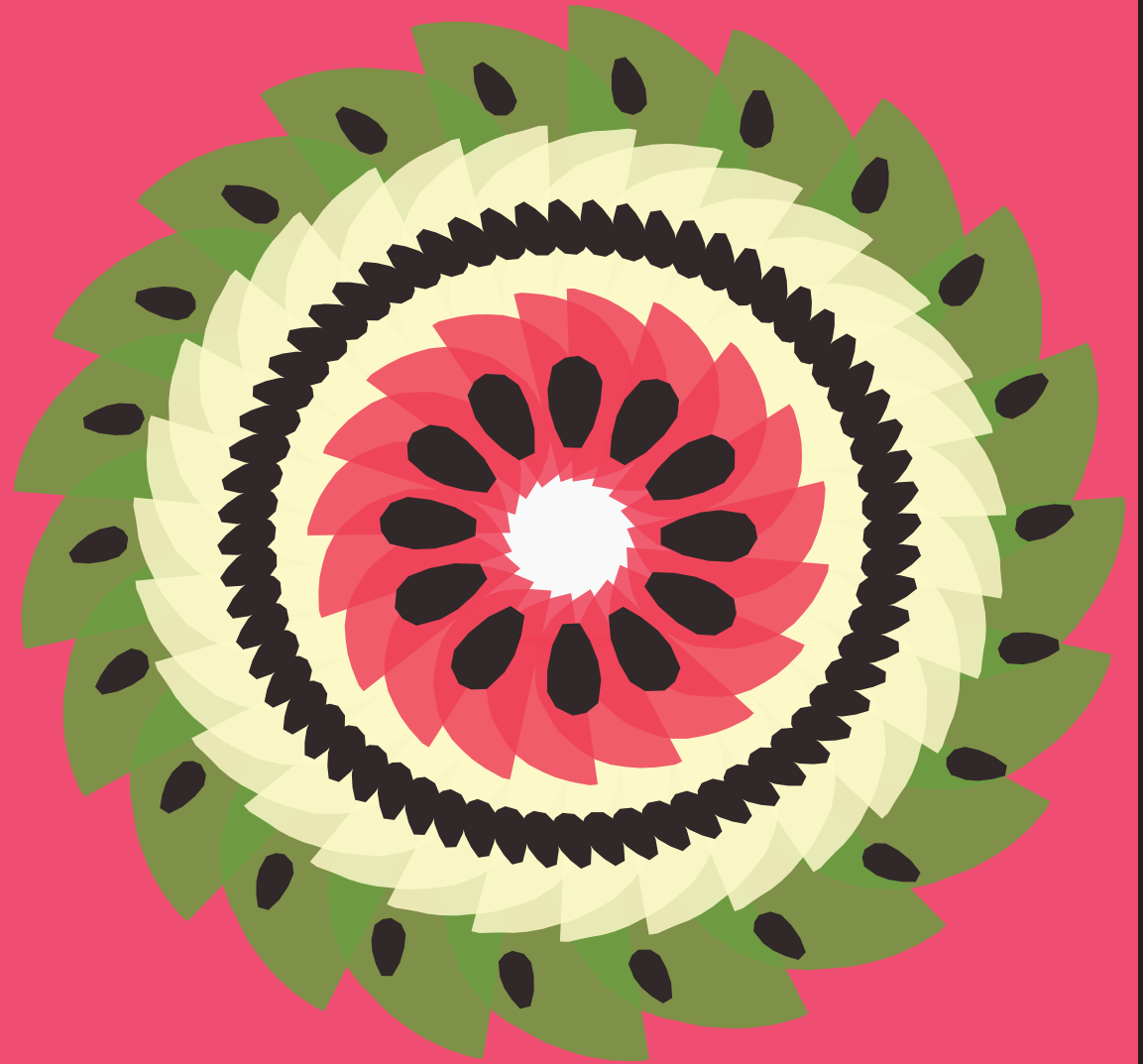
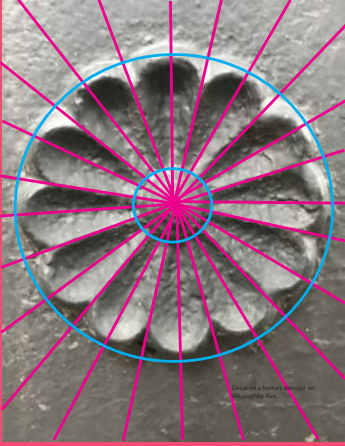


A bike chained on the street near Washington Ave.





Morning Sunburst



Watermelon Wreath

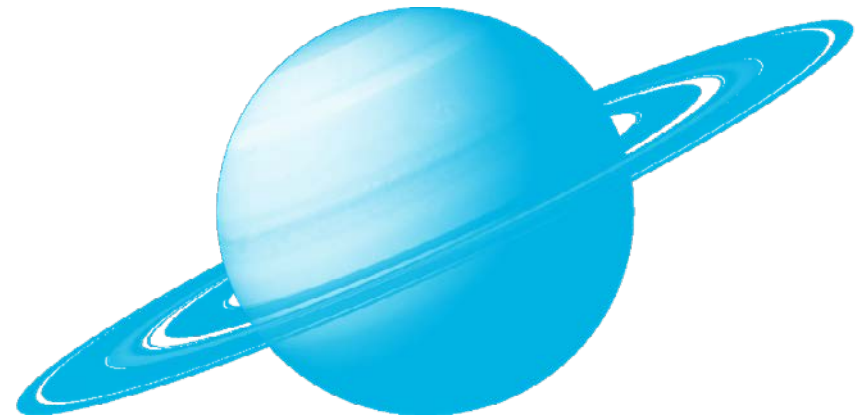
CURRENCY... IN SPACE!

THE DEMOCRATIC PLANET OF SATURN

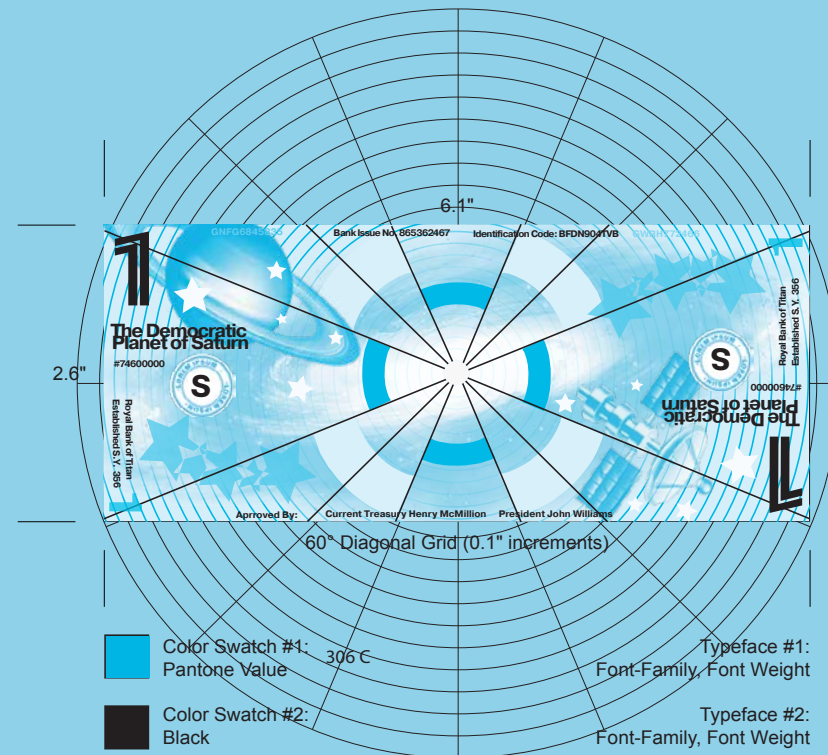
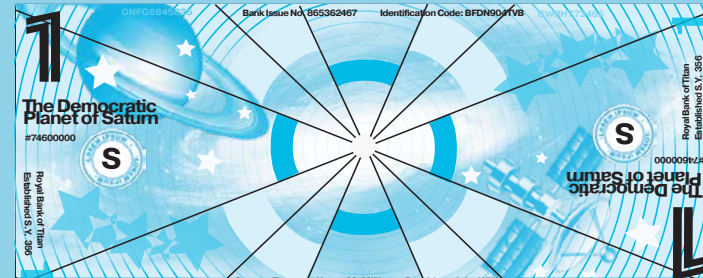
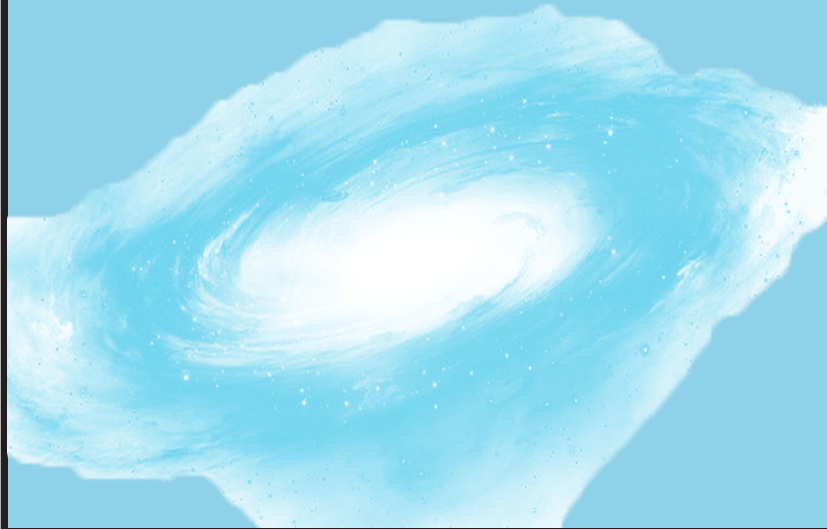


Imagine a universe where planets are the equivalent of our countries today. Technology has advanced so much that interspatial travel can happen as easily as a car ride and with the dramatic population increase the living space is desperately needed. This is when the Democratic Planet of Saturn is established, in Space Years (S.Y.) 355. Normal yearly counting reset with the extension of the galaxy, in the human year 4539 A.D. Now each planet, new and old, has its own form of government, ranging from Democracies, to Monarchies, to Totalitarian states. The Universe is now an ever expanding INHABITABLE space for us to wander...

This of course is just the world that Alex created for a currency project. The need for a world was not hard to imagine, as Alex has been creating many different world in her head since she was a child. This experience with world building was also beneficial in really being able to imagine what the planet, citizens, and currency might look like. Alex's idea was to produce a currency that looked modern or even forward thinking, something that wouldn't probably pass as legitimate currency today. This is because since the imagined world is set so far in the future, it could also be considered that the small things, like monetary design have changed and adapted with the times.



All of the currency notes for this set are created using one Pantone Solid Coated Spot color, in this instance 306 C, and a range of grayscale. Additionally, only two type faces were used, Amboy Inline and Pragmatica Bold. The former was chosen for its graphic, sleek quality and the latter was chosen for its bold yet simple appearance. The Pantone color 306 C is a middle blue shade, and was chosen for its closeness to the sky, imagining what saturn and its sateltes might look like from the face of the earth.



Color Swatch #1:
Pantone Value 306 C

Color Swatch #2:
Black

Typeface #1:
Font-Family, Font Weight

Typeface #2:
Font-Family, Font Weight

Typeface #3:
Font-Family, Font Weight

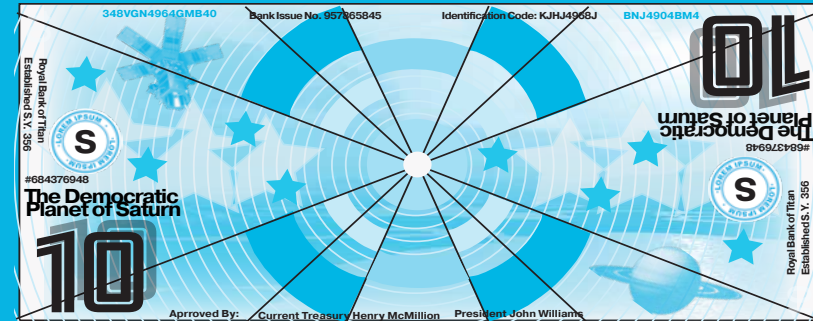
AMBOY INLINE

Pragmatica Bold

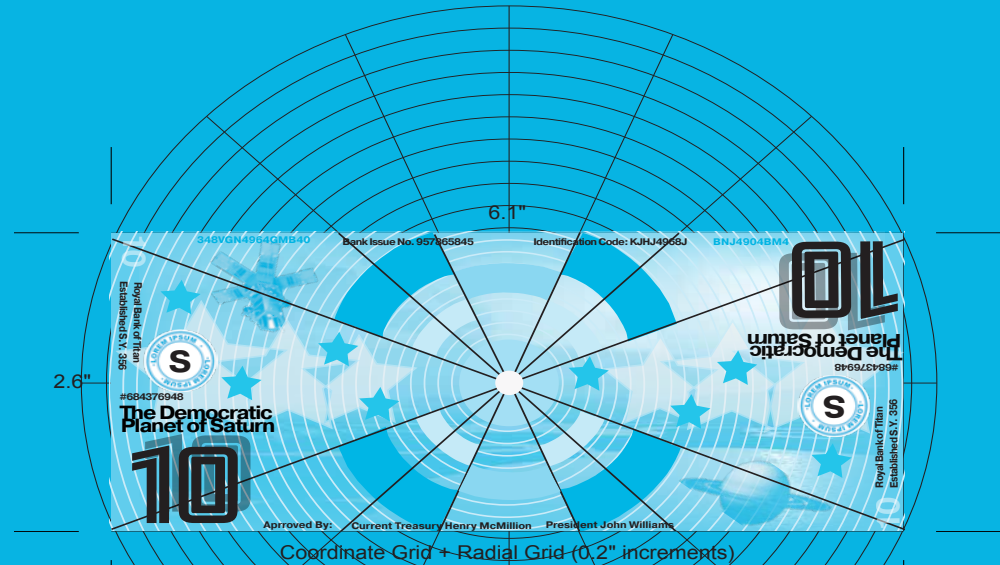


The currency was created based on radial Symmetry, with a single point emulating from the center. Other graphics included overlapping stars created by the path tool, Saturn landscape backgrounds, images of the planet, and satellites.

The bills were created to be read and categorized easily. Each bill is a different tone of the spot color for easier identification and the number on the bills is in large black type, which is also reversed on one side so that the bill can be read both ways.



Currency Comp Iter
Proof



Color Swatch #1:
Pantone Value 306 C

Color Swatch #2:
Black

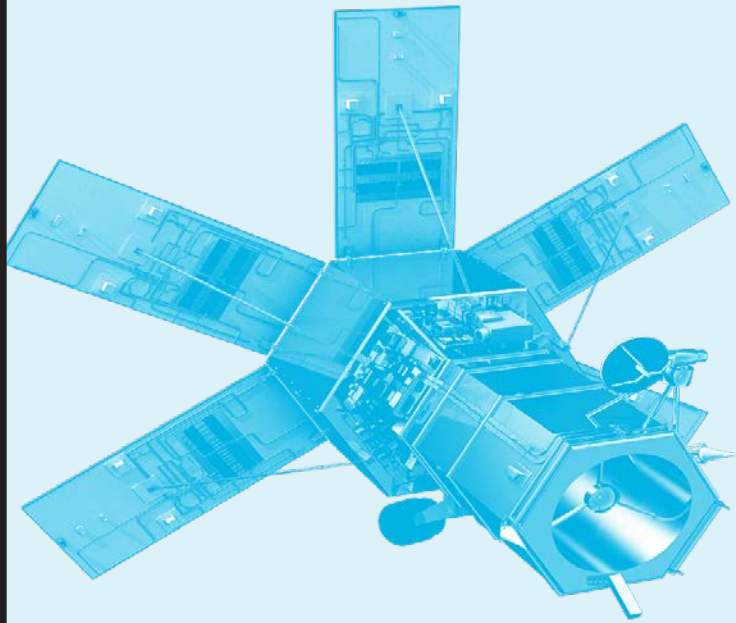
Typeface #1:
Font-Family, Font Weight

Typeface #2:
Font-Family, Font Weight

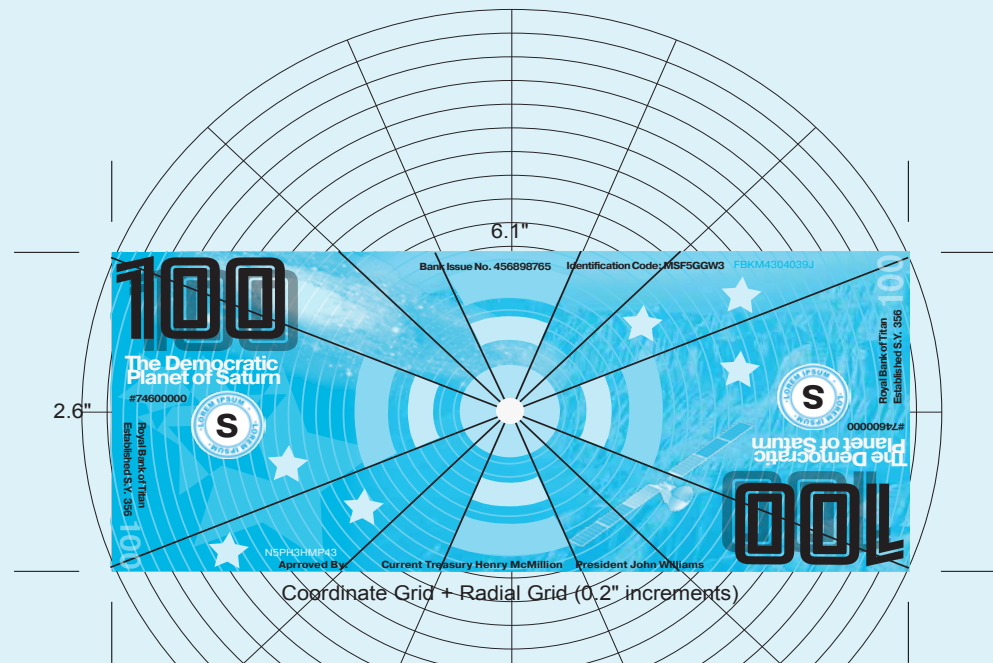
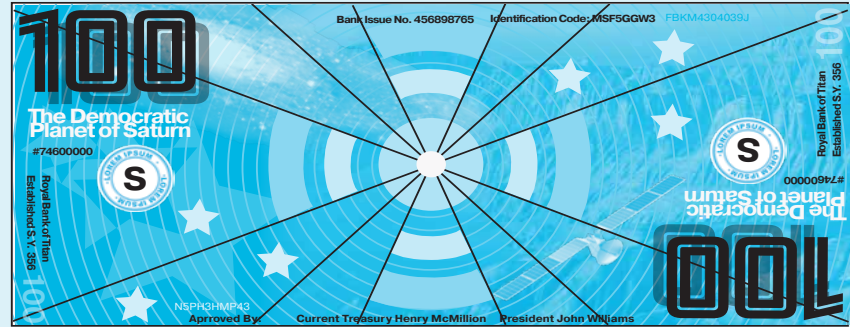
Typeface #3:
Font-Family, Font Weight

AMBOY INLINE

Pragmatica Bold



This project helped Alex become even more comfortable using the Adobe Illustrator Program, especially in creating and managing layers, how to control isolation layers, and the different effects that were available. Alex also learned how to use the pathfinder tool to create interesting icons out of overlapping shapes, such as the multiple star motifs that are present in the designs.



- Color Swatch #1: 306 C
Pantone Value
- Color Swatch #2:
Black

- Typeface #1:
Font-Family, Font Weight
AMBOY INLINE
- Typeface #2:
Font-Family, Font Weight
Pragmatica Bold
- Typeface #3:
Font-Family, Font Weight

DO YOU WANT TO STAY?

DIGITAL PORTRAIT PROJECT

Portraits... the epitome of art school projects. One can barely make it though a year without having to create one. Here the situation is different however, it might even be called interesting. This is because this portrait is not a self-portrait like expected, it's not done by hand over hours with a pencil or a brush, and it's not in a place where you would like it should be. No, this portrait is all about mixing different things together and portraying them in an unrealistic way, a somewhat new and strange concept some might believe. When Alex first heard of this project, before reading anything about it, she internally groaned... loudly. To say that portraits are not her favorite thing in the world would be a slight understatement, especially because from experience most times her own image is involved. However, a sense of relief came when reading the brief on the concept. Instead of taking images of yourself or people you know, the portrait and background were to come from photography books, daily magazines, or some other physical media instead of being just randomly pulled off the internet. Alex went to the Pratt libraries to look at multiple books, scanning in images from each to get a compilation of 10 portraits and 10 background ideas.

From here all the Alex needed for the design was a line of text. She scoured the New York Times internet site, collecting over 12 personally interesting lines from different newspaper articles to take the quotes from. It was interesting reading, as well as an interesting challenge, as the New York Times logged someone off if they read more than four articles on a single free trial. These three elements portrait, background, and text, were to be combined to create not a recognizable portrait but something in its own unique league.

Alex chose the image of a man in an office speaking into a headset for her portrait image. This is because of the dynamic angle the the head and gaze are making as well as the concept of the black and white image contrasting nicely with a color background.

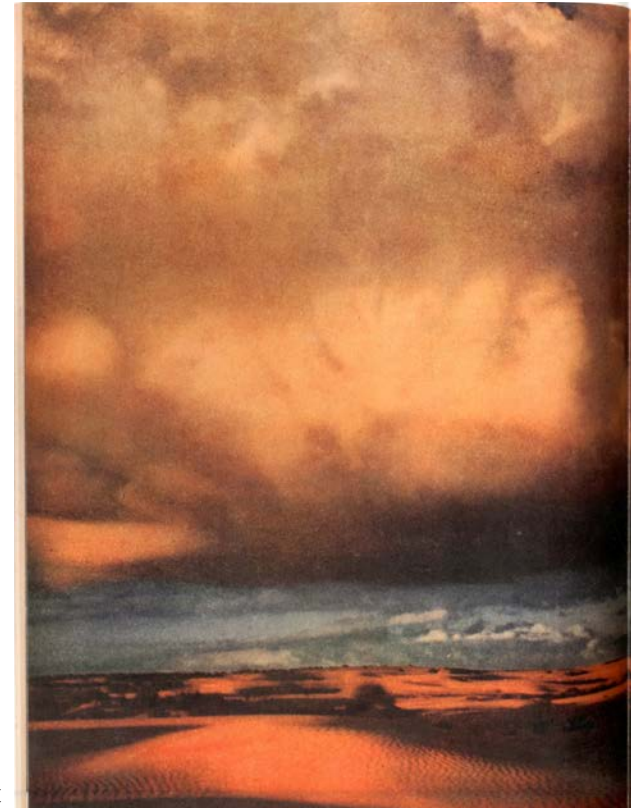


“We only stay because we want to.”

-*What Is It About the Word 'Wife'?*

A New York Times Article.

The text is from an article about the use of the label wife in the home and how it can lead to certain expectations, suggesting that couples only stay in the relationship because they want to, not because they have the labels of wife or husband.



Alex chose this background because of its combination of being simple yet complex at the same time. The picture is simple in that it is nearly a picture of the beach, however, it gets much more complicated with the range of tones and colors present in the sky and water.



Different approaches were used in exploring the ideas for the imagery and the text. For the imagery, Alex went over different areas of color in Illustrator, drawing each section out on a different layer with the pen tool. This was done with 5 of the scanned portraits and 5 of the scanned landscapes to give Alex a variety of options to work with. These first iterations were very minimal, not very detailed renderings used mostly to just get the idea across.

We only
stay
because
we want
to be
here



Along with the 5 Portraits and Landscapes, five text layouts were to be refined. Here Alex could use different fonts, scaling, effects, duplications, etc. to make the words graphic on their own.

After reviewing all of the work, Alex picked the elements above to combine for her portrait project, feeling that the quote would fit nicely with a businessman out of place at the beach.



This is the final portrait compilation. The figure and sky were more heavily detailed to create a better sense of rendering and depth, as well as, the text was added to the upper right corner by way of a speech bubble. Alex felt that a speech bubble would be an appropriate form to show the text given the headset that the figure is wearing. The hand-drawn appearance of the text along with the changing colors were both effects instituted to integrate them better into the piece, hopefully emulating the feeling of the background. This final piece was also created into a small gif, starting with just the background, and having the figure appear and then step by step the text.

This project taught Alex the best way to create curvature with the pen tool and additionally how much small details can really change a composition to make it seem more cohesive.

ACKNOWLEDGEMENTS:

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SLIDE DECK:

