

Application of Graphic Design to different areas of communication

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Final Project of Industrial
Design Engineering and Product
Development

Academic course: 4th Course





LET'S LEARN ENGLISH

OUT OF CONTROL

TIPOGRAPHY IN CANDEM

BALANCE

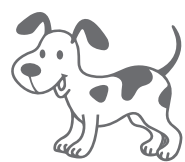
THE TOTAL MAN



Let`s learn English!

Learning book

TYPE: Graphic design
CLIENT: Creative Conscience Awards





Let`s learn English!



Brief and content

Creative Conscience is a global movement that aims to improve the communities we live in, helping to transform the wider world. It proposes some topics to work in from which the Refugee Crisis was chosen.

The situation in Syria is getting worse and this results in a large number of Syrians who, after leaving their home, now find themselves in a country whose language they do not know.

This project proposes a solution of that problem, so its objective is to teach English to all those Syrian that need to learn this language in a simple and entertaining way.

For this purpose, a pack of eight books will be delivered, which includes the necessary lessons so they will have the basis knowledge to integrate easier in a new society.

The books are aimed at a young user, so the design follows a childish theme that can attract them.





Let`s learn English!



Books and covers

The learning is divided into eight books that focus on a specific topic.

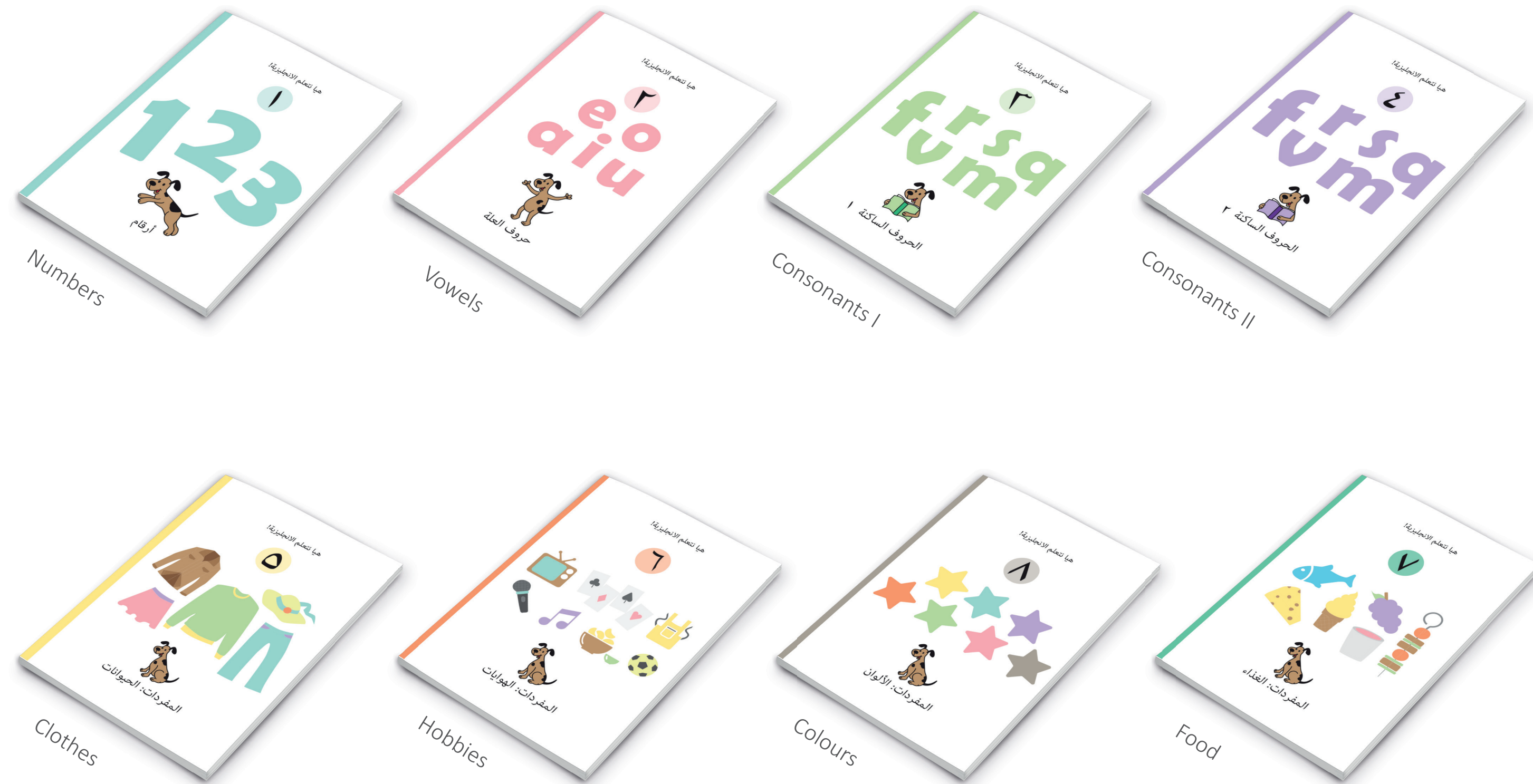
The process of learning is gradual because arabic and english are languages totally different, especially written.

So first they will learn the differences of writing in english and in arabic and the numbers.

Then, the vowels and consonats, so they will be able to identify each letter.

Once they are able to read and write in english, they will learn the basic vocabulary to be able to understand a conversation.

All books at the end include a colouring section and some excersices so the learning process is more enjoyable and didactic.



Let`s learn English!



Illustrations and process

The Flash character was created to make the learning process more dynamic and entertaining.

Flash is a friendly dog that will guide the children through the eight books, explaining the exercises and giving them tips and tricks.

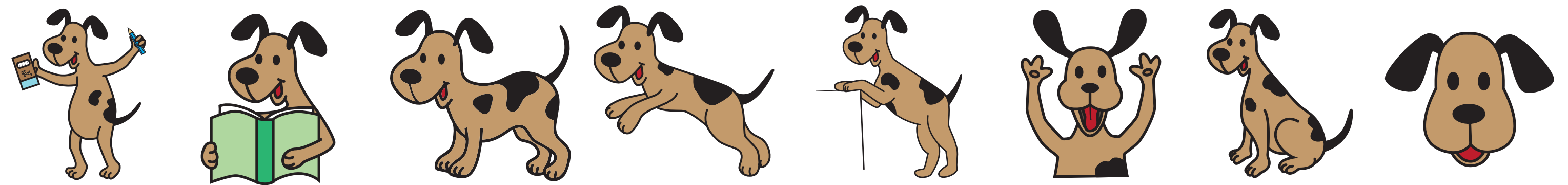
The design results in a funny and simple animal, so it will not distract the child from the educational content.

In addition, a series of coloring illustrations have been designed, which adds more fun to the learning.

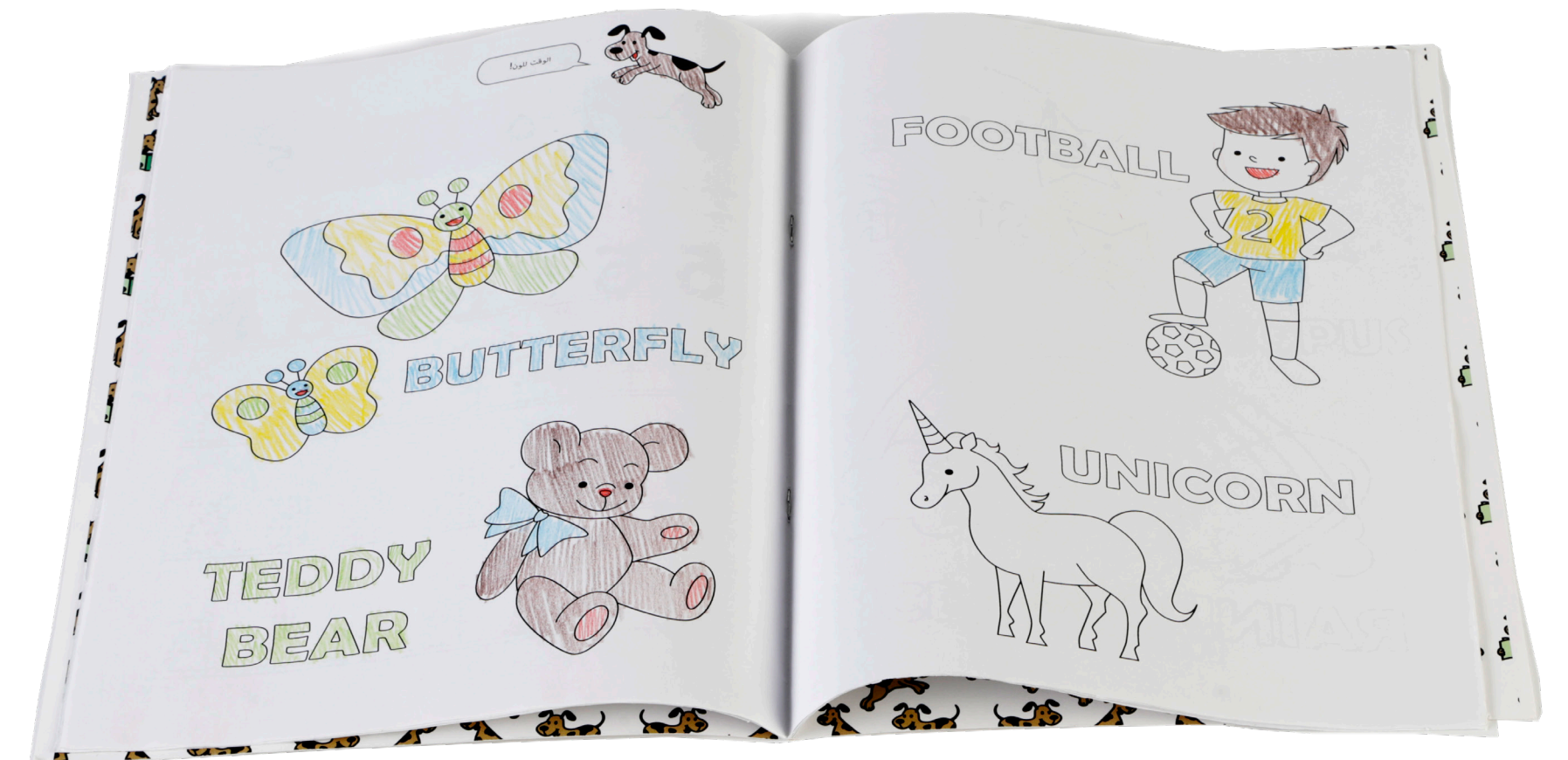
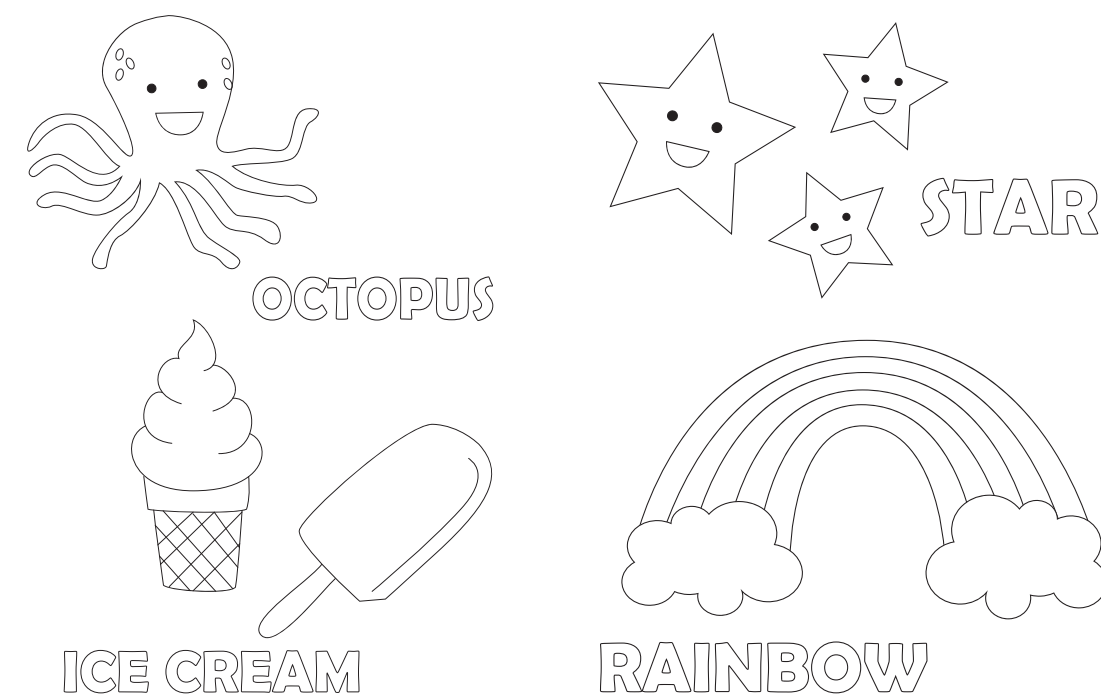
For that, the books will include a box of colour pencils with a little Flash draw. And as a reward, it also brings a Flash toy with whom they can play when they stop learning



Flash character:



Colouring illustrations:





Out of control

artistic magazine

TYPE: Graphic design
CLIENT: Control Magazine



Out of control



Brief and contents

CONTROL was an artistic magazine created by conceptual artist Stephen Willats and founded in 1965. It is a vehicle for multi-disciplinary collaboration, creative enterprise, research, community and audience engagement.

The aim of the project was to interpret the meaning of the word “Control” and to design a new volume of the magazine based on that concept.

This volume is entitled “out of control” and is a criticism of the exaggeration of social networks in today’s society. How we sell our intimacy and person in exchange for a couple of likes, the loss of humanity in the era of communication.



Out of control



Design concept

The magazine criticizes the many trends or behaviors that have emerged in this era in an abstract and impactful way.

The cover has two elements to highlight. As a background there is a distorted bar code, which reflects the absurdity of the human being selling his own dignity in the networks. On this we find the logo of the magazine, a happy but inverted emoji, which expresses a false happiness, as if it were seen through a mirror.

In addition, the magazine brings a large format that contains the most prominent pages. The real magazine is the little one, which we can find inside the big one.

To create the large magazine, a long document was printed with the plotter and then french folded.

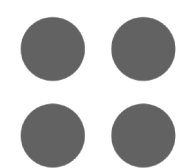




Tipography in Candem

Lettering compilation

TYPE: Graphic design
CLIENT: Candem Town





Out of control



Design concept

In the city of London there are many very characteristic and different neighborhoods. This project wants to demonstrate it in an artistic and abstract way.

For this, the neighborhood of Cándem was chosen and the great change of typography from one end (Hamstead) to the other (Candem Town) was analyzed.

This is what emerges: Tipography in Candem, a book that includes the numerous types of typographies found in the posters and shops in the different neighborhood areas.



Out of control



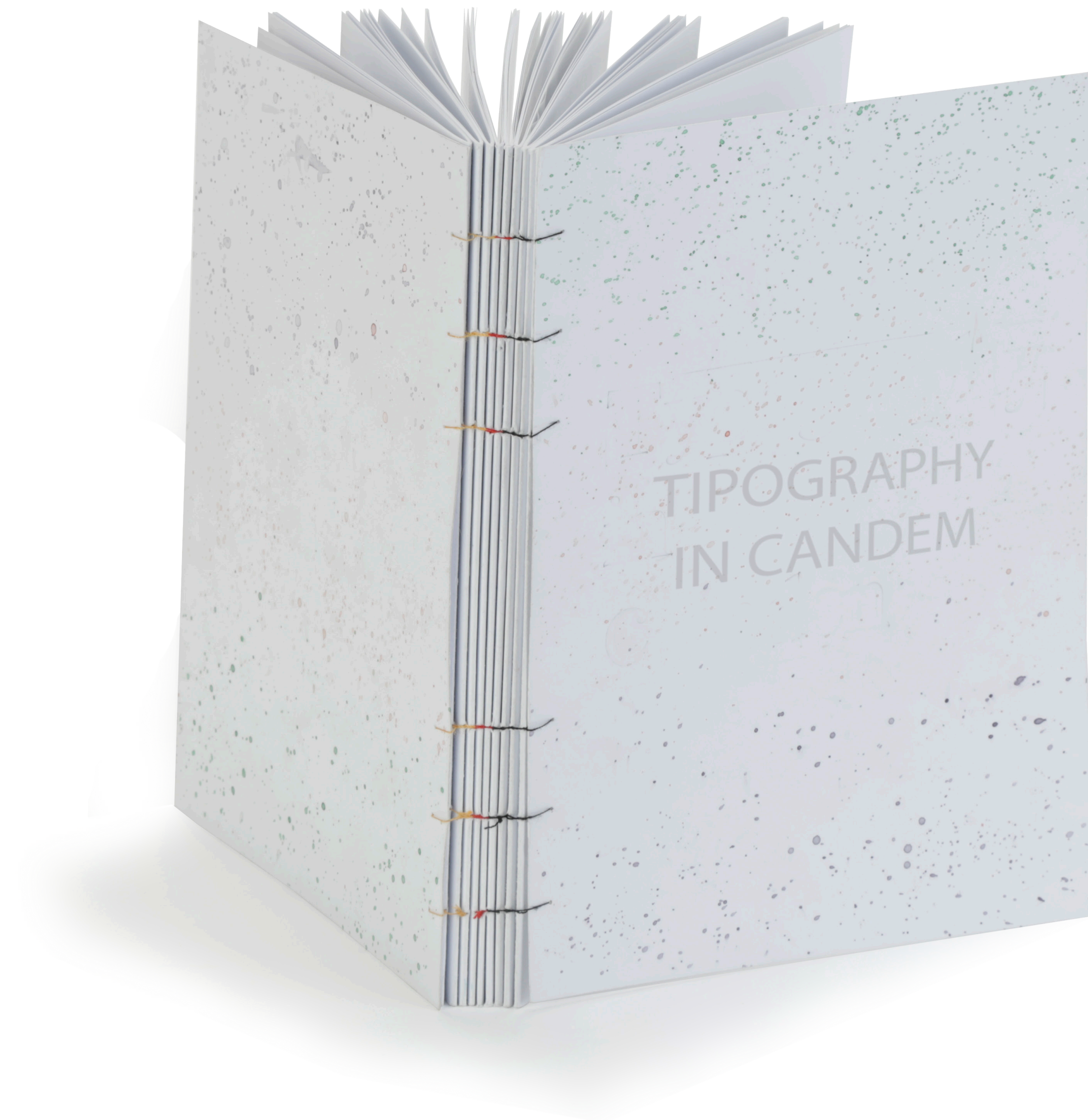
Process and result

To carry out this project, the three main areas of the district of Candem (Hamstead, Chalk Farm and Candem Town) were visited and their posters and signs were photographed.

With these photographs, their typographies were vectorized and arranged as a catalog, so that the user can tour the neighborhood through its changing letters. So it reflects the change from the classical and serified typographies of Hamstead to the more manual and irregular of Candem Town.

These signs are located on a map of each area with numerous colored dots, which are then associated with the corresponding typography page

Also to bind the book, the Kettle Stich bookbinding technique was carried out in such a way that it divides the book into three different colors, each one corresponding to an area of the neighborhood.



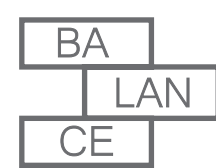


Balance

Game design

TYPE: Product and graphic design

CLIENT: Hasbro



Balance



Brief and content

Each year, D&AD celebrates the “new blood awards” in which numerous companies propose briefs for students to try to find a solution.

Among them was Hasbro, who proposed the realization of a game for young adults inspired by a classic game. In this way Balance is born.

Balance is inspired by the famous game Jenga, whose goal is to remove the pieces of a tower one by one without making it falling.

However, in this version the game does not end there, but each piece has written a challenge that the user must perform to continue playing. In addition, those who throw the tower must take a “Chilly card”, which contains more embarrassing and harder dares.



Balance



Process and colours

The manufacturing process begins with a long wooden board, which is cut and filed to form the fifty-four pieces that make up the tower.

Then, they are painted with different colours and then it is engraved on them the inscription with the different dares.

Moreover, there are two colour versions of the game: one in red range and the other combining blues and yellows.





The total man

Exhibition catalogue

TYPE: Graphic design
CLIENT: The Lettering Arts Trust



The total man

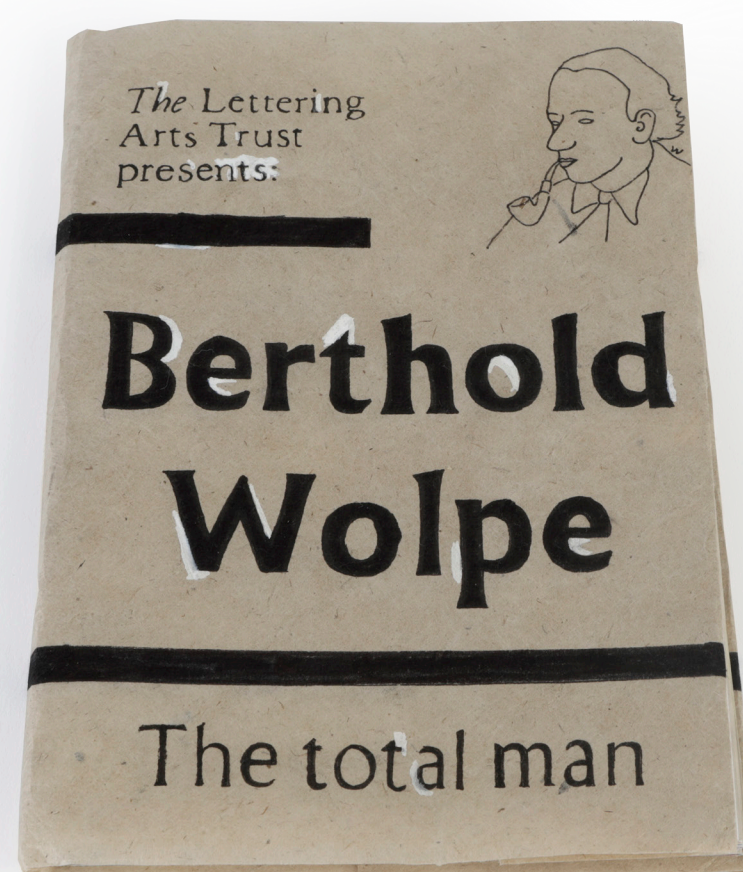
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Brief and content

Berthold Wolpe was one of the most famous type designer, calligrapher and graphic designer in London in the era of the 50's- 70's.

During May and June of 2018, The Lettering Arts Trust organised an exhibition to celebrate the life and the work of this master of design.

For this, a catalogue was designed to collect the life and work of the protagonist of the event.



The total man

W

Brief and content

This catalogue tells the life and works of Wolpe in a way that transports the reader to the time when the designer's main tool was ink and eraser.

This feeling is represented in a way that the cover is made and corrected by hand and the catalogue is printed on the paper used for these designs by hand.

However, when the reader opens and reverses the catalogue, he finds the colorful book jackets designed by Wolpe, giving rise to a striking poster.

