

# DESIGN NEWS

DECEMBER  
Issue 01  
2020



**FIRST ISSUE**

Together, Adobe Max, Student Success!

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EDITOR / WRITER / DESIGNER / CAVELL ORD-SHRIMPTON  
WORK / ARDEN BA (HONS) GRAPHIC DESIGN STUDENTS  
COVER/ CAVELL ORD-SHRIMPTON



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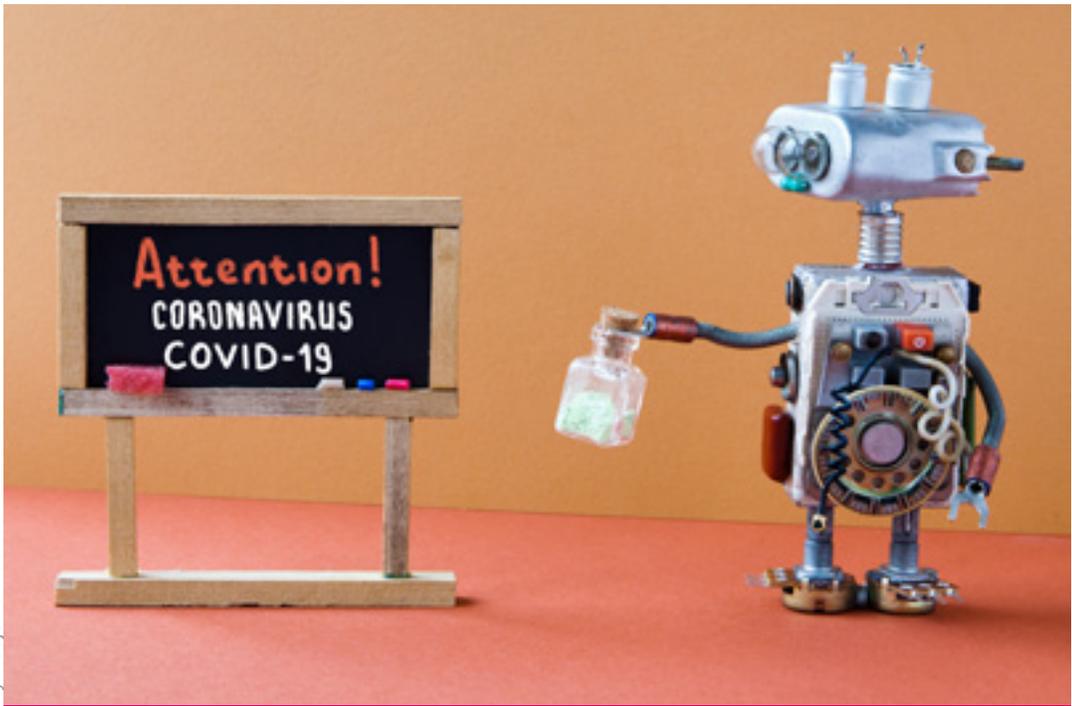
*Feature, news, competitions*

Produced as a course journal for Arden University students and staff,  
by Cavell Ord-Shrimpton



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Stay safe wherever  
you are and always  
be kind.



By Besjunior

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# Editorial Note

*“Design creates culture. Culture shapes values. Values determine the future.”  
-- Robert L. Peters*



By twenty20photos

**W**elcome to the first edition of a new design news journal. The aim of this journal is to present industry and academic level projects in one place. Along with student successes, news, important events to watch, and lots of information and of course, much more.

**T**his last year has put us all under more pressure than we have experienced before as a whole world and we have

all had to adapt. We have had to worry and consider an unknown virus, we have been distanced from loved ones, prohibited from travelling, had our freedoms limited and panic bought loo rolls and bread at an exponential level.

**I**t's been tough and yet through it all we have all managed to keep our patience. We have seen acts of kindness and thoughtfulness and we have kept going. We hope you enjoy this journal.

# Adobe MAX 2020

# 01

*This year Adobe went ahead and dropped a series of diverse, sometimes internet generated content for their Adobe Max Creativity 2020 conference, leaving the traditional format for a new style of presentation.*

By Cavell Ord-Shrimpton



**W**hat a fascinating ride from the Adobe Max Creativity 2020 conference, moving quite rapidly from one scene to another, then jumping into a tutorial, back out for a cocktail interlude with Stanley Tucci and back in again, generally absorbing as much creativity over the time frame as Adobe could fit.

**I**f you missed the event then have no fear, Adobe loves us all so much, as Adobe subscribers you can access all of the content individually via the recorded files. Unfortunately, you are not able to interact

with the speakers or be part of that Twitter stream as that was only for the duration of the creativity conference, but you can absorb the content at your leisure.

**A**dobe MAX showcased Adobe Sneaks and let us see some of the ideas being generated over the 12 months. For a full review take a look at the Creative Bloq Max Sneaks review. For more information take a look at the link on the next page.

<https://www.creativebloq.com/news/adobe-max-sneaks-2020>

**A**lso get up to speed with the new release of Illustrator for iPad on the following link

<https://www.creativebloq.com/news/illustrator-ipad-beta>

Thank you Adobe, we look forward to a great year!

Key features from the conference can be found on the following links

**Paula Scher, Partner at Pentagram**

<https://www.adobe.com/max/2020/sessions/unexpected-outcomes-od6305.html>

**Aaron Draplin, Founder of Draplin Design Co.**

<https://www.adobe.com/max/2020/sessions/what-ive-learned-since-march-15-changes-lessons-an-od6300.html>

**Elise Swopes, Visual Storyteller at Swopes LLC**

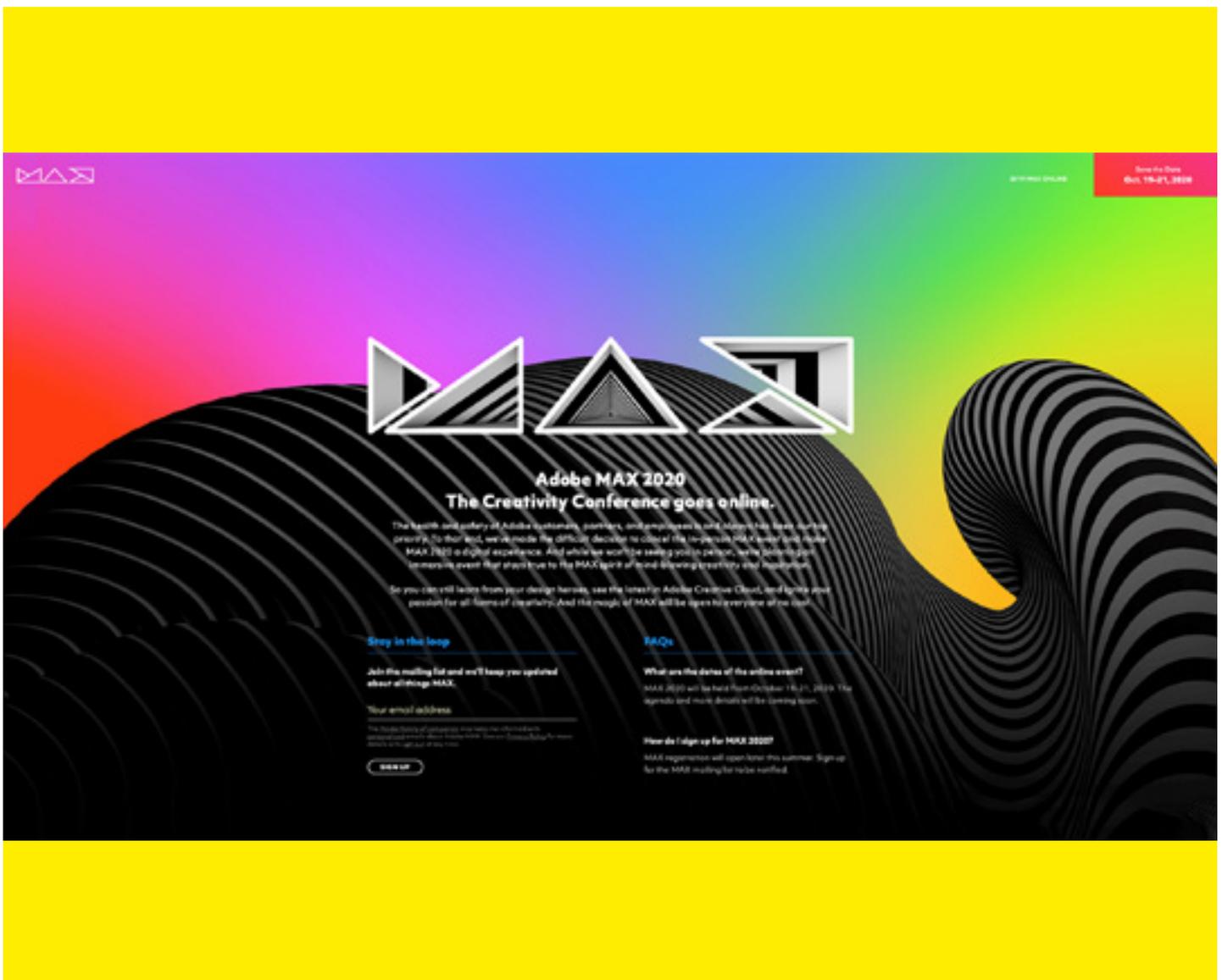
<https://www.adobe.com/max/2020/sessions/photoshop-on-ipad-for-the-modern-surrealist-od6126.html>

**Tim Allen VP, Design, Airbnb**

<https://www.adobe.com/max/2020/sessions/design-for-belonging-beauty-of-promise-and-power-o-od6308.html>

**Lauren Hom Designer, Letterer, Educator, Hom Sweet Hom**

<https://www.adobe.com/max/2020/sessions/how-to-find-your-creative-voice-without-overthinki-od6119.html>



# SELF- Promotion

02

*In a world saturated with content it is important to find your own style and keep reworking it so that you develop your own visual style. A style that you can build, rework, and build again.*

By Cavell Ord-Shrimpton

**T**he future is now, or is it tomorrow? Or was it yesterday? We never really know the exact answer, but the core truth, the present is where you are standing, and it is important in a world full of words and images to find a way to communicate who you are and what you do.

**S**elf-promotion is very important and it is important to consider this now, why not, what do you have to lose? Maybe you will get run over in the rush, maybe you will succeed, the most important thing is that you try, because you never know what you are capable of. When we are asked to consider who we are, what we do, why we are doing what we do, we often hit a stumble of words, we find it hard to articulate what we do. Stop waiting, consider who you are, where you want to go and why. What you intend to achieve and how. And consider how you can have a positive impact on others through your efforts.

**T**he work that you can see to the right is work produced by Corey Miller, he is in the early stages of producing self-promotional work, but already he has covered a lot of ground both technically and visually. When you are on the cusp of great ideas, the aim is not to sit back and think this is pretty, job done, the aim is to keep going and push, rework and refine until you really produce visually stunning creative work that has its own style that really says 'I am me, this is what I do, and I do it for this reason.

**C**orey Miller is a tenacious individual who never gives up and manages to juggle a busy lifestyle of work, family and studies in pursuit of his dream career. Mixing, testing, reworking and the all important experimental play have all become core themes of Corey's work developing his self-promotion and packaging work. Watch this space.



**Corey Miller**  
Self-Promotion  
Poster work 2020

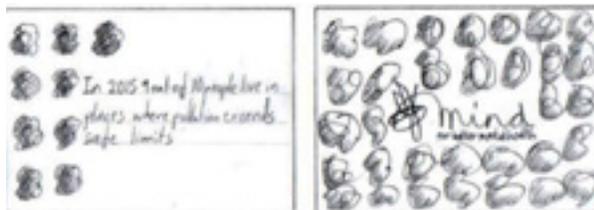


# STORYBOARDS

## 03

*In a world based on speed and fast outputs, it's all too easy to rush the first stages of the design cycle, we will show you why rushing will do you no good.*

By Cavell Ord-Shrimpton



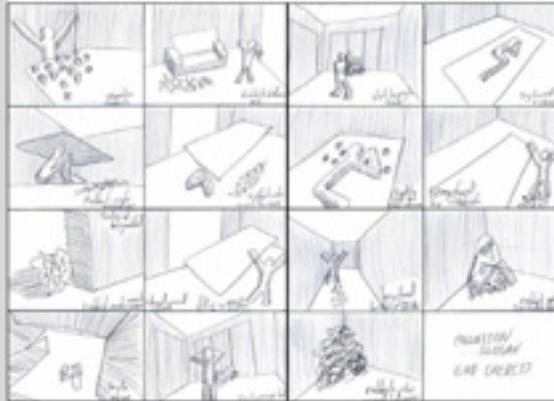
**W**e often underestimate the importance of the sketch, the scamp, the thumbnail, the doodle, but should we? No, we most certainly should not, we should cherish these moments of creativity and use this opportunity as a time to really reflect and take some time to really envisage and clarify our ideas with the fullest vigour that we can. If this stage is carried out well, the outcome will be much better than you could ever have imagined, you will be able to refine and hone specific aspects of your work with the fullest of attention.

**Z**oen Hung Lau, is an exceptional realiser of this early stage planning and really takes time to ensure that the perspective, action, meaning and viewer perspective is the subject of his early storyboard planning. To the left we can see part of the 3-stage planning for an early mental health clip. The first stage is to create a series of rough

to frame. Even at this stage great care is taken to ensure that the perspective and figures are clear and visually readable. The next stage is to create a more precise detailed set of frames that will form the core planning and structure for the proceeding clip to be acted out, filmed and edited.

**F**rom this example we can see the importance of clear planning during the early stages of any motion piece. It's important that these frames are translatable to everyone, because one day you may have many projects to work on and you may need to pass a project to someone else and if they can interpret your sketches the whole project could be in jeopardy. Do not take this stage for granted, really take time to consider the early formal drawing skills of perspective, depth, tonal variations etc.

**INITIAL STORYBOARD SKETCH DESIGNS**



1. You will appear in the background and feel behind it.



2. Man is having breakfast and realize something is wrong. His face is covered to symbolize the indistinguishable nature of mental illness. The camera zooms into the face as he senses something. The camera is stable to reflect the calm situation.



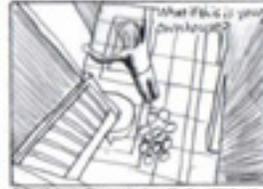
3. Rabbit enters in. Animated stop-motion rabbit appears around the corner then moves offscreen to the right. The rabbit moves slowly. The camera pans from left to right to emphasize the movement. The camera is stable to reflect the calm beginning.



4. Rabbit enters in, the rabbit moves onto the screen, around the legs and crawls up the leg and offscreen. The rabbit moves slightly faster and a bit more erratic. The camera pans slightly from left to right to emphasize the movement. The camera shakes slowly for natural look.



5. Rabbit moves towards the man from bottom of the screen and he reacts from away off screen one by one. The camera pans upwards slightly to emphasize the man getting more panicked. The camera shakes slowly to give rhythm to the shot.



6. Rabbit enters in. The man is chased by the rabbit and moves offscreen from the bottom and leaves through the door on the left. The man moves in stop-motion to create a sense of tension. The rabbit is more erratic. The camera zooms in slightly to enhance the sense of panic. The camera shakes more slowly to give natural look.



Before



After



**Zoen Hung Lau**  
Mental Health  
Video Clip

# Female

# 04

*In celebration of Black History Month 2020, Shawna-Lee Rosa-Lee Anita Lewin has been selected for producing a thoughtful and well considered body of work on the subject of black female representation in the Western world.*

By Cavell Ord-Shrimpton

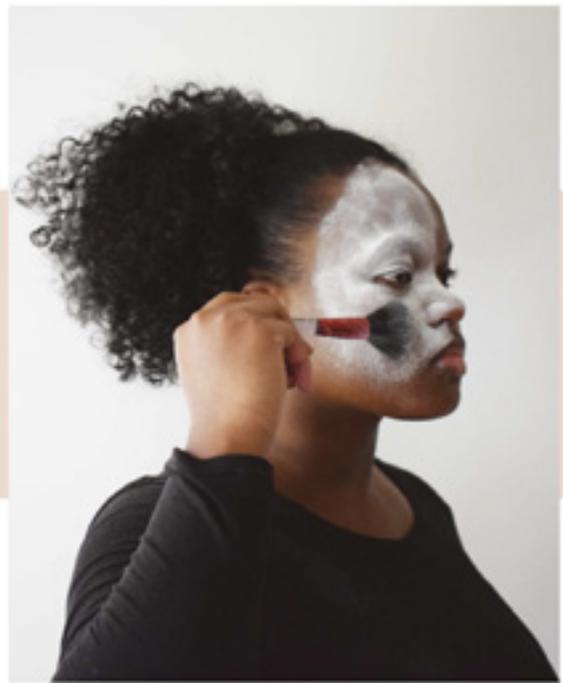
**W**e are living in a changing century, hopefully one that will produce a more balanced, more aware world where every individual is treated with respect and kindness for who they are as individuals and not for a series of attributes, preferences or labels that have been socially or culturally attached by the world.

**T**he design and advertising world were generated and pushed by a particularly male dominated environment and therefore contained and continues to contain many more men than women and of course more male than female perspectives. However, in the last 20 years this has begun to change, in particular the last 10 years. Our societies are diverse and rich in variation of culture, and social development and design work should reflect this in order to represent the everchanging landscape of our society.

**S**hawna Lee Lewin has been working

on the subject of black female beauty and the influence and impact of magazines, the beauty industry and the fashion world in developing an identity crisis of women in the Western world, in particular the lack of authentic representation of black women's skin, hair, or bodies (Hoskin, 2020).

**W**hen we look at the world around us we see collections of ideas, other people's ideas about people and places; from the day we are born, no matter where we are born, we are automatically immersed in a world full of other people's views and opinions. As designers we must try to shed light on all aspects of this noise with a fair and balanced view, in order to move forwards towards the creation of a truly fair society. Young people need to see someone who looks like themselves and has had similar experiences in life. Work such as Shawna Lee's is an important step for young people coming into design and encourages and opens up the debate on female representation, in general,



**Shawna Lee  
Rosa-Lee**  
Representation



# Anxiety

05

*In a world bombarded with images, selfies, Instagram posts, social updates, Twitterfeeds and so on, we find it hard not to be affected. Today we look at the subject of anxiety and the work of Beatrice Viney.*

By Cavell Ord-Shrimpton

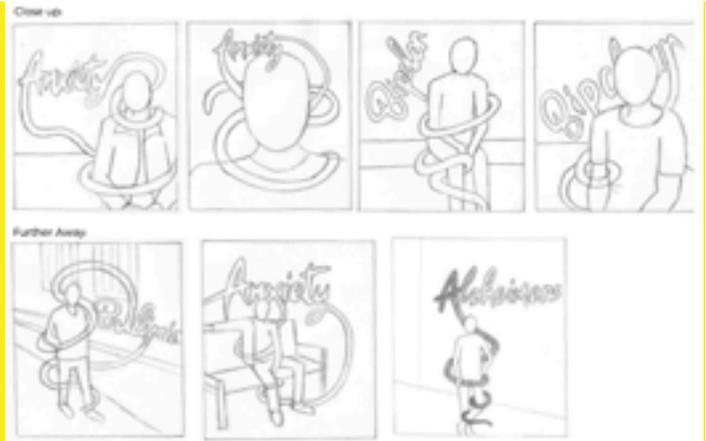
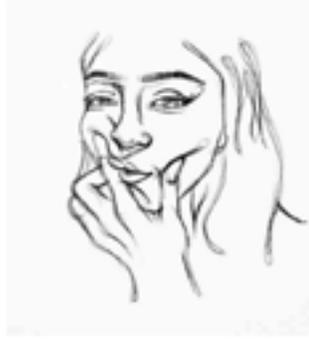
**A**nxiety is one of those things that you can not really see and you may find difficult to see in others. Unlike the flu you do not get a runny nose, cough and the potential to moan like you have never moaned before. Instead anxiety creeps up on you, maybe for something very small or due to something that you feel so overwhelming that you find it hard to ignore. In fact you find it so hard to ignore it becomes the only thing you can focus on.

**P**eople who suffer from anxiety, and if we are honest it is most of us from time to time, depending on the situation, may present symptoms such as sweating, flushed cheeks, the shakes, irritability, playing with the hand or tapping objects, etc., the list is quite long. But people who suffer from anxiety to such a degree that they have panic attacks, start to find it hard

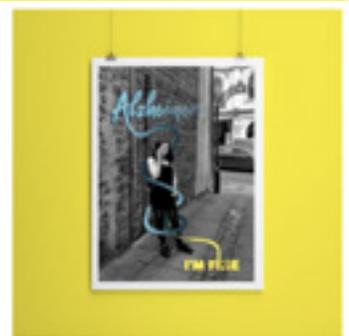
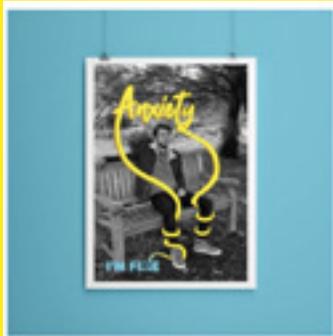
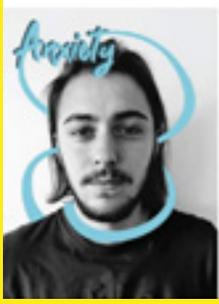
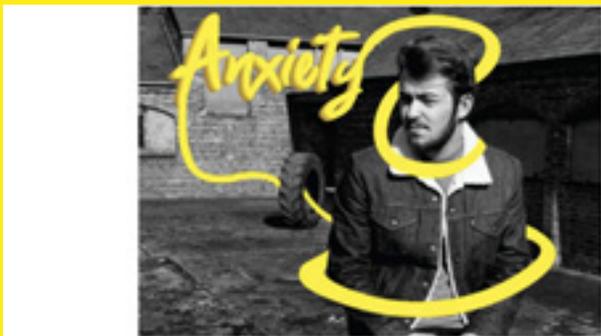
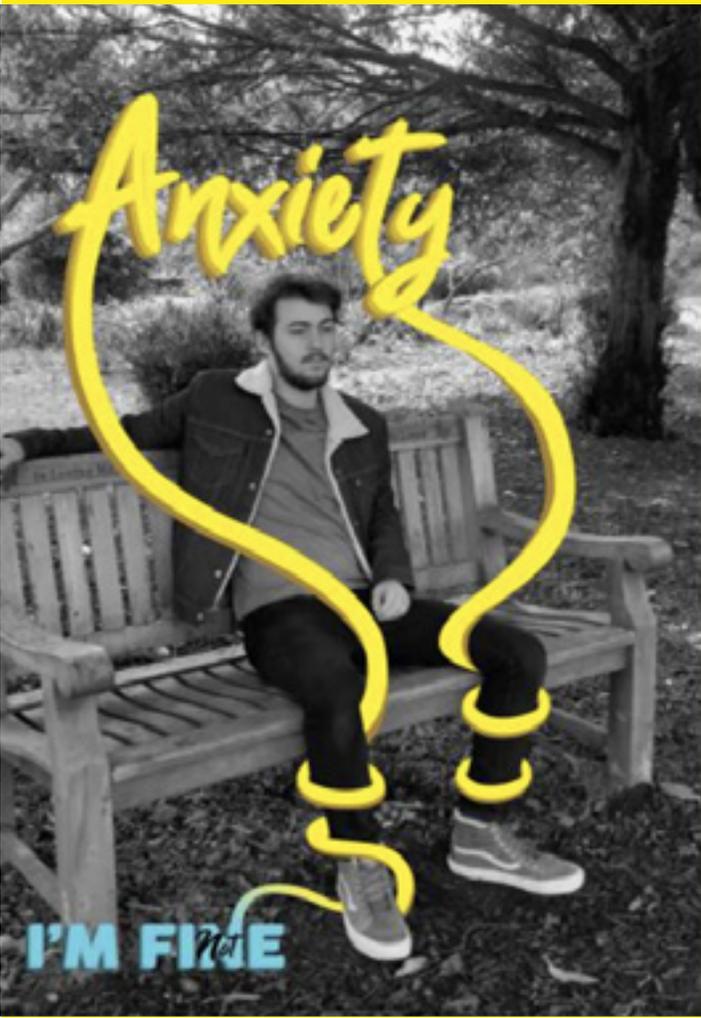
to breath, they feel tight in the throat, heaviness on the chest and their pulse feels like it might cause their heart to rocket out of their chest. It's not easy to see these symptoms as the more nervous or anxious a person is, the less they want anyone to see them.

**T**he subject of Anxiety and hidden human conditions is a topic Beatrice Viney has tackled in her 'I'm fine, not fine' series. Bea took a series of photos of real people in black and white in casual everyday poses and brought to light the inner emotional conditions through bold typography that wraps itself around the individual. This series of works begins to highlight some of the difficulties of these silent often unseen conditions.

So next time you see someone who looks like they need a kind word or a friendly talk be sure to give them some of your time.



**Beatrice Viney**  
Mental Health  
Campaign



# Planning

## 06

*How you plan a project says a lot about your work. Do you care enough about each aspect of the project to really work with ideas and creativity? Nicolay Bastos does and she generates really unique ideas.*

By Cavell Ord-Shrimpton

Creativity takes on many forms and it is important to maintain a practice that is not just about the final product, instead it is a journey of experimentation and creative exploration, one that produces innovative and novel designs.

This process of not copying, but finding real inspiration within the research is not easy, Nicolay Bastos excels at this very task. Her work covers a broad spectrum of areas and in this short spread we look at some of the work she has generated based on ephemera, collage and mapping creative journeys. Her process is to research and gather huge volumes of media from all sources and then begin a very hands-on creative process of cutting out, ripping up, piecing together and montaging elements to create trails that she can work from to produce larger more complex pieces.

Of course this takes time and effort and requires a lot of thought and input, nothing is thrown together, each paper, typographic element and image is chosen for its purpose and sampled to produce really interesting results.

To the left we can see a few sample pages for a Self-Promotion project making use of ephemera. In each case on each page the elements have been carefully considered, curated and composited together in preparation for a larger more complex series of design artwork.

The work that follows on from this sequence will be exhibited in our online gallery coming soon. This will be a space curated for end of year shows and various pieces of outstanding work at each level. Watch this space.



# Nicolay Bastos

Intricate sketchbook planning  
ephemera collection



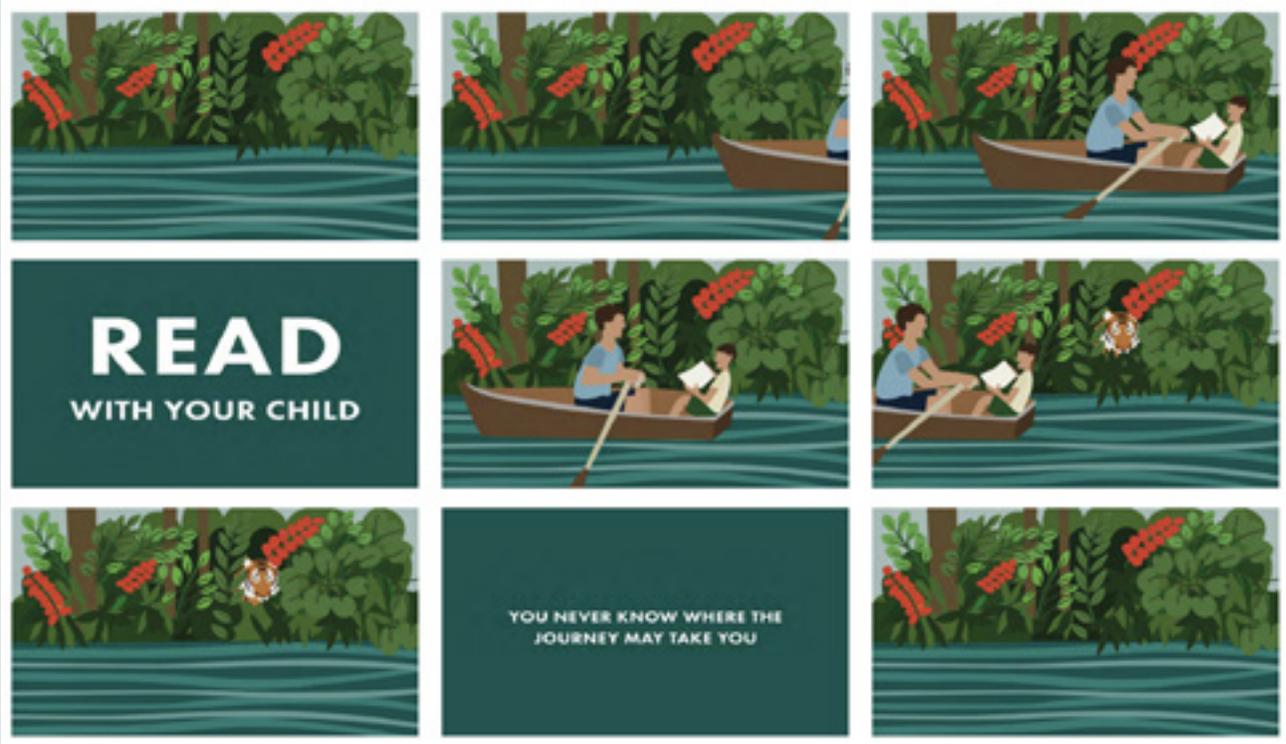
WORDS ON  
PAGES

Continued 2006 hand-drawn graphics  
Based upon my diary and ephemera from 2006 with  
a plan for one per year or per subject & restaurant  
serving markets to come to fruition.



## 07

## Social



By Cavell Ord-Shrimpton

There is no denying that design has an impact on society and touching on socially complex issues is very much part of a designer's job. The core theme most products deal with is some form of a call to action and one which should be strongly considered with every design for a fairer more positive society. As designers we have a responsibility to consider, create and work towards designs that embrace the needs of the society we live in.

Social themes that help to generate better family integration and development are strong themes that arise in the work of Julia Tooley. Who dedicated her final major project to the designing of infographics, book covers and posters that inspire and inform parents about the joy of reading. The work is a combination of paper cut outs, stop animation, core posters, targeted streamlined imagery that

encourages parents to reconsider taking out a book and to spend time away from the screen with their families.

The work on this page is a selection of screenshots from a paper stop motion work that displays a father rowing his child through a storybook and really integrating with the story.

Further variations of the designs can be seen on the next page and display a combination of each parent becoming

absorbed in the fantasy world of books and stories as they read the books to their children.

Social reminders such as the ones that this work provokes in the viewer are important keys in society to help people remember to be human and pay attention to their children who should not be raised entirely on a diet of digital content. The inspiring notion of the journey that a story can take you on is just one page turn away.

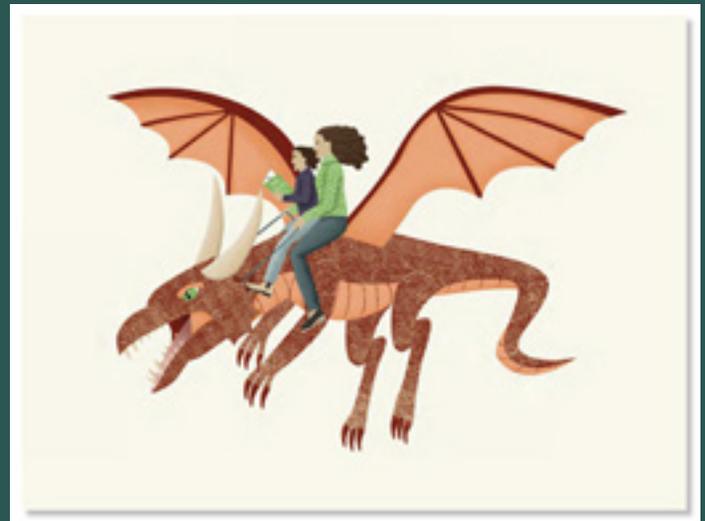
# Responsibility

**Julia Tooley**

Work in a social context,  
Read with your child



- Reading



- Draft work



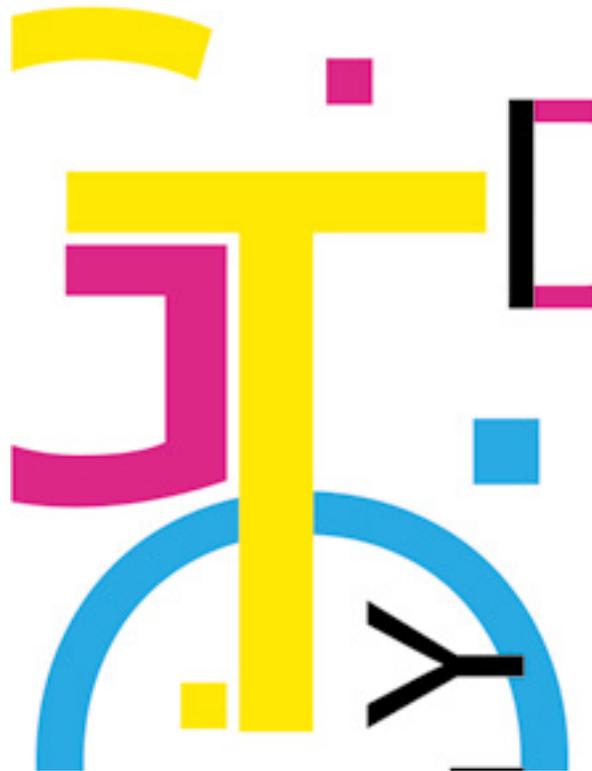
- Read with your child



- Better language, better skills

## 08

## Next Edit



If you would like your work to feature in the next edition of Design News, then please read below

We want to develop a shared community of practice and grow our excellent family of developing designers of the future.

This is the first edition of this design journal, that we hope you have enjoyed and found interesting. In future we hope to include more reviews of competitions, events and up and coming designers from

amongst yourselves, along with excellent work produced each semester.

If you feel that you can contribute with work created either:

1. On the course
2. A written article on a relevant and informative topic
3. Or anything interesting or intellectually stimulating pertaining to graphic design that

you would like us to add into the next issue, please feel free to contact me via the email below.

coshrimpton@arden.ac.uk

Please note that as Design News has limited pages, we will of course consider all of the work submitted to us, but your work may not make it onto the next issue and maybe

considered for further edits.

Based on this do not let that stop you from sending in your work, all work is considered equally.

# TESTIMONIALS

*Thank you very much for your video testimonials. Please keep them coming in. In particular this month a big thank you to Beatrice Viney and Karina Tothova, who shot well considered testimonials for our front page.*



**Beatrice Viney**  
Still from testimonial clip



**Karina Tothova**  
Still from testimonial clip

# COMPETITION

*The opportunity to design the Arden Univeristy Xmas card is coming around again!*

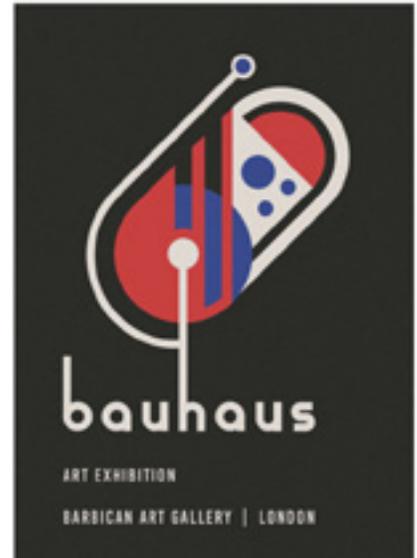
The Arden University Christmas card will be dispatched all around the world, so please be mindful that it needs to be suitable for all backgrounds, beliefs and religions. Please avoid using religious messages. If you have any questions regarding this brief, please contact me [coshrimpton@arden.ac.uk](mailto:coshrimpton@arden.ac.uk)

Please take some time to design a card and potentially be the proud designers of this years University card. Please read the

brief below for more details. Deadline 07th December.

For 2020, Arden would like a card which features one (or more) of the University's core values, to support, integrity, collective energy, empowerment, pioneering spirit.

The design can be illustrative, typographic or photographic, so get creative!  
The card dimensions are 145mm x 145mm.



TALKING POINT / SEAN EMMERSON BAUHAUS INSPIRED DESIGNS

# DESIGN