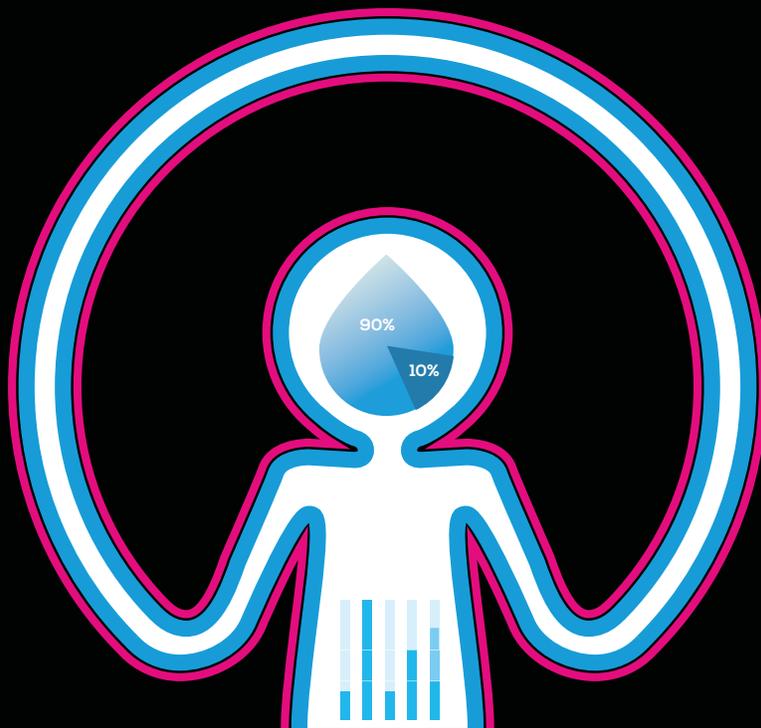


DESIGN NEWS

MARCH
Issue 02
2021



WE CELEBRATE YOU : OURSELVES : AND : TECH!

We are still doing
this...

....



By Prostock-studio

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EDITOR / WRITER / DESIGNER / CAVELL ORD-SHRIMPTON
WORK / ARDEN BA (HONS) GRAPHIC DESIGN STUDENTS
COVER/ CAVELL ORD-SHRIMPTON, WATER HEALTH KEY POSTER



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



Editorial Note

“We are almost out of the dark zone!”



By wayhomestudio

Welcome to the 2nd edition of our Design News Journal, we hope that you enjoy it, find the work inspirational and the reviews insightful.

Remember when we used to do that in the photo above? Just sit and chat, sitting on chairs, face to face, having a laugh, sharing ideas and dreaming; well we are almost back there and no matter what happens there will always

be a brighter horizon and a more positive outcome just ahead.

We love design and we aim to make the world better one design at a time. Please make sure that you join all of our social platforms in order to stay informed about all new events and news and please email Jake to join the upcoming guest speakers list. Take care and keep calm and carry on!

Your editor Cavell



Tech Check

01

This year is a good year, you may not think so, but in terms of the advancement of technology! 2021 has helped us all to leap forwards.

By Cavell Ord-Shrimpton

If you have ever used a green screen you will know that sometimes it can create massive headaches, something so small, so simple and so easy to use can give us a real headache. What's it for some of you ask? Simply put, you want to make a film where you achieve something impossible, unreal, you want it to look real, you cannot pay for stunts, you use a green screen.

How does it work? Well it isn't magic, you place any object that you want to add special effects to on a green background and you can then isolate it easily from the background because most post-production software can key out the colour green or blue leaving the world open to your imagination.

Plans to move from the old method of using a green screen in the form of

green fabric, a painted wall, a chroma key pull-down screen, a photographer collapsible chroma key, whatever you were using if it was not a full green room chances are it was not as easy as you first thought. The fabric always looked creased and created issues or the screen fell mid-shoot, essentially it was not the best, but in 2020 some genius invented the circular room filled with curved screens.

How does it work? Well it captures everything in real time, as all of the cameras are set up to capture all of the action from every vantage point. The benefits are immense you can work with lighting better, actors or props are not limited. The scene can envelope the actors and any 3D models can be dropped in. It's great, and one day it will be near you, but for now take a look here, [Virtual Screen](#)

You can also check out the new **Airpix** aerial camera, perfect for making overhead shots and taking selfies. So no more hand holding or waving sticks about, just set it off and your good to go.

It's small can shoot 12 Megapixel photos / 1080p 30fps video and Analog simple Gesture Control or AutoFly autonomous flight without a smartphone connection.

Always on the look out for free trials?

Trying to make sense of your social media identity? Why not add some structure with **Adobe's Spark** software, easily add photo, text, and apply design filters or animations to save time.

Colourmind is a really easy tool that makes colour blocks for you, using deep learning from photographs, movies, and popular art, making it easy to use on all design projects.

If you find choosing fonts a tricky task, why not trial **Font Pairing** a great little tool that pairs up fonts perfectly.

Lost in drawing, why not give **Vectr** a go and help bring your ideas to life faster. Create brochures, website mockups etc.



[Adobe Spark](#)



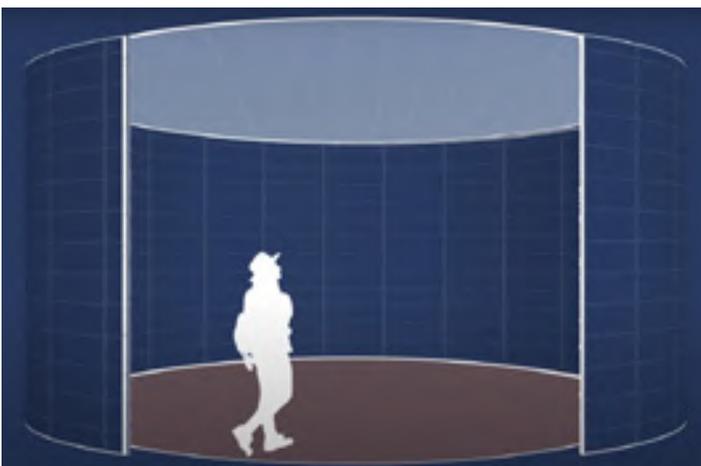
[Colormind](#)



[Font Pairing](#)



[Vectr](#)



[Virtual Screen](#)



[AIR PIX](#)

Identi-Me



By Cavell Ord-Shrimpton

Personal details are very important, but they can often be displayed in a very dry, flat and boring manner, that does not consider the information as anything other than data on a sheet. We think that should not be the case, we think your data is a very important thing. Clear information informs someone, for example, a future permanent employer, freelance job provider or audience of what you can do and how well you can do it.

It's also the chance to show off your design skills and creativity, and even a CV can look great with a few tweaks here and there and some all important design processing and refinement.

Today we are looking at the work of Adam Bannister, currently in his last module in his final year at Arden University. The work you can see on the following pages was created midway through the course and displays some of the keys of good design for simple data. So just how do you get to this point?

What are the steps that you need to do to start turning your cv into a more creative set of print pieces that detail your information beyond using Word?

You should start these types of projects with the same vigour as any other design project, and not just view these important documents as more forms. Adam does not rush to complete this work, rather he takes time to consider how he can draw upon inspiration from around him and pull it into the designs. The success of this starting point led Adam to create the poster series on self-promotion on the next page, where we can see the same minimalist block geometry at work through his photography and layout style. The style is further echoed in a project for Fedrigoni paper stocks.

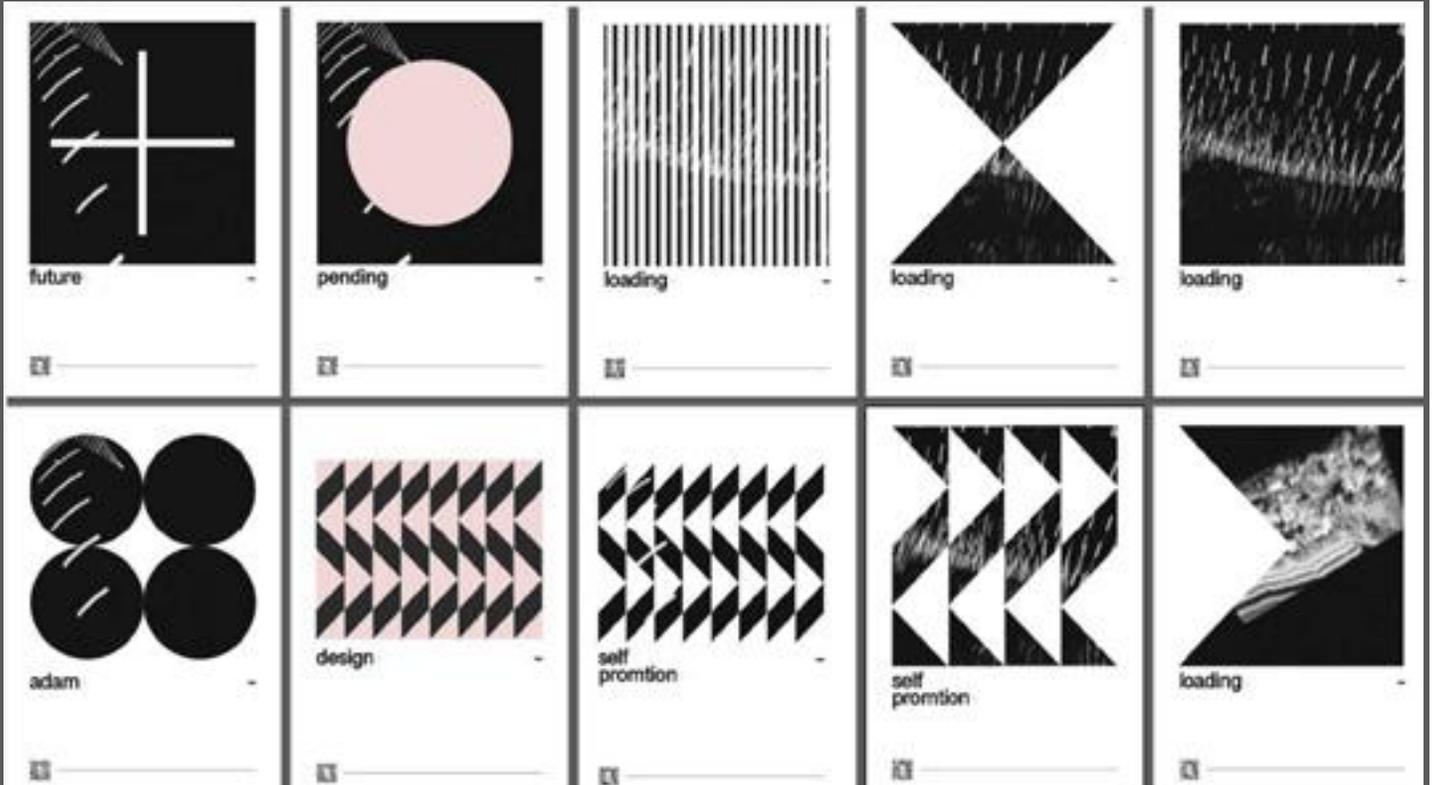
So your key take away here should be, start as you mean to finish and your designs will unfold progressively to generate work of a higher standard, never rush the process.



Clear, stylised patterns make really pure minimalist designs that can work across a variety of formats for different products and services, see the work generated by Adam for Fedrigoni below.



Adam Bannister
Pack



Passion Project

03

Passion projects are a thing, maybe you have yet to find yours, or maybe you have yet to even think about one, this project on Bangkok should inspire you to think about yours.



By Cavell Ord-Shrimpton

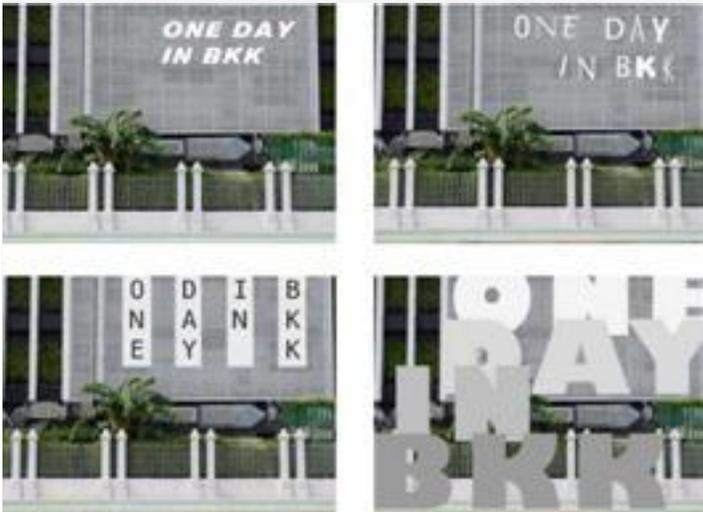
When your work is also your passion project like Jo Hodgkin then you can spend all of your time working on your goal. Jo simply loves photography and graphic design and has a really keen eye for those special details and shots that, like good books, often go unnoticed. For this project Jo chose to make a complete book of key landmarks in Bangkok, the work is entitled, 'One day in Bangkok'. Finding elegance and beauty in the symmetry of old buildings, wasteland, discarded print, repetition and colour.

This image heavy book is perfect as an accompaniment for designers or travellers, reminiscent of Andreas Gursky's work which documents in large format, large scale repetition architecture and landscape often from a high vantage point. Jo's work pays homage to Gursky's style well, combining colour themes, blocks, patterns and abstractions with a clear visual journey.

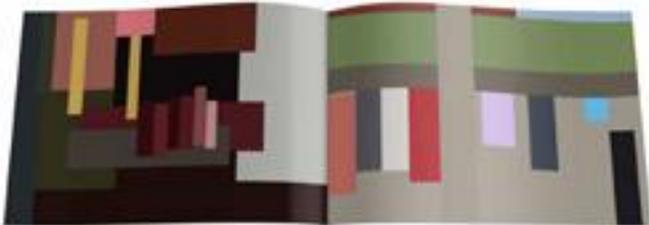
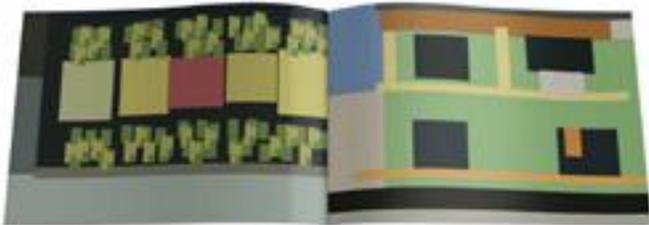
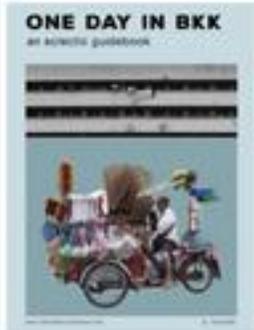
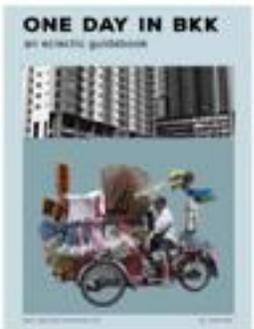
There are some really nice touches in this book, the unexpectedly interesting photo of concrete or crossed wires and decaying trees, this is not a stereotypical guidebook, this is a designer guide-book of Bangkok.

The book was created alongside interactive design elements with the intention to sell copies at an installation event, often called an "urbex" in Thailand. The book would be displayed alongside a screen playing the photographic journey and interactive posters and flyers would be handed out to visitors, who would then interact with the installation.

In order to take on a project like this you need to have a key goal, a strong focus and the relentless will to get the work done in the timeframe, because you are working with the elements, the weather and people getting in your way. Planning is key.



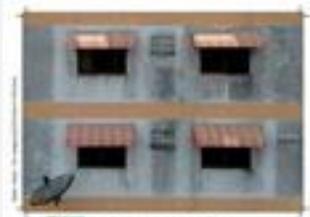
Jo Hodgkin
One day in Bankok





Never under-estimate the power of a good book and interesting photography.





Jo Hodgkin
One day in Bangkok

Poster Me

04

Posters are underrated, the amount of conceptual thinking that goes into a good poster is immense and whilst some take good ideas for granted, it is behind the scenes where designers create a delight of designs.

By Cavell Ord-Shrimpton

We walk past them all the time, we see them in magazines, on walls, billboards, the sides of electrical boxes on the high street, we buy them because we like the colour schemes, the use of type, the illustrations, the flow of content, the mixture of ideas, the humour. Whatever the reasons are they are always the quickest way to convey a message. Yes, you guessed it, the humble poster, often overlooked in the digital age the poster is the stuff of legends and will probably see us in to 7G.

Creating a good poster is not as clear cut as it seems. You need to think about the grid you are going to use, the message you want to convey, the audience you are talking to, what they like, your skills as an illustrator/photographer/artist, the colour schemes or themes, the overall style - is it paying homage to a work, is it branding or following a movement and finally when you have made all of these choices, how do all of these elements sit together.

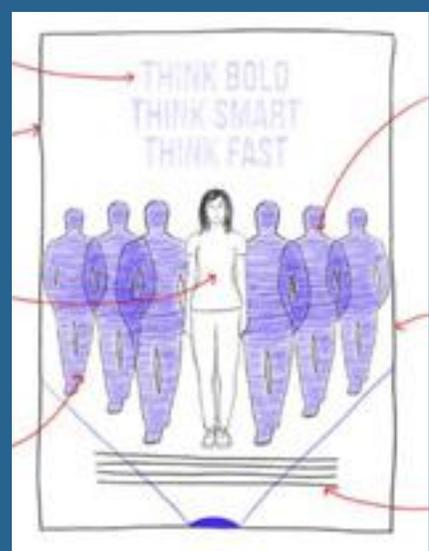
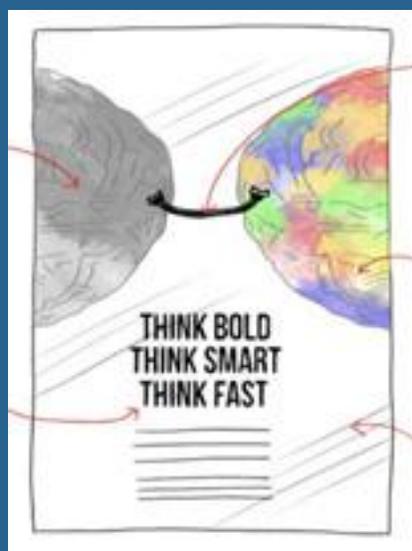
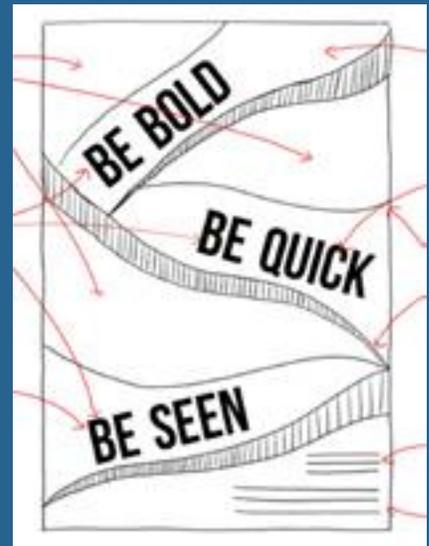
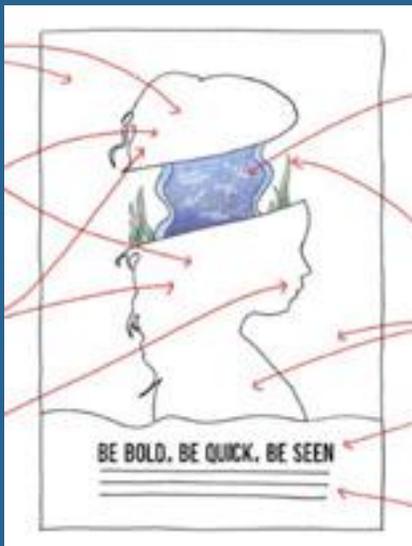
That is no mean feat. Tyler Franklin is an expert creator when it comes to posters, and unafraid to test out a range of different styles, designs and messages. These skills in combination with her relentless passion for detail and structure, make the perfect combo for creating posters.

In the work on the following page we can see some of the earlier planning concepts for a project called 'Be bold, be quick, be seen', which formed part of a self-promotion piece. As you can see there were many very different ideas that were trialled and tested and this is just a snapshot of that process. The examples display testing with the slogan and layout styles, before moving on with one final design that made it to the top line variations. At this stage full colour work took place in Photoshop and further type layout styles were tested, but we couldn't agree more that the final outcome is tenta-cool.



Tyler Franklin

Layout Variations



05 App Design



By Cavell Ord-Shrimpton

“The key to great ideas is not having them, it is executing them. And great ideas come from problems. As designers we call problems, briefs and we call reactions to problems, concepts.” - Kate Moross

Vivien Palmer is a great user interface designer because she really considers the subject at hand, taking a deep dive into the needs and issues surrounding a topic. But she did not always take the unobvious path to

achieve results, Vivien also used to be a linear designer, until she started using her skills and tools for a specific audience, that's when the creativity and ideas just poured out. Vivien is an ambivert and is happy to mix with large groups of people or work on her own and has a strong belief in God that has guided her to find her design path.

Cause and meaning are two key words that drive the design process. The project

that you can see on the following pages is called 'Way Forward' and is a structured App that has been designed to help 18-30 years olds discover their identity and purpose in life.

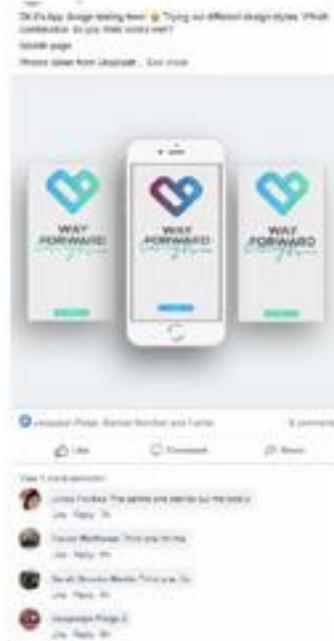
There is no one size fits all method to creating good user interface design, but if you have user experience or first-hand knowledge of the topic you are working on, then the task has much greater clarity.

“Design adds value faster than it adds costs.” - Joel Spolsky, web programmer, writer, and creator of Trello

The purpose of Way Forward is to provide peer networks and mentors, to help and support individuals who feel trapped or unable to find purpose in their life, their true identity or religious pathway, to give them hope and direction and to find opportunities.

Feedback

Facebook: Messages from outside the target audience



Instagram: Responses from the target audience



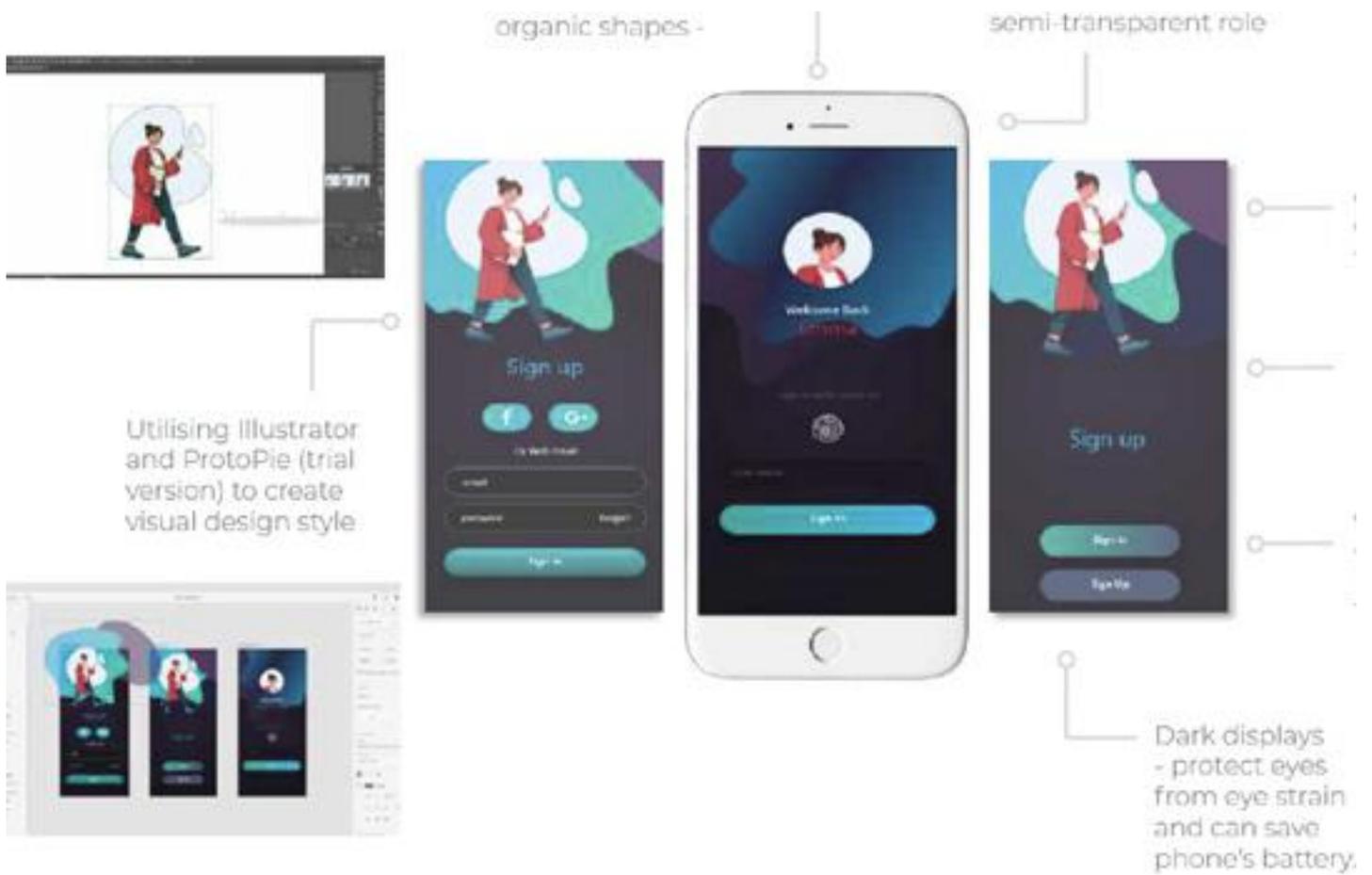
Vivien Palmer
Way Forward



Vivien Palmer App Design







The Way Forward

Taking on a project like this requires a lot of research, focused design, and a strong directional strategy.

Vivien worked closely with a broad demographic in order to collect real voices, opinions and input that really helped to shape the design, choice of photography and colour touches. After methodical ideation, prototyping and testing the final designs were created.

On the previous page we can see a large-scale poster that is used in tandem with a Q-code. Interactivity on this level is important for keeping the urban space alive, it's also great to discover information on a walk or drive through. Scaling up a project to include merch is also an important part of the design process, as we can see the mobile phone design, 'What you say has impact, which uses a dynamic use of type and word

structure.

In order to show the diversity of Vivien's style for just one project you can contrast the final design with one of the earlier prototypes, the dark mode version. This is still a great fluid design but did not fit as well with the overall story as the final version.

The final stage of this project included augmented reality tests, to take the interactivity to

another level. AR is the interactive experience of a real-world environment using this you can see real world objects enhanced by computers and includes multiple sensory modalities, including visual, auditory, haptic, somatosensory and olfactory. We will cover this in more detail our next issue. Look out for Vivien's work coming to an App store near you.

'If I can't picture it, I can't understand it' - Albert Einstein.

Cyber Punk

06



By Cavell Ord-Shrimpton

Just what is Cyberpunk and why have most of us forgotten all about it? Cyberpunk is in fact a subgenre or subset of science fiction and deals with various forms of low-life and high tech. As you can imagine high tech in the 21st Century can include a lot of AI, advances in science and so on.

Science fiction or sci-fi deals with imagined scenarios of science or possibilities based on actual science. One of the earliest advocates of sci-fi was Hugo Gernsback and American publisher in

the 1920s. Whilst the two terms are often intertwined, they mean quite different things.

The subject of today's work is Jarl Stian-Olsen, who has a passion for Cyberpunk work, so much so that he found a novel way of integrating it into his own personal work, drawing upon the typographic themes of the cyberpunk genre and the raw, gritty, edgy, futuristic glitchy textures of cyberpunk renders and artwork.

Blending a paper

folded leaflet that houses personal details and work is not an easy task and the format that Jarl chose made that balance of design content that much harder. The final format of the design is based on testing with v pleat paper folds and this design choice works well with the combination of futuristic virtual worlds for the image content. The colours reference the retro style of synthwave/outrun, and are often colour combinations found in today's graphics dealing with 80s pop cultural references.

The design itself

is a montage that pays homage to the Cyberpunk style and the work was further extended into font styles, where Jarl designed his own font design, which was subsequently used as a series of t-shirt prints.

Jarl's work here, displays his ability to take risks, combining artisanal methods and current digital skills with a specific niche genre to echo the resurgence of the cyberpunk style. Highlighting that taking design chances is an important step to make your work stand out.

Jarl Stian-Olsen
Cyber Punk inspired Leaflet



PRODUCT DESIGN

07

Design is concerned with how things work, how they are controlled, and the nature of the interaction between people and technology. When done well, the results are brilliant, pleasurable products.'

— Don Norman

By Cavell Ord-Shrimpton

When you think of your skills as a designer you take a lot for granted, little details that you do not realise you are aware of and pay attention to, that not everyone pays attention to, or can even see. It is these very skills that make you a designer and as a designer these are the skills that make you stand out. Your ability to see the overlooked or make the unconnected connected.

Angelo Scozzari is a perfectionist, in search of precision and accuracy in everything he does. Working as a printer for many years has given him endless patience and the time to hone a relentless passion for process and ideation.

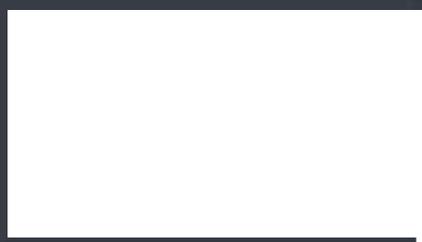
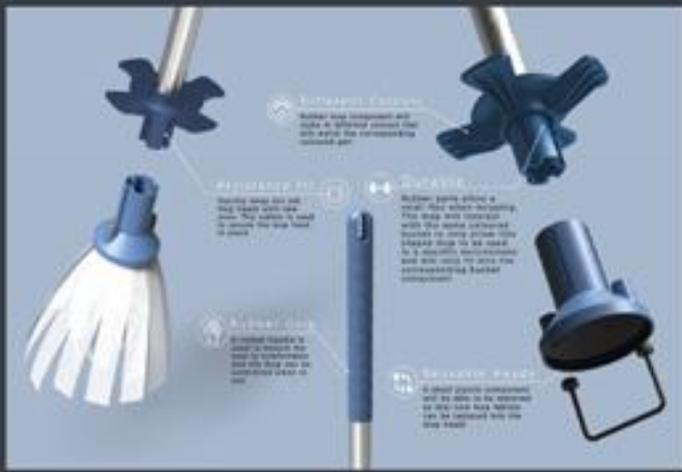
It is this obsession with detail that led Angelo to observe tools within his brothers cleaning service, LTS CLEANING based in Bedford. Antonio is the owner of the successful commercial cleaning company with over 200 staff placed nationally.

'A large part of LTS Cleaning sites include doctor's surgeries and schools which require strict working guidelines when operating on their premises, these guidelines are set out by the Department of Health & Social Care and the World Health Organization.

These guidelines are aided with protocols and systems set out by the BISCs to assist operatives when operating cleaning equipment. Regulated by the CQC, each system is in place with the intention of Infection Prevention and cross contamination reduction.'

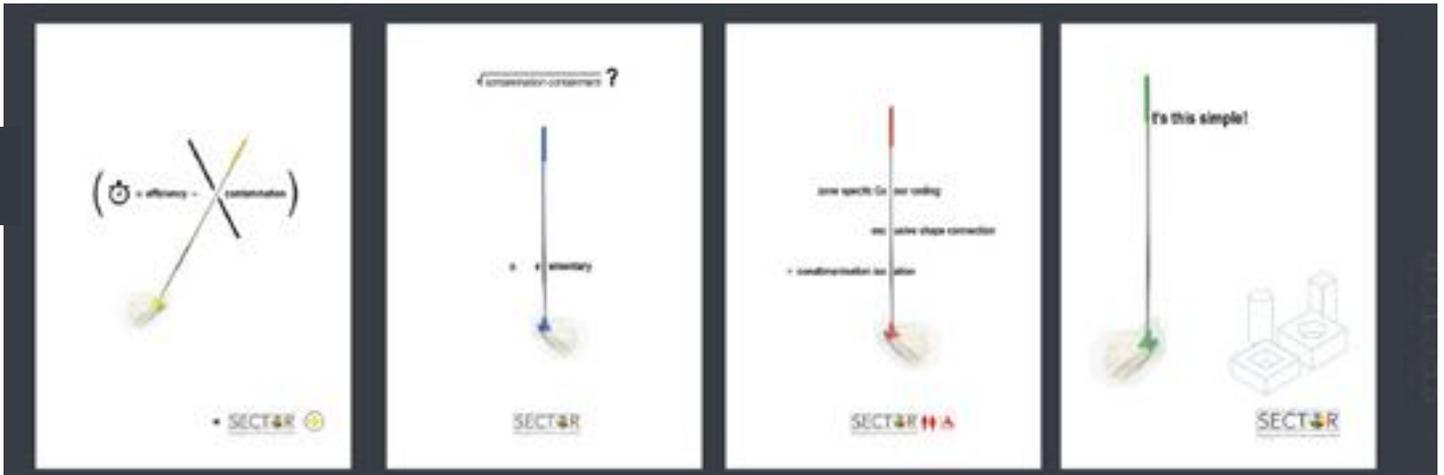
Using his design skills Angelo developed an idea for the mops being used everyday. A simple, clever and efficient method for identifying and colour coding the mops, that would prevent people from transferring pathogenic (disease-causing) bacteria from objects to objects, or from person to person.

Angelo noted that the universal colour >



Angelo Scozzari
Product Design

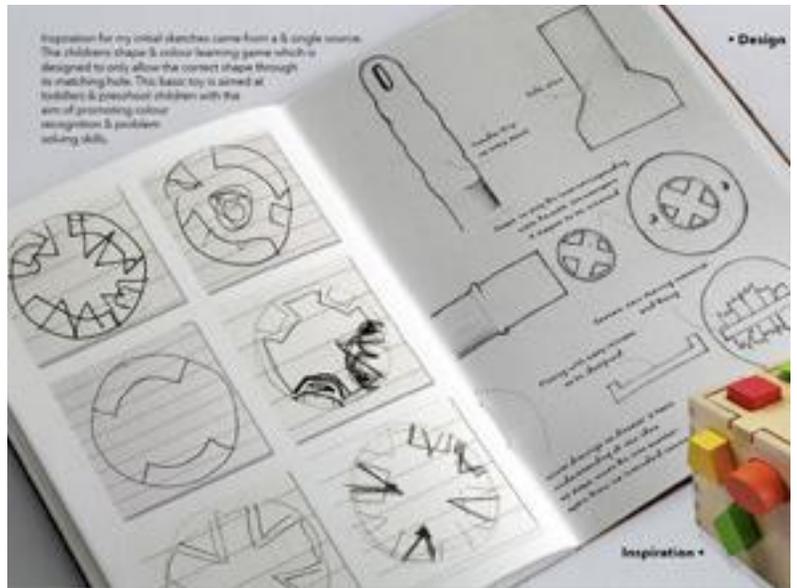




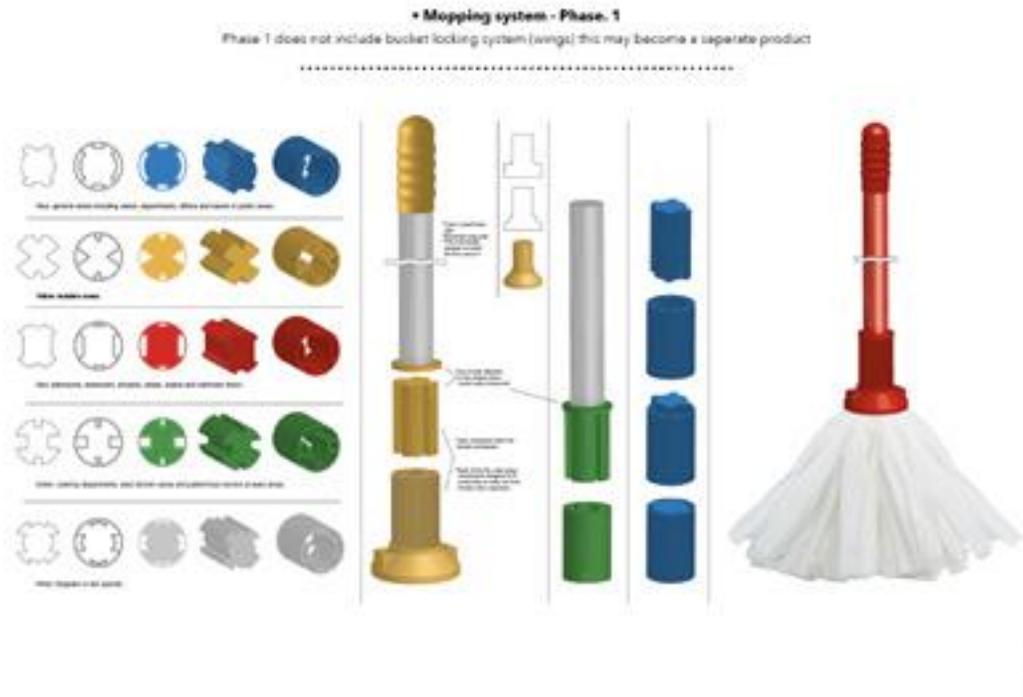
*Germs can live on a surface for 48 hours.
 One in five people DO NOT wash their hands after a toilet break.
 15% of workers avoid shaking hands with people to prevent cross contamination.*

- P Gerba, University of Arizona Study; CIPD, 2011

Angelo Scozzari
 Product Design



Shaping the end of Cross contamination



> coding system, introduced by BISCs, in the late 1990's, designated specific colours to zones of cleaning. He also noted that when someone was using one of these mops, there was no system in place to prevent someone from taking one colour mop into another room and vice versa, which was spreading contamination.

Angelo and Antonio began investigating the situation further and wanted to create a system that would act as a barrier, not only preventing this issue from happening, but also helping the people using the tools to stop making the mistakes in the first place, accidentally help spreading the bacteria and diseases unwittingly. Together through a long process of ideation, they came up with the idea to create locked shapes, going one step further to include how they could use their idea to help the visually impaired or assist those with learning disabilities or language barriers. The new concept was to make all mops, handles and buckets fit together with

specific shapes and those shapes would not be interchangeable, for example, a square mop head tip, cannot fit into a triangular ended mop and so on. This also applies to the bucket, making the design fool proof for all users and a perfect method to help prevent cross-contamination from room-to-room, helping to stop the spread of disease and infection.

Armed with this new idea they created a slogan for the product 'Shaping the end of cross-contamination'. They gave the product a name SECTOR, to express the sections that the product is made-up from and then they took it to be patented. The idea was perfectly timed for Covid-19, proving that a quiet conversation between brothers about a problem everyone ignores and takes for granted, and with the help of a design eye a solution can be created that can make all the difference and help to save lives.

08

NEWS

We need designers!!

This is our second edition of the Design News journal and we just love it, but we do not want this to be just our product, we want your articles, things that interest you in the design field. For example, what is your passion project? Do you have one? Who is your favourite designer? Do you want to interview an online designer and get them featured in this journal?

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. A testimonial
4. Adding your work to our Twitter feed

You may have noticed that we set up a series of communication channels for you. Take some time to get involved and talk to students from other modules. You will find that there are lots of them hiding in there and you will all benefit from having an open dialogue with one another.

Not sure how to get onto this space, please email me, Cavell (coshrimpton@arden.ac.uk,) or Jake Newton (stu82221@ardenuniversity.ac.uk) as he is your class rep.

Be on the lookout for our Guest Speaker series which will start at the end of April until September. The guest speakers series will

4. 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 and we welcome your contributions.

give you design insights into different areas of the design profession.

And a large Congratulations to the Graphic Design team who successfully went through the MA validation event this month, providing you with a great progression route, more news to follow in the next issue.

Lots of fabulous things happening so be sure to keep on top of your Arden Univeristy Outlook inboxes.



TALKING POINT / JO HODGKIN TYPE DESIGNS

DESIGN

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

