

GRAPHIC DESIGN

Jason Little

Aim: To study the artist's style and technique to help you further explore the use of typography, patterns, mark making, shapes, CAD design and bookmaking.

3G1 Deadline: 2nd Half Term Week 2 homework set on WEDNESDAY 07/11/18. Due lesson WEDNESDAY 14/11/18

3A1 Deadline: 2nd Half Term Week 2 homework set on THURSDAY 08/11/18. Due lesson THURSDAY 15/11/18

Task: Produce designs in the style of Jason Little.

Jason Little

<https://www.behance.net/JasonLittle>

<https://www.behance.net/gallery/276451/City-of-Melbourne>

<http://cargocollective.com/sampemberton/City-of-Melbourne>

<https://www.jasonlittle.co/ABOUT>



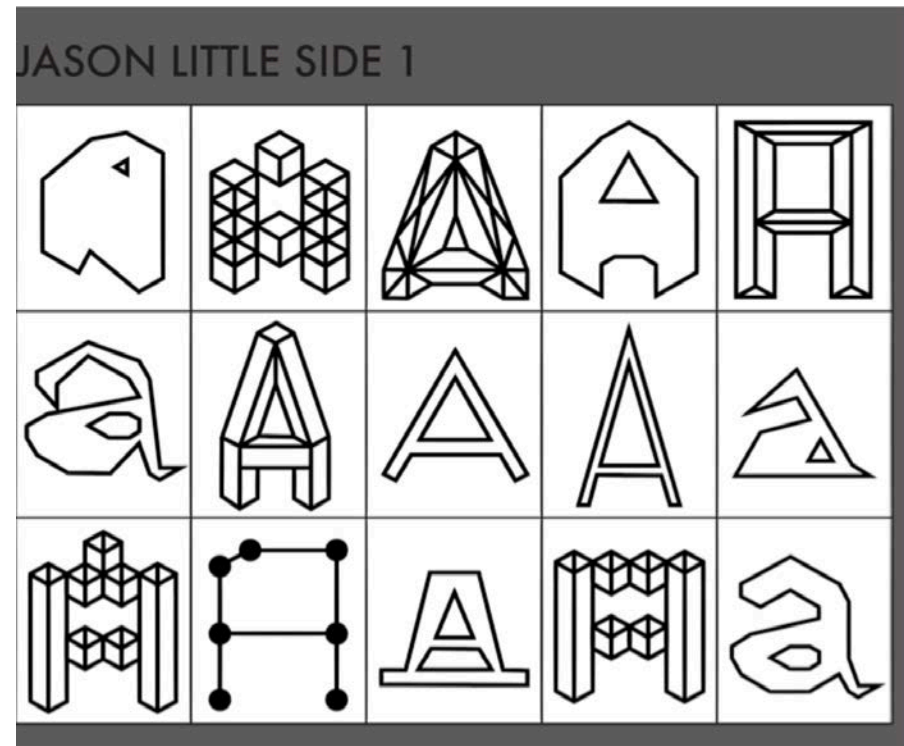
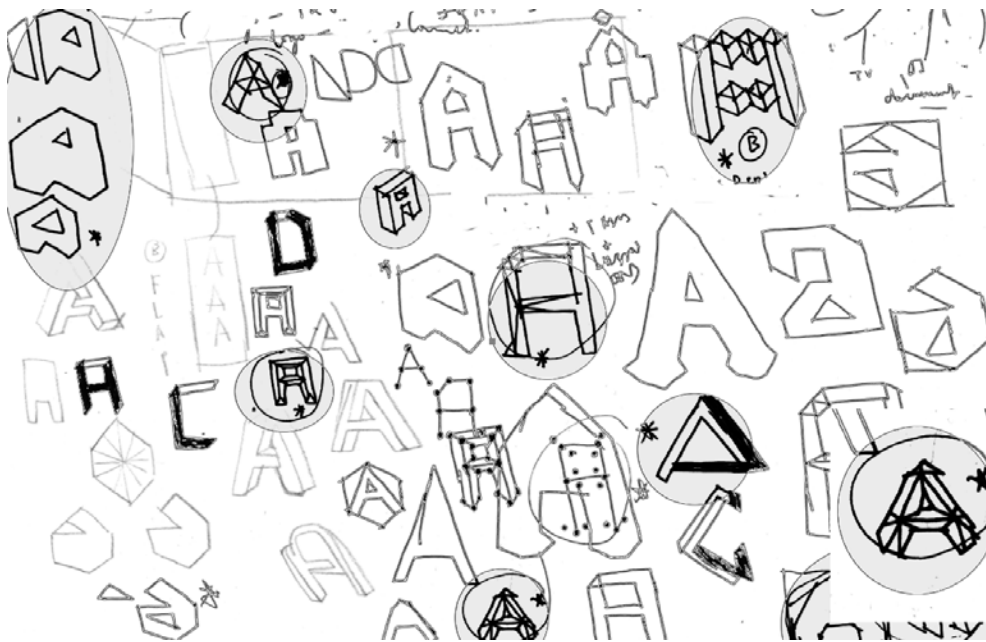


Examples of Jason Little Designs:

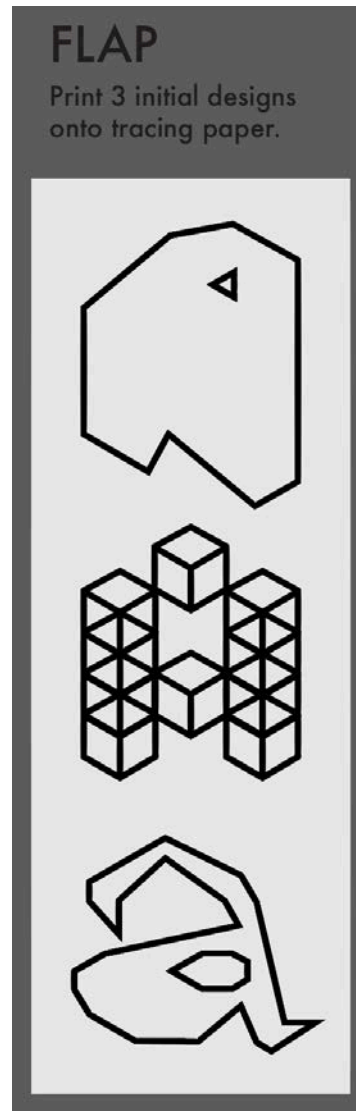
SIDE 1 -

- A. You are to create a tracing paper research flap; attach to side 1 of your homework. Include name of designer 'Jason Little' + images of designer's artwork + research + analysis of artwork (approx. 250 words).
Include: Selection of images of Jason Little's artwork, including images from project Melbourne 'M'. Make sure the images you are using are high quality. Write analysis of Jason Little's Melbourne 'M'. Use glossary from Godalming Online (GOL) to include graphic design vocabulary.
- B. Initial sketches - For your initial sketches, you can use isometric paper or plain cartridge paper - you are to create geometric letter designs of the first letter of your name. Take inspiration from Jason Little's Melbourne 'M'. Think about geometric shapes and be creative in your approach to create interesting designs. Use Adobe Illustrator (pen tool, rectangle tool, shapes etc.), digitise 15 of your initial designs (black and white only) and present them neatly on side 1. Scan your initial sketches of letter designs, print these onto tracing paper and attach as a flap.

Examples: initial pencil/pen sketches of letter designs + 15 letter designs presented neatly in Adobe Illustrator (A4 landscape).



D. SIDE 3 – From task B, select 3 of your letter designs and print them onto tracing paper; attach to side 3 as a flap (dimensions approx. 7cm x 20cm).



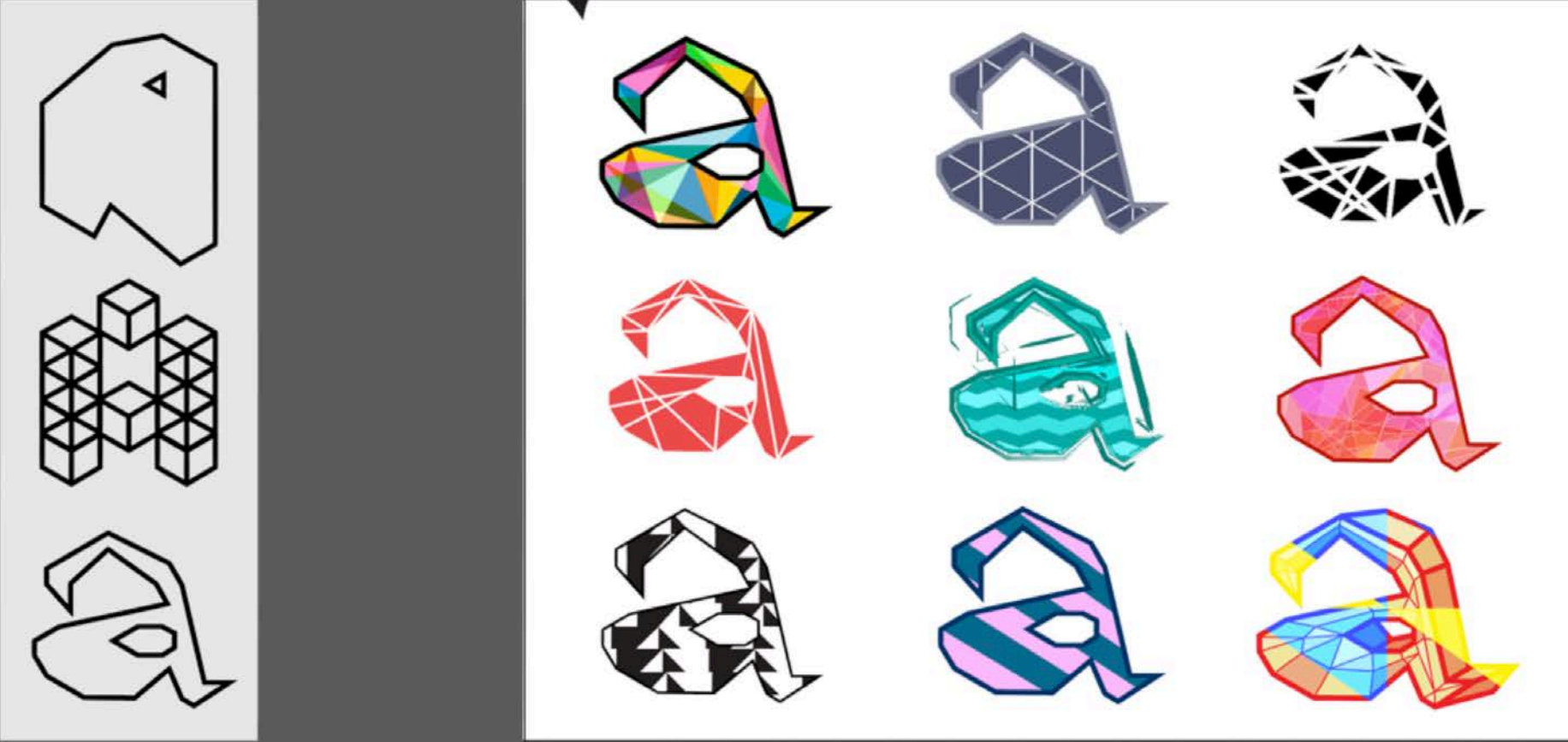
- E. Side 3 - Choose 1 of your designs from task D. Use Adobe Illustrator to create 9 variations. Take inspiration from Jason Little's work; think about patterns, lines, and shapes, colour palette, monochrome; use of opacity and layering. You can mask different patterns, mark making and shapes within your letter designs.
*Please download the layout template from Godalming Online. *Print and trim page before sticking/mounting work into HW book. Include annotations.

JASON LITTLE SIDE 3

Attach here

FLAP

Print 3 initial designs onto tracing paper.



9x variations of one of your font designs.

- F. Side 4 - Create 9x Jason Little inspired background designs. *Patterns, lines, shapes, colour palette, monochrome, use of opacity and layering. Do not reuse designs from previous homeworks. Be creative in your approach and be inspired by Jason Little's designs. *Please download the layout template from Godalming Online. *Print and trim page before sticking/mounting work into HW book. Type annotations for each background design. Print annotations onto tracing paper, attach using gluestick or paperclips.



- G. Print your 9x letter designs from task E on an A4 sheet of tracing paper – attach as a full page overlay on top of your background designs on side 4.
- H. Select your best letter + background as your final Jason Little design – print the letter and background design onto photo paper (approx. 15cm x 10cm). Write analysis/evaluation about your final design (approx. 400 words) – attach to side 4 as a tracing paper flap. Visit Godalming Online: <https://online.godalming.ac.uk/mod/resource/view.php?id=29070> to assist you with writing your evaluation. See end of brief for examples.
- I. 8-page booklet (see next 2 pages for guides of how to fold your 8-page booklet)
Print 8 of your letter + background Jason Little designs onto an A4 sheet of cartridge paper. Create an 8-page booklet - attach to side 4 using paper clip.



How to make an 8-page book from an A4 sheet

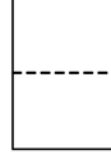
- Take a sheet of A4 paper.
- Fold it in half to make it A5.



- Fold it in half again.



- Fold in half once more.



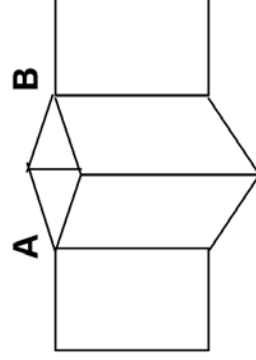
- Open out the last two folds (to A5 again) and cut from centre fold to the middle.



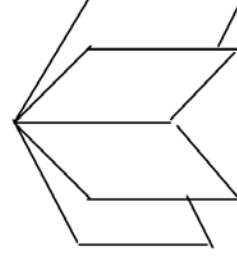
- Now open out the sheet to A4, and fold it lengthways.



- Stand it up so that the cut section forms a 'box'.



- Push together points A and B, then fold in half again to make a little 8-page book!

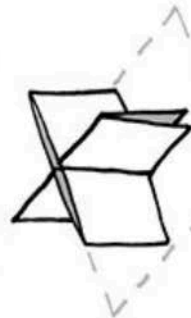
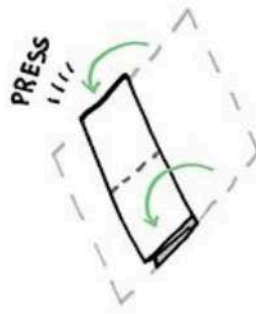
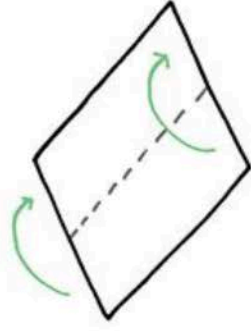
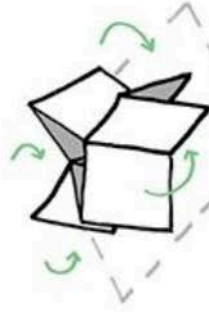
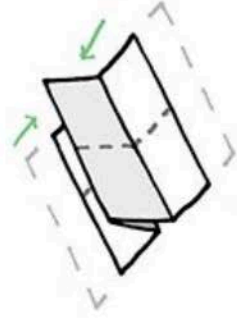
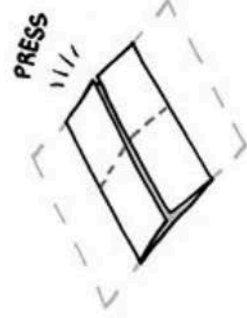
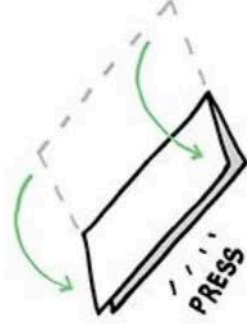
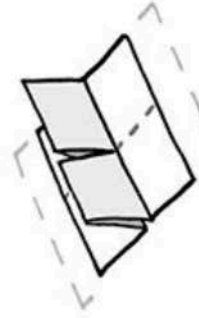
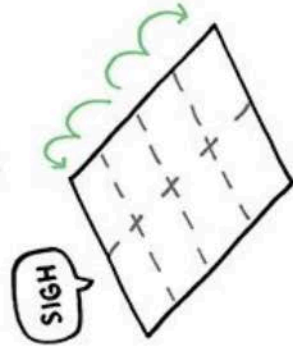
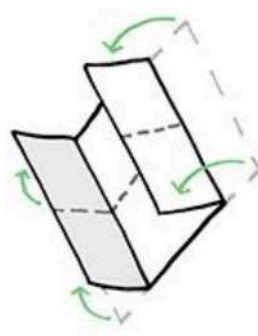
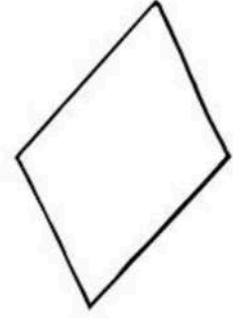


HOW TO FOLD A

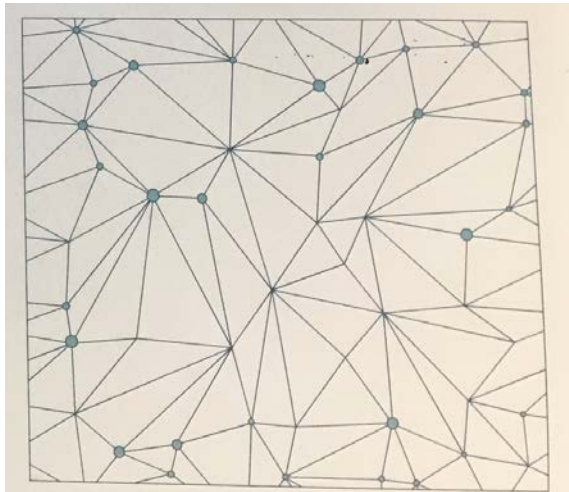
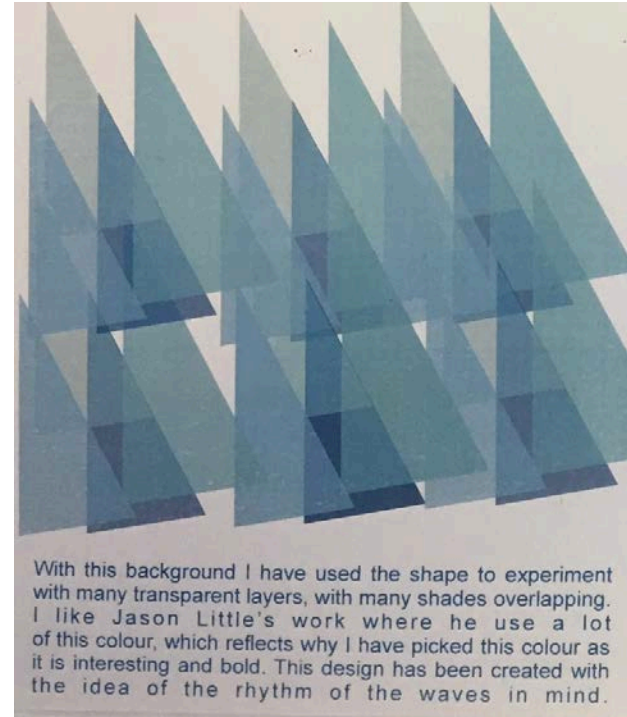
SHEET-O-PAPER

INTO A

8-PAGE ZINE



Examples of Jason Little inspired designs with annotation:



This is an interesting background which has got lots of spaces and lines in it. I have used triangles in many different sizes and shapes. It is also complex because the use of the shapes gives different perspectives because some of the shapes can make it look both 2D or 3D

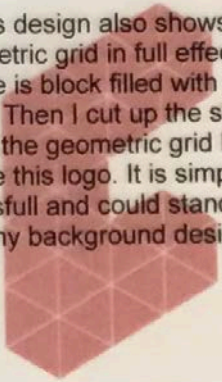


For this design, instead of choosing complimentary patterns, I decided to use two different methods and styles together to create a visually interesting and different design.

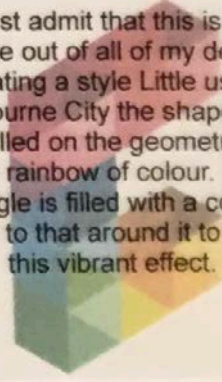


The pattern above has multiple sized triangles so that its less ordered and more random. I have ordered shapes differently and also made some transparent. Although I didn't do them all transparent to create some shapes blending into the background giving a gradual effect.

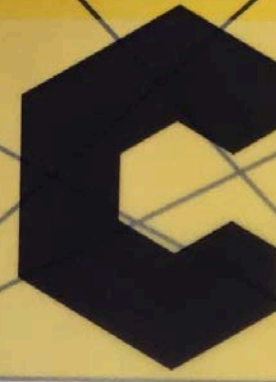
This design also shows the geometric grid in full effect. The shape is block filled with a bold red. Then I cut up the shape along the geometric grid lines to create this logo. It is simple and succesfull and could stand out on any background design.



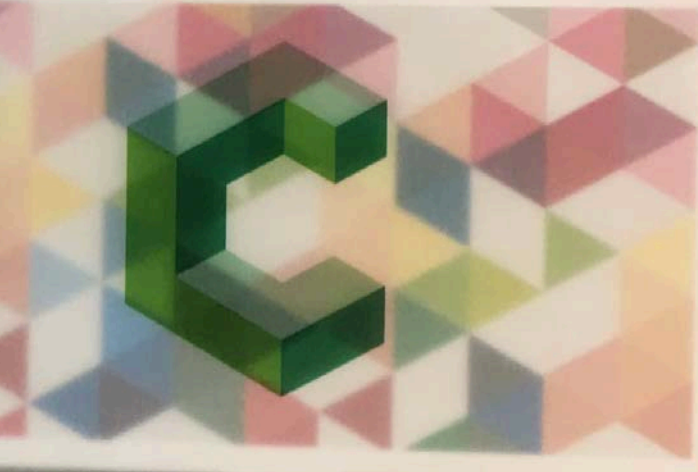
I must admit that this is my favourite out of all of my designs. Replicating a style Little used for Melbourne City the shape has been filled on the geometric grid with a rainbow of colour. Each triangle is filled with a colour similar to that around it to create this vibrant effect.



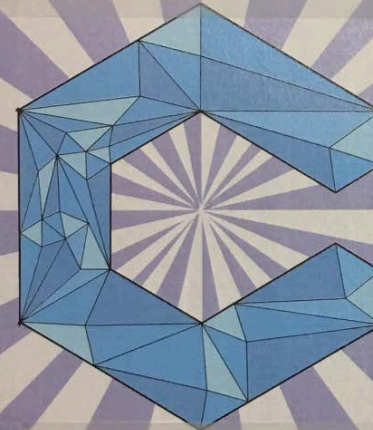
Here I really wanted the colours to compliment one another, here purple and yellow being those colours. The background represents a style of Jason Little which is to almost cut up the colours with a series of black lines. These lines create strong geometric shapes within and brings a real energy to the work. The yellow background is bright and bold, drawing in the viewers' eye to look closer at the complimentary purple logo.



The background is very colourful here, I have created an isometric grid and then filled many of the triangles created in colour. The colours were selected by either changing the tone of those previous or complimentary transitional colours. I noticed that from the background that there was a lot of green a long the horizontal centre line of the piece. So I chose a green logo to gently blend in with the background. I didn't want a shouty piece here but a complimentary piece of work.

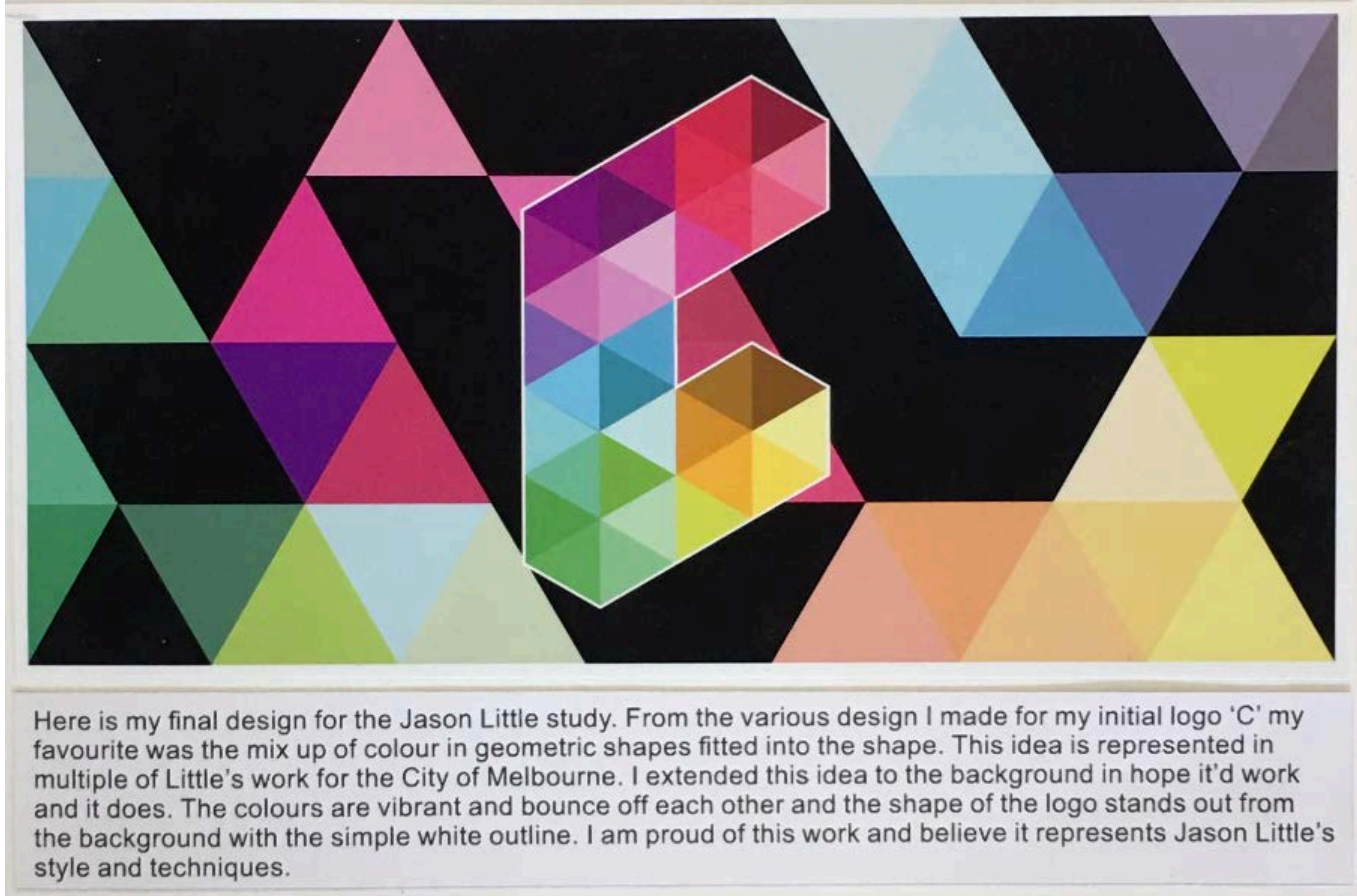


third combination, I found it worked really well. The background provided a focal point for the main design, and the colour scheme looked amazing.

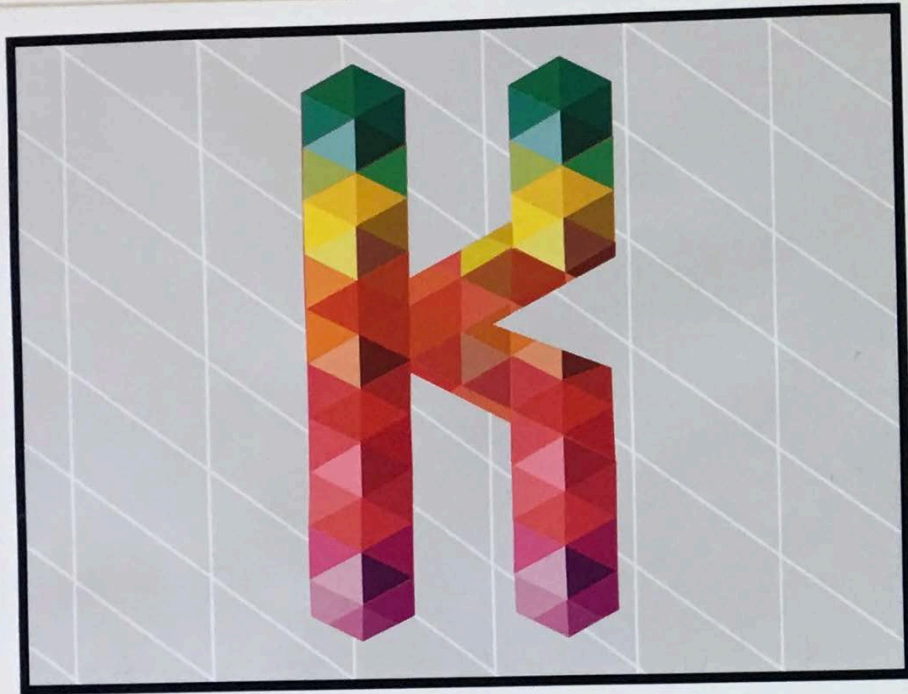


The forth combination didn't work as well, I felt the colour scheme didn't match well enough and it just didn't feel like the background and the design should of gone together, they look very separate. The fifth combination looked a bit odd, I feel the simplicity of the background does work well with the complex design, but the neon pink stands out when against the darker pastel-like colours. For the sixth combination I feel the background works well as it adds colour to the whole design making it more interesting, although due to the white fills in the 'C' it doesn't blend too well into the background.

Examples of final design + written evaluation:

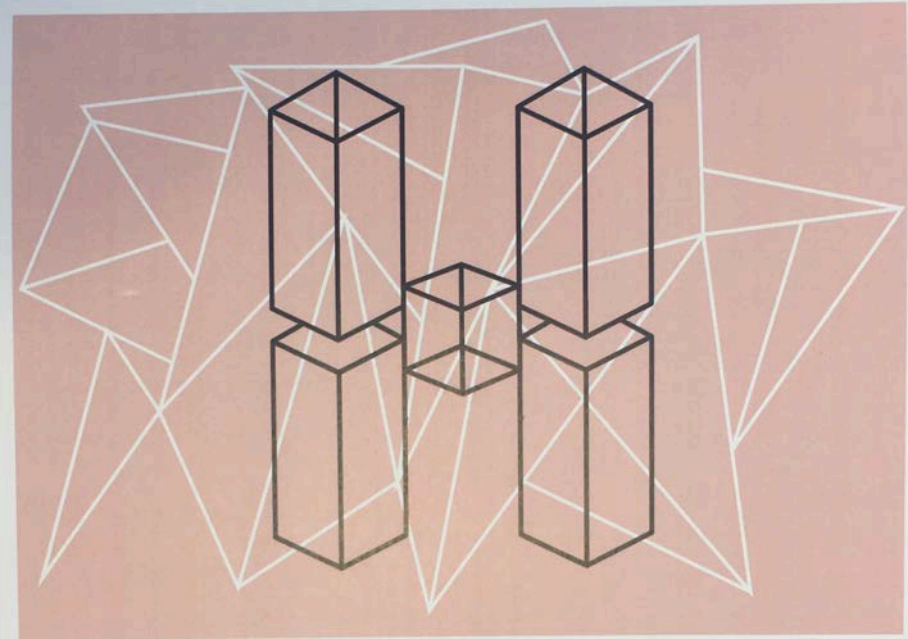


Here is my final design for the Jason Little study. From the various design I made for my initial logo 'C' my favourite was the mix up of colour in geometric shapes fitted into the shape. This idea is represented in multiple of Little's work for the City of Melbourne. I extended this idea to the background in hope it'd work and it does. The colours are vibrant and bounce off each other and the shape of the logo stands out from the background with the simple white outline. I am proud of this work and believe it represents Jason Little's style and techniques.

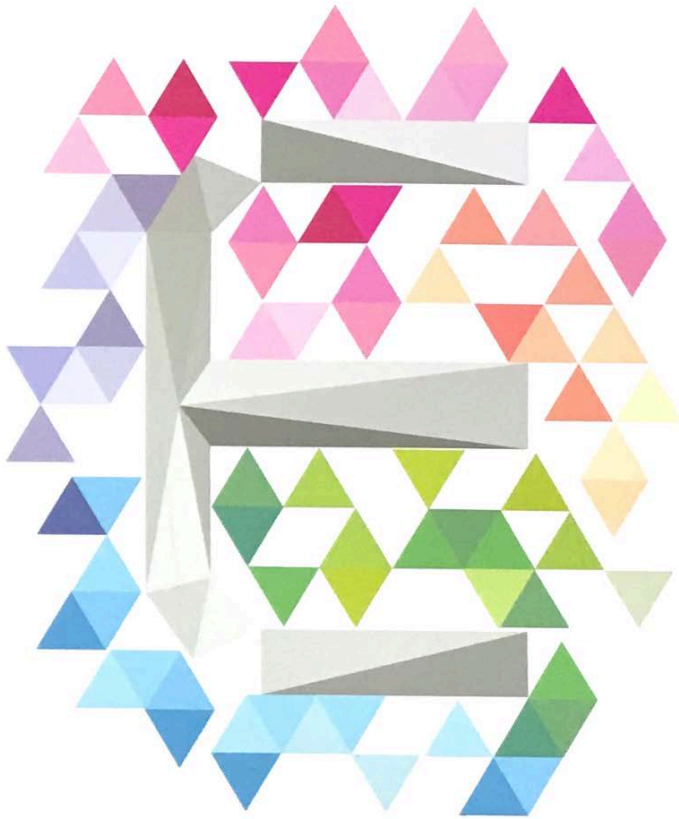


This logo is inspired by Jason Little and was made digitally on CorelDraw. The Letter K is positioned centrally on the background and its bright colours stand out against the grey background, making the letter pop and making the design effective by using constant. The shape of the letter K is simple, neat and effective as it could be easily reproduced and adapted to suit any brand. The colours in the K contrast against the background and this is the only logo I created without a limited colour palate. I think that's what makes this design stand out from the others. I also like the 3D illusion created, by the geometric shapes and the use of darker and lighter colours of the same tone. This also makes the letter more fun and interesting as well as making the logo eye-catching. I think this logo is appealing to everyone as it is bright, fun and outstanding. It is bold and clear to read, whilst also being abstract and complex due to the intricate triangles within the letter. To improve this logo further, you could perhaps make the background more complex, however you would not want this to detract the viewers attention from the letter.

My Final Piece

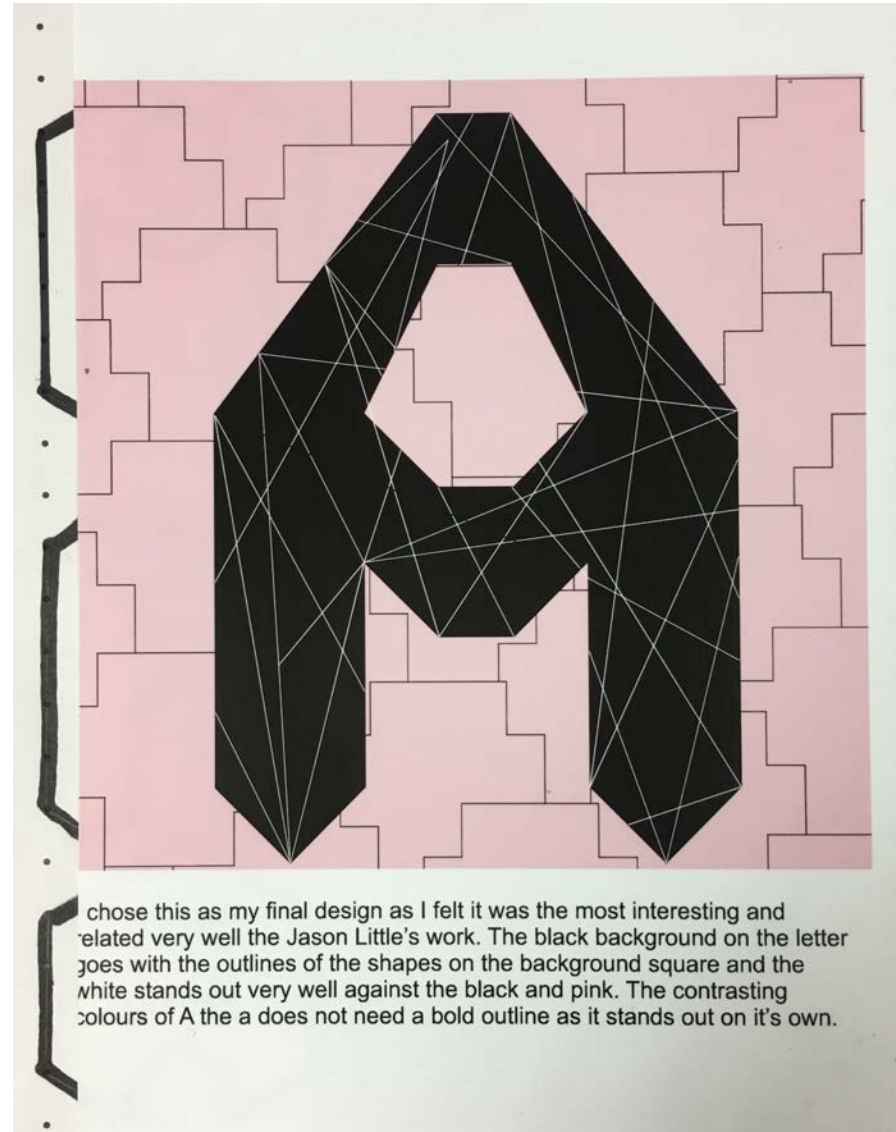


This is my final Jason Little inspired piece using my own initial 'H' to make it personal to myself. The style was inspired by the work he did for the City of Melbourne. I created a complex shape outline for the letter and gave it a dark outline shade so that it would become the focus point of the eye. I like the colour scheme featuring two shades of blue next to a white as it gives it a calm and relaxed feel.



Final Logo

I chose this logo because of its striking and bold colours and techniques used, inspired by Jason Little. This idea is using the repeated triangle background, which gives my logo a sense of rhythm. I fitted and arranged these triangles around a particular font I liked. I then chose a fill that would suit this background the best. This fill is made up of grey triangles in different tones to show shadow or to give it a 3D effect. This idea gives my logo perspective. The greyscale 'E' compliments the business of the background because of its simplicity so the composition of colours I have used are balanced and pleasing to the viewer. If I had chosen a colour or a selection of colours for the font fill, in my opinion it would look too busy and messy on the colourful background so the juxtaposition of the 'E' and the background is evident. The triangles are also made up of different tones of colours so it suits the idea behind the fill I've used. This idea echos my happier side and therefore its colourful but also looks professional because of its simplicity and to me it also looks quite chic. I have printed it out in photographic paper, which really benefits the logo because of the colours which shine on this paper.



I chose this as my final design as I felt it was the most interesting and related very well the Jason Little's work. The black background on the letter goes with the outlines of the shapes on the background square and the white stands out very well against the black and pink. The contrasting colours of A the a does not need a bold outline as it stands out on it's own.