

DESIGN METHODOLOGY PROCESS BOOK

Studio 01 - Prof. Jane Zash

Andrew Henriquez

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OBJECTIVE

The objective for Studio 1 is for students to be initiated to the designer's position in visualizing layered projects through multiple media. This is accomplished by creating based on a professional design methods and tactics of problem-solving through research, conceptual ideation, design development exercising the usage of these formal elements and basic philosophies of design for studies of type, imagery, layout, and composition, format and media to generate advanced, well implemented visual communication results.

DESCRIPTION

Your beloved artists/designer/historical or contemporary figure/social issue/object or topic, is having an exhibition show at the SCAD Museum. You've been selected to design the future resources for the exhibition, however prior to any visual communication there is a lot to be done in order to determine 'the story' to guarantee the accomplishment of a connection to the audience.

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DISCOVERY

The contemporary diva summons up a certain **kind of woman** and it is usually a **negative** image. Originally, just the definition for a very famous female opera singer then evolved to a renowned popular sensation. More commonly, though we call anyone who thinks they're **holier** and **overly entitled** than everyone else. The music industry these days have many female artists yet only a certain selection of women can be considered for the **title of a diva**. These women come from any and all backgrounds but share two things: **raw talent and a infinite craft for timeless reputations**. Divas can choose to embrace this label and be associated with **demanding demeaners** yet through their years performing and learning they know what direction they choose to **pursue**. These women are **polished to perfection** prove their supremacy over their own essence.

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ATTRIBUTE LIST

- FEMALE
- EXCELLENCE
- TALENT
- GODDESS
- GORGEOUS
- MUSIC
- NEGATIVE
- SPOILED
- TRAMP
- PRETENSION
- SAVVY
- SASSY
- CHIC
- AUTHENTIC
- SELF-RESPECT
- Kind of woman
- ITALIAN
- EGOTISM
- FLAIR
- DRAMA
- OPERA
- WAIF
- GLAMOROUS
- CASTAWAY
- VANITY
- FEMALE DEITY
- BOLD
- TIMELESS
- Entitled
- ambitious
- TEENAGERS
- WOMAN
- CELEBRITY
- ARROGANCE
- FASHIONABLE
- SLUT
- POWERFUL
- WELL-RESPECTED
- PRIDE
- ART
- ATTITUDE
- CHEEKY
- INNOVATIVE
- confident
- WORSHIPPED

Ambitious
Authentic
Confident
Glamorous
Self Respected

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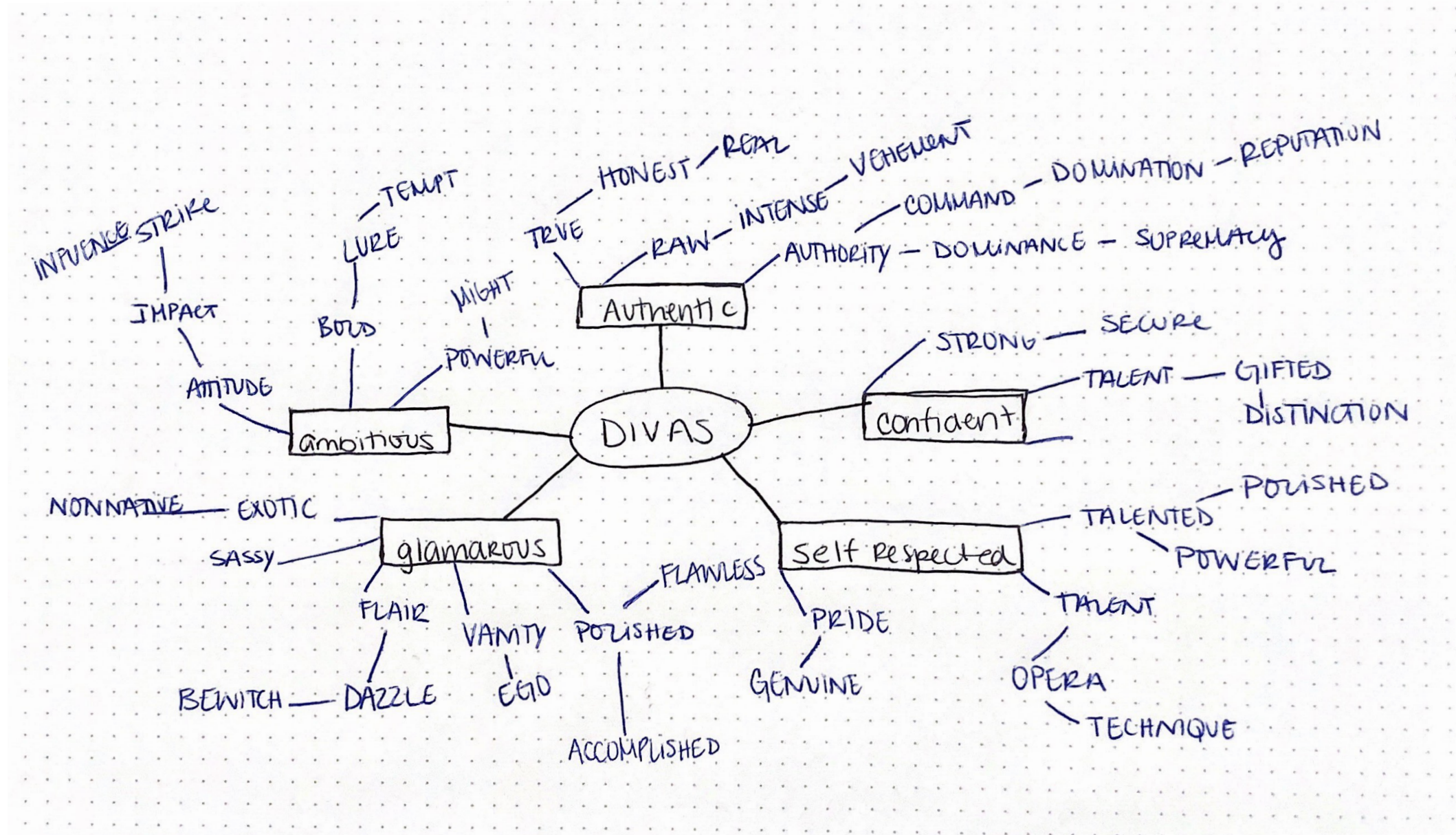
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DEVELOP

Ambitious: *having or showing a strong desire and determination to succeed.*

Growth: *the process of developing or maturing physically, mentally, or spiritually.*

Confident: *feeling or showing confidence in oneself; self-assured.*

Craft: *an activity involving skill in making things by hand.*

Vanity: *excessive pride in or admiration of one's own appearance or achievements.*

Flawless: *without any blemishes or imperfections; perfect.*

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EXHIBITION NAME

POLISHED

NARRATIVE REASONING

Divas in the music industry have certain connotations but they have defined and cleared the way for many other women following in their footsteps. These femme fatales are bold, talented and authentic in their ways as artists and as women. These singers can come from anywhere and anything, because what makes them special is their talent and ambitious. They have finessed their craft in order to always deliver a polished on-stage spectacles and tours The choice of these titles embrace the polished nature of rebelling against the norm.

SUBTITLE

Celebrating the progression of authenticity and dazzling behavior of divas in music.

Celebrating the craft and artistry of Divas in music.

Celebrating the artistry of divas.

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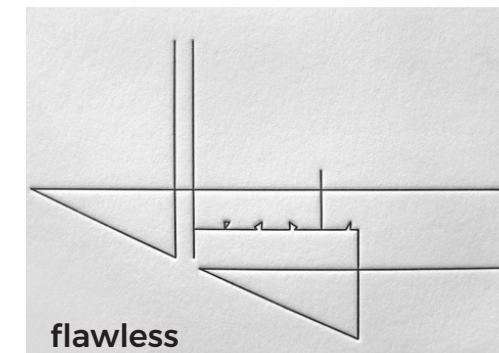
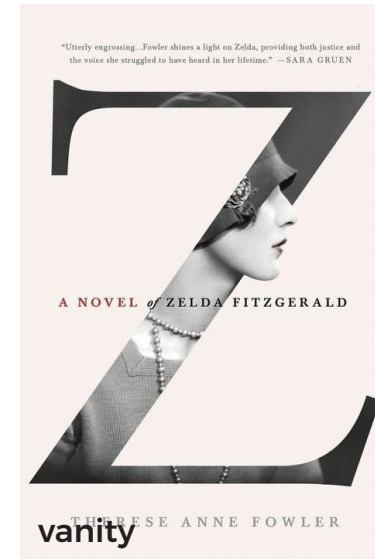
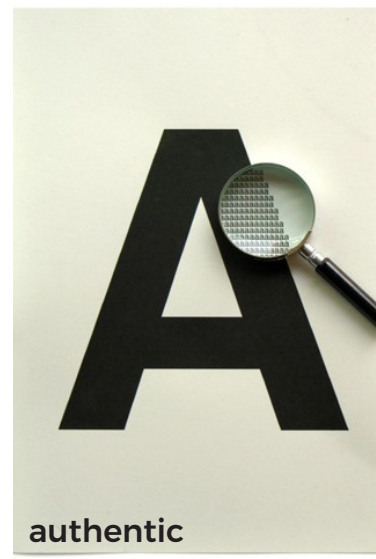
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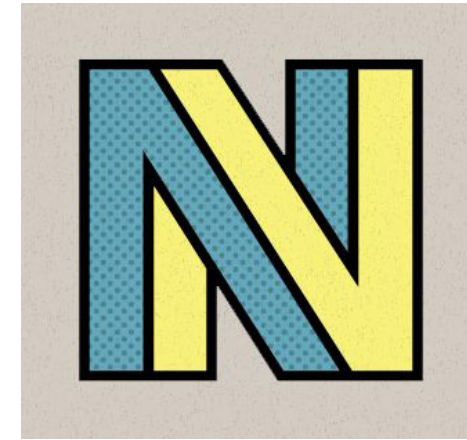
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DISCOVERY Typography



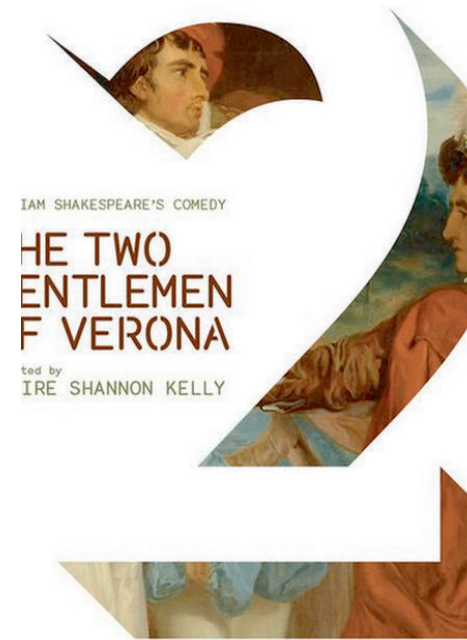
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DISCOVERY Typography (drop shadow = growth)



12 - 29
PM

PINKNEY PARK
ROWAYTON, CT



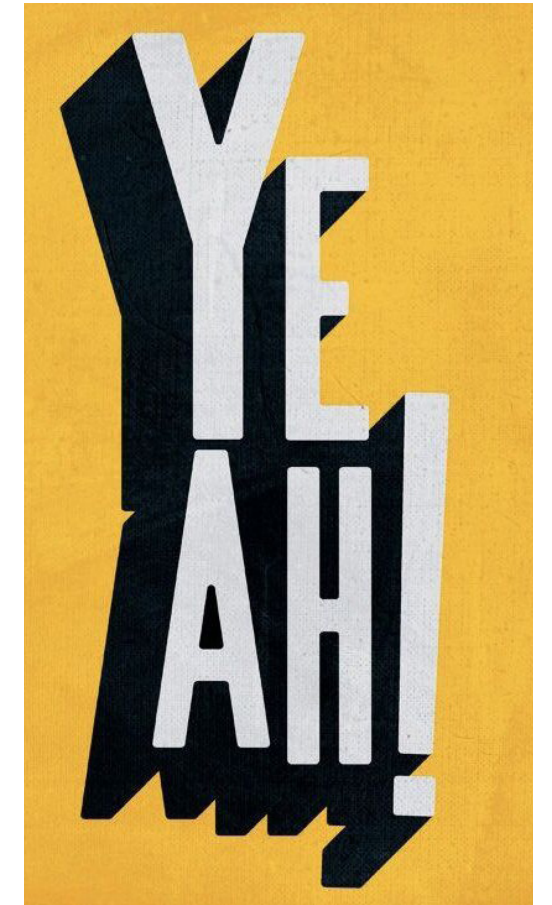
I AM SHAKESPEARE'S COMEDY

THE TWO
GENTLEMEN
OF VERONA

Directed by
IRE SHANNON KELLY

Under the stars with
and friends!
Performances are FREE
Suggested donation.

No Monday performances.
Reserved seating \$35.
Call 203-299-1288 or visit
shakespeareonthesound.org



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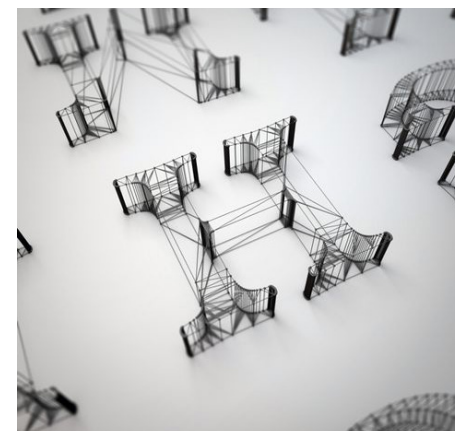
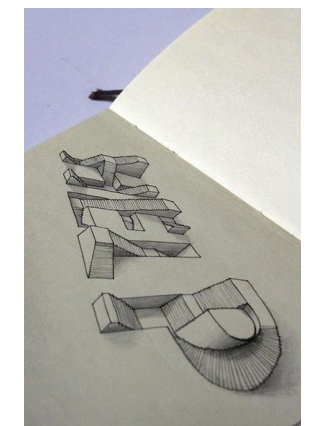
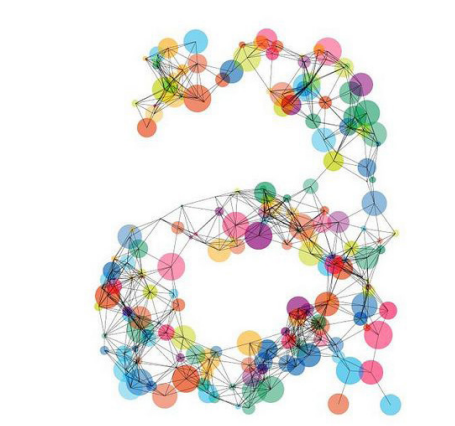
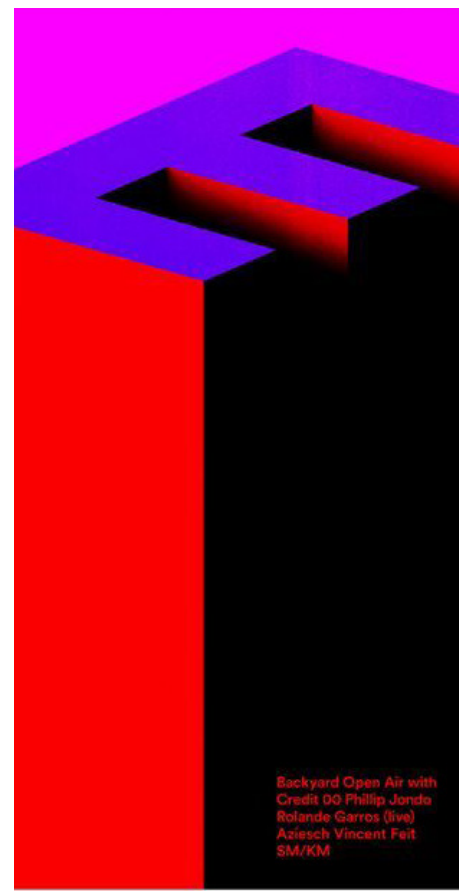
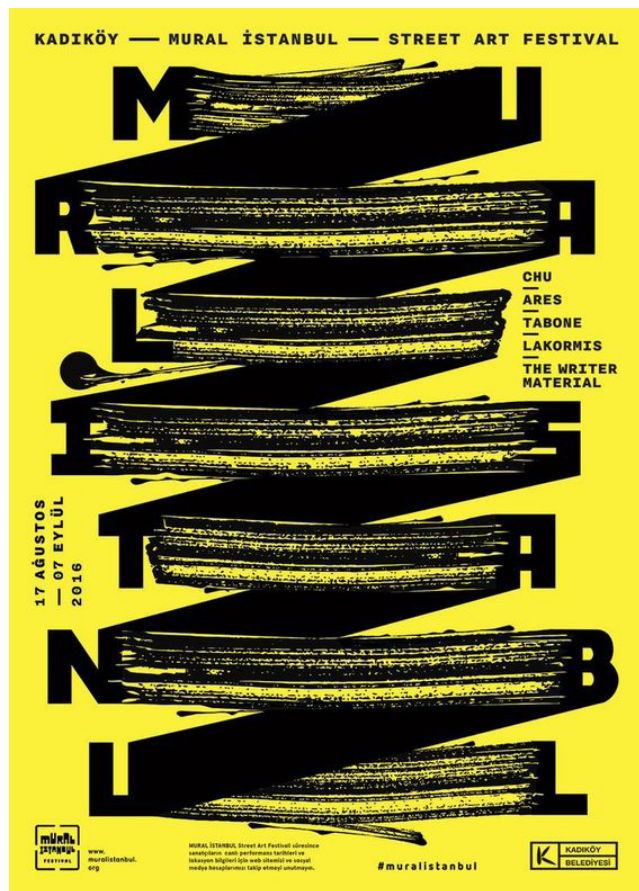
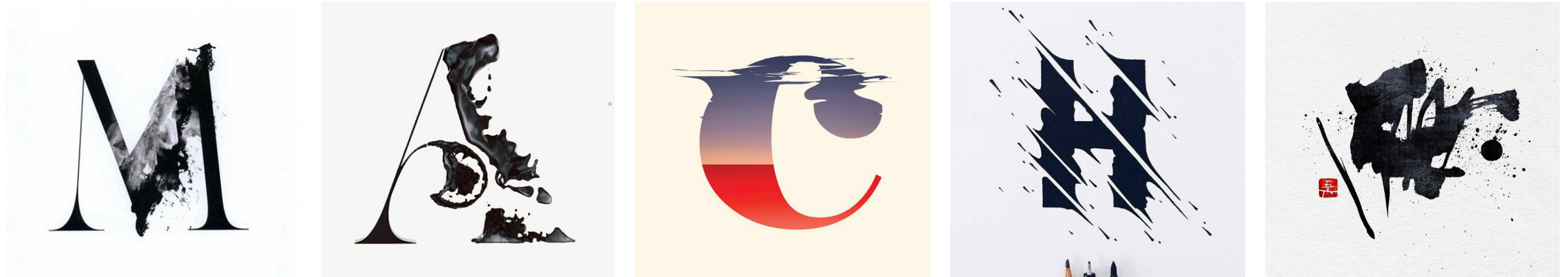
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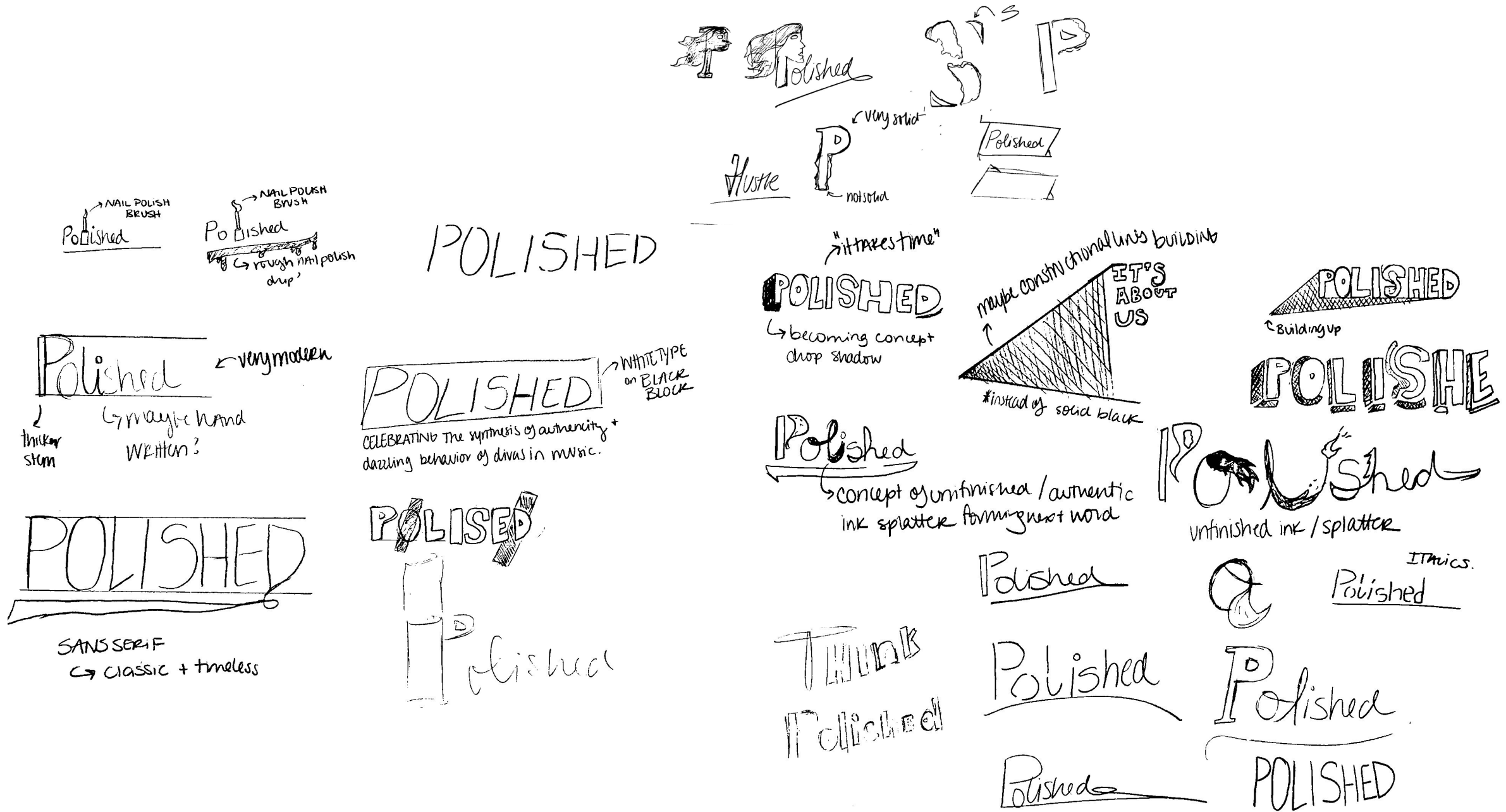
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DEVELOPMENT TYPEFACE Study

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Canela Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Canela Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Canela Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Canela Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

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DEVELOPMENT Logotype Marks

POLISHED

POLISHED

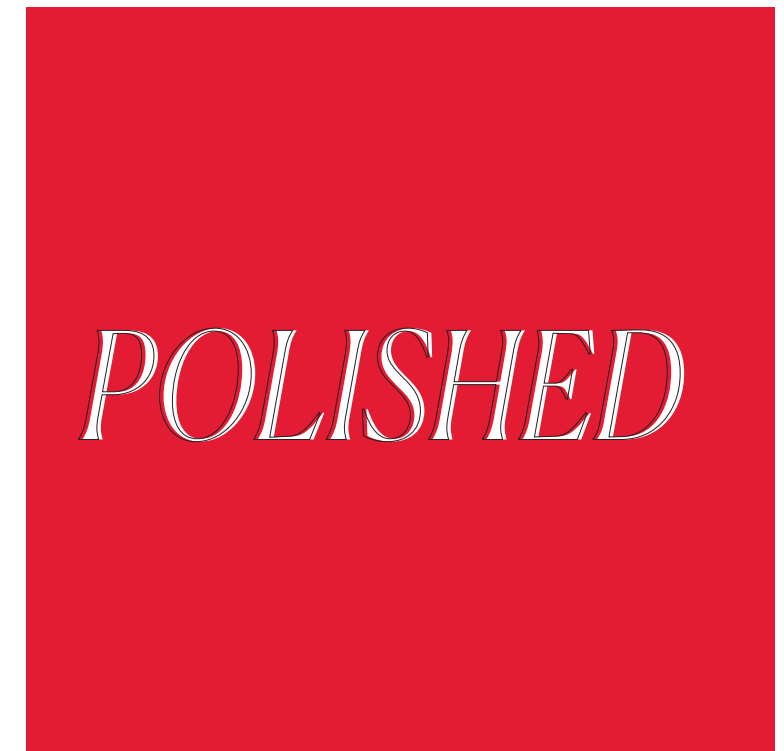
POLISHED

POLISHED

POLISHED

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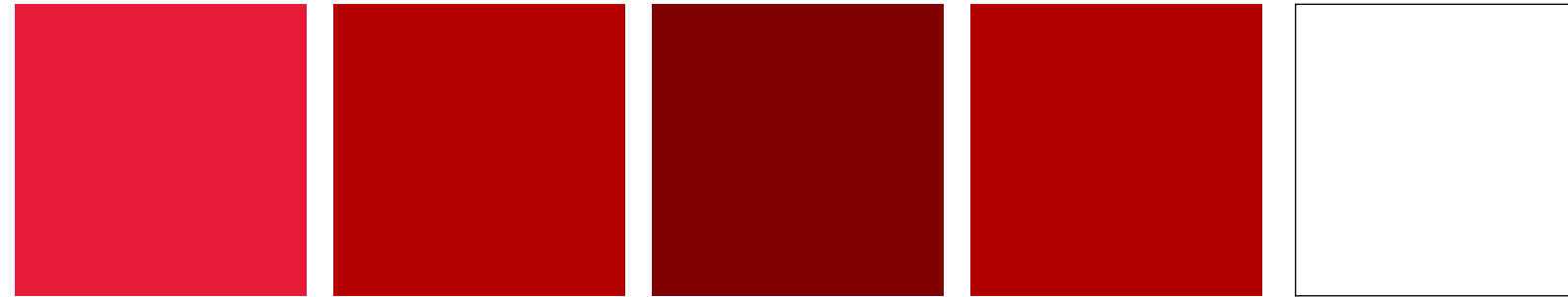
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DEVELOPMENT Color Studies

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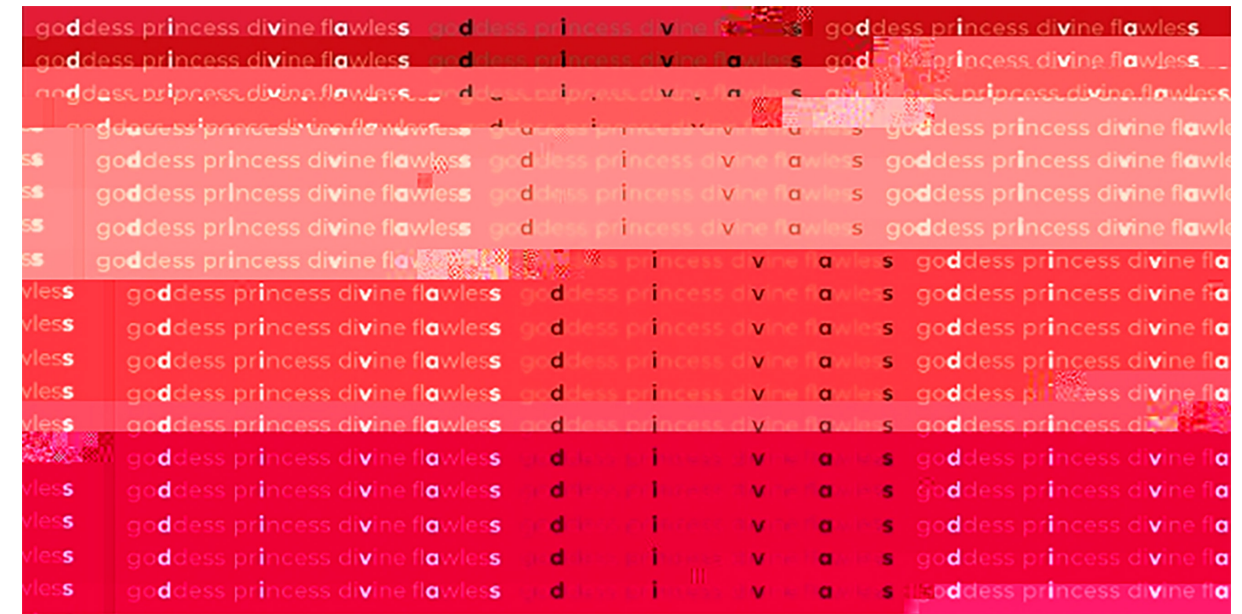
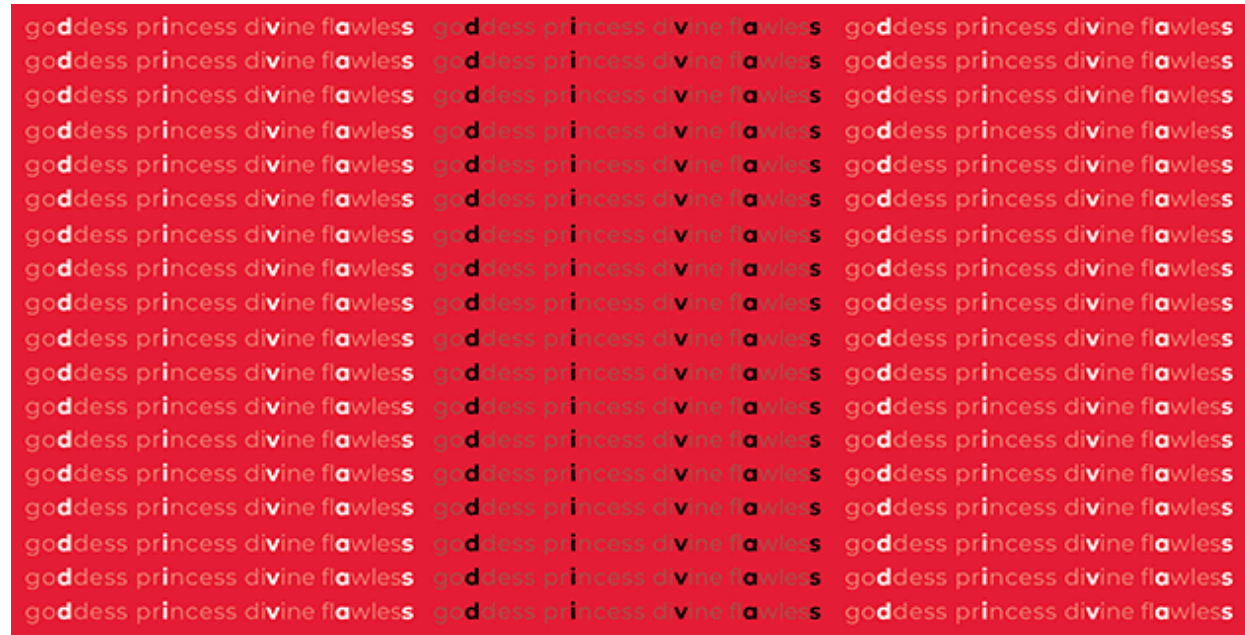


COLOR PALETTE 2



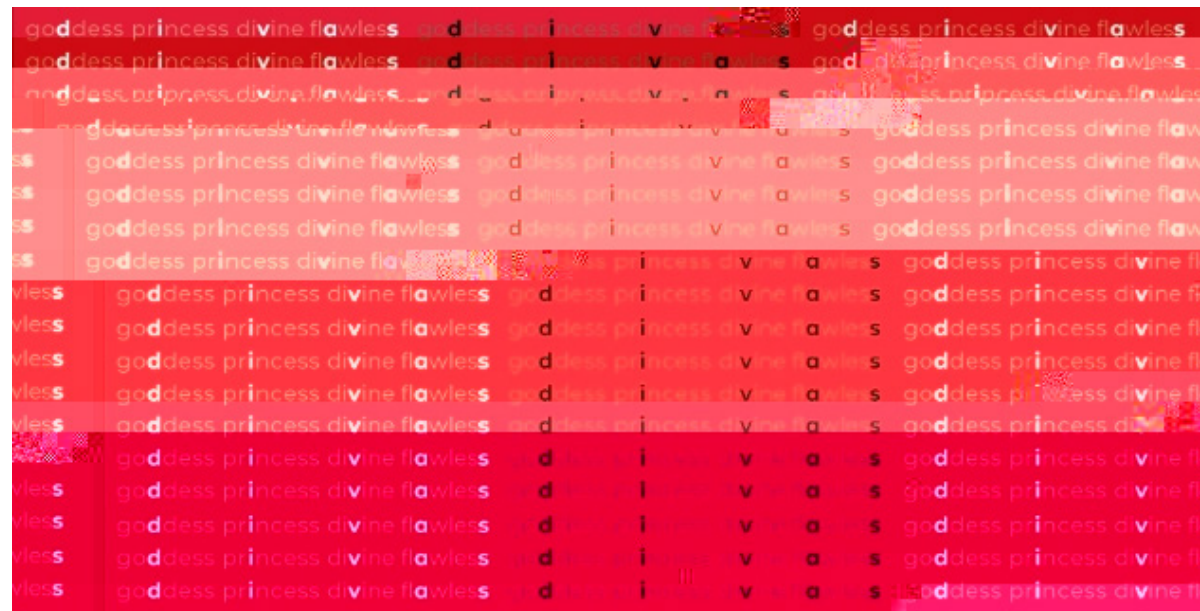
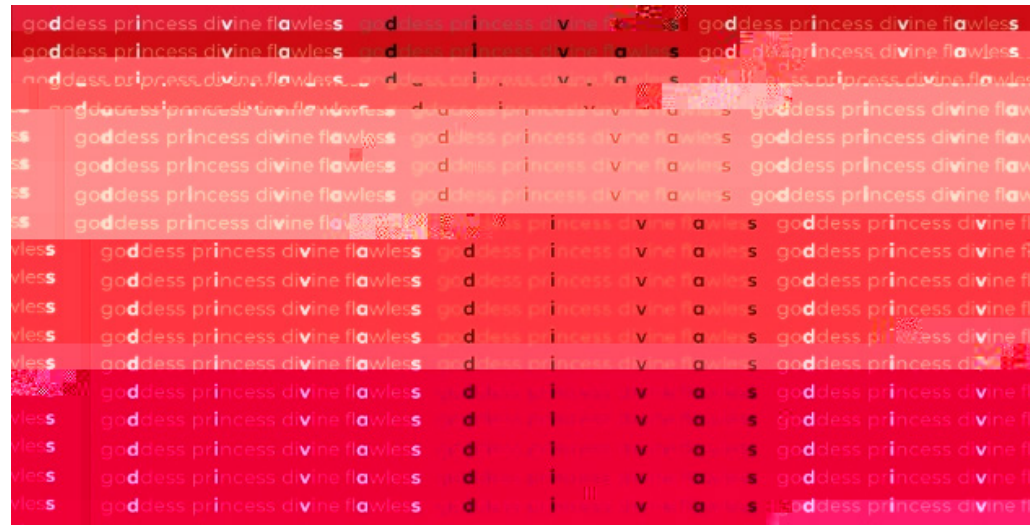
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DEPLOY Logotype

celebrating the artistry of divas.

POLISHED

NARRATIVE REASONING

This logotype reflects the identity of divas, they've mastered their craft while being classic and still breaking the mold and moving forward. The industry in which these women perform in is so forward thinking and yet still have low expectations for these women performers. Music labels have such dominance over what is released and what they think will make them the most money, this obviously is something that these women have a problem with. These women don't let these executives tell them how to perfect their craft and they know what they want to release. The drop shadow also is a sign of growth and empowerment in order to show growth and superiority in regard to their art forms. The wave shape is a reflection of a timeline or progression of stages in which these women grow into their own mold and shake the rest of the world. Divas have made a lifelong impact; they have perfected their craft in order to spread their art to their fans through their performances and music.

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DEPLOY Fonts

Canela (Light Italics)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+

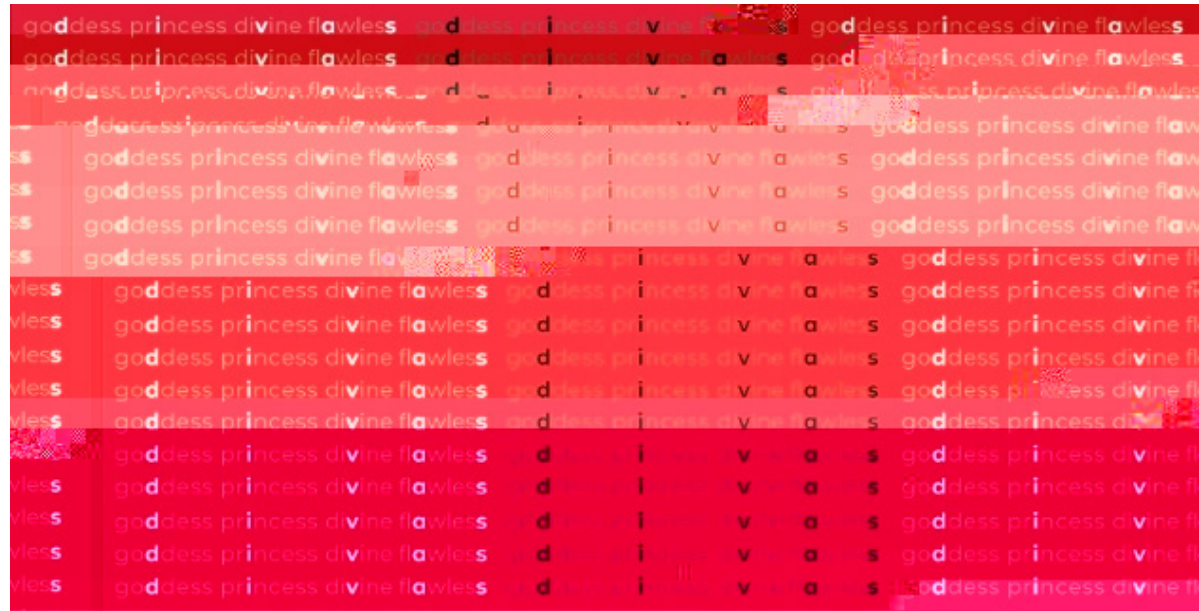
Montserrat (Bold Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

NARRATIVE REASONING

Choosing Canela because it is a delicate serif and still as refined and sophisticated serif font which to me exhibits a high-end feel. I chose to apply the italics typeface in order to show progress and direction these women will keep going towards to strive for perfection. Montserrat being the subtitle it brings simplicity for the 21st century Sans serifs and carries sophistication with it. I think there is also a great dynamic feature about the font crossing.

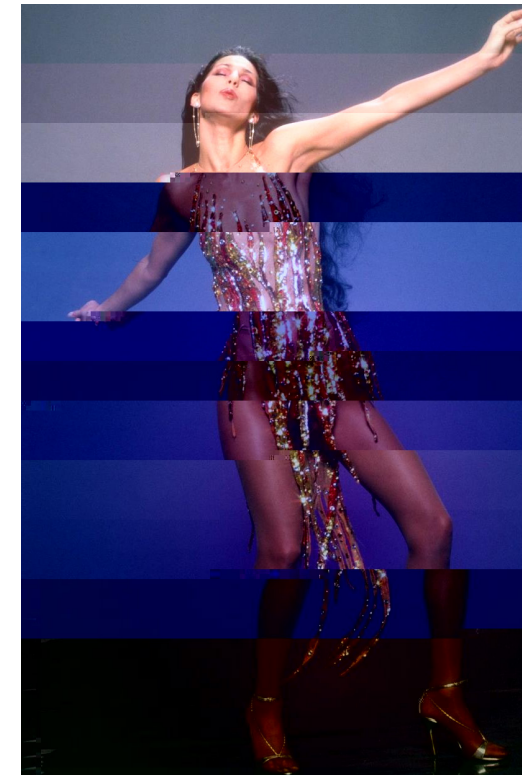
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DEPLOY Graphic Elements



NARRATIVE REASONING

The graphic elements include a pattern of circles that resemble the lights at night or the flashes during a performance. These women don't let these executives tell them how to perfect their craft and they know what they want to release. The drop shadow also is a sign of growth and empowerment in order to show growth and superiority in regard to their art forms. The wave shape is a reflection of a timeline or progression of stages and a reveal for impact and surprises.

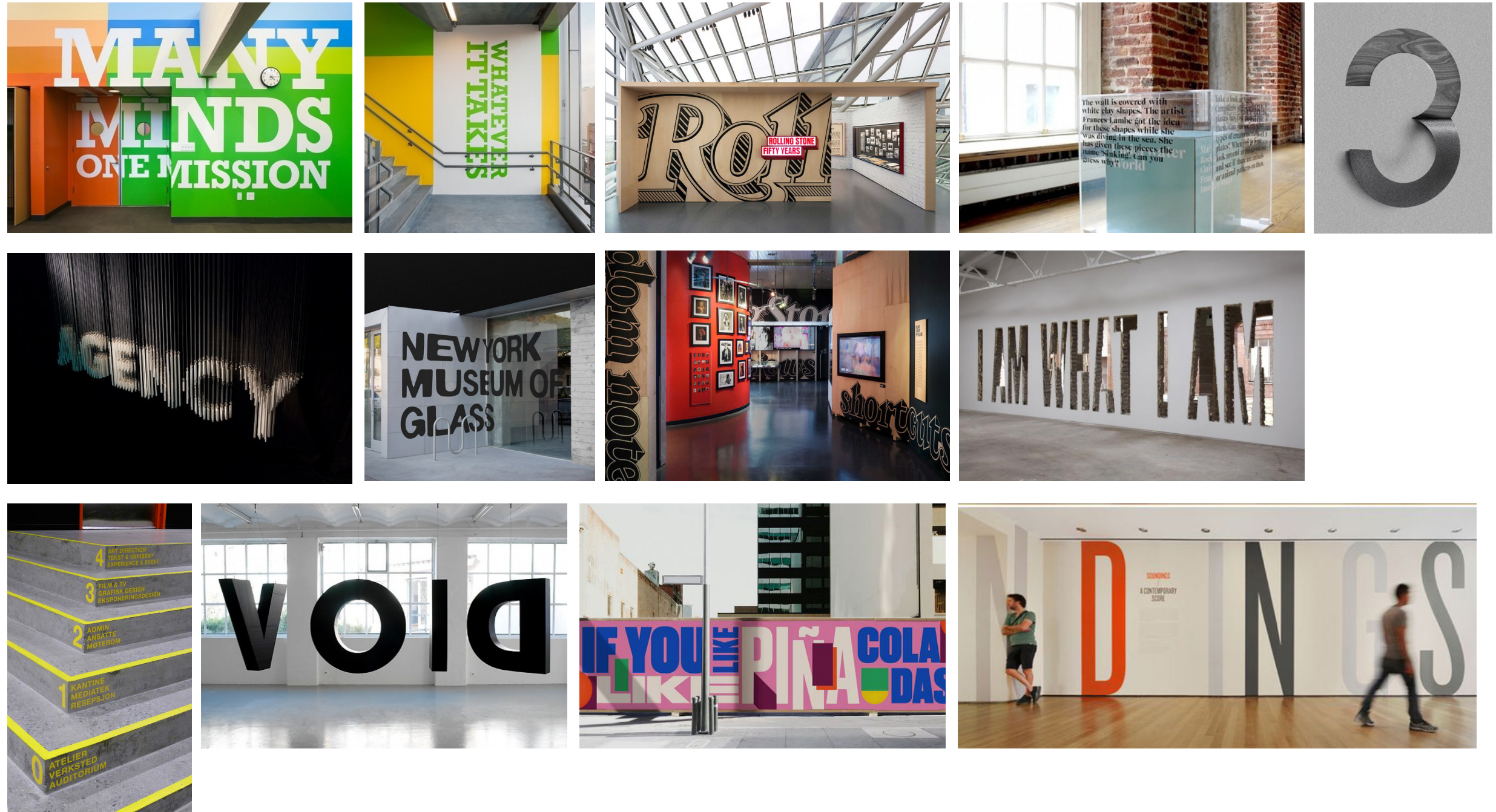


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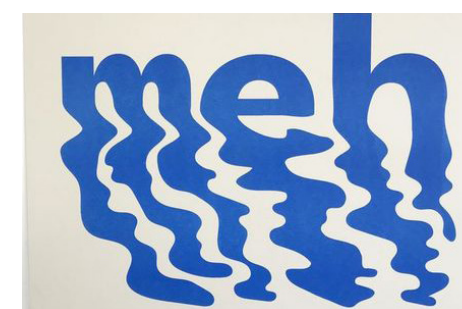
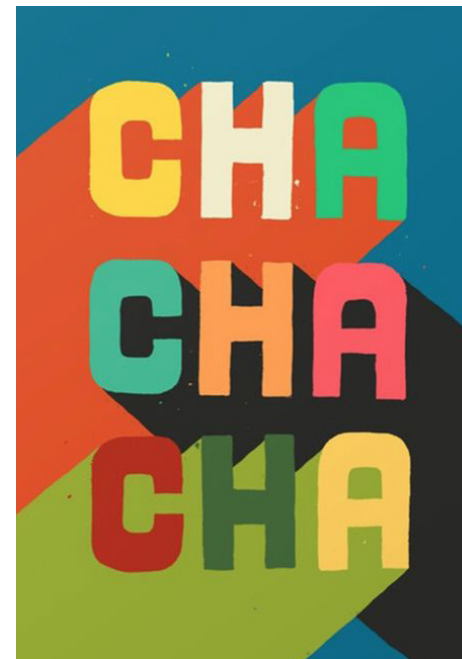
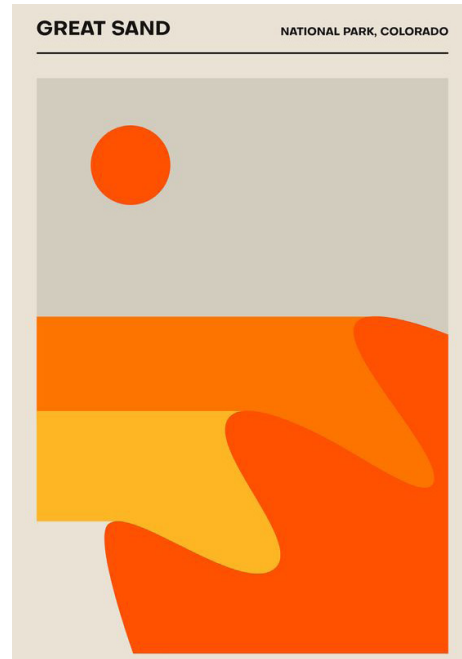
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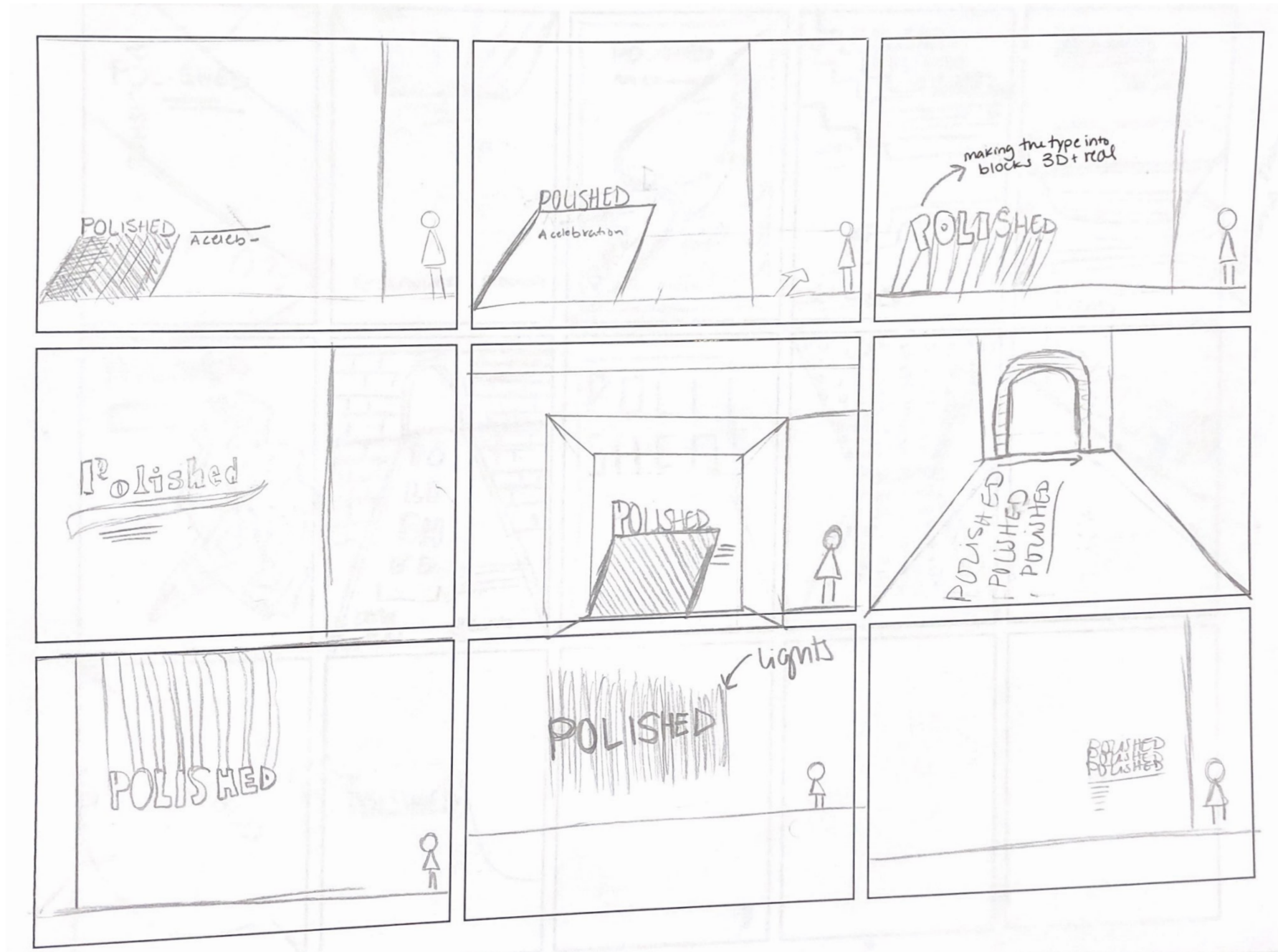
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DISCOVERY Poster Design



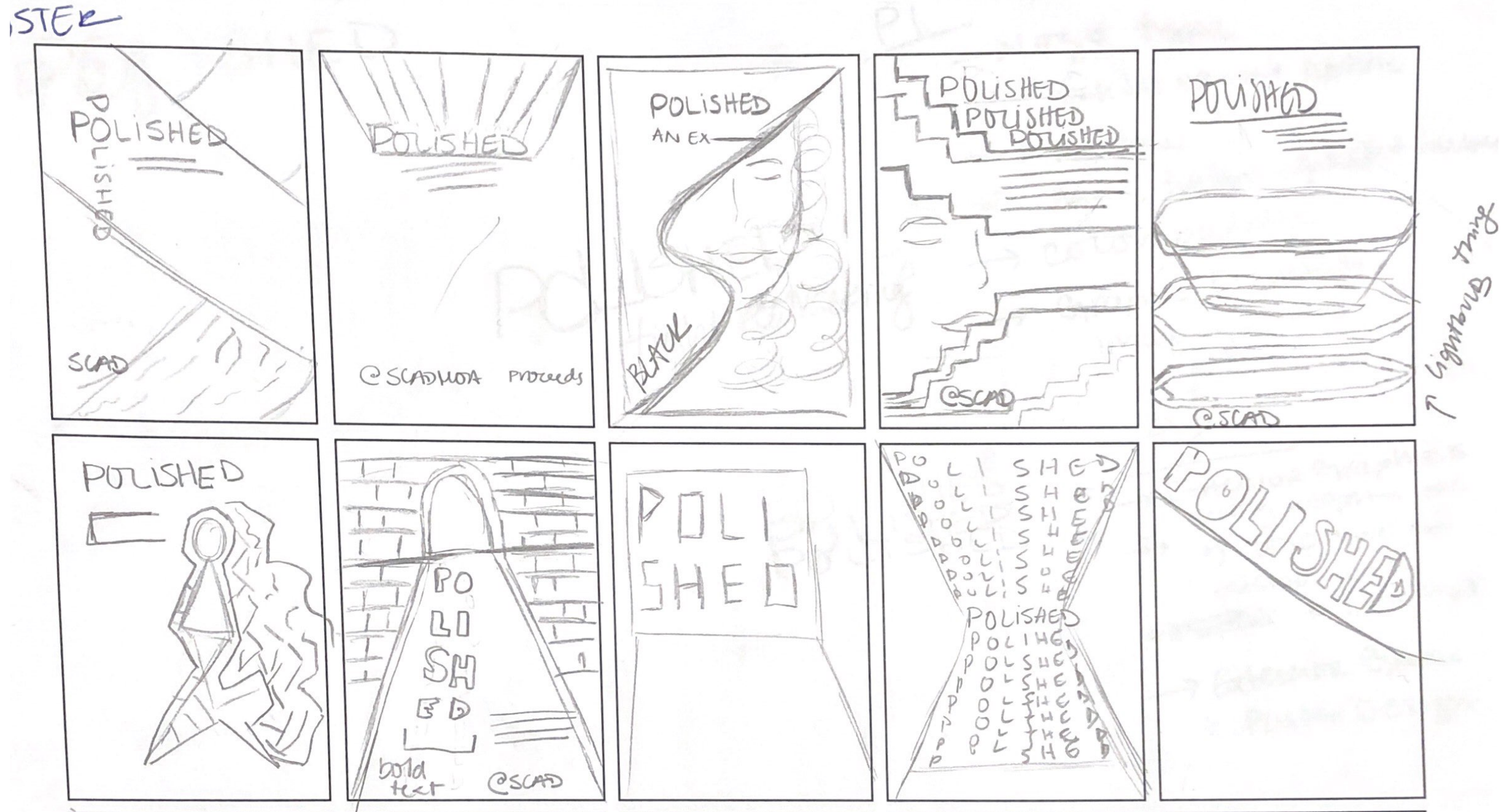
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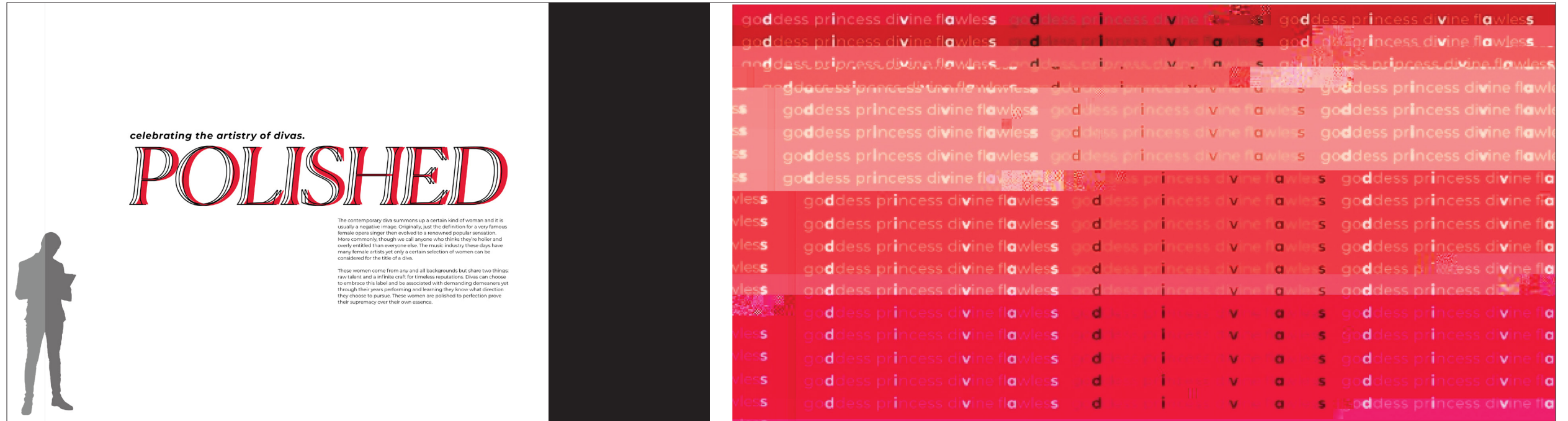
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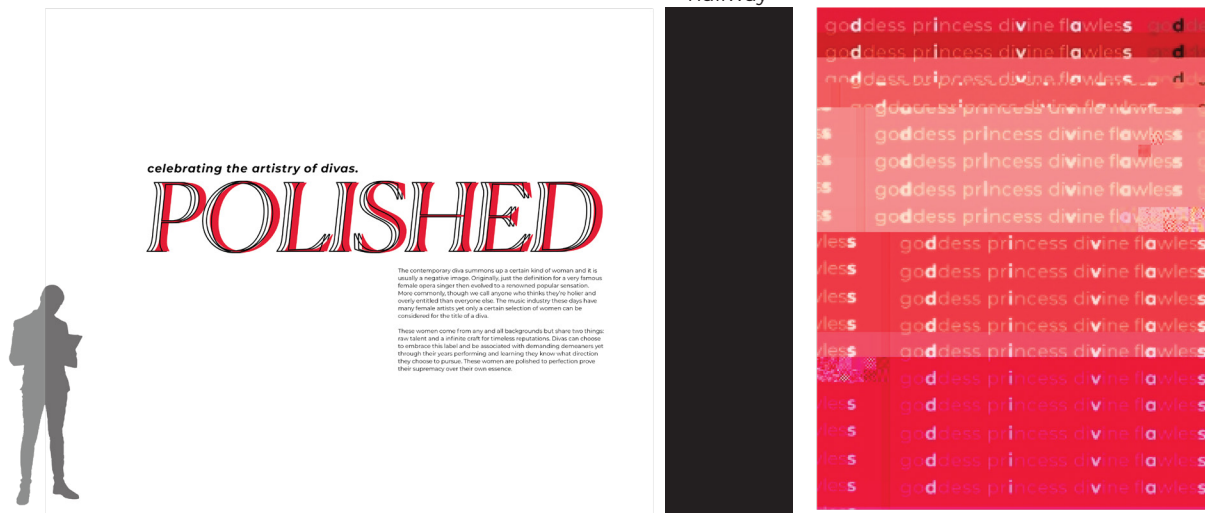
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hallway



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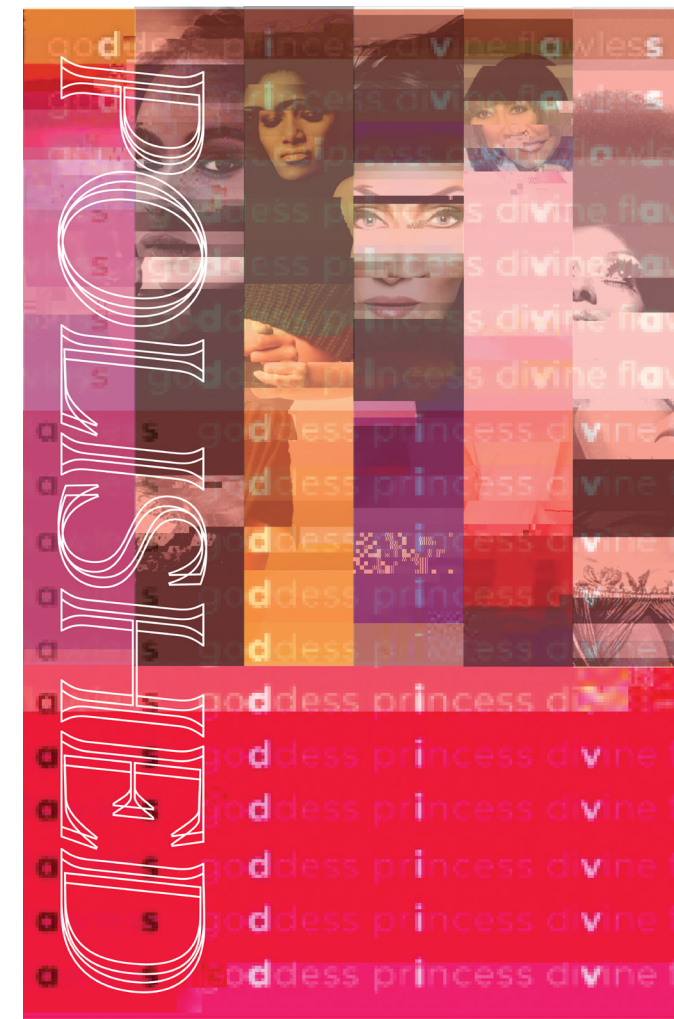
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DEPLOY Interior Walls



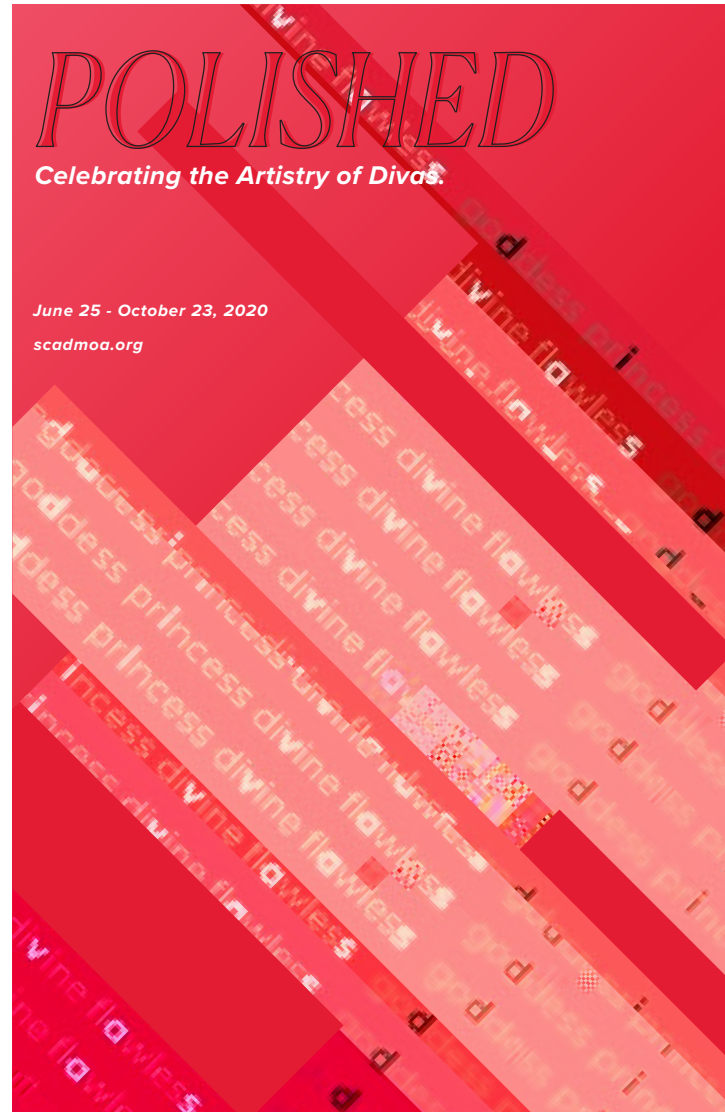
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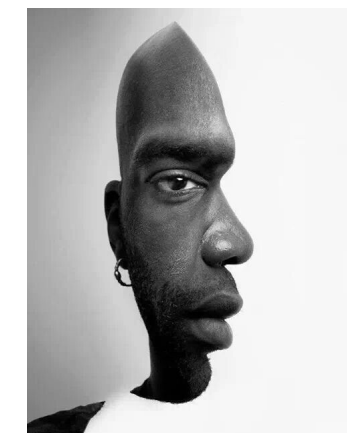
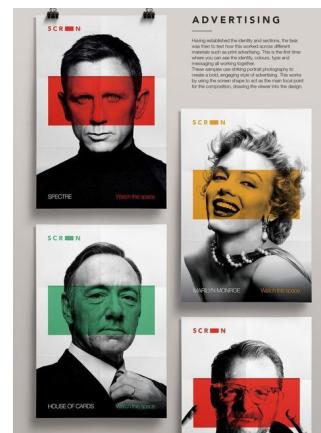
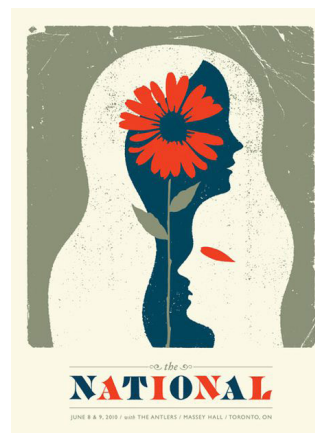
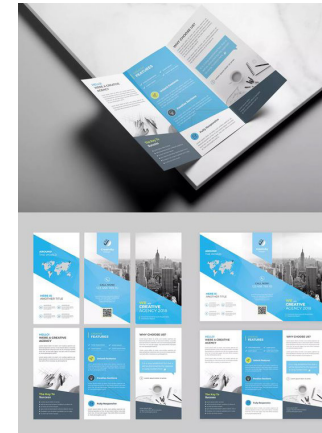
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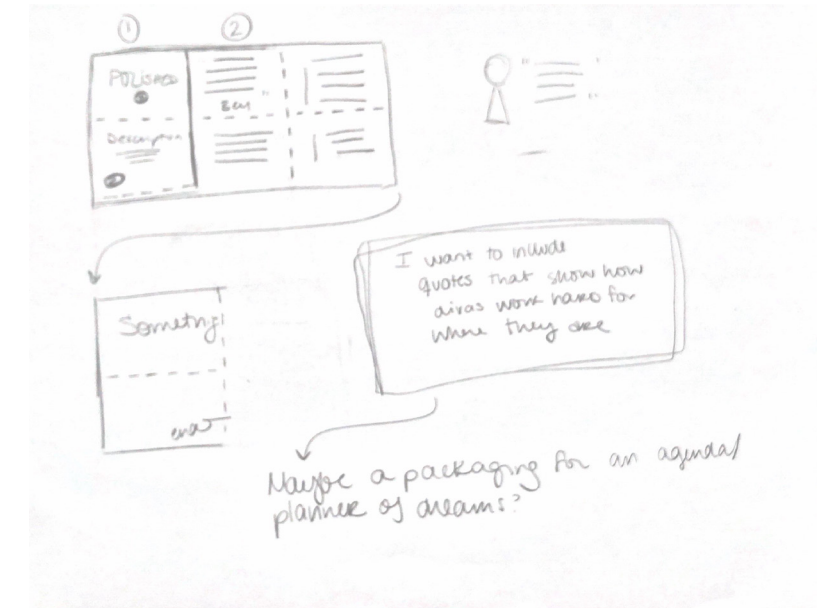
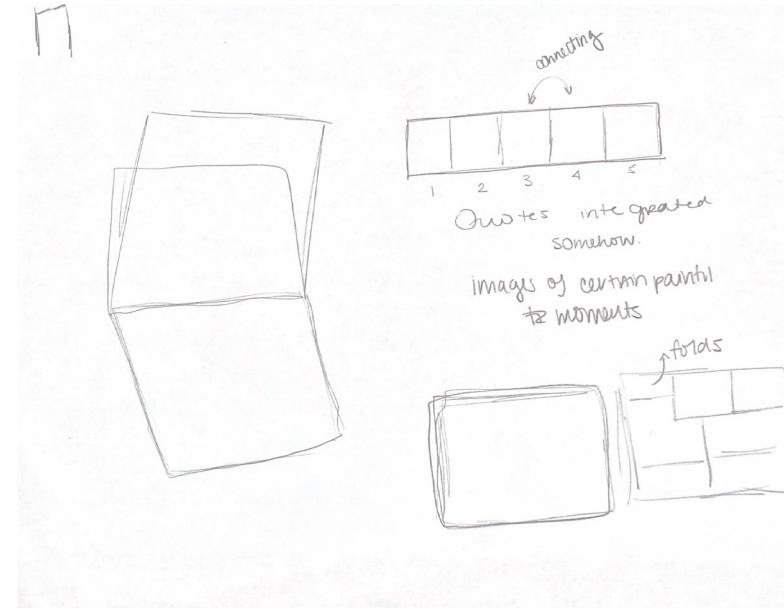
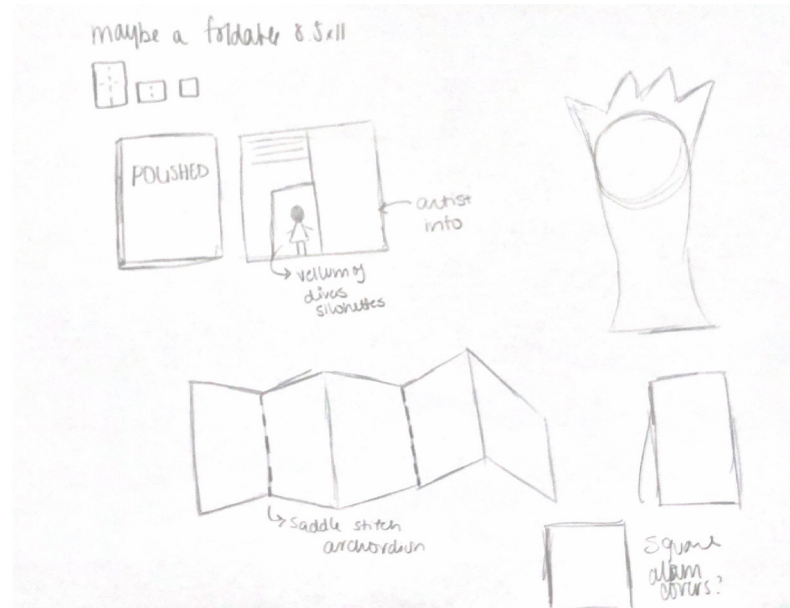
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DESIGN Literature Design Sketches



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DESIGN Quotes Discovery

“A true diva is graceful, and talented, and strong, and fearless and brave and someone with humility.” Beyoncé

“It’s never too late to reclaim your inner diva and reclaim your inner strength.” Michelle Visage

“For me, a diva is like the great opera singer, the great film star - out of reach, in their own world, with a real gift for invention: attention-demanding performance artists with a flamboyant, compelling sense of their own importance so special and inimitable it verges on the alien.” Grace Jones

“It takes a long time to get to be a diva. I mean, you gotta work at it.” Diana Ross

“A diva is someone who is a perfectionist, who does her best in her craft.” Patti LaBelle

“I’m no diva but I can be annoying in a recording studio. Of course I try to be a diva in terms of confidence of performance and owning a song but I’ve never behaved like one in terms of the negative connotations of the word.” Nicole Scherzinger



Photography by
Jean-Paul Goude

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DEVELOPMENT Pairing Typography

POLISHED

A collection of mantras by divas.

The contemporary diva summons up a certain kind of woman and it is usually a negative image. Originally, just the definition for a very famous female opera singer then evolved to a renowned popular sensation. More commonly, though we call anyone who thinks they're holier and overly entitled than everyone else.

"It takes a long time to get to be a diva. I mean, you gotta work at it." Diana Ross

IvyMode / Gill Sans

Mastering Crafts

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Ivy Mode SemiBold Italics / Fieldwork

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Diana Ross

Canela (thin) / Gill Sans (light)

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IvyMode(italic) / Gill Sans (light italic) / Shree (regular)

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DEVELOPMENTS Photography Treatments with Quotes

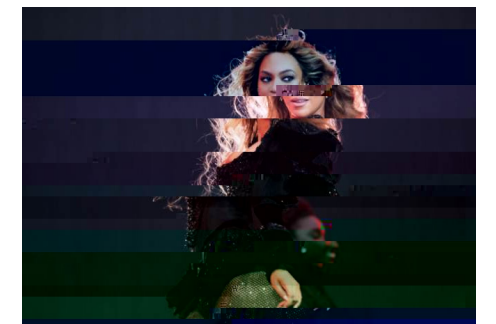
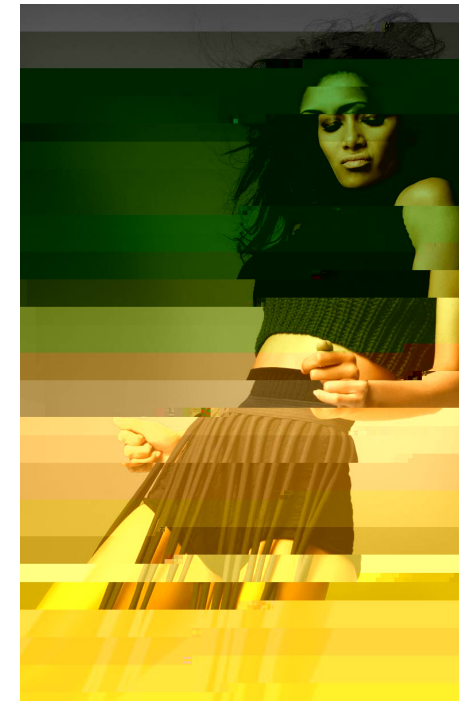
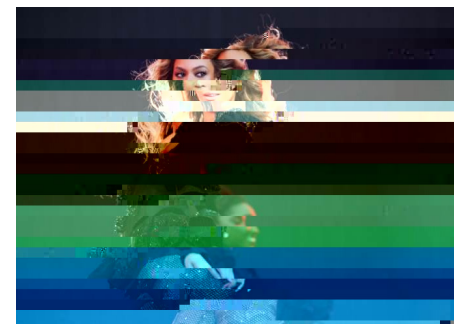
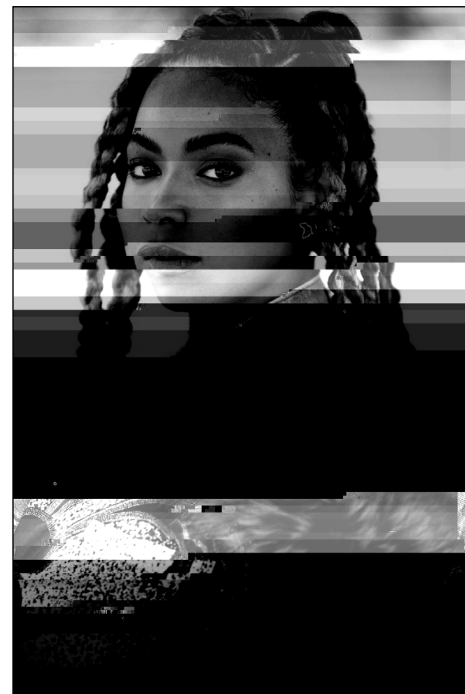


"IT'S NEVER
TOO LATE
TO RECLAIM
YOUR
INNER
DIVA AND
RECLAIM
YOUR
INNER
STRENGTH."
MICHELLE
VISAGE



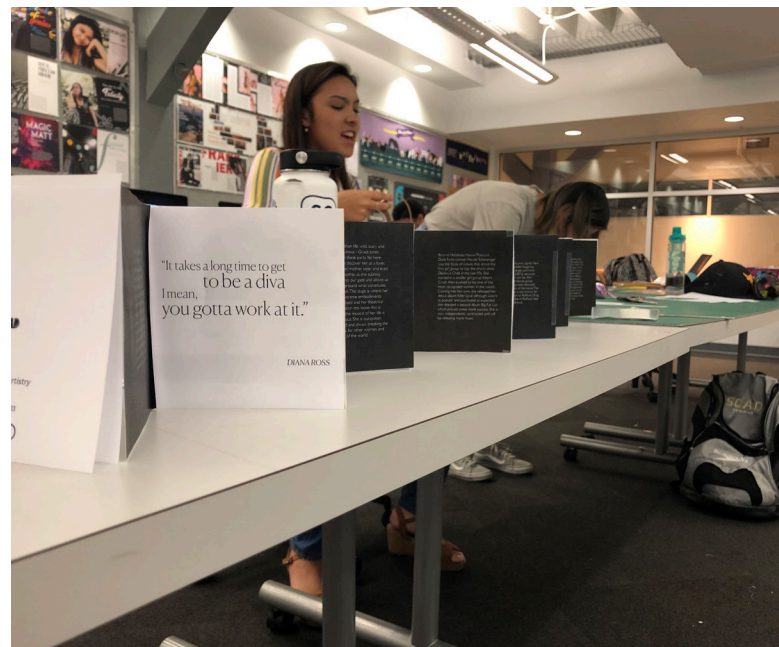
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DEVELOPMENTS Image Glitch Study



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DEVELOPMENTS Literary Accordion

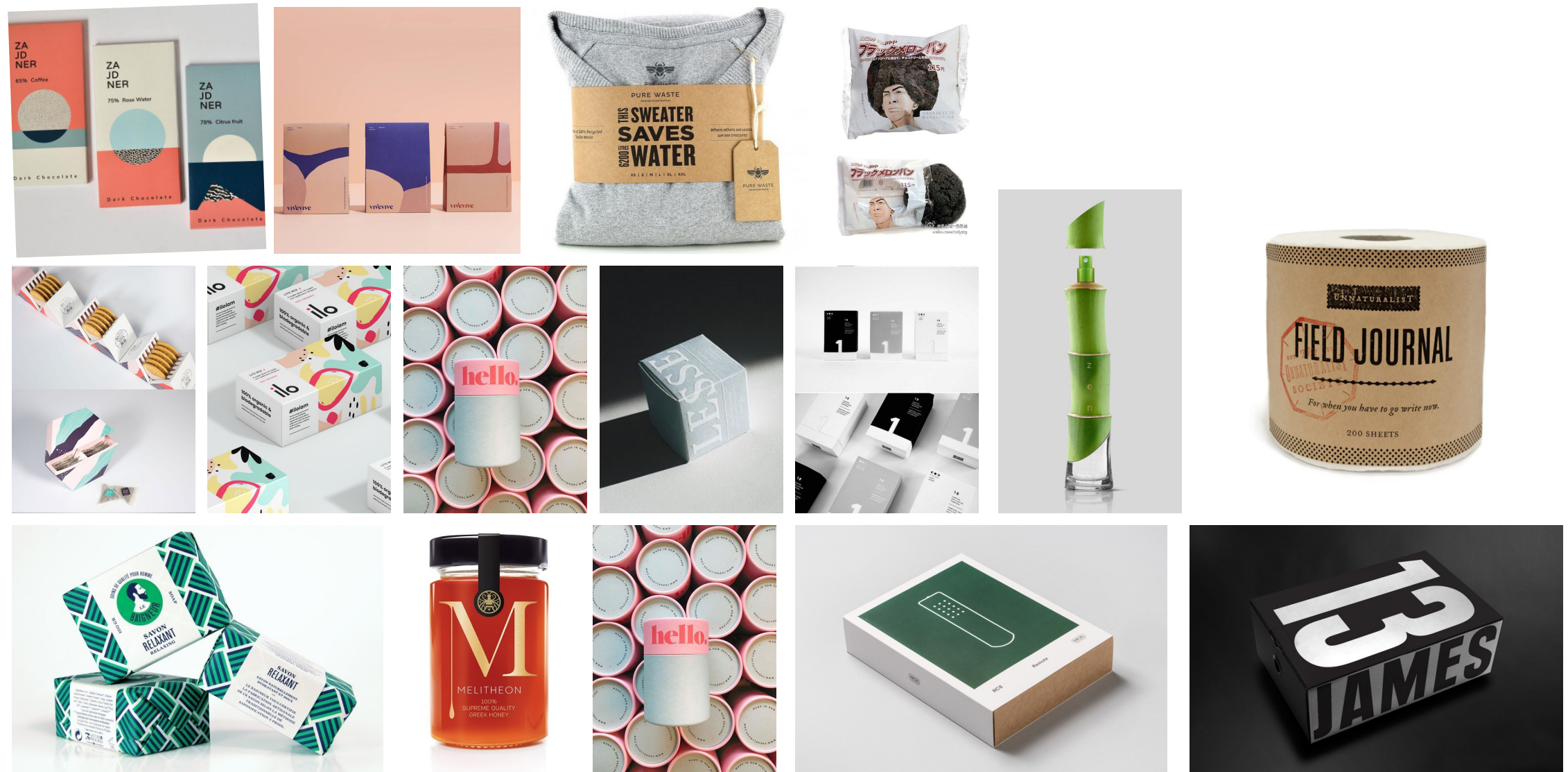


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PROJECT 4 PACKAGING

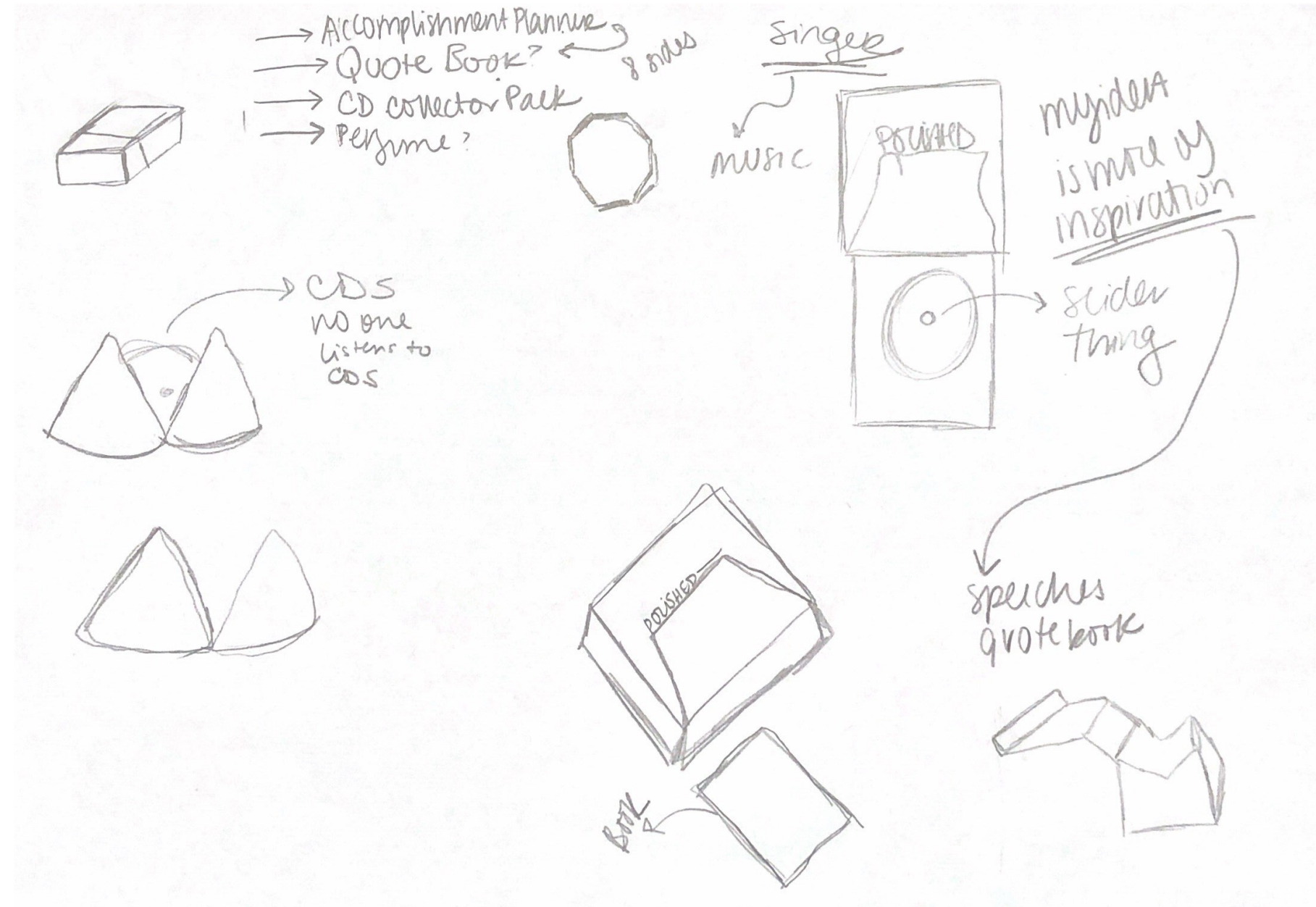
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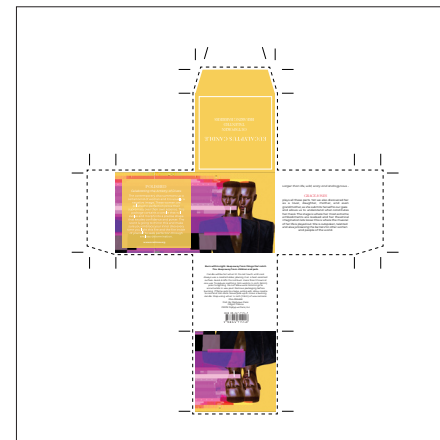
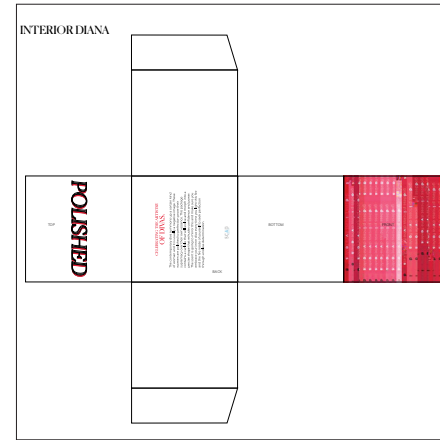
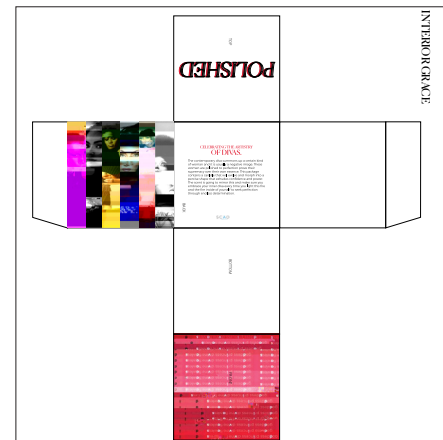
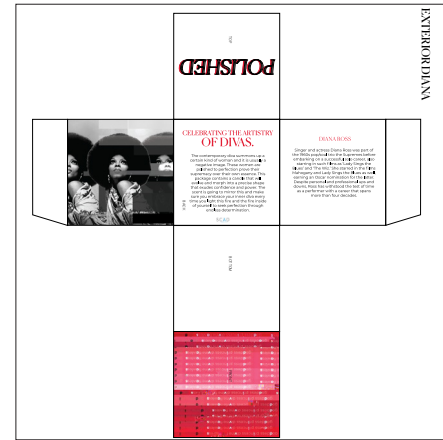
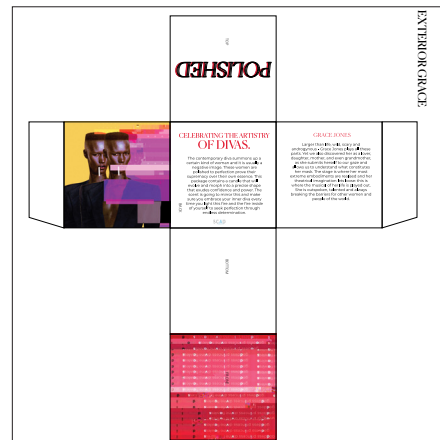
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DEPLOY Package Design



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PROJECTS 1-4 FINAL WORK

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PROJECT 1 - IDENTITY

celebrating the artistry of divas.

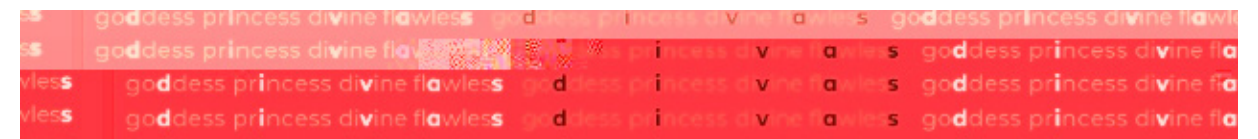
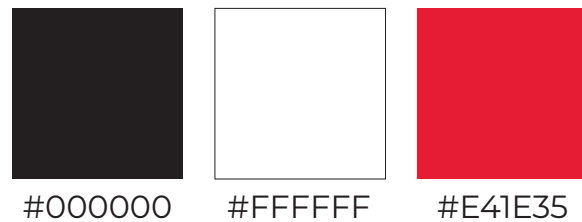
POLISHED

TYPOGRAPHY

Proxima Nova Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
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 1234567890!@#%^&*()_+

Canela Light Italic
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 1234567890!@#%^&*()_+

COLOR PALETTE



Choosing Canela exhibits a refined and sophisticated serif font which to me is a high-end and classy feel. I chose to apply the italics typeface in order to show progress and direction these women will keep going towards to strive for perfection. Montserrat being the subtitle it brings simplicity for the 21st century Sans serifs and carries sophistication with it. This logotype reflects the identity of divas, they've mastered their craft while being timeless and still breaking the mold and moving forward. The color red also is a staple of sassiness and passion which these women definitely have. The graphic elements include a pattern of circles that resemble the lights at night or the flashes during a performance. These women don't let these executives tell them how to perfect their craft and they know what they want to release. The drop shadow also is a sign of growth and empowerment in order to show growth and superiority in regard to their art forms. The wave shape is a reflection of a timeline or progression of stages and a reveal for impact and surprises. Divas have made a lifelong impact; they have perfected their craft in order to spread their art to their fans through their performances and music.

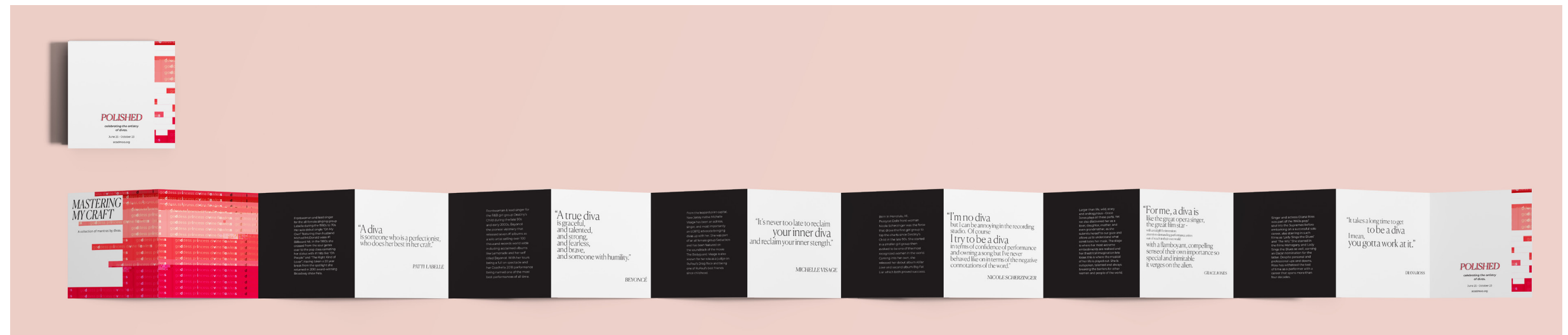
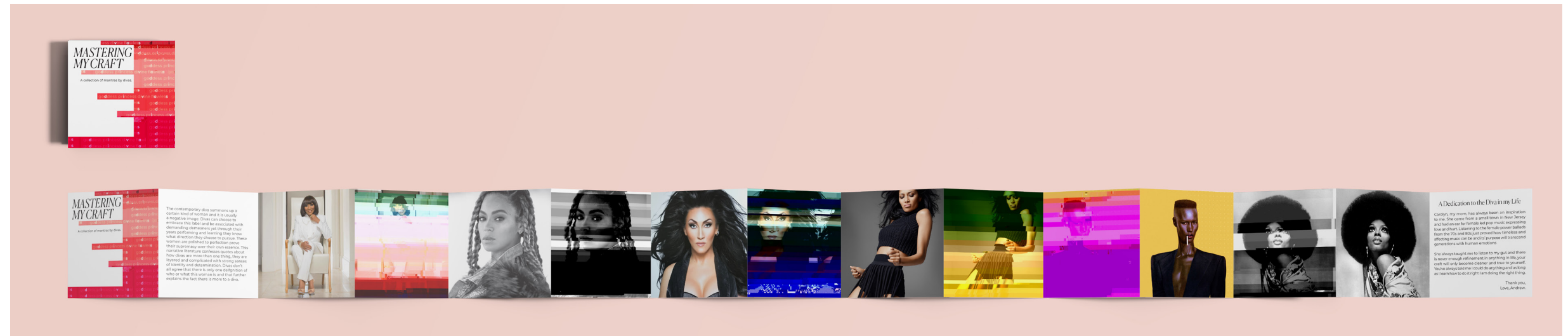
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PROJECT 3 - LITERARY



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CITING

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RAW RESEARCH

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"Im a working girl. I don't make people bend over backwards, and I don't like that in people. I'm definitely no diva," Dolly Parton once told a reporter.

The word 'diva' immediately conjures a particular kind of woman, and it's almost always used pejoratively. Dolly, often referred to as a country music diva par excellence, resists the label for all the reasons one might expect: a negative rep. **To be a diva is to be a spoiled bitch;** to have one's talent come second to one's egotism and flair for drama.

Originally, to be a diva meant to be a female opera singer, and its etymology comes from a Latin word literally meaning 'goddess.' The first woman to be known as a 'diva' was Italian silent actress Lyda Borelli, a gorgeous waif whose looks and figure were madly copycatted by Italian teenagers of the 1910s.

The label has long come to mean a woman celebrity of stage or screen; sometimes actresses, **but usually singers, of a certain temperament.** Being a diva connotes a particular kind of womanly arrogance. Tellingly, much like the word 'slut', it has no equally powerful corresponding masculine term.

Parton may not see her behaviour as diva-ish—and it rarely is—but that hardly matters when it comes to how the world regards her. It doesn't matter that she grew up dirt-poor in rural Tennessee or that she's been part of pop culture for five decades, but simply that she's a cartoonishly buxom peroxide blonde with a series of smart-mouthed quips.

Beyonce attempted to reclaim the term when she sang the words "diva is a female version of a hustler" on the 2008 album *I Am... Sasha Fierce*. *FACT* magazine editor-in-chief Al Horner sees this as a turning point in the perception of the diva. **"It's not a moment of self-criticism, but self-celebration,"** he says. "It sums up the sea change nicely."

It's often more about perception than reality, and so when we consider the profiles of women like Streisand or Rihanna, it's less about how they really do behave so much as the persona attached to them. Did Babs really **clone her pet dog twice?** Does Rih **request her own private dancefloor** wherever she goes? Did Mariah Carey play "Fantasy" while she **delivered her children**, so they could be born listening to the sound of her voice? I mean, probably. We lap up reports of mural-sized self portraits, peach-coloured toilet paper, and riders demanding ten white kittens. **It's fun to watch women who've worked for their power and money get to behave in silly, petulant ways with it.**



There are scores of famous women who've been tagged with the 'diva' label over the years, including powerhouse singers like Aretha Franklin and Patti Lupone. The 70s divas were dispersed across musical genres—Donna Summer, Cher, Grace Jones, and Parton herself. Streisand is often seen as one of the ultra-divas of the second half of the 20th century, with her big crooning style and tendency to demand she always be photographed from her "good side." Madonna, too, was never afraid of showing a big personality and the wardrobe to match. She famously **remarked,** "I always thought I should be treated like a star." It only takes a cursory viewing of backstage tour doc *Madonna: Truth or Dare* to see that she takes the idea seriously.

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In contemporary parlance, maybe the word 'extra' would go some way in describing the aesthetic of the diva. Fluttery oversized false lashes, baby pink fur stoles, turbans with matching tangerine caftans, rhinestone-encrusted crop tops; you'd be inclined to think that I'd just listed a set of outfits from *Drag Race*. But these are all existing accouterments of women like Streisand, Madonna, Beyonce, and Parton.



"It's a good thing I was born a girl, or I'd have been a drag queen," Parton once said. She has a point: the diva is often so ultra-feminine that she inspires parody or drag. Streisand was famous for her matchy-matchy leopard-print gear and ultra-long fingernails; Parton for her bedazzled clothes and variety of blonde wigs. Zsa Zsa Gabor, the part-time star and full-time glamourpuss of

top 10 music divas of all time

wednesday, september 18, 2013 - 00:00



Successful and famous; they are the women we call divas. Tough and formidable with the voice of an angel, they've made it to the top in a world littered with has beens and wannabes.

Whether they're belting out a power ballad or knocking back some soy cheese in an all-white dressing room, they're not afraid to do things their way. This week on MTV Classic we feature the Top 50 Divas. Here is our Top 10...

diva ★

noun

- one who behaves as a goddess or queen. A diva is a celebrated female singer, similar to a "prima donna" (literally "first lady.") Both the terms "diva" and "prima donna" are now used disparagingly for someone who acts overly entitled.

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RAW RESEARCH

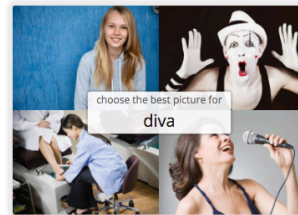
diva 🔊

Technically, a diva is a **big-time female opera star**. Beverly Sills and Maria Callas were two of the world's most renowned *divas*. More commonly, though, we call anyone who thinks they're **more fabulous** than everyone else a *diva*.

The word *diva* was a compliment, one reserved for only the greatest singers in the world. Lately, though, *diva* has come to describe someone **that's acting entitled or holier than thou**. A person who acts like the world revolves around her is a *diva*. If you walk into a packed restaurant and demand the **best table snapping**, "Don't you know who I am?", well, that's *diva* behavior.

✔ Start learning this word

Think you know **diva**? Quiz yourself:



☰ Add to List... 🗨 Thesaurus 🔄 Share It

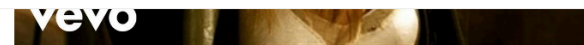
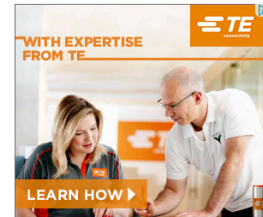


Oh, man: Divas. I got tired just *typing* the word. The **modern diva**, already **formidable** enough talking loudly about **"all the drama"** in the halls of high school, comes in all shapes and sizes, now exacerbated by the existence of Twitter and Facebook. **Cryptic status** updates that feature a song lyric and one forlorn ellipses (e.g. "Why can't I breathe whenever I think about you..."). Gallery upon gallery of Photobooth selfies. We all know at least one of them. Maybe you *are* one of them.

A friend of mine recently made the most accurate statement about a diva we know: "When you talk to her, you can tell that she's thinking about how pretty she looks as she's reacting to what you're saying." Zing. Nail on the head.

We're used to reading profiles of female celebrities that open with "She's not your typical A-list diva." Usually there's some kind of significant indication towards the beginning of the profile that punctures our **assumptions of the star's high-maintenance behavior...** but is being a Beyoncé-level diva all bad?

Barbra, Bette and Cher aside, while divas (or male "divos") may bug the crap out of you, the *Wall Street Journal* posits that being around **"healthy" divas can actually be a positive influence on you**. These high-performing, high-maintenance narcissists, in demanding perfection, can **teach you the benefits of valuing yourself more**. (Think Mariah packing up her diamonds and clothes and leaving her cheating asshole



They're also **fun, positive, and willing to share the spotlight**. "Having a healthy diva around brings a lot of sparkle," says a psychologist quoted in the essay. "They make your world more interesting and pleasurable because you can bask in their spotlight with them."

Then **there are the "unhealthy" divas**, whose attitude springs from **oodles of self-hate** rather than self-love. They're **needy, selfish, negative, and fiercely backstabby**. Their relationships with friends and lovers often burn bright for a short time, then fizzle when the people around them are unable to take it anymore. **They possess the power** of "Machiavellian intelligence" (i.e. manipulation) rather than the healthy diva's **"charismatic intelligence"**. (Machiavellian principles involve "breaking someone down" to build them back up; just for a frame of reference, it's one of the primary characteristics in the PUA--pick-up artist--community.)

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PROCESS Mark Studies

POLISHED

Celebrating the craft and artistry of Divas in music.

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Celebrating the craft and artistry of Divas in music.

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Celebrating the craft and artistry of Divas in music.

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**Celebrating the craft and artistry
of Divas in music.**

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*Celebrating the craft and
artistry of Divas in music.*

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PROCESS Font Study

Vanitas Stencil

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Aktiv Grotesk Ex Light

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abcdefghijklmnopqrstuvwxyz

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Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Canela Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

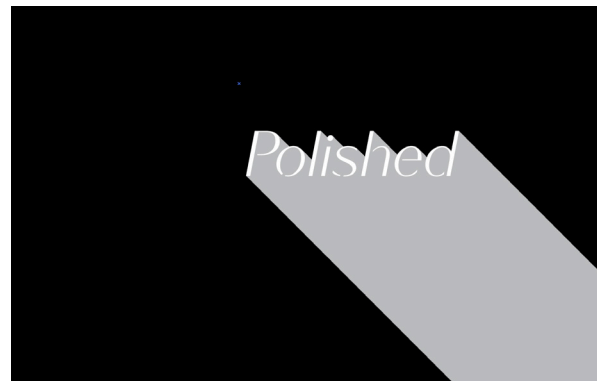
abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()_+

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- Project 1-4 Final Work
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- Citing

Process

PROCESS Mark Studies



Polished
Polished

POLISHED

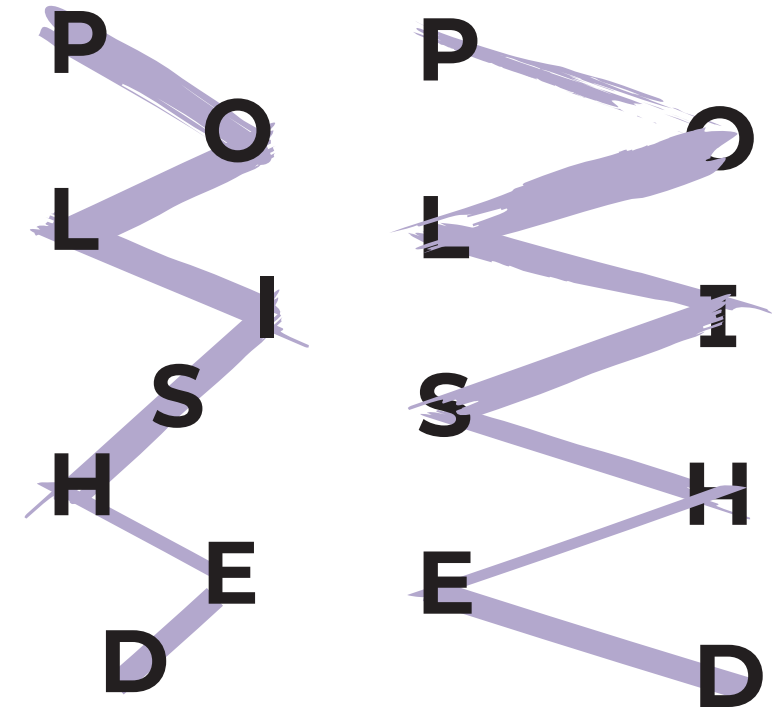
PP **P**olished



Polished

POLISHED

Polished



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PROCESS Color Studies

COLOR PALETTE 1



COLOR PALETTE 2



COLOR PALETTE 3

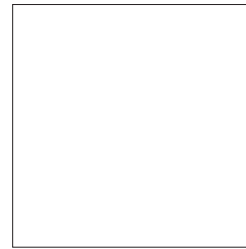


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PROCESS Color Studies



Pantone 123
C 4% M 100%
Y 86% K 0%



Pantone 123
C 0% M 0%
Y 0% K 0%



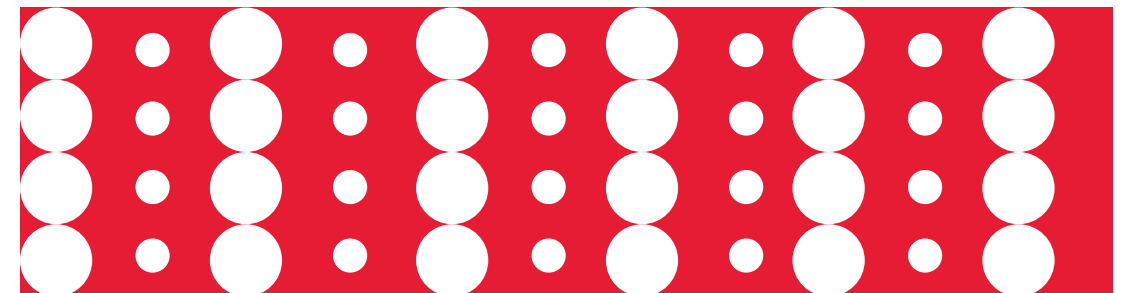
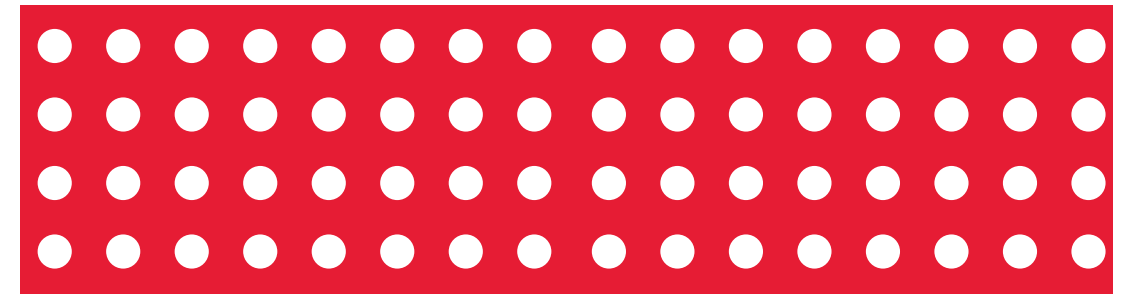
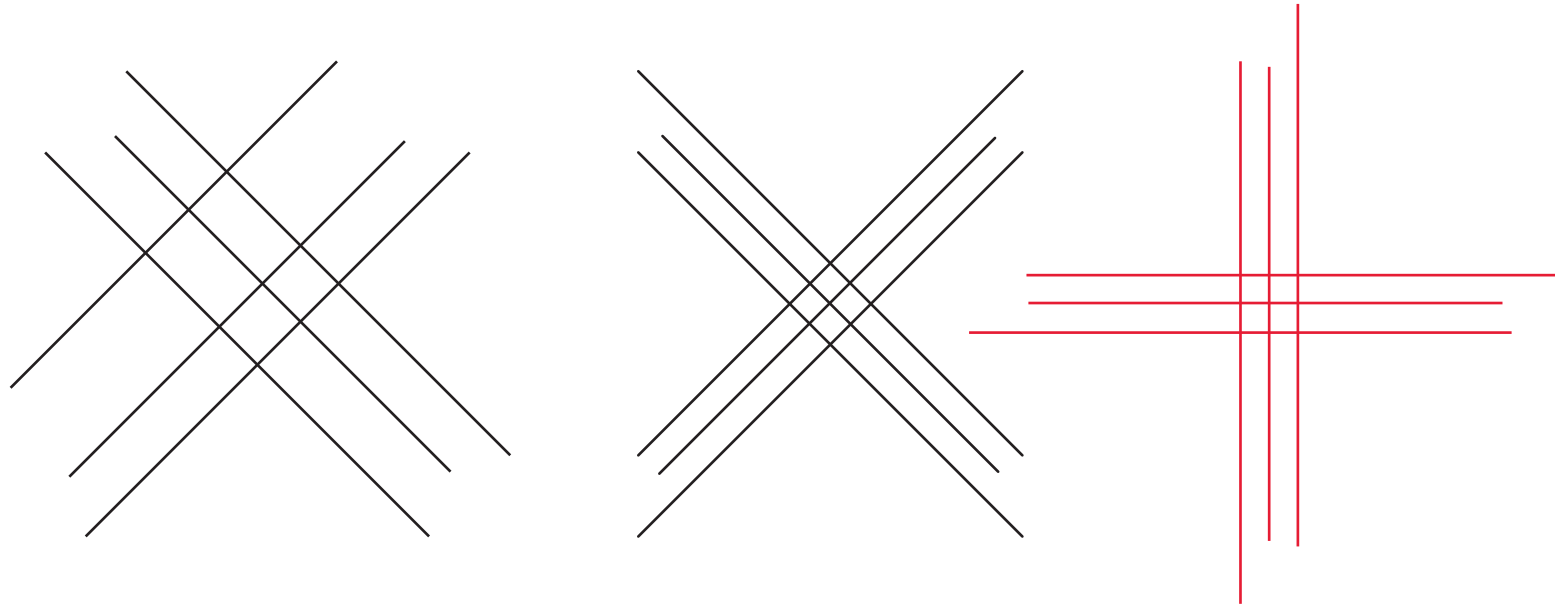
Pantone 123
C 75% M 68%
Y 67% K 90%



Pantone 123
C 47% M 49%
Y 38% K 3%

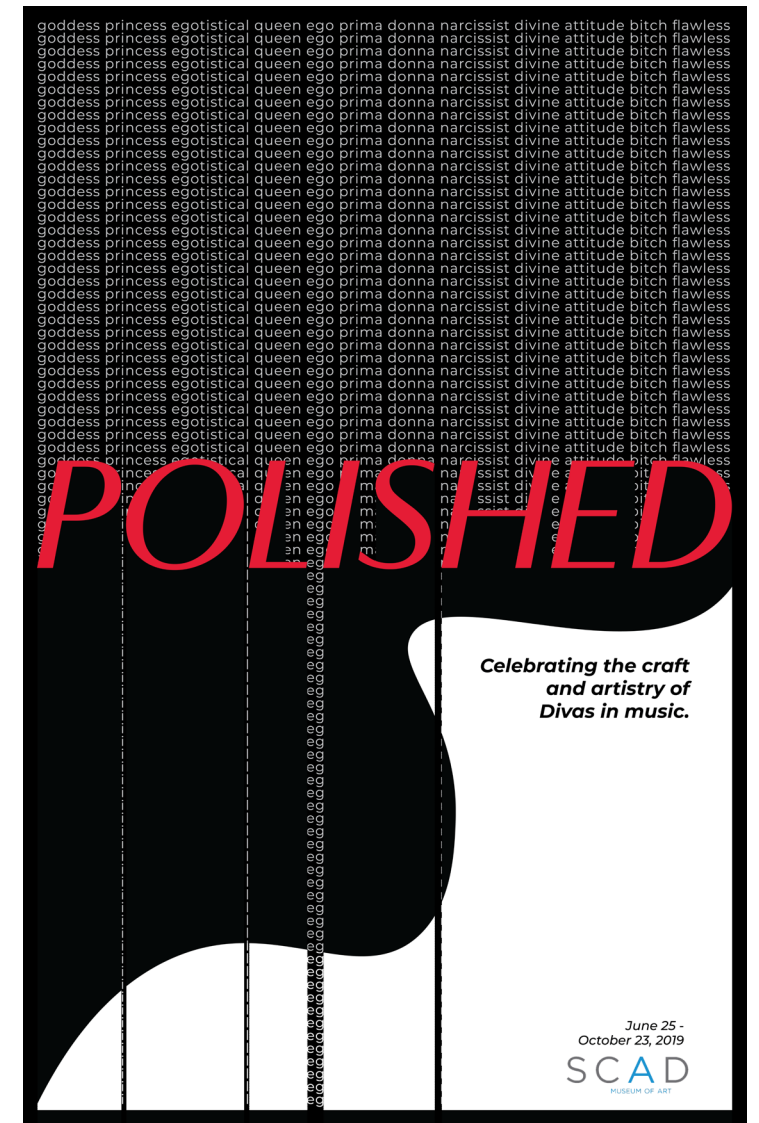
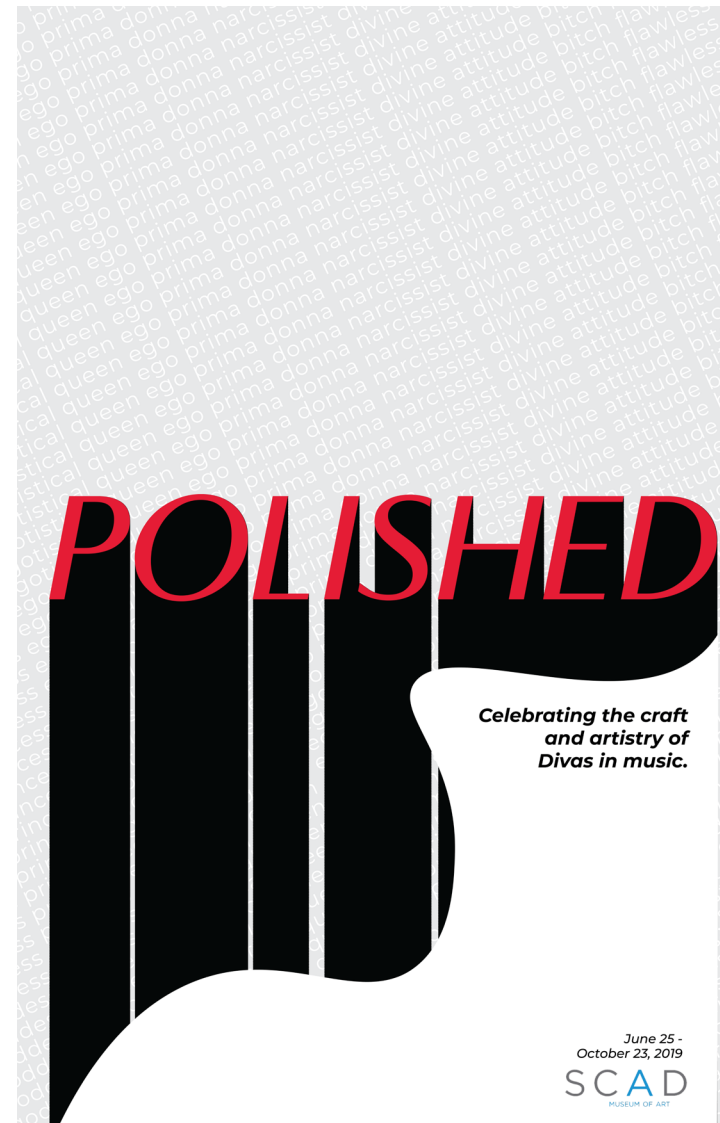
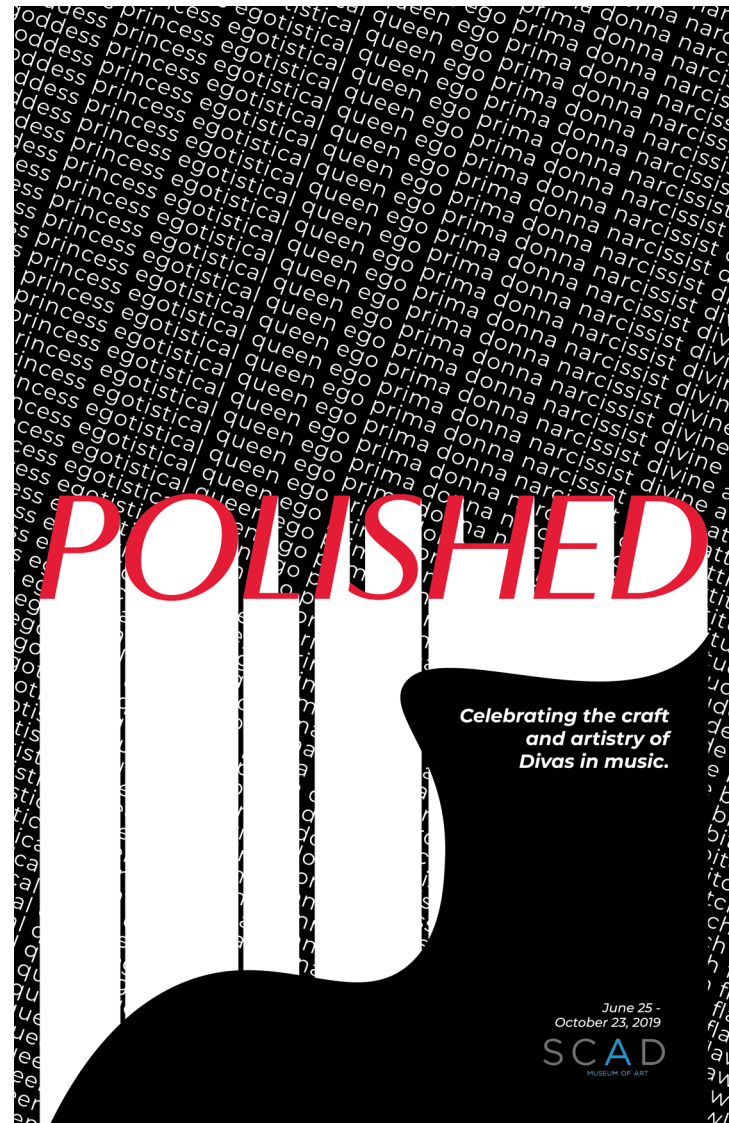
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PROCESS Graphic Elements Studies



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PROCESS Poster Design



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PROCESS Environmental Wall Graphic

