



# PROCESS BOOK

# Table of Content

Introduction	3
1. Artist's Mark	4-9
Project Introduction & Concept	5
Point, Line & Plane	6
Project 1 Sketches	7
Project Documentation	8-9
2. Abstract Narrative	10-15
Project Introduction & Concept	11
Texture Exercise	12-13
Project Documentation	14-15
3. Emerging Patterns	16-23
Project Introduction & Concept	17
Color Theory Exercise	18-19
Project 3 Sketches	20-21
Project Documentation	22-23
4. Collage	24-29
Project Introduction & Concept	25
Project 4 sketches	26-27
Project Documentation	28-29
Summary	30
Colophon	31

# Introduction

Welcome! This is my Process Book for Art 102: Two-Dimensional Design. The goal of this book is to showcase my projects from the semester and how they apply various design principles. In total there are four projects and six exercises in this book. One of the main goals of the class was to delve deep into what makes designs effective. Each project helped me learn how to apply different design principles including, but not limited to line, point, texture, and form. We also looked at ways that Gestalt principles are applied in design. Through each project I learned how to better research for design, how to communicate ideas through a creative medium and how to critically analyze work. When starting these projects I searched for images that I found interesting or showcased the design principles we had talked about in class. Something that was helpful for determining what was effective in design was viewing and analyzing others' work. We analyzed various artists from different time periods and culture and how they demonstrated design principles. We also examined fellow classmates' work. Through the process of critique I was able to see how other people were applying what they had learned in the class. Taking the time to talk about other designers' work is an important skill to develop. I also feel like it's important to learn how to accept critique of your work, it will only make you a better designer. Another goal was learning how to work with various Adobe Creative Cloud applications including Photoshop, Illustrator and InDesign. Each of these tools has a different purpose but all can be used to create aesthetically pleasing and powerful designs. The way that these applications work together also makes them effective tools for design. Thank you for taking the time to browse through my Process Book and allowing me to share with you what I have learned this semester.



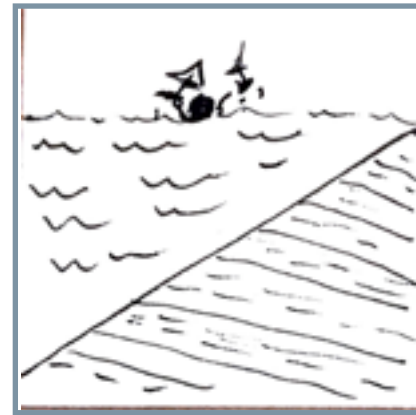
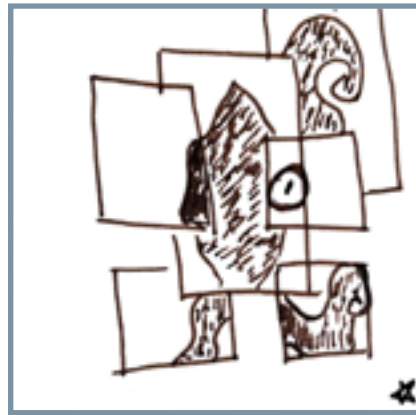
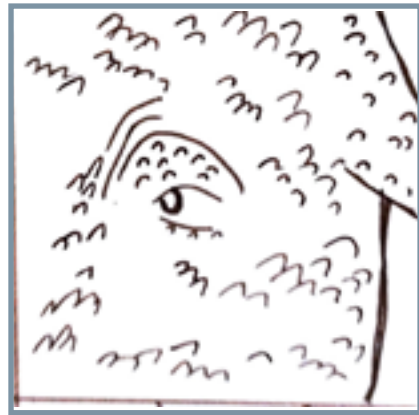
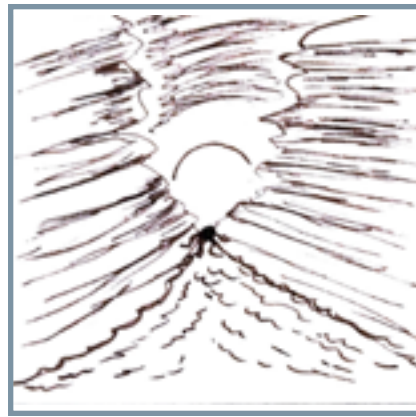
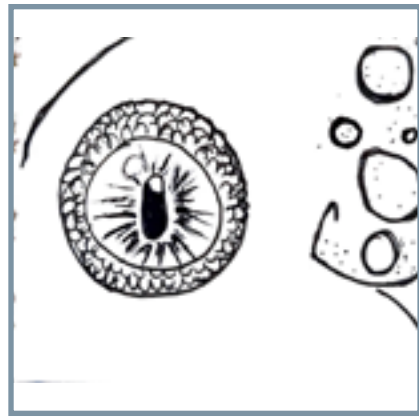
# ARTIST'S MARKS

## Project 1: Artist's Mark

The objective of this project was to utilize mark making to demonstrate and practice design elements including balance, hierarchy, line and point. Utilizing a mythical creature as our subject we practiced creating images using line, point, texture, plain, shape and hierarchy. Before creating the final image on a 22x30" canvas I created some sketches that illustrate these design principles and I will explain the process in greater detail later. Overall the goal was to utilize the vehicle of a mythical creature to gain an introduction to design principles and how they work together.

I started my process by brainstorming mythical creatures that I was interested in. I started by Googling various mythical creatures to see if any interested me. I wanted to find a creature that intrigued me and would provide me with multiple avenues to explore. I decided to go with the Kraken. After sketching some ideas I decided that I wanted to focus on the mystery of the Kraken. There are pieces of the Kraken that are familiar but most of it is shrouded in mystery. That's why I decided to have a shadowy outline of the Kraken as the background and have various images that I felt represented the Kraken overlaying it.

Through this process I learned how to utilize design elements like point, line, texture, shape and hierarchy to fill a canvas. Something that I initially struggled with was how to fill a 22x30" canvas. I had never worked with a canvas that large but making smaller sketches beforehand really helped me have a better idea of how to get started. This project also helped me work with pen ink as a medium. This project gave me a good introduction to basic design principles that would help me in later projects as well as how to interpret art.



## Exercise 1: Point, Line & Plane

The objective of this exercise was to use the basic design principles that we learned about in class to create 60 thumbnail sketches. For six attributes of design (line, point, texture, plane, shape and hierarchy) we were supposed to draw 10 sketches illustrating a certain element of our selected mythical creature. These exercises helped create the final design for the Artist's Mark project.

This exercise really pushed me to think creatively. To start, I created 6 gridded pages that represent the six attributes of design. Then I started by simply sketching images of the Kraken. This only worked for a few sketches and then I felt like I had run out of ideas. That was when I started to think more creatively and really dive into the symbols of the Kraken. I focused on the parts of the Kraken. This included its tentacles, eyes, and scales. I also started to make sketches that had nautical themes like anchors, ships, waves. I was interested in how these parts came together to make a whole creature.

My main takeaway from this exercise was how to think creatively and broaden my design approach. Implementing the concepts of design like line, point, plane, shape, texture and hierarchy through sketches gave me a better understanding of these concepts and how they work together. Overall this exercise helped me better understand design principles and gave me a starting point for my Artist's Mark project.

## Exercise 2: Artist's Mark Sketches

The objective of this exercise was to create sketches that would help in the final design for the Artist's Mark project. It gave form to the sketches from exercise 1 and helped further develop the ideas from the first exercise. These sketches helped me in the design of my final iteration for the Artist's Mark.

For me this exercise really expanded on the sketches from exercise one. By doing exercise one first I had a better direction when it came to these sketches. I was able to take elements from all of the different design concepts and add them into one sketch. I started with one of my favorite sketches from exercise one, which was the Kraken split into various planes, and expanded on that. In each one of those panels I further explored other design elements like texture and line. When I started sketching I originally only had the panels in mind but the background felt empty so I came up with the idea to include the shadowy figure of a Kraken in the background. This exercise really helped me flesh out my idea for the Artist's Mark.

Overall exercise 2 helped me create a final project that I felt captured the elements of design. Going from the rough sketches of exercise 1 to the more conceptual ideas for the sketches in exercise 2 helped me overcome the obstacle of not knowing how to fill such a large canvas. I think this process really helped me understand how to implement the design concepts that I learned about this semester.



# Project 1: Artist's Marks





# ABSTRACT NARRATIVE

## Project Introduction and Concept

One objective of this project was to learn how to utilize design principles to create ambiguous forms from type. Another objective of this project was learning how to use a grid in design and how to break that grid. Inspiration for this project can be drawn from the Saks Fifth Avenue Brand bag design. This design uses the grid to break down typography to abstract form. Further elaborating on this design the project helped me to push the boundaries of what type can be used for and how to design using type.

My process for this project was to start by picking a 12 letter word that was then placed in a 12 square grid. I picked the word quantitative. Then I created four compositions using the grid to emulate the concept of quantitative. I explored the concept of quantitative as well as how various font styles work together to create form. I experimented with just using one font and connecting the letters together using the grid. I also experimented with multiple fonts and how they connected stylistically. Finally I wanted to conceptualize the word quantitative by using binary to represent data input. Each approach taught me how to work with a grid and how to push typography into the abstract to create forms as opposed to letters.

Through this process I learned about using a grid in design. This project introduced me to Adobe Illustrator and I learned how to create projects and artboards in Illustrator. I also learned the importance of masks in Illustrator and how to use a clipping mask to create forms. This project also taught me how to create forms using letters and how to push the boundaries of type.

## Exercise 3: Texture

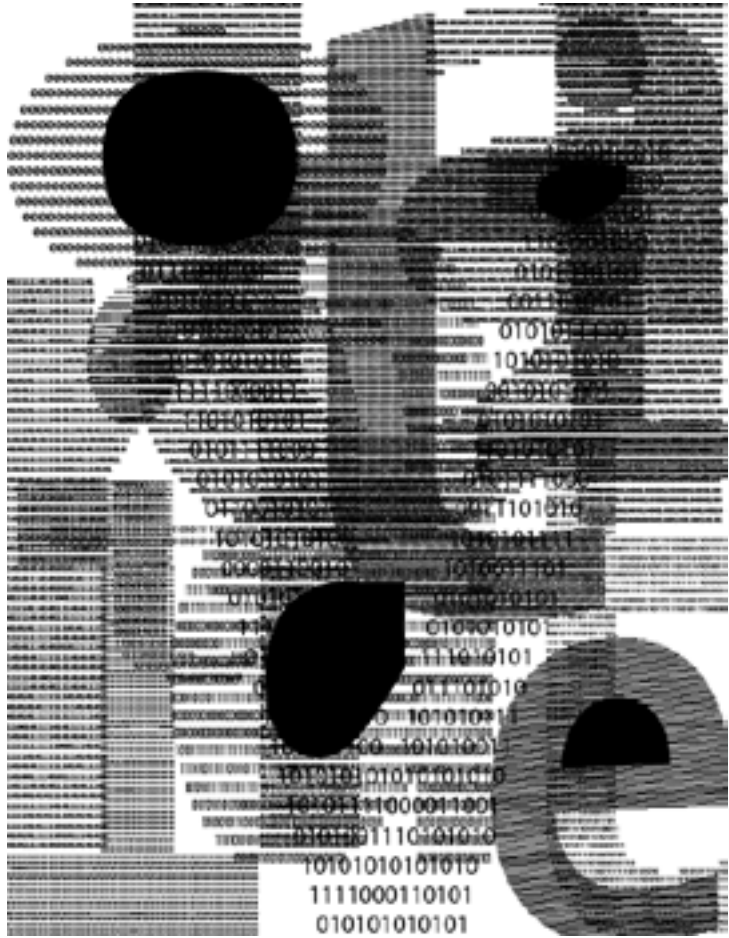
The objective of this exercise was to introduce us to Adobe Illustrator and how to create texture using text. This was achieved by finding various font styles and finding ways to intersect the text. This exercise introduced me to the concept of font styles and using text to create forms.

To illustrate the concept of texture, I created an artboard and put text boxes that included various fonts on the artboard. Then I moved the textboards around to see how the different fonts interacted with one another. Each font has a different weight, stroke, spacing to it which allowed me to create different textures from the overlaps. It was interesting to see how the size and kerning of the text affected the texture that was created by the words. This exercise helped me understand how to create texture using type and the effect that different fonts have on creating forms.

Through this exercise I learned how text can interact with each other. I was able to gain the basic skills for using Illustrator including how to create a project, an artboard, select different fonts, and create a text box. I think these skills were helpful in the creation of my Abstract Narrative project. It helped me learn how text works together to create images and abstract forms.



Project 2: Abstract Narrative



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# EMERGING PATTERNS

## Project Introduction and Concept

The objective of this project was to create four iterations of patterns using only five colors. The four iterations needed to include one that focused on geometric shapes, one that used all five selected colors, one that had a narrative, and one that integrated typography. Using a color palette that we had created early we used gestalt principles to create these four compositions. This project emphasized color theory and gestalt principles.

To start this project I created a color palette using five colors. I wanted my color palette to be inspired by nature so I mainly used blues and greens. I wanted to make sure that I included a range of hues that would allow me to create compositions that included light and dark elements. Then I researched interesting patterns. One pattern that I was really drawn to was a mushroom pattern. I really like the shapes created by the line work. These mushroom patterns inspired my compositions and I incorporated mushrooms throughout my compositions. Having this theme allowed me to explore it through the lens of the required iterations and create some satisfying designs.

This project opened my eyes to patterns that exist in our everyday lives. Being able to develop the skill to recognize patterns is an important skill to develop for design. There is inspiration for design anywhere you look. I learned about Gestalt principles and how to apply them and create visually appealing compositions. Overall this project helped me further develop my designer's eye.

## Exercise 4: Color Theory

The objective of this exercise was to demonstrate an understanding of color theory. There were two components to this exercise. First, using Josef Albers methodology we demonstrated the principles of color theory by creating two compositions that show how color works together. The second component was two color palettes. These color palettes consist of five colors each and were based on the word that we chose for our Abstract Narrative Project. Both of these exercises illustrated how important color is to design and what are the best ways to use color.

To begin this exercise I looked at Josef Albers work. Albers is a master of color theory and his works are mesmerizing. He uses color swatches to show how colors can juxtaposed each other simply by changing the hue. Looking at his work I tried to find ways to emulate it. I started with the same color swatch and then I surrounded the color with a different color to achieve the effect that Albers color swatches did. It took a little finagling to get a result that I was satisfied with but in the end I think both compositions turned out well. For the color palettes, I created one that was based on nature because I feel like that encapsulates the meaning of quantitative. The other one was based on what color I perceive Q to be, which is purple. Since quantitative starts with Q I felt like a palette based on purple was fitting. Both of these exercises increased my understanding of color theory.

The main things I got out of these exercises were how to create a color palette and how color works together. I'm a big fan of color theory so I enjoy experimenting with color and finding ways that colors play together. I also learned how to create color swatches in Illustrator which helped me create the two color palettes. These exercises also helped me in creating my final iteration for my Emerging Patterns project. I used one of the color palettes in my composition. Overall the exercise helped me learn more about color theory and prepared me for my emerging patterns project.





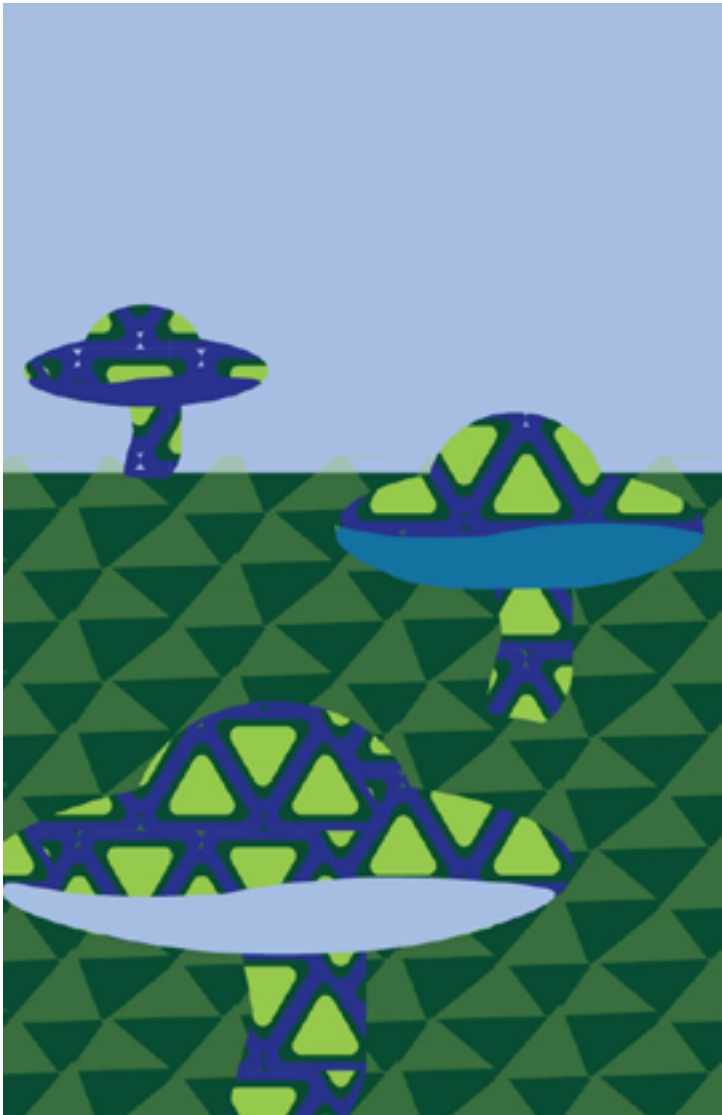
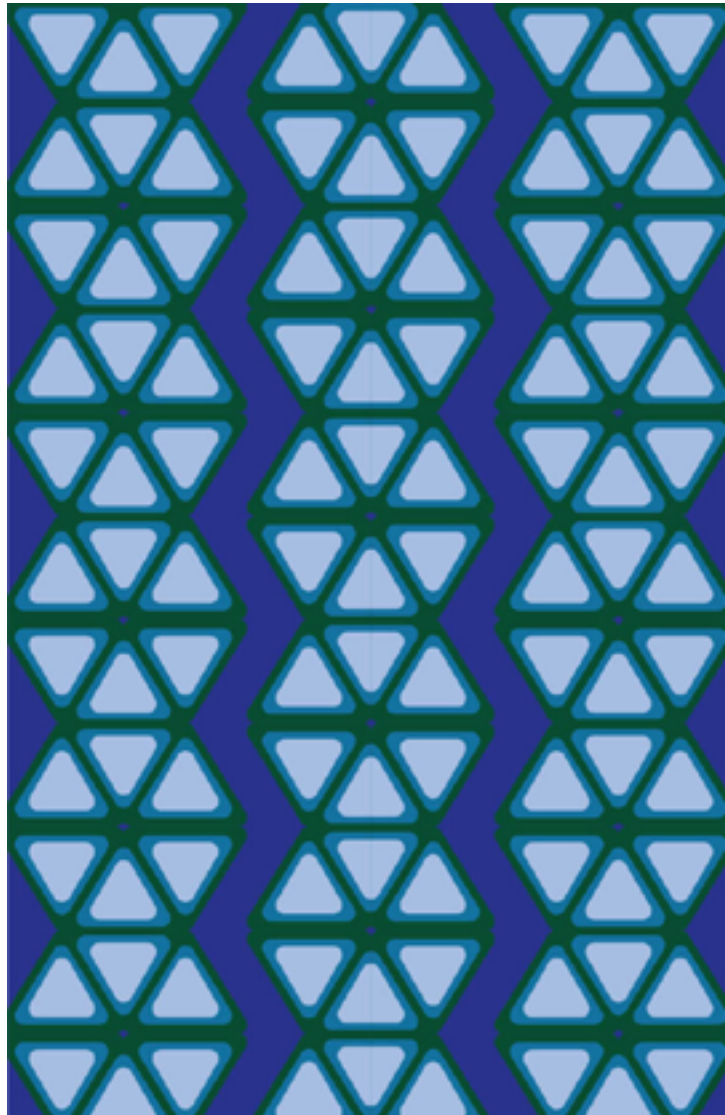
## Exercise 5: Emerging Patterns Sketches

The objective of this exercise was to build on what was done in the color exercises and create sketches for the Emerging Pattern project. These sketches demonstrated Gestalt principles and how they can be applied to the Emerging Pattern project. Utilizing the color exercise and Gestalt principles I was able to create sketches that I later used for inspiration on the Emerging Patterns project. Taking the time to practice these principles and plan out the sketches for the final iteration helped me have a clear goal of what I wanted to accomplish and how I could best accomplish my vision for the piece.

For this exercise I researched interesting patterns to inspire my creation. When I found an interesting mushroom pattern I asked myself why am I drawn to this particular pattern? One thing that I liked about the pattern was the line work. I liked the shape of the lines and the contrast between straight lines and curved ones. These lines and shapes inspired me when creating my four compositions for the Emerging Patterns project. A lot of my sketches dealt with line work. I experimented with different thickness, direction, and intersections of lines. I also explored other aspects of mushrooms when creating my sketches. I played with shape, exploring the different shapes found in mushrooms. These sketches served as a launching pad for the rest of my emerging patterns project.

Through this exercise I was able to further explore Gestalt principles. I explored simplicity by simplifying the line work. I experimented with the grouping of the lines to see how they created texture. Having the lines closer together created more depth and having them further apart created more negative space. I think creating space with the lines demonstrates the principle of closure. I'm glad I did these sketches before starting my project because it gave me a better idea of what I wanted to achieve and what I needed to focus on to achieve that.

Project 3: Emerging Patterns



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# COLLAGE PROJECT

## Project Introduction and Concept

For this project we were encouraged to explore the art of collage by creating both an analog and digital collage. The art of collage brings diversity to the world of design. It shows how smaller images can be combined to create a piece with a deeper meaning. For the analogue collage we browsed various magazines to find compelling images that would work in the larger collage. This process provided a starting point for the creation of the collage. Once the images were selected, they needed to be arranged on a canvas. Using Gestalt principles helped to show how images can interact with each other in a compelling way. The final step was to glue everything together. The digital collage followed a similar process except digital images were cut out and arranged using Photoshop. The art of collage illustrates the design principles that we have been discussing in class and how they can be effectively applied.

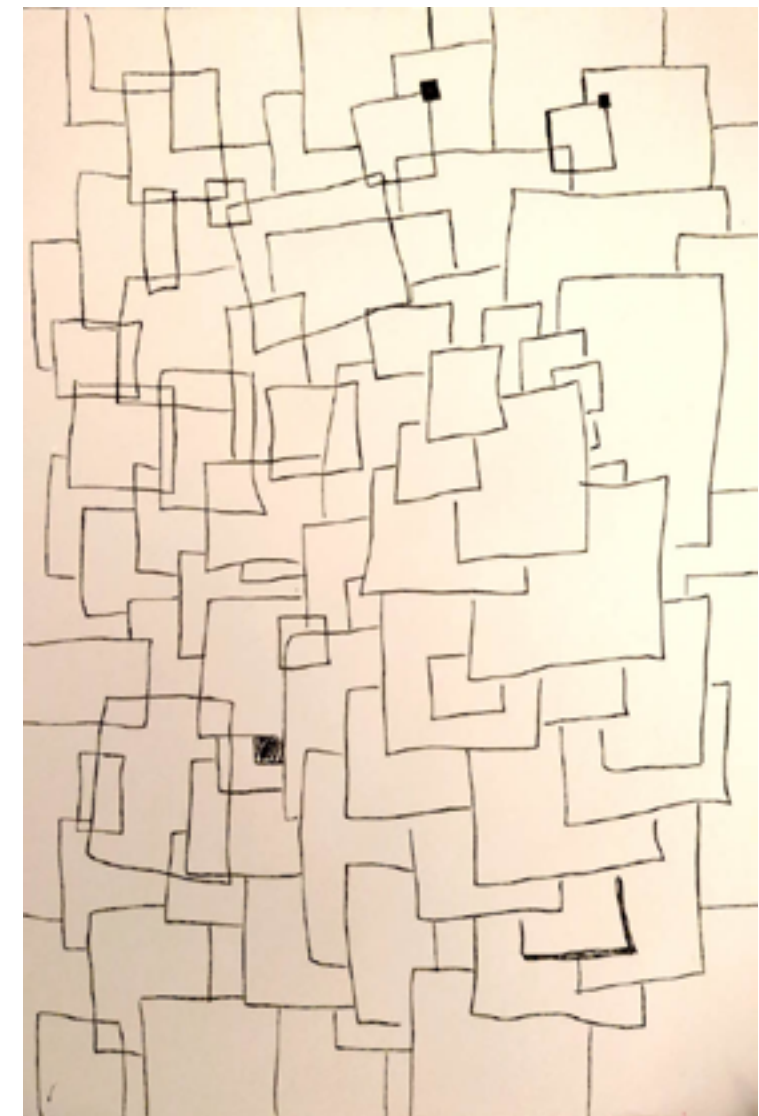
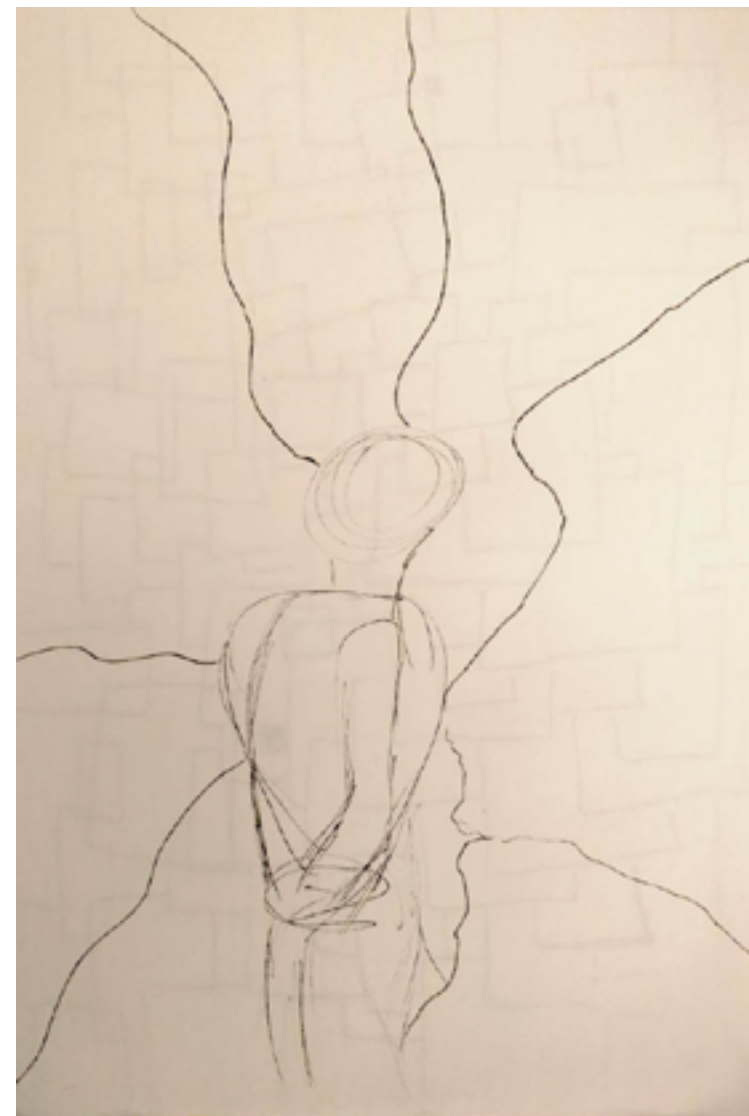
To begin this project I searched for images that I found interesting, compelling, or just kind of weird. I feel like collages can be approached in a few different ways. Either you start with a shape in mind and find images that fit into that shape or you find images and create shapes using those images. The inspiration for my collage was mosaics. I feel like mosaics are a type of collage because they bring smaller shapes together to form a larger image. I also wanted to use mosaics for their religious roots. As I built on the idea of the mosaic I started to explore different materials I could use in the collage. I have samples of various colored lighting gels that I wanted to use. I wanted to use them to explore how lighting could be incorporated into my art work. Going along with the religious theme, I thought the lighting gels would make an interesting halo. I found an image of an elegant woman, who I assumed was famous, that I wanted to put the halo around. By including a halo I wanted to take a step further and show how the ideas of traditional beauty and celebrities are idealized and worshiped. I also felt like the halo was a barrier that protected the woman. Outside the halo, I wanted to include images of the “real world” that the woman was being protected from. For my digital collage I wanted to create something silly and fun. I created a collage that included my nieces and nephews in bubbles. I overlaid the image on an interesting background to create a foreground and figure. This project showed me how images can come together and intersect without another to create a deeper meaning.

The skills that I learned during this project were collage and Adobe Photoshop. The concept of collage allowed me to further explore Gestalt principles and the elements of design. Collage demonstrates the Gestalt principles of grouping because the artist is able to group images together to influence the viewer’s interpretation of the piece. This project also taught me the skills needed in Adobe Photoshop to create a digital collage including masking and creating layers. I look forward to being able to apply these skills in future projects.

## Exercise 6: Collage Sketches

The purpose of this exercise was to plan and prepare for the collage project. After finding interesting images I wanted to explore different ways to incorporate them all together. I wanted to focus on a single human subject and surround them with other images. This gave me inspiration for what I wanted the deeper meaning of the piece to be. I wanted the person who was the focal point to be surrounded by images that represented various hopes and dreams. These hopes and dreams were meant to reflect the collective hopes and dreams we have as a society. From there I decided I wanted to shift my focus to an individual who represented the standards for traditional society. With that in mind I explore further the idea of smaller images being a part of a whole. That's what inspired me to create a mosaic from squares of images that I had found. One of my sketches focused on the repetitions of squares. Combining the two sketches of an individual surrounded by images and the mosaic theme I arrived at the idea for my final collage.

The process of creating sketches for this project inspired me to create something different than what I had originally planned. I think this is why it is important to create sketches. Sketches allow you to explore and you might end up with a different idea than what you had originally planned. Sketches create growth. I was able to build on my sketches for my final collage and it has inspired me to continue building on my collage and the design principles that are fundamental to the art of collage.



Project 4: Collage (Analog)



Project 4: Collage (Digital)



Processing Book

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## Summary

Thank you for taking the time to look through my Process Book. This book shows the culmination of the skills that I've developed over the course of a semester in Art 102. Through the class and projects I have developed a greater understanding of design principles and what makes designs effective. I've learned how to better analyze art and look for these design principles. Learning about Gestalt principles was one of the most important things that I learned this semester. Gestalt principles can be applied to so many different aspects of design and having a mastery of them helps me become a better designer. Through each project I apply the principles that we had learned in class. I found this incredibly helpful. Creating the Process Book was a great way for me to see what I had accomplished throughout the semester and what I could continue to improve upon. Taking the time to compile and reevaluate my work has helped me as a designer know what the next steps in my design journey are. All of the projects and exercises taught me design principles like line, texture, hierarchy and balance. In addition to learning about design principles I also learned how to utilize Adobe products to create visual images. This was a very valuable skill for me to learn. My continuing goal is to enhance my understanding and abilities with the Adobe applications like InDesign, Illustrator and Photoshop. I hope with a baseline understanding of these digital media tools I will be able to further my skills with the tools and create compelling designs. This class was valuable to my education and goals of working in media and graphic design. With an increased understanding of effective design I feel that I can go into the world of design with confidence and the abilities to continue improving my skills.

## Colophon

This Process Book was created by Shannon Maynes for the course Art 102: Intro to 2D Forms in the Fall of 2023. This Process Book encapsulates the exercises and projects completed over the semester and elaborates on the visual research process for each. This book is typeset in **Bell MT Regular**, **Bell MT Bold**, Candara Light, Acumin Variable Concept ExtraCondensed Light. This book was created using analog sketch processes and Adobe InDesign.