

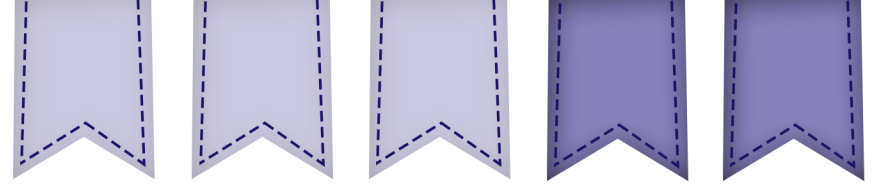
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Phoebe Lee Mathius

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Emphasis in Exhibit Design and Electronic Media

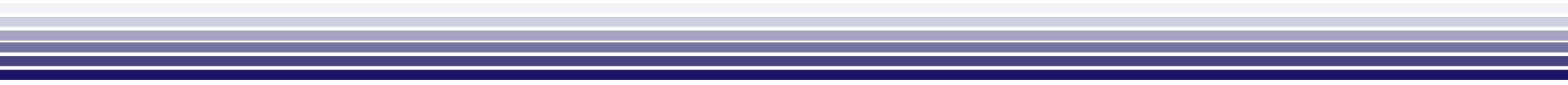
Senior Portfolio Presentation

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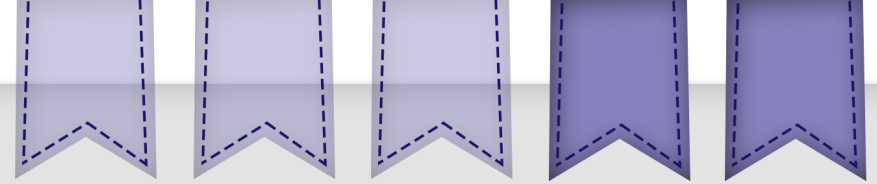


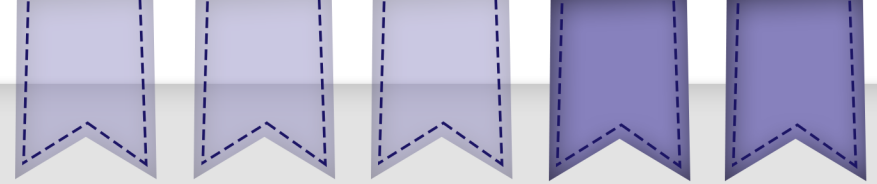
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Print, Grid & Design Layout
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Creating a Concept





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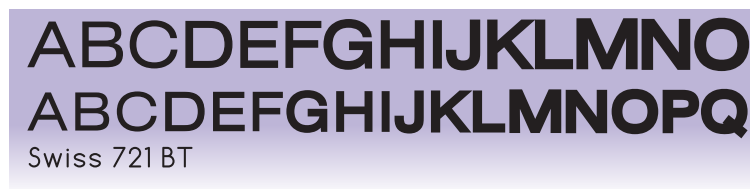


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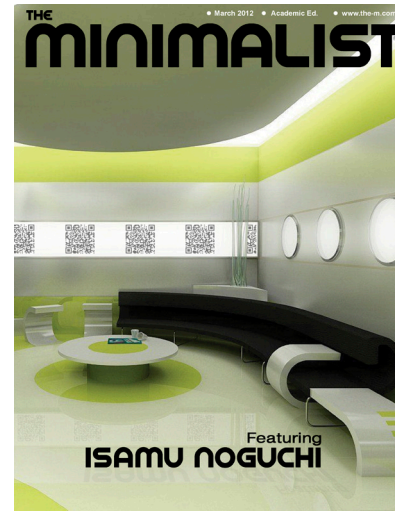
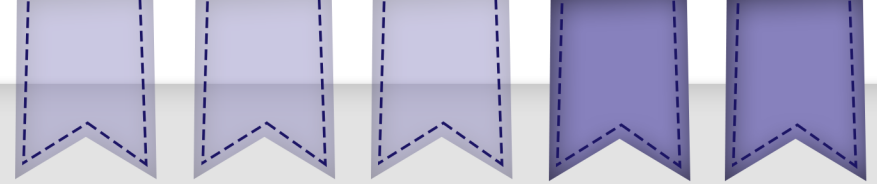
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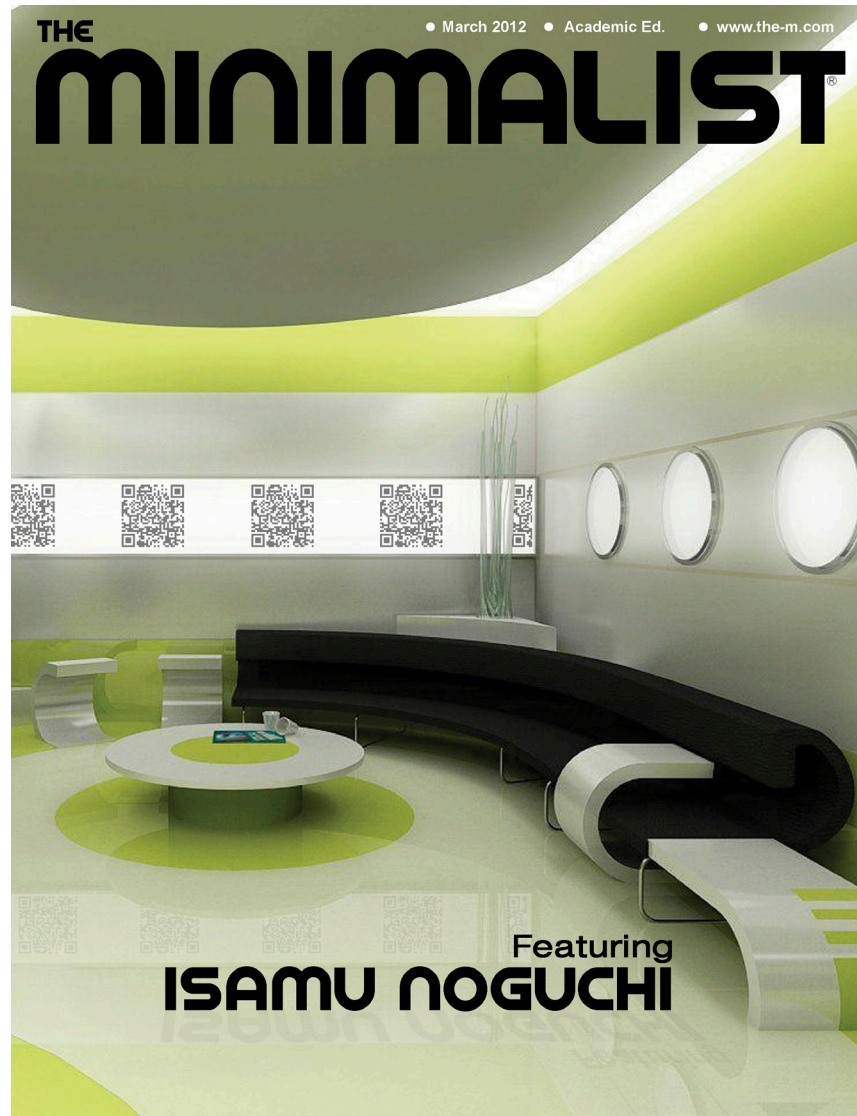
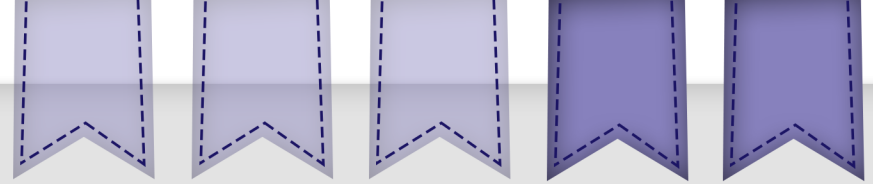
Different typefaces



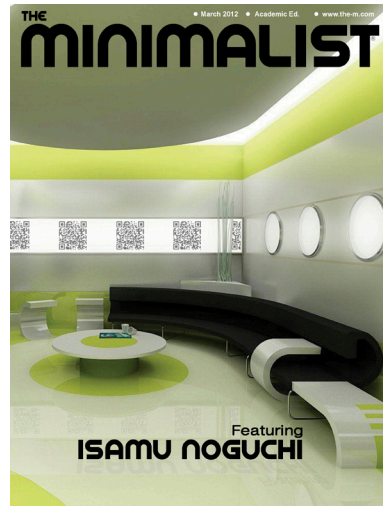
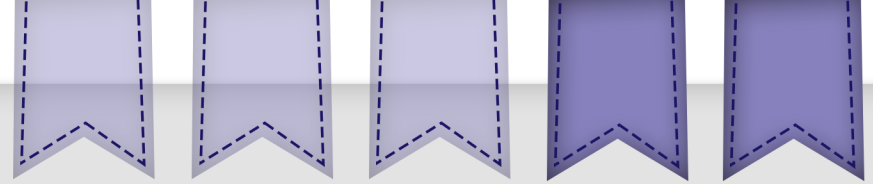
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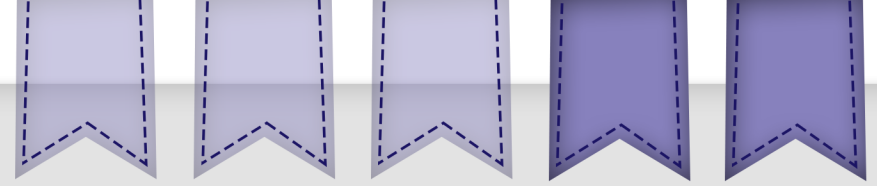
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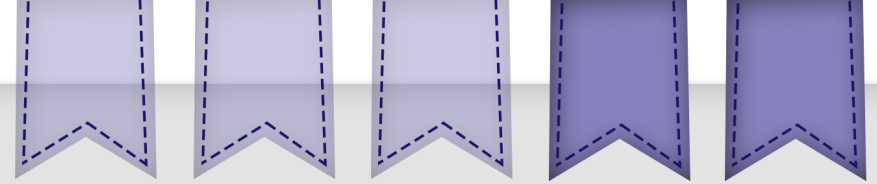
Cover Designs & Layout



Building Backbone



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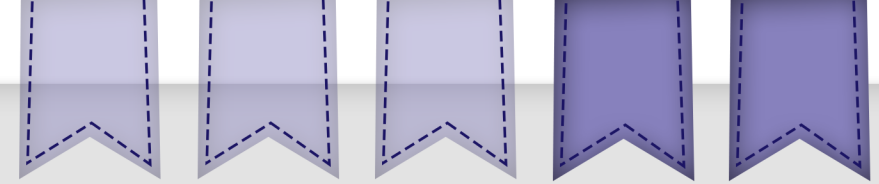
MAY 2012

CHILDREN OF MODERN

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Masthead: The Important People





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contributing writers kristi cameron
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 craig kellog
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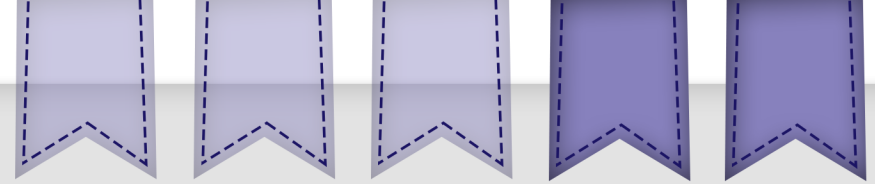
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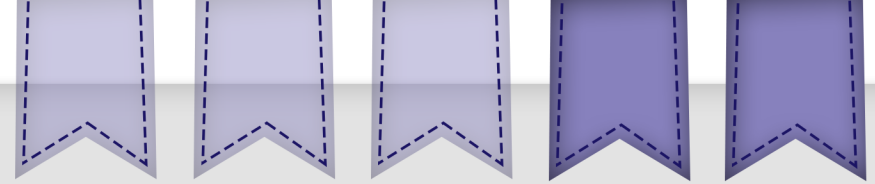
SIMPLY GOOD,

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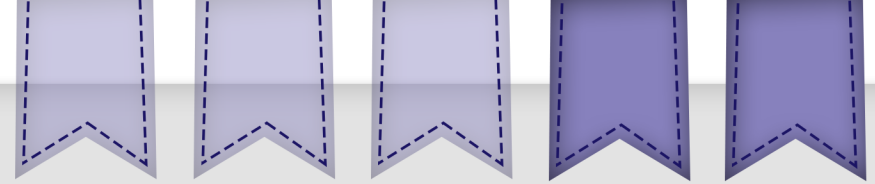
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THIS MONTH

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DIY: MAKING YOUR HOME BEAUTIFUL

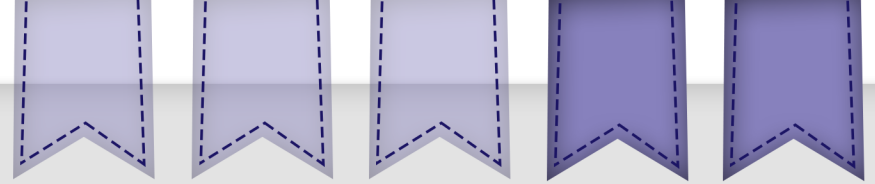
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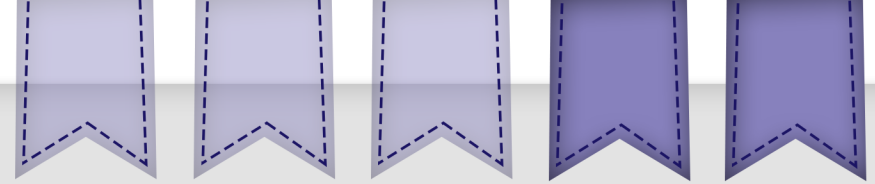
FIGHT THE CLUTTER!

TIPS TO COMBAT YOUR HOARDING HABIT.

Feature Article: Isamu Noguchi



Feature Article: Isamu Noguchi



Isamu Noguchi (1904–1988) was one of the 20th century's most important and critically acclaimed sculptors. Through a lifetime of artistic experimentation, he created sculptures, gardens, furniture and lighting designs, ceramics, architecture, and set designs. His work, at once subtle and bold, traditional and modern, set a new standard for the reintegration of the arts.

Noguchi, an internationalist, traveled extensively throughout his life. (In his later years he maintained studios both in Japan and New York.) He discovered the impact of large-scale public works in Mexico, earthy ceramics and tranquil gardens in Japan, subtle ink-brush techniques in China, and the purity of marble in Italy. He incorporated all of these impressions into his work, which utilized a wide range of materials, including stainless steel, marble, cast iron, balsa wood, bronze, sheet aluminum, basalt, granite, and water.

Born in Los Angeles, California, to an American mother and a Japanese father, Noguchi lived in Japan until the age of thirteen, when he moved to Indiana. While studying pre-medicine at Columbia University, he took evening sculpture classes on New York's Lower East Side, mentoring with the sculptor Onorio Ruotolo. He soon left the University to become an academic sculptor.

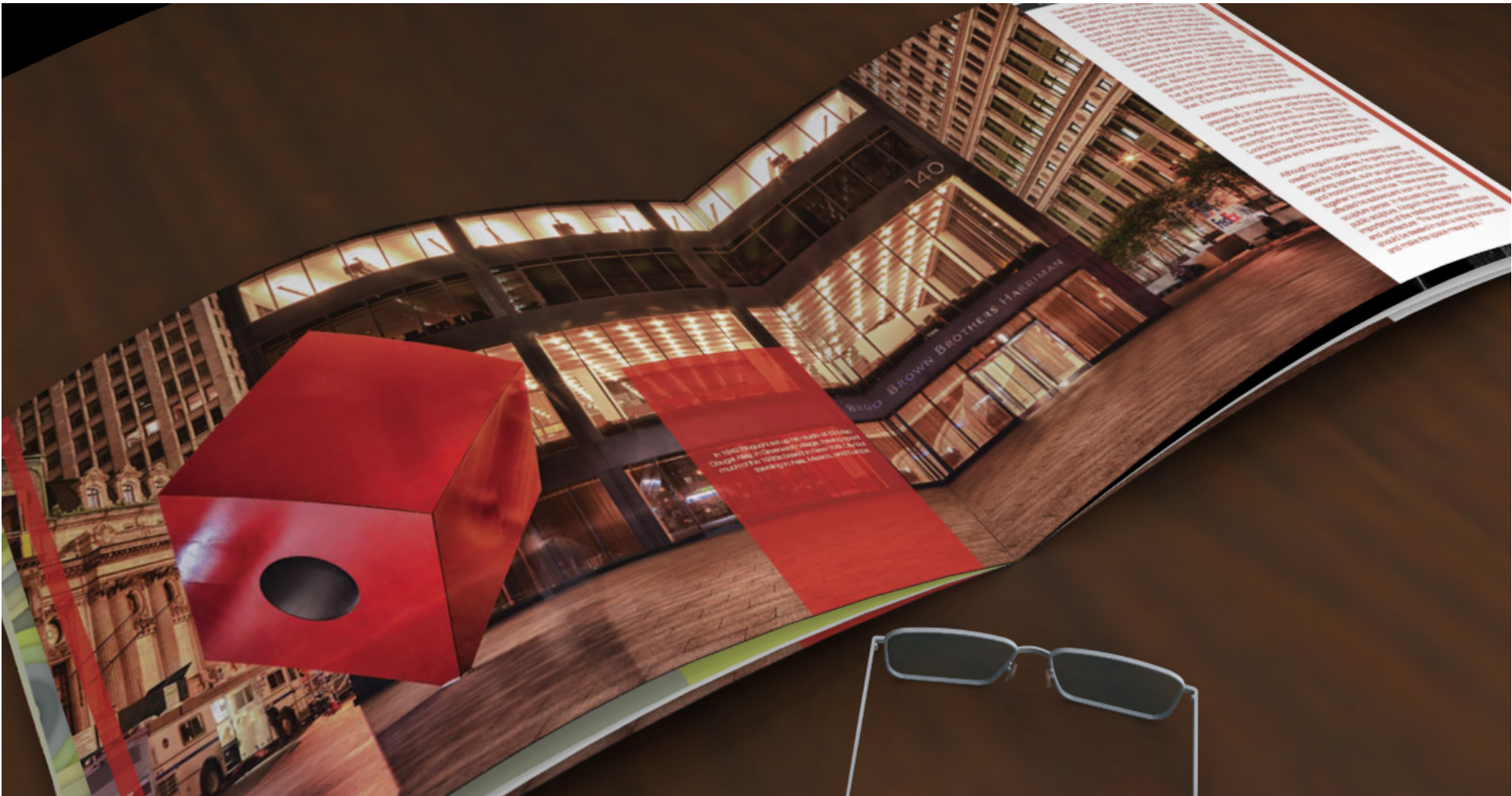
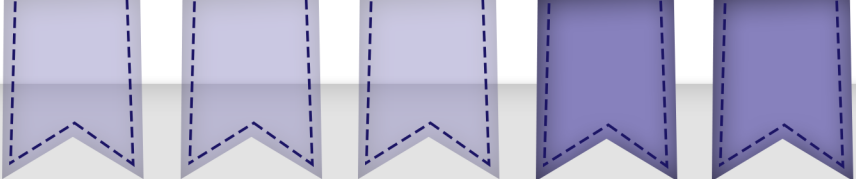
In 1926 Noguchi saw an exhibition in New York of the work of Constantin Brancusi's that profoundly changed his artistic direction. With a John Simon Guggenheim Fellowship, Noguchi went to Paris, and from 1927 to 1929 worked in Brancusi's studio. Inspired by the older artist's reductive forms, Noguchi turned to modernism and a kind of abstraction, infusing his highly finished pieces with emotional expressiveness, and with an aura of mystery.

He died in New York City in 1988.

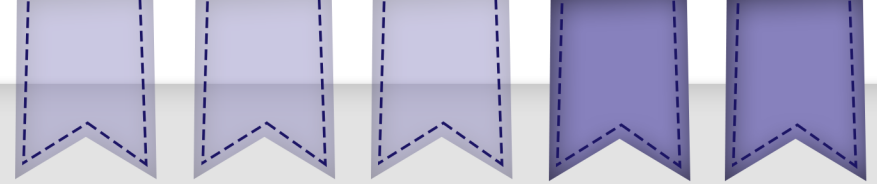


isamu noguchi
his legacy

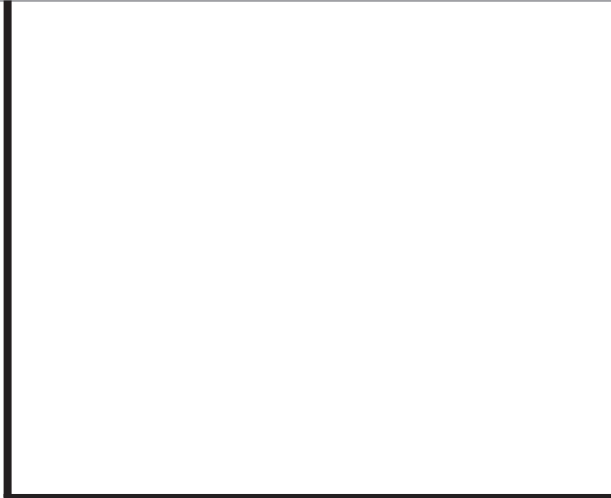
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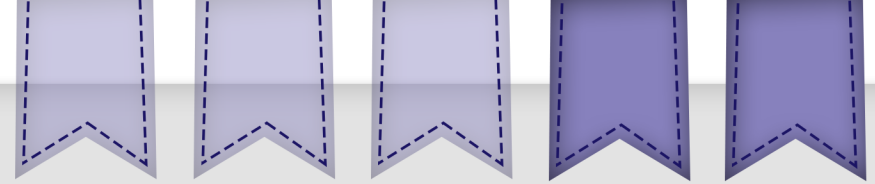
RED CUBE
The Red Cube is located in front of 140 Broadway, between Canal and Canal Streets. The cube is a perfect cube of steel. It weighs 10,000 pounds and is made of a material called Inconel, which is a nickel-chromium alloy. It was designed by Isamu Noguchi in 1962. The cube is a symbol of the artist's interest in the relationship between the built environment and the natural world. The cube is a perfect cube of steel. It weighs 10,000 pounds and is made of a material called Inconel, which is a nickel-chromium alloy. It was designed by Isamu Noguchi in 1962. The cube is a symbol of the artist's interest in the relationship between the built environment and the natural world.



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In 1942 Noguchi set up his studio at 33 MacDougal Alley, in Greenwich Village, having spent much of the 1930s based in New York City but traveling in Asia, Mexico, and Europe.

Feature Article: Isamu Noguchi



RED CUBE

The Red Cube is located in front of 140 Broadway, between Liberty and Cedar Streets. The bright red painted steel of Isamu Noguchi's sculpture stands out in strong contrast to the blacks, browns, and whites of the buildings and sidewalks around the sculpture. Located on one side of a small plaza in front of the HSBC (previously the Marine Midland Bank) building on Broadway, Red Cube is surrounded on three sides by skyscrapers, the height of which draw a viewer's eye upwards. The sculpture itself adds to this upward pull, as it balances on one corner, the opposite corner reaching towards the sky. Despite its title, the sculpture is not actually a cube, but instead seems as though it has been stretched along its vertical axis. Aside from its striking color, Red Cube also stands out from the surrounding architecture in that all of its lines are diagonals, whereas the buildings are made up of horizontal and vertical lines. It is most certainly a sight to behold.

Additionally, the sculpture is balanced somewhat precariously on one corner, while the buildings, by contrast, are solidly placed. Through the center of the cube there is a cylindrical hole, revealing an inner surface of gray with evenly-spaced lines moving from one opening of the hole to the other. Looking through this hole, the viewer's gaze is directed towards the building behind, tying the sculpture and the architecture together.

Although Noguchi began his sculpting career creating individual pieces, he spent a number of years in the 1940s and 50s working primarily on designing spaces, such as gardens and plazas, and incorporating sculptural elements that worked together to create a whole. These experiences affected his subsequent work on individual sculpture pieces. In discussing his conception of public sculpture, Noguchi expresses the importance of the relationship between sculpture and architecture: "The spaces around buildings should be treated in such a way as to dramatize and make the space meaningful..."



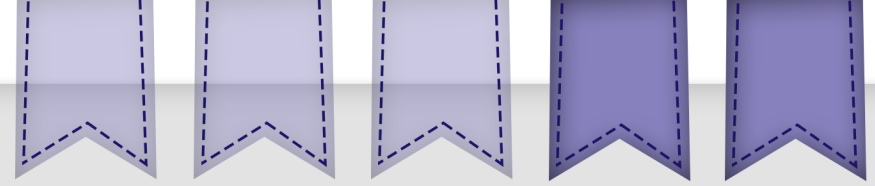
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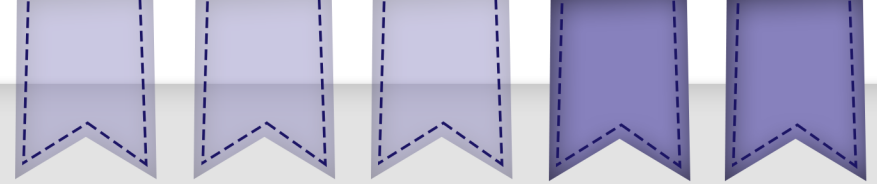
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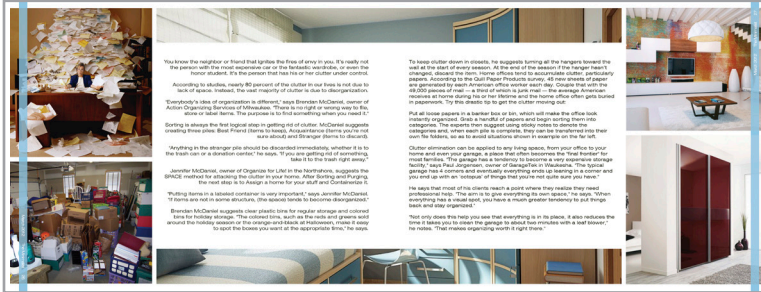
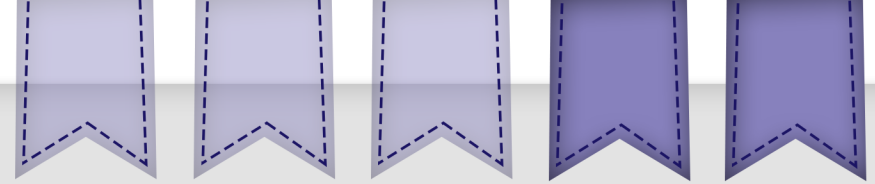
Feature Article: Declutter





Fight the Clutter.

Feature Article: Declutter



You know the neighbor or friend that ignites the fires of envy in you. It's really not the person with the most expensive car or the fanciest wardrobe. It's really not the honor student. It's the person that has his or her clutter under control.

According to studies, nearly 80 percent of the clutter in our lives is not due to lack of space. Instead, the vast majority of clutter is due to disorganization.

Everybody's idea of organization is different," says Brendan McDaniel, owner of Action Organizing Services of Milwaukee. "There is no right or wrong way to be organized or label items. The purpose is to find something when you need it."

Sorting is always the first logical step in getting rid of clutter. McDaniel suggests creating three piles: Best Friend (items to keep), Acquaintance (items you're not sure about) and Stranger (items to discard).

Anything in the stranger pile should be discarded immediately, whether it is to the trash can or a donation center," he says. "If you are getting rid of something, take it to the trash right away."

Jennifer McDaniel, owner of Organize for Life! in the Northshore, suggests the SPACE method for attacking the clutter in your home. After Sorting and Purging, the next step is to Assign a home for your stuff and Containerize it.

"Putting items in a labeled container is very important," says Jennifer McDaniel. "If items are not in some structure, (the space) tends to become disorganized."

To keep clutter down in closets, she suggests turning all the hangers toward the end of the closet or even inside. At the end of the season the hanger won't be changed, so the items will be easy to see and take out. She also suggests using clear bins for shoes and accessories. Clear bins are easy to see and take out. She also suggests using clear bins for shoes and accessories.

Put all loose papers in a basket or bin, which will make the office look more organized. She also suggests using a basket or bin for loose papers. She also suggests using a basket or bin for loose papers.

Clutter organization can be applied to any living space, from your office to your home and even your garage. A place that often becomes the "bad friend" for most families is the garage. It's a great place to store a few necessary storage items. But the clutter, tools and equipment, everything ends up being in a corner and you end up with a "warehouse" of things that you're not quite sure you need.

He says that most of us clutter reach a point where they realize they need professional help. The aim is to get everything in front of them. "When everything has a value, you're a much greater tendency to put things back and they organized."

Not only does this help you see that everything is in the place, it also reduces the time it takes you to clean the garage to about four minutes with a good sweep," he notes. "That makes organizing worth it right from."



You know the neighbor or friend that ignites the fires of envy in you. It's really not the person with the most expensive car or the fantastic wardrobe, or even the honor student. It's the person that has his or her clutter under control.

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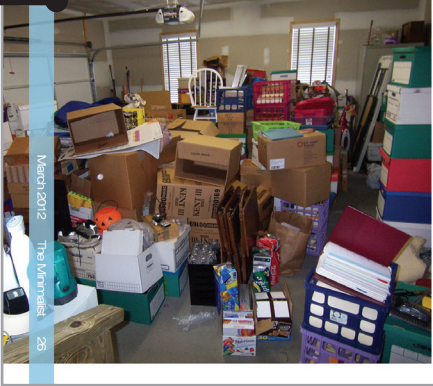
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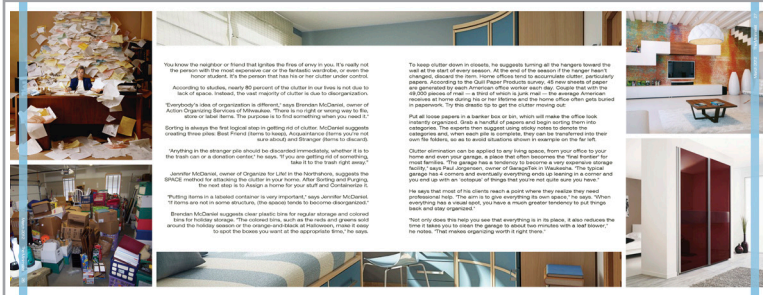
"Putting items in a labeled container is very important," says Jennifer McDaniel. "If items are not in some structure, (the space) tends to become disorganized."

Brendan McDaniel suggests clear plastic bins for regular storage and colored bins for holiday storage. "The colored bins, such as the reds and greens sold around the holiday season or the orange-and-black at Halloween, make it easy to spot the boxes you want at the appropriate time," he says.



March 2012 The Milwaukee 28

Feature Article: Declutter



You know the neighbor or friend that lighthearts the mess of every one. It's really not the person with the most disorganized set of the household, but with the most clutter. It's the person that has his or her clutter under control.

According to studies, nearly 80 percent of the clutter in our homes is not due to lack of space. Instead, the vast majority of clutter is due to paper clutter.

According to a study of organization in offices, says Jennifer McClellan, owner of Action Organizing Services of Washington. There is too much of an emphasis on the desk or table area. The problem is that cluttering is often done in the office.

Sorting is always the first logical step in getting rid of clutter. McClellan suggests creating three piles: Best Friend (items to keep), miscellaneous items you're not sure about and Storage Items to Discard.

Keeping an inventory pile should be discarded immediately, whether it's in the best case or a cardboard box. To make it go, you can get rid of it by the next step is to Assign it home for your stuff and Get it out of the house.

Working items in a closet container is very important. Most closets are cluttered with items and not in some structure, the spaces tend to become disorganized.

Jennifer McClellan suggests using plastic bins to regular storage and colored bins for holiday storage. The colored bins, as well as the white self storage and around the holiday season or the company on top of the closet, could be easy to spot the boxes you want at the appropriate time. The bins.

To keep clutter down in closets, he suggests turning all the hangers toward the wall at the start of every season. At the end of the season if the hanger hasn't changed, discard the item. Home offices tend to accumulate clutter, particularly papers. According to the Quill Paper Products survey, 45 new sheets of paper are generated by each American office worker each day. Couple that with the 49,000 pieces of mail — a third of which is junk mail — the average American receives at home during his or her lifetime and the home office often gets buried in paperwork. Try this drastic tip to get the clutter moving out:

Put all loose papers in a banker box or bin, which will make the office look instantly organized. Grab a handful of papers and begin sorting them into categories. The experts then suggest using sticky notes to denote the categories and, when each pile is complete, they can be transferred into their own file folders, so as to avoid situations shown in example on the far left.

Clutter elimination can be applied to any living space, from your office to your home and even your garage, a place that often becomes the "final frontier" for most families. "The garage has a tendency to become a very expensive storage facility," says Paul Jorgensen, owner of GarageTek in Waukesha. "The typical garage has 4 corners and eventually everything ends up leaning in a corner and you end up with an 'octopus' of things that you're not quite sure you have."

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Put all loose papers in a banker box or bin, which will make the office look instantly organized. Grab a handful of papers and begin sorting them into categories. The experts then suggest using sticky notes to denote the categories and, when each pile is complete, they can be transferred into their own file folders, so as to avoid situations shown in example on the far left.

Clutter elimination can be applied to any living space, from your office to your home and even your garage, a place that often becomes the "final frontier" for most families. "The garage has a tendency to become a very expensive storage facility," says Paul Jorgensen, owner of GarageTek in Waukesha. "The typical garage has 4 corners and eventually everything ends up leaning in a corner and you end up with an 'octopus' of things that you're not quite sure you have."

He says that most of his clients reach a point where they realize they need professional help. "The aim is to give everything its own space," he says. "When everything has a visual spot, you have a much greater tendency to put things back and stay organized."

"Not only does this help you see that everything is in its place, it also reduces the time it takes you to clean the garage to about two minutes with a leaf blower," he notes. "That makes organizing worth it right there."





duo.

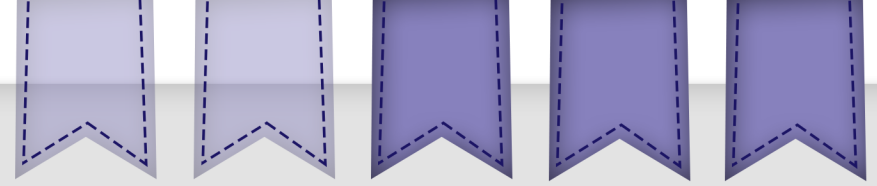
Design Solution for 10' x 20' In-line Booth

Duo & Optima : Project RFP

Ultimate Exhibit Design Challenge 2012



Duo's Goals & Objectives

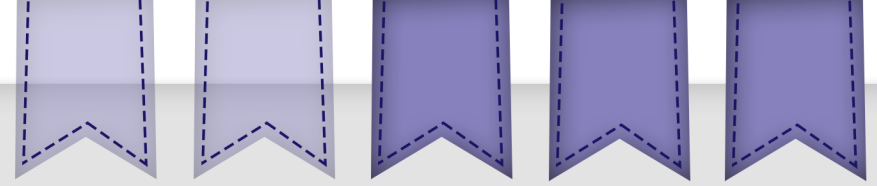


A *functional* but attractive environment that invites and informs attendees, -- both existing and potential new dealers.

To introduce their new line of products: *panoramic*®, *Screen Support*, *LED backlight blanket*, & *turnkey catalog*.

To backup their well-known rapport of creating *mind-bending illusions* by printing quality graphics on fabric.

Creating Experience: Exploring Tagline



Research:

Word Study “Carrier” from duo’s catchphrase.



Found: Aircraft Carrier

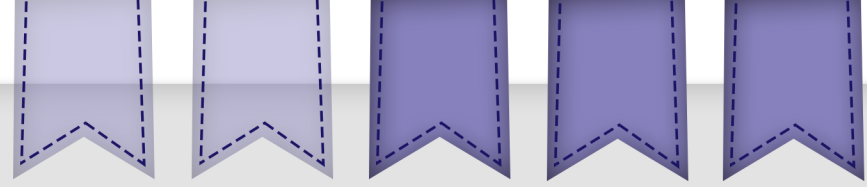
Purpose: Primary mission to deploy aircrafts

Development:

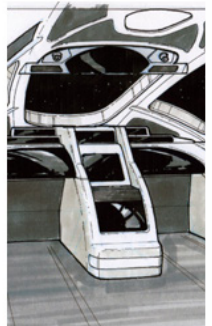
Brainstormed phrases to be thematic to above word study.

“Your Image Carrier.”

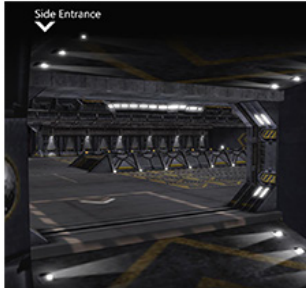
Mood Board



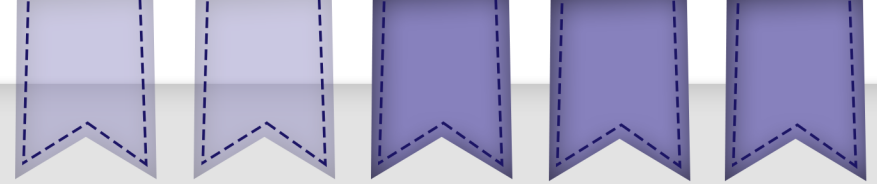
duo.
Image Carrier



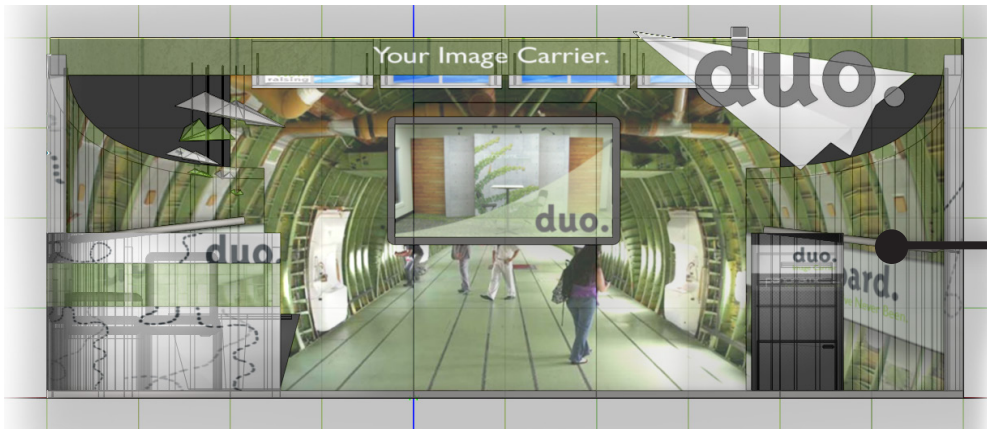
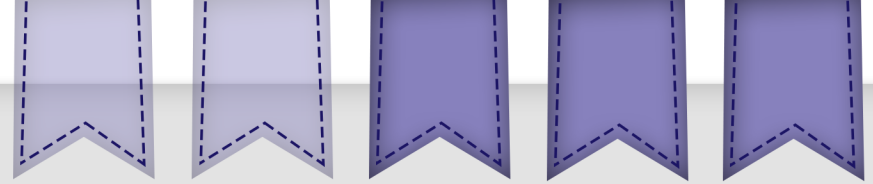
duo.
Image Carrier



First Glimpse



Elevations



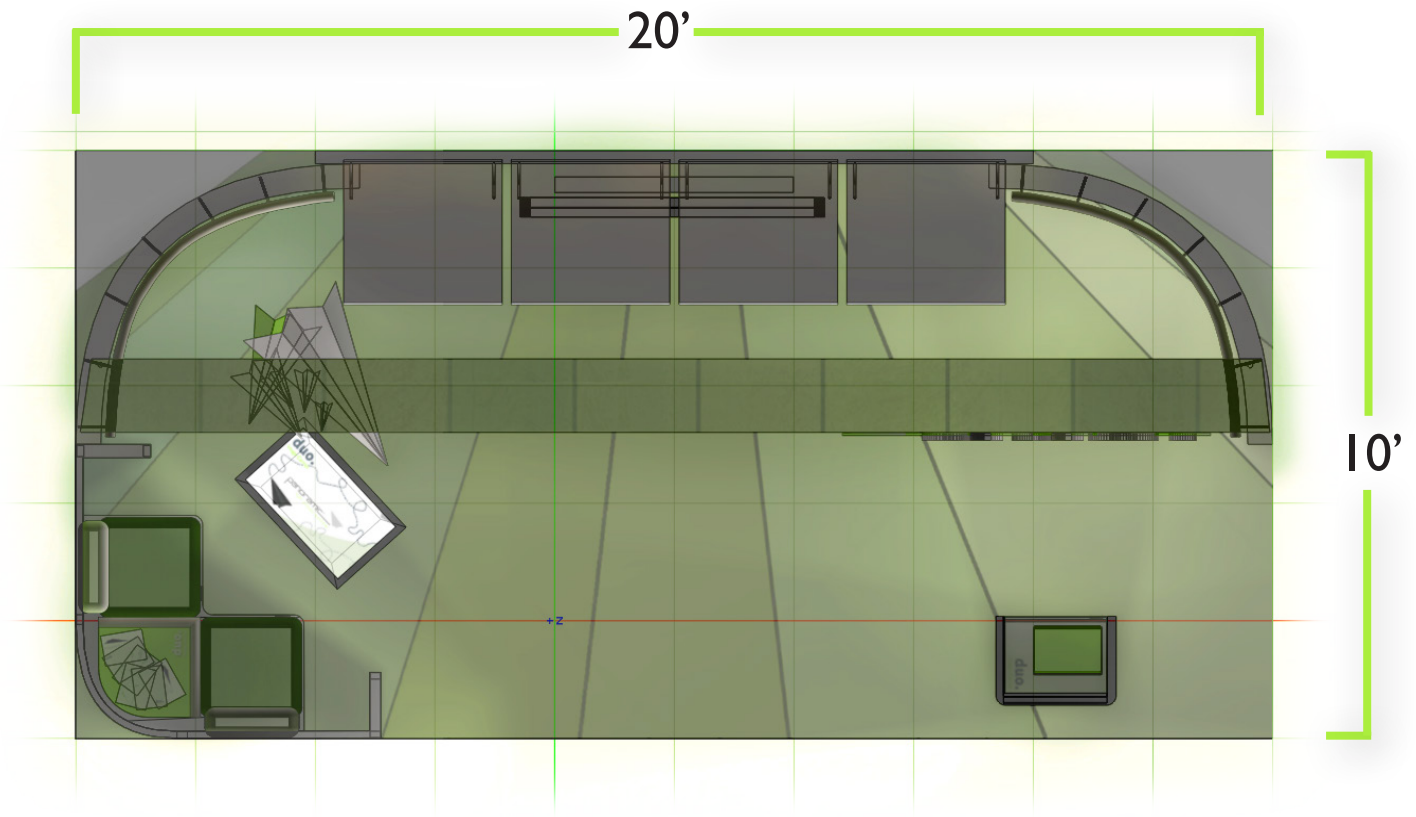
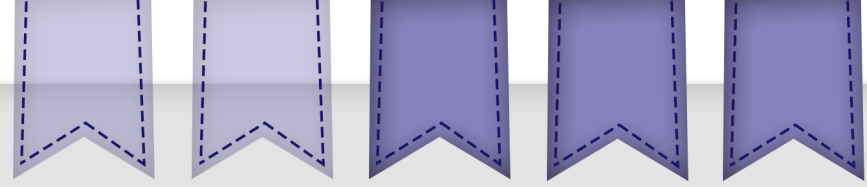
20'

Front Elevation

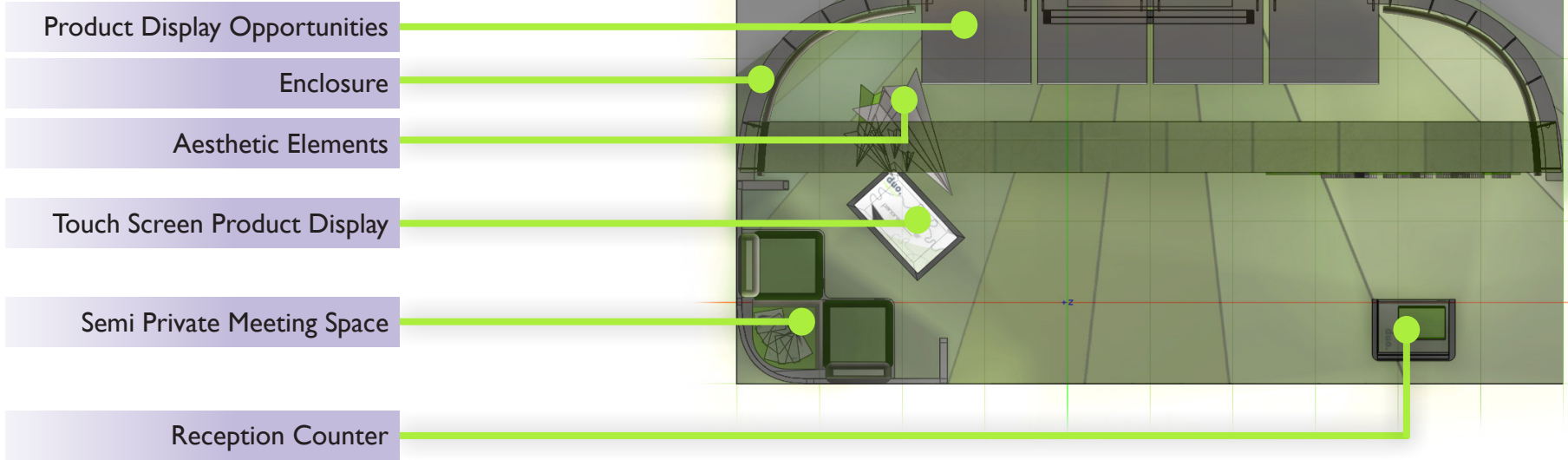
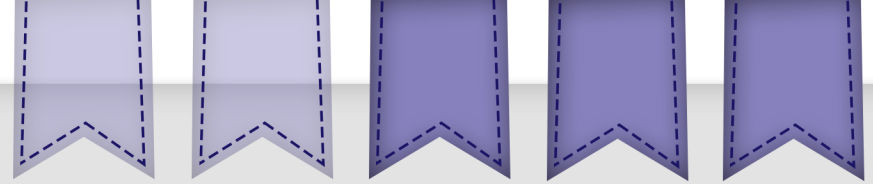
Side Elevation



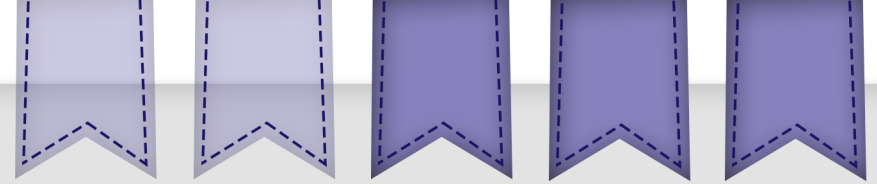
Floor Plan



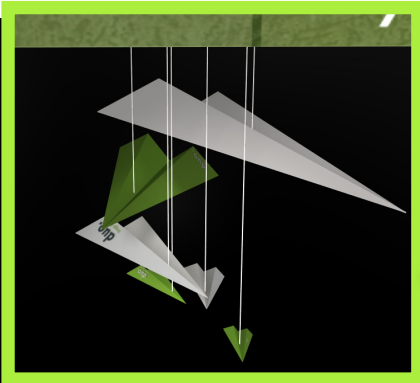
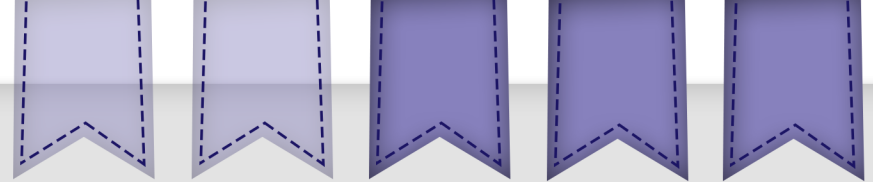
Divisions of Space



Highlight: Optical Illusions & Graphics



Pick Points: Product Display & Reception



Paper Airplanes Mobile



Multi-tiered Reception Desk with Embedded Tablet



Your Image Carrier.

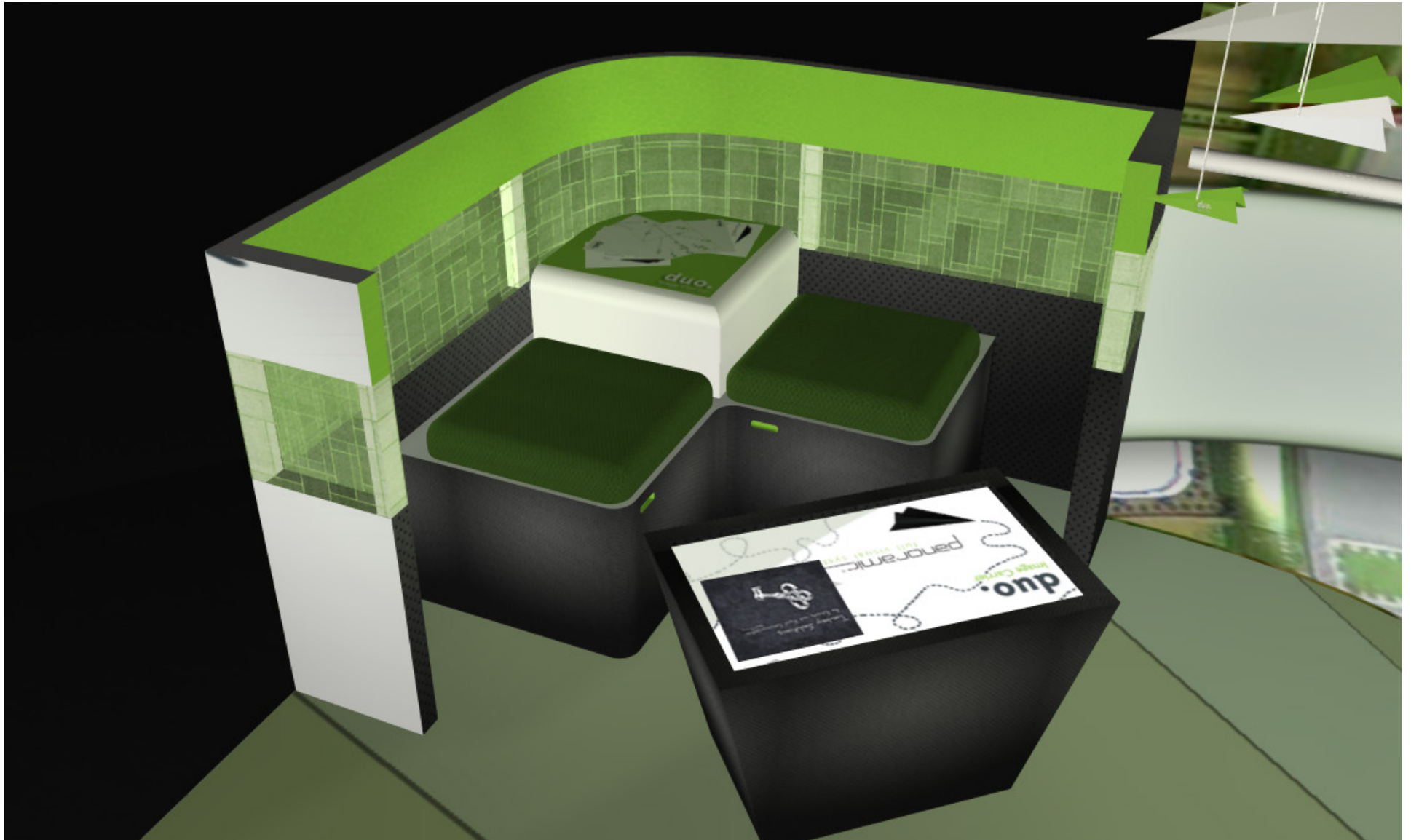
duo.

Latest panoramic® Screen Support Product

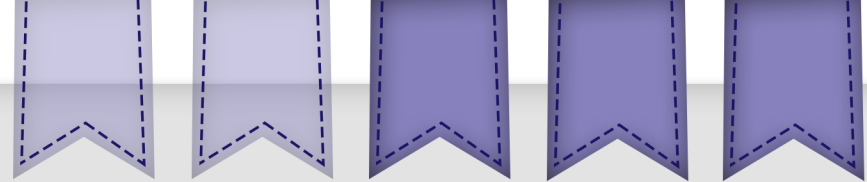


2 modèles :
Réf : ACS004 pour écran de 22" à 37"
Réf : ACS005 pour écran de 37" à 50"

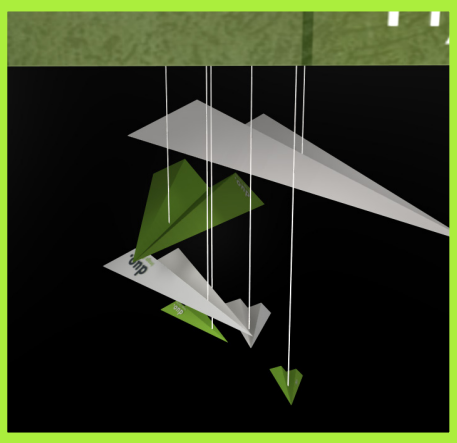
Close-up: Seating Area



Pick Points: Seating Area



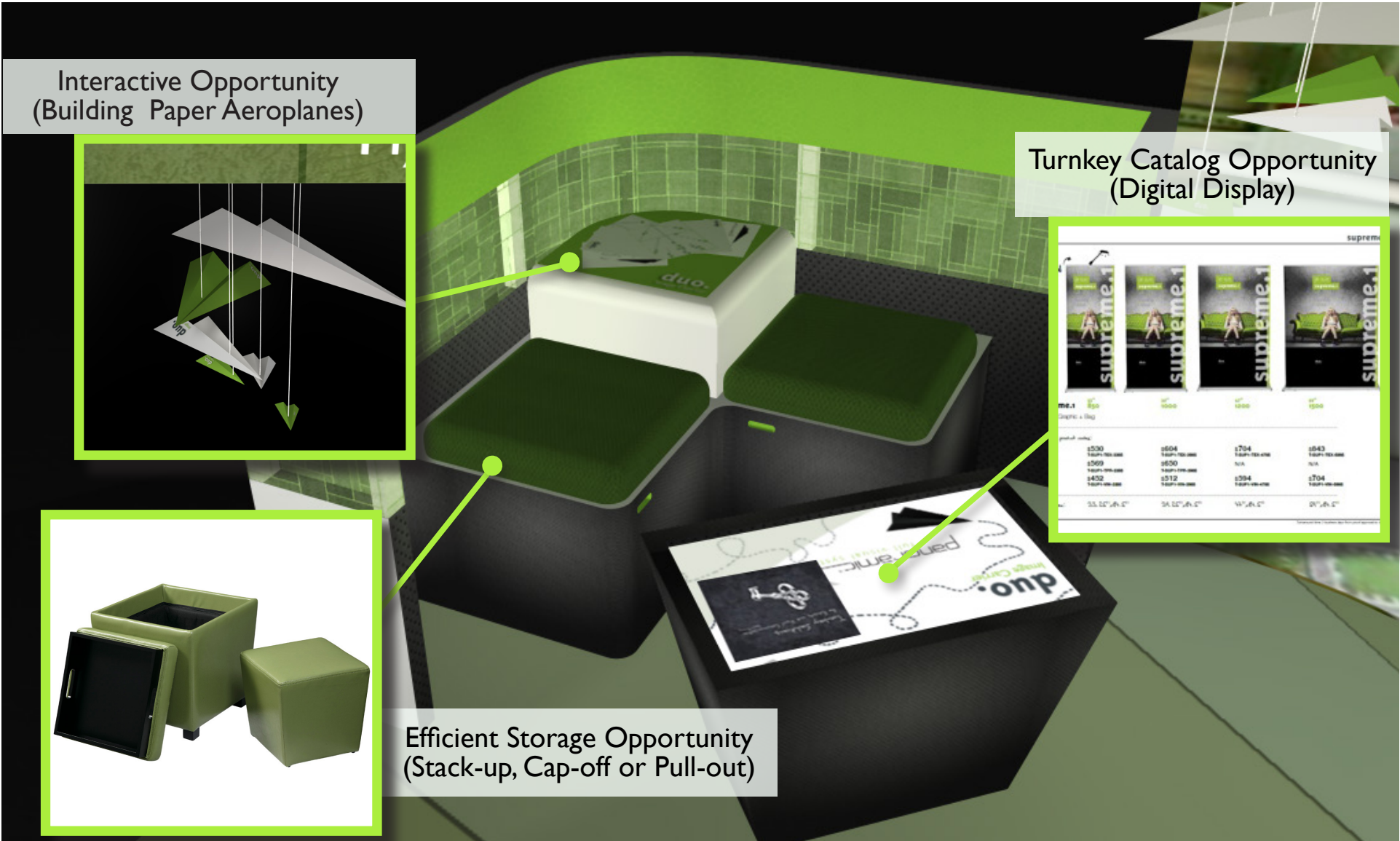
Interactive Opportunity
(Building Paper Aeroplanes)



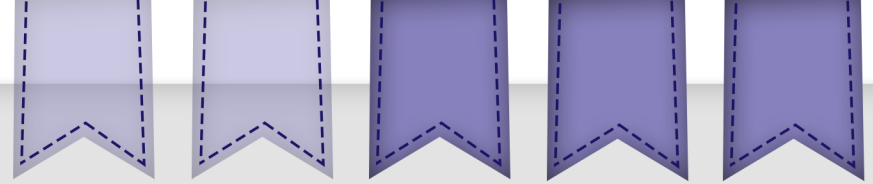
Turnkey Catalog Opportunity
(Digital Display)



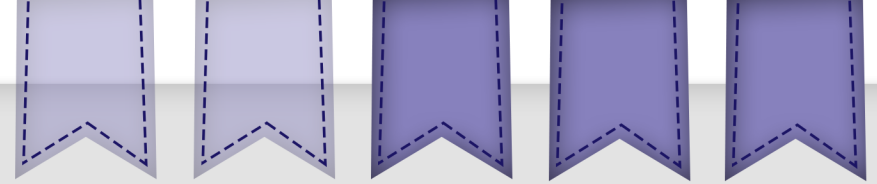
Efficient Storage Opportunity
(Stack-up, Cap-off or Pull-out)



Close-up: Backlit Signage



Closeups: Thematic Branding



Material Board

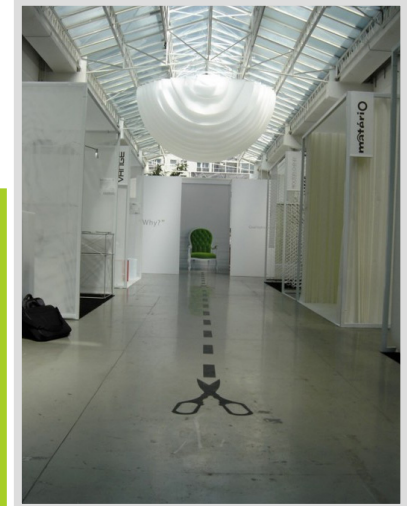
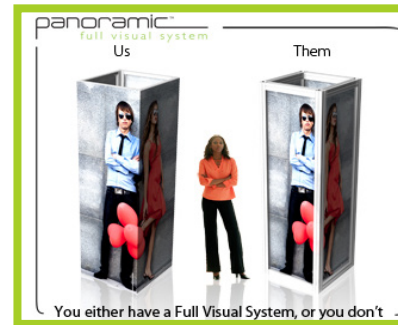
Aluminum Extrusions & Tubular Structures.

Pillowcasing Tension Fabric. (*panoramic*® Visual System)

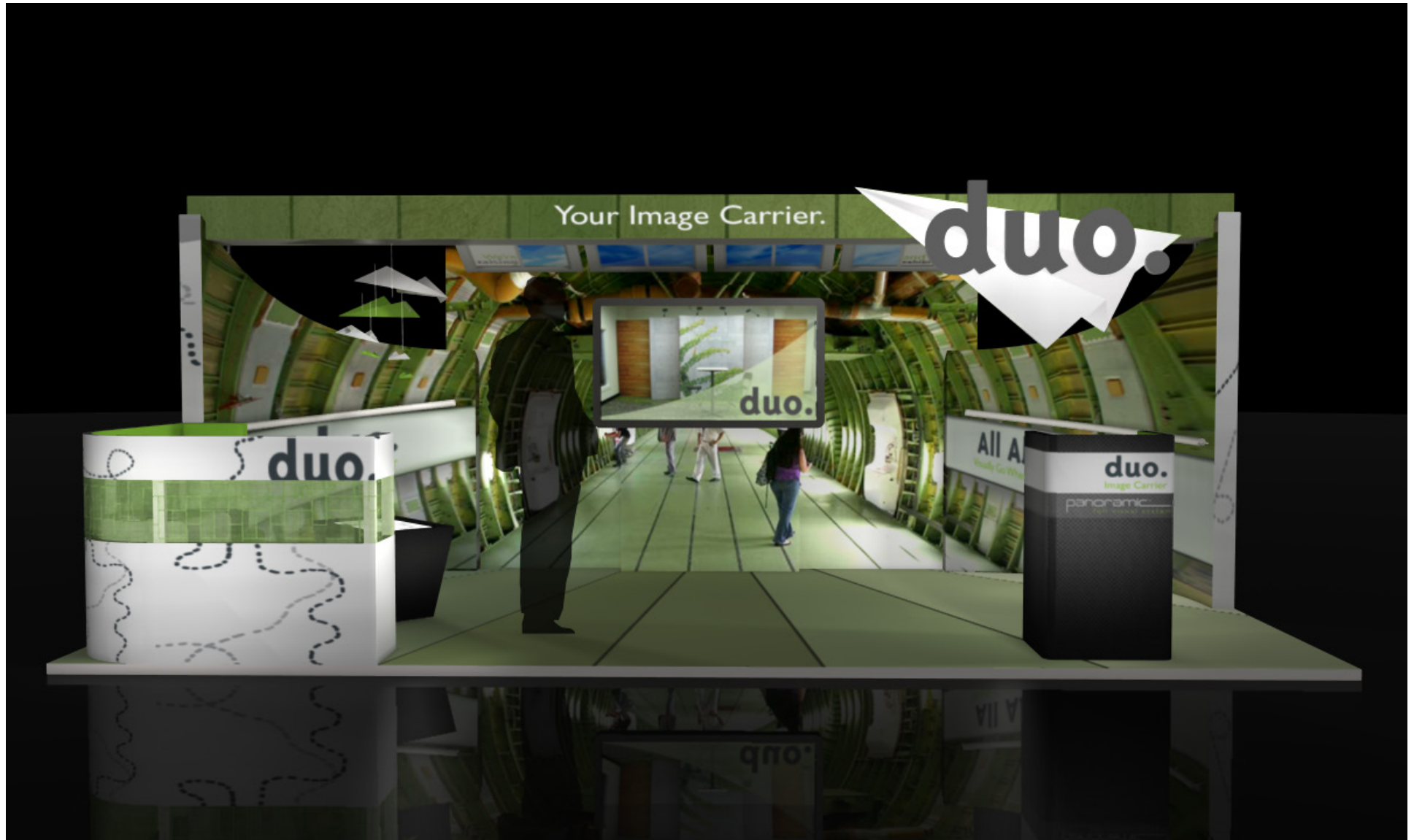
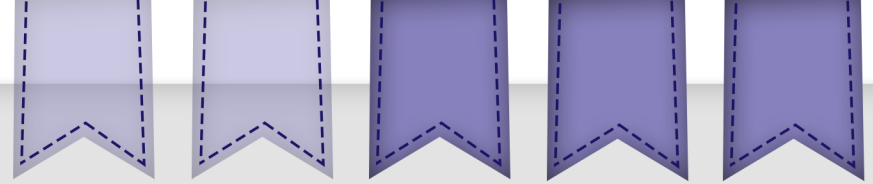
Corrugated Paper (Green Option) / Laminate. (for hard surfaces)

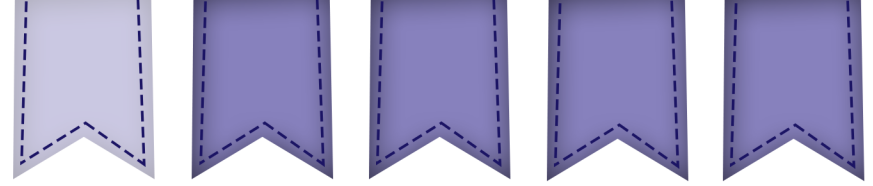
Optical Illusions.

Colors: Duo logo variation.



Final View



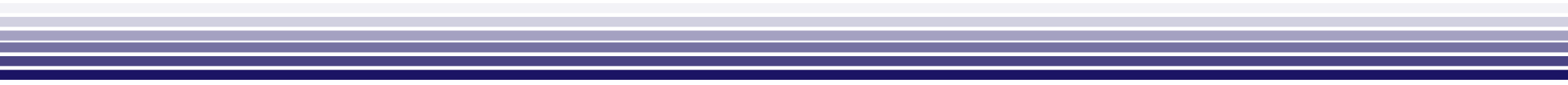


ADIT

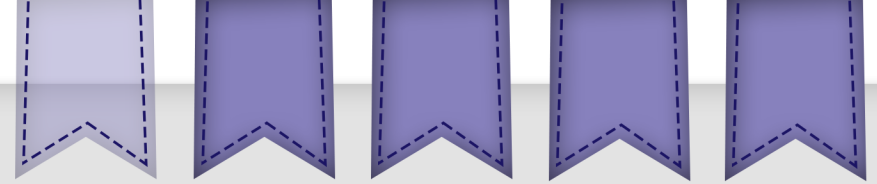
Design Solution for 30' x 40' Island Booth

ADIT Drillbit Company

Skyline : Project RFP



Who is ADIT?



“We move your World.”

- Tagline

Bare Facts:

- Supply tools
 - Harvests fuel & creates passages
- Efficiency & Convenience
- Experts in Drilling & Safety
- Educational

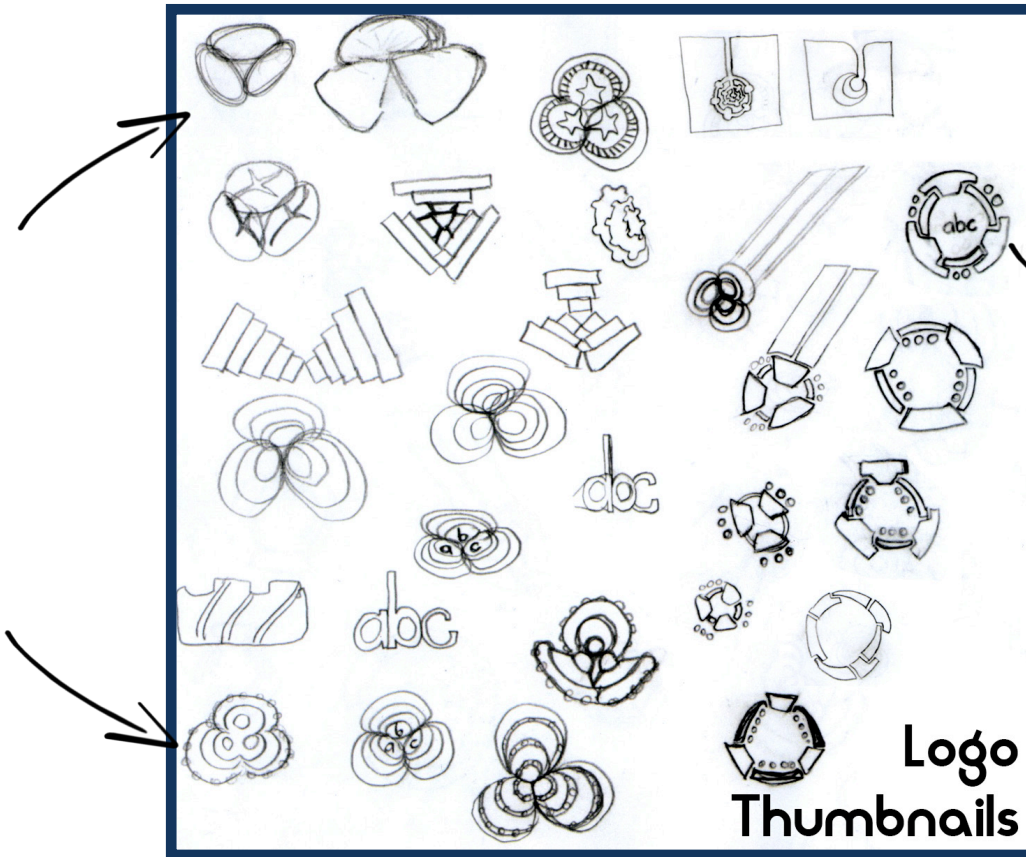
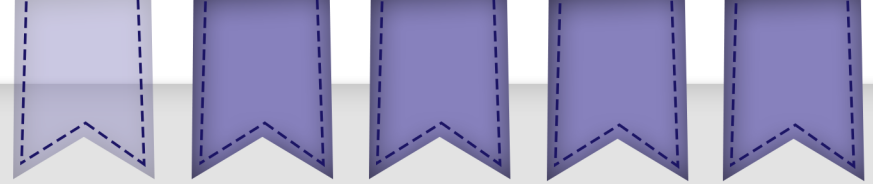
Goals & Objectives

- Update marketing campaign & rebranding of Identity.

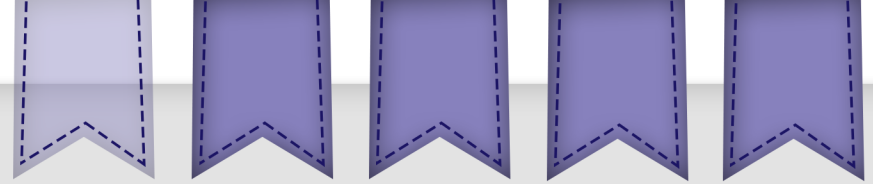
Define ADIT: entrance, passage, access, to make way.

- Unveiling/Launching of new face & new product at the Mining exhibit show.
- Two distinct spaces for tunnel drilling and offshore drilling categories. Need private conference space and an exclusive mini-bar.
- Not to appear too technologically-oriented or futuristic but still marketing high quality, durability, and trustworthy products.
- Need to stand out on the show floor, provide unique exhibit experience to fascinate and educate customers, old and new.

Developing a New Identity



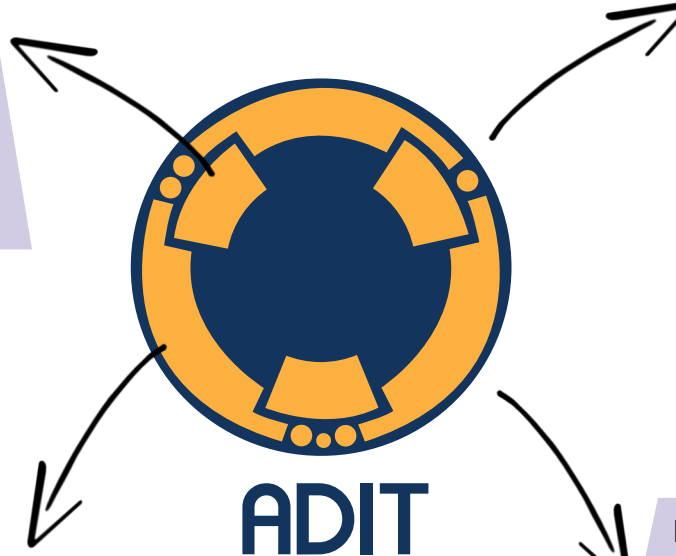
Summative Identity Manual



Primary Colors

 **ADIT Blue**
C100 M84 Y37 K27

 **ADIT Amber**
C0 M35 Y85 K0



Logo Utilization

Secondary Branding


Horizontal Version

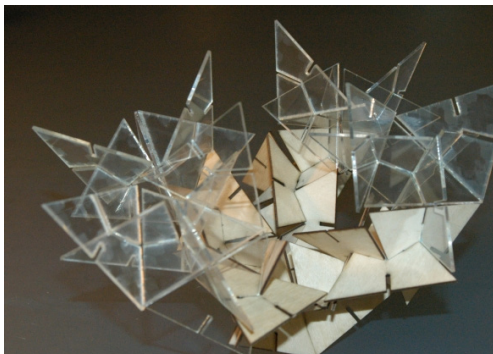
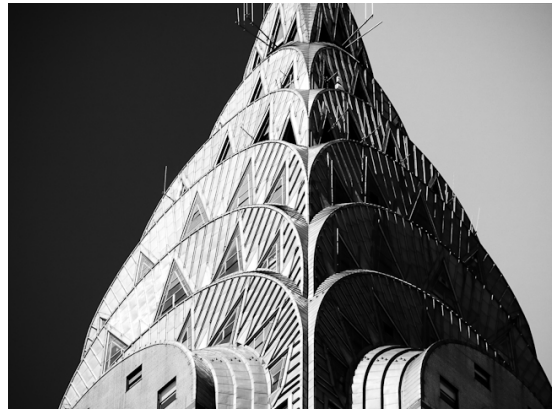
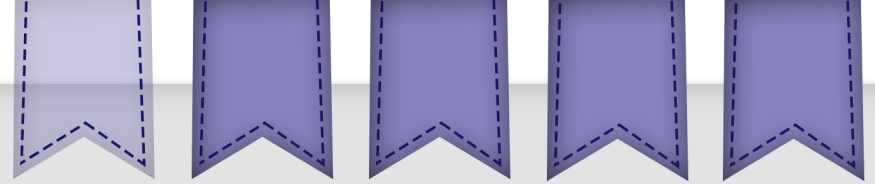

Symbolic Branding

Typeface

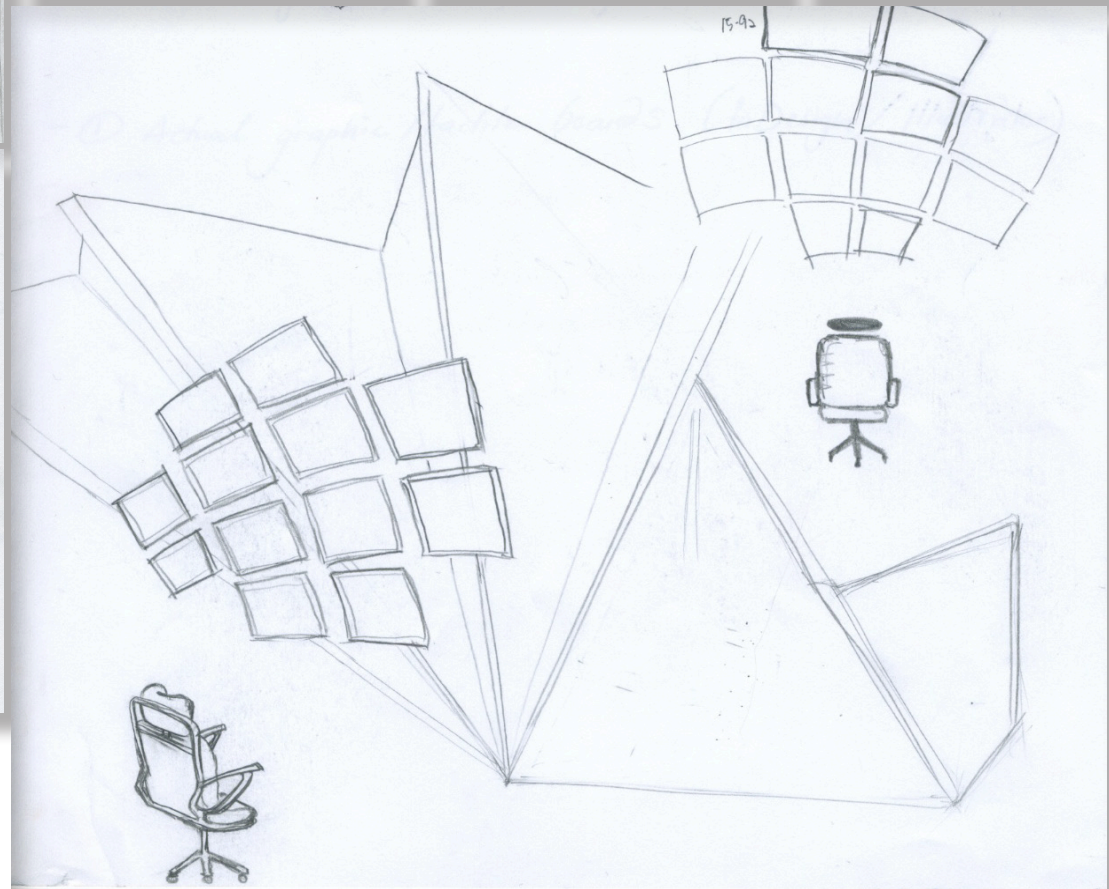
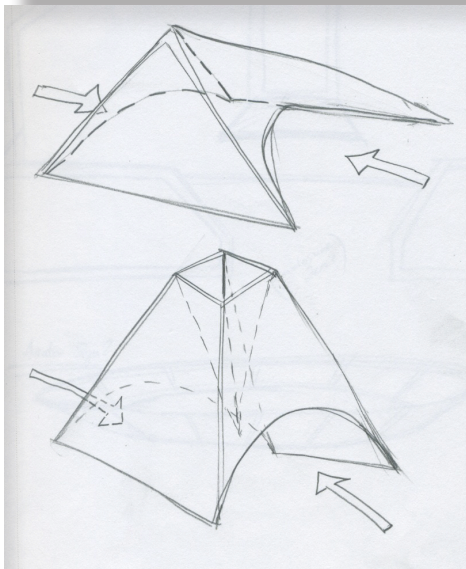
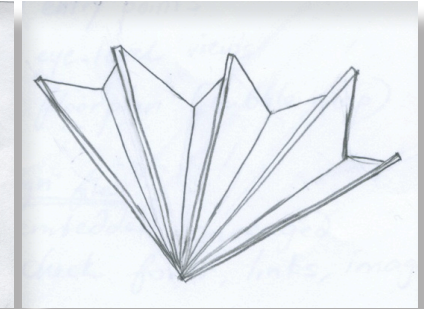
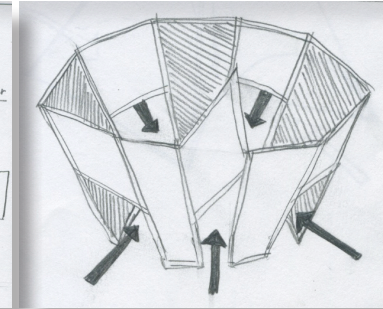
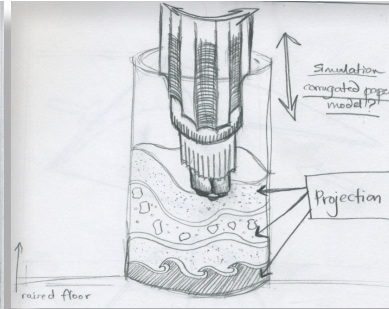
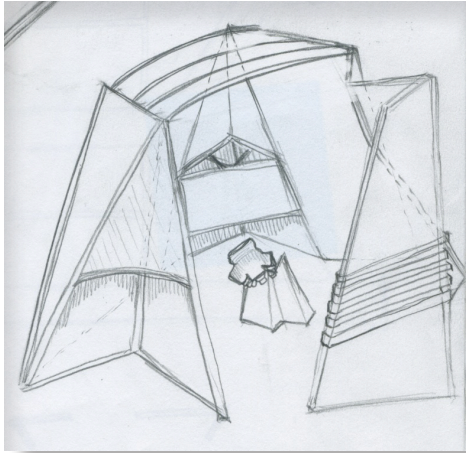
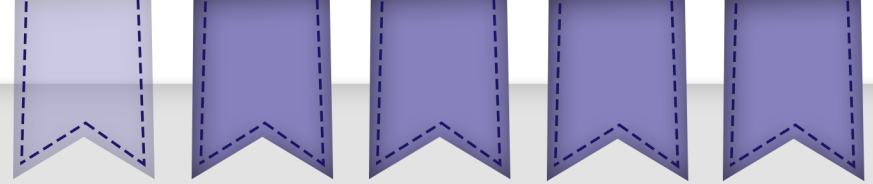
Primary Typeface
ABCDEFGHIJKLMNO
abcdefghijklmnop
Moderna

Supportive Typeface
ABCDEFGHIJKLMNO
abcdefghijklmnopq
Gill Sans

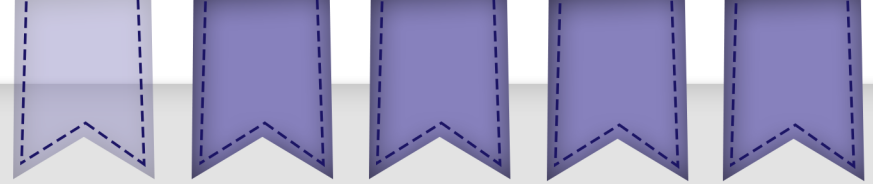
Mood Board



Ideation Board

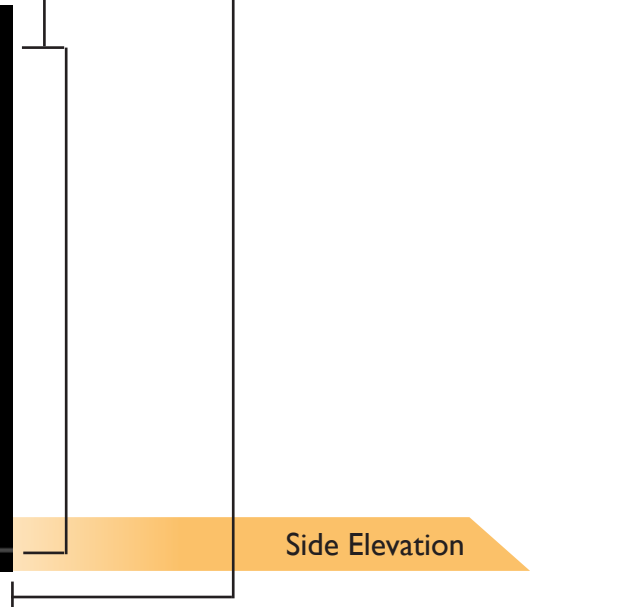
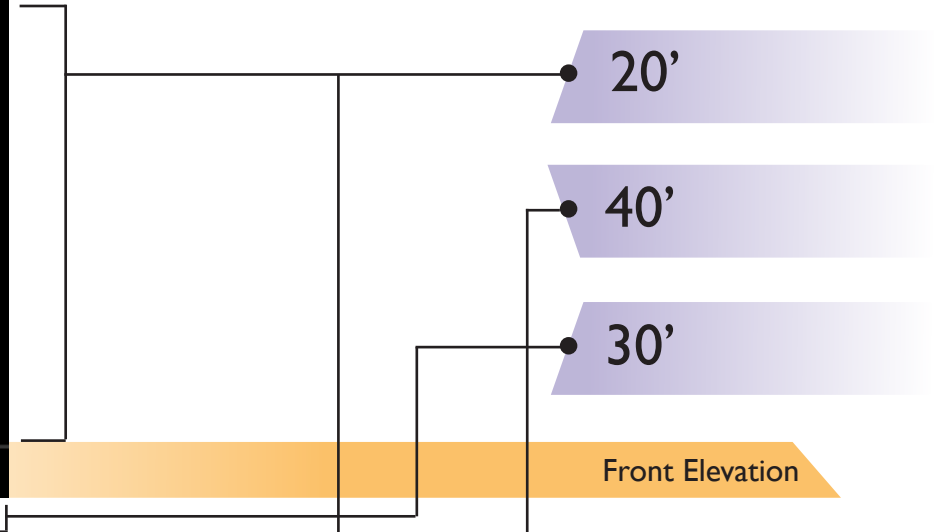
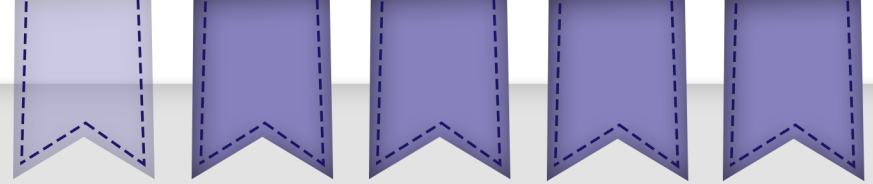


First Glimpse

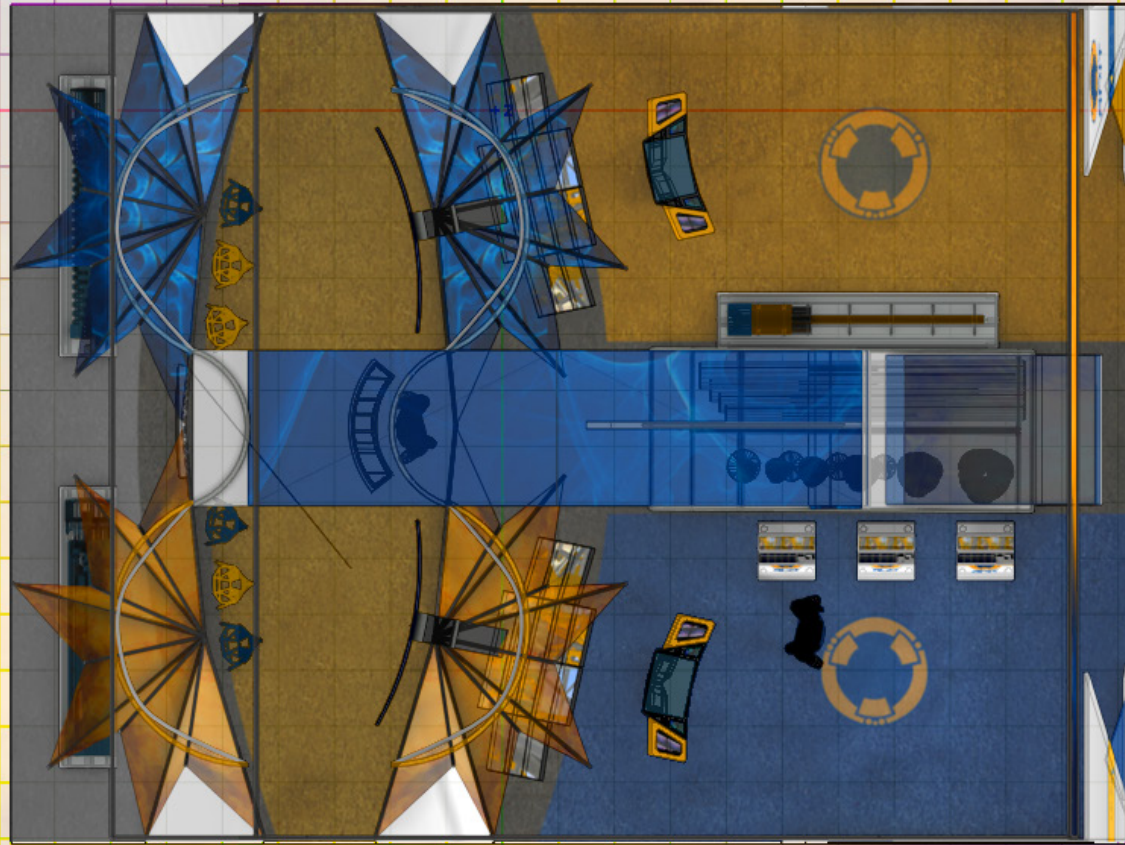


Overall View

Elevations

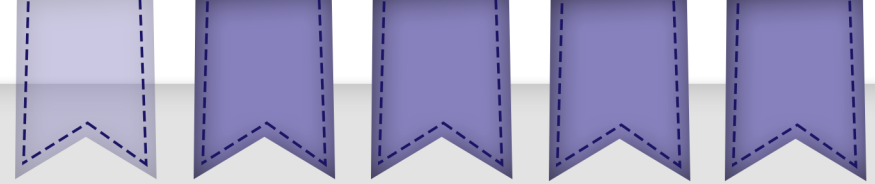


Floor Plan

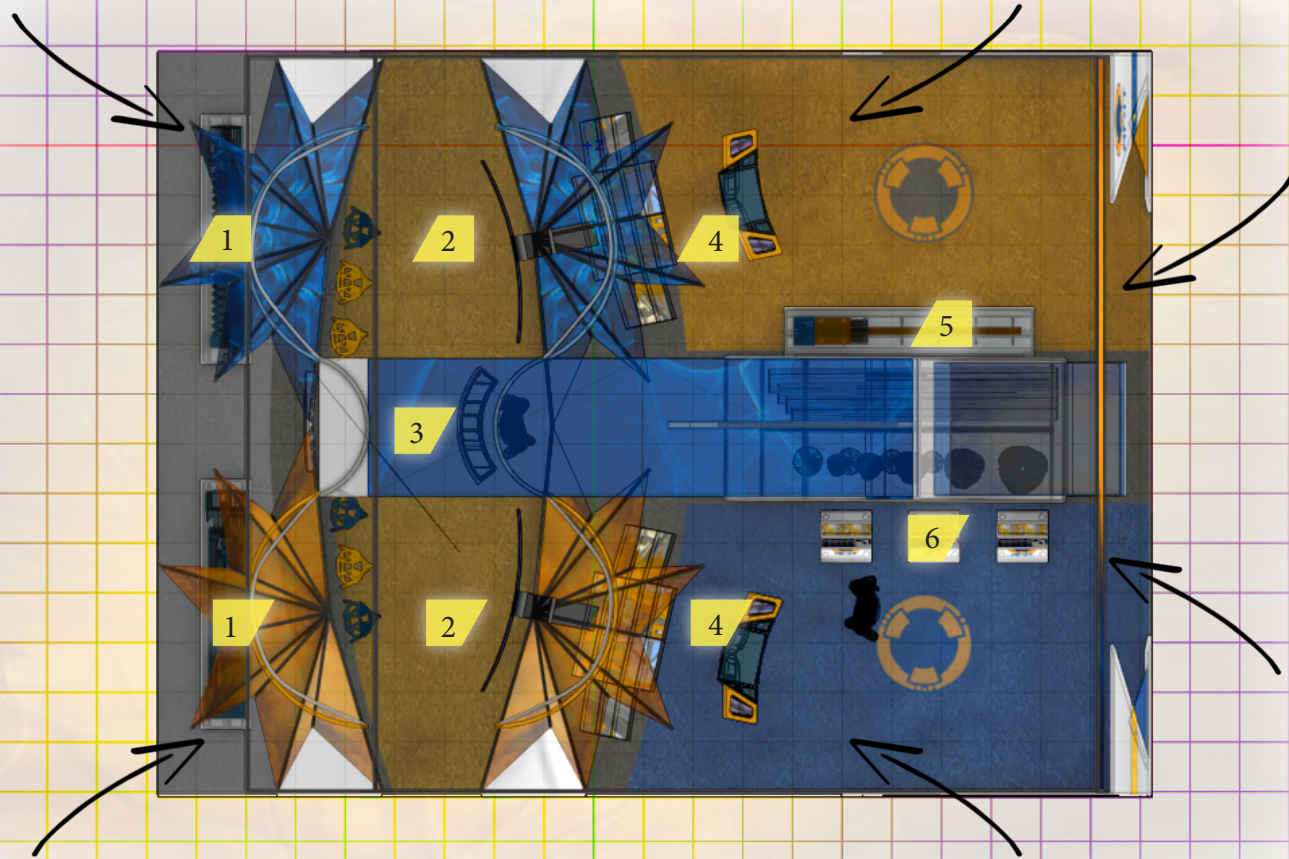


Final Floorplan
30' x 40' Island Booth

Division of Space

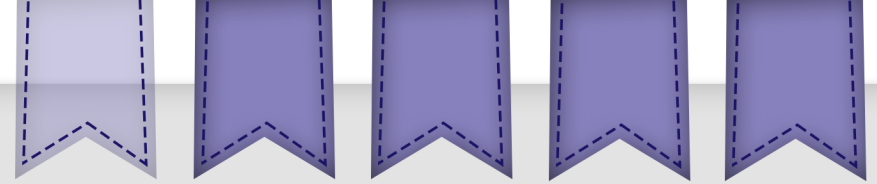


- 1. Upcoming Product (Tuneladora Series)
- 2. Conference Space
- 3. Mini Bar
- 4. Simulator Station
- 5. Tunnel DrillBits (Product Display)
- 6. Offshore DrillBits (Product Display)



Traffic Flow

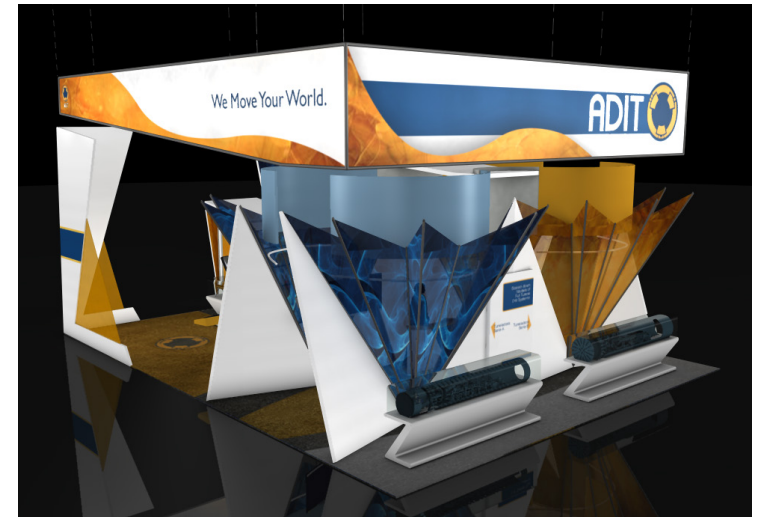
Perspectives



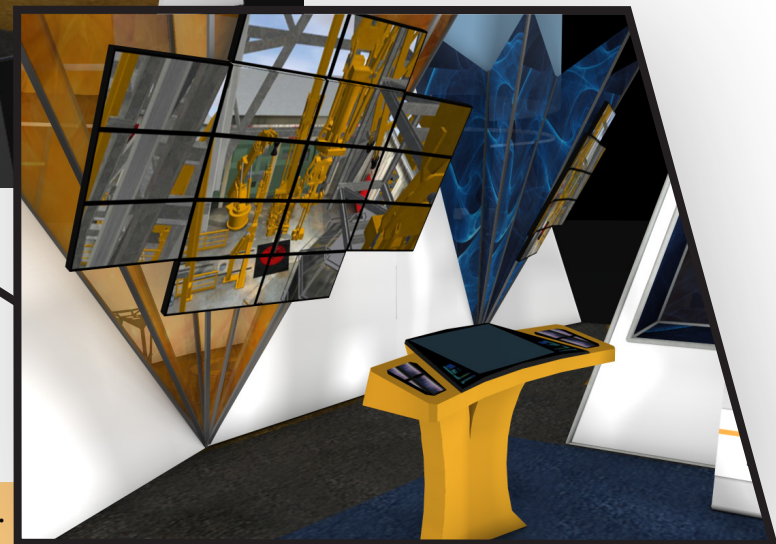
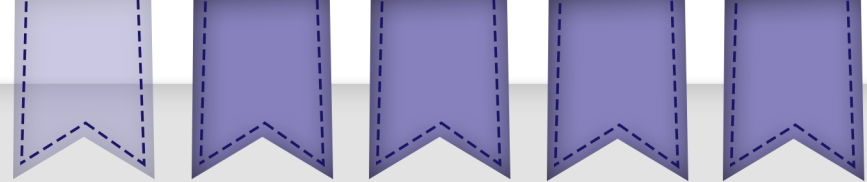
Approaching Space

Perspectives: Sizing it Up

360° Orbit around ADIT Exhibit.

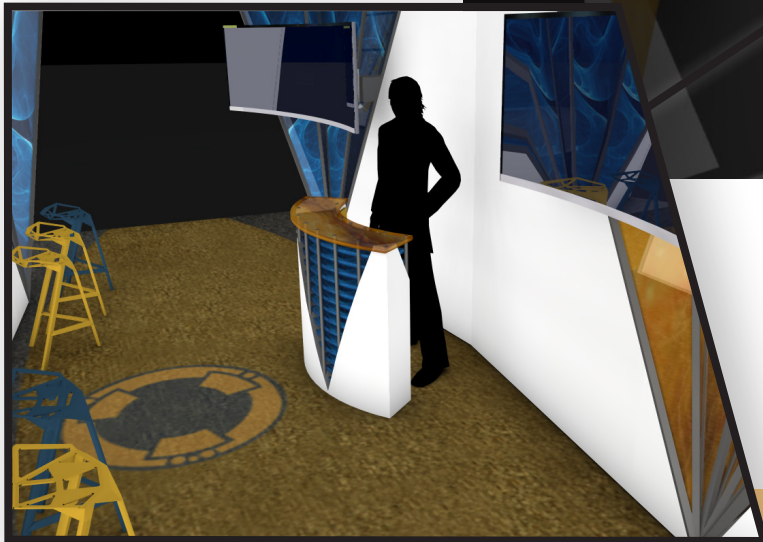
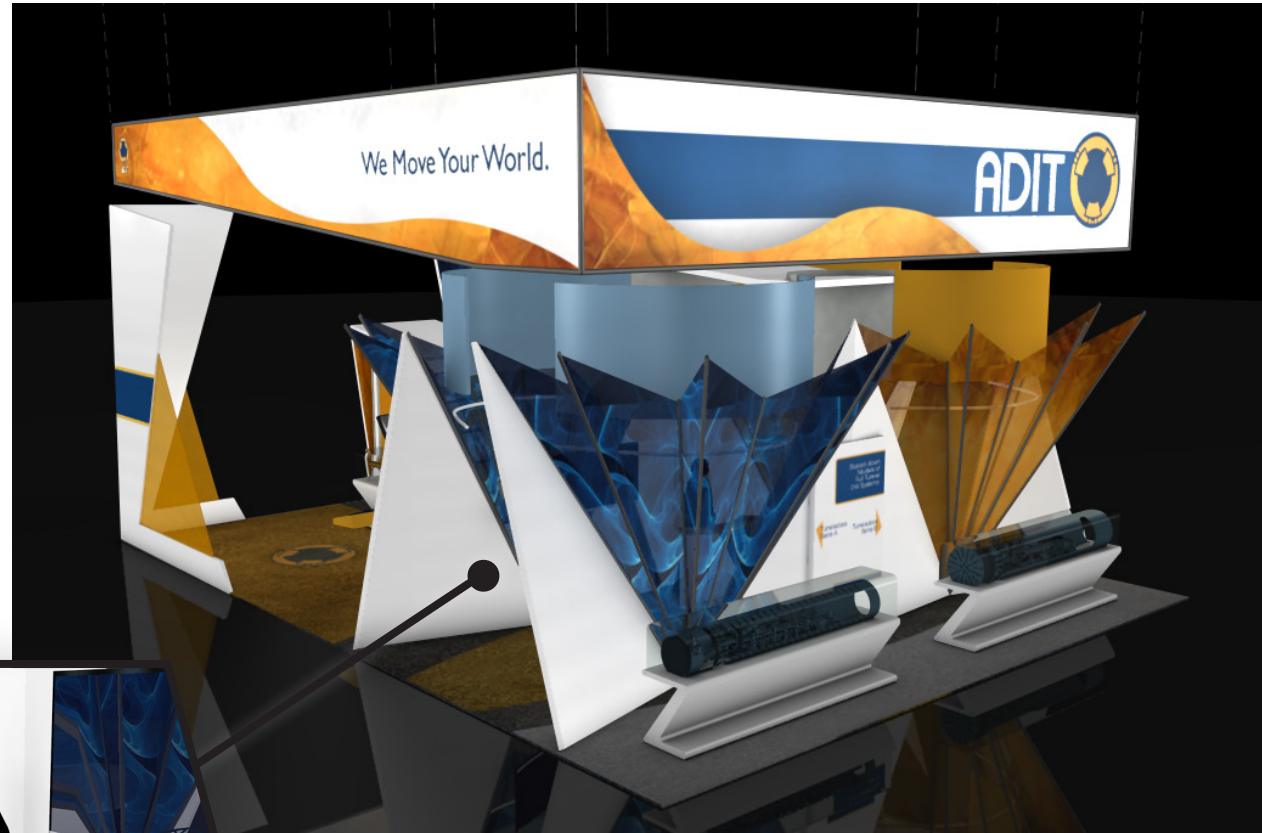
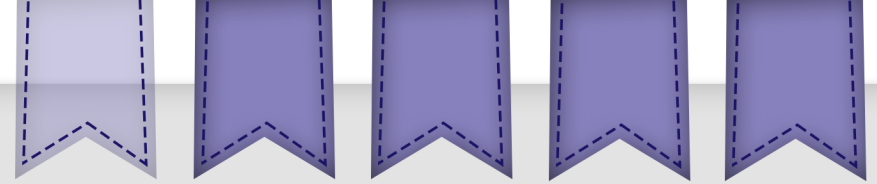


Close-up: Simulator



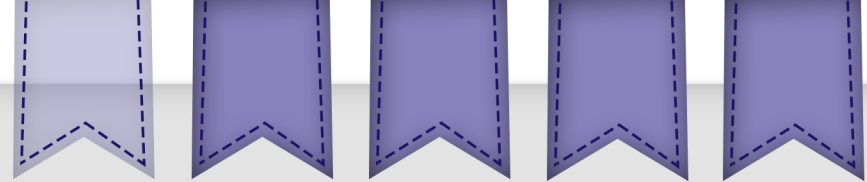
Two ADIT Simulators™ to add interactivity and experience.

Close-up: Conference Tunnel and Mini Bar



Two open conference rooms equipped with hidden mini bar.

Unique Product Display Areas

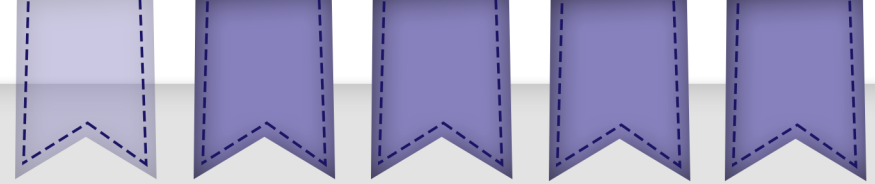


Tunnel Drilling
Product Display

Off-shore Drilling
Product Display

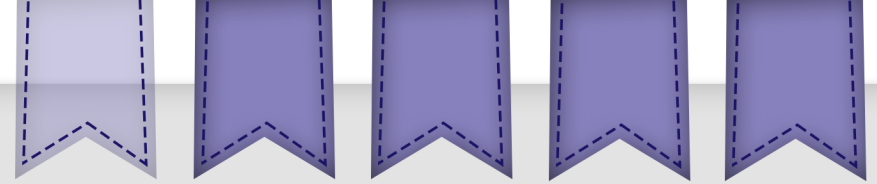


Materials Board



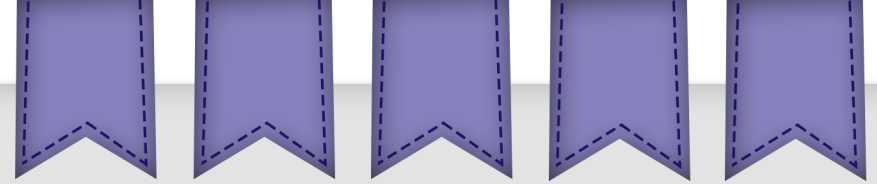
1. Aluminum Extrusions
2. Tension Fabric
3. Plexi Glass
4. Corrugated Cardboard
 - Green alternative to laminate, especially for hard surfaces.
5. Customized carpeting (color coded to sections)
 - Printed/dyed logo onto carpet or GOBO projection of logo onto carpet.

Final View



Final View
Upcoming Tuneladora Series

Conclusion



My name is Phoebe.

I'm a Lifetime student,

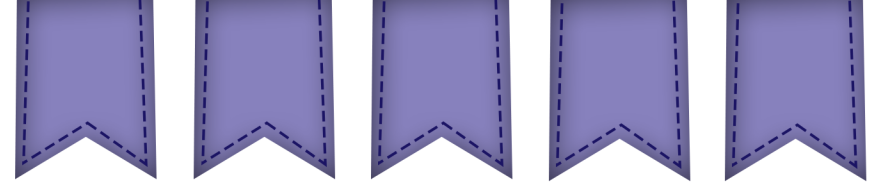
Full-time dreamer and

Aspiring designer.

Part thinker-philosopher,

but mostly, a happy creative.





THANK YOU.

Floor open for questions and critique.

Senior Portfolio Presentation

Class of 2013