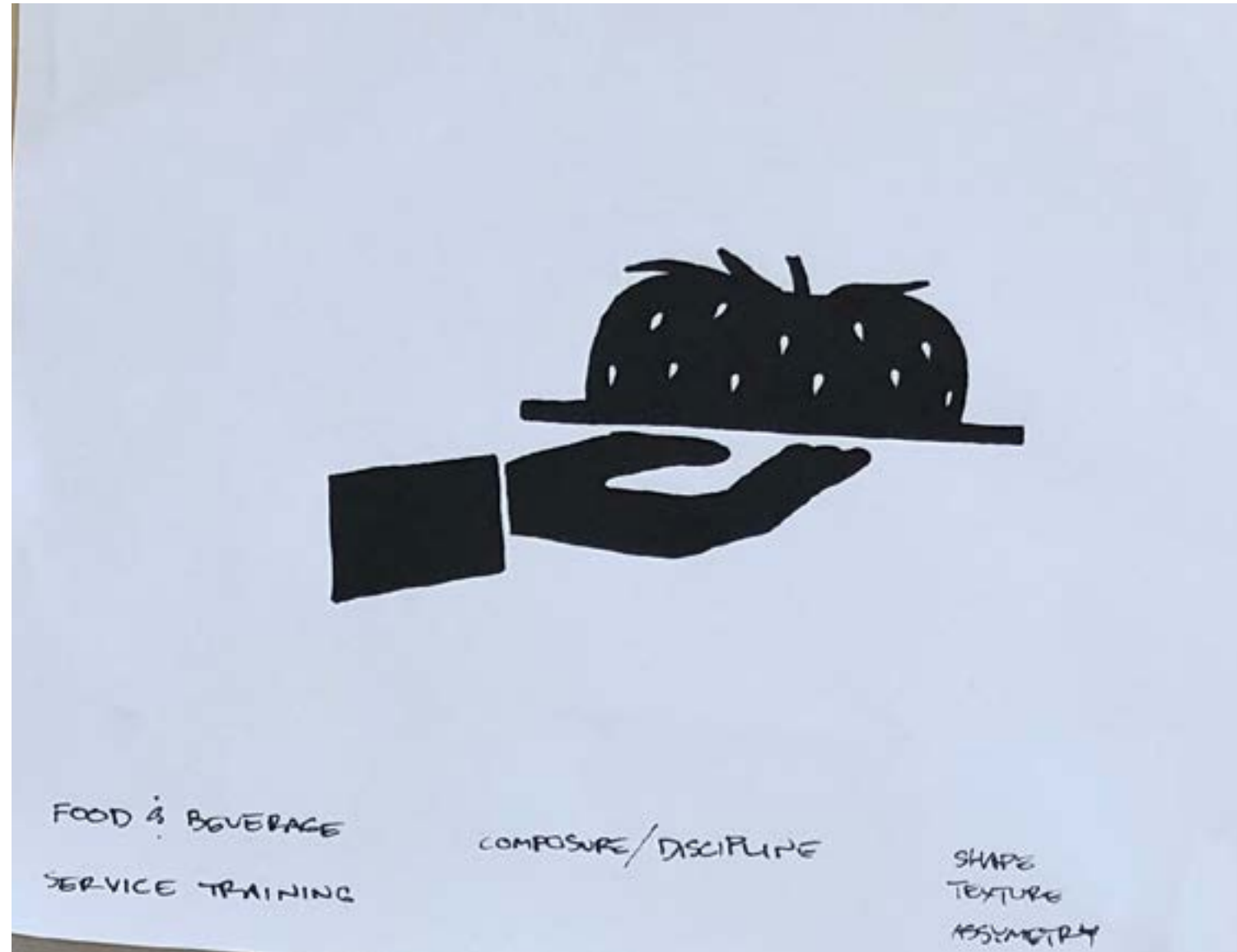


:: Finding the heart of the visual story ::

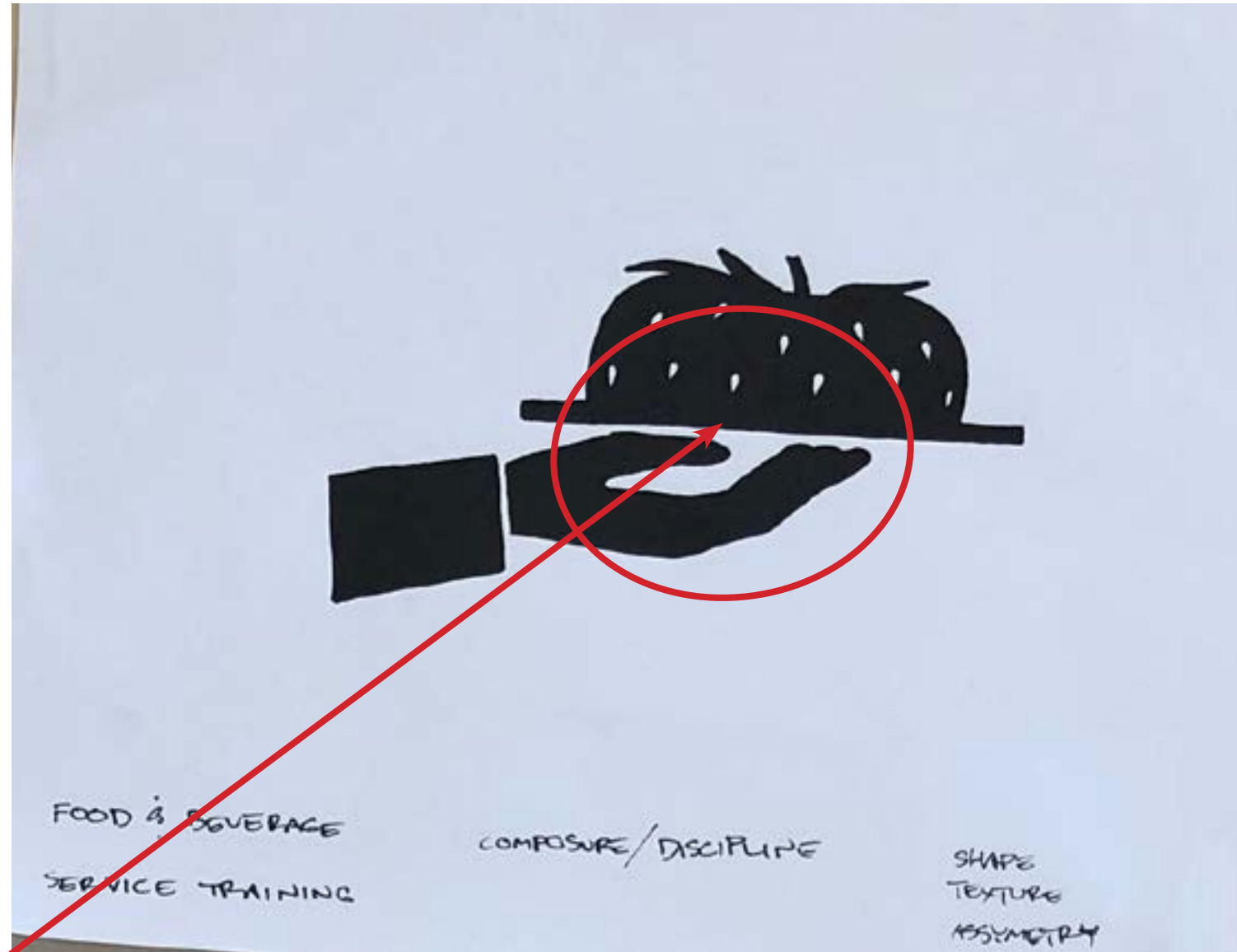


:: Finding the heart of the visual story ::

Client Combination :: Restaurant + Strawberry

Tone :: Composed & Disciplined

Designer Tools :: Shape, Texture, Asymmetry



:: Finding the heart of the visual story ::

Client Combination :: Restaurant + Strawberry

Tone :: Composed & Disciplined

Designer Tools :: Shape, Texture, Asymmetry

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

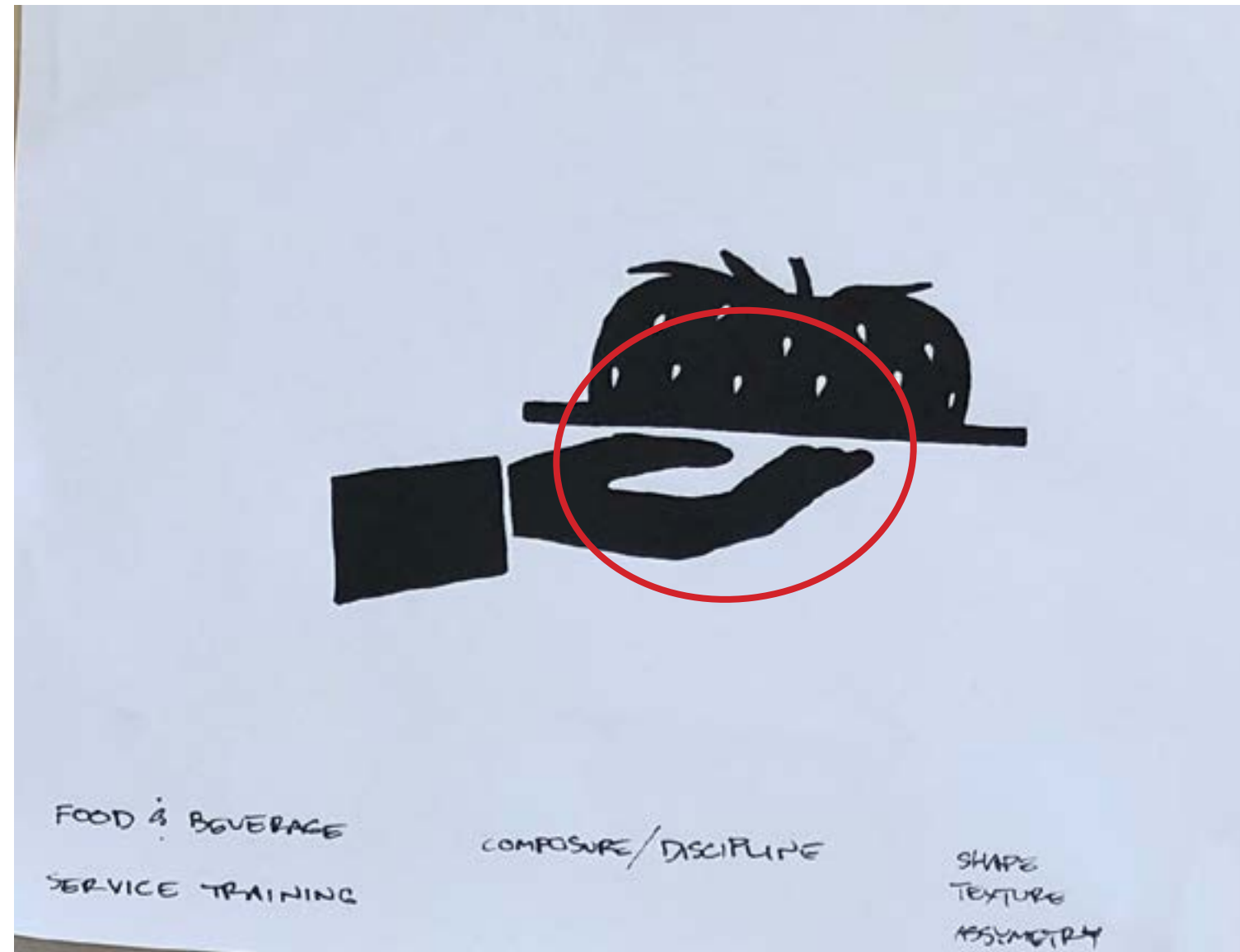
- Shape
- Texture
- Value
- Line Quality
- Scale
- Depth
- Reflection
- Repetition
- Abstraction
- Simplification
- Stylizing
- Asymmetry

TONAL THINGS:

- Balance
- Stability
- Tension
- Rhythm
- Movement
- Elegant
- Bold
- Fun/Playful
- Light
- ETC

GESTALT

- Figure/Ground
- Emergence
- Reification
- Closure
- Similarity
- Common Fate
- Symmetry



:: Finding the heart of the visual story ::

Client Combination :: Restaurant + Strawberry

Tone :: **Composed & Disciplined**

Designer Tools :: Shape, Texture, Asymmetry

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

- Shape
- Texture
- Value
- Line Quality
- Scale
- Depth
- Reflection
- Repetition
- Abstraction
- Simplification
- Stylizing
- Asymmetry

TONAL THINGS:

- Balance**
- Stability**
- Tension
- Rhythm
- Movement
- Elegant
- Bold
- Fun/Playful
- Light
- ETC

GESTALT

- Figure/Ground**
- Emergence
- Reification
- Closure
- Similarity
- Common Fate
- Symmetry**



:: Finding the heart of the visual story ::

Client Combination :: Restaurant + Strawberry

Tone :: Composed & Disciplined >> **Stability & Balance**

Designer Tools :: Kept Shape, Kept Texture, Asymmetry >> **Gestalt: Symmetry to Simplified Focus >> Added Figure/Ground to complete the strawberry**

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

Shape

Texture
Value
Line Quality

Scale

Depth
Reflection

Repetition

Abstraction
Simplification
Stylizing
Asymmetry

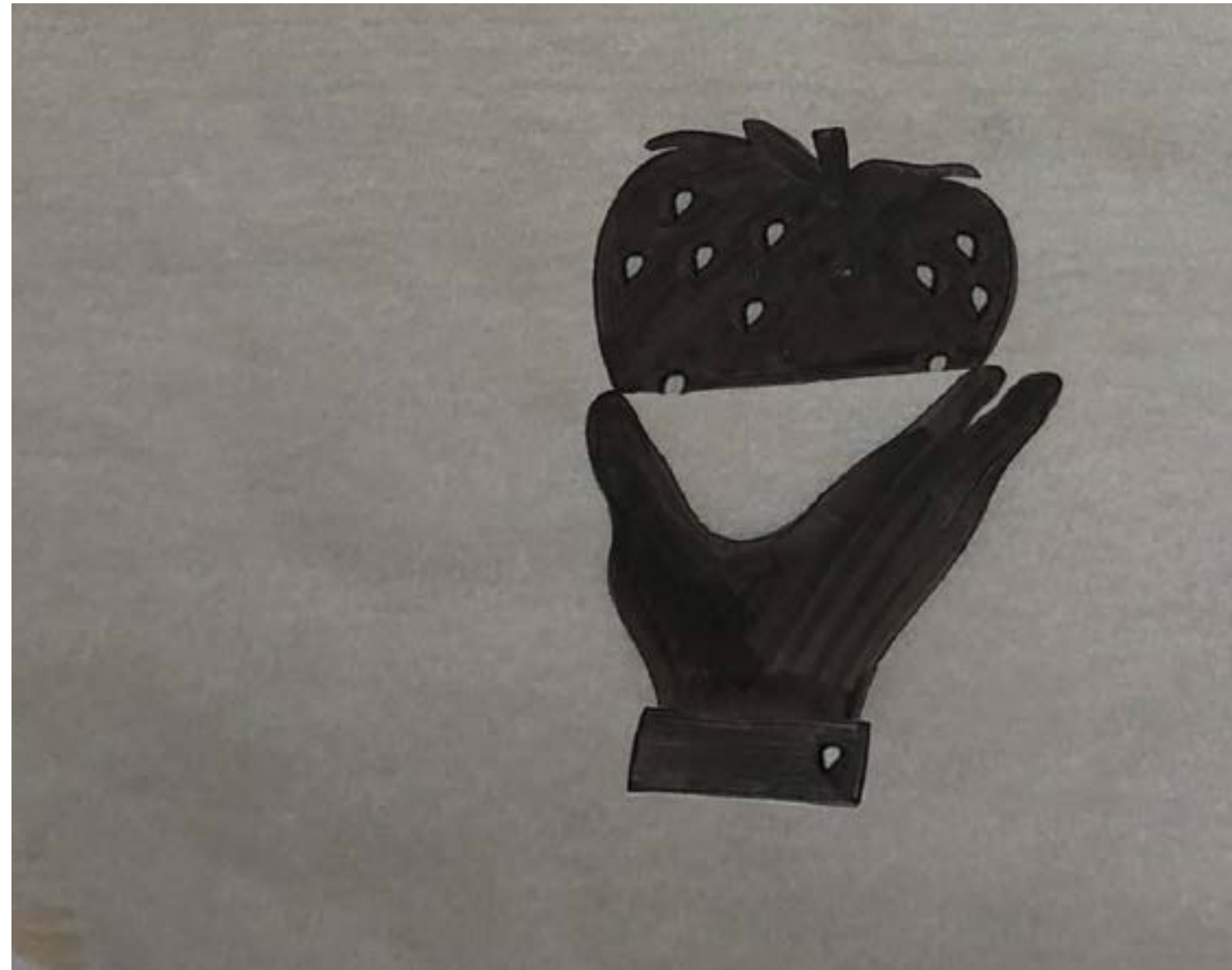
TONAL THINGS:

Balance
Stability
Tension
Rhythm
Movement
Elegant
Bold
Fun/Playful
Light
ETC

GESTALT

Figure/Ground

Emergence
Reification
Closure
Similarity
Common Fate
Symmetry



:: Finding the heart of the visual story ::

Client Combination :: Restaurant + Strawberry

Tone :: Composed & Disciplined >> **Repetition of Shape**

Designer Tools :: **Gestalt: Slightly Strengthened Figure/Ground & Symmetry, & Create more recognizable details for scalability: Scale**

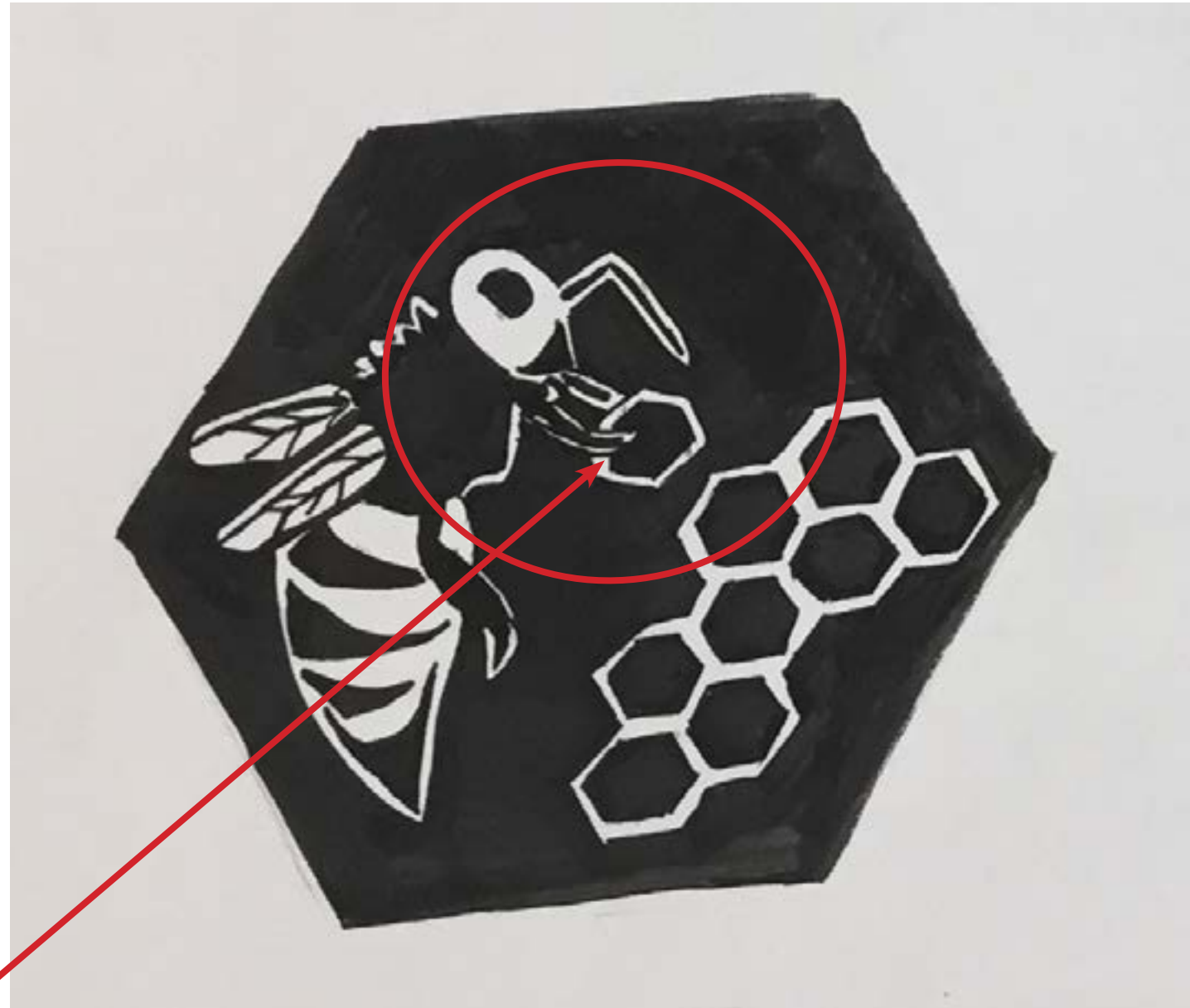


:: Finding the heart of the visual story ::

Client Combination :: Construction + Worker Bee

Tone :: Mechanical and Modern

Designer Tools :: Shape, Repetition, Balance, Symmetry



:: Finding the heart of the visual story ::

Client Combination :: Construction + Worker Bee

Tone :: Mechanical and Modern

Designer Tools :: Shape, Repetition, Balance, Symmetry

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

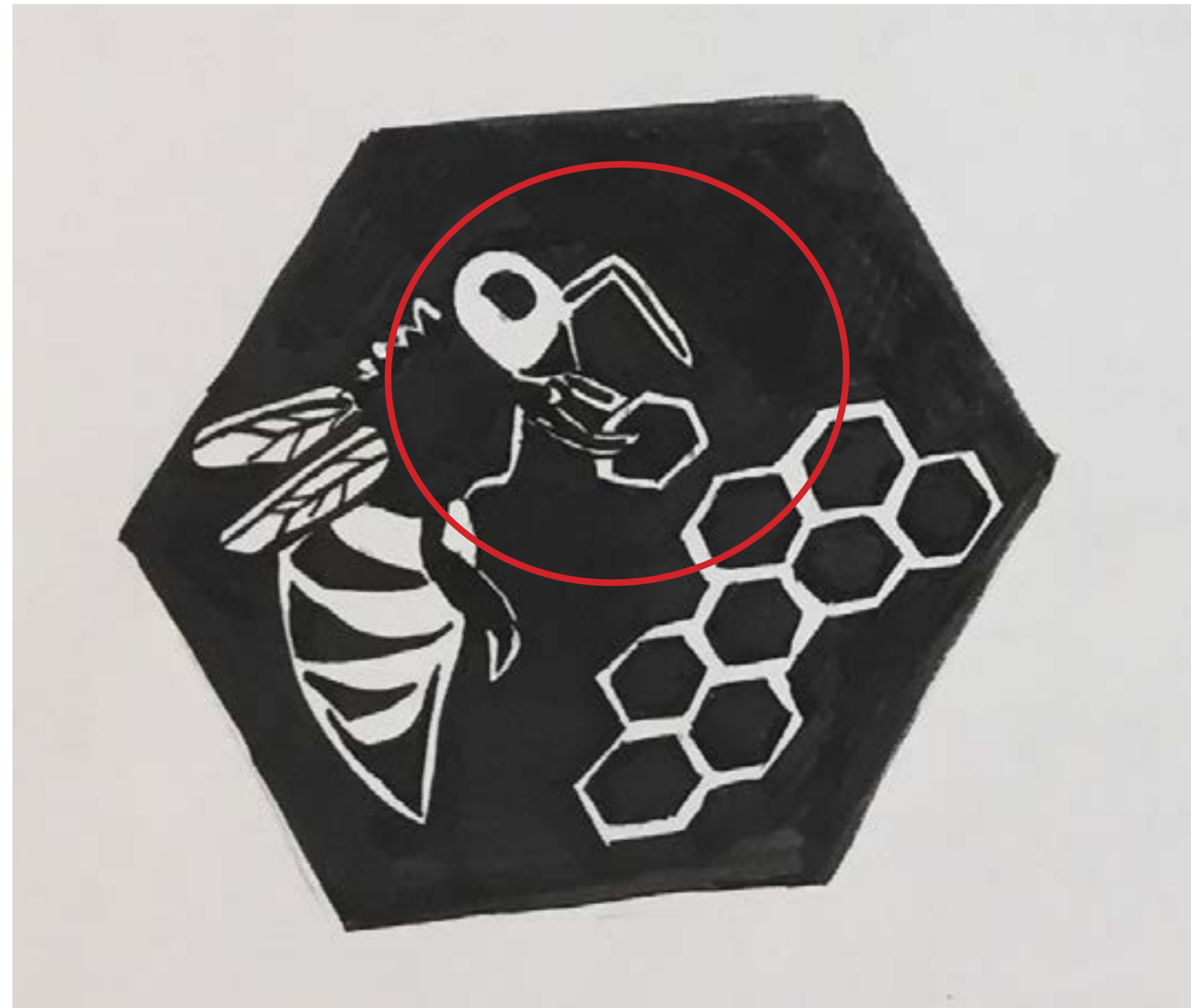
- Shape
- Texture
- Value
- Line Quality
- Depth
- Reflection
- Repetition
- Abstraction
- Simplification
- Stylizing
- Asymmetry

TONAL THINGS:

- Balance
- Stability
- Tension
- Rhythm
- Movement
- Elegant
- Bold
- Fun/Playful
- Light
- ETC

GESTALT

- Figure/Ground
- Emergence
- Reification
- Closure
- Similarity
- Common Fate
- Symmetry



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Client Combination :: Construction + Worker Bee

Tone :: Mechanical and Modern

Designer Tools :: Shape, Repetition, Balance, Symmetry

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

Shape

Texture

Value

Line Quality

Scale

Depth

Reflection

Repetition

Abstraction

Simplification

Stylizing

Asymmetry

TONAL THINGS:

Balance

Stability

Tension

Rhythm

Movement

Elegant

Bold

Fun/Playful

Light

ETC

GESTALT

Figure/Ground

Emergence

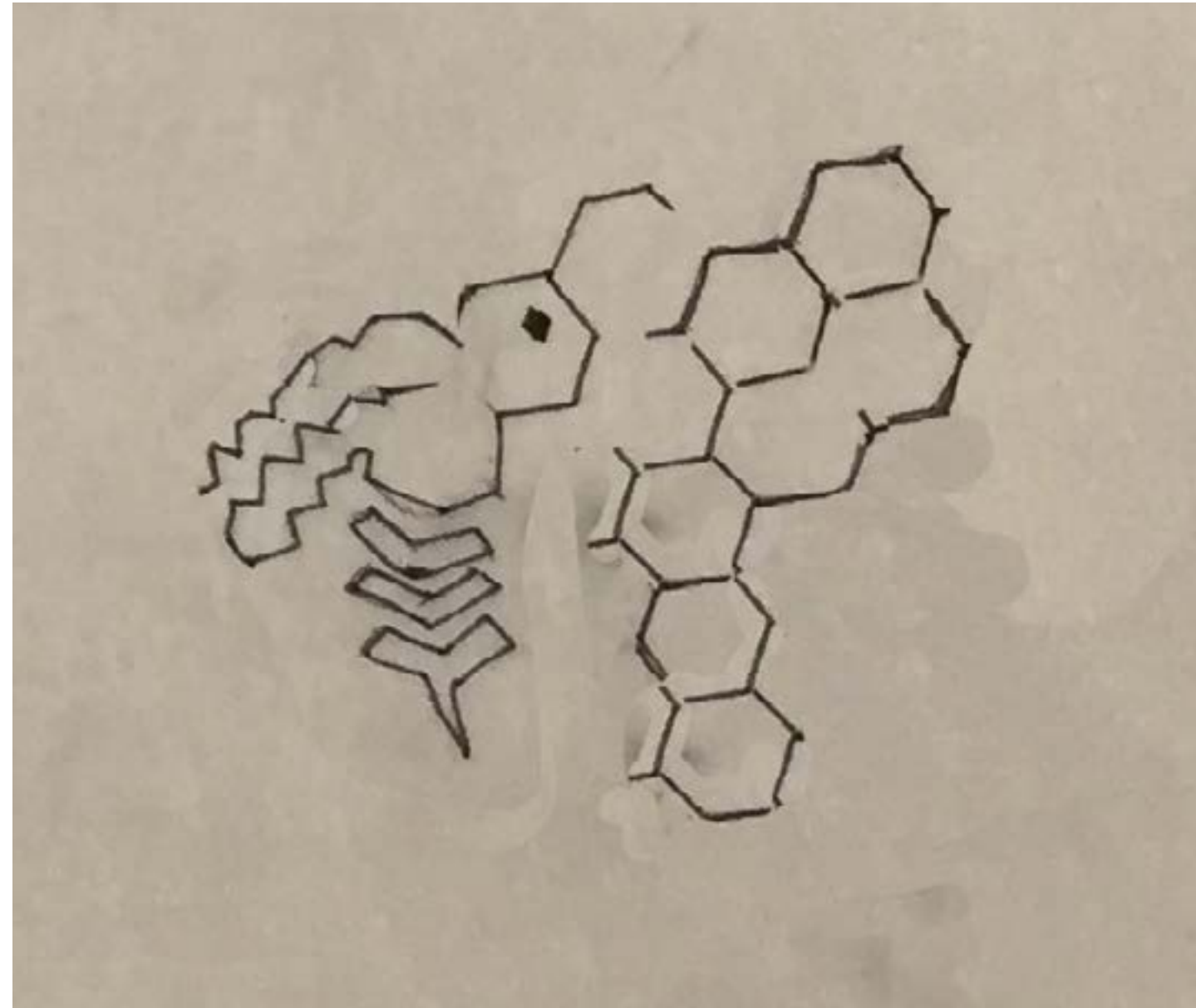
Reification

Closure

Similarity

Common Fate

Symmetry



:: Finding the heart of the visual story ::

Client Combination :: Construction + Worker Bee

Tone :: Mechanical and Modern >> **Shape, Line Quality, Repetition, Simplification, Stylizing**

Designer Tools :: Kept Important Shape, Kept the Idea of Repetition, Kept Balance, Kept Symmetry >> **Gestalt: Closure & Similarity of Shape/Line**

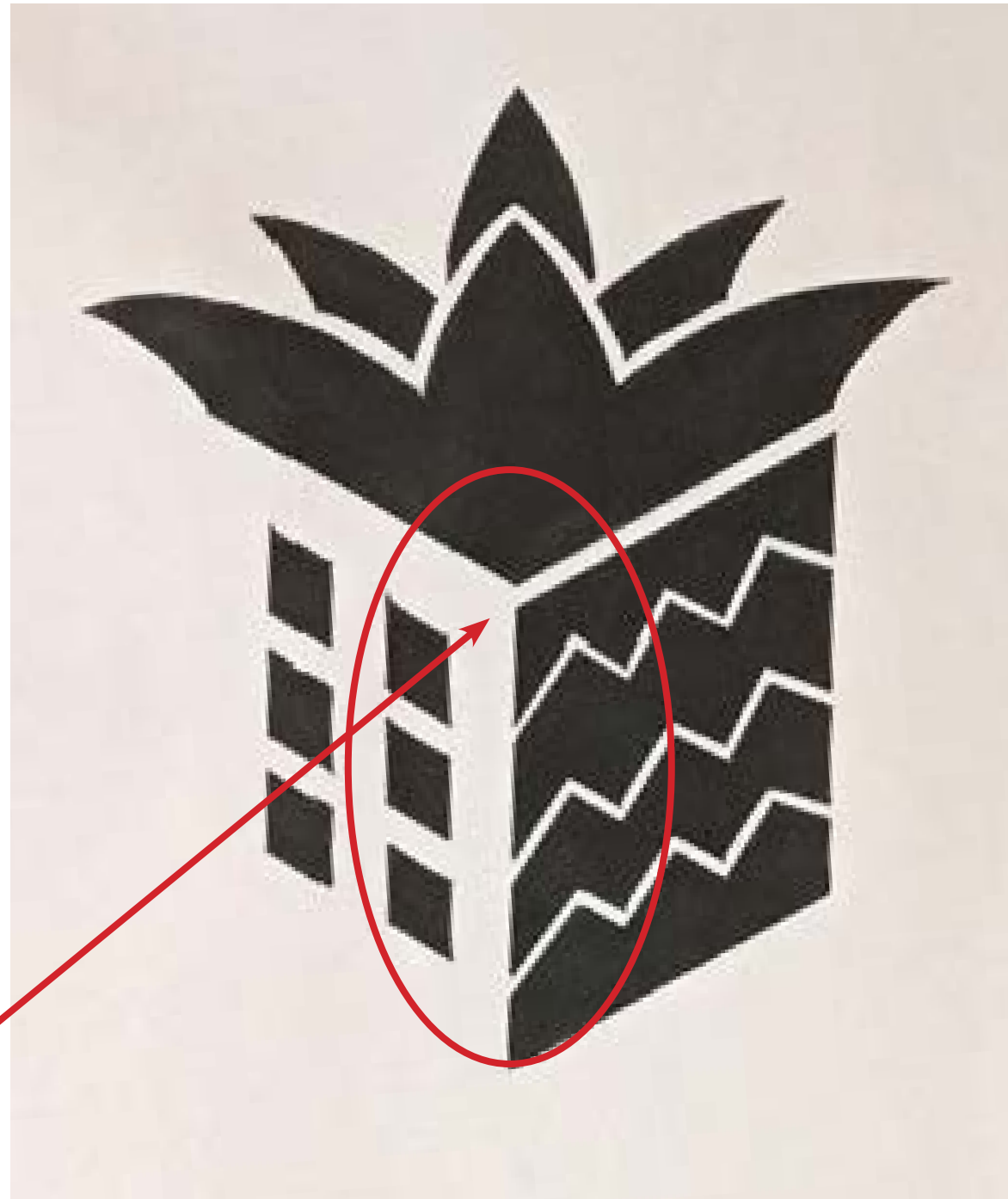


:: Finding the heart of the visual story ::

Client Combination :: Building + Pineapple

Tone :: Solid, Safe, Welcoming

Designer Tools :: Repetition of Shapes, Depth, Symmetry, Figure/Ground



:: Finding the heart of the visual story ::

Client Combination :: Building + Pineapple

Tone :: Solid, Safe, Welcoming

Designer Tools :: Repetition of Shapes, Depth, Symmetry, Figure/Ground

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

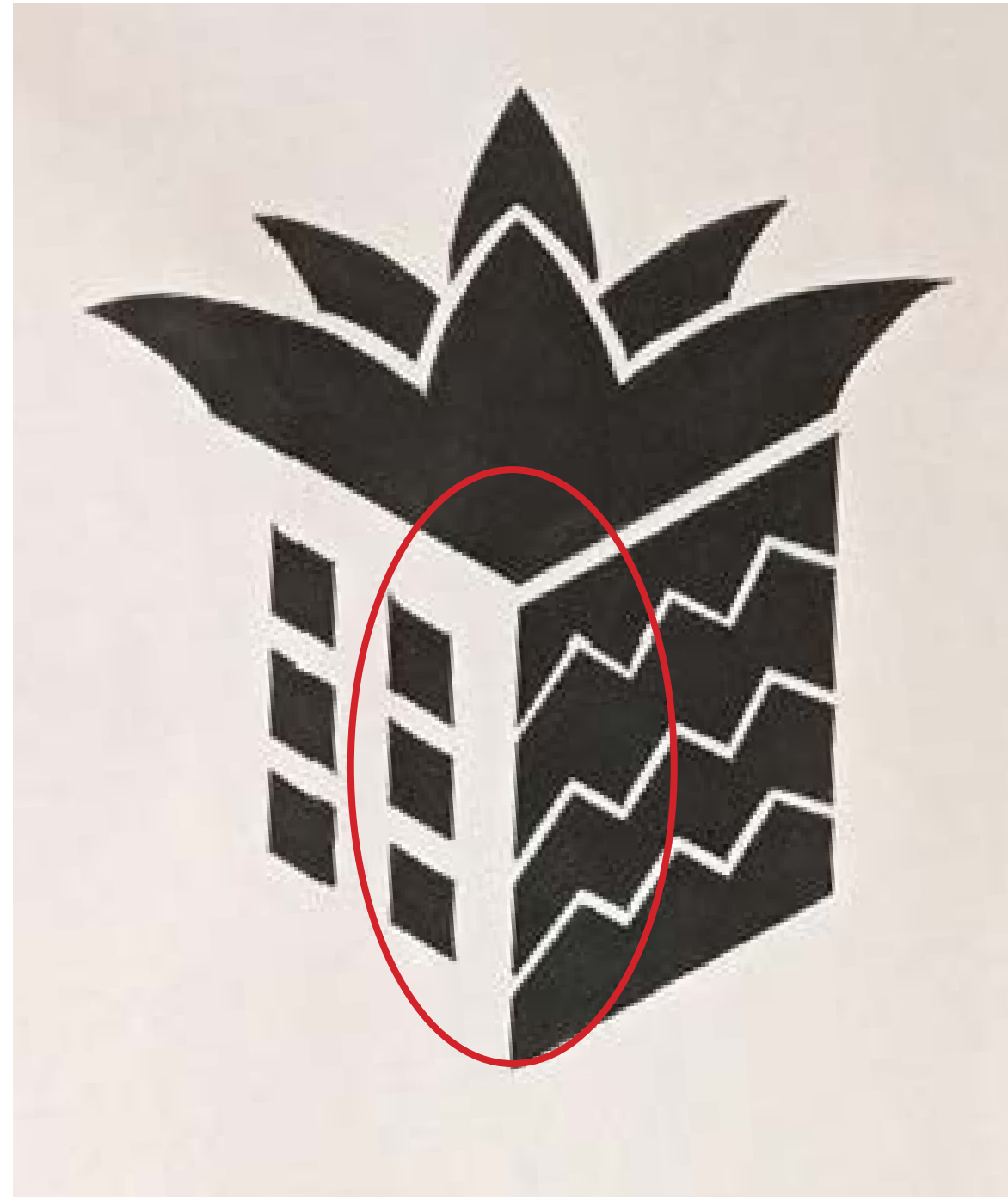
- Shape
- Texture
- Value
- Line Quality
- Scale
- Depth
- Reflection
- Repetition
- Abstraction
- Simplification
- Stylizing
- Asymmetry

TONAL THINGS:

- Balance
- Stability
- Tension
- Rhythm
- Movement
- Elegant
- Bold
- Fun/Playful
- Light
- ETC

GESTALT

- Figure/Ground
- Emergence
- Reification
- Closure
- Similarity
- Common Fate
- Symmetry



:: Finding the heart of the visual story ::

Client Combination :: Building + Pineapple

Tone :: Solid, Safe, Welcoming

Designer Tools :: Repetition of Shapes, Depth, Symmetry, Figure/Ground

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

- Shape
- Texture
- Value
- Line Quality
- Scale
- Depth**
- Reflection
- Repetition
- Abstraction
- Simplification
- Stylizing
- Asymmetry

TONAL THINGS:

- Balance
- Stability
- Tension
- Rhythm
- Movement
- Elegant
- Bold
- Fun/Playful
- Light
- ETC

GESTALT

- Figure/Ground**
- Emergence
- Reification
- Closure
- Similarity
- Common Fate**
- Symmetry

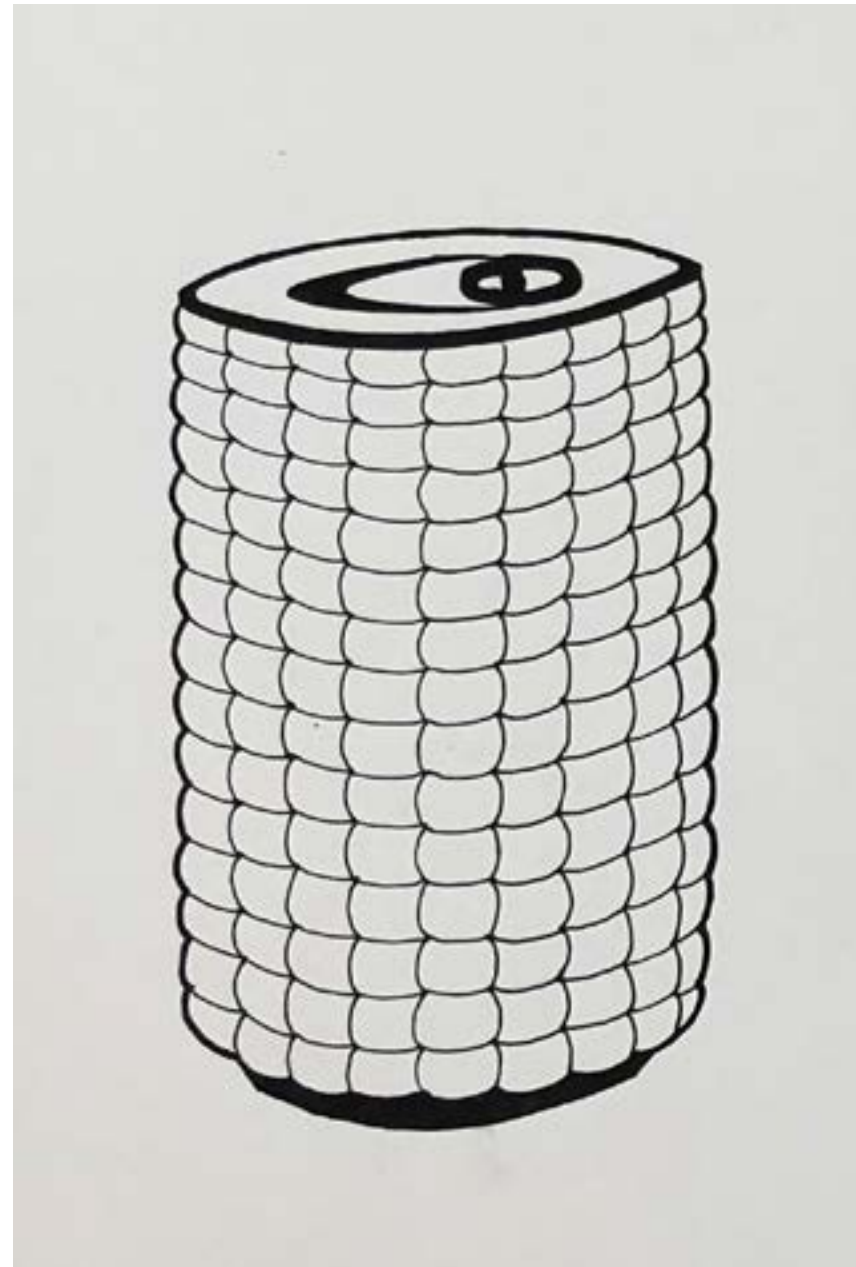


:: Finding the heart of the visual story ::

Client Combination :: Building + Pineapple

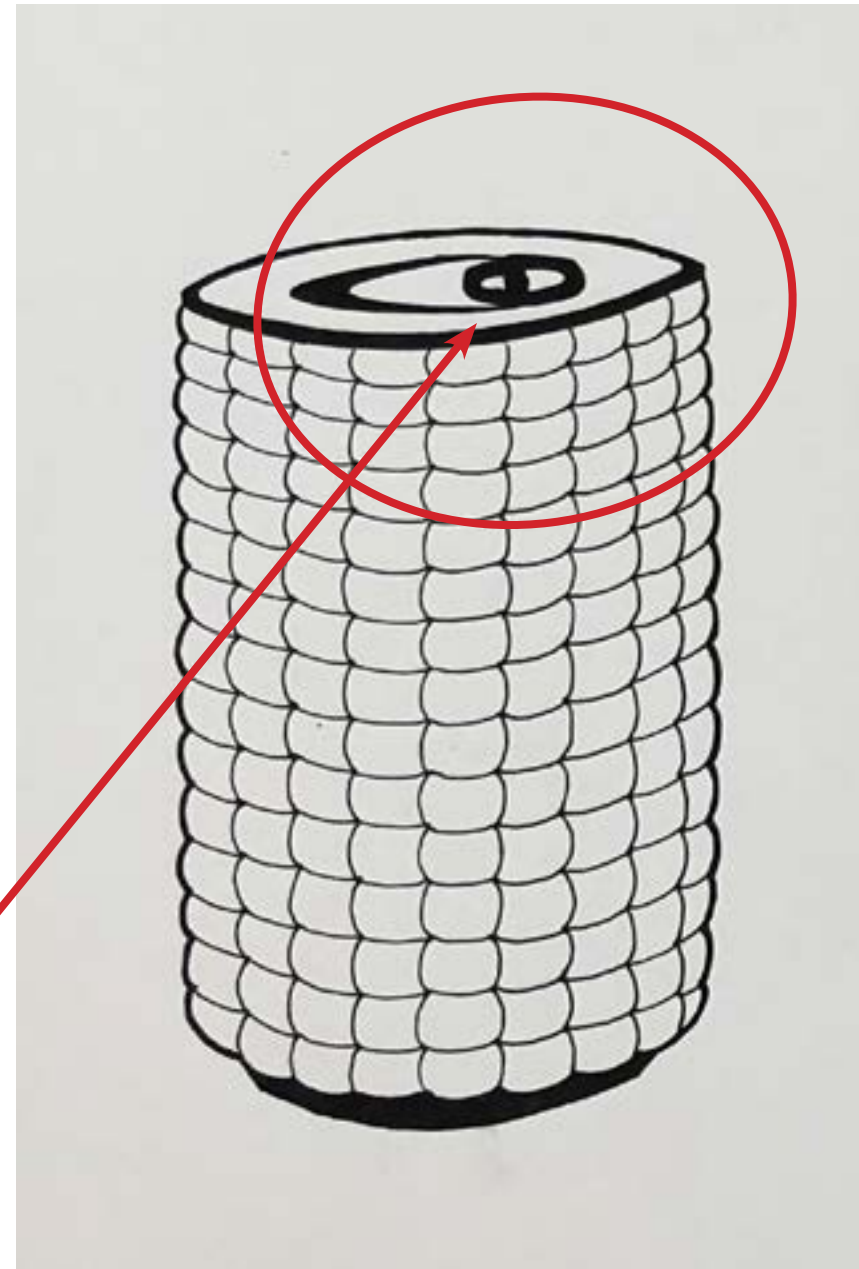
Tone :: Solid, Safe, **Welcoming >> Depth**

Designer Tools :: Kept Repetition of Shapes, Depth, Symmetry, Figure/Ground >> **Gestalt: Added more Figure/Ground to all of the Elements & Common**



:: Finding the heart of the visual story ::

Client Combination :: Beverage + Corn based
Tone :: Light & Effervescent
Designer Tools :: Shape, Repetition, Line Quality



:: Finding the heart of the visual story ::

Client Combination :: Beverage + Corn based
Tone :: Light & Effervescent
Designer Tools :: Shape, Repetition, Line Quality

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

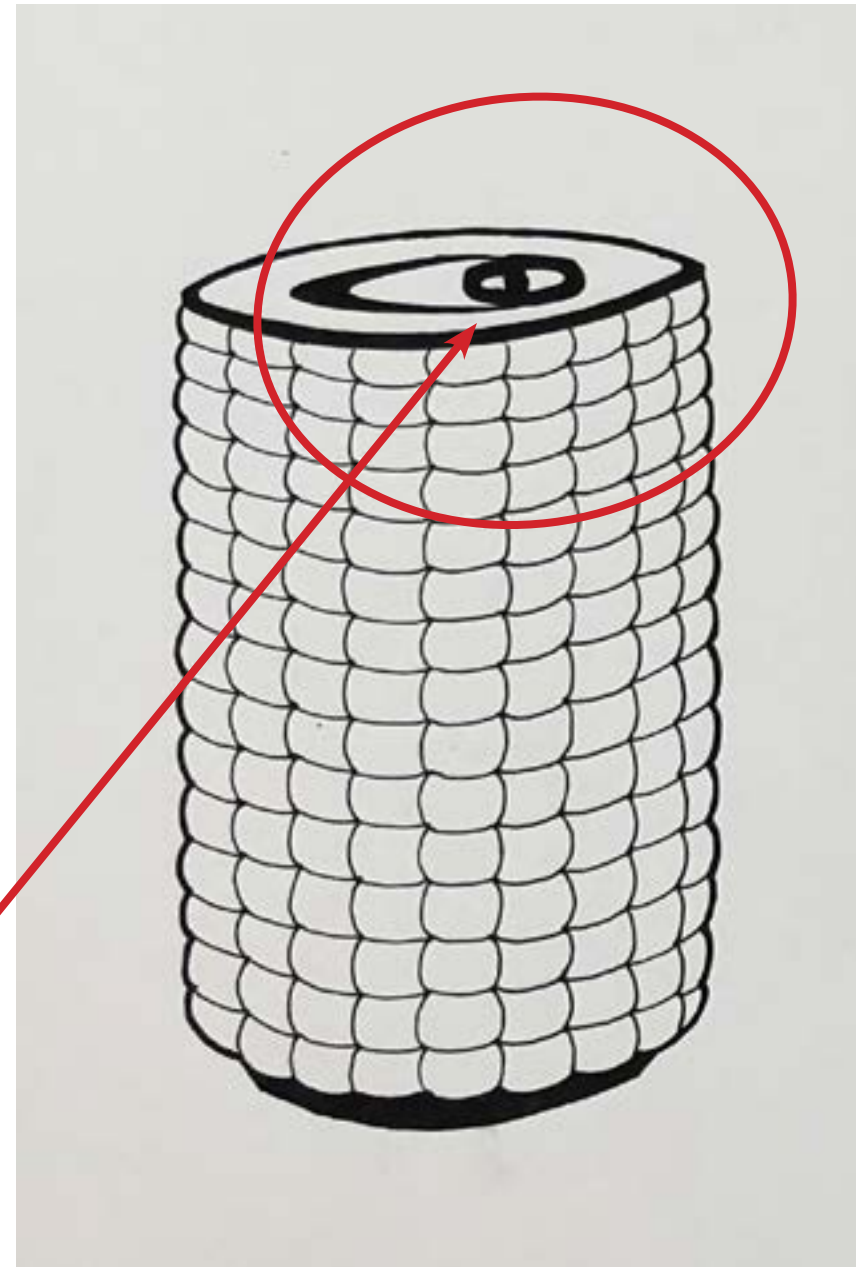
- Shape
- Texture
- Value
- Line Quality
- Scale
- Depth
- Reflection
- Repetition
- Abstraction
- Simplification
- Stylizing
- Asymmetry

TONAL THINGS:

- Balance
- Stability
- Tension
- Rhythm
- Movement
- Elegant
- Bold
- Fun/Playful
- Light
- ETC

GESTALT

- Figure/Ground
- Emergence
- Reification
- Closure
- Similarity
- Common Fate
- Symmetry



:: Finding the heart of the visual story ::

Client Combination :: Beverage + Corn based
Tone :: Light & Effervescent
Designer Tools :: Shape, Repetition, Line Quality

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

Shape

Texture

Value

Line Quality

Scale

Depth

Reflection

Repetition

Abstraction

Simplification

Stylizing

Asymmetry

TONAL THINGS:

Balance

Stability

Tension

Rhythm

Movement

Elegant

Bold

Fun/Playful

Light

ETC

GESTALT

Figure/Ground

Emergence

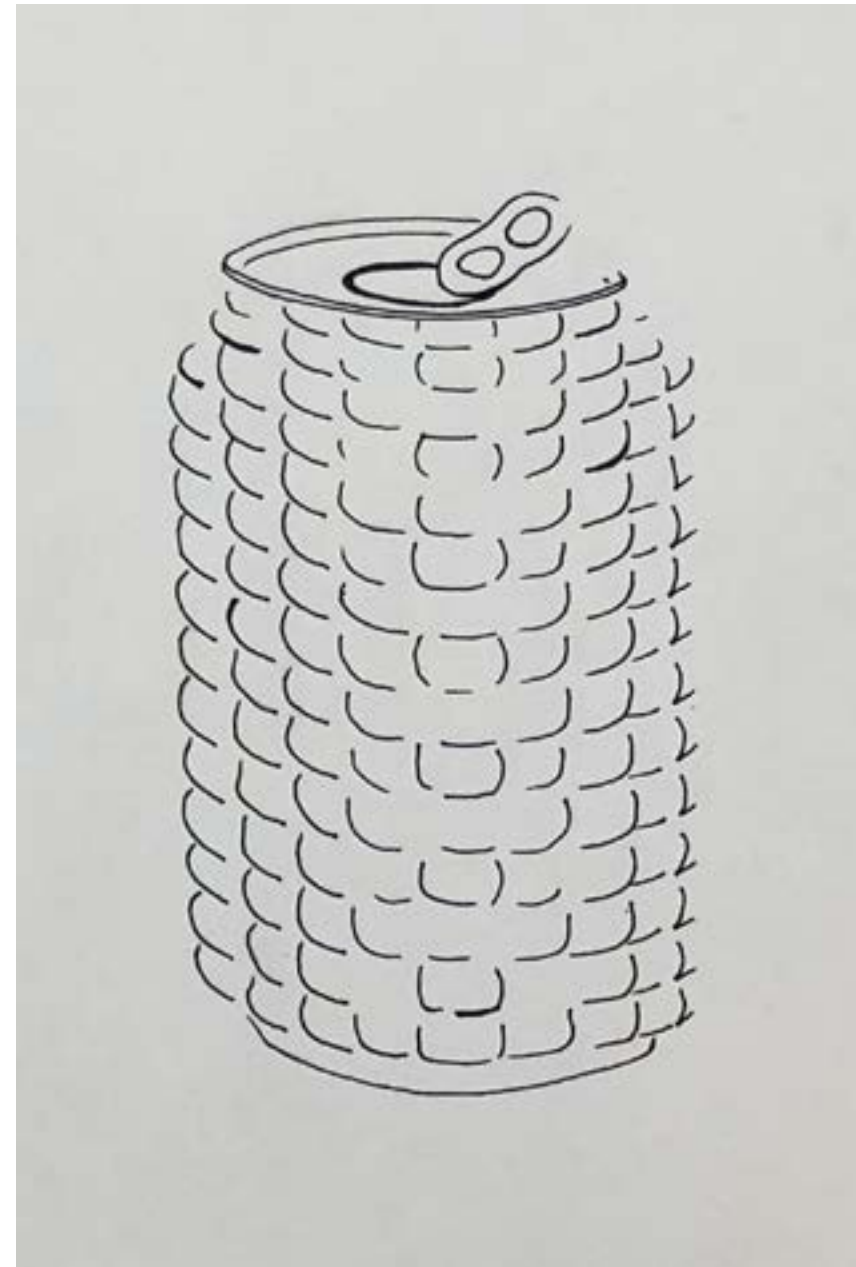
Reification

Closure

Similarity

Common Fate

Symmetry



:: Finding the heart of the visual story ::

Client Combination :: Beverage + Corn based

Tone :: Light & Effervescent >> **Line Quality**

Designer Tools :: Kept Shape, Kept Repetition, Lighten Line Quality in some areas, >> **Gestalt: Closure**



:: Finding the heart of the visual story ::

Client Combination :: Eagle + Women's Volleyball

Tone :: Strong & Active

Designer Tools :: Line Quality, Repetition, Shape, Simplification, Movement, Bold, Common Fate



:: Finding the heart of the visual story ::

Client Combination :: Eagle + Women's Volleyball

Tone :: Strong & Active

Designer Tools :: Line Quality, Repetition, Shape, Simplification, Movement, Bold, Common Fate



:: Finding the heart of the visual story ::

Client Combination :: Eagle + Women's Volleyball

Tone :: Strong & Active

Designer Tools :: Line Quality, Repetition, Shape, Simplification, Movement, Bold, Common Fate

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

Shape
Texture
Value
Line Quality
Scale
Depth
Reflection
Repetition
Abstraction
Simplification
Stylizing
Asymmetry

TONAL THINGS:

Balance
Stability
Tension
Rhythm
Movement
Elegant
Bold
Fun/Playful
Light
ETC

GESTALT

Figure/Ground
Emergence
Reification
Closure
Similarity
Common Fate
Symmetry



:: Finding the heart of the visual story ::

Client Combination :: Eagle + Women's Volleyball

Tone :: Strong & Active

Designer Tools :: Line Quality, Repetition, Shape, Simplification, Movement, Bold, Common Fate

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

- Shape
- Texture
- Value
- Line Quality
- Scale
- Depth
- Reflection

Repetition

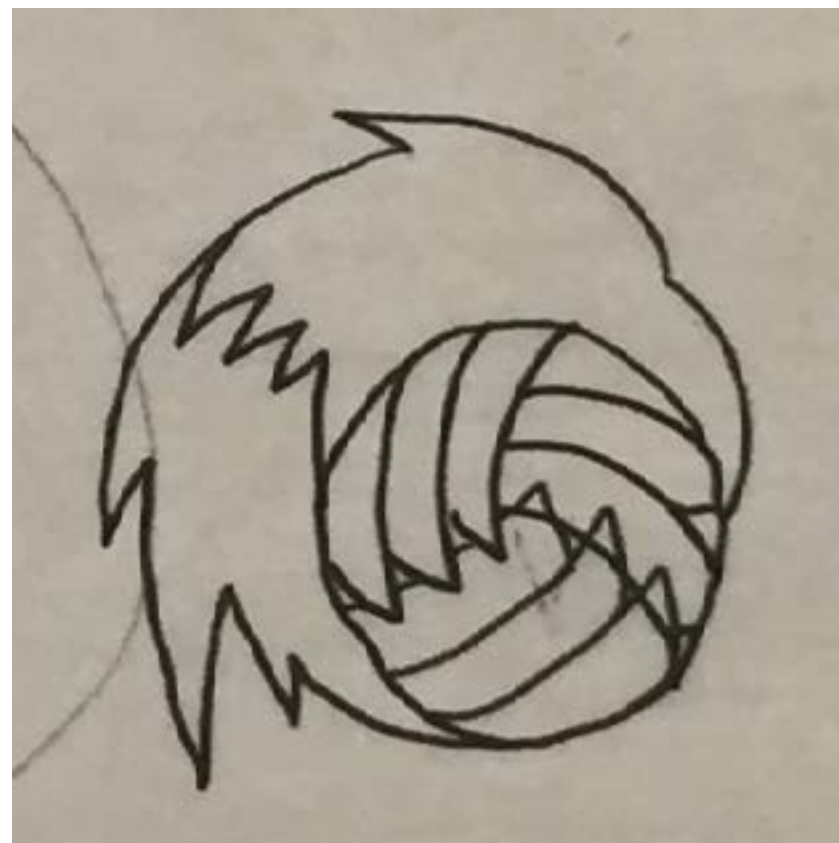
- Abstraction
- Simplification
- Stylizing
- Asymmetry

TONAL THINGS:

- Balance
- Stability
- Tension
- Rhythm
- Movement
- Elegant
- Bold**
- Fun/Playful
- Light
- ETC

GESTALT

- Figure/Ground
- Emergence
- Reification
- Closure
- Similarity
- Common Fate
- Symmetry



:: Finding the heart of the visual story :: **Where is the heart of the story now?**

Client Combination :: Eagle + Women's Volleyball

Tone :: **Strong** & Active >> **Bold**

Designer Tools :: Kept Line Quality, **Increased** Repetition, Kept Shape, Kept Simplification, Kept Movement, **Increased** Bold, Common Fate

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

Shape

Texture

Value

Line Quality

Scale

Depth

Reflection

Repetition

Abstraction

Simplification

Stylizing

Asymmetry

TONAL THINGS:

Balance

Stability

Tension

Rhythm

Movement

Elegant

Bold

Fun/Playful

Light

ETC

GESTALT

Figure/Ground

Emergence

Reification

Closure

Similarity

Common Fate

Symmetry

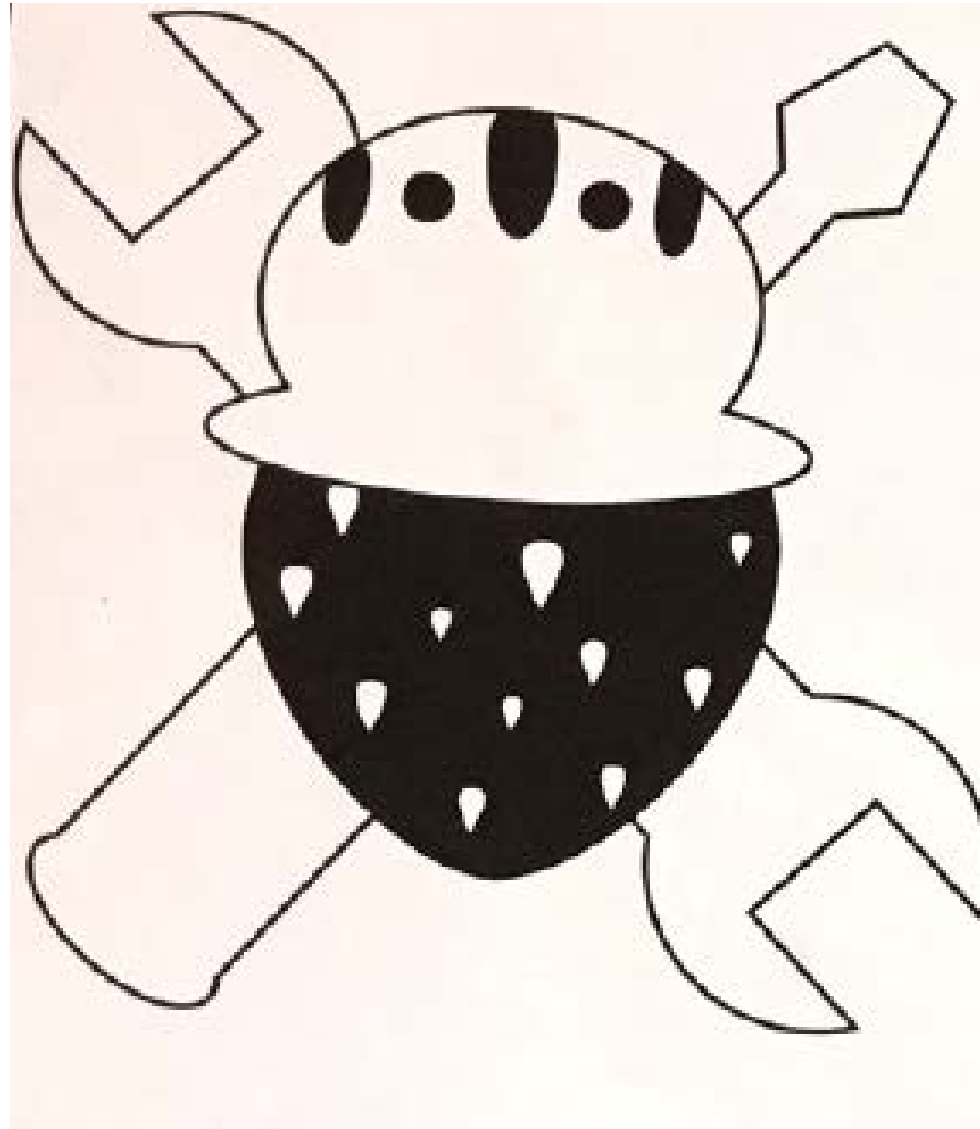


:: Finding the heart of the visual story ::

Client Combination :: Eagle + Women's Volleyball

Tone :: Strong & **Active** >> Shape >> Line Quality

Designer Tools :: **Thick / Thin** Line Quality, Kept Repetition, **Simplified** Shape, **Increased** Simplification, Kept Movement, Kept Bold, Kept Common Fate >> **Gestalt: Closure**

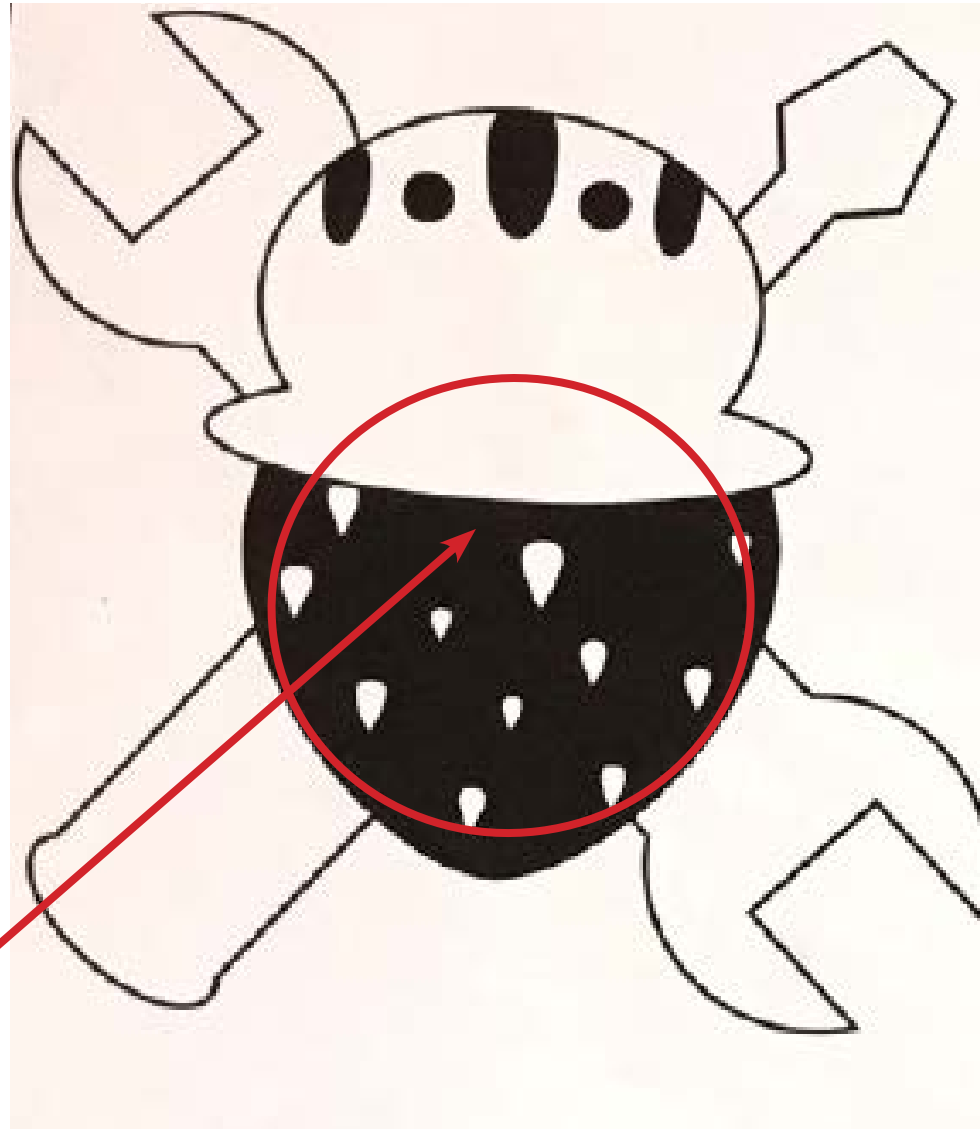


:: Finding the heart of the visual story ::

Client Combination :: Carpenter + Strawberry

Tone :: Stable & Focused

Designer Tools :: Shape, Line Quality, Gestalt: Symmetry



:: Finding the heart of the visual story ::

Client Combination :: Carpenter + Strawberry

Tone :: Stable & Focused

Designer Tools :: Shape, Line Quality, Gestalt: Symmetry

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

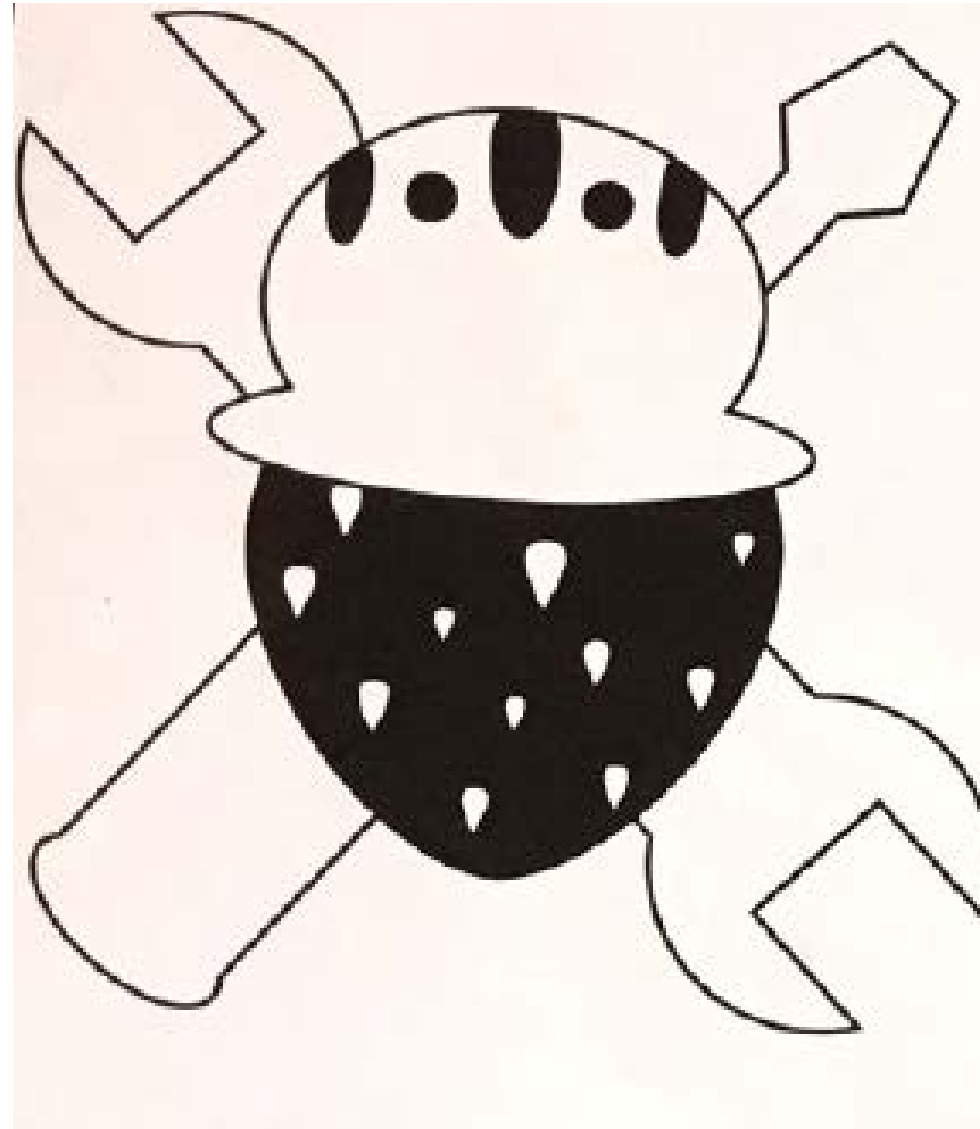
- Shape
- Texture
- Value
- Line Quality
- Scale
- Depth
- Reflection
- Repetition
- Abstraction
- Simplification
- Stylizing
- Asymmetry

TONAL THINGS:

- Balance
- Stability
- Tension
- Rhythm
- Movement
- Elegant
- Bold
- Fun/Playful
- Light
- ETC

GESTALT

- Figure/Ground
- Emergence
- Reification
- Closure
- Similarity
- Common Fate
- Symmetry



:: Finding the heart of the visual story ::

Client Combination :: Carpenter + Strawberry

Tone :: Stable & Focused

Designer Tools :: Shape, Line Quality, Gestalt: Symmetry

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

Shape

- Texture
- Value
- Line Quality
- Scale
- Depth
- Reflection
- Repetition
- Abstraction

Simplification

- Stylizing
- Asymmetry

TONAL THINGS:

- Balance
- Stability
- Tension
- Rhythm
- Movement
- Elegant
- Bold
- Fun/Playful
- Light
- ETC

GESTALT

- Figure/Ground
- Emergence
- Reification
- Closure
- Similarity
- Common Fate
- Symmetry



:: Finding the heart of the visual story ::

Client Combination :: Carpenter + Strawberry

Tone :: Stable & Focused >> **Simplification** >> **Shape**

Designer Tools :: **Blockier** Shape, Kept Line Quality, Kept Gestalt: Symmetry

What tools can we utilize to help focus the eye on the visual heart of the story?

Designer Tools ::

PHYSICAL THINGS:

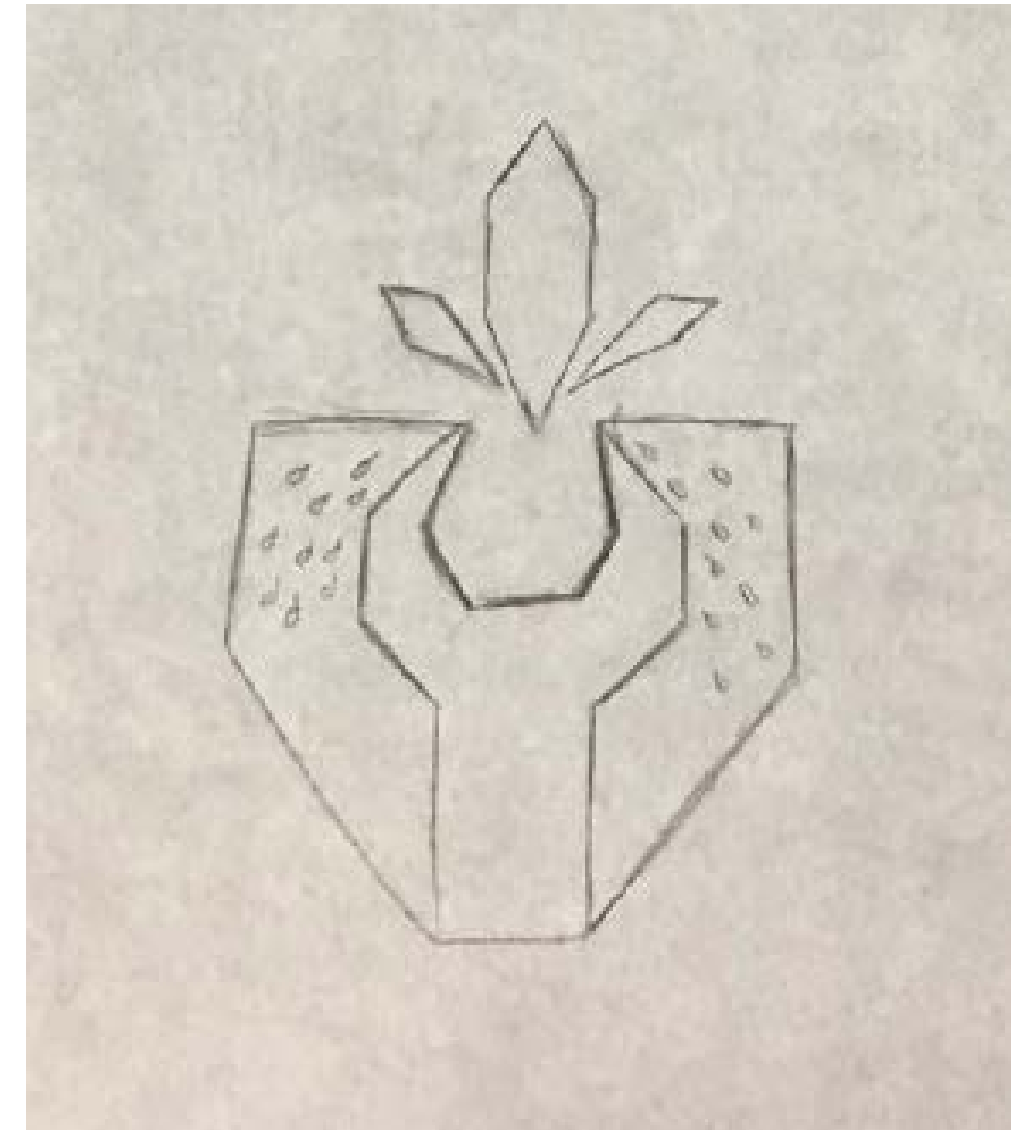
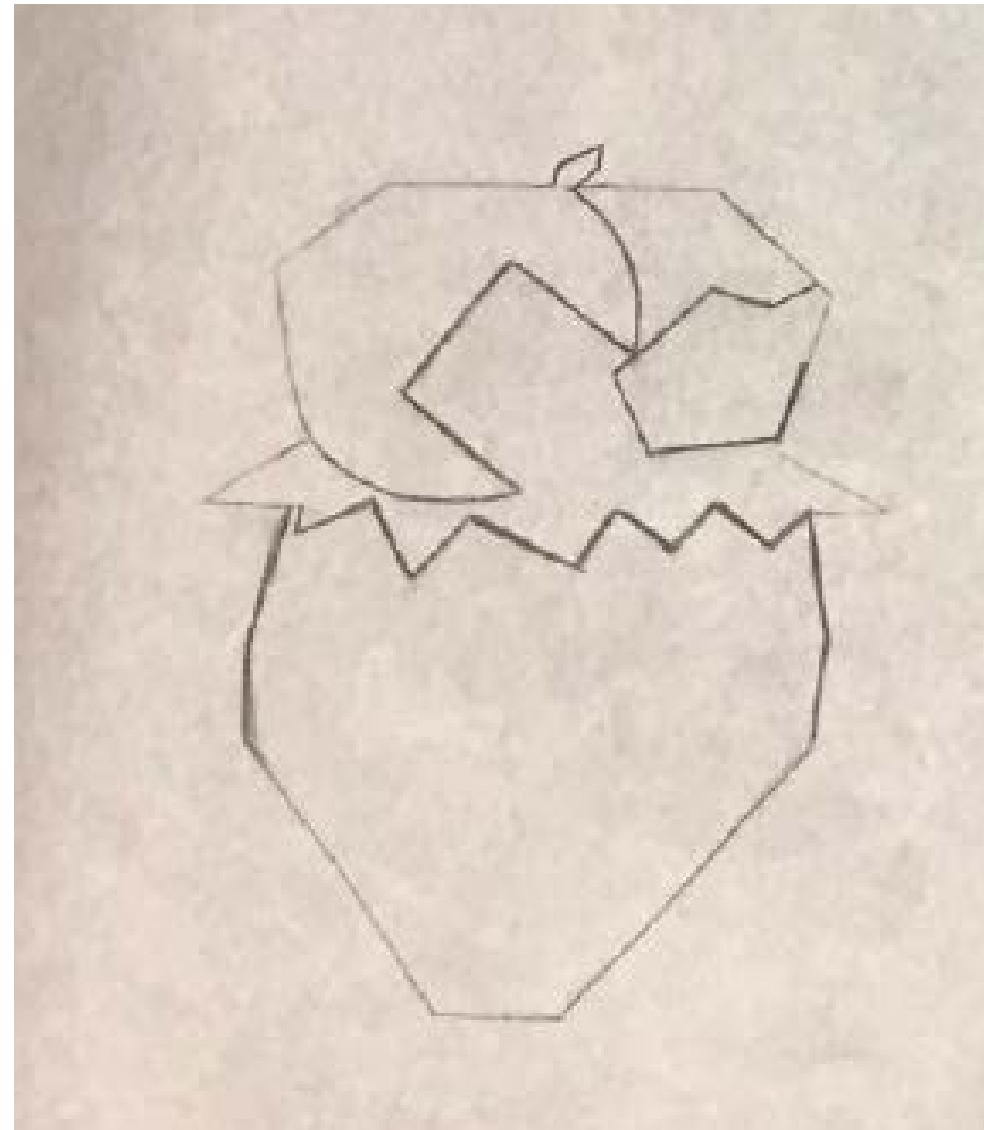
- Shape
- Texture
- Value
- Line Quality
- Scale
- Depth
- Reflection
- Repetition
- Abstraction
- Simplification
- Stylizing
- Asymmetry

TONAL THINGS:

- Balance
- Stability
- Tension
- Rhythm
- Movement
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- Bold
- Fun/Playful
- Light
- ETC

GESTALT

- Figure/Ground
- Emergence
- Reification
- Closure
- Similarity
- Common Fate
- Symmetry



:: Finding the heart of the visual story ::

Client Combination :: Carpenter + Strawberry

Tone :: Stable & Focused

Designer Tools :: **Added/Altered shapes to better identify carpenter & strawberry/Shape**, Line Quality, Gestalt: Symmetry >> **Gestalt: Similarity of Shape & the start of Figure/Ground**