



TED 2006 Design
An Inside Look



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“In a well-made book, where designer, compositor, and printer have all done their jobs, no matter how many thousands of lines and pages they must occupy, the letters are alive. They dance in their seats. Sometimes they rise and dance in the margins and aisles.”

—Robert Bringhurst

The Big Idea





Project Overview

Project Objective

To develop specific communication pieces for the most prominent technology/entertainment/design conference in the world: TED.

- develop a comprehensive design brief which states a position for the conference theme
- develop a conference identity which communicates the theme
- develop a promotional poster mailer prior to registration
- develop a comprehensive program made available at the conference

Overview

- I will start by reading and using ted.com as a source for content.
- I will create a design brief with assistance of my design team.
- I will begin to design for the identity based on a new conference theme: a logo–type solution.
- I will apply my identity to a series of applications including a poster solution.
- I will design a second application: the program.
- I will determine other applications based on the need of creating the program.

Design Team

Brandon Pickett

Afton Groepper

Sarah Fritzler

Theme Designation

Objective

To create a set of words that creates a phrase which is memorable and is directly linked with the conference content: technology/entertainment/design.

Brainstorming

TED's Image

“To understand anything, you need to understand a little bit of everything that surrounds it.”

“By allowing ourselves to be exposed each year to a diverse group of some of the most remarkable people on the planet, we transplant ourselves out of the one-dimensional mind-set of much of our working lives and into fertile country that will allow us—actually, almost force us—to grow.” Richard Saul Worman, Founder of TED

Words

Fresh, important, deliver, content, quality, you gain an understanding of how your own work fits into the larger web of knowledge, connect, better future for us all, discovery, of an exciting secret, intellectual, highlights, intellect, entrepreneur, inspired, same breadth of content, commitment to seek out the most interesting people on earth and let them communicate what they are passionate about, untainted by corporate influence, pre-paring you, deepen the connections



Theme Designation

Phrases

If You Will...And You Will
Innovation of Thought
Connecting Curiosity and Innovation
Beyond the Origin
Looking Ahead
Ensuing the Future
Ripe Minds
Cultivating Curiosity
Harvest Time
The Genesis
Ensuing the Apex

Final Theme

Genesis of Thought

The final solution is a combination of “Innovative Thought” and “The Genesis”. This theme line will encompass the 2006 conference’s goals and express the message they want to convey.

Design Brief

Objective

The design brief is intended draw the designer's attention to problem seeking and problem solving.

What is TED?

TED is a powerful convergence of technology, entertainment, and design. TED 2006 is bringing together creative leaders such as Al Gore, Amy Smith, Dan Dennett, Peter Gabriel, and Tom Reilly. Leading minds from each corner of the world will unite on April 25-29 in Monterey, CA. The following four days will embrace the thoughts of people from every nation, culture, and intellect.

Client

The Sapling Foundation
Chris Anderson, Founder

Design Team

Afton Groepper
Brandon Pickett
Sarah Fritzler

Design Problem

Can we create a specific identity that appeals to a younger, universal audience?

Solution

We will create a universal appealing identity that communicates excitement, knowledge, and embrace every culture. This identity



Design Brief

will evoke enthusiasm, creativity, and innovation.

Client's Goals

We need an identity that will open doors for the future through a younger, international generation. This identity will communicate to a younger audience while still catering to the traditional. TED's identity needs to motivate the over-excited to focus on higher education and to bring enlightened minds together—no matter the nationality or generation.

TED Described

Inspiration. Creativity. Education. Passion. Innovation. Connection. International. Motivation.

Product

TED 2006 will secure the knowledge of the younger, international generation, serving today for a better future.

Benefit

TED 2006 will benefit universal knowledge by imparting intellect and wisdom to a younger generation across the world.

TED's Personality

Worldwide. Passionate. Educational. International. Colorful.

Audience

TED is expecting an older audience, but wishes to cater to a younger generation. TED is intended for an international audience and would like to accentuate this aspect in 2006. Our identity,

Design Brief

“Genesis of Thought,” will strive to convey a strong visual package that will engage this new and diverse audience.

Competing Identities

Competing identities exist throughout the design world. This design team will create an original identity that will set itself apart from others.

TED: part of United Airlines

TED: Tenders Electronic Daily

“Genesis of Thought” will be an original identity without a match.

Time-line

This project will operate under a time-line, beginning today. We will create an original identity, logotype, conference theme, promotional poster, conference program, and vendor signage. All aspects of this project will be applied within the assigned deadline.

Historical Aspects

For twenty-two years, TED has set the standard as the most innovative and creative conference in the world. TED began in 1984 through an idea formed by Richard Saul Wurman. The bar has only risen each year since then. TED has featured the leading minds in the world such as Bill Gates, Jane Goodall, all, and Al Gore in the upcoming conference. We recognize the significance of continuing this successful heritage. We will keep these standards and raise them just as TED has raised the standard for innovation throughout the world.



Design Brief

Our Message

Expanding new ideas with young minds to explore and create our future.

Our Purpose

To convey a strong visual package that will engage our viewing audience. This design team is well informed about Ted's achievements and goals. Our ideas for TED will help accomplish these goals.

“Genesis of Thought” will bring curious minds together to explore and create our future.

Preliminary Sketch Work

Preliminary Sketch for Program Border Design

The first visual concept included typography displayed as imagery. This concept was not further developed due to the need for imagery that is true to the conference theme.



*Genesis^{of}
Thought*

Logo Design





Identity Design

Objective

To create an identity through a logotype that focuses on the heart of the conference. This logotype solution will communicate the concept of the conference theme.

Type Choices

The TED conference is based on discovery and innovation. I chose typefaces that look modern and up to date within technology. My two options were Helvetica Neue and Optima.

Helvetica

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

In 1957, Max Miedinger created Helvetica in the country of Switzerland. The original font consisted of a small number of weights that were less than consistent. In 1983, D. Stempel AG and Linotype re-designed and digitized Neue Helvetica and updated it into a cohesive font family. Now Helvetica consists of 51 font weights. This aspect is a valuable part of my choice. The doors are opened to a variety of possibilities within typography used in TED's advertising. The appearance of Helvetica is known for its lucid efficiency to any typographic message with its clean, no-nonsense shapes. Helvetica is sans serif, uses a vertical axis, and almost even stroke weights. This font gets straight to the point, much like TED and the messages they are trying to convey.

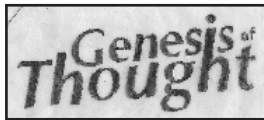
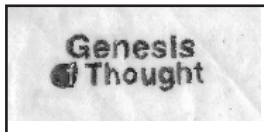
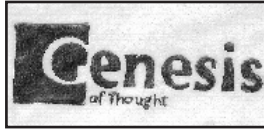
Identity Design

Optima

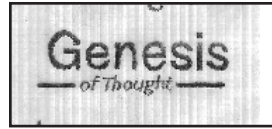
abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Optima is a contrast to Helvetica, yet it also displays forward thinking and a consideration of innovation. Optima appeared in 1958. Hermann Zapf created this design after inspiration from letters carved in the floor of the Santa Croce church in Florence. He sketched letters from grave plates that had been cut about 1530. The letters looked classical and natural, yet Zapf removed the serifs to modernize the font. Optima is known for the simple elegance of its sans serif forms and the warmly human touches of its tapering stems. Although Optima uses a vertical axis, it displays energy. It is this energy that I believe TED also conveys.

Identity Sketches

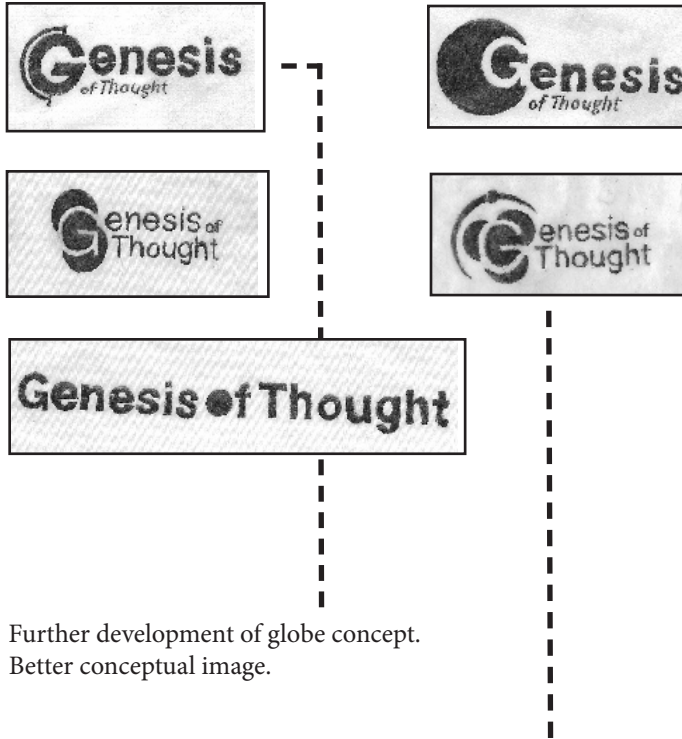


Professional and simple logo.
Creates movement and energy.



"G" as globe concept needs further
development. International appeal.

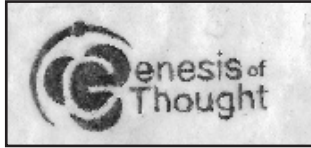
Identity Sketches



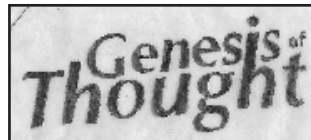
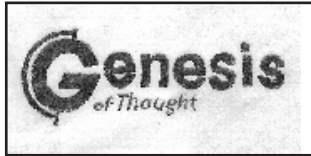
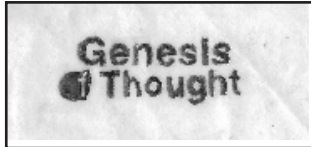
Further development of globe concept.
Better conceptual image.

Image use is interesting and references
growth and scientific aspect of TED.

Identity Digital Sketches



└── Final identity second choice



└── Final identity first choice

Color Exploration

Genesis of
Thought

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Final Identity Solution

Final Logotype

**Genesis^{of}
Thought** **Genesis^{of}
Thought**

Final Pantone Colors (solid uncoated)

■ 166

■ 484

The Big Idea

The identity, “Genesis of Thought,” is striving to create a logo that is universally appealing and communicates excitement, knowledge, and embraces every culture. This identity will evoke enthusiasm, creativity, and innovation. While designing my logo, I concentrated on attracting a young audience from around the globe. Although the logo will attract a younger generation, it will still cater to the traditional audience present at TED 2006.

The logo’s composition is rectangular and stacked. The word “genesis” refers to nature and the earth. I used the dot on the “i” to reference a globe. This graphic touch ties the two main words together and leaves a spot for the “of” to sit comfortably. The typeface is set to italic to accentuate the energy that TED strives to spread to its audience.

I chose to use the type family Optima. Optima was designed by Hermann Zapf in 1950. Zapf created this design after inspiration from letters carved in the floor of the Santa Croce church in Flor-

Final Identity Solution

ence. He sketched letters from grave plates that had been cut about 1530. Optima looks classical in nature, yet Zapf removed the serifs to modernize this font. Optima is known for simple elegance of its sans serif forms and the warmly human touches of its tapering stems. This font is appropriate for TED's logo because it demonstrates the idea of old thoughts being innovated and improved for the future. Although Optima uses a vertical axis, it displays energy and movement. This aspect is emphasized in the italic letters within the logo.

The TED 2006 conference has placed an emphasis on the future within its program. I chose to use colors that reference the rising sun. The word "genesis" refers to "beginnings." Orange and red are colors of a blazing sunrise and the start of a new day or era. I used Pantone (solid uncoated) 166U for the word "genesis." This orange/mango hue is light and playful and will appeal to a young audience. The orange is balanced by the word "thoughts" set in maroon Pantone (solid uncoated) 484U. The maroon sets the orange off and brings sophistication to the logo. The dark color grounds and balances the logo. Both colors are high saturation, but different values. This shift in values creates an interesting black and white logo.

The logo concept, type, and color all work together to convey a strong visual package that will engage the viewing audience. This identity will motivate the over-excited to focus on higher education and to bring enlightened minds together—no matter the nationality or generation.





Genesis of Thought is bringing curious minds together to explore and create our future.

TEL 2006: Genesis of Thought
April 23-29
Menlo Park, California
www.tel.com

Thought **TED**

Poster Design



Poster Design

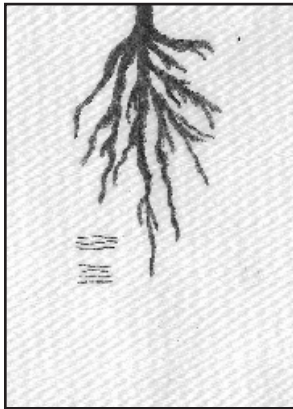
Objective

To create a full size poster that will encompass the theme of Genesis of Thought. This poster will be distributed to each TED attendee, while promoting this year's conference.

Concept

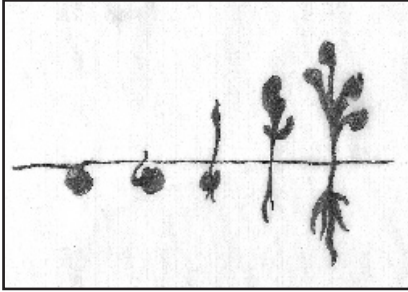
Genesis of Thought promotes growth of intellect, creativity, and innovation. The poster will visual represent growth and the need for this aspect in the 2006 conference. It will also incorporate this year's slogan: "Genesis of Thought is bringing curious minds together to explore and create our future."

Sketches

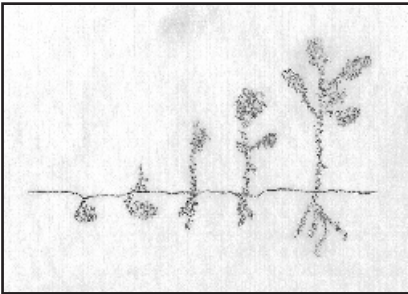


--- Root represents growth concept and incorporates nature

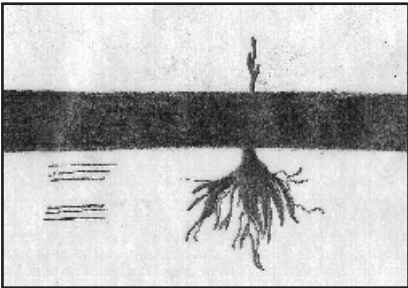
Poster Sketches



--- Strong visual image
while maintaining
growth concept

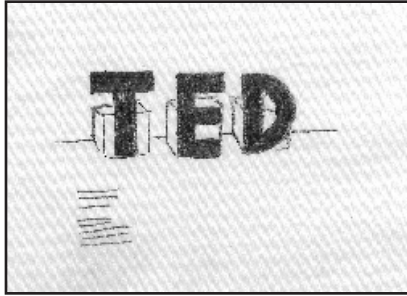


--- Typographic image

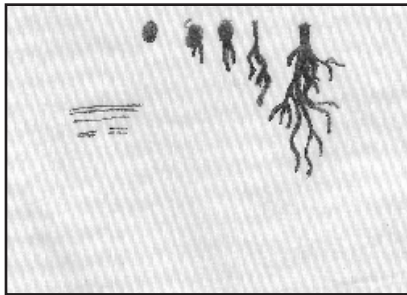


--- Black band too strong

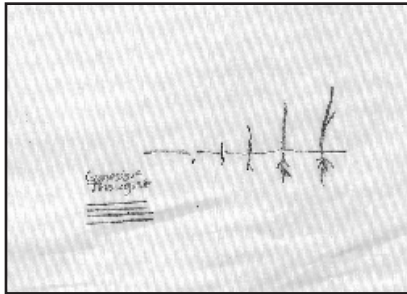
Poster Sketches



--- Photograph paper pop-up of TED

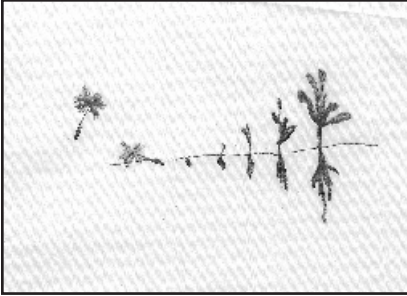


--- Downward movement leads eye throughout poster

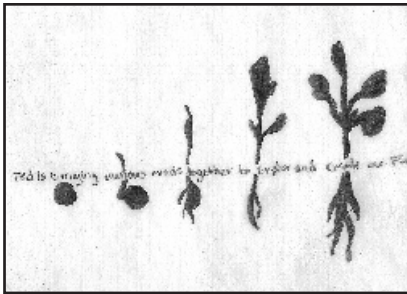


--- Grass image not as strong as full plant silhouette

Poster Sketches



--- Full evolution
of plant, creates
movement



--- Powerful image
while incorporat-
ing theme line

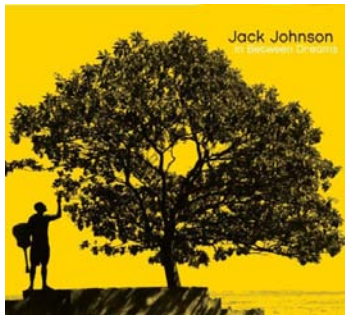


----- Final image hand
rendering

Poster Digital Sketches



----- First digital rendering

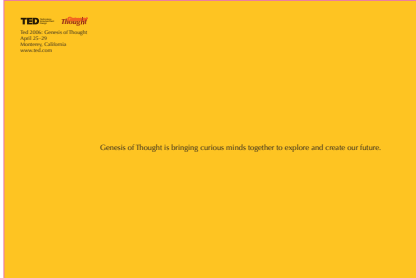


----- Jack Johnson CD Cover, silhouette inspiration



----- Mock images and color test

Poster Digital Sketches



--- Typography placement sketch, top right corner



--- Typography placement sketch, bottom text



--- Final Typography is set in Optima typeface

Color Studies

Pantone Color Swatches (solid uncoated)

 7406

 7408

 7409

 130

 1235

 122

 123

Final Pantone Color (solid uncoated)

 123

Size and Paper

The final poster is twenty inches high by thirty inches wide.

The final poster is printed on matte photo paper.

The Big Idea

“Genesis of Thought” suggests the growth and development of technology, entertainment, and design. The word “genesis” references innovation and new beginnings. I kept this aspect in mind while designing the 2006 conference poster.

I chose to use the evolution of a plant to show growth and development. The plant is growing from a horizon line of text. I used text to incorporate interest, texture, and the TED 2006 slogan. By displaying the evolution of an object, the poster calls for audience

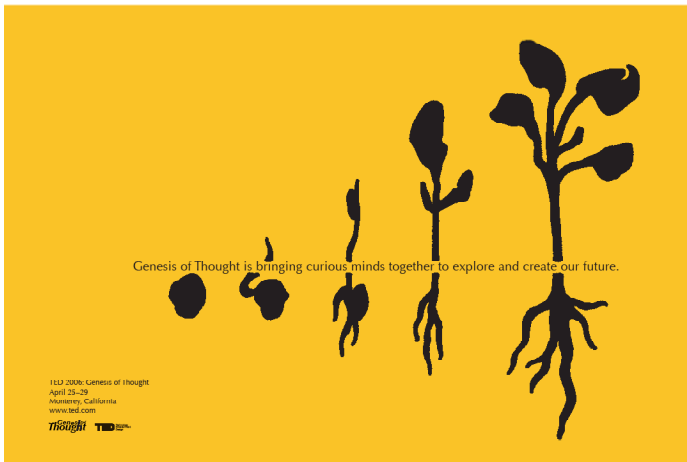
Final Poster Solution

participation. The image brings the viewer's eyes from the primitive seed and on through the poster to the mature plant. This eye movement also leads the viewer to read the slogan. The secondary text is designed to communicate the necessary information, but stay fairly unnoticed.

The color scheme of this poster is designed to be bold and memorable. The images and text are black silhouettes against a solid yellow background. This color choice was inspired by the simplicity of Dave Lively and Jeff Motch's CD designs (Brush Fire Records). I chose the typeface Optima to mimic the simplicity and sophistication of my logo.

Together, these design aspects are intended to create a fast visual impact on the viewer and create a memorable image that represents the 2006 conference.

Final Poster



Monterey

Leisure Activities



Billy Fish at Monterey Bay Aquarium

The Wharf stretches into the Monterey Harbor and is lined with seafood restaurants, fish markets, specialty shops, a theatre, fishing, diving, sight-seeing, and whale watching charter tours. Seasonal sunset cruises are also available.

Cannery Row

Cannery Row was the core of the sardine industry in Monterey during the 1920s and 1930s. Today it is a popular visitor attraction complete with shops, galleries, restaurants, hotels and the famous Monterey Bay Aquarium.

Recreation Trail

The Monterey Peninsula Recreation Trail is a paved pedestrian and bike path following the coastline from Marina to Lover's Point. From Fisherman's Wharf to Cannery Row is a great place to take a stroll, roller blade or ride a bike.

Wine Tasting

A day in Monterey's wine country offers visitors the opportunity to enjoy more than 34,000 acres of vineyards. Monterey is the largest grape growing destination in California. Enjoy some of California's finest wines at a variety of small, boutique wineries located throughout Monterey County.

The Monterey Peninsula Golf is world-renowned for its golf courses.

Golf

The Monterey Peninsula is world-renowned for its golf courses. With eighteen courses, many open to the public, golfers are sure to find just what they are looking for.

26

Monterey

Leisure Activities

Experience Monterey Bay via kayak and view the sea otters, seals and other water life on California's marine sanctuary.

Horseback Riding

Ride through some of the area's most beautiful golf courses and along the beach.

Beach Rides are terrific group outings.

Boating, Fishing & Whale Watching

Numerous water activities can be arranged while visiting the Monterey Peninsula. Enjoy exploring the National Marine Sanctuary via a boating excursion, deep sea fishing trip, whale watching adventure or seasonal sunset cruise.

Scuba Diving

One of the most popular diving spots is located at San Carlos Beach Park, just a short stroll away. Explore the National Marine Sanctuary, one of the deepest undersea canyons.



Scuba Diving

Tennis

Numerous tennis courts located downtown Monterey are available for a nominal fee.

Fitness Centers

Exercise facilities offering cardio-vascular equipment, a fully-equipped weight room, Olympic swimming pool and various aerobic and yoga classes are located within walking distance.

Join TED attendees by meeting your day out with a workout.

26

Program Design





Program Design

Objective

To design a program that will be distributed to the TED attendees at the conference. The program needs to develop a system of hierarchy that will lead the attendees throughout the book.

Program Includes

- Schedule of events
- Maps
- Logistics
- Contact Numbers
- Local history
- Leisurely Activities
- About TED
- Sapling Foundation
- Speaker Biographies
- Partners
- Sponsors
- Contributors

Outline

The program is organized in the order listed above. The table of contents lists the following categories: Schedule, Monterey, About TED, Speaker Biographies, and Acknowledgements. The remaining content is organized within these categories.

Visual Concept

The program is divided into five categories. Each category is represented by one of the plant evolution images from the poster.

Program Design

This visual reference will guide the reader through and create a means for quick navigation especially for international guests.

Visual Images



Schedule



Monterey



About TED



Speaker Biographies



Acknowledgements

Program Color

Color

Each category is color coded. The first page of each section is a title page of color and the category's plant image. The same image is repeated at the heading of each page in the corresponding color. The color pallet is prismatic and evokes movement and energy.

Schedule

Monterey

About TED

Speaker Biographies

Acknowledgements

Pantone Colors

 123

 3015

 1655

 1807

 378

Program Size

The final program is 5.5 inches wide, 7 inches tall, and .25 inches thick. This size is perfect for a four day conference because attendees can easily handle it and put it into their briefcase or purse.

Program Images

Images

The pages adjacent to title pages have images featuring the work of artist Andy Goldsworthy. His art references nature and is visually coherent to the rest of the program. Each image corresponds with the category's color.

Next to the images are the words 'seed', 'genesis', 'of', 'thought', and 'beginning'. Each word is defined by Webster's International dictionary and references the TED conference.

Andy Goldsworthy Images





Program Typography

Images Within Program

Images are integrated into the page margins when visuals are needed for subjects such as Monterey's Leisurely Activities and the TED Prize.

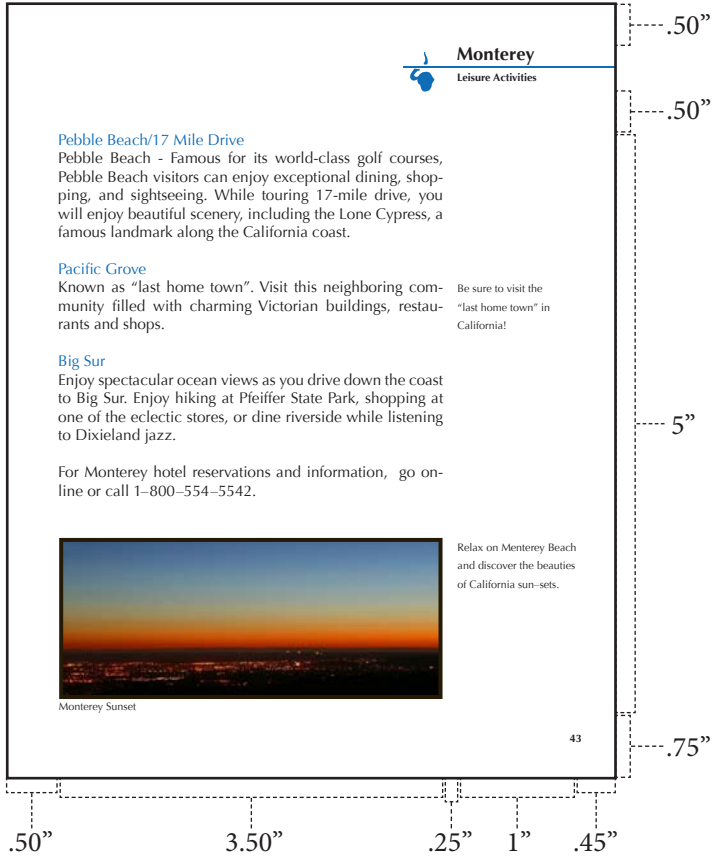
Typography

The Optima typeface is once again used within the program. Each design element for the TED conference has utilized Optima and keeping this consistency is relevant to the coherence of the project. The text body size is 10 points. This size is easy to read for all ages and allows a comfortable number of words and characters on each line. Side notes within the margins are set at 7 points. The side notes are present for those readers who want to skim through the program and read the main points. Page headings are 11 points, creating hierarchy within the typography. The leading is set to 13 points throughout all the text. Titles are set in bold and the category's corresponding color. These typographic elements contribute to the readers ease and form a powerful system of hierarchy.

Program Grid

The program is a small book and could potentially be too crowded. This aspect is solved by generous margins and breathing room for the text and images.

Program Grid Example



Program Schedule

Schedule

The schedule is organized according to date, time, session, and speaker. This order leads the reader to the event for which they are searching. It is necessary to create an easily navigable schedule that will cater to an international audience.

Poster Schedule Example

Schedule			
April 25 • 26 • 27			
Tuesday	5:00 PM–10:00 PM	Registration	
April 25	7:00 PM–9:00 PM	Pre-Conference Speaker Dinner	
Wednesday	7:30 AM–10:00 PM	Registration	
April 26	8:00 AM–	TED Runs	
	10:00 AM–12:00 PM	PRE CONFERENCE–BONUS	Ted University Erik Peterson Robert Wright Nicholas Negroponte Hans Rosling Three Minute Talks
	2:00 PM–3:45 PM	History's Arrow	
	3:45 PM–4:45 PM	Break–Sponsored by eBay	
	4:45 PM–6:30 PM	A Sharp Intake of Breath	Lisa Randall Paul Berg Bill Joy Children Of Uganda Three Minute Talks
	6:45 PM–9:30 PM	Welcome Party–De Anza Ballroom, Portola Plaza Hotel Sponsored by Wired Magazine	
	7:00 PM–8:00 PM	Bonus Session	Al Gore
Thursday	7:00 AM–	TED Runs	
April 27	7:30 AM–7:30 PM	Registration	
	8:30 AM–10:15 AM	Small Merical	Alan Russell Joe Dertsi Fainstein Dewshage Boston Neil Greenfield Three Minute Talk

System of Hierarchy

System of Hierarchy

Schedule

April 27 • 28



Monterey

Logistics



About TED

The Beginning



Speaker Bios



Acknowledgements

Partners

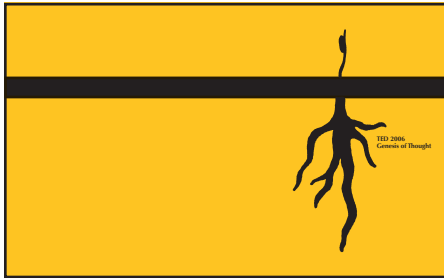


Program Design

Program Cover

As a professional and world renowned conference, TED needs a sophisticated and simple design. The cover holding the program is just this. The paper is yellow and a simple image of the filly grown plant image shows through a die cut in the lower left corner. Black paper creates the silhouette from beneath the yellow cover.

Cover Sketch



----- First sketch drawn from poster sketches, not final cover design

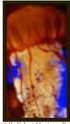

The Big Idea

The program layout I have created mimics the simple layouts of my logo and poster. Within my program, the typography has a life of it's own and, as Robert Bringhurst writes, "dances in the isles." I have chosen to divide the pages into two columns. One column is wide and holds the body of the text. The second is thin and contains notes about the body. This allows the audience to skim the notes for the content. Yet, the reader can go directly to the body for more in-depth information. Large margins and space break up the page. A heading tops each page. This heading contains the title of the section as well as a page title. Also included in the heading is

Program Design

a visual reference to my poster that will guide the reader through each section of the book as the image of a plant grows as the program progresses. I have chosen the typeface Optima. I previously used Optima in my logo and poster. I believe it is important to sustain this visual consistency. These elements display the information in a simple, logical, and visually stimulating way.

Final Design

<p>Monterey Leisure Activities</p>  <p>The Wharf stretches into the Monterey Harbor and is lined with seafood restaurants, fish markets, specialty shops, a theatre, fishing, diving, sight-seeing, and whale watching charter tours. Seasonal sunset cruises are also available.</p> <p>Cannery Row Cannery Row was the core of the sardine industry in Monterey during the 1920s and 1930s. Today it is a popular visitor attraction complete with shops, galleries, restaurants, hotels and the famous Monterey Bay Aquarium.</p> <p>Recreation Trail The Monterey Peninsula Recreation Trail is a paved pedestrian and bike path following the coastline from Marina to Lover's Point. From Fisherman's Wharf to Cannery Row is a great place to take a stroll, roller blade or ride a bike.</p> <p>Wine Tasting A day in Monterey's wine country offers visitors the opportunity to enjoy more than 34,000 acres of vineyards. Monterey is the largest grape growing destination in California. Enjoy some of California's finest wines at a variety of small, boutique wineries located throughout Monterey County.</p> <p>Golf The Monterey Peninsula is world-renowned for its golf courses. With eighteen courses, many open to the public, golfers are sure to find just what they are looking for.</p> <p><small>The Monterey Peninsula is world-renowned for its golf courses.</small></p> <p>47</p>	<p>Monterey Leisure Activities</p> <p>Experience Monterey Bay via kayak and view the sea otters, seals and other water life on California's marine sanctuary.</p> <p>Horseback Riding Ride through some of the area's most beautiful golf courses and along the beach.</p> <p>Boating, Fishing & Whale Watching Numerous water activities can be arranged while visiting the Monterey Peninsula. Enjoy exploring the National Marine Sanctuary via a boating excursion, deep sea fishing trip, whale watching adventure or seasonal sunset cruise.</p> <p>Scuba Diving One of the most popular diving spots is located at San Carlos Beach Park, just a short stroll away. Explore the National Marine Sanctuary, one of the deepest undersea canyons.</p> <p>Tennis Numerous tennis courts located downtown Monterey are available for a nominal fee.</p> <p>Fitness Centers Exercise facilities offering cardio-vascular equipment, a fully-equipped weight room, Olympic swimming pool and various aerobic and yoga classes are located within walking distance.</p> <p><small>Beach Riders are terrific group outings.</small></p>  <p><small>Join TED attendees by visiting your city next with workout.</small></p> <p>47</p>
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“The well-made page is now what it was then: a window
into history, language and the mind: a map of what is being
said and a portrait of the voice that is silently speaking.”
—Robert Bringhurst

Materials and Mock-Ups





Paper

Paper

The paper on which this project is printed is important to the audience's perception of the designs. Quality materials show the professional and sophisticated aspect of TED.

The following papers were selected as choices for the program.

Program Text Paper

Evergreen

95B White Smooth/80 lb. Text



Balance White Smooth/80 lb. Text



Environment

PC White 80 lb. Text



PC White Smooth/80 lb. Text



Paper

Fraser Papers

Pegasus Brilliant White/Vellem/80 lb. Text



Hammermill

White Smooth/32 lb. Text



----- Final paper for body of program, lightweight, printing creates texture, images print high quality





Paper

Inside Front and Back

Fraser Papers

Pegasus Midnight Black Vellum/70 lb. Text



Pegasus Midnight Black Vellum/100 lb. Text



Arches Papers

Black Matte/80 lb. Text



----- Final paper for inside front and back, black contrasts with marigold cover to create die-cut on front

Paper

Cover Paper

Fraser Papers

Genesis Marigold Vellum/140 lb. Cover (80 lb. shown)



Medieval papers

Authentic Parchment Paper 140 lb. Cover



Arches Papers

Marigold Smooth/80 lb. Cover



----- Final paper for perfect bound cover, marigold contrasts black inside paper to create die-cut image, sturdy, lightweight, color references poster design



Cover Design

Cover Design

The Program cover is simple and sophisticated. It is perfect bound and cut flush to the body pages. A die-cut of the fully grown plant image is placed in the lower right corner of the front. Black paper shows through to create a silhouette against the marigold cover paper. This image references both my poster and the program contents. Perfect binding allows page and spine flexibility for reading ease. The cover design is a strong visual package that makes the program not only an information source, but a design piece for the TED attendees to take home.

Cover Design Example

Cover Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design

Die-cut Design





Mock-Ups

First Mock-Up

(Displayed at right)

The first mock-up includes a grid, body text, notes, heading, and image. The details of each aspect were later refined. Margins within the first mock-up did not leave sufficient breathing room for the text. The text is set in two typefaces, Optima and Minon Pro. Although substantial revision was needed, the overlaying concept remained throughout the program design.



Mock-Ups

Second Mock-Up

(Displayed at right)

The second mock-up is a substantially refined design. Images and color have been incorporated. The text is still crowded and the grid needs to be adjusted to give adequate space. Text is set in one typeface, Optima, giving the typography consistency. The page layouts need to be simplified for reading ease.

Third Mock-Up

(Attached to left cover sleeve)

The last mock-up is near to the final design. Remaining refinements include page numbers, title pages, schedule, sponsors, and colophon.

This Inside Look at the TED 2006 conference designs was written, designed, printed, and bound by Sarah Dielle Fritzler. This is a roadmap that displays exactly how the processes, concepts, and designs came to be.

The pages are printed on Hammermill, white smooth/32 lb. text paper. The cover holding these pages is made up of Arches Papers, black matte/80 lb. text, and coffee and marigold smooth/80 lb. cover.

This typeface is Minion Pro, designed by Robert Slimbach. In designing Minion Pro, he was inspired by the timeless beauty of the fonts of the late Renaissance. Minion presents the richness of the late baroque forms within modern text formats such as this design journal.



