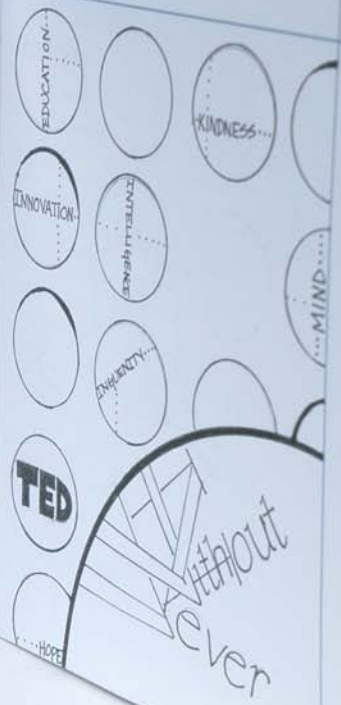
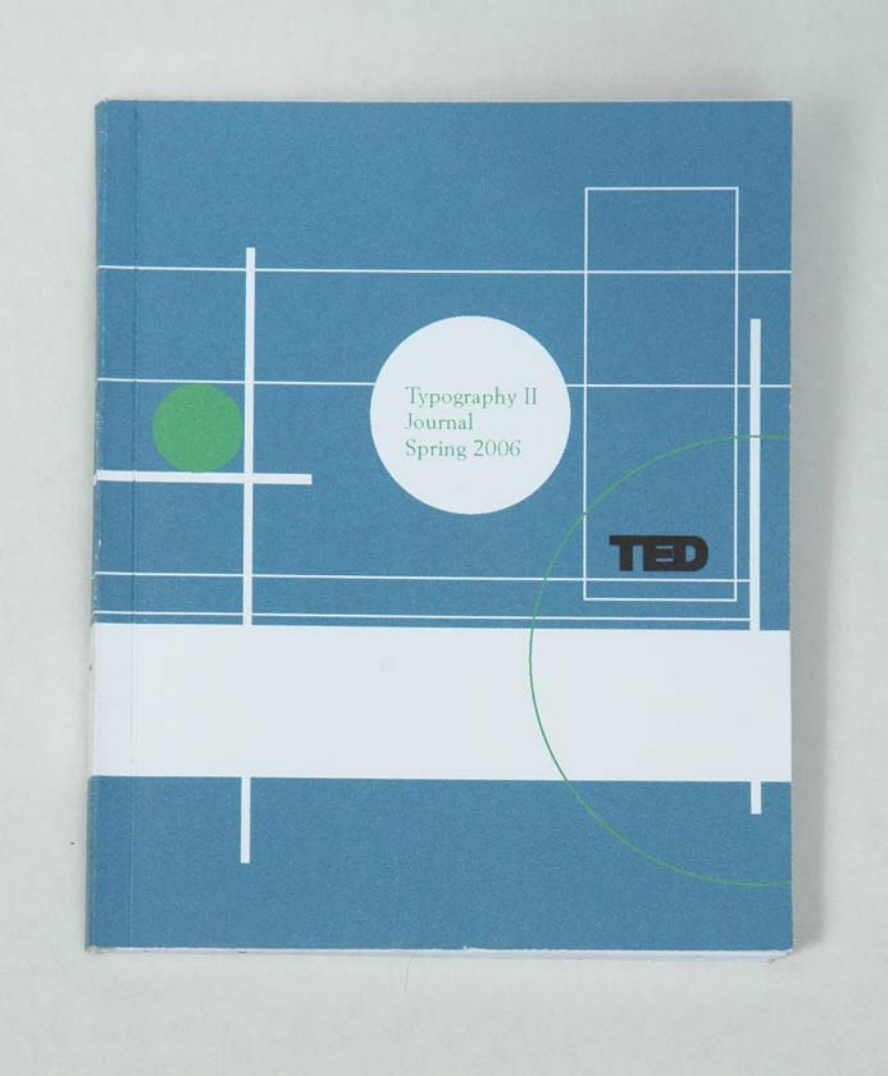




Psychology II
Spring 2012

TED



The cover features a dark blue background with a white grid of lines. A large white circle is centered in the upper half, containing the title text. To the left of the circle is a solid green circle. To the right is a white-outlined rectangle. A thick white horizontal band spans the width of the cover, with a thin green arc curving across it from the right side. The word 'TED' is printed in bold black letters within the white-outlined rectangle.

Typography II
Journal
Spring 2006

TED







Extras

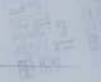


Program

Program Context

Start by defining a clear set of objectives that will guide the entire project. The program should be designed to be part of a larger system of communication. To ensure that the program is effective, it should be designed with the user in mind. This includes understanding the user's needs and expectations, as well as the program's goals and objectives. The program should be designed to be user-friendly and easy to use.

Program Sketch Work



Program Research

www.test.com

Program Color System



The light and dark brown colors used are inspired by the photograph of the water. The blue is a color that is used in the original logo design.

Program Grid Structure



Using this structure gives the program a clear and consistent layout.

Program Typography

Univers
Univers
Univers

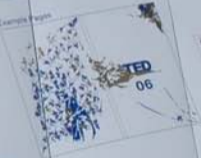
ITC Serif Gothic
ITC Serif Gothic
ITC Serif Gothic



Detail Of Schedule

Timeline of the program's activities.

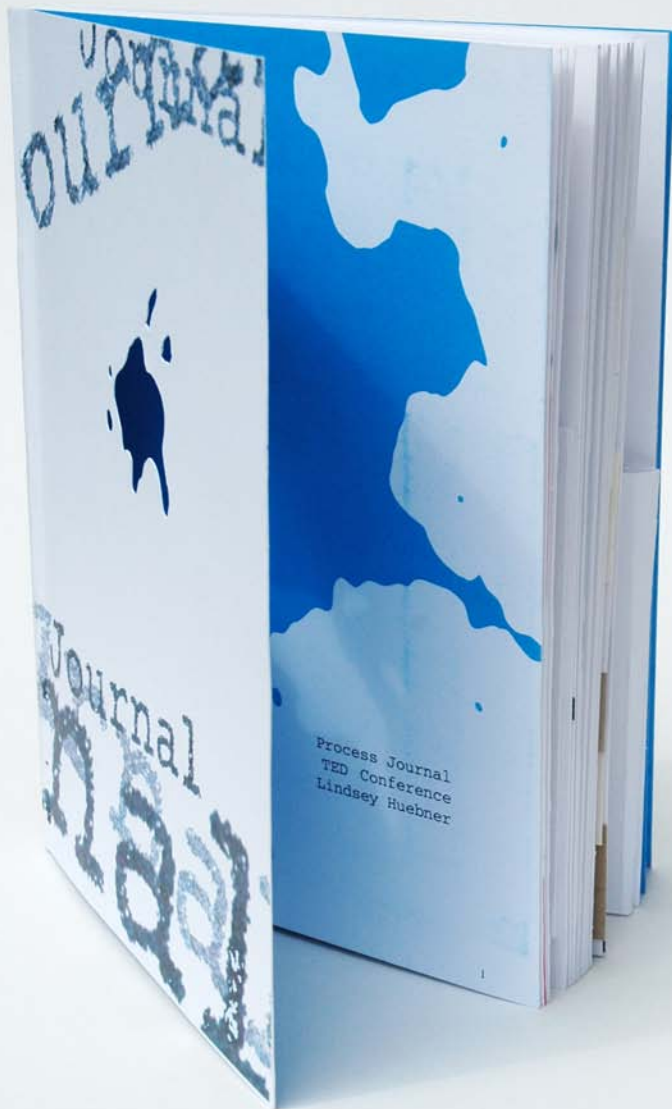
Example Pages



Journal



Journal



Process Journal
TED Conference
Lindsey Huebner

Research for Theme Designation

My group was really fun to work with. We came up with a lot of ideas and we called ourselves DALs Design Group.

Here are some of our ideas for the theme name for TED.

- AddicTEDtoInnovation
- You have to be InvITED
- Create Convey Change
- Today's Tomorrow's Yesterday

.....
This sounded the best to us because it was simple and easy to work with. Plus we thought the three C's would create a cool design for our logo.

rogram

Design
Program Design

Program

.0





Genesis
Thought



Genesis 1:11-12

© 2000
The Bible Society
of America



ART 3350
TYPE II

JOURNAL

SPRING 2006



ART 3350
TYPE II

JOURNAL

PROJECTED
ING SEMESTER 2006

SPRING 2006



ART 3350
TYPE II

JOURNAL

ED
006

SPRING 2006

ART 3350
TYPE II

Design Group: Ron DeHerrera, Michael Platt, Vania Gallegos, Imane El Allame

Theme: Beyond Today

Participants:

The design team, Michael, Ron, Vania, Imane, art directors, consultants, TED Board of Directors, Sapling Foundation staff, media technicians, IT staff, facility personnel, researchers, marketing personnel.

General Introduction:

The client, TED (Technology, Entertainment, Design), a yearly conference that brings people from all over the world from many fields and backgrounds to speak and network ideas. TED financially supports a non-profit organization called "The Sapling Foundation", through funds raised via this Monterey, California conference. TED was founded in 1984 by Paul Saul Wurman. The stated objective by the client is to design a conference that will attract a diverse set of professional cultures, limited to 800, to attend the conference. TED is looking for an attention grabbing theme. The scope of the conference is to raise funding for the Sapling Foundation; to leverage; to ensure future sustainability.

Problem Identification:

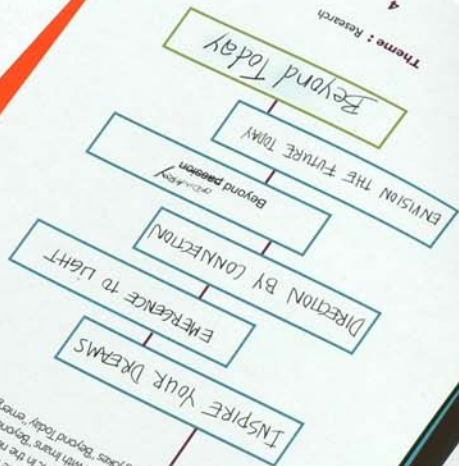
TED is a service-oriented organization which plays a vital financial role in the success and sustainability of the Sapling Foundation. Some immediate challenges to address are how to incorporate people in Ted's overall goal. What methods of communication should be used to reach a multi-cultural audience? The benefit of the conference is to financially support Sapling projects that assist the poor in health care, education and purified water systems.

Client Product/Service Analysis:

The client's goal is to raise funds through the TED conference that will be used to support the Sapling projects. The 2006 Conference "Beyond Today" is to elevate awareness; to inform; to stimulate; to educate; to entertain; to advocate; to negate.

Design : Brief

Theme : Research



Our team each had to come up with three lines and these were a few that I came up with. These did not work in the next selection process after laughing and making jokes. Beyond today emerged and stuck.

Design Group: Ron, Del-herrera, Michael Platt, Vania, Gallegos, Imane El Allame

Theme: Beyond Today

Participants:

The design team, Michael, Ron, Vania, Imane, art directors, consultants, TED Board of Directors, Sapling Foundation staff, media technicians, IT staff, facility personnel, researchers, marketing personnel.

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Design : Brief