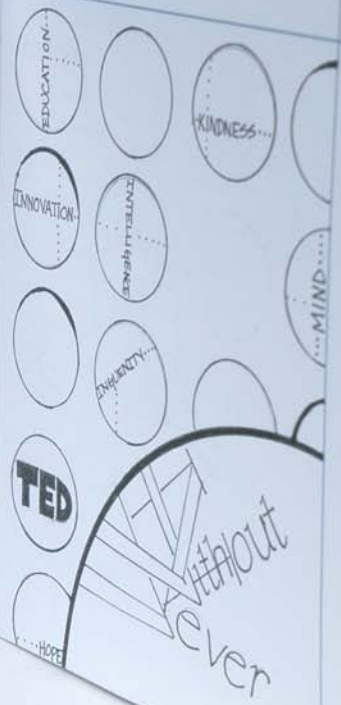
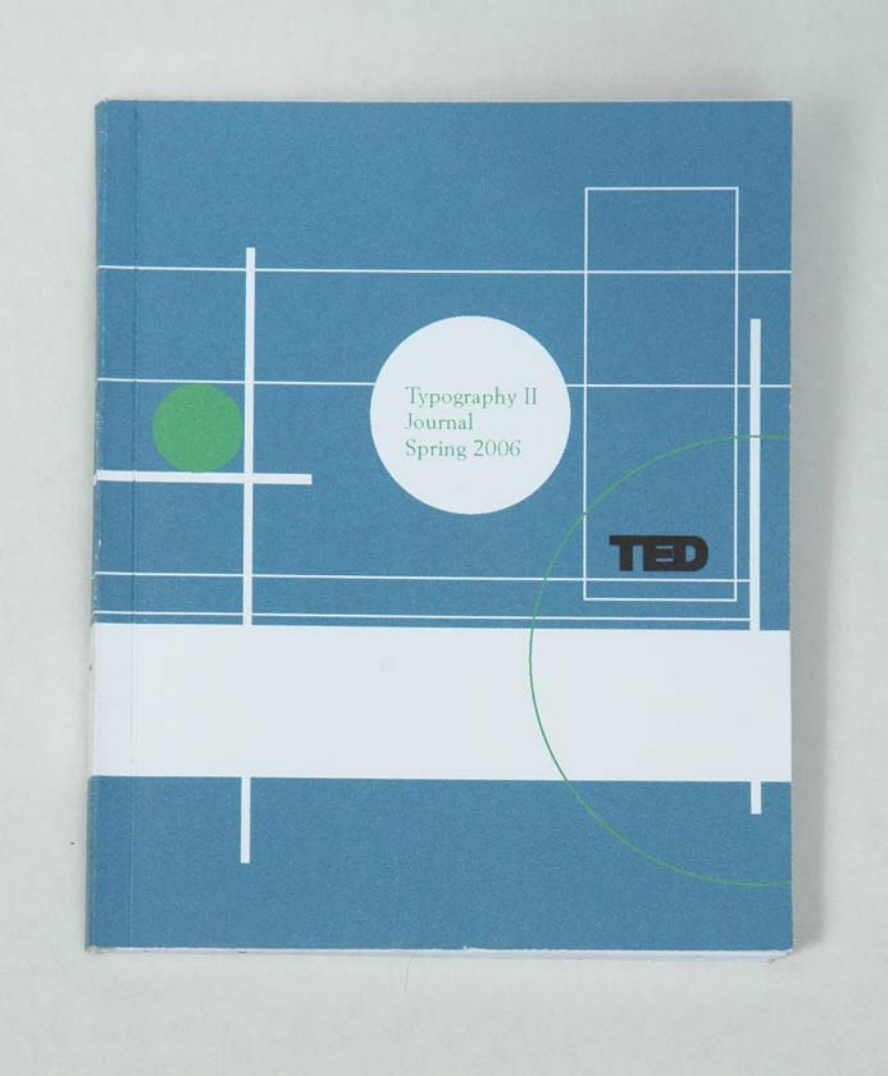




Pittsburgh II  
Spring 2002

TED



The cover features a dark blue background with a white grid of lines. A central white circle contains the title text. To the left of the circle is a solid green circle. To the right is a large, thin green arc. A white horizontal band spans the width of the cover below the grid. The word 'TED' is printed in bold black letters within a white rectangular frame on the right side.

Typography II  
Journal  
Spring 2006

**TED**







Material  
**Extras**

m

Program Sketch Work

Program Research  
www.ted.com

Color System



The gold and dark blue colors used are inspired by the photographs of the poster. The base is taken from the original logo

Chronic  
Gothic



Exam



# Extras

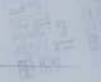


# Program

## 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 must 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 colors used are inspired by the photograph of the water. The blue is a soft, muted blue that is used throughout the design.

## Program Typography

Univers  
Univers  
Univers

ITC Serif Gothic  
ITC Serif Gothic  
ITC Serif Gothic



## Detail Of Schedule

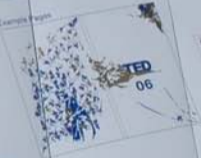
Timeline of project milestones.

## Program Grid Structure



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

## Example Pages

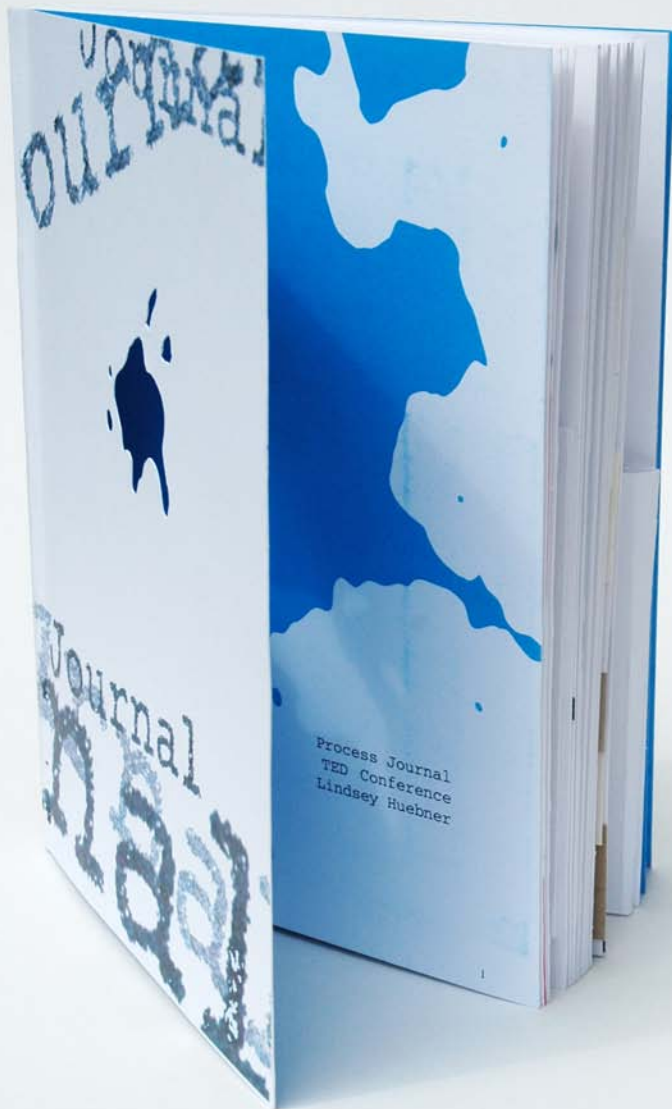


Journal



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 DAL'S 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  
ENDING 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:**

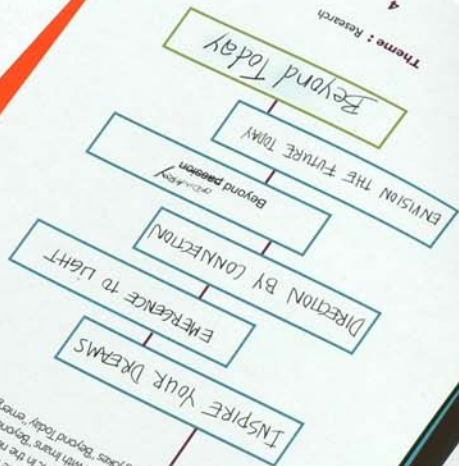
TED is a service-oriented organization which plays a vital financial role in the success and sustainability of the Sapling Foundation. Some immediate challenges to address are how to incorporate people in Ted's overall goal. What methods of communication should be used to reach a multi-cultural audience? 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 theme lines and these were a few that I came up with. These did not work in the next selection process after debugging 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.

**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 negotiate.

Design : Brief