



## c08: Sticky Pixel

Students will gain a clear understanding of the basic properties of a digital pixel and introductory digital imaging software, tools and skills.

### size & color

6'w X 6'h image constructed out of 576, 3" square sticky notes (24 sticky notes wide and high). We will assume a single pixel is 1" squared, thus this image is 72 pixel wide and high.

**Photoshop**  
and 576 sticky notes

2013 Spring



detail and digital version





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2013 Spring



site specific detail and digital version





### **m03: Form Combination**

Students will gain an understanding of how two different forms combine in a way that enhances the meaning of each form individually; visually using letter and image equally. Students will also explore the positive and negative space of each form and how to best balance this space between letter and image while creating their combination.

#### **Illustrator**

scalable vector art

2011 Fall



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scalable vector art

2012 Summer



### **m05: Typeface**

Utilizing Gestalt principles students will create a self portrait while focusing on abstracting the placement of type in a single layout to create their image. Pay close attention to positive space (letterform) and the negative space (counter space) of the letterform and how you utilize its existing shapes to help illustrate your portrait. The student is limited to one typeface, and the letters of their own name.

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scalable vector art

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### Illustrator

scalable vector art

2012 Fall

# ABOUT

## FRANK GEHRY

Frank Owen Gehry is one of the world's most inventive and pioneering architects. His use of unusual materials, flowing forms and interlocking structures is legendary. Achievements such as the Guggenheim Museum Bilbao, Gehry's abstract masterpiece, bear eloquent testimony to his remarkable talent.

Born in 1929, in Toronto, he relocated with his family to Los Angeles in 1947. He received his undergraduate degree in architecture from the University of Southern California in 1954. After studying at Harvard University's Graduate School of Design, he returned to California and opened his first architecture firm in 1963.

Mr. Gehry's commercial, residential, museum and performance projects reflect both an urban vocabulary and his long association with contemporary artists. The deconstructive aesthetic for which he is most noted evolved from a fascination with the artists' hands-on approach to their work and their creative impulse that defied trend and tradition. Through his own wildly

imaginative sketches and models, Mr. Gehry gave feeling and spirit to form without regard for symmetry or staying true to the Modernist grid. In so doing he redefined architecture, producing buildings of startling new dimension, dynamic and sensuous, with sleek, curving details. In the words of architecture critic Paul Goldberger, "Mr. Gehry is an architect of immense gifts who dances on the line separating architecture from art but who manages never to let himself fall." (Tiffany & Co.)

*"Mr. Gehry is an architect of immense gifts who dances on the line separating architecture from art but who manages never to let himself fall."*

TOC



## m11: Catalog Final

Students will create a multiple page document (interactive digital catalog) following the grid, master pages and style sheets that they created.

I developed and designed this course for the *Fashion Marketing & Management* department.

**Indesign**  
2012 Spring

Frank Gehry  

 Tiffany & Co.

**GEHRY**

TOC

**ARCHITECT**

Gehry is famous for sketching his designs on napkins or crumpling up a piece of paper in his hand. Drawing is on a table and drawing inspiration for his buildings from the traditional, deconstructed forms of the resulting multiple paper balls. His work has been so dramatic as his architecture, he is considered to be a "sketcher" in many clients' eyes to get their projects for sheer recognition. Everyone knows about Gehry's signature style and everyone wants a "Gehry-esque building". American architect David Charles Jencks relayed a story told to him directly by Frank Gehry in an interview for his book, *The Stone Building*. Gehry was finishing up his latest work for a client and happened the architect to come up with a sensational design proposal for a building. Upon seeing Gehry's design, however, the client looked at the architect and made a comment that the proposed building was simply "not Gehry enough". His direct statement at the time, it was said, a revealing testament to how much clients and observers value to Gehry's trademarks with the signature style of this powerful architect and how much they wanted a "Gehry building" of their own.

**BACK**

**JEWELRY**

Never confined to designing buildings alone, Frank Gehry used his inspiration by nature and worked together with Tiffany & Co. to create a line of stunning jewelry pieces, designed glass bottles for Madonna's vodka, and converted furniture entirely out of cardboard. The resources he used to get inspired are truly diverse - from ten scales to sea anemone, his designer reveal how he uses absolutely everything for his ideas and innovations. He never fails to sketch his ideas in his sketchbook, always ready to draw from his experiences and travels, always ready to dazzle the client with not just another Gehry building, but a building masterpiece worthy to be canonized with the architectural hall of fame.

Click on Portrait to enlarge image.

**BACK**

## BEHIND THE PROCESS OF PICKING, WITH MARIEL

Meet Mariel, one of our talented staff buyers at The Upper Shelf. This summer is her first collection with The Upper Shelf.

With a keen eye for all things unique, Mariel brings back treasures that we have available for you. She's got an eye for trends, colors and, of course, vintage gems.

After just her first buying trip, we wanted to know where she was getting all the goods! So she shared with us a couple of her tricks of the trade, and were surprised with a few of her secret finds.



Her favorite 'picking spots?' Obscure antique shops along the California coastline. "The coastline is littered with beach-town mom and pop shops."

Here are images of Mariel's latest finds, available now at the Upper Shelf.



CONTENTS  
SUMMER 2012

SHARE  
WEBSITE  
BLOG



\* Photos courtesy of freunde von freunden.com.  
All images hyper linked to source.

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Indesign  
2012 Spring

Summer 2012  
Home Guide

4747 24th Street  
San Francisco

the  
**UPPER  
SHELF**

the  
**UPPER  
SHELF**

**KEY THEMES FOR THE [POSSIBLY FOGGY] SUMMER**

When furnishing your home this summer, there are a few key pieces to keep in mind. Keeping in mind our outdoors inspiration, find eclectic, whimsical, and nature-inspired objects in this room, we incorporated a vintage globe, candle lanterns, potted succulents, and a rad fan.

One thing to always remember is color, and keep it simple.

Collect three or four base colors that will solidify any room design. In this living space, green, blue, orange, and the natural cream tones did the trick.

Summer is about mixing textures.

In this room, we mixed the rough texture of art with smooth glass, wood, and metals.

Keep a wide perspective, perhaps with a vintage globe. It just screams 'Get Outside!'

the  
**UPPER  
SHELF**

**DECK THE HALLS WITH FRAMES WITH STORIES**

Never forget to give your walls some love. Eclectic or minimal, play with frames! A well balanced wall with hanging artwork can complete any room design. Our summer collection is stocked with antique landscapes and photos of things that inspire us.

Vintage landscapes mimic windows into another world, oceans, forests, & blue skies.

If it isn't in a frame yet... don't put it on the wall, gone are the days of posters.

Justaposing sizes of wall art creates interest and brings the whimsy.

Our summer collection ranges from postcards to master pieces.



# EVERY CHILD DESERVES CLEAN WATER

*The UNICEF Tap Project is challenging you to put down your phone to help provide clean water to a child in need. Safe, clean drinking water is something most of us take for granted, but for 768 million people around the world, it's not. Access to clean water improves lives in more ways than you might think.*

**UNICEFTAPPROJECT.ORG**



**The following is also something to ponder...**

- If you wake up this morning with more health than illness, you are more blessed than the million who will not survive this week.*
- If you have never experienced the danger of Dettie, the loneliness of imprisonment, the agony of torture, or the pangs of starvation... you are ahead of 500 million people in the world.*
- If you can attend a church/synagogue/temple/shrine etc. meeting without fear of harassment, arrest, torture, or death, you are more blessed than the three billion people in the world.*
- If you have food in your refrigerator, clothes on your back, a roof overhead and a place to sleep... you are richer than 75% of this world.*
- If you have any money in the bank, in your wallet, or spare change in a dish somewhere... you are among the top 8% of the world's wealthy.*
- If your parents are still alive and still married... you are very rare, even in the United States and Canada.*
- If you can read this message, you are more blessed than over two billion people in the world that cannot read at all.*

**unicef**   
unite for children

United States Fund for UNICEF.  
(800) 367-5437  
125 Maiden Lane, New York, NY 10038

**c15: Indesign Layout, Shrink the World**

Students will create a 4 page layout in InDesign using content that was researched and the provided text.

This assignment focuses on students familiarizing themselves with the basic interface, tools and basic layout skills in a multiple page document created in Adobe Indesign.

Students will pay close attention to type and image and how the elements on the page create hierarchy within their document. They will choose one organization/cause as their sponsor/focus of the document, considering this a public service flyer (promotional/recruitment) for that organization.

**Indesign**  
7”w X 10”h, individual pages  
2014 Spring

above: back cover and cover  
right: inside spread



*If we could divide the world's population by a village of roughly 100 people, with all existing human nations receiving the same, it would look something like the following:*

- 50** would be female (50% male)
- 73** would be high school
- 95** would be literate
- 100** would be living in sub-standard housing & would suffer from malnutrition
- 6** people would possess 23% of the world's wealth & all 6 would be from North America.
- 2** WOULD OWN A COMPUTER.

**DO YOU HAVE A SMARTPHONE? USE IT FOR GOOD**

Putting down your phone for just 10 minutes donates 1 day of clean water to a child in need. Just go to [UnicefTapProject.org](http://UnicefTapProject.org) on your phone.



There are two types of people:  
those who shy away from attention,



AND THOSE WHO WEAR  
**FLUEVOGS**

Soprano Carey

### c17: Fluevog Shoe Advertisement

Students will design an advertisement for *Fluevog* Shoes. Choosing from and following the specifications of a current design brief on the *Fluevog Creative* site.

**Adobe Photoshop and/or Illustrator**

8.75" x 7"

2014 Spring

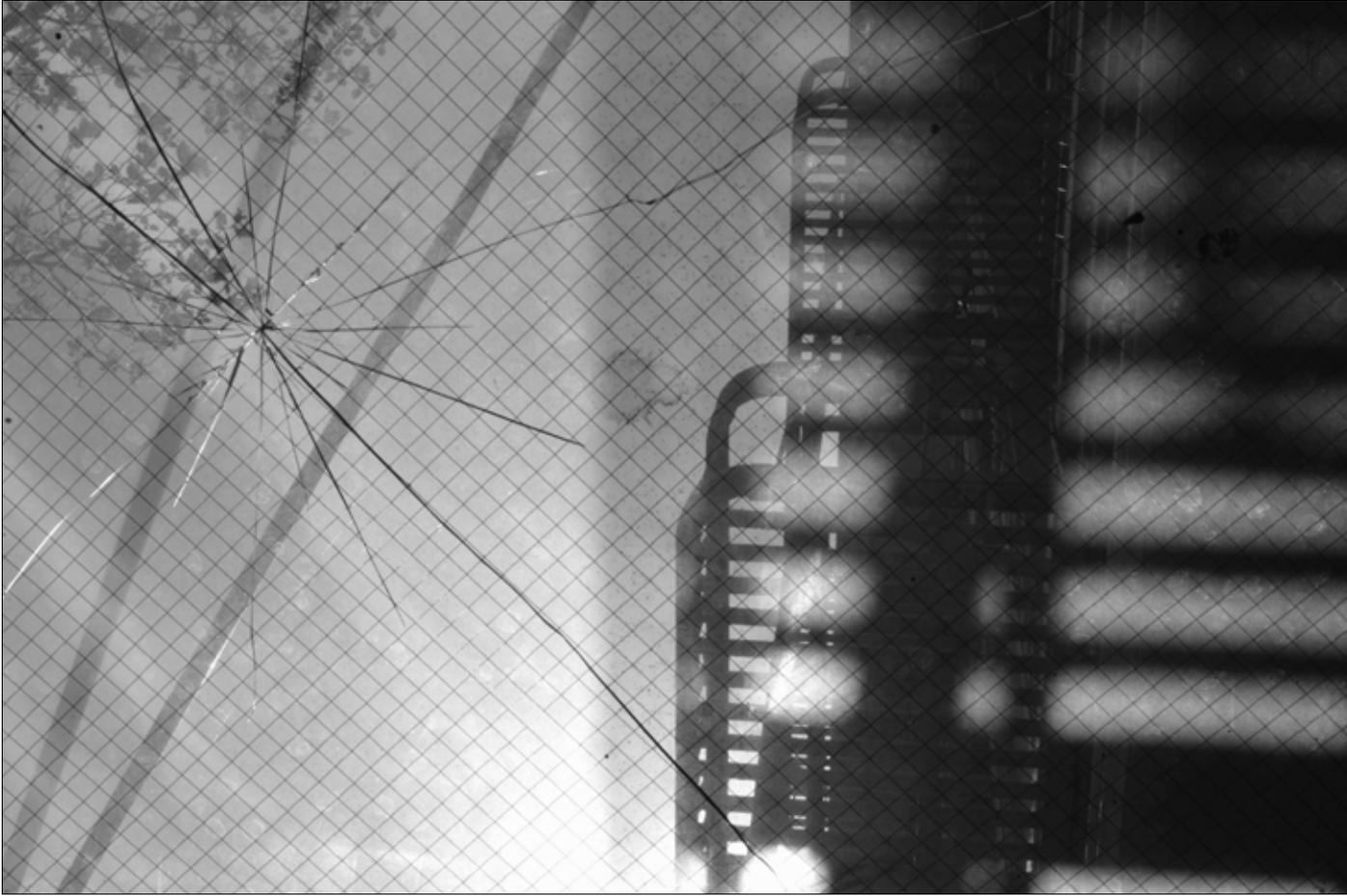


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8.75" x 7"

2014 Spring



### **m07: Architecture/Cityscape**

Students will abstract our perspective of a building through the viewfinder (cropping). Focus will be placed on line, shape, texture, contrast and capturing a full range of values within the photo. Students will also reinforce their knowledge of balance, proportion, sequence, unity and emphasis in a black and white print from an digital photo.

#### **digital photography**

digital photo with non-destructive black & white conversion in Photoshop

2012 Spring



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#### **digital photography**

digital photo with non-destructive black & white conversion in Photoshop

2011 Fall



## **m21: Abstract Portrait**

Students will create an abstract portrait. Focus on line, shape, texture, contrast and capturing a full range of values within the photo.

### **digital photography**

digital photo with non-destructive black & white conversion in Photoshop

2014 Fall



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### **digital photography**

digital photo with non-destructive black & white conversion in Photoshop

2014 Fall



### **m10: Triptych**

Students will create a Triptych with a strong clear visual unity (connection) and/or narrative. Each of the three photos will have different focal point and support the idea/narrative of the remaining two.

#### **digital photography**

digital photo with non-destructive black & white conversion in Photoshop

2014 Fall





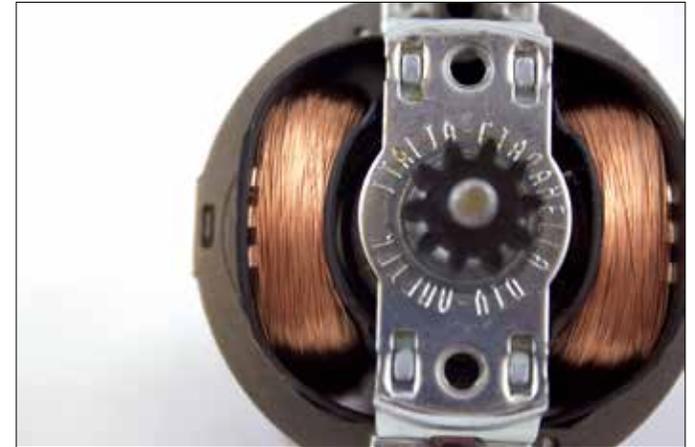
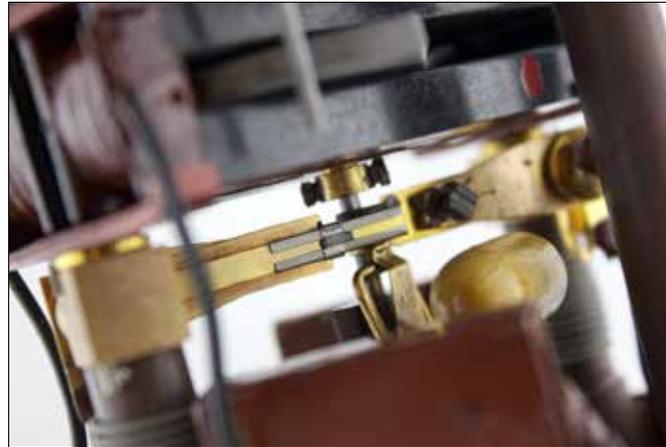
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2014 Fall

