30 Day Project

Jared Spellman Art 483A Spring 2020

30 Days of Editorial Spreads

An exploration of layout through grid, typography, hierarchy, and imagery

Objective

Design a two page editorial spread each day focused on grid, layout, typography, and imagery such as black and white photography. Understanding these components of design is very important and applies to both print and digital based media.

Audience

Surfers and individuals within the college and adult age demographic that enjoy a coastal lifestyle that are not interested in just the "action shots" but the culture of surfing as a whole.

Influence

I have always been influenced by the surf photography of the 50's and 60's. Work by Leroy Grannis, Jeff Divine, and John Witzig specifically. The way film photography captures the activity of surfing seems much more organic like the actual qualities of the ocean versus the mechanical feel of digital. Most of the images I used were all 35mm film which also gives the imagery a retro feel that I enjoy so much. Another influence for me is the modern art movement. The color palette, bold shapes, and graphic imagery have always made me excited and inspired. This movement also occurred around the 50's and 60's, which align perfectly with my surf influences and the aesthetic I want to portray.

Goals

My goals were to showcase my abilities that hopefully attract the attention of the surf and skate industry I want to work in. Also, to demonstrate my ability to solve complex design problems such as the use of a grid, hierarchy, image, composition, and layout. Thankfully, I was able to attract some attention from The Waterman's Guild Surfboard distribution and a designer at Vans.

Challenges

This 30 day project definitely presented challenges. Managing my time and schedule was the most difficult part. Making sure I planned ahead to design an editorial spread everyday for 30 days required planning, organization, and time management. Another challenge was meeting personal expectations and designing something better than the day before.

Another difficult challenge were the parameters I have set. For example, using the same grid system and trying to use it in new ways to create an interesting layout day after day became one of the more challenging components of this project in regards to making design decisions. However, this use of the grid system is an important part of design and is one of the goals I set to get better at.

In the end it was completely worth it. I noticed progress and growth each day and feel like I have become a better designer because of these challenges. This project has also inspired me to create on a frequent basis not just for school or work, but in general. Of course my goal is to be a working designer, but to challenge myself even outside of that in order to keep growing and stay inspired.
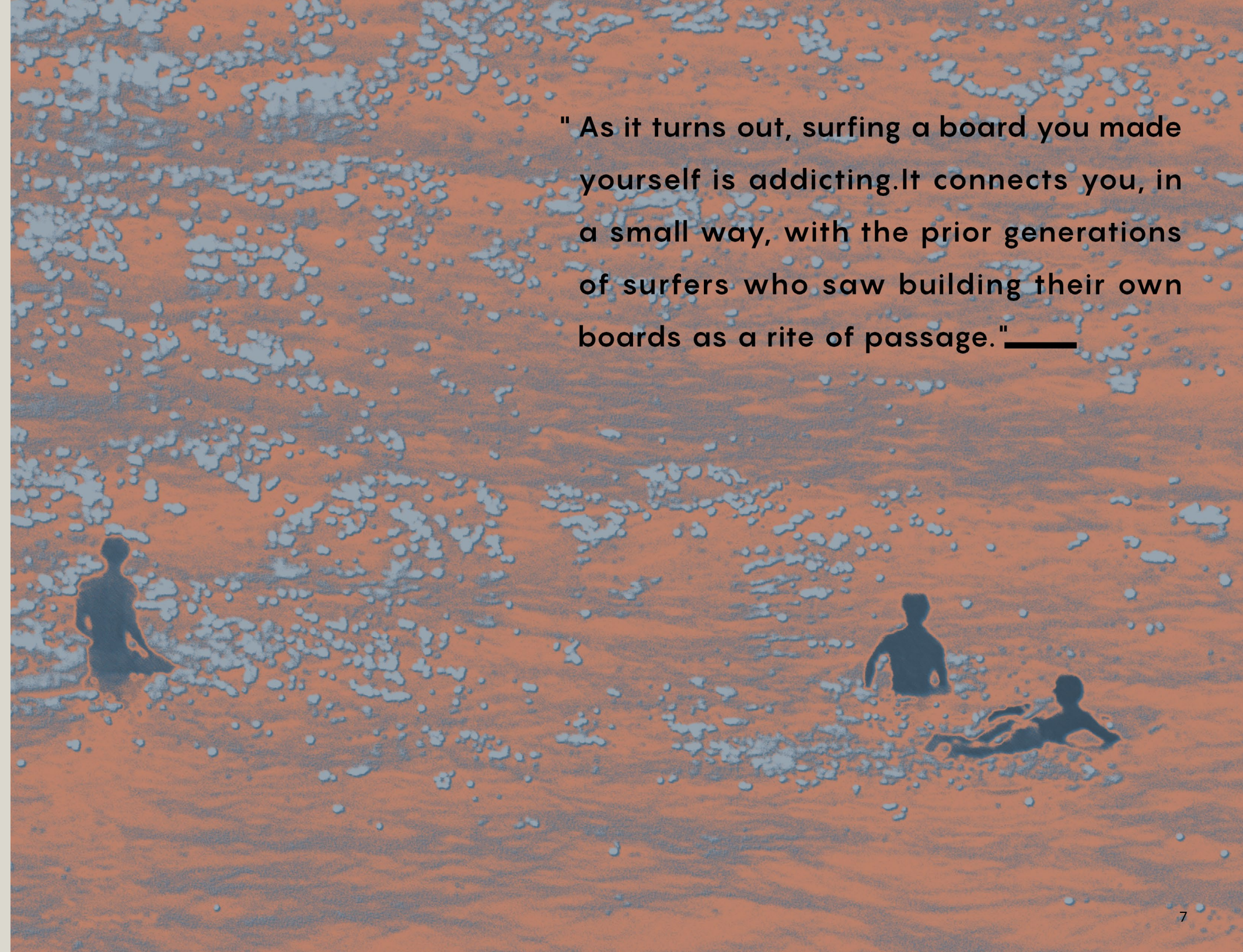
" As it turns out, surfing a board you made yourself is addicting.It connects you, in a small way, with the prior generations of surfers who saw building their own boards as a rite of passage."_____

Process

Research

Before beginning each editorial spread, I sought out inspiration through self curated mood boards of imagery and design that I believe aligned with my concept. I would look at old and contemporary surf magazines for visual and layout inspiration and modern art in various forms and mediums.

Sketching

Instead of throwing type and images all over the page without much direction, I would sketch a layout that is different from the previous day and would determine if the spread would be more image based, type based, or both. Then, I sketch out ideas for the editorial spread. This is helpful in order to design purposefully with direction. Once this step of the process is complete, I can then begin choosing and organizing my imagery to be used.

Photo Editing and Manipulation

This step often took time to complete. Once I have gathered and determined the photographs I want to use for the spread, I then had to edit them to align with my concept which often took place in Photoshop. Depending on the spread, I would sometimes need to edit the background out of the image completely to capture the collage-like aesthetic some modern artists would use. This often had me using the pen, polygonal lasso, and quick selection tools to accomplish this. Also, I would add texture and color to these images.

Design Layout

Once the layout is sketched and the imagery is chosen and edited, I then began designing the spread. By using the grid I have created and the sketch as a guideline, this step usually is not too time consuming as I have completed much of the prep work ahead of time. This step is often enjoyable as I begin to see the design coming together. Making sure everything is aligned to the grid and all type is set, is a crucial step in this part of the process.

Finalize Spread

Once the spread is designed and I am pleased with the result, I then can prepare the file for posting on social media platforms, which in this case is Instagram. I export the InDesign file as a higher quality jpg. Once this step has been completed, I create a magazine mockup with the designed spread of that day that I also save as jpg. I then transfer both files to my mobile phone and upload them to social media to share with others and the community.

Research

Sketching
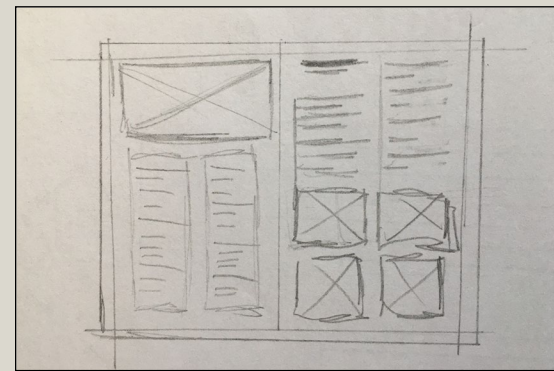
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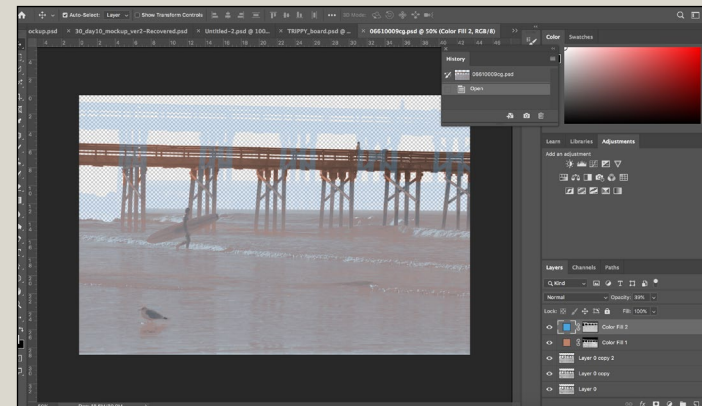
Design Layout

Finalize Spread

Free Form

> *"The mid '60s saw surfing explode into the world's consciousness through films and music."*

So where did it begin? Who was the first surf photographer? The first photo of somebody with a surfboard dates to 1890, which took it nobody knows it's part of the collection at the Bishop Museum in Honolulu), but it's quite impressive considering photography was only just getting out its experimental early stages at that time.

Grannis in particular defines the early '60s shooting water shots at many of Hawaii's most famous waves, documenting classic Californian swells and capturing its culture.

> "The digital age has also ushered in a new era of experimentation and democratization."

Pleasure Piers

TRUE BLUE

Today, piers are an integral part of beach town culture. They're a focal point for surfers, fishermen and sightseers in search of a quintessential Southern California experience.

A pier, like it is today, was a place for people to gather and get a different perspective.

"As it turns out, surfing a board you made yourself is addicting. It connects you, in a small way, with the prior generations of surfers who saw building their own boards as a rite of passage."

Surfin' Safari

The '60s were a great time of change as surfing and subculture took off in the mainstream.

Practical origins

> "Grannis laid the foundations of modern surf photography by always exploring new angles and techniques."

It was Niska's spread in the L. A. Times that appeared in 1972 which made him dedicate his life to recording surfing and surf culture.

The mid '60s saw surfing explode into the world's consciousness through films and music. The transition from the black and white to colour film mirrored the loosening of society's attitudes from post-war conservatism to the drug-fuelled psychedelia that followed

seaside

Sculpting Foam

"We'd burn tires on the beach for warmth, and no one cared."

Assessment

Analysis

This project has presented a variety of goals, objectives, challenges and more. However, the growth I have gained as a designer is invaluable. I have learned to not only become a better designer, but a much more confident one. This is a huge step personally. Gaining confidence in what I design and that I can design is one of the most important qualities I have gained through this. In regards to the technical aspect of design, I have become much more skilled in typography, grid use, image creation, layout, and file conversion for various platforms. Implementing a disciplined schedule to manage the various tasks that go into each daily design has been a huge gain allowing me to complete my work on time . Prioritizing tasks and creating a plan to accomplish each one successfully has allowed me to work more quickly and effectively.

Engagement

Posting your work on a social media platform such as Instagram, really allowed me to track analytics based on each post. At first, my posts didn't have much likes or comments. However, as traction began to build I noticed an increase in these two. I started receiving more followers and in return noticed more likes and comments. Another important benefit of posting work for others to view is an insight into what kind of designs get the most attention. I would begin to design taking this insight into account to create work more of my followers would be receptive too. The community that was established with my classmates and other designers was a great component of using social media. This allowed us to encourage each other, provide tips and feedback, and create an ongoing network of like-minded designers and creatives.

Feedback

Some of the most helpful feedback I have received was to create a plan. Designing with a plan allows you to work more purposefully and efficient. Another great piece of feedback I received was in the form of positive reinforcement. This helped me understand what was working within my designs. This positive feedback not only helped me understand what I was doing correct, but gave me confidence that other designers and viewers enjoyed my work by responding positively. Here is a list of some of the different kinds of feedback I received,

Day 7: @laurenmmccoy.design - I like how you have the type crossing over both pages of the spread. It makes the layout more interesting and guides the eyes from one image to the next. Nice work!

Day 13: @dlp_developed - Favorite one so far! Love the composition and overall layout!

Day 19: @ryan_low.indd - Jared! The photography and incorporation of text is killin it! Great Balance!

Positive Changes

I have received so much positive change in my work. I have learned how to incorporate a schedule and plan into my design work that I did not previously execute, a more thorough process of designing that is methodical and purposeful, discipline to create work every day for 30 days, respond and engage with other designers and viewers, and gain much more confidence as a graphic designer than I had before this project began.

Influences

Having inspiration and those who influence you is very important as a designer or artist in general. It allows you to gather motivation and drive and channel that energy into your own work. I have discovered and been inspired by many artists throughout this project, but these are my top three most inspirational accounts.

Schuyler Beecroft

This artist and designer is a huge inspiration to me. I discovered his work during the research phase of the 30 day project. Beecroft is known for his use of repetition and color and how well he uses these elements so effectively in his work. He also has a background in surfing which is a present theme that is utilized throughout his work. One thing I really love about how Beecroft incorporates surfing and coastal elements into his work is that they are subtle in a sense. It's not a blatant surf image alone. He uses the activity of surfing in an artistic manner that captures the activity well. His work also has a retrospective aesthetic and feel through the use of texture, muted color, and film based photography, which are major themes in my 30 day project.
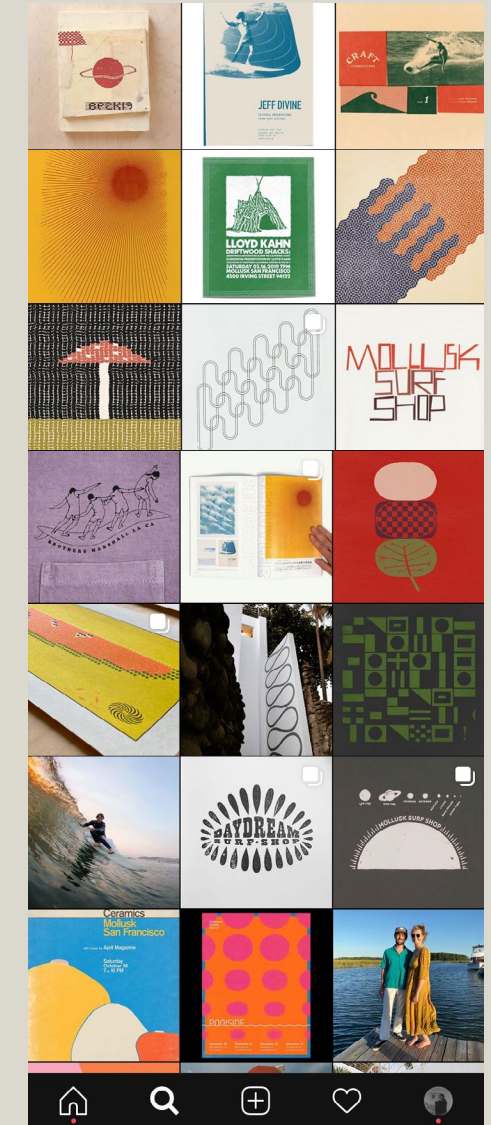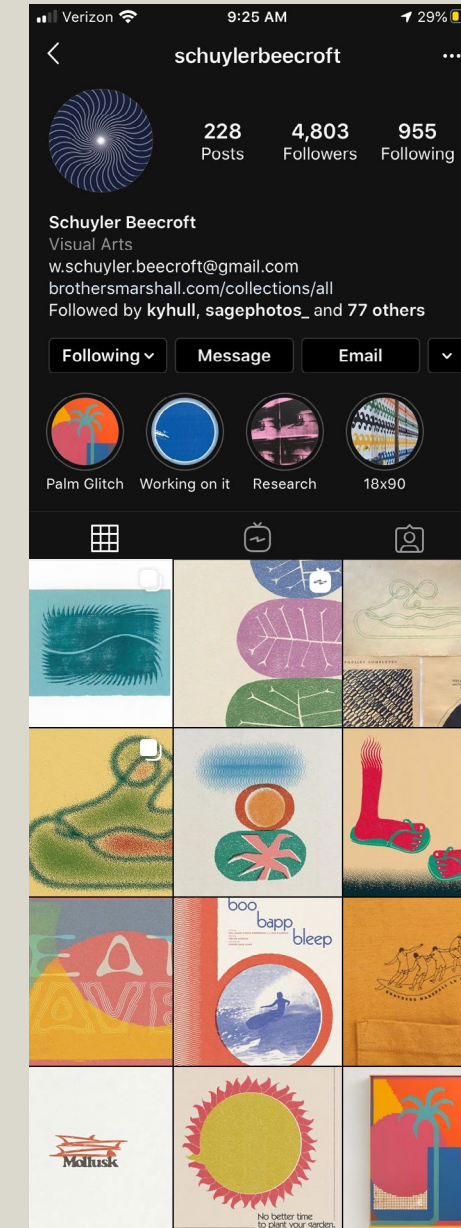
Equator

Equator journal is a coastal lifestyle account showcasing rare imagery that is predominantly in film photographic form. I found a large amount of inspiration from the photography featured on this account. Considering 95 percent of the photography I used in my 30 day project is all shot on 35mm film and focused on surfers using retrospective board designs, this account was influential. I really enjoy the vintage look and feel of these photos and their sense of warmth. Equator Journal acts as a retrospective archive of surfing from the past. I feel that if you are documenting surfing where the surfers are using boards derivative of those used in the 50's and 60's, it only made sense for me to shoot using film to take it back to that time in regards to my own project.
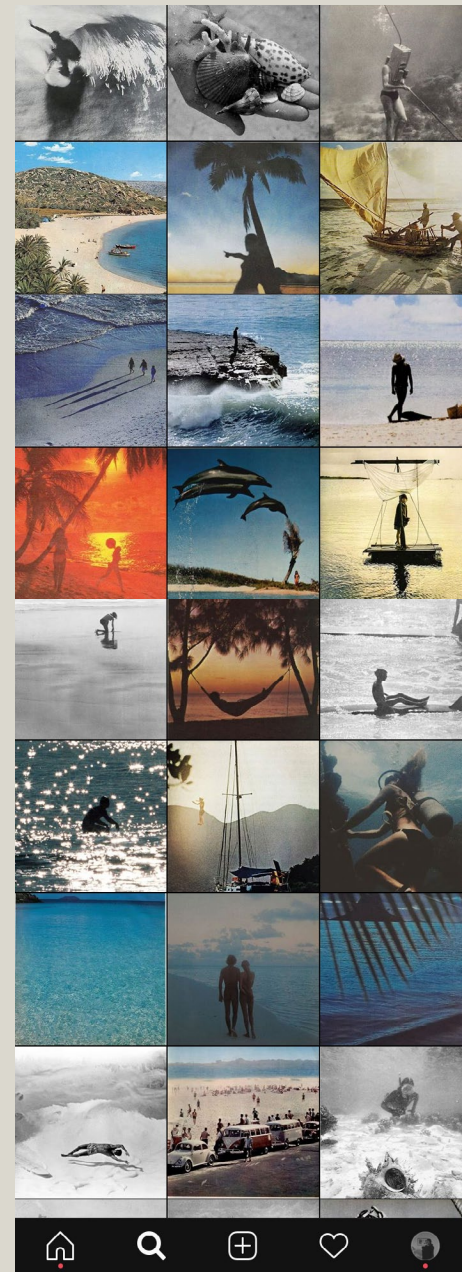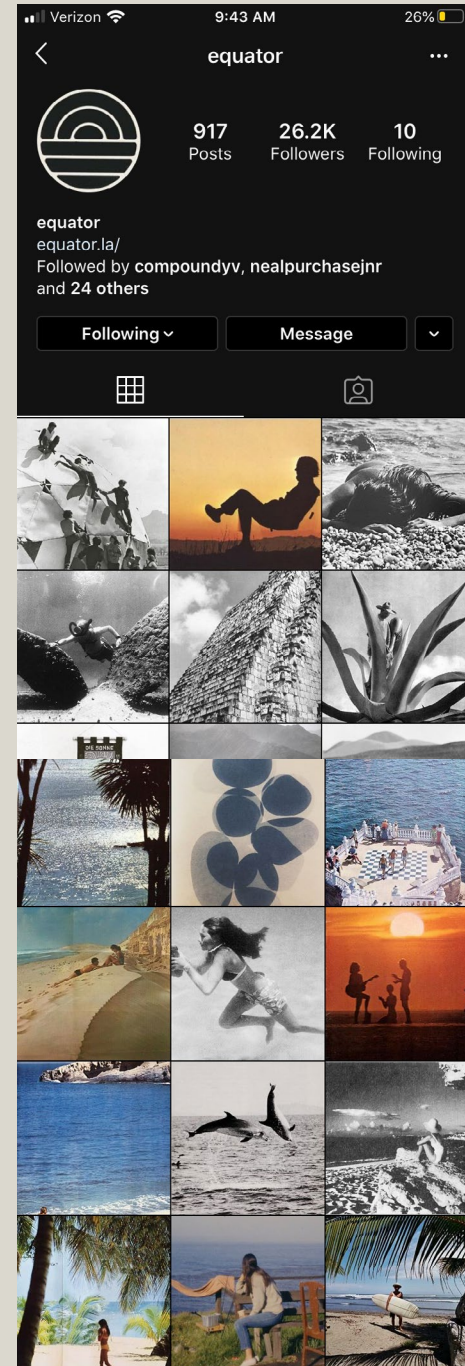
Concepcion Studios

This account was also a major source of inspiration for me during this project. I have always been inspired by modernism and modernist design. From the bold graphic nature of the work, typography, color, and conceptualism, I wanted to implement this style into my project. Because I have not seen surfing and modernism in conjunction with each other, this account became a major source of inspiration as it uses modernism in conjunction with an avenue I have not yet seen as well. Concepcion Studios combines modernism with contemporary movies and music artists to create their body of work. This was inspiring to me because it showed me that combining modernist design with surfing can work if executed well.
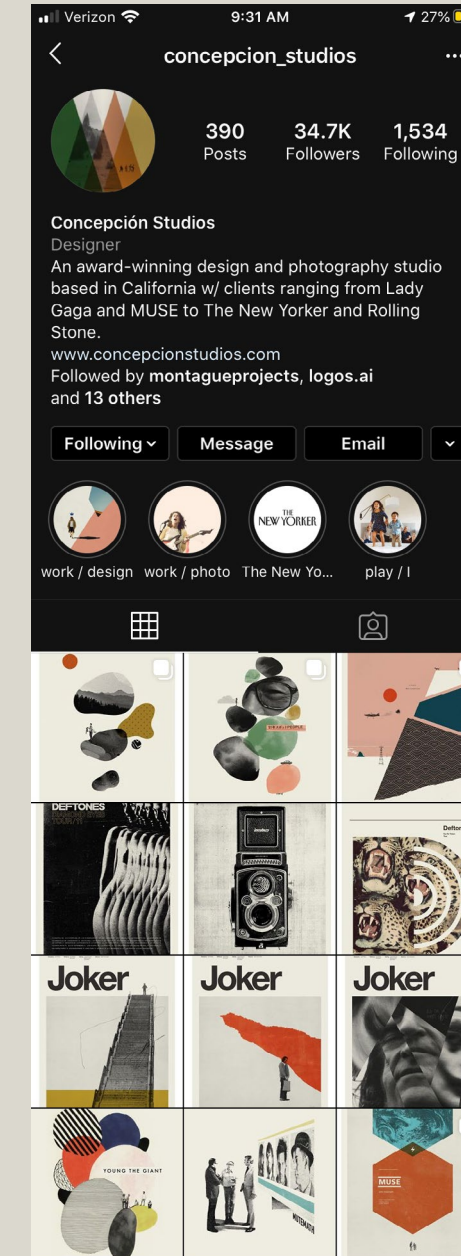
Future Work

This project has taught me a variety of valuable skills and techniques as a designer. Implementing a better work flow while designing as a result of better prioritizing and time management, developing the discipline to stay motivated and work through creative blocks, increased technical skills as a result of using a variety of programs to achieve a desired result, and a better understanding of design principles are all valuable qualities I have learned throughout this project. Going forward as a designer, I will continue to use these skills to accomplish design related tasks while continuing to build upon them as well.

I have also grown on a more personal level throughout this assignment. Before this project, I did not have the confidence to showcase my work on a frequent basis. I would have a difficult time wondering if others would like or appreciate what I had designed. However, as a result of this project and having to post my work everyday for 30 days, my confidence has increased dramatically. Receiving positive feedback from other designers and students has helped me believe in myself.

Thanks to this project I have increased my network as a designer and have began working for clients as a result of this project. If I were to embark on another 30 day project, I would design either logos or UX/UI app screens. Logos are such an important part of being a graphic designer and I think designing a logo everyday would be very beneficial. Also, with UX/UI becoming such a popular and growing field, designing mobile and desktop prototype screens would be a great way to grow upon my knowledge of that particular field. Based off all the important things I have learned throughout this experience, I would tell myself to plan ahead and stay organized. I would also tell myself to be confident in your work from the beginning and just focus on your designs while staying true to yourself and concept.

Thank You

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