ASSIGNMENT: THE MAJOR RAGER POSTER,
MEDIA: ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY,
ART DIRECTION. OBJECTIVES: During this class, Design Factory: Working with Clients, students focus on professional processes and real-world assignments. Students create professional documents including invoices, client surveys, and promotional materials. In addition, students are exposed to professional readings that discuss important considerations while working with clients. Students are assigned real-world projects and work directly with clients to gain experience and confidence as a professional designer. LOCATION & COURSE: Augusta University, Design Factory: Working with Clients
/ ASSIGNMENT : SOAP PACKAGE DESIGN, / MEDIA : ART DIRECTION, TYPOGRAPHY, LAYOUT, PHOTOGRAPHY, / OBJECTIVES : During this project, students explore typography, packaging, and labeling directed toward client/audience based needs. In this example, the student was working with a client who was focused on an expressive boutique style & tone. / LOCATION & COURSE : Augusta University; Kinetic Environments: Moving Image, Packaging, & Identity
ASSIGNMENT: 40 PAGE BOOK, COLLECTION OF ME BOOK, MEDIA: ART DIRECTION, TYPOGRAPHY, LAYOUT, PHOTOGRAPHY, OBJECTIVES: This project emphasizes exploration of design process, layout design, typographic grid, hierarchy, sequential flow, negative space, typeface selection, typographic styling, image creation, image styling, and the integration of content/message with meaningful imagery. Students utilize the 40 page book as a system to create a visual sequence/layout connected to their individual life narrative using self or family generated text and imagery. Students learn the basics of impositions and layout design considerations. LOCATION & COURSE: Augusta University; Graphic Design 2: Deconstructing Typography, Lettering, & Layout
ASSIGNMENT: EXPRESSIVE NON-LINEAR BOOK, MEDIA, METHOD: PAPER, SCREEN PRINTING, ILLUSTRATION, PHOTOGRAPHY, DESIGN OBJECTIVES: During this project, students use non-traditional book forms to explore expressive illustration, non-linear narratives, layout design, bookmaking, & paper engineering. LOCATION & COURSE: Augusta University; Synthesizing Illustration, Media, & Culture
/ ASSIGNMENT: POLAR FEST BRAND BOOK & COLLATERAL, / MEDIA, METHOD: LAYOUT, ART DIRECTION, ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY, / OBJECTIVES: During this project, students develop a brand design book & collateral including the following elements: logo design (liquid identity), brand artifacts, business card, stationery, packaging, posters, brochure and packaging for a film festival. Students study the elements of brand design including identifying archetypes, UVP, brand considerations, target audience, brand vision, and students read *The Brand Gap*, by Marty Neumeier. / LOCATION & COURSE: Augusta University; Kinetic Environments: Moving Image, Packaging, & Identity
ASSIGNMENT: SERIES OF BOOK COVERS, MEDIA, METHOD: ILLUSTRATION, TYPOGRAPHY, ART DIRECTION, PHOTOGRAPHY, OBJECTIVES: Exploration of Illustration, typography, & book cover design utilizing multiple books as an integrated series, LOCATION & COURSE: Augusta University; Graphic Design 2: Deconstructing Typography, Lettering, & Layout
/ ASSIGNMENT: SERIES OF BOOK COVERS, / MEDIA, METHOD: ILLUSTRATION, 
TYPOGRAPHY, ART DIRECTION, PHOTOGRAPHY, / OBJECTIVES: Exploration of Illustration, 
typography, & book cover design utilizing multiple books as an integrated series, / LOCATION & 
COURSE: Augusta University; Graphic Design 2: Deconstructing Typography, Lettering, & Layout
Hermia refuses to marry Demetrius, because she loves Lysander, and her friend Helena loves Demetrius. The romantic confusion thickens when Puck—a troublesome sprite—interferes. Shakespeare’s beloved comedy ends happily after a string of mishaps and mistaken identities have been resolved.


/ LOCATION & COURSE: Kentucky College of Art & Design, Graphic Design 2
/ ASSIGNMENT: UNIITY OF OPPOSITES BOOK ASSIGNMENT USING ORIGINAL IMAGERY, / MEDIA: ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY, ART DIRECTION, / OBJECTIVES: Introduction to sequence, flow, book generation processes, and the development of personal visual language. Students also learned how to print front & back, use signatures, and create imagery referencing the unity of opposites, / LOCATION & COURSE: Kentucky College of Art & Design, Graphic Design 1
Assignment: Expressive Illustration Experimentation, Series of Pieces. Media: Illustration, Photography, Typography. Objectives: Students explore a range of image making techniques and use the dissection tree ideation process to generate ideas that can lead to visual metaphors. Students explore different media techniques and strategies to illustrate a chosen social or political topic. Techniques include investigating the following: hand-drawn imagery, 3-d paper environment, jab-stab, objects organized in space, vector illustration, digital manipulation, type illustration, experimental lettering, and transparency collage with original imagery. Process is focused on as an essential element of the design process. After experimenting students focus on a specific media technique that correlates with their topic. Location & Course: University of Central Arkansas, Graphic Design 1.
/ ASSIGNMENT : Expressive Illustration Experimentation, Series of Pieces, / MEDIA : Illustration, Photography, Typography / OBJECTIVES : Students explore a range of image making techniques and use the dissection tree ideation process to generate ideas that can lead to visual metaphors. Students explore different media techniques and strategies to illustrate a chosen social or political topic. Techniques include investigating the following, hand-drawn imagery, 3-d paper environment, jab-stab, objects organized in space, vector illustration, digital manipulation, type illustration, experimental lettering, and transparency collage with original imagery. Process is focused on as an essential element of the design process. After experimenting students focus on a specific media technique that correlates with their topic. / LOCATION & COURSE : University of Central Arkansas, Graphic Design 1
/ ASSIGNMENT : EXPRESSIVE ILLUSTRATION EXPERIMENTATION, SERIES OF PIECES, / MEDIA : ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY / OBJECTIVES : Students explore a range of image making techniques and use the dissection tree ideation process to generate ideas that can lead to visual metaphors. Students explore different media techniques and strategies to illustrate a chosen social or political topic. Techniques include investigating the following, hand-drawn imagery, 3-d paper environment, jab-stab, objects organized in space, vector illustration, digital manipulation, type illustration, experimental lettering, and transparency collage with original imagery. Process is focused on as an essential element of the design process. After experimenting students focus on a specific media technique that correlates with their topic. / LOCATION & COURSE : Kentucky College of Art & Design, Graphic Design 1
ASSIGNMENT: SOCIAL ACTION POSTER SERIES, 11X17, MEDIA: TYPOGRAPHY, VECTOR ILLUSTRATION, PHOTOGRAPHY, OBJECTIVES: Introduction to poster design focusing on self-generated imagery, typographic hierarchy, and consideration of social issues that cross societal boundaries like female genital mutilation, hunger, human rights, deforestation, and pollution. Students are encouraged to approach the project from different perspectives, both expressively & practically. LOCATION & COURSE: Kentucky College of Art & Design, Graphic Design 1
Assignment: SOCIAL ACTION POSTER SERIES, 11X17.  / MEDIA: TYPOGRAPHY, VECTOR ILLUSTRATION, PHOTOGRAPHY,  / OBJECTIVES: Introduction to poster design focusing on self-generated imagery, typographic hierarchy, and consideration of social issues that cross societal boundaries like female genital mutilation, hunger, human rights, deforestation, and pollution. Students are encouraged to approach the project from different perspectives, both expressively & practically.  
/ LOCATION & COURSE: Kentucky College of Art & Design, Graphic Design 1
/ Assignment: Logo design, / Media: Typography, Logo Design,
/ Objectives: Logo Design is investigated every chance possible within my curriculum.
The above examples are different assignments from different semesters. Introduction to logo and identity design / Location & Course: Augusta University, Design Factory; Kentucky College of Art & Design, Graphic Design 01; University of Central Arkansas, Graphic Design 2
/ ASSIGNMENT : CLIENT BASED PROFESSIONAL PROJECTS, / MEDIA : TYPOGRAPHY, VECTOR ILLUSTRATION, PHOTOGRAPHY, / OBJECTIVES : Introduction to client based projects focusing on promotional materials, gallery card & holiday card. / LOCATION & COURSE : Kentucky School of Art, University of Central Arkansas, Graphic Design 3 (working with clients)
/ ASSIGNMENT : PRINT MAGAZINE COVER & LAYOUT, / MEDIA : TYPOGRAPHY, VECTOR ILLUSTRATION, PHOTOGRAPHY, / OBJECTIVES : To create a magazine cover & table of contents layout for Print Magazine / LOCATION & COURSE : University of Central Arkansas, Graphic Design 2
ASSIGNMENT: WORD TYPOGRAPHY ASSIGNMENT,

MEDIA: DIGITAL & ANALOG EXPERIMENTAL PROCESSES VECTOR ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY,

OBJECTIVES: Experimentation with typographic forms to illustrate the word’s meaning using both traditional digital processes and analog processes.

LOCATION & COURSE: Kentucky School of Art, University of Central Arkansas, Graphic Design 2
/ ASSIGNMENT : EXPERIMENTAL TYPOGRAPHY POSTER,  / MEDIA : DIGITAL & ANALOG VECTOR TYPOGRAPHIC ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY,  / OBJECTIVES : Experimentation with typography by extending the orientation of the text/language outside of the traditional trajectories to illustrate an idea using typographic forms.  / LOCATION & COURSE : Kentucky College of Art & Design, Typography 1; University of Central Arkansas, Graphic Design 2
ASSIGNMENT: EXPRESSIVE ART-SITE, WEBSITE DESIGN, MEDIA: LAYOUT DESIGN, CODING PUBLISHING, ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY,
OBJECTIVES: To develop a published online art website utilizing interactive, multi-page, experiences for the viewer using animated gifs and original artwork and imagery that is linked to the students' portfolio website. During this project students learn how to animate original art and create interactive gifs, students investigate effective navigation strategies while challenging the aesthetic of "cookie-cutter" template sites, students publish their multi-page sites online, and work with site management and process through Adobe Dreamweaver, HTML and CSS.
LOCATION & COURSE: University of Central Arkansas, Graphic Design 3; Augusta University, Web Environments
/ ASSIGNMENT : PORTFOLIO WEBSITE DESIGN, / MEDIA : LAYOUT DESIGN, CODING PUBLISHING, ILLUSTRATION, PHOTOGRAPHY, TYPEGRAPHY, / OBJECTIVES : During this assignment students develop a strategy for their own portfolio website. The portfolio websites are published online and students are encouraged to utilize interactive, multi-page, experiences for the viewer using animated gifs. Students learn how to investigate effective navigation strategies while challenging the aesthetic of “cookie-cutter” template sites, students publish their multi-page sites online, and work with site management and process through Adobe Dreamweaver, HTML and CSS. / LOCATION & COURSE : University of Central Arkansas, Graphic Design 3; Augusta University, Web Environments
/ ASSIGNMENT: PORTFOLIO WEBSITE DESIGN, / MEDIA: LAYOUT DESIGN, CODING PUBLISHING, ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY, / OBJECTIVES: During this assignment students develop a strategy for their own portfolio website. The portfolio websites are published online and students are encouraged to utilize interactive, multi-page, experiences for the viewer using animated gifs. Students learn how to investigate effective navigation strategies while challenging the aesthetic of “cookie-cutter” template sites, students publish their multi-page sites online, and work with site management and process through Adobe Dreamweaver, HTML and CSS.

/ LOCATION & COURSE: Augusta University, Web Environments
/ ASSIGNMENT : MAKING COLLECTION CYCLE, PHASE TWO, 40”X60” SELF-DIRECTED EXPRESSIVE POSTER, / MEDIA : ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY, / OBJECTIVES : Introduction to self-directed, large scale, personal work. meant to be exhibited in a gallery space. / LOCATION & COURSE : University of Central Arkansas, Graphic Design 1
/ ASSIGNMENT: LAYERED POETIC PHRASE, ORIGINAL PHOTOGRAPHIC COLLAGE, / MEDIA: ORIGINAL PHOTOGRAPHY, COLLAGE, / OBJECTIVES: Introduction to visual literacy, hand lettering, digital photography, collage & working in a series, / LOCATION & COURSE: Kentucky College of Art & Design, Graphic Design 1; University of Central Arkansas, Graphic Design 1
ASSIGNMENT: LAYERED POETIC PHRASE, ORIGINAL PHOTOGRAPHIC COLLAGE,

MEDIA: HAND LETTERING, PHOTOGRAPHY, COLLAGE,

OBJECTIVES: Introduction to visual literacy, hand lettering, digital photography, collage & working in a series,

LOCATION & COURSE: Augusta University, Graphic Design 1: Exploring Design Processes, Materials, & Methods
/ ASSIGNMENT : EXPRESSIVE POSTER DESIGN, / MEDIA : ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY, ART DIRECTION, / OBJECTIVES : Introduction to hand processes and developing a unique personal visual language. The use of ideation processes like dissection trees and research are introduced to establish allowing self-discovery, / LOCATION & COURSE : University of Central Arkansas, Graphic Design 1
ASSIGNMENT: ESSENCE ARTIST BOOK ASSIGNMENT USING ORIGINAL IMAGERY, MEDIA: ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY, ART DIRECTION,

OBJECTIVES: Introduction to sequence, flow, book generation processes, and the development of personal visual language. Students also learned how to print front & back, use signatures, and create imagery referencing a specific theme without using direct representational imagery, LOCATION & COURSE: University of Central Arkansas
ASSIGNMENT: EXPERIMENTAL ESSENCE BOOK DESIGN & LAYOUT, MEDIA: ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY, OBJECTIVES: Experimentation with typography & layout using the essence of a specific word, LOCATION & COURSE: The School of the Art Institute of Chicago, Type Technologies Lab
/ ASSIGNMENT: BAND POSTER & CD PACKAGING. / MEDIA: ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY / OBJECTIVES: CD and Poster design promoting a new fictitious band where the designer is focusing on organizing and selecting appropriate typography, as well as selection of color pallet and imagery for the band, / LOCATION & COURSE: University of Central Arkansas, Graphic Design 1
ASSIGNMENT: ECO-FRIENDLY SOAP PACKAGE DESIGN, MEDIA: ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY

OBJECTIVES: To create a logo and package design for an eco-friendly soap product targeted for a young audience. Process included designing & building packaging from scratch.

LOCATION & COURSE: University of Central Arkansas, Graphic Design 2

Student Work
Carrie A. Dyer
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ASSIGNMENT: SELF PORTRAIT PACKAGE DESIGN, / MEDIA: ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY, CONSTRUCTION / OBJECTIVES: To create a self portrait package smaller than 5" in diameter that included a drawer, a window, and 5 handmade or manipulated objects that were to be stored inside of the package using their own imagery, / LOCATION & COURSE: University of Central Arkansas, Graphic Design 2
ASSIGNMENT: EXPERIMENTAL VIDEO ART PROJECT, MEDIA: STOP MOTION ANIMATION, VIDEOGRAPHY, ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY, & VARIOUS PROCESSES

OBJECTIVES: The focus of this assignment was to experiment with video, light, motion, & sound using various time and motion based processes. The techniques include Stop Motion animation, experimental sound design (highly encouraged) and learning how to manipulate color & effects using Adobe After Effects.

LOCATION & COURSE: Augusta University, Kinetic Environments; University of Central Arkansas, Graphic Design 3
/ ASSIGNMENT : EXPRESSIVE WALL INSTALLATION & TENSION REMNANTS EXHIBIT, & PROMOTIONAL MATERIALS / MEDIA : ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY, / OBJECTIVES : During this project, students use a diverse range of material to experiment with creating wall installations using their own imagery. This project focuses on preparing students for their exhibitions, encourages students to expand the 2-d surface into 3-d space exposing students to dimensional signage processes, and prepares students for creating promotional materials for their senior exhibits. / LOCATION & COURSE : Augusta University, Web Environments; University of Central Arkansas, Graphic Design 3