

[COVER]

[INSIDE FRONT COVER]

SHELBY STIERHOFF

Fall 2013 Process Book

DESIGN SPARKS (GD201)



Process

DEFINE

The intended audience for this poster is college-aged men. I wanted to challenge myself by designing a poster targeted at a younger audience than one would expect for such an event.

DISCOVER

My initial inspiration came from various styles of teaware. However, that resulted in boring visuals so I went in a non-traditional route and found inspiration in pin-up art.

DESIGN

The bold, bright colors and juxtaposition of a sexy image with what is considered a very traditional and almost stuffy old-woman type of event were used as a way to grab the audience's attention.

REFINE

Bringing the name of the event to the center and making the information much smaller and closer together were final touches that created a more appealing poster.

PROJECT Design Sparks

CLASS Visual Communication I



OCTOBER 01 – DECEMBER 31, 2013

CENTENNIAL TEA SERVICE

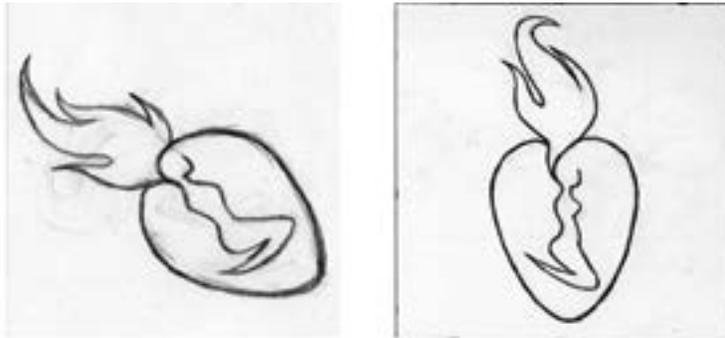
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Wilmington, DE
19801

www.hoteldupont.com/afternoon-tea-en.html

MAKE IT WORK (GD201)



Process

DEFINE

This assignment centered around creating a logo for a restaurant that we felt best reflected our artistic style. I chose a candy shop.

DISCOVER

To create the logo, two unrelated images or objects were combined in an interesting way. I went with the silhouette of a woman and a strawberry.

DESIGN

I ultimately went with a design featuring a kneeling woman whose hair becomes the leaves of the strawberry she is contained in. At this point, we needed to incorporate the name of the restaurant into the logo.

REFINE

To make the logo more cohesive, I edited the type to make the curves in the letterforms match the curves in the leaves of the strawberry. I also decided to change the arrangement of the logo to be horizontal.

PROJECT Make It Work

CLASS Visual Communication I



Chocolat

SIMON SAYS (GD201)



Process

DEFINE

This assignment was to create an 8-panel instructional booklet. The main goal was to tell a sequential narrative by visual means.

DISCOVER

I brainstormed ideas for a subject and ultimately decided to go for a comical take on how to write an essay. I took a relateable subject and reduced it down to ridiculous, amusing steps.

DESIGN

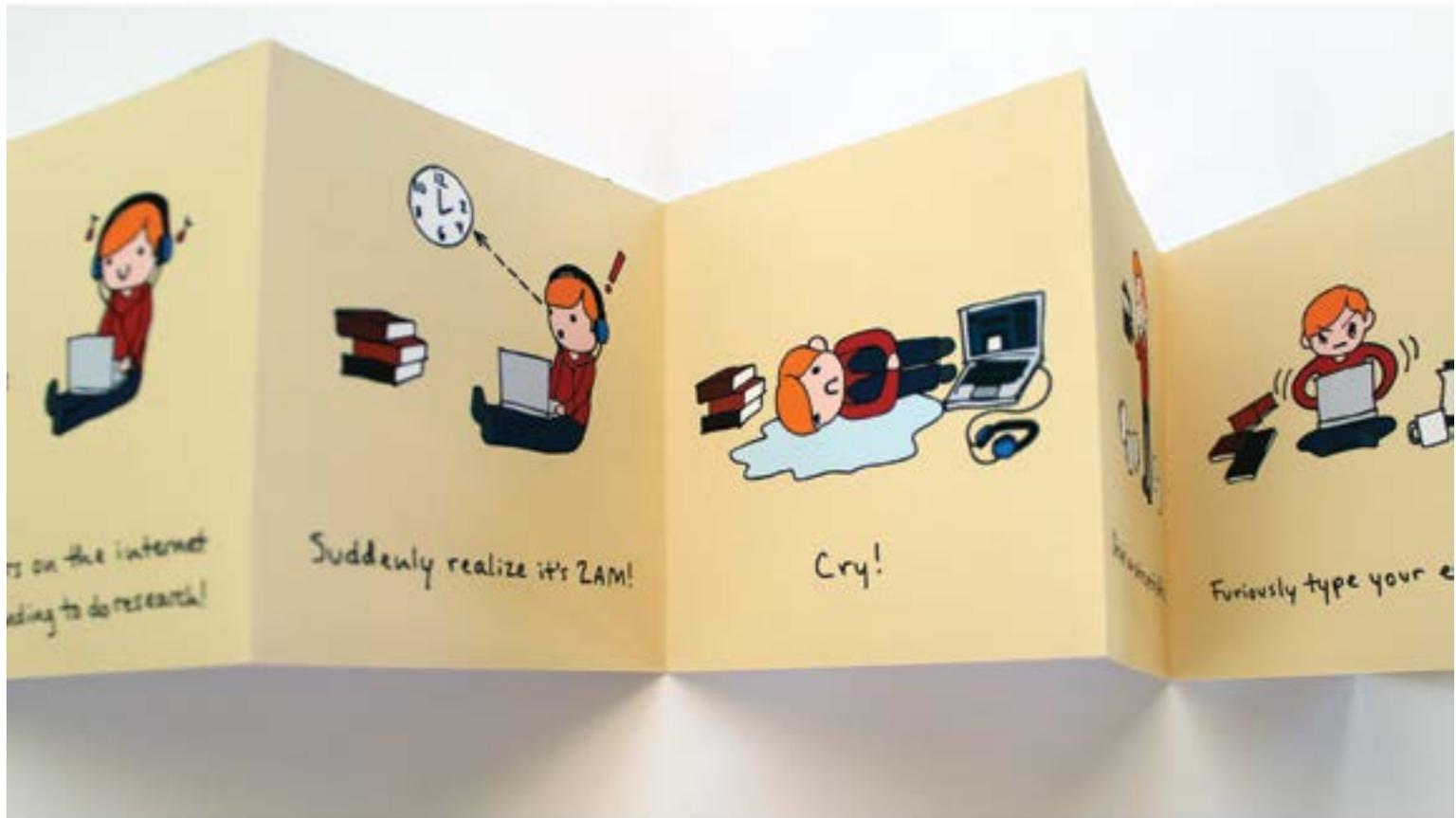
I went with a very simple and cartoon-like style to match the overall concept. The text is handwritten to also go with the simple and cartoony style. The colors are also very simple and flat.

REFINE

I had to re-write the text since the initial ones were too thick and did not match with the linework of the images. Creating the actual booklet took a lot of effort, but presented no difficult problems.

PROJECT Simon Says

CLASS Visual Communication I



NEW YORKER COVER (IL104)



Process

DEFINE

For this assignment, we were to create a cover for the New Yorker magazine. It had to relate to Thanksgiving as well as a current social or political event, all while being humorous.

DISCOVER

I wanted to create a cover relating to the legalization and decriminalization of marijuana, coupled with a traditional Thanksgiving image.

DESIGN

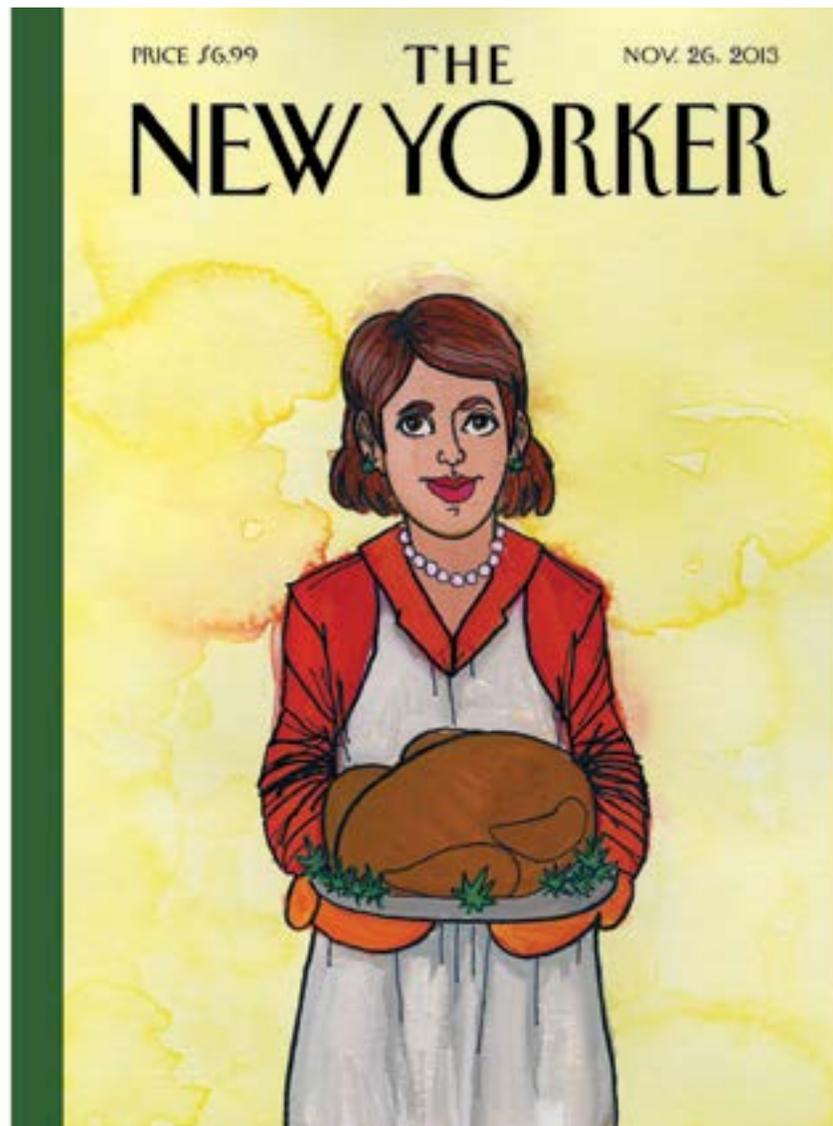
I went with a design featuring a stereotypical housewife holding a turkey garnished with pot leaves, painted in watercolor and gouache with ink. My goal was to create a subtle humorous statement by combining traditional ideals with the reality of current legislation on drugs.

REFINE

The most difficult aspect of this project was painstakingly tracing the New Yorker heading to make a vector image.

PROJECT New Yorker Cover

CLASS Illustration I



LETTER RECOGNITION (IL104)



Process

DEFINE

We were each given a letter of the alphabet. Using that letter, we needed to create an image featuring that letter and an animal whose name starts with that letter to make an image for letter recognition for children.

DISCOVER

I was given the letter U, so I went with a unicorn. Mythical creatures were allowed for the purpose of this assignment.

DESIGN

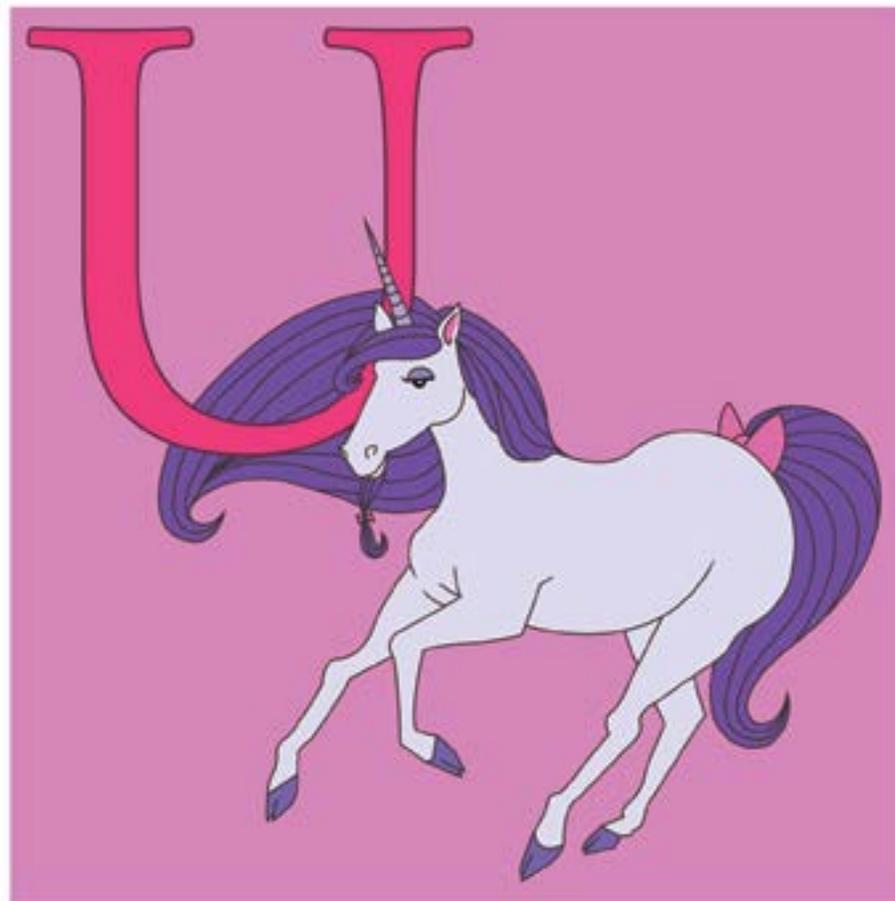
I used bright colors and clean lines to make the image appeal to kids. I used Garamond since classical typefaces are typically used in helping children differentiate between and recognize letters.

REFINE

At the insistence of my instructor, the unicorn has a beard since they are traditionally based on goats. I think it looks funny, but I do not think kids associate unicorns with goats.

PROJECT Letter Recognition

CLASS Illustration I



ZODIAC SIGN (IL205)



Process

DEFINE

This assignment was to create a block print from a linoleum carving of our zodiac signs. The sigil also needed to be included in the design.

DISCOVER

My zodiac sign is Taurus, the bull. My original design was of an actual, but my instructor suggested it should be more masculine, despite the fact that it had very prominent testicles. I decided to make it into more of a minotaur to emphasize the masculinity of its body.

DESIGN

I wanted to make something very linear. I had to carefully consider the negative space when carving.

REFINE

I made several ink prints on rice paper, to varying degrees of success. Presented is the best of the prints I created.

PROJECT Zodiac Sign

CLASS Media and Methods



CALLIGRAPHY (GD223)



Process

DEFINE

For this assignment, we needed to take a piece of calligraphy we did and digitally make a poster. We were also required to include body text relating to the word we used.

DISCOVER

The process began with using ink or watered-down acrylic paint to loosely and freely write words in a calligraphic manner. After a great deal of experimenting, my work evolved into the word capsule.

DESIGN

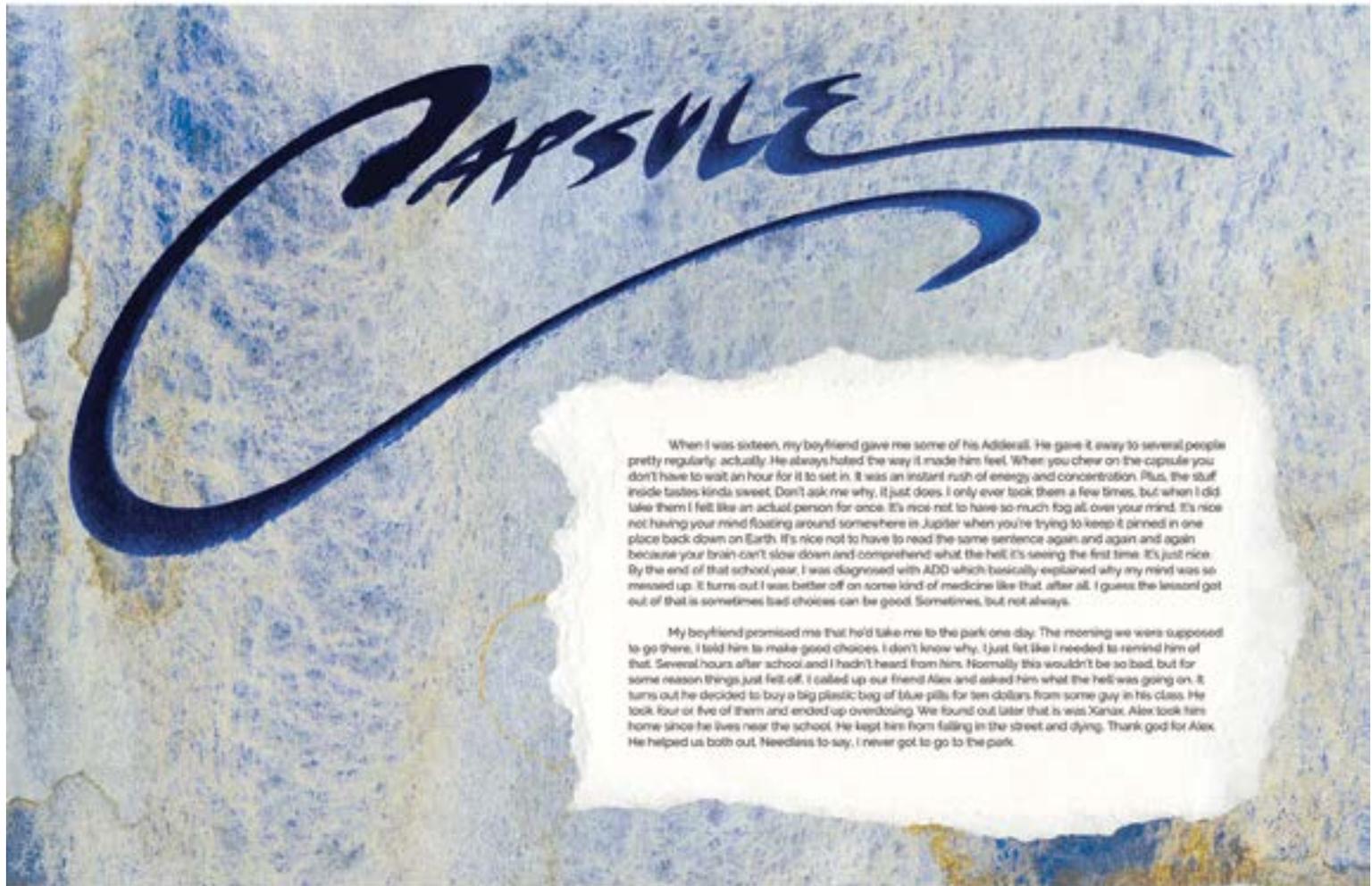
After deciding on which version of the word to use, I rearranged the positioning of the letters in Photoshop and used scanned portions of my watercolor work in the background.

REFINE

The most difficult part of the assignment was writing the copy to relate to the word. I drew from my own life experiences when writing the text.

PROJECT Calligraphy

CLASS Typography I





SHELBY STIERHOFF

My name is Shelby. I'm from Baltimore. My brain bounces all over the place. I've been in art school since 6th grade so I've gotten used to the stress and curved spines that come along with it. I like drawing erotica but I can't be like "Hello world, let me share my nude figures with you." Maybe I'll end up like Shel Silverstein and spend 40 years drawing cartoons for Playboy but also creating beloved children's books. I don't think that's something you can get away with nowadays, though.

<http://snstierhoff.wordpress.com/>

[INSIDE BACK COVER]

[BACK COVER]