



Business System Development

by Jennifer Yurko

Business System Development

Jennifer Yurko

GRA 322
Technology for Design II

Graphic Design Program
Arizona State University

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Business Card Development

Starting with one typeface, size and weight and experimenting with various compositions. Weight and scale are used to emphasize key information and establish a hierarchy, creating balance

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Business Card Development

More experimentation with scale and weight while exploring multiple column layouts, using hierarchy and alignment to help further emphasize key information to create a balance

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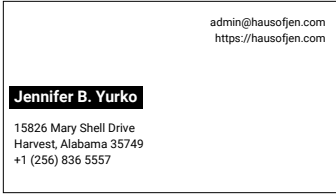
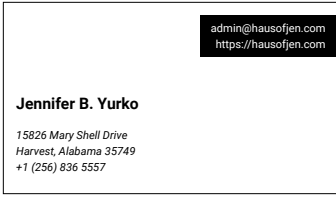
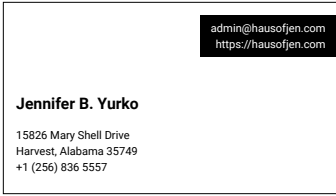
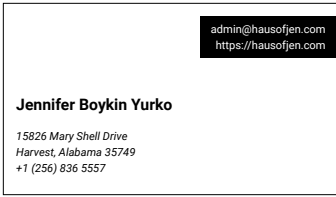
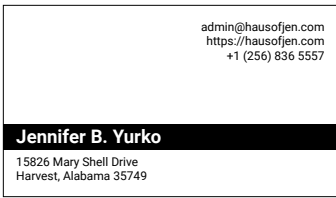
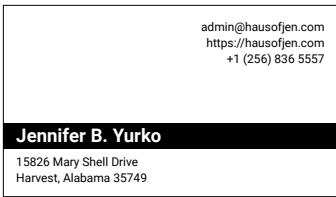
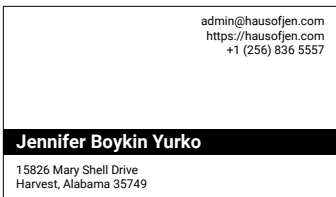
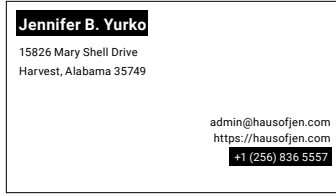
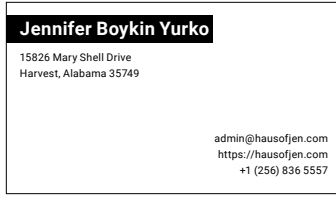
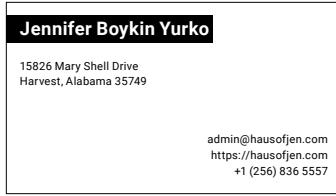
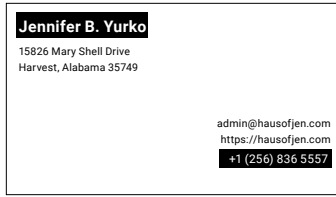
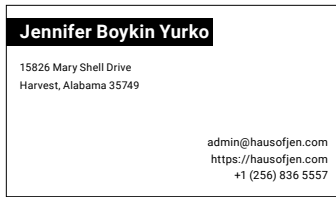
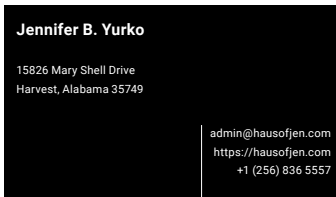
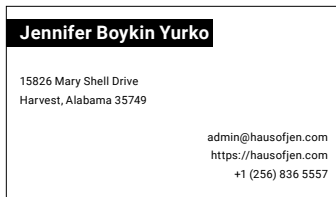
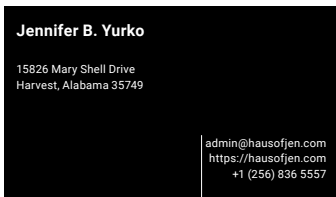
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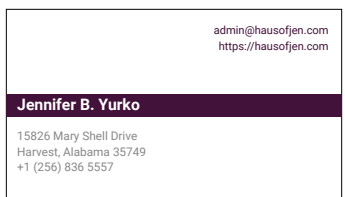
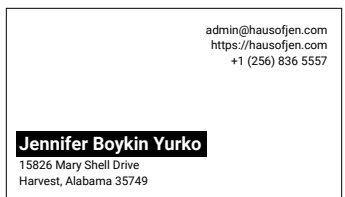
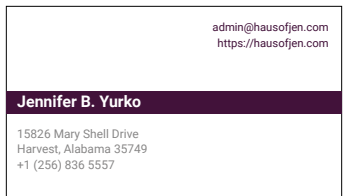
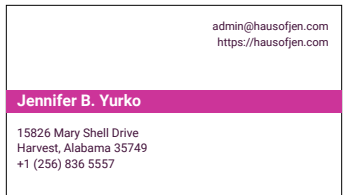
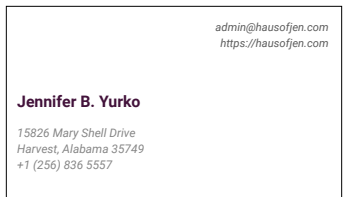
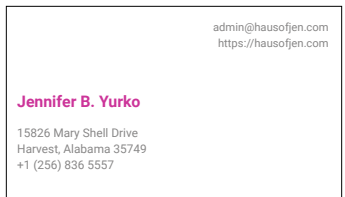
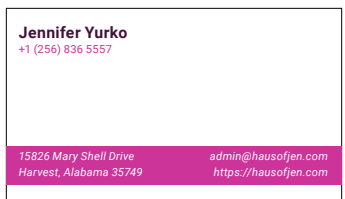
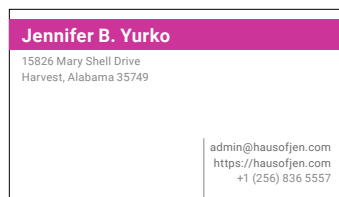
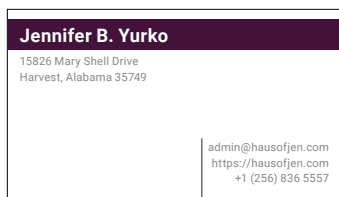
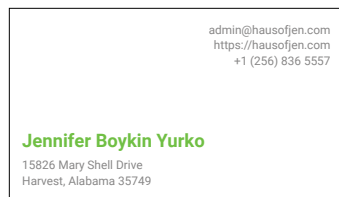
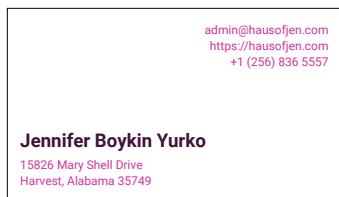
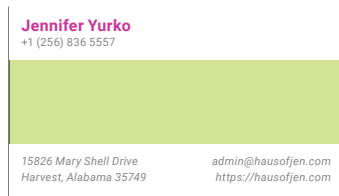
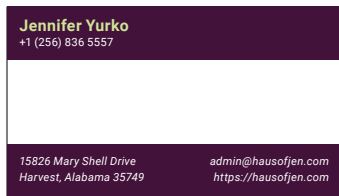
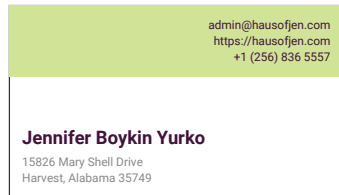
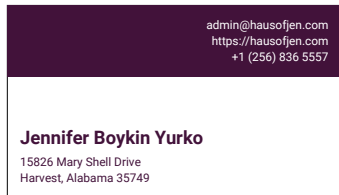
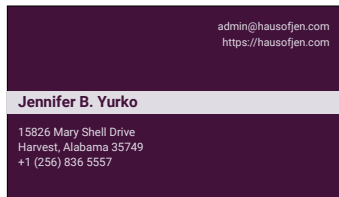
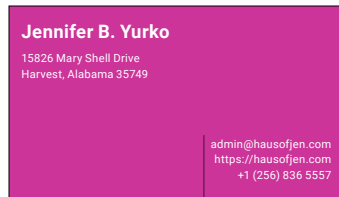
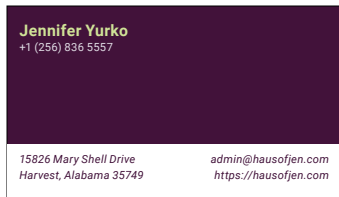
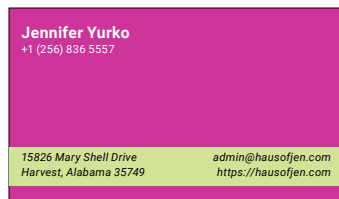
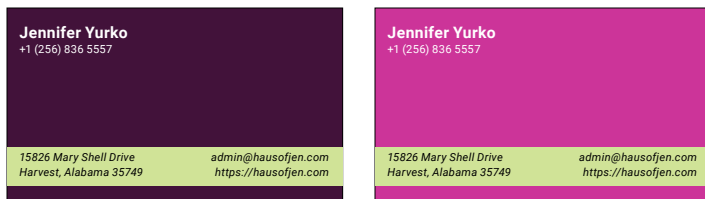
Business Card Development

The addition of functional lines to further explore hierarchy and alignment in order to better establish emphasis on key information while maintaining balance in each compositional layout



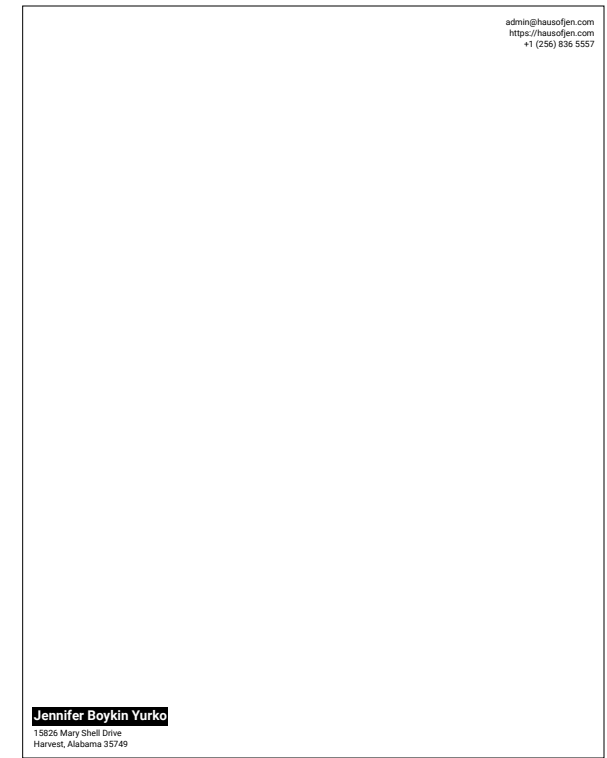
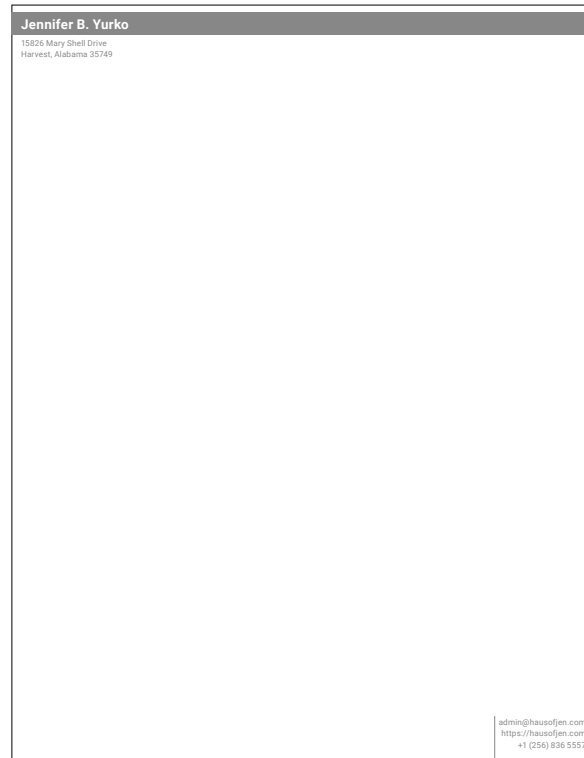
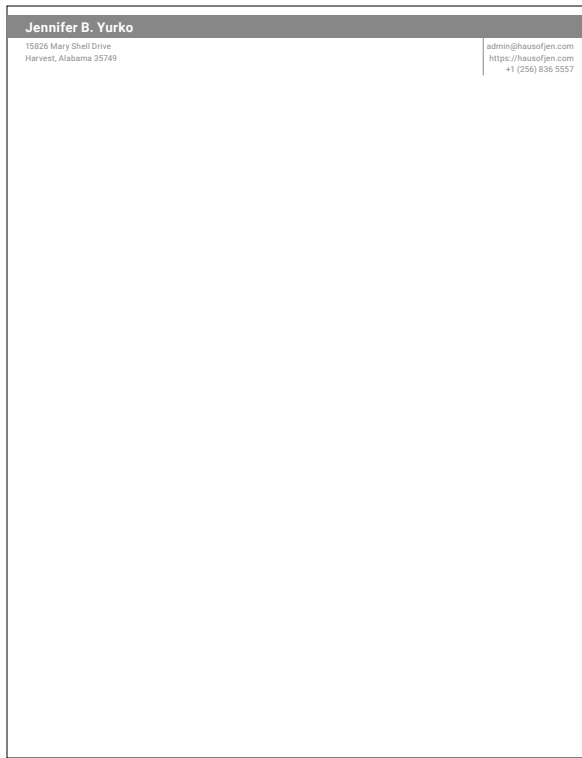
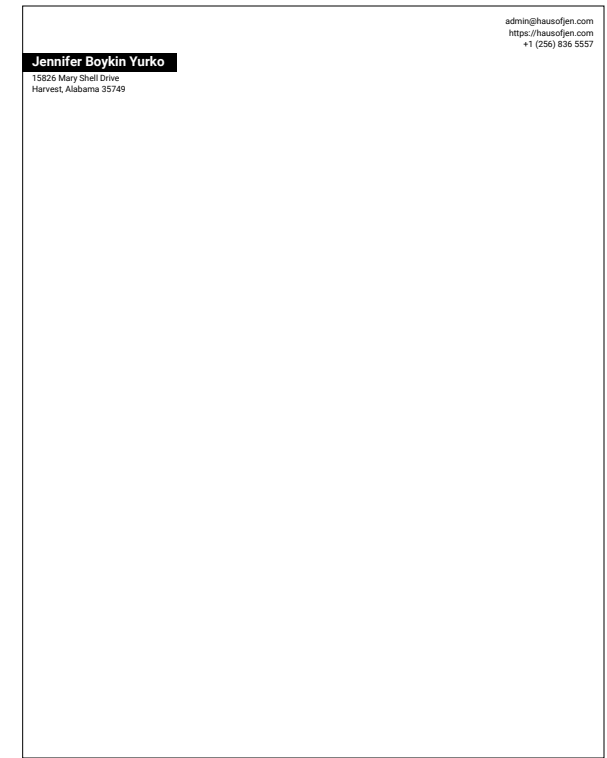
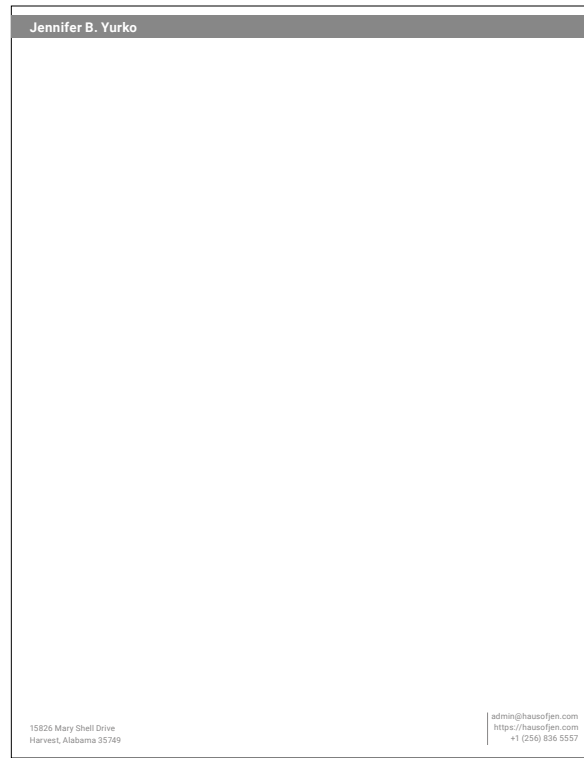
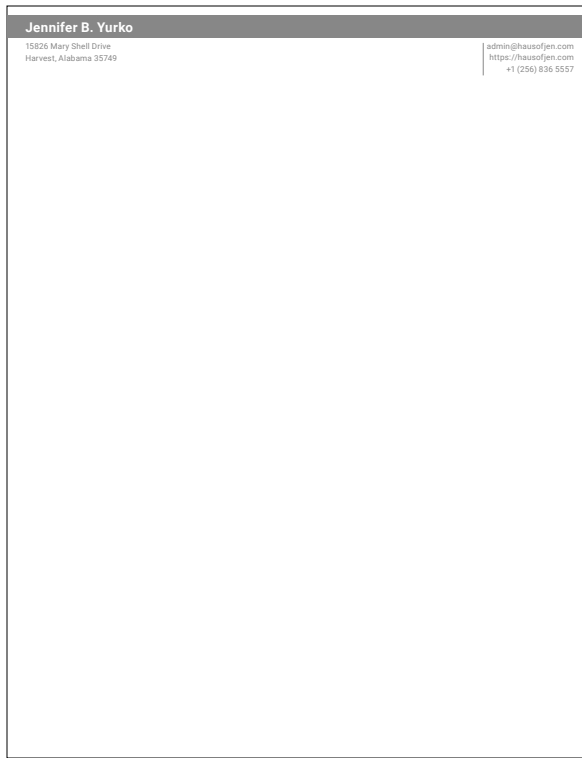
Business Card Development

The addition of black and white fields in order to further explore contrast and aid in to emphasizing key information while maintaining balance, hierarchy, and alignment in the compositions



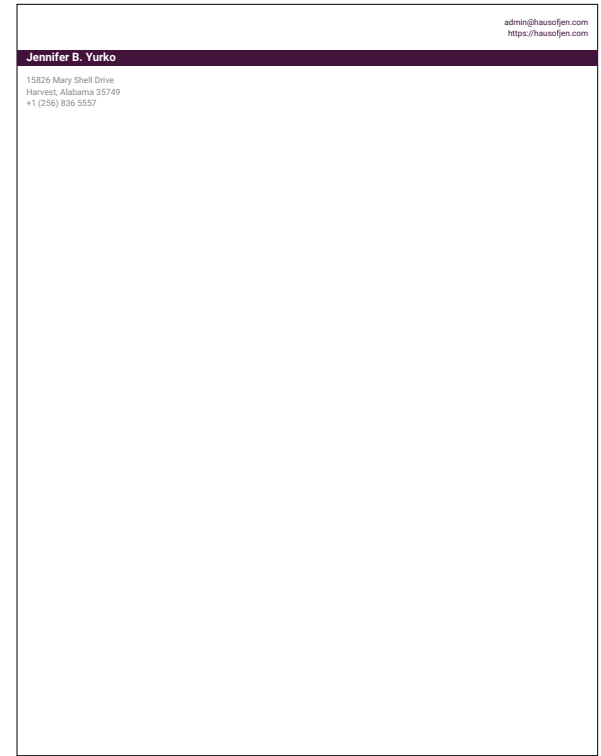
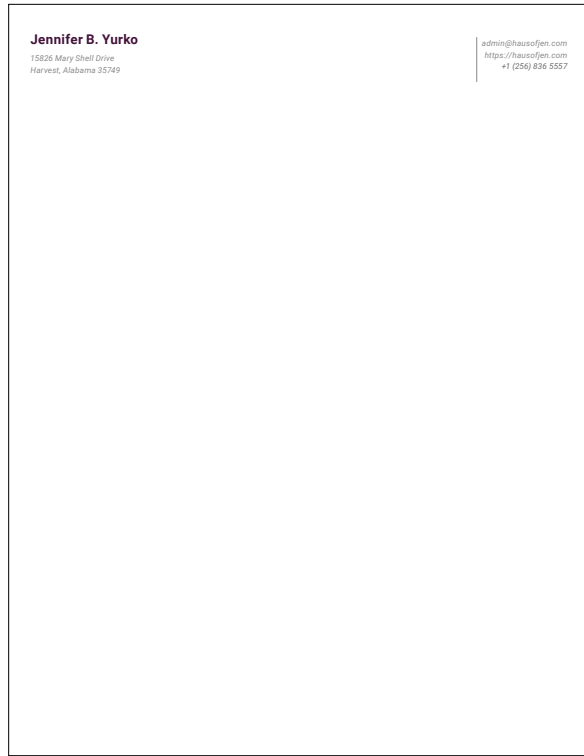
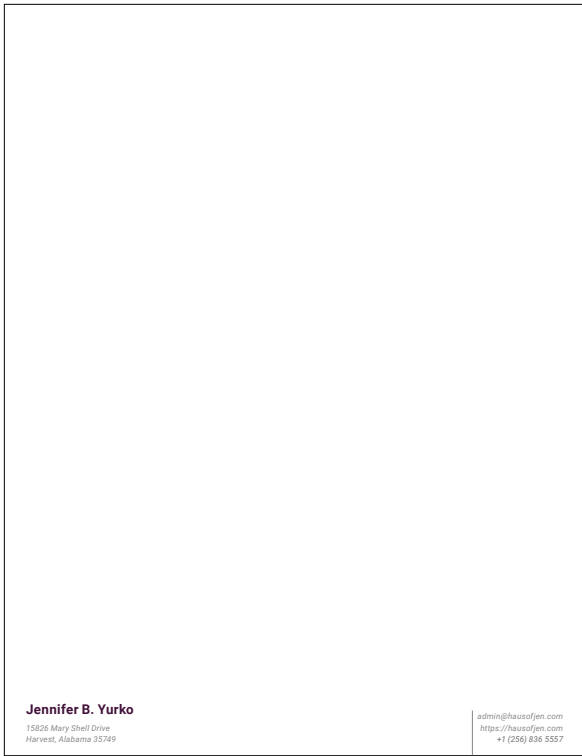
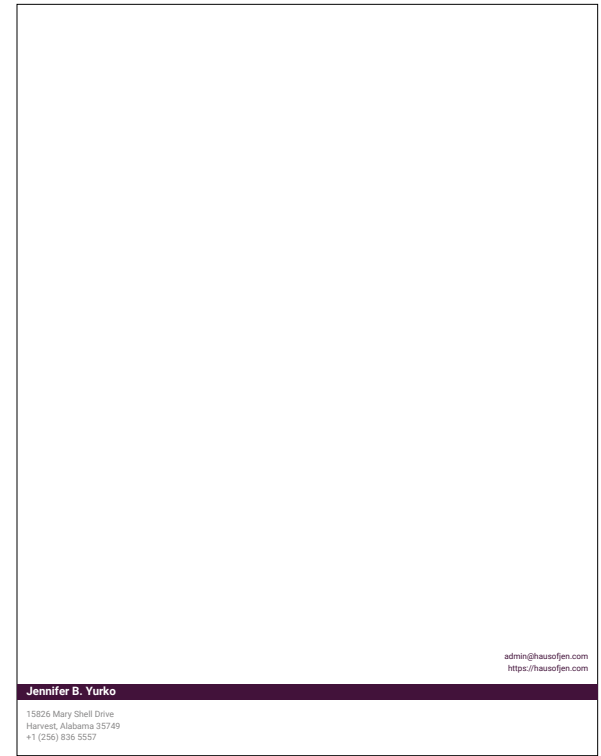
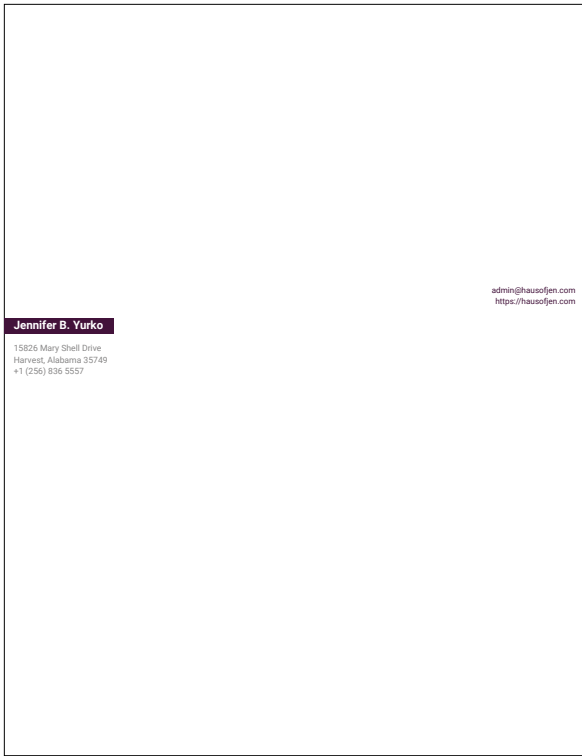
Business Card Development

An experimentation in color in an effort to achieve emphasis on key information. The compositions were based on previous steps that used gray scale and black and white blocking



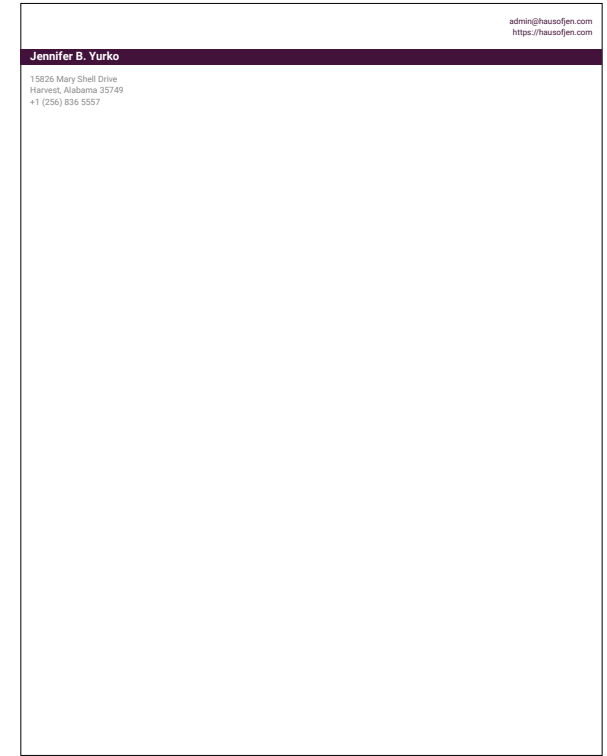
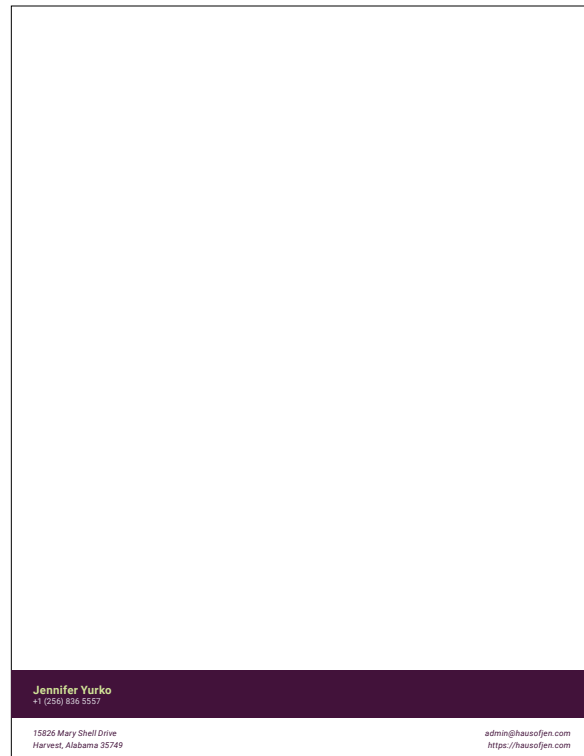
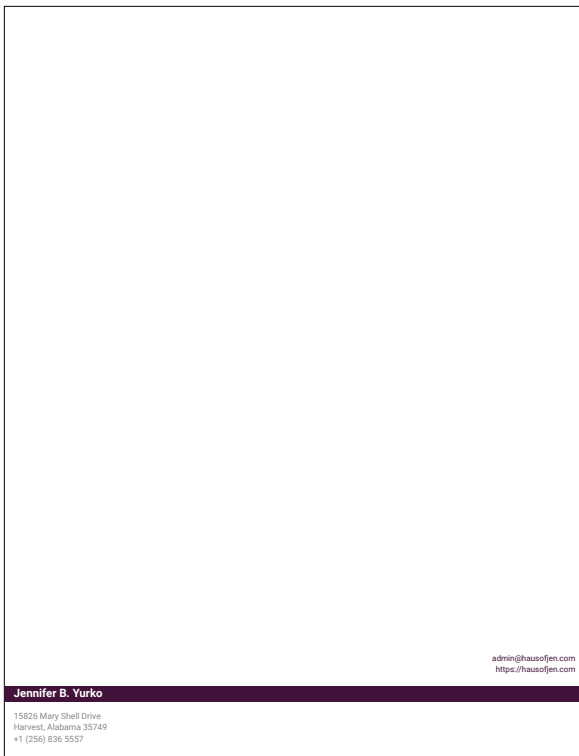
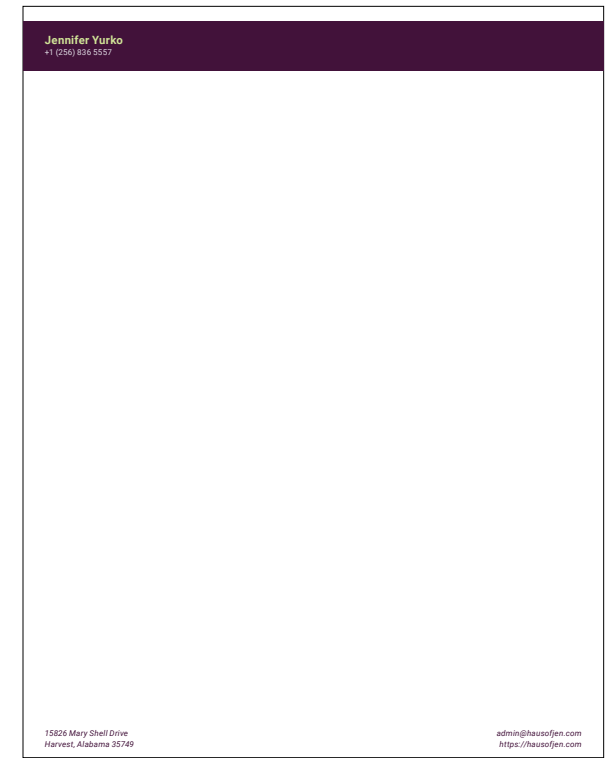
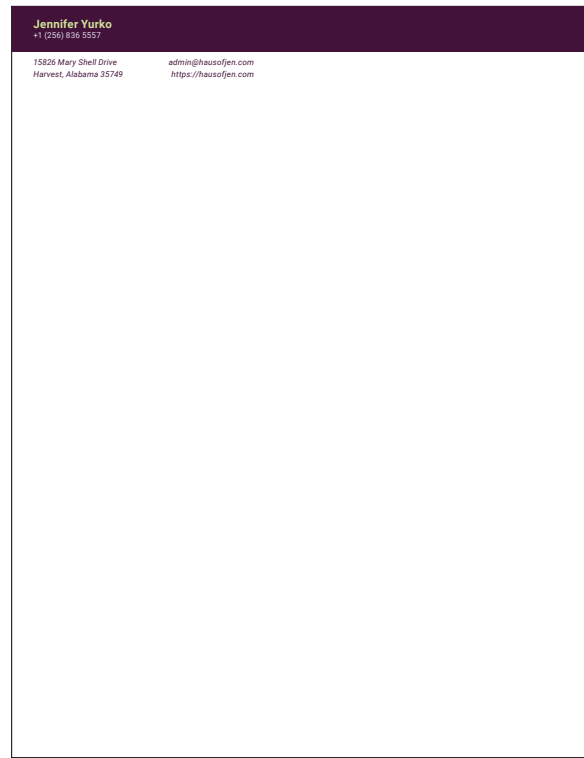
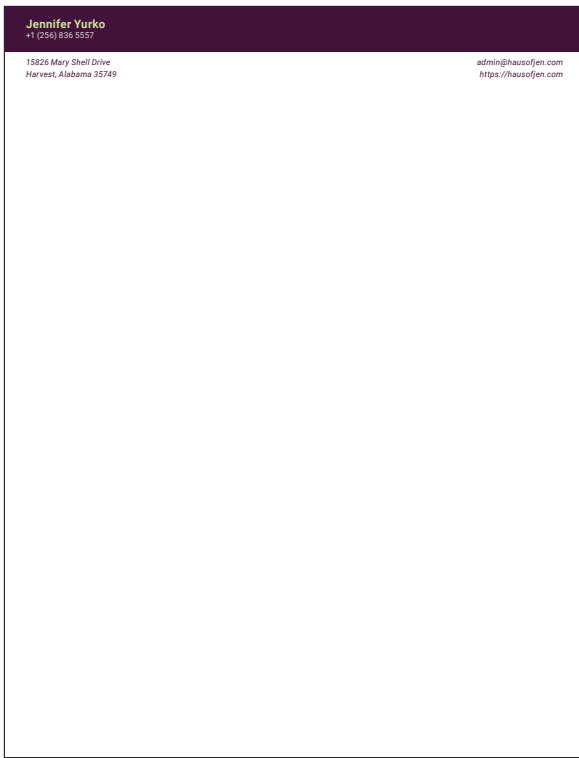
Letterhead Development

An exploration based on the gray scale and black and white versions of the business cards, using hierarchy and alignment for balance and cohesiveness throughout the system



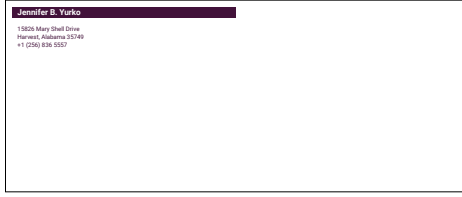
Letterhead Development

A continued exploration in design using colors from the chosen business card composition while maintaining hierarchy, balance, and continuity across the business system



Letterhead Development

Further exploration with color while continuing to experiment with alignment and hierarchy in order to emphasize key information on the letterhead while maintaining continuity across the system



Envelope Development

An exploration of various compositions from the previous steps, adding a rounded rectangle in an effort to convey a slightly more interesting composition, while maintaining hierarchy and balance



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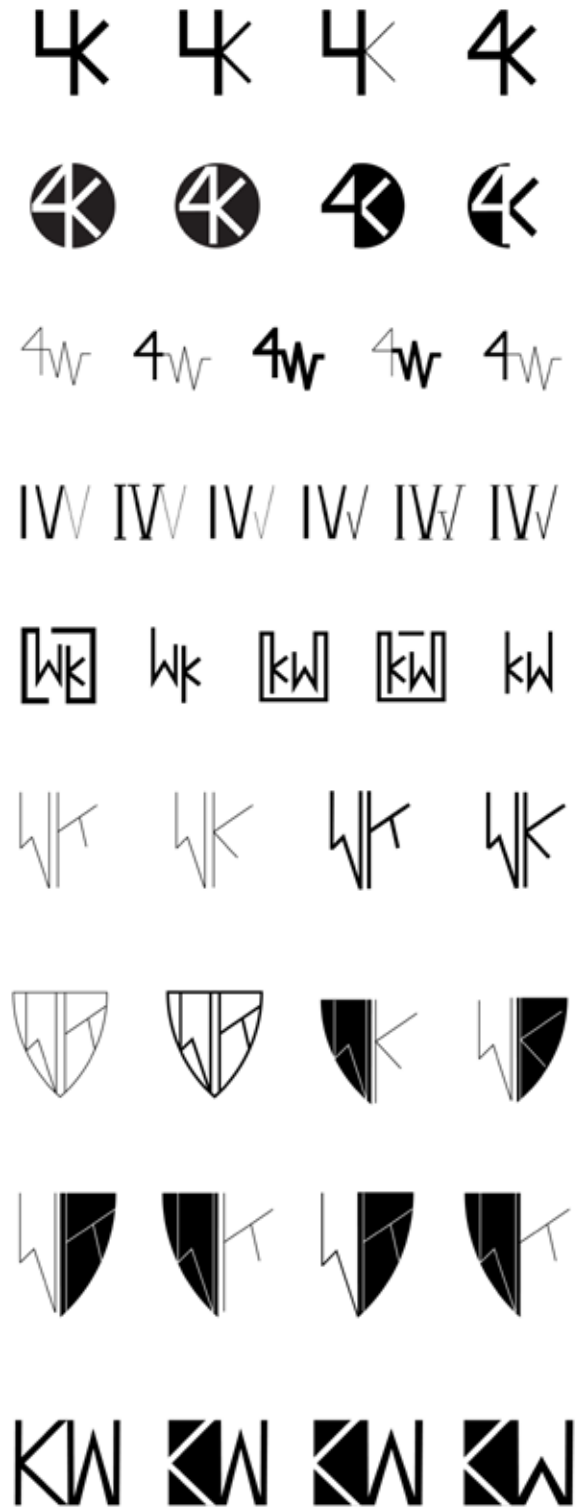
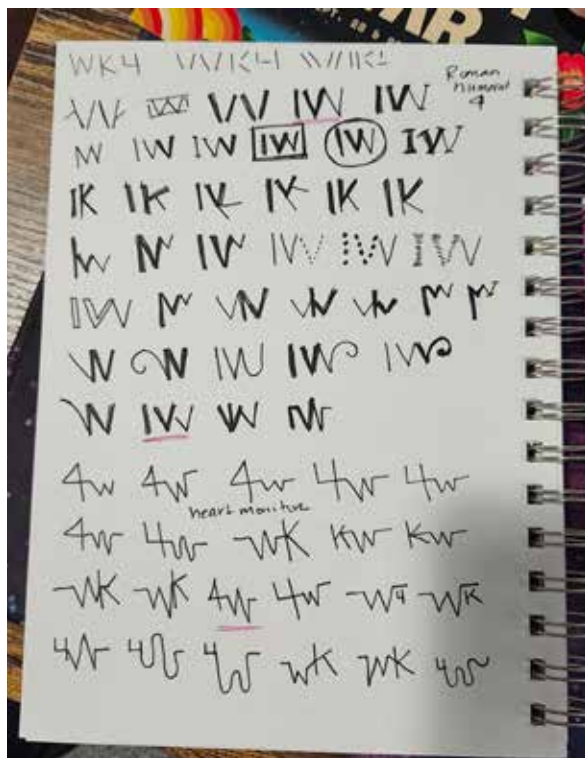
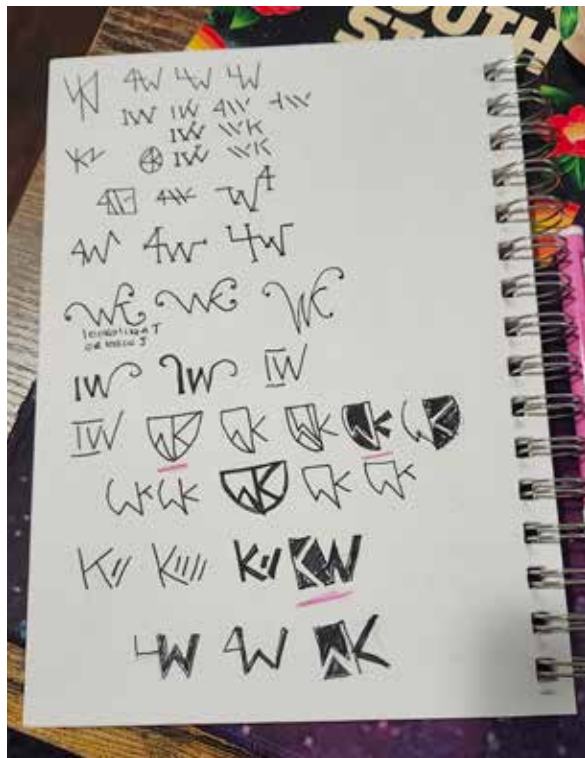
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Final Business System

This final business system was chosen after extensive explorations and provides cohesiveness across the business system while maintaining hierarchy, emphasis, and balance



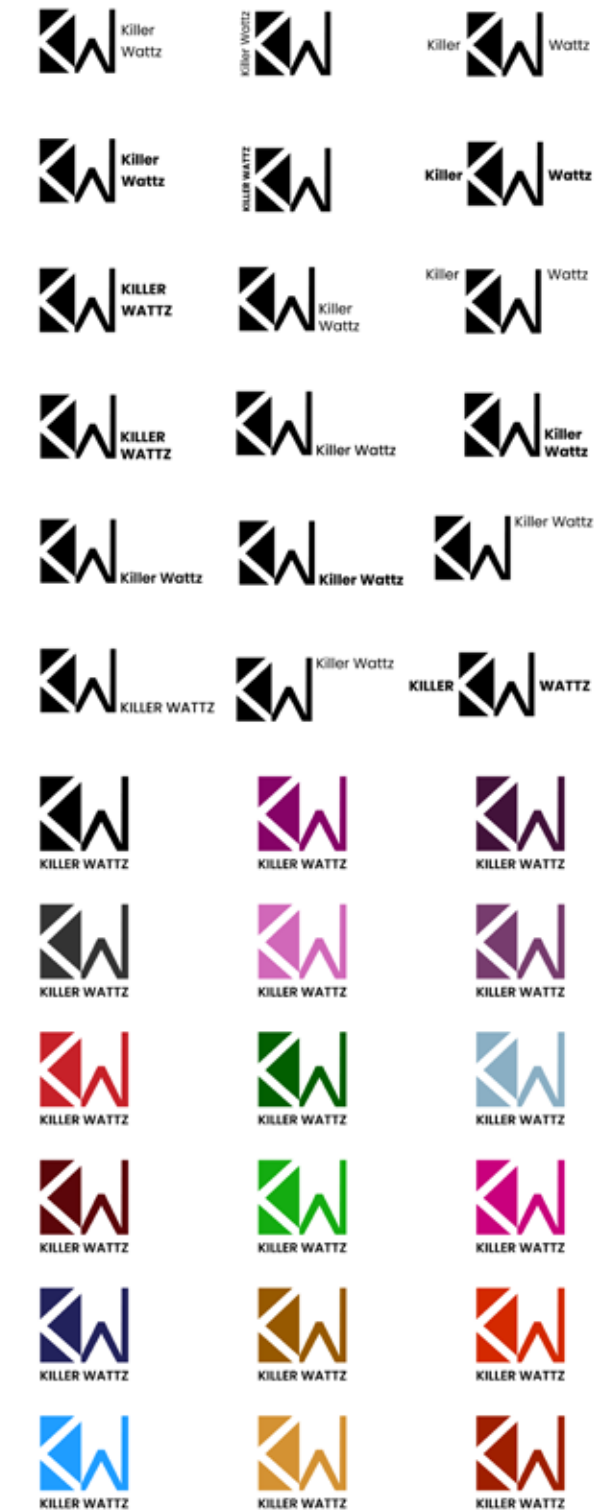
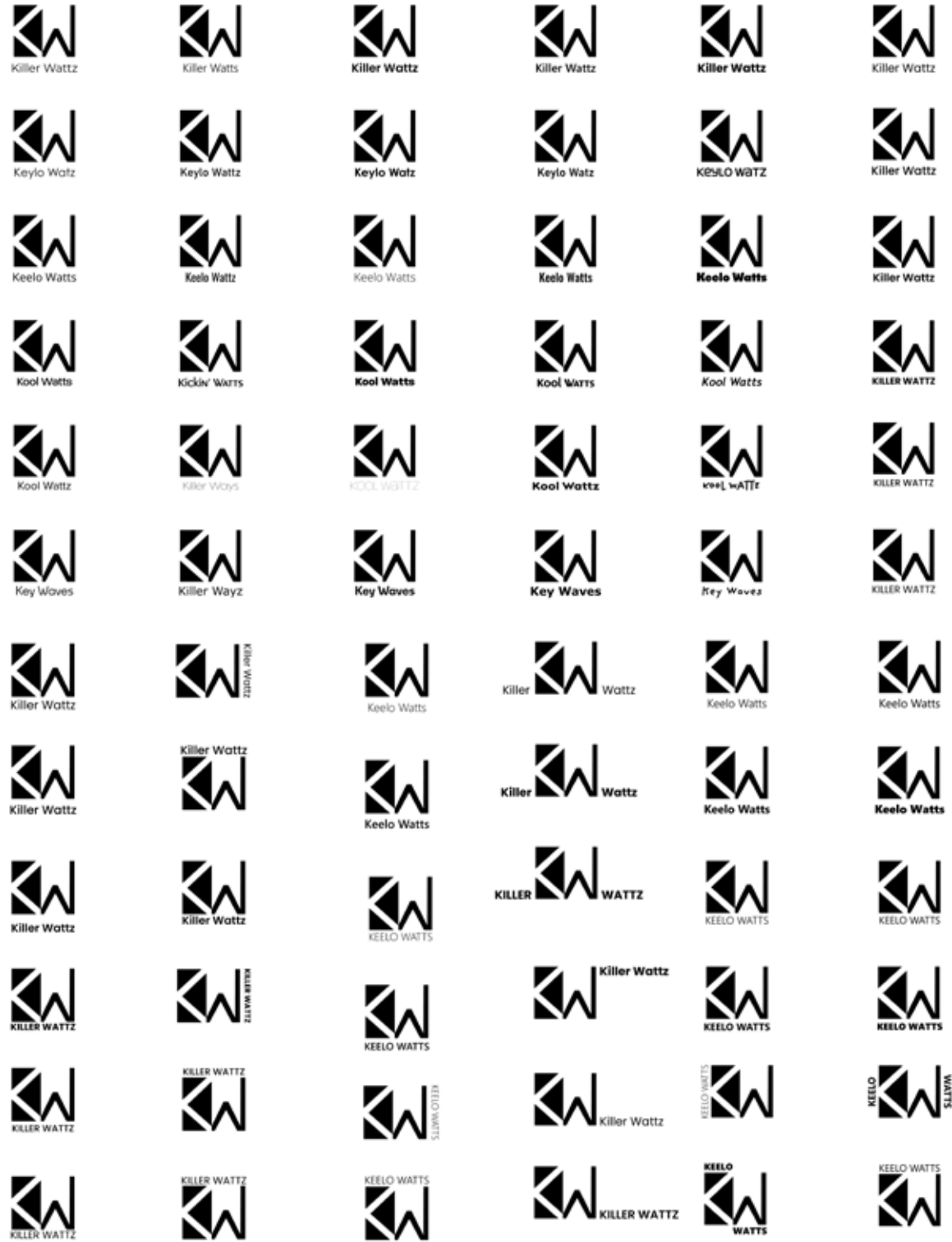
Signature Development

Given the characters K, W, and 4, dozens of possible signature marks were hand sketched on to paper and select marks were translated into Adobe Illustrator for further exploration



Signature Development

After choosing the most interesting and unique composition from the previous step, small adjustments and refinements were made to create a more precise, representative mark



Signature Development

Experimenting with different business names based on the characters chosen. Color, placement, typeface weight and size, and alignment were taken into consideration in this process



Poppins Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890



Poppins Semibold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Signature Development

After a deep dive into several similar companies and an extensive and thorough exploration with typeface weights and size and company colors, this is the final signature and slogan





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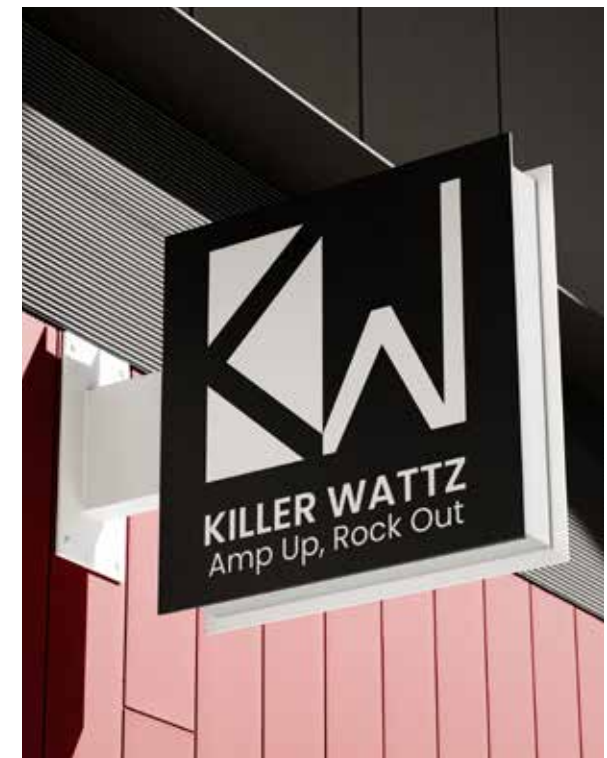


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Deliverables

It is important to see the signature in various deliverables, including stationery, signs, and other places the signature might appear to ensure that it looks like a well thought out design



