

MODULE.01

CREATIVE DOSSIER

for the modern memory keeper



WILSON
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Studio.12: A syllabus designed for the modern memory keeper

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EVERY GREAT DESIGN
BEGINS WITH AN EVEN
BETTER STORY

DESIGN GUIDE

a set of particular colour harmonies, typesfaces, compositional styles, that carry with them principles and techniques

INTRO: *Some things to consider*

Personal Design: When it comes to your memory keeping style, do you feel like you have lots of interests and ideas but do not know what to focus on? Do you feel like your style is all over the place? Or do you feel pulled around by design trends that comes along? Learning how to choose or knowing your design style makes creating your pages and albums so much easier. *Cultivating your style [Creative Footprint], whether it is in your favourite colour palette, your spacial sense, or your taste in patterns or font pairings, is a gradual process. But it is definitely worth taking the time to find your CREATIVE FOOTPRINT [memory keeping style] before you start making purchasing decisions regarding the aesthetics of your memory keepsakes.



Cultivating Your Style*: Learning how to choose a design style that matches your personality and storytelling style allows you to create and document with confidence. You do not need to limit yourself to one look, it is important to discover what you love, so you are not overwhelmed by choices. Our narratives [visual or written stories] usually reflect who we are, and how we live. When you understand your style, the framework, formats and other elements to creating a page or album, begin to fall into place with greater ease. Keep in mind your style will likely evolve with time, as you discover new sources of interest or your tastes shift, give yourself permission to evolve or change your mind- cultivating your personal aesthetic isn't always a clear process with immediately great outcomes. I have found my style by refining what I love over time. What matters is that your style choice feels good and true to you. Most of us grow into our style, I know I have. Ok lets chat...

DESIGN STYLES

for the modern memory keeper

WHAT IS YOUR STYLE?: *A starting point*

What is your design style: It's one of those questions that we all navigate as memory keepers. A great starting point for designing your documenting projects is to understand which style you gravitate to. Here is a bit about each of the styles and how they differ from one another. [considering how colour, form, space, pattern, typography/fonts all relate in these categories]. 1. Modern 2. Contemporary 3. Minimalist 4. Traditional 5. Transitional.

01. Modern: Modern is a broad design term that typically refers to a project [page] with clean lines, crisp fonts, directional spacing, and a simple colour palette. Modern design employs a sense of simplicity in every element, including typography- having fewer font pairings. Words commonly used to describe modern style is understated and simple, and there is not a lot of clutter or embellishments involved with a modern style. Think squared graphics and fonts.

02. Contemporary: Modern and contemporary are two styles frequently used interchangeably. Contemporary is different from modern because its adherence is less to one particular style. For example, contemporary style may include no directional spacing with typography and shapes, whereas modern design adheres to directional spacing and clean lines. The contemporary colour palette makes good use of complementary colours with and a “mix and match” pairing, same formula for fonts. Think classic, in the moment trends, warm colour pallets, non-fussy prints or patterns, complementary graphics, elements and colour. Think luxurious simplicity. Your page will have a minimal approach but with decorative embellishments.

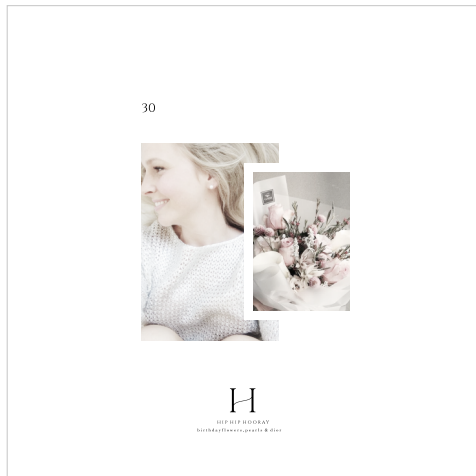
03. Minimalist: The minimalist concept takes notions of modern design and simplifies them further. Colour palettes are neutral and muted; pages are simple and streamlined, and nothing is excessive or flamboyant in typography/fonts, patterns, or embellishments. Think bare essentials, no fuss clean elegance. Minimalism is ultimately defined by a sense of simplicity, refinement, functionality, clean lines, and white space, 1-3 font pairings. The main mantra of minimalist is simplicity through and through. Keep it spare, tone colour down, pare every aspect back, and live by a “less is more” and “everything needs a place and a reason” approach. I think of it as bare bones beauty on a page. Think clean, modern lines, a tight edit, a concise colour palette, and pared down graphics.

04. Traditional: Traditional design style offers classic details, sumptuous fonts, and an abundance of patterns and print designed cards, papers, and embellishments. Traditional pages often feature rich colour palettes, and a variety of layers. Pages will have elaborate and ornate details which may include a variety of patterns and scripted fonts. There is depth, layering and dimensionality within most traditional designs/pages.

05. Transitional: Transitional is a very popular style because it borrows from both traditional and modern design to facilitate a space that is not “too much,” in terms of one style or another. There is a sense of balance that is appealing and unexpected. A transitional design may incorporate modern style simplicity, and then unite them with a layer of designs/patterns. Transitional design also includes relatively neutral colour palettes, creating a calming and relaxed space that manages to feel sleek.

DESIGN STYLES

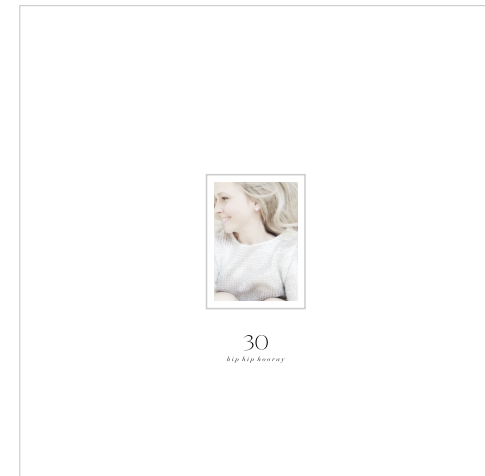
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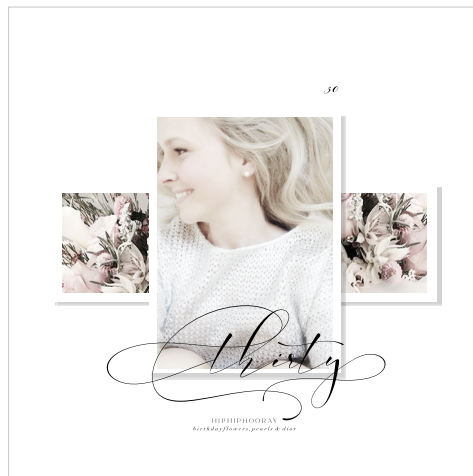
MODERN



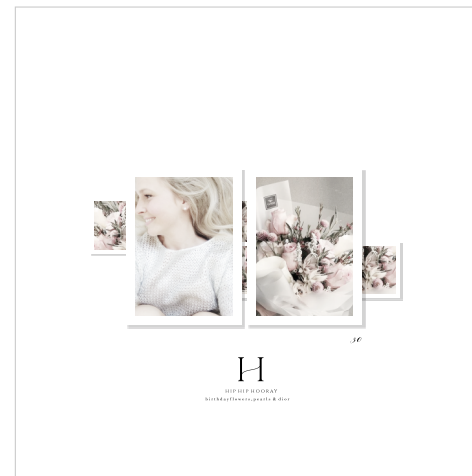
CONTEMPORARY



MINIMALIST



TRADITIONAL



TRANSITIONAL

DESIGN FUNDMENTALS

for the modern memory keeper

DESIGN STYLE: *Design V Style*

What is the difference: The terms design and style can both be either verb or noun, making each something we can do as well as something we can have. Design is a plan (with more or less detail) for the structure, functionality, and or process building or system while style is more concerned with the aesthetic value. Style is part of the design process. Once you have designed the functionality of your page, you can then work on combining the design elements* and principles** to curate a project piece Design + Style+ Your Creative Footprint.

[*Design elements: *shape, colour, space, form, line, value, and texture.* **Design principles: *contrast, balance, emphasis, proportion, hierarchy, repetition, rhythm, pattern, white space, movement, variety, and unity.*]

ELEMENTS OF DESIGN: *reference guide*



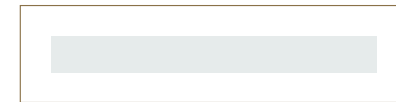
SHAPE

Height+width=shape
Geometric shapes: triangles, squares, circles
natural shapes: plants, animals, people
abstract shapes: icons, graphic representation.



COLOUR

Colour is used to generate emotions, define importance, create visual interest. There are various colour types and relationships: primary to monochromatic.



SPACE

Space is the area around or in between elements. It can be used to separate or group information. Use correctly it can give the eye rest: defines importance



VALUE

Value is how light or dark an area looks. The gradient shown above visualizes value- from light to dark. Use value to create depth and light : to create pattern, to lead the eye or to emphasize.



SIZE

Size is how large or small something is. Use size to define interest, importance, create visual interest, attract attention...
Form is a three dimensional element and encloses space, form has length, width and depth. Forms are either geometric or free form.

FORM



LINE & TEXTURE

A line is a mark between two points, straight, curved, and more. Lines have a range of purposes; stressing a phrase, connecting content, creating patterns. Texture is used to represent how an object appears or feels, adds visual interest and depth.

DESIGN FUNDMENTALS

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DESIGN PRINCIPLES *Overview*

The basic elements and principles of design are individual building blocks from which the entire composition of a page is shaped. A different combination of elements and well placed accents provide the originality and uniqueness of the design and end project.

The principles of design can be thought of as what we do the elements of design. How we apply the principles of designs determines the aesthetics and feel of the completed project. These are a few principles of design; Alignment, Balance, Rhythm & Movement, Emphasis, Scale and Proportion, contrast, repetition, and unity.

PRINCIPLES OF DESIGN: *reference guide*



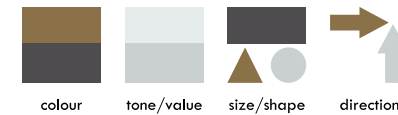
BALANCE & ALIGNMENT

Balance is visual weight. [symmetrical, radical, asymmetrical.] Balance is used to create stability or equilibrium. Alignment is when every element visually connects, creating a form of cohesiveness.



RHYTHM & MOVEMENT

Rhythm is the way your eye moves throughout a design. This is often created by the repetition of visual movement of the elements: colours, shapes, values, forms, spaces... Movement is the act of changing place, direction, orientation.



CONTRAST

Contrast is when unique elements in a design stand apart from one another. Contrast is used to generate impact, highlight importance, and create visual interest and dynamics.



SCALE & PROPORTION

Scale and Proportion are design elements that deal with size. Scale is the size of an object in relation to other objects. Proportion refers to the size of the parts of an object in relation to other parts of the object.



EMPHASIS

Emphasis is a strategy that draws the viewers attention to a specific design element. It is created by size, weight, position, colour, shape, and style. It is the dominate element. Repetition is using the same elements throughout a design. It creates a particular style, breeds cohesiveness, creates emphasis, hierarchy structure.

REPETITION



UNITY & WHITE SPACE

Unity is the cohesive linking of various elements in a design. White space also known as negative space, is the empty space around the content and functional elements of a page. Using whites space improves focus and balance, establishes hierarchy.

THREE "P" FORMULA

start with the general information then drill down to specifics'

INTRODUCTION: *A simple formula for curating creative stories*

PLAN POLISH PRINT

OBJECTIVE

For the Modern Memory Keeper, successfully documenting and curating your living memories into a completed project requires a mindful and intentional approach to realize your vision. Taking an idea to action requires an effective, manageable plan. The three "P's" process formula considers how to functionally bring all things together, for you to confidently be the architect of your creative footprint and the author of your living memories. A story is a collection of visual and written narratives that reflect the events and lives of people annually. Having an actionable plan of how you will capture and curate those narratives is a good starting point.

01. Plan:

A plan helps define what you want people to feel after viewing your narratives.

- Planning helps you curate the form and function of your project, the essentials required to meet your vision.
- Planning gives structure to organizing thoughts, communicating ideas and coordinates a lot of small but important details. Establishing clarity on the design style and elements being used; like photo editing, typography [fonts, size, paring, colour, kerning].
- A successful plan helps you collect and curate your narratives and acts as a catalyst to action your creative footprint.

02. Polish:

Polish-is the process where you action your creative footprint, how you will communicate and coordinate the small details to your audience, it is the catalyst that puts your creative footprint into action. This step is the collaboration of style, technology and products, the curating process where visuals and written narratives are edited, styled and proofed, sketching out how each page sequence will unfold and look in the completed project.

03. Polish:

Once the planning and polishing process is completed, you are ready to print. Printing your narratives means putting them into the hand of those that matter most. Once printed you'll have a living memory, which increases with value over time.



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

PAGE MAPS

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PLAN: "A detailed proposal for doing or achieving something." Oxford dictionary

DEFINITION

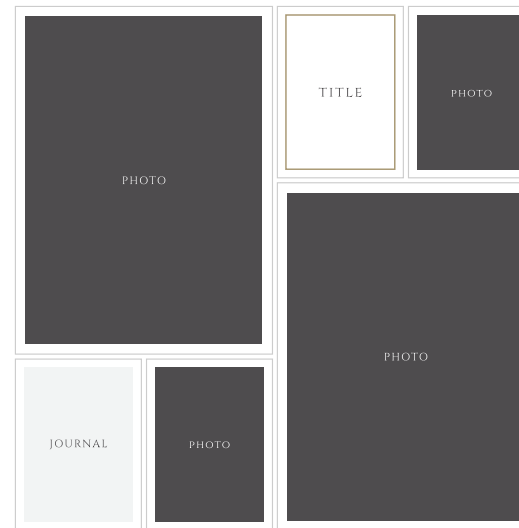
Page maps are a design template that provides guidance in helping to simplify the creative vision and process of projects. Page Map template save time by simplifying the design process. They also help to ensure consistency of layouts and are reusable. They are a good solution when you need to batch, produce projects quickly, and they ensure a manageable plan is in place to complete a project.



6 x 8



9 x 12



12 x 12



SAMPLE: 12 x 12 page

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