



Lan Ly

BA Senior Project **DSGN 197**

Spring 2014 . SJSU skills and knowledge.

challenges SEA CHANGE DESIGN PROCESS

Building awareness

CONSCIOUS PLANNING

meaningful acts **how to design intentions**

Discovering the relationship between design and human experience

design thinking

purpose

passion

hummanity

nature

TABLE OF CONTENTS



SEA CHANGE DESIGN PROCESS. p3 - p5

1



BUILDING AWARENESS. p7 - p13

- notes, thumbnails, concepts
- final design
- analysis

2



DISCOVERING THE RELATIONSHIP BETWEEN
DESIGN AND HUMAN EXPERIENCE. p15 - p21

- notes, thumbnails, concepts
- final design
- analysis

3



LEVERAGING YOUR CALLINGS INTO
ORGANIZATIONAL INTENTIONS. p23 - p31

- notes, thumbnails, concepts
- final design
- analysis

4



GAINING INSIGHT INTO THE WHOLE. p33 - p35

- process notebook

- business card. p36
- resume. p37
- list of fellow students with their callings and email contact info. p38 - p39

San Jose State University | Spring 2014 | DSGN 197 | BA Senior Project | # 26985
This course is 4 semester units and graded | Class meets T & Th 12:00–2:50pm at Art 216
Course syllabus and handouts: <http://www.sjsu.edu/people/andrea.english/>

Lecturer Graphic Design: Andrea English
San Jose State University - Art 229
408.924.4381 | andrea.english@sjsu.edu | Office hours: T & Th 11:30am–12:00pm

SEA CHANGE DESIGN PROCESS

ACKNOWLEDGMENTS

It was an honor to collaborate with Ms. Lauralee Alben, founder of Alben Design and the Sea Change Consotium, and Ms. Andrea English, my graphic design professor at SJSU. There was a workshop in which we were helped and guided to find out our calling by going through the process of finding "define moment" and "survive moment". The final result is the calender poster design of our individual intention/ calling. It was an amazing experience, once again, to confirm what we always believe and want to do. Our intentions are more than just a belief, they became our morality and philosophy which guide us for the rest of our lives

SEA CHANGE DESIGN PROCESS

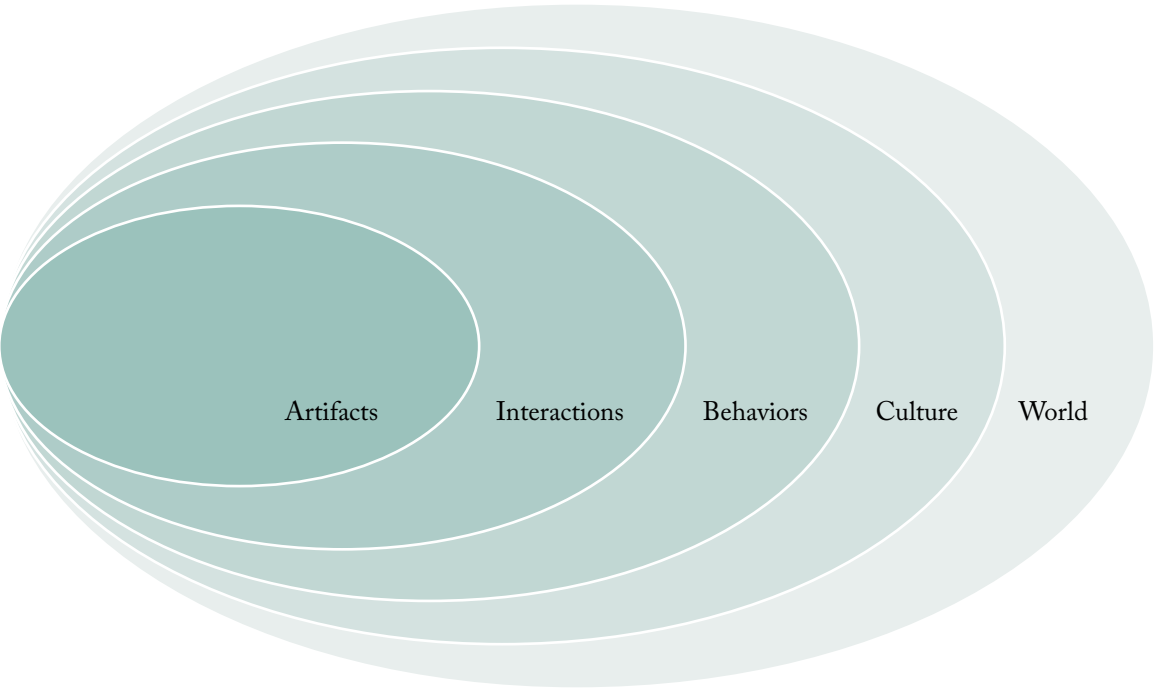
Using the profound movements of ocean waters as an analogy, Lauralee Alben has devised a comprehensive analysis that helps organizations navigate major transformations—sometimes through uncharted territory. The many elements of her methodology probe the context, as well as the nature and breadth, of change and exploit design as an essential vehicle for conveying new ideas and perceptions.

Sea Change can be applied to a wide range of activities, from envisioning culture change and strategizing new business initiatives to the creation of products, services, codes of ethics, and law.

Designing for sea change:
Through magnificent ocean swells, forces are constantly at work shaping and changing the planet. Just as the ocean creates profound effects upon the land, so too, does design affect our lives. The real opportunity is to design for sea change—marked transformation both rich and surprising. This is the intent of the Sea Change Design Process,SM a contextual, relationship-based approach to solving challenges in an integrated fashion.

What happens when you design the intentions and relationships you desire first? And then create the actions and artifacts to support those intentions? It becomes very clear that surprising, felicitous, and profound results are possible. Often, the appropriate actions required to accomplish a desired impact are quite different from the obvious, reactive ones that first came to mind, many of which can turn out to be irrelevant, redundant, or misconceived. The risks are high; the costs, both to the bottom line and to goodwill, higher still. Conversely, using design to create well-planned, transformative solutions can result in positive ripples economically, socially, and environmentally.

http://www.albendesign.com/downloads/navigating_a_sea_change.pdf



Becoming aware of the ripple effect
At every moment, we are all rocked by the ripple effects of a myriad of designs launched into the world, sometimes purposefully, sometimes on a bet or a prayer. These ripples, originating from tangible and intangible artifacts, extend outward in ever-widening, concentric circles. They influence our feelings, thinking, ethics, and world views, which in turn affect our shared beliefs and practices. Expressed in culture, the ways in which we come together in communities, organizations, social systems, and countries affect our planet. Global events, both societal and environmental, send repercussions back around again, forming circular patterns of cause and effect that influence what and how we design. The “ripple effect” is a basic tenet of the Sea Change Design Model.SM We give considerable time to identifying and analyzing the implications and consequences of actions and artifacts on individuals, cultures, and the natural world over time. Before we do anything else.

Project 1

BUILDING AWARENESS

PROJECT OUTLINES

WHAT ARE YOU LEARNING AND DESIGNING?

Create a visualization of another student in your class. Collect information (by producing an interview with questions below) about him/her in order to interpret and transform the research into a compelling visual to communicate the unique personality and character of that student. Turn the collected research into information design (content map)

WHAT ARE THE DELIVERABLES?

Content map:
11” x 17” high quality B & W print, unmounted
Visual image:
10” x 10”, 3 PMS plus black, high quality print mount on bristol board plus

HOW DO YOU EXCECUTE THIS PROJECT?

INTERVIEW

1. What is your creative source?
2. What are you designing?
3. How are you evolving our world?
4. What is your unique gift/offering?
5. Who deeply inspires you and why?
6. What causes are important to you?
7. What are you committed to?
8. What makes you feel connected with the world?
9. What motivates you?
10. What are you passionate about?
11. What make you feel creative?
12. What was the most recent political/social/environmental event that really inspire you?
13. What was the most recent political/social/environmental event that really upset you?

WHAT ARE YOU EXPECTING FROM THIS PROJECT?

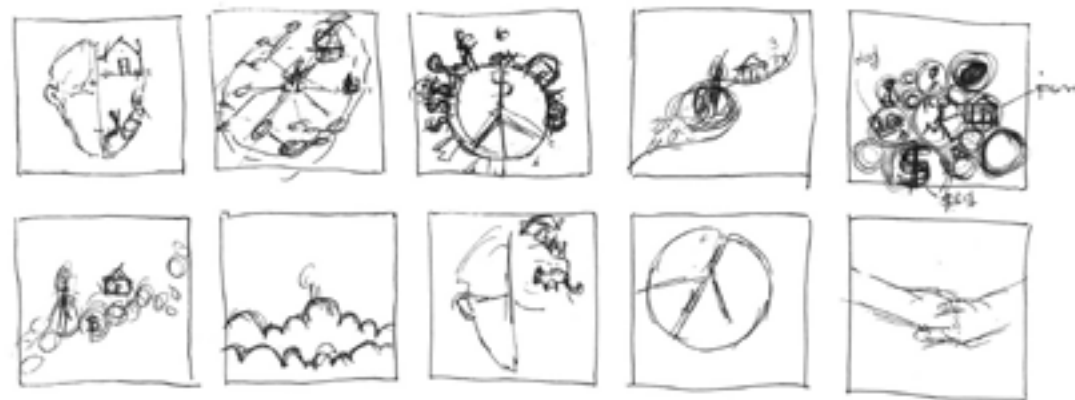
Emphasis will be placed upon original concept development and the exploration of diverse processes techniques and methods. You will be expected to experiment and explore, thereby expanding on your visualizing skills.

INTERVIEW

Classmate/project partner: Lee Sang

1. What is your creative source?
Things around us, outdoor things
Tumblr
2. What are you designing?
BD invitation card at Seabowl. Graphic design stuff. Personal website
3. How are you evolving our world?
Making people laugh. Giving hope. Sharing idea
4. What is your unique gift/offering?
Reconciliation. Acrylic paint. Everything is precious. Appreciating piece of work. Positive mind set
5. Who deeply inspires you and why?
Grandfather (dad), 81: sacrificing everything to come to the states, tough, kind, very family oriented, discipline, soldier, rugby player, athlete, business man, tobacco business in Korea
6. What causes are important to you?
War. Nuclear. Terrorism. The world is coming to an end. US citizen at Olympic. War: Russia, China
7. What are you committed to?
Graduate. Job. \$\$\$\$. Family. Dog
8. What makes you feel connected with the world?
Social networking. Korea - Socal - Bay area. Sharing daily basics. Don’t believe in news. Believe in only what he sees
9. What motivates you?
\$\$\$\$. Family. Myself
10. What are you passionate about?
Traditional style of graphic - Cartoon: Dispicable, Toys 3. Sport: football, wrestling.
11. What make you feel creative?
The way I think, the thing I see. Organizing. Clean
12. What was the most recent political/social/environmental event that really inspire you?
Staging at Grammy award
13. What was the most recent political/social/environmental event that really upset you?
US citizens got offended at Olympic, Russia.

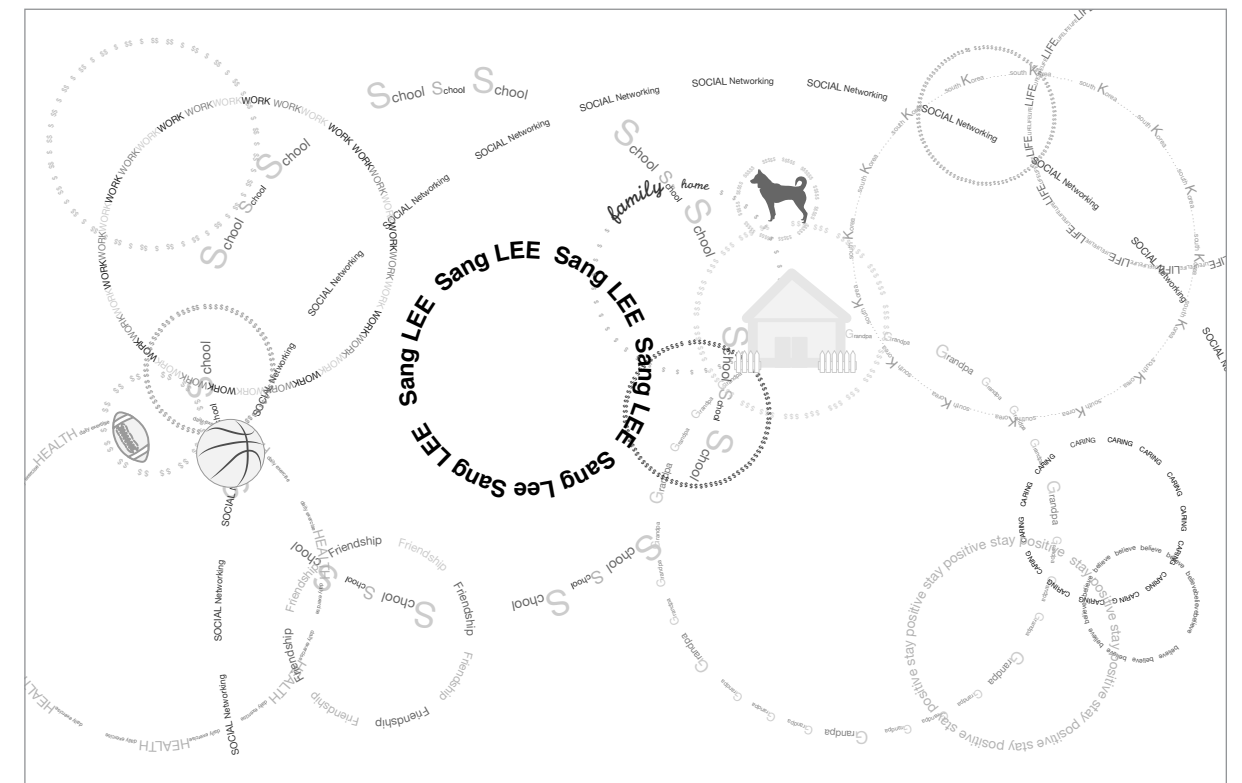
Words to describe himself: Clean, neat, caring, alethic, positive
Favorite colors: red, maroon, navy blue, black
Favorite activities: sociolizing, drinking water, eating out (Mexican food, sushi), playing basket ball, running



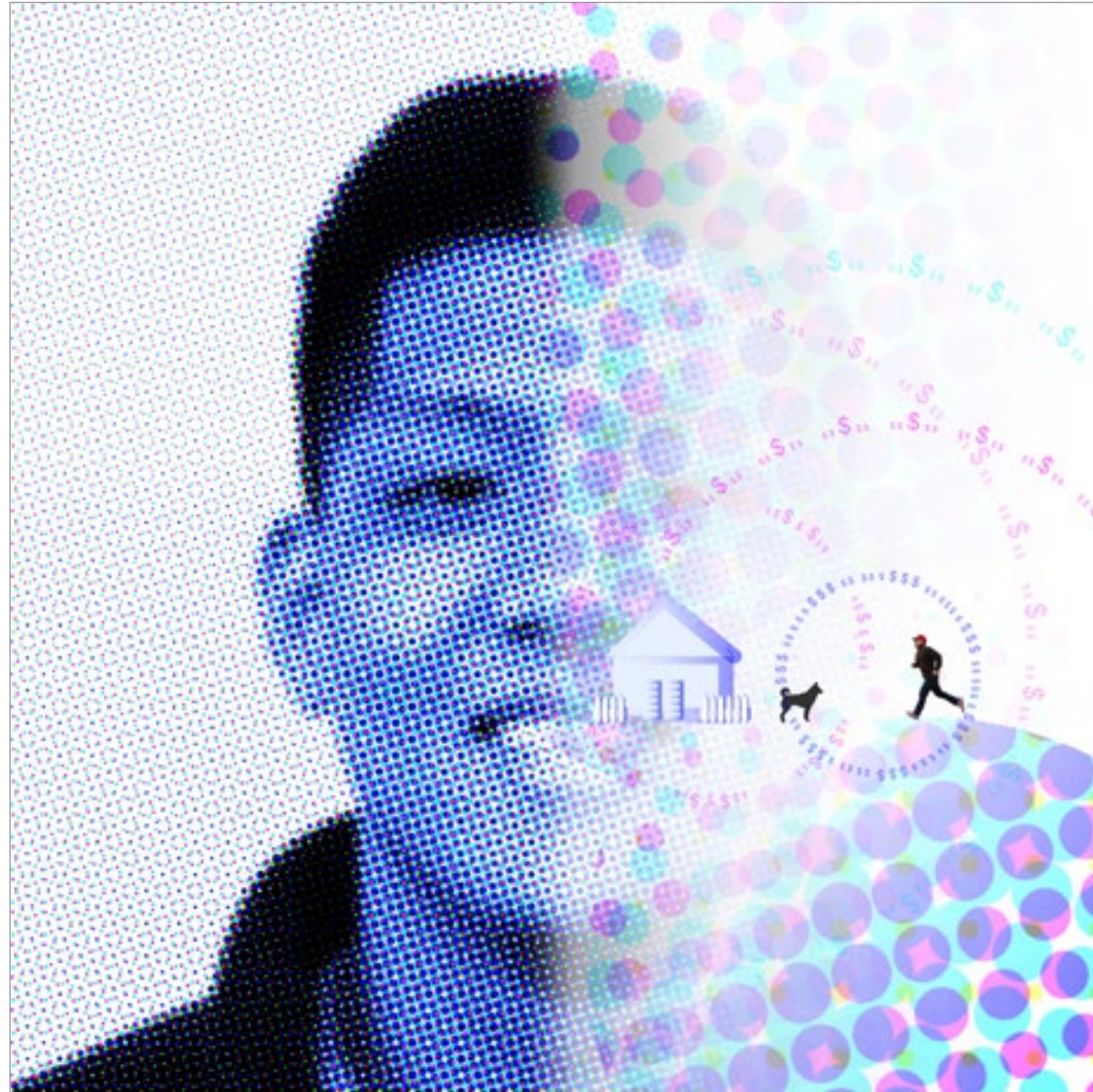
thumbnail sketches



two options review



content map
17" x 11"



visual image
10" x 10"

ANALYSIS

WHAT WORKED WELL

Using circles and dots to describe Sang who believes strongly in connections and networking. Sang is also a family oriented person and he has so much respect and love for his family members. This idea of using circles and dots actually went very well in the designs of both content map and visual image.

WHAT DID NOT WORK SO WELL

I got some problems with the color output of the print. It came out so pale unexpectedly and I tested print it in different places. I am still trying to figure out what went wrong. I guess it was because of the file type which was .pdf but I am unsure still.

WHAT DID I LEARN

I learnt a lot from the first project about planning out the ideas and elements and intentionally put them in the designs. How to use elements of design to represent a person/object. The messages I wanted to deliver about Sang Lee must be embedded and carried out in the designs. In other words, the designs themselves should have represent my messages and Sang Lee, my wonderful project partner.

Project 2

DISCOVERING THE RELATIONSHIP BETWEEN
DESIGN AND HUMAN EXPERIENCE

“How can I generate love with humanity so we can co-create a world of equality and freedom?”

PROJECT OUTLINES

WHAT ARE YOU LEARNING AND DESIGNING?

Creative work reaches deep into our intuitive and unconscious minds, into our hearts and feelings. the sea change design process helped to define your calling.

Now you will examine the ways in which this abstract idea can be interpreted and represented in visual form, offering clarity, embedded meaning and understanding to the viewer.

Stay away from literal translation and use metaphors and story telling for your design.

Emphasis will be placed upon original concept development and the exploration of diverse processes, techniques and methods. You will be expected to experiment and explore, thereby expanding on your visualizing skills.

WHAT ARE THE DELIVERABLES?

Design a poster calendar for the year 2015

Visualize your calling and its embedded meaning, in your own personal voice by exploring diverse processes and techniques: drawing, photography, xerography, abstraction, typography, collage, textures, and sculpture, etc. Use different types of materials: paper, fabric, vellum, cardboard, metal, wood, and foil, etc.

22"x 28" MINIMUM final size, 4cp

Main level of information: your calling (you can add your embedded meaning as secondary level info)

Secondary level of information: 2015 , all 12 months of the year (keep it to less than 1/4 of the format)

WHAT ARE YOU EXPECTING FROM THIS PROJECT?

Visualize highly abstract ideas that source from your growing awareness of the deeper aspects of yourself, by exploring design elements, typography and diverse processes.

defining moments workshop

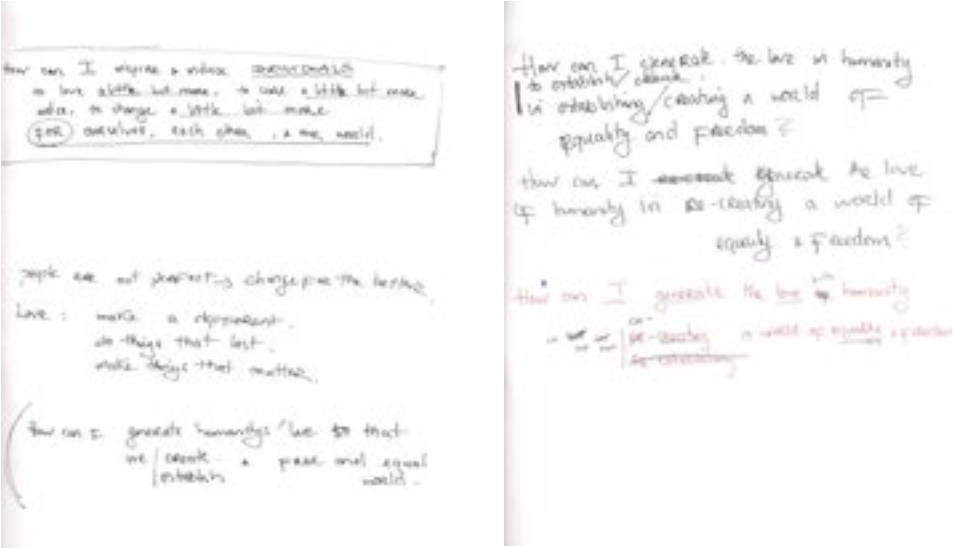


surviving moments workshop

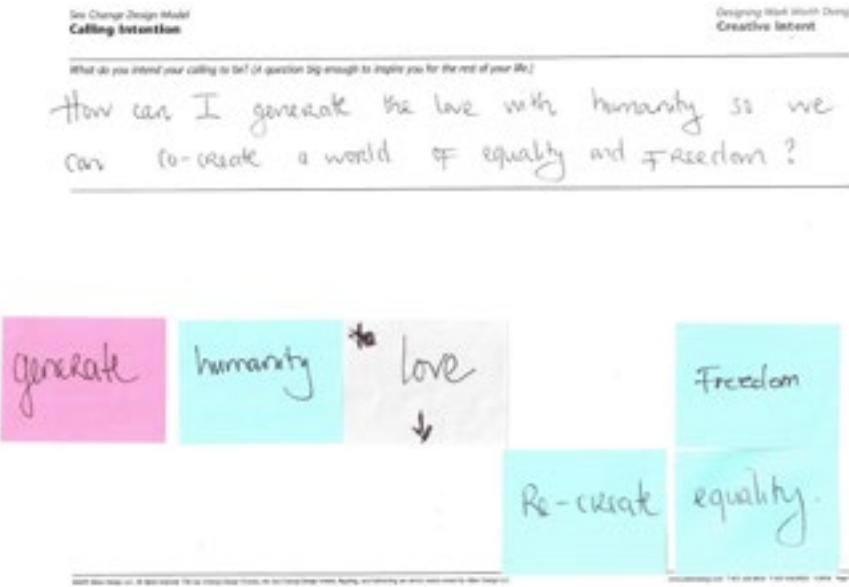




finding intention process with post-it notes



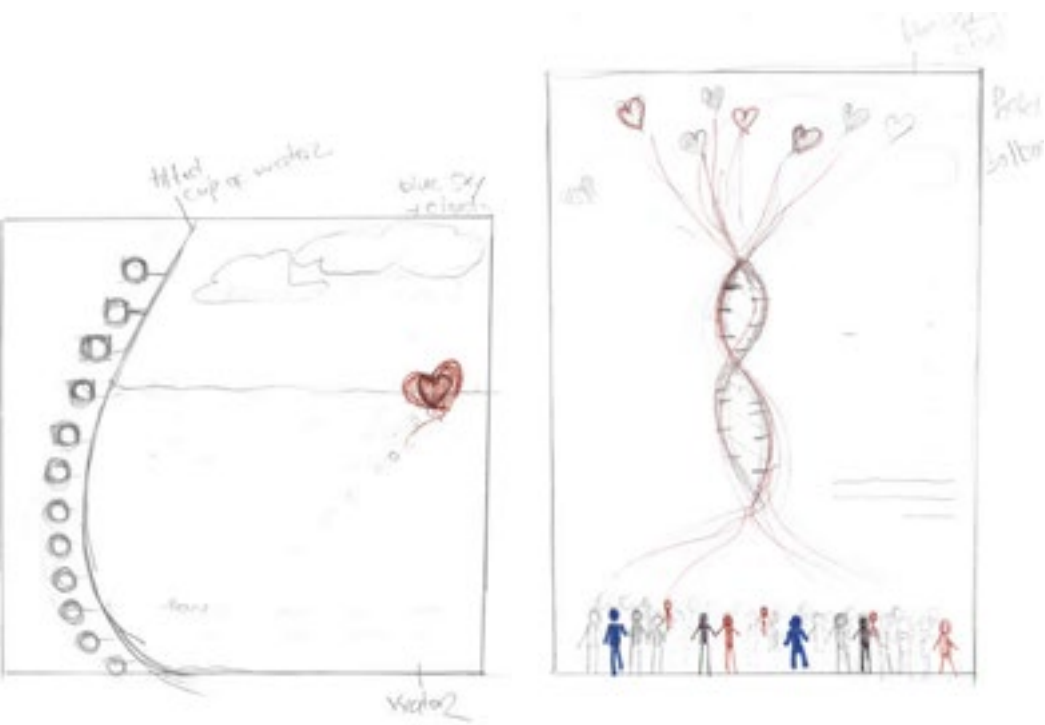
finding intention process



calling intention



thumbnail sketches



two options review



ANALYSIS

WHAT WORKED WELL

I was really worried about the using of colors in this project. I had a lot of considerations of what colors should I use to deliver a positive message, a sense of happiness and cheerful but not so cheesy or even bloody (attempted to use red). I decided to use hot pink to prevail positive and hopeful feelings of my intention. In this project, I wanted to use the nature of water which always stays level due to gravity to embody the world of equality. I also played with water color. I dropped water color into a tilted glass of water and as you can see, it was a happy accident with a pefect heart shape of water color in the body of water.

WHAT DID NOT WORK SO WELL

I think if I had more time I would work more on the design of the calender. Eventhough I am quite satisfied with what came out but I think I could do something better than that.

WHAT DID I LEARN

I learnt better about design with intentions in this project. Planning out and learning about the message we wanted to deliver and then use design elements with high considerations to carry out that message in the design. Do not create anything without a meaning or conveying any message. Remember to create a meaningful design is the top priority and a goal. Less is more.

Project 3

LEVERAGING YOUR CALLINGS INTO ORGANIZATIONAL INTENTIONS

Organization name: Bridge

Samantha Salvaggion . Kristine Young . Chris Nguyen . Angie Sham . Lan Ly

PROJECT OUTLINES

WHAT ARE YOU LEARNING AND DESIGNING?

Entrepreneurship and branding—PURPOSE, IDENTITY, WEB APPEARANCE & ARTIFACT

Your group will design: (1) the name, (2) the visual identity, (3) the online appearance, (4) one concrete artifact of your organization (ad campaign, poster campaign, brochure, interactive experience, sculptures, a play, product), (5) your ripple story

You will be organized into 4 groups of 4/5 students with similar callings.

Design an intention and purpose for a meaningful, fictitious non-profit organization that engages in the area of Education for Sustainable Development (UNESCO).

Sub themes are:

- biodiversity,
- climate change education,
- disaster risk reduction,
- cultural diversity,
- poverty reduction,
- gender equality,
- health promotion,
- sustainable lifestyles,
- peace and human security,
- water,
- sustainable urbanisation

Please research the following link:

<http://www.unesco.org/new/en/education/themes/leading-the-international-agenda/education-for-sustainable-development/>

WHAT ARE THE DELIVERABLES?

- cover page
- identity page (see template) 3.) home webpage/s
- artifact page
- ripple story (see template)

How can we advocate gender equality within all generations to empower a world of unity?



finding group’s intention process with post-it notes



Samantha



Angie



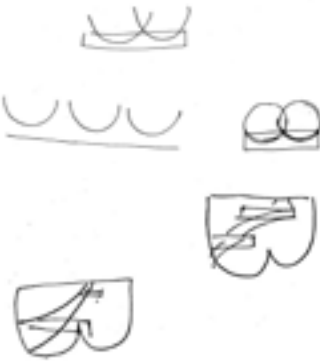
Lan



Christine



Chris

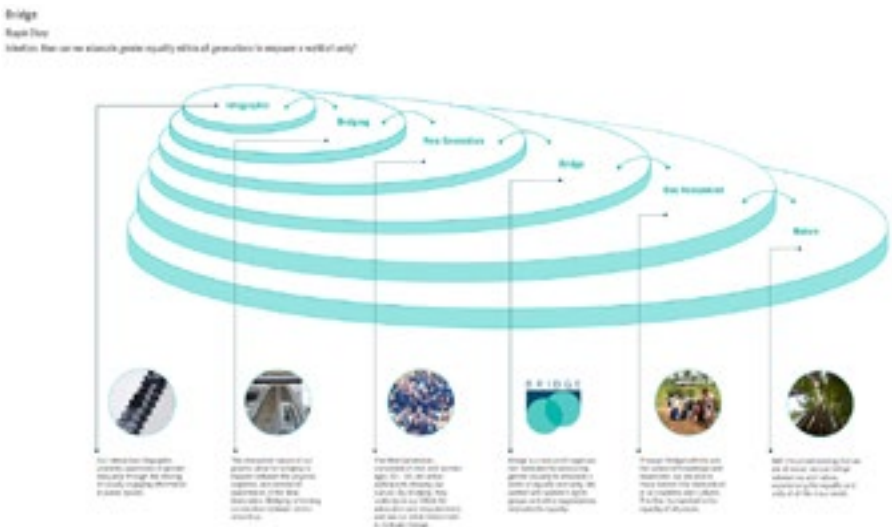


group's final logo sketches

logo sketches from group members



finding ripple story process



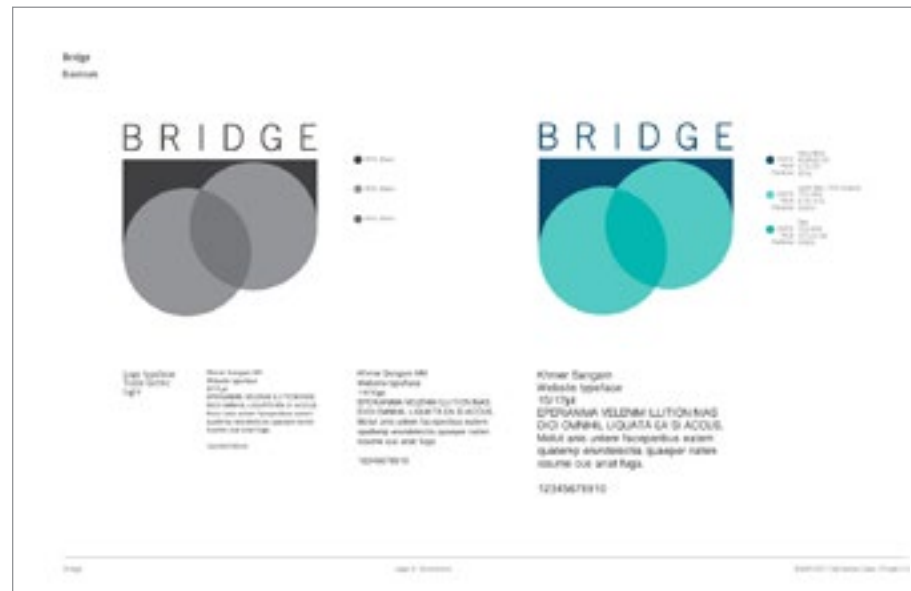
the ripple story

RIPPLE STORY:

1. Our interactive infographic promotes awareness of gender inequality through the sharing of visually engaging information.
2. Through the actions of Bridging, the Now Generation is able to physically and mentally engage with our infographic.
3. The Now Generation, comprised of men and women ages 20 - 30, are our initial forerunners to motivate change.
4. Bridge is a non-profit organization dedicated to empowering learning and awareness of the gender gap that hinders our full potential of a world of equality and unity.
5. Through Bridge's efforts and the spread of knowledge, we are able to move toward One humankind in all countries and cultures.
6. When we understand that all genders are equal, the One humankind is able to recognize the equality and unity of all life in our world.



p1. cover page



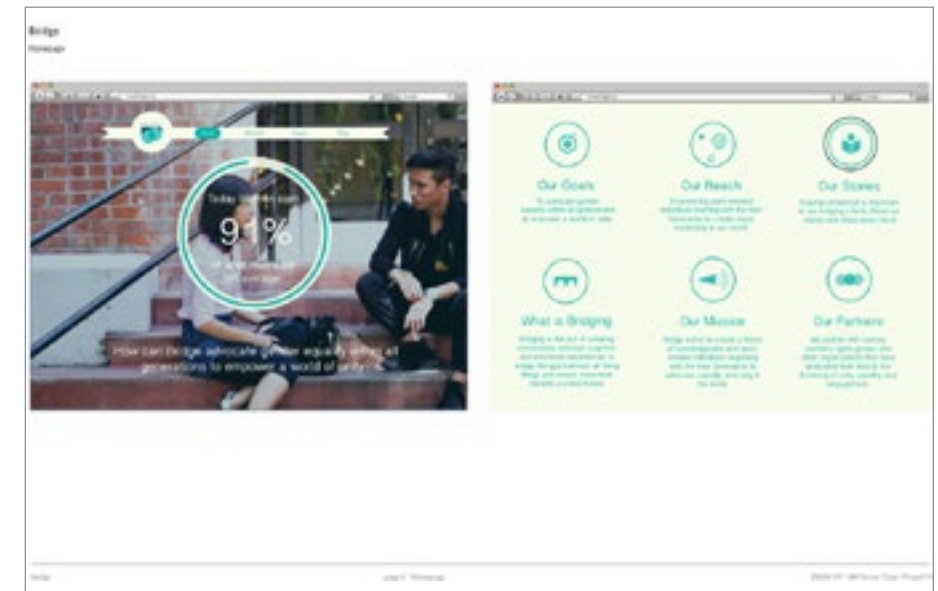
p2. landmark



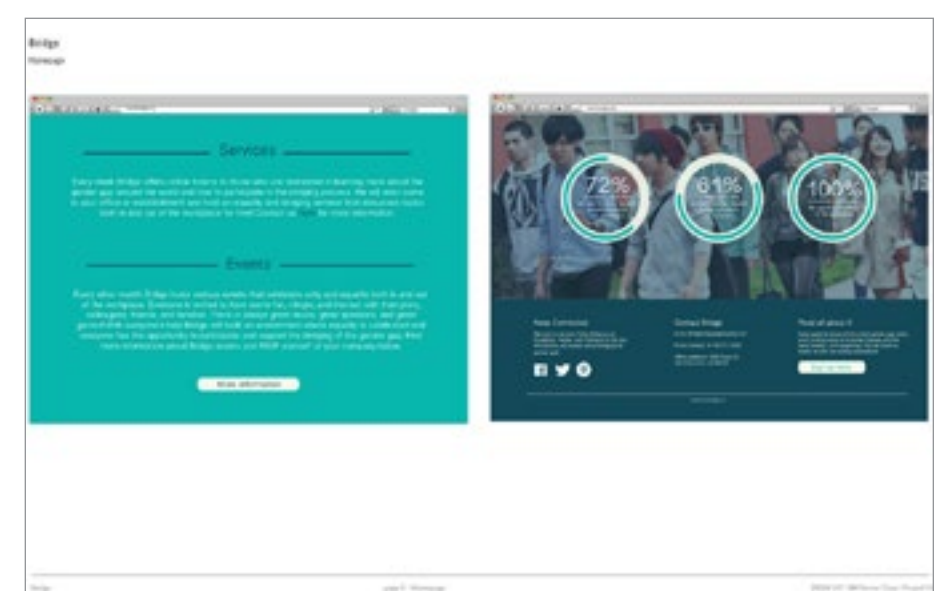
p3. area of isolation



p4. homepage



p5. homepage



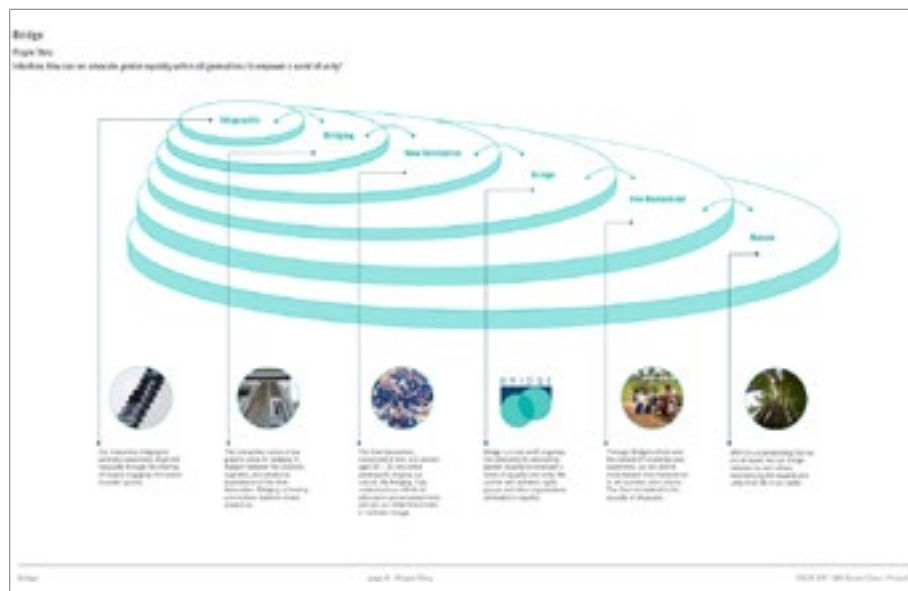
p6. homepage



p7. artifact



p8. artifact model



p9. ripple story

ANALYSIS

WHAT WORKED WELL

The final products came out together and very cohesive. We are very happy and satisfied. All the details such as logo, color theme and organization's intention work well together and through out the catalog and artifact. We intergrate successfully our intention in every aspect of our design and organization's goal.

WHAT DID NOT WORK SO WELL

We believe that we could push further and do something more special but due to time constraint and some limitations of working in group. However, we are all happy with what we have designed and achieved.

WHAT DID I LEARN

I learnt so much of how to work successful in group (dividing tasks, “who’s doing what”, deadline due, etc.), how to compromise and appreciate other members’ ideas.

Project 4

GAINING INSIGHT INTO THE WHOLE

Process Notebook

PROJECT OUTLINES

WHAT IS THE DELIVEREABLE?

The journal must be in book format. You can wire bind it or wire bind it with french binding.
InDesign Template provided.

WHAT ARE THE CONTENTS OF THIS BOOK?

Process notebook will be developed over the course of the semester to include . cover design
Required copy : your full name, Spring 2014, BA Senior Project Process

- Project 1: Building awareness
- . project outline (copy online)
 - . all notes
 - . thumbnails, concepts, sketches
 - . 1 or 2 page overview of final design
 - . written analysis of project (what worked well, what did not work so well, what did you learn)

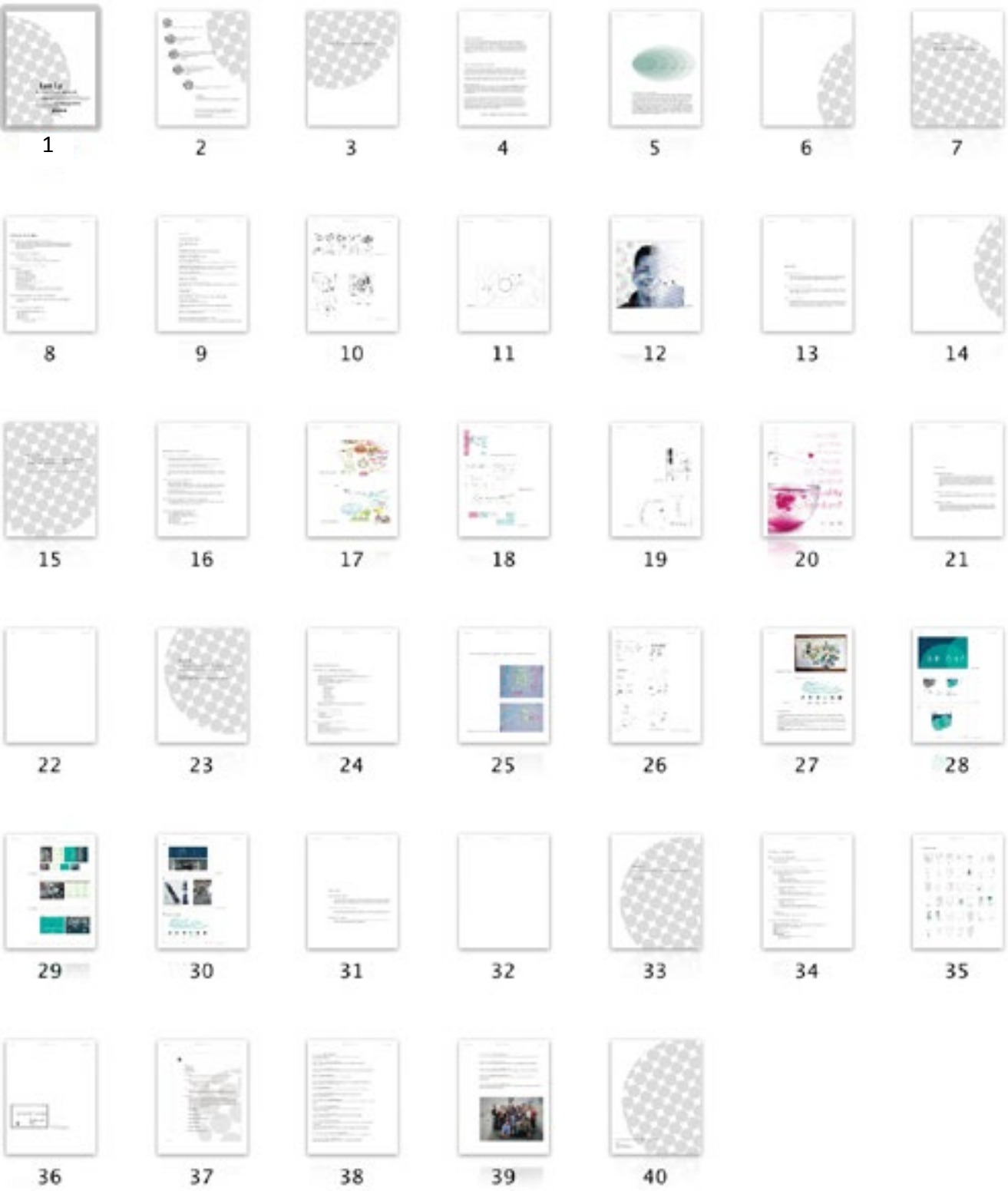
- Project 2: Discovering the relationship between design and human experience
- . project outline (copy online)
 - . all notes
 - . thumbnails, concepts, sketches
 - . 1 or 2 page overview of final design of all pages of calendar
 - . written analysis of project (what worked well, what did not work so well, what did you learn)

- Project 3: Leveraging life intentions into organizational intentions
- . project outline (copy online)
 - . all notes
 - . thumbnails, concepts, sketches
 - . 1 or 2 page overview of all final webpages plus logo (thumbnail prints)
 - . written analysis of project (what worked well, what did not work so well, what did you learn)

- Your resume
Your business card
List of fellow students with their callings and email contact info

WHAT IS THIS PROJECT SCHEDULE?

- 2/18 present chapter 1 layouts
3/13 present chapter 2 layouts | refined chapter 1 layouts 4/24 present chapter 3 layouts | refined chapter 2 layouts 4/24 work in class | gallery set up
4/29 Review
5/01 work in class
5/06 Review | gallery take down
5/08 individual consultations
5/20 PRESENTATION
Turn-in process notebook and pdf file named: lastname_p4.pdf
Present online portfolio

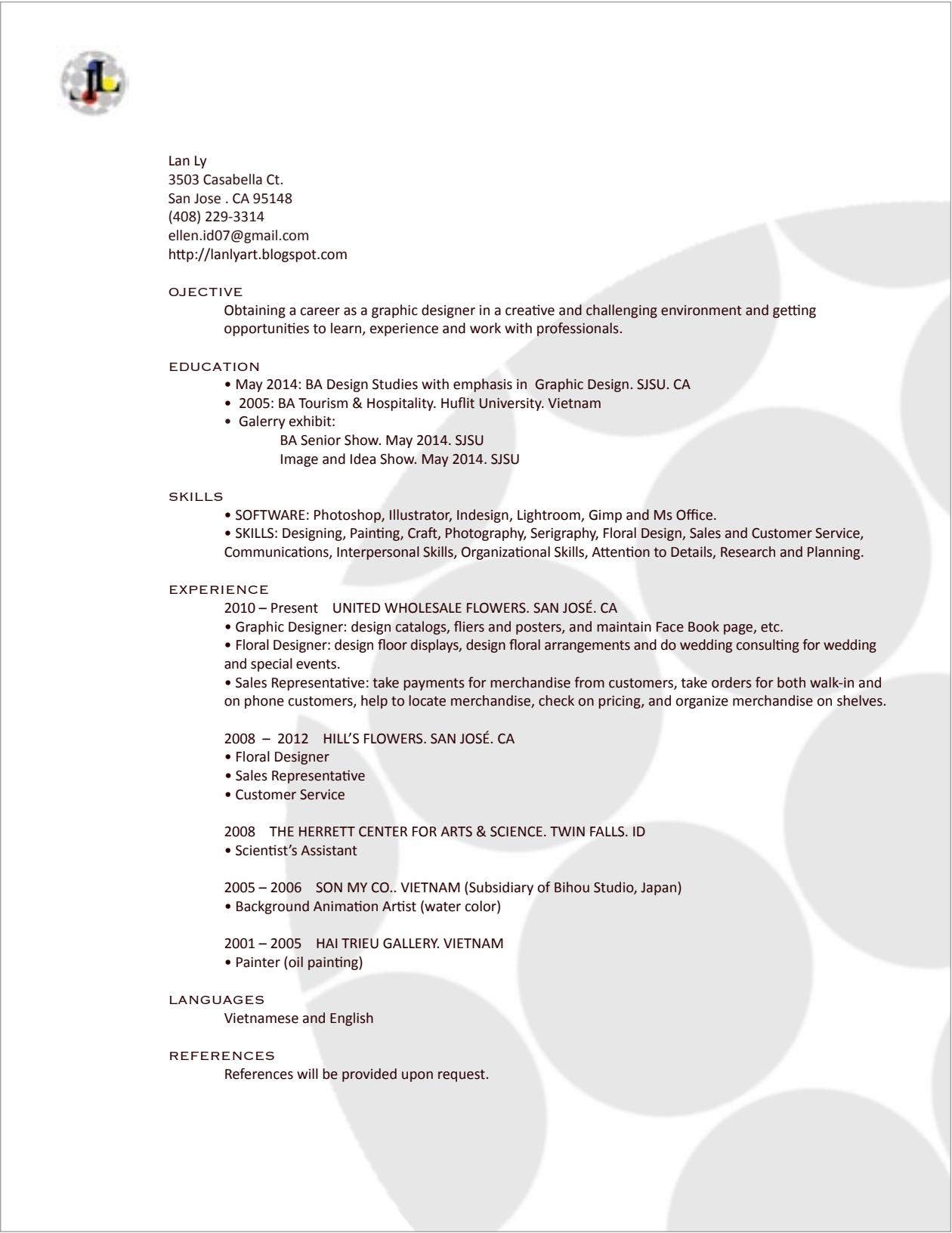


thumbnails of pages



bussiness card
print on clear & opaque plastic

resume



DANIEL ALBA | nighttide9@gmail.com

How can I light artistic expression in my world so that humanity can courageously and freely share their own?

KAYLA CAMPBELL | kayla.campbell@sjsu.edu

How can I create comfort and peace with all beings so we can experience the happiness explicit in the now?

JENNIFER HUM | jennyd0rk@gmail.com

How can I create awareness in our younger generations, so we can embrace the limitless possibilities of our world?

SANG LEE | sanglee760@gmail.com

How can I link mind and spirit with all beings so we can live freely?

ALVYN LIM | usernamelim@yahoo.com

How can I share my connecting experiences with everyone I can to spread awareness of behavioral disorders and inspire those who have them?

LAN LY | ellen.id07@gmail.com

How can I generate love with humanity so we can co-create a world of equality and freedom?

MATT MACHENS | scgoalie@gmail.com

How can I design positive energy with other creatives so we can build a world filled with trust and confidence?

ANDREW MAROVICH | seahawk730@yahoo.com

How can I come to an accord with myself and with the world so that together we comprise an unstoppable whole?

ELENA MILLER | emillerdesign@yahoo.com

How can I inspire humanity to follow their hearts so we can co-create a world of unity, compassion and creativity?

CHRIS NGUYEN | chraznguyen@gmail.com

How can I design transformations with my community to inspire a world of integrity, creativity and transcendence?

MEGAN NUNES | Nunes.Megan@gmail.com

How can I nurture inspiration within my community to create loving connections and wholeness within our universe?

ALEX OLMEDO | alexxco101@gmail.com

How can I encourage authenticity with humanity to create sustainable solutions and thoughtful intentions?

SAMANTHA SALVAGGIO | samantha.salvaggio@gmail.com

How can I breathe joy into the lives around me to promote a spirit of self love and empowerment?

ANGELICA SHAM | angelica.ak.sham@gmail.com

How can I be a true voice of courage with the youth of the world so we can all share our passions and be heard?

KYLE SIMPSON | Kyilersimpson55@yahoo.com

How can I inspire purposeful change with humanity in order to create a future filled with beauty?

HIEDIE SIOTECO | hsioteco@gmail.com

How can I co-create understanding with different cultures so we can generate lasting happiness?

RONGWUU TSAY | silvermachine5963@gmail.com

How can I generate gratitude with the people I interact with so we can create a world of forgiveness?

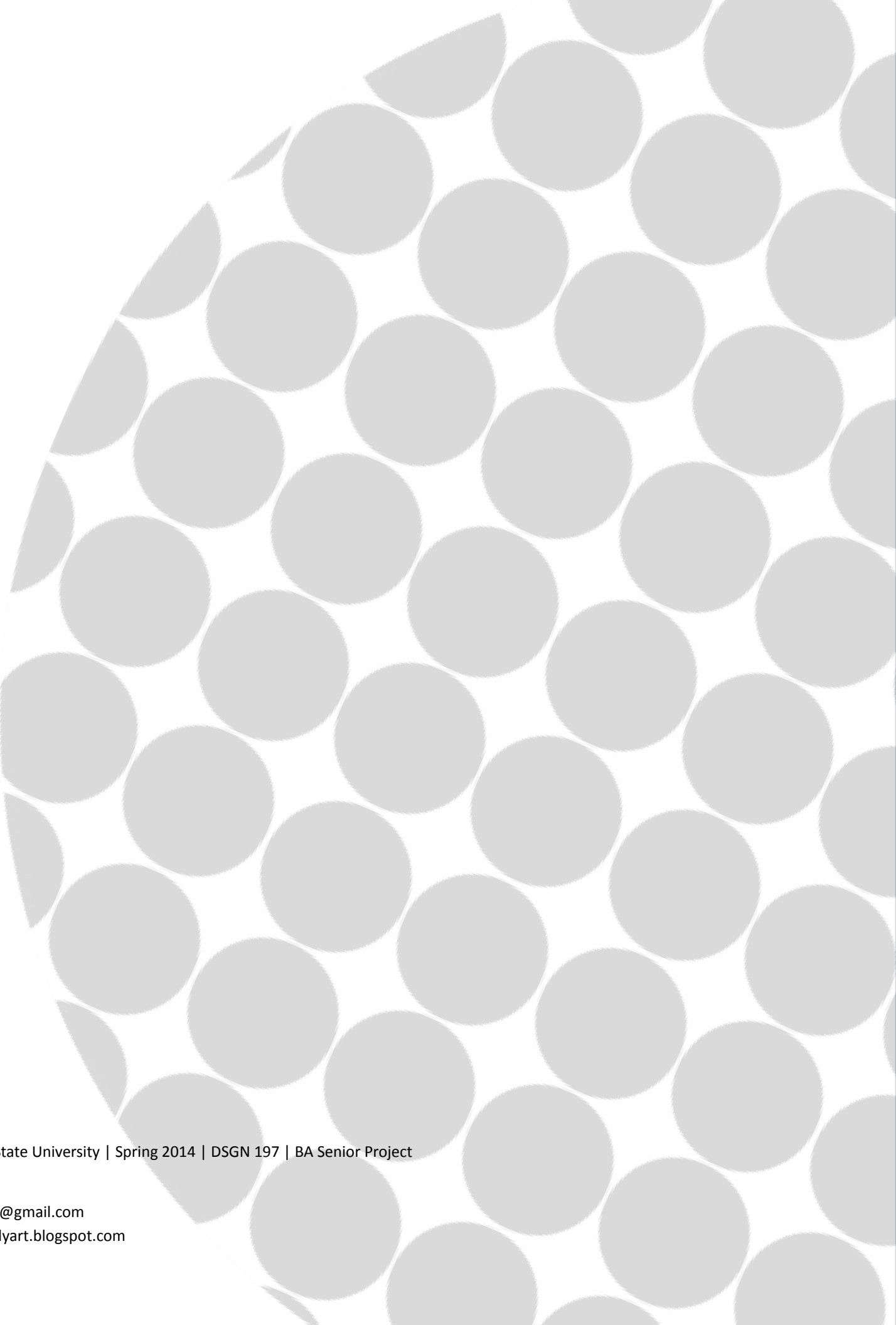
NICOLE VISCARRA | nicoleviscarra@yahoo.com

How can I collaborate creatively with humanity so we can all nurture our own spirituality and independence?

KRISTINE YOUNG | kristineyoung10@gmail.com

How can I encourage the discovery of self-worth within humanity so we can strengthen life connections and find joy and love within each other?





San Jose State University | Spring 2014 | DSGN 197 | BA Senior Project

Lan Ly
ellen.id07@gmail.com
<http://lanlyart.blogspot.com>