TX STATE AIGA
SPRING 2010
WHAT WE GOT AWAY WITH

Dedicated to Mountain Dew

"You will not leave a meeting without learning something new."

That was our goal.

Getting there would not be easy, but if successful, we would leave behind a milestone that would change the status quo of what people should expect from the Texas State University AIGA chapter for years to come.

AIGA Spring 2010 brought together some of the brightest minds in our entire program. With such a solid foundation in place, there was no excuse to not go all out this semester.

So we did.

This is our story.

SPRING 2010 ROSTER TEXAS STATE

Haley McMichael
President

Noe Perez
Vice-President

Chris Saign
Visuals

John Yum
Visuals

Diana Flores
Visuals

Drew Allen
Liaison

Damaris Alfonso
Treasurer

Morgan Bathe
Email-Noticer

Stephen Hurley
Photographer

SPRING
2010
MEET &
GREET
LETS GET S

AIGA SPRING 2010

MEETING SCHEDULE PART 1

EVENT/DATE/DESCRIPTION

FEB 04 — **MEET & GREET**
Welcome new and old members to Texas State's AIGA chapter. Enjoy some of our handpicked resources to start the year inspired.

FEB 18 — **CRASH COURSE: PS/INDD/AI/PDF**
Learn something new about the tools you use. We'll not only show you what to do, but what you're doing wrong. Come prepared to ask questions.

MAR 04 — **POTATO TYPE**
e're creating new typeface and e need your help. e supply the s uds, y u supply the skills. teractive sign me ts Irish mmigrant.

STARTED

Consistent attendance has been a reoccurring problem with our chapter for a while. With big plans for AIGA on the horizon, we needed a way to ensure there would always be a crowd present to share our ideas with. With the first meeting in only six weeks, devising a way to secure an audience was our first goal.

The solution to this problem manifested itself during a late-night Tex-Mex session between Chris and Noe. They were throwing out questions to each other about something the AIGA could give out to students that would entice them to attend the first meeting, but also stayed true to our goal of learning new things. The result was something the two wished they had many semesters ago—a schedule of AIGA meetings and design competitions, along with a list of design web sites, all in a convenient format.

Deadlines for student design competitions always seemed to creep up from of nowhere. So as service to our classmates (and ourselves), a list of student competitions over the first six months of 2010 was created.

Online sources for design inspiration are something we felt a lot of new students in the design program could benefit from, so a few of us threw together a list of what amounted to 27 web sites and blogs.

At this point we were pretty excited about these cards, but would other students be as well? Well, there was one almost guaranteed way to get students to want this thing—screen print it.
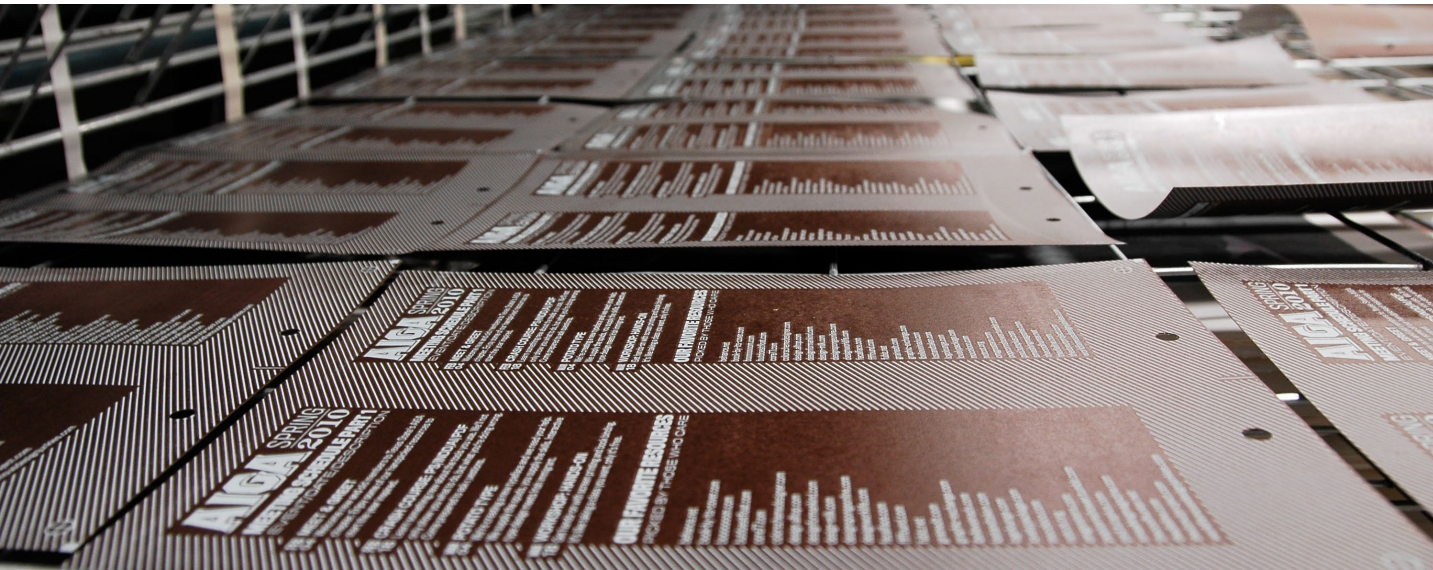
AIGA SPRING 2010

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MAR 04 — **POTATO TYPE**
We're creating a new typeface and we need your help. We supply the spuds, you supply the skills. Interactive type design meets Irish immigrant.

MAR 18 — **WORKSHOP: HANDS-ON**
Get hands-on with screen printing and book binding. It's like taking a class you want, only it's free.

B C D
E F H
J K L
M N O
P Q R
S T U
V W X
Y Z

Come join

AIGA

The Professional Association for Design

THURSDAY FEB 4, 2010 5:30 PM
ROOM 3107 CONFERENCE ROOM

We love the alphabet too

MEET & GREET QUESTIONNAIRE
DO ANY OF THESE SOUND LIKE YOU?

☐ I just resized 842 hi-res photos from my camera...
one by one.

☐ I used CMYK and my colors look completely off on my
printouts! Oh God why is this happening?!!

☐ I am impulsive and use the Eraser tool to get rid of
parts of an image I don't want, but I'm also extremely
indecisive and often wish I could go back an undo
the things that I have done. Is there any hope for me?
(alternate: Masks? What the hell is a Mask?)

☐ I resampled my images to 300 dpi before I scaled them
up, why are things looking so pixelated?

☐ I always space things apart and line things up manually.

☐ I make forms, one text box at a time.

☐ I always forget to bring that darn font to class, myriad
will have to do.

☐ I am terrible with the Pen tool. Is there an easier way to
make complex shapes without having to Pen them out?

☐ I don't know when to use what. Photoshop, Illustrator,
InDesign...how do I figure out where to start?

☐ I don't really care about any of these things but I have
a few things I've been wondering about I'd like to see
brought up _____

THURSDAY FEB 4, 2010 5:30 PM
ROOM 3107 CONFERENCE ROOM

We love the alphabet too

One goal for the AIGA this semester was improving the quality of printed promotional materials.

Designers are suckers for shiny things and screen prints. We put two and two together and a double-sided screen print with a varnish was the end result after twelve hours in the Printmaking Studio.

Our first poster, designed by Diana, of the semester was a good sign of the type of quality we wanted people to expect of us. Most of them were stolen—usually a good sign that you are doing something right.

Our next meeting was the Crash Course—a workshop showcasing advanced techniques in Photoshop, InDesign, and Illustrator. Aside from this, we wanted to shed some light on anything our attendees wished to address. To find these trouble spots, we handed out questionnaires.

Overall, the first meeting was a huge success, largely in part to the AIGA Resource Card. Also worth noting was the use of the card by the faculty, whom shared the card's design competition info with their students.

Even at the end of the semester, the card still pops up in a variety of places, be it someone's locker or part of a professor's office decor.

SPRING
2010
CRASH
COURSE
VROOOM

G

Instant Pearly Whites!
Sucker an online dating service!

In text display, line wrap is the feature of continuing
full, such that each line fits in the available window,
top to bottom within any accord. Wo
of most editors word processors, and browse
and not with word except when a single word is
returns are usually placed at the end of complete
that follows it onto word however, word wrap n
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hand, when using word processors, invisible hyphen
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SAVE TIME

BIZZARRO WORLD!!!

Hay You...

SNAP TO YOUR

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COMMAND Y FOR OUTLIN...

In typesetting, *justification* (can also be referred to as 'full justification') is the typographic alignment setting of text or images within a column or "measure" to align along both the left and right margin. Text set this way is said to be "justified", the spaces between words, and, to a lesser extent, between glyphs or letters (kerning), are stretched and sometimes compressed in order to make the text align with both the left and right margins. When using justification, it is customary to treat the last line of a paragraph separately by left or right aligning it, depending on the language direction.

GUIDES

V

The pen is mightier than the sword .

LINK YOUR
FILES
OR PIXEL
FAIL

DUPLICATE ME!
click + option + drag

DUPLICATE ME!
click + option + drag

DUPLICATE ME!
click + option + drag

DUPLICATE ME!
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DUPLICATE ME!
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click + ...

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AMAZING!

...P!

...WRAP!

LAYERS
HAVE SUBLAYERS
WITH ILLUSTRATOR

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KULER?...
KULER?...
KULER?...

Always.

SAVE A DAMN COPY BEFORE YOU FLATTEN!!

MITER CORNERS. CHANGE THE POINT. FEEL PROUD,

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3

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2

VIOLENT!
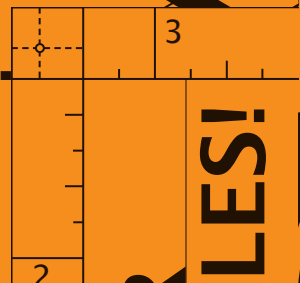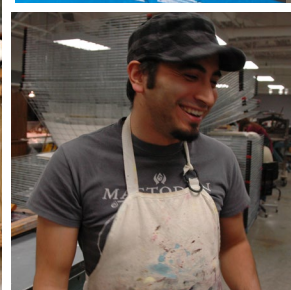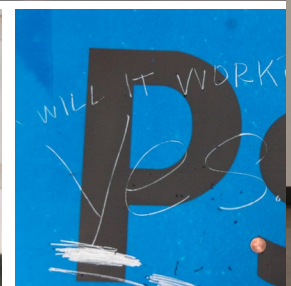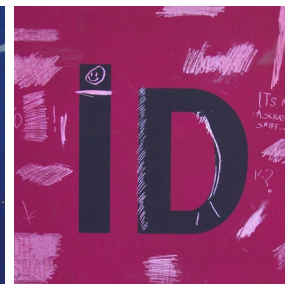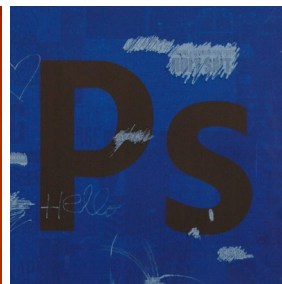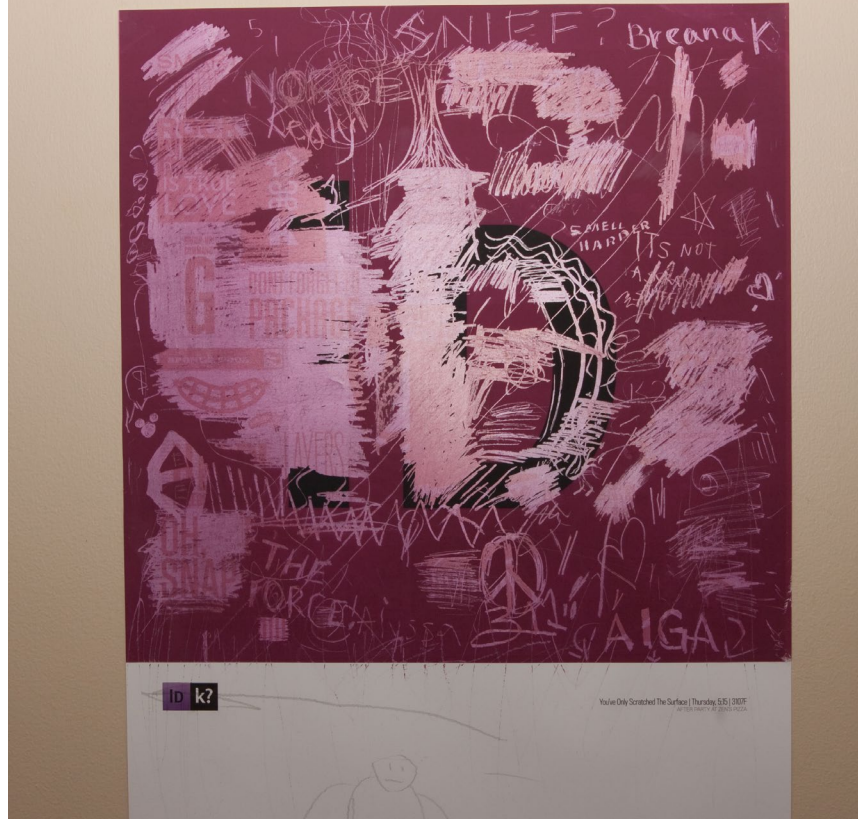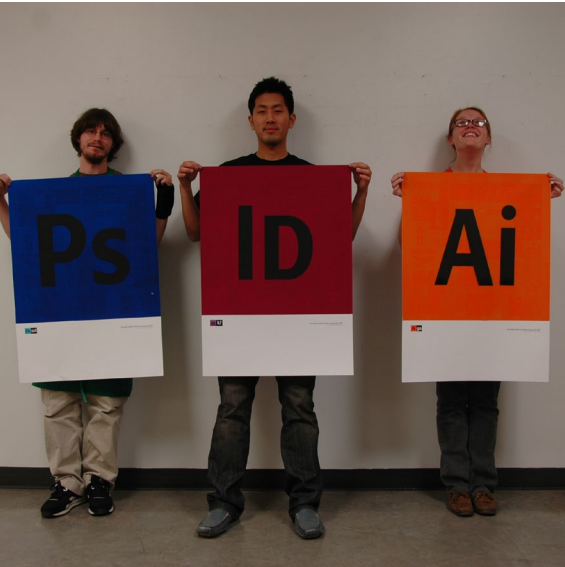
A few members of the poster team had been itching to do a scratch-off poster. While this sounded fun, it needed to be relevant to the meeting. Our VP addressed this in the form of a tagline. Being that this was for a workshop over advanced techniques in CS4, the phrase "You've only scratched the surface" was all the poster needed to make it work.

The posters consisted of a sheet of mylar adhered to a wide-format printout. A huge Adobe application icon was screen-printed onto the mylar. Behind the mylar was a grid of humorous mini-compositions illustrating shortcuts or work flow practices in the three applications.

We felt the poster itself should communicate our semester motto of learning something new, not only in its content, but the material as well.

This was the nerdiest, most time consuming, rage-inducing poster we ever conceived. It was also the most talked about.

Knowing we had a winner here, we put an additional copy of each poster into storage for Creative Summit. They went unscratched by the judges. :'(Chalking this up as a learning experience, when these posters were displayed at the 2010 ADCH Houston Show we were sure to pre-scratch them. Houston's AIGA President was in attendance and voiced her resounding praise for the AIGA works on display.

For those involved in the production of this poster, this was one project where we all learned a few new things.
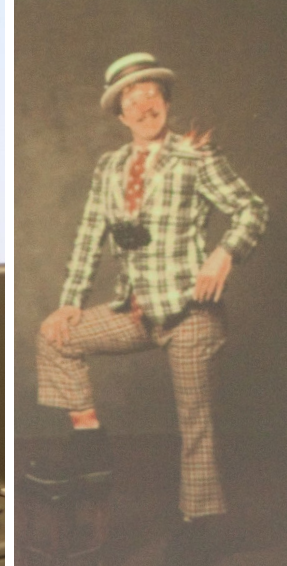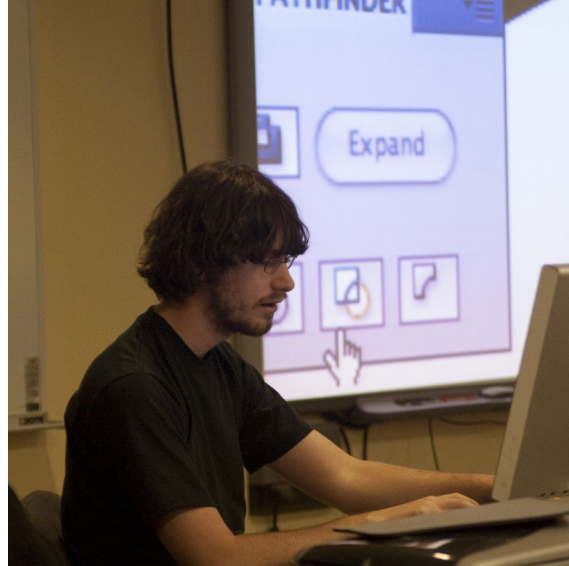
For never teaching a single Photoshop or Illustrator class in their lives, Noe and Chris got their fair share of jaw drops that day.

Noe started off slow by going over general Photoshop issues from the question-naire before entering the mind-blowing territory of the History Brush, Vanishing Point, and Content-Aware Scaling.

"I went over these three tools because students need to be aware that they exist. They've saved me significant amounts of time, while improving the quality of my work." — Noe

Chris went straight into a tutorial on how to make a gear using pathfinder, rotate and copy. It was a pretty complex shape broken down and redone quickly. For his next part Chris managed to improve the audience's quality of life instantly. This surprisingly came in the form of the Align palette and Smart Guides. We lost track after the 11th "omg".

"I have popped a few blood vessels from time to time when watching students use Illustrator. It's like watch-ing somebody measure something with their thumb and index finger when they have a micrometer sitting in front of them." — Chris

With the Crash Course running longer than expected, we had to save the InDesign section for a later date. After the meeting, all of the officers and a few attendees headed over to Zen's Pizza Bistro for some bonding time.
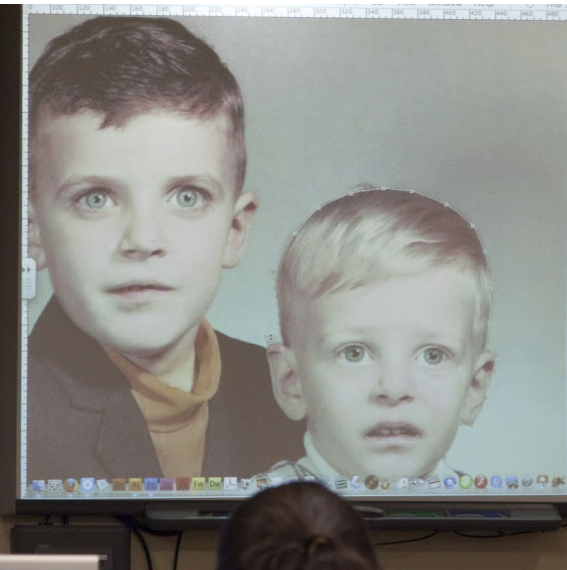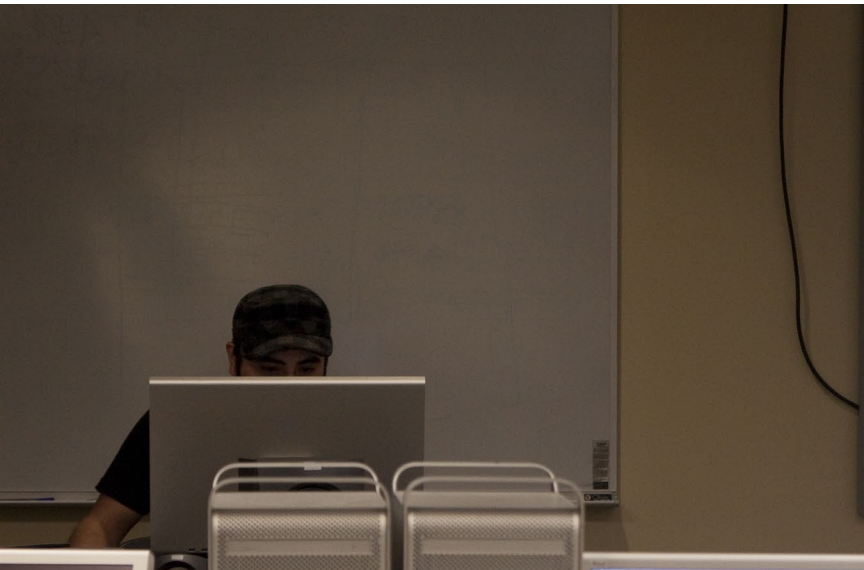
SPRING
2010
POTATO
TYPE
CLAIM YOU

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Akzidenz Grototz

RYCLONE

Spudwell

totica

Ziggertots

z

Frytiger

R TATER

CLAIM YOUR TATER

FIRST EVER, POSSIBLY LAST, AIGA POTATO TYPE EVENT!

MARCH 4 @ 5:15, ROOM JCM4112

BRING ANY MATERIALS YOU NEED TO CUT SPUDS. (X-ACTO KINFE, LINOLEUM CUTTER, SPOONS ETC.)
SOME KNIVES PROVIDED. OPEN TO EVERYBODY. AFTER PARTY TO BE DECIDED.

TATERTYPE SIGNUP SHEET

SIGN UP FOR CHARACTERS YOU WANT TO DESIGN. LIMIT TO 2 PER PERSON(ISH).

A Rose N.	N Noe Peña	1
B	O	2
C Damaris Alfonso	P	3
D	Q HALEY MC	4 Joe
E	R Diana	5
F	S Chris Sanya	6
G Daya	T	7
H HMCMICHAEL	U	8
I	V	9
J	W Name	0 Na Na
K R.Nichols	X Damaris Alfonso	. Rose N.
L	Y JOHN YUM	, Jeni Yum
M TSA	Z	& Lindsey

The semester before we took over the AIGA, Daniel Bastien, a design professor based in Germany, gave a lecture at our campus. One of the exercises he has his students perform is creating an entire typeface from potatoes. It had just the right amount of quirkiness that made us want to try it for ourselves.

Noe pitched the idea during the first AIGA officers meeting. Everyone was on-board to make it happen.

Due to the nature of this event, the potential was there for some very off the wall advertising. Chris wanted to go all out on promoting this event through non-traditional means. His idea was to place actual potatoes throughout the Art & Design building. These potatoes were going to hold up flags with parodies of typefaces on them, such as Heltotica, Comic Spuds, Fryclone, and Potato Casual. The potatoes were placed in stairwells, the elevator, and even on top of clocks.

Not wanting to put all the advertising stress on these little guys, a poster of some kind was needed for the event. Chris and fellow poster comrade, John, were up to the task. They designed a flag shaped poster donning the headline "Claim Your Tater" with the event info and where to literally claim whichever characters the attendees wished to carve.

To be totally honest, the sign-up sheet was primarily created to prevent any fighting over particular letters. To further prevent any altercations, we took all the cool ones before anyone else did.

Noe and Chris were in charge of acquiring and prepping the potatoes for the event all within a three-hour window. One big concern was keeping the letterforms around the same size. Chris proposed a square shaped cookie cutter. Awesome solution. After the seventh or eighth store they came to the conclusion that the damn things do not exist in San Marcos, Texas. The closest they got to something that could work was a tiny square-shaped ramekin from *Crate & Barrel*. Well, it didn't work like a cookie cutter at all, but with enough pressure it created a square impression on the potato that could be used as a guide for chopping them into blocks.

With around fifty potato blocks primed for action, it was time to start the first and probably last AIGA Potato Type event. We had an amazing turnout of 25 participants. The event was intriguing enough that it attracted not only some new faces, but ComDes Professors Rose Newton and Claudia Roeschmann to boot.

One hour later the complete potato alphabet lay before us and our guests started to see their spudular creations in use.

Believe it or not, aside from having a little fun with a highly under-utilized medium, there was an actual purpose to all this. The day after the event, John and Chris met up to do prints of every starchy letter form for the purpose of creating a Photoshop brush collection to be shared amongst participants and be cherished forever and ever.

FYI: Linoleum cutters work best.

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M N O P Q R

Y Z 1 2 3 4

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S T U V W X

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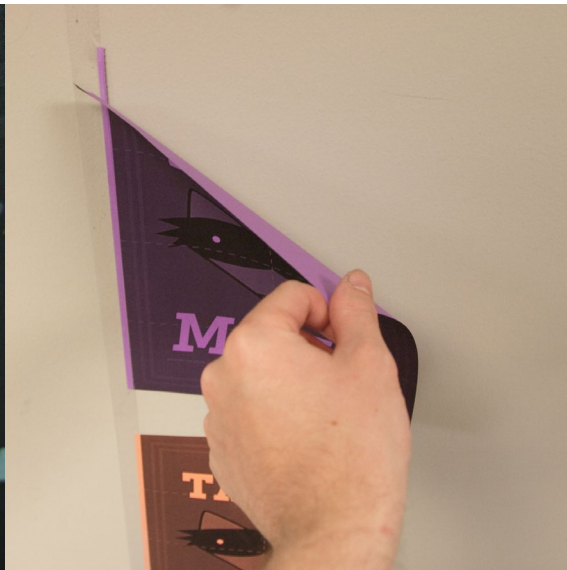Nobody
loves the
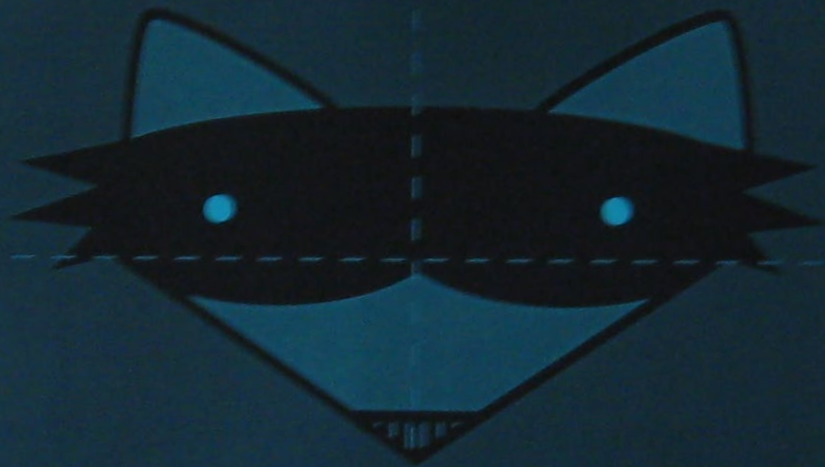number 7
:(

:) :D A A R M

SPRING
2010
MAKE &
TAKE
CUT/FOLD/

BIND

Spring Break 2010 did not exist for around half of us. With deadlines, Exit Review, and graduation looming over our heads, the campus was our vacation spot.

With our heads completely submerged with other matters for a majority of the break, a short visit to the surface brought a realization into focus—our next meeting was in four days and we had not done a thing to prepare for it.

John, Chris, and Haley put their heads together and decided that our next meeting would be a Bookmaking Make and Take. Typically, we use posters to get the word out, but we switched things up a bit for this event for something that was more relevant to not only the meeting but the action of making and taking as well.

The idea was to make a flyer that could be made into an octavo—a bookmaking technique to be covered at the meeting. To incorporate the action of taking, the flyers were perforated along one edge so they could be easily ripped from the wall. To further accentuate the idea of taking something, Haley put her Racoon illustration skills to use. Racoons take stuff, get it?

In order to give the flyers more the visual presence of a poster, they were printed on colored paper and hung up in large grids. This worked out very well because most were taken in a day and had to be replenished the day of the event.

This meeting attracted quite a few new faces, which is not too surprising since bookmaking is kind of a niche thing around here. Haley with assistance from Morgan, shared their bookmaking knowledge and took on any questions the attendees could throw at them.

Haley went over a variety of binding techniques that could be achieved with the equipment available at school such as wire-o, perfect, coptic, and saddle stitch. Many students at the meeting had never seen an octavo and were blown away that such a simple bookmaking technique existed. If no one learned at least one new thing by this point, they surely did at the second part of the meeting, which was the continuation of our Crash Course series.

Since the original Crash Course had to be cut short, we used the leftover time from the Make and Take to pick up where we left off, which was InDesign. Noe and Chris did a quick run through over some advanced features and techniques such as GREP, Nested Styles, Tables, and the Story Editor. While there was no way we could go into any depth with some of these things, it was mainly to raise awareness that these tools exist and could save others from future headaches. Overall, our audience was very impressed with what they saw and we hope they can put these incredibly powerful tools to use in future projects.

The lesson was followed by some great questions from the audience, which was then followed by consumption of celebratory pizza at Zen's.
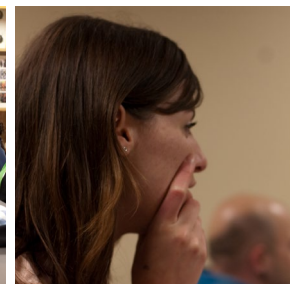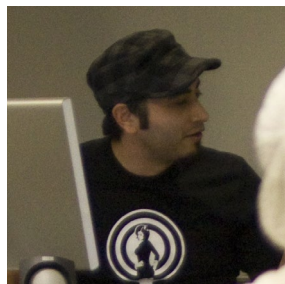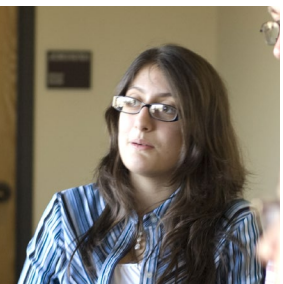
SPRING
2010
BABY
ADOPTION
PARENTS N

Baby

EEDED

PARENTS NEEDED

THURS at 5:15

ROOM # 3107F

+ FREE SWAG

AIGA SPRING 2010

&xico ADOPTION
· Tax Deductible! ·

Well, this is it folks, the last and final AIGA meeting in the history of AIGA meetings to of ever happened in the SPRING OF TWO THOUSAND AND TEN. Bookmaking, creating type from potatoes, and witnessing things you never knew CS4 could do—eyes widened, jaws dropped, pants were changed. It has been an amazing semester for you, thanks to us, and now it is time for you to help us as we hand off this baby we've lovingly created together.

That's right madames and gent-fellows, Baby needs new parents. We can't just hand off Baby to anyone though. You see, Baby's been very spoiled this semester and is well on its way to becoming the rotten, little, snot-nosed parasite of a child we've been striving for. To those willing to take the job, it is your responsibility as new parents to ensure that our vision develops accordingly. Make it happen.

p.s. Baby despises unprofessionalism, laziness, incompetence and cupcakes. Parents lacking passion, motivation, and inspiration need not apply for the sake of Baby's welfare.

Aiga Staff
xoxo

The AIGA did well this semester, very well. We really hope that our efforts will make students expect more from their AIGA chapter in the future...so what about the future? What was to come of us? With the end of our reign on the horizon and all of our key creatives set to graduate, we had to find the right people to adopt our baby.

As far as promotions were concerned, Chris initially wanted to create an extra large thank you letter. Well, due to a combination of sleep deprivation and cold medication, a public "thank you" evolved into a self-aggrandizing "thank us" letter about child adoption posted on the Bizzaro World edition of Craigslist. Blame Noe.

"Hey it's a lot more interesting than just saying we're electing new officers." — Noe

This was probably one of the quickest and nicest posters we ever put out. Chris and Noe split up the design and illustration duties, then put their heads together to write the remaining copy. Being that this was such an odd approach and our last impression on the school—it had to be memorable. Copywriting alone took up more time than the entire design portion of the poster. There was a lot of TLC that went into those words, we were talking about our baby after all.

The "Baby" posters went up the day before the meeting and within two hours, two of the four posters were stolen. Something also worth noting, "Baby" was part of the work displayed at the 2010 ADCH Houston Show.

Baby

NEW
PARENTS NEEDED

THURS 5:15

ROOM # 3107F

+ FREE SWAG

AIGA SPRING 2010

EXICO ADOPTION *Tax Deductible!*

Aiga Staff
xoxo

The day had finally arrived to hand off the spoiled brat we helped raise together to it's new parents.

Before we started taking votes for positions, each officer introduced themselves and gave a brief summary about the kind of duties their replacement would be expected to perform.

Our officer elections started with choosing the next President and Vice President. Due to multiple people running for these positions, we had them give an impromptu speech about how why they would be a good parent for Baby. After putting them on the spot, everyone that was going to be around after this semester voted for the candidate they liked most via secret ballot. We then worked our way down through the ranks and here is what we ended up with:

President	Kevin Quach
Vice President	Kelly Price
Poster Team	Jenny Powell Robin Benson Chris Berry
Treasurer	Damaris Alfonso
E-mail	Stephen Hurley

With our final meeting adjourned and the next generation of AIGA chosen, it was time to celebrate the end of a job well done with food, drink, and friends at Valentino's.

That's the end of our story for Spring 2010.
We hope you enjoyed this as much as we did making it.

DESIGN Chris Saign
COPY Noe Perez
EDITING Noe Perez, Chris Saign
PHOTOGRAPHY Noe Perez, Stephen Hurley

2010