



COMPASSION

YOU
ARE
PART
OF
THIS

COMPASSION



WHAT IS COMPASSION?

Compassion is the act of caring about others.
To care means to suffer together through blood, sweat, and tears.

Blood is the ambition to give back.
Sweat is the effort to persist.
Tears is the emotion we feel for others.



TABLE OF CONTENTS



1/ B L O O D

- 11 PROMPT
- 12 FINDINGS
- 14 OUR VOICE
- 17 MOOD BOARD
- 20 TYPOGRAPHY
- 21 COLOR
- 22 DESIGN EXPLANATION
- 25 MARKETING COLLATERALS
- 27 POSTERS
- 35 SOCIAL MEDIA

2/ S W E A T

- 40 TRAFFIC FLOW
- 47 ACTUAL SIZE TYPOGRAPHY

3/ T E A R S

- 60 WAY FINDING
- 70 EXHIBITION DESIGN
- 75 COST ESTIMATION
- 77 FINAL THOUGHTS
- 79 ACKNOWLEDGMENTS



1/

B L O O D

AMBITION RUNS IN OUR VEINS.

WE DO NOT LET BOUNDARIES STOP US FROM OUR VISION



PROMPT

We are ten designers collaborating to create an exhibition. By utilizing our strengths we reflect who we are as designers through our work.

GOAL

Design is the act of visually communicating to others. We tell a story that everyone can connect to—compassion. Design allows us to show what we can give back to the community. Passion fuels our work—by opening ourselves, we express compassion.

TARGET AUDIENCE

Design is our passion, but sometimes it is not easy to explain what we do. We open ourselves to the community by sharing our process, from beginning to end. Our primary audience is faculty, students, and those curious in our work.



FINDINGS

We research the best method to evoke compassion from our audience. The reason why is that we want people to care about what we do, and in order to do that, we need to find that middle ground where everyone can relate to each other.

We spend the time to research though talking to people, to figuring materials, to look at different inspiration.

We research different moods in which to tell our story, from formal to more conversational.

We have to understand our process because in order to guide the audience through our process, we need to experience the process again from the beginning.

In order to achieve compassion, we must communicate with passion. We orchestrated the experience of telling the story of our process.



OUR VOICE

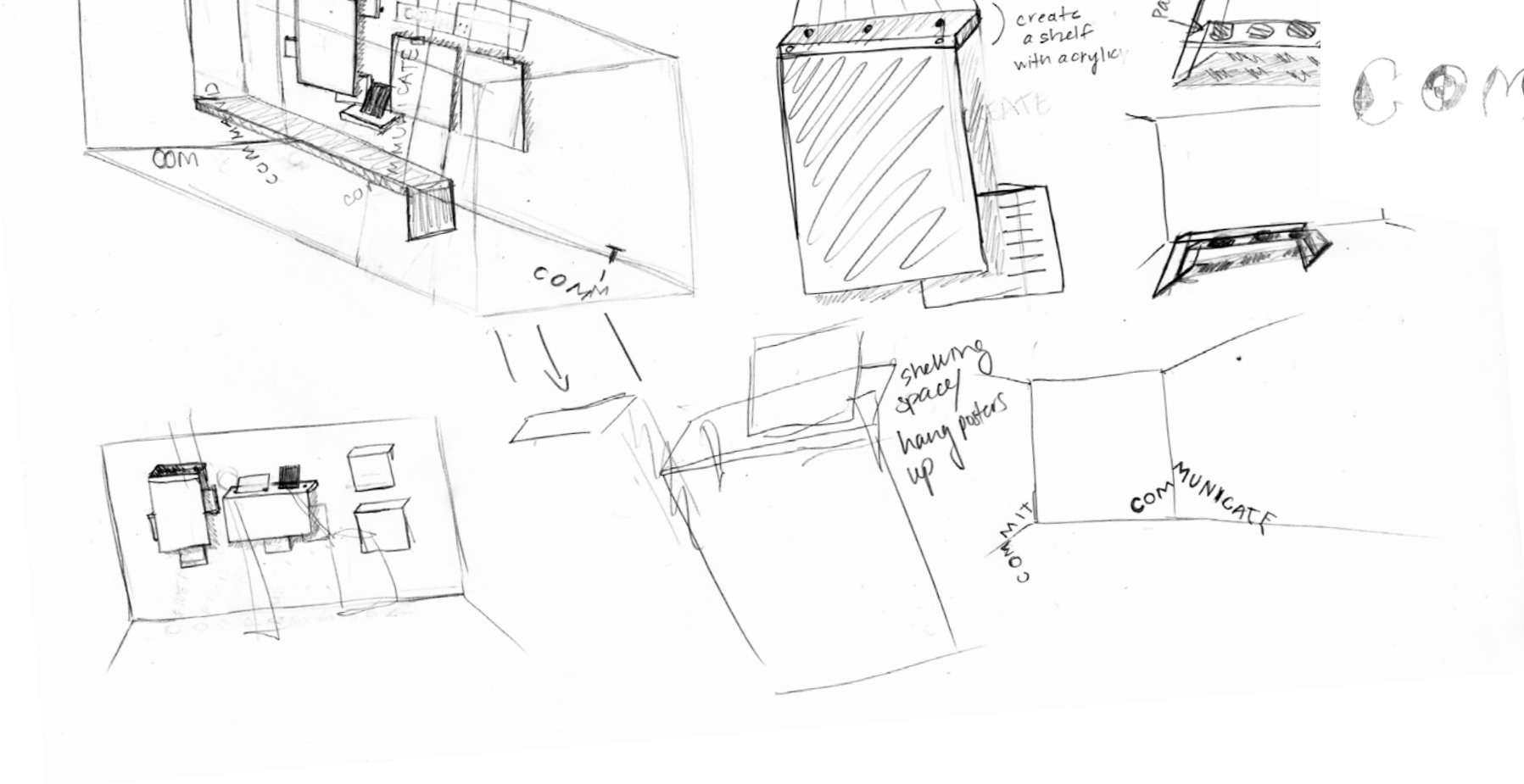
In order to guide the audience, we need to experience the process from beginning to end.

LANGUAGE

We realize that language is important in the overall feel of our brand because it is one of the first elements that the audience is exposed to. Because of this, we wanted the language to reflect the warm emotion in our show.

TONE

The design tone is conversational. We show compassion by caring for what we do...Passion fuels our work and helps us communicate our ideas boldly and clearly.



COMPASSION

↑
each letter
will be unique
designed by
each member

Beginning

Touch
Humane
Personal
Belief
Thoughtfulness

Love

Happiness

Satisfaction

Care

Offering

Giving

Joy

Warm

Jazz

Craze

Impressed

Appreciate

Friendly

Listen

Helpful

Understanding

Reliable

Truth

Open

Reveal

Persistence

Desire

Will

Sweat

Important

Golden Rule

Life

Action

Relate

Connections

Wire

Engage

Experience

Empower

Power

Flame

Fuel

Healing

Cultivate

Expression

Change

Affect

Interact

Influence

Impact

Moved

Inspiration

Motivation

Strengths

Talent

Encourage

Outcome

Feels

Overwhelm

Evoke

Feeling

Stirred

Raw

Emotional

Excitement

Stimulate

Rally

Thrill

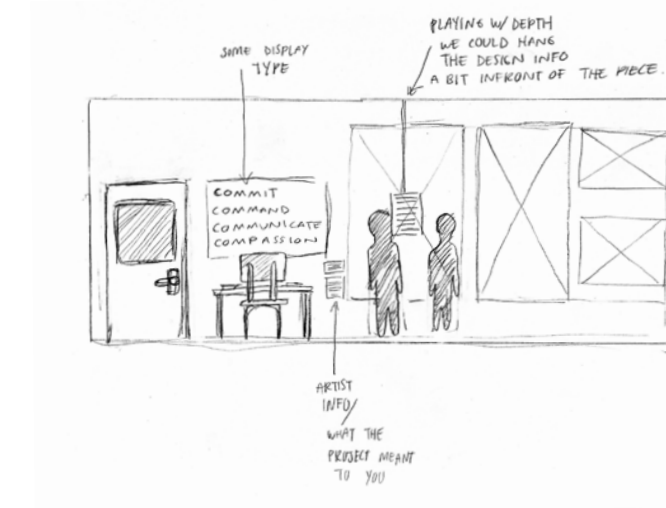
Dare

Wild

Bold

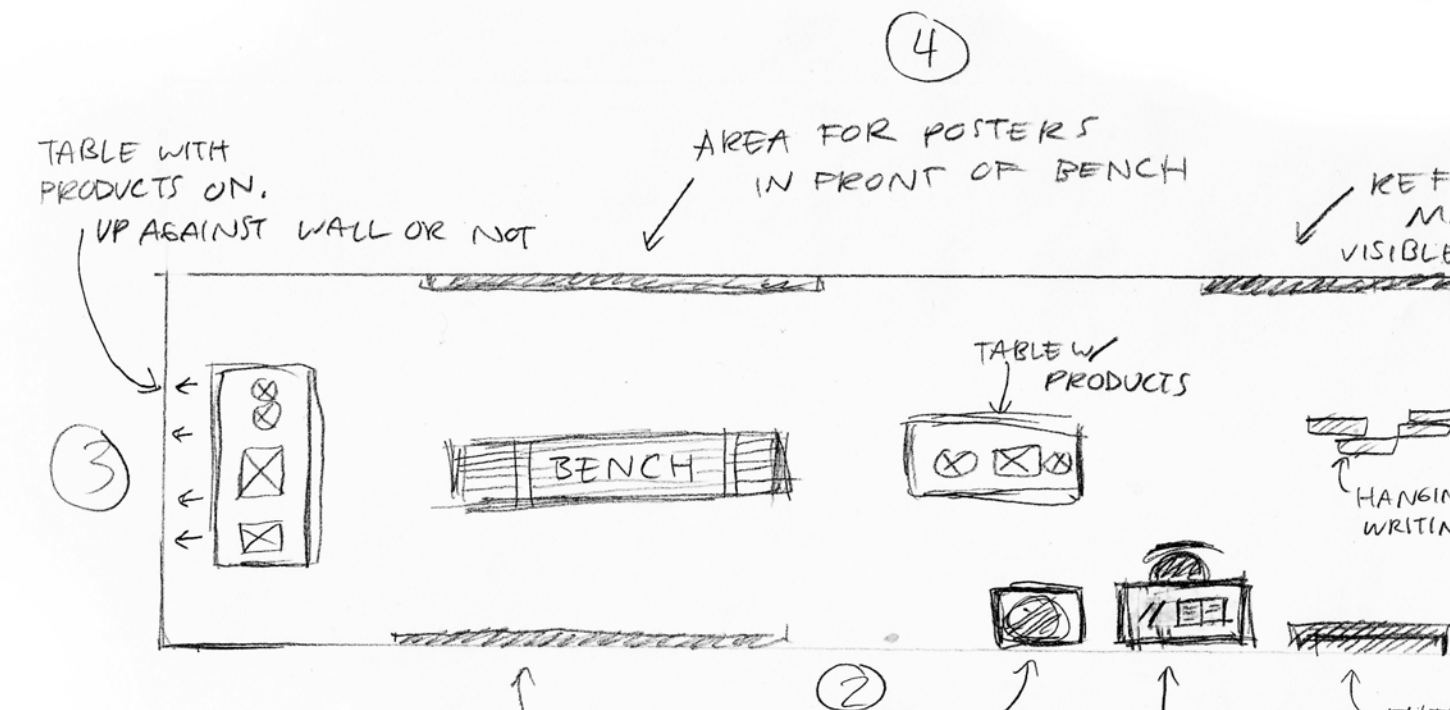
Forward

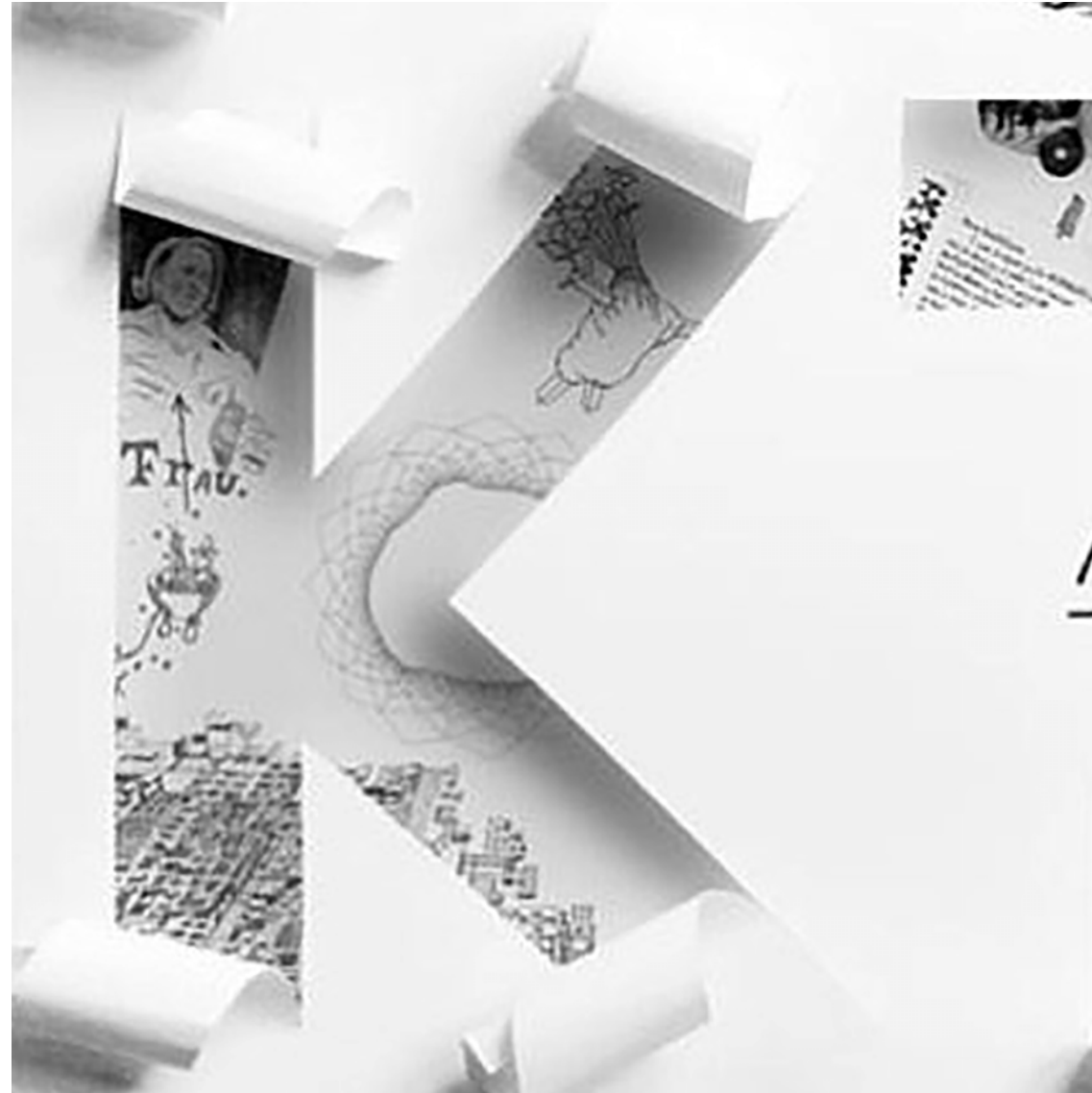
Freedom



COMPASSION

COMPASSION

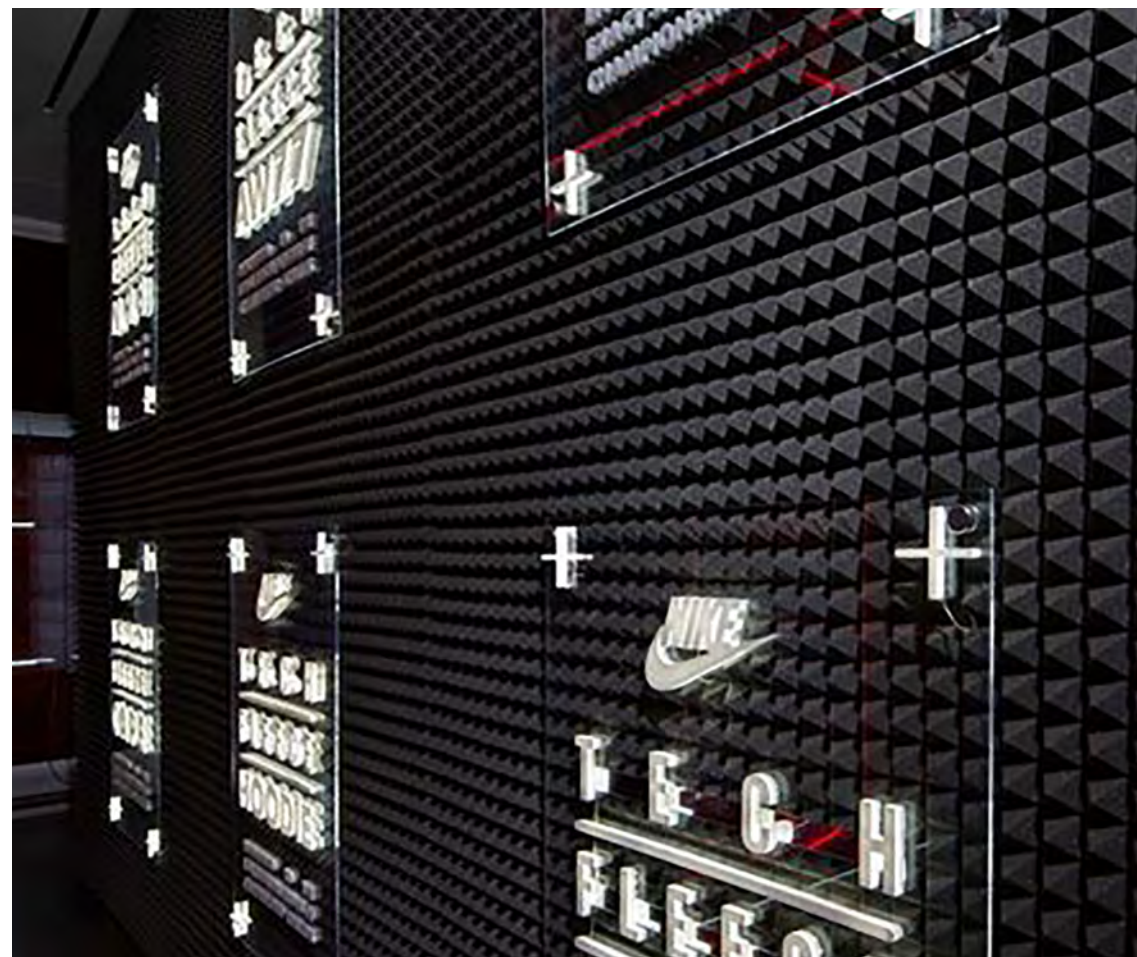
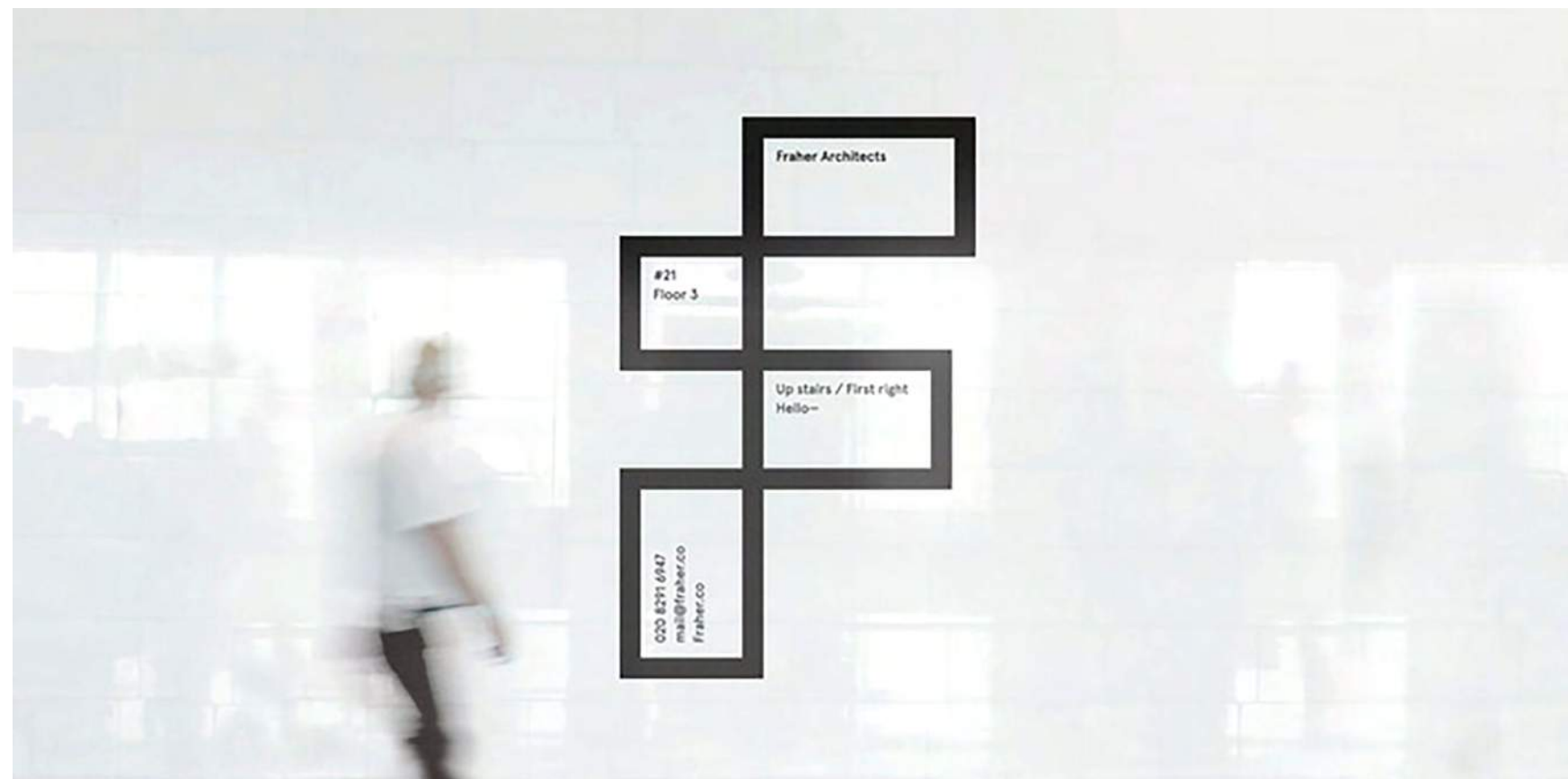




MOOD BOARD

We research the best method to evoke compassion from our audience. The reason why is that we wanted people to care about what we do, and in order to do that, we needed to find that middle ground where everyone can relate to each other.

miles davis
dizzy gillespie
max roach
wynton marsalis



B L O O M P A S S ! O K

FINAL LOGO

We chose FunCity for the primary mark because it is an approachable and playful typeface. It sets the tone of our overall message. FunCity consists of different variations of the same letterforms, which reflects our individualities. The exhibit consists of ten different individuals coming together to work as a team.

TYPOGRAPHY

FUNCITY

Level 1 Basic

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

Level 1 Dots

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

Level 1 Stencil

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

Level 2 Basic

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

Level 2 Frame

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

Level 2 Stencil

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

Level 3 Basic

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

Level 3 Frame

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

Level 3 Reflection

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

Level 3 Stencil

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

Level 4 Basic

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

Level 4 Dots

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

Level 4 Frame

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

Level 4 Reflection

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

Level 5 Basic

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

Level 5 Dots

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

Level 5 Frame

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

Level 5 Reflection

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

Level 6 Basic

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

Level 6 Dots

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

Level 6 Frame

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

Level 6 Reflection

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

DIN NEXT ROUNDED LT P

Light

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

Regular

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

Medium

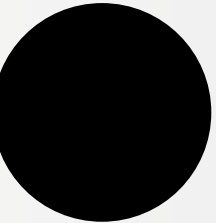
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

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

COLOR

BLACK



C 0%
M 0%
Y 0%
K 100%
R 0
G 0
B 0

GRAY



C 16%
M 12%
Y 13%
K 0%
R 213
G 213
B 213

WHITE



C 0%
M 0%
Y 0%
K 0%
R 255
G 255
B 255

DESIGN EXPLANATION

DROP

The primary mark uses a drop in the center of the O to symbolize blood, sweat and tears.



TERTIARY ELEMENT

The tertiary element is the dot, used in conjunction with the drop to guide the audience to our exhibition.



SUPPORTING ELEMENT

The secondary mark consists of the words BLOOD, SWEAT, TEARS. Blood is the ambition to give back. Sweat is the effort to persist. Tears is the emotion we feel for others.

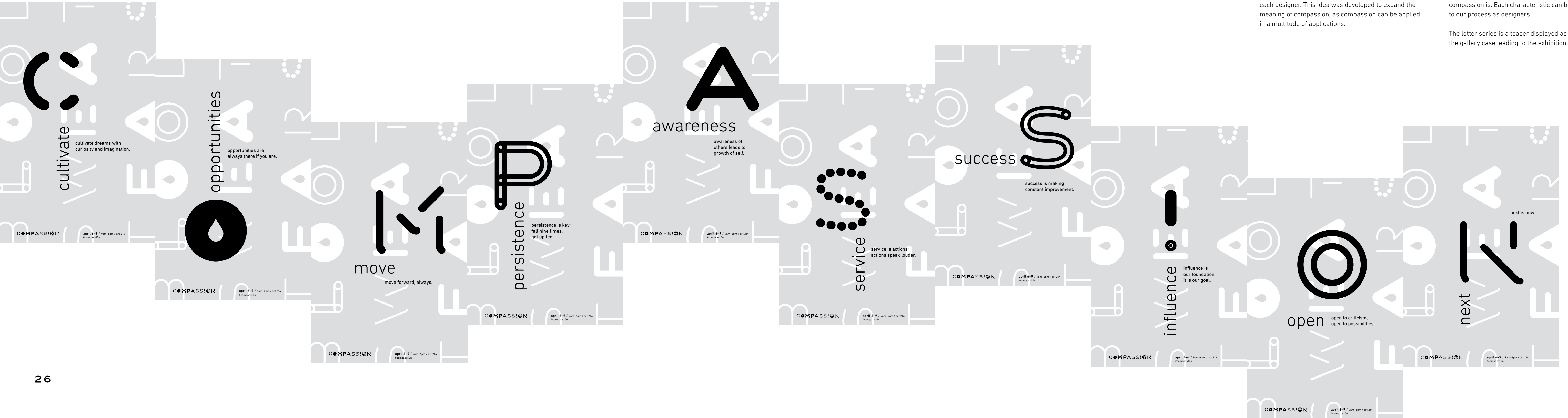




MARKETING COLLATERALS

We gave out tangible objects such as posters, postcards, brochures, and pins to give compassion to others. Those we could not physically reach, were reached through video.

1. Posters
2. Postcards
3. Brochures
4. Pins
6. T-shirts
5. Videos



POSTERS

We created a ten-letter poster campaign to reflect each designer. This idea was developed to expand the meaning of compassion, as compassion can be applied in a multitude of applications.

The letter series reflects characteristics of what compassion is. Each characteristic can be applied to our process as designers.

The letter series is a teaser displayed as a set in the gallery case leading to the exhibition.

COMPASSION



Design is our passion and our work shows it.
Our process is full of blood, sweat, and tears...
fueled by the compassion we have for our audience.

We work so damn hard because we care.
#compass10n

gallery open **9am–6pm**

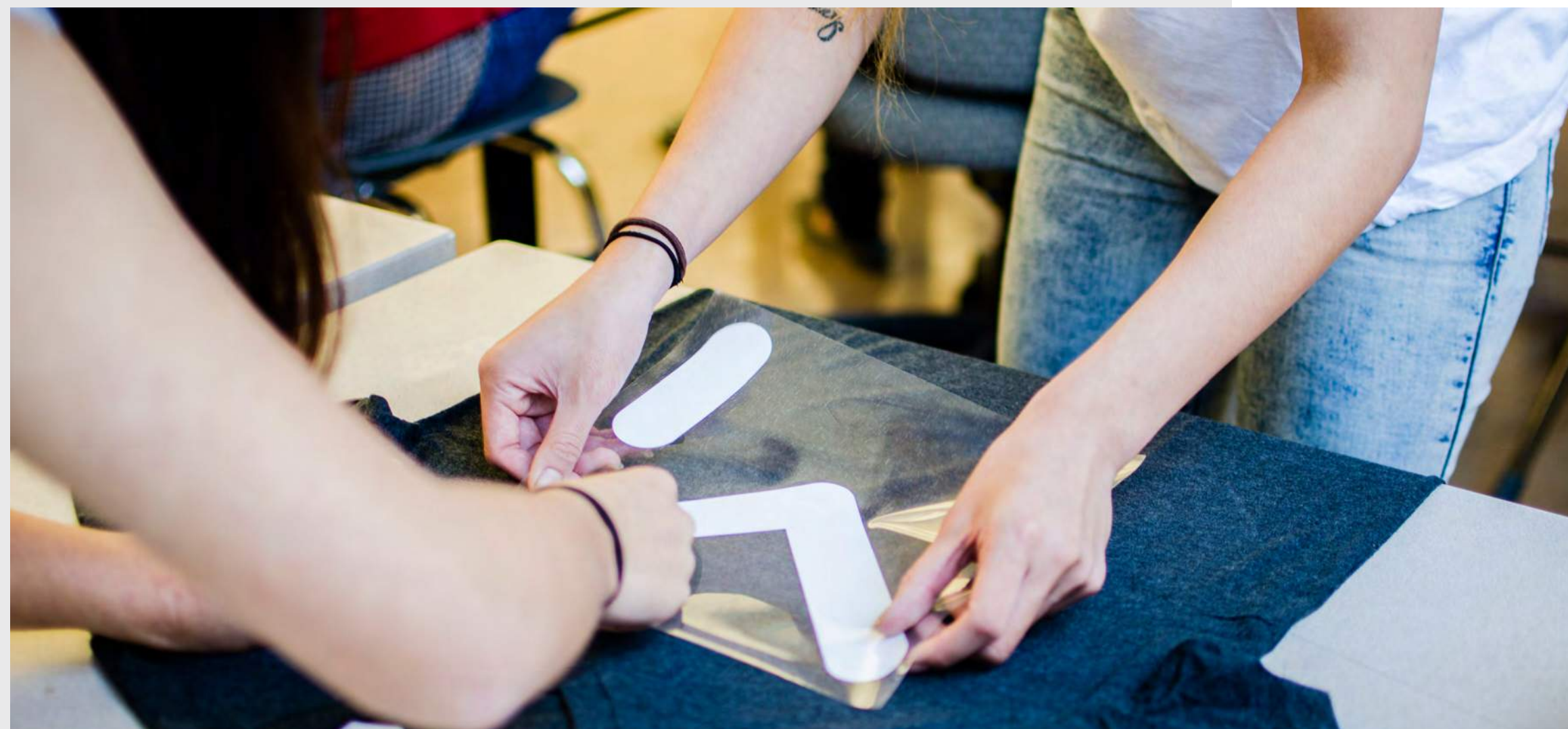
open to the public
april 6–9

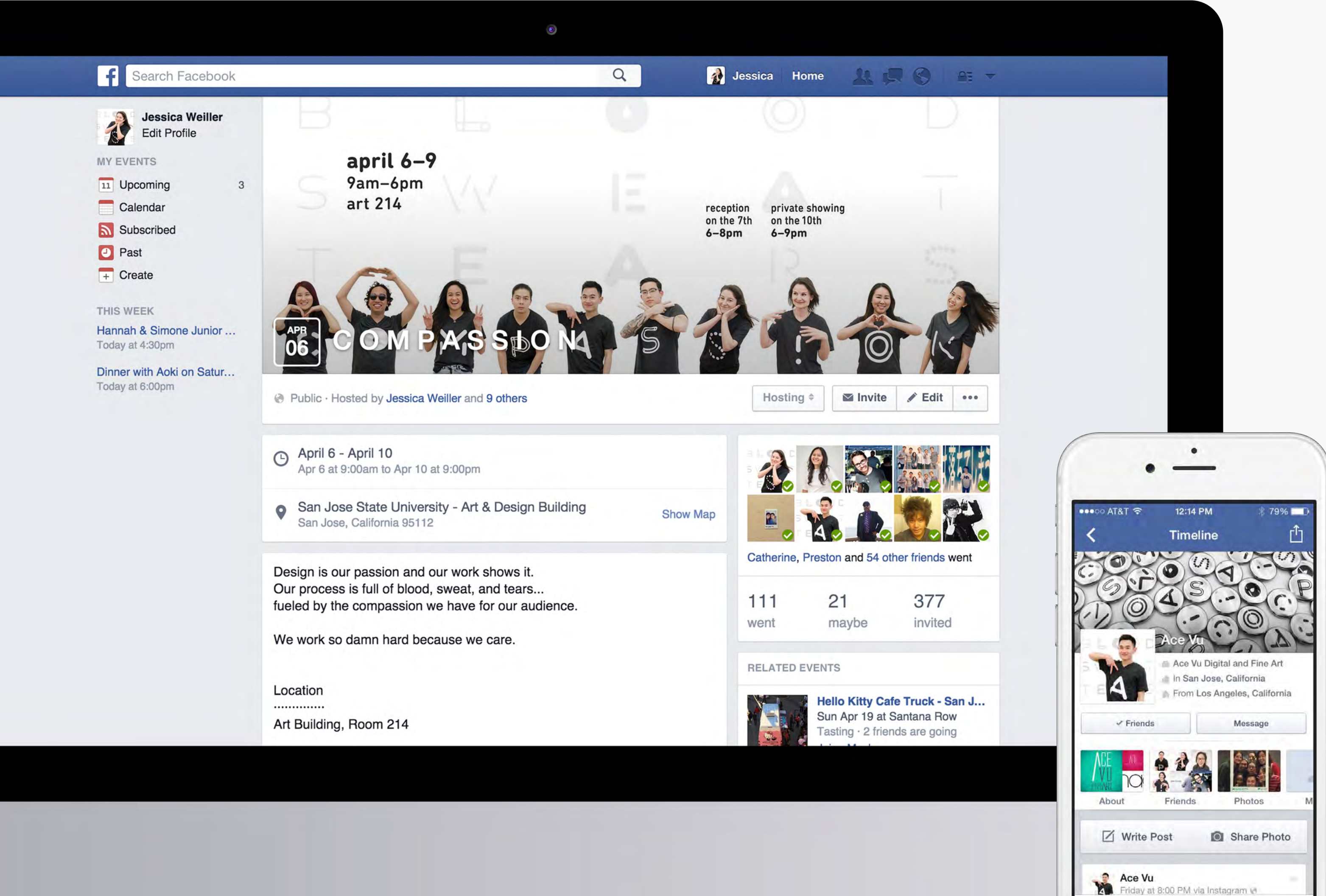
art 214

reception
on the 7th
6–8pm

private showing
on the 10th
6–9pm







SOCIAL MEDIA

We want our promotion to be playful to create an interaction with our audience. We use Facebook as a platform to launch our event. By leaving the title unfilled, we allow the player to guess the word, letter by letter.

Prior to five days before our event, we change each of the designer's Facebook photos to silhouettes. Each day, two letters of our event title are revealed, along with the designers associated with them. The day before the event, the event title is revealed to spell out compassion. We engaged with our audience in this manner to spark their curiosity and keep them thinking about the event.





2/

SWEAT

EFFORT IS OUR DRIVE TO PUSH TO THE END.

WE CONTINUE ON EVEN WHEN IT SEEMS IMPOSSIBLE

TRAFFIC FLOW

The whole exhibition is centered around the idea of showing our process of compassion. Behind it is the blood, sweat, and tears we endure in order to visually communicate to our audience. This idea of layering is a consistent metaphor within the exhibition. Giving impactful words suggesting our drive as designers.

Wall A

Blood, Sweat, and Tears
Brochures and pins
Introduction

Wall B

- 7 Packaging
- 1 Typography poster / book
- 2 Journey Maps
- 2 Infographics

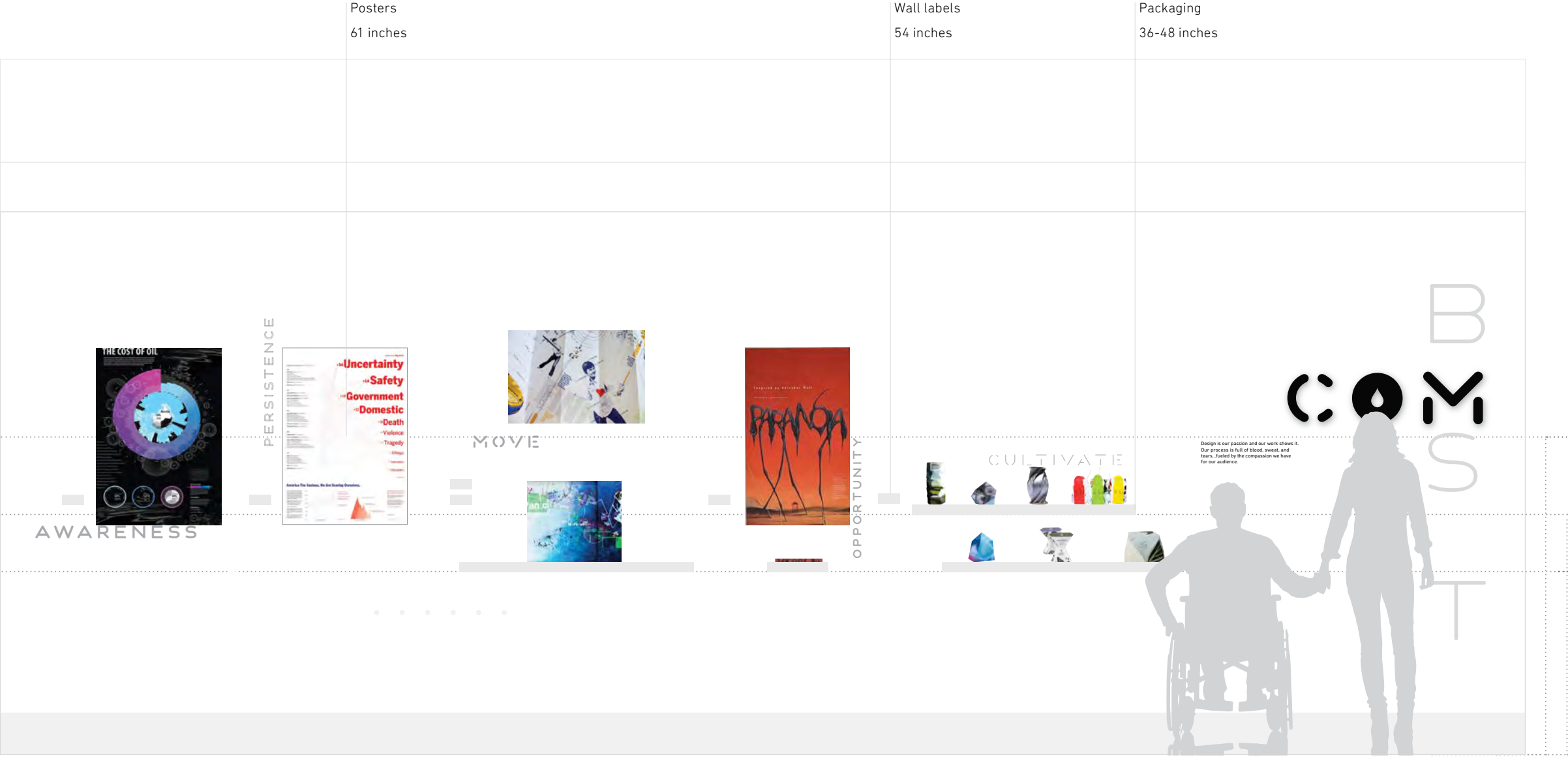
Wall C

2 Applications

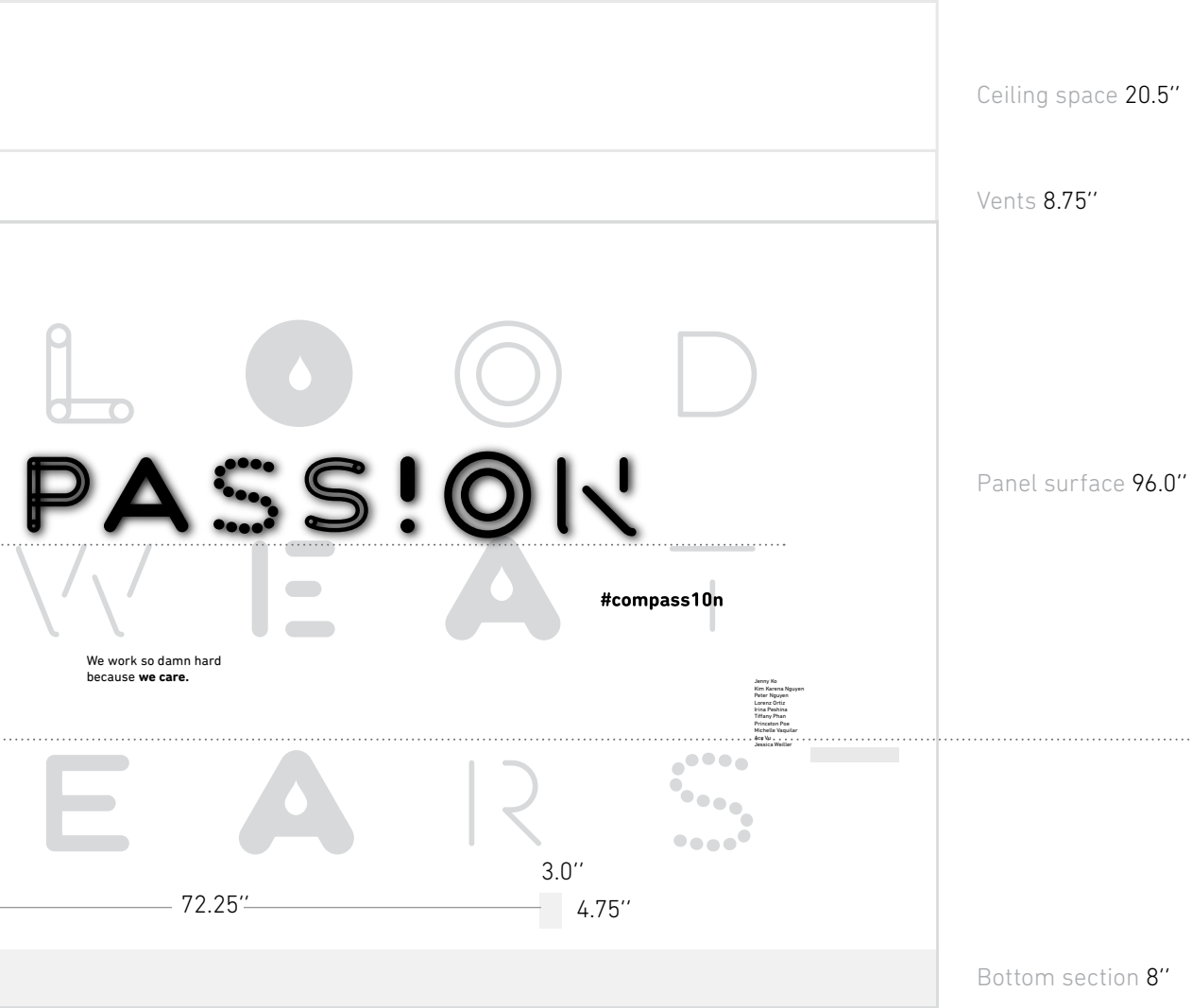
Wall D

3 Branding books
2 Paul Rand books
2 Architecture books
Ending Statement
Signing book

WALL B



WALL A



EXHIBITION FLOW

We made sure to follow Smithsonian Guidelines when designing the exhibition. All displays are placed at appropriate eye levels to be easily read by everyone. Furthermore, all interactive materials are placed at accessible locations for anyone to grab and play with.

Wall A

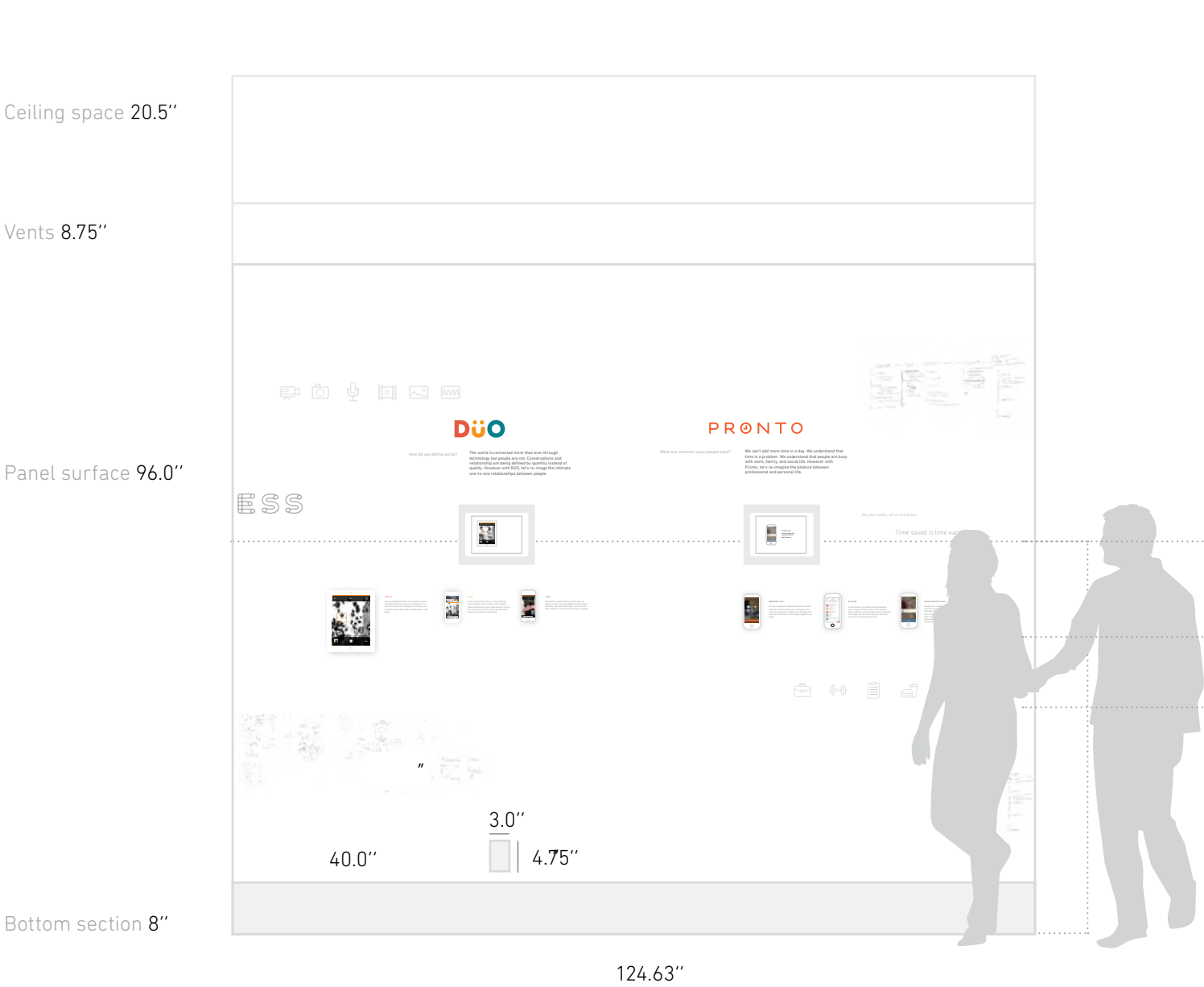
When the audience first enters the exhibition, they are greeted by the word compassion, elevated in black with the use of dowels. Behind the letters, are the words, "BLOOD SWEAT TEARS" laid flat on the wall in silver vinyl. This wall was designed to captivate the audience by playing with the depth of space and the contrast between the compassion letters, and "BLOOD SWEAT TEARS." From here, the introduction paragraph is displayed to set the tone for the exhibition.

Wall B

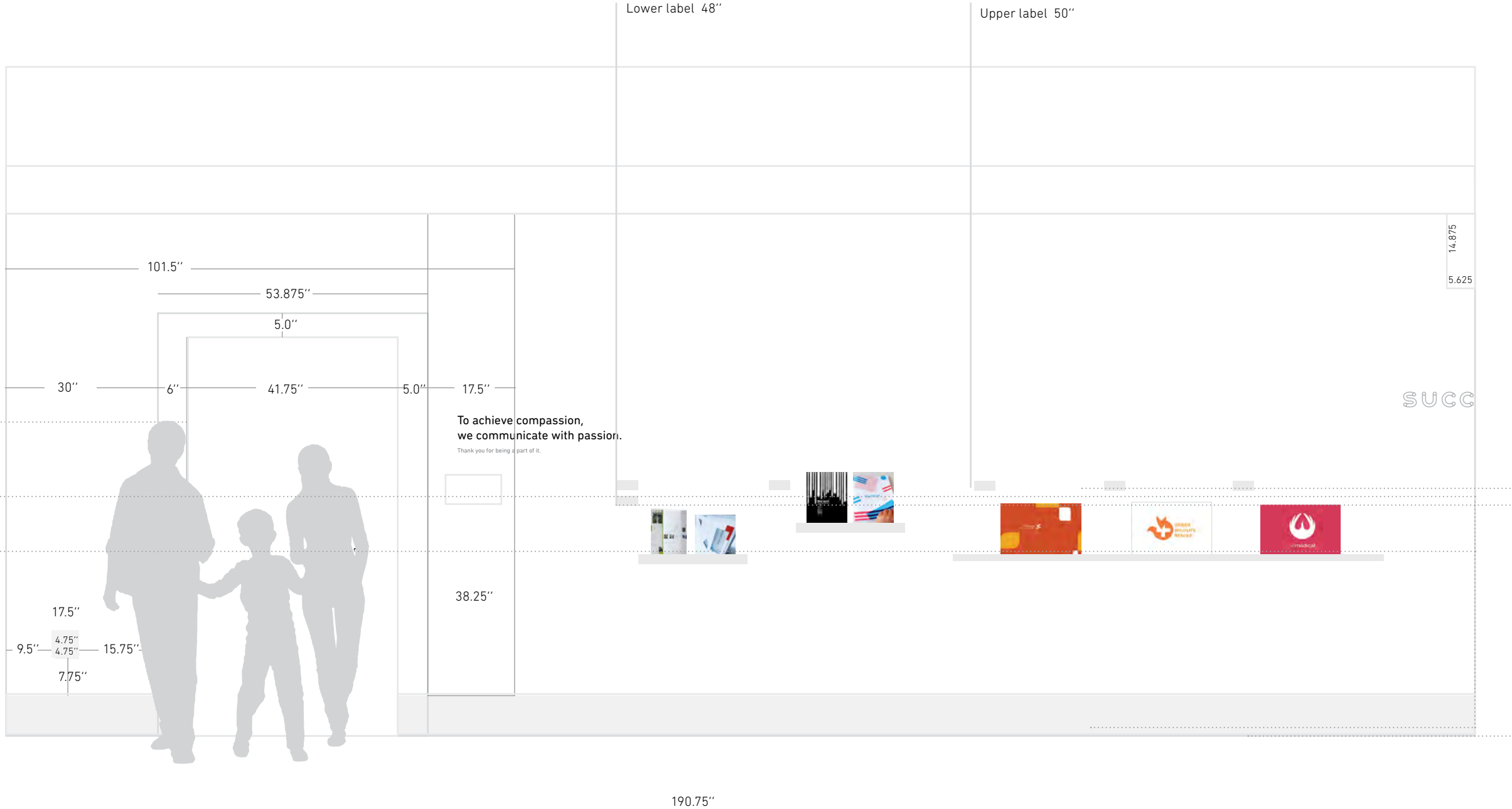
Each work shows characteristics of the designer's style and values. From infographics, to journey maps, to posters, and packaging, these works illustrate both expressive and rational styles. The audience can get a sense for the range of thought processes that design can entail.

Wall C
Showing our process is the most important part of our application from sketches to iterations of the interface.

Wall D
The last wall is left very light to give users a time of reflection in learning about our process as designers.



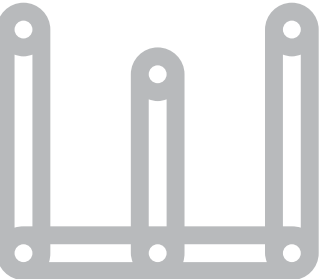
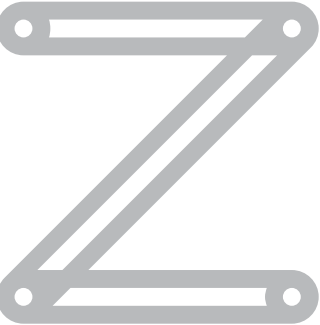
WALL D





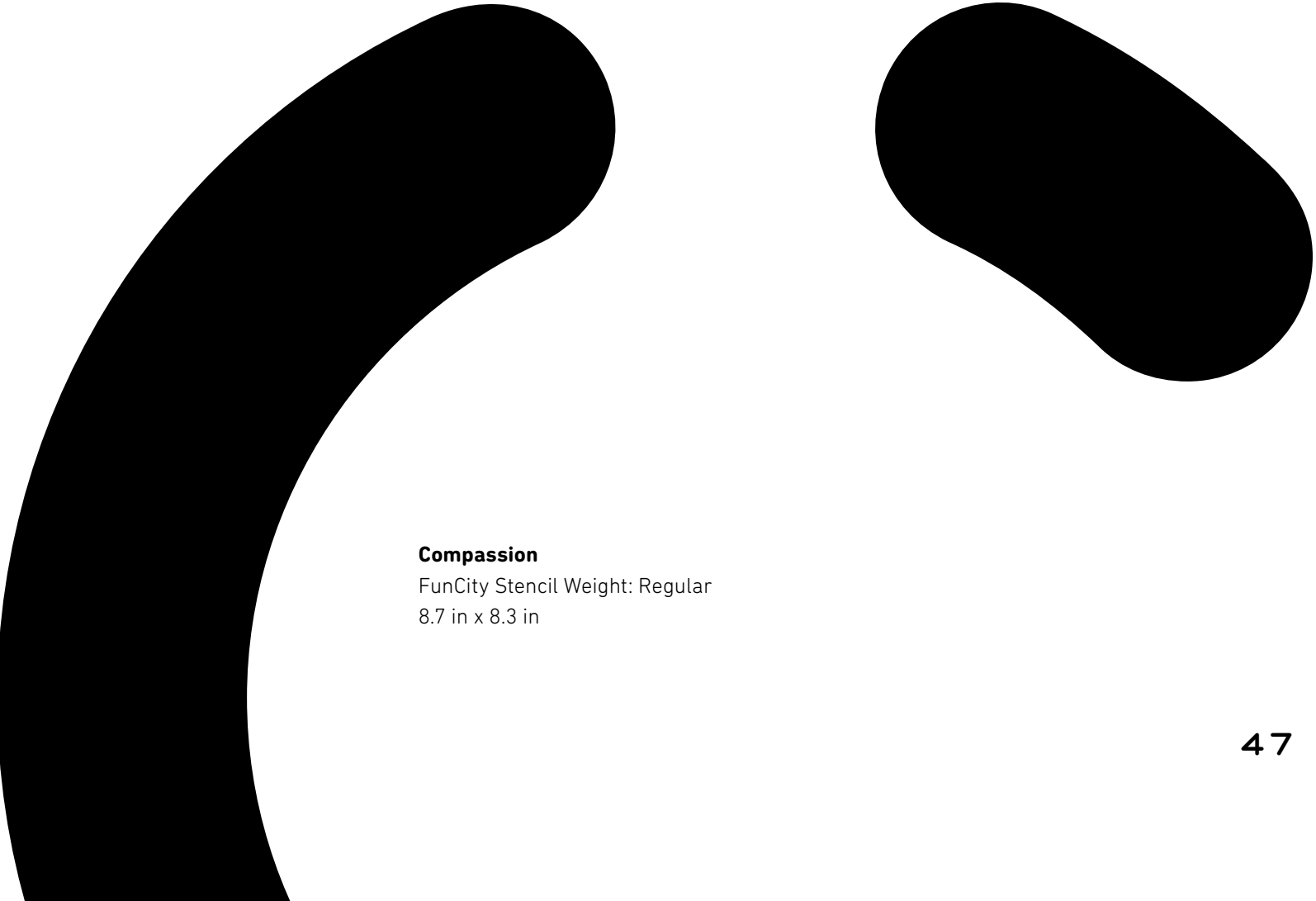
BLOOD, SWEAT, TEARS
FunCity Basic Weight: Level 1
12.5 in x 13.5in

Inspirational Keywords
FunCity Weight: Regular
168pt–303pt



ACTUAL SIZE TYPOGRAPHY

True size on gallery wall



Compassion
FunCity Stencil Weight: Regular
8.7 in x 8.3 in

IRINA PESHINA

My Journey Map

Print / 44" x 17"

This map explores my journey from home to school in four different ways that aim to show the factual and imaginative sides of my adventure.

Label Title

FunCity Basic, Stencil, Dots, Frame, Reflection

Level 1,2,3

Size: 16pt

Label Description

DIN Rounded Bold, Regular

Size: 12pt

Closing Message

Typeface: DIN Rounded Regular

Size: 100pt

Opening Paragraph

Typeface: DIN Rounded Regular

Size: 70pt

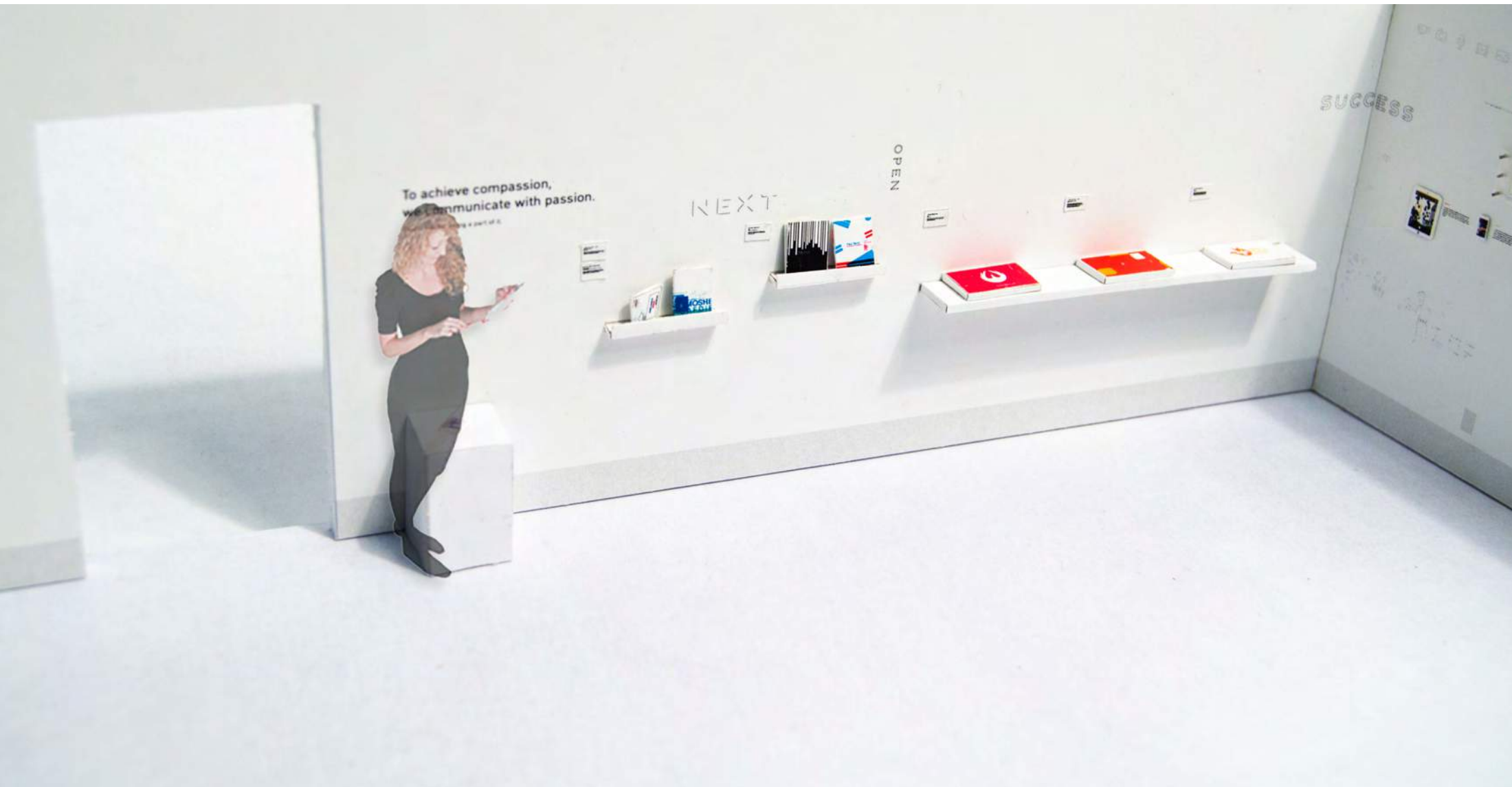
To achieve compass

we communicate w

Thank you for being a part o

Design is our passion and ou

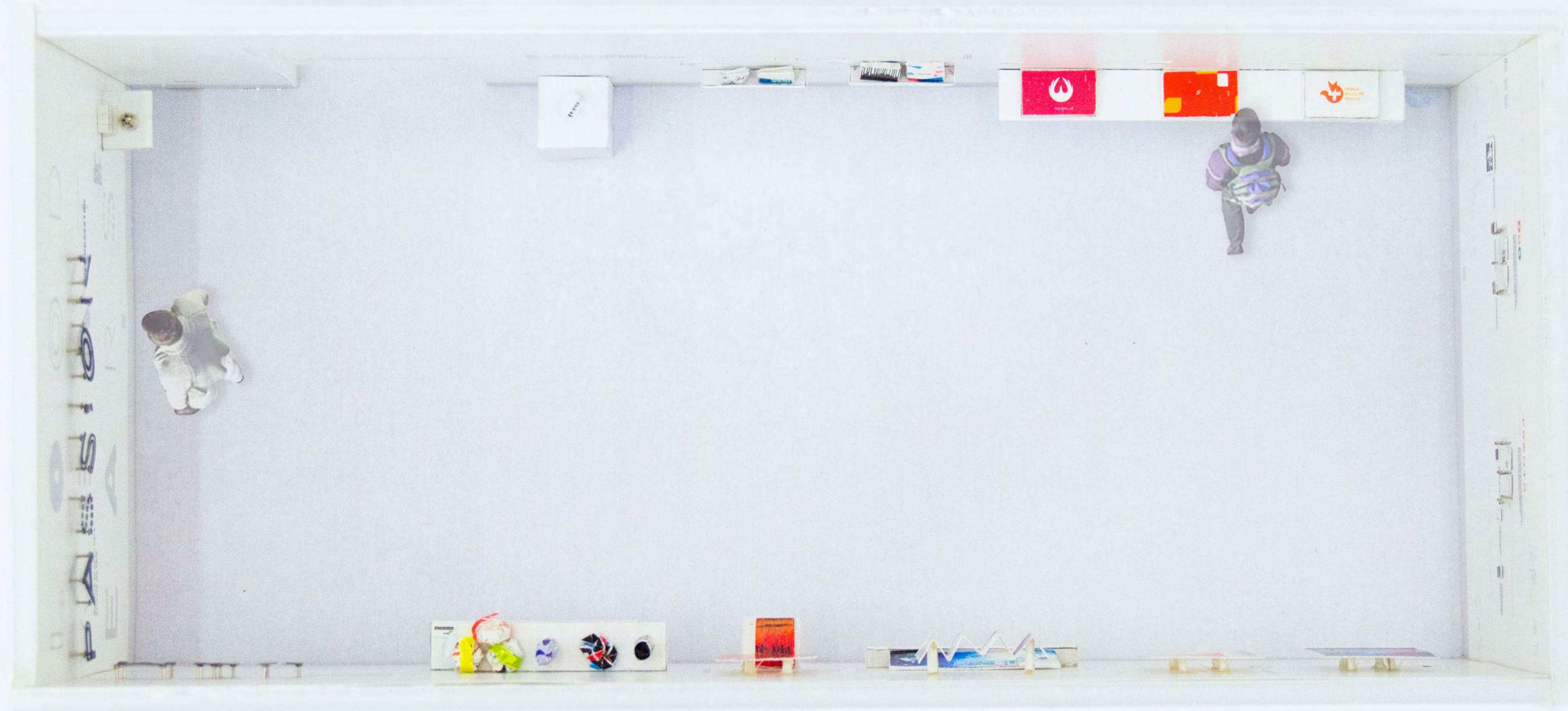
Our process is full of blood⁴⁸



MINI MODEL

Compassion is about caring for others. When creating this experience, considering all possible types of visitors, including those with disabilities, is important in showing how we can achieve compassion. The exhibition must be presented clearly to people of all shapes and sizes, each with different needs.





COOL V.I.P. PASS! @/K

reception
on the 7th
6-8pm

private showing
on the 10th
6-9pm

reception
on the 7th
6-8pm
private
on the 10th
6-9pm



3/

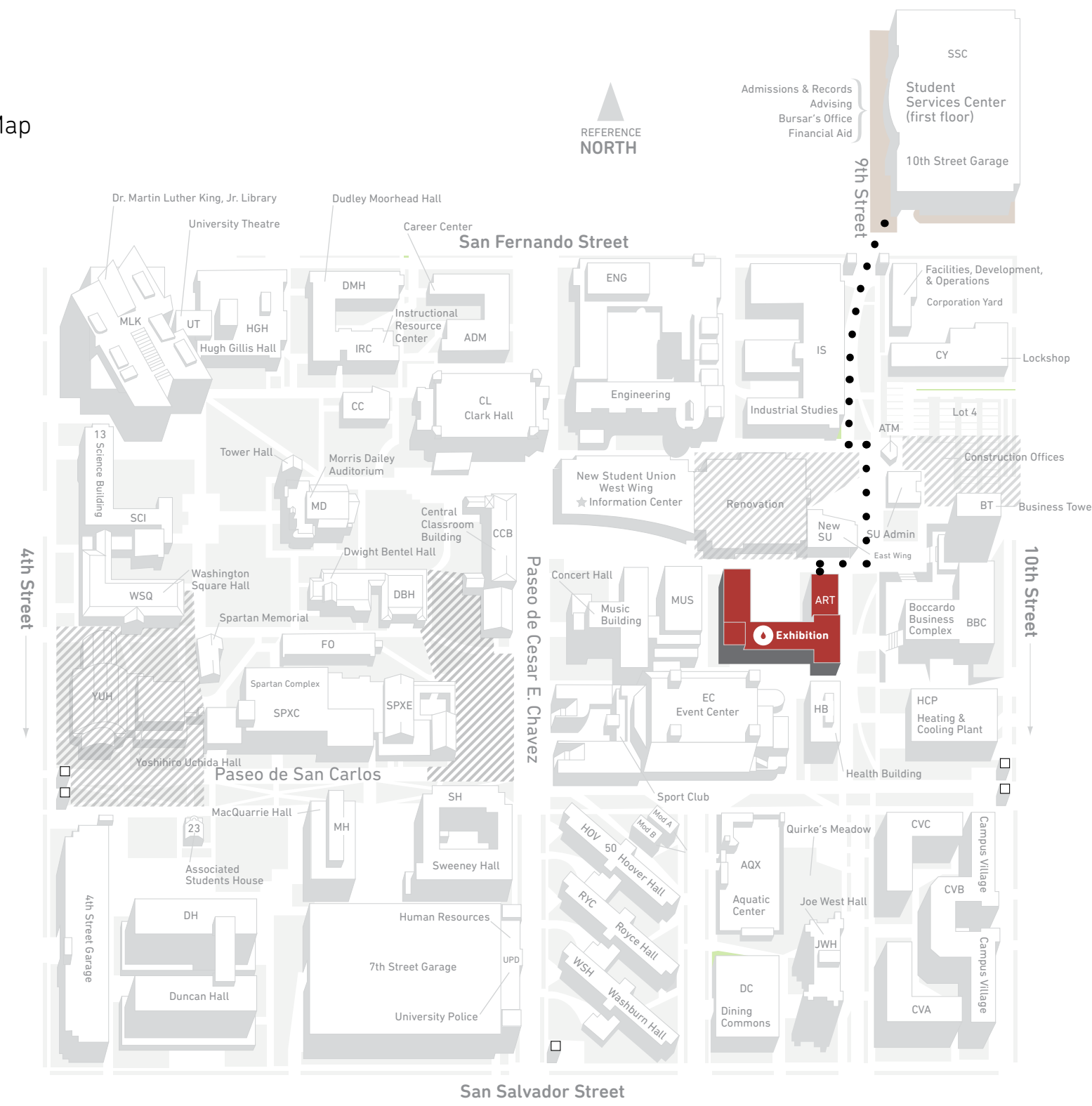
T E A R S

EMOTION IS UNDERSTANDING DIFFERENT PEOPLE'S PERSPECTIVES.

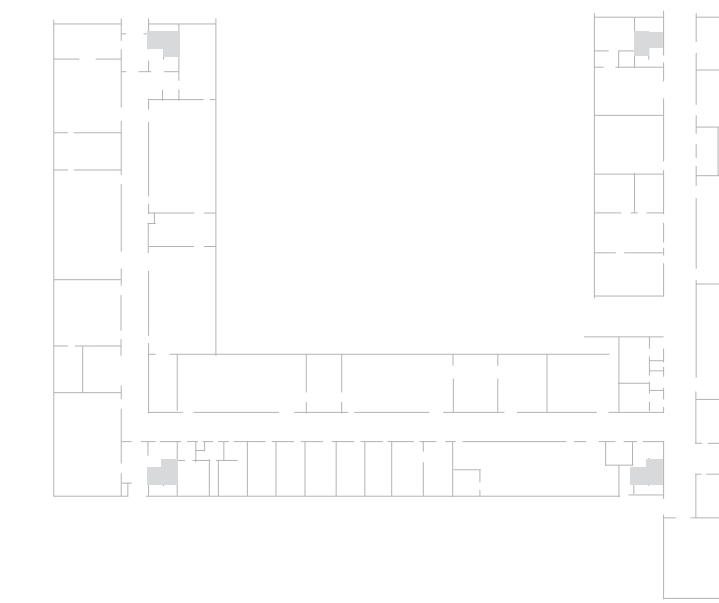
WE LEARN FROM OUR EXPERIENCES IN ORDER TO MOVE FORWARD

San José State University Campus Map

- • • Directions
- Exhibition
- ▨ Under construction

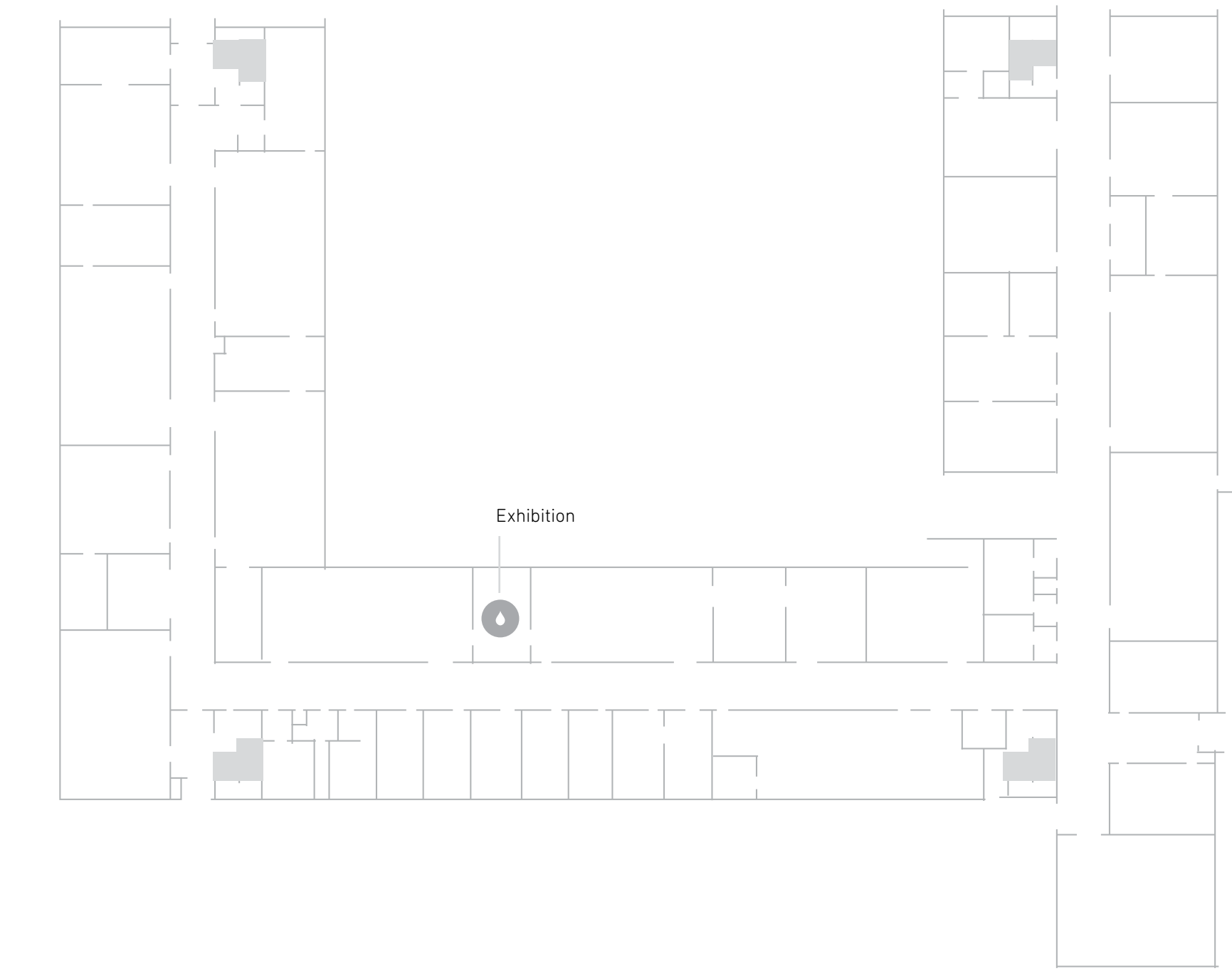


Art Building 1st floor



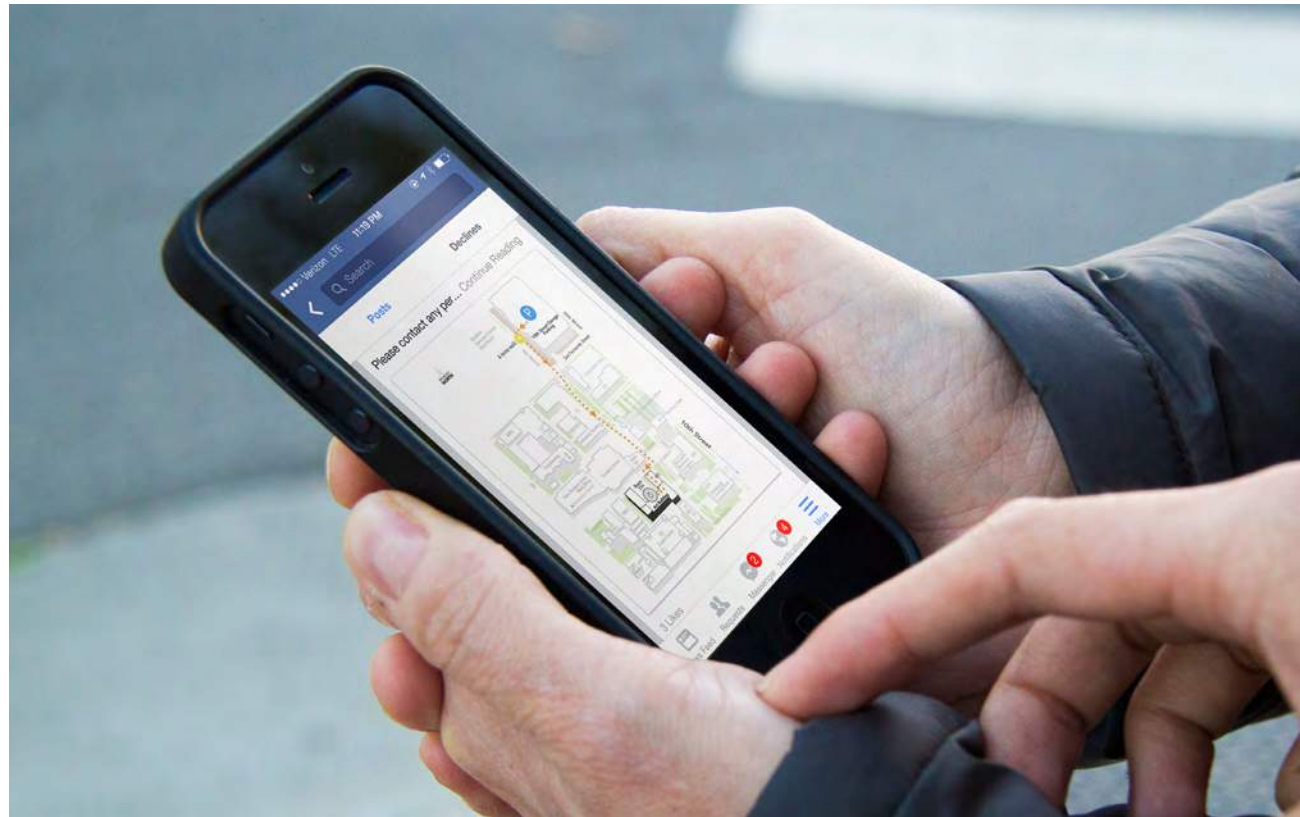
This exhibition was created for a gallery at Art 214 in the SJSU Art Building. In order to give clear direction to our audience, we sent out a map regarding our location to the gallery giving information on places under construction where they can locate our exhibition.

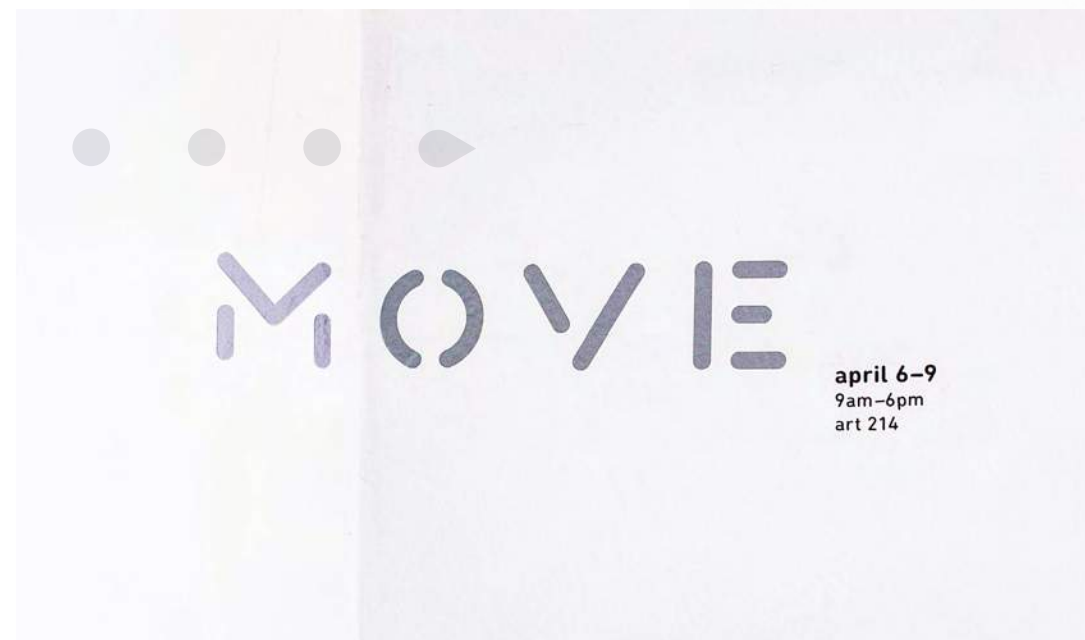
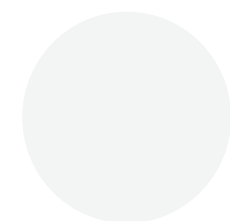
2nd floor



WAYFINDING

As the audience follow along the map, they encounter visual markers such as the dots, keywords, and event details navigating them along the way. At the end of the journey, the audience encounters the mirror which serves as a reminder that they are a part of our process before entering the exhibition.





MOVE

B L O O D
S W E A T
T E A R S

COMPASSION

april 6-9 / 1pm-4pm / art 214
#compassion

C
cultivate
cultivate dreams with
curiosity and imagination

O
opportunities
opportunities are
always there if you are

M
move
move forward, always

P
persistence
persistence is key,
fall nine times,
get up ten

A
awareness
awareness of
others leads to
growth of self

S
service
service is action;
actions speak louder

S
success
success is making
constant improvement

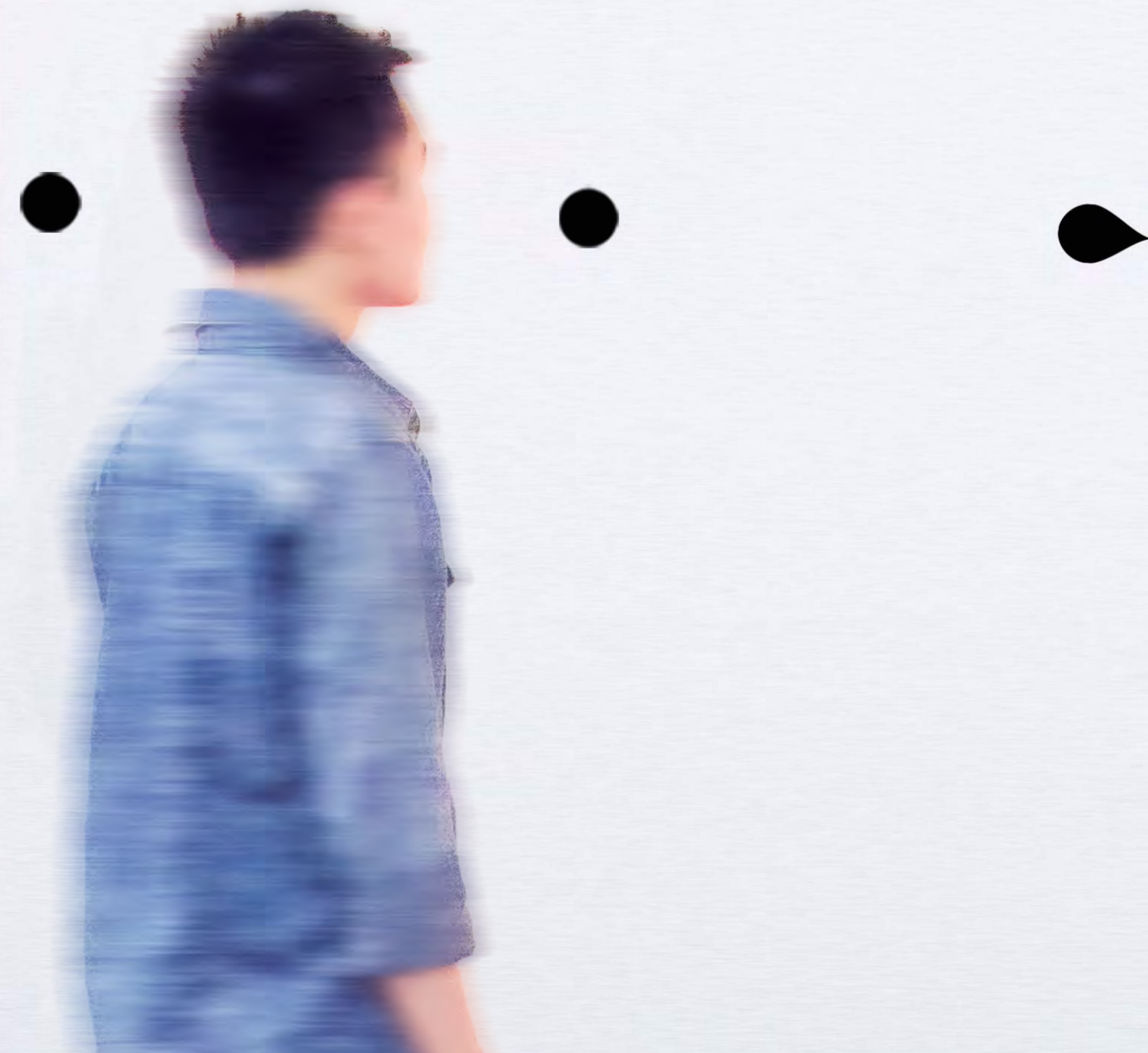
I
influence
influence is
our foundation;
it is our goal

O
open
open to criticism,
open to possibilities

N
next
next is now

COMPASSION

april 6-9 / 1pm-4pm / art 214
#compassion







COMPASSION

#compass10n

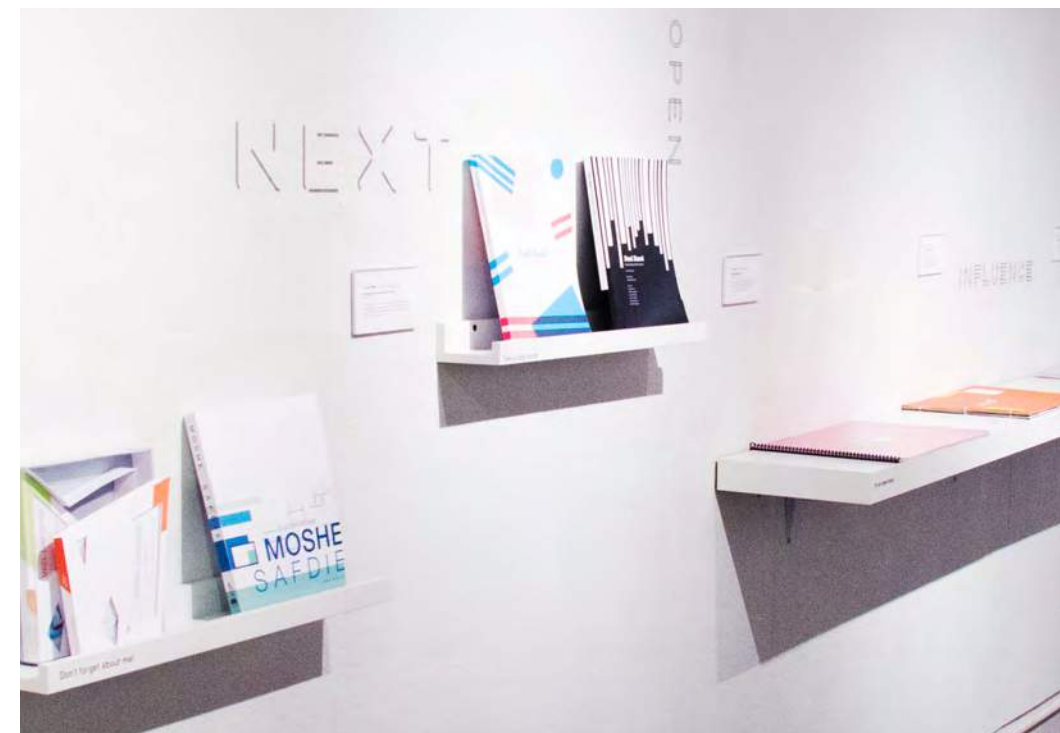
We work so damn hard
because we care.

COMPASSION
A 10-STEP JOURNEY
TO A BETTER WORLD
BY J. K. SIMMONS
AND THE
COMPASSION TEAM

OPEN

NEXT

I'm an open book



EXHIBITION DESIGN

We tried different methods to achieve the look we wanted. After different iterations, we decided that the handmade approach was the best way to show our care and attention to detail. For every poster and postcard, we screen printed each layer of color and cut each sheet of paper down to size. We scored and folded each edge of brochures. We cut individual letters and applied them to every pin. The process was long, it was tedious, but we felt it was important to have that personal touch, made by our own hands with care.



Team work makes
the dream work!

IMPACT AND INFLUENCE

In order to create a memorable experience for our audience, we wanted to provide them with ways to remember our gallery. This involved us hand-making different kinds of items they could take with them. We screen-printed 150 posters along with 100 postcards, scored and folded

300 brochures, and hand-pressed 400 pins. These amounts went beyond what we had initially prepared for the gallery's run. We wanted to make sure that everyone could leave with something. Over the six days we were open for, about 300 people came. In total we gave away 140 posters, 87 postcards, 256 brochures and all 400 pins.

I'm moved...

Amazing work, truly inspirational!
I could sense the passion + hard
work put into each piece. Great job!!

Hot stuff everyone! ☺
I can feel the residue
of sweat, tears, + blood
you all left. Outstanding!

Great work! Interesting concepts
and beautiful! well...

Good job guys! Love seeing
BFA continue to do awesome
work! One more semester!

Absolutely stupendous!!!
Simplistically beautiful...beautifully simple?
I am simply lost for words...

LOVE ALL!!





COST ESTIMATION

Marketing		Fabrication		Installation	
Screen printing ink	\$50	Acrylic clear	\$16	Shelving	\$87.50
Photo emulsion	\$30	Foam board	\$15	White Bracket	\$8.00
Paper roll	\$103	String / Taper	\$6	Black Vinyl	\$45.46
Mohawk Paper	\$53	Drill bit	\$10	White Vinyl	\$46.96
T-shirt	\$54	Silver Spray paint	\$8	Silver Vinyl	\$35.98
Vinyl for T-shirt	\$28	Total	\$55	Dowels	\$8
Total	\$318			Total	\$231.90

FINAL TOTAL: \$604.90





FINAL THOUGHTS

"To achieve compassion, we must communicate with passion"
Being compassionate, is something that everyone can relate to. We chose this theme because we felt that compassion is key to our process, because without compassion, we wouldn't be working hard to achieve our goals. From the language to the materials used, everything was carefully chosen for our audience to feel compassion towards us. By starting this conversation, the audience gains insight about our design process from the beginning to the end. This compassion, in turn, results in the act of caring for others. That care is what brings people closer together. Our exhibition was created to be a space for people to come together to learn, to feel, and to be inspired.

ACKNOWLEDGMENTS

We want to thank Connie Hwang for guidance through the process of developing the exhibition, San Jose State University, the class of 2015 Bachelor of Fine Arts in Graphic Design, and our friends and family for their support through this process.



