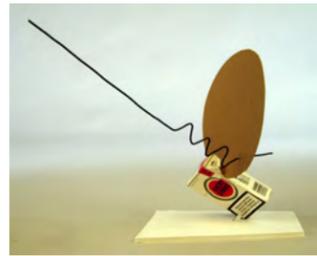
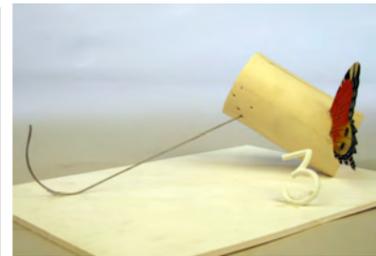
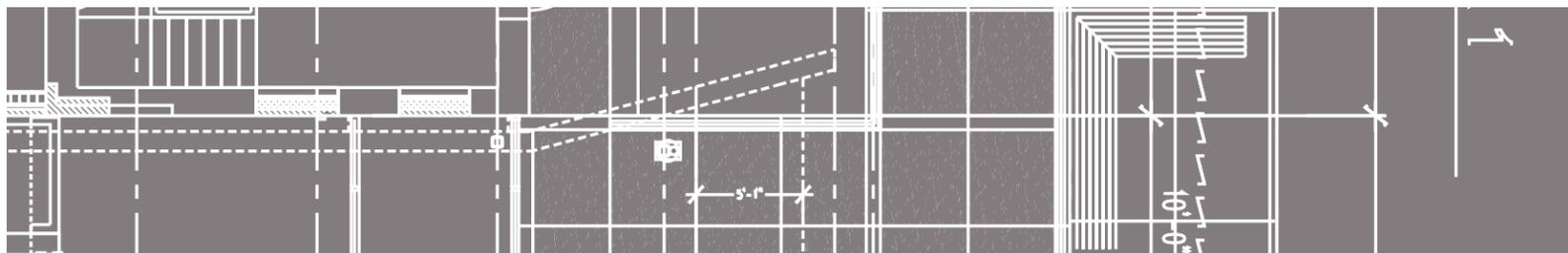
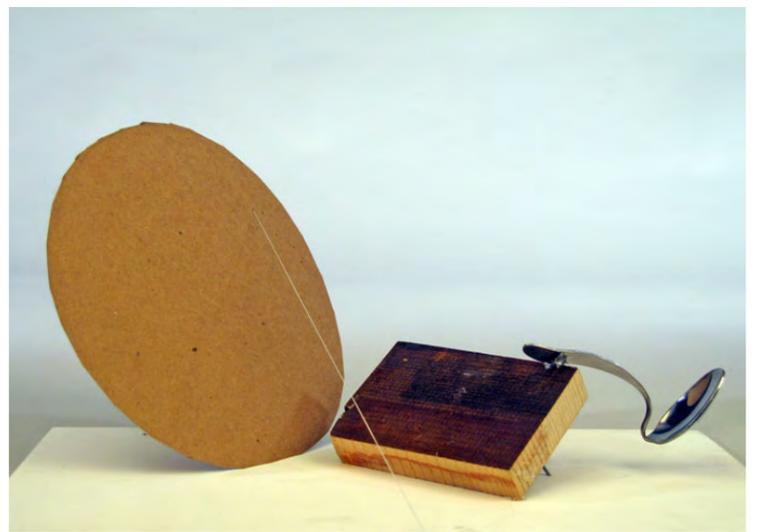
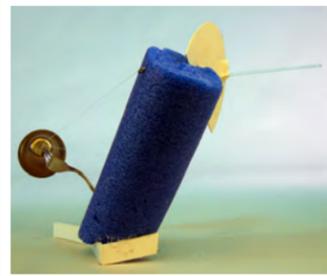
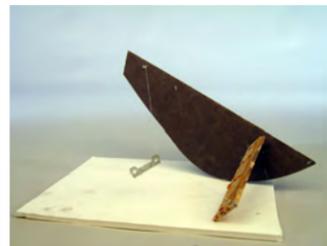
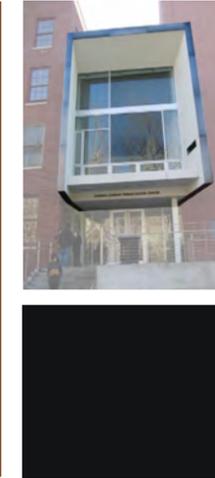
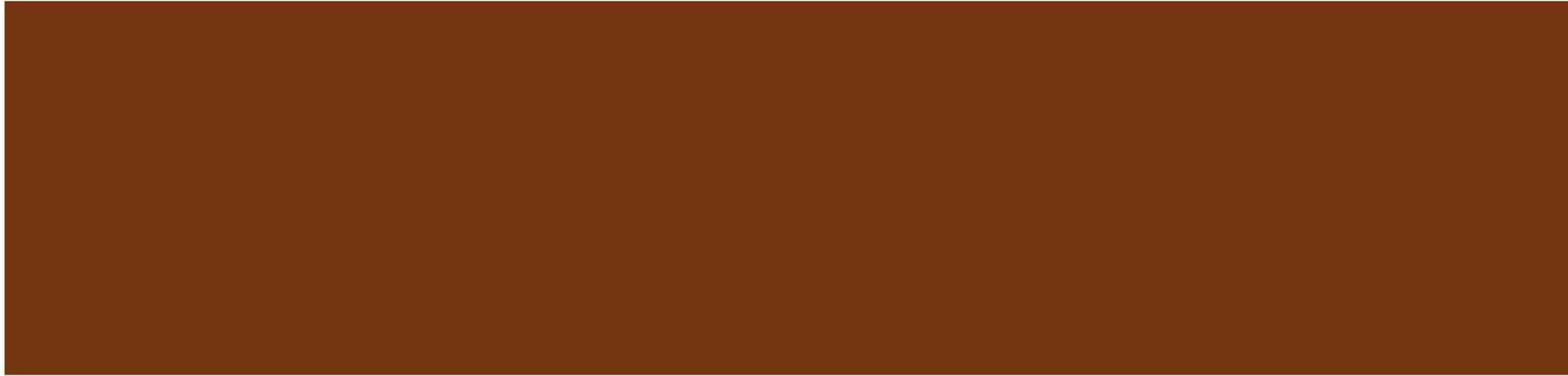
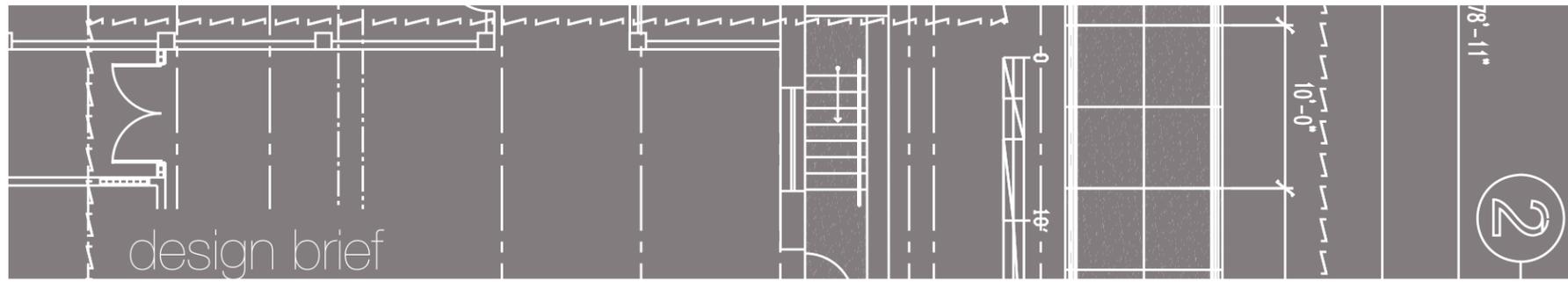


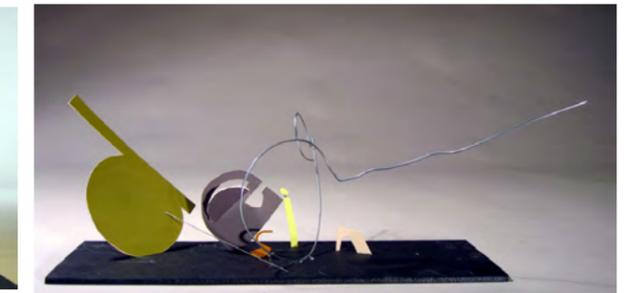
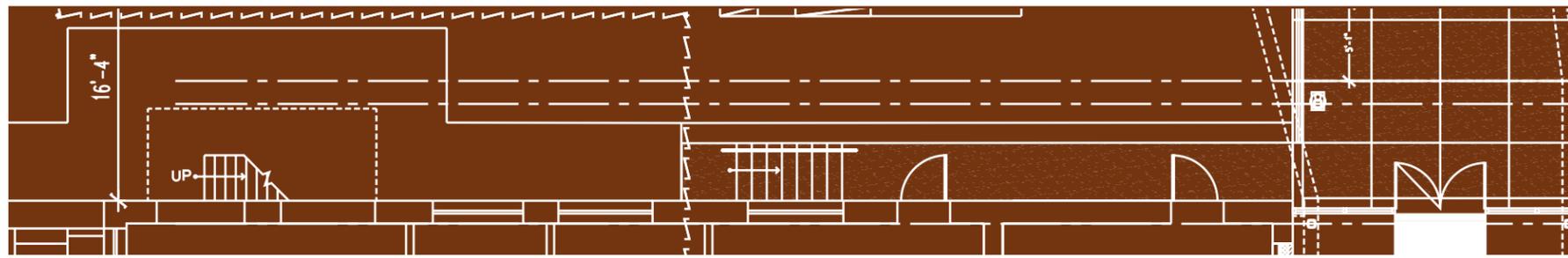
preliminary abstract sketches





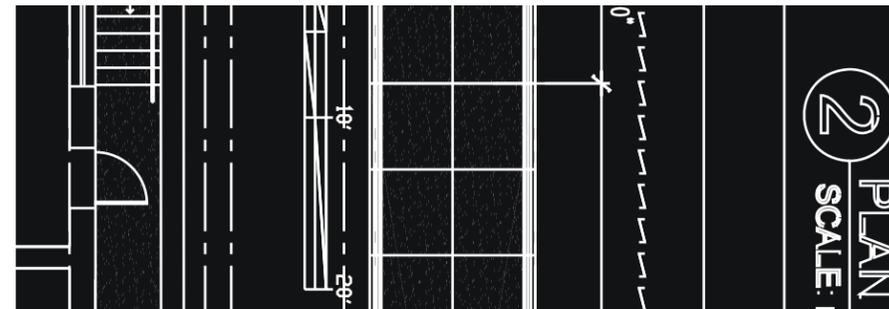
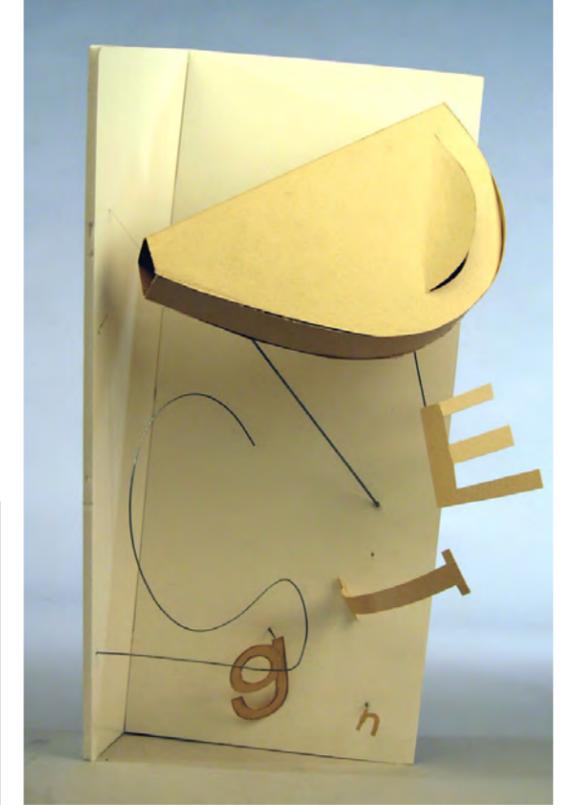
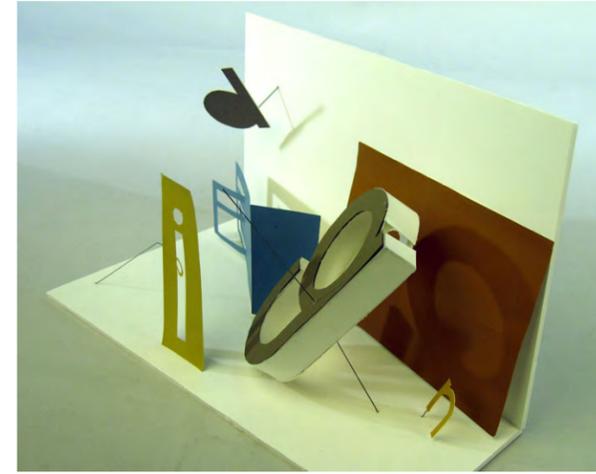
choosing the word "design" from the name of the building, I began with a clear legible version of the word, then moved towards abstracting each letterform to a resemble the original. this process allowed me to understand the movement of each letterform, and how each reacts in space.

abstract letterforms



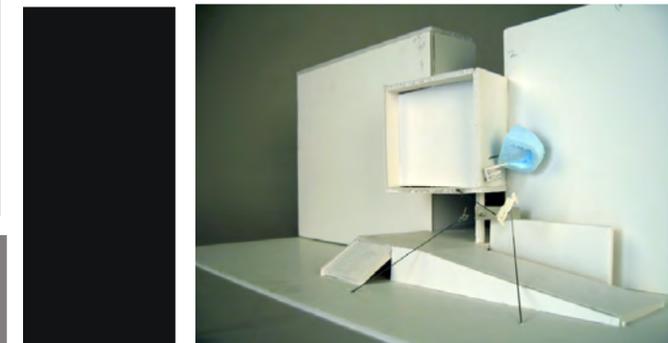
the above sketches were working spatially in 360 degrees, but in the context of the structure of the "design center" the letterforms will be working against multiple surfaces. these sketches are to see how the letters react when they are wedged between two walls.

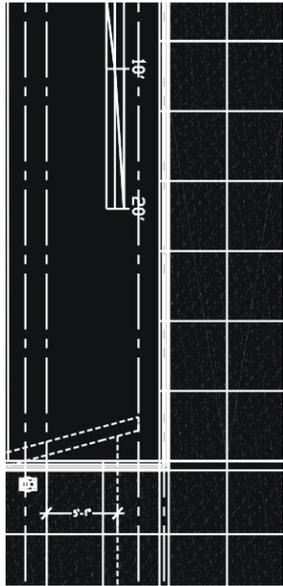
abstract letterforms between surfaces



this model was to explore what I had learned from the above process and begin putting it into context to the architectural structure itself. the letter "d" in the word design is the dominant visual element not only because it is the first letter of the word, but because I wanted to give an identity or visual icon to the signage and building.

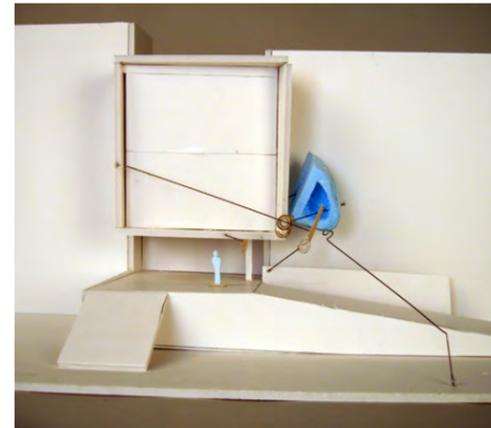
first model in context to design center





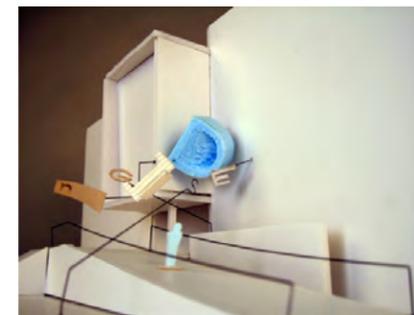
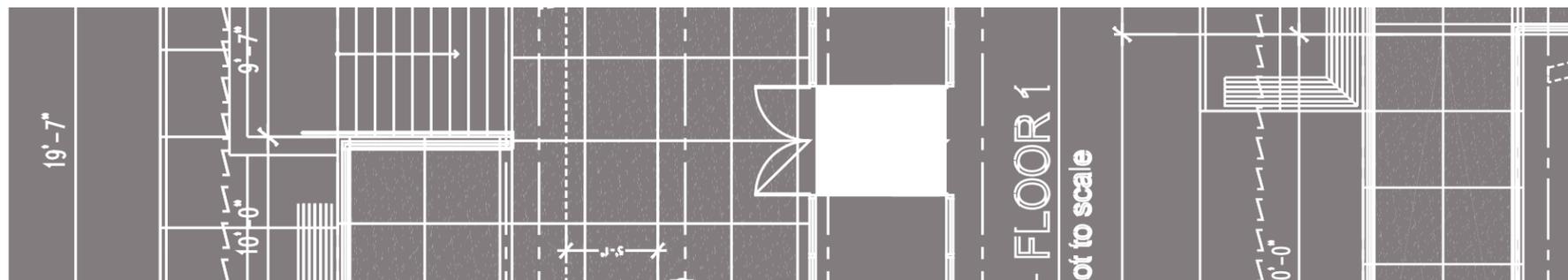
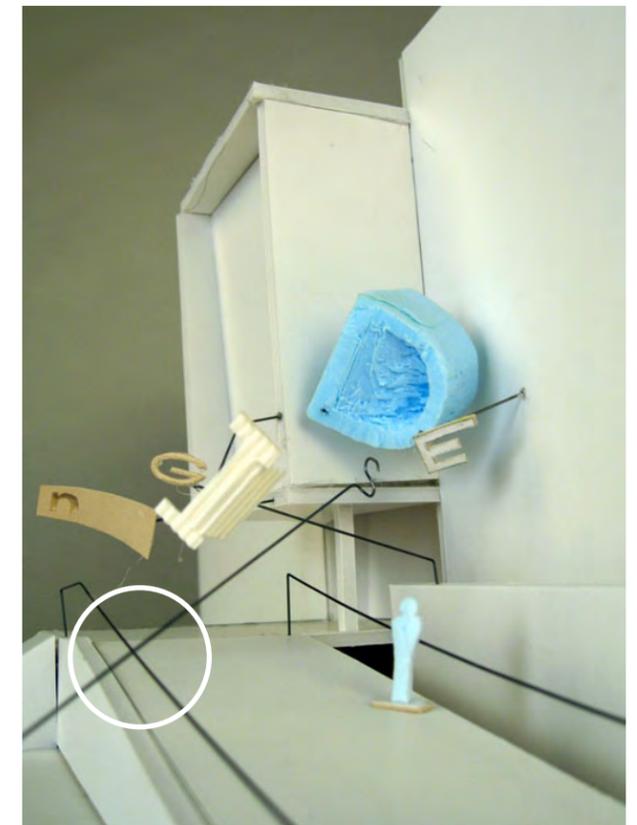
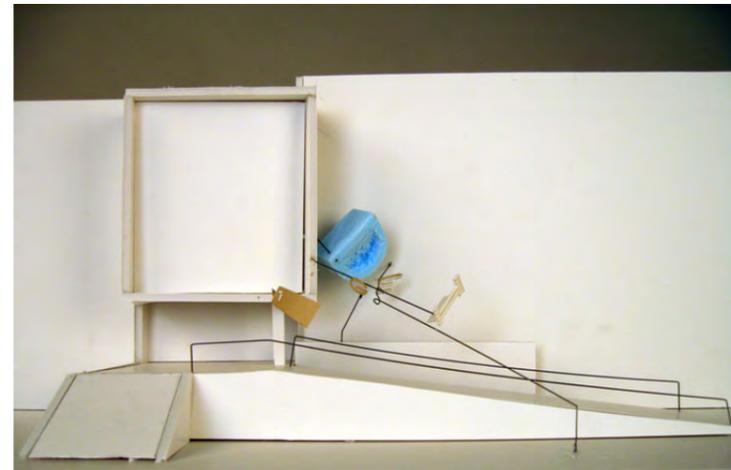
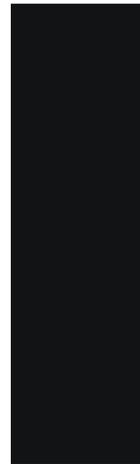
variations in letterforms were explored in this model. instead of using all capitals I used all lower case, also the form of the letter "D" began to change to become more directional.

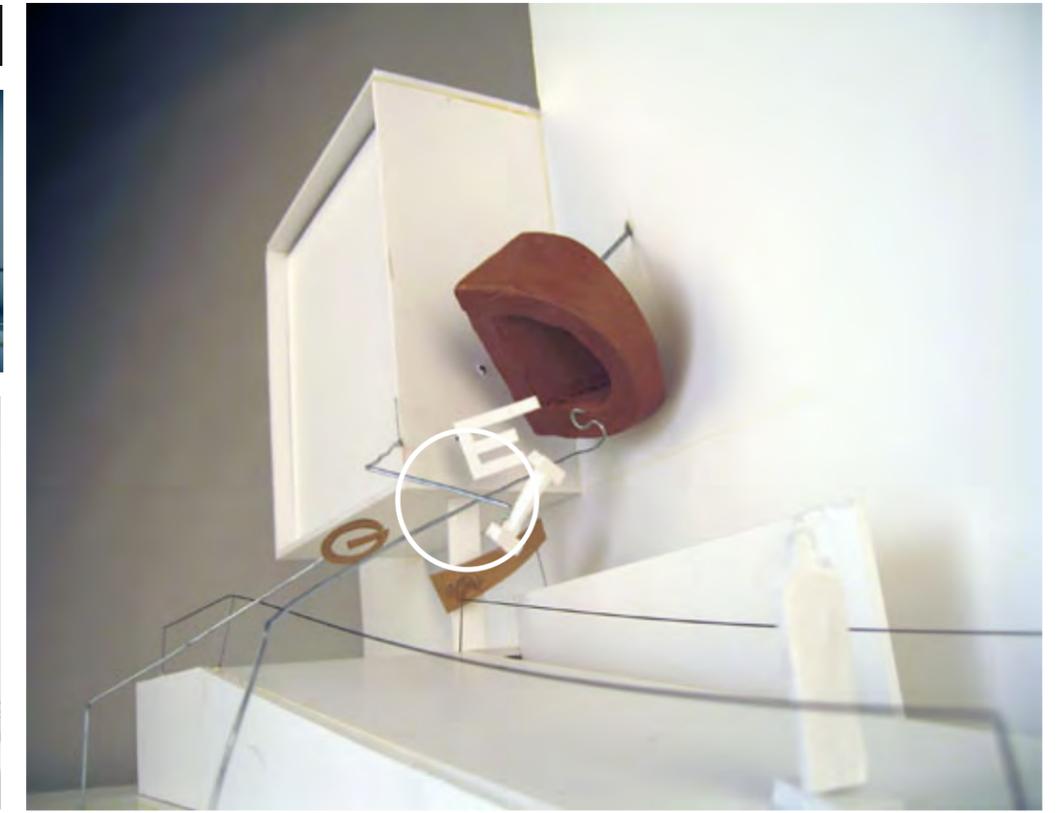
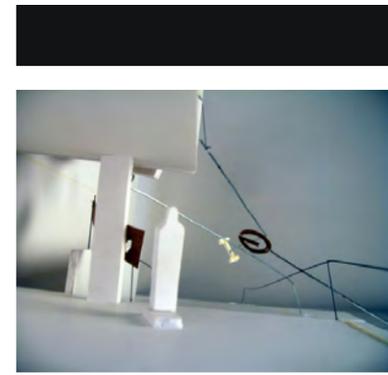
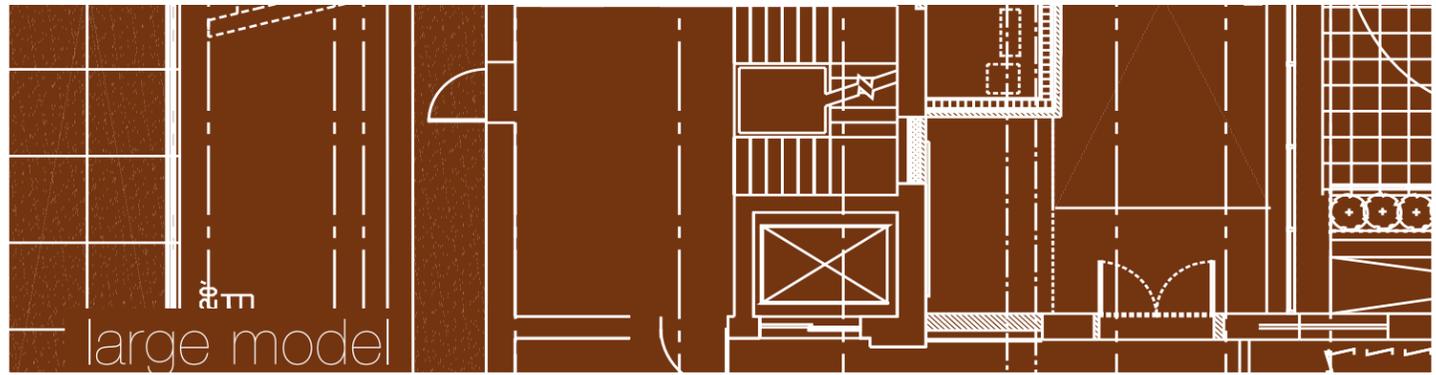
second model



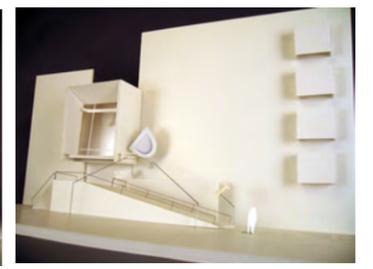
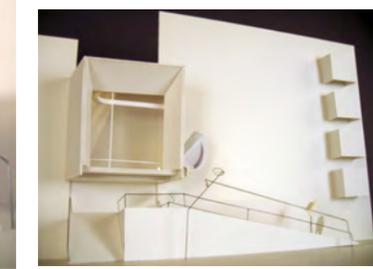
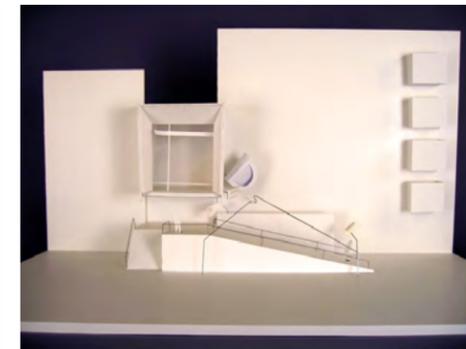
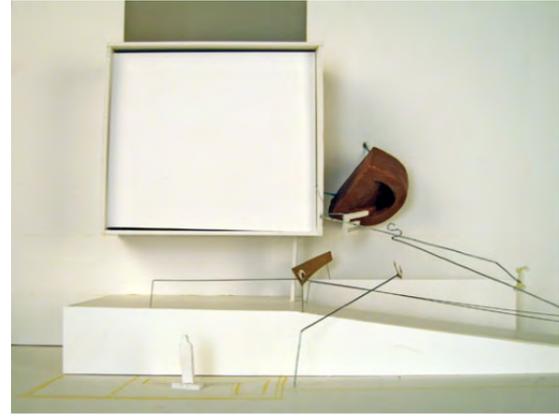
adding small forms (i.e. railings) changed the design because of conflicts with the height of the letterforms, they were coming in contact with the railings which imposed too much with the space around the ramp which could cause problems with loading and walking.

third model





this larger model allowed for a further refinement of the form for the "D" and the arrangement of the other letters, so as to not cause any problems with the small forms. I began to refine the letter "i" because the support struts that are holding up the "i" are becoming too distracting with the letter "s".



architectural
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