



PROCESS BOOK

TYLER PRIESTLEY

PUBLIC SERVICE INFOGRAPHIC DESIGN | TYPOGRAPHY III | FALL 2024

RESEARCH

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CREATIVE BRIEF

Scheduled time frame: (4 weeks)

Assignment: Public Service Infographic Design

Definition of Infographic: A visual image such as a chart or diagram used to represent information or data. "A good infographic is worth a thousand words" Public Service Infographic Design. Using both type and image, students will design an informative and persuasive infographic on a topic of their choice; some actionable instance of addressing global warming; ex: plant-based diet. Students will explore and discuss topics, do research for information / facts to support their position and convince the audience to act. As with Project 1, students will create a word map by charting words associated with your topic. Develop a color and typographic palette. NOTE: You cannot use the same type faces used in project 1. Please choose type fonts / faces / families that work with your topic. Gather imagery that best represents your cause and determine best execution - illustration, photography, pure type design, painting.... Using the information above, compile and present as a mood board. All designs must be type dominant, but imagery can be used.

Deliverables:

For your infographic, you will deliver the following:

- Word maps, mood boards and research will be reviewed at the end of week 5, the final project deadline is the end of week 8*
- One final designed infographic on 11"x17" integrating both type and image to convey your message.*
- As a class when we have our projects completed, each student will assemble a Final Project Book that contains each of your classmates final projects. We will discuss the production aspects in class, developing a grid for your book, a system for collecting your colleagues work, creating a unique cover design, table of contents, footers and margins. This will give each student a complete artifact of the class work.*
- A Digital / PDF process book.*

Your process book must include all phases of the assignment, thumbnails, notes, research and sketches and the final solution. THIS SHOULD HAPPEN AS THE PROJECT GROWS, NOT AFTER. We will review a Process Book sample for you to use as a guide.

Project Process Guide:

1. The Objective – Write about the goal that you intend to achieve with your infographic.

Guiding questions:

- What do you want this infographic to achieve?*
- What do you want your audience to do after reading or scanning your infographic?*
- What's the title/headline of your infographic?*

2. The Target Audience

Identify and narrow down your target audience in your infographic brief. A vague understanding (or being too general) of who you're designing the infographic for is one of the common mistakes when creating infographic briefs. Basic demographics such as age and gender don't help at all. Dig deep into the psychographics of your audience. What do they love, hate, or even ignore?

Guiding questions:

- Who are these people that you want to reach out through your infographic?*
- How well do you know your audience's concerns, needs, and priorities?*
- What biases or perceptions do your audience have that might make them receptive or*

resistant to your message?

3. The Big Idea

Spell out the primary message you want to communicate to your audience in a synopsis or bulleted summary. Explain what you want the audience will take away from your infographic. Guiding questions:

- What information or data is relevant to the audience and the purpose of your infographic?*
- You have limited time to communicate to your audience, what do you say in the infographic?*

SUBJECT RESEARCH

1. [HTTPS://EDUCATION.NATIONALGEOGRAPHIC.ORG/RESOURCE/LIGHT-POLLUTION/](https://education.nationalgeographic.org/resource/light-pollution/)

Light pollution, the excessive or inappropriate use of outdoor artificial light, is affecting human health, wildlife behavior, and our ability to observe stars and other celestial objects.

Light pollution is a global issue. This became glaringly obvious when the World Atlas of Night Sky Brightness, a computer-generated map based on thousands of satellite photos, was published in 2016. Available online for viewing, the atlas shows how and where our globe is lit up at night. Vast areas of North America, Europe, the Middle East, and Asia are glowing with light, while only the most remote regions on Earth (Siberia, the Sahara, and the Amazon) are in total darkness.

People living in cities with high levels of sky glow have a hard time seeing more than a handful of stars at night. Astronomers are particularly concerned with sky glow pollution as it reduces their ability to view celestial objects.

More than 80 percent of the world's population, and 99 percent of Americans and Europeans, live under the glow of the sky. It sounds pretty, but sky glow caused by anthropogenic activities is one of the most pervasive forms of light pollution.

Because of light pollution, sea turtles and birds guided by moonlight during migration get confused, lose their way, and often die. Large numbers of insects, a primary food source for birds and other animals, are drawn to artificial lights and are instantly killed upon contact with light sources.

There are three other kinds of light pollution: glare, clutter, and light trespass.

Glare is excessive brightness that can cause visual discomfort (for example, when driving).

Clutter is bright, confusing, and excessive groupings of light sources (for example, Times Square in New York City, New York).

Light trespass is when light extends into an area where it is not wanted or needed (like a streetlight illuminating a nearby bedroom

window). Most outdoor lighting is poorly positioned, sending wasted electricity up into the sky.

More people are taking action to reduce light pollution and bring back the natural night sky. Many states have adopted legislation to control outdoor lighting, and manufacturers have designed and produced high-efficiency light sources that save energy and reduce light pollution.

2. [HTTPS://ASTROBACKYARD.COM/THE-BORTLE-SCALE](https://astrobackyard.com/the-bortle-scale)

The 9 Classes of the Bortle Scale:

Class 1: Excellent dark-sky site: Zodiacal Light, Gegenschein, and Zodiacal Band Visible. M33 Galaxy is visible as a naked-eye object with direct vision. Scorpius and Sagittarius regions of the Milky Way cast diffuse shadows on the ground. Viewing Jupiter or Venus degrades the dark adaptation of your eyes.

Class 2: Typical truly dark site: The summer Milky Way is highly structured to the unaided eye. The brightest parts of the Milky Way

look like “veined marble” when viewed with binoculars. Zodiacal light is bright enough to cast weak shadows. Clouds in the sky are visible only as dark holes in a starry background. Several Messier globular clusters appear as naked-eye objects.

Class 3: Rural sky: Slight signs of light pollution along the horizon. Clouds appear faintly illuminated in the brightest parts of the sky. The Milky Way still appears complex. Globular clusters M4, M5, M15, and M22 are all distinct naked-eye objects. M33 is easy to see with averted vision. The zodiacal light is striking in spring and autumn.

Class 4: Rural/suburban transition: Fairly obvious light-pollution domes are apparent over population centers. Zodiacal light is clearly evident but doesn't even extend halfway to the zenith. The Milky Way well above the horizon is impressive but lacks all but the most obvious structure. M33 is a difficult averted-vision object. Clouds in the direction of light pollution sources are illuminated but only slightly.

SUBJECT RESEARCH

Class 5: Suburban sky: Hints of the zodiacal light are seen on the best spring and autumn nights. The Milky Way is very weak or invisible near the horizon and looks rather washed out overhead. Light sources are evident in most if not all directions. Clouds are quite noticeably brighter than the sky itself.

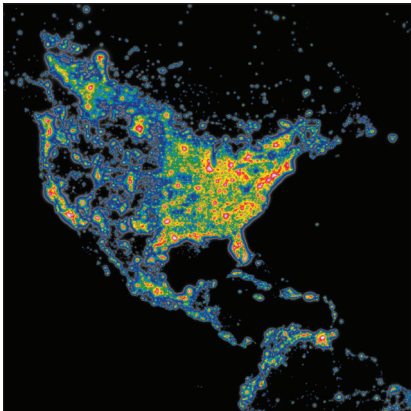
Class 6: Bright suburban sky: No trace of the zodiacal light can be seen. The Milky Way is apparent only toward the zenith. The sky within 35° of the horizon glows grayish-white. Clouds anywhere in the sky appear fairly bright. M33 is impossible to see without binoculars, and M31 is only modestly apparent to the unaided eye.

Class 7: Suburban/urban transition: The entire sky background has a vague, grayish-white hue. Strong light sources are evident in all directions. The Milky Way is totally invisible or nearly so. M44 or M31 may be glimpsed with the unaided eye but are very indistinct. Clouds are brilliantly lit. Even in moderate-sized telescopes, the brightest Messier objects are pale ghosts of their true selves.

Class 8: City sky: The sky glows whitish gray or orange. M31 and M44 may be barely glimpsed by an experienced observer on good nights. Only the bright Messier objects are detectable with a modest-sized telescope. Some of the stars making up the familiar constellation patterns are difficult to see.

Class 9: Inner-city sky: The entire sky is brightly lit, even at the zenith. Stars making up familiar constellation figures are invisible. Dim constellations such as Cancer and Pisces are not seen at all. Aside from the Pleiades, no Messier objects are visible to the unaided eye.

DESIGN RESEARCH



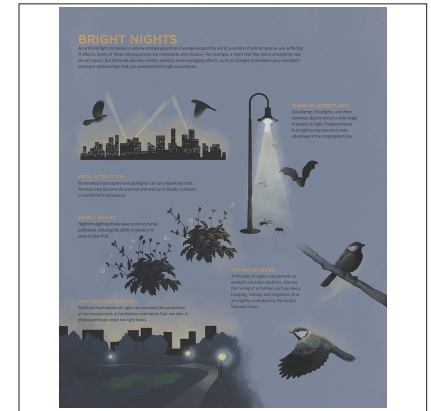
Light pollution map would be interesting to involve.



Really like the way they showed the sky with light pollution.



Like how they involve the map.



Liked the simple style.

TYPOGRAPHY EXPLORATIONS

BODONI URW

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Strugled with finding a good type for the title and this was a nice neutral pick that still works with everything else.

AVENIR NEXT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

I picked it out for my body text because its readable with also not taking away from the other parts of the areas plus it also mixes well with the image on the wheel.

FRANKLIN GOTHIC ATF

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

This type helped and fit the little class bubbles at the very bottem of the page because it is a readable type which pops out in the bubbles for tellin what class of light pollution.

SUPERCLARENDON

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

This was a back up type for overlaying on top of the images for the wheel but the other type worked a little better and matched the other type on the page.

ELMHURST

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
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It was a body type choice for old information that was going to be used but then changed into another type face and different information about light pollution.

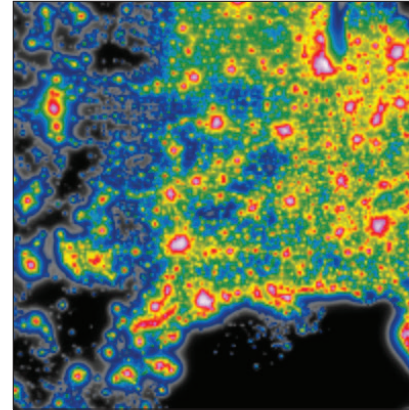
COLOR REFERENCE

Palette 1

C : 100	C : 0	C : ?
M : 100	M : 0	M : ?
Y : 100	Y : 0	Y : ?
K : 100	K : 0	K : ?

So the colors were going to be black and white for the night sky and the stars because it has to deal with light pollution but now its finding the last color.

Color Image Reference



It is directley connected with light pollution

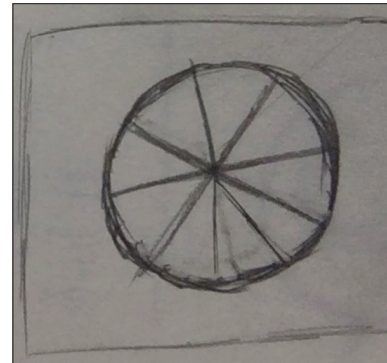
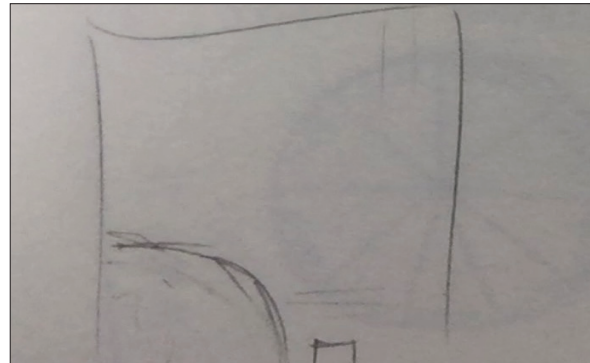
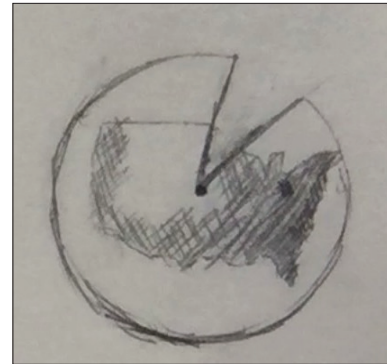
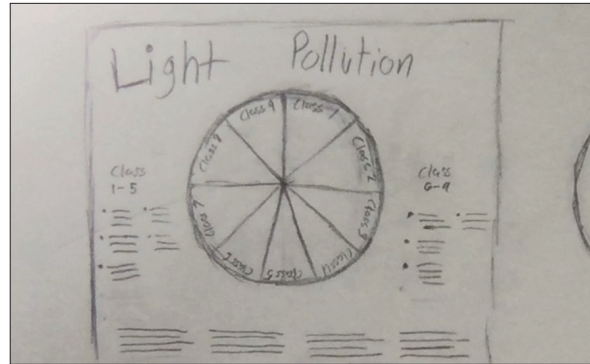


Its the night sky which connects or gets affected by light

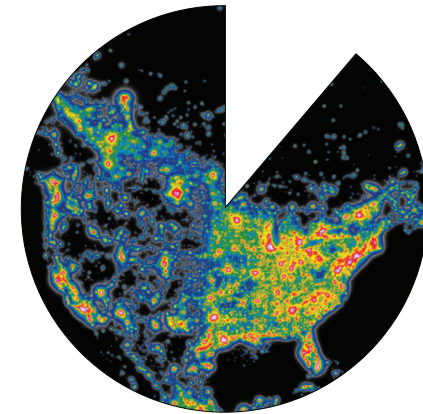
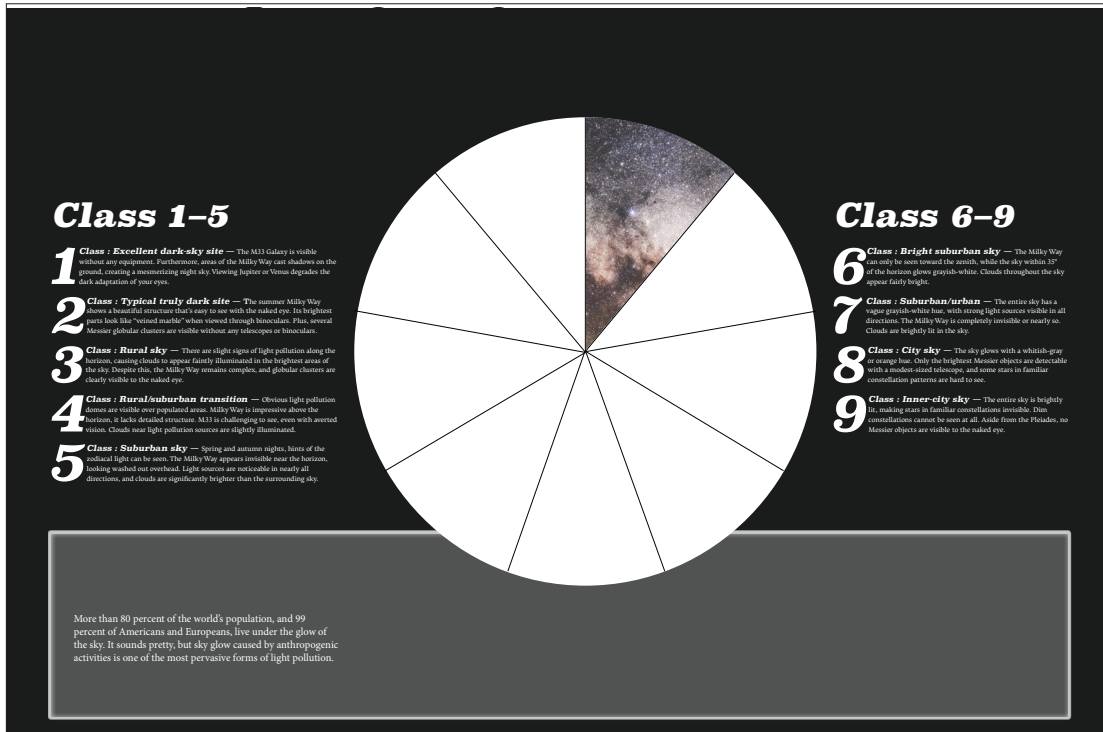
DESIGN EXPLORATIONS

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SKETCHES



COMPUTER ROUGHS



COMPUTER REFINEMENT

BURIED IN LIGHT

Class 1-9

1 **Class : Excellent dark sky site** — The Milky Way is visible without any equipment. Viewing horizon or Venus depends on dark adaptation of your eyes.

2 **Class : Typical truly dark site** — The summer Milky Way shows horizontal structure that's easy to see with the naked eye. Plus, several Messier globular clusters are visible.

3 **Class : Rural sky** — There are slight signs of light pollution along the horizon. The Milky Way remains complete, and globular clusters are clearly visible to the naked eye.

4 **Class : Rural/suburban transition** — Obvious light pollution domes are visible over populated areas. Milky Way is impressive above the horizon. Clouds near light pollution sources are slightly dimmed.

5 **Class : Suburban sky** — The Milky Way appears invisible near the horizon, looking washed out overhead. Light sources are noticeable in nearly all directions, and clouds are significantly brighter than the surrounding sky.

6
7
8
9

Class : Bright suburban sky — The Milky Way can only be seen toward the zenith. Clouds throughout the sky appear fairly bright.

Class : Suburban/urban — The entire sky has a vague grayish-white hue, with strong light sources visible in all directions. The Milky Way is completely invisible or nearly so.

Class : City sky — The sky glows with a whitish-gray or orange hue. Only the brightest Messier objects are detectable telescopes.

Class : Inner-city sky — The entire sky is brightly lit, making stars invisible. Star constellations cannot be seen at all. No Messier objects are visible to the naked eye.



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Class 1-9

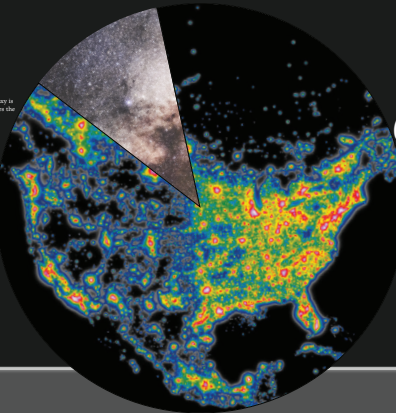
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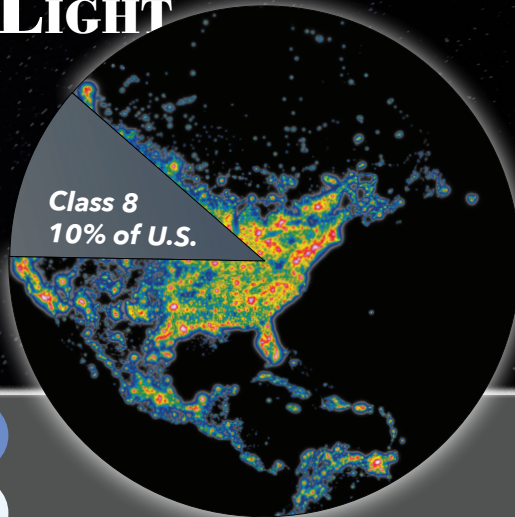
FINAL LAYOUTS

First Name Last Name | Project | Course Name | Semester + Year

FINAL LAYOUTS

BURIED IN LIGHT From Light Pollution

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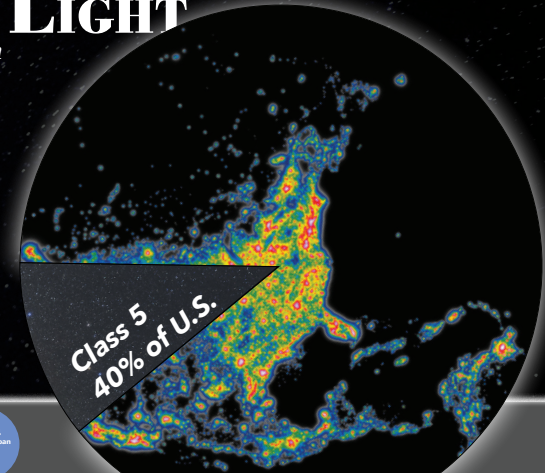


- Class 1** Excellent dark sky site
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- Class 3** Rural sky
- Class 4** Rural/suburban transition
- Class 5** Suburban sky
- Class 6** Bright suburban sky
- Class 7** Urban
- Class 8/9** City sky / inner-city sky

Class 9 Class 1

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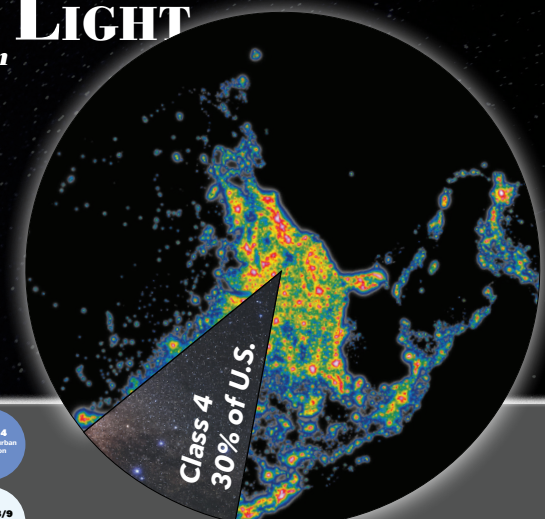


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