



PROCESS BOOK

# TYLER PRIESTLEY

DESIGN BY CHANCE PROJECT | TYPE 4 | SPRING 2025

# RESEARCH

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# CREATIVE BRIEF

## A ROLL OF THE DICE

As a designer, clients often provide a set of parameters to work within—these can lead to the most creative

results as you explore something outside of the expected application.

## THE PROCESS

For this project, each student will roll a die for each of the 5 columns to determine your projects parameters.

### Requirements:

1. You are required to utilize each of the 5 items you “rolled”
2. You may use paper but it is not as a substitute to any item
3. Size is up to you
4. Piece must be type dominant
5. Must contain some sort of imagery—photography, illustration etc.
6. Remember paper can be used to your benefit.

### Example:

Corporate event Invitation. Grayscale. Fabric. Die cut. Large-scale application.

### Remember:

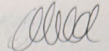
Think outside of the box.

Push yourself to try something new.

The best projects are ones that you only know how to solve 50% of... because the other 50% you will be learning.

	PROJECT	COLOR (S)	MATERIAL	PROCESS	EXTRAS
1	Restaurant Menu	Grayscale	Acrylic/Plexiglass	Three Dimensional Component	Signage
2	Corporate Event Invitation	1 Pms	Fabric	Die Cut	Wearable
3	A Series Of Brochures	2 Pms	Metal	Experimental Fold	A Keepsake
4	Zine	3 Pms	Organic Material	Unique Binding Technique	Something Edible
5	A Walking Map	Cmyk (Full Color)	Paper Only	Reveal	A Largescale Application
6	Designers Choice From Above	Designers Choice From Above	Designers Choice From Above	Designers Choice From Above	Designers Choice From Above

# SUBJECT RESEARCH

Type 4 Walking Map  A Large scale Application

- Park
- Graveyard
- Amusement Parks
- Zoo
- Trails

Akron Zoo Time Sheet


Walking Map Fold

Include Paths

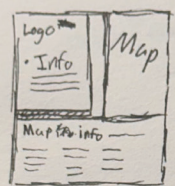
Main Groups of Big Exhibits

- Legends of the Wild
- Komodo Kingdom
- Grizzly Ridge
- Pride of Africa
- Zoo Gardens
- Wild Prairie
- Wild Asia

Type faces → - Sans serif  
- Mono



Popout somewhere or Fold



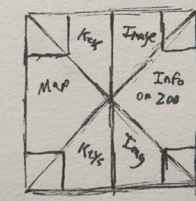
- Path of animals walks to entrance

White, Dark, Light

2 color

- Black - Green? PMS 348
- White

Filter corners



PMS 360 PMS 348

- light green / dark green
- ~~white~~ white

Type faces ↗ Bigger

- Gamay Variable
- ~~Font~~ Inter Variable

small

- Fredoka Variable
- CoFo Gothic ~~Variable~~ Variable
- Jali Latin Variable

Type sample with color

97aa76  
6cc45c



# TYPOGRAPHY EXPLORATIONS

FRANKLIN GOTHIC ATF BLACK

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**  
**PpQqRrSsTtUuVvWwXxYyZz**  
**1234567890&**

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COFO GOTHIC VF

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**  
**PpQqRrSsTtUuVvWwXxYyZz**  
**1234567890&**

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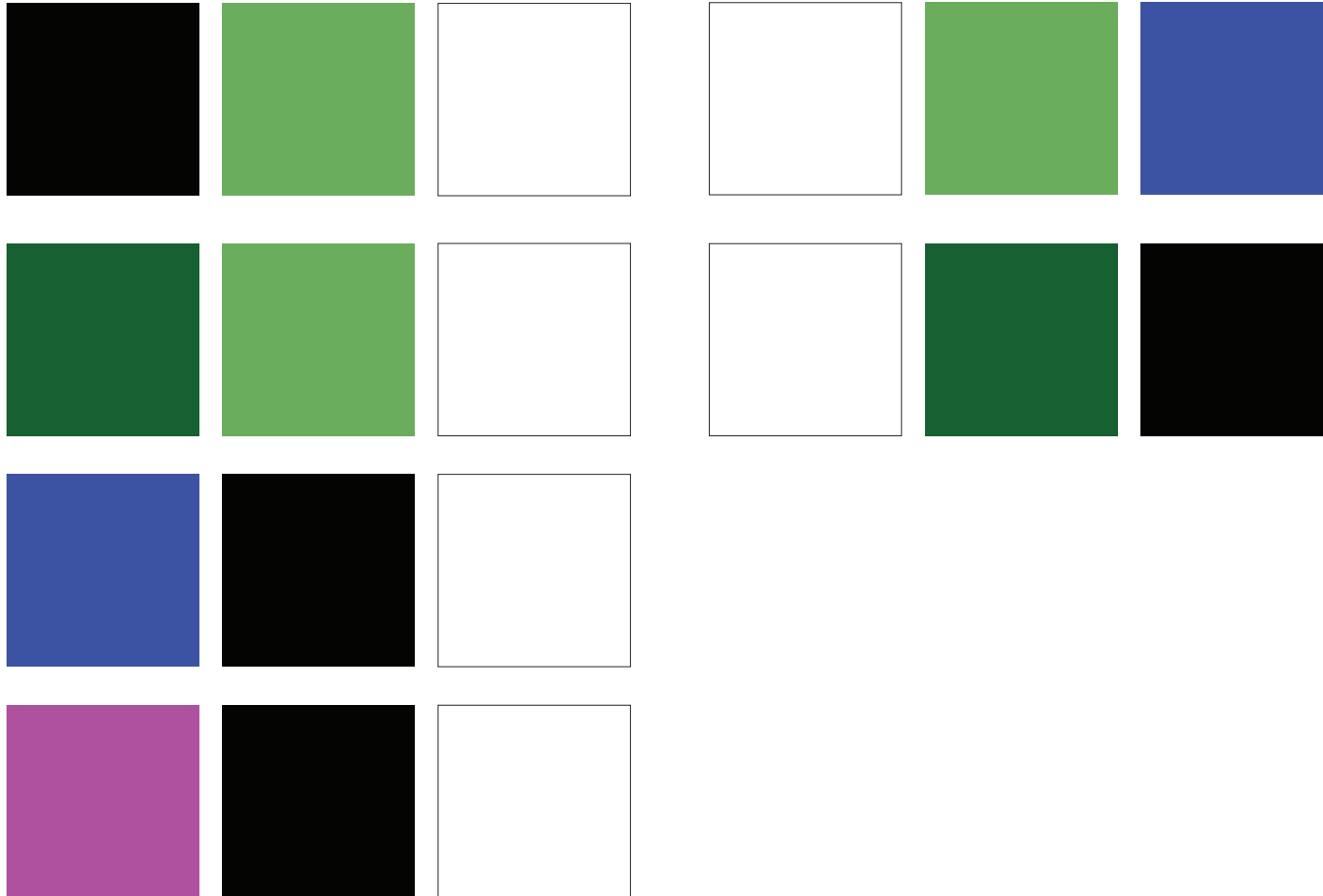
FREDOKA

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890&

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# ***COLOR RESTRICTIONS - 2 COLOR***

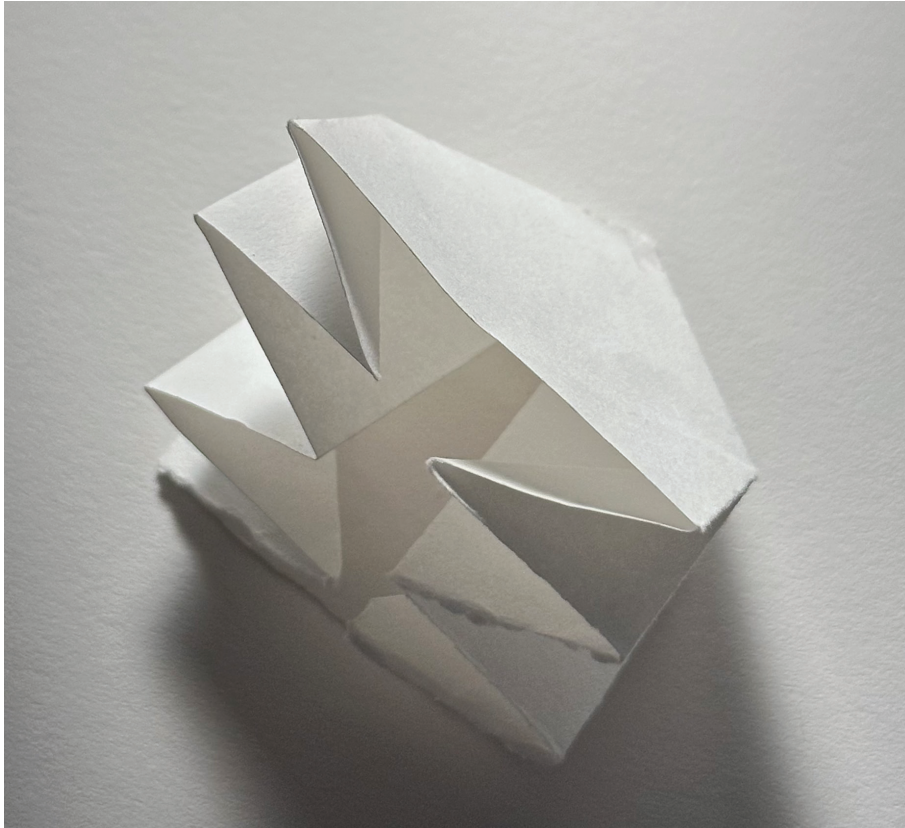
## **Color Choices**



# DESIGN EXPLORATIONS

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# ***SMALL MODLE***



# COMPUTER ROUGHS



# COMPUTER REFINEMENT

**Zoo Gardens**

**Pride of Africa**

**Grizzly Ridge**

**Legends of the Wild**

**Wild Asia**

**Komodo Kingdom**

**About Us**

Your Akron Zoo is dedicated to connecting our community to wildlife while inspiring lifelong learning and conservation action. As a private nonprofit, we rely on the philanthropic support of individuals and organizations.

**Open Times**

April 1 – September 30  
Open 10 am – 5 pm Daily

October 1 – March 31  
Open 11 am – 4 pm



# FINAL LAYOUTS

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# FINAL LAYOUTS

## Events of Akron Zoo

The Akron Zoo host many different events. Events happen all year around, everyone is welcome to join. List of events is listed on the Akron Zoo website.



## History of Akron Zoo

In the late 1970s, the Board of Directors offered to become the governing body of the zoo. In 1980, the Board of Directors finalized contractual agreements with the City of Akron and became one of the first zoos in the country to privatize and become a non-profit organization. Mother Goose displays were changed to more natural exhibits, and animals from the Americas were added to the collection. The zoo's name was changed to the Akron Zoological Park.



## Map Key

### Grizzly Ridge

Grizzly Bear • Otter • Aviary  
Bald Eagle • Owl • Wolf • Coyote

### Wild Asia

White-Cheeked Gibbon • Red Panda  
• Sumatran Tiger

### Zoo Gardens

7,000 Native Plants • Nature's View  
Barn Owl • Snowy Owl

### Pride of Africa

Lions • Goats • Storks • Gazelle

### Legends of the Wilds

Alpacas • Bats • Cranes • Tufted Deers  
Andean Condor • Flamingos • Frogs  
Geese • Lemurs • Leopards • Loris  
Macaw • Mara • Snakes • Tragopan  
Waterfowl

### Komodo Kingdom

Komodo Dragon • Python • Turtles  
Tortoises • Finchs • Tamarin • Tanager  
Sharks • Cichlid • Lobsters  
Curious Creatures Area

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Summer 2025
Walking Map

## WAYS TO GIVE

Your Akron Zoo is dedicated to connecting our community to wildlife while inspiring lifelong learning and conservation action. As a private nonprofit, we rely on the philanthropic support of individuals and organizations.

- Provide food and medical care for our more than 2,000 animals
- Offer educational programs to students, our community and beyond
- Make a difference locally and globally through our conservation efforts
- Impact the growth of the zoo through habitat renovations and expansions

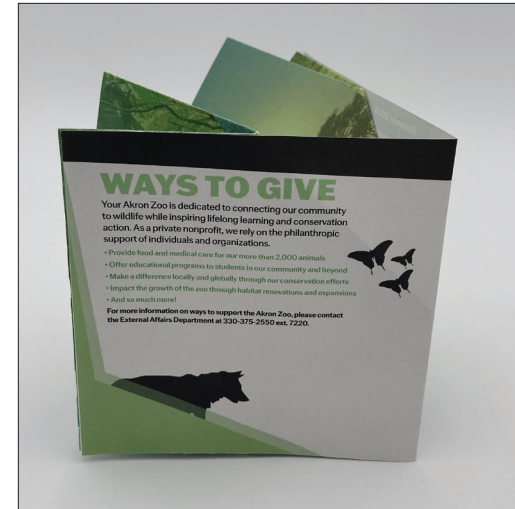
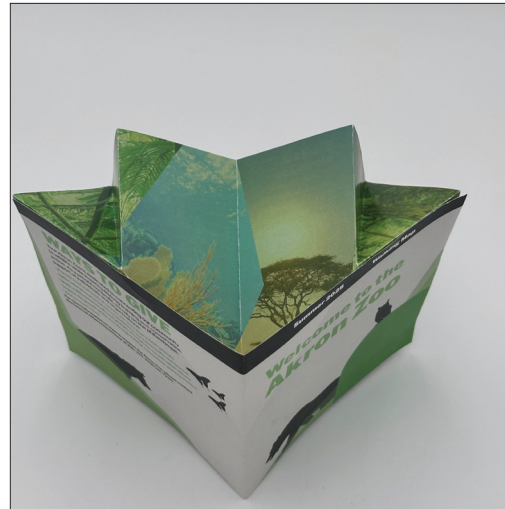
\*Not for profit event

For more information on ways to support the Akron Zoo, please contact the External Affairs Department at 330-375-2550 ext. 7220.

## Welcome to the Akron Zoo



# FINAL MOCKED UP LAYOUTS



# *LARGESCALE APPLICATION*





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