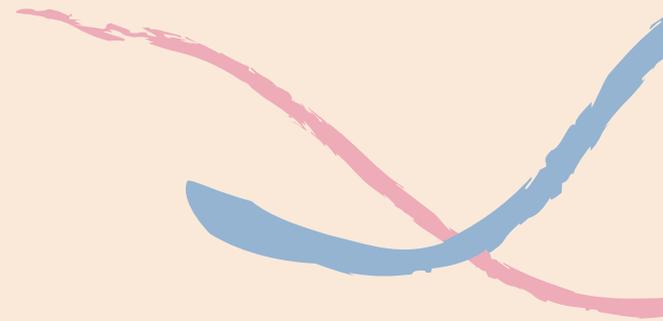


TAGGA

CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO

CONSCIOUS CREATIVITY



CONSCIOUS CREATIVITY

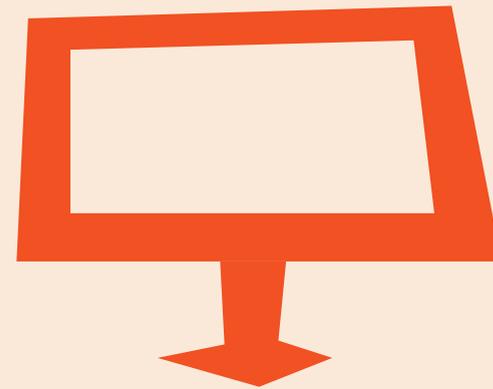
INTENTION, SUSTAINABILITY, VIBRANCE



CONSCIOUS CREATIVITY

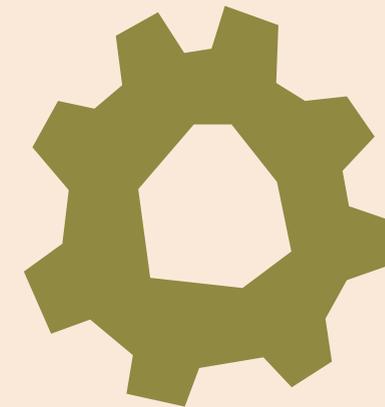


JOURNAL DESIGN



WEBSITE DESIGN

Digital Communication



PUBLICATION PRODUCTION

GOALS



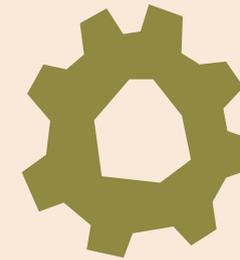
Consistent
theme



Dynamic
experience



Accessibility



Completely
in-house



Push
boundaries

THE EXECUTIVE BOARD



KAIA SALVERDA
President



ELLA ERDEM
Vice President



REILLY YUEN
Design Coordinator



JANELLE ASATO
*Communications
Coordinator*



ELISHA LEE
Web Coordinator



BHAVI DHILLON
AR Coordinator



CLOE WEBB
Production Coordinator

PROCESS



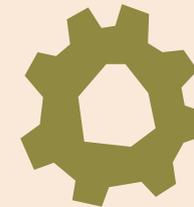
JOURNAL DESIGN

Article selection,
theme identification,
moodboarding.



DIGITAL COMMUNICATION

User testing, AR creation,
audiobook, social media,
iteration.



PUBLICATION PRODUCTION

Substrate selection, printing,
embossing, Smyth stitching,
packaging, laser engraving.

ARTICLE SELECTION

- Reviewed 9 articles total
- Narrowed down to 5 standout articles
 - **Intention, sustainability, and vibrance!**



ARTICLE SELECTION



BING'S BAO BUNS

- Intention
- Vibrance



INSTACART

- Sustainability



RENTBUDDY

- Intention



STELLASCOPE

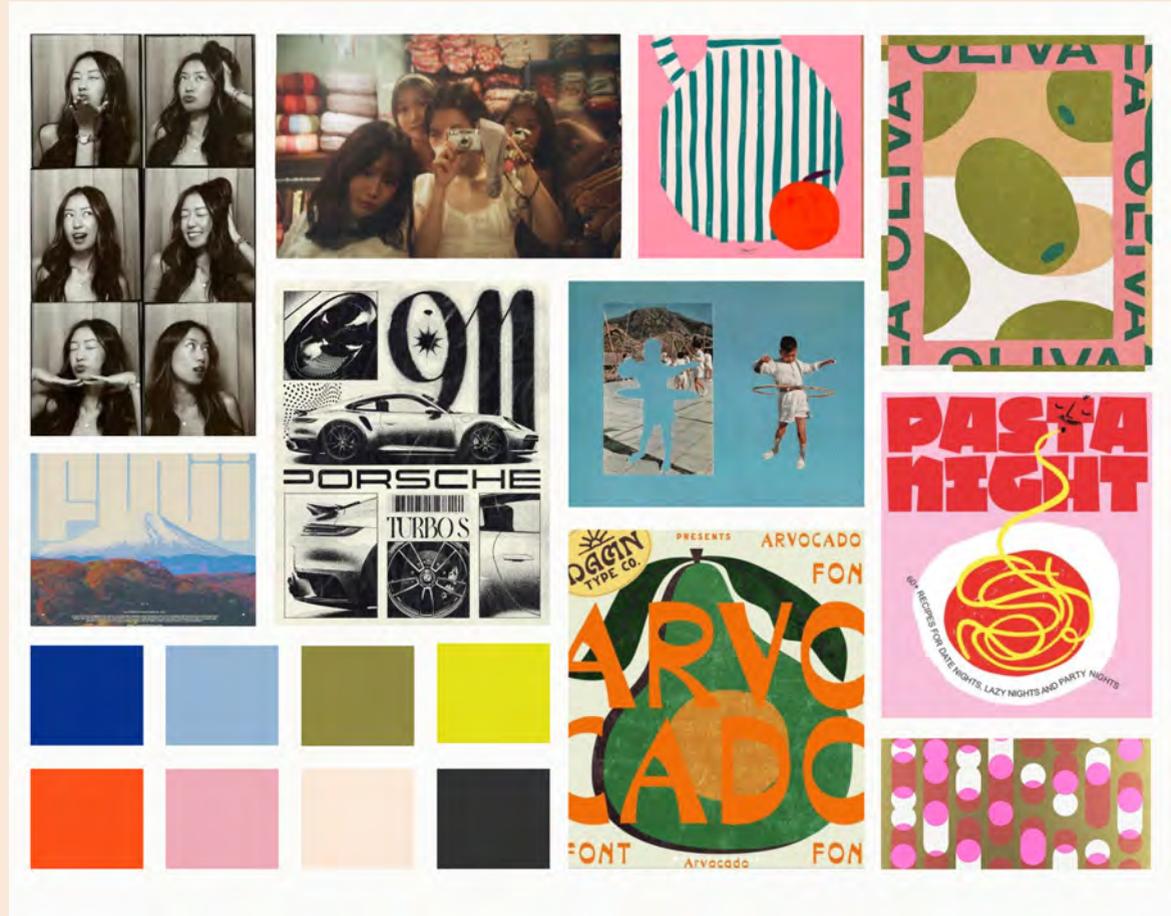
- Intention
- Vibrance



CLUELESS

- Sustainability

MOODBOARD



STYLE GUIDE



FONTS & TYPE

HEADER 1 & DECORATIVE TYPE

SALO REGULAR (UPPERCASE)

Header 2

NIVEAU GROTESK MEDIUM

Header 3

NIVEAU GROTESK MEDIUM

SMALLCAPS & SUBHEADERS

NIVEAU GROTESK SMALLCAPS

Body

NIVEAU GROTESK LIGHT

COLOR PALETTE

C2 M9 Y13 K0 f9e8d9	C100 M90 Y10 K0 263c85	C44 M35 Y89 K10 8f8942	C0 M83 Y99 K0 f05324
C2 M9 Y13 K0 3b3b3c	C14 M20 Y7 K0 94b4d2	C15 M1 Y100 K0 e2e01b	C4 M39 Y13 K0 ecabb8

TEXTURES



LOGO

PRIMARY



STACKED



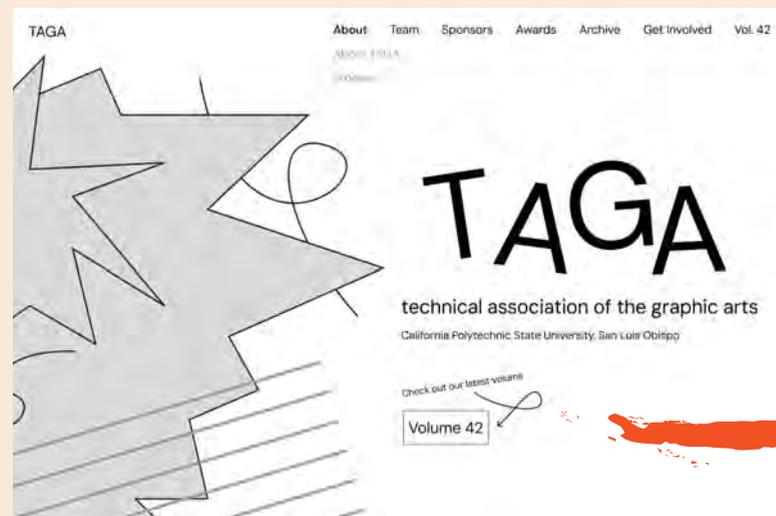
WEBSITE DESIGN



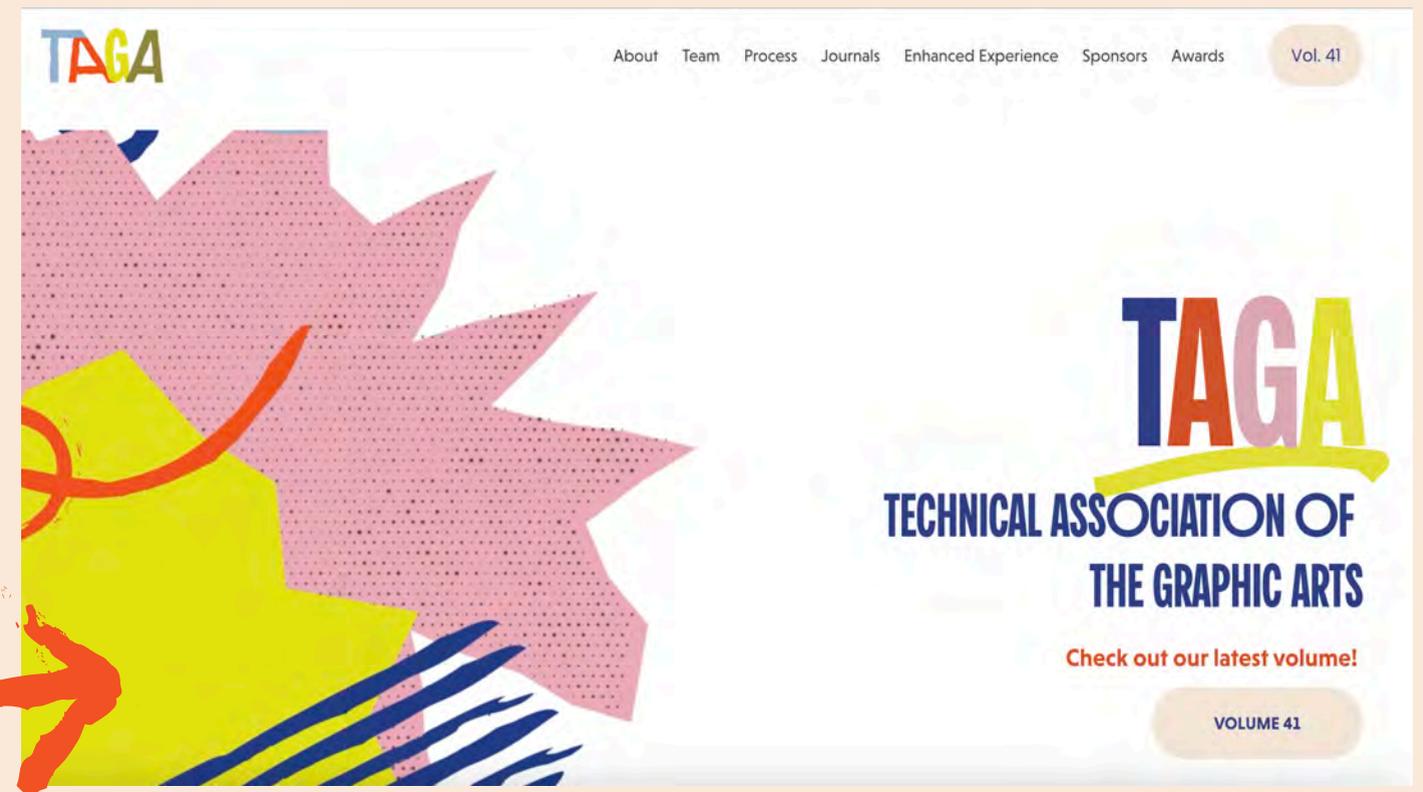
- **Goal:** prioritize accessibility for all
- Accessible **Descript**-powered audio
- User testing, then iterated design



LINK TO WEBSITE



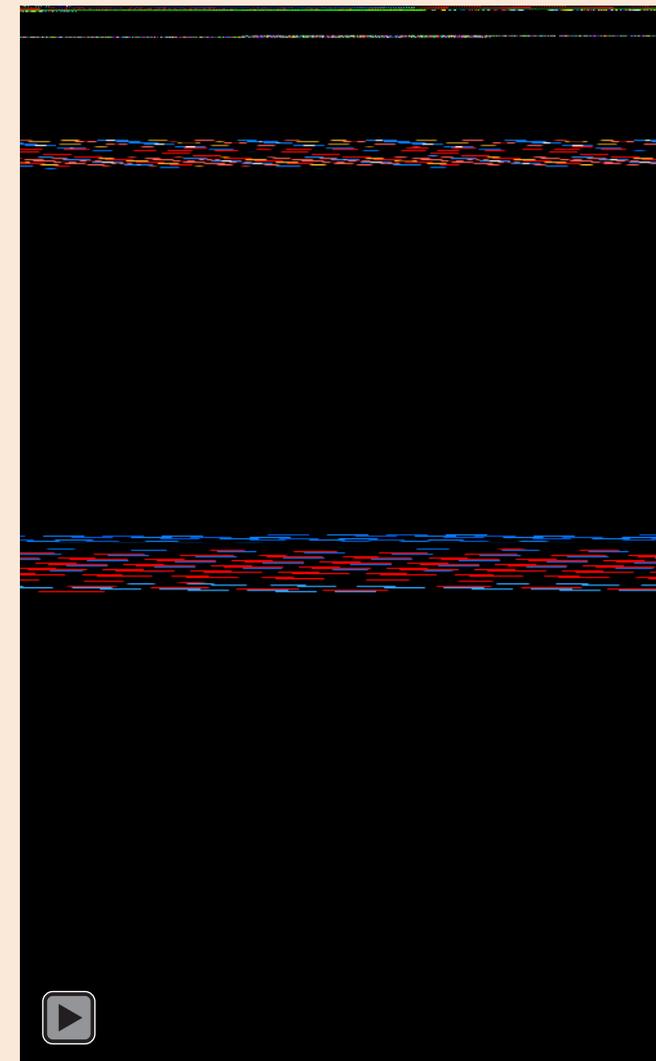
LOW FIDELITY



HIGH FIDELITY

AUGMENTED REALITY

- **Goal:** create a dynamic reading experience and prioritize accessibility
- Marker-based in **Adobe Aero**
- Iterated based on **user testing**



SOCIAL MEDIA

- **Goal:** involve more students in our process, sharing the hands-on experience of production
- Announce meetings + competitions
- Cohesive + **vibrant** design system



IN HOUSE PRODUCTION



PRODUCTION FOR JOURNAL

Test materials

Impose and print signatures

Fold 24p signatures

Smyth stitch book blocks

Glue book block spines

Print endsheets and covers

Register and emboss front covers

Paste endsheets to covers

Trim final book

PRODUCTION FOR OUTER CASE & PEN

Create dieline and test on table cutter

Determine correct sizes based on journals

Cut and score paperboard

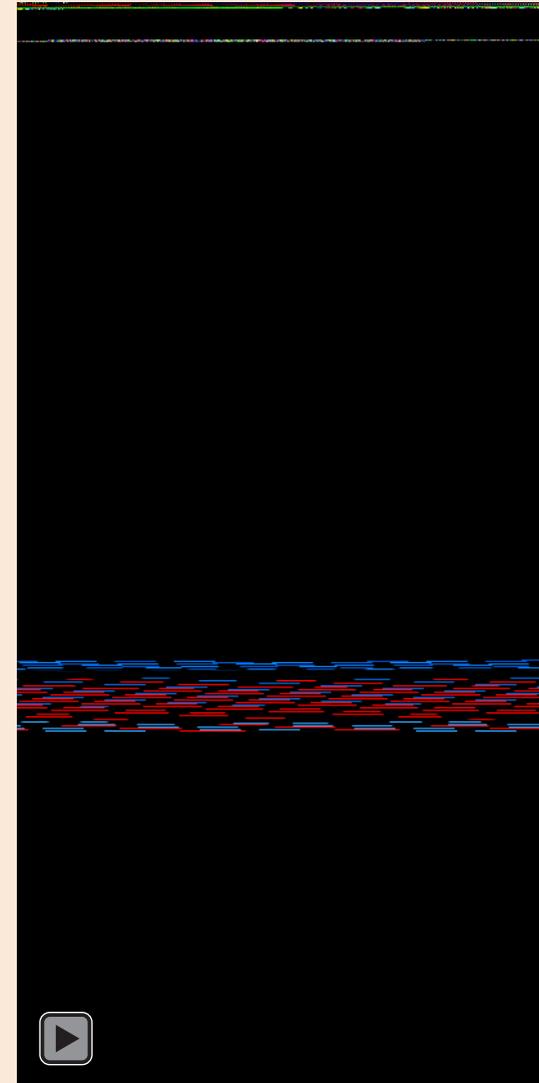
Blind emboss outside of case

Print inner production sheet

Adhere production sheet to inside case

Laser engrave pens

Fold case around journal, secure pen



CHALLENGES

Learn to operate newly restored machine.

Flexibility.

Readjusting our production schedule.

Attention to detail around machines.

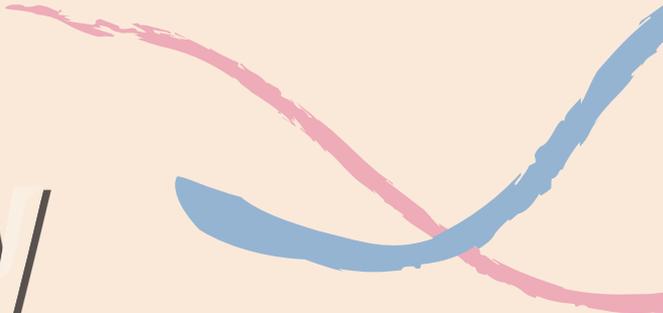
LEARNING

Understanding the Smyth machine.

Packaging that amplifies **intention**.

Adapted our vision throughout the process:

- The project's scope
- Overcome potential obstacles
- Embrace imperfections
- Maximize available resources



CONSCIOUS CREATIVITY

THANK YOU!

AND A SPECIAL THANK YOU TO OUR SPONSORS:

IAN FLYNN – VISUAL MEDIA ALLIANCE

LOU CARON – PRINTING INSTITUTE OF AMERICA
PRINTING & GRAPHICS SCHOLARSHIP FEDERATION

KELLYSPICERS

A & G ENGRAVING

KONICA MINOLTA

