

The Bluestone | Design Guide 2022

Theme Rationale

Our theme this year is "Change".

When Liv was thinking of the theme, we brainstormed on what the theme meant and how that would affect the design elements.

Last year, our theme was "Resilience", as 2020-2021 was a year of lots of unprecedented events and societal change. We reflected that into the design with lots of light, soft colors and minimalistic spreads to carry on the theme. This was also because a lot of our stories were about serious and historical events and that aesthetic was appropriate for those.

This year, with our theme of "Change", this is all about our world coming out of the pandemic and symbolizing kind-of-like the light at end of the tunnel. It's about the change and optimism of not going back to the same normal instead going into a new normalcy. I decided to go for brighter, spring colors to symbolize this growth. However, the colors are still a little more muted to symbolize our fragility because not everything is how it once was.

For the fonts, I chose Puschkin because it is very neutral and gives off a blunt tone. I chose this because we have now lived through a pandemic and learned to adapt and live in a new world and I wanted the book to reflect a tone that's not "sugarcoated" and to the point. Puschkin is similar to Helvetica which is trendy and popular amongst many brands such as Verizon, American Apparel, Crate & Barrel, and the NY subway. I chose Marcille-Medium for the body copy because it is and easy to read sans-serif and goes well with Puschkin. This one may end up changing just an fyi, i'll keep y'all updated.

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Colors & Visuals

The color palette is the following 6 colors. I will load these into StudioWorks but if you choose to use InDesign I will send out the CMYK later. These are the most subject to change just a forwarning. You are also free to use black and white.



Sulpher Spring: hex D3D70D



Potent Purple: hex 462639



Flame Orange hex FC8A17



Peacock Blue: Hex 00A4B4



Spectra Yellow: Hex FFC007

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Colors & Visuals

On the following pages I'll give you some examples spreads and layouts to look through, but first I want to iterate a few things about the design of spreads this year: think clean, think robust titles, and think contemporary (modern, minimalism). And throw in some pops of colors.

Some additional tips!

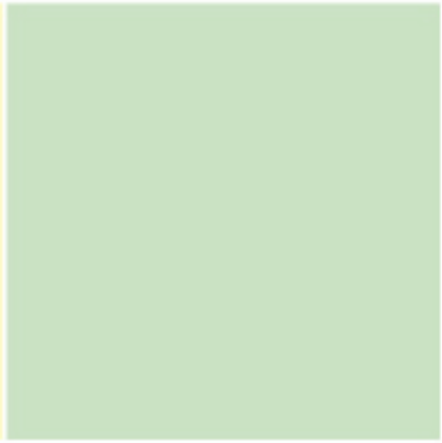
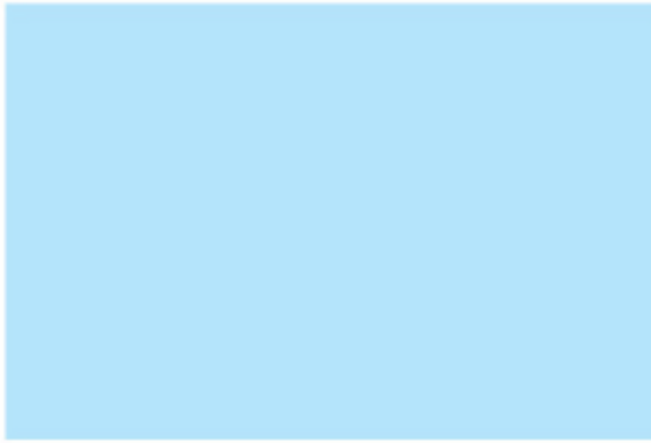
-Don't forget your margins! Your body copy shouldn't begin at the very border of an image, it makes the spread seem too crowded. White space is not your enemy, use only as much as you need to make a successful spread.

-Remember spreads are going to be filled with 2-5 images and most likely one set of body copy and one set of captions. Design around the photos and remember design principles such as following eyeline, hierarchy, and contrast.

-Adding strokes to text or images, drop shadows, gradients and rotated images tend to look amateurish. While I will usually embrace some of these, try to keep this sort of stuff to a minimum.

-MAKE YOUR TITLES A VISUAL ELEMENT!! Play with colors and working.

These are just a couple examples to get ideas flowing about layout and design. If you are struggling to come up with an idea I would recommend looking at real professional graphic design work, magazine spreads, ect.



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USE ODD NUMBERED GRIDS TO ACHIEVE ASYMMETRIC LAYOUTS

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3 column grid



2.3 Scenekunst

Våren 2016 la regjeringen Stoltenberg II fram en ny sverkskretsutredning, 19. mai, nr. 22 (2017-2018) *Fullt skoleløst*. Denne utredningen vurderte en tydelig nasjonal utvinning på scenekunsthelt, med særlig vekt på profesjonelle aktører. Her heter det blant annet:

Hovedmålet for sverkskretsutredningen er å ha et sverkskretsutvalg av høy kunstnerisk kvalitet, som er mangfoldig, nyskapende og utbredende og som tar hele bevilgningen og forvalter kulturvervet. 19. mai, nr. 22 (2017-2018) *Fullt skoleløst*, s. 101

Ifølge sverkskretsutredningen skal dette utvalget inkludere et profesjonelt utvalg av teater-, opera-, danserollestillinger og andre sverkskretsuttrykk over hele landet, med fokus på større mangfold, styrking og formidling. Effektive ressursutnyttelse trekkes også fram her.

Sverkskretsen er et fellesbegreper for flere kunstarter. Scenekretsutredningen er med bakgrunn i eksisterende infrastruktur og finansieringsordninger bygget opp omkring kunstuttrykkene teater, dans og opera. Dette gjelder både for den institusjonsbaserte og den frie sverkskretsen, selv om særlig den sistnevnte ofte har flere berøringspunkter og inkluderer skapningsmessig scenekunst som sverkskreter disse sverkskretsene. Budsjettdokumentene sitt engasjement overfor scenekunsthelt er fremkalt i Sverkskretsplan for 2017-2018, som tar utgangspunkt i en lignende utredning. I tillegg er det lagt vekt på å skulle berøre de ulike kunstuttrykkene både fra de profesjonelles og fra amatørers perspektiv.

dr. lakra

El famoso artista tatuador expone en el museo Marco

por JENNIFER GARCÍA

Artista mexicano de 38 años, hijo del pionero mexicano Francisco Toledo, su nombre, Justino López Ramírez, su nombre artístico, Dr. Lakra.

Evidentemente no es doctor de verdad, pero sí un artista que vive de la tinta. Comenzando a tatuarse en el año de 1998 o 1999, creyendo en que el tatuaje también podía ser visto como una forma de arte e inspirado por la escuela Punk-chic de la Ciudad de México.

Ahora cubriendo la piel por las paredes, los edificios por azules, púrpuras y brillos, y el estado por razones, calles y carteles.

Presentándose en un mundo gigantesco en las paredes del museo, fotografías y posters tocados por su grandiosa mano. Haciendo a conocer el arte urbano mexicano y transformando más allá de las fronteras.

Adobe Stock | #296074916



PUCES DU DESIGN. DESIGN.CH

ANCIENS ATELIERE MAYER & SOUTTER 1^{er} ETAGE

LES PUCES DU DESIGN, EDITION SPECIALE

La Romandie peut se vanter d'avoir la plus grande manifestation de vintage du pays, avec des marchandises en provenance de toute l'Europe. Pour la première fois Les Pucés du Design, qui présentent habituellement leurs quartiers dans les halles CHF de Morges au mois de mai, sont présentés aux Design Days et occupent le premier étage du bâtiment de Mayer & Soutter.

Evénement spécial de la 6^e édition des Design Days, Les Pucés du Design présentent le meilleur du design du XX^e siècle et rassemblent un panel très varié d'objets, de mobilier et de vêtements vintage. Une attention particulière est portée à l'authenticité de la marchandise exposée. Les organisateurs se font un plaisir d'offrir à disposition des visiteurs et des potentiels acquéreurs afin d'offrir un service de garantie et de conseil quant à la valeur des pièces proposées à la vente.

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DESIGN DAYS

DESIGN

ANCIENS ATELIERE MAYER & SOUTTER 1^{er} ETAGE



DESIGN DAYS

DESIGN

MAGAZINE

QUI ACCORDENT L'ART, L'ENVIRONNEMENT ET LE BIEN-ÊTRE #9

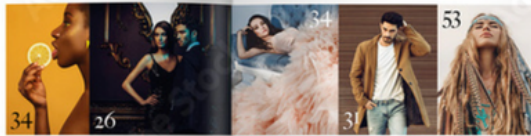
The evening's quickie

Aut fast occupary

Restrain le voluptuous grace!

From you ad concept rest con

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- 26 **ART** **THE EVENING'S QUICKIE** **THE EVENING'S QUICKIE** **THE EVENING'S QUICKIE**
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- 53 **ART** **THE EVENING'S QUICKIE** **THE EVENING'S QUICKIE** **THE EVENING'S QUICKIE**

MOLORES TIUNT DOLO TEM EUM ET DOL QUME

Article text describing the content of the magazine page.

Ehenti bea voluptas enud here, CUSANIS SIM INCI LIBERT

Main article text for the 'CUSANIS SIM INCI LIBERT' section.



LATUR FUG AIS

Ehenti bea voluptas enud here arion poria nihil et volupta



Article text for the 'LATUR FUG AIS' section.

Adobe Stock | #246890285

Mrs. Sunville's Science Class

"Science is not only a disciple of reason but, also, one of romance and passion."

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Arnold Blue
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Mark White
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Leave your messages here



Laura Stormie / Student

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Lana Rey / Student

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Anais Rinald / Student

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Christina Moss / Student

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Jeff Harrow / Teacher

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Design Style

CREATIVE AND STYLISH DESIGN.

Our style is based on modern, clean lines and a color palette of muted blues and greys. We focus on high-quality photography and typography to create a professional and engaging user experience.

About Design

ALL NEW STYLES.

Our design team has created a fresh, modern look for your website. We've incorporated the latest trends in web design, including bold typography and clean, minimalist layouts. The result is a website that is both functional and visually appealing.

About us

MODERN CLEAN AND MINIMAL DESIGN.

At our core, we believe in simplicity and clarity. Our design process is focused on understanding your needs and creating a solution that is both beautiful and easy to use. We work closely with our clients to ensure every detail meets their expectations.

Make new

CREATIVE AND STYLISH DESIGN.

Let's create something new together. Our team of designers and developers are passionate about their work and committed to delivering exceptional results. We have a proven track record of helping businesses of all sizes achieve their goals through effective digital marketing strategies.

Our Team

TOM BROGA - Creative Director
MILLA COMAS - Senior Designer
LILA BROWN - UX Designer

Our team consists of talented professionals with a wealth of experience in digital design and development. We are a collaborative and supportive team that thrives on creativity and innovation. Together, we can bring your vision to life.

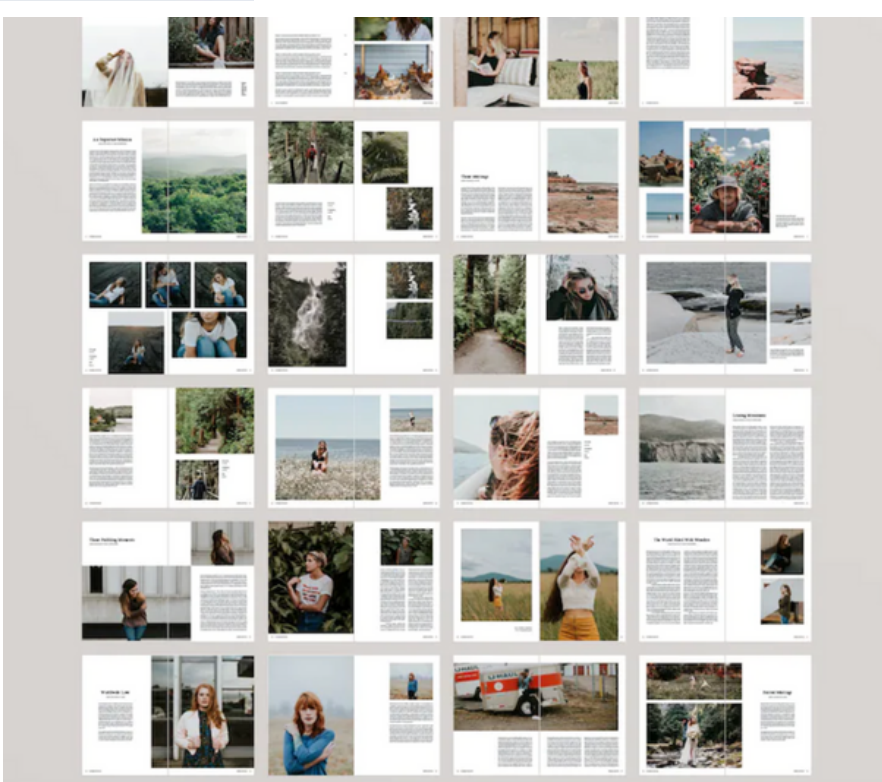
Creative Design

CREATIVE AND STYLISH DESIGN.

From branding to web design, we offer a full range of creative services. Our designers are skilled in using the latest design tools and techniques to create stunning visual content. We are committed to staying up-to-date with the latest industry trends to ensure our clients receive the most current and effective solutions.

Simple Design

Simple Design. Clean, functional, and easy to use. We understand that not every project requires a complex design. Sometimes, the most effective solution is the simplest one. Our team is experienced in creating clean, minimalist designs that focus on usability and clear communication.



COMPANY NAME

CATALOG

2020-2021

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www.example.com

