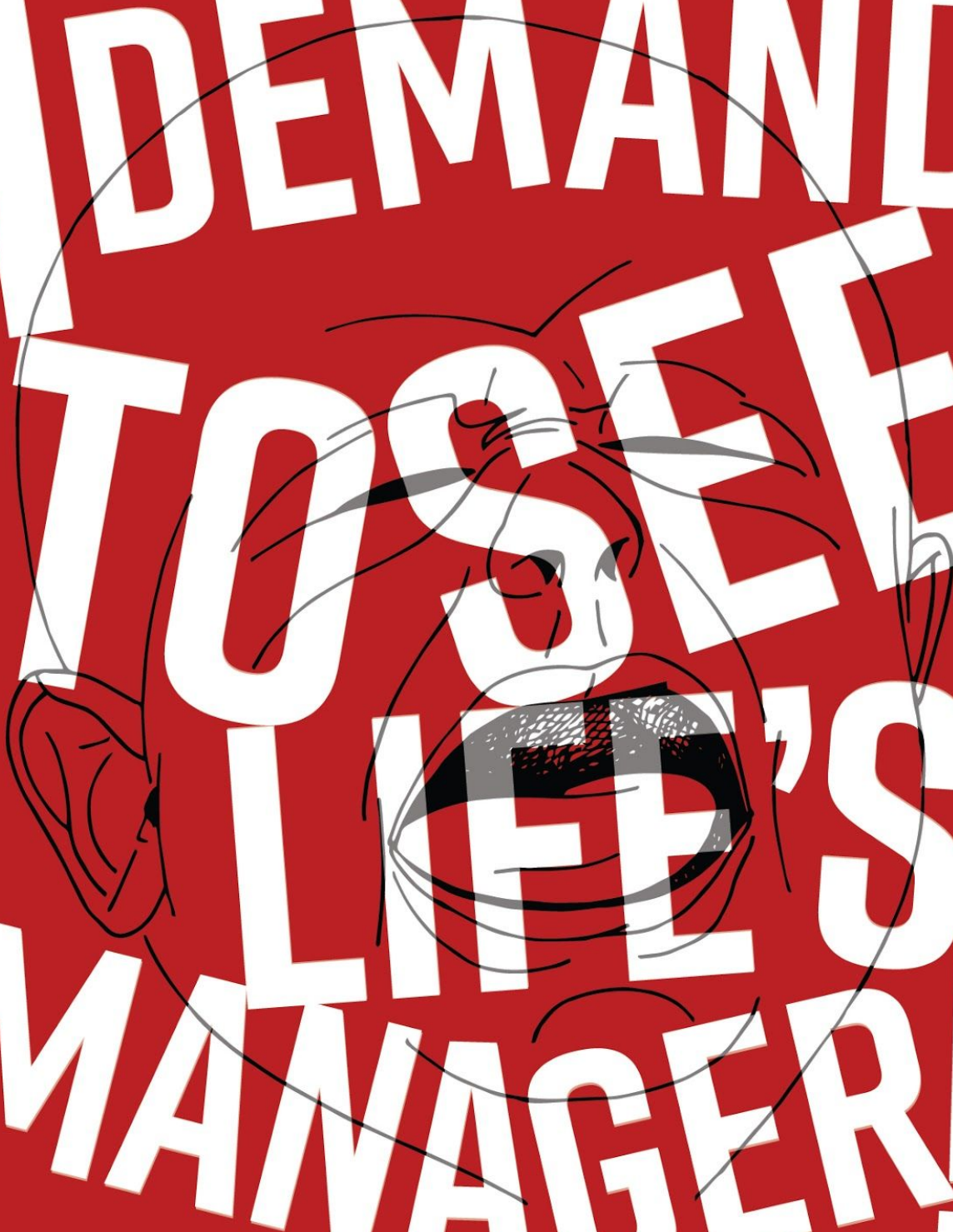


**WE DEMAND
TO SEE
LIFE'S
MANAGER!**

A stylized, hand-drawn face is overlaid on the text. The face has a large, open mouth with a black and white striped tongue, and expressive eyes with long, curved eyelashes. The drawing is done in a sketchy, expressive style with black lines and some grey shading.

John C Falloon

2019-Fall

Graphic Design

Department of Art and Art History

Artist Statement:

All my life I have been a nerd. I am most at home when dealing with anything from Fantasy and Sci Fi to Astrology and Astronomy. I also have an attraction to digital and mechanical games like video games, and tabletop RPGs. My understanding of nerd culture manifests in most of my best design work. The complexity of concepts found in things like Astrophysics and fantasy worlds alike can make these ideas difficult to communicate.

My hope is that my nerdy disposition makes me the perfect designer for clients trying to communicate complex scientific, or fantastic ideas to a greater audience. Weather this is to advertise a product or communicate a theory, I want to be the one to help that client get their ideas across. I believe that every element of nerd culture, no matter how unrelated they may seem, can and should learn from each other to help bring their great stories to life.

I primarily work within digital mediums, however my fine arts training has given me a diverse toolset with the ability to throw in all kinds of mechanical methods and techniques when the situation requires. Such diverse and complex ideas can call for all different manners of mediums to come into play, and I am happy to do everything I can to communicate these ideas.

Title	Original Format
Figure 1: Hello - Illustrator	
Figure 2: Be Their Voice	
Figure 3: Dodeco Dice Co Brand Guide - Illustrator	
Figure 4: Dodeco Dice Co Stuff - Illustrator	
Figure 5: Dodeco Dice Co Box Mockup - Photoshop	
Figure 6: DocecoDiceCo.com Mockup - Photoshop	
Figure 7: DodecoDiceCo.com XD Prototype - Adobe XD	
Figure 8: DodecoDiceCo.com XD Prototype Connected - Adobe XD	
Figure 9: DodecoDiceCo.com Prototype screen 1 - Adobe XD	
Figure 10: DodecoDiceCo.com Prototype screen 2 - Adobe XD	
Figure 11: Portfolio Layout in Progress - Adobe InDesign	

LOGO USE AND PROTECTION

The full logo and solo name must be bordered by a space at least as big the height of the 'O' at the end of Dodeco. The half dice symbol can be used at any size, as well as cut and or tilted at any angle as long as the three outer points of the middle shape are visible.



THE DODECO PRIMARIES

each color is only to be used on its own or with its darker counterpart. You can however group multiple items of different colors together.

		RGB		CMYK	
250	1			39	109
192	25			69	66
19	100			96	28
	0			41	
235	0			33	107
133	59			93	29
38	96			100	16
	0			48	
238	0			40	81
52	94			91	18
49	88			82	20
	0			62	
165	40			77	32
207	0			51	53
68	89			91	25
	0			64	
96	54			100	24
202	1			97	25
244	0			36	75
	0			44	
214	11			75	53
85	81			96	14
159	0			41	56
	0			56	

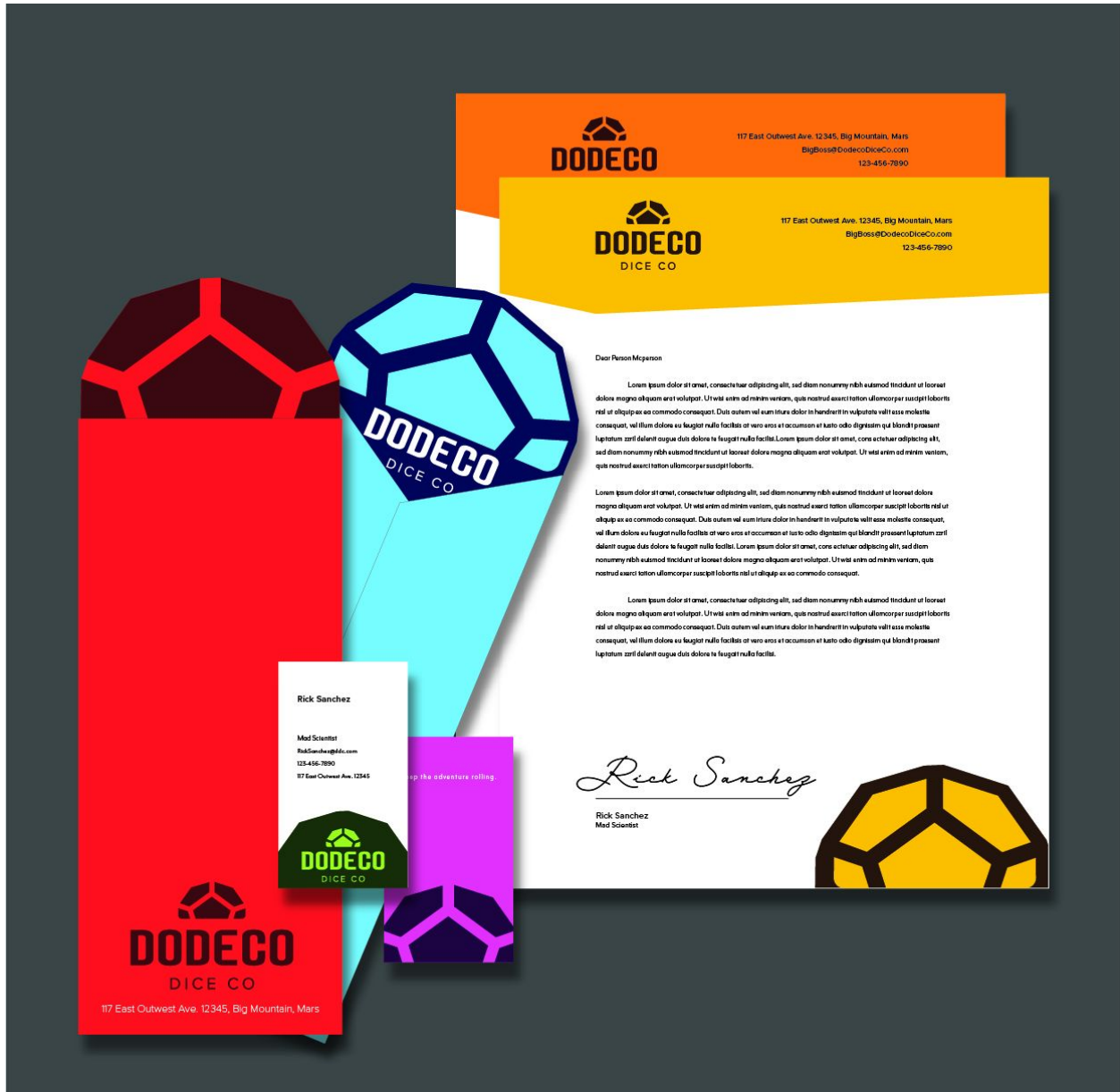
TYPE

Rift (bold) is the permitted title font, with Provima Nova as a secondary and subhead font. Use Mr Eaves (Reg) for body text. keep body text in the 8-9 point range, and subheadings in at 10 points when grouped with body text.

RIFT
Provima Nova
Mr Eaves

Dodeco Dice Co Brand Guide

At the beginning of this semester in ART-455, we worked on A branding project. This is the Brand Guide For my brand, Dodeco Dice Co.



Dodeco Dice Co Stuff

This is a collection of all the Professional documents and Items needed to realize a brand identity. Letterhead, Envelopes, and Business Cards are all important assets to design.



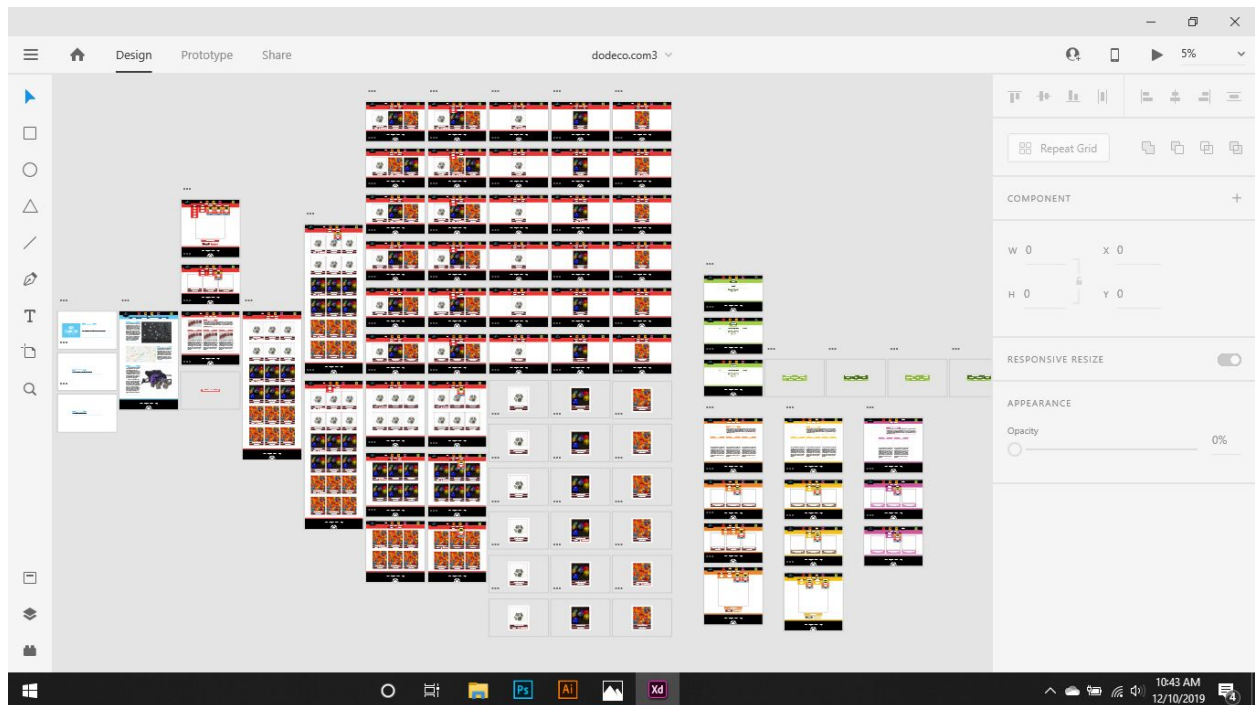
Dodeco Dice Co Box Mockup

Mockups like this one are important documents to make as they help you visualize your brand in action.



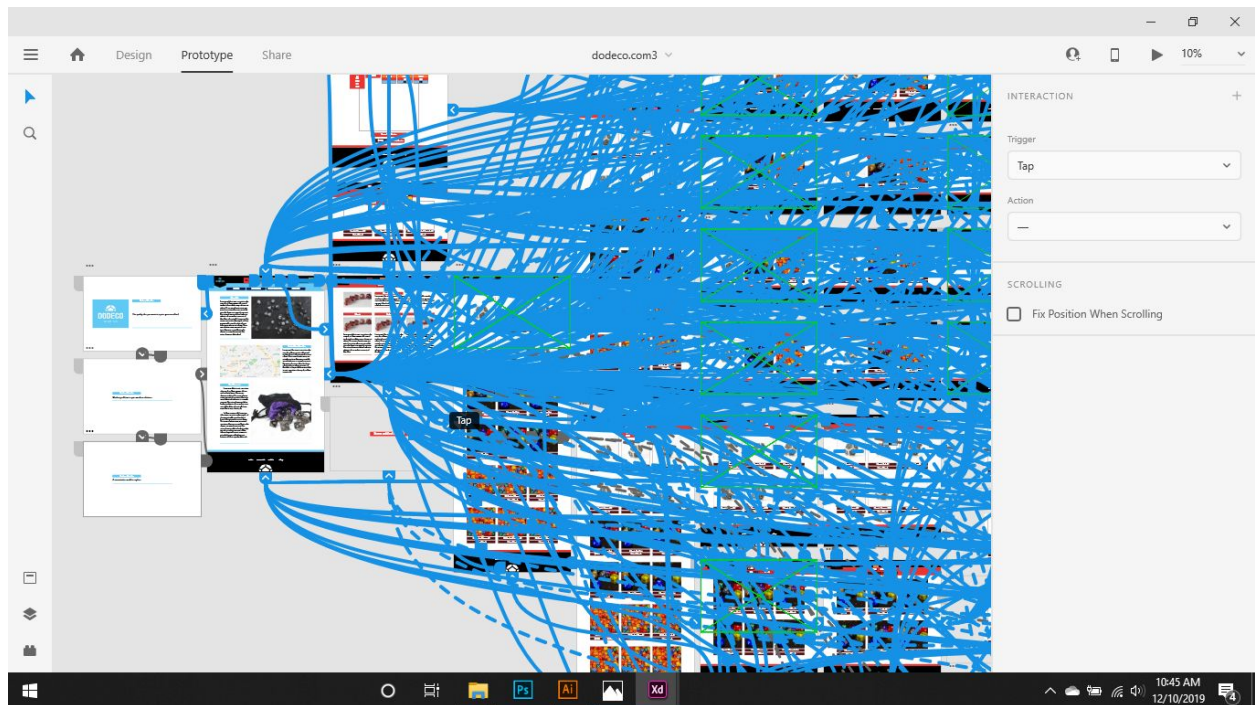
DocecoDiceCo.com Mockup

The biggest thing we worked on this semester was an experience design project. This Mock up shows the Home page of my website prototype in action.



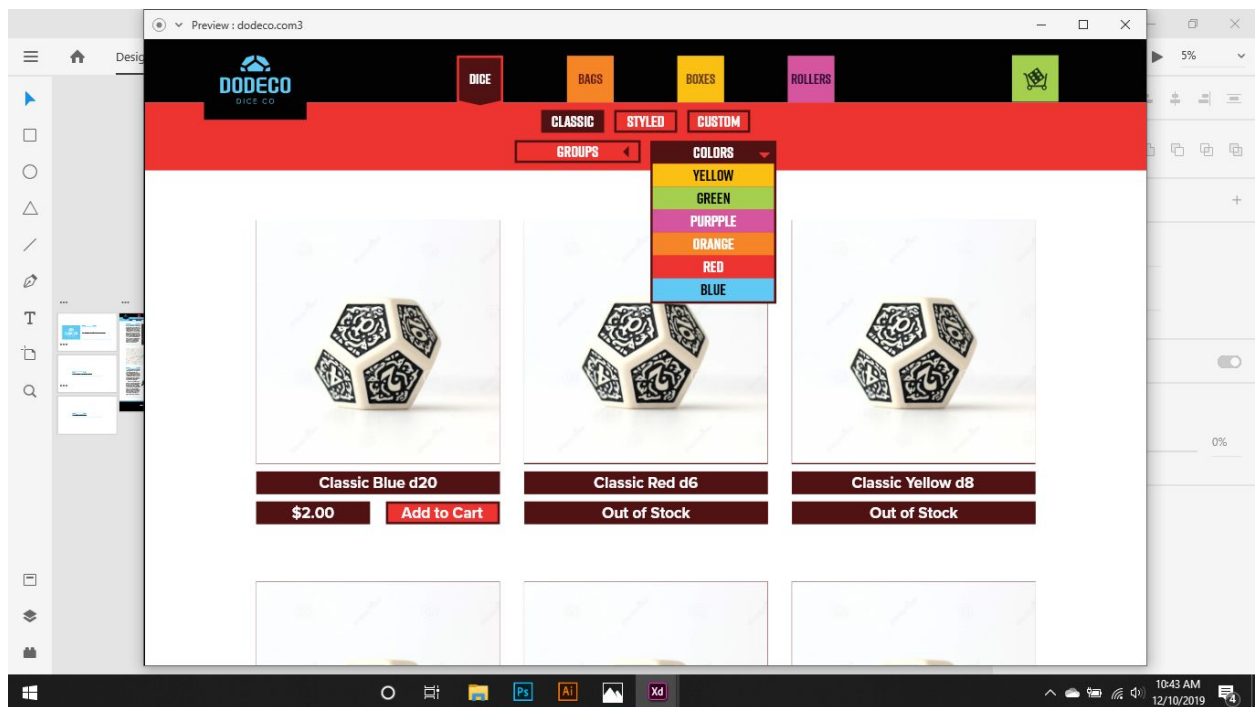
DodecoDiceCo.com XD Prototype

This is a screenshot of my over all Adobe XD experience design prototype.



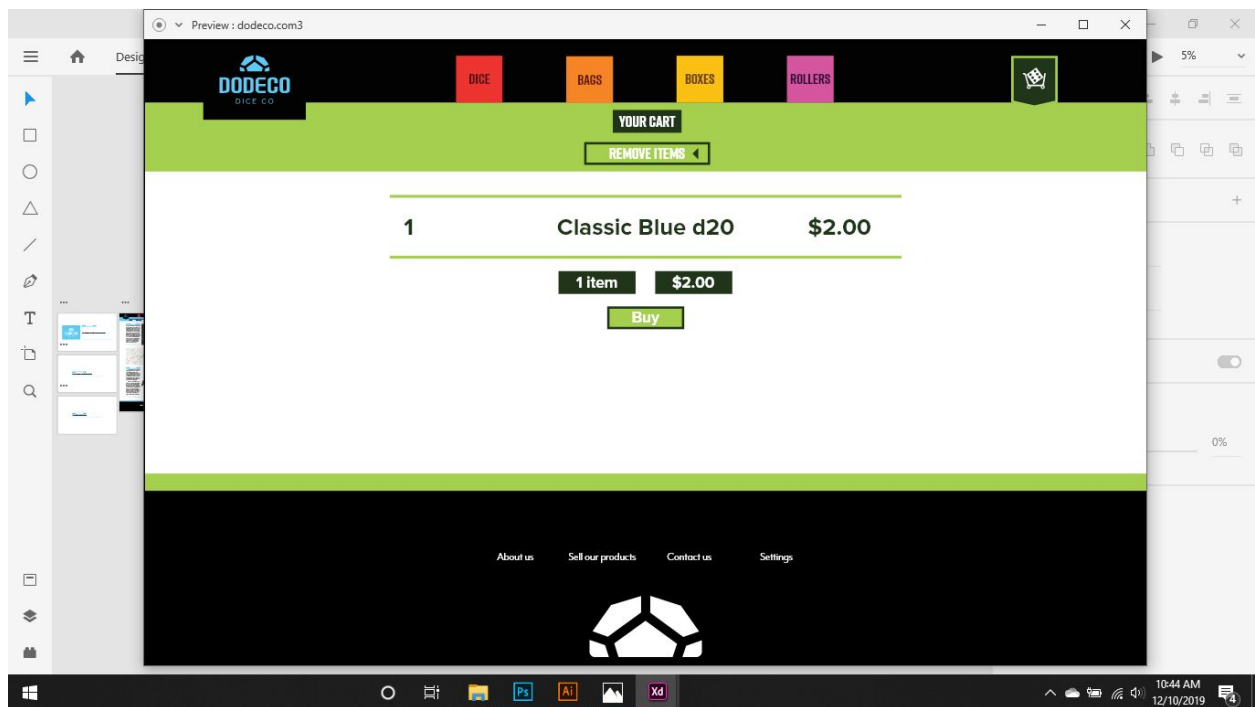
DodecoDiceCo.com XD Prototype Connected

This is a screenshot of the connections made on my Adobe XD prototype of my experience design project. A high level of detail was required to make sure my prototype worked the way I wanted.



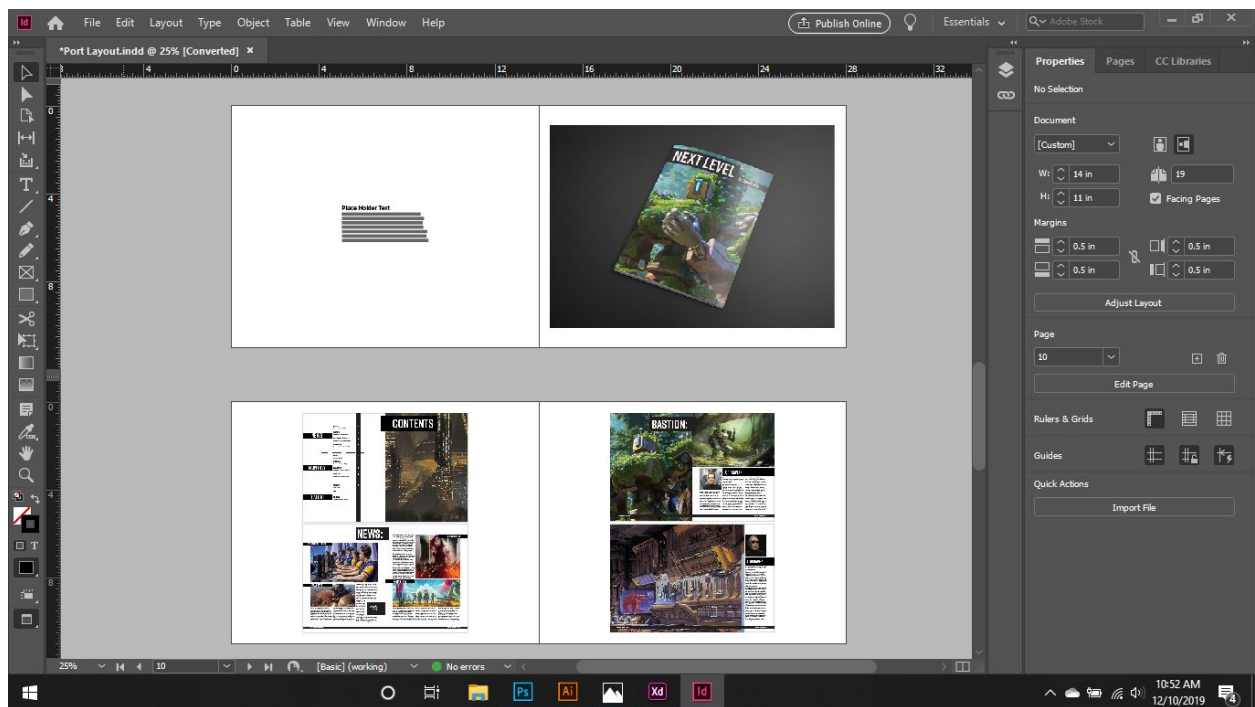
DodecoDiceCo.com Prototype screen 1

This is a screenshot of my experience design project in action with drop down menu.



DodecoDiceCo.com Prototype screen 2

This is a screenshot of my experience design project in action. This is the shopping cart screen that shoppers would see when purchasing a Dodeco product.



Portfolio Layout in Progress

Currently at the end of this semester, The graduating designers in the class have been working on organizing and constructing our final professional portfolios. This is a screenshot of one set of my portfolio spreads in progress.

