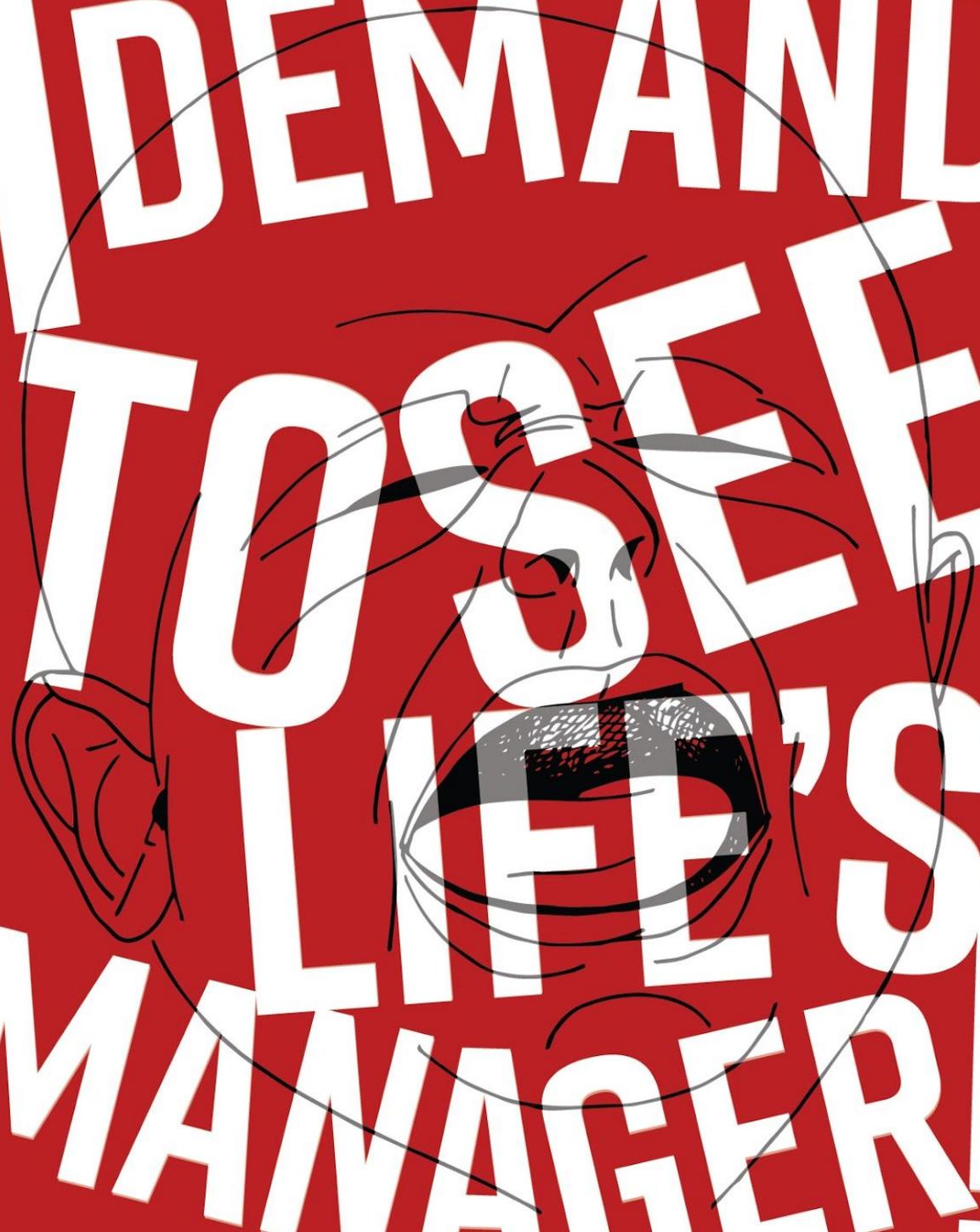


**DEMAND
TO SEE
LIFE'S
MANAGER!**



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

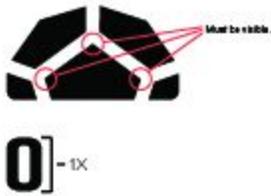
Figure 9: DodecoDiceCo.com Prototype screen 1 - Adobe XD

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 viable.



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 Proxima 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
 Proxima 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.



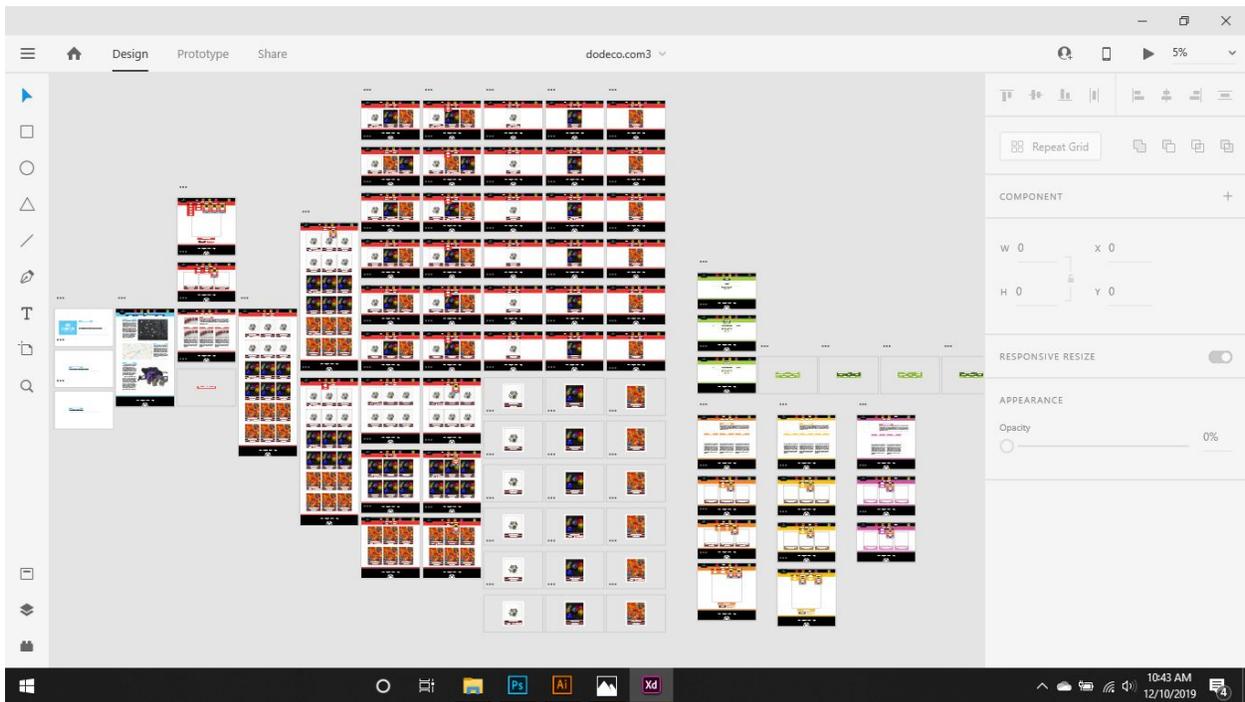
Dodeco Dice Co Box Mockup

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



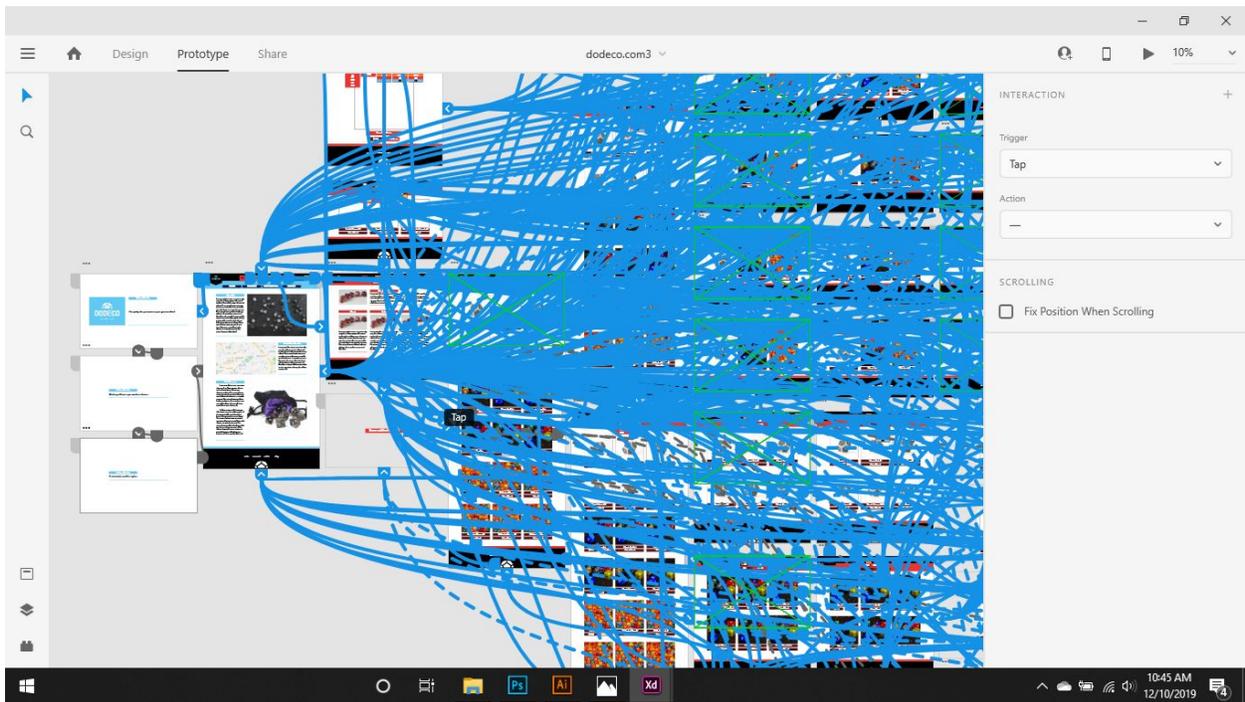
DocecoDiceCo.com Mockup

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.



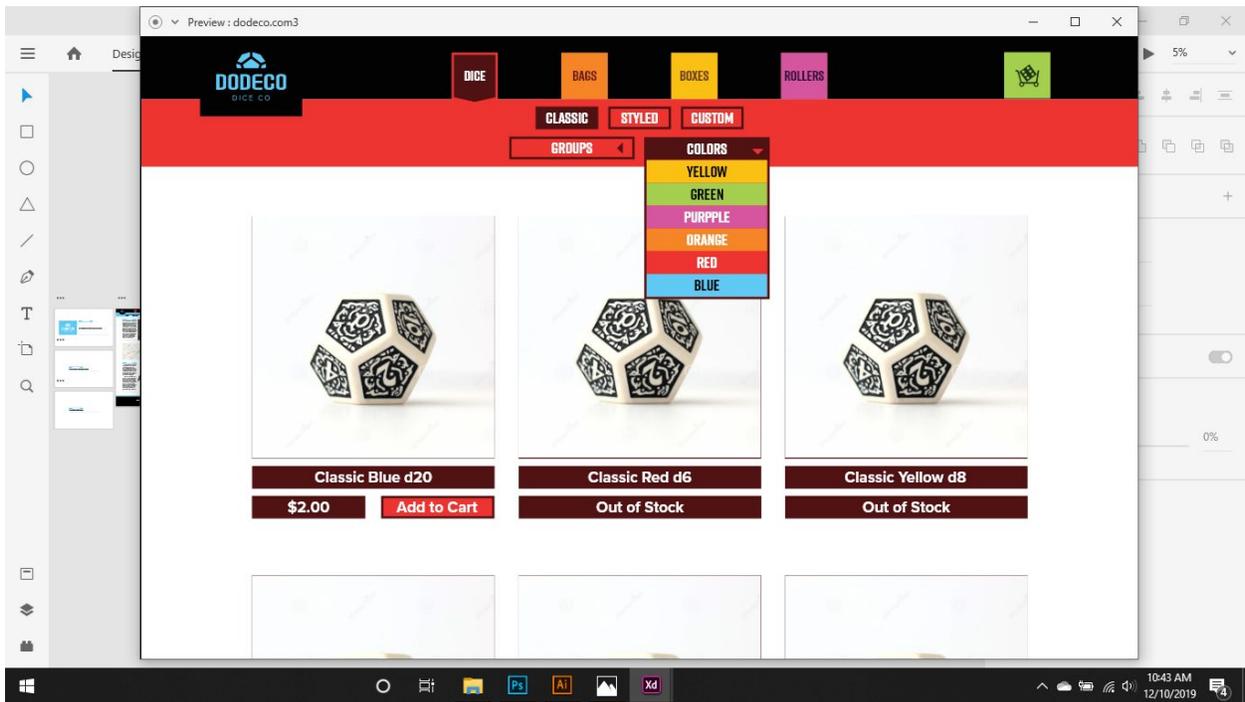
DodecoDiceCo.com XD Prototype

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



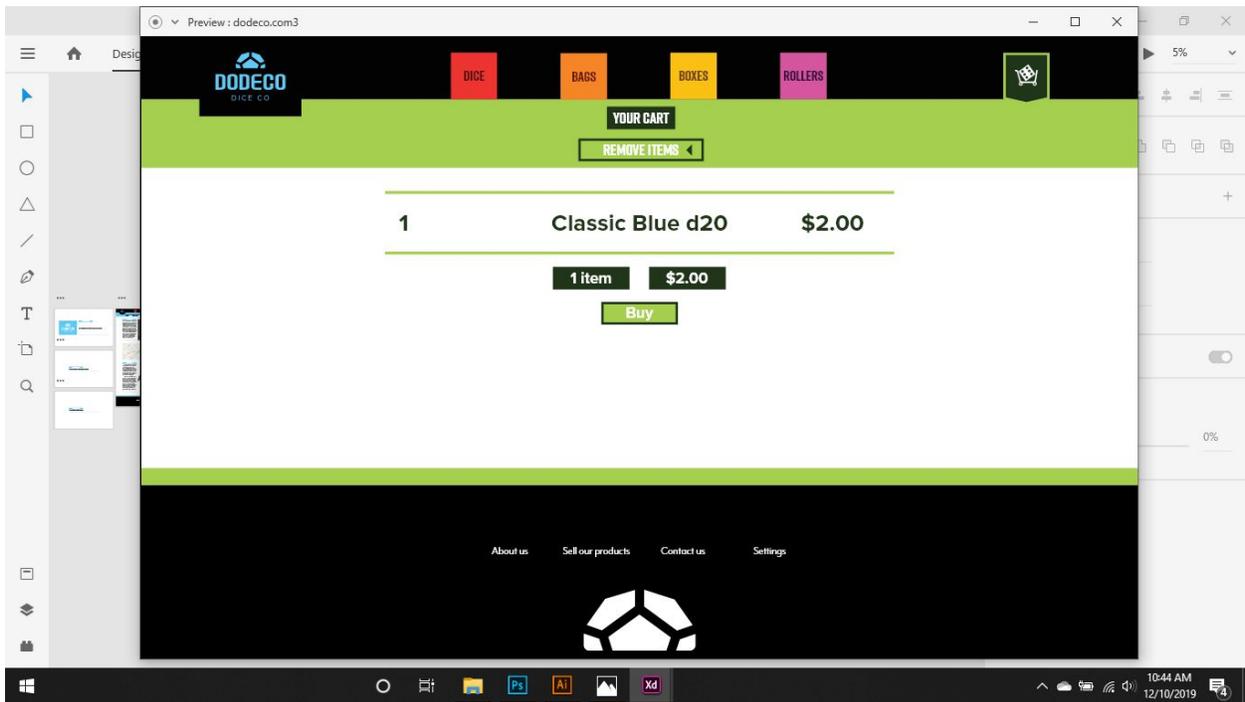
DodecoDiceCo.com XD Prototype Connected

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.



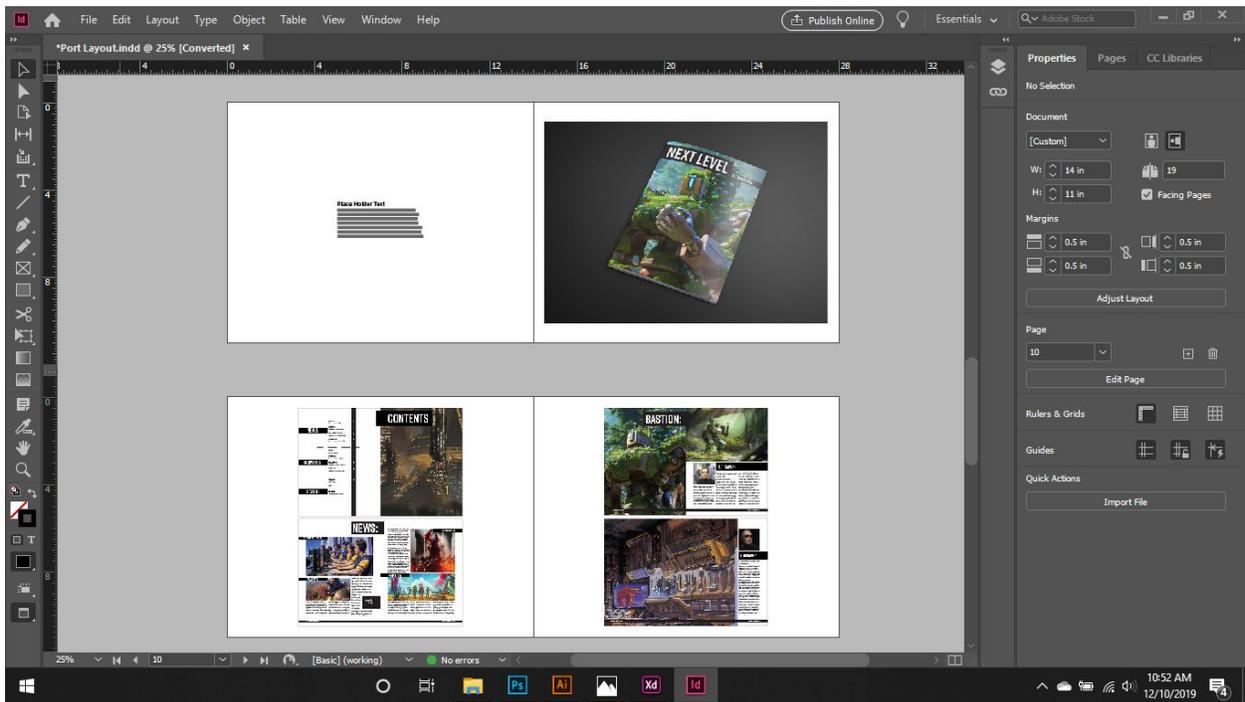
DodecoDiceCo.com Prototype screen 1

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.

