abstract
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Presentation Design I and II
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This creative activity explores the possibilities of designing a professional stationary system consisting of a letterhead, envelope, resume, and business card. The process began with brainstorming about myself as an architecture student and how my style and personality can be represented through a graphic system. The logo design is very clean, simple, and playful, which reflects my personality and the way I design. It works to create a strong and consistent visual representation of the ideas imbued in the portfolio’s architectural content.

The use of the color pallet, circles and play of positive and negative space which could connect to the design of my portfolio. The portfolio reflects the cleanliness and the horizontality of the stationary system, as well as the obstacles in the design of the stationary system, such as placement and font choice, the results of the finished system provided a system which would connect to the design of my portfolio. The portfolio reflects the cleanliness and the horizontality of the stationary system, as well as the use of the color pallet, circles and play of positive and negative space.

The portfolio design also begins to explore the negative space, placement and the abstraction of architectural ideas into a graphic system, which differ from the stationary system. The portfolio is composed with an underlying grid and an interconnecting theme within the portfolio, simple and elegant graphics create a clean, yet bold, visual representation of the ideas imbued in the portfolio’s architectural content.

Architecture Portfolio
Design Learning and application of Adobe InDesign
1. Create a stationary system consisting of a letterhead, envelope, resume and business card. This system should reflect the student’s style and personality.
2. Create a logo design for the stationary system.
3. Create a business card design for the stationary system.
4. Create a cover letter design for the stationary system.
5. Create a resume design for the stationary system.
6. Create a mock-up of the entire stationary system.

The stationary system should be clean, simple, and playful, reflecting the student’s personality and the way they design.