

Structured Play: A Collection of Works





DEDICATION:

To all the kids who carved their names on wooden desks in school, that's your wordmark.

And of course to Ezra, the most inquisitive son. Your poor father has no idea what's in store for him. Digital printing and binding: Blurb.

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CONCEPT

Structure is the organization of various components.



Play is the combination of curiosity and engineering.



Design is a visual problem that can be solved through structured play.





THE DRAWING BOARD

>> DESCRIPTION

Create a community for creative individuals through a comprehensive interactive experience.

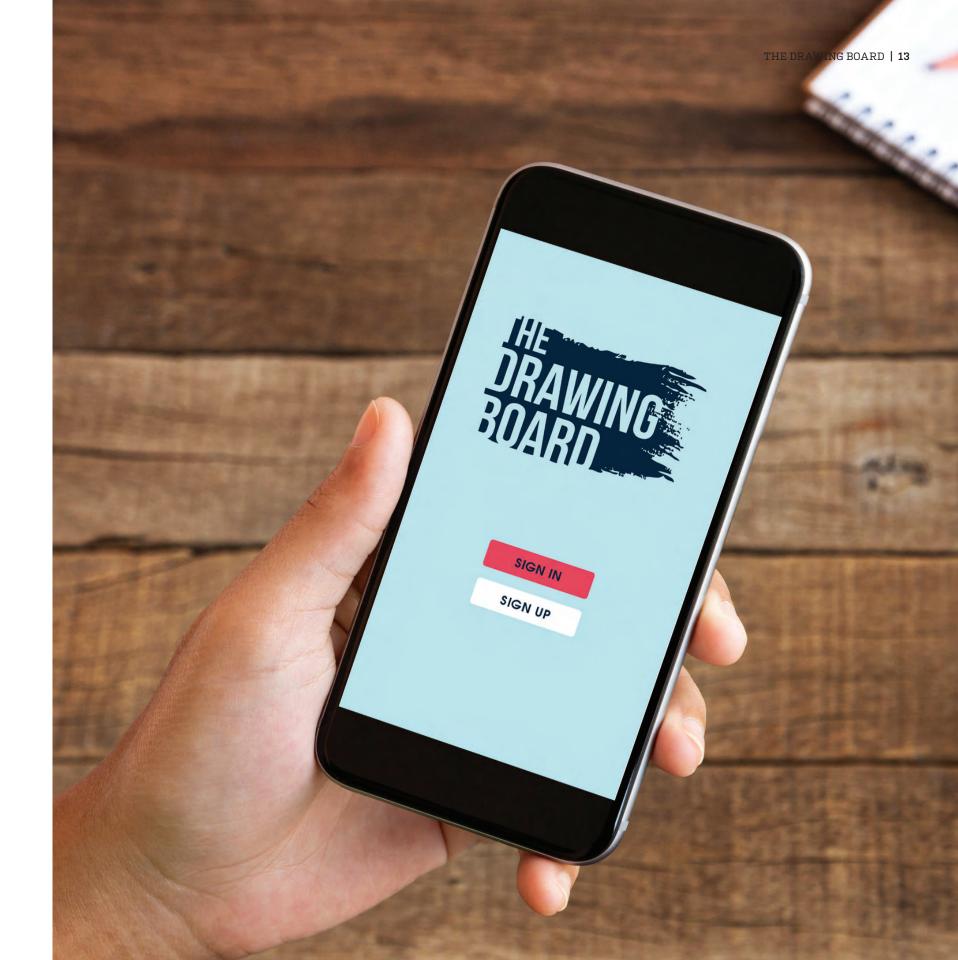
>> CONCEPT

CATEGORY
Brand Identity
User Interface
Packaging
Environmental Design

Artists often find it difficult to practice the Fine Arts once graduated with their careers. I created The Drawing Board out of my own frustration witnessing my art skills declining. This community is for creative individuals from all backgrounds to create and celebrate the Fine Arts. It provides a space for classes, events, seminars, and meet-n-greets with known artists. The app has an enriching section where the user can doodle, upload inspirations or artwork, and be artistically challenged.

This project includes postcards for promotions, smocks, sketchbook, bag, interactive environmental design located outside of the premises, and an app for members (prototype available at InVision).





















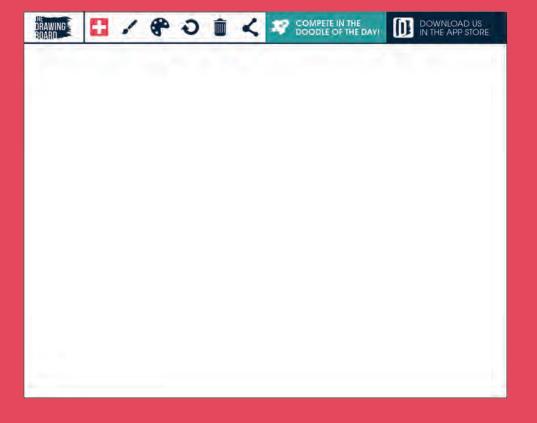




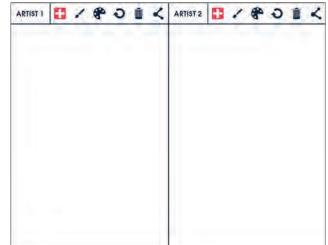
















ENVIRONMENTAL DESIGN | Pedestrians can test the virtual floor canvas located outside the premises.







GRAFFITI GENERATIONS

>> DESCRIPTION

Create a historical book on a marginalized art movement with vivid graphics and text treatments.

>> CONCEPT

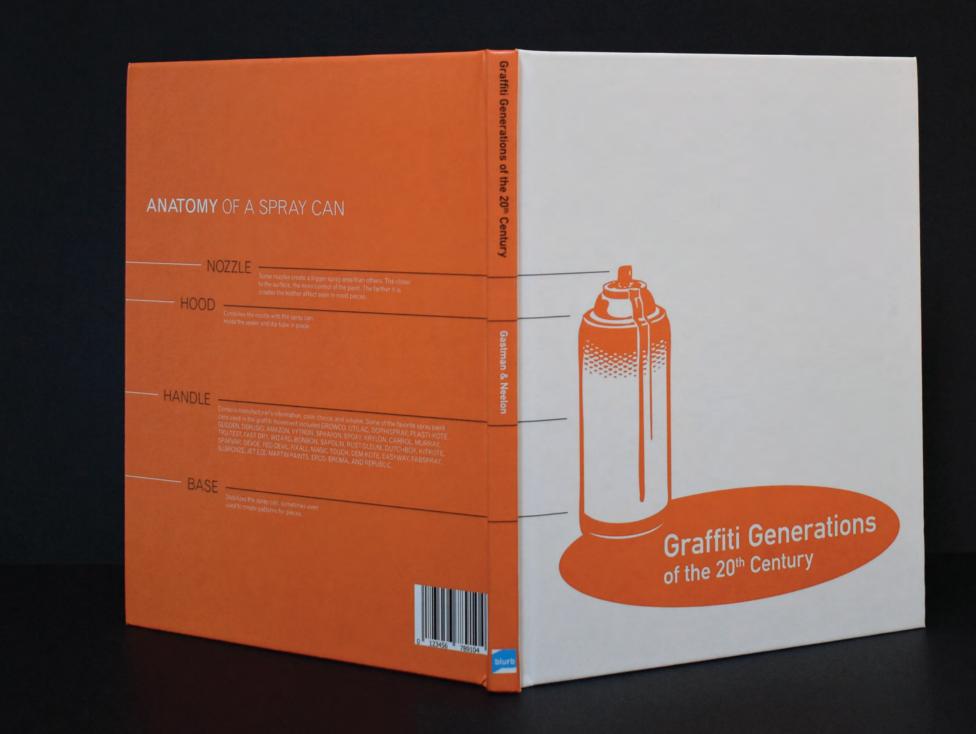
Graffiti is viewed as either art or vandalism. I believe American graffiti artists should be recognized and celebrated for their talented, innovative contribution to the arts. Graffiti Generations includes the birth and progress of the American graffiti movement, starting from the 1970s to the establishment of the Clean Car Program. It was difficult to obtain graffiti samples because 'vandalism' is hardly ever documented.

This project focuses on displaying various artworks with captivating typographic treatments and layouts. Also included is the website for purchasing the book.

CATEGORY
Book Layout
Web Design

Graffiti Generations can be found on ISSUU.com, scan the QR code below.





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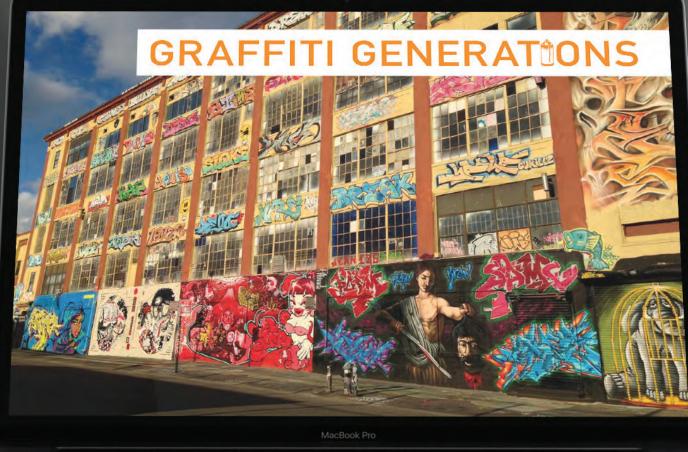


34 | RODRIGUEZ PORTFOLIO GRAFFITI GENERATIONS | 35









GRAFFITI GENERATIONS | 37





OFF THE GRID CAFE

>> DESCRIPTION

Identify a local struggling food establishment to rebrand with a contemporary visual system.

>> CONCEPT

Off the Grid is a rustic Virginian cafe with New York style cuisine. Its generic sans serif typographic logo connoted little information on the company. When speaking to the owners, their cafe perception was not properly reflected in their brand identity. I rebranded their company to a more rustic, industrial, and warm visual system.

This project rebrands an outdated food establishment by introducing a new visual system. It includes brand identity, a website, and a mobile site.

CATEGORY
Rebranding
Website Design



NEW LOGO



OLD LOGO

Off the Grid Cafe 14862 Hull Street Road Chesterfield, VA 23832 website: offthegridcafe.comcastbiz.net



THIS IS AN EXAMPLE OF A HEADER

Font: Rock It

THIS IS AN EXAMPLE OF A SUBHEAD

Font: Trade Gothic Bold

This is an example of body text. Trade Gothic is a sans-serif typeface first designed in 1948 by Jackson Burke, who continued to work on further style-weight combinations until 1960 while he was director of type development for Linotype in the USA. The family includes three weights and three widths. Currently shown is condensed.

Font: Trade Gothic Condensed

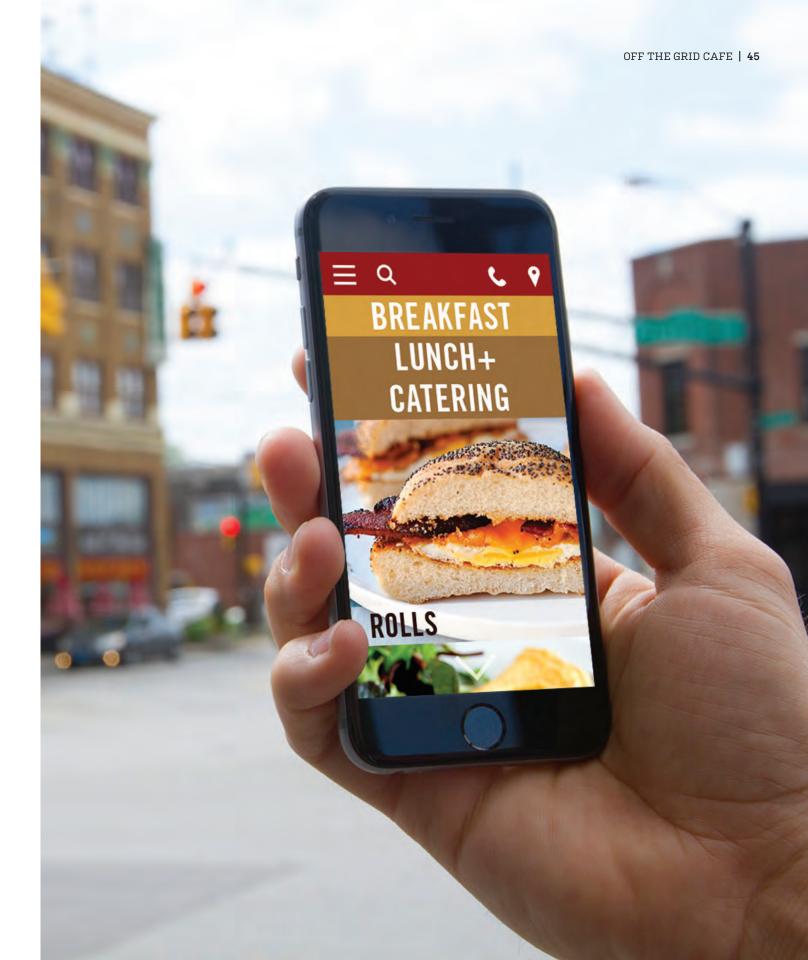
RUSTIC ROBUST RAW INDUSTRIAL INVITING

Keyboards



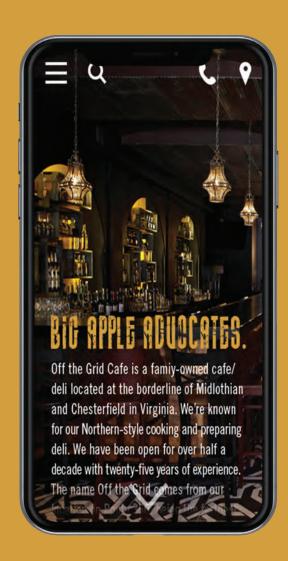






46 | RODRIGUEZ PORTFOLIO OFF THE GRID CAFE | 47













FILIPPO BERIO OLIVE OIL

>> DESCRIPTION

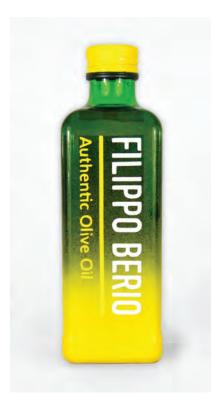
Choose an existing olive oil brand and experiment with different mediums to reach an alternative audience.

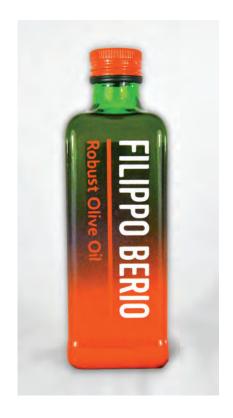
>> CONCEPT

Filippo Berio Olive Oil is sold in over 70 countries and enjoyed by millions of consumers worldwide. Despite its critical acclaim, its traditional and crowded visual system does not attract younger consumers. I decided to take a drastic approach by introducing a gradient with spray paint and bold, captivating colors.

This project rebrands traditional packaging to a modern, cleaner style, reaching a younger, contemporary audience. It includes three types of olive oil and its packaging.

CATEGORY
Rebranding
Packaging









52 | RODRIGUEZ PORTFOLIO FILIPPO BERIO OLIVE OIL | 53













DYNAPAC

>> DESCRIPTION

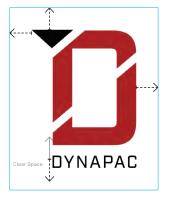
Identify a dilapidated industrial brand and redesign its visual system with fidelity to the original identity.

>> CONCEPT

Dynapac is a Swedish multinational engineering subsidiary company and a world leader for mobile compactors for road surfaces. Despite its dependability, there has been a decline in sales compared to its competitors like CAT (Caterpillar Incorporated). A revitalization of Dynapac's brand can both increase sales and internal pride.

This project rebrands a neglected company by introducing a new visual system. Included are branding guidelines, various packaging items, and a website.

CATEGORY
Rebranding
Packaging
Web Design
Layout



OLD LOGO





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WE ARE DYNAPAC

OUR STORY, OUR MISSION, OUR LEGACY.

Dynapac is a Swedish multinational engineering subsidiary company and a world leader for mobile compactors for road surfaces. We produce mobile equipment of various sizes for the road construction industry, such as packing, milling, and paving. Half of our revenue comes from Europe. We export to over 115 countries.

Dynapac was founded in 1934 as AB Vibro-Betong in Stockholmbut but by 1940 we had changed to AB Vibro-Verken. Within the first twenty years, we had launched the very first vibratory plate compactor, the first vibratory road roller, and later on the CA 25 road roller, which became the world's first leading compaction roller.

By 1973 we changed our name once more to Dynapac Maskin AB as the company began to rapidly expand its product range. Dynapac bought out Vibratechniques, Salco of Sweden, Watanabe of Japan, and Demag Schrader of Germany. We were bought out and resold by several other companies, but we are currently owned by Atlas Copco as of January 2017.

OUR LOGO

THE HISTORY & FUTURE

As of January 2017, our mother company Atlas Copco felt Dynapac needed a rebirth, starting with the logo. Feeling nostalgic, we had one small request: that our red company color be incorporated into our brand new logo.

The rebranding of Dynapac mirrors exemplary reliability and durability as its products and services. The masculinity of construction and technology resonates in the new modern, iconographic logo.

COLOR PALETTE

As our rebranding began, we needed a color palette that represented this new chapter. We chose our original red as well as three supporting colors that symbolized our brand.

and is commonly used on machine wrappin Industry Black: predominately for text. Construction Yellow: symbolizes progress

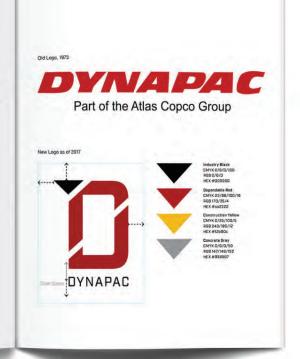
and is sparingly used

The previous logo aesthetically mirrored

our main competitors' and contemporaries'

brand with its bold, grotesque, italicized typographic logo. Yet it lacked a much

needed distinguishing logo aspect.



LOGO SPECS

Additional formatted logos are only used for specific mediums as listed below.

Red: used in embroidery Reverse: used for dark backgrounds Monotone: used for grayscale, packaging,

and clothing (such as screen printing) Horizontal; used for landscape mediums and large screens, such as truck wraps and billboards

ADDITIONAL LOGOS







Here are some examples of what not to do

with the logo. If you have any additional

questions, please contact Dynapac and

Nadine Estrella, Asst. Marketing Director

we will be happy to help.











RIGHT TYPE

We wanted a type that conveyed our keywords: reliable and progressive. We chose Industry as our main heading typeface and Helvetica Neue as our pairing copy font. Eurostile is our web font replacement if Industry is unavailable.

Forged from geometric and technical styles, Industry stands sturdy and strong. The typeface can span from a refined vintage feel to an industrial futuristic vibe. Designer: Mattox Shule Design date: 2014

Eurostile is a geometric sans-serif typeface with a linear nature suggesting

modern architecture, having technical and functional appeal. Eurostile reflects the

flavor and spirit of the 1950-1960s. Designers: Aido No Design date: 1962

Helvetica Neue is a neo-grotesque/realist design with notable features of Helvetica. It includes the termination of all strokes on horizontal or vertical lines and its unusually tight letter spacing, which give it a dense, compact appearance.

ABCDEFGHIJKLMNOPORSTUVWXY7 abcdefghiiklmnopgrstuvwxyz 1234567890@\$%

ABCDEFGHIJKLMNOPGRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

IMAGERY & SOUND

HOW WE LOOK

PHOTOGRAPHY STYLE A







bleed to the rest of the page. The photographs used are landscapes of roads and in horizontal omposition. The white space will have captions

MOOD BOARD









HOW WE SOUND

Always use 'we' and an inviting, fresh vocabulary. Sample: We invite you to visit the new and improved Dynapac. We have new products. Take a look!

HOW WE ARE

RELIABLE

With over 80 years of production and engineering, our customers know that they can depend on Dynapac products to finish the work they started. We want to insure our life-long customers that WE are here to stay. Dynapac is proud to be one of the world's leading compaction, paving, and milling machine manufacturers.

The most common applications are roads, motorways, railway embankments, earth dams, streets, airfields, and foundations for buildings. Other applications include sports areas, parking areas, storage yards, industrial and residential areas, harbor constructions, and channel linings.

PROGRESSIVE

In 1947 we launched our first vibratory plate compactor weighing 1.5 tons, nicknamed "the frog." The comprehensive research laboratory opened in 1948 and manufactured the first vibratory road roller in 1953. The CA 25 road roller was introduced in 1970 and it quickly became the world's leading compaction roller.

every aspect, from Eco-friendly manufacturing to efficient prototyping. We hope to continue providing great quality products and services for years to come.



















72 | RODRIGUEZ PORTFOLIO DYNAPAC | 73









BLUE: TYPE EXPERIMENTS

>> DESCRIPTION

Explore typography through alternative mediums, creating typeforms referencing a certain noun.

>> CONCEPT

The word blue has several connotations, from feeling blue to pure as blue fire. In my exploration, I contrived various solutions that related to the word blue. I used elements that are not commonly associated with typography, such as fire and water; as well as closely related practices, such as the culinary arts.

Materials include jellied alcohol, washing fluid, feather boa, jeans, food coloring, and baking goods.

CATEGORY
Typographic
exploration

IDEA: PUREST FIRE

When fire is at its hottest, the flame is blue rather than the common yellowish-orange. I decided to use the word 'pure' to show its purifying element. I worked with jellied alcohol from sternos and sculpted the letters. I tried various other methods but the flame was too volatile.



















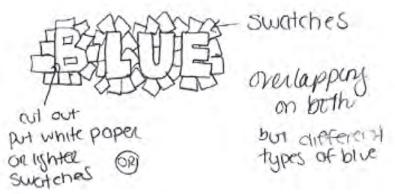


Idea: True Blue

Truest Blue means to be loyal and faithful. I began with various paint swatches that are all considered blue but not true blue.

loyalty-dank nies Amex Renards Card

The hue of Blue



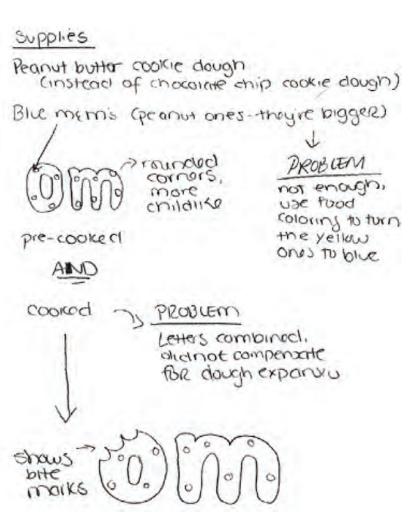






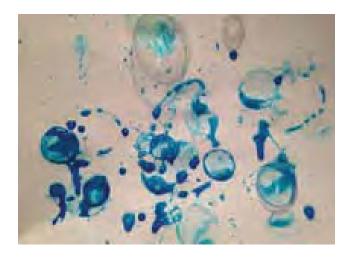
Idea: Cookie Monster

One of the most iconic childhood personas is Cookie Monster on Sesame Street. He is best known for his huge obsession with cookies. I wanted to create the onomatopoeic word he makes while chomping on cookies: 'om om om.'





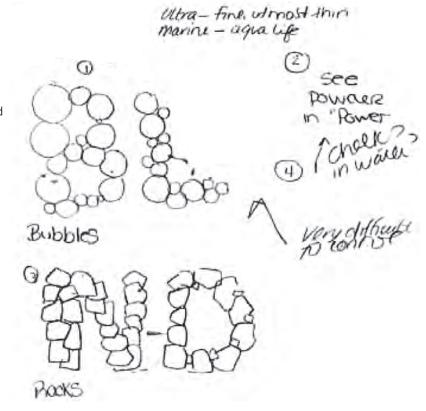






Idea: Ultramarine

Ultramarine blue is one of the finest and most expensive paints used by artists. I wanted to create bubbles in a majestic, dark masterpiece. Unfortunately, the dye is desaturated once air is introduced and there's little control. I used the white color wax crayon to create waterproof lettering for the final solution.

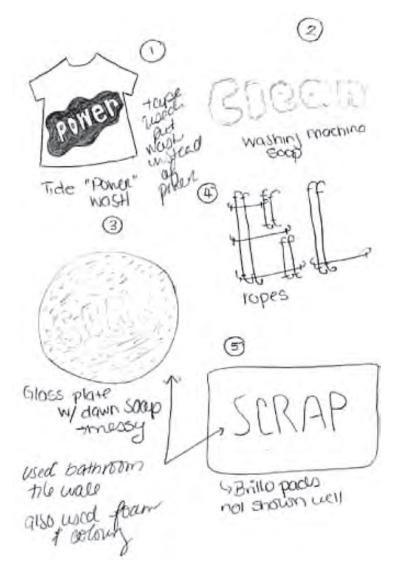






Idea: Power

Blue is often associated with excellence and power. Coincidentally, it is usually the color of laundry detergents, showing the power of removing stains. I decided to pursue the contrasting statement that it cannot remove certain marks, such as crayons on windows.









FINAL NOTE

This was a seven year journey. I enrolled into the Academy of Art University to gain skills and experience. I soon realized that my problem wasn't my knowledge of Adobe Creative Suite or visual guidelines. It was insecurity and the lack of confidence. Through this journey, I became bold and articulate, able to defend my work and critique others. I promise to never leave that sense of structured play in my design travels.

Endless gratitude to my family, my husband, and my son.

Website: sarahgrodriguez.com