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Senior portfolio

Gina Vinje

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NORTHERN ILLINOIS UNIVERSITY

Senior Portfolio

A Thesis Submitted to the
University Honors Program
In Partial Fulfillment of the
Requirements of the Baccalaureate Degree
With University Honors
Department of Design

by

Gina Vinje
DeKalb, Illinois
May 1995

HONORS THESIS ABSTRACT
THESIS SUBMISSION FORM

AUTHOR: Gina Vinje

THESIS TITLE: Senior Portfolio

ADVISOR: Susan Lally

ADVISOR'S DEPT: Art

DISCIPLINE: Design

YEAR: 1995

ABSTRACT: to follow

The senior portfolio for visual communication is required for the completion of a degree from Northern Illinois University. The basic requirements to be included in a portfolio are all of the student's senior year work, a package design and an exhibit design. Any additional material is to be included by the student to personalize their individual book. I have included these requirements, work I have done outside of class, and my project done as a final senior level work. I have provided visual documentation as well as brief summaries for each project. The categories for explanation are form, content, concept, technical output, technical process, design style, typographic use, and audience.

Student name: GINA VINJE

Approved by: 

Department of: art

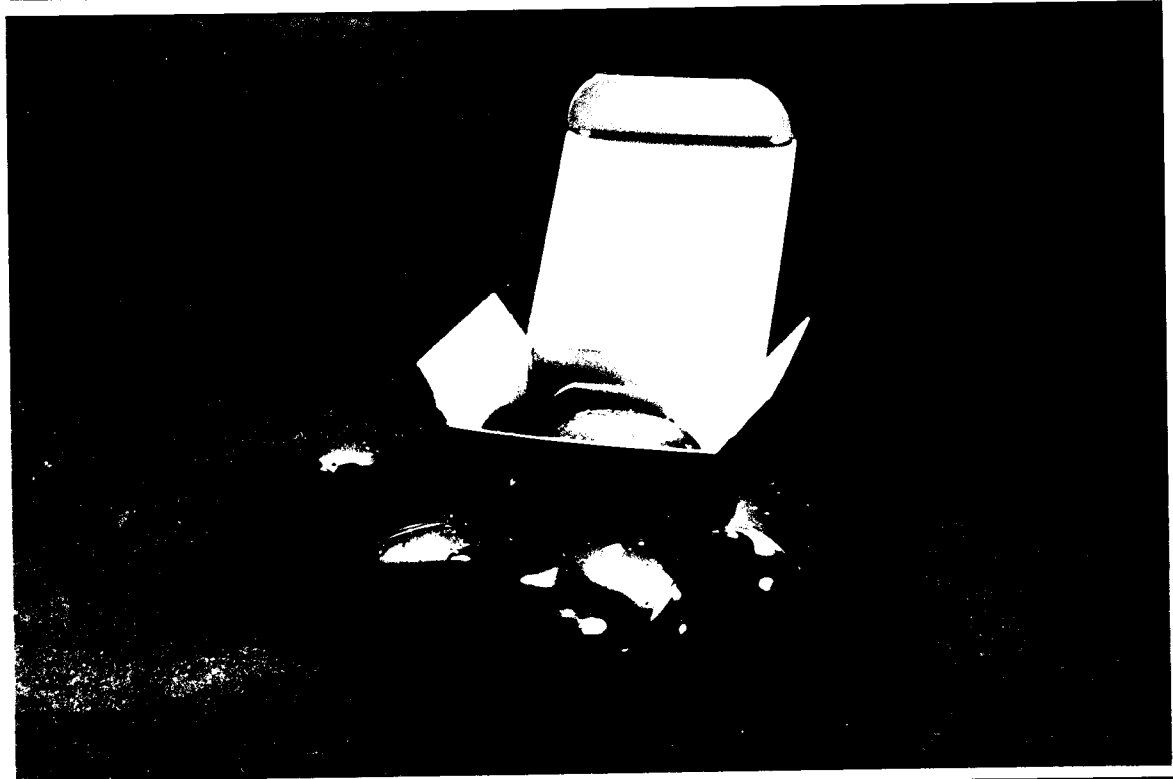
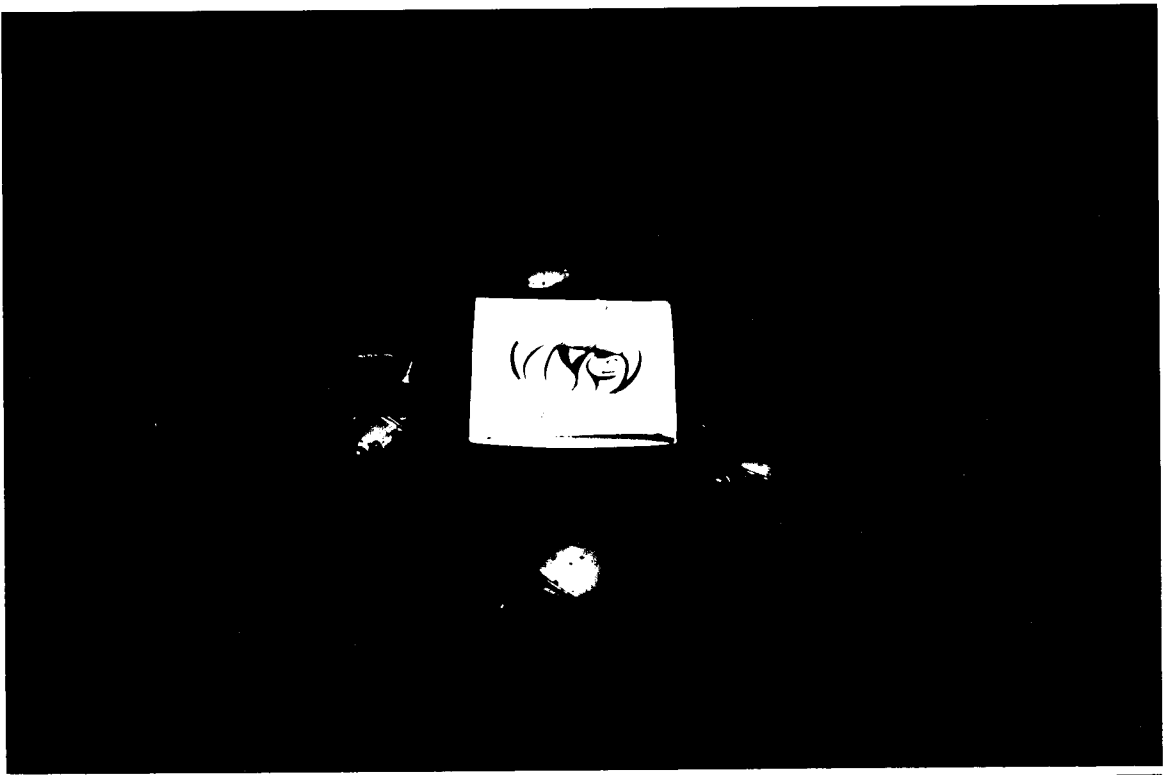
Date: 4.12.95

Laura Vinje Interiors Letterhead

Form	letterhead
Content	business/commercial
Concept	I did this project on my own for my mother's business. She is an interior decorator. I used the first initial letters of the name of the company and incorporated them into interior furnishing elements. The style of the letterhead is very conservative and contemporary and I chose black and white to keep printing costs down.
Technical output	Laserprinter
Technical process	hand drawn on the computer
Design style	classic
Typographic use	historic typeface
Audience	clients

MGM Grand Candy

Form	Package
Content	Entertainment
Concept	A candy store that I work for over Christmas breaks was interested in making a contract with MGM Grand Studio, Theme Park, and Resort. The Resort opened last Christmas and the store was to sell them individual boxes of turtle candy called Lion's Paws so I created the packaging and they had it printed. I used metallic gold to create the appearance of an expensive, high quality product.
Technical output	professionally printed
Technical process	hand collaged
Design style	classic
Typographic use	logotype
Audience	hungry vacationers with money





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Annual Student Design Show

Form	Exhibit
Content	Entertainment
Concept	<p>This is the annual student design show. I was director this year, and the title or theme of the show was "Without Bounds." The committee that I headed came up with the theme and all of the visual elements and materials that were required to create our space. The space contained over 100 hundred pieces from the combined work of all of the emphases of design: visual communication, illustration, photography, intermedia, and interior architecture. The concept of the show was to make the space very open and airy in order to best present the work. We created a drop ceiling to diffuse the track lighting, created kiosks to encase the packaging to be seen through windows. These windows extended through opposite sides to allow the viewer to see through the space. In addition, for the architecture work, we constructed clear shelves to make the pieces look as though they were floating.</p>
Technical output	Hand constructed
Technical process	computer- freehand
Design style	Classic
Typographic use	labeling and information
Audience	design students and faculty

ART 317: Park in Acapulco

Form	Exhibit
Content	Social issues/Entertainment
Concept	<p>As a group project, I and three of my classmates were to design an outdoor space(park). One of the members of my group went to Acapulco for spring break and took overhead photographs of a fishing village. There was a definite division between the areas meant for tourists and those for local inhabitants, mostly separated by a grove of trees. The beach and living areas for the residents there were dirty and cluttered with old, run down restaurants blocking the potentially beautiful view of the ocean. We chose this area as our site. Our goal was to create a park that not only tourists would love to see but that local people could utilize. For this reason, we included many aspects of their Indian history, and areas where local artisans could set up their wares. We created a waterfall in the existing hills that ran down the hills and into a freshwater pool suspended over the ocean. We also created an outdoor aquarium to appreciate the natural aquatic life in the cove but not to disturb the fishing. Plenty of walking space and bike trails are provided, also consideration of lighting, waste, restrooms, approachability from the road, parking, landscaping, and sun protection is provided.</p>
Technical output	model-various materials
Technical process	photography
Typographic use	directional and informational type used for signage
Audience	tourists and residents of Puerto Marquez

ART316: Nikita Vodka

Form	Package
Content	Entertainment
Concept	This is an American made vodka that is in mid-price range and meant to compete with Absolut. It is focused toward young vodka drinkers that are in to looking cool. The bottle is square and tall, resembling wine, but not quite. The label is long as is the type and very simple using color to indicate flavor. Because people tend to think of vodka as being a russian product, not only the name but the packaging has to be appealing enough for the consumer to choose it over a russian product. The name sounds russian. On the reverse side of the label the name is repeated to show through the back of the bottle. The name also bleeds off the label to wrap around the bottle and is also two-sided. Fun to look at and even more fun to buy.
Technical output	omnicrom and smooth black paper
Technical process	computer- freehand
Design style	Classic
Typographic use	created logotype
Audience	young professionals interested in being cool

Senior Portfolio Project

- Form Letterhead and stationery
- Content Commercial
- Concept This is a letterhead and envelope for a in-line skate store that also sells snowboarding and hockey equipment. I used bright colors to emphasize all of the action of the sports involved. The reverse of the letterhead is divided into three areas, each with a different design representing its own individual sport. The top division is hockey, the middle division is in-line skating, and the bottom division is snowboarding. The logo is a combination of circular shapes to represent wheels and movement and to create the name of the company, Blades. I used the typeface Monaco because it appears industrial and technical. The envelope is also a reflection of the store. It lays flat and then folds. It also incorporates the three sports. The circle in the center of it contains the words in-line skating, is in the colors of the in-line skating division on the letterhead, and is meant to represent an in-line skating wheel. The crossing bar is a snowboard. Similarly, it contains the word snowboarding, and is in the colors of the snowboarding division on the reverse of the letterhead. The seal, which says hockey and also has the initial "B" of the Blades logo is a hockey puck and closes the package.
- Technical output Dreammaker large poster prints
- Technical process Computer-Illustrator
- Design style contemporary
- Typographic use created
- Audience snowboarders, in-line skaters, hockey players

BLISS

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ART 411: Libretto

Form pamphlet

Content entertainment

Concept This piece is meant to express visually what one hears when listening to three pieces of music. I chose three songs from the same album, Don Henley's "End of the Innocence." I chose the three songs that I did because they are the most different from each other. The whole album has a statement about life and the people that live it and about the lack of respect we have for it. I chose dark colors to reflect the negativity of most of them, but the colors are more pastels because although the songs have deep messages that are not necessarily bringing good news, the accompanying music is pleasant and positive. I used imagery to tell the stories of what the songs told me and type to reflect the structure of the music: long thin sentences to reflect phrasing and overlapping type when there was more than one voice singing different words. Size relationships reflect volume and importance of the message. I used similar colors and basic structure to tie it together as one piece.

Technical output color deskwriter printer

Technical process computer-freehand

Design style expressionistic

Typographic use historic typeface

Audience general public

ART 411: Annual Report

Form booklet/annual report

Content science and technology/business

Concept In doing research about Fruit of the Loom, textiles, weaving, and cotton in general, I developed the concept that Fruit of the Loom clothing should have. I started with the main goal of being comfort and how the cloth and clothing feels next to the skin and when its wearer moves. I focused on the senses and researched dying processes and colors. Reading about the way cotton is woven led me to deal with the essential business of Fruit of the Loom being in textiles. That was their beginning and still continues today despite the dramatic changes in the company. I used weaving patterns to create a textural feeling and vibrant colors to resemble saturated dyes. In addition, my choice to use color blocking on the pages was to interconnect or weave the information as cotton is woven into material.

Technical output color printer

Technical process computer-Quark Xpress
scanned objects

Design style Classic and Expressionistic

Typographic use contemporary type

Audience stockholders