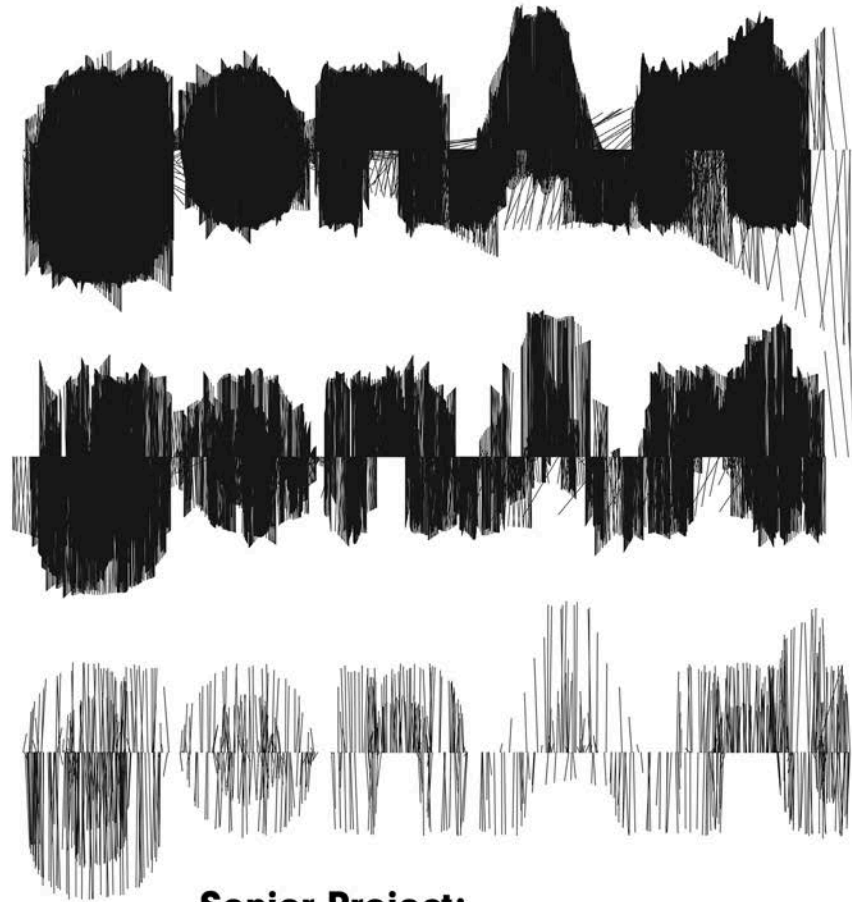


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WORK

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Senior Project: Generative Art

by Joseph Rangel

OBJECTIVE
Explore the usefulness and impact of autonomous systems in art and graphic design. Specifically exploring genetic algorithms, particle systems and other means.

TECHNOLOGIES
Processing is programming language built on top of Java commonly used for new media arts and visual design. Along with processing, a tool that was used extensively, Genetivative, makes working with typography easier by providing paths and points of a given font.

INTRODUCTION
Currently, the methodology of composing artwork using the computer involves the building of components upward to completion. However, this only abstracts small components at the benefit and at cost of offering more control. With generative software, one can define some required constraints resulting in multiple varied generations. The generative paradigm enables for the development of new designs that would be otherwise difficult to achieve using established practices. Providing an artist or designer with generative software will strengthen their already established tool set by adding new points of entry in their design process.

GENETIC ALGORITHMS
The project uses Genetivative to identify points in a given typeface. Then multiple lines are drawn to screen and bounded by the typeface's space. Through the size and direction of the lines are determined by two different parents. Perlin noise is used for mutating the properties of a line after inheritance. The final product is multiple lines forming a character.

After each generation, a score is required to choose the most fit group of lines that comprise a good typeface. Here, the user is responsible for determining what constitutes a reasonable typeface. After each score is made, a new generation will be produced.

GENETIC ALGORITHM:
A search algorithm inspired by natural selection which consists of three components:

HEREDITY
The process in which a child receives traits or information inherited from their parents.

VARIATION
There must be some variation of traits introduced to a generation in order to create a diverse population. Mutation of traits over a generation is one such element that plays an important role.

SELECTION
The mechanism in which some members of a population can share their genetic information over time while other members may not.

POSTER DESIGN

Generative Art

STUDENT COLLABORATION: Laura Amaro and Joseph Rangel

PROJECT: Poster Design—Computer Science Senior Project Presentation Poster for Generative Art

DATE: 2017

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POSTER DESIGN

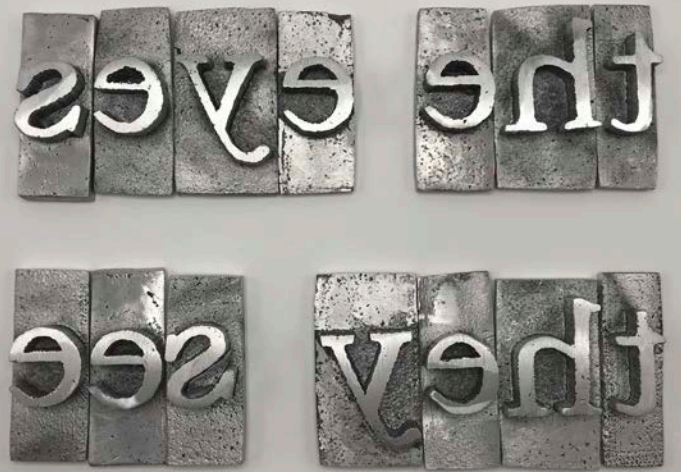
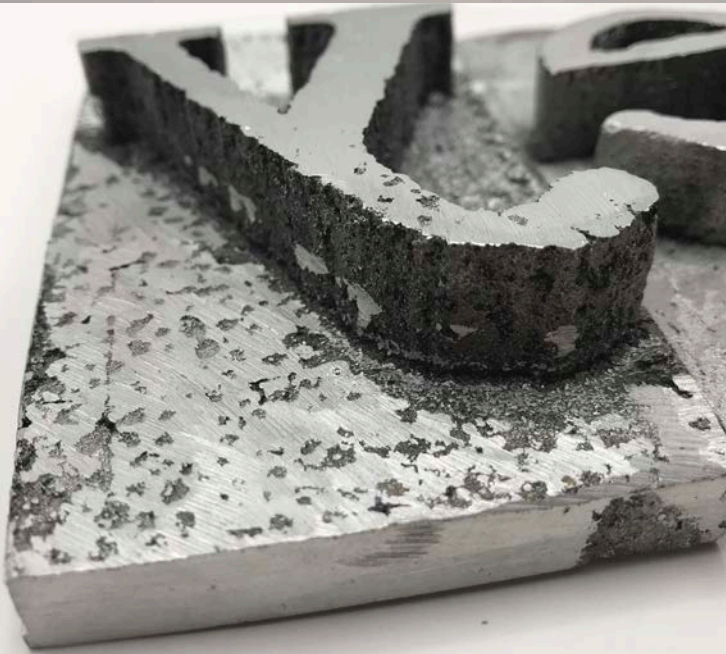
BFA Exhibit

STUDENT: Laura Amaro

PROJECT: Poster Design—BFA Studio & Senior Experience Student Exhibition Poster

DATE: 2018

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EXPERIMENTAL RESEARCH

the eyes they see

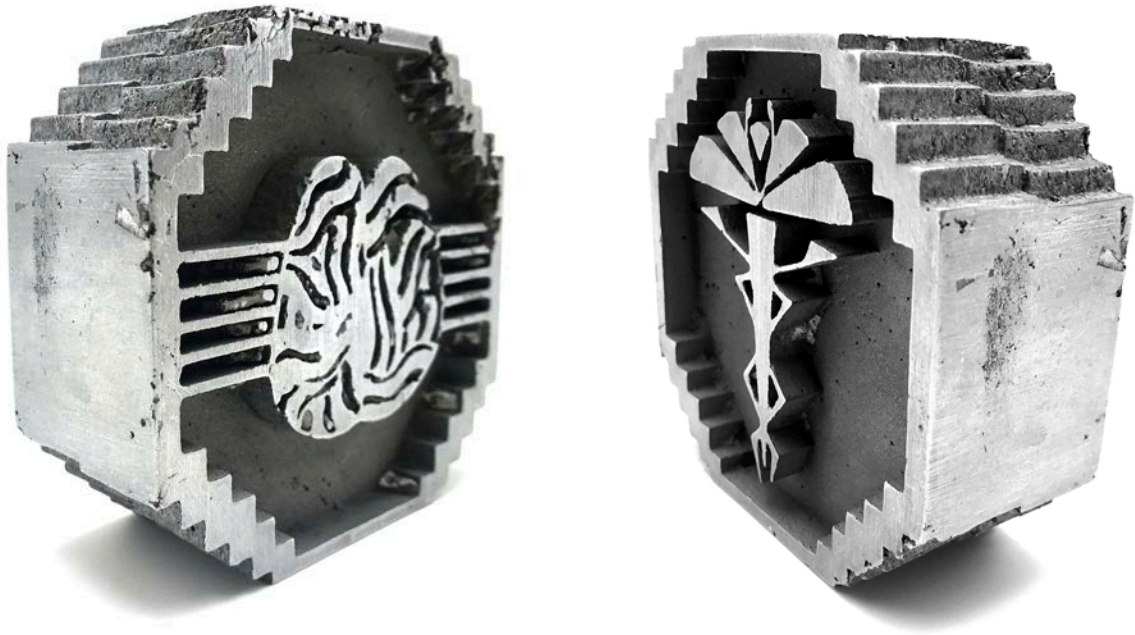
STUDENT: Laura Amaro

COURSE: ARTS 3354 History of Graphic Design

PROJECT: Experimental Design Work Inspired by the History of Graphic Design

DATE: 2018

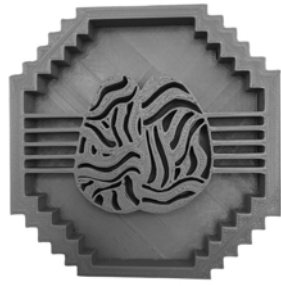
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ALUMINUM CASTED COIN FROM 3D PRINT



FINAL INKED DESIGN



3D PRINTED COIN



COMMEMORATIVE COIN DESIGN

Untitled

STUDENT: Lyda Spor

COURSE: ARTS 1312 Design II

PROJECT: 2D to 3D Commemorative Coin Design

DATE: 2018



ALUMINUM CASTED COIN FROM 3D PRINT
IN LASER ETCHED WOODEN DISPLAY



PACKAGING DESIGN

COMMEMORATIVE COIN DESIGN + DISPLAY AND PACKAGING

En Memoria De

STUDENT: Mariel Saenz

COURSE: ARTS 1312 Design II

PROJECT: 2D to 3D Commemorative Coin, Animated Display and Packaging Design

DATE: 2018

[Commemorative_Coin_Project](#)

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ANIMATED DIGITAL ILLUSTRATION

Lotería Cards

STUDENT: Joanna Galindo

COURSE: ARTS 4391 Independent Study

PROJECT: Animated Digital Illustrations for Mexican Lotería Cards

DATE: 2017

[Animated Icon Project](#)



ICON STUDY + LOGO AND STATIONERY PACKAGE

Gentle Giant

STUDENT: Christal Chapa

COURSE: ARTS 4333 Graphic Design I

PROJECT: Icon Study + Logo and Stationery Package Design

DATE: 2017

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POSTCARDS AND PACKAGING DESIGN

Happy Chinese New Year

STUDENT: Daniela Tamayo

COURSE: ARTS 2313 Design Communications I

PROJECT: Postcards and Packaging Design

DATE: 2018



PRODUCT DESIGN + PACKAGING AND POSTER DESIGN

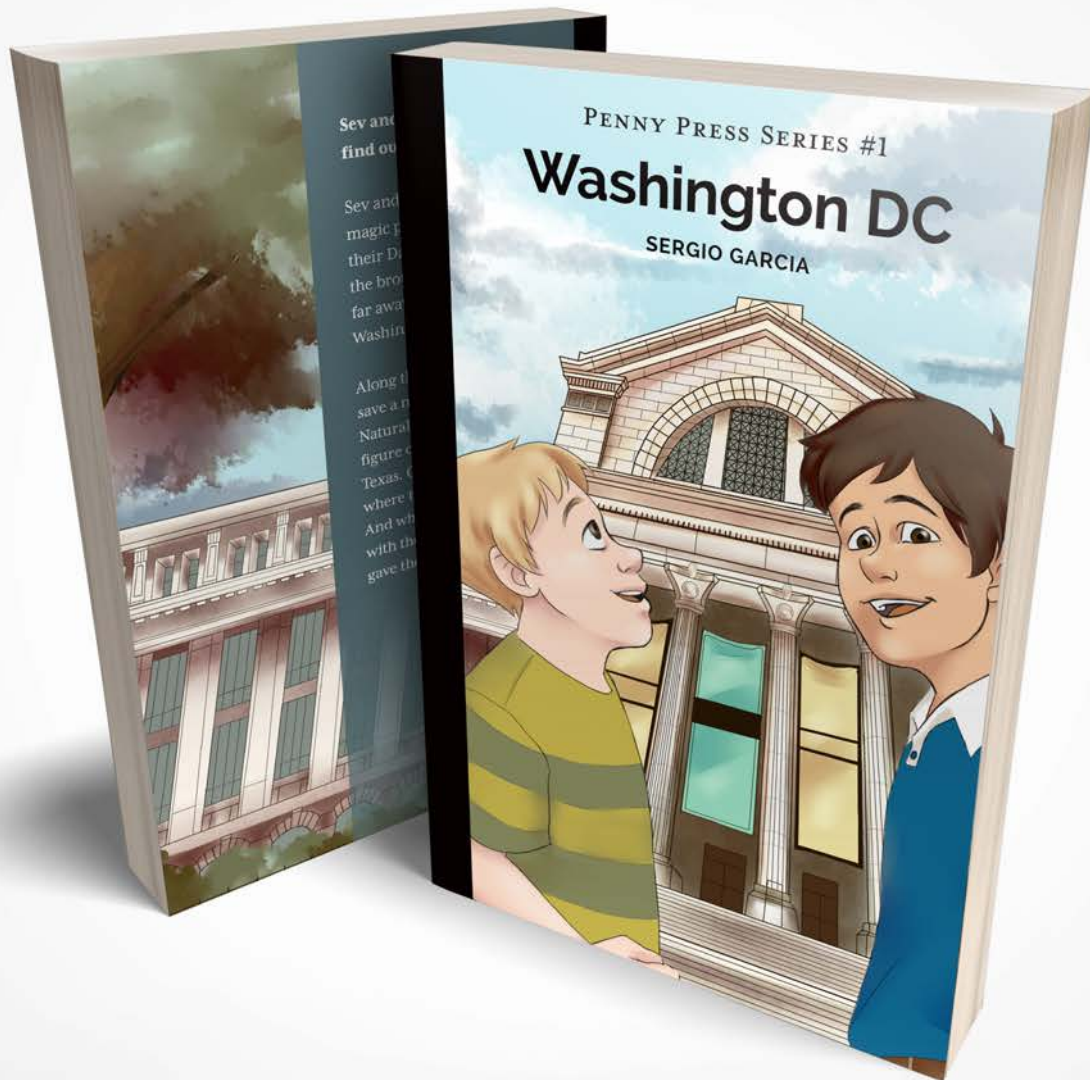
Beat Bot

STUDENT: Jorge Villarreal

COURSE: ARTS 2313 Design Communications I

PROJECT: 3D Printed and Painted Toy Design, 3D Rendered Packaging and Poster Advertisement Design

DATE: 2018



BOOK COVER ILLUSTRATION

Washington DC

STUDENT: Karely Gallegos

COURSE: ARTS 4391 Arts in Publishing Internship

PROJECT: Full Color Cover Illustration for 102 page Children's Book including 12 Black and White Chapter Illustrations

DATE: Published 2017

<https://www.amazon.com/Washington-DC-Penny-Press-1/dp/1944375023/>



BOOK DESIGN & ILLUSTRATION

I Could Be Anything...

STUDENTS: Krystal Gonzalez, *Illustrator*
Aurora Gonzalez, *Graphic Designer*

COURSE: ARTS 4391 Arts in Publishing Internship

PROJECT: Full Color 60 page Children's Book

DATE: Published 2018

<https://www.amazon.com/could-be-anything-Yvonne-Sanchez/dp/1944375031/>



COASTER DESIGNS

Itzehi Bar

STUDENT: Jessica Martinez

COURSE: ARTS 3333 Design and Production

PROJECT: To Design a Set of Four Coasters for a Tex-Mex Restaurant or Bar

DATE: 2018



T-SHIRT DESIGN

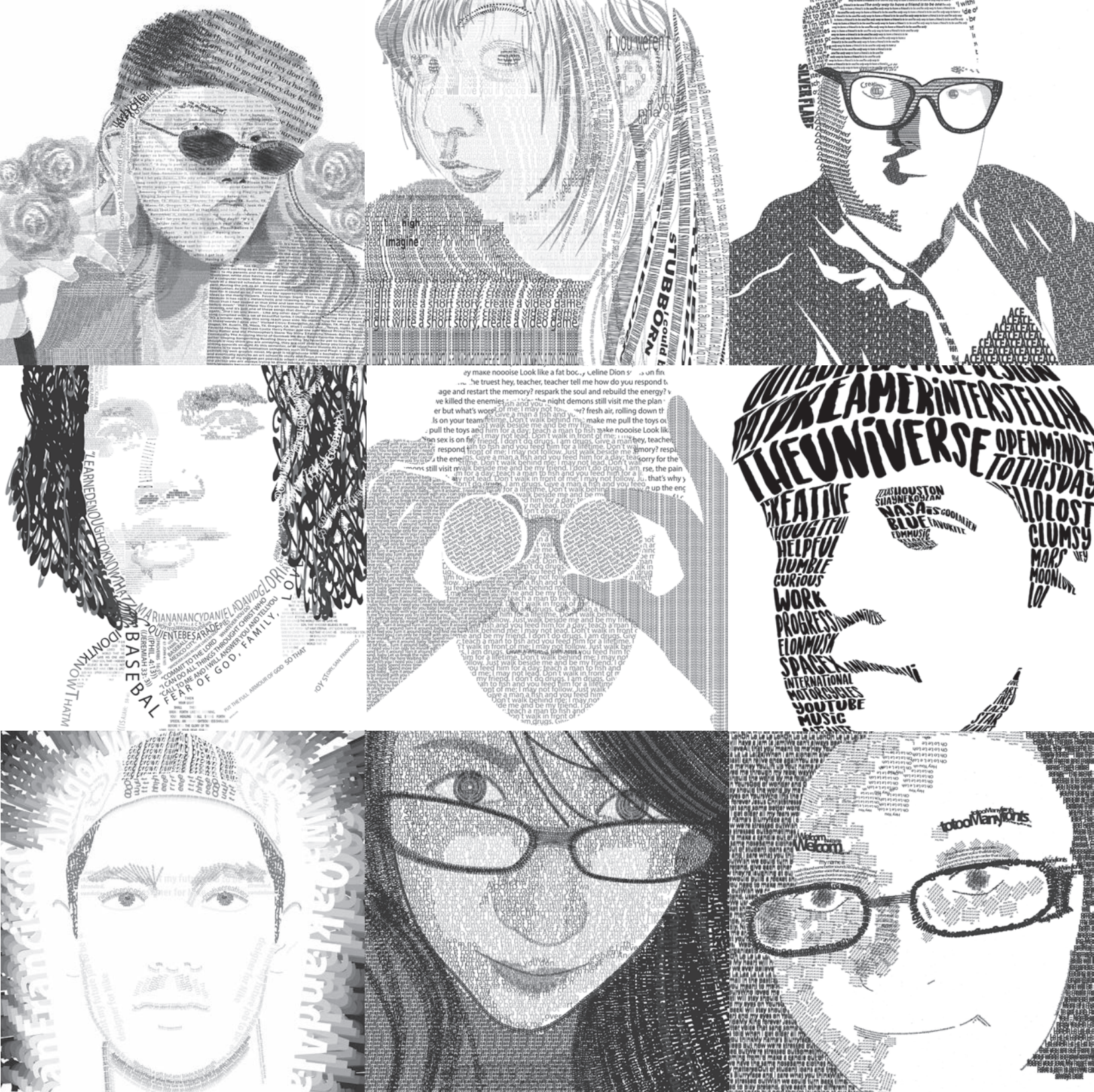
La Photographie

STUDENT: Michael Cortez

COURSE: ARTS 2363 Typography

PROJECT: T-Shirt Design using Life Motto

DATE: 2015



TYPE SELF-PORTRAITS

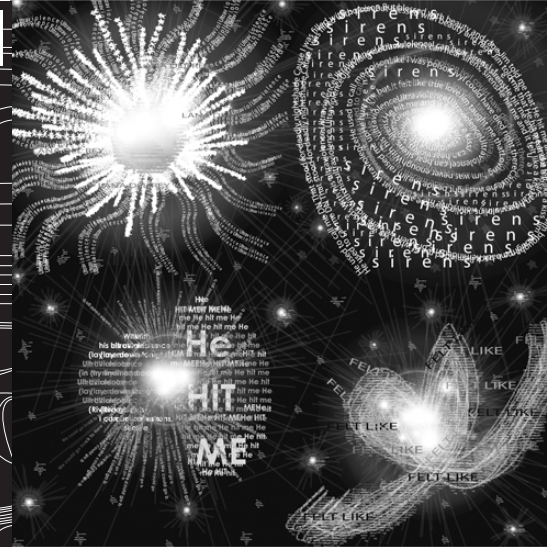
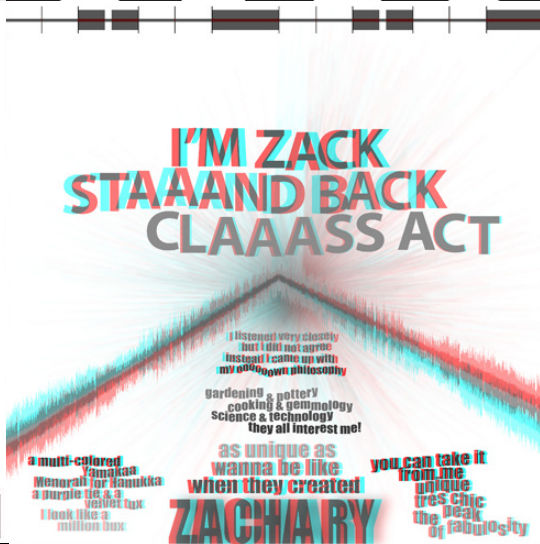
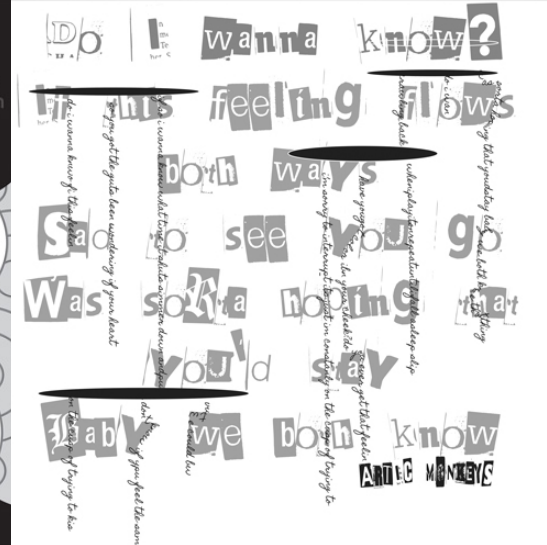
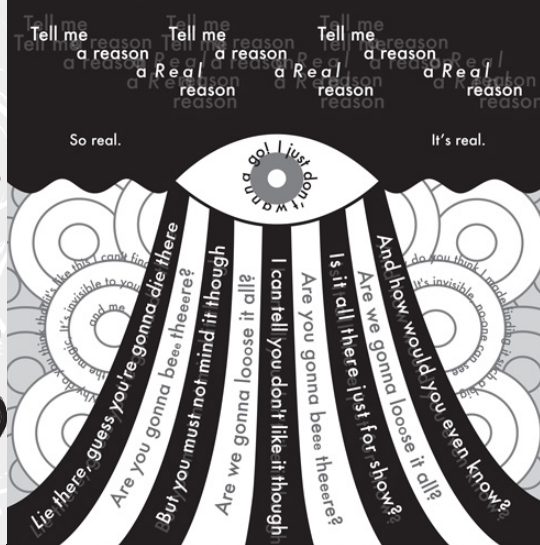
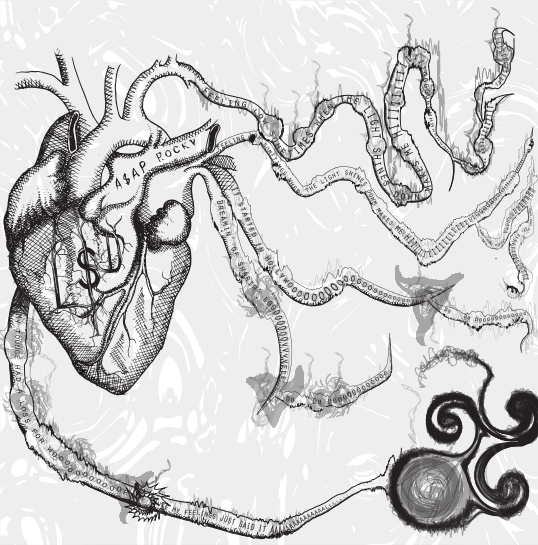
STUDENTS (L TO R): First Row: Ashley Garcia, Marissa Salazar, Ivan Castillo
 Second Row: David Becerra, Oscar Mejia, Leo Garza
 Third Row: Shaylen Villarreal, Karla Cisneros, Megan Gonzalez

COURSE: ARTS 2363 Typography

PROJECT: Type Self-Portrait—Expressive and Experimental Typographic Self-Portrait

[Type Self-Portrait Project](#)

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LYRICAL TYPOGRAPHIC DESIGN

STUDENTS (L TO R): First Row: Juan Alonzo, Charlene Bowls, Rebeka Montes
 Second Row: Oscar Mejia, Jorge Villarreal, Michael Cortez
 Third Row: Gerald Buentello, Gabriela Garcia, Juanita Rea

COURSE: ARTS 2363 Typography

PROJECT: Lyrical Typography—Expressive and Experimental Typographic Interpretation of Music

[Lyrical Typography Project](#)

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FONT DESIGN AND TYPE SPECIMEN POSTER

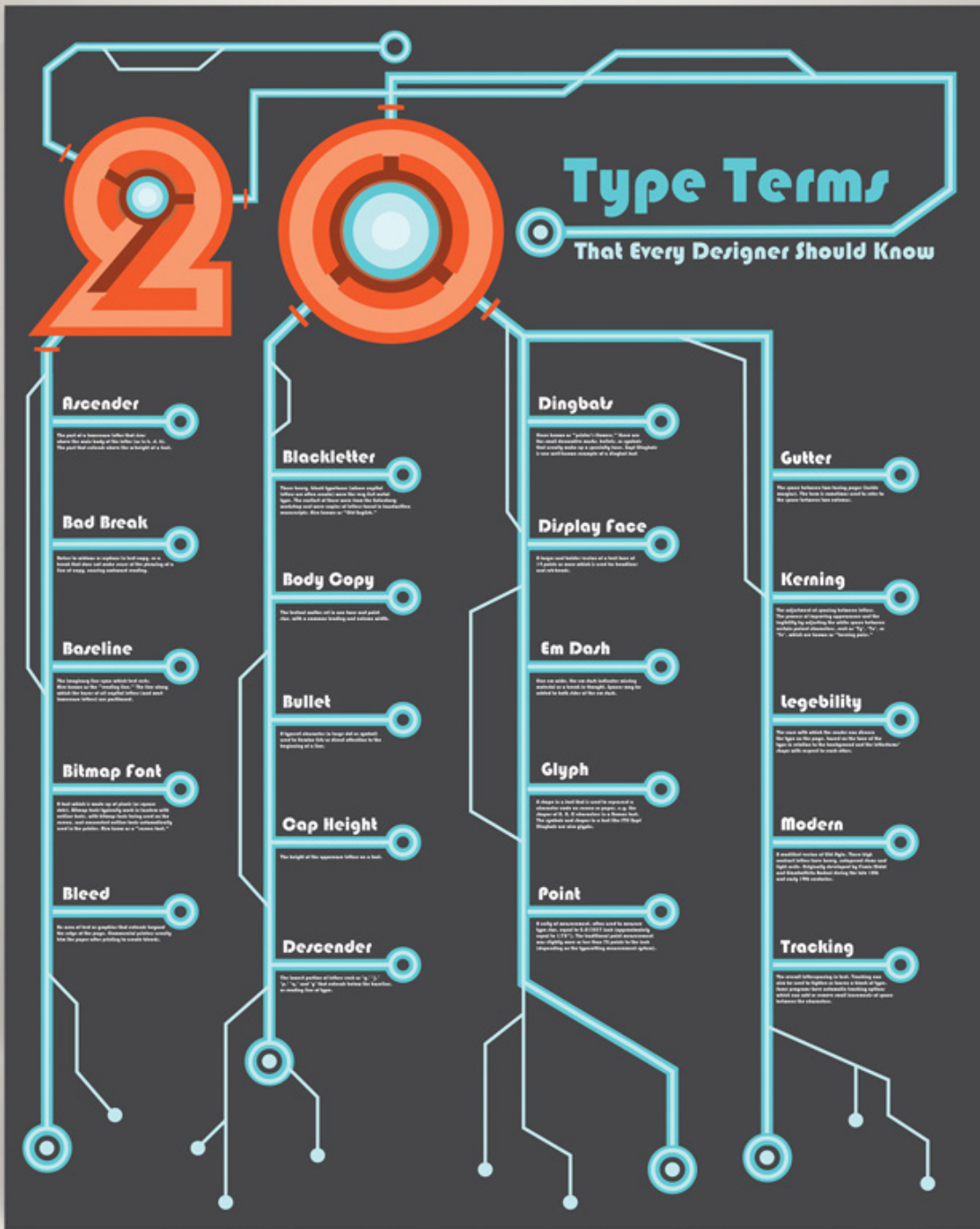
Ultam

STUDENT: Kris Rodriguez

COURSE: ARTS 2363 Typography

PROJECT: Upper and Lower Case Font Design and Type Specimen Poster

DATE: 2018



POSTER DESIGN

20 Type Terms

STUDENT: Angel Carrillo

COURSE: ARTS 2363 Typography

PROJECT: Long Lists Poster Design

DATE: 2016

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"Universal Alphabet"

- Herbert Bayer

1925

Bauhaus 93 typeface was a variant of the Blippo font and consequently only one font was ever produced like it. It is also found in most versions of Microsoft Word. The ITC Ronda font was designed by Herb Lubalin in 1970, which added lowercase letters to the font family. Some distinguishing characteristics of this font include the shapes of the upper right third of the letters B, P and R. Also the half circle form of the descender of the letter O.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

POSTER DESIGN

Universal Alphabet

STUDENT: Lorelei Lopez

COURSE: ARTS 2363 Typography

PROJECT: Type Specimen Poster Design

DATE: 2016

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Alexandria Canchola, *Tell Me A Story & Woman With Words*, Wood and Polyvinyl Chloride Installation, 2018

MFA THESIS EXHIBIT
Not That Tragic

STUDENT: Alexandria Canchola

COURSE: MFA Thesis Exhibit

DATE: 2018

*Canchola presented this on-going research at TypeCon 2019 in Minneapolis, MN

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