

The Process Of A Project – Kevin Pfeiffer, 2nd year BLA

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When a professor assigns a project, it is quite hard to see the process of how the final product is reached. Yes, while all of our projects are pinned on the walls around the college and fellow students can look upon all the hard work, it's hard to see the hours sunk in and baby step taken to finish the project. During the beginning of the semester my professor assigned us a simple yet multifaceted project. To design an acre and strategically placing trees around it. Later to design academic models (simple, 3D representations of a model).

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First, I was inspired by my previous project, where I had to design a poster of a walk of mine around Athens. To use the word "crescendo" as my design concept and base my design on loudness levels on this plotted acre. This first project is a great example of how it is hard for us to wrap our minds on the time invested. This poster took near 20 hours. I used hand & computer graphics on an 34"x 32" sheet of craft paper.

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I set out by making initial sketches and planning for my acre. I chose my planting and layout.

After many iterations of this, I decided on a design I like. These first sketches can take anywhere from 10 minutes to an hour. But the main issue is trying as many possibilities as you can think of. To weed out the bad ideas, and keep the most refined.

From there I started to actually draft on vellum 24" x 36". I had this horrible idea of trying to do reliefs on the paper. To etch, with a laser printer, graphics and then use graphite to show them. This was the result:

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Obviously this looked horrible and mushed. Just another example of while designing one must make multiple tries part of their schedule. After redoing the layout and adding computer and hand graphics, this was my final result. I finally crafted something I was proud of. So here, is just a simple image of my poster that you can see. But what you can't see is all the hours and hours put into it. All the planning, all the drafting, and all the previous mistakes. I think that is the most important part of designing as a BLA, to know that nothing is good at first. But after iteration after iteration, something that is beautiful can come out. To keep trying and to keep prevailing. I was awarded a high A for this poster in my class, and I think that's because I was capable of showing my professor the steps I took to make the final product and every misstep I fell on to reach the finish line.

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