PROJECT C

MAGAZINE

PIPER WISHART

youthful design for all ages

TOPIC

RESEARCH

For my magazine topic, I wasn't sure what I wanted to focus on but I knew I wanted it to be youthful and colorful. While I was grocery shopping, I went through an aisle with lunch boxes, water bottles, and other reusable containers. The products were a majority of plain designs, but in one tiny clump, there was a set of colorful and fun containers! So I decided that for my topic, I want to focus on youthful designs for all ages. A lot of the designs are sleek and elegant and lack the bright color and fun shapes that are usually associated with children's products.

Industrial design or product design became relevant and blew up as a result of the industrial revolution. With the ability to mass-produce products, there became a need for objects to be designed with the physical appearance, functionality, and manufacturability taken into consideration. When the Great Depression hit, costs and materials had to be reduced in order to stay accessible to people. During the first World War, there was more need to produce things like cars, trains, and appliances so industrial designers stepped up. Through the years the design style transformed and as with clothing trends, the products changed as well. As the Professional Practice Committee states: "Industrial Design is a strategic problem-solving process that drives innovation, builds business success and leads to a better quality of life through innovative products, systems, services and experiences."

Some of the publications that I found about product design are Yanko Design, Core*77*, and Designboom. Each of these publications (at least online), have very subdued pages to present the articles. They don't seem to rearrange the content in the individual articles based on the subject of the article. All three of them have a white background with images embedded into the text. The visuals are one of the most important parts, which makes sense why they are so large, but they don't seem to truly interact with the shapes of the text. Yanko Design uses the typefaces Lato and Oswald. Core*77* uses Akzidenz Grotesk, and Design Boom uses Lato. The way the content is presented is similar across each of these publications and if you didn't know which site you were on, it could be hard to distinguish between them.

In each of the publications mentioned above, the contents of the articles are varied across different styles, from kid's designs to sleek cards, to minimalist houses. While I appreciate seeing all kinds of content on these blogs, I think having a curated style for a publication could be interesting. For my magazine, I want to stay very focused on products that aim towards the people that are still "kids at heart".

TITLE

For the magazine title, I am going to call it Ditto, but on the cover it will be marked "do." - the ditto mark. Ditto means "the same thing again" which is fitting because the style I am focused on is revisting the things appreciated in childhood.

I watched *"Put a Face on It: The Aesthetics of Cute."* by Jenny Jiao Hsia. She is a game designer who was teaching about the aesthetics of cuteness. In one example, Jiao Hsia showed a diagram with a very realistic drawing of a bored man on the left side, and as you moved right, his face became more like a comic. In the end, there was only a circle for the head, two dots for eyes, and a straight line as the mouth. Even with such little input, we can easily understand the meaning. Abstration through cartooning narrows things down to the essentials. The the simplification, certain things are amplified.

Cuteness can *attract*, *disarm*, and *engage* through the nostalgia it brings.

MORE RESEARCH

COMMUNICATION STRATEGY

My approach is going to be to aim young and fun designs to all ages, not just to children. Also, most design publications have a variety of different styles that don't always mesh - but I want to curate the designs that I put into the magazine. Similar to a board on Pinterest, everything will fit together nicely. Much like the products, the visual personality will be fun, with basic geometry, bright colors, with clean edges. The titles will be bold to draw in readers and with bright colors to be exciting. The style will be modern and minimalist, but not empty.

The design with cuteness and youth in mind is forefront in content, so it only makes sense to keep that style going in the presentation.

INSPIRATION

ARTICLES

The first article is going to be about containers of different types. It will feature pencil containers, thermoses, and water bottles as well as a dive into the design of them. Containers don't need to be boring, incorporating fun design in the details of life can allow you to express yourself in little ways each day. For the title of the article, I want to call it "Pack It!", a variation of the classic game, bop it! Here are some of the images for the spread.

The second article is going to be about tools. As an industrial designer, I use tools frequently to make models and bring my ideas to life. One of the realities of my field, as well as many that include construction/building, is that a majority of the demographic is male. That is seen in the designs of tools - aimed to be tough, strong, and bulky. This article will focus on a different approach to tools - a cute one. While searching for inspiration for this magazine, I found a screwdriver in the shape of an adorable bear, and that is where I would like to start. The name of the article will be "Toys in the Toolbox".

PACK IT!

Our favorite things: the smoothest pen that never blots, your renowned broccoli cheddar soup recipe, or the smoothie that you've perfected the ratio of bananas to blueberries, are important and deserve to be put in containers that are valued just as much. Products, like containers, have personalities and they are one way that a person can express their own personal style. Color is crucial. Bold and fun design should be for all ages, exciting colors aren't just for kids . The largest design element that makes these designs youthful is the color schemes. Bright blue, yellow, and orange stand out. Style as a personal expression can come out in different ways from small things like containers to large ways like tattoos, dyed hair, or fun clothing. As people get older and move into the work place they are expected to become more professional. With that, many assume that they must turn to drab designs and colors and keep their own style for their off hours. But professional does not have to mean boring. You can still express yourself in the business world. To the top right corner, the Kutsuwa Airpita! pencil case is an example of fun design that fits in everywhere from a school classroom to an art class to a work meeting. The light blue color and round coin purse closure is a unique design that shows personality. The curved edges are soft and the texture of the stand up case is silicone and smooth. It can also function as a phone stand. The multifunctional design is well thought out. To the bottom right corner, there is a set of matching food containers. The company that designed the water bottle and matching thermos is Reduce. The bright yellow and orange coloration is bold, and distinct without being busy. Although these are techincally under the children's section of Reduce's website, they don't have to be limited to just children. Both of these products are ones that fit into the professional world and are still fun. Finding and using designs that are exciting are a way to express yourself and be excited by the things you own. Go out and find things that excite you and incorperate them into your life! Fun colors aren't limited to just the young. Youthful design is for all ages.

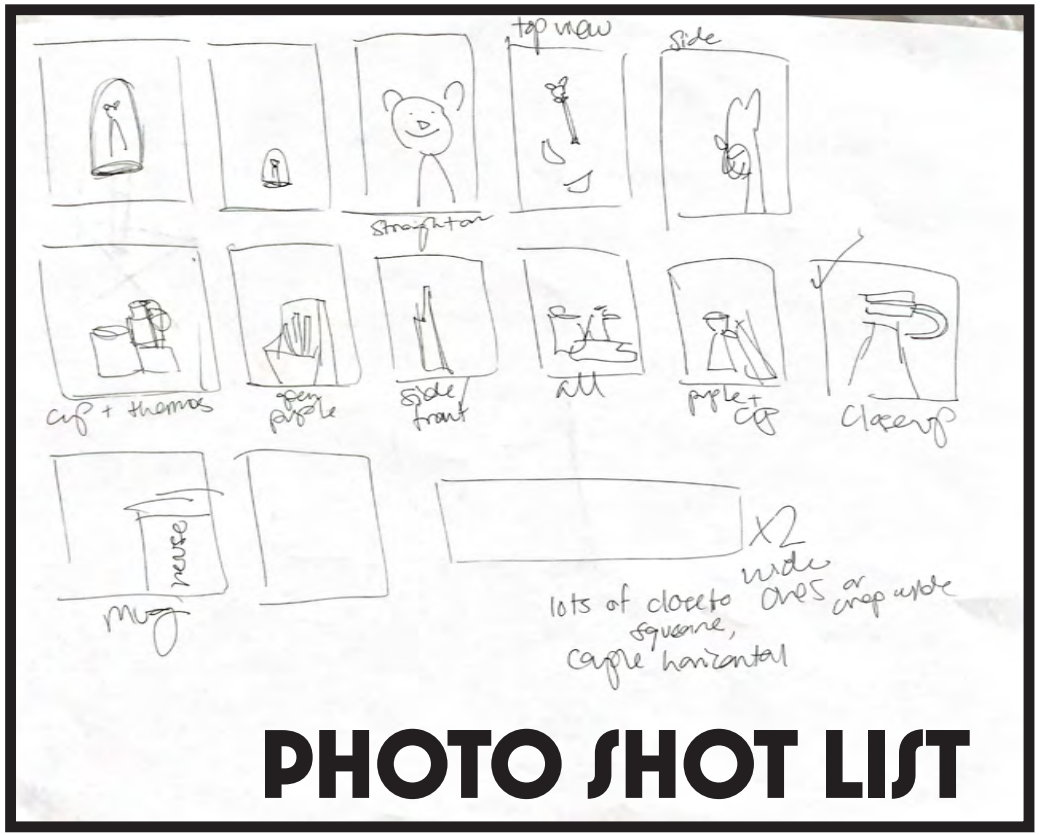
TOYS IN THE TOOLBOX

Screwdrivers, hammers, pliers, and all other tools in your toolbox are helpful, but are they on display? Or are they hidden under your sink, in the closet, or buried somewhere in the garage? iThinking, a Taiwanese design company, designs tools that stand out proudly. This design, a red bear is also a screwdriver! His cartoony proportions, adorable face, and bright colors almost make him seem like a toy instead of a tool! In GDC's video, "Put a Face on It: The Aesthetics of Cute", Jenny Jiao Hsia explains the strength that cute design has. Nostalgia is a big player in the attatchment that people have with cute designs. Cuteness can attract, disarm, and engage users. The video title has a huge tip on how to design cute things: put a face on it. The designers from iThinking put a face on a screwdriver and created Bear Papa. He is attractive in color, cartoonish proportions, and cute face. His abstraction and simplification draws people in and peaks interest in a way that a basic screwdriver tends not to do.

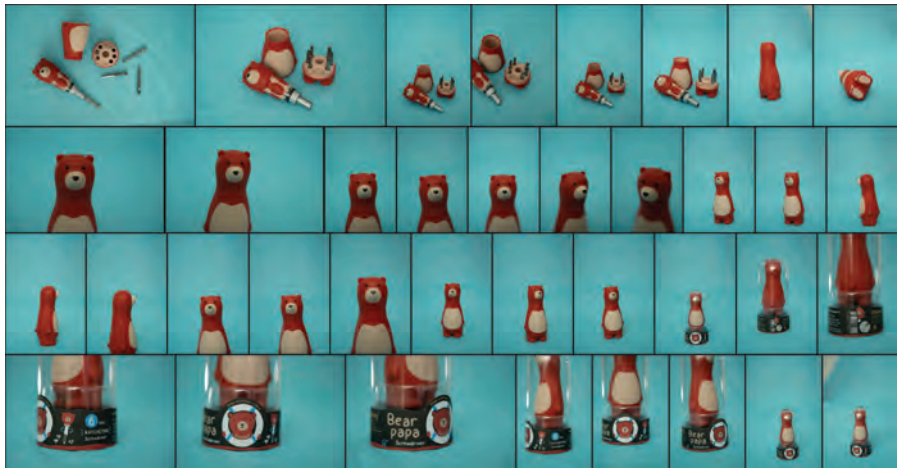
The proportions of a normal bear are a small head, large body, and arms/legs that are the same length. In contrast, the Bear Papa version of a bear has a large head that comes in use as a handle, bigger so it is easier to grab. His stubby legs create a strong base with space to hold the screwdriver heads and the body is long enough to hold the screw base. Bear Papa is effective and utilitarian through his adorableness. He is disarming, holding a purpose not visible from the outside. Without his packaging and labels, it is hard to tell that inside, he holds a 6 screwdriver heads and a handle in his head.

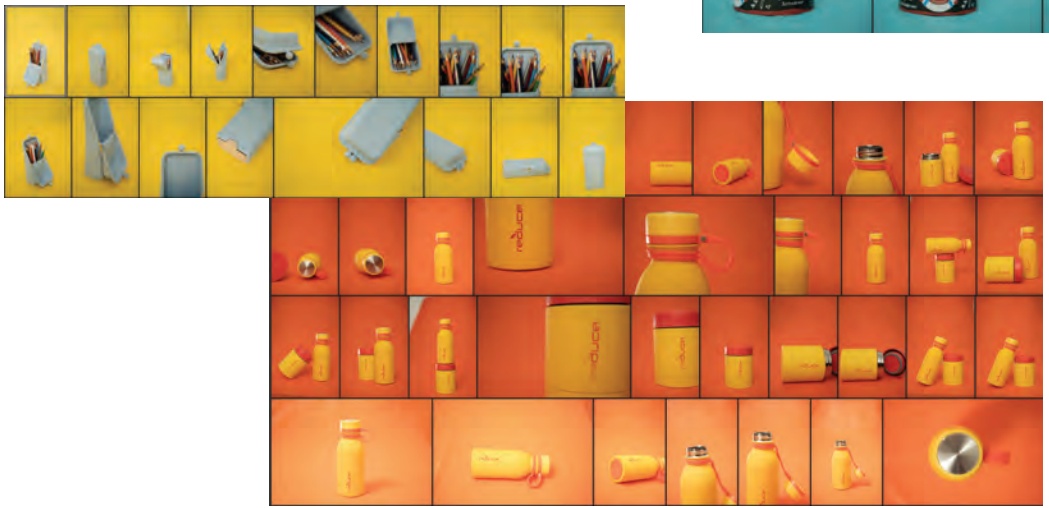
The designers at iThinking put clear thought into the visual design as well as mechanics Bear Papa fits together with little magnets that keep his head and feet facing the right way. He snaps together smoothly and stays together because of the strength of the magnets. The design is easy enough for a child (or a beginner to building) to use and understand. Most people need to own tools for quick fixes around their homes, and the typical designs at your local hardware store doesn't fit into everyone's aesthetics. With designs like this one, style can be shown through even through your tools!

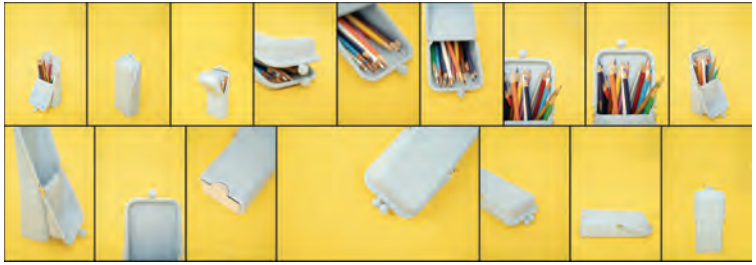
PHOTO TAKING

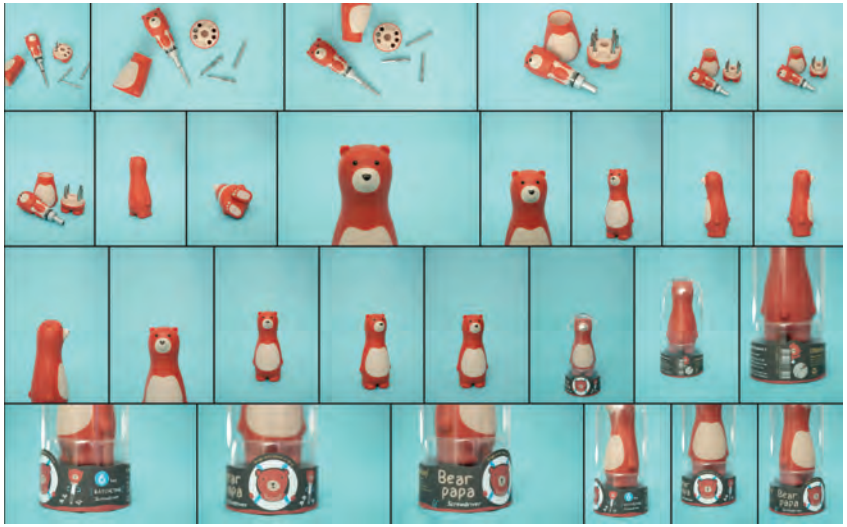


UNEDITED PHOTOS





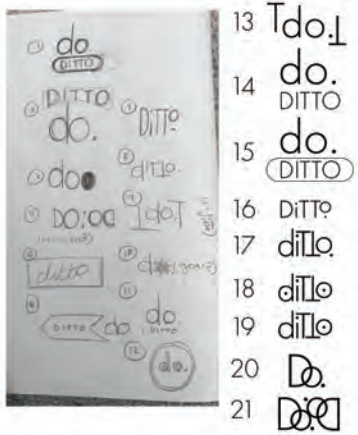




EDITED PHOTOS

LOGO

ditto (do.)	Myriad Pro
ditto (do.)	**Futura**
ditto (do.)	**Aktiv Grotesk Ex XBold**
DITTO (DO.)	BIGSMALLS
DITTO (DO.)	**CHUCK**
ditto (do.)	Sinhala Sangam MN
ditto (do.)	**Bely Display**
ditto (do.)	Apple Gothic
ditto (do.)	Futura Pt Light
DITTO (DO.)	**DAZZLE UNICASE BOLD**



DO.

DITTO DITTO DO. DO.
DITTO DITTO DO. DO.
DITTO DITTO DO. DO.
DITTO DITTO DITTO DO.
DITTO DITTO DITTO DO.
DITTO DITTO DO DO.
DITTO DO.

Because the word "Ditto" also has a corresponding mark, "do.", I wanted to incorperate the two variations into a condensable mark. The longer variation will be on printed version's spine, while the shorter is on the front page. For the digital version, I want to add motion so when the page opens, you can see the logo condense and understand that it means "ditto" no just "do".

DITTO. DO.

COLOR STUDIES

1

2

3

4

5

6

7

8

9

10

11

12

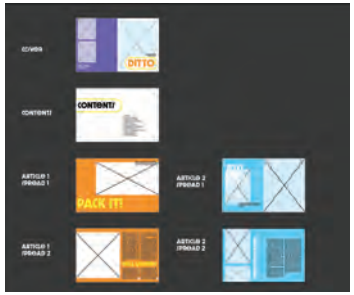
13

14

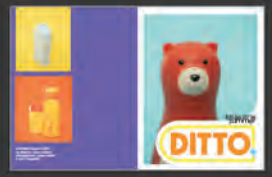
FINAL LOGO

*for the digital publication,
I will use the shortened logo.

LAYOUT 1



COVER



CONTENTS

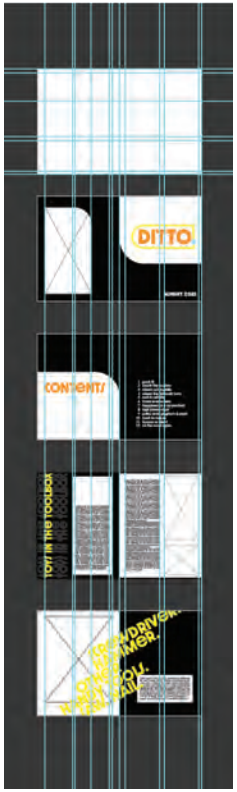
ARTICLE 1
SPREAD 1

ARTICLE 2
SPREAD 1

ARTICLE 1
SPREAD 2

ARTICLE 2
SPREAD 2

LAYOUT 2



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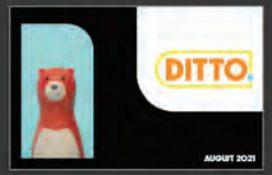

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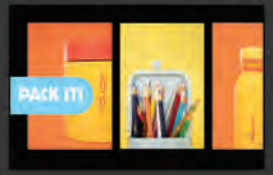
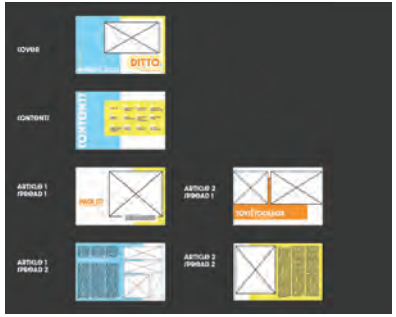
ARTICLE 2
SPREAD 1



ARTICLE 1
SPREAD 2

ARTICLE 2
SPREAD 2

LAYOUT 3

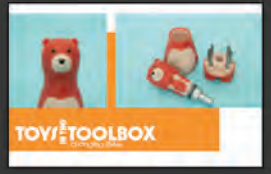


COVER

CONTENTS

ARTICLE 1 SPREAD 1

ARTICLE 2 SPREAD 1

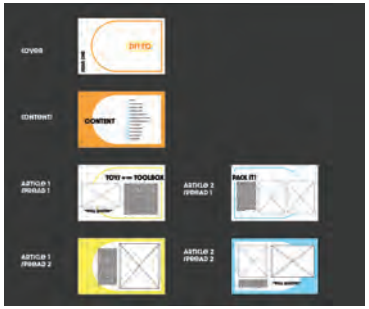


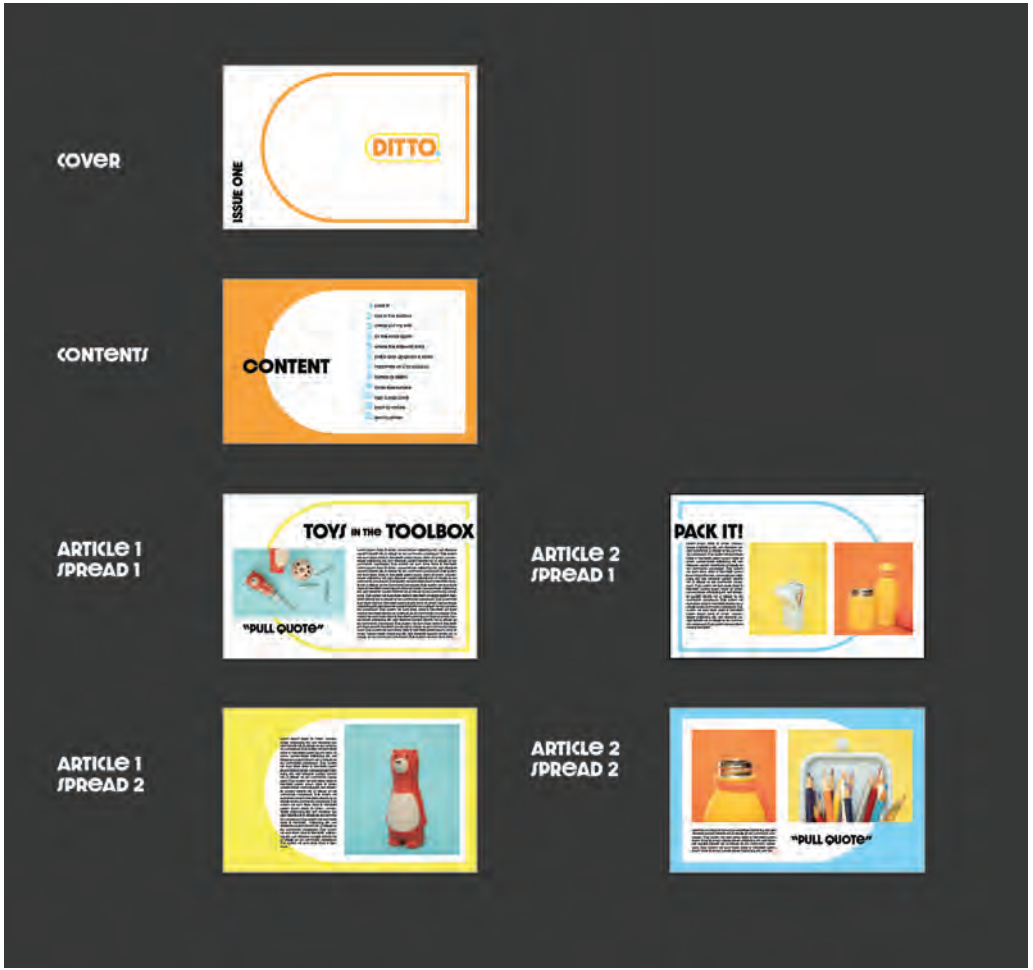
ARTICLE 1 SPREAD 2

ARTICLE 2 SPREAD 2

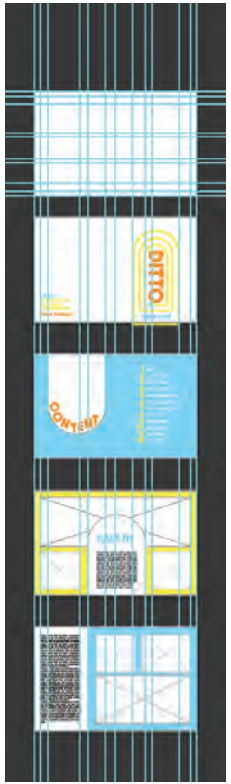
LAYOUT 4

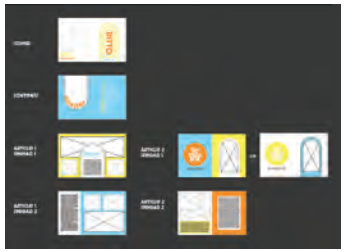
ISSUE ONE
DITTO
CONTENT

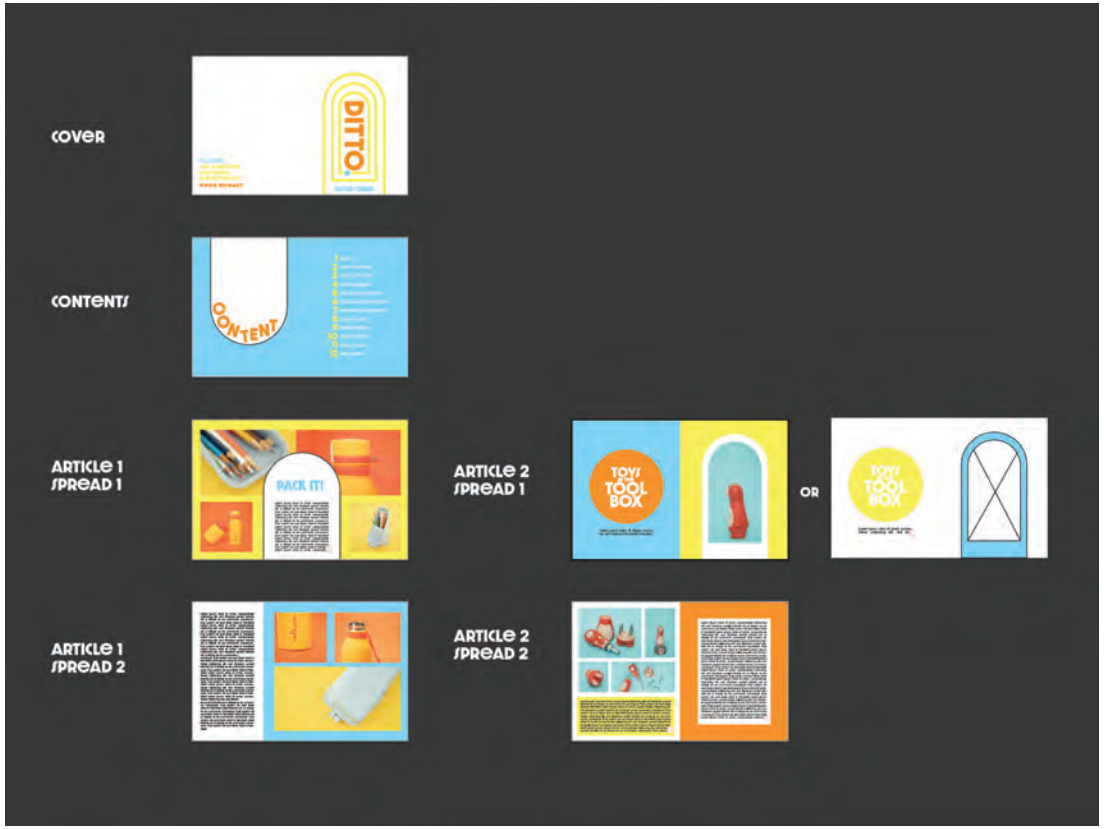

COVER
CONTENTS
ARTICLE 1 SPREAD 1
ARTICLE 2 SPREAD 1
ARTICLE 1 SPREAD 2
ARTICLE 2 SPREAD 2


COVER
ISSUE ONE
DITTO
CONTENTS
CONTENT
ARTICLE 1 SPREAD 1
TOYS IN THE TOOLBOX
"PULL QUOTE"
ARTICLE 2 SPREAD 1
PACK IT!
ARTICLE 1 SPREAD 2
ARTICLE 2 SPREAD 2
"PULL QUOTE"

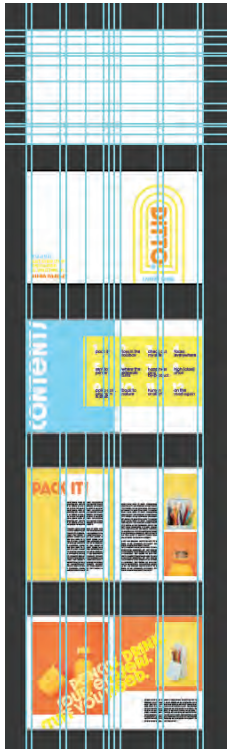
LAYOUT 5


DITTO
CONTENT
PACK IT!




COVER
CONTENTS
CONTENT
ARTICLE 1
SPREAD 1
PACK IT!
ARTICLE 2
SPREAD 1
TOY/
TOOL
BOX
OR
TOY/
TOOL
BOX
ARTICLE 1
SPREAD 2
ARTICLE 2
SPREAD 2

LAYOUT 6



COVER

CONTENTS

ARTICLE 1
SPREAD 1

ARTICLE 2
SPREAD 1

ARTICLE 1
SPREAD 2

ARTICLE 2
SPREAD 2

LAYOUT 6.1

DITTO.
issue one
8.8.2021
ART DIRECTED
DESIGNED
& WRITTEN BY
PIPER WUHART
CONTENTS
1 pack it!
2 toys in the toolbox
3 check out my skills
4 faces everywhere
5 sent to printer
6 where the sidewalk turns
7 happiness as a by-product
8 high (class) chair
9 polka dots, gingham & plaid
10 back to nature
11 human or alien?
12 on the road again
PACK IT!
PENCILS. DRINK. SOUP. ERASERS. STUFF YOU NEED.
TOYS IN THE TOOL BOX
LOREM IPSUM MORE

LAYOUT 6.1
WITH TEXT

LAYOUT 6.2

changes are:
more colorful text
more photos (back of cover)
less negative space (larger title)
hierarchy in title for tools in toybox vs quote. they are now deferinitiated by color and size.

Overall, I like the colorful titles and the photos on the back cover, but article 1 spread 1 is way too busy. It needs the negative space so that the content can breathe.

COVER

CONTENTS

ARTICLE 1
SPREAD 1

ARTICLE 2
SPREAD 1

ARTICLE 1
SPREAD 2

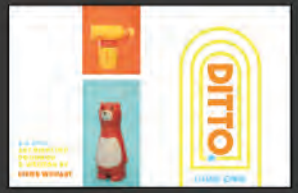
ARTICLE 2
SPREAD 2

LAYOUT 6.3

changes are:
more colorful text
more photos (back of cover)
hierarchy in title for tools in toybox vs quote. they are now deferinitiated by color, size, and weight.
text for articles is black

Does the black text make it difficult to read the text on the blue?

COVER



CONTENTS

ARTICLE 1
SPREAD 1

ARTICLE 2
SPREAD 1

ARTICLE 1
SPREAD 2

ARTICLE 2
SPREAD 2

LAYOUT 7

AUGUST 2021
DITTO.
ISSUE ONE
PACK IT!
TOYS IN THE TOOL BOX
CONTENTS
Bear papa
"PUT A FACE ON IT"

LAYOUT 8

DITTO.
PACK IT!
TOYS IN THE TOOL BOX
CONTENTS
1 pack it!
2 toys in the tool box
3 my skills
4 faces every where
5 sent to primer
6 where the sidewalk turns
7 happy
8 high (chair)
9 rolling hills & plains
10 back to nature
11 human or alien?
12 on the road again
PENCILS. DRINK. SOUP. ERASERS. STUFF YOU NEED.

LAYOUT 9

AUGUST 2021
DITTO.
ISSUE ONE
PACK IT!
TOYS IN THE TOOL BOX
CONTENTS
Bear papa
1 pack it!
2 toys in the tool box
3 my skills
4 faces every where
5 sent to printer
6 where the sidewalk turns
7 happy
8 high (class) chair
9 polka dots & plaid
10 back to nature
11 human or alien?
12 on the road again
"PUT A FACE ON IT"

PRINT PUBLICATION

FINAL

article one
PACK IT!
article two
TOYS' TOOLBOX
DITTO.
issue one
piper
AUGUST 2021

1-A
PACK IT!
1-A

TOYS IN the TOOL BOX
2-A
2-A

CONTENTS
1 pack it!
2 toys in the tool box
3 my skills
4 faces every where
5 sent to printer
6 where the sidewalk turns
7 happy
8 high (class) chair
9 polka dots & plaid
10 back to nature
11 human or alien?
12 on the road again

1-B
1-B

"PUT A FACE ON IT"
2-B
2-B

article one
PACK IT!
article two
TOYS!
TOOLBOX
DITTO.
issue one
AUGUST 2021
CUTENESS IS DISARMING & NOSTALGIC.
ART DIRECTED, DESIGNED & WRITTEN BY
PIPER WILHART

CONTENTS
2 toys in the tool box
3 my skills
4 laces every where
6 where the sidewalk turns
7 happy
8 high (crazy) chair
10 back to nature
11 human or alien?
12 on the road again

PACK IT!
1-A
1-A

1-B
1-B
reduce
reduce

TOYS IN THE TOOL BOX
2-A
2-A

"PUT A FACE ON IT"
2-B
2-B

PACK IT!
1-A
Our favorite things: the smoothest pen that never blots, your renowned broccoli cheddar soup recipe, or the smoothie that you've perfected the ratio of bananas to blueberries, are important and deserve to be put in containers that are valued just as much.
Products, like containers, have personalities and they are one way that a person can express their own personal style. Color is crucial.
Bold and fun design should be for all ages, exciting colors aren't just for kids. The largest design element that makes these designs youthful is the color schemes. Bright blue, yellow, and orange stand out.
Style as a personal expression can come out in different ways from small things like containers to large ways like tattoos, dyed hair, or fun clothing.
As people get older and move into the work place they are expected to
1-A

DITTO
PACK IT!
TOYS IN THE TOOL BOX
CONTENTS

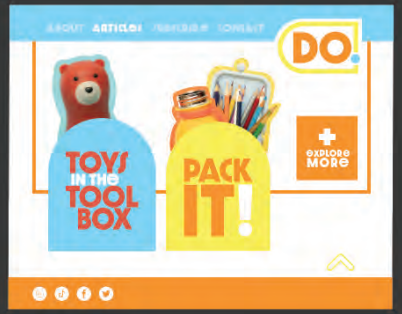
DIGITAL PUBLICATION

MENU PAGE OPTIONS

A

B

C



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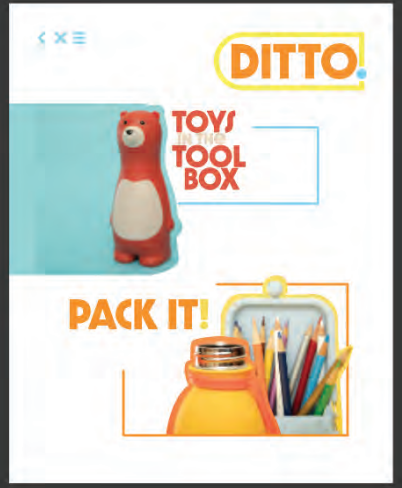


B-2

ABOUT ARTICLES SUBSCRIBE CONTACT
DO.
TOYS
TOOL
BOX
PACK
IT!

B-3

ABOUT ARTICLES SUBSCRIBE CONTACT
DO.
TOYS
TOOL
BOX
PACK
IT!

B-4

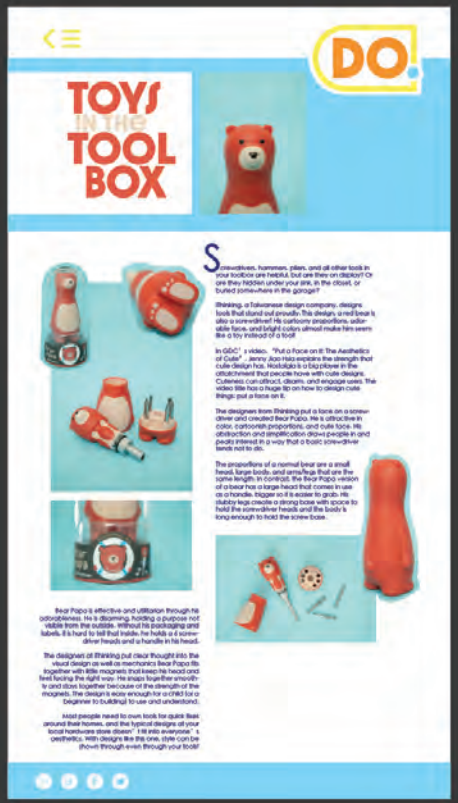
ABOUT ARTICLES SUBSCRIBE CONTACT
DO.
TOYS
TOOL
BOX
PACK
IT!
FACES
EXPLORE
MORE

B-5

ABOUT ARTICLES SUBSCRIBE CONTACT
DO.
TOYS
TOOL
BOX
PACK
IT!
FACES
EXPLORE
MORE

ARTICLE OPTION 1

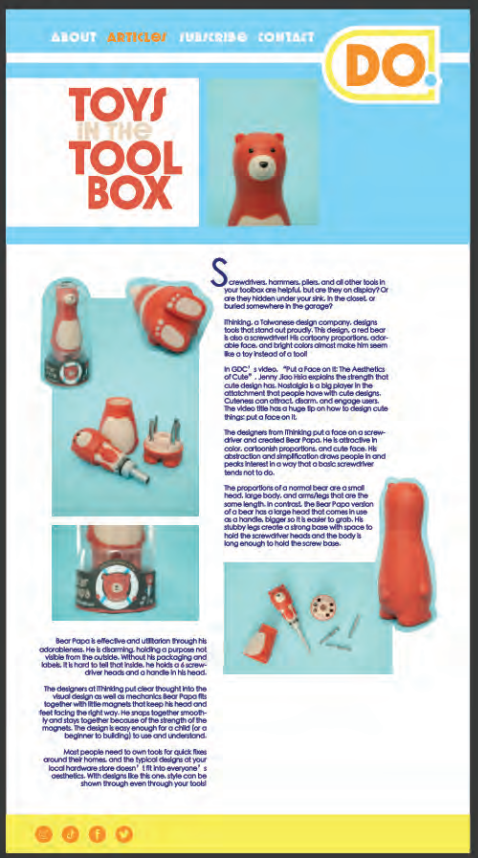
1-A



1-B

ARTICLE OPTION 2

2-A



2-B

FINAL

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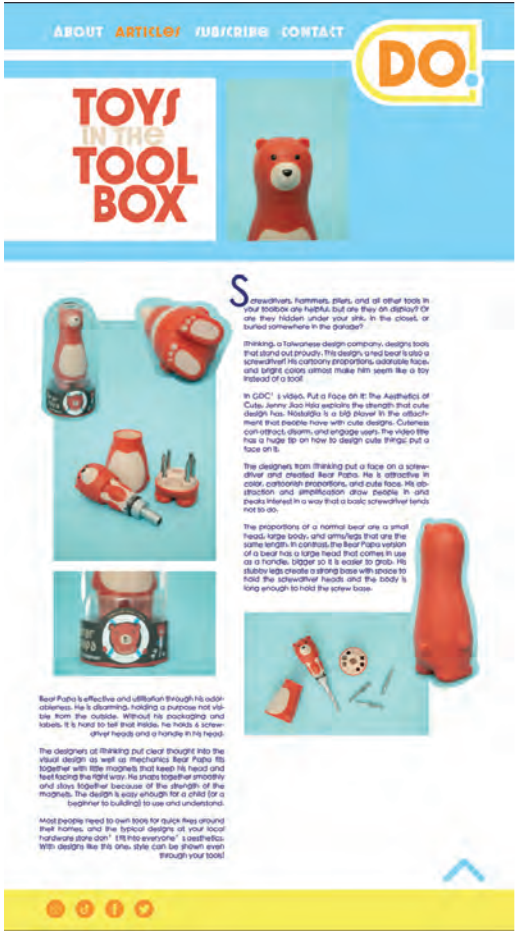
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TOYS IN THE TOOL BOX
Screwdrivers, hammers, pliers, and all other tools in your toolbox are helpful, but are they on display? Or are they hidden under your sink, in the closet, or buried somewhere in the garage?
Rthinking, a Taiwanese design company, designs tools that stand out proudly. This design, a red bear is also a screwdriver! His cartoony proportions, adorable face, and bright colors almost make him seem like a toy instead of a tool!
In GDC' s video, Put a Face on It: The Aesthetics of Cute, Jenny Jiao Hsia explains the strength that cute design has. Nostalgia is a big player in the attachment that people have with cute designs. Cuteness can attract, disarm, and engage users. The video title has a huge tip on how to design cute things: put a face on it.
The designers from Rthinking put a face on a screwdriver and created Bear Papa. He is attractive in color, cartoonish proportions, and cute face. His abstraction and simplification draw people in and peaks interest in a way that a basic screwdriver tends not to do.
The proportions of a normal bear are a small head, large body, and arms/legs that are the same length. In contrast, the Bear Papa version of a bear has a large head that comes in use as a handle, bigger so it is easier to grab. His stubby legs create a strong base with space to hold the screwdriver heads and the body is long enough to hold the screw base.
Bear Papa is effective and utilitarian through his addorableness. He is disarming, holding a purpose not visible from the outside. Without his packaging and labels, it is hard to tell that inside, he holds 6 screwdriver heads and a handle in his head.
The designers at Rthinking put clear thought into the visual design as well as mechanics. Bear Papa fits together with little magnets that keep his head and feet facing the right way. He snaps together smoothly and stays together because of the strength of the magnets. The design is easy enough for a child (or a beginner to building) to use and understand.
Most people need to own tools for quick fixes around their homes, and the typical designs at your local hardware store don' t fit into everyone' s aesthetics. With designs like this one, style can be shown even through your tools!

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Our favorite things, the smoothest pen that never blots, your renowned broccoli cheddar soup recipe, or the smoothie that you' ve perfected the ratio of bananas to blueberries, are important and deserve to be put in containers that are valued just as much.
Products, like containers, have personalities and there are one way that a person can express their own personal style. Color is crucial.
Bold and fun design should be for all ages, exciting colors aren' t just for kids. The largest design element that makes these designs youthful is the color schemes. Bright blue, yellow, and orange stand out.
Style as a personal expression can come out in different ways from small things like containers to large ways like tattoos, dyed hair, or fun clothing.
As people get older and move into the workplace they are expected to become more professional. With that, many assume that they must turn to drab designs and colors and keep their own style for their off-hours. But professional does not have to mean boring. You can still express yourself in the business world. To the top right corner, the Kutsuwa Akabot pencil case is an example of a fun design that fits in everywhere from a school classroom to an art class to a work meeting.
The light blue color and round coin purse closure is a unique design that shows personality. The curved edges are soft and the texture of the stand-up case is silicone and smooth. It can also function as a phone stand. The multifunctional design is well thought out.
The set of matching food containers are at the top in yellow and orange. The company that designed the water bottle and matching thermos is Reduce. The bright yellow and orange colorration is bold, and distinct without being busy. Although these are technically under the children' s section of Reduce' s website, these don' t have to be limited to just children. Both of these products are ones that fit into the professional world and are still fun. Finding and using designs that are exciting are a way to express yourself and be excited by the things you own. Go out and find things that excite you and incorporate them into your life! Fun colors aren' t limited to just the young. Youthful design is for all ages.
For the not-so-bold, making style choices through everyday items is a great way to begin to branch out. Adding a little bit of fun color or patterns to the small things makes it easier to build in those exciting bits into every day, like your clothing, make-up, or hairstyles. So pick up some interesting items and start branching out, personally and professionally.

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