

Vision Board by Ryan Ashburn

VPUE Graphic Designer Search | Creative Exercise

Stage 1 / **Research**

Stanford Brand Guidelines



Chosen Color Palette

Source Serif Variable Bold

Source Sans Pro Black

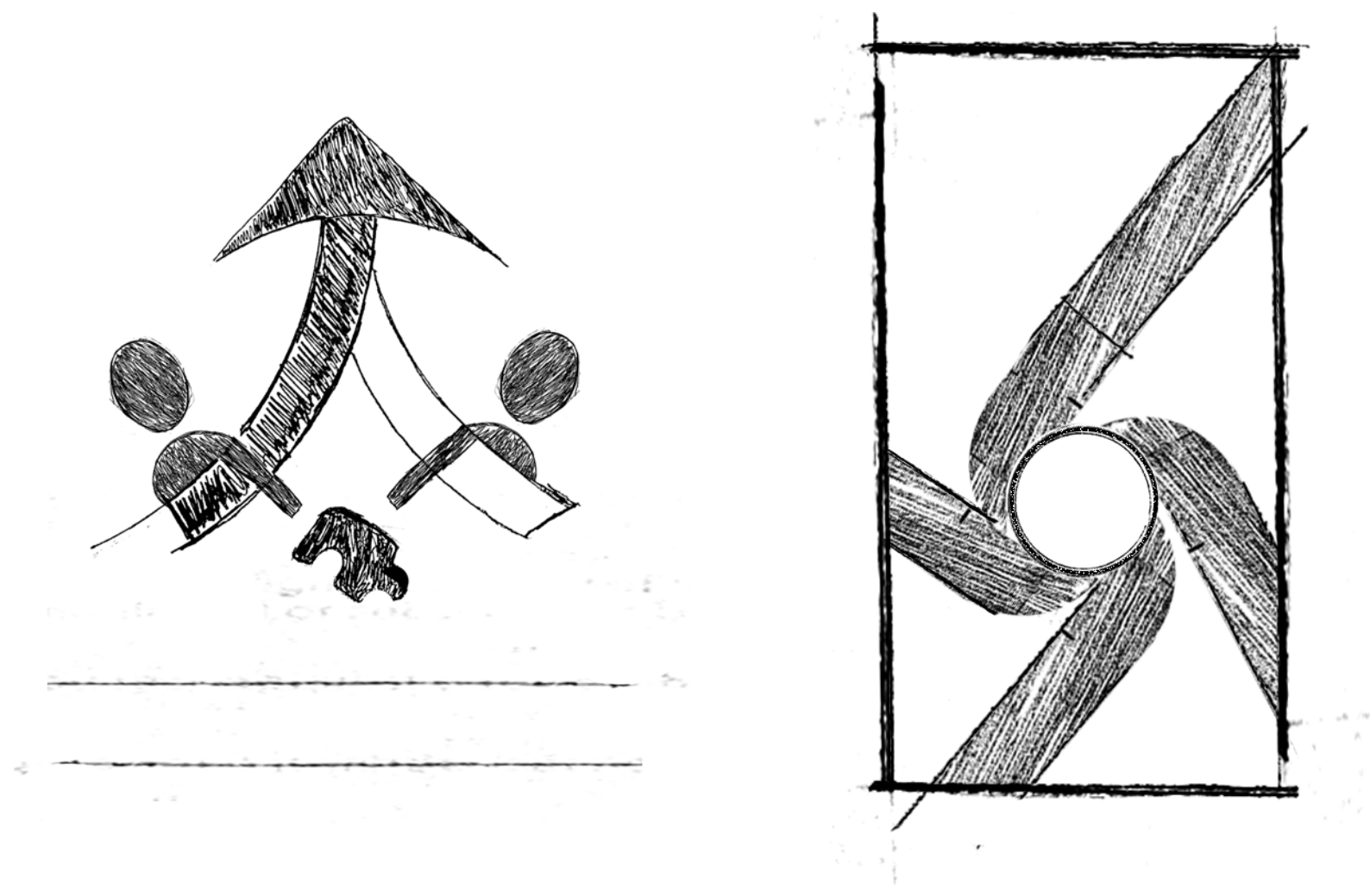
Source Sans Pro Semibold

Source Sans Pro Regular

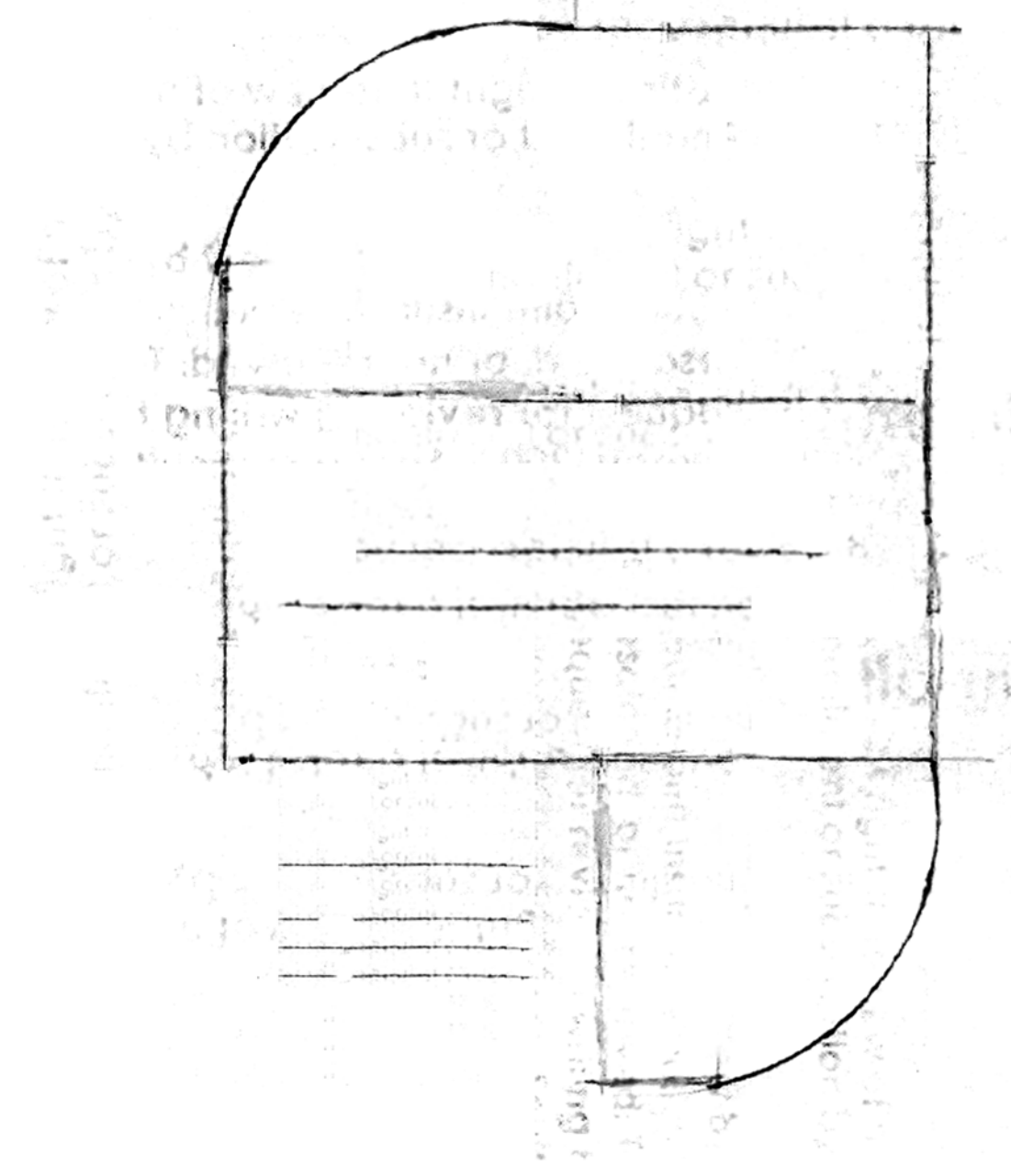
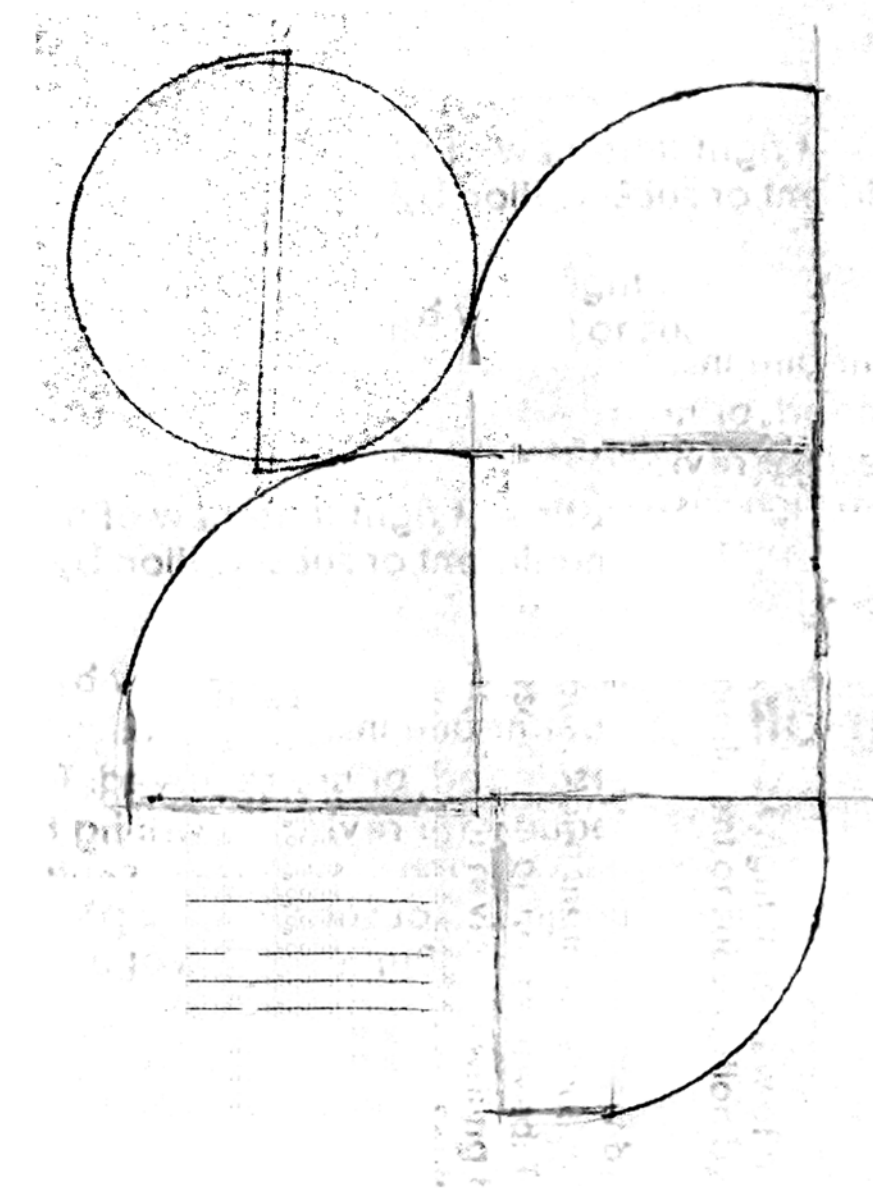
Chosen Typography

Stage 2 / Ideation

Sketches



Logo Drawings



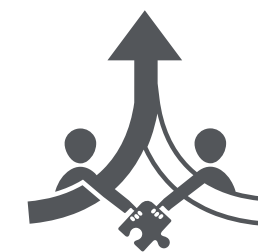
Layout Drawings

Stage 3 / **Solutions**

Multi-functional Logo / Identity Mark Option #1

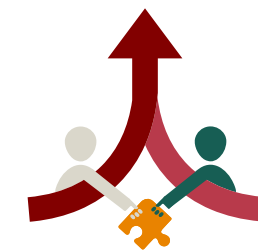
Two human figures embrace a puzzle piece together to symbolize skill development. These human figures are merged with a center path icon that is meant to represent the abstract idea of elevating their teaching and learning skills.

Stanford's primary typeface "Source Sans Pro" was used in two distinct weights. Utilizing the design visual hierarchy principle, Teaching Commons is used in bold weight to ensure primary focus. Center for Teaching and Learning is used in regular weight to encourage secondary focus.



Teaching Commons

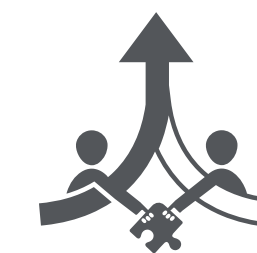
Center for Teaching and Learning



Teaching Commons

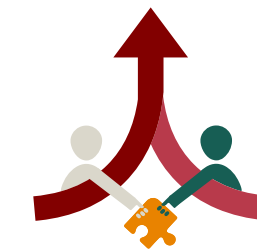
Center for Teaching and Learning

Horizontal Logo



Teaching Commons

Center for Teaching and Learning



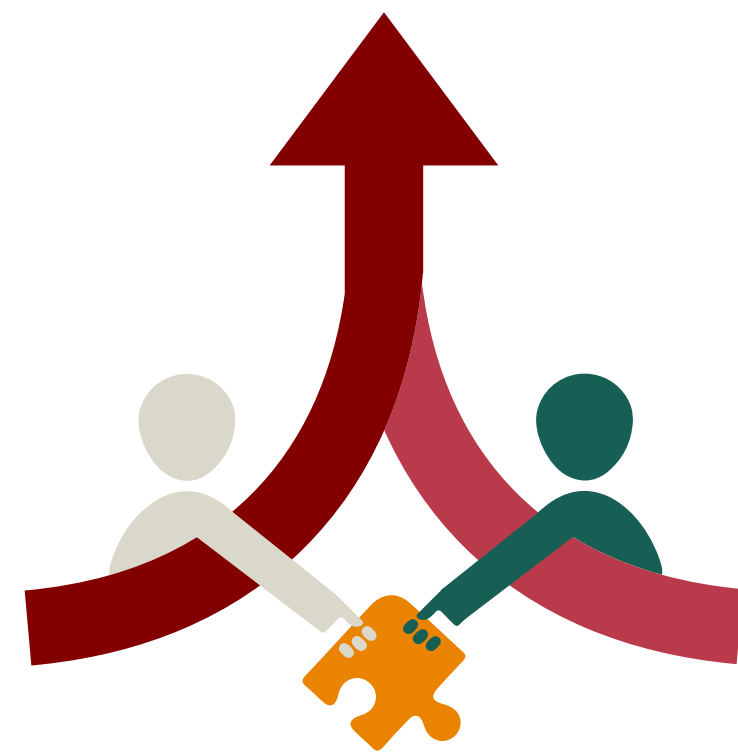
Teaching Commons

Center for Teaching and Learning

Vertical Logo

Stage 3 / **Solutions**

Multi-functional Logo / Identity Mark
Option #1



Teaching Commons

Center for Teaching and Learning

Stage 3 / **Solutions**

Multi-functional Logo / Identity Mark Option #2

The abstract ribbon-like lines coming together from different directions to form a centerpoint is meant to represent the idea of various departments uniting to create the central hub that is Teaching Commons.

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Teaching Commons

Center for Teaching and Learning



Teaching Commons

Center for Teaching and Learning

Horizontal Logo



Teaching Commons

Center for Teaching and Learning



Teaching Commons

Center for Teaching and Learning

Vertical Logo

Stage 3 / **Solutions**

Multi-functional Logo / Identity Mark
Option #2



Teaching Commons

Center for Teaching and Learning

Stage 3 / **Solutions**

Title and Tagline Treatment

Following design visual hierarchy principles, 'Teaching Commons' text is used at a large scale in order to lead the eye and demand a viewer's attention. This principle allows it to be the primary focus of the poster.



Teaching Commons:
Learn together, teach together

For the tagline, a subtle Stanford green accent color was used to ensure it remains the secondary focus. This way it does not compete with our title, but rather compliments it.

Stage 3 / **Solutions**

Image Clipping Masks



Stanford is widely known for its ability to think outside the box. Through image clipping masks, we can visually represent this idea by having the individuals who make up the Stanford body subtly pop out from their geometric shapes.

Stage 3 / **Solutions**

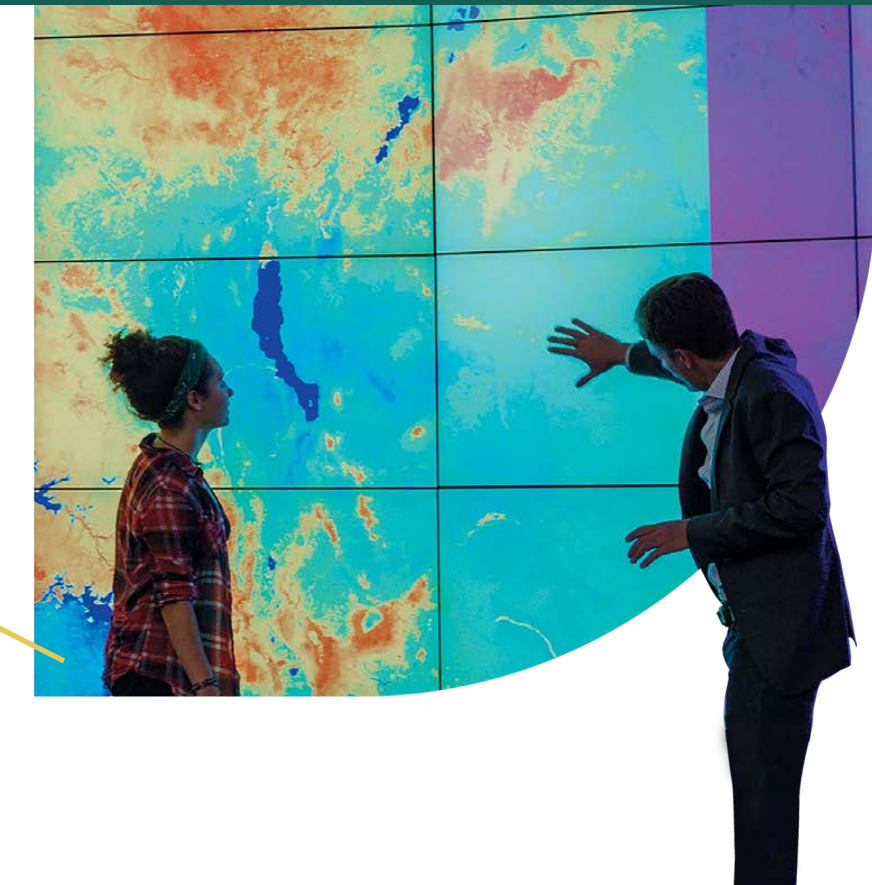
Geometric Shapes

Drawing inspiration from Teaching Commons way of operating as a resource center and ecosystem, my thought process involves a design layout that is centered around the idea of a 'hub'. To convey this, I used segments of geometric shapes that branch out from a central area. These shapes that branch out can each represent a participating unit that helps cultivate a student-centered, scholarly, and inclusive culture.

In addition, the psychology behind geometric shapes can invite a spirit of friendliness and problem-solving.



Teaching Commons:
Learn together, teach together



Stage 3 / **Solutions**


Call to Action Treatment

After reviewing the Teaching Commons text asset document, it is clear that the URL web address needs to be highlighted. This 'Call to Action' can be emphasized to the viewer using creative hierarchy with large, bold text and a distinctive Stanford color.


The graphic is a vertical rectangular poster with a dark red background. At the top, a grey bar contains the text "Stanford | Center for Teaching and Learning". Below this is a circular photograph of an older man with glasses and a younger woman with headphones looking at a document. Underneath the photo is a dark green banner with the text "Teaching Commons: Learn together, teach together" in white and yellow. The main body of the poster is dark red and contains white text: "Teaching Commons is your online hub for teaching and learning together at Stanford.", "Find inspiration, answers, and a vast number of ready-to-use, helpful resources from across the university to support your growth in teaching and learning.", and "Begin exploring at:". To the right of this text is a circular photograph of a man and a woman interacting with a large digital screen displaying a map. At the bottom of the poster is a dark red banner with the URL "teachingcommons.stanford.edu." in white. The footer is a dark green bar containing the Teaching Commons logo, the text "Teaching Commons Center for Teaching and Learning", and social media icons for Facebook, Twitter, Instagram, LinkedIn, and YouTube.

Stages 1-3 / Overview

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Stage 1 / **Research**
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Chosen Color Palette

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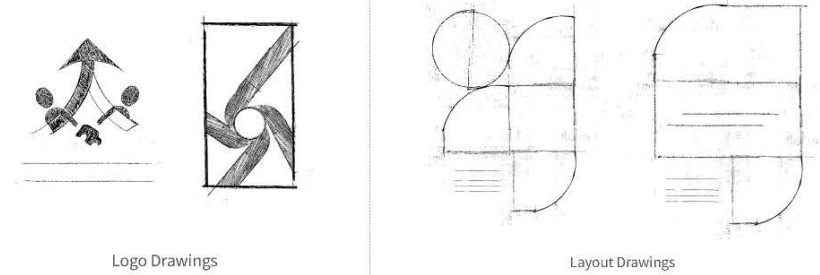
Chosen Typography



Stage 1 / **Research**
Inspiration





Stage 2 / **Ideation**
Sketches



Logos Drawings


Layout Drawings



Stage 3 / **Solutions**
Multi-functional Logo / Identity Mark
Option #1


Two human figures embrace a puzzle piece together to symbolize development. These human figures are merged with a center path icon that is meant to represent the abstract idea of elevating their teaching and learning skills.

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Horizontal Logo

Vertical Logo




Stage 3 / **Solutions**
Multi-functional Logo / Identity Mark
Option #1




Stage 3 / **Solutions**
Multi-functional Logo / Identity Mark
Option #2


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Horizontal Logo

Vertical Logo




Stage 3 / **Solutions**
Multi-functional Logo / Identity Mark
Option #2




Stage 3 / **Solutions**
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Stage 3 / **Solutions**
Image Clipping Masks



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Stage 3 / **Solutions**
Geometric Shapes

Drawing inspiration from Teaching Commons way of operating as a resource center and ecosystem, we thought process involved a design layout that is centered around the idea of a hub. To convey this, we segmented of geometric shapes that branch out from a central area. These shapes that branch out can each represent a participating unit that helps cultivate a student centered, scholarly, and inclusive culture.

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Stage 3 / **Solutions**
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