ART 298WS, Fall 2024

Client: **Spectrum Wealth Management**
Director: **Stephanie Chang | Stephanie Chang Design Ink**
Designer: **Hanna Shibata | ID: 29623756 | A.S. New Media Arts**

Timeline

W11

- Onboarding
  - Making sure each other's **expectations**, **requirements** such as **working hours**
  - Overview/general planning for the following month.
- Started working the assignment (research).

W12

- Continue working on the birthday card for Spectrum management (R1).
- One check-in.

W13

- Continue working on the birthday card for Spectrum management (R2).
- After the first check-in, proceeded to R3.
- Two check-ins.

W14

- Continue working on the birthday card for Spectrum management (R4).
- Thanksgiving week, but managed to work virtually.
- Two check-ins.

W15

- Wrap up the assignment, handed in the file.
- May Work another week, until Dec. 20.
- One check-in.

Hourly total: 100

Around 40 hours for internal internship with Chris + around 60 hours with Stephanie.

Wednesday, November 13th

Research (List from Stephanie)
Type, color exploration
Round 1 draft

Resources

https://www.instagram.com/the_kealopikoshop/
https://www.instagram.com/sigzanedesigns/
https://meleana.com/
https://www.instagram.com/meleana_hawaii/
https://www.instagram.com/waiwaolani/
https://www.instagram.com/kuluamaui/
https://www.instagram.com/holoholo_surf/
https://eimeoclothing.com/product-category/women/

Precedents

765 Amana Street, Suite 503
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SPECTRUM
WEALTH
MANAGEMENT
Wishing you
a special day.
Happy Birthday!

happy birthday
TO YOU

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SPECTRUM
WEALTH
MANAGEMENT
May your wishes
come true!
Happy Birthday.

happy birthday
WISH BIG

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SPECTRUM
WEALTH
MANAGEMENT
Live ~ Laugh ~ Love
Happy Birthday

happy birthday!
~ and many more ~

1/2

HAPPY BIRTHDAY

Cheers to another fabulous year.
Wishing you all the happiness!

Happy Birthday

Cheers to another fabulous year.
Wishing you all the happiness!

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HAPPY BIRTHDAY

CHEERS TO ANOTHER FABULOUS YEAR.
WISHING YOU ALL THE HAPPINESS!

Happy Birthday

Wishing you
all the happiness!

Happy Birthday

Cheers to another fabulous year.
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R1

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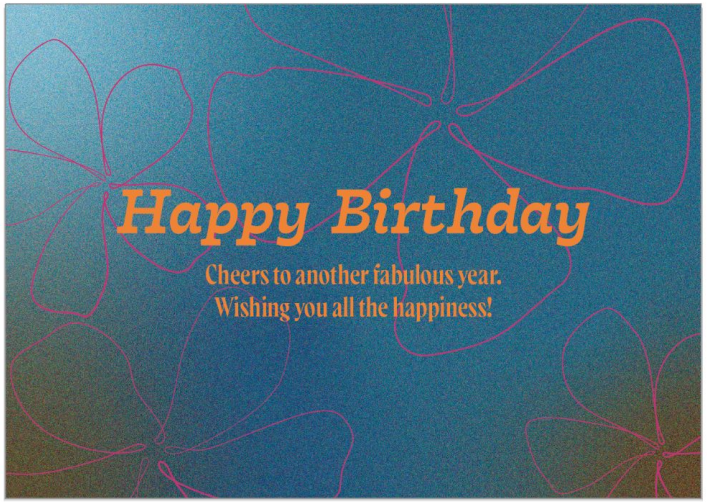

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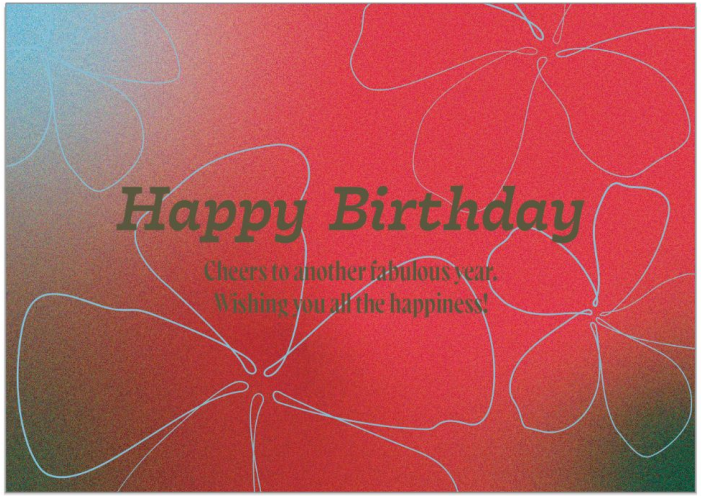
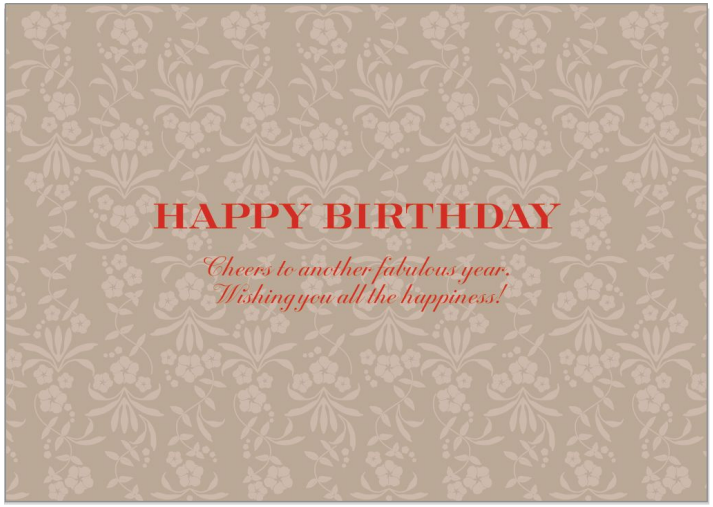


Wednesday, November 20th

Round 2
— Picking three culturally significant plants and creating graphics, including patterns
— Main target audience is well-off elderly, who sees “paradise” in Hawai‘i and admires it

R2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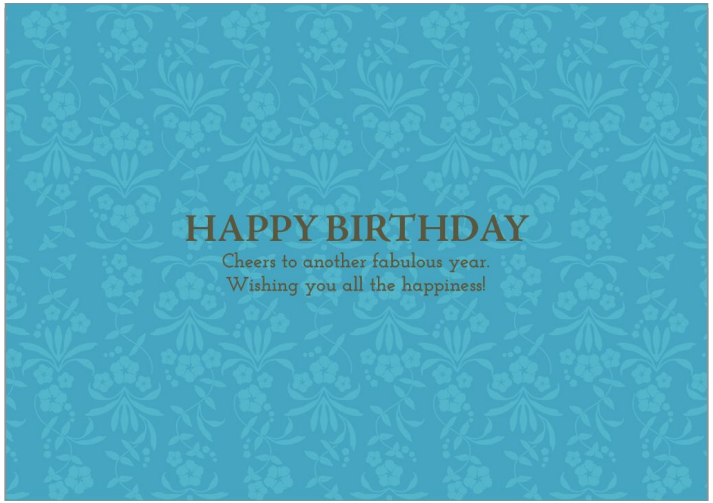
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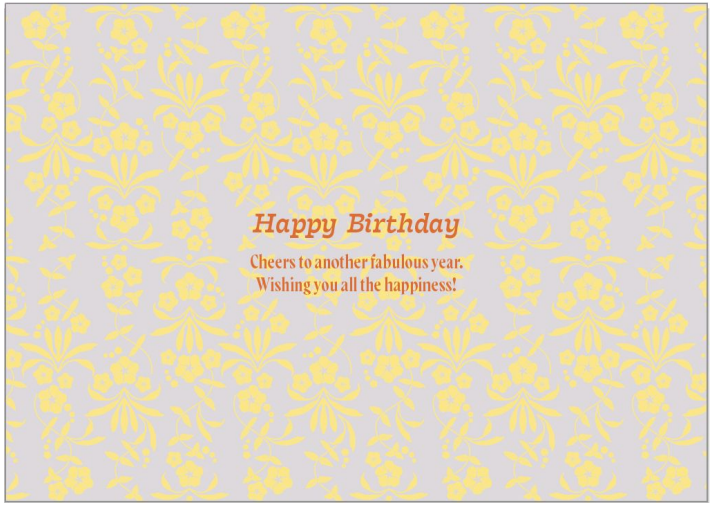
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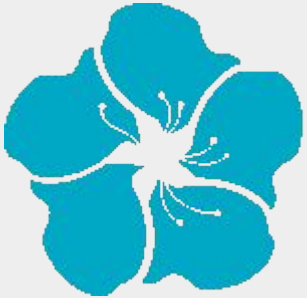
Wednesday, November 22nd

Round 3
— Correcting the course towards more regional style
— Expanding on the elements I created

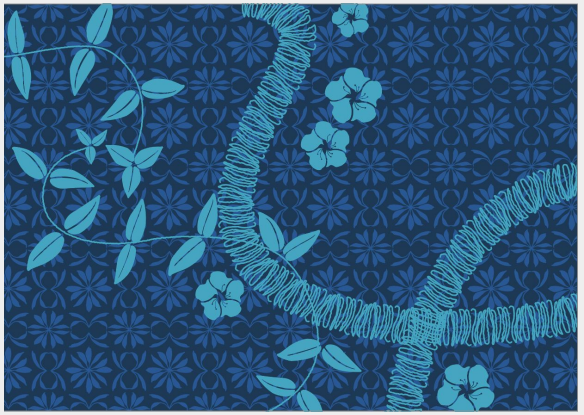
R3

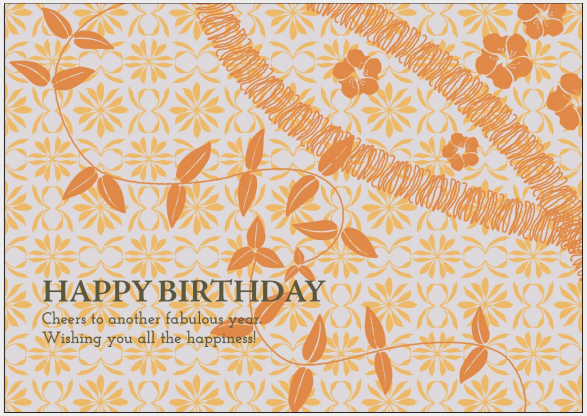
From the previous meeting:

- Create a quilt-ish pattern from one element (ti tree)
- Add a core (stamens and pistils to the ‘ilima flower
- Organic shape
- ‘Ilima lei



R3

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Wednesday, November 27th

Round 4
— Three different designs and color range (orange-yellow, green, red-purple) for each elements
— Suggested typefaces from Stephanie (list)

Typeface

Titan One
Bevan
Ultra
Calistoga

Titan One
HAPPY BIRTHDAY
Hauʻoli Lā Hānau

Ultra Regular
HAPPY BIRTHDAY
Hauʻoli Lā Hānau

Calistoga Regular
HAPPY BIRTHDAY
Hauʻoli Lā Hānau

Bevan Regular
HAPPY BIRTHDAY
Hauʻoli Lā Hānau

A star is a luminous spheroid of plasma held together by self-gravity.[1] The nearest star to Earth is the Sun. Many other stars are visible to the naked eye at night; their immense distances from Earth make them appear as fixed points of light. The most prominent stars have been categorised into constellations and asterisms, and many of the brightest stars have proper names. Astronomers have assembled star catalogues that identify the known stars and provide standardized stellar designations.

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R4: ʻIlima

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R4: Maile

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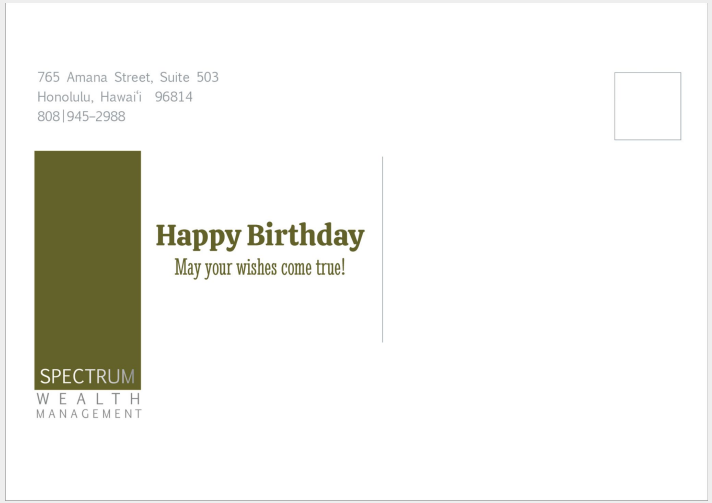
R4: ʻIlima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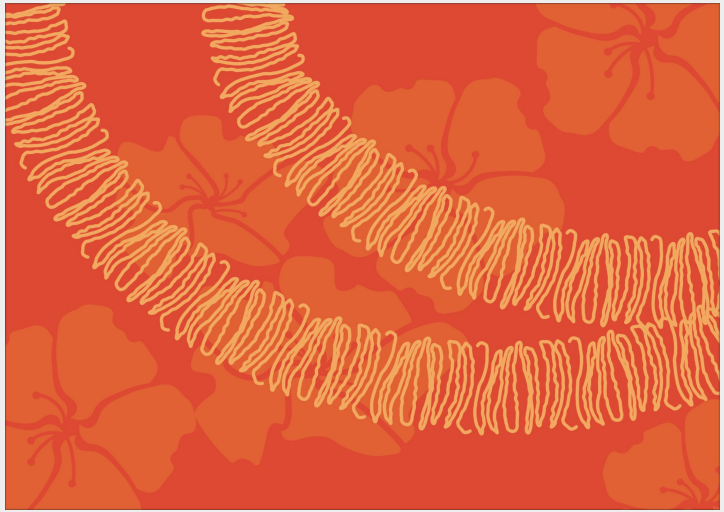
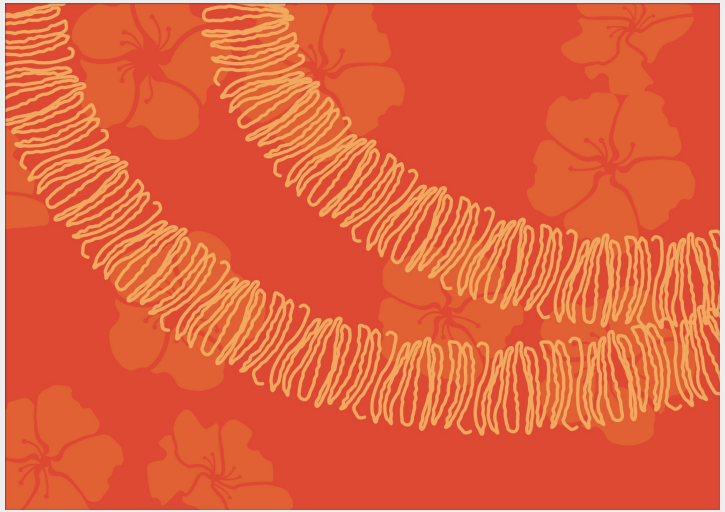
Wednesday, November 29th

Round 4.5
— Quick revision based on the feedback
— Brief virtual review before client presentation (Dec. 3)





Monday, December 2nd

Round 5
— Wrapping up the assignment
— Handed in the file

R5: ʻIlima A

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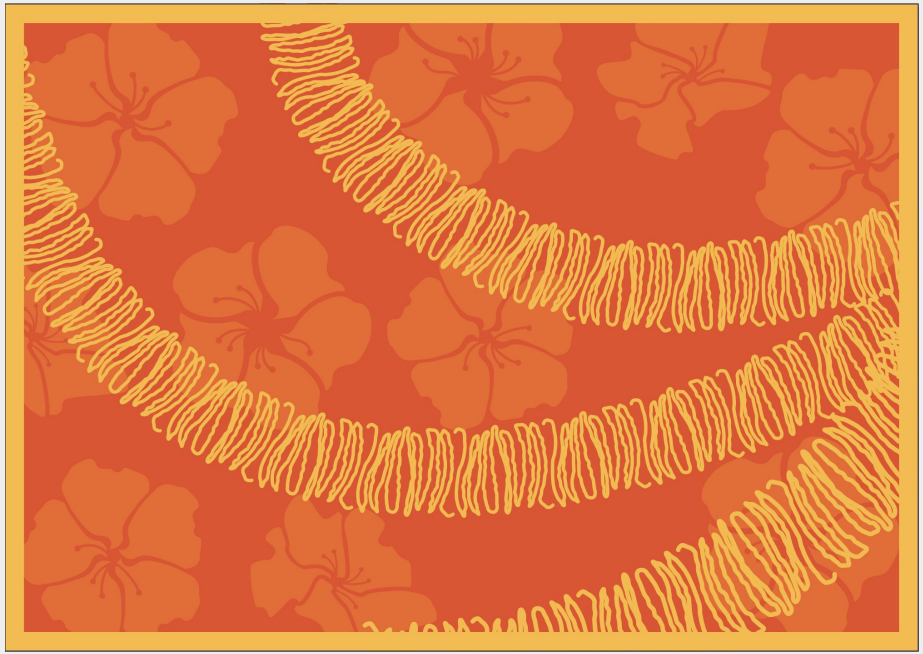

R5: ʻIlima B

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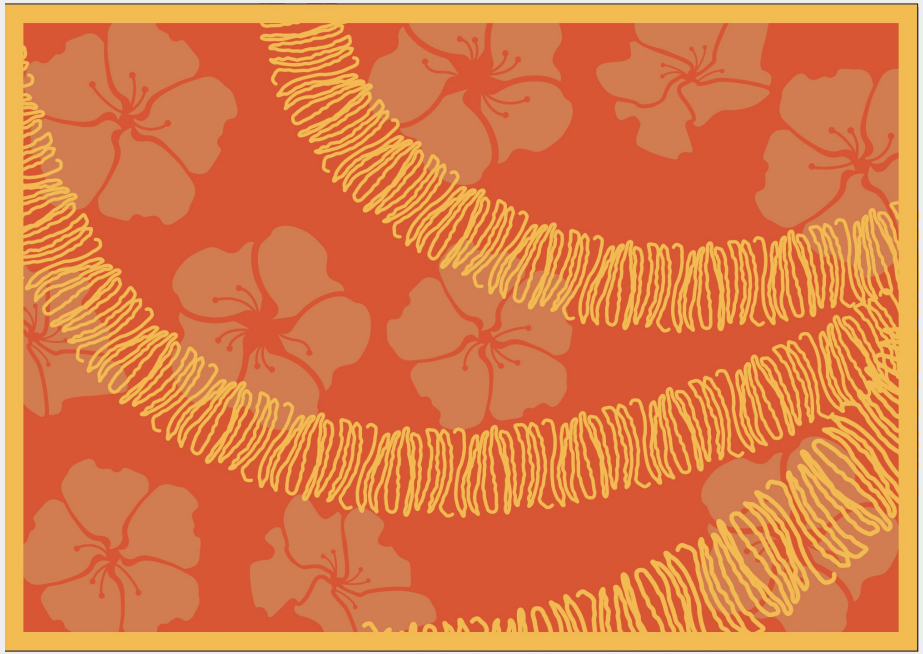

R5: Maile A

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R5: Maile B

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R5: Ti leaves

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The final outcome

— After R5, Stephanie requested my file to explore other options.
— The following are the final outcome, done by Stephanie based on the current client's situation.

Final done by Stephanie Chang (‘ilima)

Final done by Stephanie Chang (maile)

Final done by Stephanie Chang (ti)

Learning outcome

- The final outcome came out as something a bit different from the initial conversation; I was curious to know how Stephanie pivoted, and she gave me the context, including her process and the client's current situation at our wrap-up meeting. (It was after the final class presentation, so I could not share this during the semester.)
- My internship period was relatively short, but I was able to think about what a "Hawaiian design style" is through the assignment.
- I also learned the importance of clear communication; Stephanie was a great communicator as she is a very accessible mentor.