Process Book

Kavya Sridhar GDVX 749 Winter 2024

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01 The Idea

My love language is gift-giving. I love making thoughtful gifts and giving unexpected presents to people I value. After spending an entire year or more with my classmates at SCAD, I knew I had to do something before we all parted ways.

A video I made for a company I interned at before I left

Memory capsules in a jar that I made for friends before leaving to the U.S.

(I love giving people little surprises)

01 The Idea

The Purpose/Objective

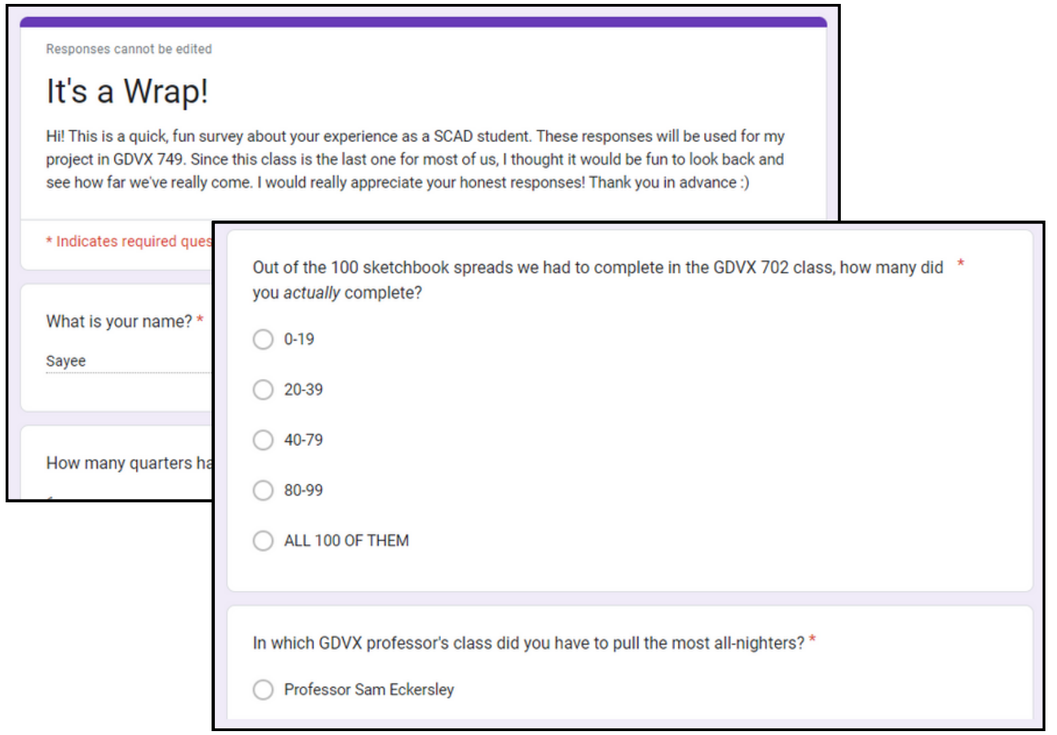
The primary objective was to design something simple, fun, and memorable for my classmates who graduate this quarter. I wanted to encapsulate everyone's experiences at SCAD through this gift, providing them with something that they can take back with them and reminisce about in the years to come.

02 Information Collection

I began the process by sending out a Google Form to all my classmates with a variety of questions ranging from basic questions to more fun ones. I moved all the data to an Excel sheet to make it easier for me to make sense of the information.

Topics covered:

- General Questions
- Questions related to meals & breaks at SCAD
- Questions related to professors & specific classes
- Questions related to design, fonts etc.
- Questions related to personality traits as students of SCAD



Timestamp	Name	Quarters	Classes	Late	ID Card	Sketchbook Spreads
1/27/2024 19:47:26	Sayee	6	10	1-9 times	1-10 times	80-99
1/27/2024 20:31:52	Kavya	6	12	Never	1-10 times	40-79
1/27/2024 23:19:26	Aparna	5	9	1-9 times	Never	80-99
1/28/2024 16:37:18	Devika	6 I believe	11-12	1-9 times	Never	ALL 100 OF THEM
1/28/2024 16:38:09	Prerna Pandya	6	10	Never	1-10 times	80-99
1/28/2024 16:44:39	Shivani Bhagwat	7	9	Never	1-10 times	40-79
1/29/2024 17:57:00	Yinxuan Duan	7	15	1-9 times	1-10 times	80-99
1/31/2024 16:18:17	Owobu	10	20? 25?	1-9 times	1-10 times	80-99

03 Ideation

Once I had all the information I needed, I began to think of the forms that this “gift” could possibly take.

Idea 1:

- digital form
- a single-page website where all info collected will take the form of an interactive data visualization, where a student can view each others’ results as well
- password protected so that it can only be accessed by the students it is intended for

Idea 2:

- a photo/video series with clips from SCAD, from our final GDVX 749 class, and short snippets of the students talking (re-doing the questionnaire as an in-person recorded survey)
- Designed and edited polaroid portrait photographs of themselves, accompanied by a visual summary of their experiences

Idea 3:

- a small package
- the information gathered about the students’ experience would take the form of a fun, light-hearted infographic
- it is printed out, customized and handed out to each student for them to take back home with them

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- digital form
- a single-page website where all info collected will take the form of an interactive data visualization, where a student can view each others’ results as well
- password protected so that it can only be accessed by the students it is intended for

Why this didn’t work:

Since it is digital, it felt less personal and more like a chore for them to access it and read it.

Idea 2:

- a photo/video series with clips from SCAD, from our final GDVX 749 class, and short snippets of the students talking (re-doing the questionnaire as an in-person recorded survey)
- Designed and edited polaroid portrait photographs of themselves, accompanied by a visual summary of their experiences

Why this didn’t work:

The idea seemed to be impractical and somewhat unnatural, because the students would know that they are being video captured. I wanted it to be natural and a surprise.

Idea 3:

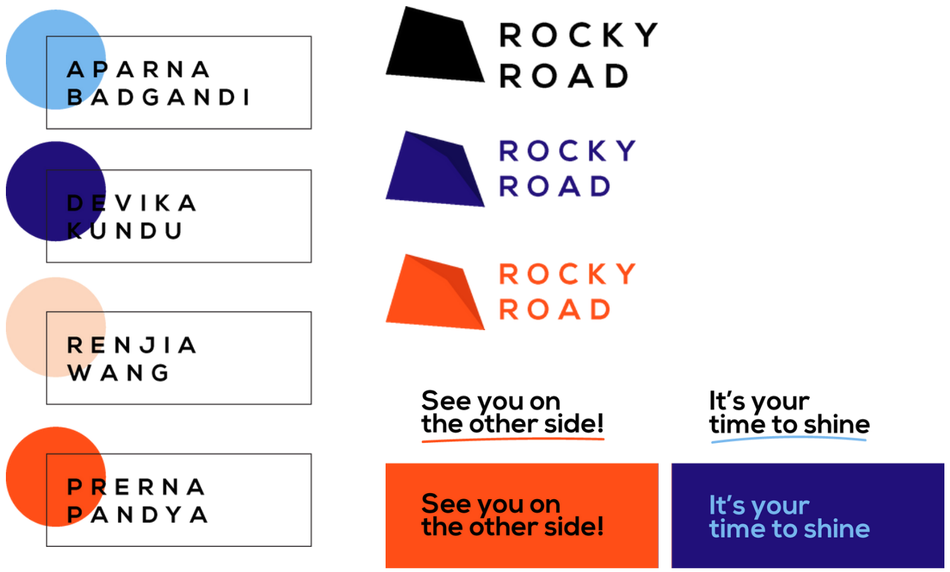
- a small package
- the information gathered about the students’ experience would take the form of a fun, light-hearted infographic
- it is printed out, customized and handed out to each student for them to take back home with them

Why this was chosen:

It is personal. It is customized. It is something that is real and printed, and can be taken back home.

03 Ideation

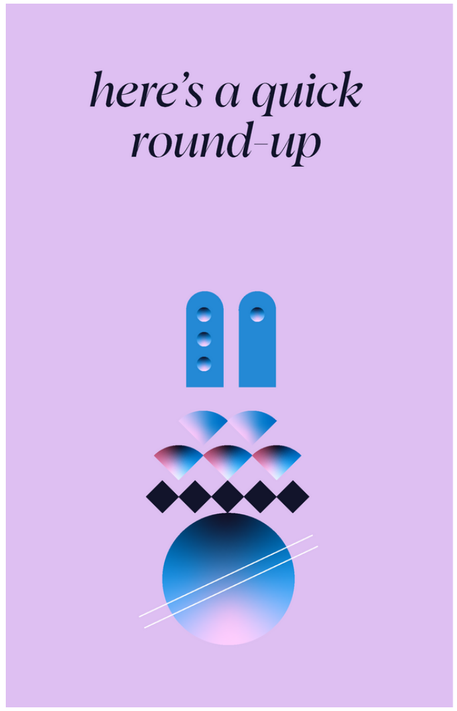
I went through a rather confusing process of what to name the package. I started with “Rocky Road” with an intention of saying that “It has been a rocky road, but we succeeded together”, but that sounded unpleasant. I went through a series of other names as well before I finally decided on the final one.



Why this didn’t work:
This name didn’t sound too positive. The color palette seemed “corporate” and rigid. It didn’t feel light-hearted.

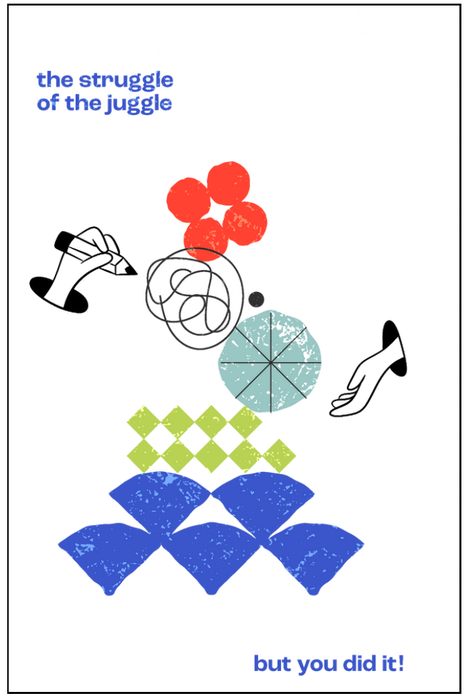
Why this didn’t work:
While the visuals looked neat, it also looked too sophisticated and formal for a farewell gift.

03 Ideation



Why this didn't work:
It definitely looked slightly more light-hearted than the previous versions, but still had a very polished and serious look to it, which I wanted to avoid

***random exploration of elements**



At this point I felt like I was getting closer to the visual theme I wanted to achieve

04 The Design

After going through several visual directions, I had a better idea about what the logo should look like.

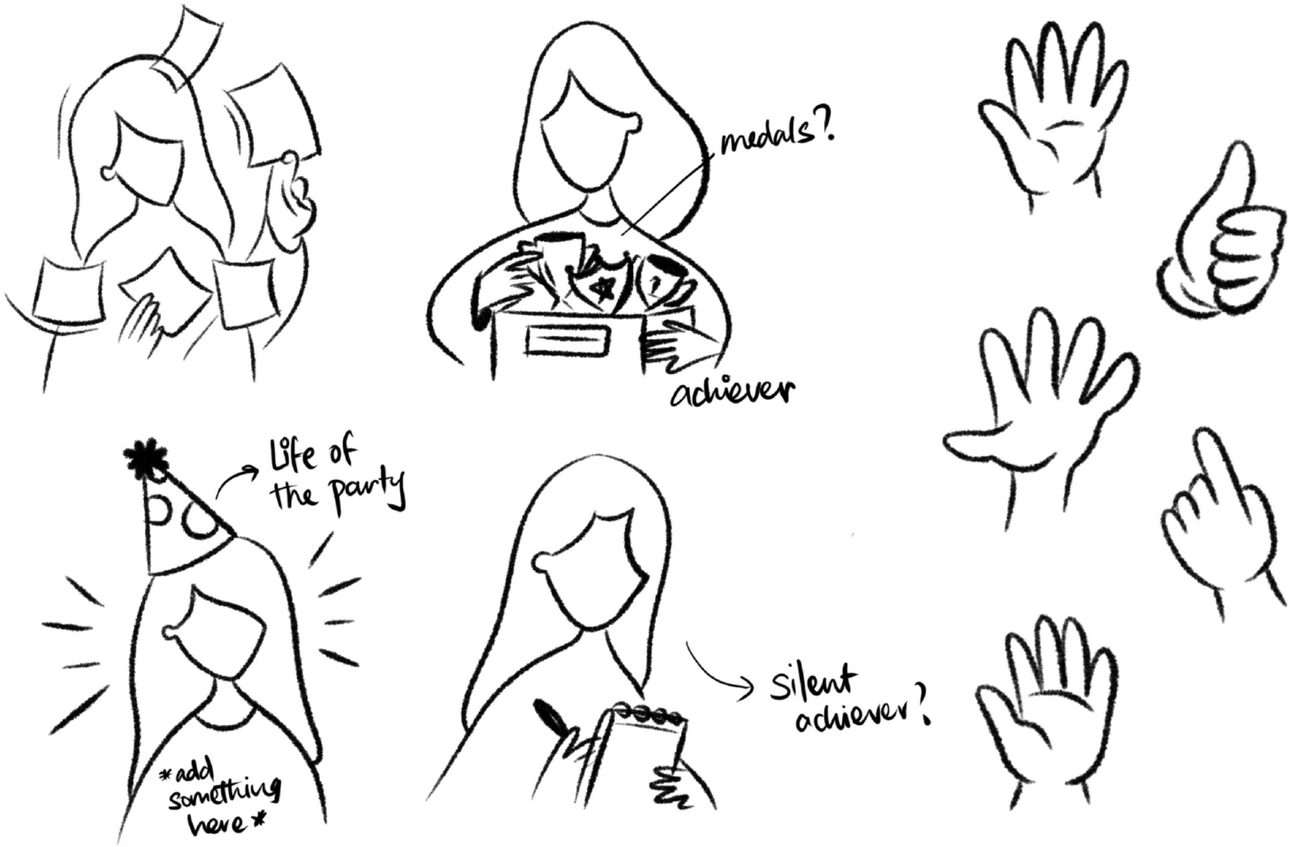
The final logo:

04 The Design

The choice of the name "ta ta" was made because it means "Goodbye," but carries a less somber tone. I decided to incorporate hand-drawn illustrations and motifs sketched by me throughout the package to make it feel more personal.

I did not want to carry forward the *hand-drawn sketches* theme into the infographics, so I came up with a set of shapes, lines, and patterns to be used for the infographic, while still matching with the rest of the visuals.

ta
ta



04 The Design

The Visual System

Primary Heading Font

Roc Grotesk Bold

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

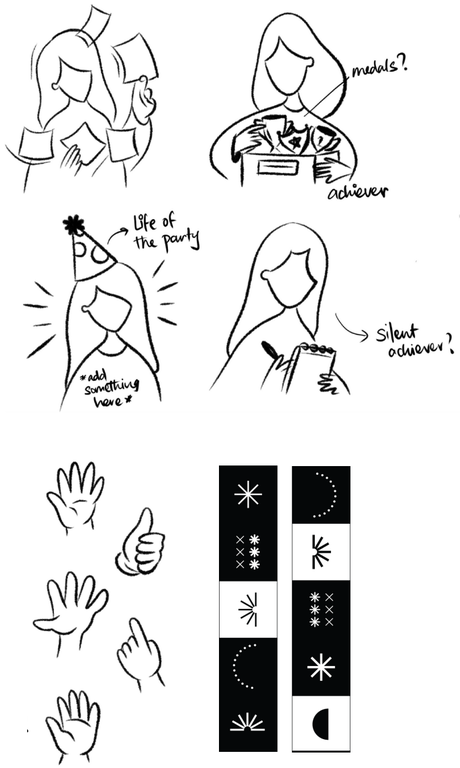
Body copy

Proxima Nova

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

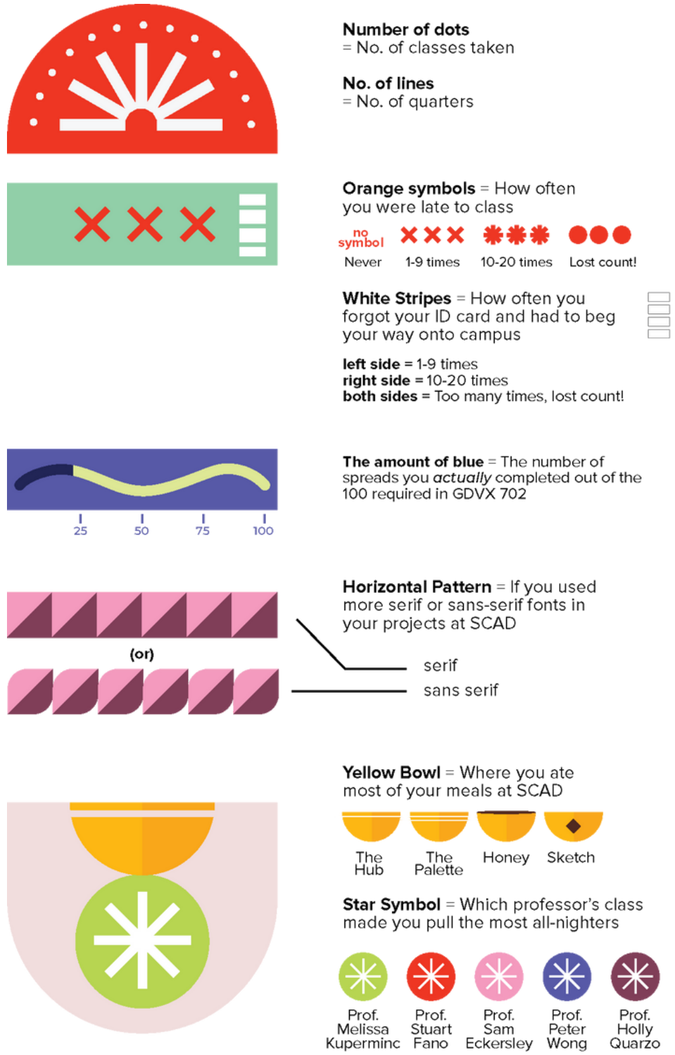
Design Elements



Color Palette

04 The Design

This is the structure of the infographic. I wanted it to be in the shape of a “capsule” to metaphorically show that it capsulizes their experience here at SCAD. Each layer of the capsule displays a different piece of information denoted by the “key”, which is also provided in the package.



04 The Design

Parts of the Package

Card 1

Front:
Custom
Infographic

Back:
Title awarded to the recipient
(decided by votes by classmates)

Card 2

Front:
Contact information

Back:
Fun facts about the class (based on information gathered)

The
Key

04 The Design

Once I got all the material printed, I began putting them together in their respective envelopes. I wanted to write “With love, *my signature*” on each of the envelopes to make it feel more personal.

05 Photography

Photography being a huge passion of mine, I really enjoyed this part of the process. These were the types of images I wanted to capture of the package:

- Against a plain background, with natural lighting (sunlight)
- Close-ups of parts of the package (to emphasize on the logo placement, and the blurb)
- Neatly arranged parts of the package (for practical purposes; for the viewer to understand what the package contains)
- Chaotic images (with the package and the cards randomly arranged)
- PEOPLE. I wanted to capture initial reactions of reading through information inside the package.

06 Final Outcome

/tä tä/
exclamation, informal
meaning: goodbye
origin: early 19th century

The Blurb:
Ta ta serves as my farewell gesture, a small token from me to you. You will find a "capsule infographic" summarizing your experiences here at SCAD. I hope this puts a smile to your face today, and evokes fond memories in the years to come. Enjoy. <3

What's inside?

Card 1

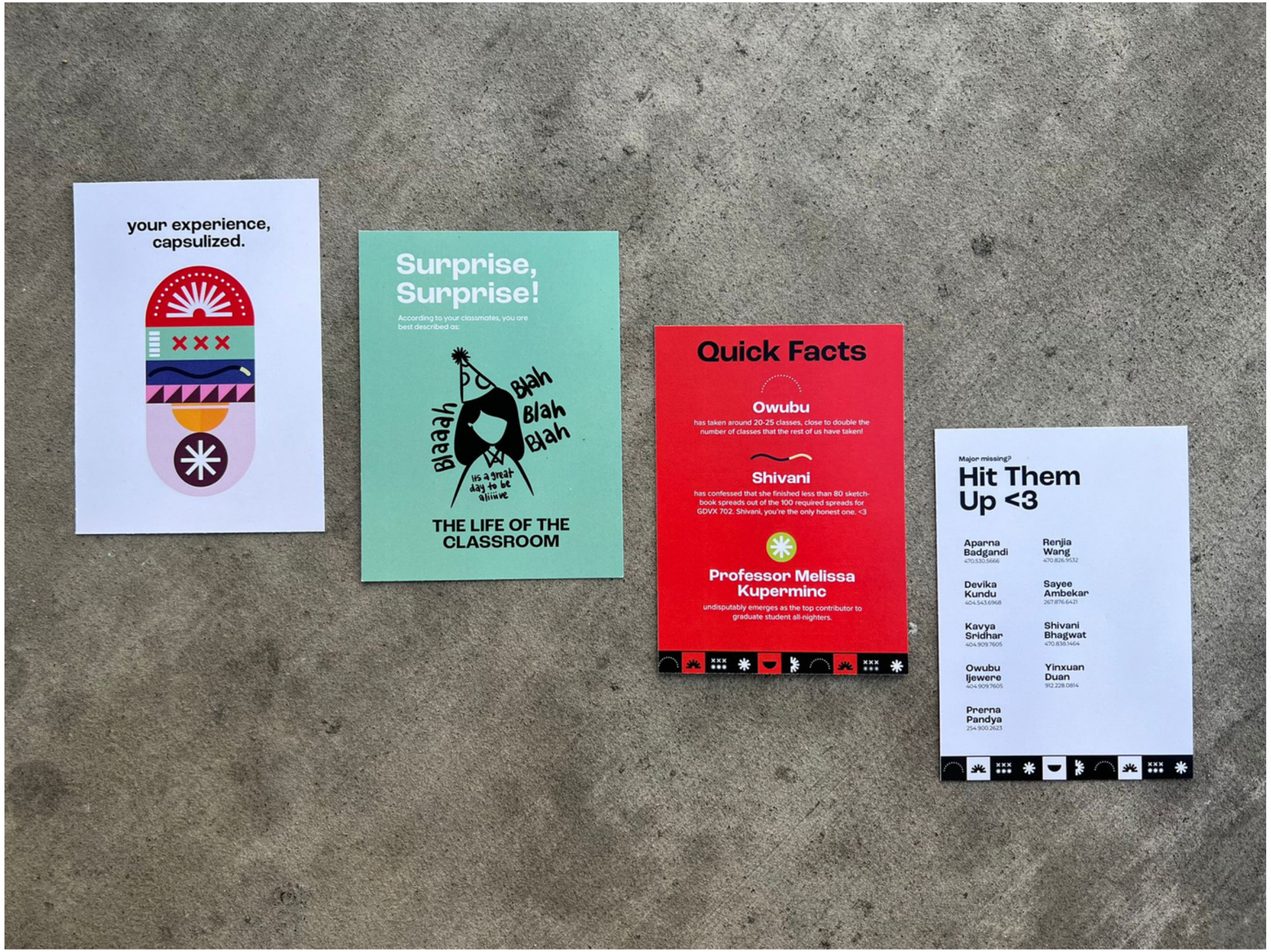
Front: a custom infographic for each student that capsulizes a few key points from their SCAD journey

Back: a fun title awarded to each student based on the votes of other students

Card 2

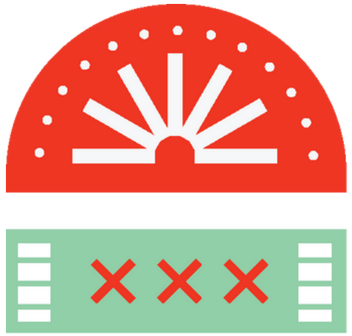
Front: fun facts about the entire class on the whole

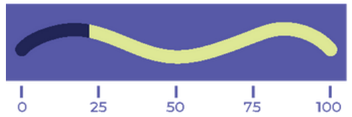
Back: contact information of each of the students from the class



The Key

The Structure





Number of dots
= No. of classes taken

No. of lines
= No. of quarters

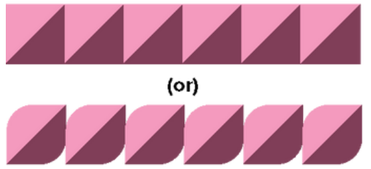
Orange symbols = How often you were late to class

no symbol — Never
✕✕✕ — 1-9 times
✱✱✱ — 10-20 times
●●● — Lost count!

White Stripes = How often you forgot your ID card and had to beg your way onto campus

left side = 1-9 times
right side = 10-20 times
both sides = Too many times, lost count!

The amount of blue = The number of spreads you *actually* completed out of the 100 required in GDVX 702



Horizontal Pattern = If you used more serif or sans-serif fonts in your projects at SCAD

serif
sans serif

Yellow Bowl = Where you ate most of your meals at SCAD

Star Symbol = Which professor's class made you pull the most all-nighters

ta
ta
What is ta ta?
/tä tä/
exclamation, informal
meaning: goodbye
origin: early 19th century
Ta ta serves as my farewell gesture, a small token from me to you. You will find a "capsule infographic" summarizing your experiences here at SCAD. I hope this puts a smile to your face today, and evokes fond memories in the years to come. Enjoy. <3
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your experience, capsulized.

Surprise, Surprise!

According to your classmates, you are best described as:

THE MULTI-TASKER

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With love,

Major missing?

Hit Them Up <3

Aparna Badgandi 470.530.5666	Renjia Wang 470.826.9532
Devika Kundu 404.543.6968	Sayee Ambekar 267.876.6421
Kavya Sridhar 404.909.7605	Shivani Bhagwat 470.838.1464
Owubu Ijewere 404.909.7605	Yinxuan Duan 912.228.0814
Prerna Pandya 254.900.2623	

Quick Facts

Owubu

has taken around 20-25 classes, close to double the number of classes that the rest of us have taken!

Shivani

has confessed that she finished less than 80 sketchbook spreads out of the 100 required spreads for GDVX 702. Shivani, you're the only honest one. <3

Professor Melissa Kuperminc

undisputably emerges as the top contributor to graduate student all-nighters

your experience, capsulized.

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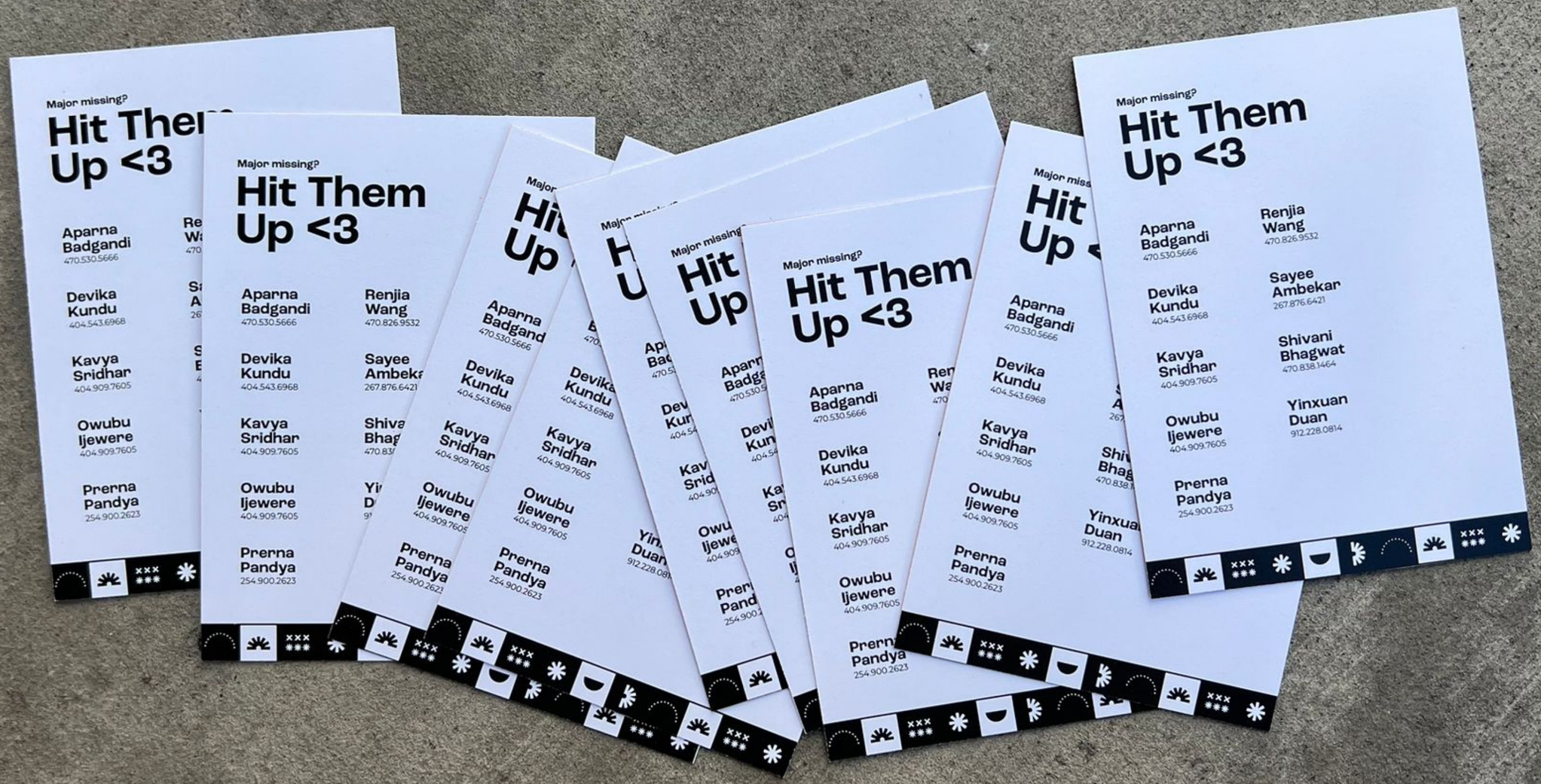
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Surprise, Surprise!

According to your classmates, you are best described as:

THE LIFE OF THE CLASSROOM

Surprise, Surprise!

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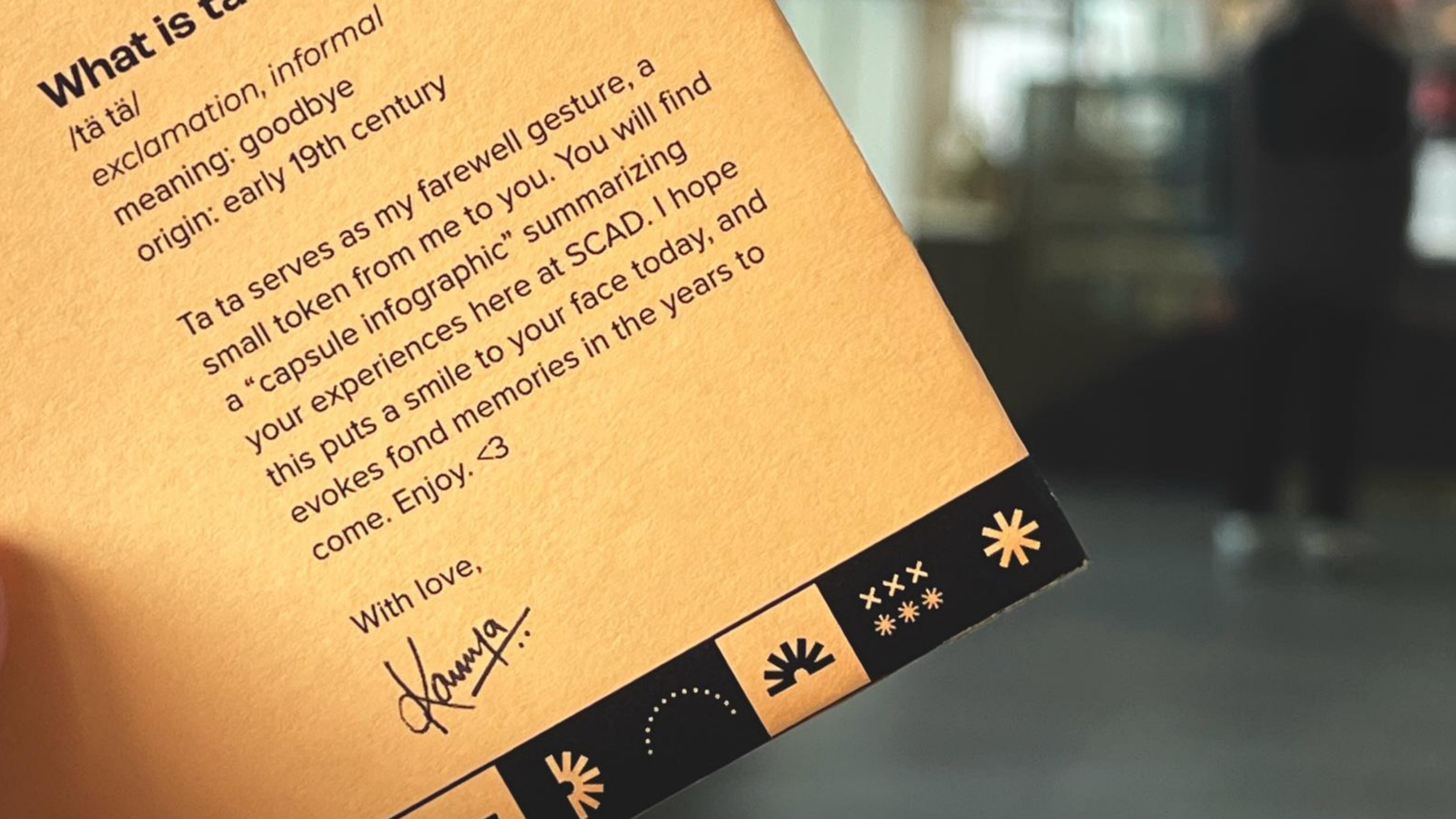
Yinxuan Duan 912.228.0814

at the end of the day,

it's the smiles that count!☺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With love,

ta
ta

Thank you