Peripheral Reveries

An Honors Thesis (Honors 499)

By

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Abstract

A Visual Identity Campaign is the visible presence of a corporation, institution, or government agency, and in my case a designer. Identity, when unified and controlled, can provide a positive association for potential employers, customers, or the public. My self-promotional campaign presents all aspects of my skills that I have acquired as a designer and presents them in a clear and attractive package. This package includes a mailable component for the active pursuit of recognition in the field. It also includes a digital portfolio which collects my work over the past three years. All the separate components are also available in an online presence of the campaign. The total self-promotion was presented at the Spring 2005 Senior Graphic Design Show.
Artist’s Statement

The Self-Promotional Campaign is the cumulative exercise of my design education. This package will represent my presence in the design community and will showcase my skills as a designer. How these packages are presented promotes my design sense, my personality, and my ideology in visual communications.

When planning my campaign, a number of aspects besides the actual appearance of the project were considered. In addition to the visual appearance, ease of use was essential. Would the recipient of my mailable portion understand what it was they had received? Would the piece hold their attention long enough for them to understand that it represents my design services, and when they understood that message, did it clearly communicate a way for them to contact me? Size and cost of the mailable portion were also important aspects of the project. This design piece would have to be easily printed and constructed so I could potentially mail them to hundreds of designers. My mailable portion, titled Peripheral Reveries, consisted of a set of twelve promotional cards. Each card featured a dual-toned abstract design on the front, derived from photography that I contracted from a friend. The front side also features a word pairing that reflects an aspect of the image that I found appealing. These word pairs would speak to the designer about my use of language and type as well as hint at aspects of my personality. The backs of the promotional cards all feature a portion of a larger image that assembles together, and three of the card’s backs contained my name and contact information. The larger puzzle image on the back was personally photographed and colorized to match the designs on the front. The cards are wrapped in an envelope with original abstracted and colorized photography printed on it. The envelope is held together by a band that was printed in the same fashion. The envelope and cards, fully assembled, can then be mailed along with a copy of my resume, a cover letter, and a business card, to a designer in my area.

The campaign also includes a portfolio of my collected design pieces from the last three years of my design education. This portfolio exists physically to represent my work after it was been printed, as well as digitally available through my website. Since my interest in a design career is focused on print design and illustration, I took a web design class and learned web authoring techniques in order to be able to produce my own website. The website is not a fundamental part of the self-promotional campaign, but in today’s market it is very beneficial to include a web presence for any business or service. My website also opens another channel of communication with other designers. The site features my illustration work and additional web design work, as well as links to other projects that I have been a part of. The entire digital portfolio does not exist on the website, but instructions to contact me if one wishes to see additional work are included. A typical designer I wish to contact would receive first the mailable package, complete with promotional cards in their envelope, business card, cover letter on my own stationary, and a copy of my resume. The card and promotional package both contain my web address and e-mail. The designer would then visit my site and contact me through the e-mail link or contact me directly from the information on the card. This would complete the purpose of my identity campaign.
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