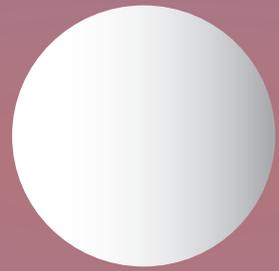


Journeys in Design



*Alan Gossett,
I am who I am...*

page 4

*Professional Integrity
in Graphic Design*

page 2

*Logo Design: from
Concept to Completion*

page 7

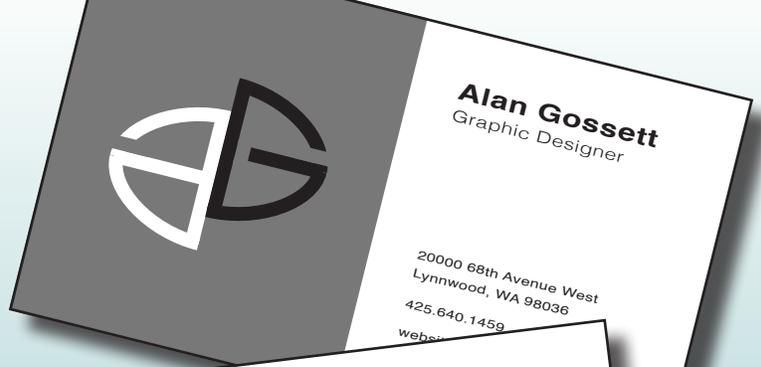


Volume 1, Issue 1
Spring, 2013

Professional Integrity in Graphic Design

Three values that have special meaning to me, in both my personal and professional life are Professionalism, Reliability and Attentiveness. I believe that my professional relationships and the body of work that I produce should reflect and promote my sense of integrity.

I believe that attentiveness for detail is an integral part of design professionalism. The importance of establishing a high standard enhances the perceived quality and value of the project.



In design, little things matter. The curve or weight of a line, the size or position of a shape, the coordination of the color scheme utilized, all speak to the perceived professionalism and importance of the material, organization or person being represented.

“We create value by our enthusiasm for what we do and the integrity & craftsmanship of our process and product.”

Reliability is another essential component of professionalism. Reliability extends not only to trust that the project, component or graphic element will be delivered as promised; but also that input and advice can be relied upon as well.

continued page 7

Cultural... Expressive... Passionate...

The art of the Classical Guitar

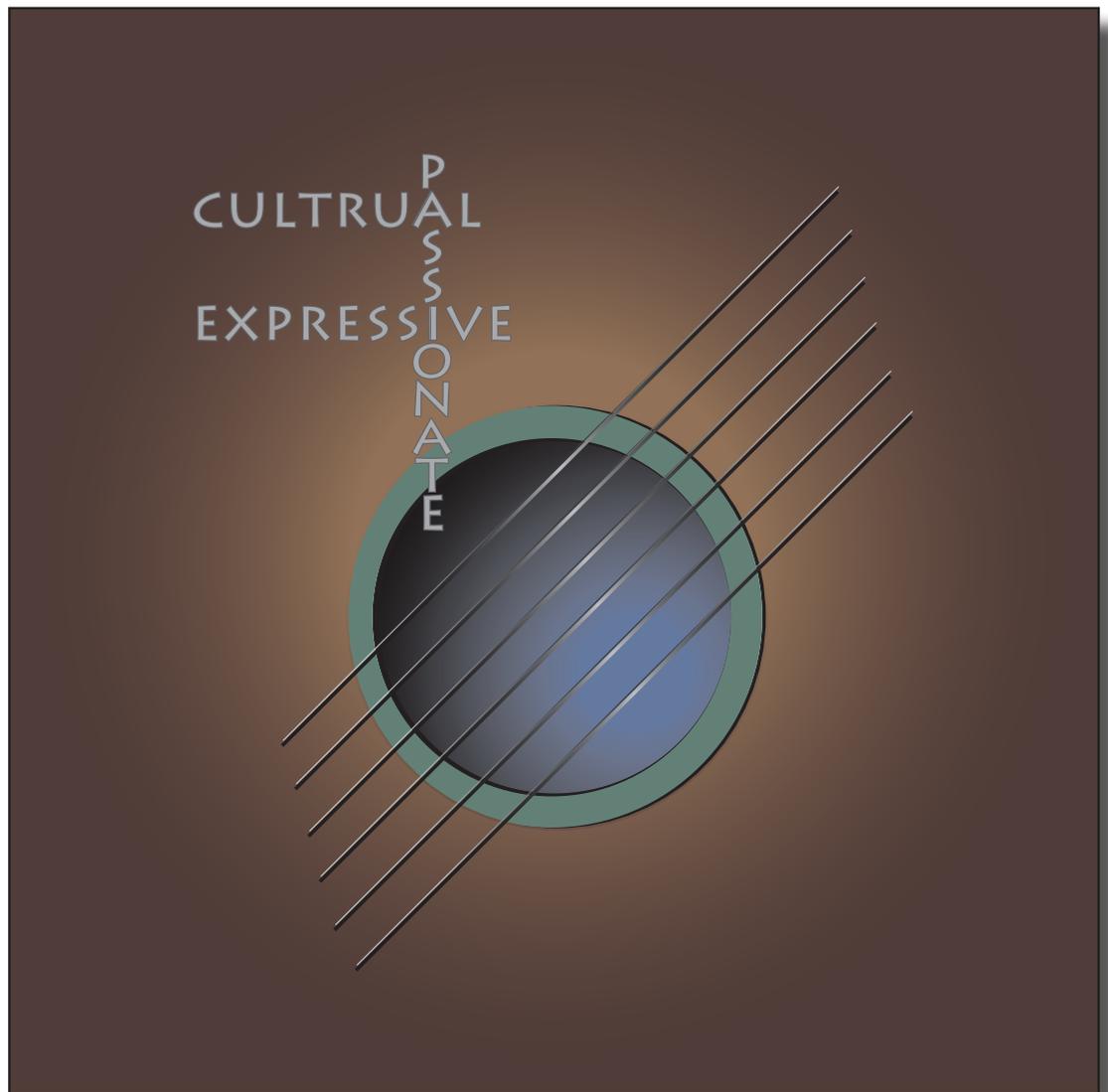
For me, this is the most difficult of the writing assignments that we've been given to date. This is primarily because I tend not to choose specific songs to play to when I listen to music, I select a playlist that is based on a particular artist or genre of music rather than on particular songs.

Because I select music to listen to in this way, even though I definitely have particular songs that I am partial to, I don't have any idea what the names of those songs might be. Although I can say that one of my favorite pieces of music is one performed by Andrea Bocelli, 'Gloria A Te, Cristo Gesu' by Jean-Paul Lecot. Listening to it is like drinking distilled joy.

In general, I tend to favor music that is deeply rooted in a cultural basis and that has an acoustical texture. My favorite style of music is classical Baroque. I believe that the sheer intricacy and complexity of the music is breathtaking, and I have always been amazed that the human mind can conceive and orchestrate such beauty. Another one

of my favorite musical forms is classical or Spanish guitar. The acoustical guitar is such an eloquent and ex-

I also enjoy what I think of as 'World Music'. This is kind of a catch-all phrase that includes Celtic, Mediter-



pressive instrument. In the hands of a skilled guitarist, it can evoke both quiet and passionate emotions. My favorite guitarist include Jesse Cook, Johannes Linstead, Govi, Armik and John Williams.

ranean, Indian and other traditional genres. Examples of artists that I enjoy in this genre would be Loreena McKennitt and Incendio.

continued page 7

Alan Gossett, I am who I am...

In February of 1972, President Richard Nixon went to China. I was ten years old at the time, and I remember watching the grainy, black-and-white images of his trip on the nightly news. The broadcast images sent back to the US were so poor that they reminded me of the images of the first moon landing a few years earlier.

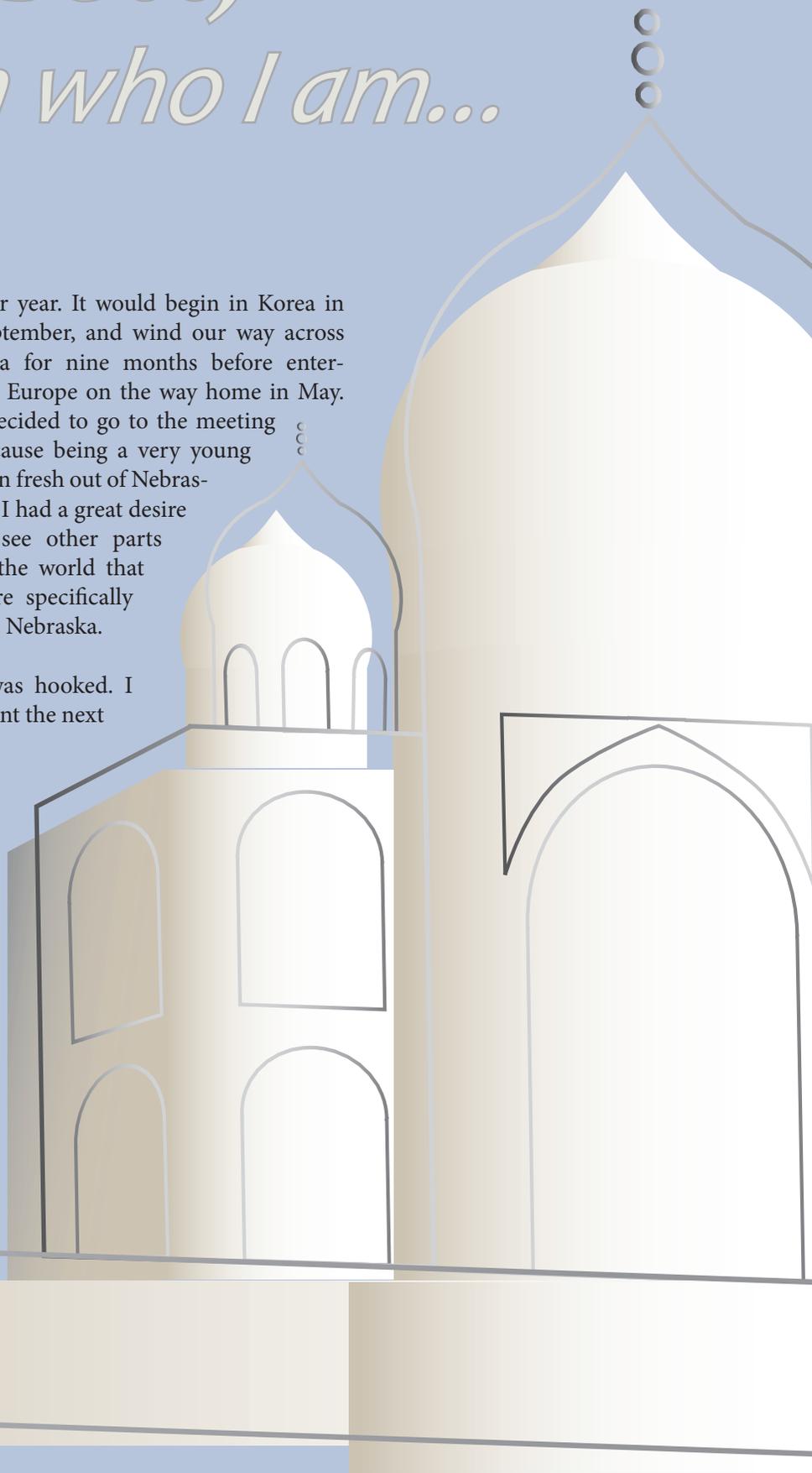
This I found coincidental, because as we watched Nixon tour the Forbidden City and the Great Wall, it was very much like he was visiting another planet. In those days, long before the Internet, China was a mysterious closed country. No one really knew anything about it. “Red” China seemed very much like the “red planet”. And, just as I had when Neil Armstrong stepped onto the lunar surface, I remember thinking that this was a moment when the world changed.

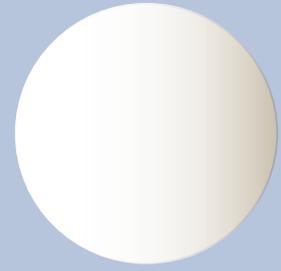
I couldn't have imagined at the time that, in less than 10 years, I would be there...

In my first term in college, I came across a flyer for an informational meeting for a yearlong travel-study program that was going to take place during my ju-

nior year. It would begin in Korea in September, and wind our way across Asia for nine months before entering Europe on the way home in May. I decided to go to the meeting because being a very young man fresh out of Nebraska, I had a great desire to see other parts of the world that were specifically not Nebraska.

I was hooked. I spent the next





Illustrated & Written by Alan Gossett

two years preparing for the trip; and in September 1981; I found myself, along with 45 other students, a professor and his wife on the way to Seoul.

We arrived at night, and gazing out the window of the

bus that was taking us to the University that was to be our home for the

next month, I was entranced watching all of the stores and signs and vendor booths that were so unfamiliar. It also struck me that I had never seriously considered what I was getting myself into for the next nine months...

Korea surprised me. It was beautiful and forested and green. Nothing like the dry, scrubby hill country that I had seen in the TV show M.A.S.H. I later

found out that, during the Korean War, it was like that, but that was the result of the wholesale stripping of resources during the Japanese occupation. The Koreans had since undertaken a massive effort to restore their forests.

From Korea we moved to Japan, and the history, grace and beauty of Kyoto amazed me. Kyoto is so crammed with cultural treasures that not a single bomb was dropped on the city during the Second World War.

In the mountain village of Tara, I visited the Temple of the Lamp that houses an oil lamp that has been kept continuously burning for over 700 years. Imagine the dozens of generations of monks who gave lifetimes of reverent service to maintain this single candlelight of devotion.

Next came China. Now China is sleek and modern and international, but in 1981, it was a country just emerging

from its isolated and agrarian past. It seemed gray and utilitarian.

China was just beginning to tinker with international tourism and we were actually the first American student group to go to China. People were amazed to see us as we travelled throughout the country, and being 6'4", I was clearly the biggest, pinkest thing that they had ever seen! I often had a crowd of curious people following me around as I walked down the street, and I remember looking out a bus window to find several hundred people staring back.

“It struck me that I had never seriously considered what I was getting myself into...”

continued page 6

Alan Gossett, *I am who I am...*

continued from page 5

We visited the Great Wall and the Forbidden City, and while I was there at those places, I remembered those grainy, black-and-white images from Nixon's trip and thought to myself how small the world really was.

From China, we eventually visited Hong Kong, Thailand, Indonesia, Sri Lanka, India and Nepal before continuing on to Europe.

In Benares India, I woke up early one morning and made my way to the Ganges River that flows through the city. I hired a small boat to take me down the river. I wanted to see the life of the waking city. The air was moist and pungent with the scent of flowers and spice and incense, and although it was coolest time of the day, it was still warm from the previous day's heat. It was amazing to see the thousands of people already bathing, washing clothes and getting ready for the day.

I wish I had the space to tell of some of the amazing stories, like hearing two of our group play a flute duet in the Taj Mahal, glowing at night under a full Easter moon. Or the heartbreak of encountering the absolute poverty and misery of abandoned children living under pieces of cardboard on the streets of Calcutta and Kathmandu.

Or funny memories like almost being married off while visiting a hill tribe in Northern Thailand. The tiny, desiccated village matriarch wanted a Westerner in-law and insisted that I pick one of her granddaughters. Or the time I was damned near killed in an unfortunate incident in which I found myself on the business end of an unhappy yak.

My transformative experience was not the result of an individual event but rather a lifetime of experiences compressed into a nine-month period. That trip, more than any other thing, has shaped who I am and how I encounter the world. For that brief time, everything I needed

could be carried in a duffle bag and backpack. It taught me both self-reliance and inter-dependence, the importance of reverence and hu-

mor, patience and compassion, and of living lightly and recognizing beauty in the most unlikely of places.

Even now, after more than 30 years, it is a rare day when the experiences and lessons of that trip don't come to mind. I discovered that sometimes you have to go halfway around the world to find yourself. And I still occasionally dream of the smell of the warm, moist, pungent air of an Indian dawn.

"I discovered that sometimes you have to go halfway around the world to find yourself"

Professional Integrity in Graphic Design

continued from page 2

In his book, 'Brewing up a Business, Adventures in Entrepreneurship', Sam Calagione, the founder of Dogfish Head Brewery focuses on how to establish both an enthusiastic entrepreneurial spirit and sharp ethical compass for building a small business with a focus on integrity, reliability and craftsmanship. Calagione's argues that we create

value by our enthusiasm for what we do, and the integrity and

*"In design,
little things matter"*

craftsmanship of our process and product. It is my goal to always strive

for that standard.

Over the years, I have undertaken various personal and professional activities. Through them all, I have discovered that the aspects of them that I have enjoyed the most have been the importance of design and the sense of craftsmanship.



Logo Design: from Concept to Completion

I began with a design concept of creating a logo based on the symmetry of my initials using a lower case "a" and an uppercase "G" (upper left). The initial designs were prototyped using a Gothic typeface, however, the type proved to be too heavy to be effective for the finished logo. At this same time, contrasting colors began to be experimented with to improve the distinctiveness of each initial. Next, the logo was recreated graphically using line segments (lower left). Various shapes were then explored including: squares, circles & ovals. Finally, after the oval shape was selected, the initials were offset to improve legibility & interest (lower right).



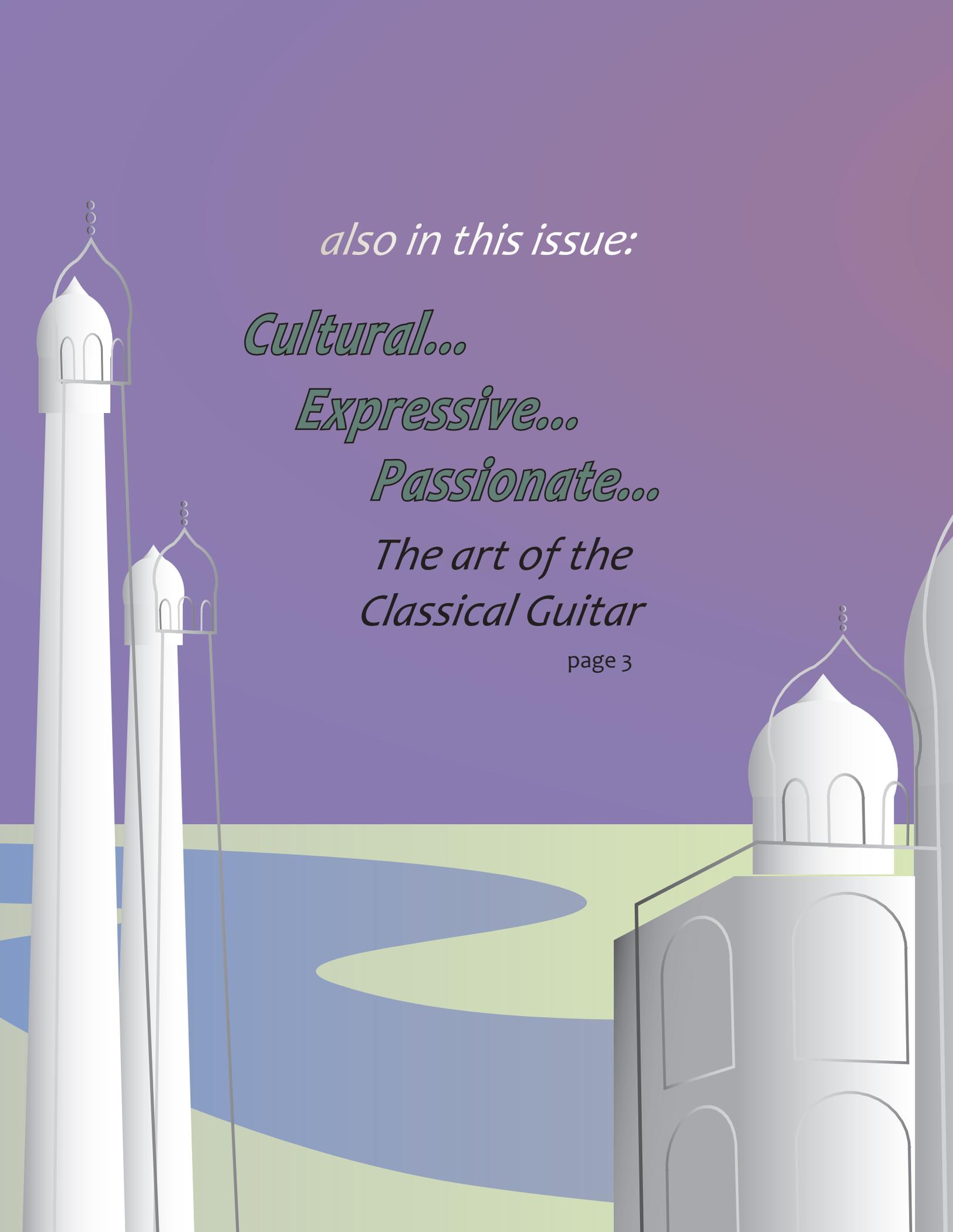
Cultural... Expressive... Passionate...

continued from page 3

The one exception for a memorable song that comes to mind would be Madonna's "Like a Prayer". This song holds a very special meaning for me because it was the song that I learned to dance to. When I was younger, I was very self-conscious, and lacked the courage to try to dance. A close friend, Michael, was an excellent dancer, and whenever we were out together and that song came on, he would insist on dragging me out on the dance floor so we could dance

to the song. Michael was very handsome and attracted a lot of attention when he danced. Our dancing together, taught me some very valuable lessons that I still refer to. At the most basic level, it taught me that I really enjoy dancing; but at a deeper level it showed me that I could have the confidence to disregard what I supposed others might think about me and to do what I enjoy for my own fulfillment.

This song also holds a special meaning for me because Michael ended up dying an untimely death a few years later at a still very young age. Even though it has been more than 20 years, whenever "Like a Prayer" begins to play, my thoughts go back to a very sweet, gentle and handsome young man who had the patience and compassion to teach me to value my own experiences and to challenge my self-imposed limitations.



also in this issue:

Cultural...

Expressive...

Passionate...

*The art of the
Classical Guitar*

page 3