



**A flag**



**that unifies**



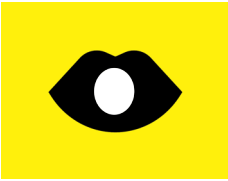


The creation and appropriation of symbols to create meaning is an important part of a designer's toolset – whether on a flag, website, emblem, logo or other context. This first-semester Design Studio 1 unit takes a close look at flags as an example of how symbols can connect (or distance) a group of people. Whether for nations, towns, labor unions, or schools, flags make use of the simplest of forms to communicate various cultural, historical or aspirational qualities of the group. Students performed basic ethnographic research to better understand the values of RISD GD, and to design symbols — sited on flags – that communicate those values.

Students were asked to design a flag to unify the Graphic Design Department — meant to be hoisted high above this building. The instructors of the course are asking you to place your vote for which of these flags you'd like to represent the GD community. You have until election day to cast your vote. (Write the number of one of the flags on the paper provided and place it in the red ballot box.)

John Caserta, Tom Ockerse, Tom Wedell, James Goggin, Keetra Dixon, instructors.

Angie Lorenzo, exhibition design



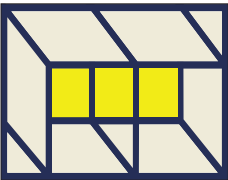
01

on a sunny day,  
When the wind is blowing,  
and the flag is flying,  
And through the pupil of the eye,  
the designer see the whole world wide



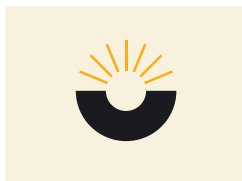
02

It's a squiggle, an arrow, and a path on this flag. It's the logical progression of any project—and maybe even most projects. It's how we solve problems here in RISD GD.



03

My intention in making this flag was to create a simple, distinctive, and meaningful composition that would represent some of the greatest values of the Graphic Design department. The flag is an abstraction of the graphic design center itself; it fluctuates between complete flatness and an illusory three-dimensional space, an optical relationship that has been historically meaningful to the graphic design practice. The triad of yellow squares at the center of the flag represent the illuminated rooms of the department, glowing with inspiration, sun-light, intuition. The gray and blue colors surrounding the squares were sampled directly from the facade of the Graphic Design building. The gray indicates the maturity and humility needed to practice graphic design, whereas the blue represents calmness and rationality. My hope is that this design will be perceived as timeless, sincere, and deliberate in its representation of the values of our department.



04

This flag stands for both the representation of RISD Graphic Design department and the ideal form of how RISD GD should be. Emerging from the half circular form, concentric black lines indicate progressive derived from the tradition and education of graphic design department. The circle created by the forms implies unification, completeness, and continuation. The use of yellow color scheme indicates enthusiasm and optimism. Black signifies depth and tradition.



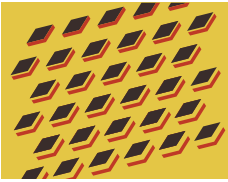
05

The flag is inspired by the grid system that is key to graphic design. The single square breaking the grid symbolizes our vision to break the grid (rules) and form a new environment. The color scheme is inspired by the risd GD website.



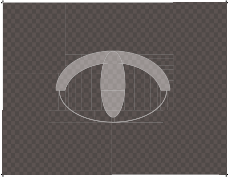
06

My intention, for this flag, is to unite the Graphic Design department under one flag. From the interviews my teammate made for design, he found that not many people in the Graphic Design field feel very united because there's not much use in the common space. Our digital homework encourages Graphic Designers to work individually. As such, I used the imagery of chain in hopes to unify the community that may or may not exist within the Design Center. I hope this flag points out how much we need to link together, like metal chain links. The letters on the flag are written as DC, because white is perceived as closer than the blue. Likewise, letters can also be seen as GD because the light blue pops out more at the viewer than the white.



07

This flag references the method of placing type that is nearly ubiquitous throughout graphic design history, from typewriter keys to the modern day keyboard. The keys transition in perceived depth, visually demonstrating how the keys we use have gradually flattened as technology progresses, as well as implying the abstraction process we employ. For instance, the top rows show clear depth and believably convey a 3-dimensional key. However, towards the bottom, the shape representing dimensionality pulls away until it is obvious that both shapes are flat and 2-dimensional. Of the colors, the dark gray references the standard keyboard colors for the latest Apple computers. The red originates from the Design Center building, and the creamy yellow-orange is reminiscent of how paper ages and the change in coloration for older printed works of design. Thus, this flag unifies graphic designers of all generations and points to our department's distinctive work with typography.



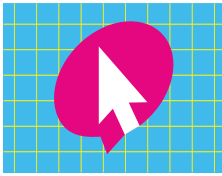
08

Graphic design is a search of new symbolism. Symbolism is educated for common audiences to understand the meaning of those "symbols." It is perhaps a very first language that people learn to communicate. Graphic designers learn and search for these symbolisms and recreate them in contemporary view. As a day speaks for both the cycle of life and continuous time, "symbolic" emptiness of grey checkerboard to vibrant white reflection resembling an eye represents searching eye of graphic designers. It starts with "existing" emptiness that was educated to be empty. Then the searching eye only appears when the surrounding gets dark. This change refers to the graphic designers' recreation of existing symbols and shining computer screen at night. Neon dye makes this gradual change possible. How the dye absorbs light during the day to shine at night is similar to how designers absorb ideas from their surroundings and use them into their design.



09

Sometimes we're off register, and that's ok.



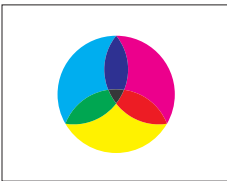
10

This flag combines multiple aspects of graphic design. In the middle, the chat bubble represents communication which is an integral part of graphic design, and inside is a cursor which is a reference to the digital world in which graphic design lives. The cursor cuts the chat bubble into a “GD” (this is very subtle). The design is placed on top of a grid background on which most everything in graphic design is created. Finally, the flag is set in CMYK colors. This flag embodies and unifies the graphic design department through its amalgamation of symbols and properties of the major. The flag’s purpose is to be simple, playful, and efficient in communicating our identity.



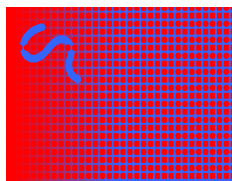
11

The two elements on this flag present the traditional dichotomy between print and digital within the discipline of graphic design — we lie at the center of this flag, at the intersection between these mediums. Nevertheless, we can diverge and choose other options, suggested by the path created by the parallel lines of both objects, that can lead one off into different directions (in this case, towards the bottom left or the top right). This also relates to the divergent thinking many of us utilize during ideation. The folding piece of paper in conjunction with the folding laptop appears to be dynamic, visually conveying how the design process is cyclical in nature.



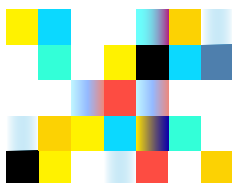
12

My proposed flag is a simplification of the diagram used to display CMYK color swatches. CMYK coloring has an immediate association with printed material, which plays a major role graphic design. The flag is meant to have an allegiance with graphic design without prescribing the field to any one specific interpretation. Choosing to work with the CMYK wheel above other symbols was informed by the idea that flags communicate most effectively through color and form. Color conventions are broken here both through multitude of colors used, and by using colors that differ from those established in heraldry. Form also differs from tradition, opting to render shapes that can’t be easily sewn but instead are more suitable for print. While deviating from practiced flag design, the symbol here maintains that color and form are the primary modes of communication, and for that reason speak to the essence of the flag.



13

Graphic design is a series of small decisions that become progressively invisible as the work emerges.



14

This flag speaks to the digital contemporary mediums we use in the form of pixels, using colors sampled from the Graphic Design building itself. Reflecting on how we work as graphic designers, the individual pixels are distinct, independent squares that metaphorically come together on this flag as a community to exchange and communicate ideas. We are interchangeable, flexible and unpredictable. Thus, the RISD Graphic Design Department should have a flag that is able to regenerate itself. Randomize this design here: <http://playing-with.space/>



15

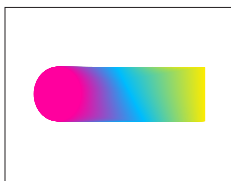
Lowercase g and uppercase D are the two main elements, however, they are not shown in an apparent way. I use the curves reminiscent of the right side shapes of the two characters. People notice the colors at first from a distance, then found out the intriguing curves as they look longer. Lastly, they might figure out the “gD” behind the colors and shapes. I expect this flag could bring the similar experience with graphic design does to people: attractive appearance at first sight followed by more stories about the subject.





16

This flag is uses the simple imagery of the mouse, a tool that is fundamental in the Graphic Design Department, to provide a familiar form that every student in GD can relate to. I modified the icon to spell "GD" to make it more personalized for our department. The circle like form created by the implied wire is meant to represent our tightly knit community, and is a nod towards important designers like Yayoi Kusama who consider circles as perfect forms of design. The gap at the bottom of the circle also suggests an arch to symbolize the importance of Graphic Design in everyday life. Finally the main color, a warm red, efficiently communicates some of the powerful emotions that good graphic design can instill on its viewers.



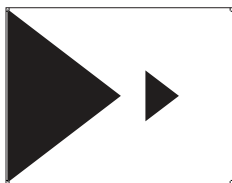
17

By using the colors, cyan, magenta, and yellow, along with the use of shapes, I managed to create this simple yet profound symbol. This flag stands for a complex yet innocent idea that one can create an abstract idea through basic practices, which I think is part of the philosophy of graphic design. Ultimately, this flag's intentions are to create a complex conversation through simple dialogue.



18

Instead of using the word GD, I used RISD and applied the characteristic of Graphic Design on it. When each department shares the RISD identity together, but shows their own features within it, we can get both effects; unifying different departments and giving a specific identity to them at the same time. I think main characteristic of graphic design is a harmony of geometric and organic shape. Circle and triangle is making R, rectangle is I and organic shape is showing S and D. Using a gradient and overlapping each word, tries to make a movement on it.



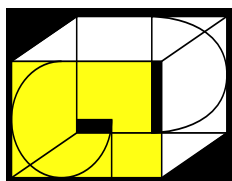
19

The graphic design department is the third largest in RISD, making up 8.6% of the school's population; this is signified in this flag. The larger triangle represents the student body as a whole (2,481 as of last year), and the smaller triangle represents the students in the Graphic Design department (215 students). The flag could be read in multiple ways. It could be seen that all of the departments are part of a whole unified school. A second reading is that we are leading the way into the future. A third is simply recognizing the GD department's affinity for shape and form. And finally, the gravitas of our imprint, both in the school and in the field at large, is represented by the large dominating shapes against the plain background.



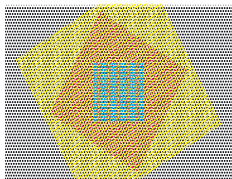
20

This flag is composed of a warm red background and eight white arrows. Four arrows flow in while four flow out. These eight arrows together form a composition that act as a focal point, center of activity, and crosshairs. The composition of arrows represents those flowing in and out of RISD's Design Center building, as well as the information a graphic designer inputs and outputs regularly. When looking at the arrow composition as crosshairs it can be seen as a gesture of positioning or aiming - suggesting we are a community who is goal-oriented. The warm red of the flag represents the intensity at which the students and faculty in RISD's graphic design community work.



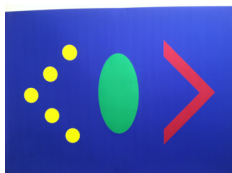
21

Yellow has a strong visual presence in the RISD Graphic Design department – for example, the Design Commons interior and Notices that are posted online or physically in the form of posters in and around Design Center. This bright color is designated as the symbolic representation of RISD Graphic Design on this flag. The flat, yellow rectangle acts as a visual anchor and the bold lines stretch this form into a cuboid. These dimensionalities are connected by the simplified letter-forms of G and D. This refers to the method in which graphic designers work within the conversation of 2-dimensional and 3-dimensional spaces.



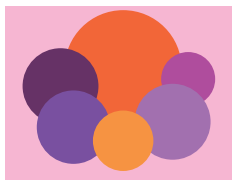
22

There is a specific grammar used in the language of flags and the vocabulary of each can be interpreted freely. This flexibility allows each symbol to engage with the identity of the whole. In contrast to the careful and official manner in which flags are created, and although intended to portray specific ideas, symbols can also change meaning within given social and historical context. With the idea of change in mind, I felt that a flag for the Graphic Design department should be graphically interesting and maintain subtlety, in order to preserve the idea of artistic means or the ability to be poetic. The result is a representation of formal experimentation made with slight modifications to each static structure's placement. It seems as if the moving shapes are primary colors, but please take a closer look—you will find the patterns are printed only in cyan, magenta, yellow and key.



23

First and foremost, defining who we are and what we do in the Graphic Design department at RISD is the essence of designing a flag for the design center. The three forms in this flag describe our core gears as graphic designers to symbolize us. The five yellow circles in the left represents five fingers of a hand. It implies RISD GD's craftsmanship as an organic skill coming out of a hand. The green ellipse in the middle is an eye. Green represents RISD GD students' natural obsession with the visual. The red arrow on the right explains cutting edge-ideas that trigger our practice. The blue background is selected to explain RISD GD students' confidence as growing graphic designers in the contemporary design world. The direction of the three symbols embodies pushing forward our voices outward and giving shape to our ideas.



24

Graphic Design has the effects to expand a community. The works of Graphic Design allows people to connect with one another. On the shallow perspective, Graphic Design can transcend distance to interact with people all over the world. Deeper, we lose ourselves in the technology. Designing for Graphic Design can be a lonely and isolated experience, but RISD GD has expectations that we are meant to come together. The orange circle surrounded by the purple circles represent the people of Rhode Island School of Design who come together to work, and the proximity of each person emphasizes the community we create.



25

The counterforms of the G and D are called out and simplified into geometric shapes for this Design Centre flag. This meaning might not be read at first glance, but the hope is that it will be discovered after prolonged looking – a reward for careful observation. Primary colours are used because they are fundamental and devoid of meaning, but can be combined to produce any colour for any application.



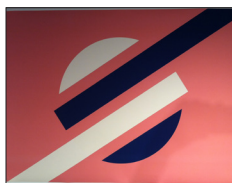
26

Flags and symbols are in many ways dependant on context and interpretation. I wanted to apply this principle to the design center and its inhabitants, and took the common but powerful symbol of the sun and sought to represent a typographer's interpretation. This was relevant as the sun is a universal symbol but its representation depends a great deal on context. The product was the curly quote sun in white on a field of orange. These colors relate both in terms of symbolism and to design, representing energy and creativity but also organization and precision.



27

This flag has for aim to put some of the qualities of the Graphic Design department at RISD on display. Elements such as the CMYK color scheme or the grid represent the technical knowledge and principles upon which much of the work produced in GD is based. Additionally, they symbolize an embrace of both the old and the new; while the computer is a fundamental working tool to the department, there remains an emphasis on the traditional methods and theories that have brought us to where we are now. GD at RISD also maintains a clear focus on experimentation and the extending of rules. This is shown through the slight shift in placement of the shapes, which can also be understood as the letters G and D, or the Design Center in bright daylight.



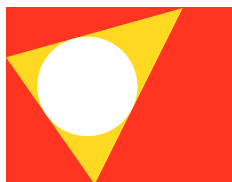
28

The circular form symbolizes unity of students and faculty in graphic design department. The light yellow part of circle represent the faculty members and dark blue part embodies the students. The circle also represent internationality of risd graphic design. The linear lines pointing out of the circle symbolizes risd graphic design's challenging and thinking out of the box. The two colors embodies harmony of traditional and modern elements in risd graphic design. The two lines pointing forward to top right corner symbolizes risd graphic design's motivation and improvement. I used peach color as it is one of this year color palette, giving a sense of modernity. It is also more noticeable as the peach color is contrasted with a blue sky. The flag is indeed abstract, as I want viewers to 'feel' rather than 'think' of the sense of unity in the flag.



29

Frequently, there is a misconception that graphic design is purely a flat piece of digital work, not realizing the true elements that are within that make it dynamic. I created the letters 'G' and 'D' with simple shapes, color play, and expressive detail. In my attempt to speak for the graphic design department at RISD, this flag integrates both aspects of essential components and social experimentation to create a coherent conversation.



30

Graphic design calls for a flag without embellishment. Designers aim for purposeful art, critical refinement and constant ideation and honing. The use of simple shapes aims to capture these most basic ideas. They evolve across the flag twisting and shaping into a more perfect, circular form. The bright red/orange signifies a raw artistic passion honed into creative intelligence which is further molded into the refined, ideal white. Each individual within the RISD graphic design department undergoes this forging process, refining ourselves into the best designers we can be.



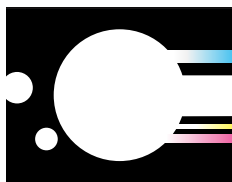
31

Color is such a pervasive part of everything we visually encounter in the world, that for many designers it becomes an intuitive choice. The Bauhaus school understood this in the 1920s and 1930s, with staff and students going on to develop color theories for evoking particular moods and emotions through the choice of palettes in design. Because every designer must master the discipline of color theory, I have chosen a color palette to tie together the department of graphic design here at RISD. The letters “GD” sit among the abstracted color wheel that is the foreground of the flag. The black background juxtaposes with the bright, multi-colored hues present in the foreground, attracting the attentions of passersby.



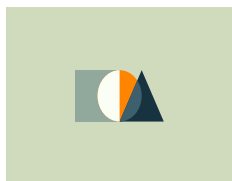
32

The flag as a symbol for Graphic Design in the Design Center, is an abstract representation of elements that come together in different ways. Each person has their own subjective view of what shapes and what entity is present within the flag. For example, some people saw a book, a computer screen, shapes-with and without dimension etc. I created the icon of a flag as I would have for a logo of graphic design and used the entire image as the flag itself. The gradients used to graphically represent movement of the flag material in light, are tools not seen being put to use in the same way by other designers in different creative fields as graphic designers would. I would not see gradients-becoming form and concept-being used for the flag of any other major which gives the flag its uniqueness of belonging to GD.



33

The small circles represent people from all over the world, with different backgrounds, ethnicities, and talents, coming together in RISD GD, represented by the large circle in the center. The lines streaming off the flag represent us going out into the field after graduating and using what we’ve learned and experienced at RISD GD to make the world a more aesthetically-pleasing place. I hope that the community will be inspired whenever they see this flag, and remember the unity that exists in RISD GD and how extraordinary of an experience it is to be in one place with so much diversity and innovative people. I hope that they will be reminded that the years spent in RISD GD is simply a time of brainstorming, experimenting, assessing and improving our capabilities before going out into the field and share our designs with the world.



34

This flag takes basic principles of design and turns them into design elements. I started out with simple geometric shapes like square, triangle, and circle, using basic RGB colors. Then to connect these elements to the building, I use cold colors for the other shapes, with one accent color representing the Design Center. In person, the buildings surrounded by the DC are made of bricks and have warm colors, the DC stands out because of its cold gray. In my flag design, I inverted that, using the warm color as the color representing the DC. Because this is the design of a flag, I only use flat colors, instead of gradient, because it is easier to produce. The integration between the shapes suggesting that even though every departments at RISD are unique and special, there is still a beautiful fusion and blend between the departments. Simple, minimal, and straightforward.



35

The form of this design refers to Graphic Design in more than one way. Not only do the three grouped quadrants refer to the sense of solidarity, but the white quadrant also refers to the distinctiveness of Graphic Design as a field. In addition to this, the division of the quadrants create the shape of G and D, which evidently stands for Graphic Design. The simplicity of the shape makes it memorable, yet allows it to be distinctive. The combination of black, white and red as the color scheme for this flag was chosen because all three colors create a sharp visual contrast and make each element of this flag stand out, rather than blend in. The color red is daring and creates a sense of adventure, while the black represents sophistication and mystery and the white creates the illusion of hope and light.



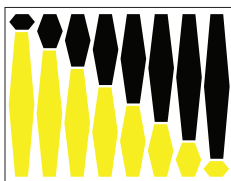
36

This flag integrates the use of primary colours with geometric form of the two letters, 'G' and 'D'. The use of grid system and geometric shapes are inspired by the core principle of design often seen in Graphic Design students' works. However, the letter, 'D', is created in a more simplified form to resemble pixel fonts. This illustrates the importance of Typography class, one of required course in Graphic Design. Even though the two letterforms are arranged in illogical order, they still perceived and read off as one. This represents the fact that design is flexible. Primary colours, which can be mixed together to produce other colours, symbolises how Graphic Design departments catalyses us as RISD students on a path to becoming a better artist.



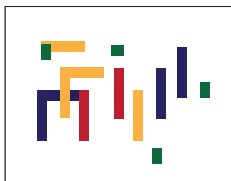
37

Graphic design is a multifaceted major especially at RISD. The way that we create is both experimental and intuitive following a deliberate process while trying to explore all the possibilities that one simple idea can take us. Graphic design as an occupation is to take a problem or a simple idea and add meaning to it. It is our job to find the purpose in ideas and bring them forth in a clear manner so people can understand something in a new and clearer sense. We change the world by changing the way we as a people see the world.



38

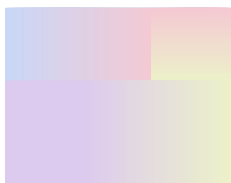
I see the graphic design department, as a variety of viewpoints with the singular intention of clear, visual, communication. We're a department that cannot be unified under a single media, tool box or method. Graphic design is not simply Illustrator or Indesign; it is not a grid system or typography. It is all of those things, being used with innovation, to communicate a thought process. It is creating your own method to organize the eccentricities of imagination and have the result make complete sense. My flag hopes to communicate that very ambiguity and versatility of the department. The pattern depicts the meeting of eccentric and rational, of haphazard thought and stark clarity. The flag represents the beauty of juxtaposition and celebrates the magic of cohesive intention within a group of individuals.



39

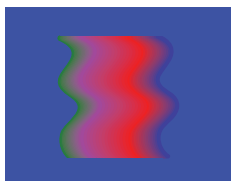
The flag symbolizes the collaboration between those who use the Design Center. Each individual line and shape represents a body of people or a person within the building. The colors are based off of how much each line (group of people) interacts with one another. This is established off of my own observations and this can be interpreted differently depending on the viewer. I believe for anyone in the Design Center community can feel that there are resources everywhere. I hope that when the public see this, they would view it as distinct areas of expertise working together to create a better learning space with everyone.





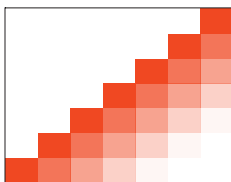
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The CMYK color scheme is what we have to face at the final step of the graphic design which is printing process. Since “CMYK” is so important in the final stage, I decided to use that simple idea for my whole flag. I tried to execute the CMYK palette with pastel tone. A lot of flag already have bold, strong colors and having such a beautiful soft colors out of those strong flags can make it to shine by itself.



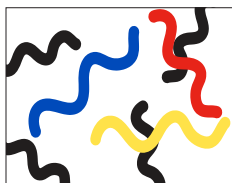
41

The graphic design department is unique and is comprised of many talented designers who come together to create an overall impression of a successful department. In this flag, I blended a series of colours that are found throughout the building. These colours symbolize how the graphic design department works as a unified community. Additionally, the shape is constantly flowing which would allow it to react to the wind in a unique way. It mimics the motion it would make in the same way that graphic design often mimics life. This blended wave comments on how graphic designs are like mysterious images from the perspective of a non-major— but a graphic design student has the ability and unique eye be able to recognize the nuances and process of design.



42

This flag is inspired by the iconic red staircase, which stands in the heart of the Design Center. The staircase acts as a central passageway for all inhabitants of the building. This includes students of GD and Photography, as well as faculty and custodians. It symbolises an in-between place which unites people, places, and ideas. The staircase is composed in a grid-like manner, this is in reference to the principles on which GD is based upon. The gradation applied, recalls the pixels in bitmap graphics, a link to the tools that Graphic Designers use on a daily basis. Flown above the building, the flag would give off a message of positivity — the only way is up.



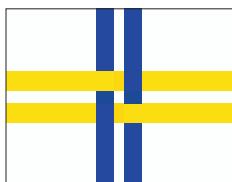
43

There is a basic freeness and lack of grid in the flag, which is contradictory to the idea of everything being on a grid in the field and department of graphic design. This is meant to show the freeness of students to express themselves and experiment. The flag's colors, (primary hues), indicate the starting point of all projects, of all physical graphic design's colors. Red, blue, and yellow are meant to show that RISD's graphic design department has room for students to grow and mature throughout their time here, but start with the basics and have plenty of wiggle room (shown quite literally in the squiggles). A playful pattern that is meant to channel some of the more free-flowing, fun and energetic people, projects, and teachers who can be found in the plain building.



44

The flag has nine lines, representing the nine floors of the design center. Because graphic design is largely concerned with communication, the lines grow longer as they move out from the flagpole, like waves of sound broadcasting outward. There is a sense of amplification in the flag, of trying to reach out and connect, that is also important in graphic design. The yellow color is symbolic of the sun and energy, as the design center is a place of creative energy where people meet to learn, collaborate, and make work. The triangular formation of the lines also resemble stairs, referencing a journey or progress and the many staircases in the design center itself.



45

The flag consists of four rectangular shapes that overlap each other. These overlaps represent crossover between the two disciplines in the building, Photography and Graphic Design, and also symbolize the relationship between Design Center and its surrounding, Providence. How we are influenced by the city and how we react to it. The two colors I chose to use in the flag represent these crossovers as yellow and blue are predominantly found colors in both Graphic Design and Photography departments, and also because yellow represents the building while the blue represents the Providence River, a distinctive feature of the city.



46

This flag is designed to create a memorable visual association with RISD's graphic design department. To represent our fundamental digital medium, the design consists of large black pixels that form a G, D, and line underneath the letters to create a smiley face. Its simplistic elements symbolize aspects of graphic design such as typography, communication, and identity that can exist digitally and non-digitally. The flag's yellow color is meant to be distinctive at all times throughout the day and convey a message of positivity and creativity. As designers, we must be inspired, efficient, creative, and professional. The flag therefore represents a monument of GD that unifies students under an identity of GD and remains timeless despite future renovations.



47

The flag consists of nine overlapping curves and a red circle on a yellow background, showcasing some of the main elements of design, such as line, color and shape. The usage of yellow corresponds to the dominant yellow graphics found in Design Center, which gives out a vigorous, energetic atmosphere, while the nine lines correspond to nine floors in the building. The presence of repetitive curves highlights the dynamism and versatility of Graphic Design as a major, with many curves are left unfinished or extended beyond the frame to suggest an ongoing process of creating and exchanging ideas between students and faculties. The overall composition also suggests an incomplete image of an eye looking directly at the viewer, suggesting Graphic Design as a major of visual reception and creative, open-ended vision.



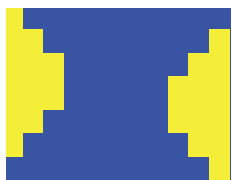
48

Graphic Design is about interaction. Not just with technology, but with one another. Too often, we lose the core concept of generating ideas through a more humanistic way as opposed to digital space. This flag design indicates the basic structure of how we work in the GD building: in groups. We discuss, we brainstorm, we critique, we are actively helping one another be better. It is composed of seven yellow rectangles in motion—coming together. Each rectangle symbolizes a person. The flag shines in the night. It is a flag expressing the central foundation of Graphic Design: the students.



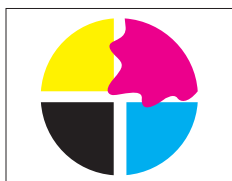
49

The concept behind the design of this flag is meant to show the unity, and direction of those in the GD department. The black lines symbolize the students/professional graphic designers in the department, moving parallel to each other showing that we are on similar paths yet still maintain different views. The lines are going in unexpected directions to represent the way the graphic design field demands and pulls designers in directions that may not have been anticipated. The Black circle in the top left corner symbolizes the timeless and fundamental design elements that have been taught in the department. The black circle hangs above the black lines, like the fundamental lessons learned hang above all of us in memory, and are applied to our work as we continue our paths as graphic designers.



50

The most memorable, successful and internationally recognized flags seem to have a very stark simplicity to them. This also means that the flags that are known as the best at what they do can use just two simple, block colors and flat shapes to represent, for example, whole countries of people. This flag uses the two main colors that many people aware of RISD's Graphic Design Department would use, or think about to represent the department. The flag uses two main components, however the yellow 'pixelated' element has been split and placed in a way that could be seen as a way of showing the flag in a non-traditional sense of continuing on past the edge of the flag, and even possibly wrapping around to create the full yellow shape, another unconventional way of looking at a flag.



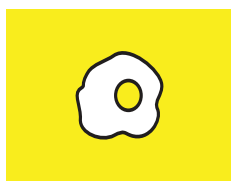
51

The use of the CYMK color scheme in this flag represents one of the important elements of graphic design: printing. The overall shape of the flag, the circle, is inspired by the Japanese Mon symbols that were typically circular in shape. Graphic designers are often rigid and value grids as well as organization. Because of this, I chose to divide the circle into a grid shape. However, we also value creativity and thinking outside the box. I incorporated a balance of these two values by distorting the shape of the magenta quadrant. This flag will be viewed differently depending on the weather and color of the sky on a given day. On cloudy days, when the sky is white, the white background of the flag will become less noticeable against its surroundings while the shapes in the middle will stand out.



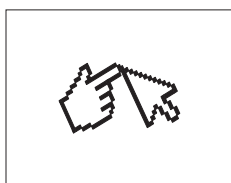
52

When I imagine one way to unite the graphic design the department, I think of colors that unite us as primarily digital designers. The CMYK color palate is iconic and used by our department everyday to print our hard work, and that's why I chose to depict it on my flag design. I decided to include grey and white on the flag as well, as those are two colors that are very commonly used by the department.



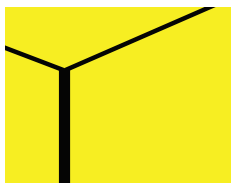
53

Why a sunny-side-up egg can be the symbol of our department? A symbol represents something abstract, so the symbol itself should not be abstract. Often, a thing that everyone can recognize works the best. Image-wise, it has the yolk as a circle in the middle, perfectly geometric and constructive, and the white with an almost random contour expressively. The white part is bigger, telling that GD courses at RISD are more about Expressionism because we students would deal mostly with Constructivist ideas when we get out to work, which is the smaller but core part of the egg. Color-wise, yellow represents our department well; black and white represent timeless design. Meaning-wise, we are still immature students but we can compete with experienced designers and work just as well, like both eggs and chicken can be delicious. And a fun design isn't bad, is it?



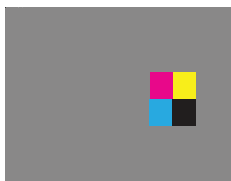
54

Graphic design is often thought by other majors as something within the computer, and thus sometimes even cold and void of human contact. Yet graphic design, and especially RISD graphic design, is something that is impossible without people. People are crucial in the RISD graphic design department. The Design Studio course that the department offers is something very unique, with everyone in the major attending a same class. It is a major that operates on cooperation and connection. With the hand and the cursor touching each other, I wanted to emphasize the collaboration among people and between people and technology, which I believe is a crucial part of graphic design. RISD GD also often branches out from the building and the major itself, and collaborates with other majors via designing posters or identities. I hope the touch communicates such as well. RISD graphic design is complete by the touch of collaboration of people, and of the school.



55

The lines placed at these angles create a perspective that is reminiscent of the corners of a room. The yellow of the wall is a reminder of the yellow walls at the GD commons. It is a representative of the space that keeps up connected together as well as the place we work. At the same time, the lines can also be interpreted as the outer corner of a box. As graphic designers, we are asked to work both within a certain guidelines of rules but also to push the limits of those rules. In order, to do that we must also think outside the box. This flag expresses the duality of inside vs. outside while using simple elements of line and color.



56

Inspired by the traits I see throughout the RISD Graphic Design building, the structured square shapes used in my flag represents many common things I come across in the building. The shape of the actual building itself including all the windows are square or rectangular. The computers/ laptops, posters that are hung throughout the building, and even the tiles of the floor are square. The use of CMYK for the four squares portrays the element of printing, while the tight proximity of these squares represent individuals coming together to create a department diverse in creativity. The gray background is meant to be plain and dull to simply accentuate the four squares of colors. Lastly, the placement of the color boxes to the right was so that it is still visible while the flag is not flying but can be better seen when the flag is carried by the wind.



57

There are endless ways to symbolize the graphic design department here at RISD. I have chosen to use symbols from something I see everyday as a GD student. The blue lines signify two laptops, as seen from a side. The intersection of screens portrays individuals sharing ideas and communicating with each other. I chose primary colors that are simple yet energetic. The contrast of warm and cool shades symbolizes our ability to create communicative and imaginative work using something as rigid and cold as a laptop.



58

Instead of using simplified language GD to represent the department and Design center building, and simple “non straight” line is created. In design field, it’s usually hard to determine what is right what is wrong. You could go close and observe what you have seen, but not give a first idea just after a glance. The symbol of “non straight” line is trying to talk all the audience, everybody could have their own definition. People can walk by consider it as a straight line, and others can said is a fake line or intentionally to be wrong.



59

The Graphic Design department is composed of individuals from a wide variety of different backgrounds, each working with their respective medias. We are abstract but also academic, digital but also still traditional. One symbol that I’ve come to interpret as a large part of what we do in GD is the angle of the students’ computer screens. This stands as an angle of operation for the GD student body. The black and white color palette not only helps highlight the symbol, but also helps keep the visual clutter to a minimum. This draws upon both the sense of cleanliness and precision of graphic design.



60

The flag is based on a concept about not inventing, but finding. Wooseok Shur, a graduate from RISD and a member of “With Projects” design studio in New York, shares his personal thought on design in Typography Seoul’s article: “I think about how to combine and analyze the existing visuals and ideas rather than creating new things. In today’s world where anyone can design, it’s more important to raise something that anyone can do to the next level.” Likewise, the flag utilizes the title logo for the Rhode Island School of Design Portfolios page, manipulating a pre-existing design form into a simplified visual language. Simple shapes and forms are the fundamental elements of graphic design and are emphasized in the flag, balanced with the use of repetition and reflection. The background color specifically represents graphic design department of RISD as the color is prominent in the design center.



61

This flag reflects the community and spirit of the Graphic Design Department at RISD. The playful, yet strong gestures created by graphically interpreting the ascension of the Design Center's nine floors creates motion, but still exudes a timeless rooted sense of tradition.



62

At the Rhode Island School of Design, there are a multitude of disciplines and studies that embody the elements and principles of art and design. Many of these disciplines are represented in the colors of this flag. One of those disciplines, Graphic Design, is often referenced as being all encompassing. As it is a very central pillar to the field of art and design, it has been placed in the center of this flag. With its placement in the center, it has been enclosed with the letters "RISD", thus lending to the idea that RISD is centrally themed to the field of Graphic Design. The choice for colors of which compose the rectangles have a duality to their meaning. This being that all art is centrally bounded by the colors Red, Blue and Yellow. However, with print, the field of Graphic Design is bounded by Red, Green and Blue.



63

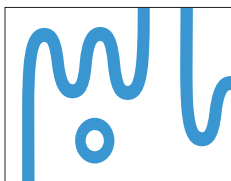
Graphic Design uses a variety of mediums and tools to construct visual messages for the ease of the public eye to understand. One aspect that unifies us is the idea that no matter what way we choose to convey our message, colour is our strongest asset in giving a strong visual impact to the viewer, hence the base colour wheel centered in the flag. The circular shapes not only show the unifying of the basic colours that we use and combine in our work, but also the combination of each different way of thinking from each student in one unified department.





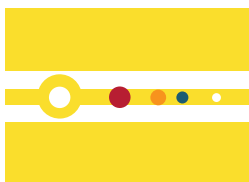
64

This flag is an abstraction of the staircase found in the GD building, both physically and symbolically. The red mimics the red of the rails of the staircase. Not only is it a physical method of how students reach their classes, the staircase also represents the steady ascent in experience students become more matured in graphic design. The four grades at RISD are represented here as four dots. The yellow represents the freshman, fresh and perhaps unsure about graphic design. The rest of the dots are red, as to suppose their commitment to the department. The top left corner features a dot departing the staircase, as to represent the fully experienced senior in graphic design, propelling themselves into the world.



65

At the end of the day graphic design is about communication--regardless of whether that articulation is difficult to grasp or it informs so directly you don't even notice it. It's about giving imagery meaning. I wanted the Design center flag to communicate information about the design center itself. Drawing inspiration from maps, I based my flag off of the building's proximity to the canal. By name RISD is inextricably linked to its context, and however digital and therefore intangible our medium is--we are still provided with a physical location—a place of collection, sharing, and collaboration. Regardless of where we end up, where we have ended up, or what we end up doing--this location is something we all share, something that links us together as a department.



66

Graphic design department has a good discipline that has tradition in history. This continuity in our community responds to anything that is happening right now and anticipate what is happening in the near future. This flag elaborates the idea of how GD connects many disciplines both inside and outside of the department. Not only it connects from freshmen who desire to be in the department to seniors who are soon to graduate, but also it connects with other departments. The yellow line in the middle holds double meaning; it represents the growth and connection. We continue to grow as we continue to respond to things that are happening. Also, we associate with other departments that are out of our area. The round symbols in the middle are groups of individuals that exemplify head department, seniors, juniors, sophomores, and freshmen.

01 Sophie Xin Er Jiang	42 Kevin Dong
02 Eliza Chen	43 Zoe Schneider
03 Zoo (Lorenzo) Somaini	44 Karen Guan
04 Henry Song	45 Ga Hyun Karen Yoo
05 Mac Wang	46 Ashley Min
06 Michelle Lu	47 Anh Le
07 Wendy Yang	48 Kate Mao
08 Young-Eon Kim	49 Jack Yuen
09 Nathan Wonng	50 Urooj Ali
10 Gabrielle Widjaja	51 Sophia Spitulnik
11 Rohan Chaurasia	52 Danielle Moalem
12 Max Crawley	53 Kiro Xie
13 Julian Kelly	54 Ja Yoon Lee
14 Stephanie Winarto	55 Candy Wang
15 Wei Wang	56 Elizabeth Lee
16 Isaiah Gernhardt	57 Rhea Jain
17 Arthur Kim	58 Kiara (Wenxi) Zhang
18 Goeun Park	59 Alberta Wang
19 Angela Torchio	60 Hyeon Noh
20 Chris Cote	61 Joshua Shao
21 June Yoon	62 Michael Tollestrup
22 Eury Kim	63 Mercedes Affleck
23 Jieun Kim	64 Matthew Ho
24 Melody Xu	65 Nicholas Konrad
25 Marcus Peabody	66 Toni Choi
26 Brigitte Breaux	
27 Theia Flynn	
28 Natvipa Tejapaibul	
29 Katherine Vizcardo	
30 AJ Hansen	
31 Bre Huang	
32 Malika Nanda	
33 Jessica Lin	
34 Ryan Nguyen	
35 Tanya Agarwal	
36 Ting Loetaphirom	
37 Aeden Clark	
38 Anya Parakh	
39 Samantha Wang	
40 Min A Sohn	
41 Katie McIntyre	



