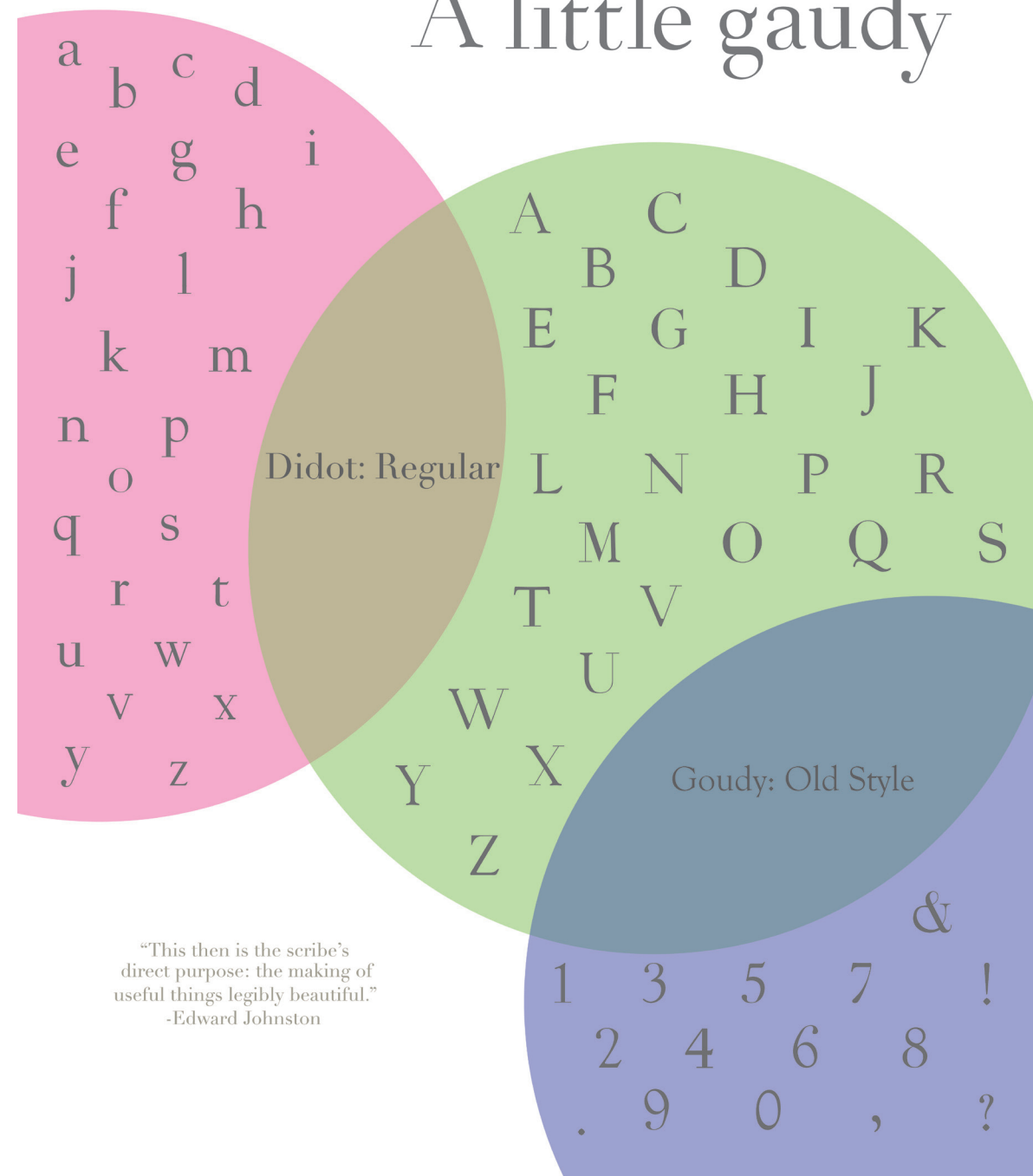


# Kathryn Kendall

GIC Studio Fall 2011- Spring 2012  
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# A little gaudy



A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z  
1 2 3 4 5 6  
7 8 9 0 . , ! ? &

# Condensation

A B C D E F G H I J K L , ' M N O P Q R S T U V . ? W X Y Z a b c d e f g h & i j k l m n o p q r s t u ! v w x y z 1 2 3 4 5 6 7 8 9 0

Geneva: Regular

"There are now about as many different varieties of letters as there are different kinds of fools."  
- Eric Gill

Futura: Condensed Extra Bold

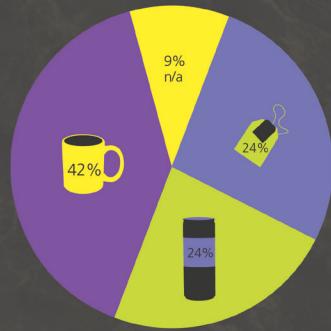
A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z  
1 2 3 4 5 6  
7 8 9 0 . , ! ? &

# LIQUID ENERGY

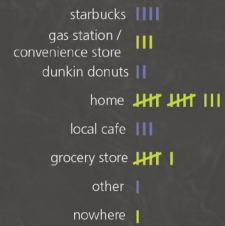
PICK YOUR POISON

College students are often lacking in their energy levels. In order to compensate, they drink caffeinated beverages. 33 Ringling students and faculty were surveyed to determine the caffeine intake habits of people on campus. These are the results.

## WHAT TYPE OF CAFFEINE DO YOU DRINK THE MOST?



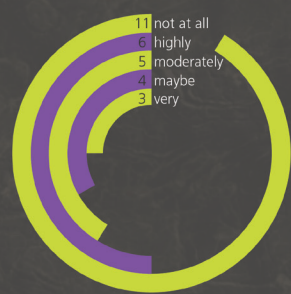
## WHERE DO YOU GET IT FROM?



## WHEN DO YOU DRINK IT THE MOST?



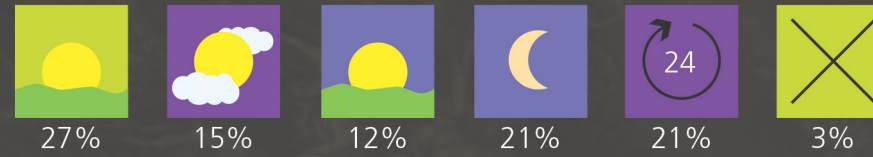
## HOW ADDICTED ARE YOU?



## HOW OFTEN DO YOU DRINK IT?

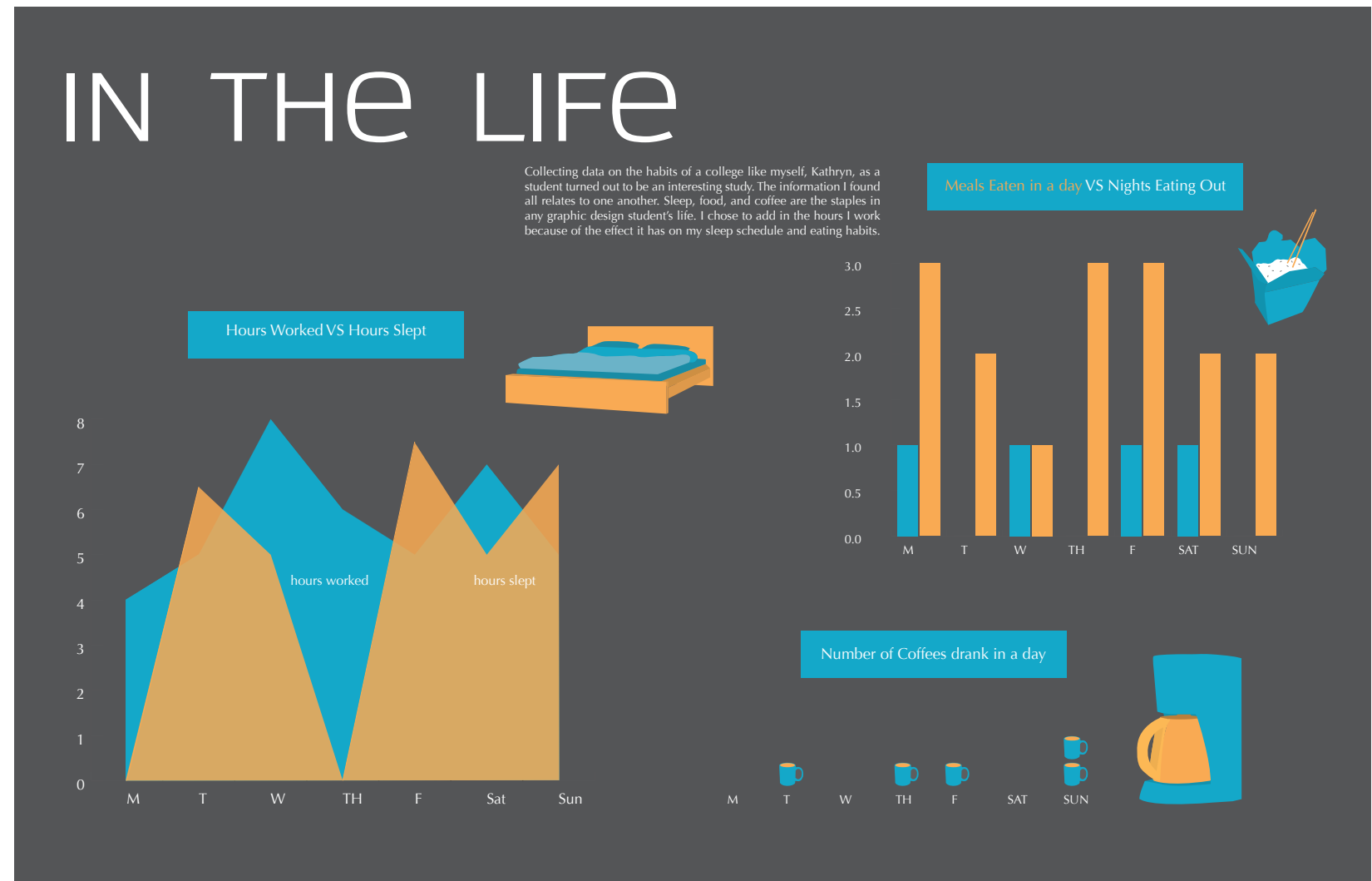
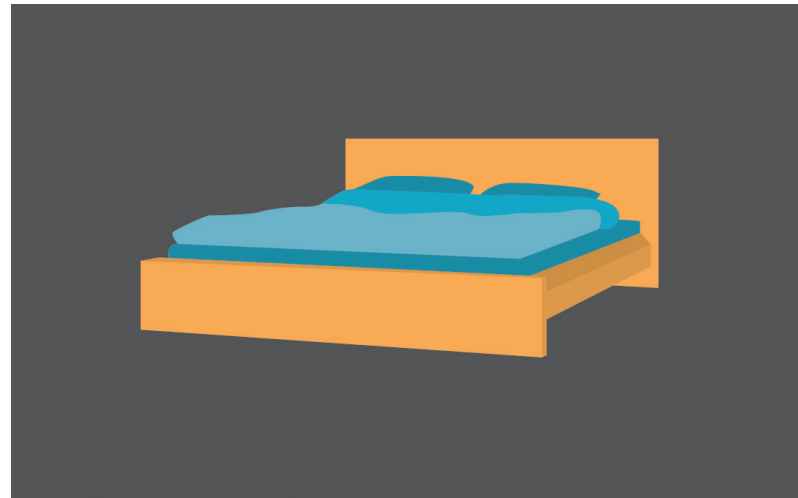


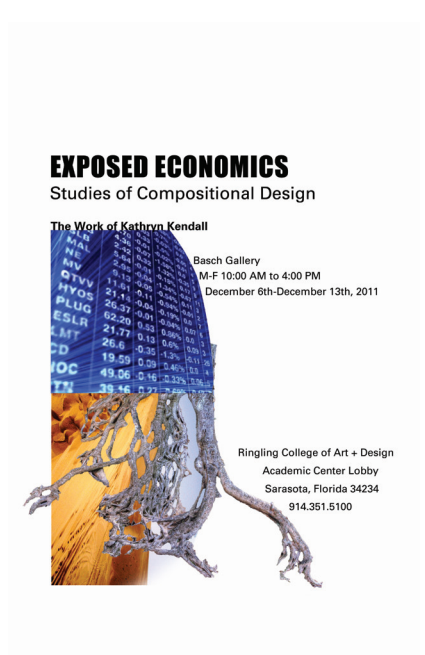
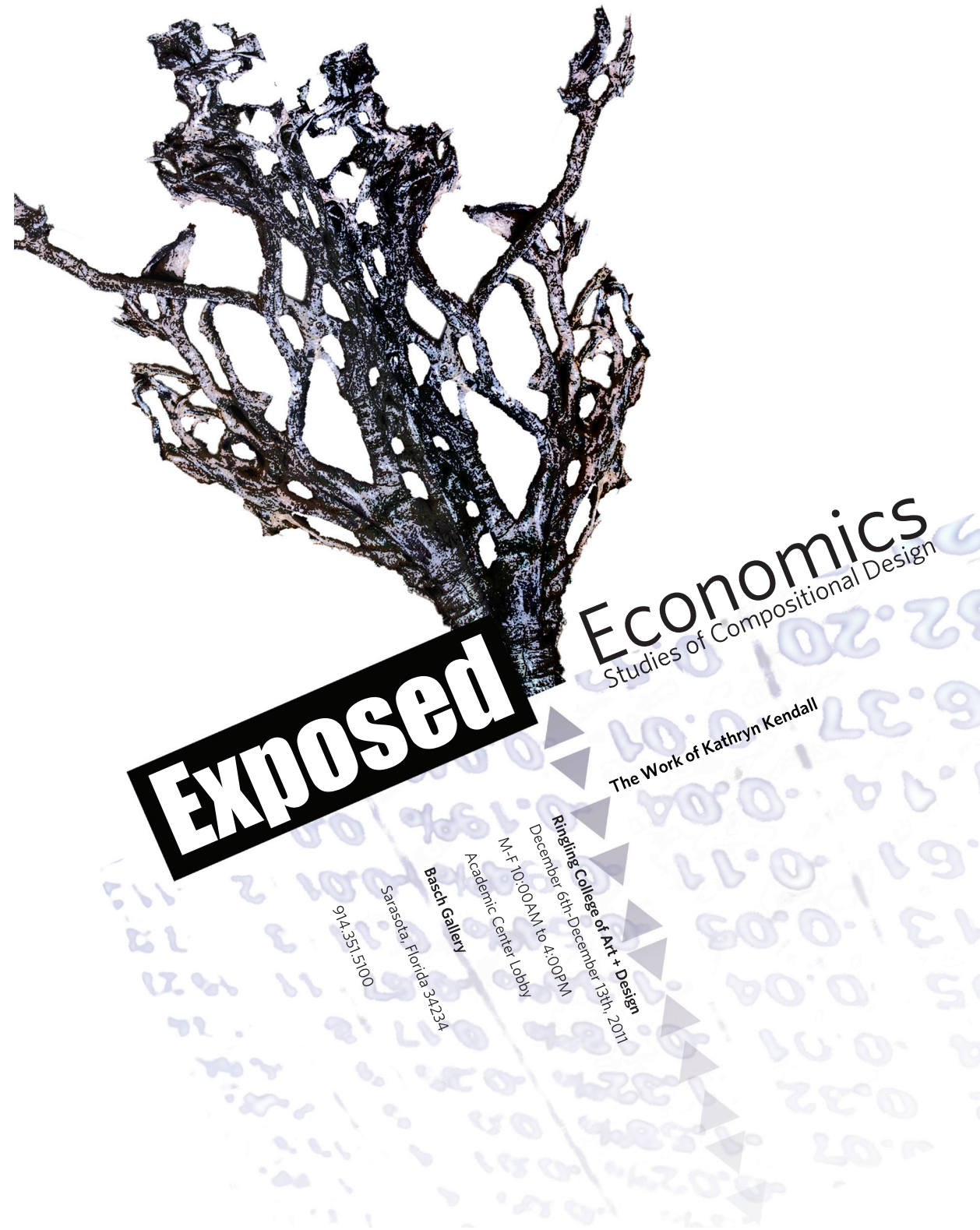
## WHEN DO YOU DRINK IT THE MOST?



## HOW OFTEN DO YOU DRINK IT?







**Kathryn Kendall**

Project Description: Using a randomly generated phrase a poster was created to advertise for a gallery. Programs Used: Adobe Photoshop CS5.1, Illustrator CS5.1

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# WRIST WATCH

### Culture

**Status**  
Wrist watches serves a powerful purpose to make a person look important

- Money
- Army
- Jewelry
- Pilots

**Novelty**  
Many people bought wrist watches at theme parks and they hold precious memories

- Theme
- Pilots
- Money

**Necessity**  
Although many professions no longer need watches to keep time, some still use them

Medical professionals

- Pilots

**Ritual**  
Many ritualistic habits are associated with wrist watches, they are traditions still practiced today in many places

- Tapping the watch face
- Left or Right wrist
- Given as gifts
- Heirlooms

### Setting

**Necessity**  
Wrist watches have been a necessity for many business people over the years

- Appointments
- Work
- Looks good

**Fashion**  
Wrist watches are a fashion statement for many designers that enhance a look

- Looks good
- Status

**Office**  
Wrist watches are used in the office to keep status and time

- Appointments
- Work
- Looks good
- Status

### People

**Seniors**  
Seniors have been using wrist watches for years, and to them it is a necessity to have

- On time
- Effective
- Happy

**Children**  
Children today are given a watch to learn to tell time, but some see it as a toy

- Toy
- Unnecessary
- Learning

**Fashionistas**  
Although seen as only a piece of jewelry to make an outfit, they still serve a function

- Looks good

**Businessmen**  
Businessmen use watches to make a good impression and make themselves look powerful

- On time
- Good impression
- Looks good

### Technologies

**Cell Phone Watches**  
Wrist watches have left being simply time pieces in the past, and are developing for the modern world

- Pocket Watches
- Batteries
- Clocks
- Crystal Oscillator

**Date**  
Wrist watches evolved to show dates in the 1940's and that started changing the way watches are viewed

- Pocket Watches
- Batteries
- Clocks
- Crystal Oscillator

**Waterproof**  
Wrist watches first became waterproof in the 1920's, and today a waterproof watch is a basic thing

- Batteries
- Wind-up
- Clocks
- Crystal Oscillator

1900's

Wrist watches were first used in the Boer War in South Africa (1888-1902)

1920's

The Rolex Oyster was first developed in 1927 and is the first waterproof watch

1940's

The Rolex Date which was released in 1945 is one of the first watches to have the date on the face of the watch.

1960's

Companies figured out how to use quartz to power the watches, and the company Girard-Perregaux released one of the first watches using this technology

Future

Watches are evolving and some have cell phones in them, although vintage style watches are still popular in some areas.

**Kathryn Kendall**

Project Description: We were given an object that changed the world and mine was the wristwatch. After researching the watch I created a large poster to display the history and uses. Programs Used: Adobe Photoshop CS5.1 and Illustrator CS5.1

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Kathryn Kendall

Project Description: After creating a set of icons following a theme using pieces from Bold Helvetica, a poster was made to show the theme and selected icons.

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