

“HOW”

Go to school.
Read. (Read a LOT)
Listen.
Look around.

Flagstaff, Northern Arizona University (NAU)

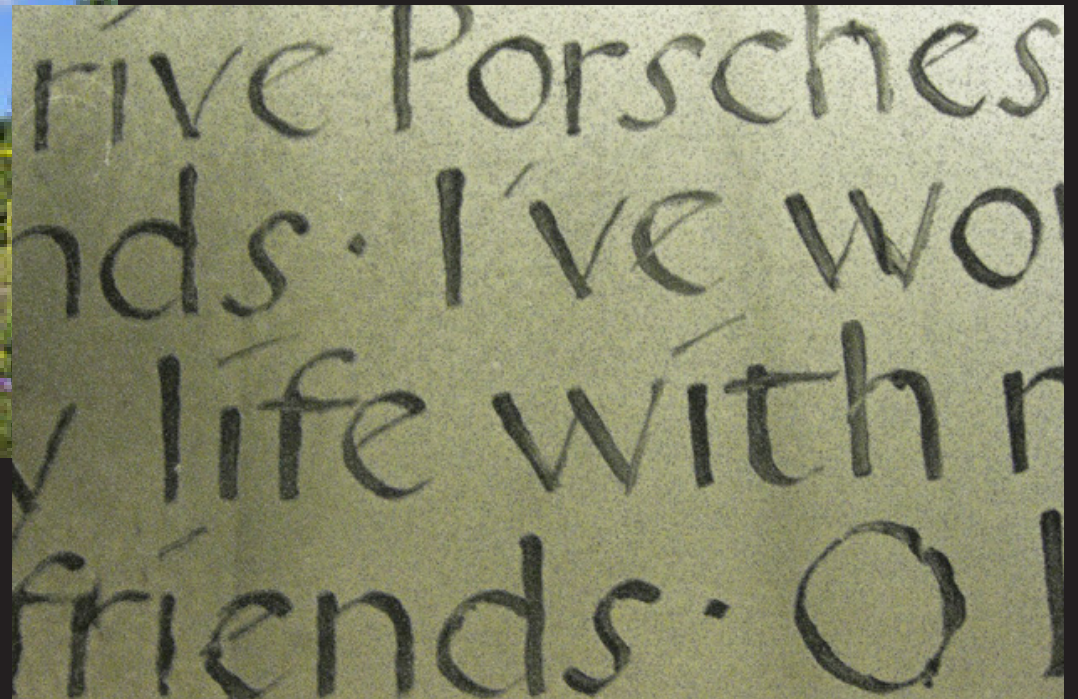
1982-3

Out of the heat!

General academic classes

Calligraphy—first art class ever

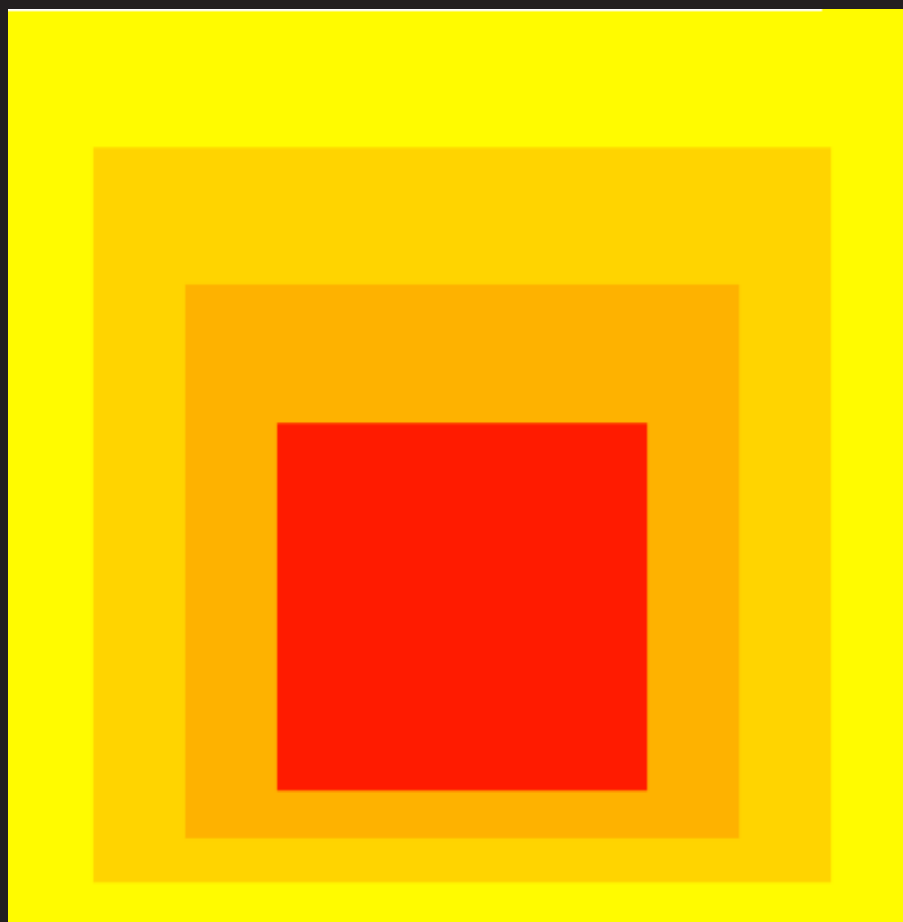
Prerequisites for graphic design



Phoenix / Tempe, Arizona State University (ASU)
1984–88

One year of basic art work:

drawing, color theory, 3D studies, art history



Apply to the graphic design program:

Need portfolio of basic work, complete a multi-level test

250 applicants in 1985

45 accepted, people cut every semester of 3-year program

“Kleenex box semester review”

27 graduated in 1988

1985 — I got in (barely)

1988 — I graduated!



Rob Roy Kelly

ASU Graphic Design
Program:

Based on Basel School
of Design (Switzerland)
and Yale College of Art
& Design

See Principles PDF

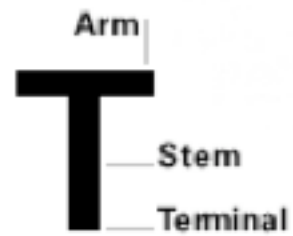
See Perceptual Studies PDF

See Visual Communications PDF



Revelation #2:
Collect visual experience!
(see lots of things)

Arm
Stem
Terminal

A diagram of the uppercase letter 'T' in a serif font. Three labels with leader lines point to its parts: 'Arm' points to the top horizontal bar, 'Stem' points to the vertical bar, and 'Terminal' points to the bottom of the stem.

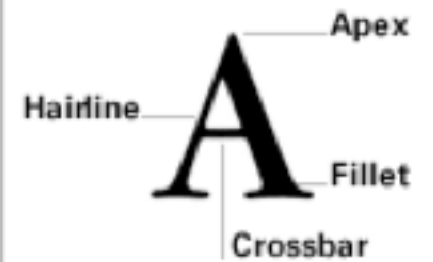
Shoulder
Stroke
Tail

A diagram of the uppercase letter 'R' in a serif font. Three labels with leader lines point to its parts: 'Shoulder' points to the top curve, 'Stroke' points to the main vertical body, and 'Tail' points to the bottom curve.

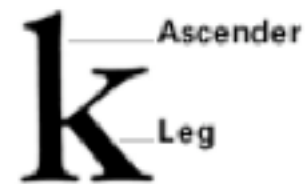
Spine

A diagram of the uppercase letter 'S' in a serif font. One label with a leader line points to the main vertical curve, labeled 'Spine'.

Apex
Hairline
Fillet
Crossbar

A diagram of the uppercase letter 'A' in a serif font. Four labels with leader lines point to its parts: 'Apex' points to the top point, 'Hairline' points to the left diagonal stroke, 'Fillet' points to the right diagonal stroke, and 'Crossbar' points to the horizontal bar.

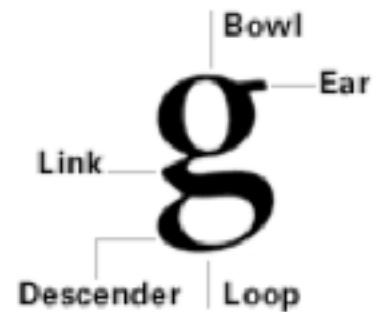
Ascender
Leg

A diagram of the lowercase letter 'k' in a serif font. Two labels with leader lines point to its parts: 'Ascender' points to the top vertical stroke, and 'Leg' points to the bottom diagonal stroke.

Eye

A diagram of the lowercase letter 'e' in a serif font. One label with a leader line points to the central opening, labeled 'Eye'.

Bowl
Ear
Link
Descender
Loop

A diagram of the lowercase letter 'g' in a serif font. Five labels with leader lines point to its parts: 'Bowl' points to the top curve, 'Ear' points to the top right curve, 'Link' points to the middle vertical stroke, 'Descender' points to the bottom vertical stroke, and 'Loop' points to the bottom curve.

Serif
Counter
Spur

A diagram of the uppercase letter 'G' in a serif font. Three labels with leader lines point to its parts: 'Serif' points to the top horizontal bar, 'Counter' points to the main body, and 'Spur' points to the bottom horizontal bar.