

Emma Woerle
Design Systems
Spring 2024

CET

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1001
1aagse
1111m
1111g



Lipstick
romanace
divorce
nail polish
clothing print
floral pattern
makeup brand packaging
phalic shapes
looking through a window
rearwindow defroster
scrapbook



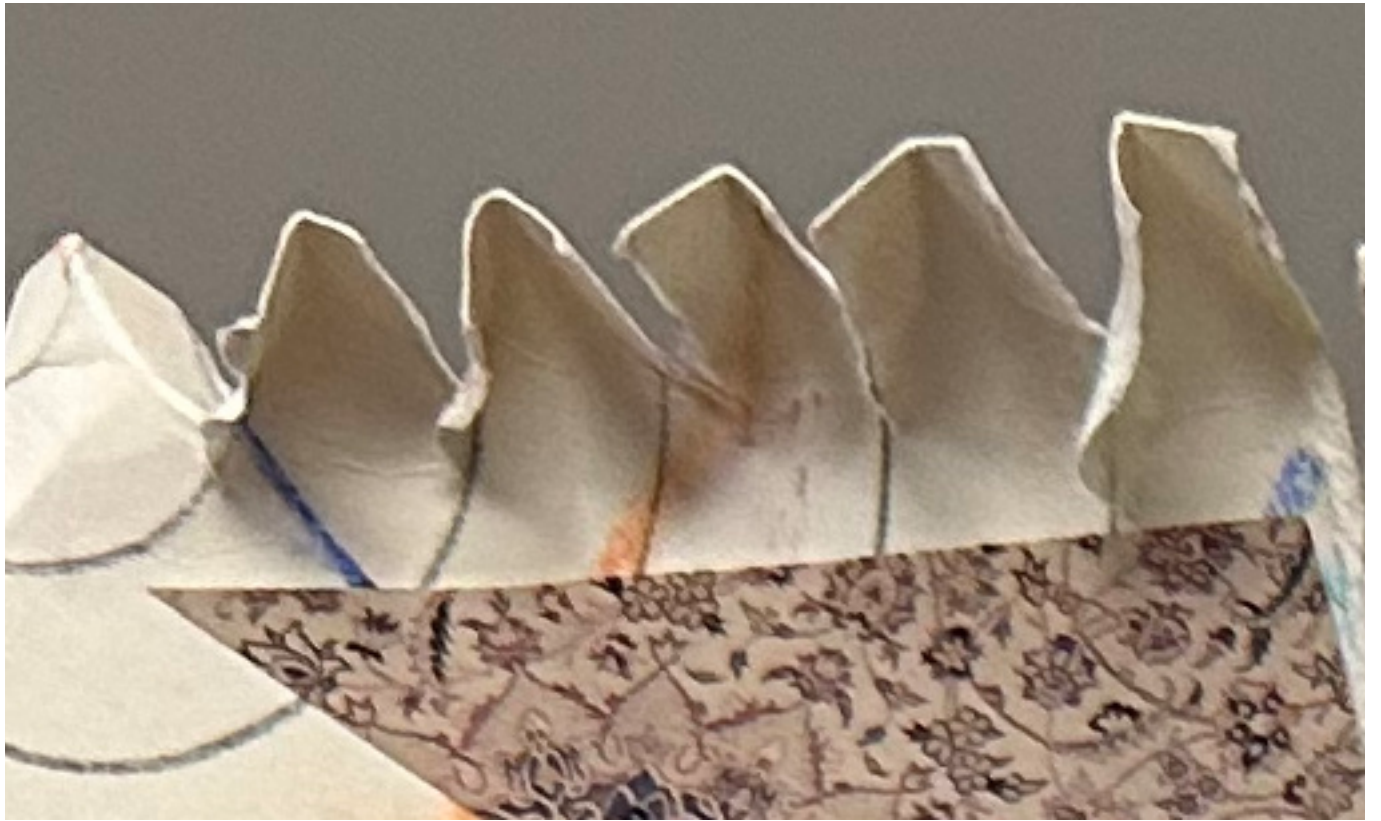
Bear claws
fire
lions mouth
military adjacent
explosion
rat
mole
skis
tongue
sunset



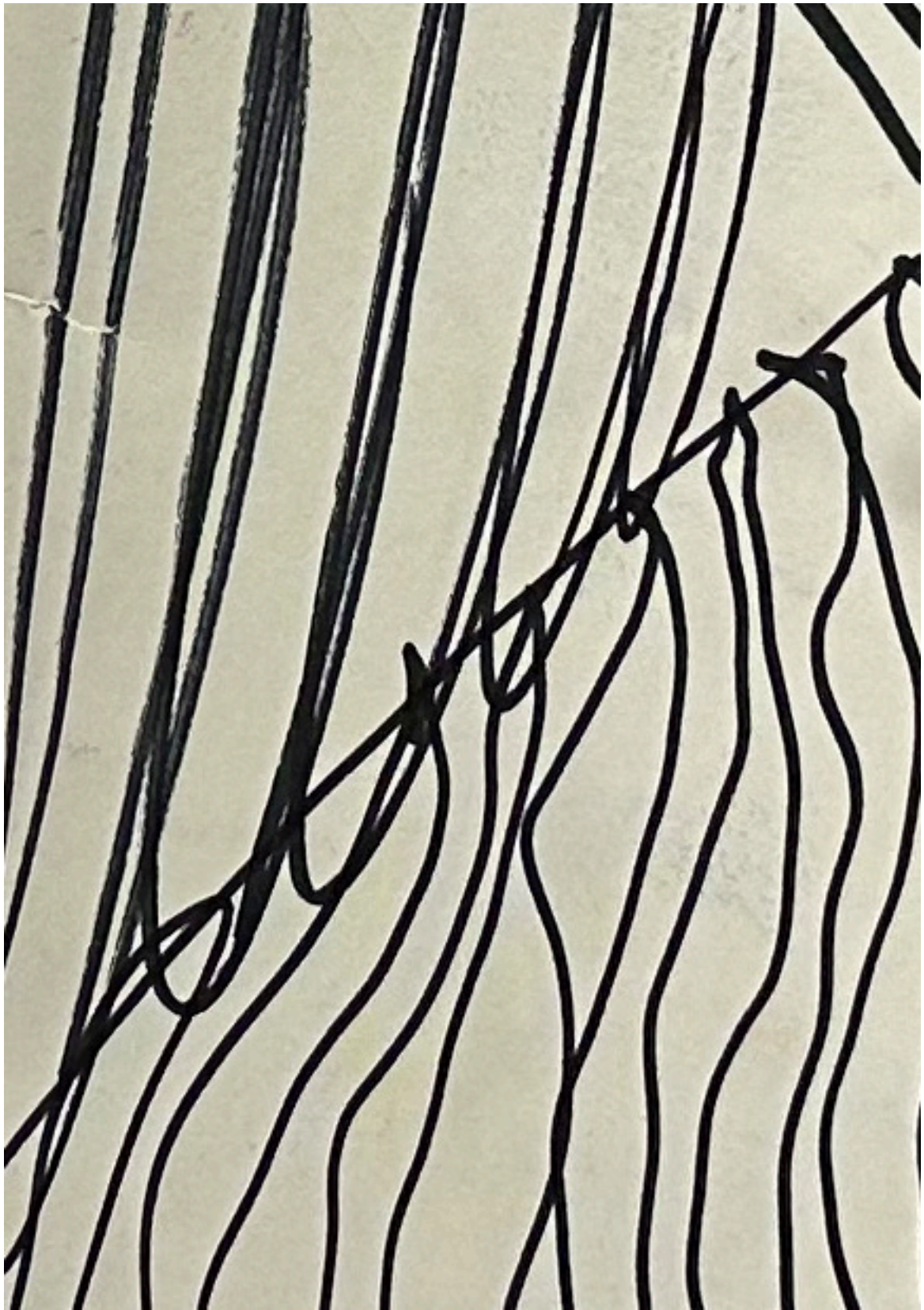
nails
lipstick marks
paint
popsicle
gaffers tape
rocket
shark
sponge prints
ballpoint pen
washington monument



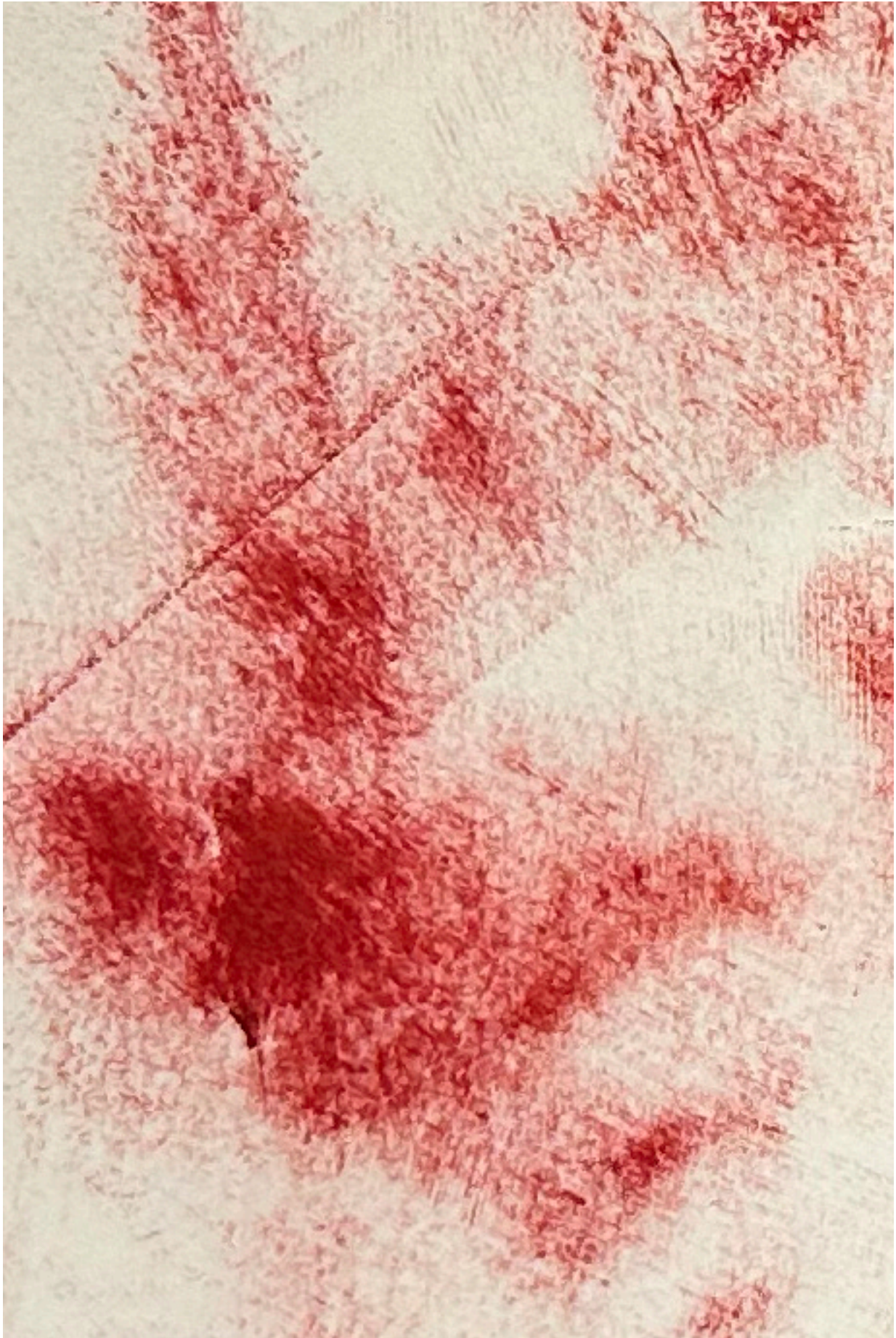
River
cracks in ice
canyon
trench
canal days
free climbing
rock climbing
pizza
political lines
broken heart



fingers
roof tiles
houses
skyline
waves
surfing
toes
surf competition poster
ripples
rake



hair
wires
brain fog
netting
clothing line
waterfall
fishing lines
zebra print
molten glass
scratch marks
smoke



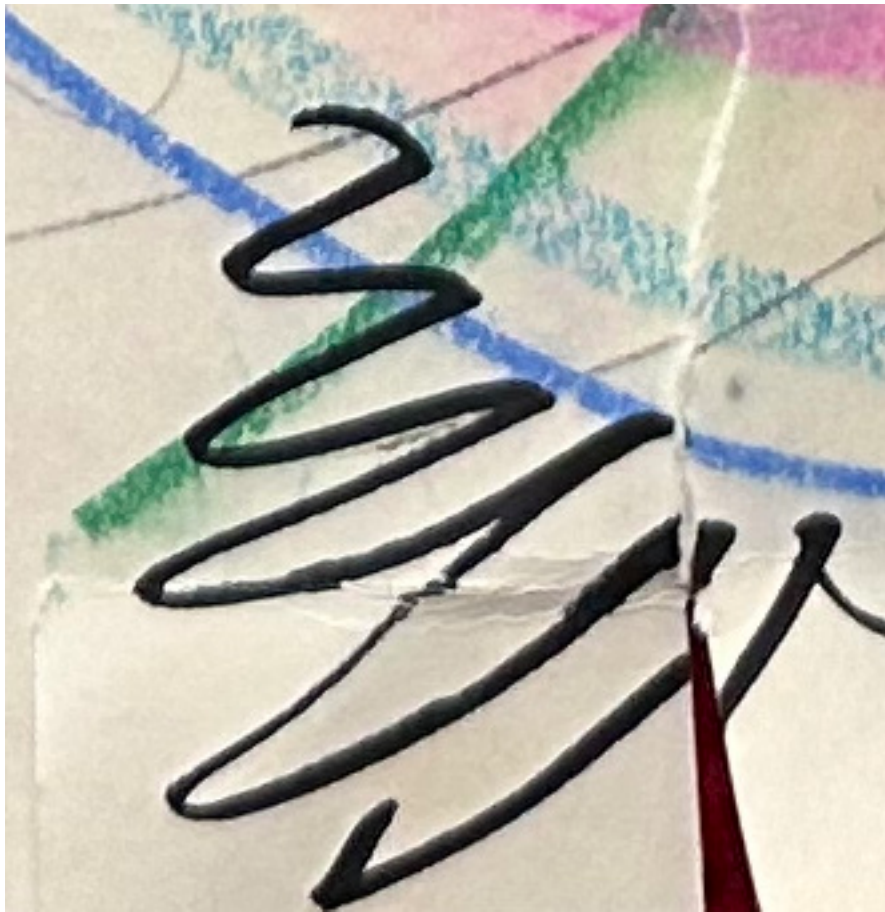
blood stains
heart beat
grave stone etc etching
ink splotches
water color
smoke
color run poster
bruises
blush stains
horror film poster
paprika



ink writing
people walking in a line
tribes
migration
plants
destruction
blood droplets
music notes
horror poster
saw blade



watercolor
lava lamp
oil in water
water
ocean bubbles
swimming poster
beach towel
robins eggs
flower buds
seaweed



ski trails/mountain

tree

rivers

graphs

string lights

ketchup

race track

90s soda cup

heart rate monitor

fingers

icicles



Skater boy
snowborder
shark swimming under water
submarine
airplane
fish
waves
ski slopes
skis
chem trails



punk
overprinting
ghraphite
tape
highlighter
scratch marks
smoke
skyline
suprheroes flying
pavement
yellow line on the road



lava lamp
sunset
explosion
chemistry
record cover
felt
peeps
fire
spoke cloud
thought bubble



grunge
power lines
mittens
teeny tiny doodles
reduction printing
lipstick
valentiens day
smoke cloud
typerope
portico



dancers
matches
fire
rope bridge
bobby pin
hair
men holding up a pole
train tracks
damage
chopsticks
soundwaves



ocean waves
ripples
water
knitting
hair
weaving
meadow
smiles
belly rolls
net
fishing line



bullet wound
blood
nail
firworks
anchor in the sand
watercolor
blotchy skin
bruises
blush
grappling hook
clock



ink smear
blood
whispies
baby hair
sunset
spackle
scratches
freshly painted walls
corner of a box
packaging
jam



cartoon hair
fingers
organization tabs
construcion paper
child-like
simpsons
watercolor
news title s,meared - horror
grass
skyline



small rodent

dog

sledding

boat

clouds

shark attack

race rack

lines on a jersey

snake skin

penguin

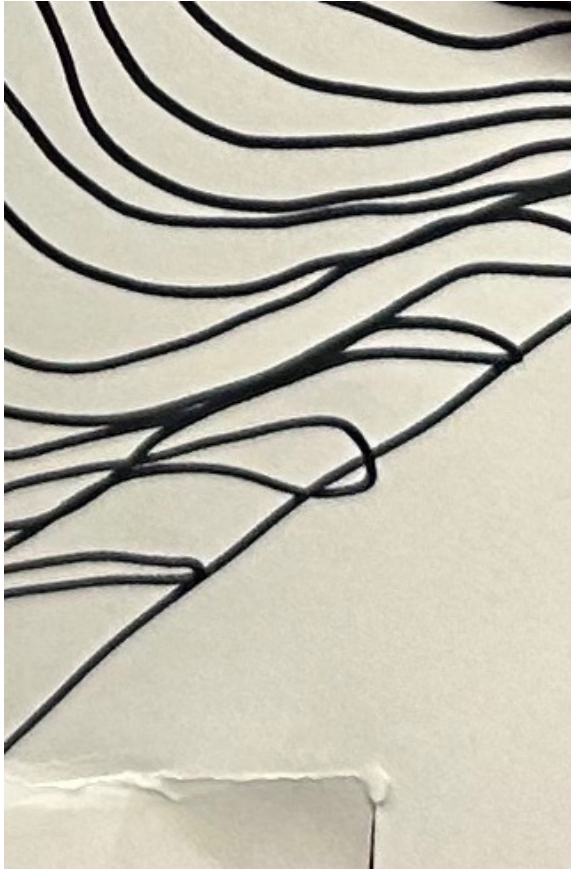


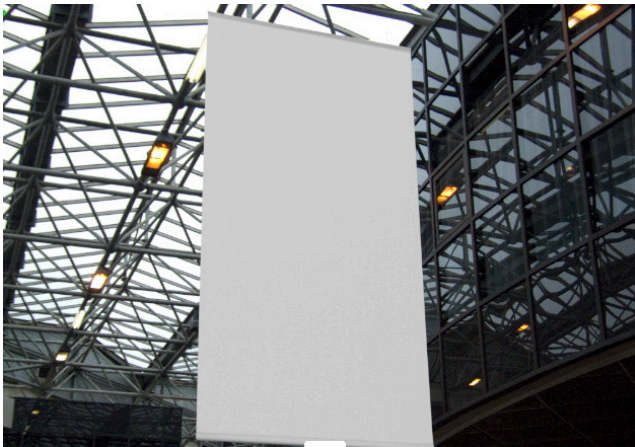
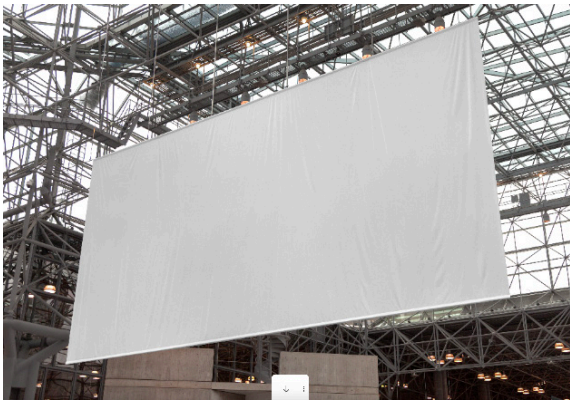
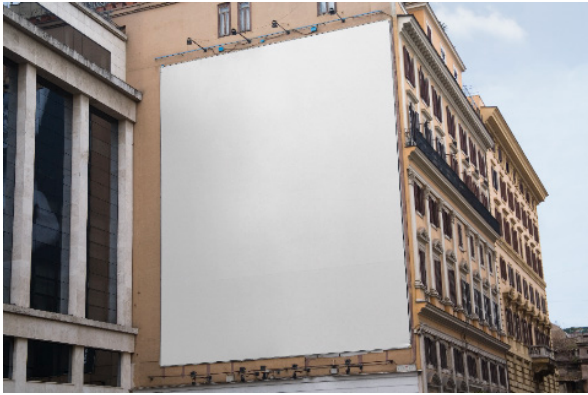
Image Choice

Idea: Nature, water, national parks

Organization: National Parks Foundation

Event: People in the Parks 2024 - conservation fundraiser

EMMA WOERLE
NATIONAL PARKS
FOUNDATION



CET Prep

The Cultural event I am going to be covering is The National Parks Foundation's People in the Parks fundraising event. This "event" is simply going to a National Park between the months of May-September. An extra 10% of all park entry fees will go towards conservation.

1. Granola
2. Green
3. Nature-lovers
4. One-with-nature
5. Free spirit
6. Crunchy
7. Outdoorsy

Display 1:

People in the Parks
May – September
2024
National Parks Foundation
nationalparks.org

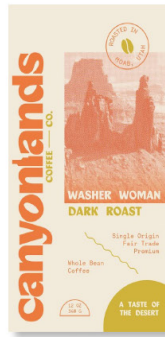
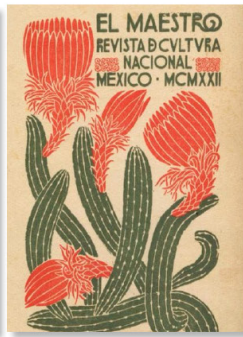
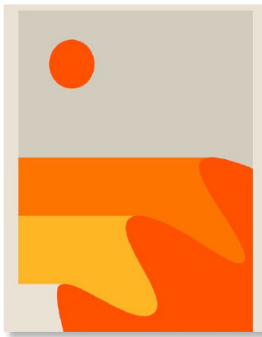
Display 2:

Help us get People in the Parks
May-September
2024
National Parks Foundation
nationalparks.org

Display 3:

Keep People in the Parks
May-September
2024
National Parks Foundation
nationalparks.org

Potential wording on all of them: conservation: parks made possible.

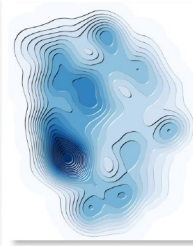
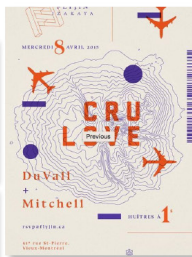
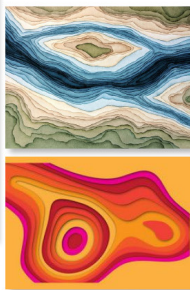
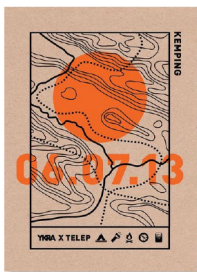
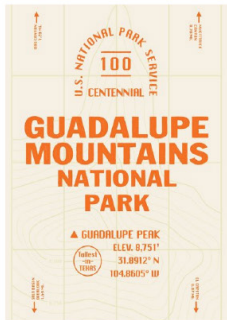
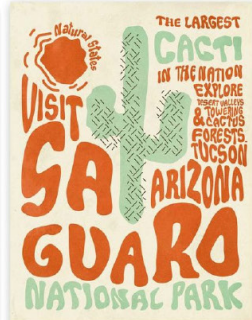


**FUNKY
TYPOGRAPHY**

**Line HEAVY
FORMS**

**RICH WARM
COLORS**

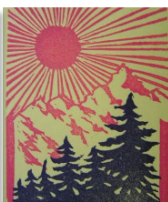
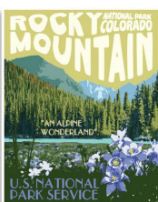
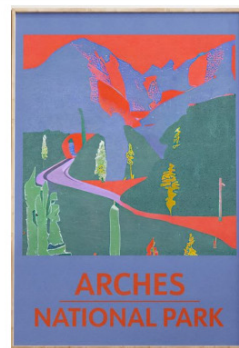
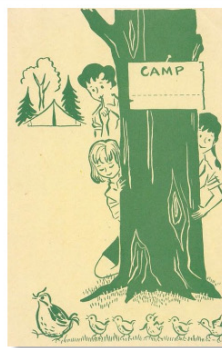
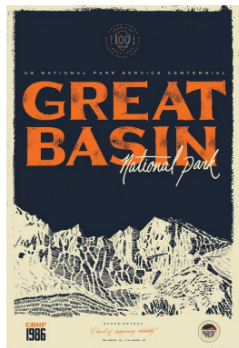
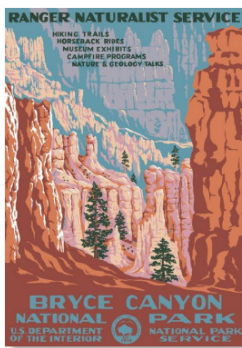
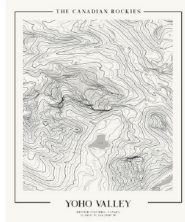
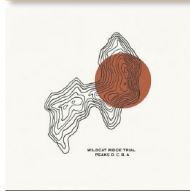
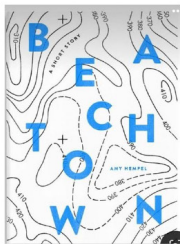
**INFOGRAPHIC
POSTER
ADJACENT**



**TYPOGRAPHIC
MAPS**

**OVERLAY
PRINT
AESTHETIC**

BOLD COLORS

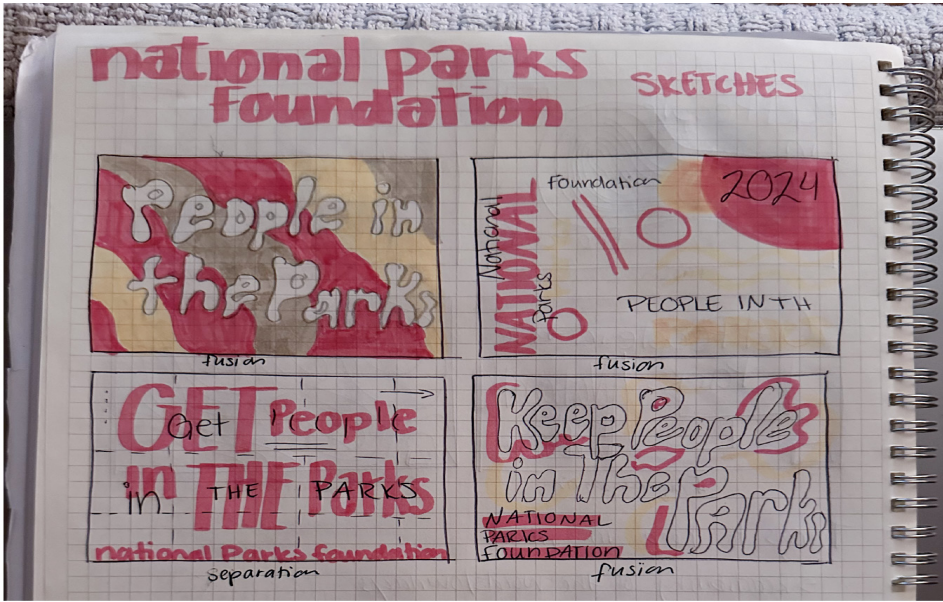


**Vintage Parks
Posters**

Drawings

Bold Colors

THREE CONCEPTS AND MOODBOARDS





Stock Image

Arches National Park

not sure about the colors, but I like the lines the rock formations make

01
EMMA WOERLE



Handmade Image

I want to play around with making some of these rich, simple topographic map shapes by hand - want to use the layers in a motion piece

02
EMMA WOERLE



Typography outside of the computer

- Screen Printing
- over printing technique
- hand made topographic shapes as well (printed?)

03
EMMA WOERLE



Swap

tree rings as
topography

real topography laid
on top

04
EMMA WOERLE



Anything goes

Paper-cut technique

- Illustrator?
- Cinema?
- Real paper and
photography?

Bold, chunky font

05
EMMA WOERLE



Anything goes

Water color
topography

06
EMMA WOERLE



Anything goes

Swap - finger print as topography

07
EMMA WOERLE



Anything goes

**Paper mountains/
topography**

Cinema?

08
EMMA WOERLE



A topographic map background with black contour lines. The text 'PEOPLE IN THE PARKS' is written in a bold, blue, sans-serif font, centered in the upper half of the image. There are blue decorative elements: three parallel diagonal lines in the top left and three parallel horizontal lines in the bottom right. Small blue dots are scattered around the text.

**PEOPLE
IN THE
PARKS**

National Parks Foundation

A topographic map background with black contour lines. The text 'PEOPLE IN THE PARKS' is written in a bold, orange, sans-serif font, centered in the upper half of the image. There are orange decorative elements: three parallel diagonal lines in the top left and three parallel horizontal lines in the bottom right. Small orange dots are scattered around the text.

**PEOPLE
IN THE
PARKS**

National Parks Foundation





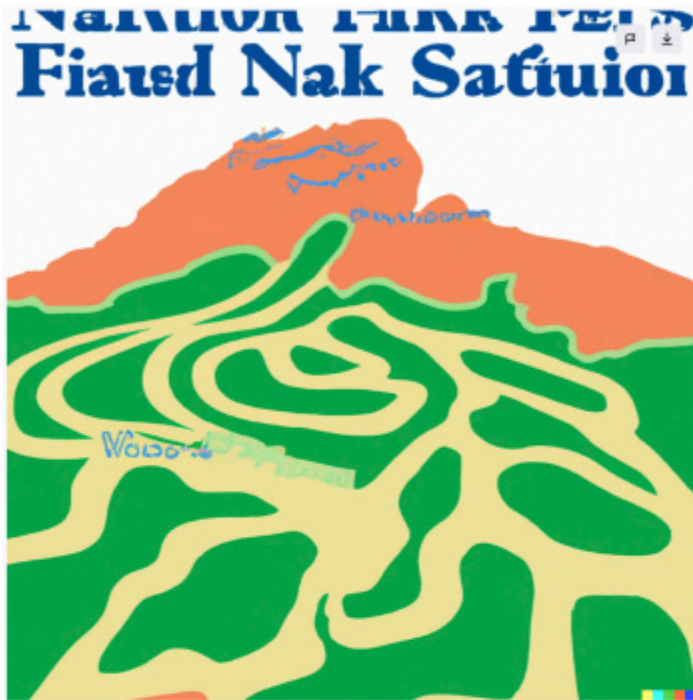
**KEEP
PEOPLE
IN THE PARKS**

National Parks Foundation

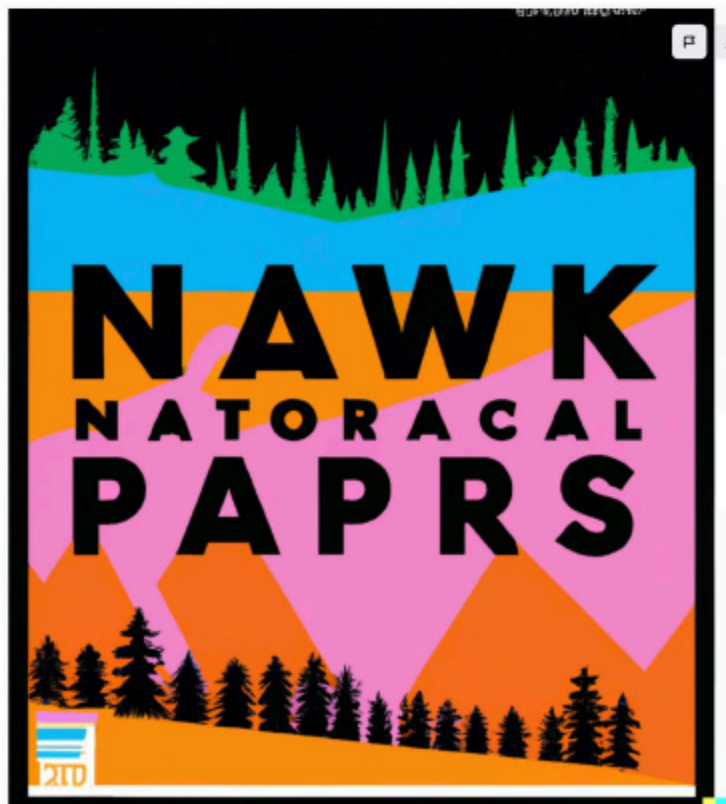
design a poster to promote the National Parks Foundation that is geometric, modern, colorful, and line heavy



design a poster to promote the National Parks Foundation that is looks like a topographic map



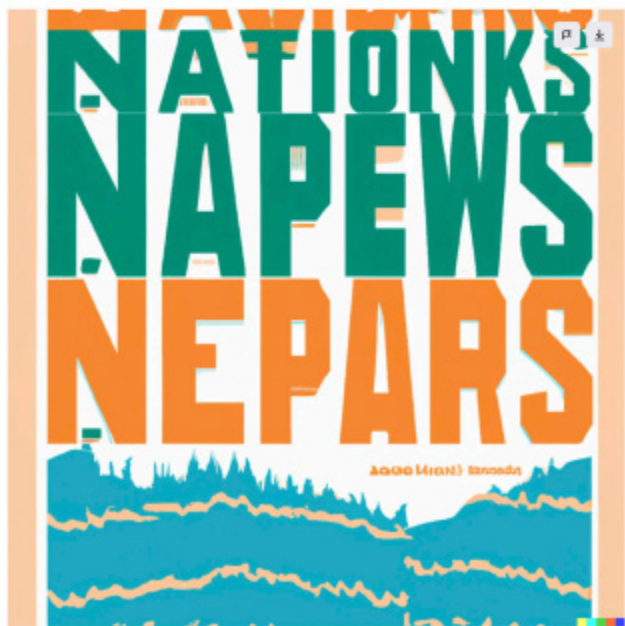
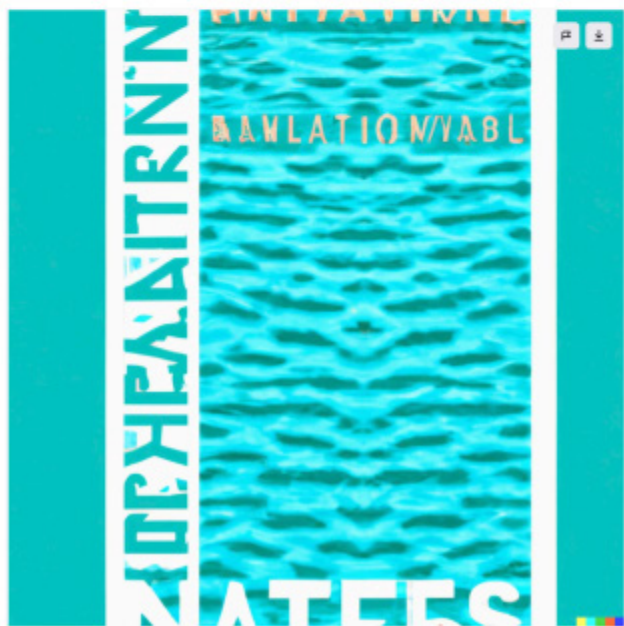
design a poster for National Parks that is printed, overlapped, black and white with pops of color, and typographic



design a poster for National Parks



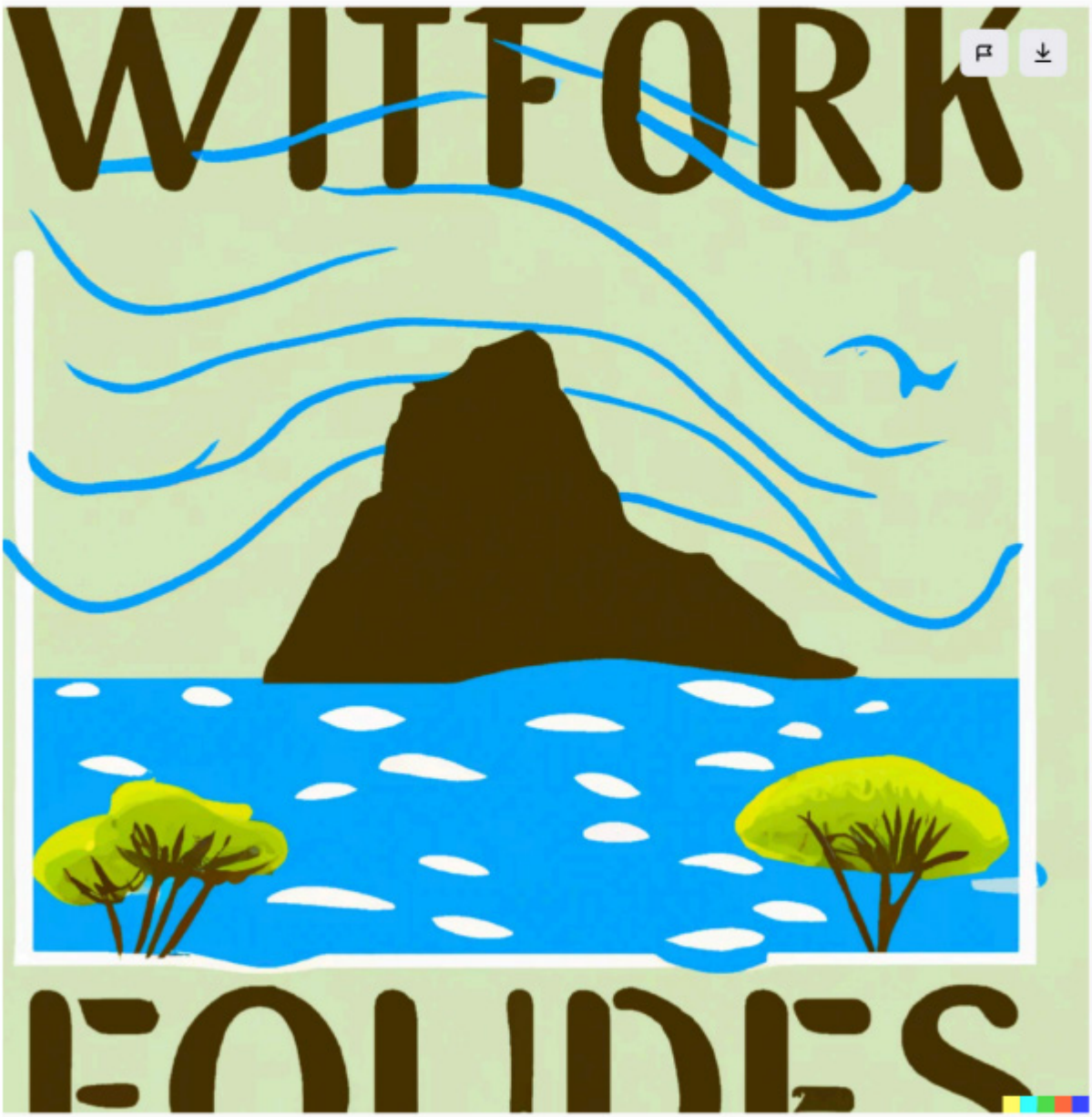
design a poster for National Parks that includes water, bold type, print elements, numbers, coordinates,



**design a poster for National Parks
that includes topographic maps and
bold type**



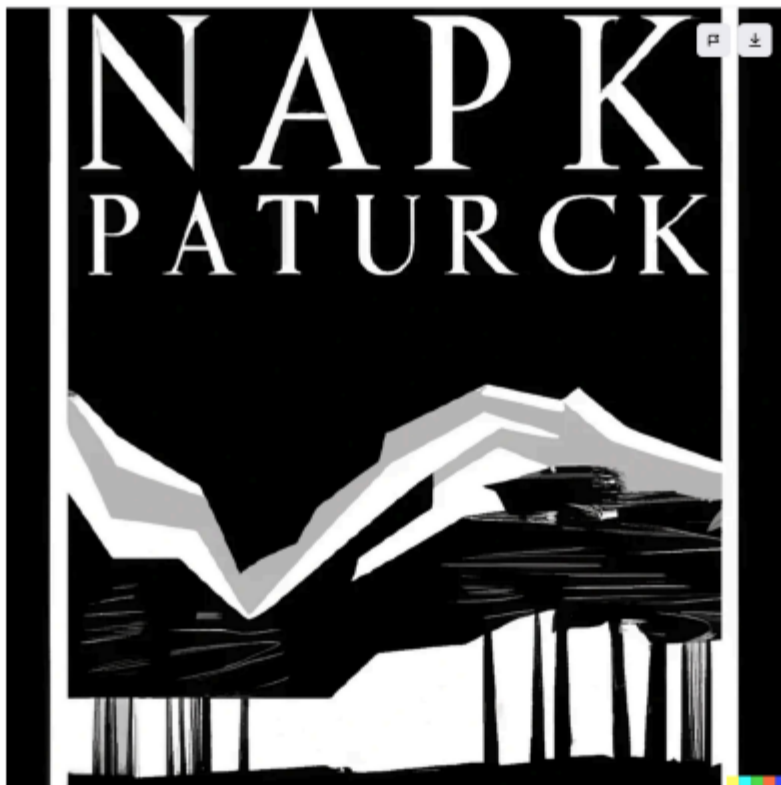
design a modern poster for a national park that is printed, overlapped, simple



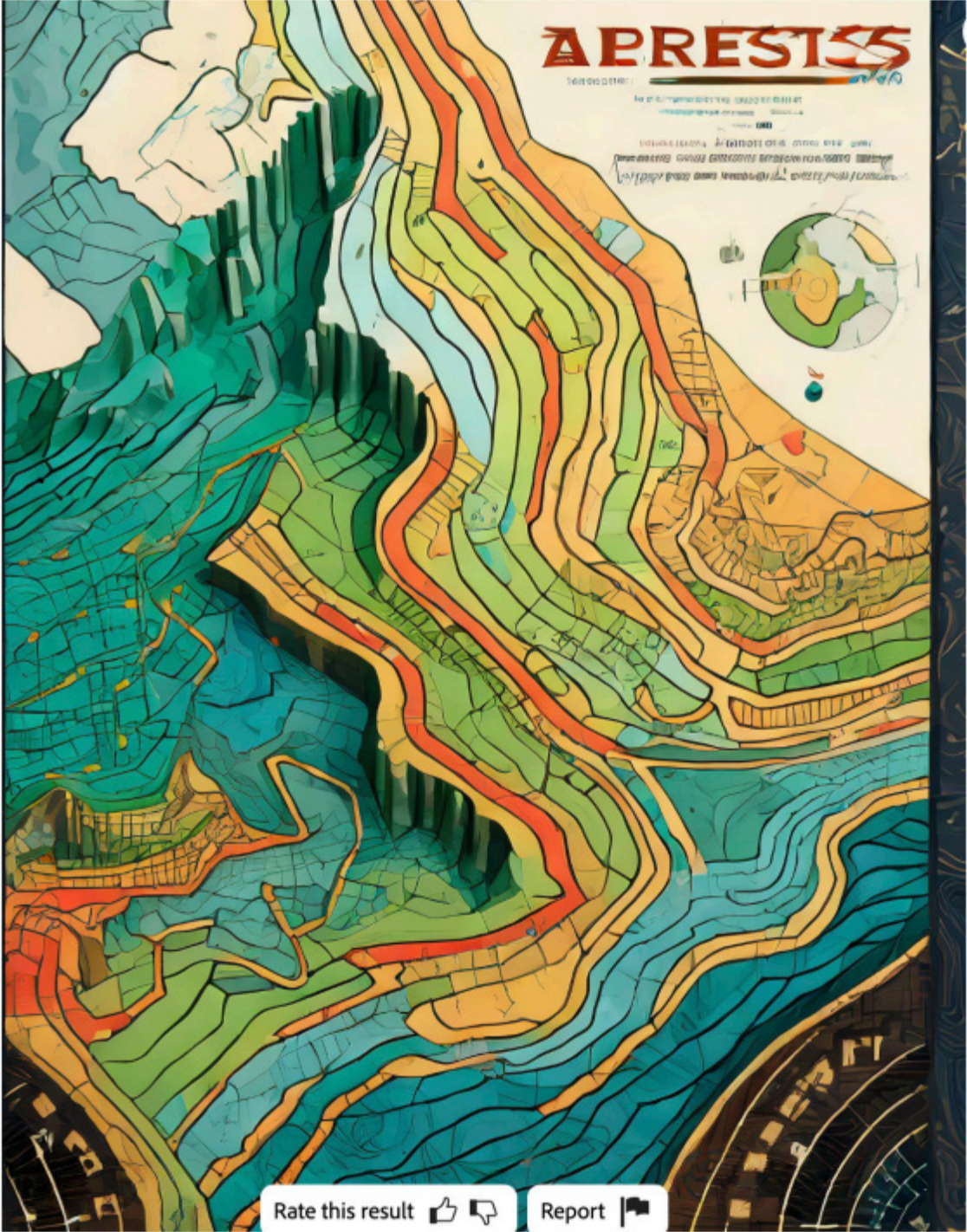
design a modern poster for a national park that is black and white with coordinates



Design a billboard for national parks with 3d elements



design a poster with a topographic map



revisions based on notes



Consistency

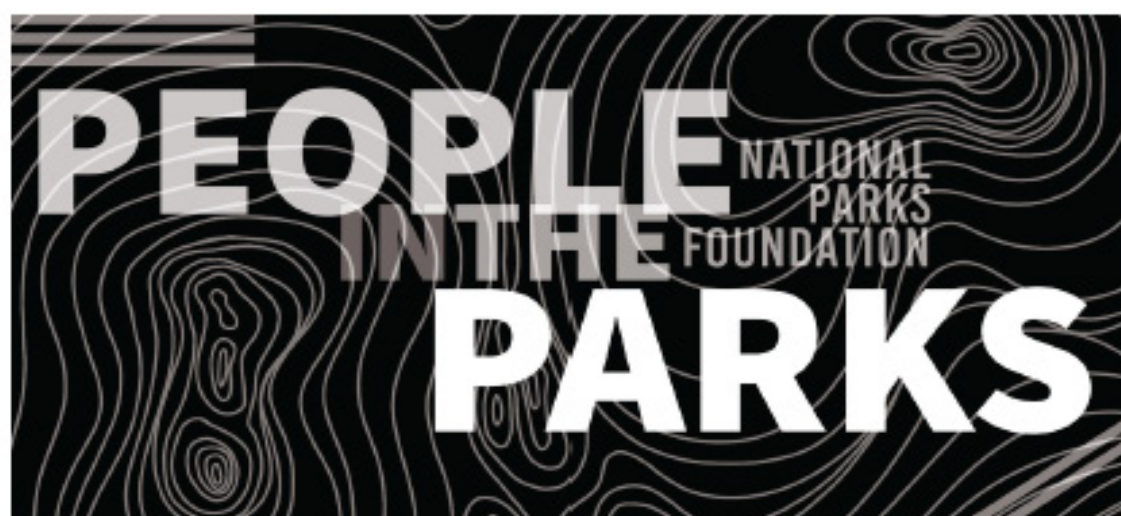
Line
main words (people
in the parks
NPF
line accents

Variation

Extra word (get,
keep)
color
typography
background



Reshuffle - color to B/W



Reshuffle - solid color background



Reshuffle - all white backgrounds



AI influenced





PEOPLE
IN THE
PARKS

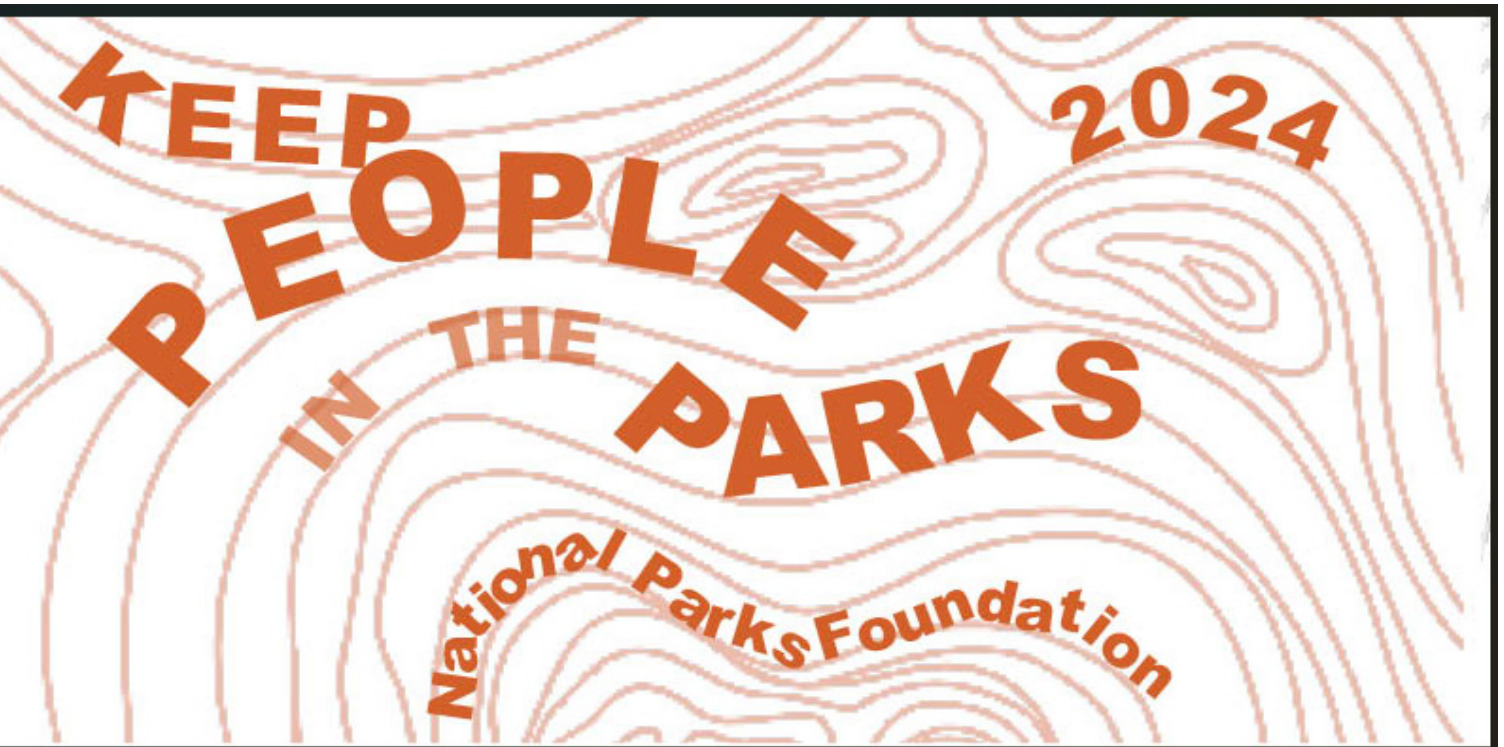
National Parks Foundation

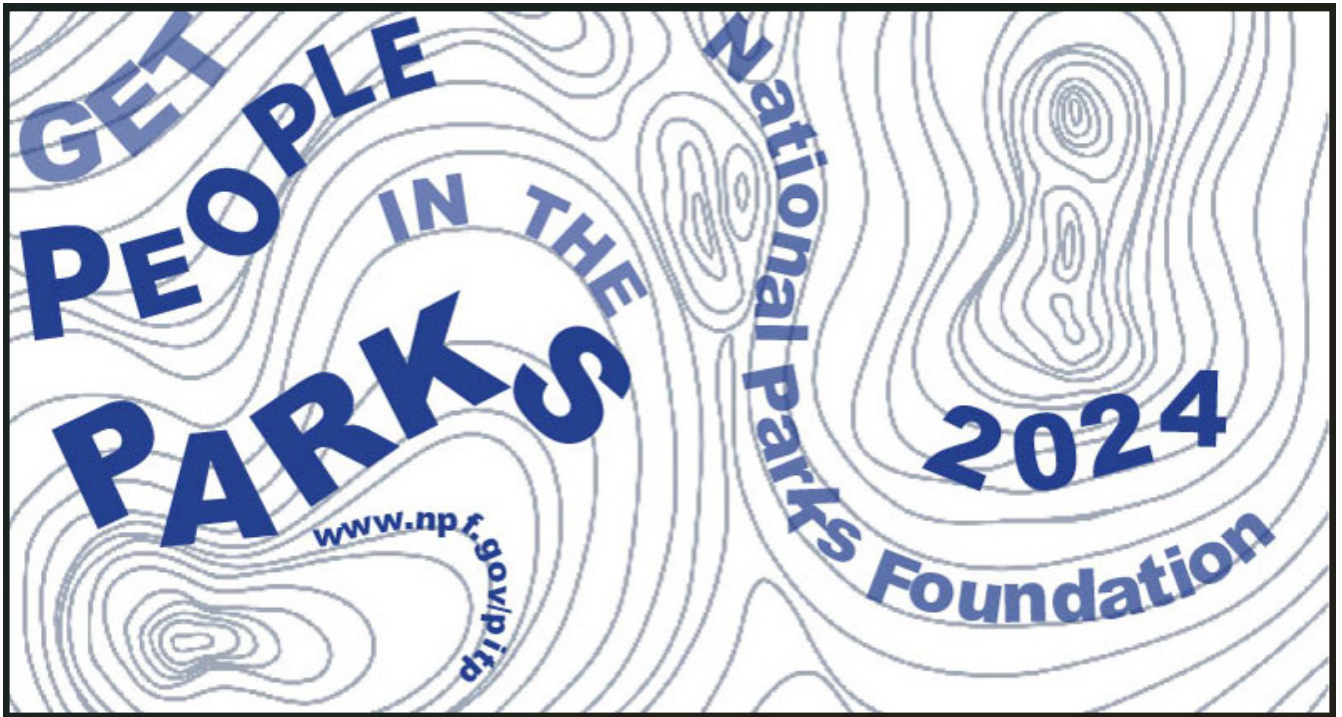
PEOPLE
IN THE
PARKS

National Parks Foundation

PEOPLE
IN THE **PARKS**
National Parks Foundation

DRAFT 3





**GET
PEOPLE
IN THE
PARKS**

www.np.f.gov/ptp

**National Parks
Foundation
2024**



PEOPLE in the **PARKS**

National
Parks 2024
Foundation



