

01

Happiness by Design :)

Print Design and Augmented Reality

Project Objective:

To create a printed piece based off of a TED Talk, AIGA workshop, or any other video that we found inspirational. Along with the print piece, it should be paired with AR and digital components to enhance the readers experience.

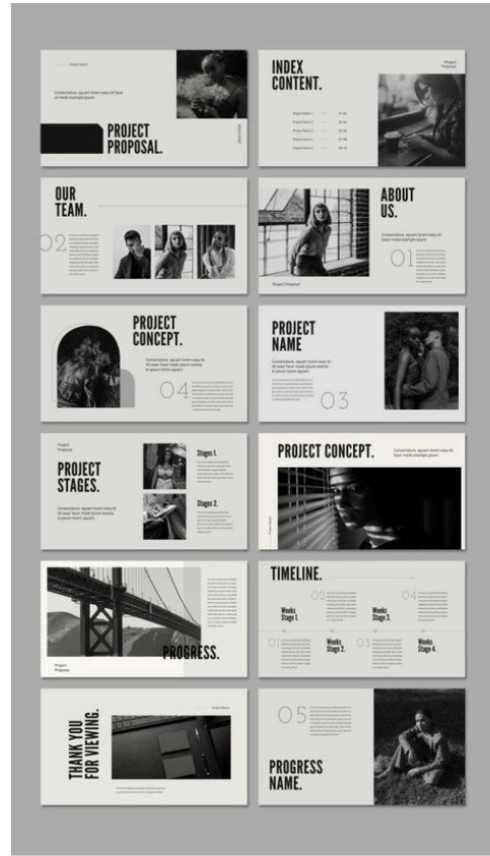
Concept:

Happiness by Design is a TED Talk given by Stefan Sagmeister, a graphic designer who's been in the industry for many years. Throughout the TED Talk, Stefan mentions moments in his life that have made him happy, and which of these moments have been related to design. The concept of "happiness by design" inspired the idea of a book that is designed to make the viewer happy, as Stefan describes throughout his TED Talk. There are visuals and lists that are created to support the typography of the transcript, visualizing what's being said.

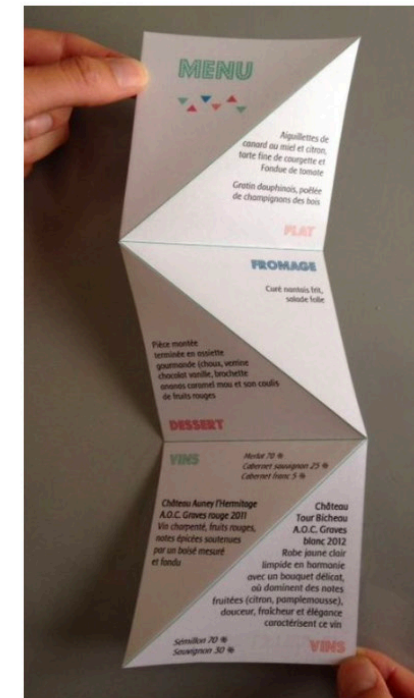
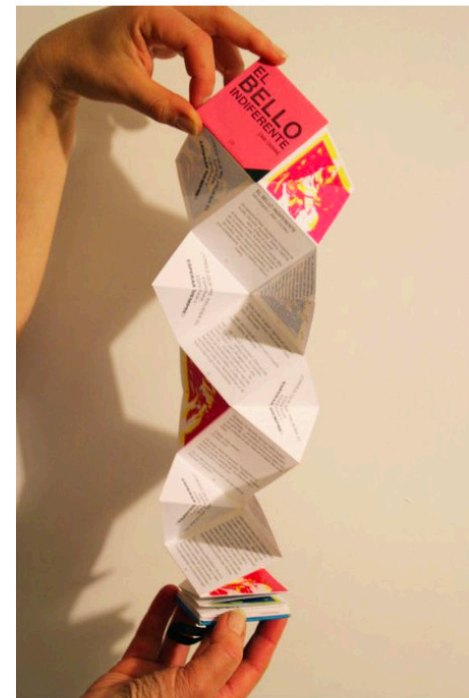
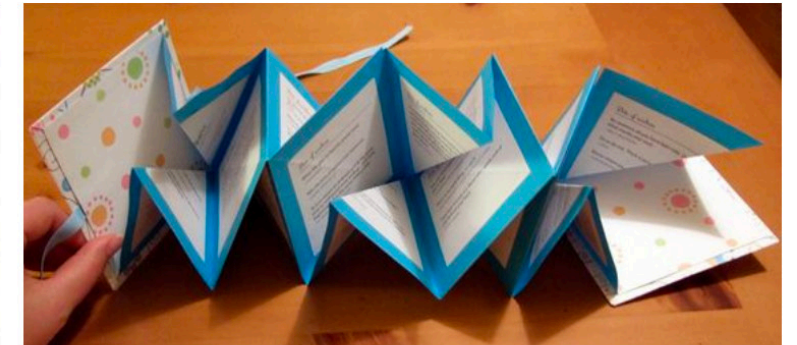
Materials:

The book is bound as an accordion fold, allowing it to be small and unassuming on the outside, but once it is unfolded the length is around eight feet. Printed on grey paper, the book has a more sophisticated feel, with the color yellow applied throughout the spreads to represent happiness.

Print and Layout Design Inspiration



Exploring ways to fold and bind the book

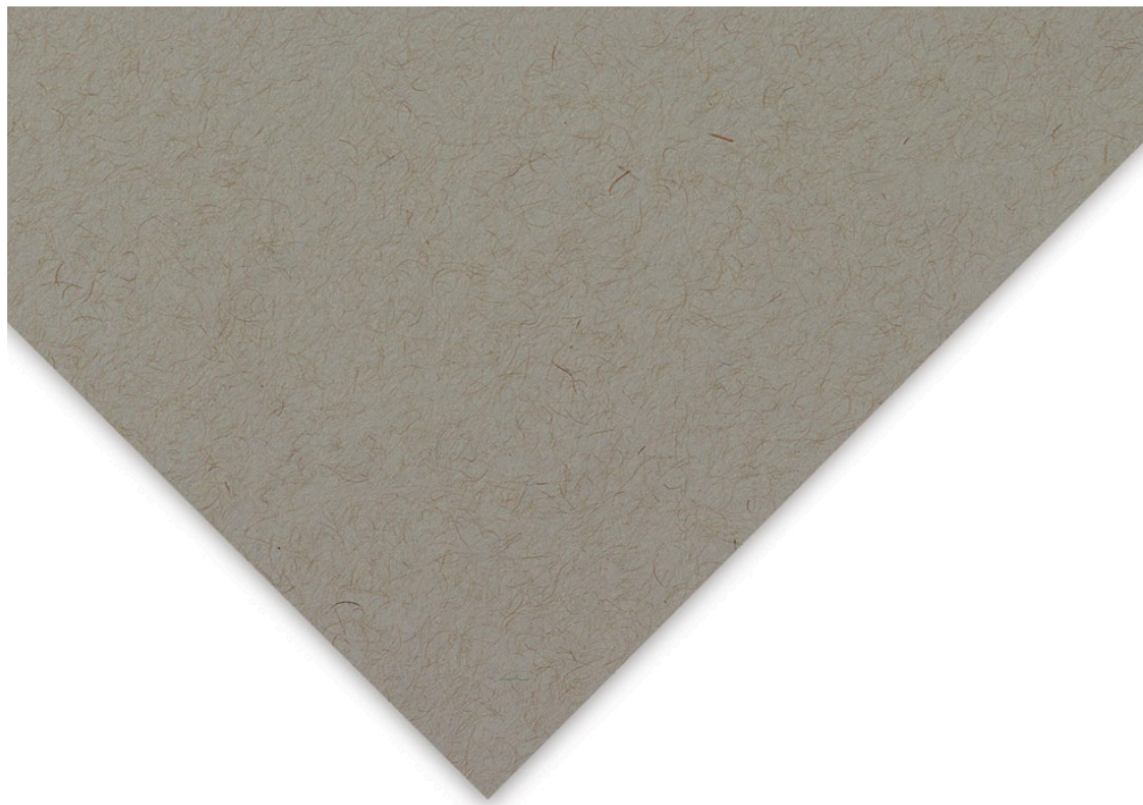


Preliminary Materials Ideation

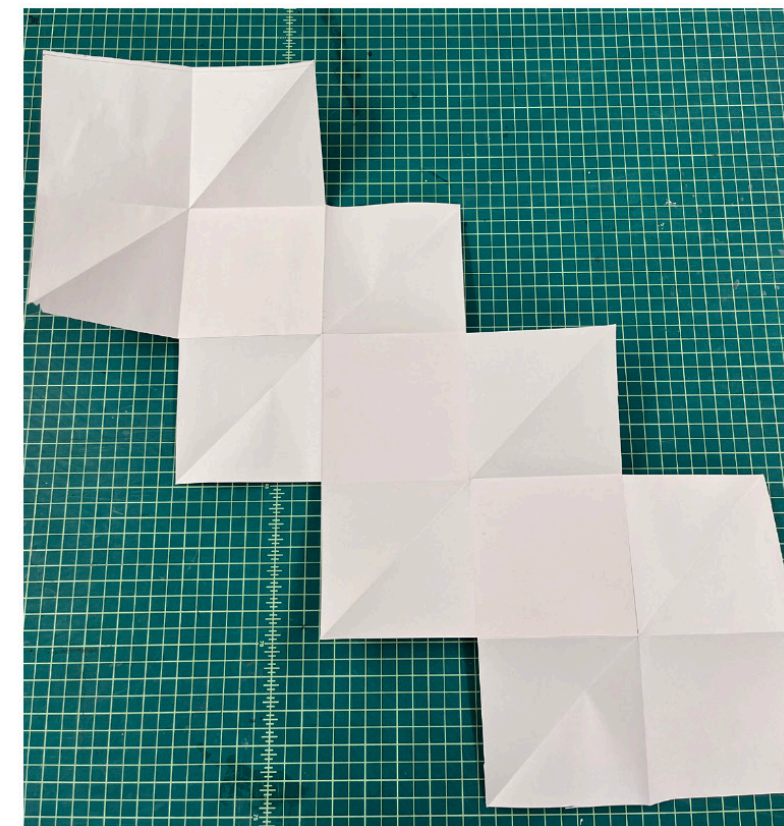
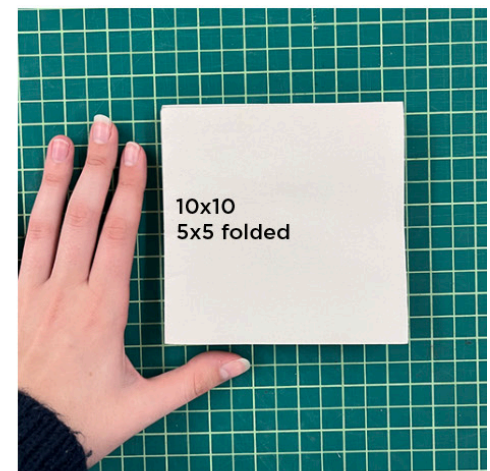
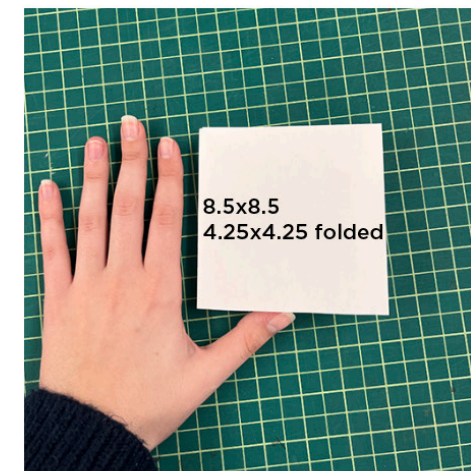
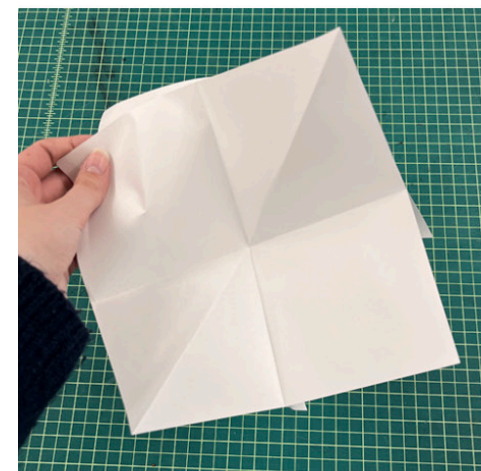
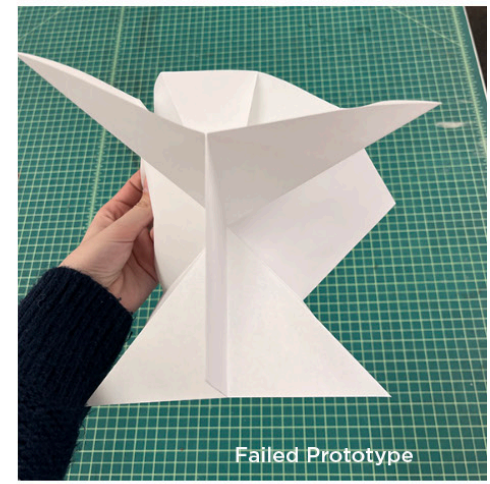
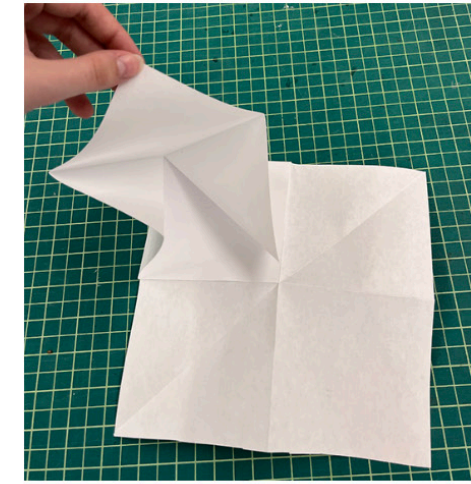
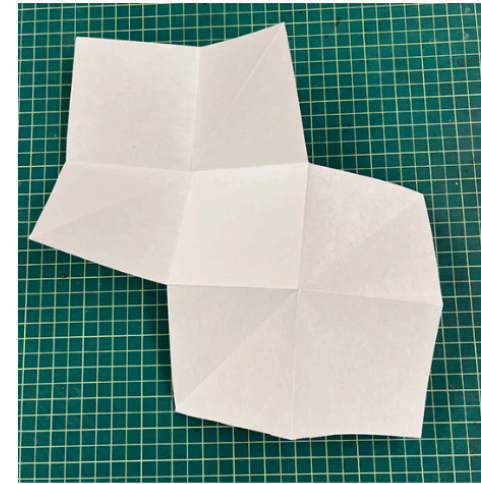
- Want to use a heavier weight paper to hold the folds well.
- Off white, grey, or brown paper rather than white paper.
- Newsprint
 - Note: Color of the newsprint can affect the color of the ink.
- Magazine Paper
- Cardstock
- Brown Paper
- Onionskin paper
 - Note: Might be too thin to print on, paper could get caught in the printer or rip easily.

Chosen Material

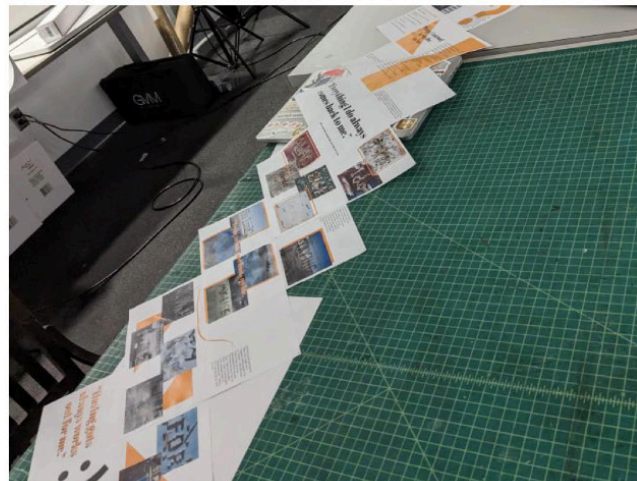
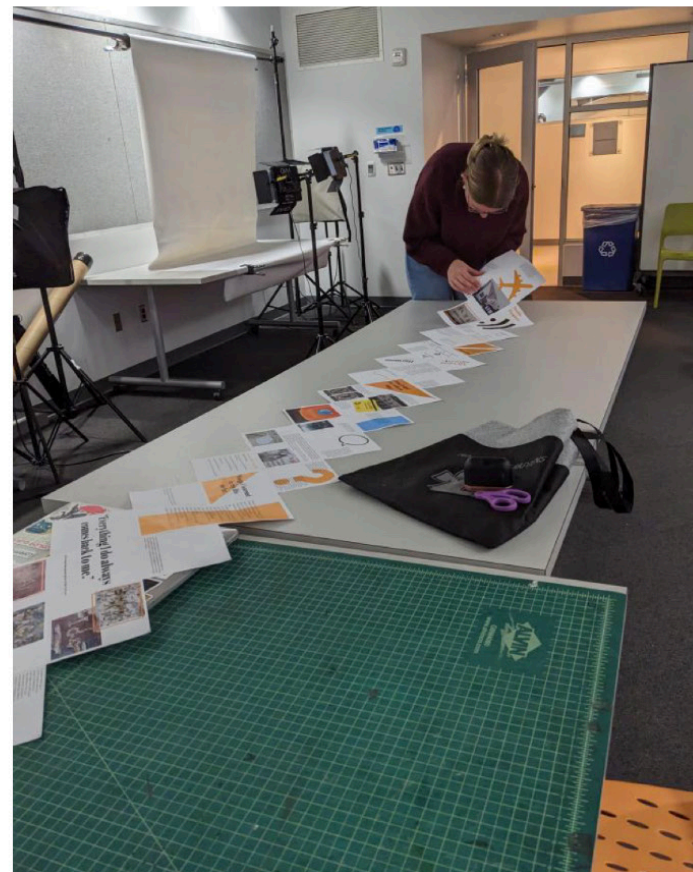
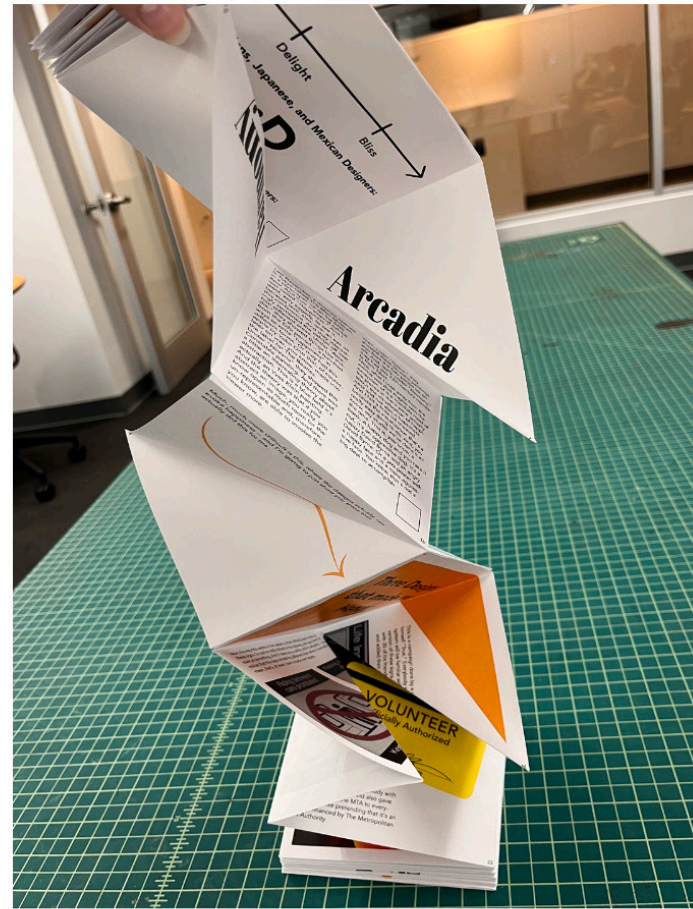
- Strathmore 80lb Toned Grey Paper
 - Has a thicker weight to it, allowing the fold of the pages to hold



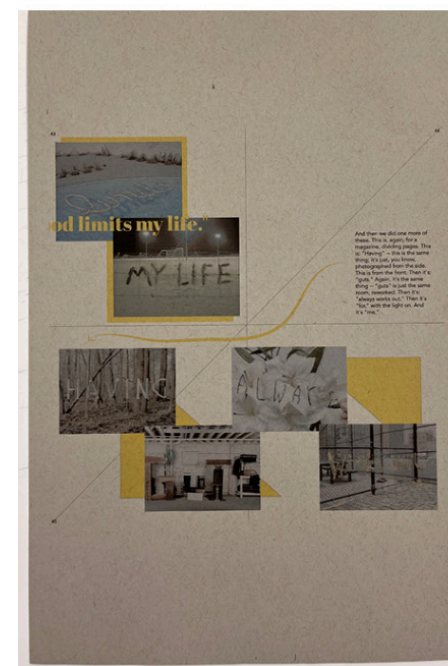
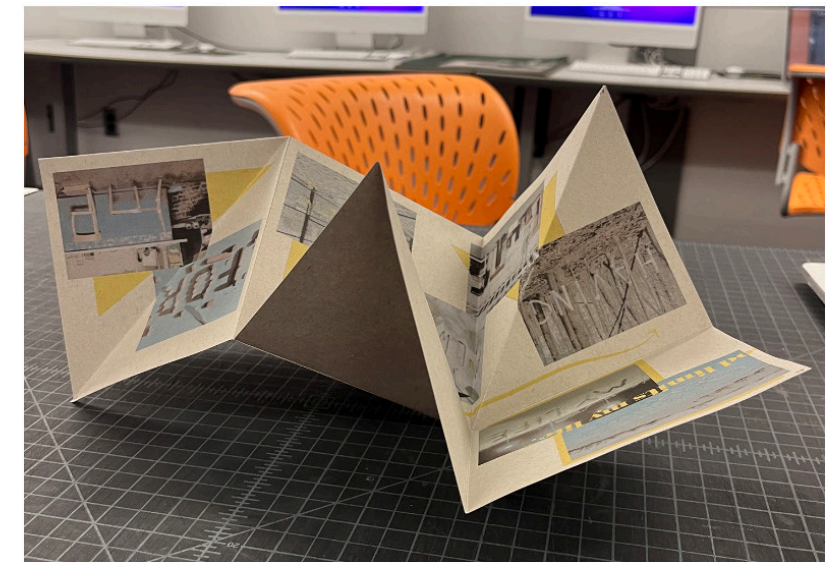
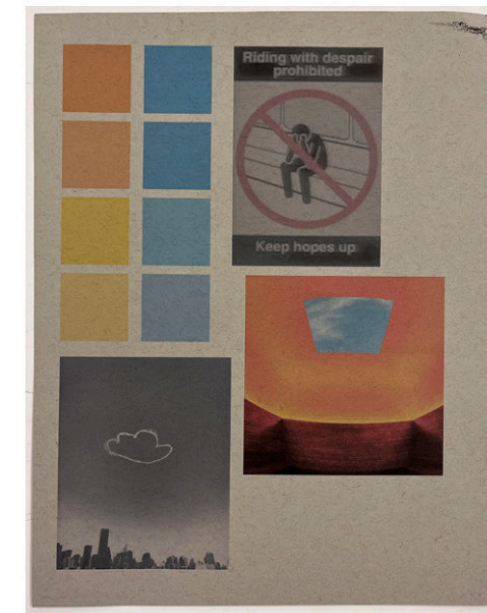
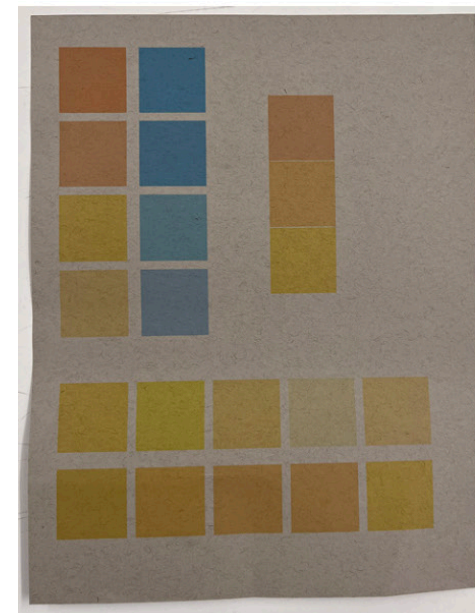
Initial Prototyping



Printed Rough (On Normal Paper)



Color Test Prints on Grey Paper



After the first initial test prints, the colors in the photos were not very saturated and they were hard to see.

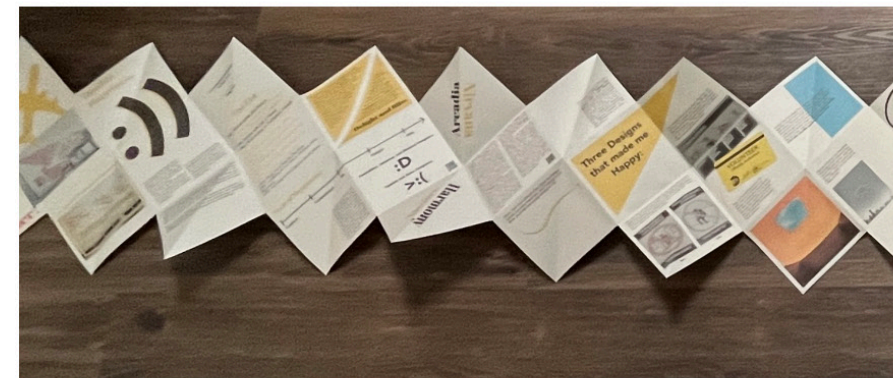
Second Round of test prints



Building the Final Book



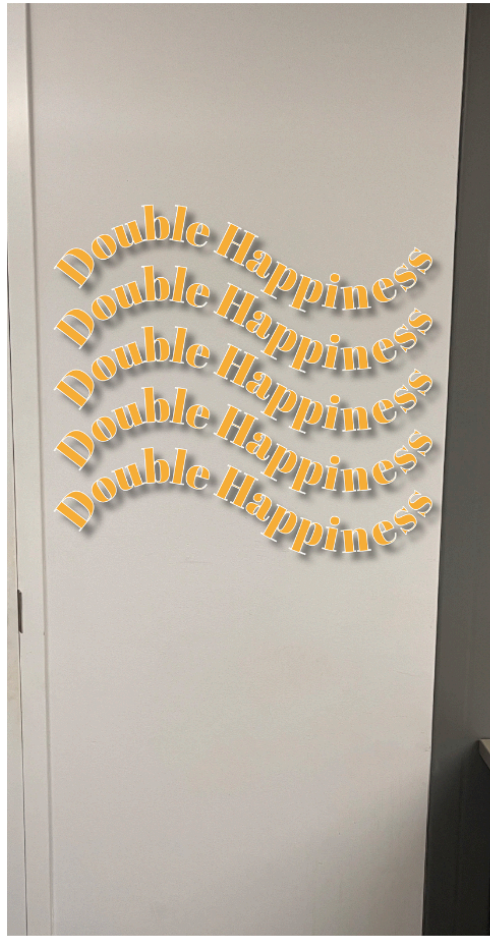
Going into photoshop the photos were edited to be more saturated. After printing them out again on the grey paper, the photos were easier to see and not washed out.



Full book unfolded is around 8 feet long



AR Components



The first AR component allows readers to see the words “double happiness” repeated over and over.



The second AR component is paired with an artist that Stefan Sagmeister mentions in his talk. This artist puts blank speech bubbles up around New York City on posters for others to fill them in with whatever they want. This AR component allows readers to put a digital speech bubble anywhere and fill it in with text.



In a book all about happiness and moments in Stefan’s life that made him happy, the viewer is able to be surrounded by smiley faces, immersed in happiness.

Final Book

