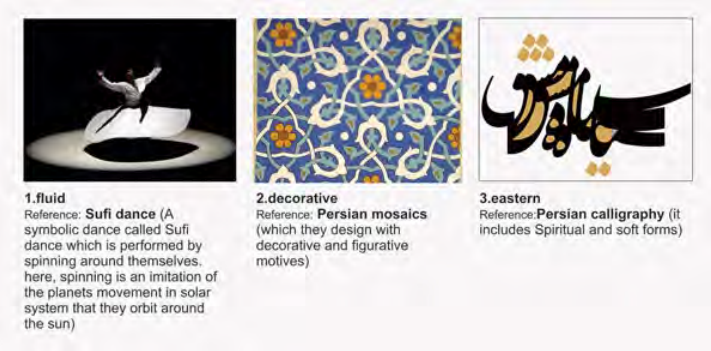


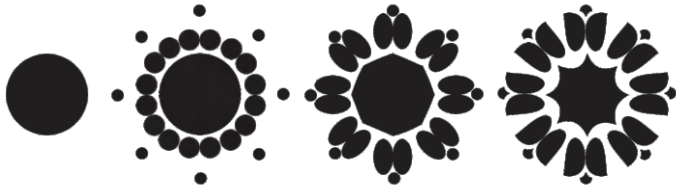
Katayoon Karimipour (Iran)
 Ms.Communication design(politecnico di Milano)
 Generative design project 2013-14

Motto:
 پایان شب سیه سپید است
Payane shabe siah sepid ast
The Darkest hour is just before dawn

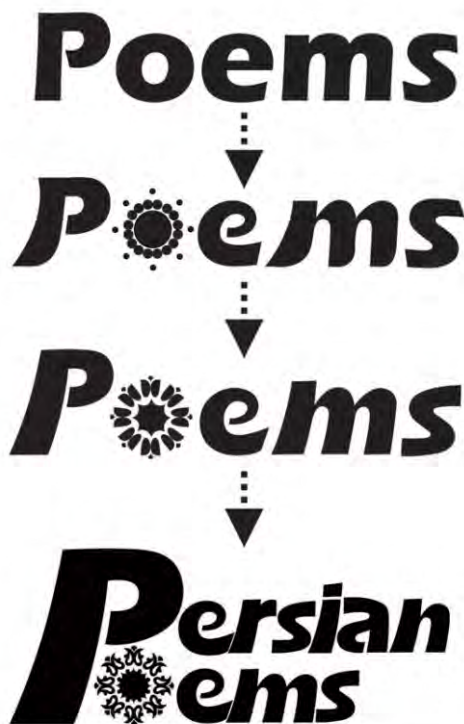
A) First Theme: cover of Persian poem book
Attributes: 1. fluid 2. Decorative 3. Eastern.
References: each specific attribute could be refer to the following items, respectively:



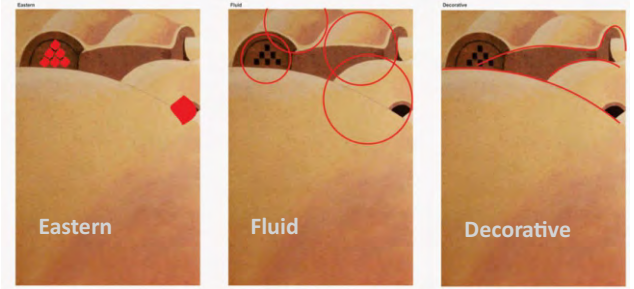
B) Transforming fluid&decorative rules!



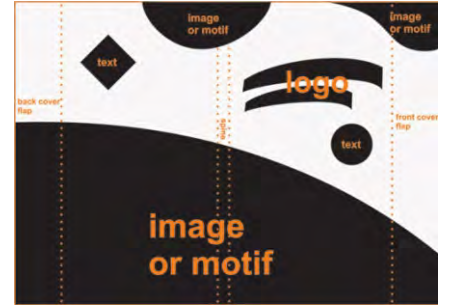
LOGO First of all I choose this font (ERAS BOLD ITC) because it has potential to transfer characteristics of PERSIAN calligraphy in it and after that I change the forms and lines step by step to get esatern attributes.



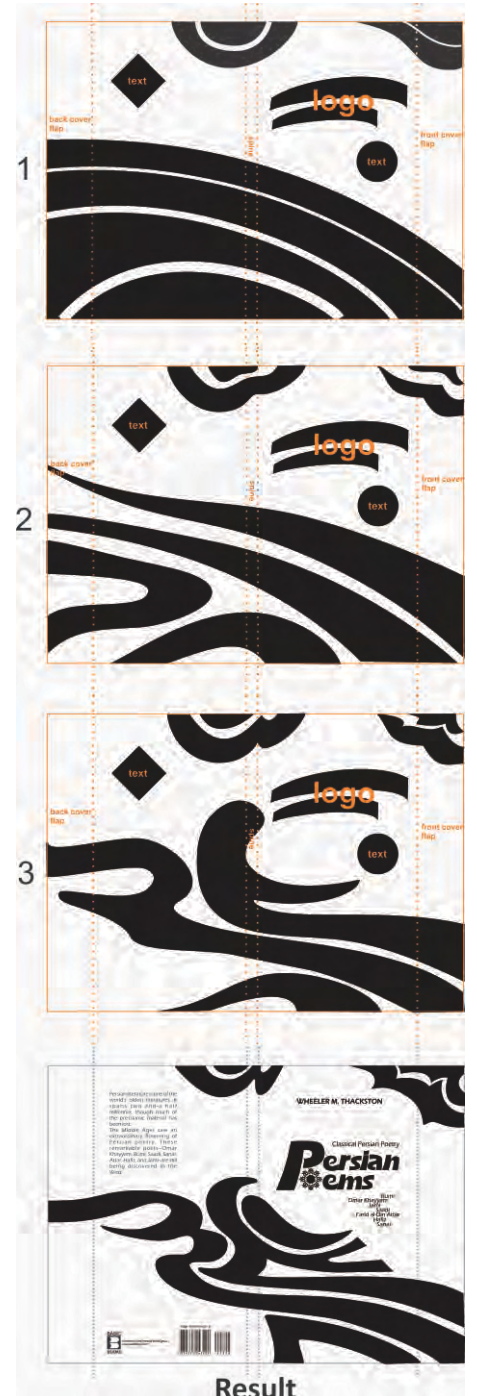
C) Catalyst, Paradigm and realtions: My catalyst is a Persian painting, I transform it in my rules and finally I defined my paradigm and relation between objects.



Paradigm&relations:
 image or motif:
 decorative
 logo: fluid, eastern and decorative
 text: eastern



Scenario levels:



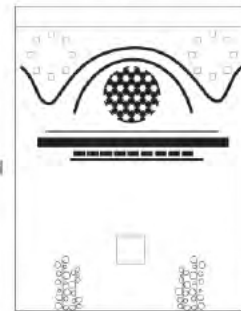
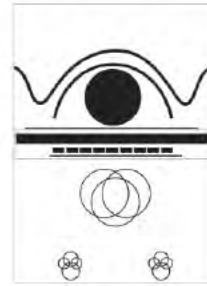
A) **Second Theme:** cover of children book

Story: One thousands and one nights

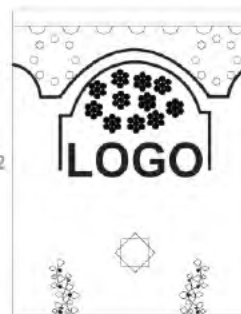
Same attributes and references but different catalyst.

My catalyst is a photo of Islamic architecture.

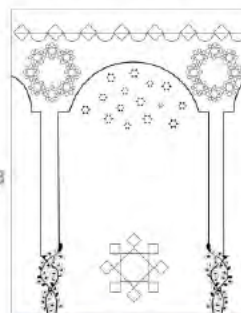
Catalyst Inspiration



scenario 1



scenario 2



scenario 3

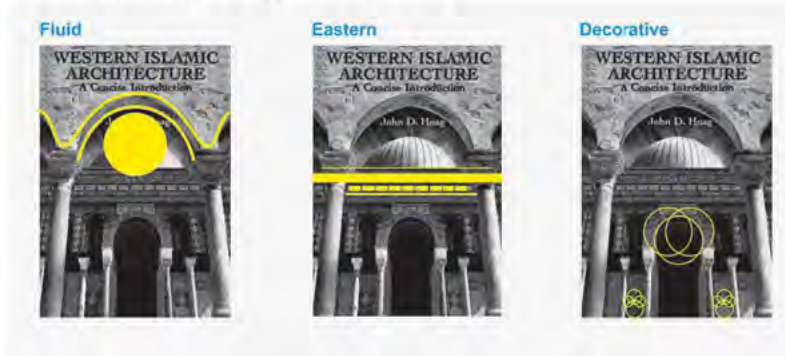


Book cover

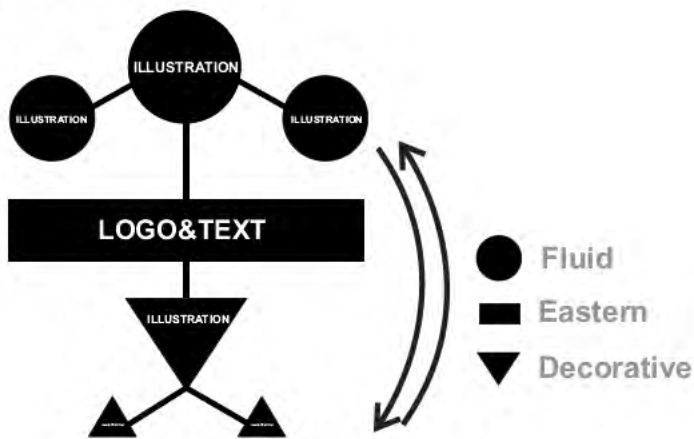


Book cover

Transforming catalyst in my rules



Paradigm&relations



Transferring rules in logo:

