

# AUDENTES FORTUNA IU VAT

il destino favorisce chi osa

Hello, I'm **Marco Saporiti**.  
Attending the first year of the Master of Communication Design.  
I carry a passion for photography, the Movie Design and Web Design.



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## IDENTIFY THREE ATTRIBUTES

**#1\_EXPLOSIVE:** Design for explosive mean that the views of both impact, especially in terms of colors and strong forms. Aggressive in the content and decided in perception.

**#2\_EXAGGERATED:** To exaggerated mean a futuristic design, unconventional, with fluorescent colors and dynamic shapes. Strong and firm to the view, exaggerated in every aspect.

**#3\_CLEAN:** To clean I mean a design that is proportionate between the compositional elements, monochrome, with airy spaces and geometric shapes with well-defined and regular.

## FIRST PROJECT

The aim of the first project is to design the poster of "Generative Design"

### IDENTIFY A PARADIGM USING A CATALYST

My catalyst is a photograph of American Canyon, which is the exaggeration of the spaces, the simplicity of nature and the explosion of colors.

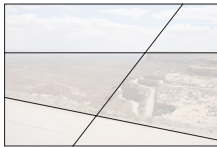


### Paradigm first impression

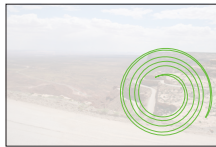
The paradigm is exaggerated in color and appearance



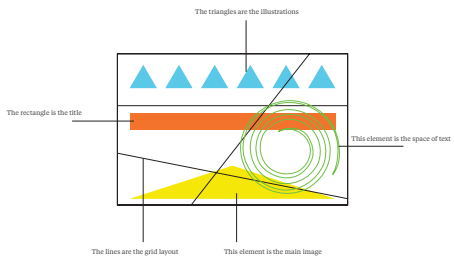
The paradigm is clean in the composition



The paradigm is explosive in the perception



### PARADIGM LOGICAL CONNESSION



GRID An clean as #D

ILLUSTRATION An exaggerated as #B

TEXT An explosive as #C

TITLE An explosive as #B

MAIN IMAGE An clean as #D

## SCENARIOS

### Scenario 1



### Scenario 3



The title has changed the rules @C, #B

### Scenario 2

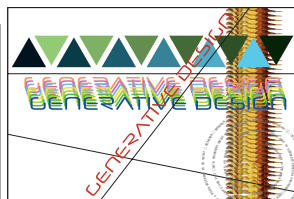


illustrations have changed the rules #A, #B

### Scenario 4



The main image has changed the rules @D, #D



The main image has changed the rules #A

The relationship of the parties is  
TITLE-GRID: #E  
ILLUSTRATIONS-GRID: #E  
TEXT-MAIN IMAGE: #E

## IDENTIFY RULES

### How to compose

**@A\_EXPLOSIVE:** Emphasize the main characteristics of the element

**#A\_EXAGGERATED:** Repeat an element so manic and rigorous, according to a form

**\$A\_CLEAN:** Simplify the traits and characteristics of the item

### How to form

**@B\_EXPLOSIVE:** The color becomes strong and with bright tones and the lines of the element are open.

**#B\_EXAGGERATED:** The colors are different and the shape is exaggerated in the repetition of it.

**\$B\_CLEAN:** Elements are placed in relation to mathematics and the colors are monochromatic scale

### How to letter

**@C\_EXPLOSIVE:** The lettering is invasive and hard

**#C\_EXAGGERATED:** The lettering is bold and impact

**\$C\_CLEAN:** The lettering is simple, straightforward and graceful

### How to deform

**@D\_EXPLOSIVE:** Increase the corners and angular features avoiding the proportions

**#D\_EXAGGERATED:** Increase the curvature and sides

**\$D\_CLEAN:** Reducing connecting elements of the object

### How they relate

**@E\_EXPLOSIVE:** Elements relate disproportionately

**#E\_EXAGGERATED:** The most influential element is repeated and emphasized

**\$E\_CLEAN:** The elements are compared in a rational

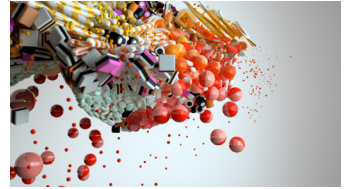
## SECOND PROJECT

The aim of the first project is to design the cover of the book "Il giornalino di Gian Burrasca"

### IDENTIFY A PARADIGM USING A CATALYST

#### Catalyst

My catalyst is a screenshot of a video introduction of MTV's channel. In this screenshot my attributes are involved: the exaggeration of the elements, the explosion of color and movement, and the simplicity of representation and forms



### Paradigm first impression

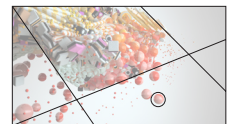
The paradigm is explosive in the perception



The paradigm is exaggerated in color and appearance

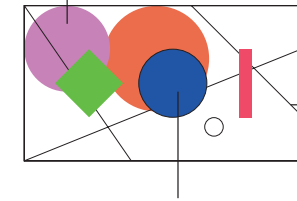


The paradigm is clean in the composition



### PARADIGM LOGICAL CONNESSION

These elements are the illustration



GRID An clean as #D

ILLUSTRATION An explosive as #A

AUTHOR An explosive as #C

TITLE An explosive as #B

## SCENARIOS

### Scenario 1



The layout of the book cover used the rules #A, #B, #E. Is in relation with the title with the rule #E.

The title used the rule #C and @B.

The illustration used the rule #D and \$A.

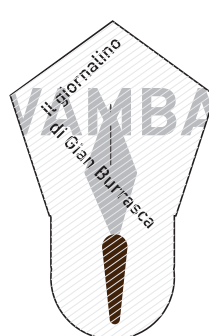
The author used the rule \$C.

### Scenario 3



The layout of the book cover used the rules \$C, \$A, \$D. Is in relation with the title with the rule #E. The title used the rule #C and @A. The illustration used the rule \$A and @A. The author used the rule \$C and \$A.

### Scenario 2



The layout of the book cover used the rules @A, #A, #D. Is in relation with the title with the rule #E. The title used the rule #D and #C. The illustrations used the rule #A and #B. The author used the rule @C.