

VOLTRONERGY

Thesis Proposal by Joyce K Chen

VOLTRONERGY is

“Voltronergy” will be a collection of individual projects containing 5 different exercises, all of the projects will be build upon my ‘25 of something’, they are different from one to another, but will convey a story as a group. The idea is to have an exhibition at the end of April.

VOLTRONERGY is

“Voltronergy” will be a collection of individual projects containing 5 different exercises, each exercise explore the idea of synergy to a series of subjects through the application of graphic design. each projects is build upon my ‘25 of something’ project. They are different from one to another, and will convey the a story as a group. The idea is to have an exhibition at the end of April.



example: Paris Je'taime
Voltron

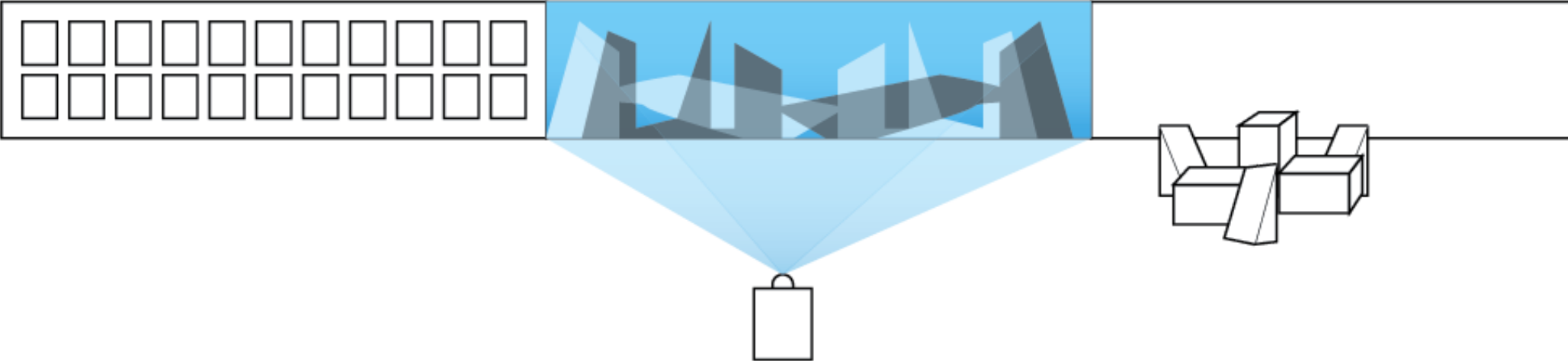


Projects Proposals:

what is voltronenergy made of

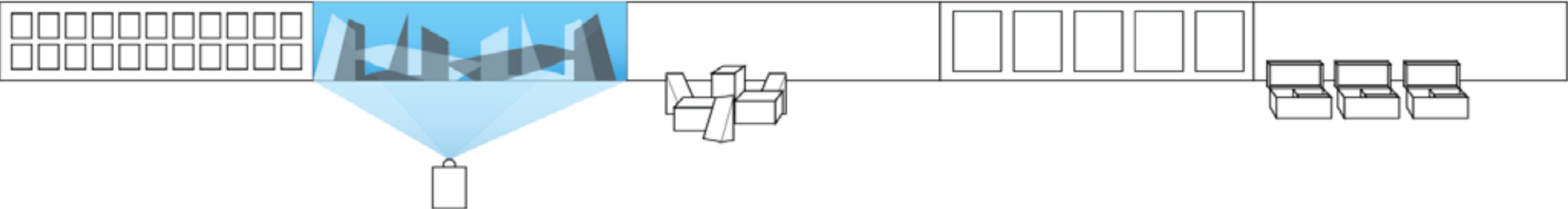
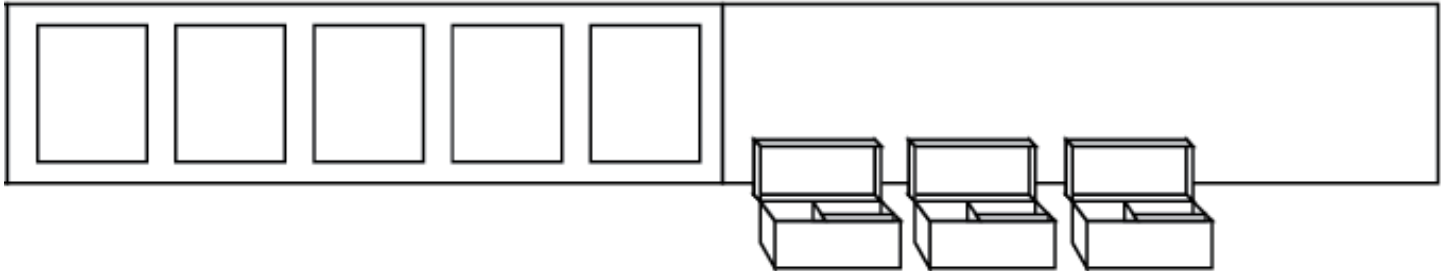
shape & space

building block



posters
unsure

voltronenergy kit (all projects)
unsure



Projects Proposals:

1. voltroney– what is voltroney made of?

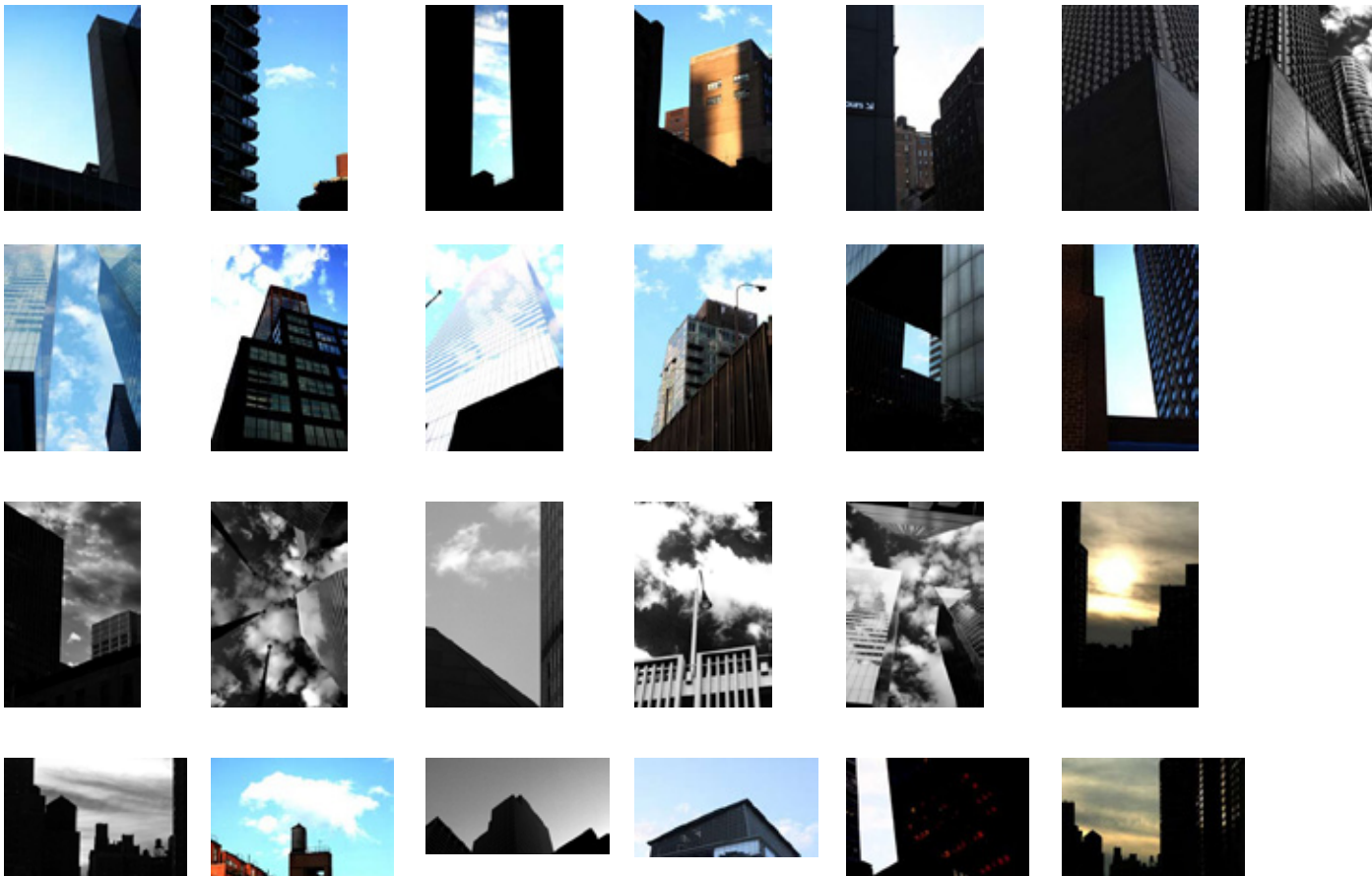
in this project, i will document every objects or things i've used to make the voltroney projects. i want to help the audience understand how graphic designers make their designs. when the audience walk into the room, the project will be mount on the wall like daily calendars, the audiences can tear out each pages to keep. by doing so, each person can understand it takes all these 'things' to make voltroney projects.

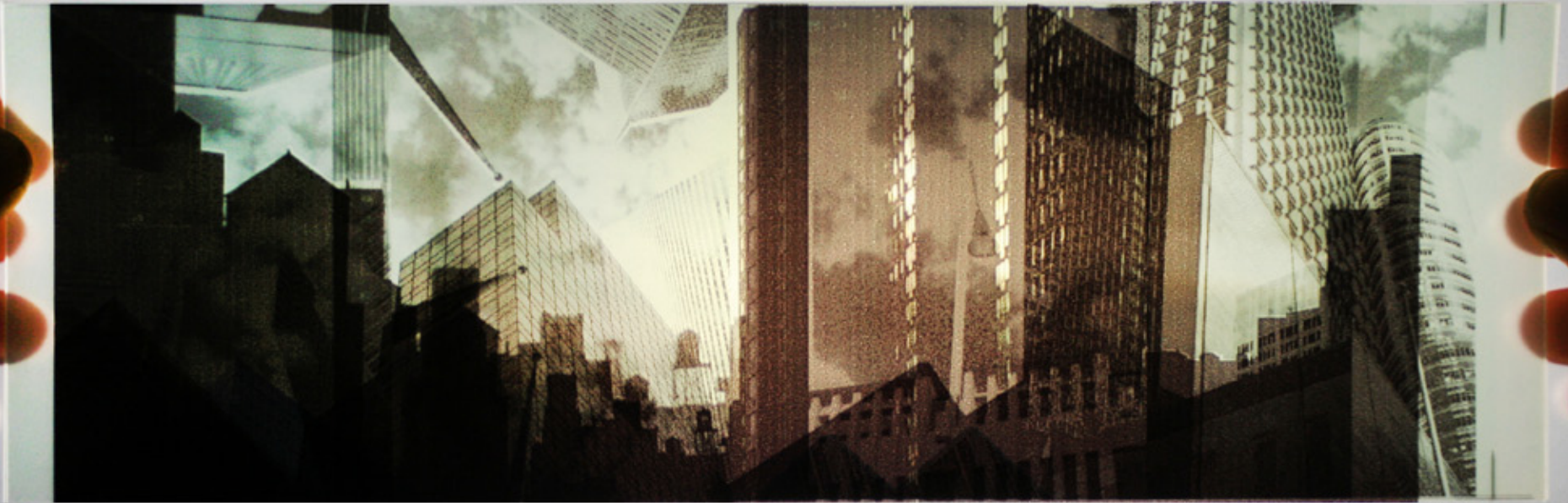


Projects Proposals:

2. voltronenergy- space & shape (25 of something project, still thinking the name of the title)

it is a product for 25 moments. i took 25 photographs of buildings and sky, by doing this exercise, i want the audience to realize the negative spaces are created by the synergy between sky and buildings. it is an interactive book.





Projects Proposals:

3. voltronenergy– building blocks.

this is a project build upon project 2. it's about shapes, architecture, negative spaces and relationship. by using building blocks or lego to explore possibilities of synergy (to let the audience interact in the show).



Projects Proposals:

4. voltrenergy– poster series.

making the posters by throwing balloons fill with paint against the blocks in front of a board or canvas to create art work.

Voltronenergy is

About communication

positive

challenging

graphic design

Voltronenergy is not

private

offensive

commercial

expensive

serious

political

a service

Objective

To explore the idea of synergy as it applies to graphic design. I hope to show each individual projects play an important role in a big idea.

Hope to achieve

i hope to provide a fresh experience for the audience.

Idea for end product

