

INTENSITY OF DESIGN

Chroma

Spring 2012

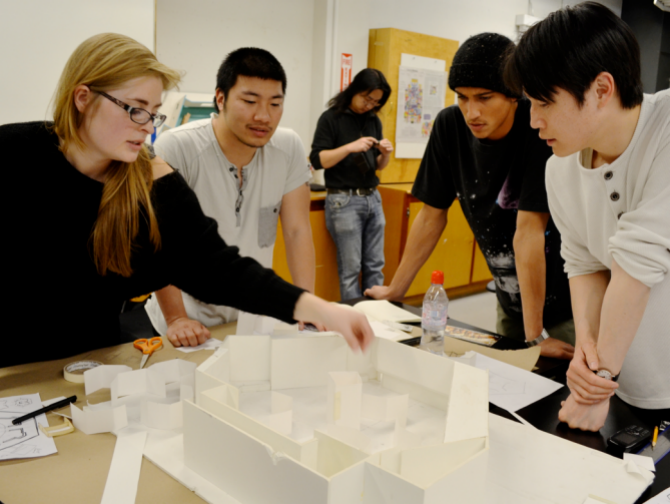
Chroma

The 23rd Annual Design and Industry Student Design
Exhibition at San Francisco State University.
Opening reception: Wednesday, May 9, 2012

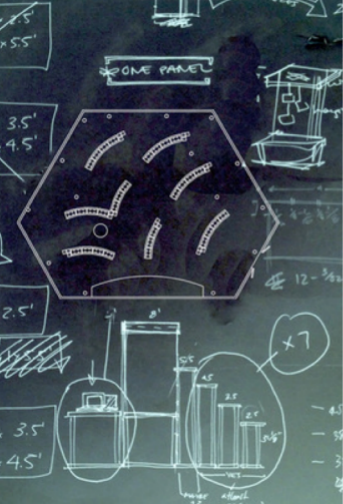
Thank you to the University, the DAI department, the students,
the sponsors, the kickstarter donors, and all those who helped
with the production and support of the show.

Pino Trogu, Exhibit Coordinator
daishow.sfsu.edu
daishow.sfsu.edu/kickstart/















Chroma

The image shows a large, illuminated sign for the word "Chroma". The letter "C" is significantly larger than the other letters and is a vibrant magenta color. The letters "hroma" are in a lowercase, rounded, sans-serif font, also in magenta. Below the letters, a trail of small, yellow, square-shaped lights extends across the width of the sign, creating a sense of motion or a digital path. The background is dark, making the illuminated letters and squares stand out.





creative

visual

design



chroma

INTENSITY OF DESIGN

PROCESS

inking

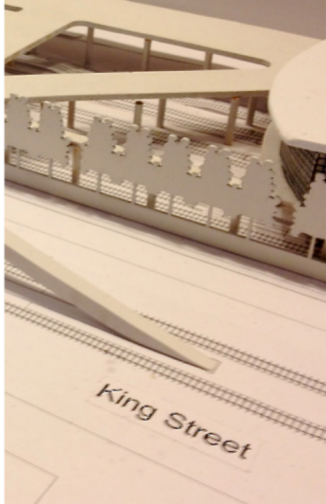
experience





IS GLUTEN HURTING YOU?

Celiac disease and gluten intolerance is a digestive disorder characterized by a toxic reaction to gluten, the protein found in wheat, barley, and rye. Approximately 1% of the U.S. population is affected by gluten, which is about 1 in every 100 people. Therefore, 87% of the population is undiagnosed. Celiac disease and gluten intolerance is a costly symptomatic disorder, meaning it can damage multiple parts of your body in addition to your digestive tract.







reproduction

process

rethinking

experience





information

visual

"Minds finished resting.
Knowledge grows again once more
Within, endlessly." - Elizabeth Lan

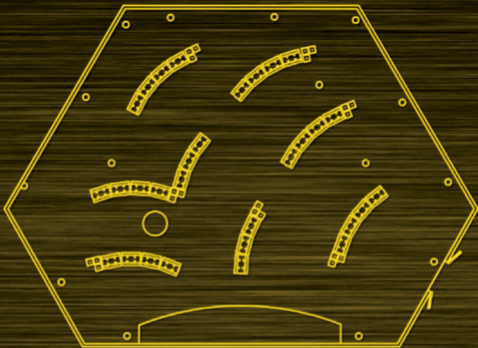
Music (c) pogo "Walkingtonadream (pogomix.net)











Jack Adams Hall / Cesar Chavez Student Center



SAN FRANCISCO
STATE UNIVERSITY