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Research Week Submission

Students in especially the digital field of study start at the very beginning of their college education collecting work that they made in their classes, and in their free time. Most art students like to find new and different ways to work and get comfortable, but risk all their work and their computers when they bring food and drink into the equation. Unfortunately, electronics are tricky things and tend to be prone to getting viruses, being dropped, thrown, and sometimes ruined by spilled food and/or drink. Even though students are aware that accidents happen, they seem to forget to make sure they have their files copied into another place, other than the cloud. Most people learn the lesson and then reap what they sow and eventually learn to copy their files into several places before they close out of the software they are in. An article on gizmodo.com talked about how scientists say humans are biologically made to spill drinks. Students continually lose files every year by dropping liquid or accidentally deleting files. Even if its not an external conflict it could be an internal disaster that causes tragedy. This is enough reason alone to be weary, back up important and unimportant files, and buy an external hard drive or several usbs. (211 words)

Even though for the most part people are careful with their electronics, it is still important to be extra prepared. The objective is to communicate to freshman students that they should back up their files because accidents and problems do happen unexpectedly, often. It can also be a persuasive argument to say that if something bad does happen you should want to protect the files that you have. The simple phrase of "Back up your files," is a command and a suggestion depending on the way the viewer looks at it, it can also be considered a reminder to look up what is available to use to back up files. The phrase is the main call to action, rather than the warning, and the warning "accidents happen," at the bottom speaks to the thoughtlessness people have when not considering what could happen when they are not paying attention. The goal was also to give a word of advice, as graphic designers it is common to protect the electronics at all costs, because not only is the device important and expensive but you can not replace the work that has been made once and destroyed. The hope is that the audience that is viewing this poster sees the message and is moved to protect their work. (215 words)

The thing that came up was inspired by something of a horror story that had been told. Someone had their computer out and another student walking by accidentally dropped their coffee and it landed on the laptop completely destroying the keyboard and the hard drive, and had destroyed all their files that would have been used in several projects in several classes and one day their portfolio. The student had to buy a new laptop and replace all their work. So the main idea was that we wanted to create something that created anxiety. So the moment you see coffee spilling onto the laptop the viewer starts to get nervous and they read, "Back up your files." It is meant to shock and make you think in an immediate way that the viewer is scared and wants to find a way to protect their own device. From top to bottom you see the cup that seems to be flying through the air as it starts to dump coffee onto the laptop in the coffee there

is use of typography that says “Back up your files,” and then you see the final warning at the bottom in a sans-serif typeface that is made to look serious, “Accidents happen.” (207 words)

When working on this project I was working with a classmate who had experience working in photography and eventually wanted to get into product photography. Personally, I had originally worked in fine arts before graphic design so it was easier for me to manipulate and create something that could physically be in front of a camera. The first step was to create a template to base the typography off of, so I created it in Illustrator and manipulated some text to make it look like it was splashing off the keyboard. With hot glue I traced over the image on top of a wax sheet of paper and allowed it to dry, then used sculpey to smooth the texture out and make it look like liquid and finally painted it with acrylic paint to get the color right. Using some photography arms and equipment we suspended the piece with fishing line over the laptop and suspended the cup as well to make it seem as though it was pouring out of the cup. My partner, Josh, then adjusted the lights and took several shots with several different set ups and finally edited the final picture in Photoshop. The main things he had to work on was making the fishing line disappear and smoothing the clay on the words. After he exported it he sent it to me and I added the “accidents happen,” in InDesign. (235 words)