Objective

vs.

Subjective

Studio-Lab/GID 2026

By: Camila Rencsár Barrera

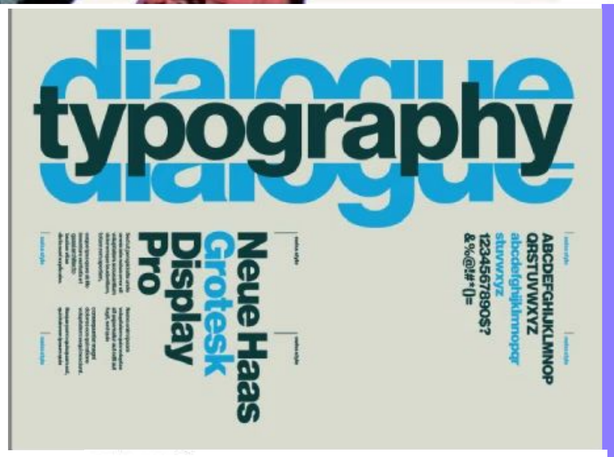
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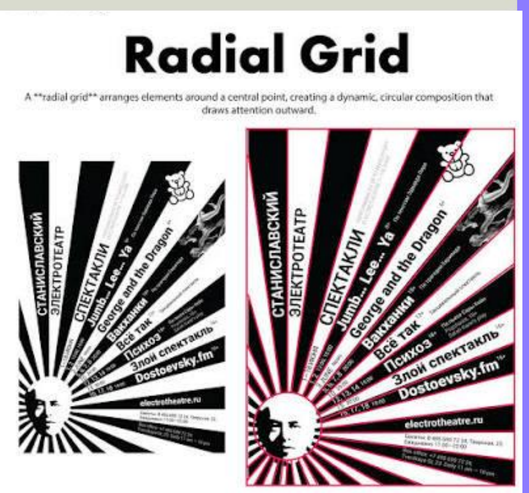
- Objective vs Subjective: (Slides 3-4)
  - Quick definitions I research & Visual understanding of each difference
- 2 Objects in my Room with Graphic Design: (Slides 5)
  - Out of 4 I chose this two for the colors
- Objective: (Slides 6- 11)
  - Whole process organizing the objective poster till final idea
- Subjective: (Slides 12 -17)
  - This one was blowing my ming. I'm not use to abstract art.
  - am more of a detailed person

OBJECTIVE:
References/Ideas

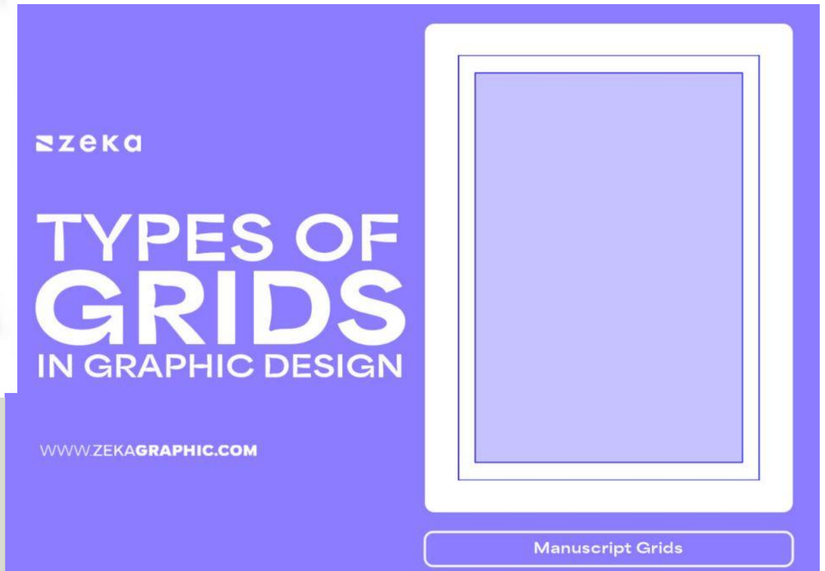
- More letters less Image
- Clear
- Order
- Steps 1, 2, 3...
- Measurable rules
- Instant delivery facts
- Readable Fonts
- Clean arrangements
- Theme
- Grid



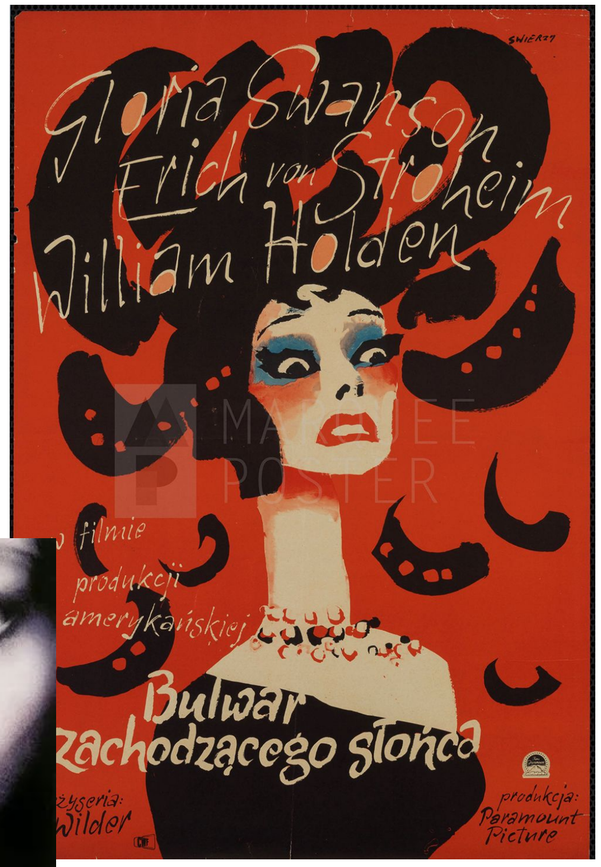


















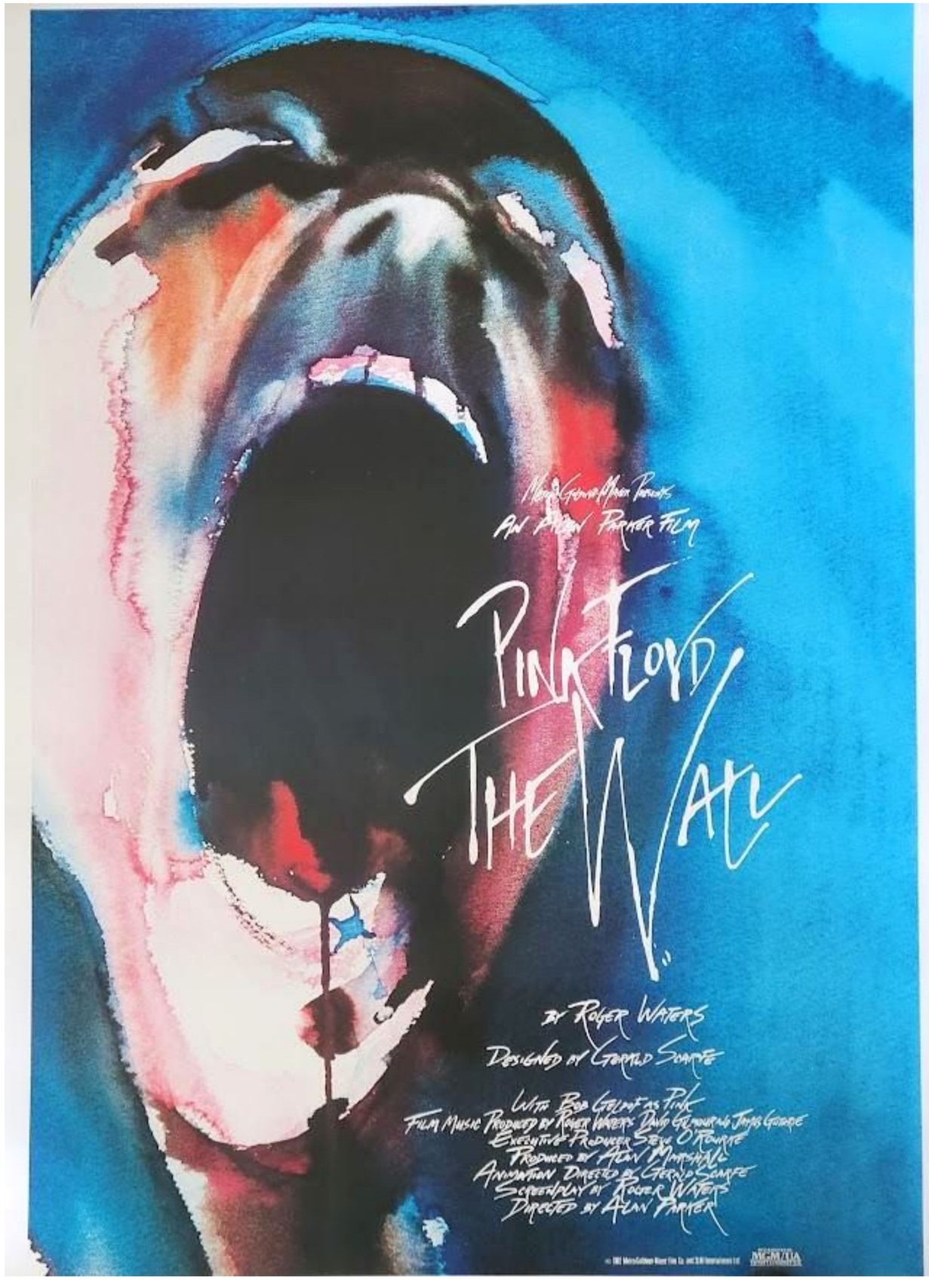


SUBJECTIVE: References/Ideas

- Personal taste
- Breaking the Rules
- Aesthetic style
- More Image less letters
- Texture
- Personal message
- Emotion
- Blurs the line with fine art
- Viewers feel a mood
- Expressive

2 objects in my room with Graphic Design

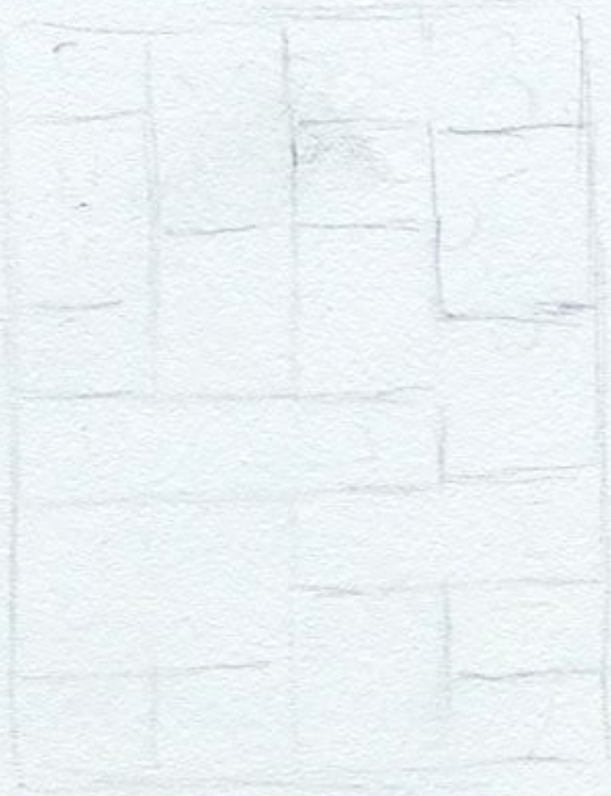




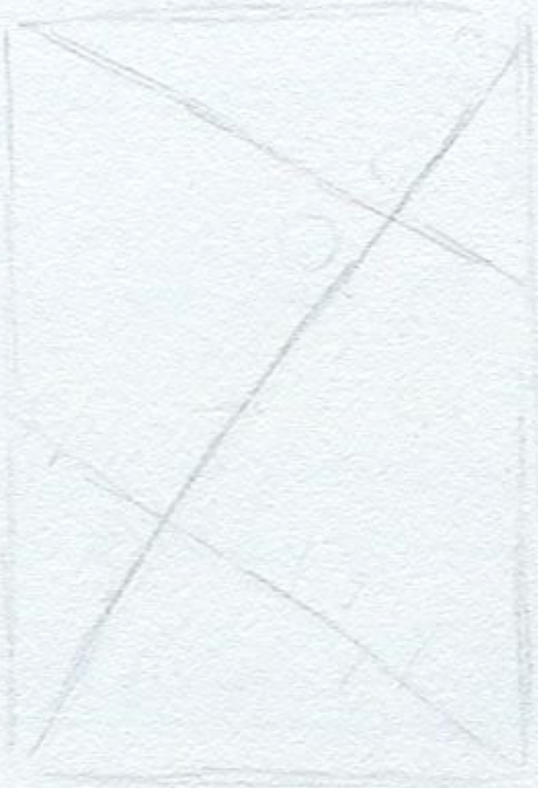
OBJECTIVE: = Grid, order, simple, measurable wles,
readable fonts & instant delivery facts
&
clean
arrangements

Style:
Swiss
Modular
Grid
Puzzle

Modular Grid



Axial Grid



① Letters Black
② B+G

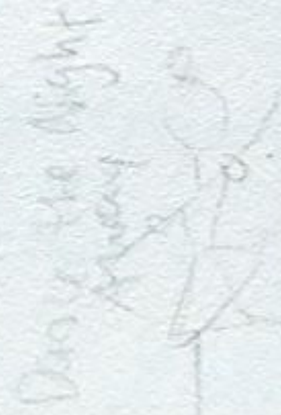


4



1 Image / 1 typography
More letter less Image
1st 2nd 3rd
5 Cyber CYBER
7 REALITY Reality



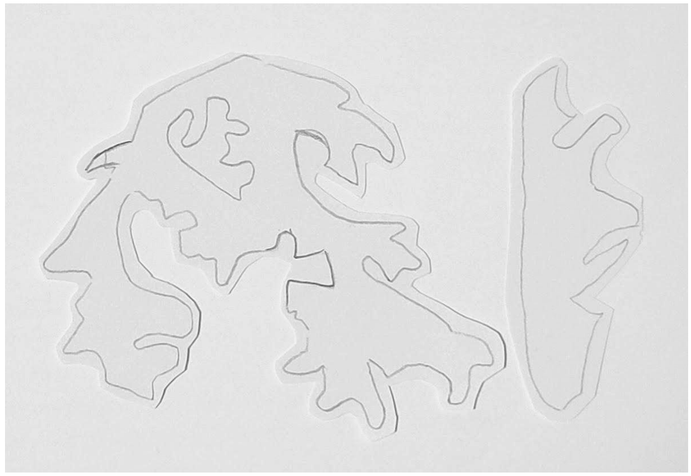


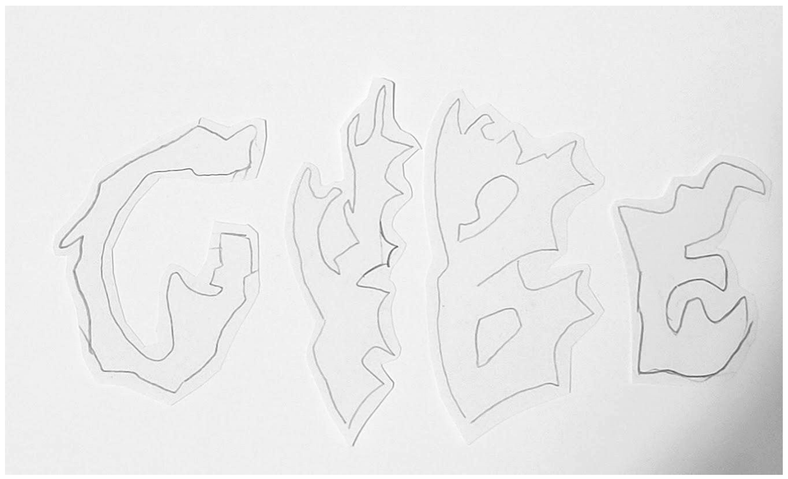
title:
- Cyber Reality
Living with AI

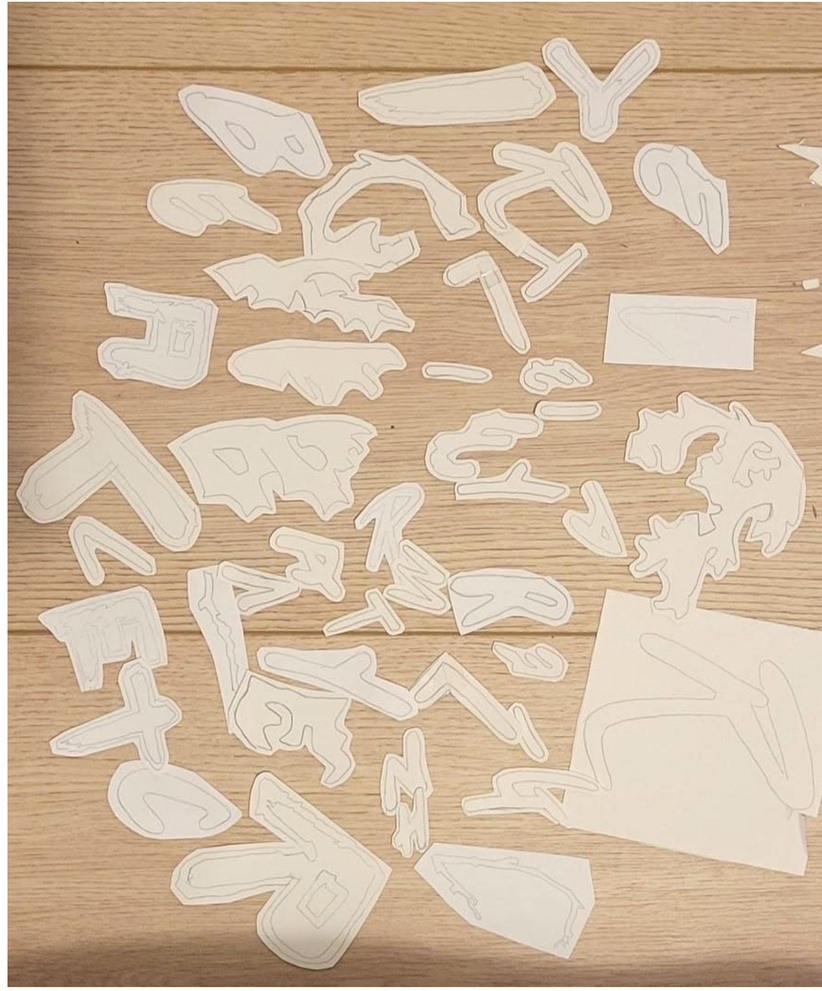
MOVIE P

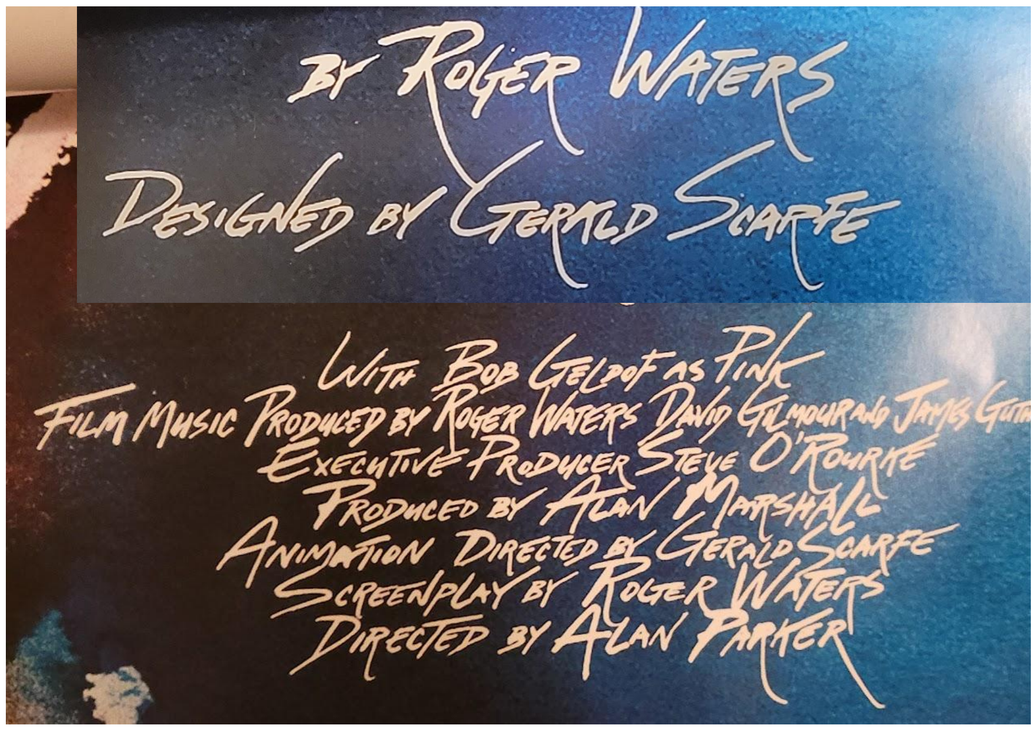
Typography Ideas



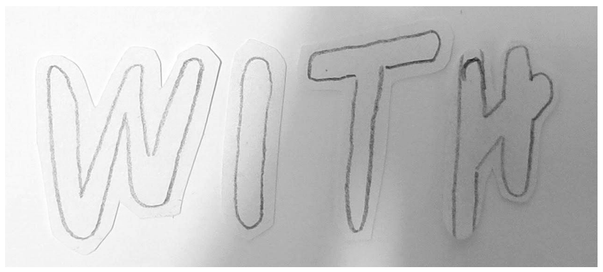


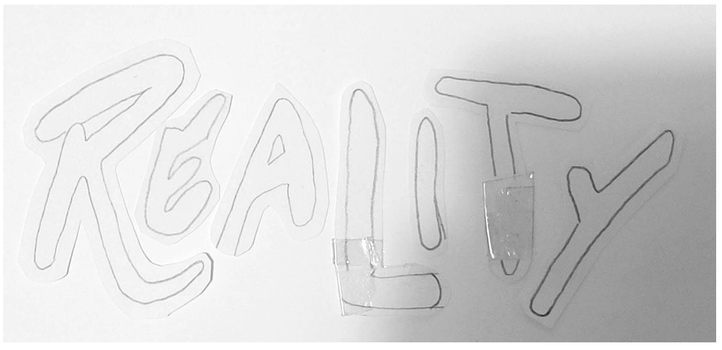






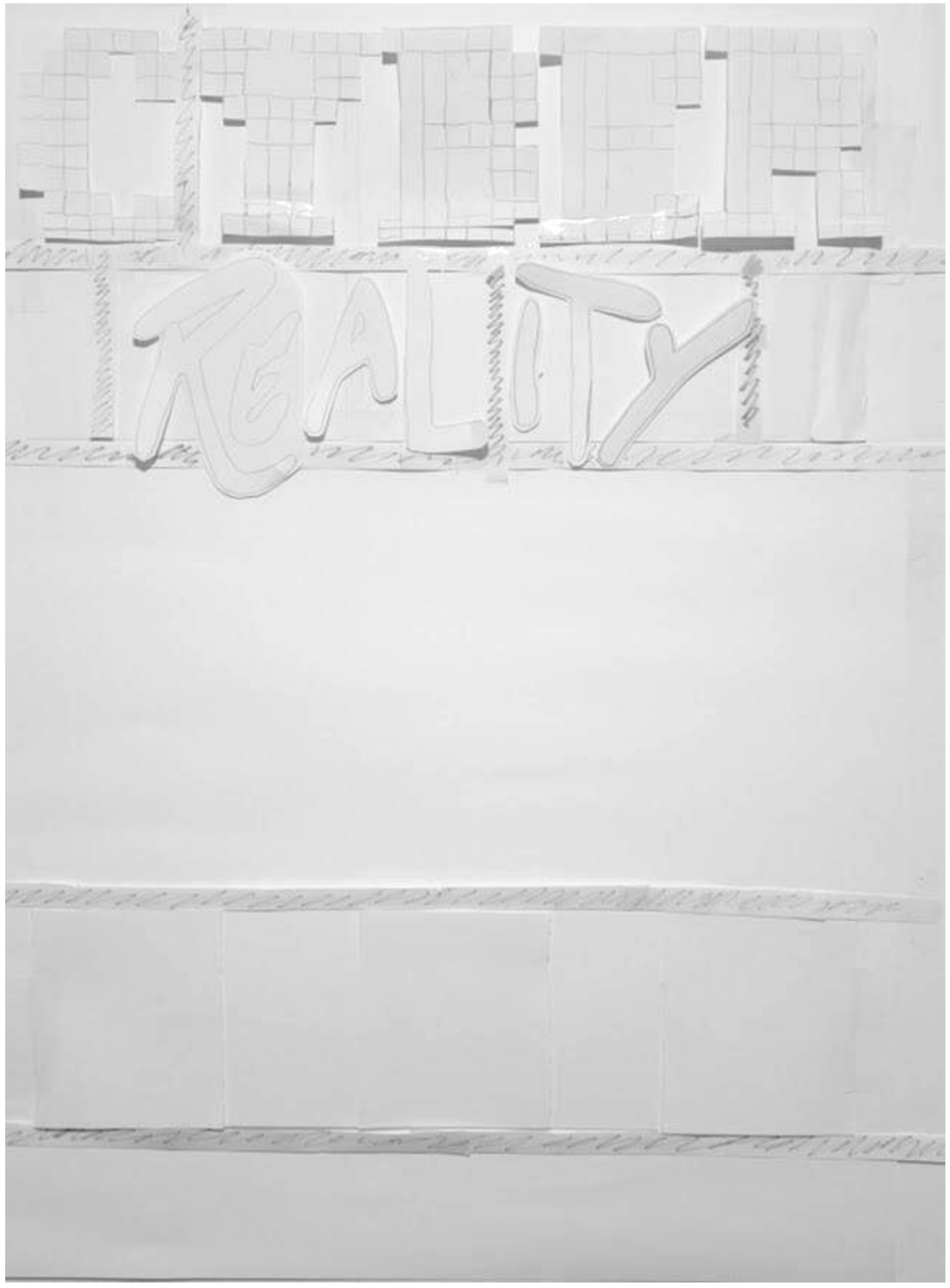






Letters process

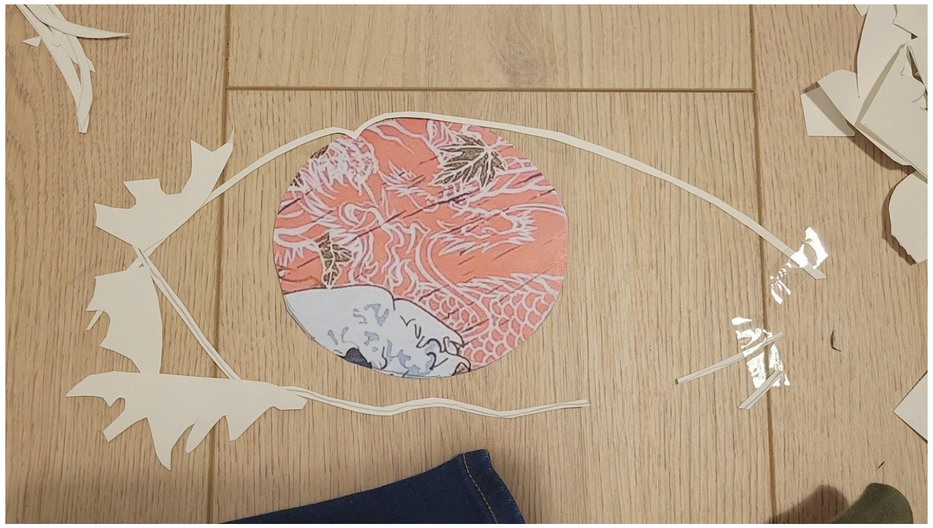
#1



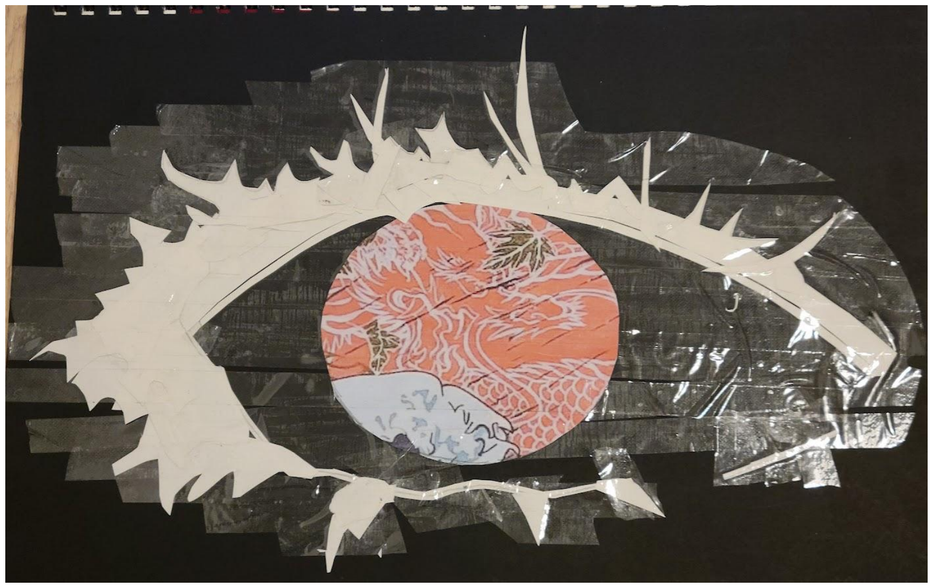


#2

Creating the Eye out of the waves/sun process







#1 I started right away with the circle.





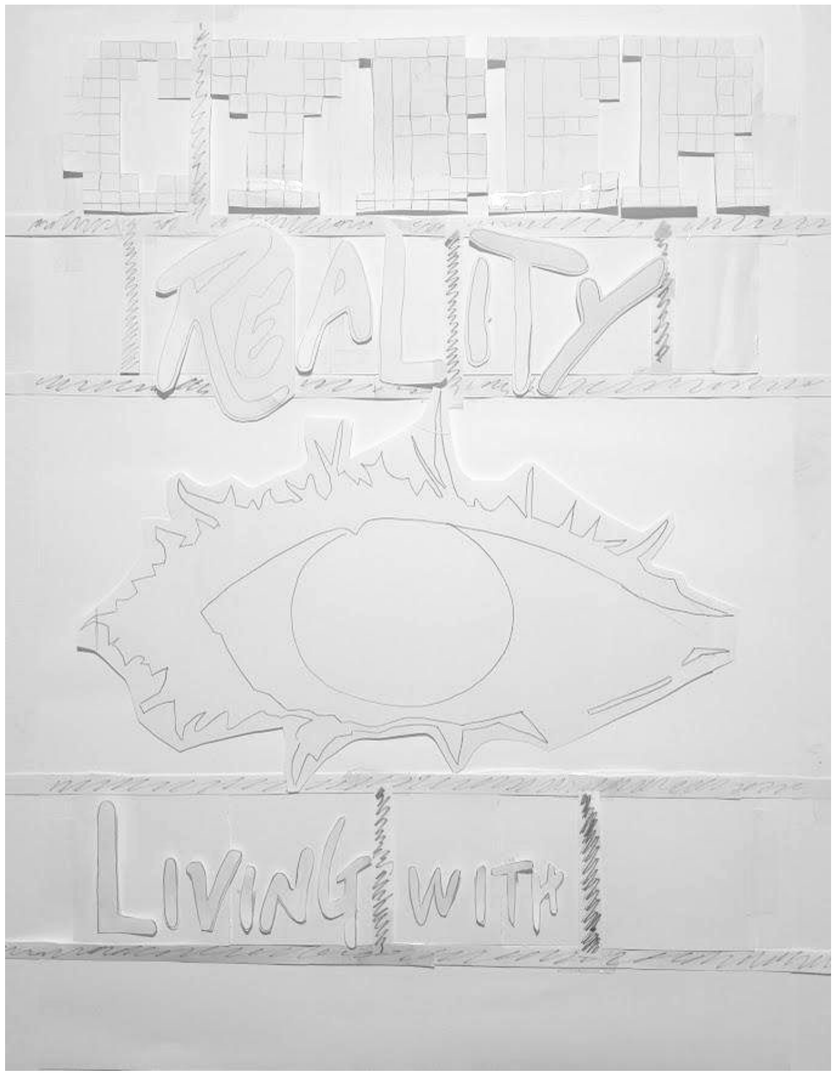


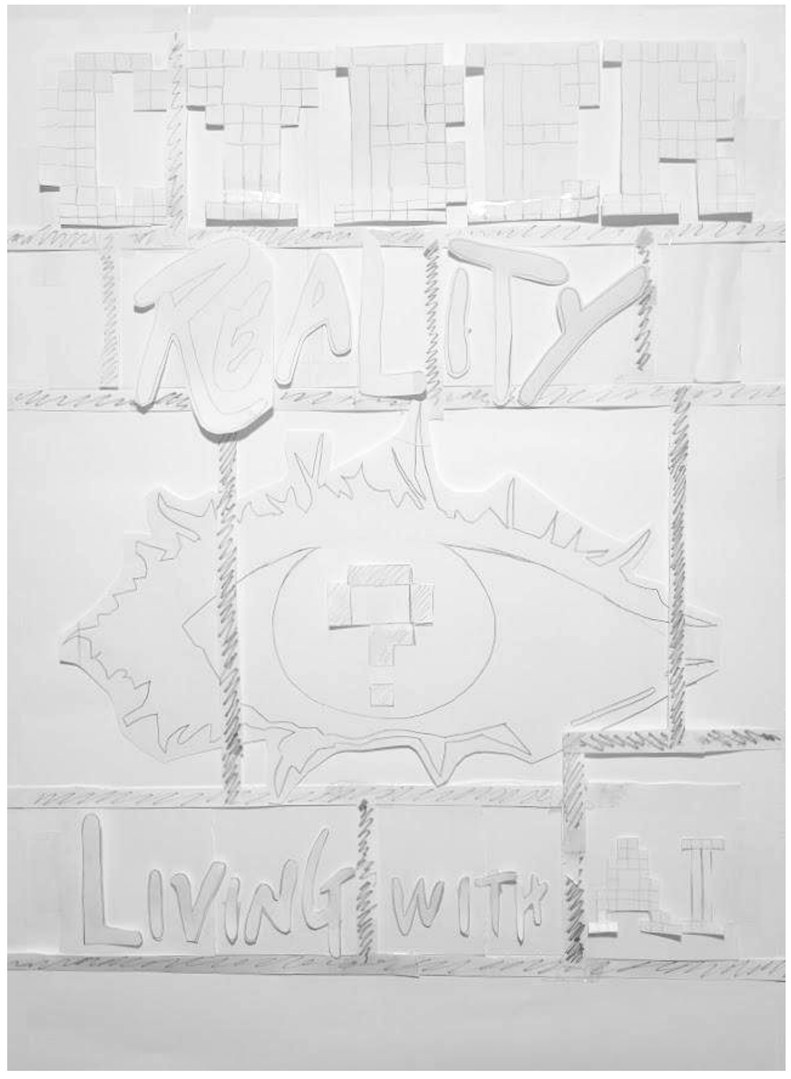
#2 I used an eye for reference to help me figure out the eyelashes

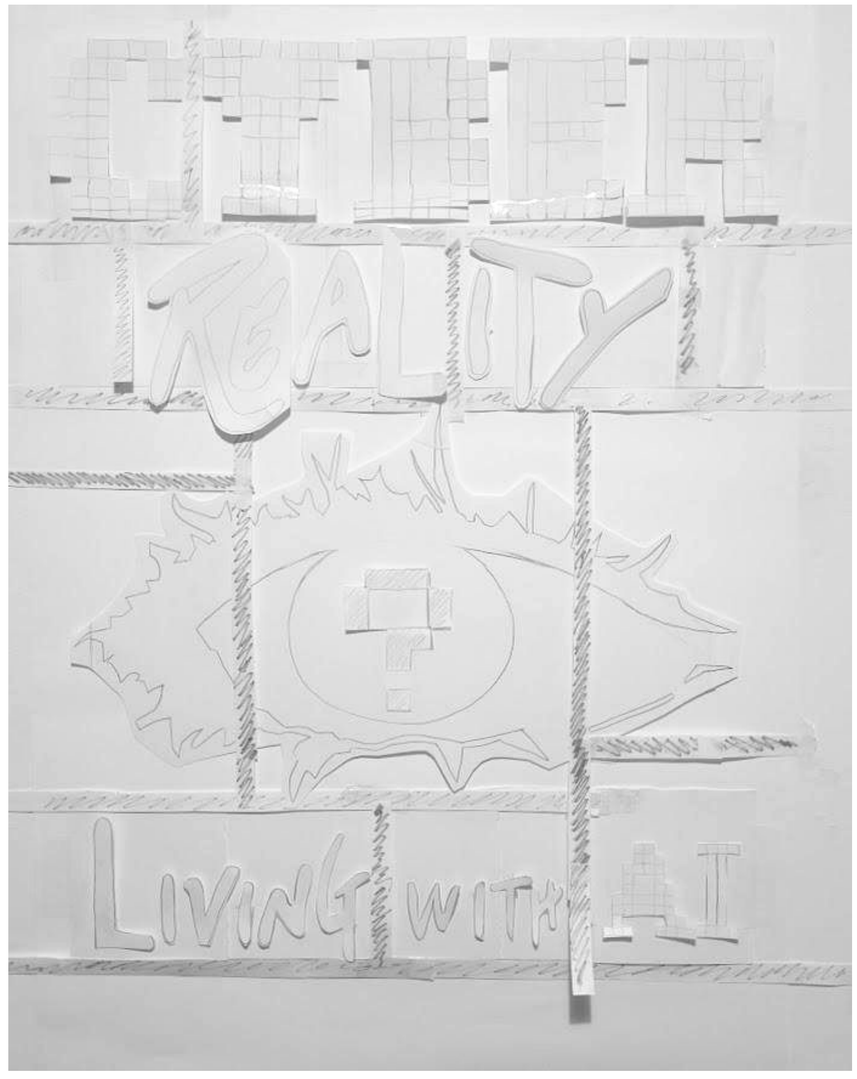
#3 Gluing all of this was a struggle. PS: DON’T USE GLUE STICKS

Beginning Process

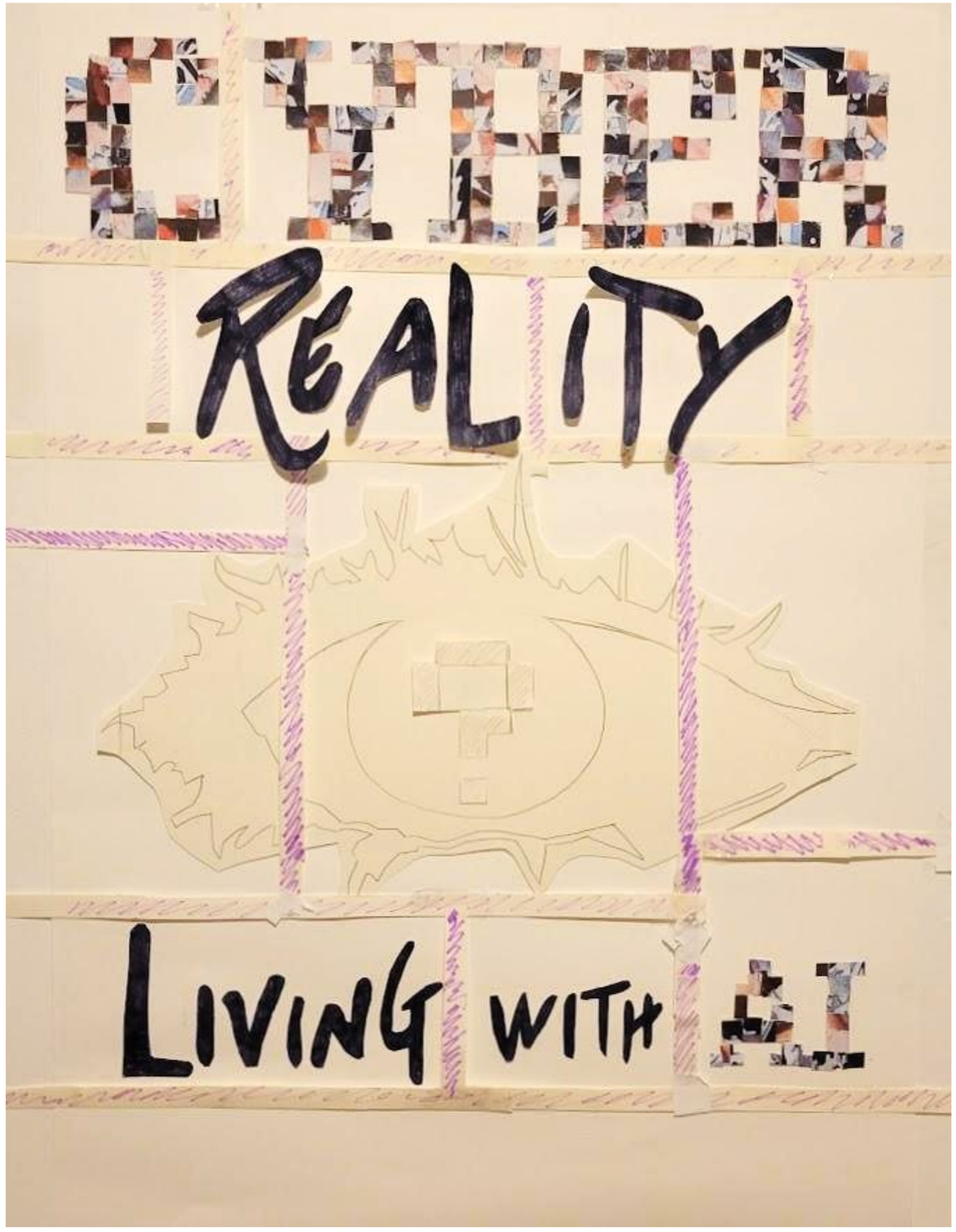
<u>Poster style:</u> Swiss/ Moderate Grid







It was a struggle to organize the Moderate Grid. I didn't want the lines to cover fully the direct message. In the end I realize it look like the human eye is in jail.





Final Decision + Final Idea

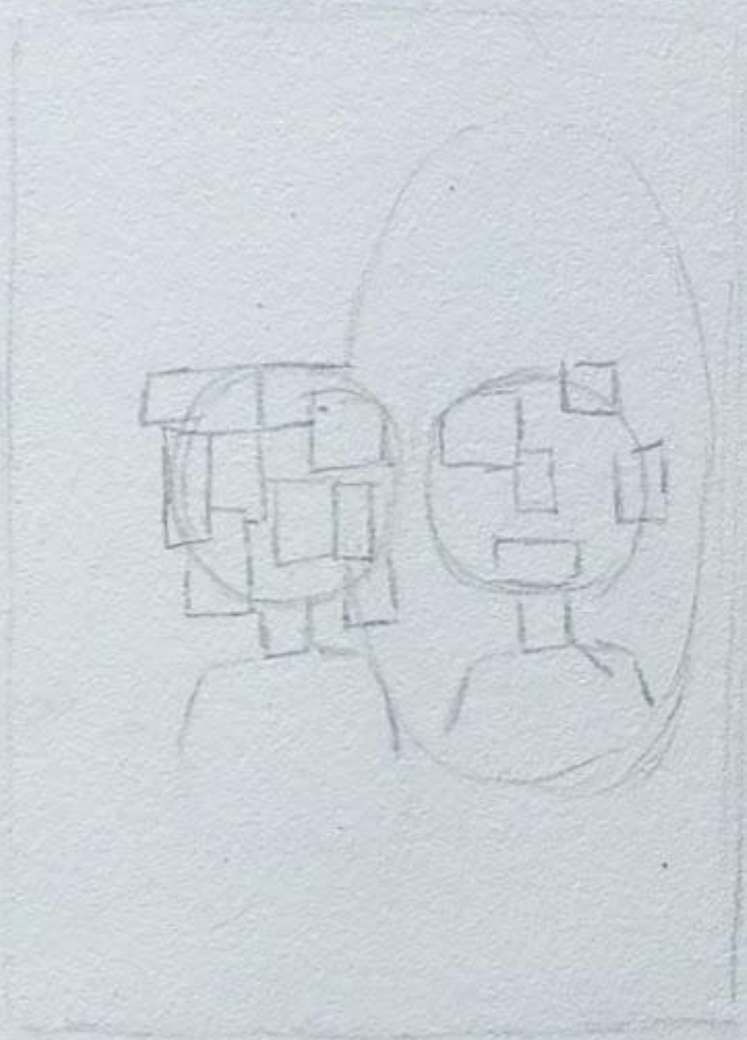
Cyber Reality, Living with AI =
Thought of a horror movie poster about AI Apocalypse, how its conquering reality

SUBJECTIVE:

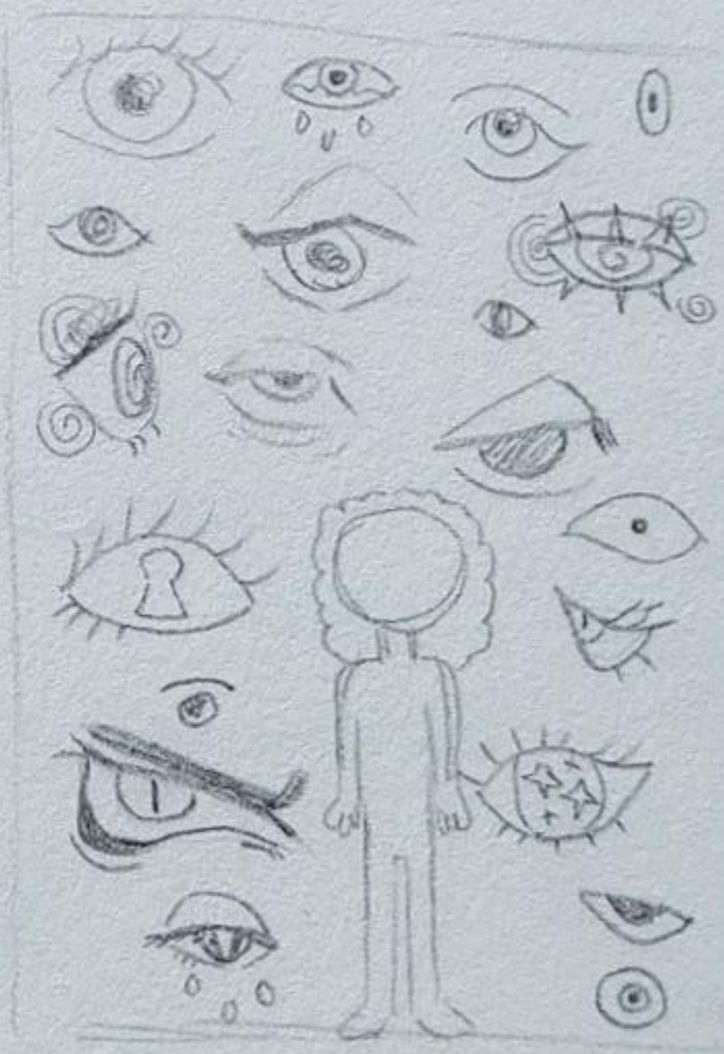
COLLAGE = personal taste, emotion, & aesthetic style
Blurs the line with fine art, texture, make the viewers feel a mood or interpret a personal message

more image less letters

↓
behavior



Nobody's Perfect
Mirror looking at yourself
colorful hair

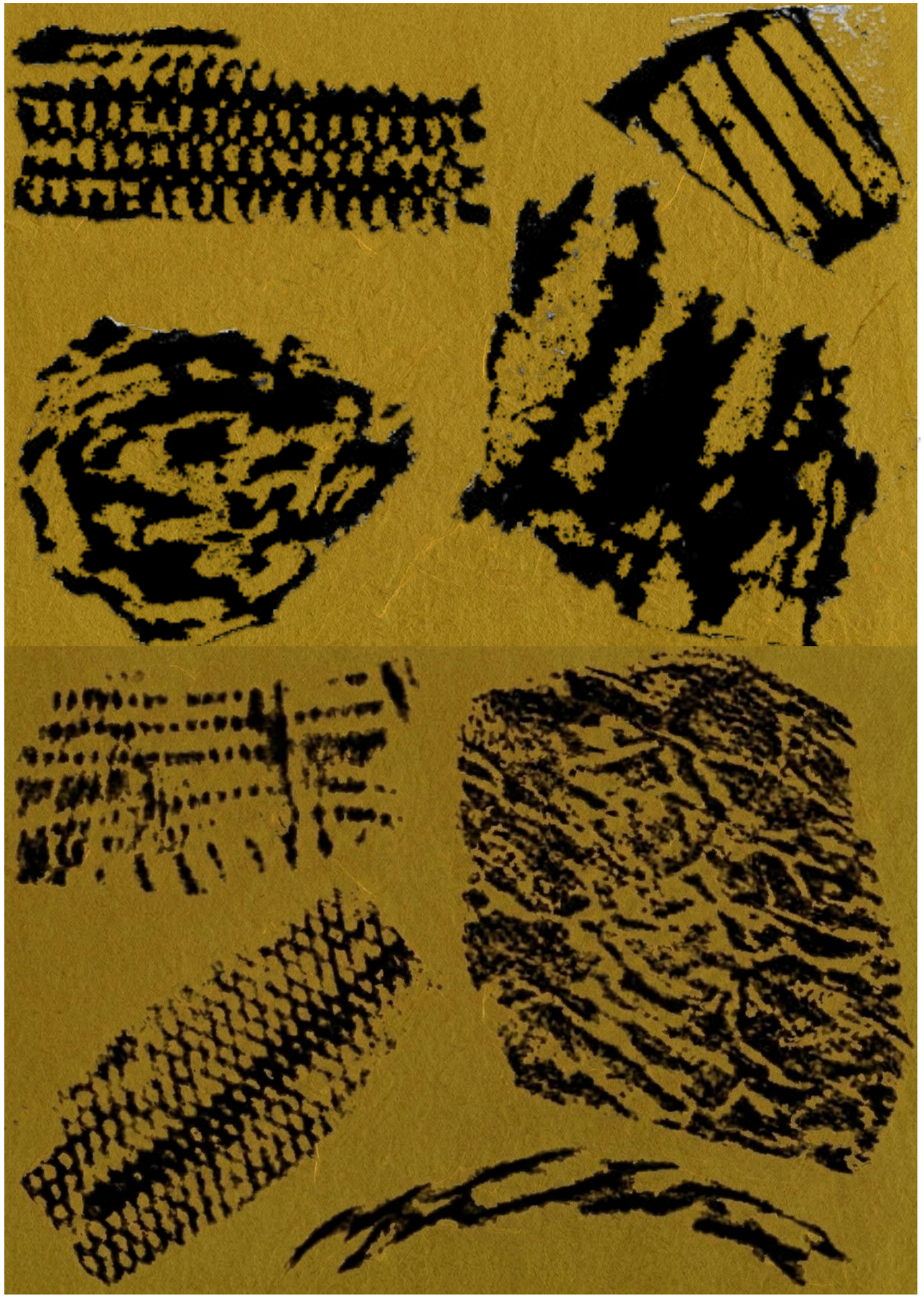


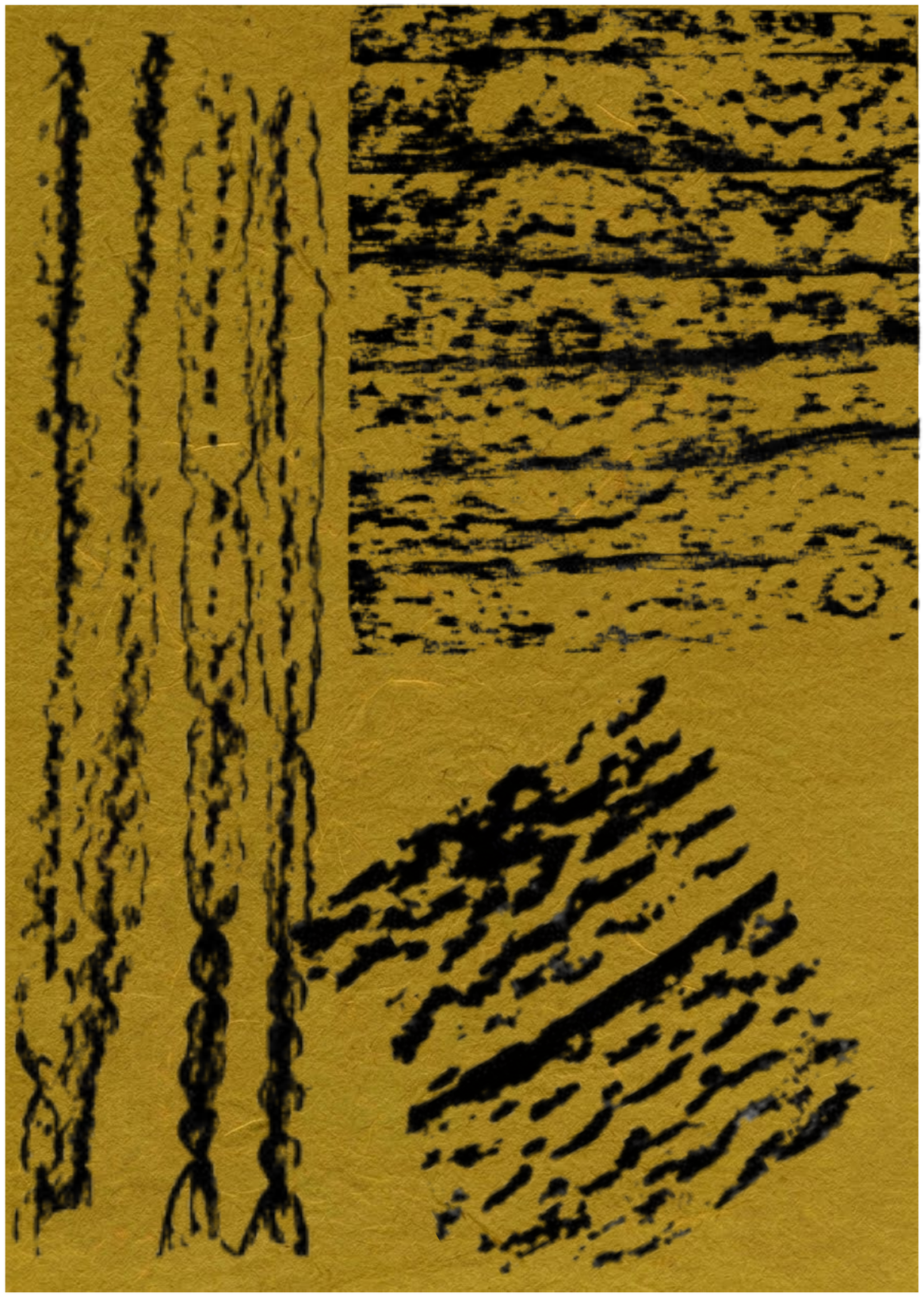
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- Pefectionist



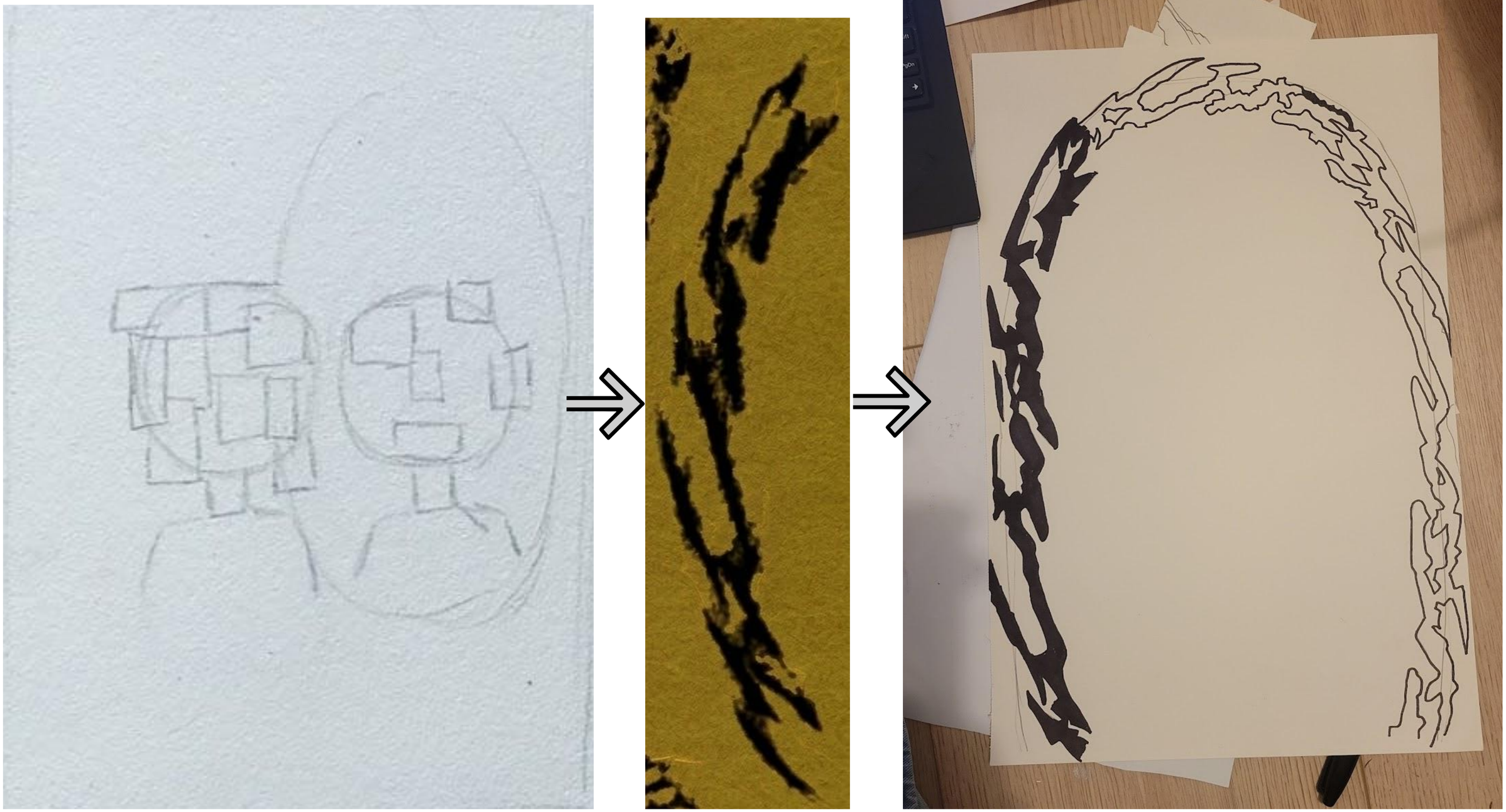
style:
Deconstructivism
tear cuts
elements at side
page
expose
expressive
texture

Adding the FROTTAGES/ TEXTURES





Process of creating the mirror from this frottage



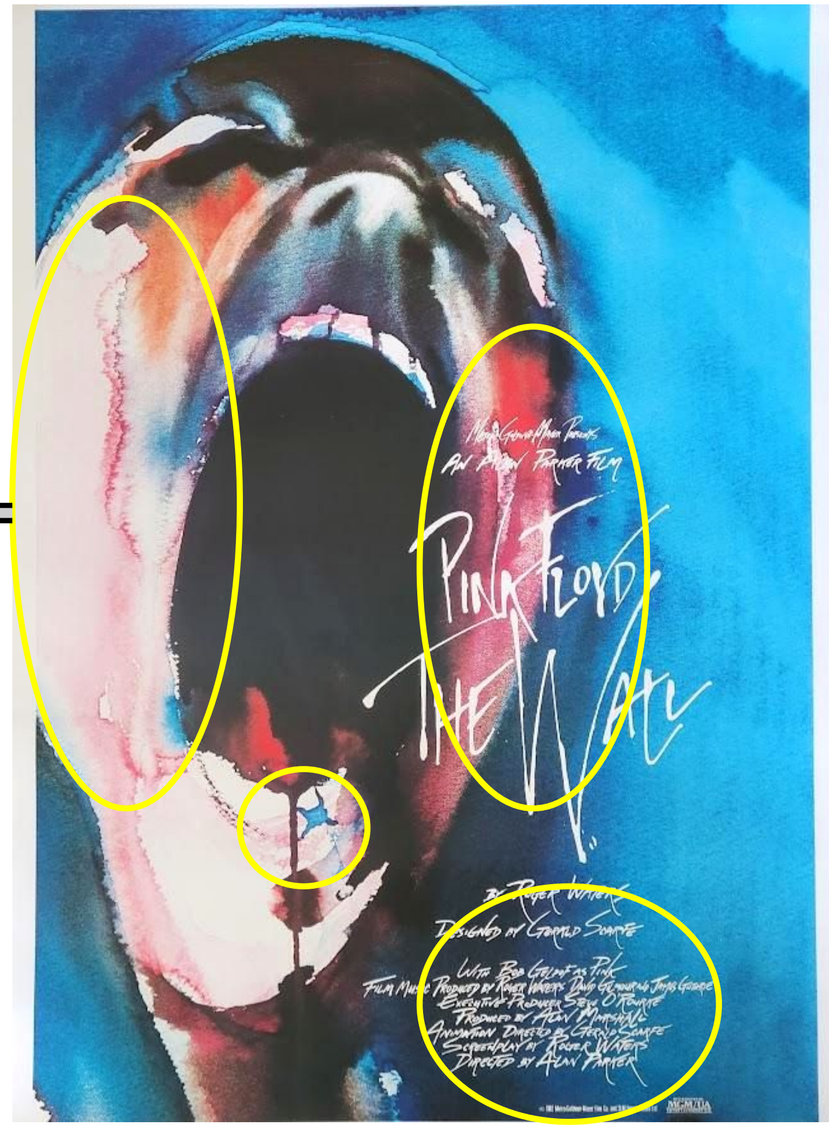
<u>Title:</u> The Perfectionist

Traced it in from my computer as I was forming an oval/ mirror

Front view = FACE







I created the girl's face with parts of the yellow circle areas. I torn does areas with my hands 7 scissors. I rearrange the pieces to create the clothe, face, skin and hair. I focus on combining similar colors.

Back view = full hair collage process







I’m not an abstract person. Constructing the hair wihtout thinking was a headache.

Final Idea process







The Perfectionist = The girl keeps changing her hair color and style multiple times cause she wants to look perfect not for herself but for others to notice her. The leftover pieces symbolize pieces of a puzzle trying to fit in the correct places

Final Objective vs Subjective

