Graphic Summoning

Smith

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smith smith smith MMXIV

This book was produced as part of a larger project, “Am I a Reptilian Shapeshifter?”– the undergrad graphic design thesis of Jessy Smith. Learn more @ shhh.smithsmith.fr (&) smithsmith.fr Please point all magical intruments away from your face while using the modes and means provided here. Do not use without parental supervision. Set in “Value” by Colophon of England. God Save the Queen. Some images provided by the wikimedia foundation. Used because yolo. God save the Internet. @jessydarnsmith MMXIV

Special Thanks:

Elder Scrolls

Aleister Crowley

“The Design Industry”

Magic

The Art Director’s Club

Paul Rand’s Bones

Paul Sahre

Shawn Hasto

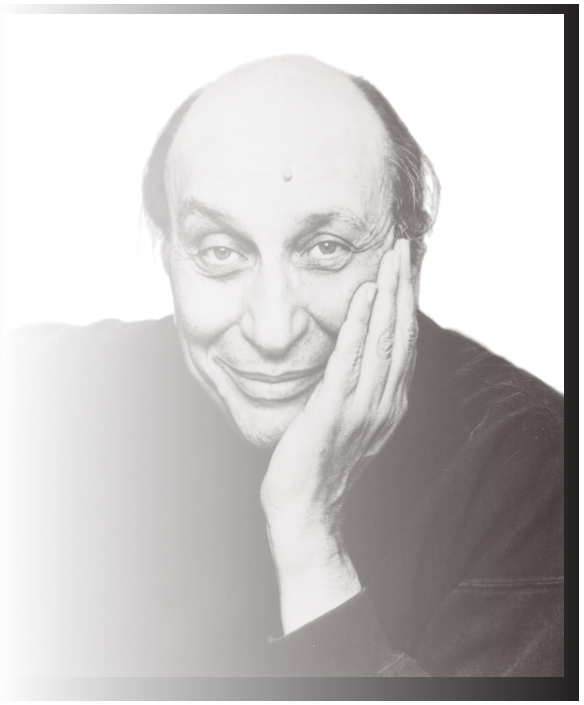
Dad

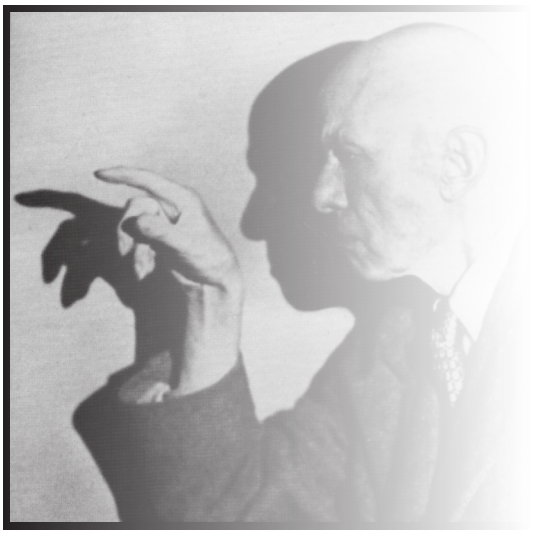
Minecraft

An Introduction
Magi
Necromancy
Psionics
Wizardry
Alchemy

Summoners-on-tumblr

“Graphic design is the art of communication, stylizing, and problem-solving through the use of type, space and image. The field is considered a subset of visual communication and communication design, but sometimes the term ‘graphic design’ is used interchangeably with these due to overlapping skills involved. Graphic designers use various methods to create and combine words, symbols, and images to create a visual representation of ideas and messages. A graphic designer may use a combination of typography, visual arts and page layout techniques to produce a final result. Graphic design often refers to both the process (designing) by which the communication is created and the products (designs) which are generated. Common uses of graphic design include identity (logos and branding), publications (magazines, newspapers and books), print advertisements, posters, billboards, website graphics and elements, signs and product packaging. For example, a product package might include a logo or other artwork, organized text and pure design elements such as images, shapes and color which unify the piece. Composition is one of the most important features of graphic design, especially when using pre-existing materials or diverse elements.”

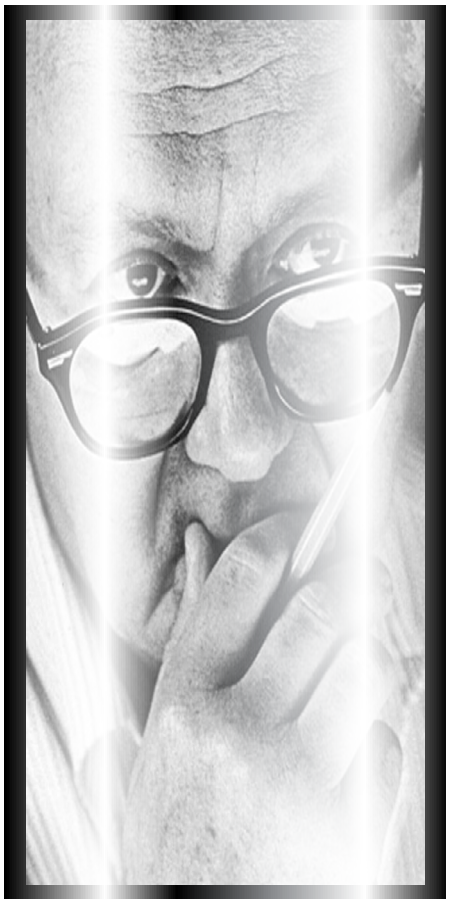




“[alchemy was] the medieval forerunner of chemistry, based on the supposed transformation of matter. It was concerned particularly with attempts to convert base metals into gold or to find a universal elixir.”

Summon the Ghost of Paul Rand

Using black CMYK process ink, create a 5' pentagram on the floor in your summoning chamber. Light a candle for dramatic effect.

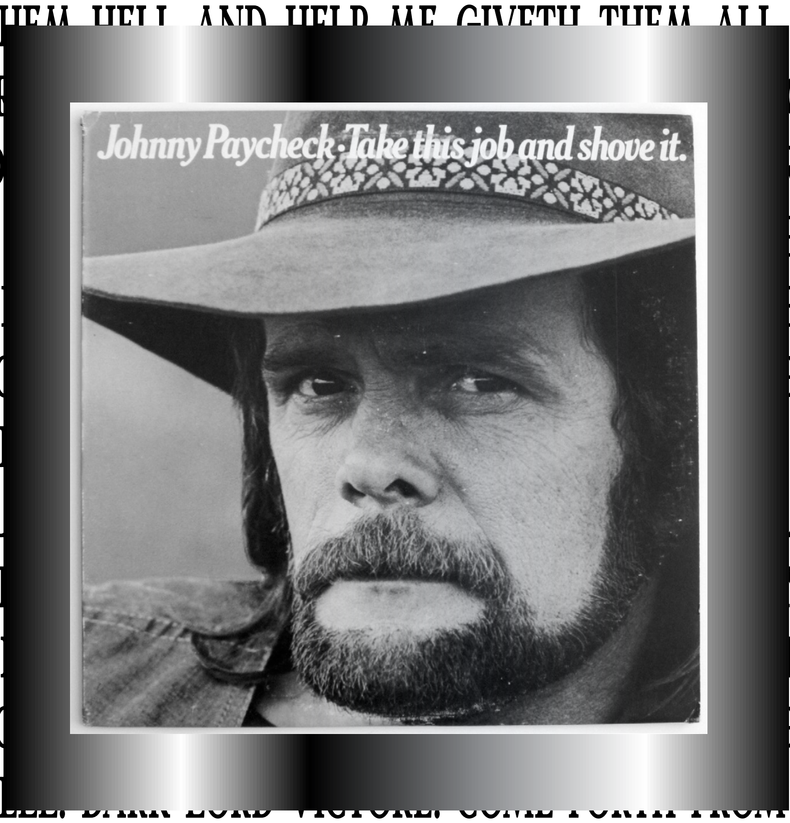


"Paul Rand, hear me! Come forth from thine grave to help me compose a trendy vintage composition to vanquish thy enemies! Paul Rand, hear me! Come forth from thine grave to help me compose a trendy vintage composition to vanquish thy enemies! Paul Rand, hear me! Come forth from thine grave to help me compose a trendy vintage composition to vanquish thy enemies! Paul Rand, hear me! Come forth from thine grave to help me compose a trendy vintage composition to vanquish thy enemies! Paul Rand, hear me! Come forth from thine grave to help me compose a trendy vintage composition to vanquish thy enemies! Awake from your eternal slumber and serve me!"

Bring Dark Lord Victore Forth from His Eternal Quest of Questions to Help you Giveth them Hell

(with hootspah)

DARK LORD VICTORE! COME FORTH FROM GIVING THEM HELL AND
HELP ME GIVETH THEM ALL OF THE HELL! DARK LORD VICTORE!
COME FORTH FROM GIVING THEM HELL AND HELP ME GIVETH
THEM ALL OF THE HELL! DARK LORD VICTORE! COME FORTH FROM
GIVING T … OF THE
HELL! DA … G THEM
HELL AND … K LORD
VICTORE! … HELP ME
GIVETH T … ! COME
FORTH FR … HEM ALL
OF THE H … GIVING
THEM HEL … L! DARK
LORD VICT … D HELP
ME GIVET … ! COME
FORTH FR … HEM ALL
OF THE H … GIVING



THEM HELL AND HELP ME GIVETH THEM ALL OF THE HELL! DARK
LORD VICTORE! COME FORTH FROM GIVING THEM HELL AND HELP
ME GIVETH THEM ALL OF THE HELL! DARK LORD VICTORE! COME
FORTH FROM GIVING THEM HELL AND HELP ME GIVETH THEM ALL
OF THE HELL! DARK LORD VICTORE! COME FORTH FROM GIVING
THEM HELL AND HELP ME GIVETH THEM ALL OF THE HELL! DARK
LORD VICTORE! COME FORTH FROM GIVING THEM HELL AND HELP
ME GIVETH THEM ALL OF THE HELL! (repeat until effective)

1983
GRAPHIC DESIGNER
1983
GRAPHIC DESIGNER
1983
GRAPHIC DESIGNER

SAVE THE LAST GRAPHIC DESIGNER ON EARTH, SAVE THE INDUSTRY, SAVE ALL OF US – WE MUST MAKE HIM IMMORTAL! (in four simple steps)

(I)

We must capture Paul Sahre. He is the last graphic designer on earth. He is our only hope. His office is on 14th St. and 6th Ave. He is too large to fit into a potato sack. There probably is not a net large enough to capture Paul Sahre. Unsure if he's hypnotizable. Perhaps a viable option.

(II)

When captured we must bring Paul Sahre to Marianna Florida. There is a bar in this town called "Midget's Lounge." Bring Paul Sahre to the "Midget's Lounge." Paul Sahre knows a woman who works here, Rhonda, from a (literal) past life. The woman who works at "Midget's Lounge," Rhonda, will recognize Paul Sahre's soul and will understand our mission here. Follow Rhonda into the Florida wilderness. Make sure Paul Sahre is following you, Paul Sahre is a slippery gent. Paul Sahre will fear his impending immortality. Rhonda will lead you to the fountain of youth.

(III)

The fountain will be heavily guarded. Rhonda will supply the three of you (You, Rhonda, Paul Sahre) with firearms. Stand your ground. Paul Sahre may or may not be a good shot, there is no way to know. While defending Rhonda and Paul Sahre, dispatch the bayou guardsmen. When the bayou guardsmen have been dispatched Rhonda will instruct Paul Sahre to drink from the fountain of youth. Paul Sahre may or may not be cooperative. He is to drink regardless. He is the last graphic designer on earth, he is our only hope. Thank Rhonda for her help with Paul Sahre.

(IV)

Paul Sahre is the last graphic designer on earth. Paul Sahre must move his office from 14th St. and 6th Ave to Marianna Florida. Paul Sahre must be close to the fountain of youth in the wilderness near Marianna Florida. New York City, specifically 14th St. and 6th Avenue, is simply too far from the fountain of youth. Rhonda may offer Paul Sahre space in "Midget's Lounge," as Rhonda knows Paul Sahre from a past life. This is not advisable. Paul Sahre is now immortal. You have done it. He is our last hope. He is the last graphic designer on earth.

PENTAGRAM NEW YORK

1 2 3 4 5 6 7 8

Ritual Starving Child Sacrifice for Success in "SOCIAL DESIGN"

1) Sacrifice a starving child
2) Success
3) Social Designer, you.

Replenishing your Creative Mana

The life of a graphic designer is hard. This simple chant will help you replenish your creative mana. Works half the time every time.

"I'm not a graphic designer, I'm a creative. I'm not a graphic designer, I'm an ideosmith. I'm not a graphic designer, I'm an art director. Graphic Design is a service industry. I am an empty vessel. The client assumes me. The client becomes me. The client transcends me. The client is omnipotent. I am the client. I will eat the client. I will eat myself. I am important. I am a graphic designer."

the
iPhone as
a neo-modernist
portal
to the Liquid
crystal
void

" One legend is that the numbers in the society's emblem ("322") represent "founded in '32, 2nd corps", referring to a first Corps in an unknown German university.[21][22] Others suggest that 322 refers to the death of Demosthenes and that documents in the Tomb have purportedly been found dated to "Anno-Demostheni".[23]

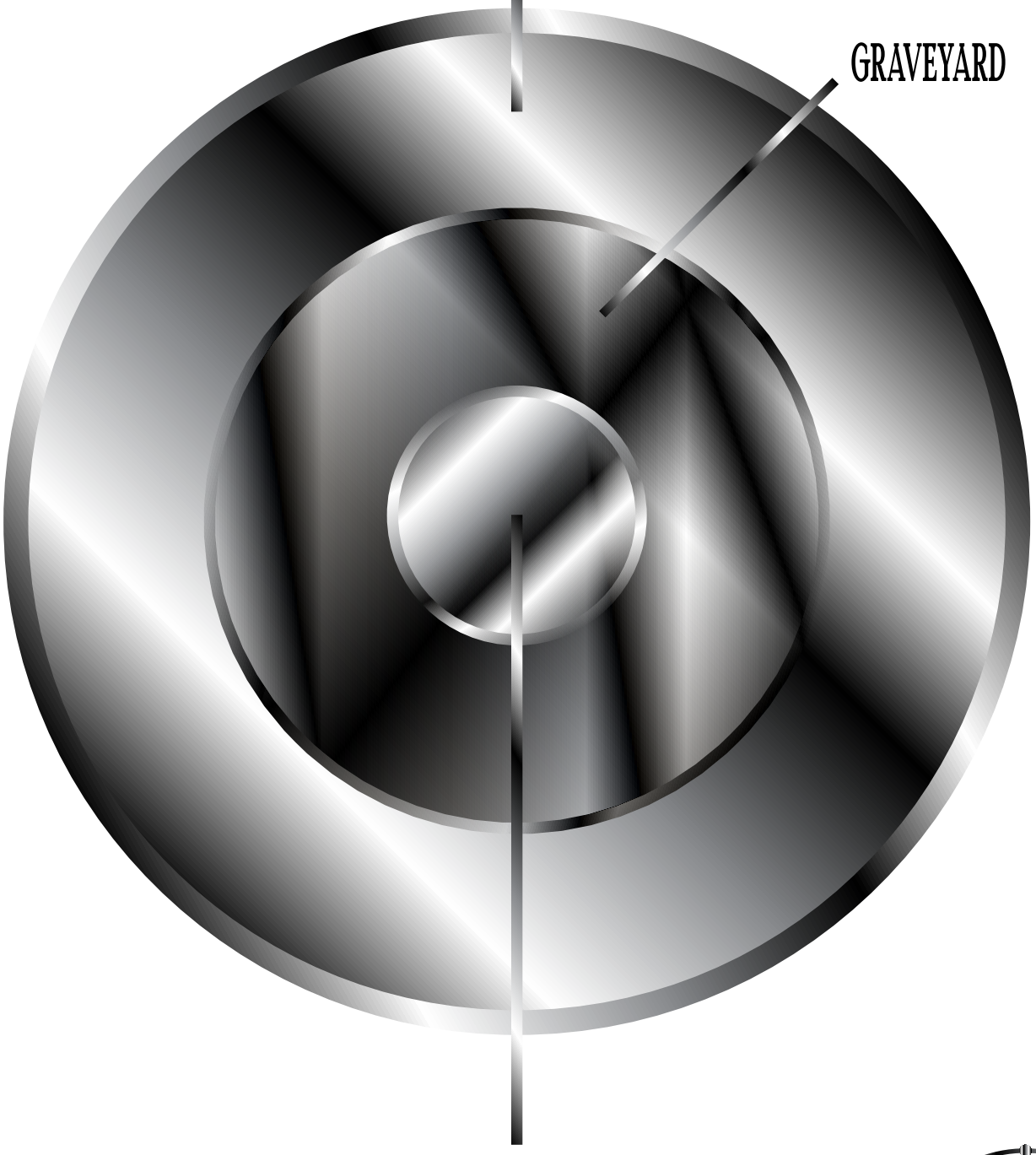
Members are assigned nicknames (e.g., "Long Devil", the varsity football captain, or any of the chosen names are , "Hamlet", "Uncle Remus"), r Lewis Lapham passed on his to the political adviser Tex was "Thor", Henry Luce was 'Odin", and George H. W. Bush gog".[24]

election, both the Democratic ere alumni. George W. Bush "[In my] senior year I joined Skull and Bones, a secret society; so secret, I can't say anything more."[25] When asked what it meant that he and Bush were both Bonesmen, former Presidential candidate John Kerry said, "Not much, because it's a secret."[26][27] The society's current class meets every Thursday and Sunday night during their senior year.[28]

322

YALE GDMFA

GRAVEYARD



SKULLS & BONES

322

DIABLO 3 EXCEPT IT
TAKES PLACE IN EMIGRE

AND EMIGRE TAKES
PLACE IN DIABLO 3.
ALPHA AND OMEGA

DUNGEON CRAWLER
TYPOGRAPHY JONATHAN
BARNBOOK MATRIX

YOUNG GUN BOSS FIGHT

ADC LORDS OF HELL

THE PRIMEVIL—
INTERBRAND

PENTAGRAM NEW YORK

1 2 3 4 5 6 7 8

CHASE
CHASE

CHASE

CHASE
CHASE

Summon Mythical Creatures forth from their Enchanted wood for Guerilla Brand Marketing

Mythical beasts of all sort! Hear my plea! Come forth from your enchanted wood so that I may plaster thou divine beauty in logos so that your peers may think my client is edgy and street-centric. Mythical beasts of all sort! Hear my plea! Come forth from your enchanted wood so that I may plaster thou divine beauty in logos so that your peers may think my client is edgy and street-centric. Mythical beasts of all sort! Hear my plea! Come forth from your enchanted wood so that I may plaster thou divine beauty in logos so that your peers may think my client is edgy and street-centric!

Career Alchemy

World Artifact — Alchemy

Convert $100 into an instant career

Smith

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Convert $100.00 into press (or) early career alchemy