DESIGN LAB FALL 2018
NEXT AT THE CORCORAN 2019
OPTION A
SHAPING WHAT’S NEXT
Change is a tricky word. It has the ability to take on a multitude of meanings, connotations, and tones. If we really reduce it down, change is just a difference. Maybe it's over time, maybe its instantaneous. As the senior class of 2019 prepares to present the accumulation of their education, we are reminded of the importance of this change. They have decided to shape their futures here. It is in the Corcoran that they have grown, they have created, they have evolved and while this change may not have come easily, it should be celebrated.

The typography of the 60s and 70s, a time of substantial political and cultural change in the United States, was extremely influential throughout this process. The abstract, symbol-like letterforms stretched legibility, but not the meaning. The emphasis of the letterform wasn't so much a literal translation as it was a symbolic one. The shapes within the letterforms of my logo represent the foundation every young artist or designer encounters at the start of their journey. Whether they appear in a sculpture, in a perspective drawing, or in Adobe Illustrator, these shapes unite us. By having each letter transform from the letter before, they are both unique from one another and united in their shared foundation, much like the students of Corcoran.
OPTION B
NEXT AS A PLATFORM
When we started brainstorming logo ideas for this year’s NEXT, we began by examining what NEXT really is and what makes it different from other senior capstone exhibitions. One word that stood out and resonated with the Corcoran’s values of elevating new artists and its rich history as an art gallery and educational institution was the idea of a “PLATFORM”. A “PLATFORM” is defined as an elevated level or surface on which people or things stand. It also is defined as an opportunity to voice one’s opinions or thoughts. NEXT is both.

The Corcoran’s unique location allows students to showcase their work on a uniquely beautiful platform, the grand museum setting of the Flagg Building. It also provides them the perfect stage to voice their ideas through their art and share this with the greater DC arts community. Looking back at the survey we sent out to the senior class, we learned students felt that NEXT “wasn’t the end of anything; rather it was the beginning of what is next to come.” As the senior class moves forward, they will look back and remember NEXT as the supportive platform upon which they sprang forward. Our concept aims to boldly symbolize that strength, unity, and forward momentum that makes NEXT so extraordinary.
NEXT AT THE CORCORAN 2019

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NEXT at the Corcoran
OPTION C

RELENTLESS METAMORPHOSIS
The NEXT exhibition symbolizes a change, as students transition to the professional world. I incorporated an element of metamorphosis in my designs by using the three sided delta symbol as a symbol of change. In mathematics, the delta is used to signify a rate of change and in engineering, the triangle is the strongest shape. As with the triangle, Corcoran students embody dynamic versatility and relentless stamina.

My logo features six overlapping triangles, symbolizing the six areas of study at the Corcoran. The overlapping quality symbolizes interdisciplinary work, which produces fresh and exciting ideas. Much like a prism bends light as it passes through, the students in NEXT alter viewers’ perspectives through their work. As the Corcoran develops and grows, so too do the students. Their work has evolved from student level to professional quality, and NEXT is a celebration of their metamorphosis.
NEXT AT THE CORCORAN 2019

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NEXT at the Corcoran
NEXT AT THE CORCORAN 2019
OPTION D

IN MOTION

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NEXT at the Corcoran
We often speak about momentum: gaining momentum, losing momentum, finding new momentum. We generally mean that we’re on a roll, but in physics momentum is literally mass in motion. Momentum isn’t simply the speed at which something is moving but the force at which it charges forward. Momentum derives from the Latin *momentum*, which directly translates to moving power.

At the Corcoran, our students are moving powers. Our momentum catapults us in new and unexpected directions. Creativity fuels our momentum and galvanizes change. For students over the last few years, and particularly for the class of 2019, our relentless momentum has revolutionized the spirit of the Corcoran while preserving the soul of our institution. This is the legacy of this year’s graduating class, and I believe is the foundation on which we should brand Next.