

Spring 2010

Process

Dominic Flask

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PROCESS

Dominic Flask MFA Thesis Exhibition

Graduate Catalog, Master of Fine Arts Degree

Fort Hays State University, Hays, KS 2010

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Timothy R. Crowley, DMA

*Dean of Graduate Studies and Research/
Assistant Provost for Internationalization*

eland W. Powers, Chair
Department of Art and Design

Graduate Committee

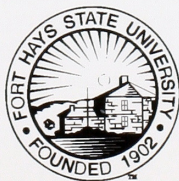
Chaiwat Thumsujarit
Professor of Art and Design

Carrie Simpson Voth
Professor of Art and Design

Michael Jilg
Professor of Art and Design

Daniel Kulmala
Associate Professor of English

This catalog is submitted to the Graduate School in partial fulfillment of the requirement for the degree of Master of Fine Arts.



The Pursuit of a Conversation

Flexible, Versatile, Curious, Experienced, Informed, Explorative. These things, and many others, describe an effective, efficient and skilled designer. I try to be all of them. My design studies have been focused in three main areas: exploration, education and communication.

The creative process is not a singular process, but rather a conglomeration of many varied processes. Some processes are not applicable to every design problem, but some are.

The first step in solving any problem is to choose the right tool. Every process is a tool of creativity that can be used to build a solution to the problem. As a designer, I not only use the tools with which I am familiar, but try to discover new ones to add to my skill set so that I can be better equipped to solve the next design problem I encounter.

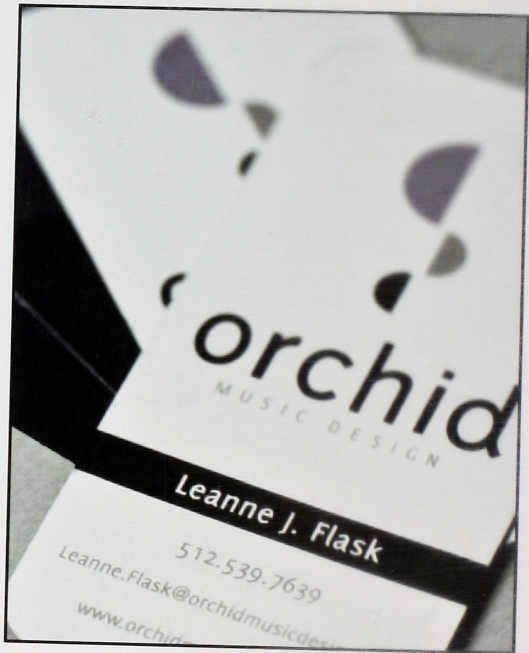
Every effort that I make to either study, present, or explore the world of graphic design is related to human interaction. Whether it is the visual consumption of created material, the interaction between two (or more) individuals or the process of education, every aspect of graphic design is centered around communication. The relation of thoughts and ideas from one person to another or absorbing the thoughts and ideas which are not my own, these are the ideas that fuel my study of graphic design. From the earliest records of the history of human beings, mankind has attempted to communicate with one another. I immerse myself amongst the communication that swirls around the hustle and bustle of everyday life.

*I study, I learn, I present.
I teach, I educate, I communicate.*



1. *Ceylora Cinnamon* (determination)

Ideas can be visualized quickly, sometimes even before putting pencil to paper; however, it is often that they are harder to actualize than they are to realize. The solution lies in persistence. Unique ideas are unique because the trial and error involved in their evolution makes them so.



2. Orchid Music Design (limitation)

The easiest answer is usually the wrong one. The correct solution for a problem is often the simplest one; however, these are the hardest answers to find. Thorough periods of exploration must be followed by intense scrutinization and limitation to discover a suitable solution.

DESIGN IS HISTORY

Early Communication

1450

1850

1920

1940

1960

1980

2000

Design

About

LATEST ADDITIONS

Updated August 9th, 2010



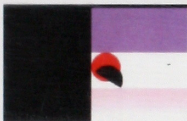
Barbara Kruger



Shigeo Fukuda



Yusaku Kamekura



Riko Tanaka



George Lois



Tadanori Yokoo

ADDITIONAL RESOURCES

The More You Know

Recommended Reading

A List of Books

Display

Hard to Find Books

Bibliographic

A Book of Books

Counter-Print

Hard to Find Books

I LOVE = TYPOGRAPHY

Read About Type

Thinking for a Living

Read About Everything

Speak Up

Read About Design

TYPE PHOENIX

Read Essays from Designers

School of VISUAL ARTS

SDA Podcasts

Design Matters

Interviews with Designers

HUMBLE PIED

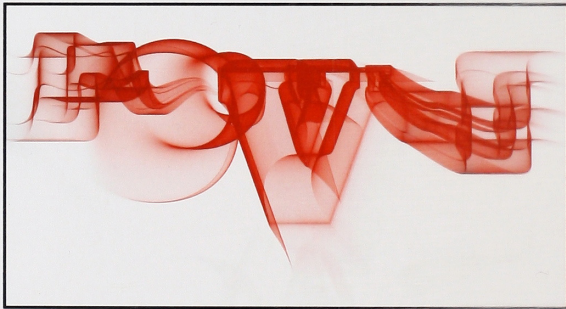
Advice from Designers

RBtL

A Design Podcast

3. Design Is History (education)

By teaching others, it is possible to teach yourself. When presenting an idea or a set of facts to other individuals, it is important to feel confident in your own knowledge of the subject. The quest for self-confidence is often times more effective than self-motivation.



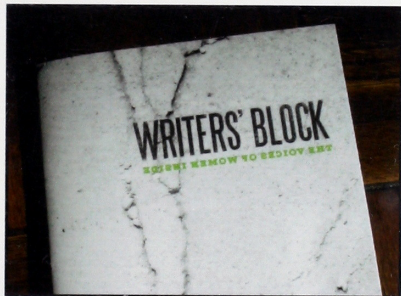
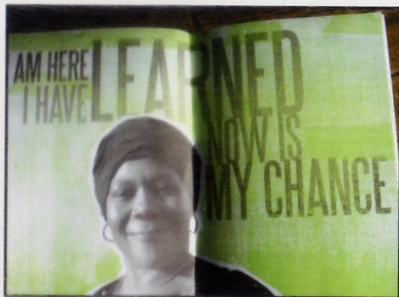
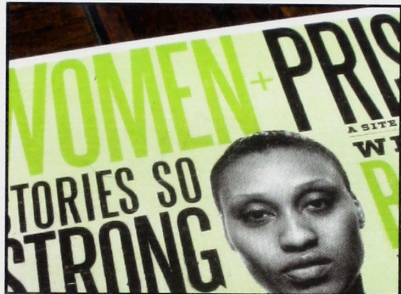
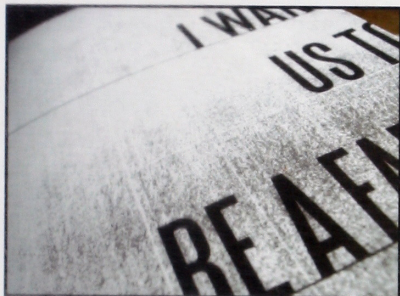
4. Snippets (experimentation)

Experimentation is an important part of personal creative evolution. It should be practiced regularly, in situations with little constraint. This often means creating material with no direct destination. The focus should be on the process; the results can be referenced at a later date.



6. **Typographeee** (collaboration)

It is an arrogant man who thinks that he cannot learn from, and alongside, other individuals. Some of the most meaningful and relatable life lessons are understood through the experiences that you have with other human beings. Be curious and modest in everything that you do.



7. **Writer's Block** (compassion)

The desire to help someone in need provides an endless source of creative motivation. When you realize that design has the power not only to influence, but change people's lives, the inspiration to find unique solutions to individual problems is overwhelmingly useful.

Who I Am

I am a designer; my history is varied. Luckily, it is a chronological tale, which makes it easier to follow. My entry here is only the prologue.

I did not start designing at a young age, I was merely fascinated with computers and a little bit of math. This fascination eventually led me to a computer program called Photoshop and the world of graphic design.

*In the realm of education, I received my first merit badge in 2003 when I graduated with honors from Johnson County Community College with an **Associate of Arts Degree**. In 2004 I traveled west to begin my formal graphic design training at Fort Hays State University. Three years later I had another piece of paper, this time it said **Bachelor of Fine Arts**. My interest still piqued, I sought to master my education.*

Along the journey encompassing the pursuit of that mastery, I have had several opportunities to work amongst design professionals. My experiences have ranged from corporations with employee numbers in the tens of thousands to design firms of less than ten collective like-minded individuals. I currently teach, practice and study graphic design from Wichita, KS.

I will obtain my Master of Fine Arts degree in the winter of 2010; from there I seek to explore and understand graphic design even further.

Works Exhibited:

Graphic Design

1. **Typographeee** Book and Website (collaboration with Lance Schmittling and Jennifer Higerd)
2. **Writer's Block** Zine and Postcard (collaboration with Firebely Design)
3. **Design Is** Series of 6 Posters
4. **Orchid Music Design** Logo, Business Card, Postcard
5. **365 Days of Creativity** 365 Images
6. **Ceylora Cinnamon** Packaging
7. **Logo Designs** Series of 10 Logos
8. **Design Movies** Series of 5 Posters
9. **Socialist Propaganda Exhibition** Series of 5 Posters
10. **Slideshow Pro** Poster, Book and Workshop Material
12. **Farina Packaging** and Advertisement
12. **Catch Dominoes** Game and Packaging
13. **Worldly Breads** Stamp Series and Promotional Material
14. **One Path** Wedding Invitation and Accompanying Material
15. **Rodchenko Interactive** CD and Packaging
16. **Aegis Tea** Tea Bags and Packaging
17. **Squeezeme.tv** Event Invitation and Material
18. **Haar/Webb** Wedding Invitation
19. **Flask/Sutcliffe** Wedding Invitation and Announcement
20. **Snippets** Series of 100 Images

Motion Graphics

21. **Motion Reel** Selected Motion Graphics
22. **Justice Revival** Viral Video
23. **The Idiots Are Taking Over** Typographic Music Video
24. **Orbital Oddities** Short Film

Interactive

25. **Design Is** History Website
26. **Dangerdom** Portfolio Website
27. **Interactive Interactive** Selected Website Designs

Thanks, Respect and Mad Props

Special Thanks: My Wife, My Parents, Ed and Crista, Chaiwat, Karrie, Mick, Dan, Jenn, Lance, Trevor, Justin, Marisa, Colleen and the FHSU Art and Design Department.

Friends and Colleagues: Rory, Roger, Mason Magyar, Luke Bott, Ben & Erin, Corporatedemon, Trvs, Chad, Dawn Hancock, Rick Vallicenti, Will Miller, Taylor, Ricky and all the rest of my friends and family...except for one.