

KEN DELASALAS

Personal Brand
Professor Chantal Fischzang
Senior Studio Seminar I
01 October 2015

KEN DELASALAS

STATEMENT

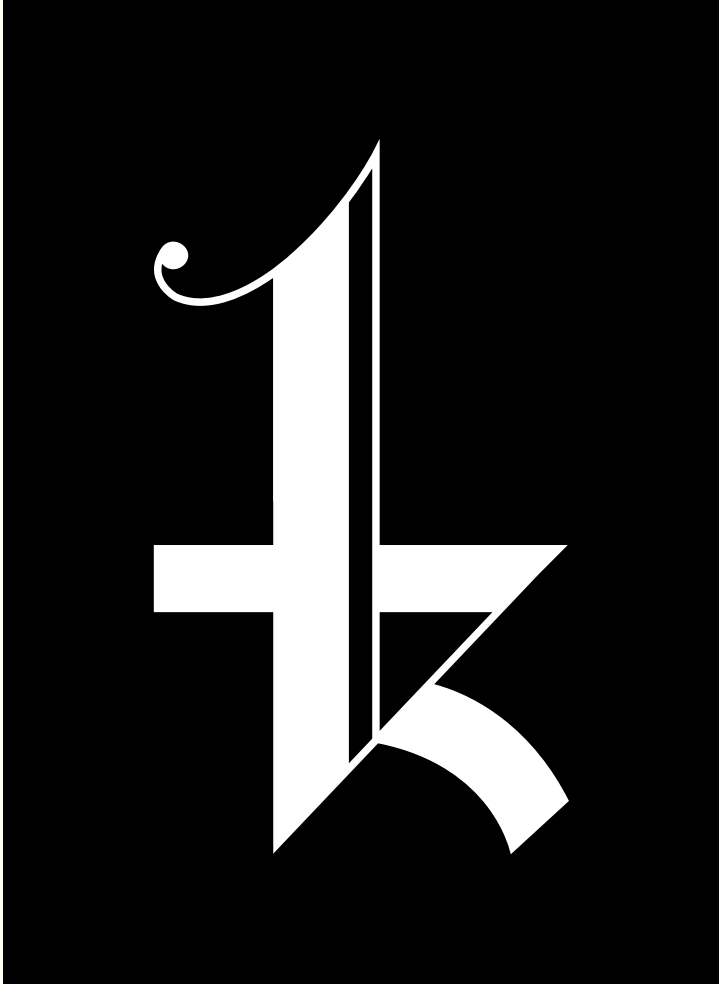
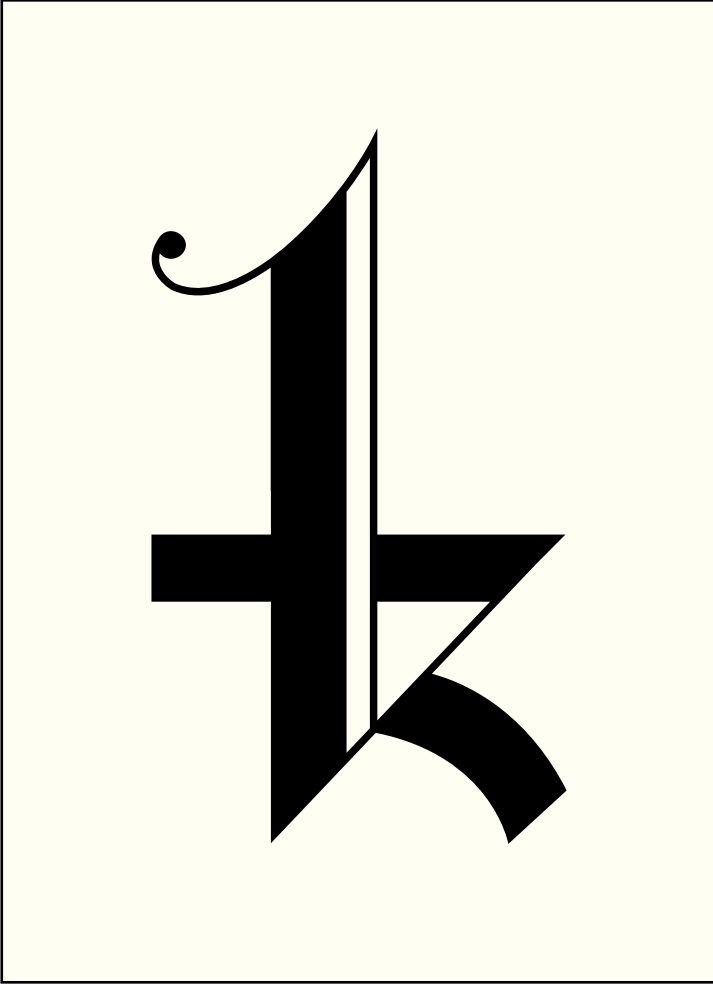
“*I've been the prey of my own mind.
With records later still confined.*
-MIW

From “artist” to designer. I have been interested in creating works with meaning. To me, **design is objective art-making**. My design choices are aesthetically functional. I am able to get my point across and appeal to the audience at the same time. I like to consider myself well-organized and technical with a great attention to detail. People might have the wrong idea of who I am at first glance but I am more real and honest than people normally think. I feel that all ideas have potential to be something beautiful. I am open to any idea a client might have and turn their vision into something real.

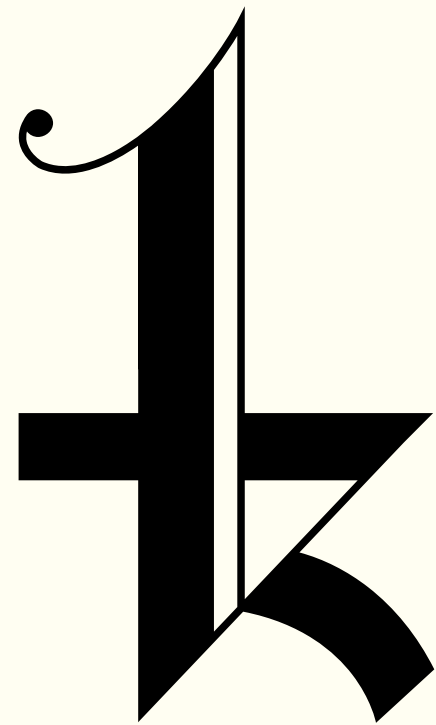
With a strong care for design, I push myself to create works that are creepy and captivating -- design with an artistic touch bound by tenebrism. While I have an appreciation for dark aesthetics, I am not limited to this design choice. Design should not be a frail disguise to hide reality from our eyes. Design runs deeper than what is painted on the surface and should not lie to people. I am interested in showing what is underneath. I believe that design should not only be functional but aesthetically pleasing as well. Form needs function, and function needs form. Form favors function.

I can only hope to grow further as long as I challenge myself and follow my unorthodox way of thinking.

BLACK & WHITE



FULL COLOR

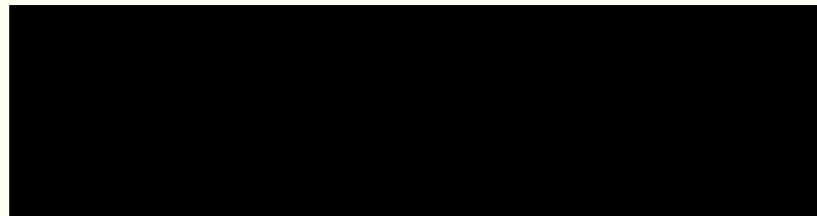


KEN DELASALAS
Graphic Design



COLOR PALETTE

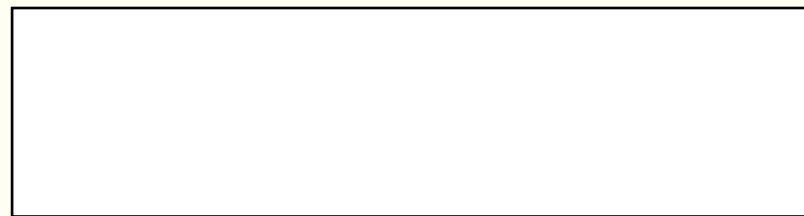
PRIMARY



R: 0 G: 0 B: 0

C: 0 M: 0 Y: 0 K: 100

#000000



R: 255 G: 255 B: 255

C: 0 M: 0 Y: 0 K: 0

#ffffff



R: 65 G: 64 B: 66

C: 0 M: 0 Y: 0 K: 90

#404041

ACCENTS



R: 93 G: 1 B: 1

C: 30 M: 100 Y: 100 K: 60

#5c0101



R: 52 G: 78 B: 86

C: 60 M: 30 Y: 30 K: 60

#344e55



R: 54 G: 77 B: 61

C: 60 M: 30 Y: 60 K: 60

#364d3c

TYPEFACE

LETTER GOTHIC STD

Primary Typeface

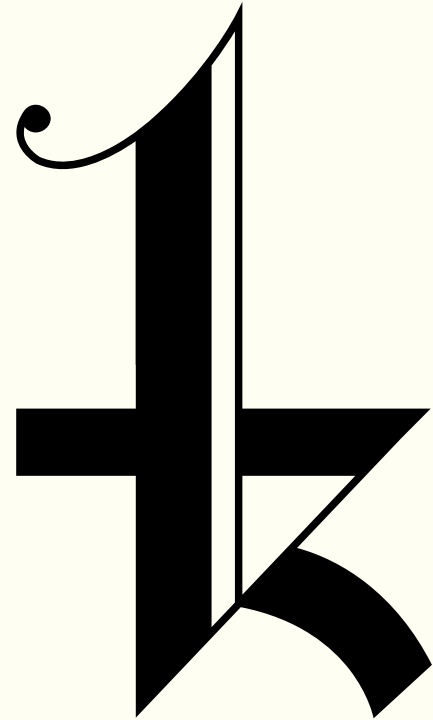
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Baskerville

Supporting Typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE



KEN DELASALAS
Graphic Design

LETTER GOTHIC STD BOLD
Baskerville Italic

A combination of sophisticated imperfections
Both are machined humanistic feel
Complements the thick and thins of the logo
Contemporary & Formalistic -- "Sleak"
Serif / San Serif

* Letter Gothic "K" arm mimics the marks leg

VARIATIONS



1. Sharpie



2. Crosshatch



3. "MIW"



4. Decay

VARIATIONS



5. Filth



6. Rust



7. Distress



8. Bleed

VARIATIONS



9. Made of Scars



10. Lacerated

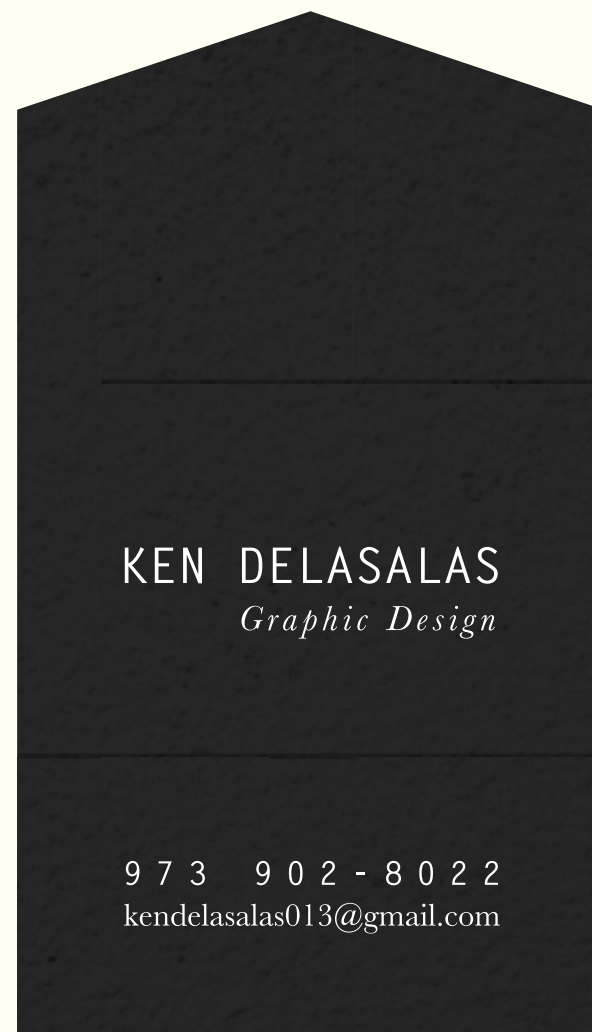


11. Apparition




12. Ectoplasm

PRINT



PRINT



KEN DELASALAS

203 Holmes Street
Belleville NJ 07109
973 902-8022
kendelassal013@gmail.com

CREATIVE SERVICES INVOICE

INVOICE NUMBER *0113* October 01, 2015

CLIENT

Father Gascoigne
600 Central Tharant
Transylvania, Romania 71386
021 699 0600
gascoigne@paleblood.com

PROJECT

Hunter Axe Redesign

DATE	DESCRIPTION	HOURS(\$30PH)	COST
		<i>SUBTOTAL</i>	

Ken Delasalas

DESIGNER

SIGNATURE


DATE

Father Gascoigne

CLIENT

SIGNATURE

DATE



KEN DELASALAS

203 Holmes Street
Belleville NJ 07109
973 902-8022
kendelassal013@gmail.com

Father Gascoigne,

Passion burns with a fiery vengeance. We are the eye of the storm. An equivocal static destruction. Bleeding out false idol swarms. Possession and lacking in foresight. Bathing in your vanity. A forest fire, misted, tainted image. Choking on depravity. By design, I despise. The Kingdom will divide. Evolution disillusioned. A pawn in kings disguise.

Insincere, corrosive incarnates. Hillary in empty lines. A prophet in personal fortune corrupting all receptive minds. This gallant flirtation. No reverence though we were been together. Fraudulent, you remain. To fragile to exist contaminate, eradicate. Disciples of this gift.

Tie the noose. Repeat the cycle. Been a stray. You are unnatural. You are a slave. You know nothing of anger. You know nothing of pain. You know not how the path that you walk was paved. Now you bask in your pity. From the wrath of shame. For too long you have lived with your facade unscathed.

Over the edge. I want to believe I want to preserve this legacy. Do you mean what you say. Is the "let" you create? You're digging your grave. My helpless enemy

The rain will wash away the blood. And all the gears will start to rust. If only you destroy all I've loved. For them I sing this threnody.

Carry the torch. We will carry the torch, ignite the world. I rest my faith in flames.

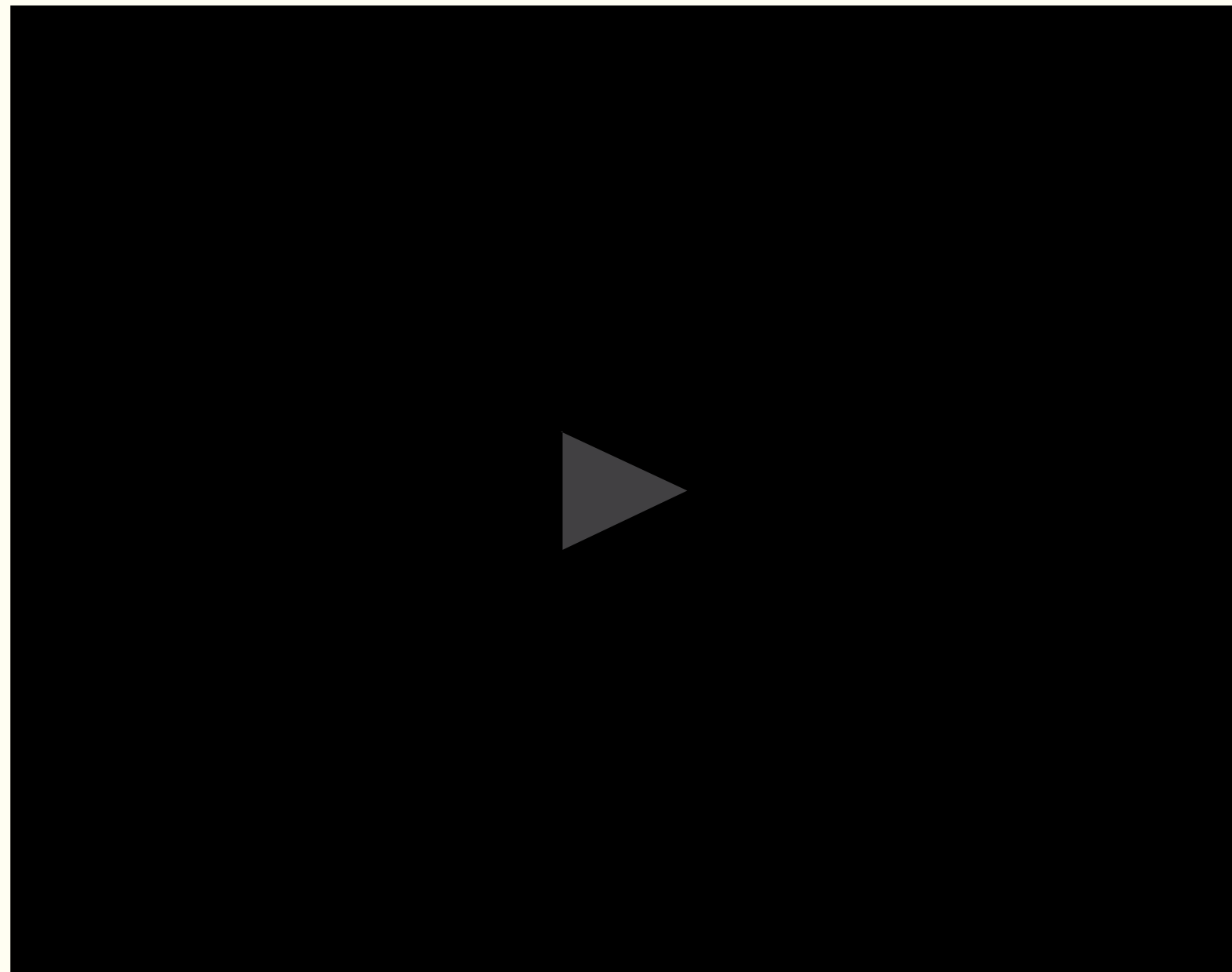
Ken Delasalas

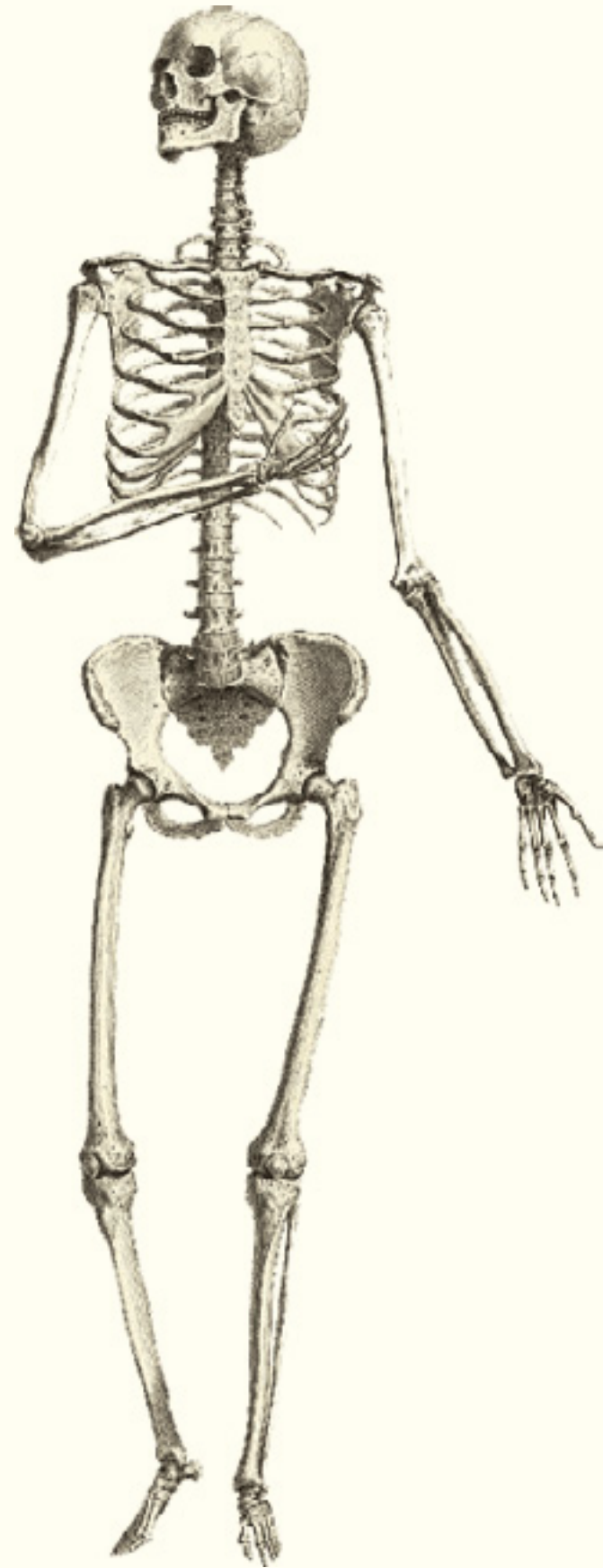
SIGNATURE

DATE

EXTENSIONS

Promotion Piece





THANK YOU

