



JON WHIPPLE, DESIGN COUNSEL – PROJECT PROFILE

VPL ICONS

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ICON DESIGN

Created icons representing the multiple media that have expanded the library's stock and trade in the past decade. Clear, flexible and effective from tiny to large, these are used throughout the library's visual communications.

I created these decorative icons for the Vancouver Public Library Annual Report 1998. The requirement was to show that the library dealt in more than just books.

I drew an icon for each medium available at the library. They were designed to be stylish, but not photographic or realistic. I wanted to create designs that scaled from tiny to giant without loss of clarity. The icons have been used in many different ways + mediums since 1999.

DETAILS

1



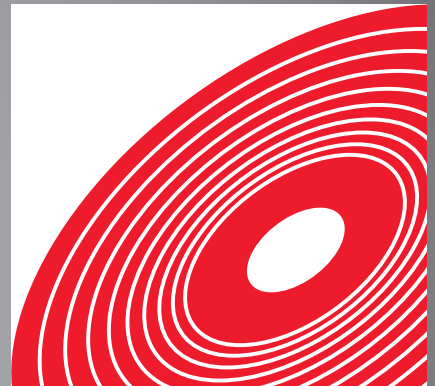
The icons feature simple positive and negative forms that articulate the object, scale well, and are unaffected by colour.

2

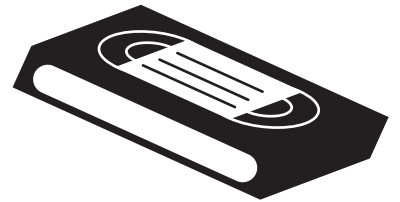
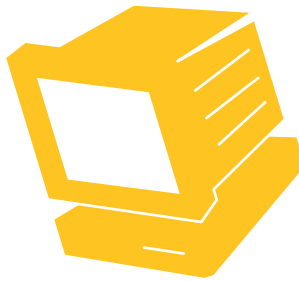
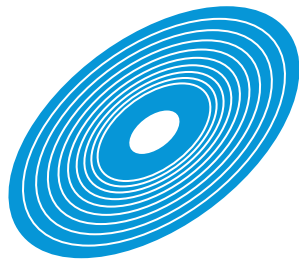
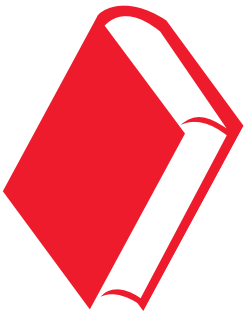


Where finer detail defines form, I used as few lines as possible.

3



Concentric ellipses make an eye-catching CD out of what would otherwise be a boring coloured blob.



VPL Icons featuring the many kinds of media and tools the library makes available (left to right): Book, CD/DVD, PC, Video Tape.

JON WHIPPLE MGDC

GRAPHIC DESIGNER, PROFESSIONAL MEMBER OF THE SOCIETY OF GRAPHIC DESIGNERS OF CANADA

Dream. Dare. Design. Enlighten.



I'm a professional graphic designer, currently working at Vancouver Public Library in Marketing + Communications as well as Virtual Library (the library's newest department).

It's a pretty fascinating place, and I get to exercise my abilities across all mediums.

I have skill in designing in print and on the web.

I design simple systems and clear communications that can help you and your organization operate better and more efficiently and effectively.

I am a Professional Member of the Society of Graphic Designers of Canada.

I'm available to help you.

Design consulting + counsel

Web design + re-design

Print Design

Information Graphics + process visualisation

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