

Alejandra Olavarria
Cosmic Altar - Process Book
Student Project

PROJECT OVERVIEW

Design a body of work that aims to create public dialog regarding a specific issue of your choosing. Your final solutions can be in any format, provided they are appropriate to the subject matter: a series of posters, a magazine, a Web site, informational mailers, or any combination thereof. The rationale for choosing the construct should be validated by your choice of topic and target audience. The topic can be as general or as specific as you wish. You must determine your target audience and your tenor immediately. Will you use humor? Satire? Shock? An appeal to intellect? Only then can you determine what elements will be best fitted to the project. The objective is to communicate the desired message to the desired target audience in as effective a fashion as possible.

Research & Process Component

Your topic must be thoroughly researched before you begin any serious design work. Subject matter that focuses on divisive issues must include research on the opposing viewpoint as well as the viewpoint to which you adhere. You must fully understand the scope of the issue before you can hope to address it in an informed fashion. Research should also include examples (in visual and written form) of past design work done for the same cause. Download visuals as you run across them, and save URLs in a file for future reference. This research should be compiled neatly in a project binder for your own reference.

Other areas of process include written brainstorming, thumbnail sketches, and computer developed roughs. Word association brainstorming with a pen and paper is an excellent way to discover unique solutions.

Once you have completed your research, write down any key words from your research, and begin writing other words that are in any way associated. Such an exercise may help facilitate your creative explorations. Thumbnails should show evidence of extensive exploration.



Concept Idea

Skeptic or not, we have all read our horoscopes at least once in our lives but astrology is more than just your horoscope, it is a way to understand yourself on a much deeper level. This is why I want to create a monthly subscription box that will connect you to your spiritual self and help guide you in your life on a month to month basis. At a cost of \$29.99 per month, each specially curated box will include the following:

Horoscope card: Gives you insights of what to expect for yourself for the month to come.

Incense/Candle/Crystals: Incense and candles will invite good energy into your home and improve your headspace with aromatherapy by using pleasant natural scents while different crystals can promote your physical, emotional and spiritual healing by relieving stress, improving

concentration and fueling your creativity. They will make you feel better by cleaning your energy and transmitting their high vibrations into your chakras.

Calendar with sky map card: Just like the moon influences the tide, planets have a great influence over you. By using our astro chart and sky map system you will gain the ability to interpret the

people, places, and life circumstances you will encounter each month.

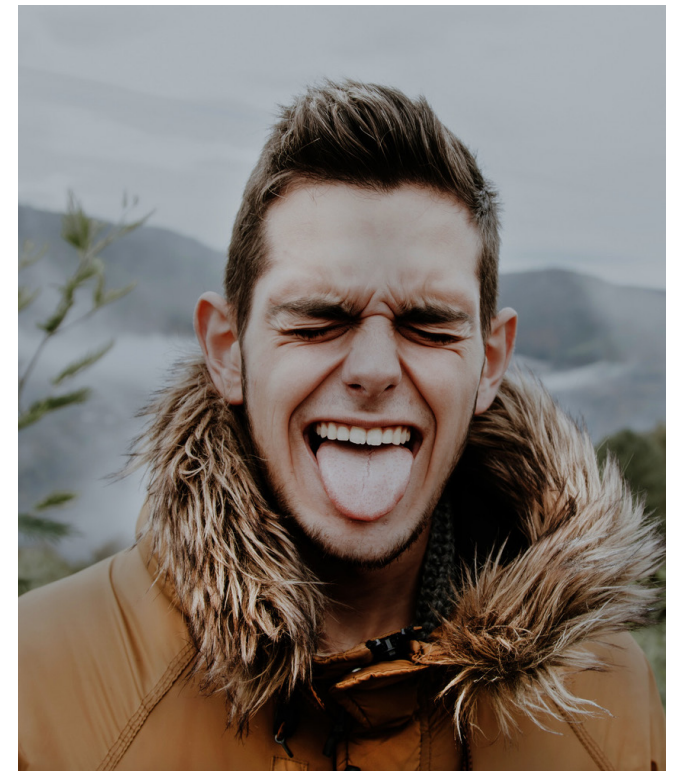
Cleanser bundles: The burning of herbs not only clears heavy or harmful energies from the spaces in which you exist. Smudging has also proven to actually purify the air which will in turn improve your health and general well being.



TARGET AUDIENCE

Millennial & GEN Z - young adults (21 - 34)

Who are interested in having a glimpse into their futures and like dabbling into the spiritual side of life. These people love to collect goodies that will help them cleanse their surroundings and improve their well being without the aid of modern medicine.



ATTRIBUTES LIST

Strength

Knowledge

Power

Loving

Healing

Self-
acknowledgement

Future
Magic

Stars

Space

Altar

Cosmic

Curious

Eye opening
Astrology

Sky

Spiritual

Cleansing

New

Zodiac

Horoscope

Sage

Energy

Unique

TYPOGRAPHY

JUNIPER

For Titles.

**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**

Azo Sans - Regular

For body copy.

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

*For Titles and
Subtitles.*

- Bold

**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**


When creating a poster, banner, website or any other kind of application, it is important to maintain consistency between the items. Below are the typefaces that are within our guidelines:

MOODBOARD



COLOR PALETTE

PRIMARY LOGO

	Water	Air	Earth	Fire	
					
					

SECONDARY LOGO

				
C: 97 R: 40 M: 85 G: 69 Y: 13 B: 140 K: 2 #28458C	C: 42 R: 152 M: 51 G: 128 Y: 13 B: 166 K: 2 #9880A6	C: 100 R: 0 M: 0 G: 166 Y: 43 B: 164 K: 2 #00A6A4	C: 0 R: 238 M: 51 G: 147 Y: 13 B: 168 K: 2 #EE93A8	C: 100 R: 54 M: 100 G: 54 Y: 100 B: 57 K: 0 #363639





C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0 #FFFFFF

DELIVERABLE | 1

Deliverable number 1 is an Identity Book with the Logo Guidelines that will detail how the logo and identity are to be used.

Cosmic Altar
Graphic Standards Guidelines

Alejandra Olavarria | Prof. Mary Casem | GRDS 400



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Mission

The astrology business is made up by thousands of smaller companies and individuals that may or may not grant you the correct information. Most astrologers are online at this time and are not easily accessible and clients stumble upon these businesses without knowing the astrologer's background or intentions which then result in scams and confusion. This is why an astrology subscription

box curated by actual astrologers is the perfect answer to this problem. The clients will know that they are receiving accurate information and won't have to feel overwhelmed about finding the objects and elements they need. Also, by having it delivered to their door, they will not have to come in contact with anyone else, especially in times of COVID-19.

Main Logo

The logo features the words Cosmic Altar over an eye with the sky in it's pupil and under it is the slogan "Blame it on the planets!"



Secondary Logo

The logo features the words Cosmic Altar, it is to be used mainly when the main logo is too complicated or has to be resized to under 1".



Color Palette

The black version of the logo should be used over light backgrounds and the white one over darker elements.



These are the only color options that must be used if color needed to be added. Blue should be used for water sign related things, purple for air, turquoise for earth and pink for fire.

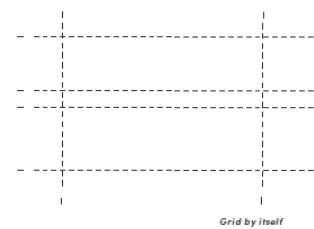
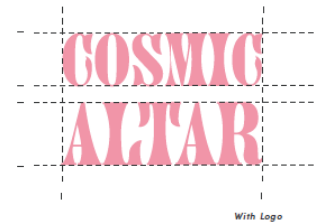
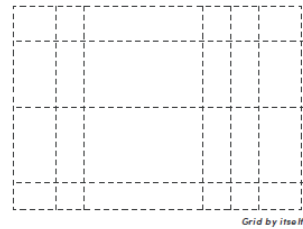
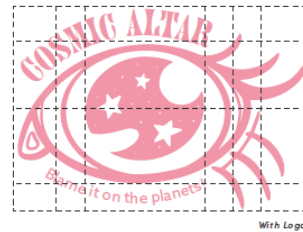
Clear Space



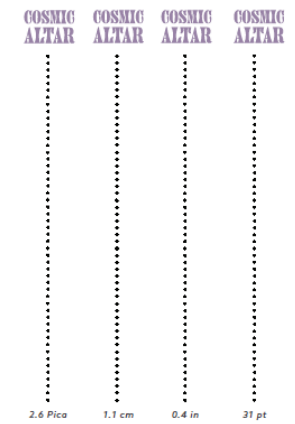
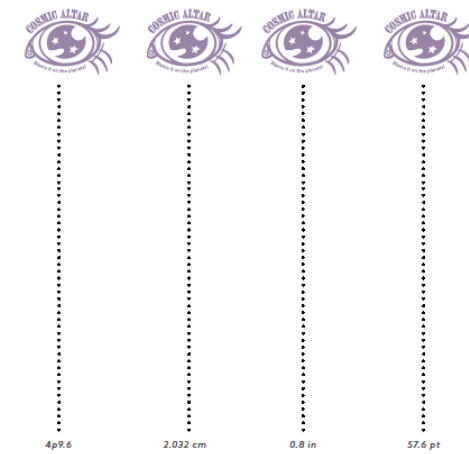
When using the logo in any kind of application, it is very important to maintain a clean space between the logo and any other objects that surround it. This space is measured by placing the M from 'Cosmic' on the outer edges.



Logo Construction



Minimum Size



When using the logo in any kind of application, it is very important to create guidelines for the minimum size the logo H value must be resized to. This is so that the logo does not lose its readability.

Incorrect Usage



This is the wrong color palette.



Primary and secondary logos must not be mixed.

No outside elements should be added.



Logos may not be transformed and shift must always be used while resizing.

16



Elements cannot be reshaped or transformed.

~~COSMIC ALTAR~~

Words and elements cannot be moved from their original position.

17

Stationary



20



21

Typography

When creating a poster, banner, website or any other kind of application, it is important to maintain consistency between the items. Below are the typefaces that are within our guidelines:

POSPHATE - INLINE

For Titles.

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

18

Azo Sans - Regular

For body copy.

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

- Bold

For Titles and Subtitles.

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

19

**COSMIC
ALTAR**

www.cosmicaltar.com
hello@cosmicaltar.com
Social media: @cosmicaltar

FINAL DELIVERABLE





DELIVERABLE | 2

Deliverable number 2 is a web page for the subscription service. In it you will find the plans of the box, a blog, a shop where you can buy merch, a landing page and a contact page.

25% OFF ON YOUR FIRST ORDER!

PLANS SHOP BLOG



CONTACT



PLANS SHOP BLOG



CONTACT



PLANS SHOP BLOG



CONTACT



PLANS SHOP BLOG

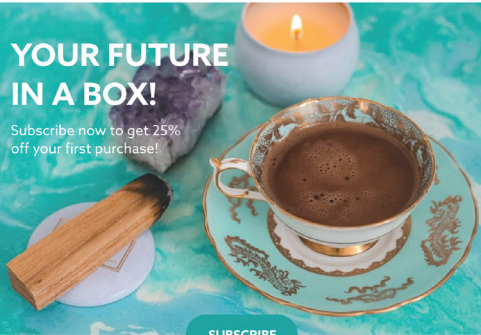


CONTACT



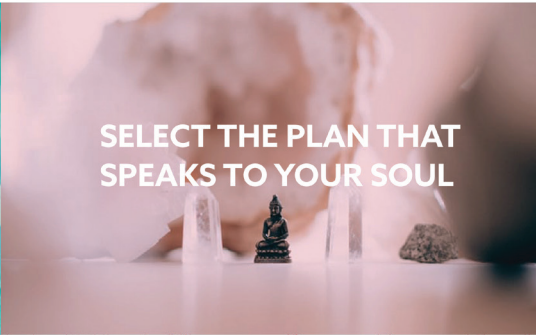
YOUR FUTURE IN A BOX!

Subscribe now to get 25% off your first purchase!



SUBSCRIBE

SELECT THE PLAN THAT SPEAKS TO YOUR SOUL



CONTACTS US

517 E 33rd St
Savannah, GA
+912 323 5414
@cosmicaltar
hello@cosmicaltar.com

GET IN TOUCH!

Send us a message!

Your Name...

Your e-mail...

Your message...

SEND!



CONNECT WITH YOURSELF IN WAYS YOU HAVE NEVER DONE BEFORE!

Skeptic or not, we have all read our horoscopes at least once in our lives but astrology is more than just your horoscope, it is a way to understand yourself on a much deeper level.

e-mail address... JOIN



MONTHLY

USDS 29.99

CANCEL ANYTIME
SKIP A MONTH

CHOOSE

QUARTERLY

USDS 25.99

SAVE USDS 12*
MOST POPULAR PLAN

CHOOSE

ANNUALLY

USDS 21.99

SAVE USDS 48*
BEST VALUE PLAN

CHOOSE

*Savings is compared to the monthly plan. All plans will renew automatically unless cancelled. All plans are non-refundable and non-transferable.

WHAT'S IN MY BOX?



Skeptic or not, we have all read our horoscopes at least once in our lives but astrology is more than just your horoscope, it is a way to understand yourself on a much deeper level. This is why I want to create a monthly subscription box that will connect you to your spiritual self and help guide you in your life on a month to month basis. Each specially curated box will include a selection of the following:

Calendar & Important date sky card.
Incense/Candle/Crystals.
Cleanser bundles.
Sticker pack.
Merch.

WHAT ARE PEOPLE SAYING?

"I AM ALWAYS LOOKING FOR WAYS TO BRING NEW ENERGY INTO MY LIFE. I WANT TO BE A BETTER PERSON - SOMETIMES WE JUST NEED A LITTLE HELP ALONG THE WAY" JEANNE B.



SELECT THE PLAN THAT SPEAKS TO YOUR SOUL.

Gift this box to someone special or give yourself a nice treat. No compromises and no long term commitments!

Pay monthly, quarterly or annually and enjoy the gifts that we have specially curated just for you!

SEE PLANS

SHOP

FILTER BY



USD \$



USD \$



USD \$



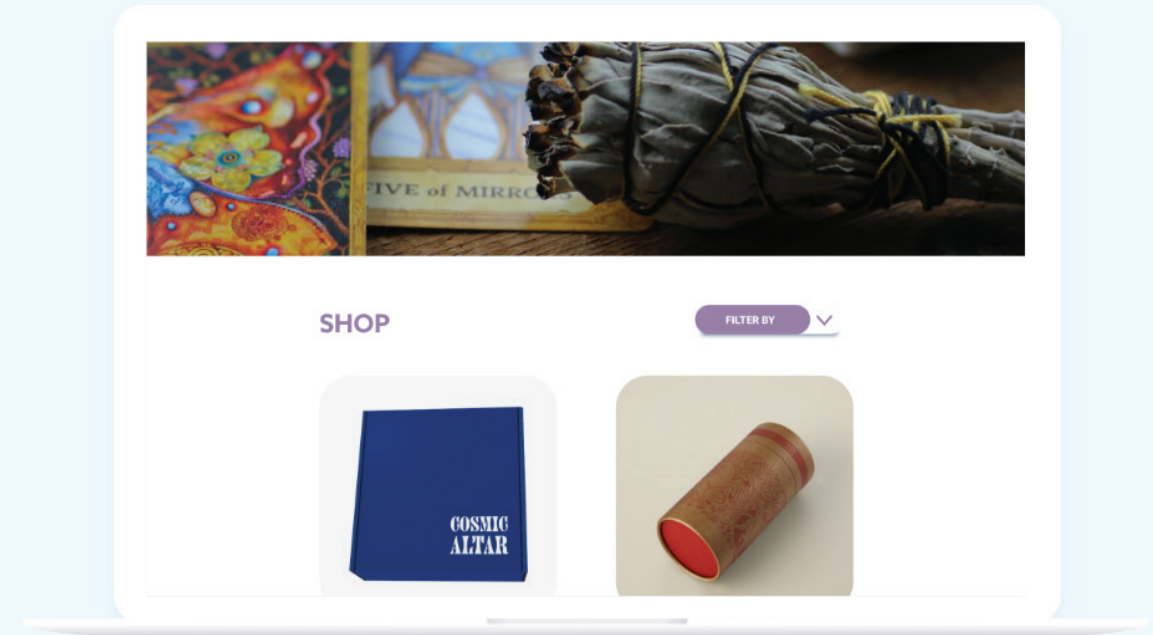
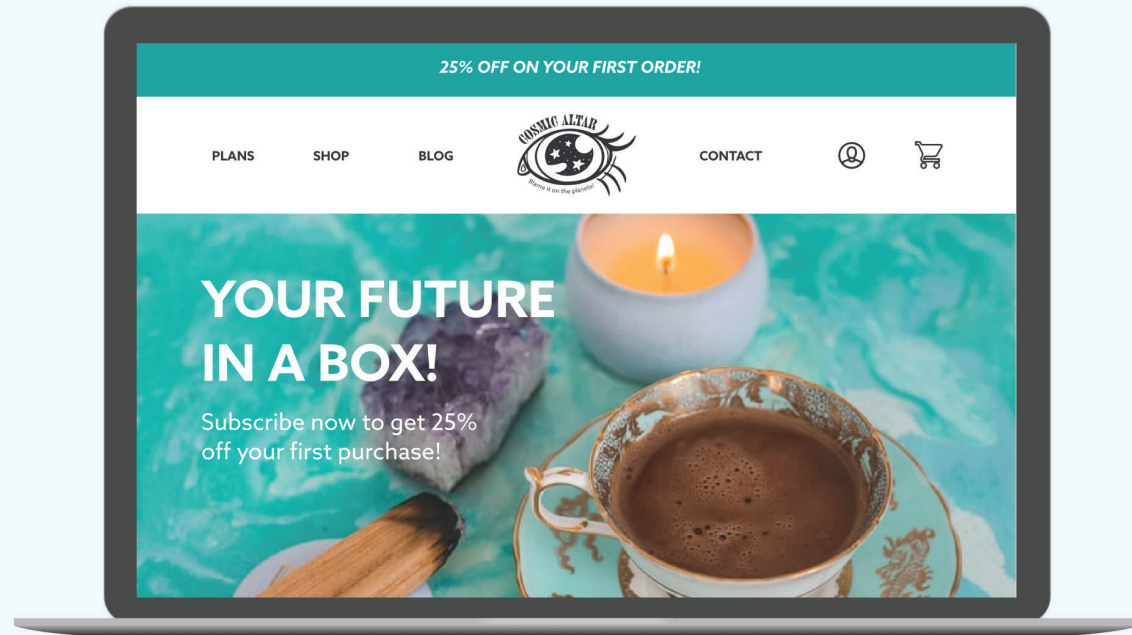
USD \$



USD \$



USD \$



CONTACTS US

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+912 323 5444
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hello@cosmicaltar.com

GET IN TOUCH!
Send us a message!

Your Name...

Your e-mail...

Your message...

SEND!

MONTHLY	QUARTERLY	ANNUALLY
USD\$ 29.99	USD\$ 25.99	USD\$ 21.99
CANCEL ANYTIME SKIP A MONTH	SAVE USD\$ 12* MOST POPULAR PLAN	SAVE USD\$ 48* BEST VALUE PLAN
CHOOSE	CHOOSE	CHOOSE

*Savings is compared to the monthly plan. All plans will renew automatically unless cancelled. All plans are non-refundable and non-transferable.

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DELIVERABLE | 3

Deliverable number 3 is a calendar focused on the two zodiac signs that are due each month. Every month you will get the calendar for the corresponding month as well as a card describing the most important dates for the month.



Capricorn - Aquarius



Aquarius - Piscis



Piscis - Aries



Aries - Taurus



JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29



MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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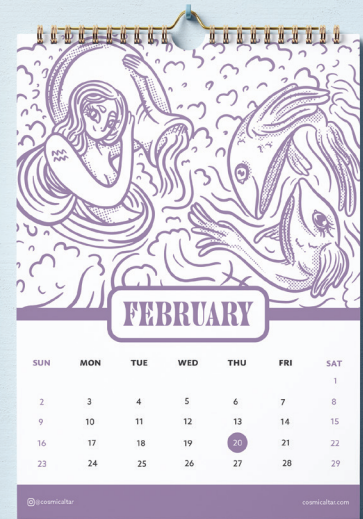
APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

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NEW YEAR, NEW ME!

Stars change signs, planets move in and out of retrograde and keeping up with all of this should not be a hassle. In an effort to make your lives easier, we have highlighted the most important dates of the month. Keep in mind that these dates have been calculated in Standard Pacific Time and will affect every zodiac sign to a certain degree.

03 Mars Enters Sagittarius. This combination can help us get what we want for the next 6 weeks.

10 Full Moon Lunar Eclipse in Cancer. The feminine energy will highlight the rise of this gender's power throughout the year.

13 Venus Enters Pisces. Exalted in Pisces, Venus will promote vulnerability and compassion for the next 4 weeks.

16 Mercury Enters Aquarius. Communication becomes super intuitive and moves at warp-speed.

20 Sun Enters Aquarius. For the next 4 weeks, the energy is highly intellectual and the focus shifts to groups.

24 New Moon in Aquarius. The best time of the year for breaking with the old and stepping into the new year.

25 **Happy Lunar New Year!**
In Chinese astrology, this is the year of the rat. The rat holds a meaning of flexibility and vitality that brings humor and awareness into our lives.

Let your romantic mind to run free.

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04 Mercury retrograde enters Aquarius. A better placement for logical Mercury, this ingress may clarify some communication problems.

Venus enters Taurus
As one of her favorite signs to be in, Venus promotes happiness and comfort for the next four weeks.

09 Full moon in Virgo. Ruled by Mercury, this is the highest energy point of the month, bringing endings and completions.

16 Mercury re-enters Pisces. As its second time in this sign, Mercury struggles to deliver accurate messages and direct interactions.

19 Sun enters Aries/Spring Equinox. The sun is exalted in Aries, creating excitement and great energy for the season ahead. This fiery ingress marks the first day of the astrological calendar.

23 Saturn enters Aquarius. One of the most important ingresses of the year, the influence of these responsible planets shifts from traditional and old-school to modern and future-forward.

24 New moon in Aries. Coming from the energy from the previous day, this lunation is the best time of the year to set new intentions and meet challenges with confidence.

30 Mars enters aquarius. For the next six weeks, our actions will have a radical tone.

Give yourself the permission to be your authentic self.

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- | | | | |
|-----------|--|-----------|---|
| 03 | Mercury enters Pisces. Logical Mercury has a hard time functioning in dreamy Pisces but it can bring a lot of imagination and creativity in the next three weeks. | 16 | Mars enters Capricorn. Exalted in Capricorn, Mars signals a green light for focusing on the duties at hand and starting projects. |
| 07 | Venus enters Aries. The planet of love can become selfish, challenging our ability to compromise. You might receive hard lessons about love and money for the next four weeks. | 18 | Sun enters Pisces. For the next four weeks, the energy becomes dreamy and compassionate but it could also become manipulative and overly sensitive. |
| 09 | Full moon in Leo. The best time of the year to bring leadership issues and creative projects to conclusion. | 23 | New Moon in Pisces. A double blast of Pisces energy, it is a once a year chance to visualize the release of old habits and dependencies. |

Be the passionate, dynamic and confident person you are.

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- | | | | |
|-----------|--|-----------|---|
| 03 | Venus enters Gemini. An unusual long stay for the planet of love, it indicates that this year it will be harder than usual to commit to one relationship only. | 19 | Sun enters Taurus. The energy calms down as the star of our solar system enters one of the most powerful and creative signs. |
| 07 | Full moon in Libra. This is the best time of the year to bring all kinds of relationships to a successful conclusion. | 23 | Sun still in Taurus. The next month is the ideal time to manifest one's visions into the physical world. |
| 11 | Mercury enters Aries. Communication becomes fiery and less emotional for the next four weeks. | 24 | Mercury enters Taurus. This shift slows down the energy and focuses communications on practical matters for the next three weeks. |

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Capricorn - Aquarius



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Aquarius - Pisces



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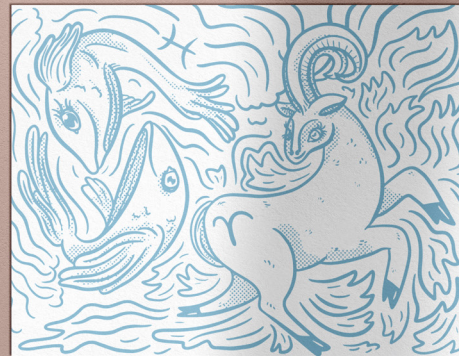
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MARCH

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Pisces - Aries



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APRIL

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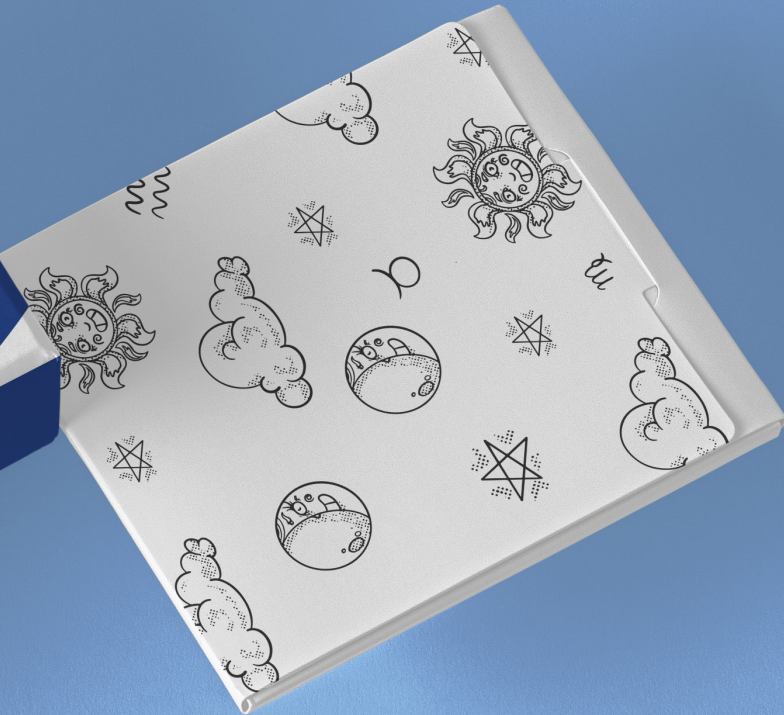
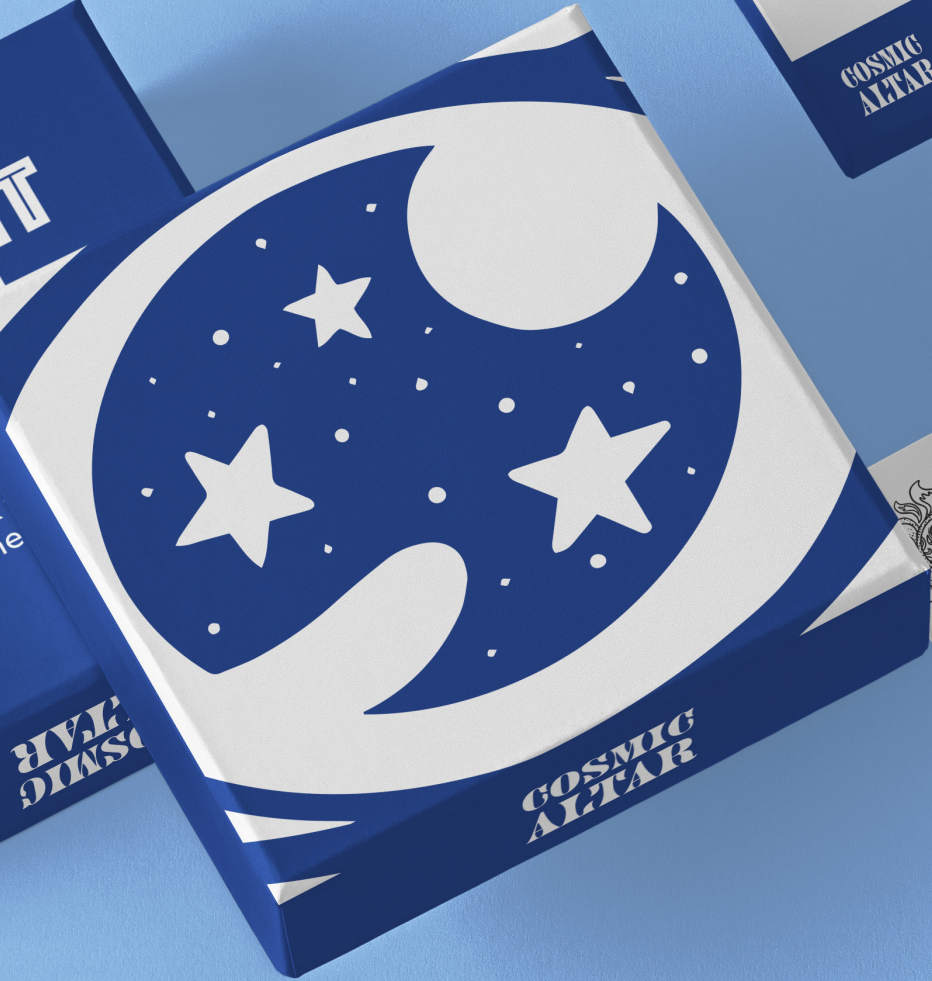
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Pisces - Aries



DELIVERABLE | 4

Deliverable number 4 is the packaging design of the actual box and stationery



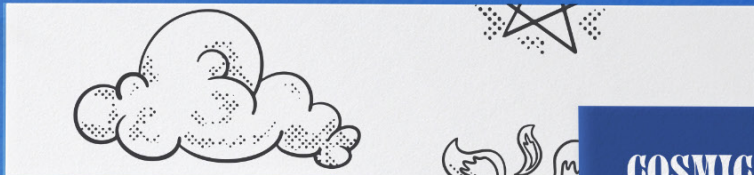
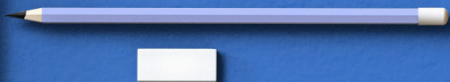


ISABELLE PETERSON
Director

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www.cosmicaltar.com

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ALTAR**

517 E 33rd St
Savannah, GA
@cosmicaltar



**COSMIC
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517 E. 33rd St.
Savannah, GA
912 323 5444

Dear X/Y,

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hello@cosmicaltar.com www.cosmicaltar.com @cosmicaltar



ISABELLE PETERSON

912 323 5444
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www.cosmicaltar.com

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