


Studio Dumbar Book

Process Book Contents



Assignment Brief
Research Images
Paginaton
Thumbnails
Initial Design
Revisions + Success
Final Design

Assignment Brief

Book Design

Choose a design agency to create a promotional book. The book should include history of the agency, information on the founders, design principles and philosophy, studio location, work and any other relevant information. Design the promotional book based on the research you found and that highlights the best work of the agency.

Sizes: Up to you

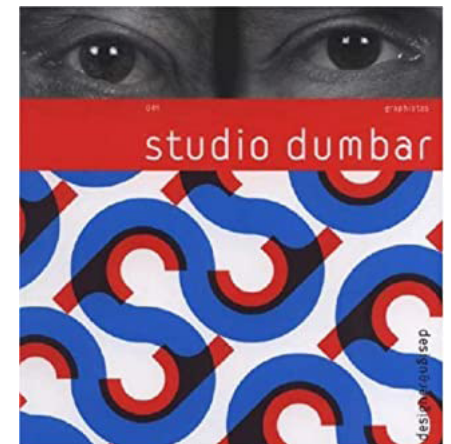
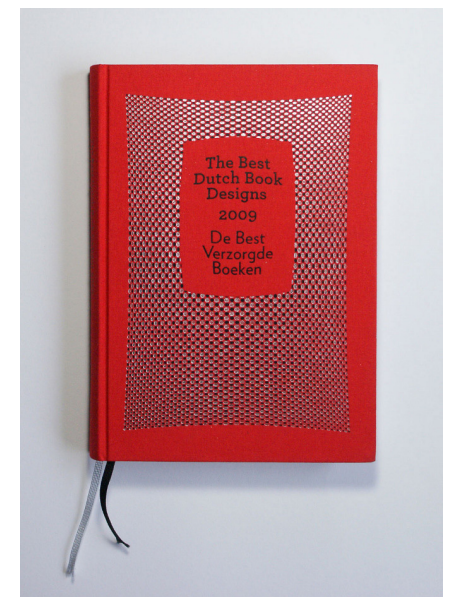
Typefaces: Up to you

Color: Up to you

Binding: Up to you

Other Requirements: Must be designed in Adobe Indesign and be a minimum of 60 pages.

Research Images

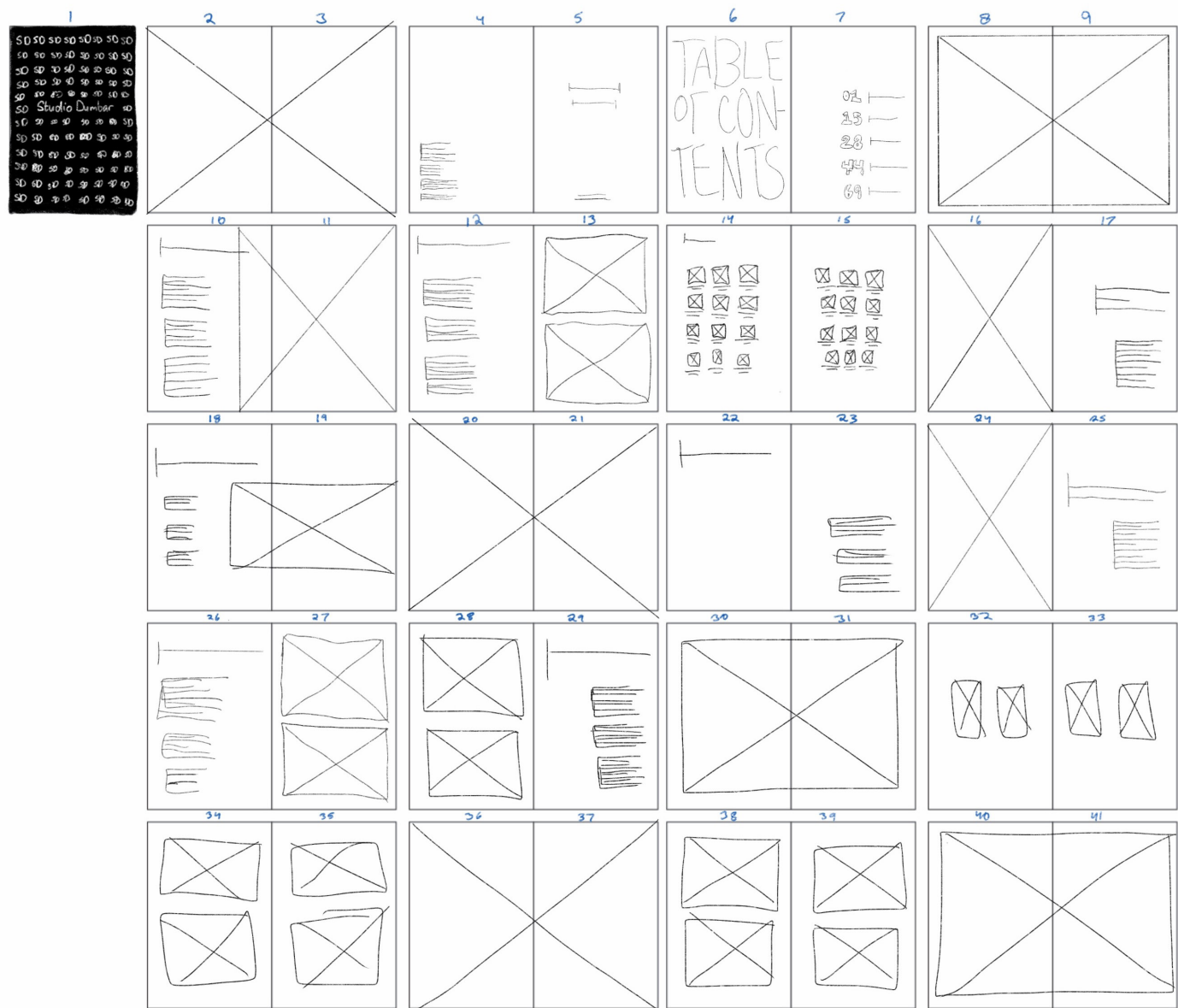


Pagination

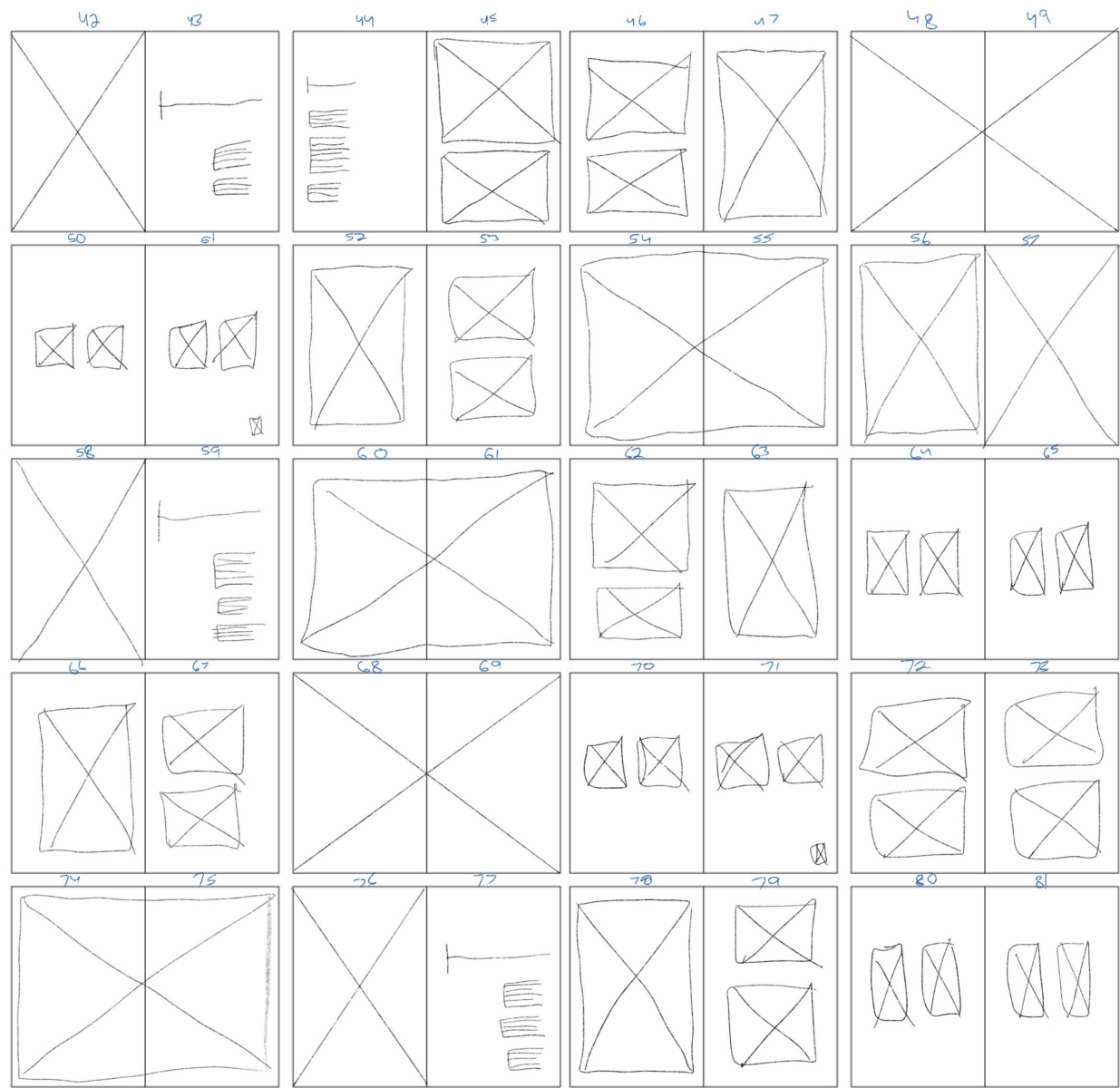
1 Cover	2 Pattern	3 Pattern	4 Blank Page	5 Title Page	6 Legal	7 Table of Contents	8 Large Image	9
	10 History + Historical place	11 History + Historical Work Pick	12 History + Historical place	13 History + Historical Works	14 Current Design Team: Names + Photos	15	16 Pattern	17 Beginning of Chapter 2
	18 Services	19 Services	20 Design Approach	21 Design Approach	22 Design Approach	23 Design Approach	24 Large Image of Pattern	25 Beginning of Chapter 3
	26 Dutch Railways	27	28 Dutch Railways	29 Dutch Railways	30 Dutch Railways	31	32 Dutch Railways	33
	34 Full Page Breaker	35	36 DR	37 DR	38 DR	39	40 RD	41
	42 DR	43	44 Pattern or Image	45 AS	46 AS	47	48 AS	49
	50 Full Page Breaker	51	52 AS	53 AS	54 AS	55	56 AS	57
	58 AS	59	60 Pattern or Image	61 TS	62 TS	63 TS	64 TS	65 TS
	66 Full Page Breaker	67	68 TS	69 TS	70 TS	71 TS	72 TS	73
	74 TS	75	76 Pattern or Image	77 Sp	78 Sp	79 Sp	80 Sp	81 Sp

82 Sp	83	84 Full Page Breaker	85 Pattern or Image	86 VGM	87 VGM	88 VGM	89
90 VGM	91	92 VGM	93 VGM	94 VG	95 VGM	96 VGM	97
98 Pattern or Image	99 Adidas	100 1 Adidas	101 Adidas	102 Adidas	103 Adidas	104 Adidas	105
106 Adidas	107	108 Adidas	109 Adidas	110 New chapter	111 Adidas	112 clients	113
114 Rewards	115	116 Contacts	117 Contacts	118 Conclusion	119 Conclusion	120 Pattern or Solid color	121
122 Back Cover	123	124	125	126	127	128	129
130							

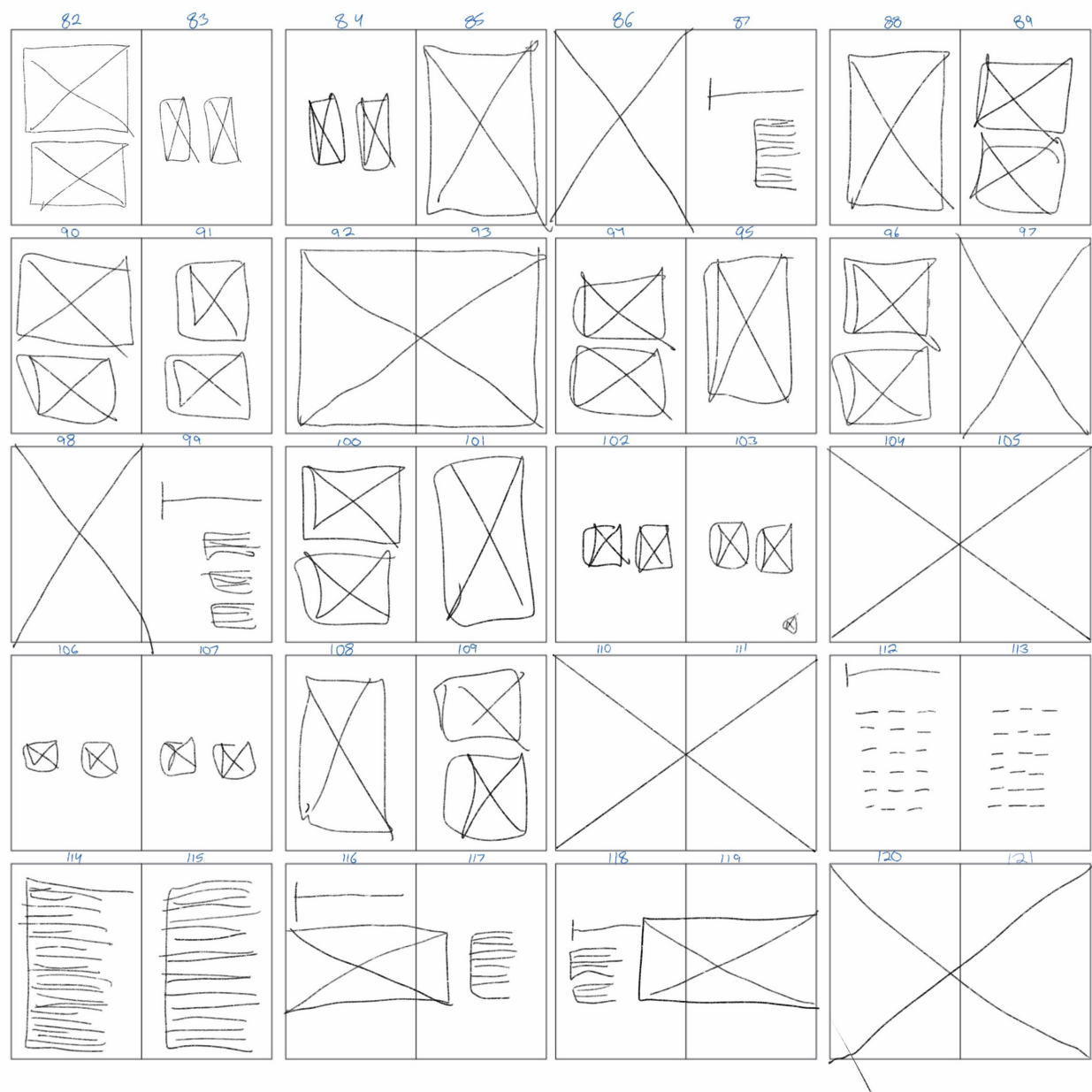
Sketches + Planning: Layouts



Sketches + Planning: Layouts



Sketches + Planning: Layouts



Initial Design



Initial Design



Initial Design



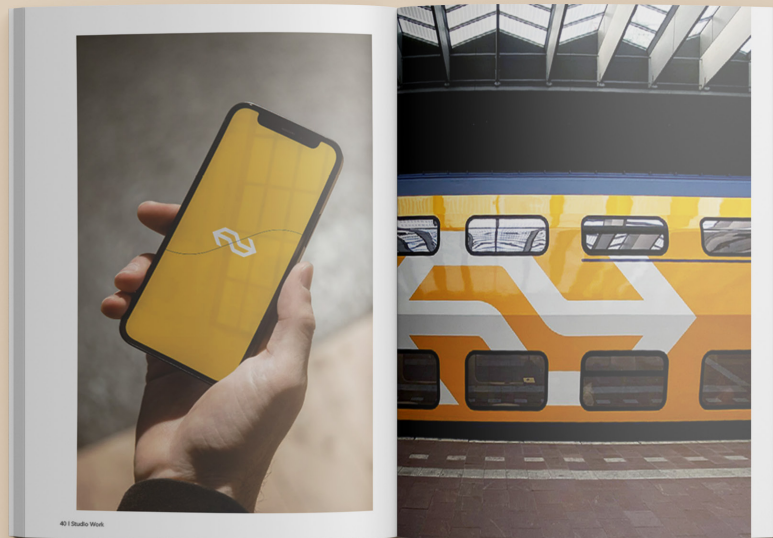
Initial Design



Initial Design



Initial Design



Initial Design



Revisions + Success

What does the project accomplish and why is it successful?

This Studio Dumbar book is successful because it contains their history, services, philosophy, and highlights their most iconic work. The design of the book, typeface, and colors were all inspired by Studio Dumbar's own brand and theming. Important information is divided into three sections to make the book easy to follow. Each project in the book includes the project details, client history and Studio Dumbar's design strategy for the project.

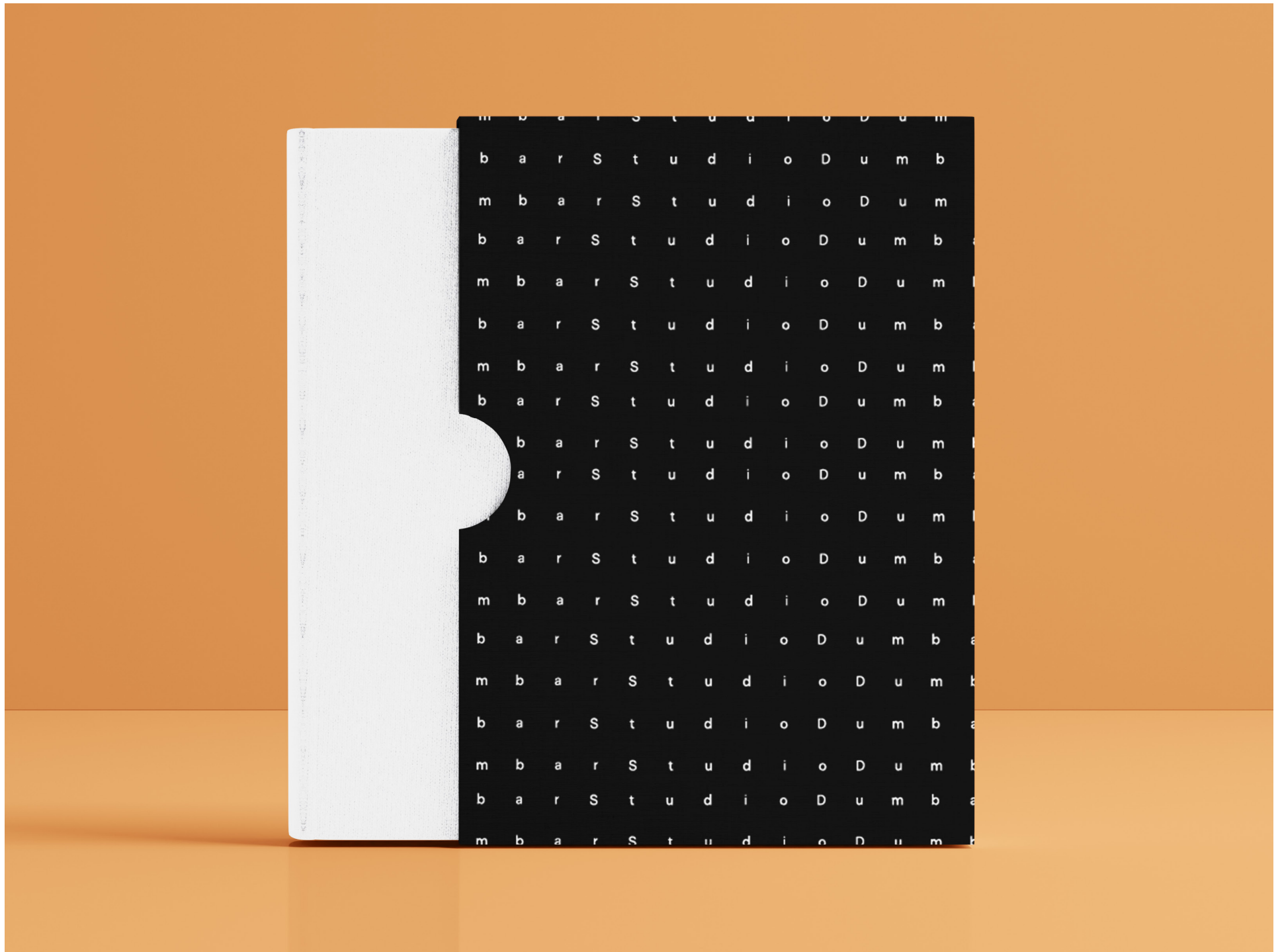
Feedback notes

- Tell a story with your mockups
- Lower hangline
- Shorten awards section

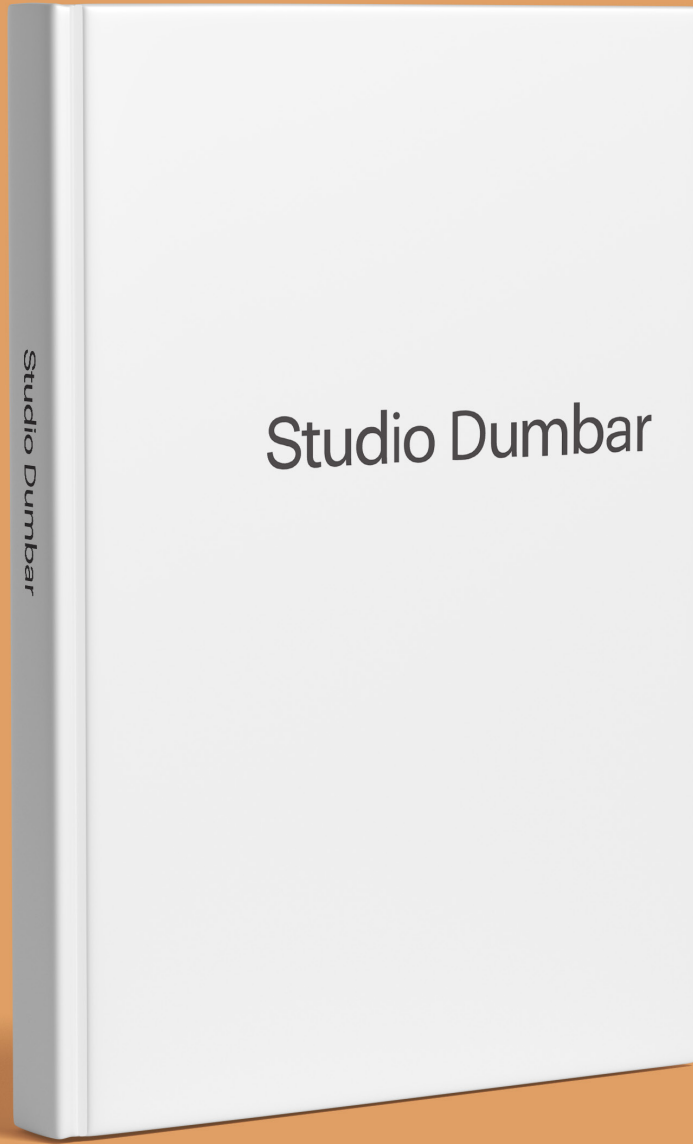
What was updated?

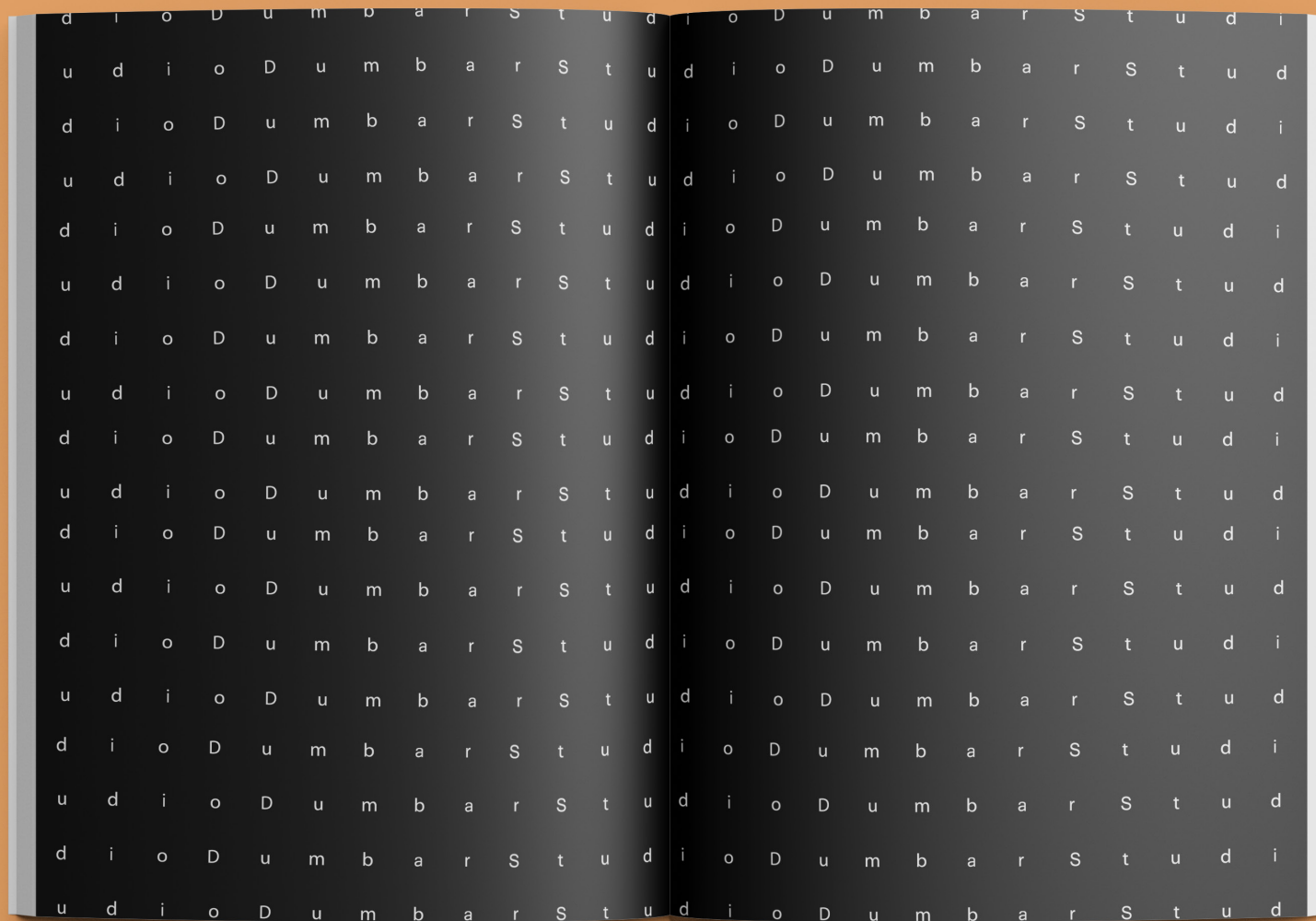
- Cut amount of mockups down and swapped some out
- Lowered hangline
- Shortened awards section
- Changed background color
- Decreased type size













Intro- duction

Studio Dumbar is a historic and award-winning design firm known for its significant influence on Dutch design. The studio has become synonymous with award-winning design and "The company has won an astounding number of awards. On D&AD's all-time list, Studio Dumbar is the third most awarded design outfit, beaten only by Apple and Pentagram." From humble beginnings to international recognition, Studio Dumbar has stayed true to seek and philosophy always striving for pure, simple, and powerful design.

Introduction | 11



Design Team

- Tom Dorresteijn: Strategy Director
- Liza Enebeis: Creative Director
- Wouter Dirks: Operations Director
- Carolien Hooijdonk: Project Manager
- Josephine Kranedonk: Project Manager
- Xue Jing Lim: Project Manager
- Sander Sturing: Creative Coder
- Elvin van Dalen: Motion Designer
- Paul Kempe: Motion Designer
- Giovanni Zanella: Motion Designer
- Benoit Brun: Designer
- Stan Haanappel: Designer
- Christopher Noort: Designer
- Wanwai Shum: Designer
- Merijn van Velsen: Designer
- Erik de Vlaam: Designer
- Bart Vollebergt: Designer

Contact

Location

Delftseplein 27N 3013 AA Rotterdam
The Netherlands

We are right next door to Rotterdam
Central Station — easily accessible by
car, train or bike.

Primary Contact

+31 10 448 22 22
hello@studiodumbar.com

For new business contact Wouter

nb@studiodumbar.com
+31 (0)6 4347 21 26

For press inquiries contact Liza

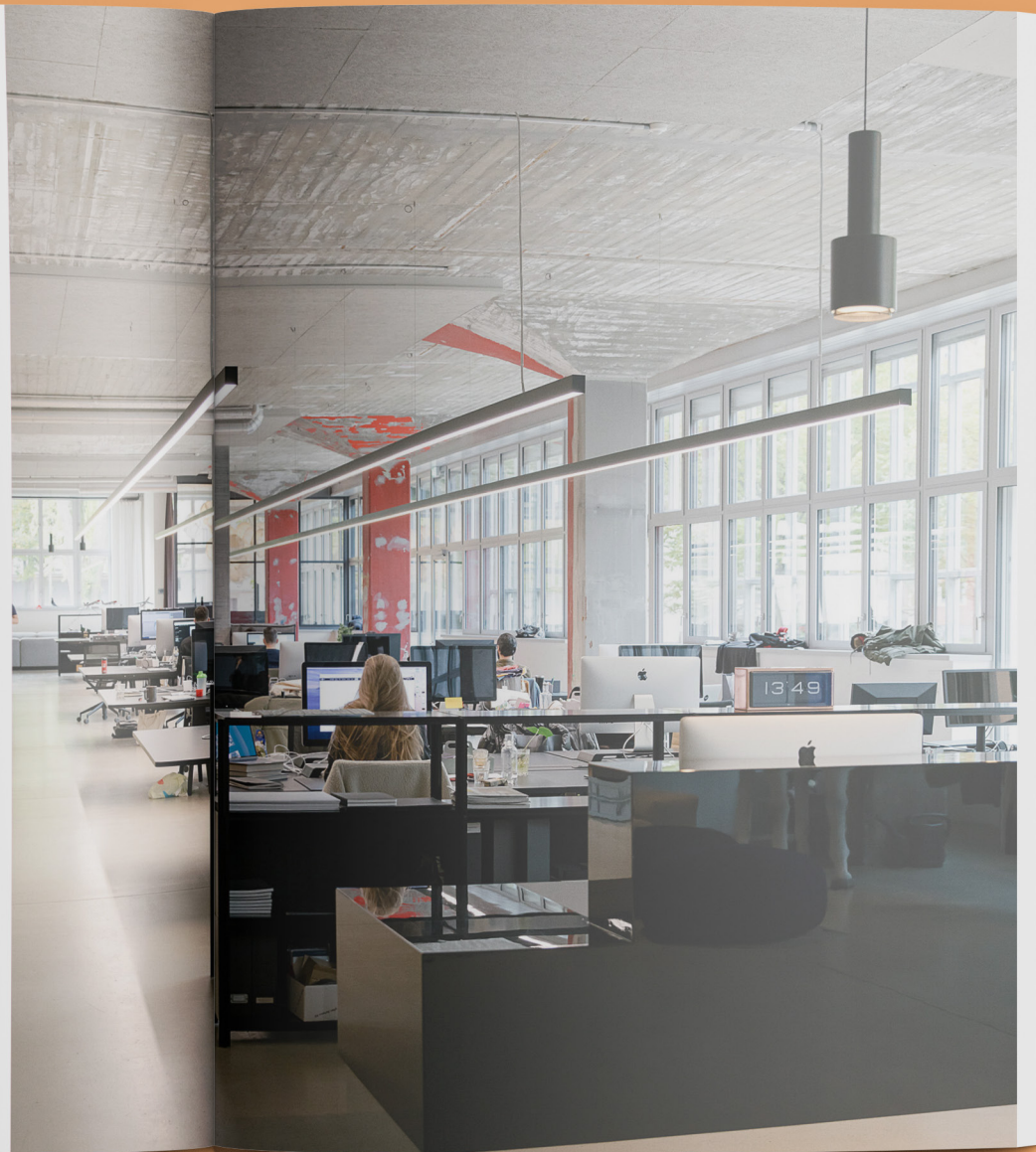
pr@studiodumbar.com
+31 (0)6 4488 40 48

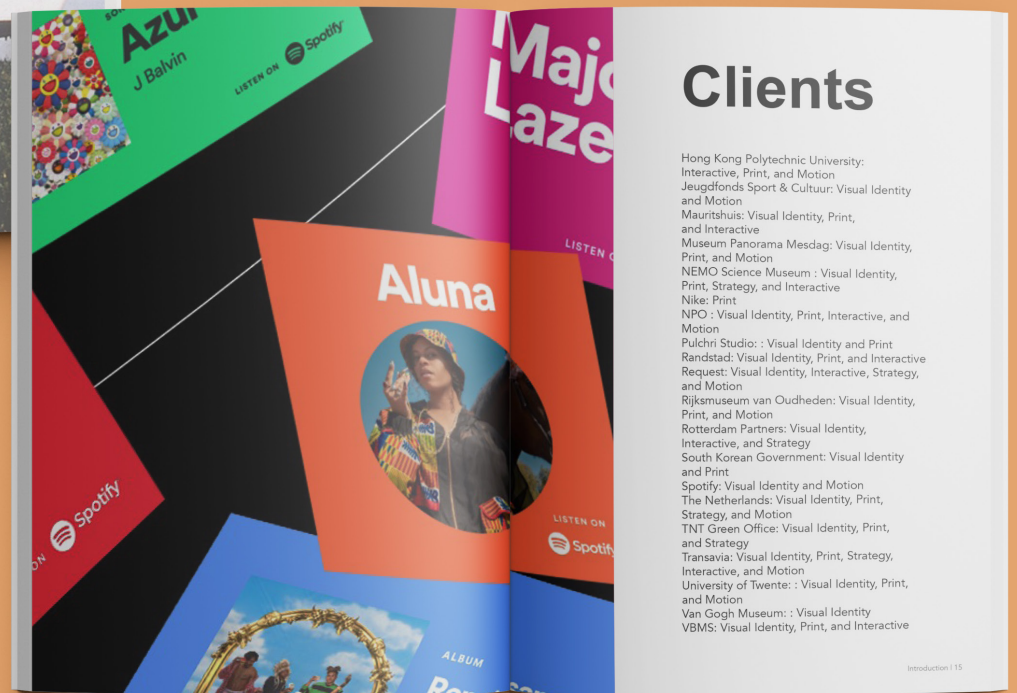
Jobs and internships

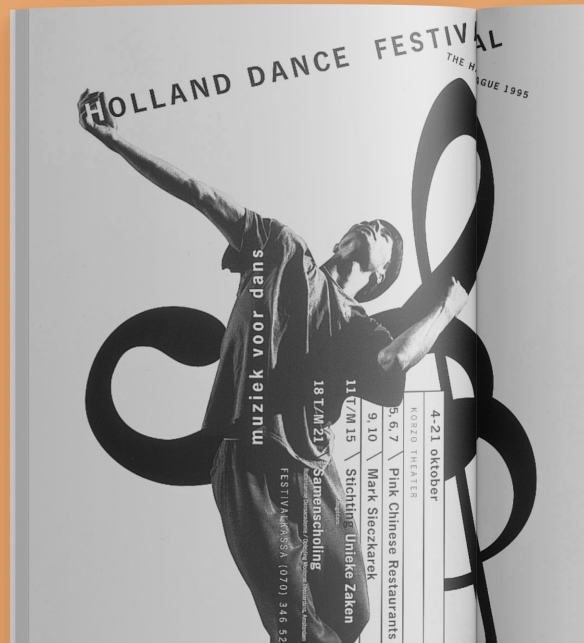
jobs@studiodumbar.com
internships@studiodumbar.com

Additional

Chamber of commerce: 27239483
VAT: NL8044.91.550.B.01







The DEPT.

DEPT® is a pioneering technology and marketing services company that creates end-to-end digital experiences for brands such as Google, Philips, Audi, Twitch, Patagonia, eBay and more. Its team of 2,500+ digital specialists across 30+ locations on 5 continents delivers pioneering work on a global scale with a boutique culture.

Characteristics

Studio Dumbar is "an international branding agency specialised in visual identity and communication design" meaning that we create every visible expression of a brand through our design work. With our international scope being reflected in our work with an average of 150+ clients in Rotterdam.

Fragmented, on the edge of chaos, complex typography, projects in the early, disarray among advanced aesthetic. By 1980s many designers mimicking our approach.

Story

Studio Dumbar was founded by Gert Dumbar in 1977 in The Hague. Born in 1940 Gert Dumbar studied painting and graphic design at the Royal Academy of Fine Arts in the Netherlands and did a post graduate degree at the Royal College of Art in London. He then became a creative director at Tel Design before leaving the company to found Studio Dumbar in 1977. "With his team at Studio Dumbar he completed numerous extensive corporate identity programs for many major national and international clients including: the Dutch Postal and Telecom Services (PTT), Spotify, Adidas, Nike, the ANWB (Dutch Automobile Association), the Dutch Railways, and the Dutch Police."

Gert Dumbar retired from Studio Dumbar in 2003, leaving Michel de Boer to take over as creative director. The same year the company moved from The Hague to Rotterdam. They also began to focus more on motion design and interactive design during this time as it became a growing industry. Now the studio is lead by Creative Director Tom Dorresteijn and Operations director Wouter Dirks. Studio Dumbar is currently made up of a team of 17 individuals from various countries. In 2016 Studio Dumbar became a member of the Dept.

22 | History

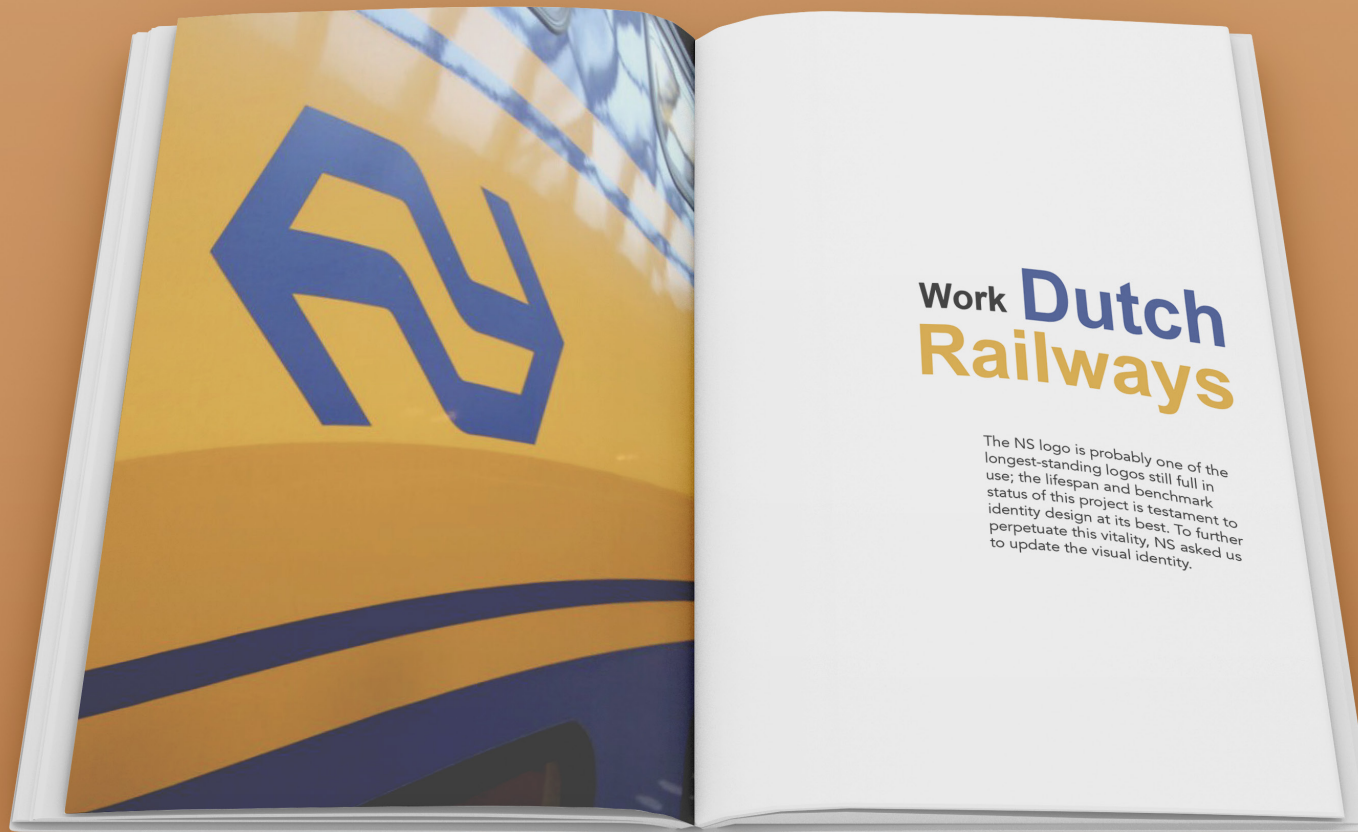


**PURE.
SIMPLE.
POWER
FUL.**

Philosophy + Services

For Studio Dumbar, "it all begins with strategy." We believe the design possibilities are limitless and seek to create a "pure, simple, and powerful" outcome with their design solutions. We begin our journey with a client by asking, "what is the right design to help your organization flourish, grow your business, and inspire people?" From there we strive to build a compelling story around the brand. We want to create a story that is appealing, concise, and reaches into the minds and heart so the consumer. Ultimately, Studio Dumbar believes that "Successful brands are not built in one big project. We are built by the countless small decisions that are made every single day by the people in your company."

Philosophy + Services | 27



Work Dutch Railways

The NS logo is probably one of the longest-standing logos still full in use; the lifespan and benchmark status of this project is testament to identity design at its best. To further perpetuate this vitality, NS asked us to update the visual identity.



Studio Work



Studio Work | 45

Met de trein naar Berlijn





The future of feet



futurenatural

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh



