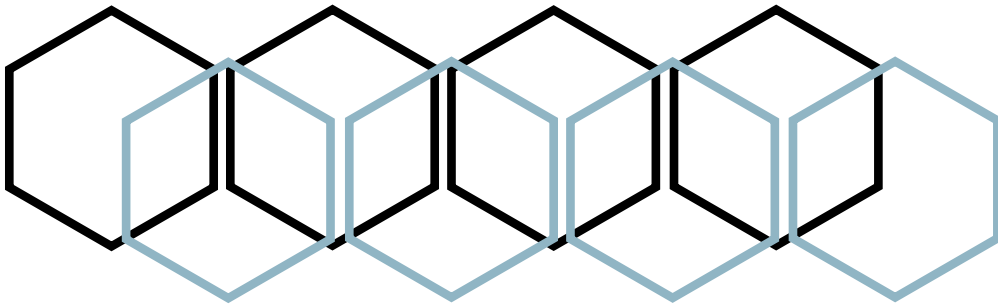


**KAAAN SAHBAZ**

**BA Senior Project  
Process Notebook**

**spring '15**



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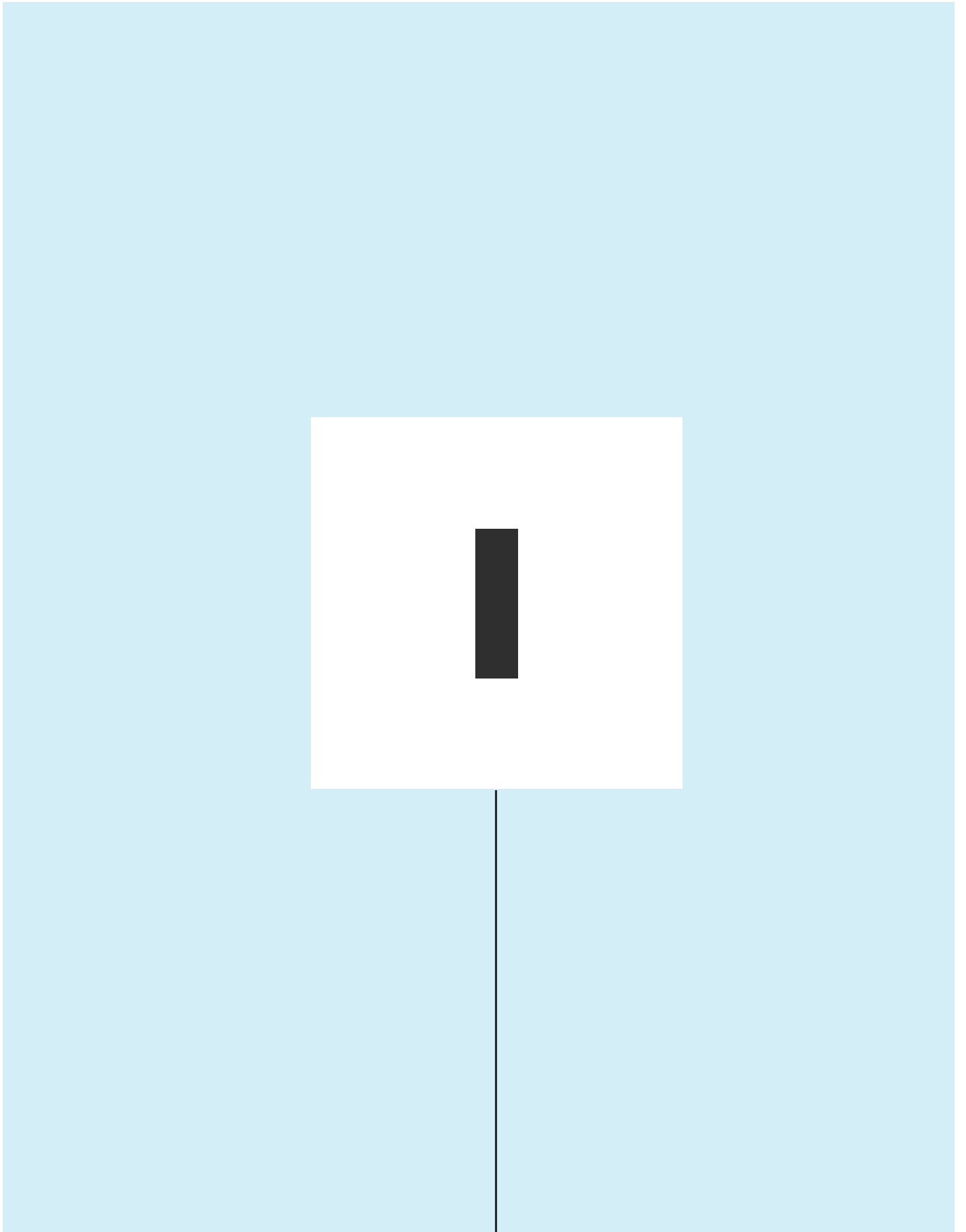
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# BUILDING AWARENESS

## Project I

### visual imaging

create a visualization of another student in your class. collect information (see questions below) about him/her in order to interpret and transform the research into a compelling visual to communicate the unique personality and character of that student.

. turn the collected research into a content map (information design).

### brief

emphasis will be placed upon original concept development and the exploration of diverse processes, techniques and methods. you will be expected to experiment and explore, thereby expanding on your visualizing skills.

### questions to be answered

1. What is your creative source?
2. What are you designing?
3. How are you evolving our world?
4. What is your unique gift/offering?
5. Who deeply inspires you and why?
6. What causes are important to you?
7. What are you committed to?
8. What makes you feel connected with the world?
9. What motivates you?
10. What are you passionate about?
11. What makes you feel creative?
12. What was the most recent political/social/environmental event that really inspired you?
13. What was the most recent political/social/environmental event that really upset you?

Sea Change Design Model Designing Work Worth Doing  
**Defining Moments** Creative Intent  
Surviving  
 Your work has been shaped by deeply defining moments. Choose one and briefly describe it. Then, draw it below. Write a phrase that captures the wisdom or learning.  
 When my grandmother passed away due to pancreatic cancer, it was my survival moment. Second mother, teacher, educator, Sab, ill, empty, alone, speak

~ Journey ~

Being a  
~mentor~

Sea Change Design Model Designing Work Worth Doing  
**Defining Moments** Creative Intent  
Thriving  
 Your work has been shaped by deeply defining moments. Choose one and briefly describe it. Then, draw it below. Write a phrase that captures the wisdom or learning.  
 Success - ~~become~~ Flying - Freedom - I was one of the fastest students to achieve getting my pilots license. I am become a person that many come and advise regarding to flying ~~on~~ an airplane. It was such a great feeling. ~~It was such a great feeling.~~

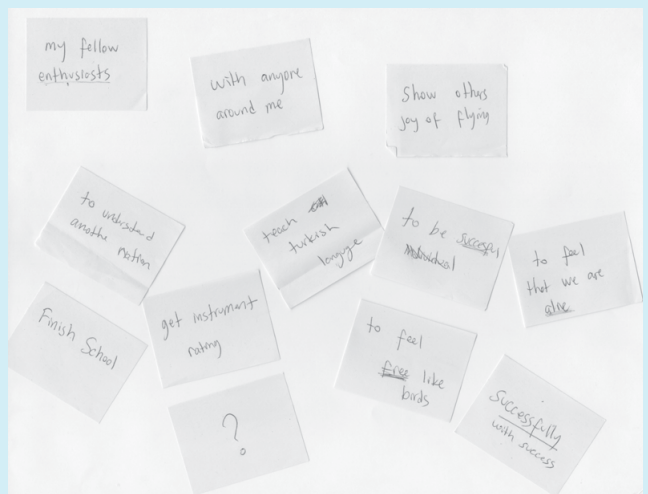
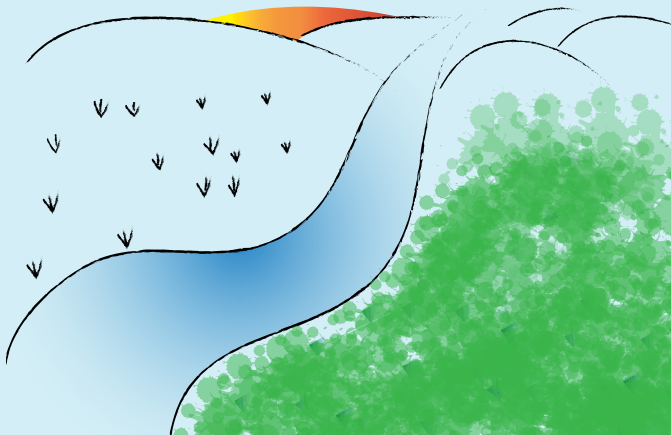
- Following My passion brings me into  
liveliness and freedom -

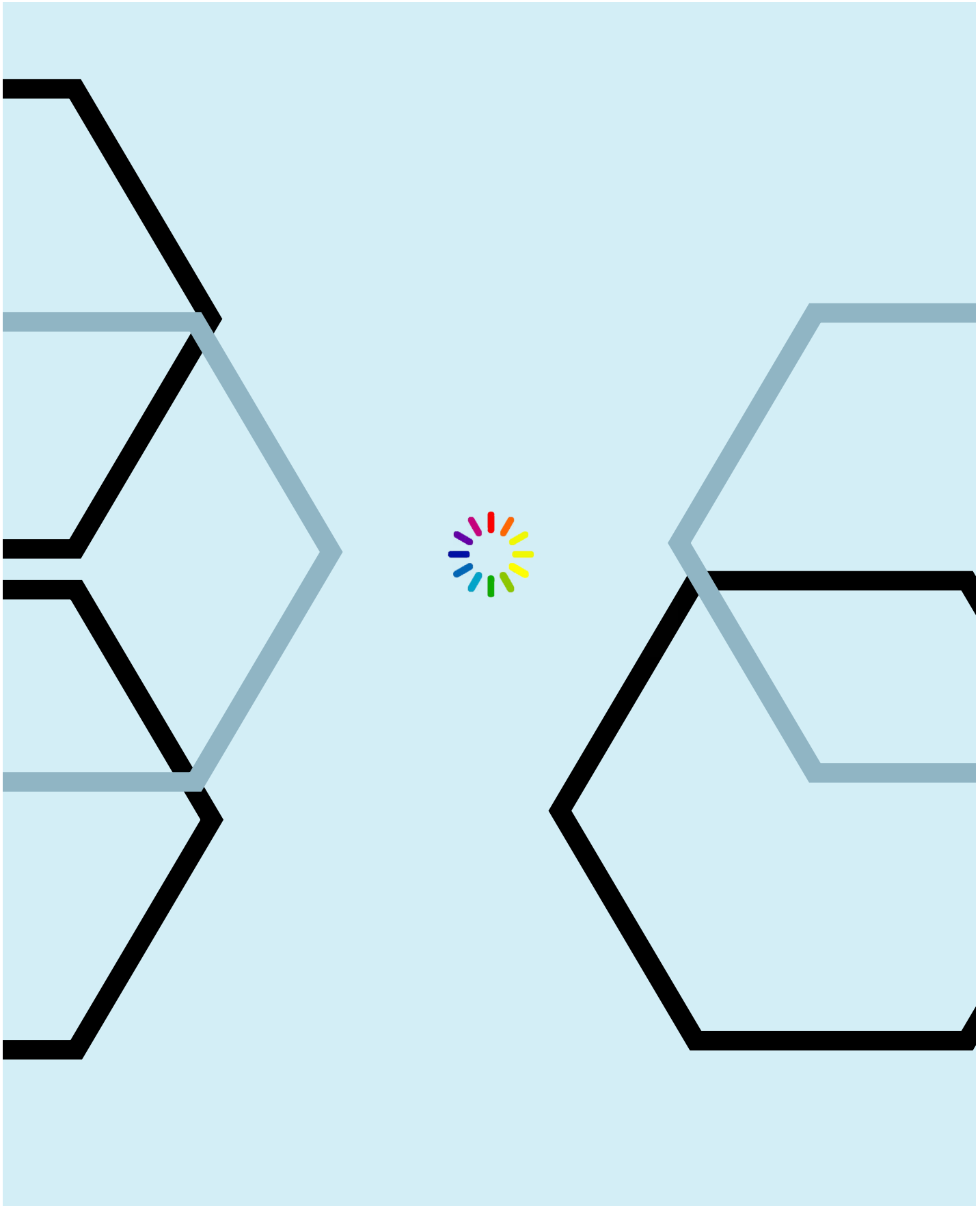
Sea Change Design Model Designing Work Worth Doing  
**Calling Intention** Creative Intent  
 What do you intend your calling to be? (A question big enough to inspire you for the rest of your life.) KARAN SALHOTRA

How can I engage with my community to mentor passions so we live free and prosper?

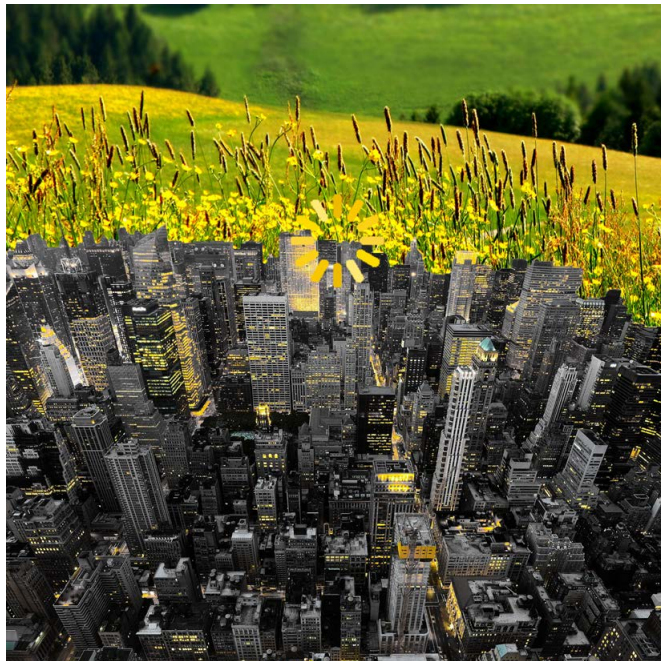
How can I

- engage with my community
- be a to mentor
- Passions
- so we live free & prosper ?









*When a truth is necessary, the reason for it can be found by analysis, that is, by resolving it into simpler ideas and truths until the primary ones are reached.*

**“Gottfried Leibniz”**

## PROJECT 1 | ANALYSIS

Project 1 had the greatest impact on my design perspective and the way I see how to see design concepts. Project one is all about being free, and not caring how a design structured over the past decades. Your design must have your soul, and personality in order to make it personal and unique from others. If project one did not let us be free since the beginning, I do not think we [including classmates] could create such unique work. Project one made many contributions to the field of how I see graphic design, particularly design page and how photography could also be used.

My most successful portion of the 1st project is my final outcome. I achieved what I wanted. I wanted to create this illusion where Karen Borg's life is involved as well. Her life is all about up's and down's. So my unique perspective created this illusion of her statements.



**2**

# DISCOVERING THE RELATIONSHIP BETWEEN DESIGN AND HUMAN EXPERIENCE

## problem statement

creative work reaches deep into our intuitive and unconscious minds, into our hearts and feelings. the sea change design process helped to define your calling.

now you will examine the ways in which this abstract idea can be interpreted and represented in visual form, offering clarity, embedded meaning and understanding to the viewer. stay away from literal translation and use metaphors and story telling for your design. emphasis will be placed upon original concept development and the exploration of diverse processes, techniques and methods. you will be expected to experiment and explore, thereby expanding on your visualizing skills.

## goal

visualize highly abstract ideas that source from your growing awareness of the deeper aspects of yourself, by exploring design elements, typography and diverse processes.

## deliverable

DESIGN A POSTER CALENDAR FOR THE YEAR 2015

visualize your calling and its embedded meaning, in your own personal voice by exploring diverse processes and techniques:

eg drawing, photography, xerography, abstraction, typography, collage, textures, sculpture, different types of materials: paper, fabric, vellum, cardboard, metal, wood, foil...

size: 22"x28" min. final size  
color: 4cp

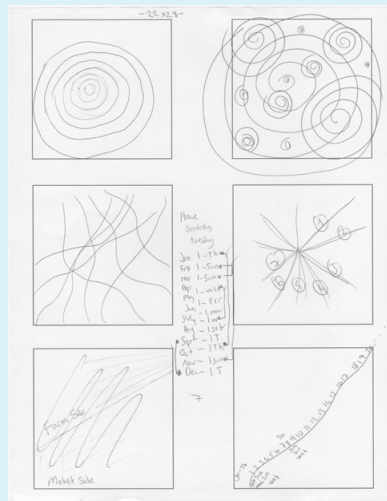
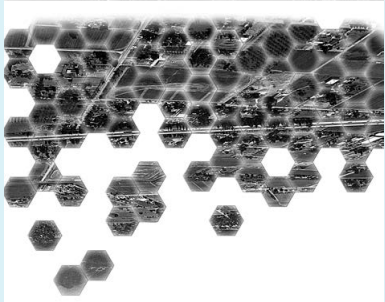
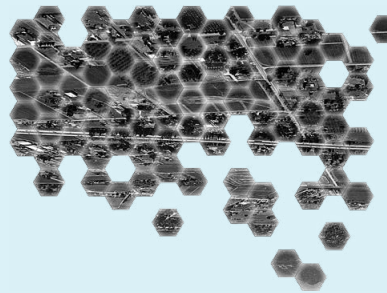
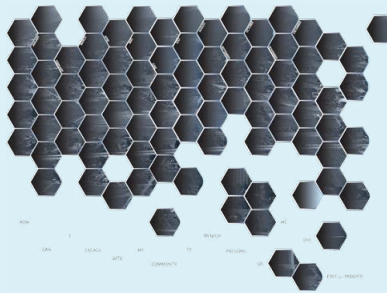
content:

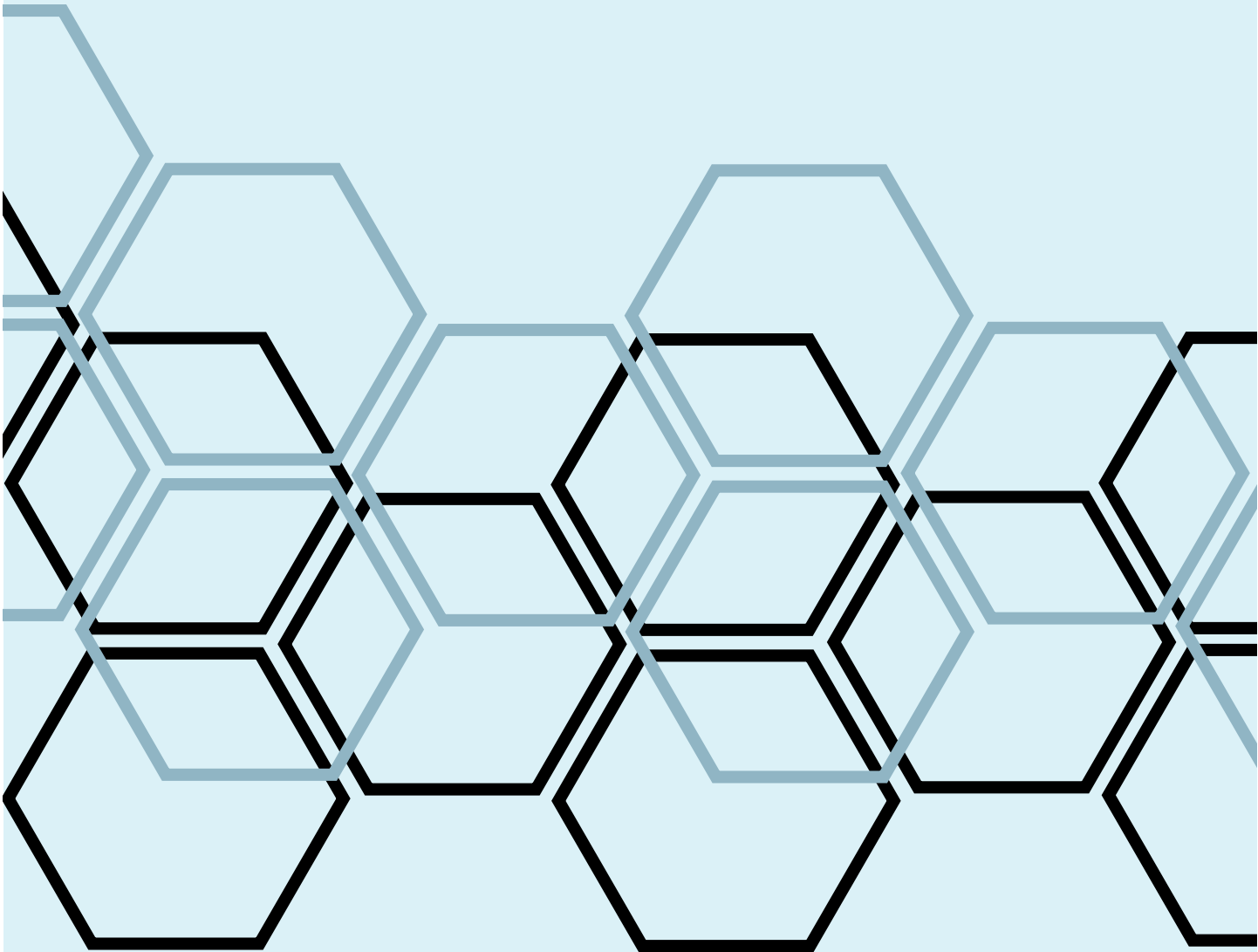
. main level of information:  
your calling (you can add your embedded meaning as secondary level info)

. secondary level of information:  
2015 , all 12 months of the year (keep it to less than 1/4 of the format)

*“Every take off is optional,  
Every landing is mandatory,  
In other words,  
For every take off  
There will be a landing”...*



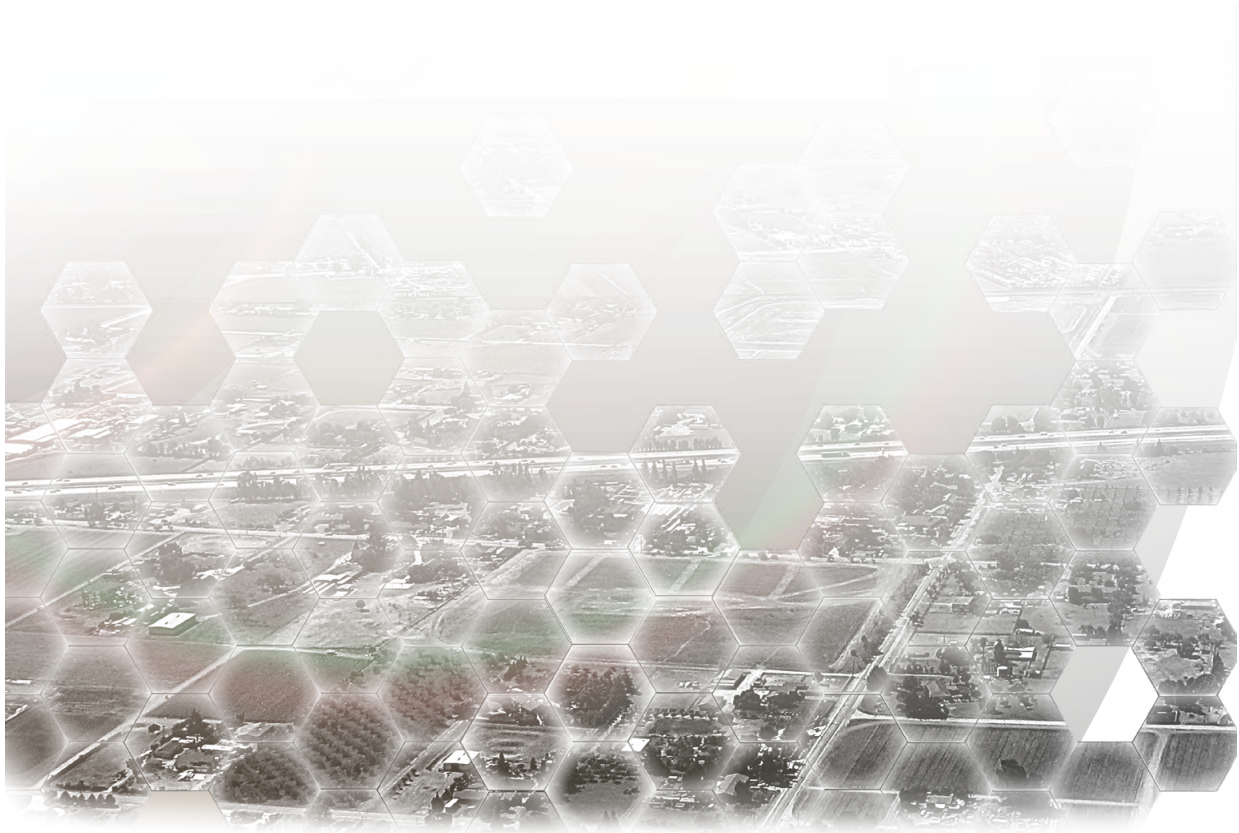




*“How can I engage  
with my community  
To mentor passions  
so  
We live Free and Prosper”*

**Kaan Sahbaz**





How can I ENGAGE with my community TO MENTOR passions so we live free and prosper?



Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa								
3	4	5	6	7	8	9	7	8	9	10	11	12	13	6	7	8	9	10	11	12	13	14	5	6	7	8	9	10	11	12	13	14	5	6	7	8	9	10	11			
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Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa								
3	4	5	6	7	8	9	7	8	9	10	11	12	13	6	7	8	9	10	11	12	13	14	5	6	7	8	9	10	11	12	13	14	5	6	7	8	9	10	11			
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*The ultimate authority must always rest with the individual's own reason and critical analysis.*

**“Dalai Lama”**

## PROJECT 2 | ANALYSIS

Project 2 was important in a way that I started to see the new segment of the design. Professor Andrea, fully gave me the leashes to do whatever it takes to get the message across. I was able turn, twist and look at some of the things from a view that I never done before. Please carefully view my final project. What do you see? You see the land upside down, you see another land below the actualy surface. This not only states the under-world, also creates a unique perspective. We see things different and I was able to transform my inner voice on to a piece for paper with my design.

My most succesful portion of the 2nd project is my process in order to the final out stage. I achived more than what I wanted. I wanted to create this unique view, almost similar to what I see when I fly. It it almost impossible to put my feeling in to words. I think my design achived that very much so.

**3**

# LEVERAGING YOUR CALLINGS INTO ORGANIZATIONAL INTENTIONS

## Project 3

### problem statement

#### Entrepreneurship and branding

PURPOSE, IDENTITY, WEB APPEARANCE & ARTIFACT

### goal

you will be organized into 4 groups of 4/5 students with similar callings.

design an intention and purpose for a meaningful, fictitious non-profit organization that engages in the field of water:

water and climate change  
water and gender equality  
water and religion  
water and art  
water and culture  
water and peace  
water, trees and people

use the following resources:

[www.onewater.org](http://www.onewater.org)  
[www.treeswaterpeople.org](http://www.treeswaterpeople.org)  
[waterandspirituality.org](http://waterandspirituality.org)  
[www.amnh.org](http://www.amnh.org)  
[worldtoiletday.org](http://worldtoiletday.org)  
[www.unwater.org](http://www.unwater.org)  
[www.undp.org](http://www.undp.org)  
[wallacejnichols.org](http://wallacejnichols.org)  
[www.stwr.org](http://www.stwr.org)

### deliverable

#### your group will design

- . the name
- . the visual identity
- . the online appearance
- . one concrete artifact of your organization (ad campaign, poster campaign, brochure, interactive experience, sculptures, a play, product)
- . your ripple story

- 1.) creative brief
- 2.) brandmark (see template)
- 3.) area of isolation
- 4.) homepage
- 5.) artifact
- 6.) ripple story (see template)



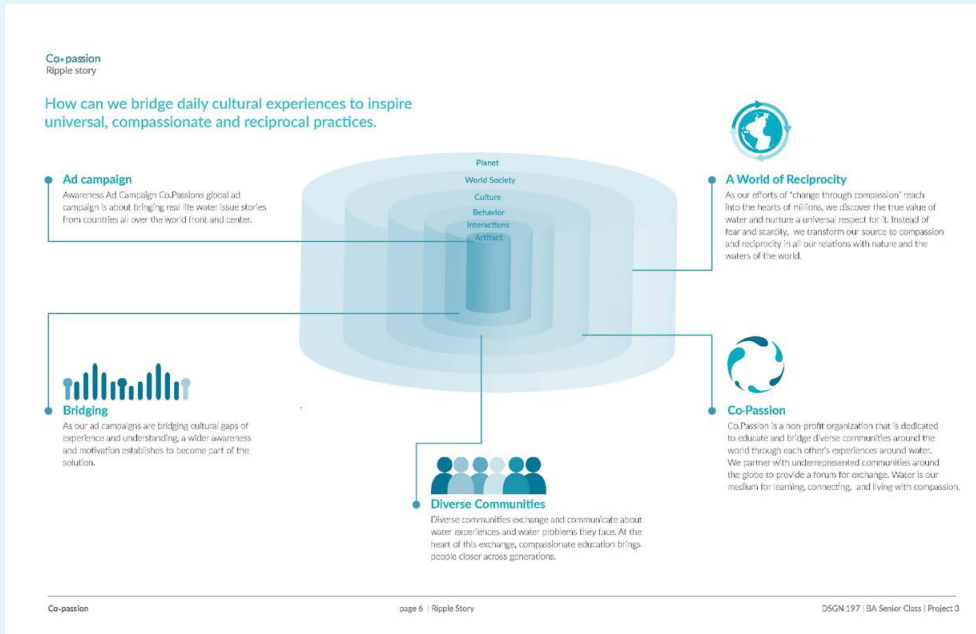
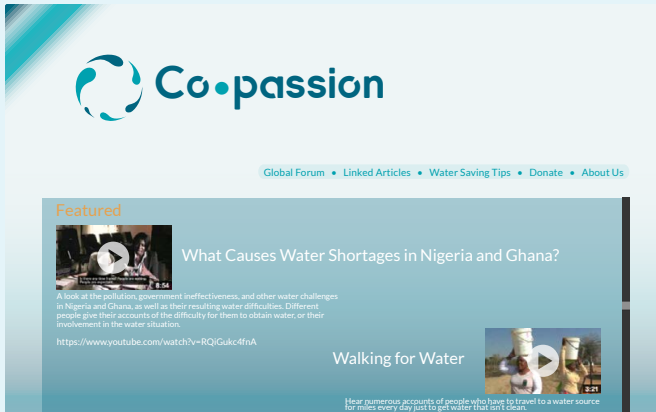


*“The final wisdom of life requires not the annulment of incongruity but the achievement of serenity within and above it.”*

**Reinhold Niebuhr**

# Co·passion



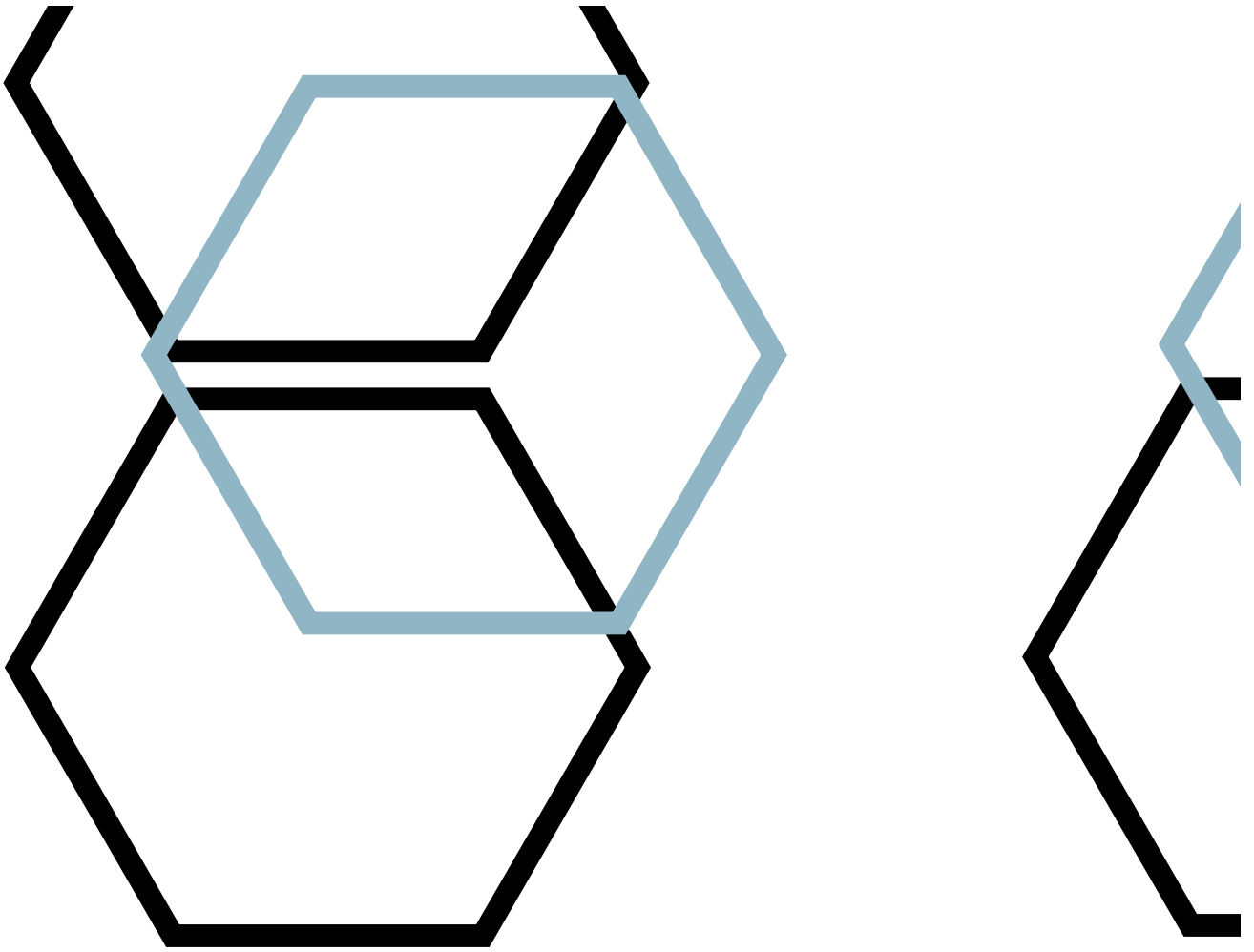




## PROJECT 3 | ANALYSIS

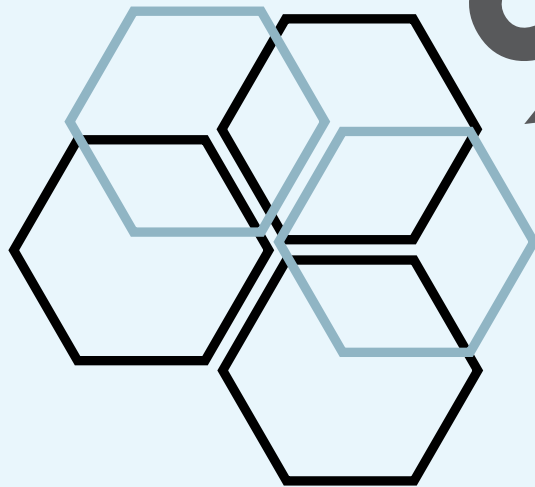
Project 3 was important for several reasons. One of the most valuable feature of a graphic designer is to be able to work with team mates. Project three though us to be not only organized with ourself, but also with colleagues. We were assigned to create a brand together from scratch to fully branding including logo, website, and a company motto. Graphic designers mostly work with colleagues to finish assignments. Project three gave us the freedom to decide on our own and proceed forward with mates to figure out what kind of a company we wanted to establish. Working in groups is not always easy, but we managed to accomplish.

My most successful portion of the 3rd project is the feeling I had after we finished and turned in the assignment. Our group project turned out to be one of the most prepared ones. If I had to change something I would meet up face to face with my colleagues. It was quite difficult to work via email.





# Resume / **QV**



# KAAN SAHBAZ

18265 San Carlos Pl • Morgan Hill • California • 95037 • [408] 9305017 • kaansahbaz@hotmail.com

TEAMPLAYER

GRAPHICDESIGNER

AUDIOEDITOR

CREATIVETHINKER

LIFEDESIGNER

PROBLEMSOLVER

DETAILINVESTIGATOR

PHOTOGRAPHER

IDEAGENERATOR

SCREENPRINTER

VISUALCOMMUNICATOR

ARTDIRECTOR

TYPOGRAPHER

## Hi...

My name is Kaan, and I'm a graphic designer with high level understanding of typography and design concepts. With the attention I pay to the work I creat, I design for the better.

## SKILLS

Team Player  
Ability to tight dedlines  
Strong Illustration Skills  
Strong Photography Skills  
Strong Concept Generation  
Copywriting Ability  
Bi-Lingual [Turkish-English]  
Social Media [Facebook, Pinterest, Instagram, Tweeter]

## SOFTWARE

Adobe InDesign CS5 and up  
Adobe Illustrator CS5 and up  
Adobe PhotoShop CS5 and up  
Adobe PremierPro CS5 and up  
Adobe Lightroom CS5 and up  
MS Office Systems

## WORK EXPERIENCE

### Pine-Up Agency

Graphic Designer

Design event posters, company logos, and lead and edit social media pages of companies.

*2015-present*

### Trust Human Academy

Social Media Editor

Organize and post events on Trust Human Academy social pages, such as FaceBook, Instagram, Periscope

*2014-Present*

## EDUCATION

### San Jose State University

-2015 B.A Design Studies

### De-Anza College

-2012 A.A in Art

## REFERENCES

### Piril Yitmen

Pine-Up Agency

+90 [543] 744 7497

More upon request,  
please send an email to get more referencess

WWW.KAANSAHBAZ.COM



# CLASS INTENTIONS | SPRING 2015 BA STUDENTS



**Barreto, Joaquin**  
How can I design authenticity with life so we can learn from nature and discover our true purpose?  
*jbarreto22@yahoo.com*



**Demirjian, Kevork**  
How can I create transformations with humanity so we all feel human?  
*kevorkdemirjian@gmail.com*



**Edwards, Julie**  
How can I design experiences with humanity to generate respect, equality and love?  
*info@julieedwardsdesigns.com*



**Bessermin, Christina**  
How can I empower the hearts of the youth to respect and trust themselves so we can create a peaceful, loving world?  
*cmbessermin@yahoo.com*

**Emery, Sean**  
How can I connect nature's wisdom with humanity to presence oneness in this universe?  
*wizardemery@yahoo.com*



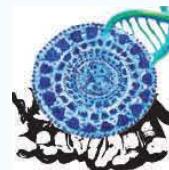
**Carson, Michael**  
How can I create an artistic dialog with my community to manifest our moving/evolving potential for gratitude, forgiveness and peace?  
*grandmasterc007@yahoo.com*



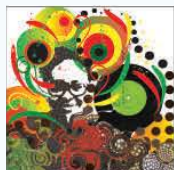
**Fulkerson, Mariah**  
How can I engage my community to illuminate the present so we create strong connections and deep bonds for all time?  
*mfulkersonp@yahoo.com*



**Daly, Rose**  
How can I encourage free thinking with my peers to inspire confidence and creativity?  
*rosedalyred@gmail.com*



**Giwa, Jumi**  
How can I take right action with my peers to create an alliance and a sanctuary of equality and love?  
*jumigiwa@yahoo.com*



**Davari, Hedieh**  
How can I engage humanity to design bridges between cultures so we can all generate permanent reciprocity and peace?  
*hedieh\_davari66@yahoo.com*



**Harvey, Ron**  
How can I nurture healing connections amongst our youth to promote acceptance and self-love?  
*ronharvey92@yahoo.com*



**Deluna, Vitaly**  
How can I engage humanity to practice self-compassion so we can all live in peace?  
*cel\_deluna7@yahoo.com*



**Hyodo, Aya**  
How can I spread compassion with my community so we can respect all life?  
*ayaluvzu@hotmail.com*



# CLASS INTENTIONS | SPRING 2015 BA STUDENTS



Ma, Tiffany  
How can I share authenticity with my community so we can experience joy and live in the moment?  
tiffanykma@gmail.com

Smet, James  
How can I empower self expression in my community to inspire a world of compassion?  
james.smet@pacbell.net



Norton, Linzy  
How do I connect integral awareness with all sentient beings to create deep understanding and oneness?  
Znorto4@yahoo.com



Spence, Marissa  
How can I design courageous expressions with the planet so we source trust and happiness from within?  
Mspence92@aol.com



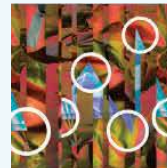
Pang, Jordan  
How can I take kind actions with humanity to create a universe filled with hope?  
jordanpang84@gmail.com



Tang, Donny  
How do I nurture compassion with humanity so we discover the sacred altar of courage within?  
yaboidonny@gmail.com



Sahbaz, Kaan  
How can I engage with my community to mentor passions so we live free and prosper?  
kaansahbaz@hotmail.com



Tushar, Dylan  
How can I create emotional connections with my peers so we can feel our lives and transform our beings?  
dylantushar@mac.com



Savini, Aryn  
How can I take right action in my community to create an environment of equality and cohesiveness?  
aryn@savinihome.com



Velasco, Victoria  
How can I design connections with humanity so we accept our unique creativity and passion?  
thecruzengirl@hotmail.com

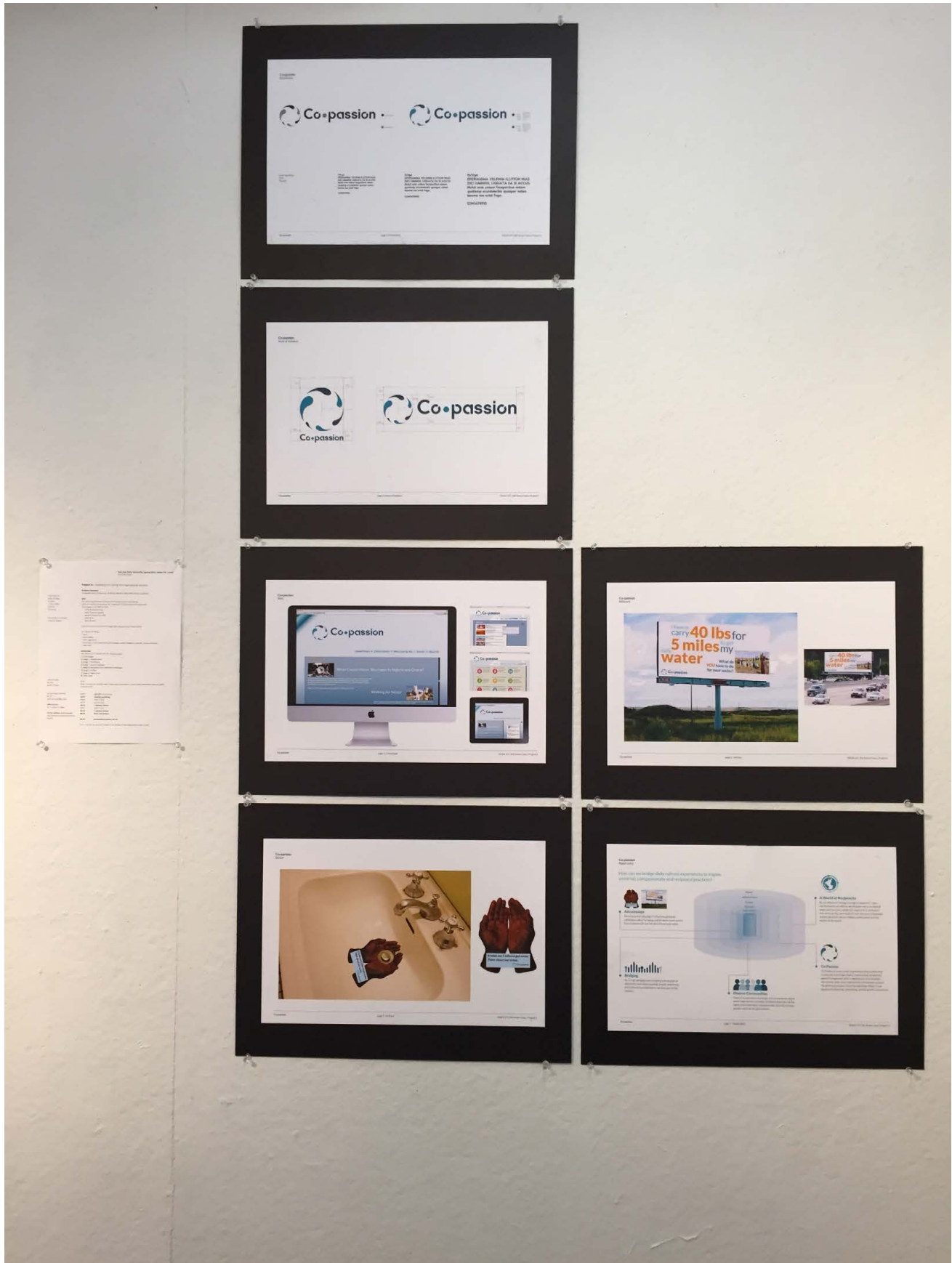


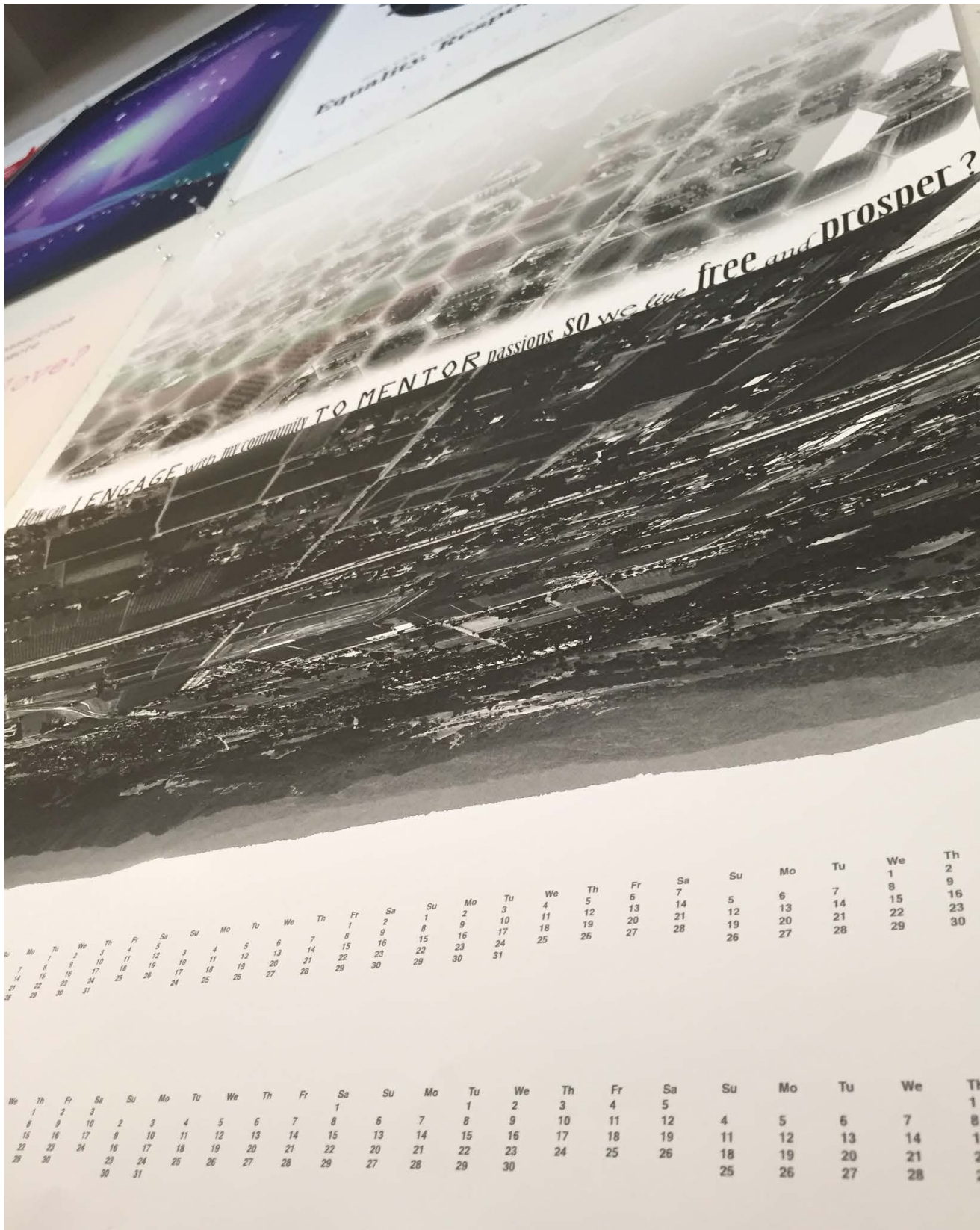
Silva, Alicia  
How can I nurture passion with women leaders so we can evolve our well being?  
silvaalicia14@yahoo.com



Zhao, Liyin  
How can I deeply connect nature and design with my community so we can free our imagination and creativity?  
longines2004@gmail.com









**KAAN SAHBAZ**

**DSGN-197**

**SPRING 2015**

---

**ANDREA ENGLISH**

**WWW.KAANSAHBAZ.COM**