

Gretel  
Matthew  
Andrew  
Georgia  
Harold  
Javier  
Joseph  
Paul  
Adam  
Zani  
Rejane  
Sam  
Zach

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Cahill  
Taylor  
Fish  
Green  
Bennett  
Lopez  
Lebus  
Nicholson  
Lewis  
Mivreniks  
Dal Bello  
Cornwall  
Rush

ICBQ

Magazine

Issue

4

The unseen unused  
and rejected work  
of graphic designers

★ Featuring ★  
contributions from

Laura Csocsan  
Mike Giesser  
Miltos Bottis  
Lucas Hesse  
Courtney Morton  
Emilie Vizcano

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Lucas Hesse is a graphic designer who currently studies and works in Mainz, Germany. He shares three rejected concepts he put forward for the identity of his 2019 graduate show.

Concept 01:

"Every student has access to the same tools and materials, but everyone has their own unique style" Lucas comments. "Every material and tool you choose leads to your own individual results". The identity is built from many small units, making it possible to combine elements in countless variations.

Concept 02:

"All students go through several semesters during their studies. Each semester, you learn something new, develop your skills and portfolio, get better, and take a step towards your degree". This concept, says Lucas, aims to visualise this process of going through a loop and "constantly growing".

Concept 03:

The idea behind this concept was simply to mix different typefaces which at first sight don't really fit together. "I also tried to catch the current zeitgeist" he adds. Sounds scary.

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No matter how  
rejection is  
tried to not  
my design work

I don't remember my first big rejection but I do recall a few early ones when I started my career as a junior designer. I was working on a variety of design materials where you feel you've answered the brief and you decide it's time to present them to your creative director for feedback, who in the nicest way possible proceeds to tell you all the things that are wrong with the designs and explains how you can improve your solutions. At the time, you think how can there be that many amendments, I thought I created a well thought out execution? So, you take the feedback on board, make the changes and then you realise how much stronger your work look. Constructive feedback is key to progression and how well you receive and implement it is how you learn and become a better designer. Rejection plays a strong role within the

design industry and can aid the learning experience. No matter how you look at it, rejection is inevitable, I've always tried to not get too attached to my design work for that reason. Rejection shouldn't be feared but recognised as a chance to improve and develop a design further with better crafted solutions and more well-rounded ideas. Some of my favourite executions and learning experiences have been born out of rejected ideas, whether rejected by myself, clients or team members.

Adam Lewis

look at it,  
I've always  
attached to  
that reason.

What was your first experience of rejection?



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# Bachelor- ausstellung



der Fachrichtung  
Kommunikationsdesign,  
Hochschule Mainz

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31.01. — 02.02.

2019  
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Vernissage:  
Donnerstag, 31.01.2019  
ab 19:00 Uhr

KUZ Kulturzentrum  
Dagobertstraße 20B  
55116 Mainz

Lucas Hesse

Graduation Show Proposals

HS MAINZ

Vernissage:  
Donnerstag,  
31.01.2019  
ab 19:00 Uhr

31.01. — 02.02.  
2019 BACHLOR  
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AUSSTELLUNG

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