About this book
This book represents a large portion of the body of design work I have produced over the last seven years. While I have been practicing in the design field much longer, any such works preceding this period were focused on my primary task at the time of production versus creation or are otherwise "pre-enlightenment," meaning that they were made before my own personal illumination on the power, purity, and clarity of design. The projects included here mostly represent my own design agency, Rationale. Many other projects created in collaboration with teams of past employers during this time have been omitted, not for lack of quality, but to maintain a focus on the Rationale work, which represents my beliefs and the ongoing refinement of my personal design language. I hope you enjoy.

Sean Wolcott, December 2014
rationale-design.com

Book design: Sean Wolcott
Project photography: Casey Broadwater
Bio photography: April Brimer
Bio text: Michael Gagliano
Copy editing: Erik Wirsing
“More than proud, I am honored to know such a talent.” – Massimo Vignelli
Sean Wolcott is a Seattle-based graphic designer, currently working as a Creative Director at Microsoft. Besides creating user interfaces and experiences for products used by millions, Mr. Wolcott runs his own practice, Rationale, where he designs identities, packaging, signage, publications, websites, and user interfaces for a wide range of clients.

His work reflects a holistic philosophy of design and a visual language, which aims at rational, objective expression that can appropriately convey client values. For Mr. Wolcott, design is not a matter of style, but rather a logical, problem-solving process that leads to timeless solutions.

Mr. Wolcott had the privilege of studying under Massimo Vignelli, whose teachings continue to inform his philosophy and propel his craft to higher standards of excellence. His work is often featured in printed and online publications, and he has been selected by Mr. Vignelli as one of the top five American graphic designers today under the age of 50. His works will be exhibited in the USA and Italy in 2017.

Mr. Wolcott has also taught at the School of Visual Concepts in Seattle, Washington, where he instructed corporate identity and user interface design courses. His efforts to inform and promote a better design culture are also reflected in his activity as an international speaker, having lectured several times in the United States, as well as in European countries.
Latitudex, an identity system for IT services company, provides a unique and vibrant visual language that clearly differentiates the company from competitors.

Just as latitudinal lines wrap the globe, a continuous line wraps all Latitudex communications. This unbroken element, represents a direct line to the solution, as well as a promise to the customer. The primary system of yellow-orange color provides a bright and optimistic accent to all pieces.
We believe

In every situation there's always a way to improve. A holistic view to any situation is key in reaching a resolution. This is the way we approach IT.

Sure, there are a million ways to do one thing, but what matters most to us is what you want. We will help you based on your specific needs. It's hard not to think about what works "now", but how you'll use it, maintain it, and need it in the future of your home or business.

There are no limits to how we can help you in any IT situation or need.

Contact us if you'd like to discuss more about your project.

Latitudex

Networks We offers proven solutions to help build, support and maintain your network and IT infrastructure.

Installations Network installation and migration; installation of hardware is our specialty.

Consultations We are available for a wide variety of technology consulting.

Servers Efficiently move fewer servers, reducing energy usage, hardware maintenance and IT costs.

Security Stop security breaches and other threats that can seriously disrupt your business.

Let's Talk 425/977-9961

help@latitudex-it.com
Efficiently move onto fewer servers, reducing energy usage, hardware maintenance and IT costs.

We offer proven solutions to help build, support and secure your network and IT infrastructure.

Network installation and migration, installation of software is our specialty.

Stop security breaches and other threats that can seriously disrupt your business.

Consulting

We are available for a wide variety of technology consulting. Contact us today >

632 Willows Ave
Lynwood, WA 98037
hello@latitudex-it.com
425/877 9661

Directly to the solution

IT Solutions
latitudex-it.com
Latitudex

Dear Mr. Smith,

The following copy is for placeholder example only. These statements are some of our favorite musings regarding design. Design is simple. It’s about simplifying. Bad design makes it more complex. Remove the non-essential in order to bring out the essential. The ability to simplify means to eliminate the unnecessary so that the necessary may speak. Design is so simple, that’s why it is so complicated.

Make it simple as possible. But no simpler. Any intelligent fool can make things bigger and more complex. It takes a touch of genius—and a lot of courage—to move in the opposite direction. Perfection is finally attained not when there is no longer anything to add, but when there is no longer anything to take away.

An aesthetically balanced and harmonious design based on a rule, on some kind of formal grammar, also gives the product a special usability. This function of design is not fulfilled merely by indulging in change for change’s sake by pursuing the whims of fashion, or by endlessly increasing its vocabulary. What we designers must do is discover a grammar of graphic design.

Modern businesses have come to recognize that design can and should be used to express the character and identity of business organizations. Character and identity are two of the primary tools of management, both within the institution that reaches further into our civilization the larger the institution that reaches further into our civilization the larger the

Sincerely yours,

Sean Wolcott

Latitudex
The Lighting Fires identity book cover format, interior pages, data visualizations, promotional materials, and website visuals address the notion of a growth of ideas and movements over time via sequential geometry, showing fire as digital abstraction.
Massive Bit offers a unique service to technology companies by distilling big data down to the most relevant information to help make multi-million dollar decisions.

All pieces carry a clear, structured, varied, and vibrant visual language that is reflective of the diverse data analysis and insights the company provides.
## Dashboard

### KPI Overview

- Pre-processing results to the multivariate data sets

### System Analysis

- Knowledge Discovery in Databases
- Clustering
- Classification
- Summarization
- Sequential pattern finds
- Function attempts
- Sequence analysis

<table>
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<tr>
<th>Product</th>
<th>Clustering</th>
<th>Classification</th>
<th>Summarization</th>
<th>Sequential pattern finds</th>
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Finding the needles in your digital haystack
Foothills California, a Claremont-based lifestyle brand, was in need of a refined and timeless identity system.

In the area of fashion, perhaps more than any other, the need to stand out is as relevant for the design of an identity as it is for the design of the products themselves.

The solution is a straightforward, visually powerful nod to the Native American heritage from which their products are inspired.
April Brimer is an editorial fashion and product photographer in Seattle, USA. Photography and fashion are both inseparable forms with elevated precedent. Design brings these together with equally high requirements. As such, the positioning of the identity preserves a timeless focus on the images themselves.
Seattle, August 15th, 2014

Dear Mr. Cherny,

The following copy is for placeholder example only. A grid is a systematic structure or series of structures meant to provide rigor, harmony, and efficiency to content. Grids are used in graphic design to organize elements effectively, making it easier for designers to create a consistent and balanced layout. Grids can be applied in various fields such as architecture, science, technology, and more. The layout of content on a page is often defined by a grid, which helps in creating a structured and professional appearance.

A grid is based on geometry; it is neither old nor new – it is lasting. Its usefulness is as strong now as ever. The experienced designer knows its place and has both the discipline and freedom to do what is needed for the best outcome.

Sincerely,

Sean Wolcott
Smith Interiors is a floor covering business specializing in both residential and commercial sales and installation of hardwoods, carpet, tile, and more. The company has strong and well-developed small town roots, having been in business since 1975.

For the identity, the approach is centered around the modular blocks of the Smith Interiors mark. These blocks resemble the quality materials used by the company in conjunction with the precision of their craftsmanship honed by years of experience.
Dear Mr. Gaffney,

The following copy is for placeholder example only. A grid is a systematic structure or series of structures meant to provide rigor, harmony, and efficiency to content. The use of a grid can result in varied spacing, alignment, and design. A grid can help to create a sense of unity and coherence in the design. It can also provide a framework for organizing content in a way that is visually appealing and easy to read. However, grids are not limited to design work. They can also be used in science, technology, and other fields to organize and present information.

Grids are always a crucial and fundamental starting point to any work. They can help to ensure that the content is organized in a cohesive manner. Grids can be used to create a sense of order and structure in the design. They can also be used to create a sense of balance and harmony in the design.

A grid is based on geometry. It is a pattern of lines or spaces that is repeated in a regular and consistent manner. Grids can be used to organize content in a way that is visually appealing and easy to read. They can also be used to create a sense of balance and harmony in the design.

Sincerely,

Sean Wolcott
Professional installation

Our local expert installers apply their years of careful experience in making your home look the best it can be. Our promptness, professionalism, and quality is best-in-class.

Your tile flooring experts

Whether it’s for flooring or countertops, our wide selection of ceramic, porcelain, and natural stone will ensure the right choice for your job. The durable high quality of tile makes it a cost efficient solution that is beautiful and easy to maintain.

Free estimates & design services

Get in touch to learn more on ensuring the right decision for your home. Contact us at 360-568-2116, smithinteriors.net, or visit at 112 Avenue D, Snohomish M-F 9-5, Saturday by appointment.

Smith Interiors

Residential & commercial floor covering since 1975
### Smith Interiors

Gaffney Construction

<table>
<thead>
<tr>
<th>Number</th>
<th>Date</th>
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<td>10/6/2014</td>
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**Total**: $0.00 USD

**Deposit**: N/A

**Balance Due**: $0.00 USD

Smith Interiors

Smith Interiors
smithinteriors.net

Residential & commercial floor covering since 1975

Smith Interiors

smithinteriors.net

Residential & commercial floor covering since 1975
The Casey Broadwater Photography identity system gives a simple and bold typographic treatment so that the featured photography itself may shine. The end result is a straightforward design language that gives maximum impact through a minimum of means.
Completed as a proposed design for a Massimo Vignelli Master Designer Workshop, the identity for the Xerox International JazzFest is brought to life with a straightforward and bold approach that gives a nod to the era from which jazz was born. The design elements give a sense of vibration, reflecting the festival music and performers.
Jazz Fest in Rochester, New York, has quickly become one of the nation’s most popular and respected music festivals. This year we proudly present one of the strongest lineups in our 12 year history. Join us June 21-29, 2013

rochesterjazz.com
Kodak Hall Headliners

Friday, 8:00 pm
Pink Martini
Pink Martini is a musical group that was formed in 1994 by Maria Theresia Bartolotti and Princess Colette. Their music transcends the genres of pop, jazz, and pops.

Saturday, 8:00 pm
Willie Nelson & Family
A true icon, Willie Nelson is known for his love of music and his laid-back style. His music ranges from country to soul.

Sunday, 8:00 pm
David Byrne & St. Vincent
Their collaborative project features music from New York City's iconic buildings. David Byrne and St. Vincent have created a unique sound that has captured the attention of listeners worldwide.

Wednesday, 6:00 pm
Roger Hodgson
Roger Hodgson is recognized as one of the most gifted composers, arrangers, and lyricists in the business for Supertramp with millions of record sales.

Friday, 7:30 pm
Frampton's Guitar Circus
Peter Frampton is an English musician, singer, songwriter, and producer. He is best known for his live show, Frampton's Guitar Circus.
Another proposed design for a Massimo Vignelli Master Designer Workshop, the Rochester Philharmonic identity aims to elevate the level of prestige, heritage, and power reflected in that of the orchestra itself.

Base colors of grey and gold alongside black and white photography reinforce a reputable persona and contemporary yet classical presentation.
The Sound
Classics & Contemporary
2012-13
Rochester Philharmonic
Bach
Beethoven
Chopin
Debussy
Glass
Mahler
Ravel
Reich
The Eastman House Museum is one of the world’s premier photography and film institutions.

As the third and final proposed design for a Massimo Vignelli Master Designer Workshop, the aim of the re-imagining of their identity was to better capture the power and emotion found in the many groundbreaking works contained at the museum. From the root of the dynamic logomark, possibilities of implementation are endless yet consistently cohesive.
Eastman House

Museum & Grounds

Left Wing

1. Entrance
2. Information
3. Eastman Gardens
4. Edison Gallery
5. James Theater

Right Wing

6. About Eastman House
7. Ansel Adams Exhibit
8. Smith Theater
9. Garden Terrace
10. Reading Room
11. Eastman Archives

Key:
- Entrance
- Information
- Eastman Gardens
- Edison Gallery
- James Theater
- About Eastman House
- Ansel Adams Exhibit
- Smith Theater
- Garden Terrace
- Reading Room
- Eastman Archives

Eastman House

Exhibit

Ansel Adams
Wild & Beautiful

George Eastman House International Museum of Photography and Film combines the world's leading collections of photography and film with the stately pleasures of the landmark Colonial Revival mansion and gardens that George Eastman called home in the 1930s as well as being a National Historic Landmark.

September 4-30, 2011

The work of Ansel Adams, the legendary photographer who captured America's wild beauty will be on display exclusively here.
60 on the ’60s
Influential photographs from an influential decade

Admission
Members Free
Adults $12
Seniors (65+) $10
Students (with ID) $5
Children 12 and Under Free

Visit Us
Location
900 East Avenue
Rochester, NY 14607

Hours
Tue-Sat 10am-5pm
Sun 11am-5pm

Exhibitions
Explore
See our wide variety of educational resources for audiences ranging from recreational learners to researchers.

Support
George Eastman House relies on your support. Find out about all the great ways to support Eastman House today.

Connect
Keep up with Eastman House by following what we’re up to on Twitter, Facebook, Flickr and more!

More
Wooden Boat Show

Port of Toledo, Oregon
August 28-30, 2013
THE FASCINATION MOVEMENT
SOFT METALS
CYBERTRAMP

RE-BAR 1114 HOWELL  JULY 21  9PM  $5

THE FASCINATION MOVEMENT
JUPE JUPE
CD RELEASE
THE SUNSET TAVERN
9PM
8$
21+

NOVEMBER
THE FASCINATION MOVEMENT

03/04

HOTELS

NODDY

THURS
3/4/10

$8 ADV
$10 DOS

8PM
21+

THE CROCODILE

DEBUT EP OUT NOW

THE FASCINATION MOVEMENT

AUBE
RECORDS
DÜSSELDORF
YOUNG MONDAY ZAIRE
OUT NOW ON VINYL + DIGITAL

SOMEDAY LOUNGE
8PM DOORS / 9PM SHOW / 6$ / 21+ / 125 NW 5TH AVE

DEC. 2

GLITTER EXPRESS
PURSE CANDY
THE FASCINATION MOVEMENT
LILLY WOLF AND DR. NU

SOMEDAY LOUNGE
8PM DOORS / 9PM SHOW / 18+ / 21+ / 125 NW 5TH AVE
Viper Creek Club
The Fascination Movement
Mitten

Columbia City Theater

THE WHITE RABBIT
FRI
AUG 12
9P
5$
21+

LIVE ELECTRONIC/DANCE
GEMS THE FASCINATION MOVEMENT VOX MOD
30th Annual Snohomish Hot Rod & Classic Car Show
Sun. Sept. 30, 10am-4pm
30th Annual Snohomish Hot Rod & Classic Car Show
Sun. Sept. 30, 10am-4pm
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<td>T16</td>
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Who Is My Neighbor?

A social gathering for young families to get to know one another and build a community.

June 3
2:30-4:00 PM
Sonnichsen Library's Multi-Purpose Room

Gather

Freya's Bazaar

What?
You are invited to an artisan market in a cozy home environment, including one-of-a-kind handmade jewelry and knits, homebaked breads, mixed media art and more.

When?
Friday, November 18th, 4-8
Saturday, November 19th, 10-4

Where?
20317 28th Avenue West
Lynnwood, WA 98036

Fascinate

What?
You are invited to a market in a cozy environment, including one-of-a-kind handmade jewelry and knits, homebaked breads, mixed media art and more.

When?
Friday, November 18th
Saturday, November 19th

Where?
20317 28th Avenue West
Lynnwood, WA 98036
CARRY ON
A NOVEL

Are specific and individual characteristics transmitted through our DNA, and therefore through us? This is the question posed by Dr. Lendo Kupferman, a neuroscientist determined to unravel a serial killer sequence on the human genome that may be responsible for centuries of serial killers.

On the opposite end of the spectrum, Lance Wardell, a respected geneticist who has his sights set on uncovering the truth about their bloodline. They are honorable, yet their stories are destined to be told, or for their secrets to be preserved. But that’s just his day job. Off the clock, he becomes a hunter of a different sort, and through him, we come to realize that records, documents, and genes are nothing in comparison to what can be revealed in the human soul.

When a murder with a bizarre signature brings his closely-knit team to Seattle, Dr. Kupferman contemplates working with studying his DNA, while Lance begins to recognize that it might be a killer he has tracked through many ages all over the world. But who is the case having turned now?
So Far Out to Sea
Dane St. John

As imagined and portrayed in the novel, So Far Out to Sea, Dr. Brady Sprigg was sentient, a sort of intelligence that existed outside of the human mind. His assistant, however, was more of a machine, not quite as advanced as Brady's own. It wasn't like the real sky. It could only show you the stars, it could not make you feel it or truly see it.

That's why there were still reveries like Delphi. Now, a man of the arts, company issued a sheet nailed across the control room, listing the slightest weight of Dr. Stephen Kiang in its own columns. The only thing that stopped him coming into his superior was a packet of white stuff that could be seen a little way behind his quizzical eyes in a lavender. Hired for his expertise in the field of human interactions.

I hope you don't mind me saying this, Dr. Sprigg,” he whispered as kindly as he might well have been swaying, “but you might want to pull it together, at least for the next half hour or so, Mr. Tress is in her way back over here and I'm not sure she'd like you stepping off into space. Insomniac.”

Brady snapped back into the world of the living and gave Stephen a nod. “I get it, sir. The head-up. Now quit worrying about me and get back to your own business.”

Right away, he did. And here. At the risk of repetition, a confidence you’ve probably heard a dozen times, just wanted to tell you that I glad you’re here. We all know how hard it must have been to come back.”

Now, a junior technician called out the numbers that were flashed about in the shadow of the great clock:

1. Lagrange points, halo orbit configurations, refined gravitational emanations, subtle light coagulations, space coming together... But it was the true voice of Borealis that reeled the main antennas across.

“We've only got one that, at this point, Dr. Sprigg,” corrected wasn’t,” she demanded.

He concentrated on the translucent screen. His thin fingers move the light and slid along a dozen curves that traveled to his brain.

“Just confirmed, Mr. Tress. binnen automati sequence on my mark.”

A sudden darkness fell upon the control room until the lighting was reformed to an ambient level. A countdown, dark flashed into view, cutting a almost glow on a tapestry of instant facts.

According to Delphi, the link has been successfully established,” was relayed. “The Earth transmission is now approximately 10 ethnic minutes, 20 seconds and counting. Brady disconnected and moved to his seat. He may as well have been in the chair for days. There was a level of blood spread, a maneuvering the heat he’d endured off and on for so long. It felt like his brain was trying to rewring its central process.

He uninked down and moved the empty chair at the station next to his. The name was still there, engraved into the glass plate. Dr. Hugo Sprigg: The跳跃s between being able
Dec
2013

Mon Tue Wed Thu Fri Sat Sun

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

Jan
2014
We Are The Robots

Controllers
- Glide: 9.5, Mod Mix: 3

Osc 1
- Mod: Off, Range: 32'

Osc 2
- Range: 16', Filter: 3

Osc 3
- Range: Lo, Filter: 6

Mixer

Modifiers

Minimoog Patches
- New Patch
- Blade Runner Sequence
- Square Kick Hits
- Spacer Woman Bass

SynthPatch
- Minimoog: 4 Patches
- MS10: 13 Patches
- MS20: 9 Patches
- MonoPoly: 6 Patches
- Pro-One: 102 Patches

Information
- Blade Runner Sequence
- Square Kick Hits
- Spacer Woman Bass
- New Patch +
INTERACTION

THE FASCINATION MOVEMENT
BRINGING DOWN THE WALLS

VOCAL (5:16)
INSTRUMENTAL (5:36)

THE FASCINATION MOVEMENT
BRINGING DOWN THE WALLS
Vocal (5:16)
Instrumental (5:36)

MONASTERY / MON008 / 2009 / THEFASCINATIONMOVEMENT.COM
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Additional project details can be found at rationale-design.com
Awards
Selected by Massimo Vignelli as one of the top five American graphic designers today under the age of 50
LaFondazioneNY 2014
International business design award
Microsoft 2013
Massimo Vignelli masterclass winner 2012–2013

Publications
Unit Editions: Manuals 2
Interview essay 2014
Arcade Magazine
“Modernist graphic design in the Pacific Northwest – Tracing designers and influence” Article 2014
Lella and Massimo Vignelli: Two Lives, One Vision Interview 2014

Exhibitions
AIGA 100 Chaircuterie Denver, Colorado, USA 2014

Speaking
Ordev Malmö, Sweden 2014
Microsoft Ventures Design Week Redmond, Washington, USA 2014
Beyond Tiles Stockholm, Sweden 2013
RIT Vignelli Center for Design Studies Rochester, New York, USA 2013

Teaching