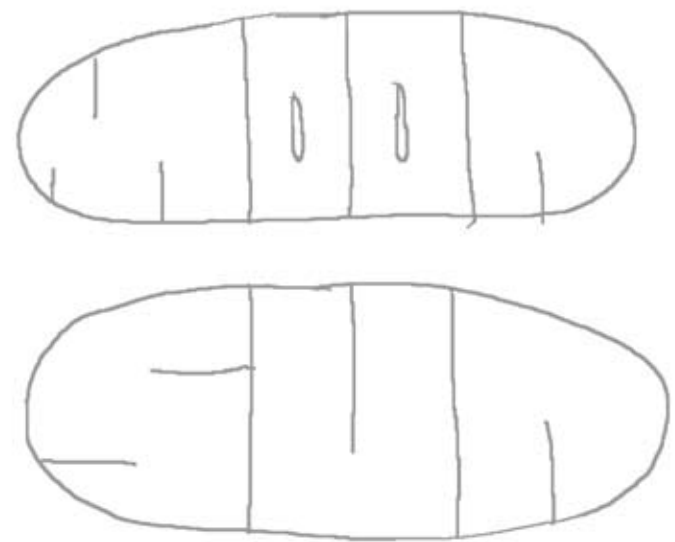




Moon and Sun Typography

I took a small project I did for class and expanded it into a poster series for an astronomy convention that was being held in Chicago.

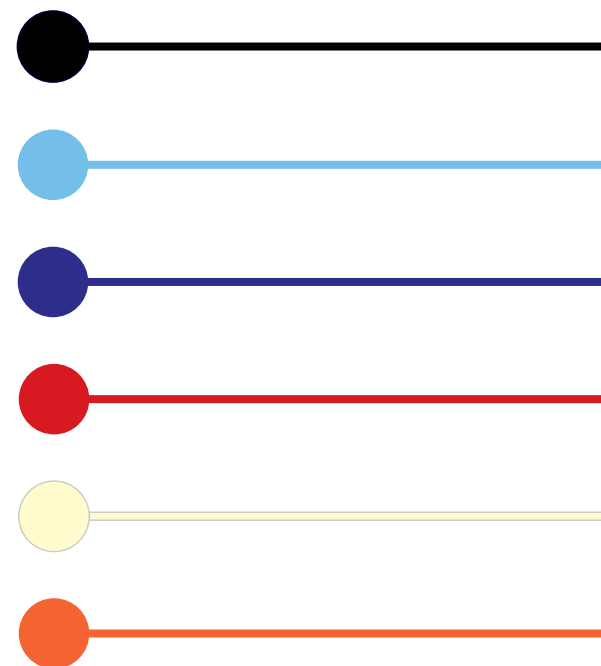
I wanted these icons to represent the visual concept of looking at the sky, when either the moon or sun rises or sets on the horizon, and the light is reflected on the water below. Instead of using vectors as graphics, I decided to create this solution using only typography. This was a great challenge as I am used to creating using images and drawings instead of type.



MOON
SUN



Univers Extra Black Extended
Univers Condensed
Univers Bold Condensed

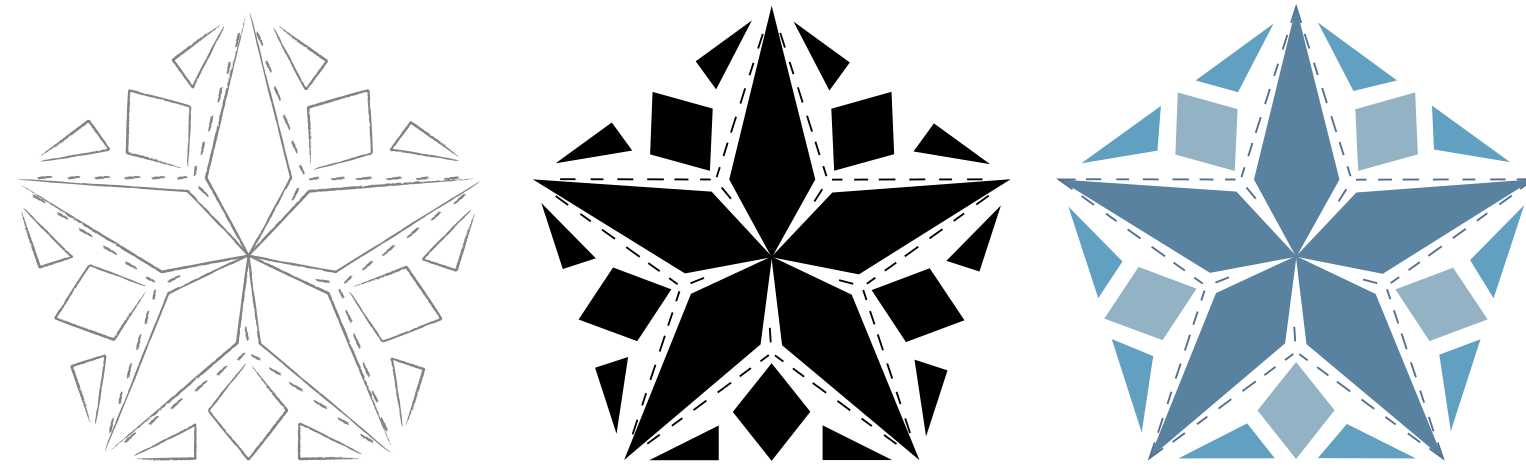




Star Project Logo and Product Design

Stern Snowboards is a company I created for my class project. When I decided to create a snowboarding and clothing company mainly aimed at women, I then began to create the Stern brand.

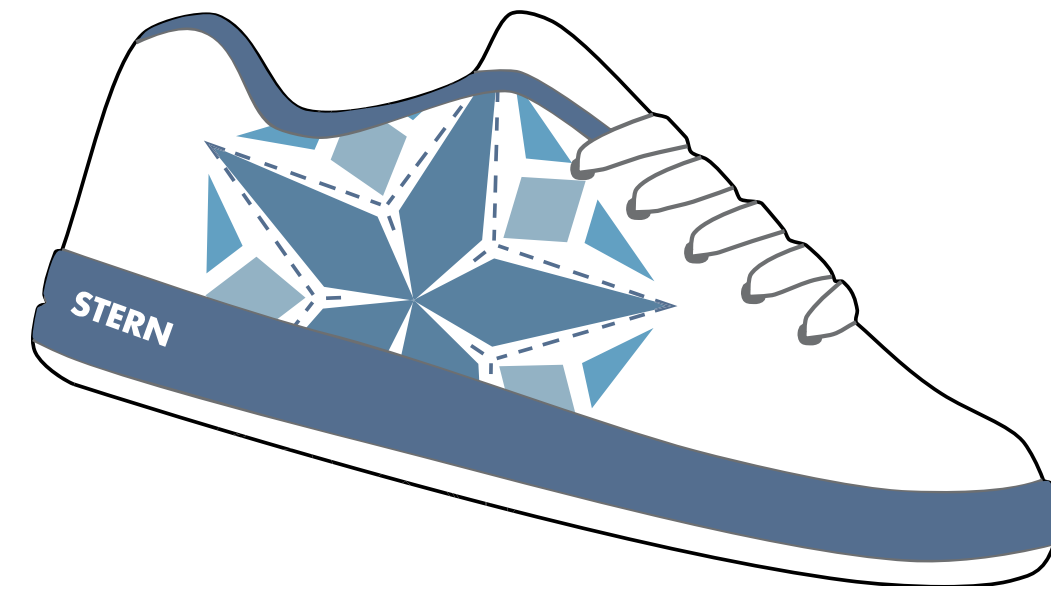
The goal of this project was to make a star shaped brand for an imagined business, and I knew that the best approach for my company would be to make the star look like a snowflake. I then began to create my company's product around the logo.



Futura Medium

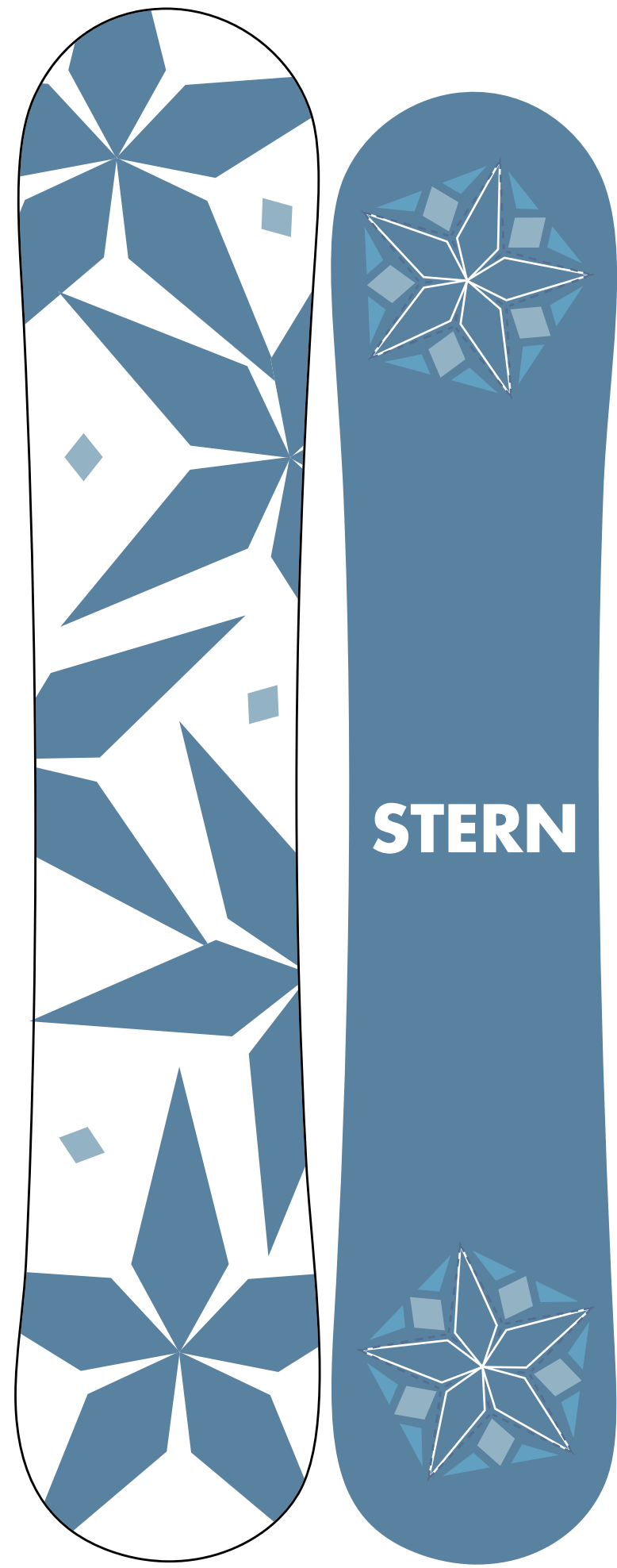
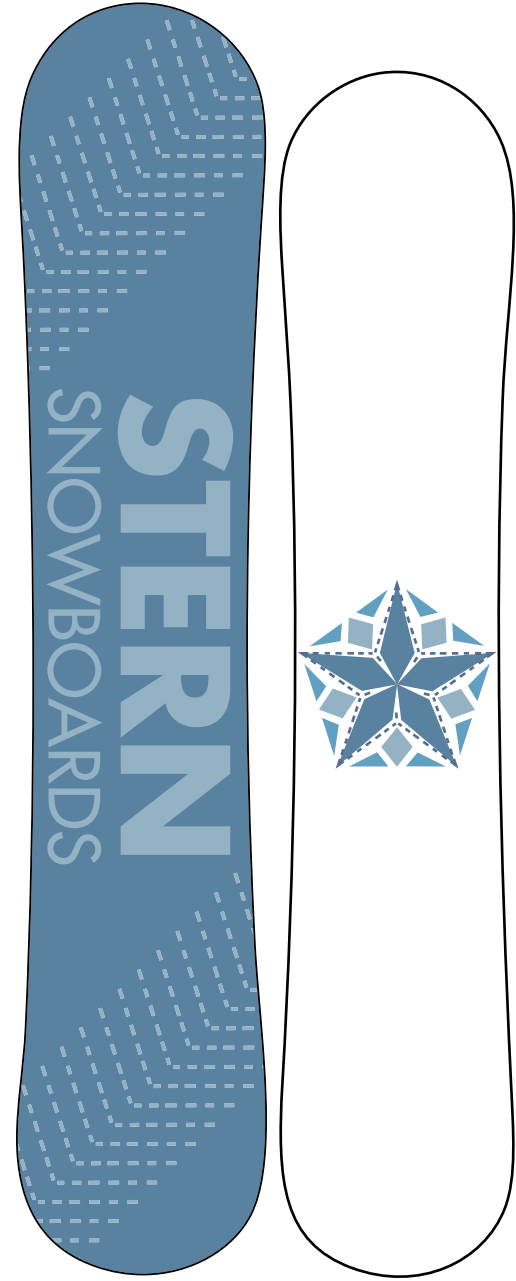
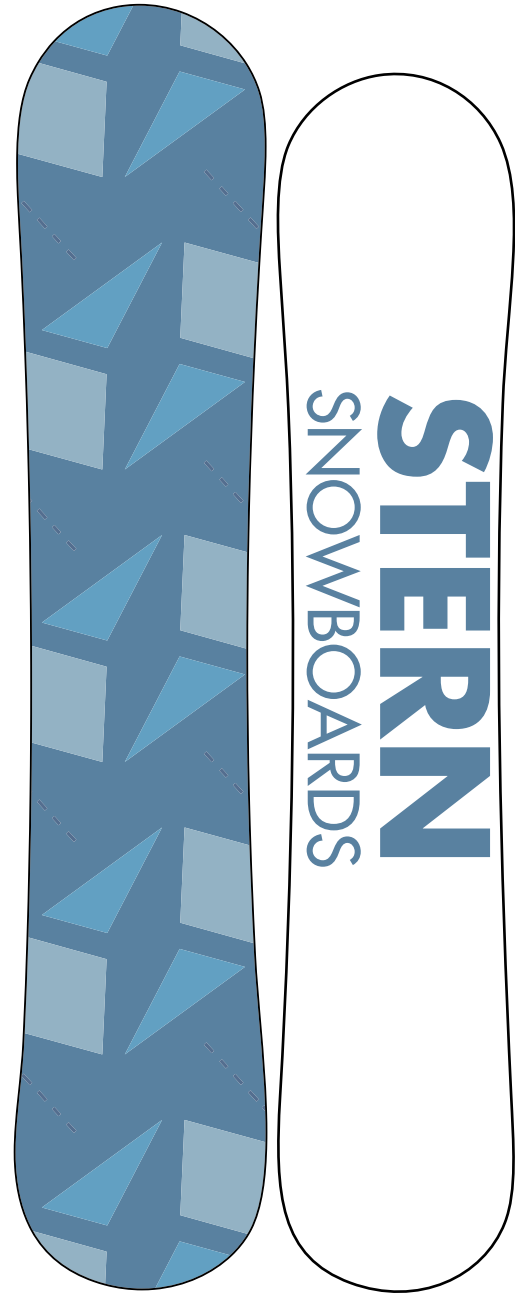
Futura Bold

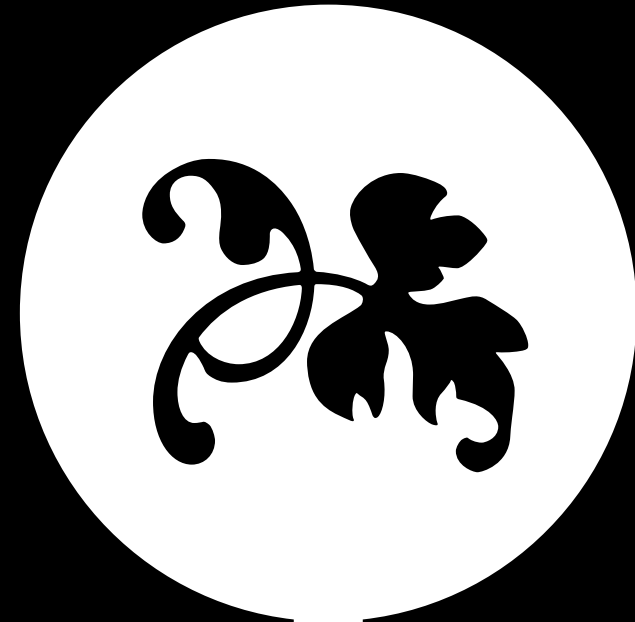




I created winter clothing, shoes, and snowboarding accessories. The color of the clothing was based on the colors of the star. I also based the application of the logo on the clothing and accessories to be similar to that of Nike and Apple, where only the star would be placed on the clothing, or just the name Stern to help create a recognizable brand. I felt that adding both the name and the star in one location of the clothing or accessories would be graphically unappealing.

Finally, using the same shapes and patterns I used to create the star logo, I created a small series of snowboards that would be sold as primary items, and I created the patterns on the snowboards to be graphically appealing to the eyes as well.
Original image by: Aviano Snowboarding.

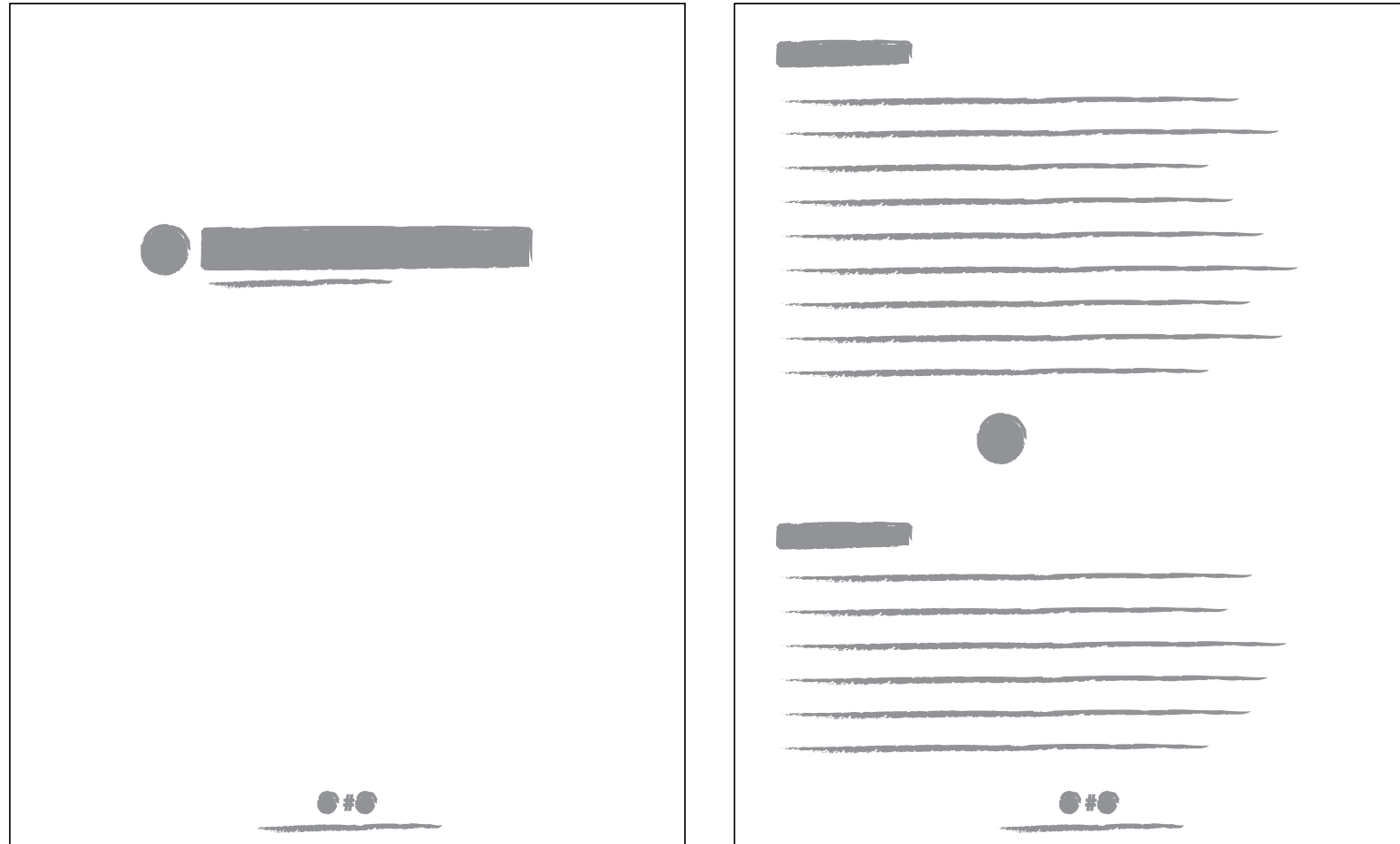




The Parts of a Book Type and Page Layout

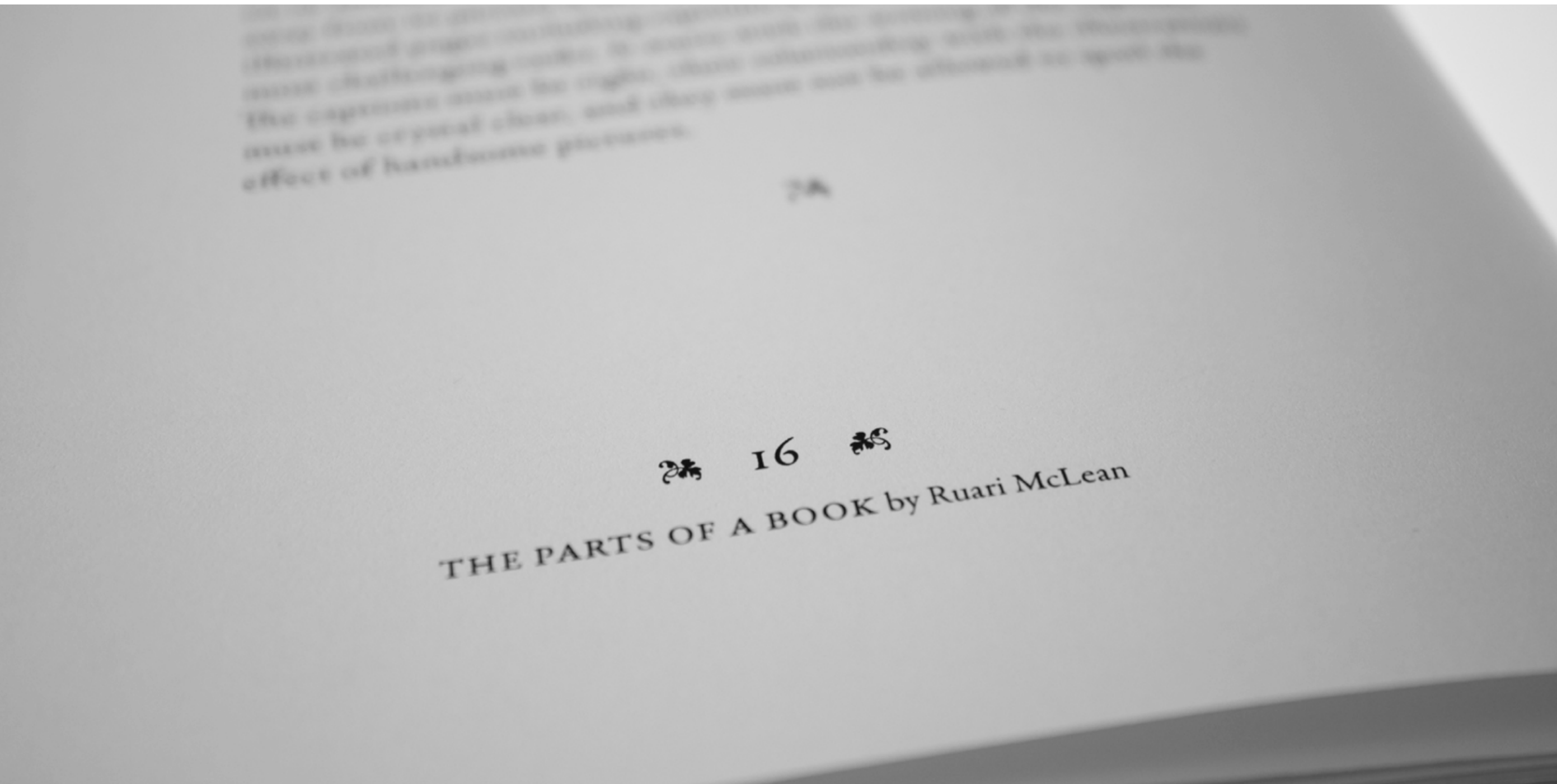
Since I first took typography, I thoroughly enjoyed the process of thinking creatively with just letters, symbols, and numbers. It was definitely new territory for me and I enjoyed working on many of the projects for the classes.

For this project, we were given text to rearrange in a pleasing and artistic manner. The opportunity to arrange large masses of text without images, and still make it look appealing was definitely a challenge, as I wanted to add an image or graphic somewhere in the book.



Garamond





The area with the most graphic elements would be found in the footer. I added a glyph from the font I used throughout the book as a garnish. Even with the type arranged beautifully, it still felt like it needed that one last touch. A glyph from the corresponding font was perfect because it didn't interfere with, or drew away attention from the layout of the pages, but also filled in the void.

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<i>iv Title-page verso</i>	
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I know that many people would find this book quite boring, but personally, I'm very proud of this book. It taught me so much in learning how to place type on a page without it looking overwhelming or messy. I learned about hierarchy, weights, sizes, and even what types of fonts are no-nos in the designer world. It also taught me how even words can be used to create a beautiful design without the need for graphics. As a matter of fact, before I created this book, I always thought that type was to be used as a support to a heavy graphic or illustrated design. After this project, I've come to learn just how beautiful type can be all on its own, and I am pleased with the results.

text after it has been printed, they can be corrected in a list of errata (mistakes) in the prelims. If they are not discovered until after the prelims have been printed, and are important enough, a special slip or page has to be printed and pasted in, which is cheaper than reprinting the book.



MAIN TEXT

The text page

Given a book or a booklet to design, the typographer must start by designing the page, the basic unit from which the whole concept will be evolved. A reading of the text will show what kind of book it is, and from this will come a mental picture of how it should look in print—bearing in mind the guidance already asked for, and received, from the publisher. The typographic designs worked out in pencil layouts which will, when finalized, form the basis for instructions to the printer. It may not be necessary to read the whole book, but it is usually necessary to look at every page of the copy for setting, in order to find out if there are any problems that require special instructions: e.g. quotations, in prose or verse or in foreign languages, mathematical or other formulae tables, diagrams, sub-headings, dialogue, footnotes and so on.

In designing the basic page, one has to take into consideration the length of the text and an acceptable length for the printed book; some texts have to be padded out, some condensed. The typographer must know how to make a castoff and this task becomes difficult if



the text has not been typed uniformly throughout: many publishers rightly insist that the manuscripts from their authors must be correctly typed to the publisher's specifications. There are also the usual considerations of the printer and typefaces available.

Backing up

'Backing up' means that the lines of type on one side of a page fall in the same positions as, or 'back up', the lines on the other side. In the old days of heavy impression from, metal type, this was very important, since legibility was impaired by the impression coming through from the other side of the sheet between the lines one was reading. Nowadays it is still important if there is any 'show-through' in the paper, which, if the lines do not back up correctly, is just as harmful to the legibility.

Whatever leading is adopted, it must be adhered to throughout the book and when space is added between items, e.g. before and after a quote, it must be in units of the 'type+leading' in use (i.e. if the text is set in 12pt, 3pt leaded, or '12 on 15pt', then extra space must be added in units of 15pts, otherwise the lines of type on the reverse side of the page will not 'back up'). It might also be a problem if the system of 'asymmetric openings' is being used, e.g. if all pages, both left and right, have a narrow left-hand margin and a wide right-hand margin, so that the type areas do not back up.

Show-through may also be a problem on title pages (which often have a lot of white space) when printing occurs on the verso. Very black, heavy, illustrations create similar difficulties. Pages of particular visual importance should, therefore, not have any printing on their versos, if this can be avoided. An ingenious designer's solution to this problem can be seen on the prelim pages of *Lynton Lamb, Illustrator*, by G. Mackie (London 1979).



text after it has been printed, they can be corrected in a list of errata (mistakes) in the prelims. If they are not discovered until after the prelims have been printed, and are important enough, a special slip or page has to be printed and pasted in, which is cheaper than reprinting the book.

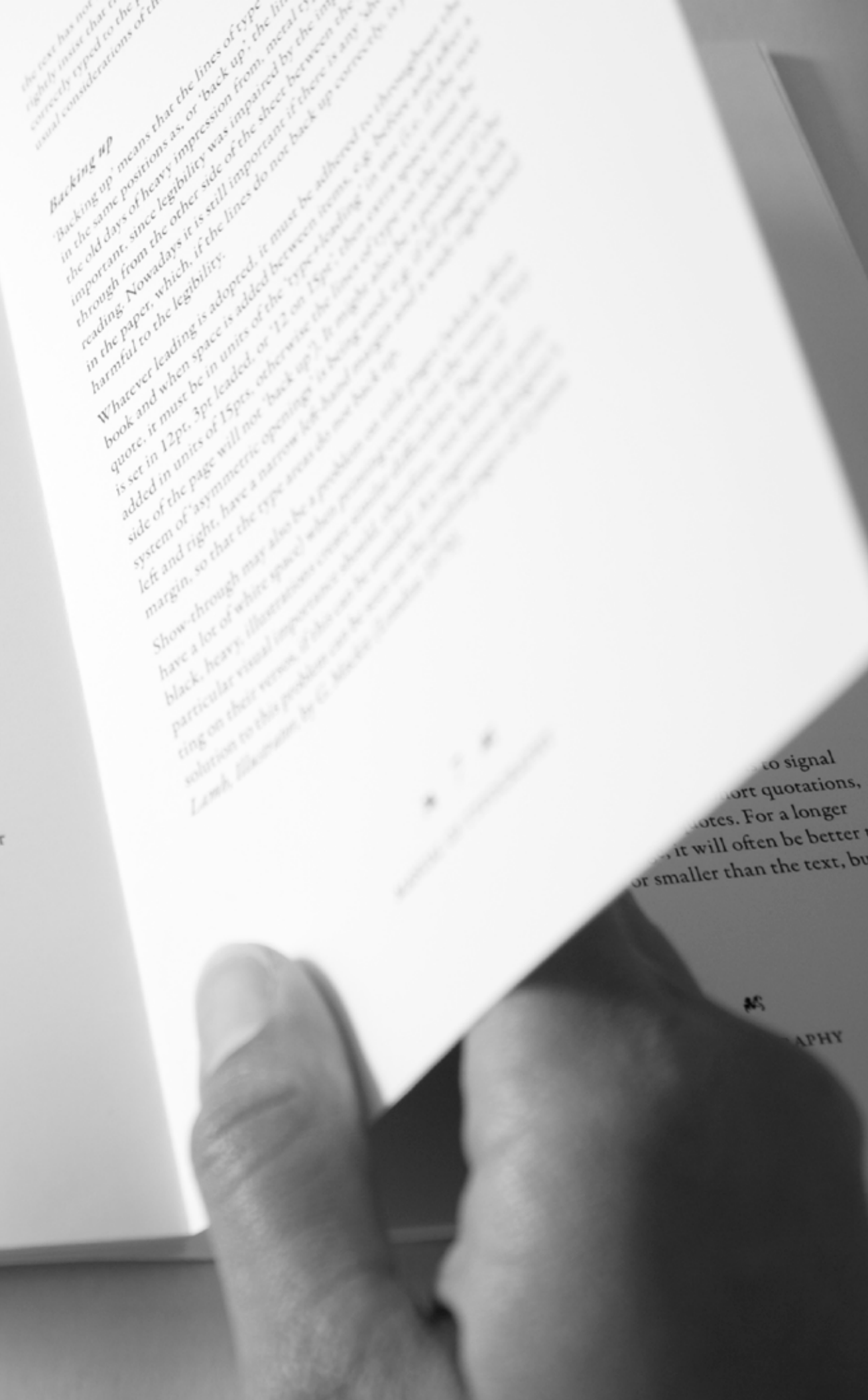


MAIN TEXT

The text page

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African-American Advisory Group Logo and Product Design

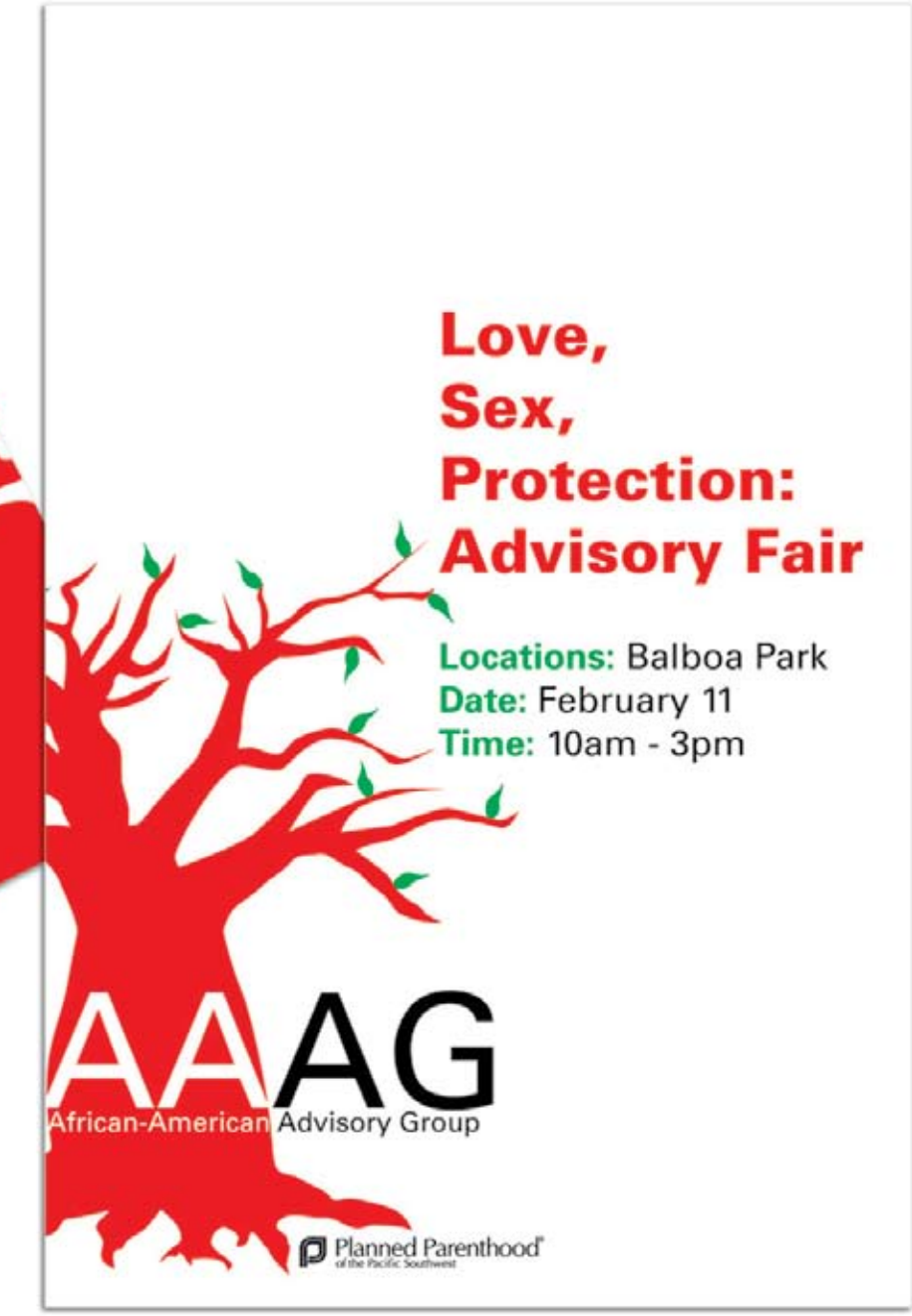
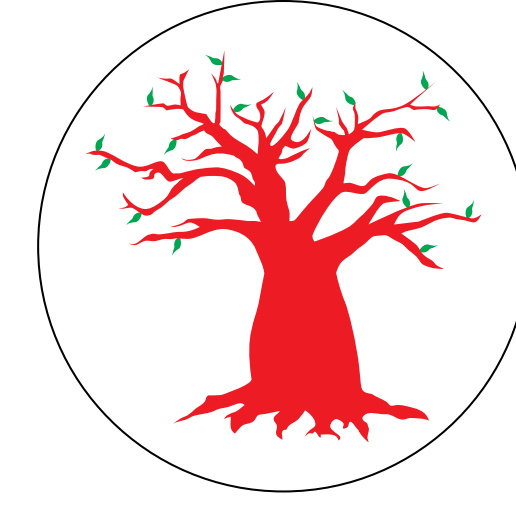
Thanks to some connections, I was able to create a logo for a group called the African-American Advisory Group, a proud part of Planned Parenthood.

When I was approached with this project, the members of the group already had an idea in mind about how they wanted the logo to appear. However, their initial concepts weren't the best, and I was able to take their ideas and create a more successful logo. They wanted to incorporate the African baobab tree into the logo because it symbolizes community survival and social connections, and use the colors red, black, and green since those symbolized African-Americans. I was able to combine all of their requests into a successful logo for the advisory group.

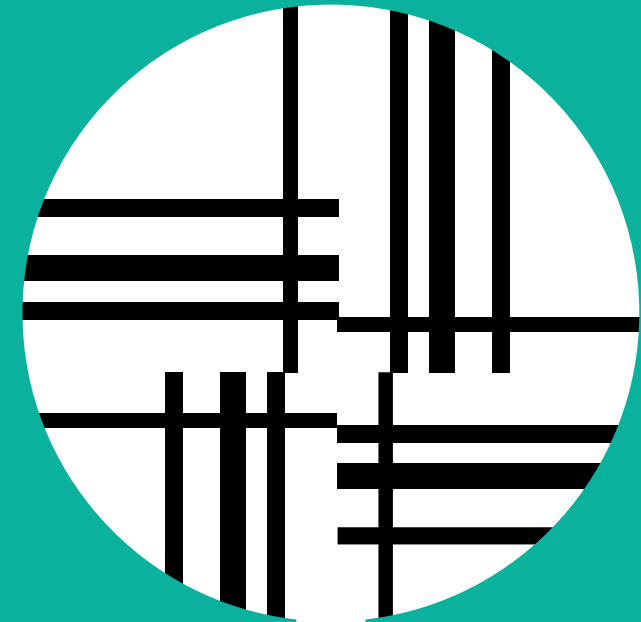


Univers Roman





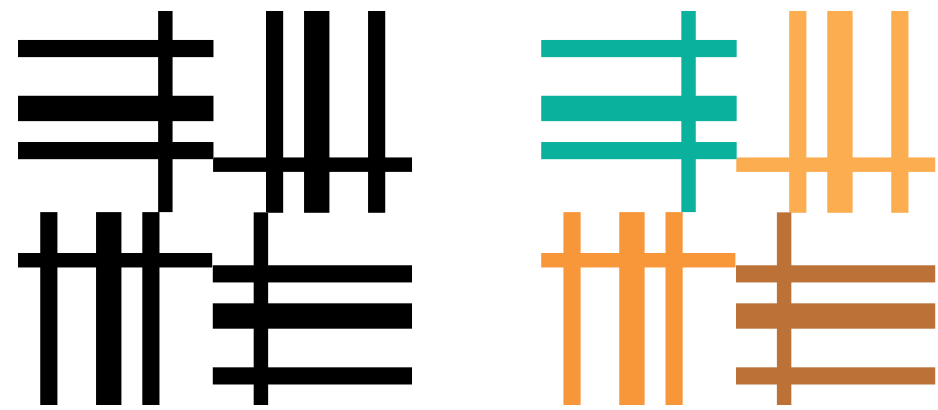
I decided to expand the project by creating a few applications including buttons that would be given away, or sold, at events, and would also be available in the offices of the advisory group. I also created a flier that would be handed out at public events. Finally, in the previous page, I designed t-shirts that the volunteers at these events would wear.



Beach Essentials Logo and Product Design

There have been plenty of times when I have forgotten to bring an essential item to the beach. Be it sunscreen, towel, or even flip-flops. With this in mind, I created a company that sold these necessary beach items as an affordable kit, and made for temporary use.

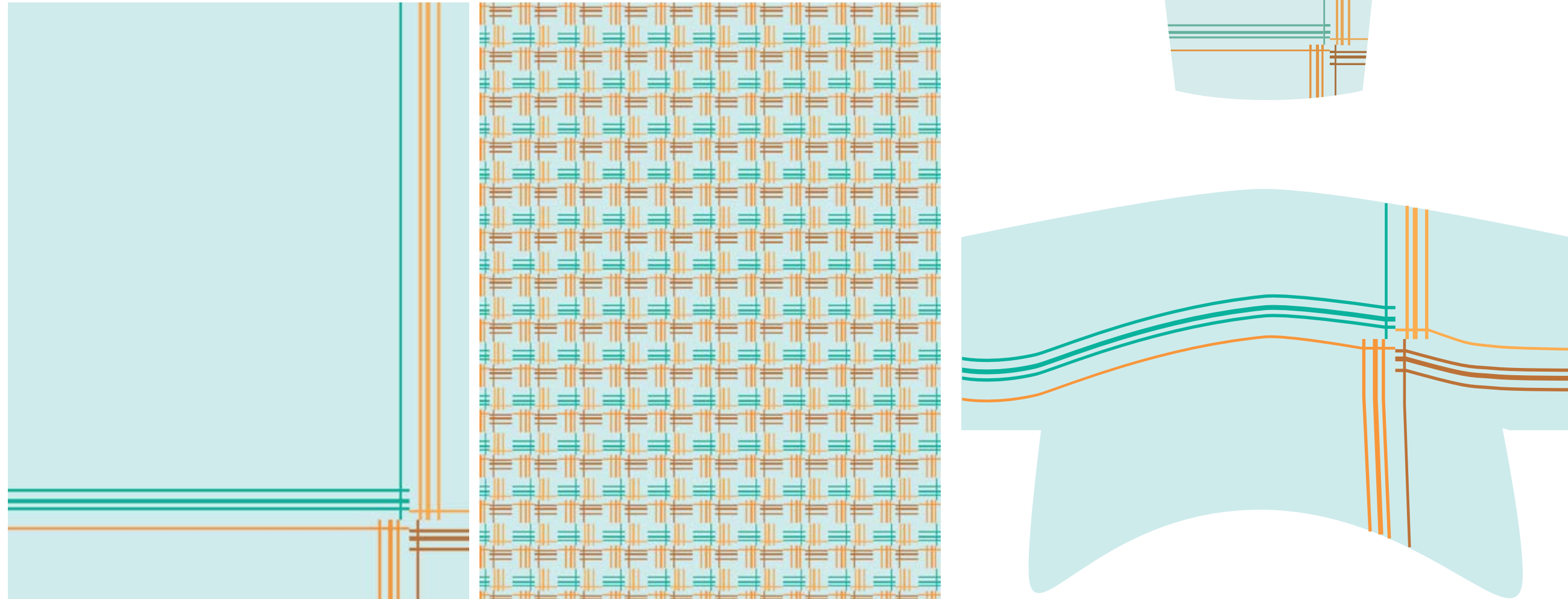
I had created this pattern for a previous class project. I enjoyed the look and feel so much, that I decided to create an entire product line using the pattern alone, and I also developed a logo to accompany the pattern.



Univers Roman



Currently, the line is only made up of a towel, a cap, sunscreen, and aftersun lotion, as these items are the most forgotten items during an unexpected trip to the beach.





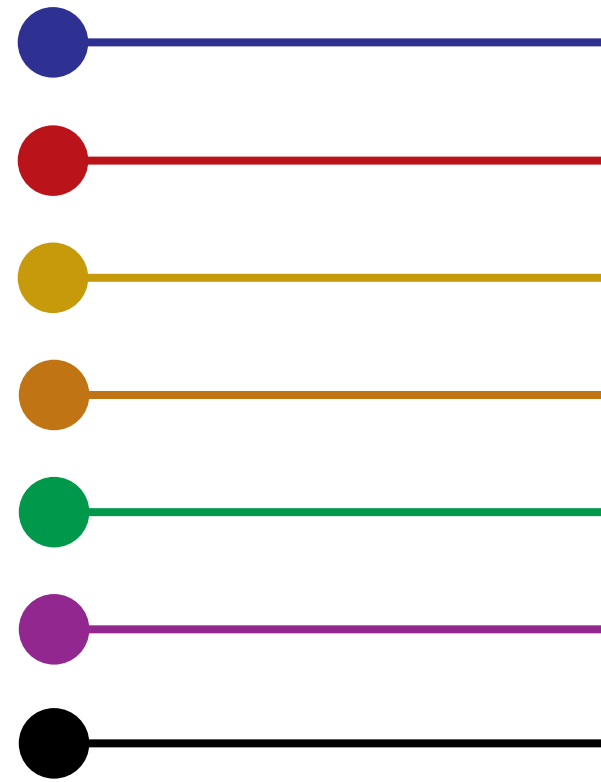
Kontrolz Icons Series

I was asked to create an Icon Series based on objects or animals of my choice. Being a lover of video games, I decided to make my series out of several video game controllers. The original project required the application to a stationary set, but instead, I decided to take the project in a different route by creating a fictitious toy company for the Icon Series.

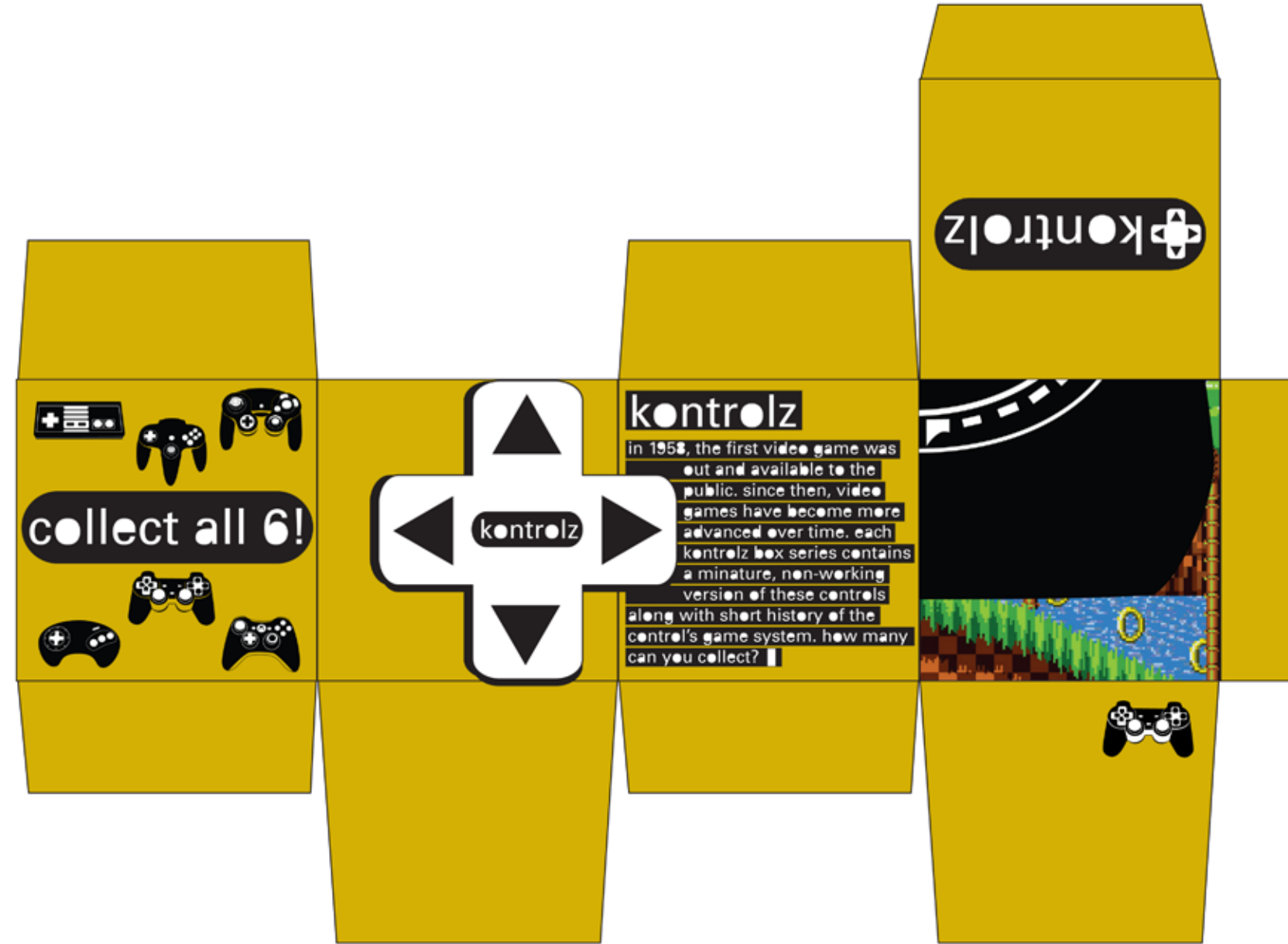
I began by collecting images of 7 game controllers, all in similar perspectives, and created a gestalt icon for each. I made them simple enough to show not only the shape of the controllers, but also where the buttons are on each controller. I added a few extra details on selected controllers since it helps distinguish the controller for the specific game console it was made for.



Univers



I decided that each icon would have its own box, except one. Each box has a different color depending on the image placed on the back. The represented game images on the back relate to the toy controller inside. This was my first attempt at packaging, and I did not have any prior experience.



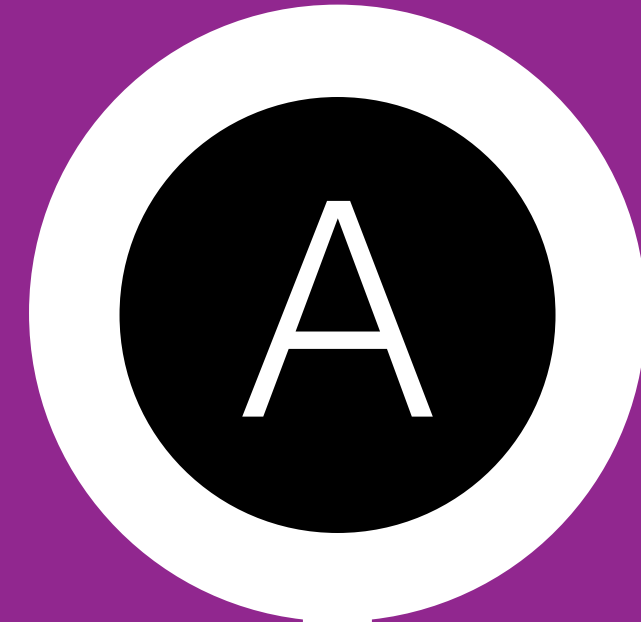


The target audience of this toy series is adults. Having an image to represent what controller would be inside, gears the boxes toward adult gamers, and the image on the back tells the purchaser what toy controller will be inside. If the person has a difficult time figuring it out, the icon of the controller is placed on the bottom of the box to act as the answer key. (For the purpose of this demo, the original box has been altered to represent the PlayStation Toy Controller. The original yellow box contains the Sega controller.)



The toy controllers are just collector items and not actual controllers. However, the controllers themselves aren't the only collectibles to this series. When all the toy controllers have been collected, the boxes themselves contain a small section of a seventh controller icon. When these boxes are stacked together, they create the icon that represents the very first video game console created, and this puzzle makes the boxes collectible also.





Why Most People Don't Finish Video Games Magazine Layout

As a fan of video games, I am usually surfing the web for information on video games and the people that play them. One day, I came across this interesting article and decided that the web page didn't do the article justice. So I decided to redesign the look and created a magazine in with the article would appear.

Part of the article explains how much video games have changed and how much different the children were that played the game. The children who began playing video games when they were first emerging are now grown up, and today it is their children or grandchildren that are playing the video games. While I was reading this article, an image of a grandfather lecturing his grandchild about the good old times when remote controllers weren't as complicated as they are today, appeared in my mind. I decided to illustrate this image in a comic style, and I believe that it adds some comic relief to the article.



Aachen
ARCADE CLASSIC
Gill Sans Light



GAMER WORLD

Top 10 Games
for this Summer

Gaming Rehab

A look into why some doctors ask patients to play video games in order to recover from severe injuries

Exclusive

Why most people don't finish a video game



I created an intro for the article where I thought it would best fit. I wanted to have better designed gaming magazine that did not just look slapped together. As for the opening spread, I wanted to create something eye catching and awe inspiring. I created the arrows and "A" and "B" button symbols as a background in a seemingly random pattern. Some of those arrows and buttons are actual combinations from the fighting game Street Fighter. I thought it would be a nice little Easter Egg for avid gamers to enjoy, if they realized what they are.



"Just 10 years ago, I recall some standard that only 20% of games ever finish a game," says John Lee, VP of marketing at Razer and former executive at Capcom, THQ and Sega.

And it's not just dull games that go unfinished. Critically acclaimed ones do, too. Take last year's "Red Dead Redemption." You might think Rockstar's gritty Western would be played more than others, given the praise it received. But you'd be wrong.

Only 10% of avid gamers completed the first mission, according to Razer, which tracks more than 23 million gaming sessions.

Let that sink in for a minute: Of every 10 people who started playing the console, "Game of the Year" only one of them finished it.

How is that? Shouldn't such a high-rated game keep people engaged? Or have player attention spans reached a breaking point?

Who's to blame: The developer or the player? Or maybe it's our culture?

The correct answer is, in fact, all of the above.

The Aging Gamer

At the beginning of the 21st century, the average gamer was pushing 30 -- mid-to-late 20s, to be exact. They weren't playing as often as they did in their adolescence, but in between entry-level jobs, earnest schooling and higher education, there was still ample time to game.



Image courtesy of PSL Xbox Reviews (Screenshot from videogames.com)

"90% OF PLAYERS WHO START YOUR GAME WILL NEVER SEE THE END OF IT"
UNLESS THEY WATCH A CLIP ON YOUTUBE

Fast forward to today, and the average gamer is 33, according to the Entertainment Software Association. The average age of the most frequent game buyer is 41 -- nearing just for M-rated levels. They're raising kids. In the middle of a career. Worried about retirement.

Not only that, but time is precious for gamers of all ages.

"People have short attention spans and limited time now," says Jeremy Arny, head of U.S. production at Konami.

"The amount of digital distractions now is far greater than it's ever been before," he says. "People need time to check their Facebook, send a Twitter (tweet), be witty on their blog, play with their phone -- oh, and that game you

For the rest of the article I featured an image of the game featured, Red Dead Redemption. In the second spread, I added the grandfather and grandchild to add a bit of comic relief. Finally it ends with a vector image reflecting how gamers just aren't playing as much as they used to. I wanted to represent that by having the controller be left out in the dark, all alone to collect dust for the years to come.

WHEN I WAS YOUR AGE, OUR CONTROLLERS ONLY HAD TWO BUTTONS!



Illustration by Maria G Hernandez

made. If they feel as though the end is far away, they'll simply sit. I don't have time for that and stop playing."

In other words, the longer the game, the higher probability a player will abandon it. "Red Dead Redemption" takes upward of 30 hours to complete, according to howlongtobeat.com, and few players are willing to commit that much time.

A Glut of Games

Not only that, but the accelerating rate at which new games are released cannibalizes existing games and further distracts the already ravenous player.

"In the last two decades the growth of video games has produced a huge influx of games," Fuller says. "There are more players today, but there are also more games per player. Since you can't spend as much time on each game, you're less likely to finish the one in front of you."

Not only did gamers have more time in the eight- and 16-bit days, but they had fewer games to complete.

Of course, engagement levels vary by genre and difficulty. As expected, "Red Dead Redemption" is the lowest completed high-profile game because it's so big," Lee says.

The gaming platform has an impact on completion rates as well. Lower-rated and hyper-short web games are finished 85% of the time, according to Backloggy.com, a website that helps players finish the games they already own before buying new ones. Conversely, major games on PS3 are finished less often, according to Backloggy.

Either way, this shifting demand is more than enough to sway developers in a different direction. For starters, they are creating less core games, at least in terms of duration.

"Long gone are the days of starting a game on a high-level concept," says Konami's Arny. The reason: "It's costly," he says.

Fuller says the devil is in the details.

"I worked on a project that took 50 people and 18 months to produce 20 minutes of game play," he says. "With the expectations so high for visual and audio fidelity, better animations, memory load and more quality content, it can take two years for a team of 100 people to create an hour of playable story. At an average burn rate of \$10,000 per man-month, that's \$14 million just in developer cost. You're not likely to find a publisher that will foot the bill for producing that campaign for 20 hours."

Of course, why make a 20-plus hour game when most players aren't completing them, as is the case with "Red Dead Redemption"? The answer is, most publishers don't.

Growth of Online Multiplayer

Which brings us to perhaps the biggest contributing factor in the decrease of lengthy campaign modes. It is this: Gamers may say they like playing core single-player games. But when push comes to shove, what they really want is online multiplayer.

"The trend of low completion rates is equally driven by the growing importance of multiplayer," says Scott Steinberg, head of video game consulting firm TechSavvy. "Companies are more aware than ever of where and how games are being consumed, and what features players look for. As a result, they're de-emphasizing single-player, which seem to demand lower levels of player time, energy and investment."

Case in point: "Call of Duty: Black Ops." At an average of 67 hours played, it's the most-played recent game by far, according to Razer, followed by "Halo: Reach" at 49 hours, and "S&S Company 2" at 18. (Perhaps today's gamer would finish a lot more games if he weren't so busy with multiplayer.)

But that's not entirely true. What's really happened is that with their change in lifestyle, gamer tastes have evolved. Instead of "Zelda"-like games that take longer to start and resume, they're more inclined to play stop-and-go titles in bite-size games.

Need more convincing? "These days, I know many people who buy the latest single-player/multiplayer shooter (game) and never even bother to load the single-player," Fuller says.

The Future? Shorter Games

So it's come to this: People have less time to play games than they did before. They have more options than ever. And they're more inclined to play quick-hit multiplayer modes, even at the expense of 100-hour epics.

Is that a problem?

Not at all, Fuller says. "They're lucky to find the time to beat a 10-hour game once or twice a month," he says of the average-age gamer. "They don't feel cheated about shorter games and will just play a longer game for as many hours as their schedule allows before moving on to another title."

Steinberg agrees: "Just because you don't slay the final boss or rescue the princess doesn't mean you can't see most of, if not all, of what a game has to offer in the hours leading up to it."

Not only that, but gamers are already warming to the idea of shorter games.

"Completion rates are actually on the rise," Lee says. "Many games now have a 40% to 50% completion rate, thanks to 10-hour campaigns instead of the 20-30 hour ones of yesteryear. Of course, that's good or bad depending on how you look at it. It's better than before. But it still means that more than half of all game content never gets appreciated."

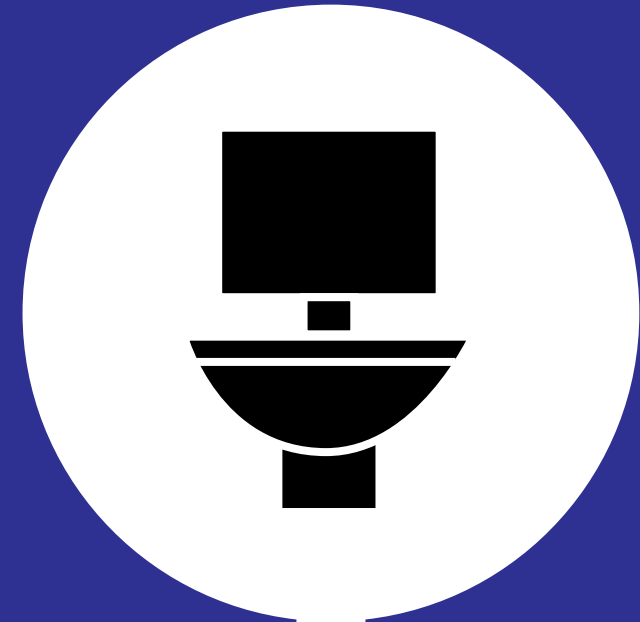
To counter that, Airey says extended play content will increasingly come from expansion packs, a sort of best-of-both-worlds approach.

"We're at a stage now that we're trying to find ways to keep mind share (consumer awareness about a product)," he says. "When the consumer is not playing our game, their friends aren't either. So games will trend toward being shorter and then support the need for 'more' via downloadable content."

No matter says Casey Willis, an avid gamer from Atlanta. "Make a game worth my time and money, and I'll be happy. After all, 10 hours of awesome is better than 20 hours of boring."



Illustration by Maria G Hernandez




Infographics Poster, magazine, and animation

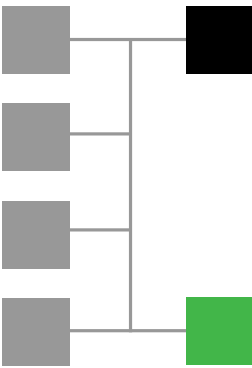
As a semester long project, we were asked to do extensive research on a topic that interested us. Then we were to create three sub-projects to display all of the information we have learned throughout our research. These projects were a Poster, a Magazine, and a Web or Motion piece. The topic I chose was greywater.

After a bit of research, I began sketching out ideas on how to display all of the information. I had to inform my audience about the stats of how much water is wasted, and I also needed to create a diagram to show how pipelines can be re-arranged to reuse safe greywater around the house.

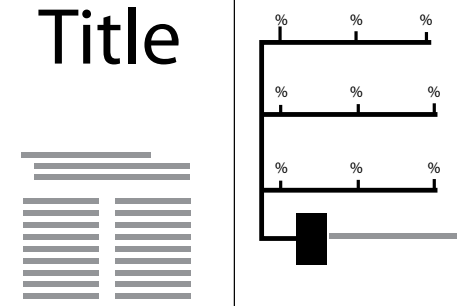
Pie chart of water usage in a home and apartments



Greywater



Title



Would you purchase # of water bottles...

water bottles will begin to pour into a basin

to... well... waste?

image of the word poop dropping into the basin of water

Well...
sound of toilet flushing

You already do.

Greywater

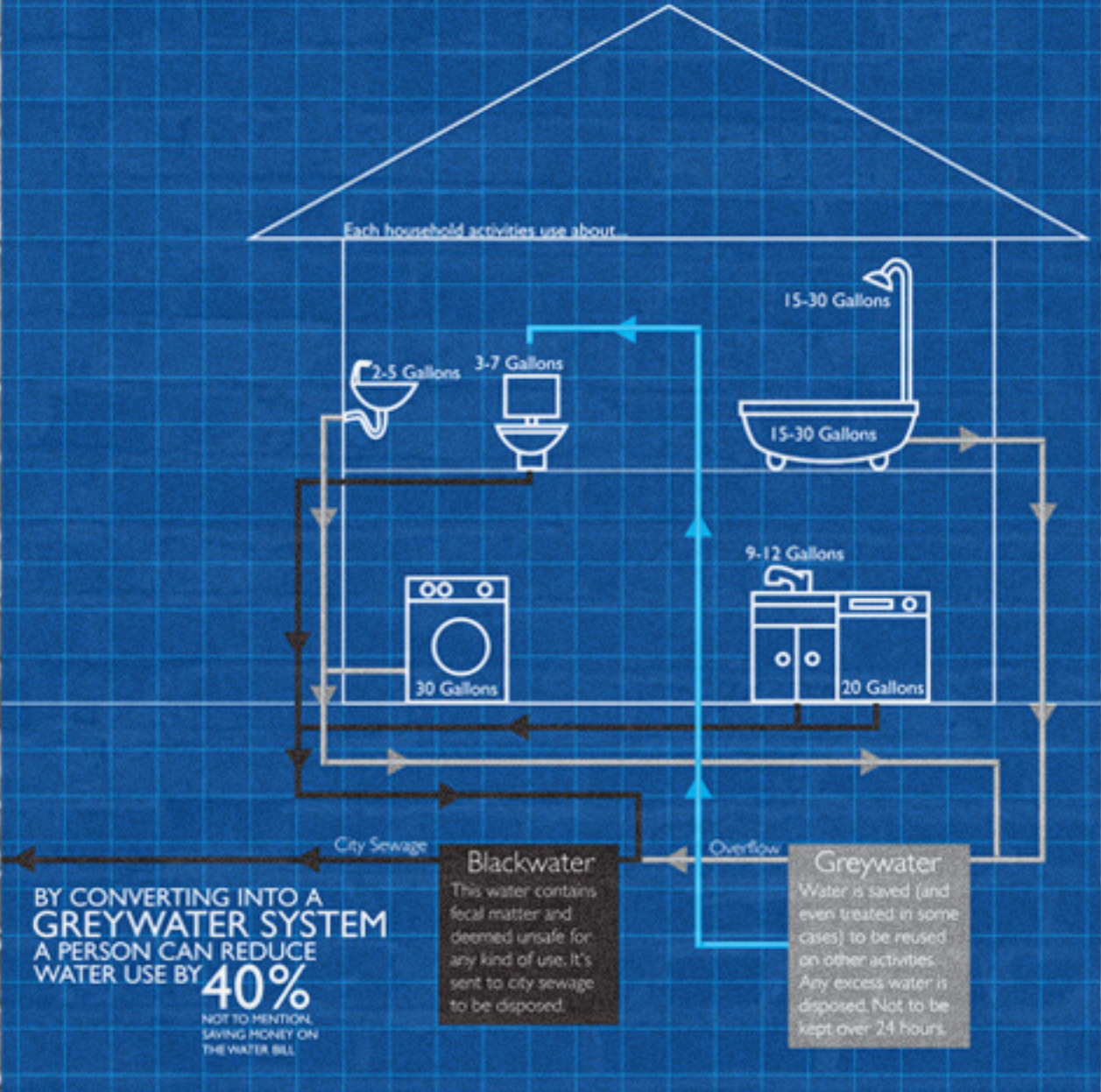
Greywater

Pull quote

X X X
X X X
X X X
X X X

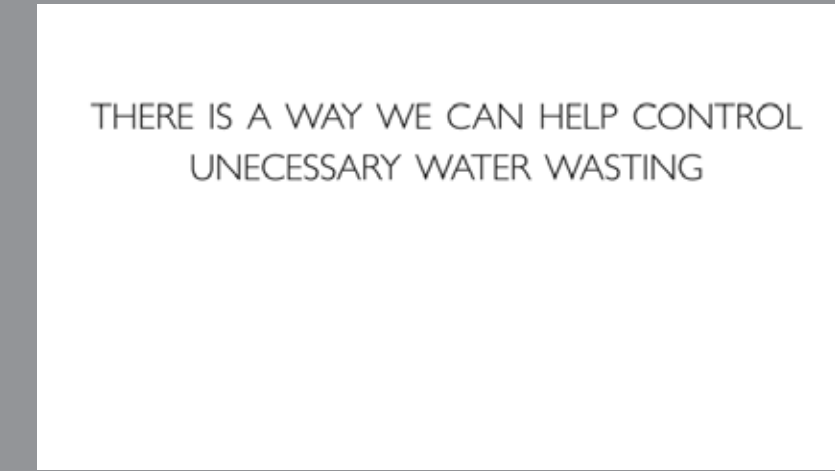
19 WATER BOTTLES PER FLUSH?

19 =  | Every time you flush a toilet, you use about 3 gallons of clean, drinkable water. That's about 19 bottles of 20oz water.



Gill Sans Light
Gill Sans Roman
Gill Sans Ultra Bold

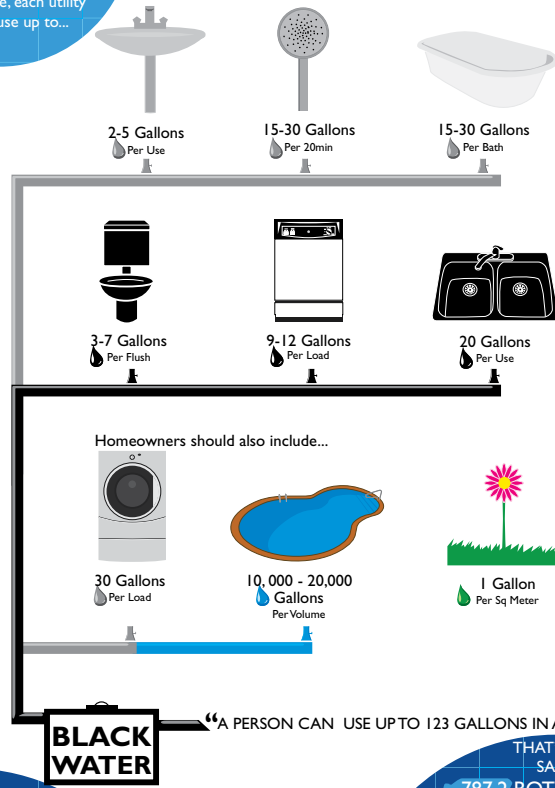




We had the choice between creating a web site or a motion graphics video. Since I had just started learning how to use After Effects, I decided to create a motion graphics video in order to improve my skills. The video begins with an ordinary toilet being flushed. Then a blue circle slides down from the top of the screen to inform the audience that every time a toilet is flushed, about nineteen 20oz bottles of water have just been used. The aim was to help the audience be aware of how flushing a toilet constantly is wasting precious water that could have been used for other, more sensible purposes.

HOW MUCH WATER ARE YOU USING?

In an average home, each utility can use up to...



BLACKWATER vs GREYWATER

You are throwing away water that can be used to reduce your use and water bill.

Have you ever thought about how much water you use every time you flush a toilet? How about every time you take a shower? When you wash the dishes? Did it ever occur to you that you could be wasting gallons of drinkable water in a single day? Unfortunately, this is the sad truth of many areas around the world, and especially in first world countries. In the United States, one of it's most popular and highly visited cities, Los Angeles, is number one on many lists expected to suffer major droughts in the upcoming years. This is all due to the high demand of water from it's about 4 million people, and since Los Angeles doesn't have it's own reservoir, it has to import all of it's water. With this reason alone, one would think that the city would have figured out a way to reduce it's use of water and be more water conscious, but yet every minute the city becomes closer to it's impending drought.

Greywater is water that has been used, but can be recycled for other uses around the house such as irrigation or for toilets. In many home systems, black and greywater are treated the same and taken to the city sewage. A person can use up to 123 gallons in a day that's about the same as 787.2 bottles of 20oz water. (One gallon is 64 20oz water bottles) But with a greywater system, water waste can be reduced by 40% saving hundreds of gallons of water and money as well.

The following is an example of how most pipelines at homes dispose of the water used by every day activities.

So what's a way a person can help reduce the use of water in their own home? By creating several systems at home to help reuse greywater.

At home, many of the daily activities that use water has two levels of water: blackwater and greywater. Blackwater is water that has been polluted with human waste and deemed unsafe.



“A PERSON CAN USE UP TO 123 GALLONS IN A DAY THAT'S THE SAME AS 787.2 BOTTLES OF 20oz WATER”

EASY TRICKS AND TIPS TO REDUCE WATER USE:

Replacing your shower head with a low flow head with a shut off valve.
With this you can temporarily stop your water flow while you wash up without having to waste precious water. Also the low shower heads help control the amount of water used during a shower.

Use a bucket to collect cold water as you wait for hot water.
Many homes and old apartments have to have their showers on for a few minutes before they can use their hot water. Instead of letting all that hot water go to waste, you can collect it and use it to flush your toilet later.

Adding a duo flush system to your toilet.
Duo flushes allow you to control how much water you use when disposing water at a time. A half flush lets you use a small amount of water in the disposal of urination, while a full flush uses the maximum amount to dispose of fecal matter.

Adding a small greywater tank to your sink.
This requires some plumbing knowledge, but once installed you can save used water during the day to recycle later and to flush your toilet.

Remove your U-bend and collect the water in a bucket.
Can't afford the DIY water tank? No problem. By simply removing the U-bend from the pipe, you can collect the water in a bucket and use that to flush the toilet instead.

THE PLAN FOR THE RENTER

Unfortunately not everyone can own a home. What's worse is that not everyone can help build a pipe system to help save water. What can be done however is make small adjustments to help reduce water use. What's more if the person does have to relocate all the added systems can be taken with them to their new location. It's all about outsourcing the system to help stretch water use and save a little money. Here are a few tricks and tips you could do in your apartment or rented home to help reduce the water that you use.

WARNING
Many do-it-yourself greywater systems are considered illegal in many areas in United States unless done by a professional contractor. Please make sure to do your research carefully and thoroughly before starting any at home projects.

In the magazine I wanted to include the bulk of the information as there was more space to work with. I began by introducing the problem at hand. I created a diagram that showed how homes and apartments have the same pipe system. All water goes straight to the sewage system and is treated as black water, even water that can be reused, called greywater. The second spread presents the solution best recommended for homeowners. The diagram shows how pipes and filters can be rearranged in a home in order to make better use of reusable water. The final third spread illustrates what people who live in apartments can do in order to better use the water. In apartments the tenants aren't allowed to rearrange the pipelines, and must come up with other methods for saving water. I illustrate the different options a person can use in their apartment, either separately or all at once.

