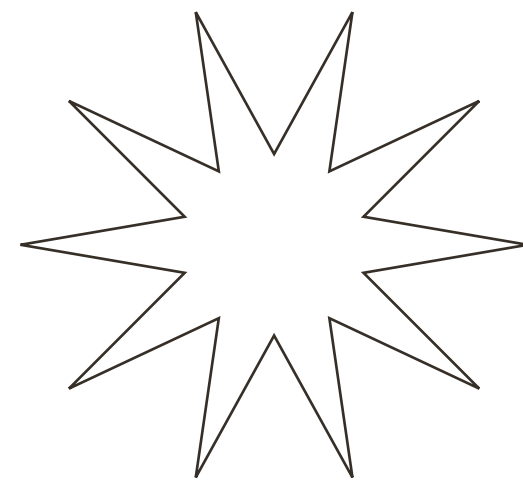


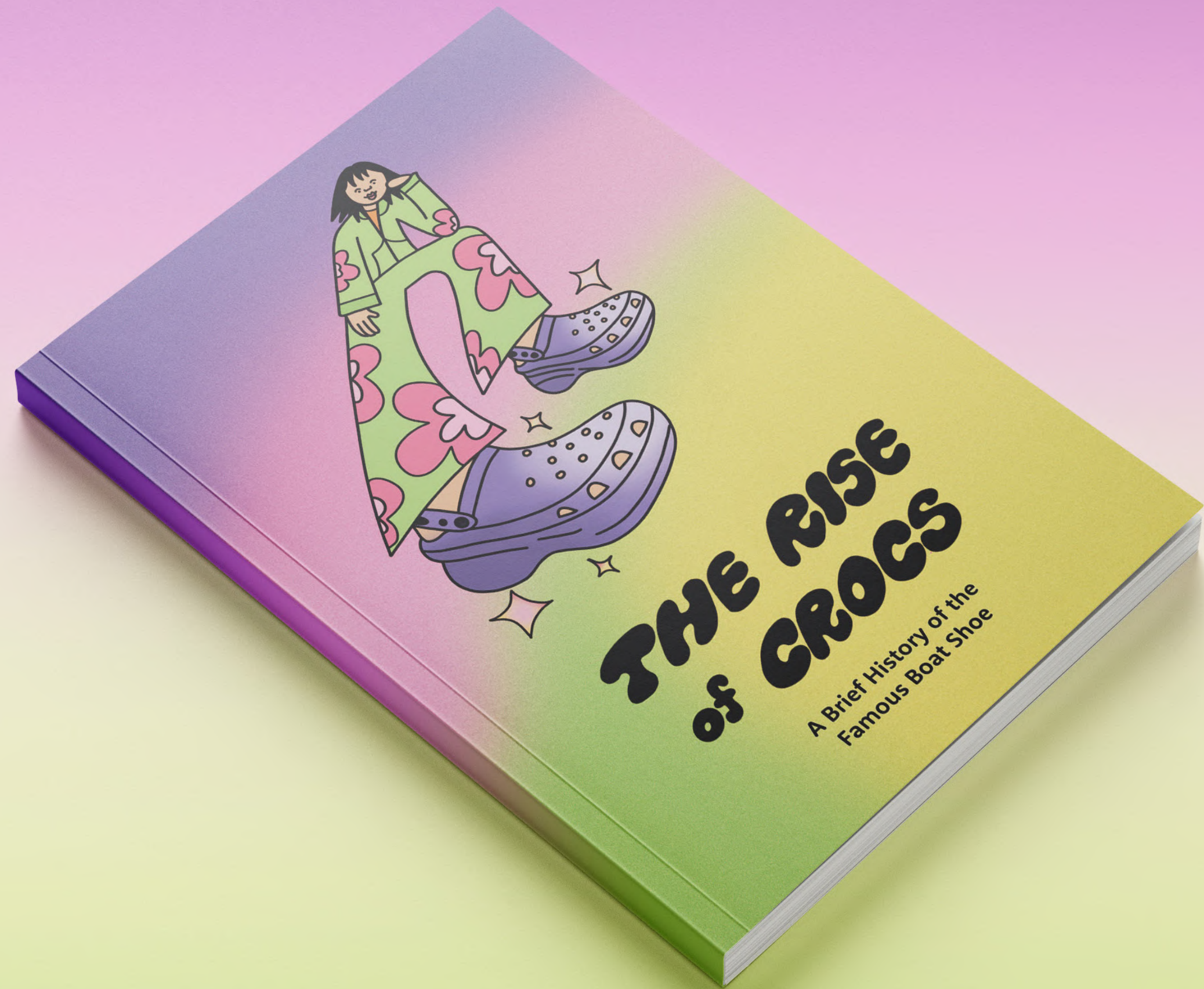
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NGUYEN**



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01

Crocs Booklet

DES 210, Jeffery Frankenhauser

This illustrative driven booklet highlights cultural shifts and events around the success of this iconic boat shoe as a goal to showcase the history of Crocs for The Museum of History & Discovery.



the museum of
history & discovery

ISBN 503-1-123456-78-9

Published in 2021 by The Museum of
History & Discovery Press. All rights reserved.

Illustrations by Angela Nguyen.

Introduction

The Museum of History & Discovery in Umatilla, Oregon was founded in 1984 by Sam and Jess Fischer, two local high school teachers and history lovers. Our museum seeks to make history a fun and engaging experience for all. We look at areas of history both big and small and aim to tell stories about the past that have not yet been heard. "History" has more than one version and we hope to tell as many versions as we can.

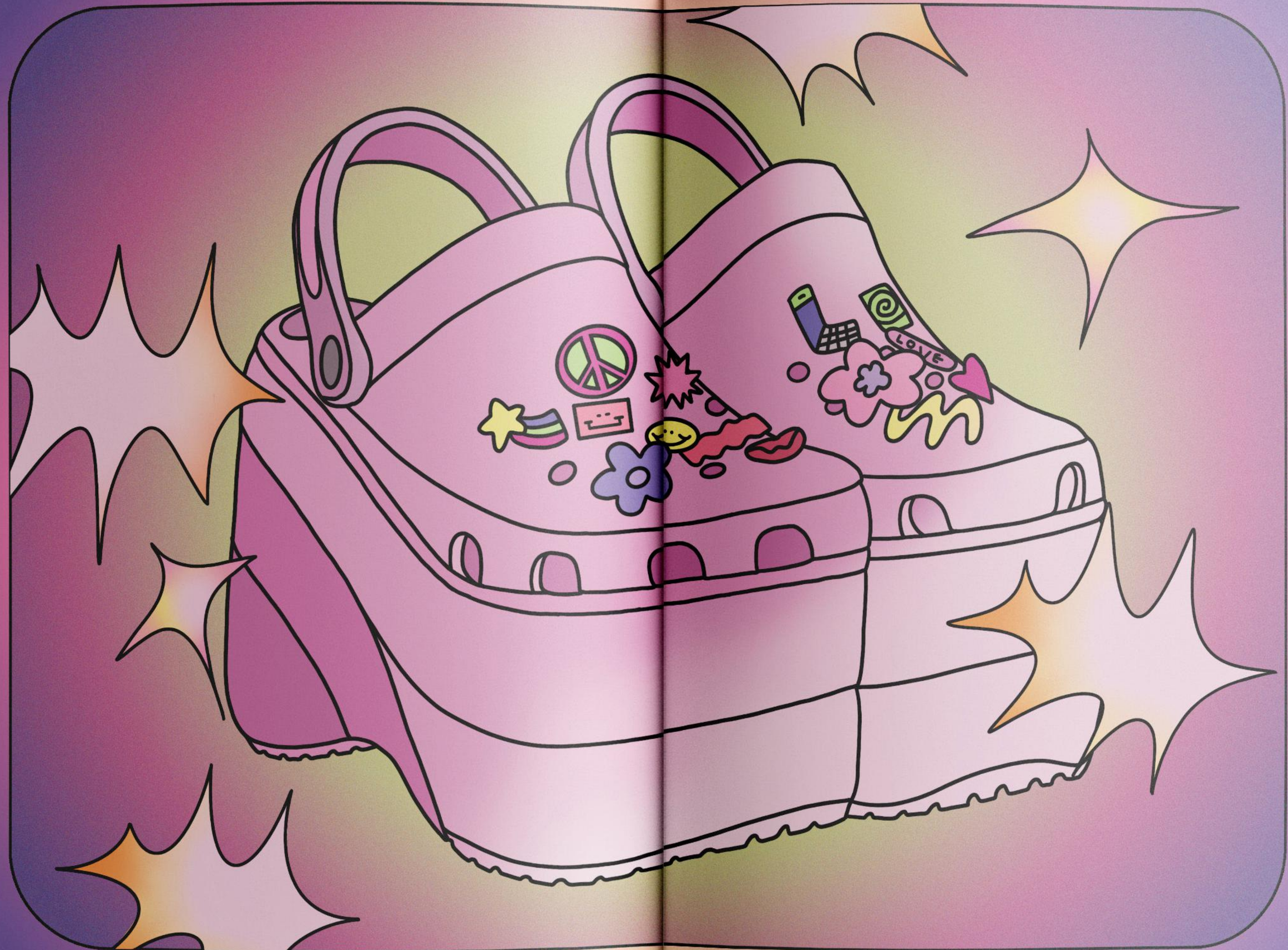
historyanddiscoverymuseum.com

The Rise of Crocs

What originally started as a boating shoe has transformed into a present-day cultural phenomenon - Crocs.

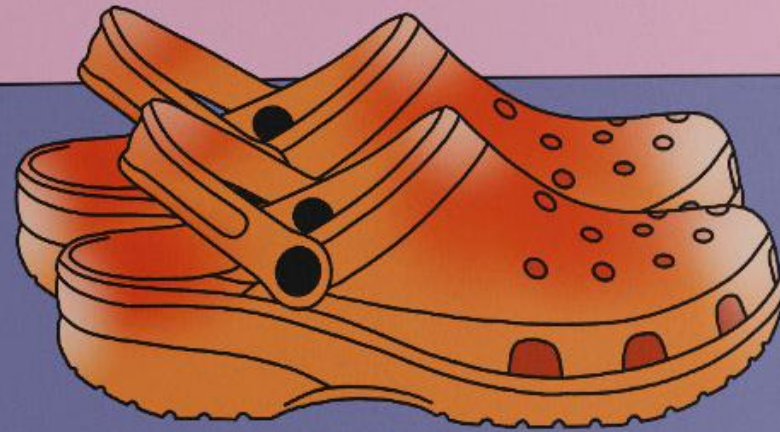
Many designers, and even some celebrities have reclaimed the style by creating a collaboration with the brand or creating unique Jibbitz Shoe Charms for further footwear customization.

Crocs take place as one of the most controversial fashion pieces of all time, you either love them or you hate them!



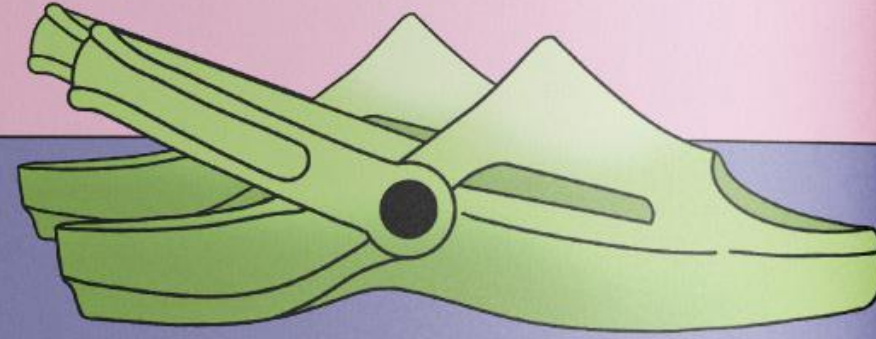
2002

With origins Colorado, Crocs were first shown at the Ft. Lauderdale boat show in Florida with its first model "The Beach". All 1,000 pairs sold out.



2003

Crocs later introduced a line solely for women called the 'Nile'.



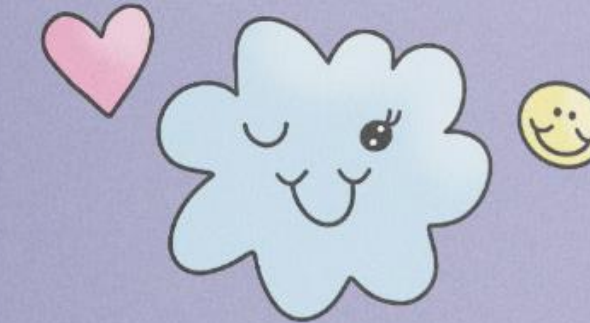
2004

Crocs were proving so successful that in 2004 Western Brands acquired Foam Creations, picking up the rights to Croslite as well as the manufacturing facilities.



2006

Crocs bought out a company called Jibbitz, where little charms were created. Crocs then used those charms to put on the holes in their shoes. Around \$112.9M in sales were made.



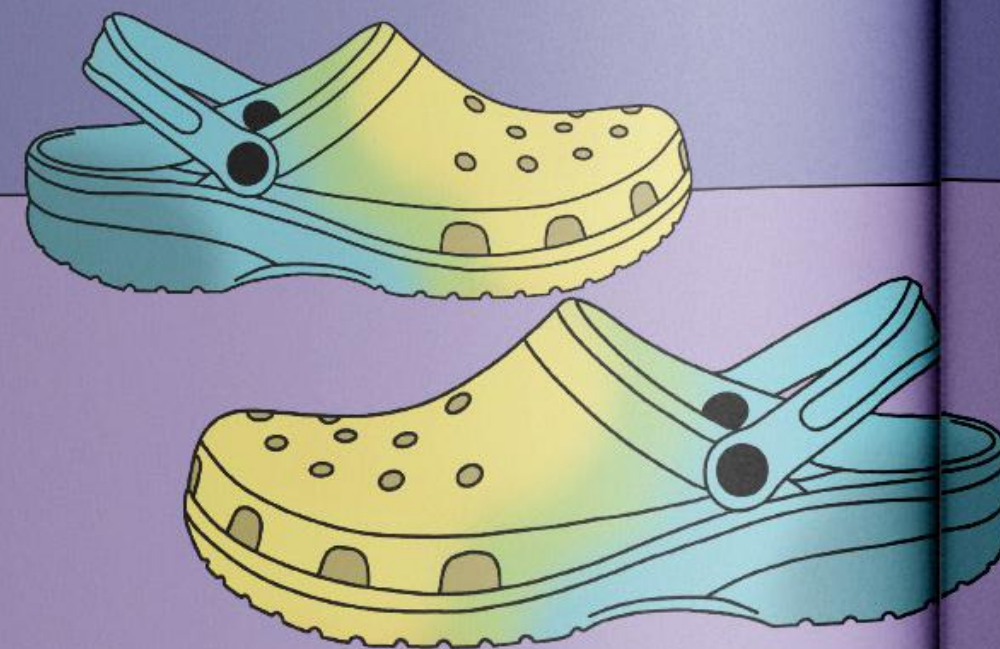
2009

As a niche in the footwear market, Crocs nearly went bankrupt due to a bloated inventory along with knock-offs and heavy discounting.



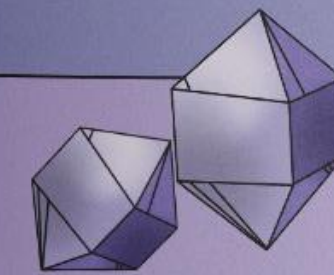
2011

To stay alive in the market, Crocs continues to expand its product line with kids' color-changing shoes, Crocs Chameleons, released in 2011.



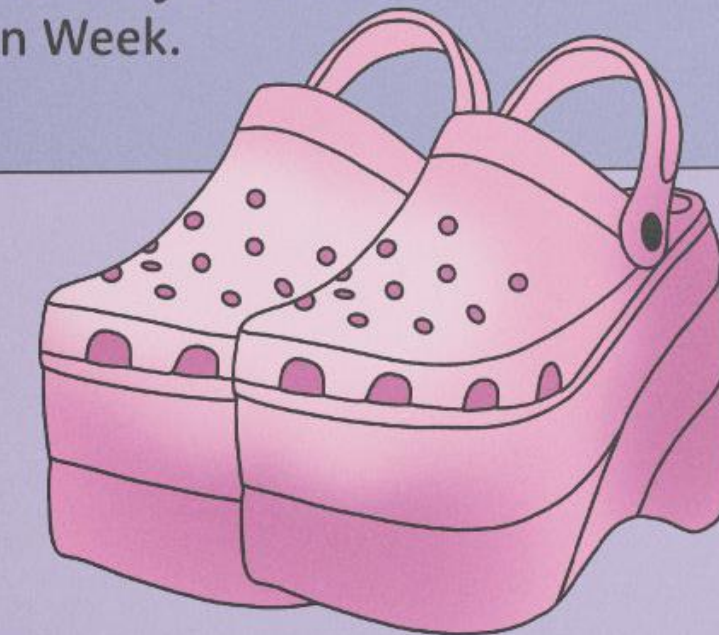
2016

Designer Christopher Kane debuted a Crocs collaboration during his London Fashion Week SS17 show. The collection featured marbled designs embellished with rough mineral charms.



2018 - Present

After Kane, many more collabs have come from other designers and celebrities. In 2018, Designer Demna Gvasalia at Balenciaga presented a head-turning 5-inch platform Crocs collab on the runway at Paris Fashion Week.





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*"The most delightfully
comfortable shoes in the world."*



*Accessible, affordable, comfortable.
The goal of Crocs is for everyone to
be comfortable in their own shoes
and embrace individuality.
Join us on a brief history of how the
Crocs movement has taken form.*



USD \$16.00 / GBP £10.00
ISBN 981-1-12345-78-9



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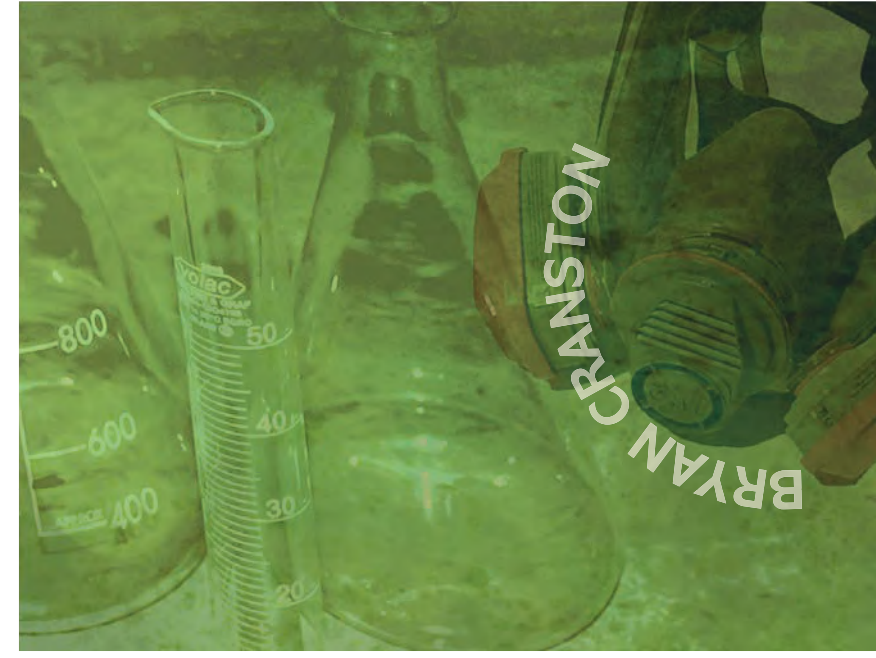
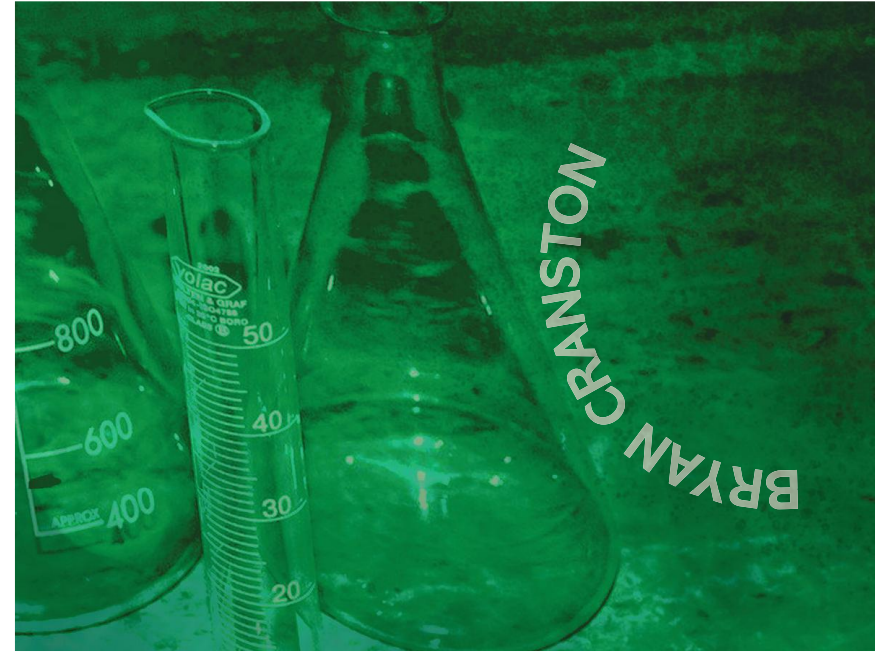


02

Breaking Bad (2008) Title Sequence

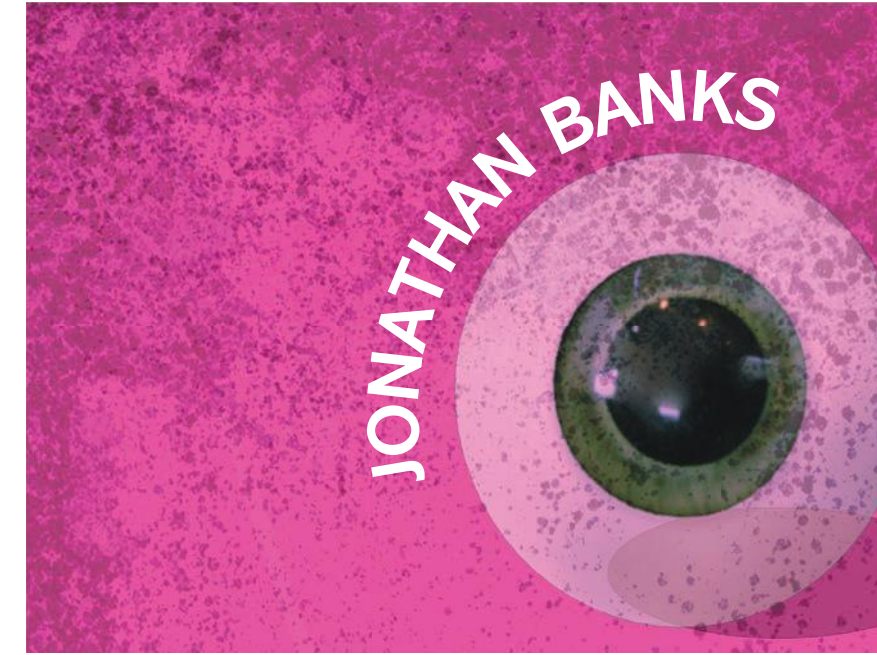
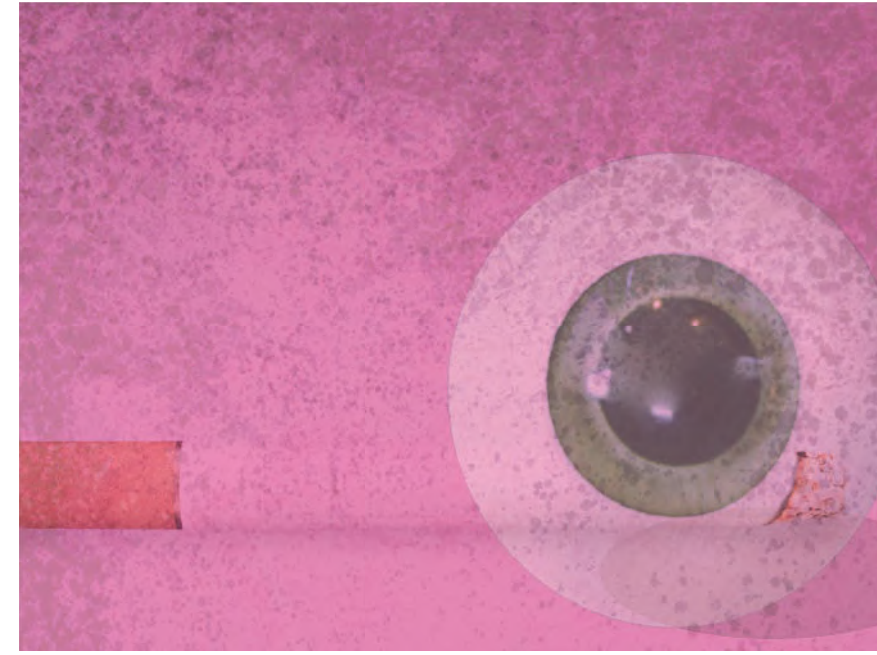
DES 224, Cielle Charron

This title sequence showcases common motifs found in *Breaking Bad (2008)*. Its photographic, color driven, and type centered design highlights moods and motives of characters to convey the overarching themes of chaos and greed throughout the show.



My use of color in each frame aims to capture the characters' personalities and motives, to emphasize the motifs, in addition to the supporting overarching themes of the show. Here, green represents greed and jealousy and yellow represents the meth scene along with the moments of pain and optimism.

These transition slides capture pink which is used for the relationship to youth and tragedy, purple represent for protective and obsessive tendencies, and the dark hues of grey for sickness and regret.

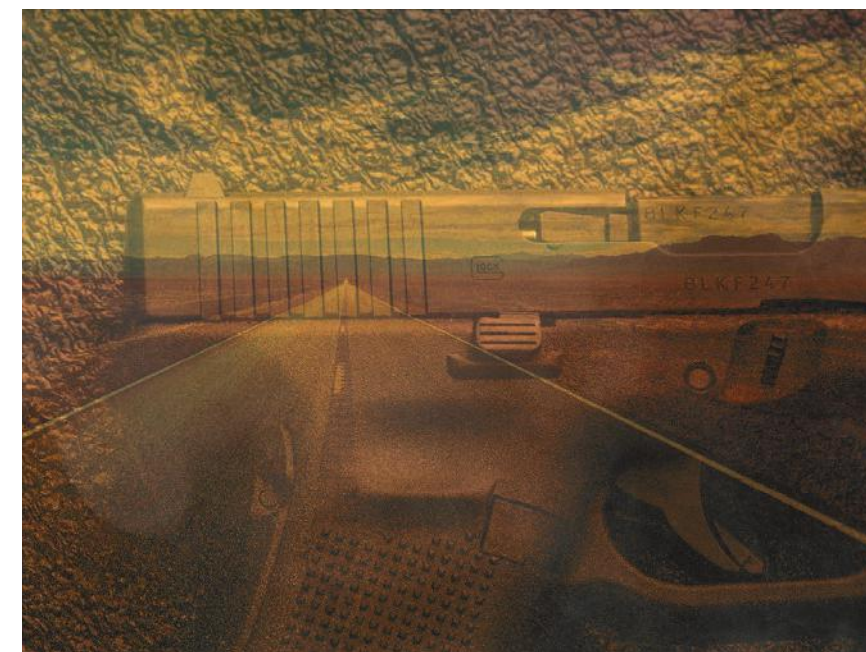
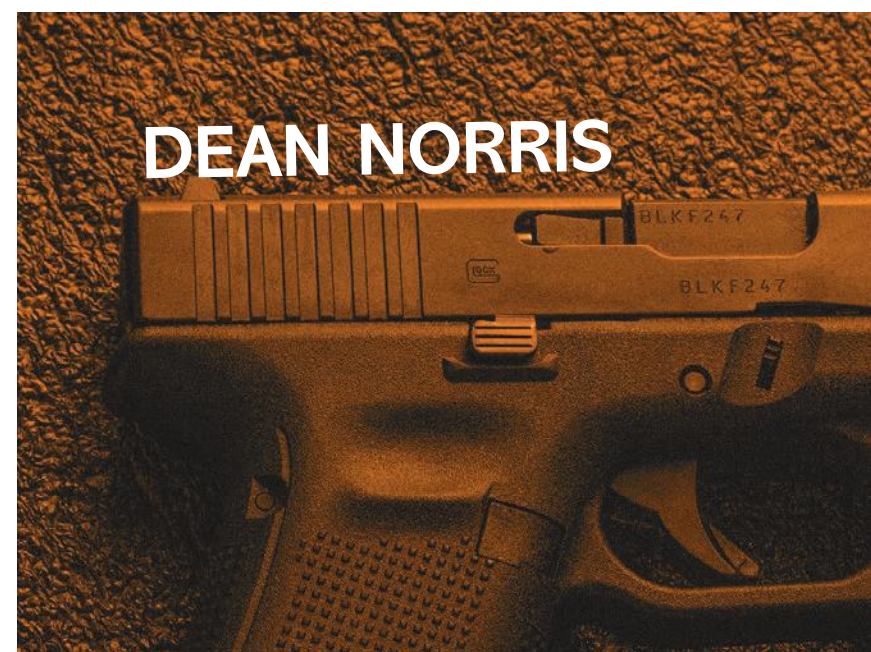
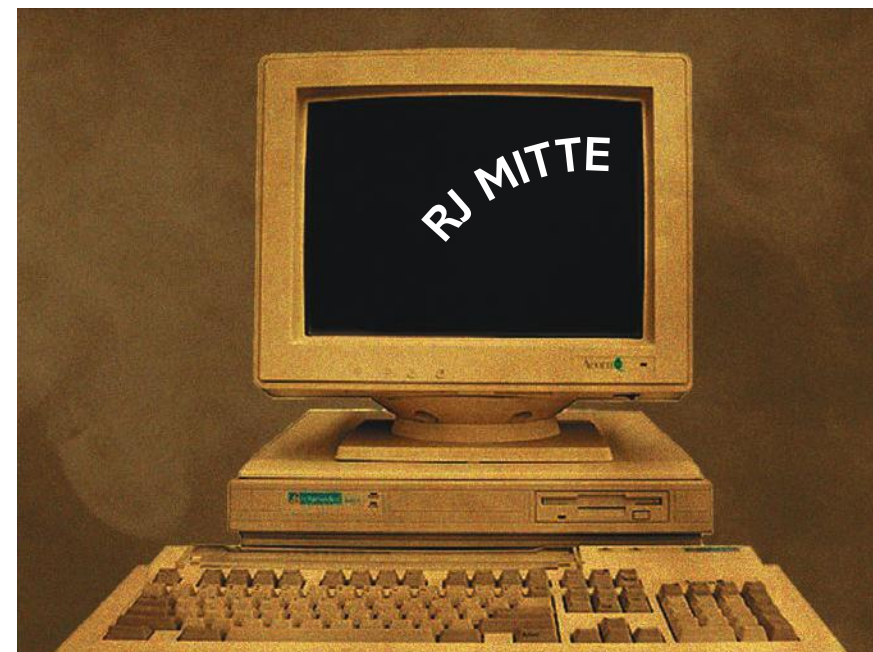


While considering transitions of each frame, I aimed to connect them in a subtle way through using similar textures such as smoke fumes and mildew (they symbolize drug use and traces left behind in buildings facilitating meth labs). The intentional placement of textures was used to emphasize the imagery as well as connect each frame to the next.

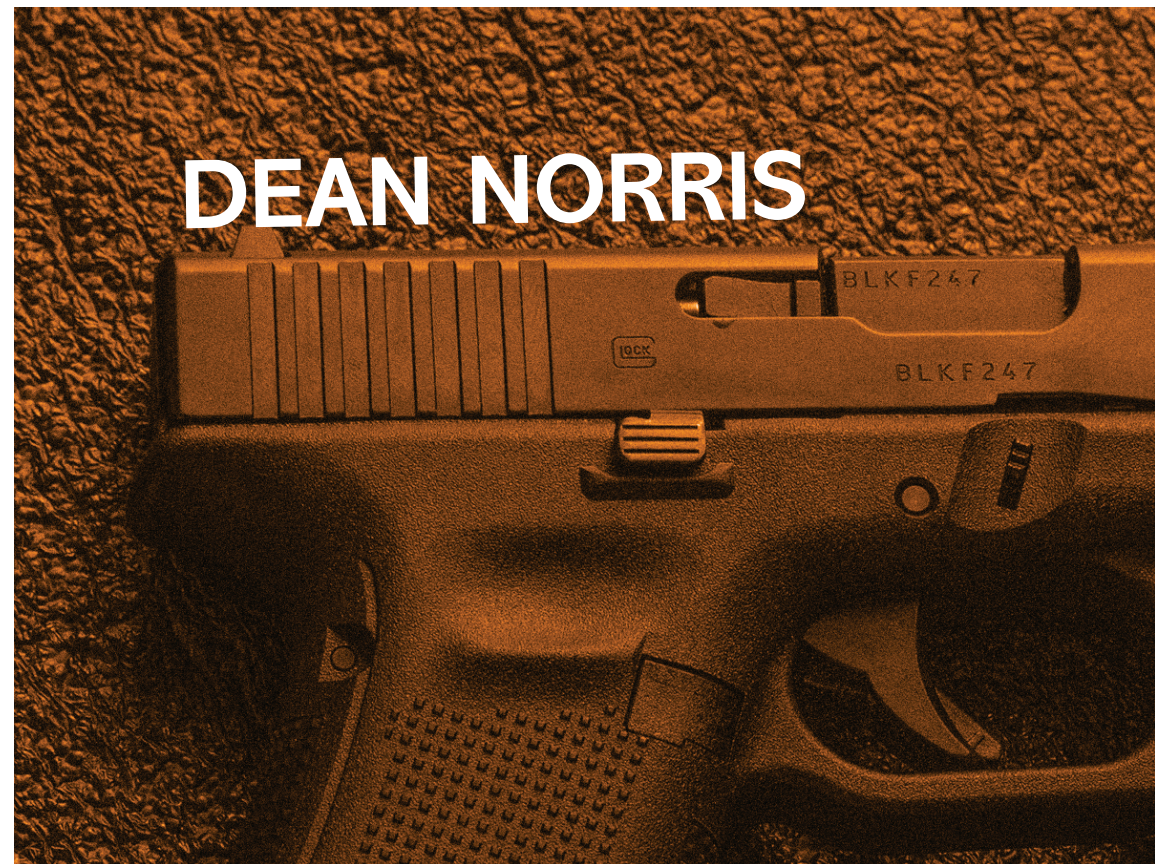
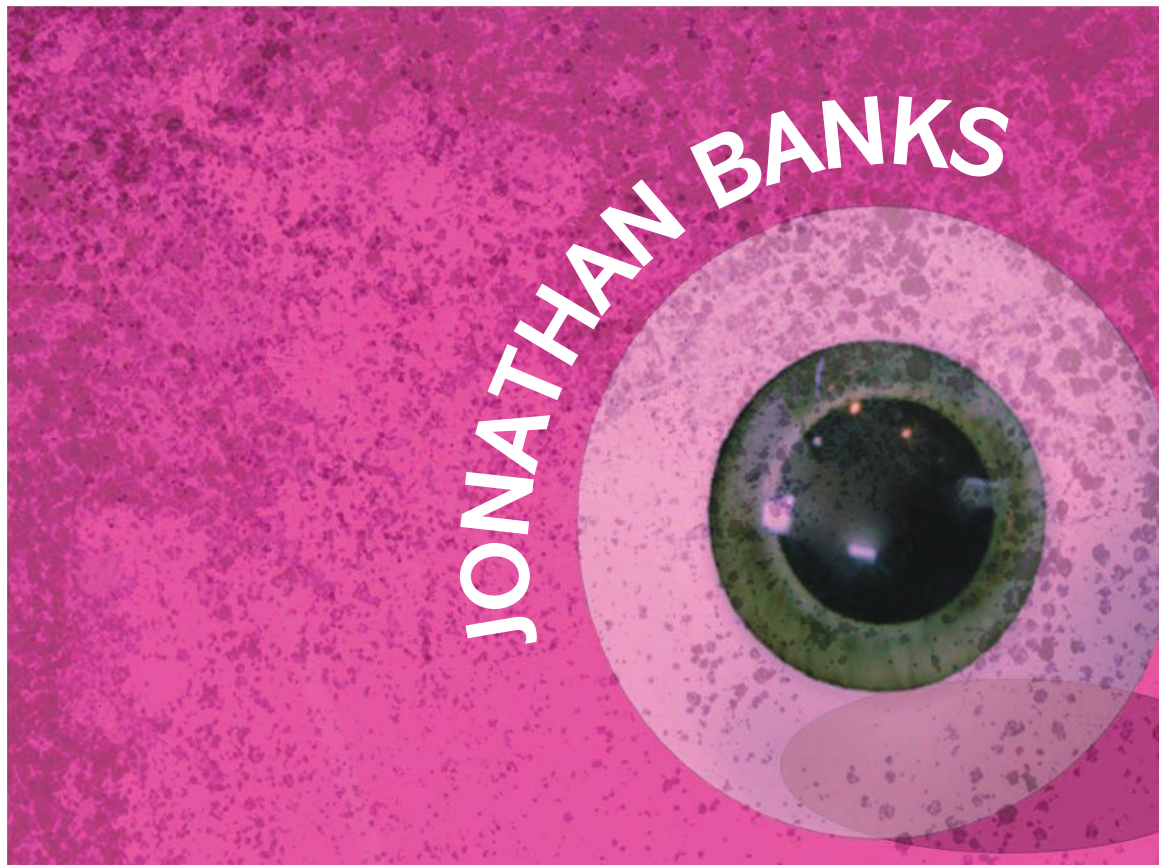
Transition styles used throughout include panning from one image fading into the next along with sudden type shifts.



Colors here include orange symbolizing warnings and violence and brown for overall strength.



Whereas the first set of frames are heavily focused on one color, the main title frame does not (last). This is used to represent the contrast between the mundane everyday life of Walter (one of the lead characters) compared to the vibrant scenes kept in secrecy along with the high, on the go nature of the plot. The image of the road used also symbolizes the ever changing nature of Walt, his relationship to his family, and purpose for his particular line of work.





03

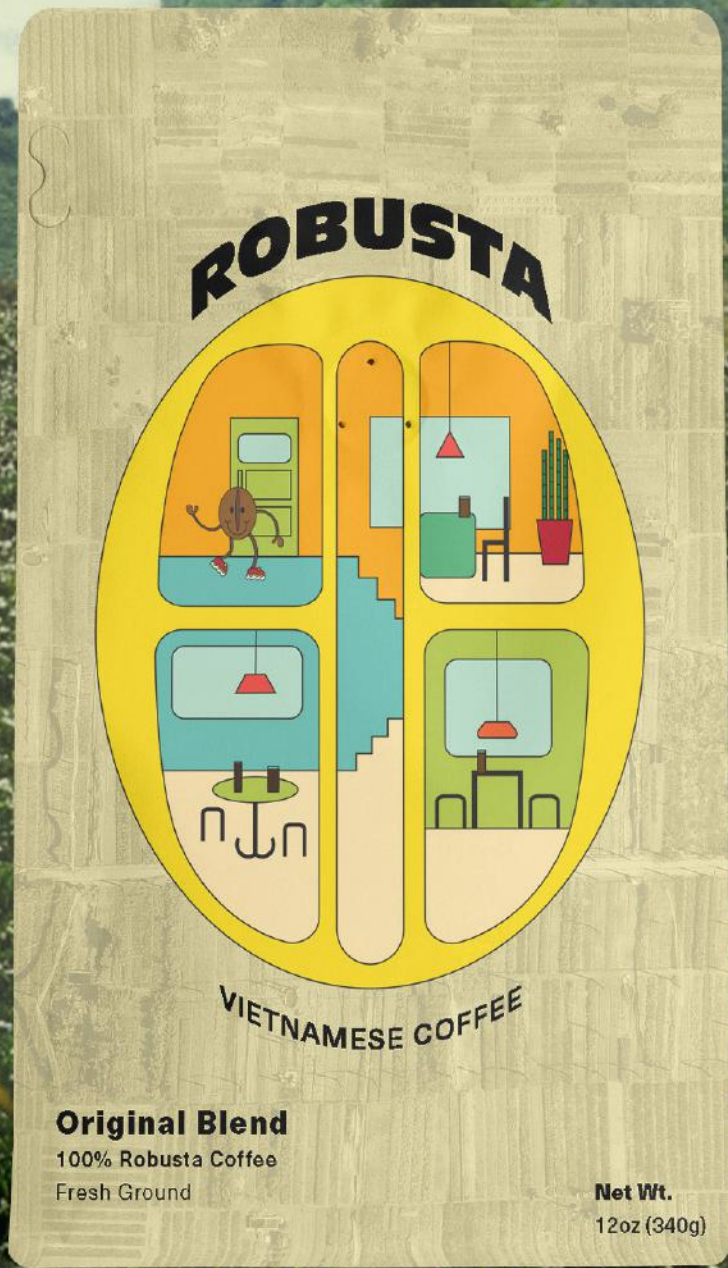
Robusta Coffee

DES 225, Lovejoy Paradise

Robusta is derived from the focus of the coffee bean itself with inspiration from Vietnamese cafe culture, interiors, and landscapes. Illustration, texture, and original character design was mainly used as a goal to create an inviting brand identity and reflect cultural beauty.



Alongside the coffee pour over dripper is a bag of Robusta sitting in its glory





Robusta in tin container packaging alongside a 'Thank You' card that comes with every product.



04

PDX Podcast Festival

DES 210, Jeffery Frankenhauer

This pop art inspired promotion design features lifestyle podcasts, *Project Body Love*, *Unshaming*, and *Optimal Living Daily*. Symbolic imagery and expressive type styling is used to present a cohesive advertising system for the PDX Podcast Festival.



Project Body Love and Unshaming posters displayed in the environment, up-close and from a distance.

Optimal Living Daily poster advertised on the streets of downtown PDX

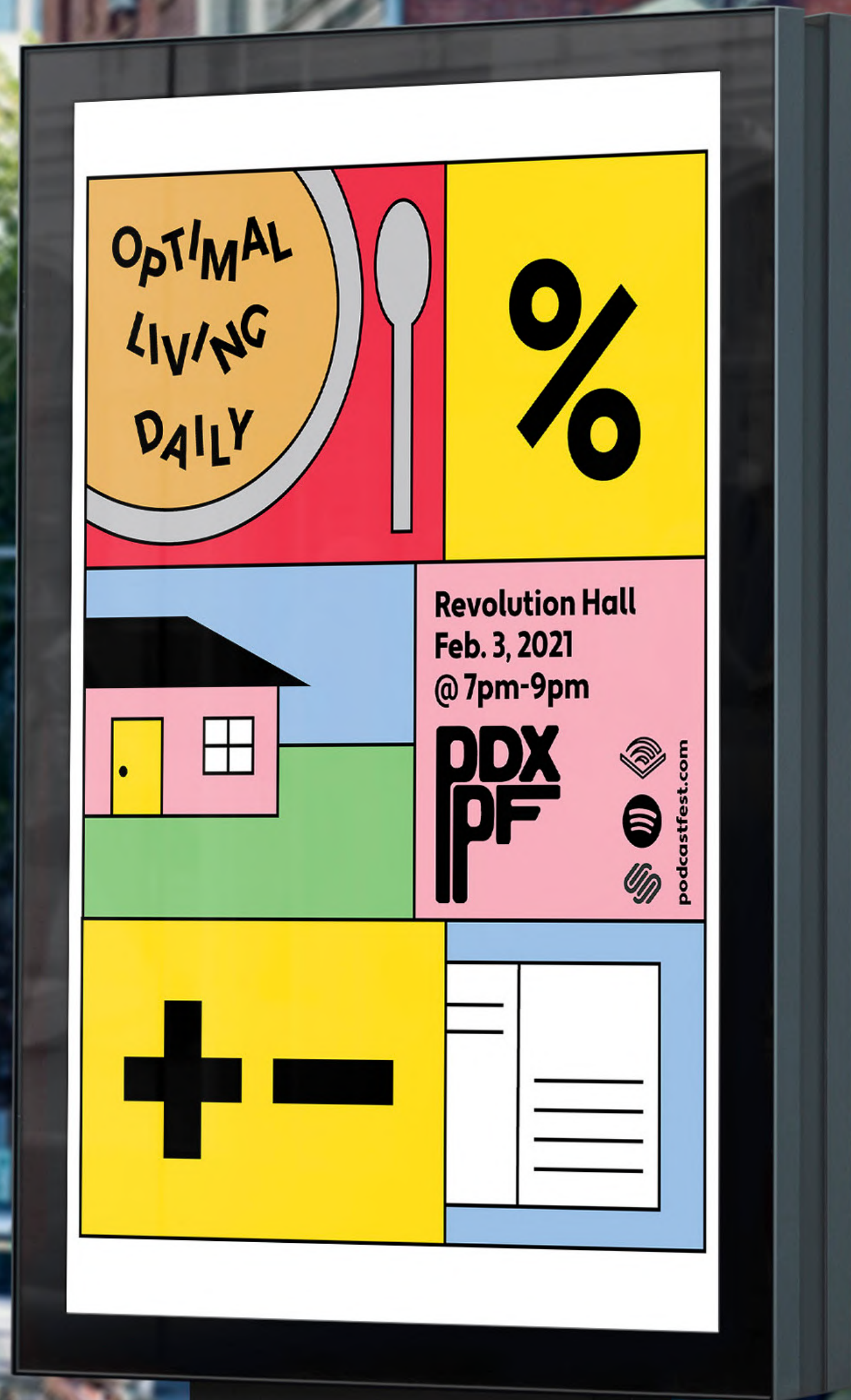
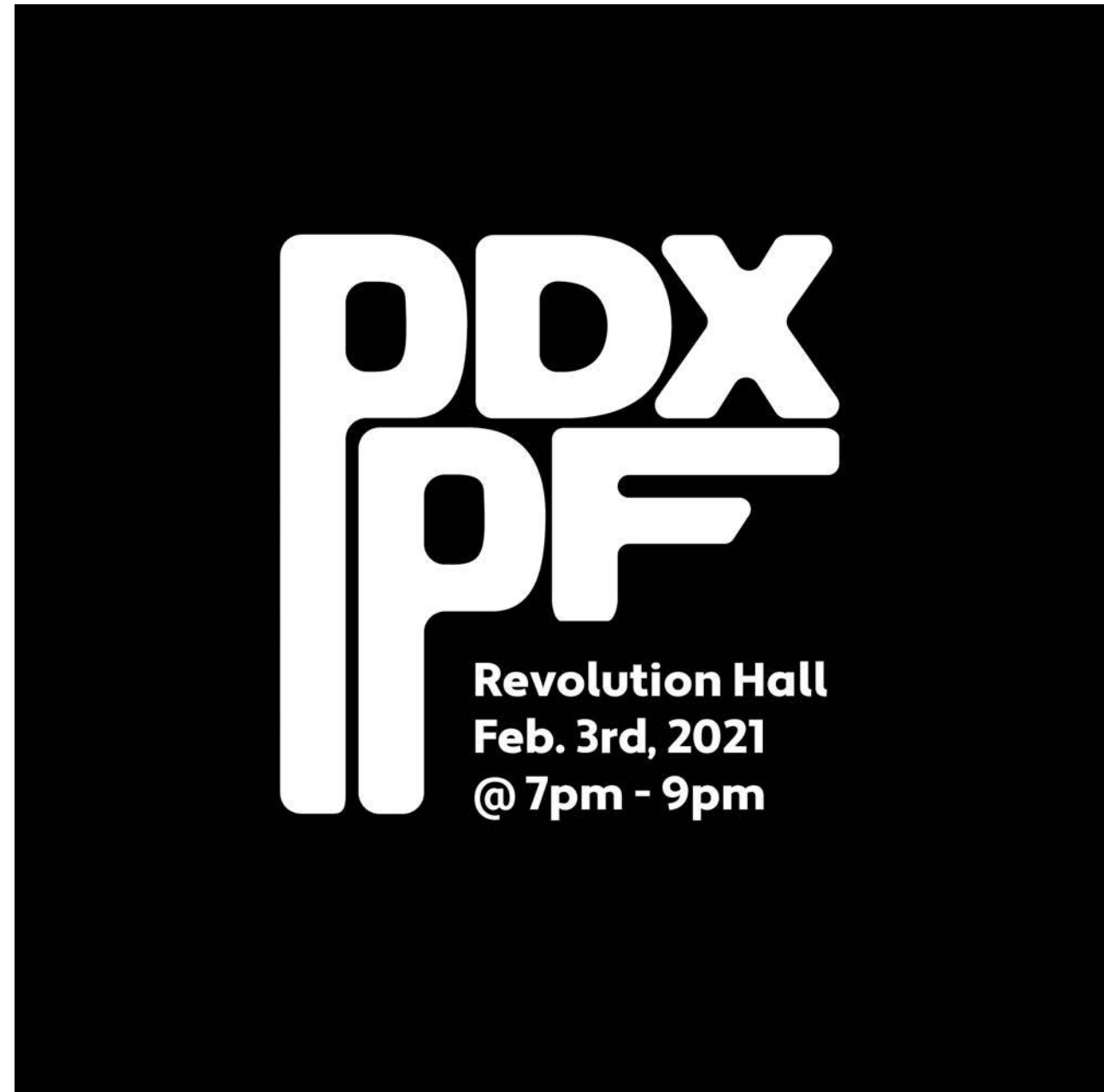




Image set for a promotional GIF





PDX PODCAST FESTIVAL

📍 Revolution Hall 3 FEB. 2021 7PM - 9PM

Gate	Row	Seat
A2	22	22

podcastfest.com





05

Cloud999

DES 225, Lovejoy Paradise

Cloud999 is a futuristic design studio centered around principles of artificial intelligence, 3D worldbuilding, and shapeshifting. Its contemporary storefront displays utilize a design system consisting of ultra modern type pairing, a cyberpunk palette, and experimental shape stories to match site specific locations in NYC.

CL#UD





SOHO Location: Target audience are high exposure individuals, CEO's, celebrities, foreign nationals living in NYC.

With the eyes of high exposure individuals in mind, this design reflects luxury and sophistication through its rich brown storefront display against the warm tones of the building and surrounding architecture. The bubblegum pink works to add a pop of color and draw the eye toward the company's name and essence.



Chelsea Location: European tourists on vacation in NYC, art collectors, art gallerists, highly cultured people, hungry for NEW.

For those intrigued by nuance, this design reflects modernity and futurism through the composition which features glowing type alongside non traditional materials and storefront details such as the chrome sign enclosure and textured wall pattern referencing the signage.



Tribeca Location: NYC residents moving to/from their homes - more of a local scene. These are hard to please people, but they enjoy SURPRISE AND DELIGHT.

For those looking for daily delight, this display aims to generate renewed excitement and curiosity amongst the locals and visitors with its simplistic yet intriguing stylistic choices of type and color plan of metallics with a playful addition of pink detail.



DUMBO Location: American tourists Instagramming their way through NYC, though highly cultured, looking for WEIRD.

Making its way onto lists of hot spots in NYC, this storefront location consists of the perfect backdrop for photoshoots and pure admiration. Details include alluring light assortments alongside the LED signage with its evolving name, Cloud999.



Above are Cloud999 tees showcasing the mix of ultramodern type along with core colors consisting of earth and cyberpunk tones. This design symbolizes the present and future possibilities that exist while also recognizing the importance of staying grounded as we think beyond.



06

How To Design An Album Cover: The *Ultimate* Guide

DES 200, Amy Sly

This type and graphic driven booklet creates an enjoyable experience for creating the superb album cover through thorough steps of essential exploration and ways for execution.

they say to never... think that the same... that counts—there's some... cover. It's your chance to catch... give a visual representation of the... can inspire someone to fish your vinyl... a streaming listener to learn more about y... layer of artistry to your work.

Although having an original and expressive album cover is important, the process itself doesn't have to be daunting. We've assembled a comprehensive guide to designing your album cover from the early brainstorming steps to finding the design style that syncs perfectly with your music.

Design
Album
er:

THE ULTIMATE GUIDE

FIRST EDITION

COLOR

Color selection is an important aspect to all design, and the same is true of album covers. Even a black- or white-heavy album cover represents a thoughtful decision on color: it evokes a different feeling than a vibrant, multicolored cover, right? With so many colors to choose from in the spectrum, we've come up with a few different ways to help you identify what colors to use in your design.

COLOR PSYCHOLOGY

There is a lot more to color than might meet the eye, and to learn more about color theory and how it is used in branding, be sure to check out this in-depth guide. But for now, the quick explanation is that colors can make us feel a certain way. They have emotional attachments, which is why companies often use specific colors in their logos or product packaging. The same can be applied to album covers, because as a musician, you want your audience to feel a certain way when they hear your

music. The album cover, a visual representation of your music, allows you to enforce that feeling in another way. If, for example, you want your listeners to feel happy and playful when they listen to your music, you might want to lean into yellow and orange in your cover design. For more subdued and melancholy music, darker colors, especially dark blue and gray, will help set the tone in your album cover design.

COLOR SCHEME

If you've identified a color that you'd like to use in your album cover, you may want to stick with it throughout—if it worked for The Beatles with the White Album, it could work for you too—but you may not be looking for a minimalist, monochrome look for your cover. Fortunately, color theory also identifies complementary colors to help you select secondary and tertiary hues to go along with your dominant color.

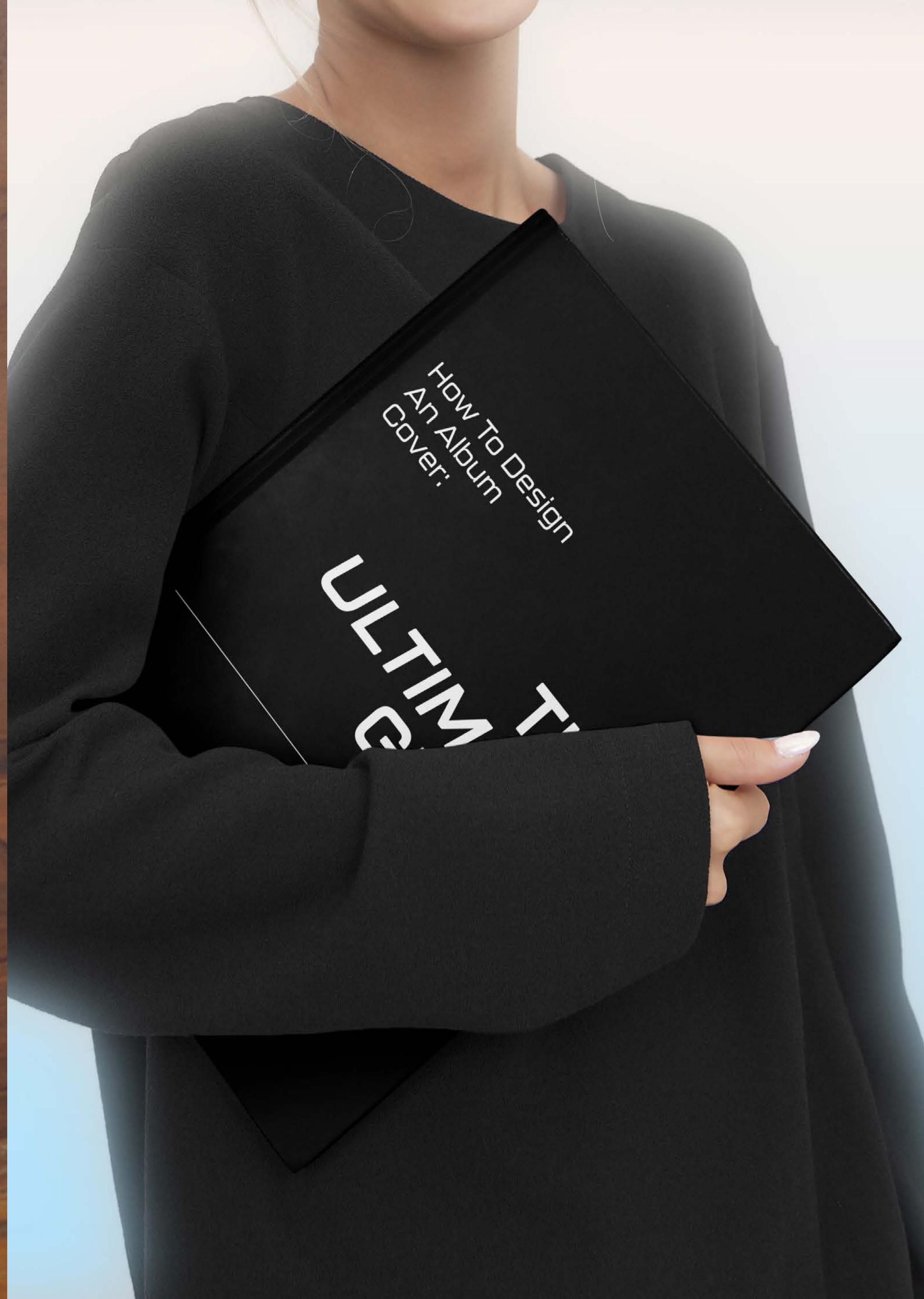
Monochromatic basically means using all one color, but it can be one color in many shades to offer some more dimension. The overwhelming feeling of a monochrome cover is one of simplicity and minimalism. It can be selected to tap into a certain mood, or can be used as a way for the artist to have the music speak for itself. This can end up being a very bold choice.

You've probably seen a color wheel before, which is a great key to choosing colors that work well together. For **complementary** colors, the rule is, the color directly across from the color on the wheel is the most complementary, so if you've chosen yellow, violet would naturally correspond. Complementary colors bring out the best in each other, and can create dynamic visuals.

You can also go for **analogous** colors, colors that are close to each other on the wheel, so they naturally work in harmony. This gives you more dimension than monochrome colors, but they can still have a blending

effect—they may not stand out as much as complementary colors. Another option is picking **triadic** colors, which effectively draw from three equal sections on the color wheel. These tend to be more stimulating than analogous colors, but the color meanings may not mesh as well if you're trying to tap into color psychology.

In addition to working with the color schemes above, another choice is to go for more anachronistic colors. Instead of adopting colors that work in harmony with one another, you can opt for stark combinations to elicit a different kind of feeling. It can suggest to psychesdelic throwback, or simply shock the viewer. Of course, you'll want to go back to your identity questions and think about what you want your listener to feel before adopting wild color combinations.





07

SweetSexySavage Album Project

DES 224, Cielle Charron

Focusing on emotive details, Kehlani's multifaceted self and vulnerability shines through in this music masterpiece. This *SweetSexySavage* album project redesign utilizes custom type, photo manipulation, and color theory as a way to capture the true essence of the artist.





Side A

1. Intro (0:59)
2. Keep On (3:38)
3. Distraction (3:55)
4. Piece of Mind (4:18)
5. Undercover (3:03)
6. CRZY (3:11)
7. Personal (3:47)
8. Not Used to It (3:55)
9. Everything Is Yours (3:31)

*Sweet
Sexy
Savage*

Side B

10. Advice (3:22)
11. Do U Dirty (3:26)
12. Escape (3:21)
13. Too Much (3:49)
14. Get Like (2:54)
15. In My Feelings (3:46)
16. Hold Me By The Heart (3:45)
17. Thank You (3:49)







LYRIC BOOK



KEHLANI

SWEETSEXYSAVAGE

LYRIC BOOK



Intro

My condolences to anyone who has ever lost me
And, to anyone who got lost in me
Or, to anyone who ever felt they took a loss with me
My apologies for the misunderstanding or the lack thereof
I'm sorry you missed the God in me
And I'm sorry you missed the light
I'm sorry you forgot the way I arose like the moon
Night after night with the burden to forgive
Eager to feed you everything
See, I'm a holy woman
I know what it's like to give life to a being without ever needing to press
skin against one another
I've practiced how to hold my tongue long enough
I'm afraid I forgot to say goodbye
I'm afraid you're under the impression
That I was made to please you
I was under the impression you understood me better
The truth is, I'm a superwoman
And some days I'm an angry woman
And some days I'm a crazy woman
For still waiting, for still loving harder even if I'm aching
For still trusting that I'm still worth the most
For still searching for someone to understand me better

Piece of Mind

Tryna forget all of the messages
Tryna forget all of the stressin'
'Cause damn it was
Tryna forget all of the secondary
Feelings I had, man, it was fuckin' scary
Tryna get back to all my old ways
Tryna get back to all the hobbies from my old days
(Gettin' back)
Tryna forget all the unnecessary
Thoughts from my head, man, it was pretty scary
At least I learned a thing or two (yeah)
About me and you (yeah)
What we went through (yeah)
It made me who I am, I am, I am
I can feel again
Won't be numb again (numb)
At least I didn't mess it up (yeah)
That was all your touch (yeah)
I don't miss it much (yeah)
But it made me who I am, I am, I am
I can feel again
Won't be dumb again (dumb)



The purpose of this section is for you to co-create with Kehlani and go on a journey of self exploration through writing. Feel free to follow prompts provided or create your own.

Write an extra verse for your favorite song.

Write a song or poem.

Write about your identity. What makes you, you?

Free-write. Anything on your mind?

PROCESS

Research Methods Used to Prepare

Listening to the album on repeat. This was the only album I played during the time I was working on this project.

Listening closely. I studied my personal reaction to each song, each lyric, each beat and rhythm, making time to reflect on the feelings evoked.

Color theory research. What colors reflected themes in the songs, the overall album, and the feelings conveyed?

Type pairing research. If I chose style x, which style would complement it best?

Questioning which medium to pursue to best communicate this.

Analog

Digital

Illustration

Photography

Collage

Is there a way to combine more than one? (Yes)

Notes

Red Excitement Strength Love Energy	Orange Confidence Success Bravery Sociability	Yellow Creativity Happiness Warmth Cheer	Green Nature Healing Freshness Quality	Blue Trust Peace Loyalty Competence
Pink Compassion Sincerity Sophistication Sweet	Purple Royalty Luxury Spirituality Ambition	Brown Dependable Rugged Trustworthy Simple	Black Formality Dramatic Sophistication Security	White Clean Simplicity Innocence Honest

I am designing Kehlani's SweetSexySavage R&B album which draws inspiration from a mix of retro 90s R&B as well as modern melodies. Through her tracks, Kehlani is illustrating her multifaceted self through different chapters of her journey to reaching full self acceptance. This album truly empowers listeners to embrace all versions of themselves as well as encourages sexual liberation, sensitivity, and self recognition.

To capture the energy of this album, I want to integrate the characteristics of confidence, femininity, and multifacetedness into my artwork and its type treatment.

Notes:

- mixing unique compositions that experiment with the retro styles of 90s R&B and modern sonics
- sex appeal
- numerous aspects of herself / multifaceted
- Kehlani shows how being sexually liberated, yet sensitive, is something we need to fight for
- inspiration from her idols, like Aaliyah and TLC, with her smooth vocal styling and sexy beats.
- illustrate the multiple phases of being a woman on her journey to being understood and accepted for all that she is



Moodboard

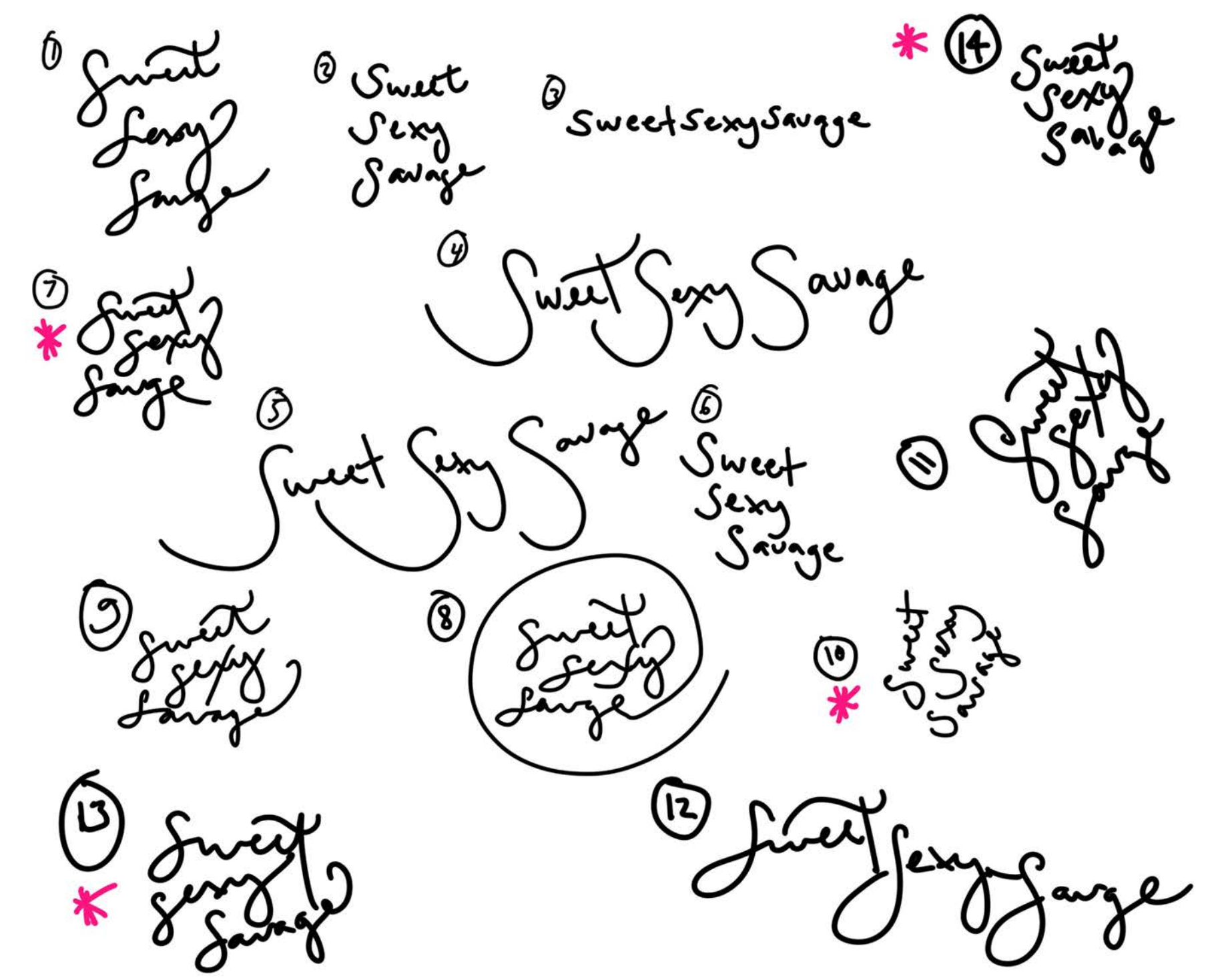
Key Words:

- Photo Edits
- Art Direction
- Hidden Symbolism
- Metaphorical
- Type
- Color
- Style
- Mood
- Feminine
- Bold
- Confidence

Initial Sketches

Initial sketches for the album cover and wordmark

Sweet Sexy Savage
10 SKETCHES





01



02



03



04

Image Sourcing



05



06



- Side A**
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 2. Keep On (3:38)
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 5. Undercover (3:03)
 6. CRZY (3:11)
 7. Personal (3:47)
 8. Not Used to It (3:55)
 9. Everything Is Yours (3:31)

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- Intro
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 9. Everything Is Yours (3:31)

Type

After deciding on specific styles for the main workmark, I continued to make iterations and refinements considering color, stroke size, texture, vertical and horizontal alignments. Following this was type pairing practice. I found a simple sans serif worked best alongside my custom script font.

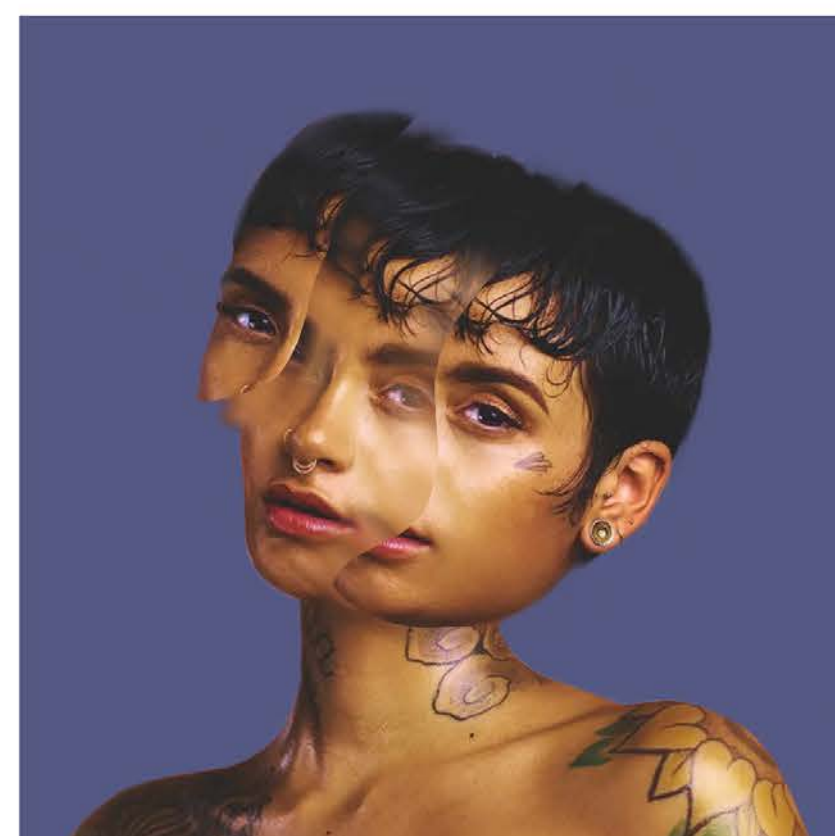
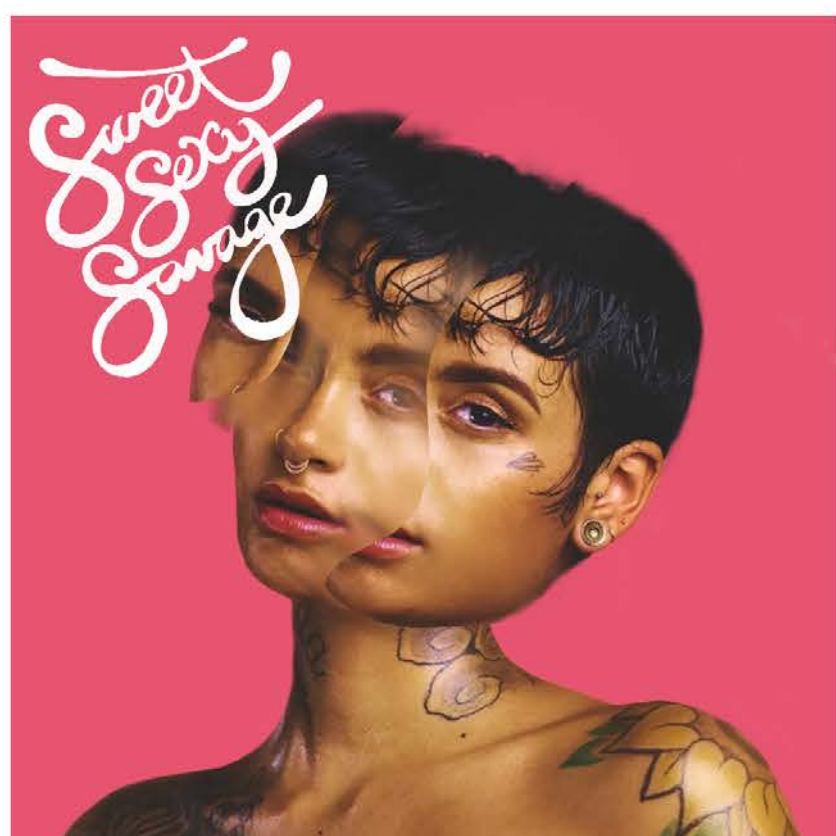
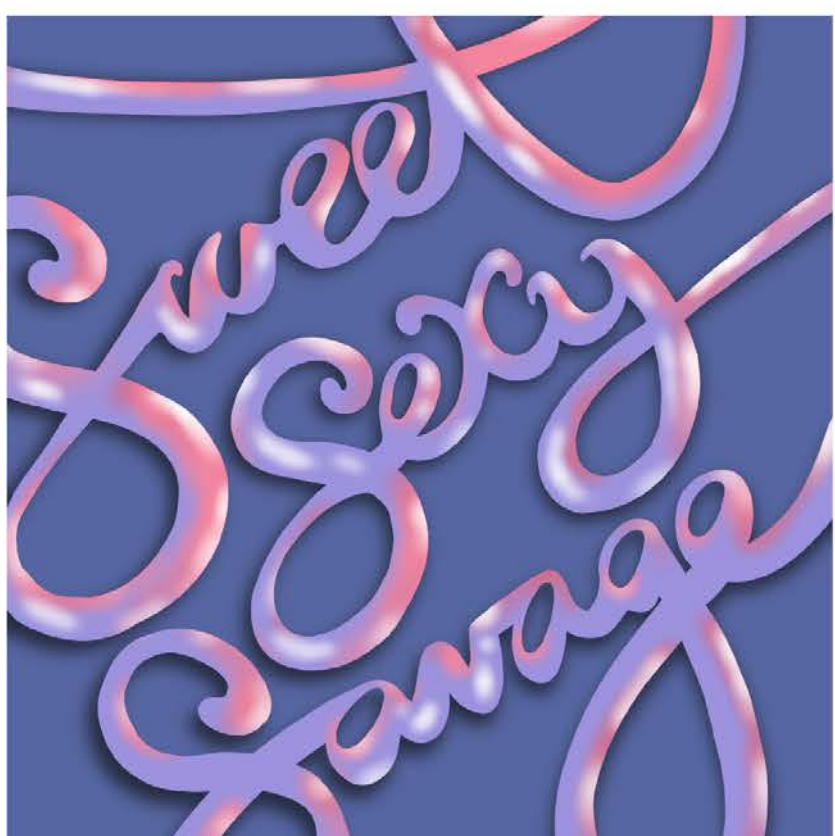
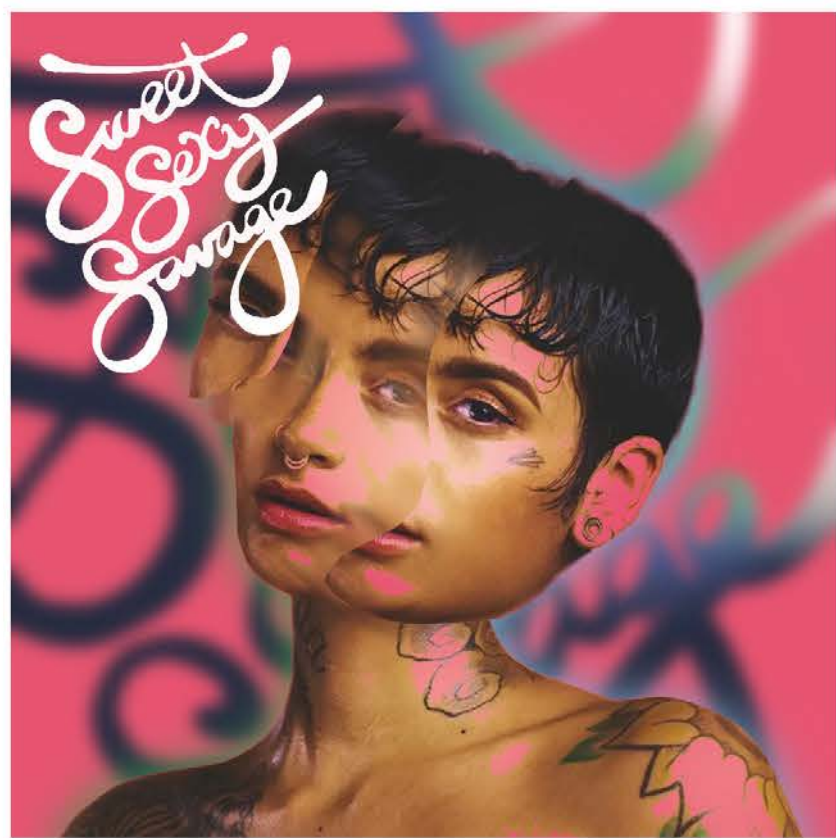
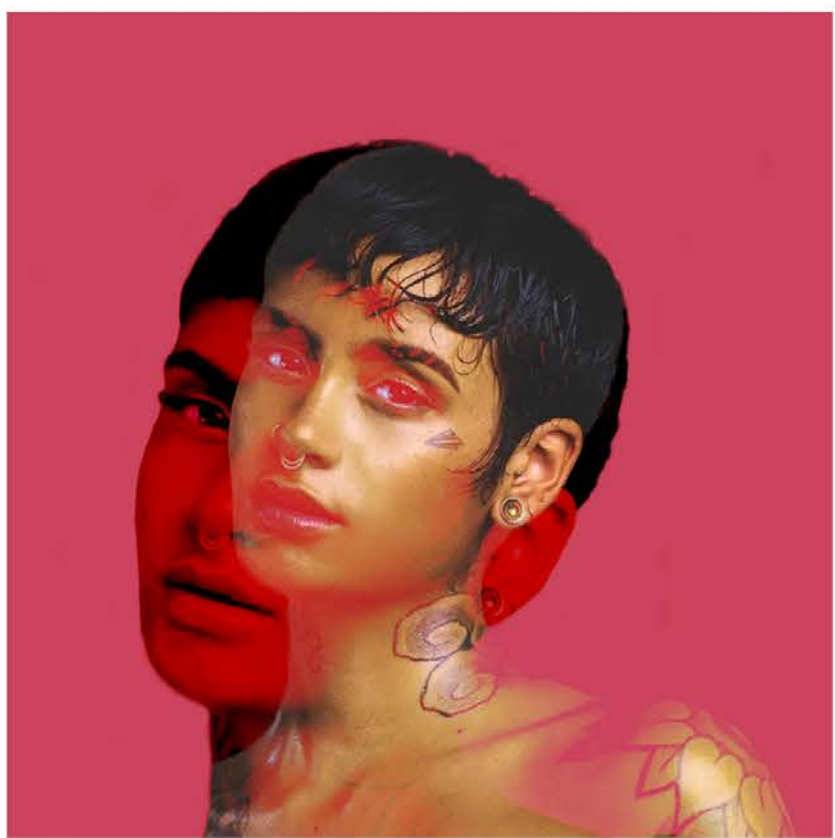
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 12. Escape (3:21)
 13. Too Much (3:49)
 14. Get Like (2:54)
 15. In My Feelings (3:46)
 16. Hold Me By The Heart (3:45)
 17. Thank You (3:49)

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Digital Exploration

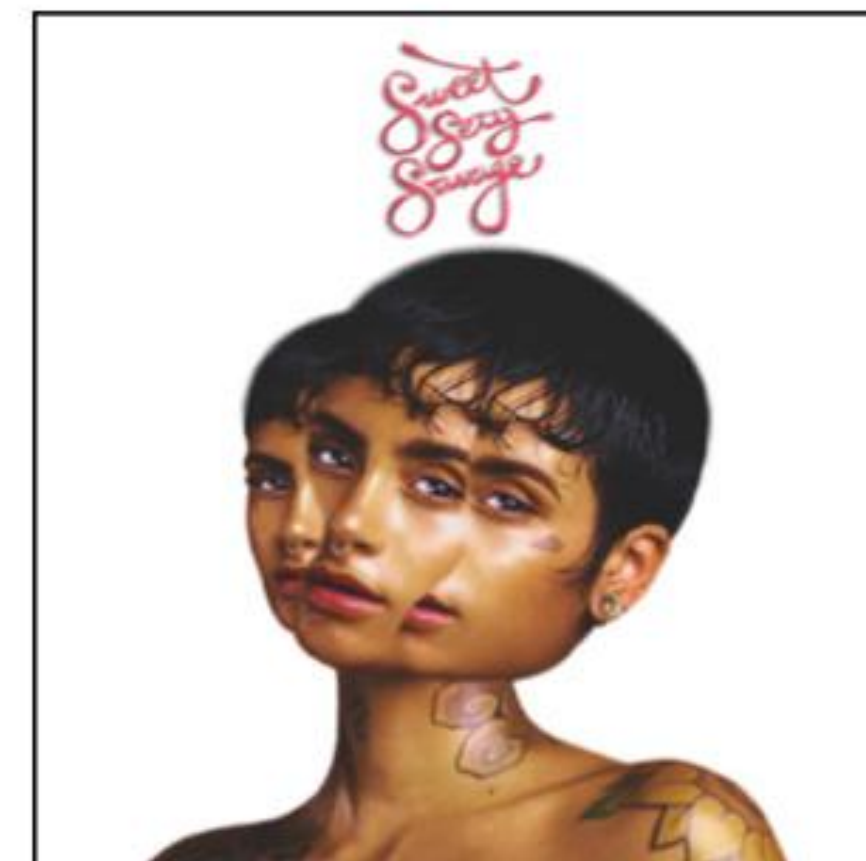
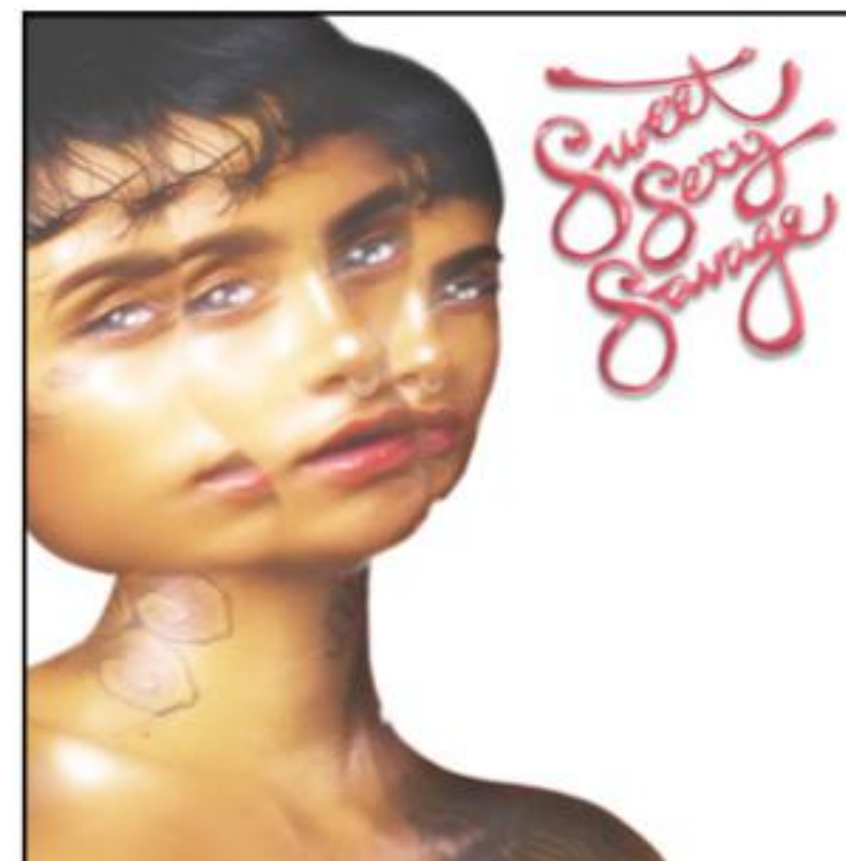
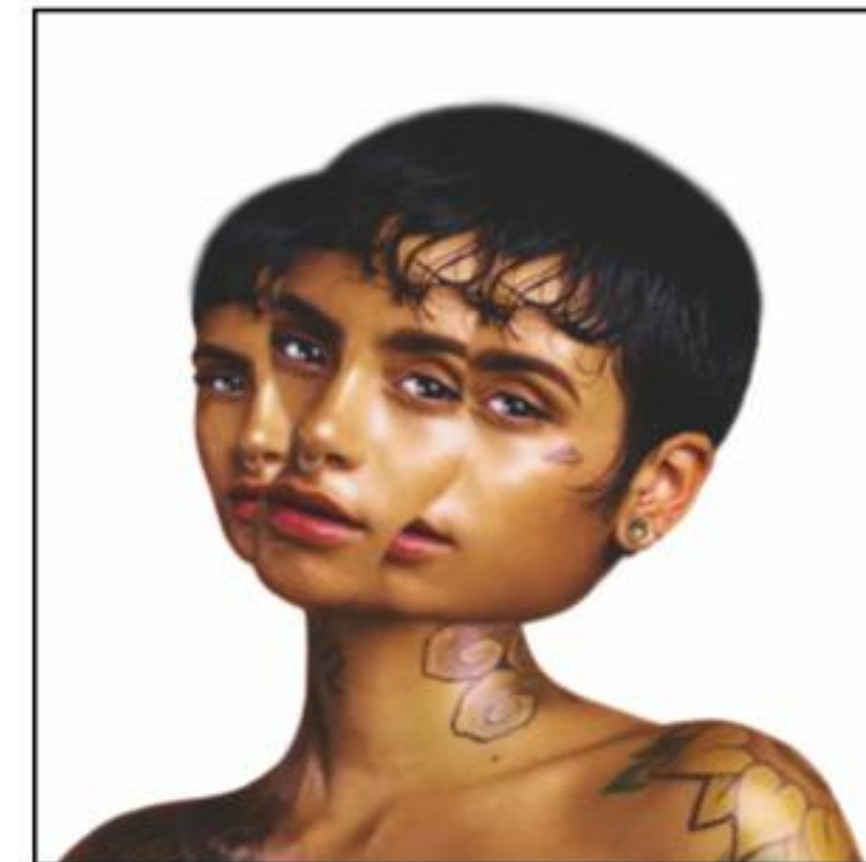
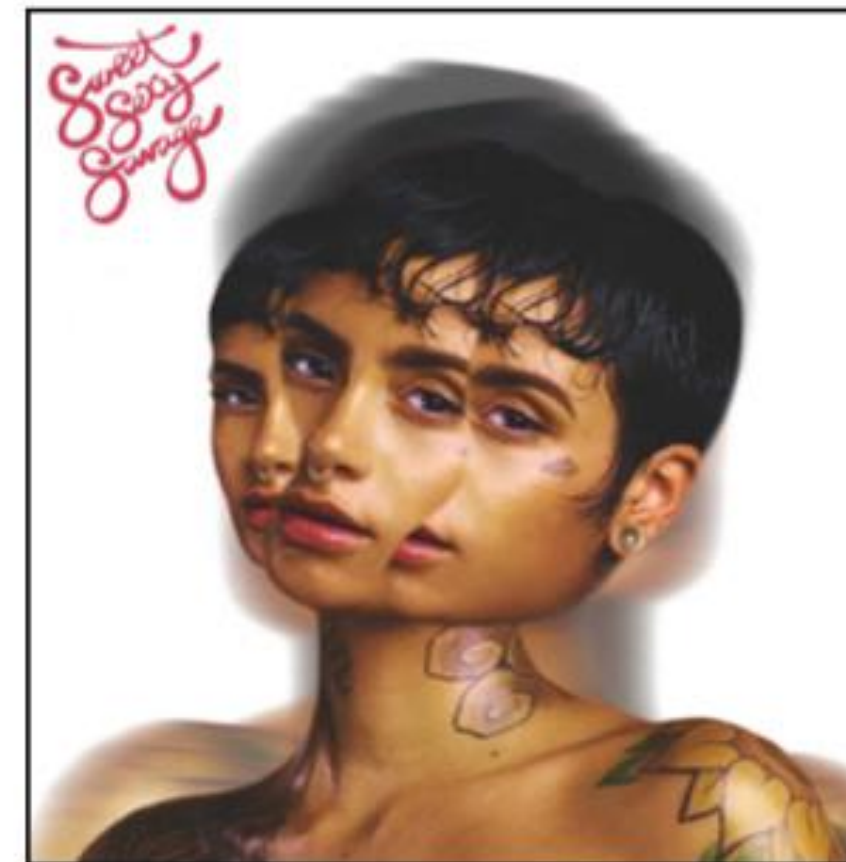
The first round of digital exploration phase consisted of choosing what to put at the forefront - photograph or type? Other things considered were use of imagery, rendering technique, colors, size, and lighting.





Layout

This consisted of trying to find balance between the presence of the wordmark and the portrait.

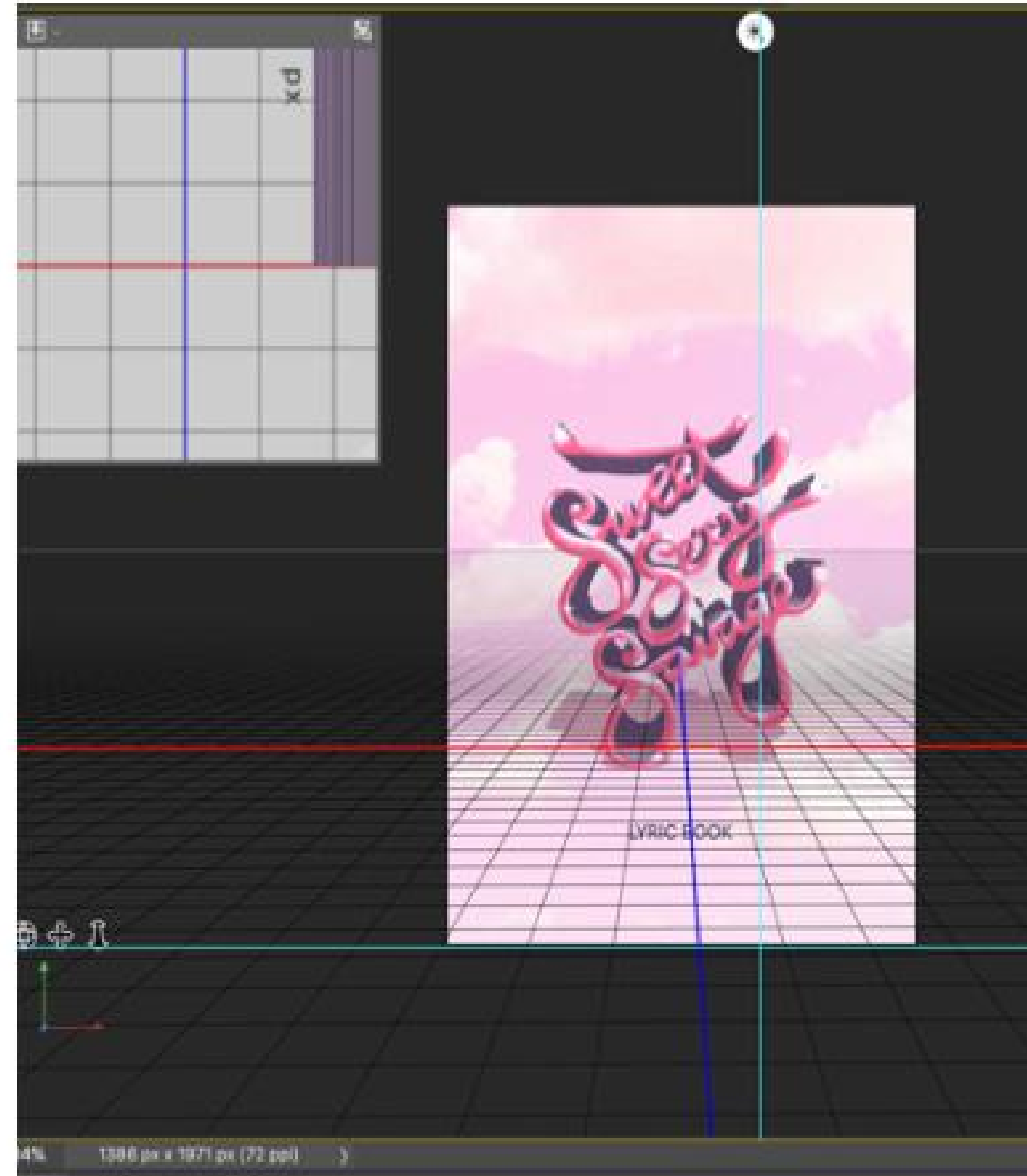


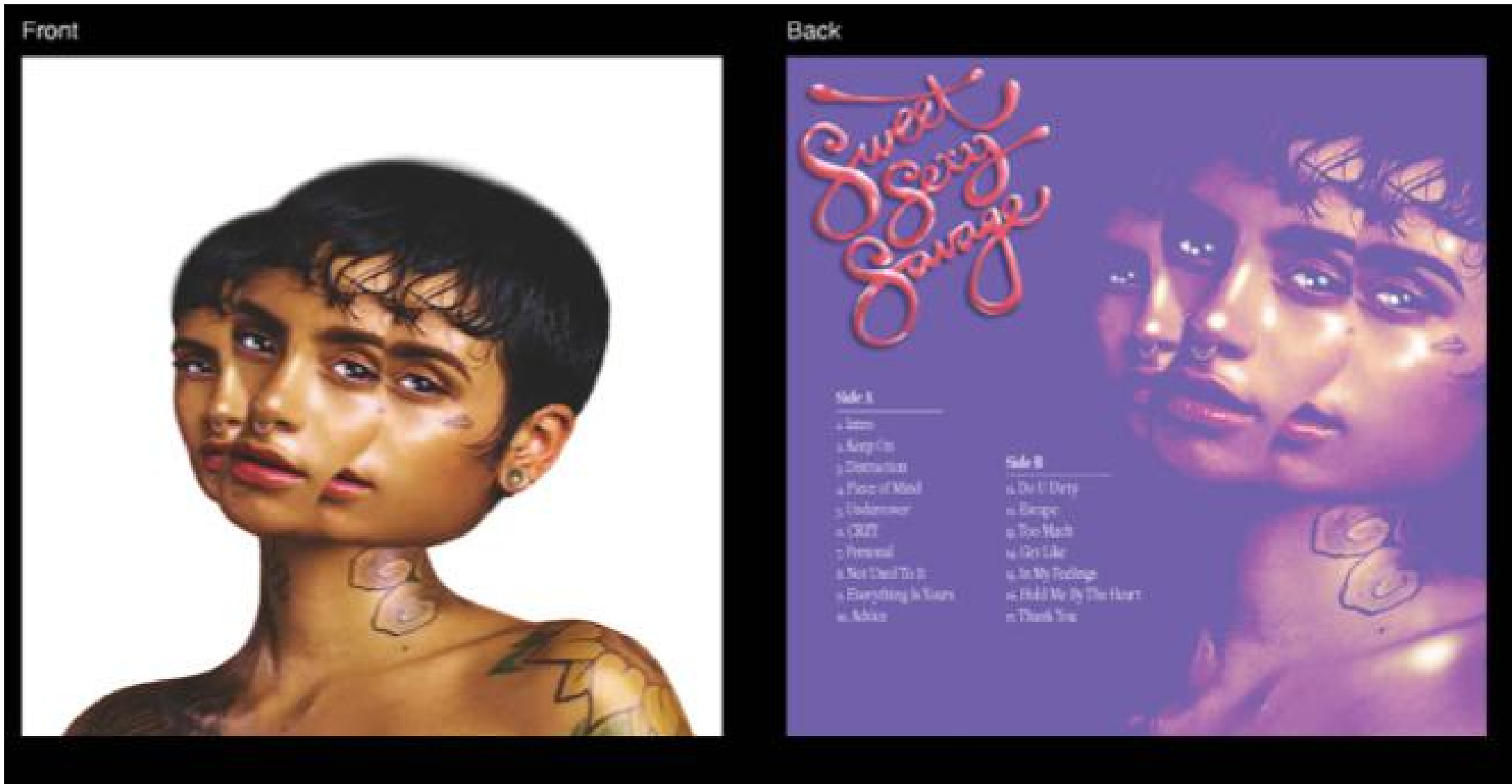


This layout exploration focused on the type for the center of the vinyl. As a result, the wordmark was tweaked to be in horizontal form to differ from the version on the back of the final album sleeve.

Experimentation

For the cover of the lyric book, my goal was for the type to differ than the album while remaining in its element. As a result, I pushed the custom type further and gave it even more dimension through tools in photoshop.





Mockups

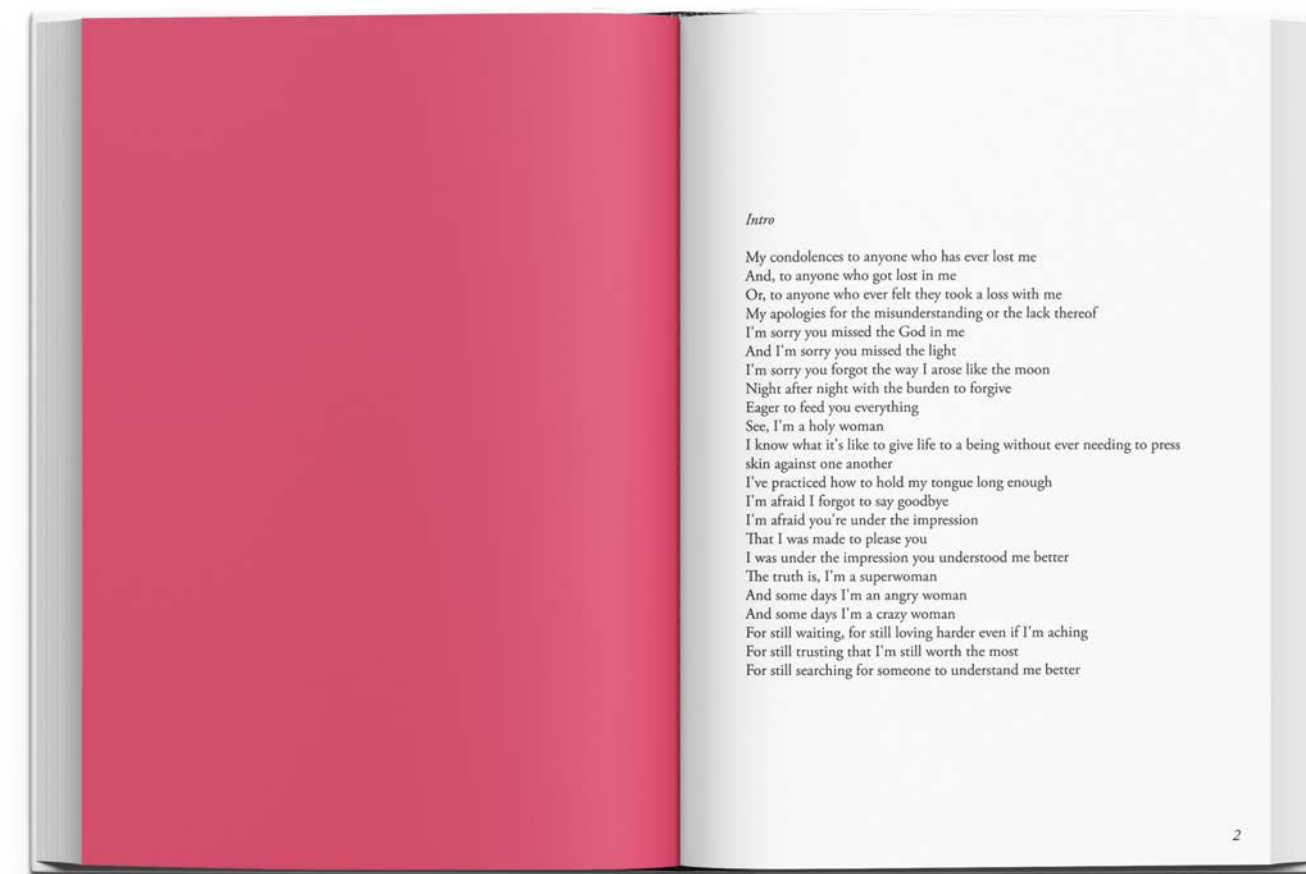
These first couple mockups show significant changes in art direction, imagery, color, type, and hierachy.



Refinements

After getting a better feel for which direction I was headed in, I continued to work on needed adjustments. These included type, color, size, hierarchy of elements, and background choice. While doing so, I was focused on the mood I was aiming to convey.

While embracing change with continuous refinements, I made my way to the final designs shown previously!



Thank You!