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*kgould@
pdx.edu*

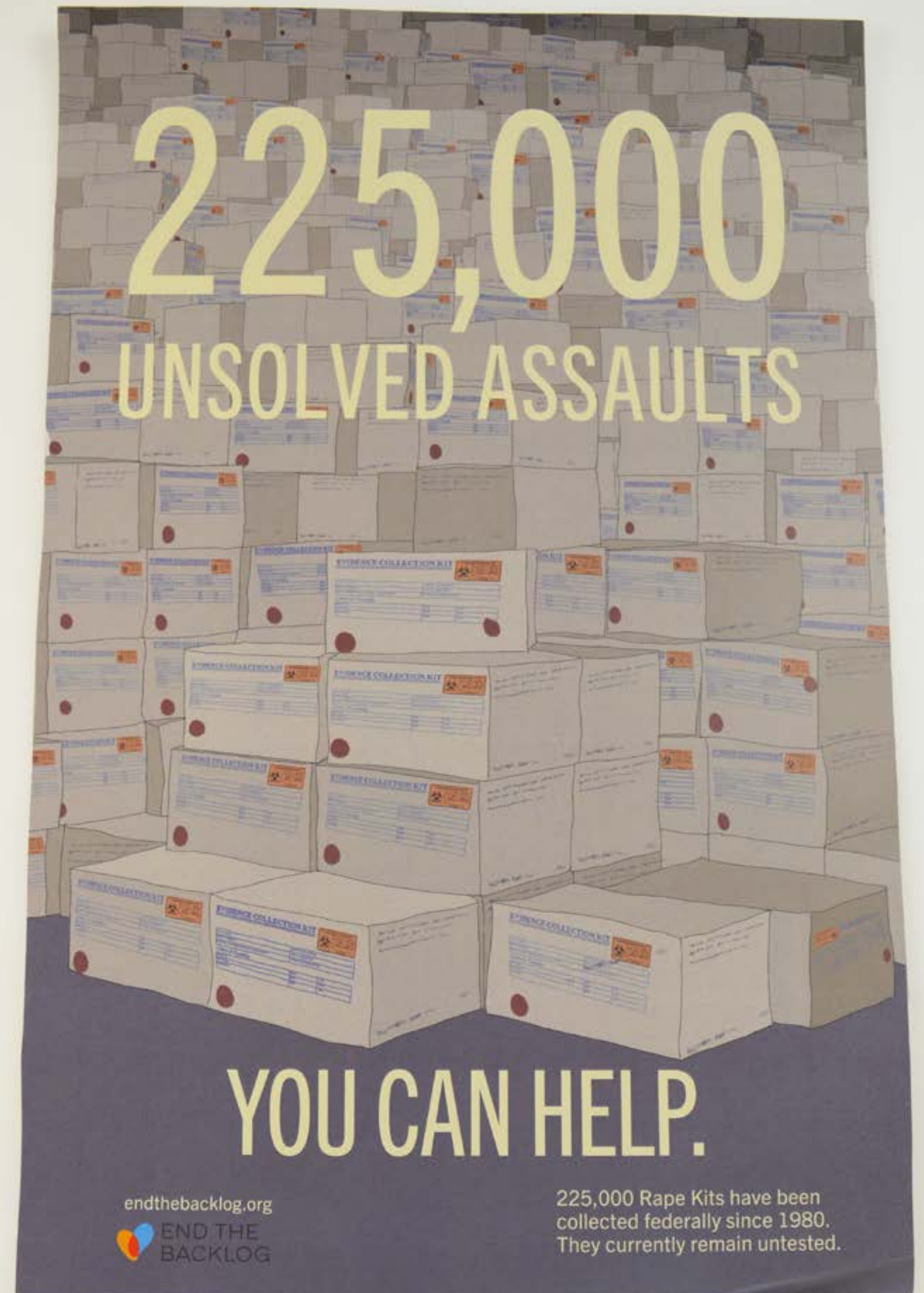
END THE BACKLOG

Promotional Material / ART 210 / PSA Poster Assignment

1



For this project, I was inspired by a non-profit organization called "End the Backlog" which seeks to test the plethora of untested rape kits that have been collected federally. This is an issue I care about and an organization which is doing amazing things, so the desire to create promotional materials for them was quite natural. I wanted to convey a sense of the sheer magnitude of untested kits and the invasive nature of the kits themselves which is why I highlighted the contents of the kit in one poster and the number of untested boxes in another. My main motivations in designing these were to make the message as clear and impactful as possible without becoming voyeuristic or disrespectful to the subject matter, and, should the viewer require more information, to offer the option of a pamphlet for further education.



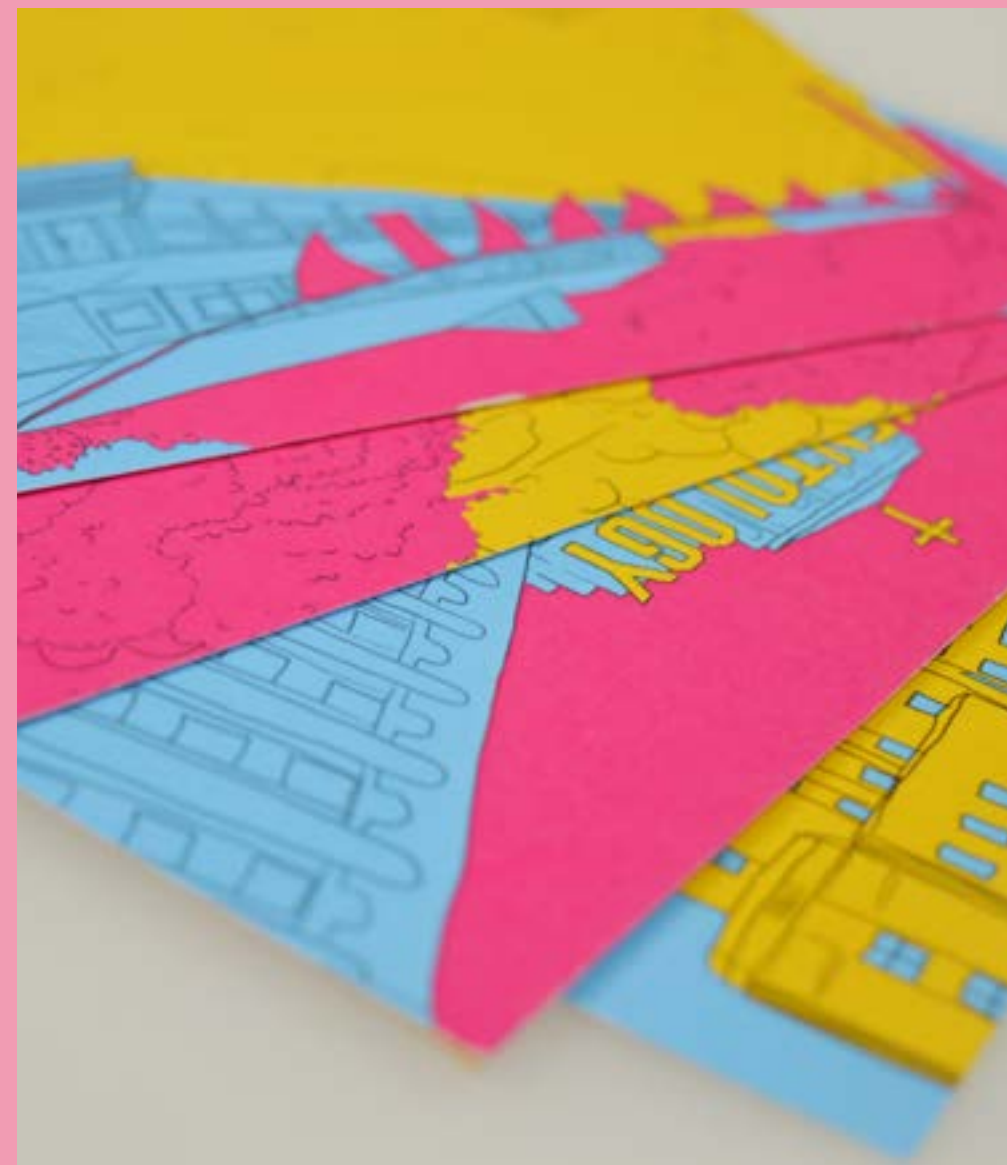
CULT NONSENSE

Zine, Postcards, and Buttons / ART 224 / Zine Project

2



My "Cults Nonsense" project was borne of a deep hatred for the "church" of Scientology and was my first step into the medium of zines. This project posed several challenges to me, mainly in how to add a weird and whacky touch to the zine itself without feeling like I was glorifying the subject matter. In the end, I decided to place the focus on my illustrations, keep an extremely limited color palette, and experiment with expressive and odd typography to get my points across. Overall, this is a sarcastic package to educate curious people about how crazy cults are and, hopefully, discourage readers from joining one.



SALT AND SONS BRANDING

Soap Bar, Serum, Liquid Soap / ART 254 / Soap Project

3



"Salt and Sons" is a soap brand which grew out of my image of the consumer and the store it would be sold in. I wanted to create a product that trendy crafts-people and outdoors-people could use, and which would look at home on the shelves of a Whole Foods or in the Carhartt store. Basically, I made this product with my roommates, who have a self described "forest lesbian" aesthetic, in mind, always asking myself if the packaging would look at home on their bathroom counter or in the pocket of their denim jacket.



SHIFT MAGAZINE GROUP PROJECT

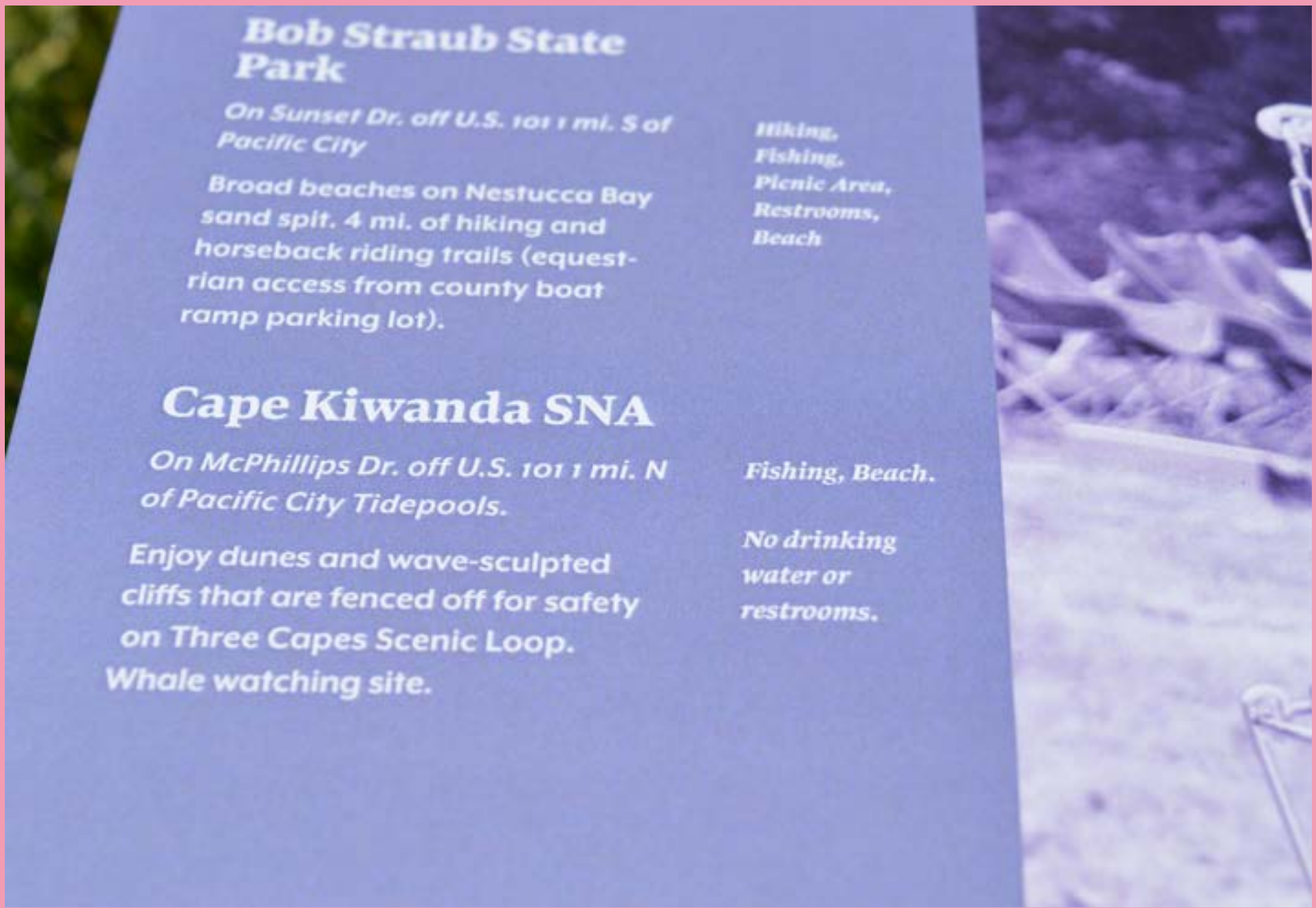
Magazine Spread and Poster / ART 254 / Magazine Group Project

4



For a Type 254 assignment, three other Sophomores and I worked on a magazine to highlight female designers. We focused on the changing arena of graphic design and the "shift" towards a more inclusive industry. We came up with a color-coded organizational system to differentiate the designers but follow a similar set of overall rules. This project is one of my favorites – it showcases how functional and fun a group of designers can be, and how I can come out of my comfort zone when working with others.





For my Portland Parks and Recreation Guidebook, I wanted to steer away from the crazy colors and illustrations which make up a large portion of my work and let beautiful photos of Oregon speak for themselves. I enjoyed learning different photo treatment techniques and forming both a type and color system to divide the content and information into easily digestible chunks.



ALL ELVIS ALL THE TIME

Record Covers, Cassette, Poster / ART 210 / Inspired by Taxonomy Project

7



One of my biggest passions in life is, completely without irony, Elvis and all the ridiculous memorabilia associated with the King. So, for my taxonomy poster assignment in ART 210 I thought I ought to make some memorabilia of my own and draw a huge array of Elvis in various iterations of his career. After completing the record assignment in ART 224, I decided to combine my two projects and create a Frankensteined Elvis retrospective collection, which is basically my ideal Elvis album, and package it for a modern audience while remaining loyal to some of the cheese and camp which made it so great in the first place.



