# PORTFOLIO 2020

# KATIE STORMENT

# TABLE OF CONTENTS

## **CONTACT INFORMATION**

E-MAIL: EMAIL@PDX.EDU PHONE: (503)123-4567 STUDENTID#: 123456789

### 49 PROJECT SEVEN HARBOR BAY COFFEE

- 39 PROJECT SIX EON OF NEON CURATION
- 35 PROJECT FIVE RUMOURS ALBUM
- 17 PROJECT FOUR CORACAO CHOCOLATE PROCESS/RATIONALE
- 11 PROJECT THREE ASPCA REPORT
- 6 PROJECT TWO NECTAR SOAP
- 1 PROJECT ONE Shift Magazine

# 5 7 6 DES 254 SHIFT MAGAZINE

Shift is a group collaboration worked on in focus of honoring women typographers—of all of their accomplishments and rise to fame, this piece portrays each of their progressions in the typographic world, seeming to "*shift*" it to be more of an inclusive industry. Made to inspire other typographers, type enthusiasts, artists, and graphic design students.



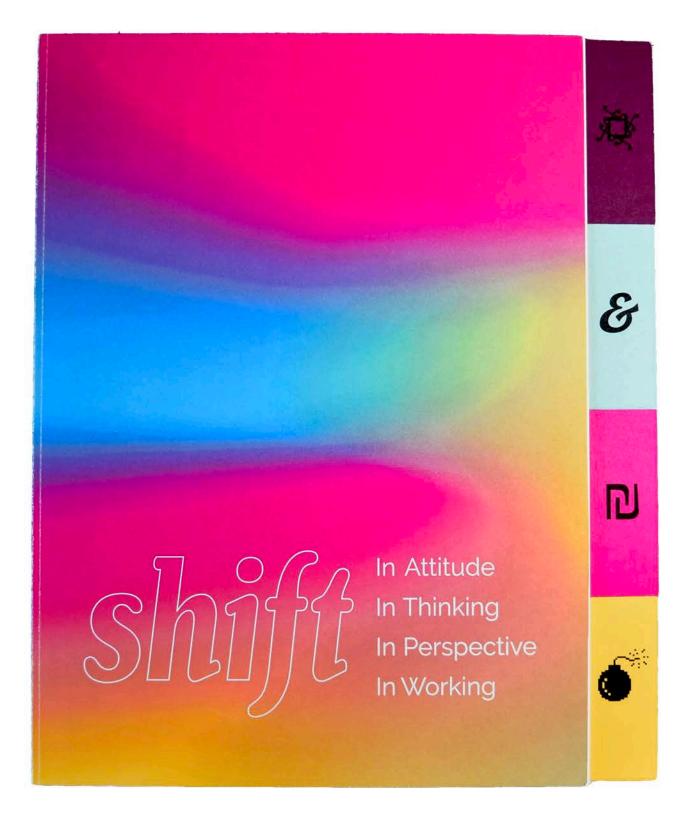
# **SOLUTIONS**

110 lb Gloss Cover Encasement 9"x 12" Perfect Bound Magazine 32 lb Gloss Text Paper Raleway Light & Henriette Bold Italic Modified Images Obtained by Google























Sara Solskone is a Canadian type designer who worked with Hoeffler & Frere-Jones in their type foundry and helped make iconic fonts, such as Gotham. She received an MA from the University of Reading in 2003 and, since working with Hoefler & Frere-Jones, she has taught in the Yale arts program, the Book Arts Institute, the New York School of Visual Arts, and the Cooper type Certificate Program. She is now teaching and working as Senior Designer at Hoeffler & Co in addition to teaching.





Being the totally cool person she is. Solskone was one of the designers responsible for king some gorgeous fonts

"Yes, it's funny how this works. Sometimes there is just a small pebble on the tracks that will steer the entire train in a different direction. One of my best friends since junior high is the son of Hansjörg

Stulle, one of the premier typographers in Stuttgart at the time. So I got to peek at specimen books, see ypesetters with lamb chop side urns, wide neck ties and these short sleeve, button down dress shirts crank it out on Berthold workstations. Just and Erik went by the name of Letterror and were just about to explode into fame with their random typefaces, low-res animations and a completely fresh way to think about design. I just knew immediately that I needed o move to the Netherlands and study at the kabk. The rest, as they say is history."

A couple of years ago in Basel you told ne that Gerrit Noordzij's «The Stroke of the Pen» is a seminal work for type designers. Is Noordzij still relevant?

"Certainly, if I had to recommend one single book to explain type, this would be it. Noordzij seems like a lovely man who will just stubbornly insist on using his own head. He has given a singular impulse to design. I know what you mean but I am not sure retro is a label I would feel entirely comfortable with. When I did an internship in Hansjörg's shop right after school, I was able to get my hands



two events we would not have the rich biotope of young, independent type designers completely reinventing an entire industry."

dirty and that's

van Rossum and

who had just

how I caught the

bug. Then in 1989

Erik van Blokland.

graduated from the

kabk and were very

young, very smart

and lanky Dutch

Design, which at

the time consisted

the impact of his

same level as the

hinking is on the

proliferation of the

oc. Without these

interns at Meta

of only three or

four designers.

n my mind

in Berlin I met Just

What role does your handwriting and sketching play in the development of your typefaces.

I am borderline dyslexic. In grade school learning how to write was a nightmare and I never developed penmanship beyond, say third grade level. It is embarrassing. You can imagine how my mind was blown when I was able to print the first words in my own typeface. Type design has finally enabled me to make my language look the way that I feel as a person.

I also really love sketching. I find drawing to be the most direct way to have a conversation about type with yourself or with each other. Unfortunately I don't get to practice this a lot outside of the classroom".

Excerpt from interview by Wolfgang Wick and appearing in Slanted magazine.



6



Being the totally cool person she is, Solskone was one of the designers responsible for the typeface "Gotham" which most famously was used in the Obama 2008 presidential campaign and in the opening credits to Saturday Night Live. Solksone is a true collaborator, creating many fonts across the span of her career with varying degrees of help and and input from others. My personal favorite is her font "Verlag" which is just beautifully crisp and clean. Overall Sara Solskone is a mysterious woman with a rather short Wikipedia page, but has nevertheless participated in making some gorgeous fonts.

Why did you become a type designer? "Yes, it's funny how this works. Sometimes there is just a small pebble on the tracks that will steer the entire train in a different direction. One of my best friends since junior high is the son of Hansjörg

Stulle, one of the premier typogra-Stulle, one of the preimer typogra-phers in Stuttgart at the time. So I got to peek at specimen books, see got to peek at specifien books, see typesetters with lamb chop side burns, wide neck ties and these short sleeve, button down dress shirts crank it out on Berthold workstations. Just and Erik went by the name of Letterror and were just about to explode into fame with their random typefaces, low-res animations and a completely fresh way to think about design. I just knew immediately that I needed to move to the Netherlands and study at the kabk. The rest, as they say is history."

A couple of years ago in Basel you told me that Gerrit Noordzij's «The Stroke of the Pen» is a seminal work for type designers. Is Noordzij still relevant?

"Certainly, if I had to recommend one single book to explain type, this would be it. Noordzij seems like a lovely man who will just stubbornly insist on using his own head. He has given a singular im-Pulse to design. I know what you mean but I am not sure retro is a label I would feel entirely comfortable with. When I did an internship in Hansjörg's shop right after school, I was able to get my hands

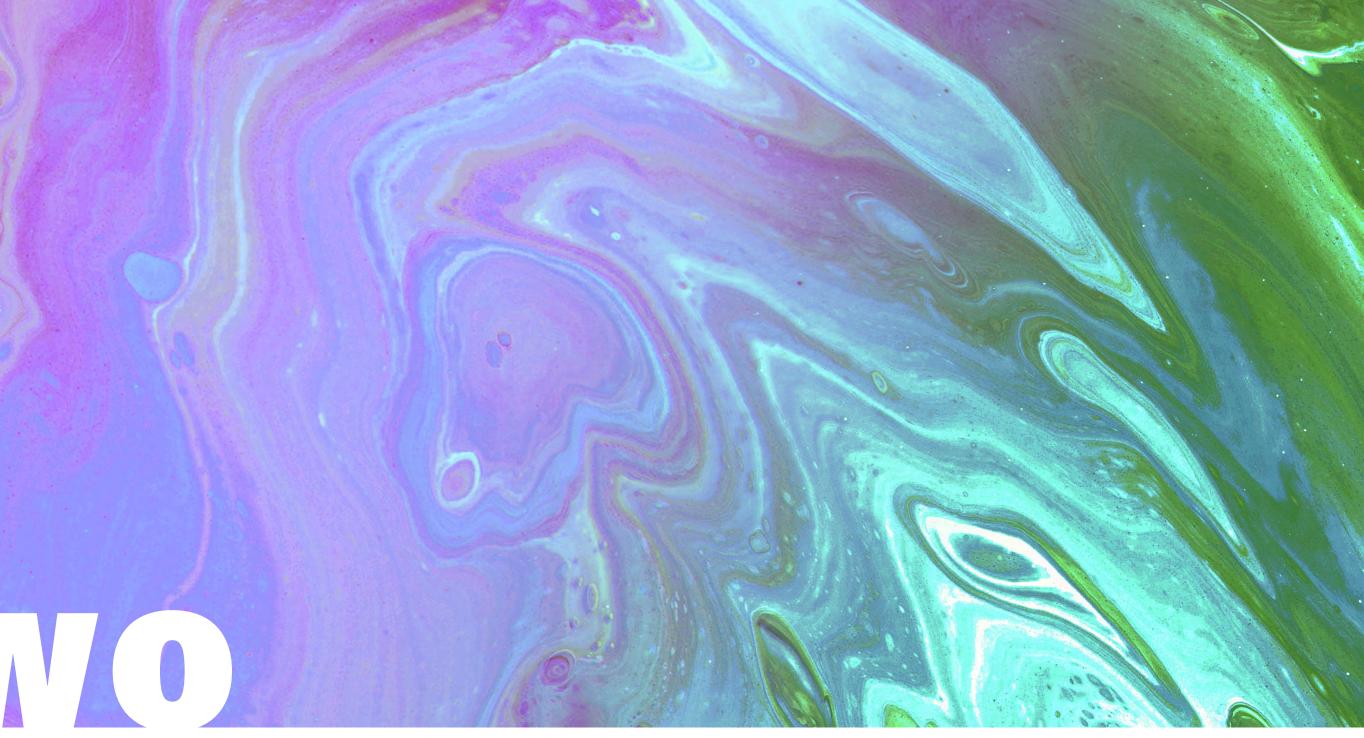






# DES 254 NECTAR SOAP

Nectar is an all natural soap brand whose main mission is designing a high quality, natural, medicinal soap. It is made available for all consumers who suffer from a range of skin, muscle, and inflammatory problems; helping them evolve, blossom, and thrive in their lives. Furthermore, leaving their skin to feel lighter, hydrated, and smooth to the touch.



# SOLUTIONS

3 Soap Scent Profiles
80 lb Matte Cover Box Packaging
60 lb Gloss Cover Sleeve
Handrawn Illustrations
Modified Images Obtained by Unsplash











series of soaps that are extremely EVOLVE.

skin, breakouts, and inflammation. Leaving their skin softer and even, with enough radiance for them to start to **blossom** with confidence. **INGREDIENTS:** Honey, Apricot Oil, Vanilla Oil, Olive Oil, Almond Oil, Palm Oil, Coconut Oil, Sunflower Oil, Argan Oil, Castor Oil, Lye, Water.

# BLOSSOM. THRIVE.













NECTAR's mission is to design a series of soaps that are extremely moisturizing and hydrating even to the driest of skins. This honey-infused soap is naturally soothing, and nourishes damaged skin while still creating a scent that you love.

### BLOSSOM. THRIVE.











NECTAR's mission is to design a series of soaps that are extremely moisturizing and hydrating even to the driest of skins. This honey-infused soap is naturally soothing, and nourishes damaged skin while still creating a scent that you love.

Eucalyptus and Spearmint forms a clean scent, with a hint of rich suffer from muscle soreness, and suffer from muscle soreness, and high levels of stress in their lives. Relaxing their body and creating a feeling to help **evolve** themselves in their day to day endeavors. **INGREDIENTS:** Honey, Eucalyptus Oil, Spearmint Oil, Olive Oil, Almond Oil, Palm Oil, Coconut Oil, Sunflower Oil, Argan Oil, Castor Oil, Lye, Water.

### EVOLVE. BLOSSOM. THRIVE.

### INGREDIENTS:







# DES 200 ASPCA REPORT

This piece is of the 2018 Annual Report for the Non-Profit: (ASPCA) The American Society for the Prevention of Cruelty to Animals. Displaying all of their statistics of their growth and accomplishments throughout their different branches of the whole ASPCA organization, all within the year of 2018.

## SOLUTIONS

8"x 8" 65 lb Gloss Cover Paper 8"x 8" 60 lb Gloss Text Paper ITC Officina Sans Std & PF DinText Pro Images Obtained by ASPCA.org

**The Mission of the ASPCA** is to Provide Effective Means for the Prevention of Cruelty to Animals Throughout the United States. | ASPCA 2018 ANNUAL REPORT | ASPCA.ORG |

### FROM THE **PRESIDENT'S OFFICE**

The year 2018 was one of great accomplishment for the ASPCA and our lifesaving mission—not just in terms of the number of animals we were able to save, rehabilitate and protect, but also in terms of the ambitious plans we established with future impact in mind. By design, many of our short-term successes plant seeds and set precedents for attaining even greater, ultimate outcomes for animals in need.

The opening of our permanent ASPCA Behavioral Rehabilitation Center (BRC) near Asheville, North Carolina, is a strong example of this forward-thinking approach. This 28,000-square-foot campus is the first-ever facility dedicated to the rehabilitation and study of extremely fearful, homeless dogs, and its focus is as much about training shelter professionals as it is about treating at-risk animals. In the BRC's Learning Lab program, shelter staff from around the country visit to learn scientifically based rehabilitation techniques and sheltering protocols to share and implement in their communities. This expands the practice of effective behavioral rehabilitation and creates new hope for at-risk dogs nationwide.

Our commitment to training is an integral part of our partnerships with law enforcement agencies and emergency responders around the country, and of course is the central objective of the ASPCA Spay/ Neuter Alliance, which pioneers high-quality, high-volume surgical techniques and teaches them to veterinarians and other animal care professionals.

As you'll see in this 2018 Annual Report, we were busy throughout the year caring for victims of cruelty and disasters, advocating for more effective local, state and federal laws and regulations, relocating tens of thousands of animals to regions where there's higher demand for adoptable pets, and taking decisive action to protect vulnerable horses and farm animals from a range of threats.

In New York City, we made substantial and, in some cases, record-breaking progress for animals through the work of the ASPCA Animal Hospital, the ASPCA Adoption Center, the Canine Annex for Recovery & Enrichment and our Kitten Nursery. We're also evolving our targeted Community Medicine and Community Engagement work in Los Angeles, Miami and New York City in ways that will take remarkable shape over the next few years. This is just a snapshot of our overall efforts in 2018, so I invite you to learn more in the pages of this Annual Report.

As you do, please know that behind every ASPCA program are hundreds of staff members committing themselves personally and professionally to the cause of helping animals in need.

Your support is critical to the success of those efforts, and I'm very grateful for it.

Thank you.

| ASPCA 2018 ANNUAL REPORT | ASPCA.ORG | 1





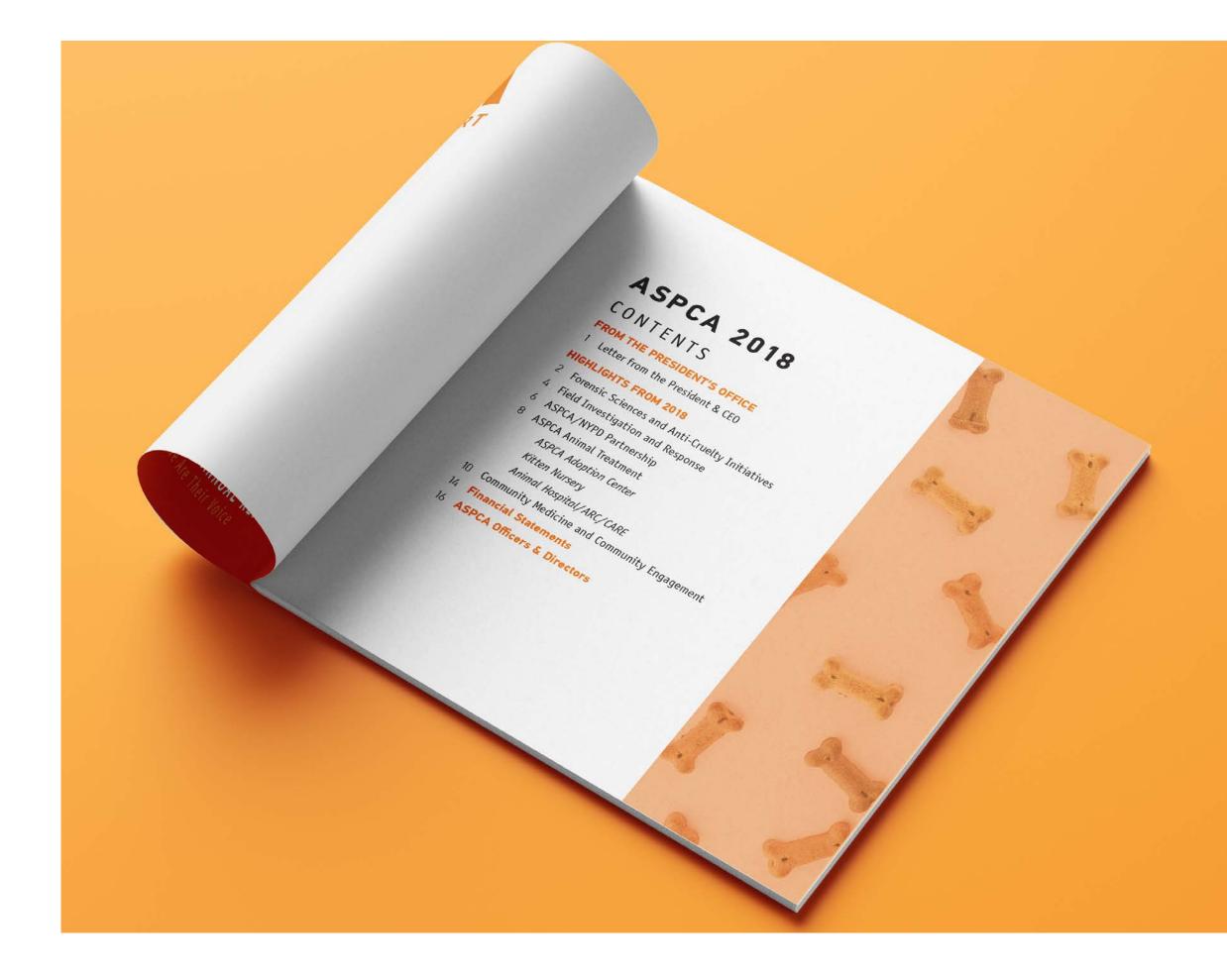




















### FIELD INVESTIGATION **AND RESPONSE**

2018 HIGHLIGHTS



### FIELD INVESTIGATIONS AND RESPONSE

In 2018, the Field Investigations and Response (FIR) team deployed to 23 operations across 15 states.

These included multiple animal cruelty cases and disaster responses involving wildfires, hurricanes and a volcano eruption in Hawaii—all while juggling multiple temporary shelter operations across the country.

In total, the FIR team sheltered and provided daily care for over 5,200 animals. The FIR team responded to

Picture: ASPCA Assists in Rescuing At-Risk Animals by Kincade Fire in California



ASPCA 2018 ANNUAL REPORT | ASPCA.ORG | 5

hours by 918 unique responders in the field.









Coração is a brand inspired by the history, spirituality, and the liveliness of Peru. Designed to represent Peru's use for bright, contrasting colors—like their native textiles. Marketed towards those who prefer something exotic, healthy, and daring, yet still want to have their chocolate needs satisfied.

# SOLUTIONS

3 Different Chocolate Profiles3.5"x 6" Encasement Packaging80 lb Matte Cover PaperHandrawn Illustrations





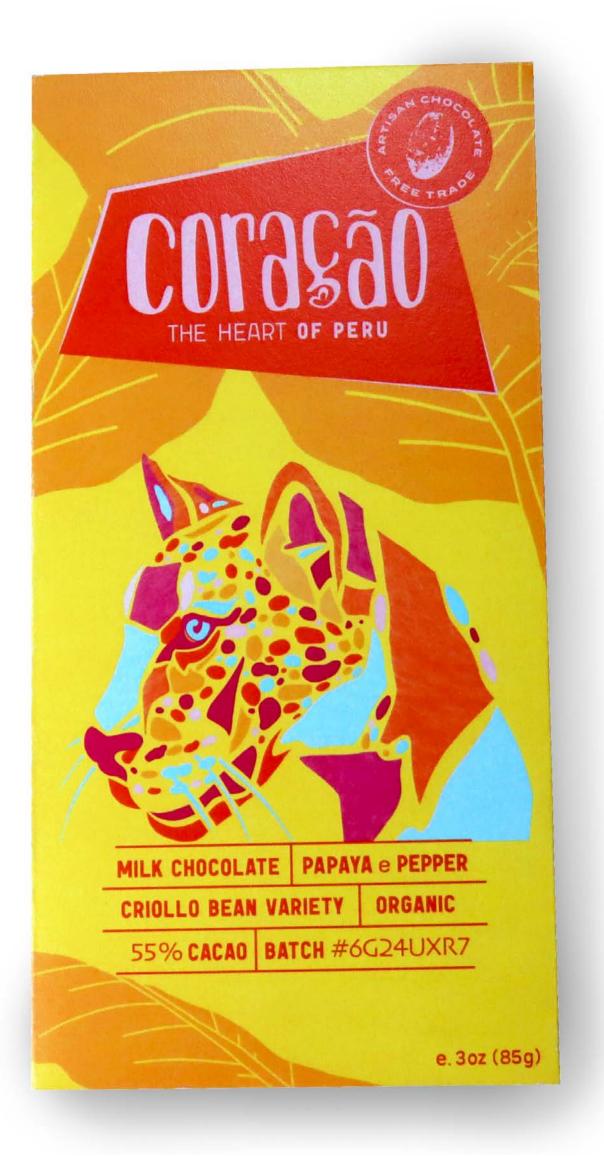












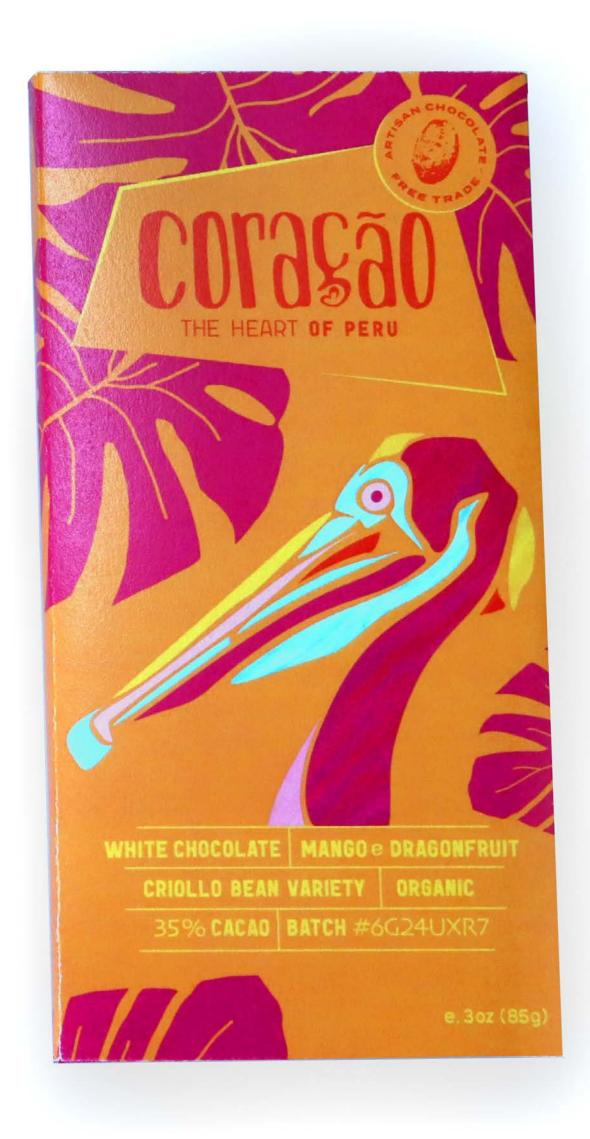
















•

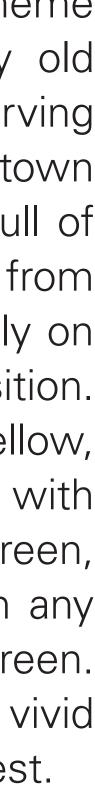






# CORAÇÃO RATIONALE

Coração is a brand that was conceptualized on the spirituality from that you won't have to worry about later on. The theme of the geometric realism illustrations were inspired by old and nature of Peru. Peru is a country full of all different kinds and varieties of flora and fauna. As well as a country with a Inca drawings that I researched online, as well as observing great history, and current rising chocolate industry—due to its patterns that are still created today in textiles in peruvian town markets. The textiles that the native people create are full of well known delectable chocolates that are produced globally. The concept was to create a chocolate with cacao that could many colors, and are very bright—though to stay away from only be harvested within the jungles of Peru, mixed with exothaving a clash of color, I kept a range of six colors, mainly on ic fruit flavors either extracted or blended within the chocolate the warm side of the palette to have a welcoming composition. mold. Which all would be easy to consider with Peruvian land These colors have two oranges, a light and a dark; a light yellow, being so diverse with its soil. This product would then be marlight pink, dark maroon, and a light baby blue to contrast with keted to those who prefer something that is more adventurous the warm colors. I wanted to stay away from the use of green, and healthy, yet still want to have their chocolate needs satisfied. warm or cool toned, because it always seems that with any These bars could be ones that you take for yourself after a tough jungle themed packaging it has an overly abundant use of green. So to differentiate my brand from the others, using this vivid post-workout, or just something that you want to have after a long day to relax. Either way, these chocolate bars were created and radiant palette—it was made to stand out from the rest. in mind to have an invigorating, delectable choice to choose







Chosen Moodboard and Color Scheming—*Coração Peruvian Chocolate* 26



WORLI MILLINS MU relationship consumer small Secondary elements × 10 COLACIO -icon -symbol -border "Aji papaya" x "Mango Pussion Mahan "papaya peppe atie Storment "passion Mango Portugese -illustration - pattern Nutrition Facts notavel - remarkalole "Berry Boost " pour Revitalize 1 dedicação - dedication Idevotion chocolate Sourcing: 5:0 7:00 (West Africa) - Cocoa farmers \* "Agai Grawaberry aliga-calma amawaña-love -Blich has some alternative are being trapped in the chocolate Print/paper elements such as foil industry in Côte d'Ivoire and Ghama Phaghalli - Blosson (Aymara (passiou?) -not a good look T. Mango Y Dragon Fruit huka-coca Paia - Hawaiian coração Quganaka-forest (2) Agai e Guava Coração Perul (13th largest exporter in caocao) & Carica y Asi amarillo Miki - Hawaiian/Sweet -linked back to ancient peru Suss - Sweet/German (Papaya)-Maybe Ceder - Giveway (indulge-portugese (Brozil) -Biological diversity brings Look Into o Coração great potential and diversity to - cultural heritage licons akta - Swedish Authentic Saciar - quench/ rasa - indonesia/taste chocolate //very high quality - Chocolate Farms schnels - german / melt extinguish noragã Famous For - Different Languages oração Coração "Artisan -Heart confection in chaolan - Mythology Itraditions Latitude -Land of the Incas Hakkō - Nature TFamous Landmarks Nibs -Cantua: National Flower SUSS Saflor Portugese \*- Amazon Rainforest Andes TAmazon Temper óração CLASS Peruvian Fruits CHOICES Tumbo - The Sacred Valley/Machu Picchu Chalice How to AVOID (Banana) Dragon Fruit 1 Cultural Appropriation Chocolate Flavors would be considered "The heart of Passion Fruit) (Pitahaya)) as "Bitter, Winey, Fruity" Peru" Coração Coração Guava My 2 (Lúcuma (Avacado?) Secondary elements: animals Be Sensitive to Sacred abjects Andes 3 2 Be careful of the Amazon Animals Aca: Macambo I context in which you (looks like caucao) Andean Ountain Papaya, looks like a flower Nor Capaya, looks like a flower when at in Flicker, use symbols and designs Coração Coração Jaquar, Penquin Carica pubescens Peruvian 3 Give credit and royaltics for ideas you have appropriated when at in half [amingo] pelican Vizcacha ime A: : amarillo peppers) - Chubby rodent 4 Discuss Culturel appropriation in the work place/ word Symbols and 5 Britisher (docent apply) - Be aware of culture potential misuse Tree Frog 10th) Capuchin Monkey Salamanders LORAÇÃO CURAÇAO PERNVIAN CHOCOLATE

### Branding Ideation

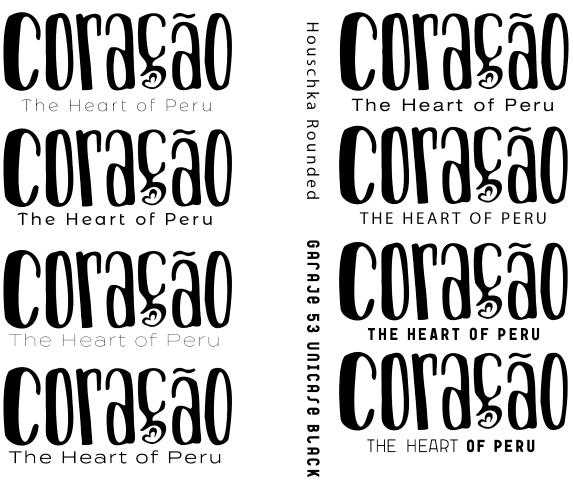
Wordmark Ideation — Coração Peruvian Chocolate 27





COLGŽQO COLGŽQO

The Heart of Peru



COração Cora Cora coração ção cora

THE HEART OF PERU COLGŽGO The Heart of Peru

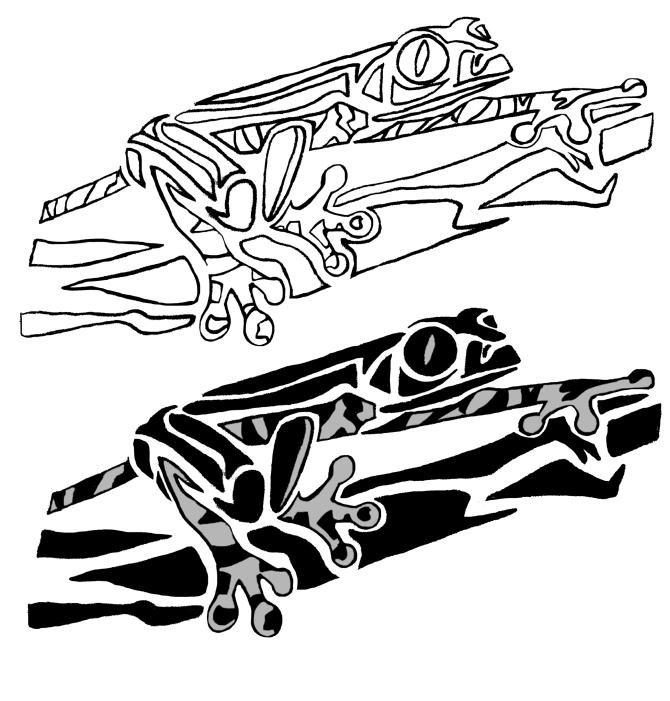
0703-3503

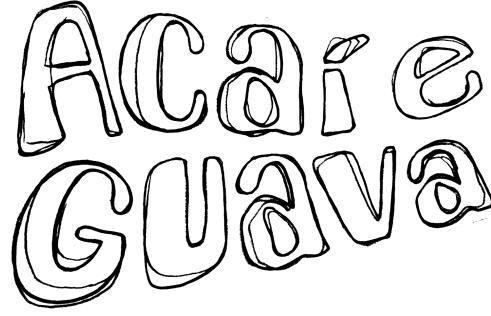
Н П



Wordmark Ideation — Coração Peruvian Chocolate 28















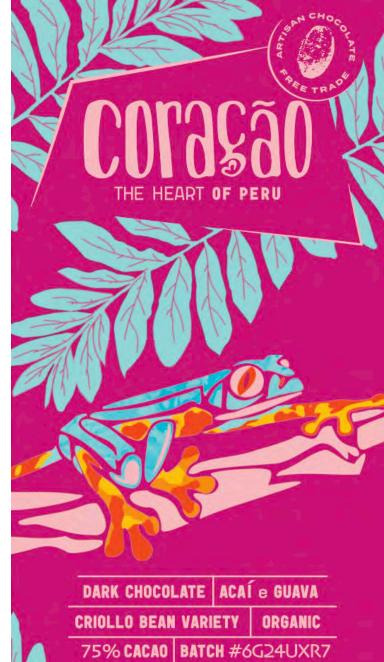






DARK CHOCOLATE ACAÍ Y GUAVA CRIOLLO BEAN VARIETY ORGANIC 75% CACAO BATCH #6G24UX7R

e.3oz (85g)





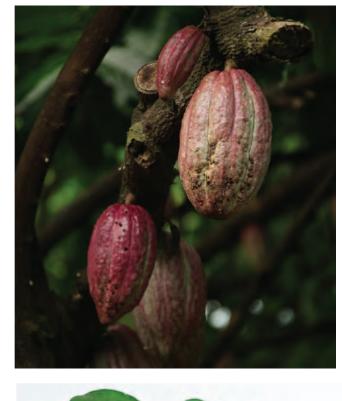


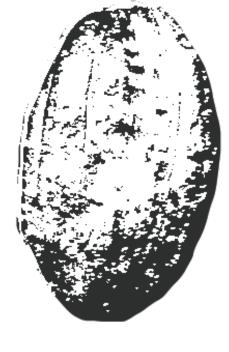
e. 3oz (85g)

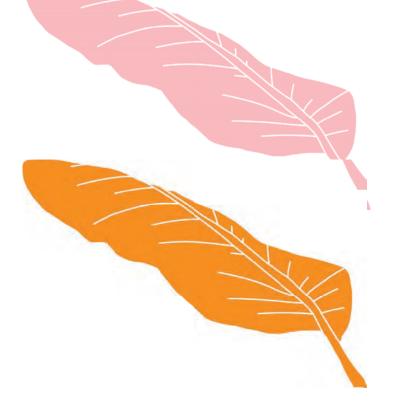








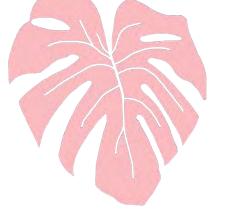




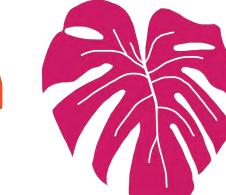








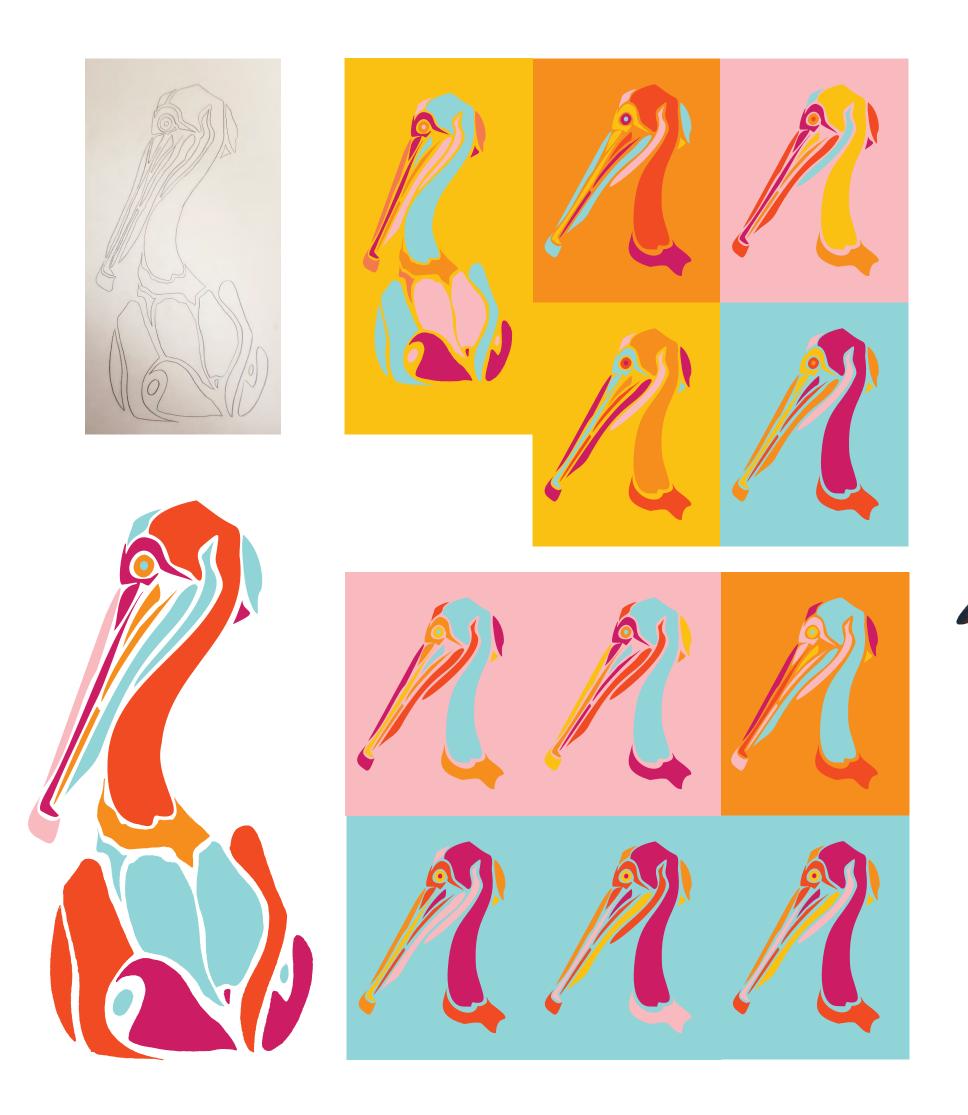










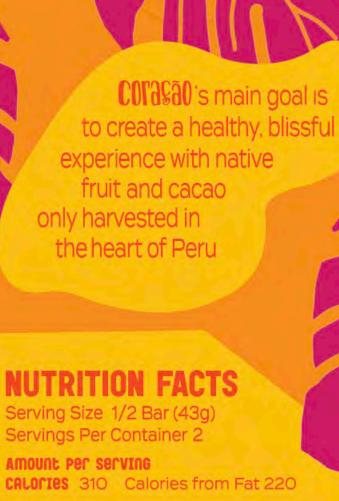












Servings Per Container 2

CALOFIES 310 Calories from Fat 220

%DAILY VALUE*	
TOLAL FAL 24g	37%
Saturated Fat 14g	68%
SODIUM 10mg	0%
TOLAL CARBOHYDRALE 15g	5%
Dietary Fiber 9g	36%
Sugars 10g	
Protien 8g	
Vitamin A 15%	alcium 20%

Not a significant source of trans fat, iron, cholesterol, vitamin C.

\*Percent Daily Values are based on a 2,000 calorie diet.

INGCEDIENTS: Organic Criollo Cacao. Organic Mango (Mangifera Indica), Organic Dragonfruit (Hylocereus Undatus)

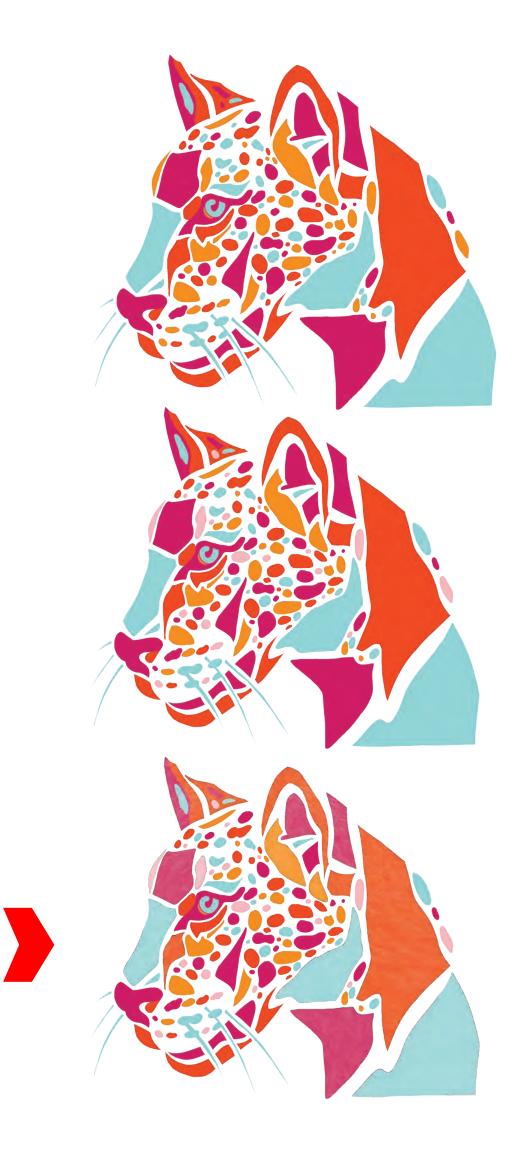


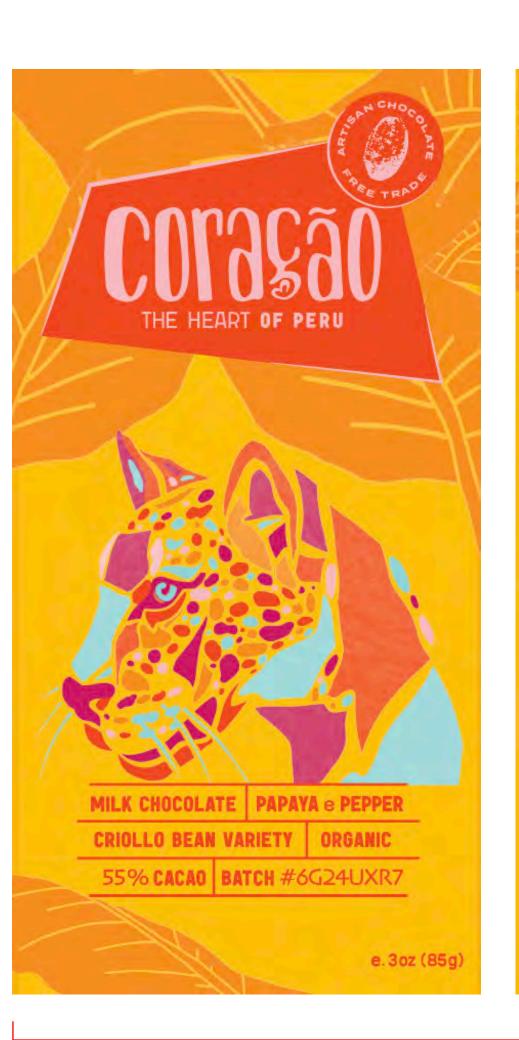


#### Project Four — Process









COTO\$80's main goal is to create a healthy, blissful experience with native fruit and cacao only harvested in the heart of Peru

#### **NUTRITION FACTS**

Serving Size 1/2 Bar (43g) Servings Per Container 2

AMOUNT PER SERVING CALOFIES 310 Calories from Fat 220

%DAILY VALUE*	
TOTAL FAL 24g	37%
Saturated Fat 14g	68%
SODIUM 10mg	0%
TOLAL CARBOHYDRALE 15g	5%
Dietary Fiber 9g	36%
Sugars 10g	
Protien 8g	

Vitamin A 15% -Calcium 20% Not a significant source of trans fat, iron, cholesterol, vitamin C. \*Percent Daily Values are based on a 2,000 calorie diet.

INGCEDIENCS: Organic Criollo Cacao. Organic Papaya (Carica Papaya) Organic Pepper (Capsicum baccatum)

Illustration—Coração Peruvian Chocolate 34





# RUMOURSDES 224 RUMOURS

Rumours is an album re-design project of the Classic Rock band Fleetwood Mac. Its main illustrations are made up of an interpretive dance of the underlying themes of the song list and album itself. Creating a visual story of a relationship's inner turmoil of an unhappy love story with a happy ending.



#### SOLUTIONS

12" Album Packaging4"x 4" Vinyl StickersSweet Sans ProHandrawn Illustration



#### Project Five—Rumours 36







#### Project Five—Rumours 37







#### RUMOURS Fleetwood Mac

SIDEI 1. I Don't Want To Know 2. Dreams 3. Never Going Back Again 4. Don't Stop 5. Go Your Own Way 6. Songbird

Fleetwood Mac

Lindsey Buckingham

Stevie Nicks Christine McVie

John McVie

Mick Fleetwood

SIDE II 7. The Chain 8. You Make Loving Fun 9. Second Hand News 10. Oh Daddy 11. Gold Dust Woman

REPRISE RECORDS A Warner Music Group Company. 3300 Warner Blvd. Burbank CA, 91505–2494; 1290 Avenue Of The Americas, New York NY. 10104–0012.

#### Project Five—Rumours 38



# DES 225 THE EON OF NEON

The Eon of Neon is an exhibit on the science, history and the makings of neon signage. Explaining the why, when, and how the inner functions of neon work. It is targeted towards the people who enjoy science, an array of colors; retro and modern signage, and being fully immersed in an event.

#### **SOLUTIONS**

Neon Museum Curation Apparel Deliverables Termina Typeface Illustrated Renders

Wordmark



Color Palette

#### Midnight Blue C 98, M 93, Y 34, K 58

Argon C 100, M 0, Y 14, K 0 Typefaces

### Termina

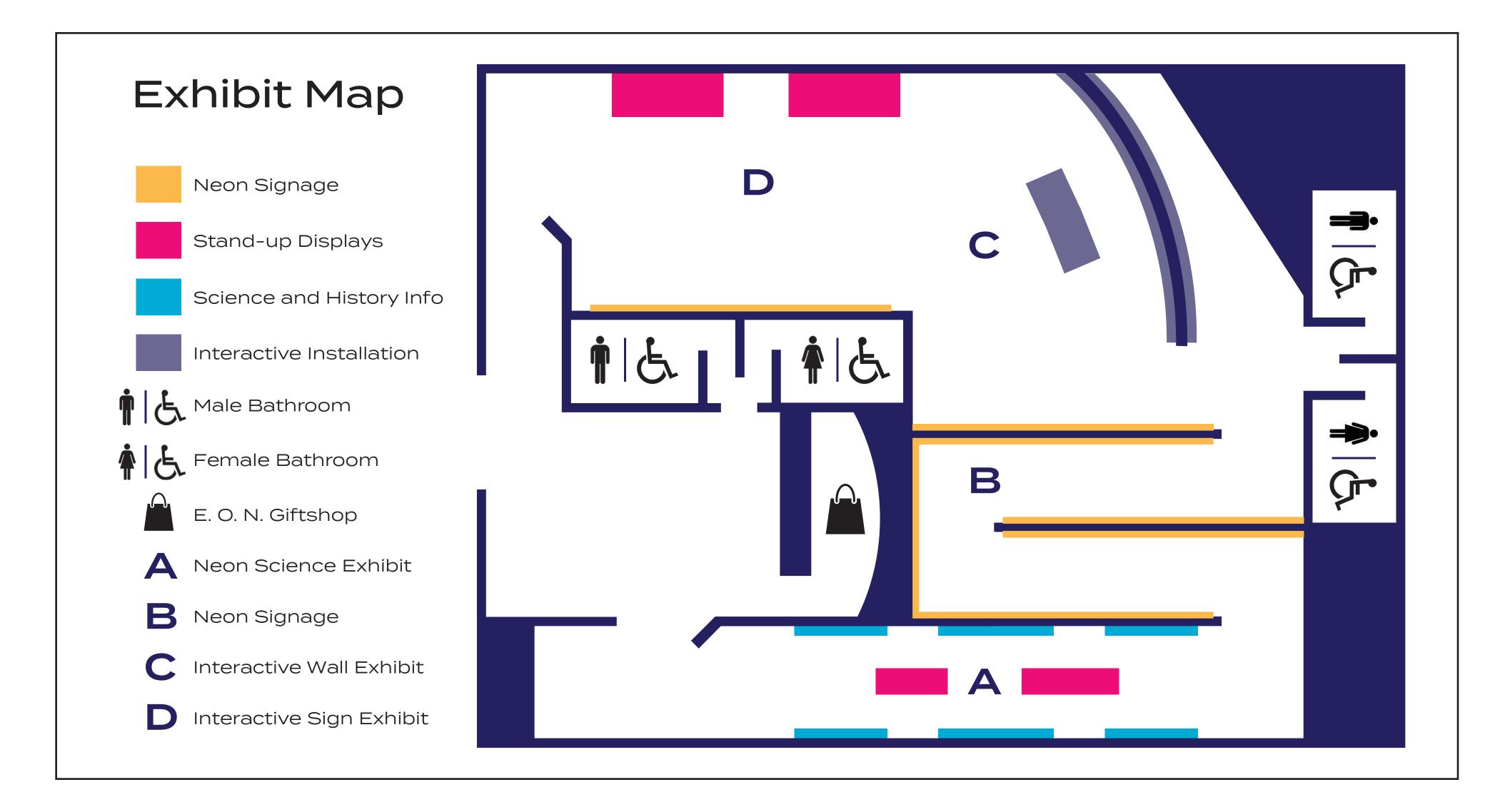
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Aaux Next

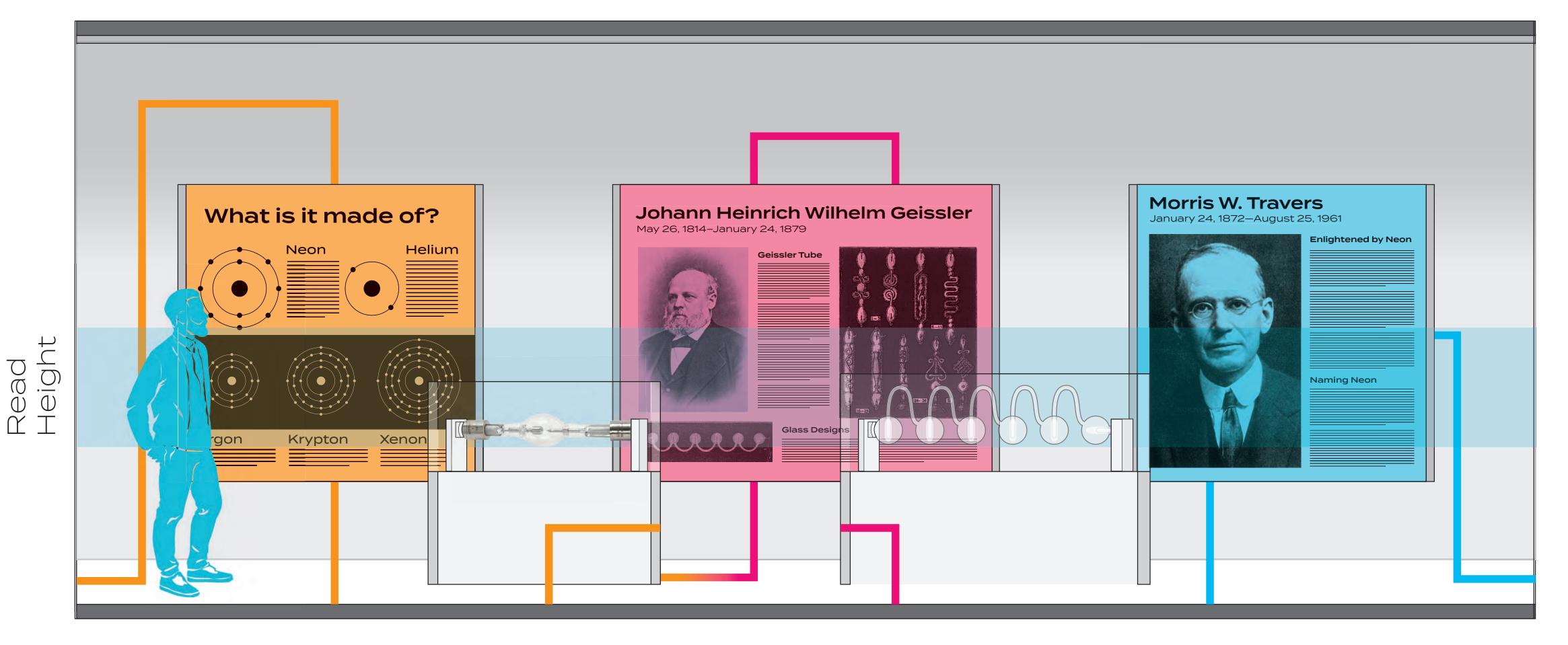
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

#### Neon Pink C 0, M 98, Y 21, K 0

### Helium C 0, M 50, Y 100, K 0







#### Exhibit Example A Left Side

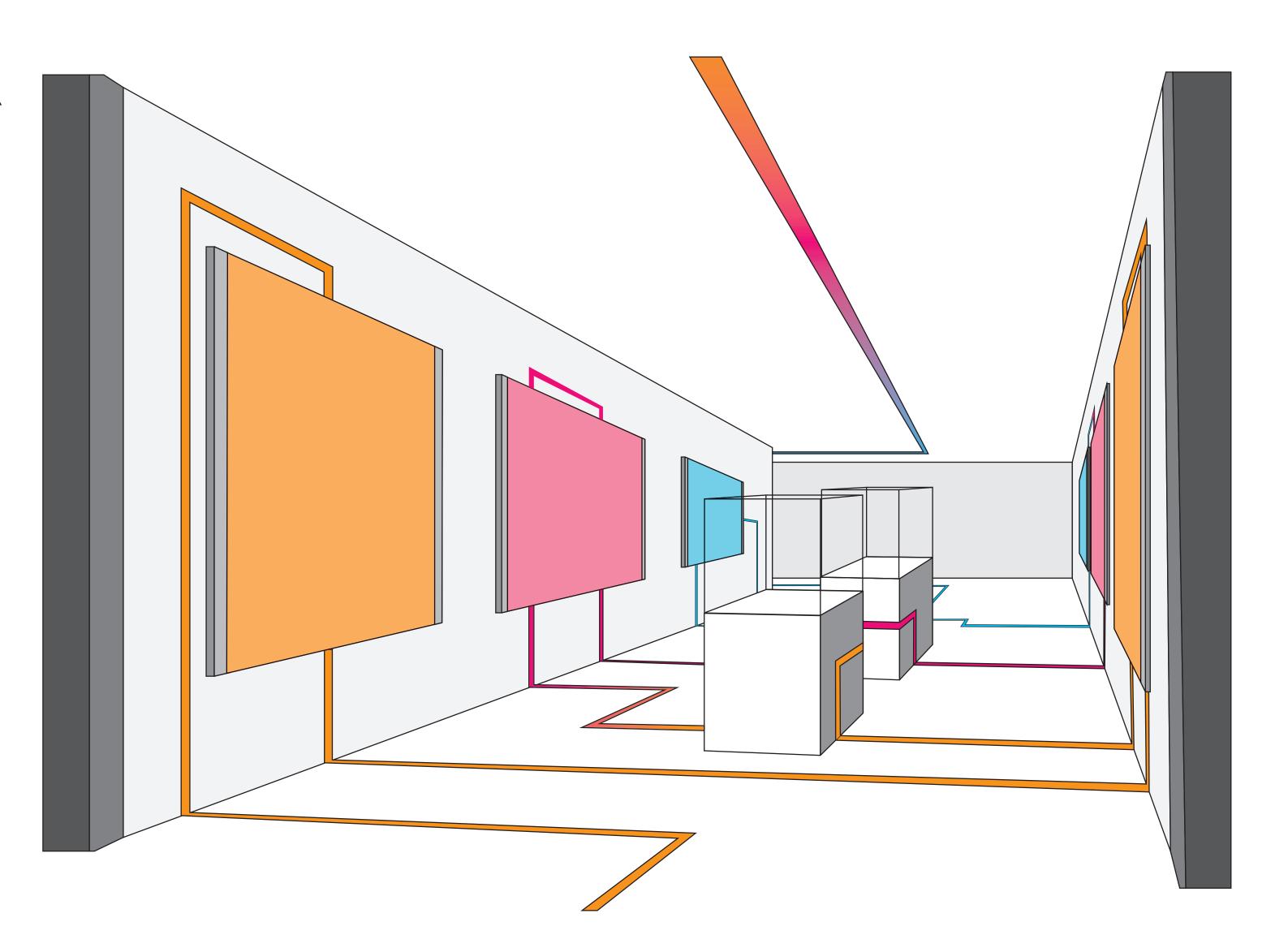


#### Exhibit Example A Right Side

#### Exhibit Example A Render

#### Exhibit A Wayfinding

Lights tucked within the walls to guide the visitors throughout the intended sequence of the slides. Showing all of the science and history of how Neon and signage became to be as to what we know now.

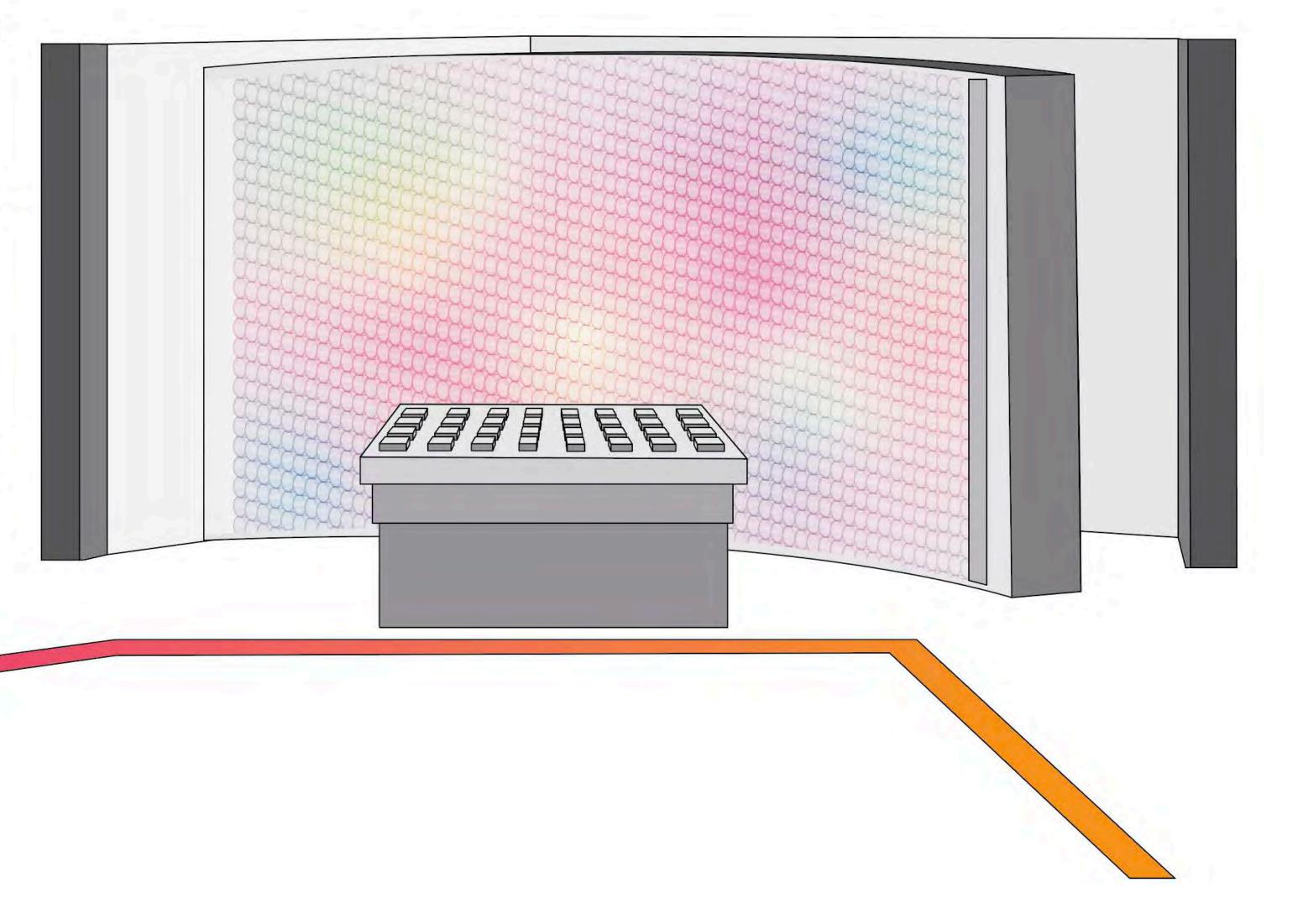


#### Exhibit Example C Render

#### Exhibit C Interactive Display

A wall full of phosphatecoated tubes that lets the visitors turn on an off lights embedded into the display.

Showing how neon gases in light tubes can be changed through the different coatings, but also a fun activity to see the possibilities of what the colors can display.



























# DES 225 HARBOR BAY

Harbor Bay Coastal Coffee is a coffee brand with a focus to acknowledge our Pacific Northwest beaches, composed in the ways that the color, structure, and type hold the tone that PNW beaches posess. To then be enjoyed by those coffee lovers who love to travel up and down our coasts.

#### **SOLUTIONS**

3 Different Coffee Flavor Profiles Compostable Laminate Gusset Bag 11"x 6"x 2.5" Packaging Images Obtained by Unsplash





































## THANK YOU!

