

KATIE STORMENT

PORTFOLIO 2020

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PROJECT ONE

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 Hoefler & 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 Hoefler & Co in addition to teaching.

ART 254—Precious Bugarin



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. Solskone is a true collaborator, creating many fonts across the span of her career with varying degrees of help 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 typographers in Stuttgart at the time. So I got to peek at specimen 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 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



dirty and that's how I caught the bug. Then in 1989 in Berlin I met just van Rossum and Erik van Blokland, who had just graduated from the kabk and were very young, very smart and lanky Dutch interns at Meta Design, which at the time consisted of only three or four designers.

In my mind the impact of his thinking is on the same level as the proliferation of the pc. Without these

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

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.



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PROJECT TWO

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



ART 254—Precious Bugarin



ART 254—Precious Bugarin



ART 254—Precious Bugarin



PROJECT THREE

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"x8" 65 lb Gloss Cover Paper

8"x8" 60 lb Gloss Text Paper

ITC Officina Sans Std & PF DinText Pro

Images Obtained by ASPCA.org











FIELD INVESTIGATION AND RESPONSE

2018 HIGHLIGHTS

489 Criminal Charges Were Filed	23 Deployments
21647 Animals Rescued or Assisted	54 Investigations
35 Convictions	25 Consultations

4 | ASPCA 2018 ANNUAL REPORT | ASPCA.ORG |


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 wildfires across the state of California, including the Camp and Woolsey fires. In response to the widespread devastation, the FIR team worked with local and state authorities to assist with search-and-rescue operations and daily care activities at temporary shelters, and to provide critical care to affected animals. *Between the three responses, a total of 6,558 animals were impacted. The overall efforts of this team required at least 152,300 hours by 918 unique responders in the field.*

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



| ASPCA 2018 ANNUAL REPORT | ASPCA.ORG | 5



PROJECT FOUR

DES 254 CORAÇÃO

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

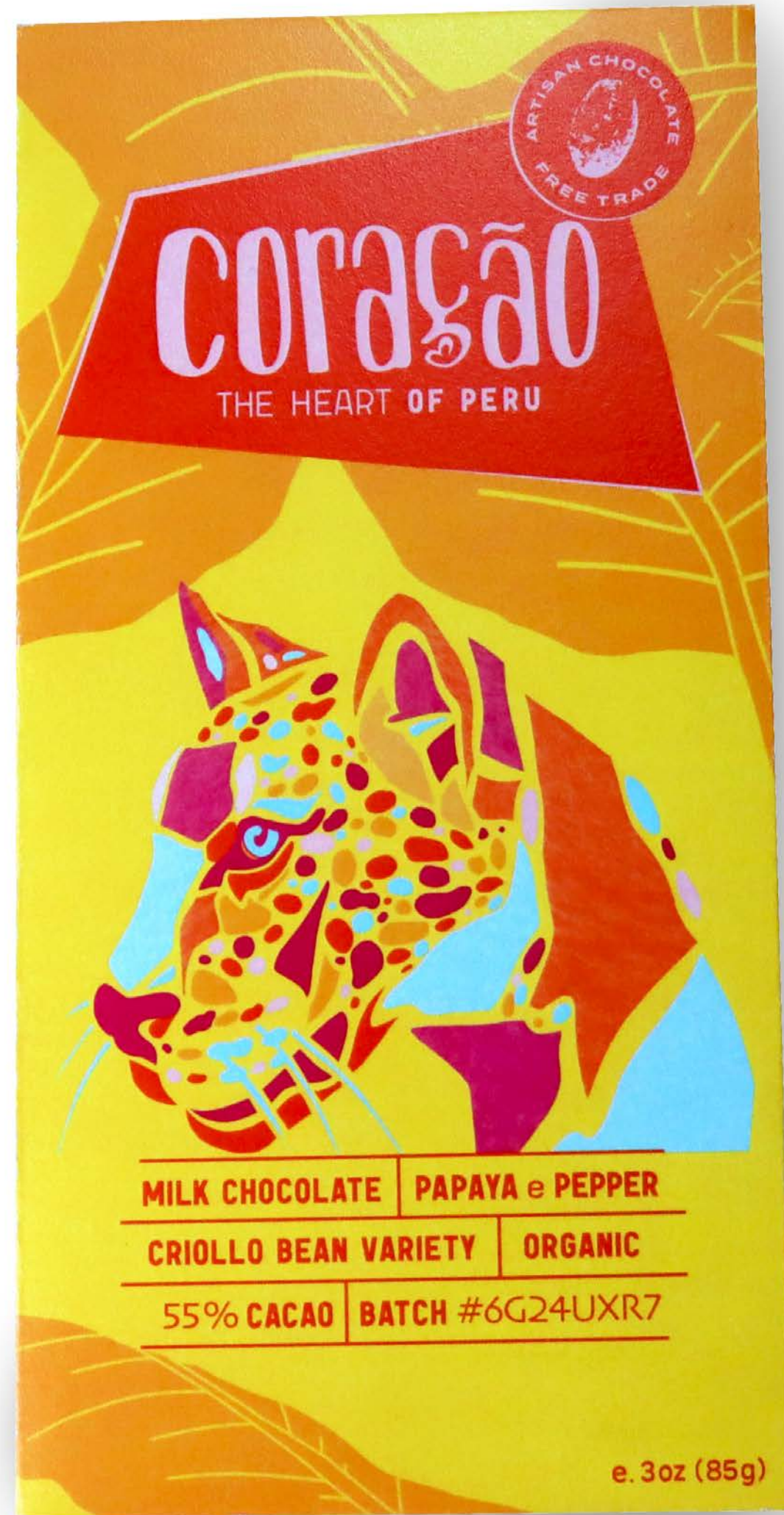
- 3 Different Chocolate Profiles
- 3.5" x 6" Encasement Packaging
- 80 lb Matte Cover Paper
- Handrawn Illustrations

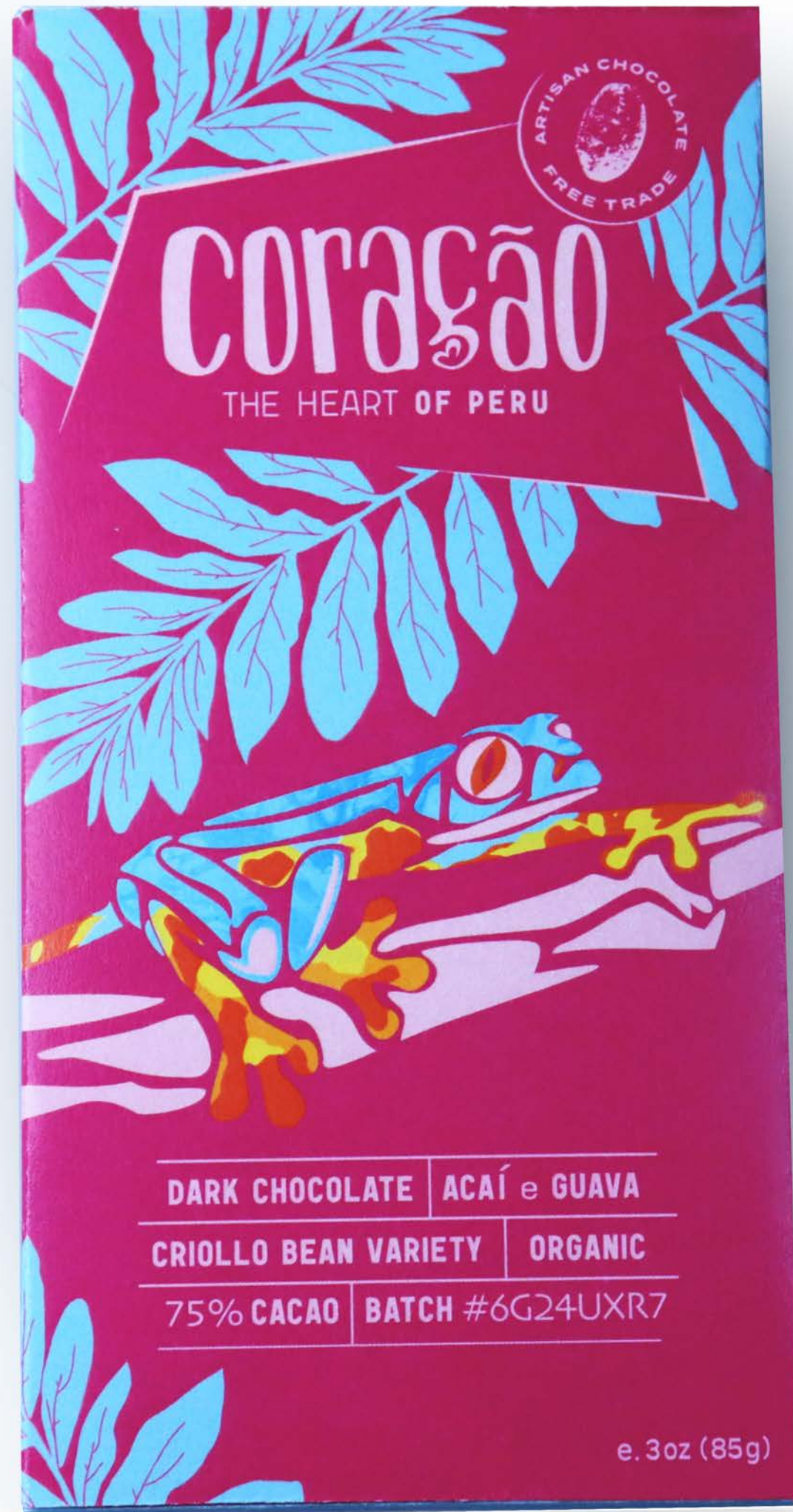


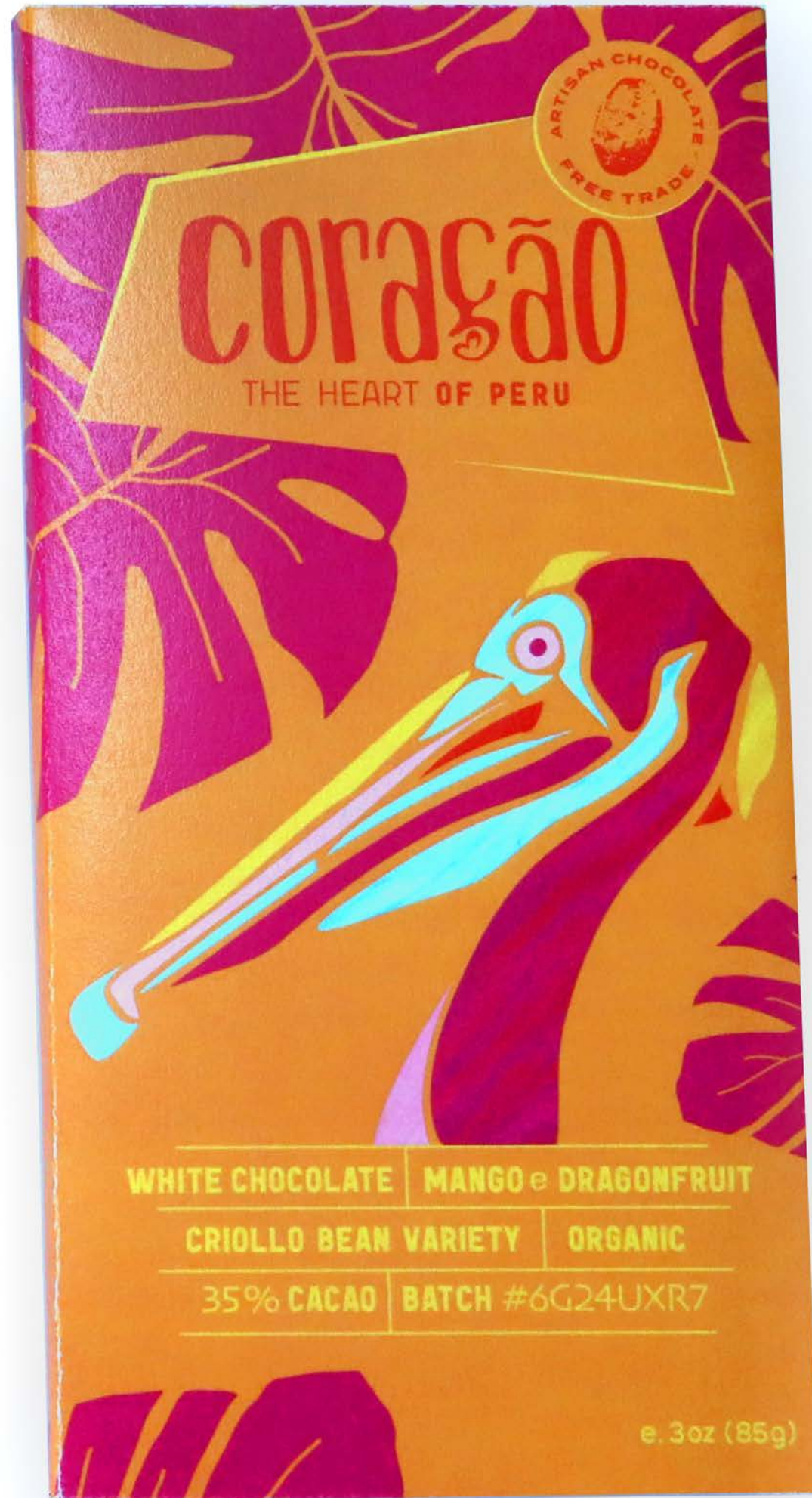
ART 254—Rob Bonds













PROCESS

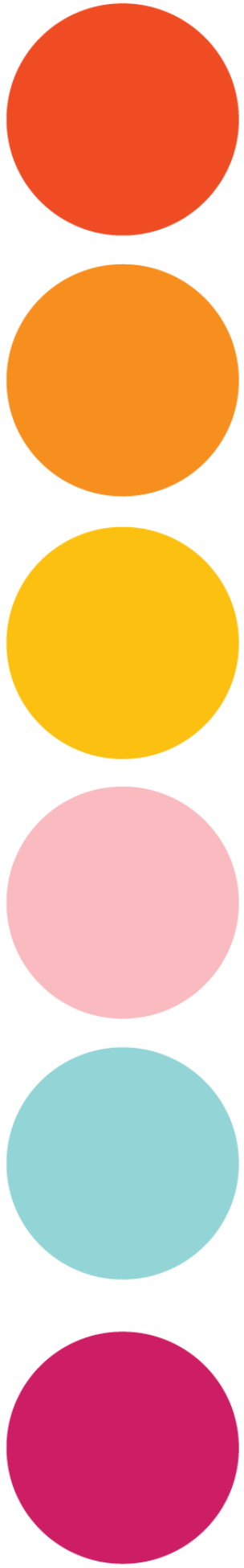
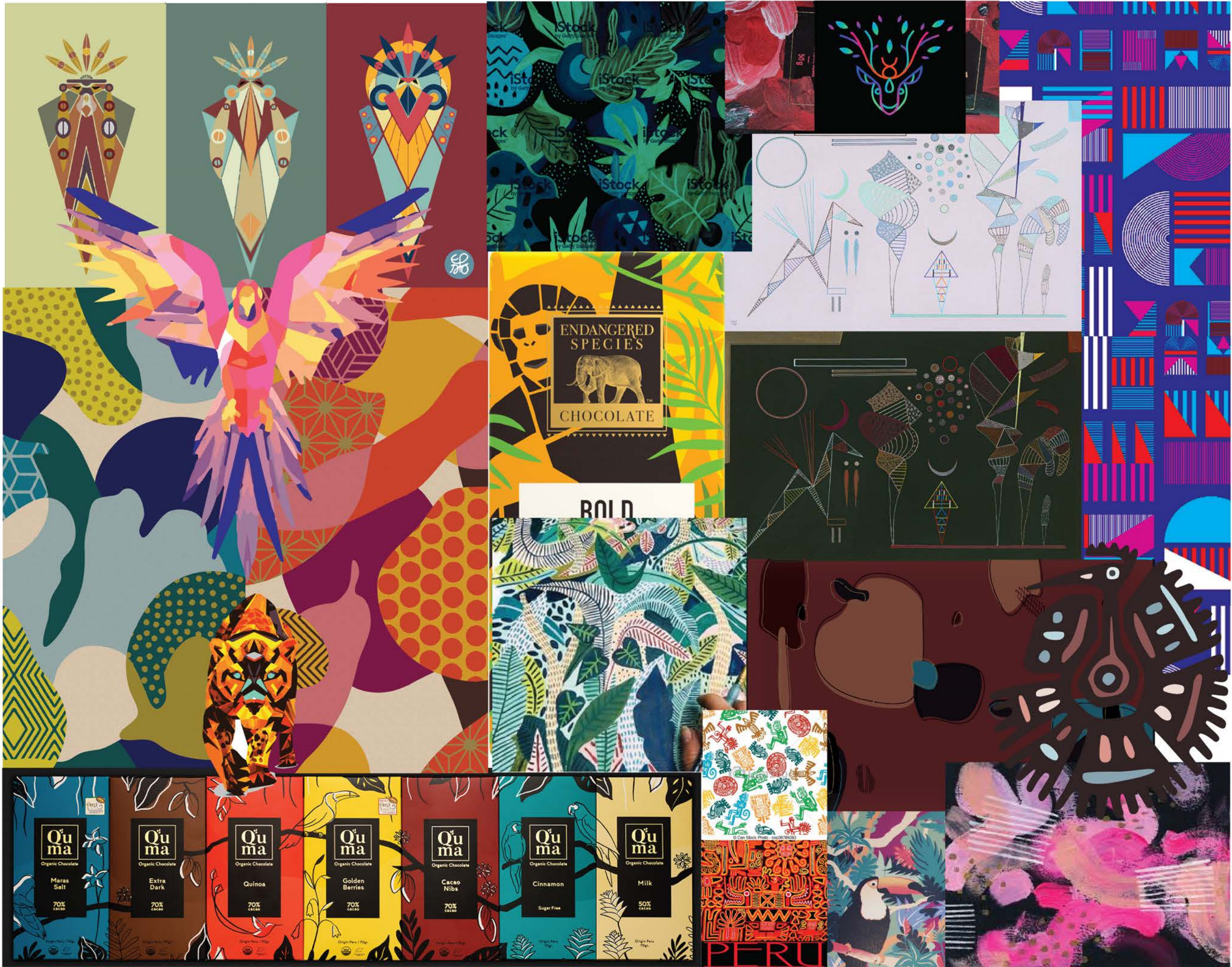
CORAÇÃO RATIONALE

Coração is a brand that was conceptualized on the spirituality 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 great history, and current rising chocolate industry—due to its well known delectable chocolates that are produced globally.

The concept was to create a chocolate with cacao that could only be harvested within the jungles of Peru, mixed with exotic fruit flavors either extracted or blended within the chocolate mold. Which all would be easy to consider with Peruvian land being so diverse with its soil. This product would then be marketed to those who prefer something that is more adventurous and healthy, yet still want to have their chocolate needs satisfied. These bars could be ones that you take for yourself after a tough post-workout, or just something that you want to have after a long day to relax. Either way, these chocolate bars were created in mind to have an invigorating, delectable choice to choose

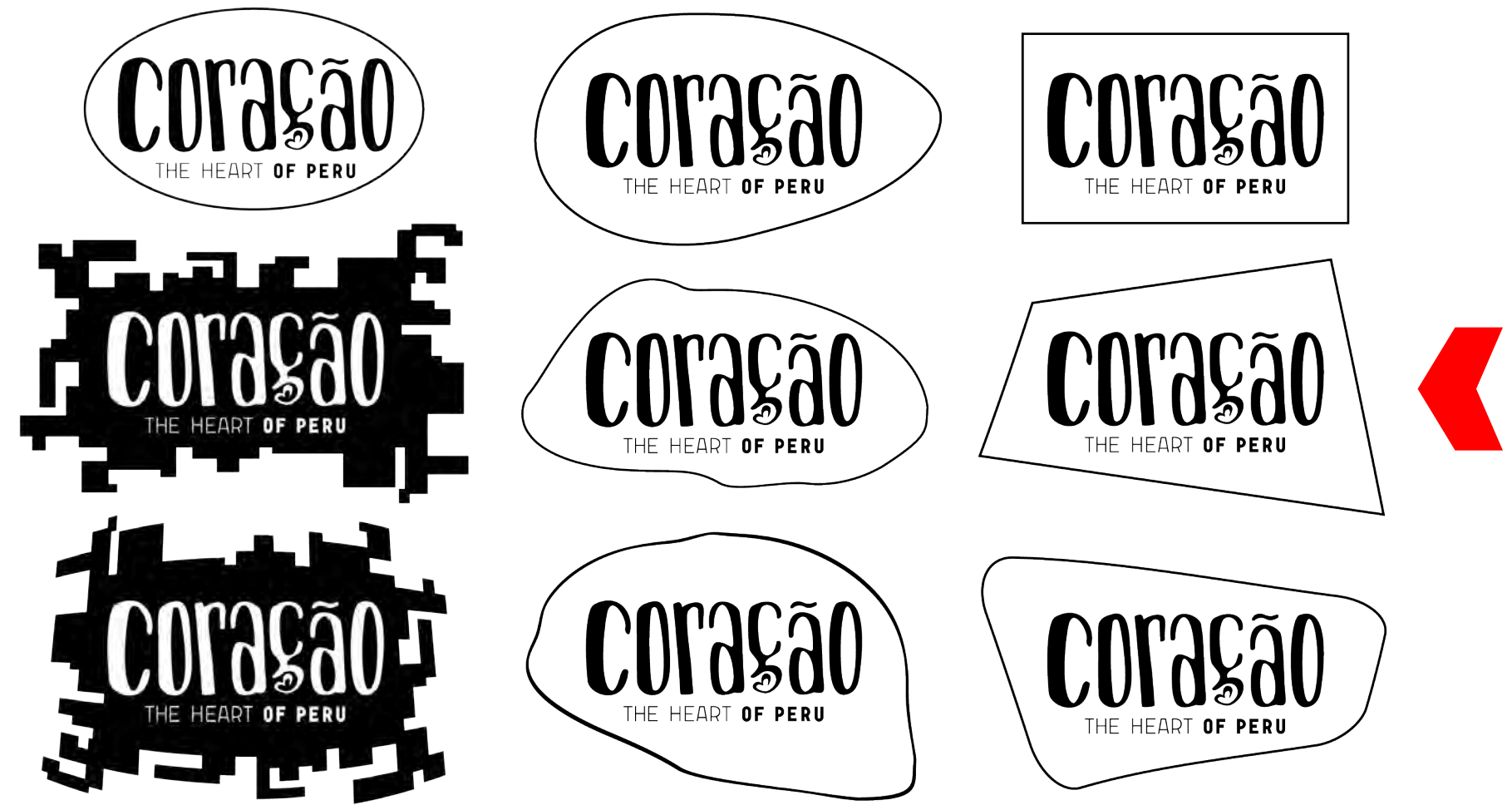
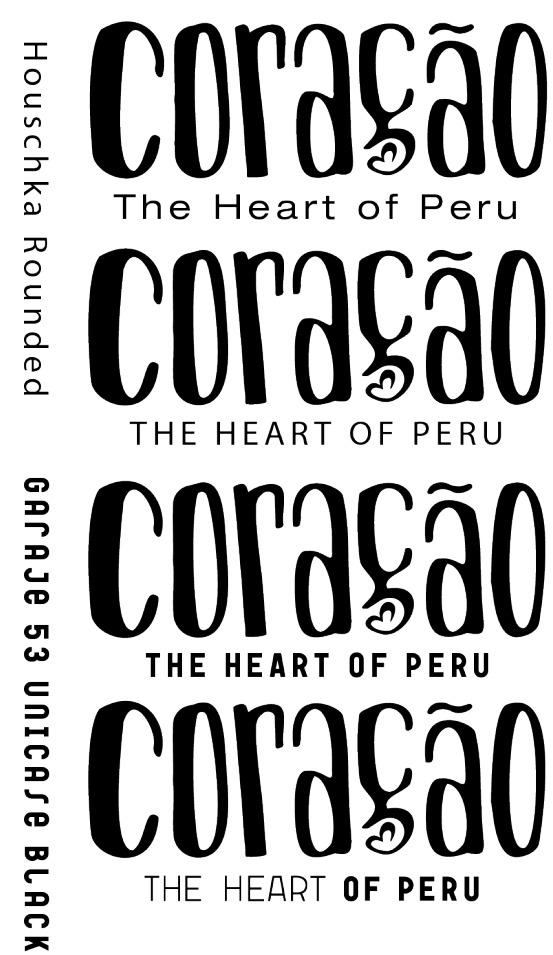
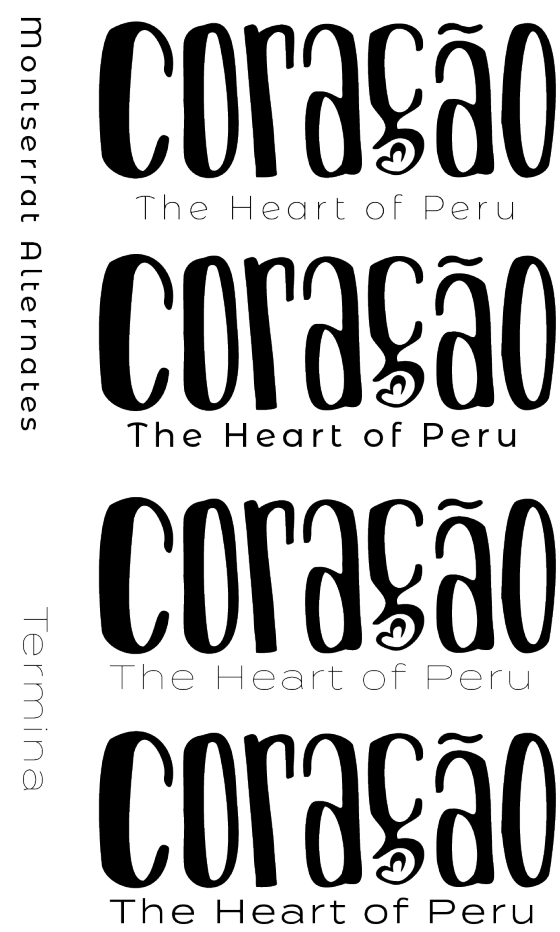
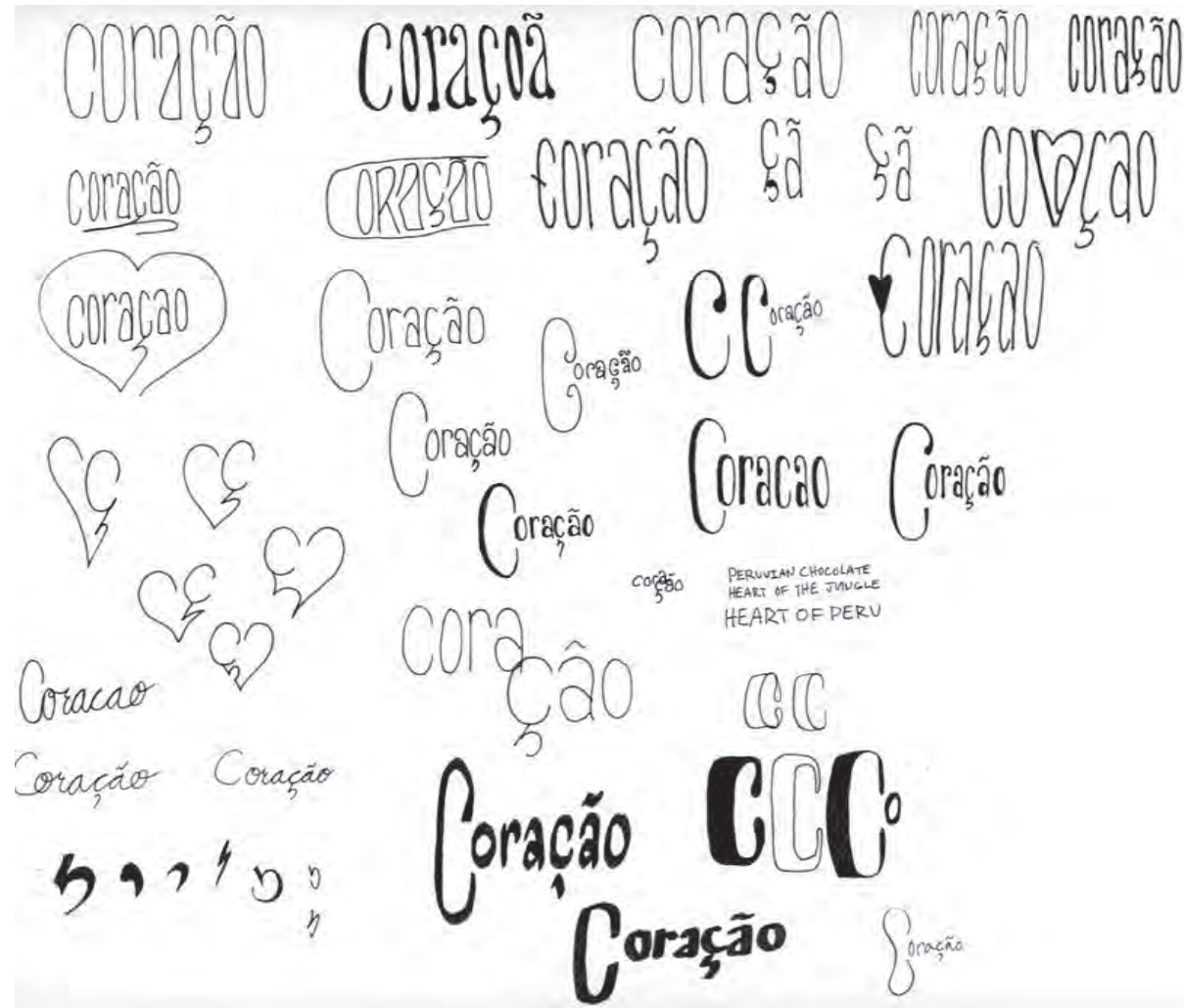
from that you won't have to worry about later on. The theme of the geometric realism illustrations were inspired by old Inca drawings that I researched online, as well as observing patterns that are still created today in textiles in peruvian town markets. The textiles that the native people create are full of many colors, and are very bright—though to stay away from having a clash of color, I kept a range of six colors, mainly on the warm side of the palette to have a welcoming composition. These colors have two oranges, a light and a dark; a light yellow, light pink, dark maroon, and a light baby blue to contrast with the warm colors. I wanted to stay away from the use of green, warm or cool toned, because it always seems that with any jungle themed packaging it has an overly abundant use of green. So to differentiate my brand from the others, using this vivid and radiant palette—it was made to stand out from the rest.

Project Four — Process

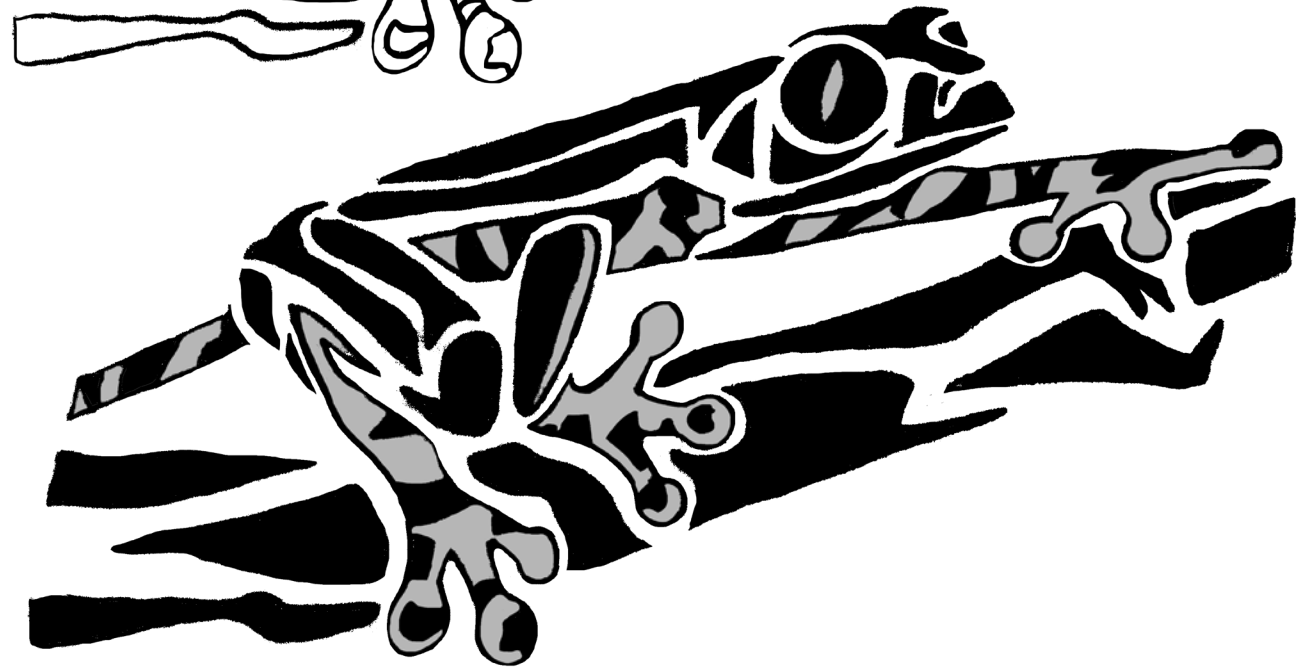
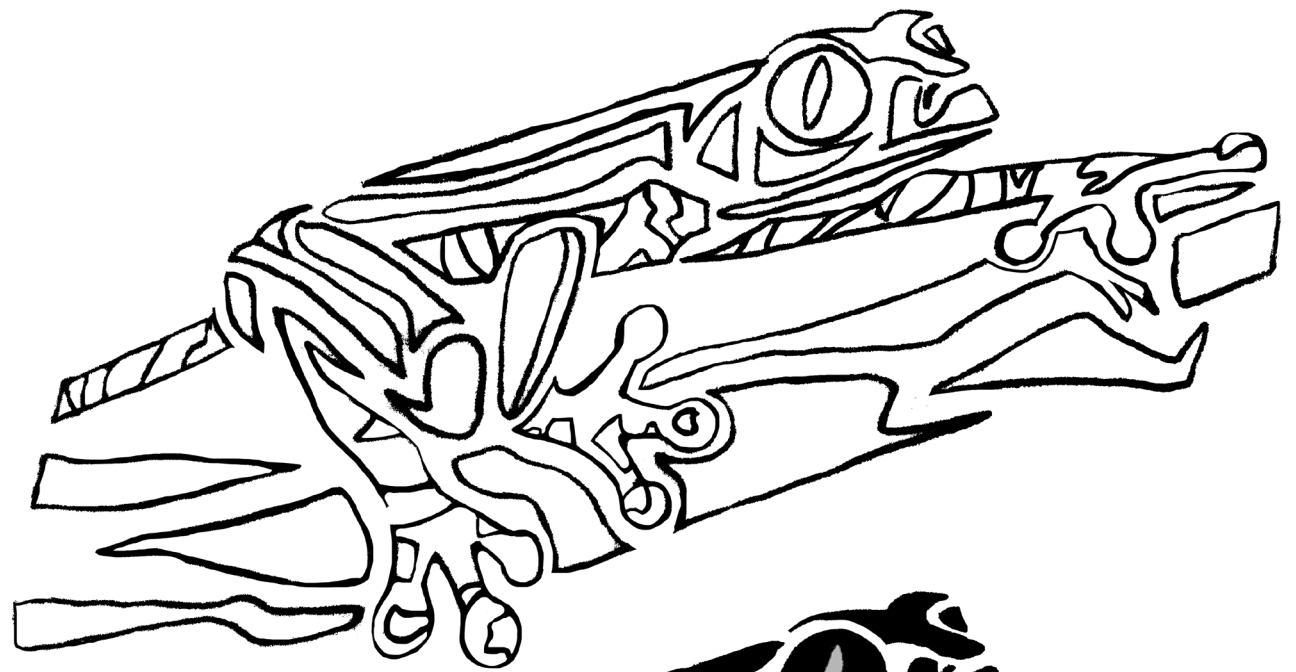


Chosen Moodboard and Color Scheming — *Coração Peruvian Chocolate* 26

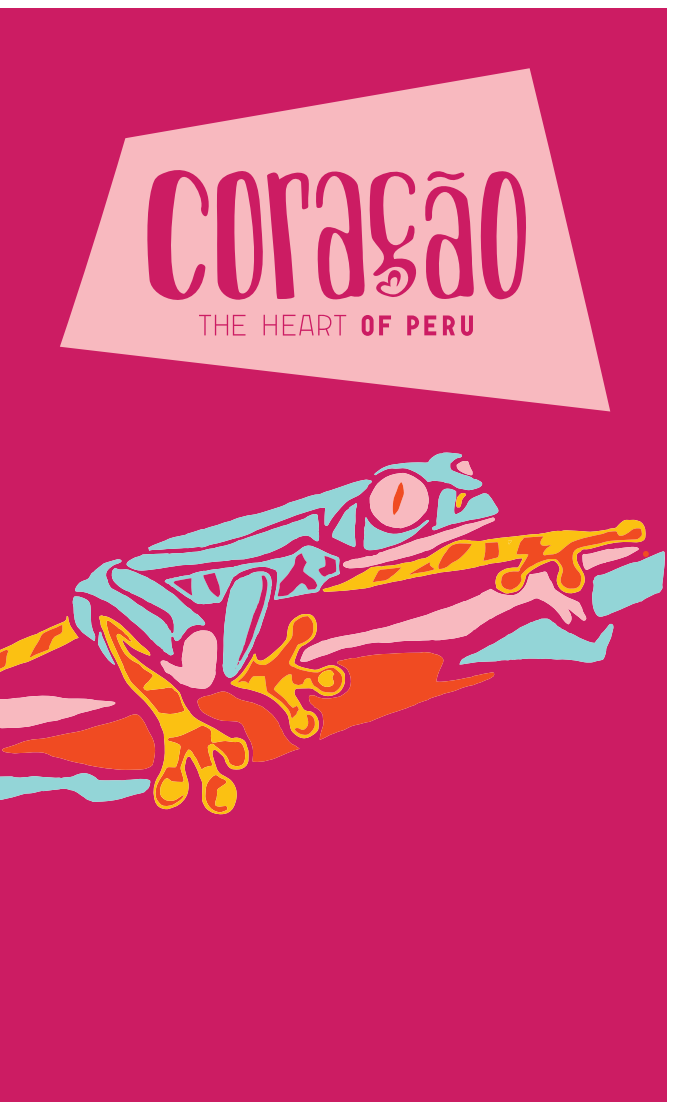
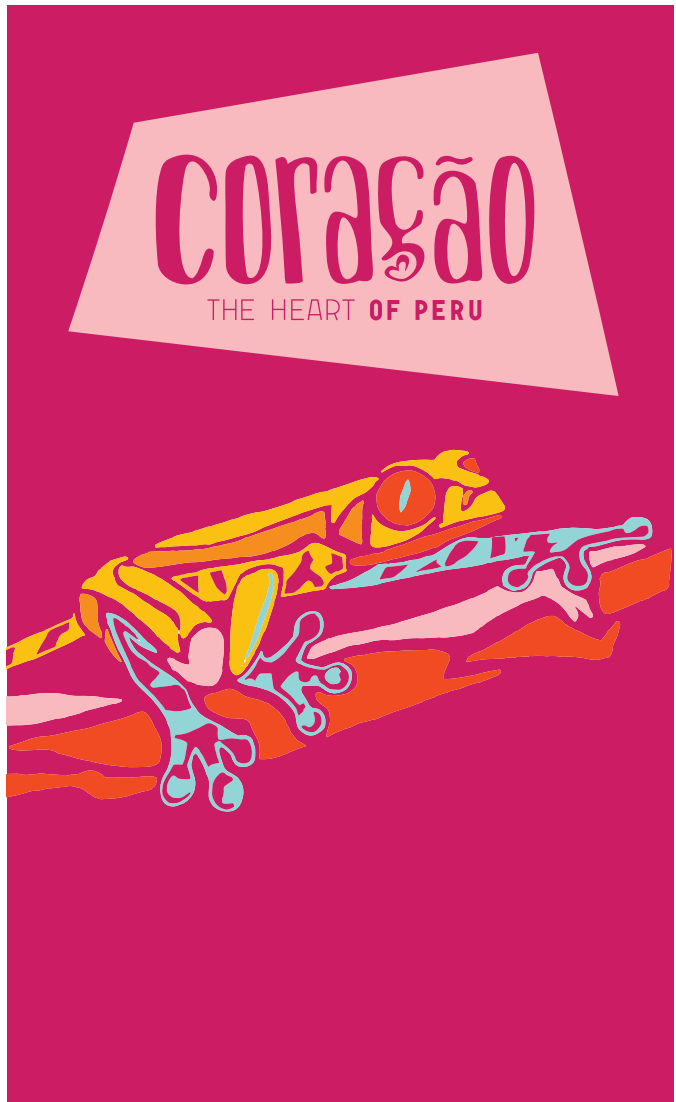
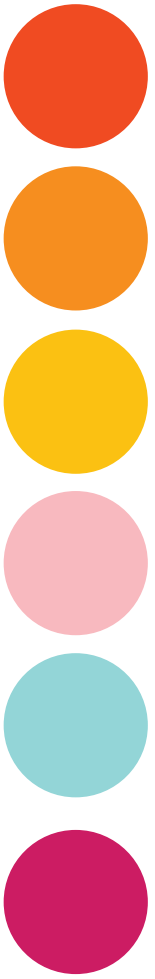
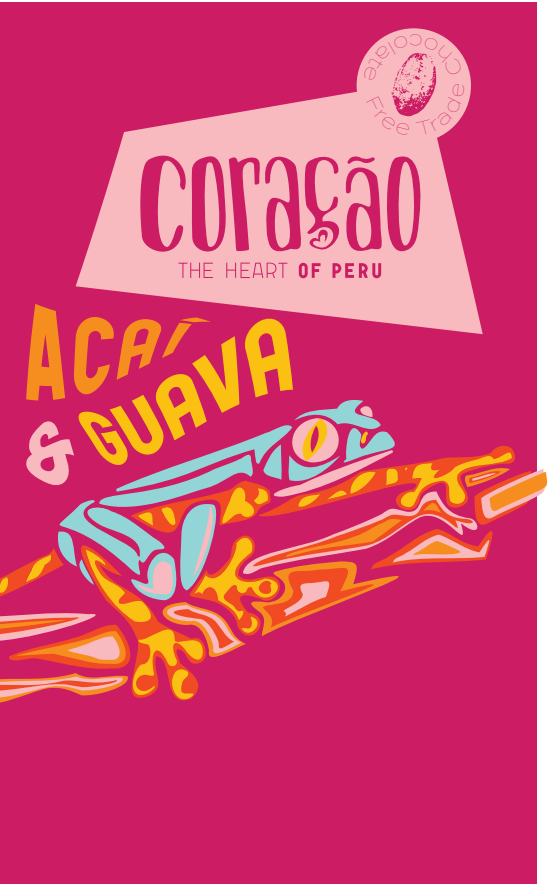
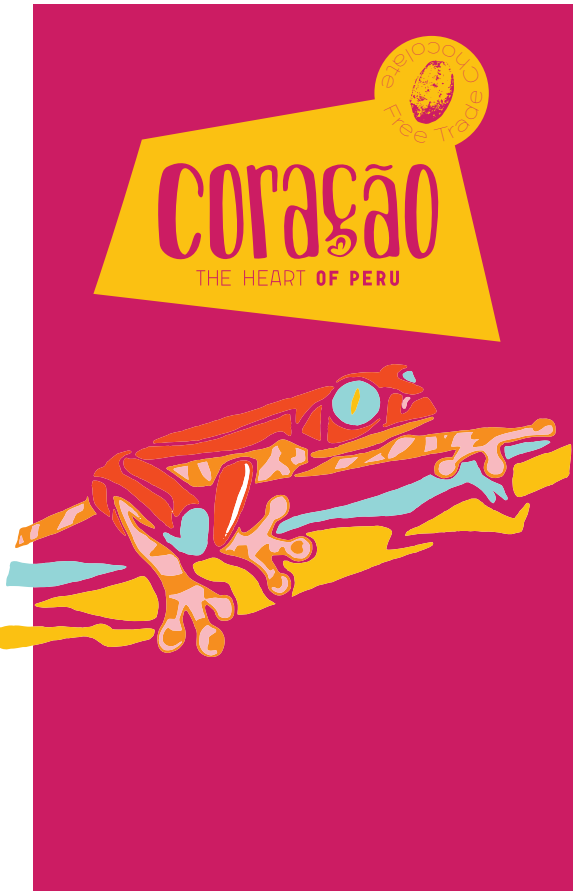
Project Four — Process



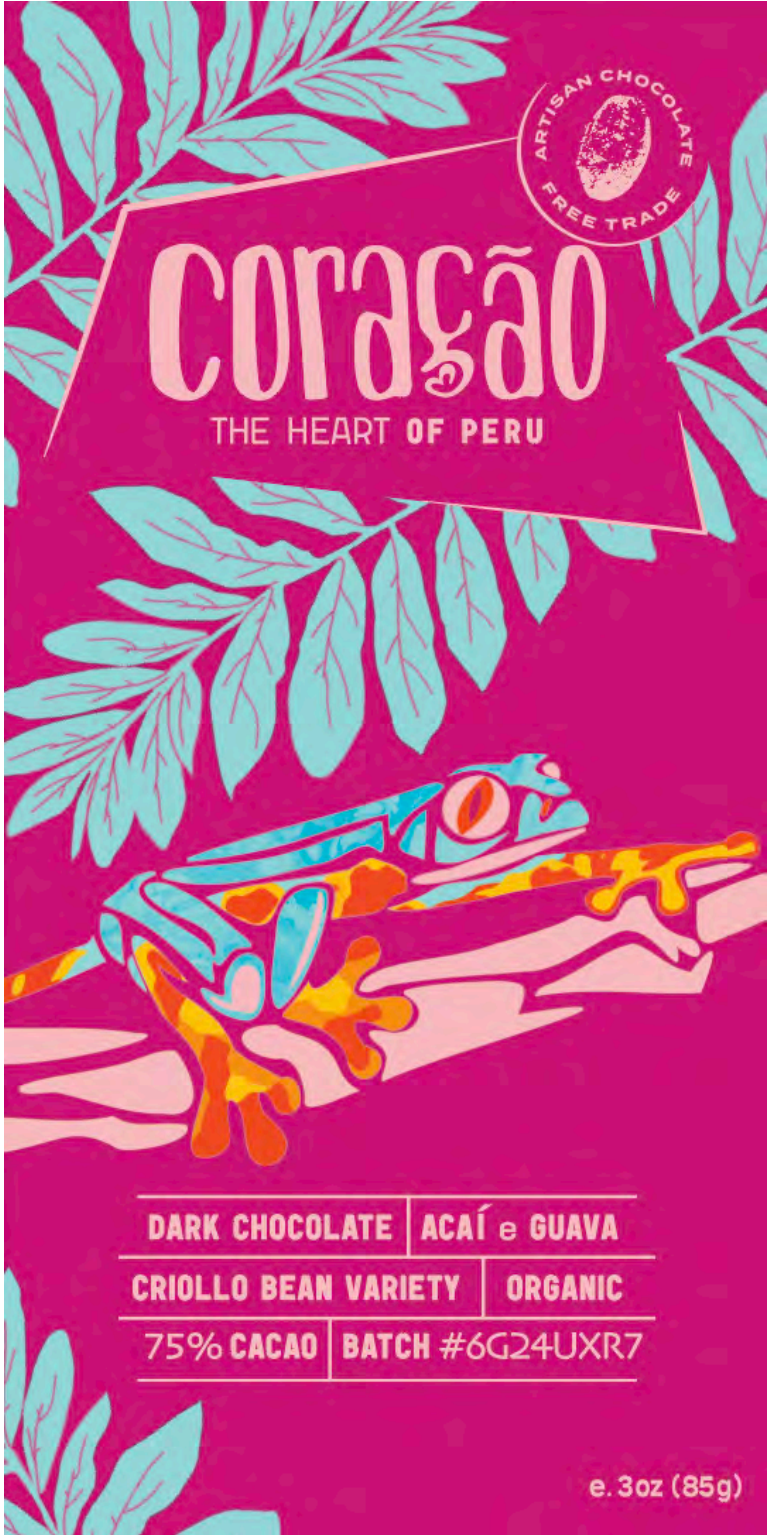
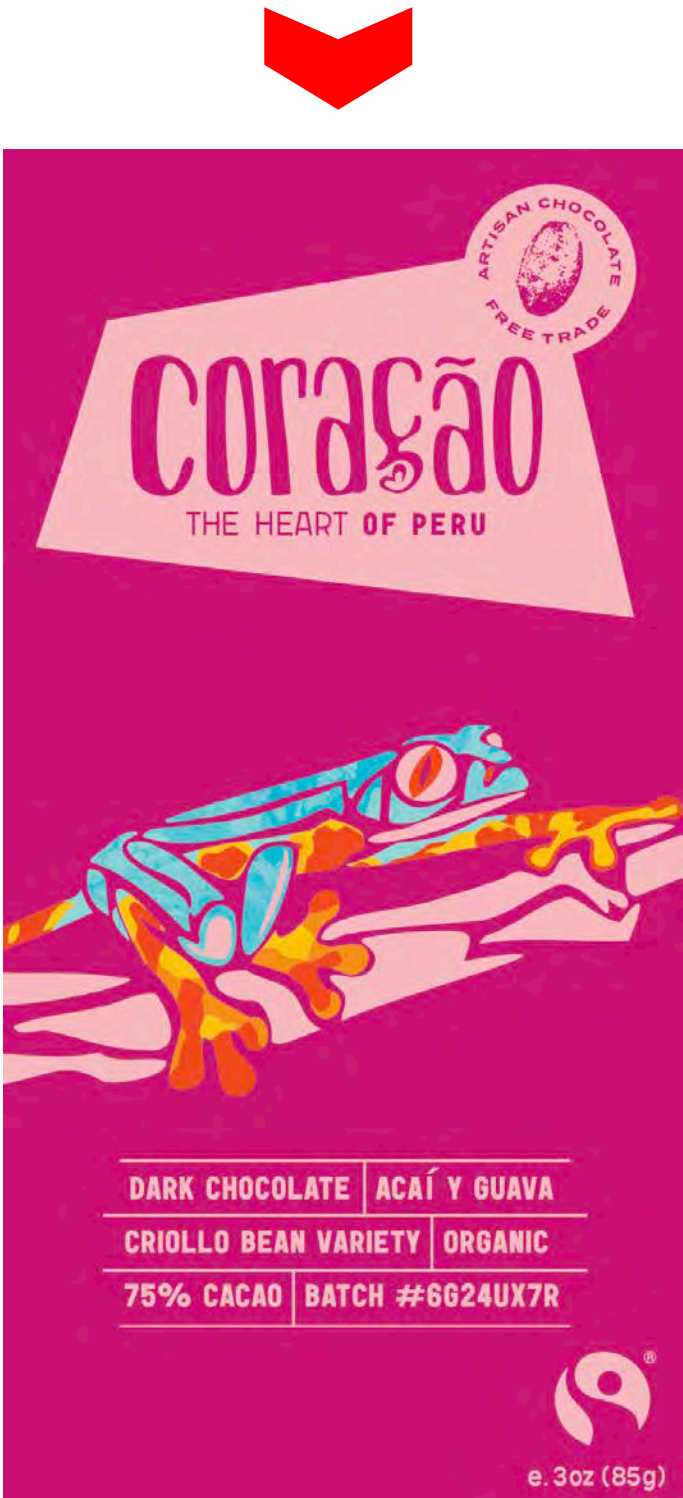
Project Four — Process



Acaie
GUAVA



Project Four — Process



Coração'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
Calories 310 Calories from Fat 220

%DAILY VALUE*	
TOTAL FAT 24g	37%
Saturated Fat 14g	
SODIUM 10mg	0%
TOTAL CARBOHYDRATE 15g	5%
Dietary Fiber 9g	
Sugars 10g	
Protein 8g	

Vitamin A 15% Calcium 20%

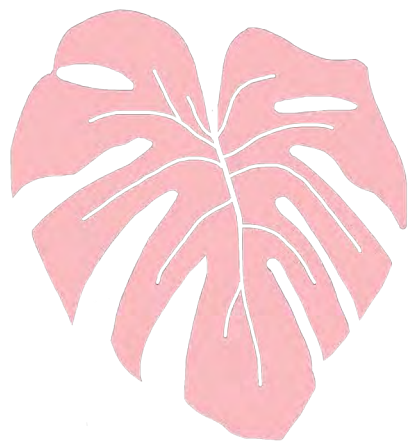
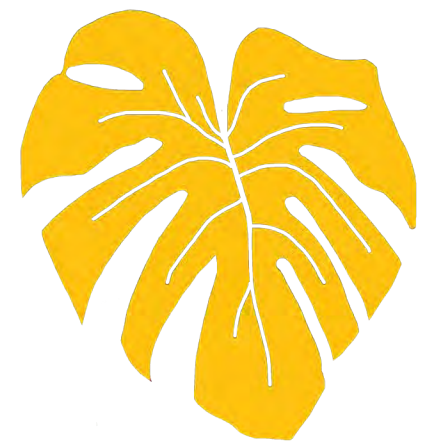
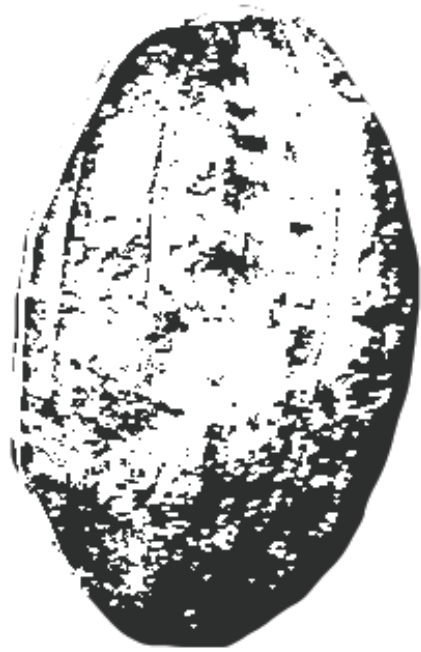
Not a significant source of trans fat, iron, cholesterol, vitamin C.

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

Ingredients: Organic Criollo Cacao, Organic Açaí Berries (Euterpe Oleracea), Organic Guava Fruit (Psidium Guajava)

Illustration — Coração Peruvian Chocolate 30

Project Four — Process



Project Four — Process



Illustration — *Coração Peruvian Chocolate* 32

Project Four — Process



Coração'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
Calories 310 Calories from Fat 220

% DAILY VALUE*	
TOTAL FAT 24g	37%
Saturated Fat 14g	68%
SODIUM 10mg	0%
TOTAL CARBOHYDRATE 15g	5%
Dietary Fiber 9g	36%
Sugars 10g	
PROTEIN 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.

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

Illustration — Coração Peruvian Chocolate 33

Project Four — Process

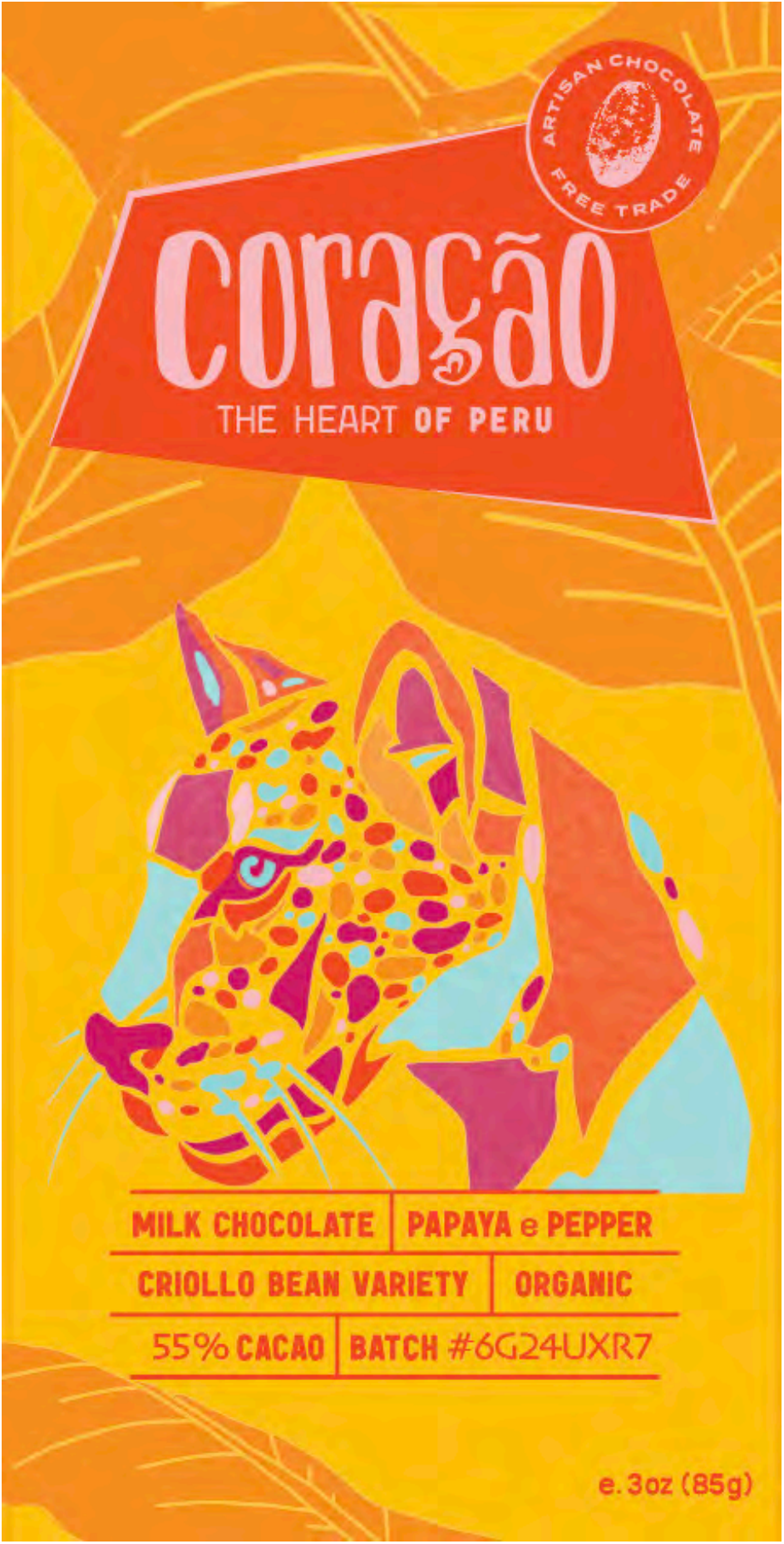
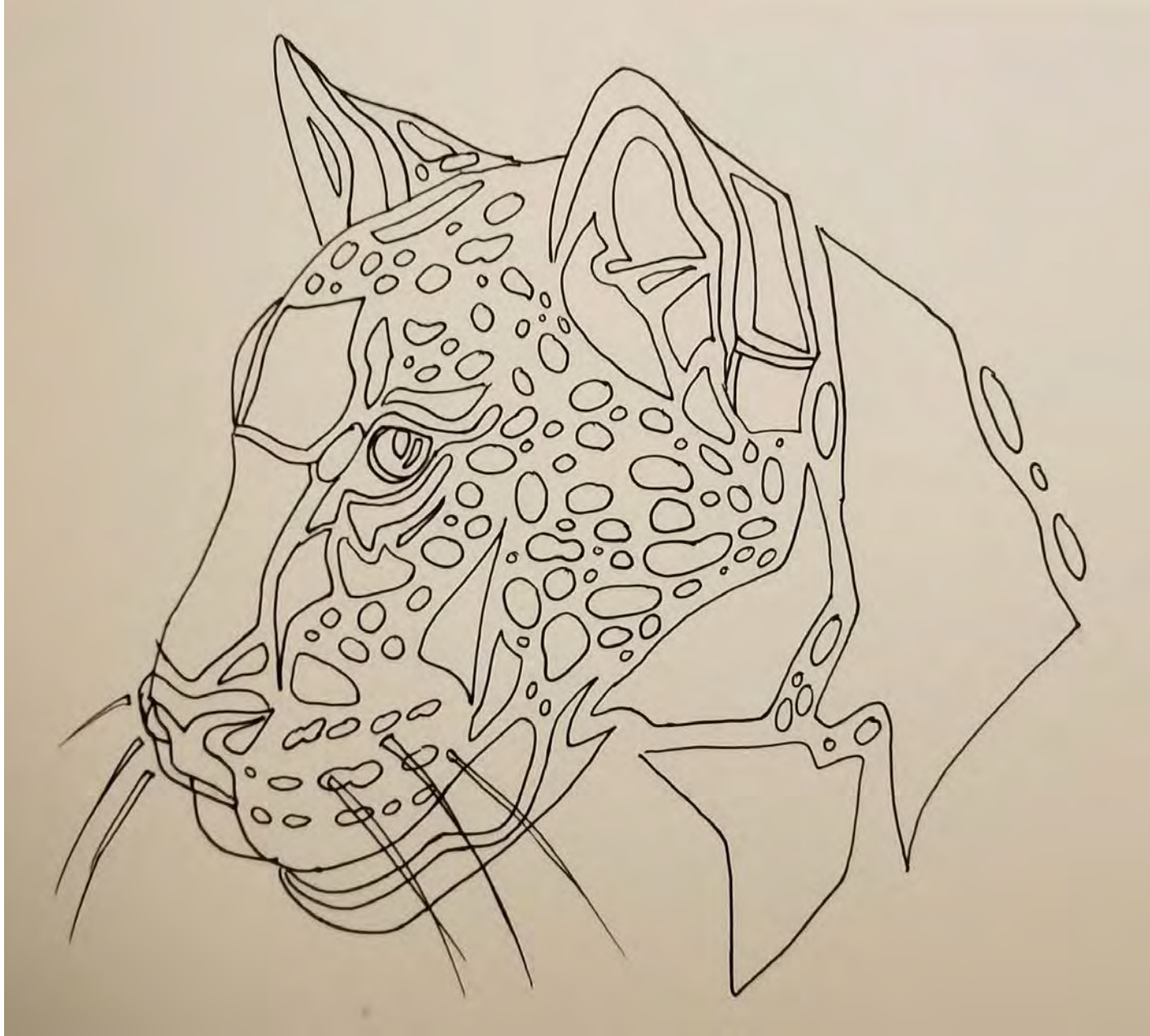


Illustration — Coração Peruvian Chocolate 34

RUMOURS



PROJECT FIVE

DES 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 Packaging
4"x4" Vinyl Stickers
Sweet Sans Pro
Handrawn Illustration

nt To Know
od Mac
RUMOURS
Fleetwood Mac
2. Dreams







PROJECT SIX

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



Typefaces

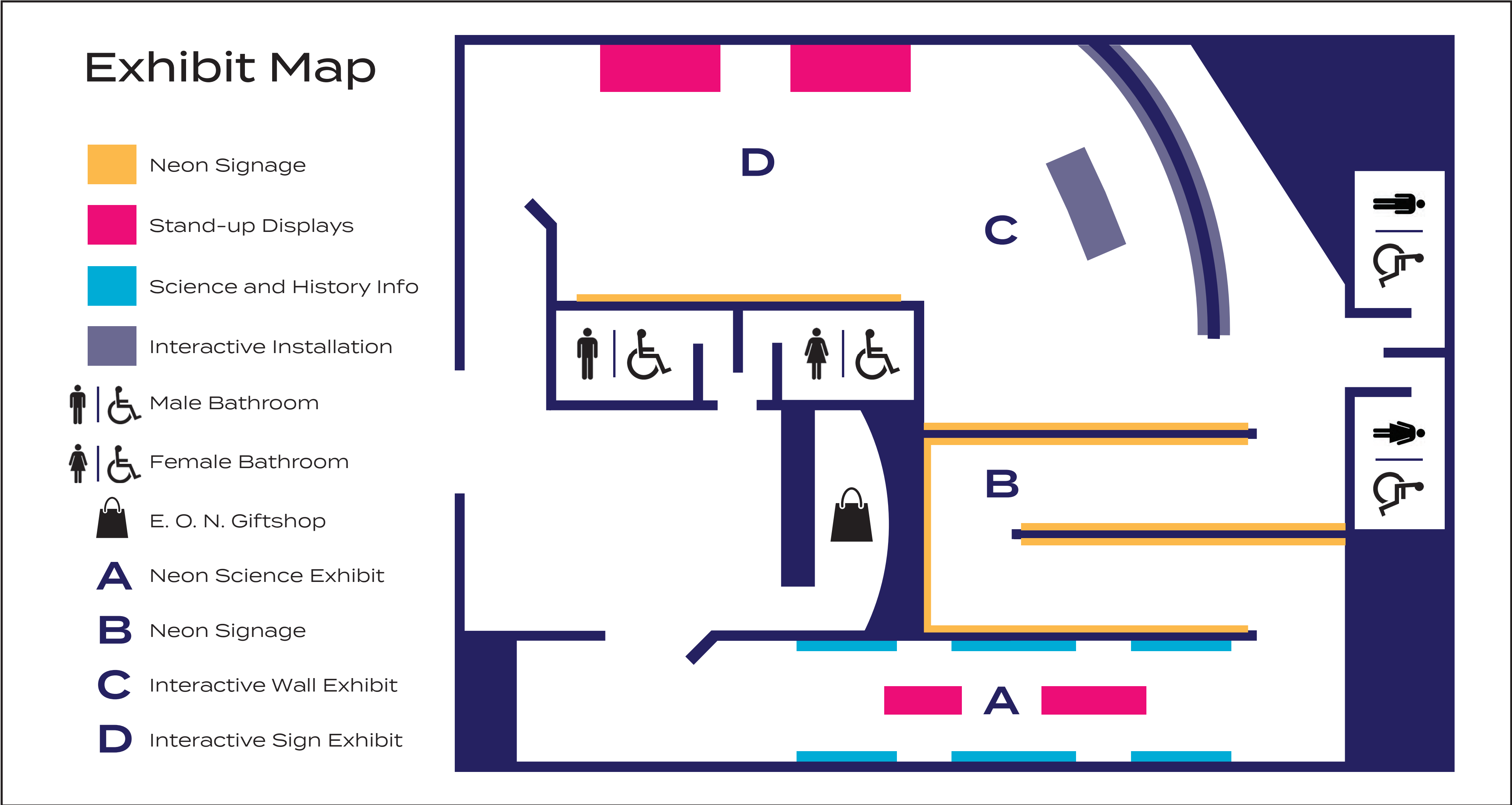
Termina

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

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 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz





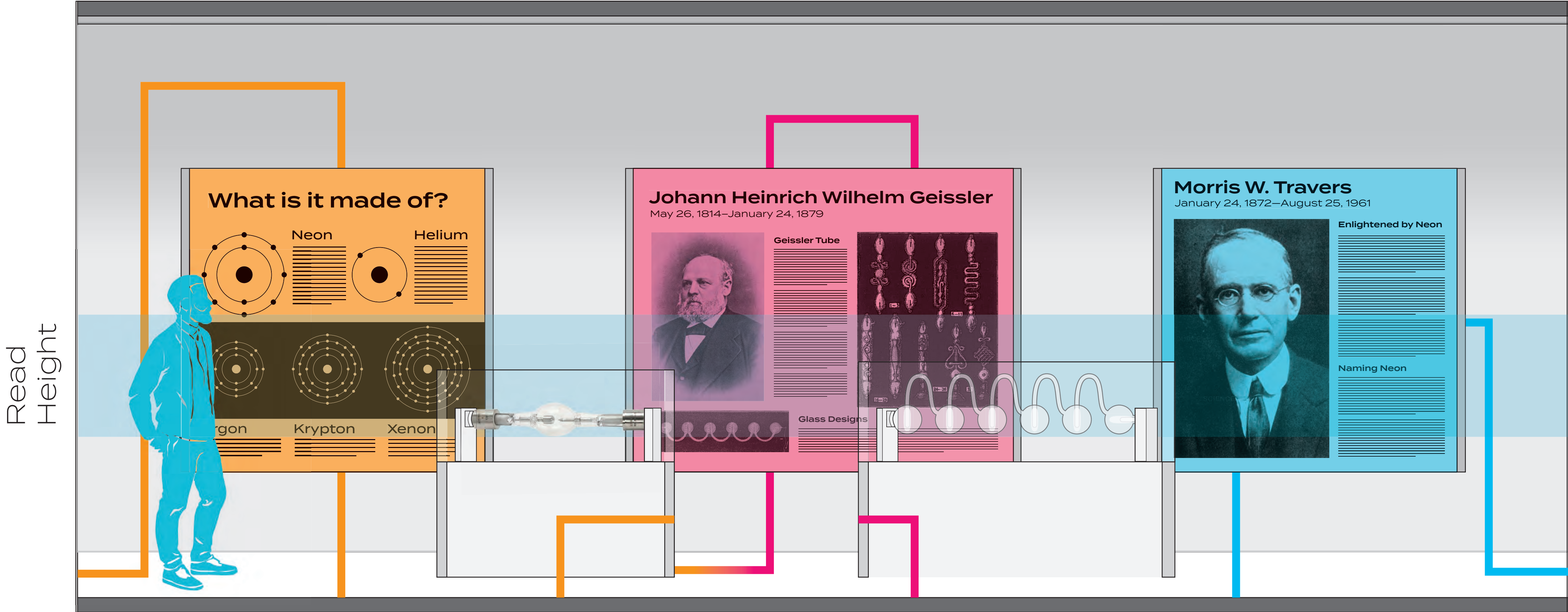
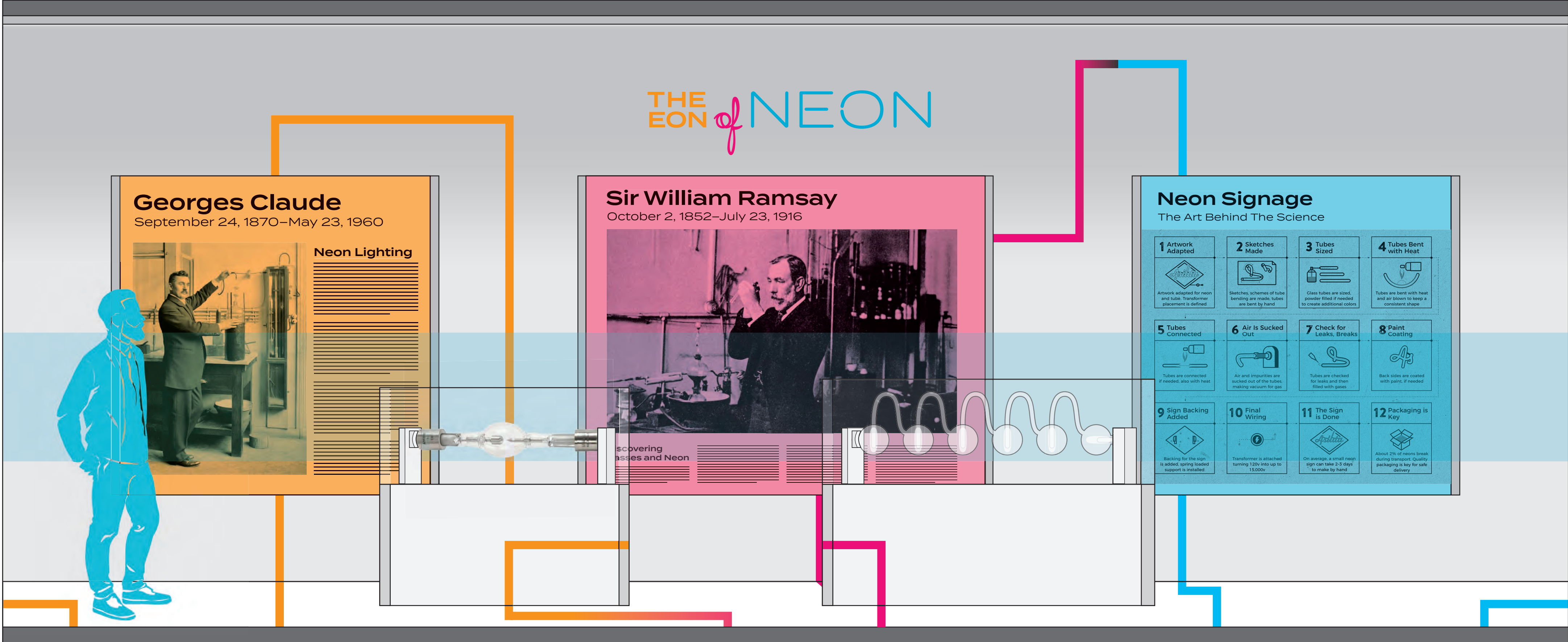


Exhibit Example A
Left Side



Read Height

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.

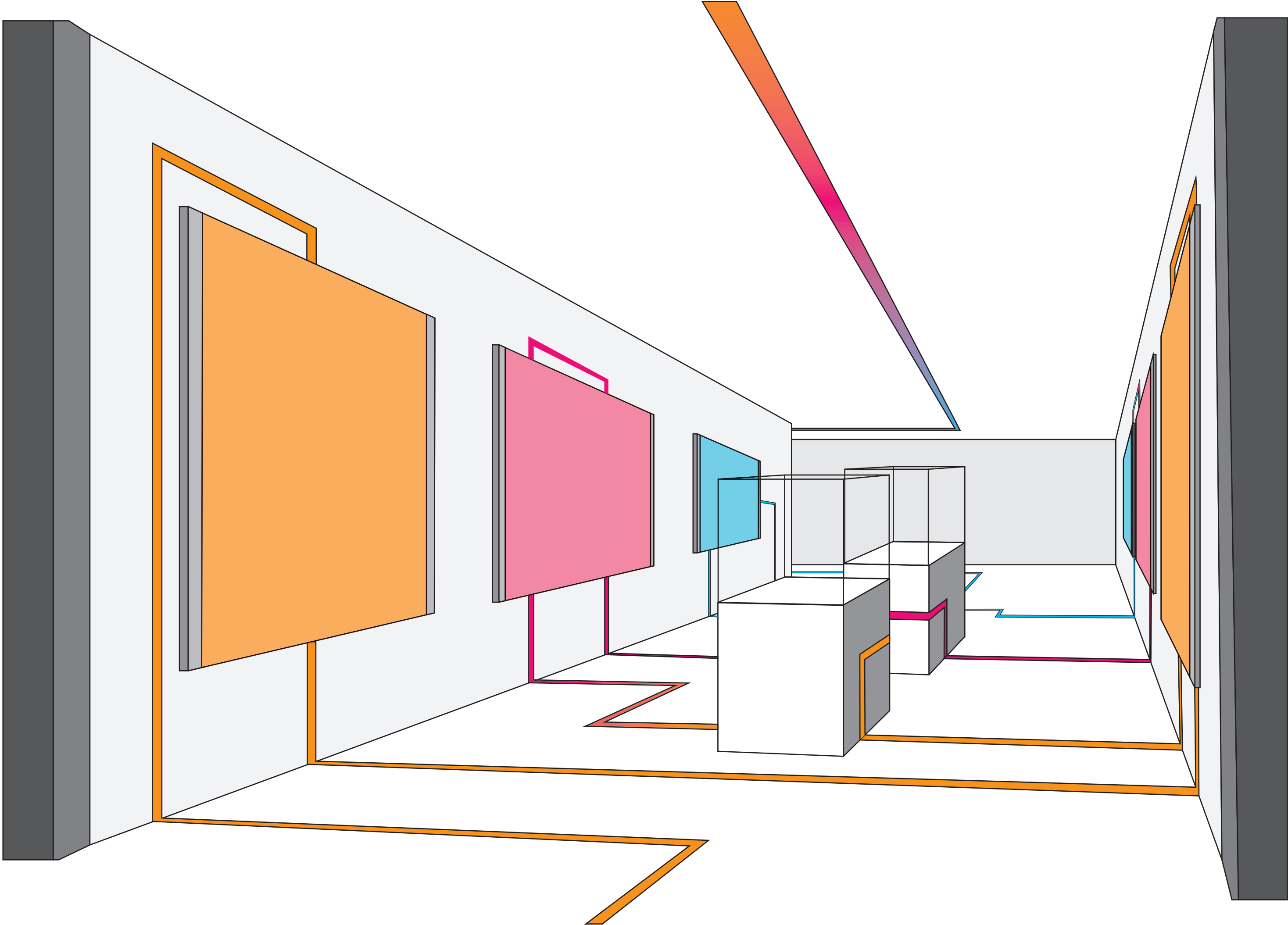
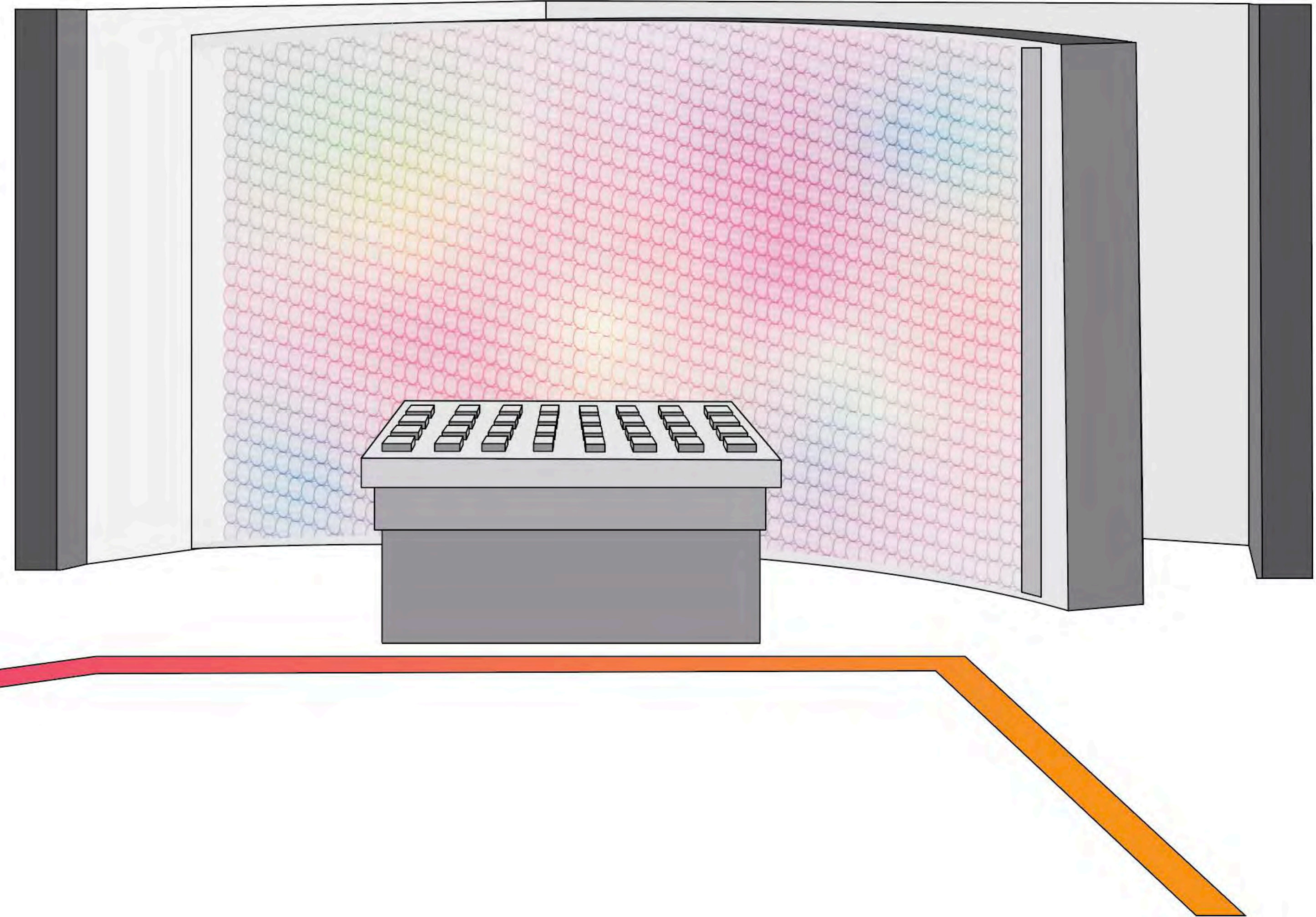


Exhibit Example C
Render

Exhibit C
Interactive Display

A wall full of phosphate-coated 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.











PROJECT SEVEN

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 possess. 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"x6"x2.5" Packaging
Images Obtained by Unsplash





Roast Date
[]

NUTRITION FACTS
Serving Size: 30g
Servings Per Container: 15

Amount Per Serving
CALORIES 90 Calories from Fat 30

TOTAL FAT 3.5g	5%
Saturated Fat 1.5g	12%
Trans Fat 0g	
SODIUM 100mg	3%
TOTAL CARBOHYDRATE 37g	13%
Dietary Fiber 0g	0%
Sugars 21g	7%

PROTEIN 6g

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

INGREDIENTS:
Arabica Coffee Beans, Almond Extract.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Product of Oregon, USA, 2020

[Barcode] SOLVE

Roast Date
[]

NUTRITION FACTS
Serving Size: 30g
Servings Per Container: 15

Amount Per Serving
CALORIES 90 Calories from Fat 30

TOTAL FAT 3.5g	5%
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Trans Fat 0g	
SODIUM 100mg	3%
TOTAL CARBOHYDRATE 37g	13%
Dietary Fiber 0g	0%
Sugars 21g	
PROTEIN 6g	7%

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[Barcode] SOLVE

Roast Date
[]

NUTRITION FACTS
Serving Size: 30g
Servings Per Container: 15

Amount Per Serving
CALORIES 110 Calories from Fat 35

TOTAL FAT 3.7g	6%
Saturated Fat 1.5g	12%
Trans Fat 0g	
SODIUM 150mg	3%
TOTAL CARBOHYDRATE 37g	13%
Dietary Fiber 0g	0%
Sugars 25g	
PROTEIN 4g	6%

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

INGREDIENTS:
Arabica Coffee Beans, Caramel Extract.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Product of Oregon, USA, 2020

[Barcode] SOLVE







THANK YOU!