



Macy Eiesland

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Bottle Project

Project 1 Self-initiated

High Desert Distillery is fun and friendly but still feels classy. The bottles are feminine in their colors, but nothing about the design is classically “girly.” Packaged in small 350ml bottles, these portable liquors are designed to be taken around as the life of the party.





High Desert Distillery 2020

GIN

Made from the finest ingredients
from beautiful Sisters, Oregon

90 PROOF
Extra Dry

40%
ALC/VOL







Handcrafted For Cowgirls & Ski Bums



High Desert Distillery

VODKA

Made from the finest ingredients
in beautiful Sisters, Oregon

80 PROOF
Smooth Taste

Notes of:
Cinnamon and Honey

GOVERNMENT WARNING: (1) according to the surgeon general, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems."





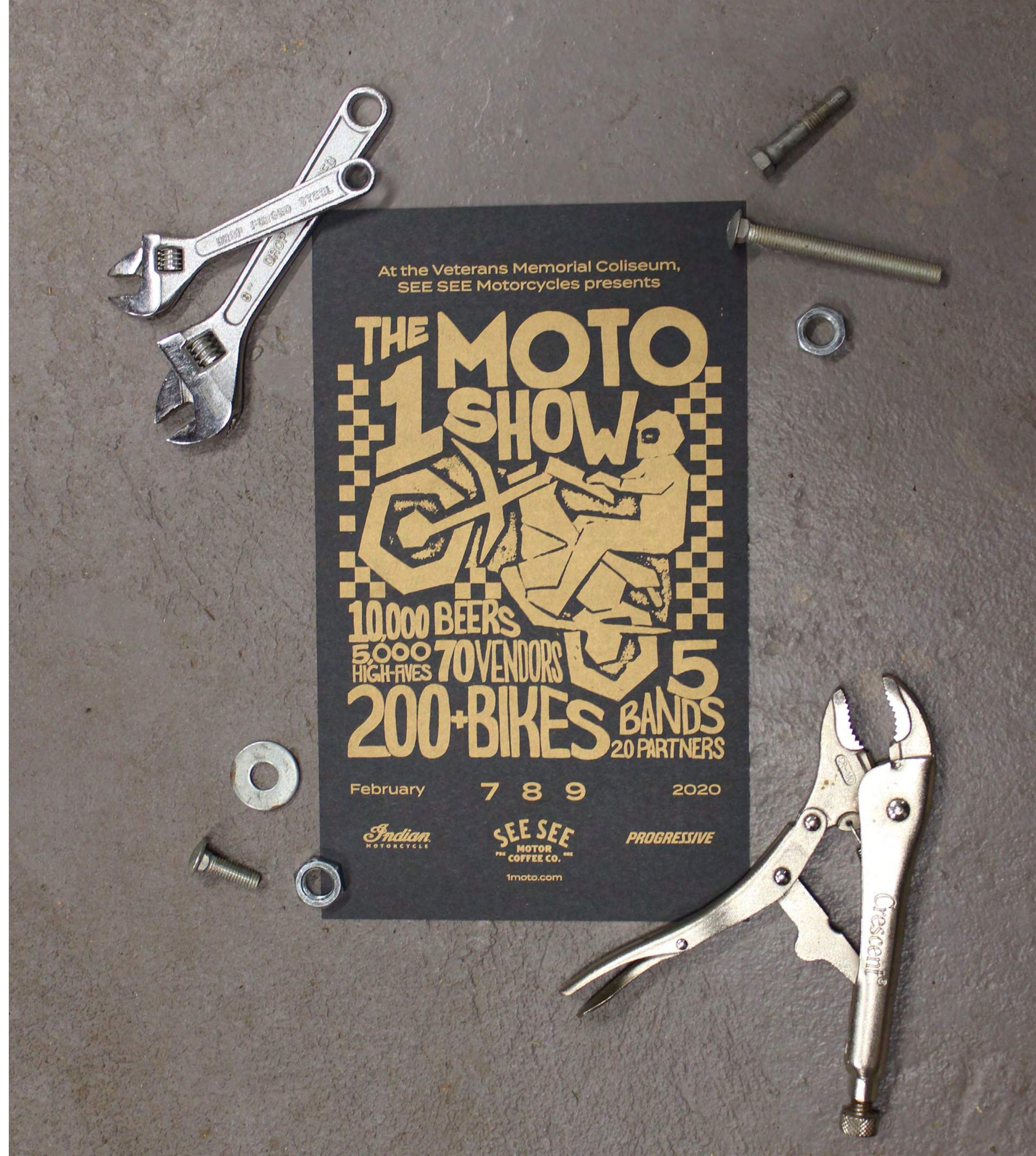
Handcrafted For Cowgirls & Ski Bums
EST. High Desert Distillery 2020
WHISKY
Made from the finest ingredients
in beautiful Sisters, Oregon
350ML 1/3QT 70 PROOF Barrel Aged 40% ALC/VOL

One Moto Show Poster

Project 2
DES 210
Walker Cahall

Danger. Intrigue. The prospect of the open road... and looking damn cool. Whatever the reason you love motorcycles, the One Moto Show is for you. Design elements are block printed, hand-drawn, and risograph printed to capture the spirit of biker culture.





At the Veterans Memorial Coliseum,
SEE SEE Motorcycle presents

THE MOTO 1 SHOW




10,000 BEERS
5,000 HIGH-FIVES
70 VENDORS
200+ BIKES
5 BANDS
20 PARTNERS

February 7 8 9 2020



At the Veterans Memorial Coliseum,
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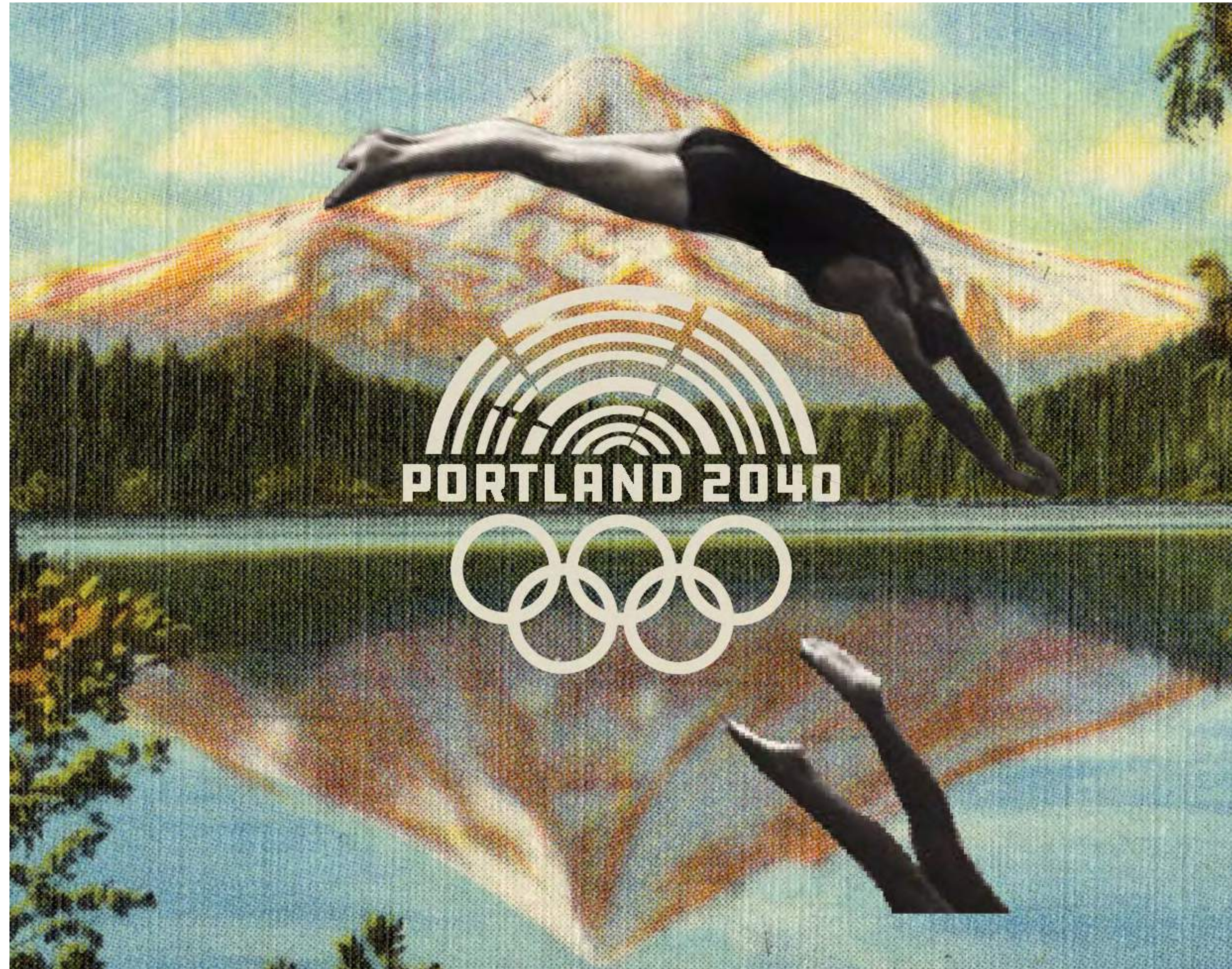
February 7 8 9 2020



Portland 2040 Olympics

Project 3
DES 225
Philipp Zurmöhle

Portland is famously known as Stumptown; logging makes up a big part of the history of Oregon. The design embraces the idea of the forest and industry as the origins of the city while bringing in the ideals of community, building, and sportsmanship.







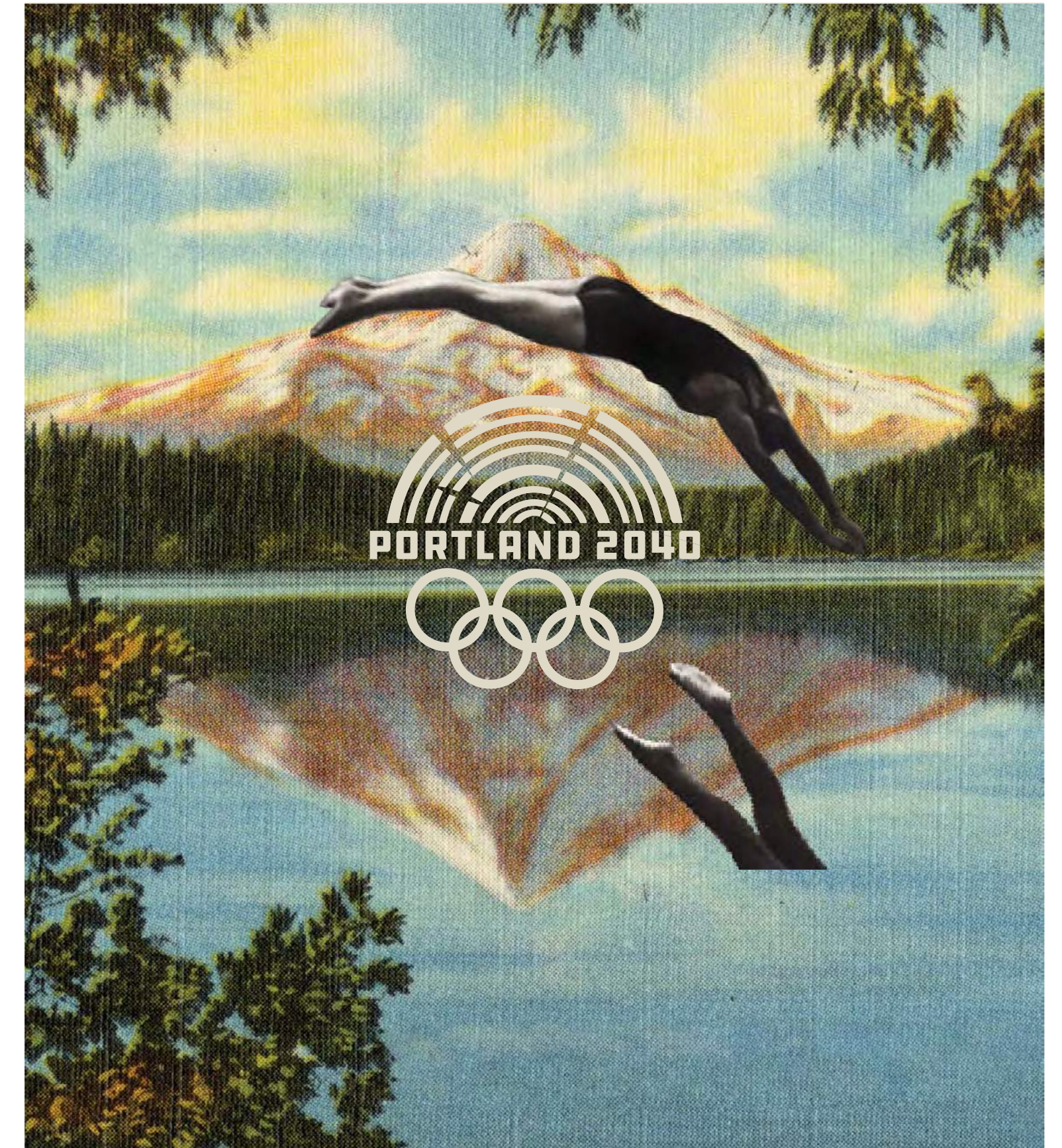
BUILD HISTORY
TOGETHER

Portland, Oregon USA  July 23rd - August 8th



BUILD HISTORY
TOGETHER

Portland, Oregon USA  July 23rd - August 8th



BUILD HISTORY
TOGETHER

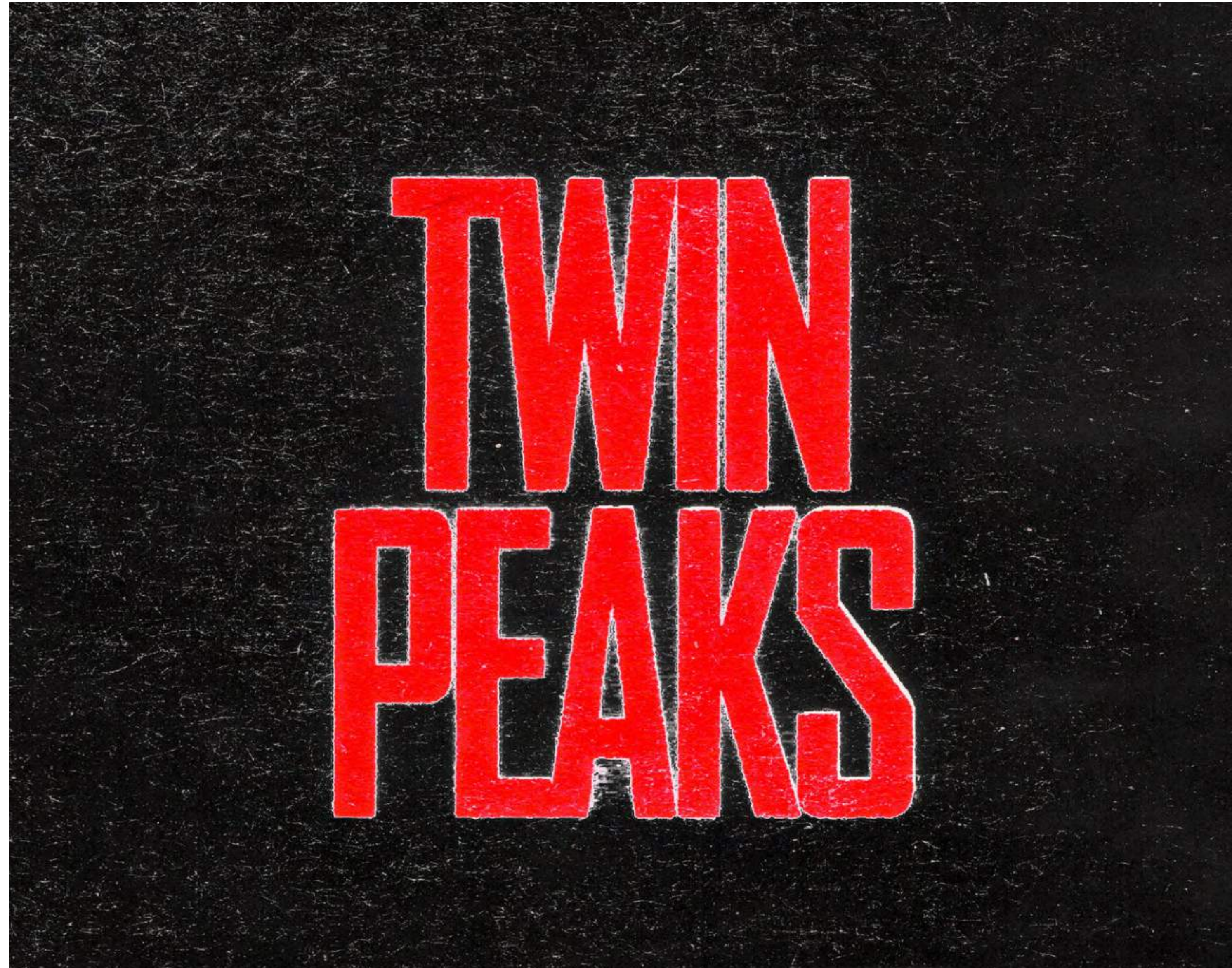
Portland, Oregon USA  July 23rd - August 8th

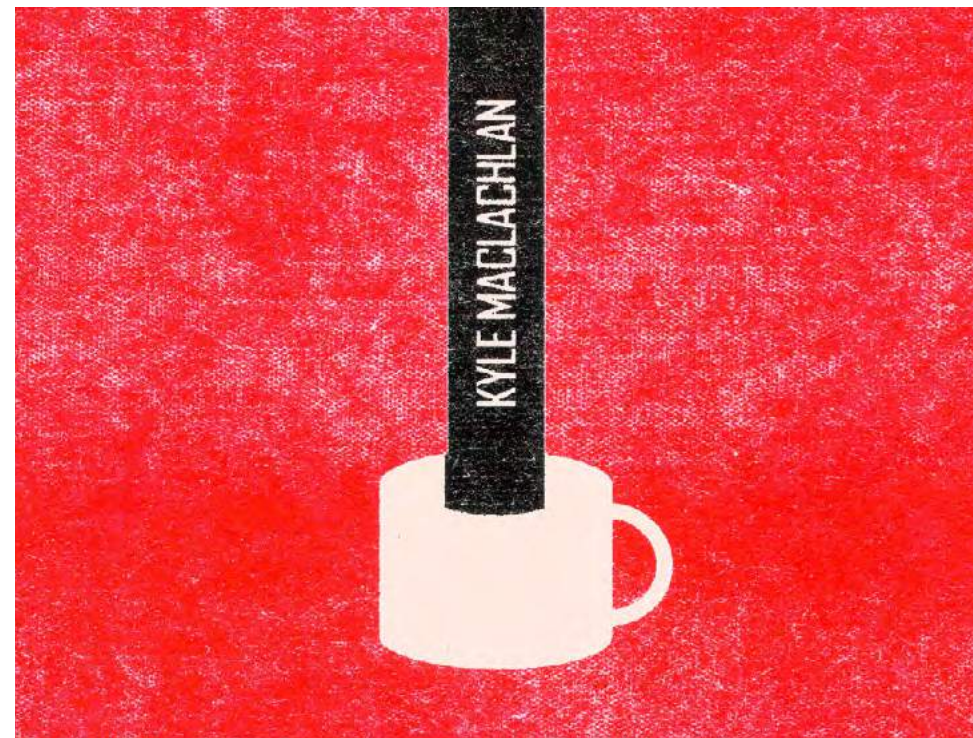
Twin Peaks Title Sequence

Project 4
DES 224

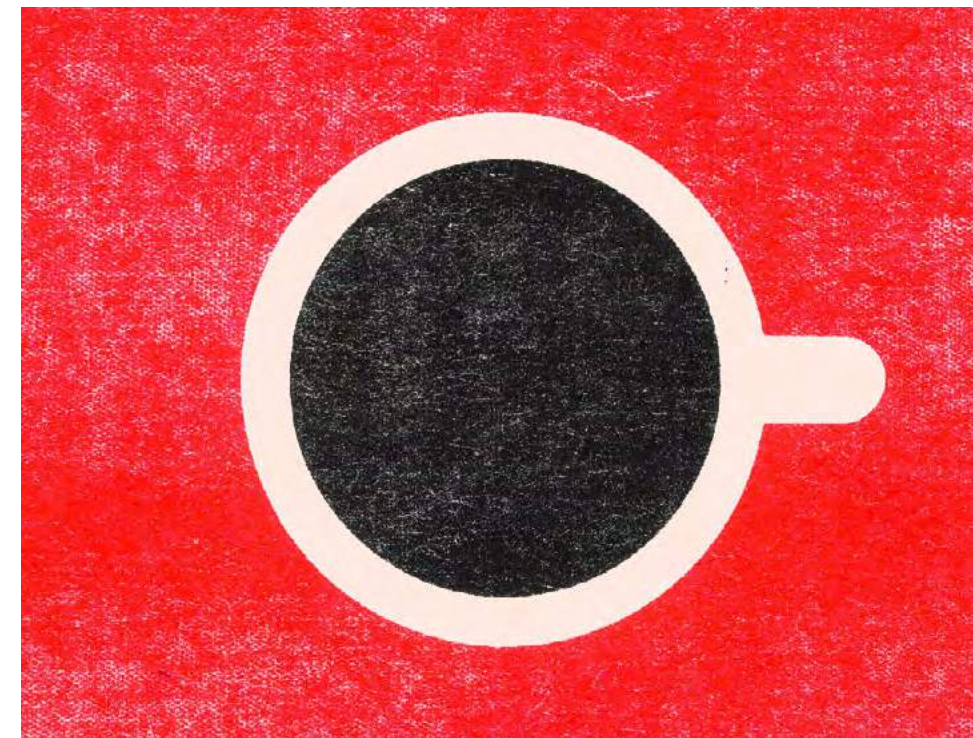
Kate Bingaman-Burt

Twin Peaks is a mystery thriller with a touch of supernatural set in the beautiful Pacific Northwest. Inspired by Saul Bass, the title sequence has a similar arc of motion, one item turning into the next. The objects have significant symbolism, acting as treasures.

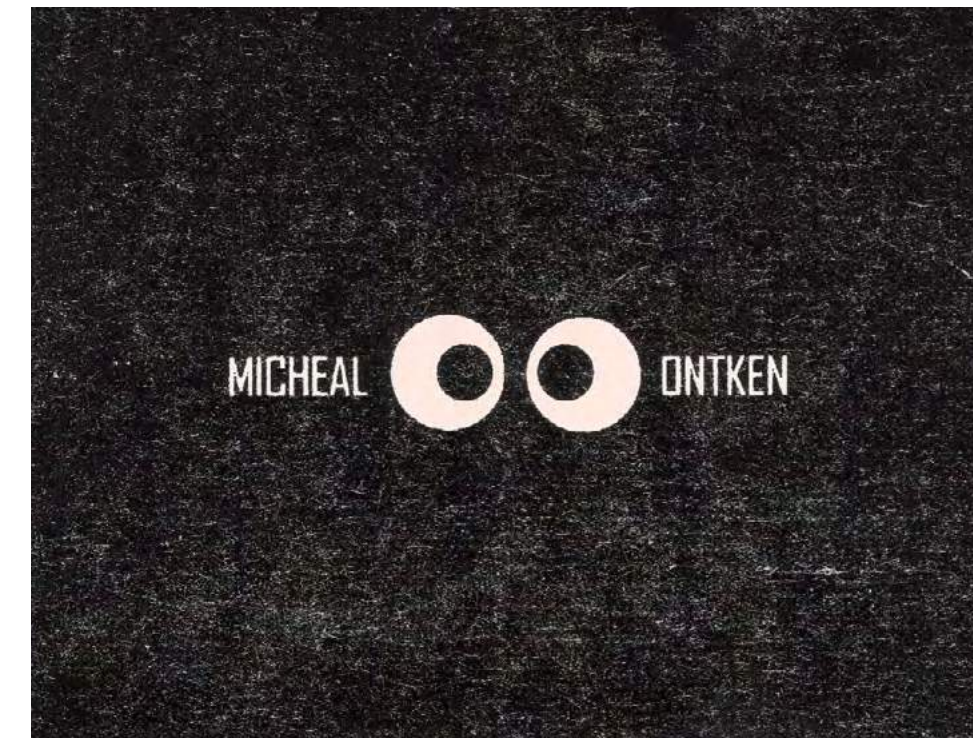




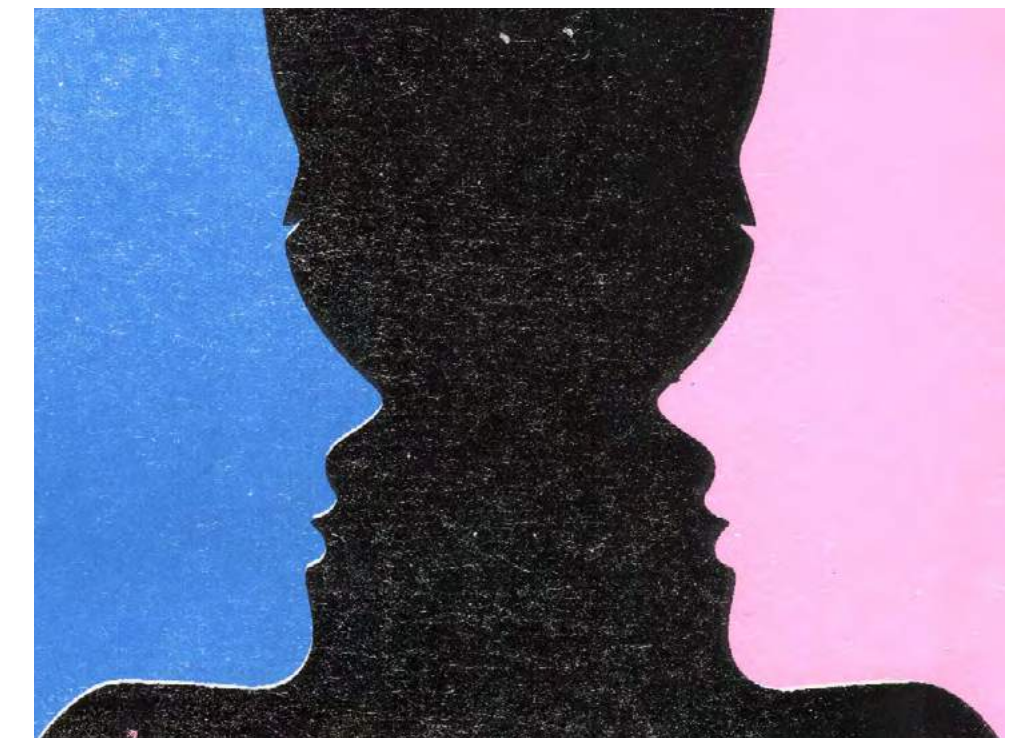
Line enters from top frame, filling the coffee cup



Pan into coffee until frame is black



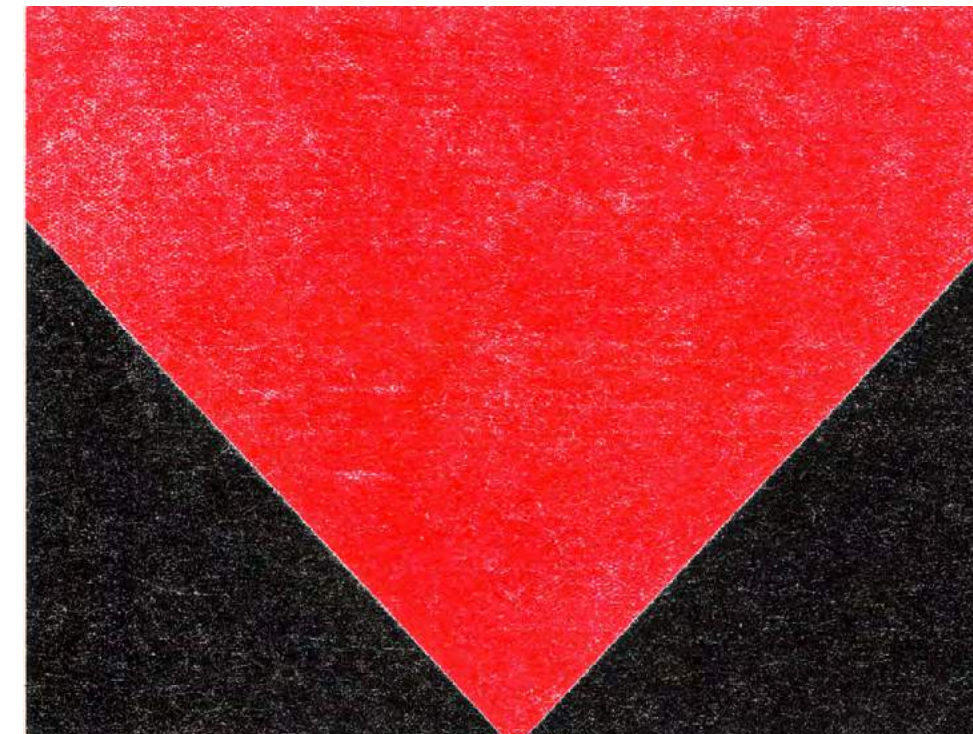
Eyes blink, name appears, eyes blink again, frame is going black.



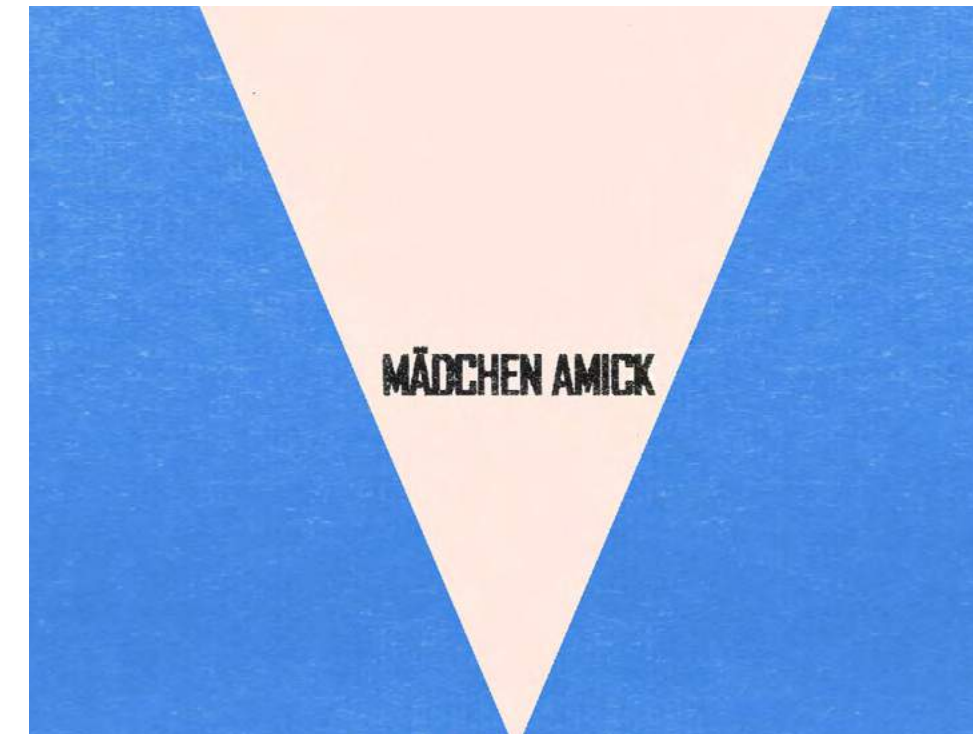
Faces enter from both sides.



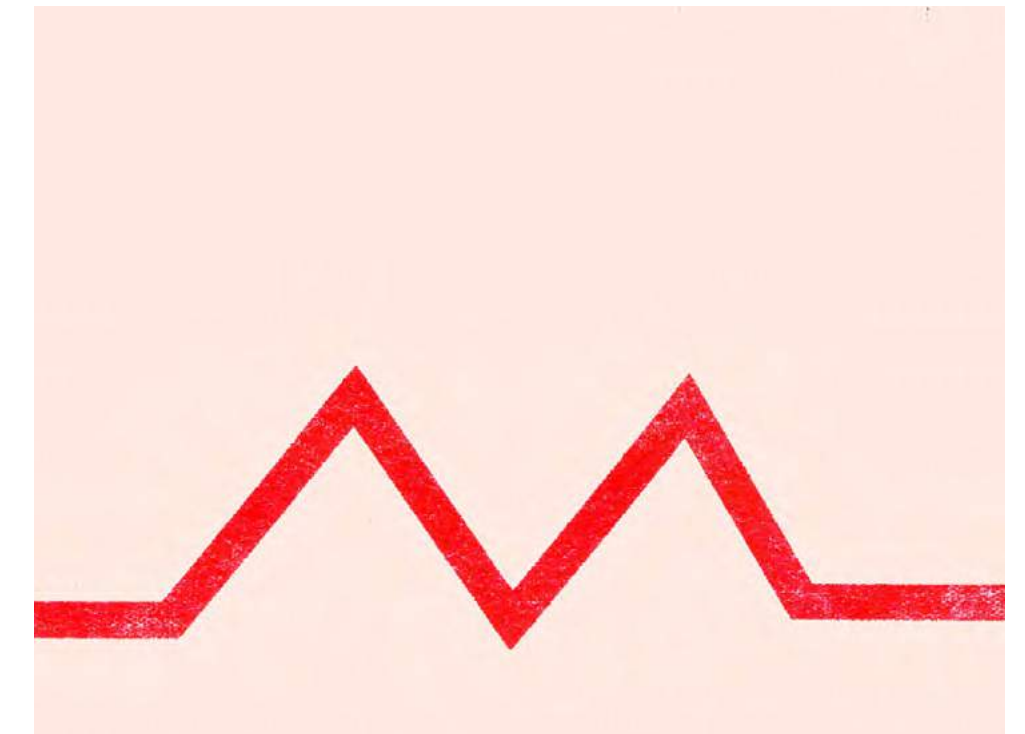
Faces converge, the space turns red.



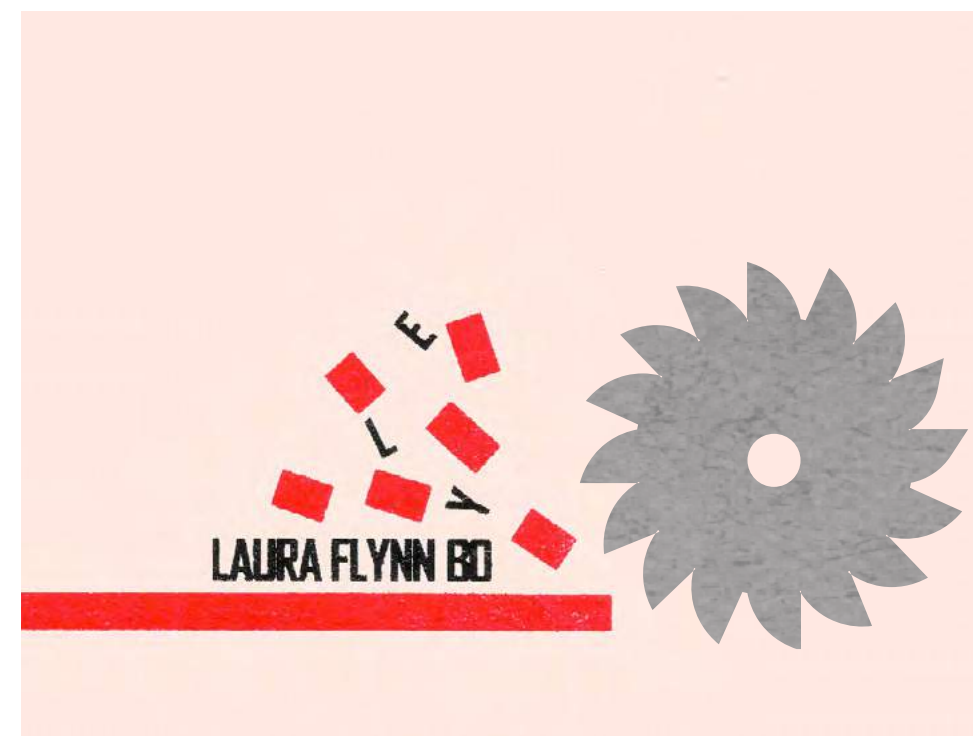
Black radiates from bottom of the frame, moving upwards and towards the center.



When the black reaches middle, color changes, shapes continue to radiate.



Line comes across from left of frame, continuing to form two peaks.



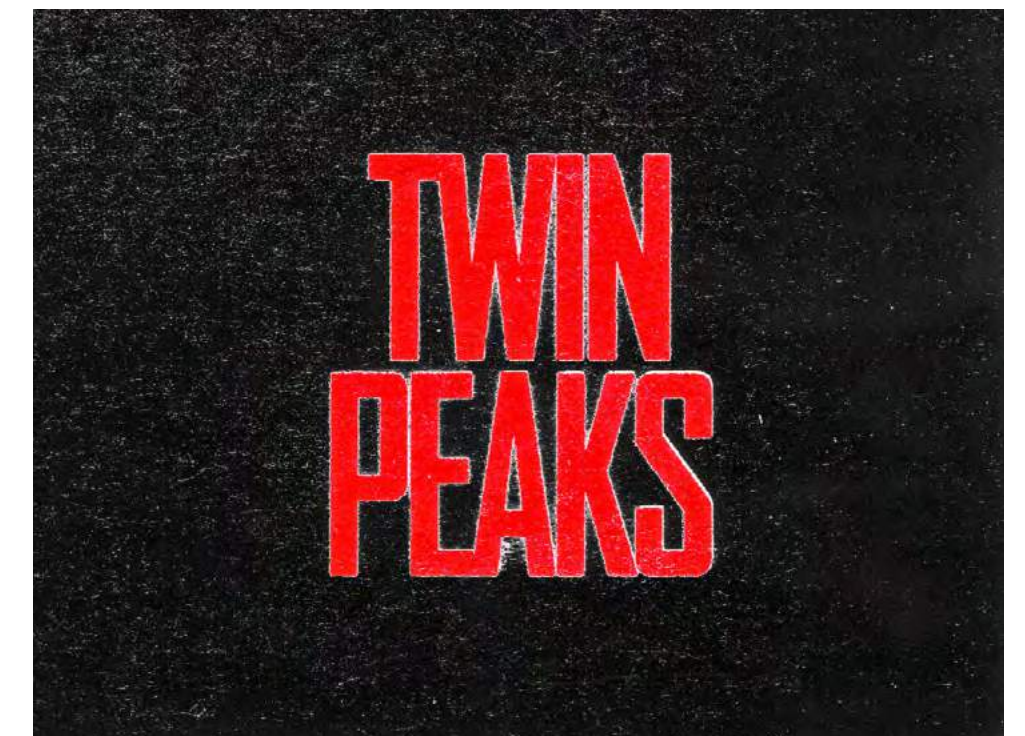
Line comes from left of frame. Blade comes from right, cutting up type.



Zigzag shapes come from the top, tick-tacking down with the titles.



Continues



Fades in and then out into the start of the show, Twin Peaks



Watch

Cultural pride is a pillar of the Olympic games. When a city hosts the Olympics, there are many benefits such as global recognition, sportsmanship, and stimulus to the local economy. However, the later is not always the reality. Historically, almost all Olympic games have left cities in tremendous debt. For example, the 1976 summer games left Montreal with a debt of \$1.5 billion, which wasn't paid off until 2006. This economic downfall is primarily due to the cost of building major infrastructure on a short timeline, many of these buildings end up being poorly made. The games also bring in undesired pollution, congestion, and overcrowding. The 1984 Olympics set out to change this pattern of failure. Not only were they successful in avoiding debt, but they also came out with a financial gain. This success is greatly attributed to one woman. The design efforts of Deborah Sussman and the Olympic committee resulted in the only financially successful Olympic games.

Deborah Sussman is an icon for her use of shape and color in the built environment. She is best known for bringing the California design aesthetic to the world in her design of the 1984 Olympics. Sussman attended the Ulm School in 1958, where she learned from Aicher-Scholl, Otl Aicher, and Max Bill. The mission of the Ulm School was to incorporate design and industry into our material world. This would be an ideal that drove her career, and love for environmental design. She coined the term for her eye-catching supergraphics "graphitecture", which Sussman defined as the practice of bringing graphic design into the built environment. Sussman's husband, Paul Prejza — an architect

— informed the technical sides of her designs. Prejza was instrumental in getting Sussman's work to the Olympics.

The design budget for the 1984 Olympic games was \$10 million. This is a tiny budget for the games. Together, Sussman and Prejza built up the city of Los Angeles using economic materials such as decorated chain-link fence and scaffolding. Sussman used paints, cardboard, paper and other affordable materials to apply color to the city. These pops of color heightened the sense of surface, transforming the city overnight. The most notable aspect of the design is the dreamy, pop art color scheme that Sussman chose to represent LA. There is a lack of classic American red, white, and blue. Instead, pinks, oranges, blues, reds, and teals expressed influence from the areas along the Pacific Rim, Mexico, Japan, India, and China. The colors have great significance to the communities that make up and impact the culture of Los Angeles.

The 1984 LA Olympics took a bare-bones approach to design, using existing infrastructure with colorful graphitecture. They made a fortune, setting a new example of success. The design efforts of Deborah Sussman and the Olympic design committee resulted in financial success as well as stands testament to the notion that you don't need a large budget for good design. Sussman's daring design represented the freedom from tradition that the Golden State stands for, bringing the California design aesthetic to a global scale.

1984 Publication

Project 5
DES 290
Briar Levit

Bright colors, shapes, and working with cheap materials were what made me fall in love with design. These are all traits of Deborah Sussman's work. 1984 is a research project on Sussman's colorful world that she created for the 1984 Olympic games.





Deborah Sussman's Technicolor
Designs and The Only Financially
Successful Olympic Games

Read

Hotel Saguario Branding and Spacial Design

Project 6 Self-initiated

Hotel Saguario is a hotel in Prescott AZ. The space is light and calming, as well as still masculine. A cool spot in the desert to unwind. Inspired by the work at OMFGCO, I'm interested in building out a brand to the extent of how the physical space is designed.





EST. 2008
HOTEL SAGUARO
 Prescott, Arizona

230 S Cortez St, Prescott, AZ 86303

Join Us
hotelsaguaro.com
 503-235-3699









hotelsaguaro

Message



438 posts

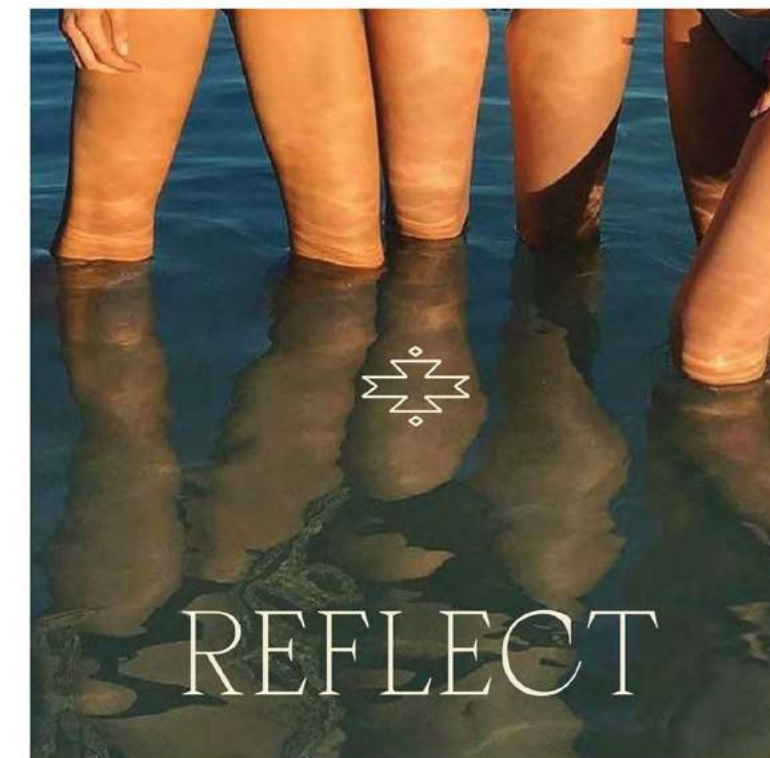
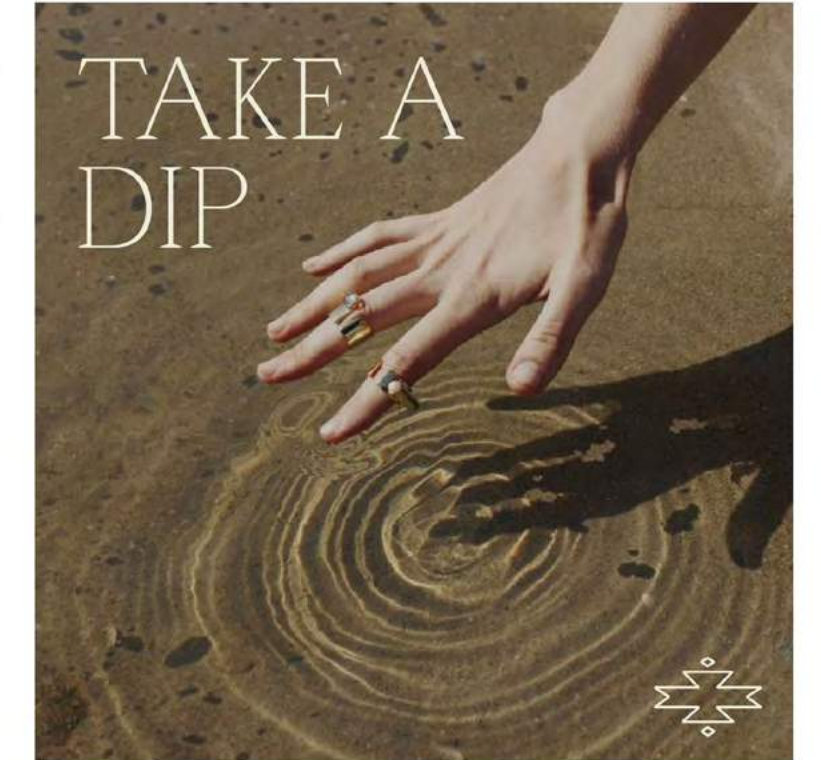
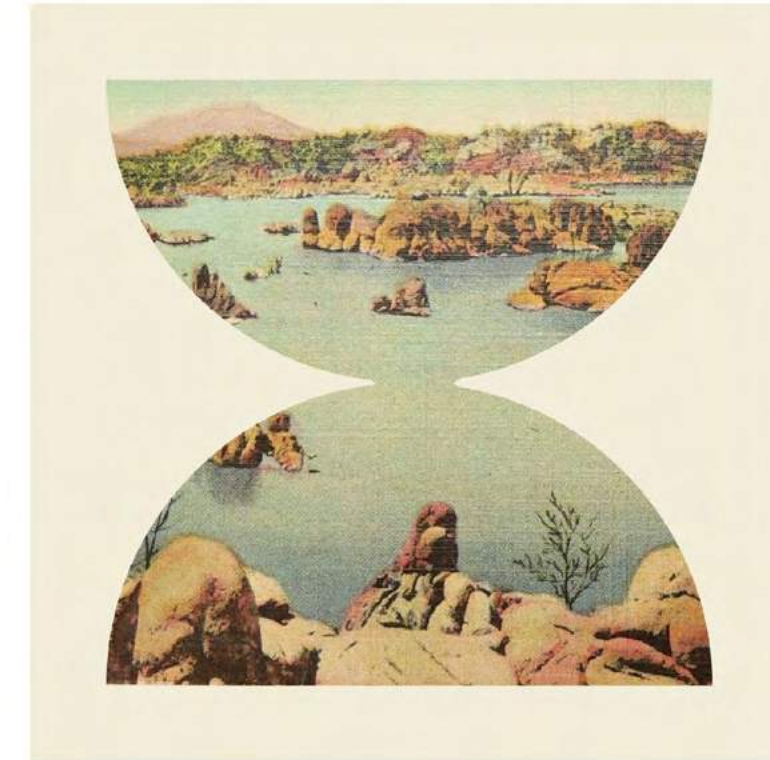
16.2k followers

554 following

Hotel Saguaro

Thoughtfully designed accommodations in beautiful Prescott Arizona.
Find your escape.

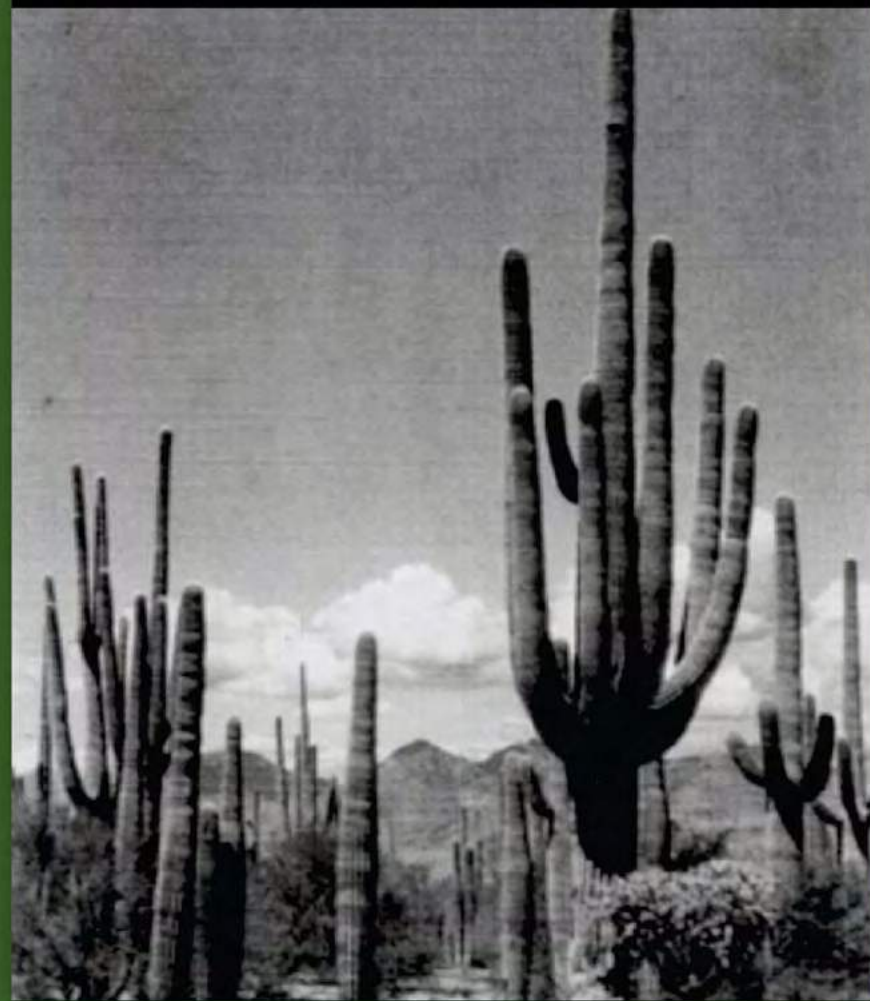
hotelsaguaro.com





OPEN

SHUT



ALBUM
PRO **CESS**

The text 'ALBUM PRO CESS' is written in a bold, black, sans-serif font. The word 'ALBUM' is on the top line, and 'PRO CESS' is on the bottom line. There are several hand-drawn red annotations: a bracket above 'ALBUM', a circle around 'm' in 'ALBUM', a circle around 'PRO', a circle around 'CESS', and a double underline under 'PRO'. There are also some scribbles and arrows on the right side of 'CESS'.

MAGGIE ROGERS

- POP - FOLK - ALTERNATIVE - DANCE - R+B
- AMERICAN WEST
- NATURE
- SELF DISCOVERY
- WITCHY VIBES ☆
- FRENCH POP INFLUENCE
- ↓
- YE YE GIRLS

LOVE

INSPIRED BY
 CARRIE BROWNSTEIN
 PATTIE SMITH
 KIM GORDON
 BJORK
 PORANO CARLILE
 SHARON VAN ETTEN

FOLK ROOTS

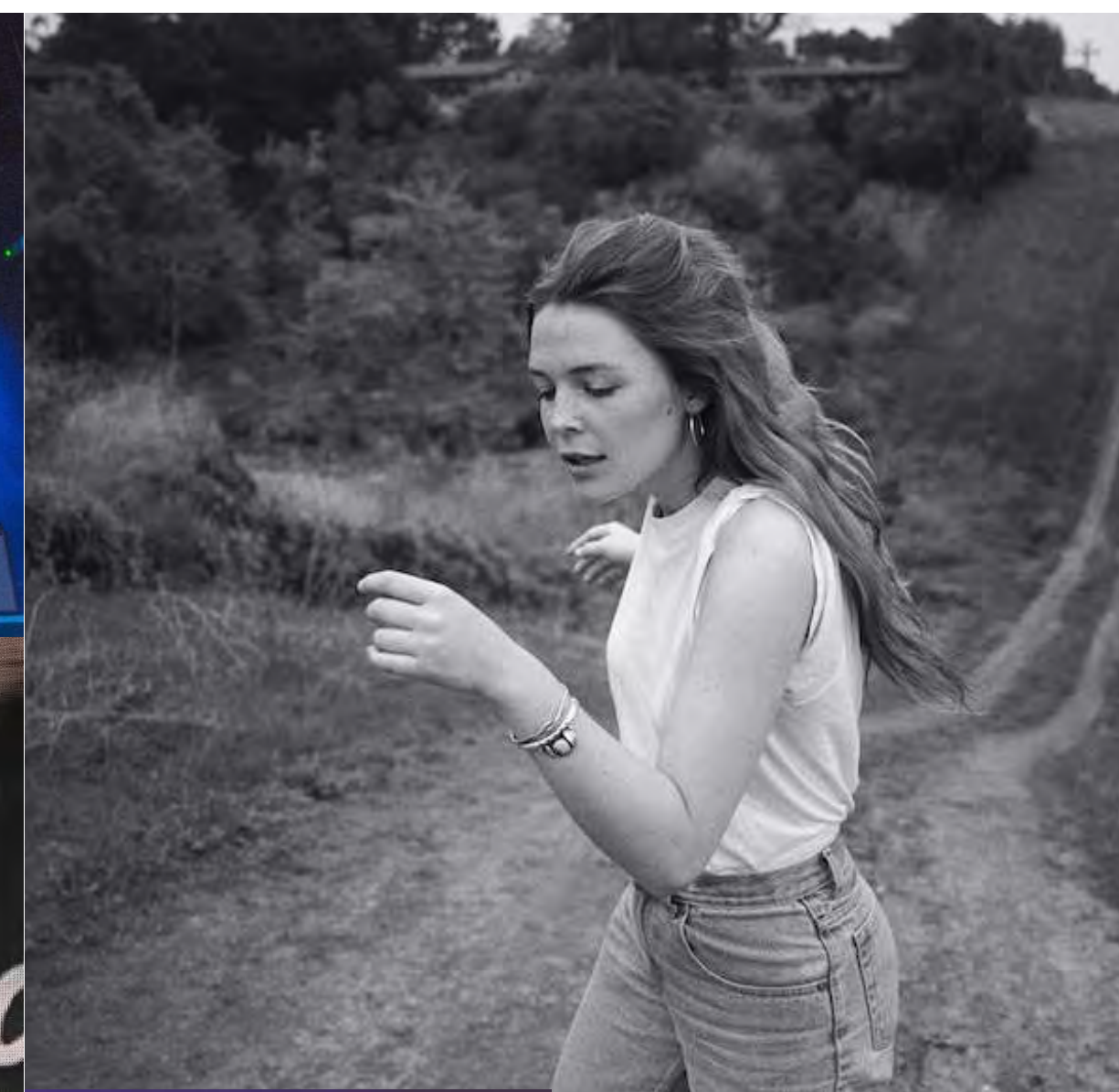
SHE HAS SYNESTHESIA

FRENCH DANCE MUSIC

COLORS

TIME: "CLAIMS SPACE OUTSIDE OF TYPICAL MACHINES OF POP, COUNTRY, OR R+B"

"POPS NEW JONI MITCHEL"



Dear listening ears/reading eyes,

For a long time I've introduced myself as a bongo player from the Eastern Shore of Maryland. I'm a hiker and an environmentalist. I'm an optimist. I'm loud.

I'm still all those things, but I went quiet for a few years. I cut my long hair short. I got a cat named Cat Stevens. I fell in love. I moved to New York, to France, and back.

Inevitably, I found my space in the place between knowing who I was and finding out who I am.

I'm a songwriter, producer, and performer from Brooklyn. I'm an optimist. I'm a feminist. I'm loud when I laugh. I'm freckled. I love my old jeans. I love pink eye shadow. I cry when I dance sometimes. I feel a lot, maybe too much, but in a song, it always seems to be just enough.

The thing about songs is that no matter how far away, or how long I stay away they always seem to keep coming. And as wild and unpredictable as they are, I've learned to trust them. I write to feel and sing 'til I feel a new way.



Concept Moodboards

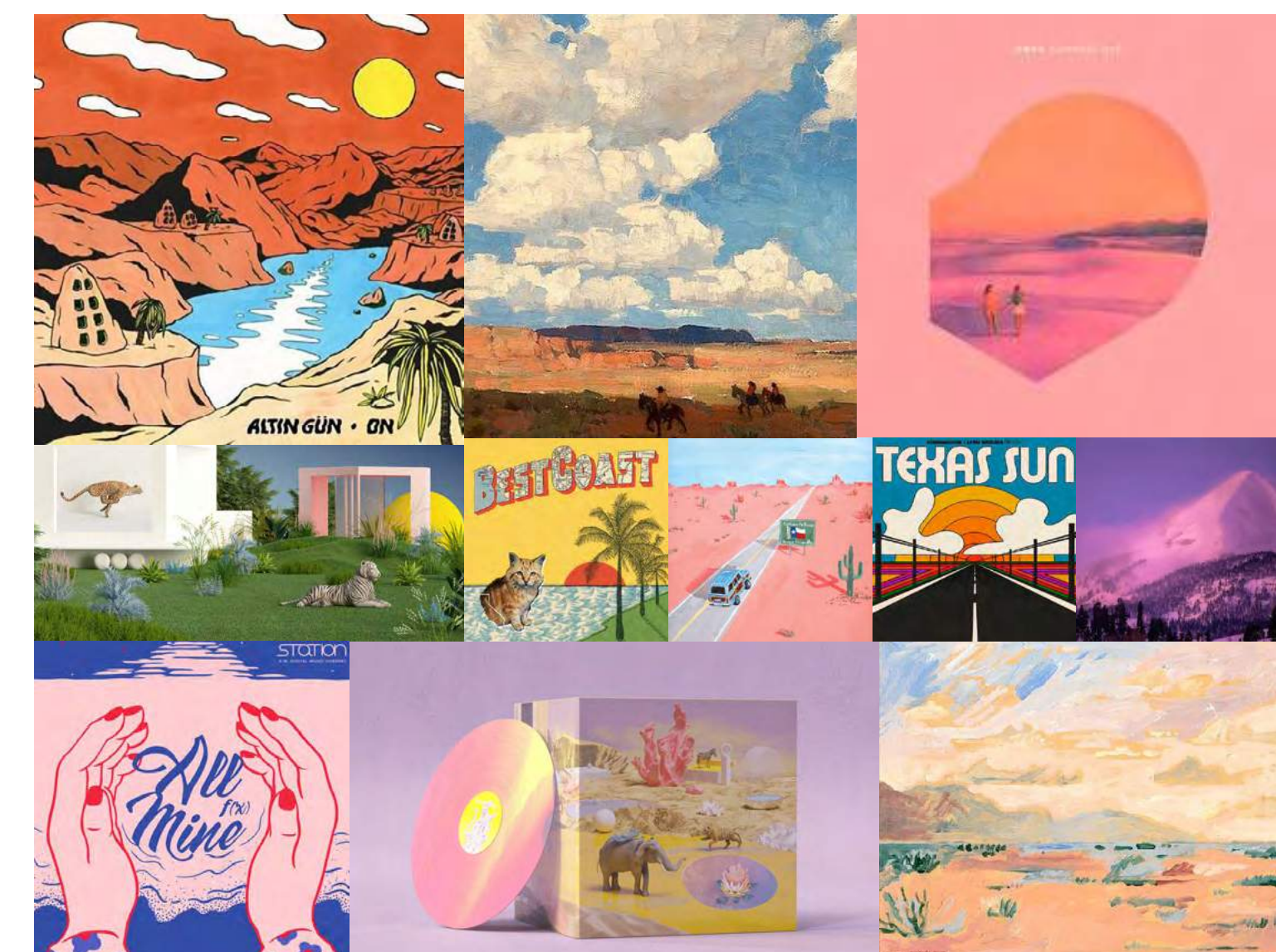
Album Process



Folk Art



Pop Cowgirl



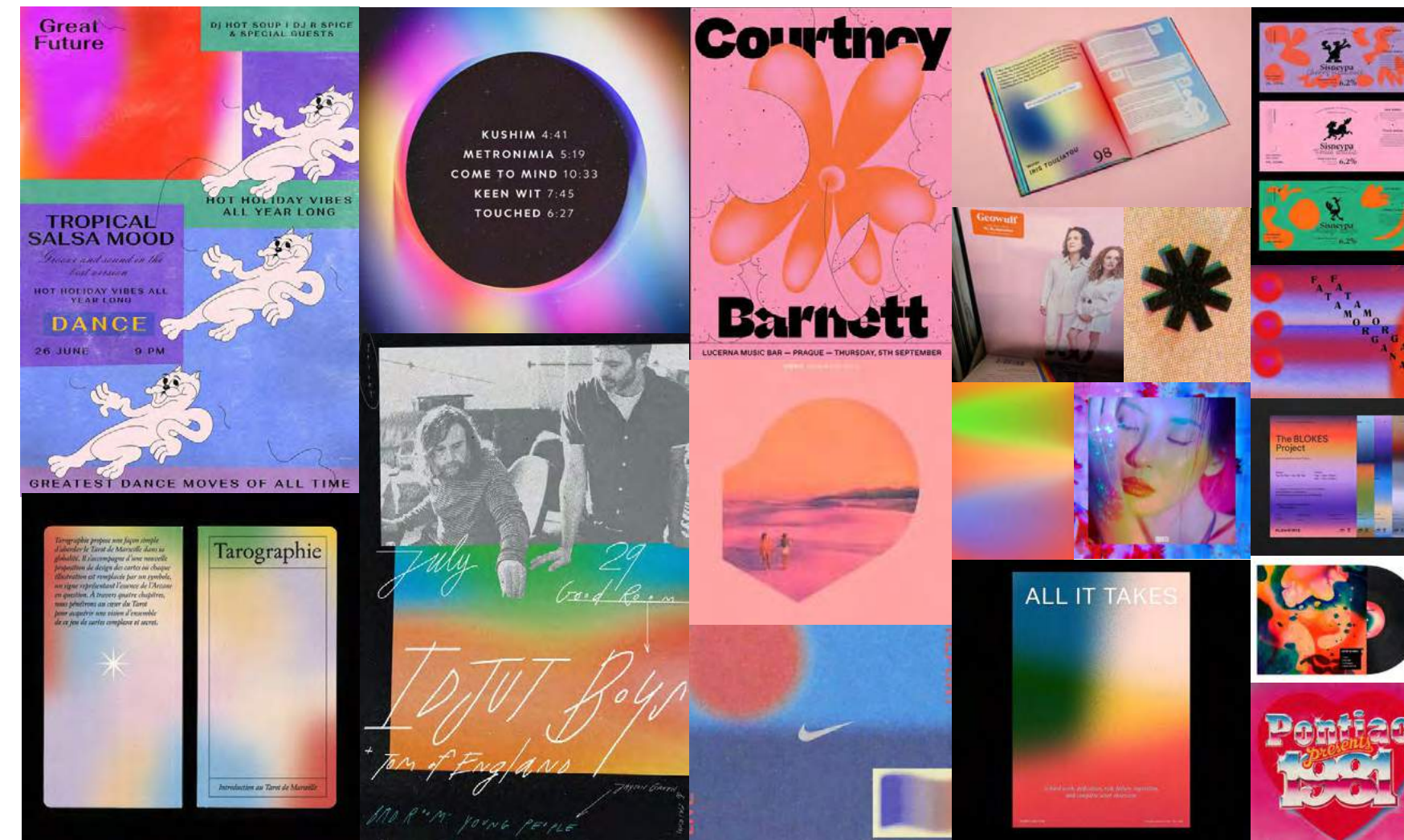
Landscape

Style Moodboards

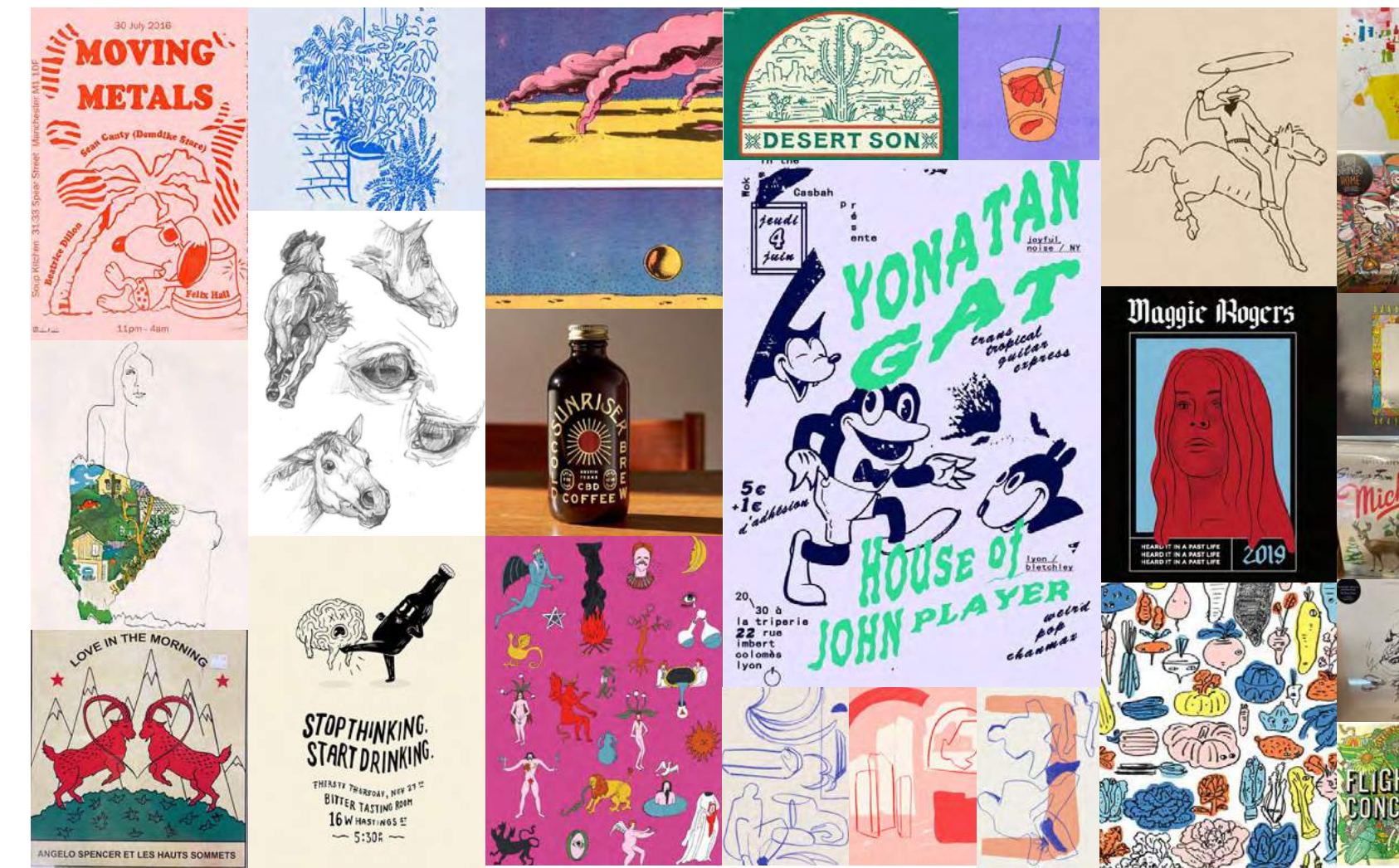
Album Process



Art Nouveau

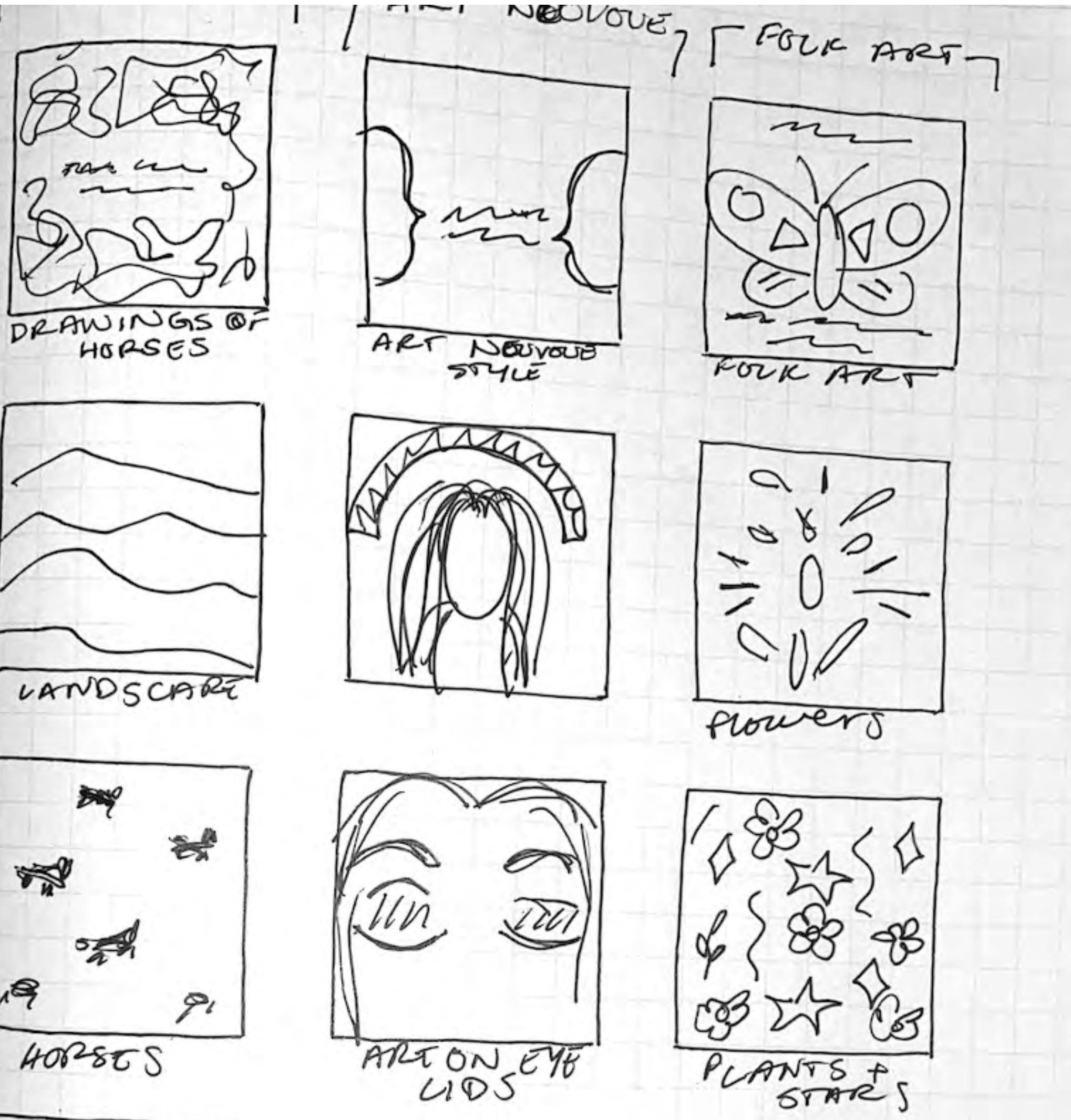


Glow



Hand Drawn

In addition to concept moodboards, I made a second set of moodboards to figure out the style that I wanted my album.





FOLK ART

FUNNY FONT
 W/ FLOWERS

VIBRATING COLORS

SPACE FILLED
 W/ THINGS +
 NATURE

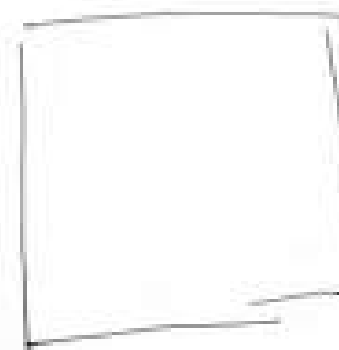
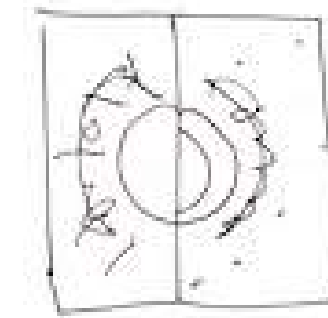
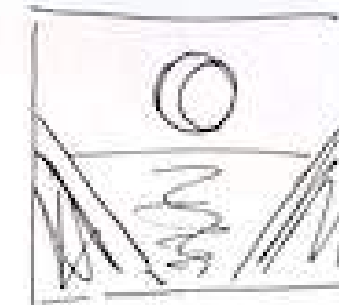
EYELIDS W/
 EYE LIDS

SOFT GLOWING
 COLORS W/
 NAME IN
 FRONT

AMERICAN LANDSCAPE

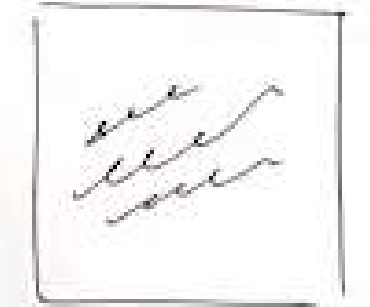
2 COLOR
 LANDSCAPE

ALPINE GLOW
 OVER
 MOUNTAIN

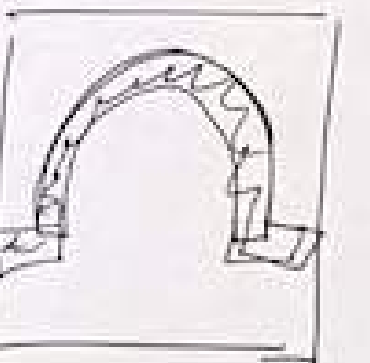


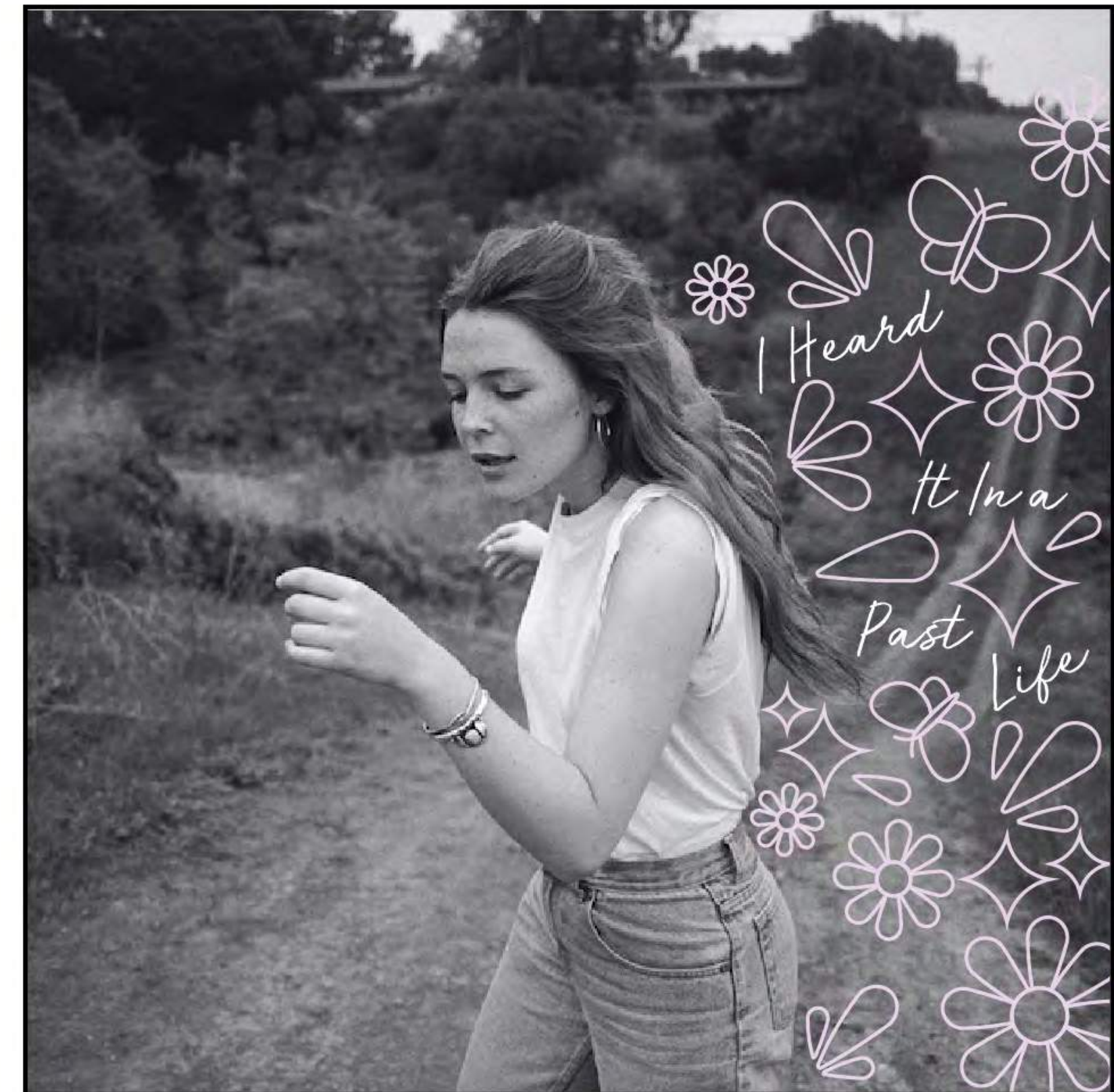
HAND
 DRAWN
 HORSES/
 RUNNING

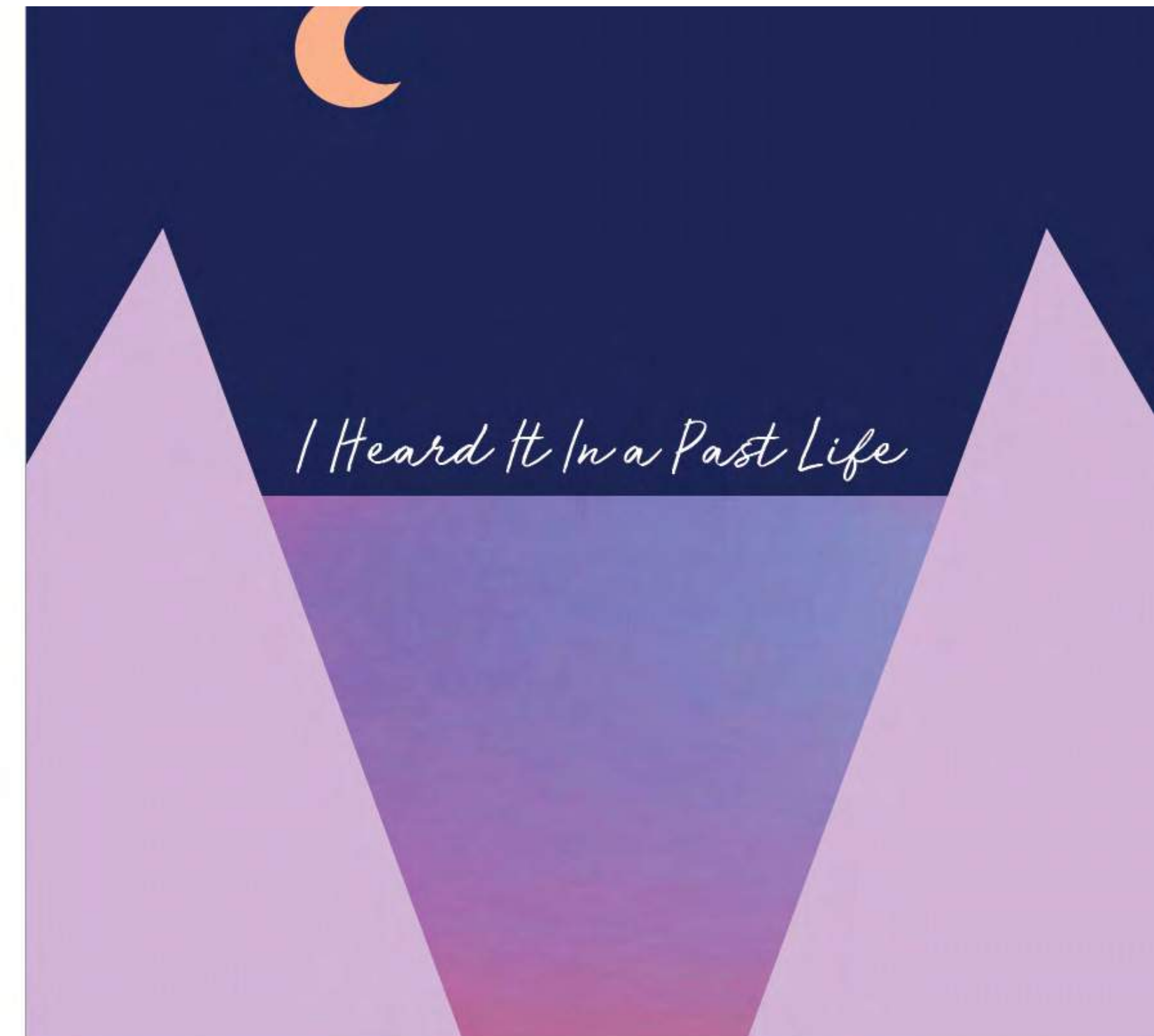
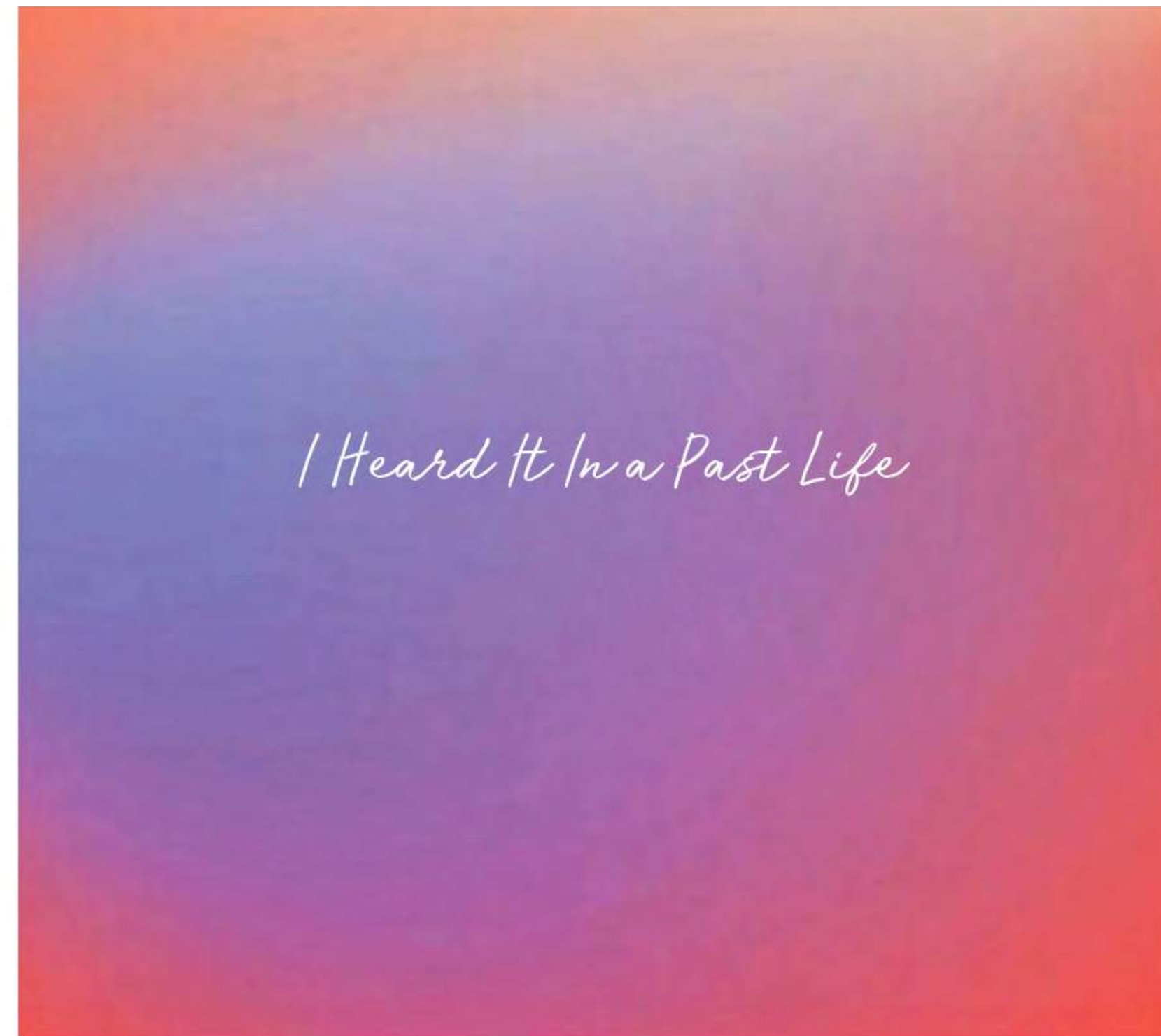
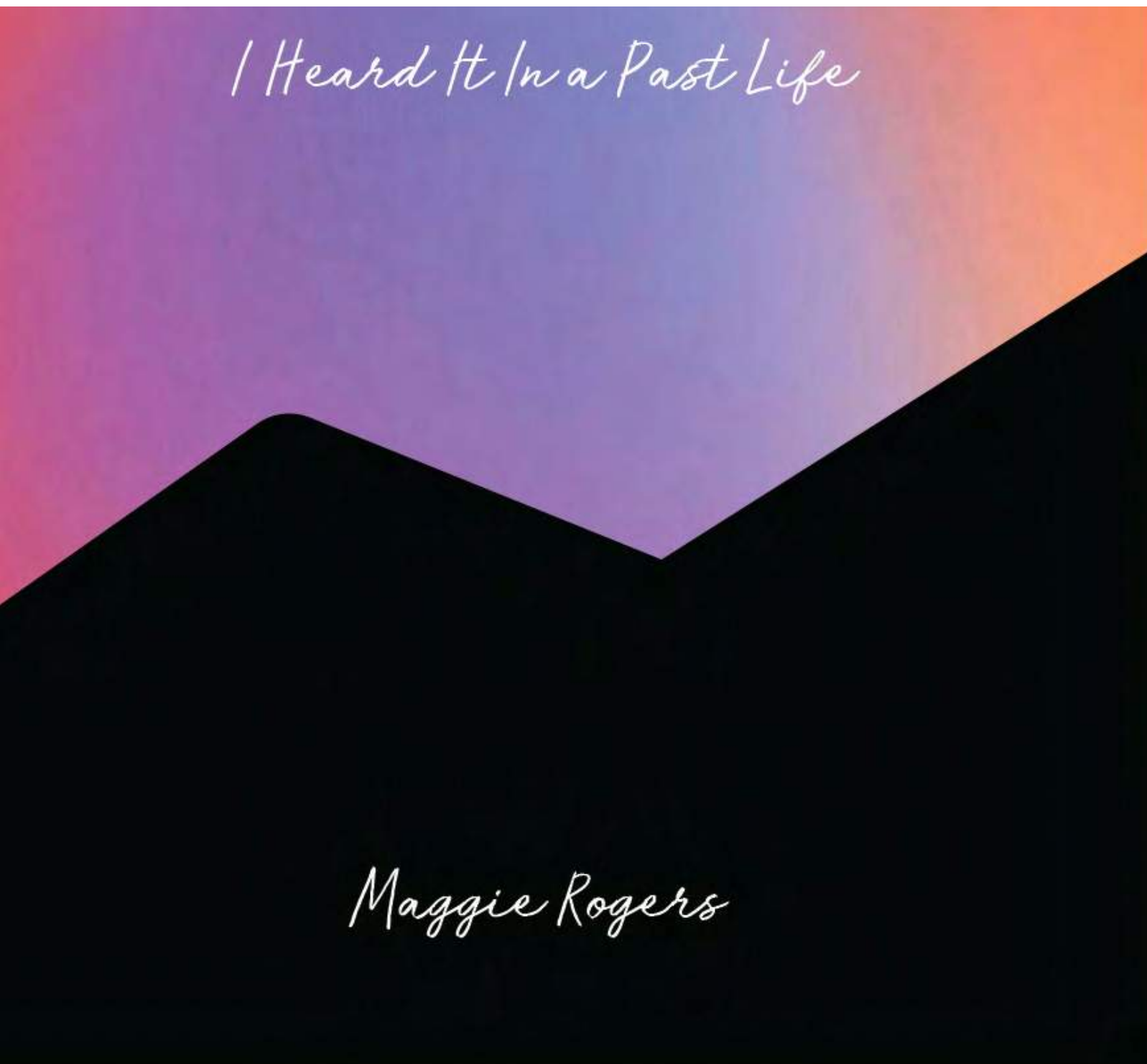
MAGNETIC
 OBJECTS
 → Q color

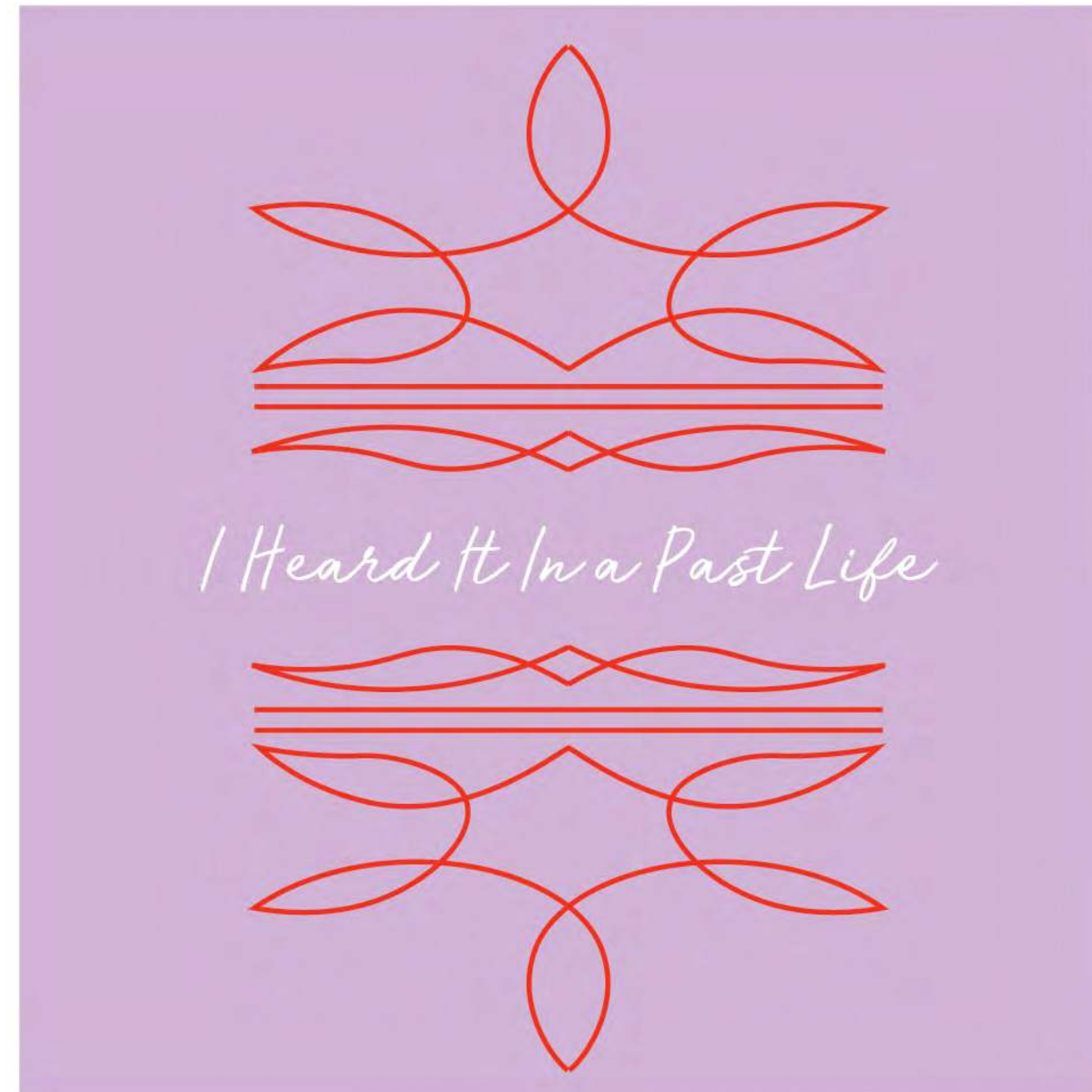
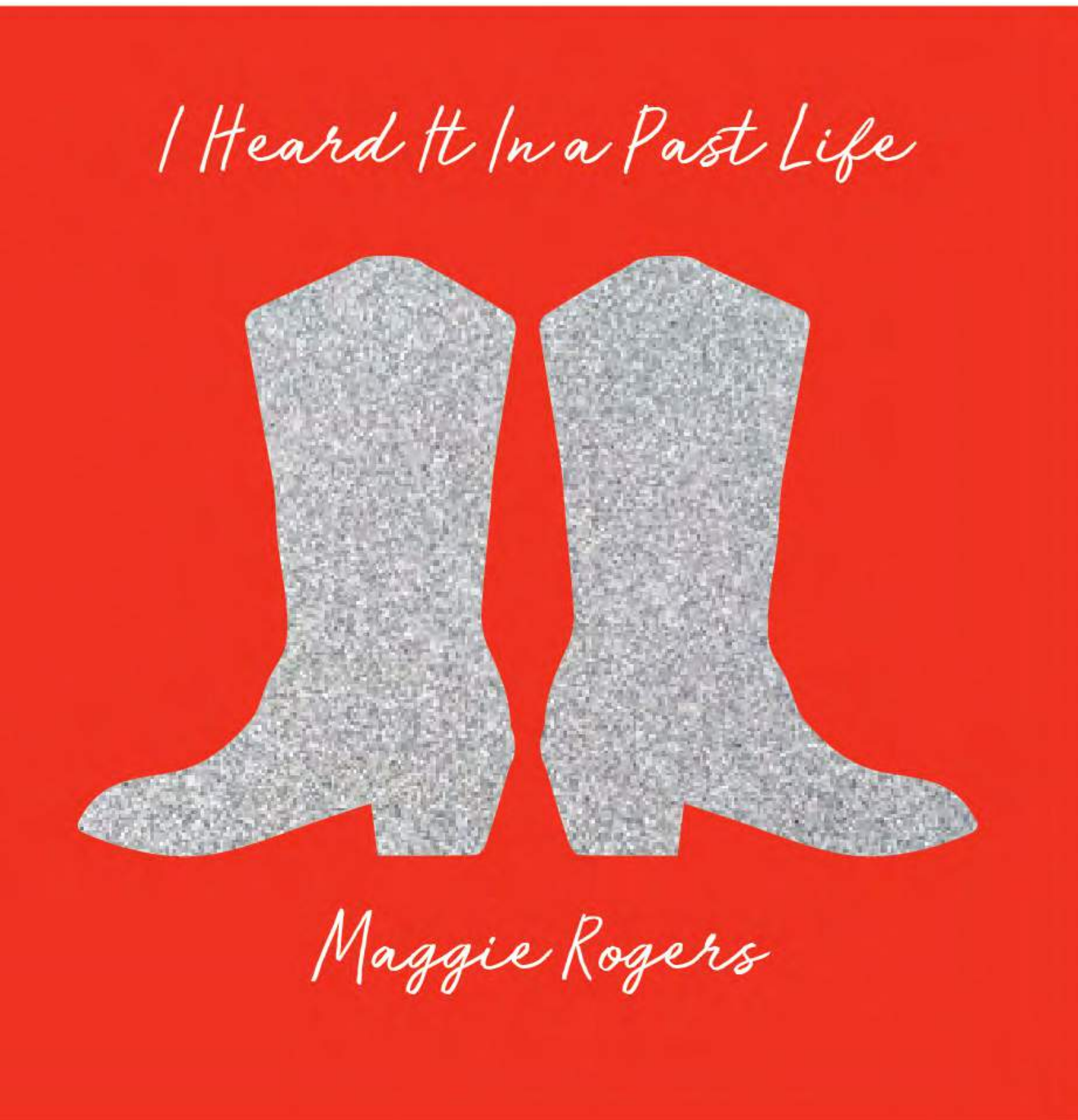


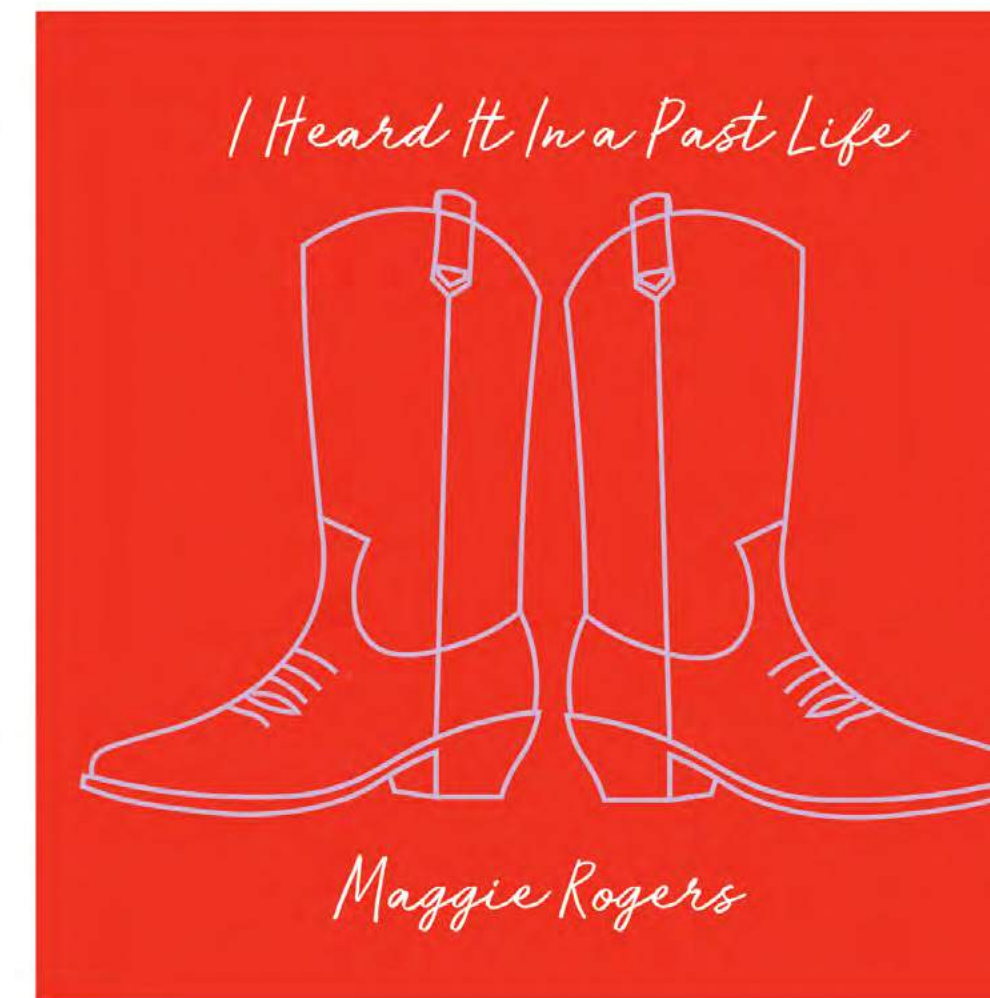
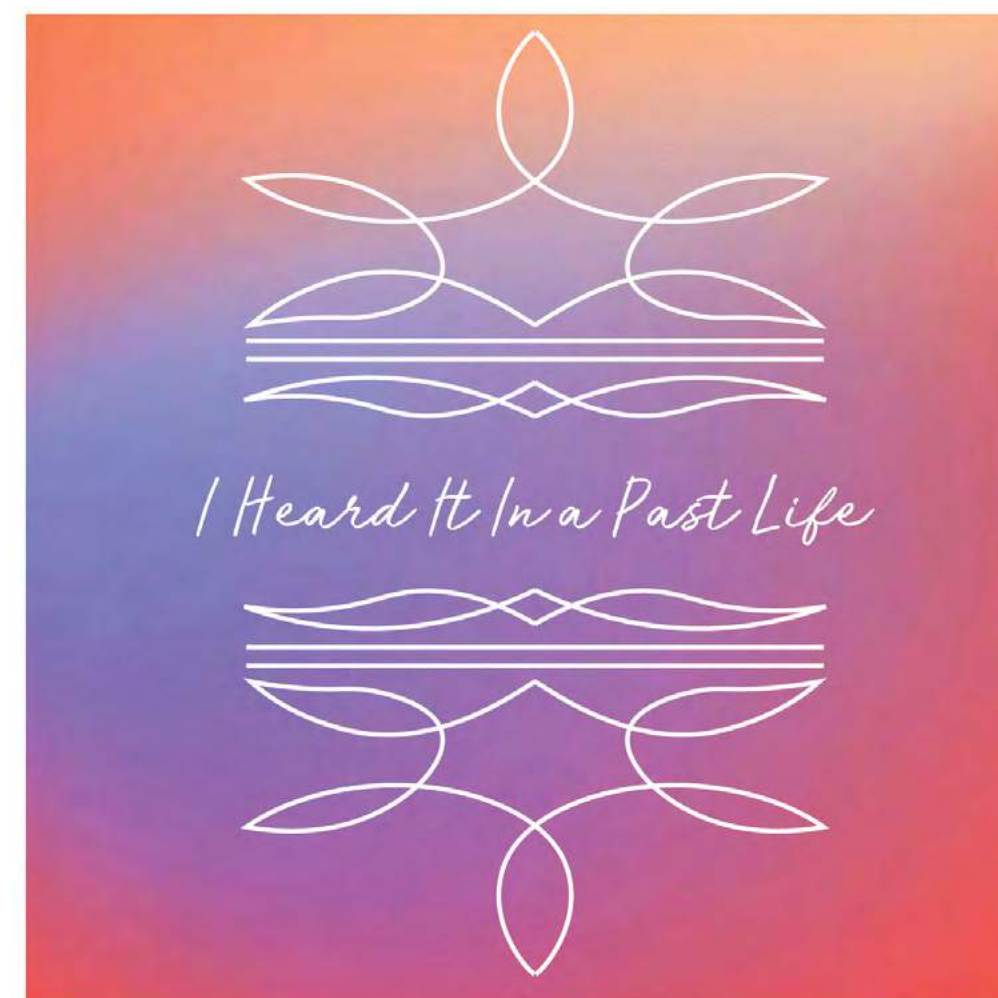
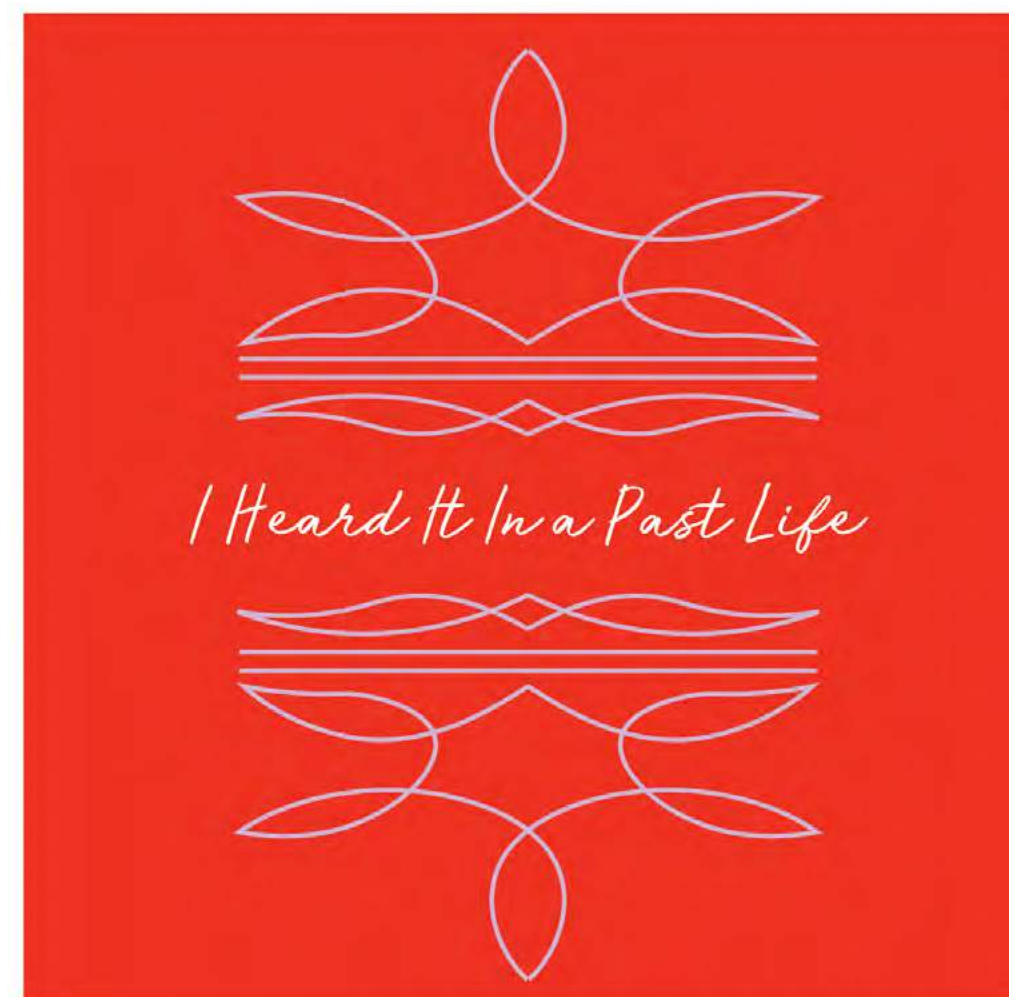
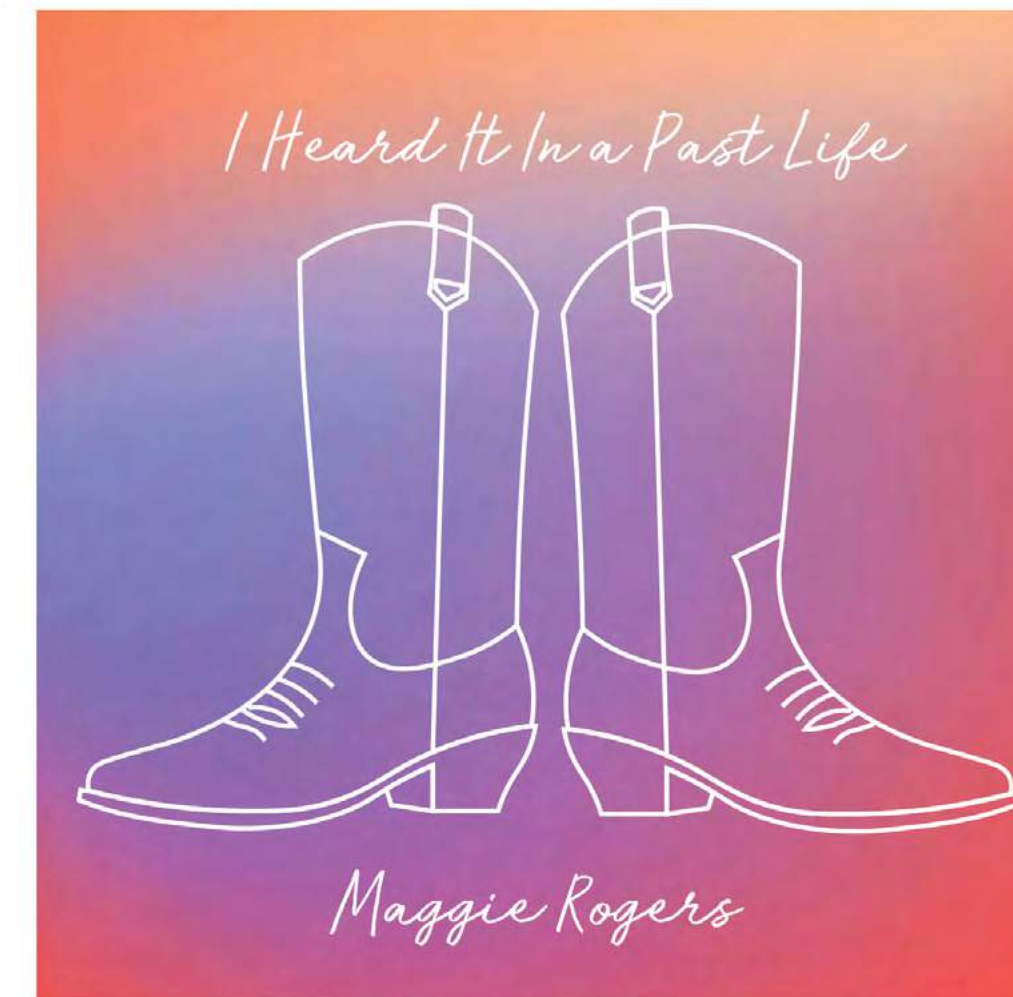
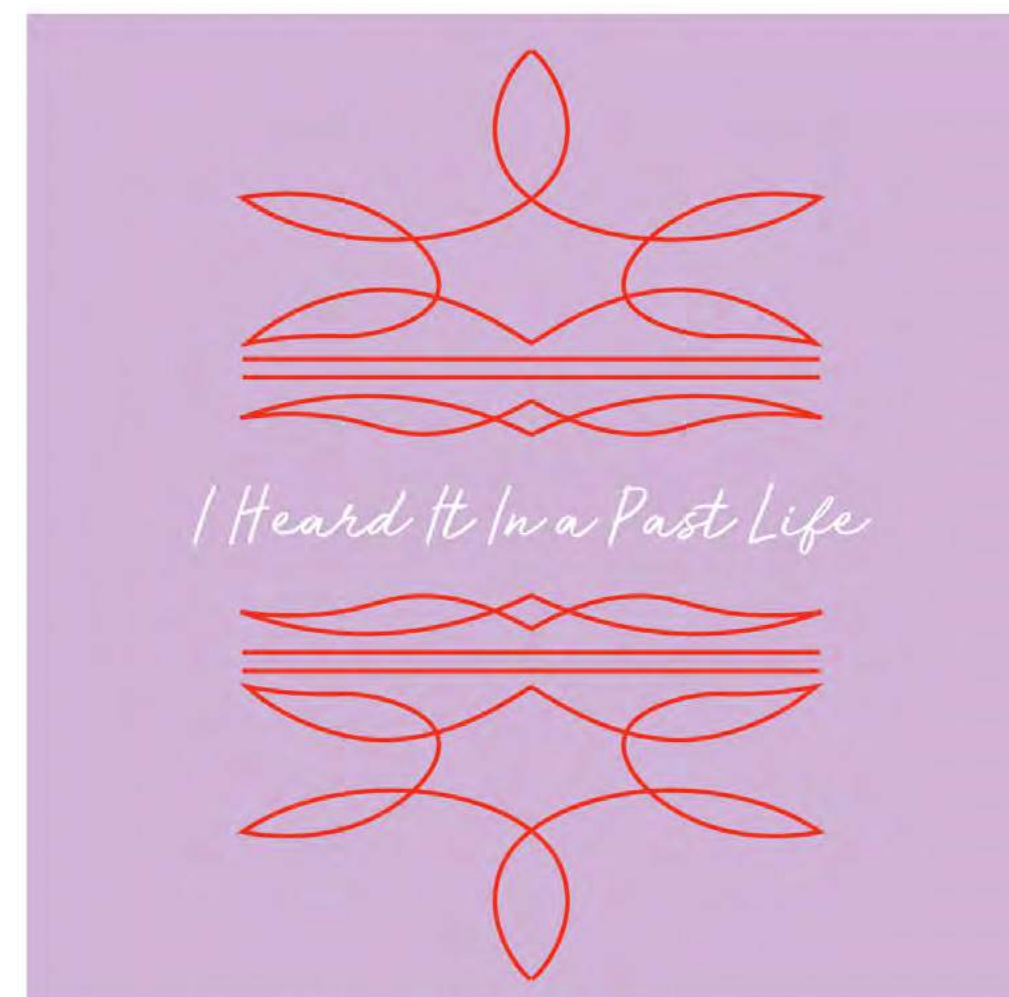
BOOTS
 hand
 drawn

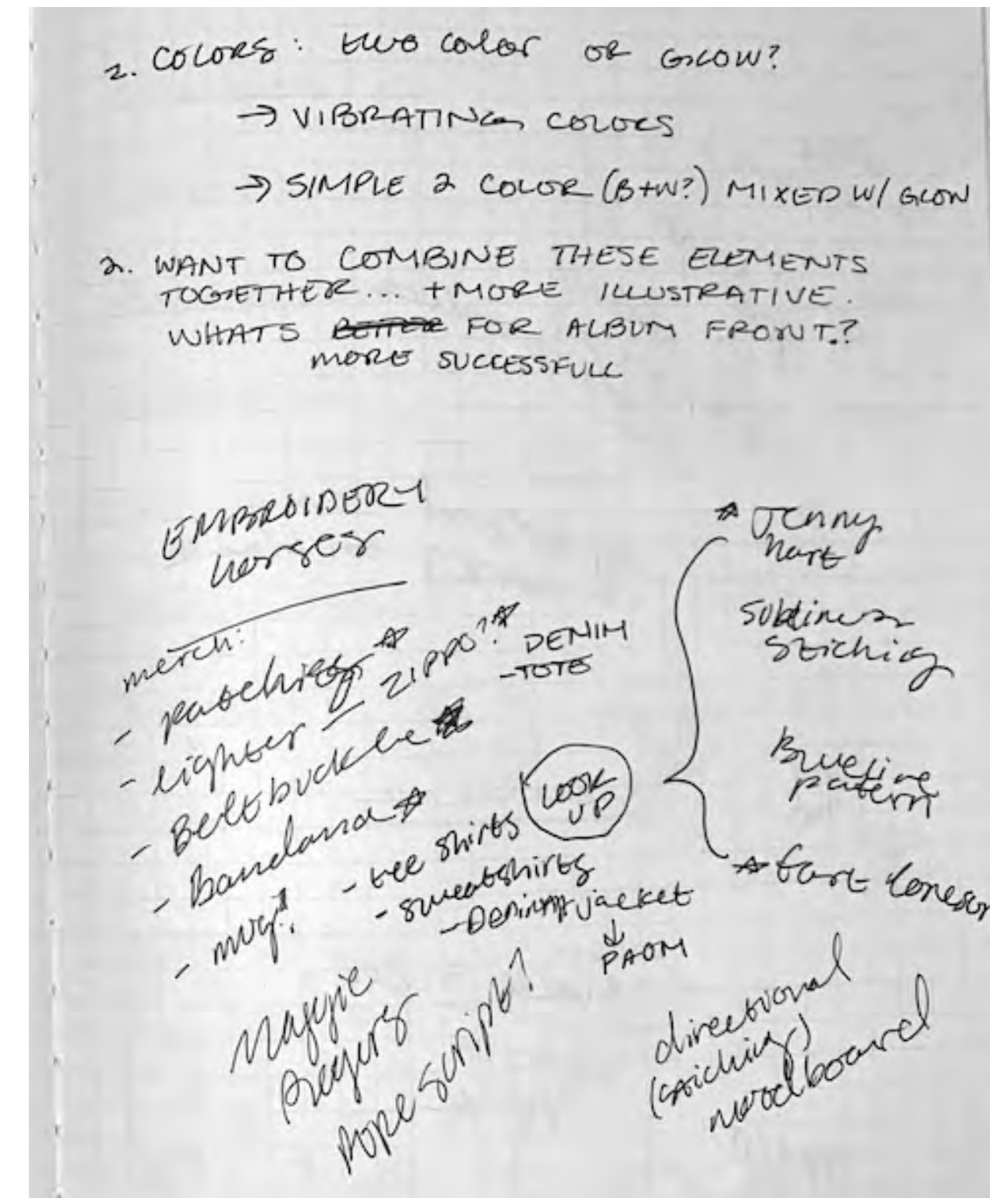












I decided to take an embroidery approach. I combined elements from two of my directions, using the boot stitching for the front of the album, and stitching horses for other campaign elements.

Maqqe Rogers

Helvetica Neue
Thin

Maqqe Rogers

Akzidenz-Grotesk Next
Light

Maqqe Rogers

Arquitectura
Light

Maqqe Rogers

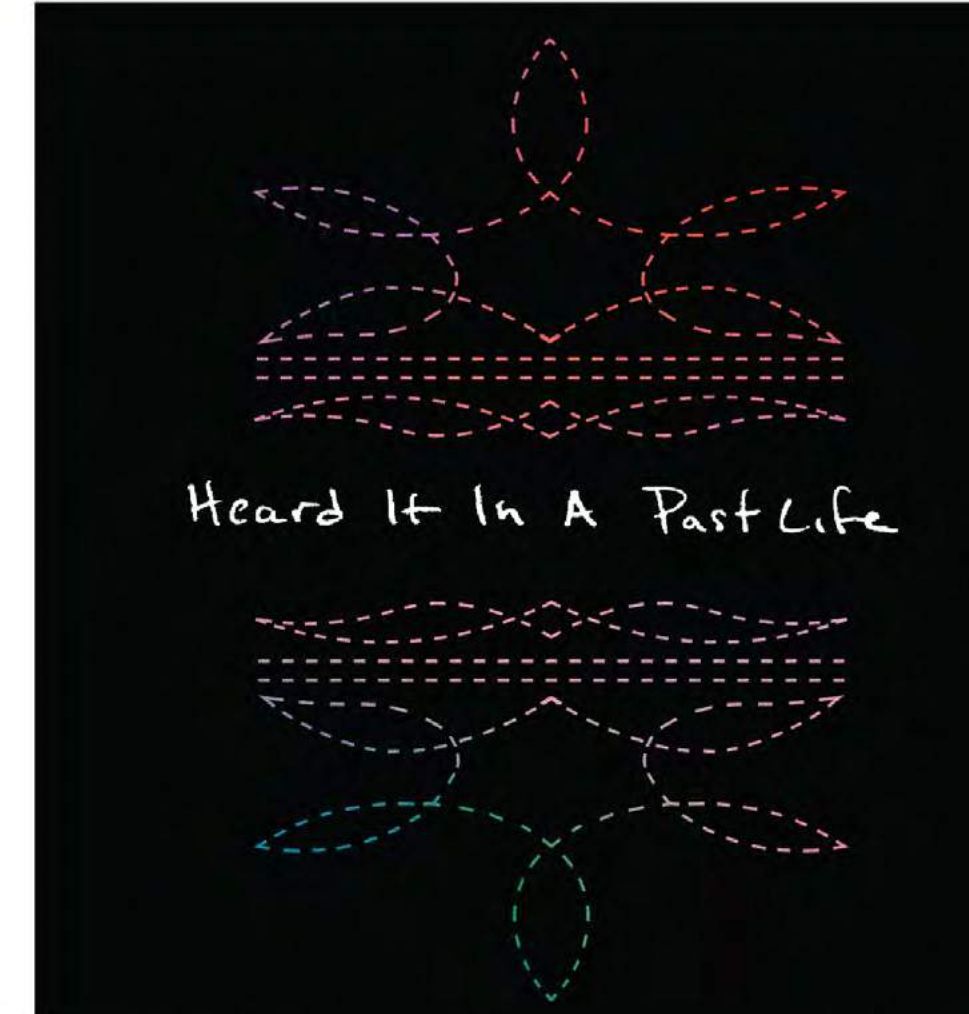
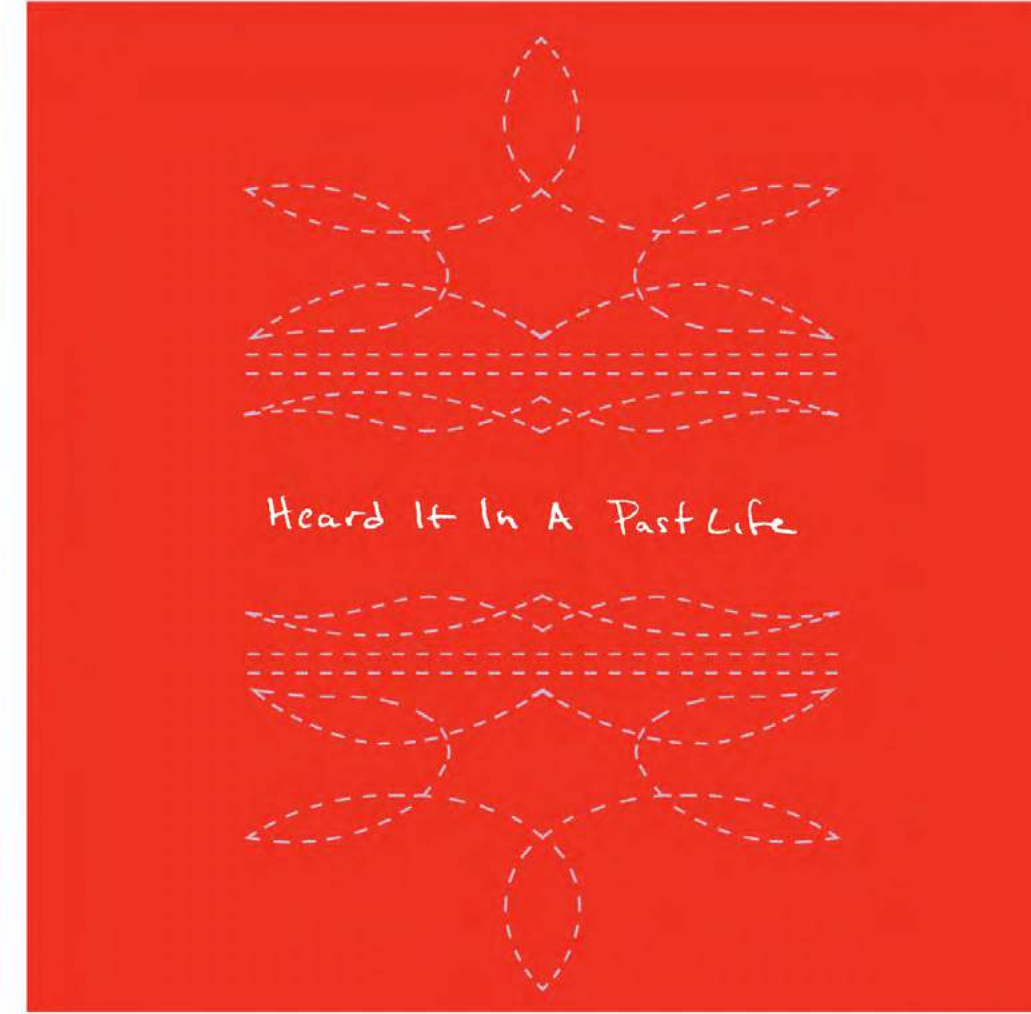
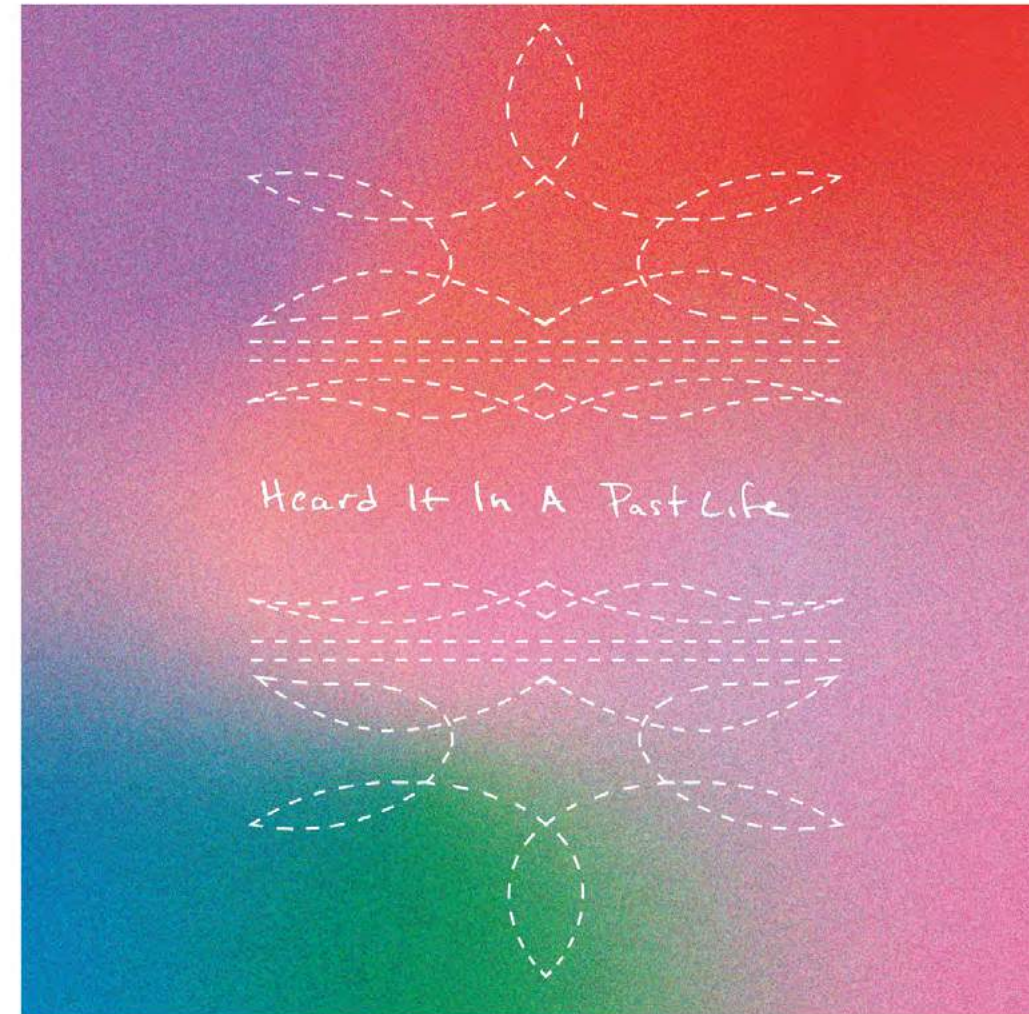
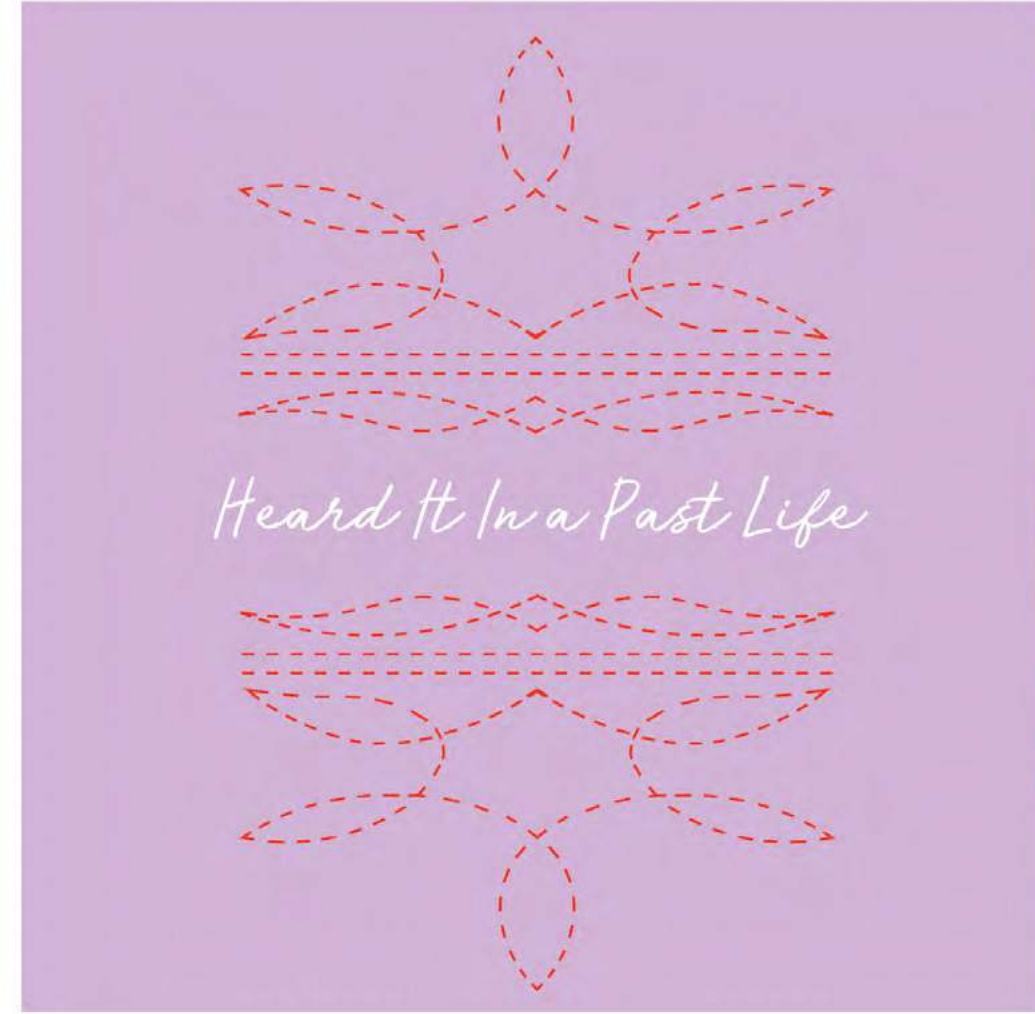
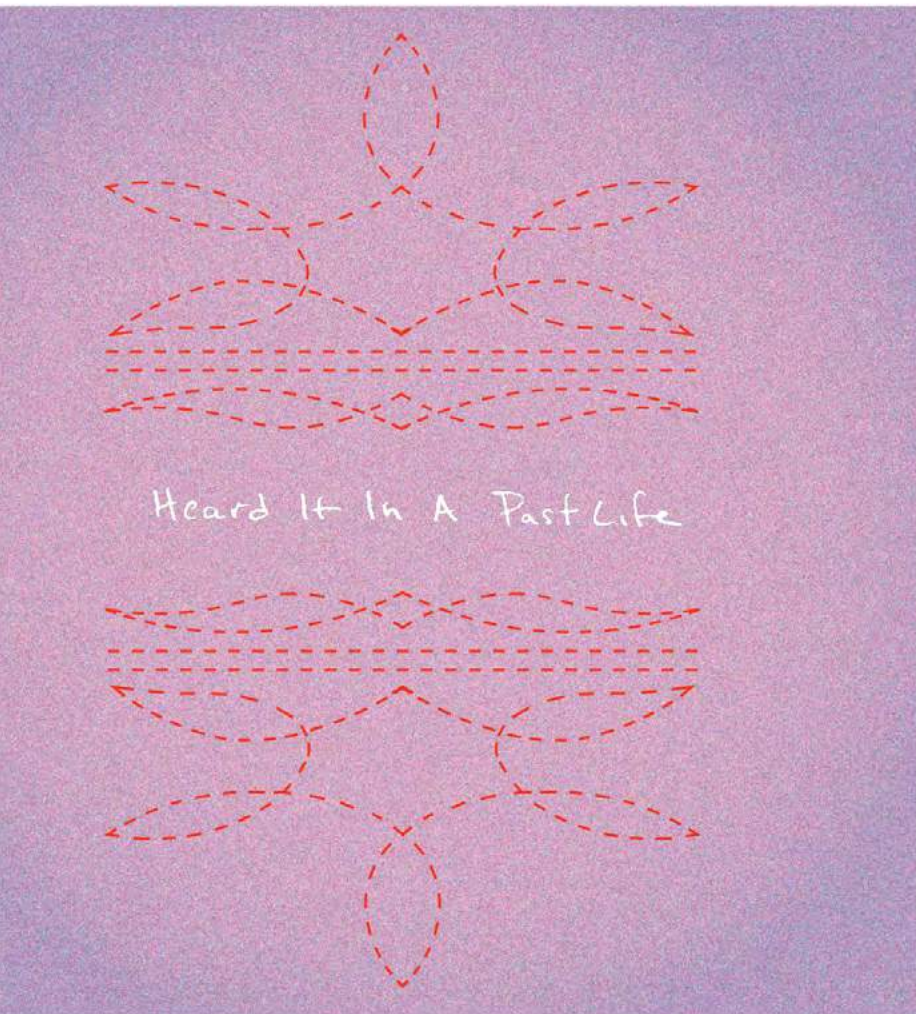
Sporting Grotesque
Regular

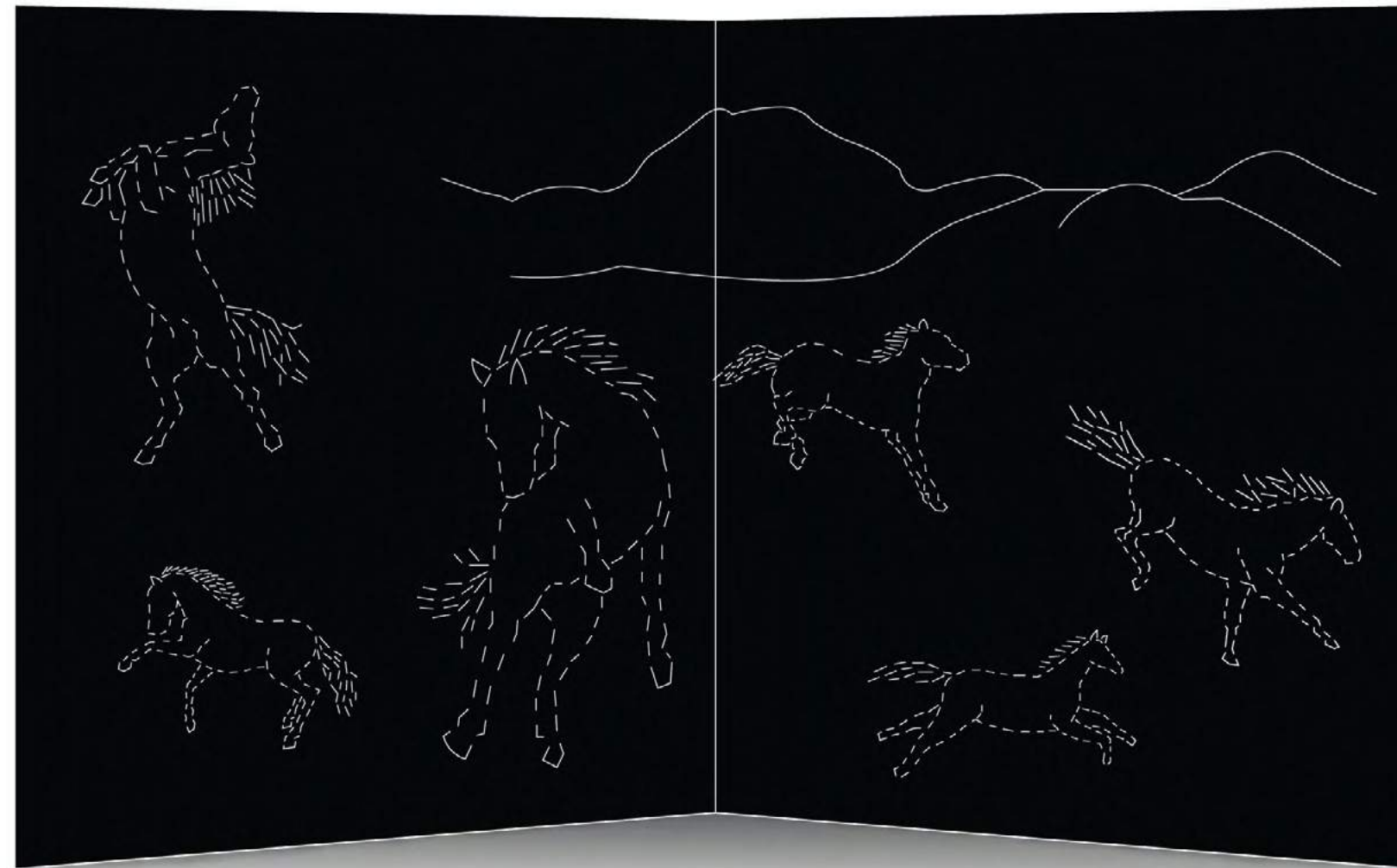
Maqqe Rogers

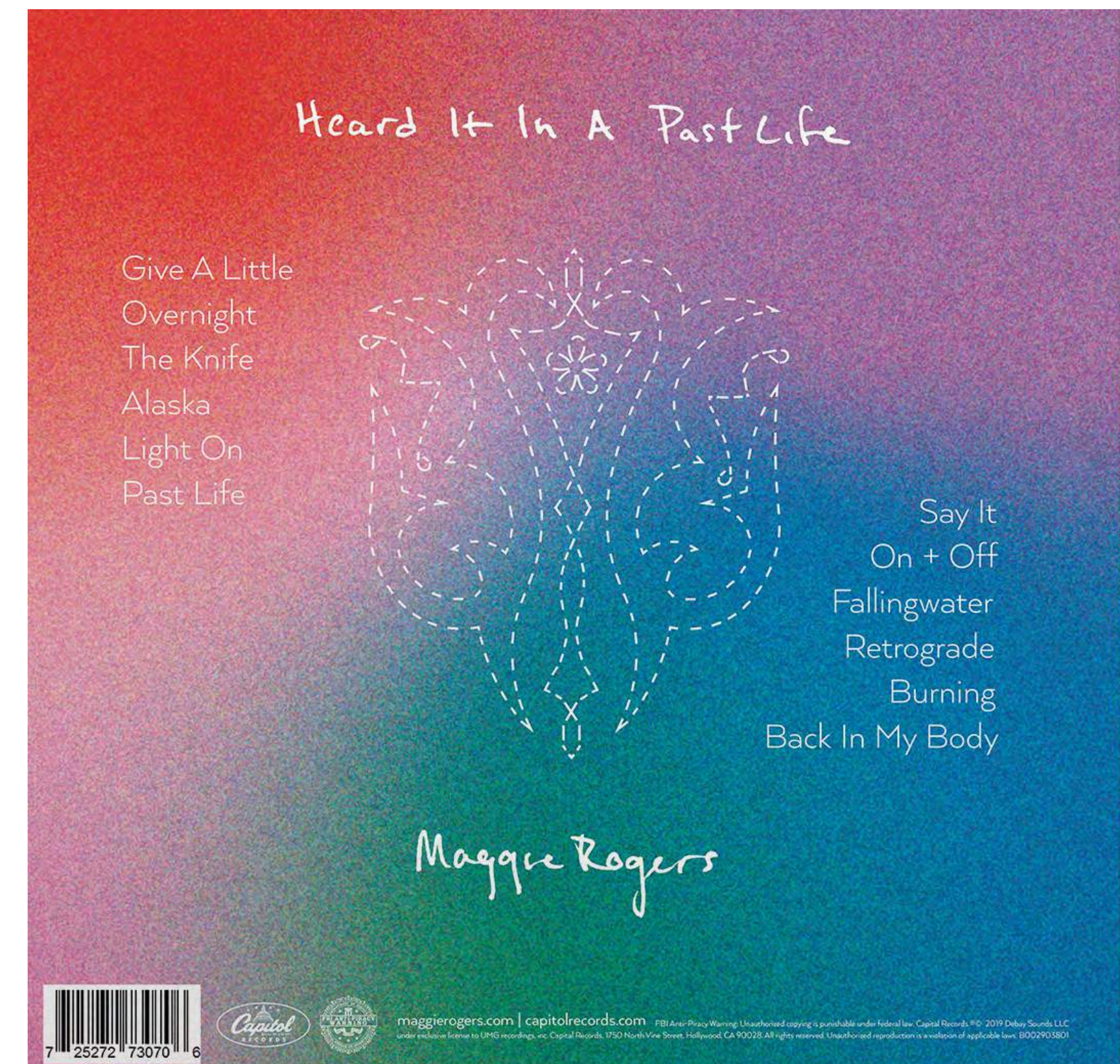
Edita
Book

Maqqe Rogers

Clearface T.
Normal











After completeing this project in 224, I felt that the vectorized “stitching” looked too stagnet. For portfolio I improved on this project by physically embroidering and scanned in all the stiched elements for realistic look.



I wanted to actually construct my album, so I could take real photos. I printed it all out and pasted the cover onto an existing album.

Maggie Rogers Album Design

Project 7
DES 224

Kate Bingaman-Burt

Surrounding the idea 'Pop Cowgirl', Maggie Rogers' debut album 'Heard It in A Past Life' utilizes color and grain to represent sound. While pop is clearly represented, there are also softer elements such as stitching and handwriting that honor the fusion with folk.









Thank You!