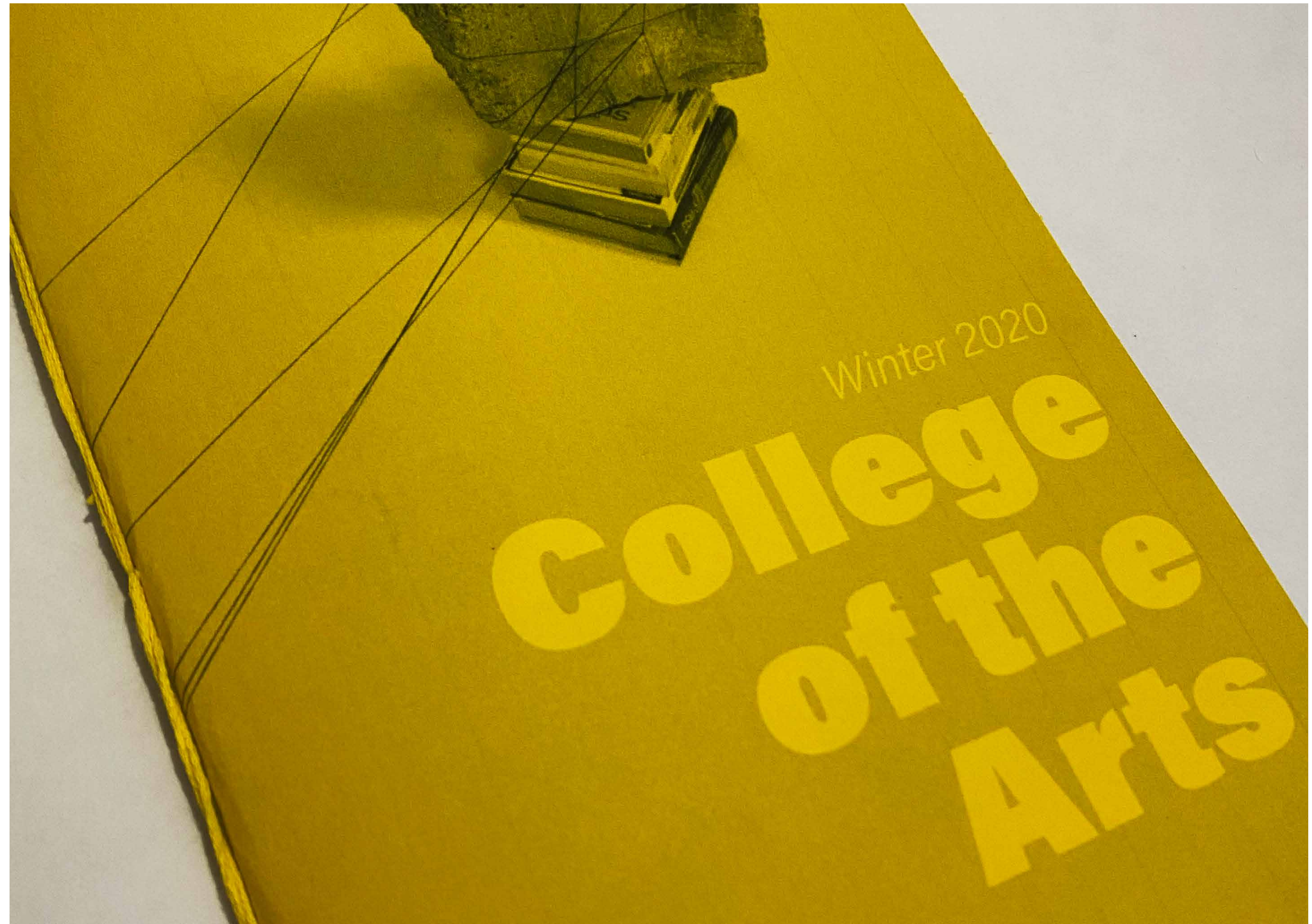# camryn perry
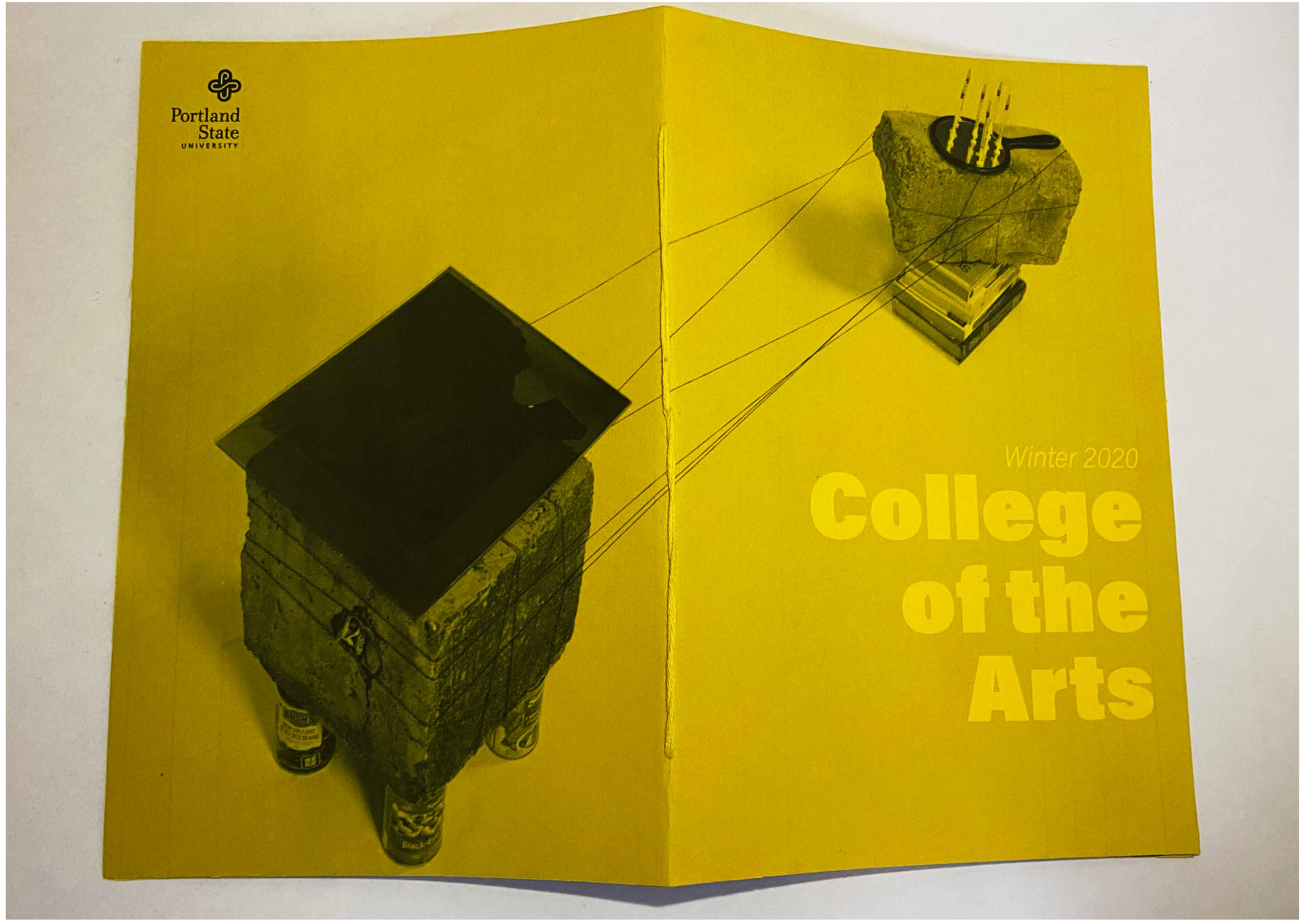
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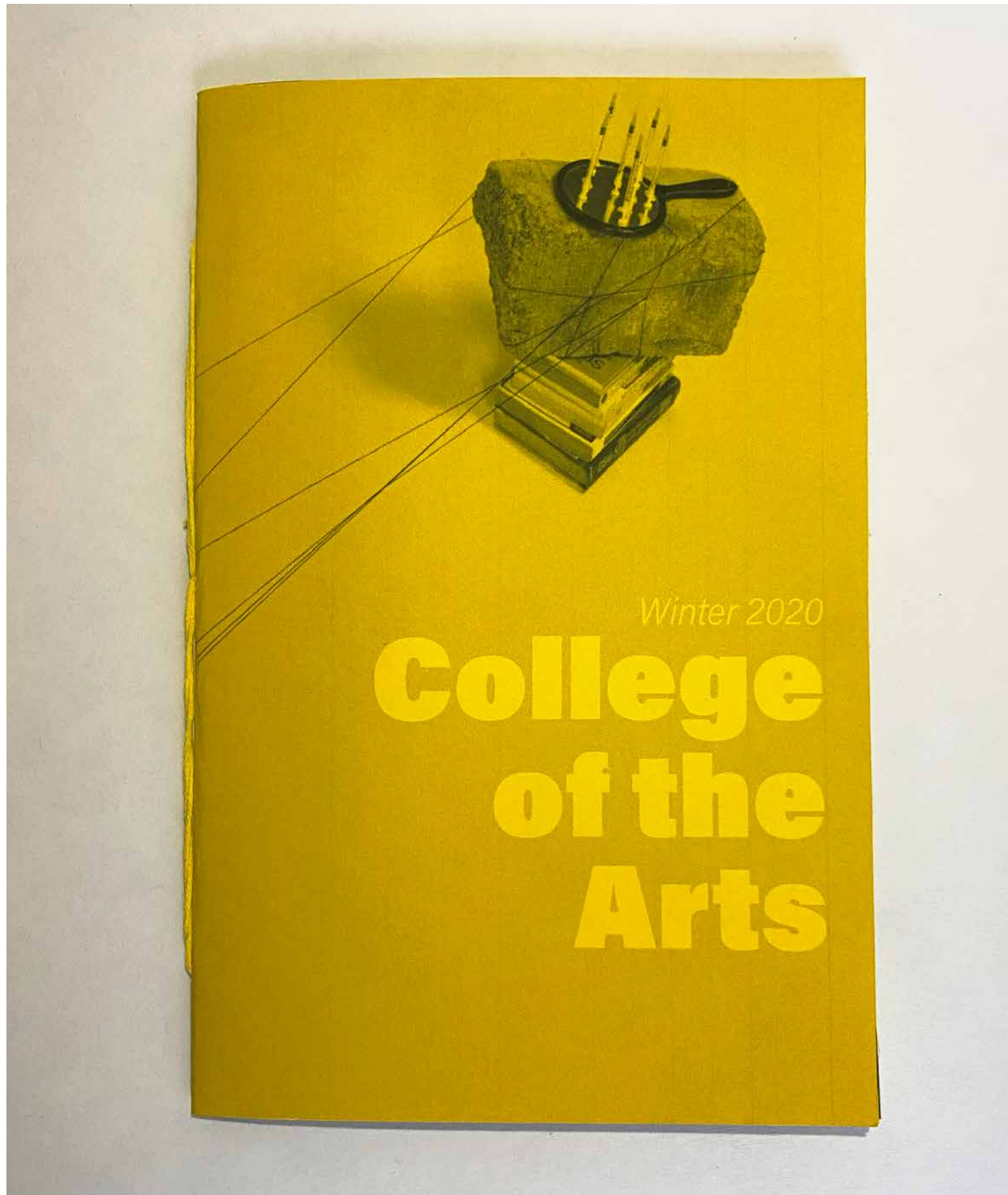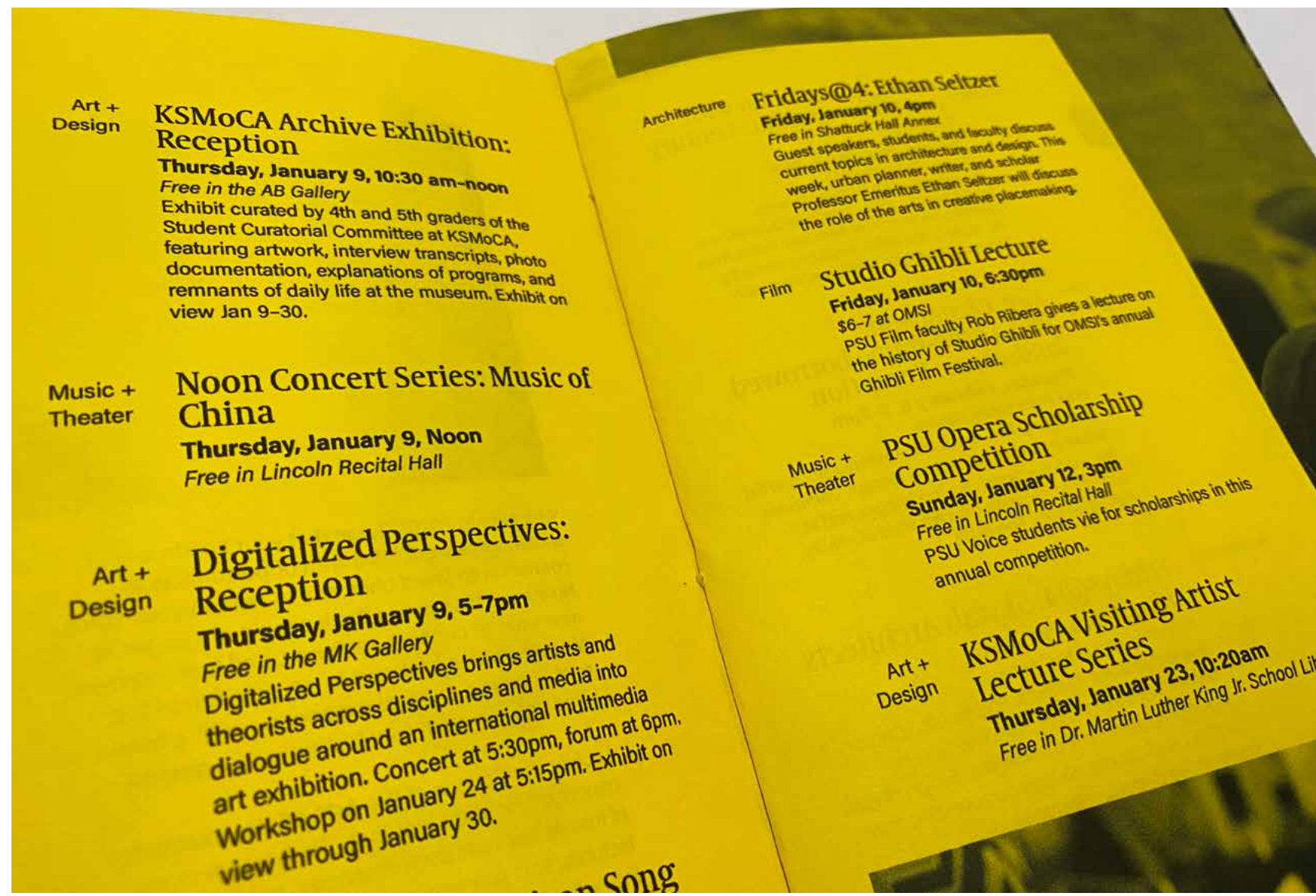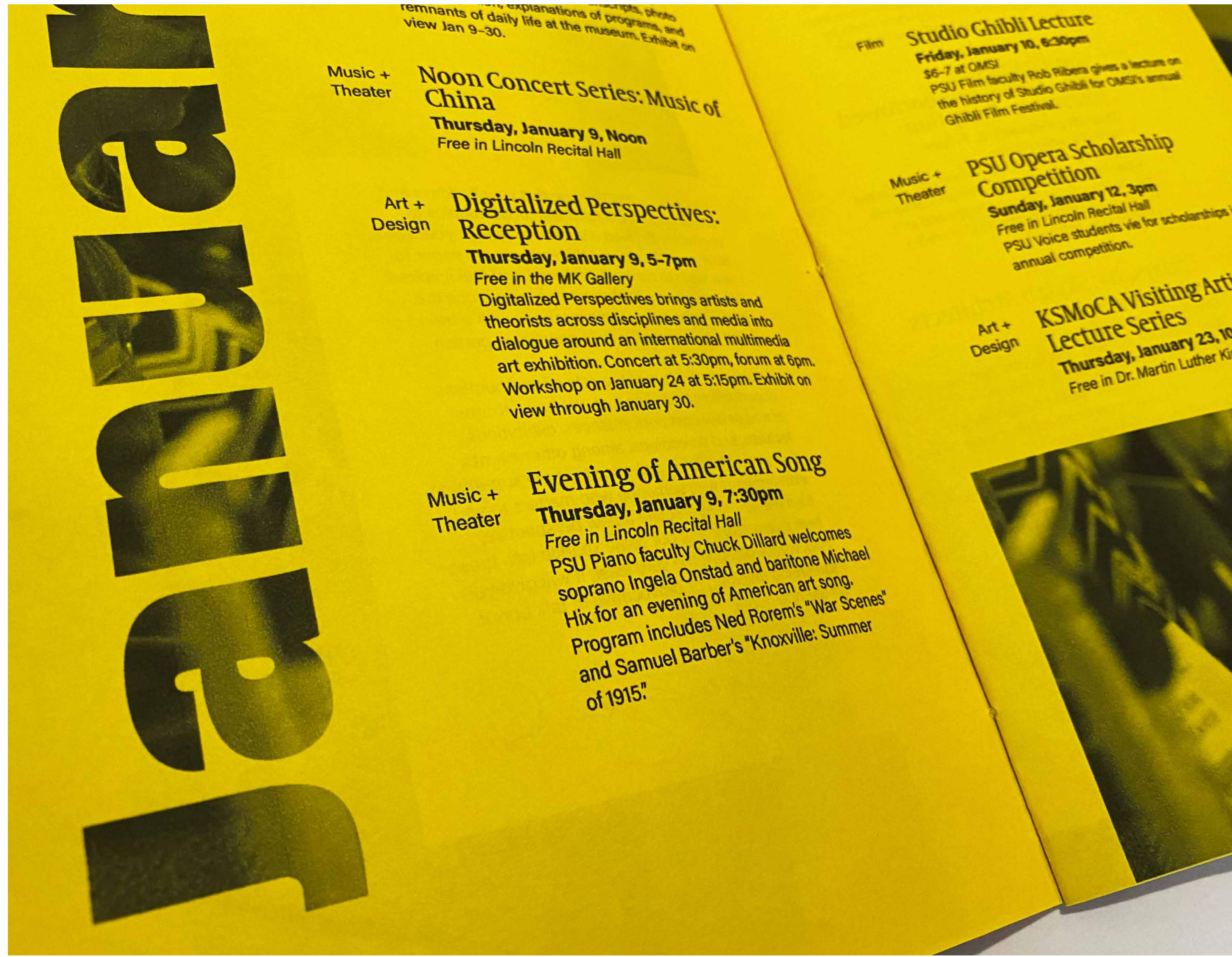
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CotA Winter Schedule
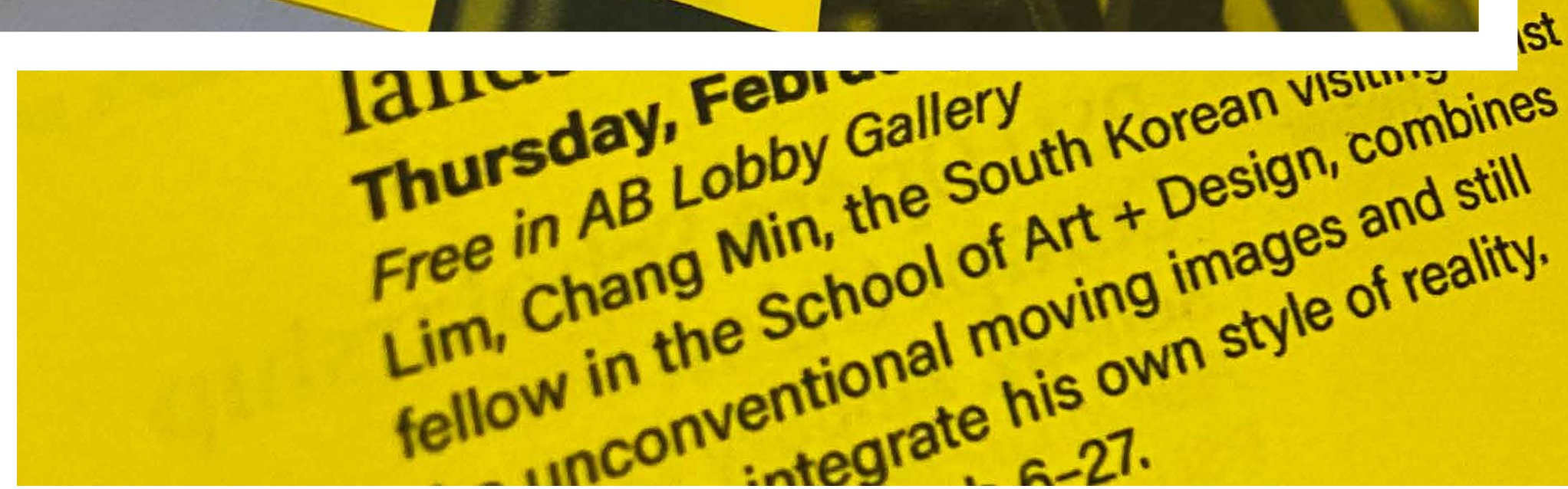
01

CotA Winter Schedule
DES 200

A redesign of the College of the Arts Winter Schedule to promote their seasonal event calendar. The goal of this project was to make the calendar easy to read and interesting enough to get students interested in attending these seasonal events and engaging with the rest of the community they're part of.
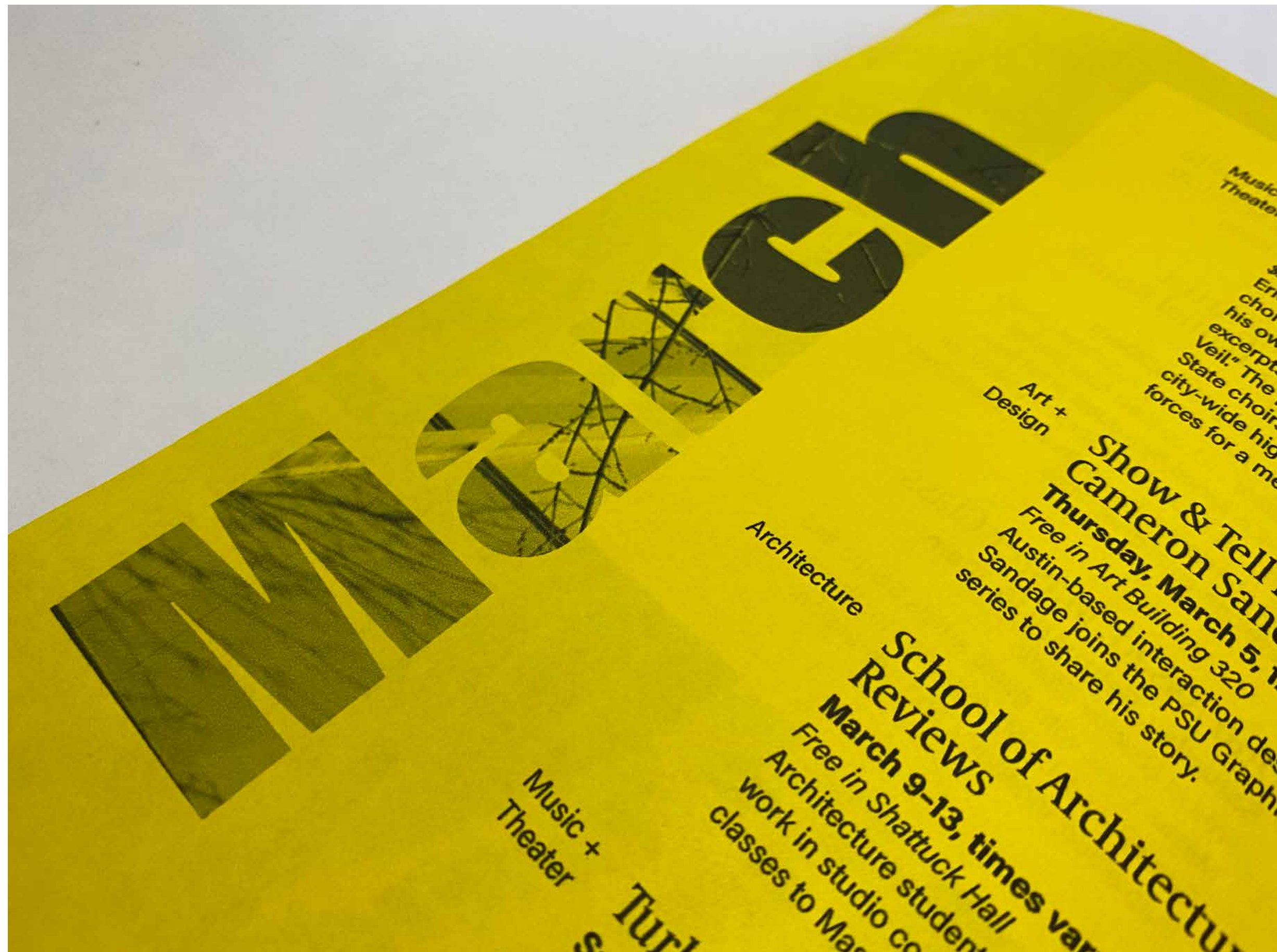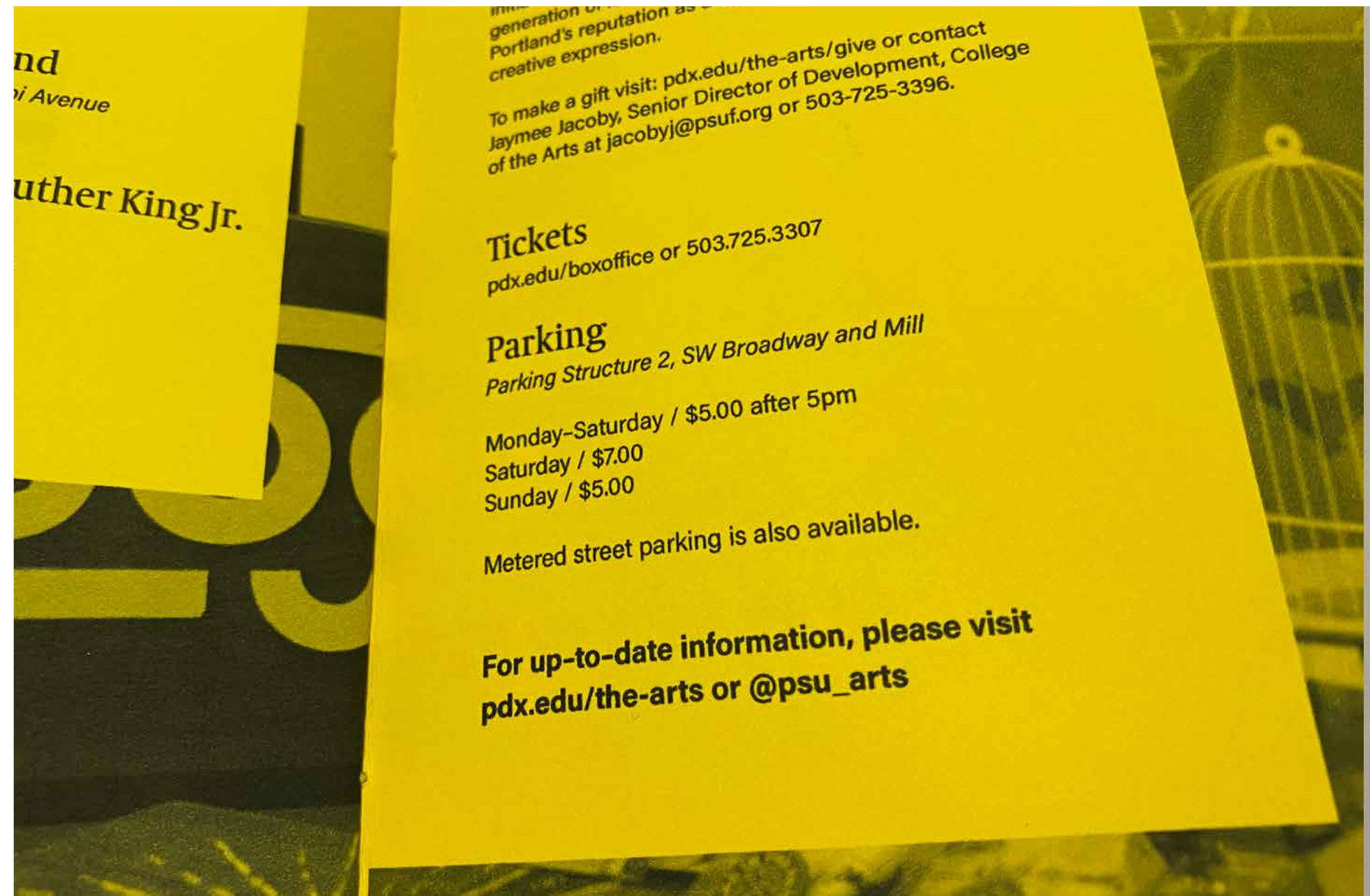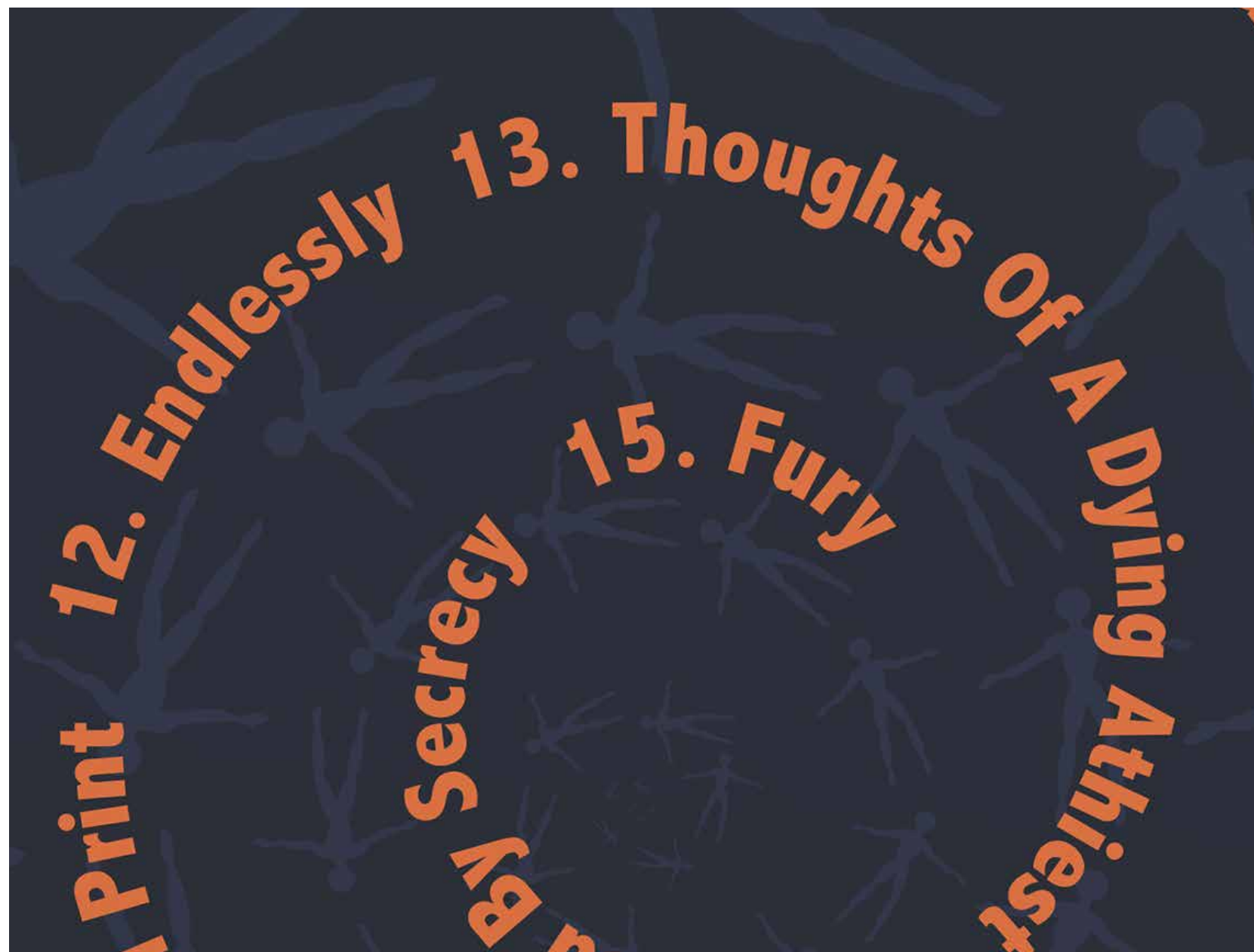
Camryn Perry

Art + Design
KSMoCA Archive Exhibition: Reception
Thursday, January 9, 10:30 am–noon
Free in the AB Gallery
Exhibit curated by 4th and 5th graders of the Student Curatorial Committee at KSMoCA, featuring artwork, interview transcripts, photo documentation, explanations of programs, and remnants of daily life at the museum. Exhibit on view Jan 9–30.

Music + Theater
Noon Concert Series: Music of China
Thursday, January 9, Noon
Free in Lincoln Recital Hall

Art + Design
Digitalized Perspectives: Reception
Thursday, January 9, 5–7pm
Free in the MK Gallery
Digitalized Perspectives brings artists and theorists across disciplines and media into dialogue around an international multimedia art exhibition. Concert at 5:30pm, forum at 6pm. Workshop on January 24 at 5:15pm. Exhibit on view through January 30.

Music + Theater
Evening of American Song
Thursday, January 9, 7:30pm
Free in Lincoln Recital Hall
PSU Piano faculty Chuck Dillard welcomes soprano Ingela Onstad and baritone Michael Hix for an evening of American art song. Program includes Ned Rorem's "War Scenes" and Samuel Barber's "Knoxville: Summer of 1915."

Architecture
Fridays@4: Ethan Seltzer
Friday, January 10, 4pm
Free in Shattuck Hall Annex
Guest speakers, students, and faculty discuss current topics in architecture and design. This week, urban planner, writer, and scholar Professor Emeritus Ethan Seltzer will discuss the role of the arts in creative placemaking.

Film
Studio Ghibli Lecture
Friday, January 10, 6:30pm
$6–7 at OMSI
PSU Film faculty Rob Ribera gives a lecture on the history of Studio Ghibli for OMSI's annual Ghibli Film Festival.

Music + Theater
PSU Opera Scholarship Competition
Sunday, January 12, 3pm
Free in Lincoln Recital Hall
PSU Voice students vie for scholarships in this annual competition.

Art + Design
KSMoCA Visiting Artist Lecture Series
Thursday, January 23, 10:20am
Free in Dr. Martin Luther King Jr. School Library

3

February

Music + Theater

Opera Appreciation with Carl Halvorson: Mid-Century Modern

Tuesday, February 4, 4pm
Free in Lincoln Hall 225
In preparation for Portland Opera's performances of "An American Quartet," we examine the growth of American opera from the 1930s to the 1960s, including works by Copland, Thompson, Weill, and Bernstein.

Art + Design

Lim, Chang Min: Into a time-frame borrowed landscapes: Reception

Thursday, February 6, 5–7pm
Free in AB Lobby Gallery
Lim, Chang Min, the South Korean visiting artist fellow in the School of Art + Design, combines the unconventional moving images and still screens to integrate his own style of reality. Exhibit on view Feb 6–27.

Architecture

Fridays@4: Skylab Architects

Friday, February 7, 4pm
Free in Shattuck Hall Annex
Guest speakers, students, and faculty discuss current topics in architecture and design. Skylab Architects will discuss the design review process and the controversy surrounding their work at the Burnside Bridgehead.

Music + Theater

From Austria to Argentina: Tomás Cotik and Chuck Dillard

Saturday, February 8, 7pm
$25; free for students, faculty, and staff in Lincoln Recital Hall
Recital featuring PSU Music faculty Tomás Cotik (violin) and Chuck Dilland (piano) with music by Mozart, Schubert, and Astor Piazzolla,

Art + Design

PSUGD Sophomore Portfolio Review Information Session

Wednesday, February 12, noon
Art Building 160

Art + Design

KSMoCA Visiting Artist Lecture Series: Daniel Rolnik & PALS Artist

Thursday, February 13, 10:20am
Free in Dr. Martin Luther King Jr. School Library
Lecture by author and podcast host Daniel Rolnik. Rolnik is joined by a guest artist from the Portland Art & Learning Studios (PALS), an art studio and gallery for adults with intellectual and developmental disabilities.

Music + Theater

Duo Assad: Master Class

Saturday, February 16, 10am
Free in Loacker Studio
Master class with guest artists Sérgio and Odair Assad, highly regarded for their guitar innovation, ingenuity, and expression.

March

Music + Theater

Eric Whitacre Storms Portland
Sunday, March 1, 4pm
$25 and up at the PSU Viking Pavillion
Eric Whitacre, the world's best-known living choral composer, conducts a concert of his own music including "Water Night" and excerpts from his newest work, "The Sacred Veil." The program also features the Portland State choirs, the PSU Wind Symphony, and a city-wide high school honor choir who join forces for a memorable rendition of "Sleep."

Art + Design

Show & Tell Lecture Series: Cameron Sandage
Thursday, March 5, 12pm
Free in Art Building 320
Austin-based interaction designer Cameron Sandage joins the PSU Graphic Design lecture series to share his story.

Architecture

School of Architecture Final Reviews
March 9–13, times vary
Free in Shattuck Hall
Architecture students present their design work in studio courses, from first-year drawing classes to Master of Architecture studios.

Music + Theater

Turbulence
Sunday, March 8, 7pm
Free at KEX Portland
Students in the PSU Laptop Ensemble and Experimental Film Production classes create a collaborative film with live score performed using laptops, controllers, and speakers.

Art + Design

KSMoCA: Addoley Dzegede Exhibition Opening
Thursday, March 12, 10:30am
Free at Dr. Martin Luther King Jr. School
Exhibition features work by Addoley Dzegede, and those made by the artist in collaboration with students at Dr. Martin Luther King Jr. School.

Music + Theater

PSU Guitar Series: Antonio Rey
Saturday, March 14, 7pm
$20–35 in Lincoln Performance Hall
World-renowned flamenco guitarist Antonio Rey will perform original works in traditional flamenco song forms.

Venues

Art Building
2000 SW 5th Avenue

AB Lobby Gallery, First Floor
MK Gallery, Second Floor

Lincoln Hall
1620 SW Park Avenue

Broadway Gallery, Ground Floor
Lincoln Performance Hall, Room 175
Lincoln Recital Hall, Room 75
Loacker Studio, Room 37

Shattuck Hall
1914 SW Park Avenue

KEX Portland
3925 N Mississippi Avenue

Dr. Martin Luther King Jr. School
4906 NE 6th Avenue

OMSI
1945 SE Water Avenue

Support Arts Education

PSU's College of the Arts is one of a handful of colleges in the world combining the creative disciplines of architecture, design, fine arts, performing arts, film, media studies, dramatic writing, and critical studies under one roof. It is the largest provider of arts higher education in the region.

Located in the heart of Portland's vibrant arts corridor, the College of the Arts sparks Oregon's entire cultural and creative community, providing exceptional professional training and partnership with the region's working artists and institutions.

Your gift to College of the Arts scholarships, faculty initiatives, or programmatic funds open doors for the next generation of leaders and makers, and enriches Portland's reputation as a center for innovation and creative expression.

To make a gift visit: pdx.edu/the-arts/give or contact Jaymee Jacoby, Senior Director of Development, College of the Arts at jacobyj@psuf.org or 503-725-3396.

Tickets
pdx.edu/boxoffice or 503.725.3307

Parking
Parking Structure 2, SW Broadway and Mill

Monday–Saturday / $5.00 after 5pm
Saturday / $7.00
Sunday / $5.00

Metered street parking is also available.

For up-to-date information, please visit pdx.edu/the-arts or @psu_arts

Record Album

02

Record Album
DES 224

The purpose of this project was not only to create a new album cover and record design, but to also have that design be the center of a campaign to promote the release of the new album. The campaign included both physical deliverables and social media posts, all of which had to capture the tone and feel of the album. The album revision is of Absolution by Muse.

Camryn Perry

12. Endlessly 13. Thoughts Of A Dying Athiest
Print
By Secrecy 15. Fury

2003 Taste Medie Ltd/ exclusively licensed to A&E
Records Ltd for the world excluding the USA,
Canada, Mexico, Japan, France, Benelux, GSA &
Eastern Bloc, Turkey and Iceland.
www.muse.mu   www.tastemedia.com

7. Interlude   8. Hysteria   9. Blackout
6. Falling Away With You
5. Stockholm Syndrome
12. Endlessly 13. Thoughts Of A Dying Athiest
10. Butterflies and Hurricanes
15. Fury
14. Ruled By Secrecy
11. The Small Print
4. Sing For Absolution
1. Intro 2. Apocalypse Please 3. Time Is Running Out

Camryn Perry / Record Album / DES 224

New Arrangements

03

New Arrangements
DES 200

A contemporary booklet that balances the artwork in the show it represents and the essay that accompanies it in a way that's both respectful and informative. The goal of the project was to research the type of audience that the art show would draw, and design the booklet around that aesthetic. That way the audience will connect more with the booklet.

Camryn Perry
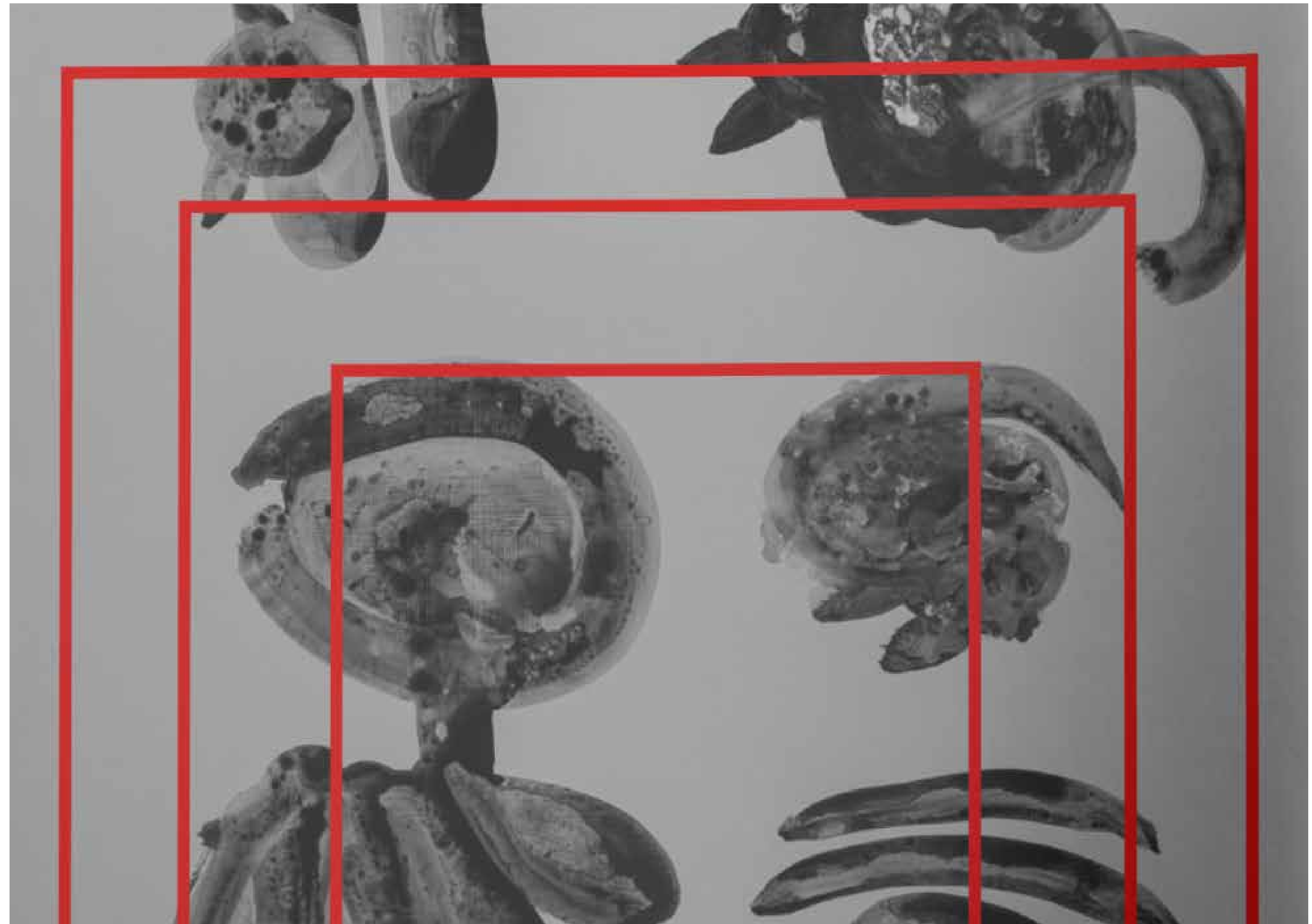
Exhibition:
March 16—May 11, 2020

Opening Reception:
March 16, 6—8pm

Location:
Portland Institute for
Contemporary Art
415 SW 10th Ave.
Suite 300, Portland, OR
97205

PICA
Portland, Oregon

New Arrangements
Ned Colclough & Michihiro Kosuge

The Melting and Above

Kristan Kennedy

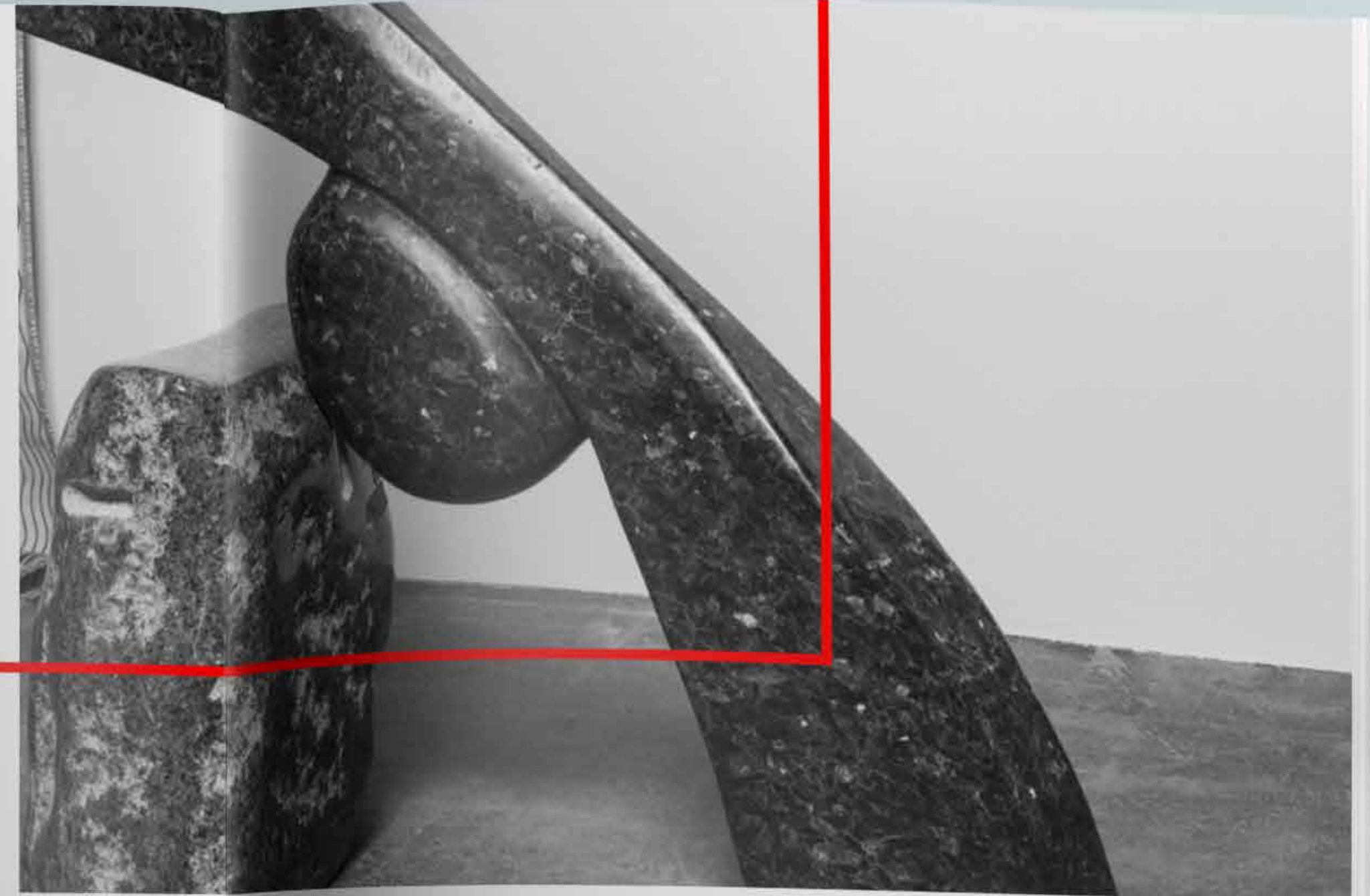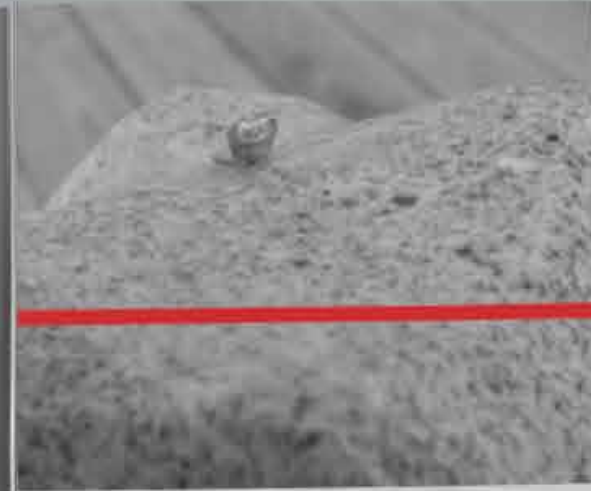"Ideas often stand side by side like twin flames."

"There are no accidents."

Kristan Kennedy

Kristan Kennedy is an artist, curator, and educator and is PICA's Artistic Director and Curator of Visual Art. For the last decade, Kennedy has focused on commissioning new work by international emerging artists in the form of large-scale, site-specific installations and solo projects that exist at the borders of genres. Kennedy takes an expansive view of visual art; in addition to presenting the plastic arts, she organizes music, performance art, publications, and new media projects as part of PICA's year-round programming and for the organization's annual Time-Based Art Festival. Beyond her curatorial projects, Kennedy oversees the Precipice Fund, a grant for artist-run organizations and collaborative projects in Portland, Oregon, as part of the Andy Warhol Foundation for the Visual Arts' Regional Regranting Program. With the move to our new facility in 2012, Kennedy initiated PICA's Resource Room Residency program through the organization's library and archive.

Outside of PICA, Kennedy currently teaches Contemporary Art History at Portland State University, where she also organizes their MFA Visiting Artist Program and Lecture Series. She sits on the advisory board for the Headlands Center for the Arts and is the former Board President of the Independent Publishing Resource Center. Kennedy represents PICA as a member of several emerging consortiums including the Visual Art Network, a pilot project of the National Performance Network. She has served as a juror, panelist, and advisor to several foundations and granting organizations, including Creative Capital, The Regional Arts and Culture Council, and Southern Exposure's Alternate Exposure Grants among others. She is represented by Fourteen30 Contemporary, Portland, Oregon.

Acknowledgments

14

New Arrangements

Ned Colclough & Michihiro Kosuge

PICA

Type Specimen

04

Type Specimen
DES 254

This booklet explores the font Industria more in depth by giving context behind its creation and creator, Neville Brody. His style is represented and recreated throughout the booklet, along with themes of punk and grunge, reminiscent of the record covers he designed in the genre.

Camryn Perry

INDUSTRIA
Neville Brody, 1984
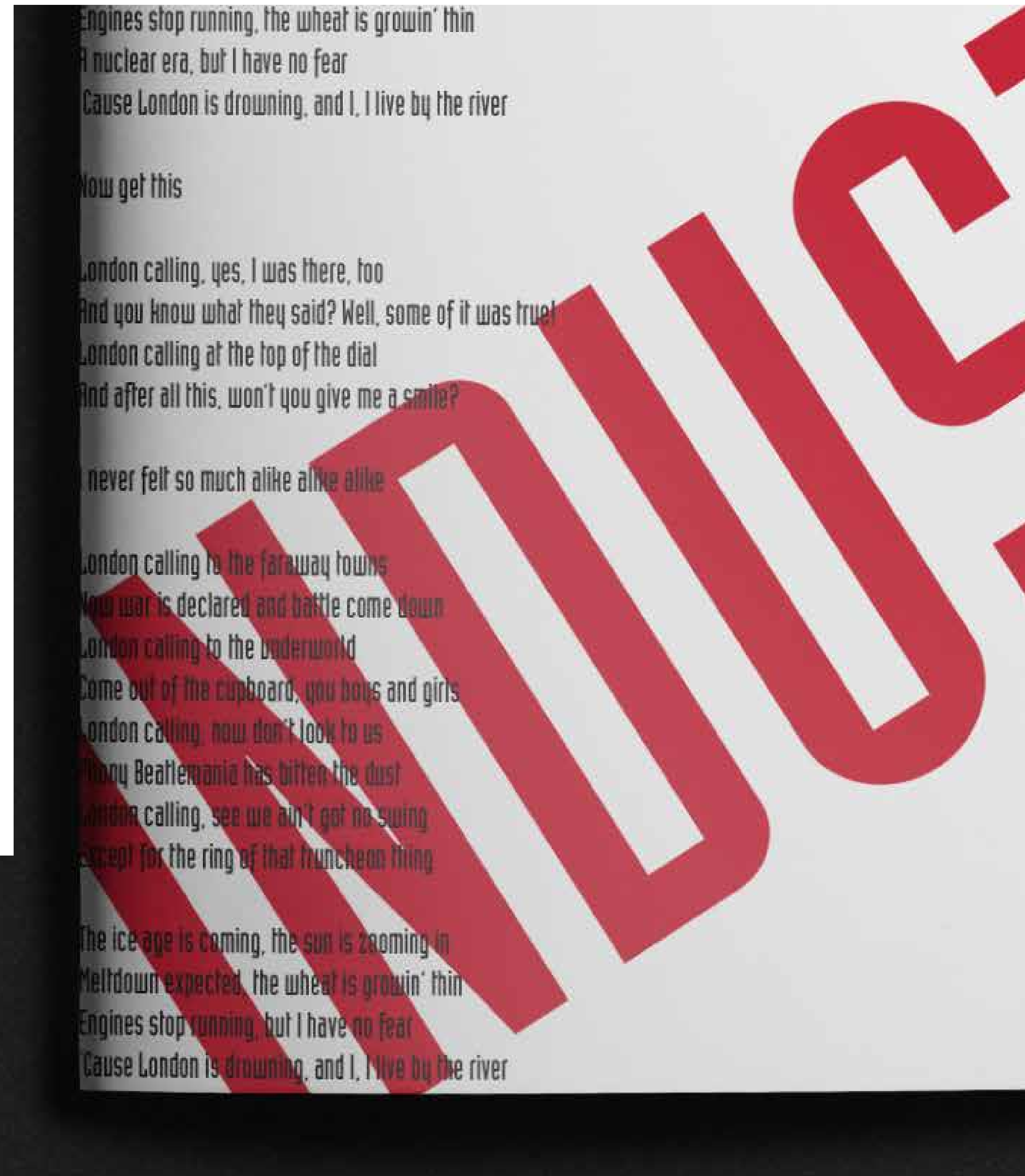
Neville Brody

Industria was designed by Neville Brody in 1984, originally for use in The Face, which is a British music, fashion, and culture monthly magazine. Brody is an English graphic designer, typographer, and art director for The Face Magazine. He changed the structural rules that existed in British culture into a more artsy and vibrant aesthetic. His designs provoked an emotion to the extent that people would stick to one page of the magazine instead of flipping through them like they were reading a book.

In the 80s, his experimentation with sans serif typography and his pop art and Dadaism influence caught the attention of music record companies. He designed record covers that were themed around grunge and punk. The album Micro-Phonies by Cabaret Voltaire was art directed by Brody in 1984 and featured his infamous typography. More recent projects of his include the redesign of The Times

in 2006 and BBC in 2011. He also designed Times Modern, which was the first new font at the newspaper since Times New Roman in 1932.

Industria is a sans serif font that features elements of geometric precision. It is licensed by the Linotype type foundry, and it was released publicly in 1989. Also, in the book 100 Best Typefaces Ever, the Industria font was ranked at number 72. Which, you know, that's pretty cool. Industria today is used by the Oklahoma City Thunder as their wordmark and their logo. It's also used by the death metal band Dark Tranquility and in the logo for the X-files. And it was used in conjunction with Newport Classic to render the SimCity 2000 logo.

"Typography is a hidden tool of manipulation within society. All schools should be teaching typography; we should be fundamentally aware of how typographic language is forming out assholes."

sex pistols

beak
eye
finial
leg
tittle
bowl
descender
spine
terminal
cross
bar
counter
ascender

Camryn Perry / Type Specimen / DES 254

1970

PUNK
ROCK

PUNK
ROCK

punk rock punk rock p

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free from freedom free from freedom free from freedom free from freedom free from freedom free from freedom free from free

Neville Brody, 1984

London calling to the faraway towns
Now war is declared and battle come down
London calling to the underworld
Come out of the cupboard, you boys and girls
London calling, now don't look to us
Phony Beatlemania has bitten the dust
London calling, see we ain't got no swing
Except for the ring of that truncheon thing

The ice age is coming, the sun is zooming in
Meltdown expected, the wheat is growin' thin
Engines stop running, but I have no fear
'Cause London is drowning, and I, I live by the river

London calling to the imitation zone
Forget it, brother, you can go it alone
London calling to the zombies of death
Quit holding out and draw another breath
London calling and I don't want to shout
But when we were talking I saw you nodding out
London calling, see we ain't got no high
Except for that one with the yellowy eye

The ice age is coming, the sun is zooming in
Engines stop running, the wheat is growin' thin
A nuclear era, but I have no fear
'Cause London is drowning, and I, I live by the river

The ice age is coming, the sun is zooming in
Engines stop running, the wheat is growin' thin
A nuclear era, but I have no fear
'Cause London is drowning, and I, I live by the river

Now get this

London calling, yes, I was there, too
And you know what they said? Well, some of it was true!
London calling at the top of the dial
And after all this, won't you give me a smile?

I never felt so much alike alike alike

London calling to the faraway towns
Now war is declared and battle come down
London calling to the underworld
Come out of the cupboard, you boys and girls
London calling, now don't look to us
Phony Beatlemania has bitten the dust
London calling, see we ain't got no swing
Except for the ring of that truncheon thing

The ice age is coming, the sun is zooming in
Meltdown expected, the wheat is growin' thin
Engines stop running, but I have no fear
'Cause London is drowning, and I, I live by the river

Neville Brody, 1984

Storyboard

05

Storyboard
DES 224

This is a typography focused twelve panel storyboard for the opening credits of the TV show VEEP. It serves as a guide for how the camera would move around the space to show close-ups of each actor's name and corresponding character. The colors and typography are reminiscent of political campaign posters, as the theme of the show is political satire.
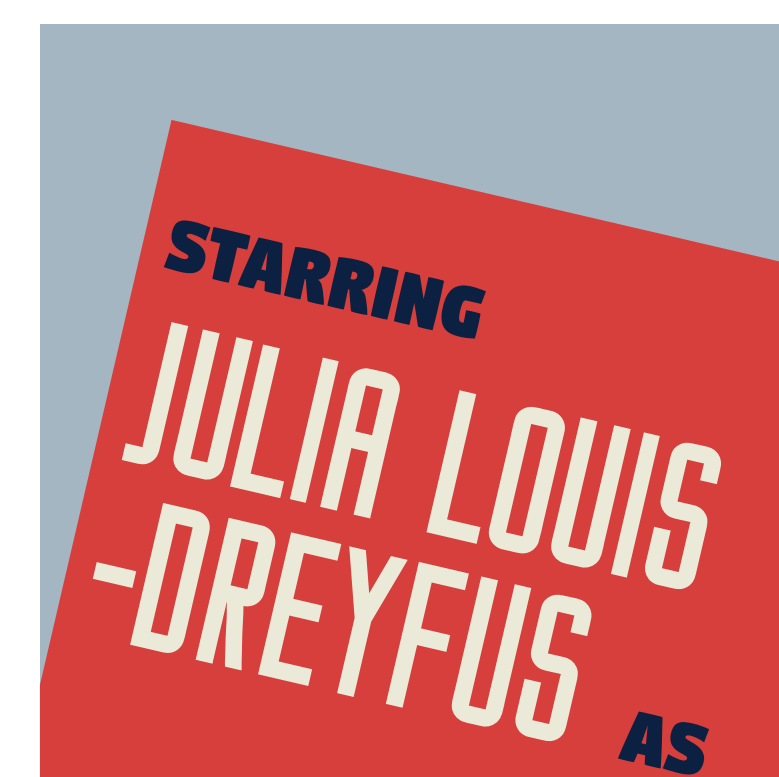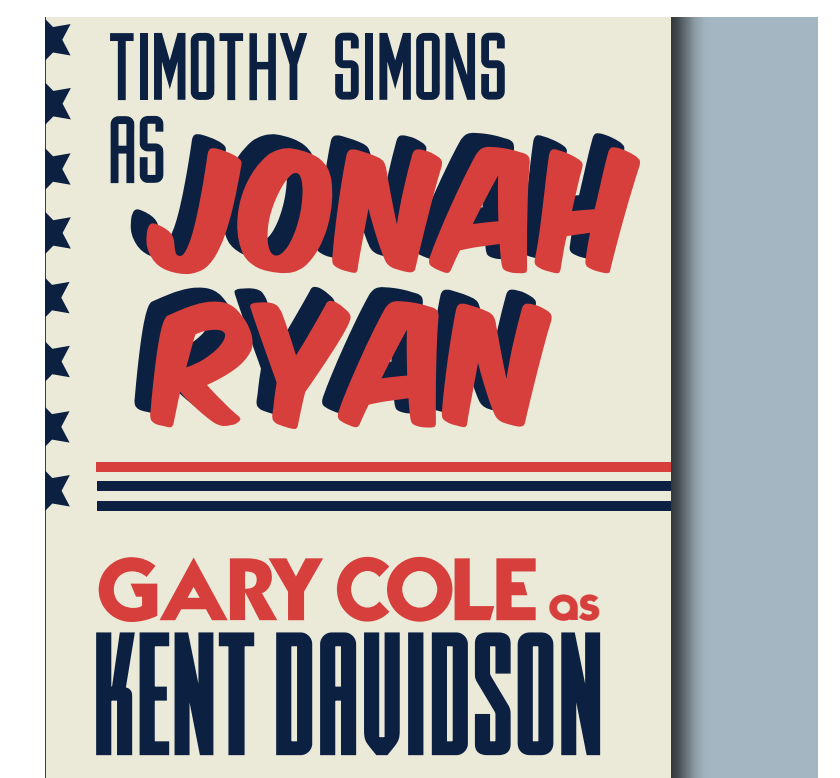
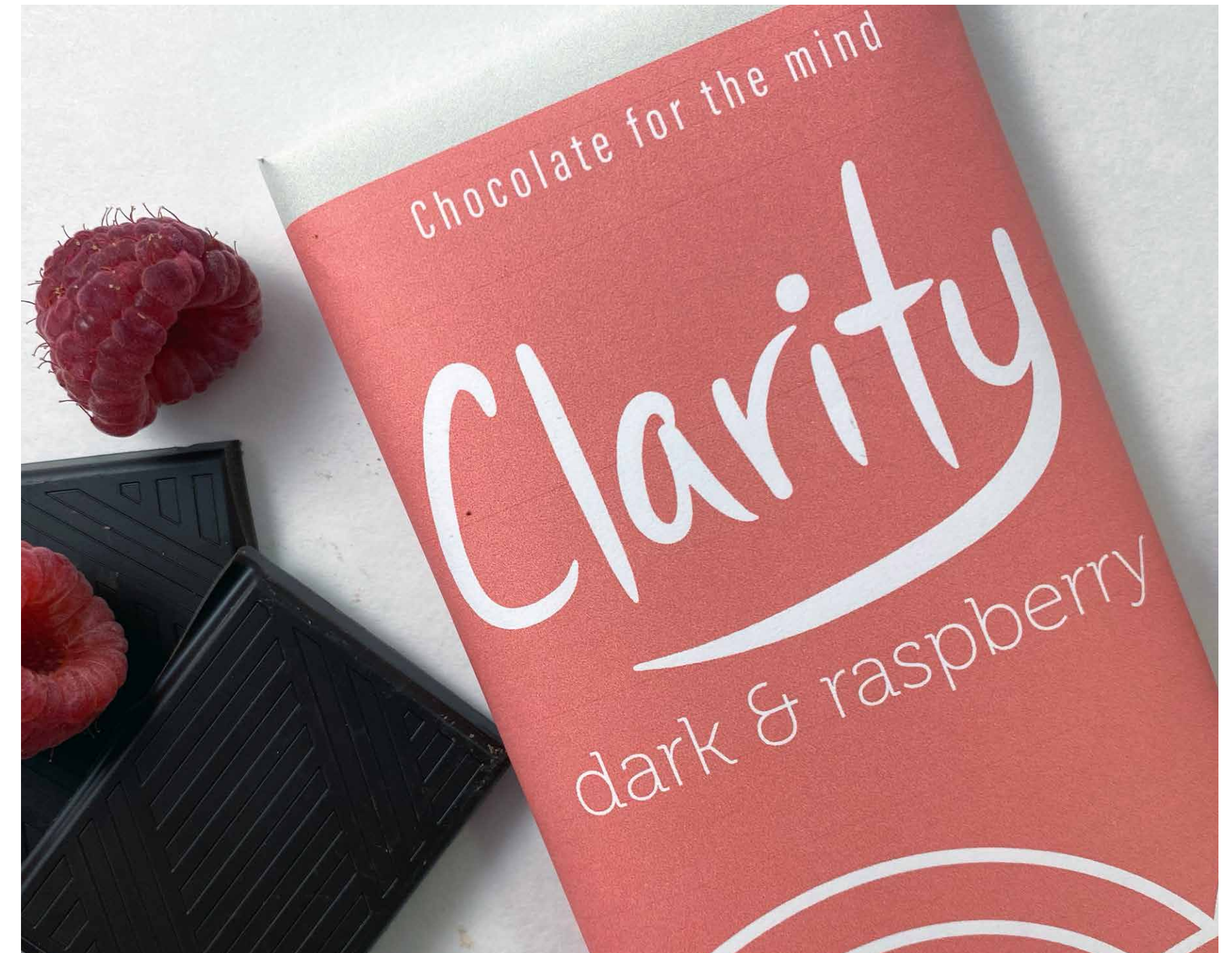Link to Animated GIF

06 Chocolate Packaging

06

Chocolate Packaging
DES 254

Clarity is a brand of dark chocolate made specifically for those who are looking for a healthy way to indulge in sweets while also helping to lower their stress and anxiety. From its packaging to its tasty contents, Clarity calms the mind and provides many health benefits to enrich the body.

Camryn Perry
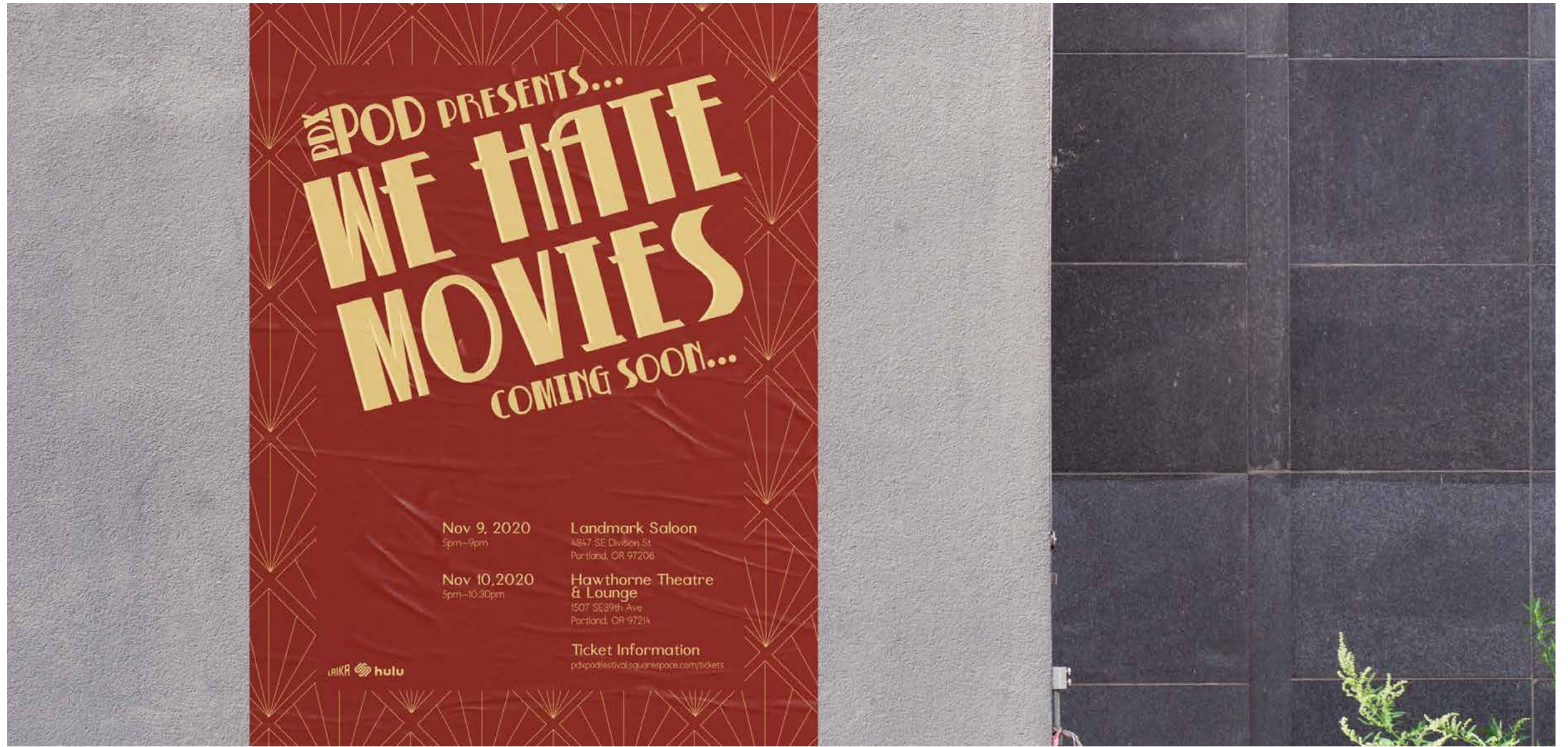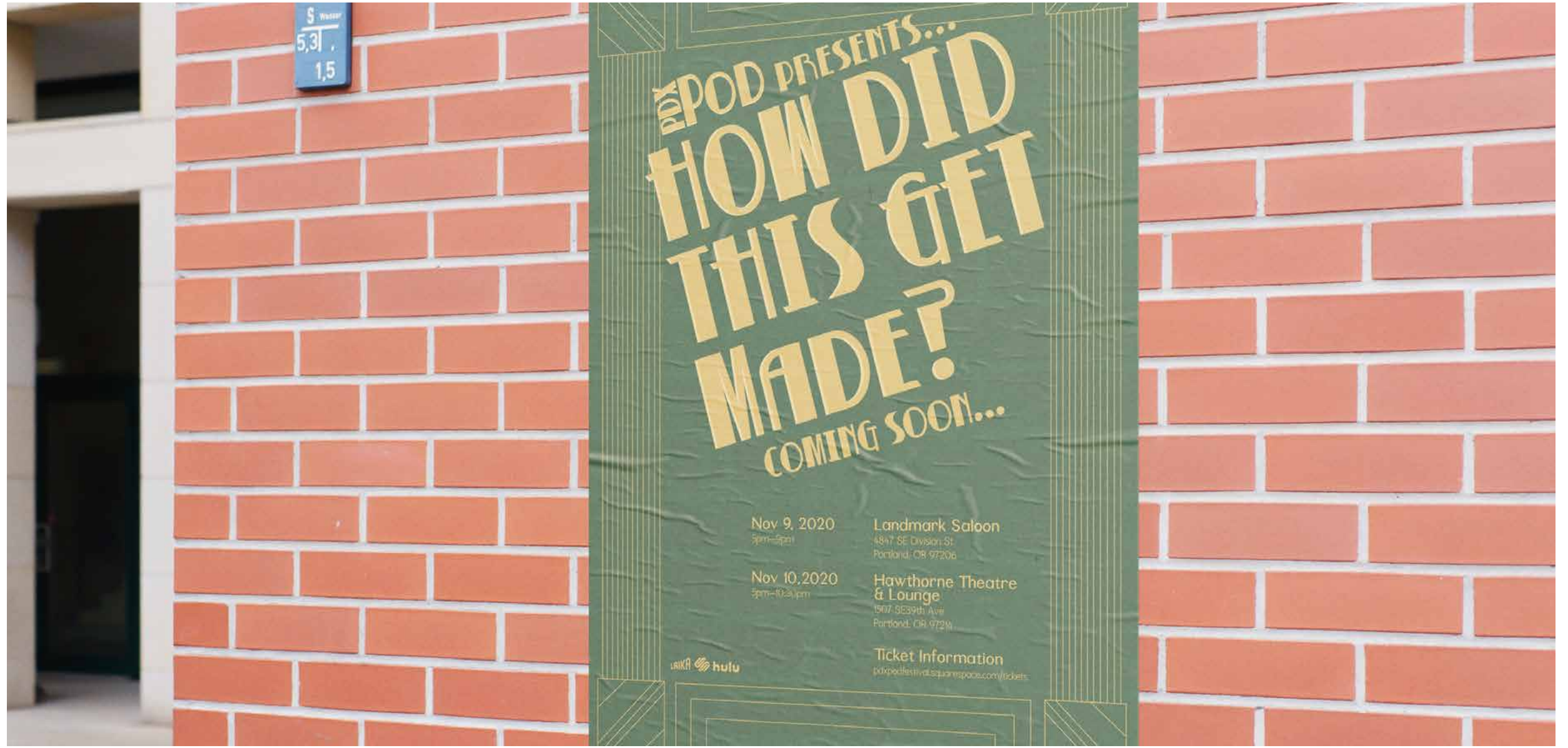
Dark chocolate contains seven... compounds that possess antio... properties, such as flavanols and ... polyphenols. Antioxidants neutralize... free radicals and prevent oxidative... stress. In other words, it calms the... mind and body one piece at a time.

Ingredients: Bittersweet Chocolate (Chocolate Liquor, Cane Sugar, Cocoa Butter, Soy Lecithin, Vanilla), Dried Raspberries (Raspberries, Coconut Oil). Contains soy and coconut. Produced on equipment that also processes product containing milk and tree nuts.

...2% Cocoa

Clarity
dark & sea salt
Chocolate for the mind

Chocolate for the mind
Clarity
dark & raspberry

Chocolate for the mind

Clarity

dark & raspberry

Chocolate for the mind

Clarity

...lmonds

Chocolate for the mind

Clarity

dark & almonds

Dark chocolate contains several compounds that possess antioxidant properties, such as flavanols and polyphenols. Antioxidants neutralize free radicals and prevent oxidative stress. In other words, it calms the mind and body one piece at a time.

Each piece of chocolate is made with 100% organic ingredients with sustainable resources. Using 85% cocoa and natural sea salt, our chocolate is the perfect balance between sweet and salty, all the while keepingou balanced in life.

Ingredients:

Sugar, Vegetable Oil (Palm, Sunflower, Rapeseed), Unsweetened Chocolate, Cocoa Powder, Cocoa Butter, Whey Powder, Milk Far, Soy Lecithin, Sunflower Lecithin, Barley Malt Extract, Natural Flavors.

Contains: Milk, Soy. May contain: Wheat, Tree Nuts (hazelnuts, almonds, cashews, pistachios, macadamia nuts, walnuts, coconuts).

Podcast Festival Posters

07

Podcast Festival Posters
DES 210

A series of themed posters and a social media campaign advertising the Portland Podcast Festival. A part of the project was to choose three podcasts all within a similar theme, and design a poster for each podcast in a way that makes them appear as a cohesive unit. These posters are for movie themed podcasts and their art deco "Old Hollywood" style reflects that.

PORTLAND PODCAST FESTIVAL PRESENTS...

"THE MOVIES"

FEATURING... HOW DID THIS GET MADE? WE HATE MOVIES & SCRIPTNOTES

Landmark Saloon
Nov 9, 2020
5pm–9pm

Hawthorne Theatre & Lounge
Nov 10, 2020
5pm–10:30pm

Camryn Perry
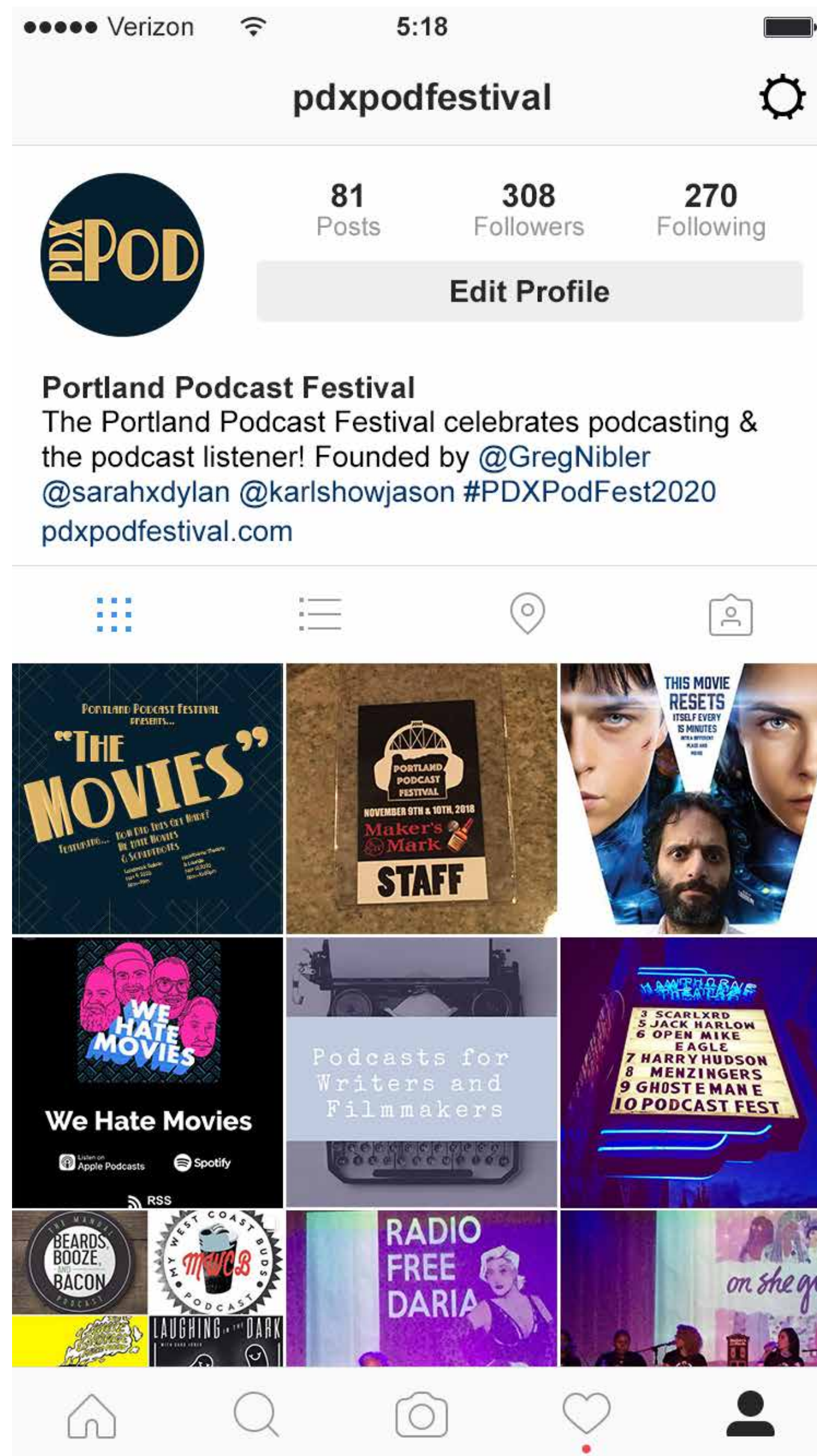
Link to animated gif

Process Deck

Rationale

It's easy to get lost in the stress of daily life. Clarity Chocolate believes in taking care of your mental health, one piece of chocolate at a time. Dark chocolate contains several compounds that possess antioxidant properties, such as flavanols and polyphenols. Antioxidants neutralize free radicals and prevent oxidative stress. That was a really boring way of saying that when eaten in moderation, dark chocolate can benefit the body and the mind.

Clarity's packaging reflects the calming aspects of the chocolate's healing properties with a toned down and appealing color palette. The word mark is simple and clear, furthering the calming aesthetic. A pattern of repeating circles was used as a secondary element, which represent the raked sand patterns of zen gardens. These gardens tend to be places for meditation and calming thoughts.

While chocolate tends to be marketed more towards children, Clarity is the brand for everyone who needs it. Whether it's a college student studying for finals, or a working mother, or anyone who just needs a break, Clarity Chocolate is there to provide.

Moodboards

Research

dark chocolate is high in cocoa beans, which are rich in flavonoids. flavonoids are a high source of antioxidants. these

Consumption of 40 g of Dark and Milk chocolate daily during a period of 2 weeks appear to be an effective way to reduce perceived stress in females.

Recent evidence showed that nutritional interventions exert a beneficial effect on many of the biological risk factors produced by stress, [17] cocoa products being one of them. Chocolate has been shown to reduce stress in highly

found that **eating about an ounce and a half of dark chocolate a day for two weeks reduced levels of stress hormones in people who felt highly stressed**. They found that dark chocolate also partially corrected other

Sketches

Sketches

Solid color

Patterned sides

Clarity

Clear your mind one piece of chocolate at a time
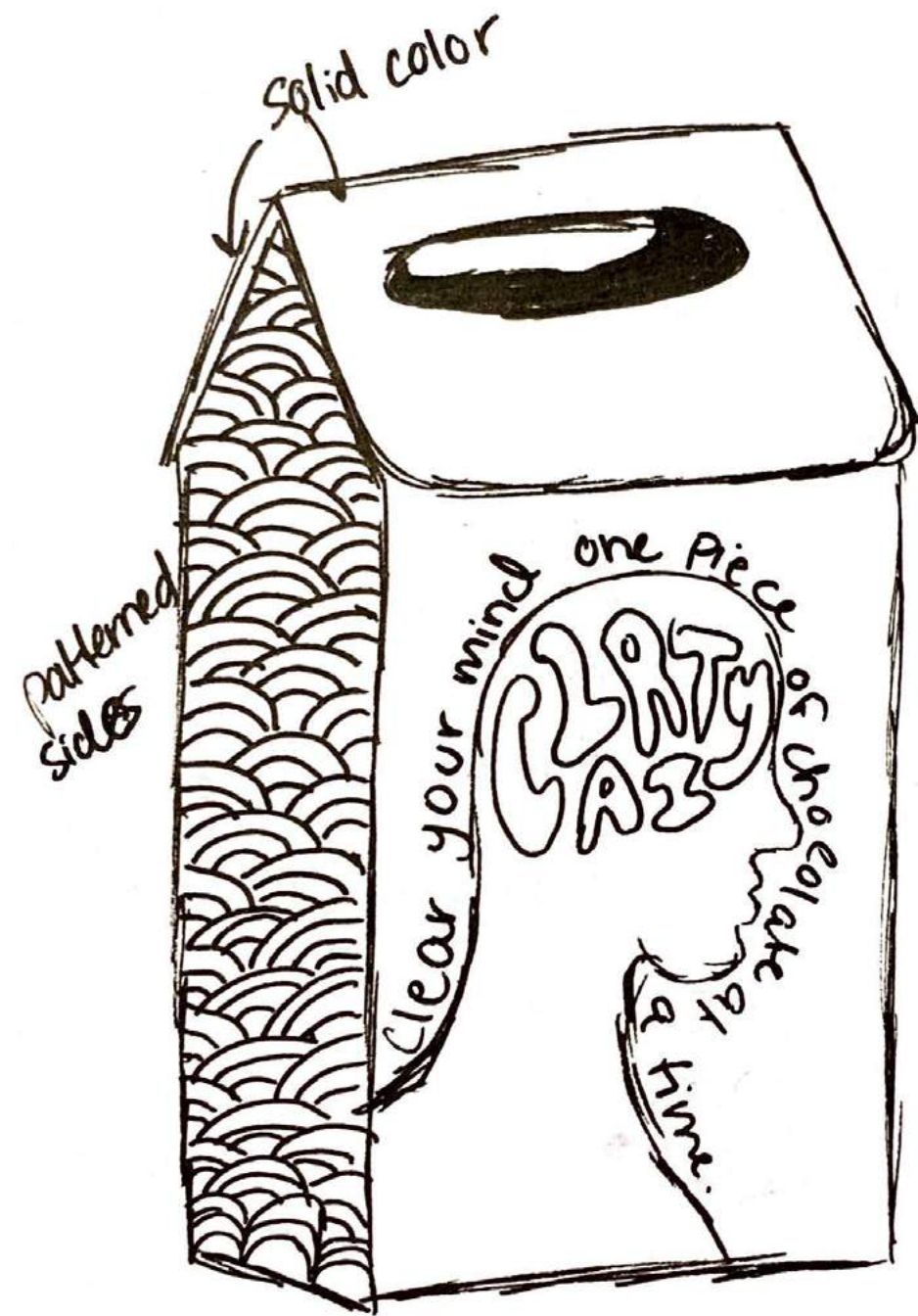
tagline/slogan: clear your mind, one piece of chocolate at a time.

Clarity
chocolate co.

have slogan in the background

Clear your mind one piece of chocolate at a time

Clarity

Clarity

Pattern on the sides

Clear your mind one piece of Chocolate at a Time.
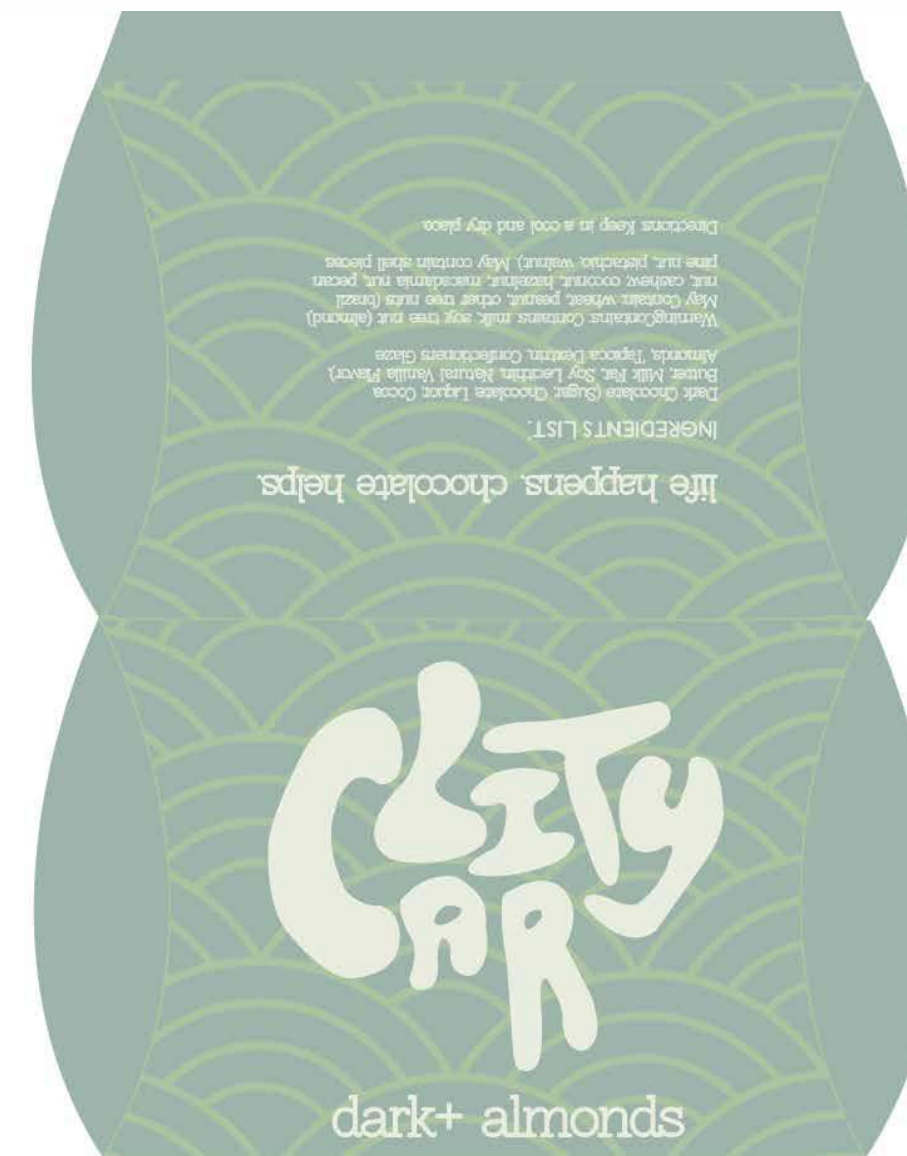
Clarity
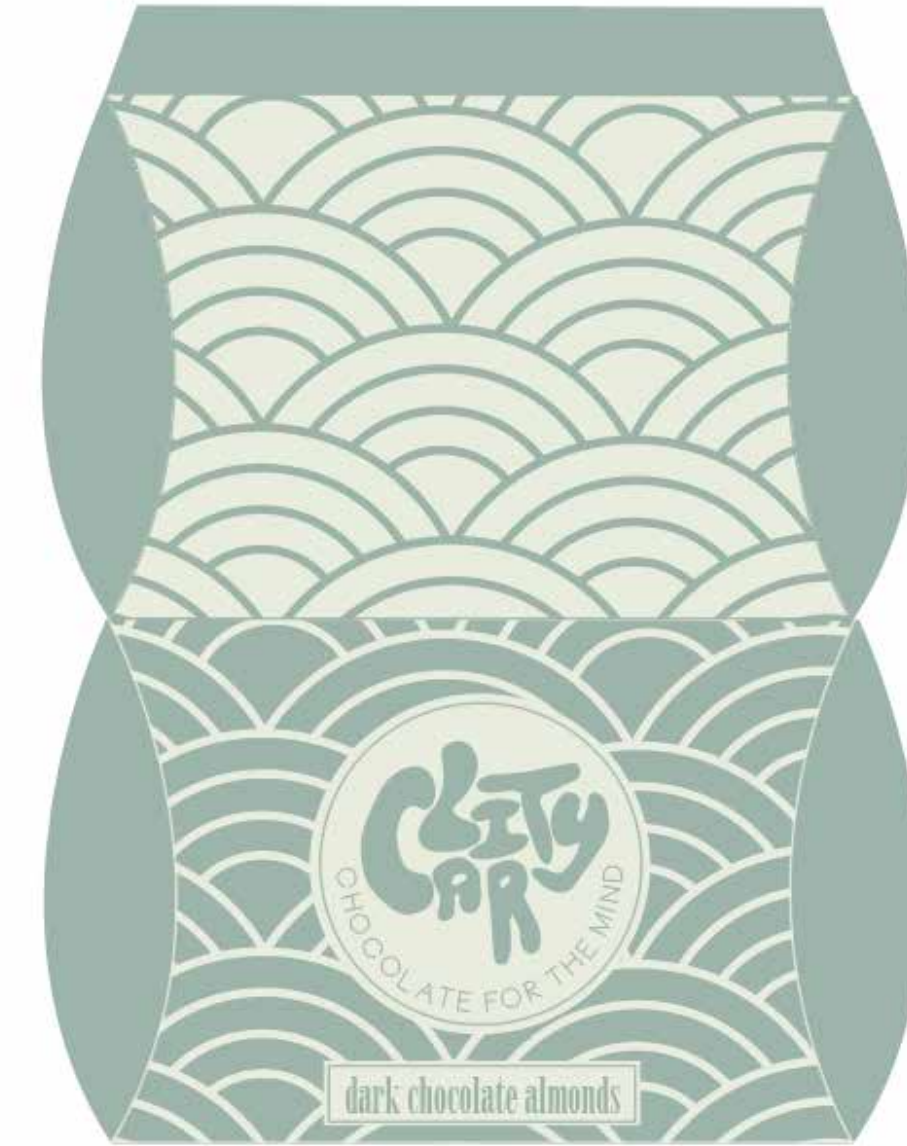chocolate
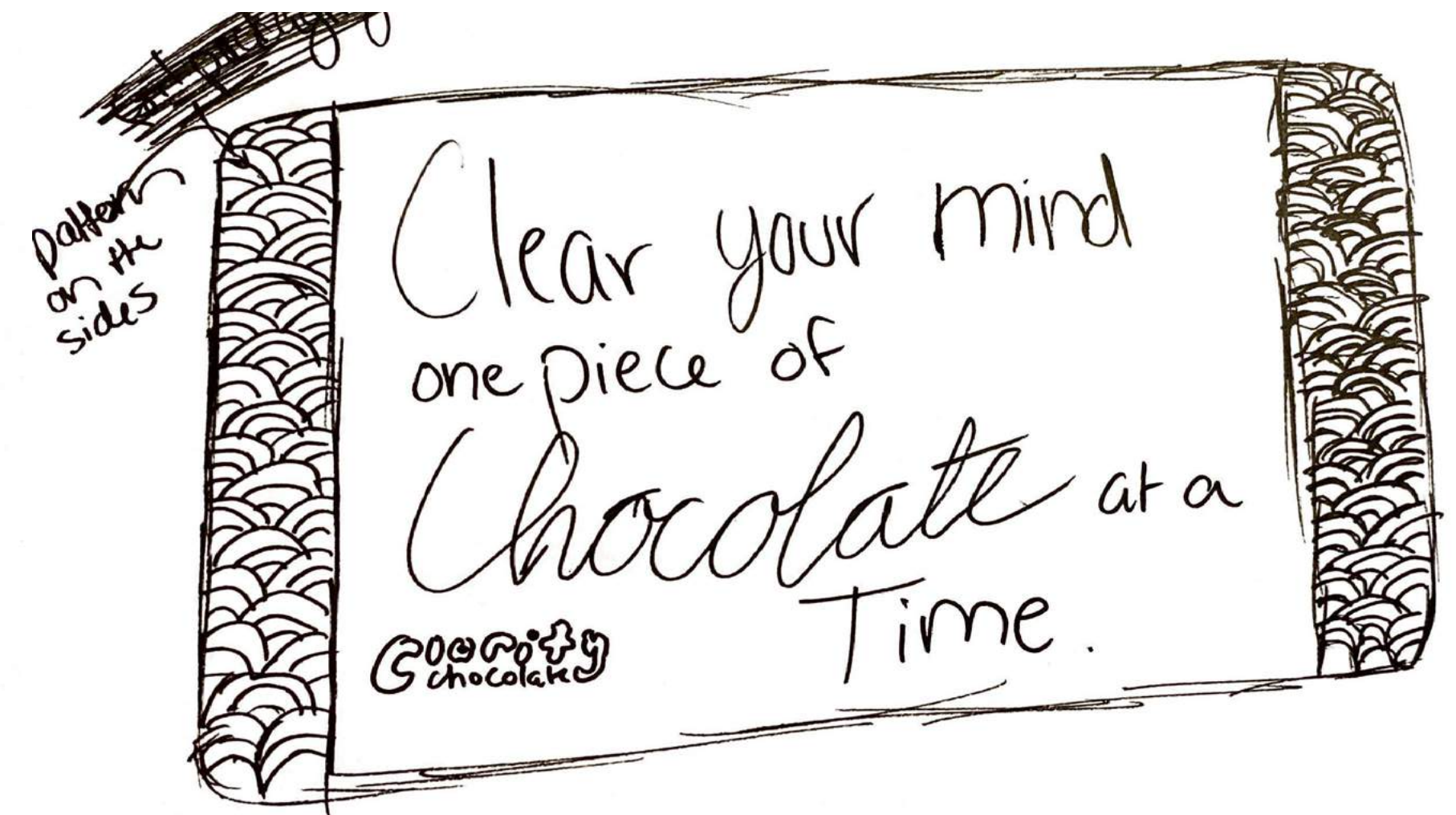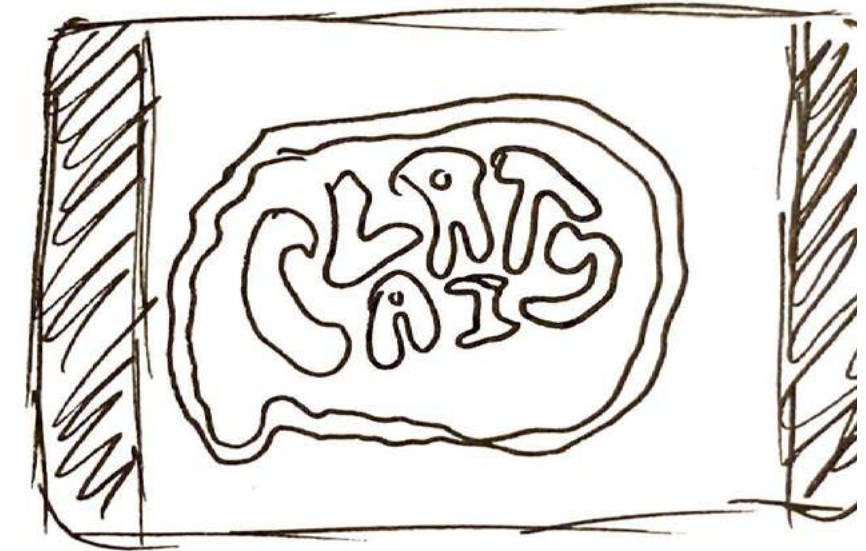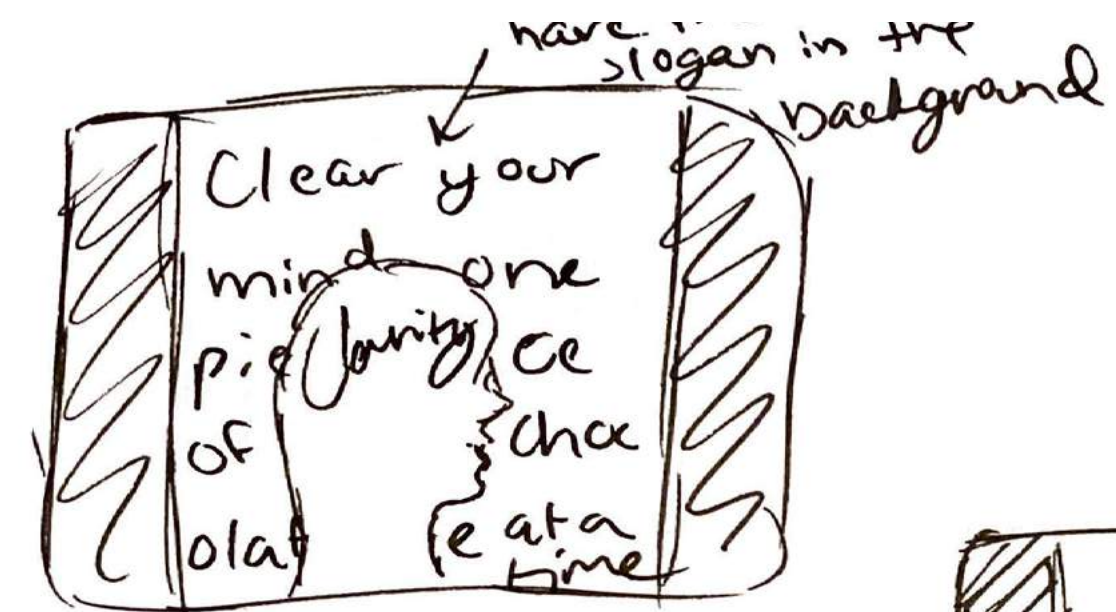
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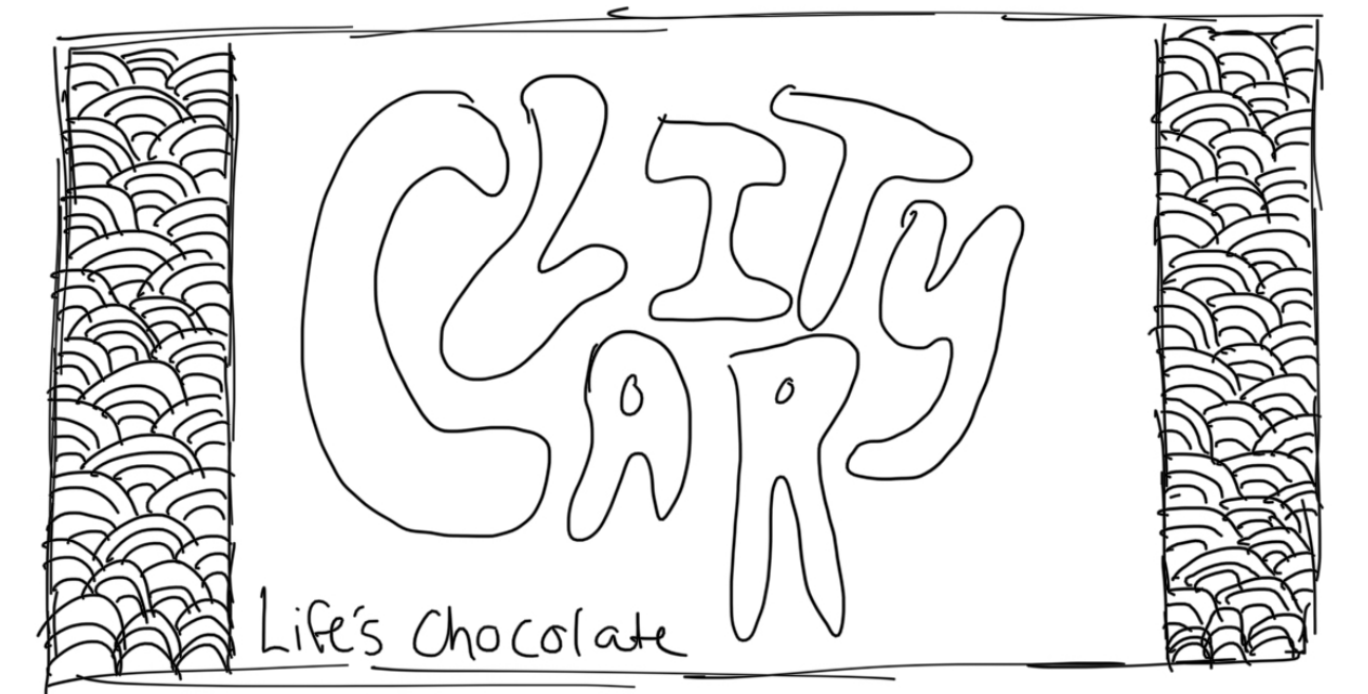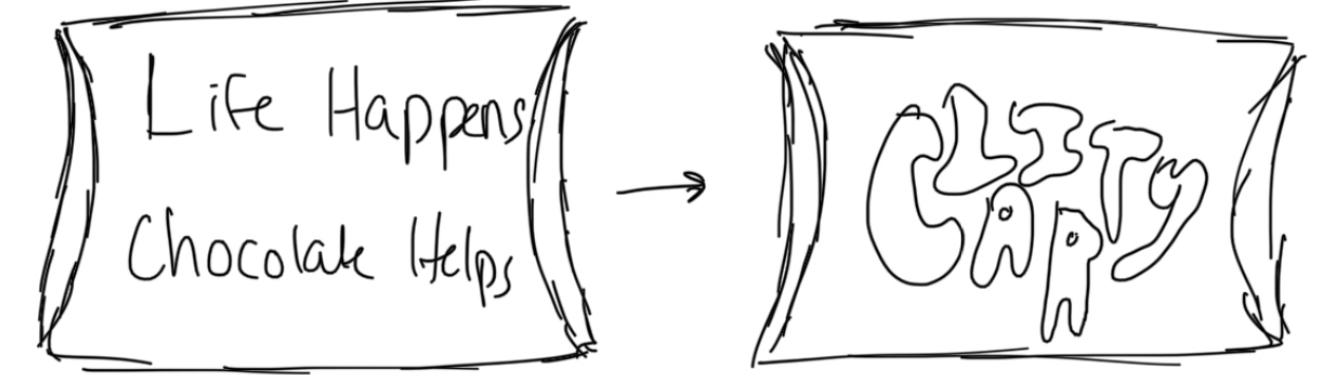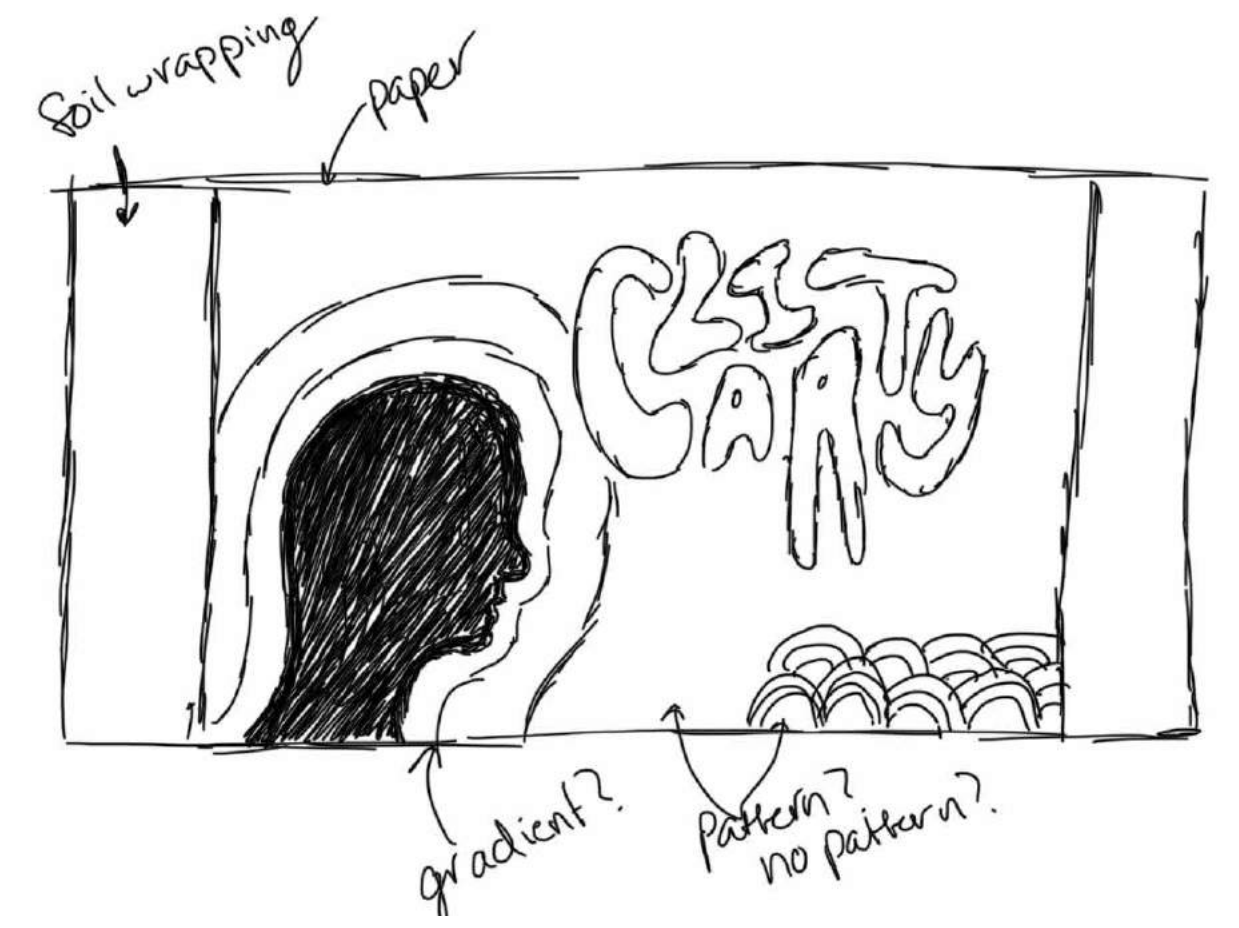
Wordmark

Wordmark

Iterations

Front
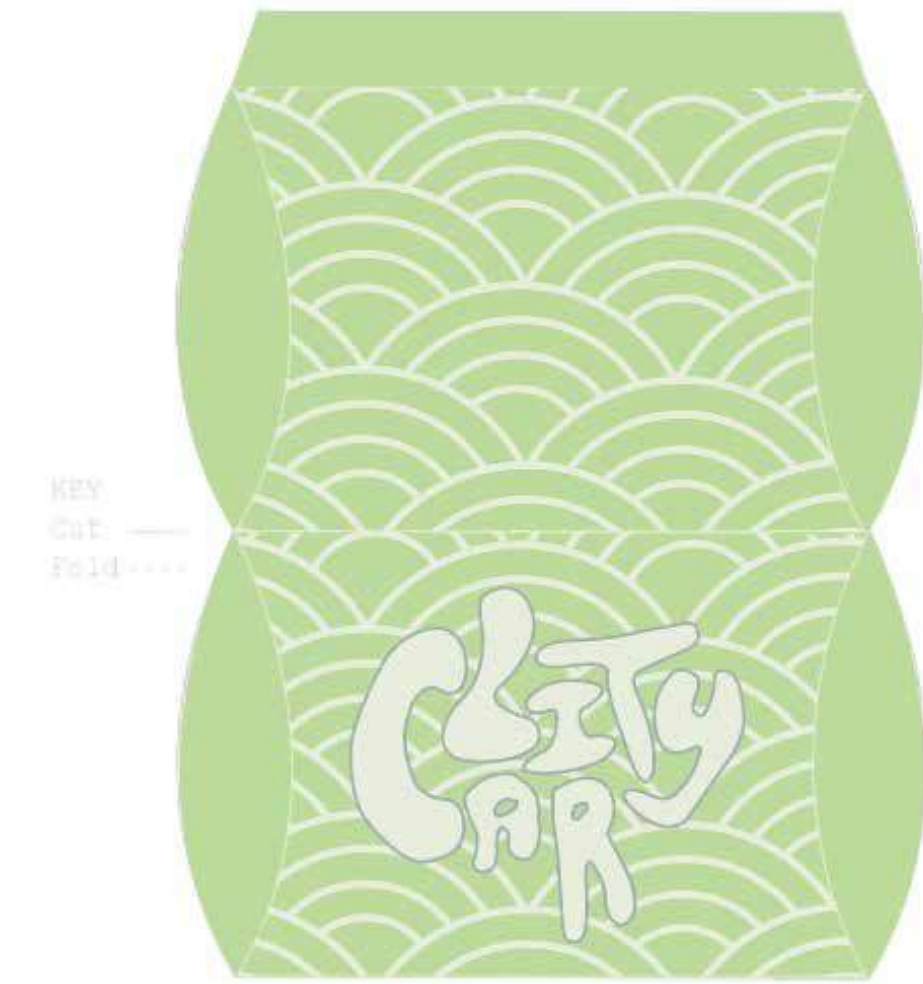
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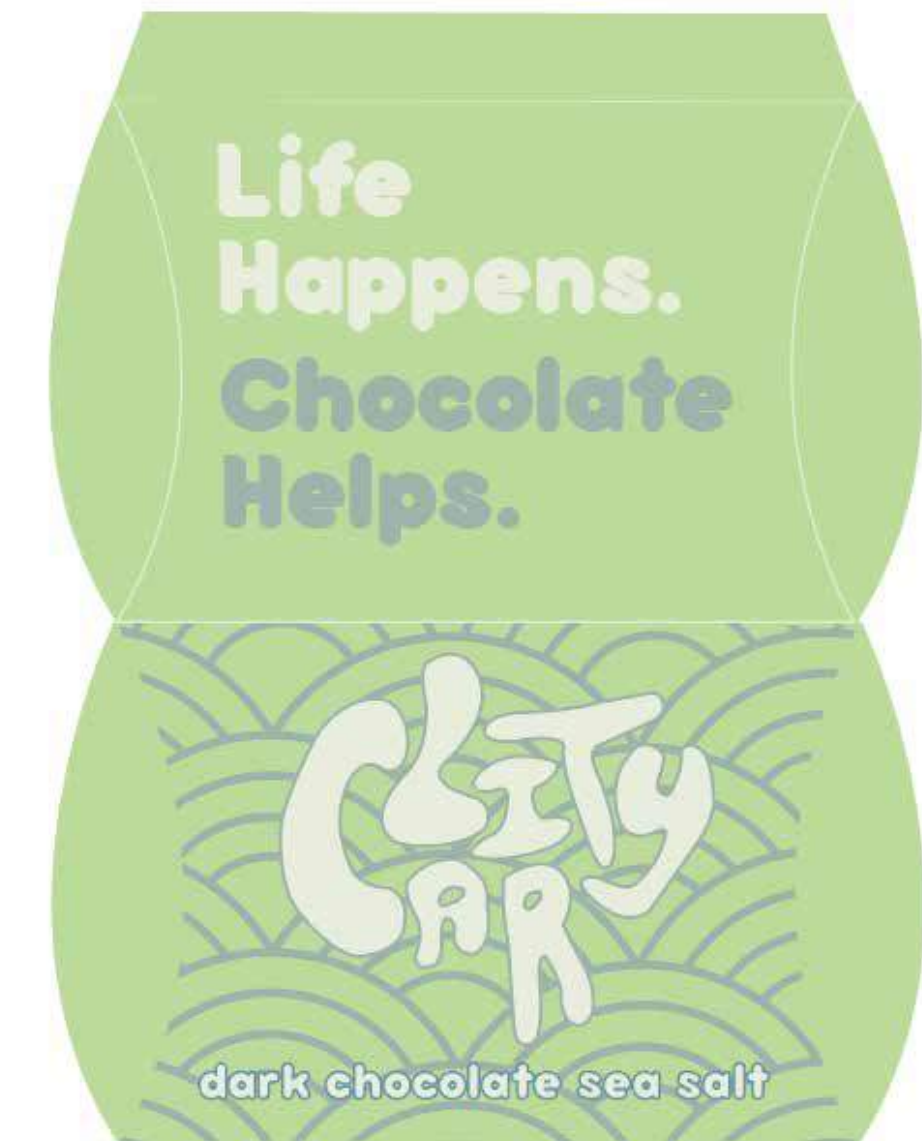
Iterations

Iterations

Branding

Znikomit

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j
k l m n o p q r s
t u v w x y z

Carrinady Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

Round 1 Mock-ups

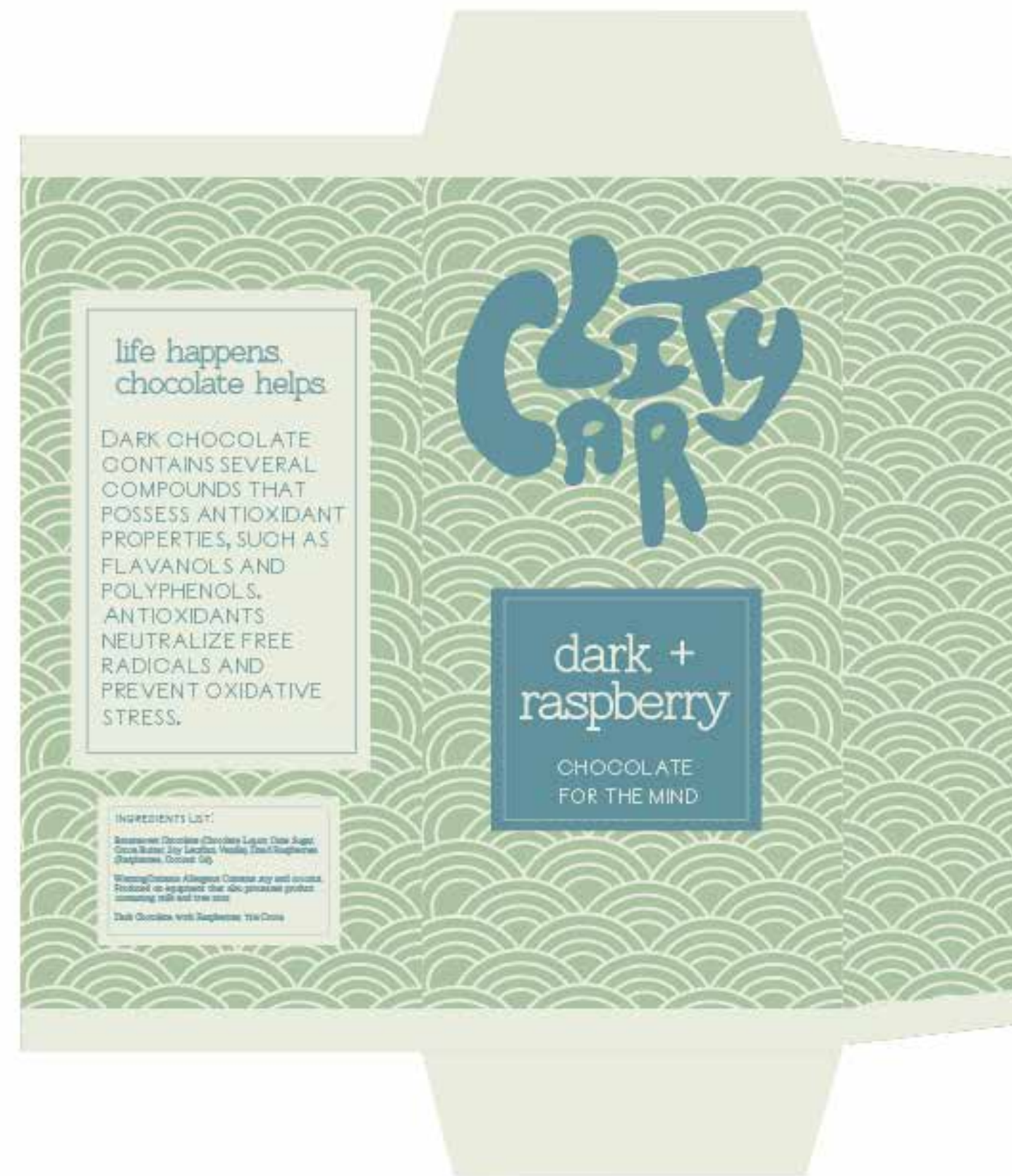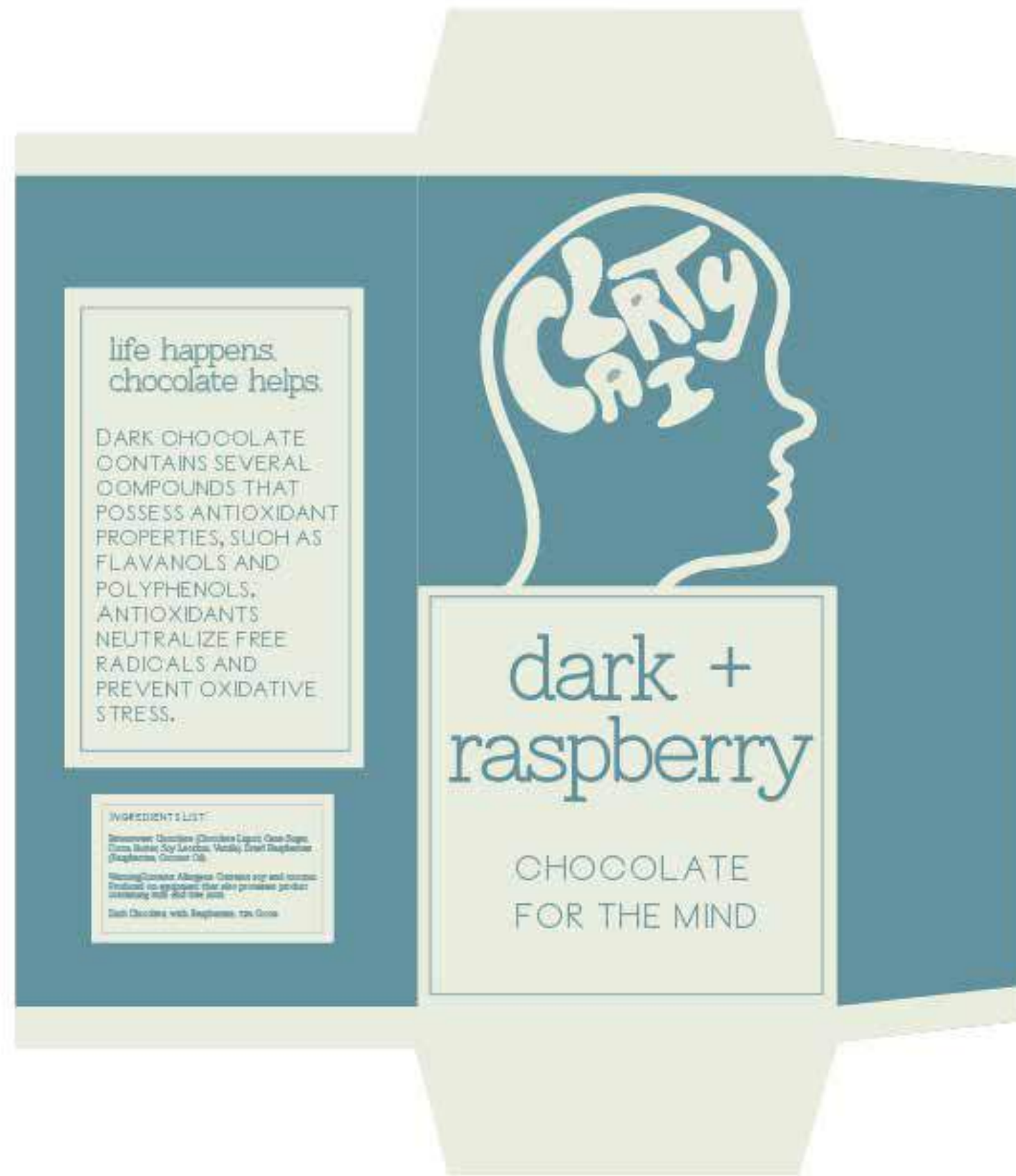# Research

Sketches

Sketches

Sketches

Iterations

Iterations

Iterations

Iterations

Iterations

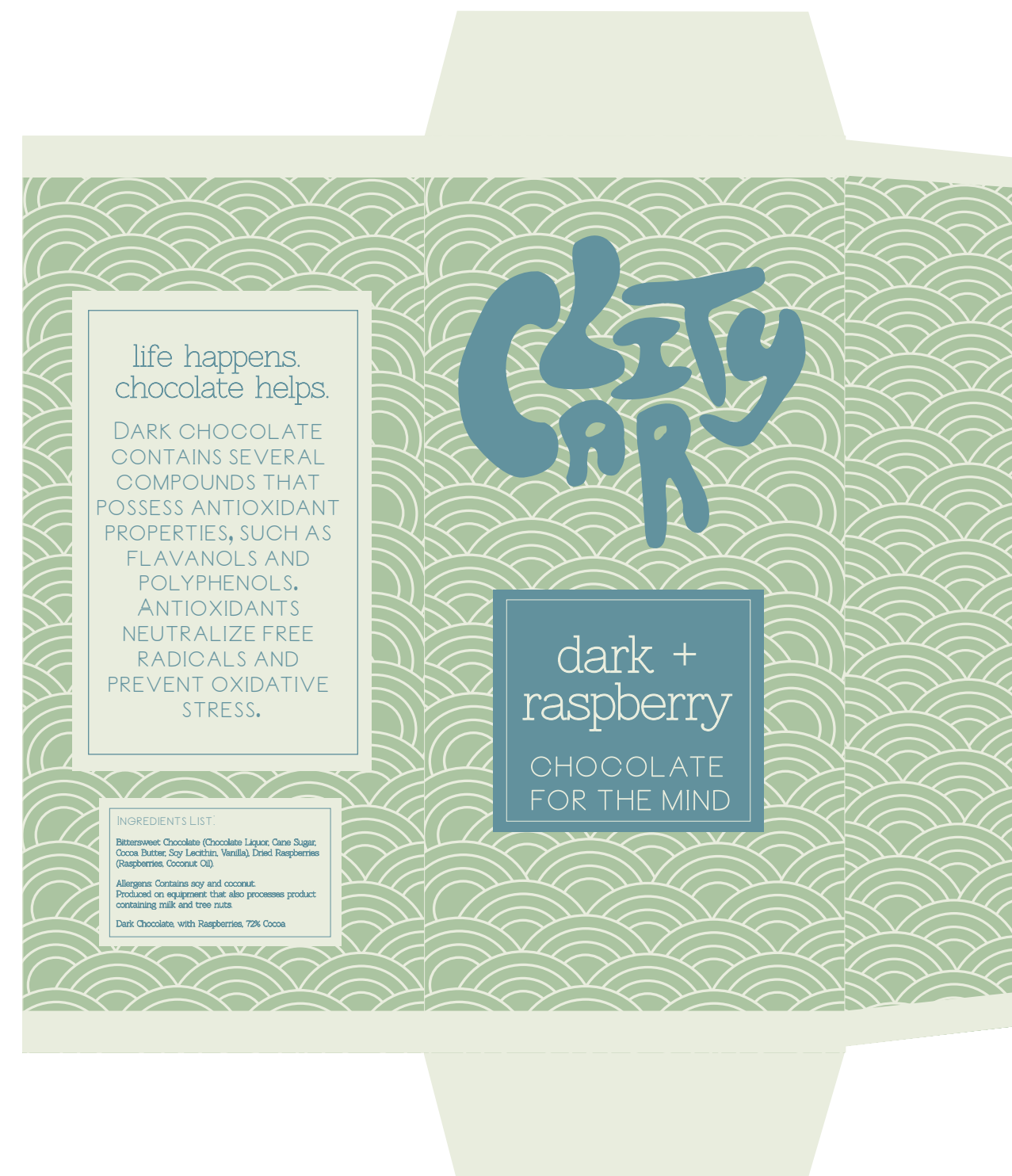# Final Branding

Clarity

Primary

Acumin Pro ExtraCondensed

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z

Secondary

Museo
A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z
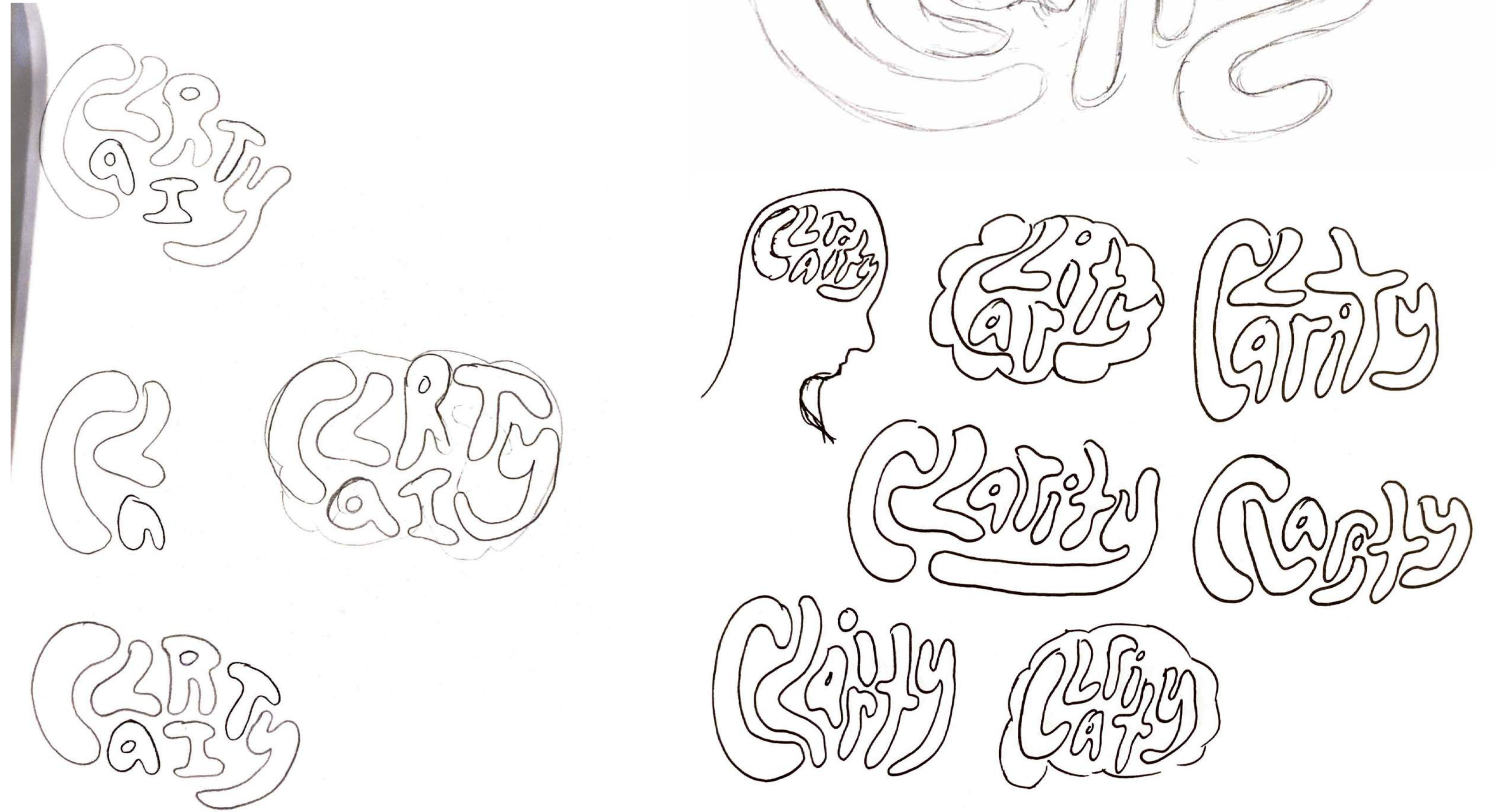a b c d e f g h i j k l
m n o p q r s t u v
w x y z

Final Versions

Dark chocolate contains several compounds that possess antioxidant properties, such as flavanols and polyphenols. Antioxidants neutralize free radicals and prevent oxidative stress. In other words, it calms the mind and body one piece at a time.

Each piece of chocolate is made with 100% organic ingredients with sustainable resources. Using 85% cocoa and natural sea salt, our chocolate is the perfect balance between sweet and salty, all the while keepingou balanced in life.

Ingredients:

Sugar, Vegetable Oil (Palm, Sunflower, Rapeseed), Unsweetened Chocolate, Cocoa Powder, Cocoa Butter, Whey Powder, Milk Far, Soy Lecithin, Sunflower Lecithin, Barley Malt Extract, Natural Flavors.

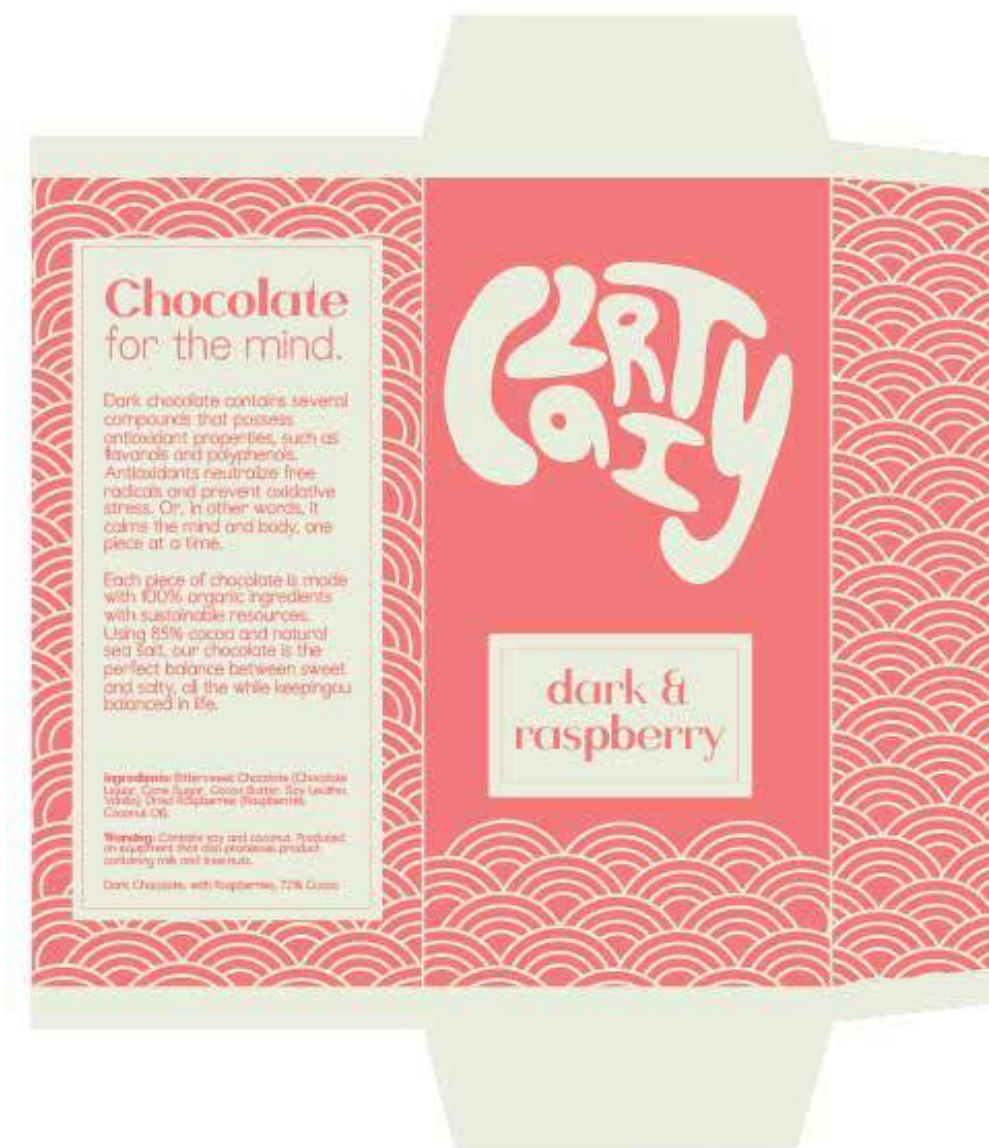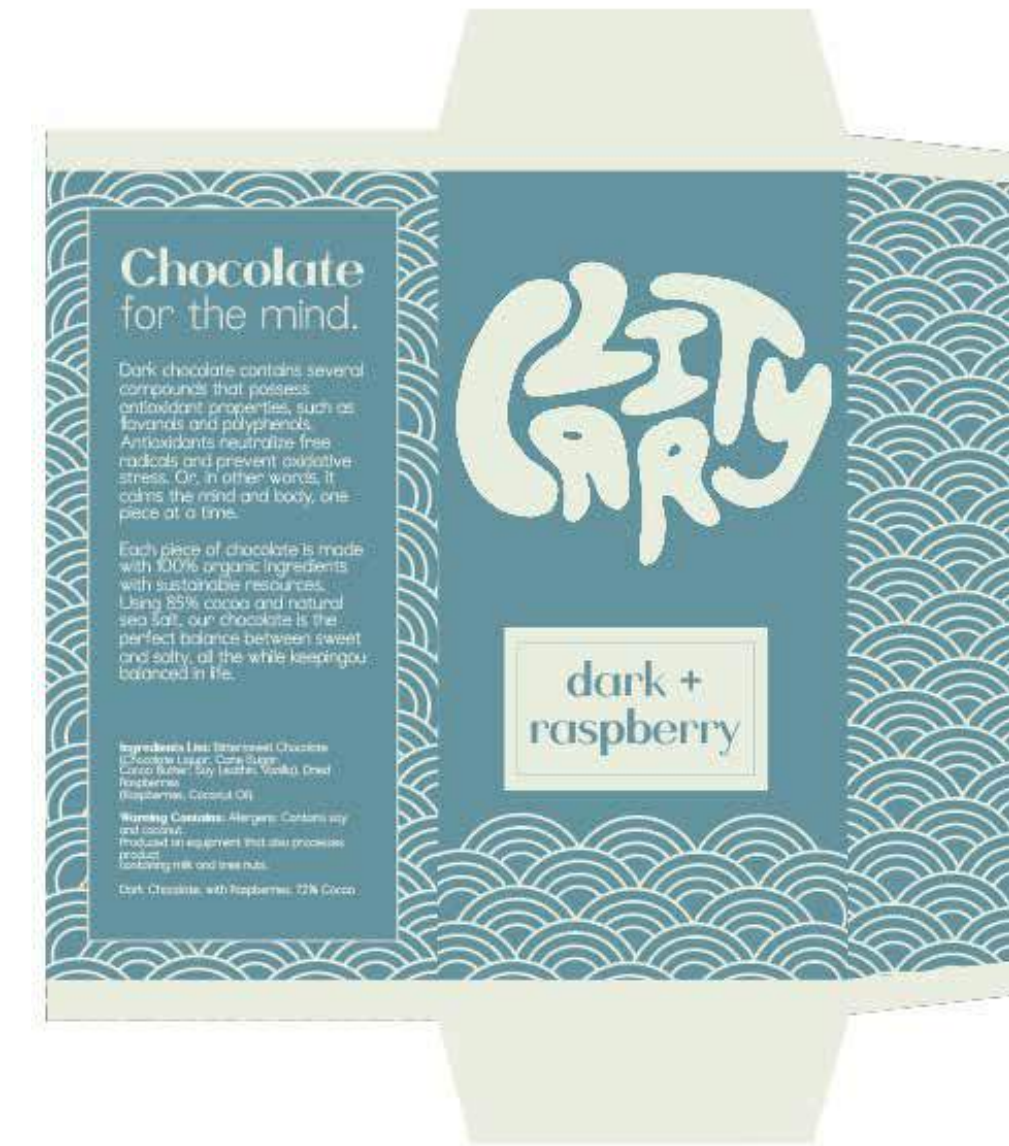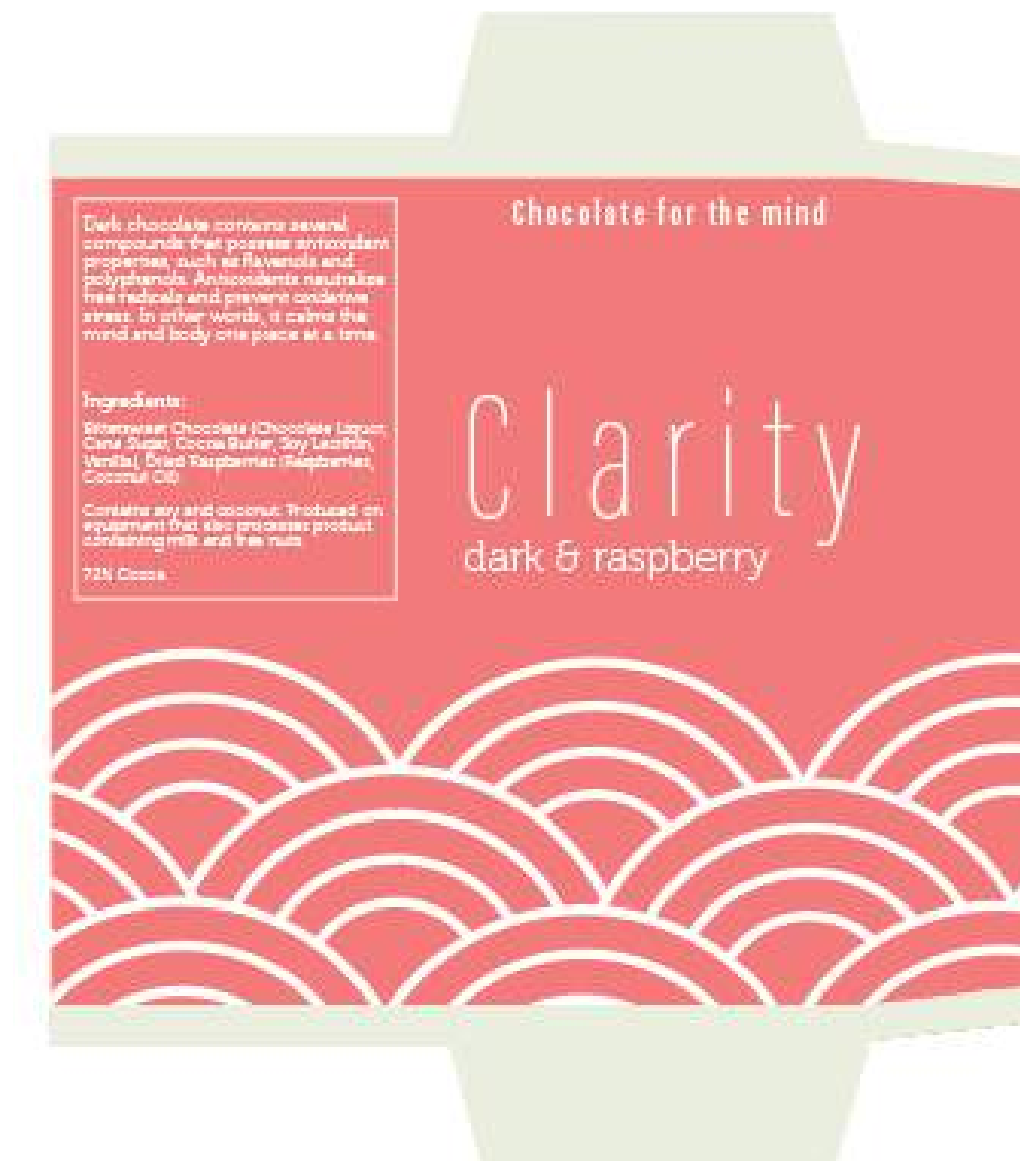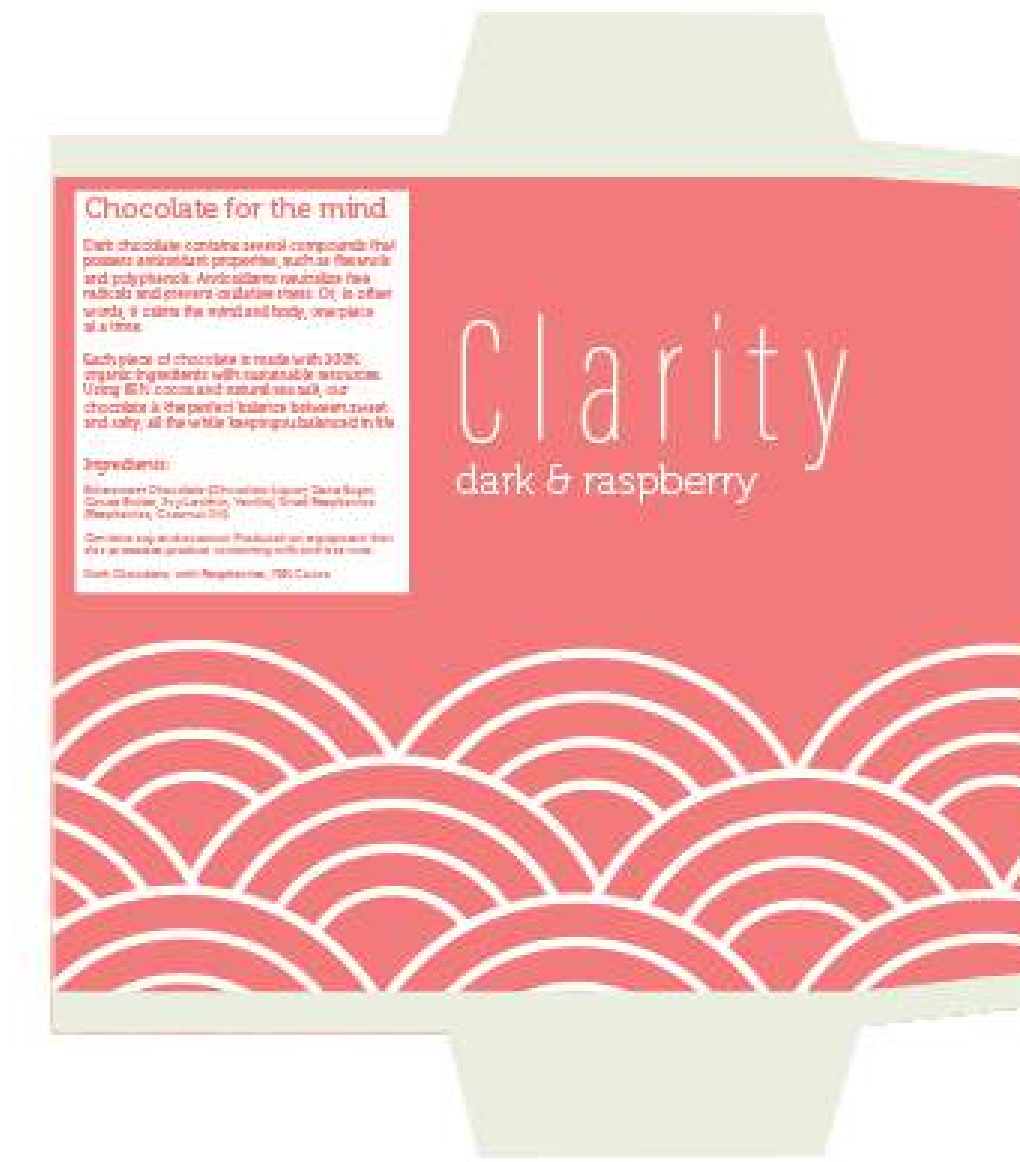Contains: Milk, Soy. May contain: Wheat, Tree Nuts (hazelnuts, almonds, cashews, pistachios, macadamia nuts, walnuts, coconuts).

Clarity
dark & sea salt

Chocolate for the mind

Chocolate for the mind

Dark chocolate contains several compounds that possess antioxidant properties, such as flavanols and polyphenols. Antioxidants neutralize free radicals and prevent oxidative stress. In other words, it calms the mind and body one piece at a time.

Ingredients:

Bittersweet Chocolate (Chocolate Liquor, Cane Sugar, Cocoa Butter, Soy Lecithin, Vanilla), Dried Raspberries (Raspberries, Coconut Oil).

Contains soy and coconut. Produced on equipment that also processes product containing milk and tree nuts.

72% Cocoa

Clarity
dark & raspberry

May Contain: wheat, peanut, other tree nuts (brazil nut, cashew, coconut, hazelnut, macadamia nut, pecan pine nut, pistachio, walnut). May contain shell pieces.

Contains: milk, soy, tree nut (almond)

Dark Chocolate (Sugar, Chocolate, Liquor, Cocoa Butter, Milk Fat, Soy Lecithin, Natural Vanilla Flavor), Almonds, Tapioca Dextrin, Confectioners Glaze.

Ingredients:

Chocolate for the mind

Clarity
dark & almonnds

Final Mock-ups

Writing Sample

09
Writing Sample
Type Specimen
DES 254

Industria is an eye-catching font. Sans serif fonts normally appeal to most graphic designers because of their sleek and modern shapes. Industria is a sans serif font but it's not sleek or modern looking, at least not conventionally. It has geometric and sharp features like many sans serif fonts, and yet at the same time, it feels more industrial and grunge. Given that the designer, Neville Brody, had a tendency to design that way, it's no surprise that Industria looks the way it does.

The design of the type specimen book is meant to reflect Brody's work, specifically, the grunge and punk record covers he designed for music record companies in the '80s. Research on the history of punk subculture and it's beginnings in London with bands like the Sex Pistols and The Ramones front lining the movement was done to achieve this style. Punk is considered a loud and aggressive genre because of the heavy emphasis on anti-greed, anti-consumerism, anti-conformity, and basically everything else that a person can protest.

Punk themed posters also have an emphasis on large typography and bright colors. The colors red, white, and black were chosen for the book because they're often considered to be bold and loud colors. Brody also used those colors often in his own work. Large lettering was used a lot to mimic the style of punk and to show the detail of Industria's interesting lettering. A couple of popular punk band names from the '80s are also being used in the book as a way to drive home the punk aspect. One band, in particula, called The Clash, has a well-known song called "London Calling." The song's lyrics are shown on the cover because the purpose of the cover is to show the reader what the type specimen book will be about and what the theme will be.

The main goal with this book is to provide context and history behind Industria's creation, along with showing off type detail in an interesting and unexpected way.

Camryn Perry

thank you!

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