

CHLOE FINDTNER

Sophomore portfolio

TABLE of CONTENTS

1 SÜSS Chocolate Bars DES 254 / Robert Bonds	3	5 How to Buy a Bra DES 224 / Chris North	21
2 ASPCA Annual Report DES 200 / Jordan Rosenblum	7	6 Beginner's Guide to Gardening DES 210 / Jordan Rosenblum	27
3 Jihanki Exhibition DES 224 / Rosie Struve	11	7 The Strangest Presidential Pets: an Illustrated History DES 200 / Walker Cahall	31
4 Dala Sparkling Cold Brew DES 225/ Rosie Struve	16	Process: Dala Sparkling Cold Brew	35
		Writing Sample	51

1 SÜSS Chocolate Bars

DES 254 / Robert Bonds

SÜSS remixes iconic German folklore imagery in a pop-art style to bring fair trade chocolate to a younger demographic. Simple packaging features easy-to-digest facts about the cacao trade and “tasting notes” for kiddos.









2 ASPCA Annual Report DES 200 / Jordan Rosenblum

This booklet redesign contains a wrap-up of the ASPCA's 2019 action points and achievements nationwide. Illustrations based on the organization's photos breathe life into highlights from each division of the organization.



NYPD PARTNERSHIP 2019 HIGHLIGHTS



9,000+ 311 calls regarding possible animal cruelty



17 search warrants



900+ animals assisted



1,400 NYPD calls to our 24-hour HLE hotline



123 arrests



100+ cases referred to the community engagement team by NYPD, resulting in



302 complaints responded to by the ASPCA and NYPD



34 summonses issued



260+ animals assisted

NYPD Partnership

The ASPCA Humane Law Enforcement (HLE) department has continued to work closely with the New York City Police Department (NYPD) since the partnership began in 2014. Our combined efforts have proven effective and impactful; HLE and the NYPD assisted more than 900 animals via law enforcement and/or intervention in New York City in 2017.

The HLE department conducted dozens of trainings to over 3,400 NYPD personnel and attended Precinct Community Council meetings, Community Board meetings and District Cabinet meetings throughout the five boroughs.







Our work to protect and rescue animals from suffering faces new challenges every year, but few have been as daunting as the three enormous hurricanes that hit our country in August and September of 2017. Throughout that period, the ASPCA® assisted more than 37,000 at-risk animals with water and land rescues, lifesaving relocations, emergency sheltering, and critical supplies. Immediately following those crises, we sent much-needed staff and supplies to California to help animals and people endangered by one of the most destructive wildfires in the state's history.

Thanks to dedicated supporters like you—as well as an extremely capable staff and committed local partners—we rose to the challenge and made an enormous, lifesaving difference for tens of thousands of animals and people.

These were some of the most memorable moments of 2017, but we were certainly very busy throughout the year, deploying around the country to care for victims of cruelty, advocating for stronger animal welfare laws and regulations, providing critical training in animal cruelty law enforcement and crime scene forensics, pioneering new animal rehabilitation techniques, supporting innovative shelter and rescue programs to keep animals in loving homes, and raising critical public awareness on key issues affecting at-risk animals.

We also significantly advanced community initiatives, spay/neuter efforts and community medicine in New York City, Los Angeles, Miami, and North Carolina—all part of an overall strategy to target our work toward the animals and communities who need us most.

In this 2019 Annual Report, you'll see our extensive work captured in both stories and statistics. Regularly stepping back and looking at the big picture is important for all of us, so I'm happy to share this view of our major accomplishments across a single, remarkable year.

Please keep in mind that behind every achievement are members of our unparalleled ASPCA staff in many departments, dedicating themselves personally and professionally to the cause of helping animals in need.

Your support powers and sustains that commitment, and I'm very grateful for it.

3 Jihanki Exhibition DES 225 / Rosie Struve

Structured as a collaboration between Japan's Tourism board and the city of Portland, Jihanki: a Vending Machine Experience introduces Portlanders to a ubiquitous part of Japan's urban landscape, the vending machine, in a hands-on experiential environment at Pioneer Place Mall.



secondary imagery



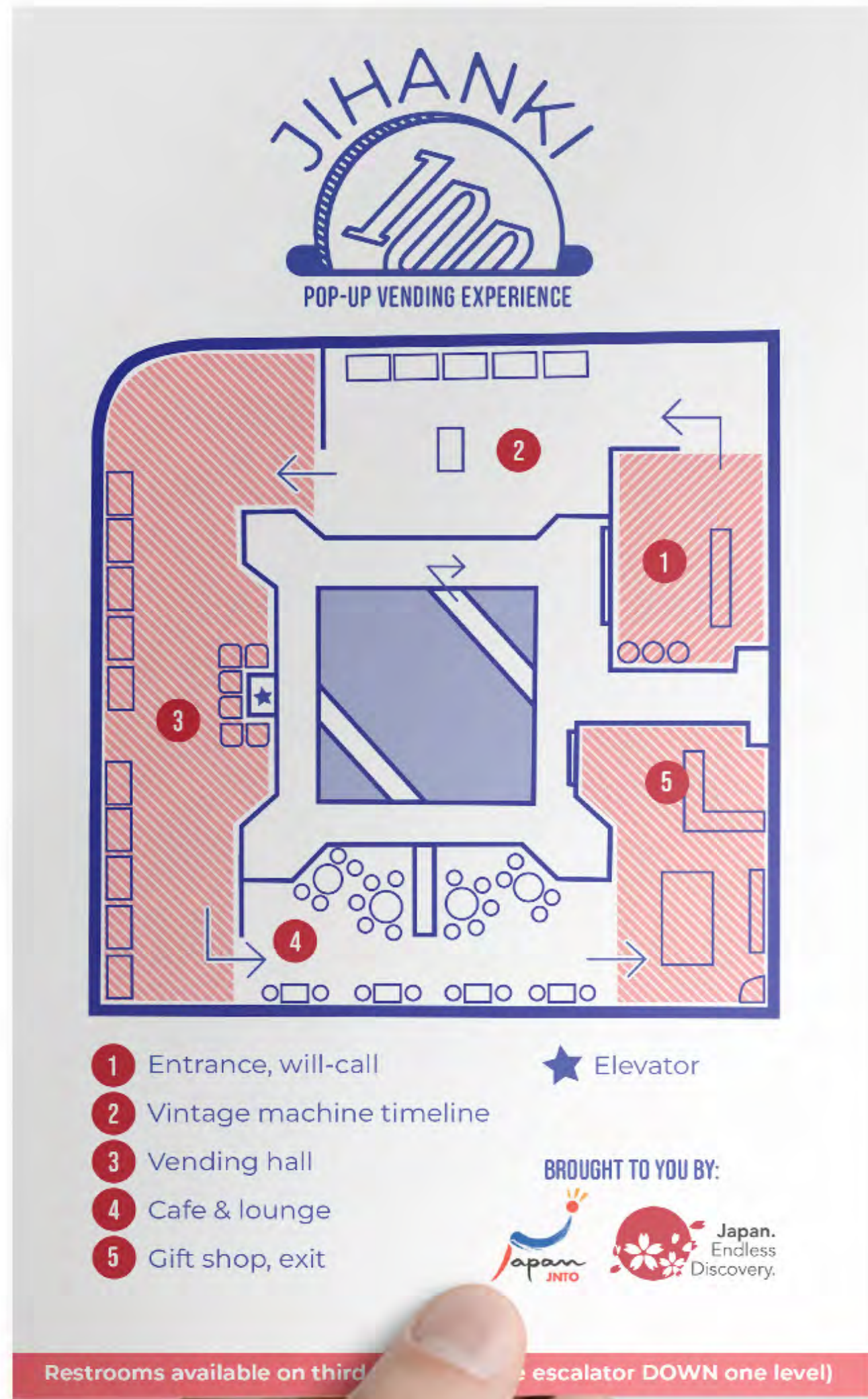
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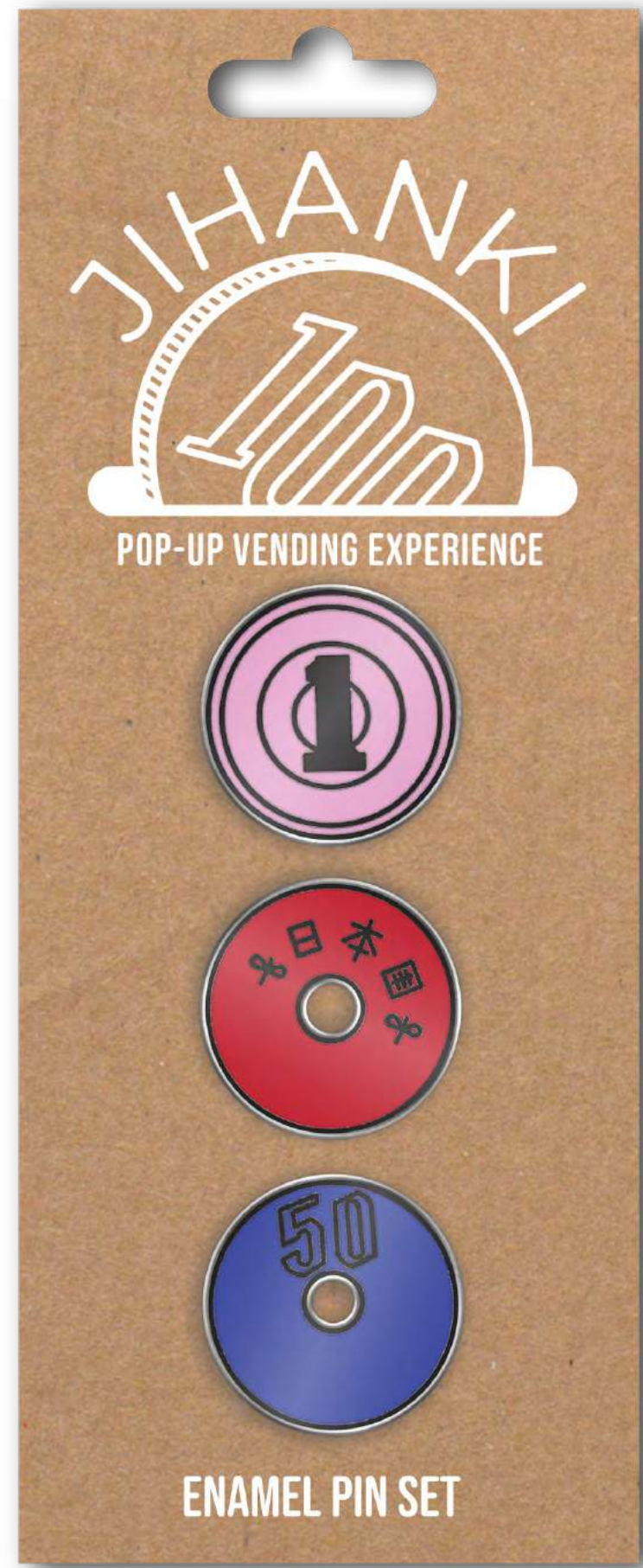
Vending hall.



History exhibit.



Tickets & merchandise.



4 Dala Sparkling Cold Brew DES 225 / Rosie Struve

Dala's folksy look is informed by its founders' generations-deep Swedish heritage in the Minneapolis area. This drink is for the coffee fan who's burnt out on strong cold brew but seeks a light, effervescent alternative.





PROJECT 4: Dala Sparkling Cold Brew









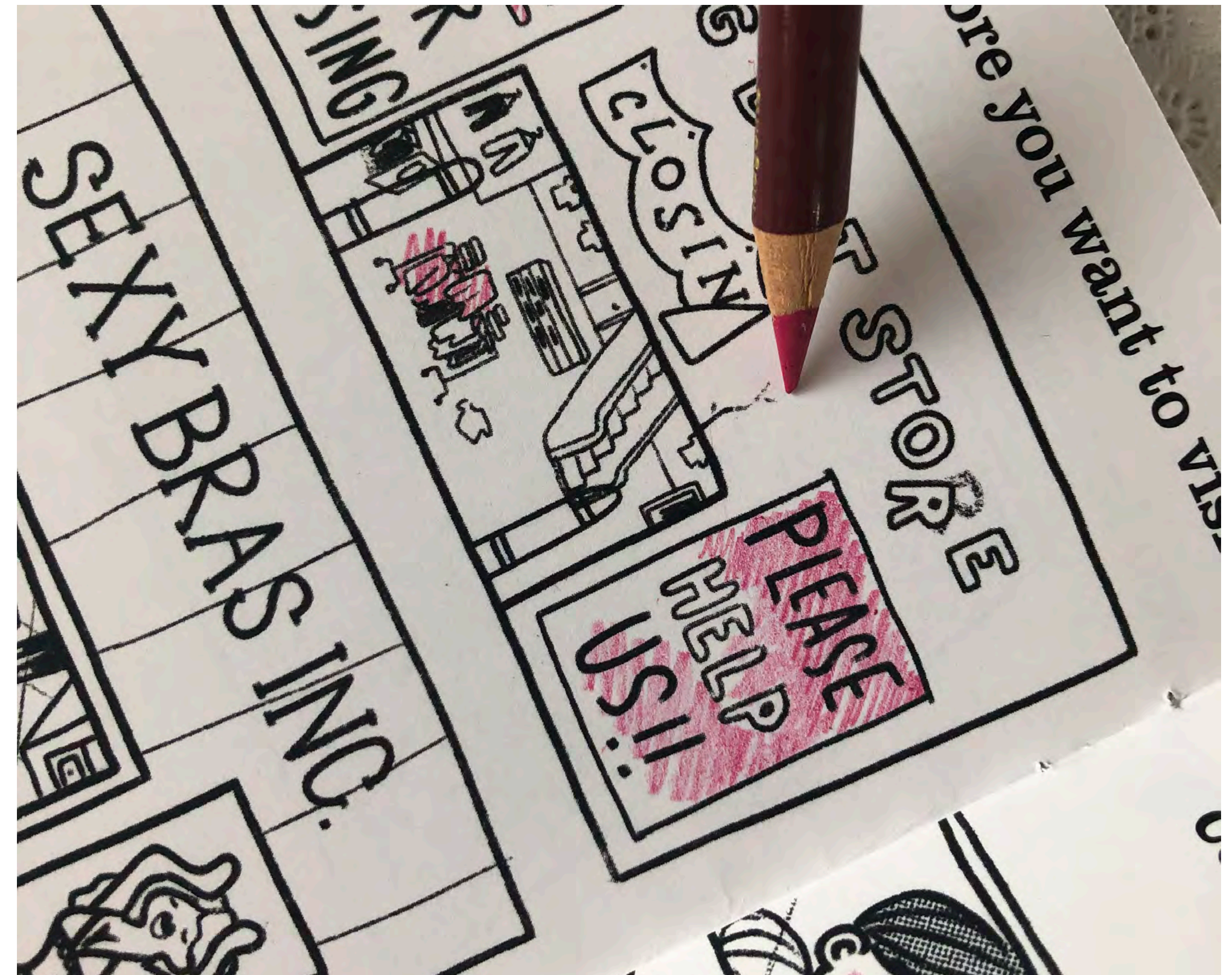
5 How to Buy a Bra gift set

DES 224 / Chris North

An interactive take on an illustrated zine, How to Buy a Bra appeals to the universal experience of buying, owning and wearing bras. Common motifs from bra sizing, wear and marketing are instantly recognizable in each element of this entertaining bundle.













Underwire Survivor Club

This is to Certify that Paddy B. is a MEMBER IN GOOD STANDING of their local **Underwire Survivor Club** and entitled to all Associated Complaining Rights.

PRESIDENT SIGNATURE _____ DATE issued 05/2020

UNDER WHYRE

21% OFF

Pushes Up

Push-up Deep Plunge Convertible Bra

Pushes In

Regular

Halter

Strapless

Extra thick push up pads add a cup size

SAVE \$5.03

Pushes Up

CUT 15%

Pushes Up

Pushes In

Front Opening

CUT 20%

H. THE ALL-WAYS BRA
Bare and low underwired nylon cups are firmly contoured and feature removable push-up pads. Nylon/Lycra® back can be worn as low as you dare. Elastic stretch straps convert to conform to any top. Nylon. U.S.A. Made.
#5766-1 WAS \$18 NOW \$13.97
Order sizes: 32-34A, 34-36B, 34-36C or 34-36D cups
10-WHITE

J. FREDERICK'S FALSIES
Our falsies are soft natural-looking foam rubber "breasts" that insert easily into most bras. Made to look and feel like a female breast.
4. Made.
2-3 WAS \$5 Pair
\$3.97 Pair
for \$7.97
ze 13-NUDE
Y RACE

K. PUSH-UP PADS
Nylon covered foam rubber pads LIFT your breasts and put the Frederick's look in all your bras, swimsuits and basques. U.S.A. Made.
#5913-9
WAS \$5 Pair
NOW \$3.97 Pair
2 Pair

20% OFF

Pushes Up

Pushes In

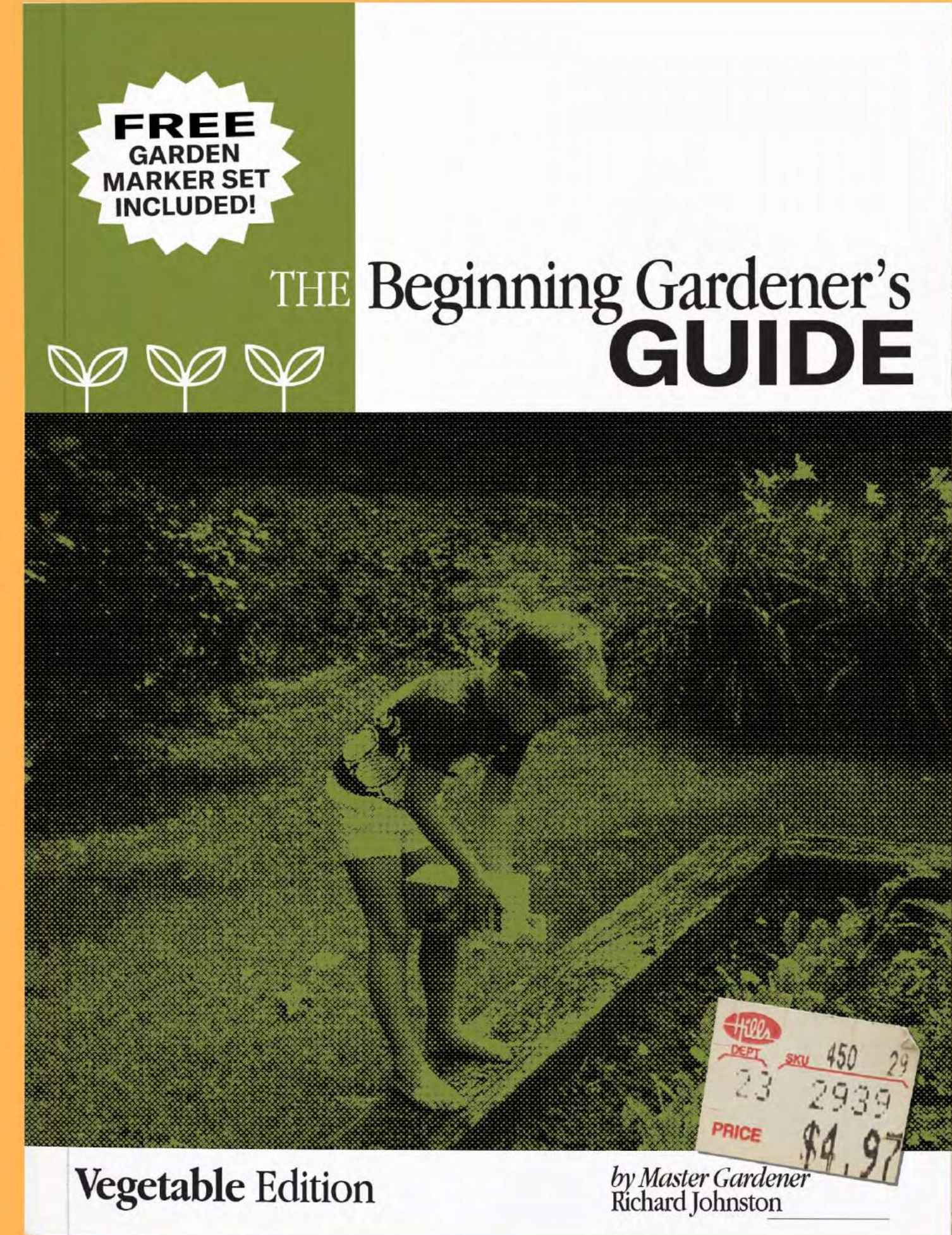
20%

PROJECT 5: How to Buy a Bra

6 The Beginning Gardener's Guide DES 200 / Jordan Rosenblum

A brief introduction to the growing and care of common garden vegetables, presented in a retro style and packaged with a corresponding set of garden markers to identify sprouts. A halftone photo treatment lends to the nostalgic quality.

Image sources: unsplash.com, pexels.com, [flickr creative commons](https://www.flickr.com/photos/creativecommons/)





Introduction

IN PLANNING any vegetable garden, the first thing you should do is locate it where it will get as much sun as it possibly can for a maximum amount of time each day. On a small suburban lot with houses nearby and an average number of trees, such spots are not always in generous supply, but most people can find at least one small area where the sun reaches for five or six hours between the long shadows of morning and evening. If only part of the garden will get this minimum quota, plan on putting sun loving vegetables such as tomatoes, corn, cucumbers and

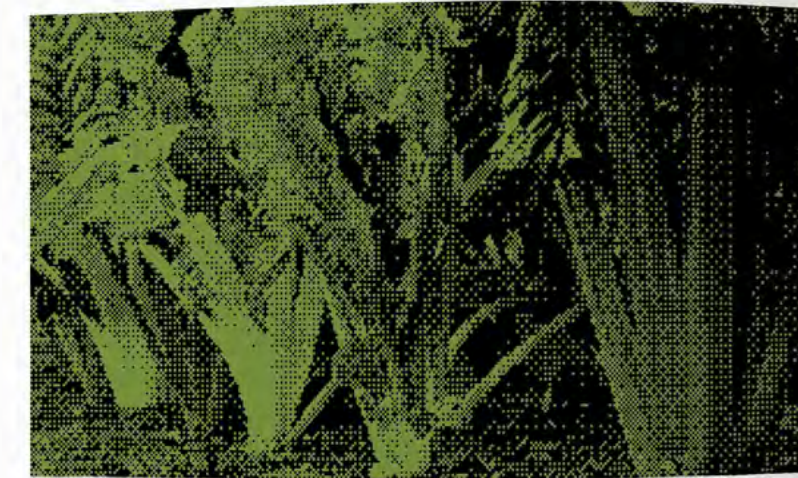
melons there; others such as lettuce and pumpkins, which tolerate cooler weather and more shade, can be planted at the end where the shadows linger.

Try to locate the garden away from trees or large shrubs: not only will their shade stunt your vegetables, but their broadly ranging roots will steal most of the moisture and nutrients from your carefully fertilized and watered beds. If you have to put your garden close to trees, make sure they will not block the southerly sun.



CHARD, SWISS

Beta vullaris cicla



Swiss chard is a relative of the beet, but unlike the beet it is grown only for its tender, vitamin-rich leaves rather than for both the roots and leaves. The plants generally grow 1 to 1 1/2 feet tall. The red or green deeply crinkled leaves have prominent central ribs that may be cut away from the rest of the leaf to be cooked and served like asparagus. The remainder of the leaf is eaten as greens. Swiss chard is unusual in that a single planting can be harvested throughout an entire three-month growing season and even sometimes during a second season as well if flower stalks are removed during the second year. **Fordhook Giant** is a fine green-leaved variety. An 8-foot row yields about 7 pounds of leaves during each three-month period.

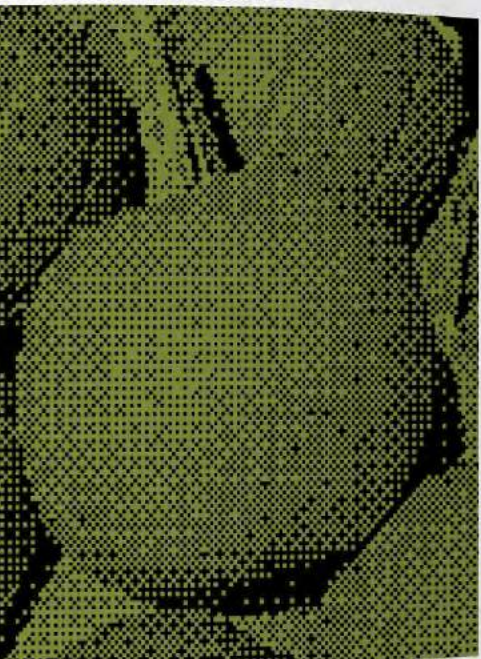
Soil pH level: 6.0 to 7.5
Sow to harvest: 55 to 80 days
Companion plants: onion, kohlrabi, lettuce, cabbages, bush beans.

HOW TO GROW

In most of the U.S. and southern Canada, where winter frost is expected, sow seeds two to three weeks before the last frost is due; in regions where winter temperatures rarely fall below 25°, sow seeds in fall for harvesting most of the following year. Sow the seeds 1-inch deep and about 4 inches apart in rows 18 to 24 inches apart. When the seedlings are 6 to 8 inches tall, thin them to stand 8 inches apart. The pulled plants may be eaten.

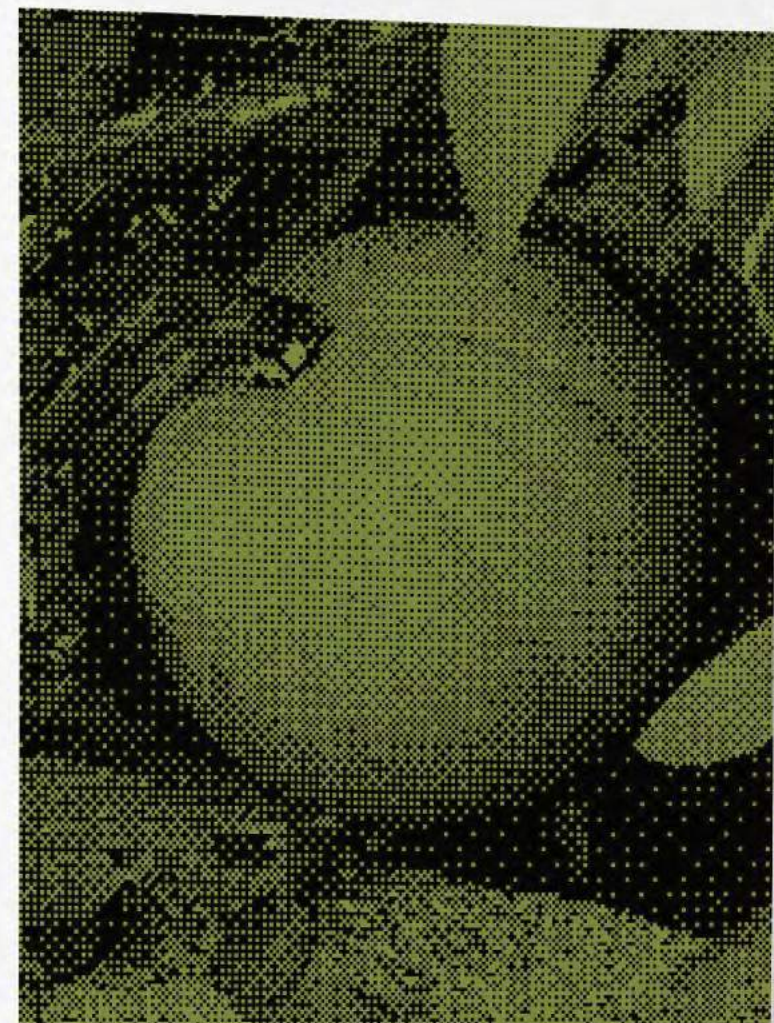
The plants are ready to be picked approximately two months after seeds are sown, when outer leaves become 6 to 10 inches tall. Cut off the leaves near the base of the plant with a sharp knife; the undisturbed inner leaves will continue to grow and will be ready for picking a few days later. Pick off and discard any old or tough leaves; if they remain on the plant, they will prevent the plant from producing fresh foliage. Pick off all flower stalks the second year to ensure a second crop.





HOW to GROW

Pumpkins are unusual among vegetables in that they grow well in light shade as well as in full sunshine. Sow seeds outdoors when night temperatures are expected to stay above 55°F for about 1 month. For vine and bush varieties, prepare hills by digging holes 1-foot deep and 2 feet across; space the holes for vine types 8 to 10 feet apart, for bush types 4 feet apart. Put into each hole a bushel of compost or well-rotted cow manure, then return the soil, forming a mound about 4 inches high. Plant four to six seeds 1-inch deep in a circle on top of each hill. When seedlings appear, cut off all but one or two of the strongest plants. From late summer on, remove any blossoms or new fruit to channel the plants' energies toward the fruit that have already formed. For a huge exhibition pumpkin, allow one fruit to develop on each vine, and water heavily. To train vine varieties to grow

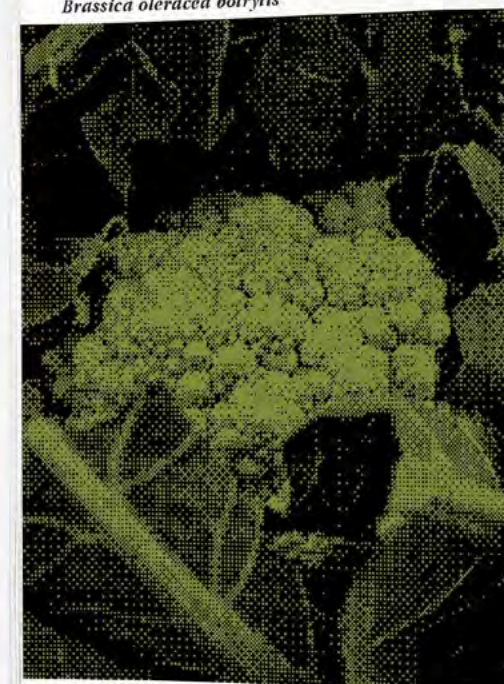


upward, follow the directions on page 30. To grow pumpkins with corn, sow single seeds every 10 feet or so in the rows of corn. Harvest pumpkins when leaves die and the fruit become a rich orange, about four months after sowing. Cut pumpkins from the vine with pruning shears, leaving about 3 inches of stem on the fruit; pumpkins decay quickly if the stems are broken rather than cut. After harvesting, set pumpkins in the sun for a week or two to harden the outer skins, then store them in a cool dry place.

Soil pH level: 5.5 to 7.5
Sow to harvest: 50 to 125 days
Companion plants: datura, corn, pole beans

CAULIFLOWER

Brassica oleracea botrytis



Cauliflower is a cabbage relative grown for its flower buds, which are clustered together in a head (sometimes called a curd). Cauliflower grows about 2-feet tall and has long blue-green leaves. There are two main kinds of cauliflower—one kind has white buds, the other has purple buds (the purple buds turn green when cooked). To ensure the production of firm as well as white heads, the white varieties must be blanched—that is, their buds must be shielded from light, a procedure that changes their color from green to white. Purple-budded varieties form solid heads naturally and do not require blanching. Typical good white varieties are Snow King Hybrid, Burpeeana and Seneca Snowball. Purple Head is a good purple-budded variety. Some seedsmen sell seed packages in which both types are mixed. A 7-foot row will yield about five heads over a period of five weeks.

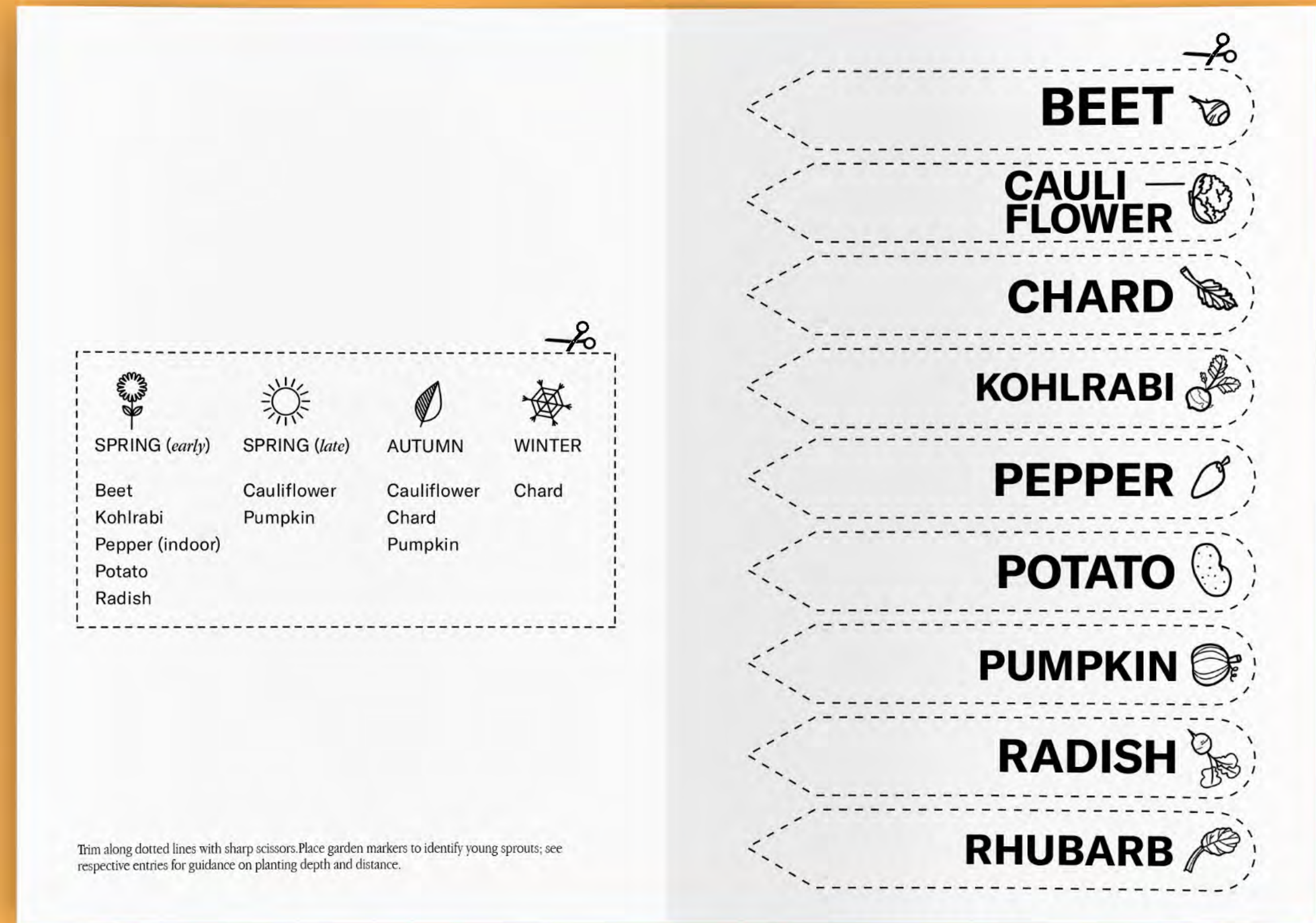
Soil pH level: 6.0 to 7.5
Sow to harvest: 8 to 9 weeks
Companion plants: beans, celery, oregano, peas, tomato

HOW to GROW

To reduce the risk of cabbage diseases, seeds should not be planted where other cauliflowers, cabbages or any other cabbage relatives have grown within the past three years. In regions where frost is expected in winter and maximum summer daytime temperatures average 75° or less, cauliflower can be grown as a spring or fall crop. In regions where winter temperatures rarely fall below 30°F, it can be grown as a winter crop. For a spring crop, sow seeds indoors or in a hotbed four to six weeks before the last spring frost is expected, setting the seeds 2 inches deep. When the seedlings are 1 to 2 inches tall, transplant them to individual pots. Set the plants into the garden at about the time of the last frost (light frost does not harm them); space them 18 to 24 inches apart in rows about 3 feet apart. For a fall crop, sow seeds directly into the garden in late spring. For a winter crop, sow seeds outdoors in late summer. To sow seeds in the garden, group three or four seeds in a spot, setting each group 2 inches deep and 18 to 24 inches apart in rows about 3 feet apart. When the plants are 1 inch tall, pull out all but the strongest plant in each group. Because of the wide space between cauliflower plants, lettuce, radishes or other

quick-maturing crops can be planted between rows and in the same row. Protect young cauliflower plants from cutworms by slipping over them paper cups that have had the bottoms removed. If cultivation is necessary, do not dig deep because cauliflower roots lie close to the surface of the soil and are easily injured. Blanch white-budded cauliflower on a dry day when the clusters are about 2 inches across. To blanch the heads, pull a few outer leaves together over the buds. Gather the leaves into a topknot and hold them together loosely with a string or rubber band. In warm weather the buds may take two to four days to turn white; in cold weather they may take a week or more.





7 The Strangest Presidential Pets DES 210 / Walker Cahall

While most Americans are familiar with domestic cats and dogs in the White House, history says this hasn't always been the status quo; this book walks the young reader through an illustrated history of bizarre presidential pets, allowing them the joy of guessing and discovering each illustration with pull-out cards.







Theodore Roosevelt

1901-1909

The Roosevelts transformed the White House into somewhat of a zoo during their stay. Aside from a dozen horses and dogs, the more notable pets include: Five guinea pigs (Admiral Dewey, Bishop Doane, Dr. Johnson, Father O'Grady, and Fighting Bob Evans), a lizard named Bill, a Hyacinth macaw, a snake named Emily Spinach, a black bear named Jonathan Edwards, Jonathan the rat, a badger named Josiah, a pig named Maude, a barn owl, a hyena from the Emperor of Ethiopia, and a one-legged rooster.



18



Dala Cold Brew Process Book

DES 225 / Rosie Struve

I chose to create a Swedish-branded sparkling cold brew beverage after doing some research about the origins of sparkling water. I settled on a mid-century style of branding as a way to make a new and unfamiliar product feel more approachable to first-time customers.

The “brand” is founded by a (fictional) Minnesota native whose grandparents immigrated from Sweden during the 1950’s. Their experience coming to America with little more than a souvenir “Dala” horse is represented in the retro imagery of the brand and nods to Swedish folk art.

I explored Swedish imagery because I discovered during my research about the product that the second chemist to create sparkling water in a lab was Swedish- the first was British, but I found that Swedish imagery and language was a richer resource for branding and design inspiration. I explored Swedish translations of language related to migration, nature, and the physical attributes of coffee and sparkling water. I settled on Dala because the Dala horse

is an iconic element of Swedish folk art and is recognizable outside of Sweden as a symbol of their heritage. The Dala also has ornate painted patterns that I drew from to create a color palette and forms to embellish the layout. The horse is traditionally a bright red, which I used consistently across all three flavor varieties to maintain a through-line. Each flavor used a different accent color pulled from the Dala to denote a different variety.

I explored two different packaging designs; one featured an abstracted version of the Dala horse from the neck up, which did not translate well onto the bottle and did not maintain a very Swedish feel. The second direction returned to the source material of mid-century package design: symmetrical layout using a combination of decorative slab serif (Hellenic Wide) and a sans serif type family (Franklin Gothic) for other information. I kept the design from feeling too retro by using a white background instead of color; this allowed the simple patterns of the Dala to be the focus of the branding instead of a large field of color. To decorate the label I pulled from

the painted designs on the Dala to create geometric patterns. A small neckband was added to the bottle during the second round of revisions as a way to incorporate more pattern and to denote the flavor variety more clearly.

The final wordmark is inspired by vintage branding and the frequent use of decorative, ornate, and loud typefaces to brand without using illustration. A fragmented piece of the Dala painted pattern is incorporated into the wordmark to make a more cohesive brand image. The labels are printed on a speckled, off-white cover stock to complement the color story of Dala packaging and to add to the natural, approachable nature of the brand. By using patterning associated with Swedish folk art and classic Americana-style advertising, Dala represents a fusion of Swedish and American culture with historic roots.

HOW THIS HAPPENED:

Q: WHO INVENTED SELTZER WATER?

A: TORBERN BERGMAN, A PIONEER CHEMIST IN SWEDEN, MADE IT 2ND.

Q: WHERE DID SWEDES IMMIGRATE TO IN THE USA?

A: BY 1900, 51% OF SWEDES IN US LIVED IN IL and MN.

Q: HOW CAN I COMBINE SWEDISH HISTORY WITH AN AMERICAN SPARKLING COLD BREW BRAND?

A: SWEDISH DESIGN ALREADY HAS A REPUTATION FOR BEING CLEAN + INNOVATIVE; SPARKLING COLD BREW IS JUST THAT!

*also to make it relevant - Swedes have a cultural practice of coffee breaks called Fika. (already taken)

Q: WTF IS THIS BRANDING?

A: USES 1960S AMERICAN GENERIC FOOD BRANDING AS A "SAFE" + FAMILIAR LOOK, AND IS REMINISCENT OF WHAT FOUNDER'S GRANDPARENTS WOULD'VE USED AND BECOME FAMILIAR WITH AFTER THEIR MOVE TO THE USA.

* BUT AN UPDATED LOOK. NOT A PERIOD PIECE!

WORDS 2 DESCRIBE THIS BRAND...

HERITAGE - ISH
~~UTILITARIAN~~
↓
PRACTICAL

STREAMLINED

ACCESSIBLE

WELLNESS - ADJACENT

FAMILY

CHARMING

DELIGHTFUL

CONTEMPORARY

FAMILIAR

SMALL-SCALE

JOYFUL

CONCEPT BOARD & INSPIRATION

After learning that carbonated water was harnessed in a lab setting by a Swedish chemist, I considered folk illustration and painting as a source of imagery.



I wanted to avoid directly copying these delicate illustrations by tapping into the punchy, high-contrast style of packaging common in the United States during the 1960's.



CUPPAJOE
 DISCOURSE
 Recoleta
 KABEL Kabel KABEL
Gastromond

Carbonation

- **Wink**
- **Bubbla** (bubble)
- **Bubblande** (effervescent)
- **Glittrande** (sparkly in Swedish)
- **Bubblig** (bubbly)

Animals

- **Branta** [brew] (Latin genus name for Barlacle goose, a common migratory bird in Sweden)
- **Barnacle Goose**
- **Shrew Brew** (MN and Sweden both have Shrews; hardy survival animal!)
- **Mård** (marten in Swedish; animal in common with Minnesota and Sweden)
- **Warbbl** (Warblers are common in MN; kinda sounds like bubblic Swedish word)
- **Blue Moose** (mooses live in Sweden and Minnesota. Tough AF!) just cute rhyming that I think fits the brand look best
- **DALA** (traditional Swedish folk

Nature/natural world

- **Väl** (well as in Good)
- **Vår** (spring [season] in Swedish)
- **Brunn** (spring [water, well] in Swedish)
- **Kol** (carbon)

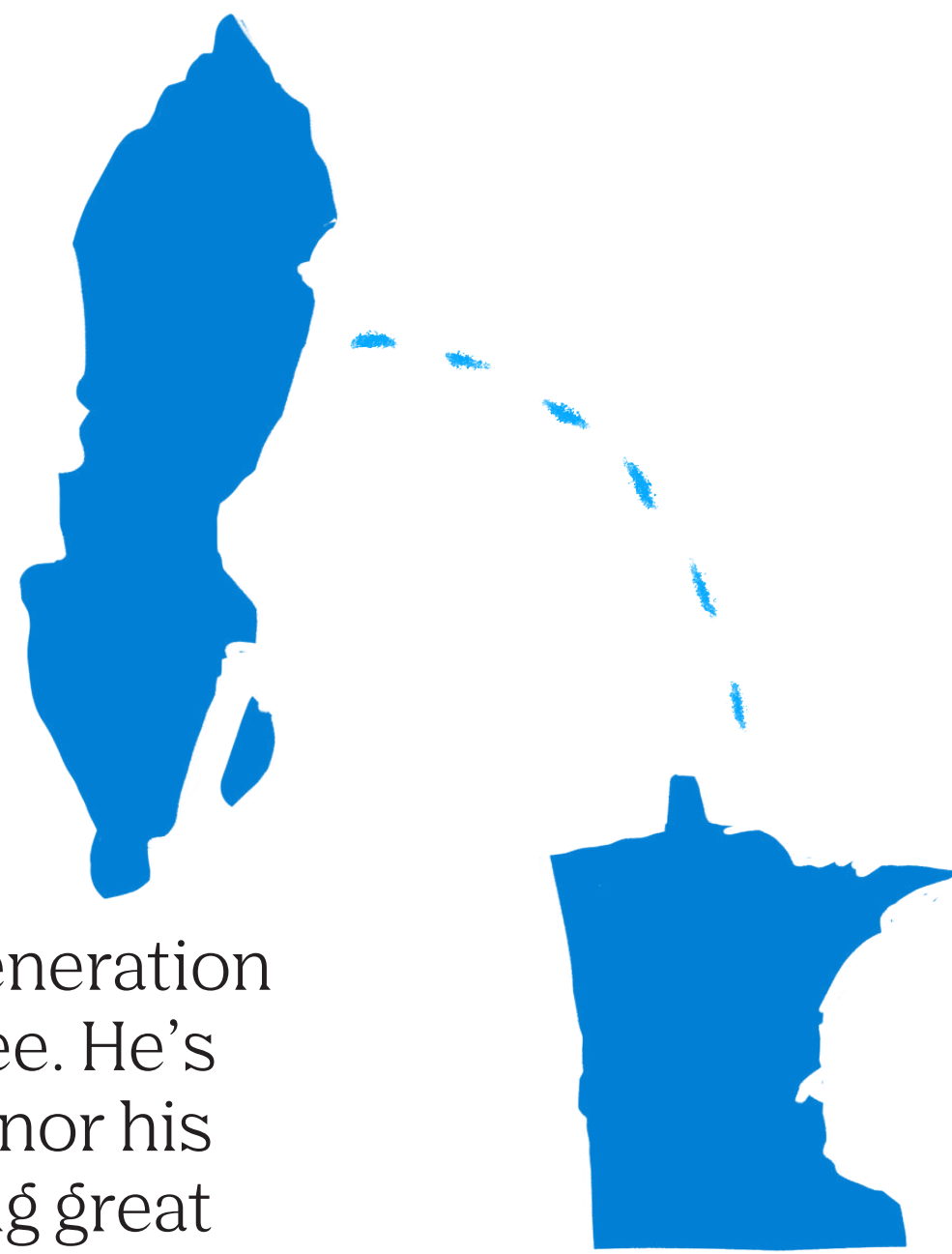
Other

- **Second Best** (Swedish chemist second person to create seltzer water)
- **Andra** (same story as above but “second” in Swedish)
- **Kvarter** (quarter in Swedish; drink is $\frac{1}{4}$ cold brew and $\frac{3}{4}$ seltzer)
- Alternately, **Fjarde** (fourth in Swedish)
- **Strömma** (flow in Swedish)
- **Korsa** (traverse in Swedish-calls back to imaginary brand owner's immigrant grandparents)

Names

- **Karlsson, Andersson, Gustafsson, Jakobsson, Lindgren, etc!** (common last names of Swedish-descent Americans; Swedes did not have traditional surnames as we understand them until the turn of the 20th century when they immigrated and assimilated to the United States! These are un-Americanized versions of common names like Carlson, Anderson, Jacobson etc.)
- **Torbern/Bergman** full name of Swedish innovator of carbonated beverages.)
- **Turnblad** (name of the mansion in Minneapolis that houses the American Swedish Institute)
- **Phillips** (I think? the name of a Swedish/Nordic heritage neighborhood in Minneapolis)

BRAND STORY DEVELOPMENT



Before deciding on a name, I wrote a brief back-story to inform my choices as if I had a real client.

Founder Alex Josefsson is a third-generation Minneapolite and lover of great coffee. He's tapped into his Swedish roots to honor his immigrant grandparents by marrying great American-brewed coffee with Swedish sparkling mineral water. Simple, functional, tastes great. When Alex's grandparents came to Minneapolis during the 1960s, they were dropped into a world of bold and colorful American advertising, which is reflected in our retro inspired packaging. However, this didn't dampen their ties to their homeland; our color scheme is taken directly from Grandmother Elsa's "Rosenaling", a traditional Swedish folk art style.

Our beans are ethically sourced from Brazil, and our seltzer from a mineral spring in southern Sweden. That's it! Nothing else is in this can (besides some natural flavors if that's your jam). Even if your home decor can't reflect awesome Swedish minimalistic design, at least your coffee can. Did you know that a Swede innovated one of the first ways to create carbonated water in a lab? Torbern Bergman, this one is for you.

Our brand honors the long-thriving Swedish community of Minneapolis while looking forward to the future of great and innovative beverages.

3! words to describe this brand are ...

1. PRACTICAL
2. DELIGHTFUL
3. SMALL-SCALE

Dala
sparkling cold brew

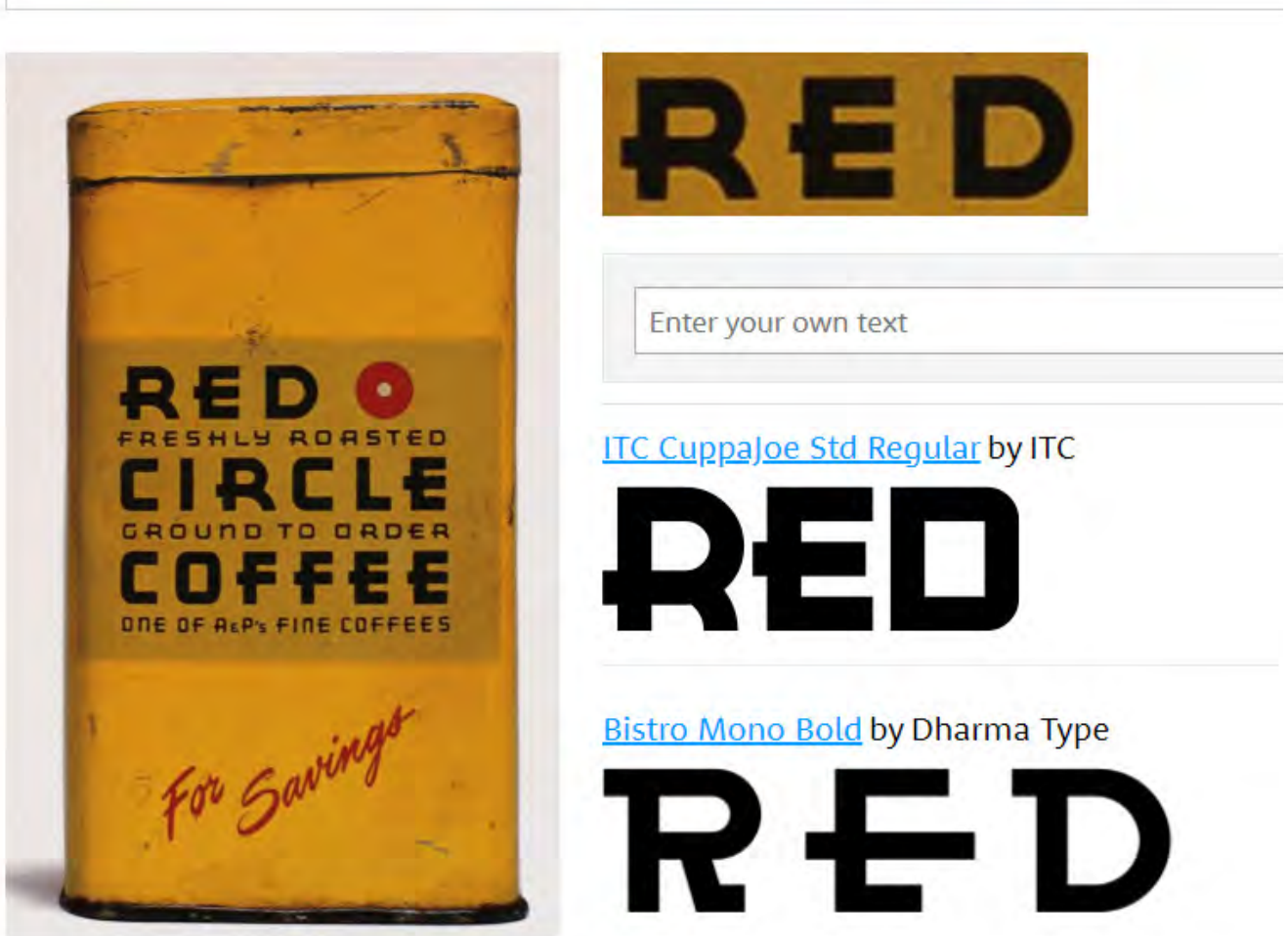
Dala
sparkling cold brew

Dala
sparkling cold brew

Dala
sparkling cold brew

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Dala
sparkling cold brew



← Back to image

DALA
sparkling cold brew

DALA
SPARKLING COLD BREW

DALA

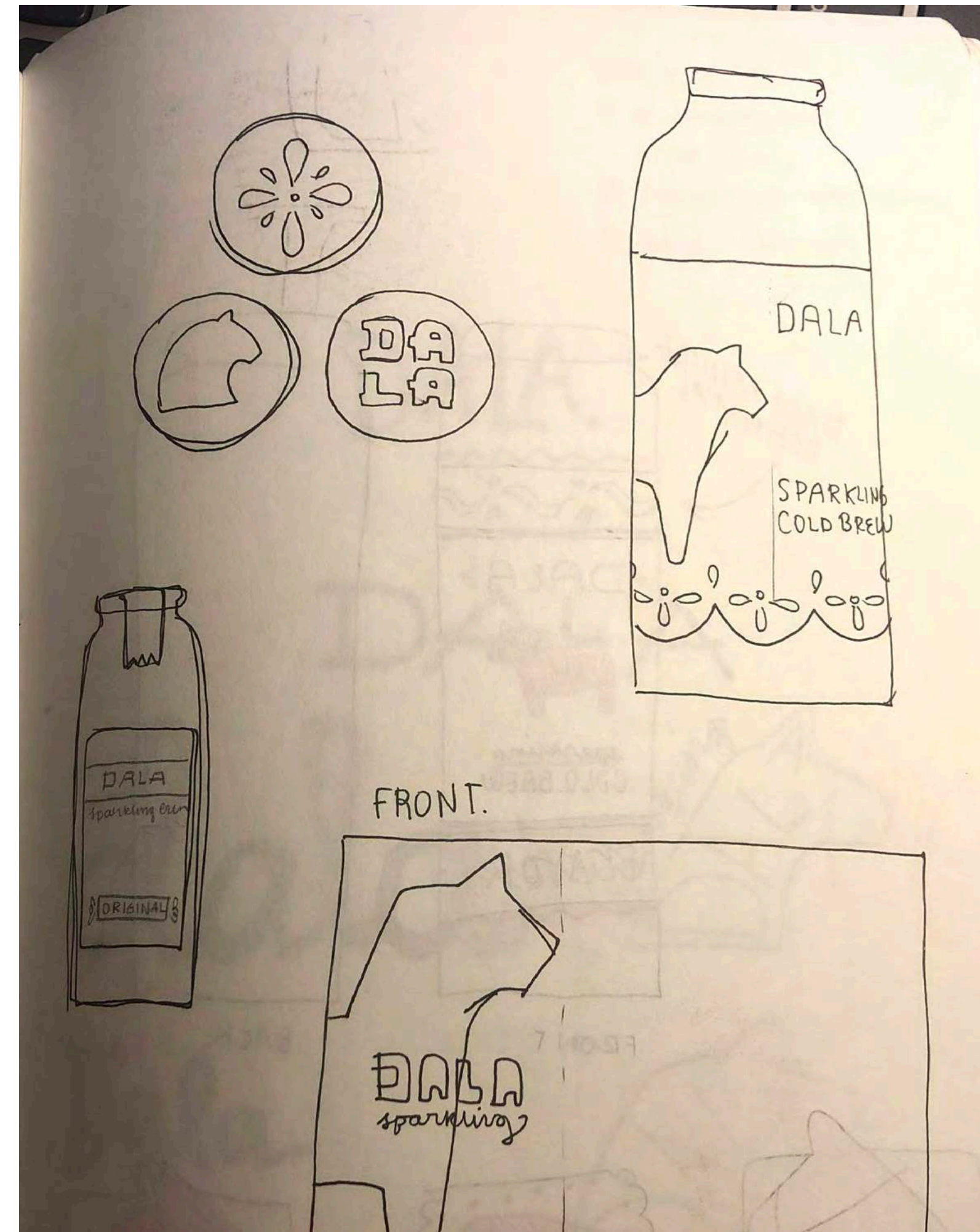
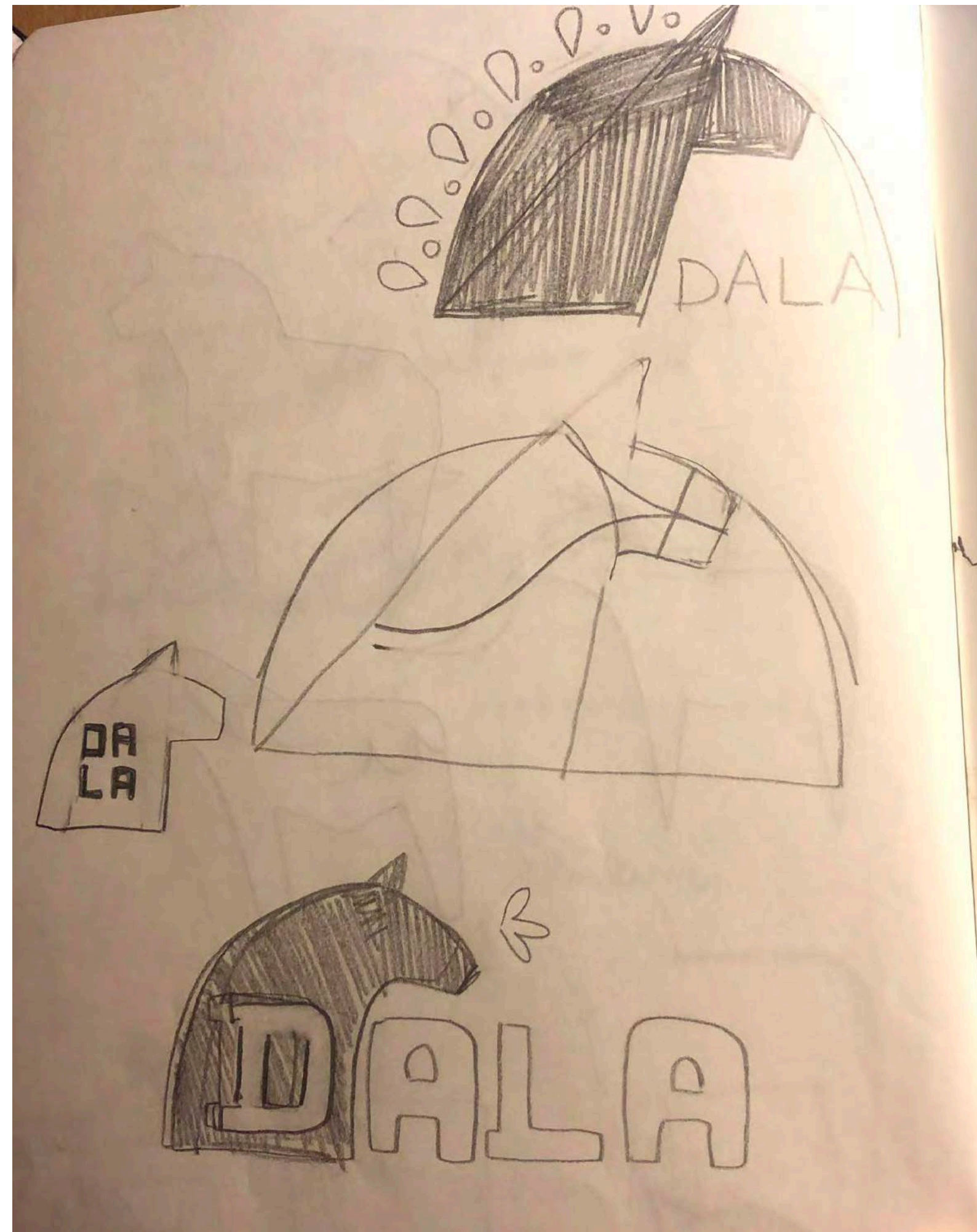
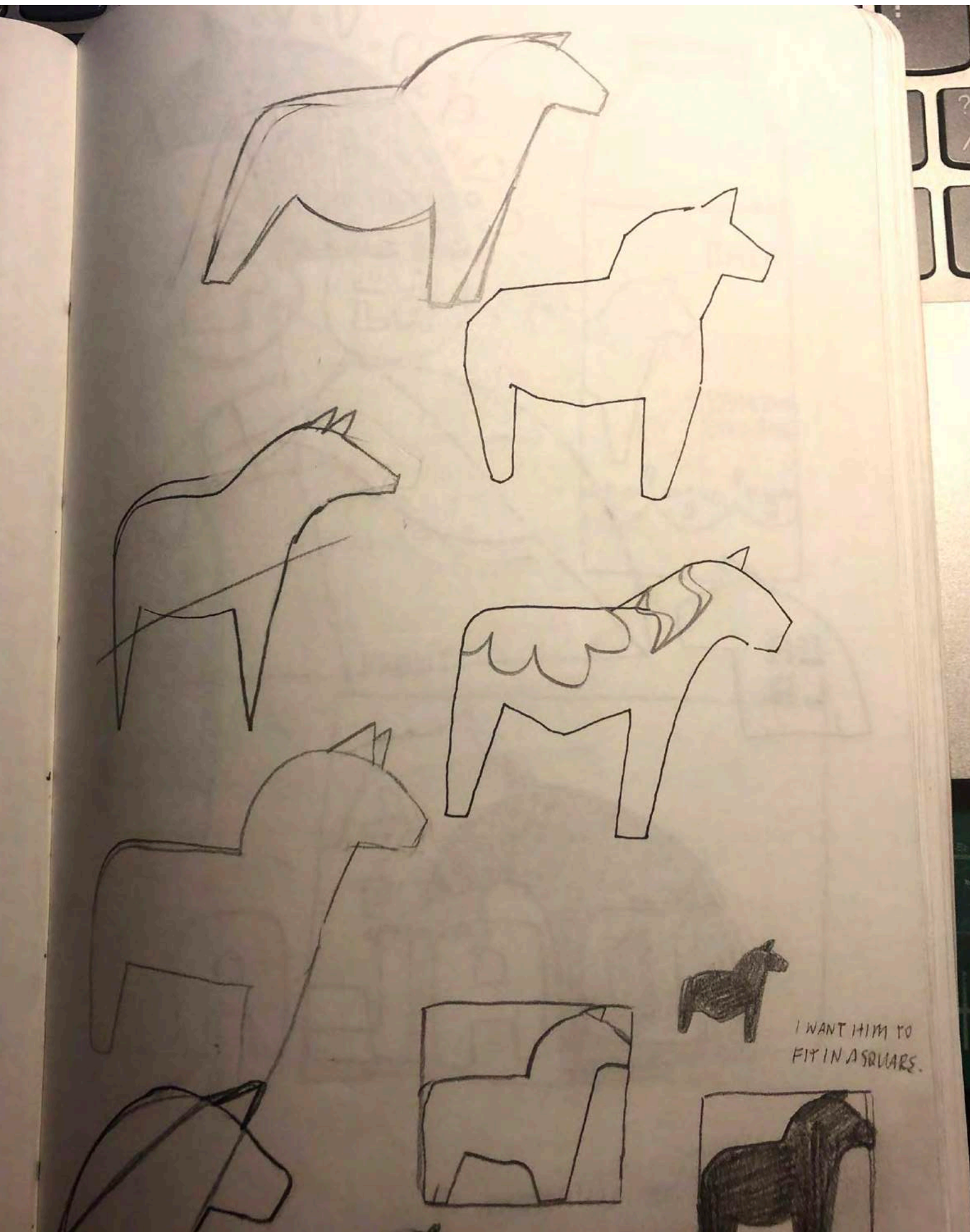
DALA
SPARKLING COFFEE

DALA
SPARKLING COFFEE

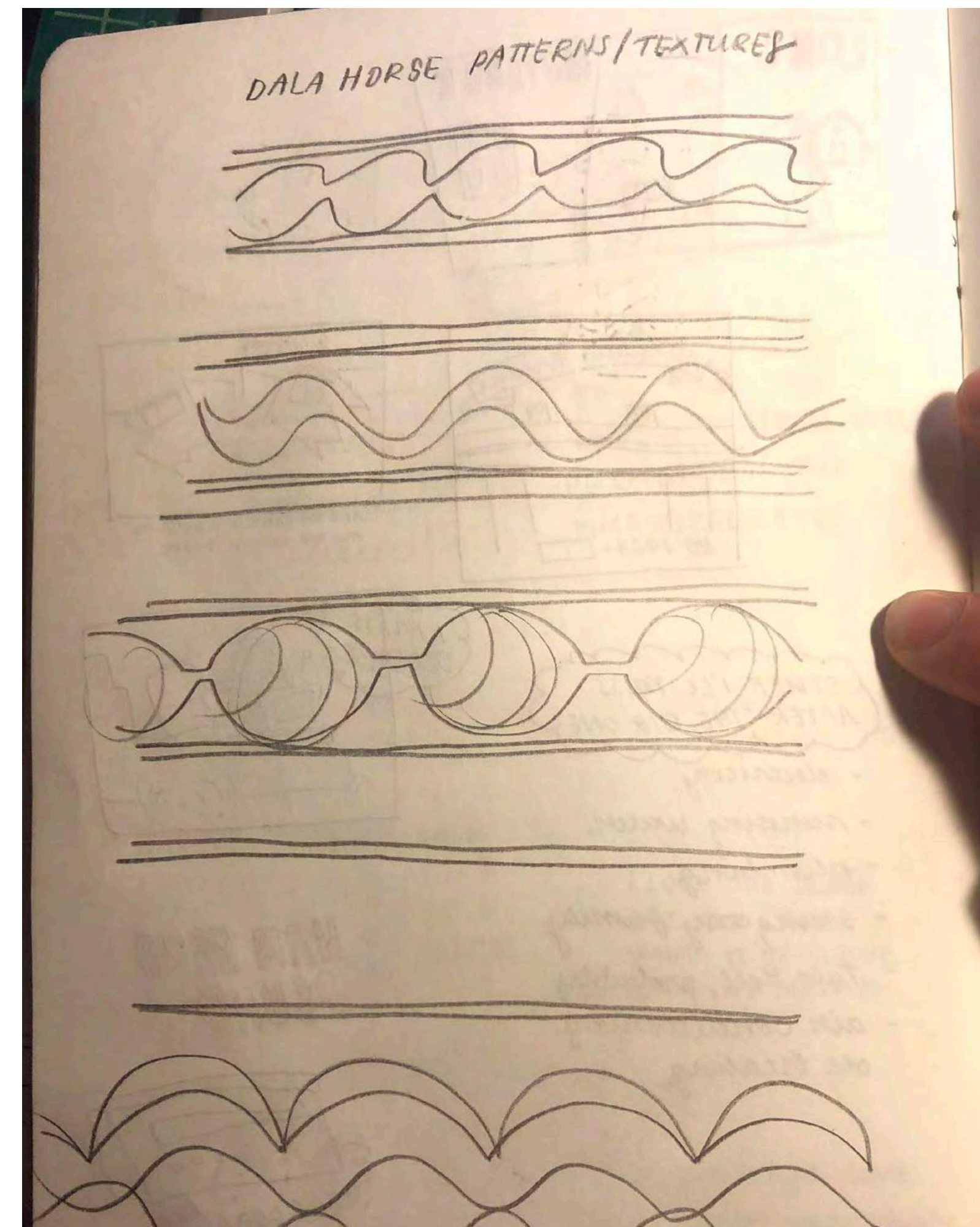
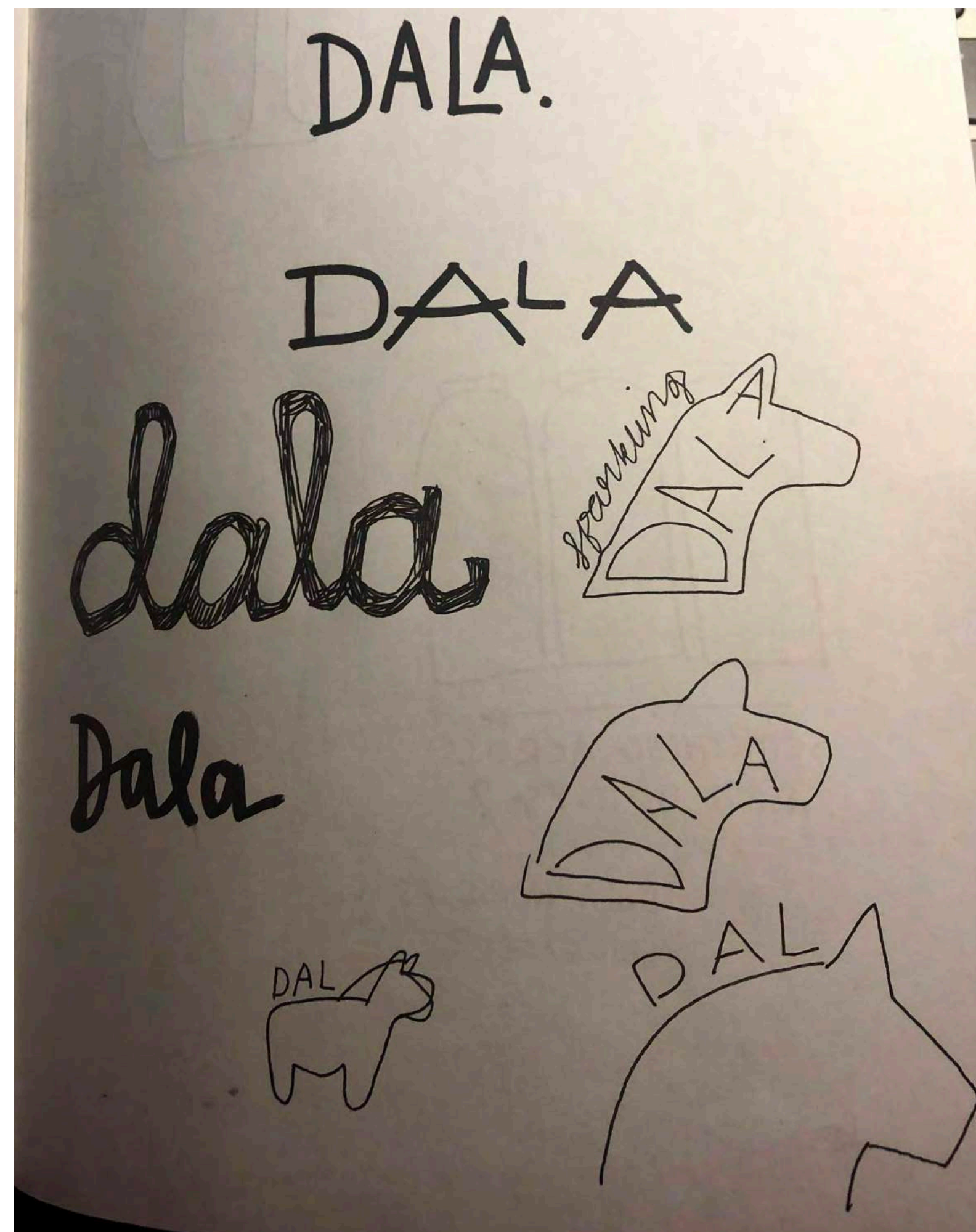
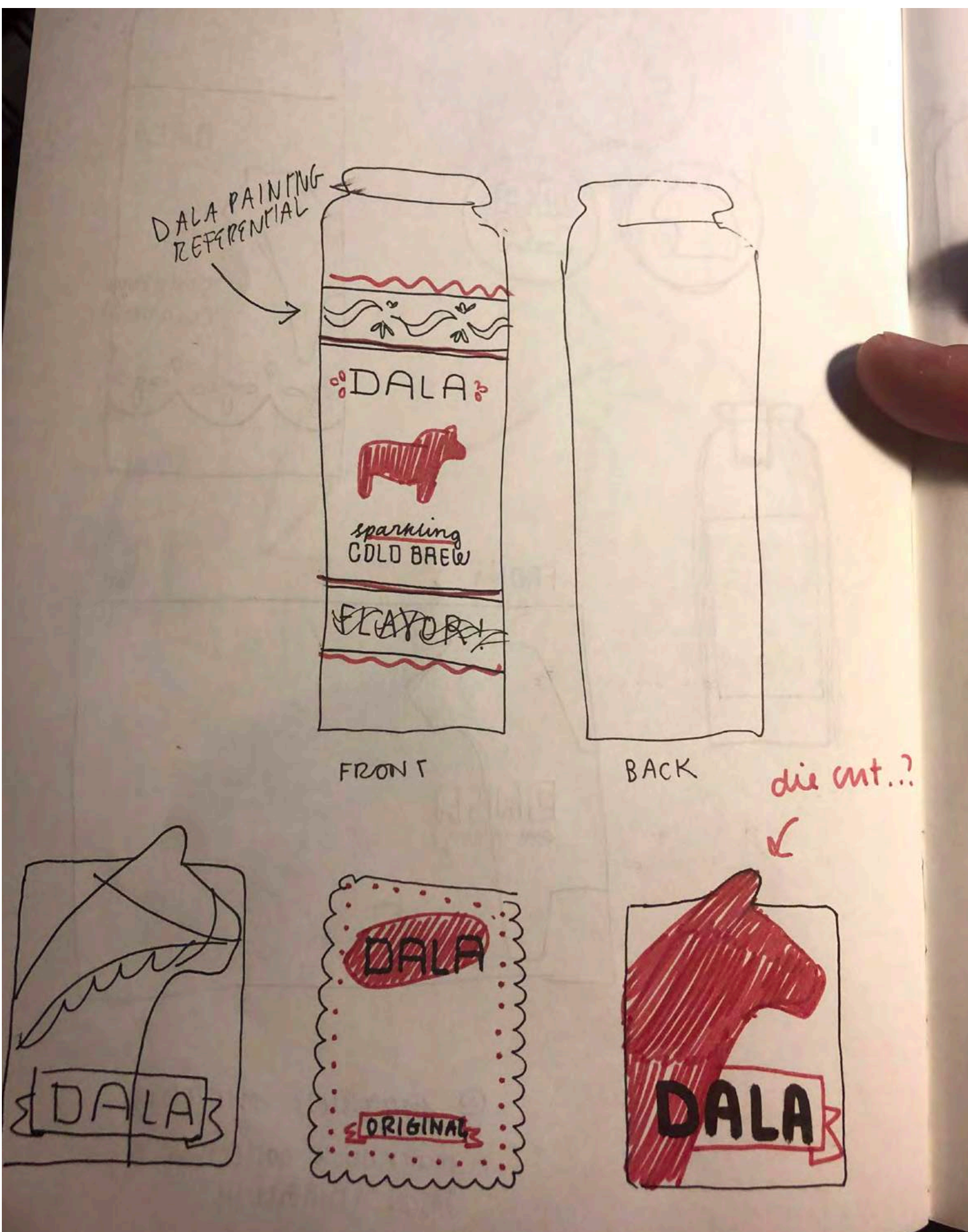
DALA
SPARKLING COLD BREW

DALA
SPARKLING COFFEE

WORDMARK & SECONDARY IMAGERY DEVELOPMENT

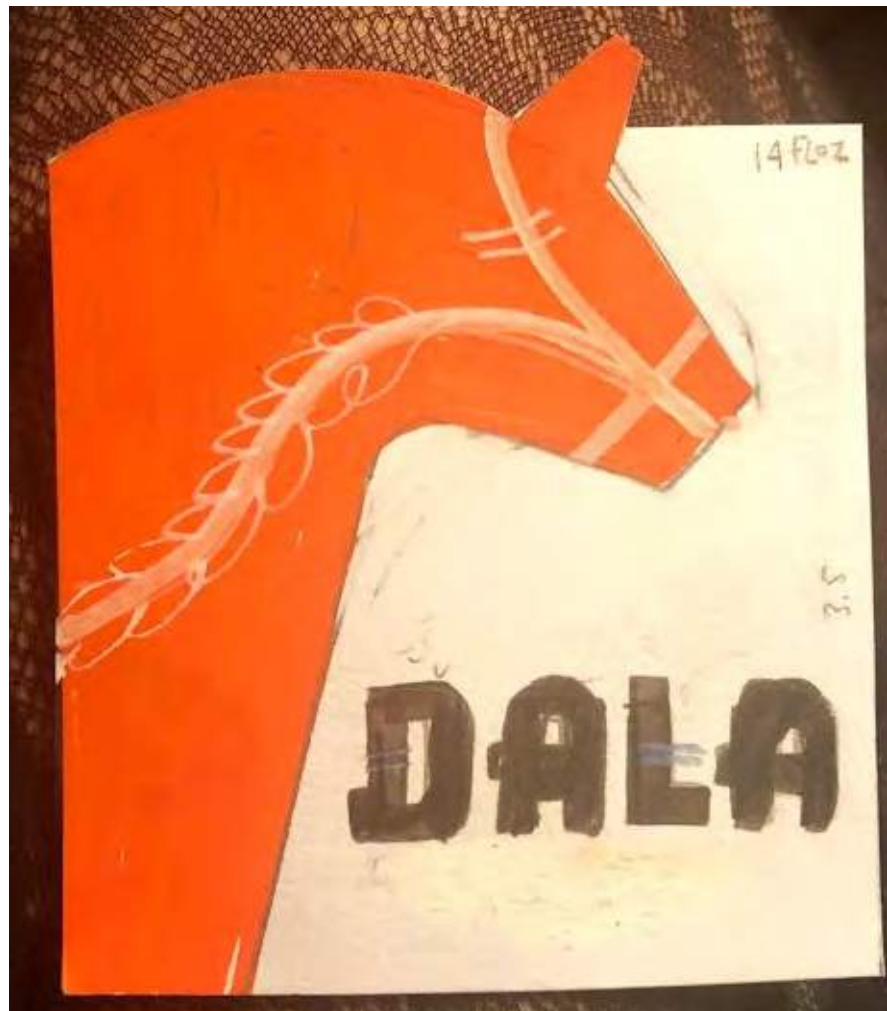


WORDMARK & LABEL DEVELOPMENT



LABEL STYLE 1

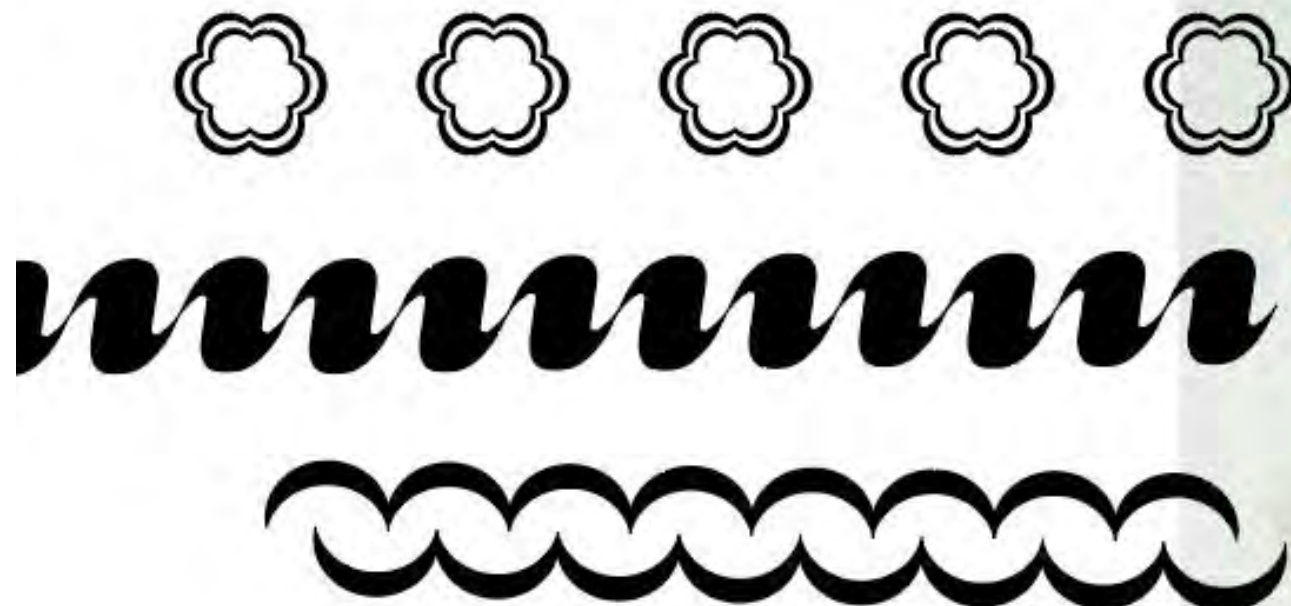
Label concept 1 was heavily informed by mid-century modern abstraction of object silhouettes and simple, graphic patterns. I used different elements of the painted patterns on the Dala horse to create variations for each flavor. Features a custom “die-cut” that allowed the arching neck and ear of the horse to poke out.



<p>Nutrition Facts 1 servings per container Serving size 11 (1mL) Amount Per Serving Calories 5</p> <table border="1"> <tr><td>Total Fat</td><td>0g</td><td>0%</td></tr> <tr><td>Saturated Fat</td><td>0g</td><td>0%</td></tr> <tr><td>Trans Fat</td><td>0g</td><td>0%</td></tr> <tr><td>Cholesterol</td><td>0mg</td><td>0%</td></tr> <tr><td>Sodium</td><td>20mg</td><td>1%</td></tr> <tr><td>Total Carbohydrate</td><td>0g</td><td>0%</td></tr> <tr><td>Dietary Fiber</td><td>0g</td><td>0%</td></tr> <tr><td>Total Sugars</td><td>0g</td><td>0%</td></tr> <tr><td>Includes 0g Added Sugars</td><td>0%</td><td>0%</td></tr> <tr><td>Protein</td><td>0g</td><td>0%</td></tr> </table> <p>INGREDIENTS: mineral water, cold brewed coffee.</p>	Total Fat	0g	0%	Saturated Fat	0g	0%	Trans Fat	0g	0%	Cholesterol	0mg	0%	Sodium	20mg	1%	Total Carbohydrate	0g	0%	Dietary Fiber	0g	0%	Total Sugars	0g	0%	Includes 0g Added Sugars	0%	0%	Protein	0g	0%	<p>ORIGINAL</p> <p>DALA combines sparkling Swedish mineral water with cold brewed, fair-trade beans to bring you a light and airy coffee alternative. Inspired by our founder's family story, DALA honors the simplicity of Swedish life and American innovation. We take our name from one of the few pieces of Sweden our family brought with them to the U.S.: the DALA, a wooden painted horse ubiquitous for its Swedish heritage.</p> <p>BOTTLED WITH PRIDE IN MINNEAPOLIS, MINNESOTA</p>	<p>Nutrition Facts 1 servings per container Serving size 11 (1mL) Amount Per Serving Calories 5</p> <table border="1"> <tr><td>Total Fat</td><td>0g</td><td>0%</td></tr> <tr><td>Saturated Fat</td><td>0g</td><td>0%</td></tr> <tr><td>Trans Fat</td><td>0g</td><td>0%</td></tr> <tr><td>Cholesterol</td><td>0mg</td><td>0%</td></tr> <tr><td>Sodium</td><td>20mg</td><td>1%</td></tr> <tr><td>Total Carbohydrate</td><td>0g</td><td>0%</td></tr> <tr><td>Dietary Fiber</td><td>0g</td><td>0%</td></tr> <tr><td>Total Sugars</td><td>0g</td><td>0%</td></tr> <tr><td>Includes 0g Added Sugars</td><td>0%</td><td>0%</td></tr> <tr><td>Protein</td><td>0g</td><td>0%</td></tr> </table> <p>INGREDIENTS: mineral water, cold brewed coffee, organic cane sugar.</p>	Total Fat	0g	0%	Saturated Fat	0g	0%	Trans Fat	0g	0%	Cholesterol	0mg	0%	Sodium	20mg	1%	Total Carbohydrate	0g	0%	Dietary Fiber	0g	0%	Total Sugars	0g	0%	Includes 0g Added Sugars	0%	0%	Protein	0g	0%	<p>SWEETENED</p> <p>DALA combines sparkling Swedish mineral water with cold brewed, fair-trade beans to bring you a light and airy coffee alternative. Inspired by our founder's family story, DALA honors the simplicity of Swedish life and American innovation. We take our name from one of the few pieces of Sweden our family brought with them to the U.S.: the DALA, a wooden painted horse ubiquitous for its Swedish heritage.</p> <p>BOTTLED WITH PRIDE IN MINNEAPOLIS, MINNESOTA</p>	<p>Nutrition Facts 1 servings per container Serving size 11 (1mL) Amount Per Serving Calories 5</p> <table border="1"> <tr><td>Total Fat</td><td>0g</td><td>0%</td></tr> <tr><td>Saturated Fat</td><td>0g</td><td>0%</td></tr> <tr><td>Trans Fat</td><td>0g</td><td>0%</td></tr> <tr><td>Cholesterol</td><td>0mg</td><td>0%</td></tr> <tr><td>Sodium</td><td>20mg</td><td>1%</td></tr> <tr><td>Total Carbohydrate</td><td>0g</td><td>0%</td></tr> <tr><td>Dietary Fiber</td><td>0g</td><td>0%</td></tr> <tr><td>Total Sugars</td><td>0g</td><td>0%</td></tr> <tr><td>Includes 0g Added Sugars</td><td>0%</td><td>0%</td></tr> <tr><td>Protein</td><td>0g</td><td>0%</td></tr> </table> <p>INGREDIENTS: mineral water, cold brewed coffee, organic cane sugar, natural flavor.</p>	Total Fat	0g	0%	Saturated Fat	0g	0%	Trans Fat	0g	0%	Cholesterol	0mg	0%	Sodium	20mg	1%	Total Carbohydrate	0g	0%	Dietary Fiber	0g	0%	Total Sugars	0g	0%	Includes 0g Added Sugars	0%	0%	Protein	0g	0%	<p>HAZELNUT</p> <p>DALA combines sparkling Swedish mineral water with cold brewed, fair-trade beans to bring you a light and airy coffee alternative. Inspired by our founder's family story, DALA honors the simplicity of Swedish life and American innovation. We take our name from one of the few pieces of Sweden our family brought with them to the U.S.: the DALA, a wooden painted horse ubiquitous for its Swedish heritage.</p> <p>BOTTLED WITH PRIDE IN MINNEAPOLIS, MINNESOTA</p>
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LABEL STYLE 2

Label 2 also utilizes Dala patterns but on a smaller scale. This layout was informed by the symmetrical vintage coffee packaging I discovered during my research and features a wordmark with more retro-informed qualities. It also has a small die-cut silhouette of the Dala horse.



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fair trade beans
swedish mineral water
made in the U.S.

Dala

sparkling cold brew

Nutrition Facts	
1 serving per container	
Serving size 11.1 fl. oz.	
Amount per serving	
Calories 5	
Total Fat	0%
Saturated Fat	0%
Trans Fat	0%
Cholesterol	0%
Sodium	0%
Total Carbohydrate	0%
Dietary Fiber	0%
Total Sugar	0%
Total Protein	0%

INGREDIENTS:
mineral water, cold brewed coffee.

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Total Sugar	0%
Total Protein	0%

INGREDIENTS:
mineral water, cold brewed coffee, organic cane sugar, natural flavoring.

LABEL PROCESS



Label 2, wrapped completely around the bottle, posed assembly issues and was adjusted during the next round of revisions.



LABEL PROCESS

Critique for both label options made it clear that label 1 was not "legible" as a horse and lost much of the brand theme/imagery.



Four colorways were trialled, and pink was eliminated. A ring was added to the bottle neck to aid in identifying variety color, as well as to incorporate more abstracted Dala motifs.

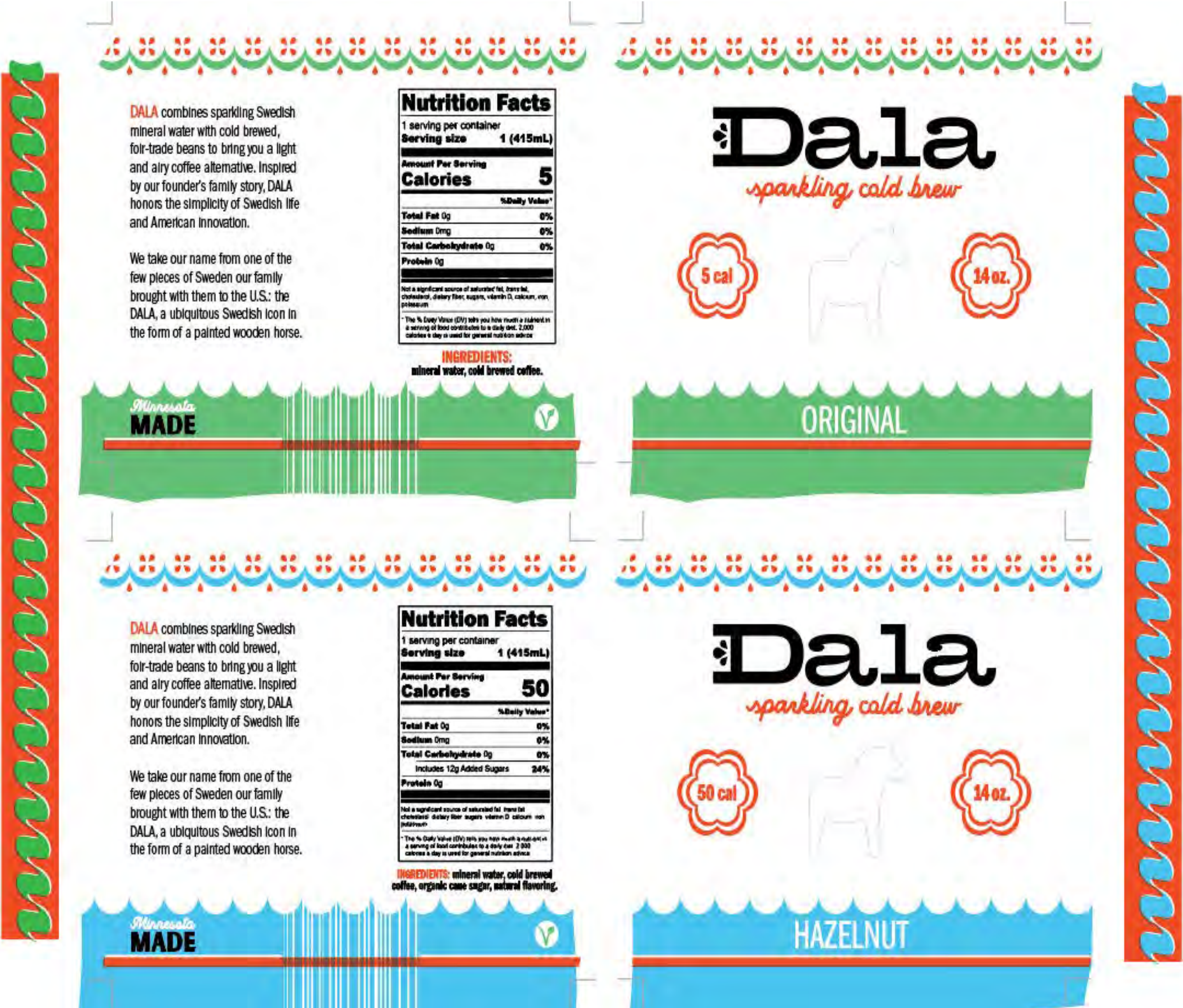


Calorie information and liquid ounce quantity is moved to the front of the bottle, housed in flower symbols.

LABEL PROCESS

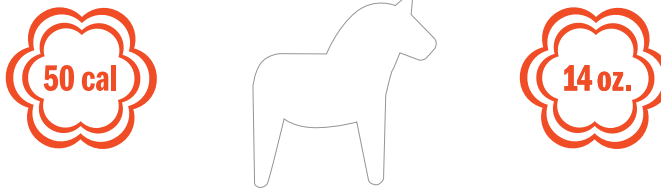
To remedy this, the second round of label design was split into two pieces and the back label simplified. Coffee facts found on version 1 were moved to the exterior of the six pack box.

Following critique notes, spacing around the nutrition facts, ingredients & body copy was adjusted. Labels are printed on a color-speckled stock that matches the brand colors to enhance the natural, untreated beverage.





Dala
sparkling cold brew



SWEETENED



DALA combines sparkling Swedish mineral water with cold brewed, fair-trade beans to bring you a light and airy coffee alternative. Inspired by our founder's family story, DALA honors the simplicity of Swedish life and American innovation.

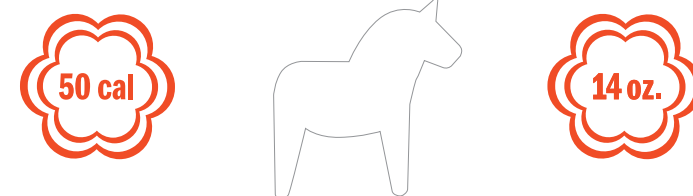
We take our name from one of the few pieces of Sweden our family brought with them to the U.S.: the DALA, a ubiquitous Swedish icon in the form of a painted wooden horse.

Nutrition Facts	
1 serving per container	
Serving size 1 (415mL)	
Amount Per Serving	
Calories	50
	%Daily Value*
Total Fat 0g	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Includes 12g Added Sugars	24%
Protein 0g	

INGREDIENTS: mineral water, cold brewed coffee, organic cane sugar.



Dala
sparkling cold brew



HAZELNUT



DALA combines sparkling Swedish mineral water with cold brewed, fair-trade beans to bring you a light and airy coffee alternative. Inspired by our founder's family story, DALA honors the simplicity of Swedish life and American innovation.

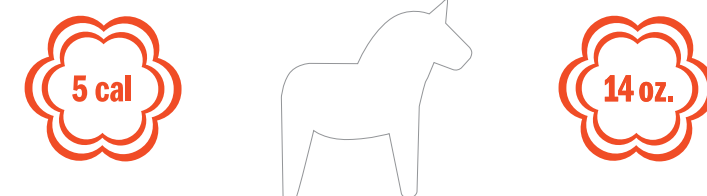
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INGREDIENTS: mineral water, cold brewed coffee, organic cane sugar, natural flavoring.



Dala
sparkling cold brew



ORIGINAL



DALA combines sparkling Swedish mineral water with cold brewed, fair-trade beans to bring you a light and airy coffee alternative. Inspired by our founder's family story, DALA honors the simplicity of Swedish life and American innovation.

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ADVERTISING FOR ALL: How the “wild west” of the ad industry made room for marginalized creatives

While the United States lagged behind Europe in adopting modernist design philosophies, they made up for it during the “Modern Movement”. Beginning in the 1920s with the advent of modernism, New York City became a hotbed of innovative American graphic design. Thanks to the relatively few institutional hurdles that often kept marginalized identities from participating in other professional fields, commercial design began to exhibit a diverse range of styles informed by their unique experiences.

The United States was late to adopt modernism, especially in commercial design. The exodus of European designers from their homes during the years before World War II meant that many of them relocated to the United States; in addition to trained designers, the population of European immigrants to New York City in general informed new cultural ideas (and created new markets to advertise to). Fortunato Depero,



figure 1.

an Italian painter and designer, first moved to New York City in 1927; already having found success designing for Italian companies, Depero continued to produce work for American clients like Vogue (figure 1), Vanity Fair, and The New Yorker (Chiesa). His Futurist philosophies informed his design in a way not yet seen in the United States and, because its ties to fascism were not yet widely dismissed due to its proximity to Nazism, Depero’s work pushed American commercial design so that it may be on par with its contemporary European work. Depero even penned a manifesto titled *The Art of Advertising*, in which he declared that the “art of the future will be powerfully advertising art” (Heller), encapsulating the Futurist enthusiasm for progress and power.

In the wake of the Great Migration of the 1910s, black Americans organized around the exclusion of black artists from popular media. The heart of this movement began in New York City, during the Harlem Renaissance. Artists, writers and musicians in the (predominantly black) borough of Harlem produced profound works that addressed the psychological distress and systematic violence experienced by black Americans. Because they were so often shut out in social and professional situations in Manhattan, black artists and workers in Harlem made opportunities and spaces for one another. Artist and designer Aaron Douglas is a prime

example of reaching commercial success through alternate routes; he created book and magazine covers for black writers, including the publications *The Crisis* and *Fire!!*, as well as Langston Hughes, all while pulling influence from traditional African graphics. Douglas is acclaimed for using “African American aesthetics [as a] “double-source” for a non-representational artistic modernism” (Powell) in line with both the Harlem Renaissance and the greater Art Deco movement blossoming alongside it.

Female designers also found success through unconventional routes, using the competitive arts scene and proximity to their systematically privileged male counterparts to their advantage. Cipe Pineles, an Austrian immigrant designer and artist, paved the way for women in commercial design leadership roles. Pineles attended Pratt Institute and briefly pursued a career as a commercial still-life painter before diving into the design world. She began as an assistant to M.F. Agha, who taught her “how to be an editorial designer... [and an] art director” (Scotford). Her fine arts experience and training likely informed her groundbreaking decisions to employ other fine artists to illustrate magazine spreads. In addition, her influence as an art director at *Seventeen* magazine defined the “teenage girl” market, a perspective that was likely overlooked by male art directors. She aimed to “[bring] modern art to the attention of a young public”

(Brower), understanding the power and impact of the arts on young minds firsthand.

American design experienced a complete overhaul during the Modern Movement, with the majority of innovation coming from New York City. Because the city functioned as a hub for publishing, as well as a viable environment for otherwise marginalized groups of people, new voices used their unique experiences to transform the way that commercial design was approached.

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- Steven Brower. “How Cipe Pineles Paved the Way for Female Designers—and Turned Fashion Mags into Art.” 9 July 2015. *AIGA Eye On Design*.

Thank you!