

Initial Sketches



Final Design



SILVER
TRUMPET

Silver Foil

SILVER
TRUMPET

Brass Foil

SILVER
TRUMPET

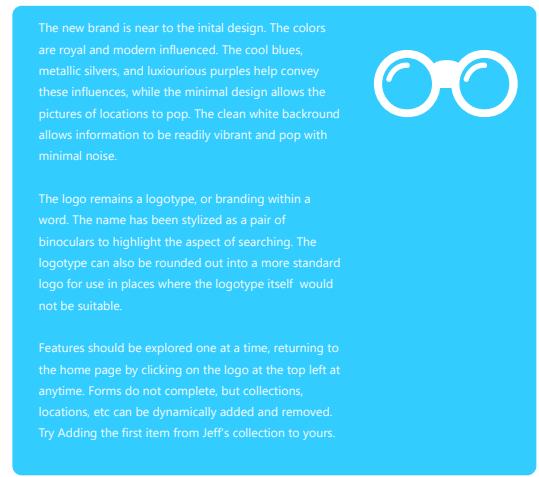
Deep Purple

SILVER
TRUMPET

SILVER
TRUMPET

Loca Website Wireframe & Rebrand

Context and Homepage



Loca

Click Anywhere to Continue

Final Design

Programming

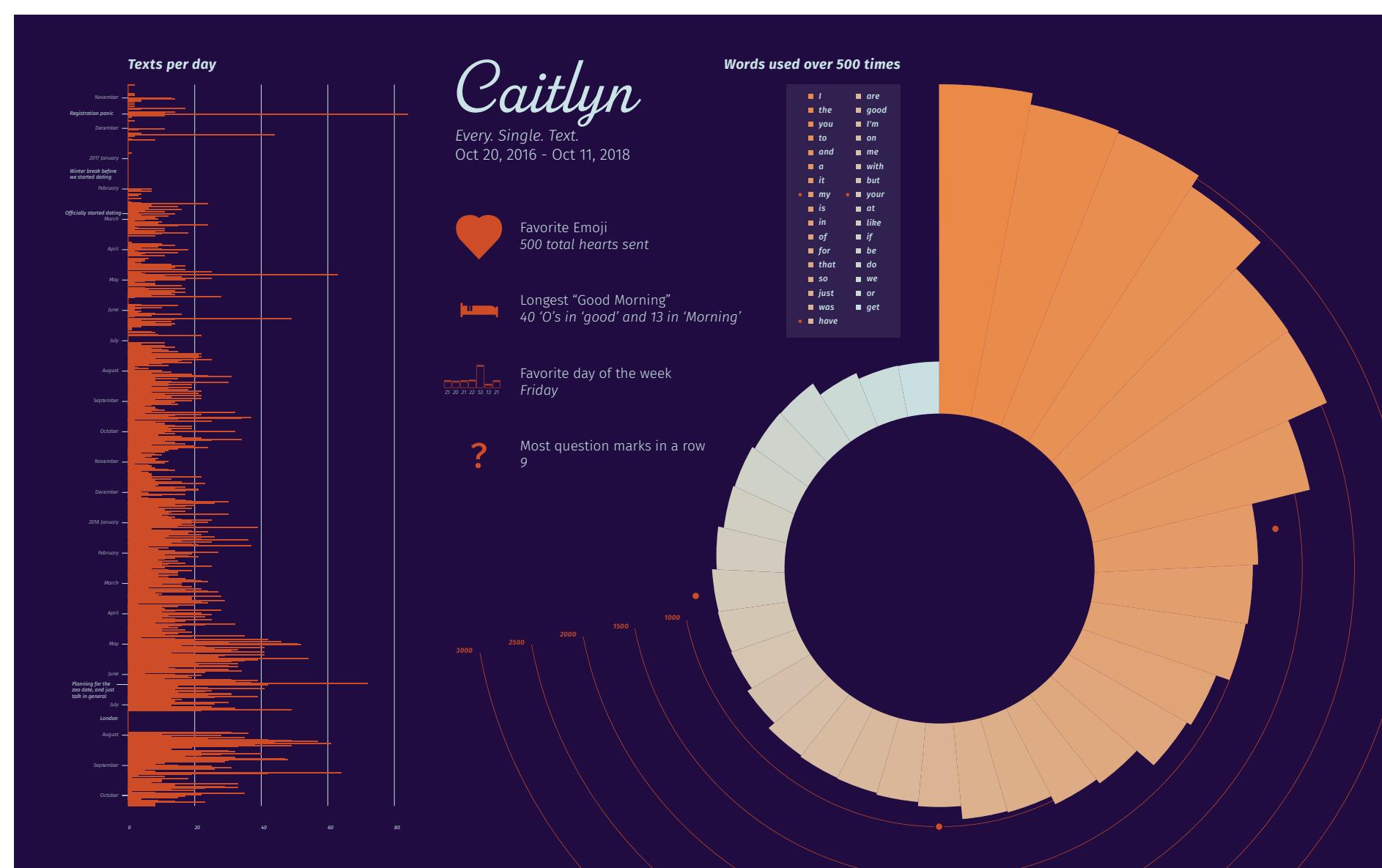
For this project I collected every text that my girlfriend and I sent to each other since our first text until her birthday. I used a backup software to get the raw data off of my phone. I created a program that would parse the data, filter out other text messages, correct spelling, and add everything to a CSV sheet by word and frequency.

I modified that code to parse dates of the texts into a separate document, and include any missing dates. After this, I sorted the data in excel, and brought it into illustrator.

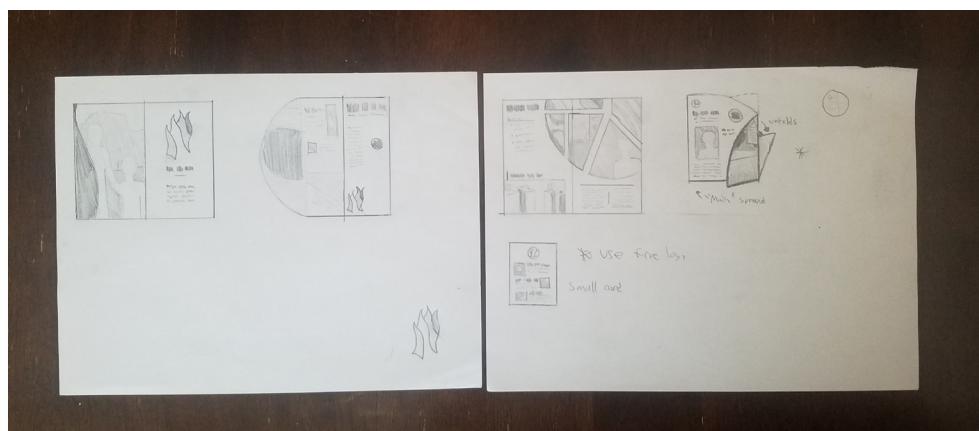
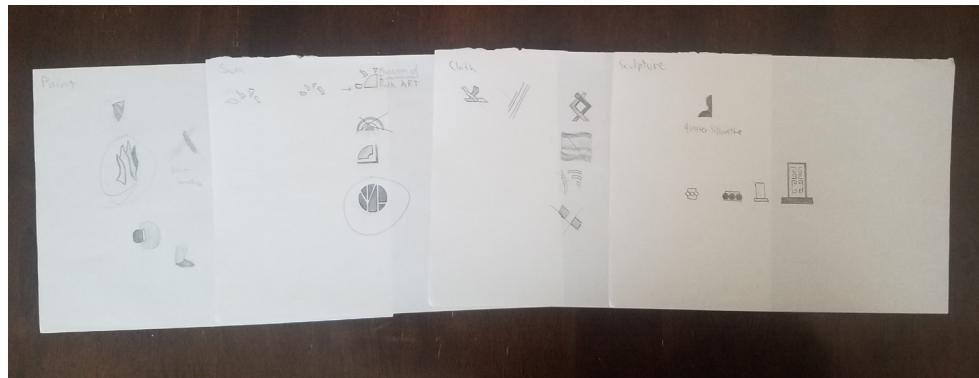
The graphs were generated using Adobe Illustrator's built in bar graph and Pie Chart tools.

	A	B
1	i	3223
2	the	3065
3	you	3026
4	to	2852
5	and	2419
6	a	2407
7	it	1942
8	my	1377
9	is	1331
10	in	1316
11	of	1203
12	for	1169
13	that	1002
14	so	970
15	just	910
16	was	905
17	have	820
18	are	797
19	good	790
20	i'm	790
21	on	785
22	me	739
23	with	710
24	but	706

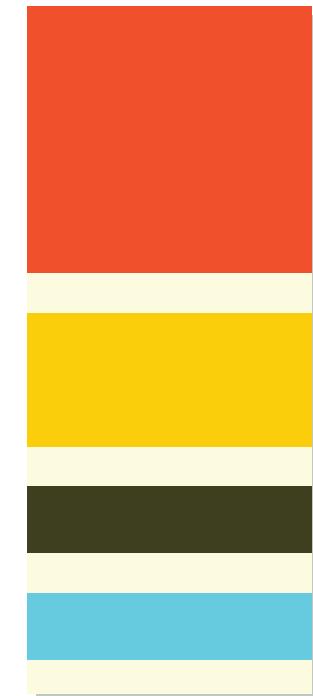
Final Design



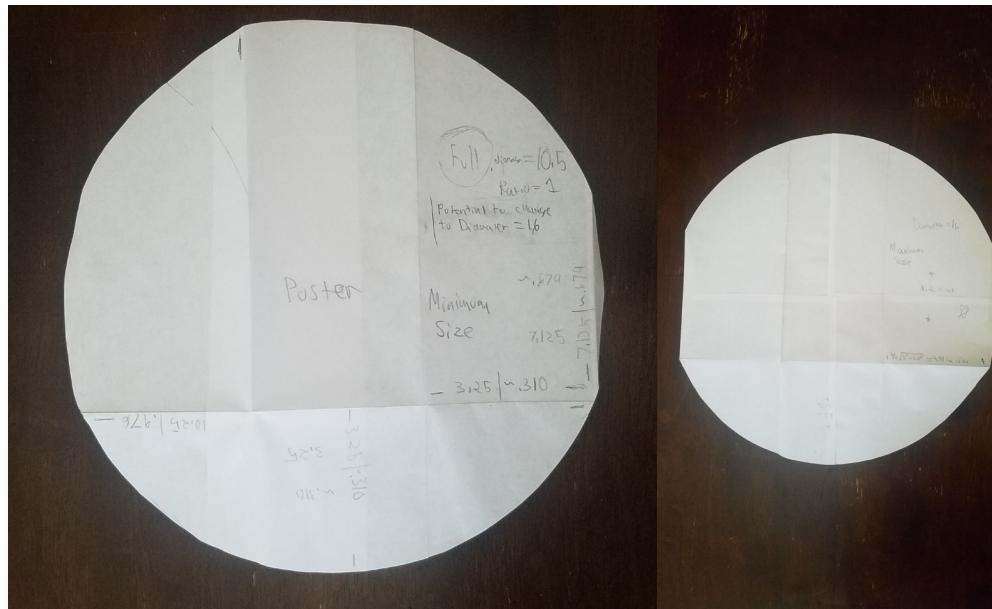
Initial Sketches



Final Brand



Brochure/Map Mockups

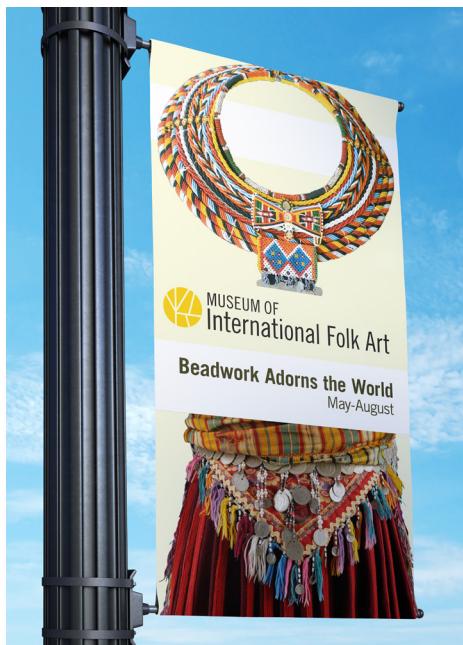


Final Brochure

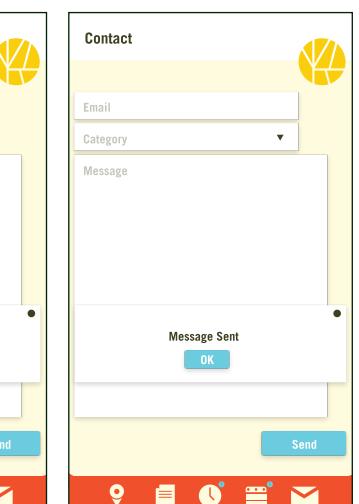
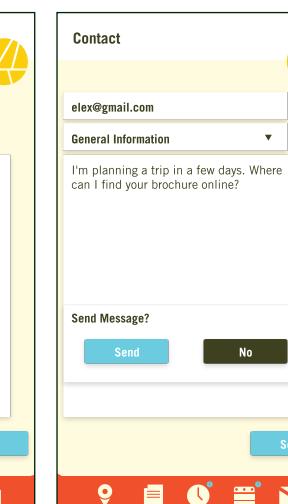
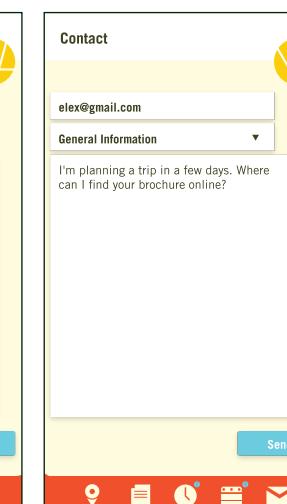
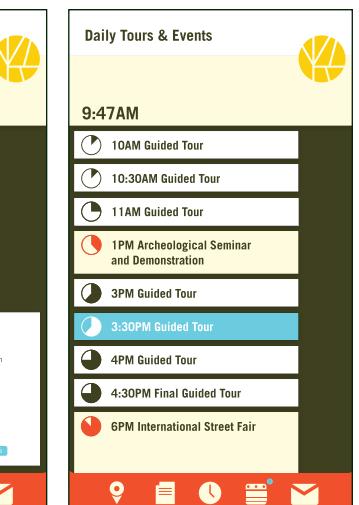
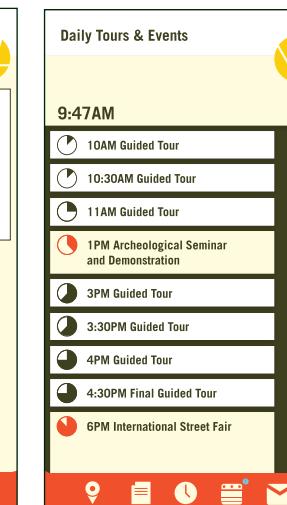
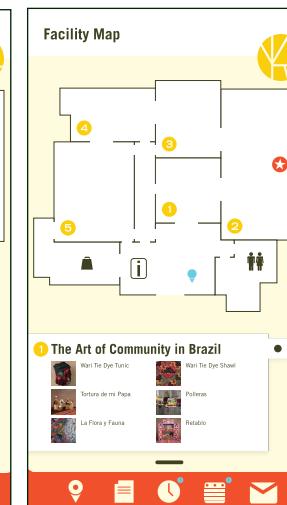
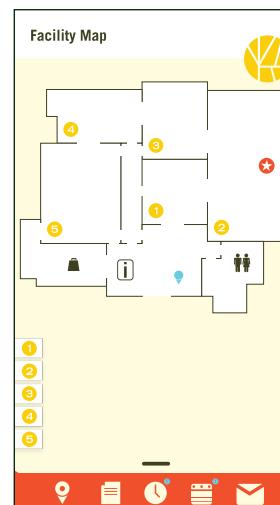
The final brochure design for the Museum of International Folk Art features a central circular collage of various folk art artifacts, including a large red eye, colorful beaded necklaces, and traditional dolls. Surrounding this central image are several sections of the brochure:

- Top Right:** A circular section titled "MUSEUM OF International Folk Art" featuring a collage of international folk art pieces.
- Bottom Left:** A circular section titled "Featured Exhibit: Beadwork Adorns the World" with text about the exhibit and a photograph of a beaded object.
- Bottom Center:** A circular section showing a close-up of a beaded eye.
- Bottom Right:** A circular section showing a collection of colorful beaded jewelry.
- Right Side:** A detailed floor plan of the museum with numbered points of interest, a list of "Standard Daily Hours" (Tuesday - Friday 10AM-5PM), and "Tours" (every half hour). It also includes information for "International Street Fair" and "Contact Information" for various departments like Information Desk, Large Group Visits, School Visits, Archives, and Library.
- Left Side:** A circular section titled "The Art of Community in Brazil" featuring images of traditional crafts and a map of the museum's layout.
- Bottom Left:** A circular section titled "A Common Bond" featuring images of traditional dolls and a map of the museum's layout.
- Bottom Right:** A circular section titled "No Idle Hands: Tramp Art" featuring images of traditional dolls and a map of the museum's layout.
- Center:** A large circular collage of various international folk art pieces, including beaded necklaces, dolls, and intricate carvings.

Hanging Banners

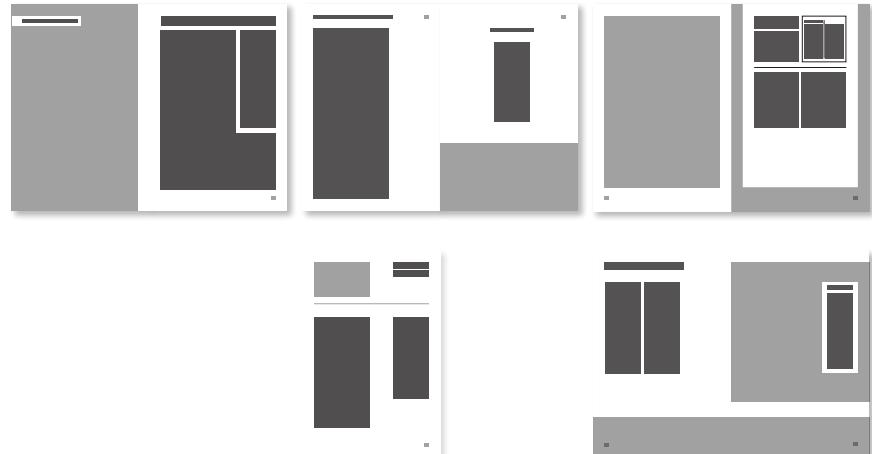


Companion App

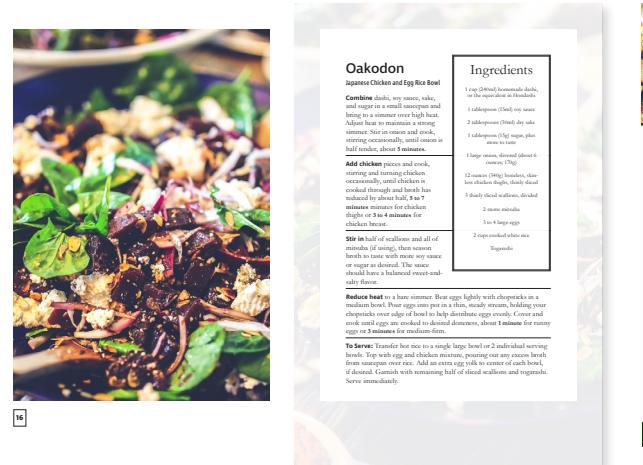


Cookbook Series

Initial Sketches

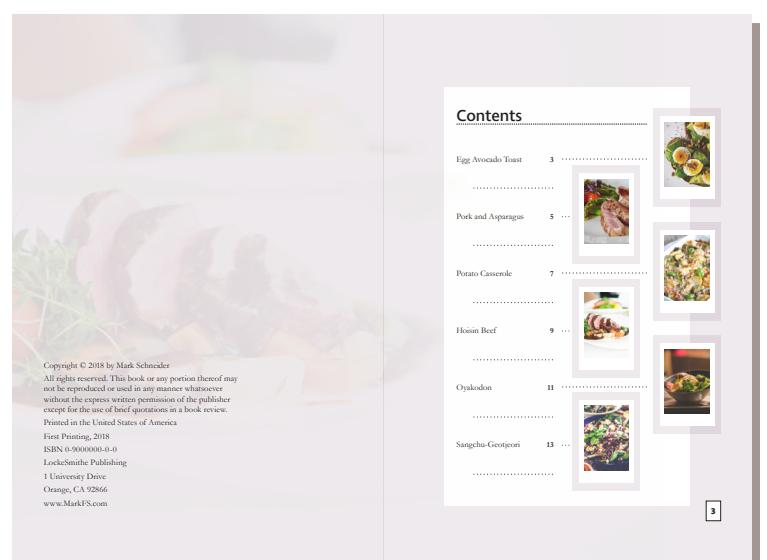
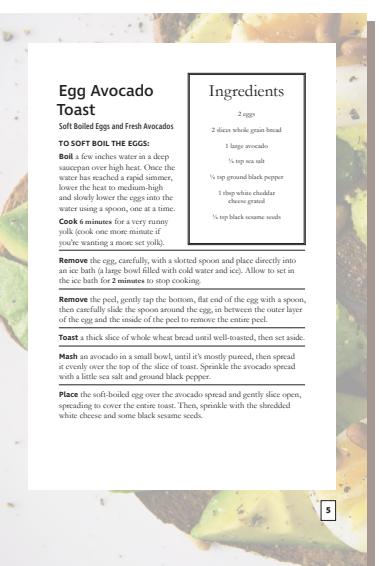


First Comps

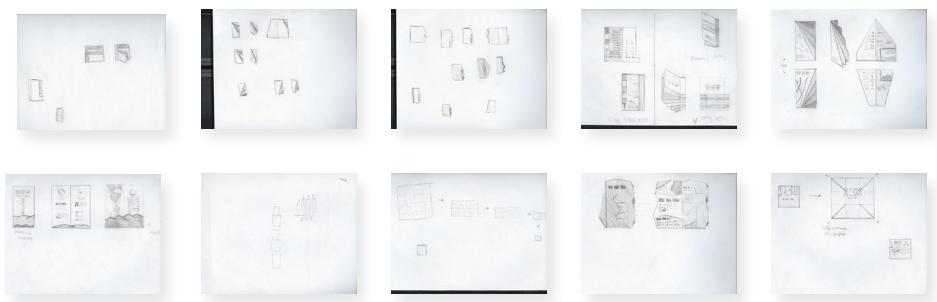


Page 1

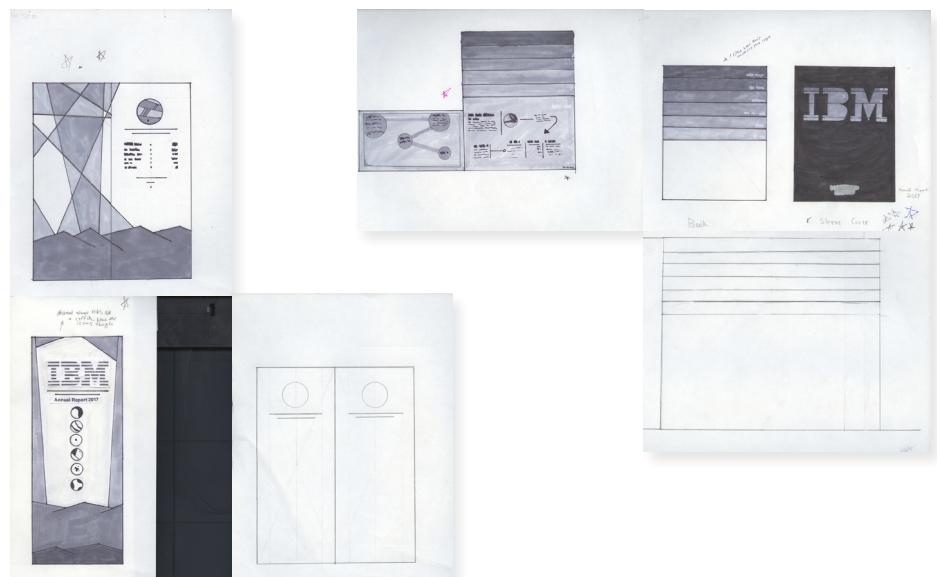
Final Design



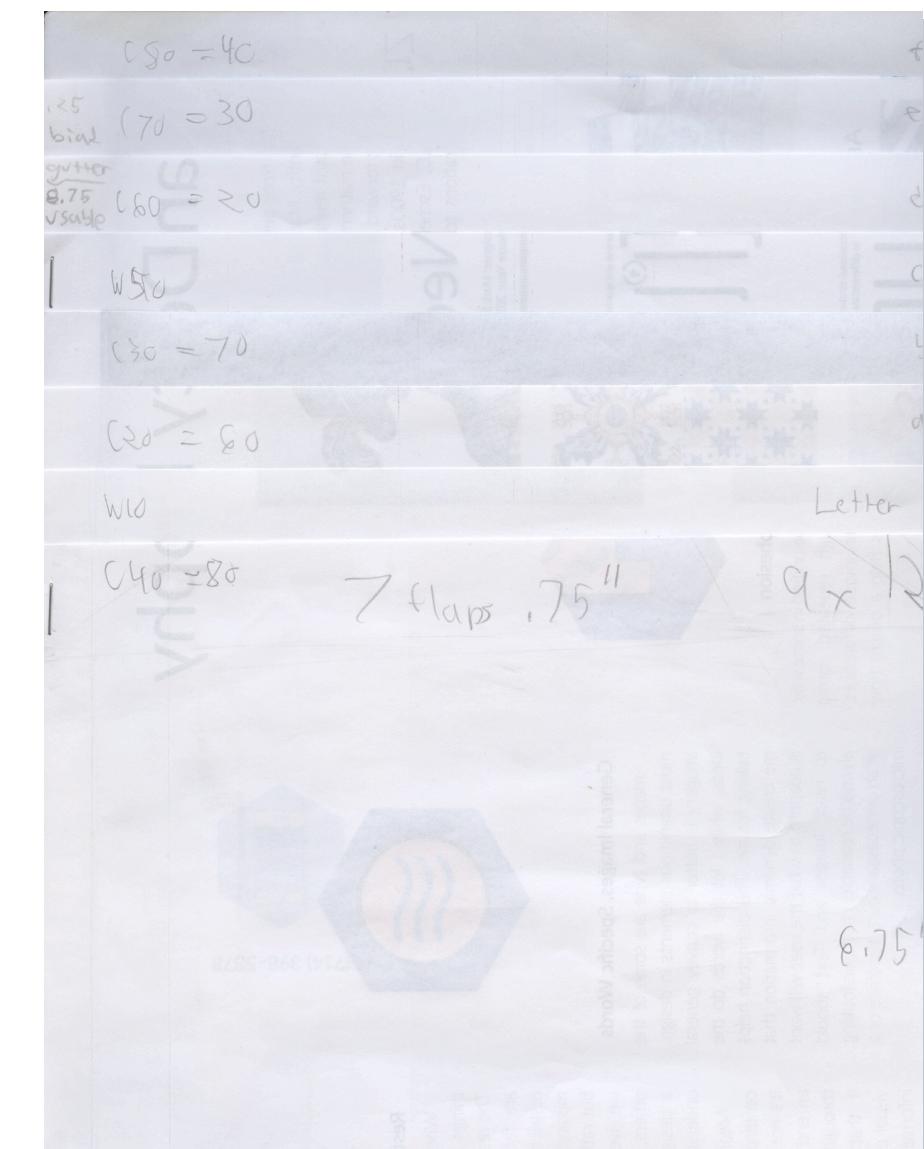
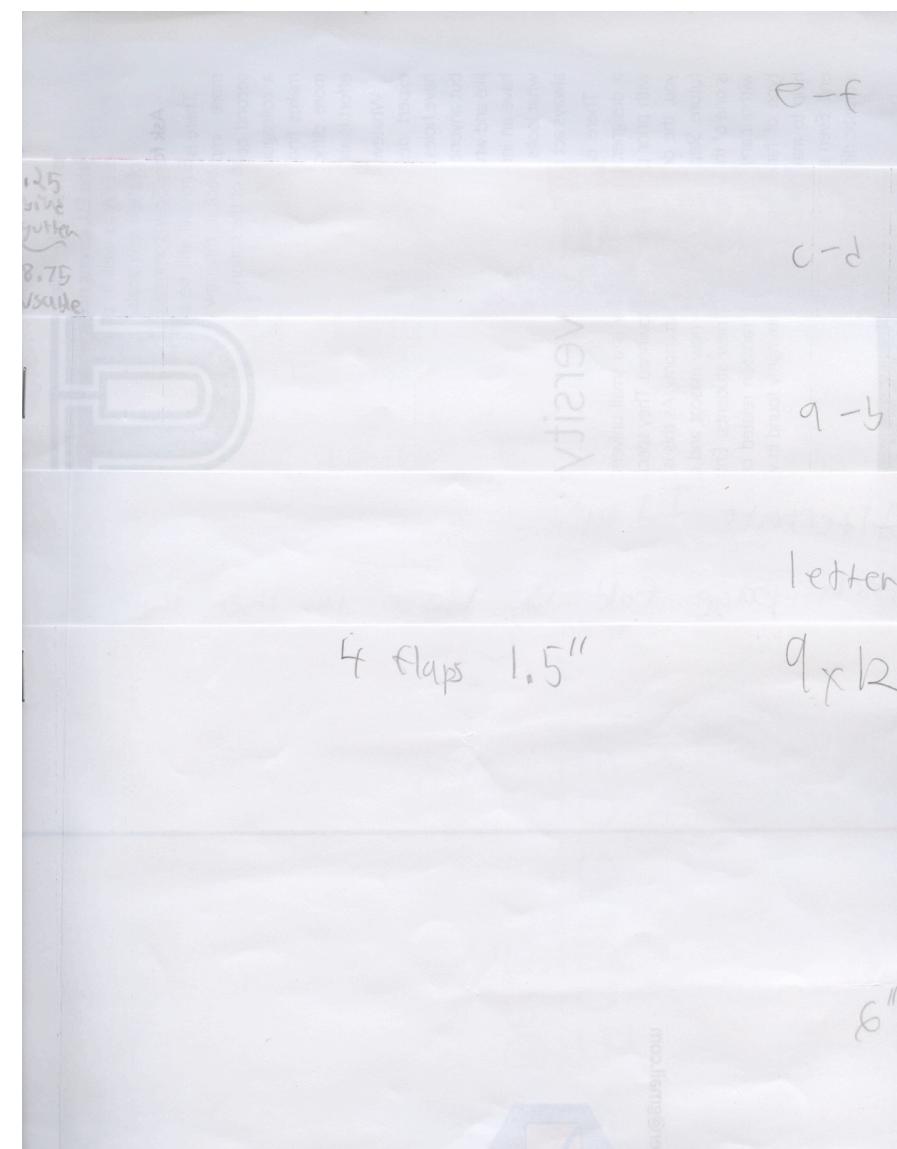
Initial Sketches



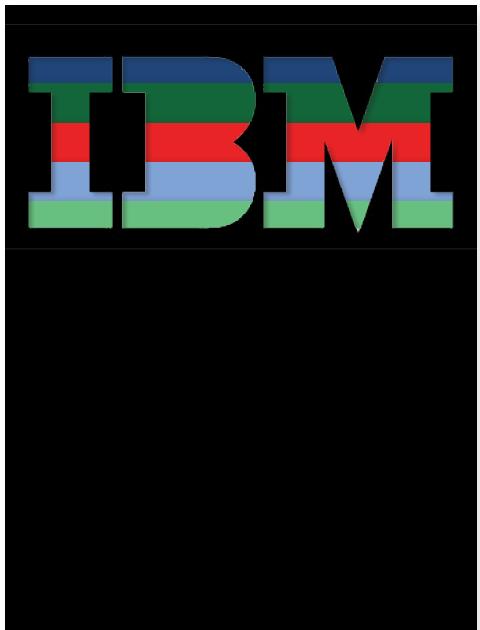
Initial Revisions



First Mockups



Primary Digital Mockups



Style Guide & Final Mockup

IBM
2017 ANNUAL REPORT
STYLE GUIDE

Main Color

Secondary Color

Tab Header Neue, Bold 23pt

Typography

ITC LUBLIN GRAPH
Helvetica Neue
(Official IBM Typeface)

BODY TITLE GRAPH, DEMIBOLD 12PT, ALLCAPS
(Body Text, Neus, Regular, 8pt)

TITLE SPAN BODY COPY, BUT NOT BODY COPY

SECONDARY TITLE OR PULL QUOTE
GRAPH, DEMIBOLD 23PT

Document Layout

REFER TO
IBM COLOR GUIDE

Light Page, Dark Text

Dark Page, Light Text

MAX 12"

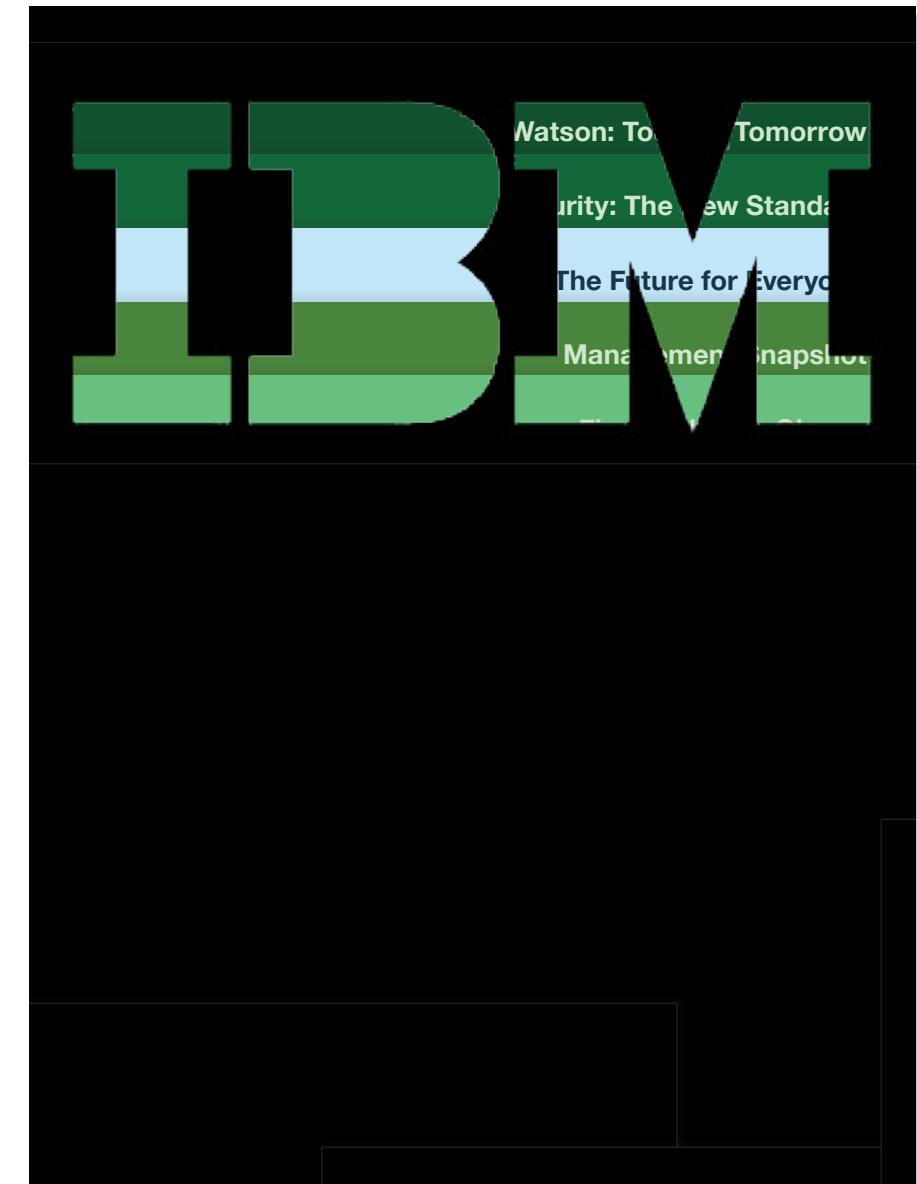
Photography & Illustration

Clean, Clear, Communicative

Macro Photography of items
Group photos are in situ
Warm Colors as highlights, or muted

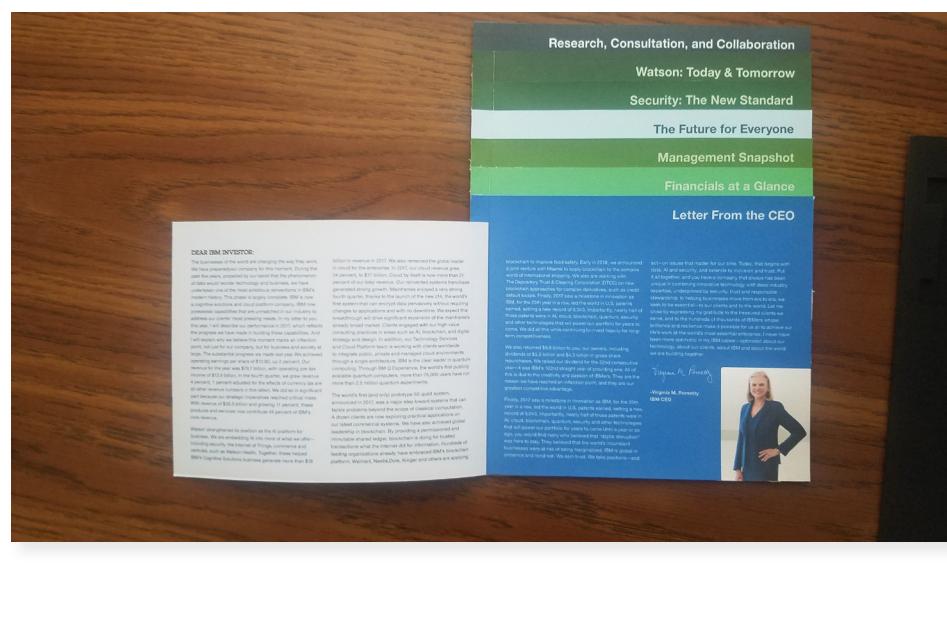
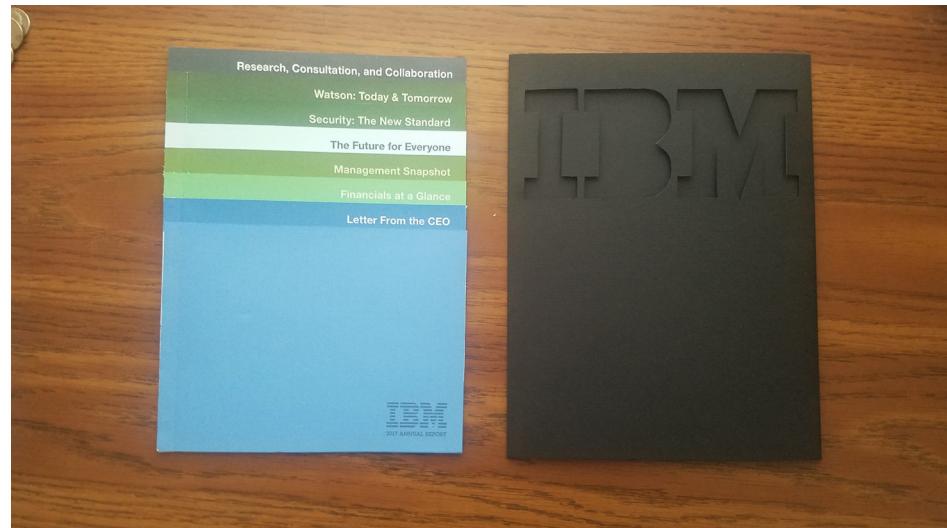
Illustrations are geometric, yet slightly rounded
Refer to material design, but do not strictly adhere
Stay near IBM Report Colors

Paper Samples



IBM Annual Report

Physical Finals



Final Design

