

Initial Sketches



Final Design



SILVER
TRUMPET

Silver Foil

SILVER
TRUMPET

Brass Foil

SILVER
TRUMPET

Deep Purple

SILVER
TRUMPET

SILVER
TRUMPET

Programming

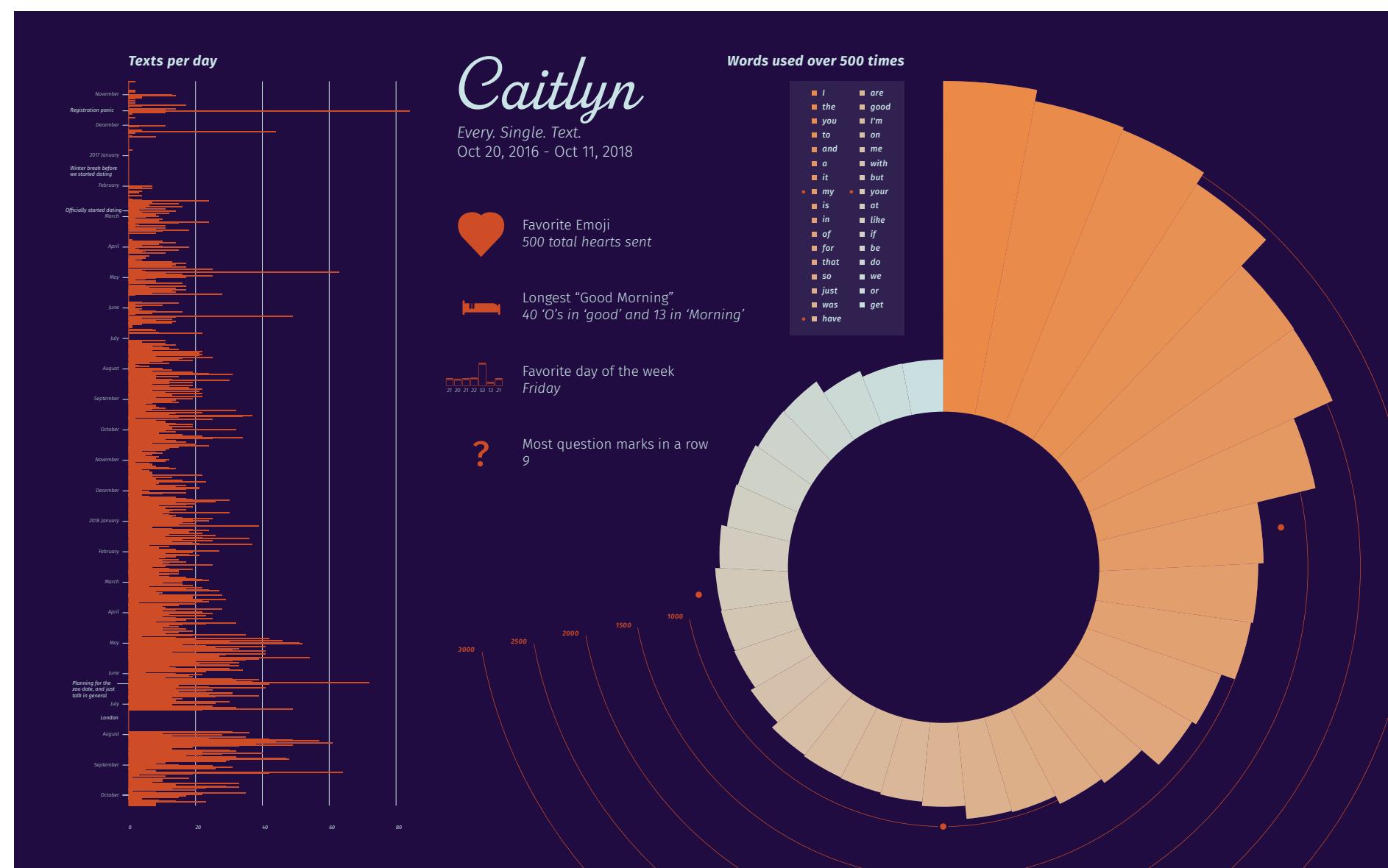
For this project I collected every text that my girlfriend and I sent to each other since our first text until her birthday. I used a backup software to get the raw data off of my phone. I created a program that would parse the data, filter out other text messages, correct spelling, and add everything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

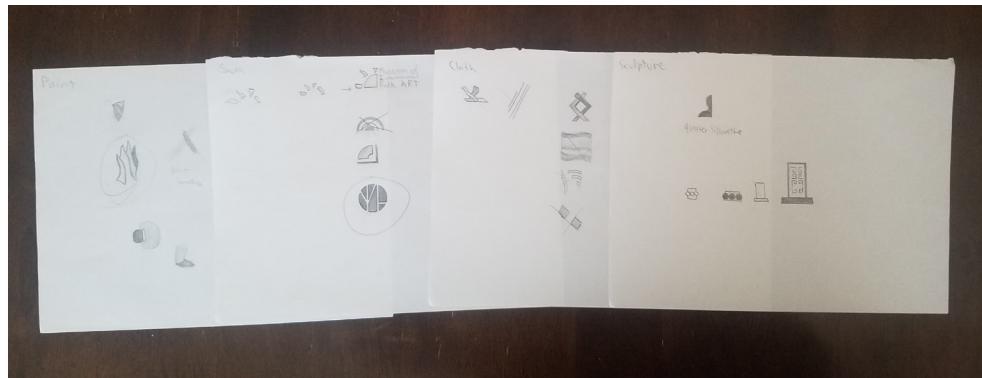
The graphs were generated using Adobe Illustrator's built in bar graph and Pie Chart tools.

	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

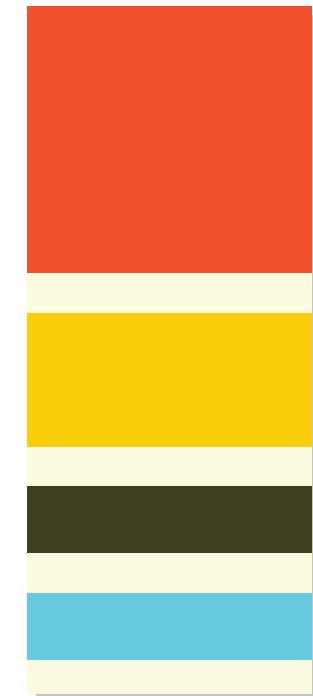
Final Design



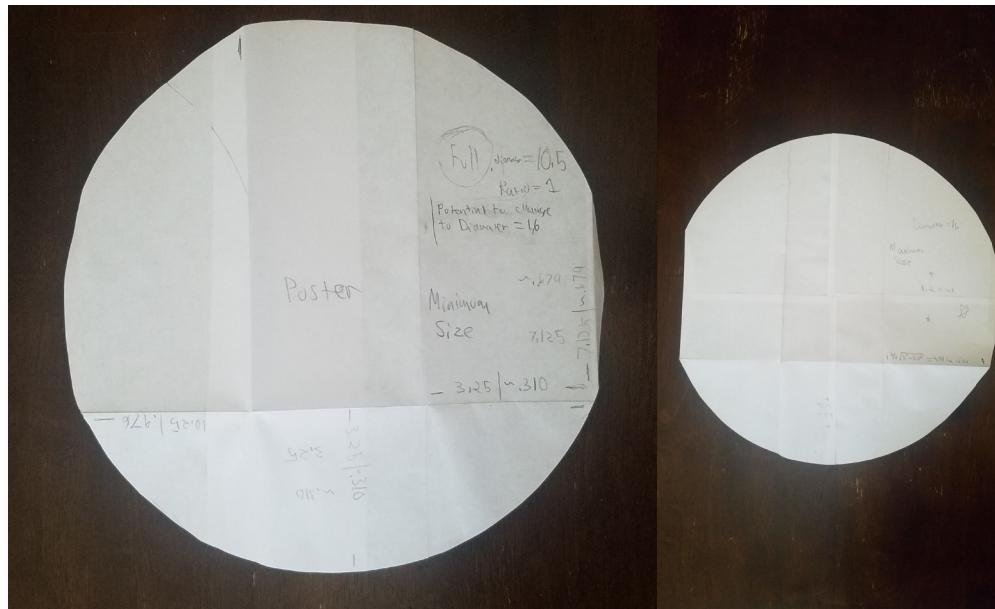
Initial Sketches



Final Brand



Brochure/Map Mockups

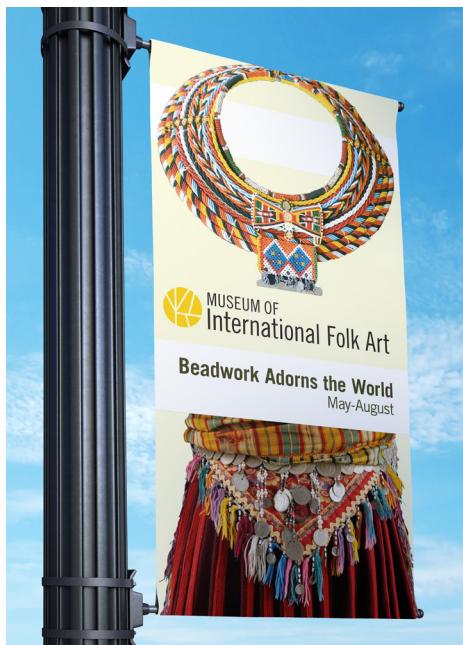


Final Brochure

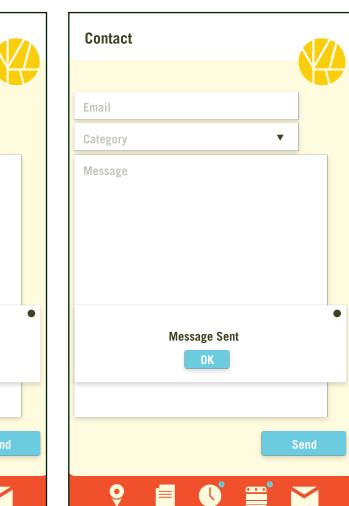
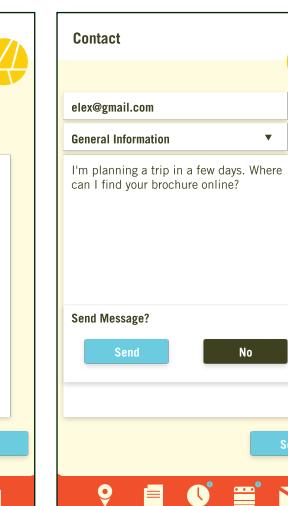
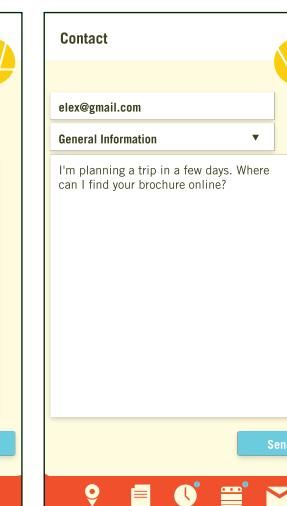
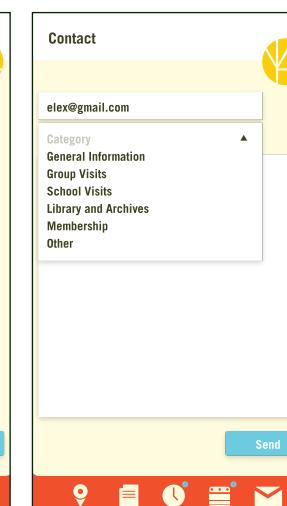
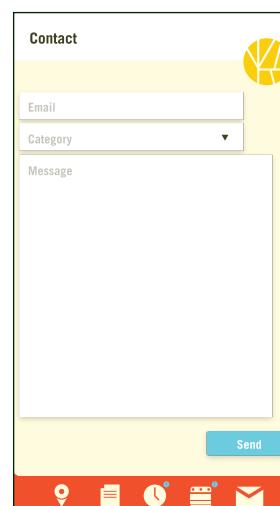
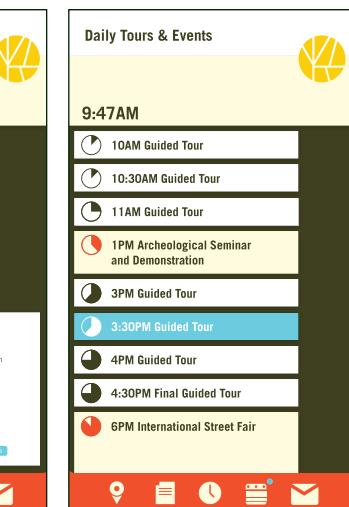
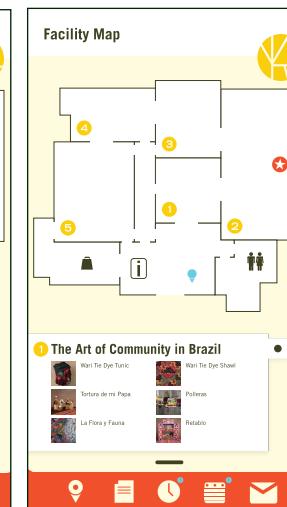
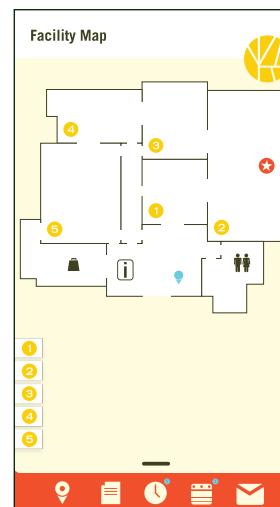
The final brochure design for the Museum of International Folk Art features a central circular collage of various folk art artifacts, including a large red eye, colorful beaded necklaces, and traditional dolls. Surrounding this central image are several sections of the brochure:

- Top Right:** A circular section featuring a collage of international folk art pieces and the museum's logo.
- Bottom Left:** A circular section titled "Featured Exhibit: Beadwork Adorns the World" which includes a detailed description of the exhibit, images of beaded artifacts, and contact information for the exhibition.
- Bottom Center:** A circular section titled "A Common Bond" which highlights the global reach of beadwork through specific examples like the "Black Rag Doll" and "The Mexican Kitchen".
- Bottom Right:** A circular section titled "Standard Daily Hours" which provides information about tours, events, and contact details.
- Right Side:** A large circular section containing the museum's floor plan, a list of exhibits, and contact information for various departments.
- Left Side:** A large circular section containing a collage of various folk art pieces.

Hanging Banners

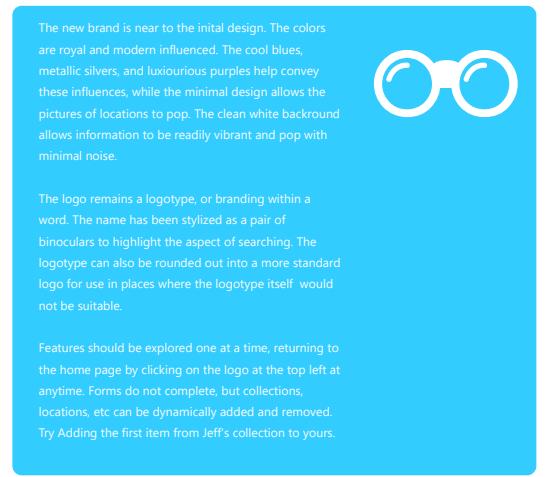


Companion App



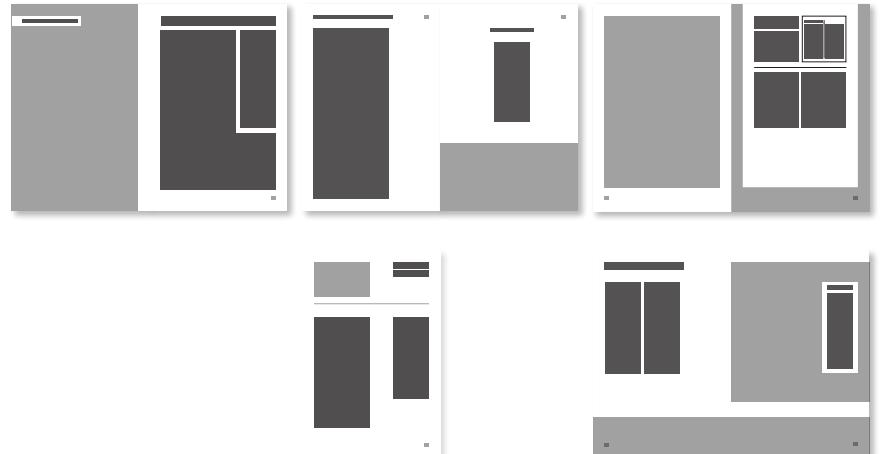
Loca Website Wireframe & Rebrand

Context and Homepage



Final Design

Initial Sketches



First Comps

Oakodon
Japanese Chicken and Egg Rice Bowl

Ingredients

Combine dashi, soy sauce, sake, and sugar in a small saucepan and bring to a simmer over medium heat. Adjust heat to maintain a strong simmer. Add chicken pieces and stir occasionally, until onions are half translucent, about 3 minutes.

Method

Wash rice, then soak, stirring and rinsing chicken occasionally, until chicken is no longer pink. Remove and reduce by about half. Stir in 2 minutes for chicken marinade, then add to rice.

Stir

In half of remaining oil and of remaining marinade, stir broth to taste with more soy sauce. You should have a balanced sweet-salty flavor.

Reduce heat

In large bowl, beat eggs lightly with chopsticks in a shallow bowl. Place eggs onto pan in a thin, steady stream, holding your chopsticks over edge of bowl to help distribute eggs evenly. Cover and cook until eggs are set, about 1 minute for runny egg or 3 minutes for medium-firm.

To Serve

Transfer hot rice to a single large bowl or 2 individual serving bowls. Top with egg and chicken mixture, pouring any excess broth over the top. Garnish with remaining half of sliced scallions and vegetables. Serve immediately.

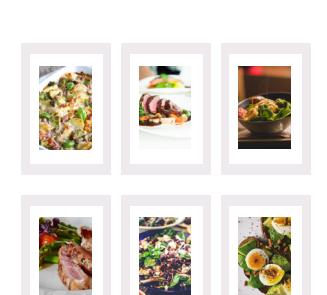
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12

Final Design



Egg Avocado Toast

Ingredients

2 eggs
Soft Boiled Eggs and Fresh Avocado
2 slices whole grain bread
1 large avocado
½ tsp sea salt
½ tsp ground black pepper
1 tbsp white cheddar cheese, grated
½ tsp black sesame seeds

TO SOFT BOIL THE EGGS:

Boil a few inches water in a deep saucepan over high heat. Once the water has reached a rapid simmer, lower the heat to medium-high and slowly lower the eggs into the water. Cook for 3 to 4 minutes. Cook 6 minutes for a very runny yolk (cook one more minute if you're wanting a more set yolk).

Remove the egg:

Remove the egg, carefully, with a slotted spoon and place directly into an ice bath (a large bowl filled with cold water and ice). Allow to set in the ice bath for 2 minutes, then stop cooking.

Remove the peel:

Gently tap the bottom, flat end of the egg with a spoon, then carefully slide the spoon around the egg, in between the outer layer of the egg and the inside of the peel to remove the entire peel.

Toast a thick slice of whole wheat bread until well-toasted, then set aside.

Mash

Mash an avocado in a small bowl; until it's mostly pureed, then spread it evenly over the top of the slice of toast. Sprinkle the avocado spread with a little sea salt and ground black pepper.

Place

The soft-boiled egg over the avocado spread and gently slice open, spreading to cover the entire toast. Then, sprinkle with the shredded white cheese and some black sesame seeds.

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Contents

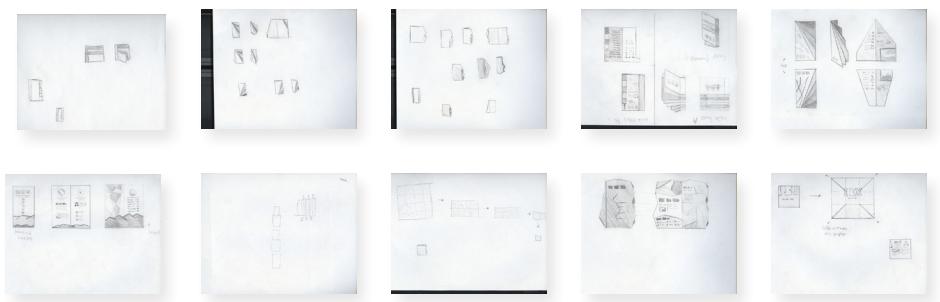
Egg Avocado Toast	3	
Pork and Asparagus	5	
Potato Casserole	7	
Hoisin Beef	9	
Oyakodon	11	
Sangchuk-Gotjeori	13	

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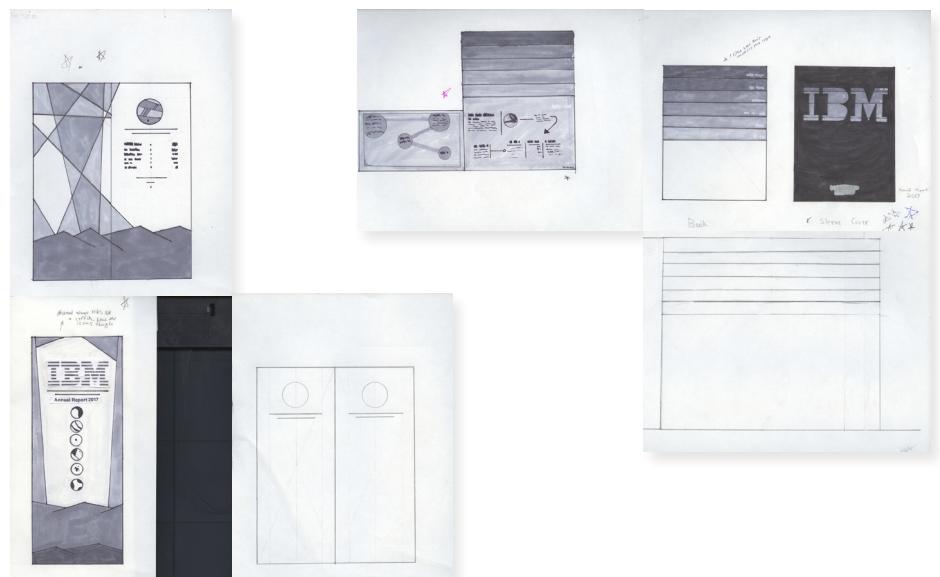
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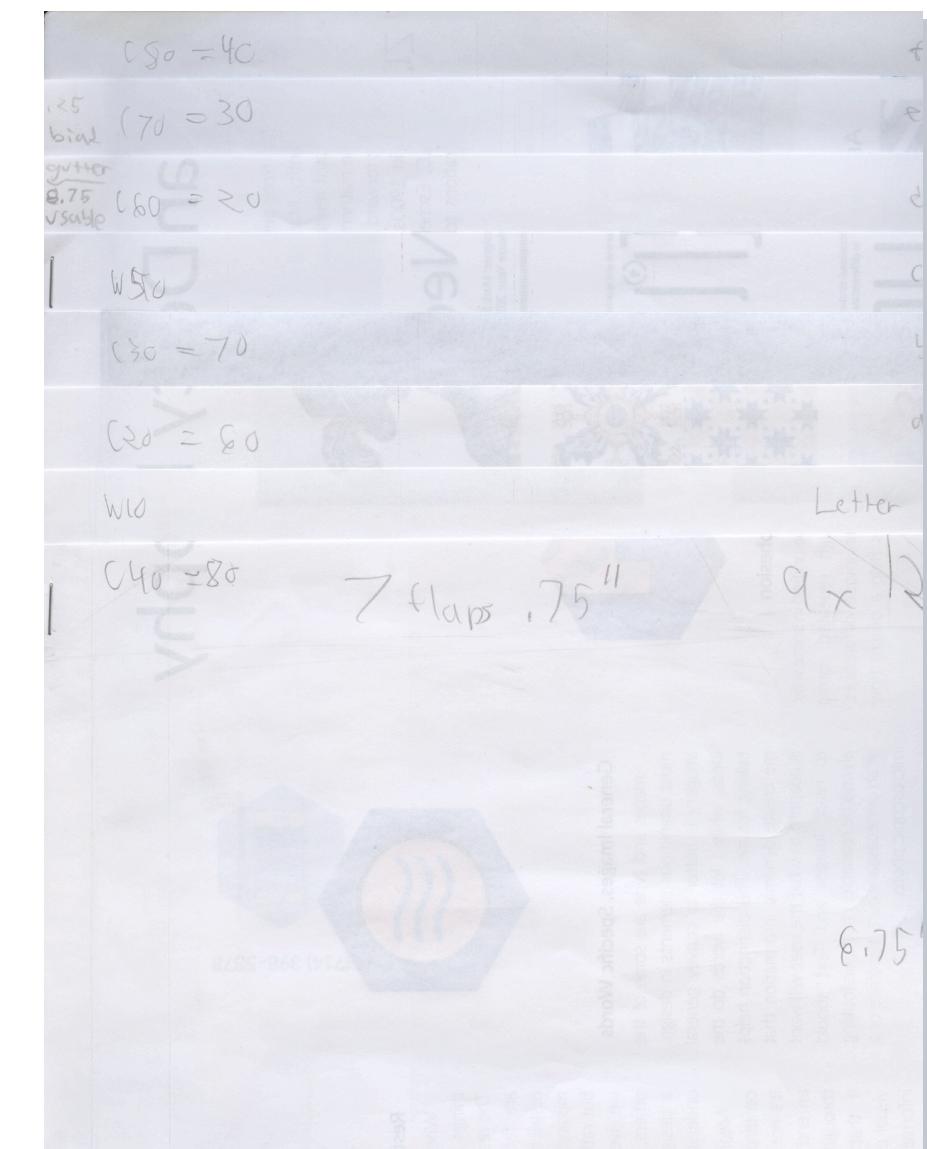
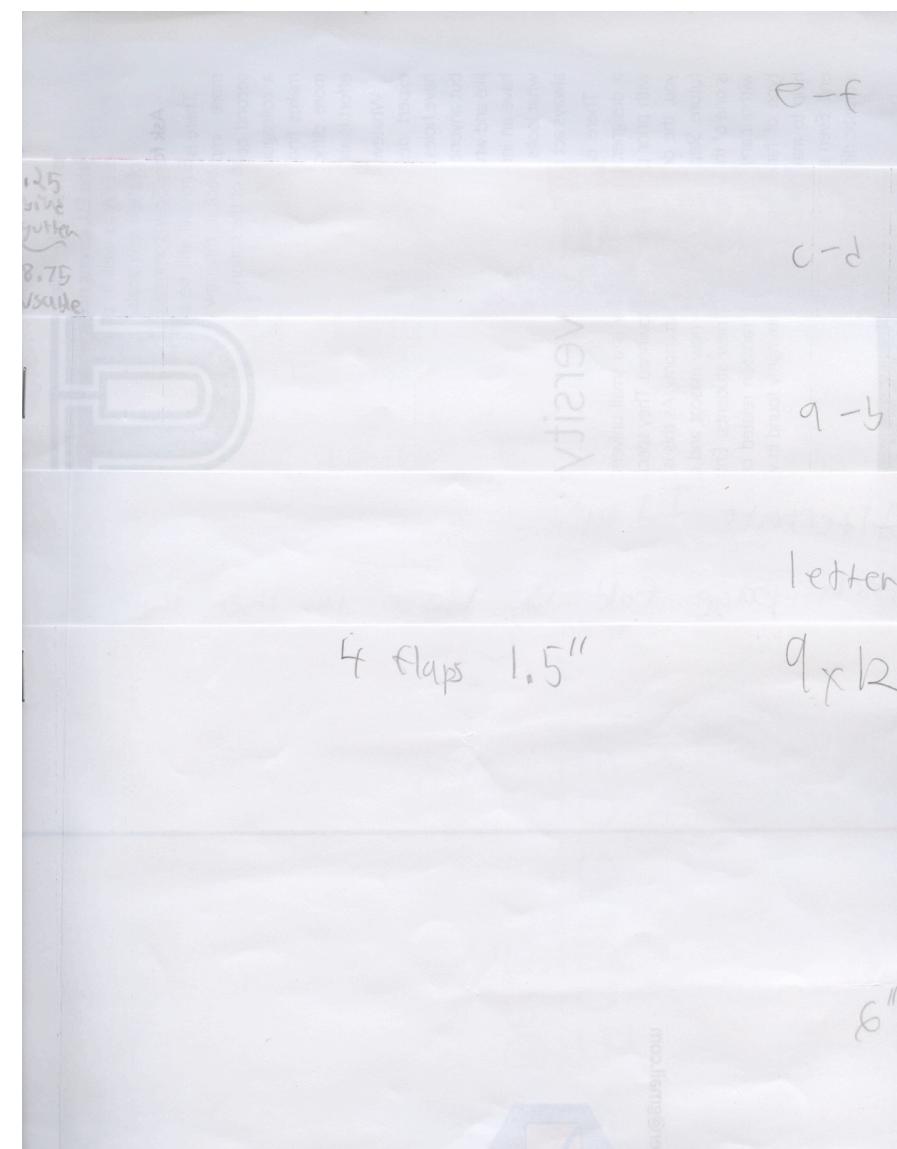
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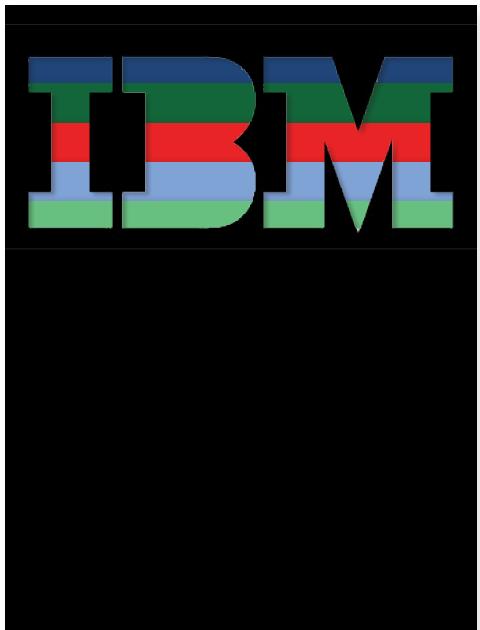
Initial Revisions



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
Large Space After on Body
Titles span body copy, but not across columns.

Text
Space to accommodate for the size of the page (see below)

Secondary Title or Pull Quote. Graph, Demibold 23pt

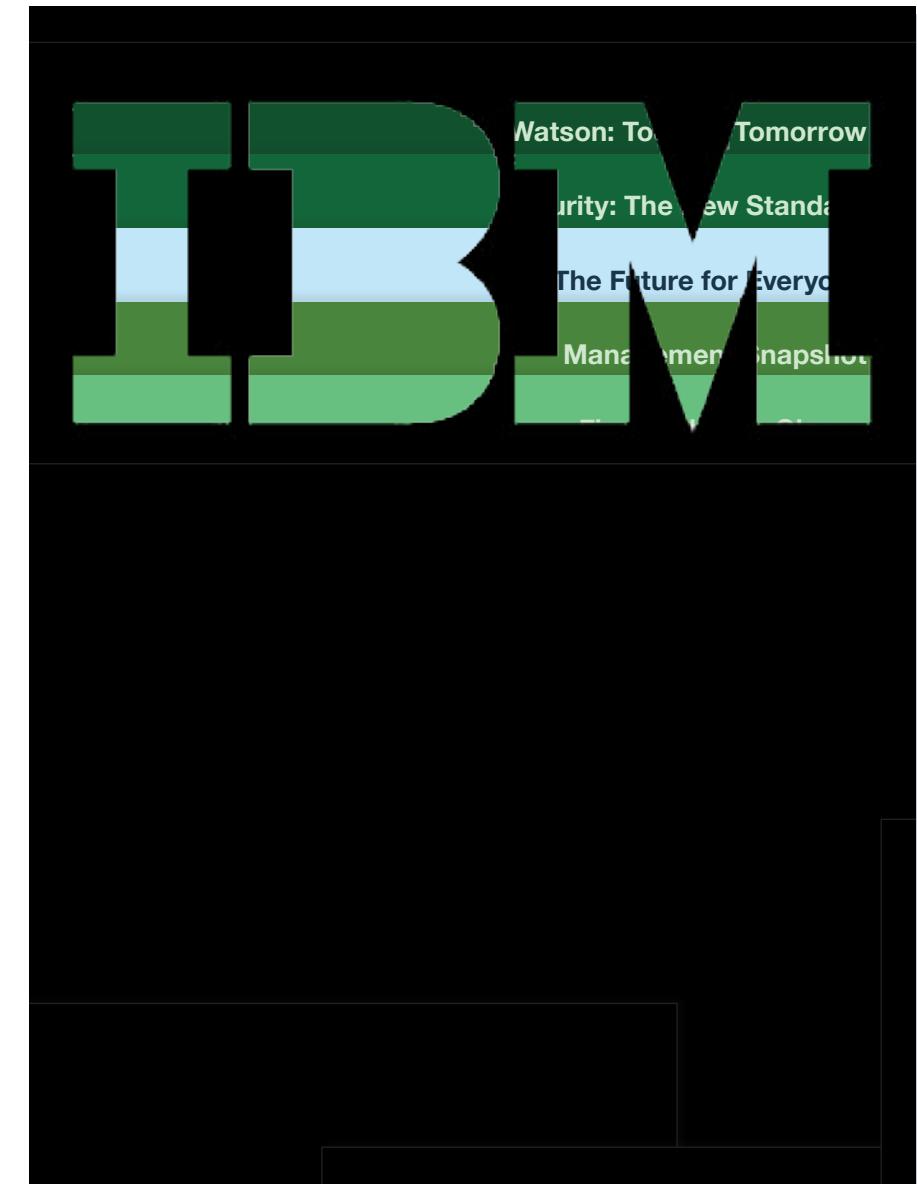
Document Layout
REFER TO IBM COLOR GUIDE

Photography & Illustration
Clean, Clear, Communicative

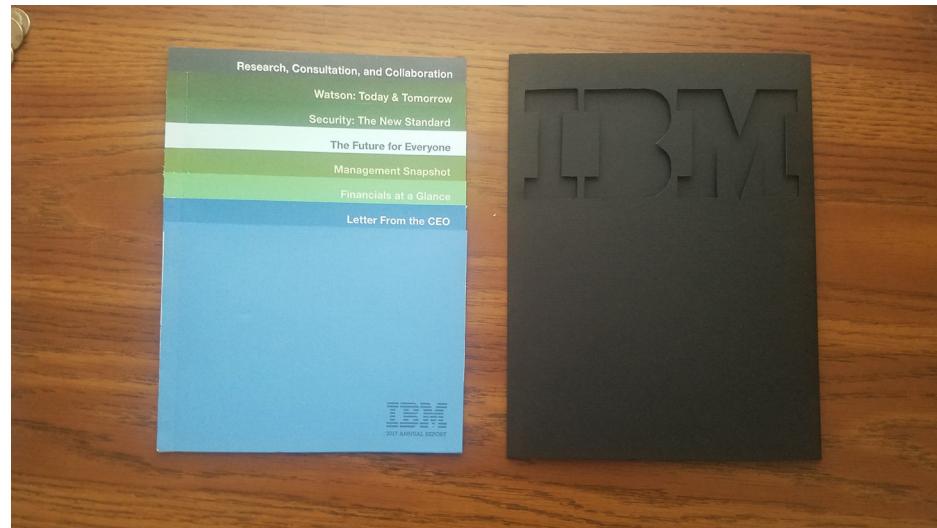
Macro Photography of items
Group photos are in situ
Warm Colors as highlights, or muted

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

Paper Samples



Physical Finals



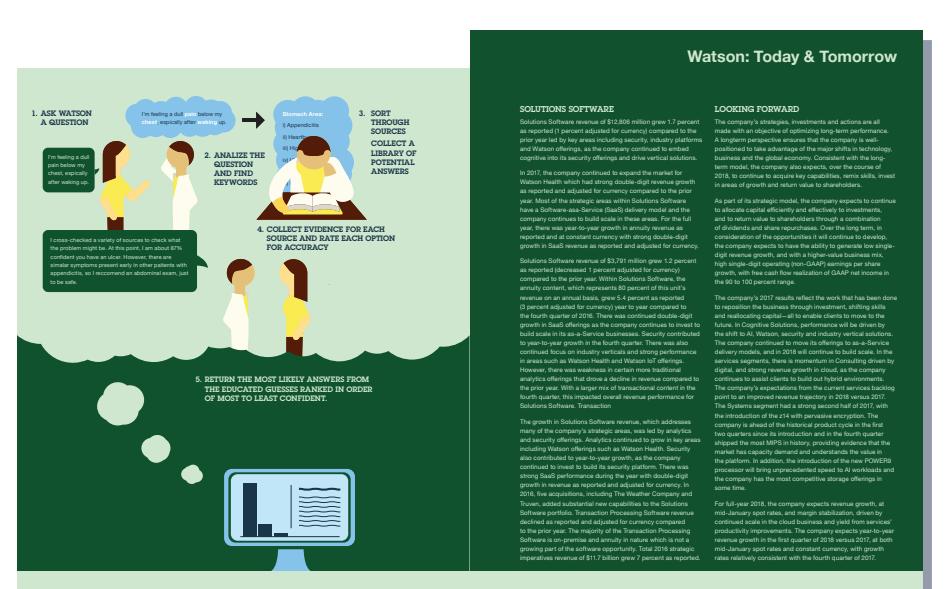
Final Design



For the year ended December 31:			2017	2016 Yr.-to-Yr. % Change
Revenue	\$ 79,159	\$ 79,919	0.0%*	
Gross profit margin	45.8%	47.9%	(2.1)%	
Total expense and other (income)	\$ 39,434	\$ 39,594	(0.4)%	
Total expense and other (income)-to-revenue ratio	31.4%	32.5%	(1.1)pts.	
Income from continuing operations before income taxes	\$ 39,725	\$ 39,325	1.1%	
Provision for continuing operations before income taxes	\$ 5,140	\$ 12,355	(57.9)%	
Income from continuing operations	\$ 34,585	\$ 26,970	27.0%	
Income from discontinued operations	\$ 6,758**	\$ 17,881	(61.5)%	
Loss from discontinued operations, net of tax	\$ (8)	\$ 9	(177.8)%	
Net income	\$ 34,577**	\$ 17,872	(51.5)%	

*Includes a one-time charge of \$0.5 billion associated with the acquisition of Red Hat, Inc. **Includes a one-time charge of \$0.5 billion associated with the acquisition of Red Hat, Inc. Net income, \$5.94 of diluted earnings per share in 2017.

Management Snapshot		
<p>In 2017, the company reported \$79.1 billion in revenue and \$5.8 billion in income from continuing operations, which includes a one-time charge of \$0.5 billion associated with the acquisition of Red Hat, Inc. Total consolidated revenue was \$79.1 billion, which includes the one-time charge. Operating (non-GAAP) earnings per share were \$1.72, which includes the one-time charge. Total operating (non-GAAP) earnings per share were \$1.44, which includes the one-time charge and \$18.00 on an ongoing (non-GAAP) basis. The company generated \$17.2 billion in free cash flow and \$17.0 billion in free cash flow and delivered shareholder returns of \$9.8 billion in 2017. The company's cash position increased by \$1.1 billion.</p> <p>From a geographic perspective, Americas revenue was up 3.8 percent as reported and 3.9 percent adjusted for currency. The Americas segment reported a 1.1 percent increase in revenue growth in the fourth quarter as reported with the U.S. decline of 0.4 percent, partially offset by growth in Latin America (5.1 percent) and Europe, Middle East, and Africa (EMEA) (0.4 percent as reported, 3.9 percent adjusted for currency). This is a departure from typical earnings growth in the second half of 2017 compared to first-half performance. Contributions to the first-half improvement included continued growth in GBS and Storage Systems growth across IBM, Power, and Storage, improved software transactional performance and improved growth in Global Business Services.</p> <p>In 2017, the company continued to deliver solid revenue growth in its strategic imperatives which generated \$8.5 billion of revenue, up 10.6 percent as reported and 10.7 percent adjusted for currency, with a 10.6 percent increase in revenue growth in the fourth quarter as reported with the U.S. decline of 0.4 percent, partially offset by growth in Latin America (5.1 percent as reported, 3.9 percent adjusted for currency). This is a departure from typical earnings growth in the second half of 2017 compared to first-half performance. Contributions to the first-half improvement included continued growth in GBS and Storage Systems growth across IBM, Power, and Storage, improved software transactional performance and improved growth in Global Business Services.</p> <p>The consolidated gross margin of 45.8 percent as reported for 2017 decreased 1.0 percent as reported and 0.9 percent adjusted for currency. The company returned to revenue growth in the fourth quarter as reported with the U.S. decline of 0.4 percent, partially offset by growth in Latin America (5.1 percent as reported, 3.9 percent adjusted for currency). This is a departure from typical earnings growth in the second half of 2017 compared to first-half performance. Contributions to the first-half improvement included continued growth in GBS and Storage Systems growth across IBM, Power, and Storage, improved software transactional performance and improved growth in Global Business Services.</p> <p>In 2017, the company reported \$79.1 billion in revenue and \$5.8 billion in income from continuing operations, which includes a one-time charge of \$0.5 billion associated with the acquisition of Red Hat, Inc. Total consolidated revenue was \$79.1 billion, which includes the one-time charge. Operating (non-GAAP) earnings per share were \$1.72, which includes the one-time charge. Total operating (non-GAAP) earnings per share were \$1.44, which includes the one-time charge and \$18.00 on an ongoing (non-GAAP) basis. The company generated \$17.2 billion in free cash flow and \$17.0 billion in free cash flow and delivered shareholder returns of \$9.8 billion in 2017. The company's cash position increased by \$1.1 billion.</p> <p>From a geographic perspective, Americas revenue was up 3.8 percent as reported and 3.9 percent adjusted for currency. The Americas segment reported a 1.1 percent increase in revenue growth in the fourth quarter as reported with the U.S. decline of 0.4 percent, partially offset by growth in Latin America (5.1 percent as reported, 3.9 percent adjusted for currency). This is a departure from typical earnings growth in the second half of 2017 compared to first-half performance. Contributions to the first-half improvement included continued growth in GBS and Storage Systems growth across IBM, Power, and Storage, improved software transactional performance and improved growth in Global Business Services.</p>		



GLOBAL BUSINESS SERVICES (GBS)		
<p>provides clients with consulting, application management services and business process outsourcing. These professional services offerings include consulting, application management, system integration, technology infrastructure and system maintenance, hosting and outsourcing.</p>		
<p>A long-term perspective ensures that the company is well-positioned to take advantage of the major shifts in technology, market dynamics, and client needs. As the company continues to invest in its strategic imperatives, it will continue to invest in areas of growth and return value to shareholders.</p>		
<p>In 2017, the company continued to expand the market for Watson Health, which had strong double-digit revenue growth in the fourth quarter, driven by the expansion of its strategic imperatives and continued success in the prior year. Most of the strategic areas within the solutions portfolio have shown double-digit growth. In the fourth quarter, there was year-to-year growth in annual revenue as reported and as constant currency with strong double-digit growth in the fourth quarter.</p>		
<p>Solutions Software revenue of \$37.7 million grew 1.2 percent as reported (decreased 1.0 percent adjusted for currency) compared to the prior year. Watson Health revenue grew 10.6 percent as reported (10.4 percent adjusted for currency). The company expects to continue to focus on capital efficiency and effectiveness to investments, including research and development, and the cost of goods sold, and to reflect investments in the fourth quarter.</p>		
<p>Revenues from GBS services increased 1.0 percent as reported (0.8 percent adjusted for currency) compared to the prior year. Most of the strategic areas within the solutions portfolio have shown double-digit growth. In the fourth quarter, there was year-to-year growth in annual revenue as reported and as constant currency with strong double-digit growth in the fourth quarter.</p>		
<p>The company's expectations from the current services backlog point to an implied revenue trajectory for 2017 of approximately \$3.5 billion. The System Integration business unit had a record year in 2017 with the introduction of the z12 with pervasive encryption. The company expects to continue to focus on capital efficiency and the cost of goods sold, and to reflect investments in the fourth quarter.</p>		
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