

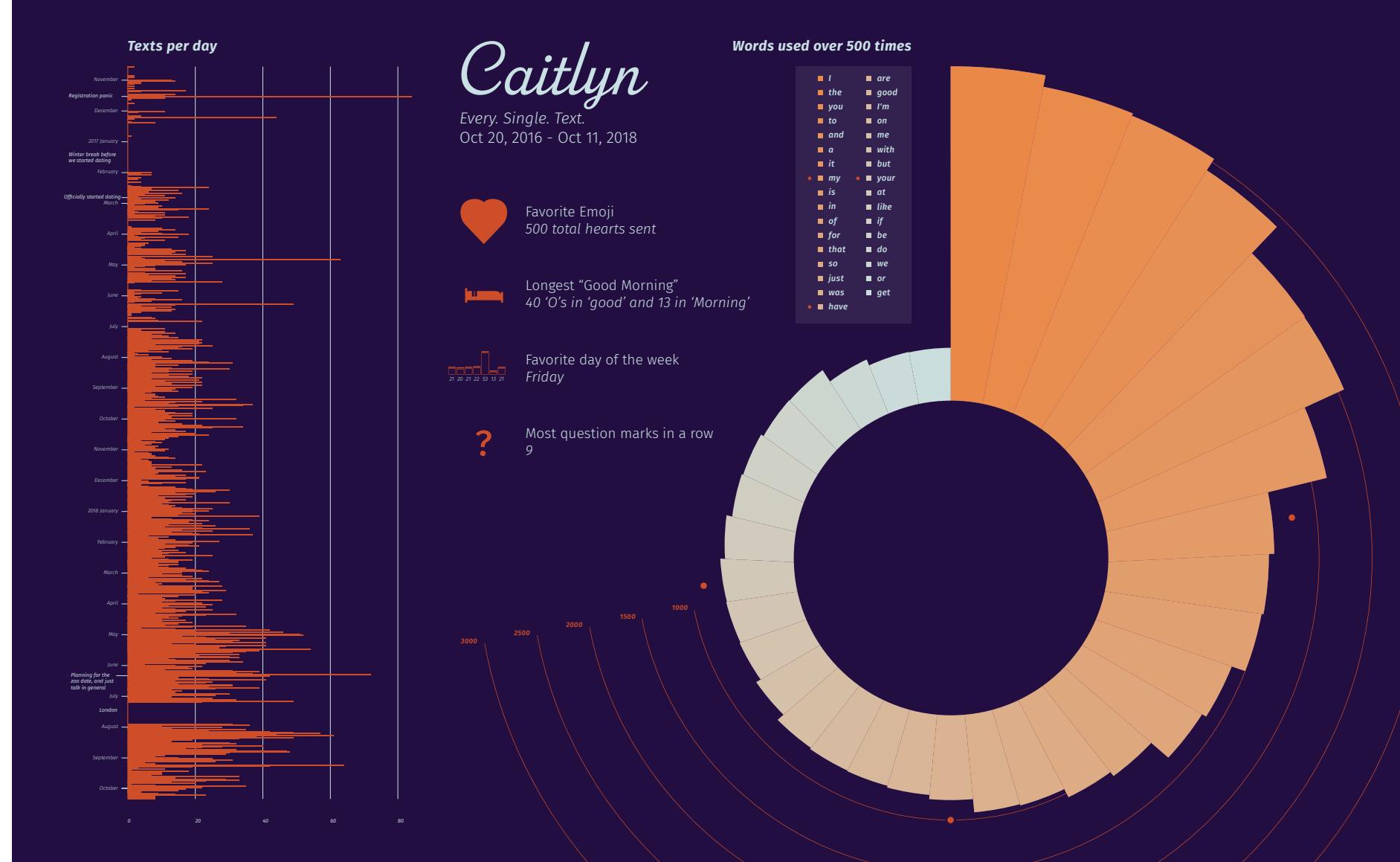
Programming

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.

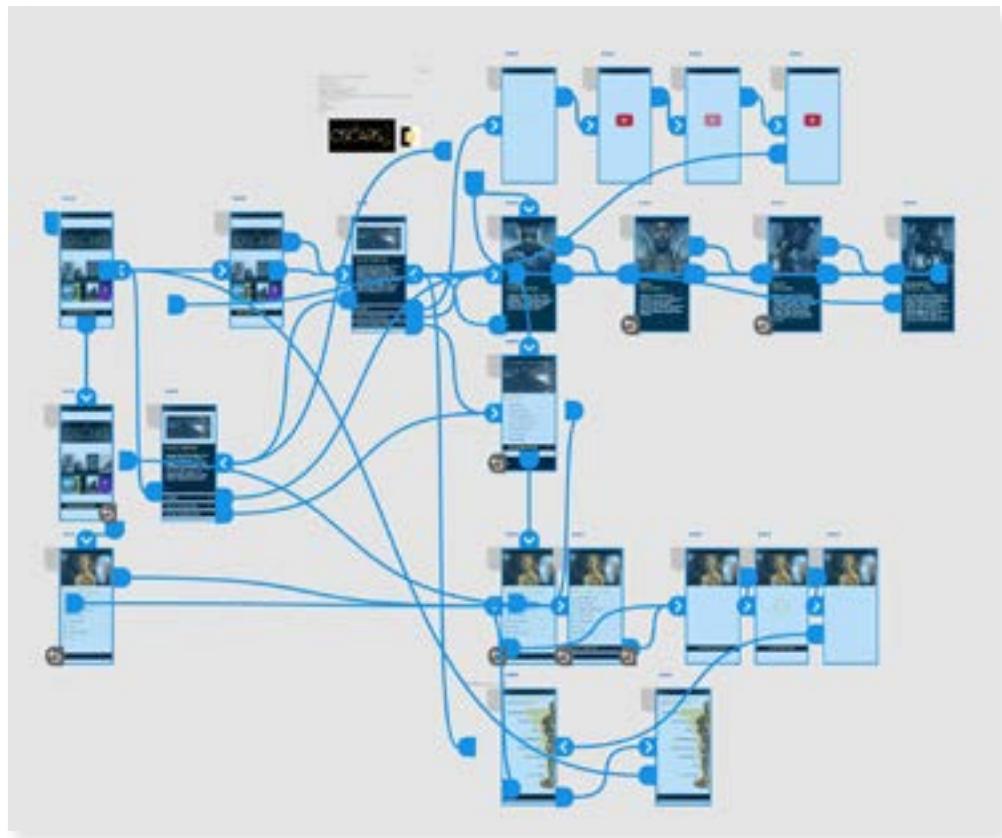
I modified that code to parse dates of the texts into a separate document, and include any missing dates. After this, I sorted the data in excel, and brought it into illustrator.

	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

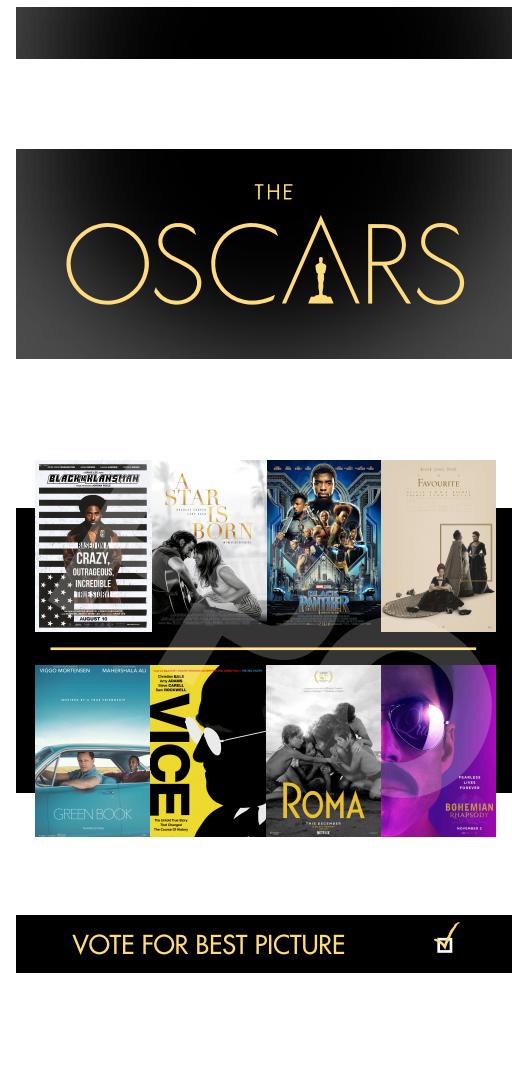
Final Design



Stepthrough



Final Design



Background

These designs were part of a 5 week summer program that focused on sustainable design principles in the context of a real-world assignment. This year, the class worked with Buro Happold, an architectural firm based in London, on the planned city of Neom in Saudi Arabia. The class designed the city accounting for all components of a livable civilization: technology, economy, environment, education, community, transportation, infrastructure, agriculture, and tourism. At the end of the course the class had created a presentation for the client.

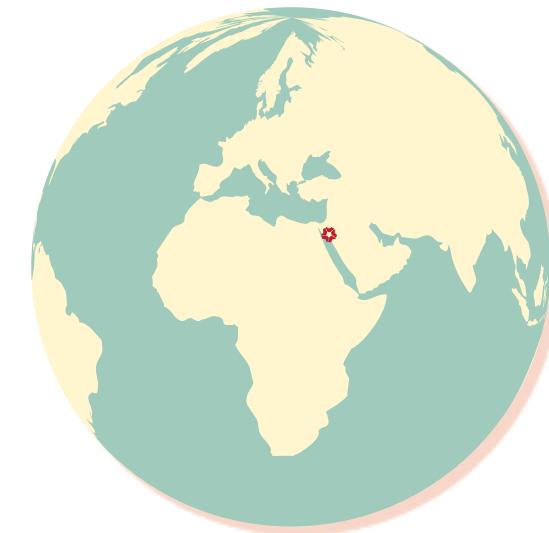
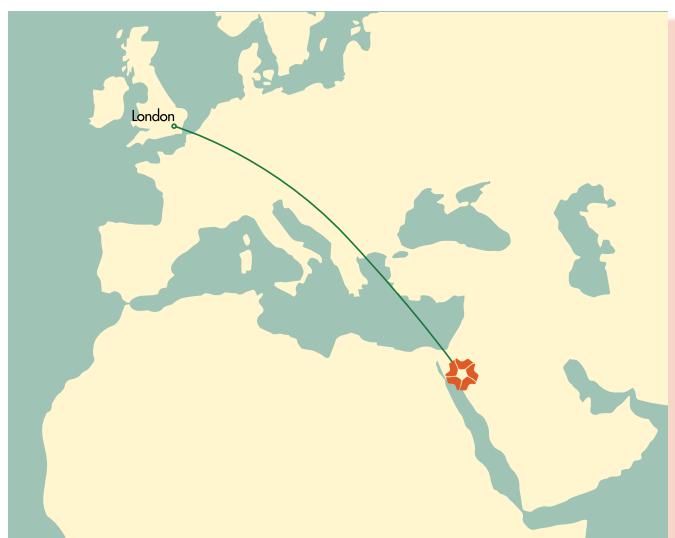
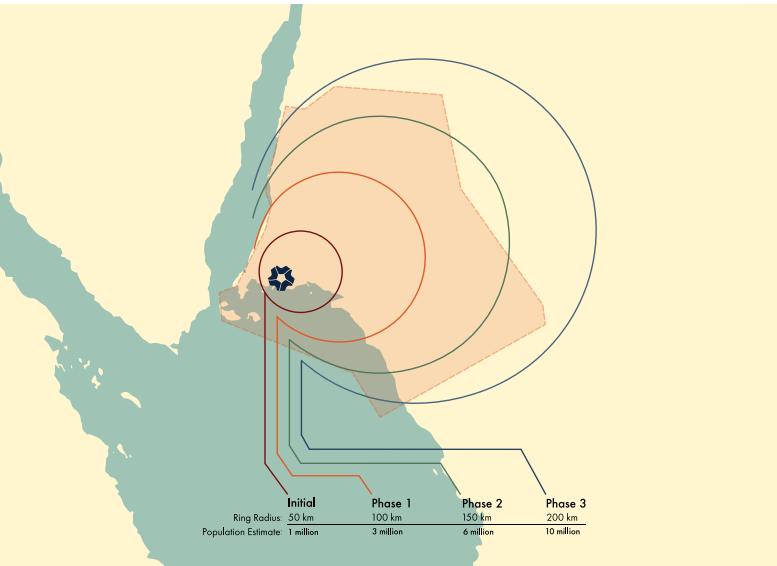
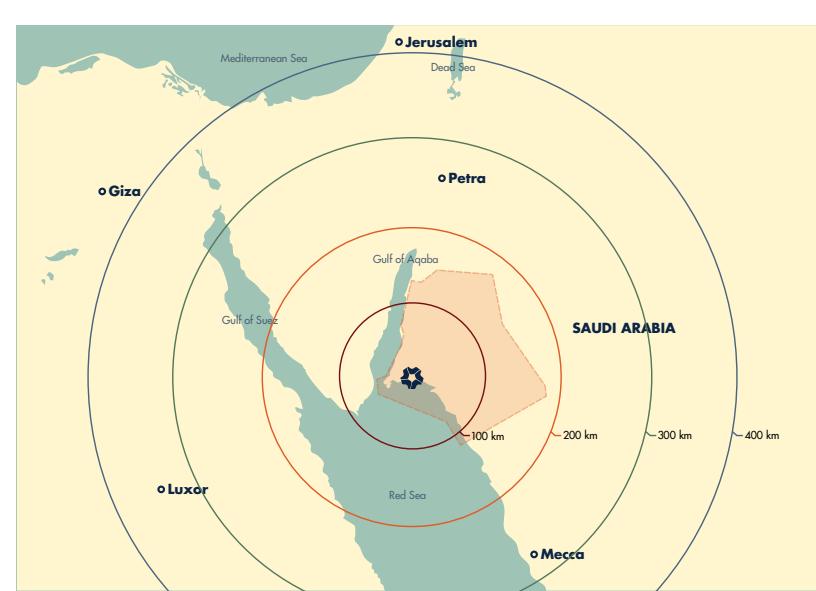
My primary contributions to the final presentation came in the form of helping to write the script and creating the map graphics seen throughout the presentation. This was a collaborative group task on a short time frame, which

meant I was switching jobs based on where I was needed. I also spent ample time researching, gathering photographs, and forming the basic structure of the presentation.

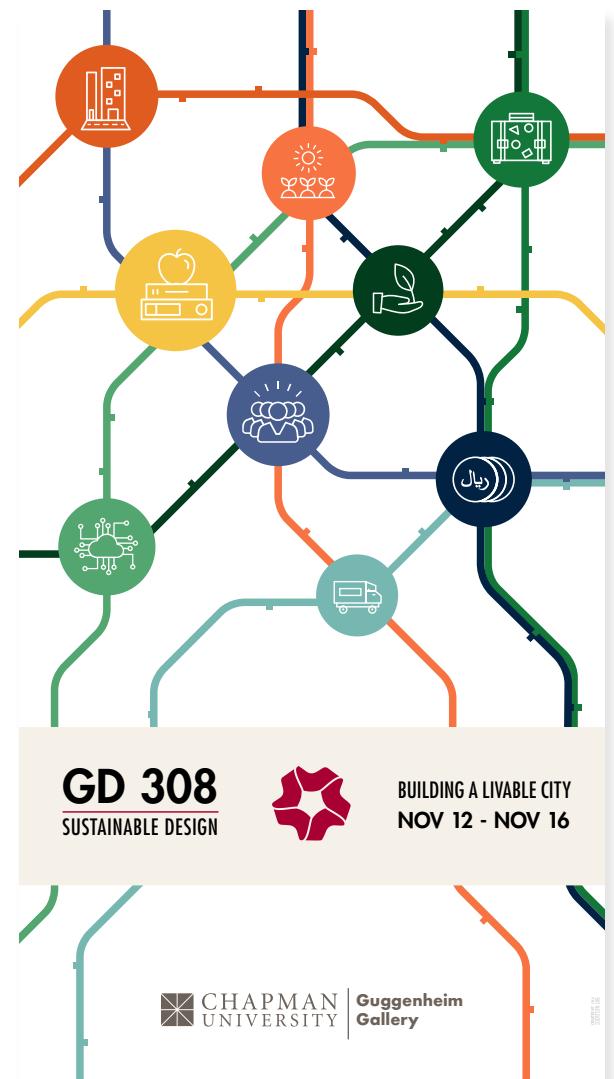
Through my job at Chapman University, I had the opportunity to design a gallery show highlighting the work from the class. I had the responsibility to create the show from the ground up. I planned the gallery out, and created proposals to those who would approve the project.

I acted as a project manager to my co-workers in order to get all the collateral finished and installed in time for the show. My job was to highlight the positive effects of the class to the higher-ups at the university to help secure more subsidized funding for the class in the future, as well as to show off the work done by the students.

Maps



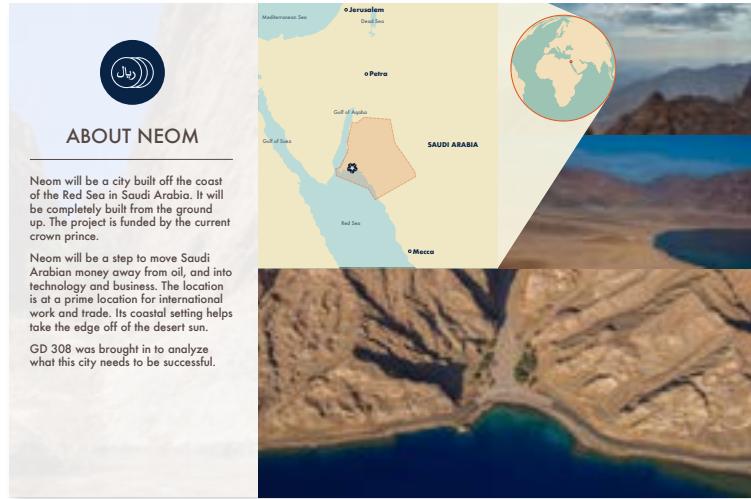
Gallery Advertising Banner



Gallery Pictures



Wall Stations



Timeline



Initial Sketches

SILVER
TRUMPET

THE
SILVER
TRUMPET

*Silver
Trumpet*

Silver trumpet

The
SILVER
trumpet

Final Design



SILVER
TRUMPET

SILVER
TRUMPET

Silver Foil

SILVER
TRUMPET

Brass Foil

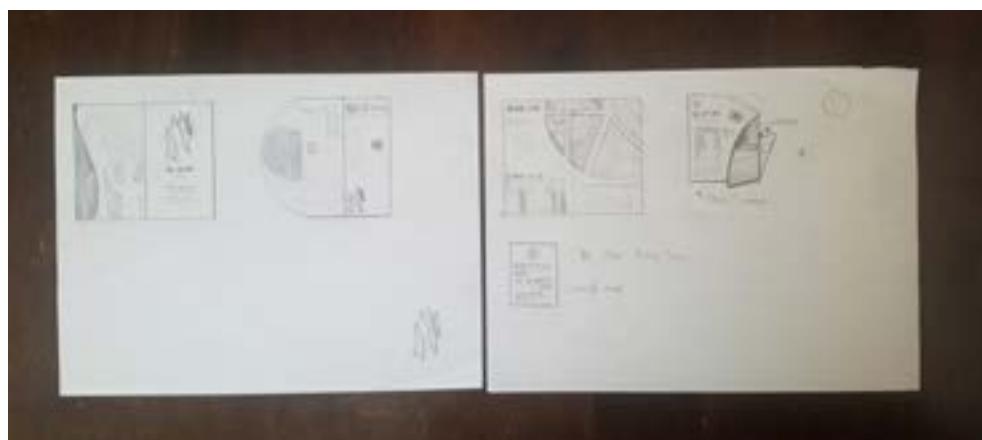
SILVER
TRUMPET

Deep Purple

SILVER
TRUMPET

SILVER
TRUMPET

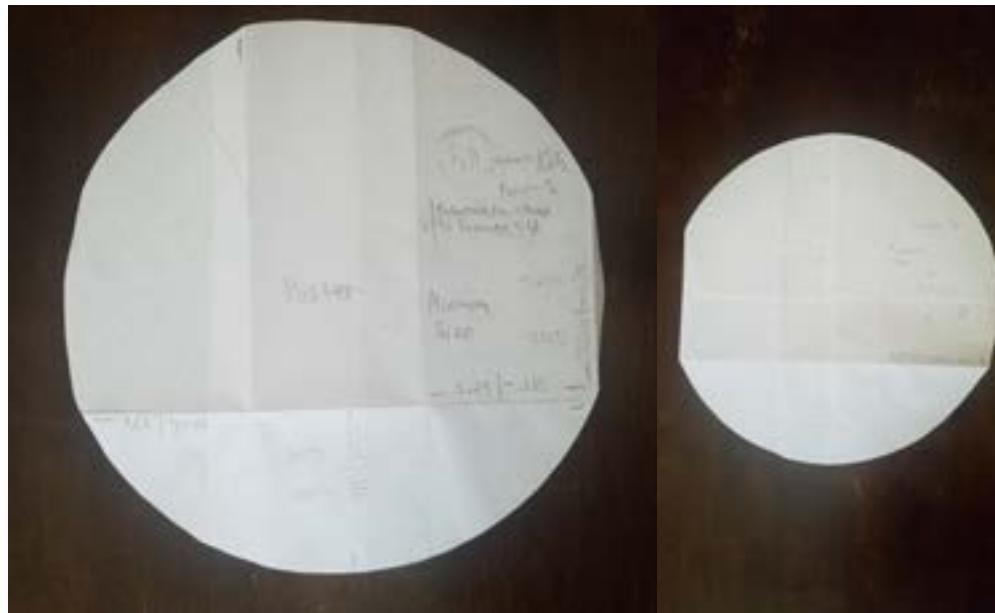
Initial Sketches



Final Brand



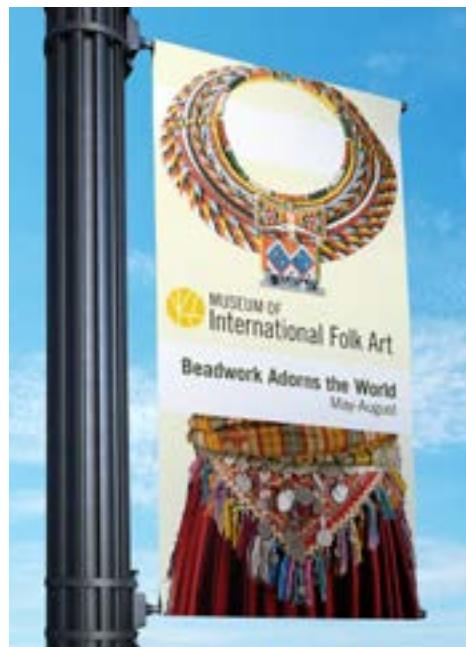
Brochure/Map Mockups



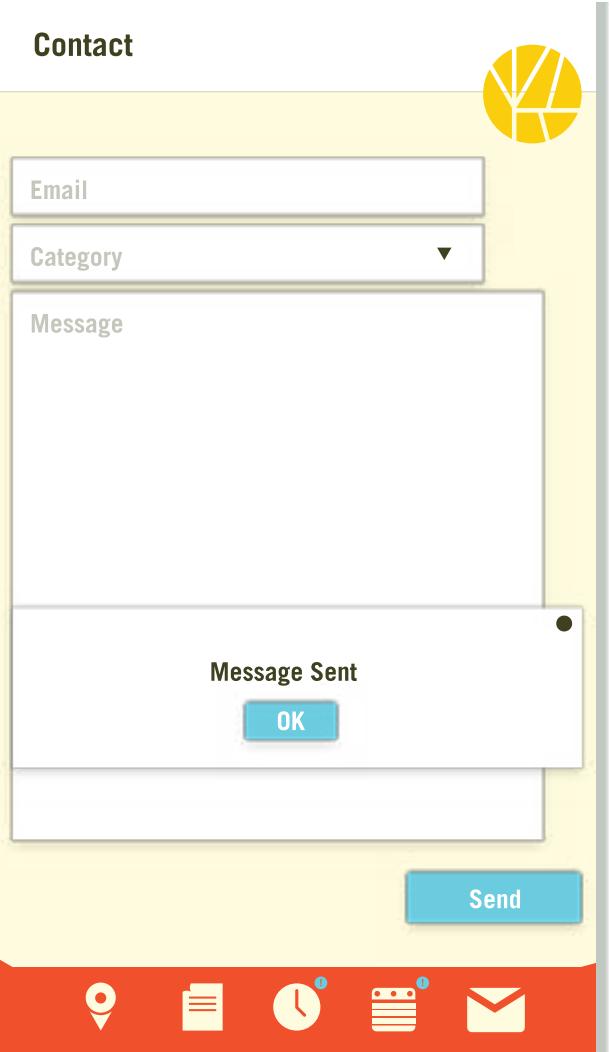
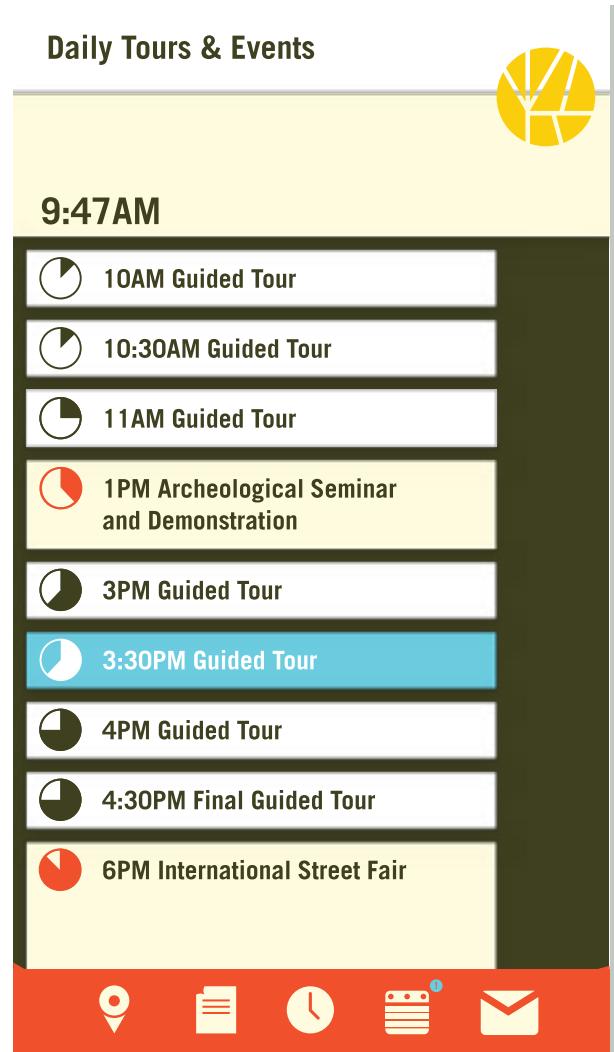
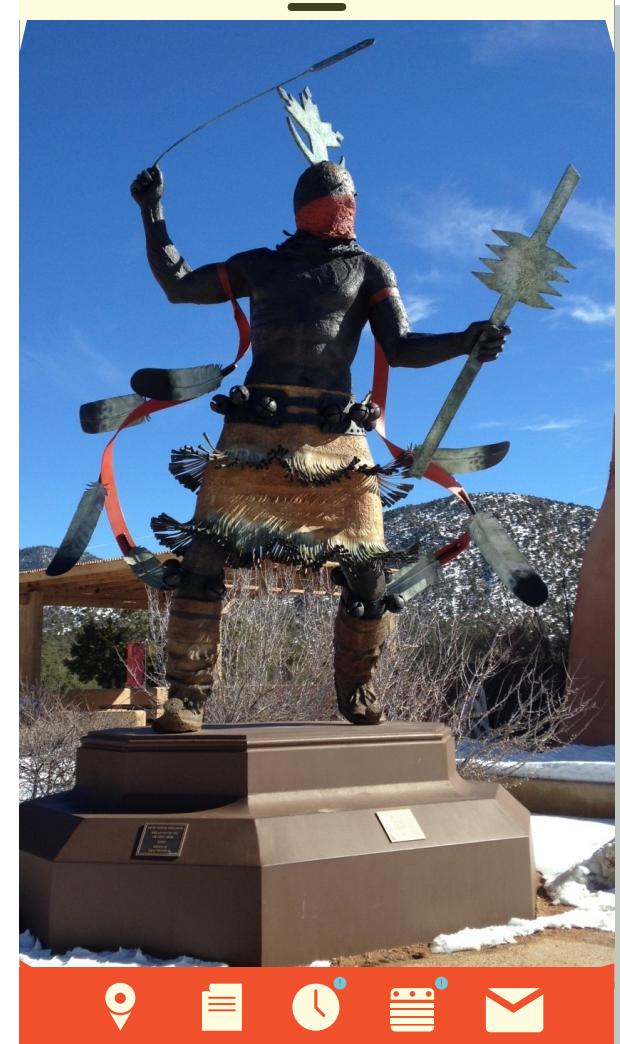
Final Brochure



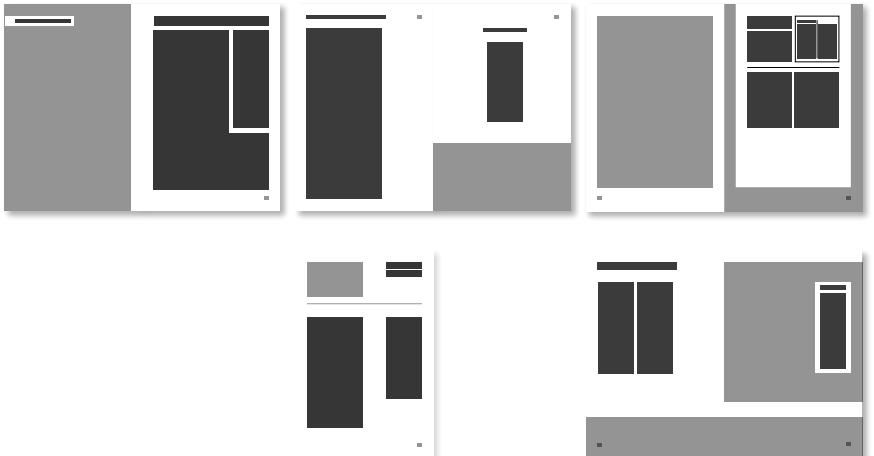
Hanging Banners



Companion App



Initial Sketches

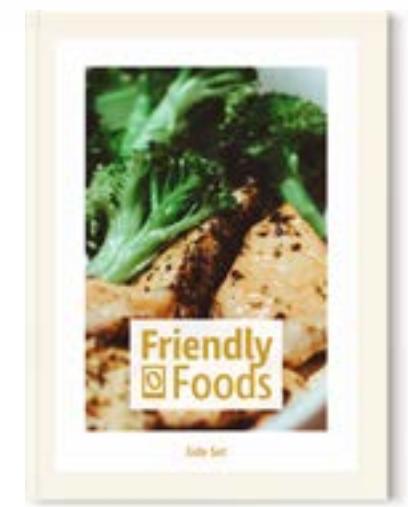
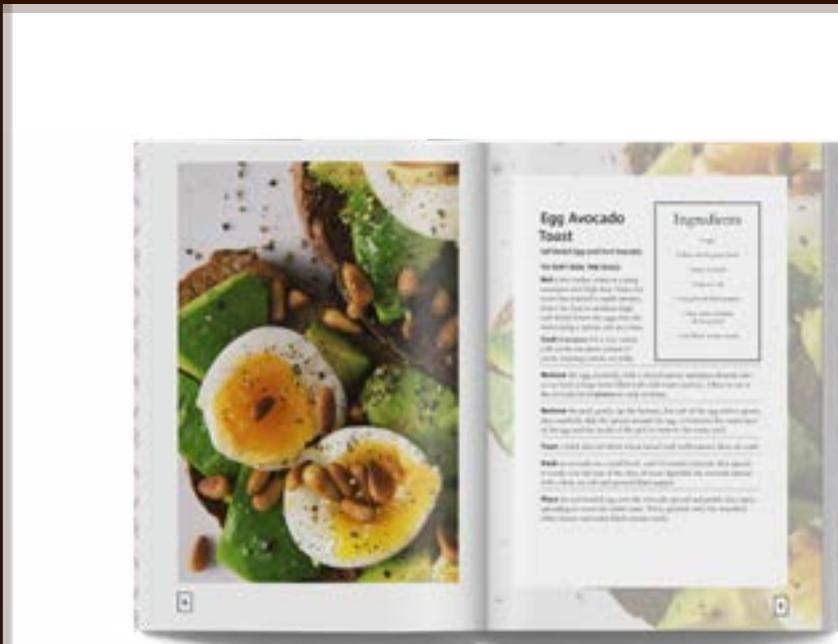


First Comps



1

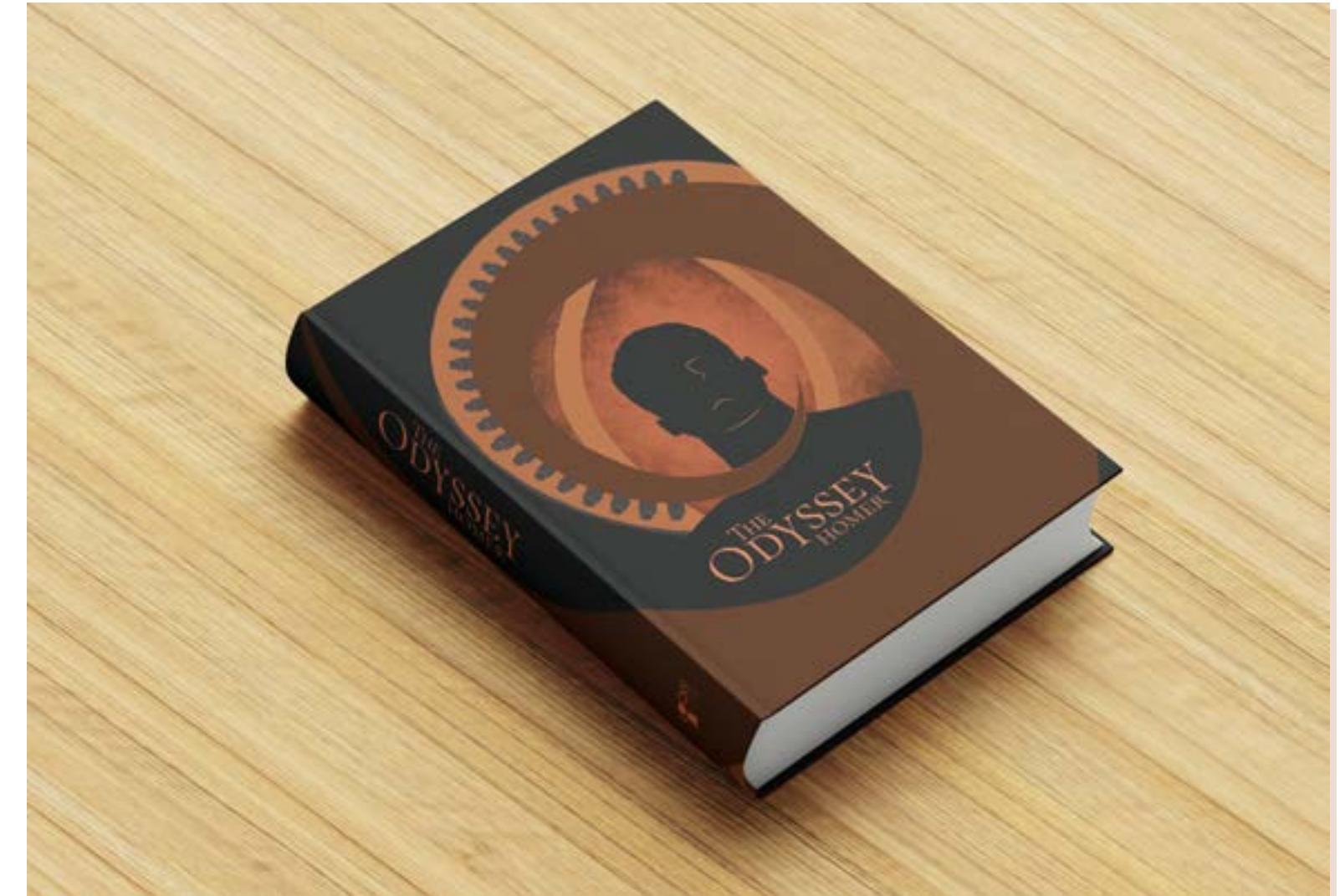
Final Design



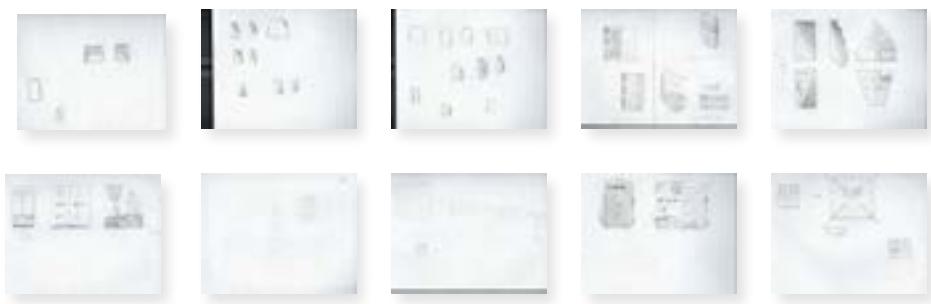
Page Layout



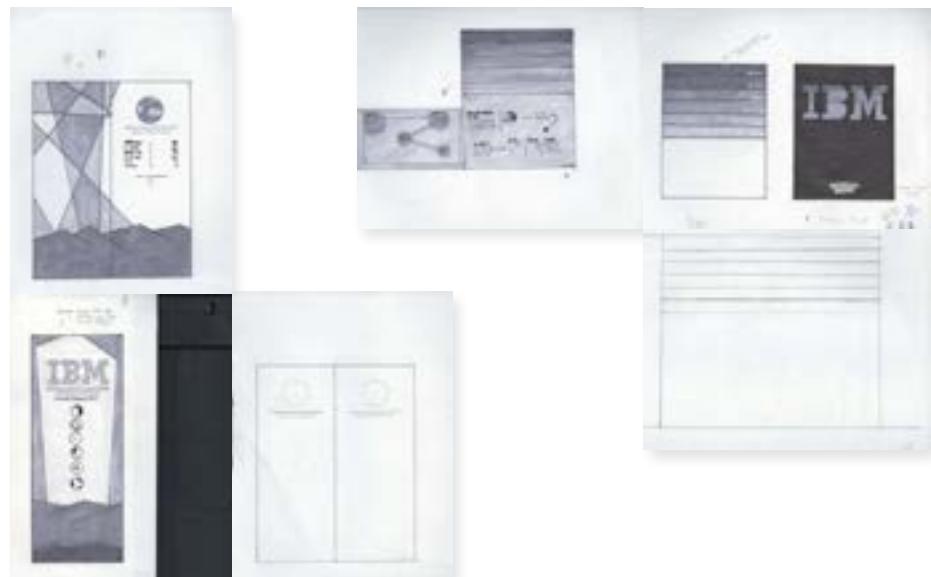
Final Design



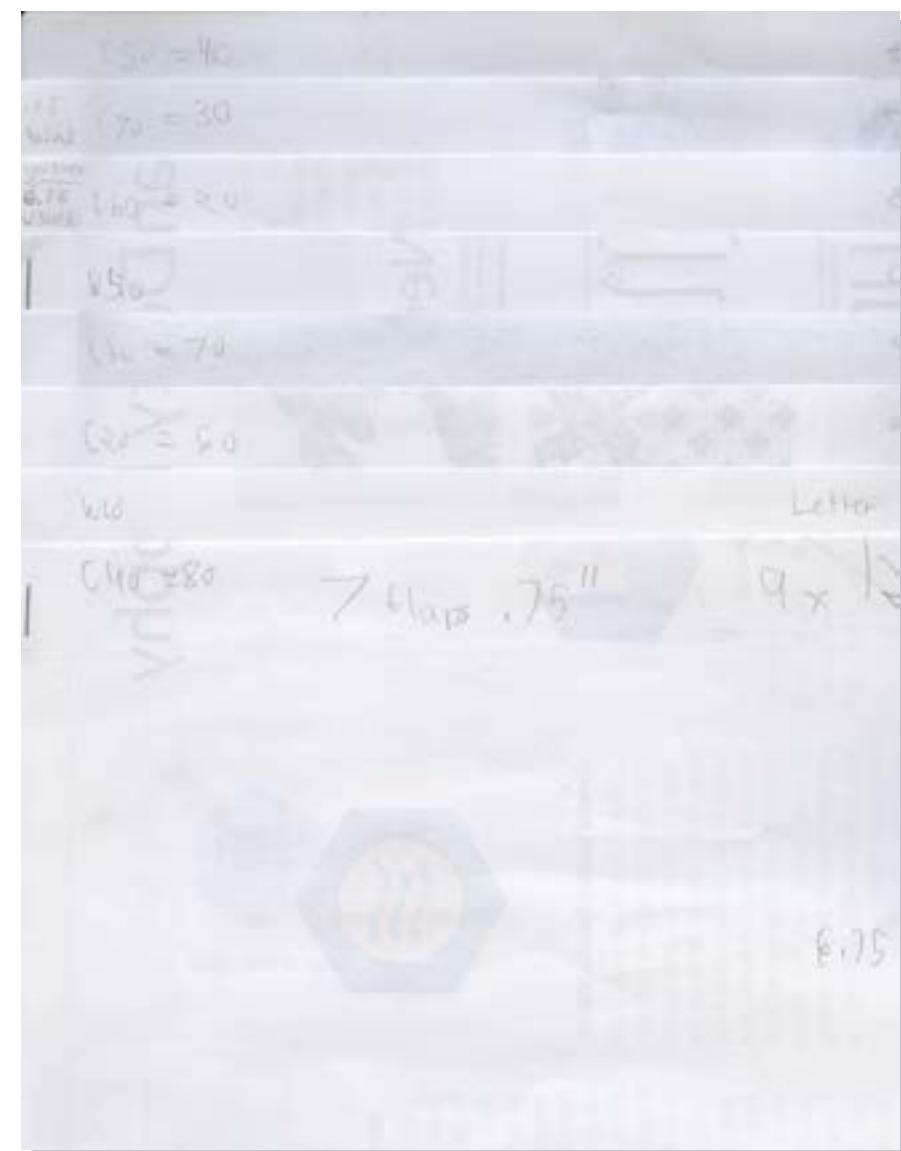
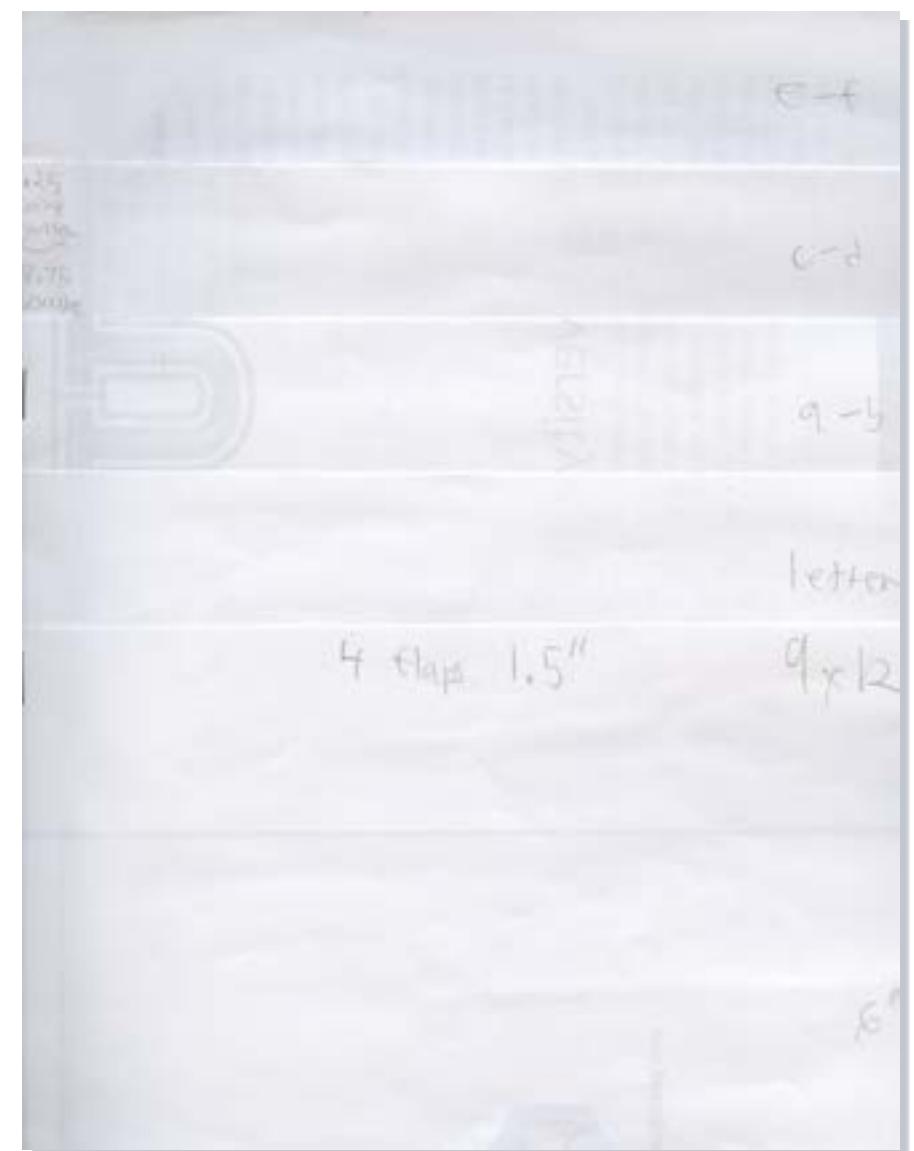
Initial Sketches



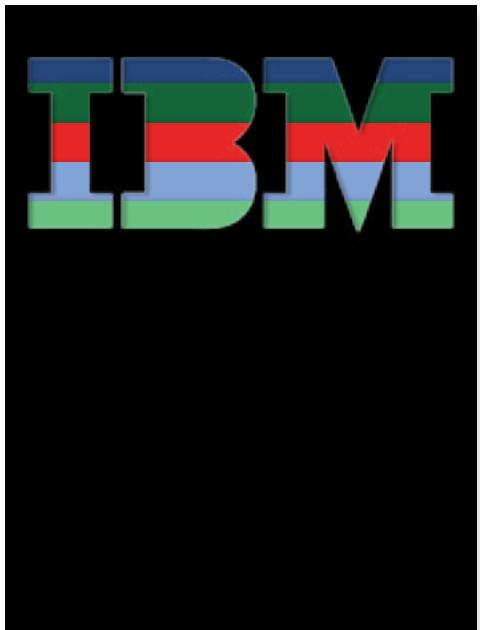
Initial Revisions



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 DEDICATED

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

75° I 18" MAX 12"

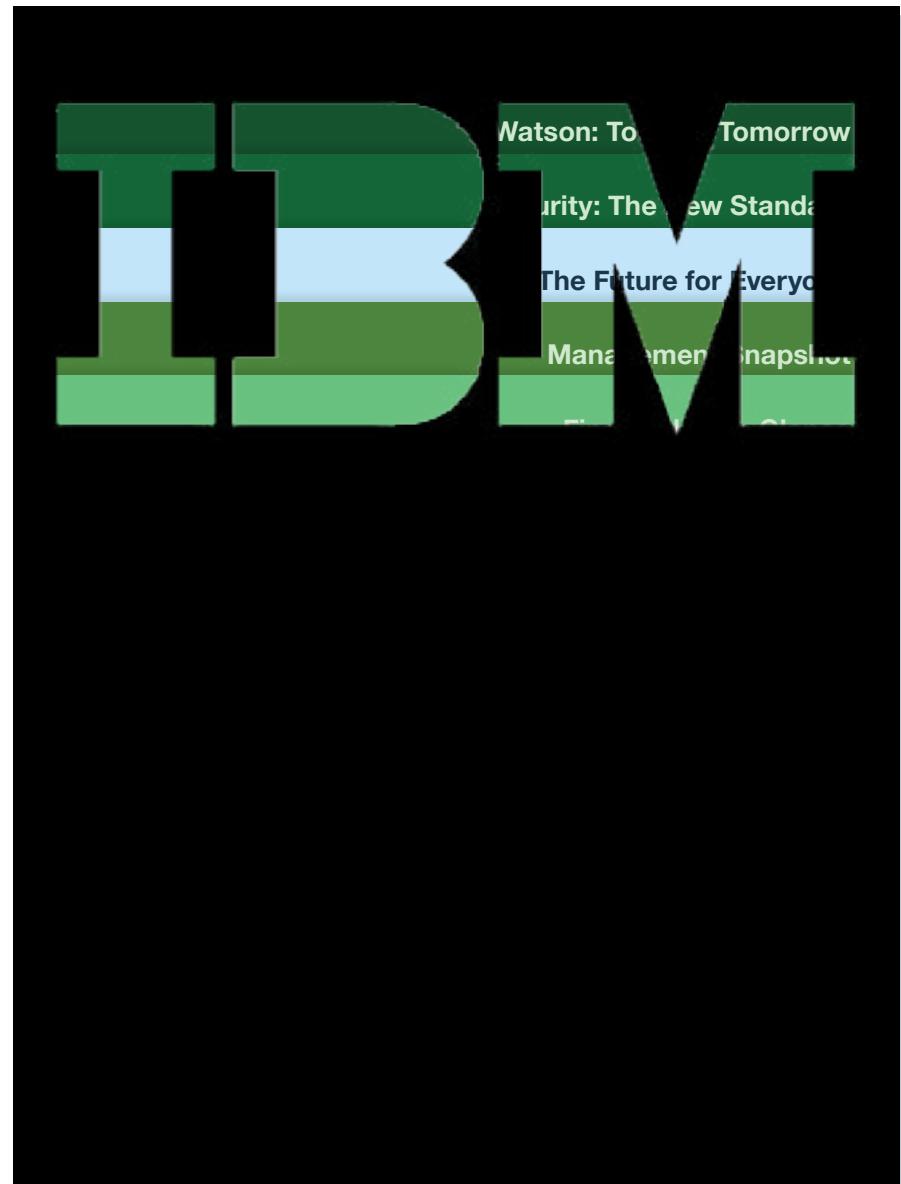
Photography & Illustration

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



Physical Finals



Final Design

Research, Consultation, and Collaboration

Watson: Today & Tomorrow

Security: The New Standard

The Future for Everyone

Management Snapshot

Financials at a Glance

Letter From the CEO

GLOBAL BUSINESS SERVICES (GBS)

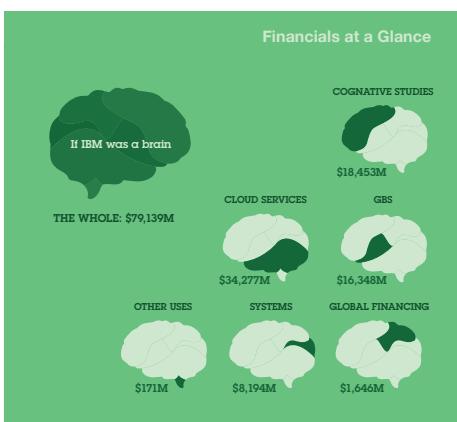
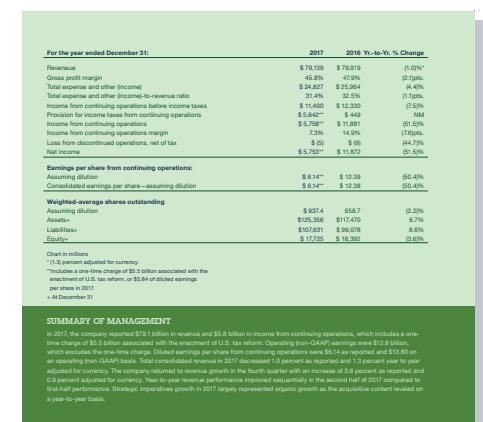
GLOBAL MARKETS

GLOBAL PROCESS SERVICES

For the year ended December 31:			2017	2016	Yr.-to-Yr. % Change
Revenue	\$ 79,139	\$ 79,919	(1.0)%*		
Gross profit margin	45.8%	47.9%	(2.1)pp*		
Sales, general and other (income)	\$ 5,645	\$ 5,564	(1.4)pp*		
Total expense and other (income-to-revenue ratio)	31.4%	32.5%	(1.1)pp*		
Income from continuing operations before income taxes	\$ 11,400	\$ 12,325	(7.5)%*		
Provision for income taxes on continuing operations	\$ 5,645	\$ 4,468	(27.0)%*		
Income from continuing operations	\$ 5,756*	\$ 11,881	(51.5)%*		
Income from discontinued operations	723	1,439	(49.0)%*		
Loss from discontinued operations, net of tax	\$ (8)	\$ 90	(44.7)%*		
Net income	\$ 5,753*	\$ 11,872	(51.5)%*		
 Earnings per share from continuing operations:					
Assuming dilution	\$ 4.61**	\$ 12.38	55.4%		
Consolidated earnings per share—assuming dilution	\$ 4.61**	\$ 12.38	55.4%		
 Weighted-average shares outstanding:					
Assuming dilution	8,937,4	8,637	(2.2)%		
Assets—	\$ 103,251	\$ 111,070	8.7%		
Liabilities—	\$ 107,031	\$ 99,078	8.6%		
Equity—	\$ 17,725	\$ 18,392	(3.6)%		
 Chart in millions					
*Includes a one-time charge of \$5.5 billion associated with the enactment of U.S. tax reform, or \$0.64 per diluted earnings per share.					
**Includes a one-time charge of \$5.5 billion associated with the enactment of U.S. tax reform, or \$0.64 per diluted earnings per share.					
*As of December 31					

SUMMARY OF MANAGEMENT

In 2017, the company reported \$9.3 billion in revenues and \$5.8 billion in income from continuing operations, which includes a one-time charge of \$5.5 billion associated with the enactment of U.S. tax reform, or \$0.64 per diluted earnings per share. Revenues in 2017 decreased 1.0 percent as reported and 1.5 percent on an operating (non-GAAP) basis. Total consolidated net sales in 2017 decreased 1.0 percent as reported and 1.5 percent on an operating (non-GAAP) basis. Income from continuing operations increased 1.0 percent as reported and 1.5 percent on an operating (non-GAAP) basis. The company's results reflect the impact of its strategic initiatives and its focus on growth, innovation, and operational efficiency. The company's performance in 2017 largely represented organic growth as the acquisition content leveled on a year-to-year basis.



RESEARCH, CONSULTATION, AND COLLABORATION

SERVICES AND SUBSIDIARIES

The company's primary service offerings include IT datacenter and business process outsourcing, application management, consulting, and technology services. These professional services are delivered through various delivery models, including staff augmentation, technology infrastructure and system maintenance, hosting and the design and development of client IT systems to a client's location. The company also provides managed services to be delivered entirely or partially through us-as-a-service or cloud delivery models. These services are provided on an annualized basis, as a fixed-price contract or as a fixed-price per measure of output contract and the contract terms range from two years to ten years.

Revenue from IT datacenter and business process outsourcing contracts is recognized in the period the services are provided using either an objective measure of output or on a straight-line basis over the term of the contract. Under certain contracts, revenue is recognized based on the amount of revenue recognized on the services delivered in the period.

Revenue from consulting services, technology infrastructure, and system maintenance and hosting contracts is recognized on a straight-line basis over the terms of the contracts. Revenue from professional services contracts is recognized as labor hours are delivered and direct expenses are incurred. Revenue related to extended warranty are provided under separate contracts and are recognized on a straight-line basis over the delivery period. Revenue from consulting services contracts is recognized on a straight-line basis over the term of the contract. Under certain contracts, revenue is recognized based on the amount of revenue recognized on the services delivered in the period.

In some service contracts, the company bills the client prior to completion of the work performed. To determine whether circumstances arise that change the original estimate of total costs, the company monitors progress toward completion, revisions to the estimates are made. These revisions may result in increases or decreases in estimated revenues and/or costs. Revisions to the estimates are made in the period in which the circumstances that gave rise to the revision become known by the company.

Revenue from IT datacenter and business process outsourcing contracts accounted for under the POC method in order to determine whether the latest estimates of revenues, costs, and timing are appropriate. When the latest estimates indicate that the contract will be unprofitable, the entire estimated loss for the remainder of the contract is recognized using the POC method. Under the POC method, revenue is recorded as incurred.

Revenue from consulting services, technology infrastructure, and system maintenance and hosting contracts is recognized on a straight-line basis over the terms of the contracts. Under certain contracts, revenue is recognized as labor hours are delivered and direct expenses are incurred. The company performs the services prior to billing the client. Under certain contracts, revenue is recognized on a straight-line basis over the delivery period. Revenue from consulting services contracts is recognized on a straight-line basis over the term of the contract. Under certain contracts, revenue is recognized based on the labor costs incurred to date as of the end of the month in which the company performs the services or in accordance with specific contractual provisions.