

# Design Something Hiring Posters 2017

RIM



First Concept

The Associated Students of University of the Pacific (ASuop) is a student-run government, in charge of financing clubs, putting on events for the student body, and communicating with the University about student problems for a better morale. ASuop is split into three different categories; Senate, Arts & Entertainment, and Graphic Design & Prowl TV. The Senate is responsible for approving finances and create legislation for the student body. The Arts & Entertainment division plans recreational activities like concerts, lectures, festivals, and film series. Lastly, the department I worked for, Graphic Design & Prowl TV, creates advertisements in the form of commercials or fliers and posters. Towards the end of the year I was in charge of creating a separate hiring series for this department.

I was interested in creating a series featuring a very strong call to action, which is where *Design Something* was born. Our department exclusively hires within the graphic design major and I wanted to attempt to attract people with little work experience, those who might have a strong potential, to apply. In this, I chose the *Design Something* tagline to emphasize that through ASuop Graphic Design you have the chance to design something memorable, remarkable, and interesting.

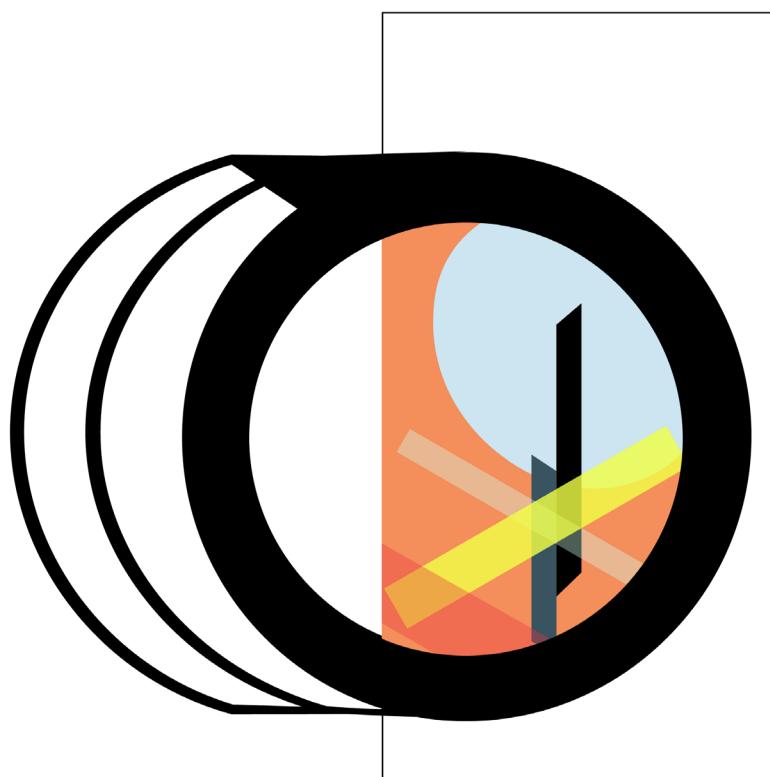
Initially, I was really attracted to posters that you can visualize yourself and started with a human figure and wanted a variety of abstract textiles ontop of it. When it started to get too busy I felt that took away from the strong message that I started with. I also thought that having a person seemed cliche and overplayed. So I decided to play around with the idea of Bauhaus, a concept being introduced in school and in many of my classes.

This series took five influential Bauhaus designers with their most recognizable pieces, some adapted to avoid copyright. Mostly for their strong and recognizable style and also distinct differences between them. I wanted to create a shape that imitated a monocle as if looking through a designers eye on a blank piece of paper.

These graphics would be printed as a series on an 8.5"x11" as opposed to our usual format of printing on an 11"x17". I designed these posters to be placed sequentially next to each other or to work well as a piece on their own. Lastly I adapted the poster concept as a sticker so that it could be printed as a circular design and placed on the disposable coffee cups sold around campus.

# Design Something Hiring Posters 2017

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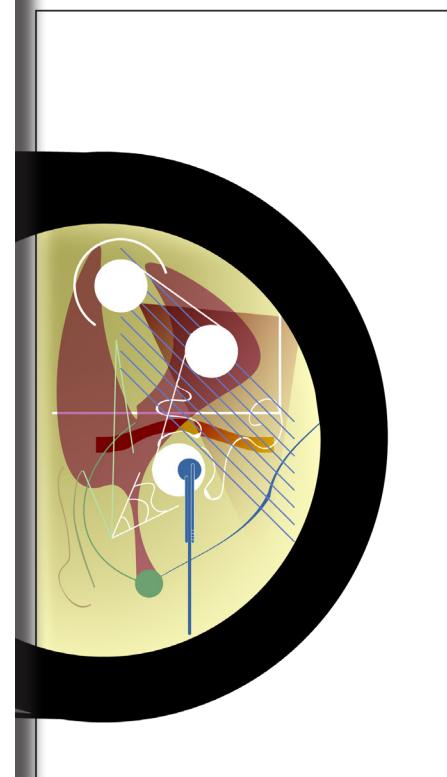
LASZLO MOHOLY/NAGY



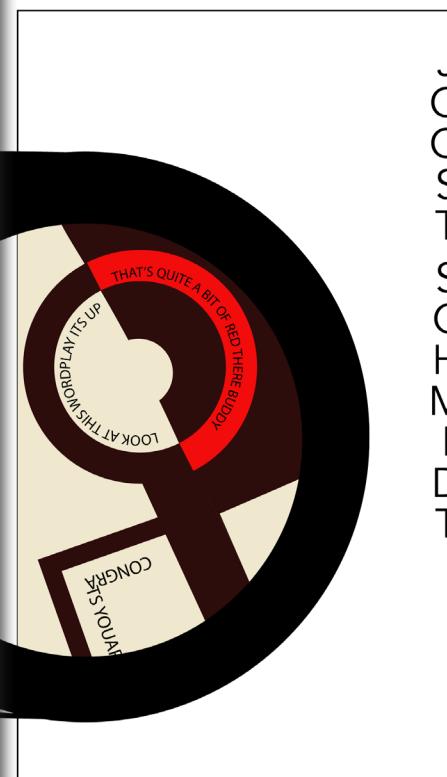
HERBERT BAYER



PAUL KLEE



WASSILY KANDINSKY



JOOST SCHMIDT

DESIGN  
SOMETHING.

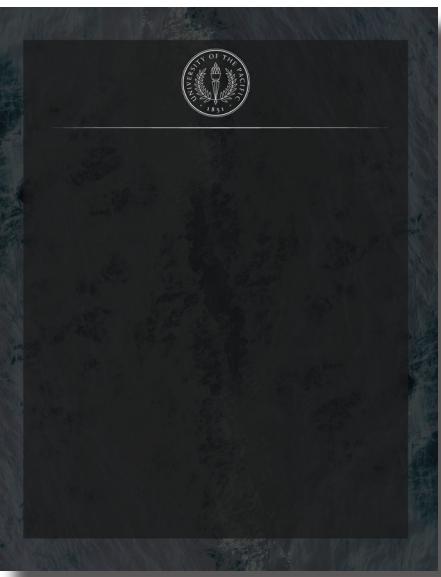
ASuop Graphic Design  
Now Hiring

# Research Day Spread Redesign 2017

RIM



Full Spread



Letterhead



Original Spread Design

Every year, University of the Pacific holds the Pacific Undergraduate Research and Creativity Conference (PURCC) for its undergraduate students to show off the work that they've accomplished over the past year whether it's in the humanities or STEM fields. Graduate students are given their own chance to present their work the following weekend in their own convention called Research Day. The same graphic designer worked to create marketable materials for both conferences because they are run by the same committee. However, the chair of the committee was not fond of his cover spread for Research Day and tasked me to create something that was more visually interesting as opposed to the original minimalist style. This spread was designed for two 8.5"x11" pieces of paper to act as the front and the back cover of a program summarizing the people presenting during the event.

The original design focused on using the university colors of orange and white. The previous graphic designer used negative space to create a minimalist representation of a distinctive building on campus; emphasizing its pointed rooftop and large grid-shaped windows. I chose a grayscale color scheme to seem dramatic and more professional. I also changed the photos to appear more visually engaging and exciting. The photos on the right page of the spread were taken from a provided gallery of images from the years prior. The photos on the left were taken from a free stock photo image gallery as well as the texture from the background. *None of these photos are taken by me.* I chose to fill up most of the space with a square border that made the building pop out more and made the negative white space stronger. To create the rock-like texture of the background I overlaid images of waves at little opacity and placed a black square ontop of it to get rid of the blue color.

I took out the logo on the front of the page that seemed to visually collide with the rest of the image and made a letterhead with it as the main focus on the first page of the program. This letterhead used the same texture as the front page and was turned into a word document so that individuals could change the text as needed.



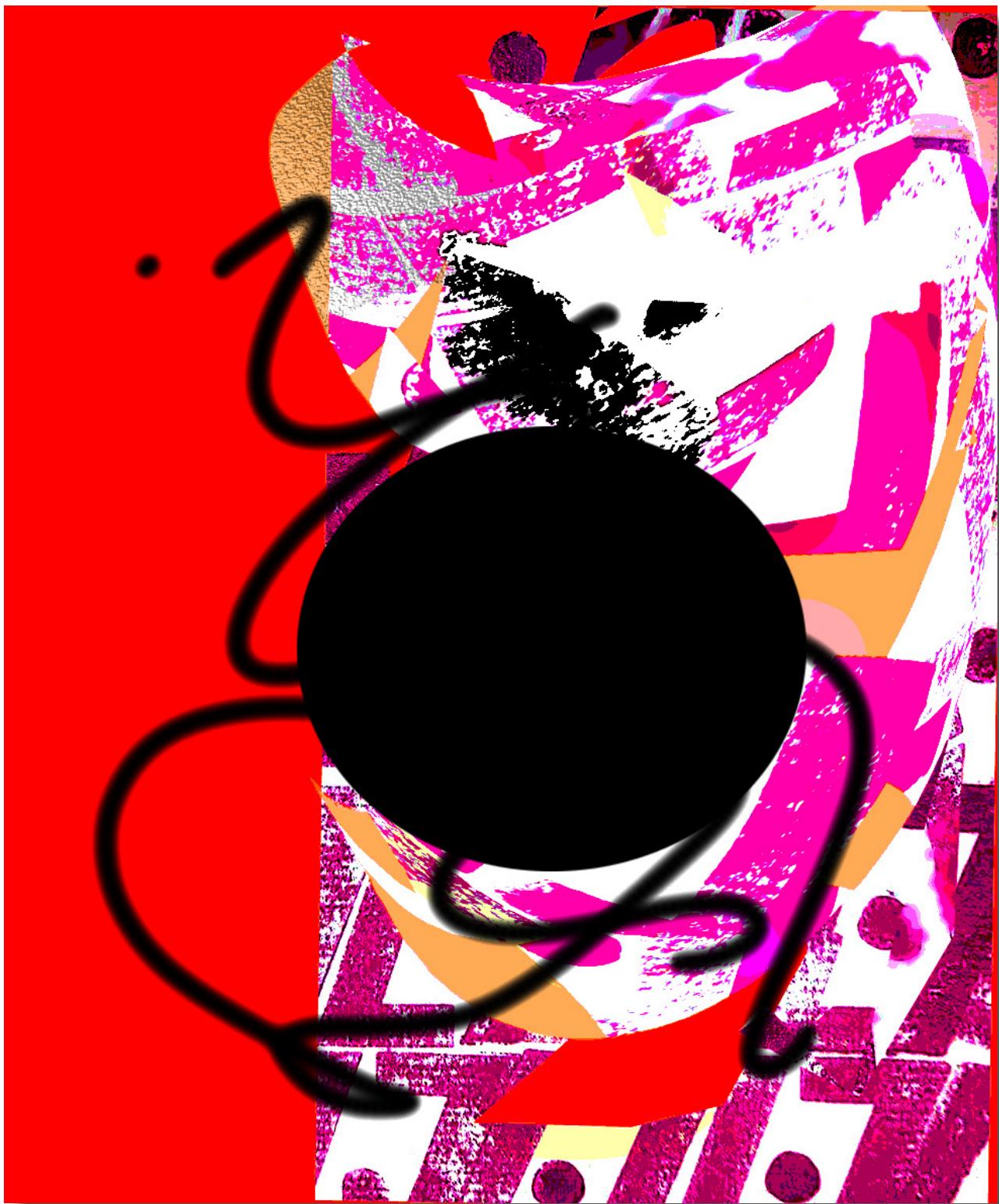
RocketMan 8.5" x 11"



Adventure Awaits 8.5" x 11"

# The Girl with the Dragon Tattoo Book Cover 2017

RIM

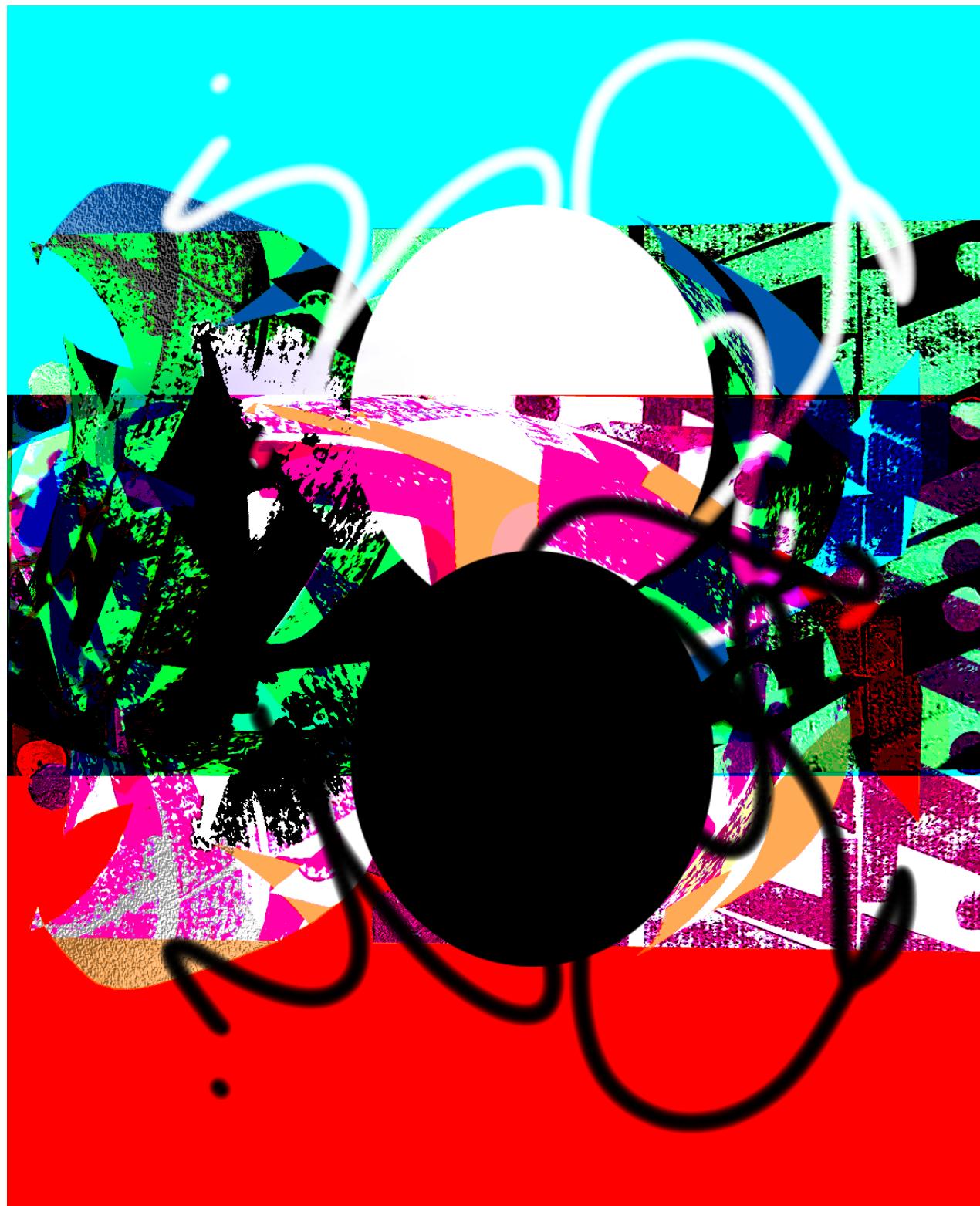


In an introductory typography course we had learned about Johannes Gutenberg, his letterpress, and how it impacted the structure of typography. To get a better understanding about the shape of letters we were assigned to make four unique patterns using wood-carved letters from the school letterpress. Through a lot of trial and error we experimented with how much ink needs to be applied, how carefully the letters need to be aligned, and how hard we need to press for the patterns to come out ideally. Once we had made four patterns, we digitally experimented with them by uploading these images onto illustrator or photoshop and playing with effects and filters to create an artistic print. Primarily I used photoshop, a program that I had less experience with. The images on this page show several drafts I had made while experimenting.

I decided to focus on the draft on the left because of its vibrant and bright colors and contrast with the thick black. The neon colors also seem to add a variety of texture that makes it seem kind of grainy. The soft lines and jagged corners also made it an interesting composition.

# The Girl with the Dragon Tattoo Book Cover 2017

RIM

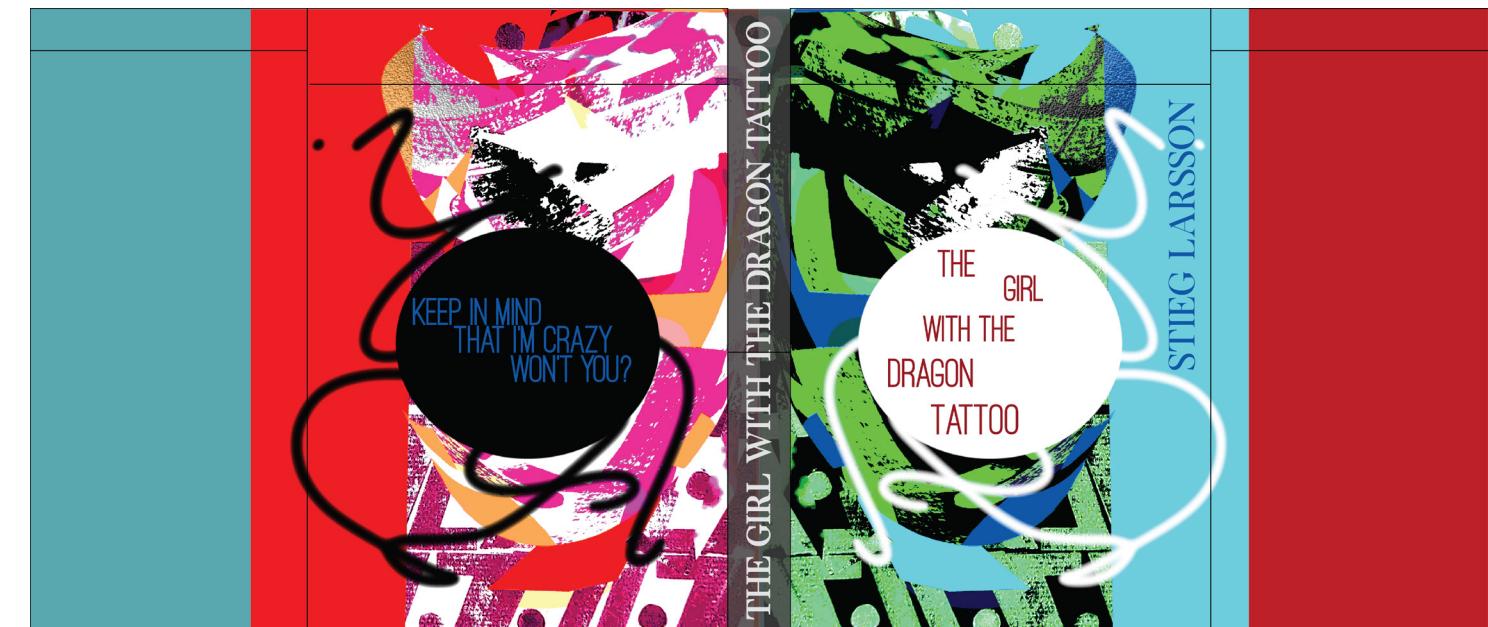


Dope 20.2" x 16.4"

I flipped the image over and inverted the colors because I appreciated how it looked like a landscape being reflected in the water. It also contributed towards an idea of duality and symmetry. The piece was printed out vertically on a 13" x 18" piece of paper while the piece itself was scaled down from 16.4" x 20.2" in order for it to fit.

The next part of the assignment was to create a book cover for an existing novel, complete with a synopsis of the book and biography about the author on the inner flaps. I thought that vertical symmetry would look better with the main central image remaining uninterrupted by the spine of the book. In this position, I thought that the ragged geometry and grainy texture was reminiscent of lion dragon statues so I decided on the book *The Girl with the Dragon Tattoo* by Stieg Larsson.

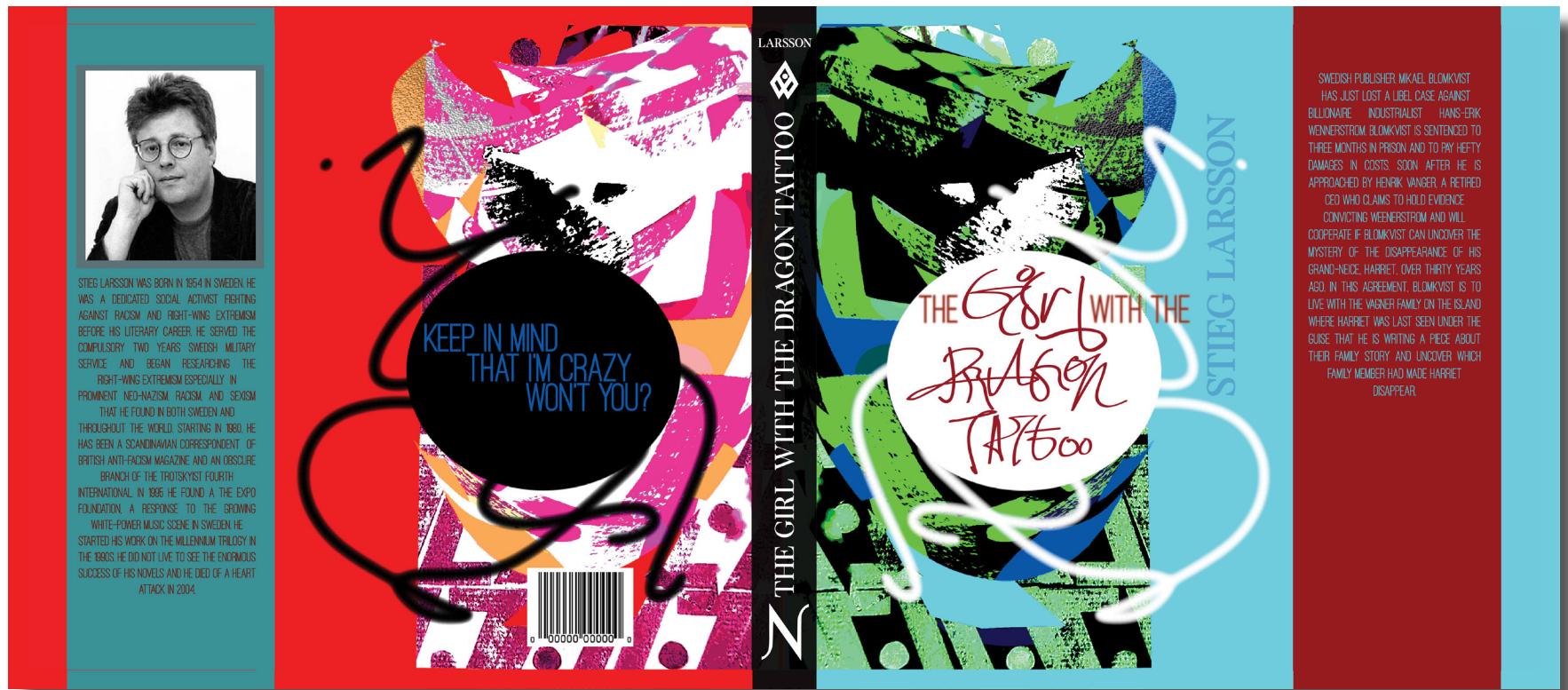
I fitted the cover to a random novel to create the sleeve with the front and back cover ending up to be 6.3"x 8.75". When drafting concepts I used the white circle to frame the title but I struggled to find an interesting way to place the words inside. The fonts were chosen for its modern look, but I chose a serif title and author name to make it easier to read.



Book Cover First Draft

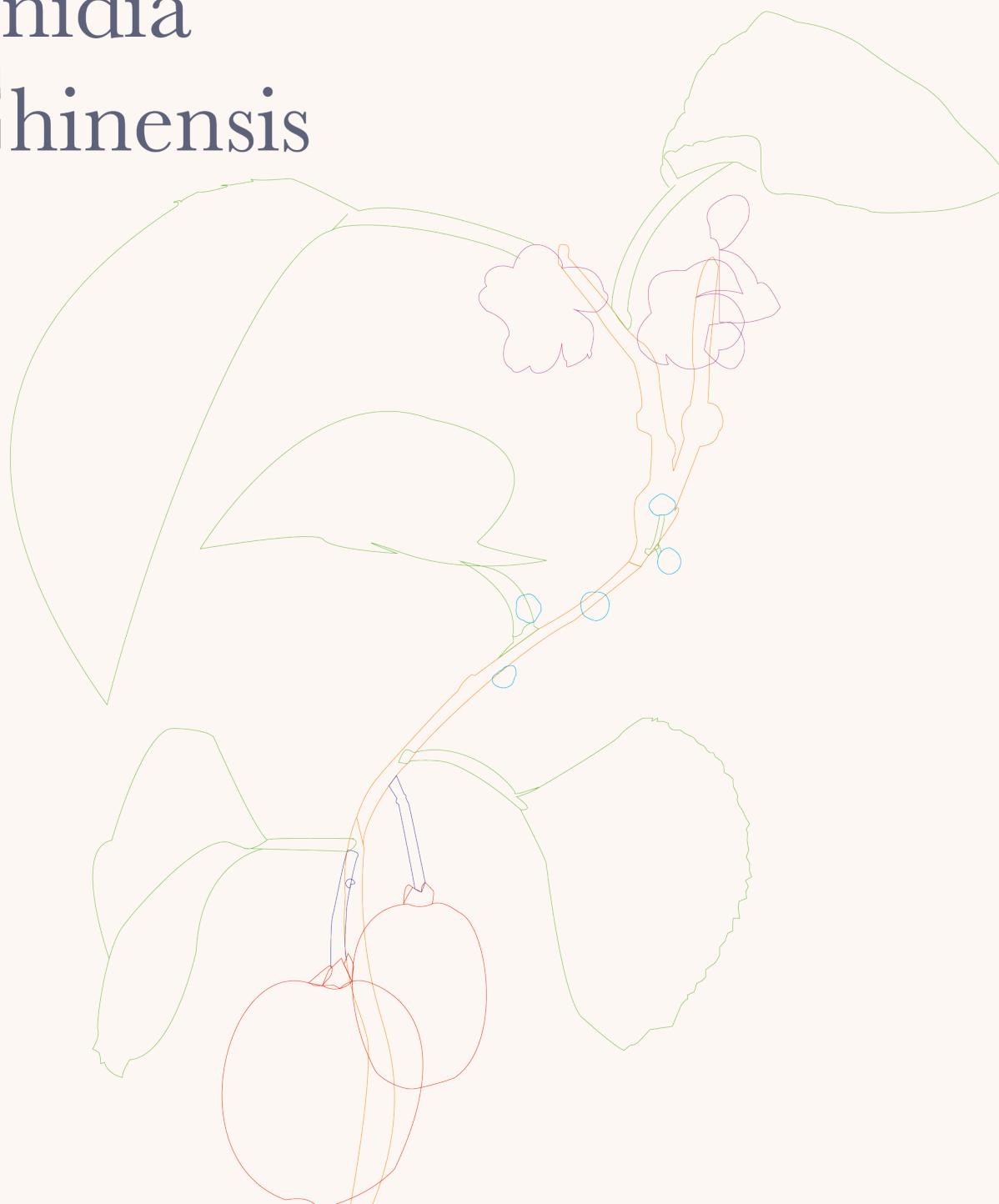
# The Girl with the Dragon Tattoo Book Cover 2017

RIM



In the end I decided to hand write the most interesting words to create a relationship between the energetic lines of the background with those inside the circle. I also decided to fade out the letters on the front cover because I wanted those key details *Girl*, *Dragon*, and *Tattoo* to be the most memorable aspect of the title page.. I made the spine black to provide a clean frame for the text and I think I would make the inner flaps black as well. I would also choose for the traditional serif typeface so the words aren't in all caps and justify the paragraphs left. These changes would make the flaps easier to read.

## Actinidia Chinensis

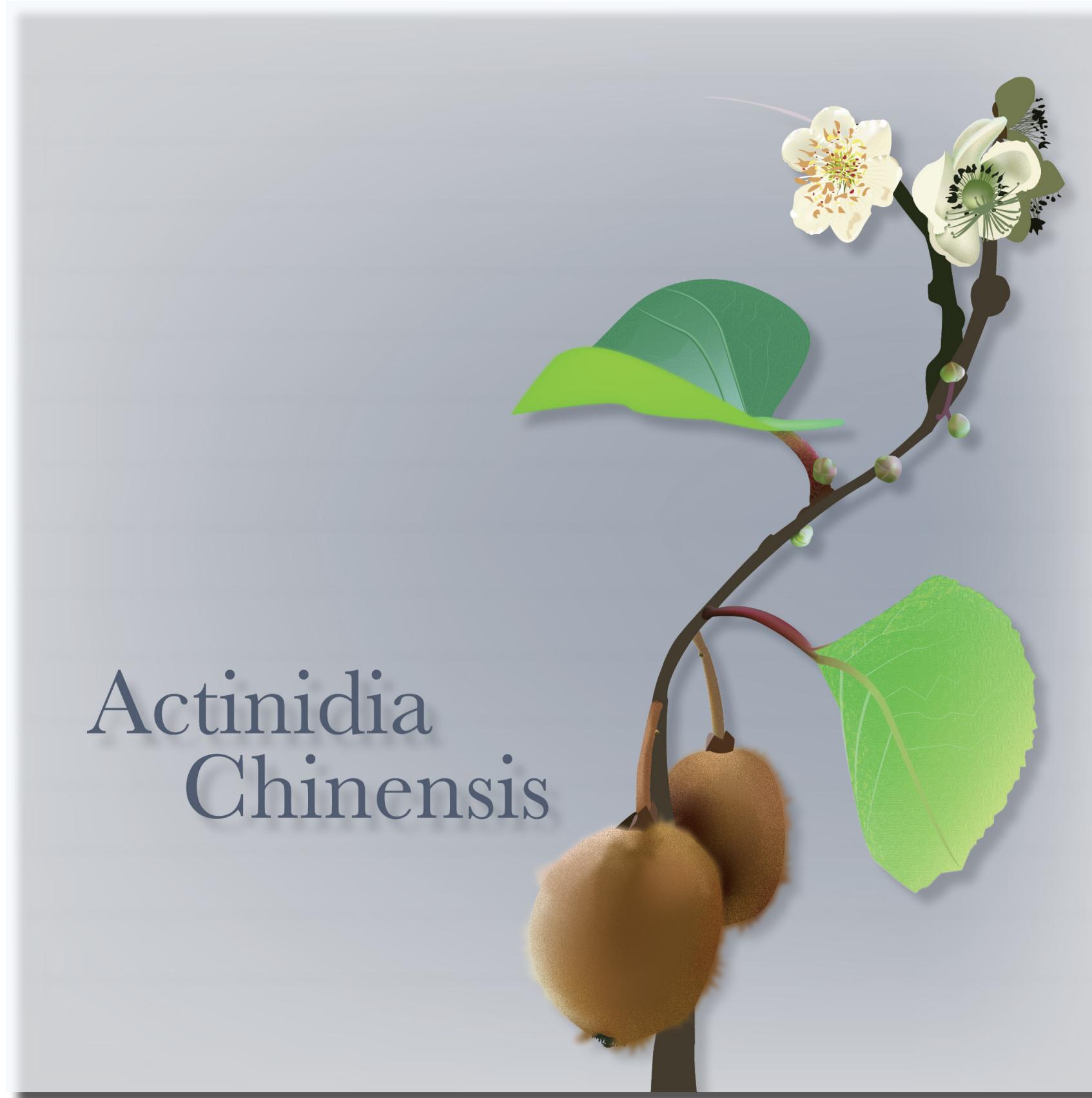


Kiwi Lines, Form, and Composition

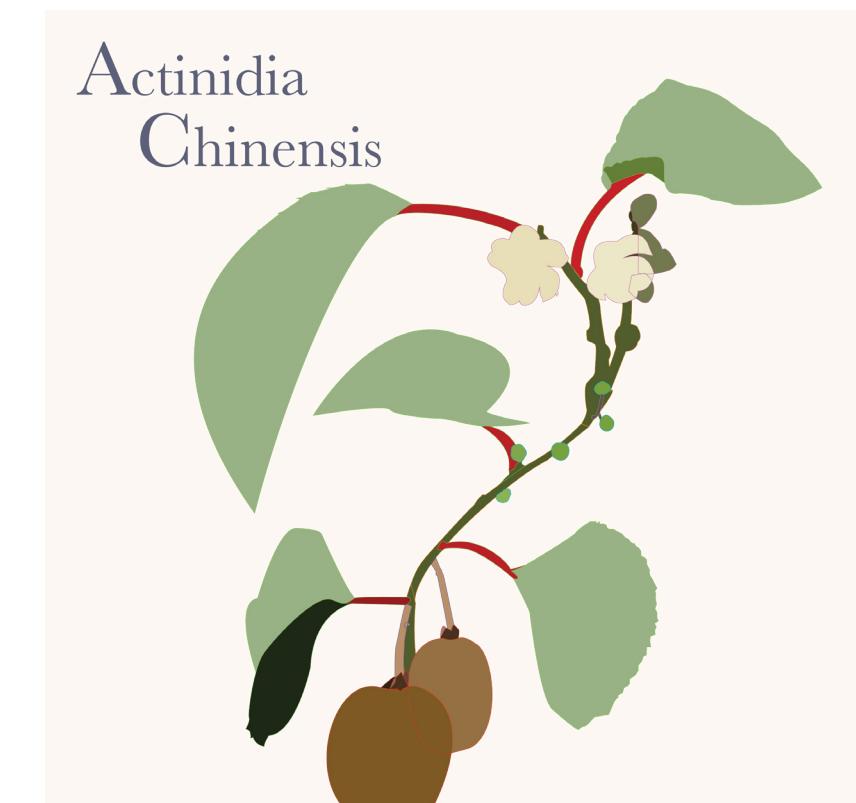
This assignment was to create a scientific illustration of a fruit that we had a personal connection to. It needed to have several parts including a stem, bud, flower, and leaf. I chose the kiwi, *Actinidia Chinensis*, for its significance of Chinese culture and the nostalgic value it has to me.

Several iterations were created per each major step. This was so it would be easy to go back and change the appearance if necessary or have a backup in case the working files get corrupted. I focused on creating a realistic graphics, through capturing the textures, and trying to capture small details that most people wouldn't notice unless zoomed in. The hardest aspect was composition as I had to digitally reference several images and try to compose them in a logical and realistic manner.





Finished Product



Color Fill



Shadows and Textures

# Sziget Poster 2019

RIM



Original Poster

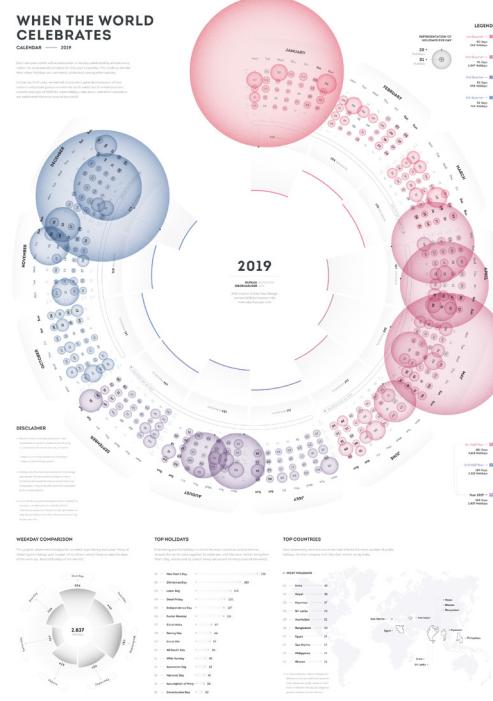


Facebook Post

This project was to recreate a typographic-based poster to try and make it better in the context of typography. These poster had to be about a sequence of events or a series. I chose the famous European music festival, Sziget, 2018's artist poster. The actual poster for Sziget listed all of the artists but lacked organization to understand what days they were performing on. The Facebook media post contained all the artists on their dates but lacked an aesthetically pleasing layout. My goal was to try and combine the two in order for one interesting and easy to read design.

# Sziget Poster 2019

RIM



Inspiration

Drafts



# Sziget Poster 2019

RIM



I was really attached to having a small square in the middle emphasize the information and look similarly like a small polaroid photograph. However, throughout my iterations I had a hard time trying to make the poster interesting but also have all the elements work well together. This poster worked the best out of my iterations because it had strong elements across all layers working together.



Front Cover



Back Cover

This project was to create a small booklet, advertising for the Design Department at UC Davis. This book is about 2.75"x4.25" and was perfect bound. The text was already given to us as well as the images; our assignment was to format it into a visually consistent and intriguing book. This project will be shown in four stages; images only, text only, a draft, and the final product. In each iteration the pages are displayed from left to right in their original order.

The images section was to experiment with visual layouts and trying to create a narrative. I tried to use the left image to tie to the spread beforehand and used the right image to display similar information for an entirely different product.

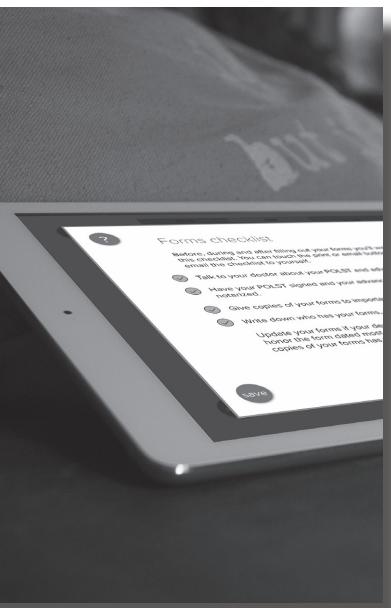
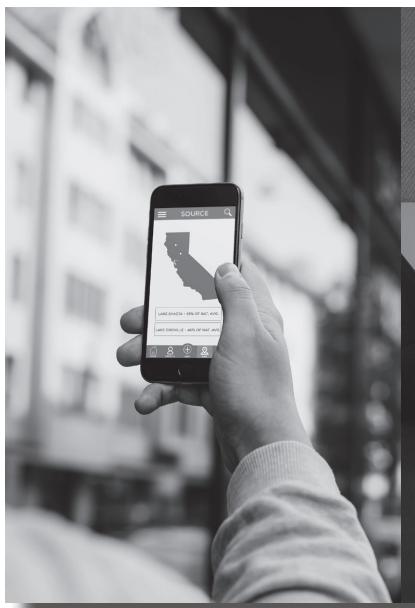
The text only was to create an interesting layout only using type, without sacrificing its legibility. However as I look over the spreads, I tried to create layouts separately without looking over the booklet as a whole.

The third draft I focused on using color as a key element to tell the reader what to focus on. It still encountered the same problems as my text-only layout where there was too much visual change throughout all the pages. I also struggled to keep the book interesting especially towards the end with longer paragraphs.

The final version, I narrowed down the different visual elements and focused on using hero images to capture the viewers' attention. The simplicity of using the same square over and over again made the elements stronger.

# Department of Design 2019

RIM



Images Only

Department of Design  
University of California Davis

## Department of Design

University of California Davis

The Department of Design offers a creative, challenging, and flexible approach to the study of design

with an emphasis on socially responsible, human-centered, and sustainable practice.

The UC Davis Department of Design is the only comprehensive academic design department in the University of California system.

We deliver a research-focused graduate (MFA) and undergraduate (BA) curriculum that fully integrates design history, theory and criticism with design thinking, making, writing, visual literacy, and creative practice.

Studio courses include design as practiced in

exhibition, lighting, fashion, textiles, information and visual communications (digital, environmental, print), interior architecture, and product design.

We stress strategies of sustainability, reuse of materials, and inclusivity.

Our curriculum encourages students to work interdisciplinarily across different areas of design in order to solve particular problems that demand skills and techniques across disciplines. Students will be introduced to computing skills in all course work without sacrificing knowledge in hand craftsmanship. The department has dedicated studios and computer labs where projects can be constructed in a very collaborative environment.

The M.F.A. program in Design unites theory and practice. This two-year program encourages an interdisciplinary approach. The Department of Design at UC Davis offers graduate students a unique opportunity to work with a dedicated and renowned design faculty within one of the nation's top public research universities. Our graduate students will have the option to focus on intensive studio activity, work on

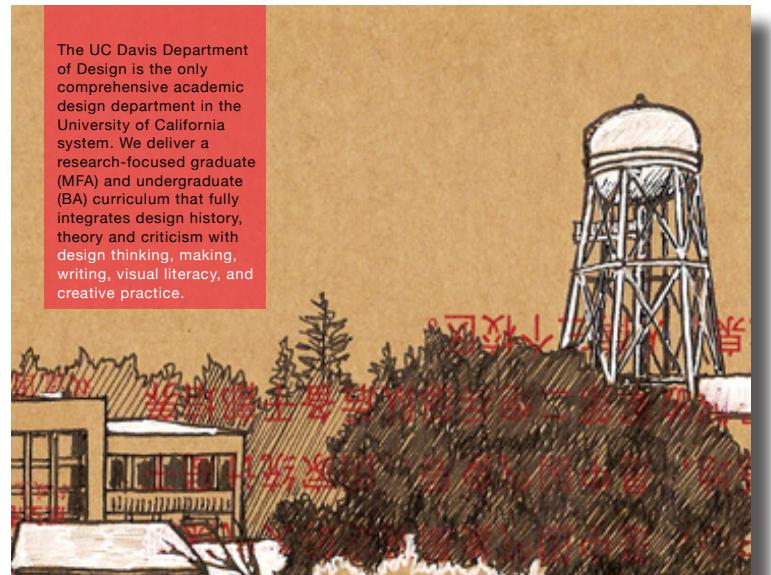
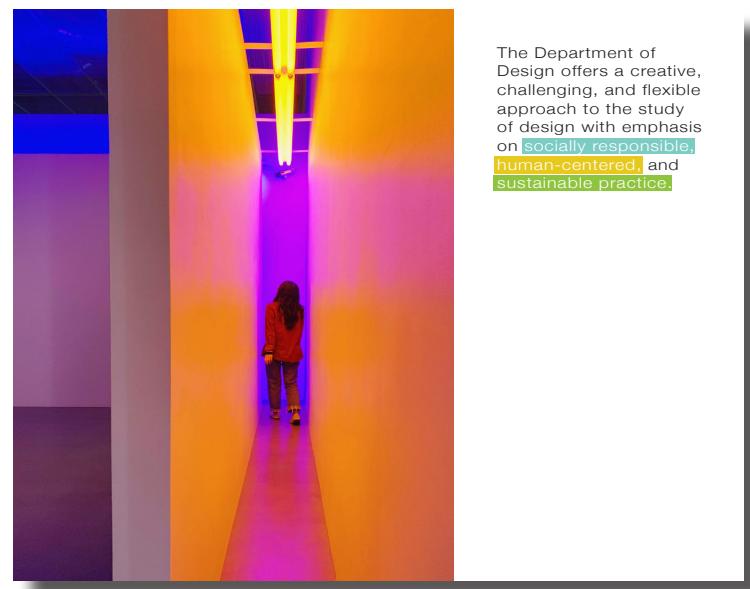
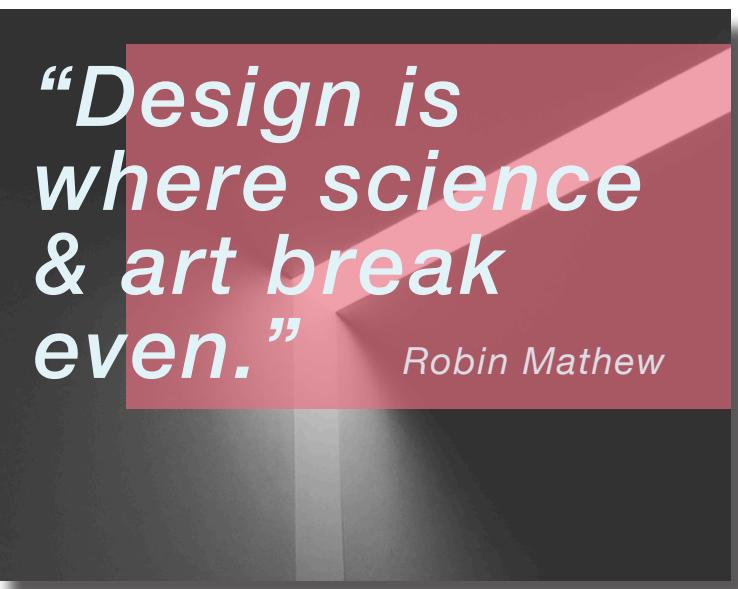
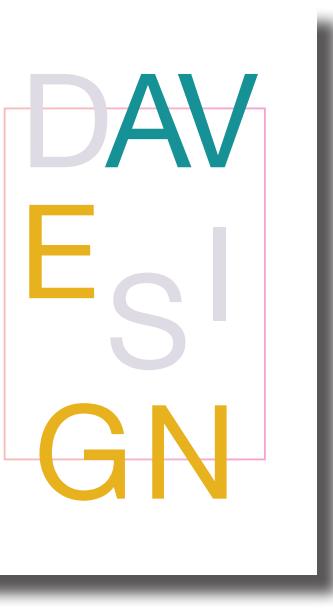
collaborative projects with other design students and faculty, focus on sustainability and its relationship to the design practice, and/or take advantage of collaborative opportunities with over 100 departments and programs at UC Davis.

These range from the arts and humanities, to social science and politics, to biological science and agriculture, or projects with the UC Davis Professional Schools of Medicine, Law, or Veterinary Medicine.

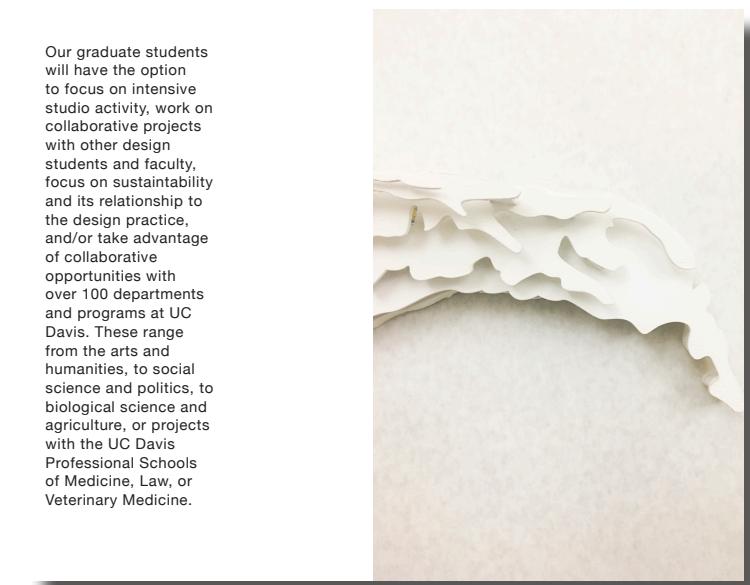
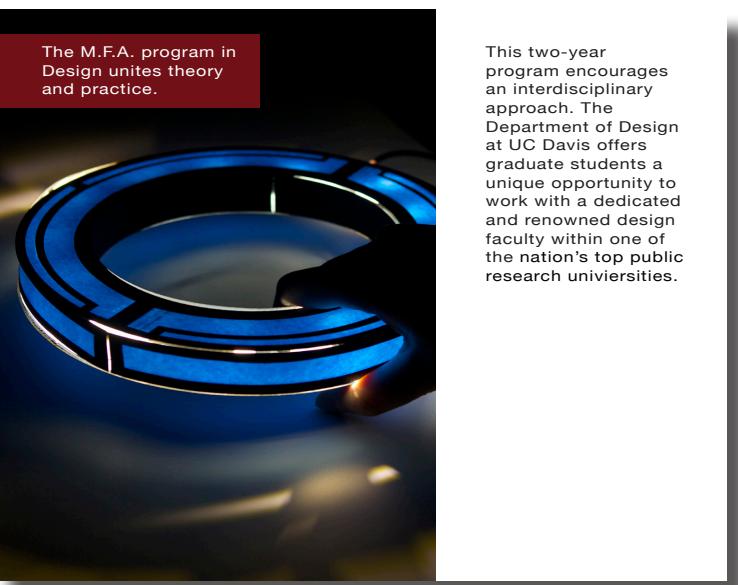
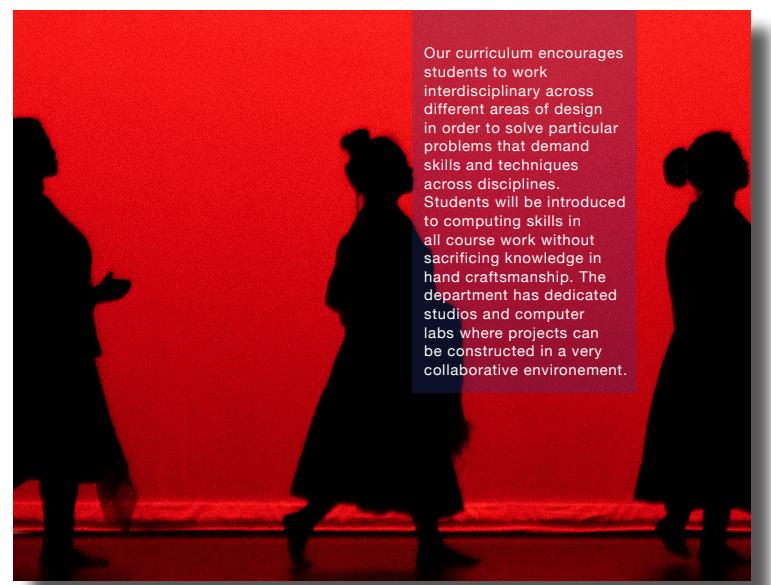
*Text Only*

# Department of Design 2019

RIM



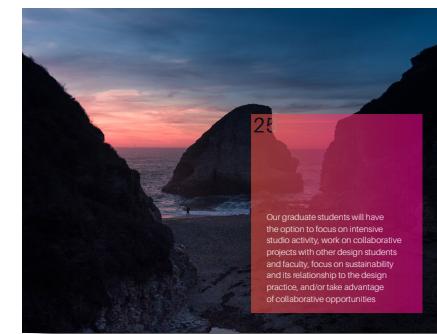
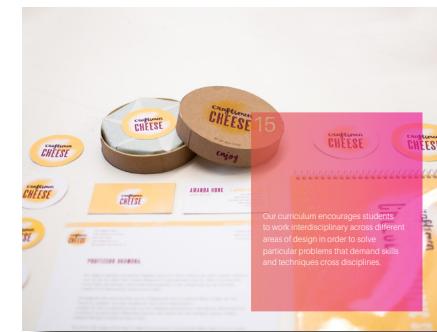
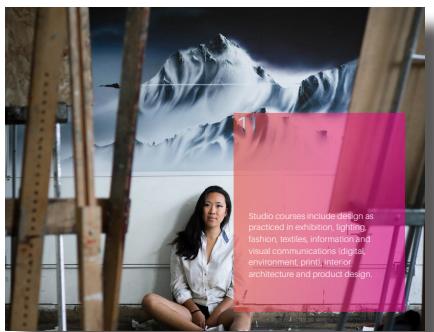
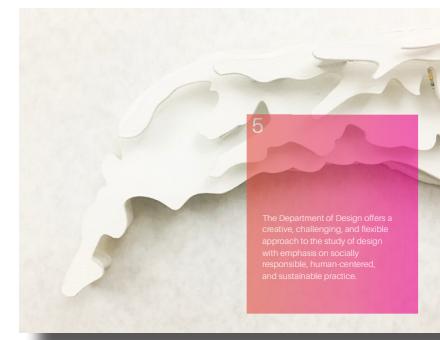
Studio courses include design as practiced in exhibition, lighting, fashion, textiles, information and visual communications (digital, environment, print), interior architecture, and product design



# Department of Design 2019

RIM

DAV  
E S I  
G N



# Cafe 2017

RIM



A model of a cafe made in AutoDesk Maya.  
Original picture made by Tommy Kim *Halloween Cafe*.



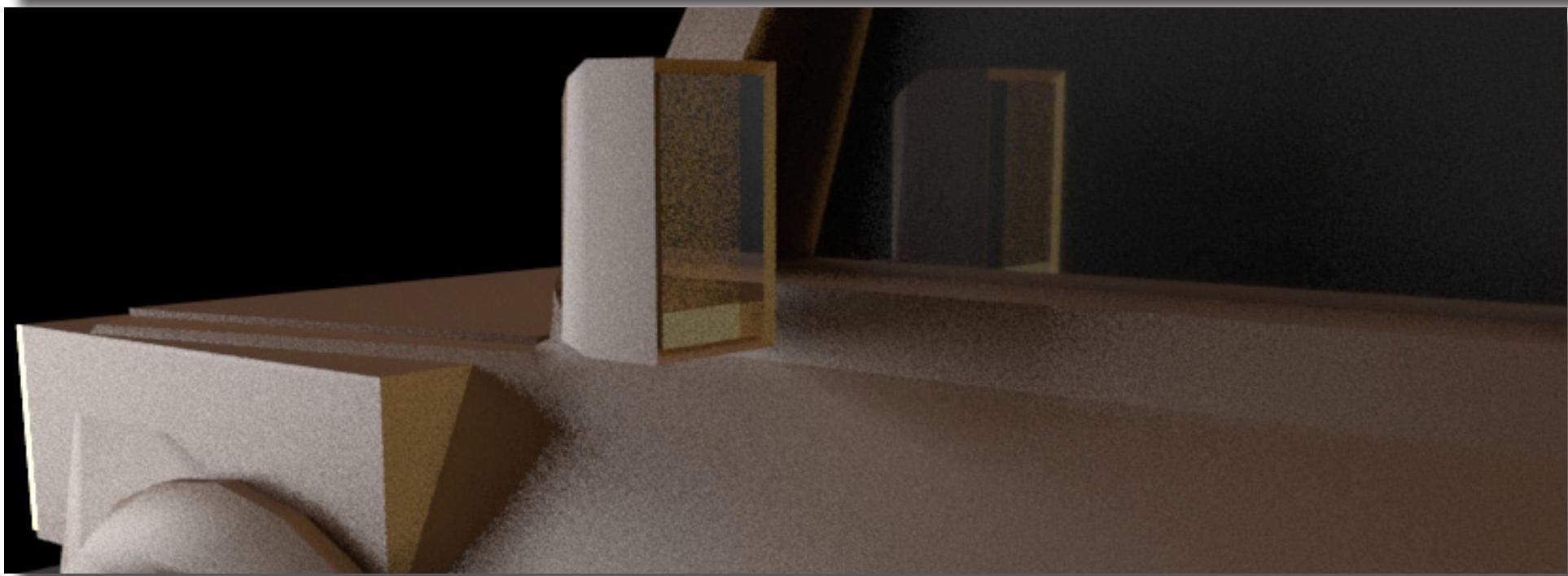
*Halloween Cafe by Tommy Kim*

# Toy Car 2017

RIM



A model of a car made in AutoDesk Maya.  
Original picture given in class.

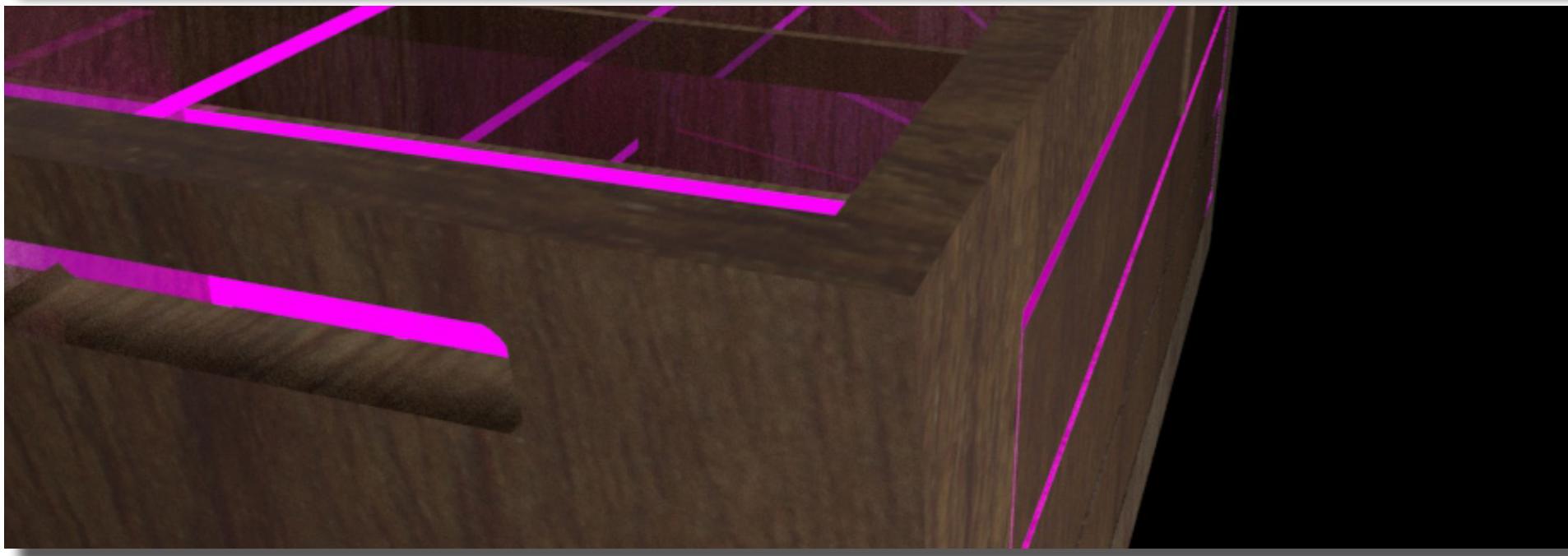


# Wooden Crate 2017

RIM



A model of a box made in AutoDesk Maya.  
Wood texture was found online. Model made by me.

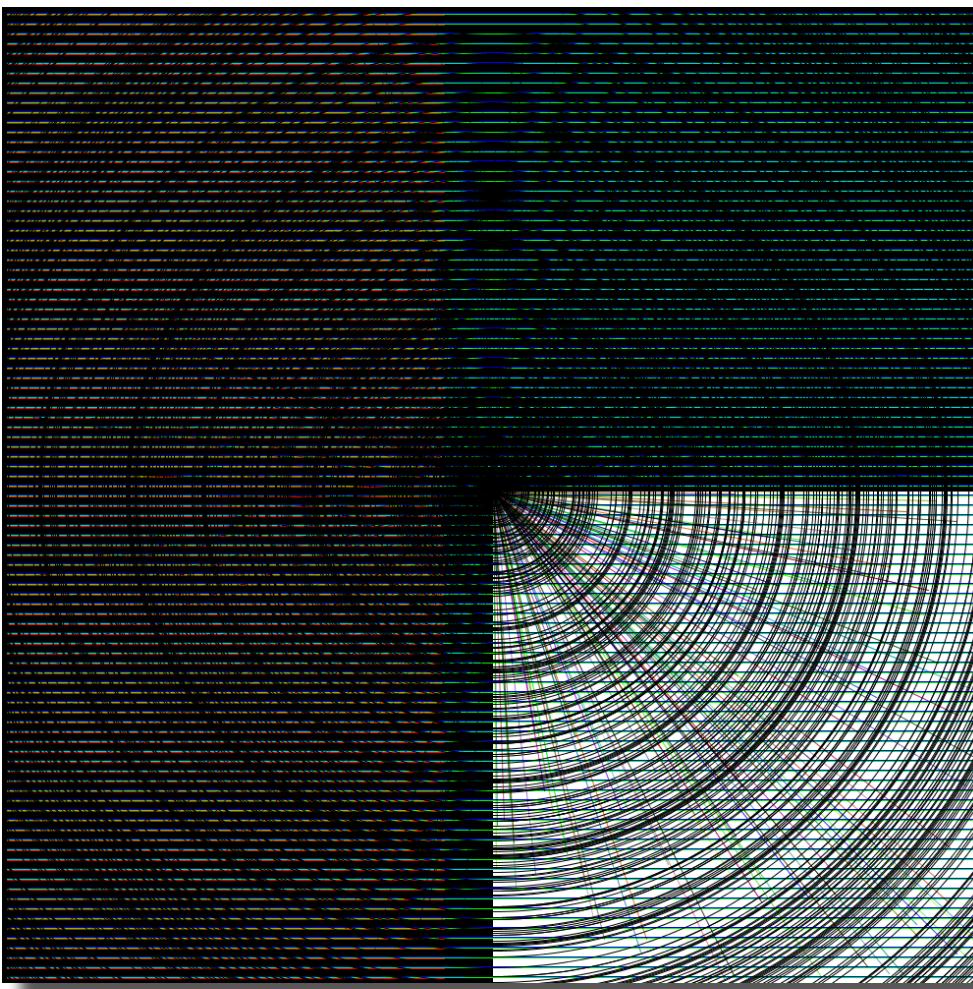


# Processing Patterns 2018

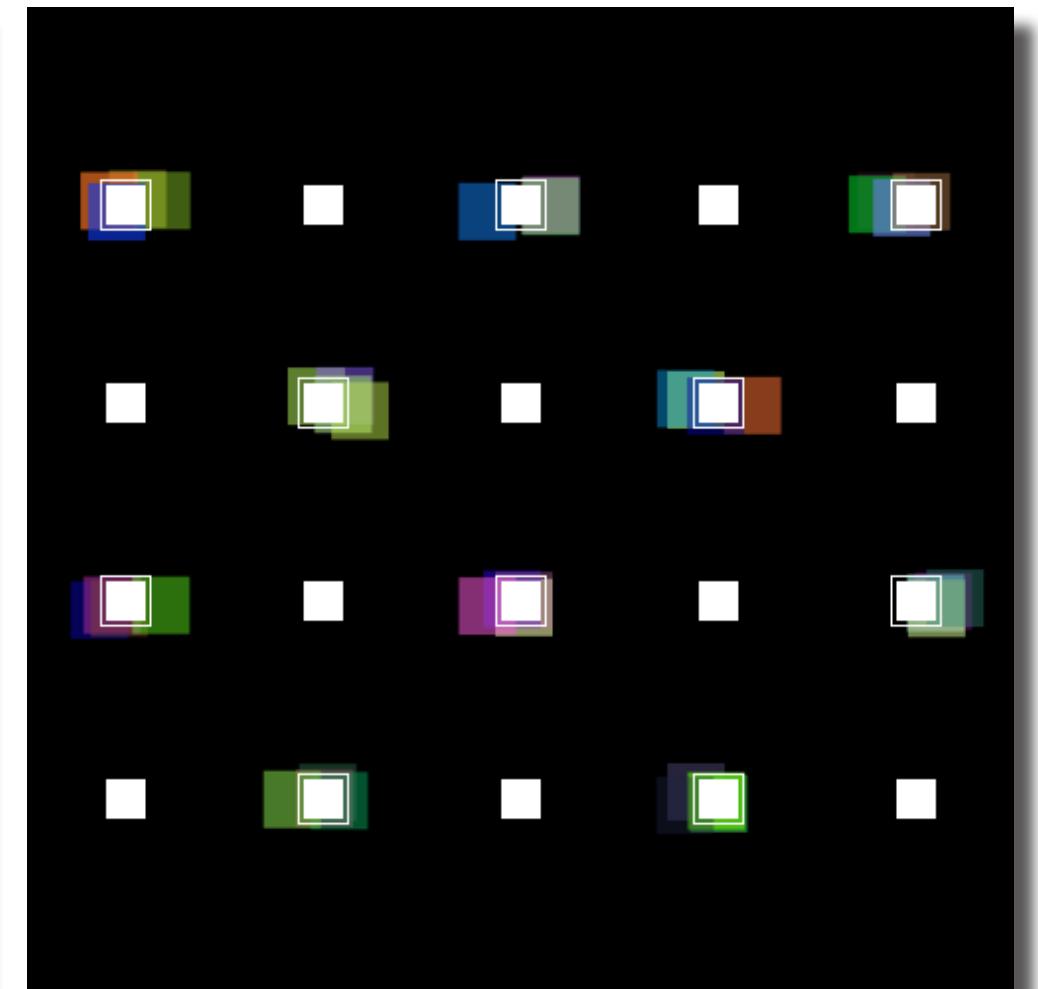
RIM



Moonshine



What Do You See?



Windows

Processing is a graphic-creation coding language to create algorithm-based designs. Through it, you can create static, still, randomly-generated or interactive designs.

*Moonshine* gradually shows white lines entering the screen decreasing the distance between them over time until they stop.

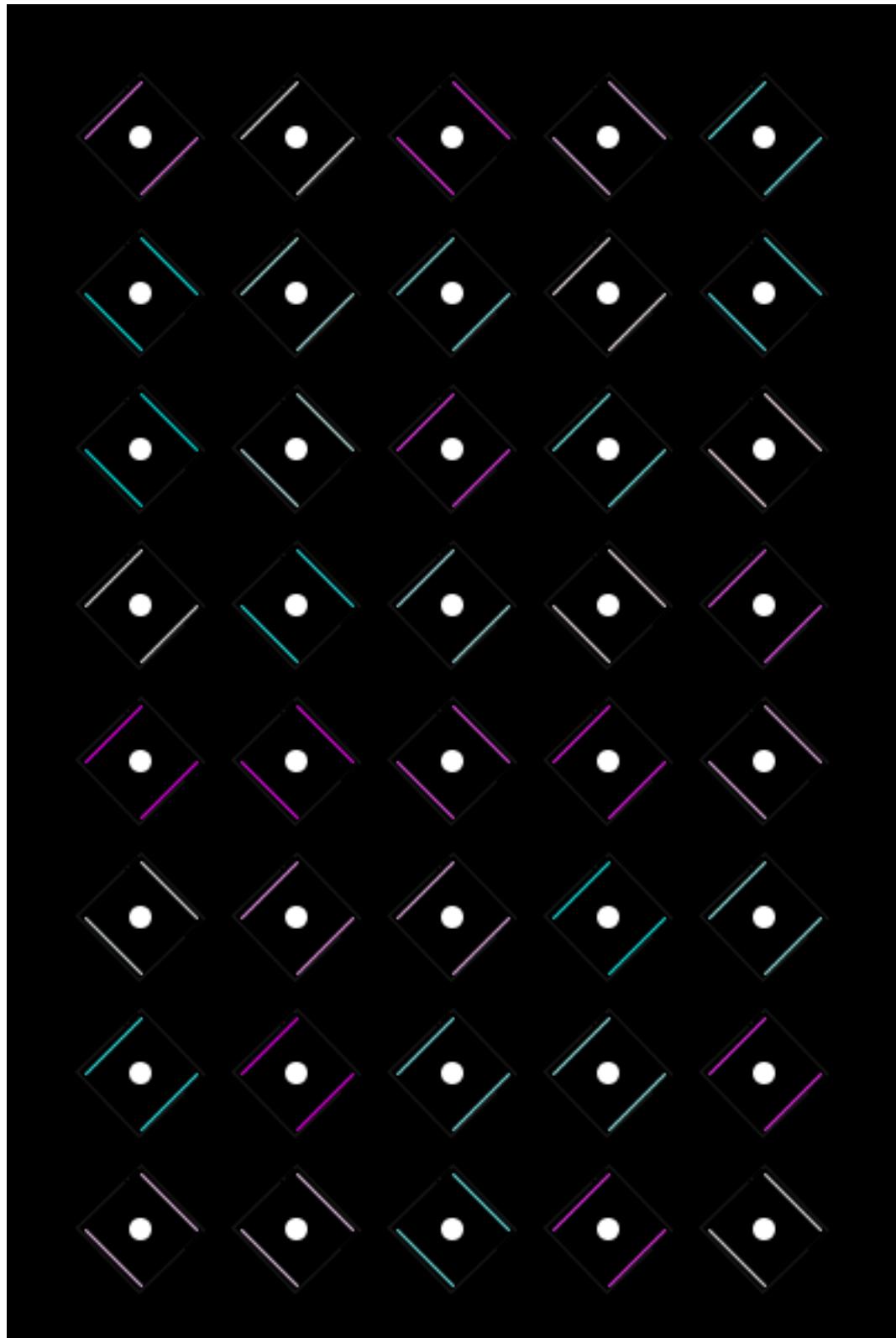
*Windows* on the other hand displays a still image however the position and the colors of the secondary squares changes every time the program is run.

Lastly *It Snows on Christmas* has three distinct parts. The first sequence b, shows a line moving around the circumference of a box. Every few seconds that line changes colors. The user can choose how fast the line moves using the arrow keys. If the line slows down to a stop, sequence c takes over. Colors are generated at the top of the screen and fall down each row. In addition, small white pixels float down at varying speeds. If the line goes too fast, sequence a starts to happen. Large white dots appear at the center of the squares and every few seconds electrifying colors shine around them.

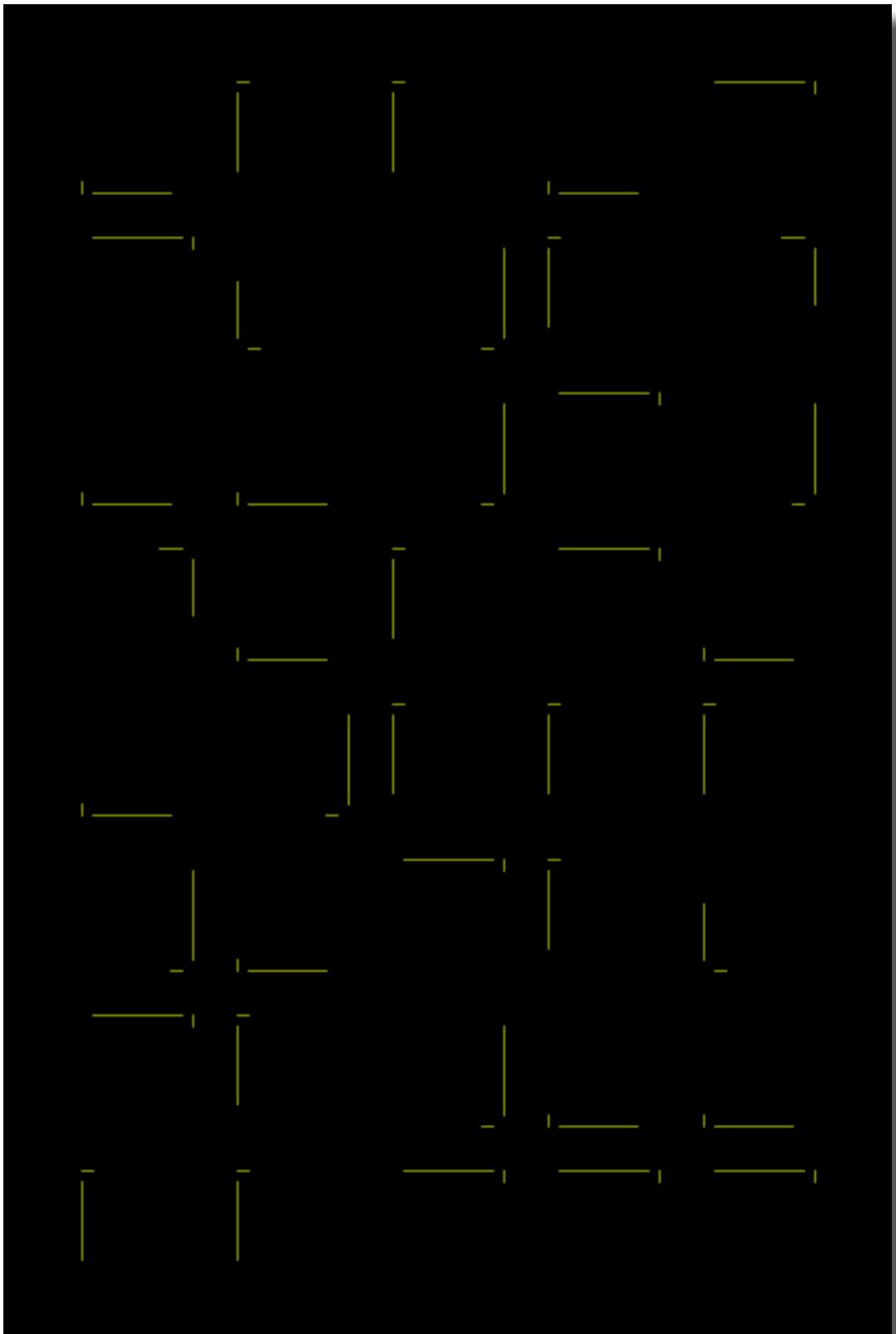
# Processing Patterns 2018

RIM

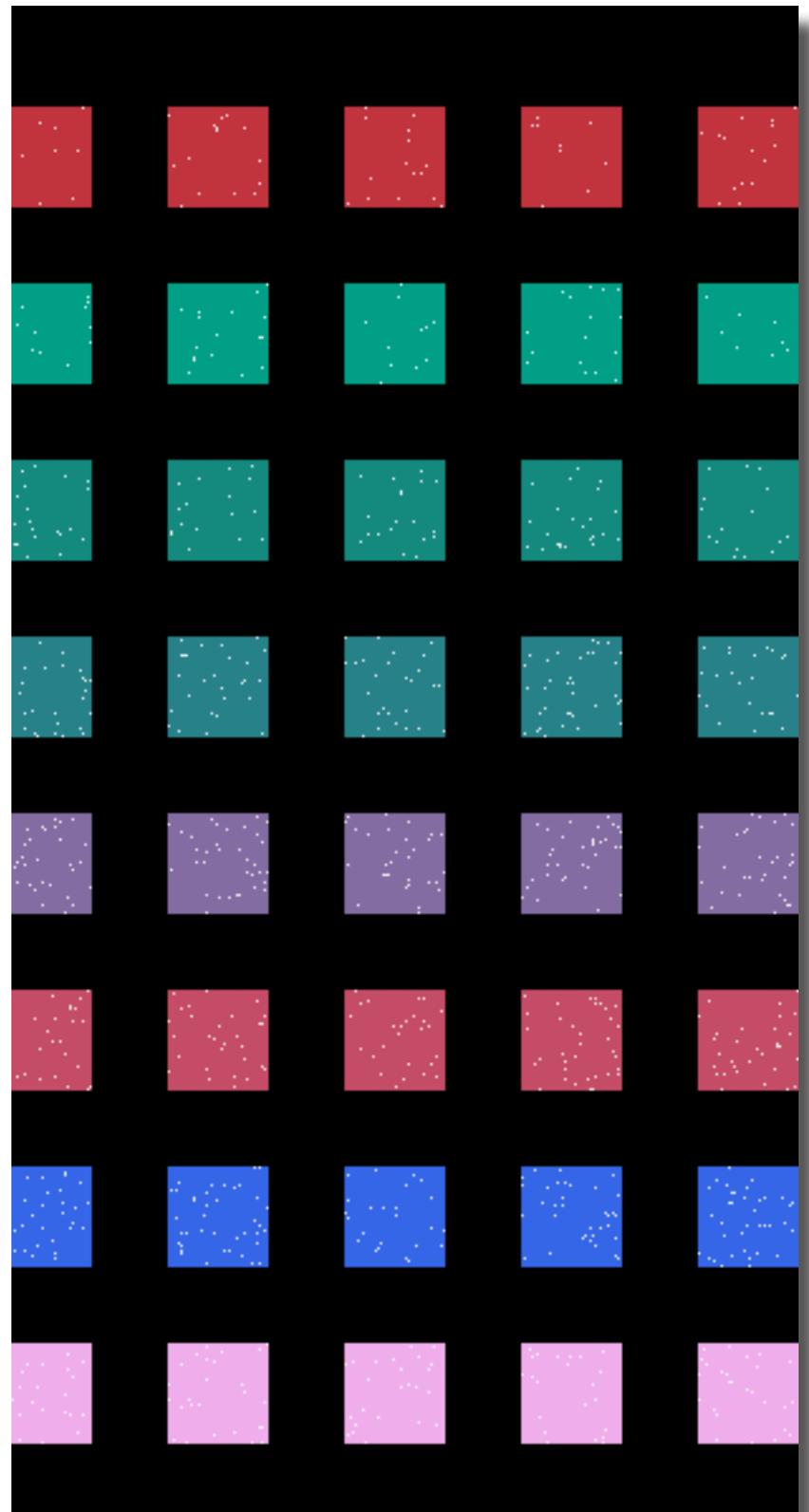
*It Snows on Christmas*



Sequence A



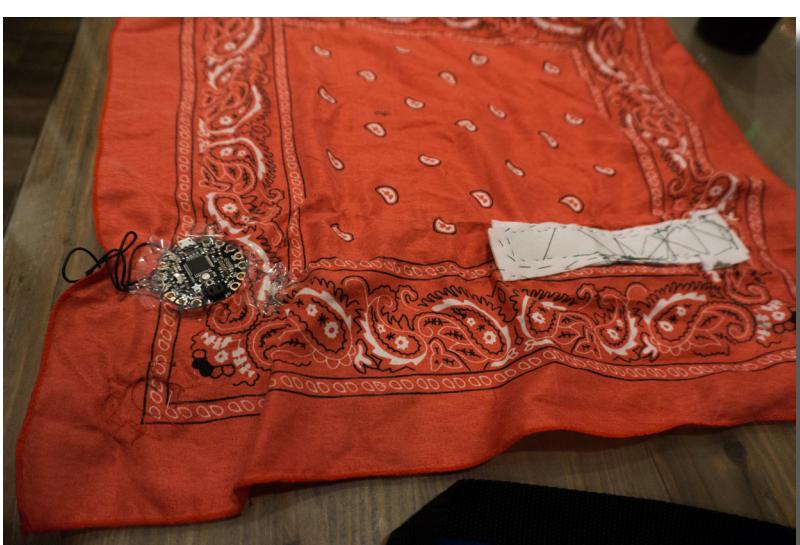
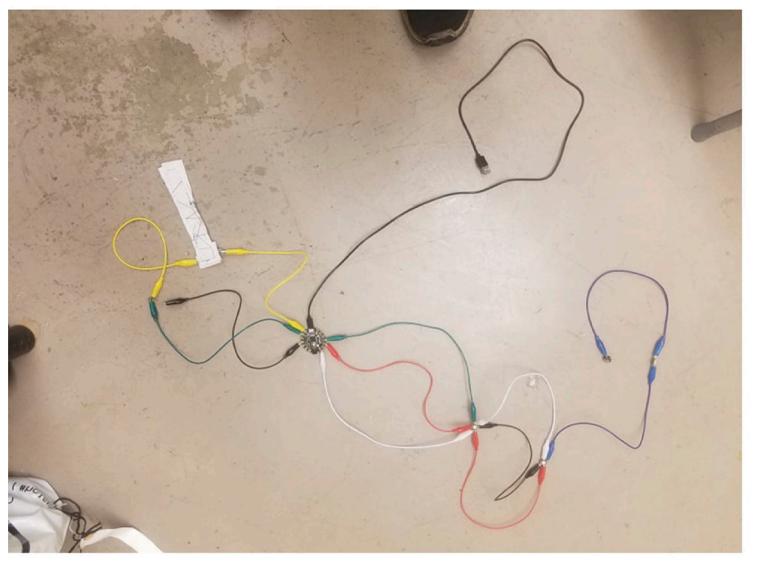
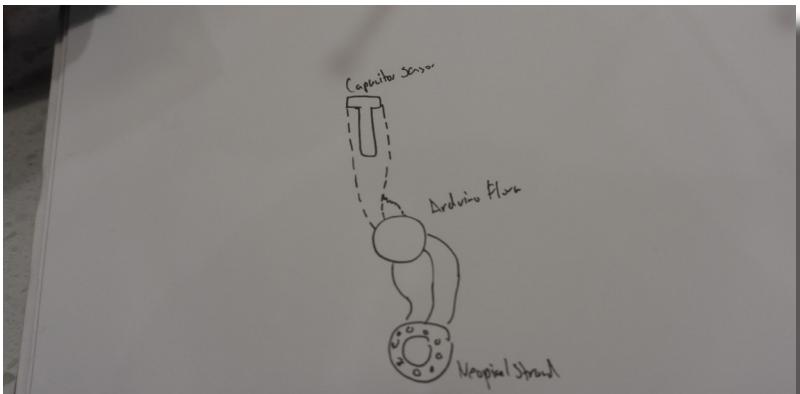
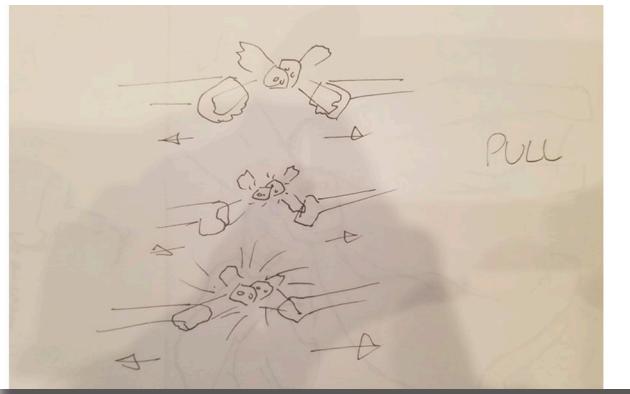
Sequence B



Sequence C

# Tie the Knot 2019

RIM



Inspired by Valentine's Day, I wanted to create a project that relied on the interaction between two people. I was inspired by games like *Test Your Strength* and *Love Meter* that focused on displaying love like a cheesy arcade game. I chose *Tie the Knot* to play with the traditional idea of tying the knot symbolic for getting married.

An individual and their significant other are meant to grab both sides of a knot made from two hankerchiefs. The LED light attached to one of them has several different phases to indicate how hard the couple is pulling.

The circuit relies on a neopixel strip, an arduino flora, a hand-made capacitor sensor, a resistor, and two hankerchiefs. The code was programmed in Arduino and sent to the arduino flora. The code relied on reading the sensor values from the capacitor sensor and it triggers the pattern being displayed. To do this I used several if else statements to see if the sensor value are being read between the pattern requirements.

As stated before this bandana has several stages. The first stage are two small bright white lights moving slowly around the neopixel strip. This indicates light to no pressure is being applied and that the sensor is on and active.

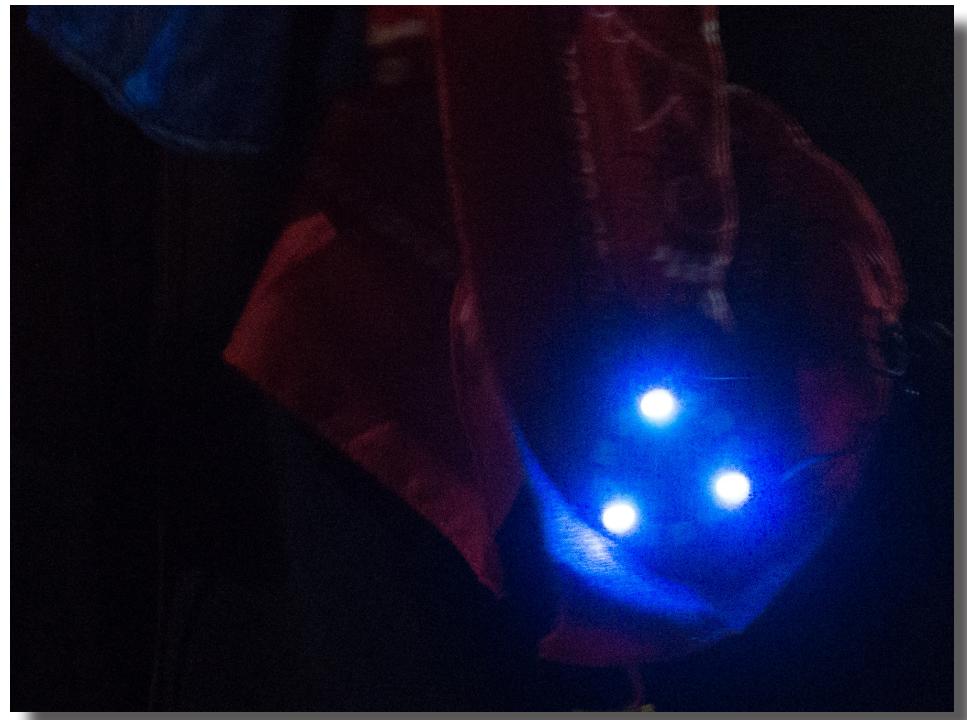
The second stage has three lights that move a little bit faster. Every few seconds the colors of the lights will change a little bit more.

The third stage are shown with four lights with heavy pressure moving around the neopixel strip.

Lastly, the fourth stage can only be reached with intense pressure. As opposed to a select few houses rotating around the neopixel strip, all the lights will be turned on. It will show a bright rainbow pattern circling around the strip.

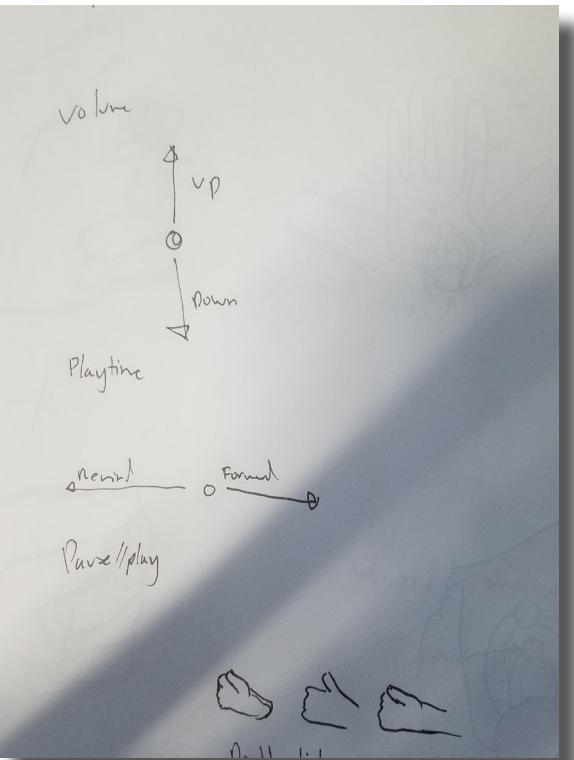
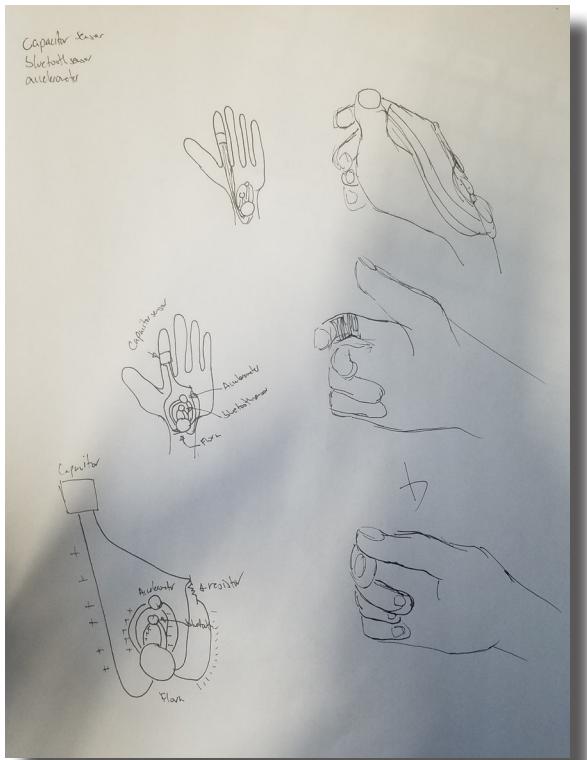
# Tie the Knot 2019

RIM



# Helping Hand 2019

RIM



This project is a glove that acts as a remote for videos using hand-based gestures. The inspiration behind this concept comes from several aspects; pop culture, virtual reality, Google's *Project Soli*, and Laetita Sonami's *Lady's Glove*. In these references, we wanted to focus on using real life actions to manipulate digital data. We especially wanted to highlight how we're using three dimensional actions to change two dimensional data. This project also focused on how we can give information a physical presence that it usually doesn't have and explore how we can interact with digital information. Ideally, this kind of prototype can translate to those with movement based-disabilities and give them more independence in their day to day lives.

Our project was made with a flora microcontroller, LSM303 accelerometer, conductive thread, processing, arduino, and a hand-made switch. In attempting to connect the controller to the laptop and encoding certain actions we faced several difficulties; how to determine specific hand gestures, how to get processing to read data from arduino, and how to translate that data to control the video.

The accelerometer was crucial in determining how to get the arduino to identify specific hand gestures. We measured the acceleration of the hand movements to find their peak identifying values. We had to use acceleration because that was the only constant identifying values that stayed the same regardless of location. Additionally, we added a visual signifier, a light on the glove to indicate the direction of movement.

We used the graphic-creation software processing to run the video because of its ability to import Arduino-data and run video at the same time. We were able to get processing to receive data from the microcontroller through connecting through the serial port the arduino is connected to. On the arduino side, we coded it so that everytime a the glove senses a specific hand motion it will print a corresponding value to the serial monitor. Processing acts as the serial monitor in this case and receives that value. We were able to create several if statements that checked if that value matched a specific control and then correspond that control to change the video.

In the future we would plan to incorporate a robot.eventhandler into the processing code so that we could use any video playing system or even affect websites like YouTube or Vimeo as well. We would also try to use more add bluetooth capabilities so that the glove doesn't need to be connected through a usb port.

At its current state, our glove only has four functions; volume increase/decrease and forward/rewind. The volume can be changed by twisting your hand right(increase) or hand left(decrease). Furthermore, the forward action can be triggered by tilting your hand forward and rewind by twisting your hand backward. We also have a button on the thumb to indicate whether or not an action is intentional or on purpose.

# Helping Hand 2019

RIM



# SF Chinatown 2019

RIM

The screenshot shows the homepage of the SF Chinatown website. The header features a red background with a circular logo on the left and the text "CHINATOWN SAN FRANCISCO" in white. Below the header is a navigation bar with links: ABOUT US, EVENTS, ATTRACTIONS, CULTURE, HISTORY, BLOG, NEWSLETTER, STORE, and CONTACT US. A yellow sidebar on the left contains sections for "Upcoming Events", "Local Information", and "Special Deals". The main content area includes a large image of the Chinatown gateway, a "WELCOME TO CHINATOWN" section with text about the history of Chinatown, a link for directions, and three buttons: "BOOK A TOUR", "HOTEL DEALS", and "SHOPPING". Below this is a breadcrumb navigation "Home >". The page then lists categories: "ATTRACTIIONS", "CULTURE", "COMMUNITY", "EVENTS", and "HISTORY". Each category lists several links to specific pages, such as "Alleys", "Chinese Dresses", "Fortune Cookie", etc. At the bottom, there is a "Custom Search" box and a "JOIN OUR NETWORK" button.

The assignment was to find a very badly designed website and try and remake it/modernize it. I chose San Francisco Chinatown from where my Grandfather was born after realizing that it is in fact a very bad website.

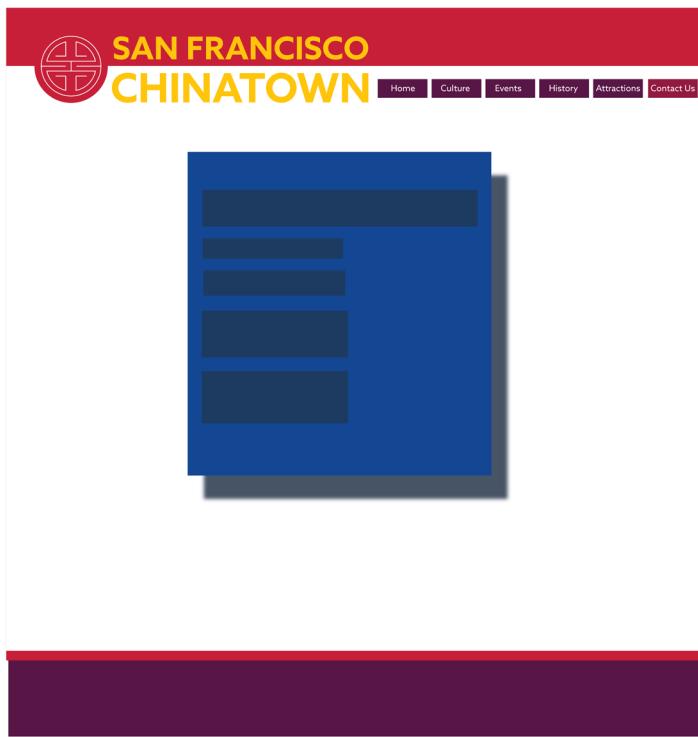
We first had to create a moodboard by looking at several other websites and images that we wanted to incorporate or base our project around. I focused on Chinese imagery and modernist websites. By this, I wanted a lot of white space and get rid of the clutter as seen on the original website. I chose a red to yellow color palette because of their celebratory nature in Chinese culture. It also seemed warm and welcoming as opposed to the retro feel of pure red colors.

Following this page you should be able to see my development of the website as well as a few sample images, although most of the page could not fit in a single screenshot.

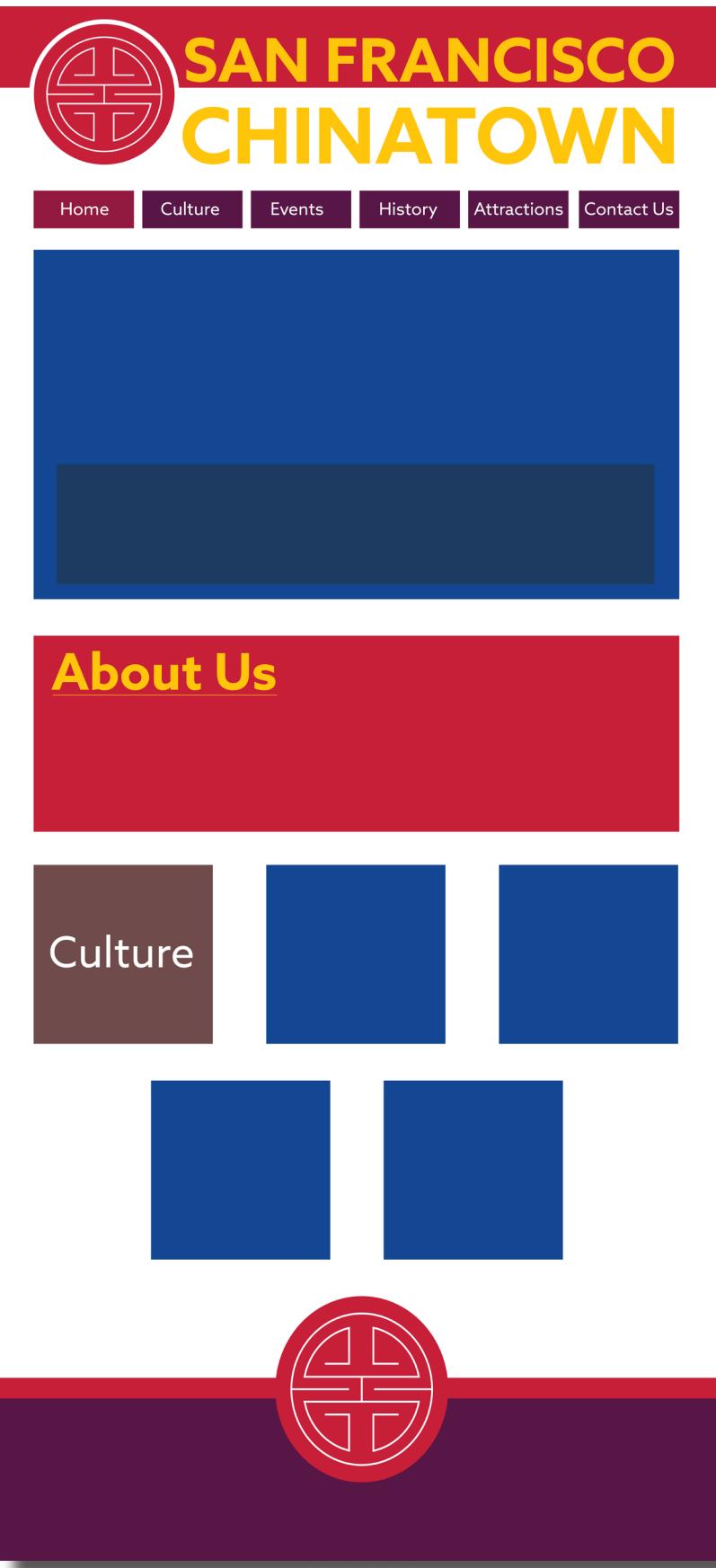
Original Website



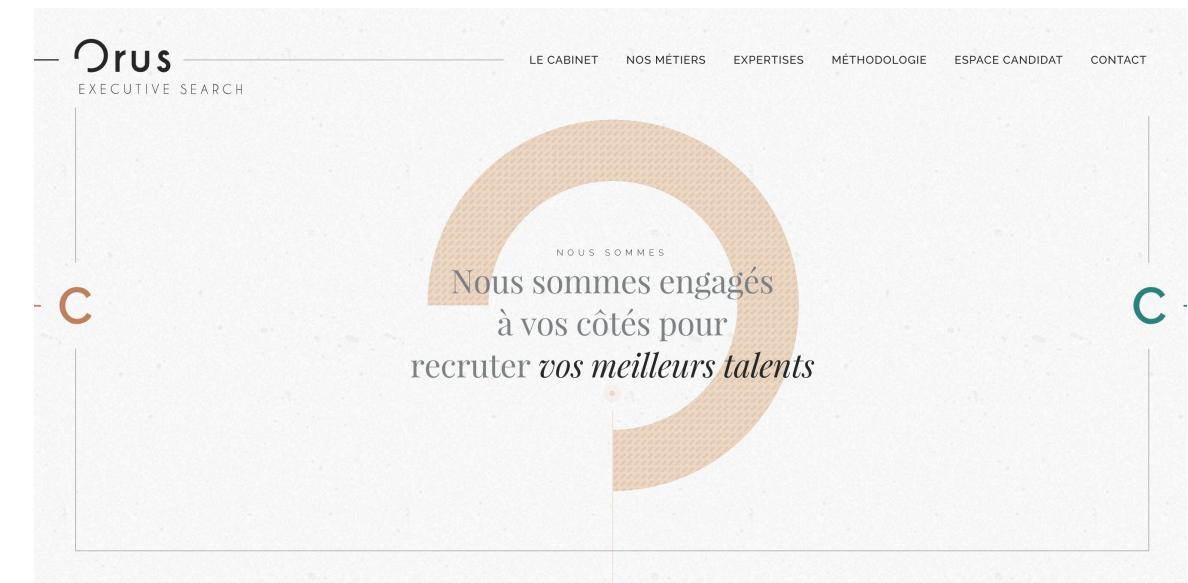
Color Palette



Form Wireframe



Front Page Wireframe



**SAN FRANCISCO CHINATOWN**

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## Autumn Moon Festival

From September 30th to October 1st we came together and celebrated the annual Mid-Autumn Moon Festival. Traditionally a time to cherish the full harvest moon and to give thanks for a bountiful harvest. In addition to celebrations and sharing the generous bounty with family and friends. Since 1991, it has been continuously held off of historic Grant Avenue. This year we featured over 200 art and crafts booths, food concessions, and nonstop street and stage entertainment. Thank you to everyone who came and participated!

**About Us** This is the official website of San Francisco Chinatown. Located on Grant Ave. and Stockton Street, we are the oldest Chinatown in North American and the largest Chinese community outside of Asia. Established in 1848, we have since become an integral part of Chinese American history and culture. Come and learn with us!



<http://Users/RoryMcCaffrey/Desktop/untitled folder 3/SFChinatownWebsite/culture.html>

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Name of Event/Attraction \_\_\_\_\_

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Submit

Not what you're looking for? Send us an e-mail at [info@sanfranciscochinatown.com](mailto:info@sanfranciscochinatown.com)

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## Chinese New Year

Chinese New Year Celebration  
Autumn Moon Festival  
Community Street Fair

Festival celebrating the turn of the traditional lunisolar Chinese Calendar. Celebrations run from the evening before the first day to the lantern festival on the 15th day of the first calendar month. The grand parade is held on Saturday February 24th in honor of the Year of the Dog. There are more than 100 parade entries with several floats with our most popular 28-foot-long Golden Dragon which requires a team of more than 100 people to operate.



## Lion Dancing



A traditional dance of Chinese culture which the performers' mimic a lion's movements in a lion costume to bring good luck and fortune. This dance is usually performed during the Chinese New Year and other Chinese traditional, cultural and religious festivals. Sometimes the lion dancing is misidentified by dragon dancing outside cultures, but the dragon does not have just two dragons. A dragon dance is typically longer and is held on poles by many people. Many of the moves of Chinese lion dancing can also be found in Chinese martial arts. There are two main forms of Chinese lion dancing; the Northern and Southern Lion. The Northern Lion dance is often performed as a pair of male and female lions in the north of China. Northern Lions have a gold-painted wooden head and shaggy orange and yellow hair. A red bow is typically used to represent a male lion and a green bow to identify the female lion. Northern lions resemble Fu Dogs, the traditional Lion statues used to protect homes. The dance is also more playful than the southern dance. The Southern Lions have a single horn and associated with the Nian, a mythical monster that lived in the mountains and was hungry to eat crops and villagers. The head is mostly made from paper-mâché over a bamboo frame and decorated with fur. These lion dances use forms more commonly found in martial arts. In addition there is a lot more variety in southern lions which can be identified through the design in its' head.

Chinese Zodiac  
Lion Dancing  
Pon Poncakes  
Shajong