

**Ai-Quynh Bui | Multimedia Design**

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**THE  
DESIGN  
PORT  
FOLIO!**

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**2019-2023**



**Art is meant to provoke. It's not a concept that sits—it moves and shouts and demands a reaction. Its unbridled potential begs to be used to communicate, educate, inspire, and sway.**

**From my serious class projects to my silly doodles for and with Henry, I always have some goal, even if it's not explicit. More often than not, my serious class projects aim to be informational and usable. More often than not, my silly doodles for and with Henry aim to be endearing and enjoyable. Everything in between comes with similar purposeful imagination to reflect the boundless ideas that require representation.**

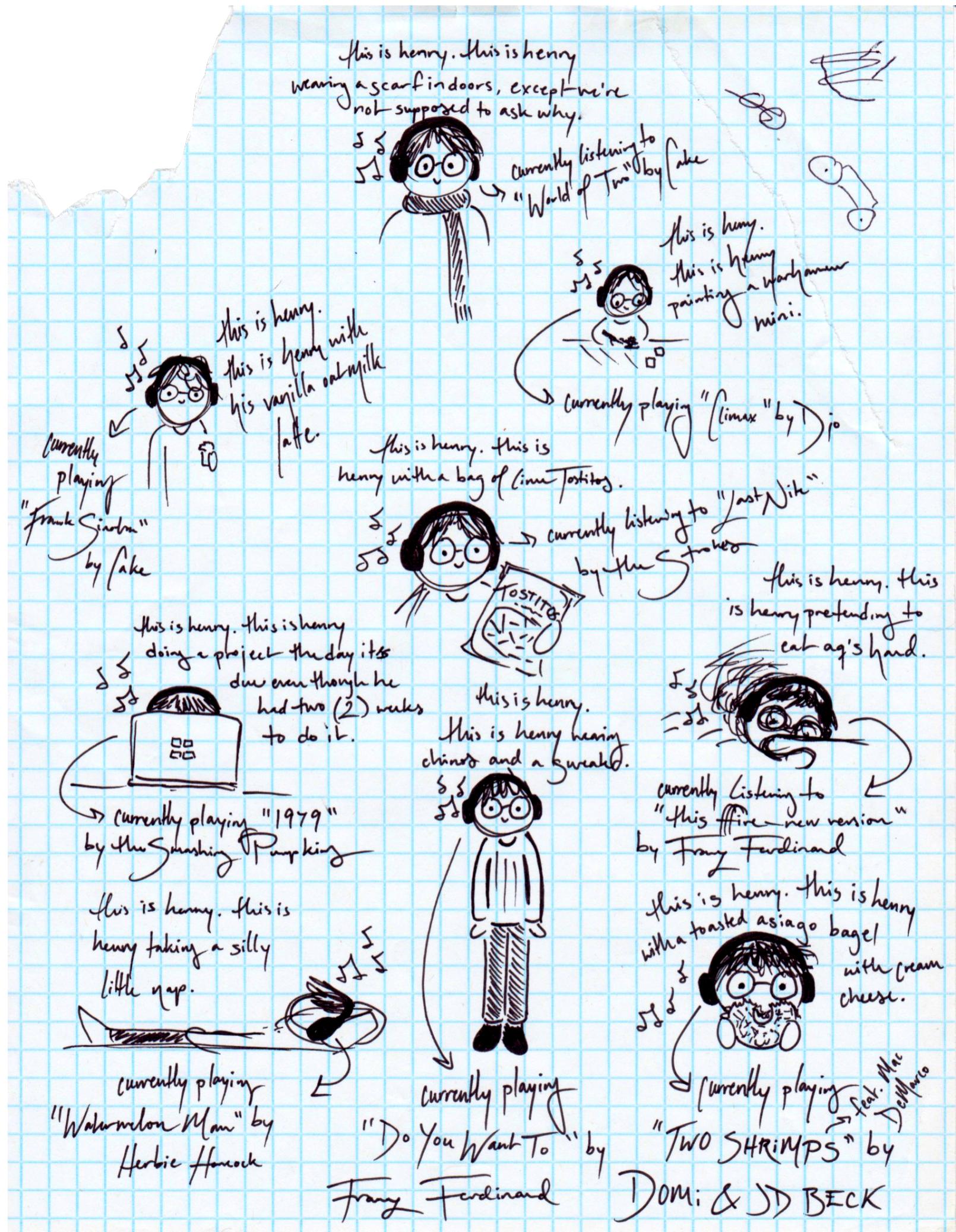
**I'm most inspired by bold colors (but also have a soft spot for greyscale monochrome), structure, and balance. I appreciate both depth and harmony in my images, filling the space with purposeful elements. Design isn't solely aesthetic—it's communicative too, and I aim to maximize the efficacy of my messages with purposeful interface.**

**Aside from curating purposeful information architecture, I also especially aim for visuals to be inviting. With an appealing, inviting aesthetic, a design piece can hook viewers before they begin reading or using. My approaches to gaining attention are two contrasting ideas: soft and non-intimidating, and bold and sharp. And in either approach, I still prioritize bright colors and full frames to catch attention, regardless of how soft or bold its overarching aesthetic is.**

**When I can't yell out loud, I yell on paper. When no one will hear me out, I fix my message on paper. No matter what I want to say, entertaining or informational, multimedia design has been the best messenger for its versatility, and provides me unlimited potential to express both my aesthetic creativity and my convictions.**

**— Ai-Quynh**

A handwritten signature in blue ink, appearing to read "Ai-Quynh", enclosed within a thin-lined oval border.



# SPLIT MILK

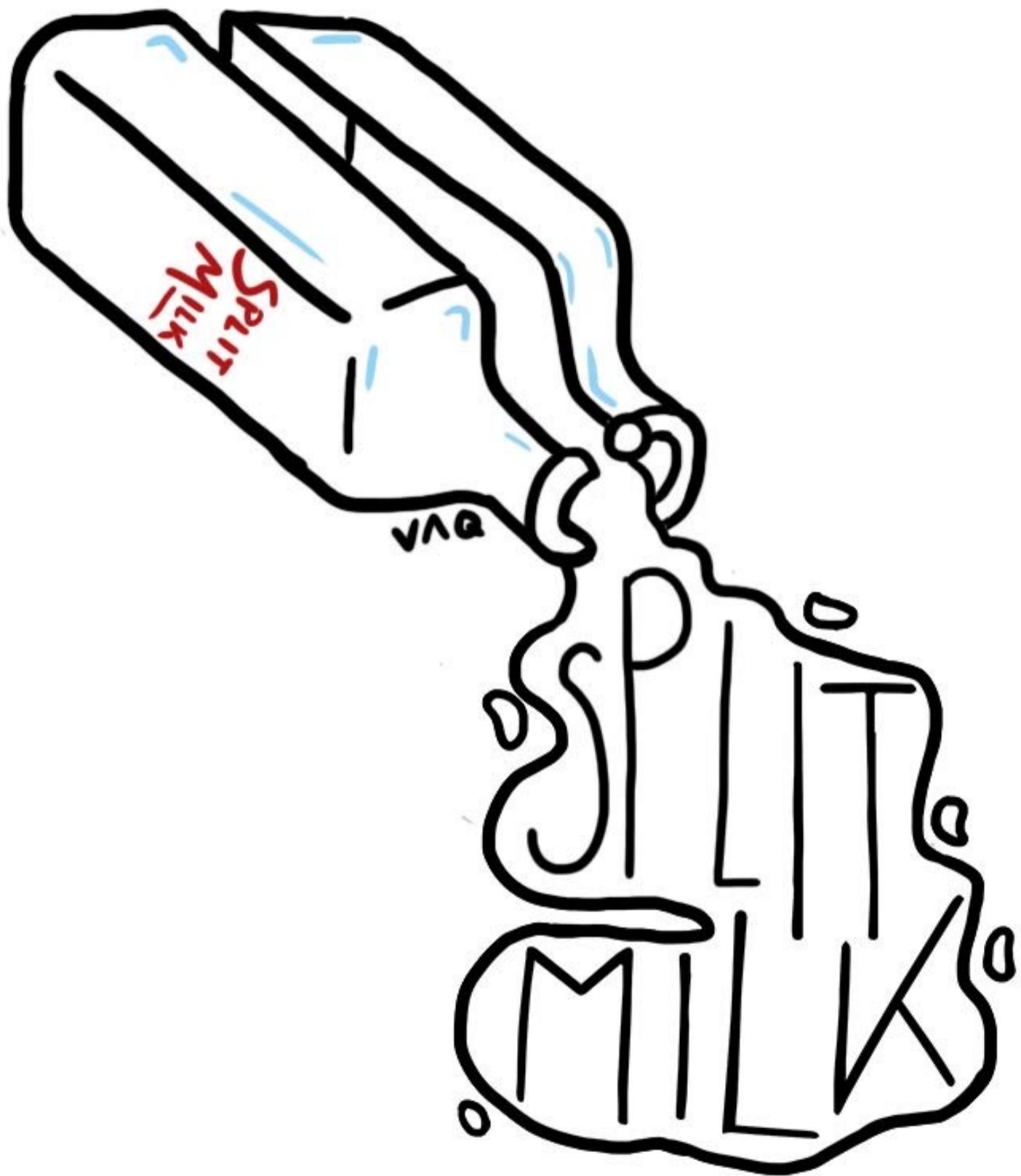
**2019→ Sometimes we spill our milk, and that's okay. Sometimes we split our milk with our friends, and that's good for everyone at the table.**

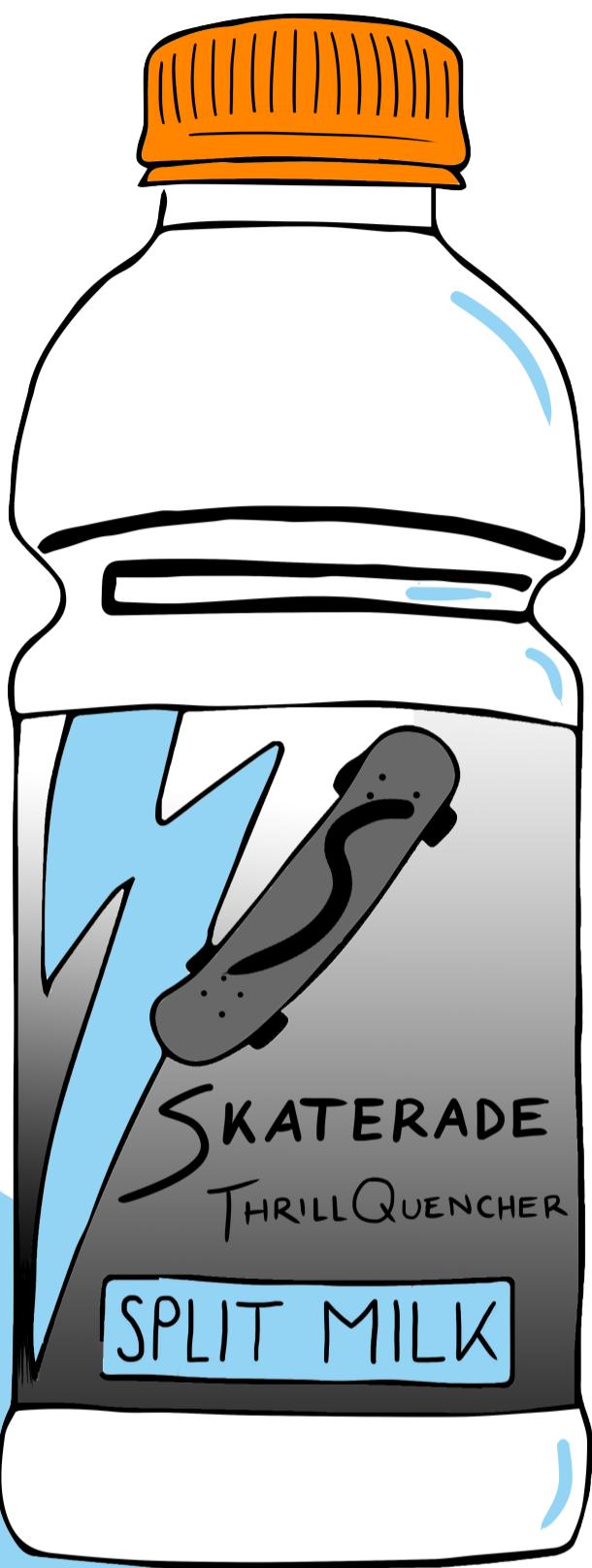
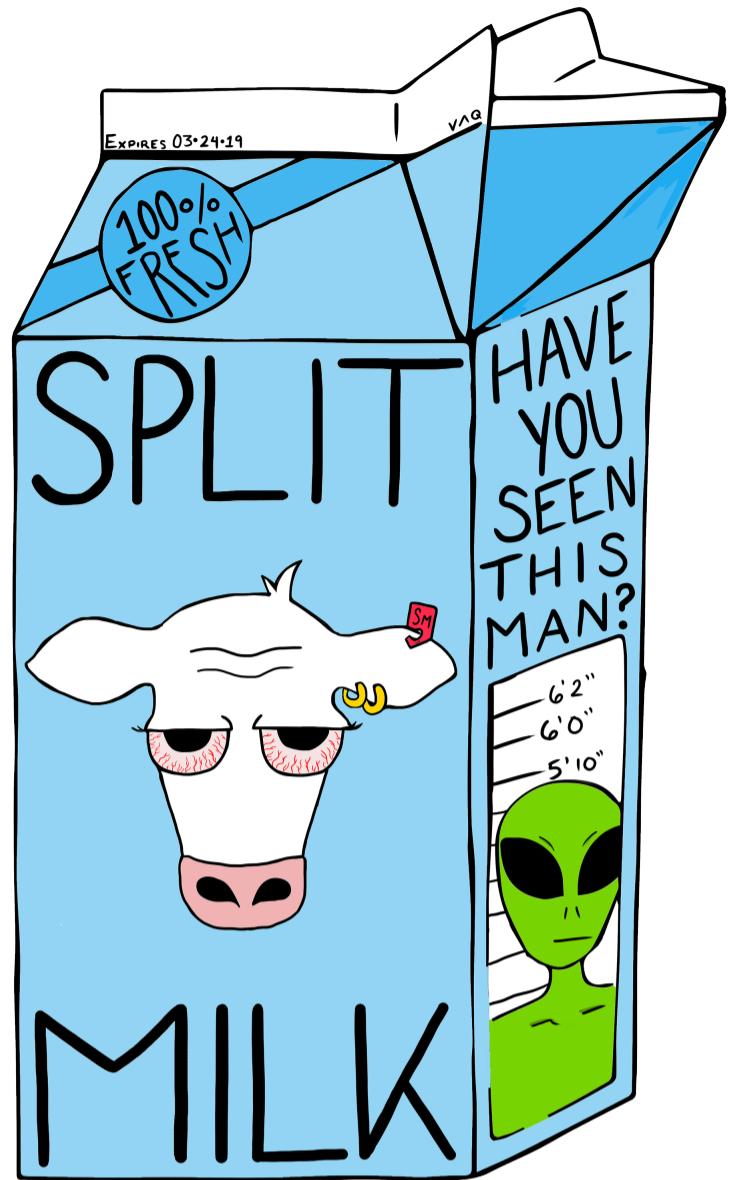
In 2019, a friend and I collaborated to create our streetwear company, Split Milk. Our vision was predicated on communication and collaboration, and our company's message was centered on communication and collaboration. In our work together, we aimed to inspire and uplift others who felt they might not have been heard, or are afraid to make themselves heard. We wanted to speak to that community and empower them through art, aesthetically striving to create art as colorful, creative, and bold as they were.

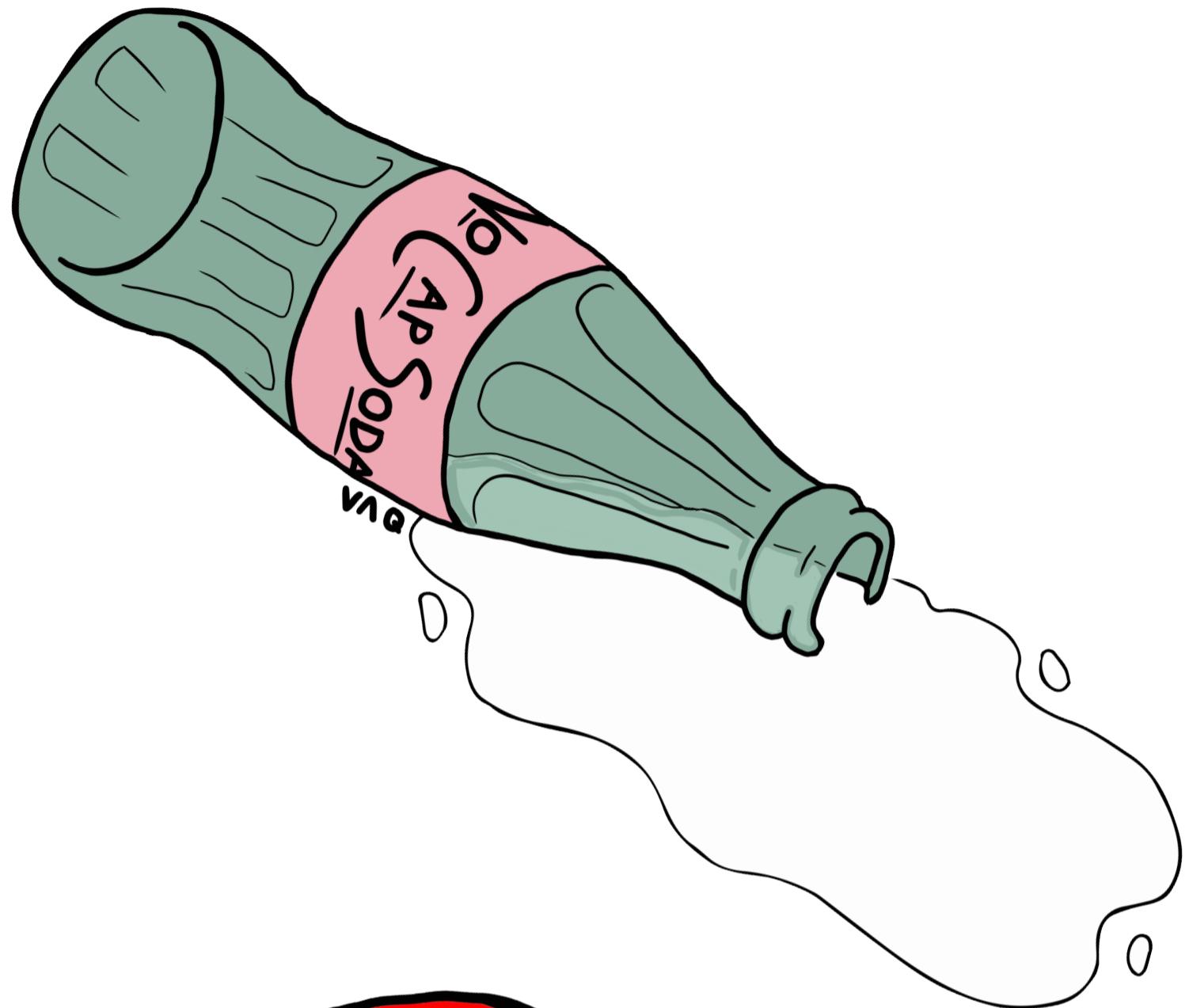
His ideas and my work leaned on the more absurdist side, making plays on both pop culture and traditional images. (Such plays included “No Cap Soda” inspired by the phrase “no cap,” and our reverse mermaid with a fish head and human legs.) Together, we kept up with culture as it moved and learned about new trends and ideas. Our main artistic inspiration weren’t necessarily a certain art style or artist, but more so the fluidity and eclecticism of art culture, and how it evolved as a result of artists continually creating and sharing.

And that’s the thing about sharing—communication and teamwork combines individual puzzle pieces into big picture. What he and I realized was that Split Milk was the product of our collective efforts, and wouldn’t have been what it was if it weren’t for our unique strengths. Without me, he wouldn’t have had the artist to translate his ideas to paper and then to clothing. Without him, I wouldn’t have had the outlet to express my style. We were originally only classmates, but grew together in discovering our potential to turn ideas into reality. With our complementing creativities, we shared our ideas and split our milk at the table, creating Split Milk.

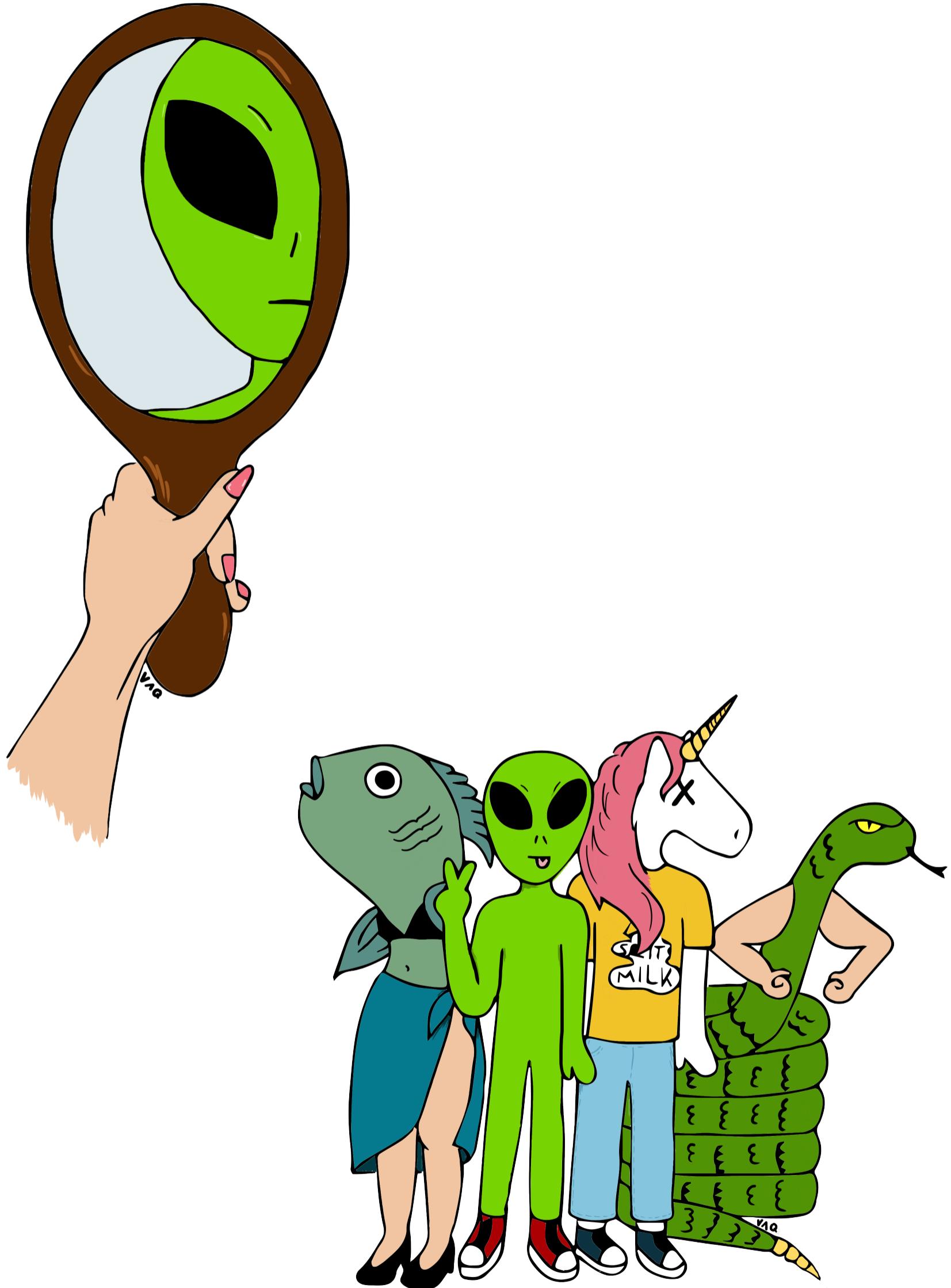
Unfortunately, we did end up closing Split Milk as our academic pursuits went in separate directions. However, our ideas remain on the paper as a fixed representation of the creativity we shared with each other, and now with you.



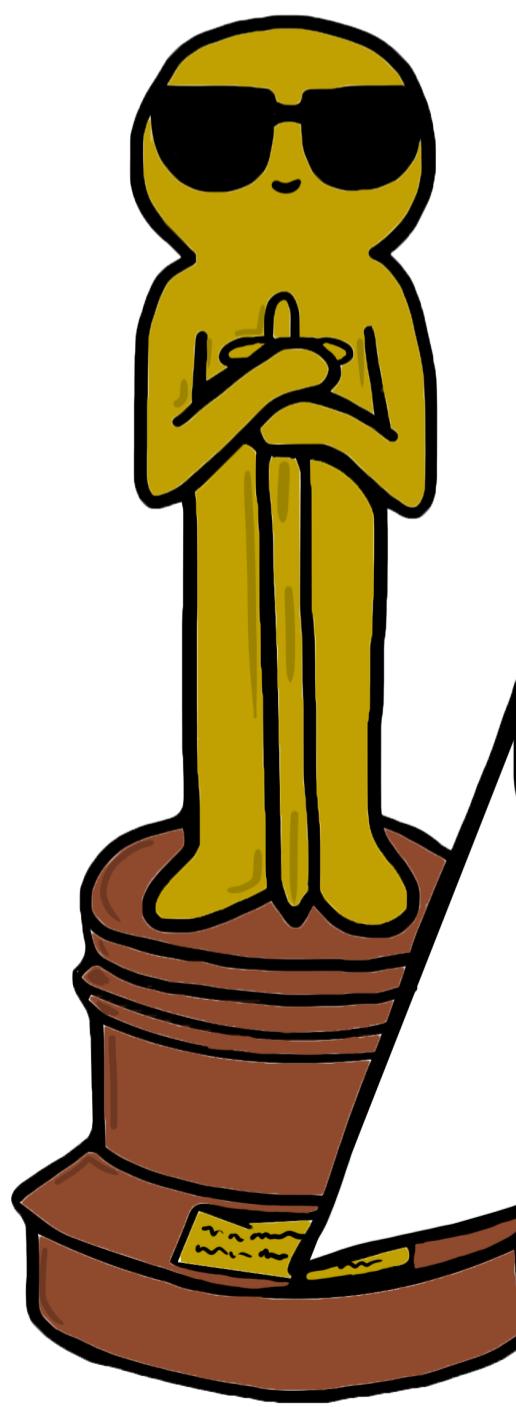


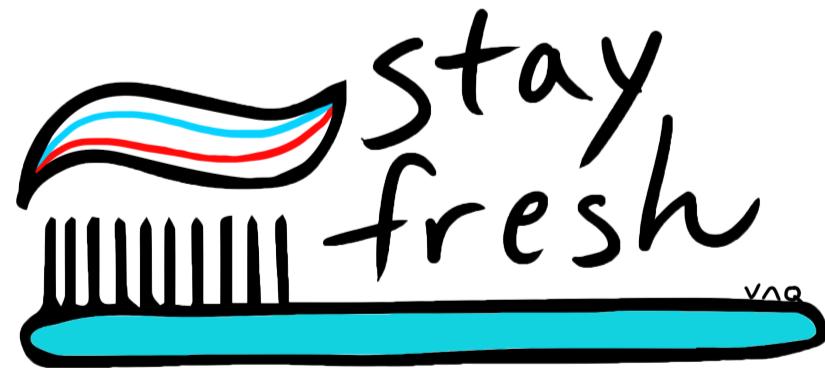
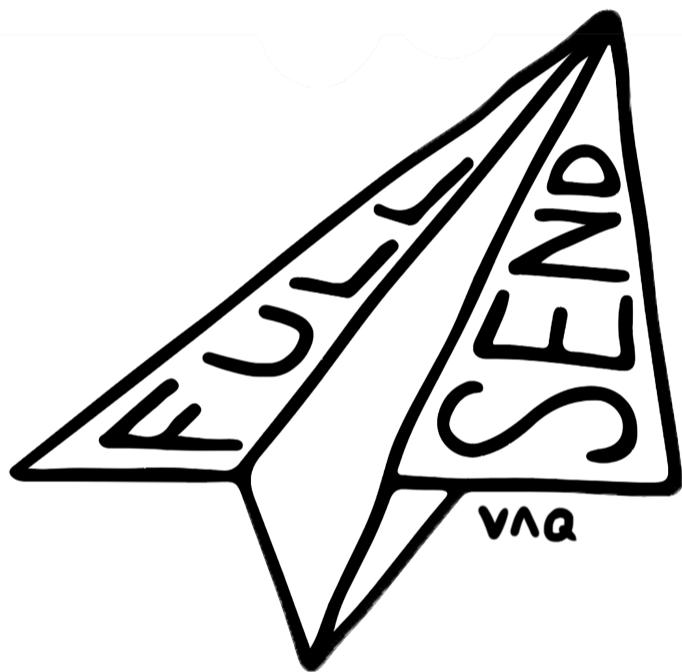


NO CAP



in ur  
dreams







# THE POIGNANT MAGAZINE PROJECT

**2020->** My friends and I have been angry since 2016. The Poignant Magazine Project was one inspired by endless conversations and rants over the dinner table and on the night drives. There, we discussed sociopolitical paradoxes and redundancies, and buzzed with commentary with everything to be buzzed about. No opinion was left unheard because opinions are meant to be heard.

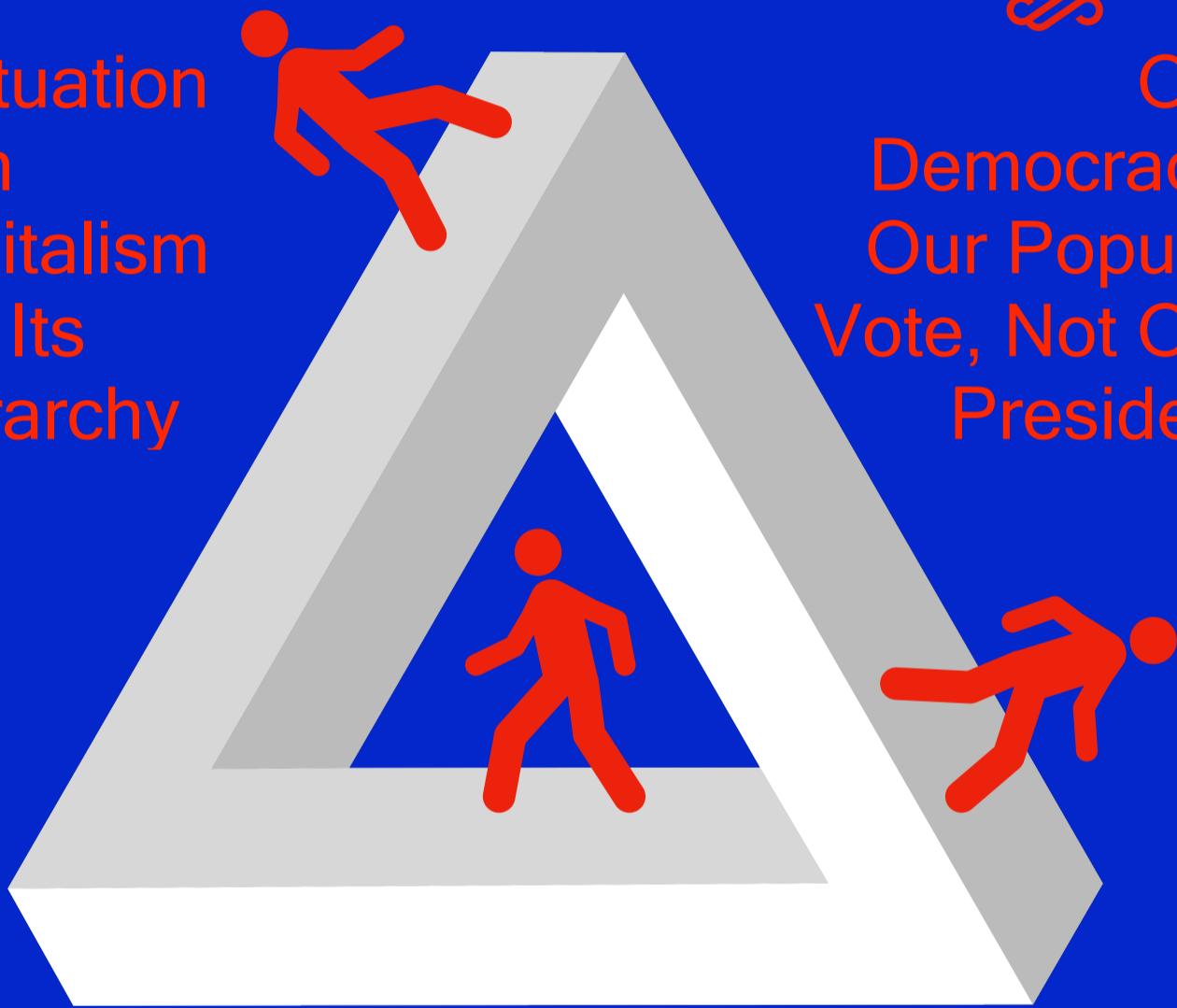
To parallel how loudly we wanted to scream, I made these magazine covers equally loud. I chose **#0527CB**, **#EE220C**, **#FED931**, toned-down versions of the three primary colors from the subtractive RYB color model. (Blue, red, and yellow's true hex codes are **#0000FF**, **#FF0000**, and **#FFFF00** respectively.)

Using the RYB model was a stylistic choice made based on how we learned colors in school. I began developing an interest in current affairs in elementary school, and using the RYB color model here was a nod to how young I was when I realized that I had to care about current affairs. And by extension, how young I was when I was forced to lose my innocence.

My friends' voices are loud in these magazine covers, and I hear them yelling at me about every headline. With every tear hot and every word cutting, I was inspired to start a project as bold and as poignant as myself and my friends. Who's listening if we're not yelling?

# PARADOX MAGAZINE

ICARUS:  
The  
Infatuation  
With  
Capitalism  
and Its  
Hierarchy



VAQ

FEATURING  
∞ Our  
Democracy,  
Our Popular  
Vote, Not Our  
President

ALSO  
∞  
A Broken System  
Structuring Today's  
Society

NOVEMBER 2020

NOVEMBER 2020

**Political  
Theology: Why  
Who's President  
Matters Even If  
Jesus is "King"**

**RESONANT**

The Electoral  
College and the  
Popular Vote:  
Romulus and Remus

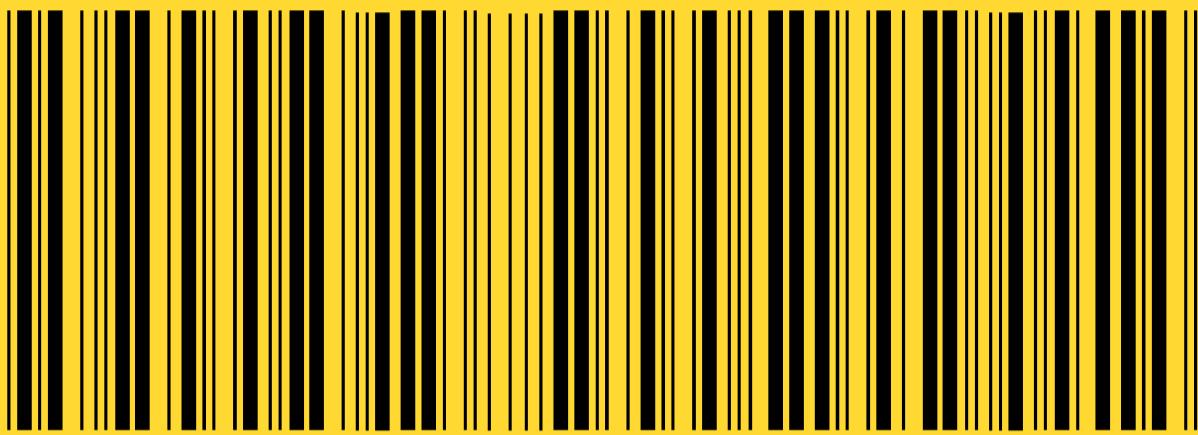
The American  
Bureaucracy and the  
People's Unanswered  
Questions

S  
P  
C  
E

MAGAZINE

VAC

NOVEMBER 2020



# STATIC MAGAZINE

IN THIS ISSUE:

THE GOP: The Grand Old  
Pissbabies

USA ABCs: Aristocracy,  
Bureaucracy, and  
Corruption

Drink the ~~Kool-Aid~~ Clorox

AND MUCH MORE!

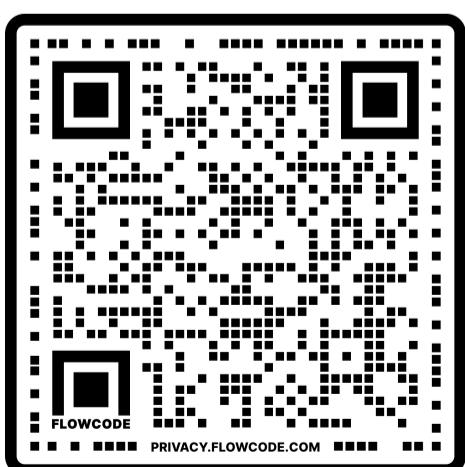
VAQ

# REDUCING DRUG-RELATED HARM

**2023→ In my Writing Arguments class during the spring 2023 semester, I chose my final rhetorical project to be an infographic advocating for safe consumption sites.**

Aside from being clear and educational, I prioritized accessibility in my design. I opted for bold colors (#2483C8, #022C64, and #FFD034) and bolded text for contrast. I also used an off-white (#F6F6F6) and a soft black (#342E25) to reduce eyestrain. However, I kept the black text as #000000 to increase its contrast against the lighter blue. With how fine the text was compared to the nurse-and-patient graphic and the box in the header, it benefitted from having a darker color to help it stand out. Moreover, I used true white (#FFFFFF) for only the title and statistics boxes; they needed more contrast because using the soft white on such large elements made them look washed-out and dull.

When I planned the information architecture, I took a staggered approach by alternating which side the text and visuals would go on. This contributed to sense of balance by distributing types of information and alleviating potential for information overload, lest condensed text or condensed visuals and numbers overwhelm a viewer. I also underlined hyperlinked text to add more content to my infographic without visually adding more to the page. With how heavy of a topic drug-related harm reduction is, I wanted my infographic to be as understandable and aesthetically palatable as possible.



**SCAN HERE FOR  
THE HYPERLINKED  
PDF!**

# Safe Consumption Sites for Reducing Drug-Related Harm



Sterile places and  
sterile tools for  
drug use can reduce  
hospitalizations.

## WHAT IS A SAFE CONSUMPTION SITE (SCS)?

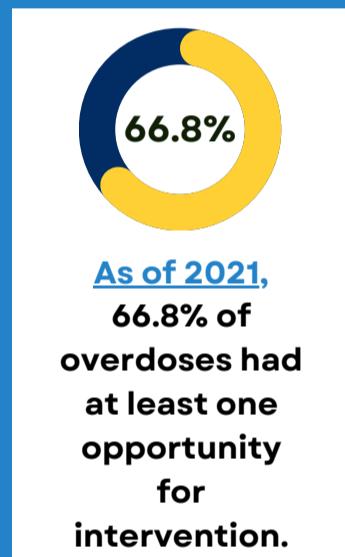
An SCS is a designated site where people can use pre-obtained drugs under the supervision trained personnel.



## WHAT'S IN AN SCS?

In SCSs, people will have access to

- A sterile environment to consume drugs in
- Sterile tools to consume with (e.g. syringes, filters, spoons)
- Medication and supplies (e.g. naloxone, oxygen, tourniquets) in case of overdose and for treatment
- Direct supervision
- Guidance for finding rehab



## WHAT DOES HARM REDUCTION LOOK LIKE?

- Fewer overdoses, fatal and non-fatal
- Fewer bacterial and viral infections from using unsterile tools
- Fewer emergency hospital visits
- More guidance for finding rehab

## WHY NOT GO STRAIGHT TO REHAB?

- Some centers reject users without health insurance
- Some centers don't fully rehabilitate, routinely drawing users back

## HOW WILL SCSs HELP HARM REDUCTION?

Those battling drug addiction will continue to use regardless of circumstances. SCSs can help ensure that if they do continue to use, they can do so hygienically and with supervision.

## IN ONE 2022 STUDY, USERS WHO VISITED AN SCS

- 27% were 27% less likely to seek emergency care
- 54% had 54% fewer emergency visits
- 32% were 32% less likely to be hospitalized
- 50% spent 50% fewer nights hospitalized

### Additional Readings + Video

[Supervised Consumption Services](#)

[It's Time To Allow Assisted Injection In Supervised Injection Sites](#)

[Hepatitis C and Injection Drug Use](#)

[Vice: What Happens When You Overdose on Heroin](#)

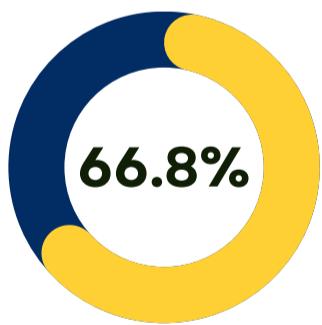
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As of 2021,  
**66.8% of overdoses had at least one opportunity for intervention.**

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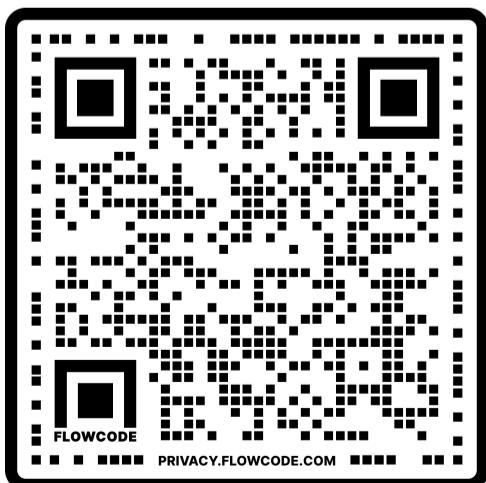
[Vice: What Happens When You Overdose on Heroin](#)

# THE REPRODUCTIVE RIGHTS ZINE

**2023-> Reproductive Rights: Right Here, Right Now was my final project for my gender, women, and sexual studies class during the spring 2023 semester. Our prompt was to give a digestible overview to one of the course topics using the provided sources, so I chose the reproductive rights movement.**

**Our discussion points were Roe v. Wade, the Hyde Amendment, and neoliberalism. In participating in lectures and creating this zine, a fundamental premise to my argument for reproductive justice is that of body autonomy. With everyone being entitled to choosing what happens to their bodies, they should subsequently have the right to treat their reproductive health, whether it be planning for children, preventing STIs, or getting the appropriate, accurate sexual education. If one may choose to surgically correct their vision, or prescription-medicate their skin irritation, they should also have the right make choices for their reproductive health.**

**Aesthetically, I wanted for my zine to be soft in look while strong in content. I kept my color palette limited to #FED7EC, #FF5757, #FAB51C, #022F46, #86C8F6, and #D3ADFF. In keeping the aesthetic clean and the color palette soft, I created a digestible visual introduction to the reproductive justice movement. Before the audience read anything, I first wanted to create a non-intimidating visual to invite them in; then, I aimed to educate once I had their attention.**



**SCAN HERE FOR THE  
HYPERLINKED PDF!**

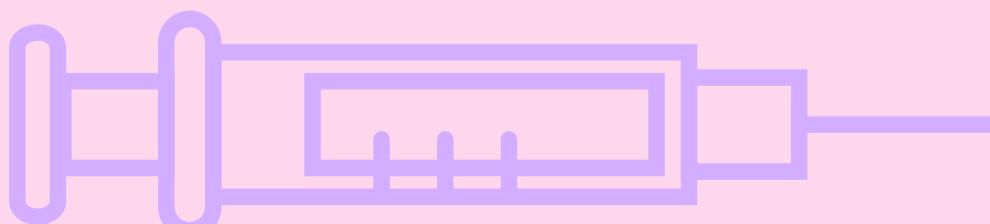
# REPRODUCTIVE RIGHTS: RIGHT HERE, RIGHT NOW



Ai-Quynh Bui

# WHAT IS REPRODUCTIVE JUSTICE?

Reproductive justice is a movement recognizing the intersection between reproductive rights and social justice. Going beyond the traditional understanding of reproductive rights, it encompasses the right to have children, not have children, and to parent children in safe and healthy environments, promoting medical autonomy and choice. Reproductive justice acknowledges that different, marginalized communities (eg BIPOC, LGBTQ+, immigrants, poor and low-income) face different barriers in accessing reproductive healthcare, and ultimately seeks to address systemic inequalities.



# What kind of issues does the reproductive justice movement address?

Access to  
contraception  
(birth control)

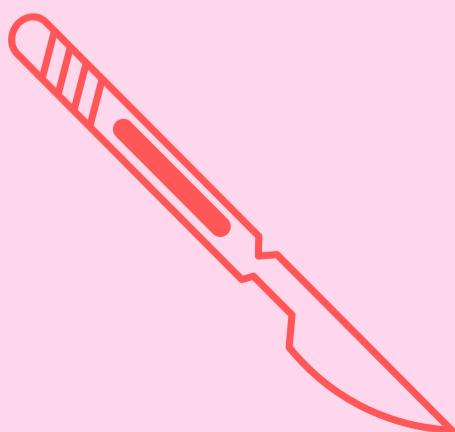


Access to safe,  
legal abortions

Racial +  
economic  
disparities in  
healthcare



Forced  
sterilization  
+ eugenics



LGBTQ+  
reproductive  
healthcare  
rights + access

Immigration +  
reproductive  
rights



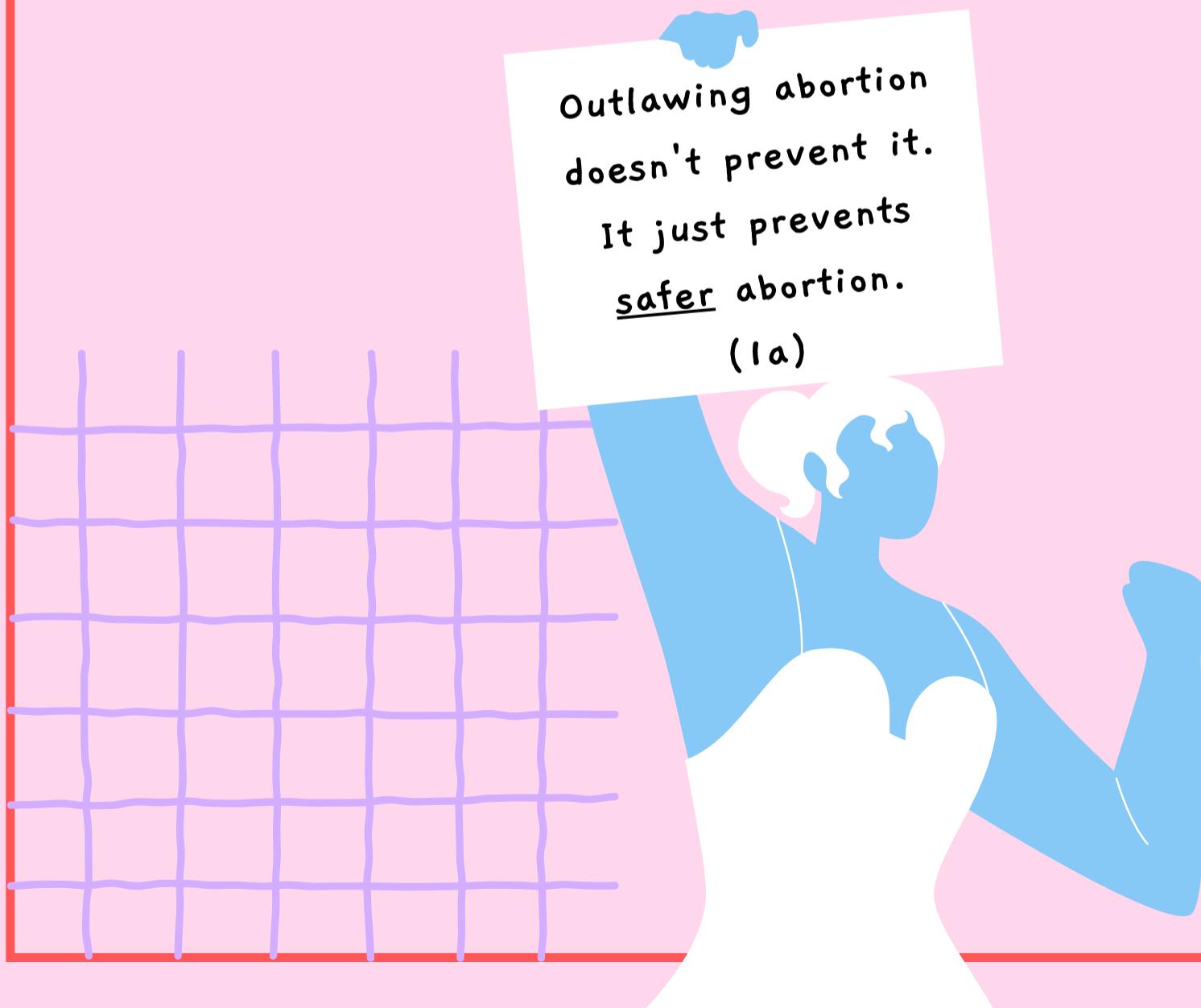
# Key Ideas to Note:

- Roe v. Wade
- The Hyde Amendment
- Neoliberalism



# ROE V. WADE

Roe v. Wade was the Supreme Court case legalizing abortion in the United States in 1973, making it a national constitutional right. But since its passing, anti-abortion advocates have sought to undermine it through restrictive laws and policies. Specifically, as of 2022, the Supreme Court overturned Roe v. Wade; while not federally outlawing abortion, it now allows for states to choose to outlaw it or not. This impacts people seeking abortions in non-abortion states, giving them an additional hurdle to find safe, legal abortion. Reproductive justice advocates for the right to safe and legal abortion, as well as protection of that right.



# THE HYDE AMENDMENT

The Hyde Amendment is a federal law outlining the medical scope of abortions covered by Medicare (such as cases of rape, incest, or threat to the pregnant person's life). This then excludes other reasons for abortion that states are not obligated to cover. This law disproportionately impacts marginalized communities, especially those who are poor or low-income, who may not have access to the necessary funds to obtain a safe, legal abortion. Reproductive justice advocates for the repeal of the Hyde Amendment and the access to safe, legal, affordable abortion and appropriate aftercare.



# NEOLIBERALISM AND ITS ROLE AGAINST REPRODUCTIVE JUSTICE

Neoliberalism is an economic ideology that focuses on market-oriented economic reform, namely advocating for privatization and reducing state interventions such as price controls.

Neoliberal policies have impacted reproductive justice by limiting access to reproductive healthcare services, especially for marginalized communities, who may not be able to afford abortion, travel for it if needed, or take time off work. Such policies have resulted in the closure of abortion clinics and a reduction in funding for reproductive healthcare.

Reproductive justice aims to challenge these policies to protect access to quality reproductive healthcare.

In 2014, 75% of abortion patients were poor or low income. (1b)  
A lack of access to affordable abortion disproportionately impacts the financially insecure, such as adolescents. (1c)



# CONCLUSION

Reproductive justice is a movement that seeks to ensure that all individuals have the right to make informed decisions about their reproductive health, regardless of their race, gender, sexuality, or income. By understanding the issues and challenges that reproductive justice seeks to address, we can better advocate for access to and protection of safe and quality reproductive healthcare services.

## MOVING FORWARD

- Rights cannot exist without protection
- Inclusivity of marginalized groups is key to being widely effective
- Advocacy for reproductive autonomy and support for those who are pregnant lowers abortion and its risks

"What is urgently required is a broad campaign to defend the reproductive rights of all women--and especially those women whose economic circumstances often compel them to relinquish the right to reproduction itself." (2c)

# RESOURCES

1. AJ+. (2018, September 23). What Happens If The U.S. Outlaws Abortion? [Video]. YouTube. Click [here](#) to watch.
  - a. Timestamp: 6:11
  - b. Timestamp: 5:11
  - c. Timestamp: 5:29
2. Davis, A. (1981). Racism, Birth Control and Reproductive Rights. In Women, Race & Class. Random House. Click [here](#) to read (page 117).
  - a. Page 119
  - b. Page 119
  - c. Page 119

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