

WORKS IN GRAPHIC DESIGN

ALICIA K WILLETT

ALICIA.WILLETT @ GMAIL.COM | 240 994 9885

DECEMBER, 2013

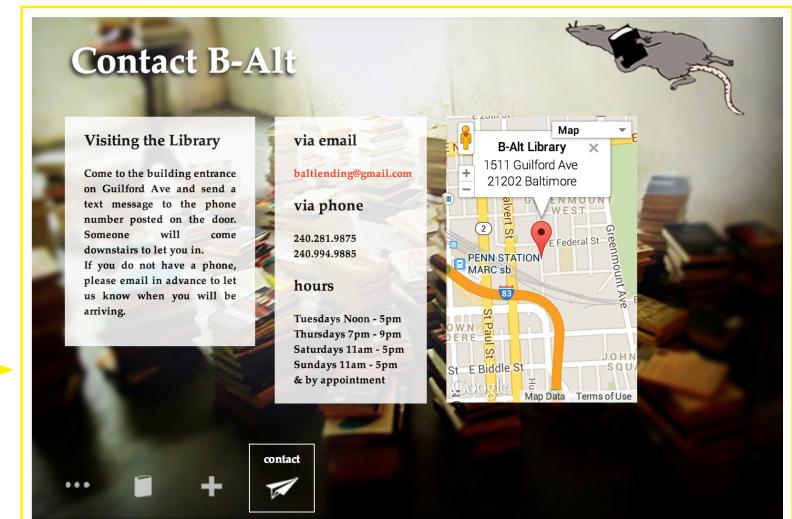
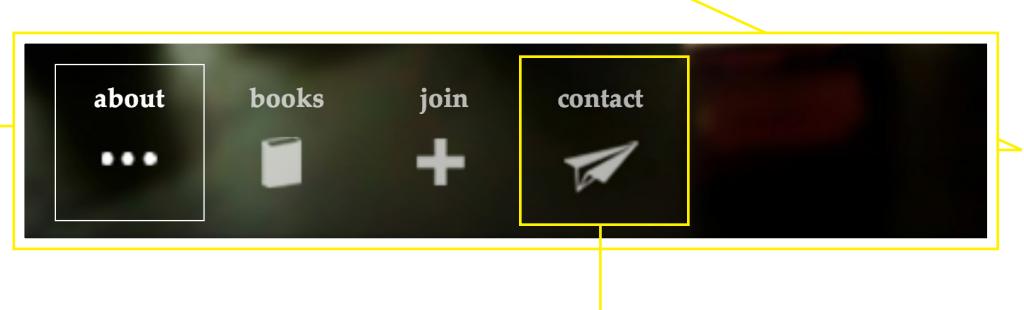


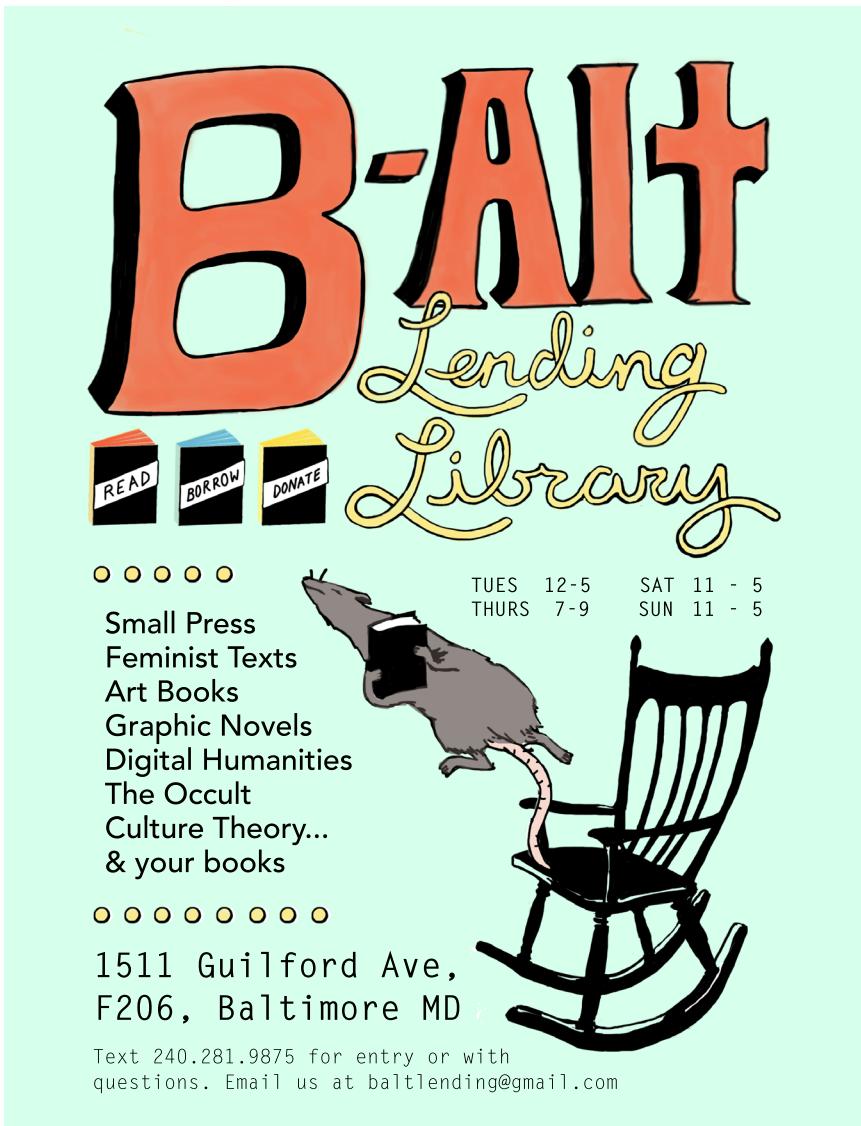
Website

Designed to inform the visitor about the organization and facilitate their visit to the physical space. Bright colors, warm tones and slightly grainy photography; combined with clean white typography and subtle interactivity; create a homespun-yet-sophisticated representation for this independent community library. Uncluttered design places emphasis on answering key questions so visitors can quickly find the information they need. Short descriptive blurb on the homepage fades in to increase search engine hits.

Tools used:

Adobe Photoshop (layout & design); HTML/CSS, jQuery (website construction)





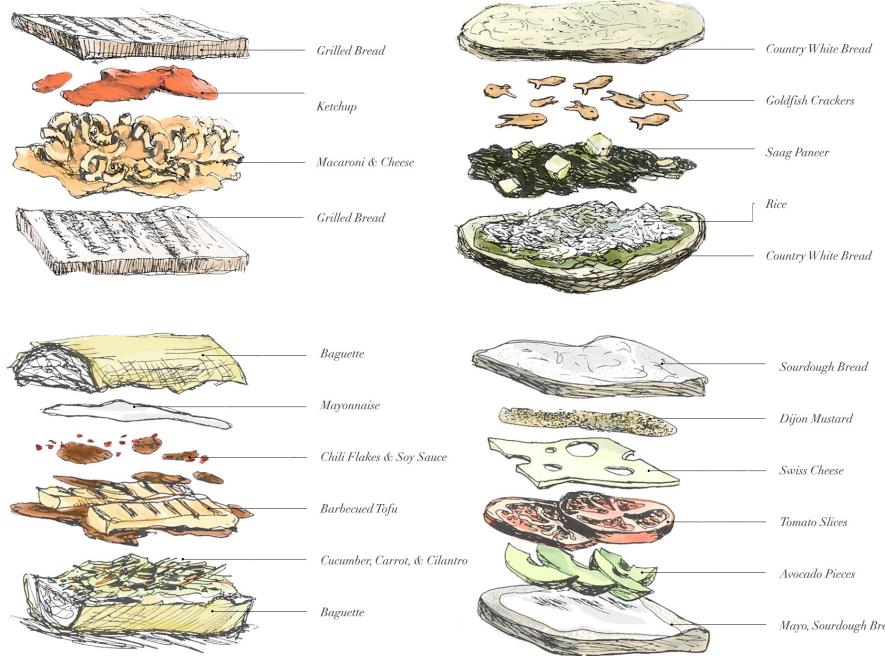
Promotional Flyer

Incorporates "Baltimore Rat" character. Print & web (animated GIF) versions.



Logo & Motto Design

BLOG THEME DESIGN



Updatable Blog Site & Illustrations

Simple collapsible layout allows the viewer to show and hide recipe information at will, while sandwich names are always shown. Centrally-oriented layout meant to be reminiscent of a menu at an upscale restaurant to elevate the culinary context of a home-made sandwich to that of a carefully crafted meal. Hand drawn exploded axon illustrations give an classic feel and communicate sandwich recipes in an efficient yet elegant visual manner.

Tools used:

Pen & ink; Adobe Photoshop (layout & design); HTML/CSS (website construction)

MEATLESS LUNCH

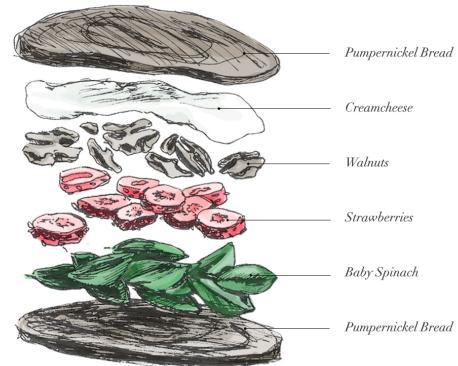
*Detailing the Anatomy of creative & innovative meatless sandwiches;
A force against monotony in the quest to eat a meatless diet.*

* click sandwich titles to expand!

BBQ BANH MI

SUMMER SALAD

A healthy & refreshing sandwich that is high in flavor but doesn't feel too heavy. The richness of the creamcheese plays off the juicy, tangy strawberries, while fresh baby spinach and walnuts add a lovely crunch... sounds perfect for a hot summer day.



TOM-AV-SWI

PANEERA

COOL CUC

SWEET POTATO REFRITO

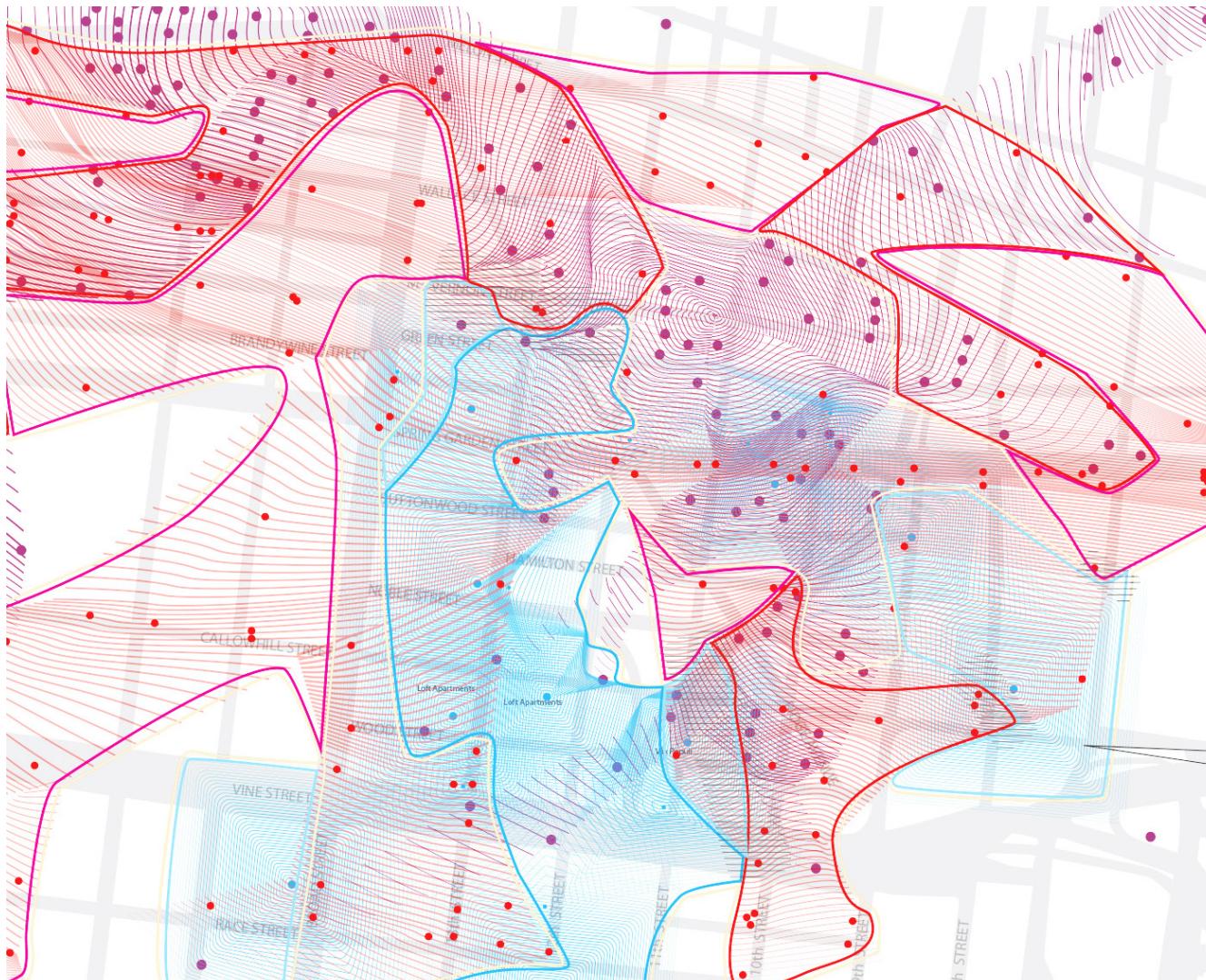
HONEY-NUT SQUEEZE

GRILLED MAC-N-CHEESE

MAGIC MINT's

BANANA MINT's

INFOGRAPHICS & CHARTS



Legend

- | | |
|--------------------|-------------------------------------|
| ● Local attraction | ● Encouraging economic development |
| ● Assault location | ● Discouraging economic development |
| ● Vacant property | ● No dominant trend |

Mapping Development Trends in N. Philadelphia

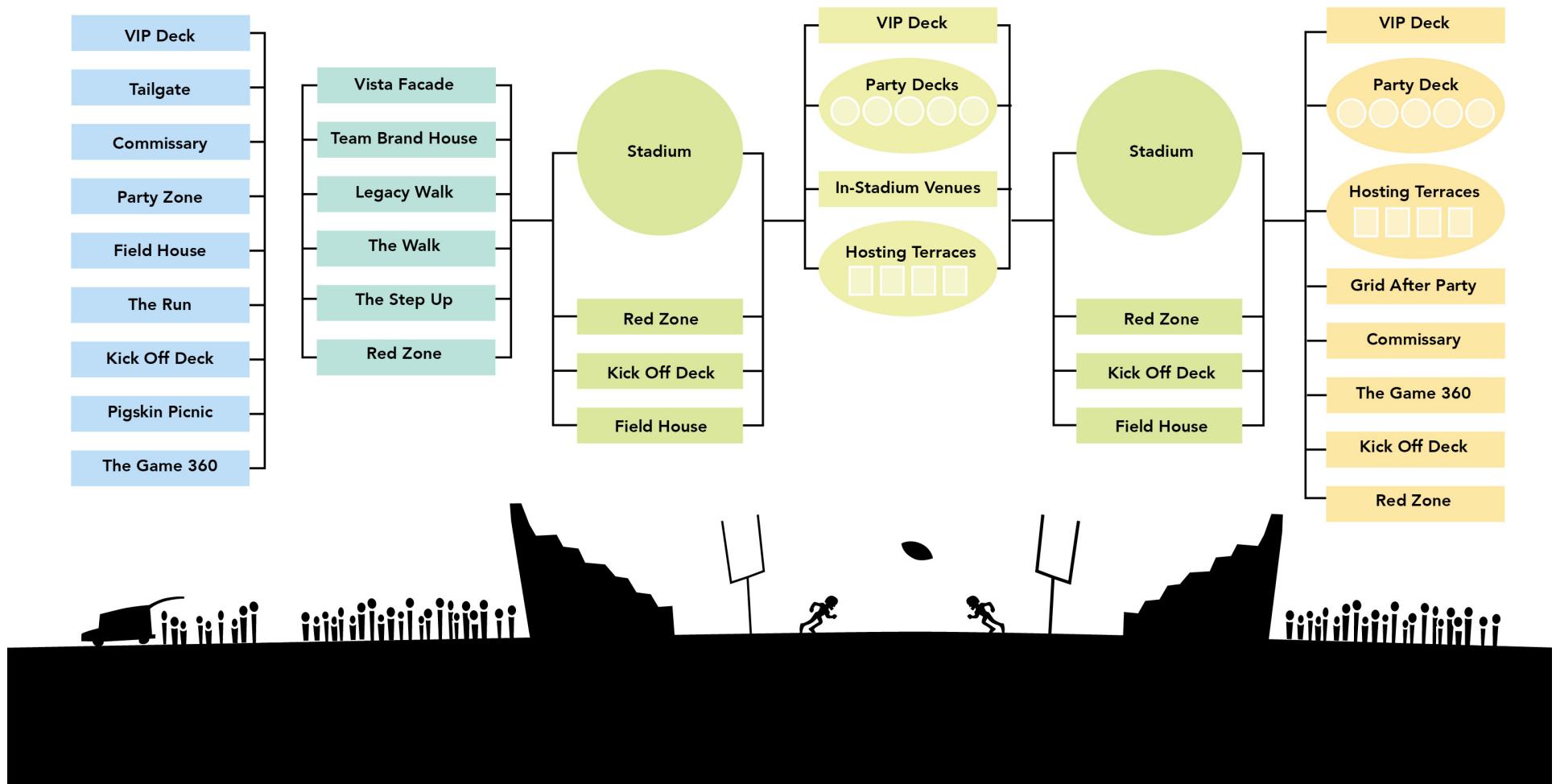
Urban environments are in a constant state of flux. Over decades and centuries, neighborhoods will transform, moving from being abandoned to affordable, fear-inducing to fashionable, egalitarian to exclusive. While opinions on whether changes are for "better" or "worse" vary, visualizing some of the complex influences could help people of many backgrounds attempt to see how a city will change.

Data points were used to generate "trend topographies" for several indicators of neighborhood vibrancy and potential for change. Frequency of "local attractions" characterized a trend encouraging neighborhood development; frequency of assault data generated a trend toward neighborhood abandonment, and frequency of vacant properties was characterized as an indicator higher likelihood to change.

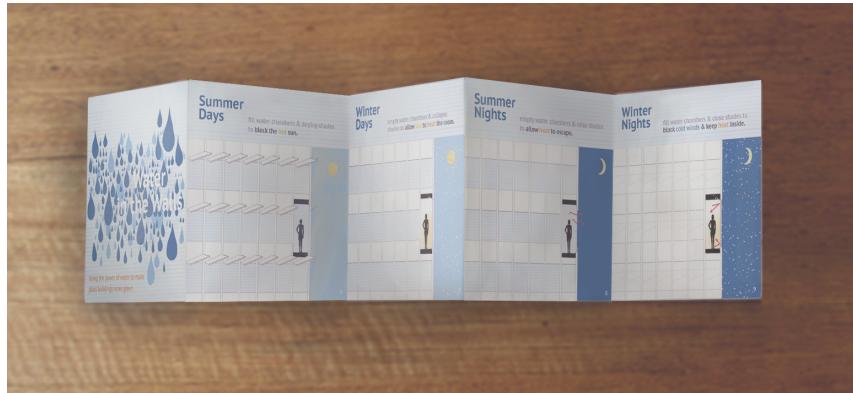
Tools used:

ArcGIS (geographic data comparisons & trend lines); Adobe Illustrator (infographic design)

The Extended Game Day Experience



LONG FORMAT DOCUMENTS



Accordion Fold Booklet

This folding booklet was developed to explain a concept for an innovative facade design using water as an insulator. Diagrams explain the mechanisms for activating and deactivating the insulating water chambers, and for controlling the complementary exterior shading devices. The author imagines a time when all buildings will have mechanisms which allow them to adapt to changes in the weather, so that we won't have to sacrifice comfort to use less fossil fuels.

Water is a natural insulator

Water facades allow glass curtain walls to become better insulators without sacrificing natural light.

Glass buildings leak heat in the winter and lose cool air in the summer...

What can we do about this?

How it Works

1. Storage chambers hold water while it is not insulating the window cavities. Slightly inclining the internal water chambers in the glass of the facade allows gravity to move water to and from storage chambers.
2. When it rains, water is collected and funnelled into a network of tubes and chambers within the east facade of the building.
3. Adjustable shades control effects of wind or sunlight on the facade.

A Short Study				
How much energy do we need to reach a comfortable temperature?				
	Standard Brick Wall	Single Glazed Window	3" Water Facade	
Jan 23 "Coldest Day of the Year"	31,000 Wh	43,000 Wh	26,000 Wh	28,000 Wh
July 1 ("Hottest Day of the Year")	35,000 Wh	52,000 Wh	37,000 Wh	32,000 Wh
NIGHT	6,000 Wh	9,000 Wh	6,000 Wh	7,000 Wh

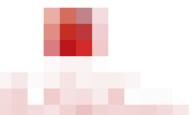
Cells highlighted in blue show the most energy efficient configurations possible for a clear facade

Summer Days
fill water chambers & deploy shades to block the hot sun.

Winter Days
empty water chambers & collapse shades to allow sun to heat the room.

Summer Nights
empty water chambers & raise shades to allow heat to escape.

Winter Nights
fill water chambers & close shades to block cold winds & keep heat inside.



Business Platform

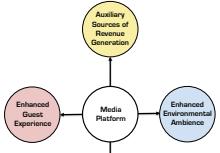
MSA

SOM

February 08, 2014

Goals

- Define a platform for auxiliary sources of revenue generation (ASRG) through sponsorship, digital activation and event based income
- Identify approaches to deploying environmental media which support ASRG, while simultaneously supporting the ambience and the guest experiences at Buckhead and River Oaks.
- Use media and digital activation to extend and reinforce the "OM" brand and the project identity



Physical Expression of Sponsorship

- Unlike advertising media, the physical expression for a sponsorship should be integral to the environment and the customer experience. Opportunities include:
 - Street Features [ex: both media-based and physical]
 - Distributed Media [ex: programmable showcase windows]
 - Iconic Elements [ex: media 'clock tower']
 - Digital Overlays [ex: digital concierge app]
 - Event Spaces [ex: programmable open space / controllable streetscape]
 - Venues [ex: lounge space / concierge]

Engagement-Based Offerings Provide Collateral Value

Example:	Sponsor:	Customer:	Owner:
Luxury Auto	Offering value related to brand identity - Lexus providing "smart valet" and car care services	Enhancement of a key aspect of itinerary	Differentiation from Competitors
Credit Card/ Financial Services	Offering designed to provide direct connection with customer (i.e. concierge services, tickets, reservations, umbrellas)	Enhancement of a key aspect of itinerary	Differentiation from Competitors

Business Platform

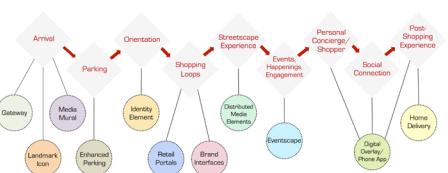
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River Oaks Sponsorship Opportunities

	Activation	Function	Candidate
Sponsor A	Brand Identity on Parking Structures, Landscaping, Programmatic chandeliers, valid markers	Enhance guest service (parking, valet, car, cars, package storage,...	Luxury Automobile
Sponsor B	"Media Garage" & Eventspace	Create a model place and zone for brand activation & programming	Wine/Spirits Company or Luxury Brand
Sponsor C	Media Escale / Street Gallery	Provide unique ambience along shopping loop, temporary structures, art, entertainment, day, interpenetrated with other brand	Financial Services / Credit Card Company
Sponsor D	Lounge, Digital Seton, Guest Concierge	Provide private & offsite experience enhancement; provide unique platform for OM brand	Wealth Management Company
Event Sponsor: Digital Overlay & Digital Overlay	Showcase Windows / Digital Projection	Private dramatic brand showcases; winter holidays experience	Sessional or Brand Activation
Sponsor E: Digital Overlay	Support digital/physical sponsor activation parking & smartphone App	Enhance guest experience with robust geo-fenced ad, while supporting tenant base	WIFI, Communications, Information Services Company
Pop-Ups (Digital/Physical)	Rotation of Pop-Ups including new products items & short term brand activations	Create additional draw to property across the year	Broad array of brands

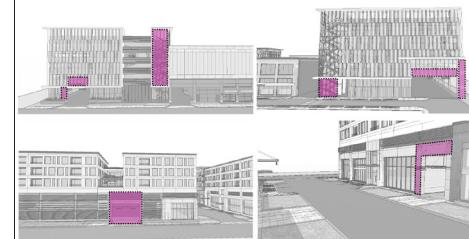
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Approach: Develop & Integrate Environmental Media and Digital Overlay in relation to "moments of opportunity" along guest itineraries



Sponsor A: Parking & Valet: Garage Entrances

Possible Brand Identity Locations =



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Sponsor B: Garage Media Façade Option 1 – Structural Conflicts



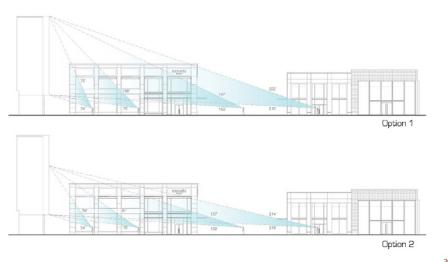
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Sponsor C: Media Escale



33

Sponsor B : Garage Media Façade Comparative View Analyses



Sponsor B : Higher Television Design & Multiple Tenant Site in the Future



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Additional Media Opportunities: Landmark Icon



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Business Platform Presentation* (Powerpoint)

Original Powerpoint theme design, employed to create clean, professional business platform presentation to a top tier developer. Selected slides .

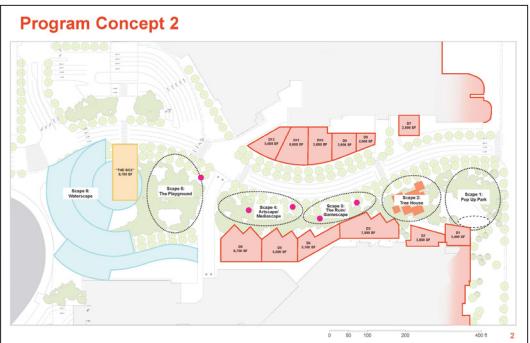
* Please note: Project currently in development; sensitive information has been blurred or omitted.

MEDIA PARK

Program & Strategy

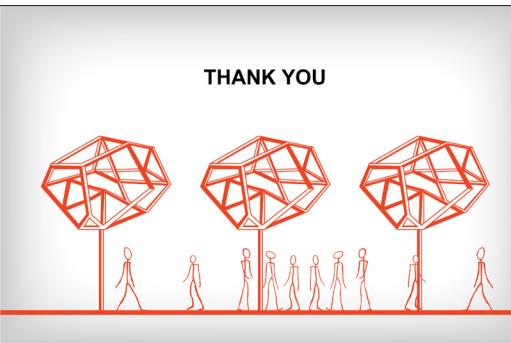
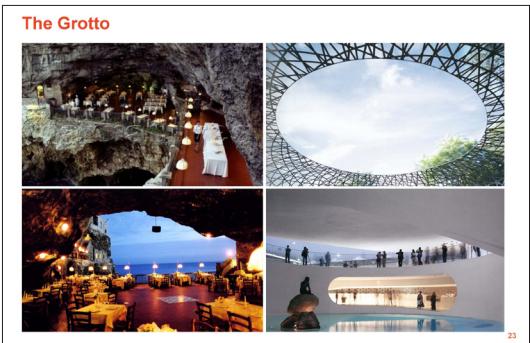
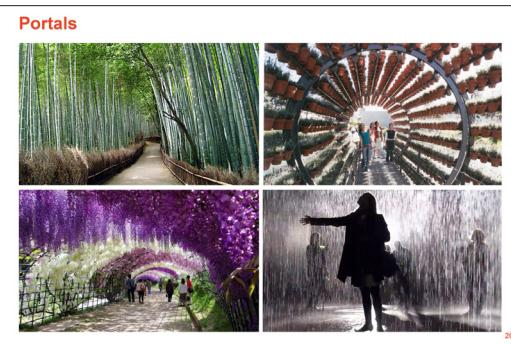


November 11th, 2013



Program Concept 2: Dining					
Units	SF Range	Illustrative Tenant	Option 1	Option 2	Option 3
D1	5,400 SF	SHAKE SHACK			
D2	+2,000 SF (+/-)	BLUE FALAFEL (& UPPER DECK)	BLUE RIBBON	LA COMIDA (AUSTIN)	LUCKY TACO (NAMIB)
D3	+7,000 SF	BEER GARDEN & UPPPER DECK	STONE BREWERY	BLUE RIBBON	LOS CINCO PUNTOS (LOS ANGELES)
D4	5,000 SF	CONTINENTAL	ICE BOX MAGAZINE	TOM'S URBAN	BIRREKA
D5	6,600 SF	COCHON	CATFISH SEAT (NASHVILLE)	ANIMAL (LOS ANGELES)	
D6	8,700 SF	PARK	FOREIGN CINEMA (SAN FRANCISCO)	XOXO	
D7	2,600 SF	MIKE'S PASTRY (BOSTON)	BILLY'S BAKERY	CHIKUWA (MILWAUKEE)	MOMOFUKU MILKBAR
D8	2,000 SF	PEARL DIVE OYSTER BAR (LOBSTER ROLLS)	WALUS & CARPENTER	SWAN OYSTER DEPOT	NEPTUNE OYSTERS (BOSTON)
D9	3,500 SF	PIZZA FARM (NY)	MEATBALL SHOP (BROOKLYN)	SMOKED (BROOKLYN)	BAKESALE BETTY EGGLANDS
D10	5,500 SF	REDIFMA (NY)	MISSION CHINESE FERN (SAN FRANCISCO)	POK POK	
D11	8,800 SF	DINOSAUR BAR-B-QUE	FRANKLIN BAR-B-Q (AUSTIN)		
D12	+7,000 SF (+/-)	CUBA LIBRE			

Program Concept 2: Attractions & Entertainment					
UNITS	SF (RANGE)	ILLUSTRATIVE TENANT	OPTION 1	OPTION 2	OPTION 3
E-1	5,000 SF	TIPTINNA'S	ARLENE'S GROCERY		
E-2	3,800 SF + 2,000 SF	CONTINENTAL CLUB	BLUEBIRD CAFE		
E-3	4,700 SF	HOWL AT THE MOON			
A-1	6,000 SF	"MOJO" TREE HOUSE RESTAURANT	RED BULL E-DECK SPONGEBOB (DECK)		BLUE RIBBON HIGH BAR
A-2 <small>(DEVELOPMENT PHASE)</small>	18,000+ SF	"SLEEP NO MORE"	BROOKLYN BOWL (BLUE RIBBON)	WORLD CITY LIVE	
	35,000 SF	BAW "WHEELZ" CAFE, DEEJAY STATION, SHOW ROOM	SPORTS BINGO FOOTBALL BOWLING		
A-3	8,000 TO 12,000 SF	"TAVERN ON THE GREEN"	CIPRIANI EVENT BOX	BARTON G "PRELUDE"	

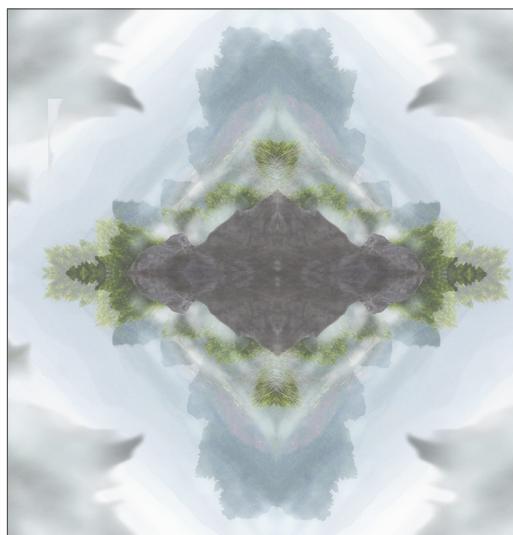
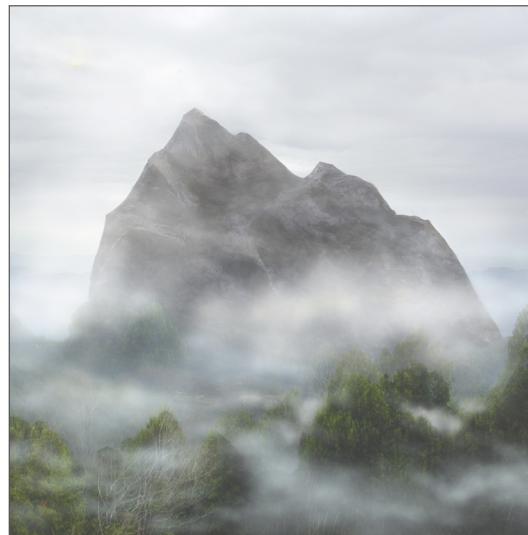


Architecture Presentation* (InDesign)

Layout, theme, diagrams & drawings. Collages are sets of images meant to evoke a mood & inspire design direction. Selected slides .

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LP DESIGN



Atlas At Last

Album cover design for DC band reflects their preoccupation with landscape and the quiet moments of pure beauty that characterize their mostly touch hardcore..

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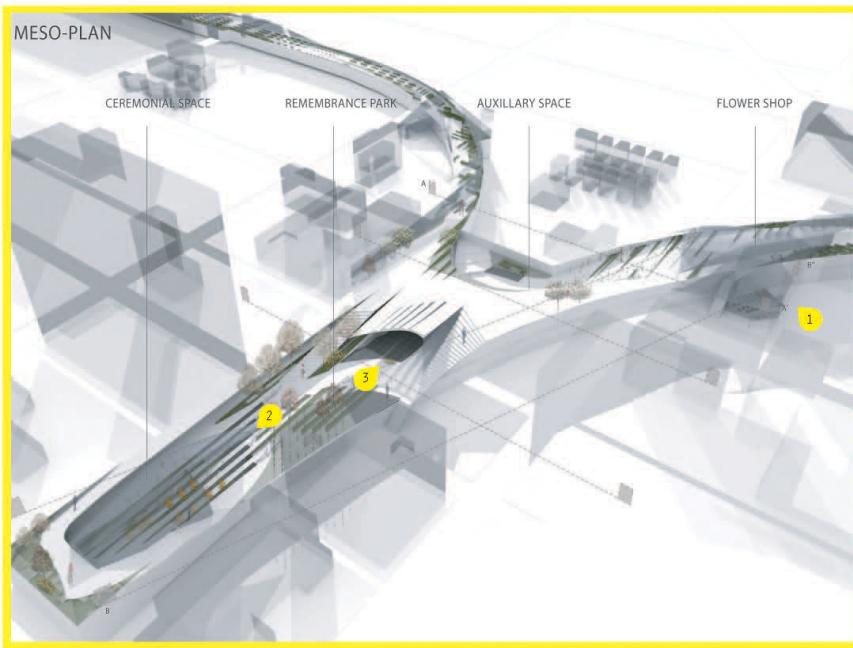
RENDERINGS & ILLUSTRATIVE GRAPHICS



1. FLOWER SHOP (SPRING)



2. COLUMBIARIUM (WINTER)



3. CEREMONIAL SPACE (NIGHT)

Landscape Renderings

Tools used: Rhino, Vray, Adobe Photoshop