

audrey di girolamo

spring 2025

IPRC WEB RE-DESIGN

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BACKGROUND

THE BRIEF

The brief was to research and re-design the website of an existing non-profit or cultural organization that's current design could be improved to better show the organizations purpose and appeal to its audience.

I chose to re-design the site of The Independent Publishing Resource Center (IPRC). They are a publishing studio and community center located in Portland Oregon. They focus providing an affordable access to space, tools and resources for creating independently published media and artwork. They hold workshops, community events, and programs for both youth and adults



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THE PROBLEM

1. Difficult navigation, it is hard for users to tell where they are on the site and where users need to go.
2. The site is wordy and text heavy. There is a lack of visual interest throughout and imagery to keep the user engaged
3. The site lacks a cohesive design and voice. Colors, typefaces and treatments vary throughout.

THE SOLUTION

1. Consolidate similar elements into a singular screen, to allow the user to compare and contrast in order to find what they are looking for.
2. add images and hierachal text throughout to keep the user engaged and want to read through the site.
3. Utilize a specific color palette and typefaces that create a brand voice for the organization while appealing to the target audience.

RESEARCH

OFFERING

INTERNAL WEAKNESSES

- pages can have overwhelming type and colors
- tedious navigation and drop down options
- background images clutter copy
- has dated look and colors

EXTERNAL OPPURTUNITIES

- could more accurately appeal to target audience
- more consistent style and presentation

INTERNAL STRENGTHS

- targets a specific audience
- most important information is easy to access
- copy is informative

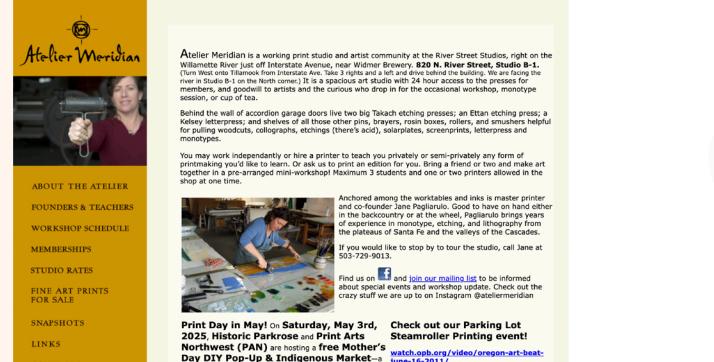
EXTERNAL THREATS

- printing presses do not have a large market due to commercial printing and digital products
- audience is limited to portland area

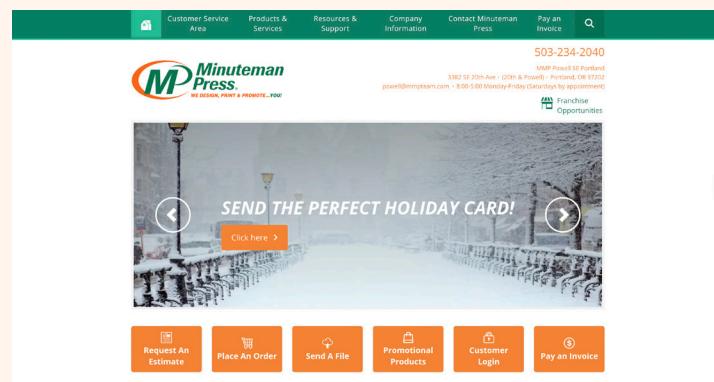
COMPETITION

IPRC's competition ranges from small local printing studios of handful of people to large corporate printing services such as fedex. The existing sites either lean very corporate and dull, or feel completely handmade.

My goal with IPRC's design was to meet somewhere in the middle, to still feel local and community oriented but also to have a strong voice and purpose behind it.

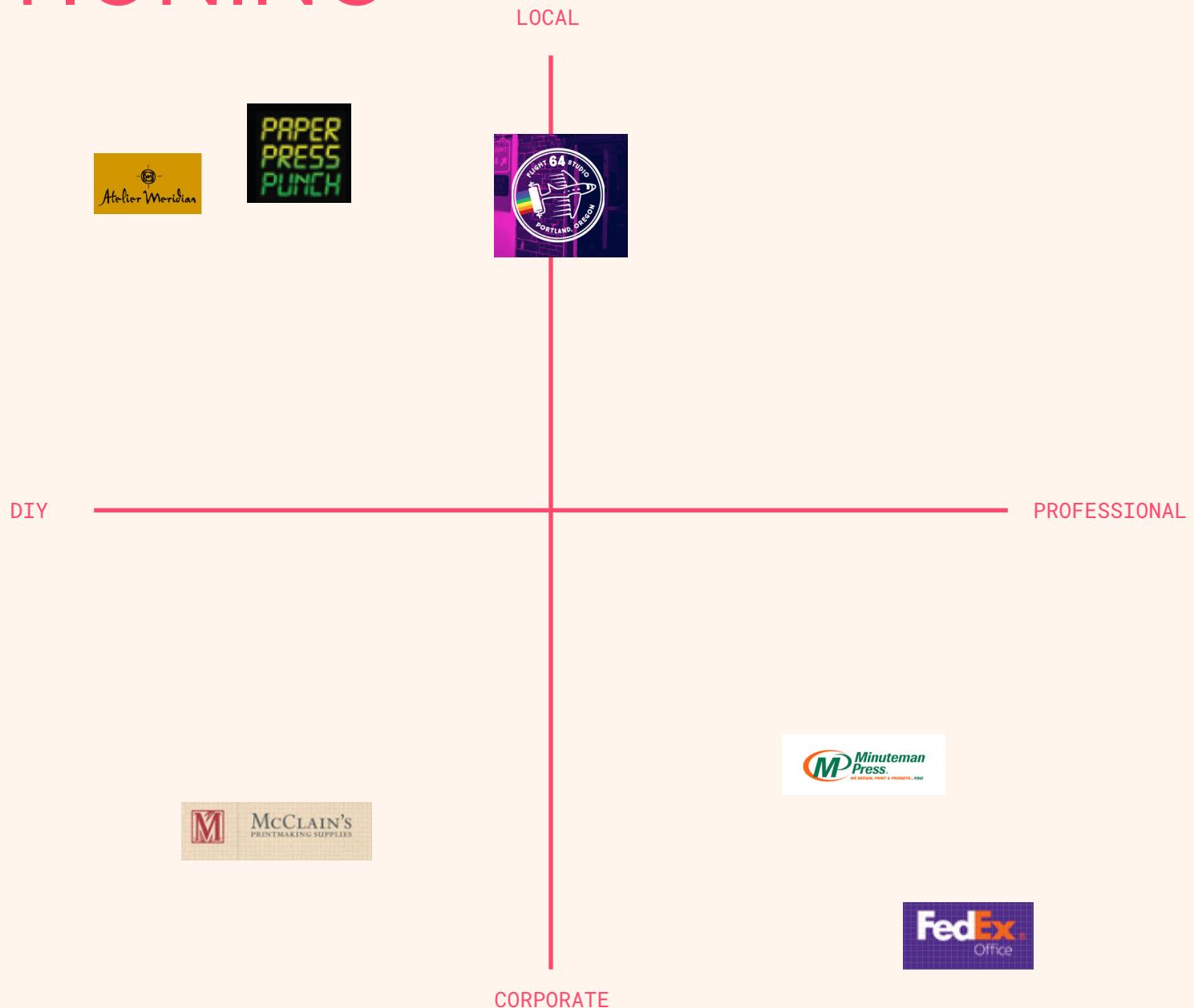


The Atelier Meridian website features a dark purple header with the studio's name and a small logo. Below the header is a photograph of a woman holding a printing press. To the right of the photo is a sidebar with links: ABOUT THE ATELIER, FOUNDERS & TEACHERS, WORKSHOP SCHEDULE, MEMBERSHIPS, STUDIO RATES, FINE ART PRINTS FOR SALE, SNAPSHOTS, and LINKS. The main content area contains descriptive text about the studio's facilities and processes, along with images of printing equipment and a person working at a press.



The Minuteman Press website has a green header with links: Customer Service Area, Products & Services, Resources & Support, Company Information, Contact Minuteman Press, and Pay an Invoice. The main content area features a large image of a snowy winter scene with the text "SEND THE PERFECT HOLIDAY CARD!" and a "Click here" button. Below the image are several orange call-to-action buttons for Request An Estimate, Place An Order, Send A File, Promotional Products, Customer Login, and Pay an Invoice.

POSITIONING



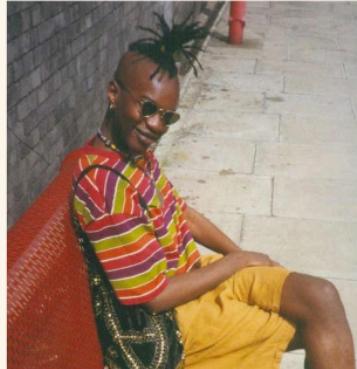
AUDIENCE

WHO WAS MY AUDIENCE?

Most of the services IPRC offer is related to creating art, printed media, and self publishing. It also puts on emphasis on community and collaboration. As the organization is community ran and operated, largely by volunteers who also use the space to create art.

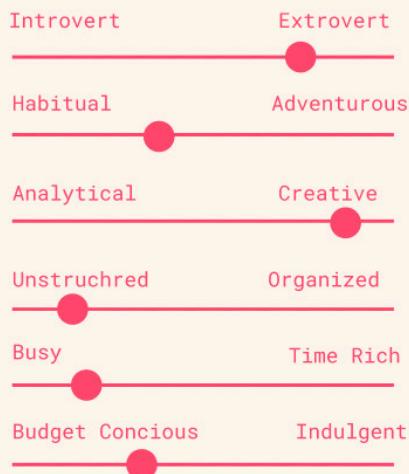
I determined the target audience as **individuals looking for an affordable space to practice or learn about printmaking, and individuals who want to foster a community and meet new people with a similar interest.**

PERSONA 1



ALI, 35

Barista
Portland, Oregon



background

BIO

Ali is a barista living in Portland who also attends classes at a local community college in the evening. She has some background in print-making and likes to make zines for fun and would love to pursue it more in her free time. She's seeking an affordable studio to practice her interests.

GOALS

- Be able to make art and practice her love of printmaking
- be able to use printing materials affordably
- learn more about local artists and zines

BEHAVIOR

Ali works full time as a barista and attends college classes some evenings. She has little free time but still likes to get out some weekends and be a part of her community. In her free time she likes to watch shows, go out with friends, and make zines.

RELATIONSHIPS

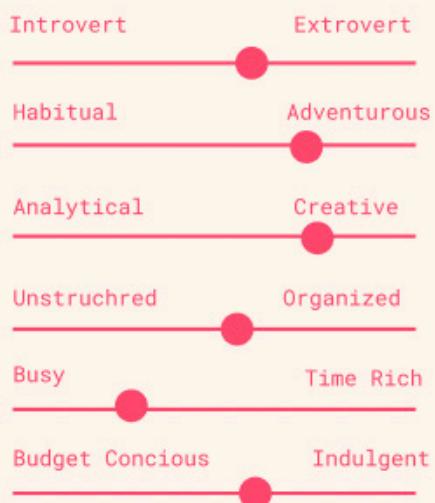
Ali lives with her partner and two cats. As her dad is getting older she visits and supports him as well.

PERSONA 2



FINN, 26

Writer and artist
Portland, Oregon



background

BIO

Finn is an artist and writer working freelance and recently moved to Portland. They want to find a like minded community and be a part of a space to foster their creative interests

GOALS

- Join a like-minded community in a new city
- To find a space to practice both their art and their writing
- To learn new art forms and knowledge

BEHAVIOR

Finn works a freelance writing and journalism jobs from their home, so during the week they spend a lot of time indoors. On the weekend they like to get outside and go for hikes or meet new people. They recently moved to Portland and don't know many people but they get out frequently and love to be involved in art spaces.

RELATIONSHIPS

Finn lives with two roommates and their dog. They don't have any family or close friends in the area.

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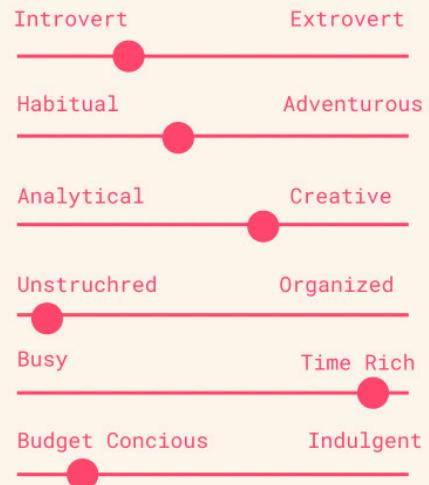
project 1

PERSONA 3



MASON, 14

Highschool
Student
Portland, Oregon



BIO

Mason is a high school student in Portland, Oregon. He is looking for something fun to do over his summer break. In his free time he likes to skateboard and drawing album covers for his favorite bands.

GOALS

- To find somewhere to learn more about art and design
- Find something interesting to do over the summer
- Meet people his age with similar interests

BEHAVIOR

Mason tends to procrastinate in most of his classes but loves taking his art class. In his free time he likes to skateboard, listen to music and doodle in his sketchbook.

RELATIONSHIPS

Mason lives with his mom and his younger sister. He watches his sister when his mom is working and walks her home from school.

CONCEPT EVOLUTION

CONCEPT EVOLUTION

A lot of my initial concepts felt too stark and clean for my audience, I started out with a "muesuem" like approach to the site. Utilizing black and white and bold type. As I reflected more on who my audience was, and the look of the original site, I leaned into a more "DIY" approach which I felt would better appeal to the local community-oriented audience I was creating it for.

VISUAL DESIGN

MOOD BOARD

NY ART BOOK FAIR 2019

ABOUT
EXHIBITORS
PROGRAMS

← ARCHIVES EXHIBITOR INFO

The practice of Matija Gabrilovic, a Vancouver-based creative consultant, art director, researcher, and designer.

Lithe Studio

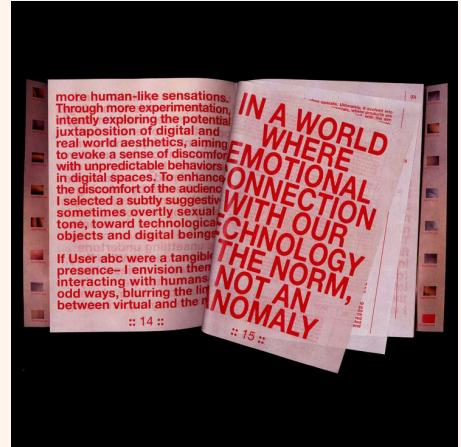
Identity Design & More Culture, 2020

Branding, Web & More Culture, 2018–2020

Demure

Extra Dollar

Identity Design Commercial, 2020

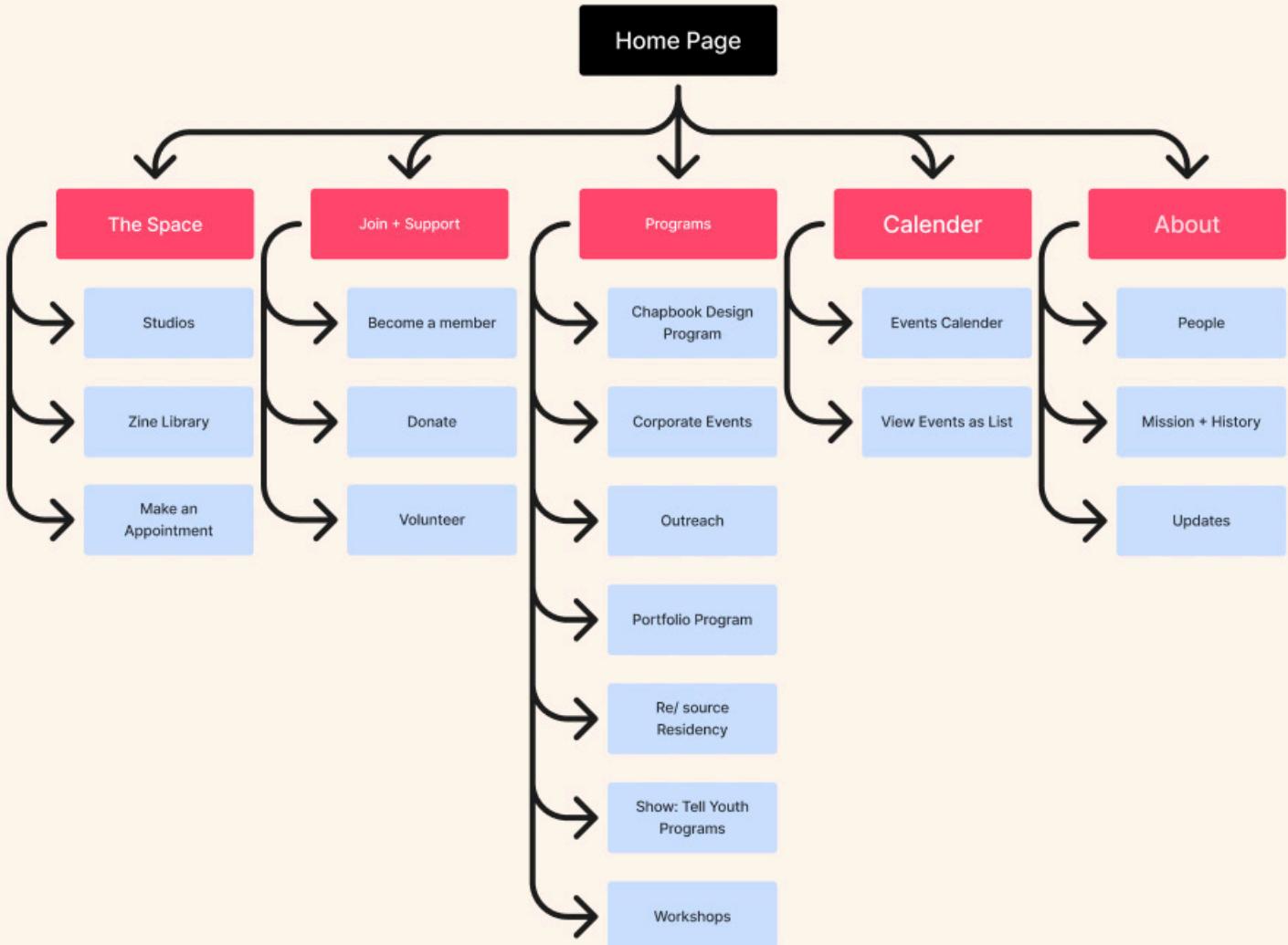


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INITIAL SITE MAP



WIRE FRAMES

The wireframe illustrates the layout of the IPCR website across three main sections: Home, Programs, and Get Involved.

Home Page: The top navigation bar includes links for Programs, Join, Events, Zine Library, and About. The main title "THE INDEPENDENT PUBLISHING RESOURCE CENTER" is centered above a subtitle "IS A COMMUNITY CENTER AND SHARED PRINT STUDIO." Below the subtitle is a small paragraph about the mission of IPCR. A large central image features the text "WE HOLD A SPACE TO COLLABORATE, LEARN, AND TEACH OTHERS." To the left is a "LEARN MORE" button, and to the right is a "LEARN MORE" button. Below the image is a "UPCOMING EVENTS" section for May 2025, showing dates 5, 6, 7, 8, 9, 12, 13, 14, 15, and 16. A note indicates that May 13 is a "PRIVATE EVENT". Below the events is a "PROGRAMS" section with three placeholder boxes. At the bottom is a dark footer area with dashed horizontal lines.

Programs Page: The top navigation bar includes links for Programs, Join, Events, Zine Library, and About. The main title "IPRC PROGRAMS 2025" is centered above a subtitle "YOUTH CAMPS PORTFOLIO RESIDENCIES". Below the subtitle are two large placeholder boxes, each with a "SUMMER 2025" heading and a "PORTFOLIO PROGRAMS" heading. Below these are two more placeholder boxes under the "RESIDENCIES" heading. A dark footer area with dashed horizontal lines is at the bottom.

Get Involved Page: The top navigation bar includes links for Programs, Join, Events, Zine Library, and About. The main title "BECOME A MEMBER, DONATE & VOLUNTEER IN OUR COMMUNITY." is centered. Below the title are four large placeholder boxes: "GET INVOLVED IN OUR COMMUNITY", "BECOME A MEMBER", "VOLUNTEER", and "DONATE". Each box contains several horizontal lines of varying lengths.

background

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USABILITY TESTING

USABILITY TESTING

The feedback I received during usability testing was to users felt like they were stumbling into things rather than intentionally finding them, and that headings and markers needed to be more clearly labelled. I took this feedback and more intentionally created task flows for users and added more descriptive labels.

Some users also felt like the site was too clean and black and white, I chose to add in more colors, bright imagery and create a more “DIY” feel throughout”.

SOLUTION

INTIAL

HOME SCREEN

The intial homescreen contained limited information, largely irrelevant most users. It contained some information about the organization, highlighted members, and photos of their instagram post. The overall design was vague and non specific, it may feel unclear what the organization does to new users.

IPRC

The Space Join + Support Programs Calendar About

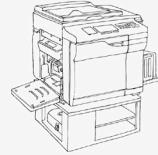
ADDRESS
318 SE Main Street
Suites 155 & 145
Portland, OR 97214

HOURS
Mon 12-9pm
Wed 6-9pm
Thurs 12-9pm
Fri + Sat 12-6pm
[Make an appointment](#)

TEL
503-827-0249

EMAIL
info@iprc.org
[Sign up for our Newsletter!](#)

The Independent Publishing Resource Center (IPRC) is a community center and shared print studio



Bring your creative projects to life in the studios, take a workshop, or hang out in the zine library. We welcome artists and writers of all ages, skill levels, and backgrounds! [Become a member today!](#)

IPRC

The Space Join + Support Programs Calendar About

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Member Highlight: Elbow Room
In honor of our March Membership Drive, we are sharing some member highlights throughout the month.
[Read More →](#)
Mar 28, 2025

Member Highlight: David Kessler
In honor of our March Membership Drive, we are sharing some member highlights throughout the month.
[Read More →](#)
Mar 12, 2025

Member Highlight: Abby Castillo
In honor of our March Membership Drive, we are sharing some member highlights throughout the month.
[Read More →](#)
Mar 18, 2025

IPRC

The Space Join + Support Programs Calendar About

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[Follow us on Instagram](#)

Community Call
Support the IPRC by joining our Board of Directors!

WRITING NIGHT
at IPRC
your favorite notebook and pen or pencil, an IPRC membership, and a desire to participate in many events with like-minded, creative writers and artists. All levels welcome!
\$5 Suggested Donation
Free for Members
IPRC Classroom, 318 SE Main Street, Ste 145
Portland, Oregon 97214
Facebook by Reganore Vennera

The IPRC is a Portland, OR 501(c)3 nonprofit (EIN 93-1268523) dedicated to providing people access to tools and resources for creating independently published media and artwork. You can support our mission by making a tax-deductible donation today!

INTIAL

JOIN SCREENS

The options to join IRCP were seperated into three seperate pages. This requires users to navigate between the three screens and read through in order to understand the difference between the three.

IPRC

[The Space](#) [Join + Support](#) [Programs](#) [Calendar](#) [About](#)

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Become a Member

Joining the IPRC community as a member will give you access to all of the resources you need to bring your ideas to life. Join as a Staple or Studio Member depending on your independent publishing needs. By becoming a member, you support the IPRC's mission to provide affordable access to tools and resources for independent publishing.



Staple Membership

\$12/month or \$120/year

As a Staple Member you gain access to the main studio, receive discounts on copies & workshops, and receive free admission to IPRC events, readings and lectures. In addition, Staple Membership also includes 3 Learn Make Share workshops a year.

IPRC

[The Space](#) [Join + Support](#) [Programs](#) [Calendar](#) [About](#)

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Donate

Support DIY Publishing in Portland by making a one-time or recurring donation!

When you contribute to the IPRC, your support helps to:

- o Keep our workshops, programming, and membership rates affordable
- o Preserve traditional printing techniques and a library of nearly 20,000 independently published zines
- o Give public access to the tools needed to produce professional quality publications and works of art
- o Build connections between local artists, authors, and publishers launching careers in new fields
- o Provide a creative, accessible, and collaborative atmosphere in which people can work on their projects

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[The Space](#) [Join + Support](#) [Programs](#) [Calendar](#) [About](#)

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Volunteer

The IPRC loves our volunteers and we rely heavily on their support in all aspects of what we do! Volunteers are IPRC advocates and are responsible for welcoming folks in to the center.

Volunteers are expected to commit to a weekly three-hour shift for at least three months. All volunteers receive free membership, discounts on public programming, and a free spot in one intro printmaking workshop each quarter.

Please note that we receive a high volume of volunteer applications and cannot respond to every inquiry.

Front Desk Volunteers



INITIAL PROGRAM SCREENS

Alike the join screens, the program screens were separated into their respective categories with no simple way to compare between. The screens contained little to no imagery and heavy wordy text.

The Space Join + Support Programs Calendar About

IPRC

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Chapbook Design Program

Learn how to design and produce a small print run of a chapbook in the Chapbook Design Program. Designed as a second year offering for Portfolio Program graduates, the Chapbook Design Program combines manuscript revision with book design instruction and self-publishing practices.

Over the course of two terms, students in the Chapbook Design Program revise a manuscript of creative work that they go on to design, print and bind. Participants are introduced to the basics of desktop publishing & design principles, as well as short-run print production.

The Space Join + Support Programs Calendar About

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principles, as well as short-run print production.
Students can expect to spend class time in:

- Peer workshop, approaching revision on the macro level of theme and organization of a chapbook-length piece of work;
- Graphic design tutorial instruction, covering the basics of typesetting and page layout in InDesign, and a brief intro to Photoshop;
- Studio instruction covering bookarts & binding techniques; and
- Work sessions for participants to gain hands-on experience in chapbook layout and print production

The Chapbook Design Program is ideally suited to poets & prose writers who have graduated from the Portfolio Program; or poets and writers who have a manuscript of poetry or prose that they are ready to self-publish. While past participation in the Portfolio Program or Certificate Program is not required, the Chapbook Design Program builds on the analog print & publishing tools covered in the Portfolio Program, offering students the opportunity to add another tool to their self-publishing toolbox. At the conclusion of the course, students will have designed, printed and bound five chapbooks, (one of which will be archived in the IPRC's Zine Library Collection) and the program will culminate in a celebratory Chapbook Release Reading.

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The Portfolio Program is a yearlong course of study that runs from September through July, and combines creative writing workshops with hands-on learning experiences and modules in the IPRC's print studios. Working in small cohorts over the course of three terms, students choose one of four disciplines (Art Book, Comics, Poetry, or Prose) and create a portfolio of creative work specific to their chosen genre that may include a creative manuscript, broadsides, book forms, art books, zines, and other print ephemera.

We will be accepting applications for the 2025/26 Portfolio Program in the summertime. Stay tuned for

HOME SCREEN

My goal for the homescreen re-design was to reflect the original voice of the brand: being DIY, community oriented and artistic. I took inspiration from the initial site, but with the goal to make the home screen more informative, have better navigation and more resources.

IPRC

PROGRAMS

JOIN

EVENTS

ZINE LIBRARY

INFO

THE
INDEPENDENT
PUBLISHING
RESOURCE CENTER

MON 12-9PM
WED 6-9PM
THURS 12-9PM
FRI + Sat 12-6PM

318 SE MAIN
STREET SUITES
155 & 145
PORTLAND OR

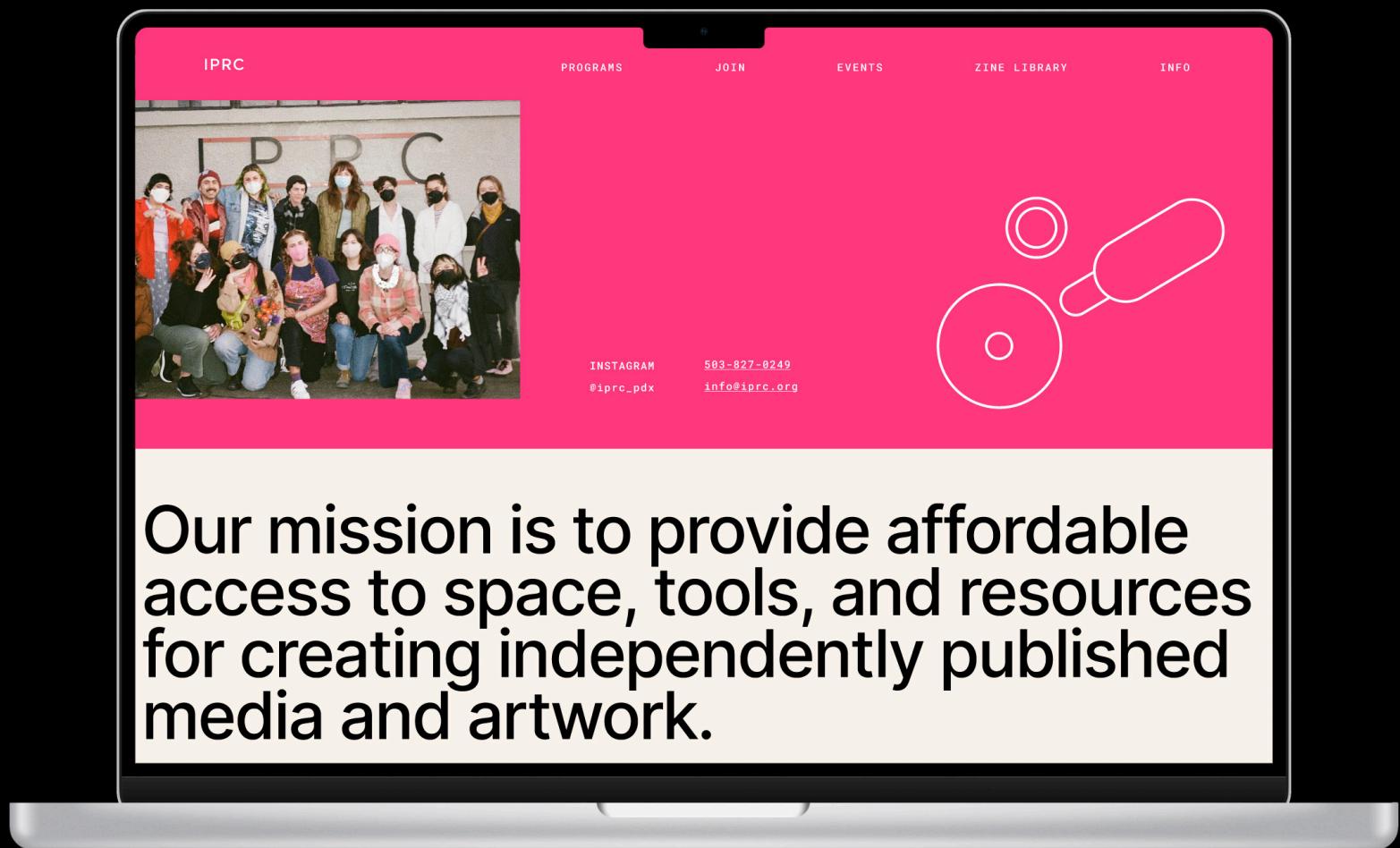
We nurture collaboration, creativity, and community-building through writing, printmaking, & publishing. We provide equitable access to tools, resources, and unconditional support to Portlanders to share their stories & the causes closest to their hearts through the production of independently-published books, prints, posters, zines, and comics.

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HOME SCREEN



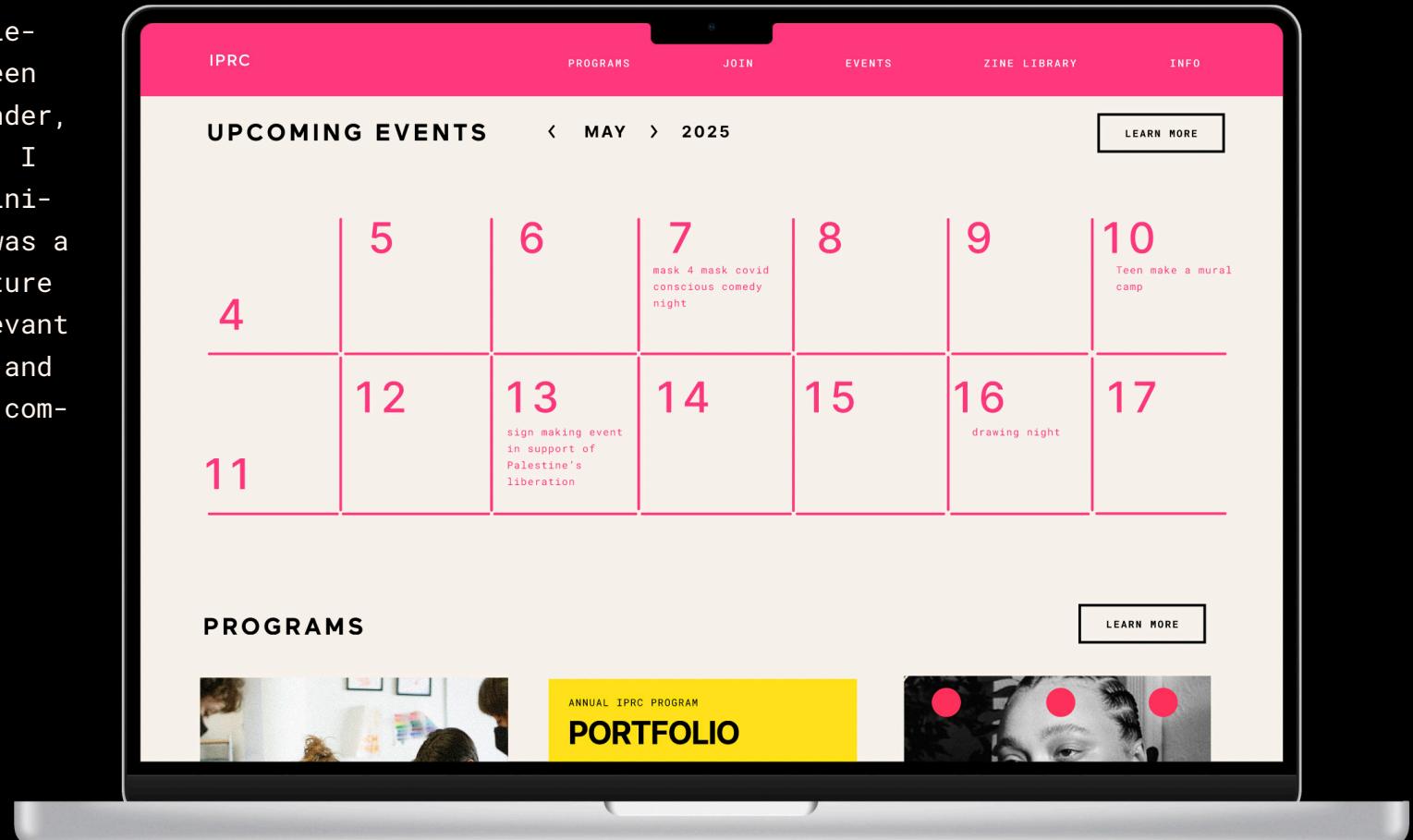
background

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HOME SCREEN

I added additional elements to the homescreen being an events calender, and programs preview. I kept an element the initial site had which was a member highlight feature as I felt it was relevant for the organization and audience as they are community oriented.



HOME SCREEN

IPRC

PROGRAMS JOIN EVENTS ZINE LIBRARY INFO

PROGRAMS

SHOW: TELL YOUTH PROGRAM
June 23rd - August 8th
Join IPCR Teaching Artists this summer for a week full of hands on activities including drawing, zines, and printmaking.

**ANNUAL IPCR PROGRAM
PORTFOLIO PROGRAM
2025**
REGISTER FALL 2025
ACCEPTING APPLICANTS SUMMER 2025
The Portfolio Program is a yearlong course of study that combines creative writing workshops with hands-on learning experiences and modules in the IPCR's print studios.

RE/SOURCE RESIDENCY
ACCEPTING APPLICANTS FALL 2025
re/source residency is designed specifically to support artists and writers of color to develop their art practice and share with the wider community.

LEARN MORE

background

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project 1

HOME SCREEN

IPRC

PROGRAMS

JOIN

EVENTS

ZINE LIBRARY

INFO

MEMBER HIGHLIGHT

LEARN MORE

Member Highlight

ABBY CASTILLO

In honor of our Membership Drive, we are sharing some member highlights throughout the month.

Member Highlight

ELBOW ROOM

In honor of our Membership Drive, we are sharing some member highlights throughout the month.

Member Highlight

KEVYN WAY

In honor of our Membership Drive, we are sharing some member highlights throughout the month.

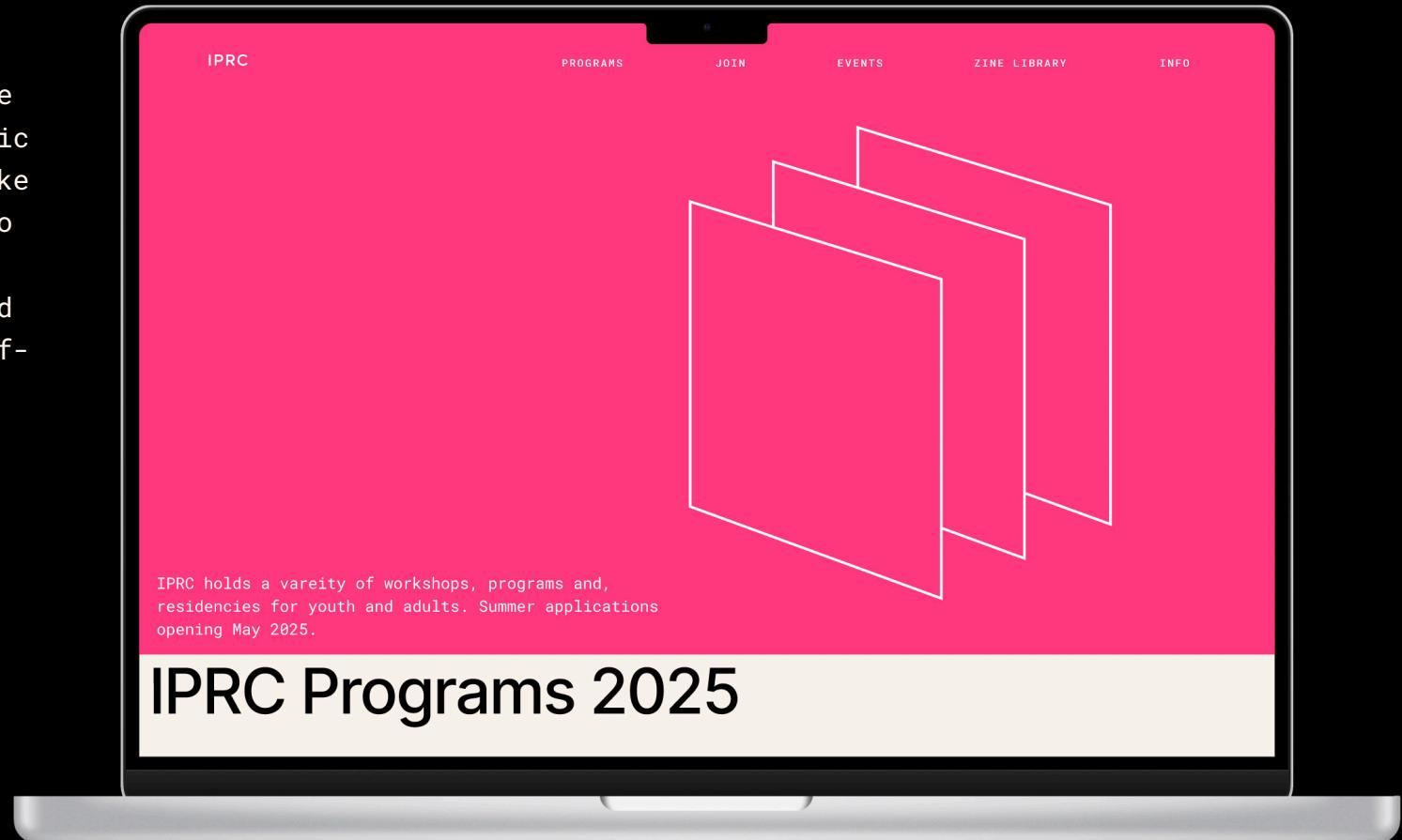
background

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PROGRAMS

On the original website the programs had separate screens for their specific programs. I wanted to make it easier for the user to compare and contrast between programs they could better understand the differences and choose the right one for them.



PROGRAMS

The original site was very wordy and text heavy, there was a lack of imagery and overall visual interest. I wanted to keep the user engaged and make them actually want to read the content rather than skim through.

IPRC

PROGRAMS

JOIN

EVENTS

ZINE LIBRARY

INFO

YOUTH PROGRAMS SUMMER 2025

**SHOW
TELL**
YOUTH SUMMER CAMP

June 23rd - June 27th

ELEMENTARY GRADES COMICS & ZINES

A week long camp for 2nd through 5th graders! In this camp we will explore the different tools at the IPRC through creating collaborative comics and zines.

July 7th - July 11th

MIDDLE GRADES COMICS, ZINES & RISO

A week long camp for 4th through 8th graders! In this camp we will explore the different tools at the IPRC through creating comics and zines together. We will create a final project together

August 4th - August 8th

HIGH SCHOOL PRINT INTENSIVE

A week long program for high school students to be exposed to screenprinting, letterpress and risograph and all of the other tools that the IPRC has to offer. Participants will leave the

PROGRAMS

The image shows a tablet displaying the IPRC website. The top navigation bar is pink with white text: IPRC, PROGRAMS, JOIN, EVENTS, ZINE LIBRARY, and INFO. Below the navigation, there are three program cards:

- Portfolio Program**: A yellow card with black text. It says "ANNUAL IPRC PROGRAM" at the top, followed by "PORTFOLIO PROGRAM" in large letters, "2025" below it, and "REGISTER SUMMER 2025" at the bottom. It also says "Accepting applicants summer 2025".
- RE/SOURCE RESIDENCY**: A black and white photo of a person with red circular dots overlaid on their face. Below the photo, it says "Accepting applicants fall 2025".
- Chapbook Design Program**: A blue card with white text. It says "IPRC", "CHAPBOOK DESIGN", "REGISTER FALL 2025", "IPRC'S YEAR LONG RESIDENCY", and "PROGRAM". It also says "Accepting applicants fall 2025".

background

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PROGRAMS

The image shows a tablet displaying the IPRC website's "WORKSHOPS" page. The website has a pink header with navigation links: IPRC, PROGRAMS (which is the active tab), JOIN, EVENTS, ZINE LIBRARY, and INFO. Below the header, the page title "WORKSHOPS" is displayed in bold black capital letters. The page is divided into three sections, each featuring a photograph and a title.

- PRINTMAKING WORKSHOPS**: An image of a large industrial-style printing press with a red ink tray. Below the image is the text: "Workshops We offer group introductory printmaking workshops once a month. Completion of our these workshops is required for access to the IPRC's riso, creenprinting & letterpress print studios. Learn more about our monthly
- COMMUNITY WORKSHOPS**: An image of a group of people sitting in a circle on the ground outdoors, eating and talking. Below the image is the text: "Workshops We hold fundraisers, mutual aid events, and community nights. These are free for Staple and Studio Members. There is a small suggested donation fee for non-members."
- WRITING WORKSHOPS**: An image of two people at a table, one holding a book and the other looking at it. Below the image is the text: "Workshops Bring your favorite notebook and pen or pencil and join us for a monthly drop-in creative writing community event, with light facilitation, creative writing prompts, and opportunities to share your work. Writing Nights

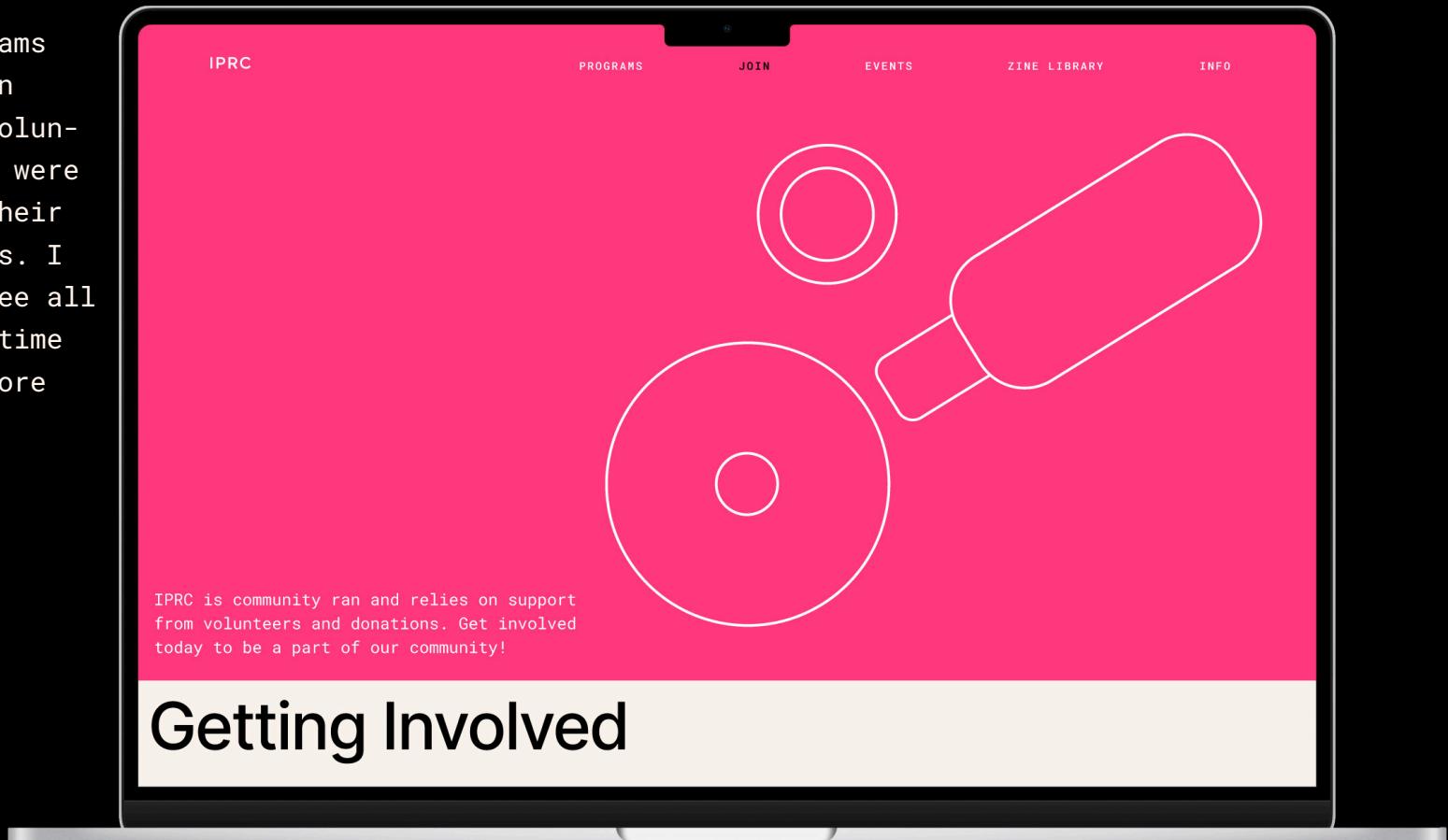
background

audrey di girolamo

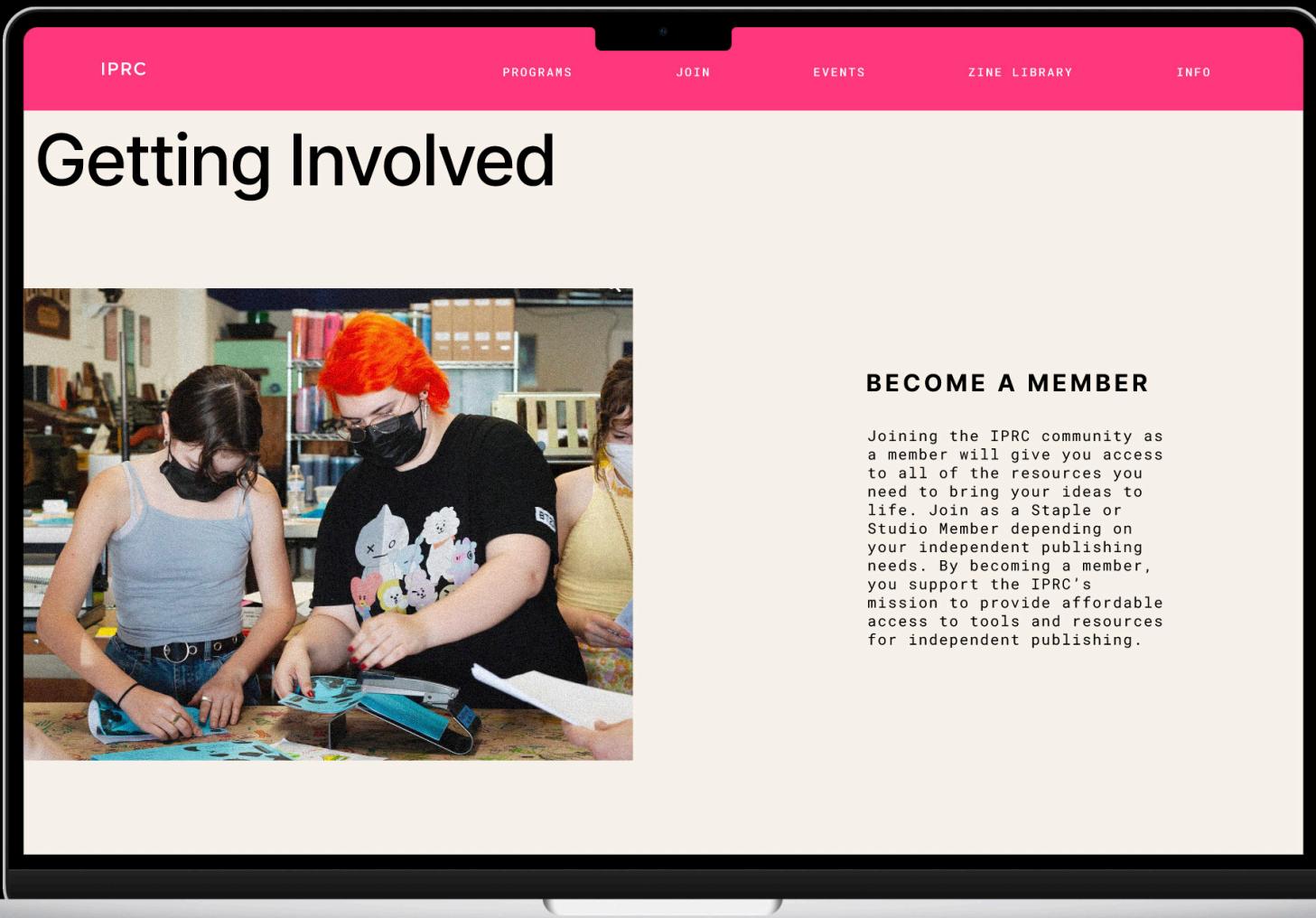
project 1

JOIN

Similar to the programs page, the information about memberships, volunteering and donating were all separated into their respective categories. I wanted the user to see all of them at the same time so they could make more informed decisions.



JOIN



The image shows a tablet displaying the IPRC website. The top navigation bar is pink with white text, featuring links for IPRC, PROGRAMS, JOIN, EVENTS, ZINE LIBRARY, and INFO. The JOIN link is highlighted with a blue underline. Below the navigation is a large, bold black heading "Getting Involved". To the left of the text is a photograph of three people working at a table in a workshop setting. One person has bright orange hair and is wearing a black t-shirt with a colorful graphic. They are all wearing face masks. They appear to be working on a project together, possibly related to zine making or independent publishing. To the right of the photo is a section titled "BECOME A MEMBER" in bold capital letters. Below this title is a paragraph of text describing the benefits of membership.

BECOME A MEMBER

Joining the IPRC community as a member will give you access to all of the resources you need to bring your ideas to life. Join as a Staple or Studio Member depending on your independent publishing needs. By becoming a member, you support the IPRC's mission to provide affordable access to tools and resources for independent publishing.

background

audrey di girolamo

project 1

JOIN

IPRC

PROGRAMS

JOIN

EVENTS

ZINE LIBRARY

INFO

**STAPLE
MEMBERSHIP**

As a Staple Member you gain access to the main studio, receive discounts on copies & workshops, and receive free admission to IPRC events, readings and lectures. In addition, Staple Membership also includes 3 Learn Make Share workshops a year.

**STUDIO
MEMBERSHIP**

As a Studio Member, you gain all of the benefits of Staple Membership as well as access to the letterpress, screen printing, and risograph print studios (once you've completed requisite "Intro" workshop, though people with adequate printmaking experience may gain access after receiving an orientation).

**FRIENDS OF ZINE
LIBRARY**

Our most affordable supporting membership type! Celebrate independent publishing and support the revitalization & preservation of our beloved zine library! As a thank you for your support, Friends receive a quarterly newsletter with zine library highlights & updates, as well as an annual digital zine. Perfect for zinesters in and outside of Portland.

BECOME A STAPLE MEMBER

BECOME A STUDIO MEMBER

BECOME A ZINE MEMBER

JOIN



The IPRC loves our volunteers and we rely heavily on their support in all aspects of what we do! Volunteers are IPRC advocates and are responsible for welcoming folks in to the center. Volunteers are expected to commit to a weekly three-hour shift for at least three months. All volunteers receive free membership, discounts on public programming, and a free spot in one intro printmaking workshop each quarter. Please note that we receive a high volume of volunteer applications and cannot respond to every inquiry.

VOLUNTEER

IPRC

PROGRAMS

JOIN

EVENTS

ZINE LIBRARY

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JOIN

DONATE

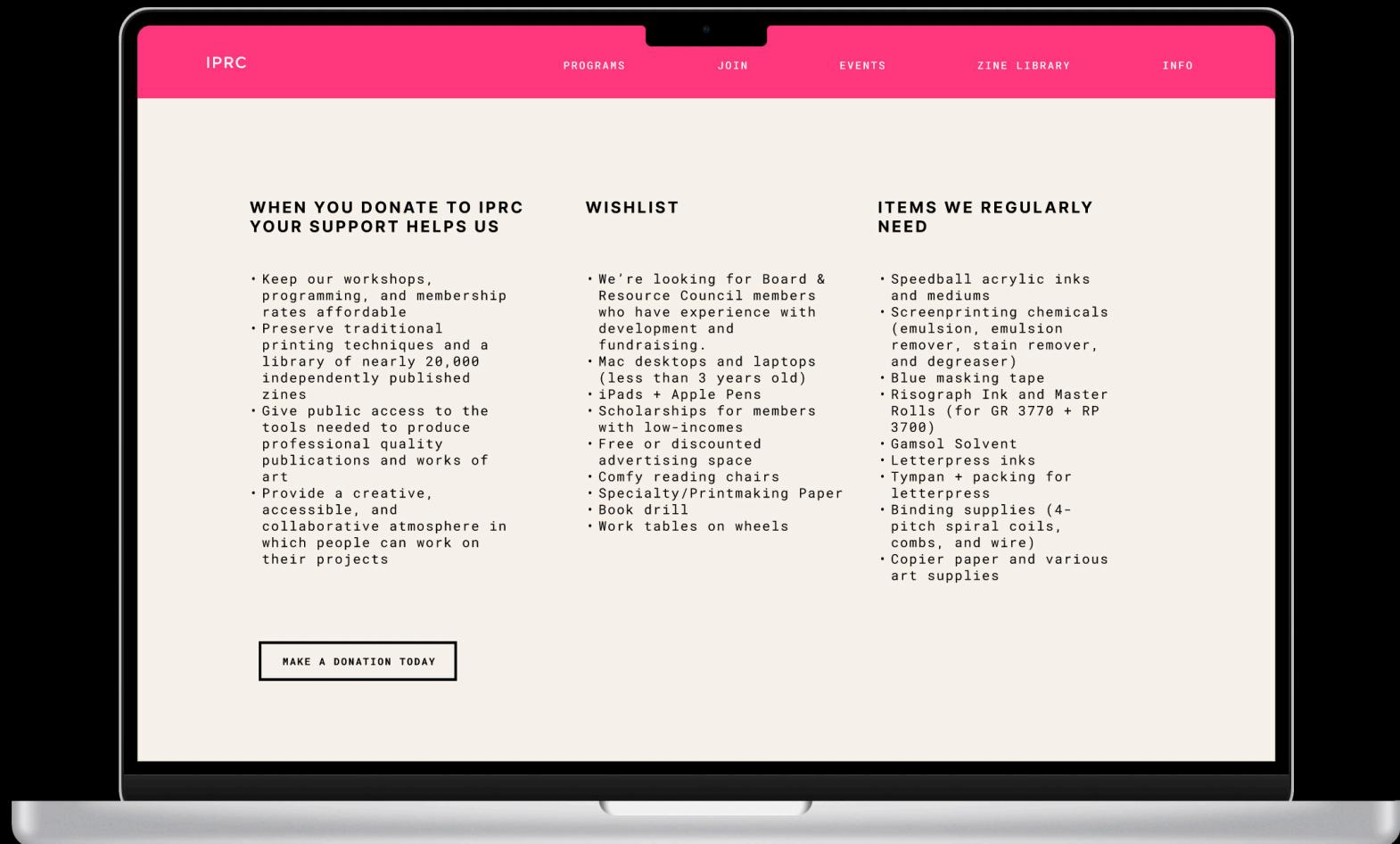
Support DIY Publishing in
Portland by making a one-time
or recurring donation!

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project 1

JOIN



REFLECTION

REFLECTION

Web design is something that has interested me for while, but prior to this project I have done little of it. I feel like I underestimated how many little pieces and things need to come together to create the final product. There were some things that I rushed and had waited till the last minute to create because of this. I think in the future creating a more concrete plan from the begining would be beneficial. Also, keeping better track of my process throughout and curating a case study as I go.

Overall I learned a lot more about websites and web design, It is definitely something I want to try more in the future and as this course progresses.

THANK YOU.