

DESIGN PORTFOLIO

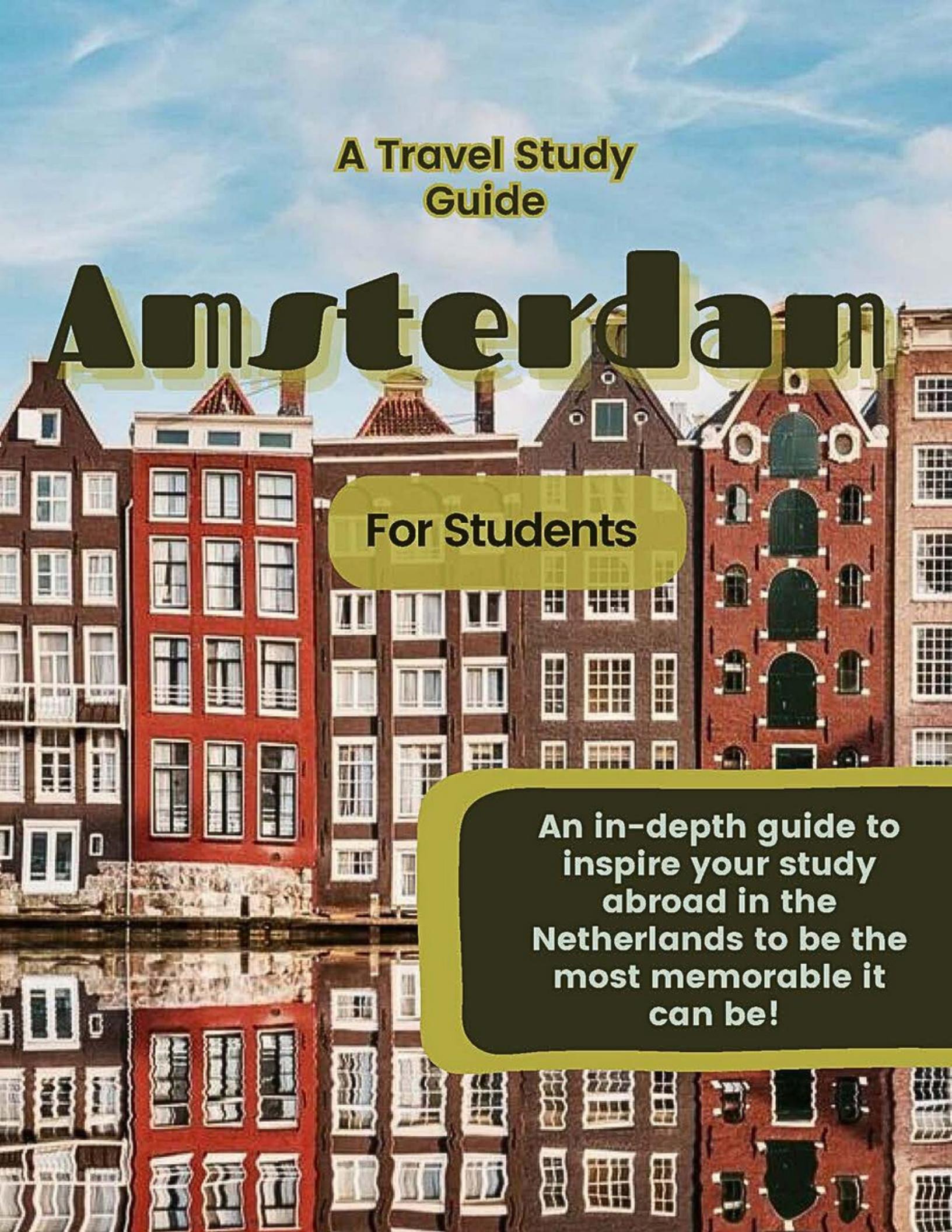
BESS GOLDSTEIN

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HOW TO GUIDE

In this project, I was able to develop a lot of my ideas from personal experience. I wrote blogs while in Amsterdam, which enriched my involvement. The revisions, from both my professor and peers include small-margin errors, graphic overlays, and color correction. When overviewing these revisions, I want the viewer to pay attention to the detail put in.

The background of the entire page is a photograph of a row of traditional Dutch houses (brownstones) built directly onto a canal. The houses have multiple stories with many windows, some with white frames and others with dark frames. The canal water is visible at the bottom, and the sky above is blue with some wispy clouds.

**A Travel Study
Guide**

Amsterdam

For Students

**An in-depth guide to
inspire your study
abroad in the
Netherlands to be the
most memorable it
can be!**

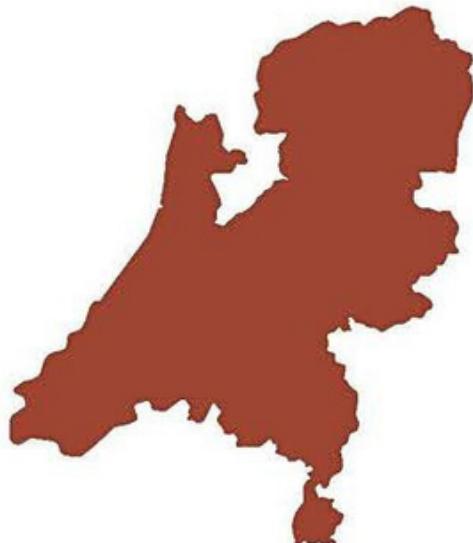


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1. Introduction to the Netherlands
2. Preparing to Study Abroad?
3. Student Experience
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INTRODUCTION

This comprehensive guide will help you get the most out of your study abroad experience in the vibrant and busy city of Amsterdam, Netherlands. You've come to the perfect place if you want to learn more about the rich history and numerous traditions of this fascinating nation, discover lovely canals, go to famous locations like Vondelpark, and enjoy Dutch cuisine on a student's budget.

Not everything is smooth sailing, though. Finding moments of peace can seem difficult while dealing with the continual crowds, which can be overpowering. It can be difficult to balance your academics with your desire to visit this amazing city. But do not worry—we have you covered! This guide will give you advice on making wise plans, the ideal times to visit well-known locations, and ways to make sure that your time in Amsterdam is not just amazing but also a memorable experience. So, let's set off on this adventure together and turn your goal of studying abroad in Amsterdam become a reality!



PREPARING to study abroad?



About to leave for the Netherlands? Check out these tips for students on saving money and time on preparing for your trip to Europe!



Helpful Tip!

Don't forget to snag your tickets in advance, as spots in these historical places fill up quickly.

Some offer reduced prices for students, here are a few that I found!

Rijksmuseum

Van Gogh Museum

Anne Frank House

Stedelijk Museum

NEMO Science

Museum

Amsterdam Museum

Frans Hals Museum

Research Scholarships and Grants

Applying for financial aid from both institutions is a crucial part of any student-on-a-budget's preparation. Many scholarships for studying are also offered online, so check to see if you're eligible!

Budget Wisely

Creating a comprehensive budget that accounts for meals, transportation, entertainment, and academic materials to make the most of your study abroad adventure without overspending.

Embrace Cycling Culture

The Dutch have efficient public transportation system, including trams and trains, is complemented by the city's cycling culture. I plan to rent a bike from Swapfiets, and experience the city like a true local.

Connect with LGBTQ+ Community

Amsterdam has a vibrant LGBTQ+ community, and it's difficult to ignore. By participating in local events and classroom discussions on gender and sexuality, or just by visiting Pride in August, one will get an authentic, diverse experience.



STUDENT EXPERIENCE

Balancing Studies and Enjoyment



Amid iconic landmarks and lively neighborhoods, Amsterdam is a postcard-perfect experience. Yet, the constant crowds can be overwhelming, making finding moments of tranquility a challenge. With smart planning and timing, you'll create an unforgettable Amsterdam adventure without the chaos.

Time Management

Establishing a structured study routine is vital to balance academics and leisure. It can be a struggle, cramming assignments on the metro right before class. Find solace in discovering quiet study spots amid the city. Seek out cozy cafes, libraries, or serene park corners for distraction-free focus. Vondelpark, public libraries, and numerous cafes offer such spaces. Embracing technology is also beneficial, with study apps and organization tools aiding in assignment reminders and study schedules.



Seek out cozy cafes, libraries, or serene park corners for distraction-free focus.



Travel Tips

Opt for efficient modes of transportation like the metro, tram, bus, and bike lanes—affordable and versatile options. You can choose between a bike or metro card, or both! They are easily refillable at stations. For weekend getaways, consider day trips to towns like Bruges, Belgium, a short 3-hour bus ride away, offering guided tours and chocolate tasting. Train trips to Haarlem or Utrecht from the city center are also exciting and easily accessible. Maximize savings with the student museum card, granting access to museums and cultural sites across Amsterdam.



Choose between a bike or metro card, or both!



Hidden Gems

Seek out lesser-known locales like the Secret Garden, the Jordaan district, and the Albert Cuyp market for an authentic, crowd-free encounter. Engaging with local communities offers a deeper cultural immersion, with insights into traditions, cuisine, and daily life. Embrace these hidden treasures and connect with locals to enrich your study abroad adventure and forge unforgettable memories.



EDUCATION

A concise guide to help you prepare for the academic experience in this vibrant city.



Grading System

Amsterdam uses a 1-to-10 grading scale, and it's important to understand how it corresponds to your home university's grading system. A passing grade is typically 5.5, and a 10 is rarely given. Make sure to familiarize yourself with this grading scale before arriving.



Assignment Focus

Be ready for a different approach to grading. Courses often depend heavily on just one or two assignments, which can add pressure to succeed. Even if your grade hinges on a few assignments, expect a significant workload and non-graded compulsory elements like participation.

Student Attitudes

Be aware that some students may have a more relaxed attitude towards academics. While a passing grade may be all that's required, not everyone takes this approach. You may encounter varying levels of commitment to coursework and different attitudes towards preparation.



Open Communication

The Dutch education system encourages open communication between professors and students. Professors welcome feedback and critiques, and it's not considered impolite to contest grades or express your opinions. Embrace this opportunity for direct communication and assertiveness in your academic journey.

SUSTAINABILITY

WHAT'S SO GREEN ABOUT AMSTERDAM?



Amsterdam's eco-friendly transport system, along with its extensive network of bike lanes, encourages sustainable commuting. Enjoy the walkability and efficient trains and metros, which significantly lower carbon emissions. Explore more options like boats, parks, and even beaches for a closer connection to nature and a healthier life.



They prioritize mental and physical well-being through green spaces, urban parks, and community gardens. The city's sustainable mindset extends to the workplace, with companies emphasizing green practices, energy-efficient offices, and waste reduction programs. Part-time work is common to promote work-life balance. Littering is a collective taboo, reinforcing the responsibility of protecting the natural environment. Embrace this holistic approach to sustainability during your visit to the Netherlands.



Follow Amsterdam's lead by adopting resource reuse practices. Ditch disposable water bottles for reusable ones, thanks to the city's high-quality tap water. Note the widespread use of cloth towels instead of paper in public spaces. Amsterdam's commitment to renewable energy, including solar panels and windmills, shows its dedication to sustainable living. Opt for paper over plastic, and seek out food waste composting facilities, especially near eateries.





SUSTAINED ARGUMENT

I enjoyed completing this argumentative project, and I found myself utilizing my persuasive advertising techniques. My challenge with this work was using my words towards the Chamber of Commerce's audience, while also understanding the implications overall of my argument in the city of Pittsburgh. I want the viewer to notice the professionalism of the brand I created within this argument.



Greater Pittsburgh
Chamber of Commerce

An affiliate of the Allegheny Conference



Brewing Community

The Case for Supporting Local Coffee Shops



Yinzers



SIPPING LOCAL IN THE STEEL CITY'S COZY CORNERS

In September of this year, Pittsburgh was named one of 'America's Best Coffee Cities' (WalletHub, 2023). Within the bustling city of Pittsburgh, there is a popular community of mom-and-pop coffee shops that are not just making waves with their brews, but also in shaping the city's economy and social environment.

Supporting locally owned coffee shops in Pittsburgh should be all Yinzer's priority, as it is an investment in the city's economic development, community ties, preservation of local character, sustainability

objectives, and more. The Chamber of Commerce promotes the wellbeing and vibrancy of the city of Pittsburgh and its neighborhoods by fighting for the success of these local coffee shops that give our city character. While these coffeeshops may be small, seemingly isolated cozy spaces, they are also economic engines. They generate employment, champion sustainability, attract tourism, spark community renewal, and trigger secondary economic growth, all while promoting diversity.



PITTSBURGH HAS THE 2ND MOST COFFEE SHOPS, HOUSES, AND CAFES PER CAPITA.

While all forms of food service promotes the creation of jobs in our city, it's important to mention their difference between mainstream coffee giants. Small coffee shops are often the heart of local employment. According to CBS News, Pittsburgh "has the second most coffee shops, coffee houses and cafes per capita." (Bartos 2023) The city of Pittsburgh loves coffee—but there is still an abundance of support for mainstream coffee chains. This is not necessarily a bad thing, but it is important to

consider the abundance of small coffee shops and jobs they are creating throughout the city. Local coffee shops frequently function as independent businesses, each with its own distinctive character and staffing requirements, in contrast to the massive, homogenous workforce of multinational coffee chains. A barista's training ground is a small coffee shop, where they develop their extraordinary talent and commitment. These committed coffee artists become expert professionals in

their own right as they hone the craft of brewing and creating the ideal latte. Supporting neighborhood coffee shops encourages local artists to thrive and grow in the neighborhood. Pittsburgh thrives on the hard work and dedication of its residents, and most of their residents rely on coffee. These jobs are not just a source of income, but a valuable opportunity for community members to engage with their local economy.

A LOCAL SOURCE

By supporting your local coffee shop, you are also supporting sustainable practices in an urban environment. Due to the small business nature of these shops, many are likely to source their coffee beans and products locally, reducing their carbon footprint and supporting local farmers and artisans. This commitment to sustainability aligns with the city's eco-conscious goals and ensures a more environmentally friendly future for Pittsburgh, while also bolstering the microeconomy! As evidenced by their policies and sourcing choices, these small businesses take pride in their tight relationships with their communities and the environment.



**LOCAL COFFEE SHOPS ARE
ESSENTIAL TO THE CITY'S
EFFORT TO LESSEN
ENVIRONMENTAL EFFECTS.**

These coffee cafes frequently interact with local farmers and artisans since they choose to buy their ingredients locally. This not only guarantees the food's freshness but also fortifies the local supply chain. Local coffee shops are essential to the city's effort to lessen its environmental effects. They are committed to sourcing locally in order to lessen the greenhouse gas emissions brought on by the long-distance shipping of goods. Additionally, it reduces the usage of superfluous packing and trash that may be produced when goods are transported across long distances. Supporting neighborhood coffee businesses has environmental advantages, but it also results in a nicer, more distinctive coffee experience. Local coffee sourcing and production are labor-intensive processes. The main reason for the excellent quality of coffee you find at small, independent coffee shops is the time and care put into roasting and brewing the beans to perfection. Each cup of coffee will taste better and have a smaller environmental impact because of this commitment to flavor excellence and environmentally friendly sourcing.



COMMUNITY REVITALIZATION

In neighborhoods across Pittsburgh, small coffee shops play a vital role in community revitalization. Coffee shops have the power to convert a neighborhood into a distinctive, vibrant community that draws new residents and even tourists, improving the area for us and our kids. Adding coffee shops to an area that needs a little waking up might possibly even start a major rebirth movement, as coffee shops create community and increase nearby property value. By creating inviting environments, coffee shops help increase property values and stimulate additional investment in the neighborhood. Therefore, by supporting local coffee shop businesses in Pittsburgh, you are also supporting the building and strengthening of communities in the city.

The local economy may be impacted in a cascading manner by the existence of successful coffee shops. A thriving coffee scene frequently draws complementary companies, such as upscale shops, libraries, and art galleries. Secondary economic effects also include increased foot traffic in quiet spaces, which can introduce business clustering, which strengthens the local economy by creating a hub of diverse stores in one area. For instance, you might get your morning coffee at a nearby coffee shop, explore the newest books at the bookshop next door, and then go shopping at a nearby boutique. This connectivity fosters a dynamic local economy where companies help one another and work together to improve the city's overall economic climate. Successful small coffee shops have far-reaching secondary economic consequences that shape dynamic metropolitan regions and foster the growth of lively, integrated communities.

• • ADDING COFFEE SHOPS TO AN AREA THAT NEEDS A LITTLE WAKING UP MIGHT POSSIBLY EVEN START A MAJOR REBIRTH MOVEMENT, AS COFFEE SHOPS CREATE COMMUNITY AND INCREASE NEARBY PROPERTY VALUE. • •

ENSURING DIVERSITY



With a city as culturally diverse as Pittsburgh, the small coffee shop scene is an embodiment of this diversity and inclusion. When considering the large chain coffee retailers across the city, it's important to mention how diversity is better perpetuated through small, local coffee establishments. According to USA Today, "Many baristas will migrate from retailers such as Starbucks or Peet's Coffee to local cafes in hopes of finding a better environment." (Kuchar, 2023) It is known that large coffee chains are primarily white, within their workforce and board positions. Small coffee shops have different goals and values than their competition counterparts and benefit highly from more diverse hiring practices. Within small coffee establishments, they often offer unique, globally inspired coffee blends, pastries, and art, celebrating the rich multicultural tapestry of Pittsburgh. By supporting these establishments, residents actively embrace cultural appreciation and understanding, fostering unity within our community.



THE SMALL COFFEE SHOP SCENE IS AN EMBODIMENT OF THIS DIVERSITY AND INCLUSION.



MANY BARISTAS WILL MIGRATE FROM RETAILERS SUCH AS STARBUCKS OR PEET'S COFFEE TO LOCAL CAFES IN HOPES OF FINDING A BETTER ENVIRONMENT.

THE PITTSBURGH CHAMBER OF COMMERCE

Encourages all Pittsburgh residents, businesses, and policymakers to not only recognize but also celebrate the significant contributions made by our mom-and-pop coffee shops to the economic and social growth of our beloved city.



The Chamber is a driving force in uniting voices and fostering collaboration among citizens, businesses, and decision-makers.

These unassuming-looking coffee shops, with their warm interiors and welcoming baristas, have a big impact on the neighborhood's economy by promoting local sourcing, encouraging employment creation, and championing sustainable business practices. Our Chamber is aware that, despite their individual small sizes, the network these coffee shops form together strengthens the local economy. Not only do they serve coffee, but they also provide locals the chance to get involved in their community's economy, proving that prosperity starts at the local level. These businesses create jobs that support families and revitalize towns. We understand that local mom-and-pop coffee shops are more than simply places to get coffee; they are the lifeblood of our neighborhood. They encapsulate Pittsburgh's core ideals and objectives. Therefore, we urge all Pittsburgh citizens, companies, and decision-makers to actively support these robust, independent coffee shops. Let's work together to celebrate and promote these regional treasures that make our community what it is today and what it can be in the future so that Pittsburgh continues to prosper as a diverse, environmentally friendly, and economically growing city.

Sources:

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- <https://www.cafevignette.com/coffee-talk/4-reasons-to-shop-local-coffee-instead-of-chain-coffee#:~:text=Use%20of%20Fresh%20Ingredients.of%20their%20Ingredients%20in%20bulk>
- <https://www.usatoday.com/story/news/investigations/2023/08/14/coffee-shop-employee-diversity-promises/70547157007/>



PRINT AD

While taking courses in PR and advertising writing design, I took upon multiple projects involving understanding of brand, while also engaging the viewer. I chose to integrate PhotoShop and layering skills to create a textured ad that catches someone's eye while maintaining a brand for the target audience.

DON'T JUMP

TO CONCLUSIONS

certainly.[®]

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AFFORDABLE



RELIABLE

Insurance plans are never one-size-fits-all. That's why **Certainly** offers a personalized online quoting experience that gives you control over your insurance plan.

You can be certain you are getting the right coverage that fits your specific needs.

FILE A CLAIM TODAY

978-662-9780 • GETCERTAINLY.COM



SELF- DEFINED PROJECT

I was able to develop a lot of my ideas from personal experience and familiarity, as I attended this camp as a child. I have a connection to the community, so I was able to add my perspectives and ideas. My design challenge here was to make an informative brochure for parents, but also appealing to the child, with a 'fun', colorful aesthetic.



SIGN UP FOR
SUMMER
2024



8 WEEKS OF
ADVENTURE
AND FUN!



1391 Martine Ave, Scotch Plains, NJ



www.jccnj.org/campyachad

WELCOME CAMPERS!



Camp Yachad is proud to offer everything from a traditional camp experience to an unparalleled travel program. Nestled on our campsite next to the JCC of Central NJ, our campers and staff know that a summer at Camp Yachad means a summer of building friendships, creating memories, and gaining confidence & life-skills that will last a lifetime!

Jewish camps include Jewish culture, beliefs, and traditions into the overall design of the camp, fostering a sense of belonging for both the campers and the broader Jewish community. Experience-based learning is used by spirited and vivacious staff members to highlight what makes Jewish faith and culture so distinctive in today's society. Jewish culture is honored at camp through music, food, art, and dance.



TAKE A LOOK AT OUR

DAY CAMP

FOR AGES
2-10

Based in our outdoor campsite, our day camp offers a classic summer camp experience packed with a variety of athletics, arts, aquatics, and adventure programming for children ages 2 through 10. Transportation, food, special events, and activities are included, in addition to a ton of extras that will keep your kid engaged, active, and loving every second of the summer.

חברים (CHAVERIM)

Chaverim means 'Friends'. With a classroom in our secure preschool wing, and age-appropriate activities and enrichment, our youngest friends will get a chance to enjoy everything Camp Yachad has to offer.



ילדים (YELADIM)

Yeladim means "children". We enjoy seeing how this group of youngsters adjust to the "big kid" campsite while developing their self-confidence and life skills. Transportation, lunch, and snacks are all included for Yeladim!

TAKE A LOOK AT OUR

DAY CAMP

מגלים (MEGALIM)

Megalim means "discoverers". Megalim campers take part in typical outdoor camp activities as well as some brand-new, unique specialty pursuits. Learning more about yourself and the environment around you screams "camp" more than anything else can.



צפר (SABRA)

Sabra means "adventurous". Every Sabra camper has the opportunity to design their own trip by fusing a regular day camp experience with amazing electives! PLUS A premier gymnastics training facility, Surgent's Elite Gymnastics offers additional gymnastics for a second period each week.



עוולים (OLIM)

Olim means "settlers". The excitement of Olim is the mix of travel (2) and alternate (3) days at camp. It combines a regular day camp experience with a hint of travel camp to give you the best of both worlds. Campers have the option to take part in an overnight activity per session!



טיולים (TIYULIM)

Tiyulim means "excursions". It combines our day camp experience with 3 days of travel camp! Get a taste of travel with awesome day trips to places like:

- Minor League baseball game
- Trampoline Park
- Knockerbball
- Rock climbing
- Bronx Zoo
- Canoeing and kayaking

TAKE A LOOK AT OUR

TRAVEL CAMP

FOR AGES
10-13

For our older campers, our travel Camp offers an action-packed summer packed with thrilling day trips and overnight excursions.

Depending on the unit, travel can include brief overnight excursions to exciting locations like Toronto, New Orleans, Lake Placid, Disney World, and beaches, aquariums, water parks, and baseball stadiums.

נערים (NA'ARIM)

Na'arim means "youth". Designed for campers seeking a unique travel camp experience!

Campers from Na'arim are now real travelers!

They are on the road four days a week, switching between short-day trips and overnight stays.

Summer 2024 overnight trips include:

- NJY Camps
- Boston
- Hershey Park
- Club Getaway



חלוצים (CHALUTZIM)

Chalutzim means "pioneers". The best travel camp is Chalutzim! Five days per week, teenagers travel! Weeks alternate between overnight stays and day travels. Overnight vacations to Maine, Disney World, Virginia Beach, and the Finger Lakes are planned for the summer of 2024!

TAKE A LOOK AT OUR

TRAVEL CAMP

FOR AGES
10-13

LIT'S (LEADERS IN TRAINING)

A hybrid curriculum that offers both a memorable travel camp experience and beneficial real-world leadership training. LITs rotate between staff intern (a particular group or specialty area) and travel camper during their weeks at camp, taking one extended (four night/five day) excursion per four-week term. During their staff internships, L.I.T.s hone their leadership skills and gain experience working both independently and with their leadership team, focusing on topics such as:

- Communication
- Trust
- Creative Thinking
- Working Collaboratively
- Time Management
- Organization Skills



SPECIALTY CAMPS



MACCABI

SPORTS CAMP

The ideal location for young sports fans! Develop your abilities and take in all that Camp Yachad has to offer! For the ultimate sports enthusiast, Maccabi Sports Campers participate in a multidisciplinary sports-focused program with Camp Yachad staff and expert coaches during the day. Soccer, baseball/softball, flag football, basketball, and tennis are all sports! Every day is oriented on skill development and drills that hone fundamental understanding, strength, and endurance. On Fridays, there are a lot of competitions, races, and competitions.

Along with Camp Yachad's summertime entertainment, dance, drama, and music are combined! Action, camera, light! JPAC campers participate in a multidisciplinary performing arts program with Camp Yachad staff and professional instructors during the day at the Wardlaw-Hartridge School campus in Edison, NJ (10 minutes from the JCC). JPAC is structured as two engaging, artistic four-week sessions that come to a fun theatrical production that is available to the camp community.



TEKI STEAM

TECHNOLOGY EDUCATION
KNOWLEDGE INSTRUCTION

Children entering the first through eighth grades can attend Camp Yachad Specialty Camps, which are designed for kids who want to spend time honing their passions and enjoying their favorite activities while still taking advantage of everything that camp has to offer. The eight weeks of summer can be divided up into weeks at Maccabi Sports Camp, JPAC (JCC Performing Arts Camp), and TEKI STEAM Camp to create the ideal complement to a regular day camp or travel camp experience.



JPAC

PERFORMING ARTS CAMP

TEKI is the ideal program for students who love everything STEAM in a conventional day camp setting!

For all tech enthusiasts, the JCC

has a specialized, air-conditioned place where they may explore the world of technology while still getting to experience what Camp Yachad is all about. Each week in TEKI, a different technological topic is covered, such as:

- Coding
- Technology & Battlebots
- Broadcasting of video
- Rockets, Drones, and Aviation
- Digital music and art

CAMP YACHAD



Camp Yachad stands apart from the competition thanks to our **ROCK**-solid camping philosophy. The ideals we uphold at camp and in our community are known as **ROCKS**. From these guiding principles, vital life lessons emerge, empowering our young campers to lead **ROCKIN'** lives! We regularly reaffirm these principles and make it a point to find methods to honor the campers and counselors who uphold them.

- R** uach is our camp spirit 
- O** ppertunities are easy and fun
- C** ommunity is Yachad 
- K** indness, or gemilut hasadim 
- S** trength, always keep trying





INCLUSION PROGRAMS



SHADOW PROGRAM



For campers with special needs, ages 24 months through 8th grade, the Camp Yachad Shadow Program, which has been around for more than 20 years, provides a 1:1 shadow so they can fully engage in the camp experience within a same-age camp group.

Each member of the highly qualified staff offers their camper individually tailored support in order to assist the camper in developing new skills and actively promoting independence. Although our campers and shadows develop a very special attachment over the course of the summer, the shadow counselor is primarily concerned with assisting campers in strengthening their bonds with their classmates.

Under the supervision of the director of inclusion and diversity, our team provides adjustments and support after discussing camper requirements with families. Please contact us for additional details on the Camp Yachad Shadow Program.

SKILLS TRAINING PROGRAM



Camp Yachad is privileged to provide high school students and young adults with disabilities with paid, supported employment opportunities. Under the leadership of the Director of Inclusion and Diversity, qualified staff mentors will help and oversee each participant who accepts a job offer at camp. Every component of the staff experience involves participants in an effortless manner. Since there is a limited number of spots available, those who have been accepted into previous JCC initiatives, such as the Camp Yachad Shadow Program, are given preference. Please contact to learn more about the Camp Yachad Skills Training Program.

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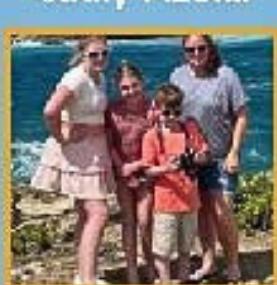
OUR TEAM

January
members!
9



Mallory Zipkin
Camp Director

Mallory has always wanted to be a camp director, and she feels incredibly lucky to get to do this essential work every day. The hiring and training of our fantastic camp staff, as well as leading the Boker Tov each morning, are Mallory's favorite aspects of her job as Camp Yachad Camp Director.



*Asst. Camp
Director*



*Asst. Camp
Director*



*Camp Operations &
Communications
Director*



*Children's Services
Program Director*

Cathy is in charge of managing our Travel Program as well as Camp Yachad's enrollment and camper retention. She is the 'go-to' person for any information regarding campers! She is a well-known face among campers, staff, and all the kids at the JCC.

Pam is directly in charge of managing both the daily camp schedules and the hiring and training of our personnel. She loves camp and has been a counselor since 2004!

Shira brings operational skills to the year-round team as a former program director and assistant camp director at another JCC Day Camp as well as a former contributing writer for the American Camp Association's CAMPING Magazine.

Eli has been a devoted part of the Camp Yachad community. He's ecstatic to return home and start his career. He oversees and trains the Counselors in Training (CITs) in his capacity as director of the Children's Services Program. He also plans and facilitates all camp programming.

5

BRAND OVERVIEW

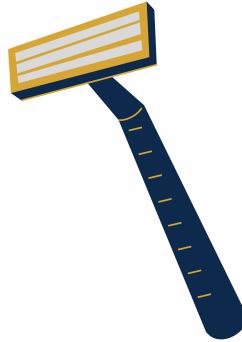
Originally an assignment for my advertising class, I utilized both my writing and design skills to enhance the overall product. I aimed to create an overview that highlights key factors of marketing and branding, while also aligning my design with the brand itself. I hope to make more documents like this one.

MANSCAPED

Refining
THE GENTLEMAN

BRAND ADJECTIVES

HUMOROUS
MODERN
CONFIDENT
PLAYFUL
AUTHENTIC



PRIMARY AUDIENCE

DEMOGRAPHICS

MEN, BETWEEN THE AGES OF 18-35, HAVE SIGNIFICANT CONCENTRATION IN 25-35. FOCUS ON CISGENDER MEN, WITH SOME INCLUSIONS OF GENDER DIVERSITY, IN THE MIDDLE-INCOME BRACKET, WITH DISPOSABLE INCOME FOR GROOMING PRODUCTS. MAY HAVE COMPLETED HIGHER EDUCATION, AND VARIED RELATIONSHIP STATUS.

PSYCHOGRAPHICS

URBAN AND SUBURBAN, TECH-SAVVY, SOCIALLY ACTIVE, INTERESTED IN PERSONAL CARE/GROOMING. OPEN-MINDED, AND INTERESTED IN TRENDS, BODY IMAGE, AND SELF-CARE. TYPICALLY ENJOY HUMOR, POP CULTURE, AND ONLINE TRENDS.

SECONDARY AUDIENCE

DEMOGRAPHICS

DIVERSE AGE RANGE, MORE BALANCED GENDER DISTRIBUTION, BUT PREDOMINATELY MALE, BROAD INCOME RANGE, VARIED EDUCATION LEVELS WITH LIKELY HIGHER EDUCATION, A MIX OF RELATIONSHIP STATUSES.

PSYCHOGRAPHICS

MEDIA PROFESSIONALS COVER VARIOUS ASPECTS OF LIFESTYLE, BEAUTY, PRODUCT REVIEWS, AND TRENDS. CONTENT CREATORS WHO PRODUCE VIDEOS RELATED TO PERSONAL CARE/GROOMING, AND PEOPLE WHO HOST PODCASTS DISCUSSING GROOMING.

MANSCAPED™

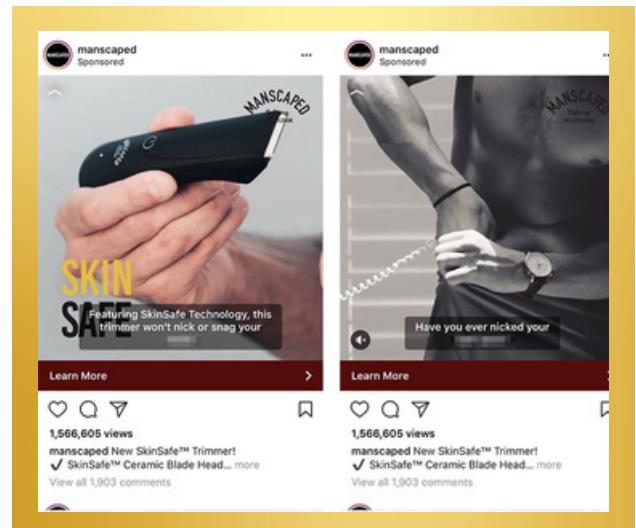
SOCIAL MEDIA STRATEGY

In the past, male grooming has been marketed as ‘multiple-functions-in-one’, with hyper-masculine packaging to preserve the typical male consumer’s masculinity. Due to the shifting ideas of masculinity today, the concept of self-care and self-expression for men is becoming widely accepted. On CNN, Dermatologist Dr. Stephanie Williams mentions this new era of male grooming in marketing, saying, “It’s true that men are becoming more aware of the importance of looking after their skin (and are getting more open to investing in their skin).” This, in turn, has allowed brands to become smarter in their marketing towards their male consumers, straying away from the hyper-masculine packaging and reinforcing stigmas related to men’s self-care. A strong example of brand marketing toward male consumers in this modern world of accepting male cosmetics is Manscaped.



via Manscaped Website 2023

Founded in 2016, the company Manscaped has been a men’s grooming brand dedicated to the de-stigmatization of male grooming. Paul Tran, the founder of Manscaped, chose to take a more open and comical approach to promoting Manscaped’s products that cater to men’s private parts, rather than giving in to selling in a secretive manner. Tran calls this strategy their “social-first” strategy, which emphasizes the need for social media for this marketing approach.



via Manscaped Instagram 2019

Manscaped has been able to create communities across social media, with over 612,000 followers on Instagram, and over 506,000 followers on TikTok. Just from glancing at both platforms, one can immediately see this social-first strategy in action.

MANSCAPED™

Manscaped primarily targets men, but specifically Millennial and Gen Z men, as part of their social-first strategy. They've also discovered that people in the Millennial and Gen Z generations are willing to talk about their hygiene practices. When analyzing Manscaped's brand overall, their target audience responds well to their humorous marketing and their elegant black and gold packaging, which appeals to men's minimalist aesthetics. Manscaped also utilizes sports both inside and outside of its social media platforms, which is also a great way to garner male attention. When examining Manscaped's social media presence, one can see they have achieved a large online fanbase and are dedicated to innovation, regularly launching new products to keep their brand new and appealing to their target audience.

They use humor in their social media and utilize social media's best practices by reinforcing their brand message and connecting to their target audience. Manscaped's content has succeeded in destigmatizing conversations about male grooming, while also entertaining their followers in the process. This content includes participating in viral trends, doing ludicrous stunts (like paying a stranger \$500 to cut their hair with their public hair trimmer), and more.

TRAN SAYS THAT MANSCAPED OPTED TO USE HUMOR IN THEIR MARKETING TO HELP "MAKE MEN FEEL MORE COMFORTABLE ABOUT MANSCAPING THEIR NETHER REGIONS AND [BREAK] DOWN THE WALLS THAT MEN PUT UP WHEN TALKING ABOUT THIS AREA OF THE BODY."

This combination of staged/unplanned videos and social media postings reinforces their brand and uses Instagram and TikTok effectively and efficiently. Their use of humor in social media content has succeeded in destigmatizing conversations about personal grooming, particularly in areas that are typically sensitive. This strategy is especially effective with their target audience, which is mainly made up of Gen Z and Millennials who are more willing to talk about such subjects.



via Manscaped Instagram 2023

Additionally, Manscaped distinguishes itself from the competition by actively interacting with its followers on TikTok and Instagram, not only by posting promotional content but also by having two-way discussions. They demonstrate their dedication to customer satisfaction by promptly answering questions and comments from customers. This strategy encourages a sense of customer involvement and brand accessibility rather than just disseminating messages. Also, Manscaped's utilization of celebrity endorsements and alliances with major sports teams is a success. They have successfully drawn the attention of their male target audience by leveraging the power and reach of well-known people and sports leagues.



via Manscaped YouTube Channel 2022

In addition to professional athletes from the NBA, NFL, NRL, MMA, and NASCAR, the male grooming company has partnered with the following organizations, teams, and athletes: the UFC, San Francisco 49ers, Wolverhampton Wanderers, Hibernian FC, Los Angeles Kings, Sydney Roosters, Barbarians, and Los Angeles Kings.



When looking at the competition for Manscaped, many critics point out that companies like Manscaped are adding a 'gunmetal gray tax' to their products, similar to that of the 'pink tax' on women's cosmetic products. Many critics of the brand mentioned how cheaper alternatives for male grooming exist, but brands like Manscaped are capitalizing off of their gender-specific product marketing, therefore being able to charge more for similar products. Despite the criticism, Manscaped is still relatively successful in its personalization compared to its competition. For example, Gillette is a global, long-standing company for affordable hair trimming care for men and women. While Gillette has been around for longer with a more established line of products, Manscaped's brand and execution on social media are packed with personality, appealing to a specific target audience. Gillette is a successful competitor against Manscaped but does not appeal to a specific target audience as this brand does. By appealing to a specific target audience through their social media platforms, Manscaped is following the best social media practices.





When analyzing these best social media practices, understanding one's target audience is one of the most important factors for marketing success on social media. Manscaped, as mentioned before, has a younger target audience. These Millennials and Gen Z consumers are more likely to be on platforms like Instagram and TikTok, which Manscaped is strategically targeting.

ACCORDING TO AN INDUSTRY PUBLICATION 'COSMETIC BUSINESS', THERE HAS BEEN AN ANNUAL 389% INCREASE IN TIKTOK VIEWS SURROUNDING MALE SKINCARE.

Terms like #mensskincare and #mensgrooming have received 462 million views and 1.9 billion views respectively. On Instagram, these hashtags have been used on over 3.2 million posts. It makes sense here then, for Manscaped to integrate social media into their larger communications strategy since it guarantees that social media initiatives will interact with their overarching target audience.

In conclusion, Manscaped's dynamic 'social-first' social media strategy has played a role in reaching millions of men worldwide. Manscaped is a brand that recognizes the changing dynamics of masculinity and self-care in the modern world, as seen by its remarkable success in navigating the changing landscape of male grooming and its effective use of social media. They strategically utilize social media to reach their target audience, young men concerned with grooming and self-care, with humor and aspirational figures in their content. They successfully use their TikTok and Instagram platforms, namely, to interact with their target audience and distinguish themselves from the competition. Tran, the Founder and CEO of Manscaped says "It's silly to think that, in this day and age, men (and women) are hesitant to talk about it or address their health and hygiene down below. Evoking confidence and empowerment is the essence of our brand, and we want that messaging to reverberate in everything we do." This strategy shows how marketing is always changing with the social norms, and how social media can raise brand innovation and acceptance in a society where genuineness is essential.



TEXTURE PROJECT

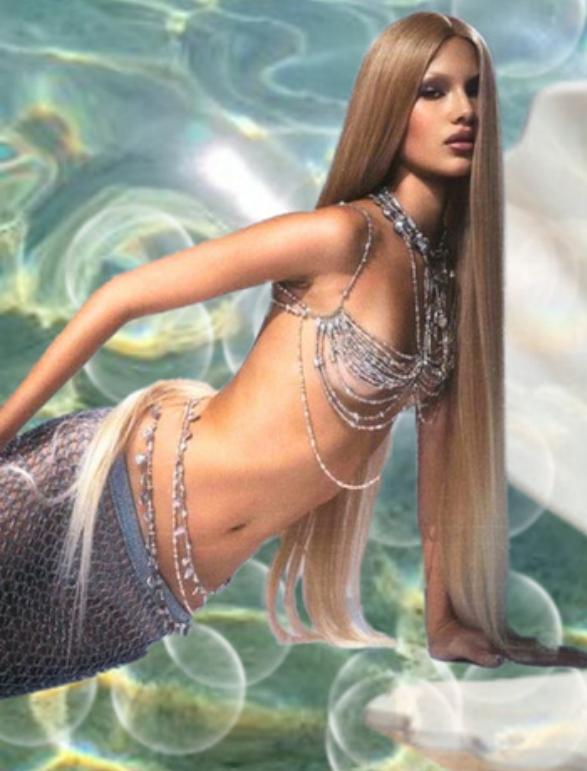
This project is a favorite I continue to edit. My first draft of it, as shown first, was much more involved, with lots of graphics and edits. In my revision, as shown second, I want the viewer to notice the simplicity I added; the color, and the texture that does not take away from the overall product. I was able to challenge myself in this project sufficiently with my use of InDesign, Photoshop, and Illustrator.

SHOP THE NEW
WOMENS FRAGRANCE
BY LA MAISON

YVES SAINT LAURENT

NEW

EAU DE PARFUM



CHANEL

DESIGN ONLY PROJECT

I see this project, aimed at only design and filler text, shows my progress using color, contrast, and graphics to enhance the visual interpretation of the text. I enjoyed how this work fully relies on design, unlike my other projects that contain my writing. I was able to create a brochure for the brand Introspective Innovations for NYFW, where my close friend provided the photographs from the event.

NYFW

FASHION



LOOKBOOK



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OUR BRAND

WHO WE ARE

FOUNDERS

LOREM IPSUM DOLOR SIT AMET,
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SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET
DOLORE MAGNA ALIQUA. UT ENIM
AD MINIM VENIAM, QUIS
NOSTRUD EXERCITATION
ULLAMCO LABORIS NISI UT
ALIQUIP EX EA COMMODO
CONSEQUAT. DUIS AUTE IRURE
DOLOR IN REPREHENDERIT IN
VOLUPTATE VELIT ESSE CILLUM
DOLORE EU FUGIAT NULLA
PARIATUR. EXCEPTEUR SINT
OCCAECAT CUPIDATAT NON
PROIDENT, SUNT IN CULPA QUI



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SS'24

LOOKBOOK



REDEFINING FASHION



LOREM IPSUM DOLOR SIT AMET, CONSETETUR
ADIPISCING ELIT, SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET DOLORE MAGNA
ALIQUA. UT ENIM AD MINIM VENIAM, QUIS
NOSTRUD EXERCITATION ULLAMCO LABORIS NISI
UT ALIQUIP EX EA COMMODO CONSEQUAT.





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