

who the hell knows?

a collection of jumbled thoughts

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going back to my roots

childhood cues

I feel like since I was younger, I showed signs of wanting to be a designer. I was seven years old watching tattoo and other art shows, I was doing arts and crafts as often as I was allowed, tracing every cartoon I could find. My father used to show me all of the things he used to illustrate and I used to think "why can't I draw like this?" I think I realized early on that drawing would never be my thing, but I knew that wasn't going to stop me from doing something creative with my life. My dad would ask me to design cards for his friends so happily and powerpoint. My family around me were supportive of me even know what I wanted to do back then. It's funny because all the time I had been going to art school I loved it, and I always thought that it would be a good career after high school. I often struggled with what I did I know, I was under pressure the most stressed out person surprise of myself.

If you carry your childhood with you, you never become older. If you carry your childhood with you, you never become older. If you carry your childhood with you, you never become older.

art & • SOLES



Art & Soles is a design project brought to the City of Springfield, MA. It involved 18 Plexiglas sneakers being painted by artists with the help of residents. The goal of this project was to bring not only a spotlight to the art and talent around the city, but to the downtown area of Springfield, where they were displayed. The city has a bad reputation, so it was nice to see positivity. The 18 sneakers were donated by sponsors all around the city (Forest Park, Dakin Shelter). The sneaker theme was chosen because Springfield is home of the Basketball Hall of Fame. The sneakers were later all auctioned off to businesses for charity. Projects like this highlight why being a designer is important because we are able to bring positivity and beauty to a place that really needs it.

i found • happiness

Since I started thinking about college and what I wanted to do with my life, I was persuaded into looking into civil engineering. I figured that there would be opportunity to be creative, while still incorporating math and the ability to make lots of money (because that's the point of college and what we all want out of life, right?). I entered college and all of my classes consisted of physics and math, with not much of a creative vibe in sight. I survived freshman year, but after

barely making it through sophomore year, I knew it was time for a change. In the midst of a life crisis, I went to career services for help. I picked design out from a sheet of hundreds of majors and began my quest for a new life. Being in design classes with people who understood me and learning things that actually felt relevant to my existence was so refreshing. I find so much happiness and fulfillment in design and facing challenges no matter how frustrating. This is what life is all about.



finally figuring it out

a new ♦ perspective

Being introduced to the world of design has allowed me to open up my mind to a whole new point of view that I never knew existed. It's like everything around me that had any element of design (so basically everything ever in life) started to stand out as different than it had been previously. It's so interesting to watch the opening scenes in movies, or to look at advertisements as I walk by places and think about the choices the people made while they were designing. I think about the choices I would have made and why I would have made them. I think about choices that I have made in past designs and question what I was thinking. Not to mention the amount of attention I pay to my self-growth. The horrible things I've designed emphasize the growth I've had. Being conscious of the knowledge that I've gained is such a beautiful thing. I don't think I would have this same outlook on life if I didn't decide to design. But I guess I don't have to consider that scenario anymore.



THE SUPER ULTRA MEGA META INFOGRAPHIC ABOUT INFOGRAPHICS

WHAT MAKES AN INFOGRAPHIC

Infographics are a great way for your brand to prove thought leadership and insight supported by data. They also have the ability to be repurposed in a number of ways by being broken into smaller chunks that can live across multiple channels.

THE LIFE OF AN INFOGRAPHIC

- INSPIRATION
- CREATION
- PUBLICATION
- SHARING
- REPURPOSING
- ANALYSIS

DID YOU KNOW?

- Only 20% of text is remembered
- 90% of info transmitted to the brain is visual
- Color images increase willingness to act by 80%

8 COMMON TYPES OF INFOGRAPHICS

- THE VISUAL ARTICLE
- THE FLOWCHART
- THE TIMELINE
- THE LIST
- NUMBER LOVE
- VERSUS COMPARISON
- DATA VIZ
- THE MAP

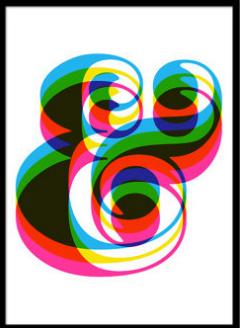
SEARCHES FOR "INFOGRAPHIC" ACCORDING TO GOOGLE TRENDS

62 MILLION SEARCH RESULTS FOR THE TERM "INFOGRAPHIC" as of April 2015

TO DATE PROJECTED

Infographics are 30x more likely to be read than a text article

45% of marketers currently use infographics (up 12% in two years)



.ai
ILLUSTRATOR VECTOR-BASED FILE THAT CAN BE SCALED

.psd
RASTER WORKING FILE TO BE MODIFIED IN PHOTOSHOP

.indd
INDESIGN WORKING FILE THAT SUPPORTS MULTIPLE PAGES

.jpeg
LOSSY GRAPHICS FILE WITH SET DIMENSIONS

.png
NO LOSS ON COMPRESSION & TRANSPARENT BACKGROUNDS

.gif
SMALL FILE SIZE & COLOR PALETTE. CAN BE ANIMATED.

.svg
VECTOR FORMAT DEFINED BY XML FILES

.pdf
CAPTURES DOCUMENTS TO VIEW OR PRINT

stop telling •

women to smile

"Stop Telling Women to Smile" is a campaign that came to Northeastern to raise awareness for street harassment. It showcased drawings of women with powerful statements underneath about common troubles women face when walking the streets. This piece really resonated with me because it's something that a lot of women, including myself, have dealt with while simply trying to walk to point A to B. Projects like this allow me to realize that I can use design to send powerful messages to people. I can make things that are eye-catching, controversial, and have tons of meaning. Things like this inspire me to push boundaries with design when I can, and use design as a tool to share my voice.



why the ◆ hell not?

It's go-to person for my friends and family when I sign advice, or want something done. They trust my decisions that I have no idea about. It's such a relief sometimes because failure is terrifying, and I let that stop me? I am excited to fail so that the afterwards are that much more great. I am myself (well actually the world is because everyone is nowadays), but I'm all for it because it'll only make

smart, beautiful, creative, intuitive, awesome, creatures. We are forever evolving with the world; we are chameleons. We think in CMYK in InDesign shortcuts. We show people how to get from the food court to the bathroom. We make nana's life much better by making her a card rather than buying her a Hallmark. Why the hell wouldn't I be a designer?

“I know you’re on to something amazing! Don’t be afraid, let your voice be heard.”

by bre'ona white

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