

Hello! I'm Krista.

It's nice to meet you!

I grew up in the beautiful Pacific Northwest where I have been inspired by the ocean, the mountains and everything in between.

As a creator, I work with different mediums to make people smile and relate to the natural world.

Photo by Cassidy Clemetson



Contents

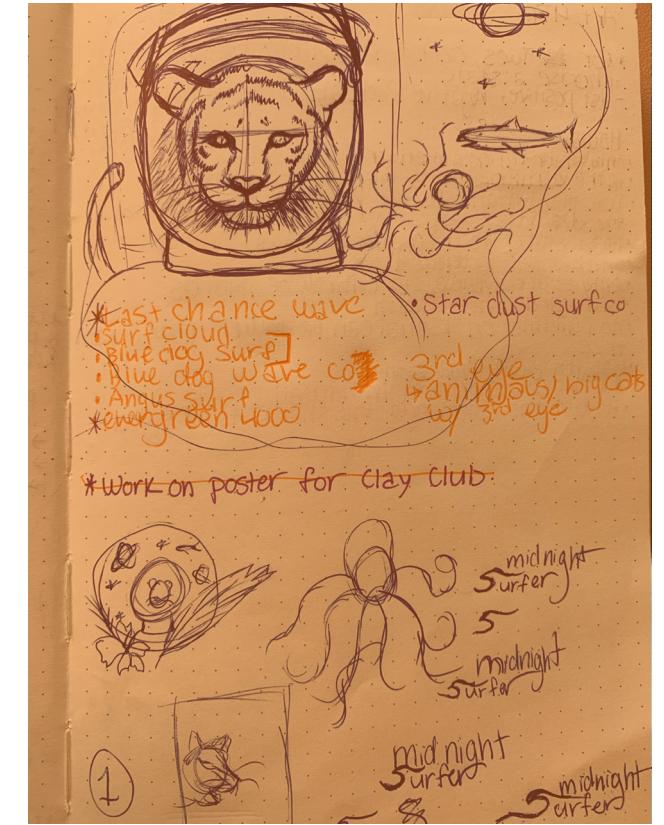
Midnight Surfer	8
Wings by RedBull	16
Iron Horse Brewery	18
Buds by Budweiser	24
PULSE Magazine	26
Local'd	32
Cruisin' For Hospice	40
Process Book	42
Naked Juice	46
Posters & Illustrations	52

Logo Exploration & Sketching Process



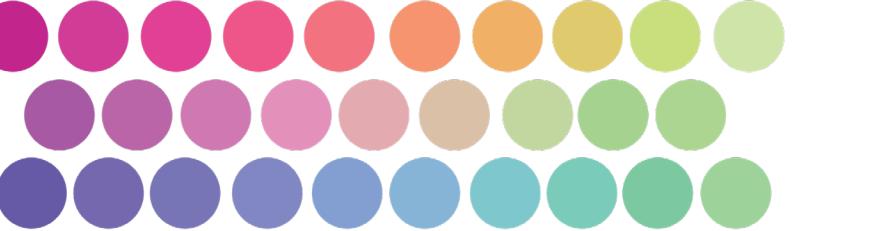
Midnight Surfer Branding

Midnight Surfer aims to bring stylish surf-, ski- and skateware to its customers. With colorful, unique designs you're sure to stand out on the slopes, in the water or out on the street. Rock on!





color palette



fonts

STRANGER	Open Sans Condensed
A B C D E F G H	Aa Bb Cc Dd Ee Ff Gg Hh
I J K L M N O P	Ii Jj Kk Ll Mm Nn Oo Pp
Q R S T U V W	Qq Rr Ss Tt Uu Vv Ww
X Y Z	Xx Yy Zz

mission statement

Midnight Surfer aims to bring stylish surf, ski and skate ware to its customers. With colorful, unique designs you're sure to stand out on the slopes, in the water or out on the street. Rock on!

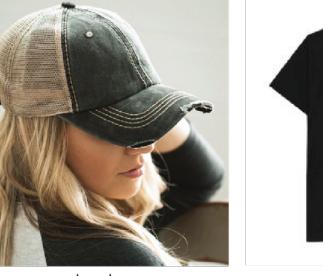
products



fanny pack



bucket hat



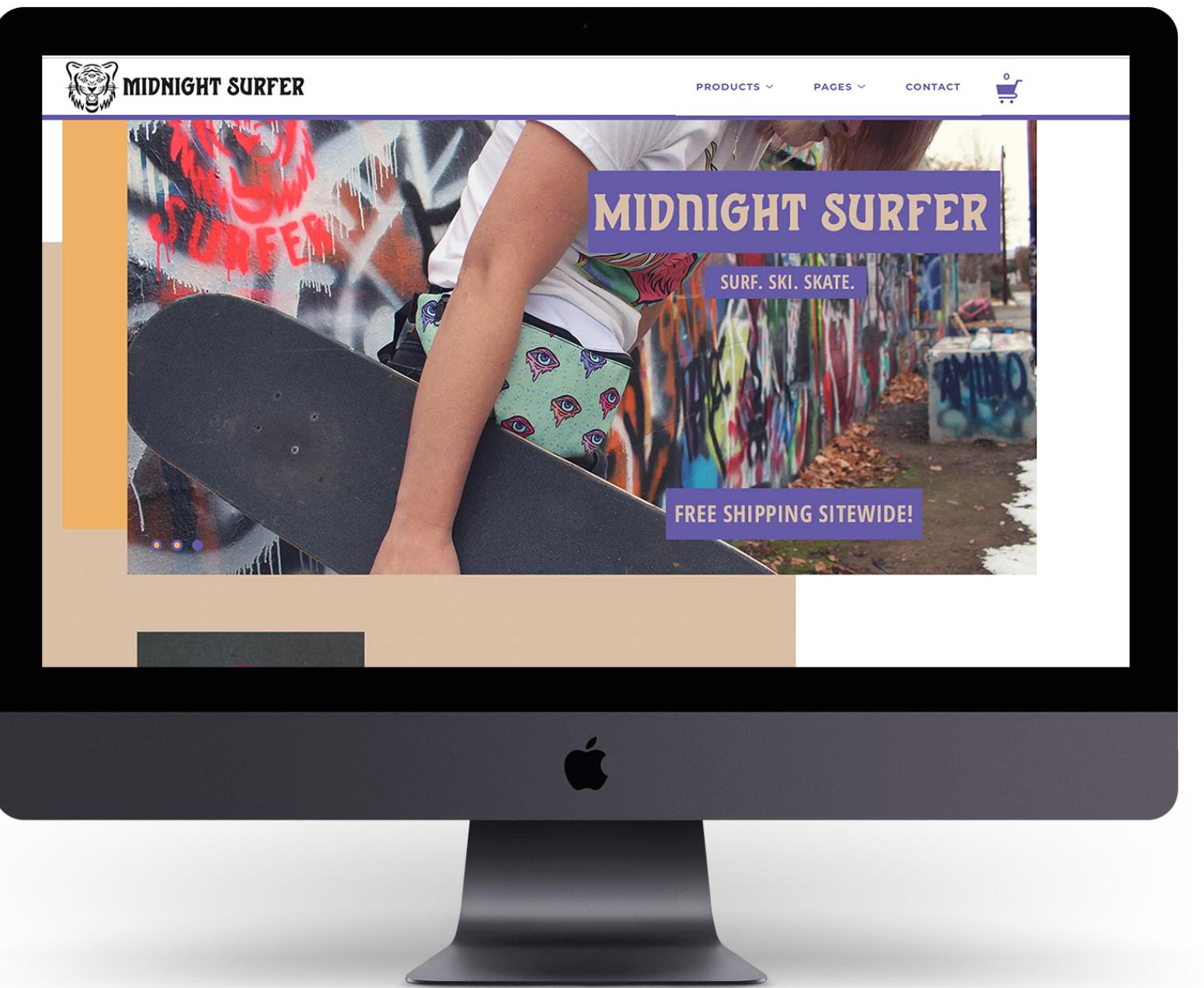
trucker hat



t-shirt



stickers

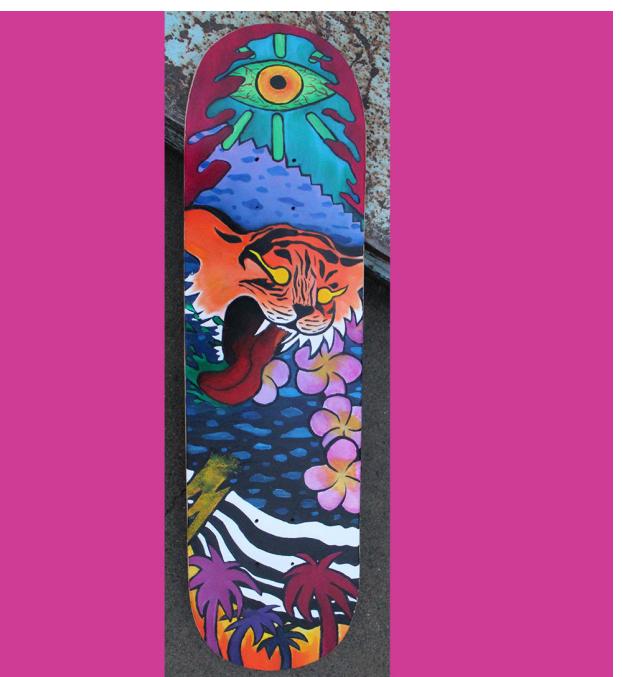






LADY'S CROPPED HOODIE \$45
Is it hot or is it cool? This hoodie can't make up its mind... maybe it's all Wear this cropped hoodie sweater when you're getting out of that chilly water after a rad surf sess or when you're just moseying around.

FLAME-INGO LADY'S BOYFRIEND TEE \$30
No doubt about this one. It is flaming hot. Channel your inner flamingo in this comfy tee.





Wings by Redbull

Branding

Wings by Redbull is a line of vodka and vodka mixed drinks created by Redbull.

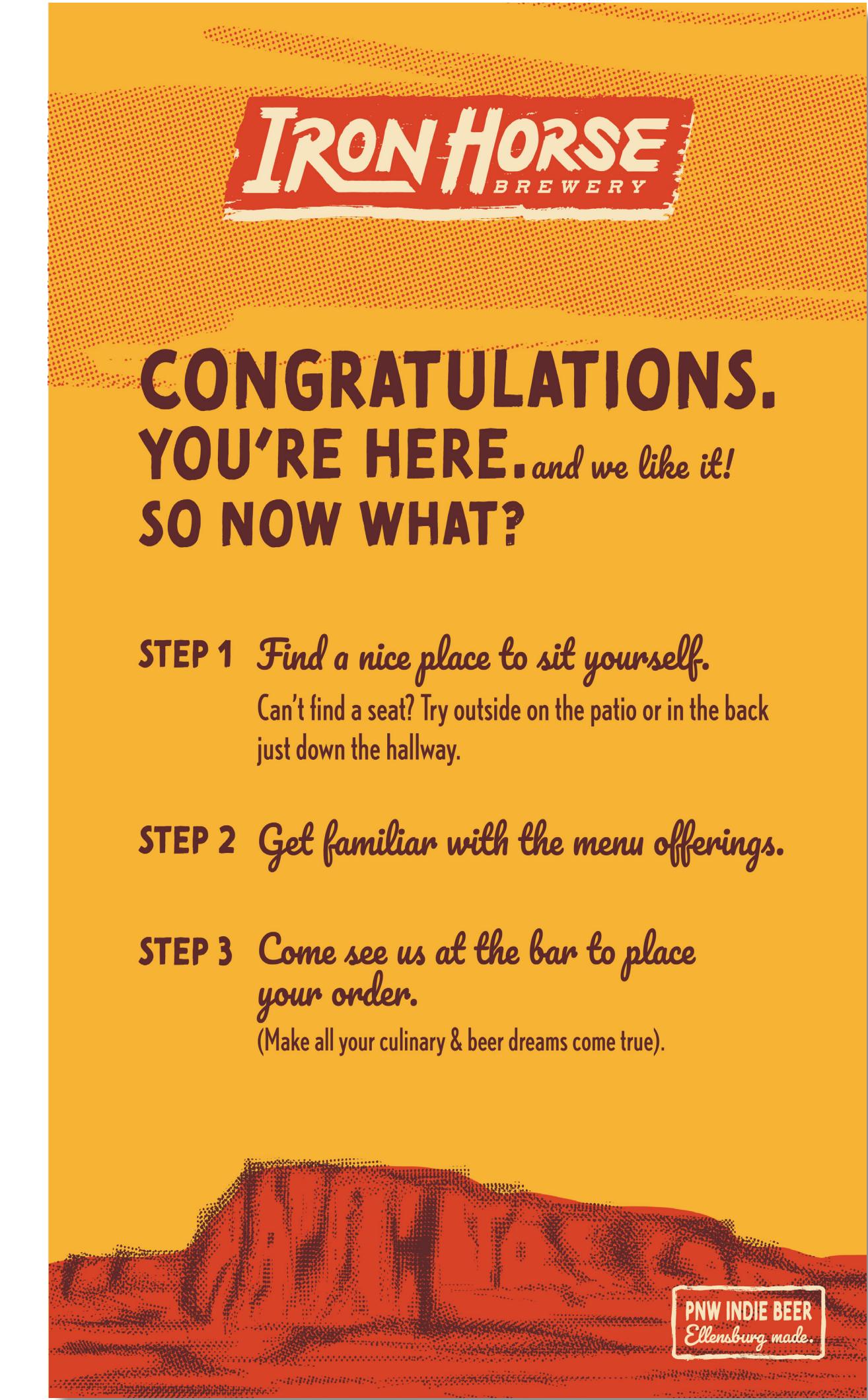




Iron Horse Brewery

Branding and Promotional Design

Assisted with rebranding the Pub and the Iron Horse Beers at Iron Horse Brewery in Ellensburg WA. As a graphic designer I was able to collaborate with other creatives to develop promotional material for the brand.





[THE PUB] FARE

Pre-Funk Snacks SHARE IT OR DON'T.

- BEER PRETZEL OR BITES | 6**
made with LightRail and poached with an IHB brew then baked with kosher salt. served with choice of IPA beer mustard or cheese sauce.
- BACON WRAPPED DATES | 10**
dates stuffed with almonds and blue cheese then wrapped in mr. bacon.
- MEATBALLS | 8**
sweet and spicy italian sausage meatballs stuffed with provolone cheese and smothered in marinara. topped with parmesan.
- CHEESE & ETC. | 15**
death cheddar, uncle jack cheese, jalapeño jack cheese, Glondo's salami, housemade hummus with naan bread, sweet peppers, peppercinis, kalamata olives and chocolate pomegranate bark.
- STREET NACHOS | 7**
corn and chicken breast sautéed with a house spice blend over a bed of pepper jack cheese sauce and tortilla chips. topped with cotija cheese, lime mayo, cilantro, lime and paprika. *asphalt free

Use your Hands GET YOUR BIB ON.

- THE HAMILTON | 12**
a multi-cultural chicken sandwich featuring a pan fried chicken thigh, served on a sweet bun with GP's housemade Kimchi and Korea 1001 island dressing. Order it Rob style for \$2 more. +side
- KILLER BURGER | 12**
seasoned with Quilter's Irish Death Patty grilled, topped with melted Death Cheddar, served over leaf lettuce, sliced tomato, red onion, a tangy burger sauce and a toasted Quilter's Irish Death Bun. comes with a beer pickle spear. add bacon for \$1. +side
- VEGAN SOUTHWEST BURGER | 11**
house-made chickpea & black bean burger served on a sweet roll with avocado dressing, jalapeño slaw and southwest mixed veggies.
- A BRATWURST | 10**
a grammatically correct Glondo's bratwurst, poached in QID, then grilled and served in a toasted QID hoagie roll with Death Beer onions and IPA mustard. +side
- PRETZEL DOG | 8**
Meat, Cheese & Bread: the only food groups that matter. A Glondo's Frank stuffed with Death Cheddar and wrapped with our beer pretzel dough. served with IPA mustard. +side
- REUBEN | 11**
hand-carved corn beef and sauerkraut served on toasted marble rye bread with Korean 1001 island dressing and swiss cheese. comes with a beer pickle spear. +side

Use a Fork (or spoon) SOMETIMES UTENSILS ARE NECESSARY

- CHICKEN POT PIE | 10**
classic chicken pot pie, just like mee-maw used to make. carrots, peas, celery and onion but with a twist. Beer. Biscuit. Crust.
- MAC & CHEESE | 10**
this is a loaded, mac & three cheese (pepperjack, parmesan and cheddar) pasta, skillfully combined with nature's ductape. Bacon and sprinkled with green onions and breadcrumbs. if there is one food item you want with you when you need to escape your enemy, it's Big Macgyver.
- THAI CURRY SOUP | 10**
red curry broth with broccoli, kale, red pepper, onion, carrot and jasmine rice. garnished with cilantro, sriracha and lime.
- CHICKEN TIKKA MASALA | 14**
chicken breast browned and simmered in a spicy masala sauce and served over jasmine rice with cilantro and lime.
- SHRIMP & GRITS | 16**
it's finally back, folks. buttery cajun shrimp served over creamy pepperjack grits and a sprinkle of green onion. the wait is over.

READY TO EAT?
please order at the bar

contains nuts

gluten free

shellfish

spicy

vegan

MADE IN
Ellensburg, Wa.



[THE PUB] FARE

Side Gigs JUST A LITTLE SOMETHIN, SOMETHIN.

- CAESAR SALAD | 3**
GF
- RAINBOW SALAD | 3**
GF
- HOUSE MADE CHIPS | 3**
in salt, cajun or garlic dill seasoning
GF

MAC & CHEESE | 3

THAI CURRY SOUP | 3

Desserts YUM.

- CINNAMON SUGAR PRETZEL BITES | 6**
the name says it all, comes with a side of vanilla icing.
- BREAD PUDDING | 5**
also delicious
- QID COOKIE | 3**
also delicious



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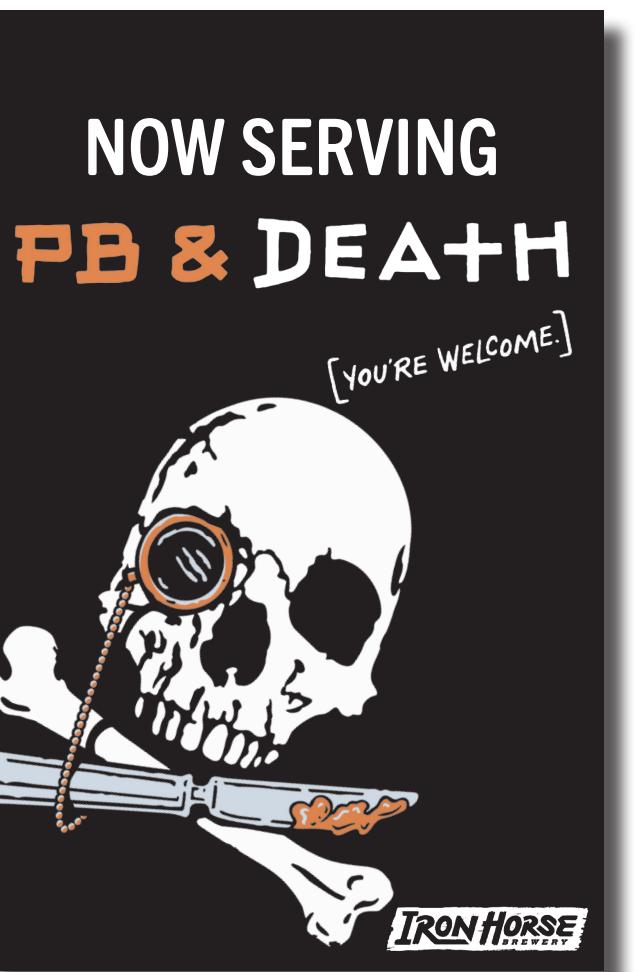
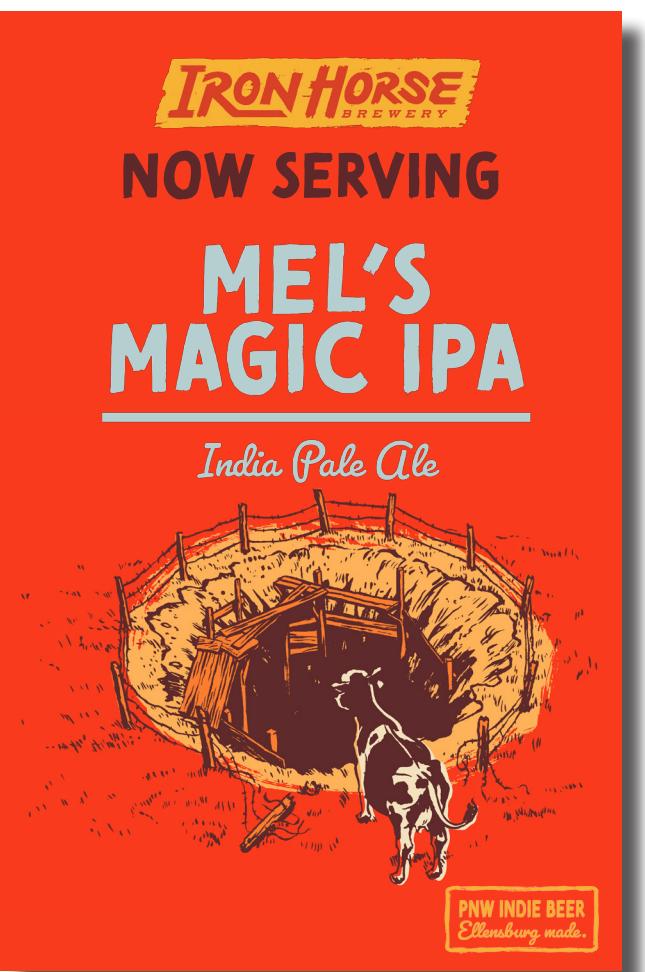
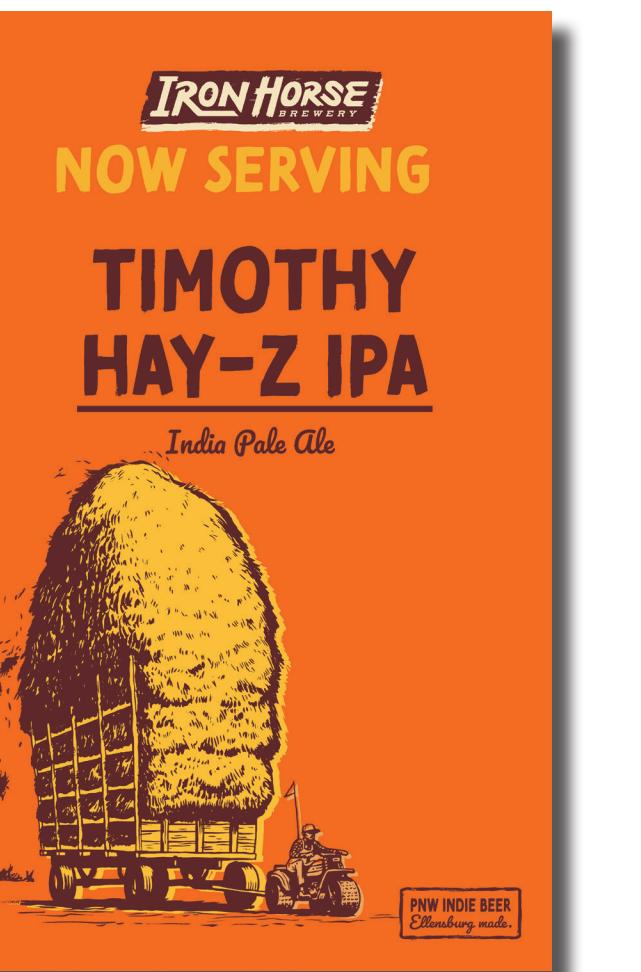
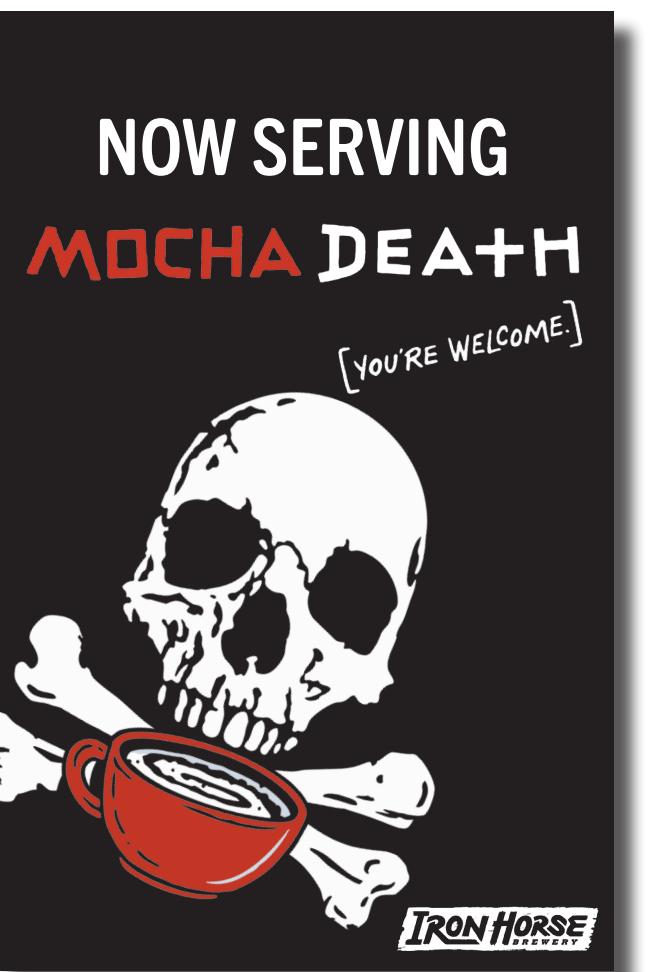
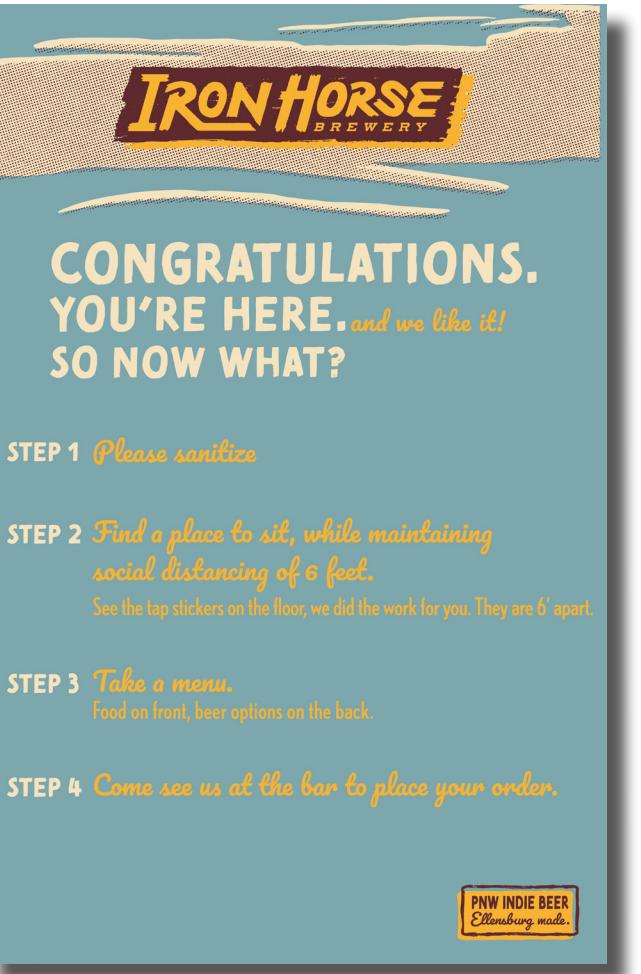
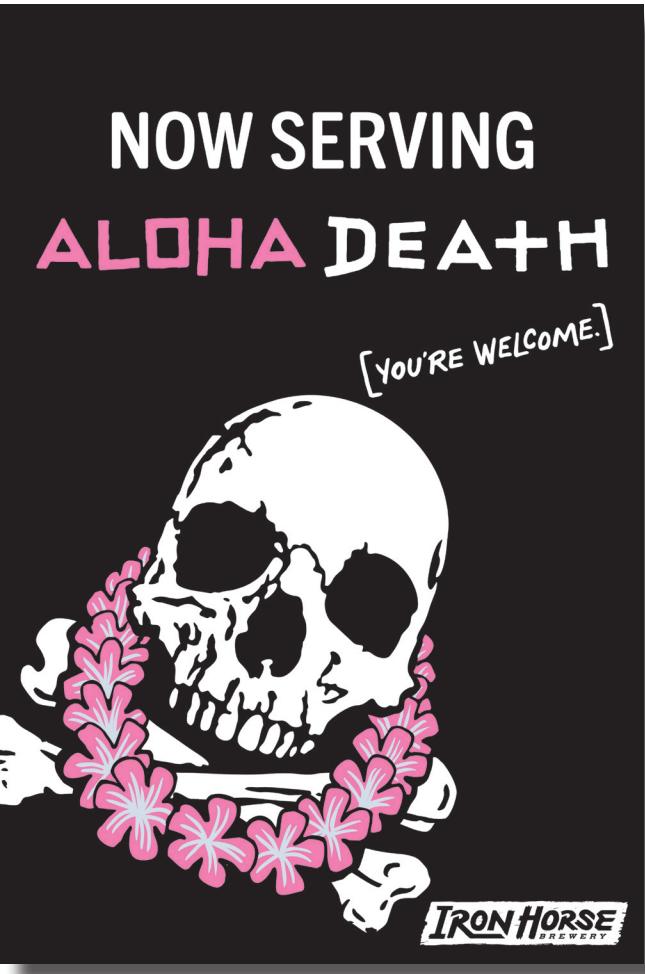
gluten free

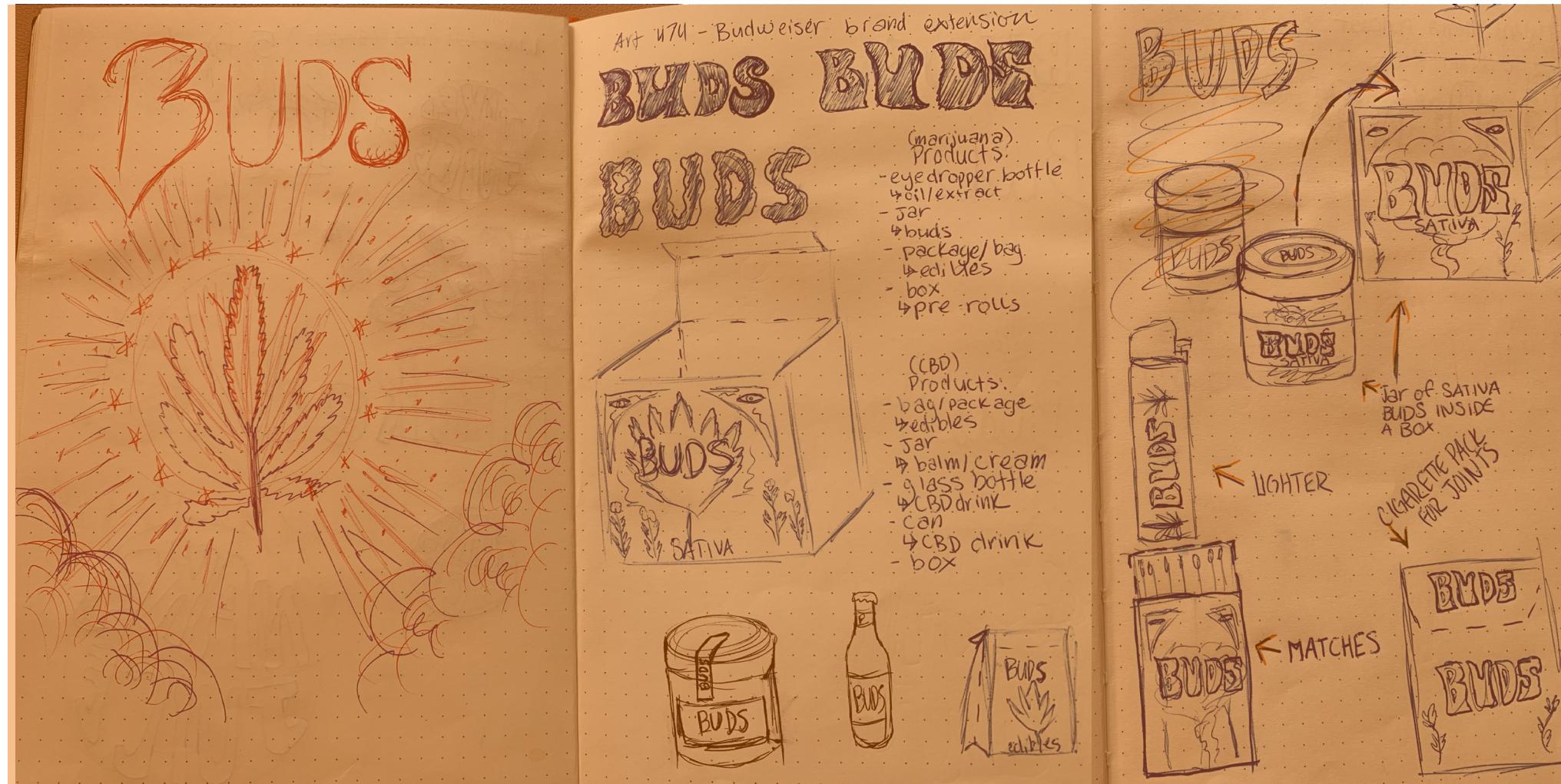
shellfish

spicy

vegan

MADE IN
Ellensburg, Wa.





Buds by Budweiser

Branding

Buds by Budweiser is a fictional line of marijuana products created by Budweiser.



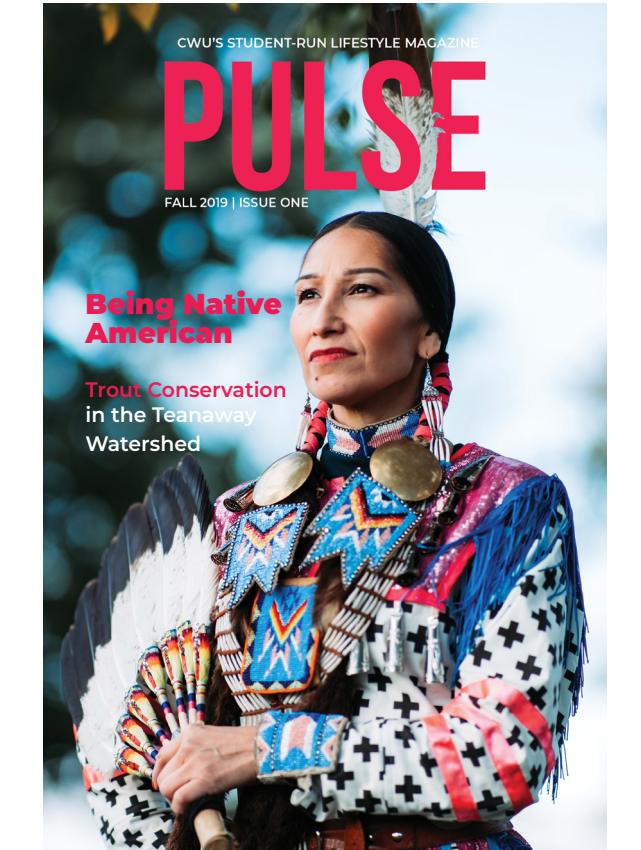


Winter 2020 Issue One

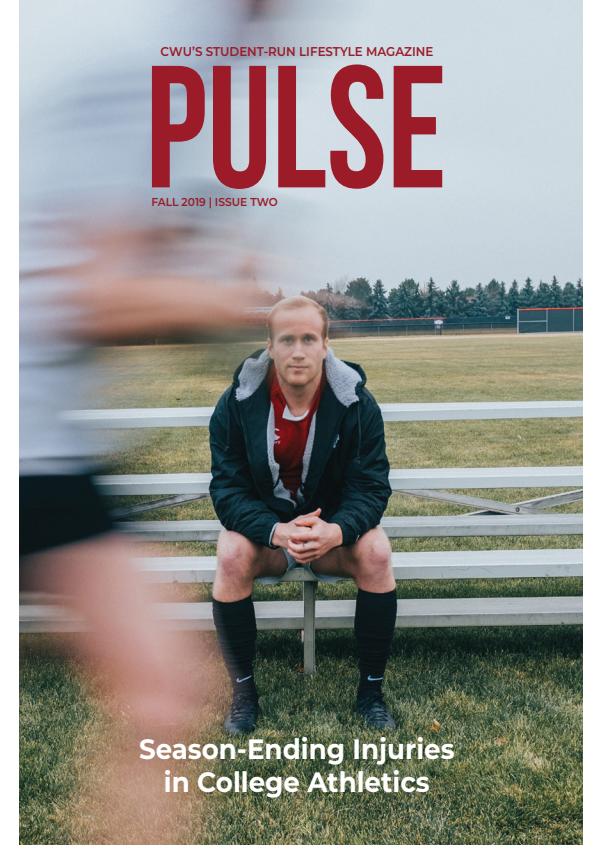
CWU PULSE Magazine

Editorial Layout and Design

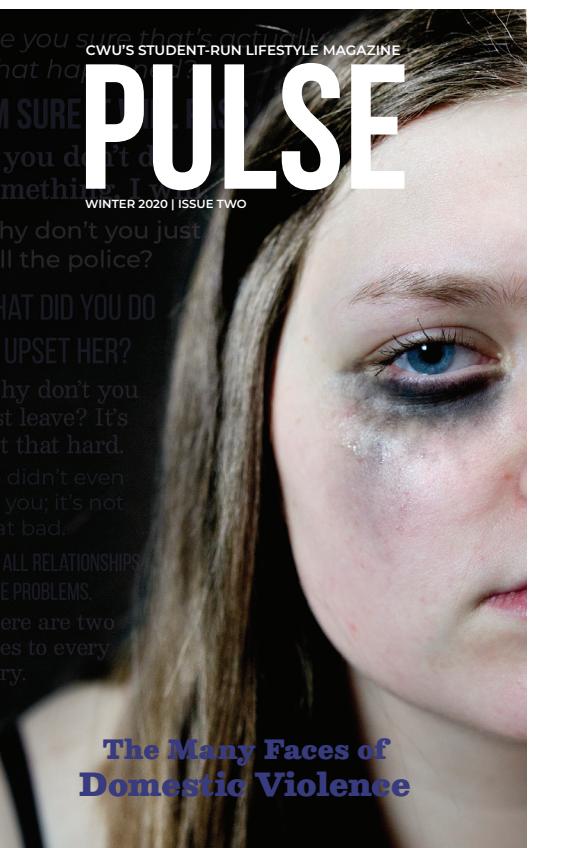
PULSE Magazine is a student-run lifestyle magazine produced by and for the Central Washington University Community. As Art Director of the magazine I worked with writers, photographers and other designers to create compelling stories and produce a diverse magazine for the people.



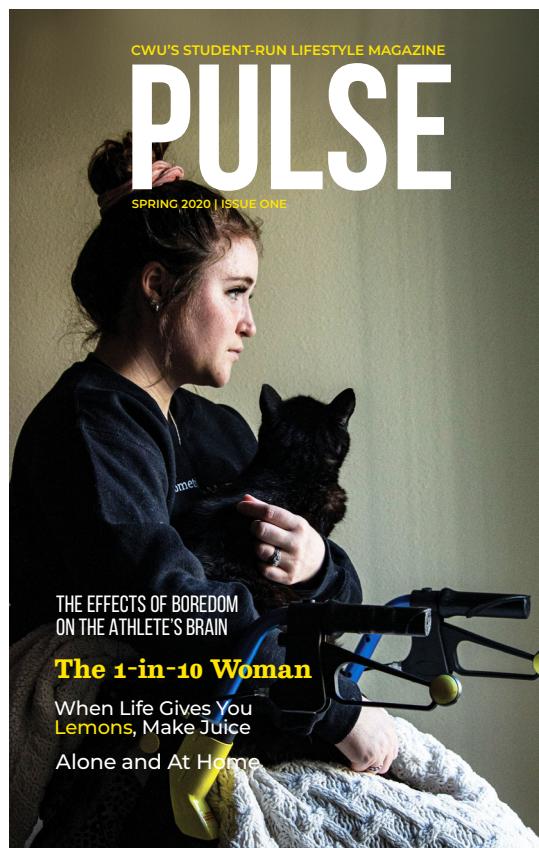
Fall 2019 Issue One



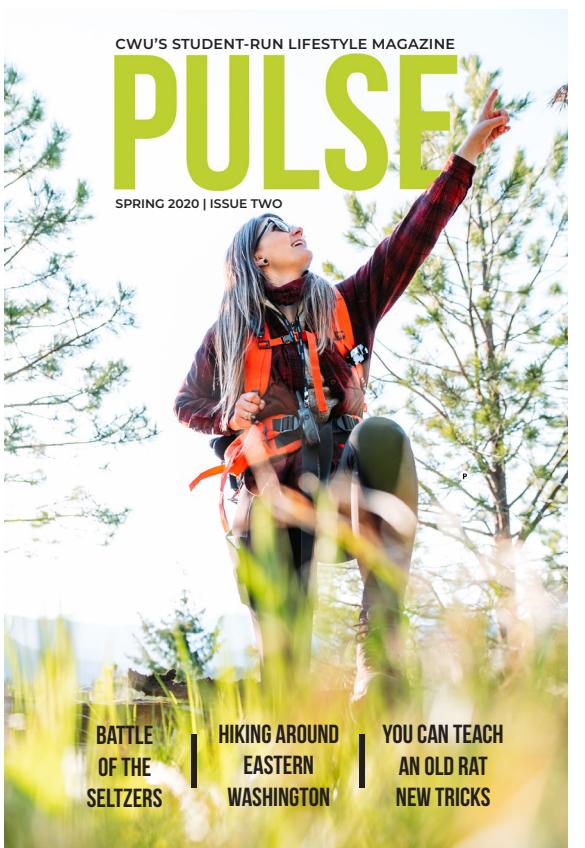
Fall 2019 Issue Two



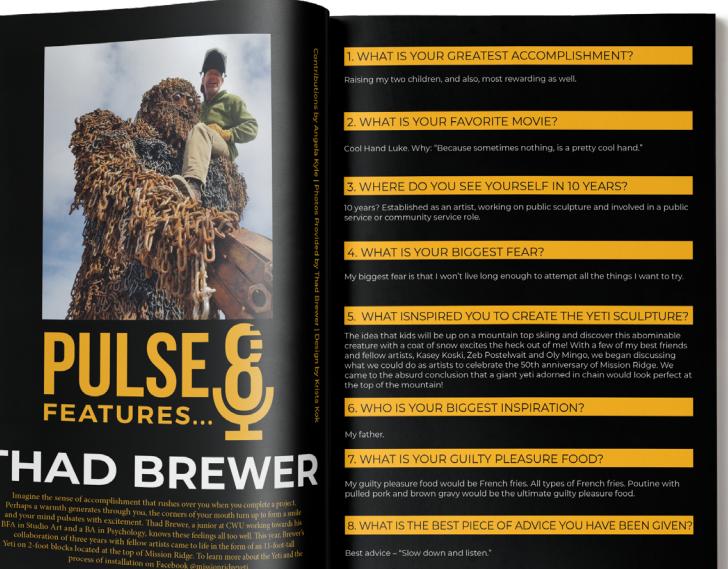
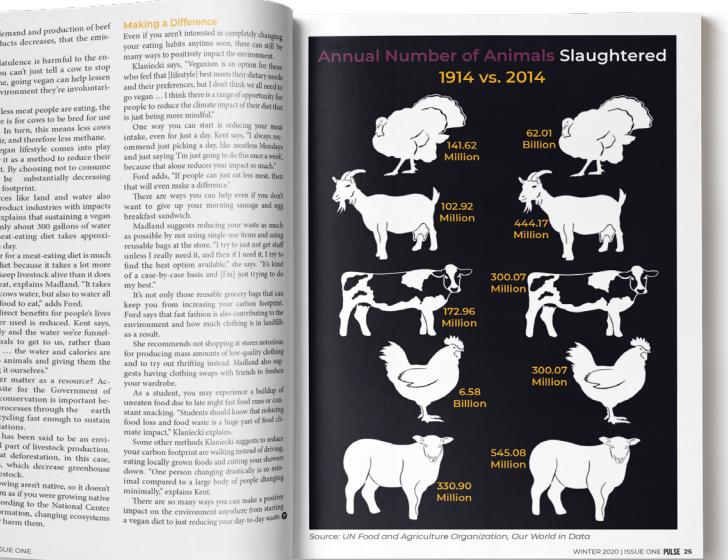
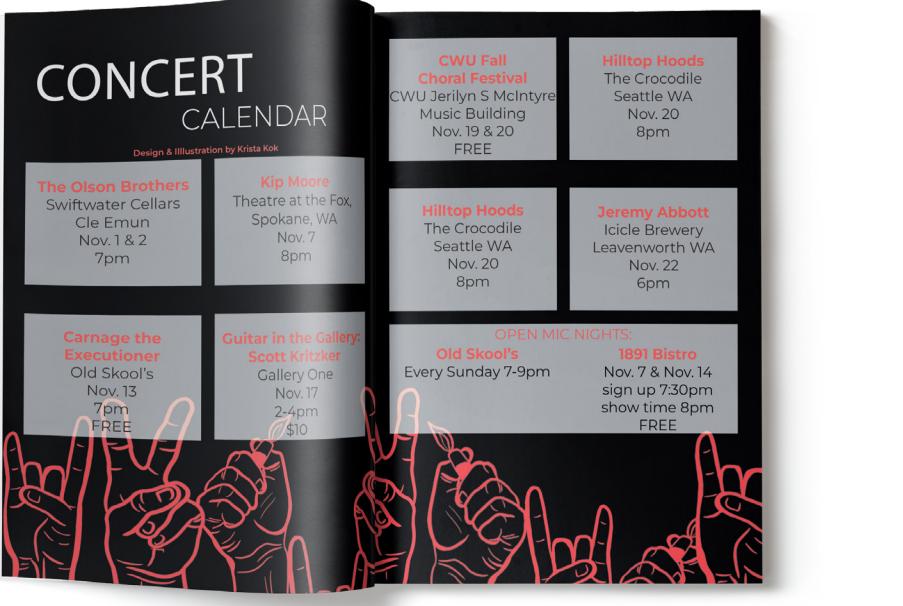
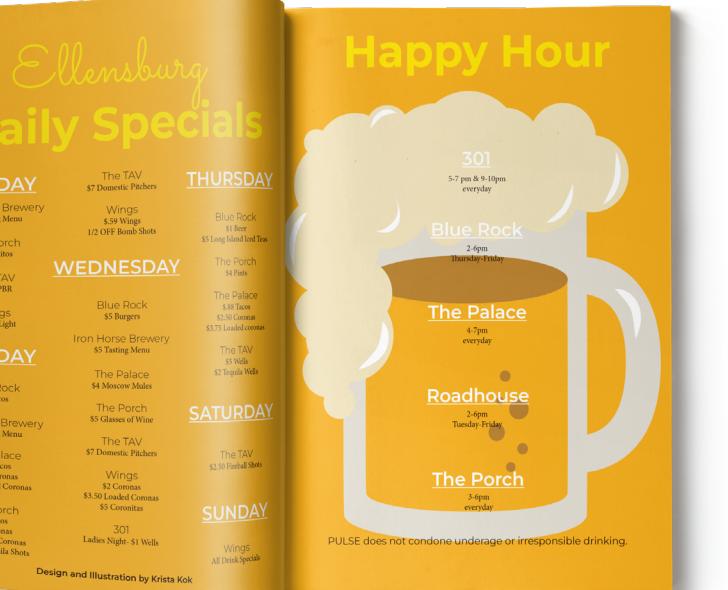
Winter 2020 Issue Two



Spring 2020 Issue One



Spring 2020 Issue Two



LITTERED

Story By Mason Elliott | Design and Illustration By Krista Kok

5.25 trillion pieces. According to National Geographic, as of 2015, that is how much plastic is in our oceans. With plastic taking an average of 400 years to degrade and 290,000 tons of it sitting atop the oceans, the changes that need to be made lie in our hands.

Unfortunately, according to National Geographic, out of the 8.3 billion metric tons of plastic produced, we have only recycled around nine percent of it. So where does it go? National Geographic points out that every year eight million metric tons go straight into the ocean and the rest is either in landfills or littered around the earth.

PULSE set out to find how to consume less.



GARBAGE PATCHES

Dr. Clay Arango, an associate professor of biological sciences and environmental studies at Central Washington University, describes "there is actually a garbage patch in every ocean in the world."

However, the first discovered and most well known garbage patch is the Great Pacific Garbage Patch, was initially discovered by Captain Charles Moore who happened to notice a lot of trash in the ocean while sailing.

Dr. Arango explains that plastic buildup in the middle of every ocean because "the oceans are turning slowly in what is called gyres," and "any trash in the ocean is going to get pulled into the middle of that gyre."

He goes on to say, "The evolutionary change happens very slowly so there isn't enough time for the organisms to adapt and differentiate between small plastic pellets and a small crustacean."

HOW DOES THIS AFFECT US? IT'S

No one can be totally certain what kind of long-term impact this amount of plastic in the ocean will have on marine life and what it brings up at the end of the plastics get ingested by marine animals, who in turn get ingested by animal higher up the food chain; there is a danger that these plastic start to get incorporated into the food chain."

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He goes on to say, "He goes on to say, "You can choke on it, they can eat it, they can feel full but then they start to die."

Dr. Arango points to evolution. In the open ocean there is an abundance of food so "the animals have an instinct to eat whatever is in front of them." Historically this hasn't been an issue, but now they are eating plastic, not food.

ON SOCIAL MEDIA YOU SEE POSTS SHOWING ABSURD AMOUNTS OF TRASH IN THE OCEAN. SOMETIMES SO MUCH THAT YOU CAN'T SEE THE WATER

This isn't representative of what is happening in the middle of the ocean though. As Professor Ralph Hitz, who has been teaching geology and oceanography,

explains one of the main problems occurring right now is "the animals can ingest the plastic and they can choke on it. He goes on to say, "They can eat it, they can feel full but then they start to die."

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HOW TO HELP REDUCE WASTE

Consume less. Dr. Arango states "Cleaning out the oceans is impractical." So, in turn, we need to be proactive and consume less. As difficult as it may seem, we can do this.

Dr. Arango explains making a small effort to consume less can have a huge impact. "Consuming less is option that you don't need just don't buy it." There are many relatively easy ways to use less plastic in day to day life. Eco-friendly products like reusable bags and cups are great options to avoid using single-use plastic items.

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LITTERED SPRING 2019 ISSUE ONE

MOE regional winner

Mark of Excellence awards from the Society of Professional Journalists: Data visualization Winner



Exotic Animal Conservation: How Accredited Zoos Protect Wildlife in Washington Spring 2020 Issue One

Exotic Animal Conservation: How Accredited Zoos Protect Wildlife in Washington

Story by Kyle Wilkinson | Design & Illustration by Krista Kok

You may have seen episodes of Tiger King, a recently-released limited series on Netflix. In this荒诞的 cast of characters, a morose tiger named "Tiger King" is the star of the show. The show is quite overrated.

It goes without saying that老虎在华盛顿州 with something called the "Tiger King" Bill. Specifically. An easy way to make a difference is to support bills that will lead to an environmentally sustainable future. With the oceans full of plastic and massive amounts being produced and consumed daily, it is important to make an effort to consume less.

However, it's not that having this accreditation is beneficial in providing the best animal care possible. "The most important thing is that accreditation is not about what you can do, but what you are doing for the right reasons,"

Hawks says. "Having the accreditation allows the staff to grow off of the experiences they have had in their field and share knowledge between institutions that everyone can learn from."

Both Hawks and Dr. Arango address the issue that accreditation must be made through social change, which is where Environment Washington is making an impact. Environment Washington is an environmental advocacy project directed by Bruce

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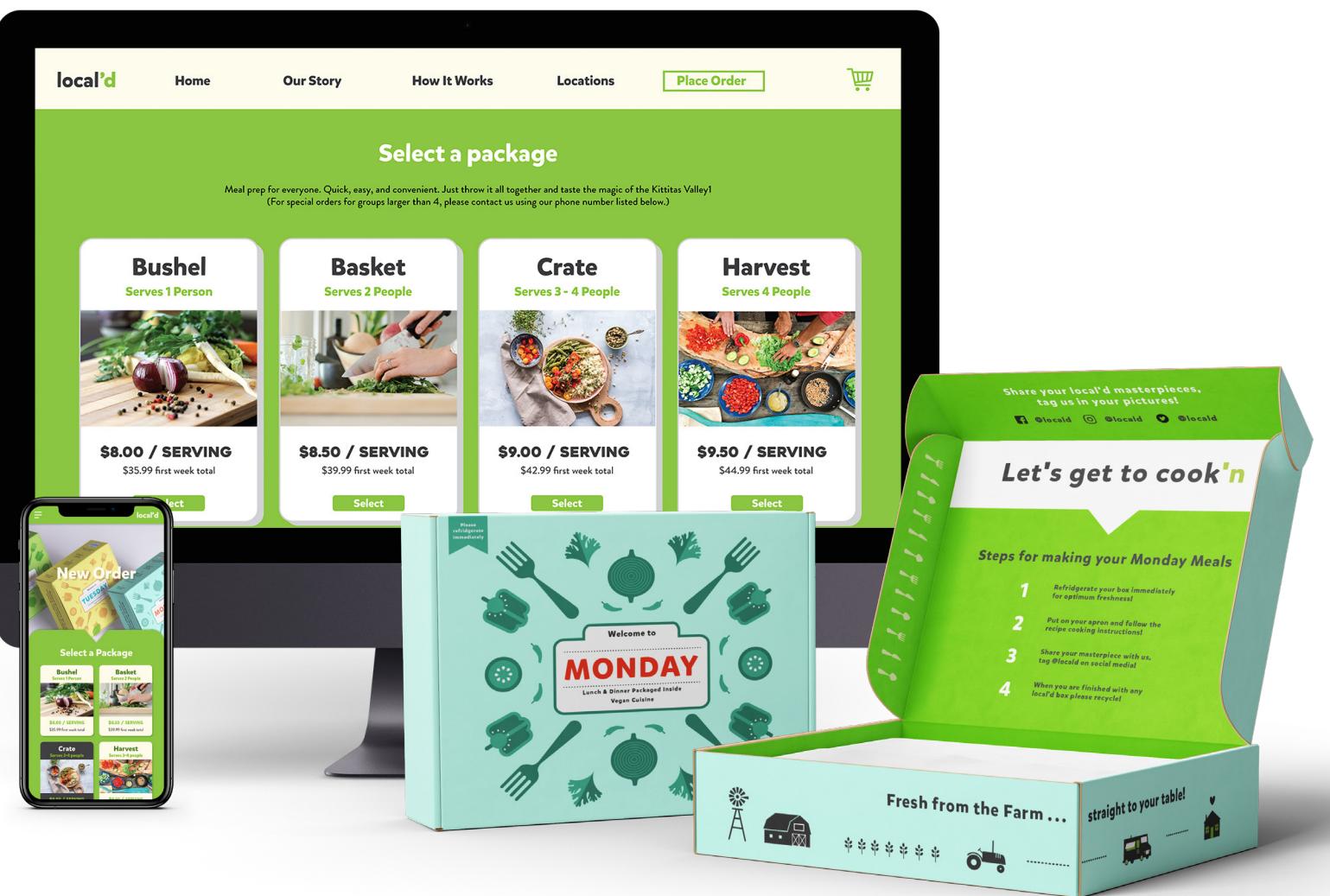


Local'd Branding

At Local'd, our mission is to provide a convenient, locally sourced food service that makes healthy choices more accessible to residents of the greater Ellensburg area.

Through sustainability and nutrition education, we aim to improve the overall well-being of Ellensburg community members, the Earth and the synergy that exists between them. We realize the demands of a busy schedule and through Local'd, a healthier lifestyle is just a click away.

Get Local'd.



HOW IT WORKS

1 PLACE ORDER ONLINE OR THROUGH THE LOCAL'D APP.

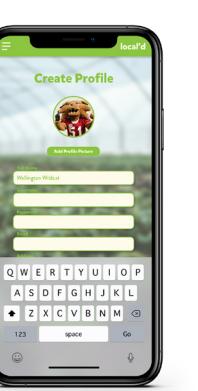
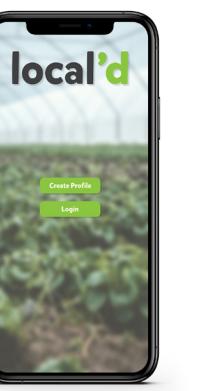
2 PICKUP FROM ONE OF OUR FOOD LOCATIONS OR DELIVER TO YOUR VERY OWN DOORSTEP.

3 THE UNBOXING EXPERIENCE.

4 PREPARE YOUR LOCAL'D MEAL WITH OUR PRE-MEASURED INGREDIENTS.

Weekly Package

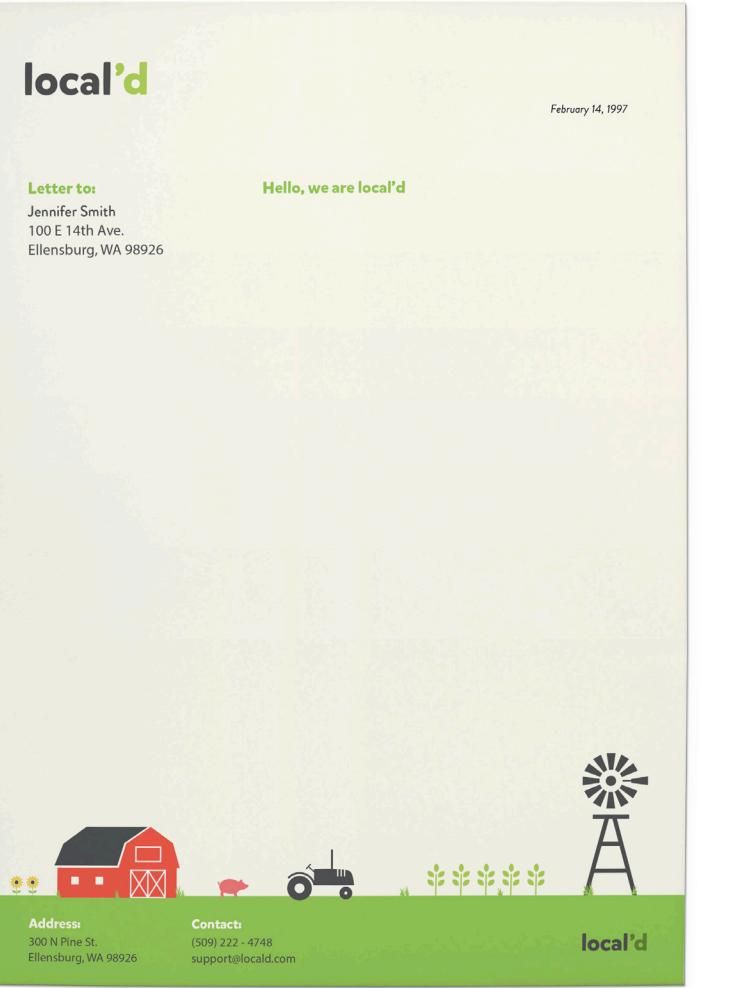
Filled with pre measured, fresh ingredients making it a breeze to cook a healthy meal.

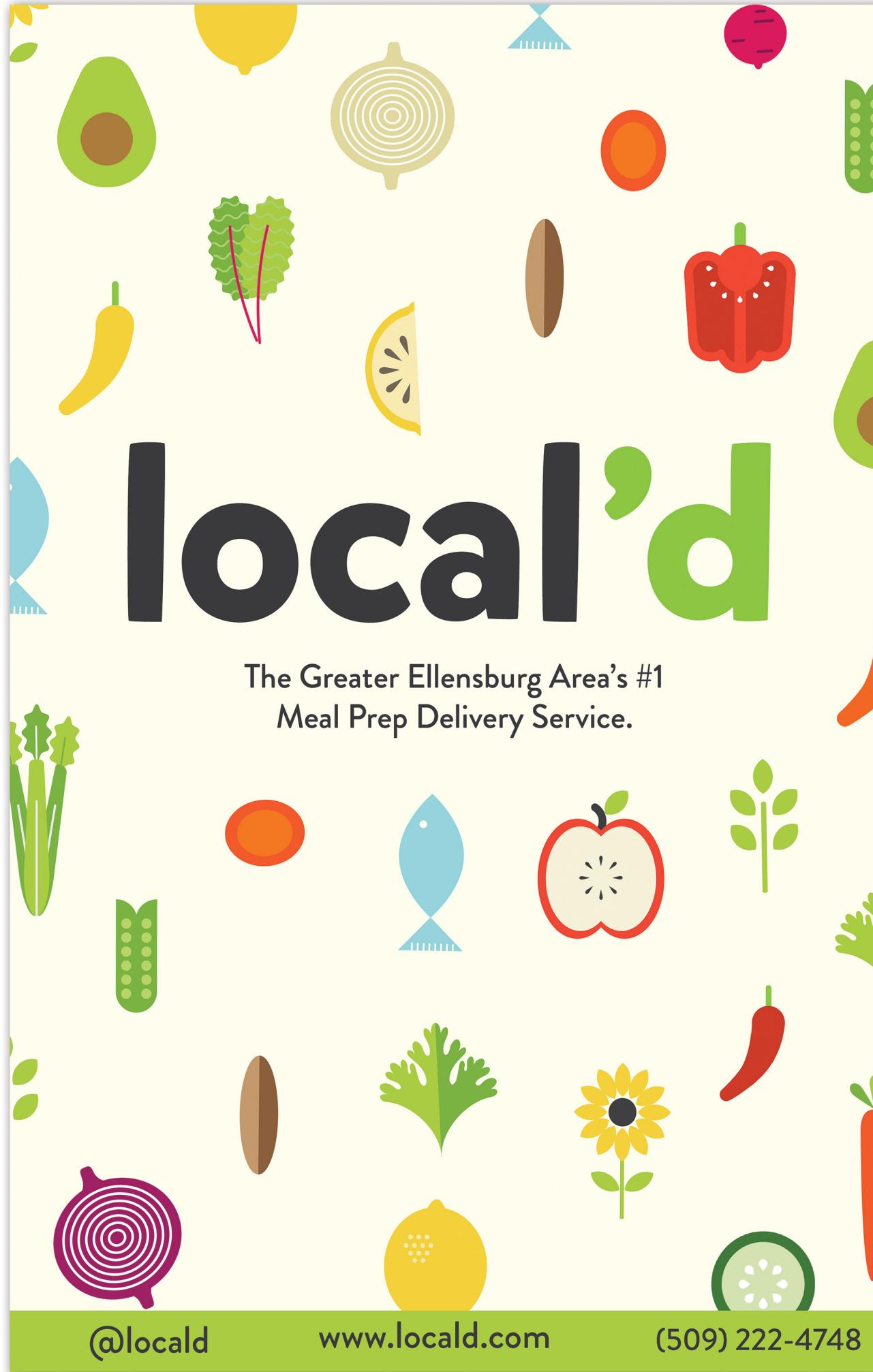


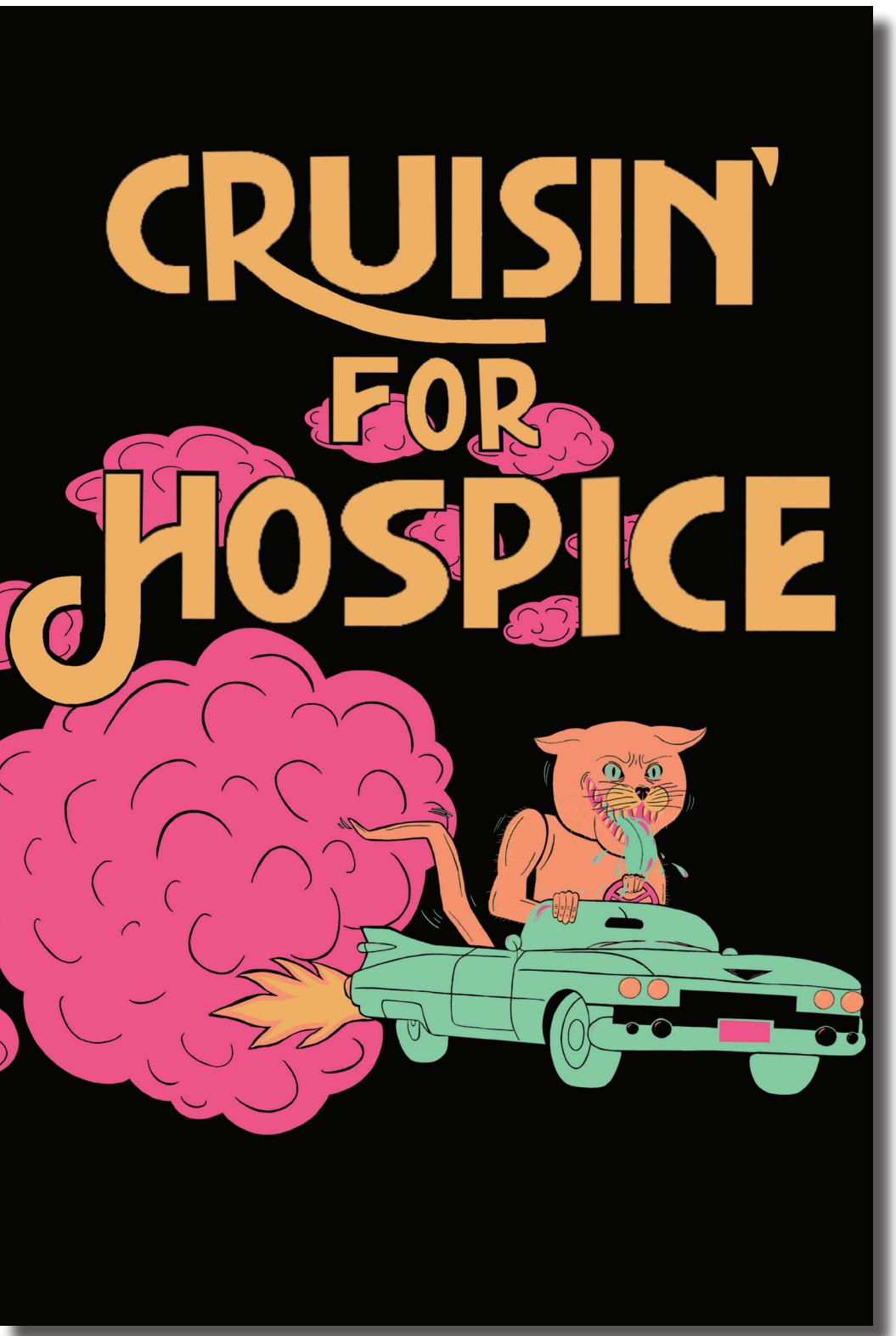
Phone App

Making a healthy lifestyle easily accessible to those with a busy schedule.









Cruisin for Hospice

Print Campaign

Cruisin' for Hospice is a local non-profit car show,
held annually to raise money for hospice care.



CREATVIE METHOD

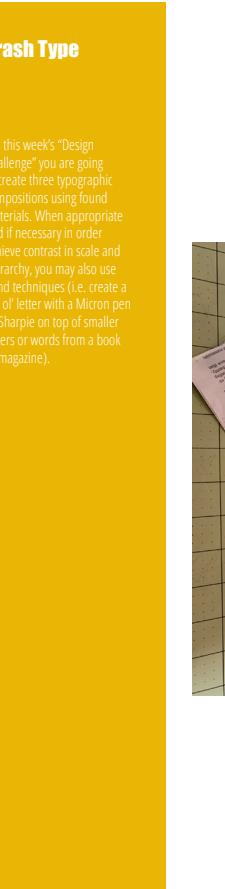
Creative Method *Print Booklet*

Book created to show my creative method when working on projects. I like to use different materials and forms of inspiration to create projects and sketches for the final product.

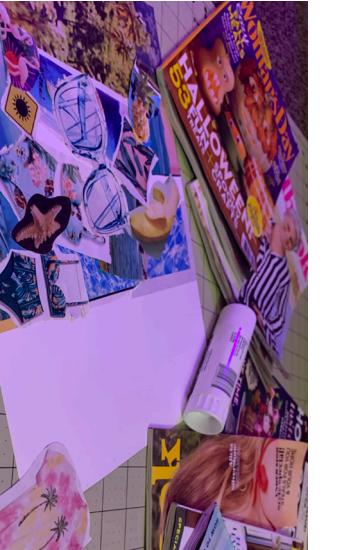




PROJECT 01



PROJECT 07

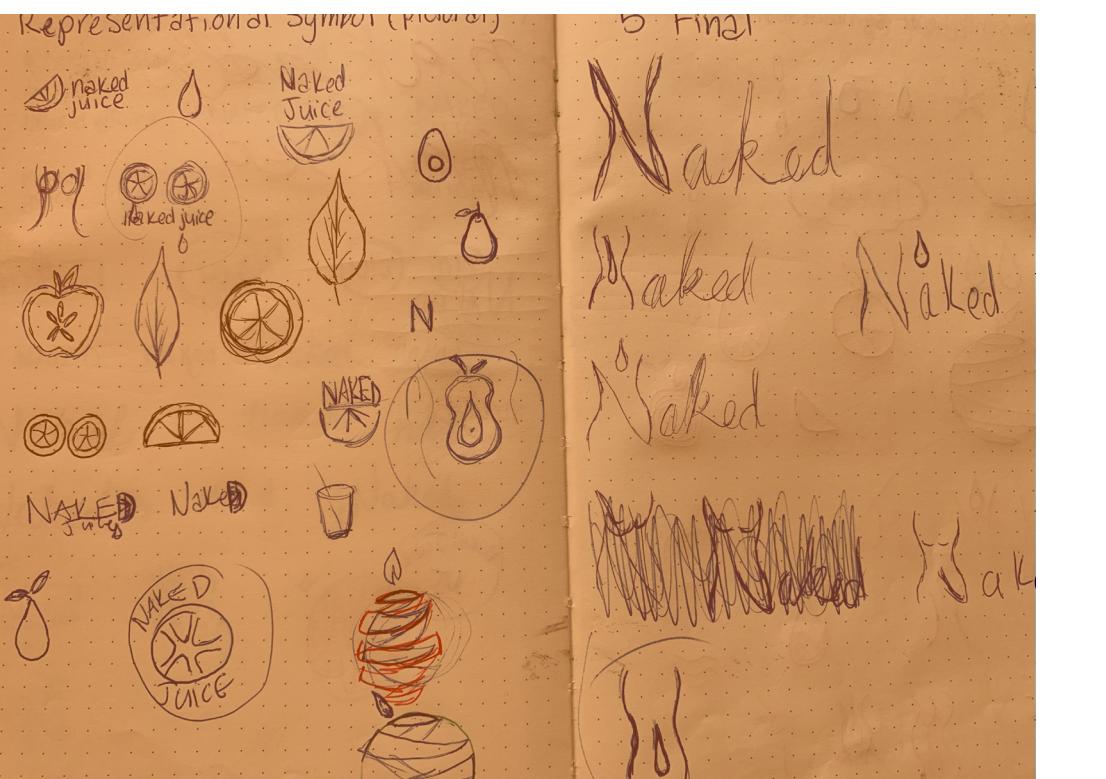
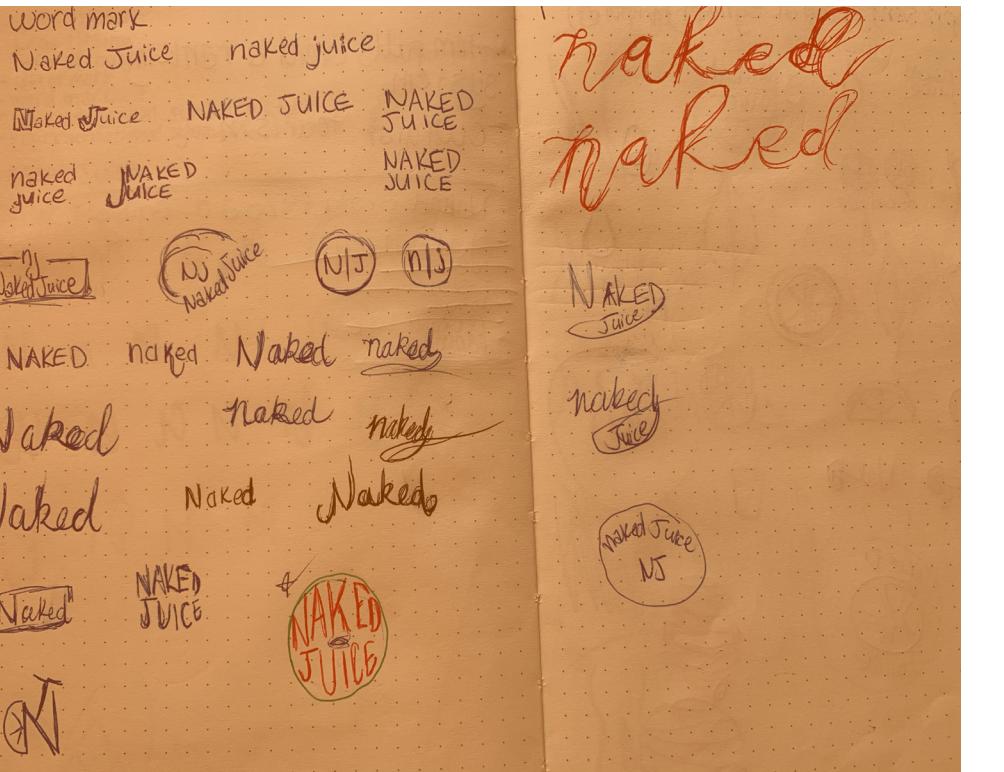
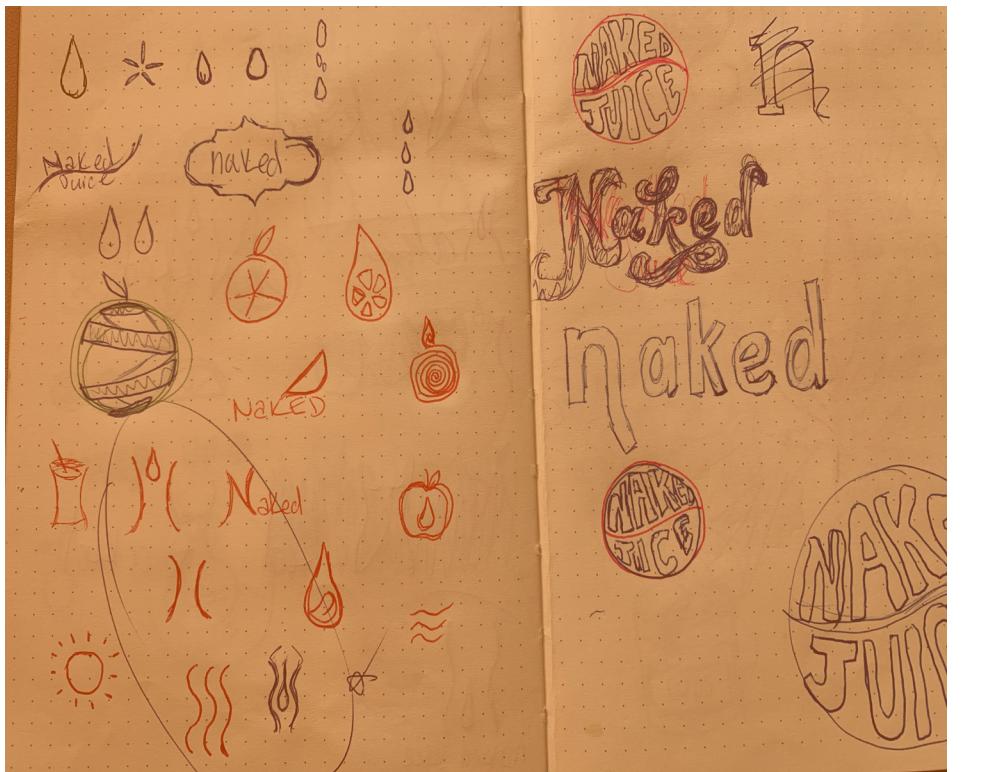


PROJECT 04



PROJECT 06

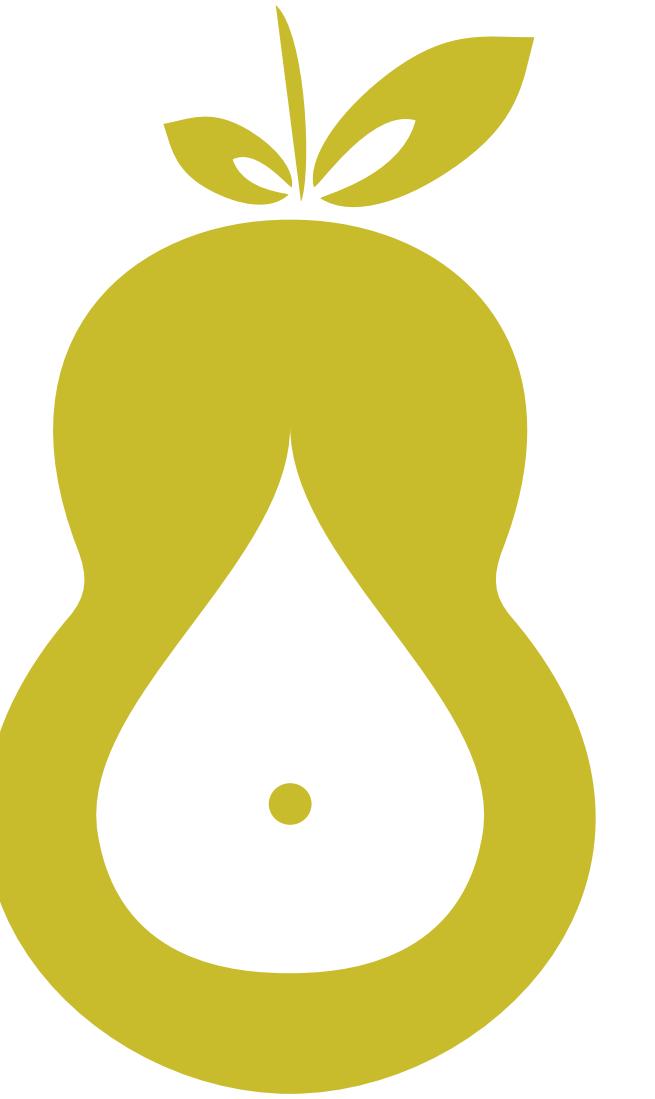
Logo Exploration & Sketching Process



Naked Juice Branding

Rebranding of Naked Juice. This rebranding project was centered around the health aspect of naked Juice and the benefits that this juice has on people's bodies.

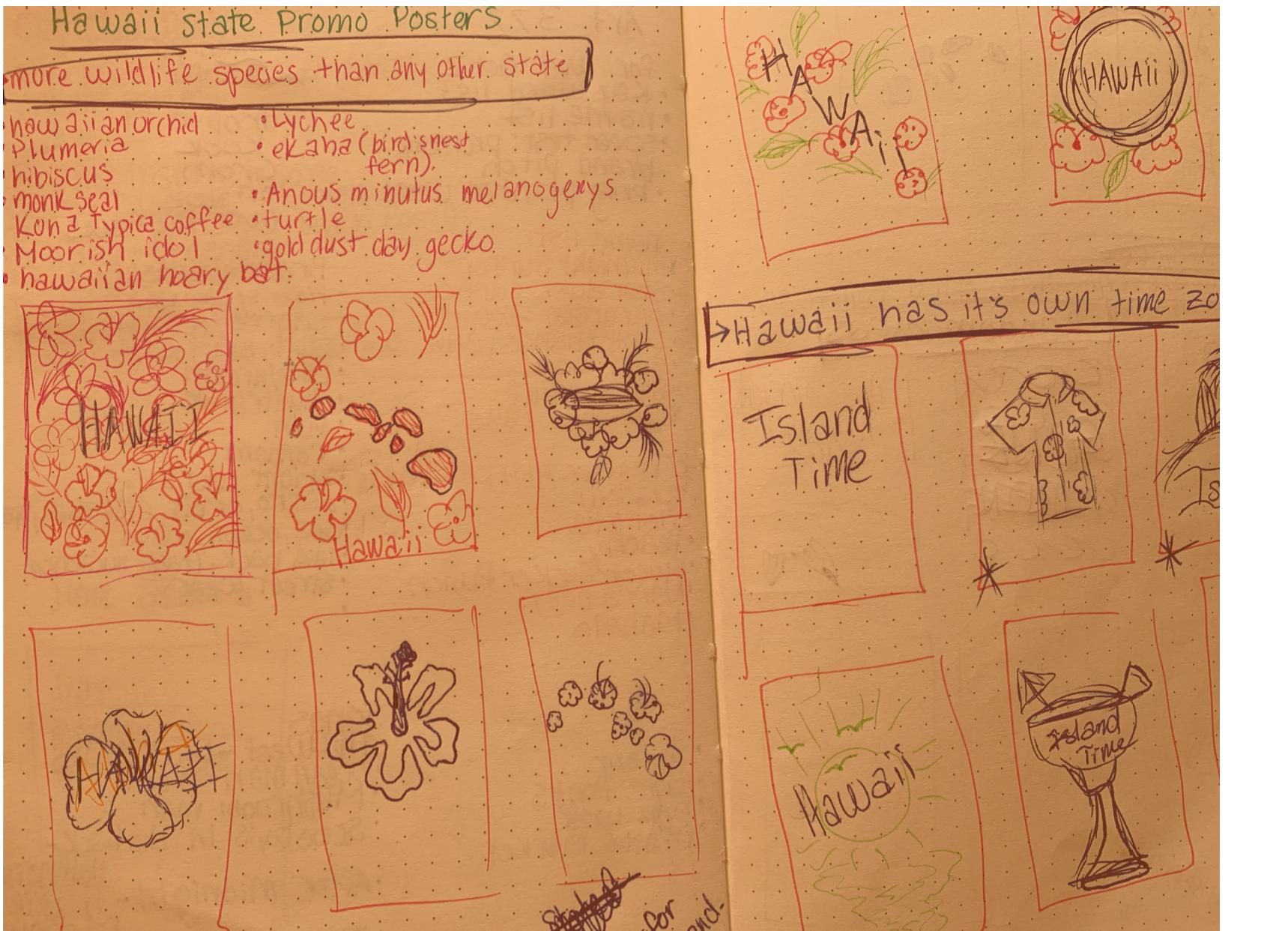




Naked Juice



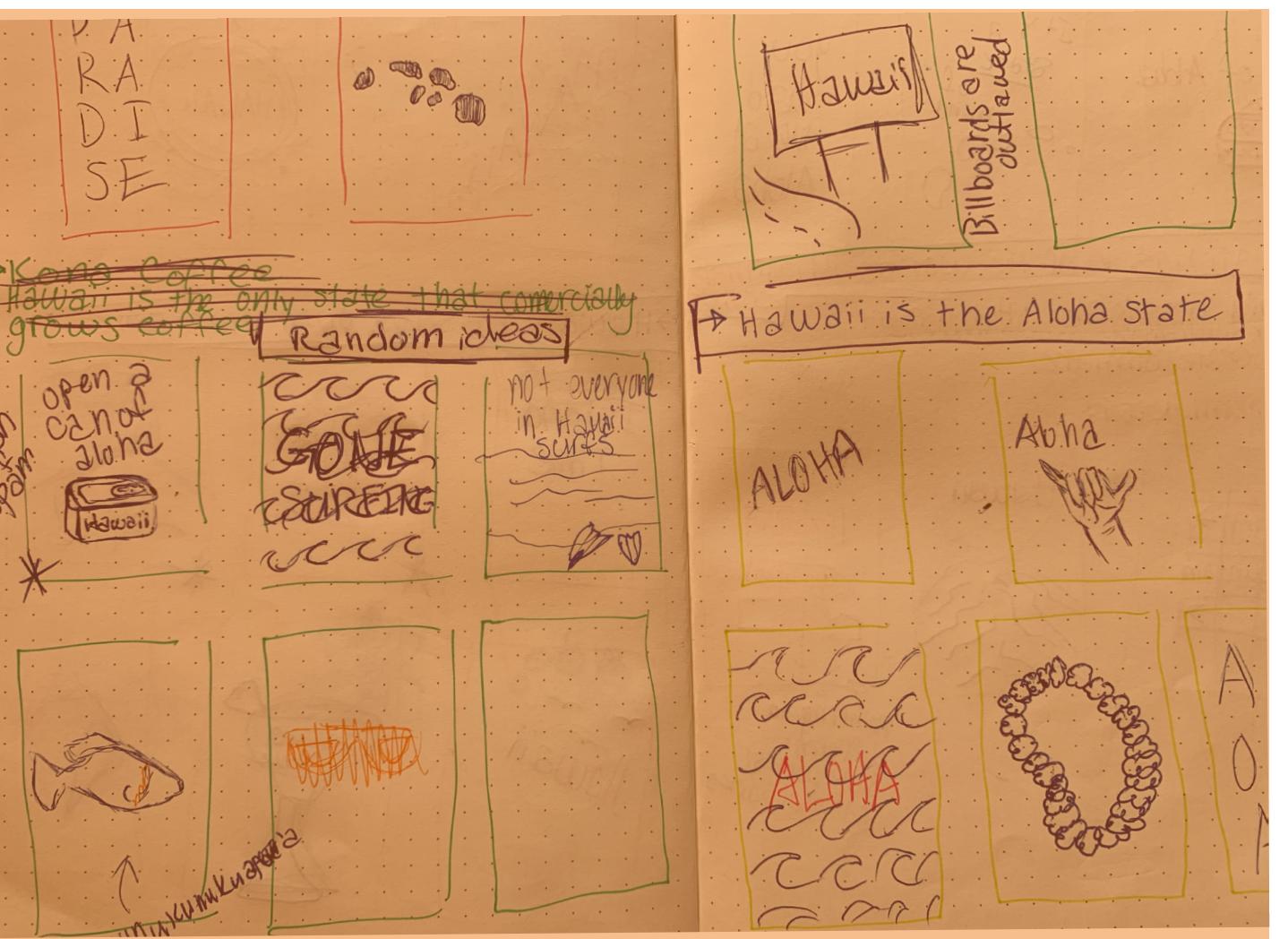
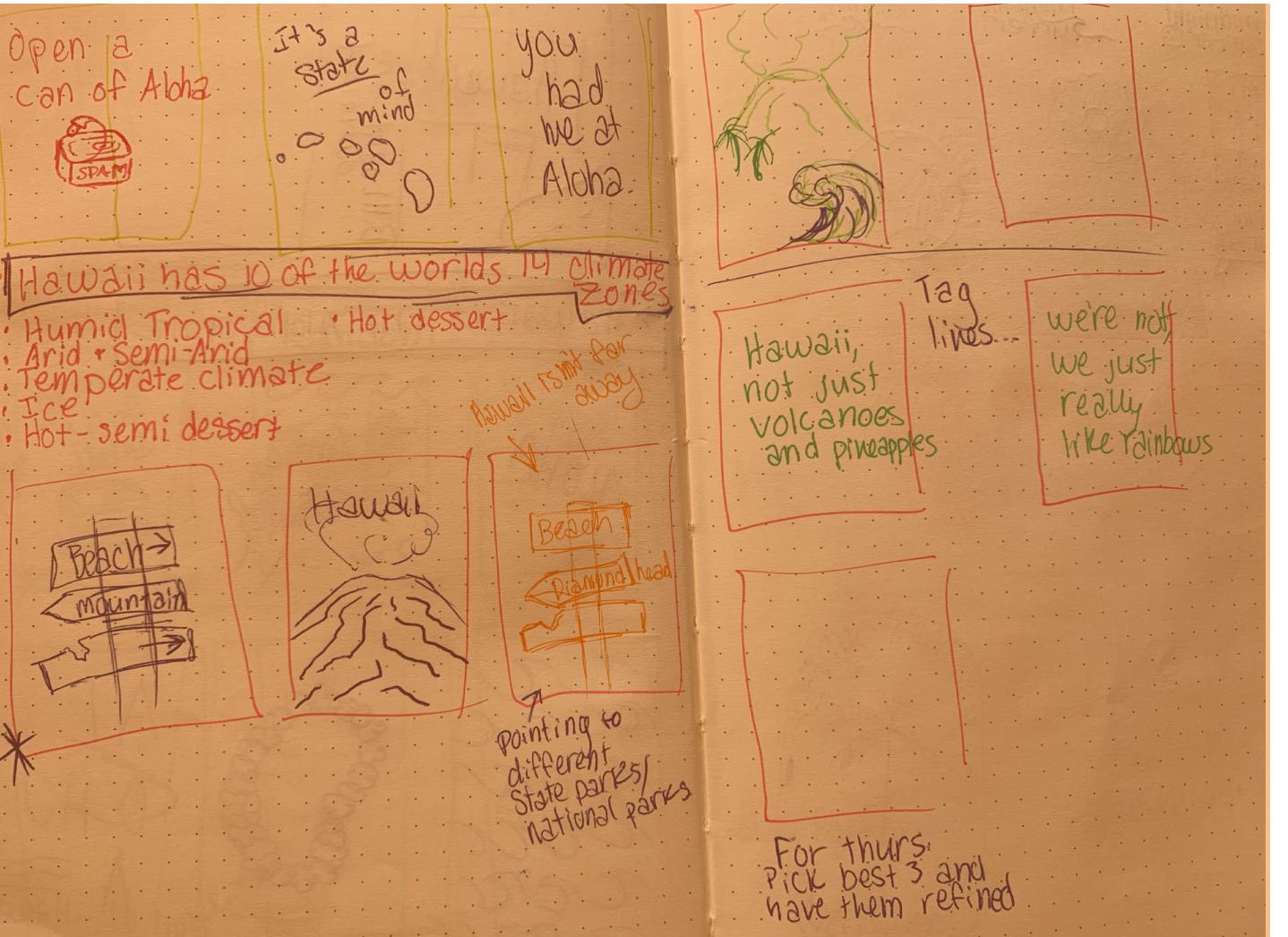




State Campaign Posters

Print Campaign

Promotional posters for the state of Hawaii.







Amnesty Campaign

Print Campaign

Reproductive rights campaign posters or Amnesty.

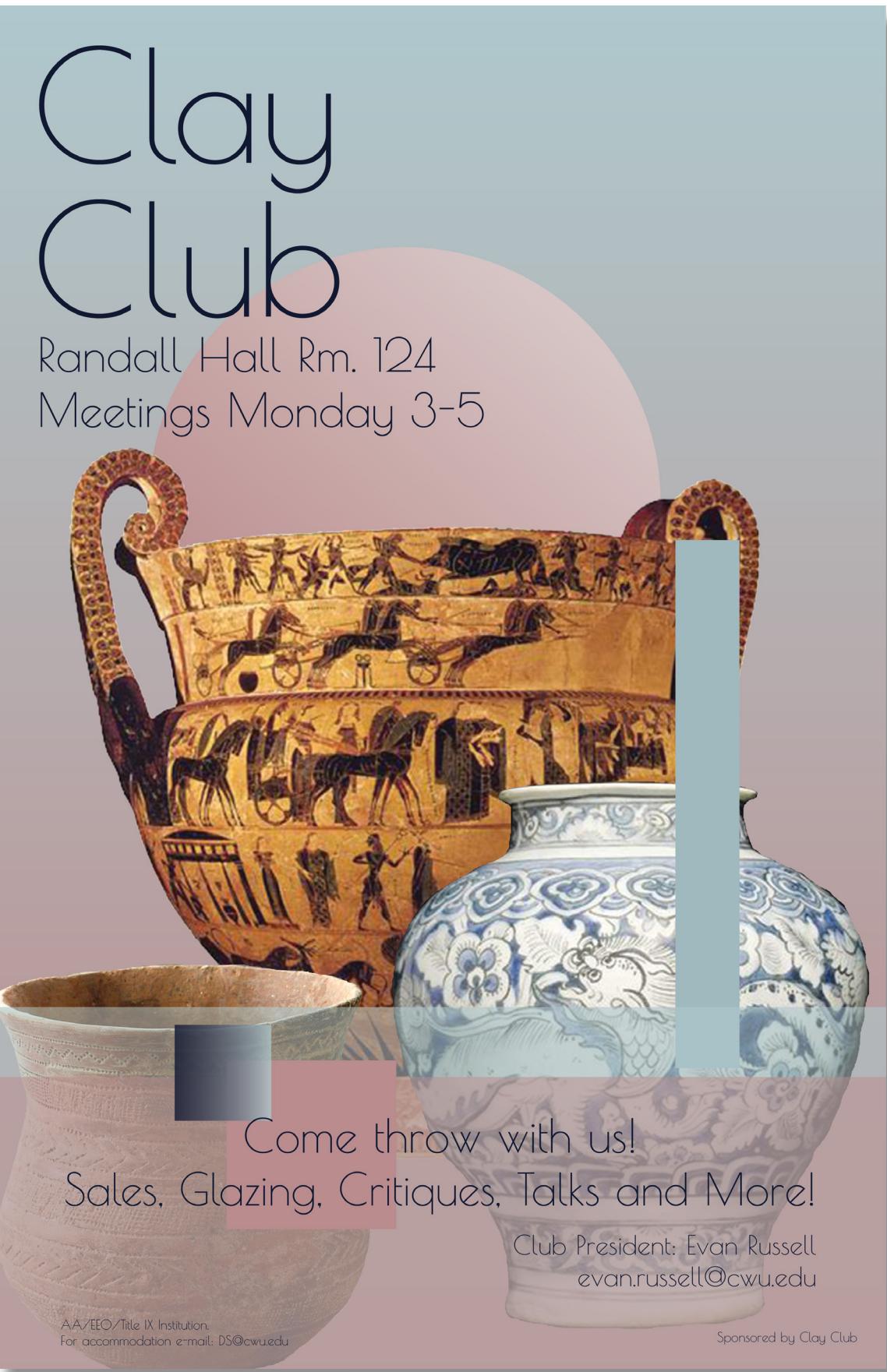




Student Art Club Poster

Print Promotional Poster

Promotional poster for Student Art Club's Waffle Wednesday.



Clay Club Poster

Print promotional Poster

Promotional poster for Clay Club meetings.



Ellensburg Bus Shelter

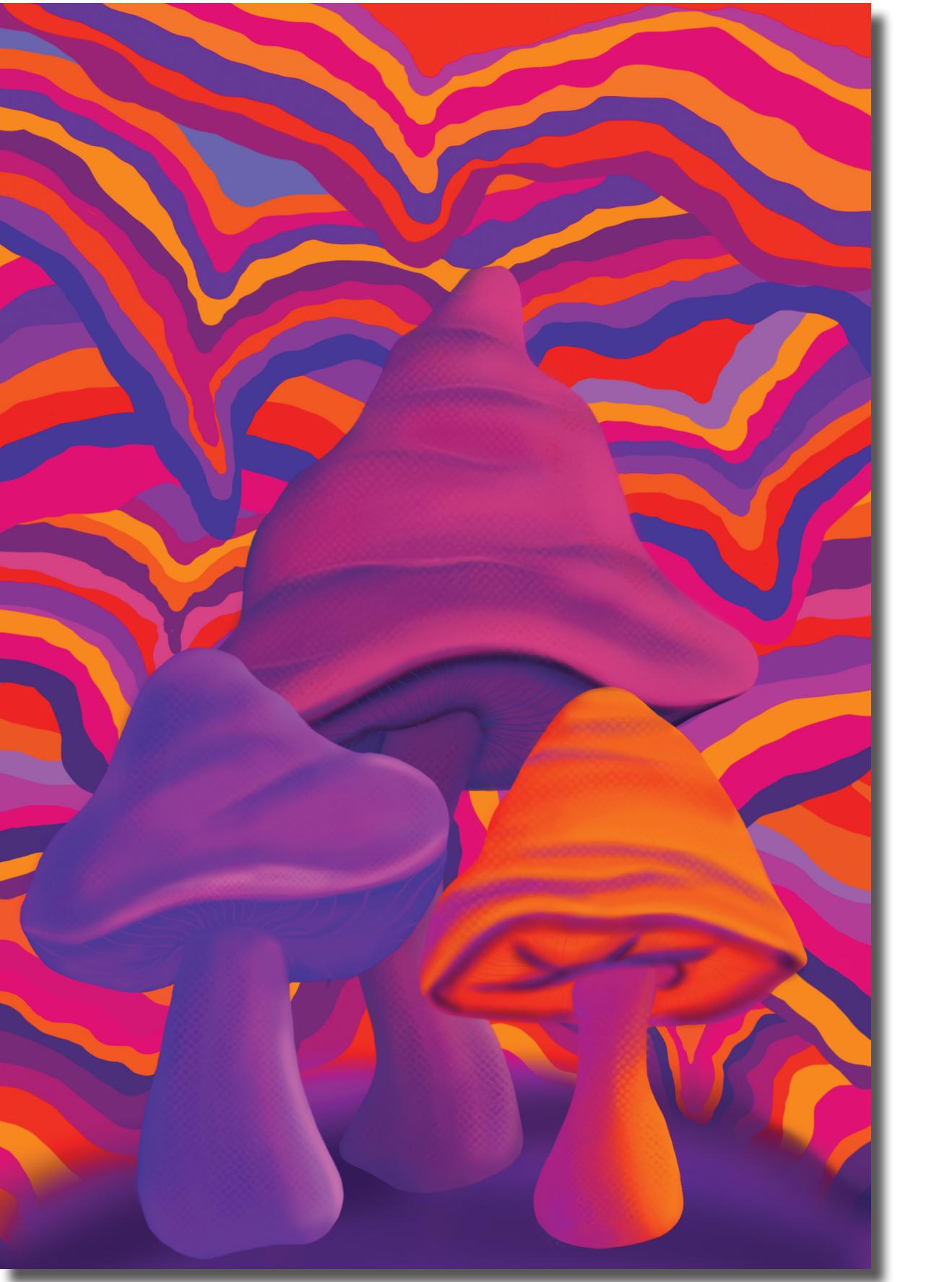
Print Artwork

Illustration for bus shelter in Ellensburg.



Sasquatch Poster

Print Poster



Magenta Mushrooms
Print Illustration



Surf's Up Poster
Print Poster



Shaggy Illustration

Print Illustration

Advanced Illustration course work.

Stay tuned for more...

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