

# Ethan Hardacre

Designer

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At the risk of sounding vague, Ethan Hardacre is a designer. He's a people person with a background in programming and fine arts, which lends itself nicely to creative problem solving. However, he doesn't like to be placed in boxes, and finds joy in tackling a wide range of design projects from digital interfaces to self publications.

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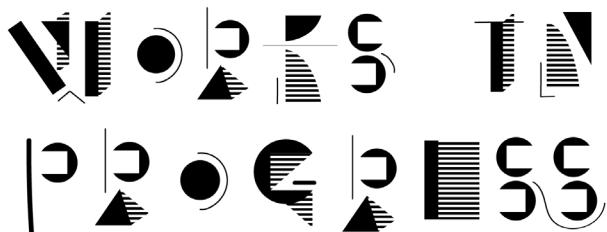
## Projects

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# Works In Progress Exhibition

Logo, Type, and Poster

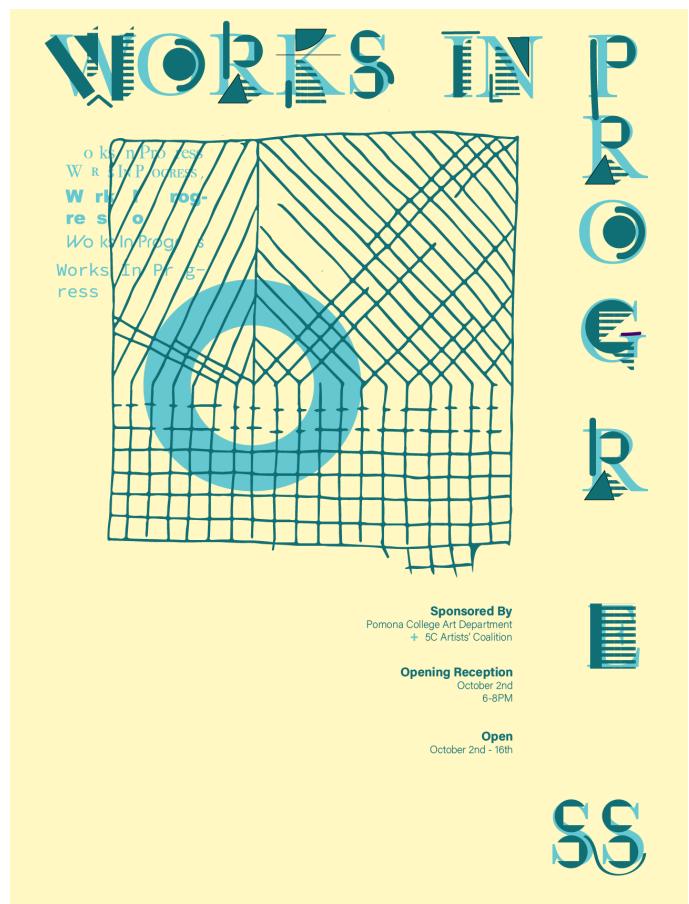
The Works in Progress Exhibition was a gallery show hosted by the Chan Gallery. The show featured unfinished fiber artworks and sculptures by local artists and students of the Claremont Colleges. The deliverables for this project included a logo and type to be printed in vinyl on the entrance to the show, as well as a poster for advertisement. My designs are meant to reflect the unfinished nature of the work shown, as well as reference specifics of some of the media being used, specifically weaving and plaster casting.



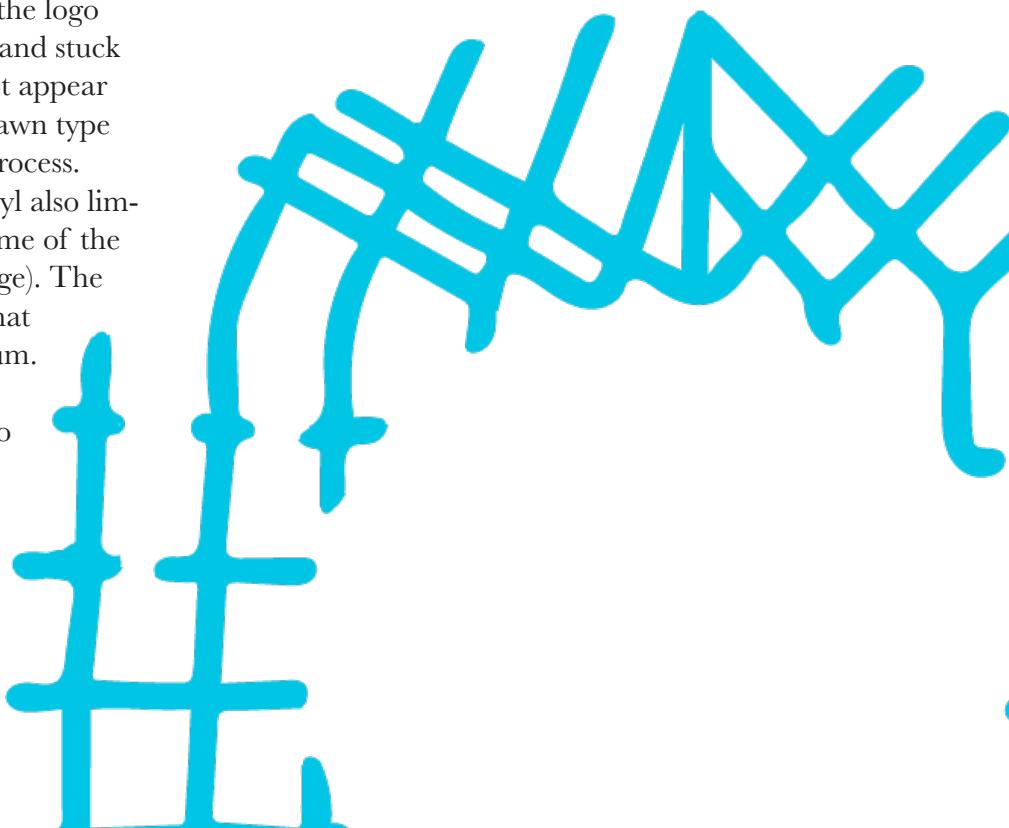
## Process

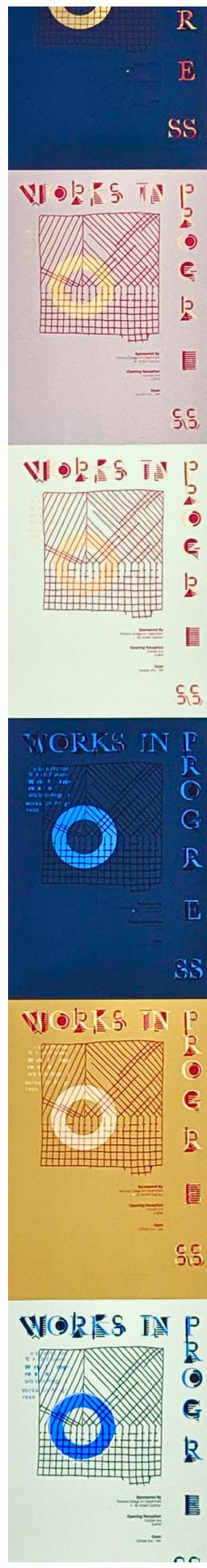
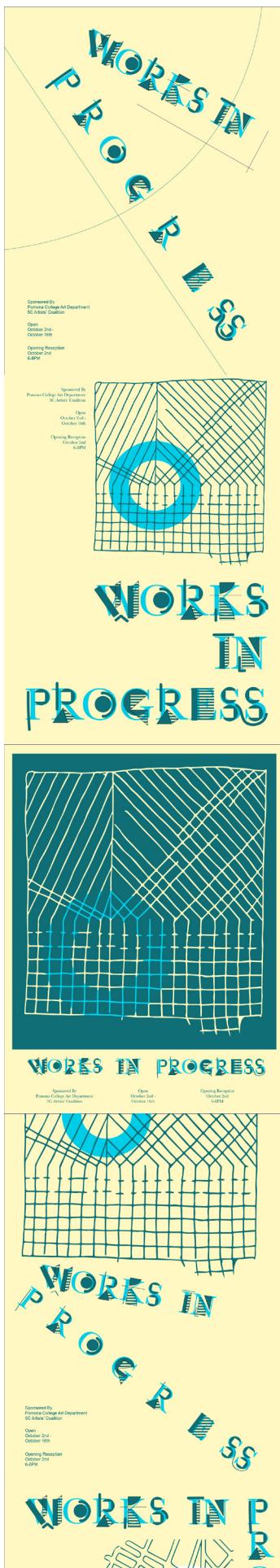
The type, logo and poster design happened synchronously in a very iterative and fast paced process. There were a few aspects of the deliverables that impacted the design process. Firstly, the logo and type were going to be cut from vinyl and stuck at the entrance to the show, but would not appear anywhere digitally. My logo and hand-drawn type were built to work well in a single color process. After printing the type, I realized that vinyl also limited the quality of the line I could use (some of the smaller lines were really difficult to manage). The logo was adjusted to have a line quality that would be more appropriate for the medium.

The poster was designed to be screen printed. I decided to design for two colors on a colored paper. The colored paper gives it the effect of more colors while maintaining a respect for my time in printing it, as I was printing all of the posters myself.



**above:** The final poster design for the exhibition,  
**below:** A section of the final logo for the exhibition





As part of the final design of the exhibition, posters were stacked the whole height of the room as you can see to the left. This was meant to reflect the iterative process of making that was on display in the show. On the far left are a few iterations of the final poster design.

# The Cost of Liquid Gold

Self Publication



LURA Award Winner

This project was inspired by Marc Fischer's Library Excavations project. I explored my own local library to see what I could find. In 2019, this publication was chosen as a recipient of the Library Undergraduate Research Award (LURA) at the Honnold-Mudd Library and added to the permanent collection.

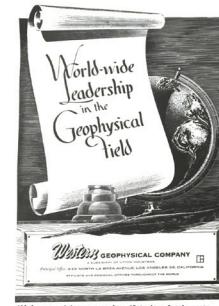
Wandering around the basement of the Honnold Mudd Library I stumbled upon a dusty old book titled "Petroleum Developments and Generalized Geology of Africa and Middle East". Up to that point, I hadn't thought much about oil developments in Africa, but as I flipped through the pages and pages of maps in this book I found something really interesting. Every few pages I found another ad for an oil related company. The juxtaposition of these ads and the maps of African countries on the adjacent pages, made clear to me the ways in which western perceptions of Africa have cultivated a destructive habit of land grabs and developments in these oil rich countries.

## Introduction

February 1962. Wandering around the basement of the Honnold Mudd Library I stumbled upon a dusty old book titled "Petroleum Developments and Generalized Geology of Africa and Middle East". As I began to flip through the pages I thought back about oil developments in Africa, but as I flipped through the pages of maps in this book I found something really interesting. Every few pages I found another ad for an oil related company. The juxtaposition of these ads and the maps of African countries on the adjacent pages, made clear to me the ways in which western perceptions of Africa have cultivated a destructive habit of land grabs and developments in these oil rich countries.

McConnell, Philip C. (1985). *The Hundred Men*.  
Yates, Douglas A. (2012). *The Scramble for African Oil*.

1



All Spreads and Images come from "Petroleum Developments and Generalized Geology of Africa and Middle East" (Arrill R. Hunger, E. Piaceti, 1960).

2

Together they encountered an uncooperative desert that could not be tamed like the American West. Together they became aware of a strange and ancient culture that had been there longer than anyone full as proud of their heritage as the Americans were of theirs.

Born by violent conflicts based on ethnocentrism, unfair distribution, status frustration and internalized inferiority complexes, the people who live in these oil-rich countries are prone to suspicion, fear and divisiveness.

These men and women had been tested by the challenges of the desert and had found there a justifying cause for their actions. They had been tested by war and such proving threats to personal safety as war might offer. They had made an investment of themselves in the oil business.

In that flow of oil and history, the hundred men performed a small part that gains in significance as it is viewed as a link in a chain of events that made this oil available to the modern world.

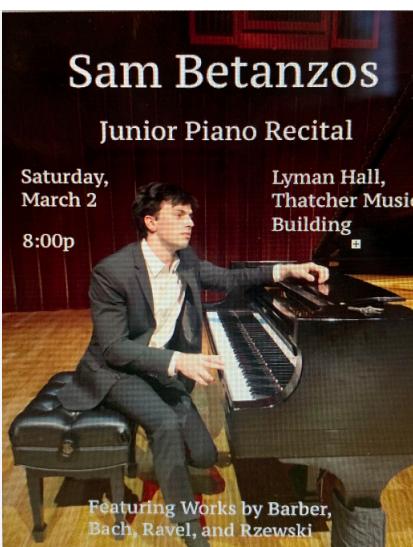


above: Example spreads from the publication



# Sam Betanzos Recital

Poster



This poster was made in collaboration with Nicole Choi. Our design process was untraditional in the sense that it was done as a surprise for the recipient, adding an extra barrier to our research process.

## The Original

When walking around campus at Pomona College, we came across a poster advertising our friend's upcoming piano recital. We felt that it needed a redesign if it were going to appeal to the college student demographic, and represent the fun and playful approach he takes to his music.



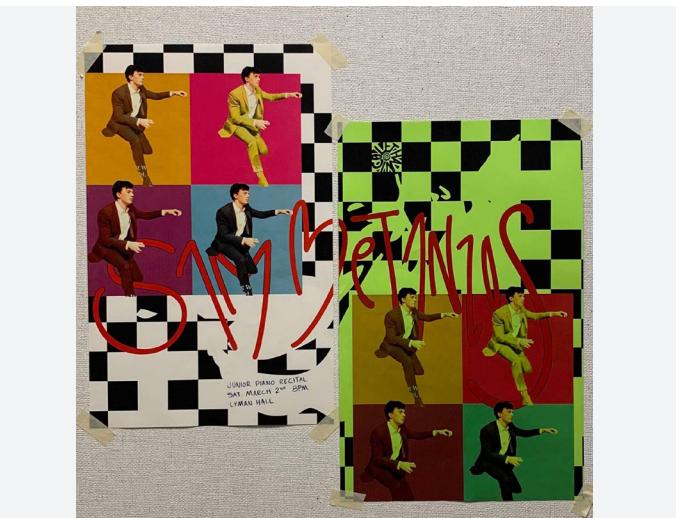
**above:** Research board for our poster design.

## Research

Our research board for this project included the cover art for some of the pieces that Sam would be playing in his recital, as well as other graphic design works that we felt would give us stylistic or conceptual inspiration. Some of the things that we found interesting in our research were the use of patterns and grids.

## The Final Design

The final design was focused around the idea of what it feels like to be in the room during a piano concert. The design is unconventional for classical music, in order to attract college age students who generally make a small showing at similar events. This unconventional approach is expressed through the use of dual posters and hand drawn typography. The patterns in the design are meant to be reminiscent of the imagery of a piano concert and the playfulness of the pieces.



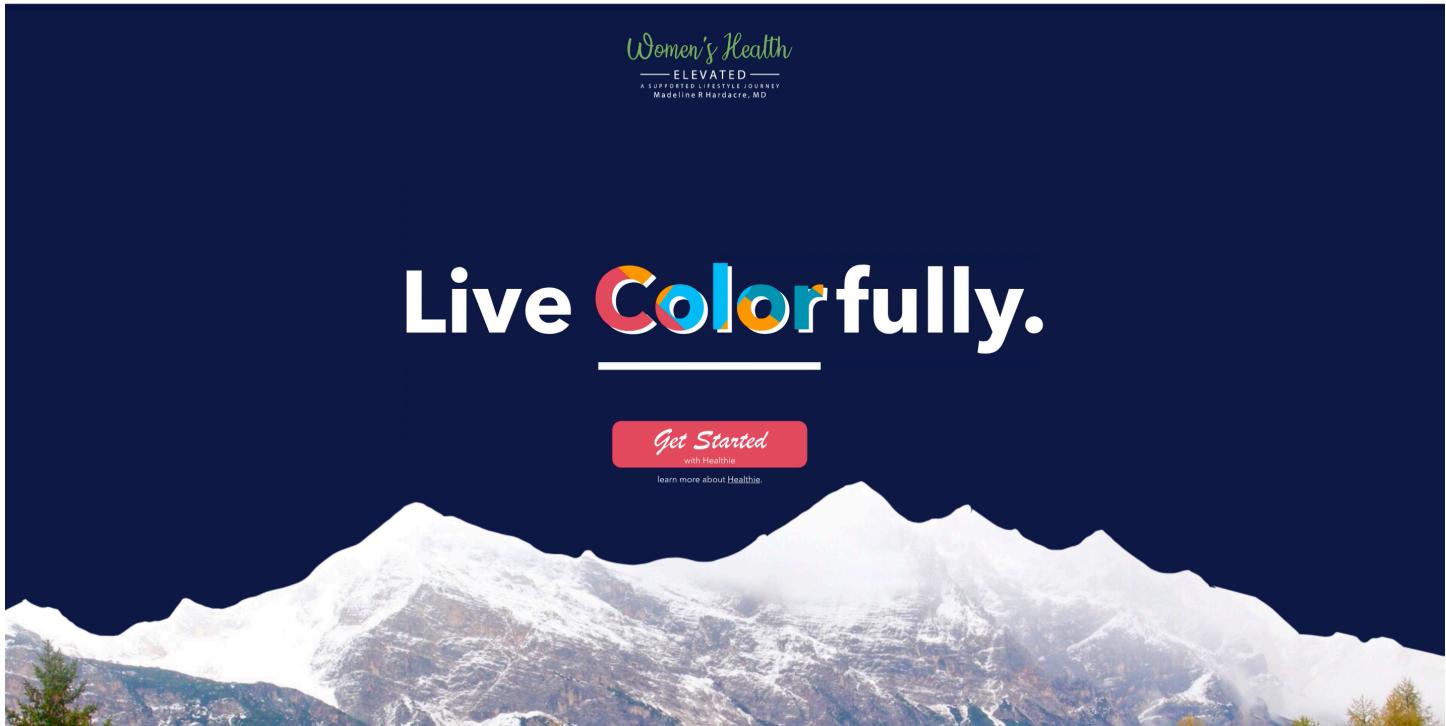
**above:** Examples of the final designs posted on campus

# Women's Health Elevated

UI/UX & Identity



Home About Us Our Mission Contact



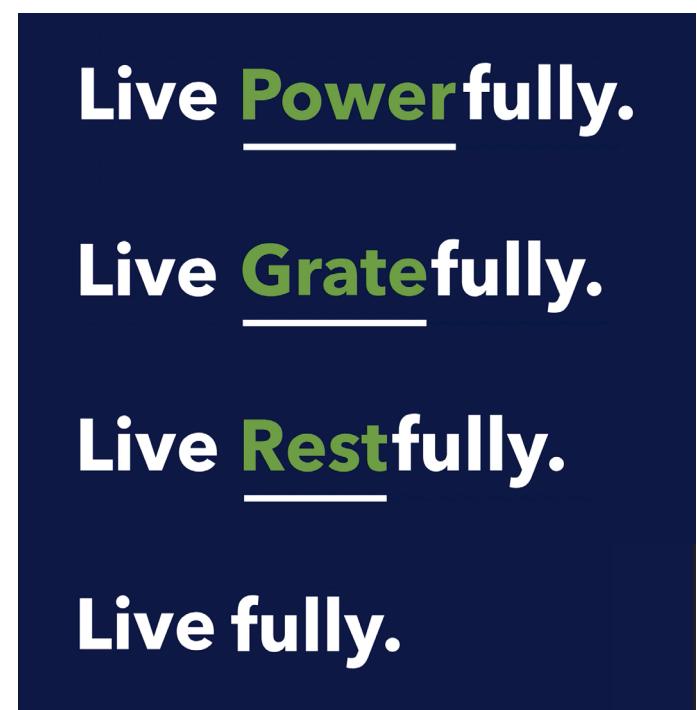
**above:** The final design of the landing page includes region specific motifs that play to the values of the client.

The project for Women's Health Elevated started as a Web UX commission and evolved partially into an Identity design project. As a new company, Women's Health Elevated did not yet have a strong sense of the imagery, colors, and language to be used in the project. Defining these conceptual elements was crucial before continuing to create the interface that would represent the company on-line.

## Research

Research for this project included familiarizing myself with the field of lifestyle medicine, specifically the kinds of motifs that appear in interfaces appealing to women interested in health.

**right:** The carousel effect in the middle of the screen is centered around the concept "Live fully" and includes phrases based on the pillars of lifestyle medicine identified by the client during the creative brief.



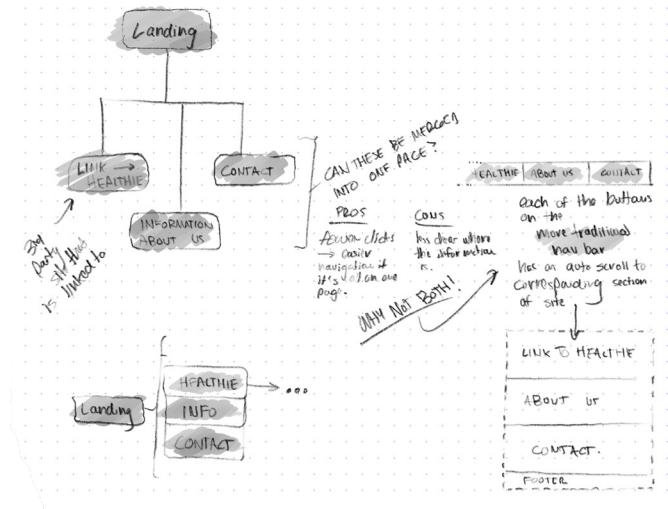
## Creative Brief 1

The first interview with the client gave me some surface level information about where they saw their company being positioned in the field of lifestyle medicine and the information that they felt was important to their clients. This brief also helped me identify the goals of the site: the interface was meant to direct potential clients to a third-party site.

## Creative Brief 2

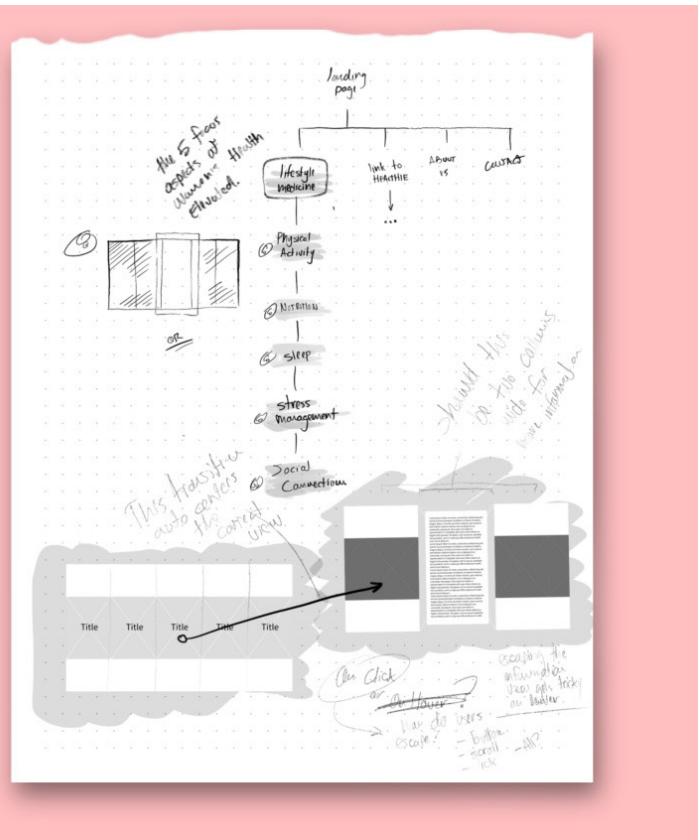
During the first creative brief, the client mentioned that at the core of her practice are the pillars of lifestyle medicine. These pillars include Physical Activity, Nutrition, Sleep, Stress Management, and Social Connection. I wanted to find some way to incorporate these ideals into the site.

Working for a little while on the design of the site raised some additional questions that weren't addressed in the initial brief. So, I sat back down with the client and we talked more about the emotional appeal her company was attempting to make. We narrowed in on a new client base: "Middle aged women who are looking for a non-traditional means

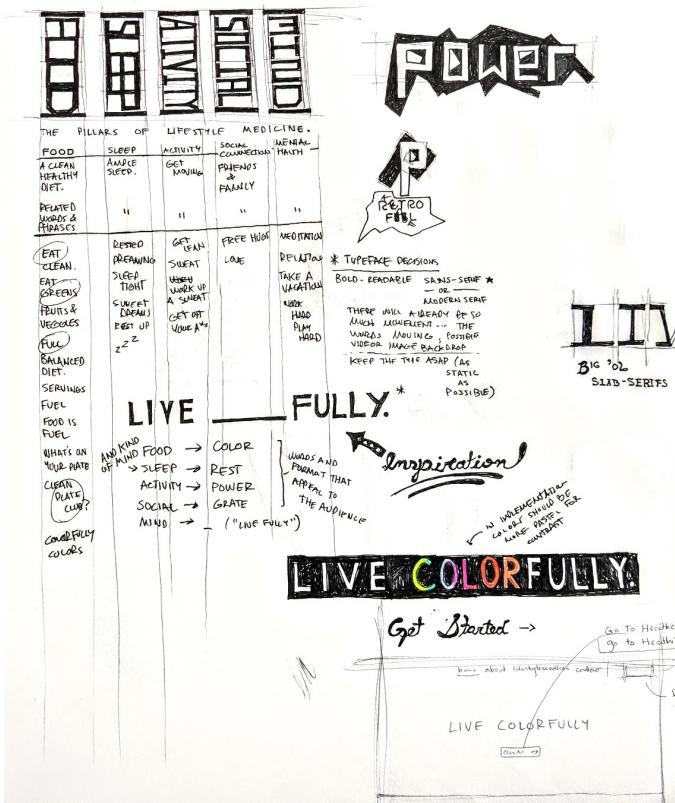


**above:** Initial sketches of the flow of the site and important functionality.

of improving their health." The word non-traditional got me excited, it meant I could play beyond the existing motifs in women's lifestyle medicine. A few other words that came up numerous times throughout our conversation were "inspiration" and "natural". I decided to make these themes the backbones of the new site design.



**above:** Identifying how to communicate the lifestyle pillars



## Identity

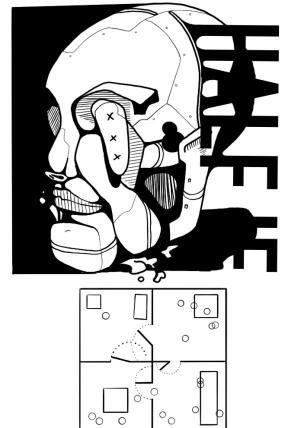
Based on the second creative brief, I felt I could use the themes of the company and pillars of lifestyle medicine to create an identity for Women's Health Elevated that would produce a more coherent and powerful site than the first draft. I created five messages that I felt would resonate with the users and be informative of the five pillars of lifestyle medicine: Live Colorfully, Live Powerfully, Live Gratefully, Live Restfully, Live fully.

**above:** The flow and design of the website.

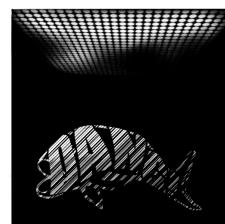
i'd rather be outside →

# i'd rather be outside

Self Publication



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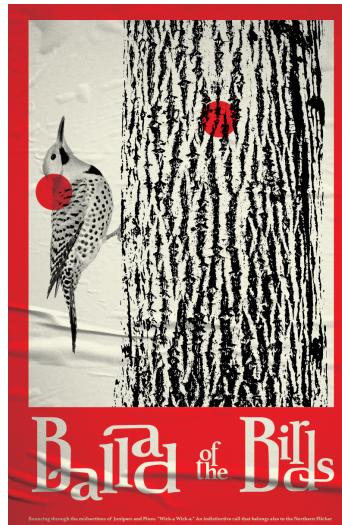
**above:** example spreads from the final publication

Design Showcase →

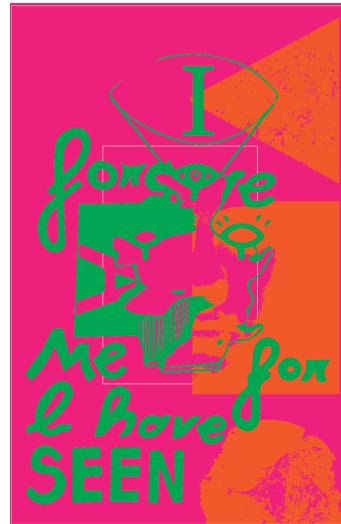
# Design Showcase

## Graphic Design

My design showcase is meant to display a wide range of other work that I am capable of. These pieces didn't necessarily warrant an entire spread, but I'd like to display them nonetheless. These pieces showcase aspects of my design that I am proud of, whether it be type, composition, illustration, or conceptual.



**Ballad of the Birds**  
Poster  
2021



**I Forgive Me for I have Seen**  
Poster  
2021



**The Ghostie of the Cathedral**  
Poster  
2020



**Music on the Beach**  
Poster  
2019



**Nevada Museum of Art**  
Logo  
2021