



# ESTELLA CALCATERRA

***Graphics Portfolio***

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# Table of Contents

Biography .....	001
Professional Ambitions.....	003
Typography Poster.....	005
Allegory.....	007
Book Cover Fiction.....	009
Book Cover Non-Fiction.....	011
Infographic: Game Tip Sheet.....	013
Visual Identity .....	015
What's Next? .....	017

```
1 const columns = document.querySelectorAll(".column");
2
3 document.addEventListener("dragstart", (e) => {
4   e.target.classList.add("dragging");
5 })
6
7 document.addEventListener("dragend", (e) => {
8   e.target.classList.remove("dragging");
9 })
10
11 columns.forEach((item) => {
12   item.addEventListener("dragover", (e) => {
13     const dragging = document.querySelector(".dragging");
14     const applyAfter = getNewPosition(item, e.clientY);
15
16     applyAfter.insertAdjacentElement("afterend", dragging);
17
18     item.prepend(dragging);
19
20     // giving us the tools and knowledge to help us develop the skills in graphic
21     // design needed to create these designs.
22   })
23
24   function getNewPosition(column, positionY){
25     const cards = column.querySelectorAll(".item:not(.dragging)");
26     let result;
27
28     for(let refer_card of cards){
29       const box = refer_card.getBoundingClientRect();
30       const boxCenterY = box.y + box.height / 2;
31
32       if(positionY >= boxCenterY) result = refer_card;
33     }
34     return result;
35   }
```

## Acknowledgements

Thank you to my family for their support, and my professors who have helped me develop my design skills in areas such as UX, systems, and programming. I also wanted to thank Dr. Barnes for giving us the tools and knowledge to help us develop the skills in graphic design needed to create these designs.

# Biography

Hello, my name is Estella.

I am from Chapel Hill, North Carolina. I remember always being interested in big scientific topics as well as art and aesthetics. When I was asked what I wanted to be when I got older, I had always said something related to the healthcare field: like researcher or doctor. While I found the concepts interesting, I was also fascinated by the incredible artistic renders and 3D models created to represent such complex processes such as immune system response.

Since I was young, I've always had an appreciation for design and technology. However, my journey truly began when I first learned HTML and CSS. While exploring web development and design, I found myself learning from existing websites and wondering how I might improve certain features. This process of thinking through problems and building user-focused

solutions became a central part of my website development process. Although I didn't know at the time, this was my introduction to the world of product design.

When I began at UNC, I was drawn to the Computer Science program, as it was essentially the convergence of many of my interests such as technology and how to design it. But it also introduced that crucial element in those processes: the people. At UNC, I also had the opportunity to explore my interests through student organizations and other opportunities. Through these experiences, I've learned a lot about myself, but also built a strong vision for how I want my future to look. I am looking forward to continuing to grow and learn, and to take an active approach to my future.

I am self-motivated and not afraid to take an unconventional path.

I am flexible and creative when generating solutions to difficult issues.

I enjoy learning and applying new skills!

**Describing Myself**

**About Me:**

Hard-working  
Adaptive  
Insightful  
Detail oriented  
Intuitive





# Professional Ambitions



As technology use grows in our everyday lives, so does the challenge to ensure that everyone can use that technology. Now, I aim to bridge the gap between people and technology as a product designer with my skills in technology, visual design, and problem solving. I have begun working towards this goal through coursework, personal projects, and collaborative endeavours. In each, I worked on vastly different products with different audiences, which gave me more insight into the unique challenges of a designer.

In industry, I hope I can work towards supporting up and coming novel products that I believe have potential. I

also want to continue building my skills in other areas like website development, data science and visualization, and graphic design. This allows me to not only improve my work as an UX designer, but also gives me flexibility to work in other areas if needed. Being able to adapt to life or career changes in the future is important to me.



# Büro Dunst

Christoph Dunst × Berlin, Germany × Since 2006

## Info

### Why?

After finishing the first typeface, I was considering going to an established label. But what frightened me a bit was the idea they could just pick what they thought would sell or would setup their promotion adjoined to politics. My idea was to establish a small collection of typefaces that I would enjoy working with.

## People

Christoph Dunst studied at the Royal Academy of Fine Arts in The Hague, Netherlands, where he graduated with a degree in Graphic and Typographic Design and an MA in Type Design. In 2008 the Type Directors Club of New York awarded the Certificate of Excellence in Type Design to his Novellfont family. Novell was also nominated by the German Ministry of Economy and Technology for the Design Prize of Germany 2010.

## People on staff

2  
Type designers on staff

## Font families

4  
Designs represented

## Web shop

[burodunst.com](http://burodunst.com)

## Distributors

FontShop, MyFonts

## Basic license

Depending on the typeface, single weights are about \$50, families € 300.

Büro Dunst is an independent font foundry and design studio based in Berlin, Germany. Dedicated to fine typography, the studio works on typefaces for both retail and custom purposes, as well as on applied typography projects such as editorial, corporate and brand design. Christoph Dunst founded the studio in The Hague in 2006, moved to Berlin in 2009, renaming it Büro Dunst.

## Typography Poster

Büro Dunst, a foundry based in Berlin, Germany was the basis of my text-only poster. I was inspired by the foundry's origins in Germany: so I focused on a bold, minimalist industrial design. The colorscheme of this poster draws from the German flag.



space

return



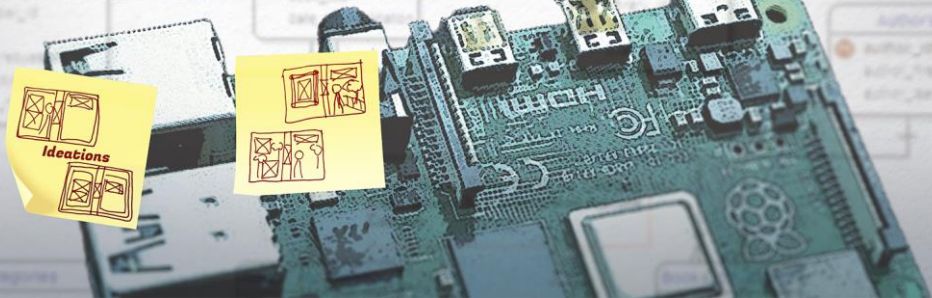
## Allegory

**A**s a designer, the painstaking effort and attention-to-detail behind a product's development is crucial. The complex processes behind everyday activities had to be carefully designed. Therefore, I chose to focus my portfolio on the "behind the scenes" — wireframes, systems diagrams, ethernet cables, and CPUs — the hidden world of design.



## Book Cover: Fiction

**E**mma, the titular character, became the main focus of my book design cover. In order to to give the viewer a sense of the Edwardian time period and setting in the English countryside, I focused on including painted and ornate details. Emma on the front cover is surrounded by a golden picture frame. The spine and back allude to an auspicious manor with golden moulding and teal wallpaper.





## Book Cover: Non-Fiction

**D**on't Make Me Think is a landmark work. I was inspired to redesign Steve Krug's book cover with modern UX trends showing how this book is still relevant today. The sketch-like font and wireframes represent the trial-and-error of design, while the cursor arrow emphasizes the final product: a website. I also included Krug's signature cartoons to indicate to readers that this book is approachable and easy to understand.



# Chinese Checkers

## History

Chinese Checkers was invented in the 1892 in Germany under the name Stern-halma. It was not until 1928 that a version called Chinese Checkers was released in America. The game is quite different to Checkers (draughts). The game also has nothing to do with China. It is based on an earlier Victorian game called Halma which is played on a square 16 x 16 chequer board.

## How to Play

The Chinese Checkers board is in the shape of a six-pointed star. Each point of the star is a triangle consisting of ten holes (five holes to each side). The interior of the board is a hexagon with each side five holes long. Each triangle is a different colour and there are six sets of ten marbles with corresponding colours. The game can be played by two, three, four or six players.

Players take turns to move a single marble of their own colour. In one turn a marble may either be simply moved into an adjacent hole OR it may make one or more hops over other marbles. The aim of the game is to be the first to place or move all ten marbles across the board and into the triangle opposite. The first player to occupy all 10 destination holes is the winner. Marbles are never returned from the board. However, once a marble has reached the opposite triangle, it may not be moved out of the triangle only within the triangle. It is possible to move a marble into a triangle that is the starting or target triangle for another player, but is not allowed to come to rest in that triangle.

## Gameboard

A player's goal is to fill the opposite point of the star with all 10 marbles. For example, a red player will try to fill the green point.



First Move

A marble from the line or second row can be moved. A second row marble, with an adjacent path to "hop" over.



Moving a Piece

Each turn, a marble can only be moved once, and it must hop over an adjacent marble (if it is possible).



Ideations



## Infographic: Game Tip Sheet

Chinese Checkers presented a unique challenge due to its unusual star-shaped board and unconventional game pieces. When creating my visuals, I focused on including references to the game's Victorian origins, like in the title font, as well as the wooden and glass materials of the board and marbles respectively. For my infographics, I chose to depict the full board with all marbles placed to better convey the setup of the game. I also included two smaller infographics depicting marble movement across the board.



Logo

## My Visual Identity

**M**y visual identity includes my initials and a dogwood tree flower, the state flower of North Carolina. In my business card and letterhead, I also included a painting of dogwood flowers to represent my artistic skills, while the gradients and accent lines represent my technical skills.



Business card

Estella Calcaterra  
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Letterhead

## What's Next?



As I look towards starting my next year at UNC, I hope I can continue building up my skills in technology and design.

Let's go

