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# Izzy Geffner

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Trivia fiend.

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[about izzy](#)

[is izzy](#)

# Let's build on history to create new stories.

Izzy Geffner multidisciplinary designer and a recent graduate from the Maryland Institute College of Art. Specializing in development and motion graphics, she is constantly searching for new methods to learn from, engage, and interact with the stories that surround us. Sometimes those stories are brilliant, irreverent, and illuminating – sometimes they're ridiculous, trivial and hilariously stupid.

She is a firm believer in combining the powers of a spreadsheet, a sketchbook, and the entire back-catalog of FX's The Americans.



2019

001

# New York 2023

investigation into flexible systems, iterative ideation, and a speculative future.

NEW  
YORK  
2023

ONE  
DAY

ADULT  
PASS

NEW  
YORK  
2023

APRIL 10 —  
NOVEMBER 26  
2023

ONE-USE ONLY



APRIL 10 —  
NOV 28 FLUSHING MEADOWS CORONA PARK 2023

ONE-USE ONLY

ALL  
FAIR

ADULT  
PASS

NEW  
YORK  
2023

APRIL 10 —  
NOVEMBER 26  
2023

UNLIMITED ACCESS

NEW  
YORK  
2023

APRIL 10 —  
NOVEMBER 26  
2023

ONE-USE ONLY

APRIL 10 —  
NOV 28 FLUSHING MEADOWS CORONA PARK 2023

ONE-USE ONLY

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CREATE  
WHAT'S  
YOURS

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APRIL 10 —  
NOV 28 FLUSHING MEADOWS CORONA PARK 2023

ONE-USE ONLY

WHAT'S  
LEFT TO  
BUILD?

APRIL 10 —  
NOV 28 FLUSHING MEADOWS CORONA PARK 2023

ONE-USE ONLY

CREATE  
WHAT'S  
YOURS

APRIL 10 —  
NOV 28 FLUSHING MEADOWS CORONA PARK 2023

ONE-USE ONLY

## RESEARCH & IDEATION

**THE VISION**

16.1  
21ST CENTURY  
METROPOLIS

NEW YORK 2023 SEEKS TO SPARK NOT ONLY HOPE, BUT CONFIDENCE THE FUTURE BY PLACING IT'S MAKING DIRECTLY INTO THE HANDS OF ITS INHABITANTS.

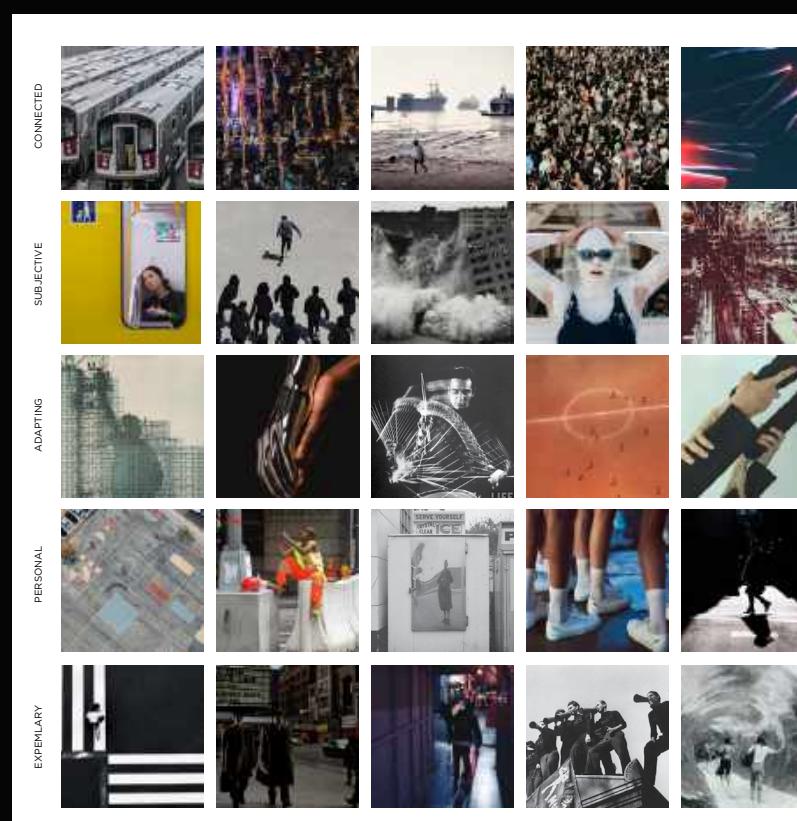
By exploring **THE REALITY WE CREATE**, it recognizes society's capability to build **REALITIES, CULTURAL LANDSCAPES, AND IDEOLOGIES**; as done most recently through the web. It seeks to take the issues of our contemporary era: hegemony & identity, environmental degradation, digital balance and **SEE PAGE 15** among others recognizing that a unified society has just as much power shift the paradigm as they have in its creation. It embraces conjecture and idealism, but seeks to make tangible impact by considering grounded solutions. It asks for participation

**THE NOTION OF REALITY IS ONE THAT IS SELF-CONTRADICTING**

- IN ITS BROADEST, MOST CONCEPTUAL TERMS, IT IS EVERYTHING.
- IT IS THE POSSIBILITY OF EVERYTHING THAT HAS BEEN AND COULD EVER BE.
- IN ITS MOST GROUNDED SENSE, SEE PAGE 15

Reality is collective, but also self-defined. Meanwhile, this present and as we build our future, we've been given power unlike that which we've held before. **SEE PAGE 15** the definer of our contemporary era, is not a thing, but a concept. It is a reality we've created for ourselves.

2023 for New York marks one year shy of the quadricentennial of its colonial settlement, placing itself at a crossroads. **SEE PAGE 15** of how the city wants to define its own identity in its new century. A city of history but with nowhere left to expand without destruction, how does New York present itself as a forward looking metropolis while



## WHAT

**Build an identity system for a World's Fair**

## WHY

New York 2023 is a research-driven investigation into how we might approach our collective future. The fair seeks to create a system that values inclusiveness by emphasizing open participation, asking the fairgoer not to imagine an idealized future but include their voice in shaping the present.

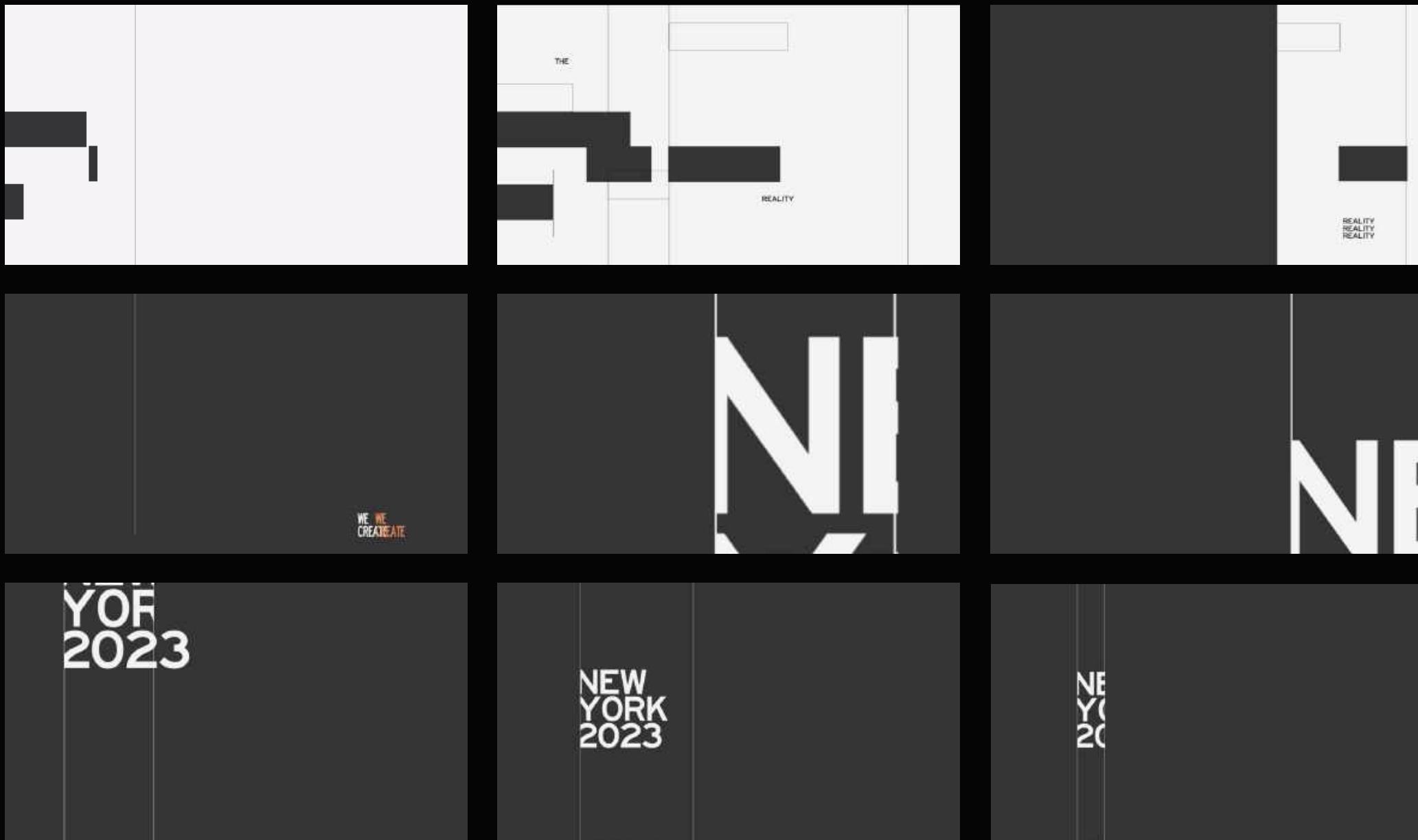
## HOW

**THEME:**

THE REALITY WE CREATE

**IDEOLOGY:**

ENGAGEMENT  
MODULARITY  
SUBJECTIVITY



## THE INTRODUCTION

The animated introduction establishes the flexibility & modularity of each brand element. Meanwhile, elements that hide and reveal asks the viewer to engage by filling in the blanks

[WATCH ON VIMEO](#)

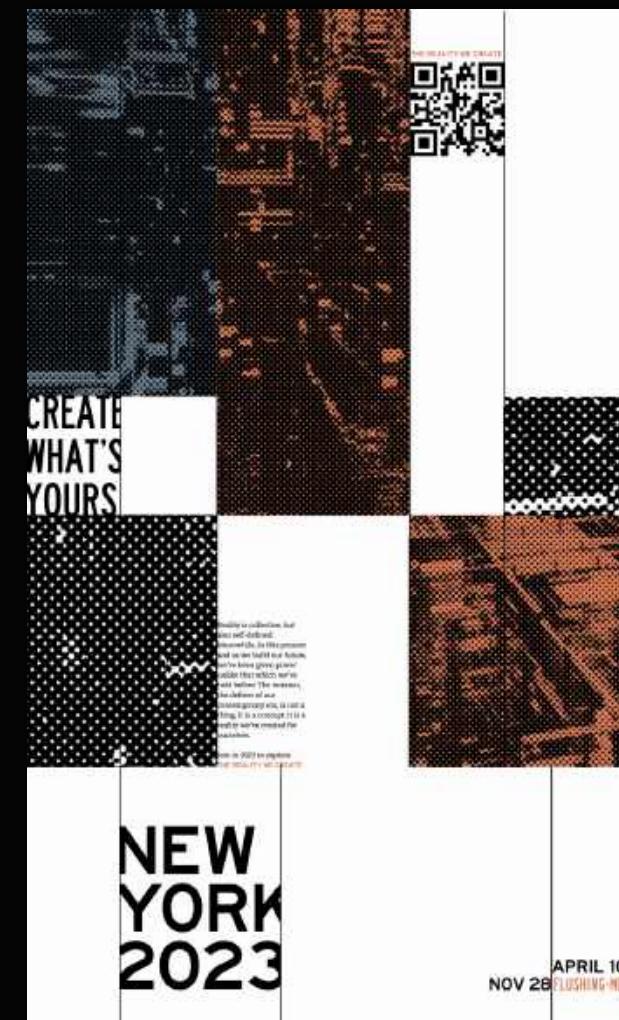


## TICKETS

Building off the dynamic grid, the tickets expand on the system by utilizing color & texture to denote ticket type (single or unlimited use) and time (a single hash for a day, an entire field for a span).

## SPECULATIVE TECH

Emerging from the challenge of including a security feature, along with the need to integrate a level of engagement to align with the fair's theming. Inspired by biometrics, each textured element is a bitmapped encoding of a user introducing themselves via voice, enabling an RFID effect, and creating their own uniquely personal stamp.



## POSTERS

Expanding the dynamic grid vertically, the poster series allowed for exploration and experimentation with the modular elements, as well as a more definitive introduction into photography & texture into the brand.

2020

002



## MICA Film & Animation Festival

Custom lettering and motion design for the Maryland Institute College of Art's premiere student film making showcase.



PARKWAY THEATER  
**MICA**  
**FILM & ANIMATION**  
**FESTIVAL**





## WHAT

**Develop a bumper  
to introduce the  
showcase**

## WHY

Approached with a timeline of only two days, this treatment paid homage to the previous hand-lettered logotype used, while building in a level of flexibility that can be iterated upon for years to come.

## HOW

**THEMES:**  
COLLABORATION  
THE ALL NIGHTER



## LETTERING

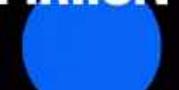
The logotype aims to connect the spirit of playful celebration. Built around the spirit of collaboration between two usually separate departments. The modularity of the treatment creates space for variability, while small inconsistencies provide character and levity.

The logo consists of a large blue circle centered on a black background. To its left, the words "MICA FILM FESTIVAL" are written in white, sans-serif capital letters.

MICA  
FILM  
FESTIVAL

The logo consists of a large blue circle centered on a black background. Inside the circle, the words "MICA & ANIMATION FESTIVAL" are stacked in white, sans-serif capital letters.

MICA  
&ANIMATION  
FESTIVAL

The logo consists of a large blue circle centered on a black background. To its left, the words "MICA & ANIMATION FESTIVAL" are written in white, sans-serif capital letters.

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MICA  
FILM&ANIMATION  
FESTIVAL

The logo consists of a large blue circle centered on a black background. Inside the circle, the words "JUROR'S CHOICE" are written in white, sans-serif capital letters. In the top left corner of the circle, the words "FAIRWAY THEATER" are printed vertically. In the top right corner, the date "3.01.26" is printed vertically. Below the circle, the word "MICA" is written in large, bold, white, sans-serif capital letters.

FAIRWAY  
THEATER

JUROR'S  
CHOICE

3.01.26

MICA

The logo consists of a large blue circle centered on a black background. Inside the circle, the words "MICA FILM&ANIMATION FESTIVAL" are stacked in white, sans-serif capital letters. In the top left corner of the circle, the words "FAIRWAY THEATER" are printed vertically. In the top right corner, the date "3.01.26" is printed vertically.

FAIRWAY  
THEATER

3.01.26

MICA  
FILM&ANIMATION  
FESTIVAL

#### THE INTRODUCTION

With only six seconds, the bumper aims to express the modularity of the logotype, while completing with a sense of unity. The sun / moon rising and setting is referenced through the circle's motion, paying homage to the many all nighters, a student film's great asset, or enemy.

[WATCH ON VIMEO](#)

2020

003

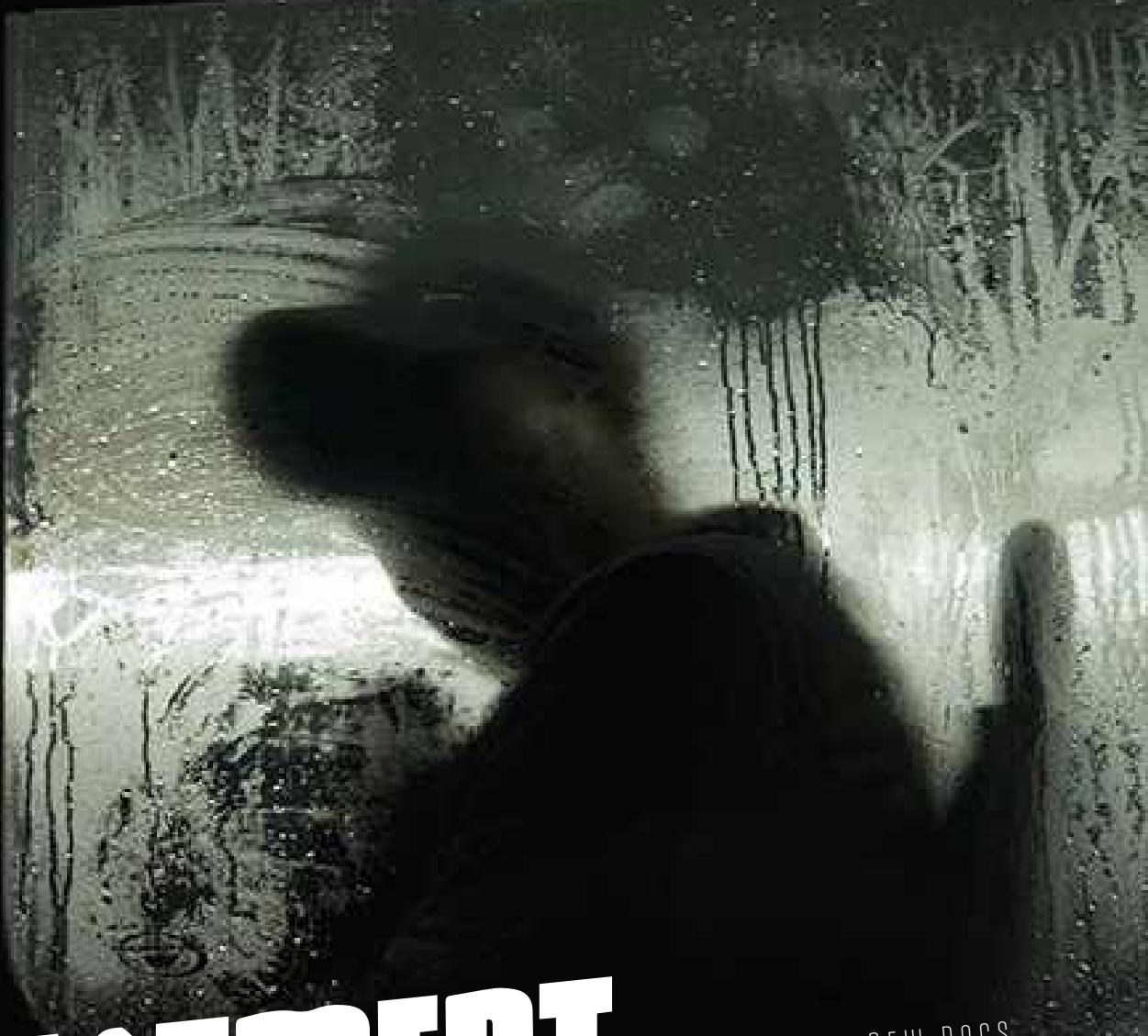


## The Treatment

Sizzle reel for an streaming service hosting premium documentaries. Or, an ode to the docs I've loved before.

NOW STREAMING

# THE TREATMENT



NEW DOCS.  
A NEW AGE

**THE TREATMENT****IS THE NEXT LEADING STREAMING PLATFORM**

Hosting feature documentaries and premium docuseries, it is a service for new ideas, outlooks, and perspectives about our world.

The treatment is for an 18-48 audience who want to:

**BE A PART OF THE CONVERSATION.**

**ENGAGE WITH NEW IDEAS.**

**LEARN FROM OURSELVES.**

**WHAT**

**Create a sizzle reel for a new streaming platform**

**WHY**

As part of the platform's goal of featuring its slate of series and films first and foremost, the identity takes a footage-first approach, and uses a simple typographic treatment to unify elements without sacrificing expression. In motion, quick staccato changes add dynamism and levity to re-frame documentaries away from stodgy associations that once accompanied them.

**HOW**

**MOTION IDEOLOGY:**  
CONTENT-FIRST  
PUSH / POP / SLIDE

**CREATE HUMAN**

# THE TREATMENT

# THE TREATMENT

TRIUMPHANT EXPLO  
TING THE BEST IN DIS  
RAZY EYE-OPENING  
SPECTACUL

WHAT  
DOCS  
HAVE  
TO OFFER

FEATURE  
GENERAL  
MAGIC

FEATURE  
RAT FI

FEATURE  
GENERAL  
MAGIC

EXPLORE THE  
CUTTING EDGE  
WHEREVER  
YOU ARE



13TH

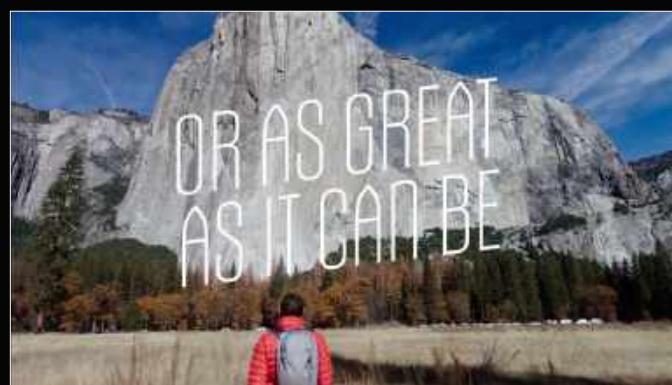
Slavery, Jim Crow, Criminalization. Links in chain of racial inequality forged by political and economic motives.

13TH

Slavery, Jim Crow, Criminalization. Links in chain of racial inequality forged by political and economic motives.

ICARUS

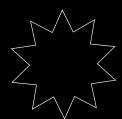
ICARUS



WATCH  
ON VIMEO

2019

004



# Radical Media

Rebrand with the mentorship of Aaron Fay



FLEX

KODAK MEDIA RESOURCES

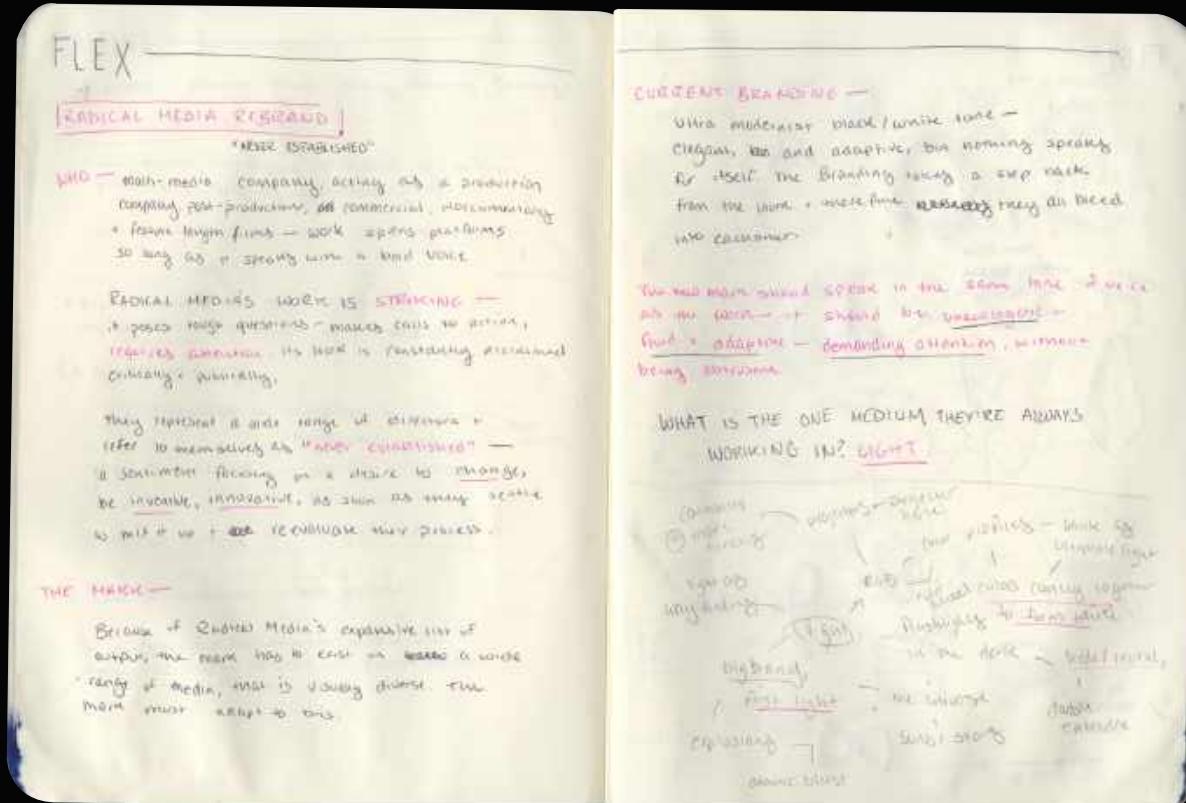
“物理-ESSENTIALS”

**WHO** - multi-media company acting as a production company, post-production, all commercial, documentaries + feature length films - work across platforms  
so much art & science come in hand together.

RADICAL MEDICS WORK IS STRIKING —  
• poses tough questions — makes calls to action;  
• **radical** **extreme**. Its work is **revolutionary**, **radical**  
critically, **narratively**.

They represent a wide range of directions & refer to themselves as "Never Satisfied" — a somewhat failing or a desire to change, be invincible, irresistible, as when the young settle, & pull it up & see REINFORCE their process.

THE HAGUE



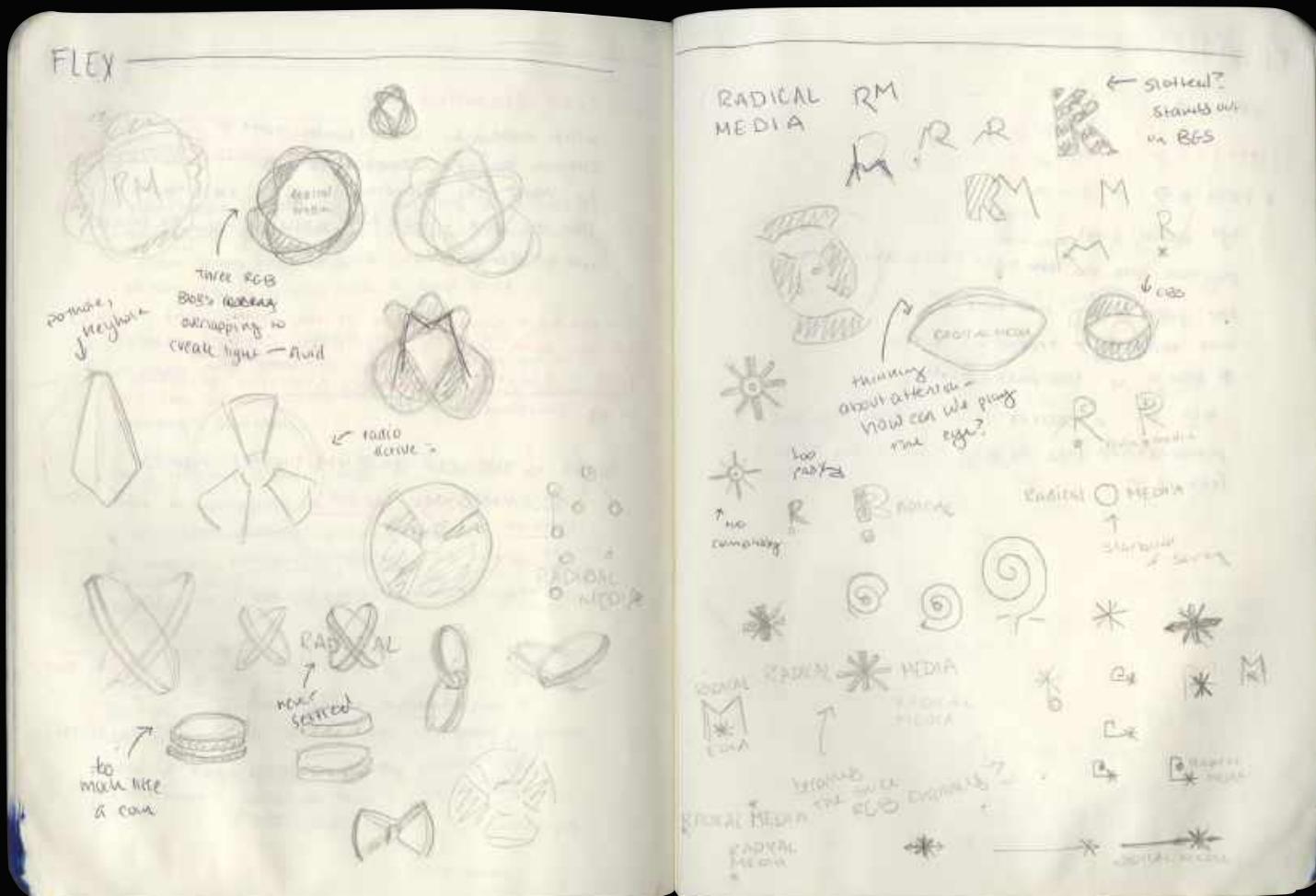
## WHAT

WHY

## MOTION IDEOLOGY:

ACTIVE, IN MOTION  
REQUIRES ATTENTION





## LIGHT

Radical Media wants to be known for the wide body of work it creates—from film, to post-production, to live events, they all require light to exist. Light explorations play with RGB and fluidity, taking varying shapes and forms but always coming together to form white.

## THE ASTERISK

The asterisk plays into varying elements of the new positioning. It requires attention by halting the normal reading flow, directing instead to a new location. It implies there is more to be seen, that information is not so easily categorized.





#### THE LOGOMARK

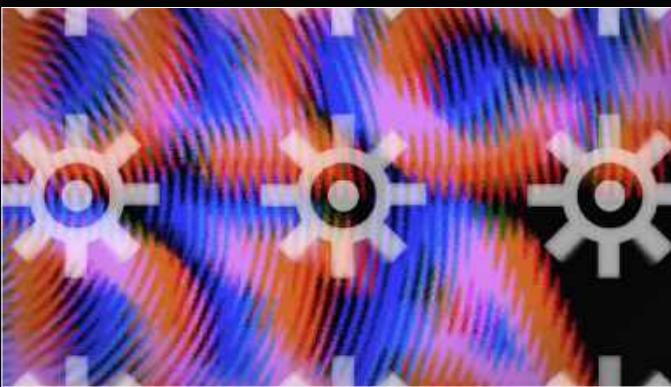
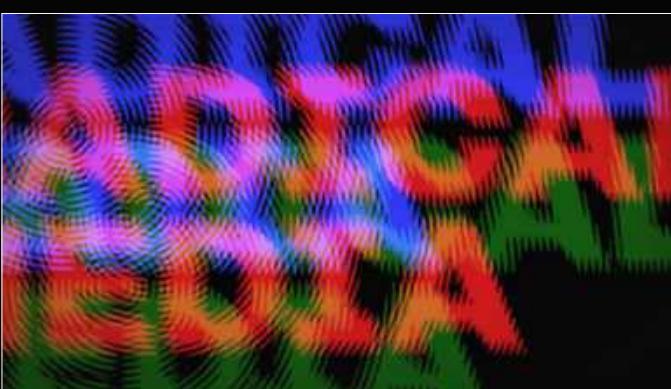
An austere, modernist-influenced logomark is subverted by distortion. Looking to the definitive, hard edged logomarks of cinema's past, the treatment pushes its authority into a more experimental space. By staying true to the notion of radical - relating to or affecting the fundamental nature of something - the distortion imbues movement and toys with legibility.

#### THE ASTERISK

The icon takes the initial asterisk mark and reimagines it as a starburst, an element of light. The addition of the inner circles expands the shape into an eye, giving it a more active role as a call for attention. Its stark forms and simple geometry speaks with the same authoritative voice as the logotype, allowing them to exist as a unit, or with the icon on its own.

#### THE TEXTURE

The texture plays the notion of light and the way it interplays with form, without being so literal and stark as its previous iterations. Itself built off the logotype, the texture gives detail to the erratic wave-like forms and solidifies the brand's dynamism.

PRODUCTION  
BUMPER

## THE INTRODUCTION

Acting as the brand's anchor, the production bumper blends the quick, glitchy motions of the logo's texture with the fluidity of the waveform. It seeks to be bold, dynamic and unpredictable while still remaining focused & balanced.

[WATCH ON VIMEO](#)

BRAND  
APPLICATIONS

2020

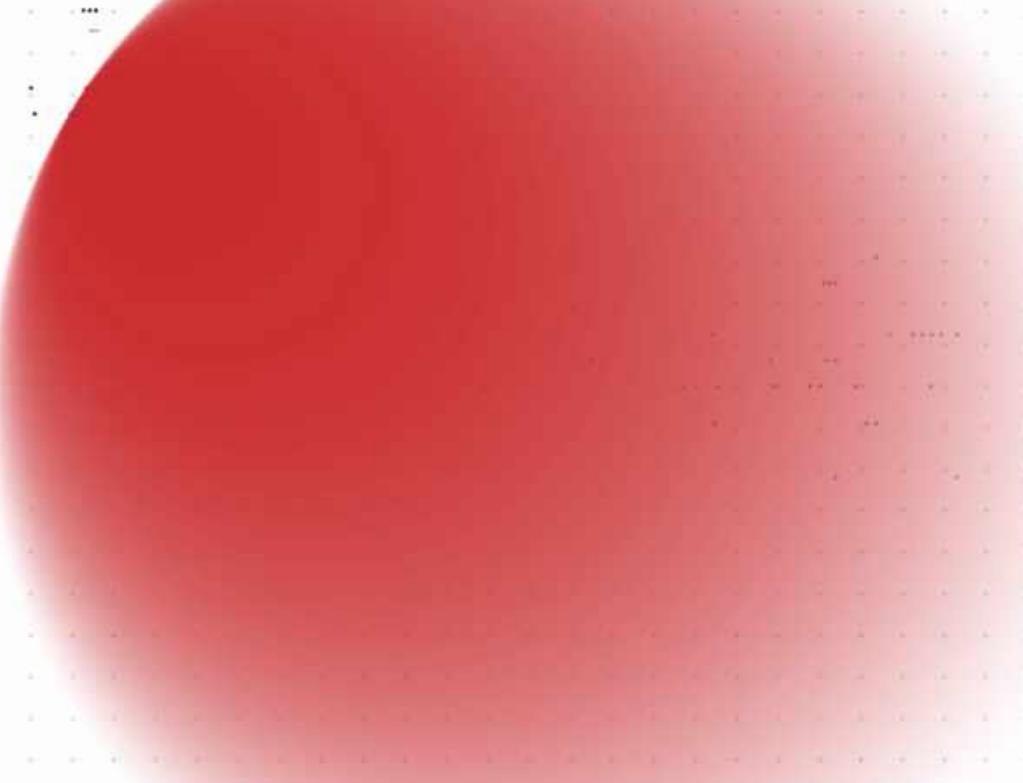
005



## Solistalgia

Motion driven identity for a new media arts festival that asks if technology will save us, destroy us, or if the answer lies somewhere in between.





WE'LL  
START  
SOON

## WHAT

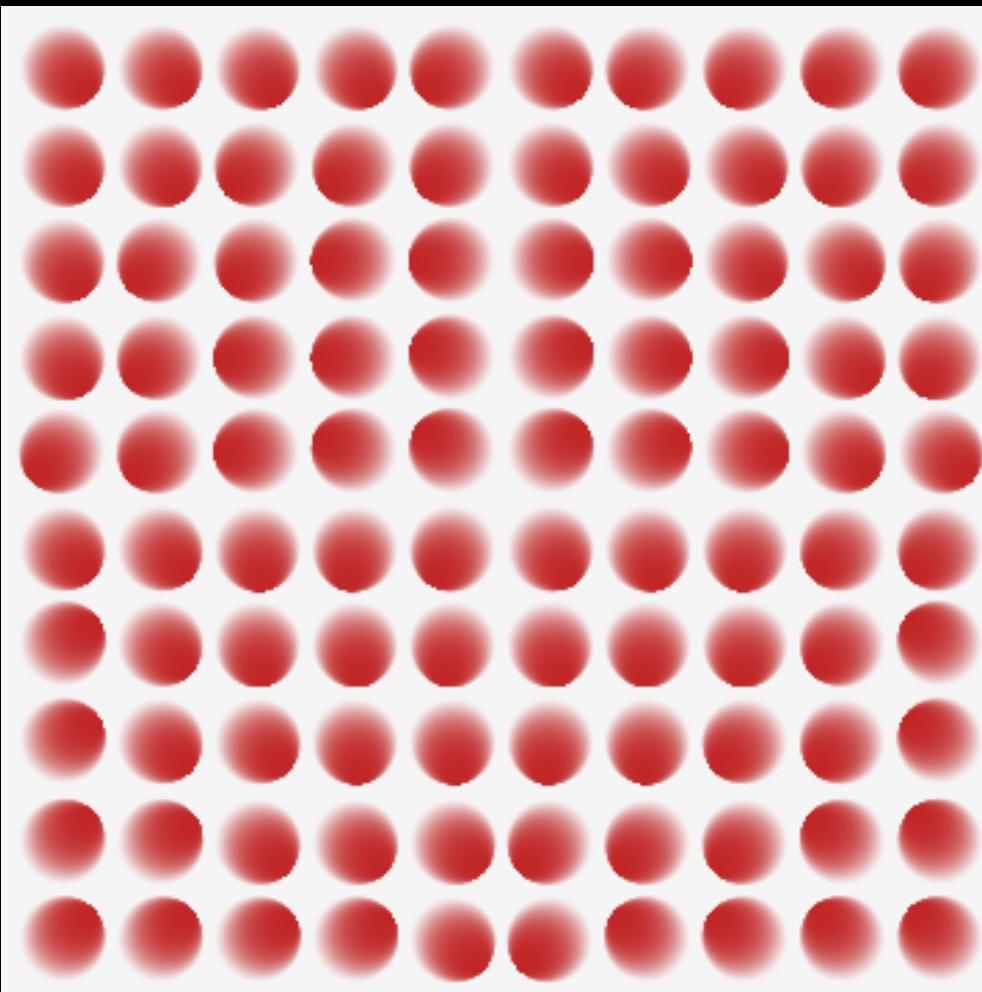
Develop a motion  
driven identity

## WHY

Built around a living gradient, the identity for Solistalgia plays with the middle ground of technology: both how it physically exists, but also in the way it is experienced. The gradient's natural movements within such rigid form exemplifies this interplay, as tech is portrayed both how it is created - structural, binary - as well as how it is experienced: fluid, and amorphous.

## HOW

**IDEOLOGY:**  
TRANSFORMATION  
RIGIDITY / NATURALISM  
DIRECTIONALITY



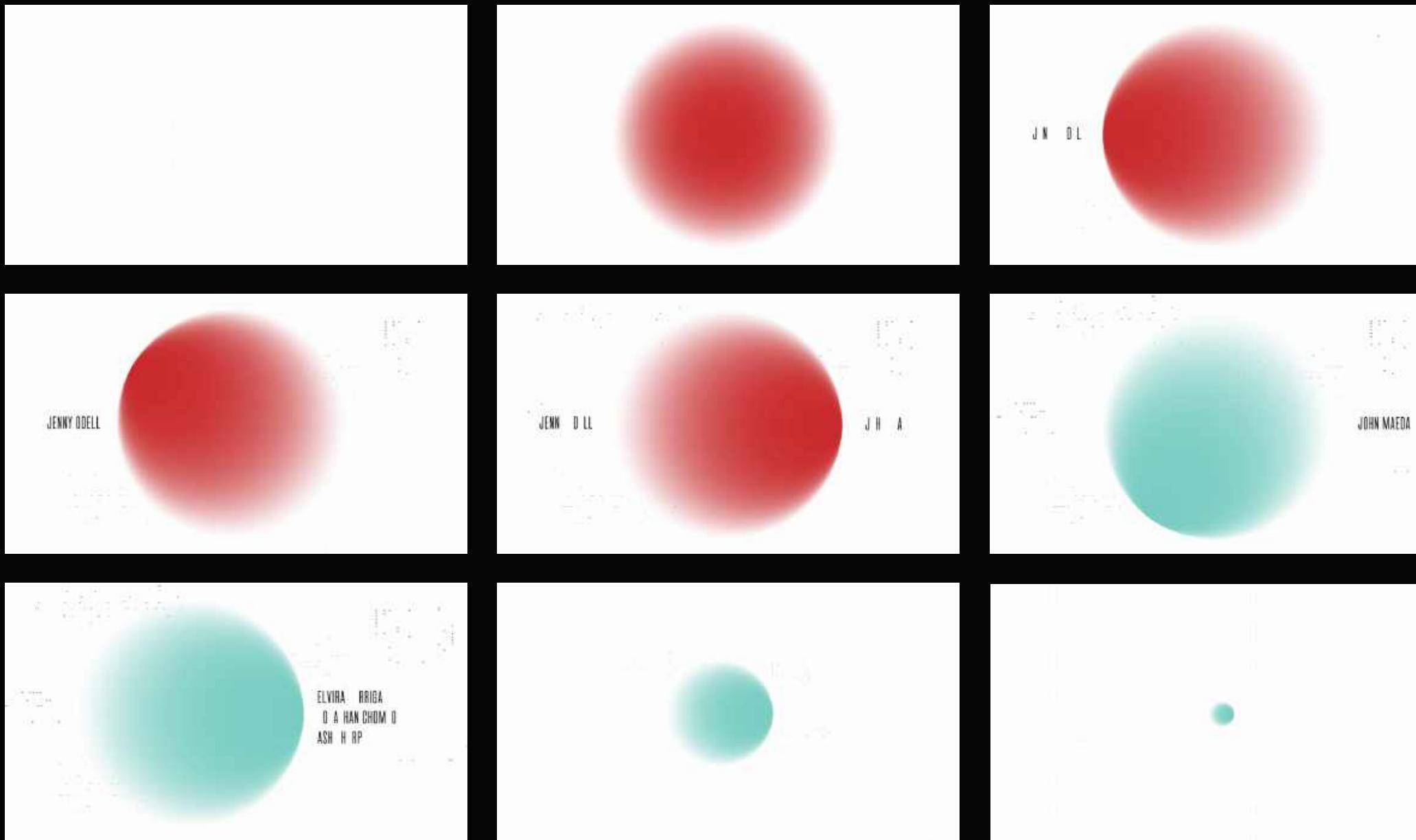
#### GRADIENT IN MOTION

Staggered animation of the gradient amplifies its softness, and results in a digital texture that feels incredibly tangible

[WATCH ON VIMEO](#)

#### SPECULATIVE TECH

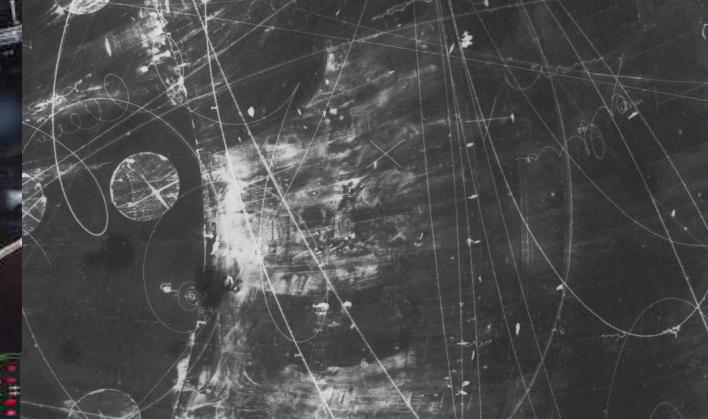
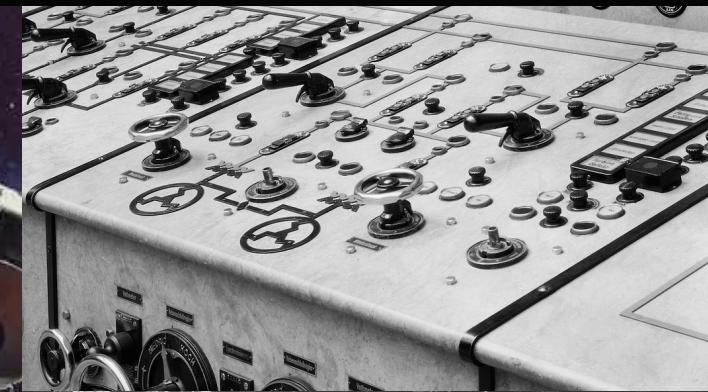
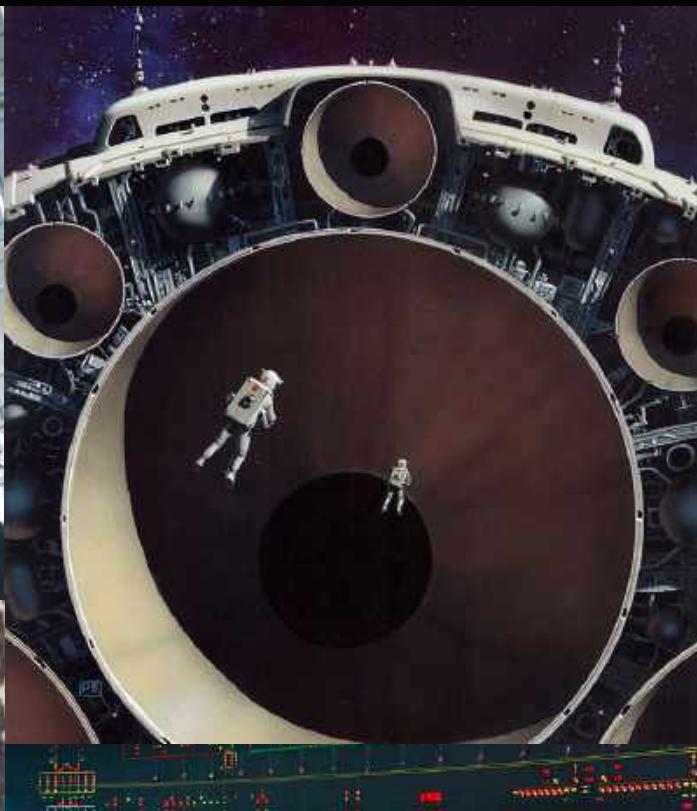
The event is organized into four subcategories, which are defined directionality.

**TITLE  
SEQUENCE****TITLE SEQUENCE SCENE**

The opening scene to the title sequence pushes the naturalism of the gradient's movements, as well as the interplay between softness and structure.

[WATCH ON VIMEO](#)





## WHAT

**Build a responsive landing page for the conference's website**

## WHO

Space Symposium is the leading conference for those working within the aerospace industry.

Spanning across all disciplines within space from engineering & research to policy, the conference seeks to bring together the field by casting aside usual disparities in the name of information exchange, and ultimately human achievement.

## HOW

**DRIVING IMAGERY:**  
CONSOLES/BLUEPRINTS  
RETRO-FUTURISM  
ARCHITECTURE OF SCI-FI

**DRIVING LANGUAGE:**  
OPTIMISTIC  
CUTTING EDGE  
INTERGALACTIC



#### KEY MOMENTS

Main type reflecting the modernist beginnings of the first space programs was paired with one that has a decidedly more sci-fi spin, taking inspiration from the cinema classic Eursostile.

MOBILE

## SPACE symposium



### KEY MOMENTS

Thematic choices were paired with functional ones as sections were intended to “float” along the page, in their own designated space walks.

## LETTERING

# MELANCHOLY

# HUMANIMAT FESTIVAL

2020

007

# Hand Lettering

## Lettering and title treatment explorations

# ANIMATION FESTIVAL

# MICA FILM & ANIMATION FESTIVAL

# ME NCI

# Bliss

MELTING  
NCHNIMI  
OKYTA

# Bliss

OLY

# MICHAEL & ANTHONY

**ME  
NO**

# MICHAEL FILM & ANIM FESTIV

# MENCKE



## MICA FILM & ANIMATION FESTIVAL

### MICA FILM & ANIMATION FESTIVAL

Hand-drawn digitized lettering, acting as the logotype for the festival. Modular, structured yet spirited, the lettering sets the tone for a festival of celebration. Playful lockups provide moments of inconsistency, while orderly blocks allow variability in its use.



### BLISS

Dry-brush lettering title treatment for an upcoming musical about inner power, unity, and redefining expectations. The title treatment intended to capture the youth and fluidity of its main characters, while its inconsistencies speak to the edge and self-reliance at the center of their story.

## MELA NCH OLY

### MELANCHOLY PLAY

Title treatment for the Sarah Ruhl play, Melancholy Play. Done with a process of custom 3D printed stamps and much trial and error to achieve the varied, ghostly treatment. Much like the subject of melancholy itself, the lettering sits in a state of seeming impermanence.