

Jessica Hultman

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Illinois State University

Fall 2024

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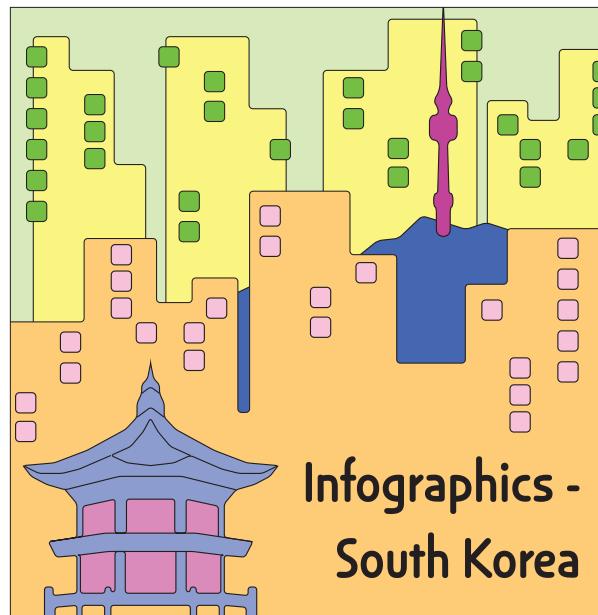
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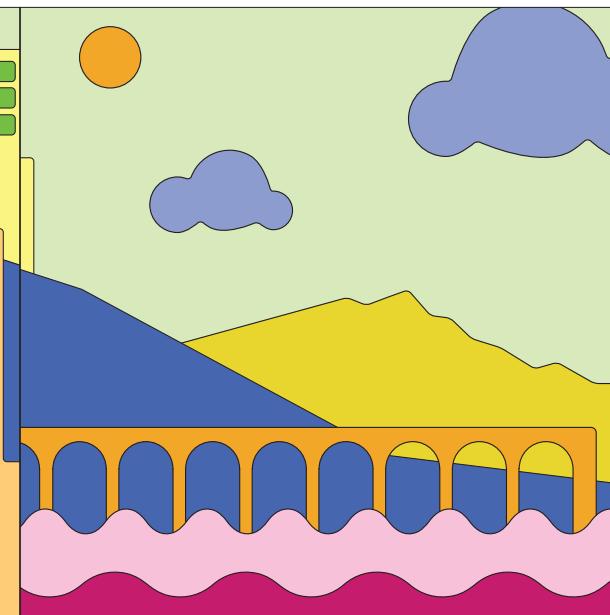
9 page accordion Book Mock Up, Fall 2023, Adobe Photo Shop and Illustrator, Printed, 5x5in

This artwork seamlessly integrates craftsmanship, blending print and digital techniques. Guided by Gestalt and Design principles, it focuses on letter forms, and their physical attributes. This artwork demonstrates a rhythmic flow throughout the composition. The work not only showcases technical skills but also invites thoughtful critique, contemplation around the intersection of form and visual expression.

front cover



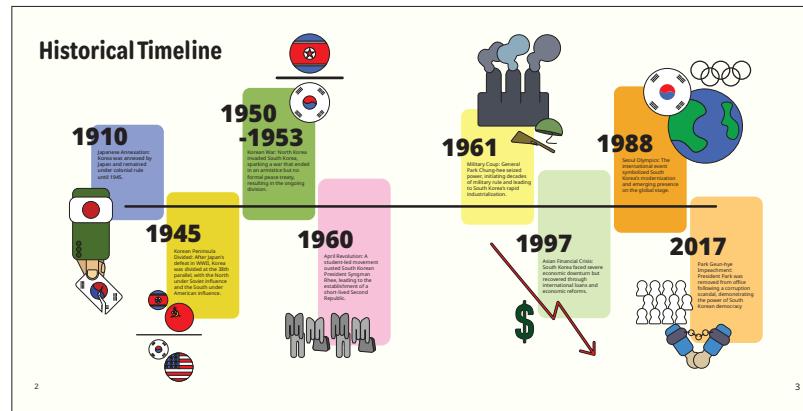
back cover



INTRODUCTION

This info-graphics book offers a visually engaging and informative look at South Korea's history, culture, geography, and economy. Using icons and simplified illustrations, it traces key events such as the Japanese occupation, the Korean War, and rapid industrialization. It also highlights some of South Korea's major cities, geographic landmarks, and leading imports/exports, providing essential demographic and geographic insights. This book provides just a glimpse into the country's remarkable growth and transformation.

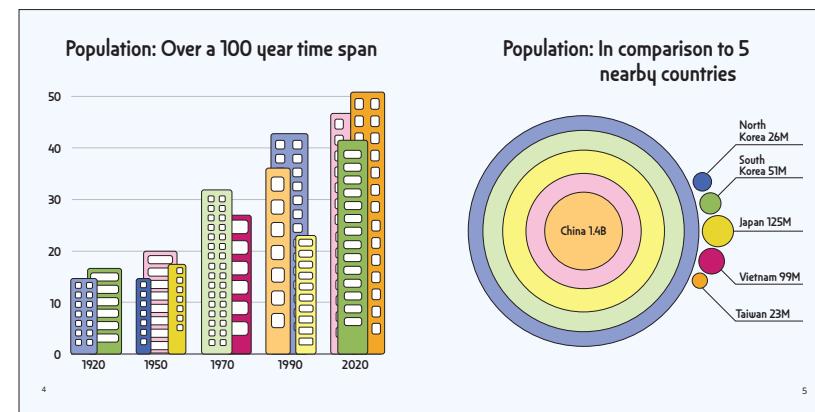
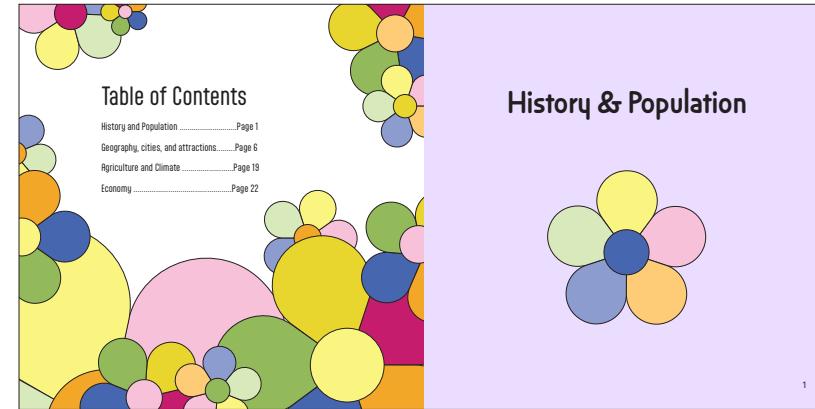
History & Population

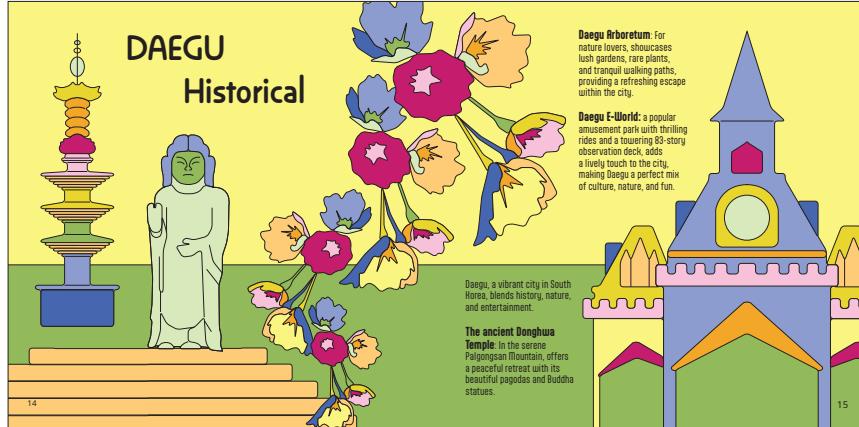
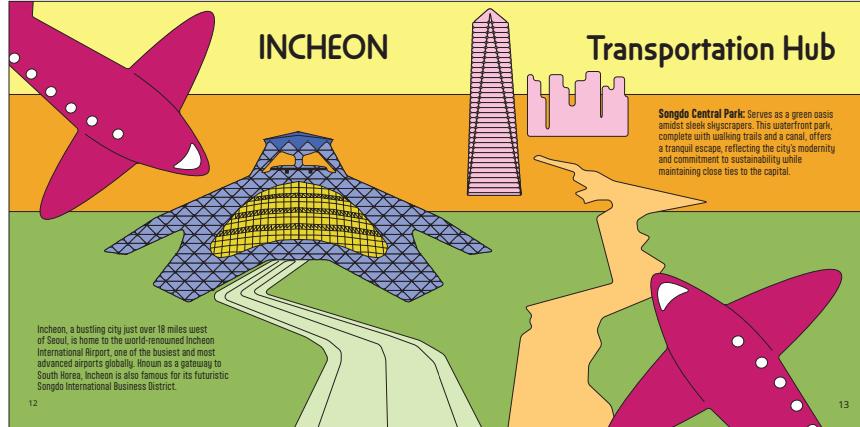
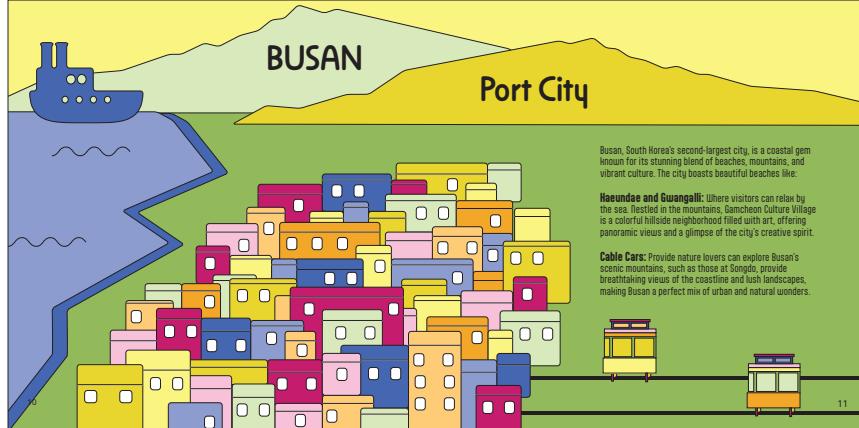
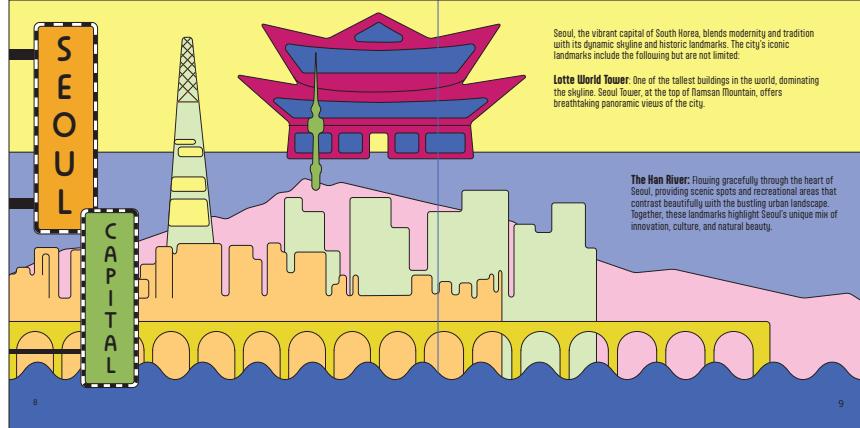


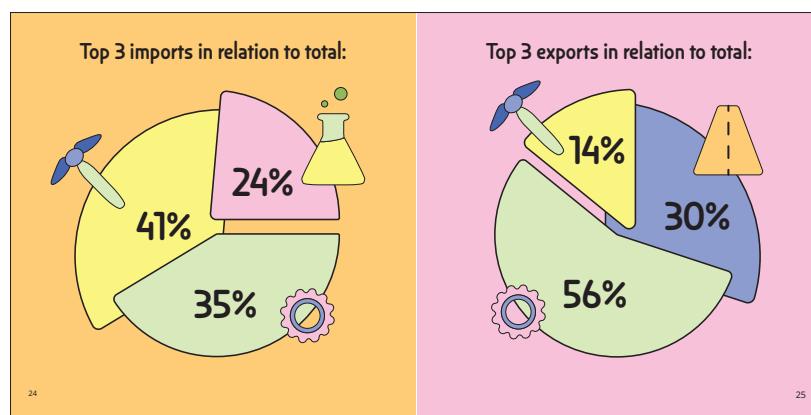
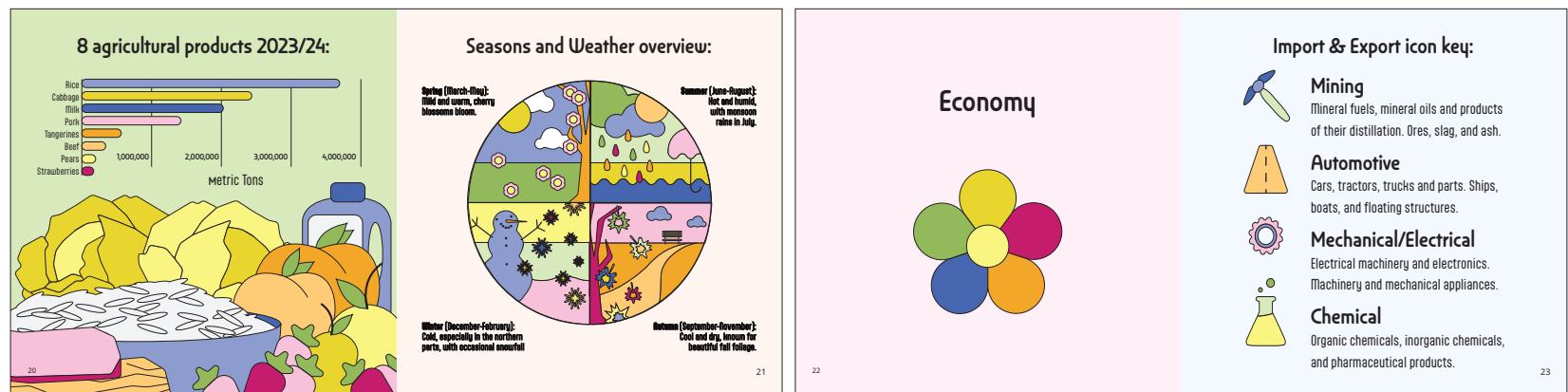
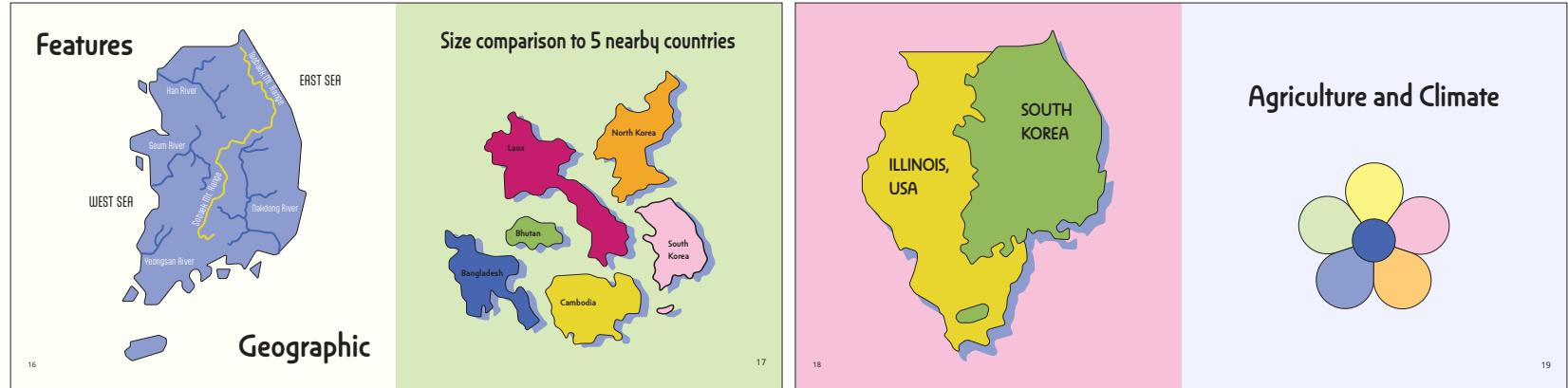
Geography, Cities, and Attractions

Map Overview with key

Seoul
 Incheon
 Busan
 Daegu







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The Art Of Coffee:

The Mixologist
Guide to Caffeinated Drinks



Jessica Hultman

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The Art of Coffee: The Mixologist's Guide to Caffeinated Drinks

Tiramisu Coffee

Preparation Time: 10 minutes **Cooking Time:** 10 minutes **Servings:** 4 **Difficulty:** Moderate

Ingredients:

- 1 cup strong espresso coffee
- 1/2 cup mascarpone cheese
- 1/2 cup heavy cream
- 1/2 cup granulated sugar
- 1/2 cup ladyfingers (Biscotti)
- 1/2 cup coffee liqueur (optional)

For the Coffee Base:

- In a small saucepan, heat the coffee over medium heat until it is hot but not boiling.
- Set aside to cool slightly.

For the Creamy Tiramisu Layer:

- In a large mixing bowl, beat the mascarpone cheese until it is smooth and creamy.
- Add the heavy cream and sugar, and beat until the mixture is well combined.
- Stir in the coffee liqueur (if using).

For Assembling and Serving:

- Line a shallow baking dish with ladyfingers.
- Spoon the coffee base over the ladyfingers.
- Spoon the creamy tiramisu mixture over the coffee base.
- Repeat the layers, ending with a layer of tiramisu.
- Cover the dish with plastic wrap and refrigerate for at least 4 hours or overnight.
- Before serving, dust the top with powdered sugar.

The Art of Coffee: The Mixologist's Guide to Caffeinated Drinks



<p>Iced Mexican Coffee</p> <p>A quick and coffee, jazzing up iced coffee with cinnamon, vanilla, lime juice, and lime zest to create a sweet, spicy latte.</p> <p>Yield: 16 oz Prep: 10 minutes Total: 10 minutes</p> <p>Notes</p> <p>Add More Spices: If you like your iced coffee extra spicy, add more cinnamon or cayenne pepper. You can also add other different spices like nutmeg or cardamom.</p> <p>Swirls with Mexican Flavors: Instead of adding cinnamon and lime juice, swirl in some lime juice with a spoonful of dulce de leche or a dollop of whipped cream.</p> <p>Makes with Cinnamon: Since it's very sweet, traditional Mexican coffee often uses whole cinnamon sticks instead of ground cinnamon. You can add a cinnamon stick to the coffee while it's brewing, or add a few dashes of ground cinnamon to the coffee after it's brewed.</p> <p>Nutrition:</p> <ul style="list-style-type: none"> Calories: 320 Carbohydrates: 60g Protein: 1g Fat: 20g Saturated Fat: 14g Cholesterol: 100mg Sodium: 300mg Fiber: 1g Sugars: 30g <p>Instructions</p> <ol style="list-style-type: none"> Combine coffee, cinnamon, lime, and lime juice, stir, until well combined. Pour into a tall glass and top with lime zest. Top with lime juice. Drizzle with dulce de leche or whipped cream. Optional: Garnish with a dollop of ground cinnamon and lime zest. <p><small>The Art of Coffee: The Beginner's Guide to Iced Coffees & More</small></p>	<p>Iced Coffee Boba</p> <p>Ice cubes, boba, and coffee come together to make a sweet, creamy, and bubbly drink.</p> <p>Yield: 16 oz Prep: 10 minutes Total: 10 minutes</p> <p>Notes</p> <p>Bobas: If you don't have boba, you can use crushed ice or shaved ice instead.</p> <p>Instructions</p> <ol style="list-style-type: none"> In a medium saucepan, heat water, sugar, and cornstarch over medium heat until thickened. Turn off the heat and add coffee, stirring until well combined. Let cool completely. Pour coffee into a tall glass and add boba. Top with milk or cream. <p><small>The Art of Coffee: The Beginner's Guide to Iced Coffees & More</small></p>	<p>Matcha Coffee</p> <p>Matcha is a type of green tea powder that is whisked with hot water to create a frothy, vibrant green drink. It's packed with antioxidants and has a slightly bitter taste.</p> <p>Yield: 16 oz Prep: 10 minutes Total: 10 minutes</p> <p>Notes</p> <p>Matcha Powder: Make sure to use matcha powder, not matcha tea bags. Matcha tea bags contain dried leaves and are not as potent.</p> <p>Instructions</p> <ol style="list-style-type: none"> In a small bowl, whisk matcha powder with warm water until smooth. Turn off the heat and add coffee, stirring until well combined. Let cool completely. Pour coffee into a tall glass and add boba. Top with milk or cream. <p><small>The Art of Coffee: The Beginner's Guide to Iced Coffees & More</small></p>	<p>Greek Frappe</p> <p>This frappe is made with Greek yogurt, coffee, and milk, creating a thick, creamy texture.</p> <p>Yield: 16 oz Prep: 10 minutes Total: 10 minutes</p> <p>Notes</p> <p>Greek Yogurt: Make sure to use Greek yogurt, not regular yogurt. Regular yogurt contains too much water and will dilute the frappe.</p> <p>Instructions</p> <ol style="list-style-type: none"> In a medium saucepan, heat water, sugar, and cornstarch over medium heat until thickened. Turn off the heat and add coffee, stirring until well combined. Let cool completely. Pour coffee into a tall glass and add boba. Top with milk or cream. <p><small>The Art of Coffee: The Beginner's Guide to Iced Coffees & More</small></p>	<p>Match Coffee</p> <p>Matcha is a type of green tea powder that is whisked with hot water to create a frothy, vibrant green drink. It's packed with antioxidants and has a slightly bitter taste.</p> <p>Yield: 16 oz Prep: 10 minutes Total: 10 minutes</p> <p>Notes</p> <p>Matcha Powder: Make sure to use matcha powder, not matcha tea bags. Matcha tea bags contain dried leaves and are not as potent.</p> <p>Instructions</p> <ol style="list-style-type: none"> In a small bowl, whisk matcha powder with warm water until smooth. Turn off the heat and add coffee, stirring until well combined. Let cool completely. Pour coffee into a tall glass and add boba. Top with milk or cream. <p><small>The Art of Coffee: The Beginner's Guide to Iced Coffees & More</small></p>																							
<p>Matcha Coffee</p> <p>A smooth, matcha-green coffee drink with a subtle sweetness, combining matcha powder and coffee beans for a unique flavor.</p> <p>Yield: 16 oz Prep: 10 minutes Total: 10 minutes</p> <p>Notes</p> <p>Matcha Powder: Make sure to use matcha powder, not matcha tea bags. Matcha tea bags contain dried leaves and are not as potent.</p> <p>Instructions</p> <ol style="list-style-type: none"> In a small bowl, whisk matcha powder with warm water until smooth. Turn off the heat and add coffee, stirring until well combined. Let cool completely. Pour coffee into a tall glass and add boba. Top with milk or cream. <p>Tips for Making Matcha Coffee</p> <p>Matcha: Make sure to use matcha powder from the Shizuoka prefecture of Japan, as it is the most flavorful and highest quality matcha available.</p> <p>Cold Brew Coffee: Use cold brew coffee from my trusty coffee maker. You can also use iced coffee if you prefer. Just make sure the coffee is cold before adding it to the matcha.</p> <p><small>The Art of Coffee: The Beginner's Guide to Iced Coffees & More</small></p>	<p>Japanese Coffee Jelly</p> <p>Japanese coffee jelly is a dessert made by boiling coffee with agar agar, which is a type of seaweed that acts as a thickener.</p> <p>Yield: 16 oz Prep: 10 minutes Total: 10 minutes</p> <p>Notes</p> <p>Agar Agar: Make sure to use agar agar, not agar agar powder. Agar agar powder is too fine and will not thicken the coffee.</p> <p>Instructions</p> <ol style="list-style-type: none"> In a medium saucepan, heat water, sugar, and agar agar over medium heat until thickened. Turn off the heat and add coffee, stirring until well combined. Let cool completely. Pour coffee into a tall glass and add boba. Top with milk or cream. <p><small>The Art of Coffee: The Beginner's Guide to Iced Coffees & More</small></p>	<p>Iced Mexican Coffee</p> <p>A quick and coffee, jazzing up iced coffee with cinnamon, vanilla, lime juice, and lime zest to create a sweet, spicy latte.</p> <p>Yield: 16 oz Prep: 10 minutes Total: 10 minutes</p> <p>Notes</p> <p>Add More Spices: If you like your iced coffee extra spicy, add more cinnamon or cayenne pepper. You can also add other different spices like nutmeg or cardamom.</p> <p>Swirls with Mexican Flavors: Instead of adding cinnamon and lime juice, swirl in some lime juice with a spoonful of dulce de leche or a dollop of whipped cream.</p> <p>Makes with Cinnamon: Since it's very sweet, traditional Mexican coffee often uses whole cinnamon sticks instead of ground cinnamon. You can add a cinnamon stick to the coffee while it's brewing, or add a few dashes of ground cinnamon to the coffee after it's brewed.</p> <p>Nutrition:</p> <ul style="list-style-type: none"> Calories: 320 Carbohydrates: 60g Protein: 1g Fat: 20g Saturated Fat: 14g Cholesterol: 100mg Sodium: 300mg Fiber: 1g Sugars: 30g <p>Instructions</p> <ol style="list-style-type: none"> Combine coffee, cinnamon, lime, and lime juice, stir, until well combined. Pour into a tall glass and top with lime zest. Top with lime juice. Drizzle with dulce de leche or whipped cream. Optional: Garnish with a dollop of ground cinnamon and lime zest. <p><small>The Art of Coffee: The Beginner's Guide to Iced Coffees & More</small></p>	<p>Baileys Whipped Coffee</p> <p>Whipped cream and Baileys liqueur are combined with coffee to create a creamy, boozy coffee drink.</p> <p>Yield: 16 oz Prep: 10 minutes Total: 10 minutes</p> <p>Notes</p> <p>Baileys: Make sure to use Baileys liqueur, not Baileys coffee cream. Baileys coffee cream is too sweet and will dilute the coffee.</p> <p>Instructions</p> <ol style="list-style-type: none"> In a medium saucepan, heat water, sugar, and cornstarch over medium heat until thickened. Turn off the heat and add coffee, stirring until well combined. Let cool completely. Pour coffee into a tall glass and add boba. Top with milk or cream. <p><small>The Art of Coffee: The Beginner's Guide to Iced Coffees & More</small></p>	<p>Japanese Coffee Jelly</p> <p>Japanese coffee jelly is a dessert made by boiling coffee with agar agar, which is a type of seaweed that acts as a thickener.</p> <p>Yield: 16 oz Prep: 10 minutes Total: 10 minutes</p> <p>Notes</p> <p>Agar Agar: Make sure to use agar agar, not agar agar powder. Agar agar powder is too fine and will not thicken the coffee.</p> <p>Instructions</p> <ol style="list-style-type: none"> In a medium saucepan, heat water, sugar, and agar agar over medium heat until thickened. Turn off the heat and add coffee, stirring until well combined. Let cool completely. Pour coffee into a tall glass and add boba. Top with milk or cream. <p><small>The Art of Coffee: The Beginner's Guide to Iced Coffees & More</small></p>																							
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Expressive Words

Animation, Fall 2023, Adobe After Effects and Illustrator, 5x5in (1080x1080)

This expressive artwork explores contrasting concepts through planning, sketching, and storyboarding. Working in Adobe Illustrator and After Effects, the contrasting static words are given life and personality by embodying their opposing meaning through animation. I focused on the space and scale transforms these visuals into a captivating 5-7 second video, showcasing a short narrative born from the intersection of storytelling and animation techniques.





Totoaba swimming in the Dead of Night

Crayon Print, Fall 2023, Litho Crayon, 9x12in

This print was inspired by photos sent to me by a close friend. The median I was going to work with before the initial making of the print was going to achieve gray scale using the gray values by the crayon. Depending on the hardness of the crayon and pressure applied it reaches a wide range in the gray scale making an ultra sound a good fit for this project. I liked this project especially because it turned into a precious gift to my friend show my support and love while also staying with my passion.



Jessica Hultman

Introduction

In the energetic centers of airport terminals, where travelers are quick to leave, an invisible force quietly guides their movements and eyes in the right direction—wayfinding. This discipline merges design elements with navigation science, balancing a union between individuals and their surroundings. Through the fusion of graphic design and wayfinding science, passengers are effortlessly steered toward their destinations, navigating modern travel with ease.

At the forefront of this evolution stands Jane Davis Doggett, a trailblazer in airport wayfinding design. With her visionary approach, Doggett understood the perception and effectiveness of wayfinding systems. Her pioneering efforts set the stage for a transformative journey in airport navigation, from the static signage of yesteryears to the dynamic digital landscapes of today.

From Doggett's groundbreaking innovations to contemporary marvels, To go further and examine various airports worldwide, to see how graphic design has shaped wayfinding. From bustling metropolises to remote outposts, wayfinding unfolds, shaping the traveler's journey.

From static signs to interactive displays, wayfinding design has adapted to the changing needs of modern travelers. Through this exploration, obtaining a deeper understanding of the symbiotic relationship between wayfinding and graphic design, as they collaborate to enhance navigation efficiency in an ever-evolving landscape.

In essence, wayfinding in airports showcases the dynamic between form and function, aesthetics, and utility. To innovate and refine our approach to airport navigation, one thing remains clear: the art of wayfinding will continue to guide travelers on their journeys, ensuring a seamless passage through the bustling hubs of modern travel.

Jane Davis Doggett: Pioneering Airport Wayfinding

Jane Doggett graduated from Yale Art and Architecture in 1956 not knowing she would play a pivotal role in airport wayfinding. It was during the mid-20th century when air travel became increasingly popular, and the need for effective wayfinding became increasingly apparent. Traditional signage often fell short in complex environments, leading to confusion and frustration among travelers. That's when Jane embarked on her mission to revolutionize airport wayfinding.

One of Doggett's most significant contributions was her pioneering use of color-coded signage. Recognizing the importance of visual cues beyond language, she developed a system where each airport area was assigned a different color scheme, making it easier for travelers to navigate. Departure gates might be marked with shades of green, while arrival areas could be marked with shades of yellow. This simple yet effective approach revolutionized signage and set a new standard for clarity and efficiency.

Her system allowed for clarity, universal application, a revolutionary approach, and standardization. Meaning Jane's color-coded system provided clear visual cues that transcended language barriers.

Travelers could easily identify different sections of the airport, such as departure gates or arrival areas, leading to more efficient navigation. She was able to make an impact because her approach to the color system was innovative for its time, as it departed from the conventional reliance on textual signage. Instead, she recognized the power of visual communication and used it to enhance the wayfinding experience for travelers. With this revolutionary approach, she set a new standard in airport wayfinding. By setting a new standard for airport signage, Jane's system promoted consistency across different airports, which facilitated familiarity and ease of use for travelers. Her work and way of thinking can still be seen today in airport wayfinding.



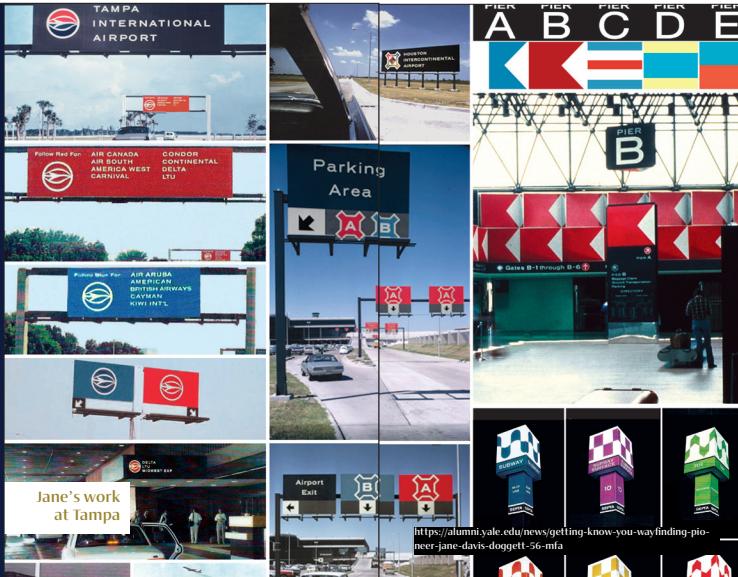
<https://alumni.yale.edu/news/getting-know-you-wayfinding-pioneer-jane-davis-doggett-56-mfa>

We're cutting down the barriers of language when we use symbology and color in signage. They recently discovered that Neanderthals were using some symbols. That is thrilling, because symbolism was the beginning of language!

As an artist, I'm always going to have ideas.

- Jane Davis Doggett

<https://segd.org/resources/honoring-the-legacy-of-jane-davis-doggett/>



Graphic Design: The Heart of Airport Wayfinding

Graphic design serves as the backbone of airport wayfinding, providing visual cues that guide travelers seamlessly through the complexities of terminal environments. Every aspect, from signage to maps, typography to color schemes, is designed to convey information quickly and intuitively. This artful blend of form and function ensures that passengers can navigate with ease, regardless of language barriers or unfamiliar surroundings.

In leading airports like London Heathrow and Tokyo Narita, innovative advancements in graphic design have transformed the passenger experience. London Heathrow with color-coordinated maps, for instance, has revolutionized navigation by assigning distinct colors to different areas of the airport. This simple approach acts as a beacon, guiding travelers through the terminal's layout with ease. Additionally, airports like Tokyo Narita have implemented creative solutions such as color-coordinated track lanes on the floor. These vibrant pathways serve as visual guides, directing passengers through bustling terminals with clarity and precision.



Adobe stock photos



i Touchscreen map

These design enhancements go beyond aesthetics; they represent a dedication to ensuring an efficient airport experience. By streamlining navigation and reducing confusion, airports like London Heathrow and Tokyo Narita have set new standards for passenger satisfaction. Clear signage and colorful pathways guide travelers through the terminals, reminding them that a well-designed journey awaits.

Ultimately, a well-designed terminal facilitates intuitive wayfinding, enhancing the overall travel experience. On the contrary, a poorly laid-out terminal can lead to confusion and frustration. Thus, the importance of graphic design in airport wayfinding cannot be overlooked, as it plays a pivotal role in shaping the traveler's journey from start to finish.

Tokyo, Narita



<https://www.appliedinformation.group/projects/heathrow-airport>
<https://theinspirationgrid.com/narita-airport-wayfinding-system-by-nikken-sekkei/>



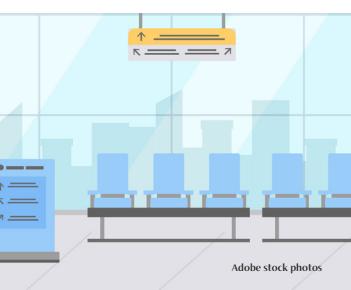
Seoul, Incheon

<https://www.futuretravelexperience.com/2020/05/incheon-airport-presses-ahead-ai-biometrics-big-data/>

<https://aci-apa.com/emirates-introduces-new-self-service-kiosks-at-dubai-international-airport/>

Conclusion

Airport wayfinding represents a blend of graphic design and navigation science, guiding travelers through the terminals of modern travel. From the pioneering efforts of Jane Davis Doggett to contemporary innovations, the evolution of wayfinding systems has revolutionized the passenger experience. Graphic design serves as the backbone of airport navigation, providing visual cues that transcend language barriers and enhance efficiency. Innovations like color-coded signage and interactive displays have set new standards for clarity and convenience, ensuring passengers navigate with ease. The digital revolution in wayfinding, exemplified by airports like Seoul Incheon and Dubai International, further enhances the passenger experience with intuitive interfaces and personalized guidance. Through inclusive design principles, graphic elements are leveraged to ensure accessibility for all travelers, reaffirming the role of graphic design in shaping the future of airport navigation.



Technology in Wayfinding: A Digital Revolution

In the digital age, technology has revolutionized airport wayfinding, blending graphic design principles to enhance the passenger experience. Interactive kiosks, mobile apps, and digital displays serve as integral components of modern navigation systems, offering convenience and accessibility. At Seoul Incheon International Airport, travelers are welcomed with AI biometric kiosk stations upon arrival, showcasing intuitive interfaces designed with graphic elements for easy navigation. These stations provide real-time maps, gate locations, and information on nearby amenities, all presented in visually engaging formats optimized for clarity and readability.

Similarly, Dubai International Airport enters the digital revolution in airport wayfinding, boasting a state-of-the-art digital infrastructure that integrates with graphic design elements. Immersive touchscreen kiosks and high-definition displays throughout the airport utilize graphic design principles to create intuitive navigation interfaces. Passengers can effortlessly navigate the expansive terminals and complex layouts of Dubai Airport, accessing personalized guidance and information with the touch of a screen. From locating check-in counters to drop-off stations, graphic design enhances the visual appeal and usability of digital interfaces, ensuring a seamless and enjoyable navigation experience for passengers.

Moreover, amidst these technological advancements, graphic design plays a crucial role in ensuring inclusivity and accessibility in airport wayfinding solutions. Inclusive design principles are incorporated into digital interfaces, with features such as voice-guided navigation, tactile maps, and multilingual interfaces, designed to cater to passengers of all abilities. By prioritizing graphic design elements that enhance readability, usability, and inclusivity, airports like Dubai International demonstrate a commitment to providing a welcoming and accessible environment for every traveler, regardless of their physical or cognitive abilities.



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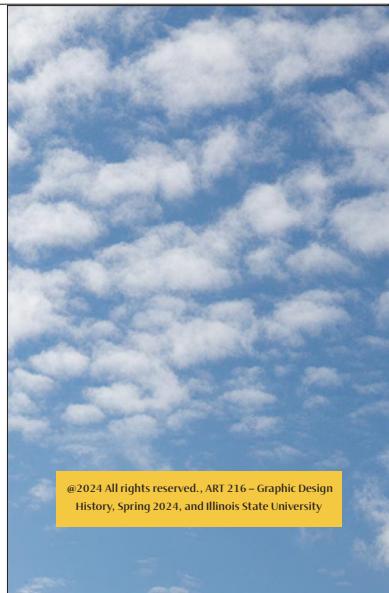
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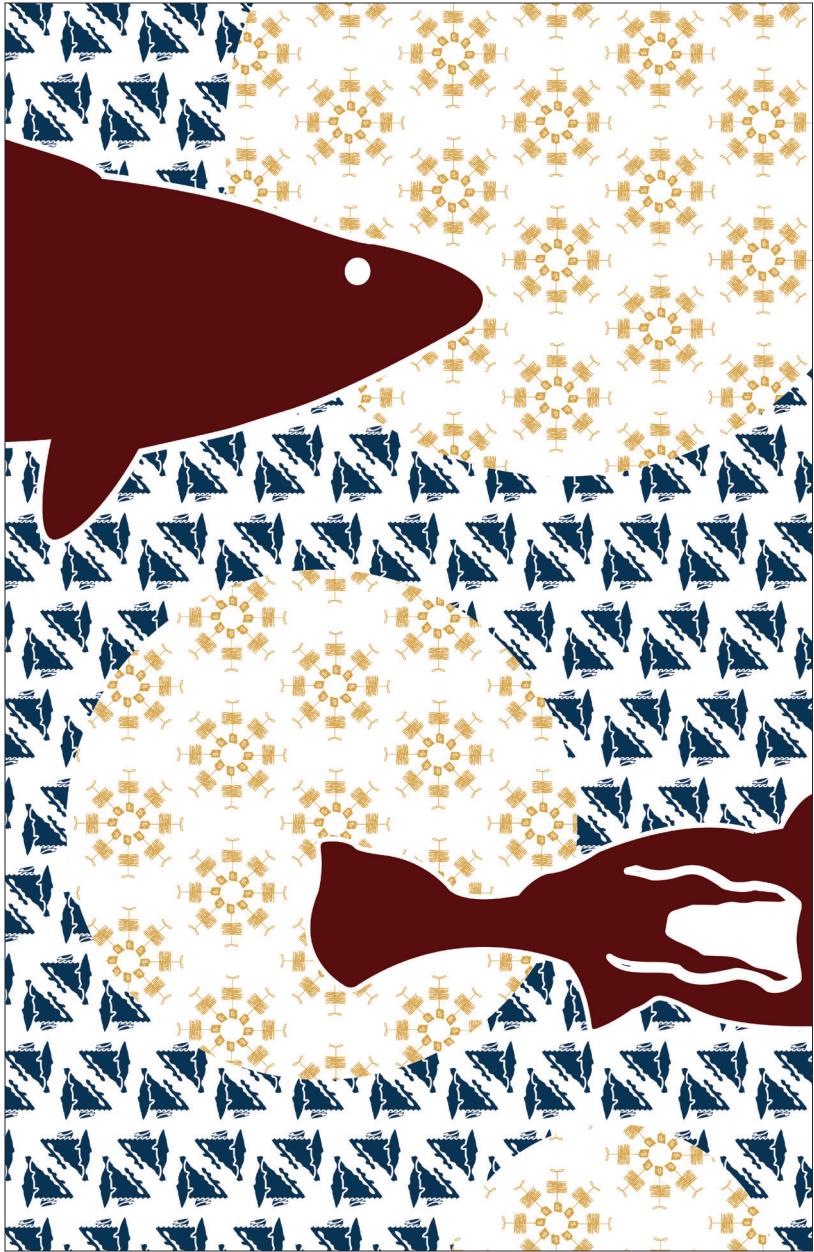
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Life Motto

Poster Print, Fall 2023, Adobe InDesign,

This artwork explores type and grid in poster formate. Meaning we got to work and explore different sized templete. This project challenged us to use a grid patter to create organization and order using a key word and



**ART227
Jessica Huilman
WKS0A
Tooba Tooba
Swimming
in The Dead
of Night**

This is Project One for Graphic Design Two, where we were challenged to craft our own symbols of resistance in support of a cause that spoke to us. Through learning about the history of icons, we explored how a seemingly simple image can convey a powerful message. I choose to design for an endangered species.

The Tooba, a large marine fish off the coast of California in Mexico. These fish are being poached for their swim bladder which is then sold on the black market. These fish are defenseless against the gill net used to catch them and have rapidly reduced in number. Leading to an early, unnatural extinction.

This symbol represents a Tooba caught with its swim bladder. The metaphor is on the connection between the swim bladder and the human bladder. Both serve a similar purpose, but one is life threatening while the other is life giving. The swim bladder plays a crucial role in maintaining their buoyancy.

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Family and Friends Grid

5 page Accordion Book Mock Up, Fall 2023, Adobe Illustrator, 10x10in

This accordion book mock-up explores the typography and design principles. I achieved the visual outcome by using type spacing techniques such as kerning, leading, and tracking, with the guide of a constructed a conceptual grid, serving as the foundation for diverse compositions. Type transforms into illustrative elements, for example closure while holding hands between language and imagery. The language in this case being the words to make the visual of ripples.





ICONS

