

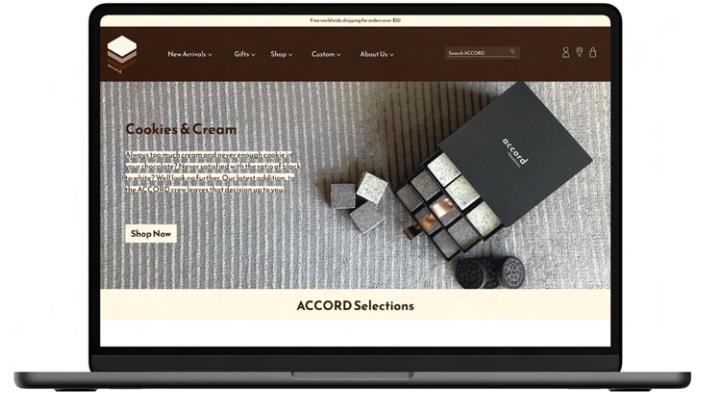


# BEVERLY ONITA

# Accord

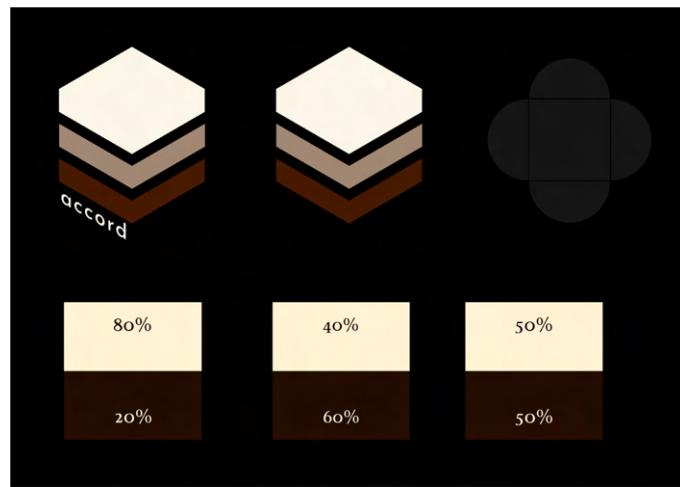
## Packaging

Accord is a brand of chocolate that not only offers regular chocolates but lets you decide how much chocolate inclusions come along with it. The word 'accord' when used as a verb means 'to grant power or authority.'



# Accord

Packaging



**Reem Kufi Regular**  
ABCDEFGHIJKLMNPQR  
STUVWXYZ!@#\$%^&\*()?

**Inter Light**  
ABCDEFGHIJKLMNOPSRS  
TUVWXYZ!@#\$%^&\*()?

**Inter Regular**  
ABCDEFGHIJKLMNPQR  
STUVWXYZ!@#\$%^&\*()?

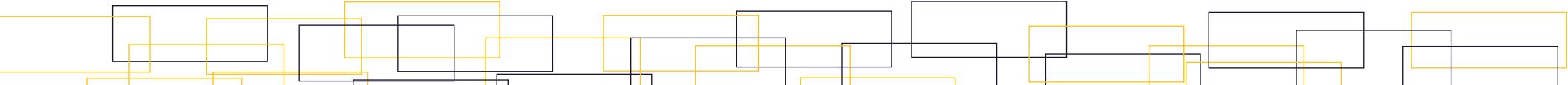
**Inter Semi Bold**  
ABCDEFGHIJKLMNPQR  
STUVWXYZ!@#\$%^&\*()?

**Reem Kufi Bold**  
ABCDEFGHIJKLMNPQ  
RSTUVWXYZ!@#\$  
%^&\*()?

#FAF5E9

#A08875

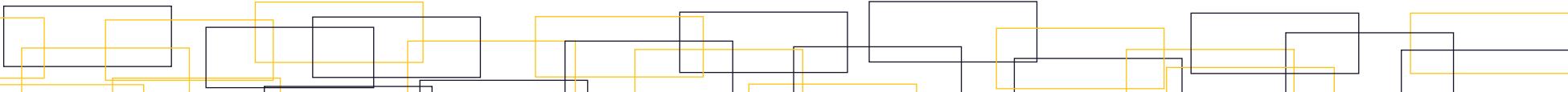
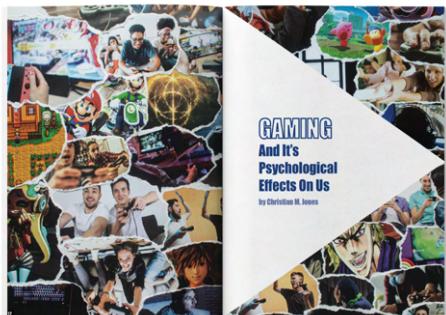
#461A01



# Crit Hit

Book Design

Video games are one of the most popular forms of entertainment in the modern world, from as far back as Pacman to newer releases like Genshin Impact. But have we taken time out to study how they affect us psychologically? People have different reasons for gaming: from letting steam off to simply enjoying a virtual space with friends. This issue of this magazine gives its readers a closer look at the possible effects that this hobby may have on them, be it positive or negative.



# AUGMENT

## Packaging

'AUGMENT' produces cutlery sets for different occasions or themes such as New Year's Day, Independence Day, graduations, housewarming, and so on.



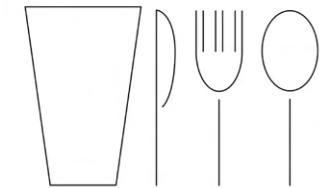
Inter Thin  
ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#\$%^&\*()?

#000000

Inter Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#\$%^&\*()?

#FFFFFF

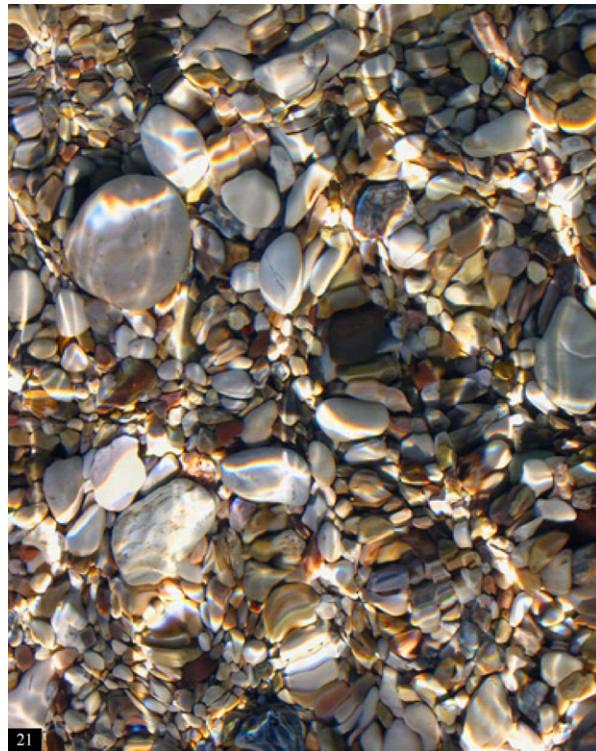
Inter Semi Bold  
ABCDEFGHIJKLMNOPSRTUVWXYZ!@#\$%^&\*()?





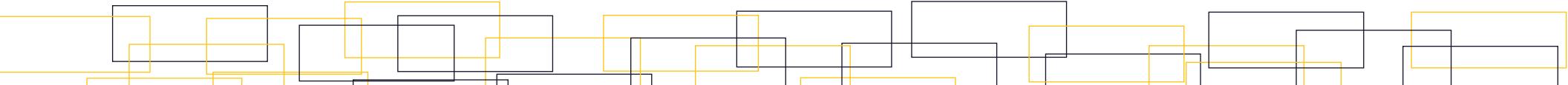
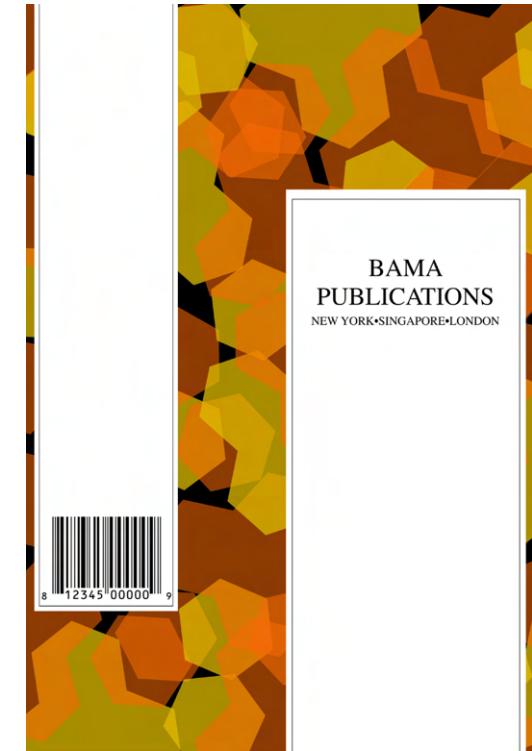
# Letters To A Young Poet

Book Design



No, there  
is no more  
beauty here  
than  
elsewhere

22



# Letters To A Young Poet

Book Design

The theme I selected for the images is 'patience', as the images depict actions or occurrences that usually require a long amount of time eg. waiting for paint to dry, the ripening process of bell pepper, knitting a quilt, etc.



I would like to send you everything



Works of art  
are infinitely  
lonely, and no  
approach to  
them is as  
useless as  
criticism.

**Letter III:**  
Viareggio,  
near Pisa  
(Italy), April  
23rd 1903

You granted me much pleasure, my dear Sir, with your Easter letter, since it speaks many good things of you, and the manner in which you talk of Jacobson's great and beloved son showed me that I was not wrong to desire him. Now and in many questions to follow, Mrs. Lynn will open a book of answers and opinions. I hope she will be able to add more something seems to be contained within her friend's most subtle fragrance to the sun and full time of his heavens! This is another added theme that has not been comprehended, grasped, experienced, and recognized in memory's long-remembering veins; no example can prove so well the truth of the saying, "The best is yet to come," and fate itself is like a marvelous brewer who in every thread is woven a secret, a finally tender hand and laid beside another, an



reading. One simply comes to enjoy them more, with more and more gratitude, as one reads them again and again. And this is seeing, believing more deeply as life is happier and greater in living.

And then you can read the sensible life of Leopold, Lasker's friend, in Jacobson's letters and journals, and Fogel and finally his poems which reveal if the only moderately well-translated) are also interesting enough to warrant a translation. You can go to the fine library of facsimile's which contains all of these, published in a volume, and printed with skill by Engelman desch in Leipzig, which costs I believe five or six marks per volume.

Being an  
artist mean-  
ing and not  
counting



You are of course quite right, incommensurable right, in your opinion of 'How' should one do this or that. (That sort of thing is incomparable from me, I am afraid.) And let me make this request now, that you will not be too hasty in your judgment, which comprises either positive views, generalizations, and conclusions, or negative ones, like 'not good', 'not useful', etc. I have a very strong view now and it remains to be worked out, but I am not yet sure whether it is good or not. There are some points in it which are as touchy as criticism. Only low caste people can group them, and hold them, so we be fair to them. I am not yet sure whether they are good or not. As regards every such introduction, argument, discussion, etc., I would like to have your views on the growth of your mind as well probably, in order to lead you to other insight. Leave judgements to your own mind, and let me know what you think which like all progress comes from day to day, and not from a single moment. I am not yet sure about all generation and birth. Let every layer go through a period of time, before it becomes as inextricably bound up with one's individuality, and what is more important, with one's social condition.



which a new clarity is born; that alone is to live the life of a man, an understanding of his living. In this there is no measure of time, a year, ten years are nothing. Being an artist means not numbering and counting, but looking like a tree which does not force its sap, but stands secure, though the storms of spring, unaware that summer might fail to follow. It will come. But its coming comes only to those who believe, those who exist as if eternity stood before them, so unconsciously peaceful and intense. It flows down, leaving it with nothing to which I can grateful.

Richard Dehmel: my experience with his books (and, incidentally, with the man, whom I know slightly) is that whenever I come upon one of his poems I am struck by the way in which the sense will move everything once more and change the adjustable into the immobile. You have increased him well enough with your pleasure, and I thank you.

And in truth, artistic experience is so indefinitely close to the sense, its pain and its pleasure, that the two appear to be really just different ways of one and the same thing.

But, as you say, "the word," and the word instead of "with another" one were prompted to say "wordly" simply in the deep, harsh, precise sense of the word, free of any trace of elegance, unaffected by any desire to be elegant, and infinitely important. His poetic strength is great and as powerful as prima facie. It has its own relentless rhythmic writer, and explores incisively the

Because he  
loves only  
as a man,  
not as a  
person

one not quite as pure as it would have been. Instead of a wholly robust and gay world of sensibility, it finds one that is indefinitely less robust and gay, more sentimental, more evanescent, and laden with the accented pathos and potherbs with which the reader has always been so fond. The author, who lives only as a man, not as a person, there is something wanly, somewhat sanguine, faint, tremulous, and tremulous, about his style, and it reflects a dubious, embittered, ambivalence. It is not impossible that he is a man by passion and little of will; nevertheless, the question of how much art is like that? Nonetheless, one can enjoy this book, and it is a good book, and it is good to become a fellow citizen in Doherty's world, which is so infinitely foiled, filled with contradictions, and filled with the kind of art that may come up more reflecting than those temporary afflictions, yet also grants the opportunity to reflect.

As for my own books, I would like to say something that might seem a bit pretentious but I am very fond of them. Since my books are published, they are no longer mine. I cannot claim ownership of them, nor do I have the right to give them to those who would like to have them.

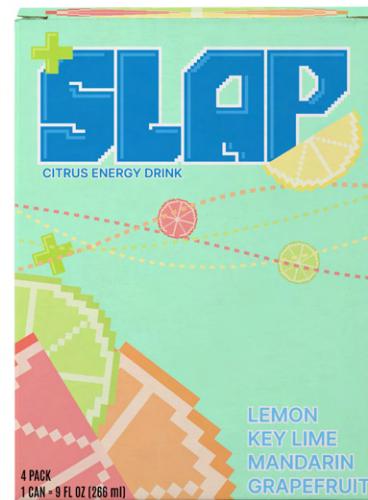
So, I share, on another sheet of paper, details of my life, and the details of the lives of books I never met, as is total. These I likely



# SLAP!

## Packaging

'SLAP' is a brand of citrus-flavored energy drinks. This project is a 4-pack that contains four different flavors: lemon, key lime, mandarin, and grapefruit.



# SLAP!

Packaging



## ntonio Bold

CDEFGHIJKLMNOPQRS  
WXYZ!@#\$%^&\*()?

## nter Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ!@#\$  
%^&\*()?

## Inter Medium

ABCDEFGHIJKLMNP  
QRSTUVWXYZ!@#\$  
%^&\*()?

## Inter Semi Bold

ABCDEFGHIJKLMNPQR  
STUVWXYZ!@#\$%^&\*()?

#FF7B69

#FD9898

#FFDFD1

#FFB169

#FFC087

#FFE8D2

#FFF177

#FFF6A0

#FFFCE2

#C8E870

#D8F389

#FOFAD4

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#118ED4

#584220

#FAE4C1

FFFFFF

#000000



# SLAP!

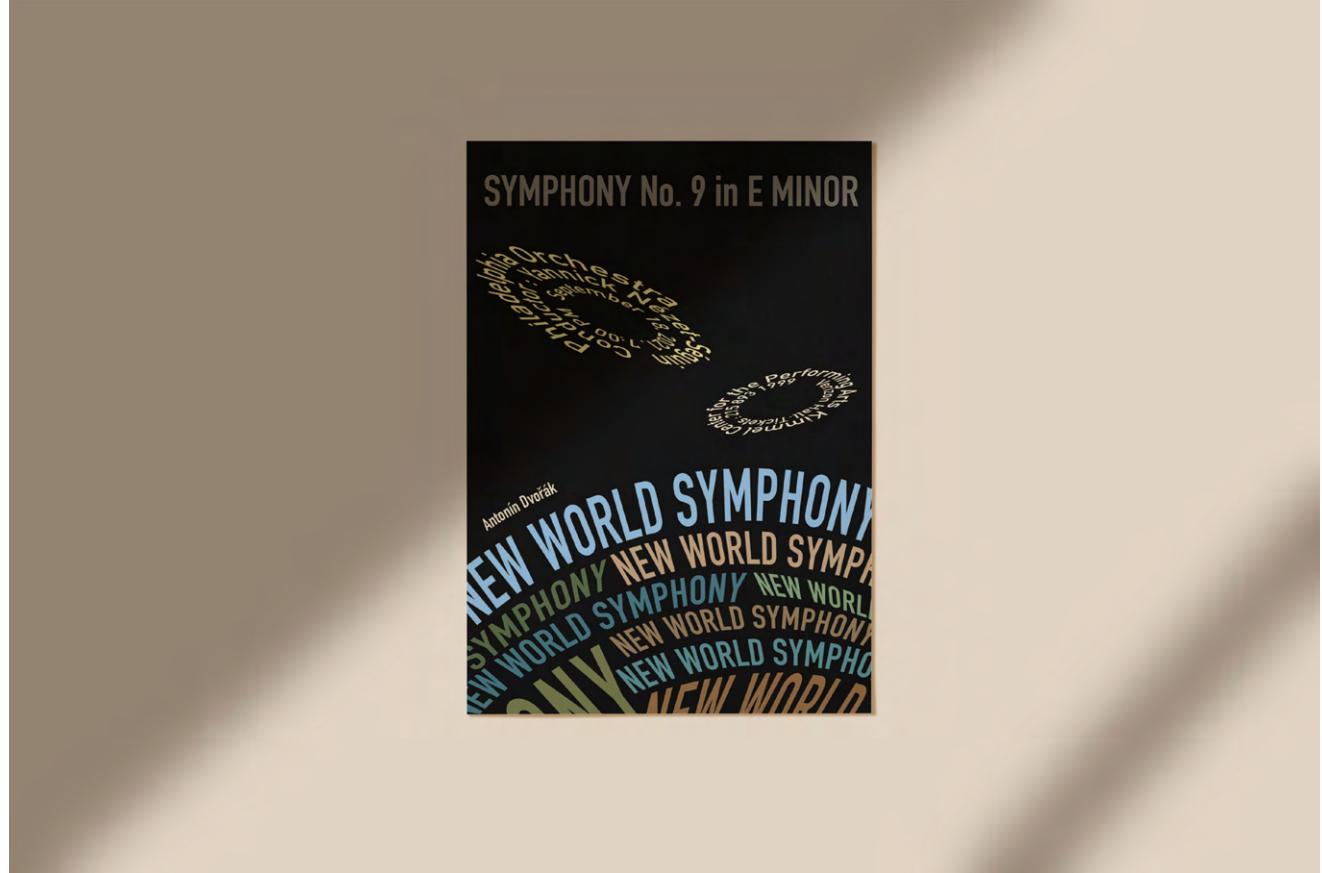
Packaging



# SLAP!

## Packaging

This poster is to advertise Antonín Leopold Dvořák's most popular pieces, Symphony No. 9 in E minor, "From the New World", Op. 95, B. 178 (Czech: Symfonie č. 9 e moll "Z nového světa"), popularly known as the New World Symphony. A tape recording of it was taken by Neil Armstrong into space on the Apollo 11 Mission. The piece is nicknamed 'The New World' because he wrote it during his time in the United States while simultaneously longing for his home.



# Wonderfilled

Motion Graphic

OREO is one of the most recognizable cookie brands in America if not the whole world. The OREO cookie comes in many flavors and sizes. Sometimes they're covered in chocolate, come in the form of an ice cream, and have even been adapted into drinks. At the end of the day, it all comes down to the original humble cookie: white cream sandwiched by two charcoal-colored disks.



OREO SANS LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#\$%^&\*()?  
YZI@#\$%^&\*()?

#212121

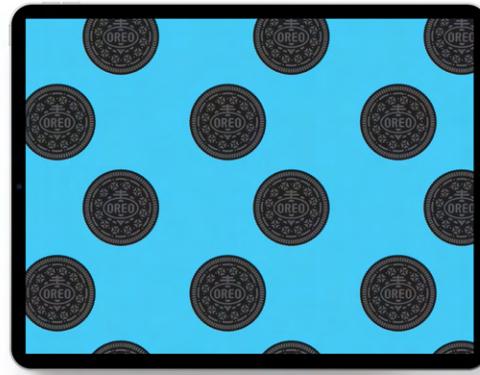
#58595B

#47C9F3

#FFFFFF

**OREO SANS**  
**BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#\$%^&\*()?  
STUVWXYZ!@#\$%^&\*()?

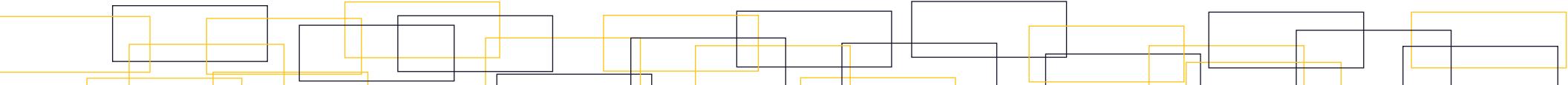
**OREO SANS**  
**BLACK**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#\$%^&\*()?  
RSTUVWXYZ!@#\$%^&\*()?



# Bartram's Garden

Brand Identity

Bartram's Garden is the oldest surviving botanical garden in North America. It is located in Southwest Philadelphia, Pennsylvania. This project aims to give it a new brand identity, including but not limited to a new logo, website, merchandise, and more.



# Bartram's Garden

Brand Identity



## Futura PT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ!@#\$%^&\*()?

## Futura PT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ!@#\$%^&\*()?

## Khmer MN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
@#\$%^&\*()



#FFFFFF



#F5C489



#688C22



#FEF3A4



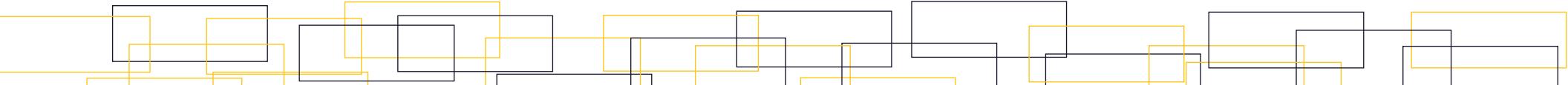
#4A6075



#7496B8



#354978



# Wonderfilled

Motion Graphic

This project aimed to depict the steps taken to make a cake in a machine assembly fashion. This project was inspired by the game 'Purble Place', a computer game where you can bake and deliver a cake on a conveyor belt. The instructions on the map were made to be easily digestible while having a playful tone.



**Candice Regular**  
ABCDEFGHIJKLMNOPQRST  
UVWXYZ!@#\$%^&\*()?

**Cookie Regular**  
ABCDEFGHIJKLMNOPQRST  
UVWXYZ!@#\$%^&\*()?

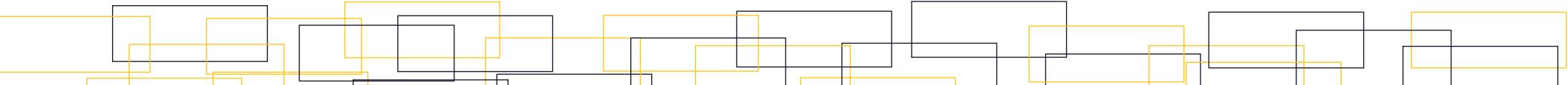
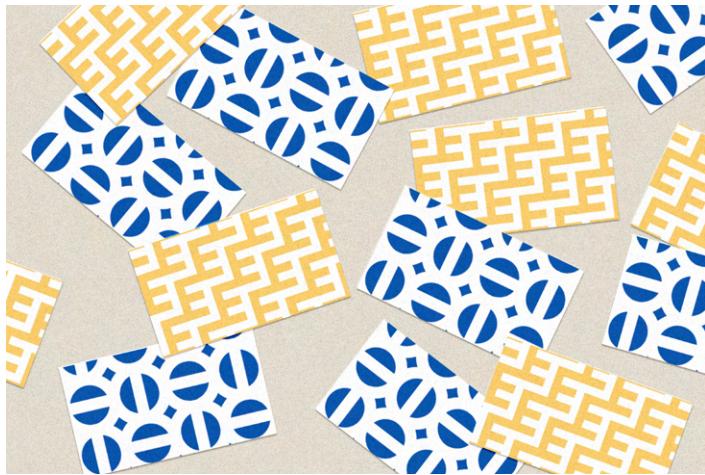
**Solway Regular**  
ABCDEFGHIJKLMNOPQRSTUWX  
YZ!@#\$%^&\*()?

#E16684	#FFDB59	#51BFE1
#FFA7BC	#FFE999	#A2E4F9
#FFCBD7	#FFF0BA	#C6FOFD
#9E6BDE	#7D3D02	#373737
#C8ACEB	#B0753E	#8D8D8D
#E5D2FD	#BF9268	#D9D9D9

# Emmelina

Brand Identity

I decided on a combination of blue and yellow for the main colors because I believe that particular combination goes well with dairy products. The use of a cow's head in the logo helps to tie the whole brand identity together.



# Emmelina

Brand Identity



**Helvetica Neue Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
YZ!@#\$%^&\*()?



#FFFFFF



#2C569E



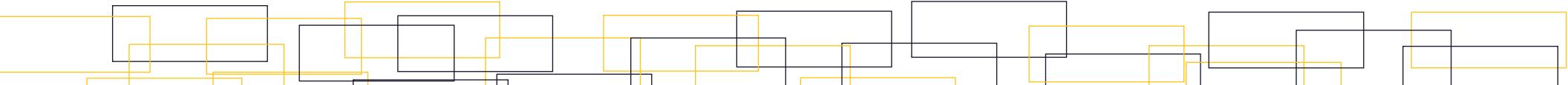
#EDD096



#A2CEE0



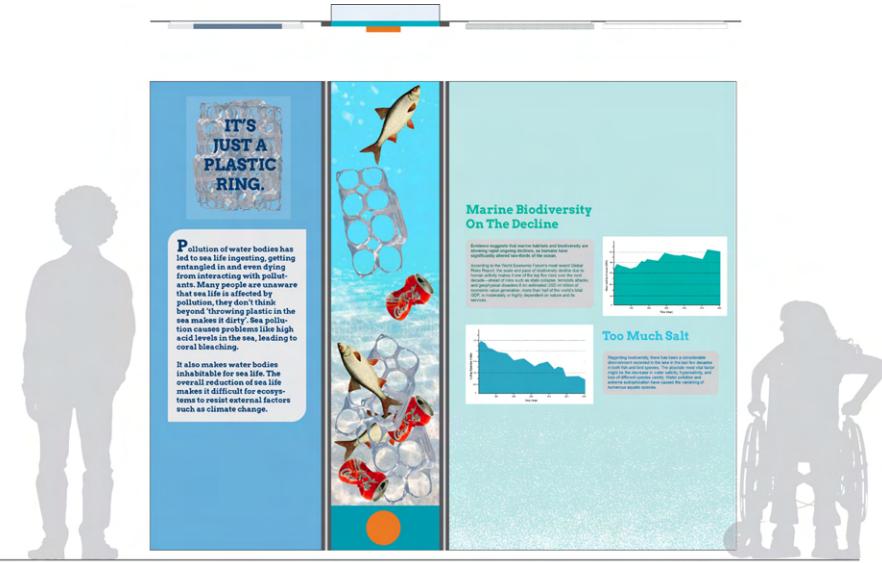
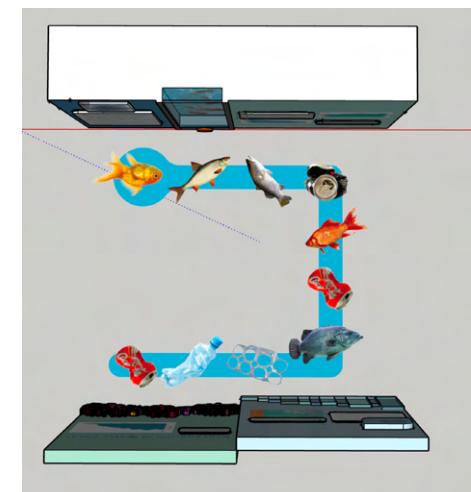
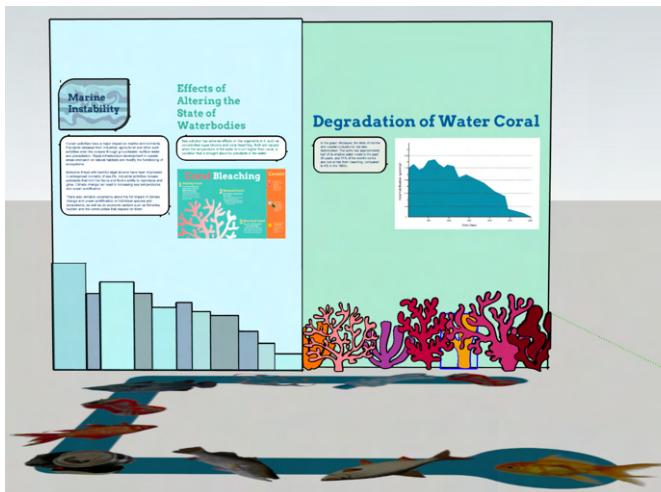
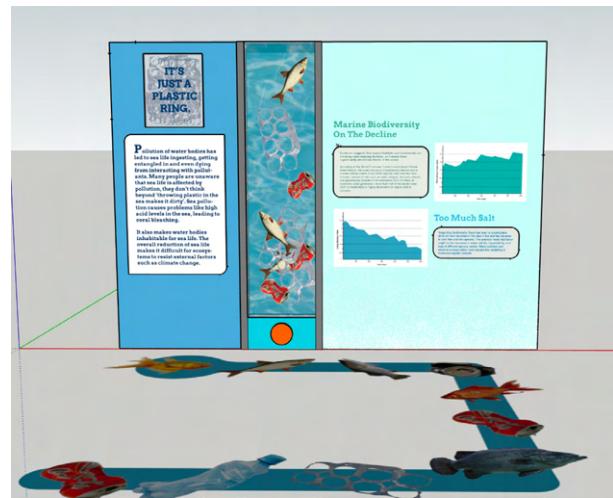
#D5C19F



# It's Just A Plastic Ring.

Hallway Exhibition

Our environment is currently being plagued with all sorts of tragedies: climate change, rising sea levels, ozone layer depletion, and so on. However, very few individuals are aware of what these effects could have on the diversity of marine life over the next few years.

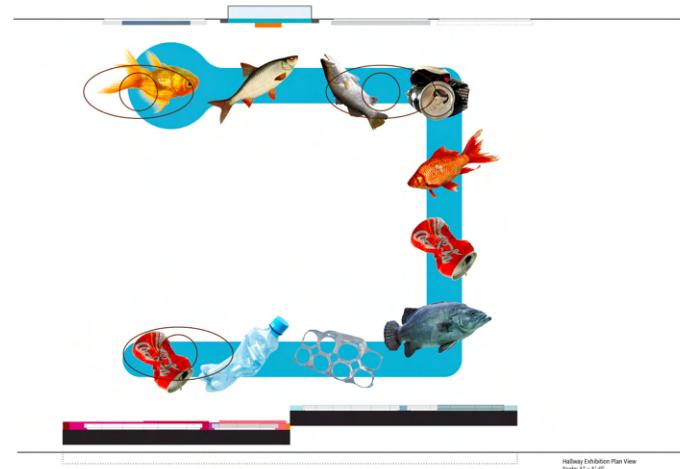
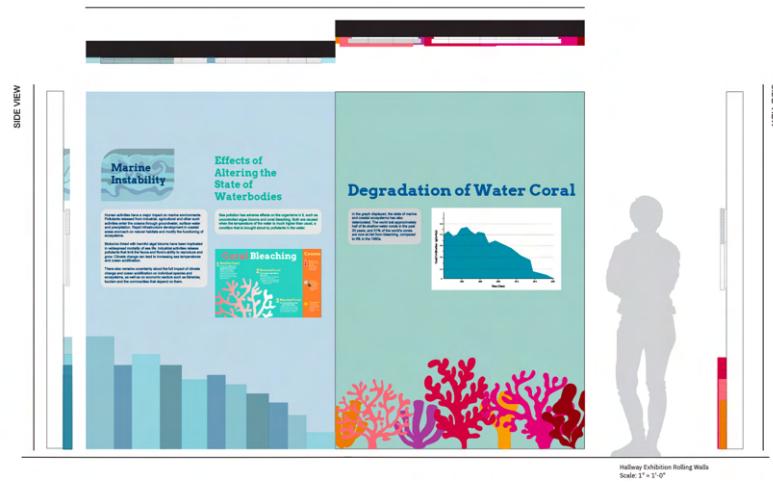


Hallway Exhibition Glass Walls  
Scale: 1" = 1'-0"



# It's Just A Plastic Ring.

Hallway Exhibition



**Arvo Bold**  
ABCDEFGHIJKLMNP  
QRSTUVWXYZ!@#  
%^&\*()?

**Arial Regular**  
ABCDEFGHIJKLMNPQRST  
UVWXYZ!@#\$%^&\*()?

#C3D7E4	#C4E3E3
#77AFD5	#DC7D3C
#AAEC7	#9E4495

