I did a photography project centered around a social concern, I chose to address GMO's and the use of antibiotics in animals raised for human consumption. This topic is extremely important to the future of our society as a whole and I felt like this would be a fun way to address a serious issue that people usually are not aware of. I took the photographs of the pills shaped like a pig cow and chicken. The font I used was Axis. The produce photos I sourced from <https://www.behance.net/gallery/25530103/Meat-Veggies-Jams>

## Havana Club

I had an old bottle of Havana Club Rum from my travels in Cuba. I used this bottle for a studio lighting project and ended up with this shot. It honestly felt a little naked to me so I added some text to liven up the environment. I used the font [Blacksword](https://www.dafont.com/search.php?q=blacksword) for "Havana," and I used the free font [axis](https://www.behance.net/gallery/17890579/AXIS-Typeface) for the "LIVE."

Some challenges I faced were lighting the cigars in the front adequately without taking too much attention away from the bottle. Ensuring the hierarchy was focused on the bottle and not too much on the glass, cigars, or box.

I chose to light the bottle directly from the back using a spotlight and a red color gel, because I wanted to represent the spirit of the fire that Cubans have in them. Every Cuban I had ever met had immense pride in themselves and the fire seemed to burn bright within them and I wanted to harness that when designing this ad.

I lit the bottom of the set with an orange color gell to further drive home the burning fire. I also chose a similar color scheme for the text which ended up looking like a rose gold which I really like.

### Palet

Palet is a joint project I worked on with an Industrial Design team and a Graphic Design Team. Palet is a fictional product that we created a brand strategy and marketing plan for.