

Tyler Olin

Design Portfolio

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Memorandum

In this class, I learned a lot about many aspects of design and professional writing. Though the semester went by very quickly and was completely remote, I felt that there was a very noticeable improvement in my skills as a designer. Our class put in a lot of work with our designs, and I really enjoyed making many of the projects. From *The Non-Designer's Design Book* by Robin Williams to our weekly review sessions, I definitely believe that this class has helped develop my design skills and overall creativity. In the class, I tried to participate as much as possible to both help contribute in the conversation and to get a better understanding of the class. Participation was very important in this class as we worked heavily in reviewing/critiquing/editing each other's work to help us improve. I think that I achieved all of the goals I set when signing up for this class and feel confident that I would be able to make a professional and competent design if I was asked to. Overall, I would give myself an A- based on the work I put in, my participation, and my overall improvement in my design skills.

Bartendr

Design Only Project

Topic:

Bartending

Purpose:

Publication Layouts

Timeline:

Sep 7 - Sep 9

Tools:

Adobe InDesign,
Adobe Photoshop

My goal with the design only project was to make a design that looked like a professional magazine layout. To accomplish this, I learned a lot about InDesign functions like how to change the amount of columns, and the fundamental design principles on creating a magazine. The design I created, a fictional magazine called Bartendr, took inspiration from home decor and product-focused magazines that are commonly found.

I thoroughly enjoyed this project as the end result looked like the real deal. There are many little touches to the design that make it stand out. Design choices like the front cover text, the noticeable yet not distracting column borders, and fun pictures with captions, all contributed to the success of the design. It also helped me learn quite a bit about readability and contrast because magazines are text-dense so it is important that the reading experience is enjoyable.

Bartendr



Making the ultimate home bar

When you're stuck inside for quarantine and there's nothing else to do, why not spice up your drinking area?

September 2020

What makes a home bar good?

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make all
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NASA 51ST ANNIVERSARY

Texture and Dimension Project

Topic:
NASA

Purpose:
Design Texture

Timeline:
Sep 16 - Sep 21

Tools:
Adobe InDesign,
Adobe Photoshop

The texture and design project was very interesting to me as I was at first unsure how one would even add texture to a design without distracting from the overall design. In this project, I made a letter sized advertisement/poster celebrating NASA's 51st anniversary of the Moon landing. The design itself is pretty simple, with only 6 different elements making up the design, but it was extremely important to make sure the elements were placed well to bring the design together.

I think that my design was especially unique given the huge, bolded text with many effects placed on it to help it stand out from the background and give it some texture. The texture I applied was making the text appear to have stars inside of it, which I did by using the "inner shadow" effect and cranking up the noise. In the background, I meticulously lined up the Earth, the Moon, and Mars to symbolize the history and future of NASA's space program.



**WHERE
WE
WILL
WE
GO
NEXT?**

51st anniversary since the moon landing



Pitt Votes

Your vote matters and so do you!

Pitt Ad Project

Topic:

Pitt Votes

Purpose:

Brand Guidelines

Timeline:

Oct 14 - Oct 19

Tools:

Adobe InDesign,
Adobe Photoshop

The Pitt Votes project was an extremely useful one as it taught me something that I didn't even know existed: specific branding guidelines. I knew that brands had a general font or color scheme, but I was not aware of just how documented each brand's designs are. This project sought to teach us about these specific brand guidelines by using the University of Pittsburgh's brand in our design. For my specific design, I chose to make a design that promoted voter registration.

I loved this idea because the election was approaching quickly and as someone that considers himself to be politically active, I wanted to help spread the word and get people to register to vote. The design features Pitt's signature blue-and-white coloring, along with the two main fonts that it uses. This project proved to be immensely useful as I actually got to send it to friends who were interested in voting but didn't know where to start.

Pitt Votes

Your vote matters and so do you!

Registering to vote is an important part of being a civically engaged citizen. The University of Pittsburgh encourages all eligible students to register to vote and participate in their local and national politics. Whether you plan to vote in person on November 3, have already mailed in your ballot, or plan to vote early, let your followers and peers know that you are voting in the upcoming election!

Be an active citizen.

Register to vote now at pittvotes.turbovote.org



Election 2020

What you need to know to make your voice heard this November.

Important Dates

October 19th: Last day to register for voting.

October 27th: Last day to request an absentee ballot

November 3rd: General Election





Sustained Argument Project

Topic:

The Green New Deal

Purpose:

Argumentative Writing

Timeline:

Sep 23 - Oct 28

Tools:

Adobe InDesign,
Adobe Photoshop

While many of the other design projects relied heavily on design style and flair, the sustained argument project more relied on convincing writing that was emphasized with a professional and attractive design. This project intimidated me at first, as I did not consider myself to have the best argumentative skills, but after many revisions I think that it turned out quite well and it ended up being my favorite project. I attribute this to me writing about something that I am passionate about.

For this project, I made a brochure titled "The Green New Deal Explained." This brochure argued in favor of the Green New Deal, hoping to convince its opponents and those uninformed on it that it is a necessary piece of legislature to pass in the fight against climate change. This project featured an almost science-magazine feel to it, with important graphs and statistics, along with pictures showing the devastating effects of climate change.

THE
GREEN
NEW DEAL
EXPLAINED

"It is the duty of the Federal Government to create a Green New Deal (A) to achieve net-zero greenhouse gas emissions through a fair and just transition for all communities and workers; (B) to create millions of good, high-wage jobs and ensure prosperity and economic security for all people of the United States;"

- E. Markey, A. Ocasio-Cortez



What exactly is the Green New Deal?

The Green New Deal is a comprehensive plan put forth by senator Edward Markey and Representative Alexandria Ocasio-Cortez. Though the resolution itself was submitted to the first session of the 116th congress as a bill, it is quite readable for the layman and proposes itself to be more of a broad resolution that outlines the necessary steps that the United States government needs to take to ensure a fast transformation to net-zero carbon emissions while protecting workers. The resolution focuses on three main points: Decarbonization, job creation, and a just transition for workers. Along with these three points, there is some necessary information to learn about the Green New Deal: that it is efficient, popular, and favors workers.

POLL Washington Post-Kaiser Family Foundation Poll

Do Americans support the Green New Deal? Most don't know enough to have an opinion.

Q: There is a proposal called the Green New Deal which has been put forward to address climate change. From what you've heard or read, do you support or oppose the Green New Deal, or haven't you heard enough to have an opinion?



Source: July 9-Aug. 5, 2019 Washington Post-Kaiser Family Foundation poll of 2,293 U.S. adults with an error margin of +/- 3 percentage points

EMILY GUSKIN/THE WASHINGTON POST

How popular is the Green New Deal?

Note that the Green New Deal is not some unpopular piece of legislation that members of congress are trying to sneak through. The Green New Deal is extremely popular amongst Americans, and with good reason. Looking at a poll done by Data for Progress, climate change legislation has broad popularity amongst US voters with over 59% supporting climate policies and only 28% opposed. In addition there is not too much of a difference amongst demographics with a similar level in support across Americans of all ages.

In addition, the Green New Deal has a countless level of endorsements from plenty of congressmen and women, famous public figures, and a multitude of other labor organizations supporting the legislation. In fact, the American Federation of Teachers (AFT), the second-largest union in the United States, just recently endorsed the Green New Deal. Furthermore, climate change legislation is popular amongst both Democrats and Republicans, but in general most people say they simply haven't heard enough about it to have an informed opinion. With all of this being said, it is important to learn about the Green New Deal and other climate change legislation to protect our future generations and the planet we live on.

Four-fifths of the country's registered voters support a Green New Deal – including two-thirds of Republican voters

So exactly how bad is climate change? How immediate is the issue and what can we do to fix it?

Climate change is exactly what it sounds like – anything that describes a change in the Earth's climate, whether this is a change in the amount of rainfall of a place or a change in the entire temperature of the Earth. NASA succinctly describes what is currently happening in relation to climate change on our planet: "Earth's temperature has gone up about one degree Fahrenheit in the last 100 years. This may not seem like much. But small changes in Earth's temperature can have big effects." These effects can already be seen today and are only going to get worse as man-made emissions from things like cars, power plants, and other carbon emissions continue.

Ocean levels will rise, natural disasters will worsen, and the seasons will get more extreme. There are many potential solutions to slow down or even stop climate change, but there is one important solution that sticks out: halting the use of fossil fuels such as coal, oil, and natural gas. There are already many fossil fuel alternatives out there, but they are in many cases underutilized for a multitude of reasons. The Green New Deal proposes decarbonization and lays out the best known time-frame for this transition away from fossil fuels.



Warming of the Earth is not the only negative effect of climate change. Worsening natural disasters like tsunamis, hurricanes, and forest fires will all be part of the near future as emissions continue to rise.

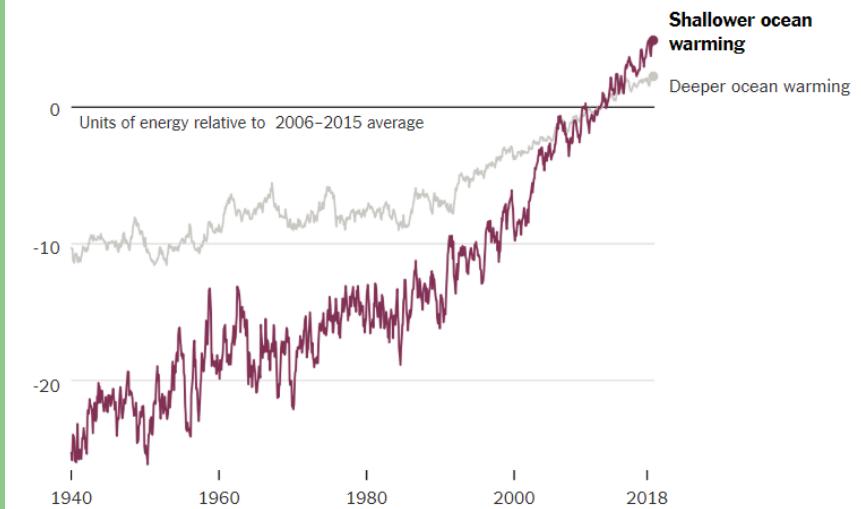
- 70 percent of Americans recognize global warming is happening;
- 57 percent understand humans are causing the temperature rise;
- 85 percent support funding research into renewable energy;
- 77 percent support regulating carbon dioxide as a pollutant;
- 63 percent support requiring utilities to generate one-fifth of their electricity from renewables.

Scientific Data on Climate Change

Climate change is no joke. It is real, and it is happening faster than anyone could imagine. Some effects of climate change include things like rising oceanic temperatures. This leads to melting of the ice caps and dangerous sea level rises as this climb continues.

The Oceans Are Heating Up

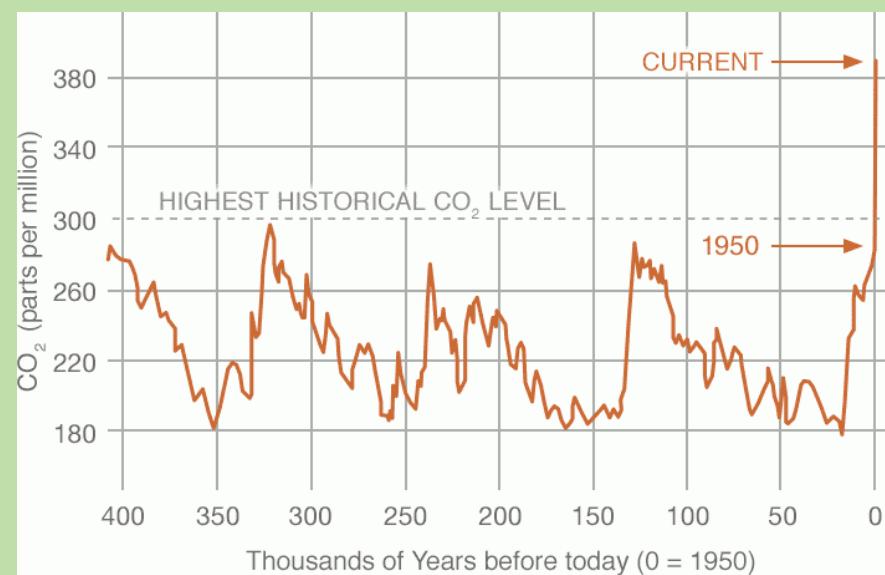
Data since the 1940s shows that the heat content of the oceans has been increasing. Waters closest to the surface have warmed significantly over the past two decades.



In addition to the rising sea water level and temperature, entire ecosystems are being destroyed. With the release of carbon emissions and pollution, there are massive consequences. The bleaching and death of coral reefs, algae blooms, and polluting of the oceans are all preventable disasters that can still be stopped.



One of the most daunting aspects of climate change is carbon emissions. This is one of the main forces behind climate change and will only continue with our further reliance on fossil fuels. Our current emission levels are nothing natural when comparing to previous emissions over thousands of years.



“As we design climate solutions, we have to think about a just transition for workers and those who are caught in the middle” - Anne Kelly, senior policy director of Ceres

The Three Goals of the **Green New Deal**

01

Decarbonize.

Decarbonization is the aforementioned halting of the use of fossil fuels such as coal, oil, and natural gas. For us, this would be in the way of decarbonizing the United States economy which would mean quickly and smoothly transitioning the economy from fossil-fuel based to renewable energies. Of course, the American economy runs on fossil fuels, so the transition will not be easy. The GND calls for an optimistic goal of 100% renewable or clean energy in 10 years.

Though this plan is a best case scenario, most scientists agree that the transition is possible in a reasonable amount of time, even if it does require pushing the target back a little. Decarbonization in the US would take the form of a multitude of clean and renewable energies. A switch to wind power, solar power, and nuclear power would drastically reduce the US economy's reliance on fossil fuels along with a transition to greener cities with things like electric cars and public transport.

02

Guarantee Jobs.

The Green New Deal's job guarantee is just as important as its climate legislation components. It is important to make sure that we are saving the people and workers who are most affected by climate change in addition to saving the planet. The U.S. employs 1.1 million employees, or 55 percent of all energy workers, in traditional energies such as coal, oil and gas.

That is a lot of workers that need to be transitioned to a new job. The Green New Deal's job guarantee gets inspiration from job guarantees during the Great Depression. It has a unique purpose that says if you have lost your fossil fuel job, and you have not yet been incorporated into the green sector, then it is ensured that during that transition for you, you will be provided “a job with a family-sustaining wage, adequate family and medical leave, paid vacations, and retirement security to all people of the United States.”

This job guarantee will ensure that a transition to a carbon-neutral climate is as smooth as possible and helps to benefit the ones most affected by climate change.

03

Transition Justly.

As previously stated, the Green New Deal's goal is to ensure that those who are most affected by climate change and climate change legislation are justly aided and compensated. This includes protections for people in low-income communities, communities of color, indigenous communities, and front-line communities most affected by climate change, pollution, and other environmental harm.

This would be implemented by the aforementioned jobs guarantee, a raising of the minimum wage, investments in these communities, and having strong labor and nondiscrimination standards. The Green New Deal would guarantee a well-paying job, excellent benefits for things like child and elder care, paid vacation, and a safety net for those that need it.

The Green New Deal aims to build grassroots power, with legislation being made with consultation of the front-lines communities, and current fossil-fuel workers. With these goals in mind, the Green New Deal seeks to be an embodiment of America's values of justice, democracy, and equality.

How will we pay for it?

The most frequently asked question when the Green New Deal is brought up is always: "But how will we pay for it?" It is an excellent question to ask whenever thinking about implementing or supporting a new piece of legislation, but in this scenario it is tough to put an exact cost measurement on the Green New Deal.

Why is that? Well, that is because the Green New Deal is not an official declaration of policies to implement. After all, the Green New Deal is a set of non-binding ambitions, not specific policies, so the price will depend on the policies put in place. In fact, the Green New Deal purposefully avoids mentioning a specific cost point, as it tries to be as flexible as possible to ensure support and policies can be built around it, and as a "set of ambitions", it aims to not set strict limits but rather to reduce greenhouse emissions as much as technologically and economically feasible.

Since this is the case, scary figures that are mentioned like \$93 trillion aren't just misleading but outright wrong. When pricing out the Green New Deal, there are a lot of factors to consider, but there are two main ones:

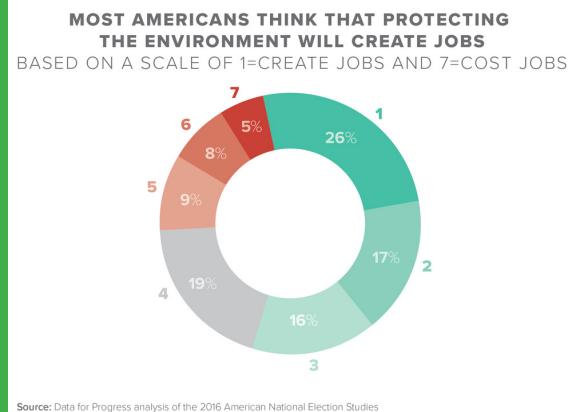
1. Shifting around and adding to the budget.

This would entail taking spending in other parts of the economic budget and allocating them towards the Green New Deal. This could be enacted in many ways, but some popular ideas have been cutting military spending, enacting a higher tax rate on the super wealthy, and taxing sectors of the economy with high carbon output to incentivize them to lower emissions.

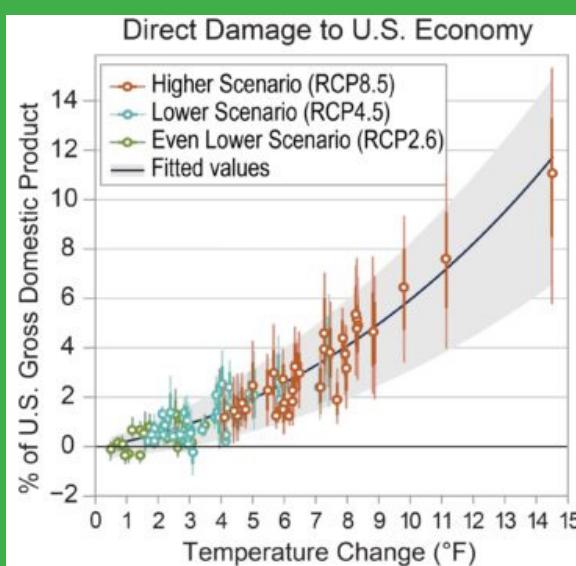
2. Pricing out the costs of climate change

Climate change impacts are going to cost a lot more than climate change mitigation. Natural disaster relief alone costs Americans billions of taxpayer dollars a year already, and with worsening natural disasters like forest fires, floods, and droughts, this number will only grow. By investing in climate change mitigation, we can lower this number and reinvest the saved money.

With these goals in mind, we can try to estimate the cost of the Green New Deal, but it will be hard. Then, there is the economist perspective: model the economy's available resources; figure out what you can deploy and still avoid inflation; figure out how much private consumption spending you have to displace to make room for the necessary war spending; and finally, ensure a just transition.



"When Congress funnels trillions to the military or cuts taxes for the wealthy, no one asks how they will pay for it."



What can we do?

When it comes to tackling climate change, it is important to remember: **we are running out of time.** If we don't act on climate change today and work together to bring about and end to carbon emissions and enact a Green New Deal, then the United States will be in dire straits. Putting an end to climate change is a bipartisan effort that cannot be done by just one party, democratic or republican. Though there have been many suggestions to tackle this issue, the Green New Deal is a comprehensive platform that details standards and policy ideas to bring about not just net-zero carbon emissions, but also a transition to green energy that is just, and that provides workers with well paying, livable jobs.

Climate change is the biggest threat facing not only the United States, but humans as a race and the entire planet with us. To help secure a future for our future generations, we need to do everything we can to combat climate change. If possible, reach out to your representative, tell them your concerns, and ask them to support the Green New Deal. If you feel like going even further in the fight, then ask local representatives and community members how you can join a climate movement.



MORE INFORMATION

CONTACT YOUR REPRESENTATIVE

<https://www.house.gov/representatives/find-your-representative>

or

202-224-3121

GET INVOLVED

sunrisemovement.org

350.org

peoplesclimate.org

DESIGNED BY

Tyler Olin



The Power of Design

Empowering designers to enact change

Self-Defined Project

Topic:

Design for Change

Purpose:

Test Design Skills

Timeline:

Oct 28 - Nov 16

Tools:

Adobe InDesign,
Adobe Photoshop

My final and definitely one of the most important projects in this class was the self-defined project. This project was the final test for this class: we had to combine all of the design skills we learned and put them into a project of our choosing. This project was strange in that there was little guidance for what we made, but I believe the extra freedom helped contribute to the creativity in it. After thinking over a few ideas, I chose to write about designing for change.

I ultimately chose this topic as it is close to me and represents what I would like to do with my future career. The project aimed to make a digestible argument on why a designer should use their design skills to enact change and help improve the lives of their community. I wanted to make the design look as friendly as possible so designers reading it are less intimidated and to call them to action.



The Power of Design

Empowering designers to enact change

The Power of Design sets out to get designers to work for social good. The year 2020 has highlighted many of the inequalities many of us face everyday. Though our society has made tremendous progress in the last decade, there is still a lot of work to be done. Issues like civil rights, healthcare, poverty, and many others need everyday citizens at the forefront of these movements to aid in making this progress. As designers, we can do our part in championing these ideas and working for social and political change in our nation. Our hope is to make some of these projects known and to convince designers like you to join in.

Whether it is working on a project for a non-profit or governmental agency, or doing volunteer design work for your local community, there are endless opportunities to utilize design for positive change and social good. The Power of Design works to bring together and support designers through practice, online networks, and designing development opportunities. Designs that help progress social and political movements can be found everywhere, from the Center for Analytical Approaches to Social Innovation at the University of Pittsburgh, to projects like Everyone Everyday in London.

How to create change?



Getting Started

It may appear to be a daunting task to go out and seek a project like this, after all almost everyone wants to do something to help out, but the truth is many people just don't know where to start. In reality, it is actually much easier than you may think, with a team of great people and your knowledge of design skills, you can make the change you want to see. There are three main steps you should focus on when doing design work for social and political change.

1. Finding a project

First, you will want to find a project to work on. Whether you are creating your own project from the ground up or searching for an existing one to work on, there are many resources at your disposal. Choosing a topic for your project is easy, just ask yourself: "What am I passionate about? What do I want to see changed and how can I help to enact that change?" Get out some paper and a pen and brainstorm some topics. Think about things that affect you and your community.

Do some research.

Before embarking on your design project, you need to do your research. Researching is a very important aspect when picking a project, especially when trying to enact effective change. Make sure you are well versed in both the project you are tackling, and general design principles in that field. Say you want to create a design that helps to drive people to the polls to vote. Not only would you want to research things like how voting works and election dates, but you also need to research ways to make your design effective, like what designs would work best for making a call to action that drives people to the polls?

Looking for an existing project.

Finding an already existing project is even easier. Usually there are many places and people working on projects exactly like these that you can easily find if you know where to look. Contacting family and friends, visiting public libraries, going to local community centers and events, or asking around at work or school are all great ways to discover design projects, and most of them can use

all the help they can get. In today's age of covid-19, it may seem difficult to find a project with a lack of these many in-person resources. Luckily, with the wide accessibility of the internet you still have an endless amount of options for finding a great project to work on.

Design groups working on social change projects are abundant on the internet, with a countless number of groups tackling various issues on sites and applications like Facebook, Discord, Slack, LinkedIn, and MeetUp. In addition, many nonprofits and local organizations have their own websites outlining current projects they are working on with methods to contact them. Lastly, you can always take advantage of search engines like Google and Bing to look for design groups and projects.

2. Building relationships

One of the most important aspects of making design projects for change is building a network and relationships that you can use to spread your message and enact change. After all, it takes more than just one person to change public

Consider strengths & weaknesses.

By building partnerships with others you can accomplish more with less. When forming these relationships it is important to be realistic and think of exactly who/what organization you can partner with and what each of you would bring to the table. Whether you are creating your own project or joining an existing group it is essential to consider the strengths and weaknesses of each member and what assets they bring. Maybe you can serve as a teacher or mentor for someone else in the project, or as a student if you are looking for more experience in a specific area.

Construct a network.

If you enjoy working with your team then don't be afraid to ask to exchange contact information with them or to follow them on social media. Many designers also have other resources to share and borrow like design blogs, YouTube channels, etc. It is crucial to build a strong network of great workers, volunteers, and even donors to help on current and future projects.

Try and reach out to those most affected by your issue.

Creating a network is not just important for you to get advice and assemble a team, but also to reach out and find more groups and individuals that could benefit from these projects. For example, if you're working on a project that wants to get more customers to go to black-owned businesses, then contact some local businesses in your area.

When volunteering, don't forget to treat an organization like a highly valued client. After all you are learning and serving experts in the field!

Or if you want to get more people to vote then contact people that live or work in areas with low voter turnout. Not only can doing this aid in efficiently finding the best ways to help out with your issue, but it also teaches you about the root causes of the issue and allows you to meet new people from different backgrounds. By meeting new and diverse groups of people you can learn of even more ways to help your community and gain knowledge from the stories they share to you.

3. Start designing!

After learning how to find a project to work on and how to build a network, there's nothing left to do but to start designing. Although there are many areas and specialities in the field of design, there are a few general points that all designers should follow when working on projects for enacting social change.

These points are important to keep in mind while constructing your design as it allows you to make an efficient and effective design for your project. The American Institute of Graphic Arts' Mark Randall outlines great design methods to keep in mind:

Design for good

- Initiate a project or group that uses design skills
- Facilitate design thinking
- Establish a socially-engaged business or nonprofit
- Inspire a movement

Designers for good

- Observe and engage through social media
- Investigate and advocate for social causes
- Donate money or goods to an organization
- Volunteer time to a local organization or community
- Create a fundraising event for a local nonprofit

In addition to these great tips, there are some other things to keep in mind when designing. Make sure your design work is both something that you are experienced in, and something that you are interested in. By designing with your heart, it guarantees that you will be putting in maximum effort and talent.

Furthermore, it is imperative that you are using this opportunity to learn and persevere. Do not be afraid if your project or design fails! You can't let failure stop you from wanting to enact change. Design work is hard work, and it is imperative that you learn from your mistakes. Also keep in mind to document and share your work. A great way to get an audience to join your cause is through telling powerful stories. By documenting all the hard work put in by your team and members of the community, then you can reach an even wider amount of people and make more connections! Lastly, remember what or who you are designing for. Doing a design project for social change is about much more than looking good on a resume. Keep in mind the reasons you embarked on this project in the first place!

Make a difference

What makes you want to enact change? Change can be as simple as changing someone's opinion or as complex as constructing a reality that is unmet.



Working to save our planet from climate change



Fighting against inequality



Ensuring rights regardless of sexual orientation.



Making access to proper housing a human right



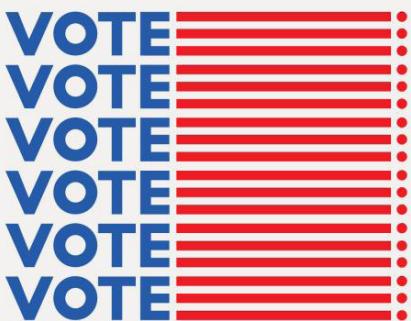
Keeping families together no matter their status or origin



Volunteering for Covid-19 mutual aid projects

Learn from others

Explore other projects that aimed to enact change for social or political good. Get inspired!



Design for Democracy

An initiative that uses design tools and thinking to increase civil participation. Find out more at: aiga.org

AIGA | 1998 -

The Southern Initiative

The Southern Initiative

An Auckland, NZ based project created to help solve social and economic issues in its local communities. Explore it at: tsi.nz

Auckland Council | 2012 -



Familias Separadas

A public art project in Philadelphia that aims to shut down abusive ICE facilities in the US. View the gallery: michelleangela.com

Michelle Angela Ortiz | 2017-

It's always time to act

After learning about how you can start your own design project for change or join an existing group, and thinking about potential issues you would like to tackle, it is now time to act. Whether you can only give up a few minutes a day or work on a project full-time, it is always time to act. Though change is hard to enact alone, it takes just one person to start a project that strengthens your community.

Remember, keep your best design principles on your mind, and don't be afraid of failure. Though making a large impact seems difficult, keep in mind that change doesn't happen in a day. As designers our mission is to learn about the experiences of people facing difficulties, and to use that understanding to rethink traditional modes of making change. Get started, find a project, build a network, and start designing!



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