



**SCHESSA**  
GRAPHIC ARTIST 



*Hullo there!*  
*Let's jump right in.*

## **BRAND NEW THEATRE RE-BRAND**

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An on-campus theatre group needed a new logo and a new marketing manager.  
*Enter Schessa stage left.*



**BRAND  
NEW  
THEATRE**



BRAND NEW  
THEATRE  
PROMO

The brand's personality  
is quirky, novice, and  
energetic.

**HEY.**  
**AUDITIONS.**  
Spring Full-Length  
↓  
**February 2+3**  
SIGN UP @ THE DRAMA CENTER  
Performances 3/26-3/28  


**YO.**  
**ONE-ACT**  
**SUBMISSIONS**  
↓  
DUE February 8 by 11:59 pm  
&  
**DIRECTOR**  
**APPLICATIONS**  
↙ due the following week  
+ auditions at the end of February  


## BRAND NEW THEATRE PROMO

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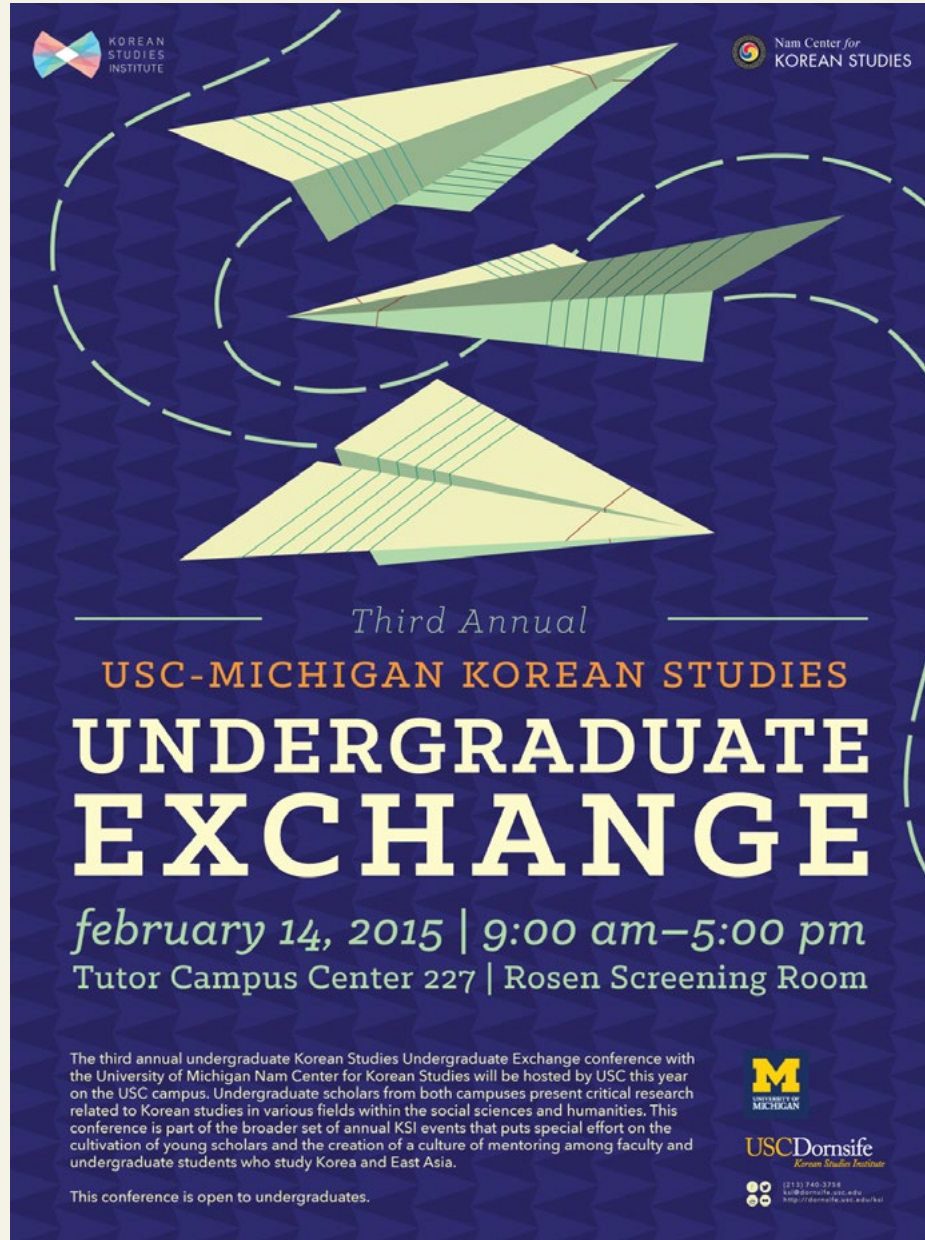
Facebook banner, profile picture, and Kickstarter profile for the spring 2015 production.





## USC KOREAN STUDIES INSTITUTE

For the past two years, I have created KSI's promotional materials, including posters, web banners, and t-shirts for their educational events and lectures.



KOREAN STUDIES INSTITUTE

Nam Center for KOREAN STUDIES

Third Annual

USC-MICHIGAN KOREAN STUDIES

**UNDERGRADUATE EXCHANGE**

february 14, 2015 | 9:00 am–5:00 pm  
Tutor Campus Center 227 | Rosen Screening Room

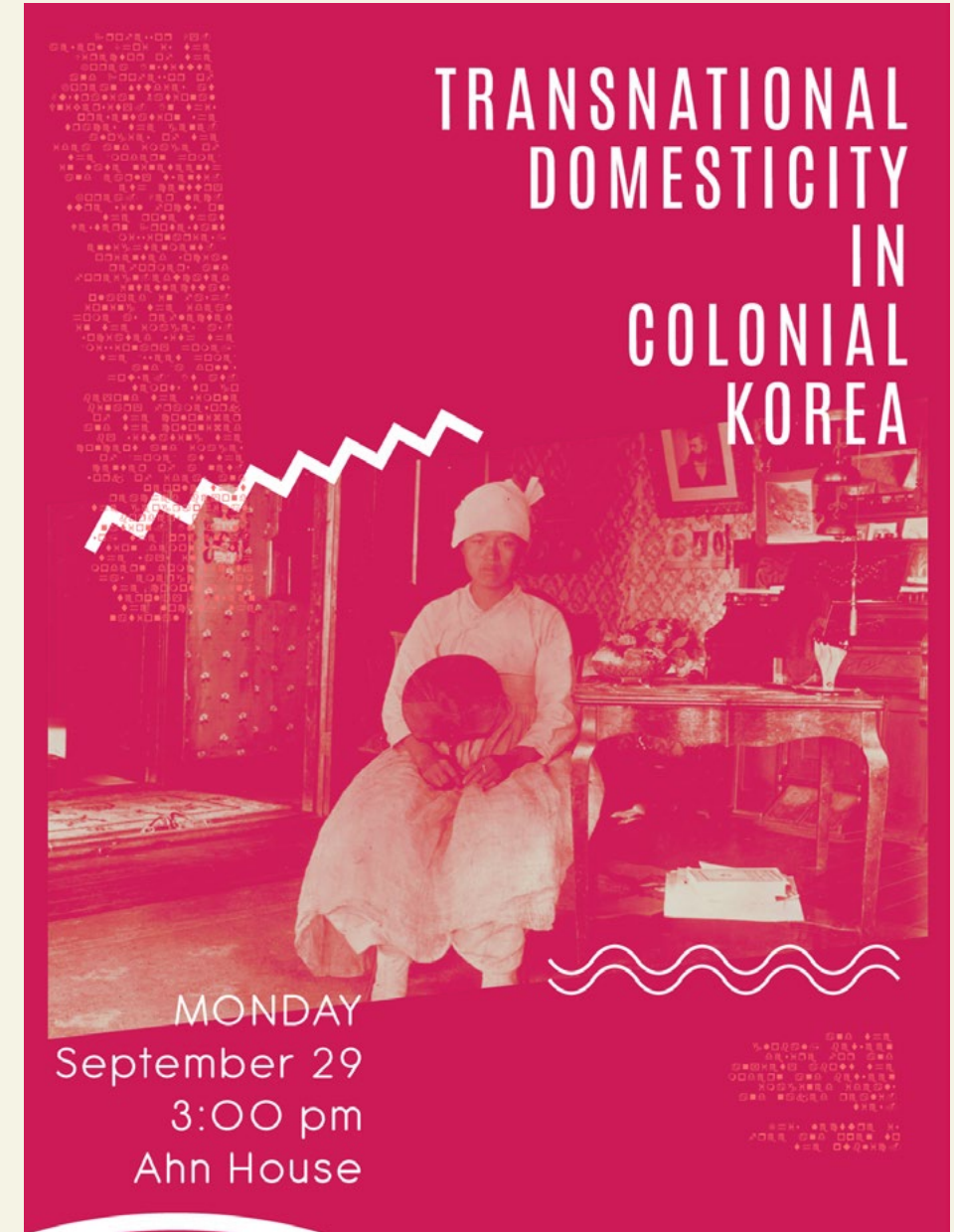
The third annual undergraduate Korean Studies Undergraduate Exchange conference with the University of Michigan Nam Center for Korean Studies will be hosted by USC this year on the USC campus. Undergraduate scholars from both campuses present critical research related to Korean studies in various fields within the social sciences and humanities. This conference is part of the broader set of annual KSI events that puts special effort on the cultivation of young scholars and the creation of a culture of mentoring among faculty and undergraduate students who study Korea and East Asia.

This conference is open to undergraduates.

UNIVERSITY OF MICHIGAN

USC Dornsife  
Korean Studies Institute

(213) 740-3238  
ksu@dornsife.usc.edu  
http://dornsife.usc.edu/ksu



TRANSNATIONAL DOMESTICITY IN COLONIAL KOREA

MONDAY  
September 29  
3:00 pm  
Ahn House



## USC KOREAN STUDIES INSTITUTE

The brand I've build for KSI is heavy of visuals, especially in the realm of vector illustration, in order to bring energy to the text-focussed work.



**MILITARY  
EXPENDITURES<sup>in</sup>  
EAST ASIA  
WITH A FOCUS ON  
KOREA**

**TUESDAY FEBRUARY 17, 2015**  
**1:00 PM** // // // // // // // //  
// // // // // // // // **AHN 100**

Join Evelyn Goh, Shelden Professor of Strategic Policy Studies of Australia National University and Professor David Leheny, Henry Wendt III '55 Professor of East Asian Studies at Princeton University as they discuss the topic of military expenditures and threats in East Asia.

This event is co-sponsored by the Korea Foundation.

Open to graduate students and faculty only.

**KOREA KF FOUNDATION** **USC Dornsife**  
Korean Studies Institute


213.740.3758  
koreanstudies.usc.edu  
http://dornsife.usc.edu/ksi



**Lunar  
New Year  
Celebration**

**02.19.2015**  
thursday

**12:15 pm**  
Live performance at Tommy Trojan  
& free lunch reception at AHN 100  
immediately following



**BOOK PROPOSAL  
WORKSHOP**

**CHIN-HAO HUANG  
AND HANMEE NA KIM**

**TUESDAY • APRIL 14, 2015 • 3:00 - 5:00 PM • AHN 100**

## TROY CAMP RE-BRAND

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I led a diverse team of TC counselors in a year-long rebranding project, teaching them about brands along the way.

This was our final logo, but we started by creating the mission and value statements.



### Our Mission

*USC Troy Camp provides long-term mentorship for students in South Los Angeles. Together, we engage in educational, extracurricular, and leadership programs to foster personal growth and instill the value of learning.*

### Our Values

*Friendship, Discovery,  
Growth, Community,  
Enthusiasm*



## TROY CAMP RE-BRAND (PROCESS)

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A small sampling of the  
dozens of typographic  
options we explored.



university of southern california  
**troy camp**  
since 1948

troy  
camp



UNIVERSITY of  
SOUTHERN CALIFORNIA  
**TROY**  
SINCE 1948  
**CAMP**

usc  
**Troy**  
**CAMP**  
est. 1948

usc  
**TROY CAMP**  
SINCE 1948



## TROY CAMP PROMO

For the past two years,  
I've been honored with  
the task of promoting  
our largest fundraising  
event, Troy Camp Gala.

..... save the date .....



2014  
TROY  
CAMP  
Gala

April 10, 2014 | 5:30 pm cocktail  
CARUSO CATHOLIC CENTER | 6:30 pm dinner

If you would like to get a headstart on reserving your tickets,  
as space is limited, please follow the instructions below!

SAVE THE DATE



6th annual  
Troy  
Camp  
Gala

Pass the Can

Saturday, April 25  
6:00 pm  
Radisson at USC  
Katherine "Magellan" Dorosk  
gala@troycamp.org

## *SPOP* MOBILE APP

This was the initial identity and screen mock-ups for a fellow student's social media app start-up.



spoop



spop



spoop

# SPOP MOBILE APP

I discovered that I have a thing for icon design.

<

create a spop

✕

What's your spop about?

title

message

Choose your distance

small  
(classroom)

⚓

medium  
(building)

large  
(campus)

Post

username  
+ picture

anonymous

spop!

<

carpool to concert

🗨️

schessa

Hey is anyone else going to the Sam Smith show tonight + has a car?? I'll help with gas!

I'm going!! And I have a car. My friend and I are meeting up at 7:30. You can tag along with us.

chase

schessa

Awesome :D

I LOVE SAM SMITH OMGGGGG I'M COMING WITH YOOUUU

OK cool where should I meet you guys? GAH I love him too. I hope he plays "Lay Me Down"

patrick

He HAS to. Wait what are yall wearing idk if I should go for cool or comfortable????

I was gonna go pretty classy on

🗨️

spop

+



Josué M.

active: 1 hour

About

I'm a student at USC majoring in Business and minoring in Underwater Basket Weaving. Slackline in the off time.

Friends

schessa

chase

patrick

leland

alex

Interests







BEYONCÉ



block this person



## OTHER IDENTITIES

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My freelance work  
focuses on logo design.

top:

A new student club  
dedicated to learning  
about LA's public art.

below:

A web service that helps  
disabled families find  
friendly resources.

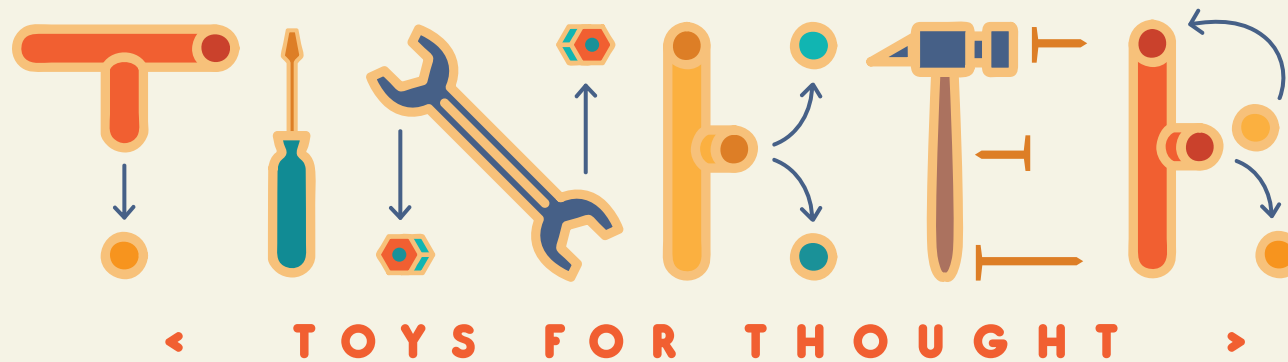


## OTHER IDENTITIES

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top:  
A new film  
production company.

below:  
A fictional STEM toy/  
hobbyist manufacturer.



## ILLUSTRATION

I use a mixture of hand-drawn and digital techniques for works both personal and professional.

left:  
Vector portrait of model  
Chantelle Winnie.

right:  
My personal webcomic.





## ILLUSTRATION

A flair for the fantastical.  
And beards.





## WHY SCHIAPARELLI x POKÉMON?



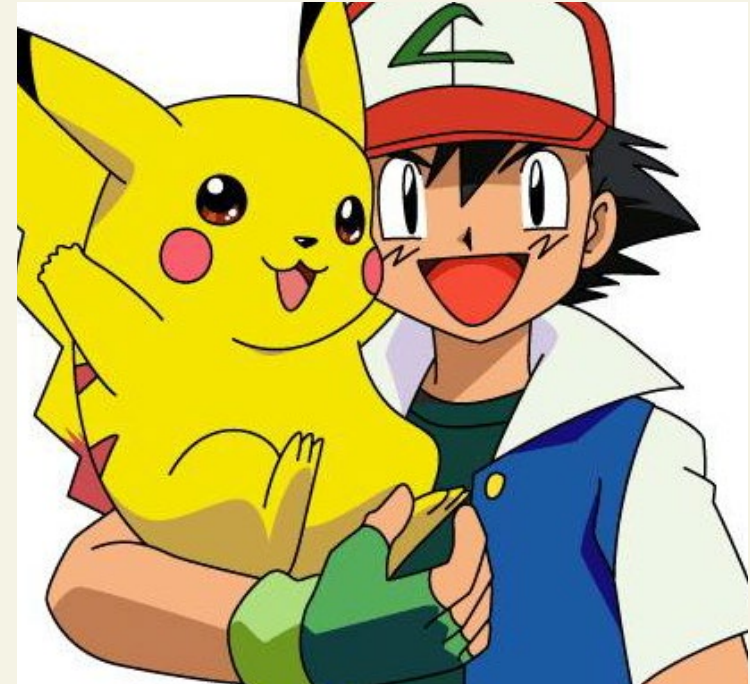
### POKEMON x SCHIAPARELLI

In this fictional collaboration, I was to create a brand and products mock-ups.

The following are screen-grabs from the design brief.



Elsa Schiaparelli  
is the queen of odd coupling.  
Her brand revival needs  
to reach a younger audience.



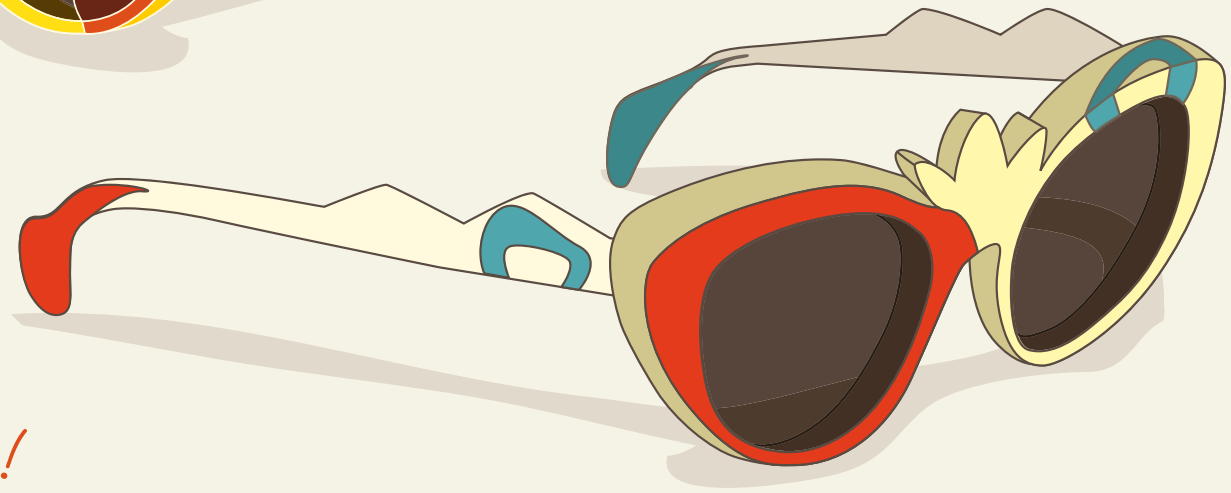
Pokémon  
features colorful and contrasting  
imagery, and appeals to nostalgic millennials,  
Schiaparelli's target market.

## POKEMON x SCHIAPARELLI

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Sunshades inspired by  
Schiaparelli's classic  
silhouette and the  
characteristics of Pikachu  
and Togepi.

CAPSTONE PRODUCT 

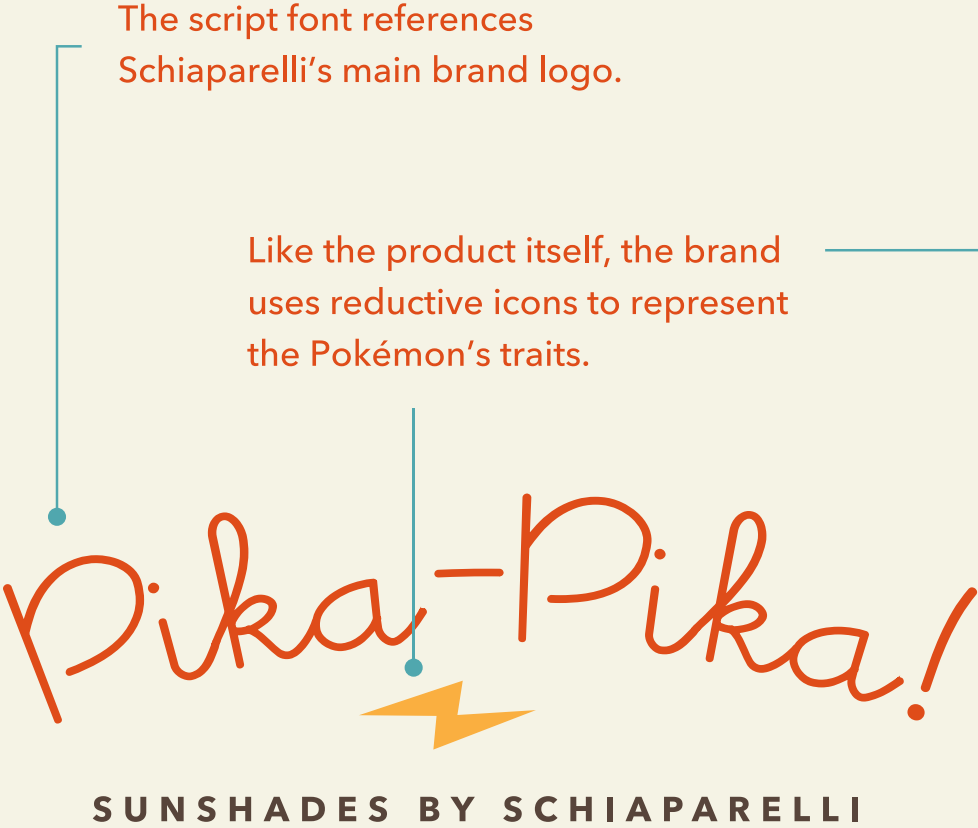


*Pika-Pika!*  
  
SUNSHADES BY SCHIAPARELLI

# POKEMON x SCHIAPARELLI

Explaining the details of  
the logo and hangtags.

## BRAND ELEMENTS



A plus-sign pattern represents both the collaboration and electricity symbols.

*thanks for looking!*



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Roski School of Art + Design

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