

Sophia Krantz

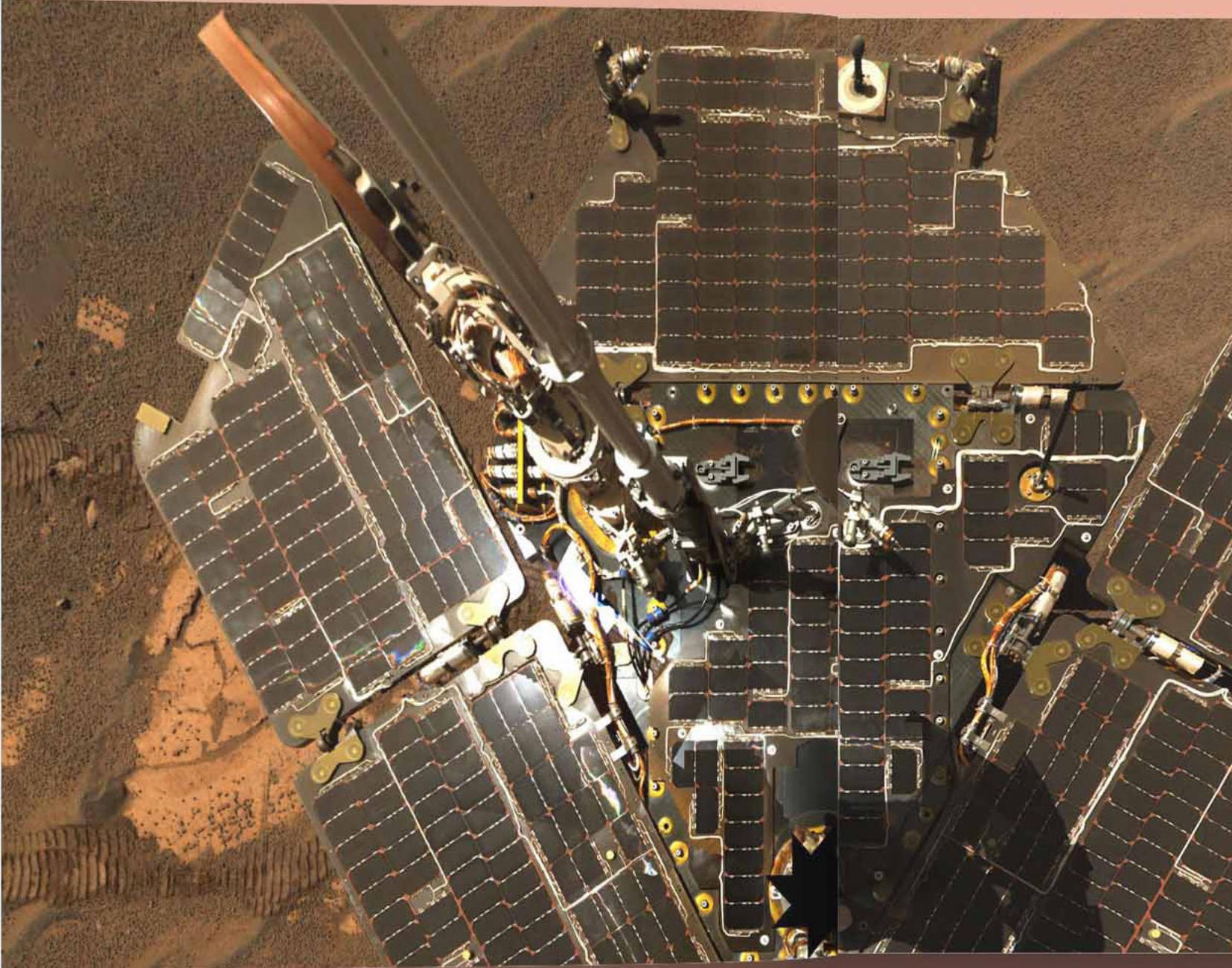
Design Portfolio

The Last Year

**Book Design
December 2019
10 × 10 in.**

The Last Year is a text and image book chronicling the last twelve months of reports from the NASA Opportunity Mars rover prior to its missions' end. Each month is described in relation to the number of days (sols) on Mars and juxtaposes raw data and photographs transmitted by Opportunity beside lyric excerpts from songs that NASA played to the rover in the hopes of re-establishing contact.

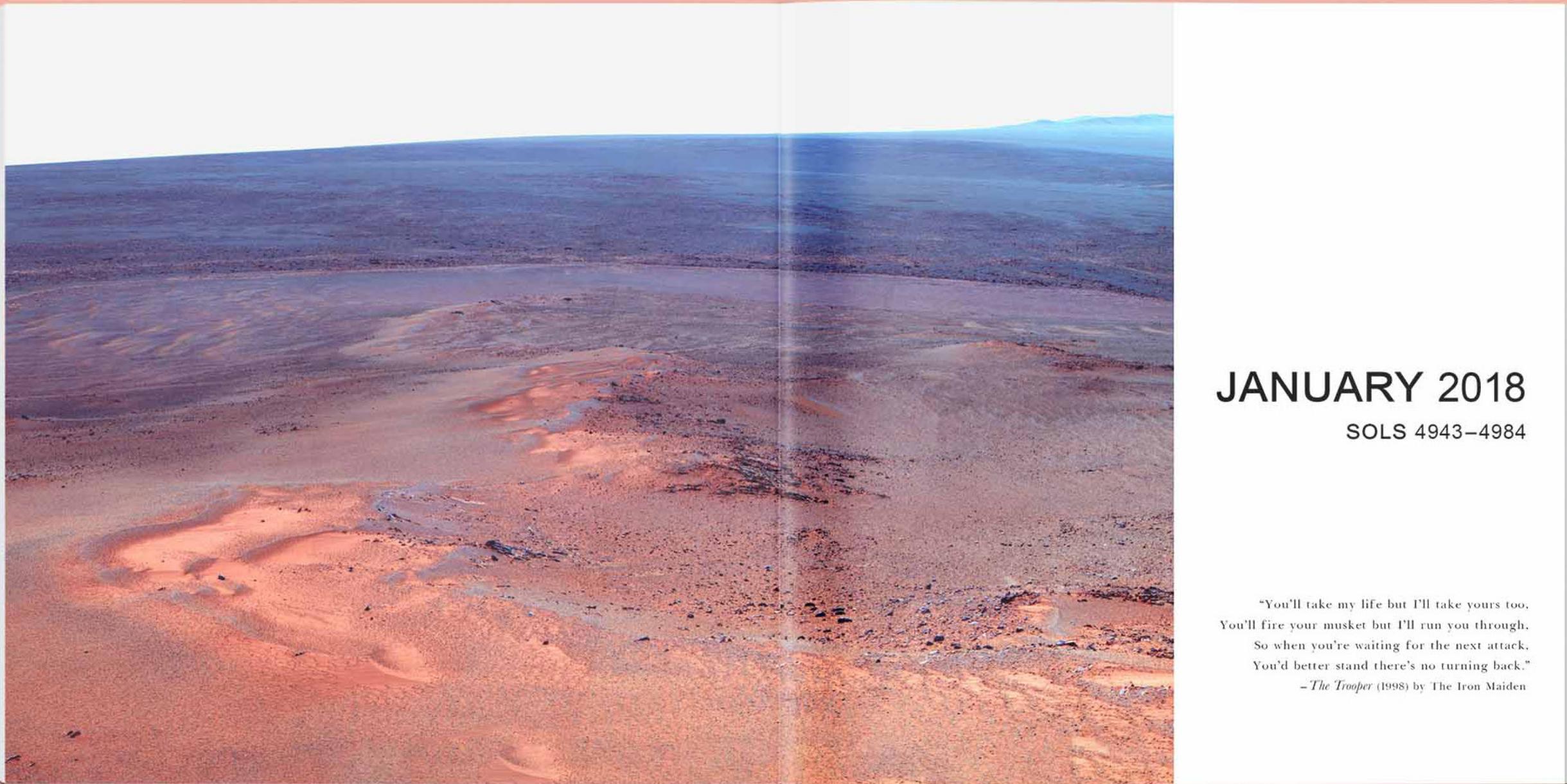




"Opportunity was the second [of] two rovers launched in 2003 to land on Mars and begin traversing the Red Planet in search of signs of past life. The rover [was] actively exploring the Martian terrain, having far outlasted her planned 90-day mission. Since landing on Mars in 2004, Opportunity has made a number of discoveries about the Red Planet."

—NASA JPL Mission Statement

This book details the last year of Opportunity's communications with NASA, from January 2018 until communications became troubled in August of the same year; NASA scientists at the Jet Propulsion Lab played songs to the rover to re-establish communications. As time passes differently on Mars than on Earth, the days are recorded in terms of passing sols, or suns.



JANUARY 2018
SOLS 4943–4984

"You'll take my life but I'll take yours too,
You'll fire your musket but I'll run you through,
So when you're waiting for the next attack,
You'd better stand there's no turning back."

—*The Trooper* (1998) by The Iron Maiden

Sols 5183–5189:

No signal from Opportunity has been heard since Sol 5111 (June 10, 2018). The dust storm on Mars continues its decay with atmospheric opacity (τ) over the rover site decreasing.

It is expected that Opportunity has experienced a low-power fault and perhaps, a mission clock fault and then, an up-loss timer fault. The project is continuing to listen for the rover either during the expected fault communication windows, or listening over a broader range of times using the Deep Space Network Radio Science Receiver.

The project is also sending a command three times a week to elicit a beep if the rover happens to be awake.





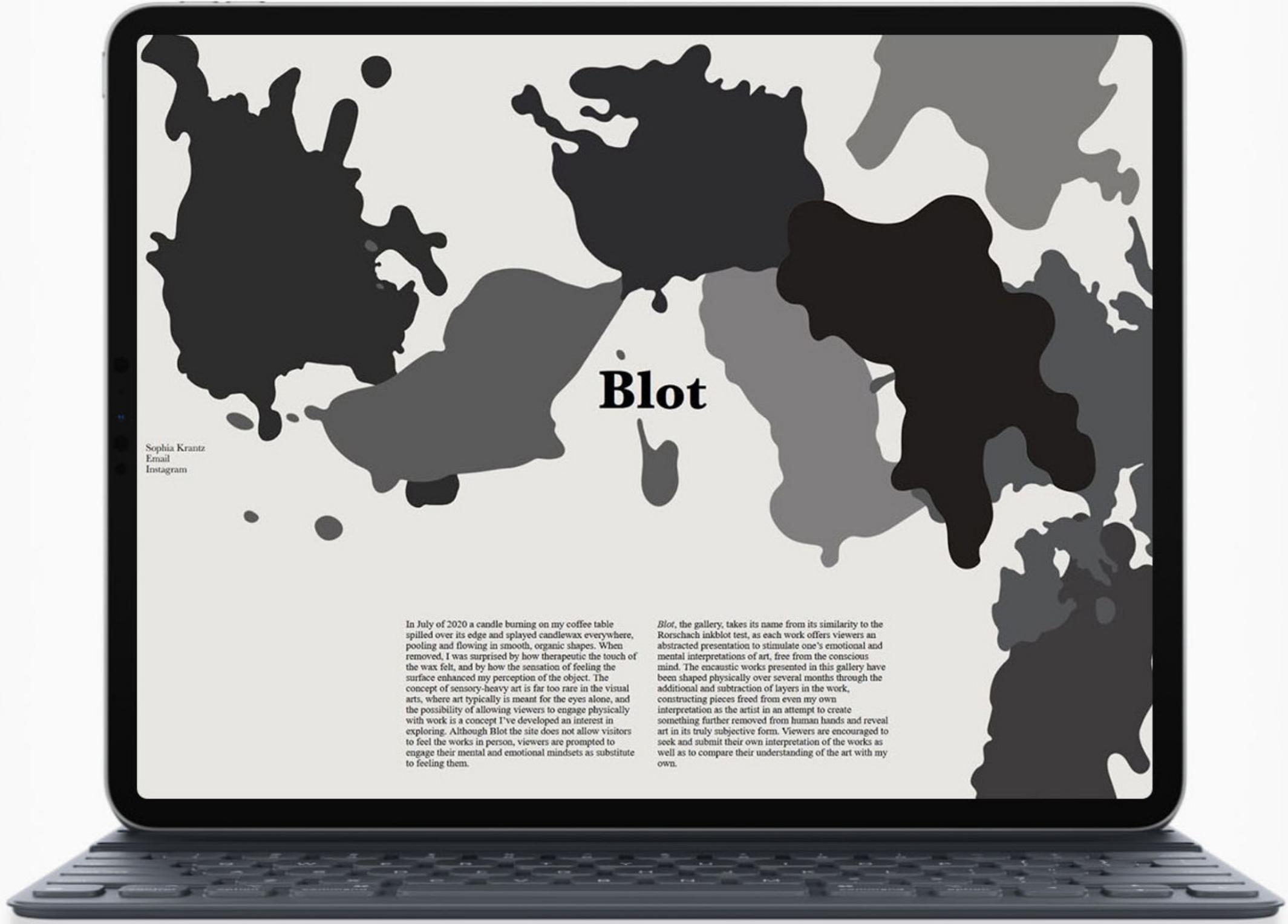
Blot.gallery

Encaustic Paintings and Website Design (<https://www.blot.gallery>)

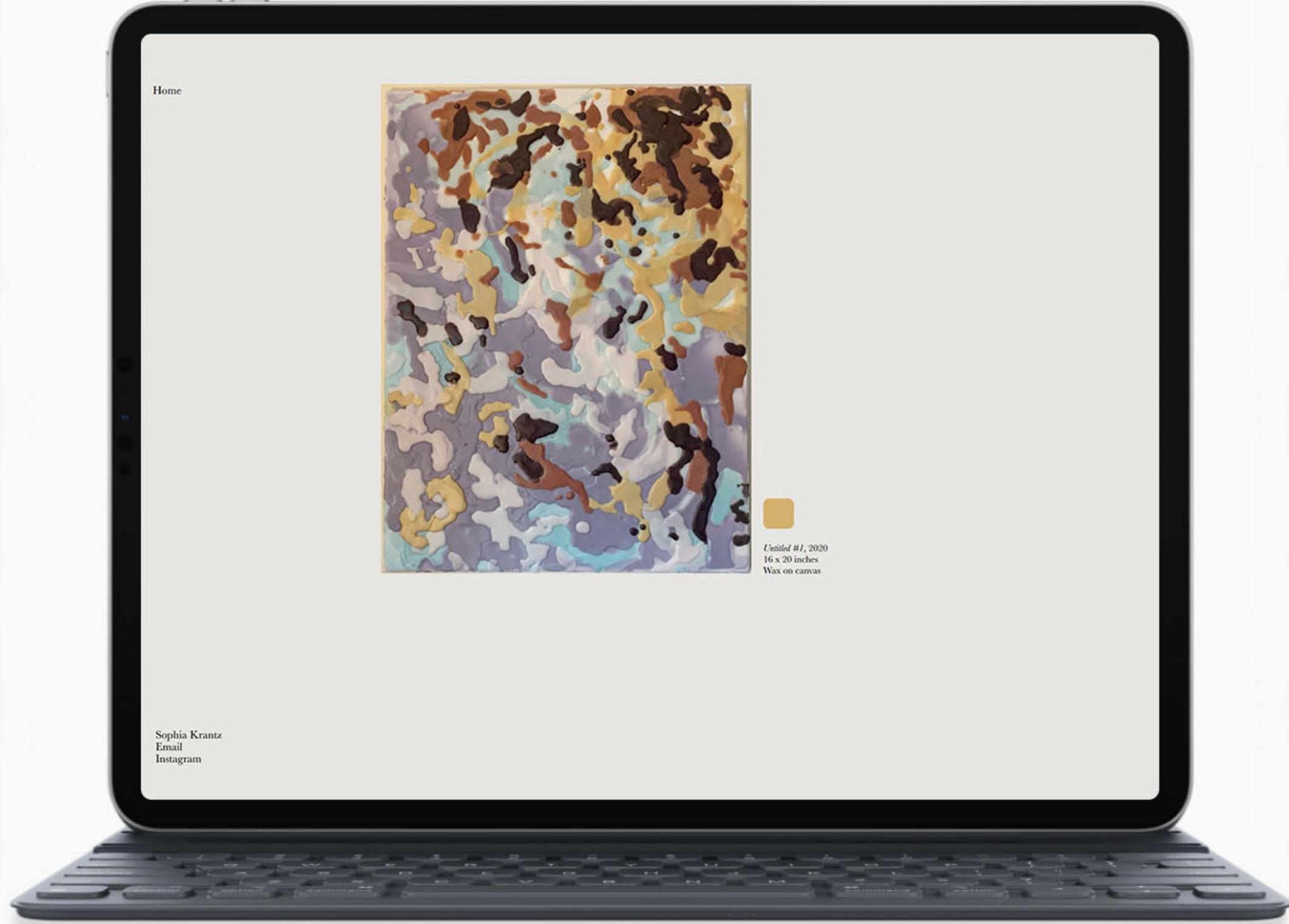
16 × 20 in, 18 × 24 in, 1920 × 1080 px

January 2021

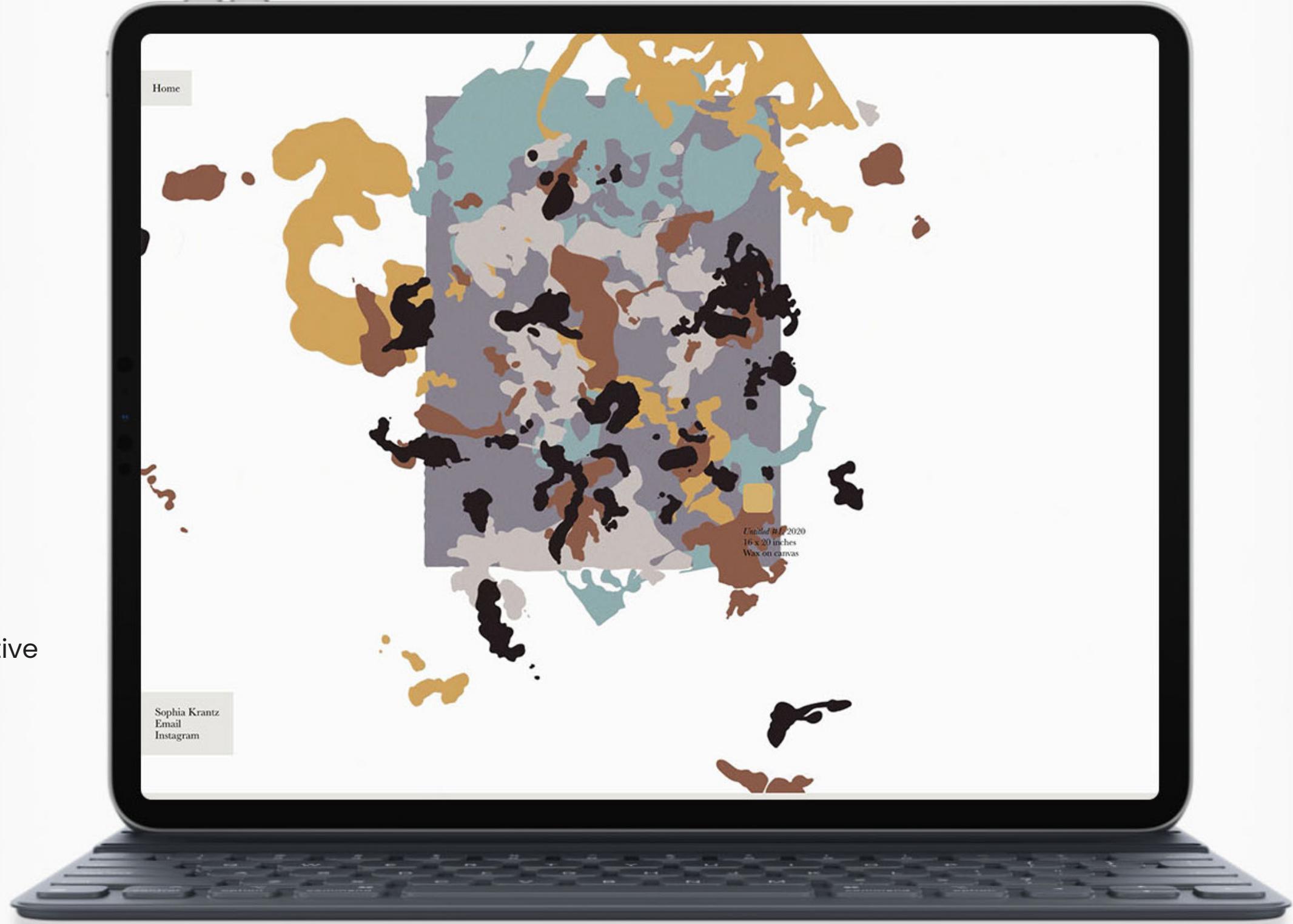
Blot.gallery is a gallery microsite built to house the Blot collection of encaustic paintings and their digital counterparts. The works, created as physical pieces, were photographed and animated as a means of separating the in-person experiences from its virtual component. Viewers are encouraged to interact with the images by clicking through the animations and titling the works themselves based on what they see.



Gallery page still



Gallery page active



Alternate Ending

**Poster Design
December 2018
18 x 24 in.**

Alternate Ending is a promotional poster for a film festival centering on films with conflicting director and audience cuts as a way of shining light on the difficulty of creating art that does not promote happy endings for viewers. The films included in the lineup are Apocalypse Now (1979 Coppola), Brazil (1985, Gilliam), Pretty Woman (1990, Marshall), Donnie Darko (2001, Kelly), and Get Out (2017, Peale).

ENDING ONICINE ENDING ALTERNATE ENDING ONICINE

09/25

Apocalypse Now
Coppola 1979

"How war reveals truths we would be happy never to discover."

10/09

Brazil
Gilliam 1985

"A song of madness and romance, murderous bureaucracies, and malfunctioning air conditioners."

10/28

Pretty Woman
Marshall 1990

"The most commonplace and shabby fantasies spun into a frighteningly appealing gossamer."

11/06

Donnie Darko
Kelly 2001

"A deliriously subtle exploration of storytelling possibilities, and a deliciously wry teen-pic to boot."

11/20

Get Out
Peale 2017

"Very creepy, very funny, and as pitiless as a surgeon's scalpel."

A Directors' Cut Marathon
The State Theater of New Brunswick

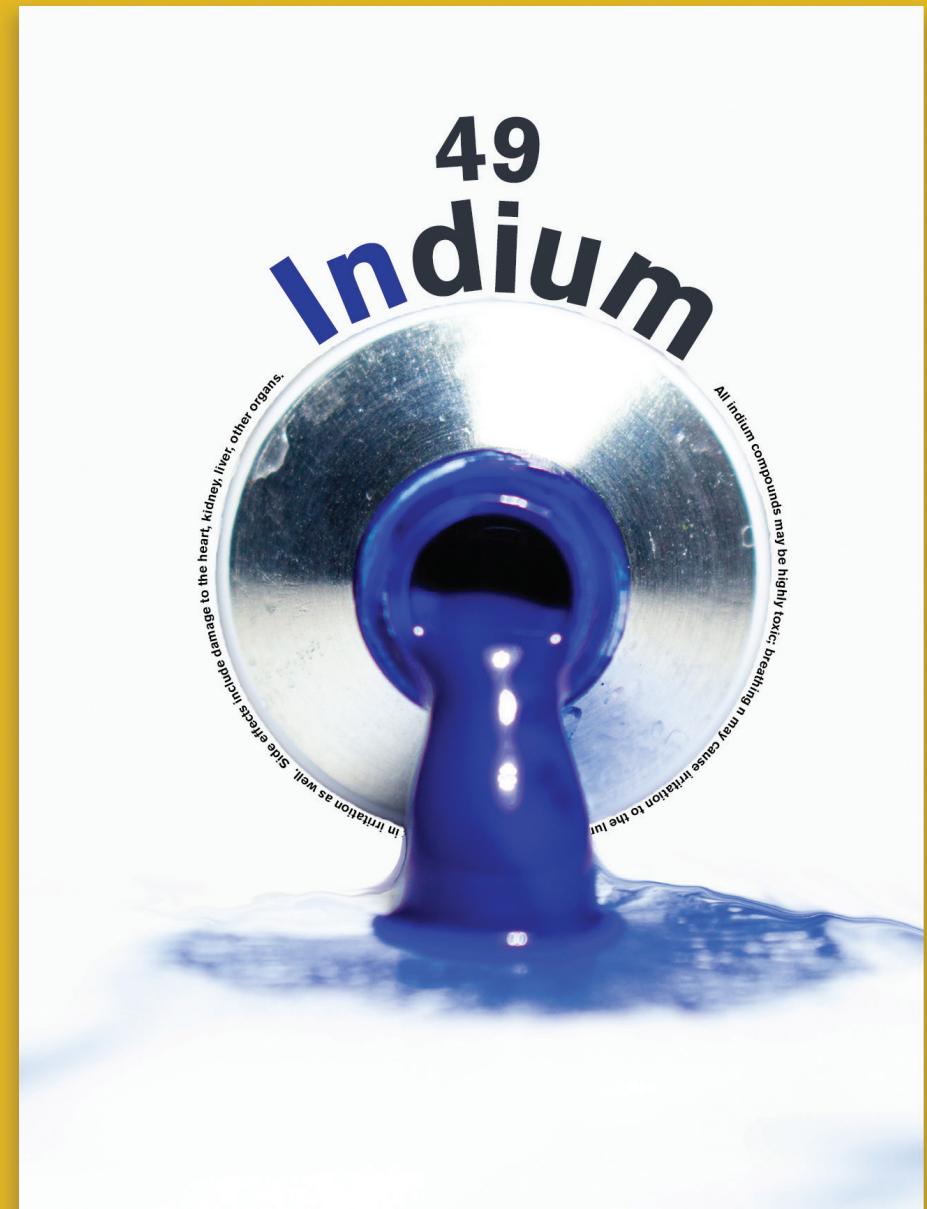
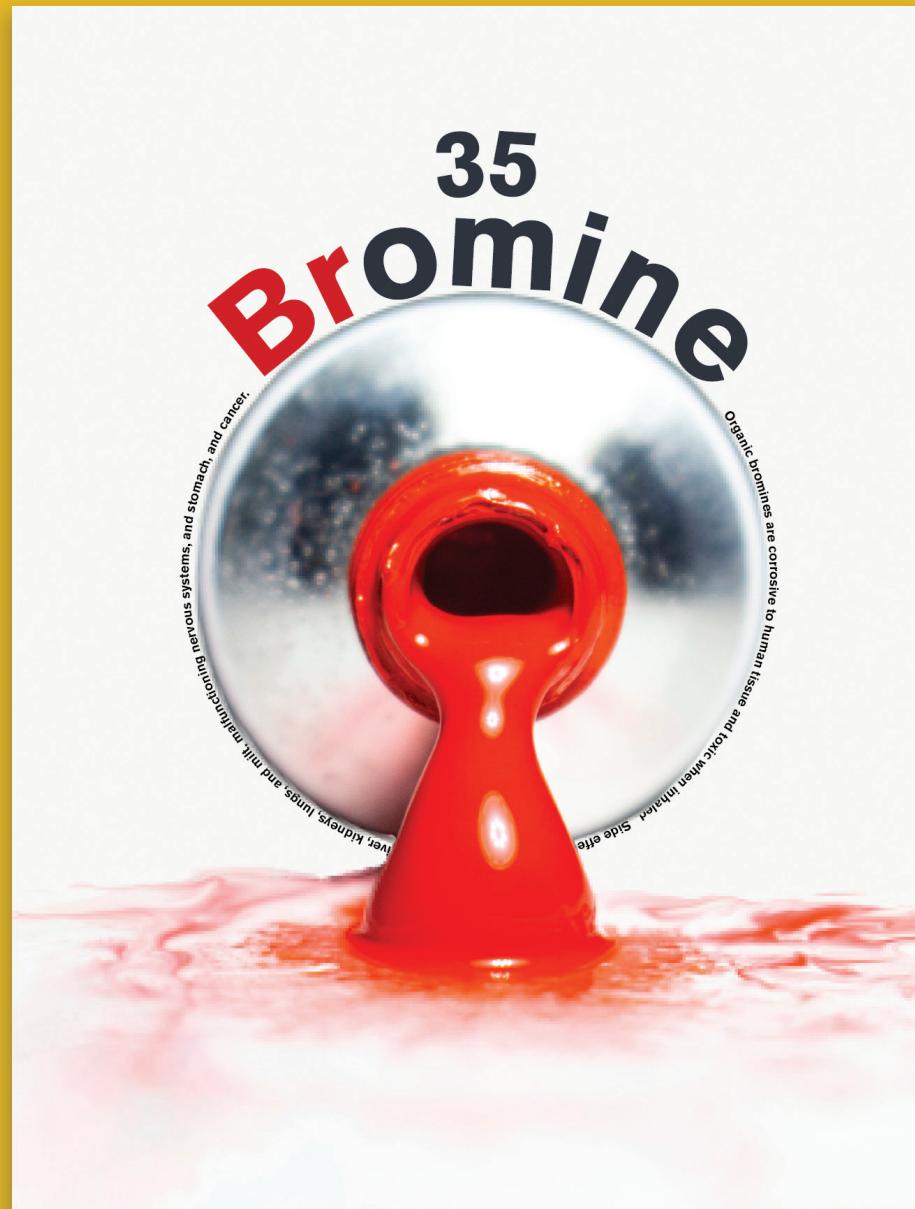
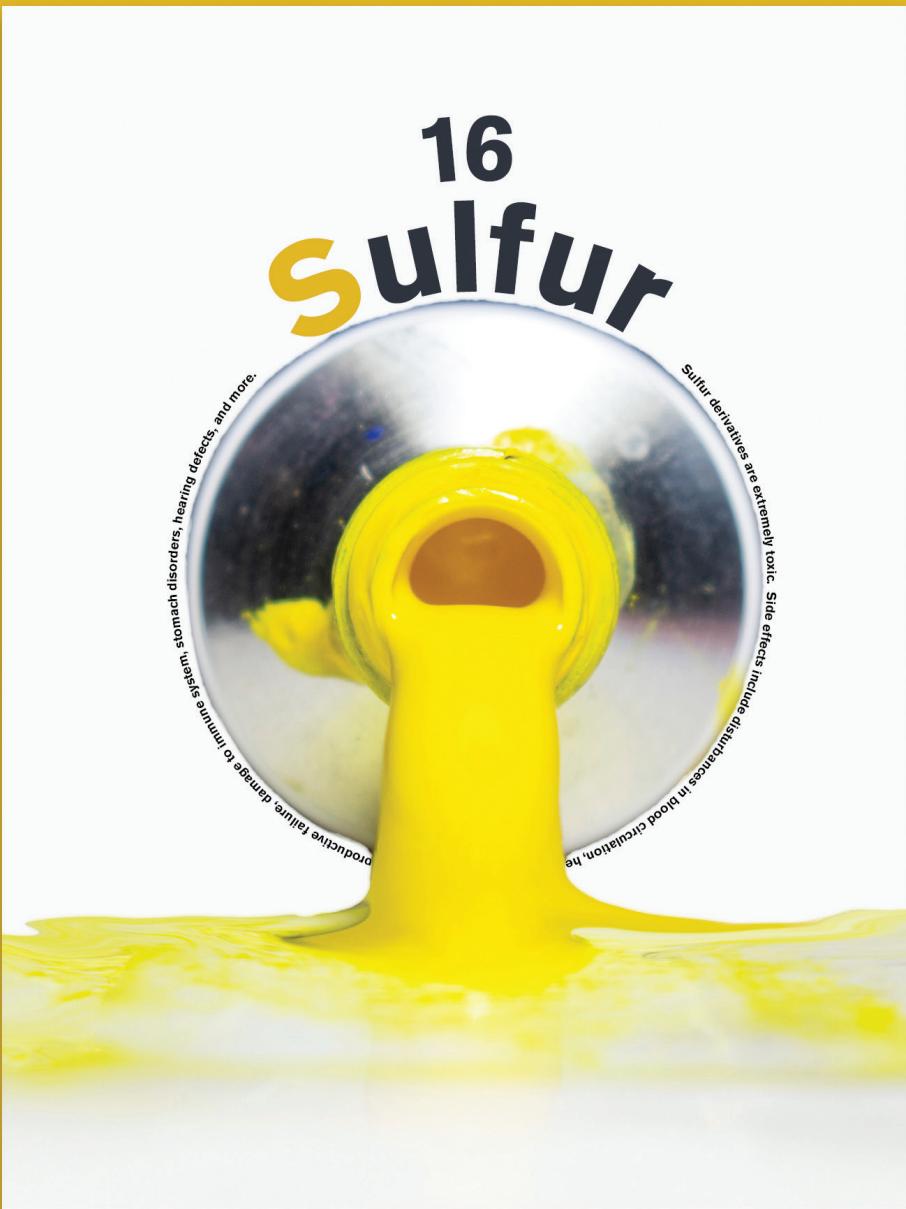
Visual Elements

Poster Design

May 2019

18 x 24 in.

Visual Elements is a poster series displaying elements from the periodic table that boast a colored visual component alongside their chemical compositions. The three elements chosen for this triptych are sulfur, bromine, and indium, utilizing the primary colors of yellow, red, and blue, respectively, and representing them through the traditional art medium of dripping paint tubes.





35 Bromine



Liver, kidneys, lungs, and milk malfunctioning nervous systems, and stomach, and cancer.

Organic bromines are corrosive to human tissue and toxic when inhaled. Side effects

49
Indium



In irritation as well. Side effects include damage to the heart, kidney, liver, other organs.

All indium compounds may be highly toxic; breathing may cause irritation to the lungs.

Migratory Bird Sanctuary

Brand Identity
December 2020

Migratory Bird Sanctuary is a brand identity designed for the Yellow Sea / Bohai Gulf of China's UNESCO world heritage site. The location, encompassing dozens of kilometers of wetlands, serves as a breeding ground for birds, both endangered and otherwise, passing through the area. The brand identity for the site utilizes the silhouettes of birds native to the area and draws on China's national colors of red and yellow for its palette.



Migratory
Bird
Sanctuary
BOHAI GULF OF CHINA



Migratory Bird Sanctuary
1 Port of Huanghua
Bohai Gulf, China, 061100
+86-135-5592-2187
www.migratorybirdsanctuary.com
UNESCO World Heritage Site

Ms. Johnson, 33 Livingston Avenue, New Brunswick, NJ 08901

Dear Ms. Johnson,

I'm delighted to invite you to the grand re-opening ceremony of the Migratory Bird Sanctuary's cultural center on October 24.

This exclusive invitation is for Members-only. The Migratory Bird Sanctuary's cultural center has had the great privilege of working with MGSA Design to kickstart an exciting re-brand.

On October 24, we will unveil the results of this year-long collaboration. We invite you to celebrate with us by becoming a Member today and attend this exclusive Members-Only Event, which will provide insider access to the cultural center before it opens to the public, a cash bar, and special entertainment. Bring your best moves and dance the night away with live music and DJ sets by Natasha Diggs, DJ Spinna, and DJ Dorrian Missick!

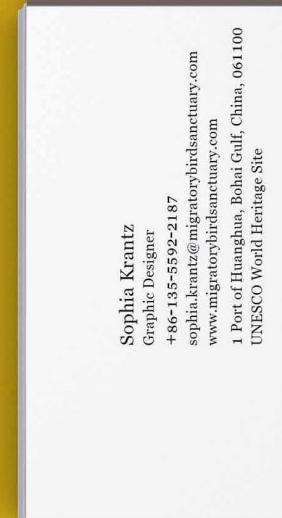
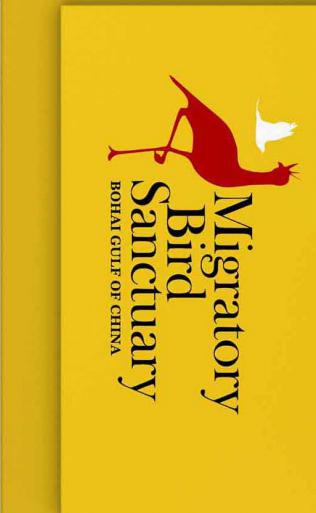
As a Member, you'll also enjoy a discounted ticket (or tickets, depending on your Membership level) for special admission to the Migratory Bird Sanctuary and exclusive access all-year-round. Join now to save with introductory discounts on our most popular Membership levels and receive a special thank you gift. Your Membership year promises perks like unlimited free admission to all ticketed exhibitions, exclusive Members-only hours, and more.

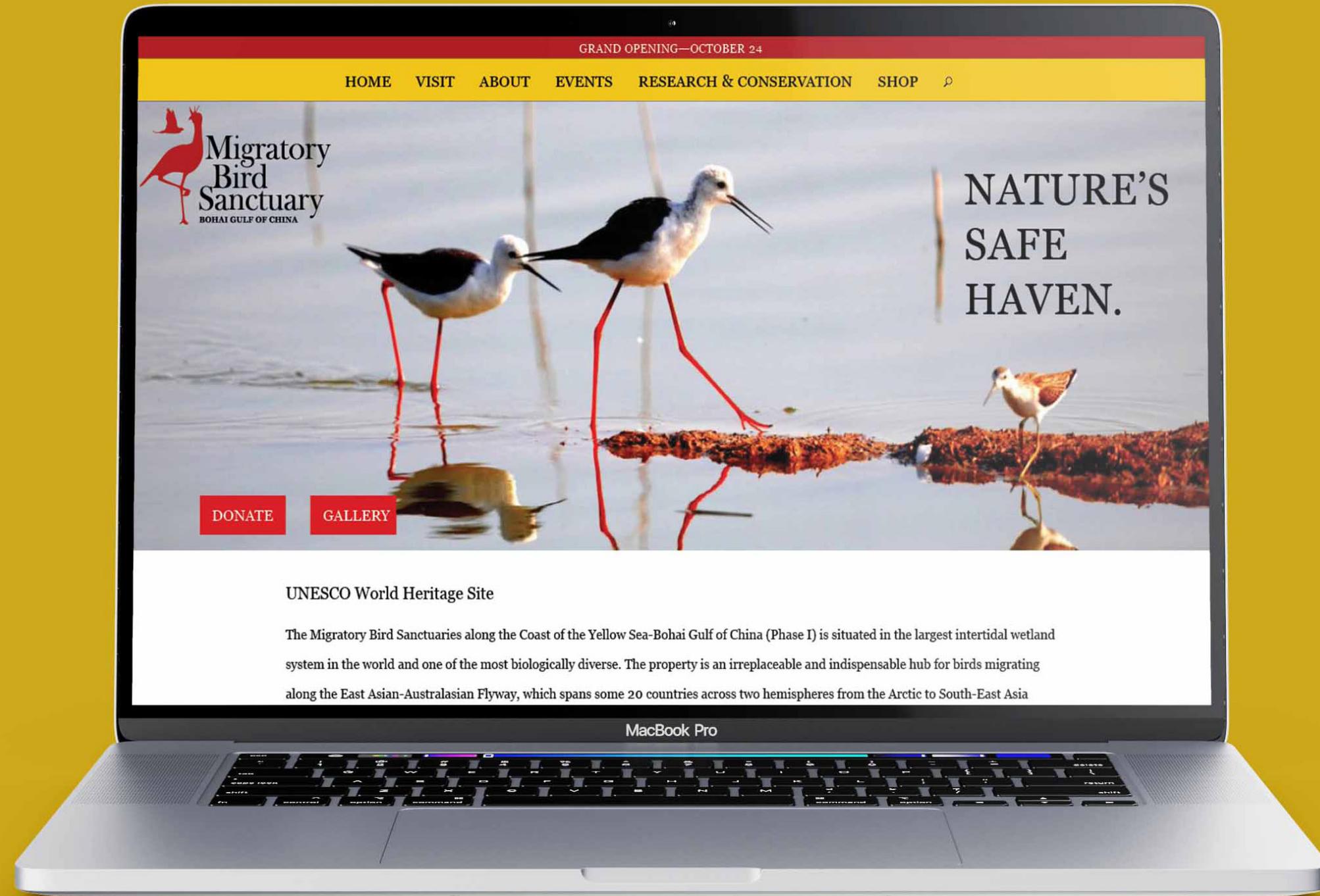
I look forward to welcoming you as a Member at the Migratory Bird Sanctuary on October 24.

Thank you!

Warmly,

Sophia Krantz
Director of Graphic Design
Migratory Bird Sanctuary

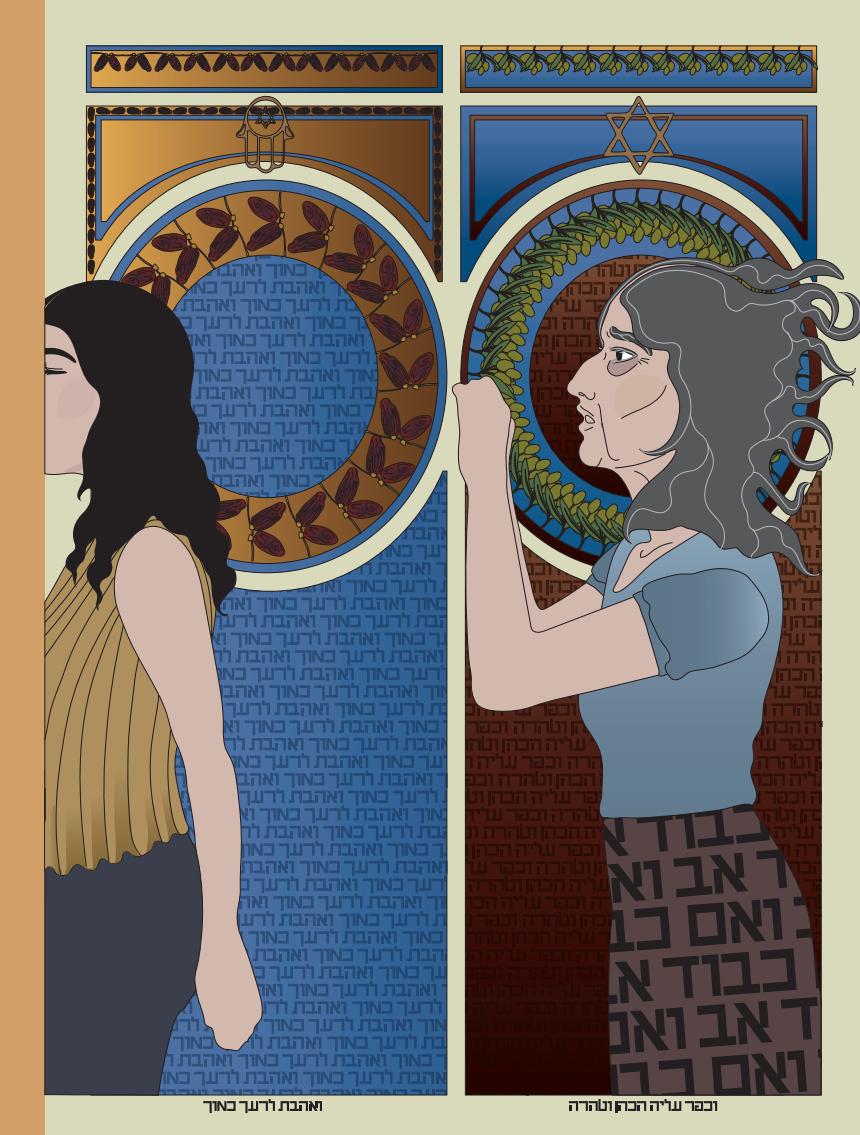
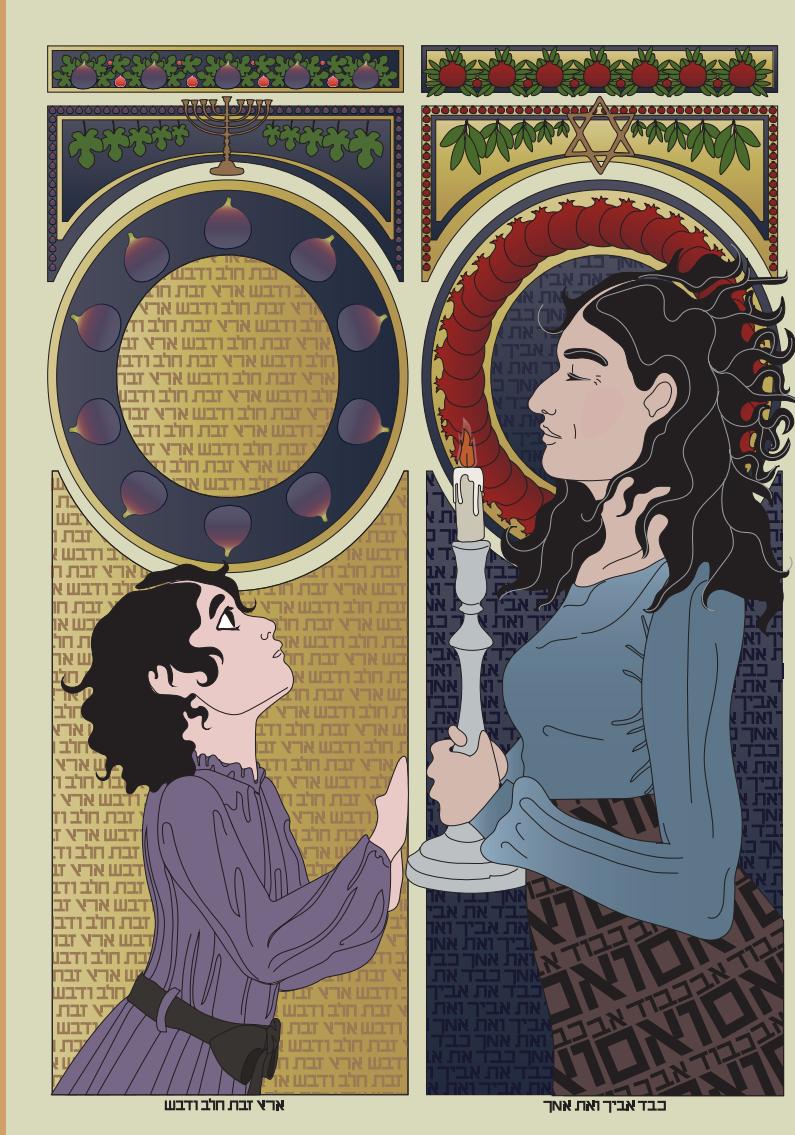




Respect Thy Mother

Illustration Series and Typeface Design
October 2020

Respect Thy Mother is an illustration-based aspect of my thesis study, surrounding my struggle with both my Jewish identity and my relationship with my mother. The project strives to bring light to unequal power dynamics between mothers and their daughters, in particular to how patriarchal religions exacerbate those inequalities. Illustrations for this work were influenced by art nouveau styles as well as Jewish iconography and Biblical text. In addition to the illustrations, I also designed the typeface, Tzophia.





ארץ בית חלב ודבש

כבד אביך ואות אනך



ואהבת את ייָה אֱלֹהֶיךָ בְּכָל לְבָךְ וּבְכָל נֶשֶׁךְ וּבְכָל אַדָּר
שבנְהַשְׁבִּילִים הַרְקֻוֹת שְׁדָרוֹת הַקְדִּים יְהוָה שָׁבֵן שְׁבֵן רַעֲבָן



א ב ג ד ח ט ר
כ ר ל נ מ ס ו ו
ל ש ה ר ש ת

The Misadventures of Mother and Me

Book Design and Website Coding (<https://sophiakrantz.github.io/book/>)

March 2021

3000 x 21 px.

The Misadventures of Mother and Me is a choose-your-own-adventure virtual graphic novel that follows a woman attempting to reconcile her emotionally abusive relationship with her mother. The graphic novel is permanently hosted online rather than printed so as to allow visitors to interact with the site and add images to the panels as well as to prevent individuals from flipping straight through the book without reading each of the choices.

The Misadventures of Mother and Me



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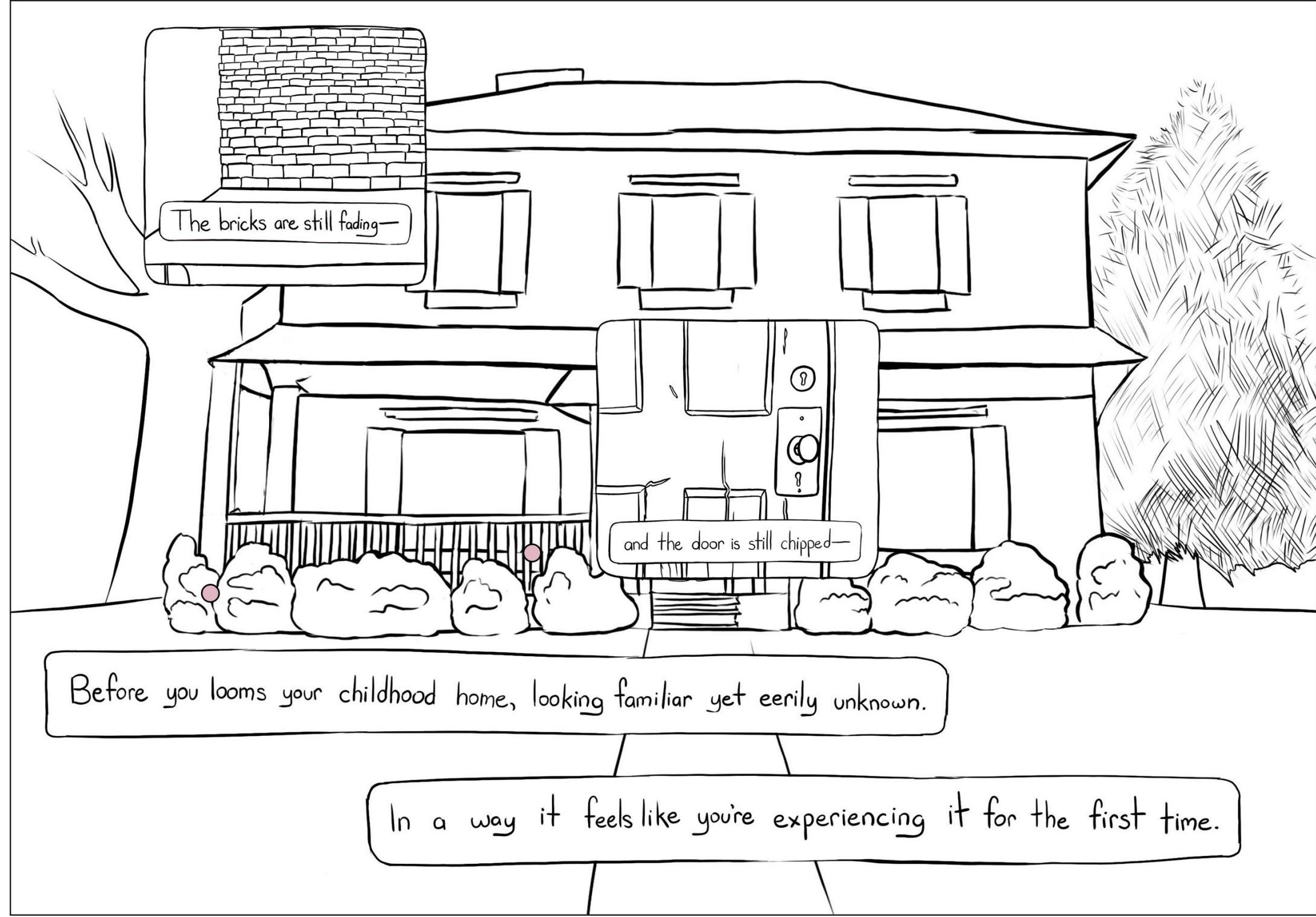
The steering wheel beneath your hands feels damp and slick —
but that might be from your sweaty hands. You put the car in
park and just sit in the driver's seat for a moment.

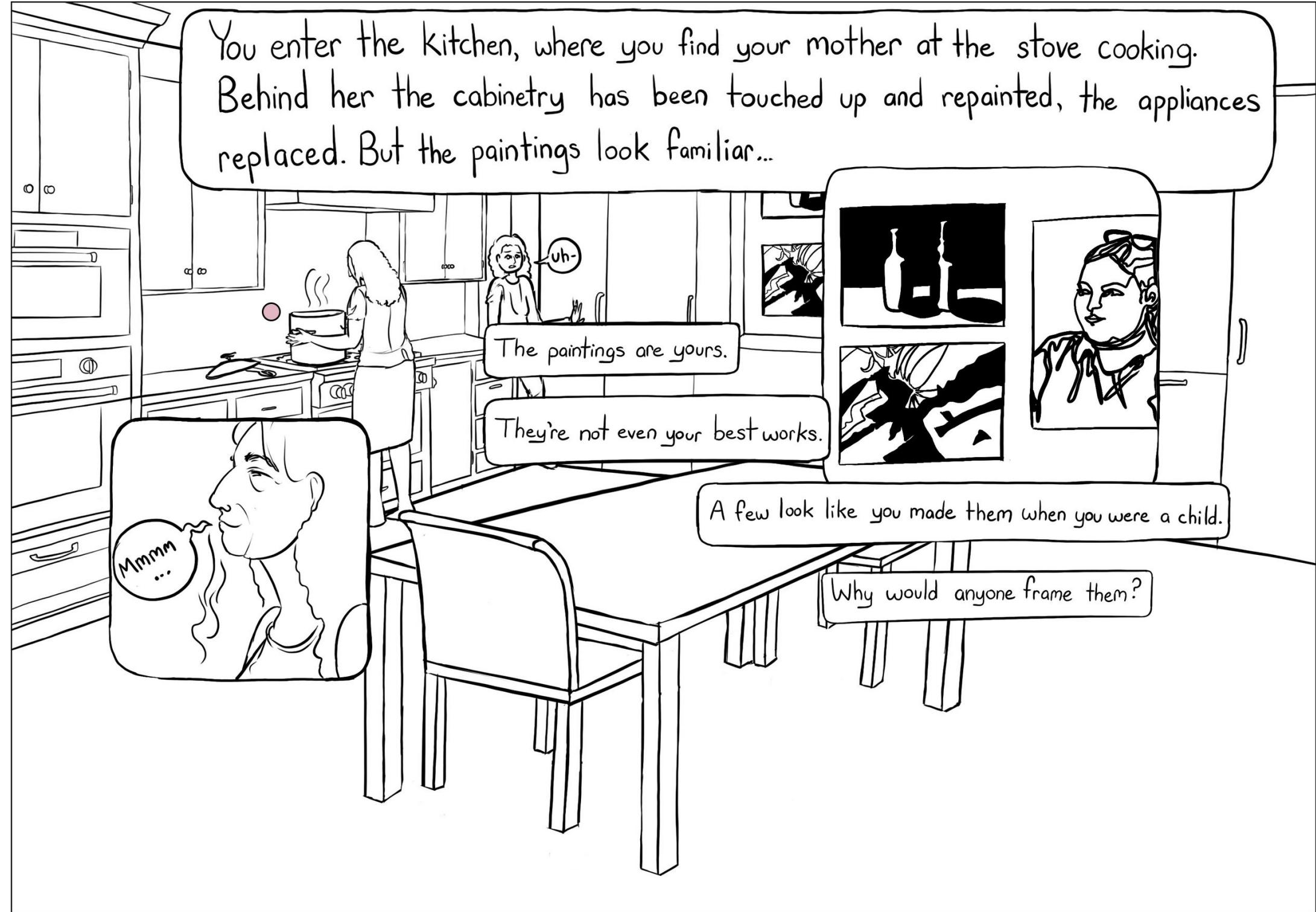
Contemplating.

Whether to get out or floor it.

Get out of the car

Floor it





Aderet

Typeface Design
February 2021

Aderet is an art-nouveau styled typeface drawing on rounded forms and abrupt, sharpened lines to convey a sense of nostalgia within a modern space.

Aderet

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Thank You

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