

VY NGUYEN

PORTFOLIO EXAMPLES

ILLUSTRATION

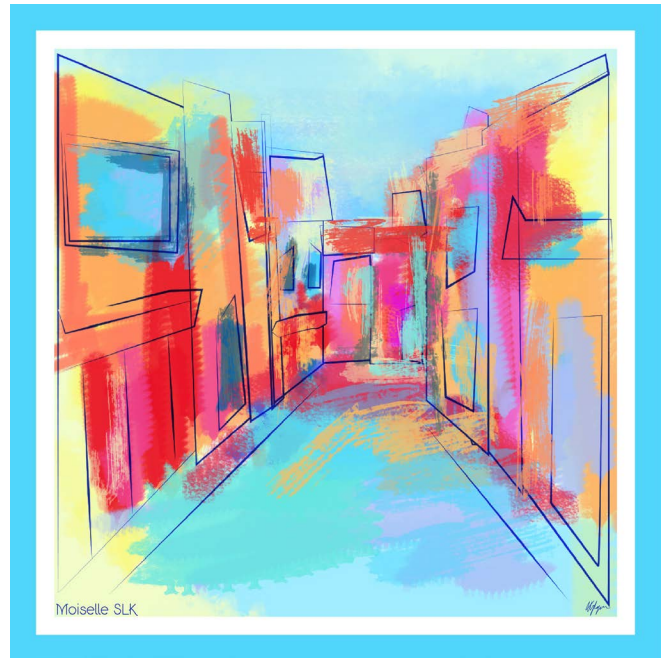


ILLUSTRATION





ILLUSTRATION (SCARF DESIGNS FOR MOISELLE SLK)



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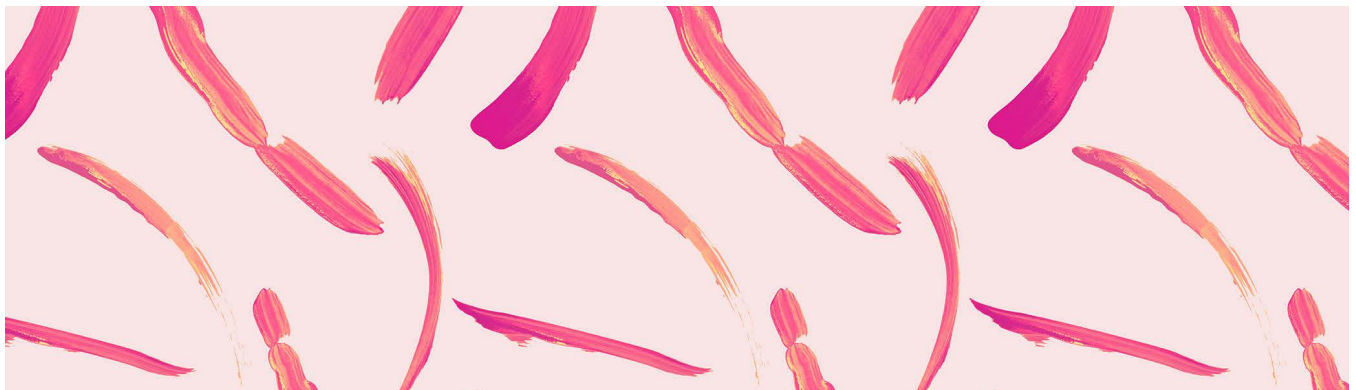
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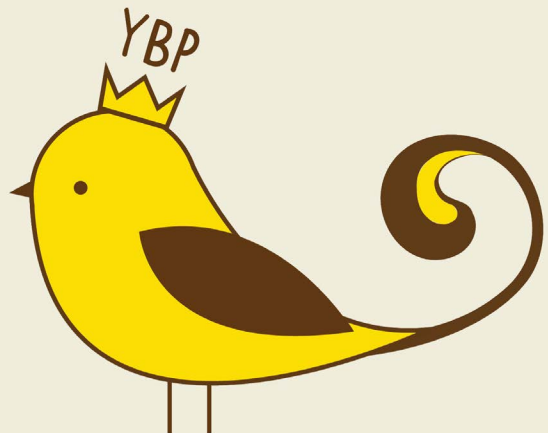
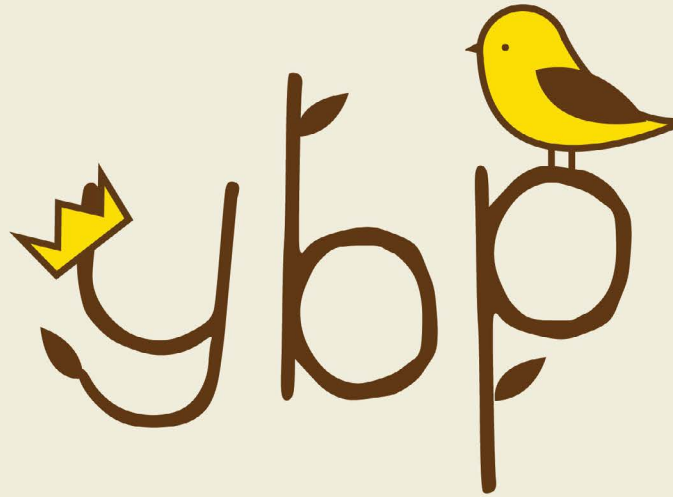
GRAPHIC DESIGN (BANNERS FOR THE SKIN HEALTH STORE)



ILLUSTRATION (REPEATABLE TEXTILES FOR MOISELLE SLK)



GRAPHIC DESIGN (LOGO - YELLOW BIRD PROJECT) _____



why bother?

by michael pollan

That really is the big question facing us as individuals hoping to do something about climate change, and it's not an easy one to answer. I don't know about you, but for me the most upsetting moment in "An Inconvenient Truth" came long after Al Gore scared the hell out of me, constructing an utterly convincing case that the very survival of life on earth as we know it is threatened by climate change. No, the really dark moment came during the closing credits, when we are asked to . . . change our light bulbs. That's when it got really depressing. The immense disproportion between the magnitude of the problem Gore had described and the puniness of what he was asking us to do about it was enough to sink your heart.

But the drop-in-the-bucket issue is not the only problem lurking behind the "why bother" question. Let's say I do bother, big time. I turn my life upside-down, start biking to work, plant a big garden, turn down the thermostat so low I need the Jimmy Carter signature cardigan, forsake the clothes dryer for a laundry line across the yard, trade in the station wagon for a hybrid, get off the beef, go completely local. I could theoretically do all that, but what would be the point when I know full well that halfway around the world there lives my evil twin, some carbon-footprint doppelgänger in Shanghai or Chongqing who has just bought his first car (Chinese car ownership is where ours was back in 1918), is eager to swallow every bite of meat I forswear and who's positively itching to replace every last pound of CO₂ I'm struggling no longer to emit. So what exactly would I have to show for all my trouble?

A sense of personal virtue, you might suggest, somewhat sheepishly. But what good is that when virtue itself is quickly becoming a term of derision? And not just on the editorial pages of The Wall Street Journal or on the lips of the vice president, who famously dismissed energy conservation as a "sign of personal virtue." No, even in the pages of The New York Times and The New Yorker, it seems the epithet "virtuous," when applied to an act of personal environmental responsibility, may be used only ironically. Tell me: How did it come to pass that virtue — a quality that for most of history has generally been deemed, well, a virtue became a mark of liberal softheadedness? How peculiar, that doing the right thing by the environment — buying the hybrid, eating like a locavore — should now set you up for the Ed Begley Jr. treatment.



illustration by vy nguyen

And even if in the face of this derision I decide I am going to bother, there arises the whole vexed question of getting it right. Is eating local or walking to work really going to reduce my carbon footprint? According to one analysis, if walking to work increases your appetite and you consume more meat or milk as a result, walking might actually emit more carbon than driving. A handful of studies have recently suggested that in certain cases under certain conditions, produce from places as far away as New Zealand might account for less carbon than comparable domestic products. True, at least one of these studies was co-written by a representative of agribusiness interests in (surprise!) New Zealand, but even so, they make you wonder. If determining the carbon footprint of food is really this complicated, and I've got to consider not only "food miles" but also whether the food came by ship or truck and how lushly the grass grows in New Zealand, then maybe on second thought I'll just buy the imported chops at Costco, at least until the experts get their footprints sorted out.

There are so many stories we can tell ourselves to justify doing nothing, but perhaps the most insidious is that, whatever we do manage to do, it will be too little too late. Climate change is upon us, and it has arrived well ahead of schedule. Scientists' projections that seemed dire a decade ago turn out to have been unduly optimistic: the warming and the melting is occurring much faster than the

models predicted. Now truly terrifying feedback loops threaten to boost the rate of change exponentially, as the shift from white ice to blue water in the Arctic absorbs more sunlight and warming soils everywhere become more biologically active, causing them to release their vast stores of carbon into the air. Have you looked into the eyes of a climate scientist recently? They look really scared.

Whatever we can do as individuals to change the way we live at this suddenly very late date does seem utterly inadequate to the challenge. It's hard to argue with Michael Specter, in a recent New Yorker piece on carbon footprints, when he says: "Personal choices, no matter how virtuous, cannot do enough. It will also take laws and money." So it will. Yet it is no less accurate or hardheaded to say that laws and money cannot do enough, either; that it will also take profound changes in the way we live.

For us to wait for legislation or technology to solve the problem of how we're living our lives suggests we're not really serious about changing — something our politicians cannot fail to notice. They will not move until we do. Indeed, to look to leaders and experts, to laws and money and grand schemes, to save us from our predicament represents precisely the sort of thinking — passive, delegated, dependent for solutions on specialists — that helped get us into this mess in the first place. It's hard to believe that the same sort of thinking could now get us out of it.

the way we live now

GRAPHIC DESIGN (PRINT - FOUR PANEL SPREAD BROCHURE)

Nature and Science

Animals

Since 95% of Biscayne National Park is water, the majority of the animals are associated with ocean or shoreline habitats.

The park is home to many threatened and endangered species including the West Indian manatee, eastern indigo snake, piping plover, American crocodile, peregrine falcon, Schaus' swallowtail butterfly, least tern, and 5 species of sea turtle.

The Schaus' swallowtail is a large, colorful butterfly that is endemic to southern Florida and has been listed by the State of Florida as an endangered species since 1975.

Today the butterfly is only found on northern Key Largo and several small Keys in Biscayne National Park.

Plants

Biscayne National Park is home to hundreds of species of plants, including several endangered species.

The most interesting of the park's plants are perhaps the mangroves, which are tolerant of a wide range of salinities.

Botanists have found 570 of the plants on an island in Southern Biscayne Bay. The cactus is a candidate for the federal endangered species list. The endangered Sargent's Palm also exists in Biscayne National Park.

It is considered to be the rarest palm native to Florida. It was initially found on Elliott Key and Sands Key, but collectors in the late 1800's began to harvest them for ornamental use.

In 1991 only 50 palms were found on Elliott Key. Many were also damaged in Hurricane Andrew. Today there are about 16 plants on Elliott and 123 on Long Key thanks to efforts undertaken to reintroduce palms on three of the original islands.

Directions

From the North

Convoy Point can be reached from either the Florida Turnpike or from US-1. From the Florida Turnpike: Take the Florida Turnpike south, to Exit 6 (Speedway Blvd.).

Turn left from exit ramp and continue south to S.W. 328th Street (North Canal Drive). Turn left and continue to the end of the road. It is approximately five miles, and the entrance is on the left.

From the South

Traveling on US-1 (Overseas Highway), drive north to Homestead.

Turn right on SW 328th Street (North Canal Drive - first light after Florida Turnpike entrance), and continue to the end of the road.

The entrance is approximately nine miles on the left.

Fees and Reservations

Tent Camping

There is a \$15/night tent camping fee on Elliott and Boca Chita Keys. The fee covers up to 6 people and two tents, but does not include boat transportation to the island. Reservations are not accepted for individual tent campsites. For information on transport to the islands, call 305-230-1100, or visit the concessioner's website at www.BiscayneUnderwater.com.

Group Tent Camping

There is a \$30/night fee for group camping at the two group camping areas located on Elliott Key. Reservations required - call 305-230-1144, x3076. Dock space is available on a "1st come-1st served basis"; your group site reservation or camping fee does not guarantee you dock space.

Boat Camping/Overnight Stays

A \$20/night fee is required for overnight stays in either Elliott Key or Boca Chita Key Harbors. This fee includes the use of one campsite for up to 6 people and 2 tents at no extra charge. Docking space is available on a "1st come-1st served basis"; reservations are not accepted.

Boat Tours

The park concessionaire offers a variety of services for a fee. Visit the concessioner's website at www.BiscayneUnderwater.com for more information. Biscayne National Park does not have any entrance fees.

Senior Pass and Access Pass

Biscayne National Park issues Senior Passes to US citizens and permanent residents aged 62 or older. The one-time fee is \$10, and admits the pass owner and any accompanying passengers in the same vehicle to Federal recreation areas across the nation. The park also issues Access Passes to US citizens and permanent residents who are legally blind or permanently disabled. The free pass admits the pass owner and any accompanying passengers in the same vehicle to Federal recreation areas across the nation.

come explore the depths of...

Biscayne National Park

(305) 230-7275
9700 SW 328 STREET
HOMESTEAD, FLORIDA 33033

Introduction

Within sight of downtown Miami, yet worlds away, Biscayne protects a rare combination of aquamarine waters, emerald islands, and fish-bejeweled coral reefs. Here too is evidence of 10,000 years of human history, from pirates and shipwrecks to pineapple farmers and presidents. Outdoors enthusiasts can boat, snorkel, camp, watch wildlife... or simply relax in a rocking chair gazing out over the bay.

Attractions

Convoy Point

The Dante Fascell Visitor Center is the ideal first stop in any exploration of Biscayne National Park. The Center is located at Convoy Point, 9 miles East of the city of Homestead, Florida. Opportunities include:

- A beautiful museum offers a virtual journey through the park's four ecosystems using dioramas, audio and video. In the auditorium, several films are available to help you learn about the park, including the 11-minute feature presentation Spectrum of Life.
- A gift shop, operated by the park's concessioner, offers T-shirts and other souvenirs, as well as pre-packaged sandwiches, snacks, ice cream and drinks. This is also the place to reserve a boat tour or rent a canoe or kayak.

Elliott Key

The park's largest island was once a thriving community of pioneers engaged in pineapple farming, sponging, wrecking and other pursuits. Today the island offers camping, picnicking, swimming, wildlife watching and the park's only hiking trail.

CAMPING

The campground is located on the bay side of the island between the hammock edge and to within 25 feet of the harbor. Camping is first come, first served - reservations are not accepted for individual campsites. A group campsite with barbecue grills and picnic tables is located on the east side (ocean side) of the island, approximately a 1/3 mile walk from the harbor, and may be reserved by calling 305-230-1148. A fire ring on the east side of the island next to the group campsite is the only location in the park where an open ground fire is permitted.

SWIMMING AND WADING

Visitors can enjoy the designated swim area located on the bay side of the island (just to the north of the harbor). The shoreline of the island is generally rocky, so shoes are recommended at all times to protect feet.

History

The Birth of Biscayne National Park

The Florida Keys is one of the most famous and most visited archipelagos in the world. Contrary to what many people think, though, the Florida Keys do not begin at Key Largo. To the north lie nearly 50 more keys (ancient coral reef islands) that are, for the most part, undeveloped. The fight to protect these last unspoiled keys culminated over 30 years ago with the creation of Biscayne National Park's predecessor, Biscayne National Monument.

During the early 1950s, an era of newfound prosperity, more and more Americans were taking vacations and moving to Florida. The Keys were a popular destination and property values soared. Many people looked at the northernmost Keys, the ones bypassed by Henry Flagler's railroad, and saw them languishing in the limpid waters. They envisioned bridges, roads and buildings. Several years later came a plan to dredge up 8,000 acres of bay bottom to create a jetport. In 1961, 13 area landowners voted unanimously to create the City of Islandia. Plans for Seadade, a major industrial seaport, were announced in 1962. The proposal called for the dredging of a 40-foot deep channel through the Bay's clear, shallow waters. Dade County's "New Frontier" was born, but it never grew beyond the toddler stage.

Activities

Wildlife Watching

With over 500 species of fish, the park's underwater diversity is unparalleled. Add in things like corals, butterflies, birds and manatees, and Biscayne is a great place for wildlife watching. As a park ranger about good places for spotting birds, fish, manatees, crocodiles and more.

Snorkelling

Perhaps the best way to experience the park's shallow reefs, snorkelling is an easy-to-learn skill that allows you to get "up close and personal" with some of the park's most colorful wildlife.

Diving

The park offers great SCUBA diving, including one of the only wall dives in the Florida Keys. The park's concessioner offers dive trips on Saturday and Sunday mornings.

Canoeing and Kayaking

Canoes are an excellent way to explore the park's mangrove shorelines. Experienced kayakers can cross the bay (7 miles wide) and access camping and more secluded parts of the park.

Camping

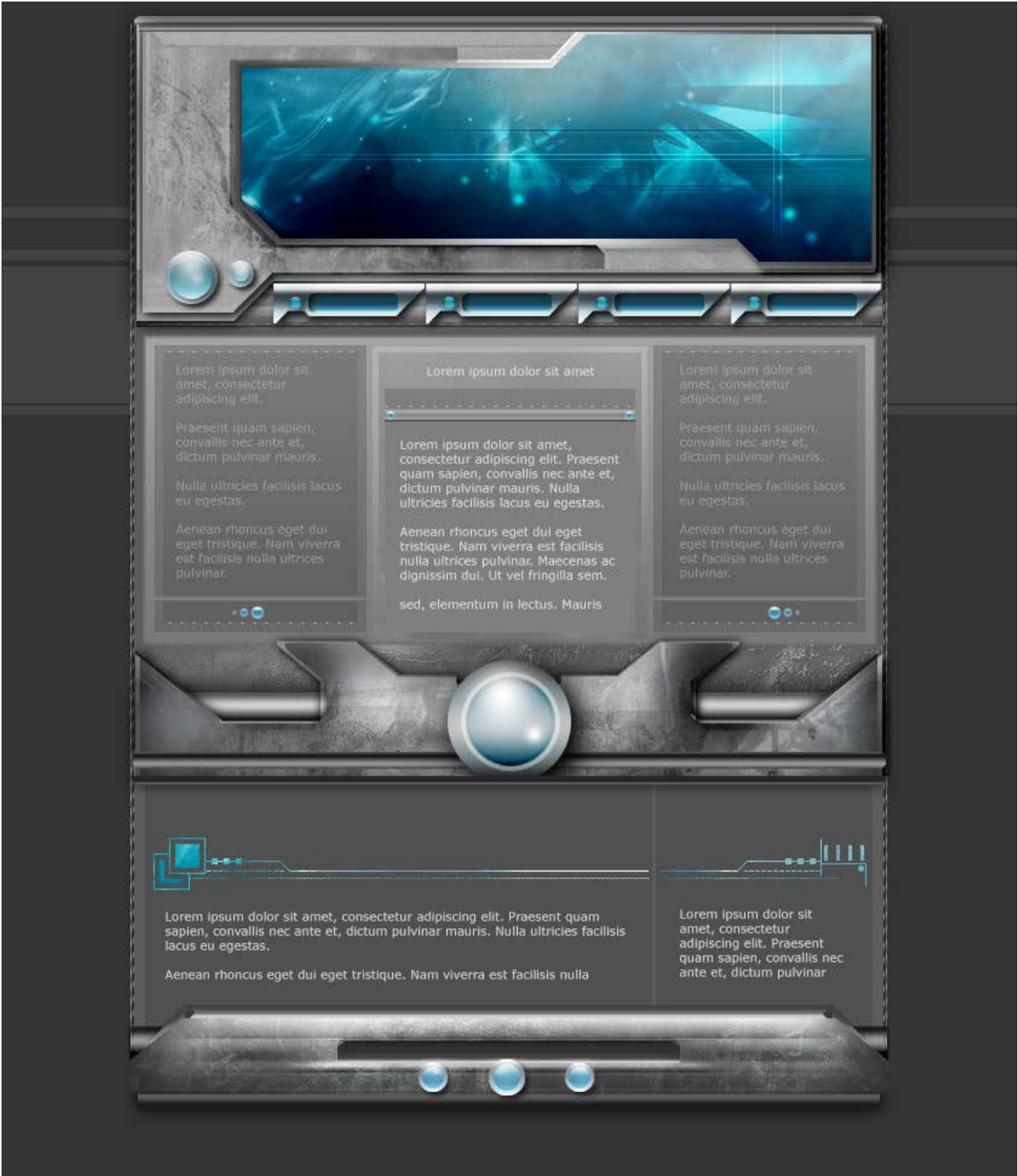
Camping is available on both Elliott and Boca Chita Keys. Access is by concession or private boat only, so there are no RV sites. Due to large numbers of insects during Spring, Summer and Fall, Winter is typically the best season for camping.

Boating

With 95% of the park's acreage covered by water, boating is one of the park's most popular activities, and the only way to explore most parts of the park.



WEB DESIGN (SINGLE PAGE LAYOUT)



[illegible]

PHOTO RETOUCH (ADDING ACNE & CHANGING HAIR/EYE COLOR) _____

BEFORE



AFTER



PHOTO RETOUCH (ADDING ACNE)

BEFORE



AFTER

