

PROCESS STATEMENT

Type treatment for the Rolling Stones song “Sympathy for the devil.” The ideation for this project first came when researching the meaning behind the song. Both Keith Richards and Mick Jagger said that the song is about confronting

the devil. They went on to say that we are the devil, therefore we must confront the devil within us. That is why I created a type treatment on the mirror in the shape of a devil face.



PROCESS STATEMENT

The ideation behind the branding of Rahkon Energy comes from what purpose of the business, renewable energies. I developed a branding to include unique name, logo, stationary, promo items and style guide. The logo is instantly

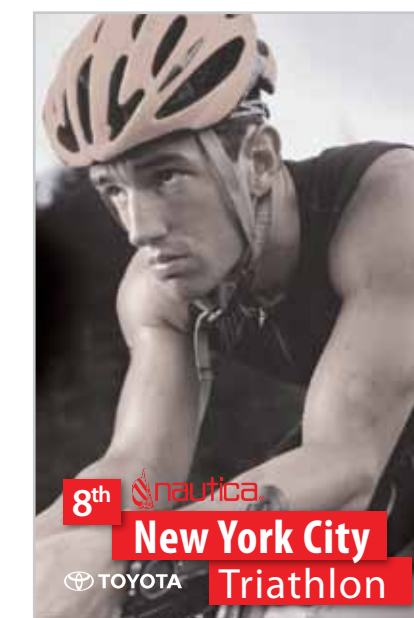
identifiable from the leaf, electrical bolt and the solar rays. This conveys the purpose of the company. The promo items reflect the target audience in their ideology.



PROCESS STATEMENT

This is a self promotional leave behind created for Gately designs. The ideation for this package was to create a memorable leave behind using recycled materials. The box is made of recycled steel buttons, twine, cardboard and scrap

paper. Inside the box were coasters featuring photography from my travels abroad. The pop out feature in the middle of the package reads, "this package is made of recycled material. Our Ideas Are Not



July 20, 2008

8th nautica New York City Triathlon

Set your alarm and get ready for the 2008 Nautica New York City Triathlon. The 2007 NYC Triathlon sold out in a week. Don't get shut out for 2008. We proudly host USA Triathlon's Physically Challenged National Championship, The Ivy League Tri Champs, and the Life Time Fitness Elite Age Group race. YOU are our most important consumer. We'll see you July 20th in the Hudson River.

Entry Fees & Deadlines – 2008 Nautica NYC Triathlon

Age Group Fee

November 1 - January 31: \$185
February 1 - March 31: \$205 (if available)
April 1 - July 10: \$230 (if available)

Age Group Relay Fee

November 1 - January 31: \$220
February 1 - March 31: \$250 (if available)
April 1 - July 10: \$280 (if available)
**Registration fee is per team

Champions Club

November 1 - \$500
(only 100 slots available)

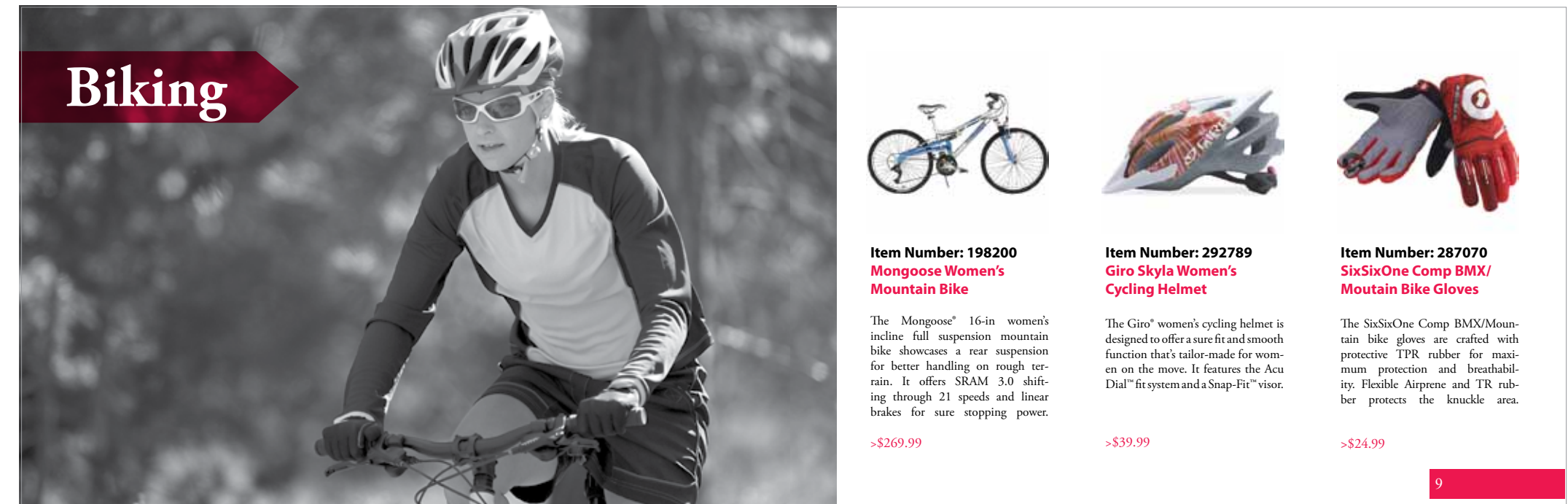
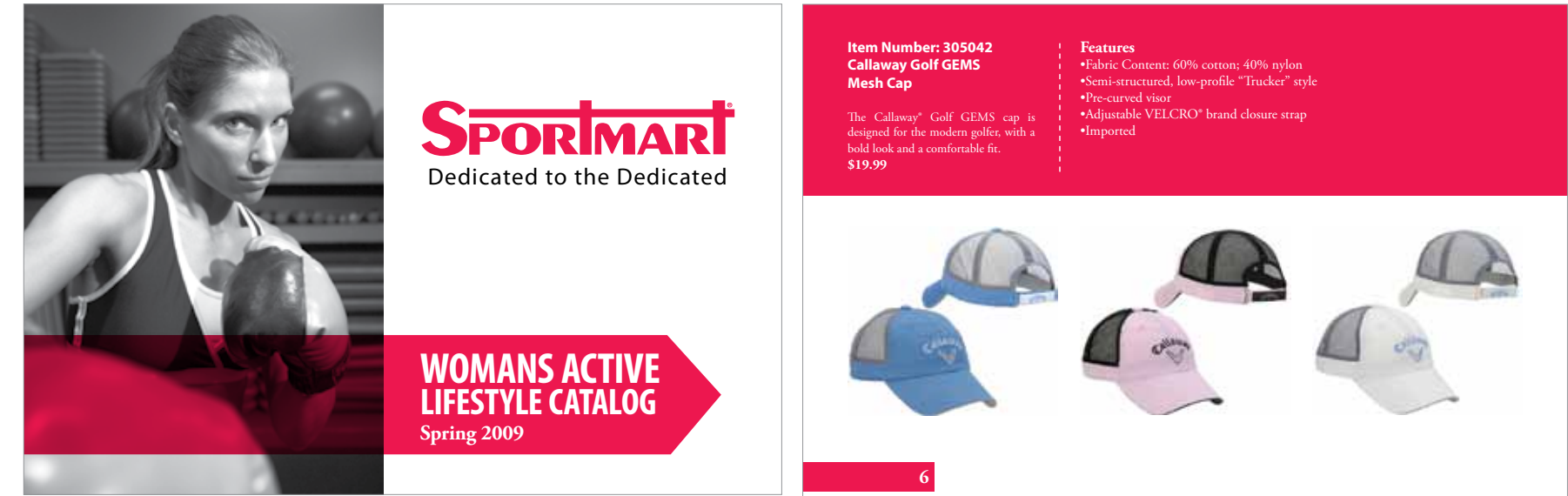
Reebok **jetBlue AIRWAYS**



PROCESS STATEMENT

The ideation behind the cards was to create a uniformed campaign for the New York City Triathlon. The most logical form was to create three cards, one for each of the sports in the triathlon (one card for biking, one for swimming,

and one for running). On these cards the challenge was to give the sponsors prominent placement and create hierarchy within the back of the card.



PROCESS STATEMENT

The ideation behind this catalog work was to create spreads that showed the various products while continuing the Sports Authority Branding. Hierarchy is created by color, weight and size.

The repetition of the arrow shape and colors brings continuity to the Sports Authority catalog.

WILL PARKING REMAIN FREE?

Story By Lyndsay Gamber

For many years the Art Institute of California - Inland Empire has been a small school. All students that have attended AICAIE have experienced the wonderful free parking on campus.

Will parking be next?

Rumors have already surfaced about the possibility of the school charging for parking. When students are asked about the parking situation many other questions

Heather Branham

Fashion Forward

Story by Nicole Sacks

How Do You Sum Up The Fashion Program? Get your foundations right - get your underwear sorted and get your silhouette looking beautiful

What Was Your Favorite Assignment?

Get to know your body. Women's bodies change every single day.

Get to know your body. Women's bodies change



PROCESS STATEMENT

Sketchie Magazine is a magazine created for art institute students. The task on this single page was to flow two articles that havenothing in comon on the same page. The article "Heather Branham Fashion Forward" occupies roughly 70% of the

page while the opposing article occupies roughly 30% thus creating a golden ratio.



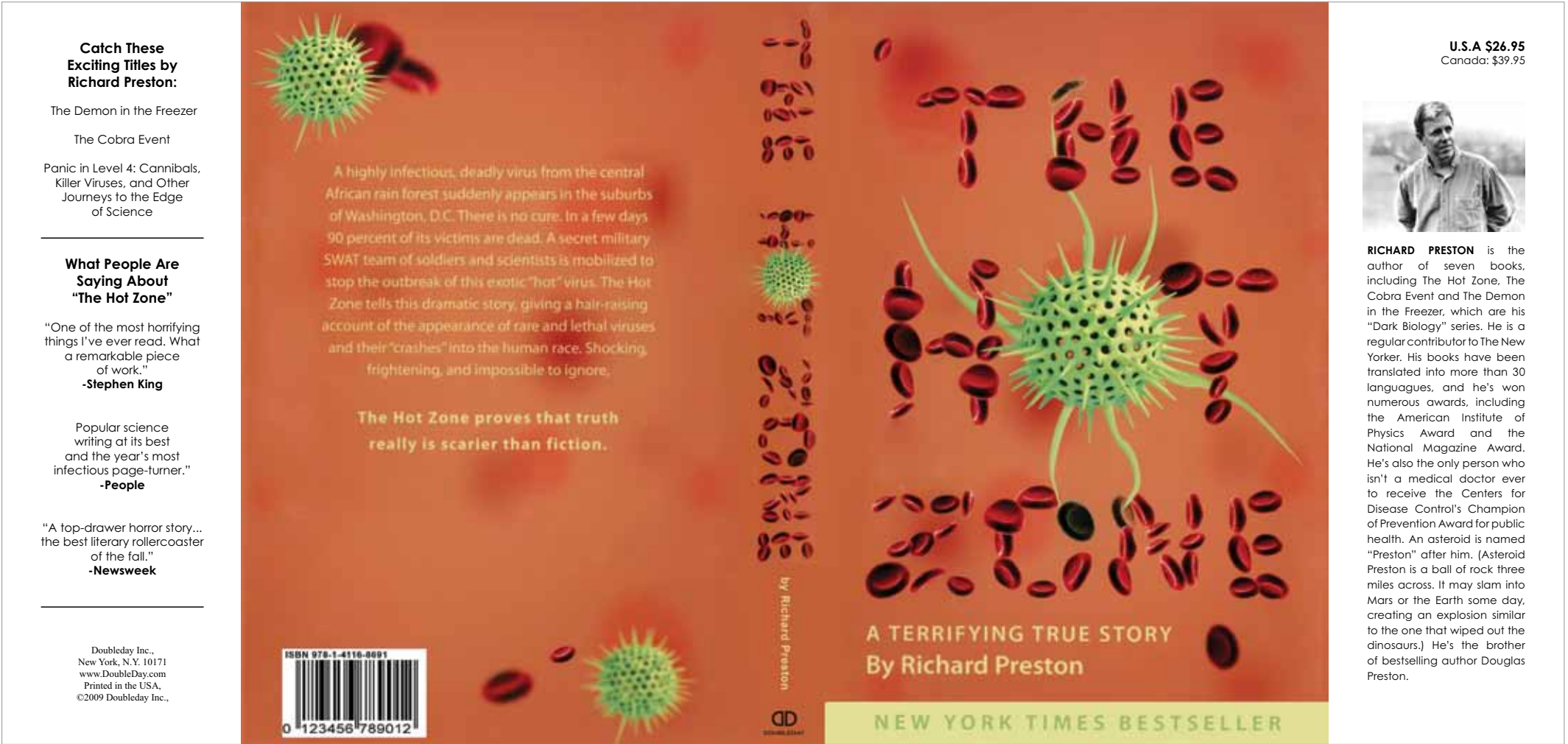
Strategic Design and Photography for Commerce



PROCESS STATEMENT

The novel The Hot Zone by Richard Preston is about a deadly Ebola outbreak. The ideation for this book cover was to show the virus attaching the blood cells. The blood cells would form the words and the O would be formed by the virus.

The cover features a complementary color pallet of red and green. The red chosen for the blood and the virus in green to represent something alien or foreign.



Catch These Exciting Titles by Richard Preston:

The Demon in the Freezer

The Cobra Event

Panic in Level 4: Cannibals, Killer Viruses, and Other Journeys to the Edge of Science

What People Are Saying About "The Hot Zone"

"One of the most horrifying things I've ever read. What a remarkable piece of work."

-Stephen King

Popular science writing at its best and the year's most infectious page-turner."

-People

"A top-drawer horror story... the best literary rollercoaster of the fall."

-Newsweek

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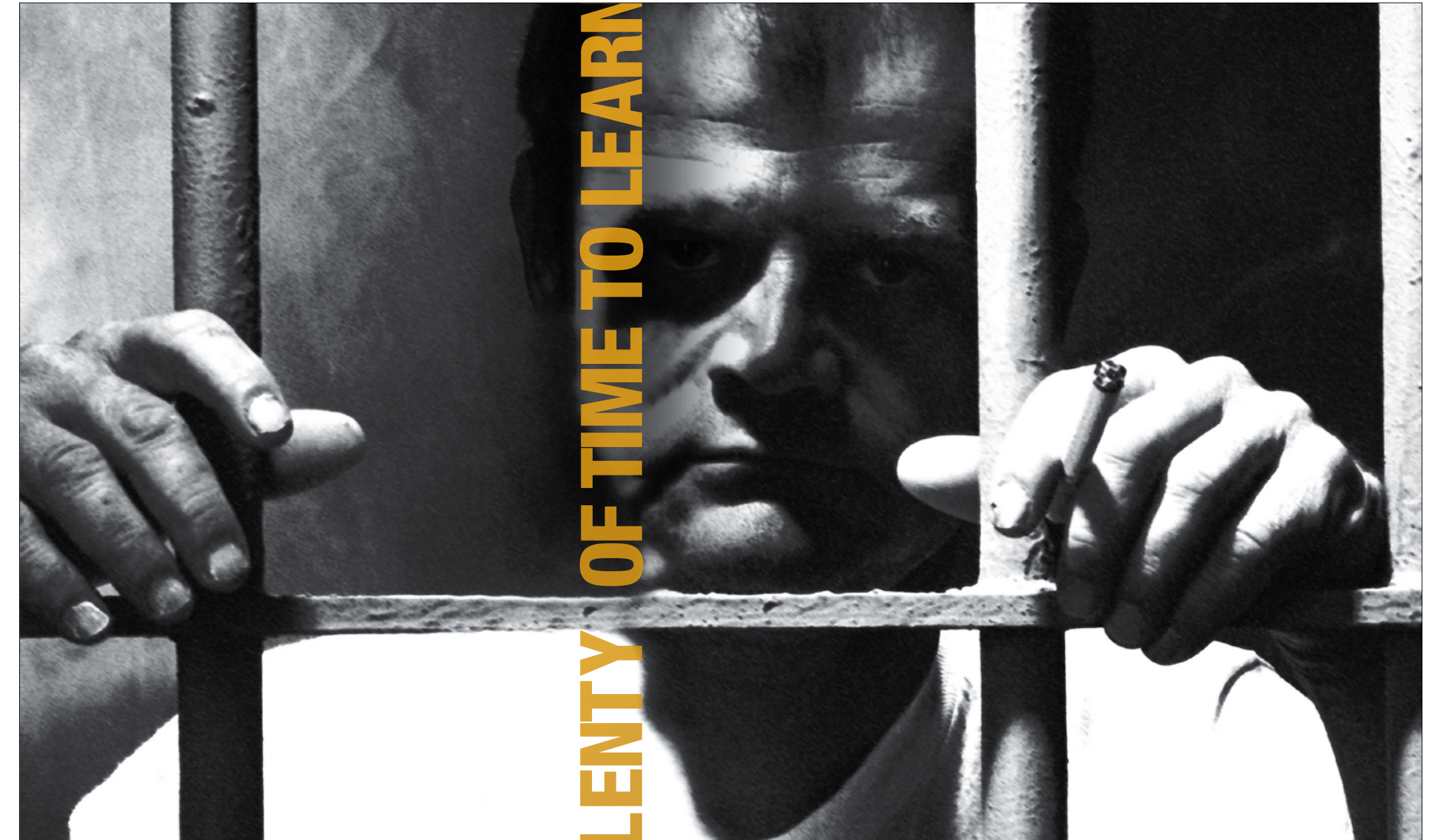
U.S.A \$26.95
Canada: \$39.95



RICHARD PRESTON is the author of seven books, including *The Hot Zone*, *The Cobra Event* and *The Demon in the Freezer*, which are his "Dark Biology" series. He is a regular contributor to *The New Yorker*. His books have been translated into more than 30 languages, and he's won numerous awards, including the American Institute of Physics Award and the National Magazine Award. He's also the only person who isn't a medical doctor ever to receive the Centers for Disease Control's Champion of Prevention Award for public health. An asteroid is named "Preston" after him. (Asteroid Preston is a ball of rock three miles across. It may slam into Mars or the Earth some day, creating an explosion similar to the one that wiped out the dinosaurs.) He's the brother of bestselling author Douglas Preston.



Strategic Design and Photography for Commerce



PROCESS STATEMENT

Created to emphasize the importance of reading. The poster focuses on the fact that 60% of those that end up in prison poses a reading level at or below that of an elementary school student. Although, shock factor is part of it the black and

white photo emphasizes the type in orange. The type is placed vertically to mimic the prison bars.



VOTEWALL: A Primary Look

Story By Chris Gately

The voices rang out from the students... **LET THERE BE VOTING!** And There was voting, and that voting was good! Students of the Art Institute of California—Inland Empire might have noticed in the last few weeks a series of posters encouraging them to exercise their rights in the upcoming elections. The posters were part of Professor Frank Houlihan’s typography 4411 class. The purpose of the assignment was to create a visually impactful poster that would encourage youths, particularly AI students, to vote. Many of the designs were posted in the highway for those targeted to choose their favorite. The top three poster designers were to become project managers to further refine their ideas and concepts. The winners as chosen by you were the pride

of the school. Team Revolution, Team Vote USA, and Team No Voice were the final winners.

With the winners chosen the next phase of the project was about to begin! They all met in their perspective groups. Each laid out the next plan of attack.

Team Revolution headed by Scott Kruger planned out their Voter Revolution in the hallway. The florescent lights and glass doors lit them while they sat Indian style on the hard concrete floor. Revolution’s plan was to create a mailer that included a tear off. This tear off included a self-postage voter registration card. Their thought process was that if you make registration to vote easy, then it would

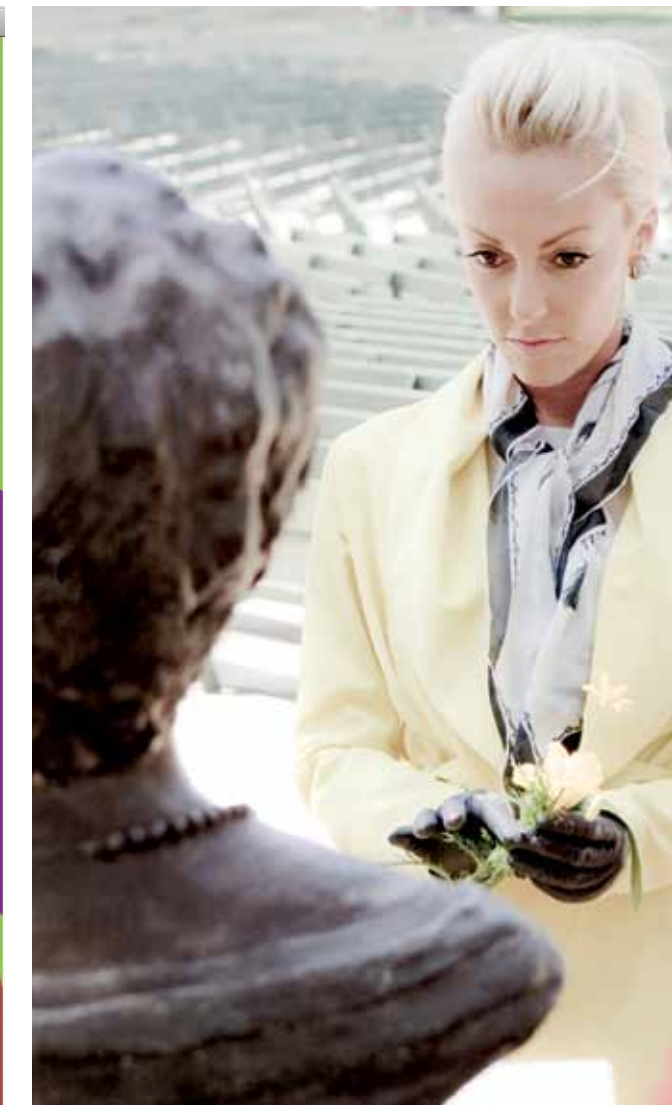
Sketchie Magazine



PROCESS STATEMENT

This spread starts with a large image as the trucker. The button theme is carried into the rest of the article. Because of the nature of the topic, I chose a minimal and clean font. The large gutter and justified columns make the article

more corporate. The color scheme comes from the “VOTE” button



PROCESS STATEMENT

The project was to create an interactive flash based website for a new Cirque Du Solie show “Madeleine”. Based on Alfred Hichcock’s “Vertigo”. The website features custom photography and photo manipulation. The


website features Madeleine falling from the tower while the radial pinwheel spins in the background. Full HTML, CSS, and Flash were used to create the site.



PROCESS STATEMENT

Snorg Tees flash skyscraper banner ad. This photo shows the progression of the ad. The ideation started with researching the brand. Their counter culture apparel begged for a reverse psychology banner. "Don't Click Here" is a reverse


psychology tactic that encourages curiosity and rebellion. The tattered edges comes from research showing that users are drawn to irregular shapes.

 **FCXCLARITY**
ZERO EMISSION HYDROGEN POWERED FUEL CELL SEDAN


LIMITED AVAILABILITY:
Schedule Your Test Drive
TODAY!


3-Year
\$600/Month Lease
Limited Lease *


BREATHE EASIER
No Plugs
No Gasoline
NO EMISSIONS



[Click to Schedule
Your Test Drive](#)









PROCESS STATEMENT

This landing page is for the Honda FCX Clarity, Hydrogen Fuel Cell Sedan. The target audience for this vehicle is a couple in the Southern California area making approximately \$150,000 per year. The

color scheme is derived from the only color available for this vehicle. An organized, clean layout and sophisticated layout is required for this audience.



PROCESS STATEMENT

Watchface was a photo composed to mimic the photography of Man Ray. His DADA art style used found items mixed with collage to present an emotion. This black and white photography has yes, cut from magazines,

looking back at the viewer. To imitate the black and white film grain a layer of noise was added to this digital photo.



PROCESS STATEMENT

Among my many travels I have developed my photographic eye. Both of these photos are representative of this development. The photograph to the left was taken during my travels to New Zealand. The World War II Monument

was lit for the prime ministers arrival. The photo to the right was taken during at the Vatican during my trip through Italy. The photo is a wonderful example of chiaroscuro. Both of these photos have been used in various projects.



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