



# **GRAPHIC DESIGN PROCESS BOOK**

2022–2023

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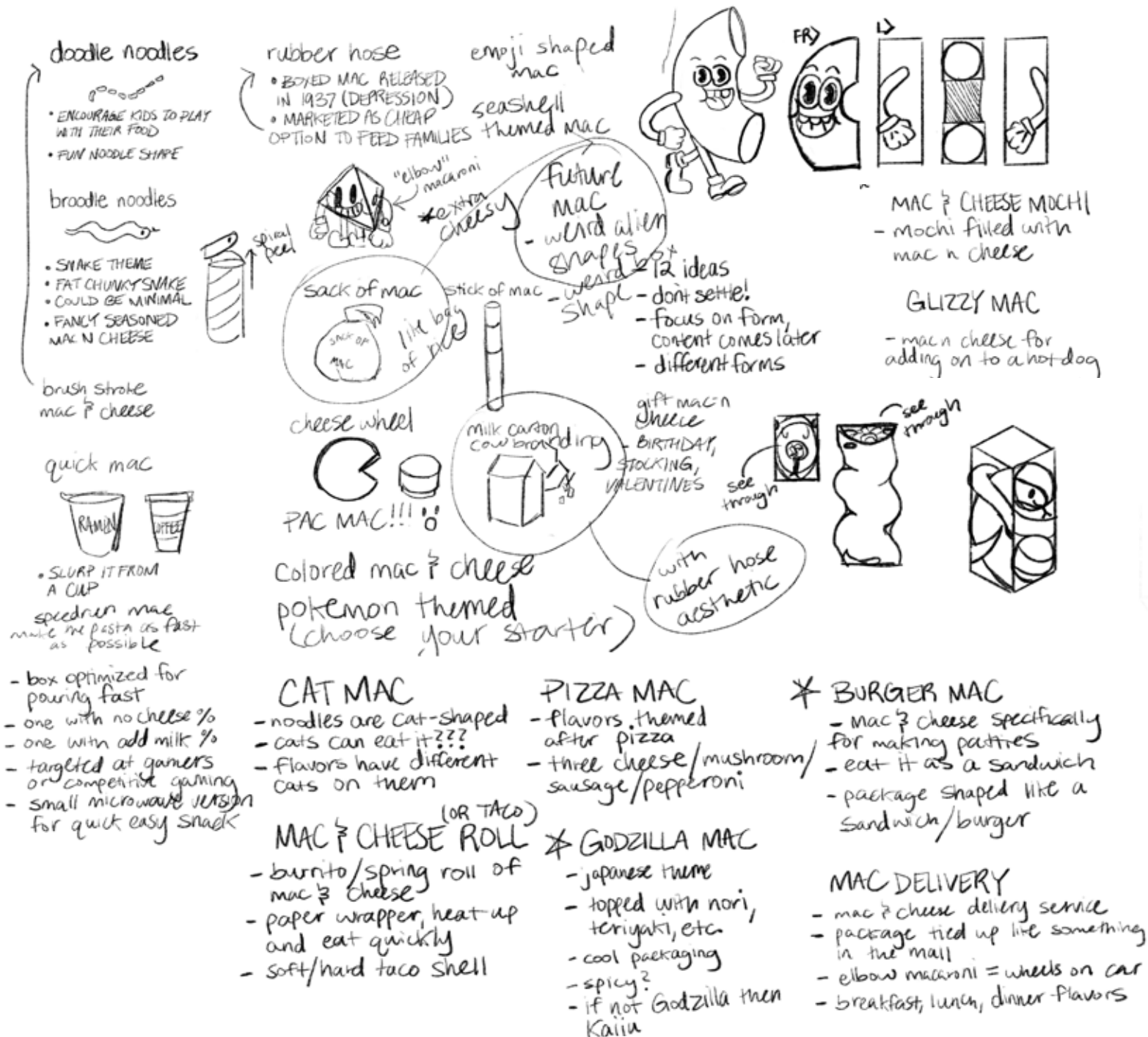




# **KAIJU MONSTROUS MAC & CHEESE**

PACKAGE DESIGN | 2022







# KAIJU 怪兽 Macaroni & Cheese

## Target Audience:

Young Adults, College Students, Asian Food Lovers, Pop Culture Enthusiasts

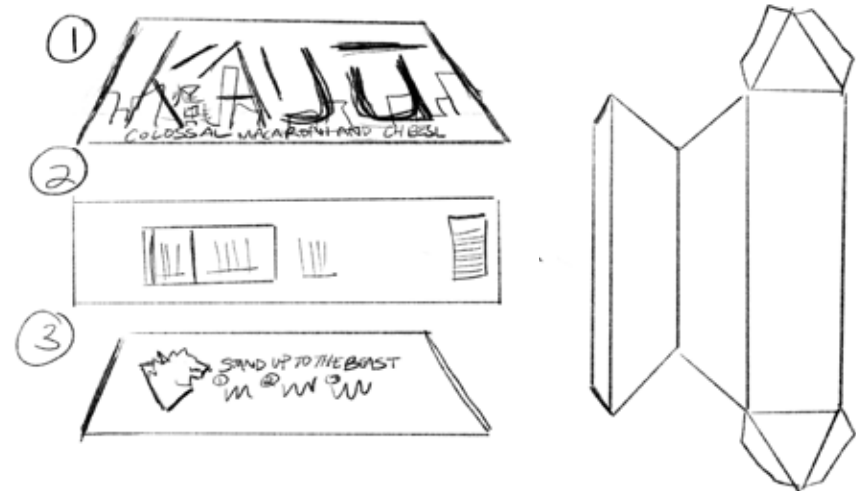
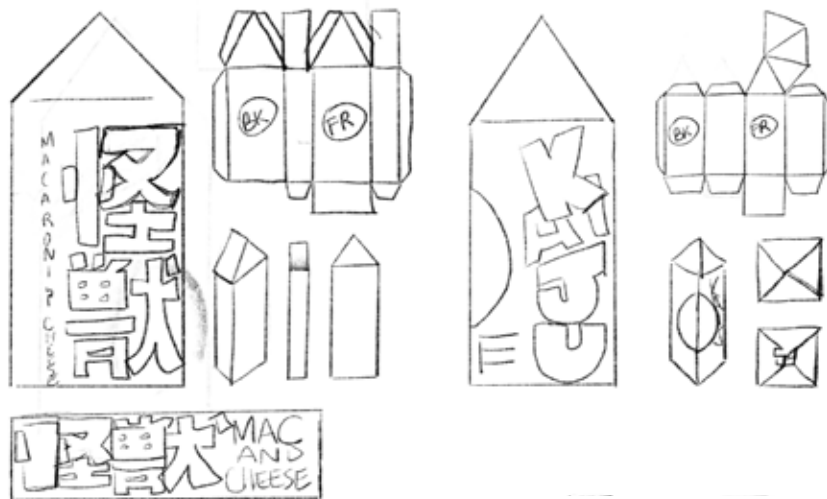
## Perks:

- Huge Noodles

## Flavors:

- Nori & Teriyaki (Godzilla)
- Three Cheese (Ghidorah)
- Garlic, Parm & Chicken (Mothra)

- ## Brand Promise:
- Big
  - Bold
  - Monstrous
  - For Food Monsters









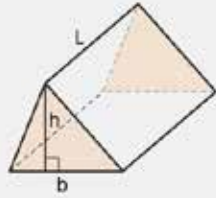






Triangle type

▲ base and height ▾

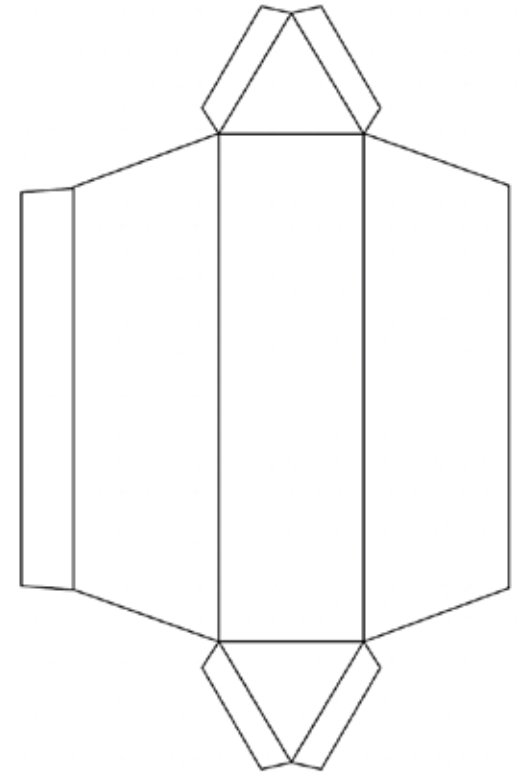
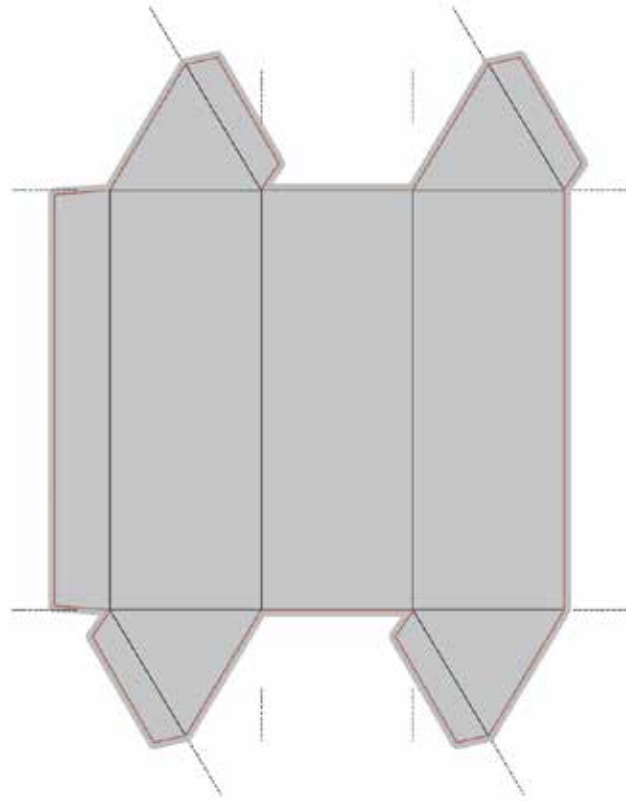


Base (b) 3 in ▾

Height (h) 2.5 in ▾

Prism length (L) 8.313 in ▾

Prism volume 31.172 cu in ▾





BOX 1 / NORI + TERIYAKI

godzilla in berserk manga style

Generate

RESULTS



BOX 2 / TRIPLE CHEESE

three headed dragon from godzilla in manga style

Generate

RESULTS



BOX 3 / GARLIC + PARM

mothra in black and white comic book illustration

Generate

RESULTS



SUBTITLE, ETC.

MONSTROUS MAC + CHEESE  
**BEE FOUR**

FLAVOR

NORI + TERIYAKI  
TRIPLE CHEESE  
GARLIC + PARM  
**Roc Grotesk**  
ExtraWide Medium

MISC.

Roc Grotesk Condensed  
Roc Grotesk **Condensed Medium**  
Roc Grotesk Regular  
**Roc Grotesk Bold**  
**Roc Grotesk Wide Bold**  
Courier New Regular

LOGOTYPE



ヒラギノ角ゴ StdN W8  
怪獣 Kaijū, monstrous beast



**B/W ROUGH LAYOUT**



## LAYOUT V1



## LAYOUT V2

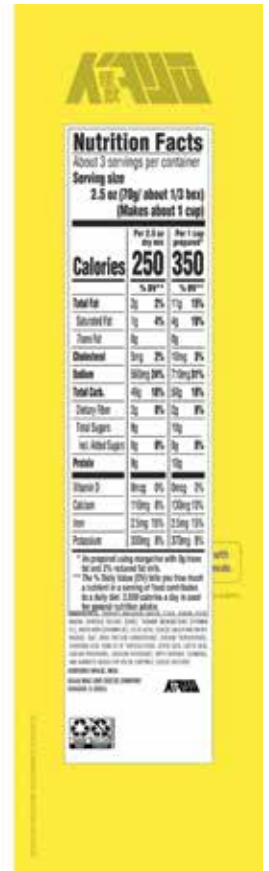




## BOX FRONT EXPLORATIONS

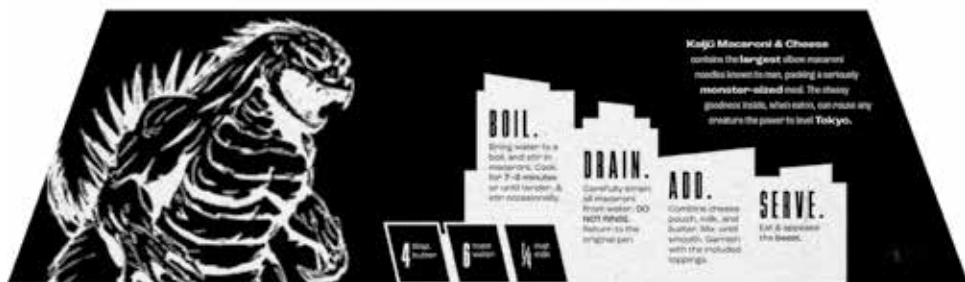
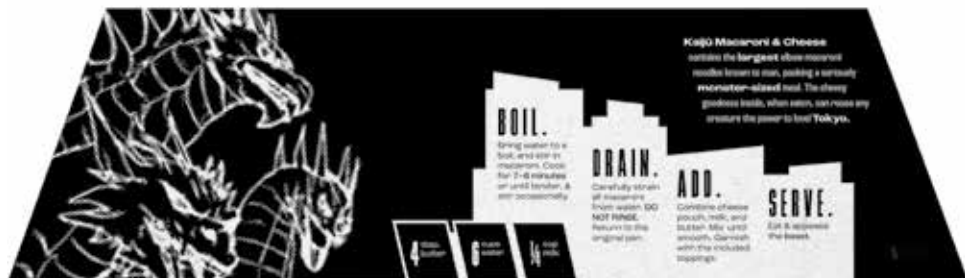


## LAYOUT V3

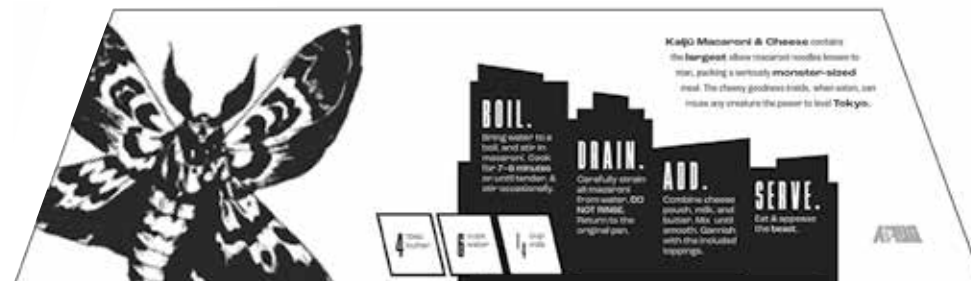
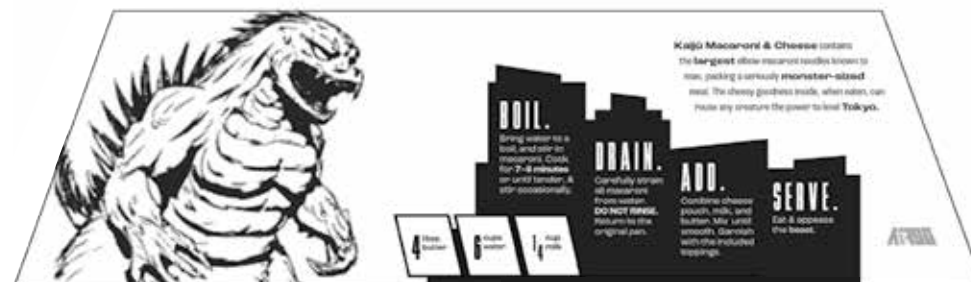
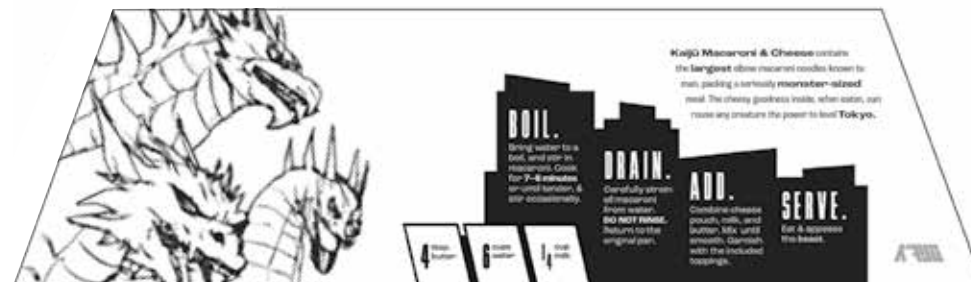




## BOX BACK V1



## BOX BACK V2







BOX 1 / FINAL

NORI + TERIYAKI





BOX 2 / FINAL

TRIPLE CHEESE









FINAL BOXES

# **PIONEER TRADE APP**

UI/UX DESIGN | 2023



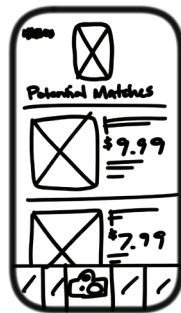
### stickr!

A simple algorithm-based, swipe-based platform used for buying stickers from independent artists. Swipe, favorite, & click buy.



### THRIFTEE

Analyzes a photo taken with the camera and matches it with a product online, identifying its value. Then, easily list the identified item for sale.



### bin buddy

A cute, all-in-one resource that makes waste disposal and recycling less of a hassle. Shows locations of local recycling and waste bins and provides tips and tricks on waste management.



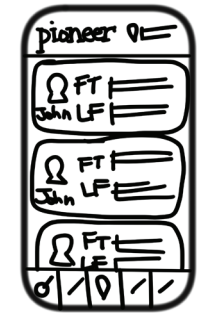
### Hydraulic Press

A super simple & quick video compression app. Can choose different file sizes for compression, then easily share across platforms.



### Pioneer

A mobile hub for local trade. Users can post items that they want to trade alongside items that they are looking for. Money payments not allowed, trade only.



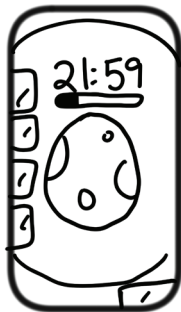
### Ink Me Up

A platform where tattoo artists can connect with potential clients. One can manually search for an artist they like, or can submit a request for freelance artists in a given area to accept.



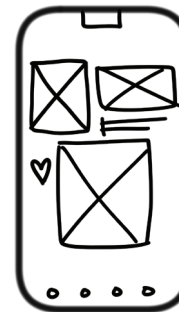
### eggly

A pomodoro timer app that hatches cute creatures while you study. Idly incubate eggs during focused work, and play with them during breaks.



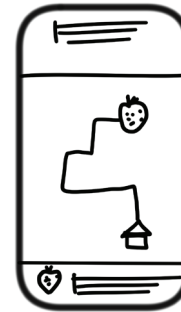
### Board 'Em

A super easy-to-use mood board app. Swipe between multiple boards, upload or paste files, and add text or doodles.



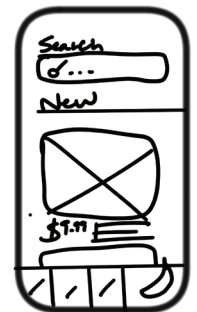
### Sweetz

Locate and order yummy fruit, delivered instantly to your door. Users can select a variety of locations to order from, from grocery stores to farmers' markets.

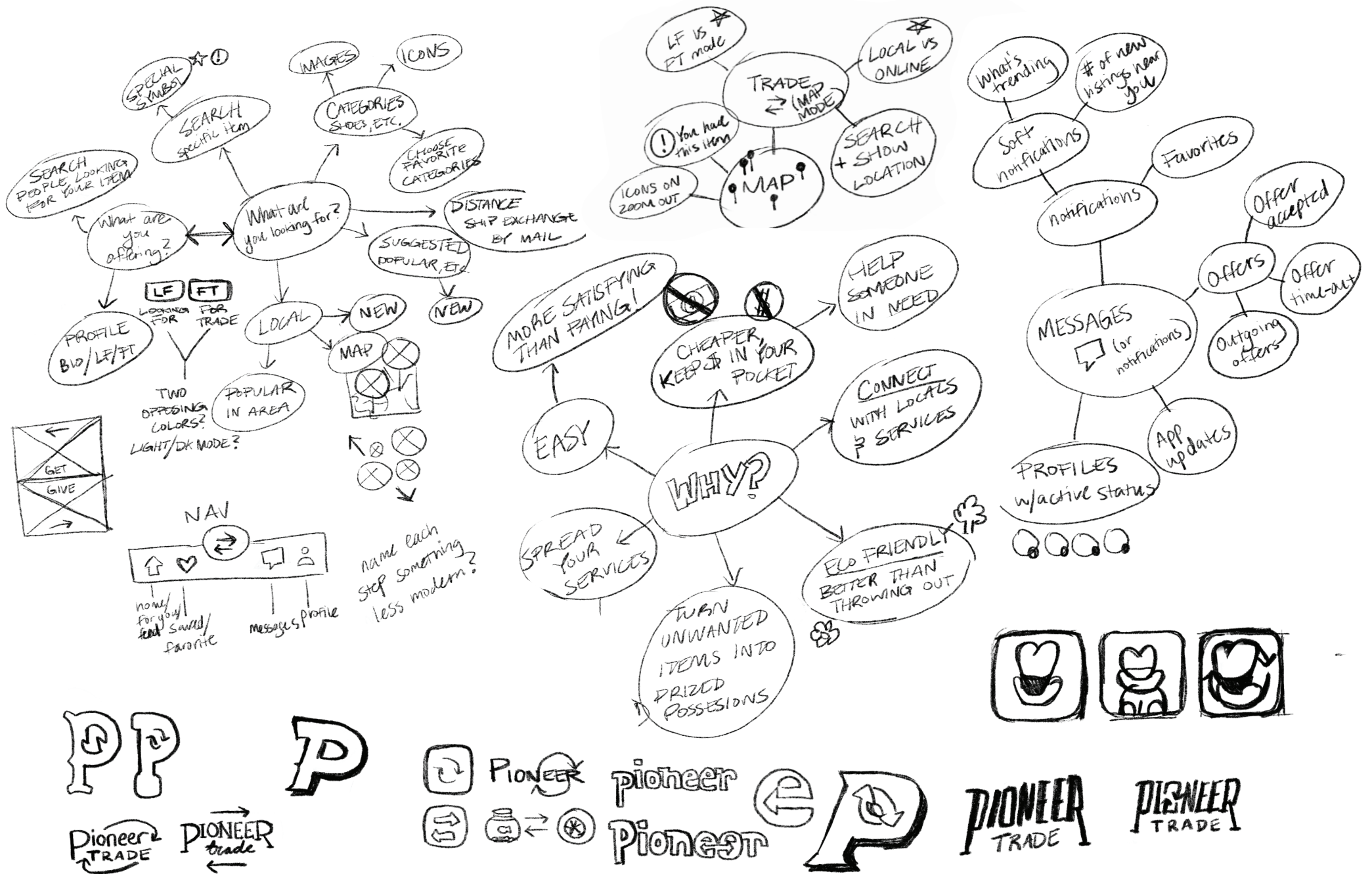


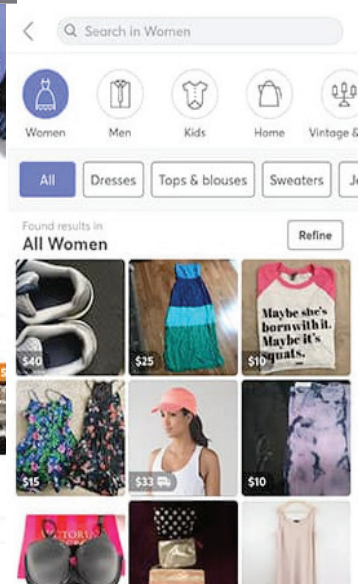
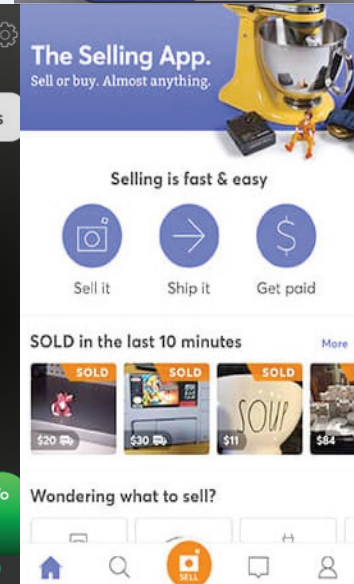
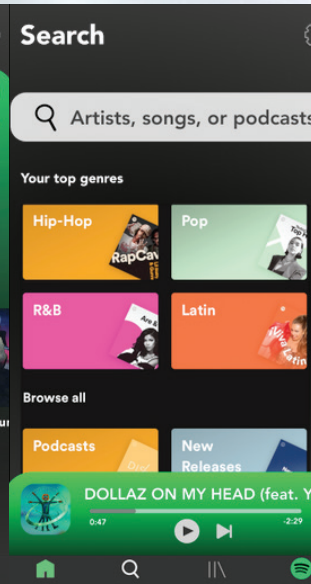
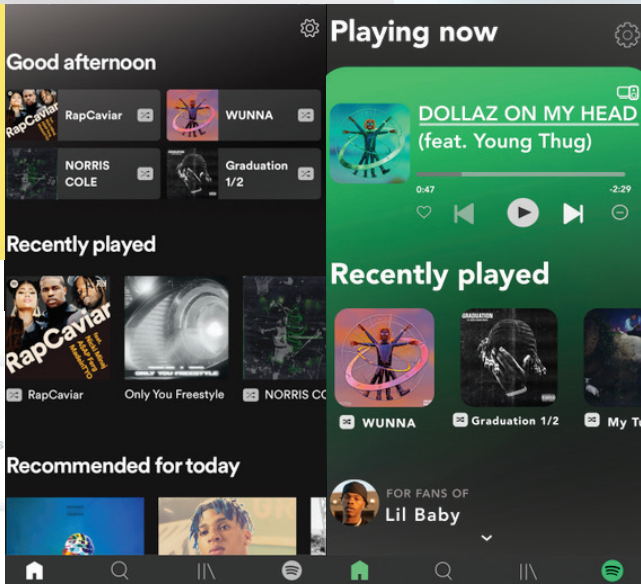
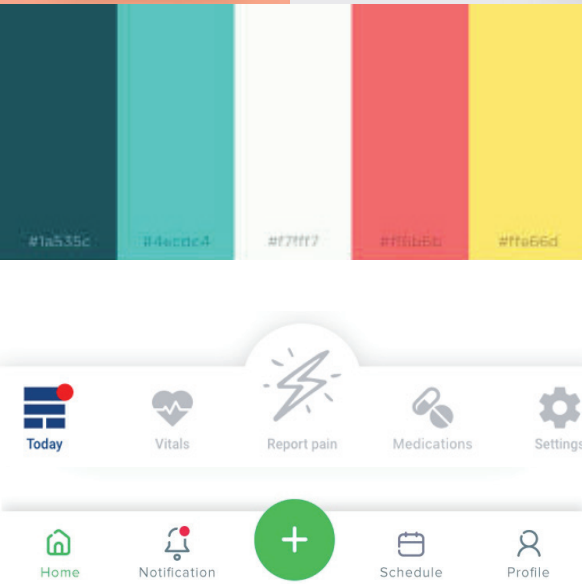
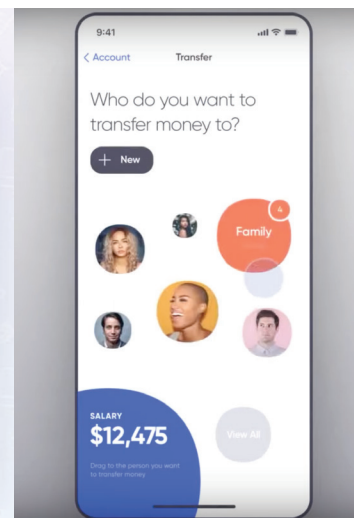
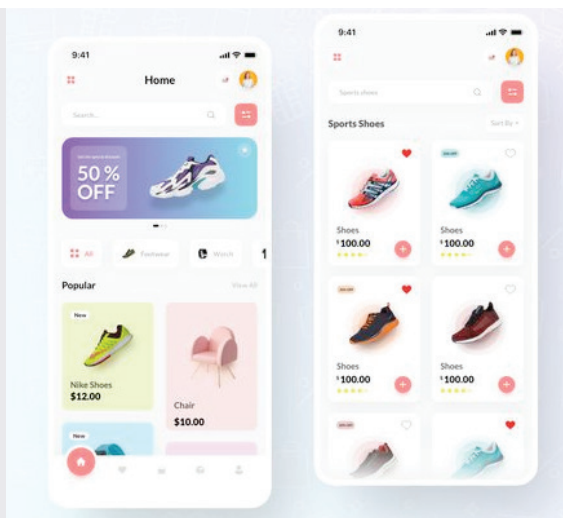
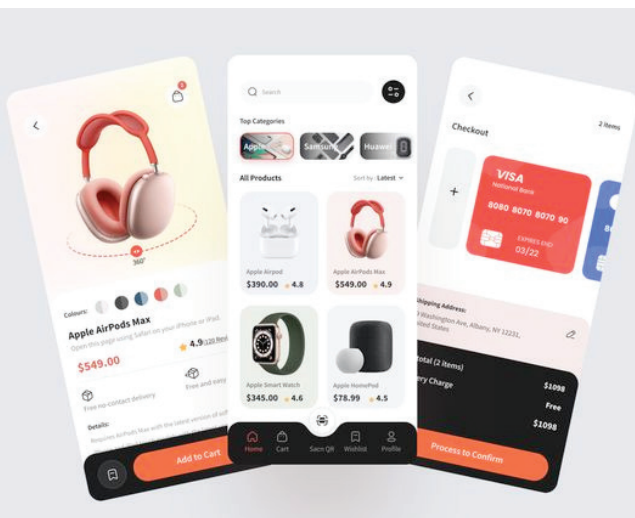
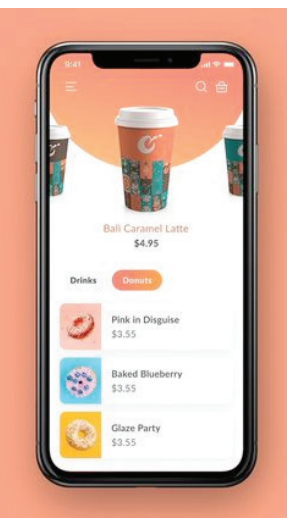
### Banana

A buying/selling platform for snake breeders. Users can list a snake for sale in a local area. Search between different genes and morphs.











## PIONEER TRADE

# PIONEER TRADE

### App Functionalities

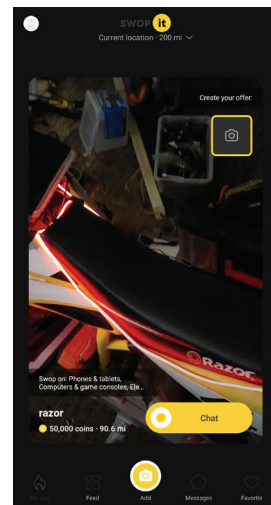
- **List an Offer:** Take or upload images to show others what you have to offer
- **Browsing Modes:** Toggle between LF & FT modes; LF (Looking For) mode to highlight items you are looking to find, FT (For Trade) mode to highlight items that you have which others are looking for
- **Search:** Find what you're looking for with the search bar and easily toggle filters if needed
- **Favorite:** Save offers for later, then access easily from the Favorites tab
- **Map Mode:** Quick view of nearby offers placed on a map; toggle modes & filters
- **Feed:** Newly Listed; Recent Trades; Trending Goods; For You; Trending Categories; Rare Finds
- **Profile:** Show what you have to offer. Displays user ratings, bio, favorite categories, and all of their offers
- **Messages:** Collects notifications and contains conversations with other users

## COMPETITORS



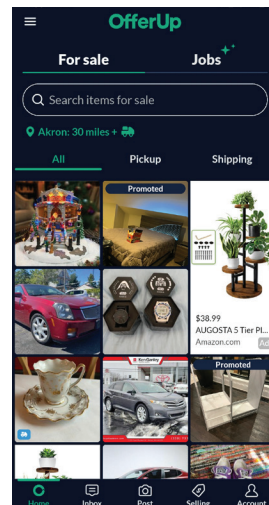
### swop. it

Group exchange, location radius, For You tab, two-column feed, easy swipe-right feature



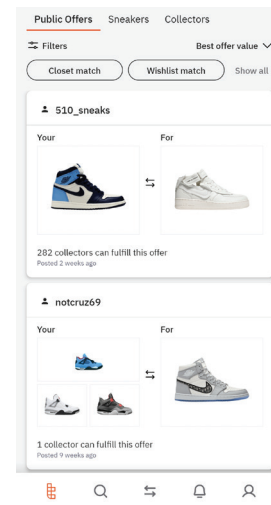
### OfferUp

Pickup/ship/all, Jobs, Inbox/Selling tabs



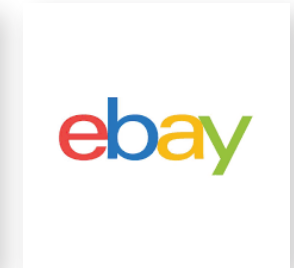
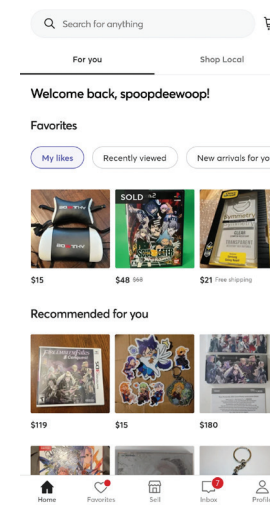
### Tradeblock

Create trade offers, public offers feed, shows matches with other collectors



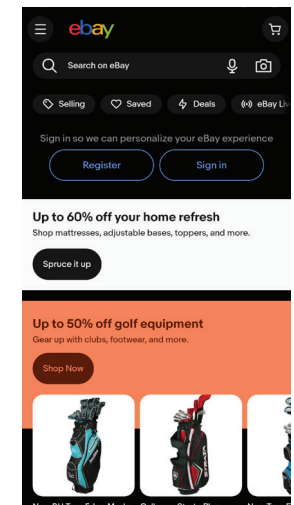
### Mercari

Favorites, Shop Local, follow other accounts, favorite searches



### eBay

Shop categories, bidding, filters, watchlist, side navigation only



# PIONEER

## T R A D E

### CLIENT



**BarterSaves LLC.** is an American bartering network based in the east coast, with centers located in New Jersey, Maryland, and Florida.

### OBJECTIVE

Pioneer Trade would function as the definitive platform where users from far and wide can satisfy their bartering needs. The application should provide an experience that is both smooth and satisfying to navigate, rewarding the user for their engagement.

### CALL TO ACTION

An intuitive, well-designed application where users can exchange goods or services within any range at no extra cost.

### SITUATIONAL ANALYSIS

The most preferred method of bargain shopping is through ecommerce stores and platforms, plus current bartering platforms also permit the exchange of money. Pioneer Trade would allow users to offer up any of their possessions for trade without having to pay, even if a difference in value exists.

### TARGET AUDIENCE

Low-income individuals ranging from ages 18 to 50 years old are the target demographic for marketing. This group includes both younger and older adults who are most likely to engage in bartering or secondhand shopping.

### COMPETITORS

- |              |            |
|--------------|------------|
| • swop. It   | • OfferUp  |
| • OverShare  | • LetGo    |
| • Trade-U    | • Mercari  |
| • Tradeblock | • eBay     |
| • KChange    | • KChange  |
| • HaveNeed   | • HaveNeed |

### DELIVERABLES

- Full interface design
- Invision prototype
- Presentation sample for screens

### MANDATORIES

- Company logo
- Brand-specific formatting



### USER PROFILE #1



**Age:** 21

**Occupation:** College Student

**Q1: How long ago was your last visit to a resale or thrift store?**

2 Months Ago

**Q2: Do you participate in seasonal community garage/yard sales?**

No

**Q3: Do you currently utilize any type of online secondhand shopping websites or apps?**

Yes

**Q4: What kinds of items do you typically purchase secondhand?**

Clothing, Shoes

**Q5: Is there any item that you enjoy collecting as a hobby?**

Yes, Sneakers

**Q6: Do you offer any kind of product or service that other people typically pay you for?**

Yes, Graphic Design

### USER PROFILE #2



**Age:** 27

**Occupation:** Lab Tech

**Q1: How long ago was your last visit to a resale or thrift store?**

4 Days Ago

**Q2: Do you participate in seasonal community garage/yard sales?**

Yes

**Q3: Do you currently utilize any type of online secondhand shopping websites or apps?**

Yes

**Q4: What kinds of items do you typically purchase secondhand?**

Kitchenware, Clothing, Furniture, Plants, Books, Housewares

**Q5: Is there any item that you enjoy collecting as a hobby?**

Yes, Plants & Mushroom Decor

**Q6: Do you offer any kind of product or service that other people typically pay you for?**

No

### USER PROFILE #3



**Age:** 48

**Occupation:** House Maid

**Q1: How long ago was your last visit to a resale or thrift store?**

3 Weeks Ago

**Q2: Do you participate in seasonal community garage/yard sales?**

Yes

**Q3: Do you currently utilize any type of online secondhand shopping websites or apps?**

Yes

**Q4: What kinds of items do you typically purchase secondhand?**

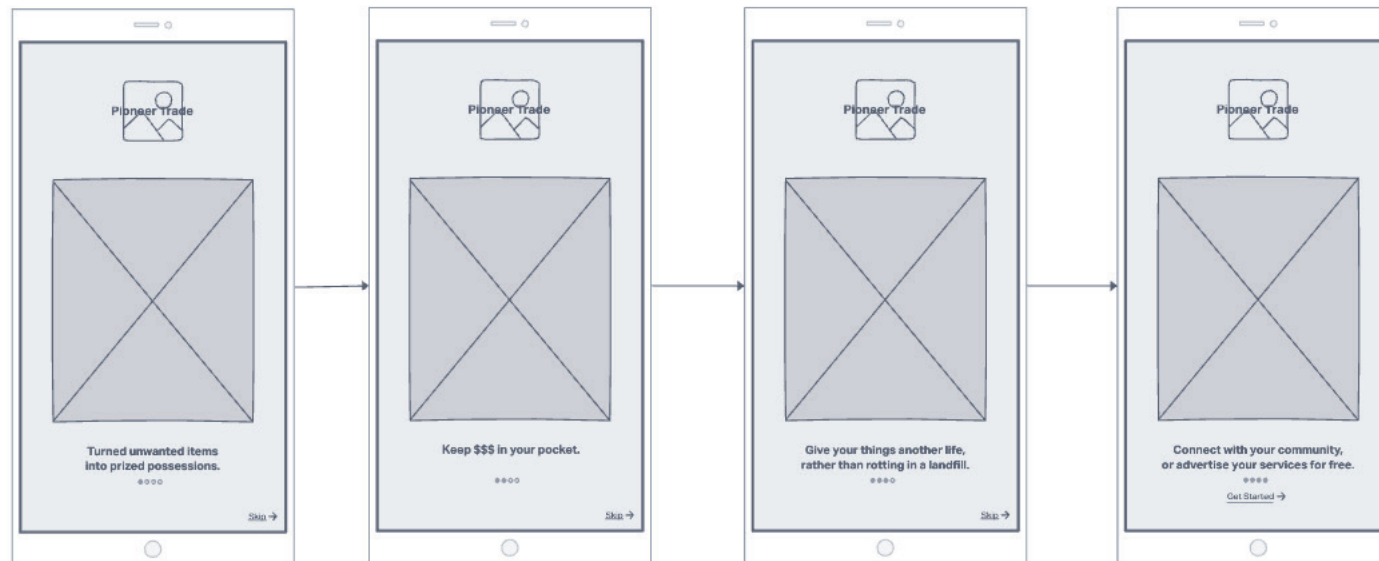
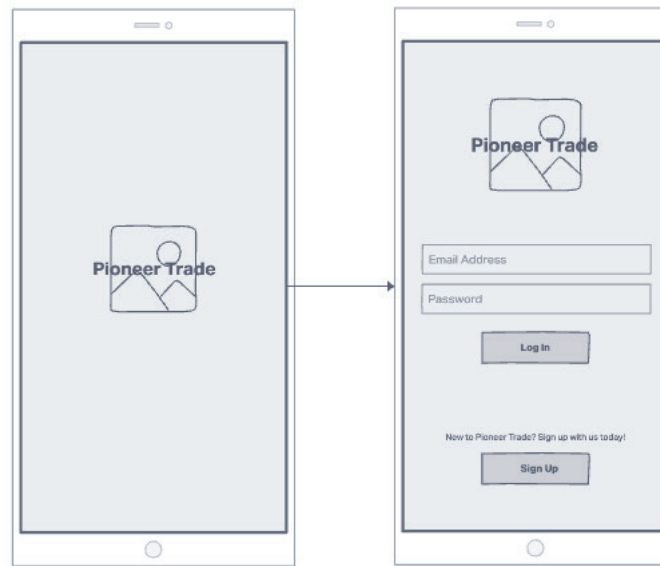
Clothing, Furniture, Cell Phones, Knick Knacks, Housewares

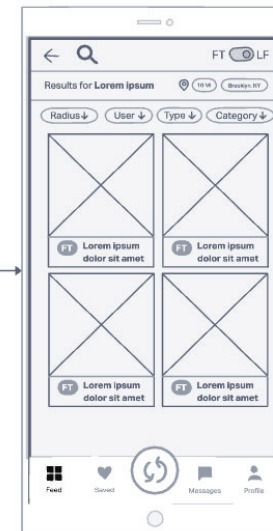
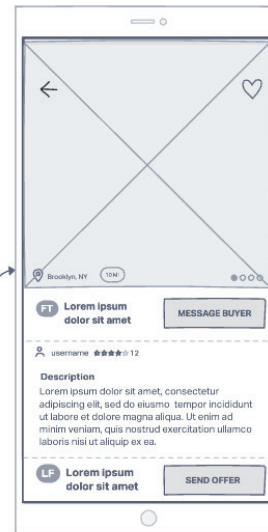
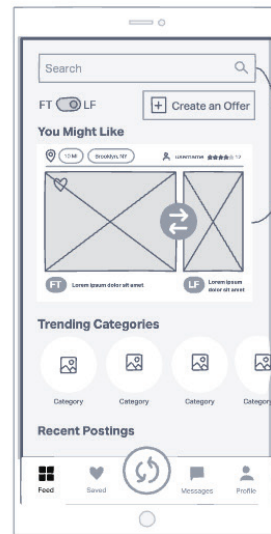
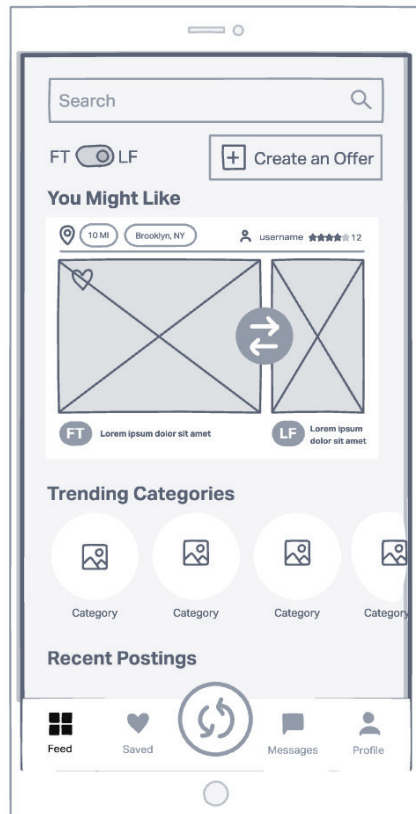
**Q5: Is there any item that you enjoy collecting as a hobby?**

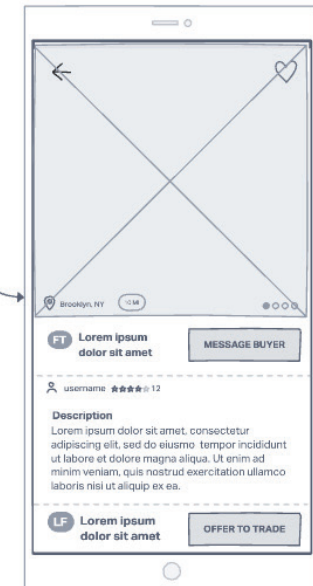
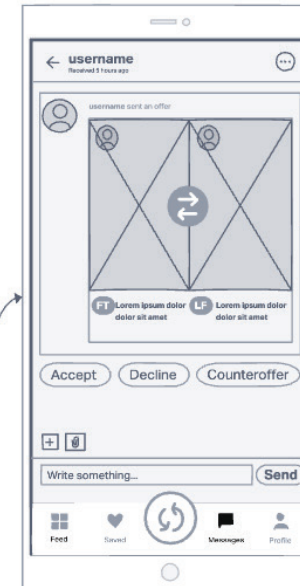
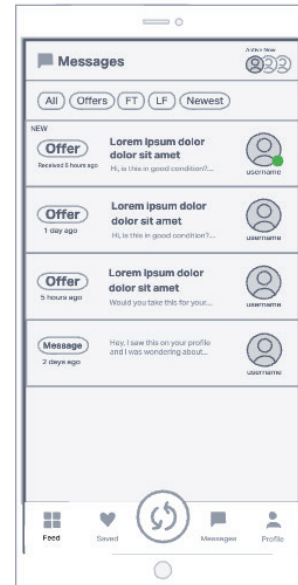
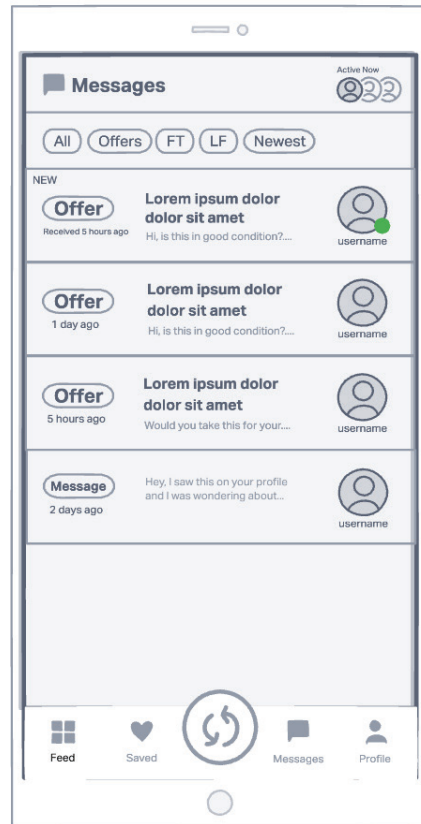
Yes, Vintage Pyrex

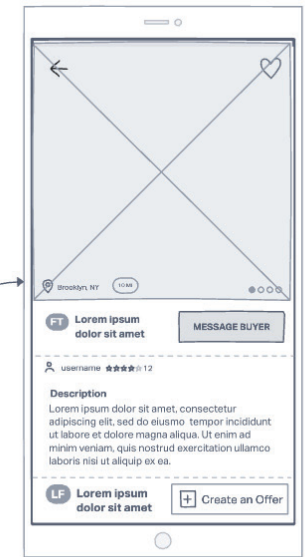
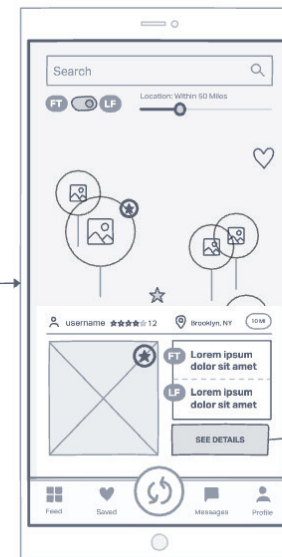
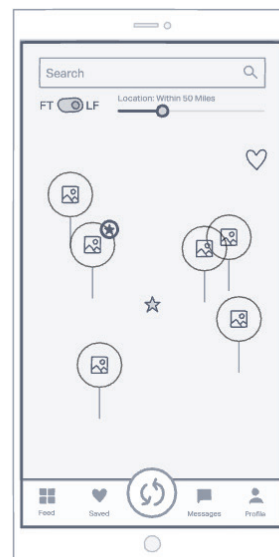
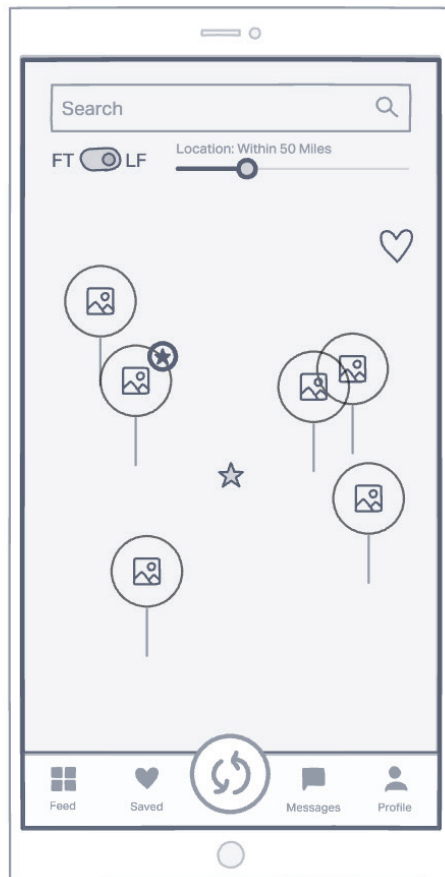
**Q6: Do you offer any kind of product or service that other people typically pay you for?**

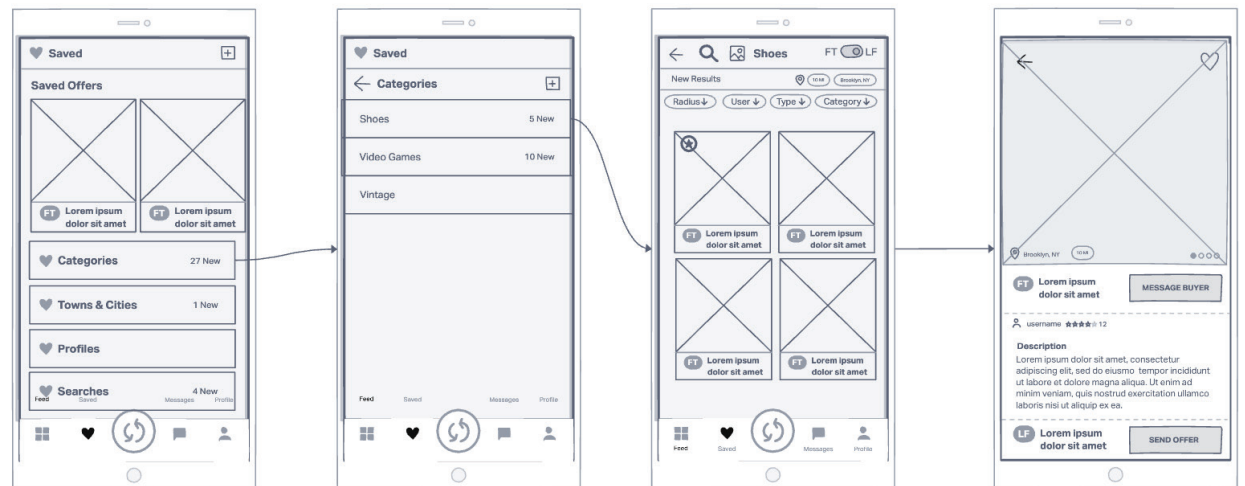
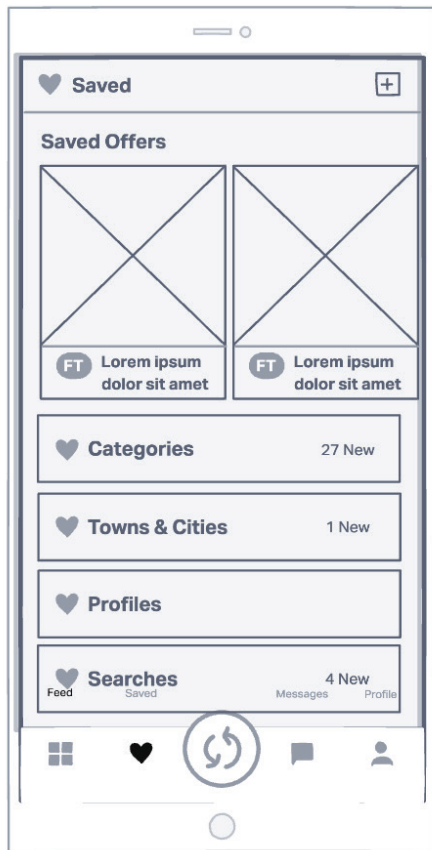
Yes, House Cleaning

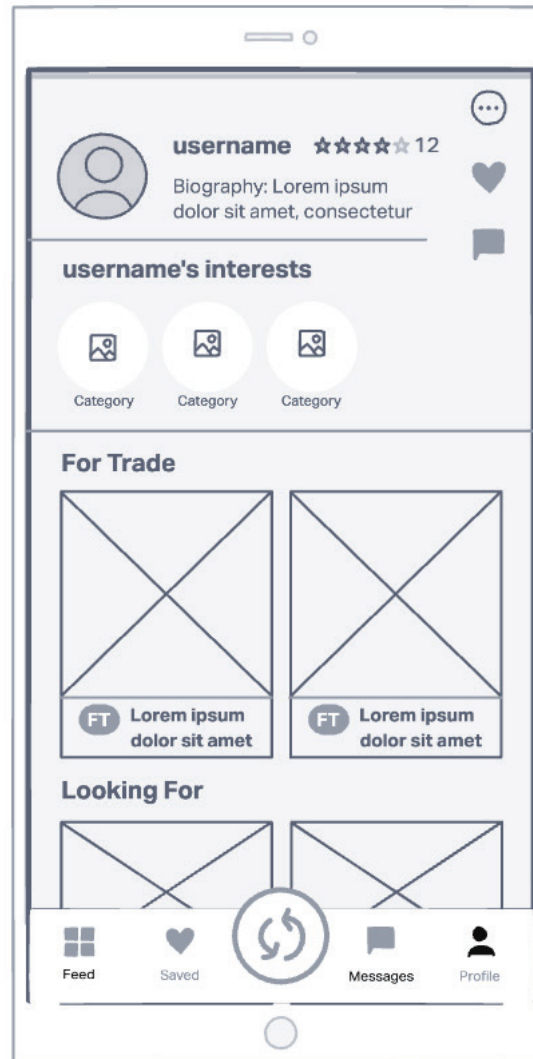


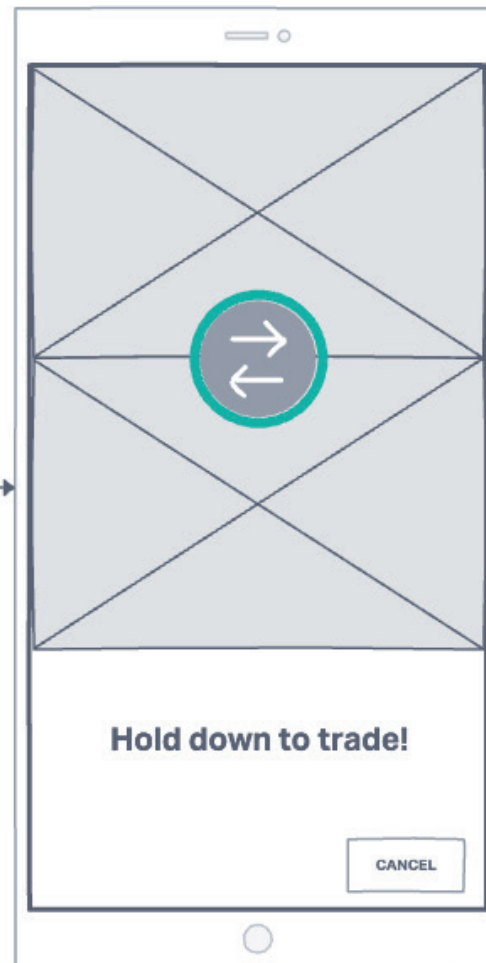
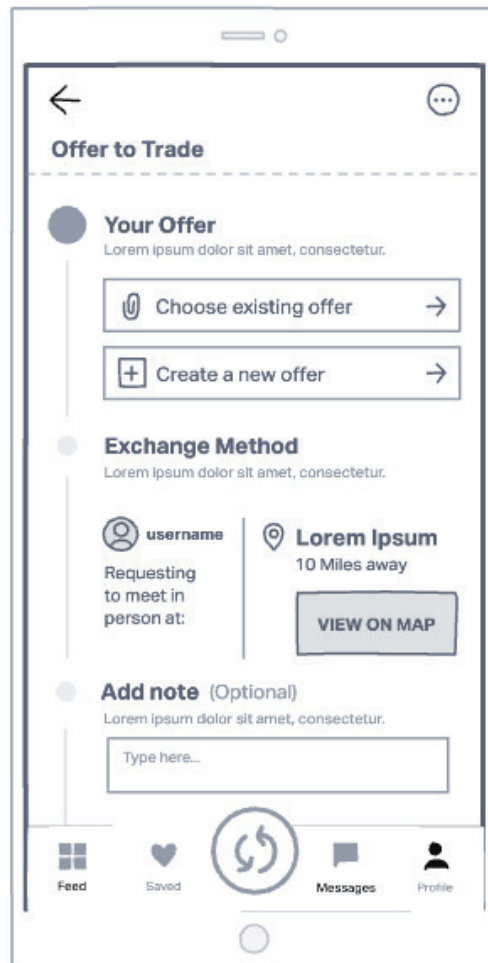




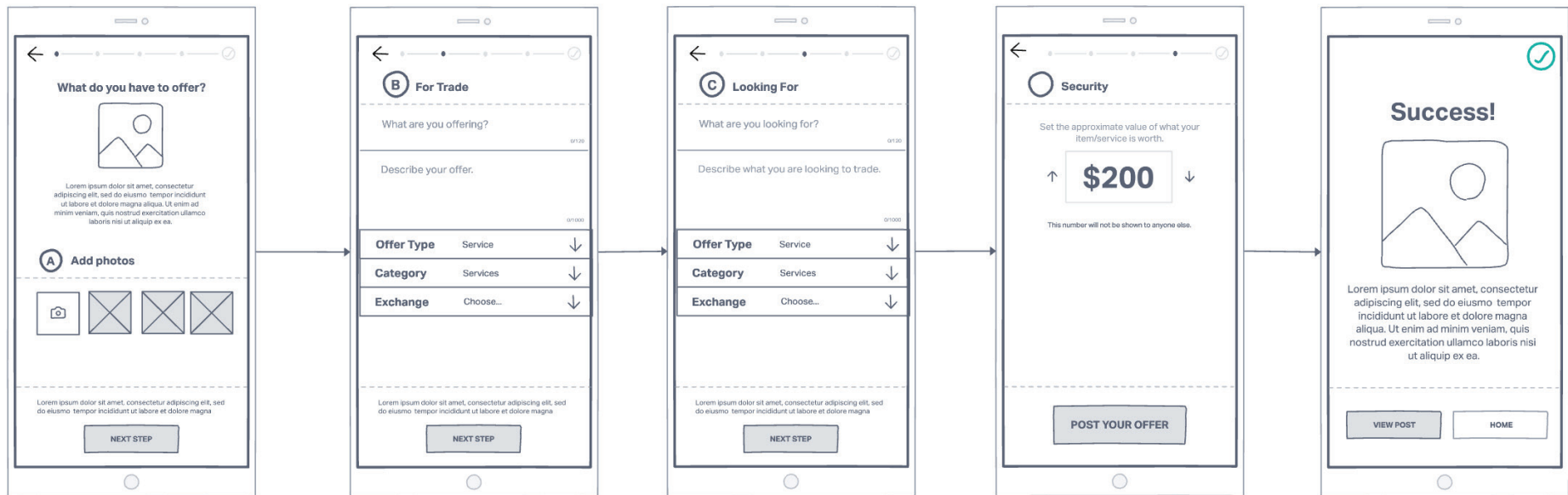












# PIONEER

## PIONEER

### *pioneer*

*Pioneer*  
*Pioneer*  
TRADE

*Pioneer*  
TRADE





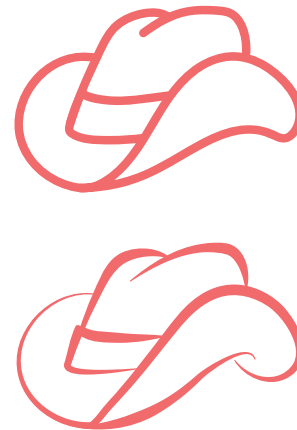
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TRADE

**PIONEER**  
TRADE

**PIONEER**  
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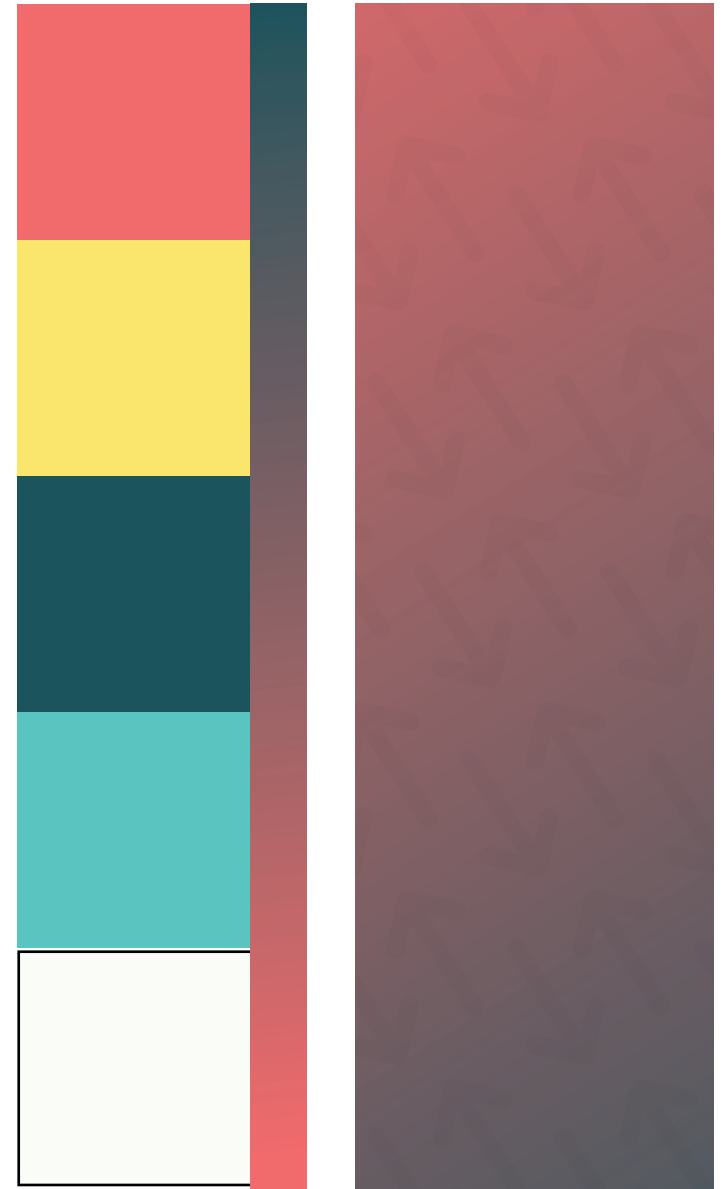
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TRADE

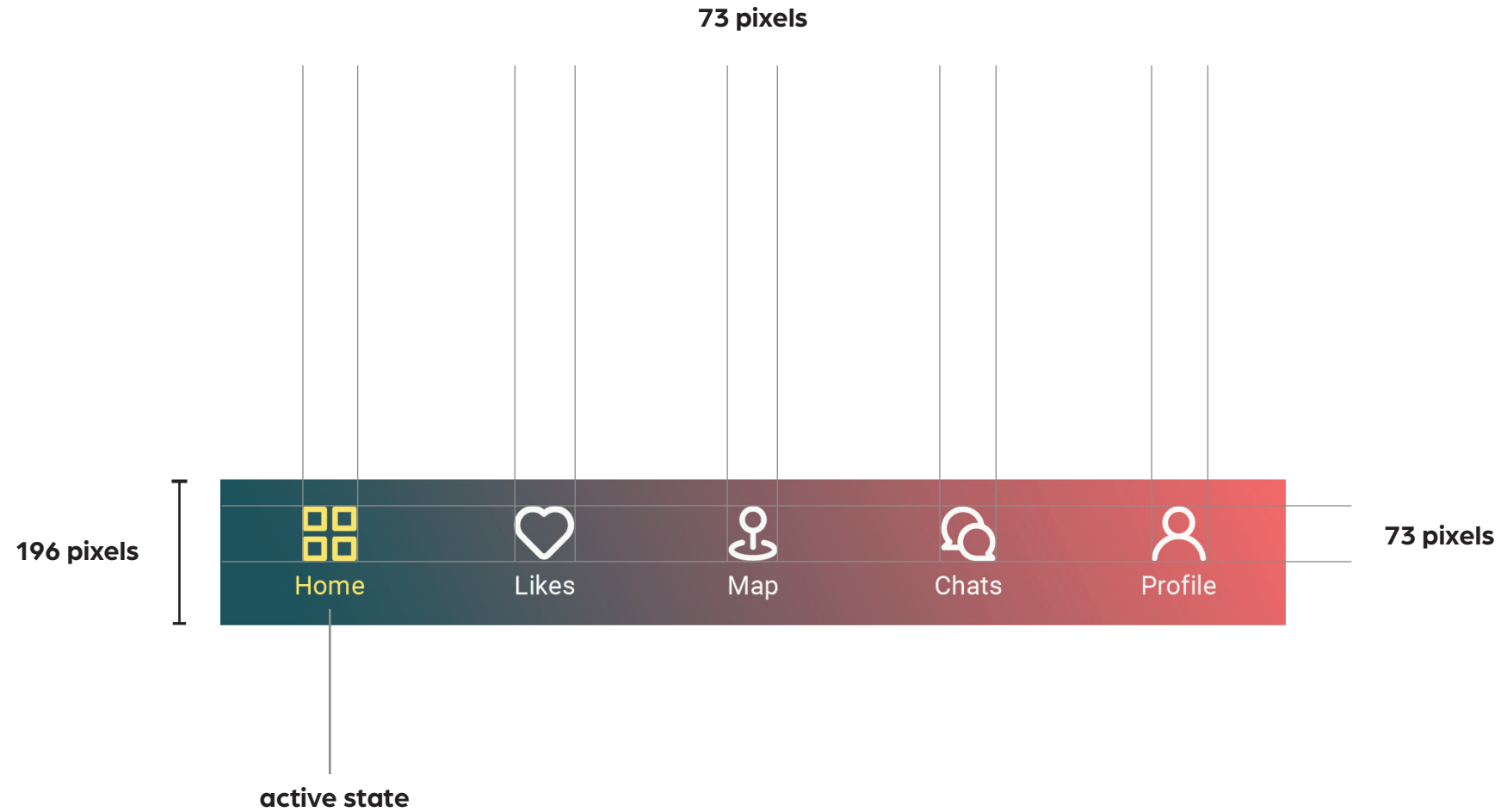


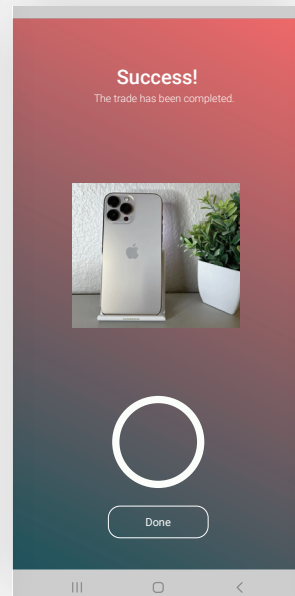
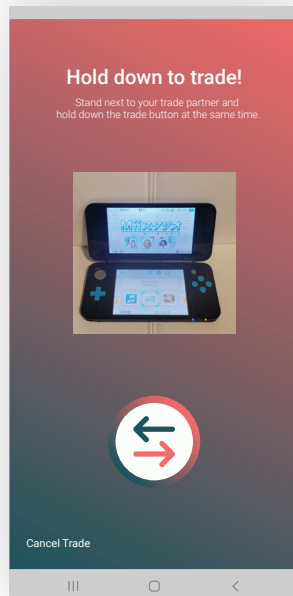
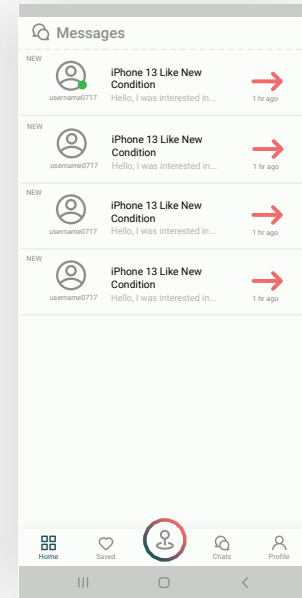
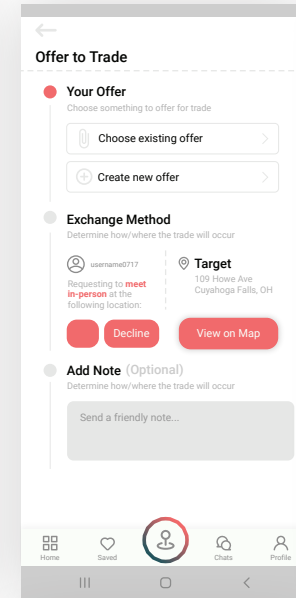
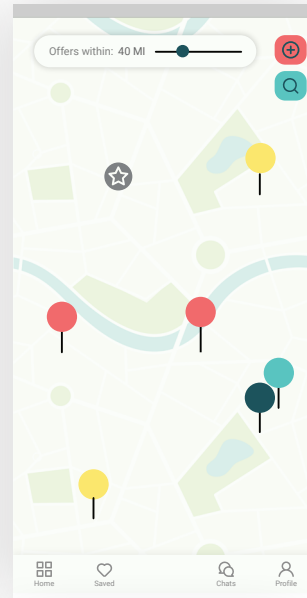
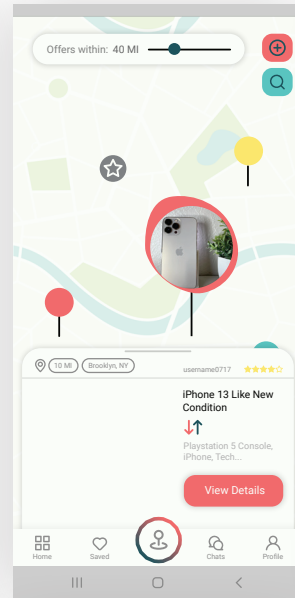
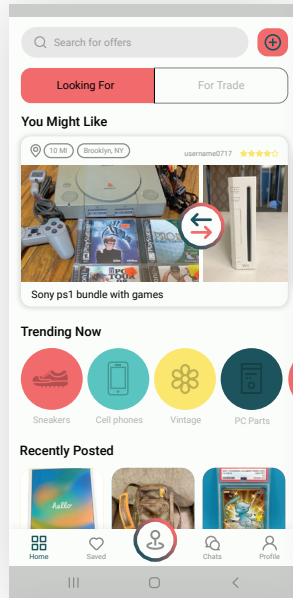




**PIONEER**  
T R A D E








# PIONEER

TRADE



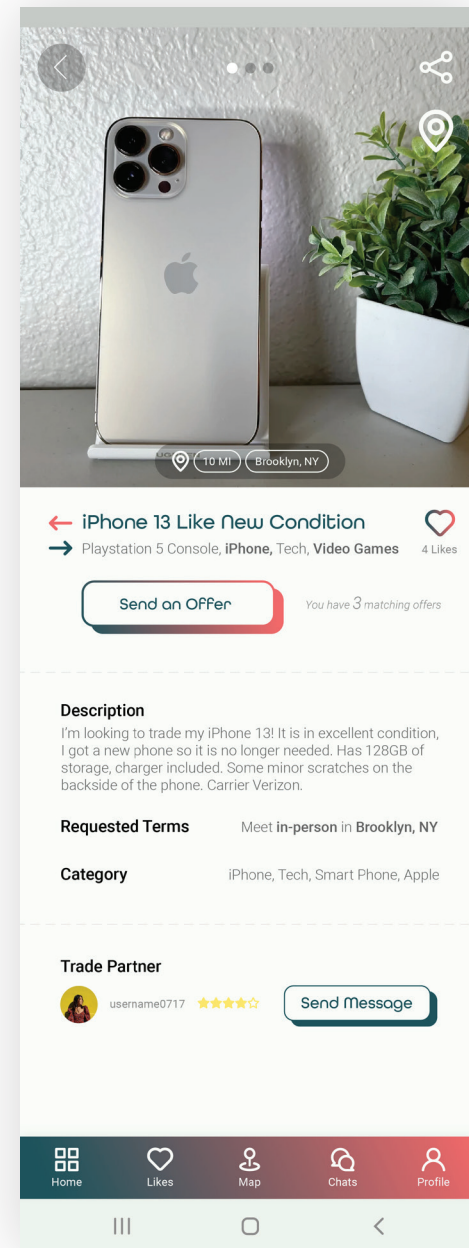
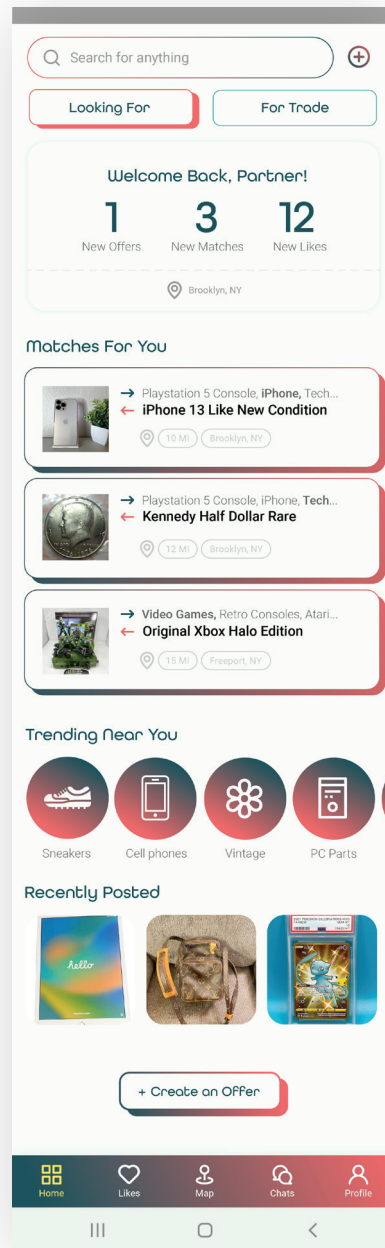
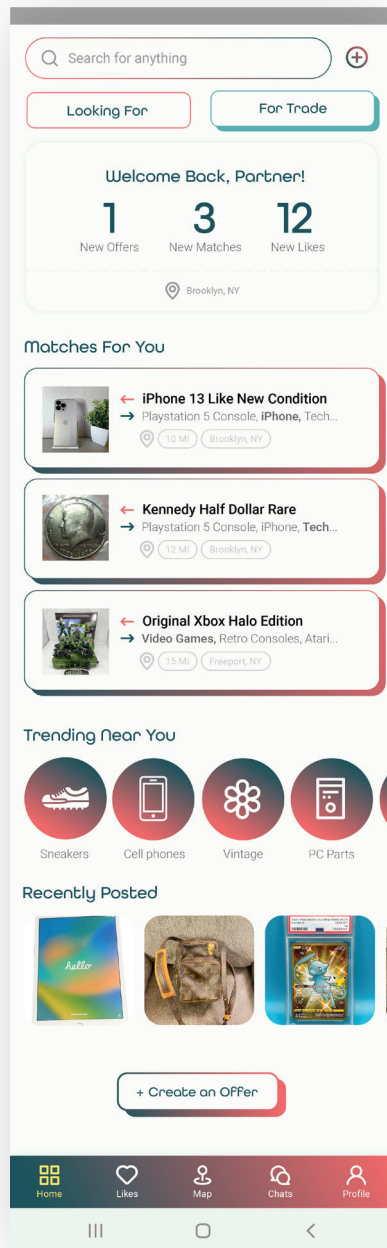
Hey There, Partner!

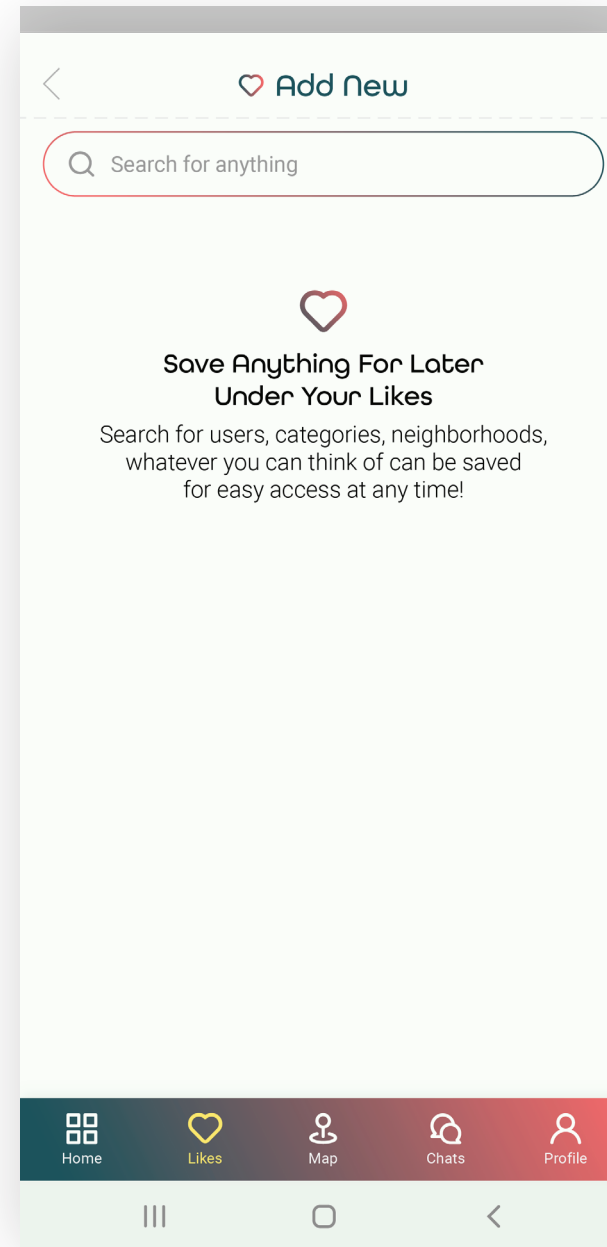
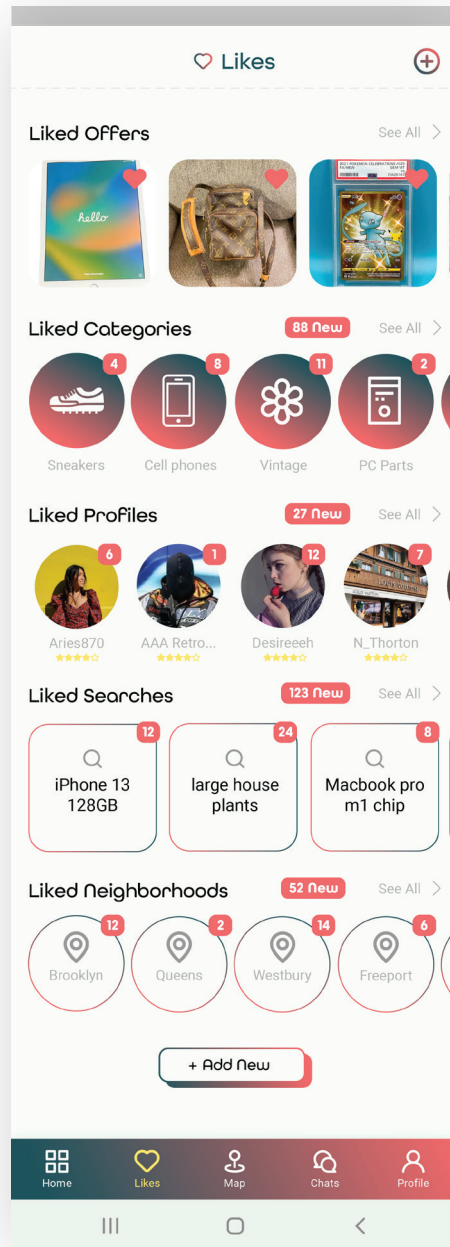
[Forgot Password?](#)

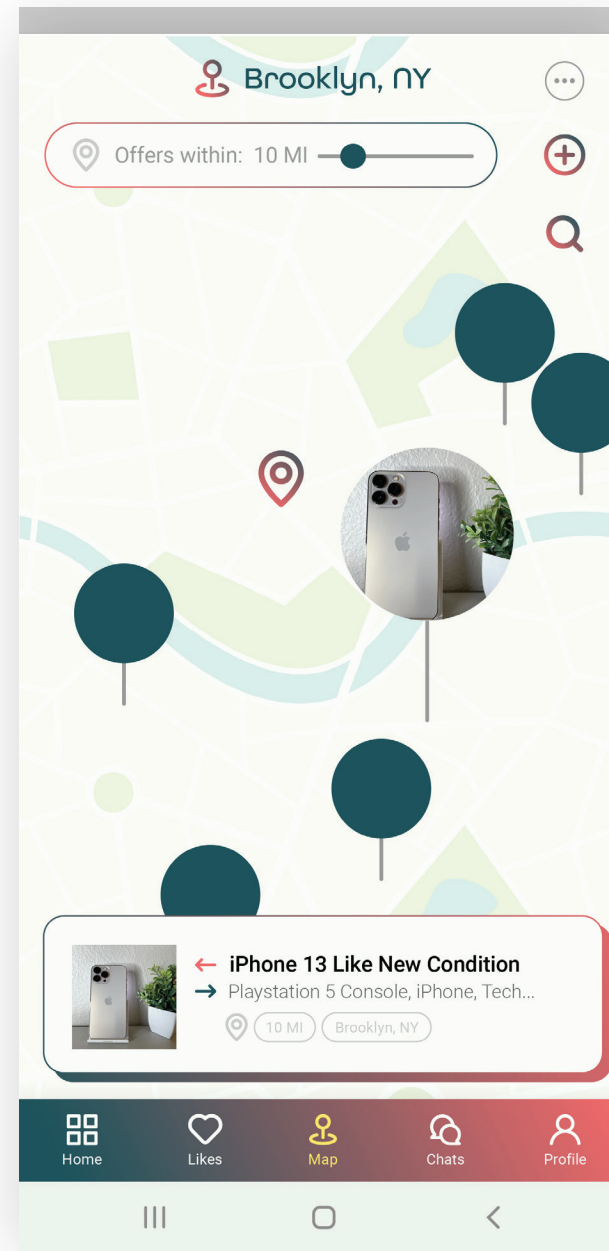
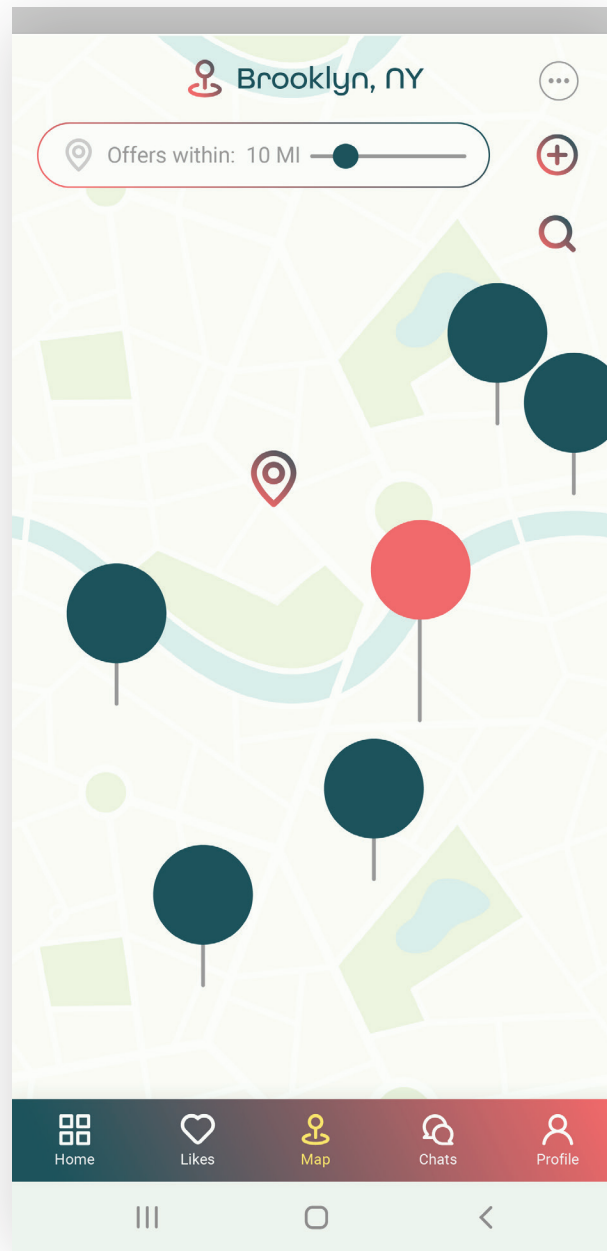
First Time? Start Trading Today!

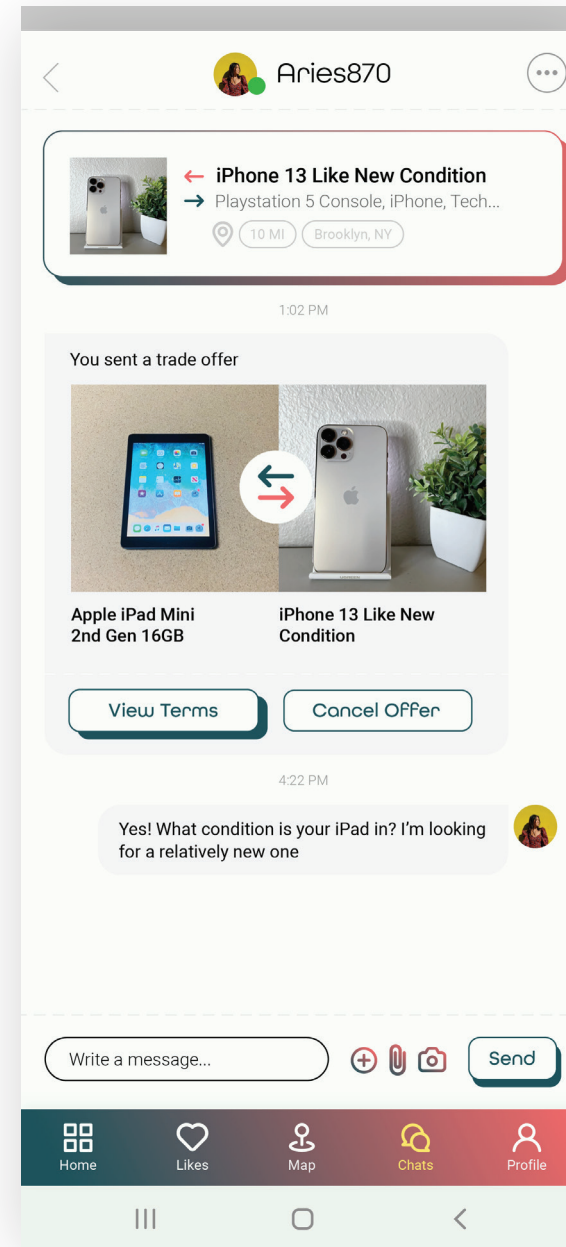
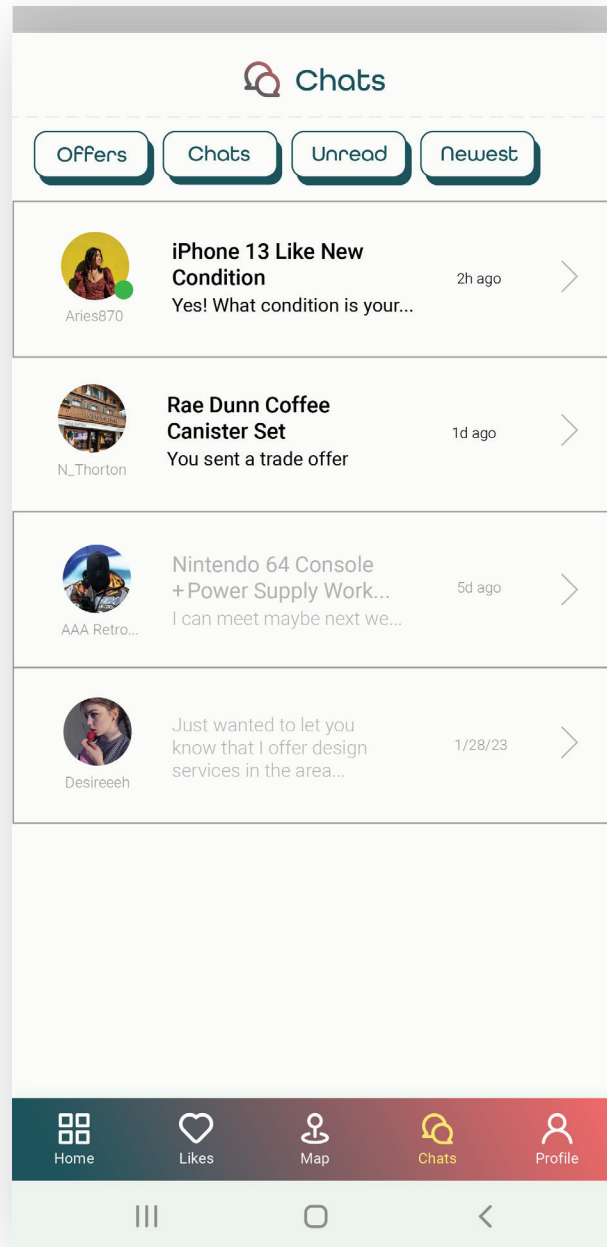




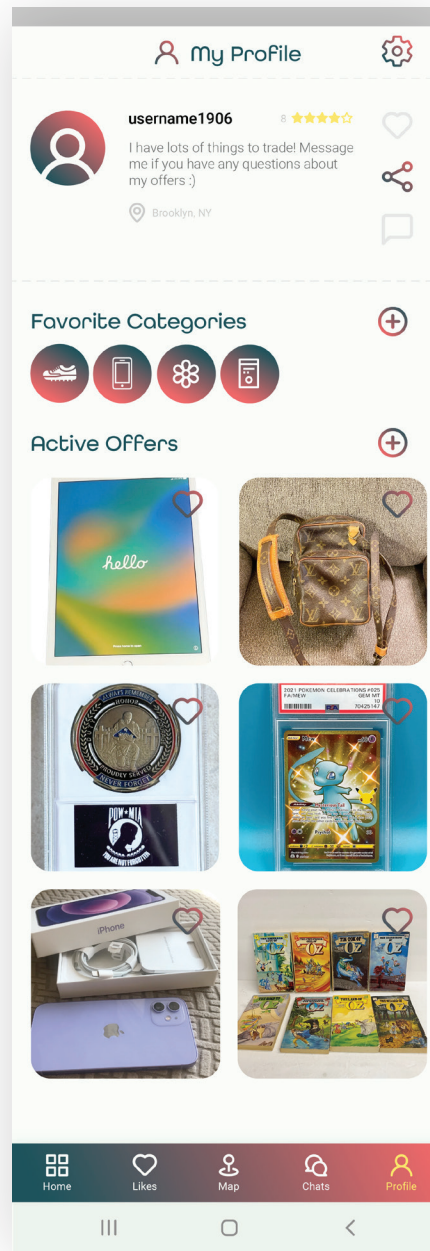


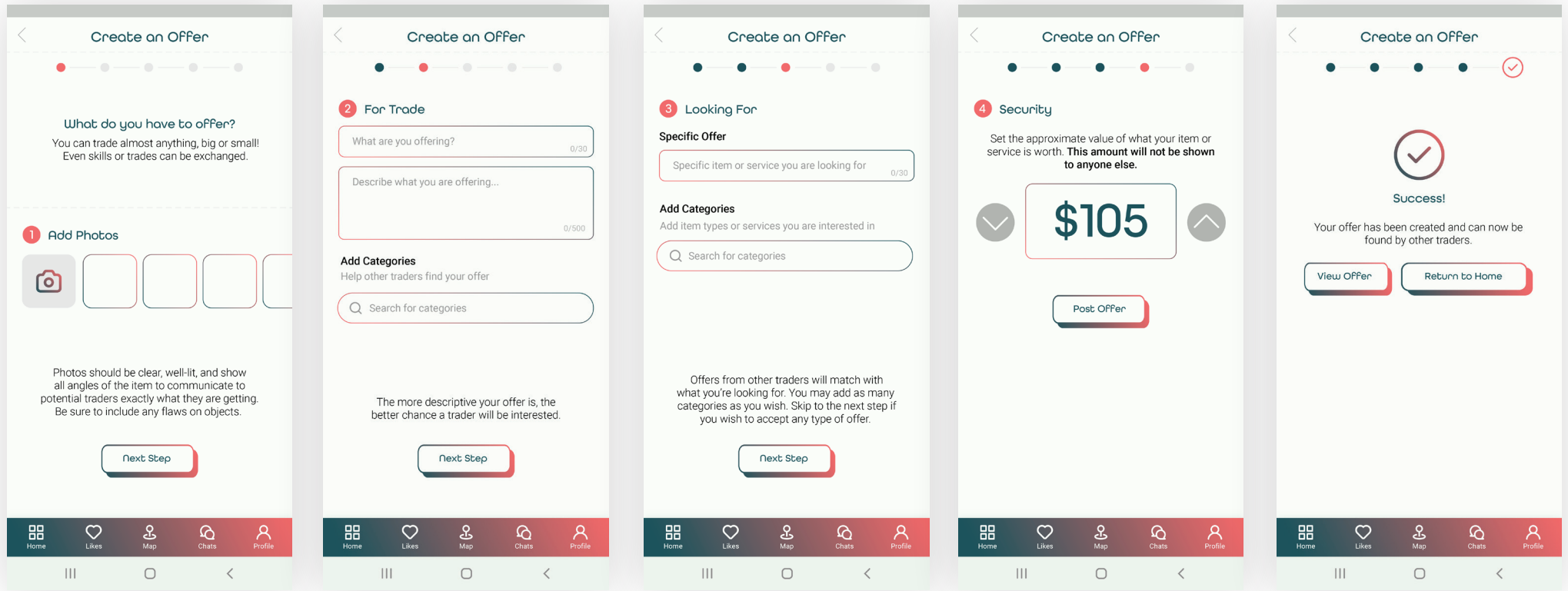


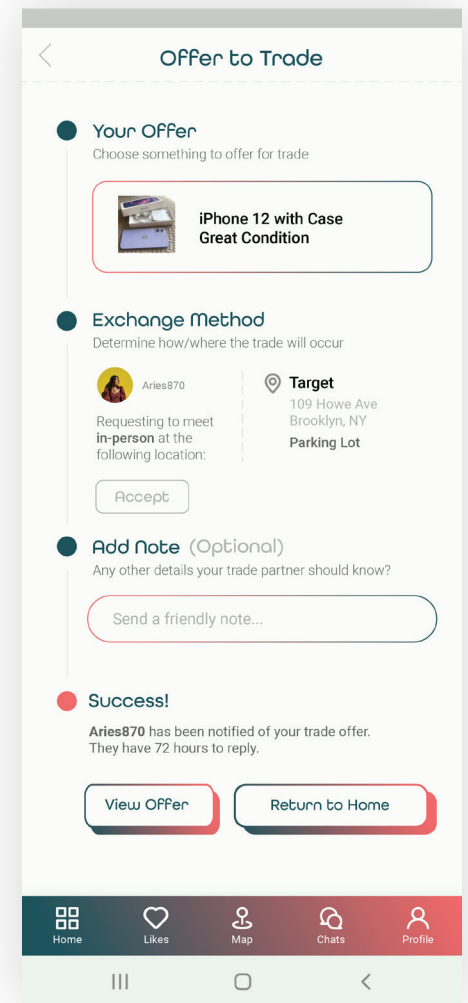
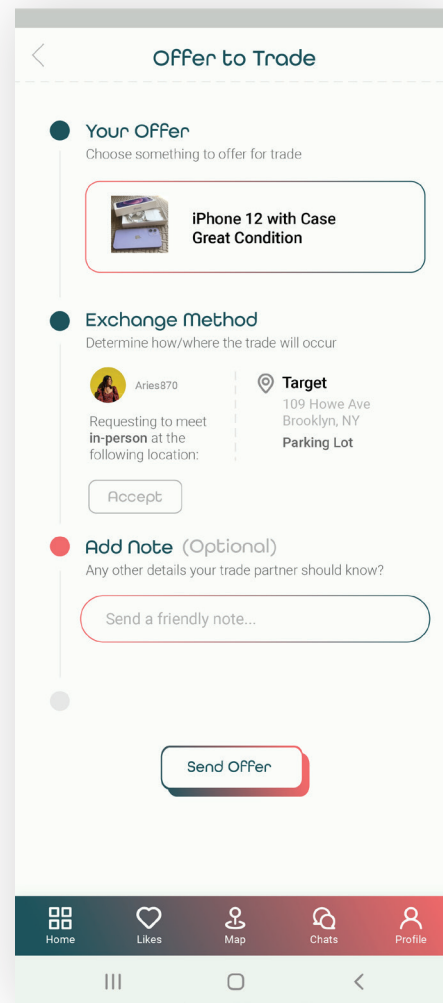
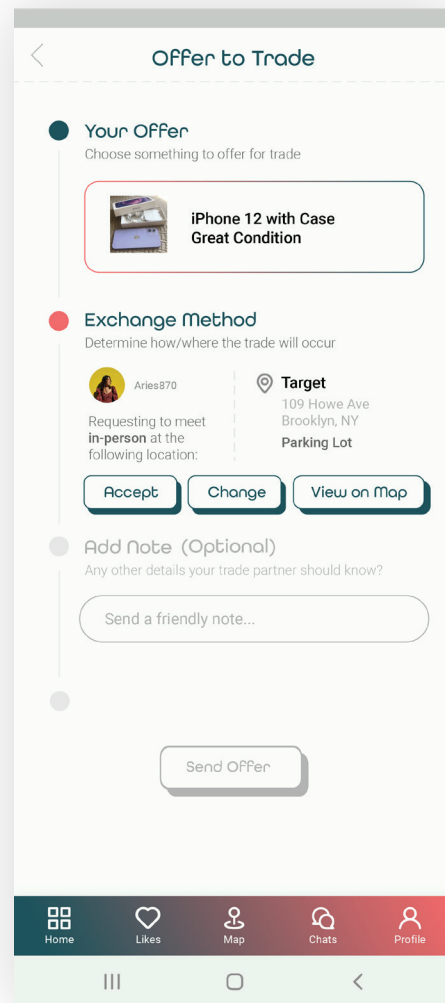
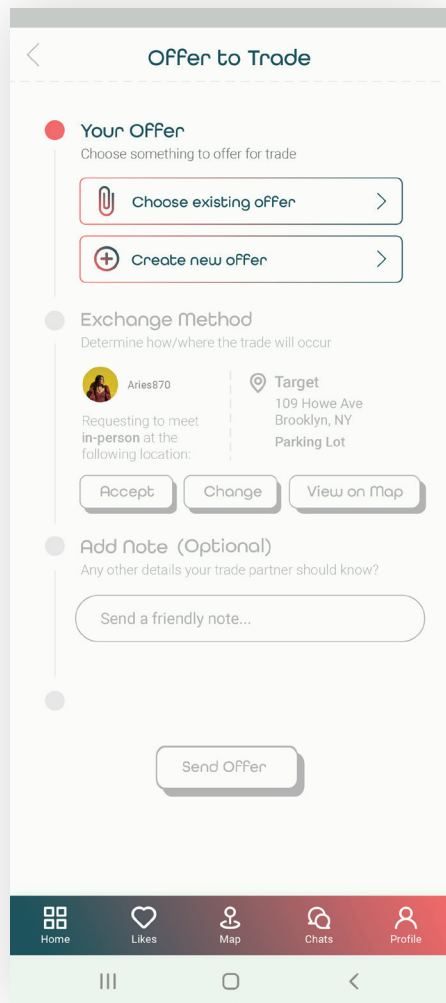


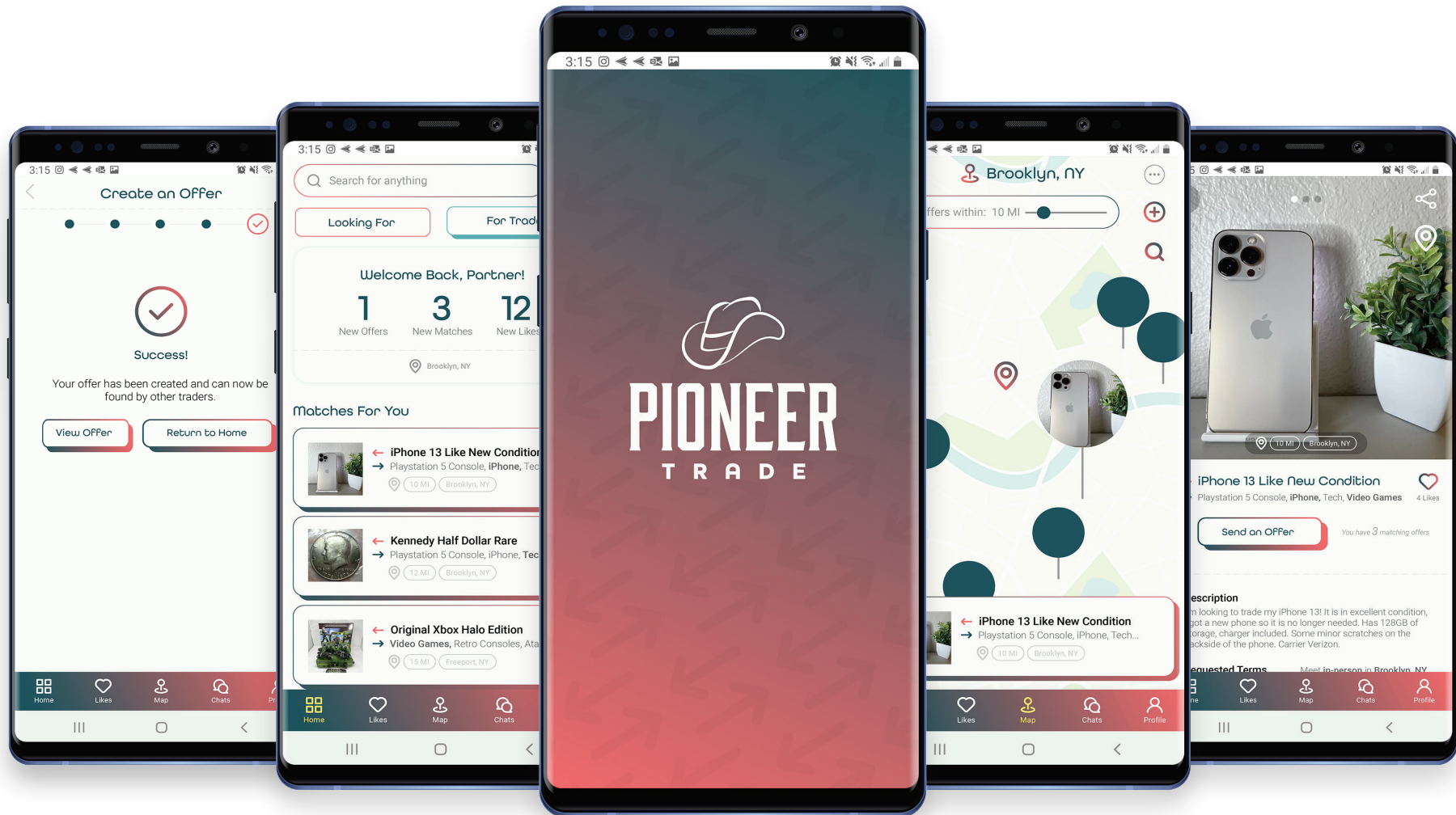






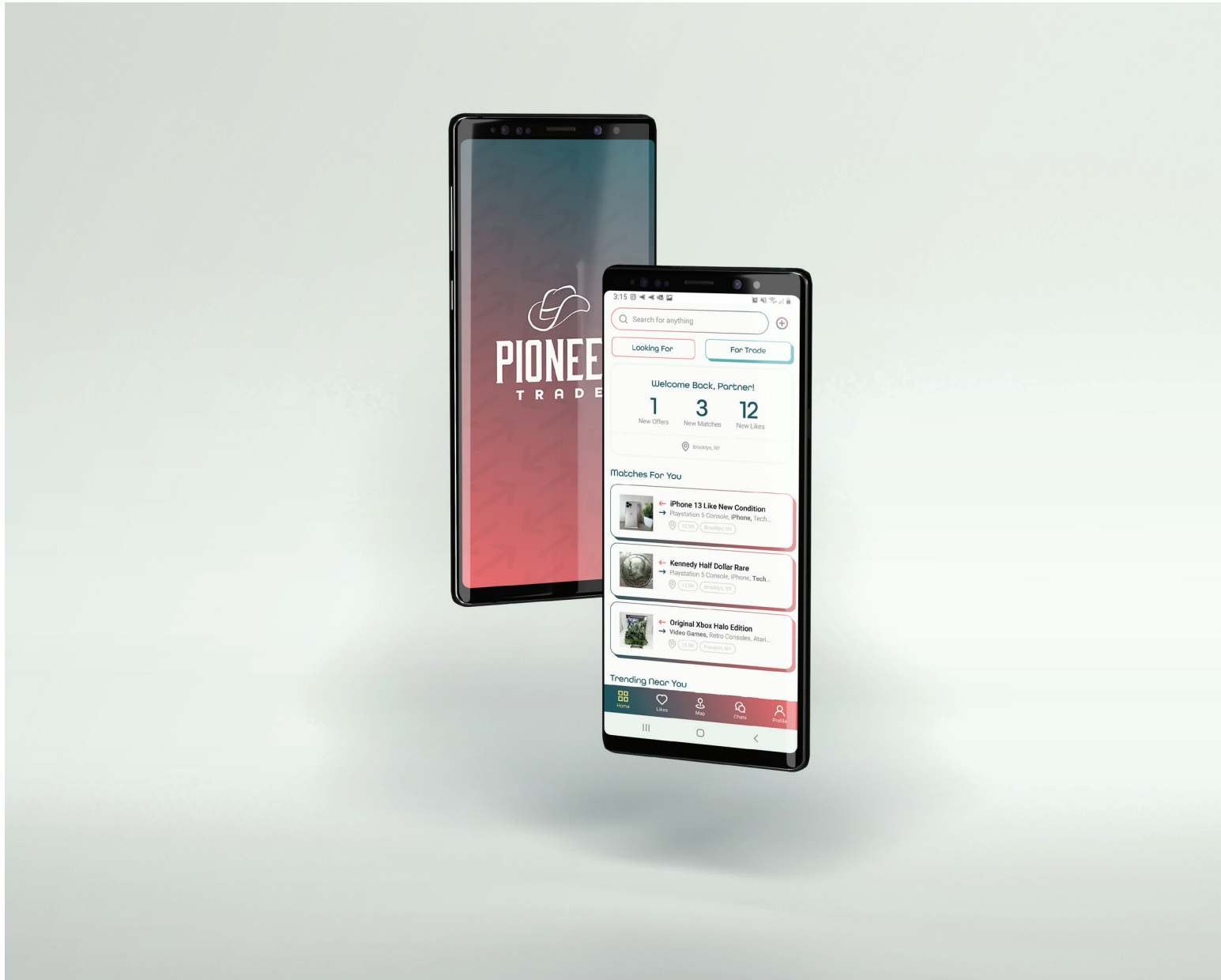














# THANK YOU

## **VIEW THE INVISION PROTOTYPE:**

<https://miranda292882.invisionapp.com/overview/Pioneer-Trade-clduq28d500k4019o7cb2glz8/screens?sortBy=1&sortOrder=1&viewLayout=2>

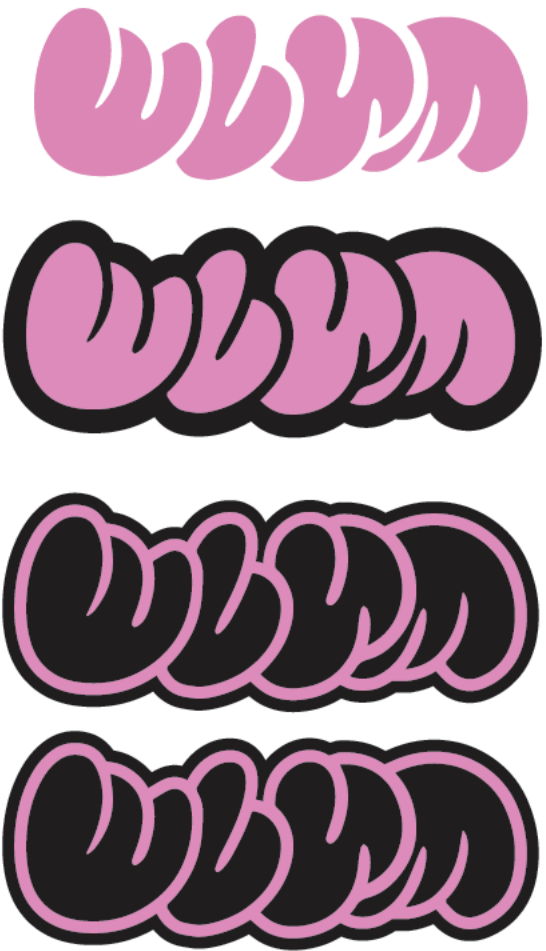


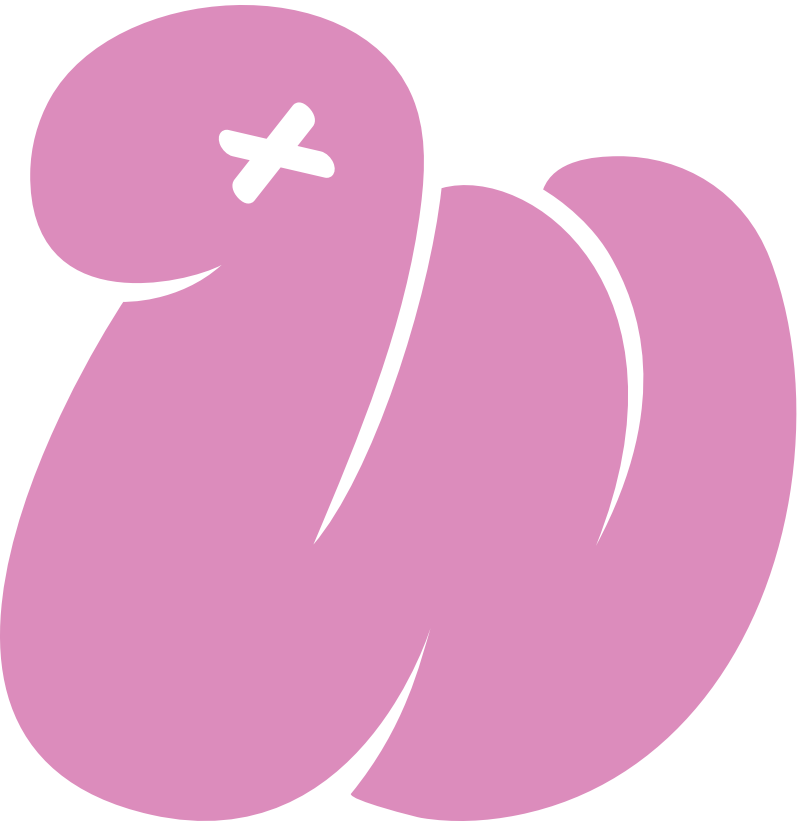
# **WVRM SUSTAINABLE STREETWEAR**

BRAND IDENTITY | 2022



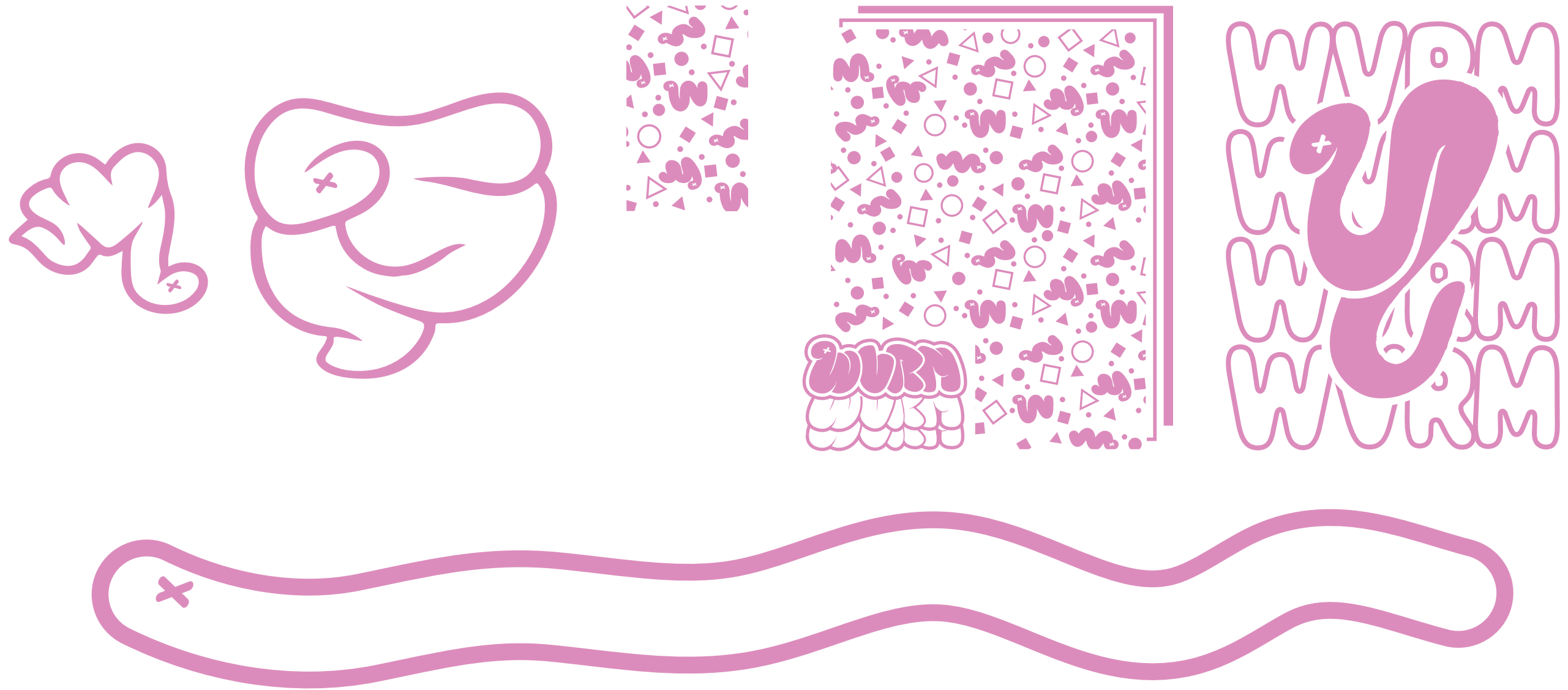




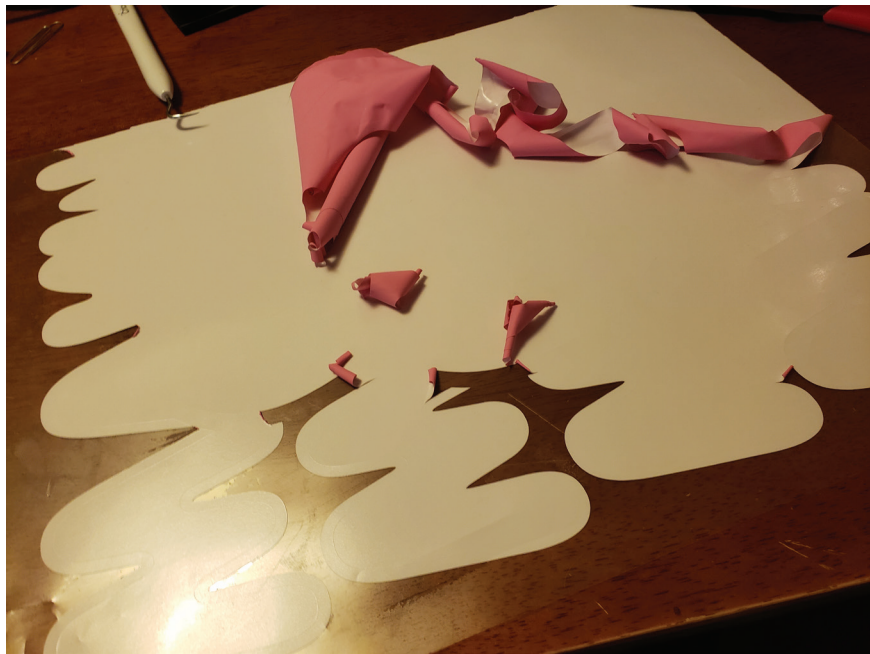
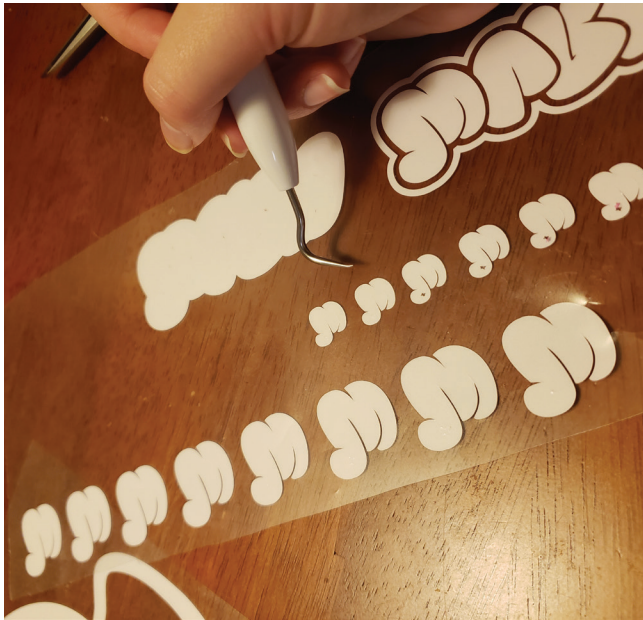
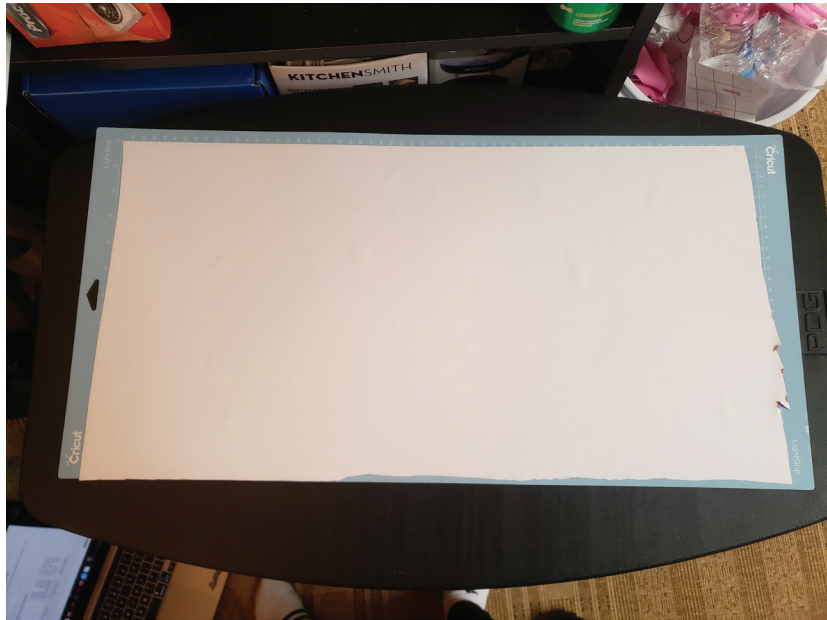












CUTTING MATERIAL USING CRICUT MAKER, WEEDING THE DESIGNS






PLACING HEAT TRANSFERS ON APPAREL, APPLYING USING CRICUT EASYPRESS AT 320 DEGREES










About WVRM

11 / 17 / 22

ABOUT WVRM

What is WVRM?




WVRM (pronounced /worm/) is a startup streetwear clothing brand based on two things: **sustainability**, and the **abstraction of line**.

In essence, the worm is a linear form.

© WVRM 2022

ABOUT WVRM

Who is behind WVRM?




Behind this pink facade is a single creator based in **Akron, Ohio** who handles all of the design and production.

My brand is coming to life through a class project!

© WVRM 2022

ABOUT WVRM


What inspired WVRM?



WVRM was originally inspired by snakes and existing streetwear brands. Both are cool, right? Why not combine the two?

Snakes are basically worms.

© WVRM 2022



FOLLOW & SHARE!

11 / 17 / 22

**Stay tuned** for updates and clothing reveals until the official release!

© WVRM 2022



Mission Statement

11 / 17 / 22

© WVRM 2022

MISSION STATEMENT

MISSION:

Sustainable Streetwear

Creating aesthetic streetwear using **eco-friendly** methods.

100% Recycled Fabrics // Reduced Carbon Emissions

© WVRM 2022



FOLLOW & SHARE!

11 / 17 / 22

**Stay tuned** for updates and clothing reveals until the official release!

© WVRM 2022



Coming Soon!

11 / 17 / 22

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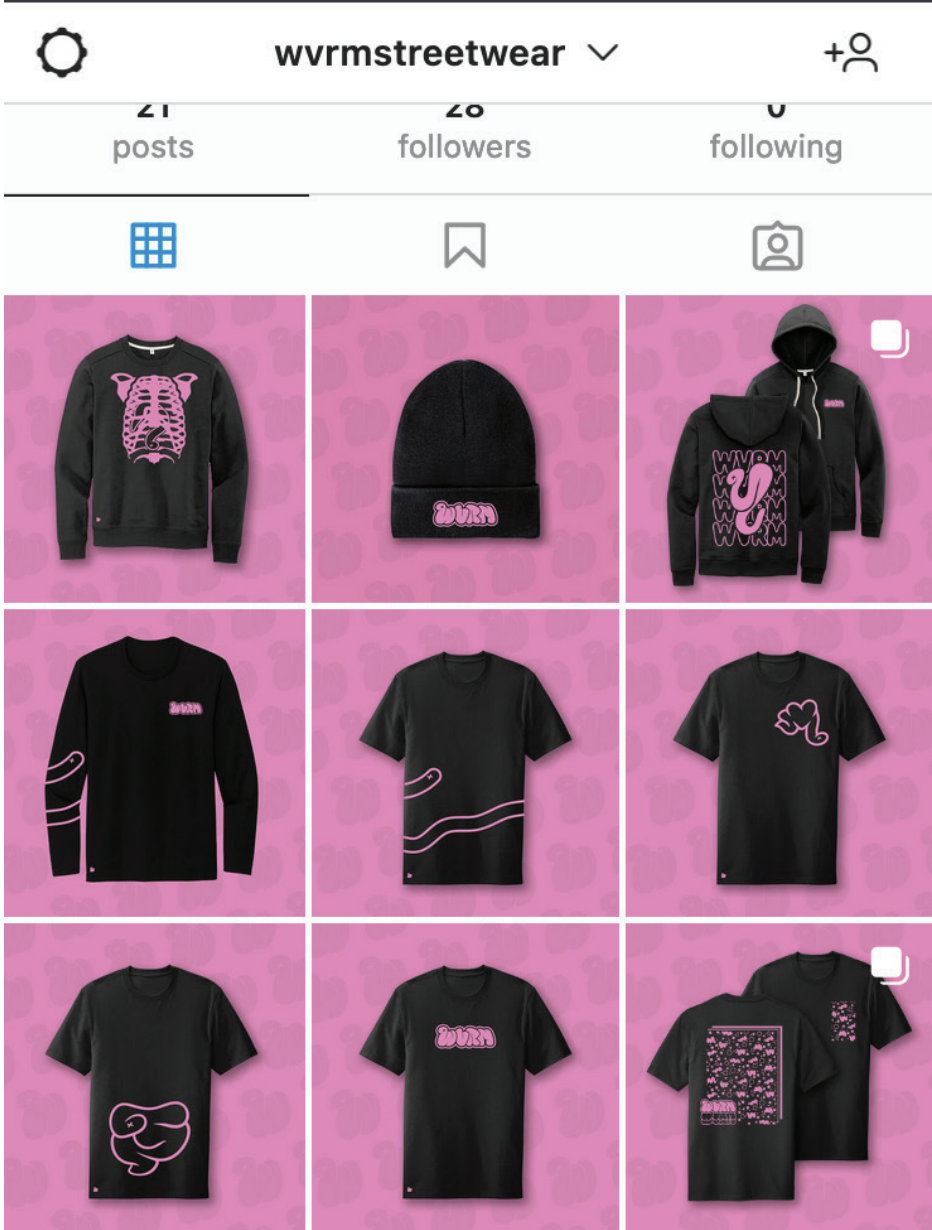


FOLLOW & SHARE!

11 / 17 / 22

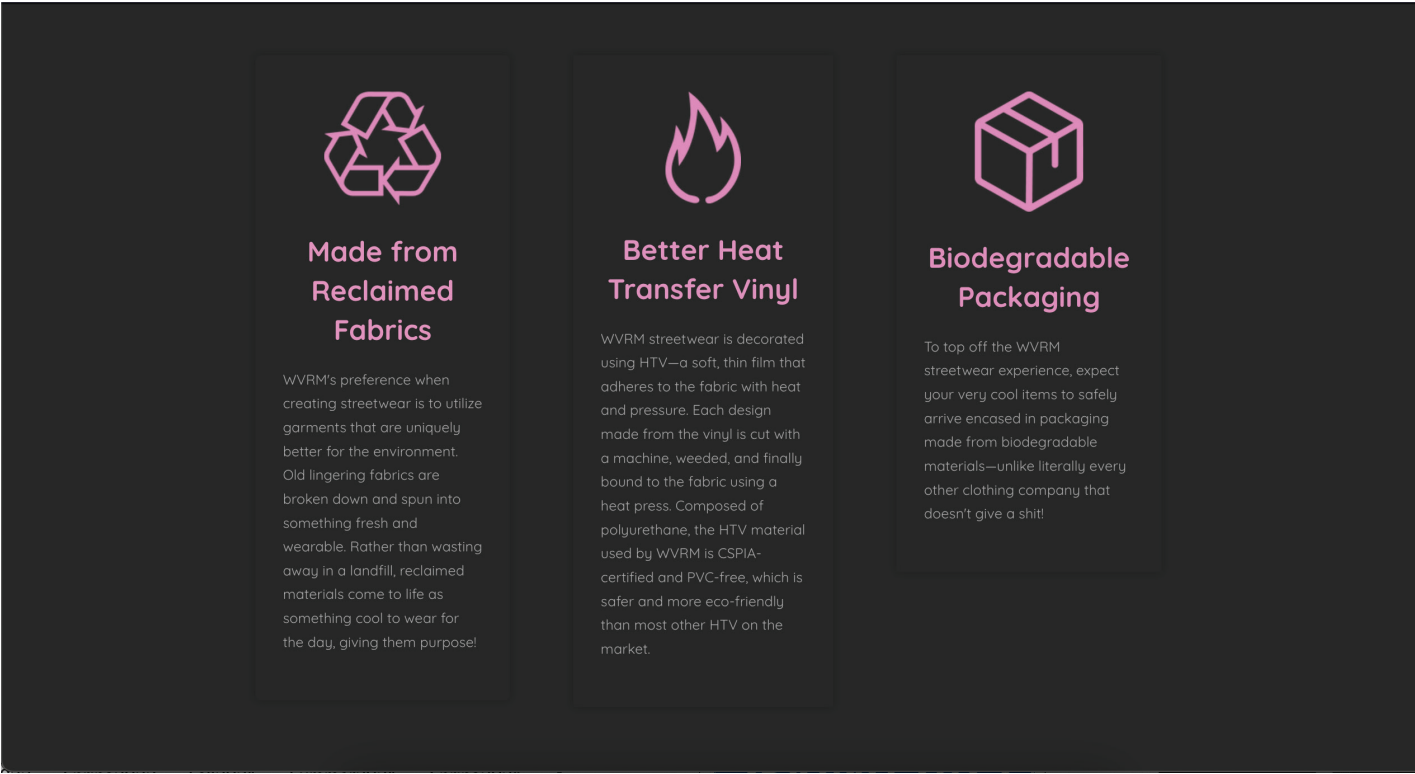
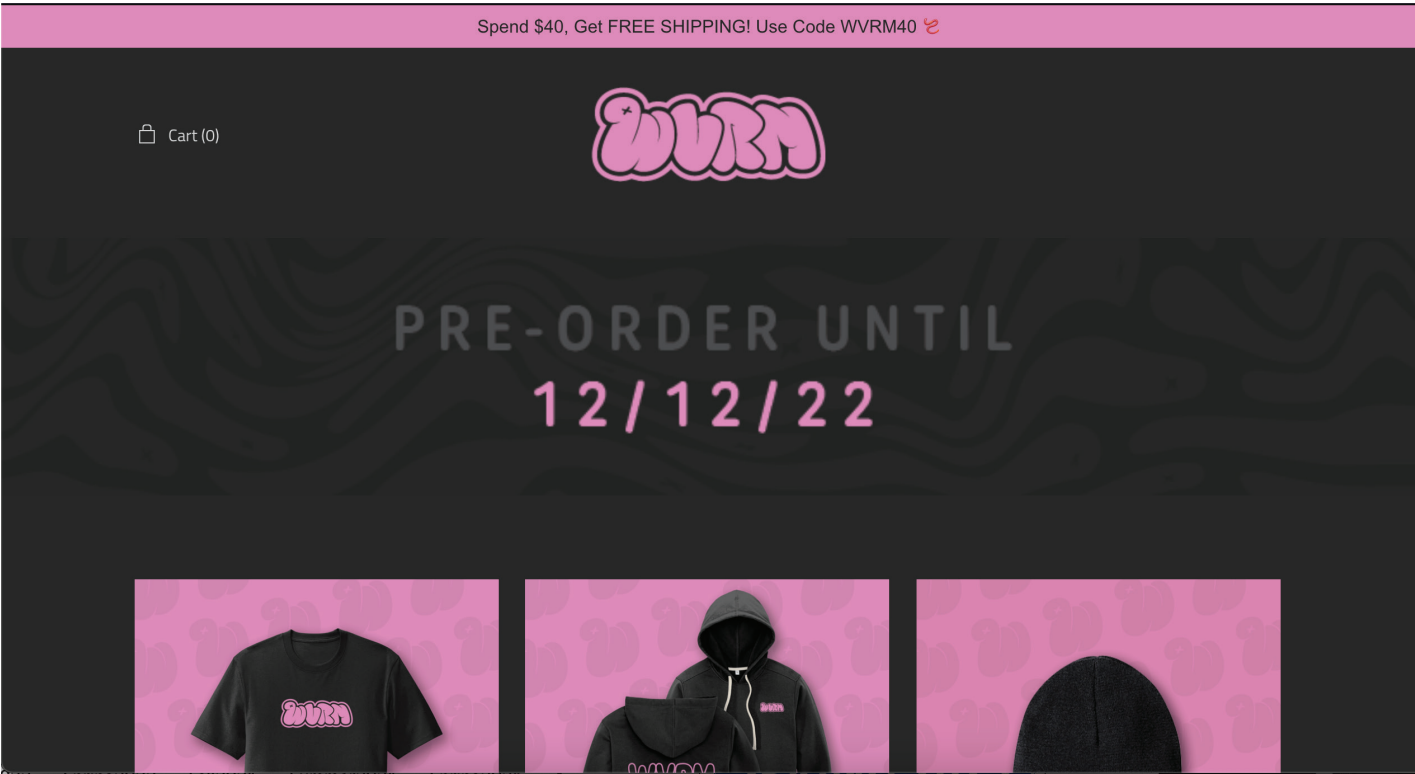
**Stay tuned** for updates and clothing reveals until the official release!

© WVRM 2022

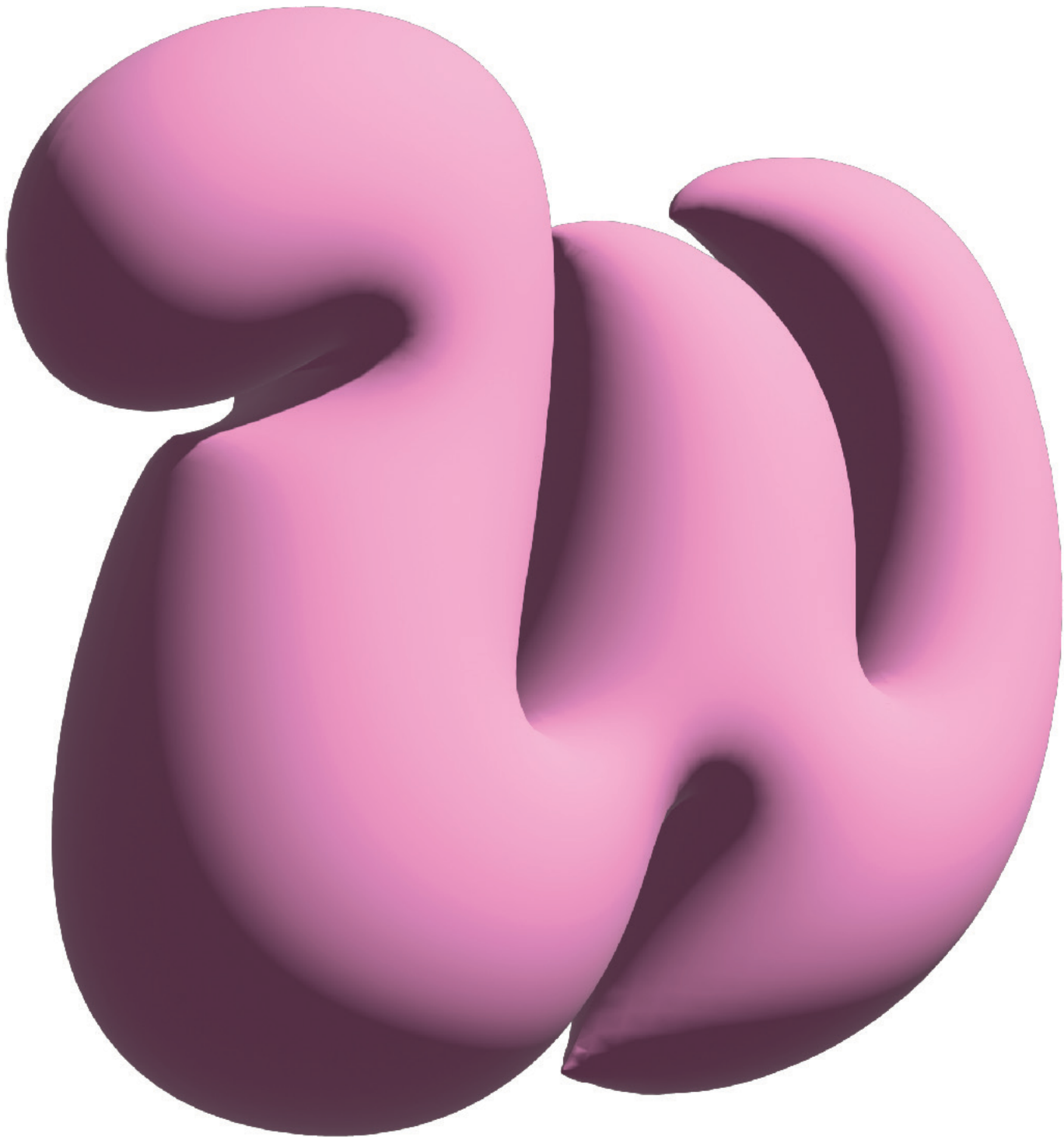


[HTTPS://WWW.INSTAGRAM.COM/WVRMSTREETWEAR/](https://www.instagram.com/wvrstreetwear/)



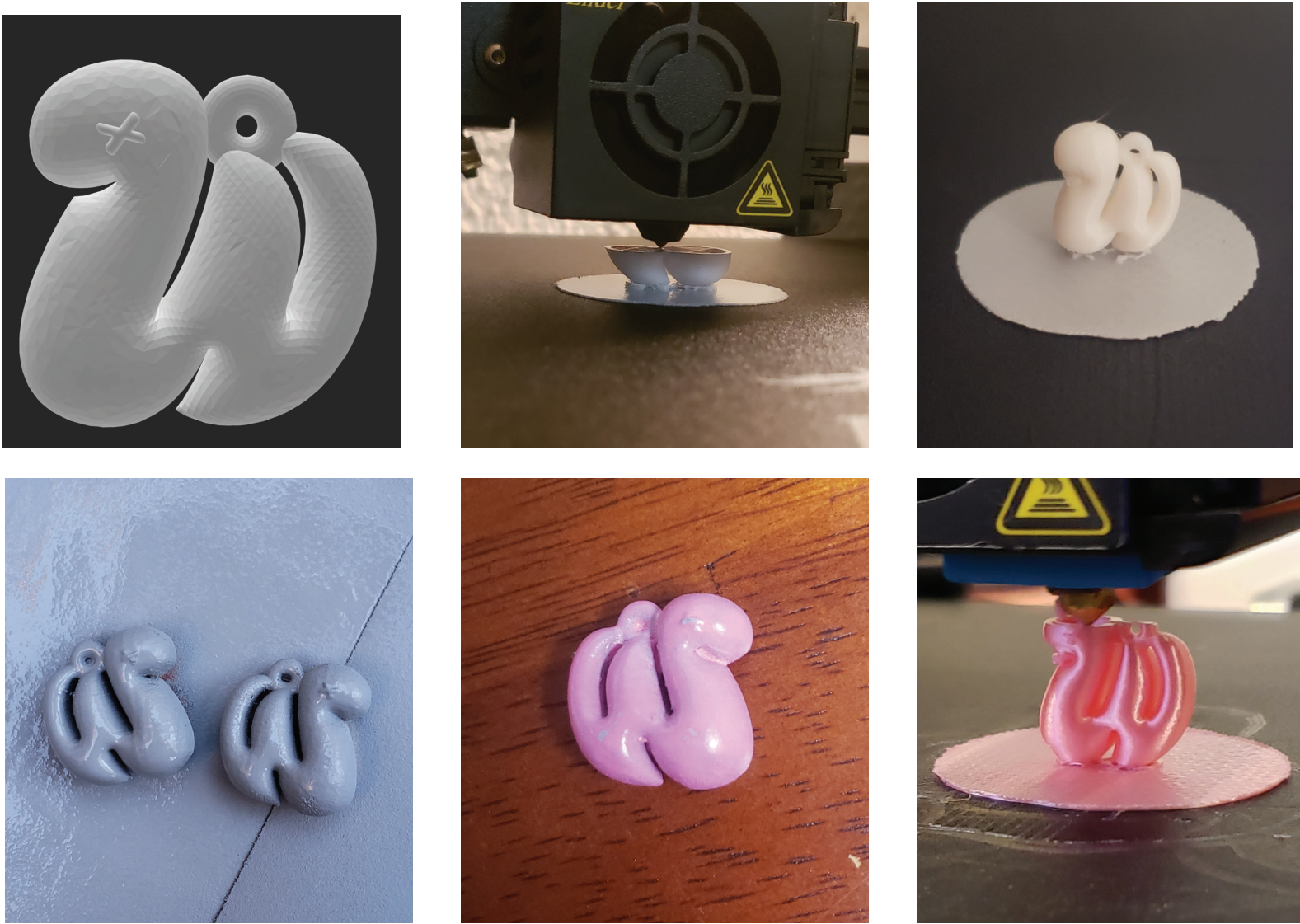


[HTTPS://WWW.WVRMSTREETWEAR.COM/](https://www.wvrstreetwear.com/)



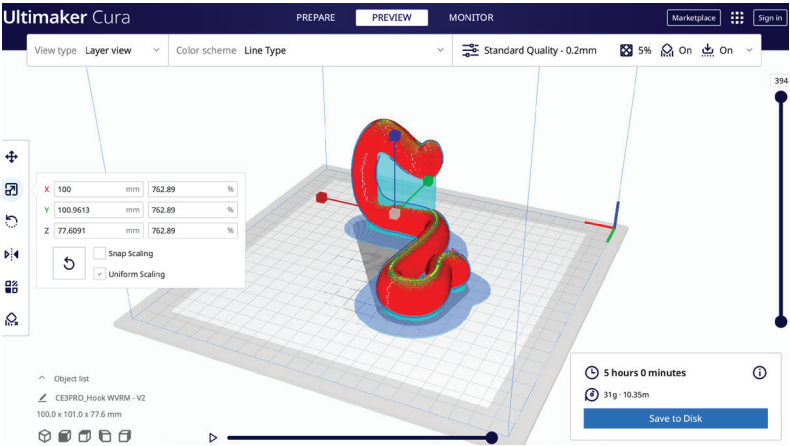
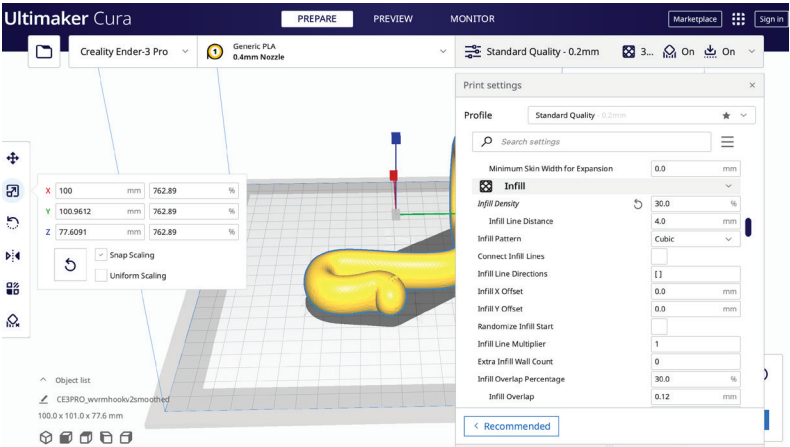
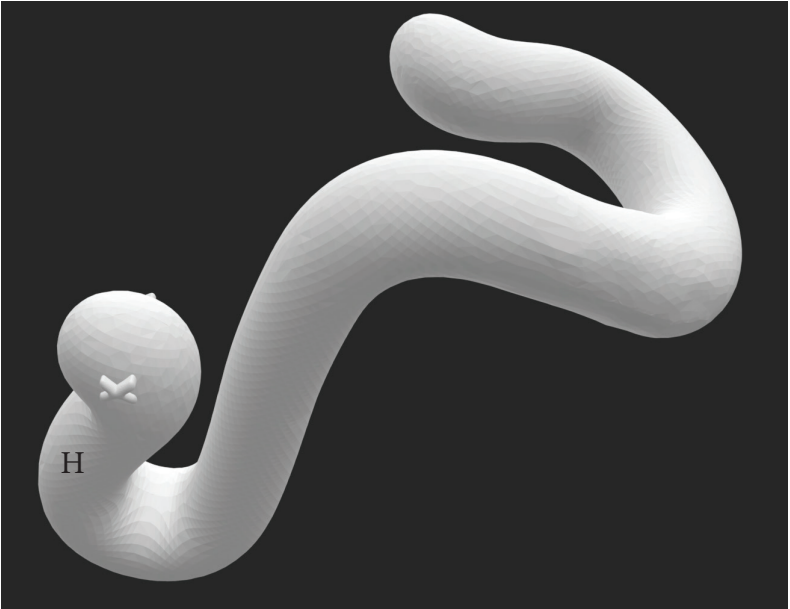
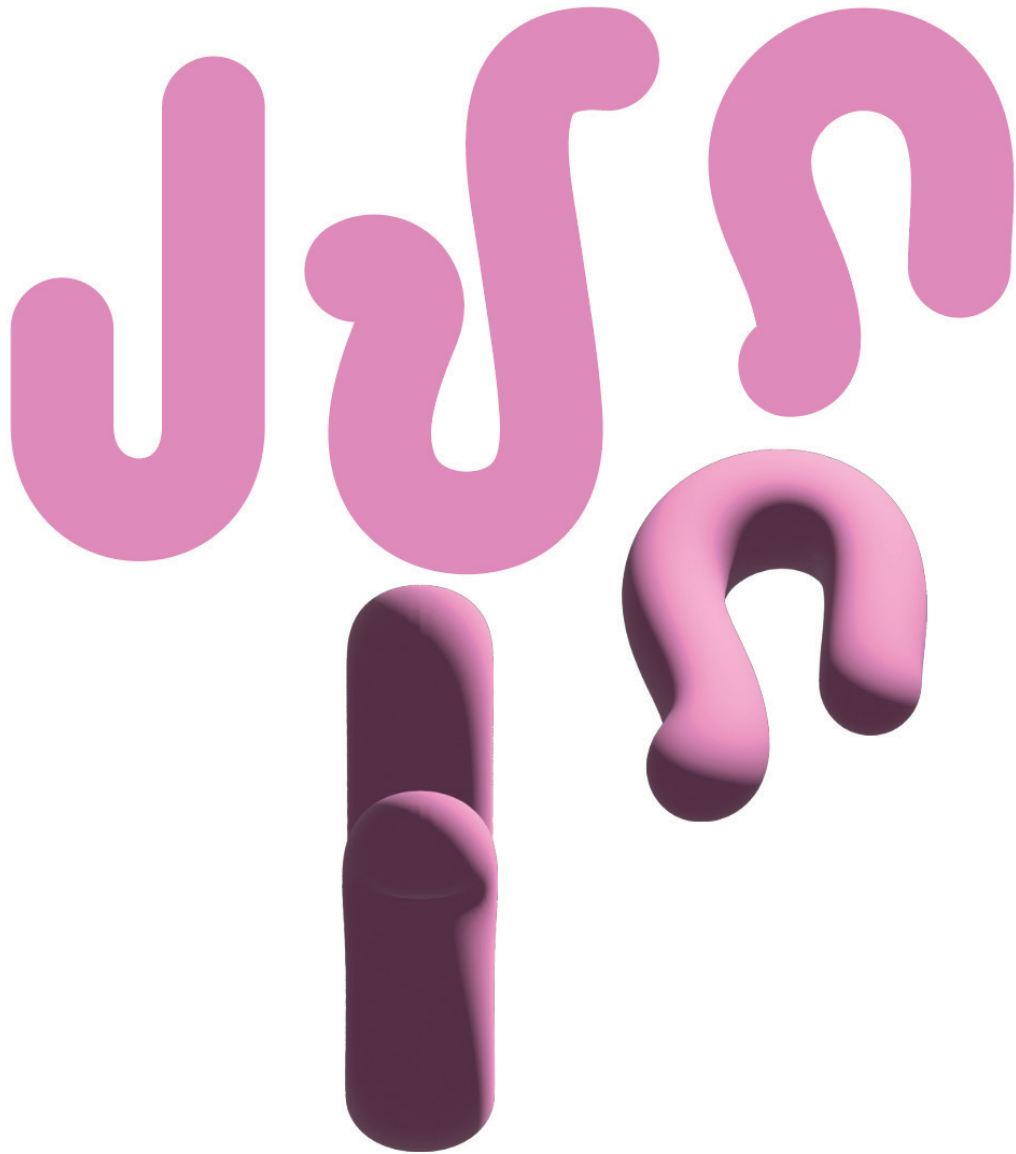
MODEL CREATED USING ADOBE ILLUSTRATOR 3D, THEN WELDED PIECES TOGETHER IN TINKERCAD





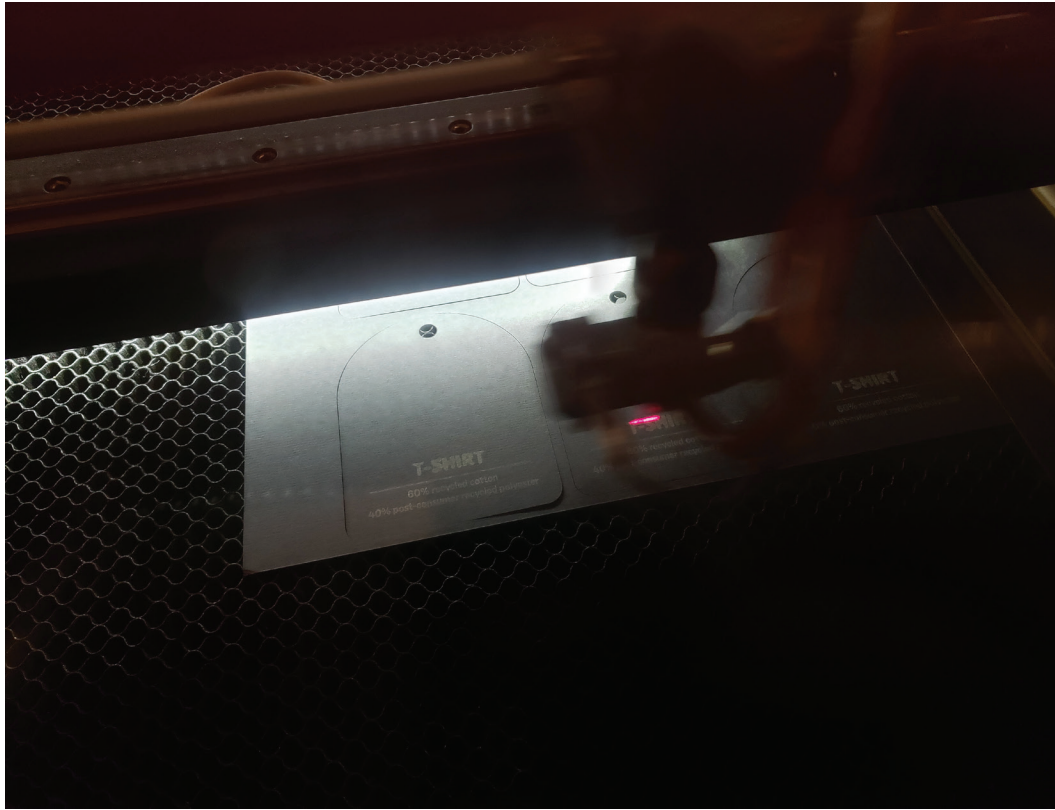
PRINTED AT .12 MM WHITE PLA, AT 20MM TALL, WITH SUPPORTS<, THEN SANDED AND SPRAY PAINTED.  
VARIOUS TEST PRINTS. KEYCHAIN AT 40MM TALL. THEN PRINTED WITH SILK PINK PLA





PRINTED AT .12 MM WHITE, WITH SUPPORTS< THEN SANDED AND SPRAY PAINTED.  
3 TEST PRINTS





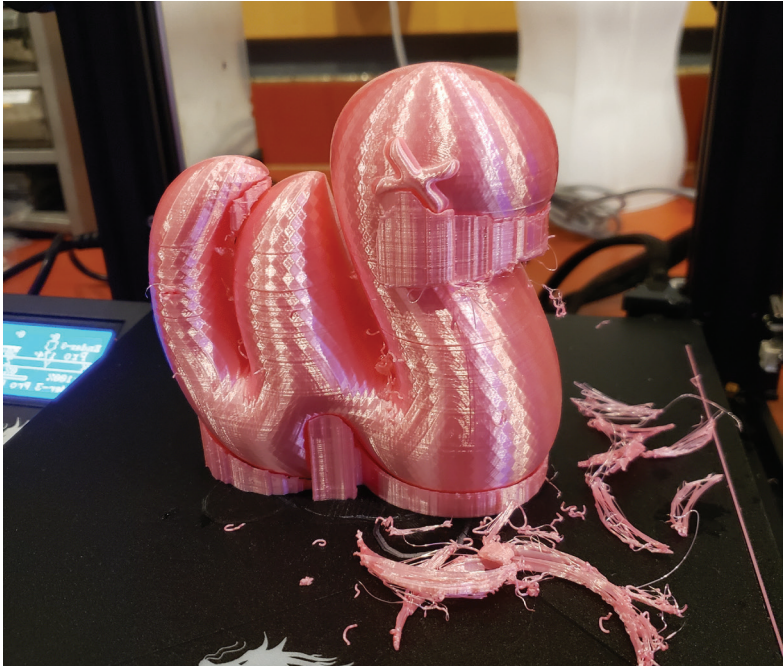
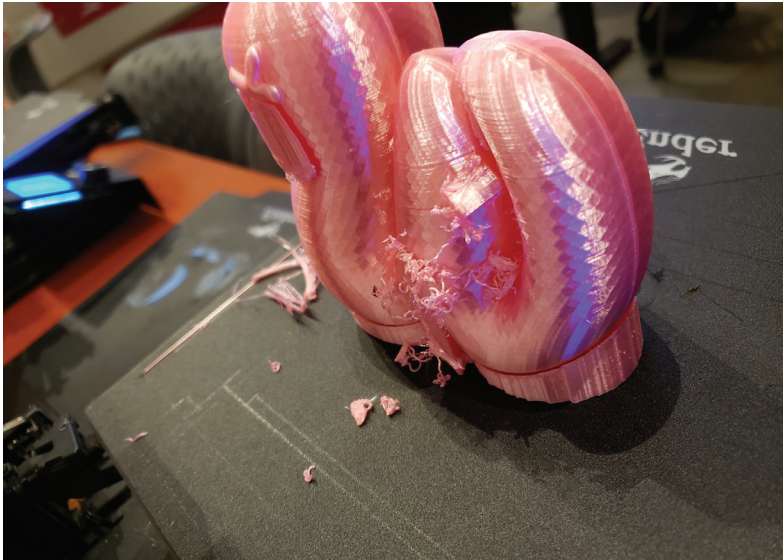
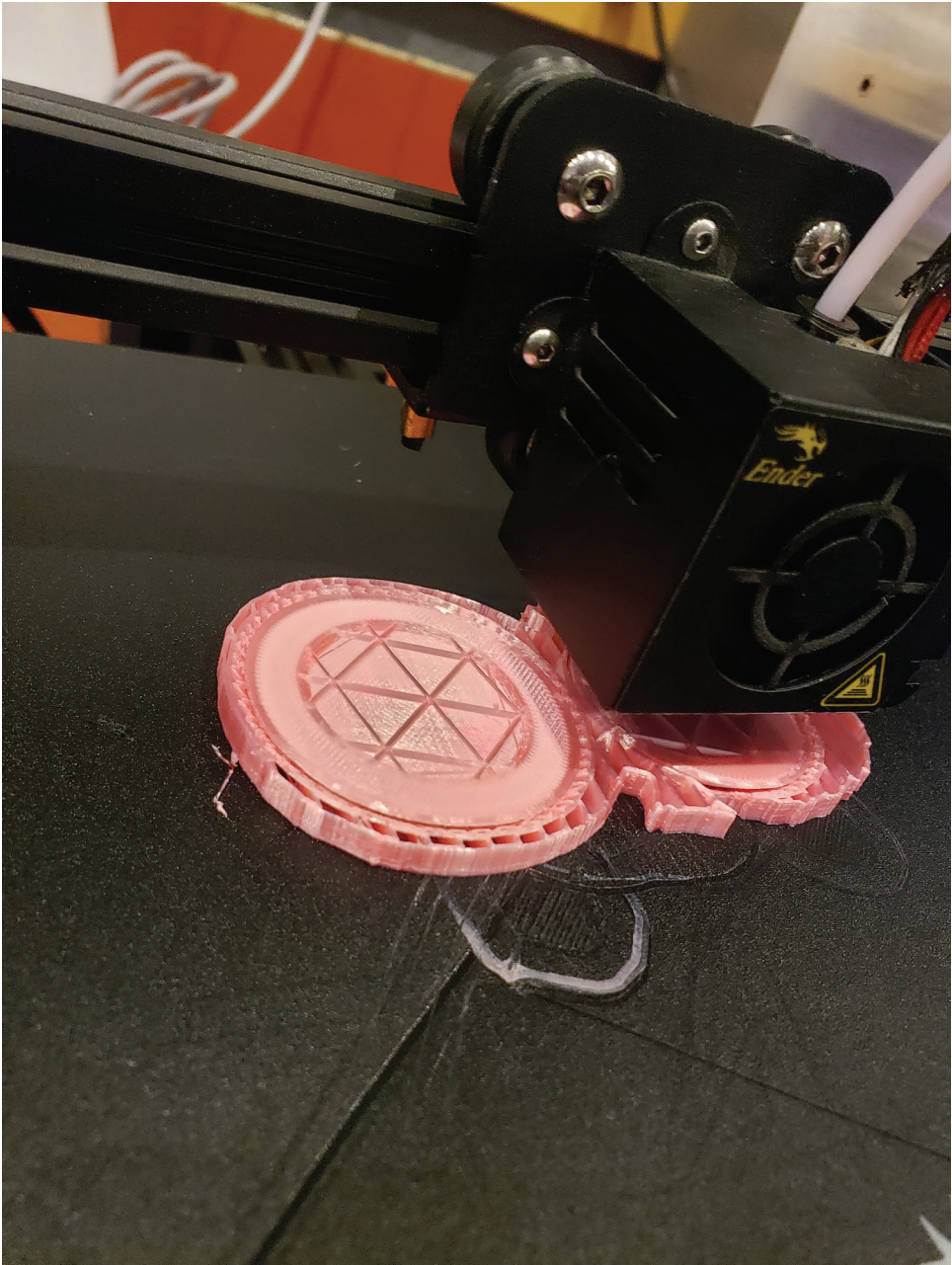
LASERCUT FROM 100% RECYCLED CARDSTOCK





TESTING ADHESION FOR CLOTHING TAGS, MOD PODGE VS FLOUR+WATER





PRINTED AT .12MM USING SILK PINK PLA WITH SUPPORTS

# **CORPORATE IDENTITY MARKS**

CORPORATE IDENTITY | 2022



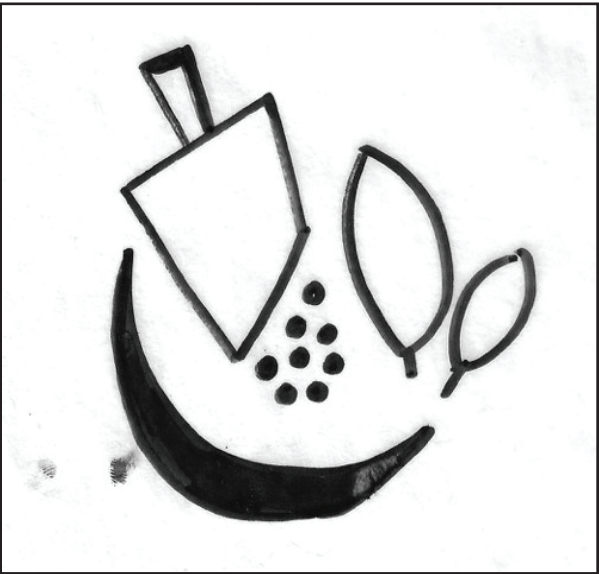
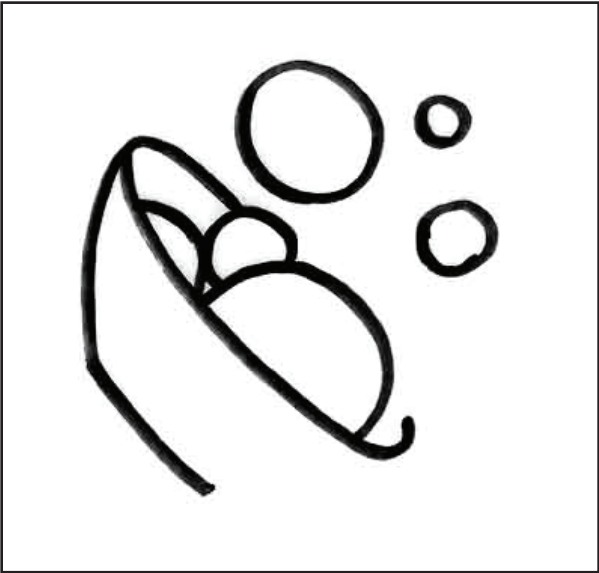




Mission Statement

Boba Bowl promises a unique experience as a bubble tea shop. They stand out from competitors by offering fruit bowls and other sweet treats. Customizable options, dairy free alternatives, and a carefully crafted menu make every visit unique.

Competition

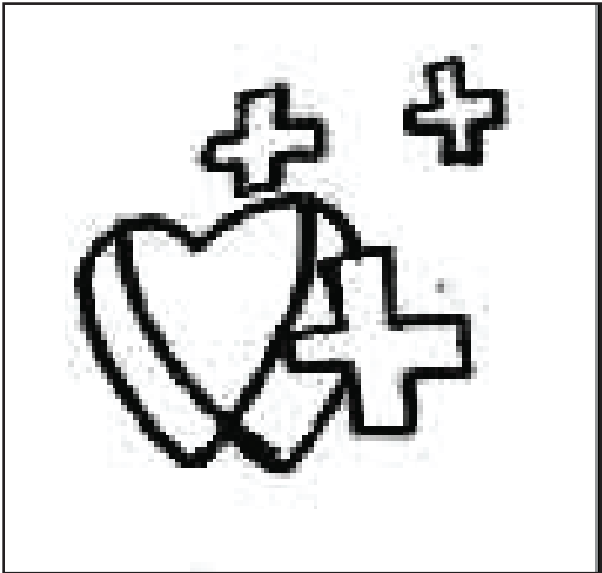
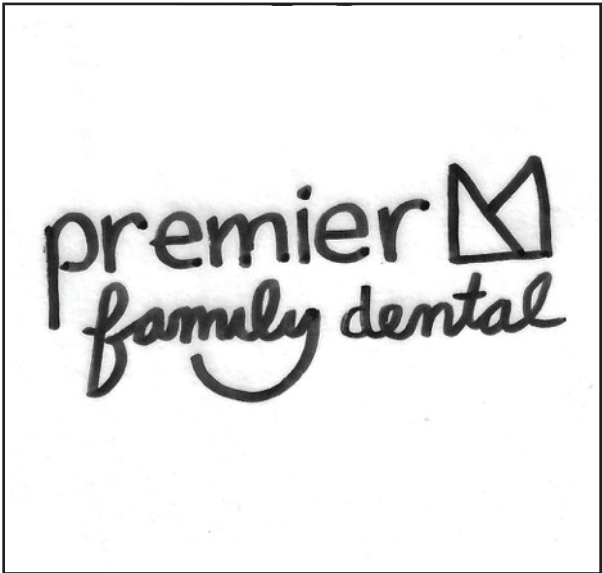
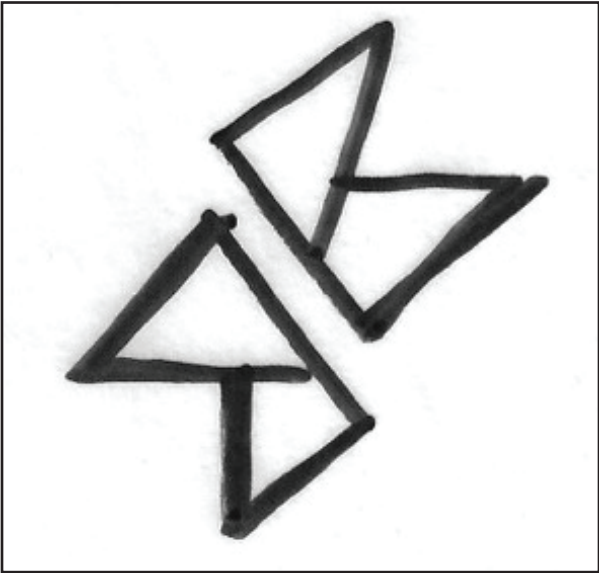




Mission Statement

Premier Family Dental offers gentle, friendly dental care for all ages. They emphasize personalized dental plans to fit everyone’s smile and budget. Their goal is to provide comfort to their patients with both relaxing and convenient dental services.

Competition

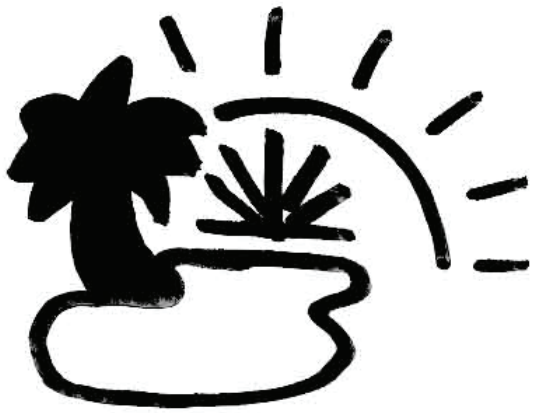




Mission Statement

gLeaf prioritizes having a team of licensed, trusted pharmaceutical technicians who are well-educated about cannabis for medical use. They promise to deliver only the best customer service of any dispensary in Ohio in addition to their high-quality medicine.

Competition

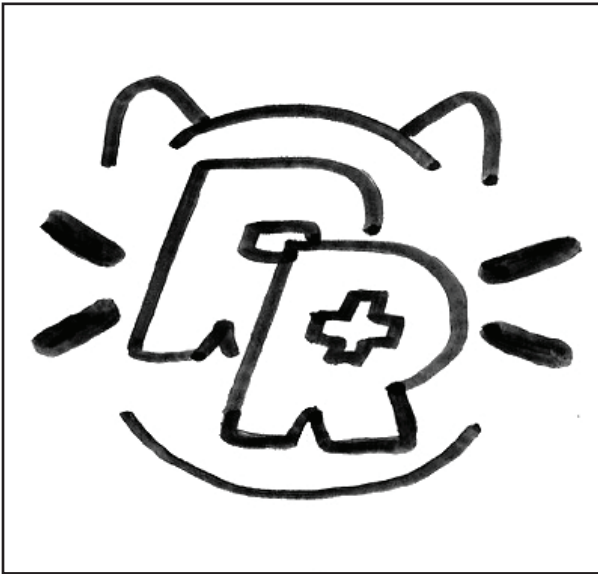
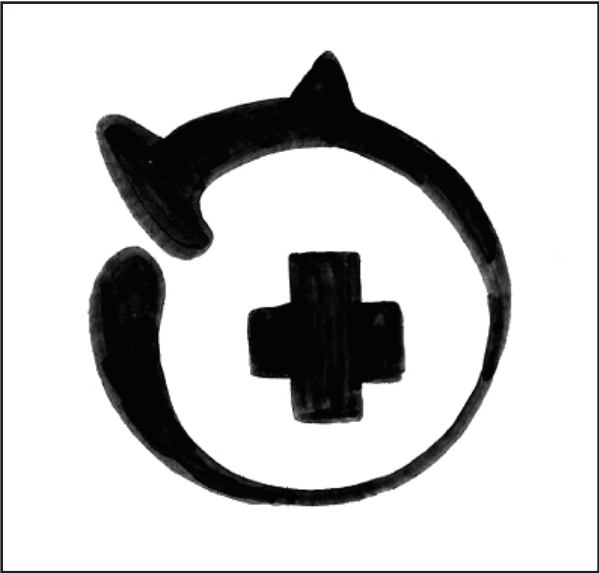




Mission Statement

Riggi Rescue is a volunteer 501(c)(3) non-profit working to improve the lives of mistreated, dumped, abandoned, and critical animals, specializing in TNR missions for stray cats. Their goal is to find the perfect, forever home for every animal.

Competition







Mission Statement

RPC Electronics is an accredited electronics manufacturer with a focus on circuit board assembly and supply chain services. They pride themselves in servicing a wide array of industries and their dedication to both innovation and stability.

Competition

