

P O

Graphic Design

R T F

O L ANDREA
POWELL

I O .



Graphic Design

ANDREA
POWELL

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ANDREA
POWELL

To discover a problem and communicate its solution through my designs is my talent. I make sense of what is hidden or missing and gravitate towards a solution, diverging and converging to the end.

O

To decipher
with Graphic Design

R

Y

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C O N

T E

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01.

Label Wise

Page 2

Poster Series, Logo, Label Guide, Website, App
Course: Visual Thinking

02.

Dream Guidance

Page 28

Website
Course: Type Experiments

03.

Suspended Type

Page 42

Architecture Event Posters
Course: Type Experiments

04.

Stewardship

Page 54

Bound Book
Course: Type Systems

05.

Finex Products

Page 70

Poster Series, Usage Report, Website
Course: Visual Literacy

L A B

01.

E L .

Project_	LABEL WISE
Year_	2016
Category_	UX/UI DESIGN, SYSTEM, LAYOUT DESIGN, IDENTITY
Keywords_	CLARITY & SIMPLICITY, ENLIGHTEN, UNVEIL
Project Type_	BRANDING, VISUAL SYSTEM, FOOD & BEVERAGE
Deliverables_	POSTER SERIES, LOGO, LABEL GUIDE, WEBSITE, APP

W I S

Objective_

The purpose of this project was to identify a problem in the world that I also had a deep personal connection to. After an in depth brainstorming process, the topic that I came up with is the issue of multiple and misleading health claims/terms on most food labels.

Many people buy these products and are unsure of their true meaning. Words such as ‘Natural’, ‘Organic’, ‘Free-Range’, etc. sound good but what do they really mean, and who regulates these terms?

Goal_

This project dives deep into these terms and their meanings and communicates these through the project’s multiple deliverables, which includes a set of three posters, a printed guide, a website, and an app. This

will help people to shop better for groceries and feel good about the purchases that they make for themselves and their families.

“Consumers have to understand that the purpose of these claims is to get them to buy the product.”

Marion Nestle, Ph.D, M.P.H.
Paulette Goddard Professor of Nutrition, Food Studies, and Public Health at New York University

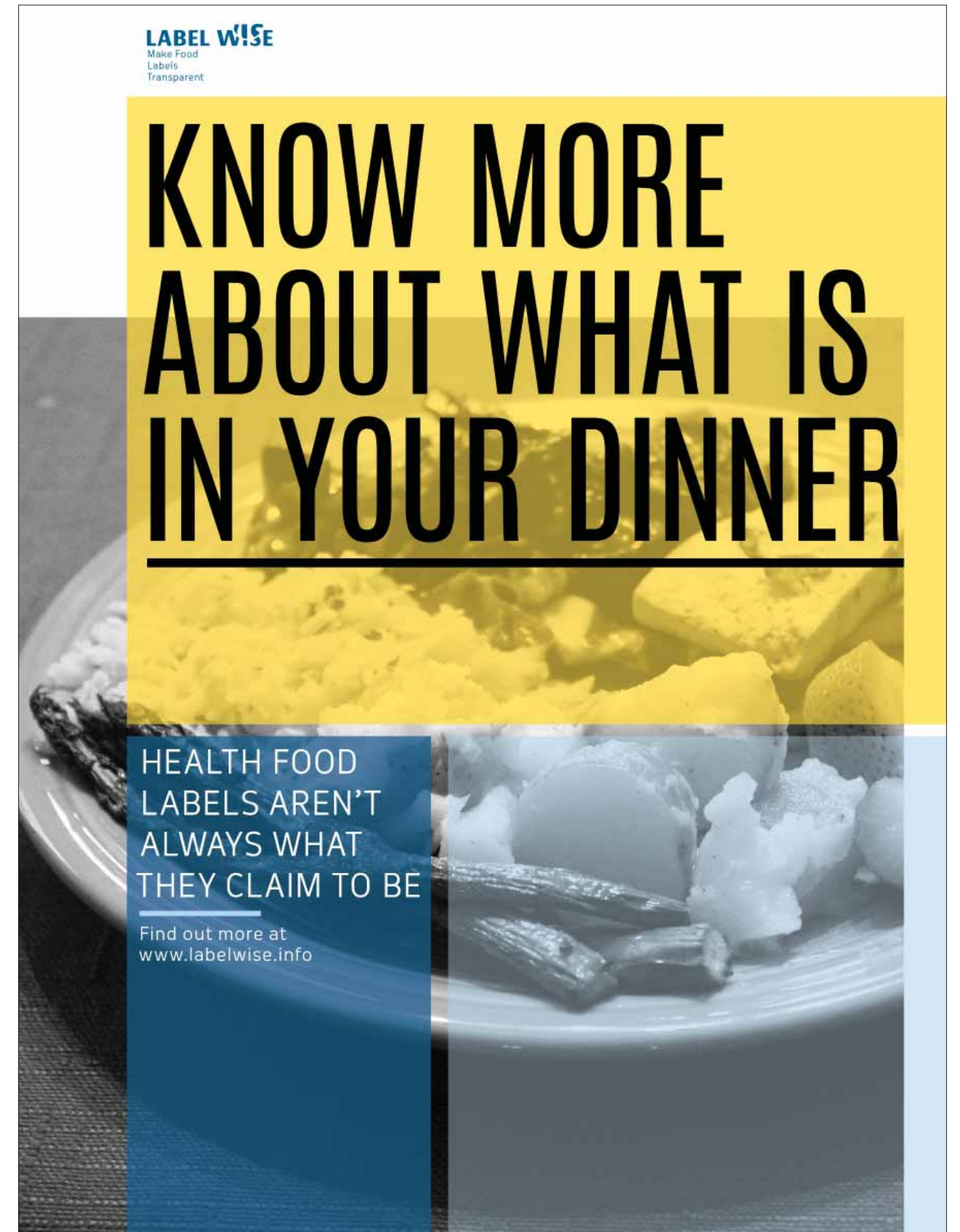
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LABEL WISE

LABEL WISE

The Logo_

The concept of the project was to enlighten consumers by uncovering and illuminating the real information about food labels that they need to see. I decided to focus on the idea of a magnifying glass, since this emphasizes that my project is about bringing to light and magnifying misleading information.



Posters in the Environment_

The posters are 2ft x 3ft and are meant to be placed on or near grocery stores. This includes in grocery store parking lots, store entrances, and even inside the grocery store. If people see the posters before they go grocery shopping then it will get them thinking about claims on labels and they might download the app for use while they are grocery shopping.



Health Food Label Guide_

This printed guide is meant to accompany the app and the website, and is for people to use in their kitchens. It lays out the most commonly used health claims and common misconceptions people encounter on their labels so that they can quickly look up a term and decipher its meaning.







Website_

Creating the website for this project was important since it is a good resource for users to find out more information about Label Wise. In the website, people can understand the different farming practices, the latest news about this topic, view graphs about popular label claims, and search for label meanings.



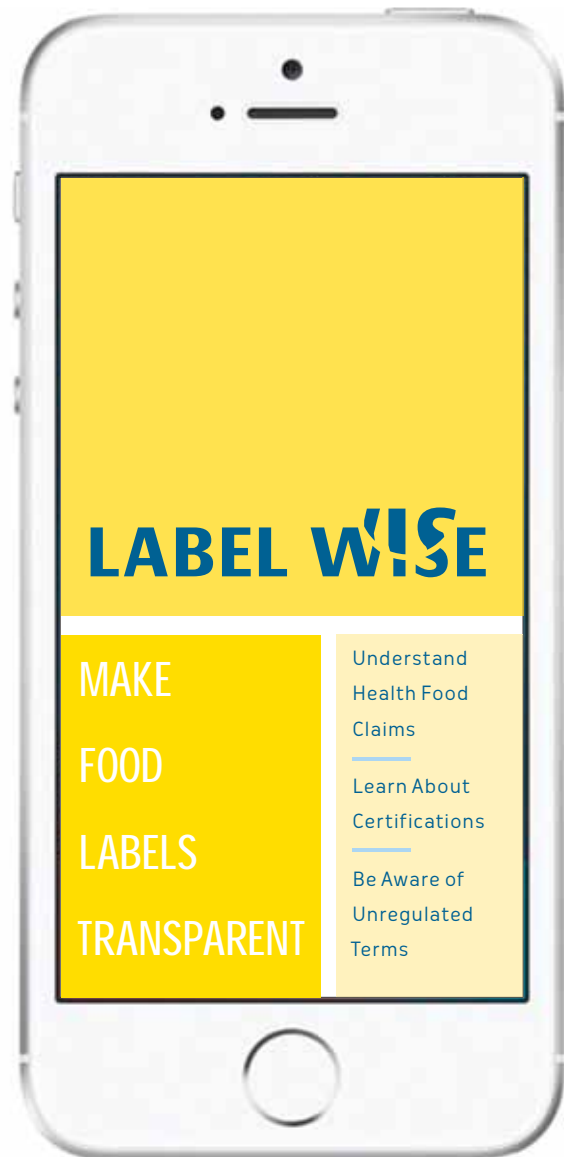




Website In Use_

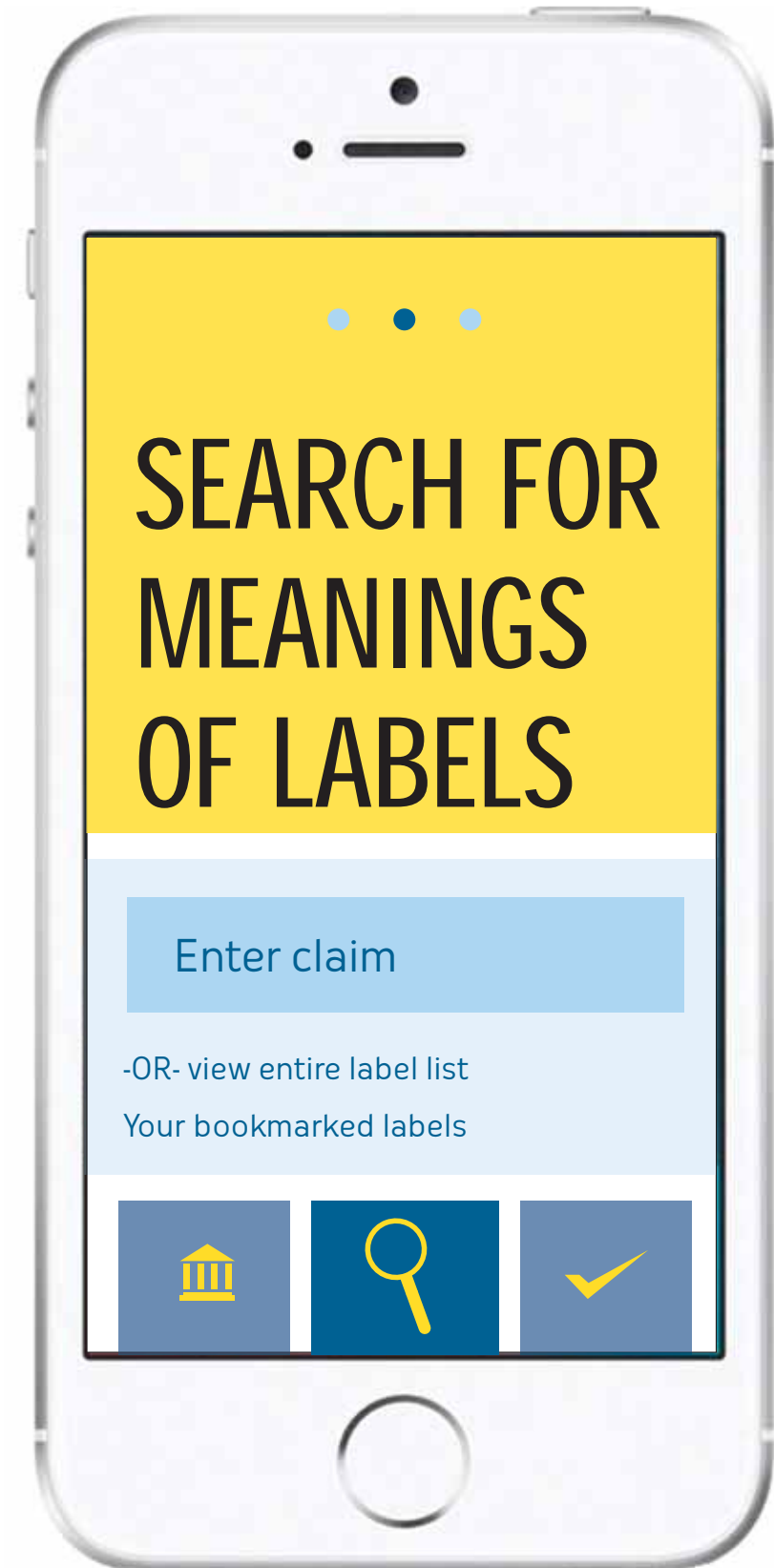
The website clarifies common label claims that are often intentionally misleading. For example, the word 'Organic' is often used but has different meanings depending on the context in which it's used.

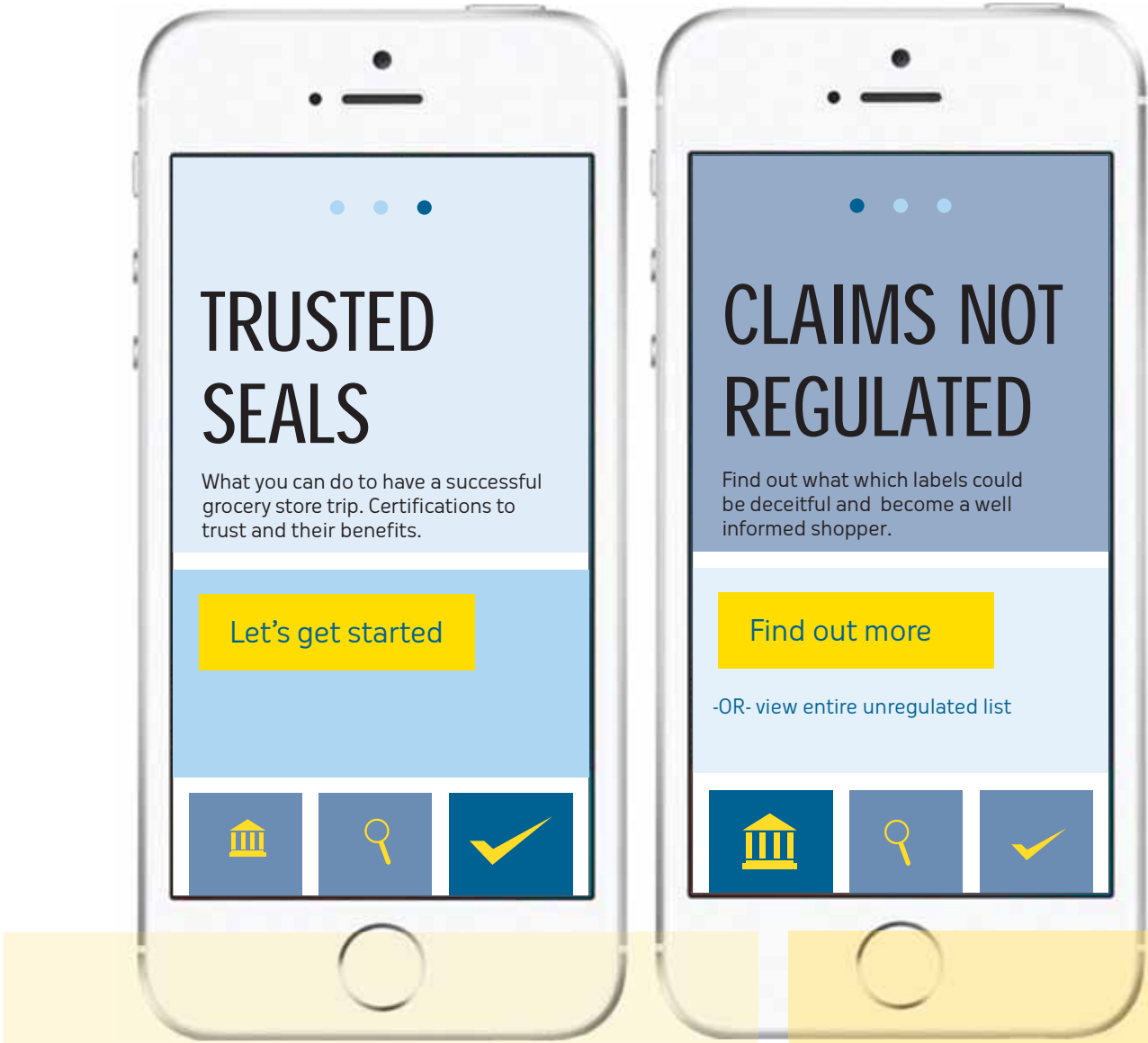




Mobile App_

The app is a great resource for people to have while grocery shopping. They can quickly look up claims they wish to know the meanings. The app gives them on-the-spot information about the truth of the claim. This helps consumers to shop with confidence and feel good about their purchases.







GUIDANCE

“The vast majority of them have no idea what they really want to do when they grow up. Even the ones who claim that they do, how can you know? If you’re 16, 17, 18, you know so little of the world.”

Beth Heaton
Senior director of educational consulting at College Coach, an advising firm. Former regional director of admissions for the University of Pennsylvania

02.

Project_	DREAM GUIDANCE
Year_	2016
Category_	UX/UI DESIGN
Keywords_	DIRECTIONAL, INSIGHTFUL, INSPIRE, DREAM-LIKE, CALM
Project Type_	WEBSITE, SYSTEM
Deliverables_	WEBSITE WITH 20+ PAGES

Objective_

In this project I created a website based on a personal opinion, and to express it primarily with type. My opinion is that high school students need more guidance before they make decisions about college, a career, or a major.

I believe they make decisions based on peer/ family influence and misguided assumption, rather than true knowledge of their own personal talents and interests.

Goal_

Overall, I wanted to convey my message through the concept of dream understanding and showing high school students the importance of dreams. If you can understand your

dreams, then you can truly know yourself because your dreams are your inner consciousness trying to tell you something.

Inspiration Board of Found Images_

DIRECTIONAL

INSIGHTFUL

INSPIRE

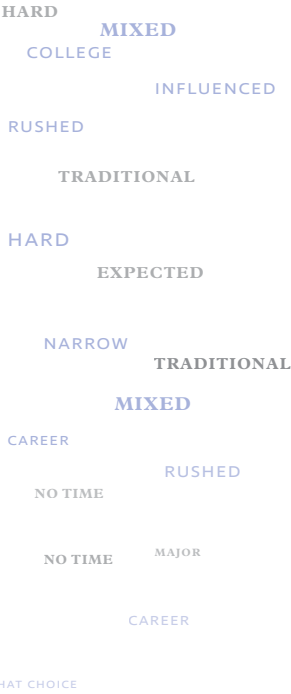
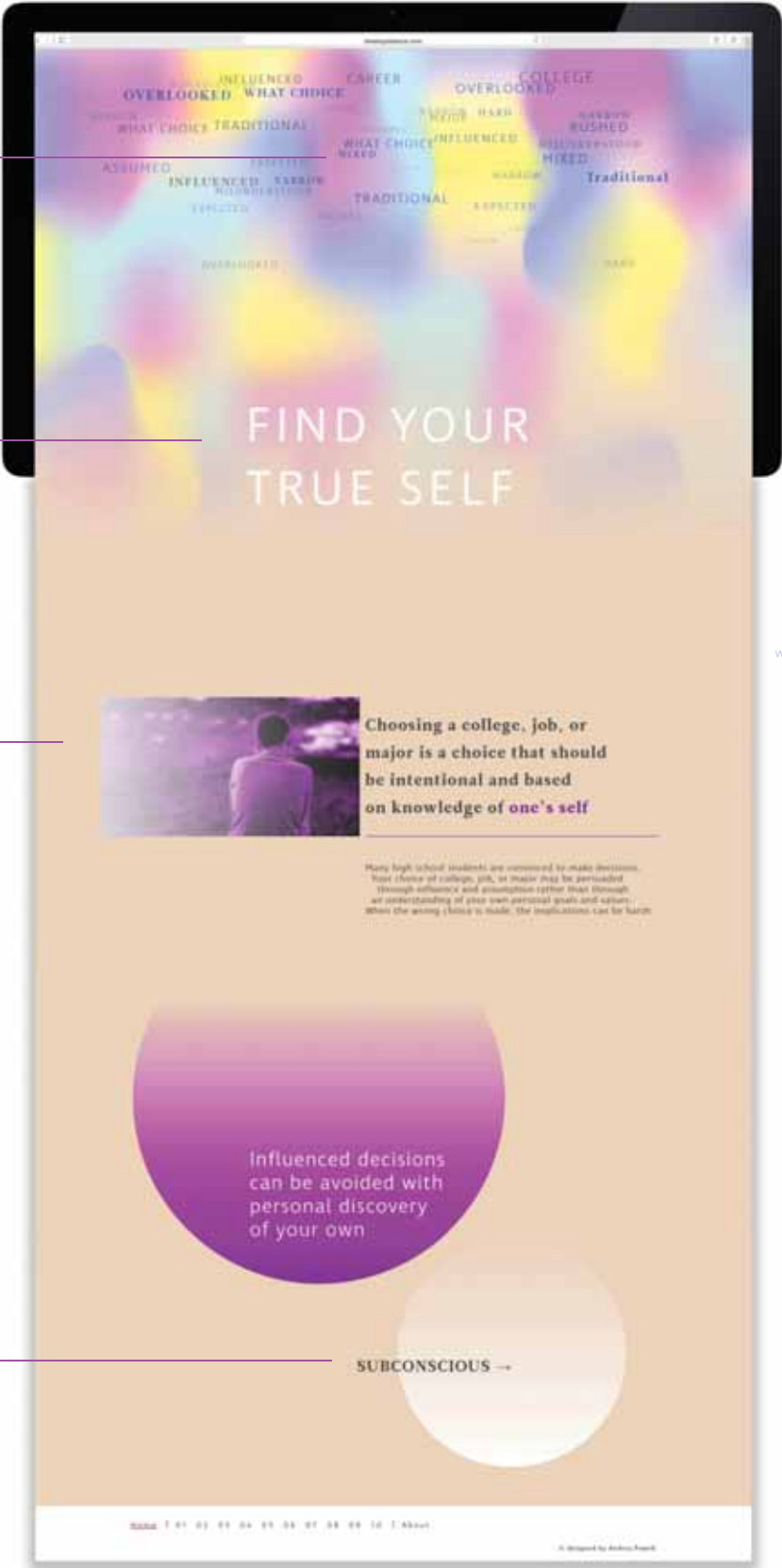
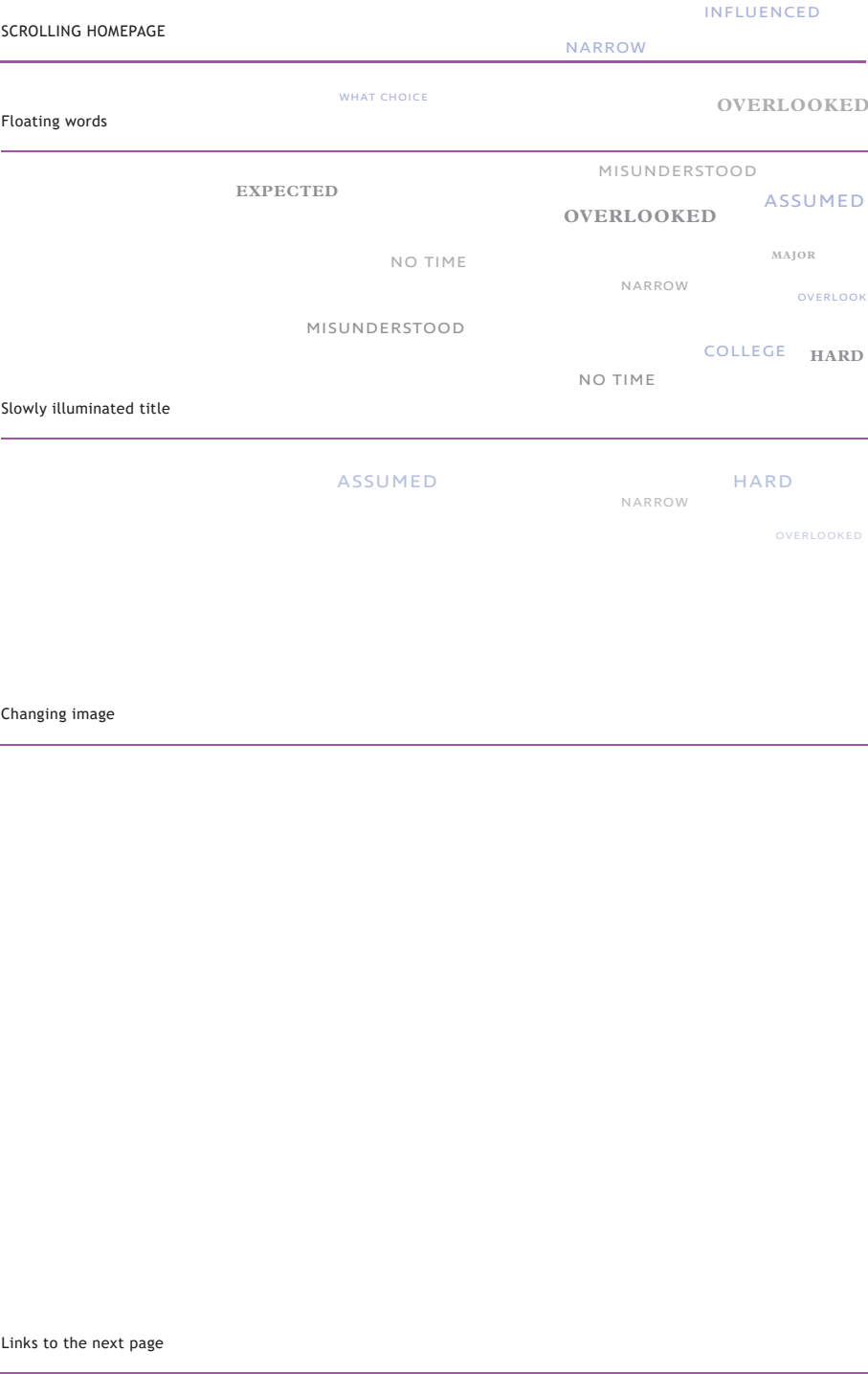
DREAM-LIKE

CALM

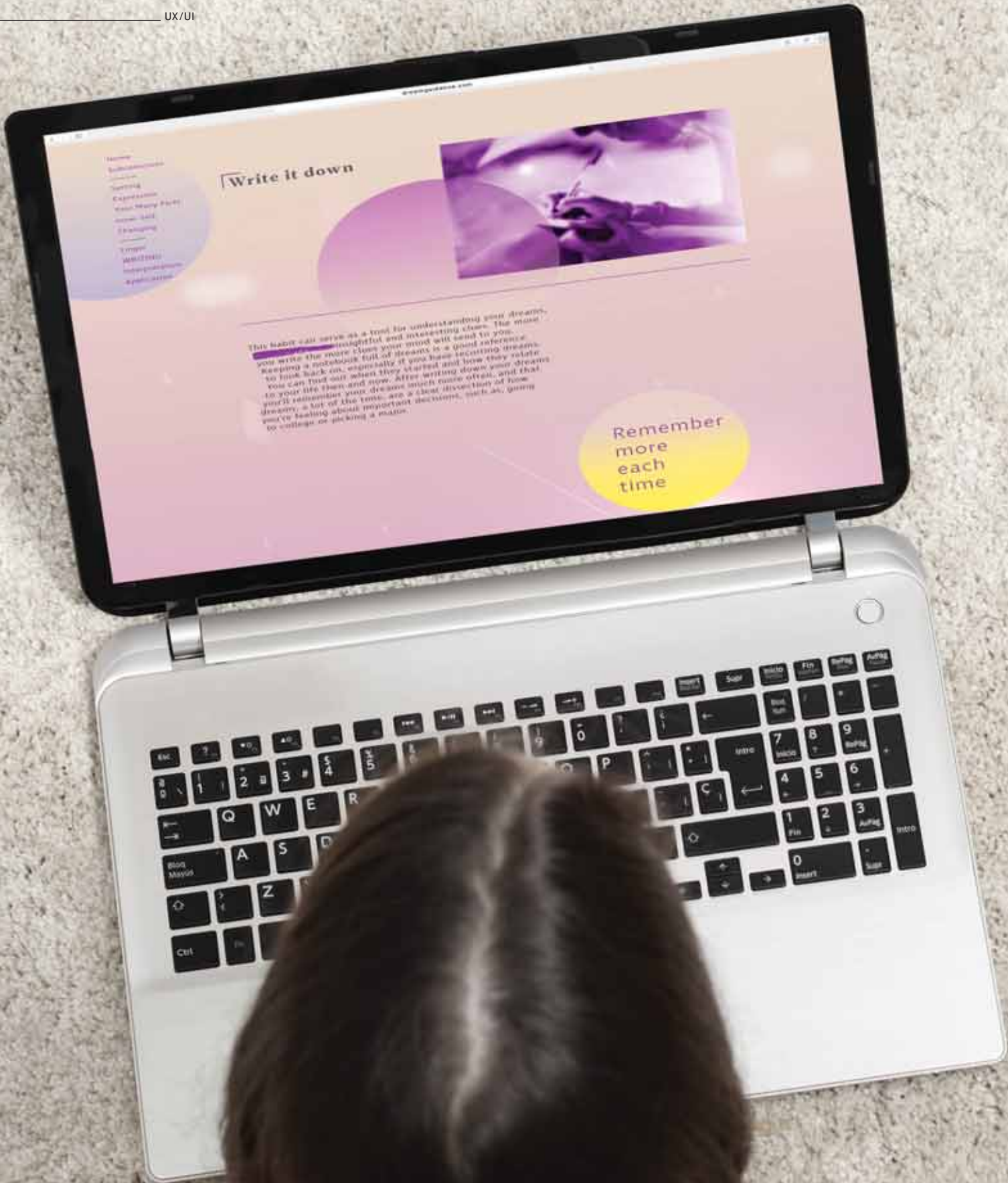


Website_

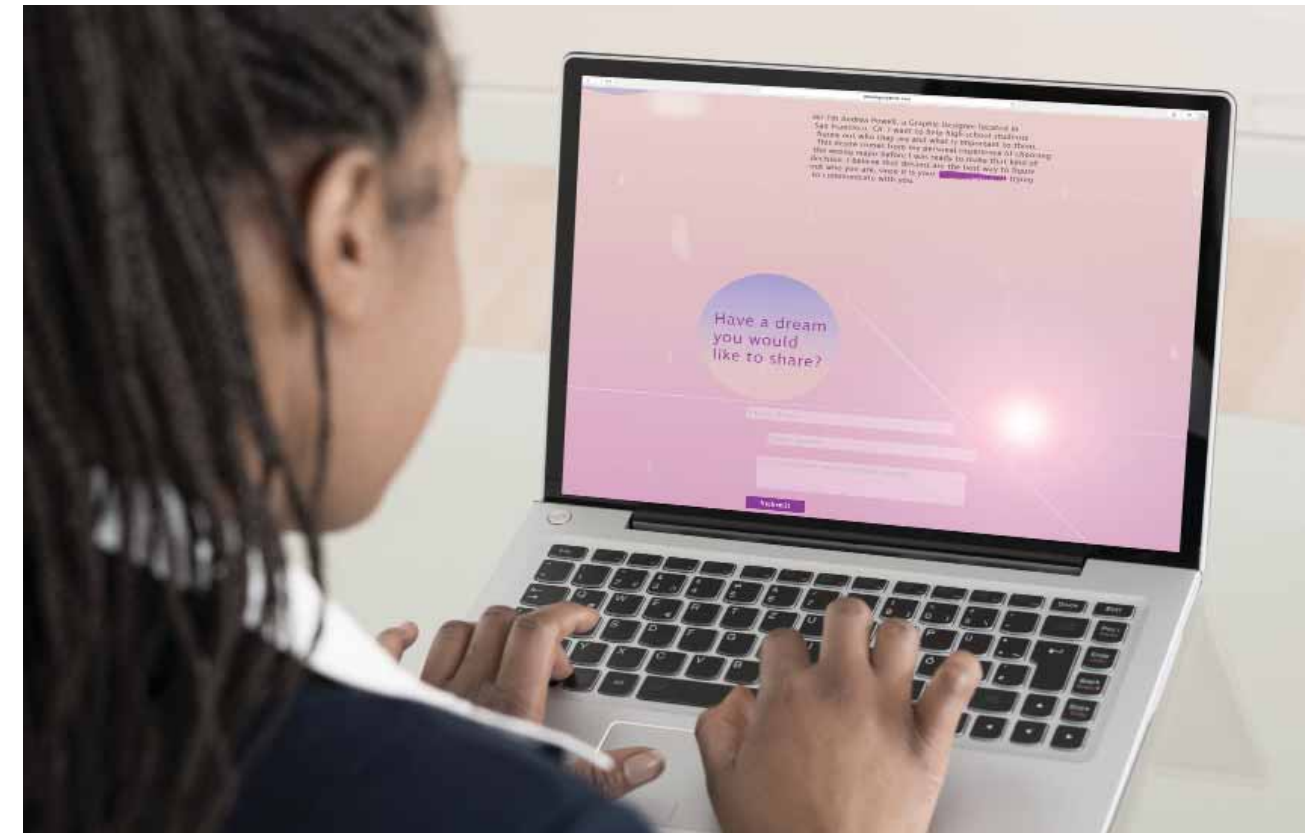
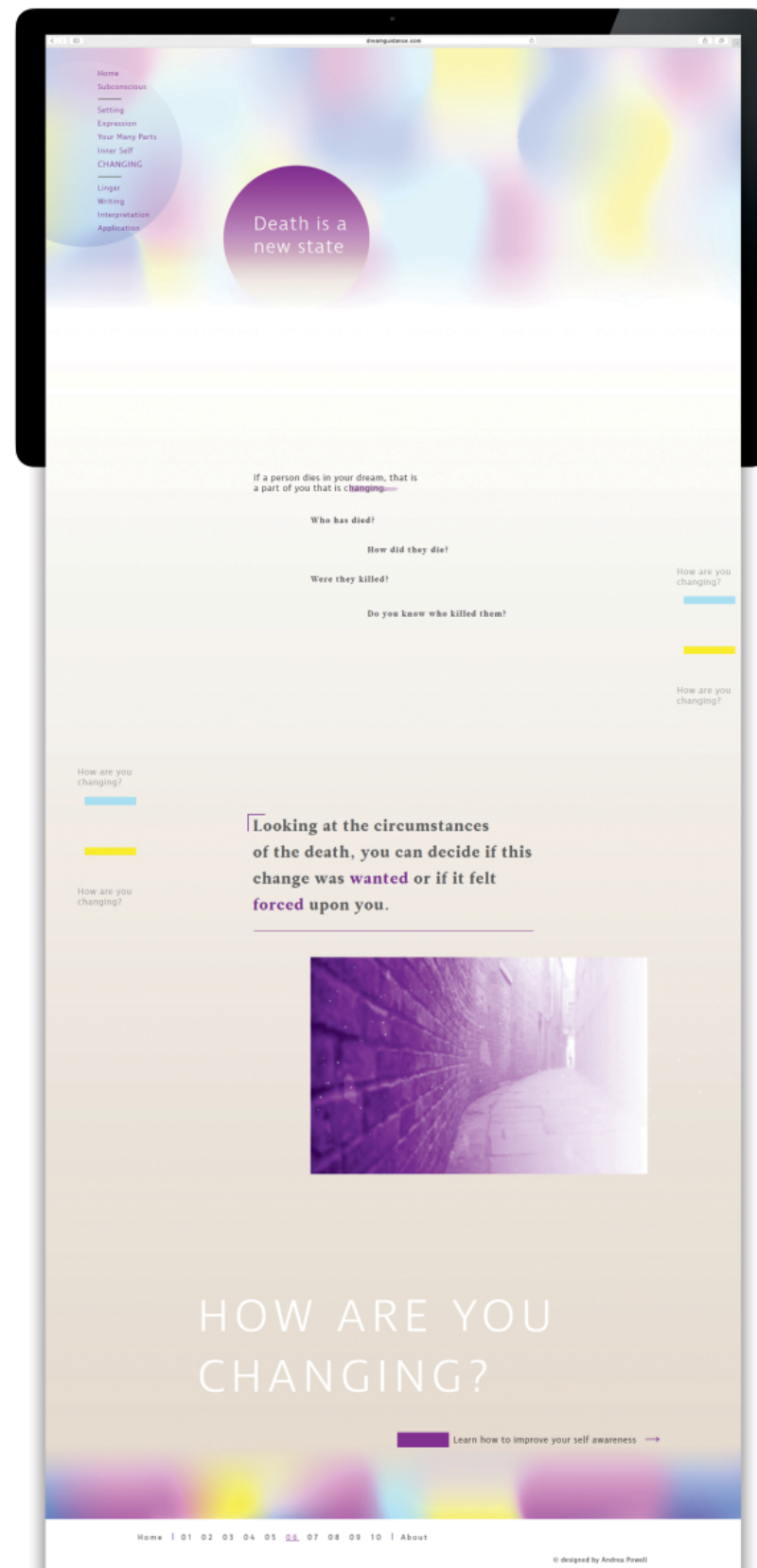
The website was constructed around the concept of dream guidance, while keeping my inspiration board and an audience of teenagers in mind. The website was designed in a linear manner so that the user could work through it and learn something new at each step.











S U S 03.

P E

N D E

D

“The good building is not one that hurts the landscape, but one which makes the landscape more beautiful than it was before the building was built.”

Frank Lloyd Wright
Architect



Project_ SUSPENDED TYPE

Year_ 2016

Category_ TYPE CONSTRUCTION

Keywords_ STURDY, AIRY, UNEXPECTED, OPEN,
LIGHT, NEAT

Project Type_ POSTER SERIES

Deliverables_ CONSTRUCTED TYPE, 3 POSTERS

Objective_

This project was about construction of my own letterforms, using materials and methods of my choice, based on a certain theme of architecture. The area of architecture that I chose to focus on was Suspended Architecture, and my three sub categories were suspension from

above (cables), suspension from below (stilts), and suspension from one side (a protrusion). Each sub category in the architecture theme was portrayed in a poster and advertised a Suspended Architecture Conference.

Goal_

My goal overall was to showcase suspended architecture through the constructed type, and to highlight the conference, which focused on architecture.



Inspiration Board of Found Images_

STURDY

AIRY

UNEXPECTED

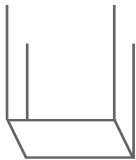
OPEN

LIGHT

NEAT

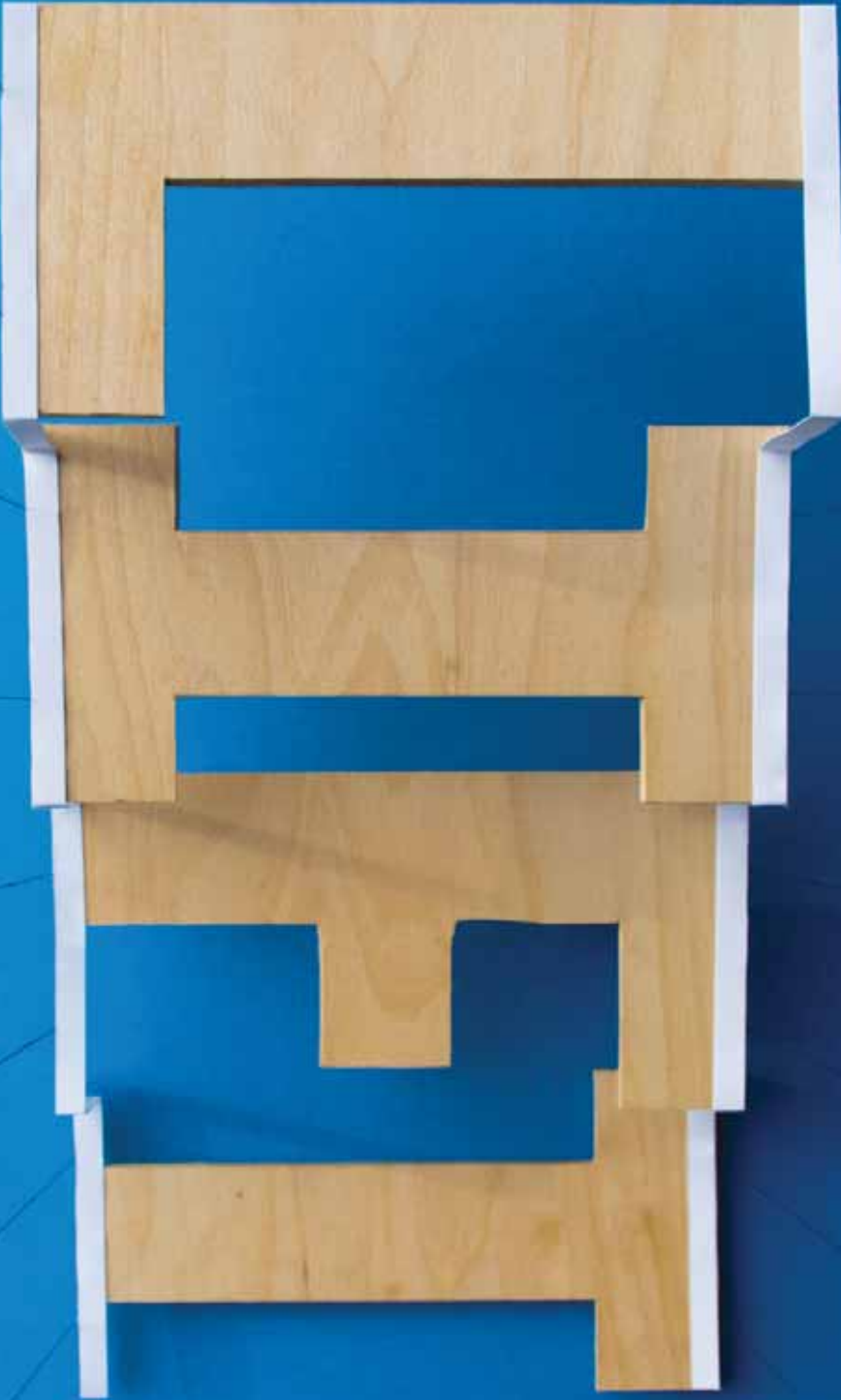
Lift_

Suspension from above. Each letterform was constructed by me, and photographed by me. The materials I used to make 'LIFT' included, matte paper, poplar wood, and string.



[IMPOSSIBLE ARCHITECTURE]

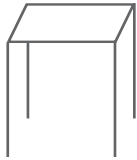
FEBRUARY 11-12
SAN FRANCISCO, CA



Join the Suspended Architecture Conference
Built and structures in which the main elements that support the load, are
subjected to forces of tension, suspension structures, which exist under
conditions of extension, were possible the full use of the mechanical properties
of high-strength materials.
Join the speakers and learn how suspended architecture actually works.
www.suspendedarchitecture.com

Rise_

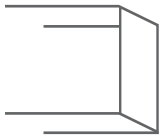
Suspension from below. The word 'RISE' was constructed from thick matte paper, polystyrene, and balsam wood sticks.





Grow_

Suspension from the side. This word expands and grows out of the side of buildings, it is made from thick matte paper, wooden veneer, and foam board.



[EXPAND THE SPACE]

SUSPENDED ARCHITECTURE CONFERENCE
Suspension structures are comparatively simple to
build. They are dependable and are distinguished by
practicality, universality, and adaptability. In
fact, the presence of threads and high tensile strength,
to determine when they are used.
www.suspensionconference.com

FEBRUARY 11-12
SAN FRANCISCO, CA



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04.

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Project_ REI STEWARDSHIP REPORT

Year_ 2015

Category_ TYPE SYSTEM

Keywords_ ADVENTUROUS, EFFICIENT,
PORTABLE, DURABLE

Project Type_ BOOK DESIGN

Deliverable_ BOUND CSR REPORT

Objective_

In this project I chose a Corporate Social Responsibility (CSR) report, and redesigned it. The purpose was to highlight the company's sustainability efforts and create a concept

that relates to the company. The company that I chose was REI and I redesigned their Stewardship report.

Goal_

My goal overall was to produce a report that emphasized the outdoors and showcased REI's relationship with the environment. I did this through my hiking concept, which can be

seen throughout the report, and gave it a look and feel of being outside and even getting a little muddy.

“We believe an outdoor life is a life well lived. That single, simple idea unites our community, no matter where you are from or what your political beliefs are.”

Jerry Stritzke
REI President and CEO

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CSR_

The REI Stewardship report showcases their sustainability efforts. REI also puts an emphasis on spending time outdoors, hiking in particular, and this idea was carried throughout the entire report.

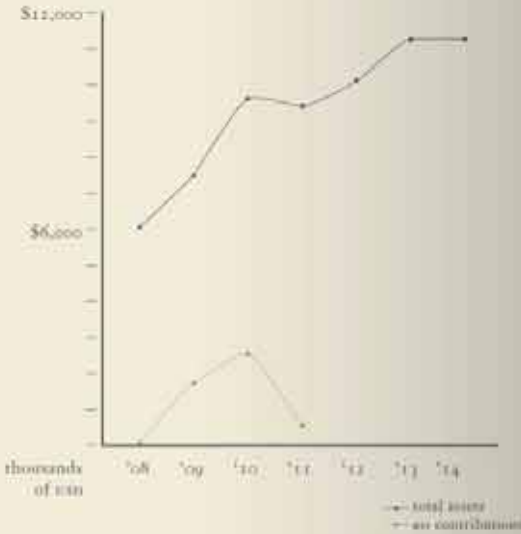






In 2014, The REI Foundation awarded a total of \$410,000 to nonprofit programs dedicated to engaging younger and more diverse populations in the outdoors. Grant recipients include the Children & Nature Network (C&NN), Futuro Media Group, Outdoor Foundation and YMCA of the USA.

THE REI FOUNDATION TOTAL ASSETS & REI CONTRIBUTIONS



The REI Foundation endowment changes annually based on contributions, grants and fluctuations in the values of investments.







FIN

05.

EX.

PA

“Imagine a city where graffiti and street art wasn’t illegal, a city where everybody could draw wherever they liked. Where every street was awash with a million colours and little phrases. Imagine a city like that and stop leaning against the wall—it’s wet.”

Banksy
Spray paint artist

INT

Project_ FINEX PRODUCTS

Year_ 2015

Category_ VISUAL SYSTEM, UX/UI

Keywords_ TECHNICAL, SLEEK, INFORMATIVE, TRUSTED

Project Type_ WEB DESIGN, SYSTEM, LAYOUT DESIGN

Deliverables_ POSTER SERIES, USAGE REPORT, WEBSITE

Objective_

For this project I found a poorly designed sign, a flyer on a bulletin board that was selling a used spray paint gun. This sign included various information levels, such as, the price, name and contact information, how many

times it was used, the exact type of spray paint gun, and brand. This information was able to be transformed into a well-designed system with multiple deliverables.

Goal_

My goal overall was to sell the product. This was done through showcasing the condition of the product, while also showing its multiple capabilities as a spray paint gun. I was able to do this by creating an interactive

website to illustrate its features, and creating a usage report to prove that it was in good condition for being a used product.

THE **FINEST FINEX** PRODUCT IS READY FOR YOU **[FX 3000 HVLP]**

\$100

FOR A PRODUCT THAT HAS
BEEN USED THREE TIMES

If you're interested
then get in touch with

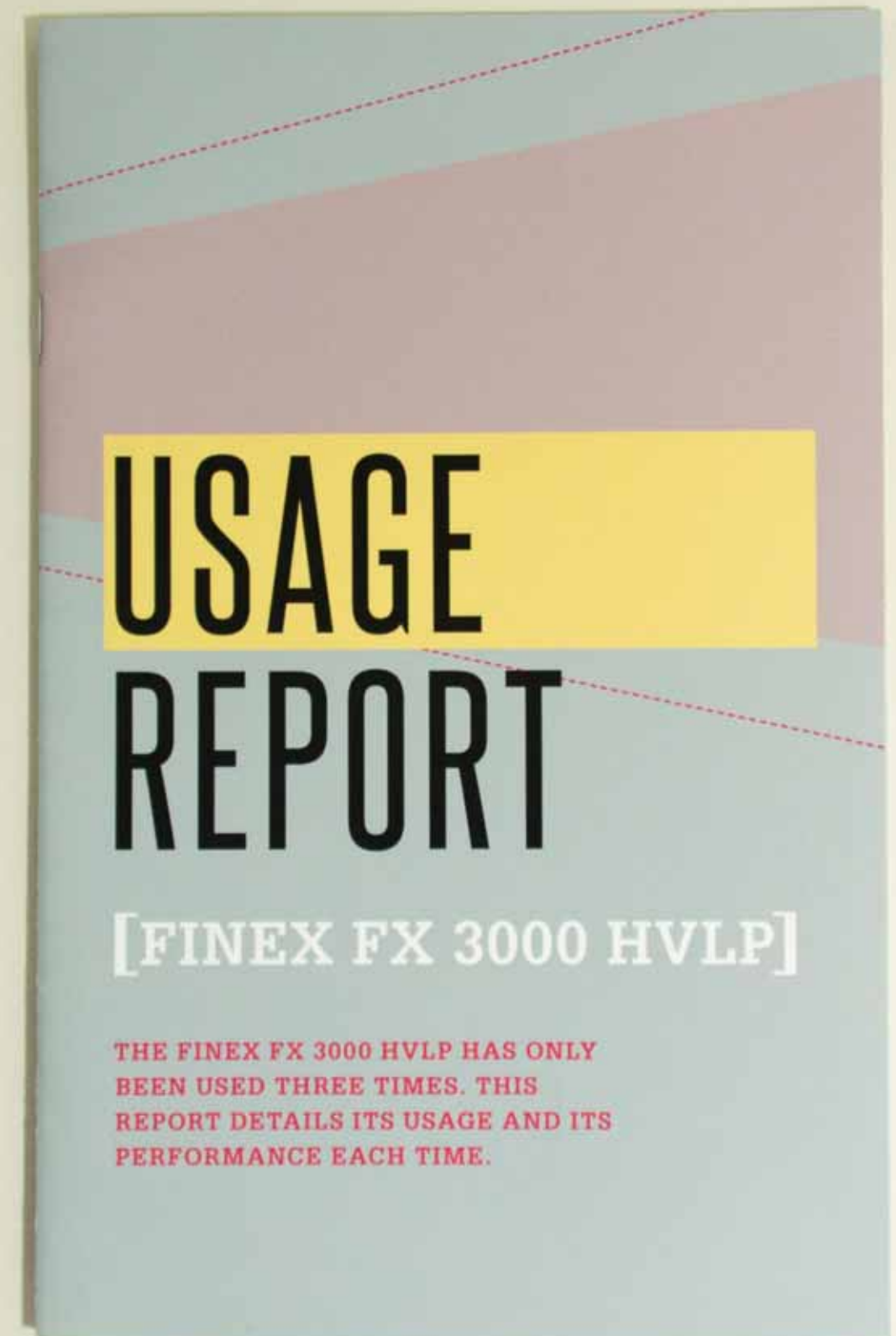
Ralph
510.332.6423

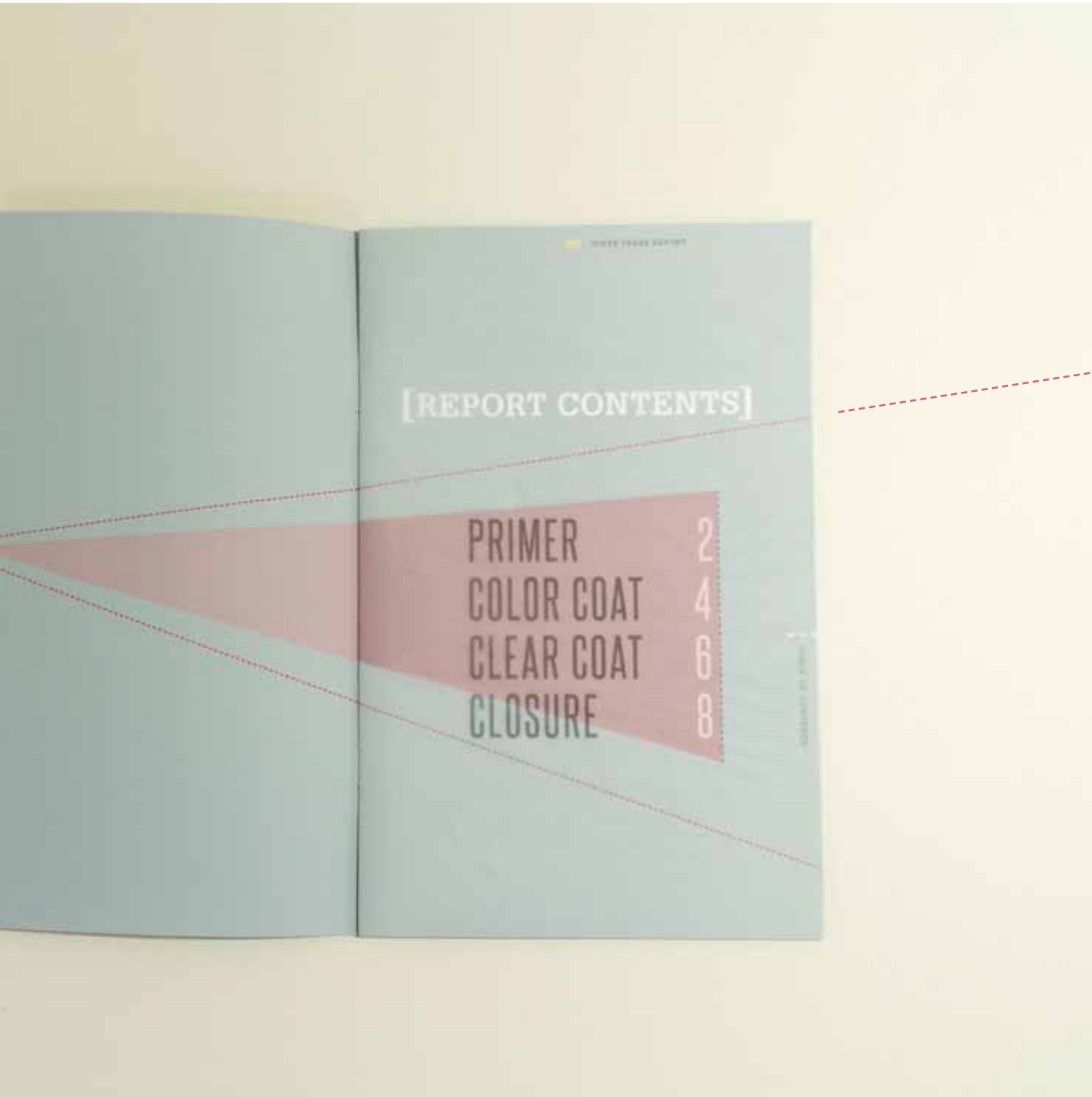




Usage Report_

The Usage Report describes what happened each time the spray paint gun was used. It walks through the entire project that the student used it for, and is even instructional to anyone interested in using the spray paint gun.

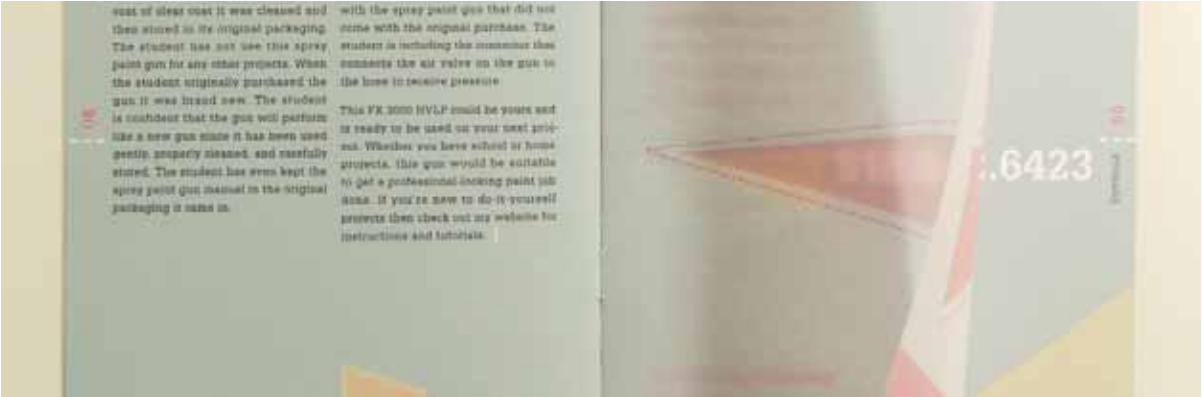




Change in Medium_

An opaque paper was used in the Usage Report. This allowed me to highlight important features of the report in a technical manner, such as, the table of contents and the contact information (page 83).

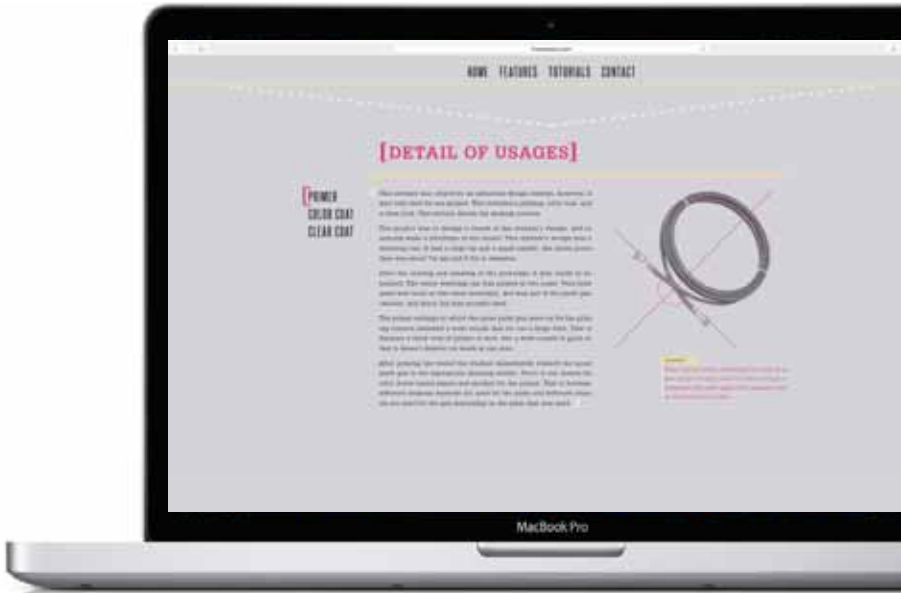


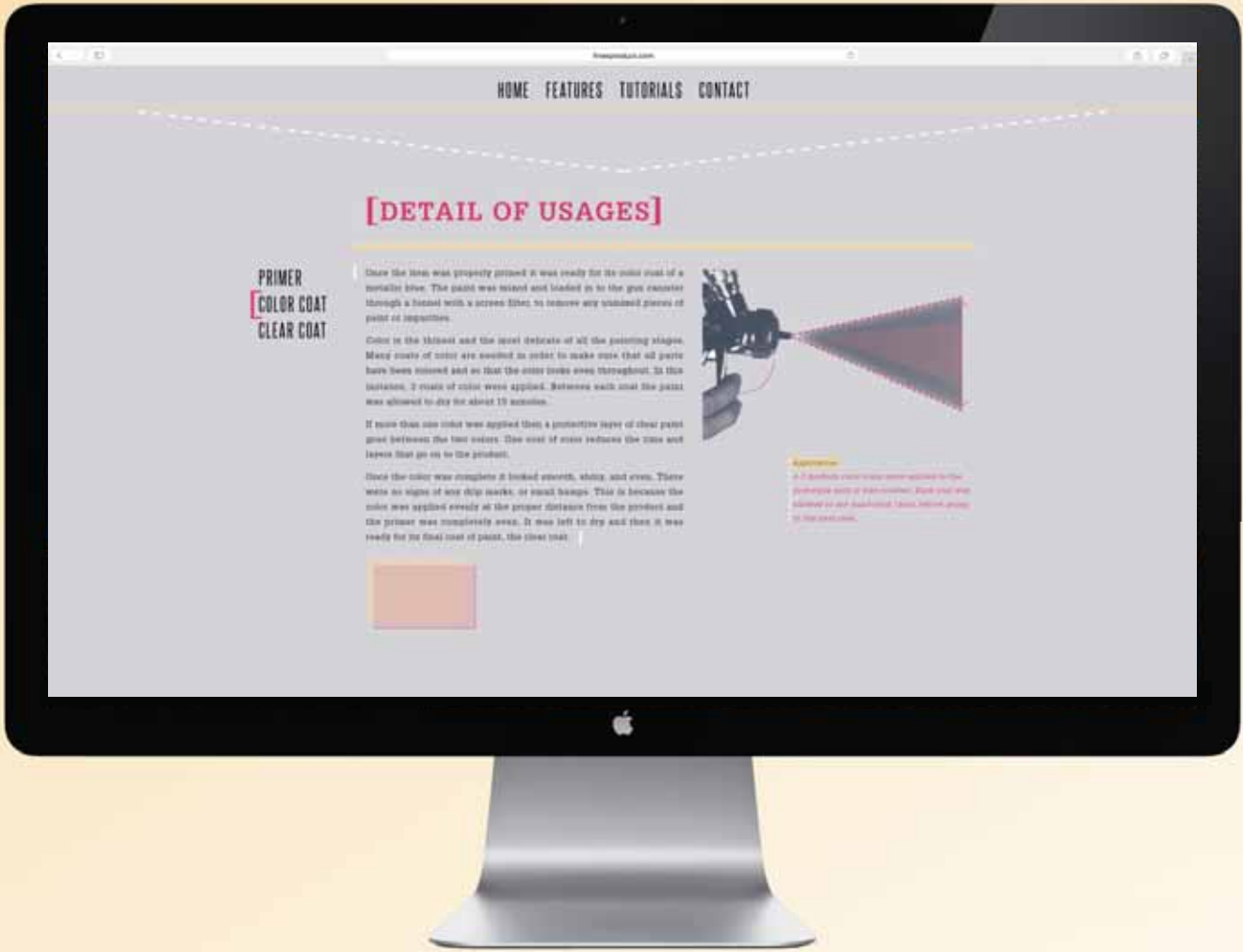


Website_

The website allows viewers to learn about each feature of the spray paint gun, and there are tutorials on how to use it.







T H

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A N K

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Written content_	Andrea Powell
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Typefaces used_	Trebuchet MS and Plantin Std

Portfolio contains selected graduate student work from the Academy of Art University_	2014-2017
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Website_ apowell.design