

DESIGN PORTFOLIO

NATHALIE HALL

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DESIGNING ART P
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LOGOS AND VISUAL IDENTITY

CREATIVE COMMERCIAL
REAL ESTATE 

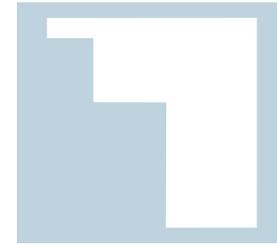

By Dr. Marvell



 FABRICE TROMBERT



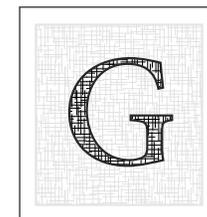
LITTLE ESSENTIALS



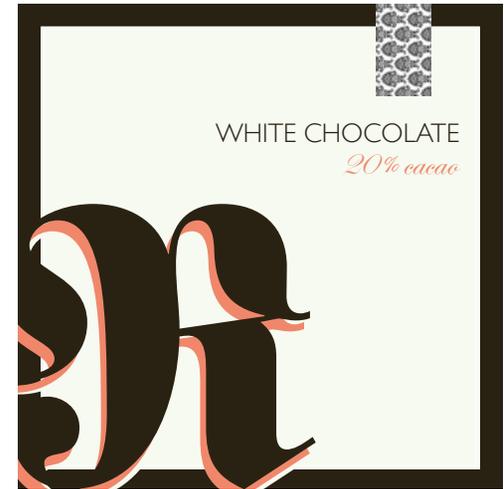
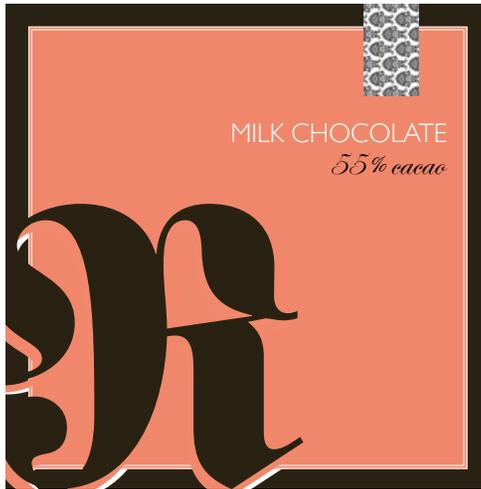
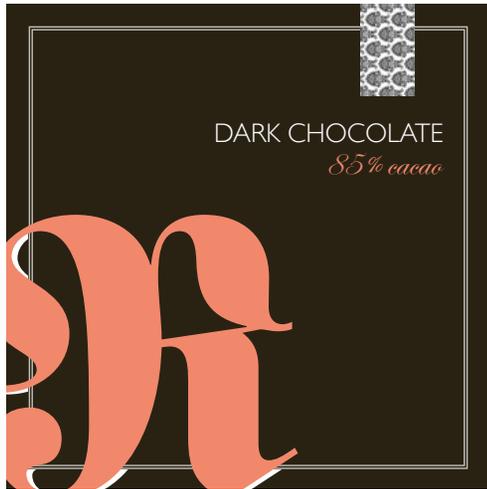
**INNOCENCE
PROJECT
OF FLORIDA**



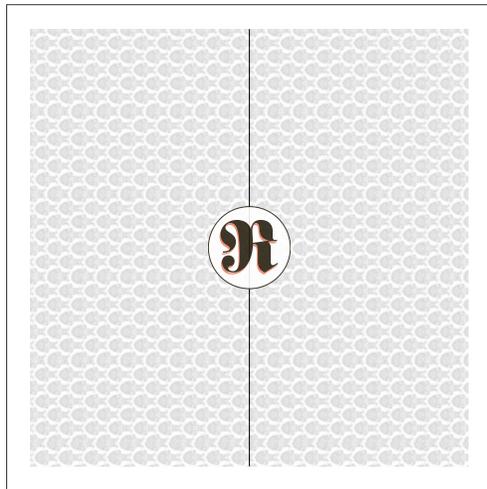
two minute lunch



grist bakeshop



Top Left, Middle, Right: Chocolate bar package design (each 5"x5")



Left: Chocolate bar wrapping

Brand Identity / Package Design



Riess Chocolatier
estb. 1928

~~hotel on rivington~~

The Hotel on Rivington – known to debauched insiders as THOR – stands amidst the gritty bowels of the mischievous Lower East Side as a sanctuary of models and the stylish men who buy them bottles. All chicanery is conducted in the very modern, very chic interiors of a stunning space with bedrooms possessing floor-to-ceiling windows and luxurious soaking tubs. THOR revels in taking in those who subscribe, or wish to subscribe, to a modern Manhattan lifestyle, that is, one with few limitations.

The new logo design reflects the dubious LES underbelly by the use of dark colours set in Niobium, a modern sans serif typeface with a kink here and there. It has been slightly modified.



napkins



drink coasters

*Sure, we have
places of worship.
Like the mosque
on 11th and 1st.*

hotel on rivington

*Get a feel for the
Bowery Mission.
Just be sure to
stretch first.*

hotel on rivington

*Drink prices
include ambiance.*

hotel on rivington

*Live dangerously.
Walk down Ludlow
in a suit.*

hotel on rivington

door hanger



engaging in _____.

sloth
greed
lust
pride
envy
wrath
gluttony



ADVERTISEMENTS AND PROMOTIONS

STORM HUNT CONCEPT



1 GET A CLUE ONLINE



or

GET A CLUE BY TXT USING WILD POSTINGS



2 FIND A STORM LOCATION



3 TXT TO CODE ON PRODUCT DISPLAY TO ENTER TO WIN (OR ENTER ONLINE)



4 GRAB A MAP WITH MORE LOCATIONS



or GET MORE CLUES ONLINE



5 WIN



momentum

BlackBerry Storm launch kicked off with a Storm Hunt in NYC

For a week in New York leading up to the highly anticipated launch of the world's first touch-screen BlackBerry, people used clues found online, via text from Wild postings, and on a printed map to locate 45 hidden locations. Once found, a secret code word enabled hunters to enter to win cash, prizes and the BlackBerry Storm all while telling people more about the phone itself.



American Express US Open Tennis 2008

One of New York's most iconic sporting events, the US Open, is sponsored by American Express. For this activation hundreds of print pieces were created that supported experiences such as a Milton Glaser print as a gift with purchase that had a high bid of \$42 on ebay; Hospitality events featuring talent like Mats Wilander, Andy Roddick and Billie Jean King; the 100 Moments Videos we shot for online; and we brought the Open to the city at Madison Square Park.

It had generally been commented on that the branding at this year's US Open is "the best it has ever f***** looked before." The boardwalk was so well received that the USTA offered 100 extra feet.



StabilEyes 16x32

Don't miss the details. **Nikon**





StabilEyes 16x32

Don't miss the details. **Nikon**



StabilEyes 16x32

Don't miss the details. **Nikon**



StabilEyes 16x32

Don't miss the details. **Nikon**

**go ahead, dig
deep into my
dripping
chocolate core.
lick the sweet
powder from
your soft lips,
mon amour.**

this is real sugar.



Domino

©2009 Revlon

NEW

COLORSTAY™ MINERAL MOUSSE MAKEUP

*Everything you love
about mineral makeup,
now in a lightweight
whipped mousse.*

Get the skin-loving benefits of mineral makeup without the mess. Our revolutionary formula with a feather-light texture and feel gives you up to 16 hours of flawless coverage that's so easy, so soft and oh, so good for your skin.

HOURS
16
UP TO



*Good for you
just got better*

To get Halle Berry's look, try Revlon ColorStay Mineral Mousse Makeup in *Deep*.
To find your shade go to revlon.com.

REVLON®

LEA & PERRINS®



MAKING ENGLISH FOOD
PALATABLE
FOR OVER
170 YEARS.

Rich history, richer sauce.

10 FL OZ (296 mL)

©
FISH

Lea & Perrins®

JAMES DEAN MARTIN SHORT

NETFLIX

watch film, after film, after film

BOYGEORGE MICHAEL JACKSON

NETFLIX

watch concert, after concert, after concert

What film do you want to watch?

sea of|

NETFLIX watch film, after film, after film

20,000LEAGUESUNDERTHESEAOFLOVEACTUALLY

Rent 3 films at once for just \$9.99/mo

NETFLIX watch film, after film, after film

20,000LEAGUESUNDERTHESEAOFLOVEACTUALLY

Rent 3 films **No late fees!** just \$9.99/mo

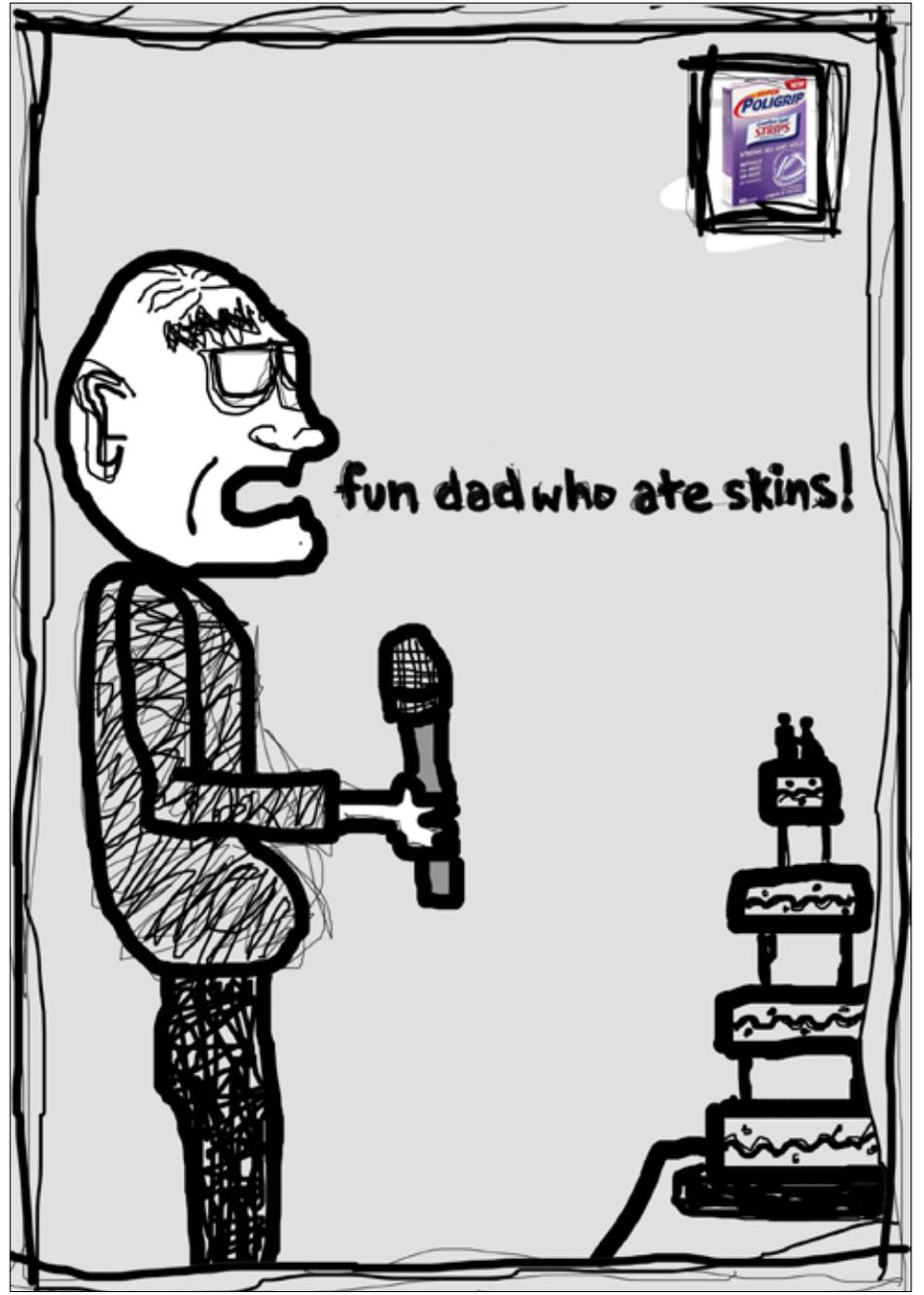
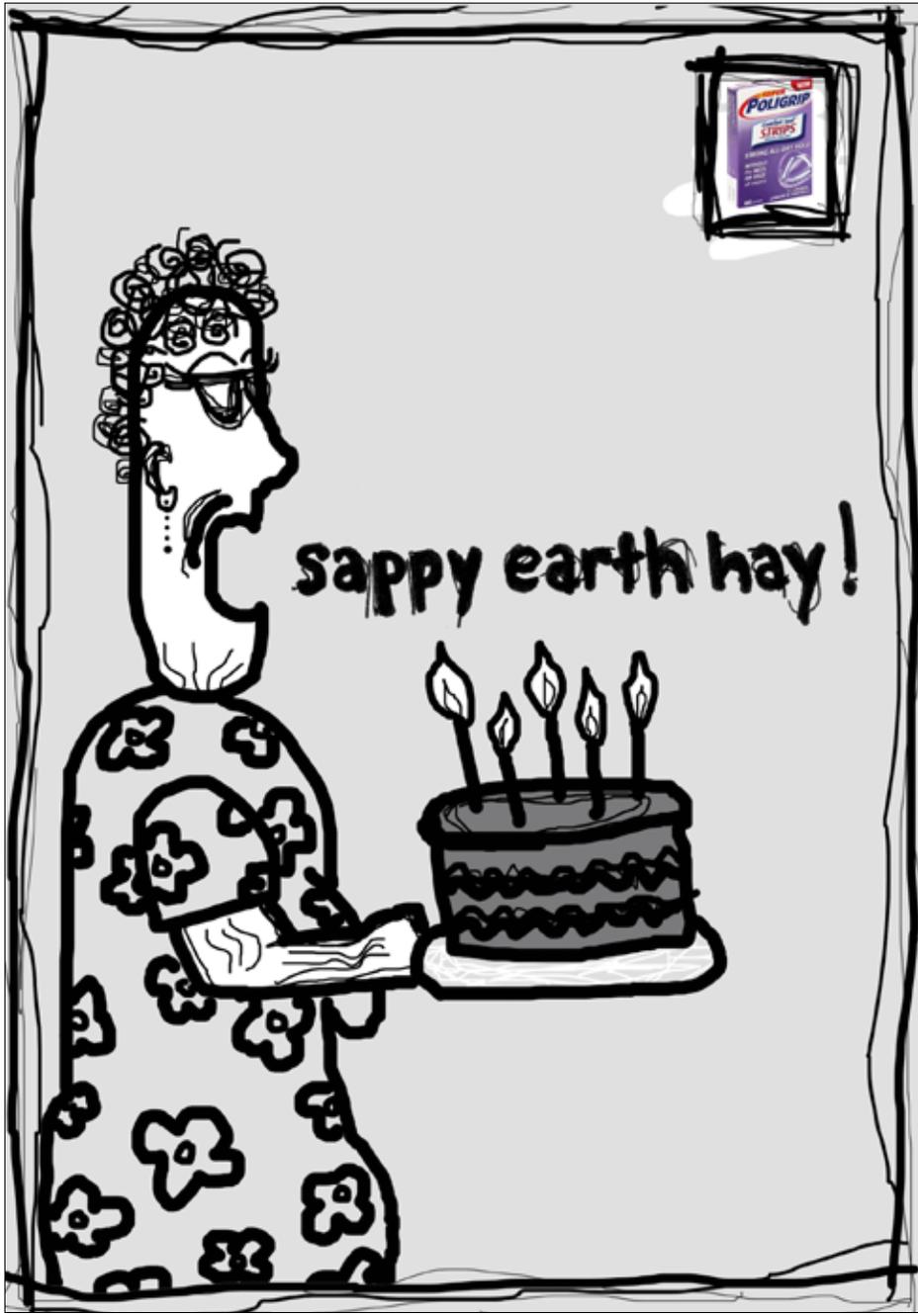
NETFLIX watch film, after film, after film

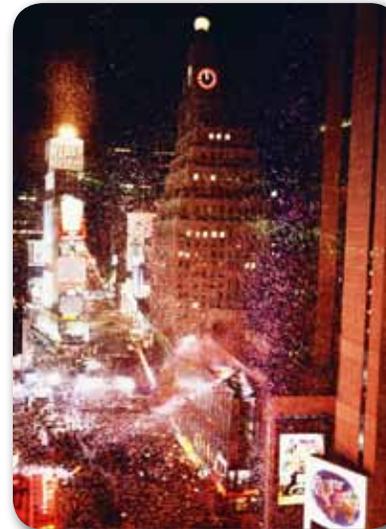
Online Banner Ad 300 x 250



not all cracks are meant to be filled

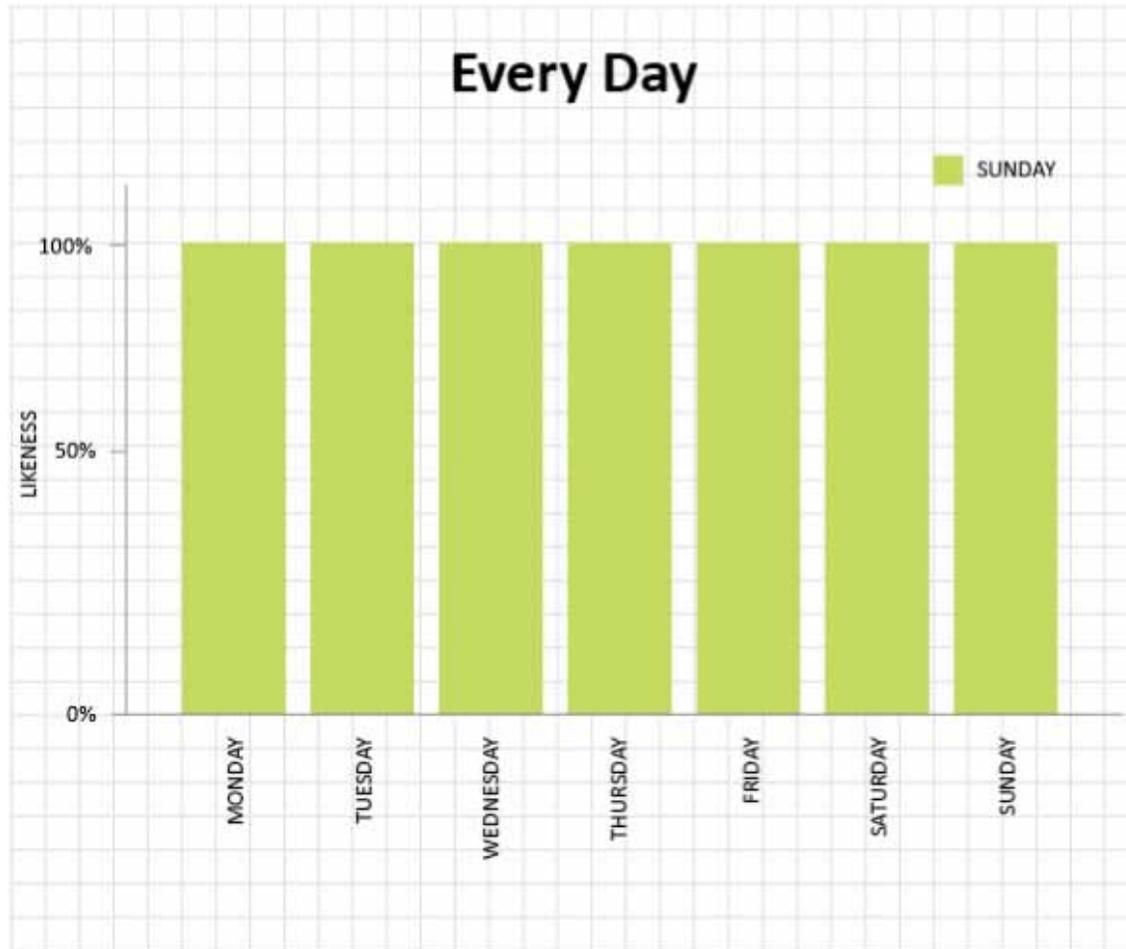






New Years Eve Promotion: Urge people to shred their bills and other unnecessary paper mailings at a truck full of shreds parked in Times Square. The shreds will then be dispersed at the world-watched New Years Eve ball drop as the confetti. Street teams to assist with Virgin Mobile branded swag on New Years Eve.

INFORMATION DESIGN



Visualization of the song
"Everyday is like Sunday"
by Morrissey

LEARNING DISABILITIES (LD)

DEFINITION

A learning disability (LD) is a neurological disorder that affects the brain's ability to receive, process, store, and respond to information. An LD causes difficulties in learning that cannot be attributed to poor intelligence, poor motivation, or inadequate teaching.

There are often difficulties with: reading, writing and spelling, reasoning, recalling/organizing information, performing arithmetic functions/comprehending math concepts.

15% It is estimated that 15% percent of the U.S. population experiences learning disabilities (National Institute of Health).

COMMON LEARNING DISABILITIES

DYSLEXIA
The most common form of learning disability and is a language-based disability. As many as 80% of all people with learning disabilities have dyslexia. People with dyslexia usually have no difficulty with comprehension; they generally have adequate reasoning skills, vocabulary and syntax. The problem is that people with dyslexia cannot use these skills until the printed word has first been decoded and identified.
DYSCALCULIA
A math disability can cause such difficulties as learning math concepts (such as quantity, place value, and time), difficulty memorizing math facts, difficulty organizing numbers, and understanding how problems are organized on the page. Dyscalculics are often referred to as having poor "number sense".
DYSGRAPHIA
A writing disability in which a person finds it hard to form letters or write within a defined space. Impaired written language ability may include impairments in handwriting, spelling, organization of ideas, and composition.
DYSPRAXIA
Sometimes called motor planning, dyspraxia refers to a variety of difficulties with motor skills. Dyspraxia can cause difficulty with single step tasks such as combing hair or waving goodbye, multi-step tasks like brushing teeth or getting dressed, or with establishing spatial relationships such as being able to accurately position one object in relation to another.
AUDITORY AND VISUAL PROCESSING DISORDER
Sensory disabilities in which a person has difficulty understanding language despite normal hearing and vision.
NONVERBAL LEARNING DISABILITY
A neurological disorder that originates in the right hemisphere of the brain, causing problems with visual-spatial, intuitive, organizational, evaluative and holistic processing functions.
<i>NOT Learning Disabilities:</i> mental retardation, autism, deafness, blindness, and behavioral disorders, ADHD (ADHD and LDs often occur at the same time, but they're not the same).

LEARNING DISABILITIES (LD)

RESOURCES

LD ONLINE

<http://www.ldonline.org/>
An in-depth, comprehensive information site on learning disabilities that is connected with PBS. The site is a great portal for educators and provides accurate, authoritative information about learning disabilities. A key feature is information sorted by audience type: Educators, Parents and Kids. There are many articles, Q&A, and a multimedia section.

NATIONAL CENTER FOR LEARNING DISABILITIES (NCLD)

<http://www.nclld.org/>
Information on learning disabilities and promotes research programs to foster effective teaching. Has a very helpful downloadable checklist of symptoms. There is also a collection of personal stories.

LEARNING DISABILITIES ASSOCIATION OF AMERICA (LDA)

<http://www.ldaamerica.org/>
The largest non-profit volunteer organization and member group advocating for LD individuals and has over 200 state chapters. Offers help services to those with LDs. Conducts an annual conference. There is also a portal for educators.

BOOKS

Lauren, Jill. *Succeeding With LD: 20 True Stories About Real People With LD*. Free Spirit Pub, 1997.

Osborne, Paul. *LD SAT Study Guide: Test Prep and Strategies for Students with Learning Disabilities*. Alpha Publishers, 2009.

LEARNING DISABILITIES ASSOCIATION OF NYC

<http://www.ldanyc.org/>
Facilitates access to needed services for all New Yorkers with learning disabilities. Has a telephone helpline and can connect those with LDs to services and support. Great resource for those who want to speak to a person about options rather than navigate the intricacies of a web site. In other words, they're a human voice not just a database of information.

COUNCIL FOR LEARNING DISABILITIES (CLD)

<http://www.cldinternational.org>
CLD is an international organization that promotes new research and effective ways to teach people with learning disabilities. The CLD Web site offers conference information, updates on scholarly initiatives, general information about learning disabilities, and research reports. Not all that helpful as an information-seeking site.

TEACHING LD

<http://teachingld.org>
Provides detailed articles from TEC magazine for teachers working with LD students. There is a "Teaching Hints" section with special articles on how-to's and teaching strategies. Divides "Teaching How To's" section by instruction type: reading, writing, math, transition/technology, and content enhancements.

BEFORE

The 7 Elements of Art

The elements of art are the components used to create, or build, a work of art

Line – is a mark, or hatch mark, made on a surface.

Shape – A shape has two dimensions, both length and width, and is represented as an enclosed area defined by line, color, value, texture, space, or form.

Form – Appears 3 dimensional and encloses volume. Form has 3 dimensions; length, width, and height (cube, sphere, pyramid, and cylinder)

Value – Refers to changes of a base color, and includes light, medium, and dark areas. Value is determined by how much light a surface reflects or absorbs. Highlights, midtones, shadows, and cast shadows may all show up as different intensities of the same color.

Texture -- The tactile quality of a surface or its representation, what a surface appears to feel like. The three basic types of texture are *actual*, *simulated*, and *invented* texture.

Color – Derived from reflected light, the sensation of color is aroused in the brain by response of the eyes to different wavelengths of light. A color has 3 parts: hue (color name), intensity (strength/purity), and value (lightness and darkness).

Space - The creation of visual perspective, and the illusion of depth; the distance around, between, above, below, and within an object or group of objects

The 7 Principles of Art

The way the elements of art are organized, or arranged, in a work of art

Balance or Visual Weight – Elements are arranged to create a sense of stability.

Focal Point or Area of Emphasis – Combines elements to point out their differences. The area of greatest difference gets our attention.

Gradation – Elements are combined using a series of gradual changes.

Movement – How the viewer's eye moves throughout the work of art. Some artist combine elements to create the illusion of action, others create a sense of perspective and space

Proportion – Elements are combined to create size relationships

Rhythm – Elements are repeated to create a visual tempo, our eye moves throughout the piece gathering similar elements. Rhythm creates visual **unity**, it is what holds the work together.

Variety – Contrasting elements are combined to create visual interest. These are the parts of the image that stand out, to establish a figure ground relationship, the subject and a background.

AFTER

ELEMENTS AND PRINCIPLES

THE 7 ELEMENTS OF ART

The elements of art are the components used to create, or build, a work of art.

Line

A mark, or hatch mark, made on a surface.

Shape

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Form

Appears 3-dimensional and encloses volume. Form has 3 dimensions: length, width, and height (cube, sphere, pyramid, and cylinder)

Value

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Texture

The tactile quality of a surface or its representation, what a surface appears to feel like. The 3 basic types of texture are: actual, simulated, and invented texture.

Color

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Space

The creation of visual perspective, and the illusion of depth; the distance around, between, above, below, and within an object or group of objects.

THE 7 PRINCIPLES OF ART

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NYS STANDARDS

Standard 1 Creating, Performing and Participating in the Arts

Students will actively engage in the processes that constitute creation and performance in the arts (dance, music, theatre, and visual arts) and participate in various roles in the arts.

Standard 2 Knowing and Using Arts Materials and Resources

Students will be knowledgeable about and make use of the materials and resources available for participation in the arts in various roles.

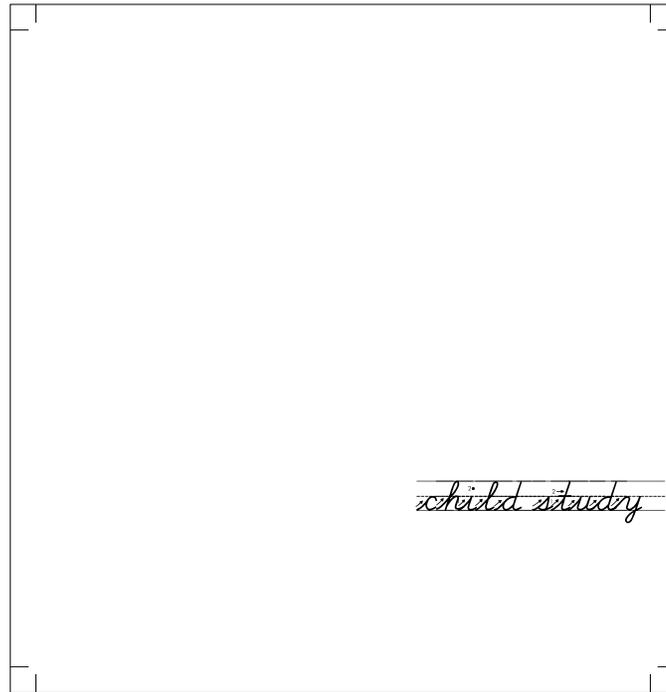
Standard 3 Responding to and Analyzing Works of Art

Students will respond critically to a variety of works in the arts, connecting the individual work to other works and to other aspects of human endeavor and thought.

Standard 4 Understanding the Cultural Dimensions and Contributions of the Arts

Students will develop an understanding of the personal and cultural forces that shape artistic communication and how the arts in turn shape the diverse cultures of past and present society.

BOOK DESIGN



psychology



developmental

In terms of artistic development, MICHAELANGELO's skills were advanced for his age as seen in Victor Lowenfeld's description. Lowenfeld's division of the developmental stages seems to be largely correct according to my teaching experience in Saturday Art School, however the exact age years he attaches to these stages are definitely incorrect from what I have observed. Instead, my students fall more into Lowenfeld's "Pseudo-Naturalistic Stage" of ages 12 to 14-years-old. All of my students "have become much more critical and aware of themselves. This developing self-awareness is expressed through a self-conscious approach to life" (Lowenfeld, p. 394). Also, I observed an acute attention to realistic representation and frustration when a drawing did not resemble the real life. According to Lowenfeld, this is absolutely normal developmentally, as he indicates "the majority of drawings of the secondary school students show an attempt at naturalistic representation" (Lowenfeld, p. 353). Also, at this age children are still making sense of the world and haven't quite yet broken away from their parents in understanding themselves... who they are, what they like, what cliques or "gangs" they are in, what friends they think are good for them, how they want their rooms decorated, etc. Lowenfeld's "gang age"—which he denotes as the 9 to 12-year-olds—is about seeing oneself as actionable and thus able to group with other peers in a bond that is defined by a common interest (Lowenfeld, p. 309).

This is the reason why, in the "Pressed and Popped Animals" printing lesson I gave, I made available books with images of animals so they had referential material and could trace if they wanted to, in order to have the students focus on the printing and drawing part and not become dedicated to rendering reality.

MICHAELANGELO falls into the space, albeit on the upper end. His work is realistically accurate, except when he intentionally distorts figures by scale and otherwise. For example, in the "Bagged Bouquet" lesson he extended the lesson for himself by making the composition almost abstract with an exaggeration of forms. By the same token, in the "City Has a Point" perspective lesson, MICHAELANGELO added to the lesson by adding narrative to the cityscape he created, with image and text, so that it became a scene of city destruction with a tornado and howling. It can be surmised that this subject could have come from the violence and destruction he creates and experiences while playing video games, of which a fighting and wrestling is one of his favorites (see APPENDIX).

9

appendix

gallery



This student struggled with scale, but mixed color with ease

Renewables! The canvas was a reused brown paper grocery bag

A balanced composition with diversity of color and accuracy of scale

Michaelangelo's finished work is balanced by the addition of a birdcage with incised lines and a preying green cat, which could be narratively compensating for trouble with color mixing

34

interests of age group

fantasy

MY FAVORITE COLOR AND WHY

"It's bright and looks cool"

"It's the color of the Ghostbuster's sign"

"It's bright and and nice to wear"

"It's a bright color"

"It looks fresh and new"

"It's like St. Patrick's Day"

"Because I'm Irish"

"You see it everyday in the sky"

"It's the darkest color"

24

BOOK DESIGN



FRONT



BACK





 ORGANIZERS
forward to your group by
CLICKING HERE

This newsletter features links to timely articles, informative videos and worksheets that can help you navigate today's rapidly changing economy.

Vol II Issue No. 1

How To Manage A Resilient Business In Uncertain Times.

Today's turbulent economic environment raises lots of questions with answers harder and harder to find. Questions regarding managing cash flow, staffing, and growth are all at the forefront of the minds of business owners. Below you'll find several useful resources that can help you address these and other relevant business topics.

Tips for managing in today's credit environment

With the tightening of credit in the economy, more than ever, business owners need to be vigilant about managing their credit. Lenders consider a variety of factors when evaluating your business credit, including your personal and business credit history. In this article, Raymond Joabar, Senior Vice President and General Manager, American Express OPEN®, offers some practical tips to help you manage through the current credit environment.

[FULL ARTICLE](#)



OPENForum.com blogs: The Economy

A valuable and timely resource featuring informative and insightful advice from small business leaders on managing business in a turbulent economy. Visit often—content is updated daily.

A few recent examples of OPENForum blog topics:

- Your Best Customers Are Depending On YOU In Times Like These
- Dress Accordingly for the Economy
- Hey, where is the silver lining on my economic storm cloud?

[FULL ARTICLE](#)



OPEN BOOK: Financial Planning

In a cyclical economy, a carefully considered financial plan is your primary asset, allowing you to emerge stronger from uncertain times. Here you'll find the know-how and inspiration to help you make the most of a tough economy. Download a PDF of our complete financial planning guide featuring expert advice and tips on managing a resilient business.

[FULL ARTICLE](#)

Branson on Business: The Economy

Virgin CEO Richard Branson believes the current economy will create new opportunities for Small Business Owners—and looks to “the entrepreneurs of



lesson outline - graphic design course

Susquehanna University - Blueprint Signature Summer Programs

LESSON Surrealist Storytelling with Cut-outs

This project used a Surrealist technique (free association) to create a short storybook. It began by cutting a 2.5"x2.5" square straight through a magazine.

Each person cut 10+ squares and selected 6 that were scanned in to be used in a narrative. Squares were scanned at 200% for layout in a 5"x5" InDesign document.

These random images were used to tell a story that became united by type treatment and art direction.

LEARNING OBJECTIVES

1. Understand Surrealism and the idea of obtaining narrative through subconscious
2. Know how to scan images
3. Can create a book in InDesign

ELEMENTS & PRINCIPLES

Space
Movement
Rhythm
Variety

Recontextualization
Layering
Text and Image



Actual 2.5x2.5" cut outs



Back, Front Covers



Title Page



1-2



3-4

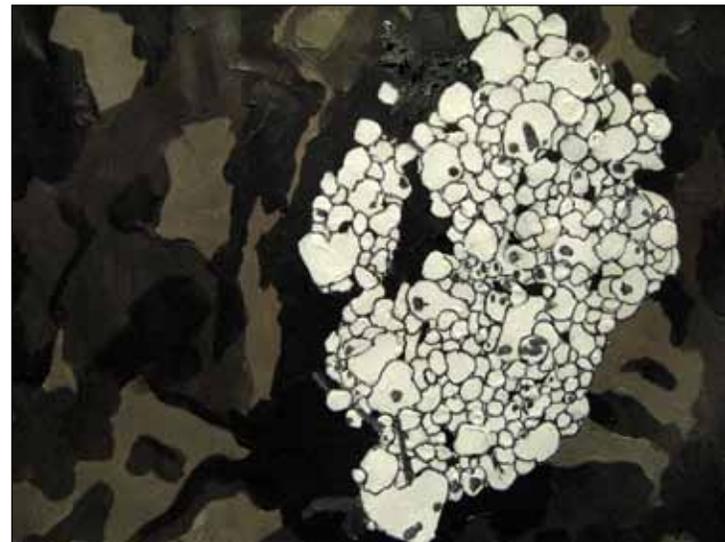


5-6

MY ART



Spring Veil, oil on vellum 7x5"



Mushrooms, acrylic on paper 12x9"

MY ART



Photography, Selections from "Doors" Series

MY JEWELRY DESIGNS



