



**Katie
Buser**

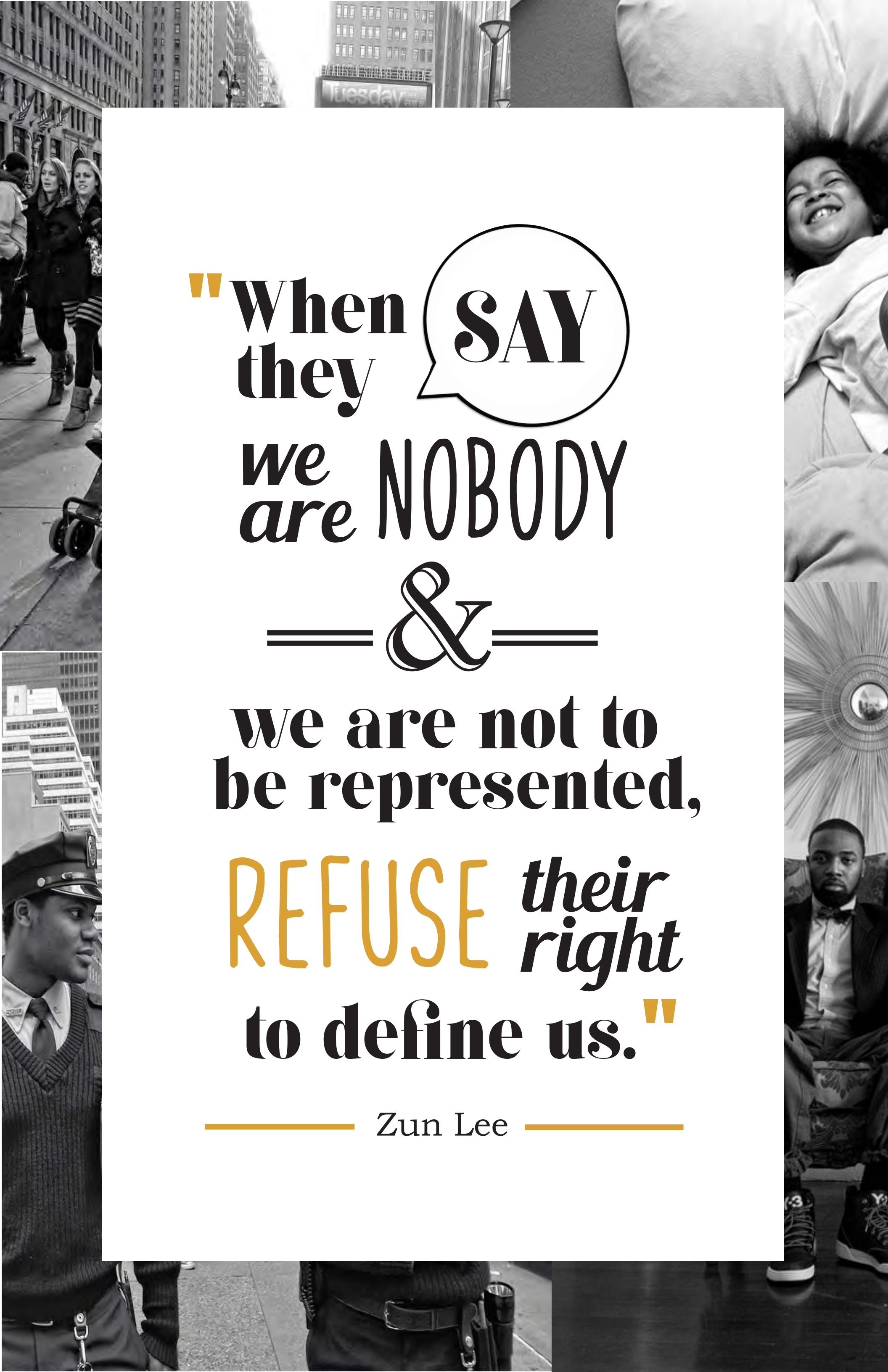
Design Portfolio

2020

MEANINGFUL QUOTE

I was fortunate enough to attend the Black Study Intensive at the University of Pittsburgh where I heard talks given by poets, photographers, and other creative and inspiring people. I was grateful to be able to view their works and learn about the inspiration behind them. I was also inspired by the fact that powerful art was created through depicting black struggle. From this experience, I was motivated to create a piece that channeled the power of the words I had heard, and I used the meaningful quote assignment as an outlet for the inspiration and admiration I felt for the speakers. From their call to create as a means to incite change and inform others I centered my project around a quote from speaker and photographer Zun Lee.

My goal for the piece was to emphasize Lee's message as a photographer with my own work. To accomplish this, I used photographs that he has taken that center around the black community. I had a lot of fun exploring typography and playing with different fonts and formats. I used a muted color palette to call attention to the serious message and so as not to detract from the photography in the background. However, I used small accents of a gold color to represent the message of empowerment in the quote and to highlight the word, "refuse." Again I was grateful for being able to transform such meaningful words into art.



"When they **SAY
we are NOBODY
— & —**

**we are not to
be represented,**

REFUSE *their
right*
to define us."

— **Zun Lee** —

2 INSTAGRAM STORY

It was through social media itself that I was first introduced to the term, “aesthetic,” which was often used to refer to people’s Instagram feeds and specific design preferences. I learned that viewers are drawn first and foremost to designs that are visually appealing or even exemplary of their own personal aesthetic. With my Instagram story for S’well water bottles, I wanted to reach a vast and varied audience. To do so, I used bright colors to capture attention and to showcase the colorful variety of the bottles themselves. In my revision process for this design, I altered the order of the panels to better develop a narrative. The end result drew the viewer in through a bold and colorful image, presented information about the product itself, and then offered a sale as an incentive to buy a bottle. Overall, I went for a colorful and playful design that could appeal to a variety of people and many different tastes.

Eco - friendly



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Condensation-
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3 NON ANGULAR DESIGN

This non-angular design was an in class assignment where I decided to create a small Dunkin Donuts advertisement. I included this design in my portfolio because I am especially proud of the composition of this piece. I think it is well balanced and would effectively reach an audience, even if they saw it from far away. I also had a lot of fun exploring and playing with some InDesign features such as the type on a path tool, the eclipse tool, and transparency. I used Photoshop to refine the images and found the Dunkin font on one of our class's font resource websites. Because it gave me the opportunity to utilize and get better at using so many of our design tools, this design is important to my growth as a designer. It made me more comfortable and confident going forward.

Medium

Free Donut With Any

DUNKIN'

Beverage



CAREER MATERIALS

4

Given that healthcare is my intended career field, I knew that I wanted to keep my resume's appearance simple and professional. However, in the following piece I used font and spacing as a way to make the design stand out without being unconventional. I wanted to present information in a clean and organized manner. Despite my decision to keep their designs simple, my resume and cover letter required a substantial amount of revision before reaching their final format. In the beginning, there was a significant amount of white space on the page and the contents were too condensed into the center. Simply by altering the layout and moving volunteer service underneath work experience, I was able to utilize more of the empty space. I also extended my skills list to include both technical and soft skills that would appeal to employers. I also added relevant course work to the education section and made the formatting more consistent throughout. In addition, I worked to make my cover letter more integrated with my resume. I completely changed the heading to mimick the style of my resume and revisited the letter itself.

5 INCLUSIVE DESIGN

For my inclusive design, I decided to try out designing product packaging. My goal was to redesign the Starbucks holiday cups to be more inclusive to people of different religions. The cup designs have always centered around Christmas. For example, last year's holiday slogan was "Merry Coffee." However, since Starbucks is a universally known brand, I altered the design concept to be a celebration of winter rather than Christmas. I changed the slogan to "cold days, hot coffee." This design turned out to be the most different from my original design. Most aspects of the original design, from the page orientation to color choices and images were newly imagined. My original periwinkle and dark purple color scheme was replaced with less pastel shades, and I decided to feature two new cups instead of my original three. I wasn't satisfied with the appearance of my original snowflake cup so I omitted it from the design. I also decided to integrate the iconic Starbucks green color to make the design more recognizable and representative of their brand. I kept their green logo and added a green border and text. I also included an image of their winter time cookies to broaden the scope of the advertisement.

STARBUCKS

Seasonal Cups

ARE BACK!

**Head to your local
Starbucks today and try
our new holiday beverages
and baked goods.**



6 RE DESIGN

This design was one of the first projects I did for this class, and I decided to re-design a spread created by a company called Unwrapped. Their mission is to distribute natural homeware products with sustainable packaging. I was drawn to the color scheme and shapes in the original design, and was able to emulate them for the most part. I had some difficulty finding similar images to the ones in the original, but I think the final pictures are fairly close. This design mostly benefitted from my growing familiarity with design tools. Throughout the semester, as I strengthened my skills and gained experience with Adobe InDesign and Photoshop, I was able to come back to this design and further improve on it. For example, I recreated the paint splatter looking shape in Photoshop and made it look a lot closer to the original design. Other revisions were small, but they came together to further refine the design to the point where it is very similar to the original.



UNWRAPPED

REDUCE | RELOVE | RECYCLE

Unwrap the waste from your life and make sustainable the new convenience.

Here at unwrapped we are passionate about sustainable living and a waste free tomorrow. Our mission is to stock homes, abodes, man caves, sheds, tree houses, beach houses, tiny houses, castles, house boats and campers with eco-friendly, toxin-free, simple and affordable everyday healthy living products that will make people and Mother Nature smile. We carefully select products with packaging that can be "re-loved" and is biodegradable or easily recycled.

How does a lady go from being a librarian to creating an online eco-store? The idea for my little store was created while on maternity leave with my second bundle of joy. It all came about after I began my own journey of finding sustainable alternatives to everyday products for my family. I started to evaluate my family's lifestyle and the amount of household waste we were producing. Everywhere I turned I was faced with waste. I decided to not let the big problem of waste overwhelm me. Instead I introduced one change at a time, so that little by little over time we were leading into a more waste conscious lifestyle. We still have a long way to go, but I'm constantly learning from inspiring people that I have connected with and because of that I am treading a little lighter on this beautiful planet. People shouldn't feel overwhelmed by the waste free movement that can seem obtainable. Instead people should look at being a low impact human and start making small changes that are sustainable for them.

I take a great amount of pride in knowing that through watching the development of my store, my kids will be educated on the importance of sustainable, waste conscious living. Problems can seem too big for kids and it's important to empower them and show them that a single person can be a positive change in the world.

Our products have been carefully selected from businesses that embody the same focus to sustainable living as us. We searched far and wide to deliver natural and organic products with the eco-friendliest packaging as possible to create the least amount of waste as possible.

What draws us to a product is the story behind it, how the was created, I guess this is the librarian in me! The story is the most important aspect, for us it is the heart and soul of a business and we showcase a brand every month on our website to share their story.



REDUCE | RELOVE | RECYCLE

We carefully select products with packaging that can be BeLoved and is biodegradable or easily recycled

[LEARN MORE](#)




Unwrapped is delighted to support both local small batch business and our New Zealand friends as well as big known and loved companies. We are also proud to support women in business who are creating brilliant things and kicking butt in the business world.

You can rest assured that we deliver our products in an eco-friendly manner. We take steps to ensure we reduce our impact on the environment when sending out parcels and encourage our customers to reuse + relove their packaging "a box or paper and a piece of string - I promise I'm a useful thing."

Here's a little about the steps we take...

- Whenever we can we recycle the boxes that we receive from distributors and reuse them for our customers shipments. We don't always have the right fitting box, so we also have cardboard boxes made from recycled materials on hand or we use simple brown paper.
- We use the biodegradable natural fibres of hemp cord or jute to tie these parcels together.
- Most sticky tape ends up in the bin and then sits in landfills for decades. At unwrapped we use an environmentally friendly tape that is biodegradable and this makes us very happy!
- We use recycled newspapers to pack our boxes and collect them from our local library every week.
- Even our thank you notes are waste free! We include our little gratitude notes on the packaging itself- it will be hidden somewhere on the box or paper. We believe that gratitude is an important practice and think our customers deserve a little thank you.

MULTIPLE PAGE DESIGN



This design called “The Beginner’s Guide to Houseplants,” was an opportunity for me to really think about integrating writing and design in a way that was informative and visually interesting. I experimented with designing spreads that varied in how they presented information, but also felt integrated amongst each other. For example, some pages present information in traditional paragraph form, but I also utilized small visuals and images to relay information. In revision, I expanded what was originally a four page design to seven pages, and this allowed me to include even more information and develop a concept into a full piece. Since my original title page and succulent spread looked disconnected from each other, I needed to make the design more cohesive. To accomplish this I added the propagation spread and table of contents. To tie each page together, I used repetition of colors and fonts. I tried to challenge myself with this design by applying interesting design to different modes of providing information.

A BEGINNER'S GUIDE TO HOUSE PLANTS

Classification, Selection, and Care

Katie Buser

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VARIETIES

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Succulents

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