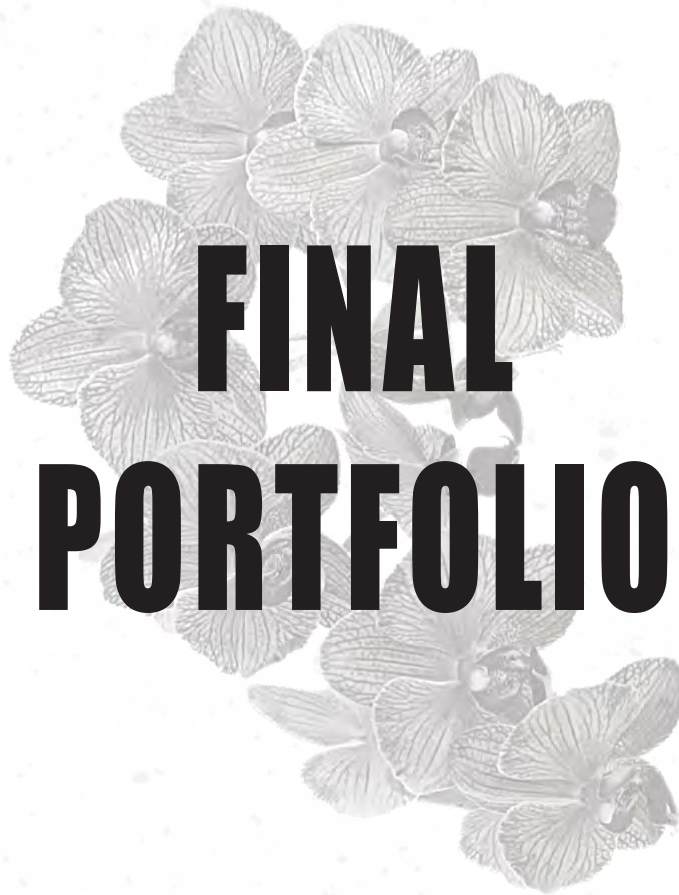


RACHEL E. HANNUM



INTEGRATING WRITING + DESIGN



## CHOBANI ADVERTISEMENT

As a long-time fan of the Chobani brand (both the taste and the aesthetics!), I took the leap of designing a Chobani advertisement for my non-angular assignment. Drawing inspiration from existing Chobani advertisements, I used a combination of graphic and photographic elements, all of which pointed toward an autumn theme. The combination of graphic and photographic elements ultimately brought a sort of balance to the design – while the graphics were fairly flat and two-dimensional, I made sure to bring some dimension to the design with the photographs of the actual products, primarily via a subtle drop shadow. Besides the photographs of the products, I wanted the prices to stand out as well, allowing viewers to simply glance at the advertisement and see the sale they can get on the new fall Chobani products.

# Fall flavors have arrived

2 for \$10

Club Price

Chobani Greek Yogurt  
Pumpkin & Spice  
(Pack of 4)



2 for \$8

Club Price

Chobani Coffee Creamer  
Pumpkin Spice

2 for \$10

Club Price

Chobani Flip  
Pumpkin Harvest Crisp  
(Pack of 4)



# Chobani®



## SPOTIFY INSTAGRAM STORY

My Instagram Story assignment was designed for Spotify, specifically featuring a playlist that Spotify listeners automatically get generated for them as a result of having a Spotify account: Release Radar. This playlist is one of my favorite playlists and I have found that many Spotify users do not even know it exists, which was the inspiration for this design. I wanted to emphasize the personability of this playlist and then ultimately encourage Spotify listeners to save it to their library, allowing them to quickly access it whenever they want to listen to new music released by their favorite artists. I used Sam Smith as the face of this Instagram story because he has a recognizable face and is generally well-liked. I picked a neon background and then toned the opacity down, thereby adding a subtle bit of color in contrast to the rather colorless photograph of Sam Smith.



# Playlist Feature





# Playlist Feature



**Release  
Radar**

New music  
***handpicked***  
just for you.



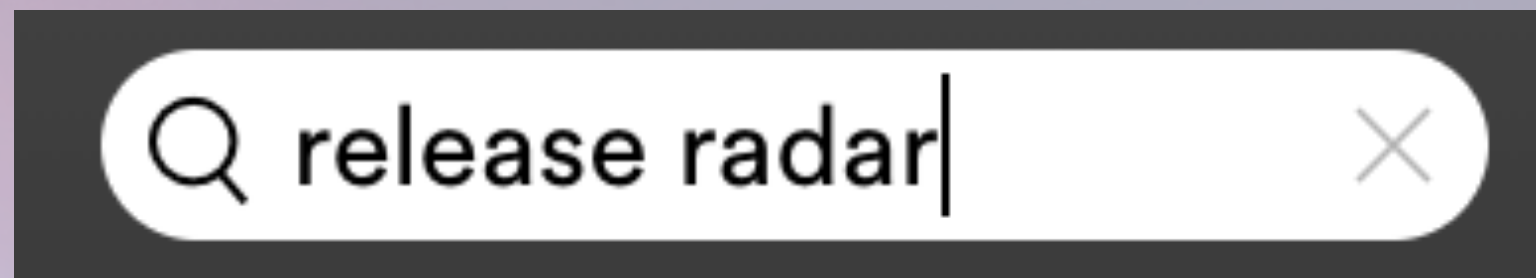
# Playlist Feature



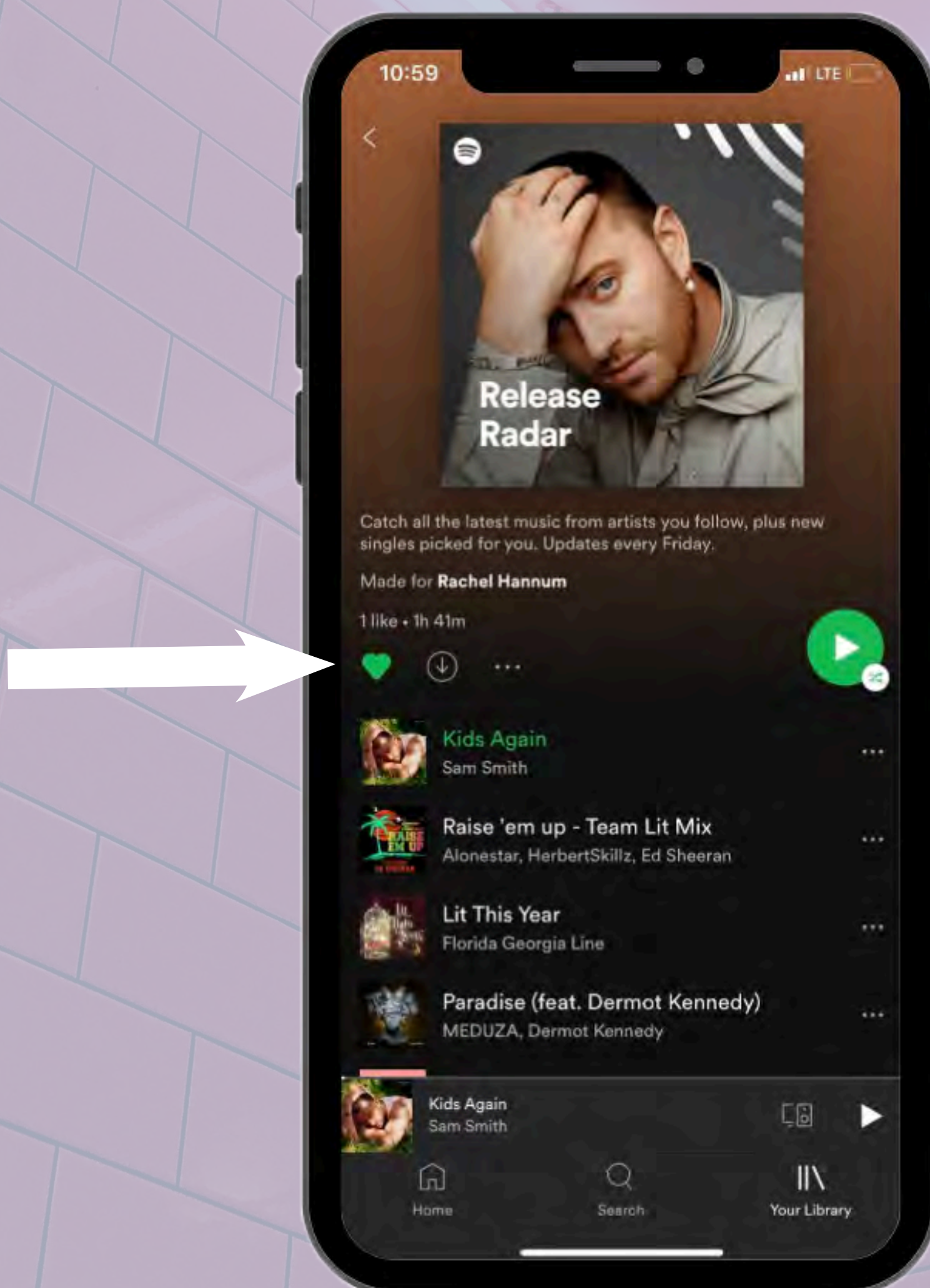
Catch all the latest music from artists you follow, plus new singles picked for you.  
Updates every Friday.

# Search + Save

Search “Release Radar” in Spotify.



Save your Release Radar to your library by clicking the heart.







## THE PITTSBURGH COFFEE SCENE

I love Pittsburgh and I love coffee, hence the final product of my four-page design. Although there are countless coffee shops in Pittsburgh, I ultimately chose to feature my top eight coffee shops. Overall, I wanted to deliver a piece of work that was both aesthetically pleasing and functional. Since I have been to these coffee shops, I gave my personal review on each of them and was able to include my own pictures. I used various shades of brown throughout the four pages to achieve a cozy coffee vibe and complemented the graphic elements with photographic elements. Functionality was achieved through including the map of Pittsburgh, which highlights each of the neighborhoods that the coffee shops are located in, as well as including content in each of my coffee shop reviews that was informational and useful.

The  
**Pittsburgh**  
Coffee Scene





# The Pittsburgh Coffee Scene



# REVIEWED

## 1) Big Dog Coffee Shop

2717 Sarah Street

I'm convinced that there isn't a single time of day or time of year that you would step inside of Big Dog Coffee Shop and not feel cozy and right at home. Whether you'd like to stay inside and enjoy the smell of fresh coffee, or take a step outside to spend some time on the covered patio, you're bound to fall in love with the bright colors, flowers, and little pieces of art that make Big Dog the breath of fresh air that it is. Although Big Dog baristas will make you any drink that you can dream up, my personal favorite is the caramel mochaccino – a chilled mocha drink with a hint of caramel!



## 2) Delanie's Coffee

1737 E Carson St

Not far away from Big Dog Coffee Shop is Delanie's Coffee. The interior of Delanie's Coffee is a pleasant surprise; its rather humble exterior does not prepare you for the incredible interior – exposed brick, high ceilings, and a beautiful loft. Not long after falling in love with the physical coffee shop will you fall in love with their tasty drinks and snacks! Maybe even consider saving room for one of their delicious desserts!

## 3) Creative Coffee & Supply

309 Smithfield St

If you find yourself in Downtown Pittsburgh, do yourself a favor and stop by Creative Coffee and Supply! With the mission of "creating community from seed to cup", Creative is not just serving up delicious coffee, but doing so in an enlightening way. Can't make it out to the actual location of Creative? Fear not! Show your support by shopping their coffee and merch online. Even better, a second location is coming to Bloomfield very soon!



## 4) Gasoline Street Coffee

643 1st Ave

Every time I step foot in Gasoline Street Coffee, I become increasingly obsessed. Using top-quality locally-roasted beans, as well as offering tea, smoothies, and breakfast sandwiches, you are sure to find something to suit your fancy. Even better, you'll lay your eyes on a new knickknack or decoration every time you go back. Next time you have a coffee craving, give Gasoline Street a go; after all, coffee is the gasoline of life!

### Southside

- 1) Big Dog Coffee Shop
- 2) Delanie's Coffee

### Shadyside

- 6) Arriviste Coffee Bar



### Downtown

- 3) Creative Coffee & Supply
- 4) Gasoline Street Coffee

### Northside

- 7) Adda Coffee & Tea House

### Lawrenceville

- 5) Ineffable Ca Phe

### East Liberty

- 8) KLVN Coffee Lab

## 5) Ineffable Ca Phe

3920 Penn Ave

Ineffable Ca Phe is a motorcycle shop turned coffee shop that has retained the industrial style. Everything that Ineffable does is with one simple goal in mind: give customers the experience as if they were in Vietnam. This goal is most clearly seen in the menu: bánh mì, pho, rice bowls, bubble tea, and so much more! Not only that, but they have a full espresso bar supplied by La Colombe. They pride themselves on high-quality food and drink and truly set out to give customers a taste of their culture.



## 6) Arriviste Coffee Bar

5730 Ellsworth Ave

Looking for sustainably-sourced coffee? Look no further! Arriviste Coffee Bar serves up coffee from a rotating list of roasters in and around the East Coast and Midwest, one of those roasters being another beloved Pittsburgh coffee shop, Commonplace Coffee Co. They also locally source their tasty pastries from Pittsburgh bakeries. The physical space is minimalist, warm, and inviting, the interior ultimately inspired by the founder's upbringings in the Phillippines. Give Arriviste a visit and I'm sure you'll agree that they are achieving thier mission of "bringing coffee's new wave to Pittsburgh, PA!"

## 7) Adda Coffee & Tea House

200 S Highland Ave

Uplifting and refreshing are just two words I would use to describe Adda Coffee & Tea House. Learn a little more about who they are and what they stand for and it all makes sense: Adda is the Bengali word for "bringing people together to engage in the fine art of conversation." What better way to engage in conversation than over a cup of Adda's high-quality coffee or tea. Sourcing from all over the world, they bring the best coffee and tea right to your hands. As if they couldn't get any better, Adda is heavily invested in their non-profit ventures, partnering with meaningful organizations to make the world a better place. Through donations, featured drink specials, or simply participating in a local drive, you can give back alongside Adda!

## 8) KLVN Coffee Lab

6600 Hamilton Ave

Be prepared to be momentarily transported to Los Angeles when you step inside KLVN Coffee Lab, because it's inevitable. Tucked away in East Liberty, KLVN is a hidden gem serving up sustainably-produced specialty arabica whole bean coffee. Their name refers to 19th century British scientist, Lord Kelvin, who argued that energy is neither created nor destroyed, but transformed from one form to another, an analogical image of coffee. You might even leave with more than just some happy taste buds – KLVN merch is splayed all over the shop, making perfect gifts for the coffee lover in your life!





## REDESIGN ASSIGNMENT

“So You Want to Talk About” is one of my favorite Instagram accounts – it is an educational account that covers a large variety of social, political, and personal development topics. The account has a very strong brand and I have always been drawn to it – the simplicity and cleanliness of the designs, the colors, and the subtle graphic elements. Redesigning a post from this Instagram account was a fun challenge because as simple as the designs may seem, it was quite the task trying to match everything up as close as possible to the original design. The process in which I did this was contrary to my typical design process; I pulled all of the elements that would ultimately be included in the design into my workspace and subsequently played around with the colors, fonts, and details until I was happy with the result.



# **Growth is what keeps us going on an individual level as well as a collective people.**

When we make a conscious decision to focus on self-growth, the ripple effects extend far past just ourselves. Nothing in our personal lives, nor on a worldwide scale, can ever change if people refuse to grow. So, in essence, choosing to nurture self-growth is doing a service for yourself and everyone you know. There is no shame in recognizing the need for growth and change.

**“Not everything that is faced can be changed, but nothing can be changed until it is faced.” James Baldwin**



## DOVE INCLUSIVE PACKAGING

For my Inclusive Design assignment, I designed a website display for a new Dove product: shampoo and conditioner that comes in inclusive packaging. This assignment was an extremely eye-opening one in which I had to be incredibly intentional and thoughtful in everything that I designed. The bottles are inclusive in that they have raised lines to accommodate individuals who are blind. In addition to that, they are inclusive for color-blind individuals, as the caps of the bottles are two different shades. Besides the product packaging, I had to make design decisions in regards to the website. Dove has a refreshing website with bright colors, clean aesthetics, and an overall uplifting feel. As I displayed my packaging as it would appear on the Dove website, I ensured my design was cohesive with the existing website.

Now available



Inclusive packaging



Take care, be safe.

## Hair care

Turn to Dove hair care for products that nourish hair day after day. From shampoo to hair masks and styling products, we've got