

Alex

HELLO!

My name is Alex. I graduated from the University of the Pacific in 2014 with a BFA in graphic design.

I view design not as a means for artistic expression, but as a creative outlet for an interest in puzzle solving. I believe that good design is like body language in that it enhances communicated messages—it gives them personality, subtext, and ultimately a greater sense of clarity. Just like in conversation, what you say is as important as how you say it.

BRUBECK QUINTET ALBUM

The Brubeck Institute Jazz Quintet is a nationally renowned group of students at the University of the Pacific which has won multiple awards for best collegiate jazz club.

I worked with them during the Fall 2013 semester to produce artwork for their annual album release. They wanted something that felt contemporary, but fit in with their existing albums.

The selected design, pictured to the right, was printed commercially. I was responsible for pre-press templating and document set-up, which included working with the printing firm's representative to tweak things like font size and color.



Quintet Album (front)



Quintet Album (inside+disk)

The final design for the album was chosen over three other distinct designs. I worked closely with the institute to further develop their vision of what they wanted the artwork to convey. Initially the only direction I had was "something sort of abstract," to which they added "something that represents Jazz and emphasizes the Brubeck institute as a whole rather than focusing on the current quintet members" (they wanted something timeless, and the members of the quintet rotate yearly).

The first design (pictured on the next page) featured a modification of the

institute's logo, abstracted in a way that I found to be both visually and conceptually powerful. The second was line work inspired by sound waves, and the third drew directly from the artwork found on jazz albums in the 1950's-60's.

The completed design developed from the third option I presented. They liked the look and feel, but (as previously mentioned) wanted to move away from having the students be the focus.





Quintet Album Process (version 1)

Quintet Album Process (version 2)





Quintet Album Process (version 3)

Example inspirational reference



DE-STRESS FEST

De-Stress Fest is an event held every semester before finals week at Pacific. I collaborated with two of my coworkers to brand De-Stress Fest for the fall of 2013.

We created posters, Facebook advertisements, stickers, maps, and even brackets for a FIFA tournament held during the event.

That semester, the event was broken up into seven "stations," each with a different event. We chose to take an iconographic approach to the design, creating an icon for each station which was used on all branding materials.

I was responsible for the main typographic treatment, half of the icons, and poster layout.



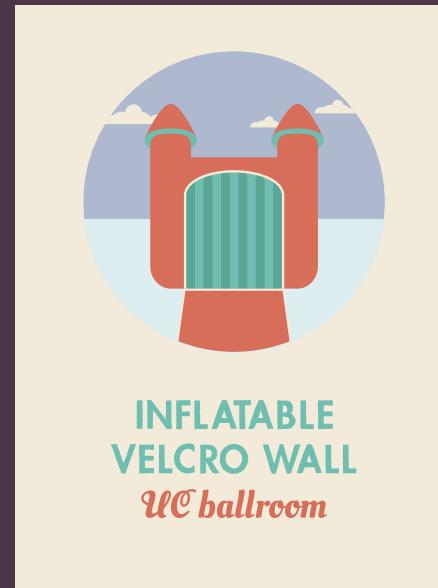
De-Stress Fest Main Poster



De-Stress Fest Main Type Treatment



MOVIE: ELF
the lair



INFLATABLE
VELCRO WALL
UC ballroom



VIDEO GAMES &
FIFA TOURNEY
UC ballroom

LEFT: De-Stress Fest logo as applied to cups that were given out to students as a promotion for the event

RIGHT: Detail of icons that I was responsible for illustrating



Social media networks like Facebook were heavily utilized by the marketing branch of ASuop to advertise for De-Stress Fest.

This meant that our design team needed to create reformatted images that were appropriate for screens both in dimension and in resolution.

The event itself was fairly volatile in nature, meaning that at times the design team needed to accommodate last-minute changes and additions. For example, the raffle promotion displayed to the left was only finalized two days prior to the event. Without a solid understanding of the visual identity and layout principles already in place, we would not have been able to meet such tight deadlines with the amount of success that we did.



CALLIOPE

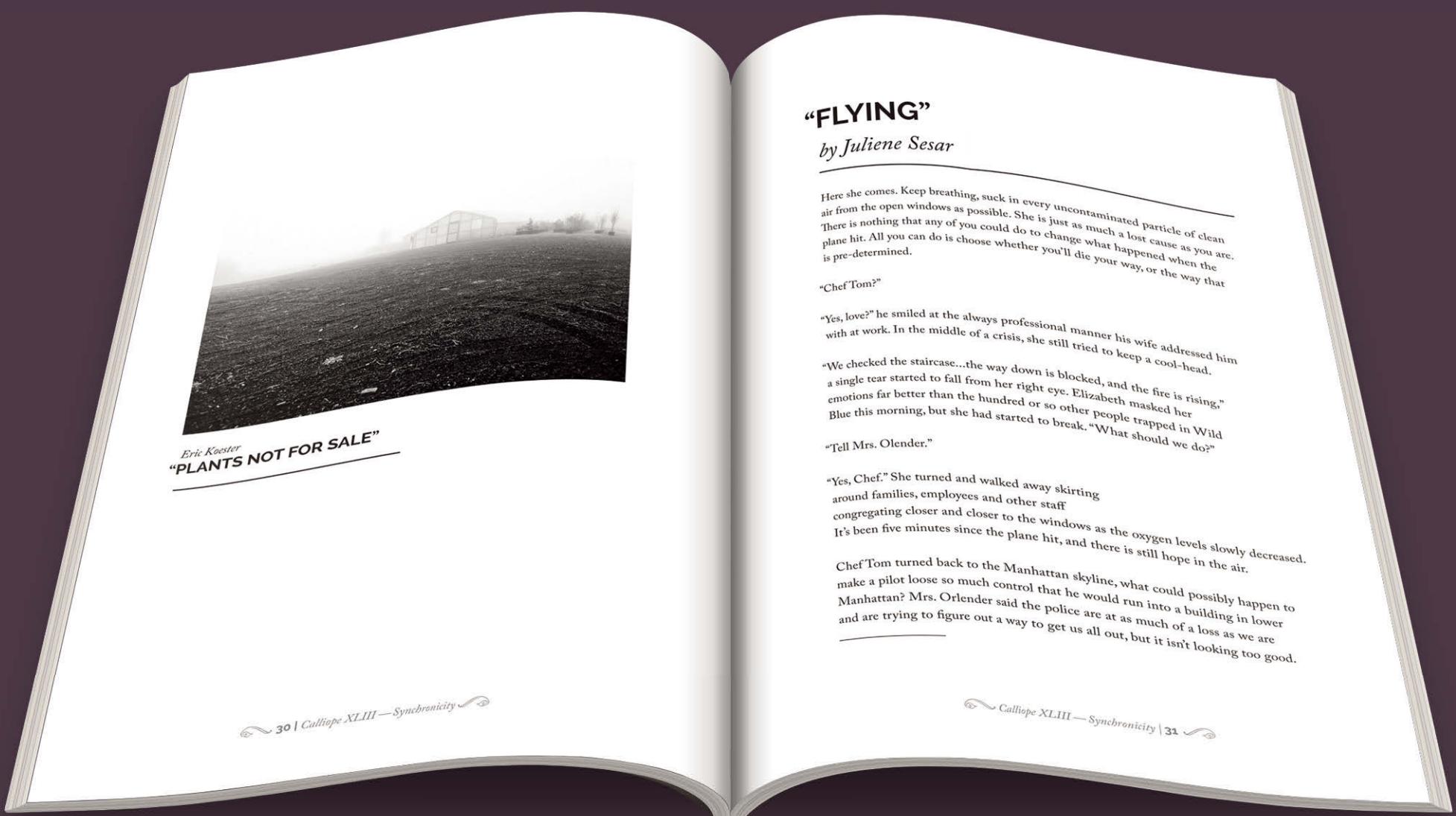
Calliope is a literary and visual arts magazine designed and edited by students at the University of the Pacific. In the 2013 edition, I had the distinct pleasure of both assisting in cover design and acting as art director.

I worked closely with two other designers to develop a grid system and typographic style. I was responsible for both design and production aspects of file setup, which meant running quality control on file resolutions, double checking baseline grids, and managing paragraph and character styles.

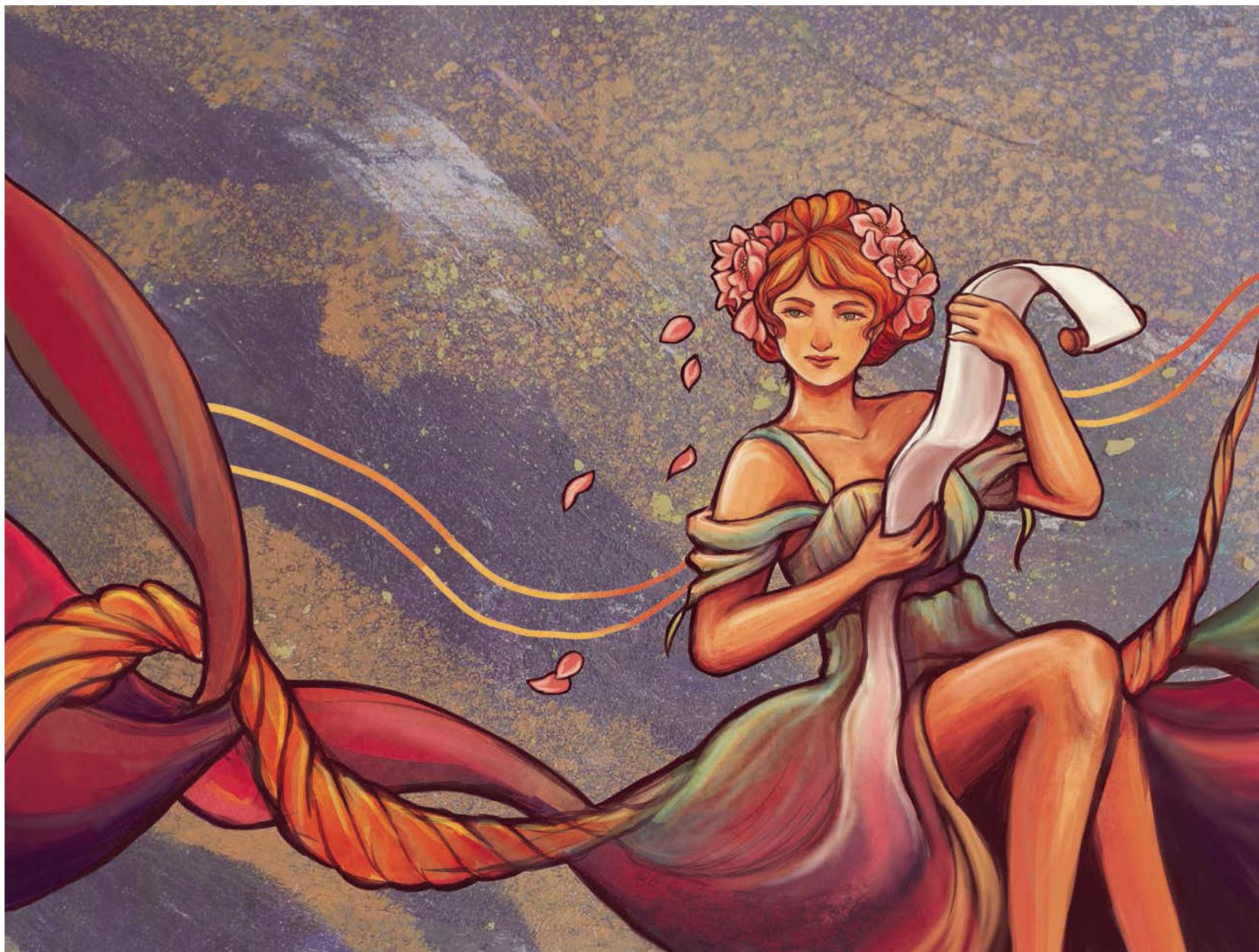
The cover illustration was collaborated on by two Pacific students and then passed along to me. I took the base illustration (see next spread) and modified it to better suit the Art Nouveau aesthetic which has become a staple in Calliope's cover illustrations in the past few years. I was also tasked with cover typography.



Calliope 2013 Cover Spread



Calliope 2013 Inner Spread

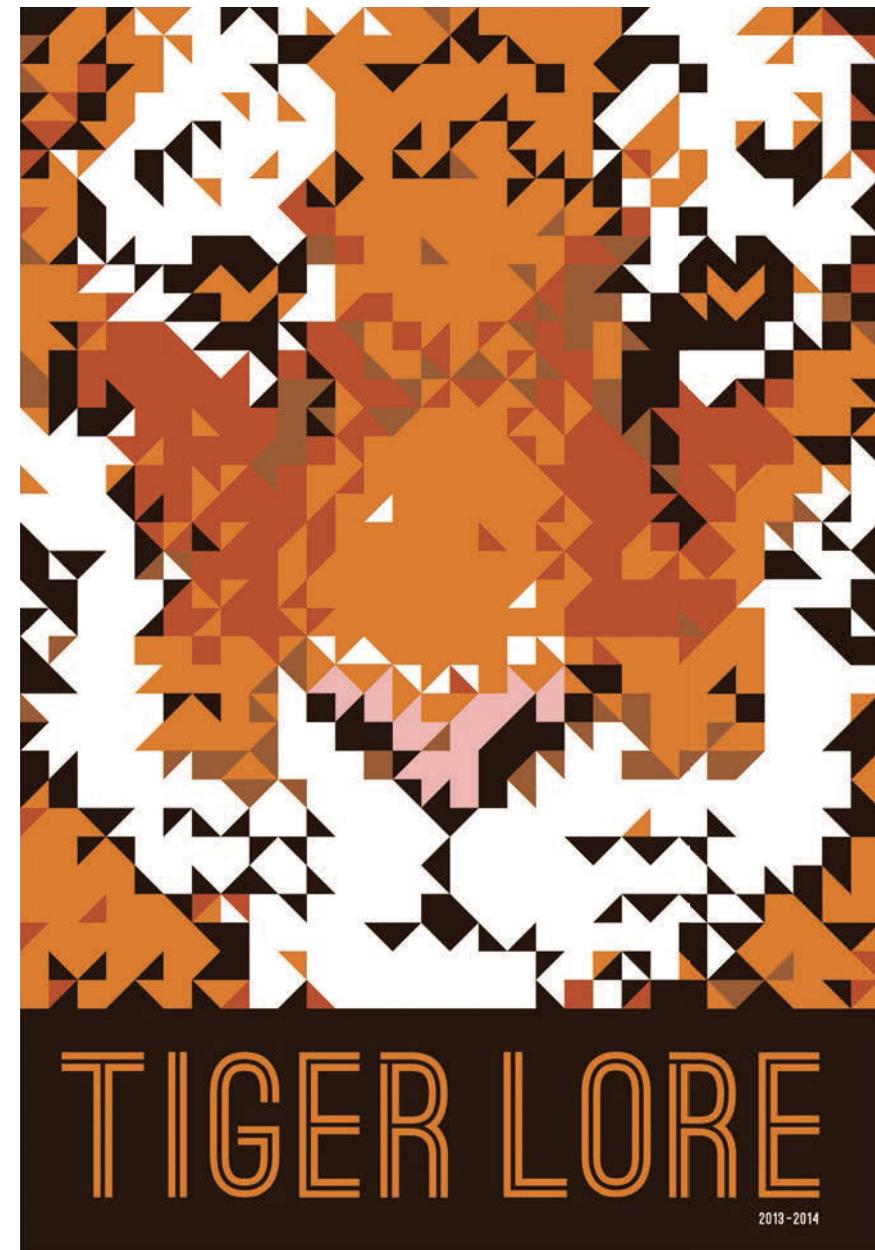


Calliope 2013 Un-edited Cover Illustration (Illus.. Jonel Imutan and Karen Obligacion)



TIGER LORE

Tiger Lore is the University of the Pacific's student handbook. In the 2012–2013 academic year, I was assigned to design the Tiger Lore's cover via ASuop. The design went to press and was distributed to the entirety of the student body.

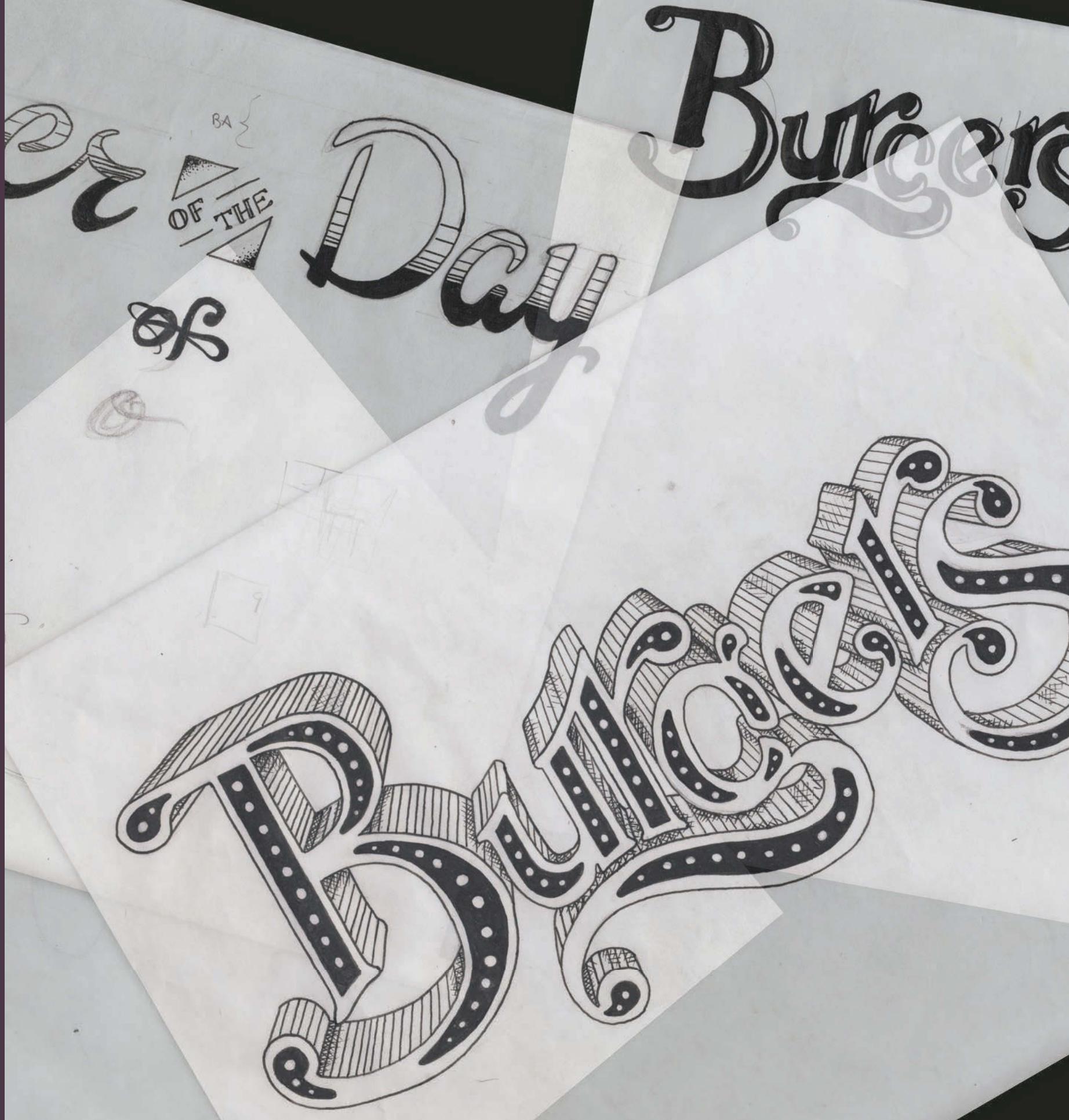


Tiger Lore 2012-2014 Cover Illustration

BURGERS LETTERING

In the fall of 2013 I took an interest in hand-lettered signage. I began an independent study during which I learned about historical typography as well as the more technical aspects of letter anatomy.

This "Burgers" piece is one that resulted from that independent study. It began as a purely analog sketch and then developed into a digital piece.



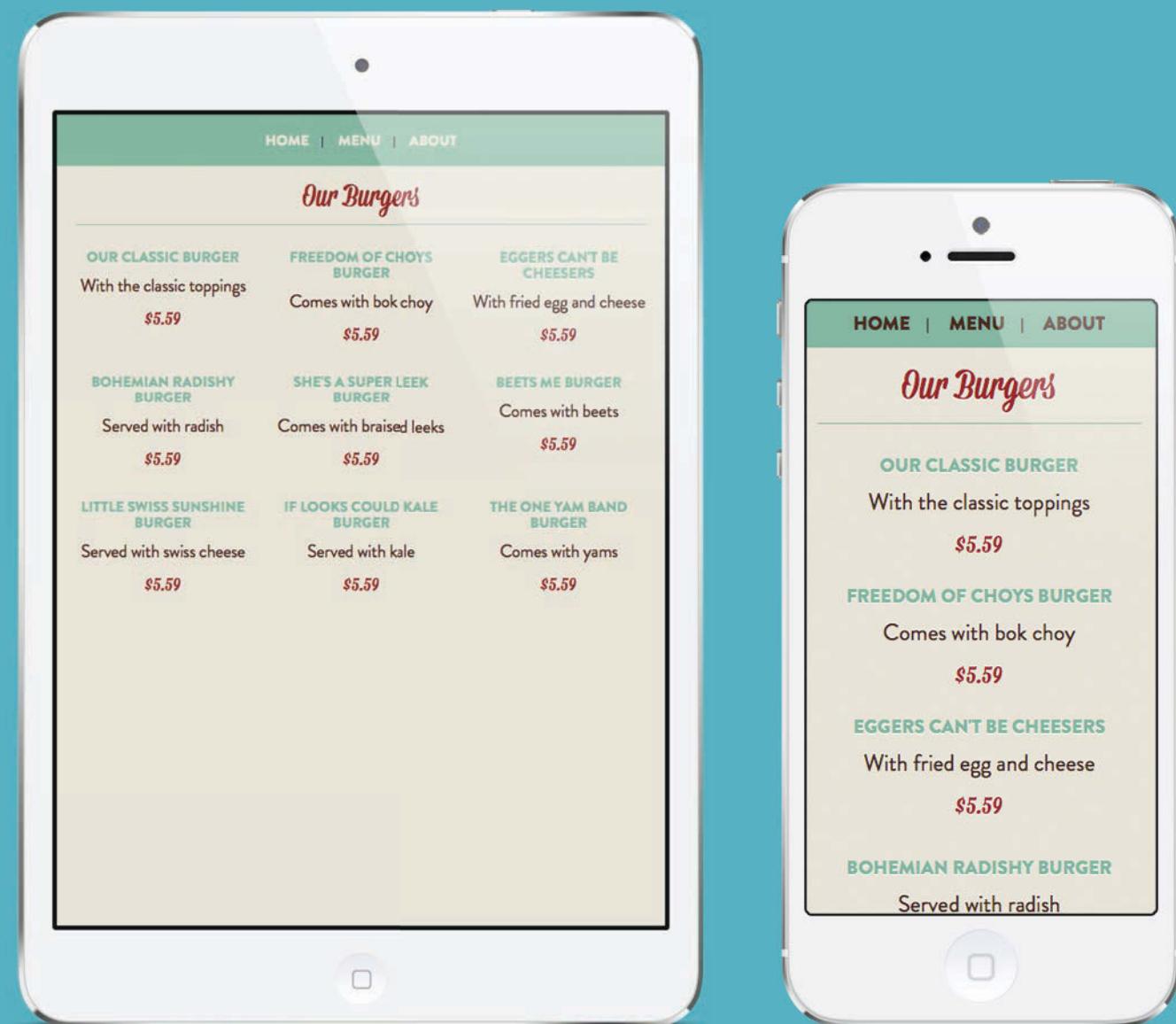
Burgers

BOB'S BURGERS WEBSITE

As an extension of the lettering project on the previous page, I created an identity for the cartoon restaurant Bob's Burgers. I wanted to take what was essentially a vanity project and use it in a more practical context.

I created a small website, coding HTML and CSS myself using Bootstrap 3 as a framework. The end result was a fully responsive layout.



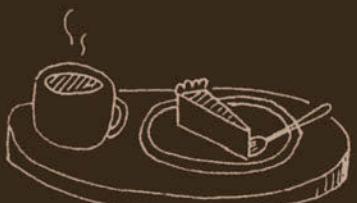


Menu Page (iPad Mini Vertical, Mobile Vertical)



About Page (Screen, Mobile Vertical, Mobile Horizontal)

just okay café



JUST OKAY CAFÉ

As part of a class project I had to invent a restaurant and develop a menu that was appropriate for their brand. The Just Okay Café is a fictitious coffee house in San Francisco, CA with a small but loyal (and growing) customer base. It is loved for its home-like atmosphere, charm, and informality.



Just Okay Café Menu (front)

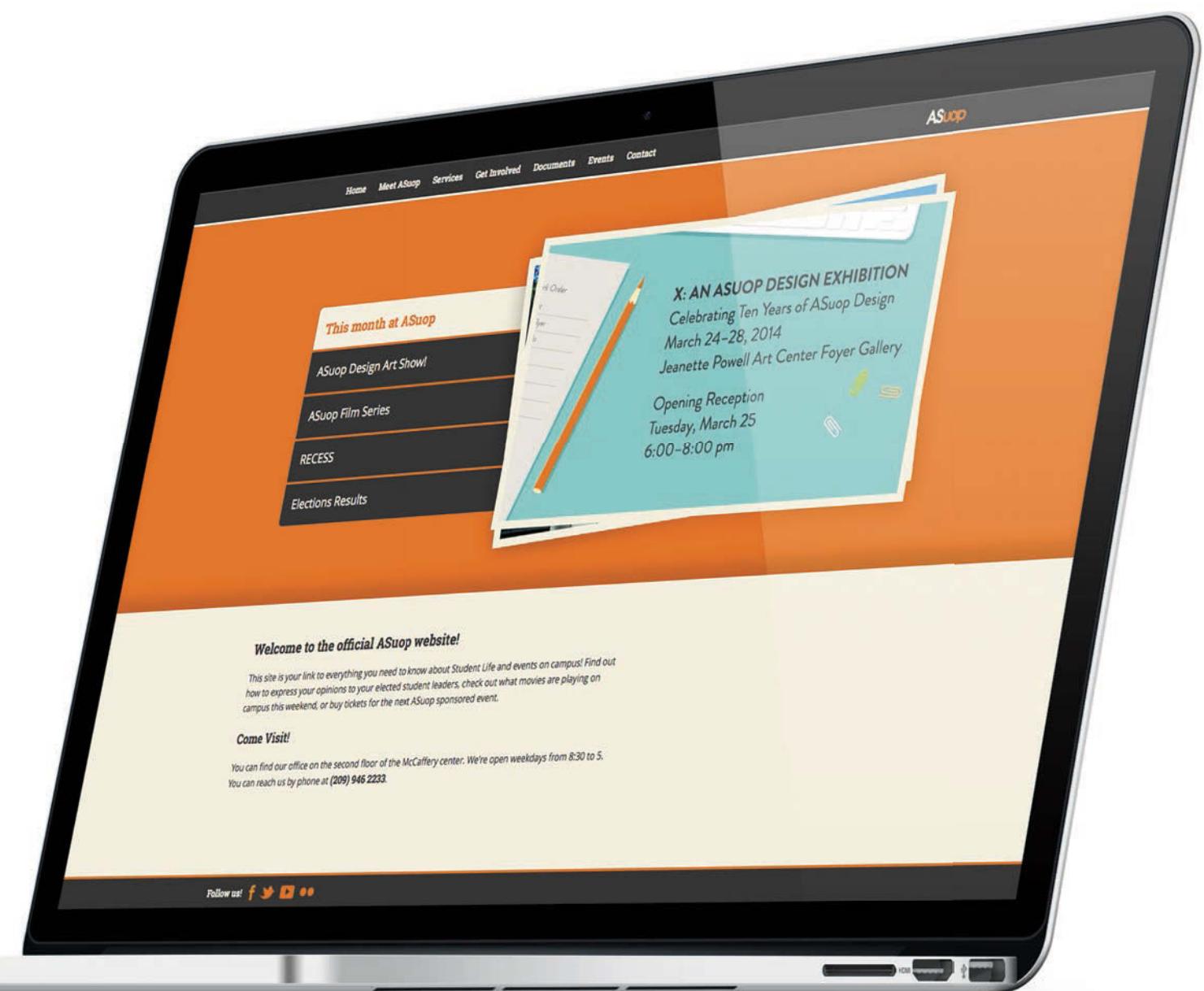


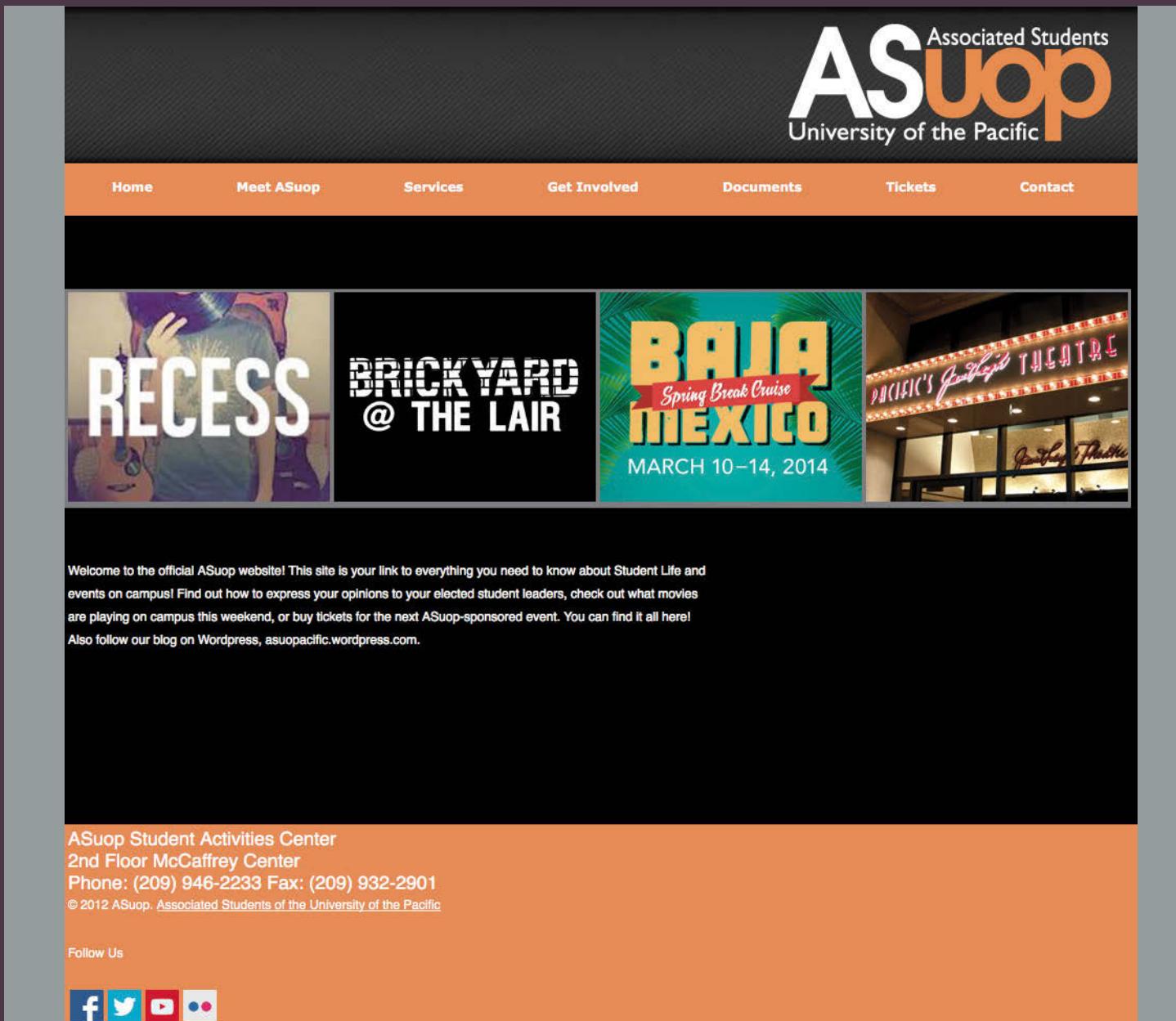
Just Okay Café Menu (inside)

ASUOP WEBSITE REVAMP

Most of my last semester with the Associated Students of the University of the Pacific was spent re-establishing their web presence. In years prior, their website had fallen into disrepair. No one on staff had any web design or development experience, so there wasn't anyone who could resolve the issues that existed in their old website.

I took it upon myself to learn the required HTML, CSS, and JavaScript on my own in order to make their website something they could be proud of, rather than something that no one wanted to acknowledge. Page by page I restructured clunky code and gave new life to the ASuop website.





This is a snapshot of the old ASuop homepage. In addition to the issues I mentioned earlier, most pages were lacking even the most basic of typographic considerations (for example, the body copy and footer on the home page have no left margins applied). Also, there was very little thought given to how the page as a whole was laid out—with the exception of the text that is crammed all the way to the left side, there is no sense of alignment. Furthermore, the header and footer comprise a massive amount of the visible area (in fact, they take up more space than the event thumbnails which should have been the focus).

ASuop Home Page (old)

This is the solution I came up with for the ASuop home page. The "This month at ASuop" section is updated weekly (or as needed) to reflect the four most important events going on at any given time as chosen by ASuop's directors (the image changes upon hovering over the text to the left). Previously, there were just four small thumbnails illustrating whatever events were happening at ASuop. This solution gives ASuop's designers much more room to create banners when appropriate.

The navigation is more accessible than it was on the previous site, and I fixed several coding issues that were causing bugs such as overlap in the drop-down menus. Also, the site is now much more suited for wide-screen devices than their previous website, which felt very dated and cramped.

The screenshot shows the ASuop Home Page. At the top, there is a navigation bar with links: Home, Meet ASuop, Services, Get Involved, Documents, Events, and Contact. The ASuop logo is in the top right corner. Below the navigation is a large orange banner. On the left side of the banner, there is a sidebar with a list of events: ASuop Design Art Show!, ASuop Film Series, RECESS, and Elections Results. The main content area features a graphic of a notepad with a pencil and some paperclips, advertising an exhibition titled "X: AN ASUOP DESIGN EXHIBITION". The text for the exhibition includes "Celebrating Ten Years of ASuop Design", "March 24–28, 2014", "Jeanette Powell Art Center Foyer Gallery", "Opening Reception", "Tuesday, March 25", and "6:00–8:00 pm". Below the banner, the main content area has a section titled "Welcome to the official ASuop website!". It includes a brief description of the site's purpose and a "Come Visit!" section with office details. At the bottom of the page, there is a dark footer bar with the text "Follow us!" and icons for Facebook, Twitter, YouTube, and Google+. The footer also includes the ASuop logo.

[ASuop Home Page \(new\)](#)

FILM SERIES

The Janet Leigh Theatre is the campus movie theater. It was named in honor of one of Pacific's famous alumni, Janet Leigh, Class of 1947. At the Janet Leigh Theatre we show current Hollywood releases as well as independent and foreign films. During the summer we have a classic movie series. Films are screened Thursday, Friday, Saturday, and some Sunday evenings. All showtimes are at 7:00pm except during the summer when it is 7:00pm.

Pacific Students: FREE
Pacific Staff, Faculty, Alumni: \$3
General Admission: \$5

Cloud with a Chance of Meatballs 2

Showing on: Thursday, Friday, and Saturday, January 16, 17, 18



Coming this semester:



This page further emphasizes some of the issues with the old website. It was meant to highlight the movie playing in UOP's theater on any given week, but important information was difficult to find. Not only was the page in general hard to navigate due to arbitrary alignments, missing image links, etcetera, it was unreasonably difficult to find a link to the semester's movie list (and once you did, the list itself was jumbled and confusing).

My version of the Film Series page presents information in a way that's much more accessible to users. It's immediately clear not only what movie is currently being shown, but also what movies have been/will be shown throughout the semester. Each movie links to its corresponding IMDB page, and the "Watch Trailer" button uses a JavaScript plug-in to play a YouTube video in a shadowbox window.

Home Meet ASuop Services Get Involved Documents Events Contact **ASuop**

Film Series

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This Semester's Movie List

[The Wolverine](#)—Thursday, Friday, and Saturday, Jan 16, 17, 18

[Cloudy with a Chance of Meatballs 2](#)—Thursday, Friday, and Saturday, January 23, 24, 25

[Captain Phillips](#)—Thursday, Friday and Saturday, January 30, 31, February 1

[Elysium](#)—Thursday, Friday, and Saturday, February 6, 7, 8

[The Hunger Games: Catching Fire](#)—Thursday, Friday and Saturday, February 13, 14, 15

[Lee Daniel's The Butler](#)—Thursday, Friday, and Saturday, February 20, 21, 22

[Gravity](#)—Thursday, Friday, and Saturday, February 27, 28, March 1

[Thor: The Dark World](#)—Thursday, Friday, and Saturday, March 20 21 22

 Watch the trailer

This Week's Movie

Thor: The Dark World
Pacific students get in free
Faculty, staff, alumni \$3
General admission \$5

Follow us!     

ASuop Film Series Page (new)

Home Meet ASuop Services Get Involved Documents Events Contact

ASuop

President and Vice President

The executive branch is chaired by the president and vice president of ASuop. These two individuals are voted in positions that represent students through various means. The duo meets monthly with the University President and bi weekly with the Vice President of Student Life. They both sit on a number of powerful committees for the sole purpose of stating the perspective of students.

President

Vice President

Cabinet

Home Meet ASuop Services Get Involved Documents Events Contact

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President



Marselus Cayton
 I am a senior studying business administration with a concentration in arts and entertainment. I am from Stockton Ca and currently serve as ASUOP president. My hobbies include listening to music and Djing.

Vice President

Cabinet

The ASuop Cabinet is the executive branch of the Associated Students. Chaired by the ASuop President, the Cabinet works on projects as assigned by the President or Senate. The Cabinet handles the day to day affairs of the Associated Students. Cabinet members include the President, Vice President, Treasurer and 4 commissioners. Each commissioner is appointed by the ASuop President and approved by the Senate. The ASuop Cabinet meets weekly in the ASuop Conference room on the 2nd floor of the McCaffrey Center. Meetings are open to the public and the campus community is encouraged to attend.

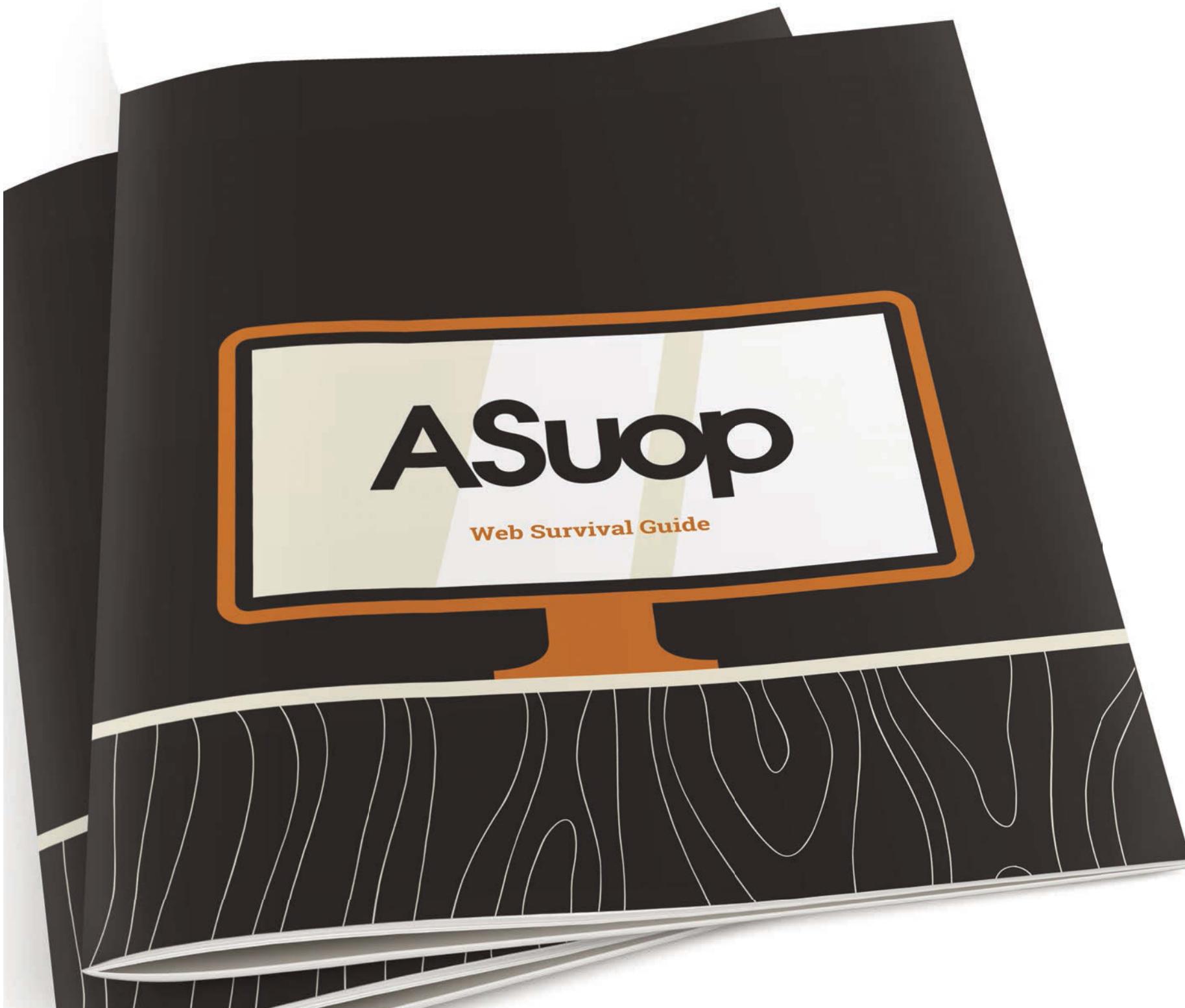
Treasurer

Follow us! [f](#) [t](#) [y](#) [..](#)

On the original site, this page was handled as one large table with distracting borders and improperly scaled images (print-resolution photos scaled with CSS rather than using screen-quality images).

I implemented an entirely new layout that used drop downs animated with CSS transitions. Not only is my solution more visually elegant, it's less overwhelming for viewers because they are confronted with a huge wall of information right off the bat.

Also, by using proper scaling methods on images I reduced the load time of the page by a huge amount.



WEB COMPANION BOOKLET

Since I made so many changes to ASuop's website while I worked there, I wanted to leave them with something to help out whoever took my place.

I authored and designed a companion booklet that had instructions on how to perform basic maintenance such as updating the links on the home page.

Finding The Website

Our website lives on OrgSync. Specifically, the website module can be found towards the bottom of the sidebar.

Any assets to be used on the website need to be placed under this section, according to the tabs at the top of the main screen (**Pages**, **Images**, **Files**, and **Template Elements**). Don't confuse these with the modules on the left hand side—some of which have the same titles.



Pages/Images
Fairly self-explanatory tabs. Basically any new webpage goes in Pages, and any image assets go in Images.

Files
Any file you want to link to on a webpage goes here. This includes linking files for download (like a PDF) as well as any CSS/S files.

Template Elements
The HTML head, header, and footer all exist in this tab.

Linking via OrgSync

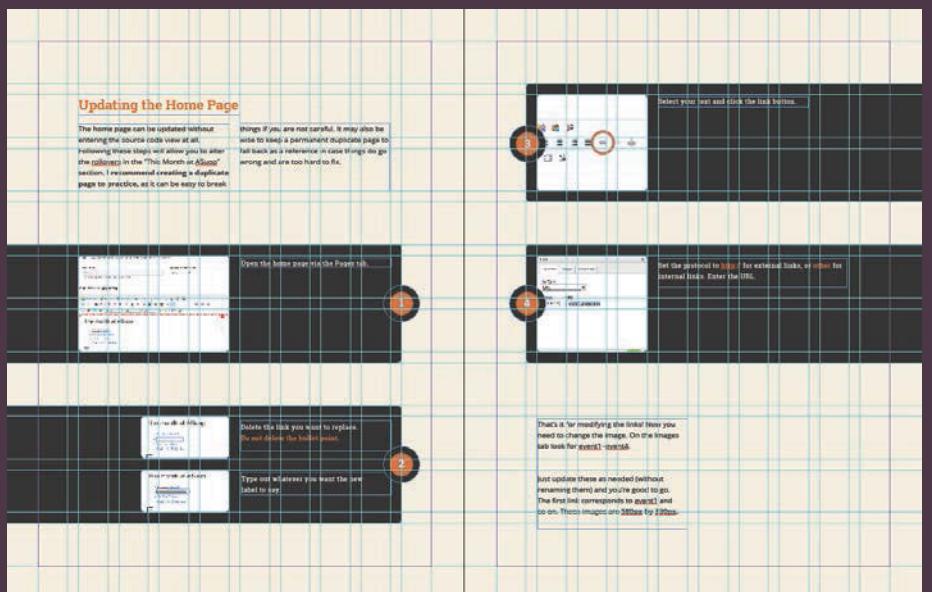
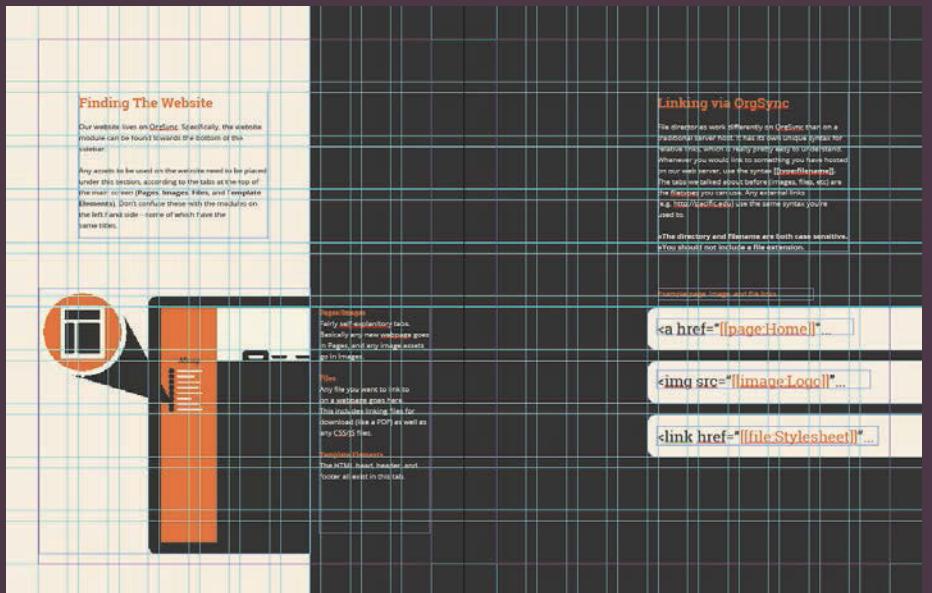
File directories work differently on OrgSync than on a traditional server host. It has its own unique syntax for relative links, which is really pretty easy to understand. Whenever you would link to something you have hosted on our web server, use the syntax `[[type:filename]]`. The tabs we talked about before (images, files, etc) are the filetypes you can use. Any external links (e.g. <http://pacific.edu>) use the same syntax you're used to.

»The directory and filename are both case sensitive.
»You should not include a file extension.

Example page, image, and file links.

```
<a href="[[page:Home]]" ...
```

```
data:image/s3,anthropic-data-us-east-2/u/marker_images/0110/1100/0101/00011100/sfishman-chandramapper-0227085035/5ae17c558f208f80efa456d95e547028.jpg</antml:image>



ASuop Web Companion (Example of Grids)



Zee's Bees is a one-woman beekeeping business in Roseville, CA. The bees are raised pesticide-free and the collected honey is certified organic.

I created multiple pieces of print material for the Zee's Bees brand, including a label that had to meet government standards.

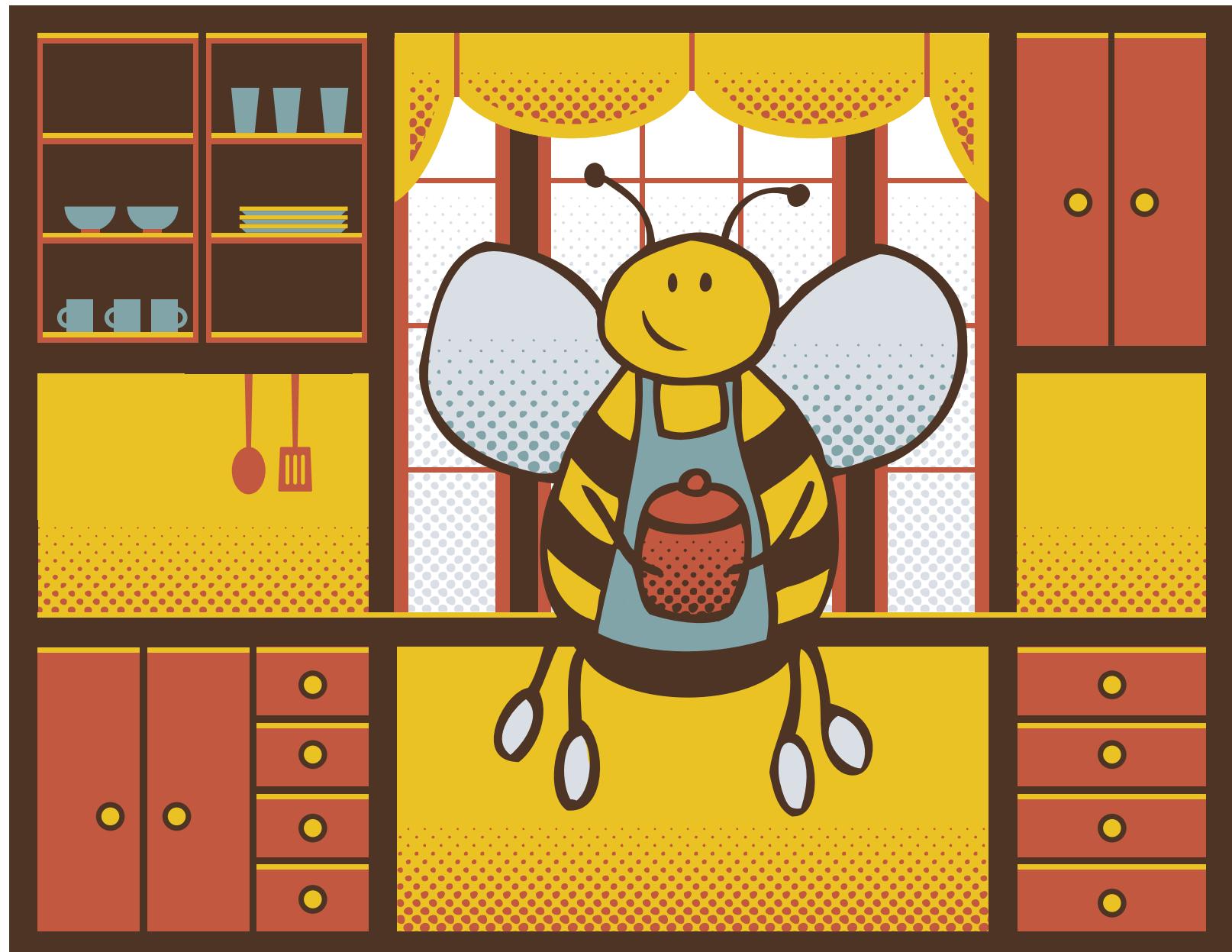
At the time of this project, Zee's Bees was not producing enough honey to try to expand its client-base. As such, any marketing efforts were focused more on client retention than growth. One of the brand applications I created to assist with that goal was a holiday card. We felt it was an effective and personal way to reach out to clients during a time of year when people are on the lookout for gift ideas.

*Zee's Bees*  
natural honey made with love



**TOP:** Zee's Bees Holiday Card

**BOTTOM:** Zee's Bees Business Cards



*Zee's Bees Label Illustration*

## THE GROVE REUSABLE BAG

The Grove is a convenience store located on campus at the University of the Pacific. In an effort to encourage Pacific students to use a more green alternative to plastic bags, they commissioned custom printed reusable bags.

I worked with another designer from ASuop to create the final design, pictured to the right. I was responsible for conceptualization and execution of the illustration, and she was responsible for touch-up and typographic treatment.





# THE GROVE

This bag was made from 100%  
recycled plastic water bottles

ASuop

*The Grove Reusable Bag*



## POSTER DESIGNS

Poster design constitutes the majority of the work I did during my first year at ASuop. The following are some of the designs that I found to be most successful, and best represent my personal aesthetic and approach to designing posters.

## STUDENT ELECTIONS

This poster, featuring University of the Pacific's "Powercat," served to encourage participation during student elections. The design was used for two consecutive academic years. It was inspired by JM Flagg's famous 1917 rendition of Uncle Sam.





## ASUOP DECORATIVE POSTERS SERIES

This design and the one adjacent were developed to serve as purely decorative posters to be distributed by ASuop. The intention of the project was to create something we could use as either a gift for new students or as an incentive to increase student attendance at events.

We wanted to give students something they would be likely to actually hold on to and display, which would lead to growth in brand recognition for ASuop.



P A C I F I C



## DESIGNER RECRUITMENT

This poster was used two years in a row to bolster ASuop's efforts to find designers for the next academic year. It provided a unique opportunity to design for a target audience that I fit into perfectly (student designers), and I had quite a bit of fun with it.

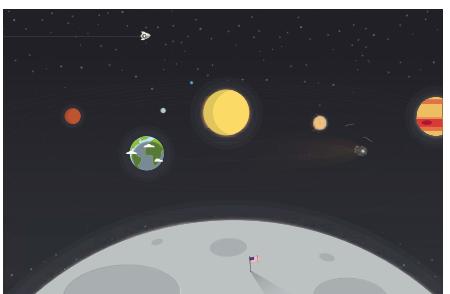
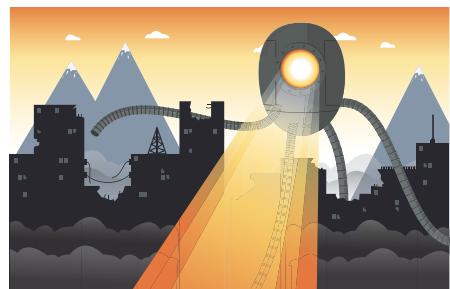


## LAYER TENNIS

I collaborated with designer Sheng Moua on this (largely recreational) illustrative series. We kept the same file and passed it back and forth with each other 10 times with no intention other than to have fun and make something beautiful.

We ended up with a bizarre sort of narrative, and had a blast along the way. As an added plus, direct collaboration forced us to be especially strict with layer management as well as file structure.





*Layer Tennis Thumbnails*



*Layer Tennis Detail*



Thanks!!