

Venn conmigo, come with me

Selected works
by Jazmine Diaz,
a graphic designer

94559







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(GRACIAS)

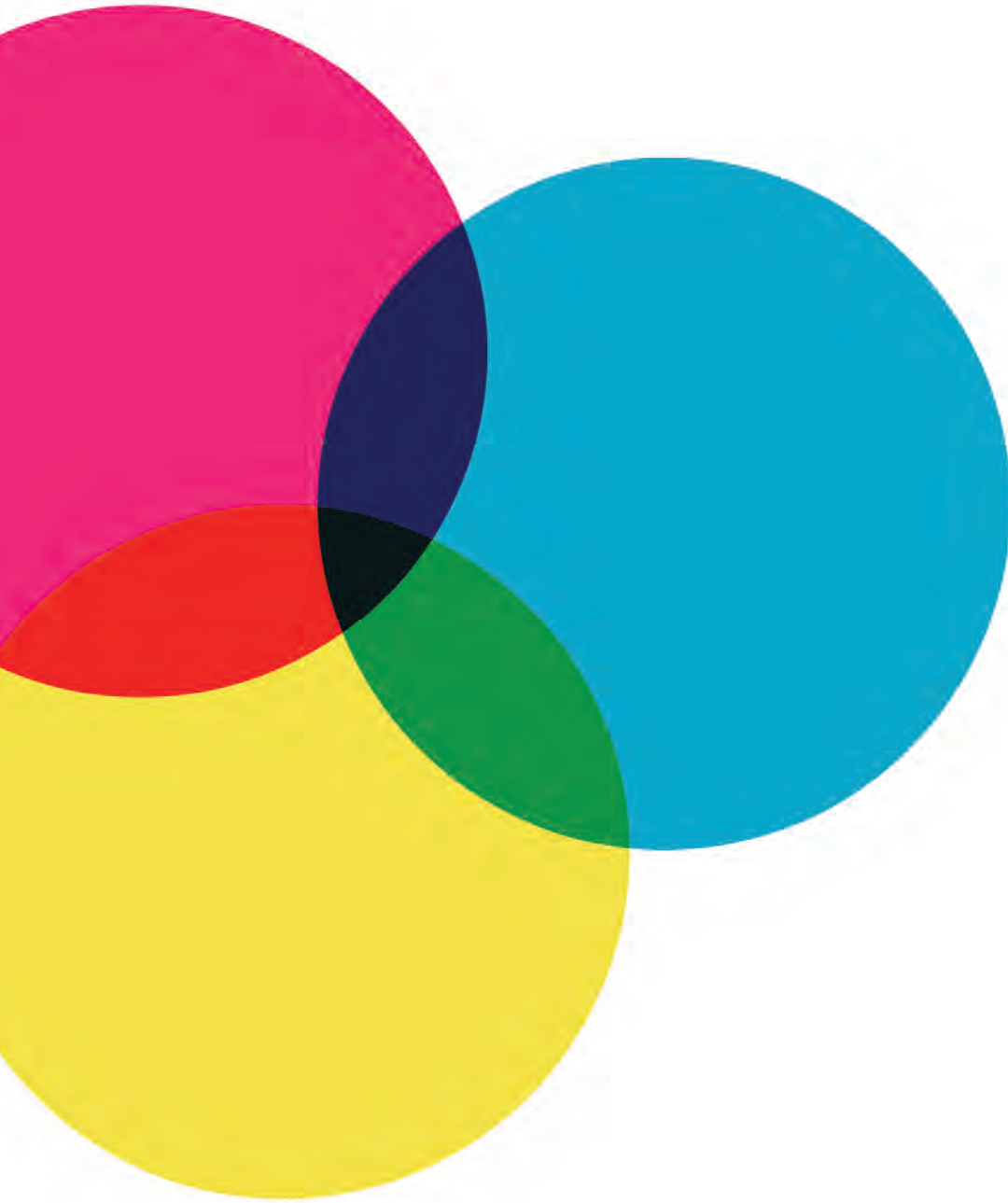
Bryan, for being my biggest cheerleader

Genevieve, for keeping me sane

Geraldine, for going through it with me

Mom, for too many things to name

I love you all



Venn Conmigo, Come with Me 00/05

(ME AND MY SELECTED WORKS)

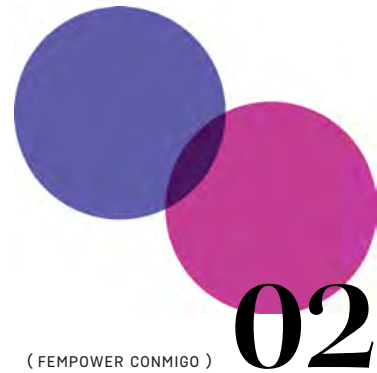
Hi. I'm Jazmine and I'm a designer.

That's who I am, but it's not all of who I am. I have always known the importance of identity, of knowing what I am made of, and being proud of what makes me different, because that is what makes you better.

Like a Venn Diagram, I am intersectional and my purpose is to display the sum of my parts. I revel most in where the seemingly disparate parts of my identities overlap; I am a designer with a liberal arts background, a first-generation Peruvian-American, a girly third-wave feminist, and an outgoing nerd.

The purpose of this portfolio is to showcase the whole of who I am, not just "Jazmine the Designer". So, I invite you to *ven conmigo*— come with me and see and how living as a perfectly imperfect blend of a person has affected my life, my loves, and, yes, my design.

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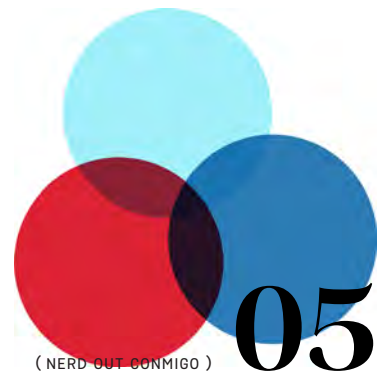
**Playing with type,
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Check to the head, a Kevin Smith film festival 01/05

(OBJECTIVE)

I am not the typical Kevin Smith fan. So when offered the opportunity to center an entire film festival around a director of my choosing, he was not my first choice. I had heard his movies were crass, full of inane toilet humor, and plotless. Still, I saw it as a challenge: Could a bookish Californian feminist convincingly create something befitting of a whip-smart pothead from Jersey?

(SOLUTION)

Check to the Head is the result. From crafting a set of event tickets to producing and shooting a promotional trailer and creating an engaging website, I gained an understanding of what it takes to create a strong visual system that not only makes sense for the client and the audience, but can also be carried out in many forms.

(TAKEAWAY)

In order to create a system for Kevin Smith that felt right, conceptually and aesthetically, I spent a whole semester watching his movies, listening to his interviews, and essentially getting into his mind. Despite my rash judgement about Smith's oeuvre and fandom, my opinion changed and I gained respect for this filmmaker. Along the way, I stretched my own idea of who I am, what makes me laugh, and what I am capable of doing as a designer.

Project 1 Stats

(PROJECT)	<i>Film Festival</i>
(COURSE)	<i>Integrated Communication</i>
(YEAR)	<i>Spring 2016</i>
(INSTRUCTOR)	<i>Hunter Wimmer</i>
(DISCIPLINES)	<i>Branding, Packaging, Web Design</i>
(TYPEFACES)	<i>Gotham, Museo Slab</i>
(PALETTE)	● ● ●
(KEYWORDS)	<i>Dirty Jersey, Profanity, Comics, Geeks</i>

Fangirl with me.



Defining a man's life to find fulfillment in solitude

CHECK TO THE HEAD



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Smith e...
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Stackers, S...
out his cred...
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Clerks, a social...
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Sundance Festiva...
He has since gone...
crossover plot eleme...
fans as the "View Ask...
Productions.
Smith's films are known...
colorful characterizations...
political correctness. His ir...
Scott Mosier, David Klein, ar

Kevin Smith
Born August 2, 1970
Red Bank, New Jersey

LAZY SLOB WHO DID GOOD

Kevin Smith is an American director, actor, producer, comedian and public speaker as well as a comic book writer, author, and podcaster.

A proud New Jerseyan, Smith was greatly influenced by his Catholic, middle-class upbringing. His father, a postal worker who abhorred his job, inspired Smith's decision to follow his passions: film, comedy, and all things geeky. An overweight teen, he developed into a comedic observer of life in order to successfully socialize with his and girls.

He came to prominence with *Clerks* (1994), which he wrote, directed, co-produced and acted in. Inspired by the success of Richard Linklater's low-budget film *Slacker*, Smith left the Vancouver Film School after only four months. He maxed out credit cards, sold his treasured comic book collection, moved back to New Jersey, and would launch Smith's career.

He recruited friends and acquaintances to act in the film.

A commentary on consumerism in America based on Smith's own experience working at a convenience store, was the breakout hit of the 1994 film *Mallrats* and would launch Smith's career.

He went on to make films that, while not strictly sequential, feature a shared canon described by his character references, and a shared canon described by his character references, and a shared canon described by his character references.

His films are known for their raunchy, yet stylized dialogue, geeky references, keen cultural perceptiveness, and complete disregard for social conventions. Influences and contemporaries include Richard Linklater, Quentin Tarantino, and Harvey Weinstein.

Director

Biography

A VULGARTHON REBOOT

A cult favorite, director and writer Kevin Smith has a festival-worthy filmography, with notable projects such as *Clerks* and *Chasing Amy*. What ties all of his films together is the theme of ordinary suburbanites reevaluating their lives and having an epiphany that happiness is subjective and was there all along.

The film festival commemorates the 25th anniversary of the release of *Clerks*, a true passion project that launched Smith's career. Just as it is a perfect snapshot in time of middle-class America in the 90s, we hope that this festival will transport you to a time that is long gone, but also seems like just yesterday.

A LIST OF SHIT HE'S MADE

- Clerks (1994)
- Malibu (1995)
- Chasing Amy (1997)
- Duquenois (1999)
- Jay and Silent Bob Strike Back (2001)
- Jersey Girl (2004)
- Clerks II (2006)
- Frank and Alice Make a Porno (2007)
- Cop Out (2010)
- Red State (2011)
- Thank You for Smoking (2012)
- Yoga Home (2014)



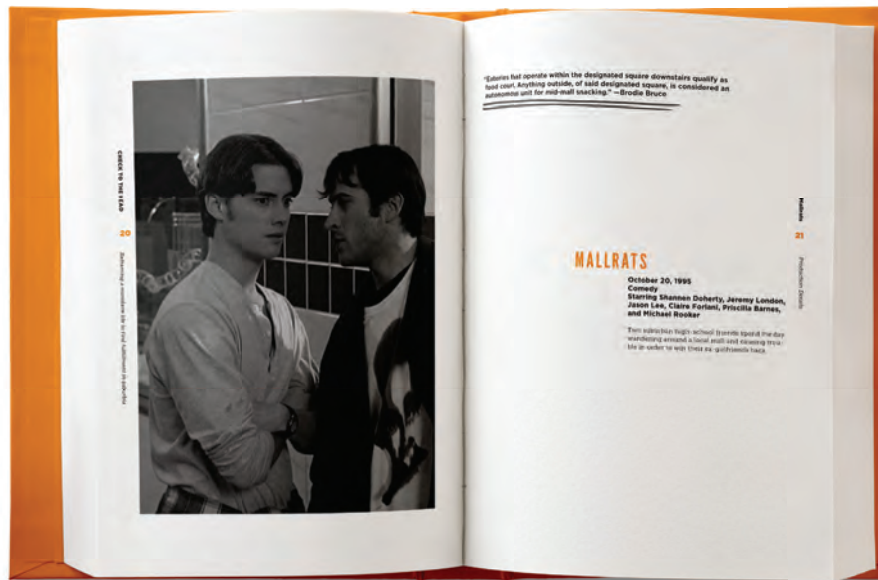
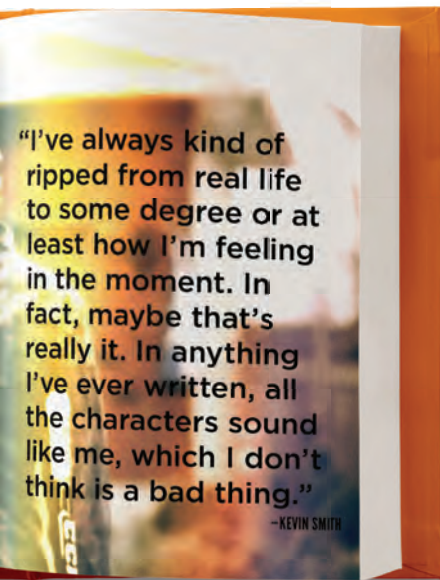
David True by Willem Nicol
 200 West Avenue
 Union City, NJ 07086
 (201) 544-8000
 Quality Interiors
 7 Centre Plaza
 Union City, NJ 07084
 (201) 531-4300
 Blue Sky Inn
 22 First Avenue
 Atlantic Highlands, NJ 07716
 (732) 768-9600



"You had even happened to be here today!" —Dante Hicks

CLERKS

October 19, 1994
 Comedy
 Starring Brian O'Halloran and Jeff Anderson
 Won the Filmmaker's Award at Sundance
 A day in the lives of two convenience clerks, Dante and Randal, as they serve customers, discuss movies, and even close the store to play hockey on the roof.





Chasing Amy is a romantic comedy about people who write comic books for a living, and whose most passionate conversations can center on the sex lives of Archie and Jughead.

We meet his Gen X heroes at a comic book convention. Holden (Ben Affleck) and Banky (Jason Lee) have been best friends for years, live together, and take their art so seriously that when an obnoxious fan says "an inker is only a tracer," there's a fight. Then Holden meets Alyssa (Joey Lauren Adams), another comic book artist, and they immediately hit it off, but what Holden doesn't realize is that Alyssa is a lesbian.

This could be the setup for an empty-headed sexcom, but Smith is more ambitious and subtle. While the surface of his film sparkles with sharp,



ironic dialogue, deeper issues are forming, and *Chasing Amy* develops into a film of touching insights. For Kevin Smith, *Chasing Amy* represents a big step ahead into the ranks of today's most interesting new directors. Total candor, shifting sexual orientations and an atmosphere of teasing, freewheeling argument make *Chasing Amy* a spiky comedy with engaging honesty at its core. In his own roundabout way, Smith identifies sexual conundrums that movies haven't often dealt with before.

Holden's discovery that Alyssa is gay, and his even more inconvenient discovery that he loves her, anyway—loves her, and her wit and personality and throaty, chuckling voice with an intensity that reveals to him the vacuity of all his previous loves. He is desperate. Holden and Alyssa are off and running in a set of conversations that artfully challenge their basic assumptions about sex and love. Banky, who makes anti-gay jokes and seems to want Holden to himself, is furious about this and complains helplessly from the sidelines.

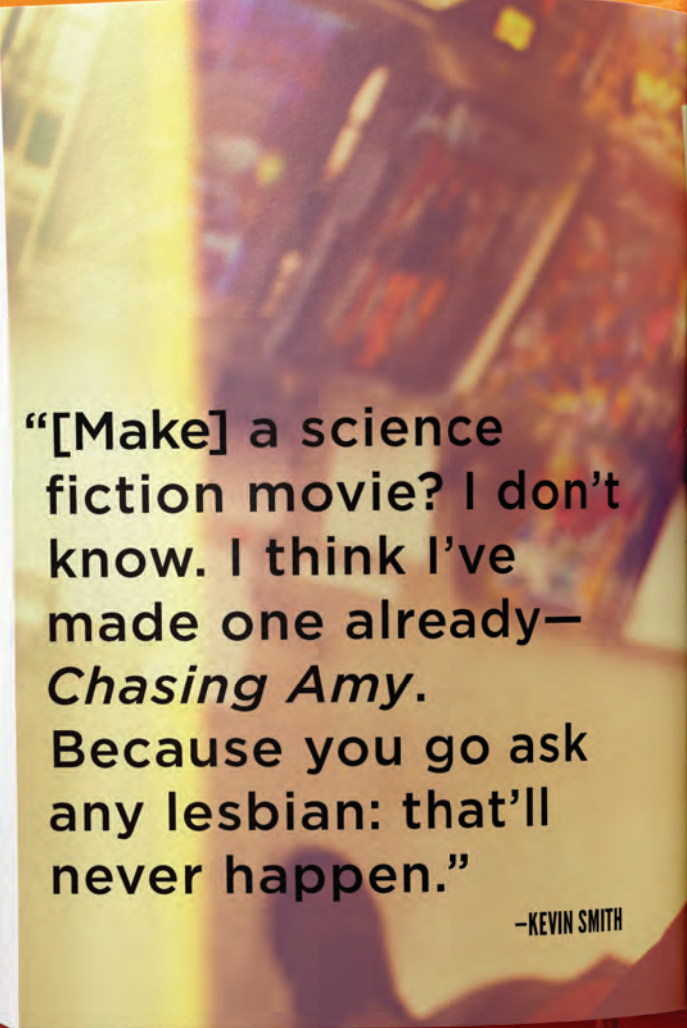
The movie's sneaky in the way it draws us in. We expect the characters to exist at a certain comic level, and they do, but then important things happen to them (love, friendship and happiness are all threatened—along with all the adjustments of self-image that are necessary if romance is going to be able to leap across the straight/gay divide). Like the clerks in Smith's first film, these characters are verbal, passionate and poetic.

As *Chasing Amy* redefines the boy-meets-girl formula for a culture where anything goes, including perhaps another boy or girl, it thrives on Smith's dry, deadpan direction. His knowing humor and unruffled style make a good antidote to gender chaos. His willingness to follow his characters into the subjects that obsess them, even if they stray from the plot (Racism and white imperialism of *Star Wars*, for example), work in his favor and is quickly becoming his hallmark. Smith retrieves some of the spare look of his celebrated first feature. Still showing his touch for garrulous, hair-splitting conversation, Smith engages his characters in a bright, spirited demonstration of just how difficult modern love can be.

Chasing Amy

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Film Review



“[Make] a science fiction movie? I don’t know. I think I’ve made one already—*Chasing Amy*. Because you go ask any lesbian: that’ll never happen.”

—KEVIN SMITH

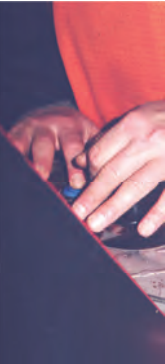


CHECK
to the
HEAD

CHECK TO THE
HEAD

Check to the
HEAD

CHECK TO THE HEAD





WHAAM

HITTING RED BANK, NEW JERSEY
OCT 18-20
Bow Tie Theater
36 White Street

Clerks
Mallrats
Chasing Amy
Dogma
Jay & Silent Bob Strike Back
Clerks II

A Kevin Smith Film Festival

CHECK TO THE
HEAD

REFRAMING A MUNDANE LIFE TO FIND FULFILLMENT IN SUBURBIA

CheckToTheHead.com

OCT 18-20

Bow Tie Theater
36 White Street

Clerks

Mallrats

Chasing Amy

Dogma

Jay & Silent Bob Strike Back

Clerks II

A Kevin Smith Film Festival

CHECK TO THE
HEAD

REFRAMING A MUNDANE LIFE TO FIND FULFILLMENT IN SUBURBIA

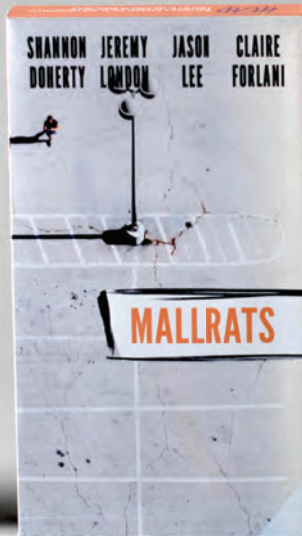
CheckToTheHead.com

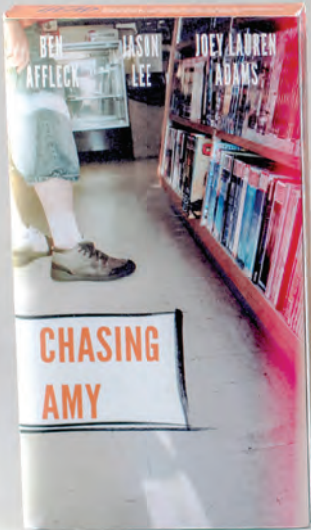



















A KEVIN SMITH FILM FESTIVAL
DAY 1
October 18, 2017

Bow Tie Theater
36 White Street
Red Bank, New Jersey



Screening *Clerks & Clerks II*
Director's Q&A



A KEVIN SMITH FILM FESTIVAL
DAY 2
October 19, 2017

Bow Tie Theater
36 White Street
Red Bank, New Jersey




Screening *Mallrats & Jay and Silent Bob Strike Back*
The View Askew Tour



A KEVIN SMITH FILM FESTIVAL
DAY 3
October 20, 2017

Bow Tie Theater
36 White Street
Red Bank, New Jersey



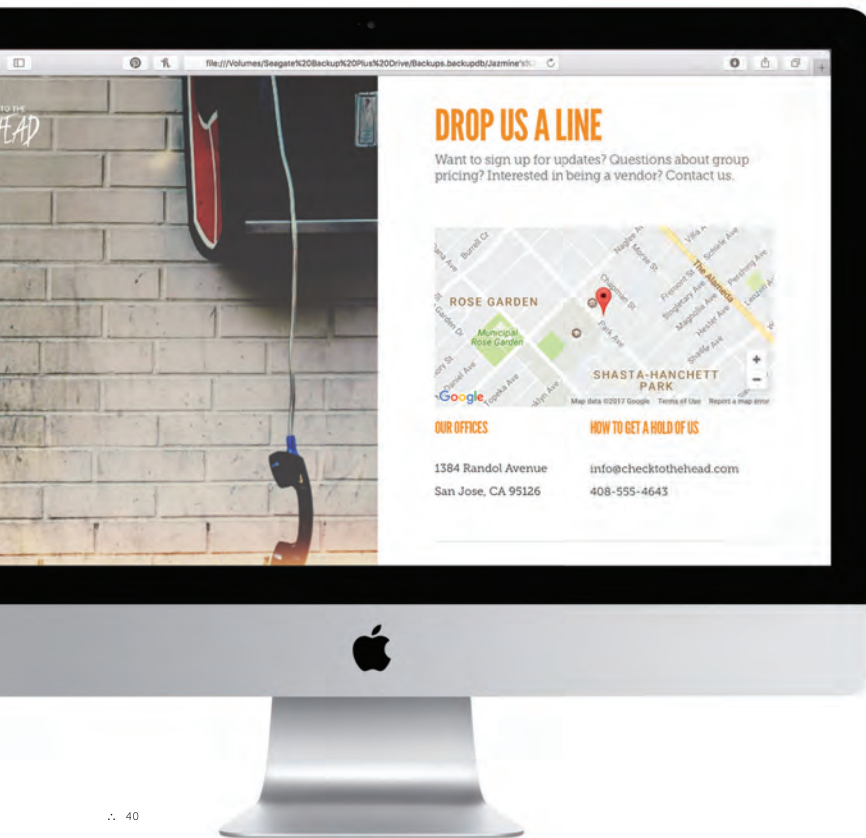
Screening *Dogma & Chasing Amy*
Celebrity Hockey Game

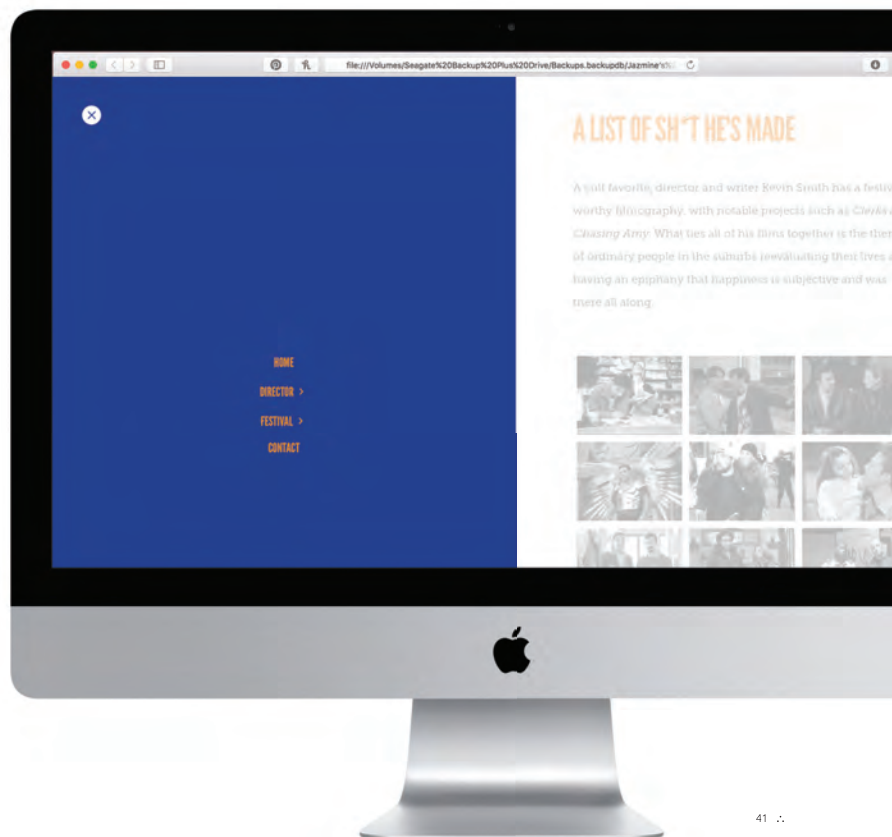














**SUBURBIA,
SWEET SUBURBIA.**

CHECK TO
THE HEAD

CheckToTheHead.com

B-3006





Empowering girls, rebranding Sassy magazine 02/05

(OBJECTIVE)

Quick: *Seventeen* or *Sassy*? If you were a teenage girl in the early '90s, you likely fall into one of those two categories. While the former is still in print and continues to mold young minds, the latter is long gone but ready for a comeback. Which brings us to the challenge I was presented with: How do you take a dying, dead, or defunct brand, bring it back to life, and relaunch it into a modern success?


(SOLUTION)

From the get-go, I knew that *Sassy* had to evolve past print in order to be successful in our digital age. The first step was gleaning the "soul" of the brand. Step two was defining the brand's competitors. Third came logo design and development of the brand's visual guidelines. The final step was envisioning *Sassy's* brand extensions.

(TAKEAWAY)

As someone who idolized my older, much cooler sister and aimed to be just like her, I was formed by the media that she consumed, including *Sassy*. I had always wondered what happened to the alternative magazine and this project gave me the opportunity to honor its irreverent tone and feminist roots, while rethinking what it means to be a strong female in the 21st century.

Project 2 Stats

(PROJECT)	<i>Rebranding a "Dead" Brand</i>
(COURSE)	<i>Nature of Identity</i>
(YEAR)	<i>Fall 2016</i>
(INSTRUCTOR)	<i>Hunter Wimmer</i>
(DISCIPLINES)	<i>Branding, Ideation, Web Design</i>
(TYPEFACES)	<i>Museo Sans, Museo Slab</i>
(PALETTE)	
(KEYWORDS)	<i>Modern feminism, Teen girls, Multifaceted</i>

Fempower with me.

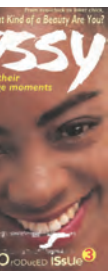
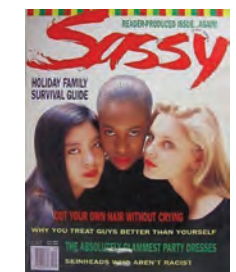
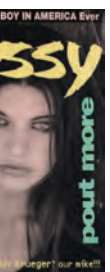
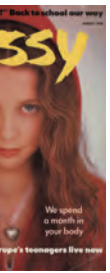


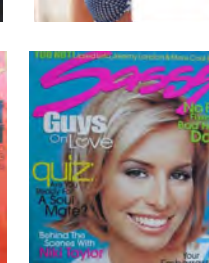
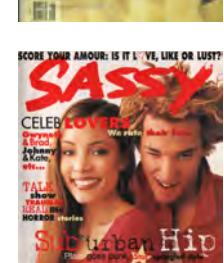
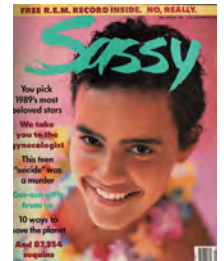












egy guide



Diplomatic Fashionista

Madison Duong, 13
8th Grade
Westminster, CA

◀ 34 ▶

- 1 **ACADEMIC**
Taking an Accelerated Algebra course to have a head start in high school
- 2 **EXTRA-CURRICULAR**
Member of her school's Gay-Straight Alliance along with her BFF, Tyler
- 3 **EXTRA-CURRICULAR**
Watches Project Runway and wants to apply for the Junior edition
- 4 **DREAM JOB**
Couture fashion designer or a doctor
- 5 **SPEND HER MONEY ON**
Modifiable fashion basics at American Apparel and Sally Beauty Supply
- 6 **COMMUNITY**
A first-generation American, she's bilingual in English and Vietnamese
- 7 **CURRENTLY LISTENING TO**
Troye Sivan

Madison feels a lot of pressure from her traditional Vietnamese family to be successful (i.e. become a doctor). She does what her mom asks (like taking accelerated courses and studying hard), but refuses to sacrifice her passions: fashion and beauty. Another issue of contention is her friendship with her gay best friend, Tyler, and their involvement in their school's Gay-Straight Alliance. She loves her mom, but tries to reconcile the fact that there is a cultural and generational divide between them. She discovered Troye Sivan when he was still just a YouTube star and loves him because he is a true artist in every sense of the word.

◀ 35 ▶

sassy to the core

chapter 2

● volume 1: the visual strategy guide

rebranding sassy

Woke Dancer

Mikayla Carter, 14
High School Freshman
Flint, MI



◀ 30 ▶

- 1 **ACADEMIC**
Taking Honors English and US History classes this year
- 2 **EXTRA-CURRICULAR**
JV Cheerleader and ballet-trained, but enjoys teaching Hip Hop
- 3 **EXTRA-CURRICULAR**
National Black MBA youth member
- 4 **DREAM JOB**
Michigan state senator or a local business owner
- 5 **SPENDS HER MONEY ON**
Her MAC obsession. She's also saving up for a pair of Stan Smiths
- 6 **COMMUNITY**
Organized a student walk-out protesting the water crisis
- 7 **CURRENTLY LISTENING TO**
FKA Twigs

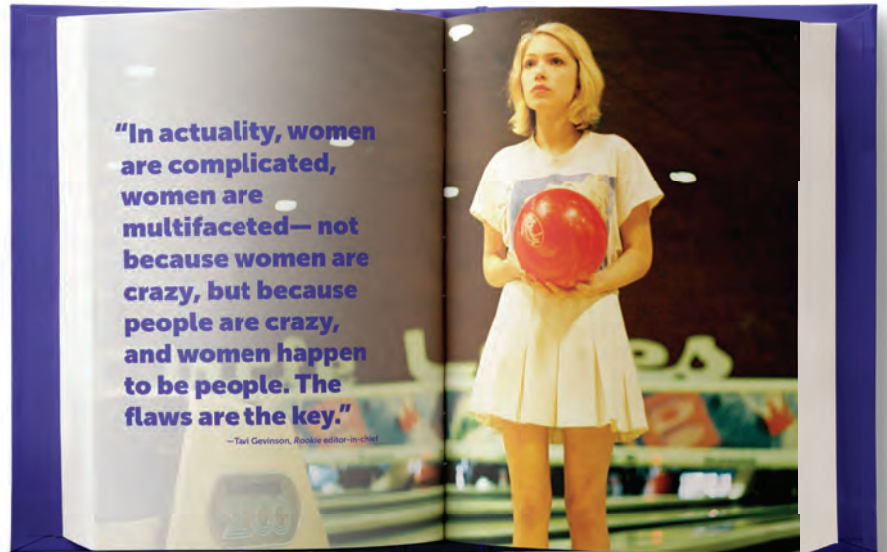
Mikayla is very mature for her age, due to the civil unrest in her community. She feels very lucky to have strong women in her family who have taught her about black girl magic and doing what you can to fight social injustice. She chooses to be a positive force and role model in her community by working at the Y, studying hard, and rallying her classmates around important issues. She knows that her voice is powerful despite her age and looks forward to carrying this through into her career. She appreciates the traditional (like ballet), but likes seeing the evolution of movement and ideas to create new things. She admires FKA Twigs because she is also a self-starter and not afraid to be an outsider.

◀ 31 ▶

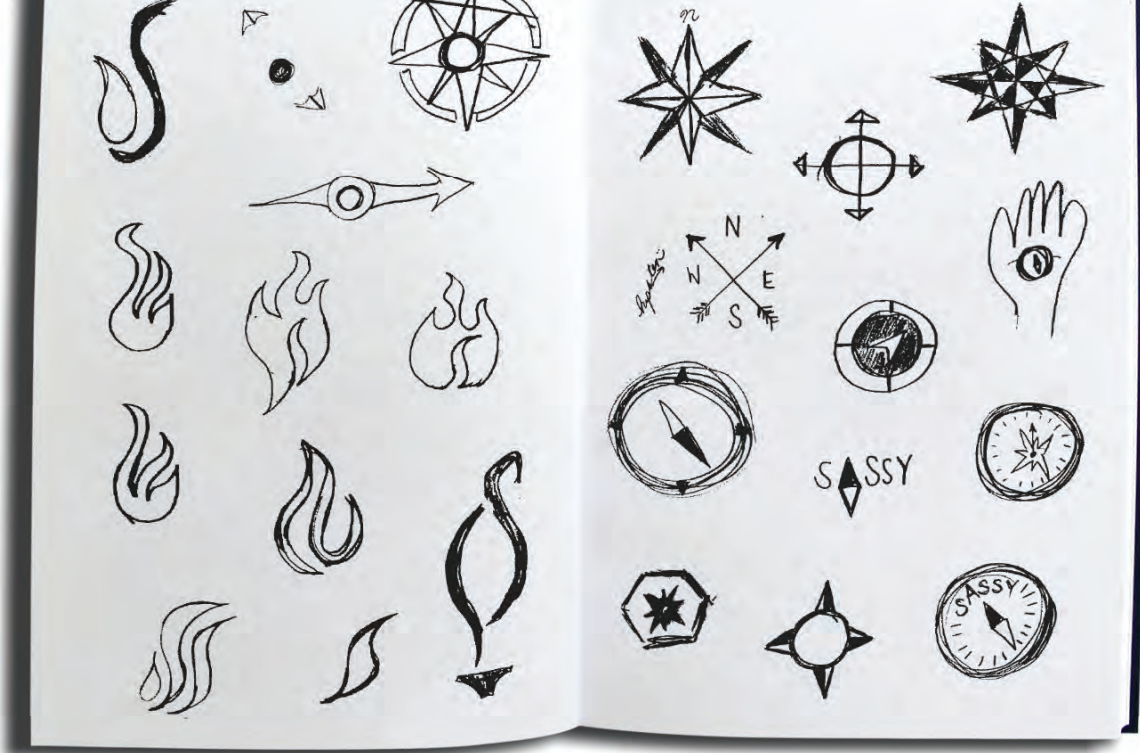


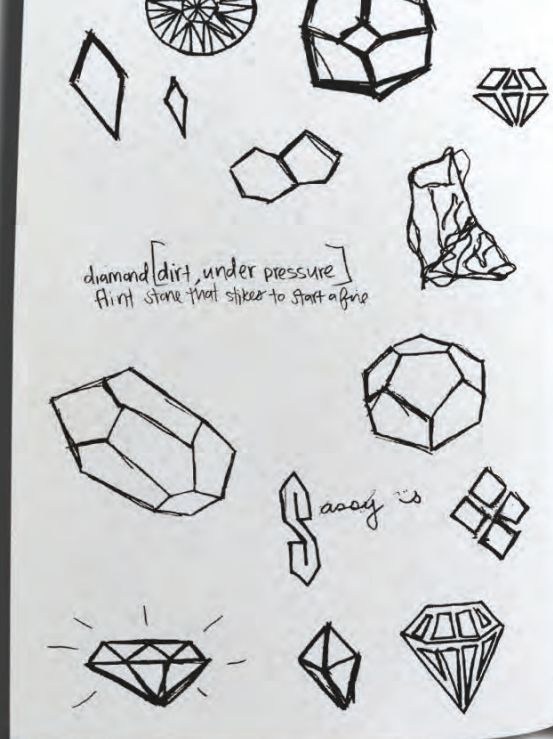




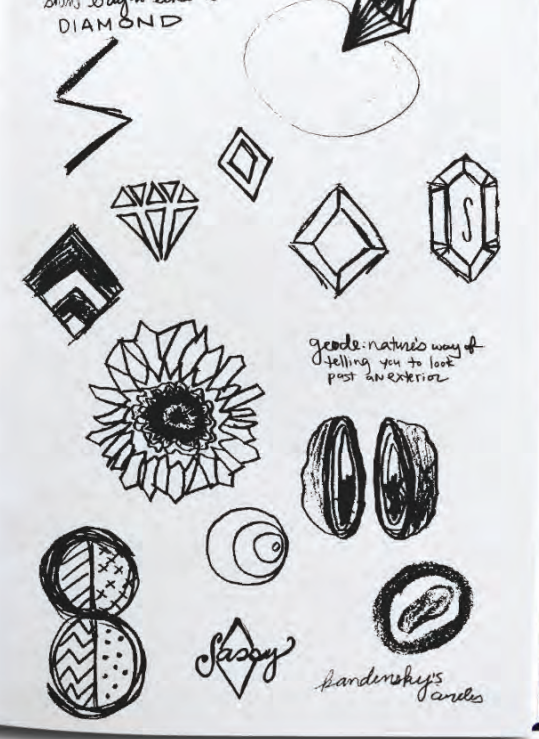








diamond [dirt, under pressure]
flint stone that strikes to start a fire

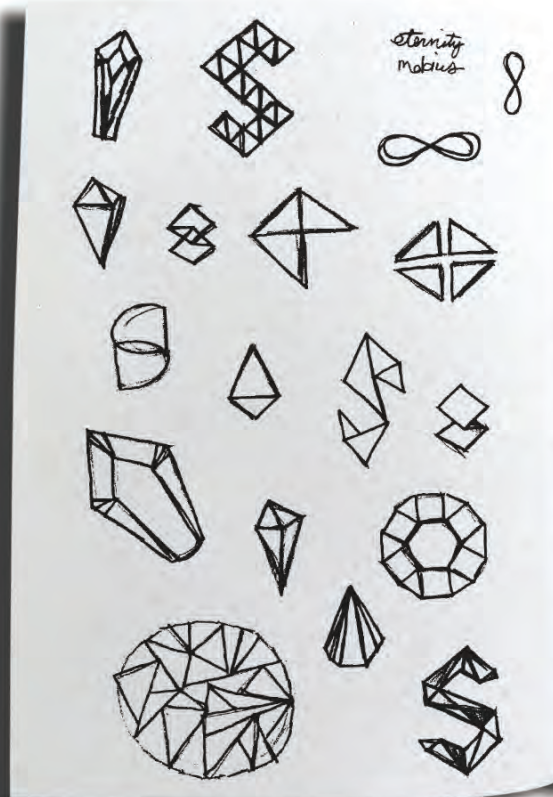


DIAMOND

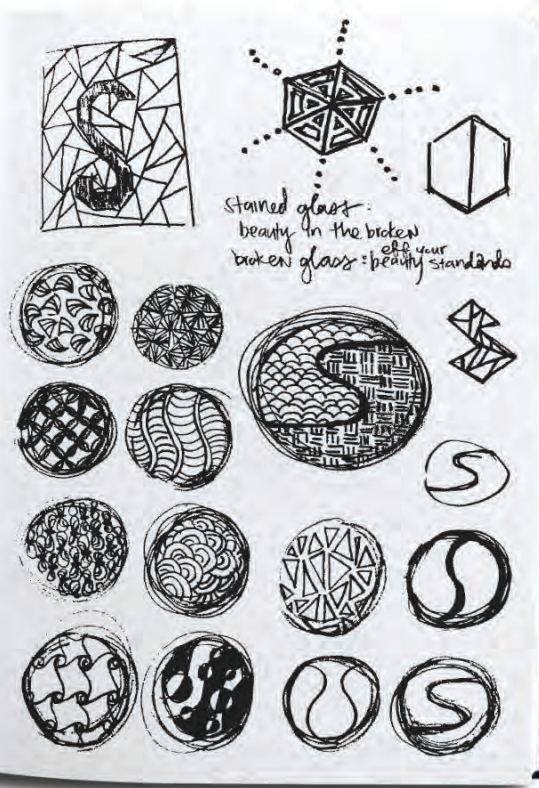
gem: natural way of
telling you to look
past an exterior

fassy

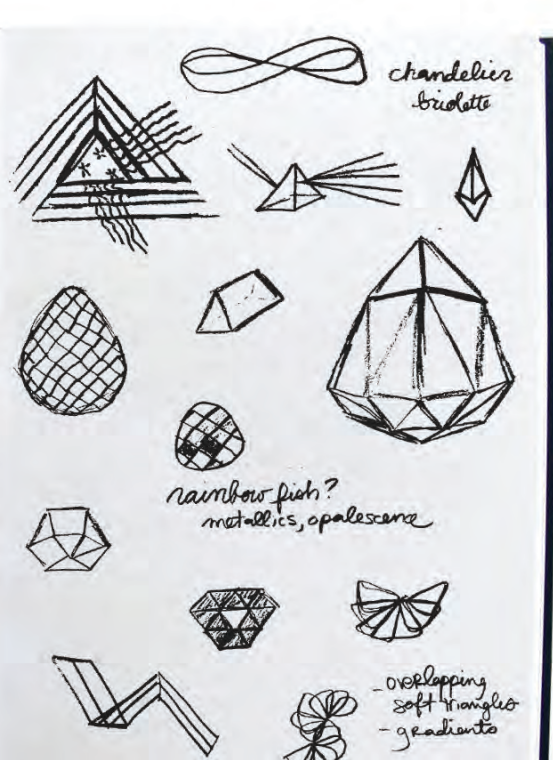
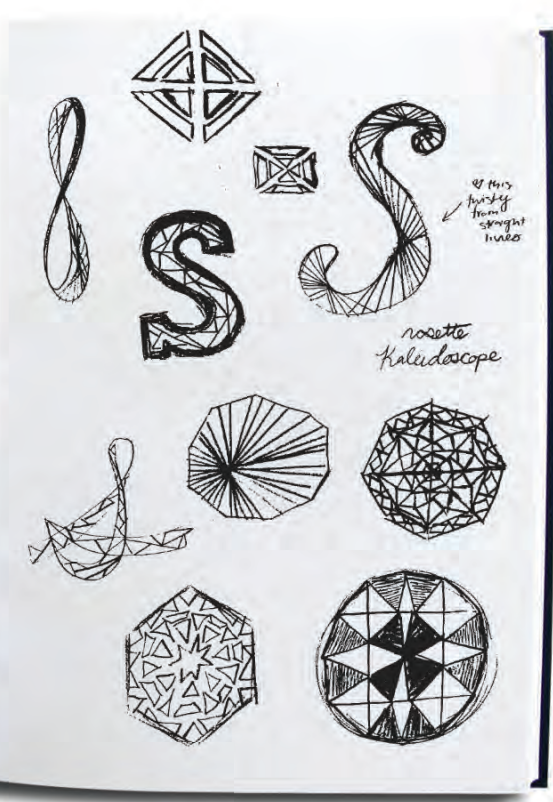
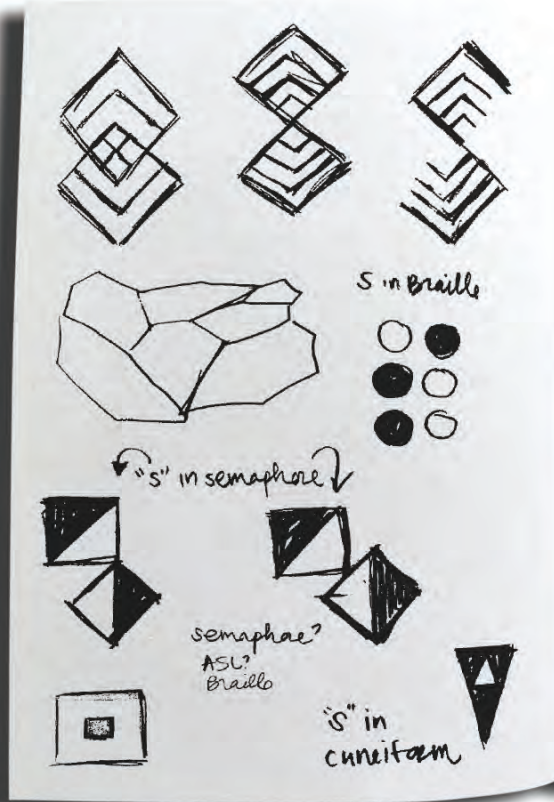
handmade's
panels



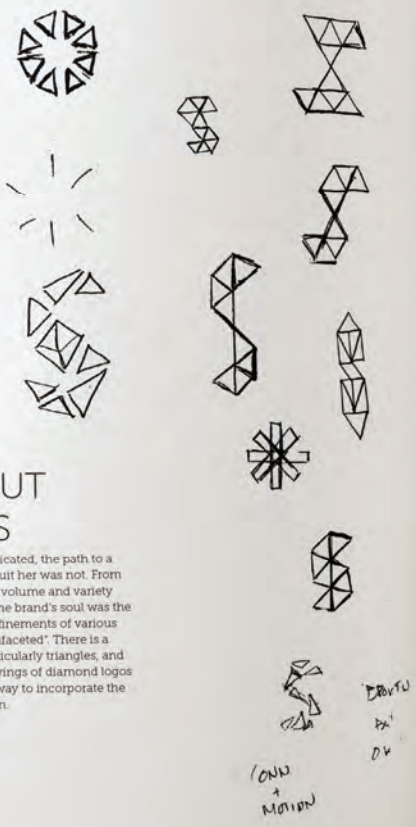
sternity
makes



stained glass:
beauty in the broken
broken glass = beauty ^{off your} standards

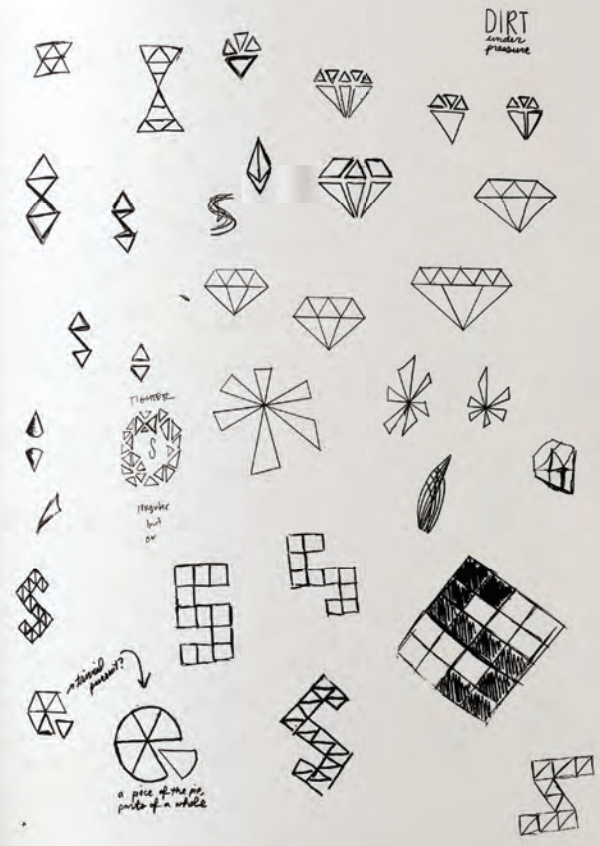


development guide



G OUT ONS

be complicated, the path to a
ould best suit her was not. From
r by sheer volume and variety
aspect of the brand's soul was the
ows are refinements of various
a of "multifaceted". There is a
apes, particularly triangles, and
literal drawings of diamond logos
finding a way to incorporate the
progression.



sassy solutions

rebranding sassy

● volume 2: the visual development guide



UNIQUE, JUST LIKE EVERYONE ELSE

Some say that no idea is completely original, since every new idea stems from an old one. And then there is the phenomenon of multiple discovery, where two or more people independently come up with the same idea at the same time.

In corporate marketing, creating a unique logo is key to distinguishing a brand. But the likelihood that a logo is truly unique is slim to none. That's why it's so important to find as many look-alikes as possible at this stage. Knowing connections that an audience might make when they see a logo is important because there is still time to use type, color, and other style treatments to set it apart from the rest.



● volume 2: the visual development guide

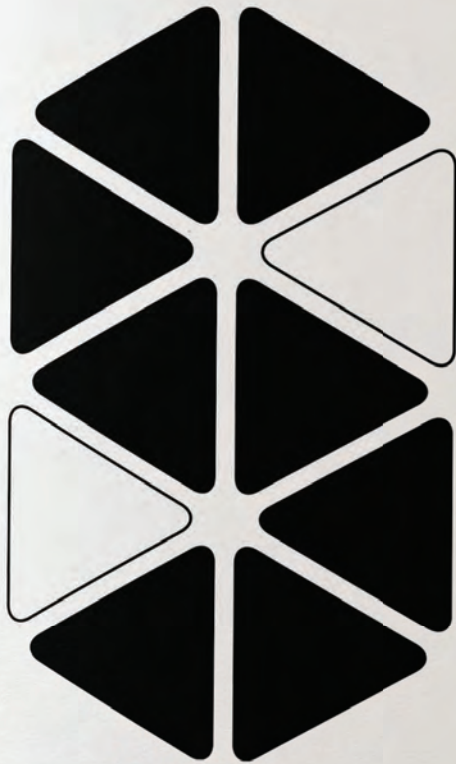
rebranding sassy



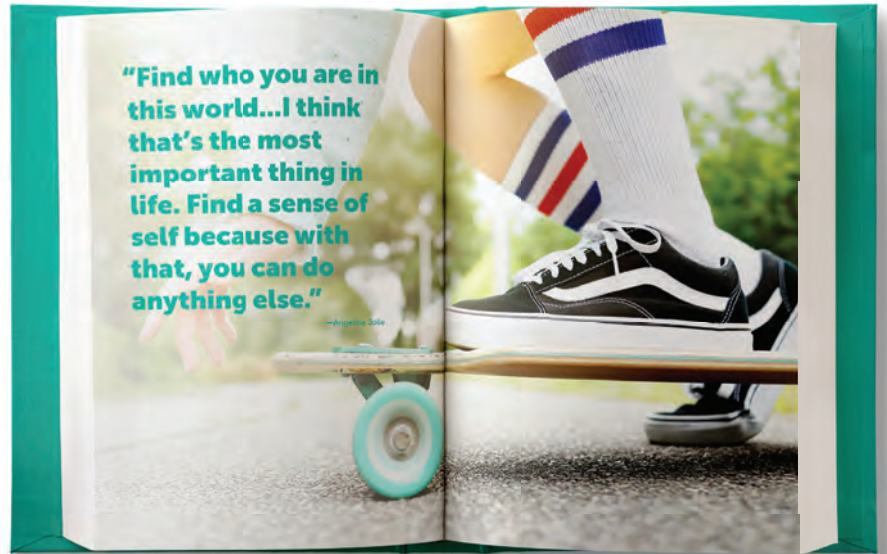
GEOMETRIC AND FEMININE

With look-alikes fully explored and logo options winnowed to the above five digital versions, the best option ended up being the most straight-forward. The idea of prisms and diamonds remains, but in a softer way that echoes the contradictions and polarities that live inside every Sassy girl. She is made of many different parts, but remains balanced. The final logo combines equilateral triangles, and the S monogram, all with a touch of feminine roundness.

Introducing the new Sassy.

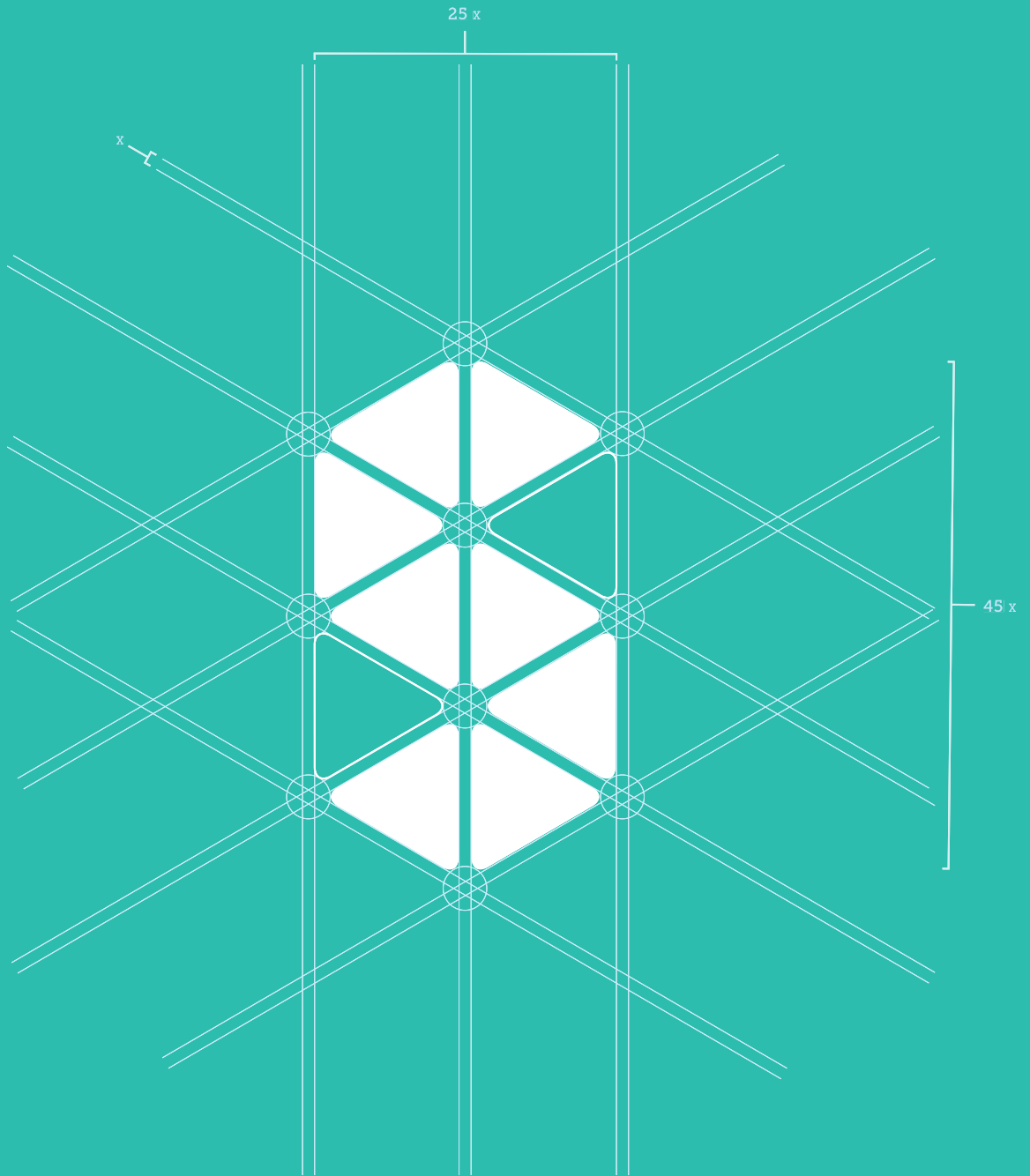






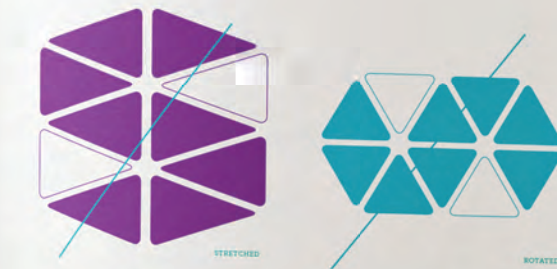
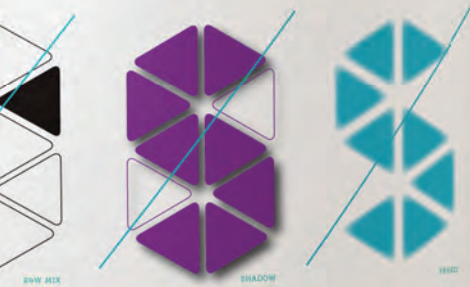
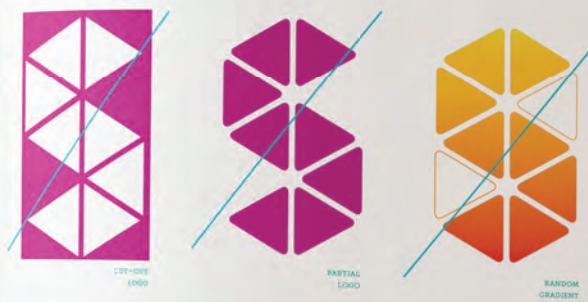
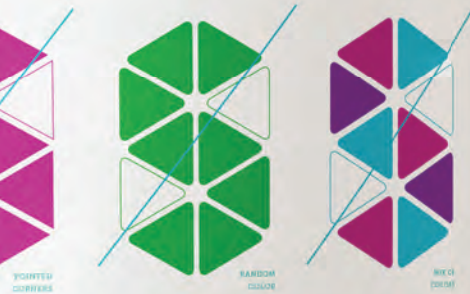


SASSY



TRUE TO SASSY

While Sassy's culture encourages self-expression and deviating from norms, staying true to yourself is of much value to the brand. Therefore, when it comes to the logo, there are a few things that should not be done because it compromises the integrity of the brand's soul.



rebranding sassy
volume 3: the visual standards guide

THE WHOLE FAMILY'S HERE

symmetrical, yet soft

MUSEO SANS

dependable, yet delightful

MUSEO SLAB

Museo Sans is a geometric sans serif that maintains a nice balance between mathematical symmetry and soft roundness, a characteristic that is seen in the Sassy logo as well. Its sister font, Museo Slab, carries a nice weight without taking itself too seriously. Paired together, they lend a sense of feminine youthfulness to both print and digital layouts.

A Sassy girl doesn't hesitate to express herself. She is frank, without alienating or offending. It is what attracts others to want to be around her.

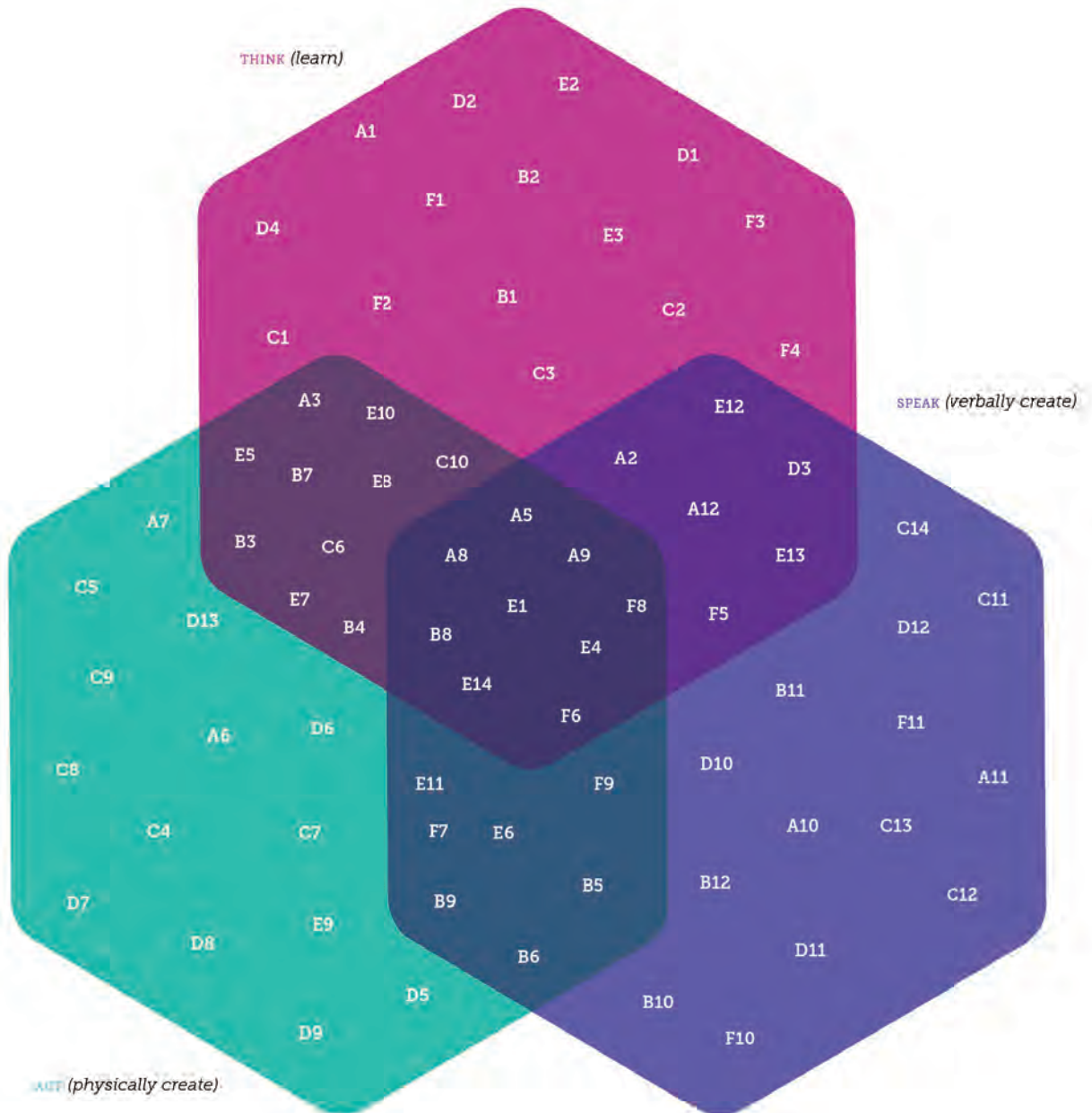
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Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? & @ # % \$

100 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? & @ # % \$

500 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? & @ # % \$



Our mission is to create a space for every teenage girl to think, speak, and act for herself.





NASTY

Health • Fitness • Self-Care

- A1 Modern Sex Ed Program (Education)** School program, fact- and science-based, does not politicize in shame. Covers all concepts, LGBTQ and LGBTQ issues.
- A2 Men's Wellness Program (Service)** Community program that pairs teen talk with more health professionals to increase awareness of mental health and the importance of mental health.
- A3 Younger Your Body Book Set (Product)** A parent-child response set to help families have an open dialogue about puberty, sex, and gender issues with their teens.
- A4 Healthy Relationships Workshop (Event)** Focuses on educating teens girls about healthy relationships with consent and boundaries, self-care, and self-love, including consent, etc.
- A5 Teen Clinic (Service/Co-branding)** Community clinic, possibly in partnership with National Health, that aims to be a trusted space, including education.
- A6 Personal Care (Product)** Monthly subscription box targeted at girls that includes beauty, wellness, and lifestyle products, including: soap, shampoo, conditioner, body lotion, etc.
- A7 Teen Menstruation Cup (Product)** Cup that is teen-friendly and marketed for girls. Offers a more eco-friendly, reusable, and financial benefits of using a cup.
- A8 LGBTQ Alliance (Environment)** Community center, safe space, and meeting place for LGBTQ teens and their non-allied educational, political, and social events.
- A9 Teen Sexual Assault Survivor Group (Service)** Safe space for teen victims to meet fellow survivors and give and get support from peers. Led by professional counselors.
- A10 Teen Against Sexual Violence (Environment)** Organization that educates fellow teens on consent, healthy relationships, and advocates for survivors and victims of rape, sexual assault, and sexual violence.
- A11 Sex Questions Helpline (Service)** Text-based hotline or text chat service that connects teens with health professionals who can provide accurate, unbiased answers.
- A12 Parent-Teen Sex Talk Workshop (Event)** Lecture and panel event that educates parents and teens and opens communication among the two, focusing on being open about sex and gender issues.



CHATTY

Current events • politics

- B1 Women of the Week news series (Education/Co-branding)** Partnered with TheYan. Covers major news story by women, investigative journalism about women's issues.
- B2 Politics magazine for teen girls (Product)** Published quarterly. Covers national, state, and local political news, candidates, legislative sessions, etc.
- B3 Civic Travel Guides (Product)** TV series or book series that covers issues girls might face when traveling solo, internationally and domestically.
- B4 Media Internships (Service)** Social network digital and/or real that connects teen girls with intern opportunities in print, web, and TV/media outlets.
- B5 World Coalition for Girls' Issues (Environment/Co-branding)** Partnered with UNFPA. This organization educates girls about issues facing their peers in developing countries (lack of education, health care, equal rights, and better creative ways to help).
- B6 Girls Back the Vote (Service)** Encouraging and empowering teens to get politically engaged in a convincing way (action, attend rallies).
- B7 Political Internships (Service)** Social network digital and/or real that connects teen girls with intern opportunities in local, state, and national politics.
- B8 Girls Studying Abroad Program (Education/Co-branding)** Student exchange program for high school girls that focuses leadership skills and volunteer opportunities. Partnered with Crosscreek.
- B9 Girls Against Global Warming (Environment)** Global social change film project organization that helps coordinate girls who work to save environmental and social change.
- B10 Coalition for Equal Pay (Environment)** Collaborative change non-profit organization that helps coordinate girls who wish to drive economic and social change.
- B11 Girls-run news company (Service)** TV show-based non-profit news organization that is led by and for teen girls.
- B12 Coalition for Equal Pay (Environment)** Collaborative change non-profit organization that helps coordinate girls who wish to drive economic and social change.
- B13 A Day in the Life of a Girl (Environment)** Online blog/series with stories from teen girls around the world.

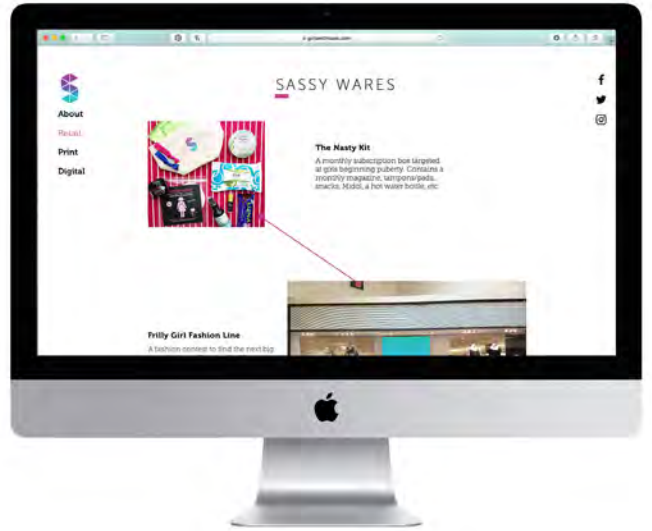


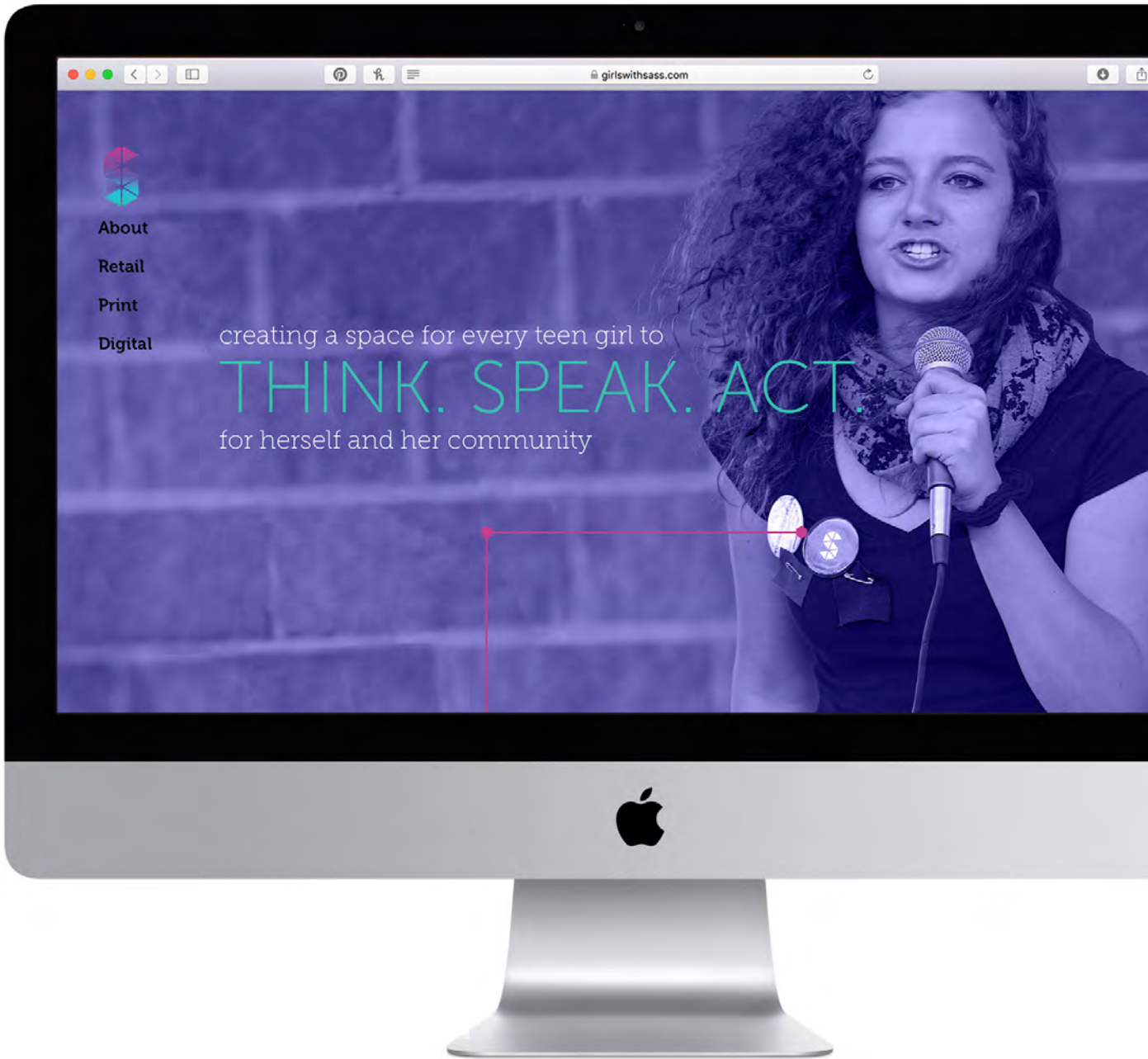
BEASTLY

Fitness • Sports

- D1 Spotlight on Great Girl Athletes (Product)** Biographical series (book, video, article) focused on female sports legends (e.g. Nadia Comaneci, Serena Williams, Billie Jean King, Jackie Joyner-Kings, etc.).
- D2 Title IX Legal Advocacy Center (Service)** Educates girls about their rights, advocates for female athletes, supports student athletes transitioning from high school to college and college to professional.
- D3 This is what an athlete looks like (Campaign/Service/Co-branding)** Partnered with Instagram. Featuring professional athletes and amateur groups of different sizes, colors, and abilities talking about body positivity.
- D4 Think Healthy is Whole (Education)** Mental health course that teaches teens about body dysmorphia, anxiety, bulimia, orthorexia, exercise addiction, etc.
- D5 Sports Training Camps/Clinics (Education/Event)** Working with MLB, NBA, NFL, and MLS to offer girls, the same sports-empowerment opportunities that are offered to boys (camps, clinics, etc.).
- D6 Extreme Sports Summer Camp (Event)** Girls summer camp with a focus on extreme sports (bouldering, surfing, rock climbing, rafting, BMX, snowboarding, golfing, etc.).
- D7 Teen Yoga & Meditation Classes (Education)** Programs offered in high schools nationwide, whether as a daily course or extracurricular activity.
- D8 Girls Athlete's Line (Product/Co-branding)** Partnered with UnderArmour. Apparel for teen athletes beyond cheer, gymnastics, and dance. High-quality, comfortable pieces that are as tough and functional as performance.
- D9 Health Coaching Course (Education)** Community advice program that teaches basic nutrition, healthy habits, and tips for healthy eating, including: healthy snacks, meal prep, etc.
- D10 Girls-Only Gym (Service)** Like a gym, but for teen girls. A place where girls can work out with an emphasis on community and social judgment.
- D11 Coaching/Advice Forum (Service)** Website and/or app that connects girl athletes with coaches/instructors. Advice on training, school, and goals, including technical skills, goal setting, improvement, body positivity, etc.
- D12 Girl Sports Fan App (Product)** App for girls that enjoy playing and watching sports. Features polls, quizzes, expert, teaming leagues, exclusive interviews, watch parties, etc.
- D13 Girls Sports, Media Channel (Service)** Like ESPN for women. Content produced by women, and high school-level girls news, news, and analysis.







Playing with type, experimental poster set 03/05

(OBJECTIVE)

As designers, we are sometimes torn between following conventions and creating striking work that defies what is expected. This project was the ultimate exercise in finding this happy medium. First, I explored the typographic boundaries that designers have already pushed. Then, I found two existing posters that I could push even further, to create my very own experimental type poster set.


(SOLUTION)

I chose two seemingly incongruous posters for this set: A promotional piece for Shakespeare in the Park and a page from a magazine article on French Riviera haute couture. Ultimately, I chose a segmented type treatment for the first because the play deals with mistaken identity. The second makes use of a very "Euro Holiday" color palette.

(TAKEAWAY)

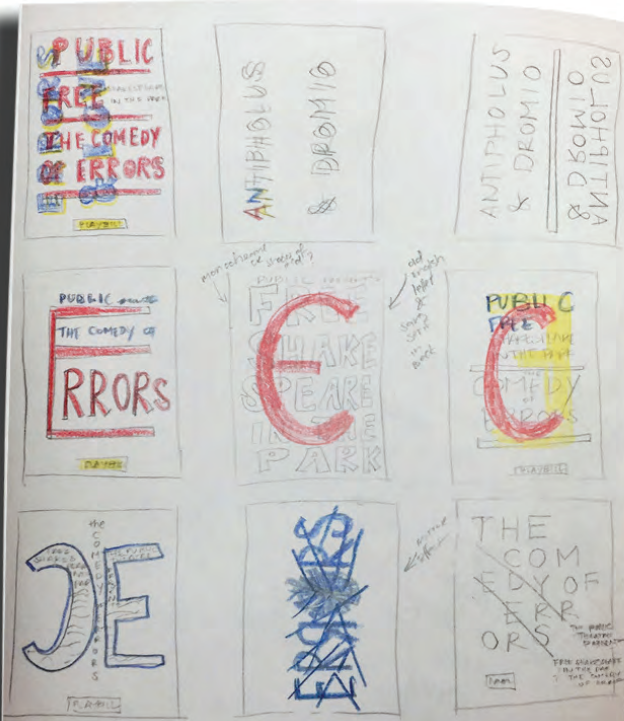
Remember when you were a teenager and first started rebelling against your parents's rules? After dedicating a year-and-a-half to studying typography, that's what taking an Experimental Type class felt like for me—totally invigorating, but a bit scary at the same time. This was augmented by the fact that I am a rule-follower by nature. This project and class provided confirmation that one of my greatest skills is my adaptability and it forever changed the way I see myself as a designer.

Project 3 Stats

(PROJECT)	<i>Poster Set</i>
(COURSE)	<i>Experimental Typography</i>
(YEAR)	<i>Fall 2014</i>
(INSTRUCTOR)	<i>Kathrin Blatter</i>
(DISCIPLINES)	<i>Print Design</i>
(TYPEFACES)	<i>Bodoni, French Vogue, Dutch 766</i>
(PALETTE)	
(KEYWORDS)	<i>Broken Type, Hometown Shakespearean, French Riviera</i>

Rulebreak with me.

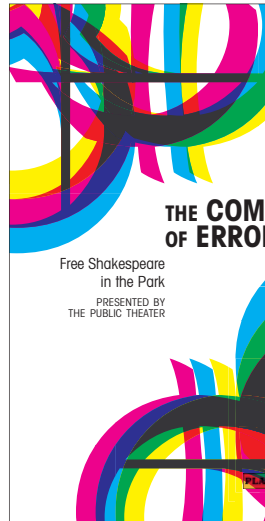
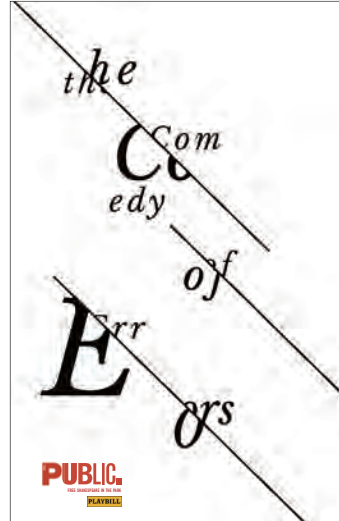
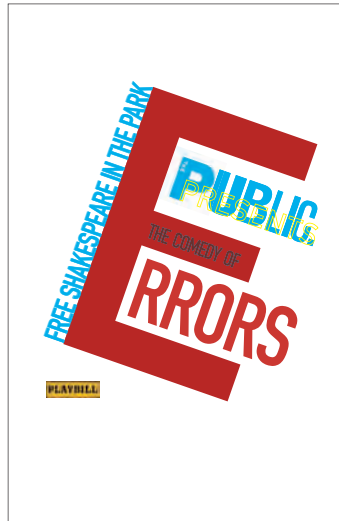
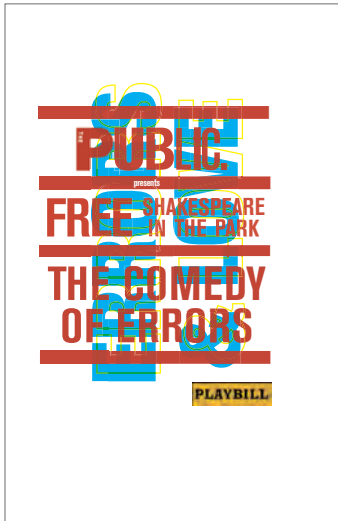


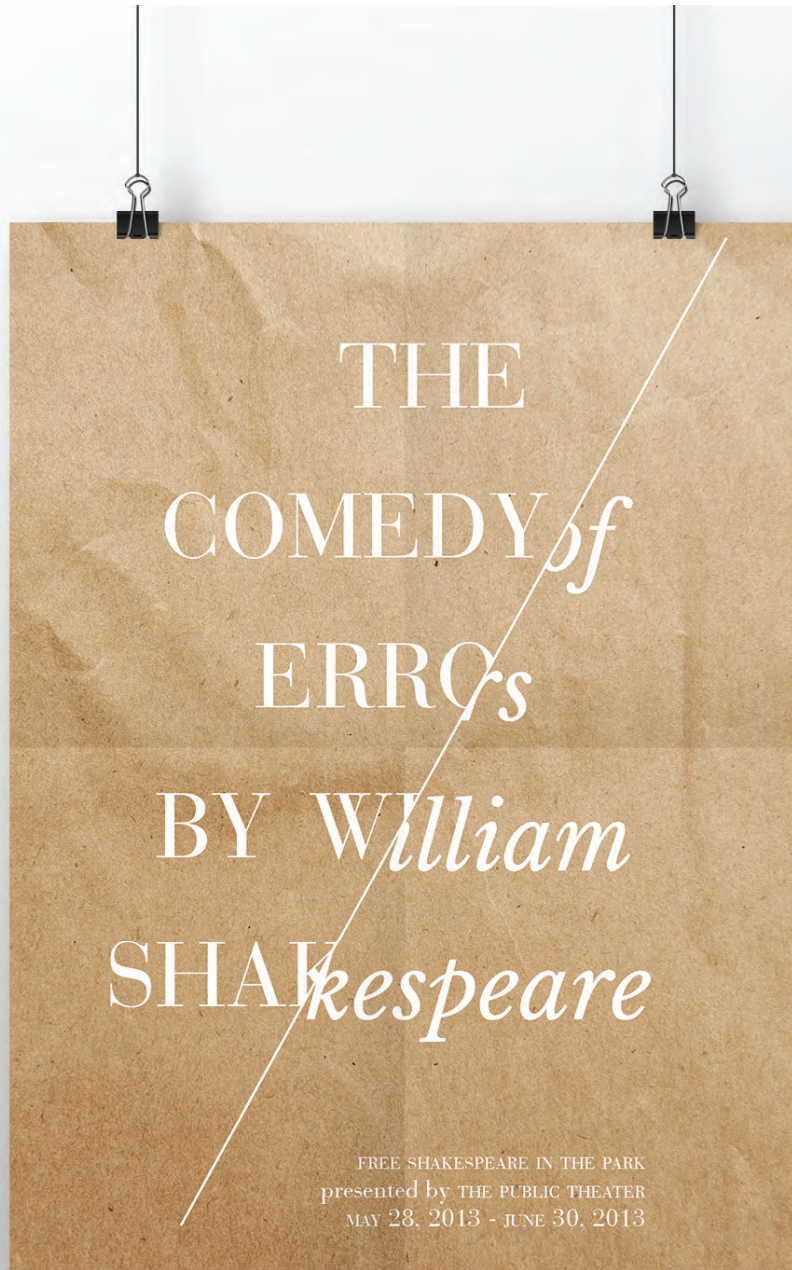


1599
Comedy of ERRORS

- slapstick
 - puns/word play
 - 2 sets of twins/mistaken identities
 - mirror images
 - double images?
 - Antipholus x2 & Dromio x2
- ERRORS







ERRORS
BY WILLIAM
SHAKESPEARE

FREE SHAKESPEARE IN THE PA

PLA
Gde
PRI
VÉE

Actual is a trademark of the type foundry. All rights reserved. © 2014 Jazmine Diaz. All other trademarks are the property of their respective owners. This work is a work of art and is not intended to be used for commercial purposes without the express written permission of the artist. All other trademarks are the property of their respective owners.

→ closest typeface found
Dutch 766

PLAGE } private
PRIVÉE } beach / french
 } party

TROPICAL vs. SOPHISTICATED
colors?

As of
April
update?

→ Look for sophisticated sans serifs to contrast

PLAGE
PRIVÉE

Restoration
is needed

PLAGE
PRIVÉE

PLAGE
PRIVÉE

PLAGE
PRIVÉE

CMYK strips

PLAGE
PRIVÉE

PLAGE
PRIVÉE

CMYK mixing

PLAGE
PRIVÉE

PLAGE
PRIVÉE

PRIVÉE
PLAGE



PLA
PLA
GE
PRI
VÉE
VÉE

Rêve de vacances entre sport et détente, le look néo pin up affiche une plastique rayonnante, désinhibée à la faveur de deux et une pièces à séduction, garde-robe minimaliste mais qui fait le maximum.

*Photographe Mario Sorrenti. Réalisation Emmanuelle Alt.
BIKINI EN COLOUR STRETCH, SANTOS TROPÉ, DRESSAGE, CRISTIAN ESCOBAR, AMERICAN APPAREL
BALLET-HIGH TOP, EST UN UNIVERSE CINQUE, HOGAN.*

PRIVEE

Your brain on happiness, a primer on neurology

04/05

(OBJECTIVE)

Science is so exciting, but science textbooks have a reputation for being fairly boring, at least visually. This project aimed to change that. The final deliverables include creating a visually-dynamic science textbook, three promotional bookmarks, and designing a website for the book's publisher.

(SOLUTION)

I chose neurology, with a focus on neurochemistry—the science of how chemicals in our brains influence the way neurons, synapses, and neural networks work, including how they affect our moods. My goal was to make the textbook accessible to the layman. I achieved this by putting a conversational, self-help spin on the book.

(TAKEAWAY)

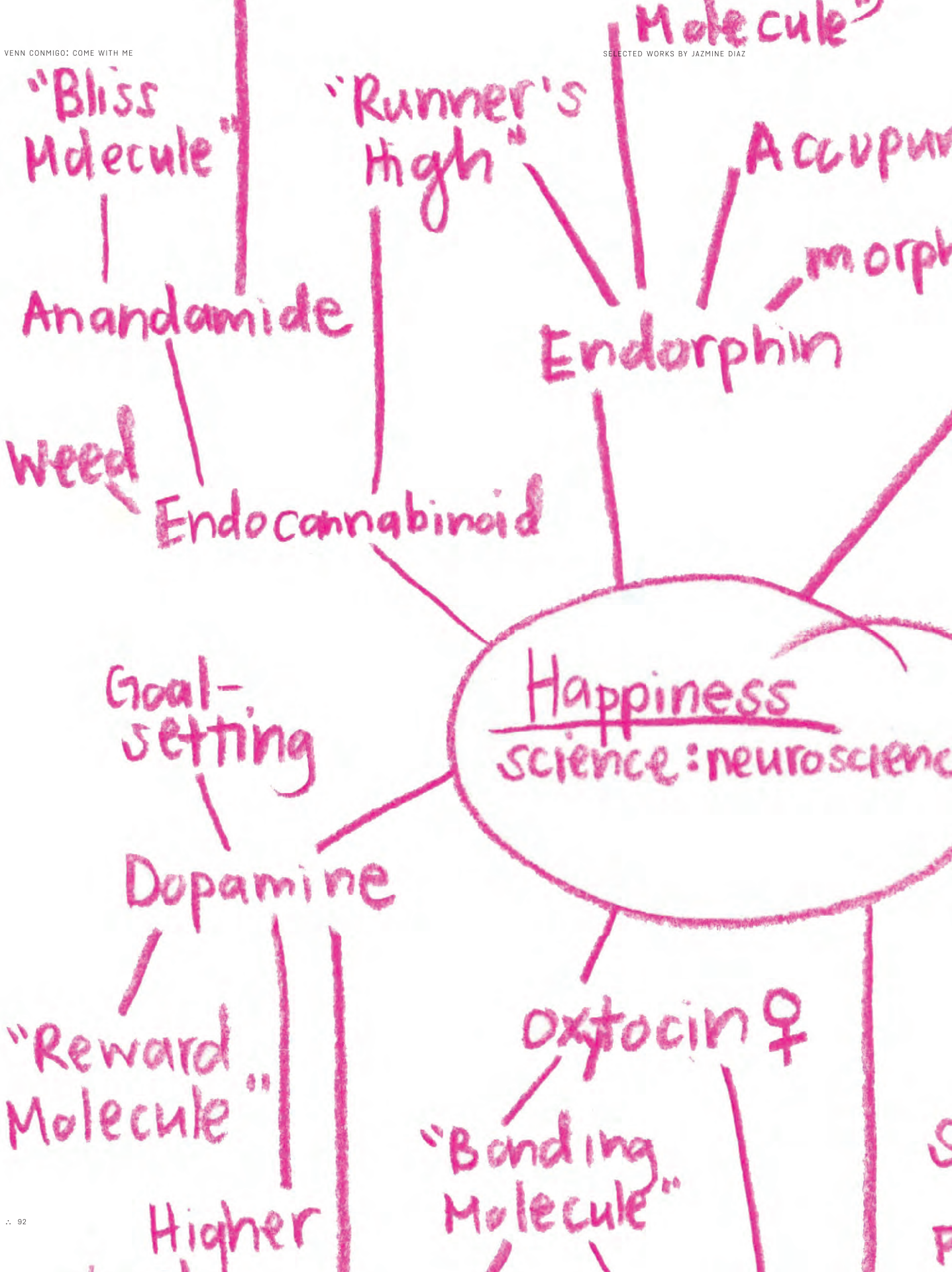
There is a great need for good designers in the science textbook industry. This liberal arts grad also learned a fair bit about neurochemistry, particularly how our emotions begin with neurons in the brain communicating chemically; mental illness occurs when your neurons don't function properly. The taboo surrounding psychiatric health stems from people either being uninformed, or worse, misinformed. The way I see it, the more people who gain a little understanding on the subject, the healthier and happier we will all be.

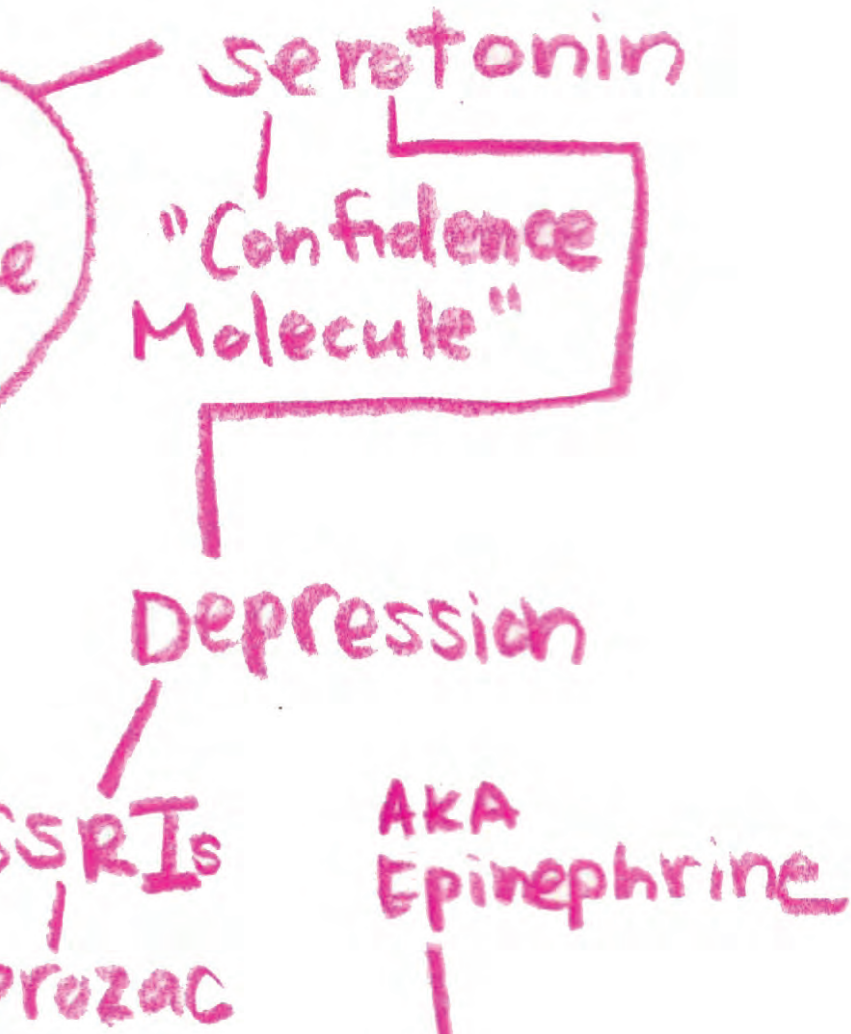
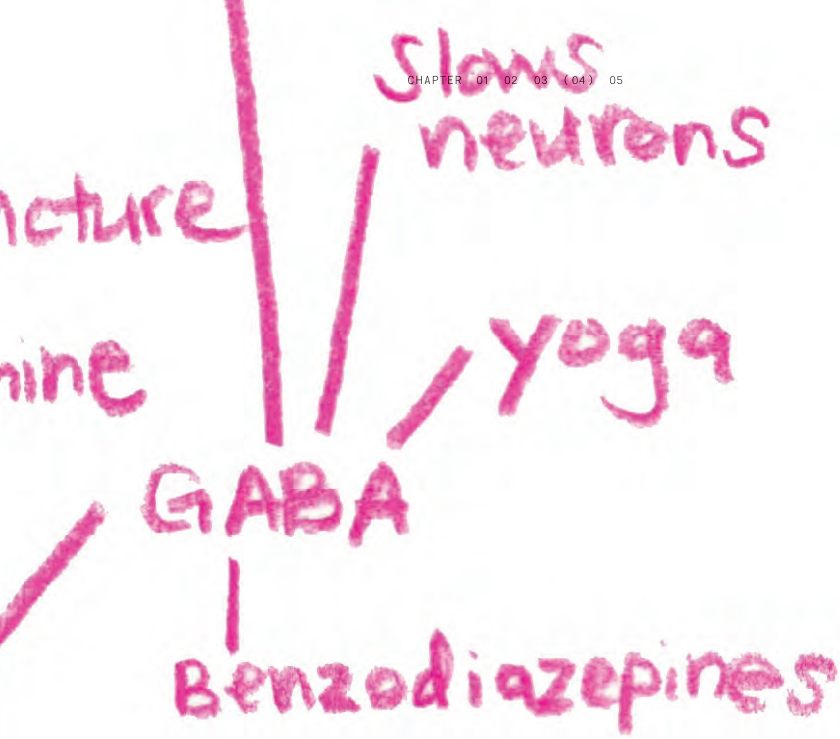
Project 4 Stats

(PROJECT)	<i>Redesigning a Science Book</i>
(COURSE)	<i>Complex Type Hierarchy</i>
(YEAR)	<i>Fall 2015</i>
(INSTRUCTOR)	<i>Ariel Grey</i>
(DISCIPLINES)	<i>Print Design</i>
(TYPEFACES)	<i>Tarzana and Sentinel</i>
(PALETTE)	
(KEYWORDS)	<i>Neurochemicals, Mental health, Self-help textbook</i>

Get happy with me.





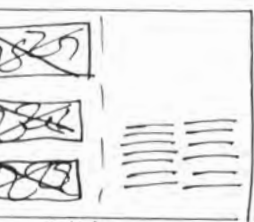




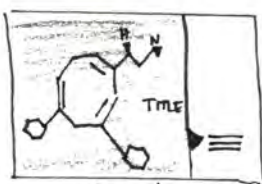
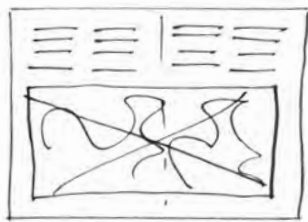
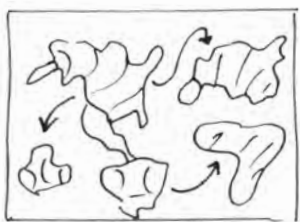
w/ # in negative



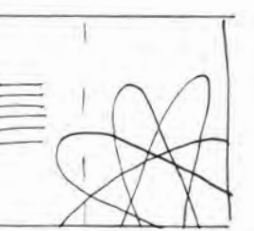
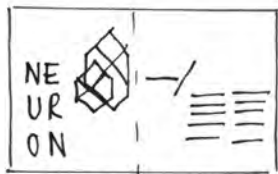
Bold, Minimalist. For designers. Modern



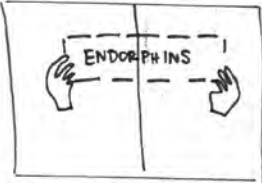
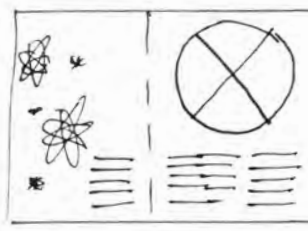
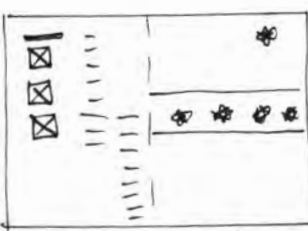
r adults)



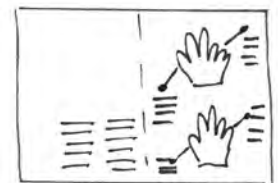
Geometric/Chemistry: B & W Based,



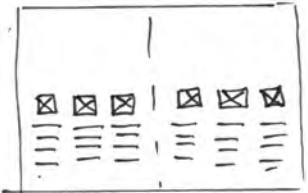
askew OR missing -> missing link



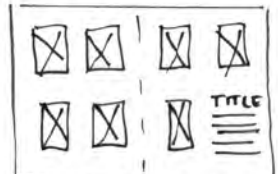
Minimalistic Hands. Simple Explanation of use of clean sans serif & simplistic



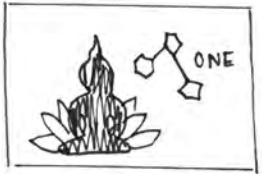
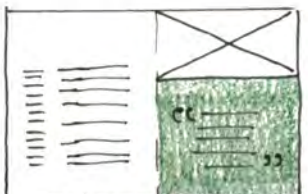
peo) human effects in a simple way
-> Otto Neurath (Austrian)



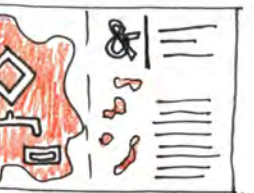
Neurochemical/Happiness Book for Mental
BRIGHT COLORS & VIVID PHOTOGR
YELLOW Transmitters as character



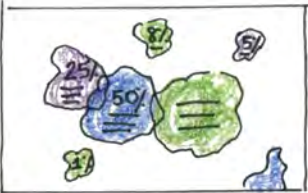
red quotes: focus on letterforms & bold colors
te, Bolded sans-serif



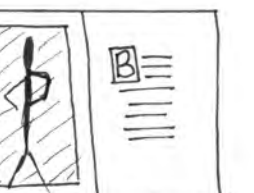
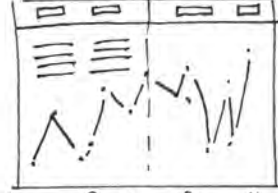
Zen chemistry of Happiness. Chemical
tenets of both disciplines



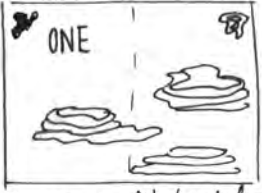
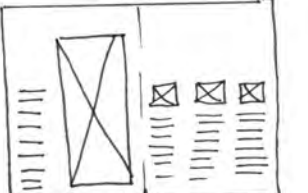
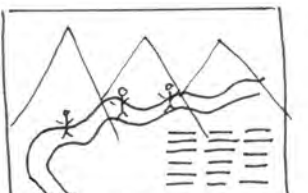
matology as art
hot (red) OR blue -> red spectrum change throughout page



Topography: a science book for those
Fashion/clothing/photography. Clothes
Study in textures/quilting/



people affected by El Niño all over the world
geographic variety of la National Geographic. Photo-heavy.

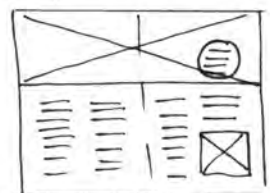
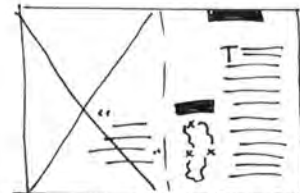
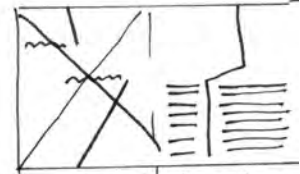
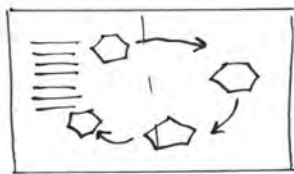


Paper Craft/Modeling to show relief ma
Blend cardstock & cardboard for mo



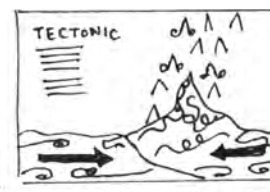
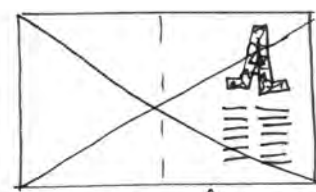


Personal Take on Topography: Wildlife Journal-esque w/ cute handsketches à la Charles Darwin; Moleskin style; maps & traditionalists, old photographs & stamps, taped-in badges



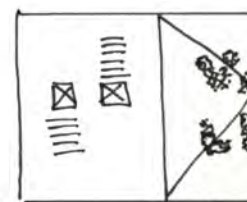
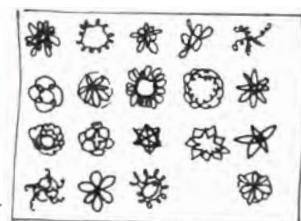
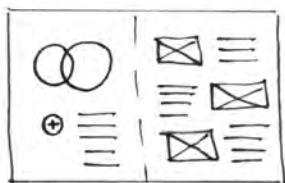
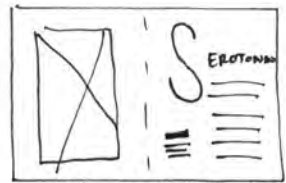
Graphics-heavy. For visual teacher

National Geographic / photojournalistic meets PEI catalog landscapes: terrain & topography for photography



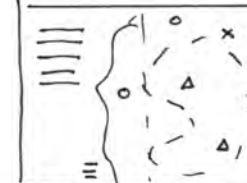
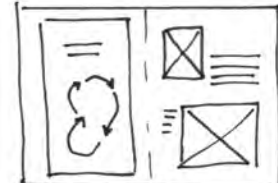
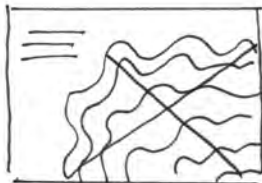
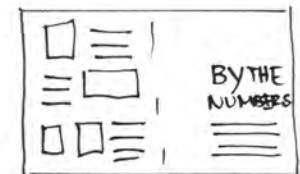
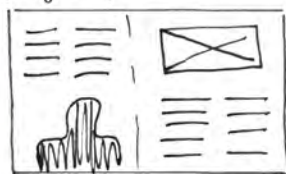
Neurochemicals diagrams

Paper Quilling: juxtaposition of macro & micro megal Topography for crafters / the art-inclined. Mix quilling w/



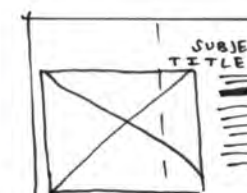
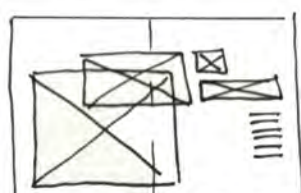
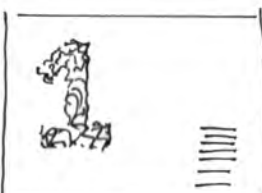
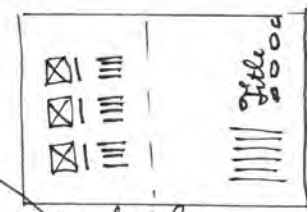
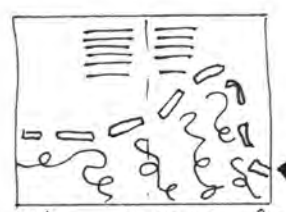
Health Patients: TIPS? copy / use of slab serifs / graphic-heavy

Minimalist flow chart



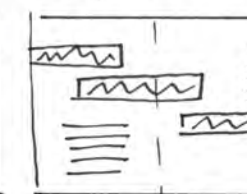
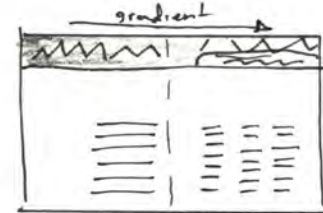
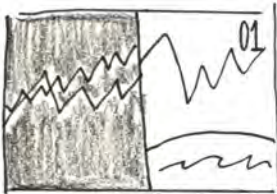
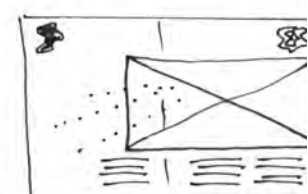
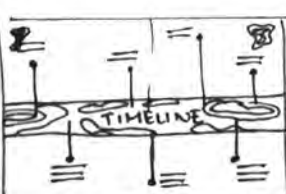
Science book for Buddhists joining

Topography Book for hikers: the importance of it, in the style of a travel guide / survival guide



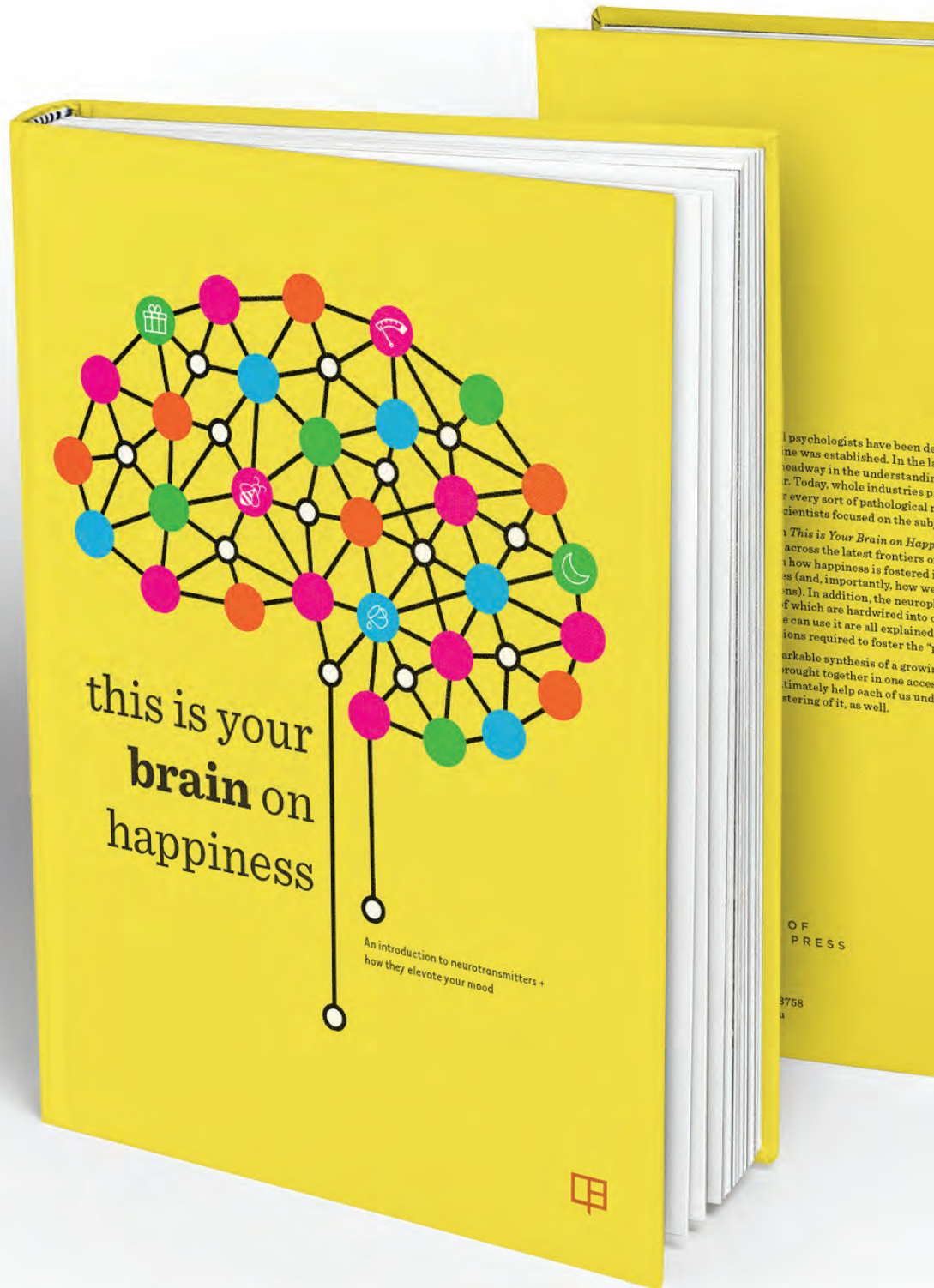
w/ a passion for the sartorial. arranged to show relief. Book itself is sewn? Macro stitches

Exploring type via topography: for designers & typographers use of translucent overlays (printed); type pattern



tips: An Art piece, for artists & architects? use of a maker's feel (models) -> use of law

B&W: Graphical part mixed w/ scenic B&W photos book made to explore topography for those who are



psychologists have been de
ne was established. In the la
leadway in the understandi
r. Today, whole industries p
every sort of pathological
scientists focused on the sub

This is Your Brain on Happ
across the latest frontiers o
how happiness is fostered i
s (and, importantly, how we
ns). In addition, the neuro
f which are hardwired into
e can use it are all explained
ions required to foster the "i

arkable synthesis of a growin
rought together in one acces
timately help each of us und
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...aling with miserable feelings since their
 ...st 30 years, neuroscientists have made
 ...g of the sources of anger, depression,
 ...profit from this knowledge—producing
 ...mood disturbance. But until recently, few
 ...ject of happiness.

...iness, researchers and scientists range
 ...f neuroscience and neuropsychology to
 ...n our brains and what biological purpose
 ...can control our negative feelings and
 ...physiology of our passions (the elementary
 ...ur brains), the power of consciousness, and
 ...In a final section, the book explores the
 ...pursuit of happiness."

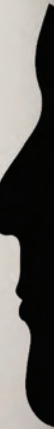
...ng body of research that has not heretofore
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 ...erstand our own quest for happiness—and

this is your brain on happiness



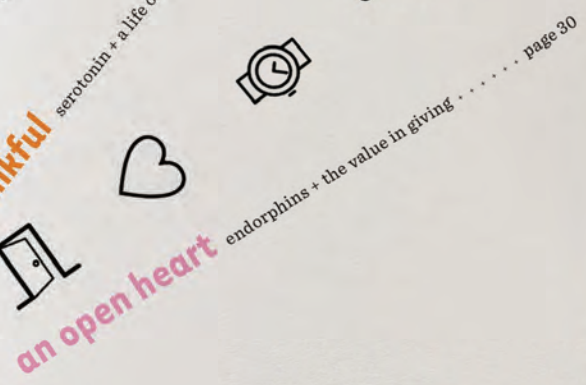
“Most folks are
about as happy
as they make up
their minds to be.”

—Abraham Lincoln





page 6



Page 14

page 22

page 30

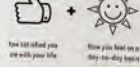
happy, huh?

What an important thought! People have questioned this question for centuries, but only recently have answers begun to emerge. In the 1970s, before I got into what the science has to say about it, it is important to think about who happiness is.

So, what IS happiness? The research suggests that happiness is a combination of three essential pieces: your life (the overall functioning of your work) and how good you feel on a day-to-day basis. Both of these are relatively stable. One is not likely to change overnight, and the other is generally determined by your personality, environment, and genetics. The good news is, with consistent effort, you can be better. Think of it like a muscle: if you use it, you get it. If you don't use it, it atrophies. So, if you want to be happy, you need to work on it. It's not about luck or fate; it's about what you do. If you want to be happy, you need to work on it. It's not about luck or fate; it's about what you do.

In other words, you have the ability to control how you feel, and with consistent practice you can make it last. Happiness is a skill, not a state.

that happiness is a combination of:



How often you are with your life + How you feel on a day-to-day basis



And, contrary to popular belief, we get used to our circumstances over time.



Image 101

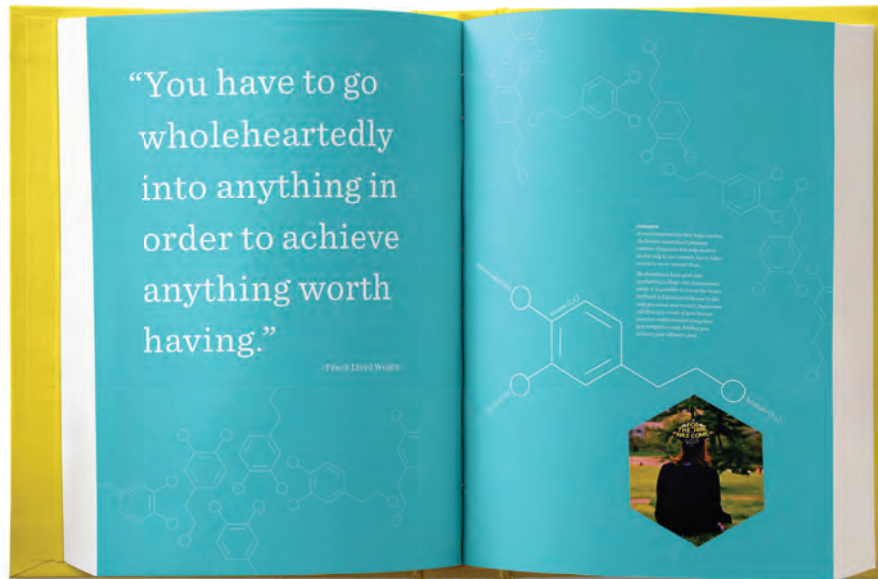


“The soul always knows what to do to heal itself. The challenge is the ability to silence the mind.”

—Carolyn Myers

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this is your brain on happiness: an introduction to neurotransmitters • how they elevate your mood

thankful: serotonin • a life of gratitude

35/56

thankful.

KEY TAKEAWAY
Have your perspective. Acknowledge the little blessings. Be specific. Think outside the box.

REFLECT
Use a gratitude journal daily. Create a gratitude jar. Review each morning.

WRITE
Write thank you notes. Make gratitude social. Be intentional specific.

TAKE ACTION
Share gratitude. Practice acts of service. Give your time. Help without being asked.

Gratitude is a thankful appreciation for what an individual receives, whether tangible or intangible. With gratitude, people acknowledge the goodness in their lives. In the process, people usually recognize that the source of that goodness lies at least partially outside themselves. As a result, gratitude also helps people connect to something larger than themselves as individuals—whether it be to other people, Mother Nature, or a higher power.

In positive psychology research, gratitude is strongly and consistently associated with greater happiness. Gratitude helps people feel more positive emotions, relish good experiences, improve their health, deal with adversity, and build strong relationships.

People feel and express gratitude in multiple ways. They can apply it to the past (retrieving positive memories and being thankful for elements of childhood or past blessings), the present (not taking good fortune for granted as it comes), and the future (maintaining a hopeful and optimistic attitude). Regardless of the inherent or current level of someone's gratitude, it's a quality that individuals can successfully cultivate further to generate happiness in their lives.

Two psychologists, Dr. Robert A. Emmons of the University of California, Davis, and Dr. Michael E. McCullough of the University of Miami, have conducted multiple studies on gratitude, including asking participants to write a few sentences each week, focusing on particular topics and recording the results.

One group wrote about things they were grateful for that had occurred during the week. A second group wrote about daily irritations or things that had displeased them, and the third wrote about events that had affected them (with no emphasis on them being positive or negative). After ten weeks, those who wrote about gratitude were more optimistic and felt better about their lives. Surprisingly, they also exercised more and had fewer visits to physicians than those who focused on sources of aggravation, to the surprise of many.

Other studies have looked at how gratitude can improve relationships. For example, a study of couples found that individuals who took time to express gratitude for his or her partner not only felt more positive toward the other person but also felt more comfortable expressing concerns about their relationship.

Gratitude is a way for people to appreciate what they have instead of always reaching for something new in the hopes it will make them happier, or thinking they can't feel satisfied until every physical and material need is met. Gratitude helps people refocus on what they have instead of what they lack. And, although it may feel contrived at first, this mental state grows stronger with use and practice.

“Be thankful for what you have. If you concentrate on what you do not have, you will never have enough.”

—Oprah Winfrey



an attitude of gratitude

Today we have a range of impressive benefits to be gained from an attitude of gratitude. In fact, it's been shown to be one of the most powerful positive emotions to help restore you. The one caveat usually looks like this: "Gratitude has no cost."

Don't just go through the motions. Don't receive the numerous benefits by becoming happy and being grateful.

Go for deeper love benefits. Gratitude is a powerful emotion in participating in the world you're grateful for. It's not just about the things that are good in your life.

Get personal! Gratitude is a powerful emotion to help you get grateful for the things that are good in your life. It's not just about the things that are good in your life.

By subtraction, not just addition. Reflect on what you're grateful for but without getting too caught up in what you're grateful for. Don't lose things for granted.

Lower purposes. The meaning comes from what you're grateful for. It's not just about the things that are good in your life.

Don't overdo it. Gratitude is a powerful emotion to help you get grateful for the things that are good in your life.



SELECTED WORKS BY JAZMINE DAZ



What Happens When We Gratitude: An Introduction to Gratitude - The Big Questions



an open heart

Small acts of kindness are everywhere. There's been enough to make major headlines. There's been enough to make you smile. There's been enough to make you feel like a good person. There's been enough to make you feel like a good person. There's been enough to make you feel like a good person.

It's no surprise that, in 2010, Harvard Business School surveyed 100,000 people and found that people who are grateful are more likely to be successful in their careers. Gratitude is a powerful emotion to help you get grateful for the things that are good in your life.

Is there a thing that's really made you feel like a good person? It's not just about the things that are good in your life. It's about the things that are good in your life.

Gratitude is a powerful emotion to help you get grateful for the things that are good in your life. It's not just about the things that are good in your life. It's about the things that are good in your life.



are you
happy?

yes

no

change
something.

do you want
to be happy?

yes

keep doing
whatever
you're doing.

no

(in case of emergency)

**** **

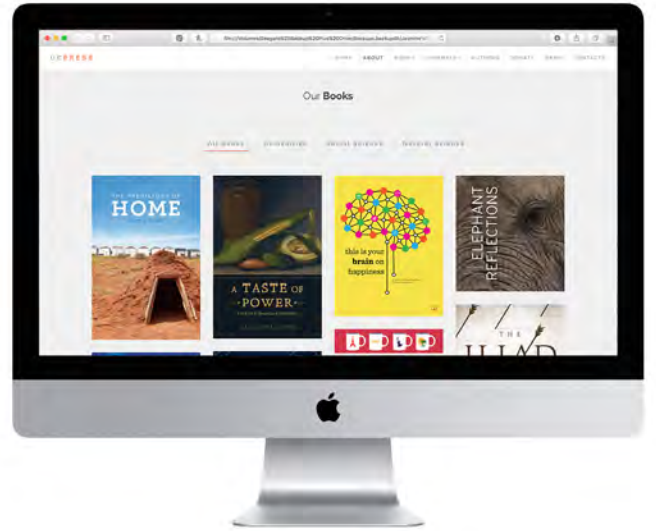
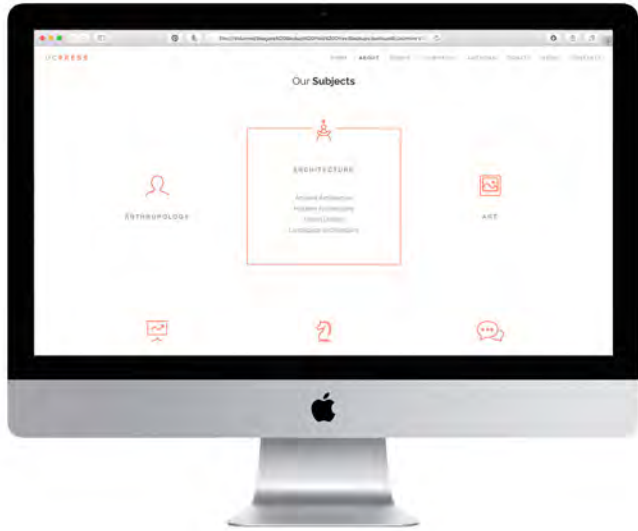
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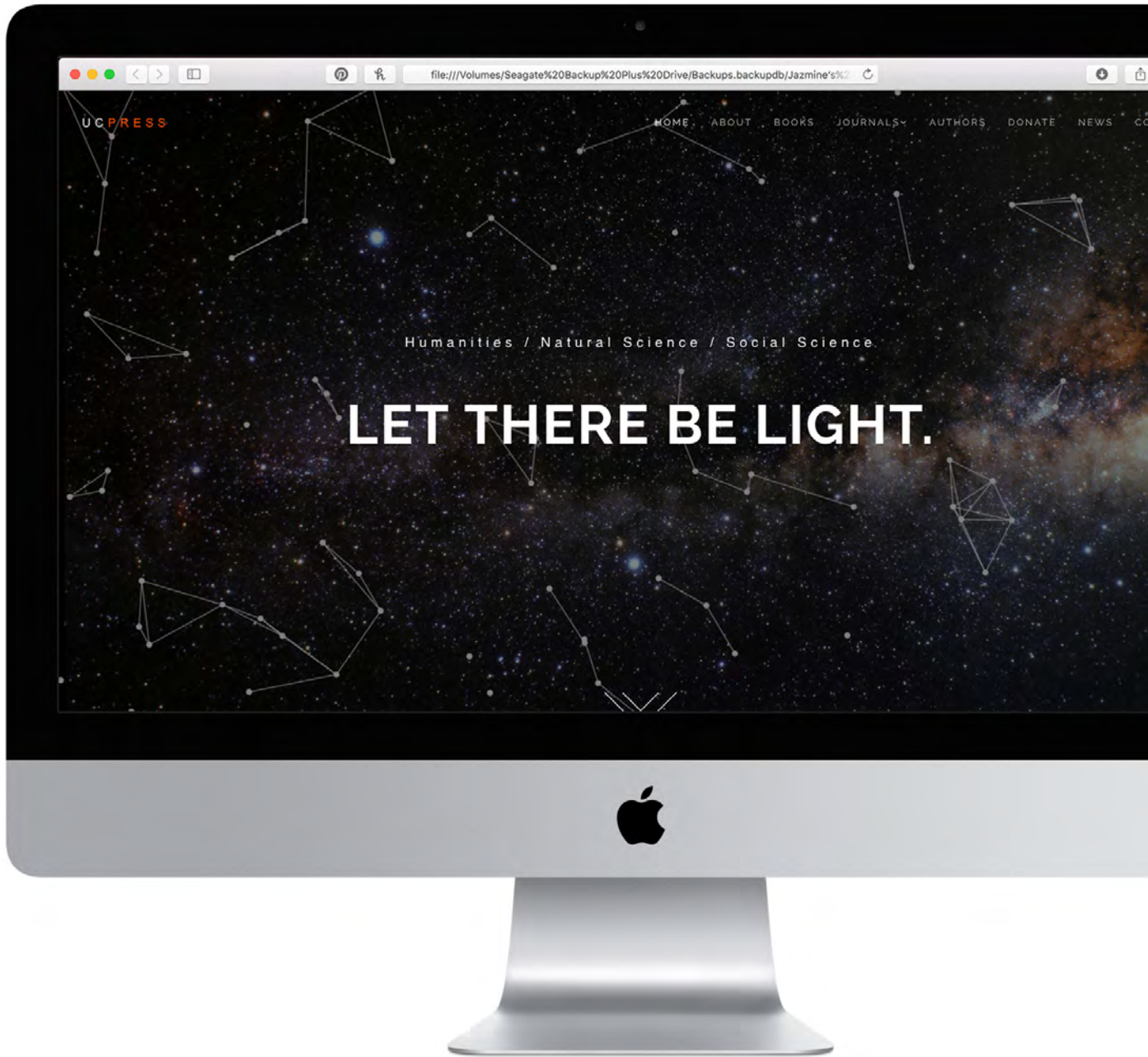
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The grotesque, promoting a typeface

05/05

(OBJECTIVE)

Specimen books were once an essential part of the print industry. They are far less common today, with foundries putting their effort into well-designed websites to showcase their typefaces instead. Still, there is something to be said for seeing type in its natural habitat—paper. I was tasked with going old school and creating a specimen book for a typeface of my choosing.

(SOLUTION)

I chose Akzidenz Grotesk because I have a soft spot for underrated classics. When I learned that AG was made around the same time that the x-ray machine was invented, I knew that a marriage between these two cutting-edge creations was meant to be.

(TAKEAWAY)

Graphic designers are notorious for being proud type snobs, but at this point in my schooling, I hadn't quite grasped how much of a typophile I was going to become. I was already a history nerd though, so the opportunity to learn the backstory of a typeface was the perfect assignment for me. Despite its cult-like following, Helvetica doesn't measure up to its predecessor, in my humble opinion. Akzidenz Grotesk is so clean at first glance, but if you look close enough you can find these playful quirks that are just so endearing to me.

Project 5 Stats

(PROJECT) *Type Specimen Book*

(COURSE) *Type Composition*

(YEAR) *Spring 2013*

(INSTRUCTOR) *David Hake*

(DISCIPLINES) *Print design*

(TYPEFACES) *Akzidenz Grotesk*

(PALETTE) 

(KEYWORDS) *Swiss style, Turn of the 20th century, Typophile*

Nerd out with me.

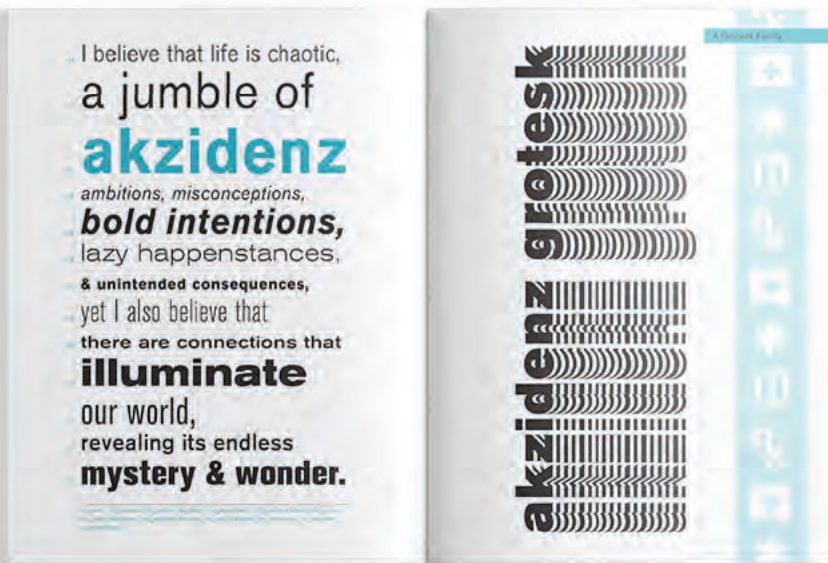
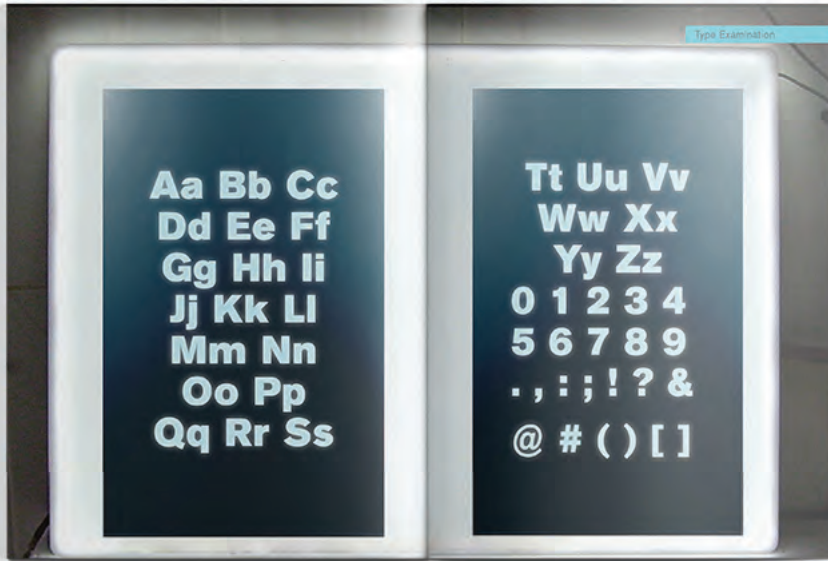


THE LONE. THE STRANGE. THE GROTESK.

PRESENTING AKZIDENZ GROTESK, BY MONOTYPE







03 akzid

04 *ambitions, misconce*

05 ***bold inten***

06 lazy happens

07 **& unintended conseq**

08 yet I also believe th

09 **there are connec**

illumina







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A Grotesk Family

Tools of the Typeface

Ligatures, Oldstyle figures,
 typographical & Intellectual
 Property symbols, Western
 European lowercase glyphs,
 Western European upper-
 case glyphs, mathematical
 symbols, inverted punc-
 tuation marks, fractions,
 scientific notational figures,
 & currency symbols.

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Colophon

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SCHOOL Academy of Art University, School of Graphic Design & Digital Media, San Francisco

COURSE MA Portfolio

PROFESSOR Mary Scott

DESIGN Jazmine Diaz

TYPEFACES Kepler and Grota Sans

SOFTWARE Adobe Creative Suite

PHOTOGRAPHY Jamie Anderson, Chris Goodwin, Jennifer Koskinen, Maarja Kotkas, Jacques Boyer, Jazmine Diaz

PRINTING AND BINDING Imagink Printing and Bindery

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