



Gateway Science Museum – Banners

A collaborative project, where I worked with the Creative Director of the University to create the on-site outdoor advertising for the Gateway Science Museum. Utilizing high quality imagery along

with motivational action verbs, we create a simple yet effective system that will spark interest and attract a wide audience. The imagery and words play with the viewer, inviting viewers

to find out more. The bright colored banners also serve as a great landmark, allowing patrons to find the entrance to the museum with ease.



Gateway Science Museum – Bookmarks

Along with the large scale banners outside the museum, we created bookmarks that utilized the same imagery. Displayed throughout local shops and businesses, the bookmarks served

their purpose as well as provided readers with a map and the contact information for the museum.



GATEWAY SCIENCE MUSEUM PRESENTS

MICROBES

INVISIBLE INVADERS... AMAZING ALLIES!

Investigate the mysterious universe of microscopic organisms—from those that sustain life on Earth to those that threaten our health and even our existence.

FEBRUARY 12 - MAY 30, 2011

GATEWAY SCIENCE MUSEUM
CALIFORNIA STATE UNIVERSITY, CHICO

625 ESPLANADE • CHICO
HOURS: WED-FRI: NOON-5 PM AND SAT/SUN: 10 AM-5 PM
ADMISSION: MEMBERS: FREE • ADULTS: \$5 • CHILDREN: \$3
www.gatewayscience.org

MADE POSSIBLE BY IN COLLABORATION WITH THE NATIONAL INSTITUTES OF HEALTH

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Gateway Science Museum
625 Esplanade
Chico, CA 95929 • 530.893.0545

MUSEUM MEMBERS:
COME TO OUR FIRST ANNIVERSARY CELEBRATION ON FEBRUARY 23, SHOW YOUR MEMBERSHIP CARD AND RECEIVE A FREE GIFT!

Take an interactive journey through the hidden world with "Microbes: Invisible Invaders... Amazing Allies."
The exhibit reveals what microbes are (bacteria, viruses, fungi and protozoa—"germs" to most people), explores a history of infectious diseases and shows how researchers and individuals fight infection worldwide. Kid-friendly technology highlights hands-on activities. In addition to interactive displays featuring virtual reality and 3-D animation, theatrical sets and special effects bring microbes to life.

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GATEWAY SCIENCE MUSEUM PRESENTS:

MUSEUM WITHOUT WALLS SPRING 2011 LECTURE SERIES

MICROBES ON EXTREME MISSIONS

APRIL 6
Small Things Considered
Microbes: The Good Without the Bad and Ugly
Larry Hanne, CSU, Chico

APRIL 13
Mud, Germs, and Steam:
The Microbes of Boiling Springs Lake, Lassen
Volcanic National Park
Gordon Wolfe, CSU, Chico

APRIL 20
From Microbes to Penguins, Seals, and Whales - Antarctica, The White Continent
Patricia Edelmann, CSU, Chico

APRIL 27
Microbes and the Wastewater Treatment Plant: An Unusual Partnership?
Marc Sulik and Debbie Stolp,
Wastewater Treatment Plant, City of Chico

PROGRAMS ARE WEDNESDAY EVENINGS AT 7:30 PM AT CHICO AREA RECREATION DISTRICT (CARD) CENTER 545 VALLOMBROSA AVE, CHICO

SPONSORS:
Ehlers Medical Center • Tri Counties Bank • Northern California Arrhythmia Center
Marcia Moore, M.D. • Randall D. Reed, M.D. and Linda Davis-Reed, M.D.
Gary and Judy Sitton • Price & Brown Attorneys at Law • Joan Stewart

Donation of \$3 per adult is requested.
Students with ID are free.
Question and answer period will follow each program.
For more information, visit www.gatewayscience.org

GATEWAY SCIENCE MUSEUM
CALIFORNIA STATE UNIVERSITY, CHICO

The Gateway Science Museum – Print Advertising

In preparation for the new Spring exhibit at the Gateway Science Museum, I created a versatile design system for banners, posters, and postcards to advertise the microbe exhibit. The design

has a hand made feel, emulating a style inspired by horror, science fiction posters of the 1950's. By using silhouettes the advertisements target a wider demographic. For the lecture series,

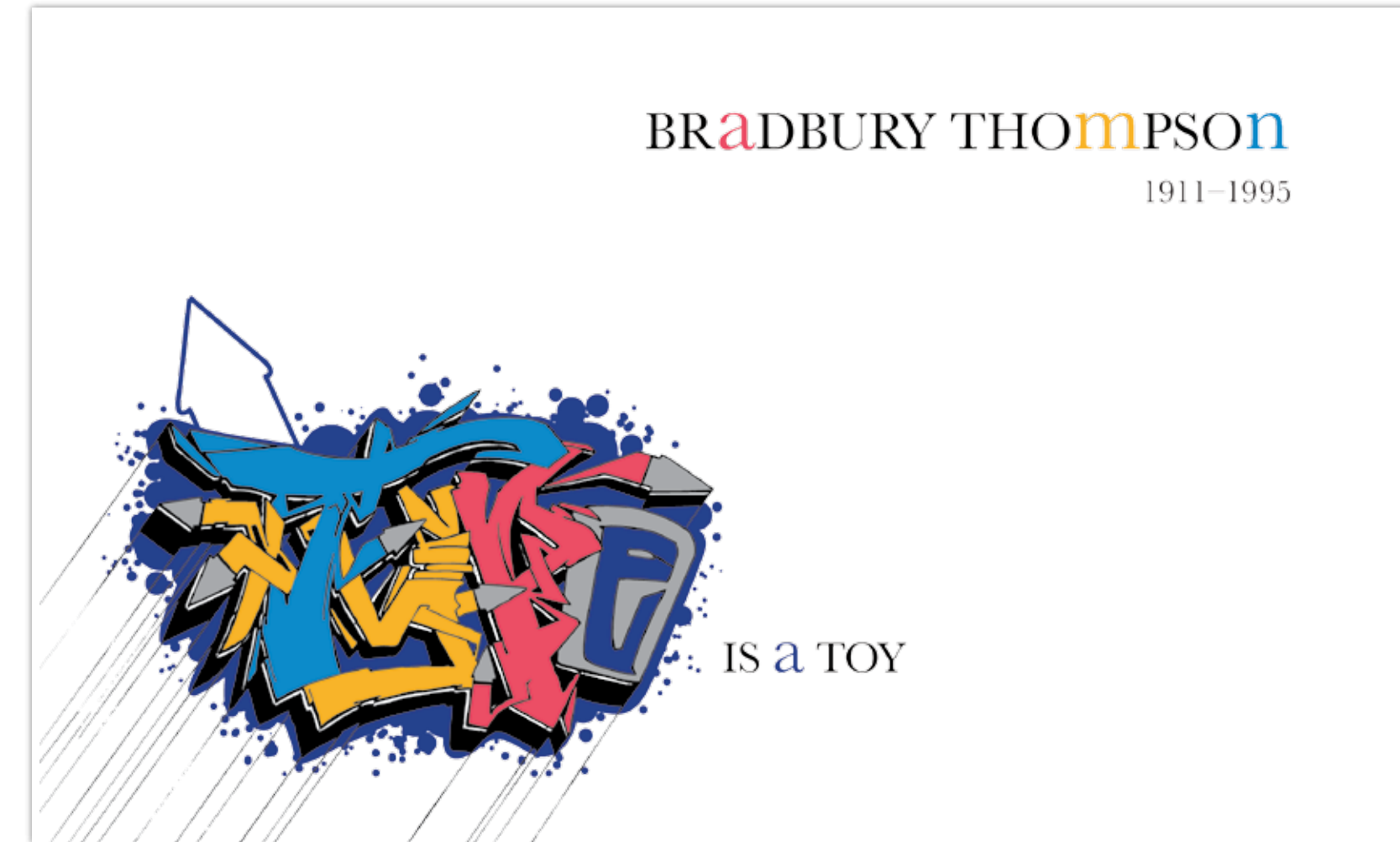
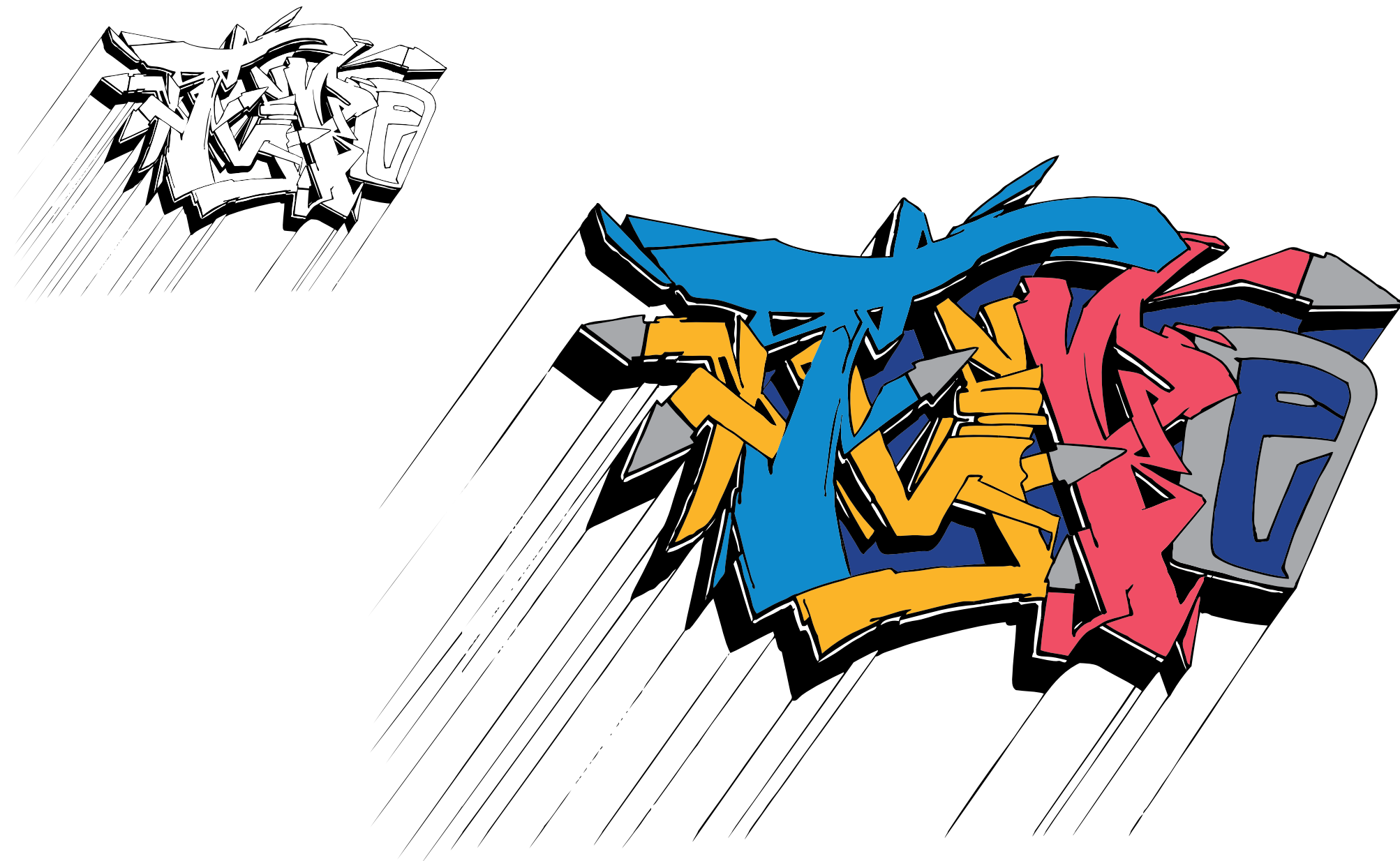
Museum Without Walls, I created a fun play on words with a microbus and included some science fiction abstract imagery to spark interest.



West Fresh – Packaging

A brussels sprouts packaging design for West Fresh produce company based in Salinas, California. I created a vector illustration using only three process colors, compatible with the

limitations of printing on corrugated material. The design depicts a scene on the Pacific coastline, where West Fresh grows much of their brussels sprouts crop.



Bradbury Thompson Homage – Typography Poster

Through this project, I was influenced by Thompson's work for Wesvaco Inspirations. As a graphic designer, he worked on a very tight budget and employed type as a form of illustration. Through

out various sketches and mock-ups he used type as a toy, the message I convey in this poster design. Using modern graffiti to form a connection with the present, imitating Thompson's

Alphabet 26 typeface, and using colors inspired by the four color printing process employed through out Wesvaco spreads, I create an homage to a typographical designer.



Big Nut – Packaging

A self initiated packaging project for fictitious company Bignut. The design has a nostalgic feel but caters to today's modern style with its geometric design. The large typeface will be sure to grab

interest at point of purchase stands; in addition, the color palette changes to match each candy bar varietal.



think again.

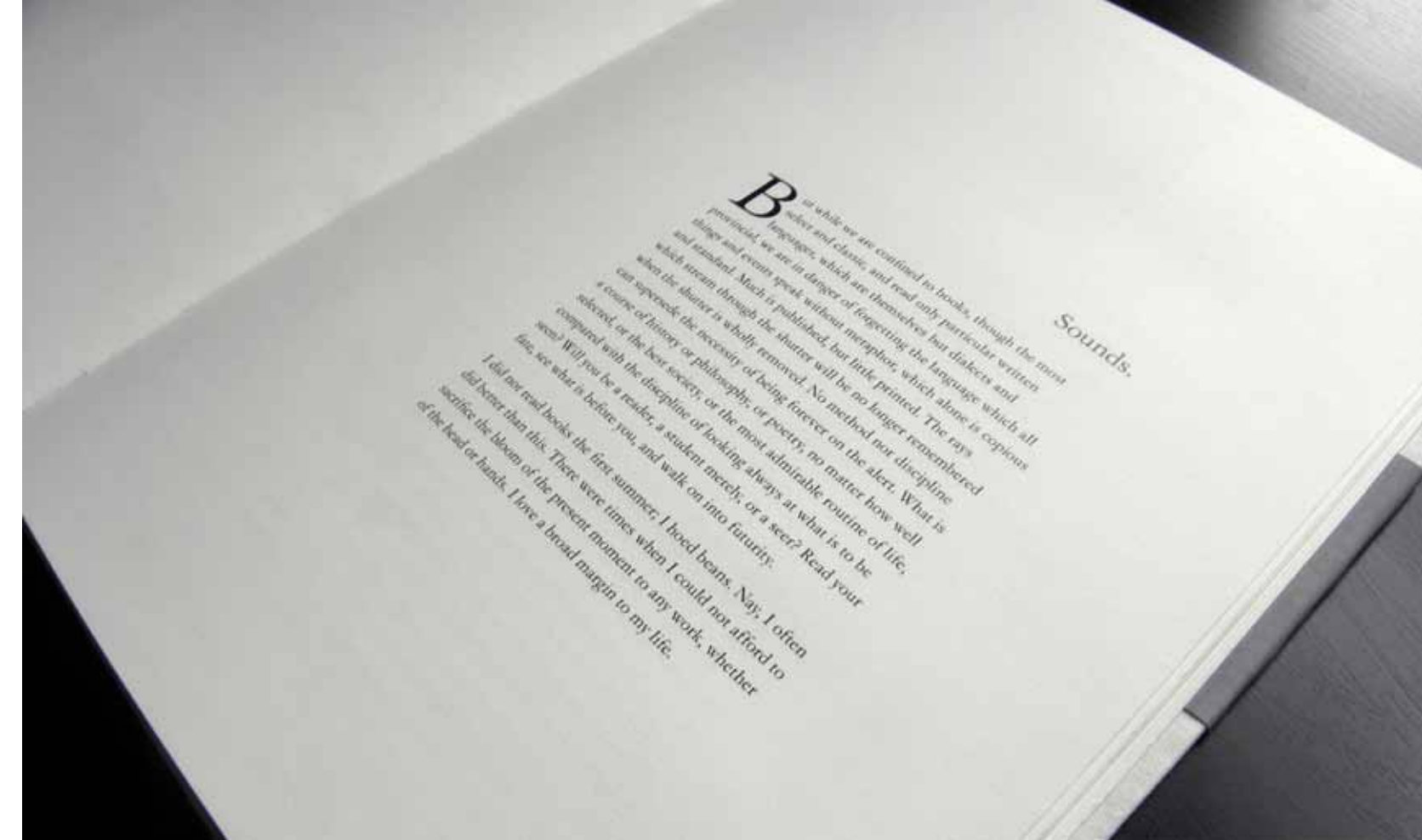


NSAC – Advertising Campaign

Sponsored by the American Advertising Federation, the National Student Advertising Competition challenged our advertising team to design a campaign for J.C. Penney targeting women 25 to 34.

As one of the lead graphic designers on our team, I had a large role in the design of our advertising plans book as well as formulating and designing various advertisements, such as this eye catching

billboard and the think again branding. Our advertising team won first place at the regional level and placed ninth at nationals.



Sounds – Publication Design

This book was designed using the Sounds chapter from Henry David Thoreau's novel *Walden*. I translated select passages into French to represent the sounds that surrounded my bilingual

upbringing and compare them to the sounds Thoreau wrote of in *Walden*. The illustrations, phonic explanations, along with the typography were designed to resonate with each other and the

reader. The book was handwoven, stitched, and bound with a white canvas to reflect the solitude expressed in the novel.

