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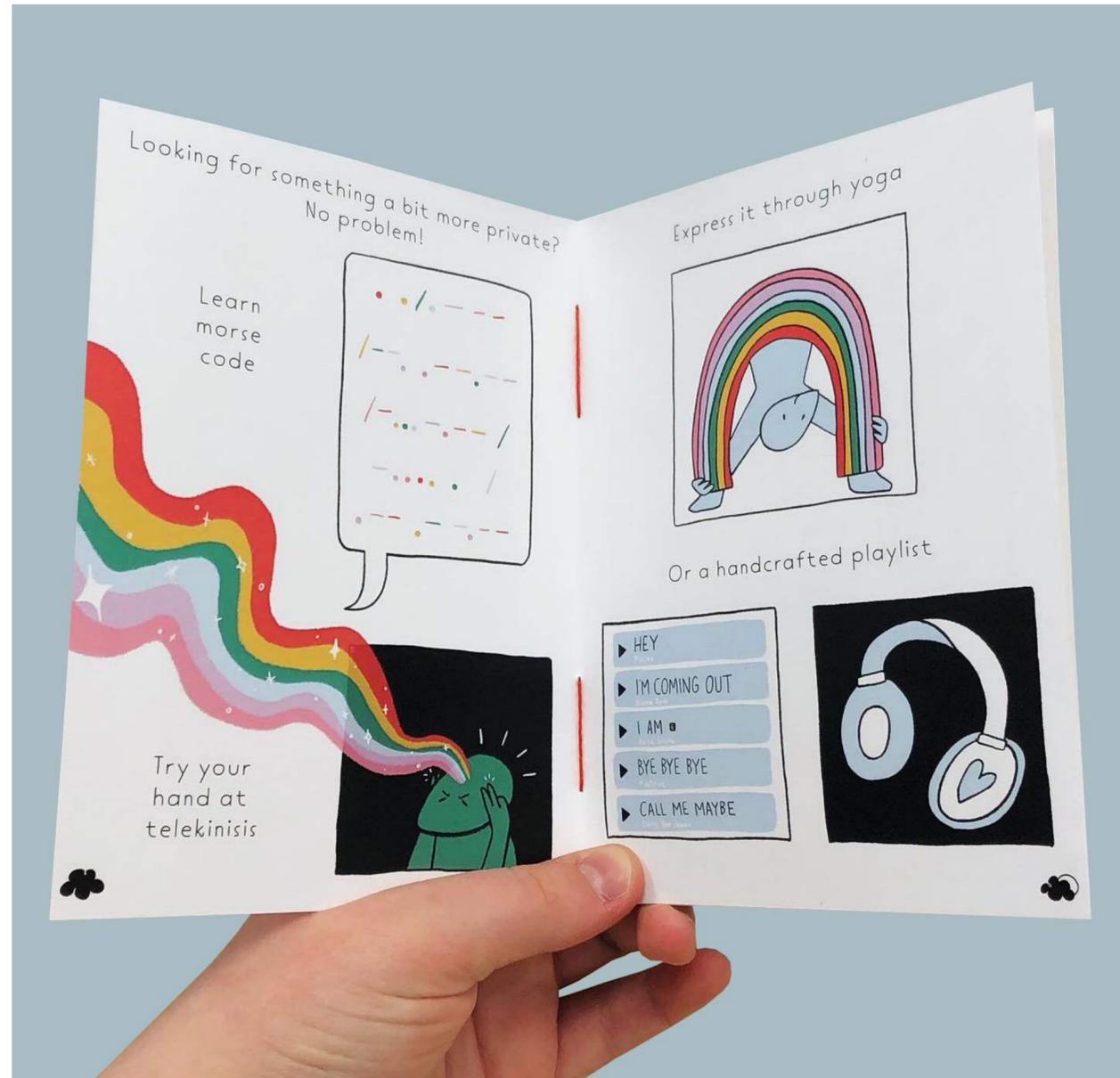
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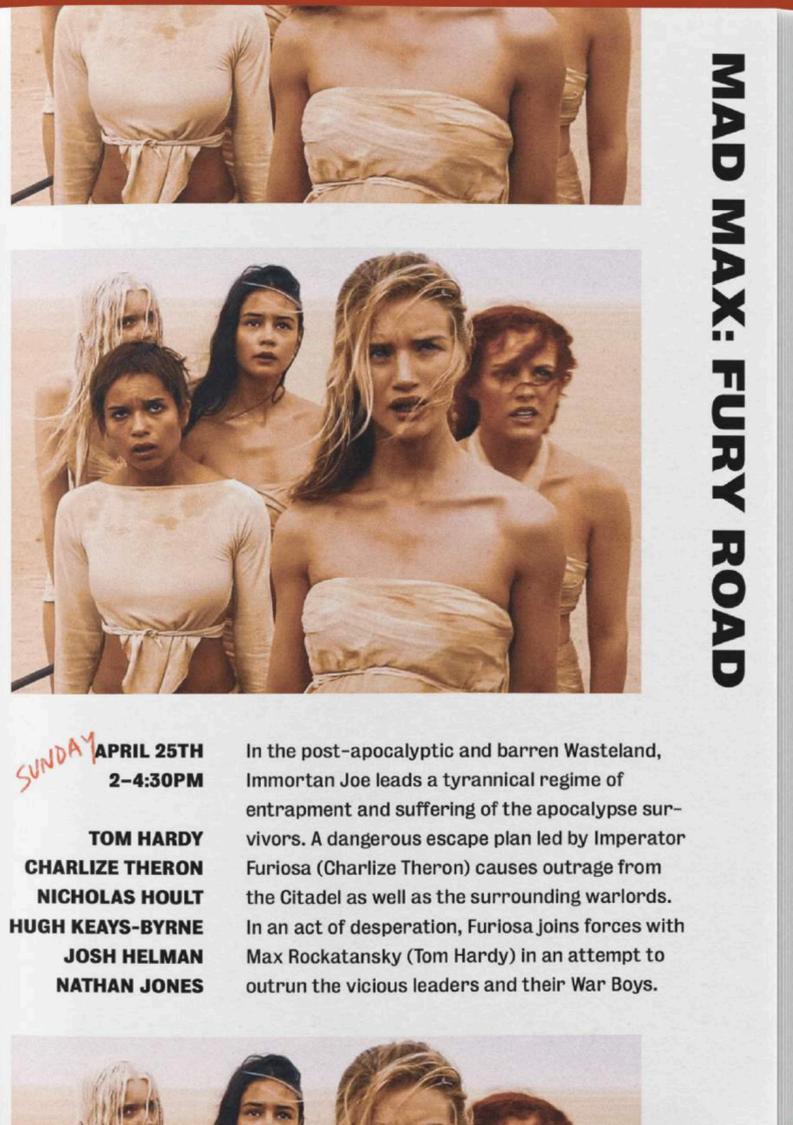
# COMING OUT BOOKLET

*DES 224, Chris North*

This booklet takes a lighthearted humorous approach to the journey of coming out. With playful illustrations and inviting design, it appeals to queer readers and allies alike. Includes a coming out card as well as a button and sticker.







# 2

## MAD MAX FILM FEST

*DES 254, Precious Bugarin*

This catalog takes an editorial look at the *Mad Max* franchise in a film festival format. The program balances the beauty and chaos featured in the movies by combining gritty pencil textures with clean defined type. Created for lifelong fans, movie buffs, and newbies alike.



**THANK YOU** to our sponsors who made this event possible. Together we were able to collaborate and bring you this amazing celebration of George Miller's greatest masterpieces. With the help of our sponsors, Mad Max: Film Fest is bringing together Mad Max fans, movie buffs, and newbies alike.



**MAD MAX: FILM FEST**  
 APRIL FRIDAY 23RD - SUNDAY 25TH 2021  
 PORTLAND ART MUSEUM  
 WHITSELL AUDITORIUM  
 1255 SW PARK AVE, PORTLAND, OR 97205

Mad Max: Film Fest is a celebration of work by George Miller and the Mad Max franchise. Come along for the ride as we watch the entire Mad Max series, starting from 1979 all the way to 2015. With Mad Max 2 and Mad Max: Fury Road being some of the most influential action movies of all time, it's only fair we give the films the recognition they deserve. Mad Max: Fury Road specifically warrants our praise considering it took over 17 years to create and encountered numerous setbacks, including having to completely change their entire location. We will also be having a special Q&A with Mad Max: Fury Road's former director, George Miller, who will be detailing the intense filming process of such an action-packed movie. A special Q&A with Mad Max: Beyond Thunderdome's director, George Miller, will also be taking place. Mad Max: Beyond Thunderdome is a unique Australian wasteland.

**MAD MAX (1979)**  
 SATURDAY APRIL 24TH 10AM-12:30PM

MEL GIBSON  
 JOANNE SAMUEL  
 HUGH KEAYE-BRYNE  
 STEVE BISLEY  
 TIM BURNS  
 ROGER WARD

The world's oil has all but disappeared and society is suddenly full of violence and chaos. Officer Max Rockatansky (Mel Gibson) joins the Mad Max Patrol to hunt down a deadly fuel thief. However, after a deadly battle, Max and his son are murdered. Max goes after the thief with a new love and the need for retribution.

**ROAD WARRIOR**  
 SATURDAY APRIL 24TH 2-4:30PM

MEL GIBSON  
 BRUCE SPENCE  
 MIKE PRESTON  
 MAX PIPPS  
 VERNON WELLS  
 KJELL NILSSON

Spending countless days driving the highways of a post-apocalyptic Australia, Max (Mel Gibson) must defend himself from violent nomadic tribes. He then finds himself in a seemingly peaceful group of nomads run by Pappalardo (Mike Preston). An initial plan of stealing oil and resources is quickly changed to defending the group against the other nomads (Kjell Nilsson) and his accomplices.

**MAD MAX: FURY ROAD**  
 SUNDAY APRIL 25TH 10AM-12:30PM

In the post-apocalyptic and barren Wasteland, Immortan Joe leads a tyrannical regime of entertainment and suffering of the apocalypse survivors. A dangerous escape plan led by Imperator Furiosa (Charize Theron) causes outrage from Citadel as well as the surrounding warlords. In a bid for survival, Furiosa joins forces with Max (Tom Hardy) in an attempt to escape the vicious madmen and their War-Bots.

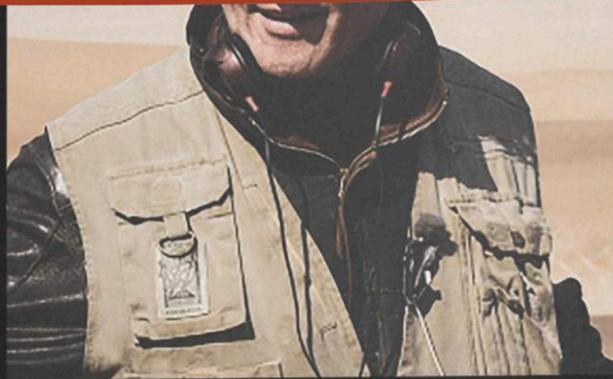
**SCHEDULE**

FRIDAY APRIL 23RD, 7-10:00PM PORTLAND ART MUSEUM, EVAN H. ROBERTS SCULPTURE MALL  
 Opening Party

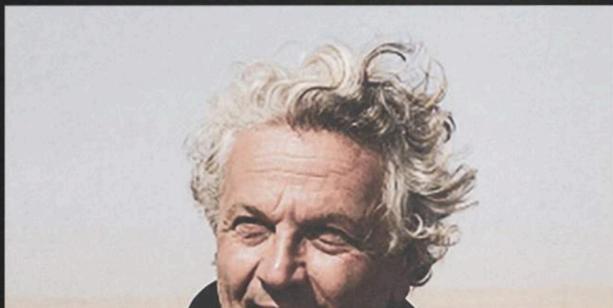
SATURDAY APRIL 24TH WHITSELL AUDITORIUM  
 10am-12:30pm, Mad Max  
 2-4:30pm, Mad Max 2: The Road Warrior  
 7-10pm, Mad Max: Beyond Thunderdome

SUNDAY APRIL 25TH WHITSELL AUDITORIUM  
 10am-12:30pm, Mad Max: Fury Road

Thank you to our sponsors who made this event possible. Together we were able to collaborate and bring you this amazing celebration of George Miller's greatest masterpieces. With the help of our sponsors, Mad Max: Film Fest is bringing together Mad Max fans, movie buffs, and newbies alike.



**GEORGE MILLER** is an Australian born director, producer, screenwriter, and former physician. With a total of 23 Academy Award Nominations, Miller has created blockbuster films such as *The Witches of Eastwick*, *Lorenzo's Oil*, *Happy Feet*, and the entirety of the Mad Max franchise.



APRIL FRIDAY 23RD-  
SUNDAY 25TH 2021

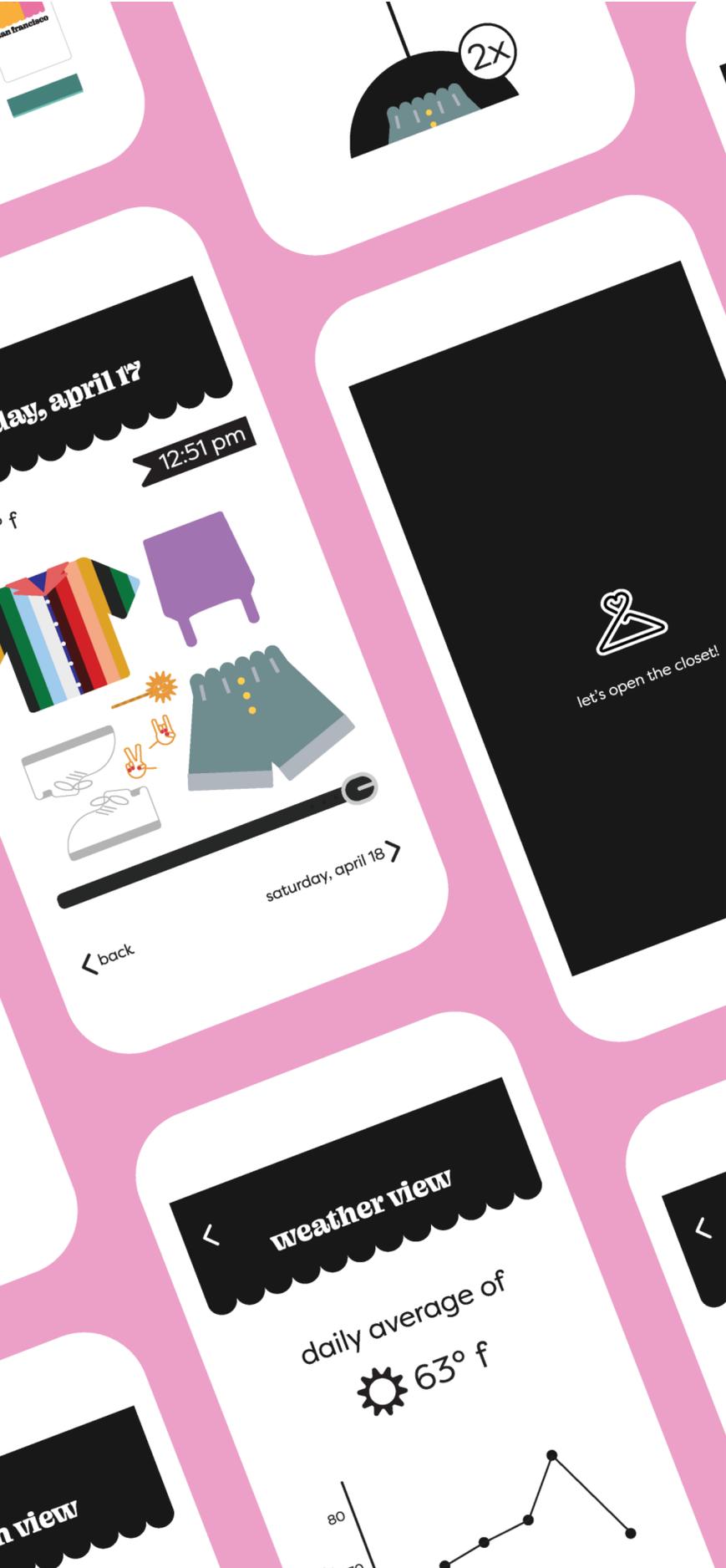
PORTLAND ART MUSEUM,  
WHITSELL AUDITORIUM  
1219 SW PARK AVE,  
PORTLAND, OR 97205

# MAD MAX FILM FEST



Mad Max: Film Fest is a celebration of work by George Miller and the Mad Max franchise. Come along for the ride as we watch the entire Mad Max series, starting from 1979 all the way to 2015. With *Mad Max 2* and *Mad Max: Fury Road* being seen as some of the most influential action movies of all time, it's only fair we give the films the recognition they deserve. *Mad Max: Fury Road* specifically warrants our praise, considering it took over 17 years to create and encountered numerous setbacks, including having to completely change their filming location. We will also be holding a special Q+A with *Mad Max: Fury Road* stunt performer, Ben Smith-Petersen, who will be detailing the intense filming process of such an action-packed movie. Lifelong fans, movie buffs, and newbies alike are all invited to come and enjoy the journey of Max Rockatansky as he navigates through the dystopian Australian wasteland.





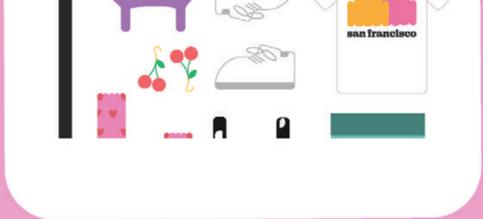
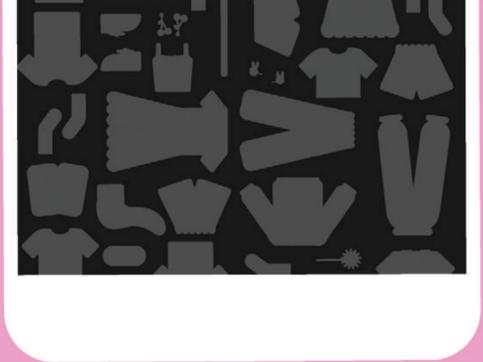
# 3

## CLOSET COMPENDIUM

*DES 255, Robert Franklin*

Closet Compendium, created using Adobe XD, is an app prototype that catalogues and illustrates the data collected from an entire week of outfits. The data is shown through a series of organizational pages as well as user-friendly info-graphics. This app is geared towards the fashion community and those who are interested in behavior tracking.

day worn  
brand



**brand view**

unknown 8/26

**select view**

daily

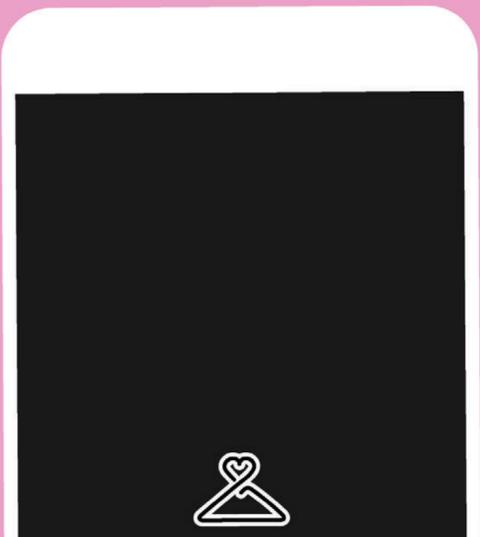
weather

brand

pattern

repeat wears

**repeat wears**



**pattern view**

plaid

**weather view**

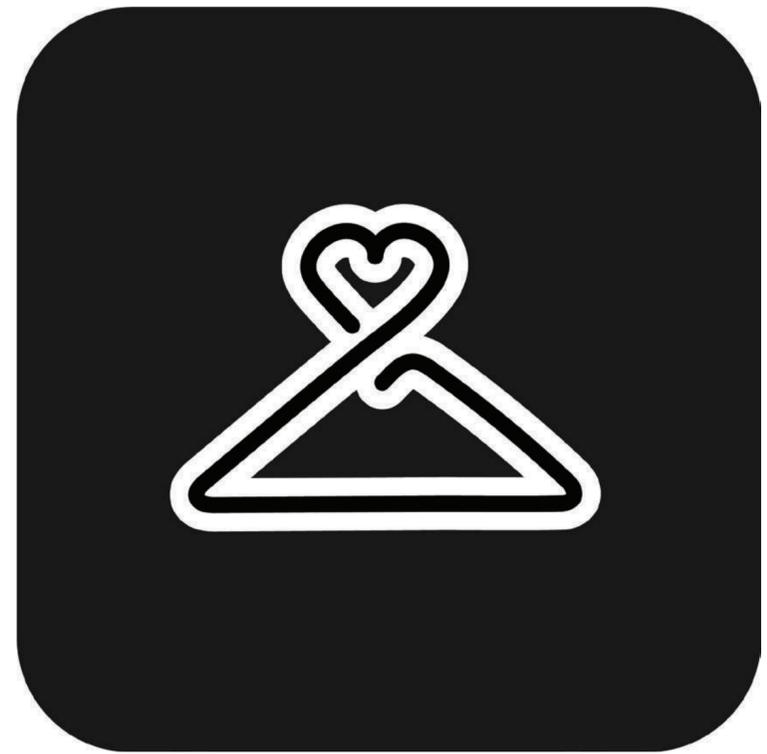
daily average of

63° f

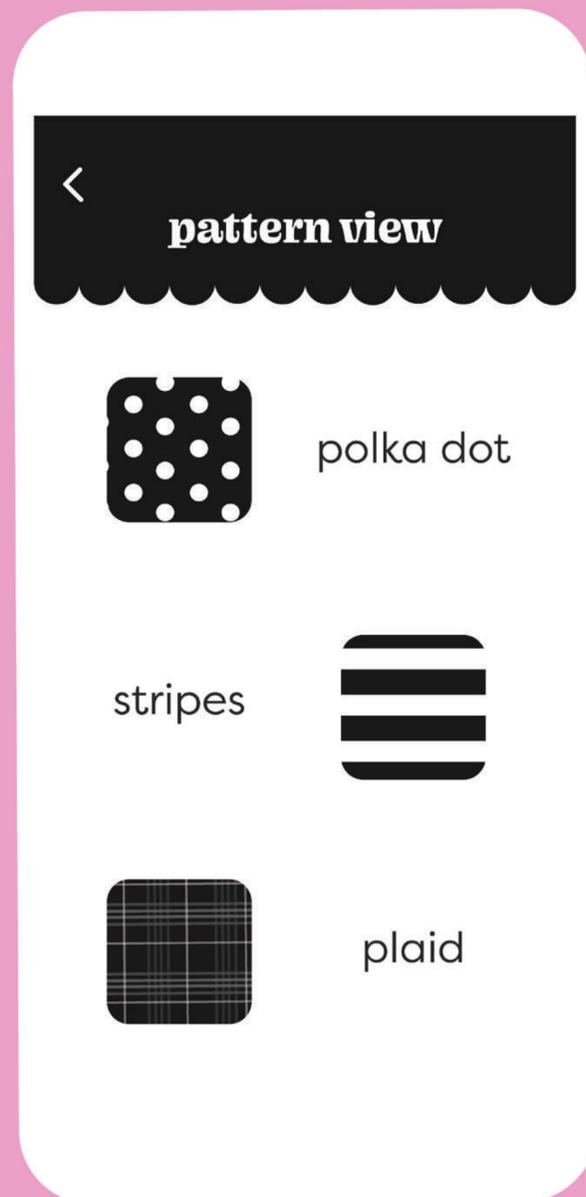
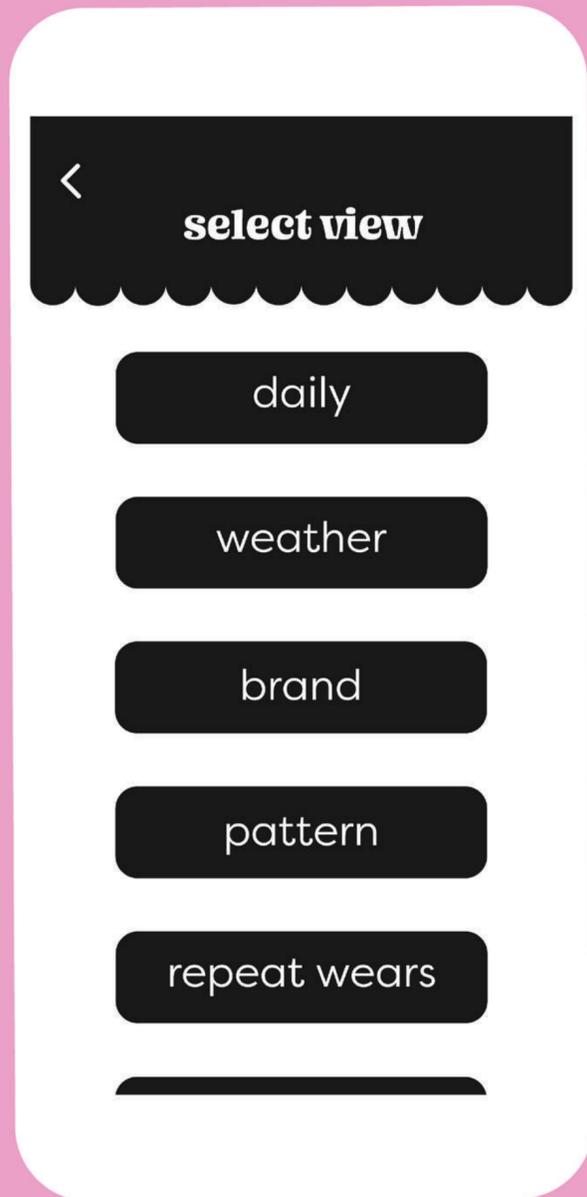
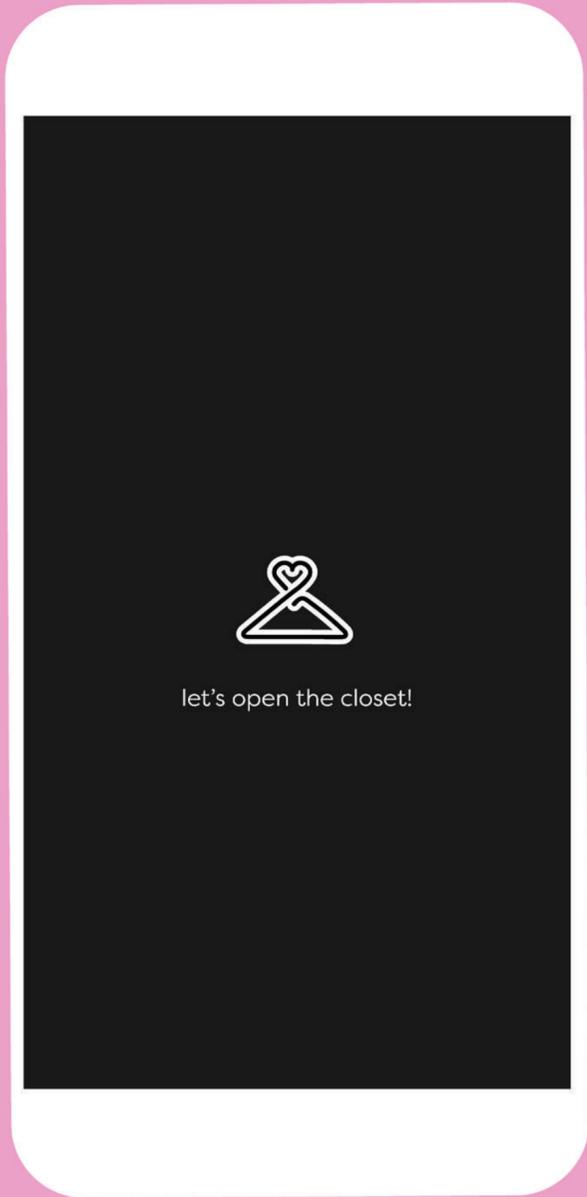
**friday, april 17**

76° f 12:51 pm

back      saturday, april 18



Closet Compendium app logo





# 4

## POLITICAL ANIMALS

*DES 210, Walker Cahall*

A series of twelve cards detailing non-human political figures from around the world. Inspired by historical political campaigns, this serves as an educational activity to learn about some of the lesser known facts of history. Made for the history buff or animal lover.







# 5

## BEYOND AN ACCESSORY

*DES 290, Briar Levitt*

Beyond an Accessory is an annotated bibliography highlighting the importance of the use of buttons in the Gay Liberation Movement. A zine-like format was used to reflect the handmade method used in many of the protest buttons and ephemera. The target audience includes queer individuals as well as designers who are interested in the history of pinbacks.



BEYOND  
AN  
ACCESSORY

## "MY UNICORN IS A LESBIAN, IS YOURS?"

Buttons are a common staple for punk teens and quirky grandmas alike. But are they just a fashion statement? This annotated bibliography explains the importance of the use of buttons in the Gay Liberation Movement, as well as the continued popularity and collecting of queer pinback buttons. Because not only are they an accessory, but a vehicle for change!

CLAIRE MILLER  
2019



per. "LGBTQ Badges  
m." The British Mu-  
017, blog.britishmu-  
ges-in-the-british-

2019.

n of collecting  
nphasized by the  
ompile, acqui-  
y Liberation Move-  
early as 1978. The  
that the ephemeral  
ion of the period in  
reated. They now  
is that retell the  
were showcased  
led Desire, love,  
LGBTQ histories  
y from May 11th

Nagesh, Ashitha. "What These Badges Re-  
veal about the Struggle for LGBTQ+ Rights  
in the '80s." BBC Three, BBC, 3 July 2018,  
[www.bbc.co.uk/bbcthree/article/daf7664b-f6a1-4760-8509-f1f38d87277e](http://www.bbc.co.uk/bbcthree/article/daf7664b-f6a1-4760-8509-f1f38d87277e).  
Accessed 23 Nov. 2019.

▼ Ashitha Nagesh, a journalist for  
the BBC expands on Hegarty's story,  
and the impact that his pin collection  
has had. The article also dives into  
the several other types of media that  
were rediscovered, including queer  
magazines, posters, and comics.



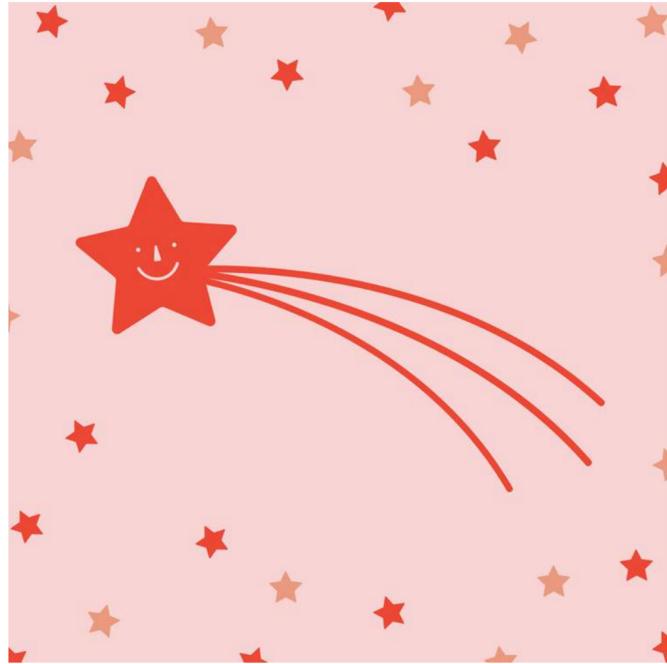
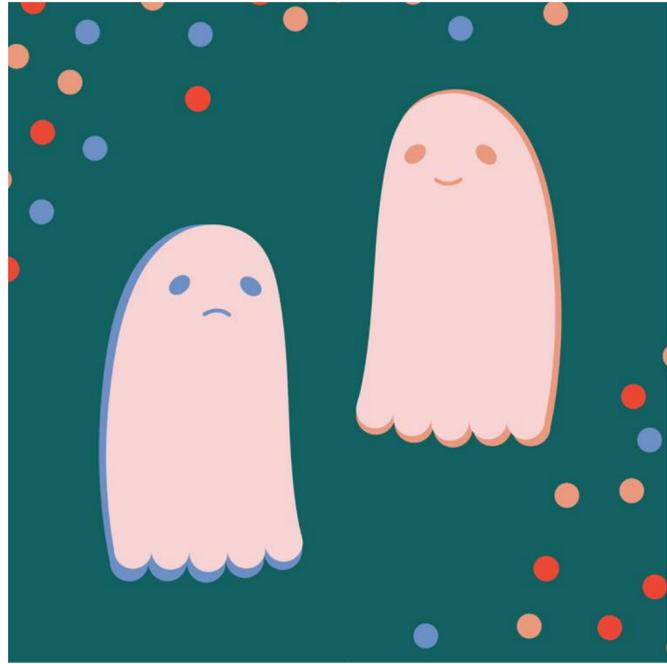
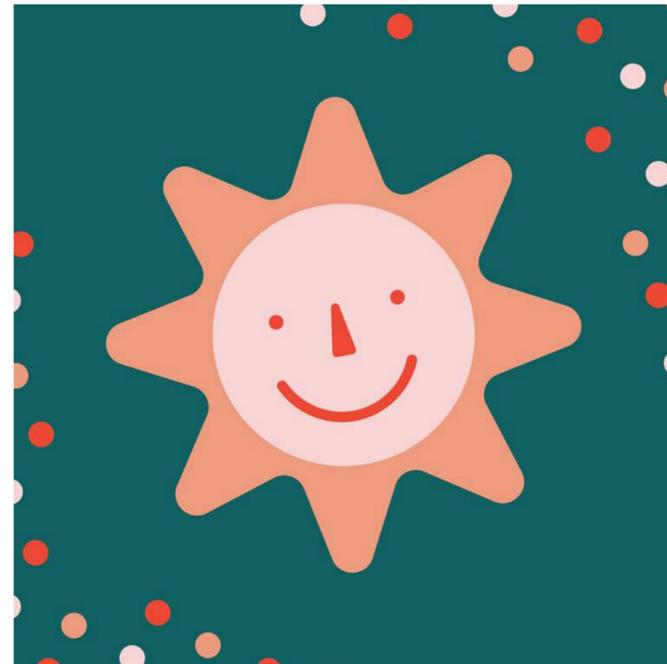


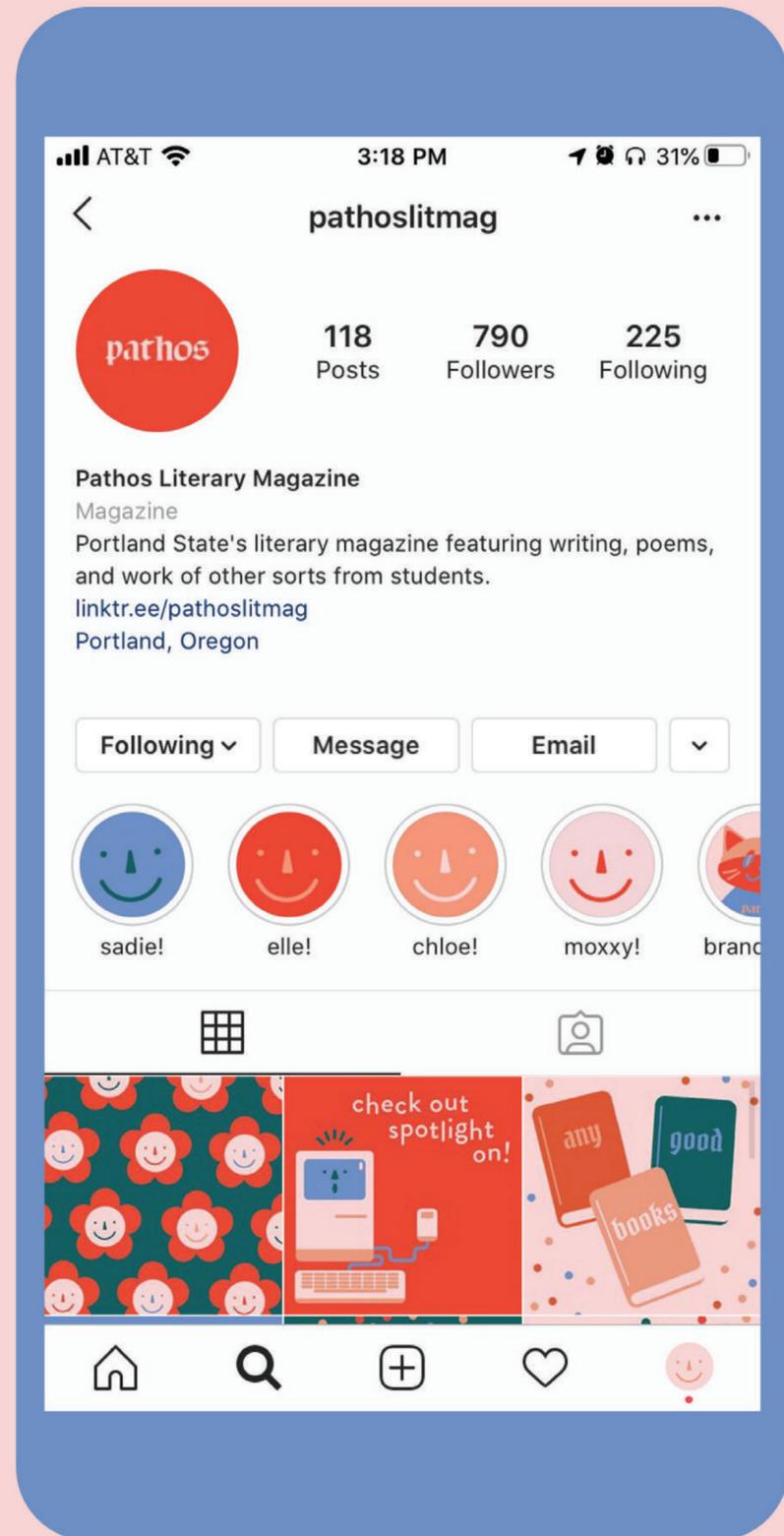
# 6

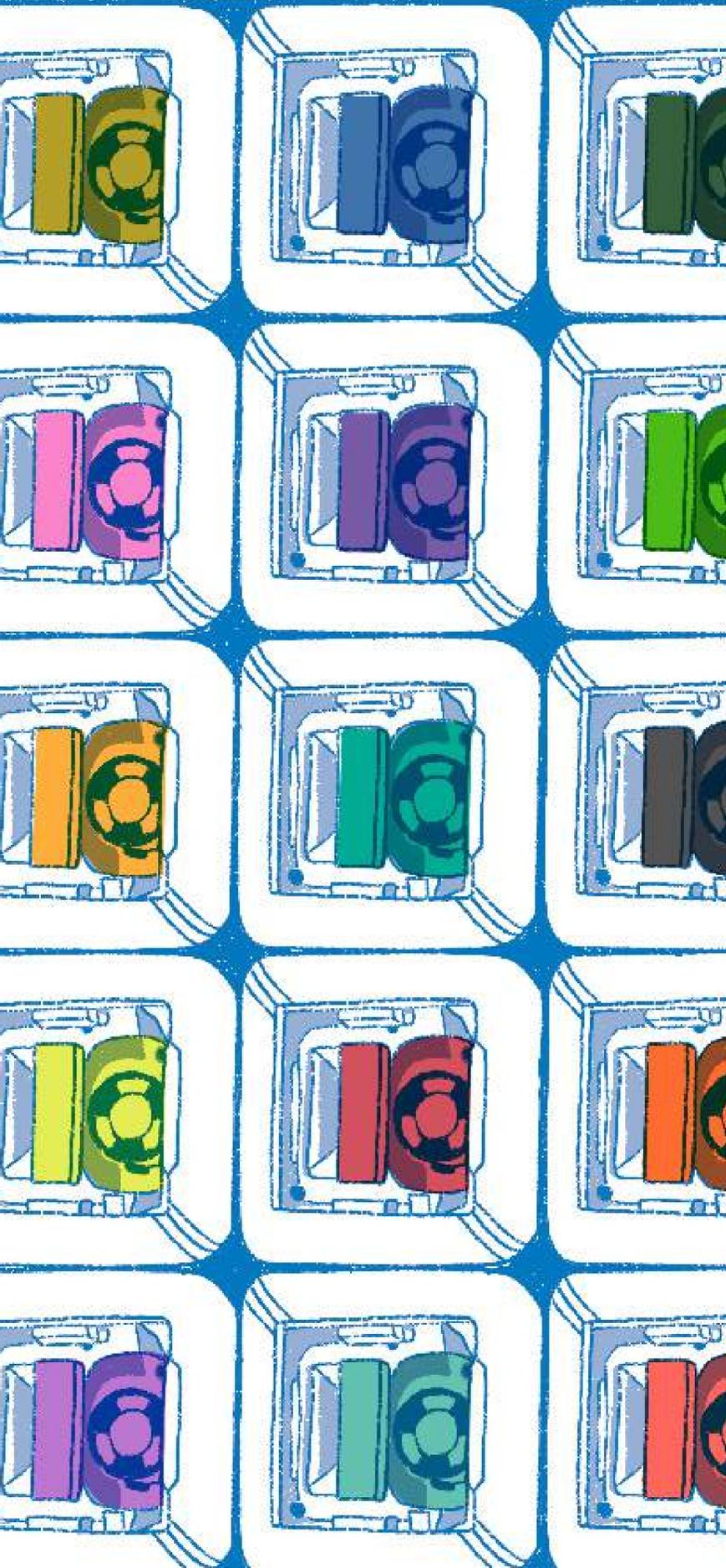
## PATHOS INSTAGRAM

*Client work, in collaboration with Harrison Gerard and Shea Satterlee*

Pathos Literary Magazine is a student run publication. Weekly social media updates as well as promotional posters are made to engage PSU students and literary lovers. In collaboration with Harrison Gerard and Shea Satterlee, these are done with a set color palette and guidelines, as well as the use of brand assets.







# 7

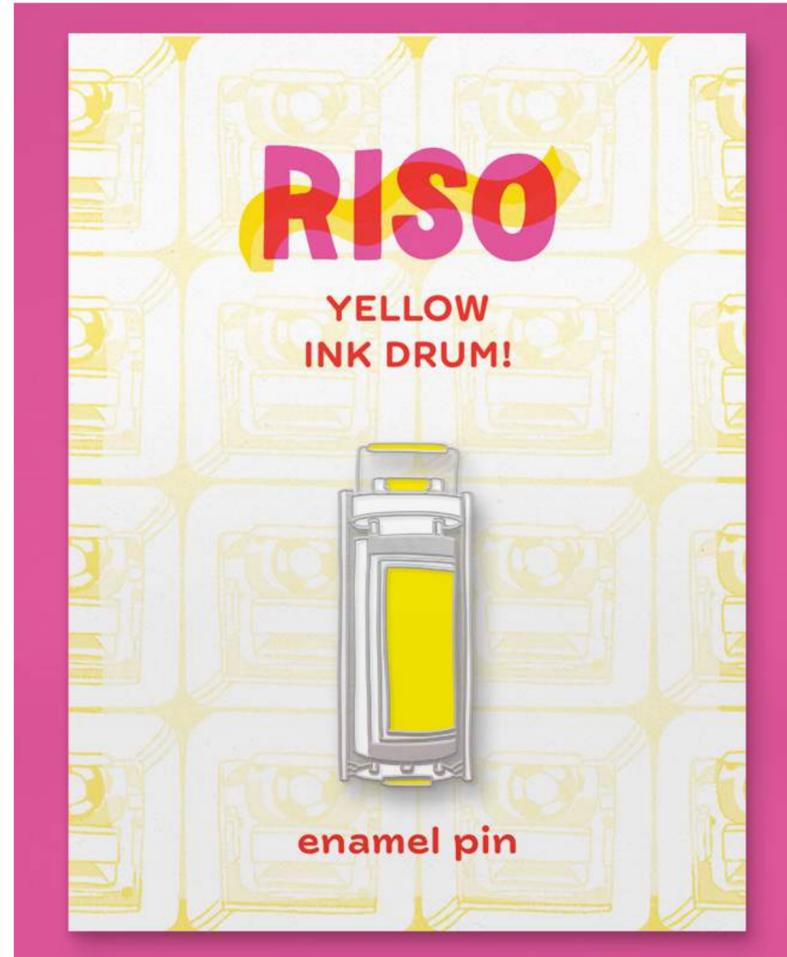
## RISO BRANDING

*DES 255, Robert Franklin*

A vibrant exhibit branding dedicated to the art and process of the Risograph. Includes several deliverables such as a post card set and enamel pins. Made to attract families, arts and crafts fans, and artists.







# PROCESS

## MUSEUM RESEARCH!

### topics

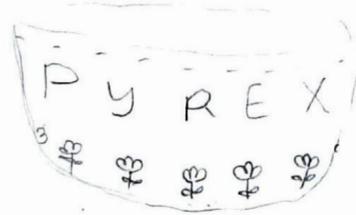
#### Pyrex

↳ through the years

1915 - present

\* CORNING MUSEUM OF GLASS

↳ celebrating a century of Pyrex



#### ghost pantry

↳ vintage food packaging

\* Museum of Brands

- pick a brand + time period

↳ VICTORIAN!



#### breakfast

↳ history of the American breakfast

\* SLG → interactive photo museum

#### Soviet space dogs

↳ 17 deaths ÷

\* no existing museum?

book! Soviet space dogs - FULL

FULL of info!

#### TINY art! / appropriated merch

\* tiny art show → Big scale

- gathering small scale versions merch of famous artwork and showcasing the impact of art culture → pop cult.

#### history of roller skating

\* Nat. Museum of roller skating -

Lincoln: Nebraska

↳ its ugly.

how has it changed?

hobby - sport - activity?

#### ephemera of the Gay Liberation Movement

\* Leslie Loham

\* ONE national archive

\* Leather Archives

\* Stonewall Nat. Museum

#### Scooby Doo!

↳ history / evolution of Scooby Doo

\* no museum! ride in Abu Dhabi tho

## MORE RESEARCH

#### Riso!

↳ all about the risograph + the printing press.

\* Woolly Press travelling Riso Museum

↳ not quite what I was thinking...

↳ "renaissance"

#### Accordians!

↳ history, mechanics, music!

\* A WORLD OF ACCORDIANS, Superior Wisconsin

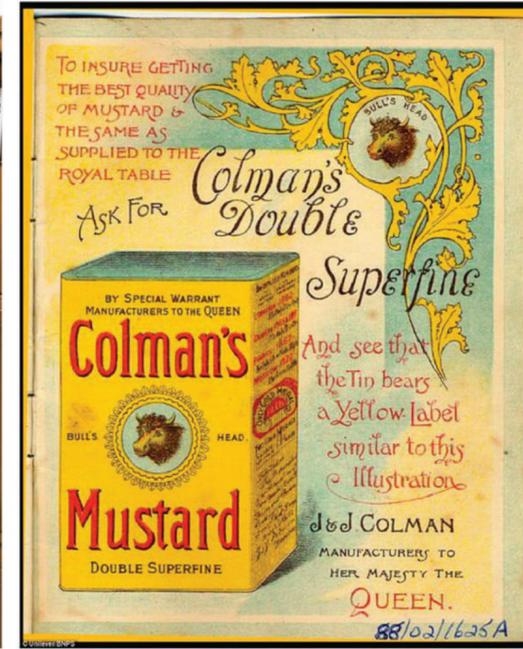
## Initial Brainstorming

I chose ten topics that personally spoke to me. I then researched to see if there were any pre-existing exhibits based on the topic, and took quick notes about each concept to keep track of my thought process.

*Initial moodboards*

Before immediately landing on a topic, I wanted to distill my group of ideas into three main concepts that interested me. Thus, I created moodboards that could help me and my peers determine what would be the best option for my exhibit.

**SHRIMP**  
Halibut  
**KNUCKLEHEAD**



**COURIER**  
FlowerPower  
**Los Feliz OT**



*Initial moodboard – Soviet Space Dogs*

*Initial moodboard – Victorian Food Packaging*

vintage  
space  
informative  
soviet  
ephemera  
sweet

SPACE  
MUTTS

CANINE  
COSMONAUTS

CANINE  
↳ flip?

SPACE  
MUTTS

TITLE  
HERE

OLD  
MARKET

TITLE

pantry  
ornate  
organized  
mystery  
proper

name ideas  
Soviet Space Dogs  
Canine Cosmonauts  
Space Mutts

name ideas  
Old Market  
Victorian Pantry  
Ghost Pantry

Wordmark sketches and descriptive words – Soviet Space Dogs  
I used Soviet imagery and type to influence these sketches.

Wordmark sketches and descriptive words – Victorian Food Packaging  
For these sketches, I focused on the Victorian aspect of the topic.



Initial moodboard – RISO

After exploring several avenues for topics, I decided on the Risograph because of its' vibrant and fun nature.

FLUORESCENT PINK 蛍光ピンク	RED レッド	BURGUNDY バーガンディーレッド
GREEN グリーン	YELLOW イエロー	ORANGE 蛍光オレンジ
TEAL ティールグリーン	RISOFEDERAL BLUE リソフェデラルブルー	PURPLE パープル

GLYPHICOLD MEADOW

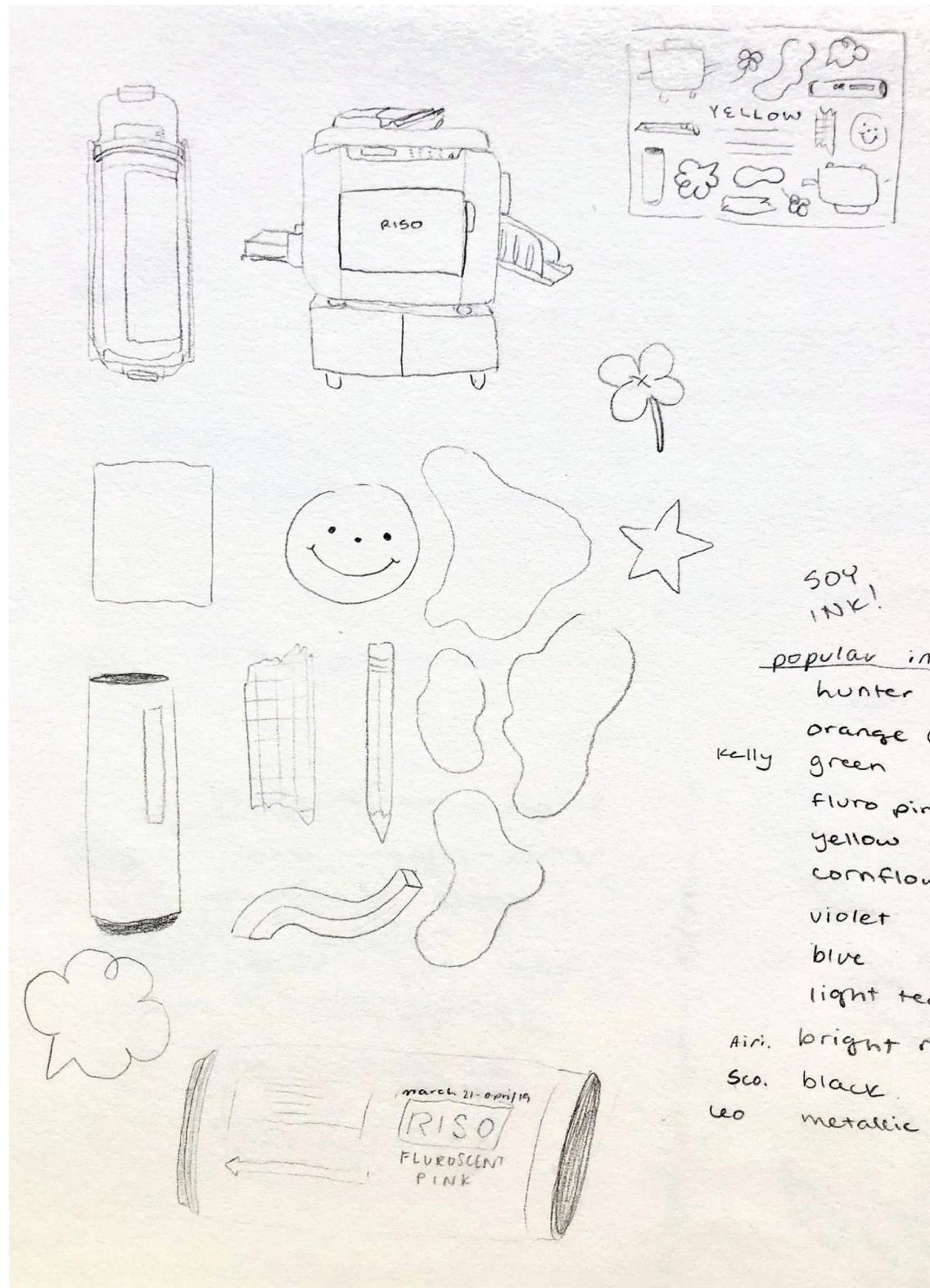
Hiragino Sans CNS

**MORT**



Refined moodboard

I wanted to put an emphasis on the immersive aspect of my concept, which is why I included more environmental photos in my refined moodboard, while still keeping the bright colors associated with the Riso.



Primary sketches

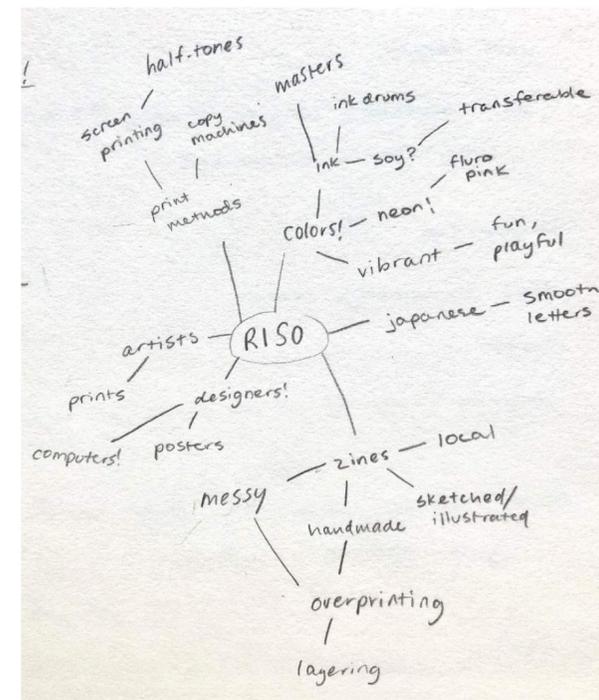
T	April 20 - May 20	light teal ✓
G	May 21 - June 20	yellow ✓
C	June 21 - July 22	blue ✓
L	July 23 - August 22	metallic ✓
V	August 23 - Sep. 22	hunter green ✓
L	Sep 23 - Oct 22	kelly green ✓
S	Oct 23 - Nov 21	black ✓
Sa	NOV 22 - Dec 21	orange ✓
C	Dec 22 - Jan 19	red ✓
A	Jan 20 - Feb 18	cornflower ✓
P	Feb 19 - Mar 20	purple ✓

I had the idea to link a riso ink color to a zodiac sign to create postcards that appealed to the audience by creating a personal connection with the merchandise.

SOY INK!

popular ink colors!

- hunter green
- orange (kelly)
- green
- fluro pink
- yellow
- cornflower blue
- violet
- blue
- light teal
- bright red (Airi)
- black (Sco)
- metallic (Leo)



Notes and mind maps



playful  
vibrant  
childlike  
expansive  
immersive

name ideas  
RISO  
Riso Renaissance  
'Graph it!'

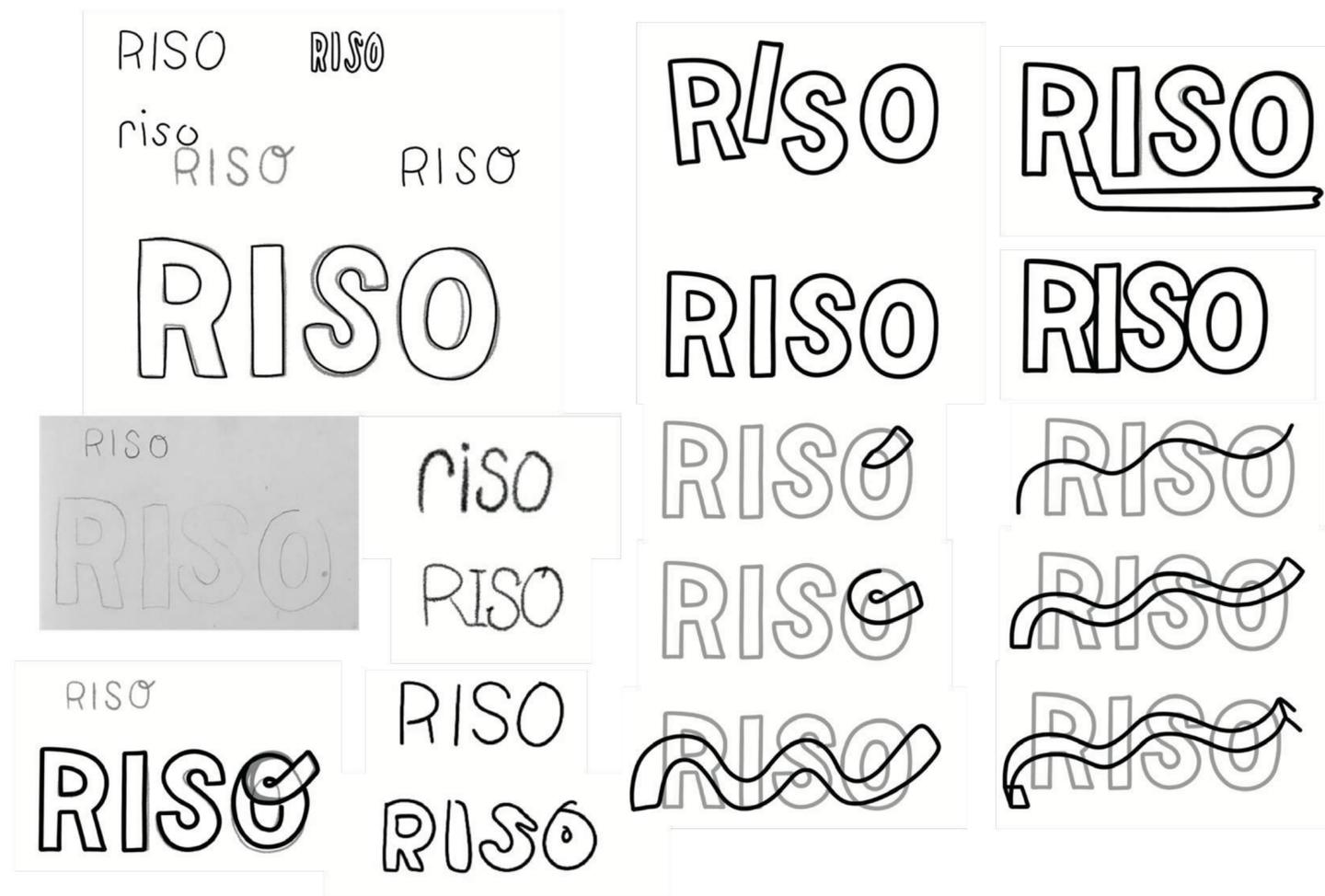
*Wordmark sketches and descriptive words*

I wanted to highlight the quirky and imperfect nature of the Riso in the wordmark, as well as potentially including related imagery such as the ink drum of even the printer itself.



*Initial digital wordmark explorations*

These were done digitally to be able to quickly iterate as well as utilize effects to mimic Riso printing. I also played around with the use of ink drum imagery, however, ultimately decided it did not work for the wordmark format.



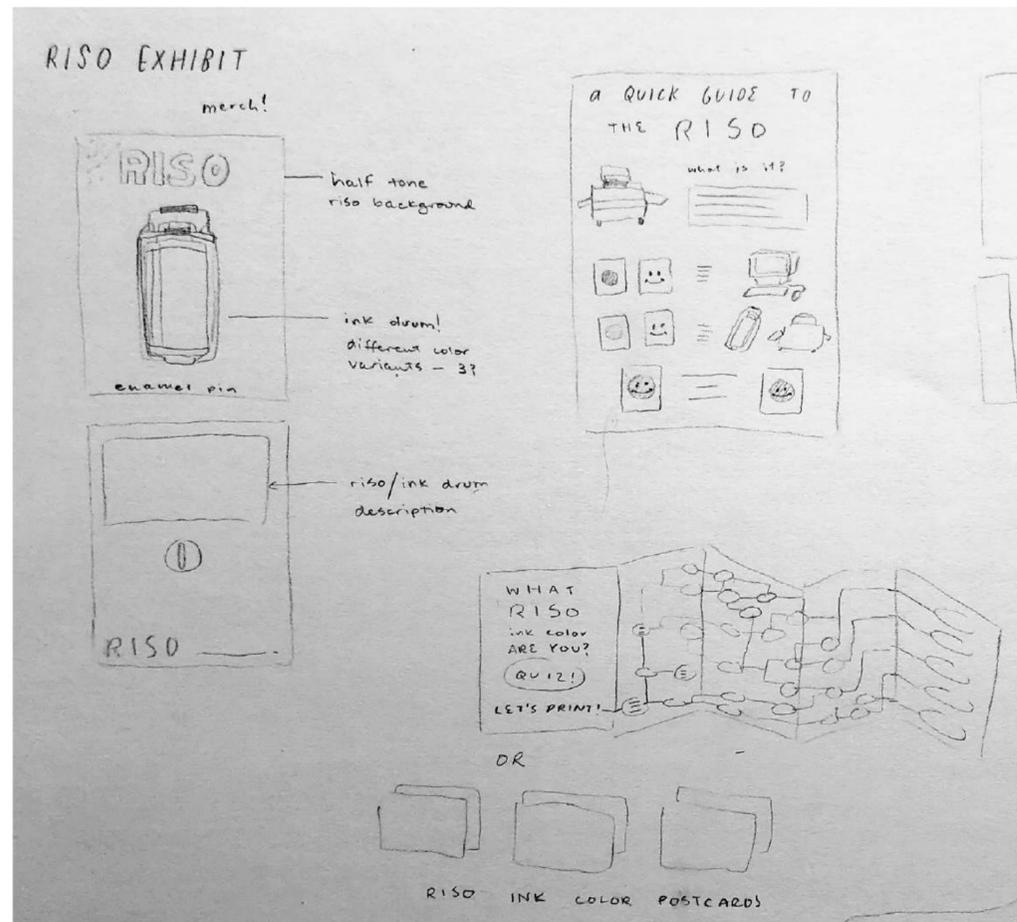
*Additional wordmark explorations*

After finishing the first digital iterations, there was a general consensus that the logo needed to be hand-lettered. So I made several iterations of hand-lettered wordmarks.



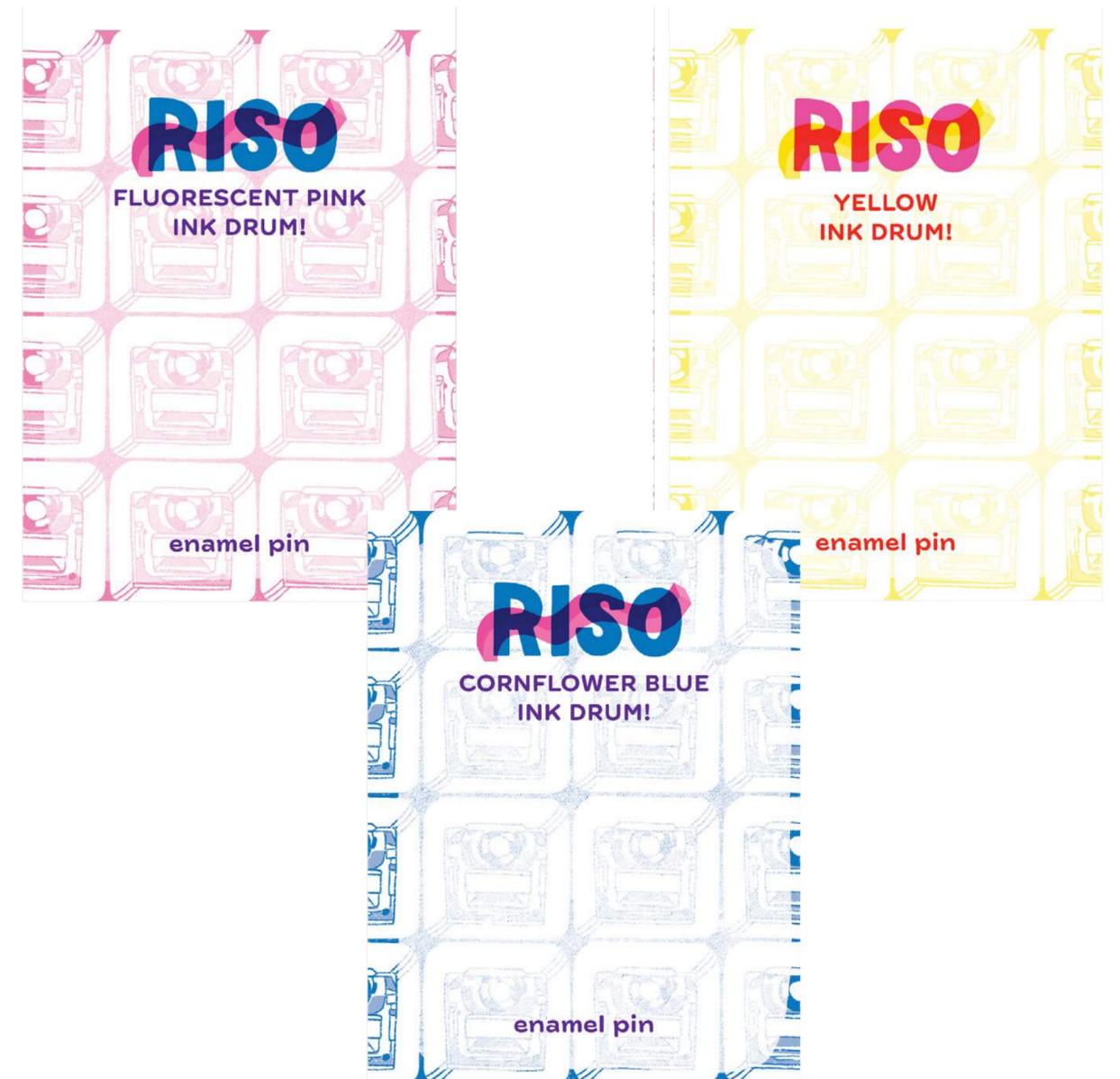
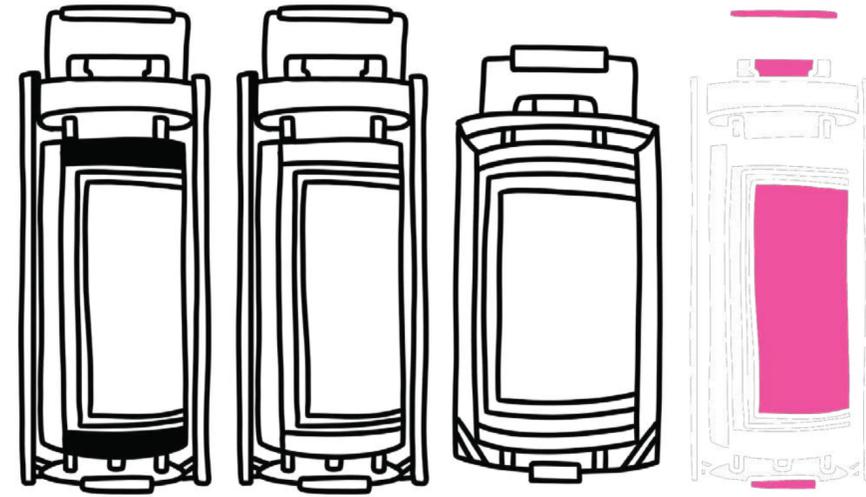
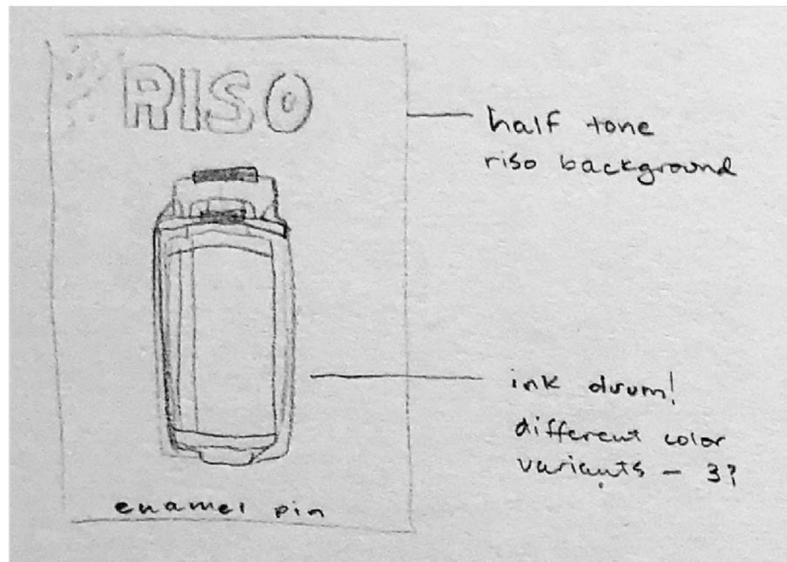
*Chosen wordmark color explorations*

I decided to go with this version. This design featured legible yet fun lettering as well as a small expressive shape that was used to overlap and utilize halftones. With these, the logo was able to easily convey the spirit of the Riso.



*Deliverables and exhibit sketches*

I wanted this exhibit to first and foremost be a fun experience. This is why I sketched several details that would make the exhibit interactive for people of all ages.



*Enamel pin sketches and initial mock-ups*

I chose to make an enamel pin because of their recent popularity and collectible nature. By creating an ink drum pin, the attendees from the exhibit could have an easy recognizable keepsake as well as advertise the museum by wearing the pin.

*Revised enamel pin packaging*

I realized that the initial packaging was very bland and didn't quite feel cohesive with the rest of my branding. So instead I used the ink drum imagery from the exhibit and used halftones to create eye-catching backgrounds that also related to the pin.



# WRITING SAMPLE

When approaching this project, I immediately knew I wanted to create an exhibition that had an emphasis on interaction. After creating several initial concepts, including Soviet Space Dogs and Victorian Food Packaging, I eventually decided to focus my project on the Risograph. This option presented the most possibility in terms of creative direction as well as overall interaction. It also allowed for a wide audience range and accessibility, with no prior knowledge of the topic required to enjoy the exhibit.

The Risograph is best known for its vibrant colors and crafty roots. It allows for mass duplication and brings along “imperfections” that make the printed pieces personable. This entire exhibit was designed with these connotations in mind. The logo was made to reflect the Risograph, not only in the word, but also the imagery. Being completely hand-drawn, the lettering helps to bring the playful essence of the exhibit into one wordmark. This is also aided by a swirl-like shape, which adds a creative touch. Both variations use half-tones to create overlapping colors. By playing with overprints of the three main colors, fluorescent pink, yellow, and a dark variation of cornflower blue, the palette effectively grows from three to five. The subtitle font, Farm New Bold, is playful as well,

with very round and soft terminals and several funky features such as the incomplete loop on the G.

The postcards were created with the intent to be purchased individually or as a set presented in a coordinated box. The doodle-like style – featured in these as well as the rest of the exhibit – was used to evoke the spirit of the Risograph, being very hand-drawn and textured. This also made the pieces accessible to any age range. The color choice, which was selected by researching some of the most popular and well-known Riso inks, create a lively environment and are echoed by the deliverables. Enamel pins are small and collectible, thus being a great product to have at any gift store. These also work to advertise the exhibit, by being an accessory that is likely to be worn in public. The enamel pins featured in this project are heavily linked to the rest of the exhibit, including half-toned versions of the “life-size” ink drum case wall, as well as utilizing the logo and subtitle font. Together these elements created a vibrant, playful environment that allowed people of all ages to come and learn about the Risograph, as well as take home a piece of their experience.

**THANK YOU!**