



AXIS PLAY

While there are many themes that can apply to my life, balance is the one that resonates most: the distribution of power, the duality of conflicting forces required to achieve harmony, the restraint of symmetry. Something powerful speaks to me in the dance that occurs when two opposing forces find a sense of equilibrium. It is this dance that I look for in everything.

However, while I see balance in all things, I crave asymmetry. Because harmony is what we as a collective unconsciously seek, I find the odd and the incongruous all the more beautiful. Variance in axis in design captivates me with its disproportion and tension to create unity. Using one concept to create the other has always fascinated me, and this is what I aim to bring to my work, and my life as well. It is easy to seek out a sense of balance in life, but another entirely to attempt to bring about harmony through discord, and to seek out chaos to find the beauty.



AUTONOMOUS

Objective

Autonomous is a entrepreneurial magazine with a financial twist that is trying to break into a younger audience, an audience ripe with potential but ultimately ignored in the business and financial worlds. This is a serious oversight by those established in their respective industries because it is often those untouched by tradition and set ways that have the best ideas. This magazine aims to give that market the means and confidence to voice their ideas and opinions, of allowing new ways of business to grow and come about.

Solution

The idea of the business world is an un-sexy subject to most 18-30 year olds. Corporations and accountants and older men come to mind. The idea that creativity and innovation can be found in this space is something that never crosses their minds. It takes a little know-how, but it can be done. Autonomous aims to attract the target audience by giving the "business magazine" a new look. A typeface with a large family was chosen for its modernity, instantly bringing the design into this century. Large swatches of photography in addition to more leading make the page feel lighter, important in an age where information is demanded in its most essential state. Bright and bold colors give a more energetic feel to a subject that can often feel weighted.

Art Director
Sean Bacon

Font
Neutra
Mercury

Project Type
Multi-page document

Category
Publication

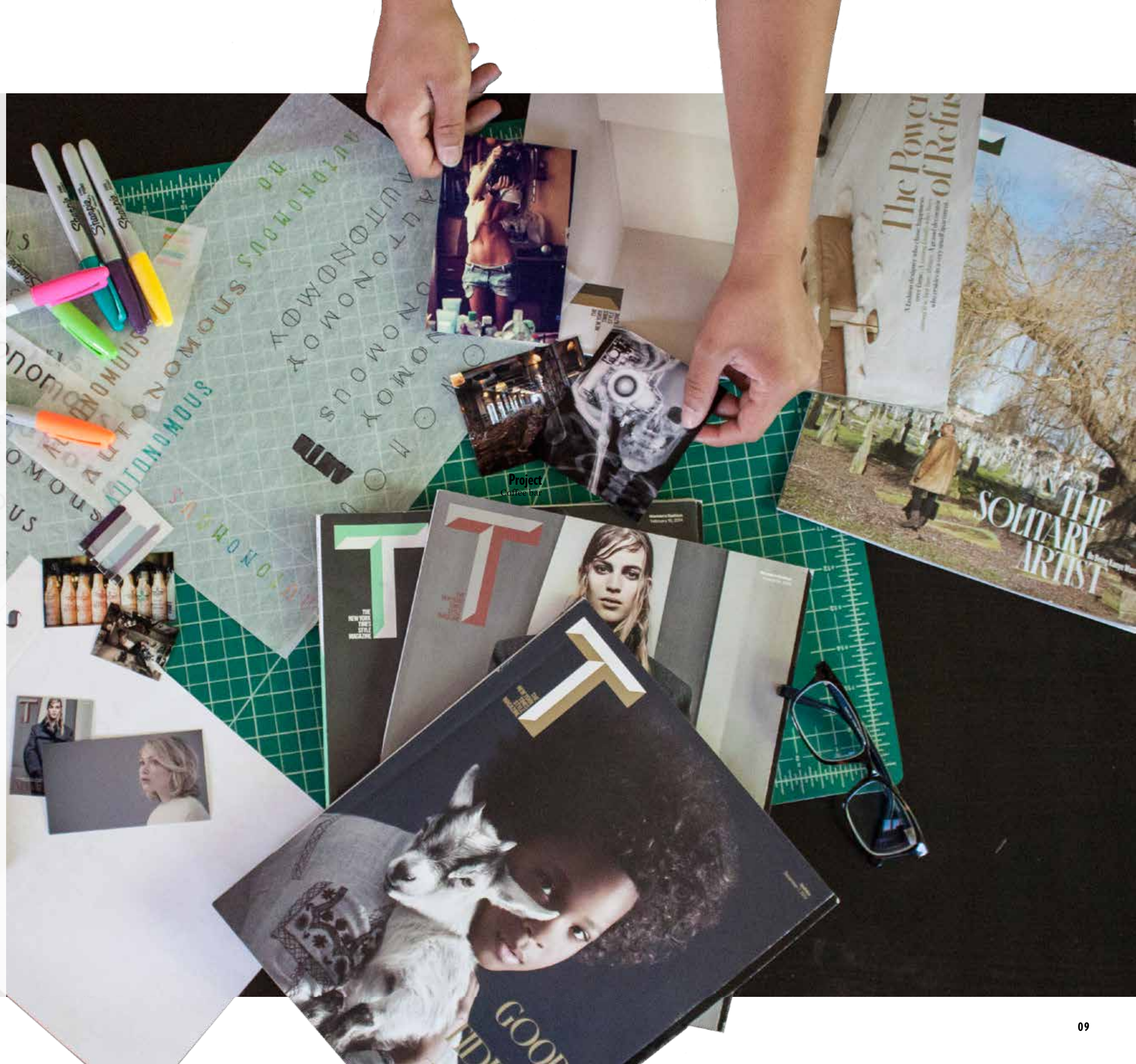
A U T O N O M O U S

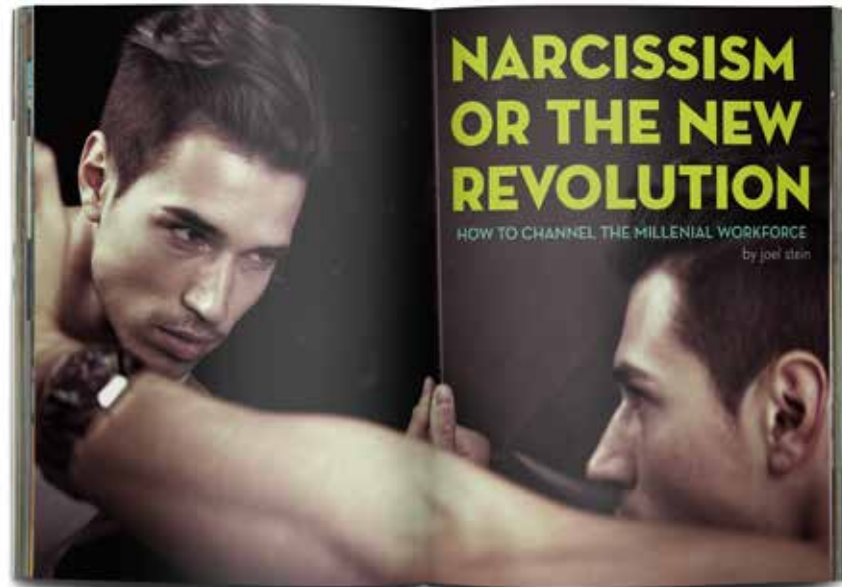


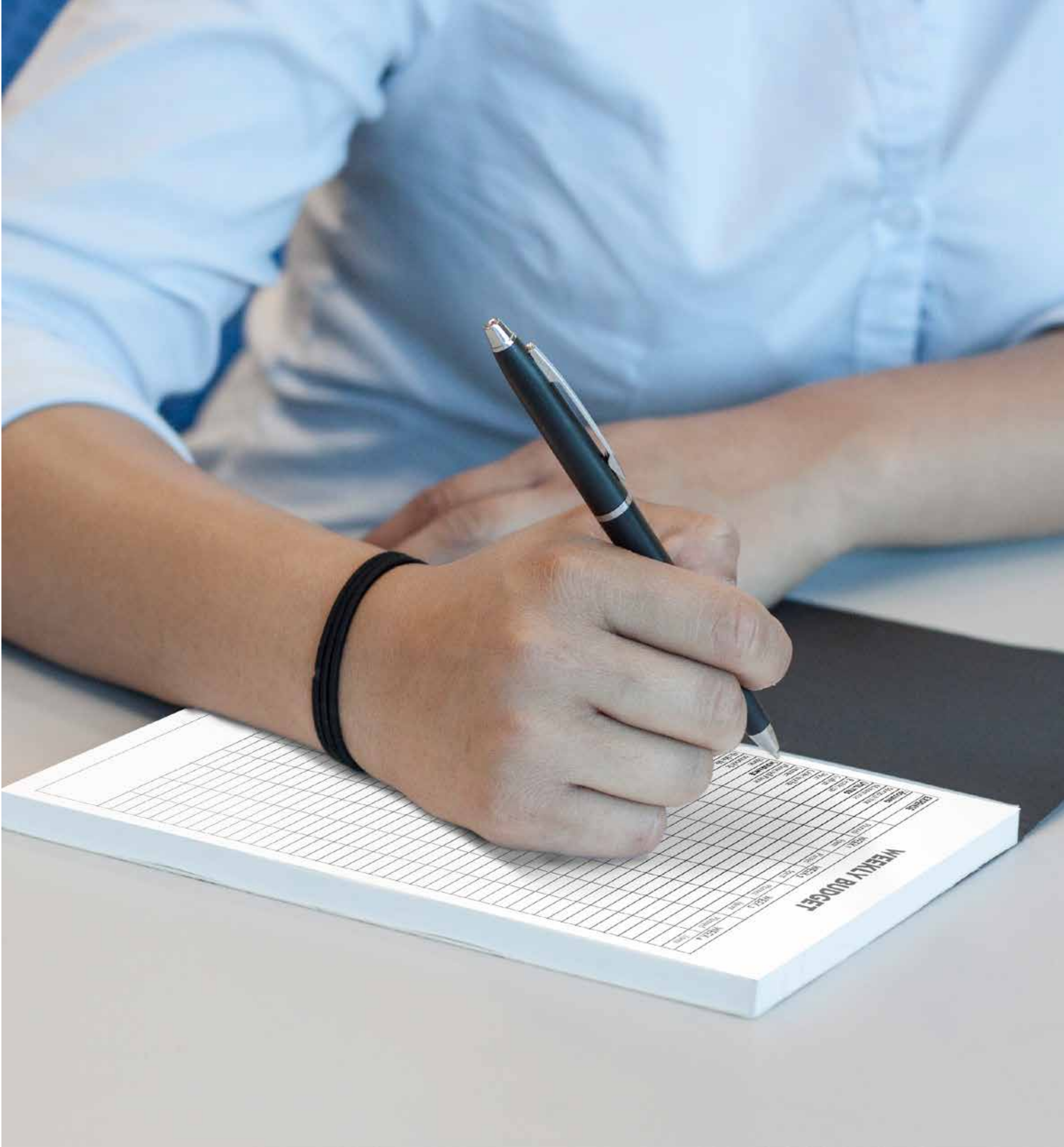
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Q1 2013 Financial Highlights

Condensed Statements of Income (Dollars in millions) (Unaudited)

	2012	2012
	Q1	Q1
Revenue	\$100	\$100
Cost of sales	(40)	(40)
Gross profit	\$60	\$60
Operating expenses	(20)	(20)
Operating income	\$40	\$40
Other income (expense)	(5)	(5)
Income before taxes	\$35	\$35
Income tax expense	(8)	(8)
Net income	\$27	\$27
Net income per share	\$0.45	\$0.45

Condensed Statements of Condition (Dollars in millions) (Unaudited)

	March 31, 2012	December 31, 2011
Current assets	\$100	\$100
Current liabilities	(40)	(40)
Current assets less current liabilities	\$60	\$60
Non-current assets	\$20	\$20
Non-current liabilities	(10)	(10)
Non-current assets less non-current liabilities	\$10	\$10
Total assets less total liabilities	\$70	\$70





MARA

Objective

Cachaça is a type of alcohol native to Brazil that is most aptly described as a cousin to rum. Its popularity has been on the rise of late and at the moment, only has one strong competitor, Leblon. Leblon is aimed at Spring Break partiers and college students looking for a good time. Mara wants to appeal to a more sophisticated audience that appreciates good alcohol when they taste it, as well as to those that enjoy a drink that has a history attached to it.

Solution

Whereas the competition uses bright colors and images of beach parties to appeal to its audience, Mara takes Brazil's rich and culturally diverse past into consideration while still designing for a more modern and worldly audience. The target audience is those aged 30-45 years of age, middle to upper middle class, with a more refined sense of taste of alcohol while maintaining a slight air of adventure. A svelte logo was created, influenced by the Marajoara tribe's famous pottery designs, on a grid built on the Verlag Condensed typeface. The color palate was kept simple. The main brand colors are black and yellow, black for the sleekness, yellow to represent gold and the national flag simultaneously. One more additional color was chosen for the three different flavors, based on fruit native to the country.

Art Director
Min Choi

Font
Verlag Condensed
(modified)

Project Type
Alcohol Brand

Category
Branding
Packaging



Right: Special edition
Left: Shelf stock







ENCHANTED

Objective

The newest season of the shows at our very own renowned Old Globe Theater is promised to be the most magical yet. The Lion King, The Beauty and the Beast, and The Little Mermaid will be premiering this season, all chosen for their captivating quality.

Solution

The design needs to evoke the essence of the theme, Enchanted, and to promote the shows without being overtly feminine or too childish. A script font was chosen for the headers and tag lines to capture the ethereal feel that is indicative of all Disney tales. A compatible sans serif font was used for the body copy for legibility's sake, and to appeal to all groups of ages. Again, to convey that almost indescribable feel of the shows, sweeping illustration crafted out of typefaces were used. The size and shape of the mailer were chosen to match the unique shape of the mailer. A subtle gradient was used over rich colors to add layers to the illustration.

Art Director
Amy Levine

Font
Curve Font
Neutra

Project Type
Mailer

Category
Collateral







CITYWORKS

Objective
CityWorks began as an art literary magazine of San Diego City College in 1994, publishing poetry, fiction prose, and artwork of City students, as well as works by local and national writers. Since its inception, it has expanded into a small literary press, funded completely by its members. By 2003, CityWorks had morphed into the San Diego Writers Collective, now open to writers and arts patrons from all around San Diego.

Solution
The cover needed to evoke the feeling of the San Diego City College campus and surrounding areas in its entirety, with the mix of old buildings and new architecture, bringing together the feeling of old and new in one image. In order to capture the feeling of change and shifting grounds, a watercolor and pen illustration focusing on centuries old architecture was used and broken up into strips of differing widths and on different baselines, creating a sense of movement, much like what is felt today when walking down the street in San Diego with all the new construction and renovating. A classic serif and modern sans serif were also used to draw on the theme of change.

Art Director
Sean Bacon

Font
Neutra
Mercury

Role
Cover

Project Type
Multi-page document

Category
Publication

SWING OF SCHOOL



A NEW ERA

JENNICA FELLOWES & MATTHEW STURGIN
FOREWORD BY JULIAN FELLOWES

CITY WORKS '15

volume 22
literary anthology

CITY WORKS '15

volume 22
literary anthology

CITY WORKS '15

volume 22
literary anthology

CITY WORKS '15

volume 22
literary anthology

CITY WORKS '15

volume 22

CITY WORKS '15



RAZAQ

Objective

Razaq is an intricately designed jewelry brand that draws inspiration from both the Art Deco era and traditional Middle Eastern influences. The Razaq woman is a worldly woman who pays extra care and attention to details, who loves feeling elegant, and enjoys a unique touch to their jewelry.

Solution

Razaq draws on the intricacies prevalent in the Middle Eastern culture and fuses them with the equally detailed style of the Art Deco era, mixing the organic of one style with the more geometric style of the other. Color choice is key, as the wrong color would color (pardon the pun) the design as strictly Deco or strictly Middle Eastern rather than as a blend of the two. The rose blush pink chosen bring to mind the color of gold, a medium used heavily in both of the influences to the design of the brand, while black brings modern and sophistication to the line.

Art Director

Sean Bacon
Candice López

Font

Sweet Sans

Project Type

Multi-page document
Branding

Category

Branding
Publication

RAZA

Alternative
Logo

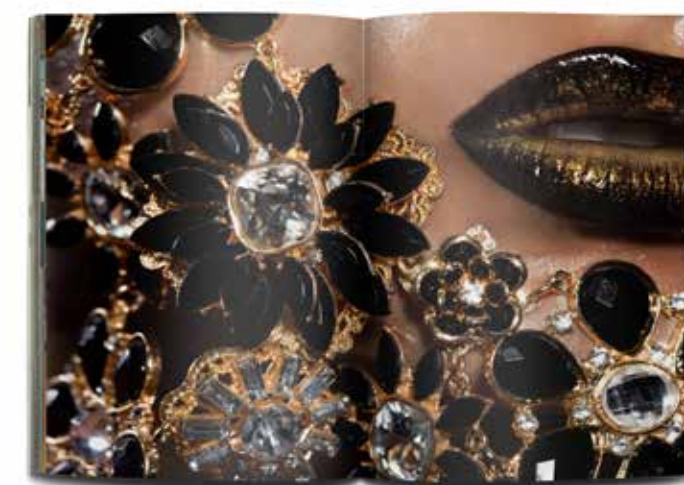


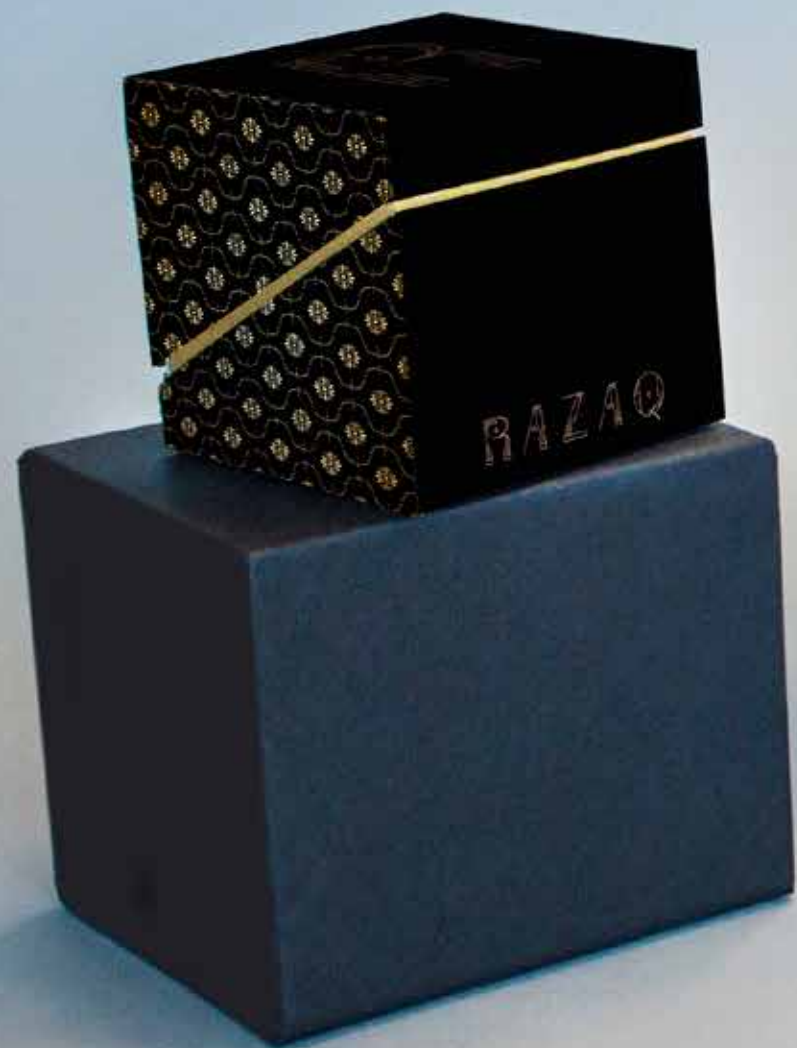
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0123456789





A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z







FKUP

Objective
FKUP is a coffee bar attached to a music venue known for its punk rock, alternative, and underground events. The underlying function of this place is to aid in the spread of the alternative lifestyle by serving concert-goers the necessary means to keep the party going. Tired? Have a double espresso! Got elbowed in the pit? Have a shot to wash away the pain!

Art Director
Sean Bacon

Font
HANDYHANDY

Project
Coffee bar

Projects
Branding

Solution
FKUP has a different mentality that needs to be expressed through branding. The branding, much like the clientele that come here, is blunt and straightforward. Clever copy that plays on the name and handwritten type in sharpie are the pillars of the branding for this shop.

THE
FKUP



ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789





Left Top: Patron of the coffee bar
Left Bottom: Coffee bar starts serving alcohol after 5pm.









KOTI

Objective

Located in La Jolla, Koti is a high-end, authentic Indian restaurant that brings a little bit of India to you without you ever having to leave the comfort of your own hometown. The restaurant aims to create an experience, not just to serve a great dinner.

Solution

The branding is minimalistic, letting the essence of the restaurant live through the atmosphere in touches of dazzling blue and gold, taken from the history books of India, throughout the space and the breathtaking views of the La Jolla coastline. The menu is one of the few places the actual logo is displayed, and uses sans serif and thin decorative lines to detonate sections of the menu to create a flow. The atmosphere is the key feature in this brand. It lives and breathes in the air, in the carefully selected materials used in the space.

Art Director
Sean Bacon

Font
Justinian
Futura

Project Type
Restaurant

Category
Branding





APPETIZERS

coconut shrimp
crispy breaded shrimp
spring rolls
a tasty mixture of vegetables and shrimp
duck patties
fried dumplings filled with roasted duck
crispy chicken
crispy fried chicken

ENTREES

imperial pork platter
roasted pork tenderloin, sautéed shrimp, egg
spring rolls, rice, and vegetables
crispy chicken
pan-fried chicken in a crispy sauce
filet mignon
tender and juicy

SEAFOOD

salmon
delicious, roasted salmon, rice, and vegetables
lobster
succulent lobster, rice, and vegetables
seafood
assorted seafood, rice, and vegetables
crispy shrimp
crispy fried shrimp, rice, and vegetables
crispy chicken
crispy fried chicken, rice, and vegetables

VEGETARIAN

vegetarian
vegetarian, rice, and vegetables
vegetarian
vegetarian, rice, and vegetables
vegetarian
vegetarian, rice, and vegetables

SALADS

coconut shrimp
crispy breaded shrimp
spring rolls
a tasty mixture of vegetables and shrimp
duck patties
fried dumplings filled with roasted duck
crispy chicken
crispy fried chicken

KOTI (H)

influenced by the local food
culture, featuring traditional dishes

SIDES

garlic bread
crispy bread, butter, and garlic
coconut rice
rice, coconut, and vegetables
crispy chicken
crispy fried chicken, rice, and vegetables
crispy shrimp
crispy fried shrimp, rice, and vegetables
crispy chicken
crispy fried chicken, rice, and vegetables

DESSERTS

tropical smoothies
tropical, smooth, and delicious
coconut cake
coconut, rice, and vegetables
crispy chicken
crispy fried chicken, rice, and vegetables
crispy shrimp
crispy fried shrimp, rice, and vegetables



DIALOGUES

POSTER SHOW

Art Director
Sean Bacon
Candice López

Font
Helvetica Neue

Role
Cover
Division spreads

Project Type
Multi-page document

Category
Publication

Objective

Dialogues: Soviet Poster Show is a exhibition highlighting the dialogue between past and present with posters of Soviet Russia juxtaposed against poster of contemporary artists. In doing so, the exhibition owners aim to create interest in more than just the show, in the history behind the Soviet posters and differences and similarities between the two worlds at a volatile time.

Solution

The catalogue takes its cues from the posters themselves. Simple and distinctive color palette, abstraction of illustrations, minimalistic layout and design to focus the attention on the posters themselves. Interior division spreads took inspiration from Kazimir Malevich, a Polish-Russian artist that pioneered geometric abstract art and originator of the avant-garde Supremacist movement.





EXHIBIT

SOVIET
POSTER
EXHIBIT

SAN DIEGO CITY COLLEGE
GRAPHIC DESIGN
SOVIET
POSTER
EXHIBIT



SAN DIEGO CITY COLLEGE
GRAPHIC DESIGN
SOVIET
POSTER
EXHIBIT

SAN DIEGO CITY COLLEGE
GRAPHIC DESIGN
SOVIET
POSTER
EXHIBIT



LUZIA

BRAZIL AIR

Objective

Luzia Brazil Air is an international airline intent on making the travel experience part of the adventure, from the moment the guest boards the plane to the ride back, and showing guests a side of Brazil that is not as prevalent in the media. Brazil is known for its beaches, bikinis, soccer, and the Amazon. But there is so much more in between that Luzia would like to share with the world.

Solution

To target the audience of the young adults to families, Luzia uses bright and bold greens and blues taking from that which Brazil is most famous for, the Amazon and its beaches. Photography is always environmental and always set in Brazil, showing facets of the country that is rarely shown anywhere else. Typography is minimal, choosing instead to let the photography do the talking.

Art Director

Min Choi

Font

Custom
Brandon Grotesque
Adobe Caslon Pro

Project Type

Branding
Multi-page document

Category

Branding
Publication

Luziaf



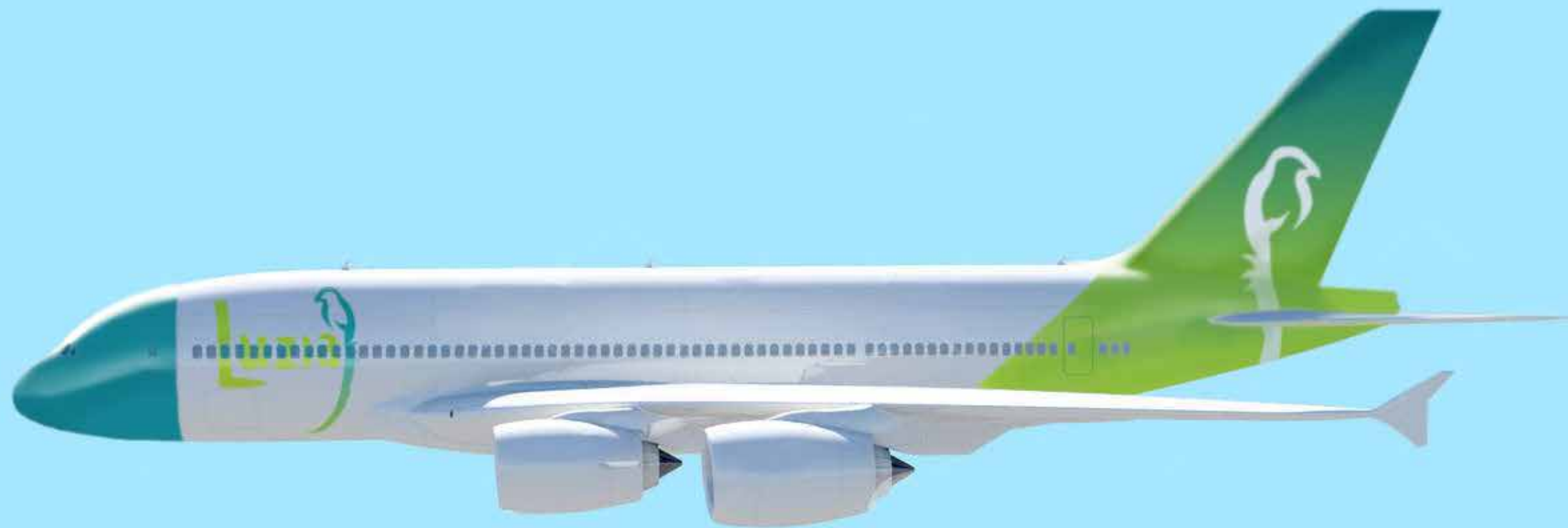
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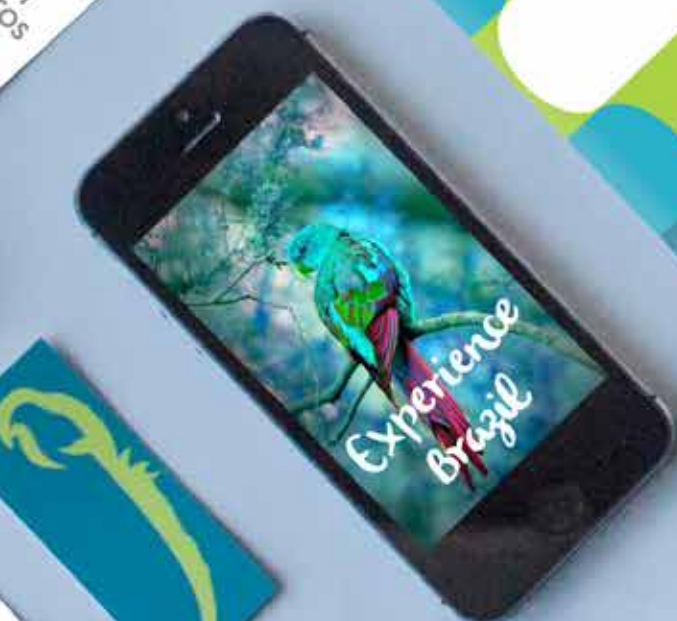
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EXTRAS

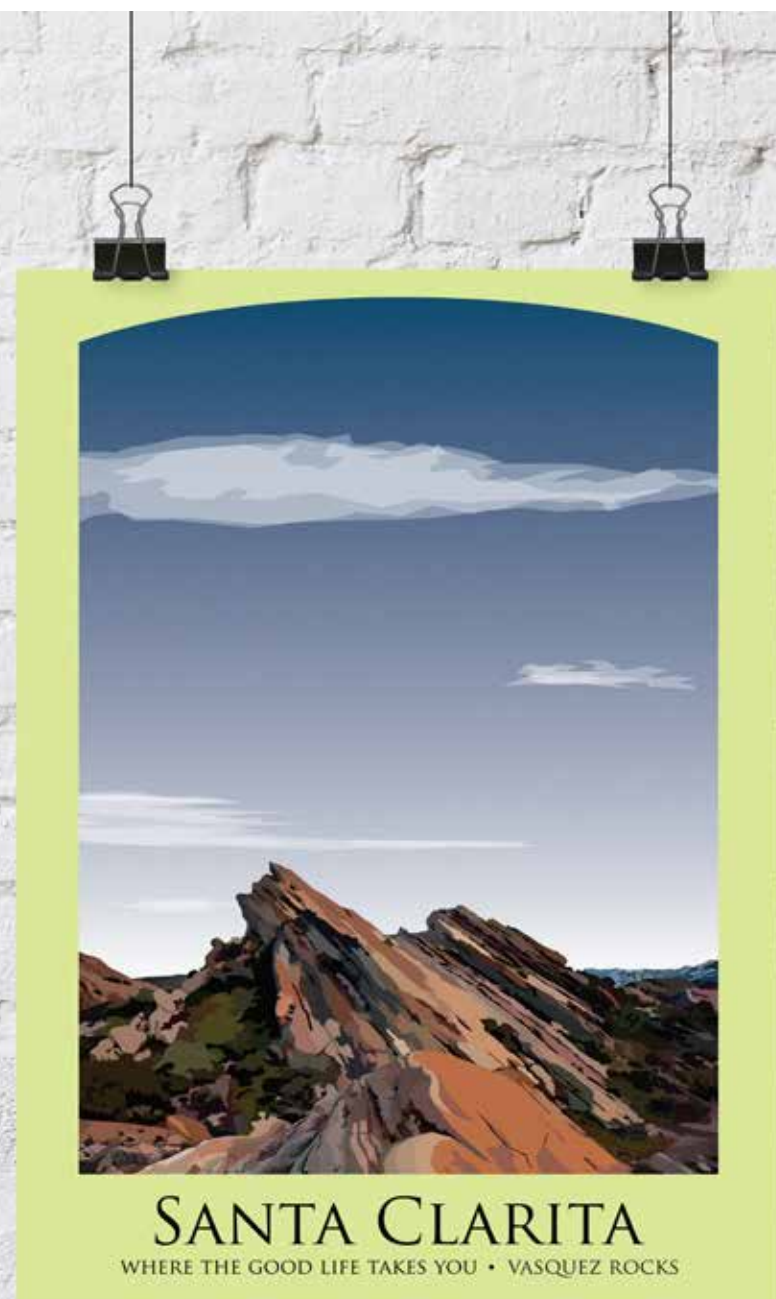
Ska in the Park
Ska in the Park is a music festival featuring ska music, a subgenre that has its roots in the punk rock and reggae scene. Ska generally, but not always, features a horns section and can range anywhere from a soft and laid back feel to an energized and fast paced sound. It is the later that is featured more at concerts and gave way to the mosh pit and skanking, a dance more kin to flailing than what most people consider dancing. This is only a yearly event.

Santa Clarita Travel Posters
Santa Clarita, my hometown, is most known for one thing: Six Flags Magic Mountain. But this only draws a certain crowd and for only so long. As such, College of the Canyons, a community college in the area, was drafted to help create travel posters for the city to promote tourism and visitors from nearby cities. Each student chose a different aspect of life in the Santa Clarita Valley (SCV) to highlight. I chose to showcase the wide variety of hiking trails that few know about. Despite a popular theme park being nearby, there is a surprising amount of undeveloped land in the area, as well as a state and national park with beautiful views that aren't taken advantage of. My posters were part of the those chosen to hang in the City Hall.

Project Type
Posters

Category
Collateral





LINCOLN TRUST
est. 1850

SIDE
LINER

COASTERRA
MODERN MEXICAN

Financial institution

The Netflix of football games

Modern Mexican restaurant

ZEAL
AIRSTRIKE



CONNECT

Women's athletic footwear

Organic honey brand

Specialty paper and stationary shop

Blue Cove
COMMUNITY CENTER

NORTH



La Jolla community center

Oregon-based coffee bar

San Diego brewery

LINCOLN TRUST
est. 1850

SIDE
LINER

COASTERRA
MODERN MEXICAN

ZEAL
AIRSTRIKE



CONNECT

Blue Cove
COMMUNITY CENTER

NORTH



CONTACT

Phone (661) 993 5751
Email mel.acevedo1331@gmail.com

SAN DIEGO CITY COLLEGE

1313 Park Bld San Diego CA 92109

BINDERY

Heber Miranda

FONTS

Verlag Condensed
Mercury

PHOTOGRAPHY

Alicia Lopez

SOFTWARE

Adobe CC

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THANK YOU

If you're not willing to risk it all, then you don't want it bad enough. At any point in time during the entire process, this was the quote I looked to for inspiration and motivation to continue when I would get frustrated. But the truth is, I could never have done this without a little help from some awesome people. I'd like to dedicated this space to those people.

Sean Bacon, for putting up with all our crazy antics during the year.

Candice López, for all your enthusiasm.

Heber Miranda, for all the extra help and advice. Seriously, you saved my book.

Jeremy Senne, for putting up with the mess and the stress and the crazy. For supporting me during the most difficult thing I've ever attempted.

My family, for all the love and support, for the backdrop, and putting up with my calls and texts, despite me cutting off my hair. Love you!

My portfolio class, for getting me out of the house and going through this process with me. For the laughs, and all the help the support I couldn't get anywhere else.

