

RYANRASMUSSEN
PORTFOLIO

LOGODESIGNS

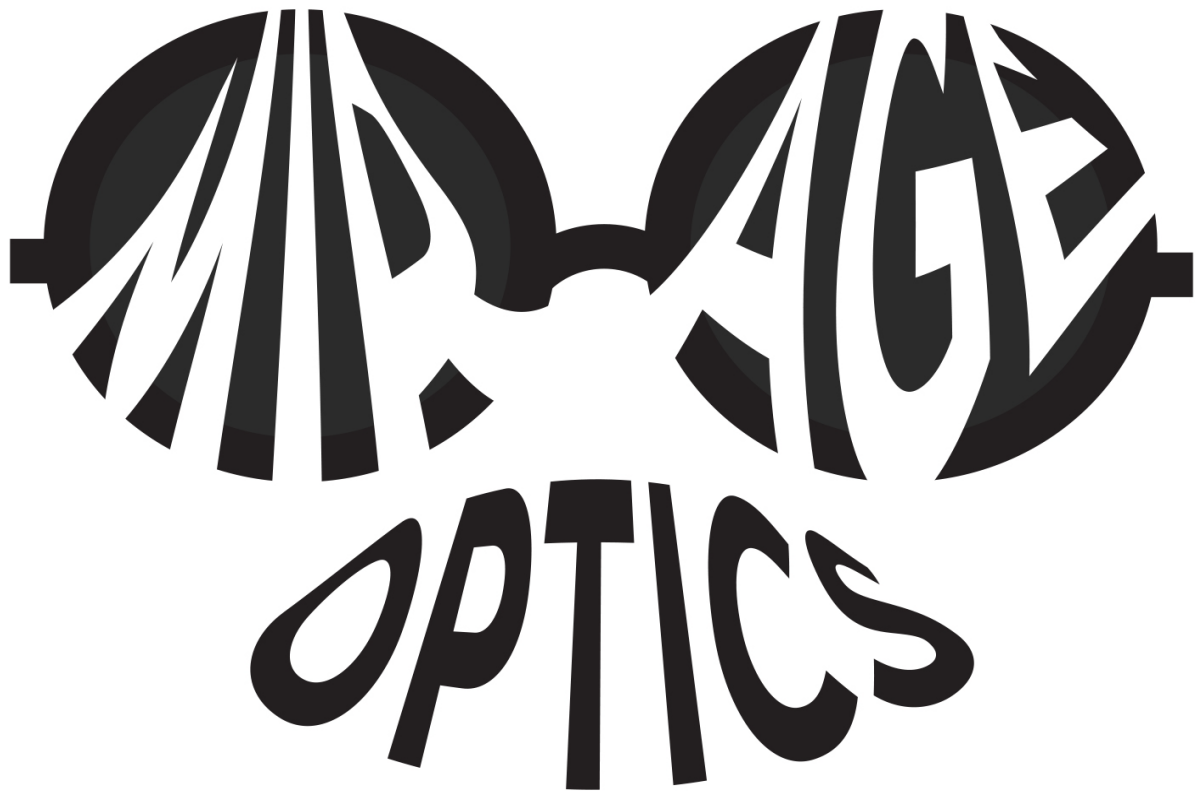
URBANDECAY

CREATE A LOGO FOR AN EXISTING COMPANY



MIRAGE OPTICS

CREATE A LOGO FOR AN IMGAINARY COMPANY



TRENDMAGAZINE

SPRING 2014

PATTERN *mixing*

Known as one of the most daunting trends to experiment with, mixing patterns make or break a stylish outfit. Incorporating more than one pattern is a scary task for those who do not have the perfect pattern perception.

No man wants to look like a walking rainbow or an exploded piffata of patterns. However, mastering this skill can step up your game and open new doors for wardrobe creativity.

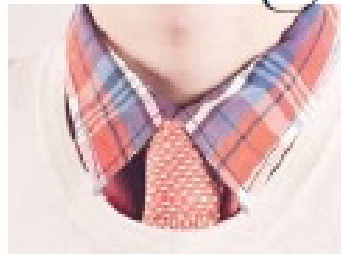
Where to start? The easiest place: your own closet. First, pull out any patterned garment you own, and organize them by subtle and bold prints. Physically seeing the patterns helps you succeed in this process. Next create unlimited head-turning combinations, by following these guidelines:

WEIGH YOUR OPTIONS

Prints are not the only standout aspects of patterned clothes. The weight of a fabric strongly affects the appearance of a garment. If you do not vary the weights in an outfit, you may end up looking like one big bulk of material. Incorporate diverse textures with lighter and heavier weights. For example, pick a lightweight cotton plaid button-up and pair it with a heavier layer, such as a wool sweater.

NEUTRAL PATTERNS ARE NICE

Afraid by the first rule and fear you will fall into the pit of monochromatic? Neutral patterns are extremely helpful pieces to separate a trending color scheme in an outfit. Subtle colors such as tan, black, cream or grey with patterns like gingham, houndstooth or stripes are perfect examples of neutral patterns.



BE SMART OF SCALE

Scale is of the most important rules for coordinating patterns. Pairing two similar print sizes means both will compete for attention. Avoid this by incorporating large patterns with small, subtle patterns. This way, the outfit has one main focal point while the other pattern complements or enhances that focal point.

COORDINATE BY COLOR

Colors in similar family of hues help unite an outfit without looking like a crayon. This does not mean you have to dress like a crayon and wear the same color for your whole outfit. For example, navy blue and pastel blue are two colors to use when coordinating a garment. Both are located in the same color scheme but consist of different tints to avoid an overly-matched appearance.

SEPARATE PATTERNS WITH SOLIDS

Some patterns are not cohesive when placed side by side. Solids can act as a barrier and keep you clear of "over-mixing." Adding solids into your outfit also enhances the mixed patterns. Therefore, showing outside viewers you are capable of collaborating clothes.

BUTTON-DOWN SHIRT BANANA REPUBLIC \$80
TIE BANANA REPUBLIC \$60 PANTS FOREVER 21 \$30
V-NECK SWEATER BANANA REPUBLIC \$60
BELT BANANA REPUBLIC \$40



FALL 2014

STYLE WATCH

CHECK THE HOUR AND SOME STYLE WITH THESE TIME-FILLED PIECES.

Known as one of the oldest accessories, a watch adds a hint of refinement to any look while expressing the wearer's personality.

Tyler Valladolid, a senior merchandiser at Fossil and apparel, merchandising and design alumnae from Iowa State agrees purchasing a watch creates a personal aesthetic. "Watches add a piece to finish off a look."

The rules of the ol' ticker have blurred over time, giving way to new trends. View your time wisely, and invest in a watch.

THE INTERCHANGEABLE WATCH

Transform a timepiece from refined and professional to quirky and eye-catching with an interchangeable strap. Retailers Saks Fifth Avenue and Fossil offer a wide variety of straps. Valladolid encourages searching for newer variations, like rose gold and felt, which allow men to play with different textures and create the illusion of owning an expansive watch collection.

CALCULATING IN CLASS

Give a nod to your neeby side with a Casio calculator watch. A break off from traditional watch faces, this piece shows off its calculating buttons and geometric appearance with the charm of an early desktop computer. Plus, it's always a nice reminder to know the date while crunching those numbers.

FASHION FOR THE FIT

For the exercise junkie, look past a bulky smart phone and record your reps with the Nike+ Sport watch. This piece offers a modern alternative to traditional timepieces by tracking workout statistics. With Nike's connection software, goals and calories can be tracked and shared on nikeplus.com.

THE VINTAGE PICKER

The mechanical-style watch introduces the ultimate touch of detail to any man's wrist. This fine piece of machinery represents a Bentley or Rolls Royce without the high price tag. Fossil offers a variety of styles and detail. Go classic with a Roman numeral face or opt for numbers or sleek notches. For a minimalist look with modern functionality, check out Fossil's line extension Skagen.



WORDS: RICHARD BLANK DESIGN: EICAN RASMUSSEN PHOTOS: JOSHUA CHAIKOSKI
SHIRT: STURGEON ANDY MORALES, ALEXANDER JOHNSON & BRITANNY LEECH

JACKET: H&M USD
ADIDAS WATCH: USD
FOSSIL WATCH: USD
TIMEX IQ CALCULATOR: USD

CREATIVEDESIGNS

PHOTOGRAPHY

*CREATE A VISUAL NARRATIVE
USING TWO WORDS*



PHOTOGRAPHY

*EXPERIMENTATION WITH COLOR
AND LINE SEGMENTS*

