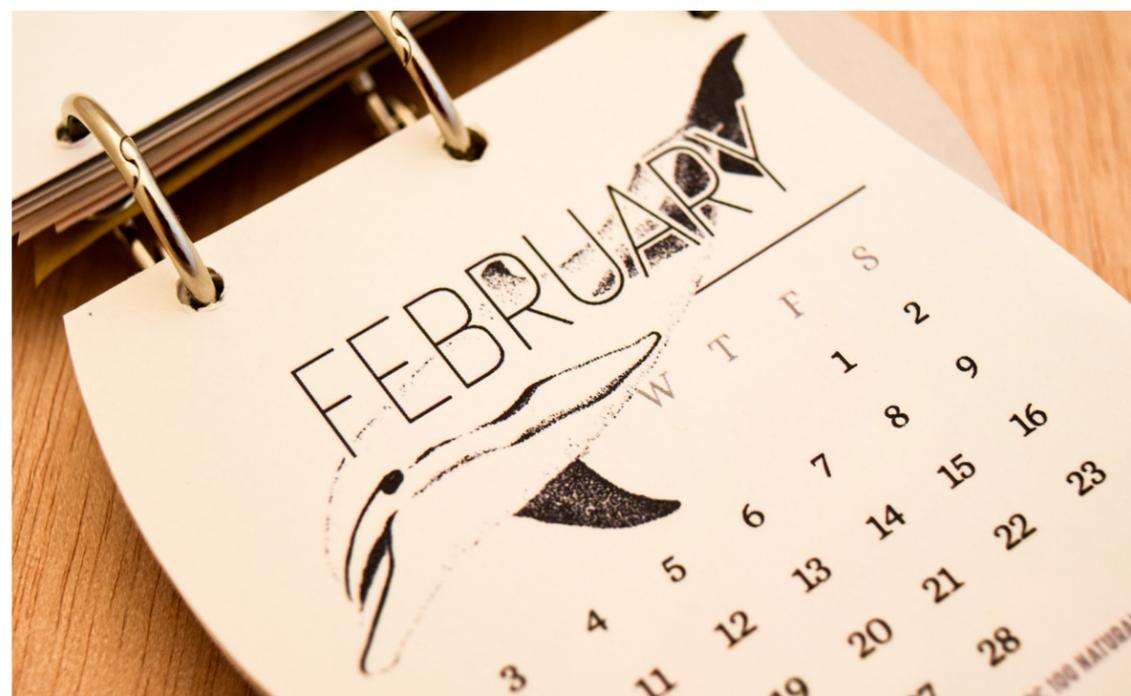
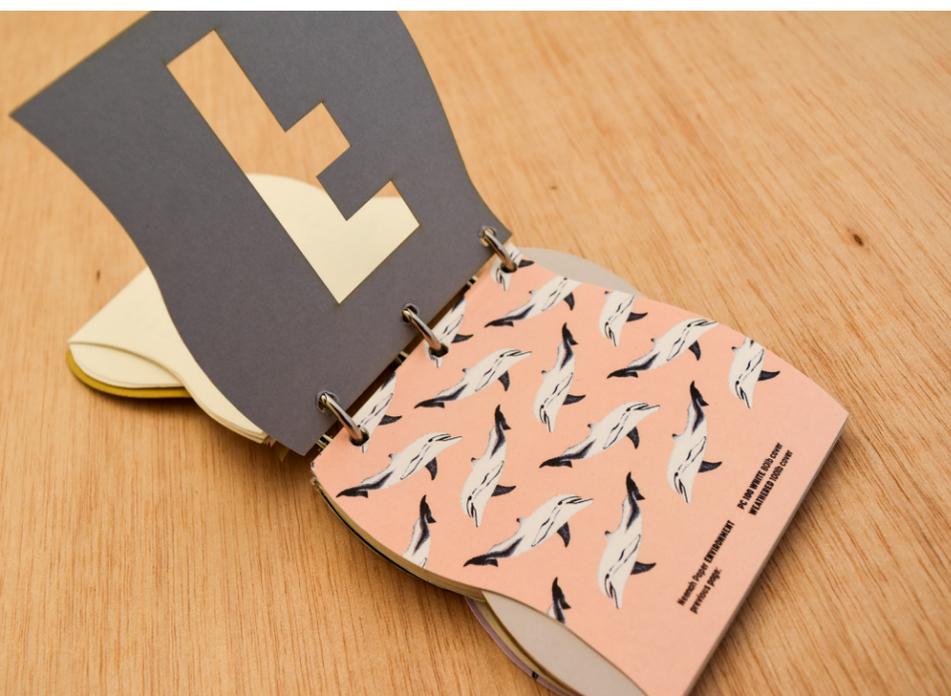




angela *babetski*
web + graphic design

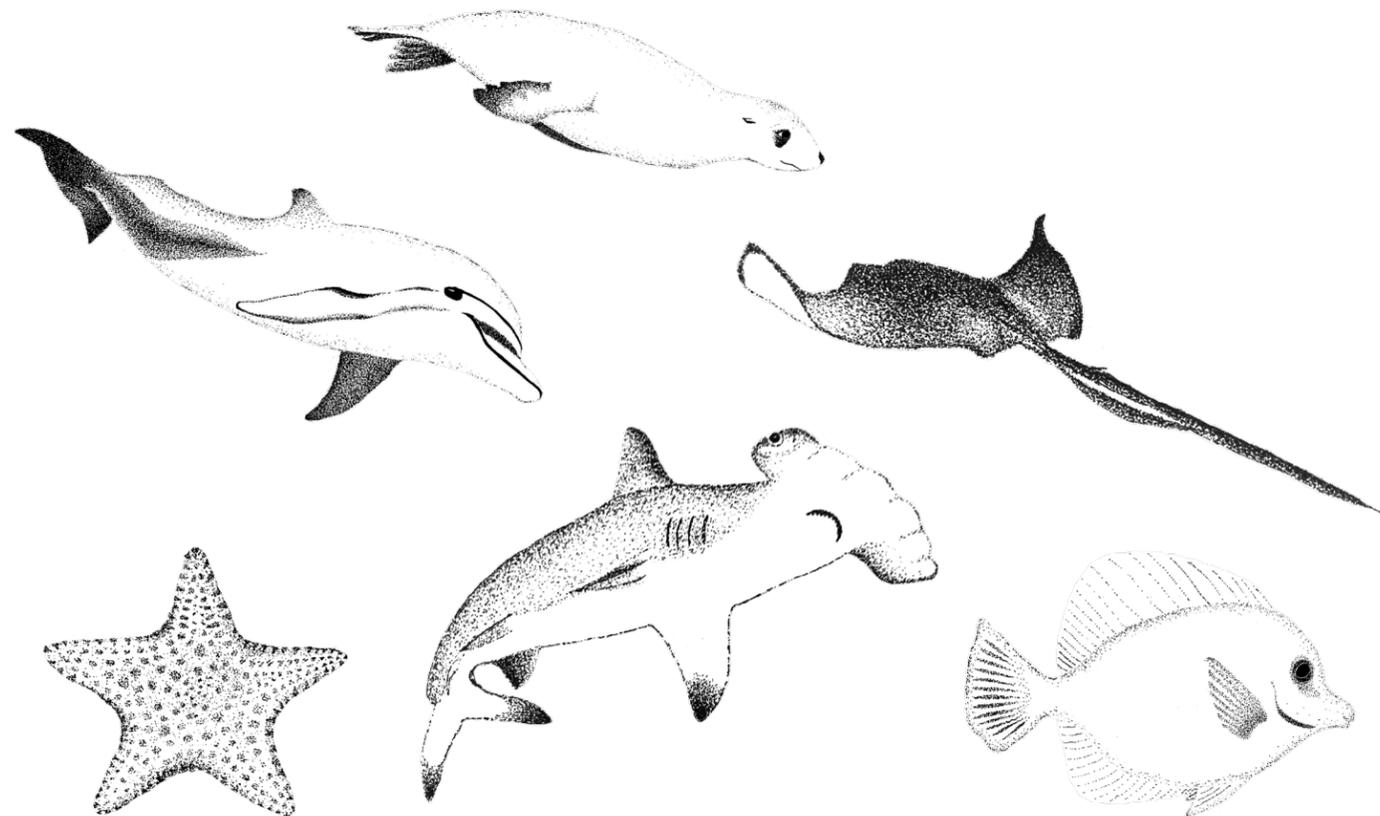


NEENAH PAPER SAMPLE CALENDAR

Paper sample books are great for previewing products, but if they get lost in the clutter on a desktop, they do no good. For this book showcasing Neenah Paper's ENVIRONMENT® line, I created a small calendar that takes up minimal space.

Each month showcases a thick cover page in one of the line's earthy colors, a colorful, patterned page beneath, and a white calendar page featuring a hand-drawn illustration. I designed the page edges to be cut in repeating wave shapes, mimicking the ocean tide.

Knowing that digital illustrations would clash with the natural feel of the paper, I opted for a traditional pen and ink style to create delicate forms swimming across my calendar pages.





WIN 1 OF OUR 3 beauty BASKETS

SATURDAY, APRIL 22 • 12-4 P.M. • GAEBE COMMONS

hair



FACE

skin



about komen

Since its foundation in 1982, the Susan G. Komen organization has funded more breast cancer research than any other nonprofit. Breast cancer takes a toll on the self-esteem of the women who suffer from it. Support your fellow ladies' right to feel beautiful by donating. Join us for our raffle on April 22!

raffle baskets

HAIR CARE

Indulgent products for your locks from Pantene, TRESemmé, and Herbal Essences

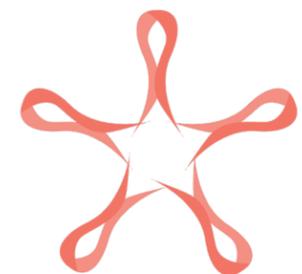
MAKE-UP

Glamorous cosmetics from MAC, Maybelline, and L'Oréal

SKIN CARE

Soothing skin care from Dove, Aveda, and Neutrogena

If you can't make it to Gaebe Commons on April 22, you can still participate in the raffle using the Komen Raffle app, available through the App Store and Google Play.



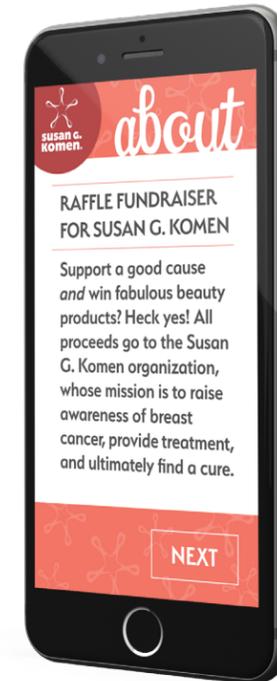
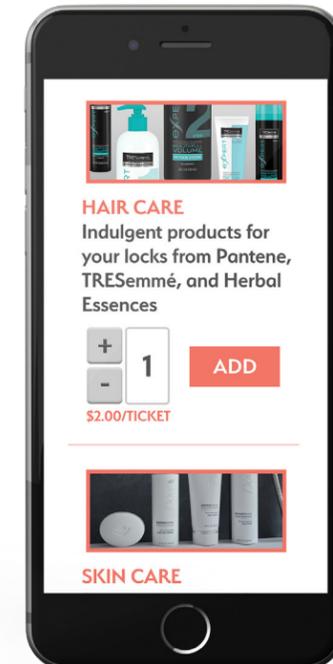
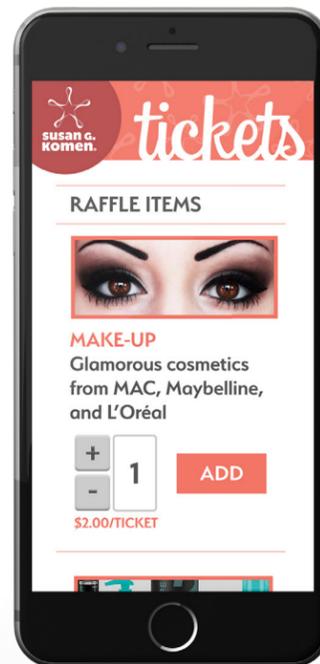
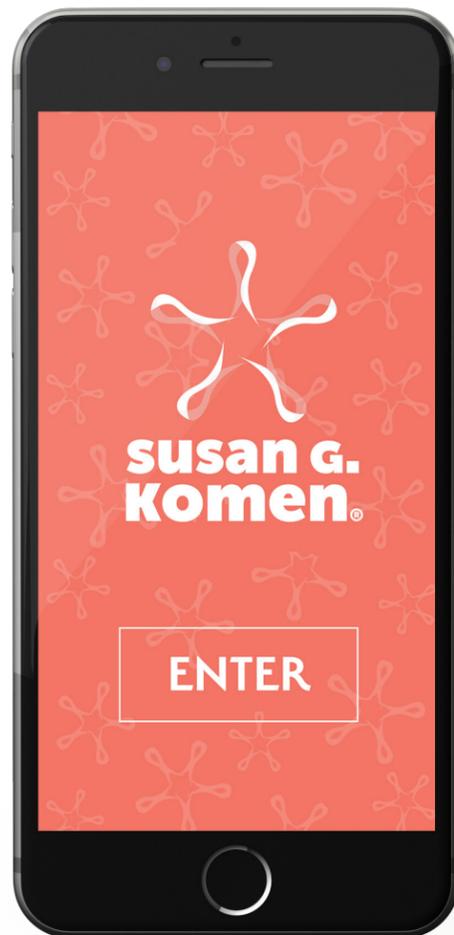
susan g. Komen.

SUSAN G. KOMEN CAMPAIGN

This hypothetical marketing campaign was done for Susan G. Komen, the leading nonprofit organization in support of breast cancer research. The logo was redesigned with a focus on the message of unity and support. I chose to keep with their brand equity by utilizing pink tones.

The target audience is college-age females, and the campaign centered around a raffle that would serve as a fundraising event for Susan G. Komen. Postcards were made to be distributed in dormitories and mailed to off-campus students, and an app was created to allow people to participate in the raffle without having to be there in person. A t-shirt was also designed to be sold at the event.

All illustrations are original; photography and mock-ups were found online.





Emmi presents
EGG BLAST!
1 Egg Blaster
4 Colors
13 Stickers

Design your eggs
in a
BLAST!

Find it at your
local retailer

Colors Included: Pink, Blue, Green, Yellow

86131860-1820 © PMG, Inc.

This advertisement features a white background with colorful confetti. On the left, a purple circular graphic contains the text 'Emmi presents EGG BLAST! 1 Egg Blaster 4 Colors 13 Stickers' next to a cartoon rabbit and a speckled egg. In the center, the product packaging is shown, featuring a yellow egg blaster and a box with the text 'Design your eggs in a BLAST!'. To the right, a sheet of 13 colorful stickers is displayed. A call to action 'Find it at your local retailer' is in the top right. At the bottom, it lists 'Colors Included: Pink, Blue, Green, Yellow' and a copyright notice '86131860-1820 © PMG, Inc.'.



Oggy presents
YOUR FAVORITE CHARACTERS!
Specialty dye kits from
Paw Patrol, Shopkins,
Despicable Me 3,
and many more

Find them
at your
local retailer

This advertisement has a green background. On the left, a white sheep character (Oggy) is shown next to a circular graphic with the text 'Oggy presents YOUR FAVORITE CHARACTERS! Specialty dye kits from Paw Patrol, Shopkins, Despicable Me 3, and many more'. In the center, three product boxes are displayed: 'Shopkins', 'PAW PATROL', and 'DESPIicable ME 3'. To the right, a call to action 'Find them at your local retailer' is written. The background is a solid green color.



Petals presents
SPIN AN EGG
1 Egg Spinner
3 Colorful Liners
5 Color Packets

Find it at your
local retailer

This advertisement features a green background. On the left, a purple flower-shaped graphic contains the text 'Petals presents SPIN AN EGG 1 Egg Spinner 3 Colorful Liners 5 Color Packets'. In the center, three colorful eggs (blue, purple, and yellow) are shown next to a butterfly. On the right, the product packaging is displayed, featuring a white rabbit and a pink egg spinner. A call to action 'Find it at your local retailer' is in the bottom right. The background is a solid green color.

DUDLEY'S® WEB BANNERS

I became acquainted with Dudley and his Easter egg dye kits during my internship at Paper Magic Group, a company that creates seasonal and special occasion products. Ursula Brozena, who maintained the Dudley's® website, asked me to design new banner ads that would feel less cluttered than the ones she was using at the time.

I was given existing materials to work with, including Dudley's® characters in various poses.

To avoid the clunky feeling that Ursula wanted to change, I scaled the product images to go beyond the banner borders, giving a sense of excitement to the ad and creating a dynamic focal point.

The feedback I received was all positive. Ursula and her boss applauded the new style, which they felt was more attention-grabbing than the old designs.



PARTY SERVICES
BASED IN PROVIDENCE, RI



401-640-6453
AlakazamFamily@gmail.com

HOME

ABOUT

SERVICES

KIDS' ACTIVITIES

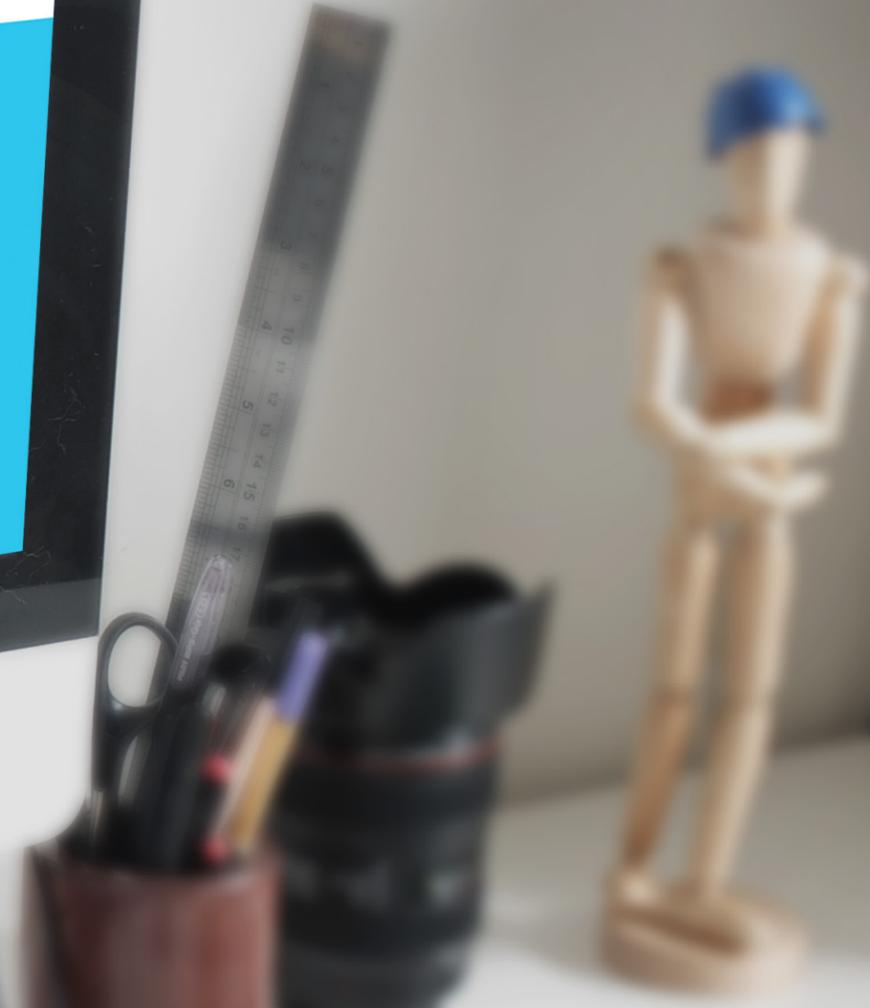
PARTY TIPS

CONTACT



ABOUT ALAKAZAM

For over 30 years, audiences throughout Rhode Island and all of New England have enjoyed the magic, comedy, and illusions of Alakazam Family Entertainment. Each show is a delightful blend of magic and merriment, which is sure to appeal to all ages.





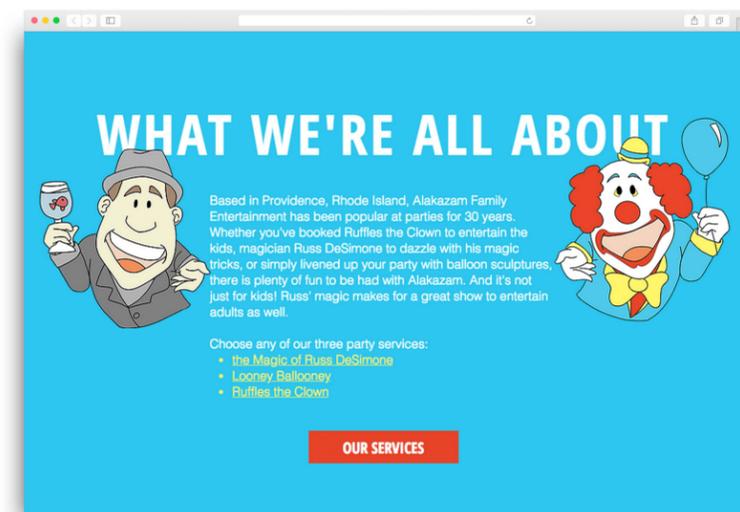
ALAKAZAM FAMILY ENTERTAINMENT

Russ DeSimone already had 30 years of experience as an entertainer when he became a client of myself and teammates Lauren Carlson and Teagan Brewster, but he needed an overarching brand to tie his acts together.

The most pressing need was a logo, which I designed to fit the entertainment theme, with the “a” taking flight as a fun twist that adds movement.

I also designed the business card, brochure, and six-page responsive website. On all three, Lauren’s character illustrations were essential in showcasing Russ’ magician and clown acts.

My website design immediately establishes the three acts under the Alakazam name, and a detailed Services page explains the types of shows available.



Pause.

by Mary Ruefle

A woman who is the most undepressed, optimistic, upbeat person I know, awoke one morning and walked straight into her kitchen and grabbed a butcher's knife with the intent of driving it through her heart.

That was menopause.



I recently came across an old cryalog that I kept during the month of April in 1998. 'C' stands for the fact that I cried, the number of C's represents the number of times I cried, and 'NC' indicates that I did not cry on that day.

The saddest thing is, I now find the cryalog very funny, and laugh when I look at it.

But when I kept it, I wanted to die. Literally, to kill myself – with an iron, a steaming hot turned-on iron.

This was not depression, this was menopause.

“PAUSE” ARTICLE DESIGN

It’s no secret that our culture is strongly opposed to growing old. So how do you take a subject involving age and present it in a way that is neither negative nor naively positive? Designing a spread for this humorous yet insightful article on menopause gave me a chance to figure that out.

To match the author’s expressive style, I designed pull-quotes with character illustrations, showing the various emotions described throughout the article and channeling her sense of humor. I chose a handwritten font and gave it a meandering baseline to create a personal, informal look.

I'M HERE TO WARN YOU

Reading this, or any other thing ever written about menopause, will not help you in any way, for how you respond to menopause is not up to you, it is up to your body, and though you believe now that you can control your body (such is your strength after all that yoga) you cannot.

Of course, you may be lucky: I know a woman who experienced menopause in no way whatsoever except that one day she realized it had been a couple of years since her last period, which was indeed her last.

You hear a lot about hot flashes, but hot flashes are the least of it, totally inconsequential in every way: you get as hot as a steam iron at odd moments – so what? The media would have you believe that hot flashes are the single most significant symptom toward which you should direct your attention and businesses their products, but when I think of menopause I don't think of hot flashes; I am not here to talk about hot flashes.

Except to tell you that they do not cease even after you have completely gone through menopause; they become a part of your life the way periods were, they are periodic and, after a while, you stop talking about them.

No, I am here to tell you that one woman, a woman who is the most undepressed, optimistic, upbeat person I know, awoke one morning and walked straight into her kitchen and grabbed a butcher's knife (she is a world class cook) with the intent of driving it through her heart. That was menopause.

THIRTEEN GOING ON CRAZY

If you take the time to peruse the annals of any nineteenth century asylum, as I have, you will discover that the 'cause of admittance' for all women over forty is listed as 'change of life'.

In other words, you go crazy. When you go crazy, you don't have the slightest inclination to read anything Foucault ever wrote about culture and madness.

It may be that you recall your thirteenth year on earth. Menopause is adolescence all over again, only you are an adult and have to go out into the world every day in ways you did not have to when you were in school, where you were surrounded by other adolescents, safe, or relatively so, in the asylum of junior high.

You are a thirteen-year-old with the experience and daily life of a forty-five-year-old.

You have on some days the desire to fuck a tree, or a dog, whichever is closest.

You have the desire to leave your husband or lover or partner, whatever.

No matter how stable or loving the arrangement, you want out.

You may decide to take up an insane and hopeless cause. You may decide to walk to Canada, or that it is high time you begin to collect old blue china, three thousand pieces of which will leave you bankrupt. Suddenly the solution to all problems lies in selling your grandmother's gold watch or drinking your body weight in cider vinegar. A kind of wild forest blood runs in your veins.

This, and other behaviors, will horrify you. You will seek medical help because you are intelligent, and none of the help will help.

You will feel as if your life is over and you will be absolutely right about that, it is over.

This, and other behaviors, will horrify you. You will seek medical help because you are intelligent, and none of the help will help.

THE INVISIBLE WOMAN

No matter how attractive or unattractive you are, you have been used to having others look you over when you stood at the bus stop or at the chemist's to buy tampons. They have looked you over to assess how attractive or unattractive you are, so no matter what the case, you were looked at. Those days are over; now others look straight through you, you are completely invisible to them, you have become a ghost.

You no longer exist.

Because you no longer exist, you will do anything for attention. You may shave your head or dye your hair or wear striped stockings or scream at complete strangers. You've seen them, haven't you, the middle-aged women screaming at the attendant in the convenience store?

You are a depressed adolescent who sweats through their clothing and says terrible things to everyone, especially the people they love.

You begin to lie. You have the urge to shoplift and if you drive an automobile you have the urge to ram your car into the car in front of you.

Nothing can prepare you for this.

A WONDROUS GIFT

The one thing no one will tell you is that these feelings and this behavior will last ten years. That is, a decade of your life. Ask your doctor if this is true and she will deny it.

Then comes a day when you see a 'woman' who is buying tampons and you think of her as a girl. And she is; anyone who has periods is a girl. You know this is true and it is very funny to you.

You are a woman, the ten years have passed, you love your children, you love your lover, but there are no longer any persons on earth who can stop you from being yourself, you have put your parents in the earth, you have buried the past. Of course in the meantime you have destroyed your life and it has to be completely remade and there is a great deal of grief and regret and nostalgia and all of that, but even so you are free, free to sit on the bank and throw stones and feel thankful for the few years or one or two decades left to you in which you can be yourself, even if a great many other women ended their lives, even if the reason they ended their lives is reported as having been for reasons having nothing to do with menopause, which is thankfully behind you as you would never want to be a girl again

for any reason at all, you have discovered that being invisible is the biggest secret on earth, the most wondrous gift anyone could ever have given you.

THE BEST IS YET TO COME

If you are young and you are reading this, perhaps you will understand the gleam in the eye of any woman who is sixty, seventy, eighty, or ninety: they cannot take you seriously (sorry) for you are just a girl to them, despite your babies and shoes and lovemaking and all of that. You are just a girl playing at life.

You are just a girl on the edge of a great forest. You should be frightened but instead you are eating a lovely meal, or you are cooking one, or you are running to the florist or you are opening a box of flowers that has just arrived at your door, and none of these things are done in the great spirit that they will later be done in.

You haven't even begun. You must pause first, the way one must always pause before a great endeavor, if only to take a good breath.

Happy old age is coming on bare feet, bringing with it grace and gentle words, and ways which grim youth have never known. ●

You have discovered that being invisible is the biggest secret on earth, the most wondrous gift anyone could ever have given you.

Slip into more



shop fit

You have on some days the desire to fuck a tree.





FIFTIES SHOES, INC.

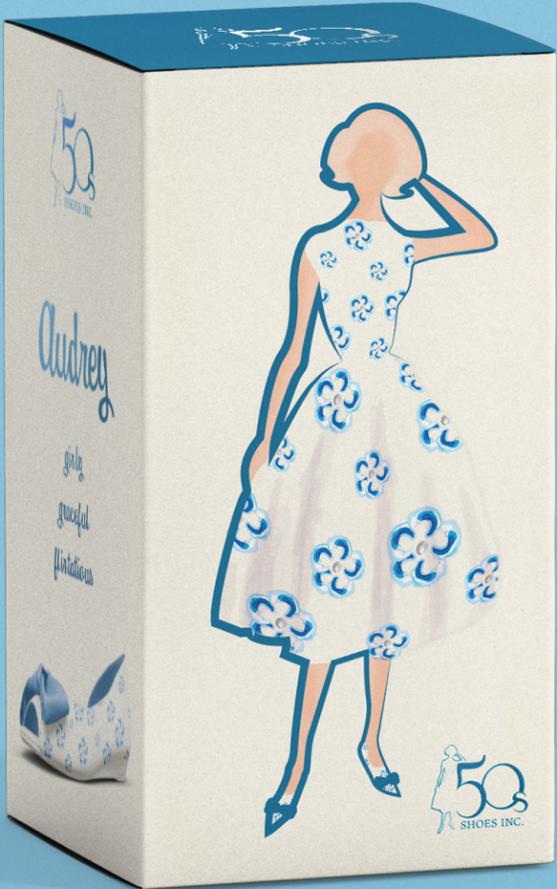
My sisters and I love Audrey Hepburn and the charm of the 1950s. Taking inspiration from the fashionable outfits of the actresses of that era, as well as from vintage sewing pattern ads, I created Fifties Shoes, Inc., a brand that would sell strictly 1950s-inspired shoes to women of all ages.

The female silhouette in the logo was inspired by the illustrated models in the vintage pattern ads. The example shoe design, named Audrey, captures grace and femininity. On the box, the fully illustrated dress on the silhouette matches the style of the shoe inside.

Women in this target audience hear the name Audrey and light up, filled with visions of grace and elegance and longing to return to a time gone by. I designed an Instagram ad that speaks to that feeling.

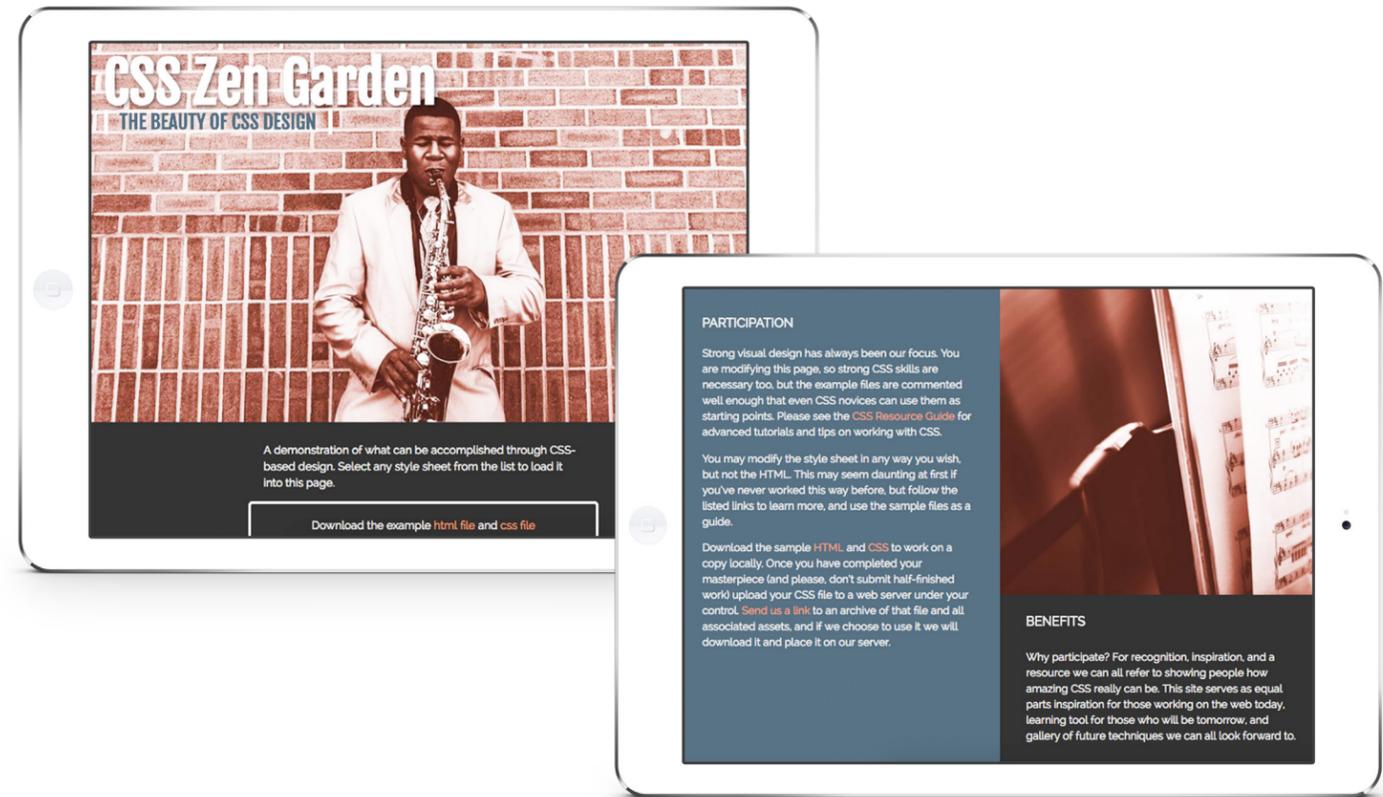
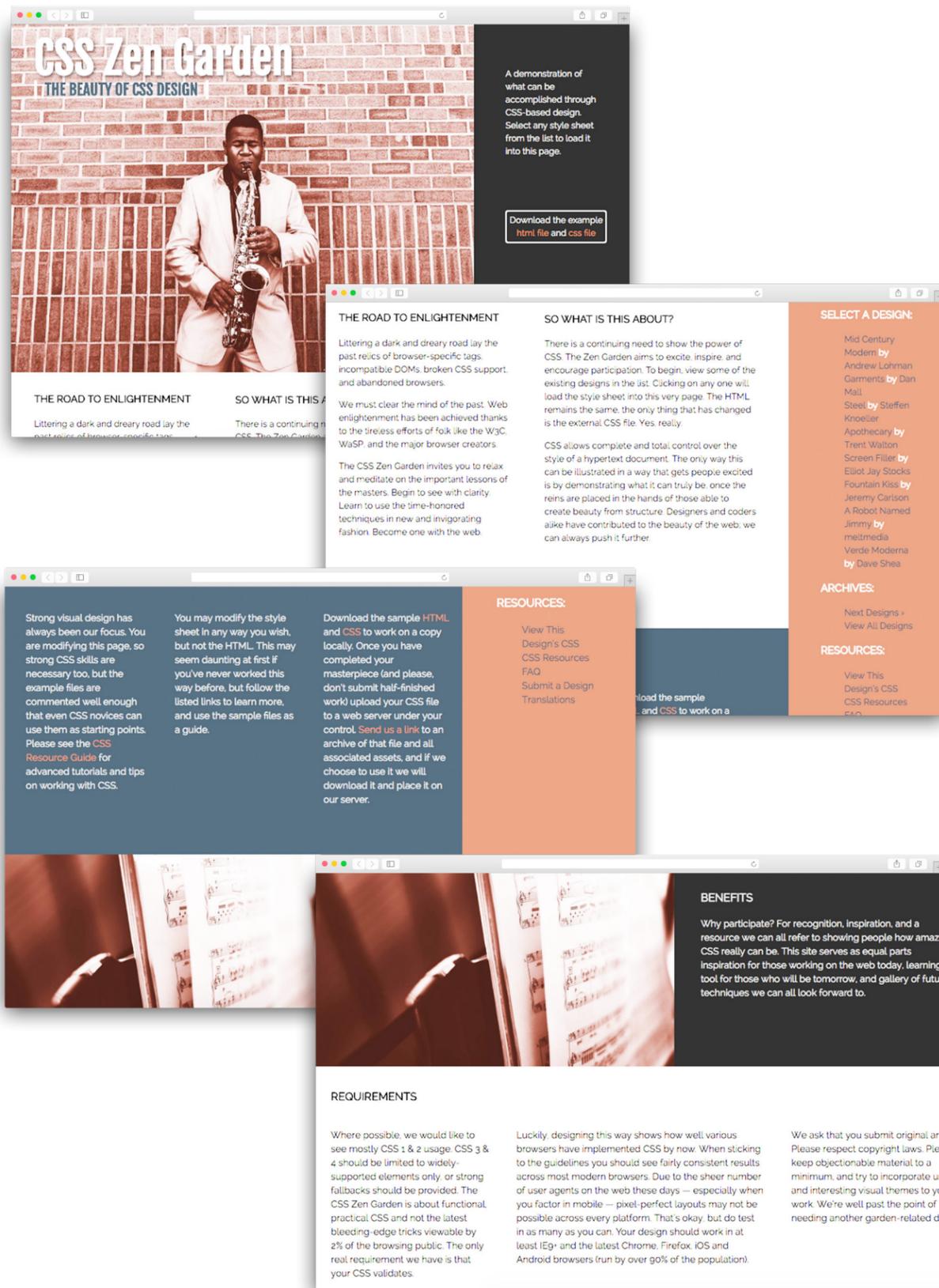


Slip into something
more Audrey.



shop fiftiesshoes.com





CSS WEBSITE CHALLENGE

Amateur and expert web designers alike try their hand at creating a layout for csszengarden.com, a site created for just that purpose. The twist is that you can't edit the HTML content that appears on the page; you can only add your own style through CSS.

I chose a sophisticated jazz theme, keeping things mellow with subdued shades of navy and coral. To organize the content, I separated the sections into different colored blocks.

The mobile version allows easy scrolling, with the most important information emphasized using dark backgrounds. On tablets, a two-column setup uses the space efficiently, and the important links to the Zen Garden documents remain on top, below the header. In desktop view, the download links and list of other designs appear as a sidebar, taking advantage of the space and giving the other text a chance to shine.

*Images used with permission from unsplash.com







VERY DAIRY

VERYDAIRY FLAVORED MILK

Milk's reputation has suffered in recent years, as experts and amateurs alike have expressed the opinion that drinking animal milk is unhealthy for humans. The hypothetical VeryDairy brand has two goals: first, to appeal to the health-conscious by selling milk from Jersey cows, which is higher in nutrients than that of Holstein cows (Holstein milk is more widely sold in the U.S.); and second, to reposition milk as something you drink not because you're told to, but because you want to.

The tagline, "more nutritious, more delicious" refers to the higher nutritional value of Jersey milk, as well as the tasty flavors available, such as Peppermint, Cookies 'n' Cream, and Pistachio Cake.

The brand would appeal to all ages. One group that would particularly enjoy it would be coffee drinkers, who could add milk, sugar, and flavor to their coffee by simply adding VeryDairy.



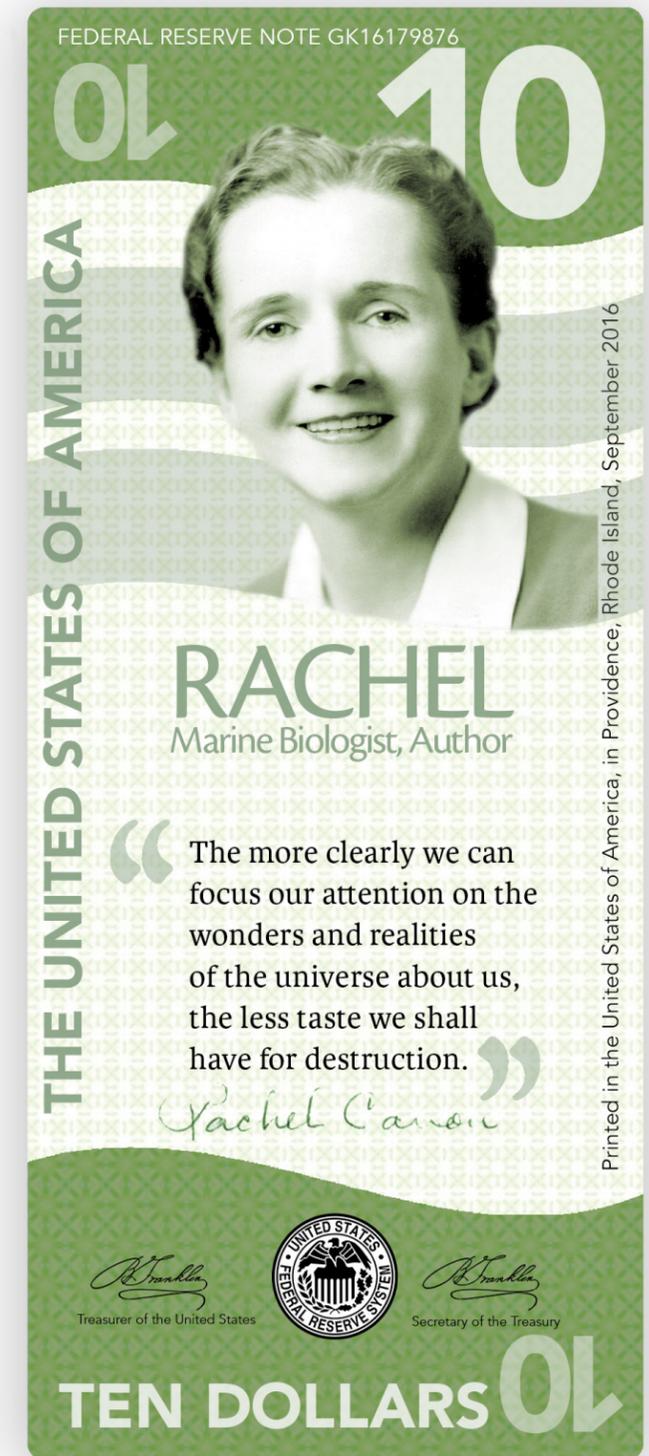
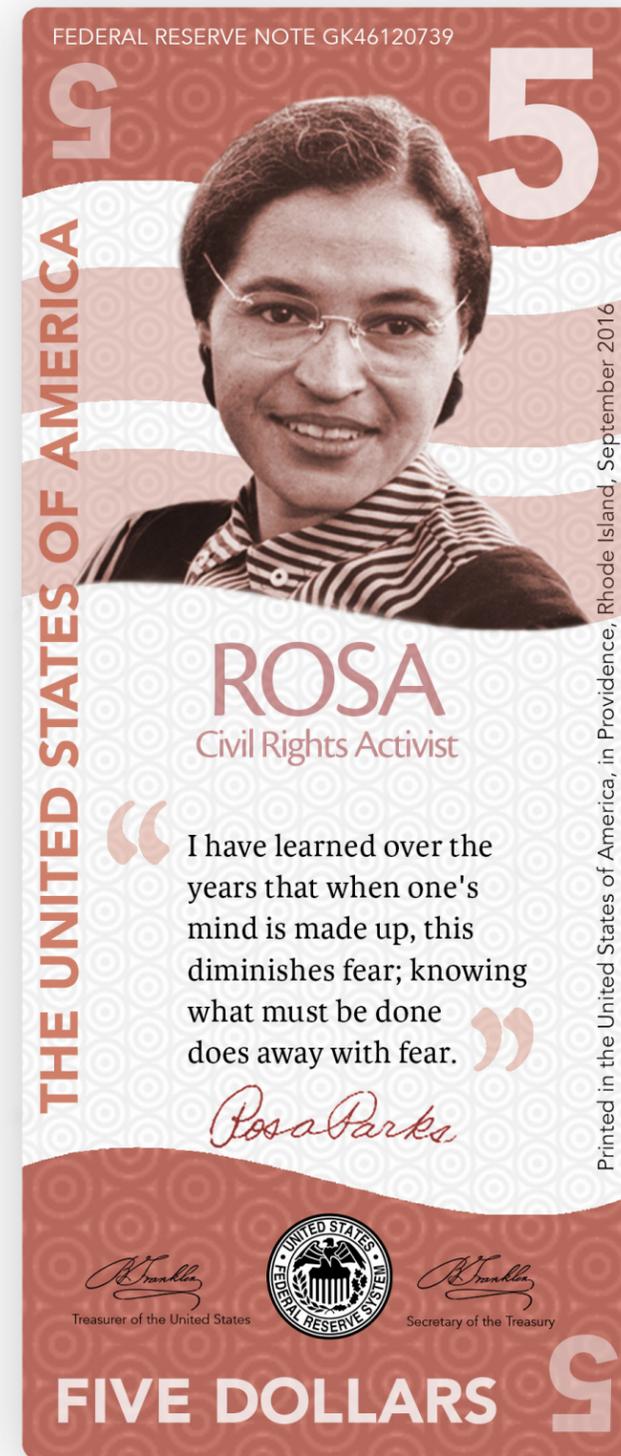
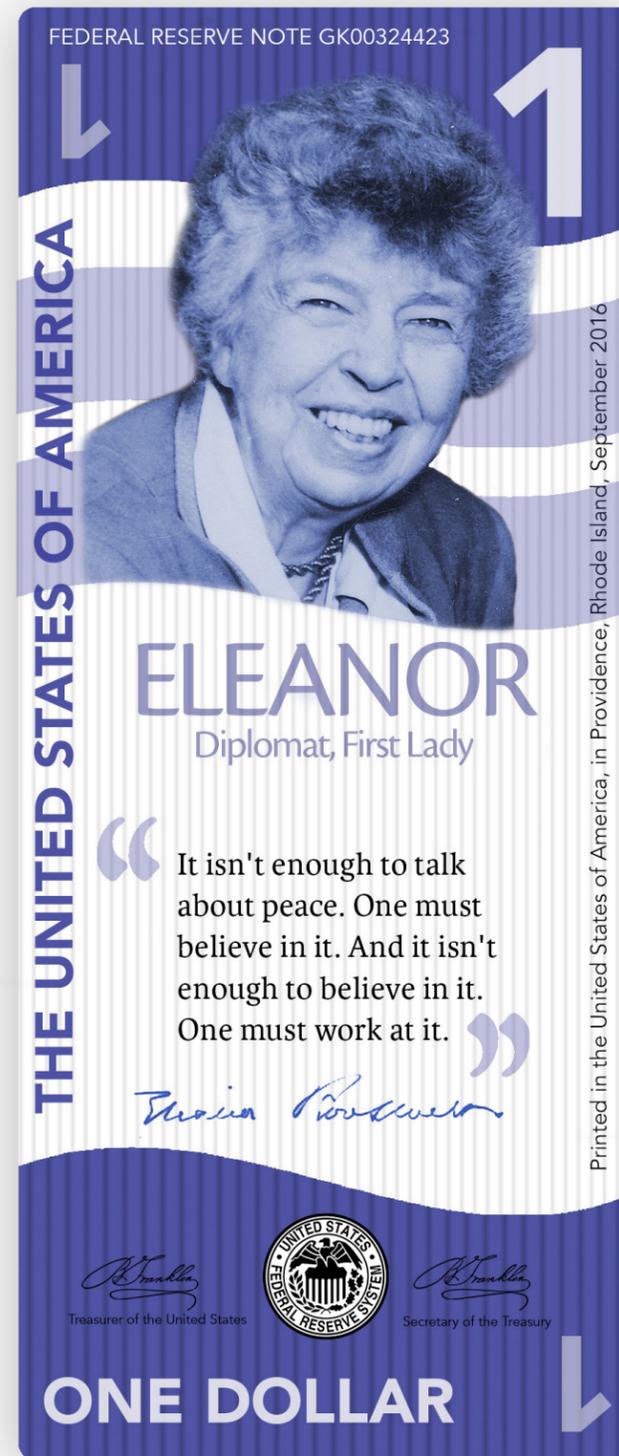
CURRENCY REDESIGN

I was excited when this project was assigned to me in class, because I have always thought that it isn't right for our currency to depict only men. Many women have had a significant impact on America's history, and those stories need to be just as recognized and celebrated as those of Washington and Lincoln.

There were many historical figures to choose from, but I went with three of the most well-known: Eleanor Roosevelt, Rosa Parks, and Rachel Carson. Each is remembered for something unique, and each had a particular message and voice. I included a quote and signature from each of them, to ensure that their unique voices continue to be heard.

The silhouettes were cropped in a style that flows gently across the page, giving them a more feminine feel. The stripes behind them are reminiscent of the American flag.

*Photos are in the public domain.

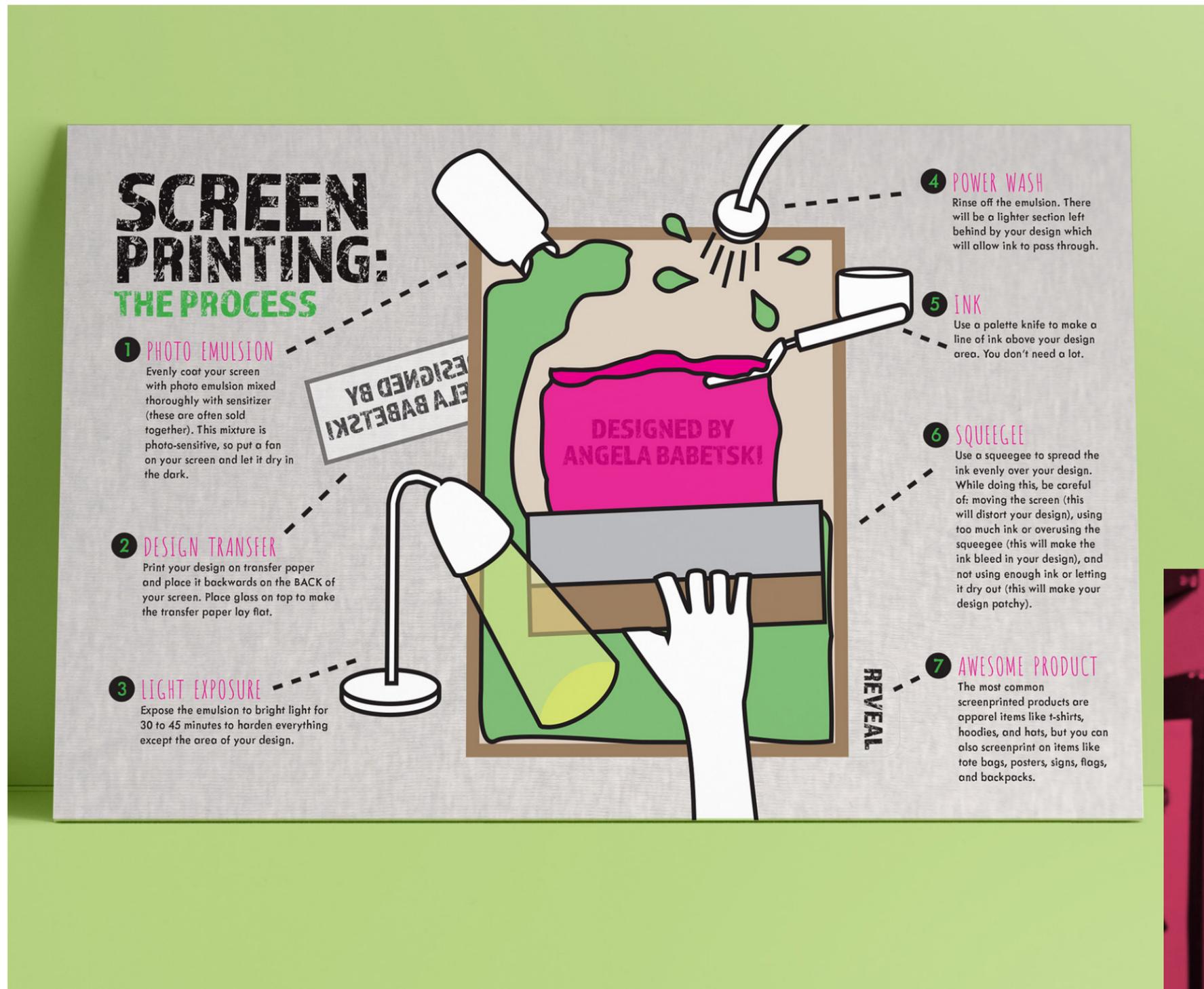


SCREEN PRINTING POSTER

Screen printing is a hands-on process that can be done by amateurs at home and still have fantastic results. Inspired by my own visual learning style, I illustrated a poster that allows would-be printers to picture what they should be doing at each step of the process.

The concise language in the written explanations focuses on the essential actions, and the illustrations show the entire process at once without obscuring each other.

The final reveal of the screen-printed t-shirt underneath is a fun tactile element, bringing the excitement of screen printing to life.



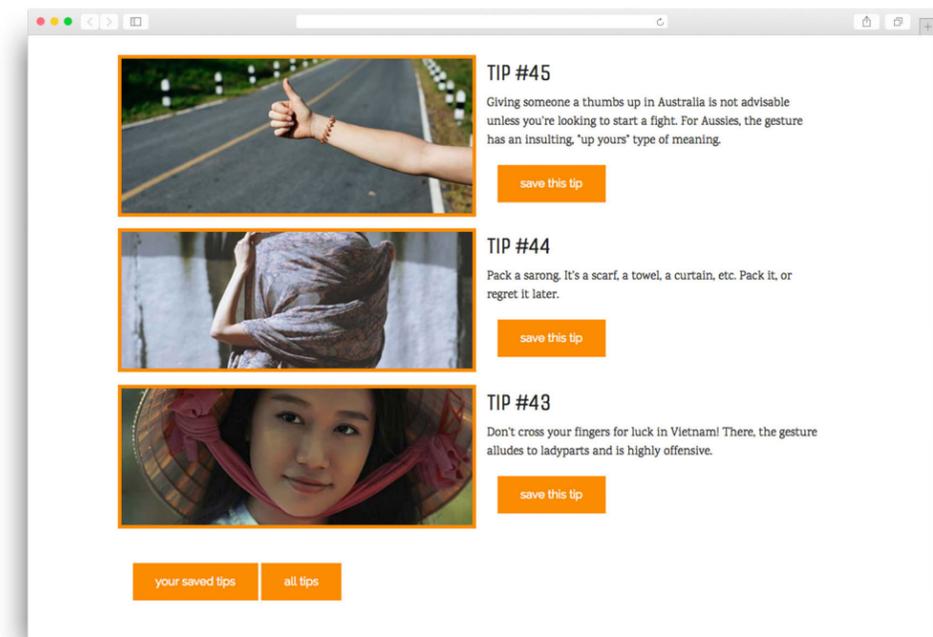
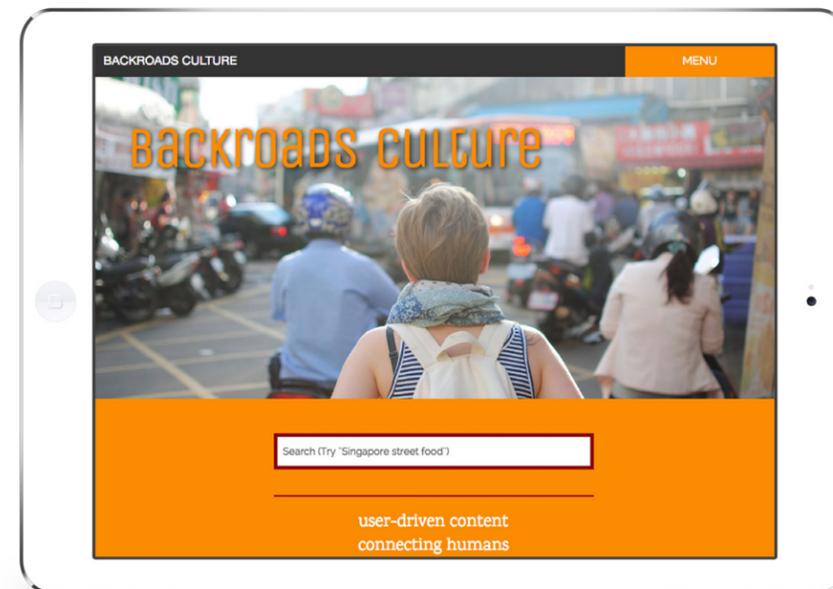
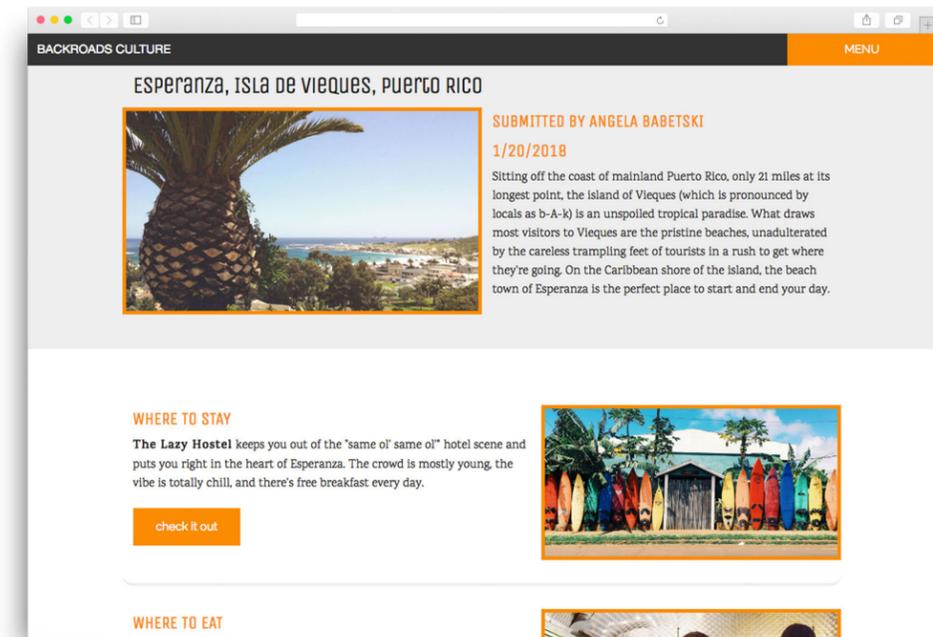
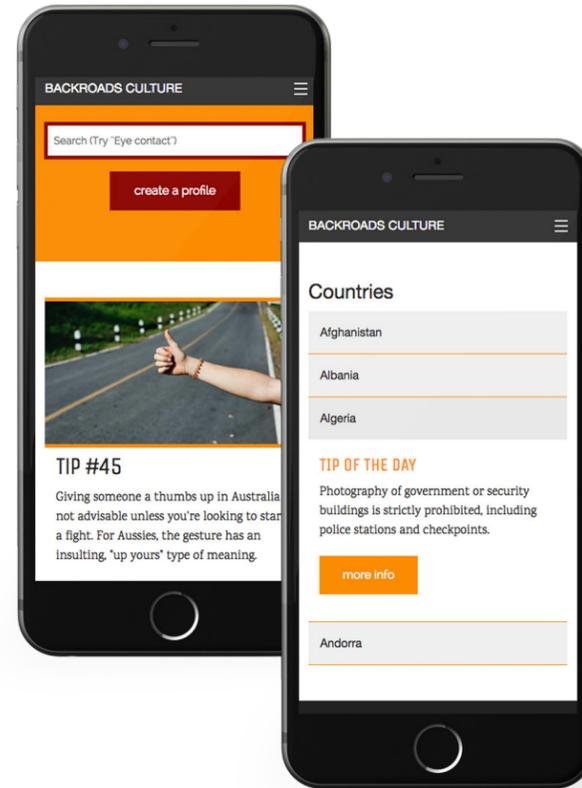
BACKROADS CULTURE BLOG

What's the best part of traveling? If you think it's the connections you make along the way, then you're already part of Backroads Culture. Backroads, because the most authentic experiences often lay off the beaten path. Culture, because the best thing you can say when you make it home is that you got to see the world through someone else's eyes.

I designed this blog site to be an online community of travelers and information. Experienced travelers can share firsthand knowledge with those who want to have an enriching travel experience.

The content includes travelers' stories, practical travel tips, and information about local customs and restrictions for international travelers.

*Images used with permission from unsplash.com



BACKROADS CULTURE

MENU

BACKROADS CULTURE

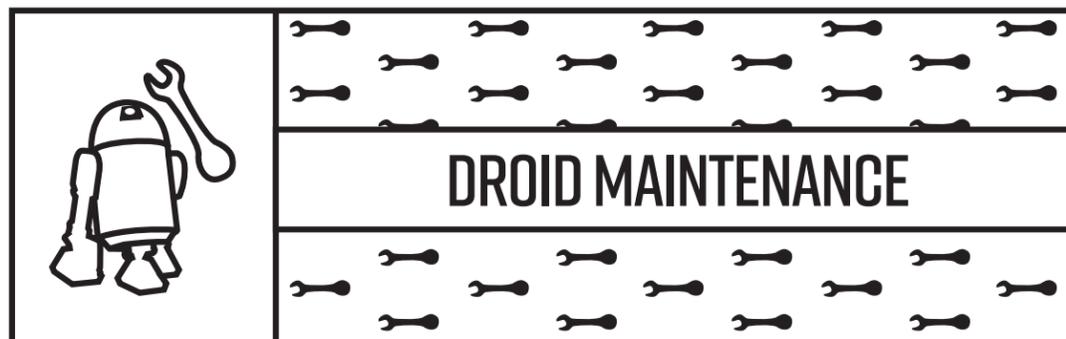
Search (Try "Singapore street food")



DEATH STAR WAYFINDING

Did you know the Death Star had 357 levels inside? Imagine you're a nervous Stormtrooper on your first day on the job, alarmed by rumors that Lord Vader is on a force-choking spree. The last thing you need is to get lost. I designed this system of icons and patterns to make it easier to find the droids you are looking for.

The patterns on the map identify sections of the level by their purpose. They are also used as environmental graphics on the walls, wrapping around corners to give a heads-up as to what section you are approaching.







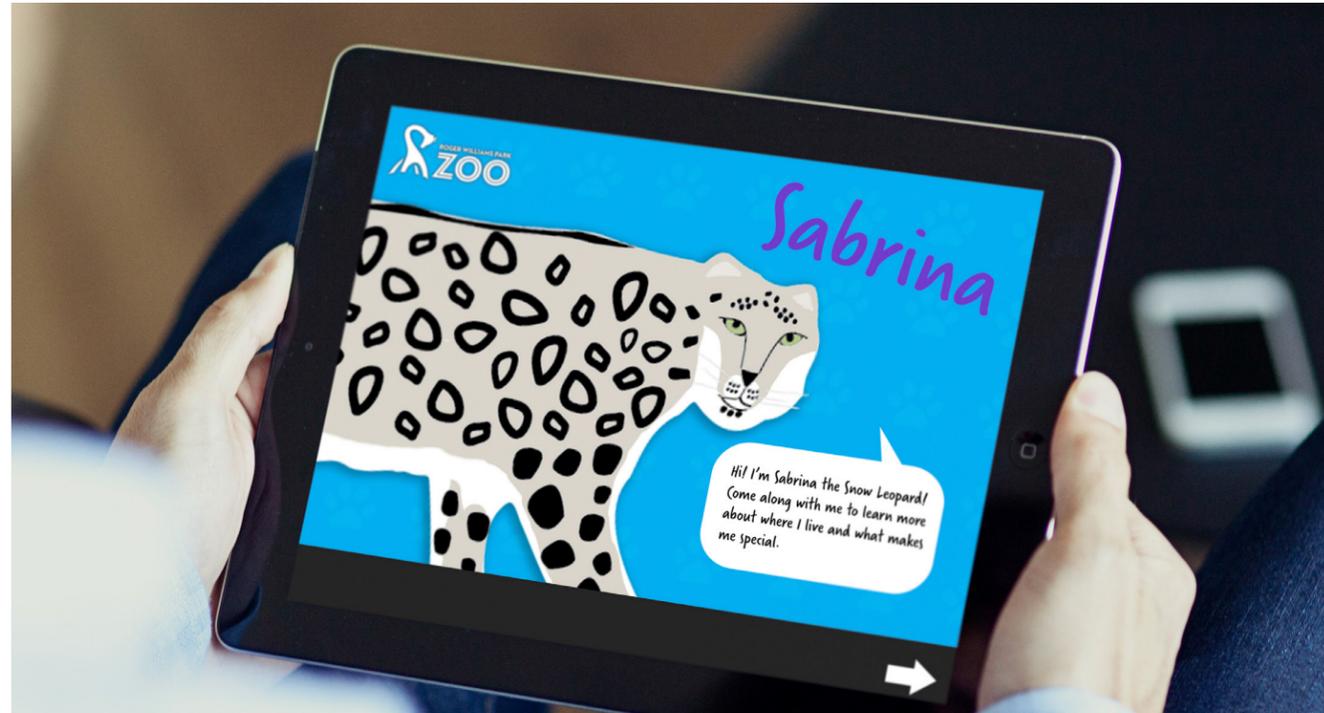
“TOP 5” LIST WEBSITE

When I was assigned to create a webpage for a “Top 5” list, I knew right away that I wanted to focus on a historical topic. I enjoy learning about history, and am particularly intrigued by the World War II era. What I realized, however, is that the history of WWII is usually told in the context of male leadership, including figures such as Eisenhower, Churchill, and de Gaulle. What were women doing during this time? They were much more than placeholders, filling the jobs of men until the troops returned home. This top 5 list recognizes not just some of the war’s most heroic women, but some of its most heroic people, period.

Because I was using black and white historical photos (photos were found online and are in the public domain), I chose to stick to that minimal color palette, with the exception of a pop of gold color in the page title. I arranged the content to form a simple grid when expanded to tablet size.

*Photos are in the public domain; content is based on information from upworthy.com.

HOME SCREEN



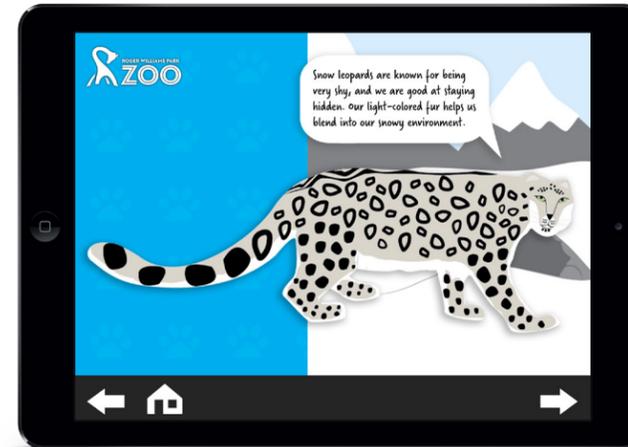
INTERACTIVE IPAD KIOSK PROTOTYPE

For this project, I was assigned to create the prototype for a hypothetical interactive iPad kiosk for Roger Williams Park Zoo. The kiosk would be located at the snow leopard exhibit, and would be geared towards children, ages 3-9.

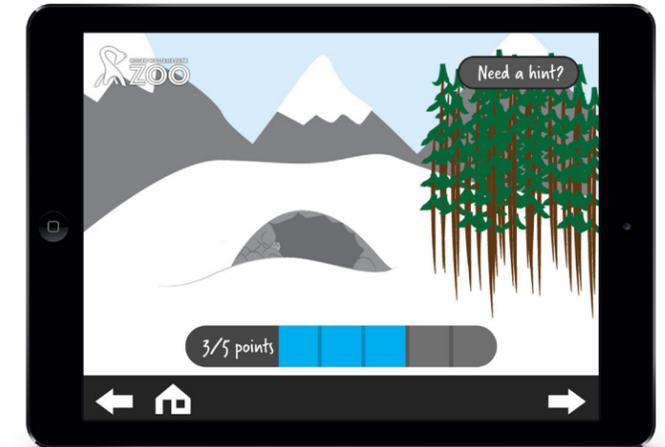
The approach I chose was to bring the snow leopard to life with a character who would engage the children and add a personal connection. "Sabrina" would guide the kids through her presentation by appearing to walk across the screen from one slide to the next (see Transition). As she walked, she would give information about snow leopards in accessible language for the kids. Some activities included would be a hide-and-seek game, a coloring page, and a point-of-view adventure game.

All illustrations are original. I chose a playful style with a color palette reflective of the cold environment of the snow leopard.

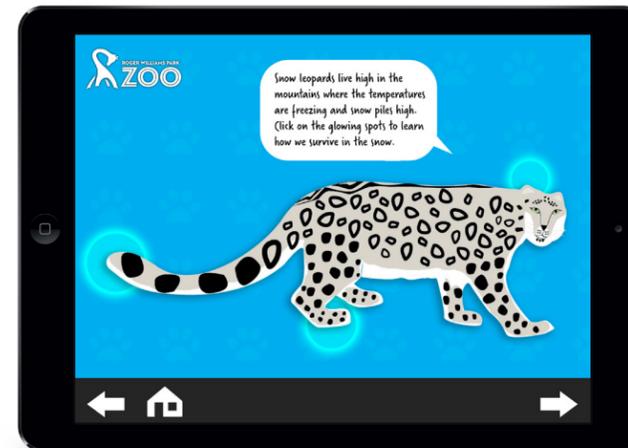
TRANSITION



HIDE AND SEEK GAME



ADAPTATION HOTSPOTS



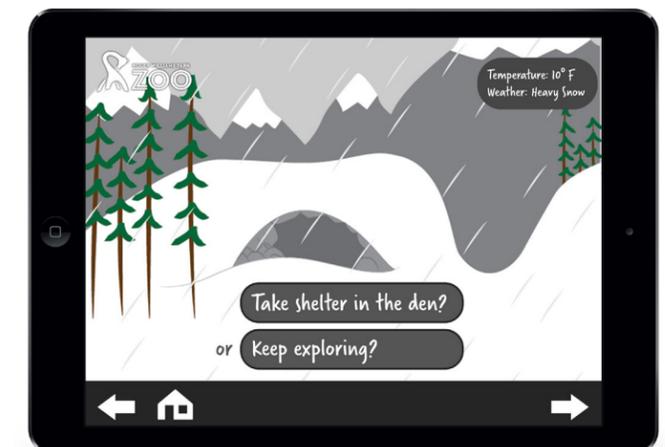
HOTSPOT IN FOCUS



PRINTABLE COLORING PAGE



POV ADVENTURE GAME



scrambled

FROM THE COOP



- egg scramble with cheddar cheese • \$3.00
- veggie omelette - mushrooms, onions, spinach, bell peppers, tomatoes • \$5.50
- meaty omelette - bacon, sausage, ham, onions, and mushrooms • \$7.50
- egg sandwich - egg and cheese with sausage, bacon, or ham, on a bagel, English muffin, or croissant • \$4.50

BY THE PLATEFUL

Choose from:

- 2 pancakes, waffles, or french toast slices
- 2 strips of bacon, sausage links, or ham slices
- 2 eggs, fried or scrambled • \$7.00
- or make a mini plate (1 of each) • \$3.50

HOT OFF THE GRIDDLE

- 2 pancakes • \$2.00
- 2 waffles • \$3.00
- 2 french toast slices • \$3.00



JUST A QUICK BITE

- tater tots • \$2.00
- yogurt parfait • \$2.50
- fresh fruit: apple, orange, or banana • \$1.00

REFRESHMENTS

- juices: orange, apple, grapefruit • \$2.00
- unsweetened iced tea • \$2.00
- milk or chocolate milk • \$2.00
- coffee: regular or decaf, with vanilla, caramel, or hazelnut flavor • \$3.00
- bottled water • \$1.50



OPEN FOR BREAKFAST (IN CASE YOU MISSED IT)
7 DAYS A WEEK • 10 AM - 4 PM

scrambled



SCRAMBLED FOOD TRUCK

For this hypothetical food truck, I focused on my favorite meal of the day: breakfast. I chose college students as my target audience, a choice that was inspired by my own college experience. What happens when you're dying for some breakfast food, but you don't wake up in time for breakfast in the dining hall?? This food truck serves breakfast till late afternoon so you can grab some eggs and bacon before class.

The logo ultimately inspired the rest of the branding elements by establishing the illustrative style, as seen in the whisk.

I chose a recycled paper for the menu because the texture and light brown color had a homespun character that was consistent with the brand.





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