Americade | Tourexpo
Identity Re-design

motorcycle tradeshow 2008
Americade is the world's largest touring rally. This identity system includes: a primary identifier, advertisement series, poster, website, and postcard series.
Strips of glue-colored cloud streaked past the breaks in the blue sky overhead, but beyond our lagoon, in Brewer’s direction, a dense cloud bank formed every afternoon. It stayed and trembled. It was gray-black, the texture of steel wool. There was a mountain side of it, and it hung and thickened until night swept across it.

Each morning the cloud bank was gone, and the strips and puffs of cloud were like gas balloons against a fine ceiling. The black cloud always returned later, looking crueler. There was no rain. Father howled at us to help him plant the garden. He got madder by the day. He said we were bone lazy and slow and never showed up when he needed us. He was mad about the rain. He had promised it, but it had not come. He howled hardest at Jerry.

We expected the rain to be plumping down, the way it had in Jeronimo—black rods of it beating into the trees. But there was only the daily upsweep of black cloud, and uncertain winds. Father said it was squalls offshore and that at any minute we would be drenched. We worked and waited in the still heat, watching the high dark sky over the twiggy treetops to the east. The storm lurked and watched us with its hanging wrinkles. It came no closer.

“Utypeia: The Quest for Ideal Typography”

This 65 page book explores the history of typography in relationship to utopian ideas and ideals.

Utypeia, Typographic Explorations

This book includes several explorations of typographic forms based on compositional principles such as layering, proximity, and continuation.
Technical Illustrations for Carrier – A United Technologies Corporation

These and hundreds of other illustrations were created to be used in Carrier Training Manuals.
Gershwin: Reaching for the Note
Museum exhibition poster and booklet chronicling the accomplishments of George and Ira Gershwin.
London Transport Museum
Promotional Pamphlet Covers

Compositions created by integrating the symbols below with typography, color and photography.

London Transport Museum
Symbol Set

A family of symbols sharing a common visual language.
This system includes: a primary identifier, graphic standards, stationery, slogan, event poster, two water bottle designs, and drawstring bags.

This identity system was implemented by the ensemble as of March 2007.
Chautauqua Institution
Promotional Materials & Signage.

As part of my internship at Chautauqua Institution I designed Event and Program Brochures, Chautauqua Dance Center Banners, and Playground Learning Centers.
Columbia's training is comprehensive, addressing the widest range of public values in old buildings, landscapes and other human works and applying the broadest array of contemporary techniques to protect them and manage change. The critical focus of the program is on surviving works of historic architecture as crucial sources of meaning for the understanding of the human experience, the protection of which is not just a matter of pleasure but of public right. Its discipline is a combination of understanding and creativity; to understand the history, meaning and needs of works that deserve protection and to design appropriate responses to extend their service to their owners and the public.

The sixty point, two year Columbia program requires studio and course work and the preparation and defense of a thesis. In the first year, two studios develop basic capacities, first, to understand and argue for the significance of old buildings and districts, and, second, to organize and implement preservation plans. The studios are supported by required core courses in the foundations and sub-specialties of preservation as a discipline: design, history and theory, conservation and planning. Conservation work is supported by the nation's first preservation laboratory fully equipped for contemporary analytic work. The second year is devoted to advanced courses and workshops in sectors of specialization, to electives from the Program and from the School and University generally and to the thesis. Theses are expected to be substantial works of original research, writing and argumentation or design based on original insights about preservation and suitable for publication. All theses are deposited for reference in the Avery Architectural Library.
The Poster Goes to War

A timeline expressing important events of World Wars I + II along with propaganda posters of the era.

1914

World War One Begins

June 28: Austrian Archduke Francis Ferdinand and wife assassinated in Sarajevo by Serbian nationalist, Gavrilo Princip.

July 28: Austria declares war on Serbia.


September: First Battle of the Marne. German drive stopped 25 miles from Paris. By end of year, war on the Western Front is “positioned” in the trenches.