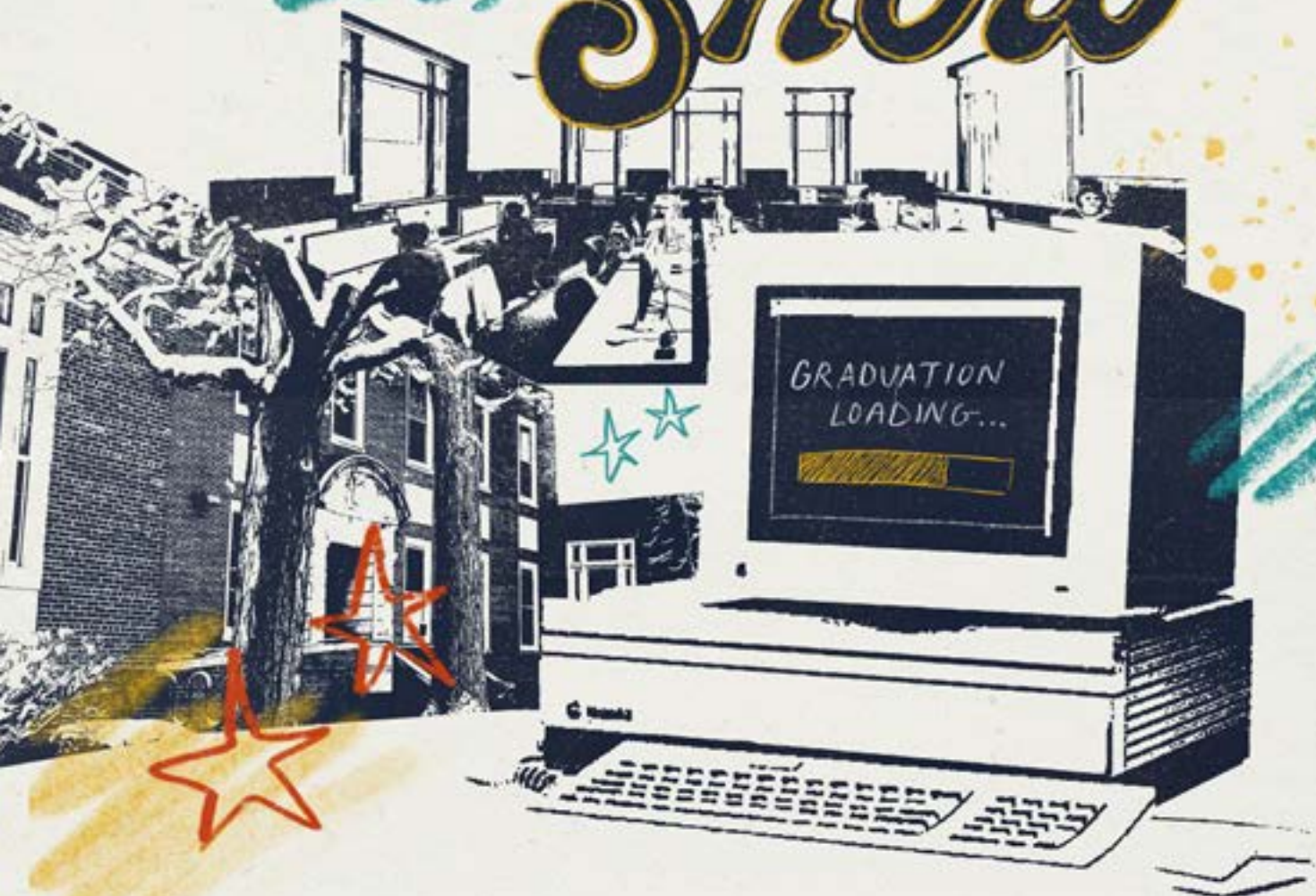


The Graphic Design

Senior Thesis

2023

Show





The Graphic Design **Senior Thesis** *2023 Show*

The design thesis is a year-long focused exploration of a design idea or area. Students pursue their ideas and position their investigations relative to conventional and contemporary practice. Students apply the knowledge and skills they have acquired throughout their education to a final project that showcases their creativity and design expertise. In two semesters, students select a topic for their thesis project, develop a proposal, conduct research, and create final design products presented in the senior show. Through this process, students gain experience in critical thinking and visual problem-solving, while also connecting their work to topics that interest them and audiences impacted by the outcomes.

BFA Graphic Design, SUNY New Paltz, May 2023.

[THESIS2023.NEWPALTZ.DESIGN](https://thesis2023.newpaltz.design)

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Why Birds?

Educating people on declining bird populations and how to help
by Veronica Alvarez

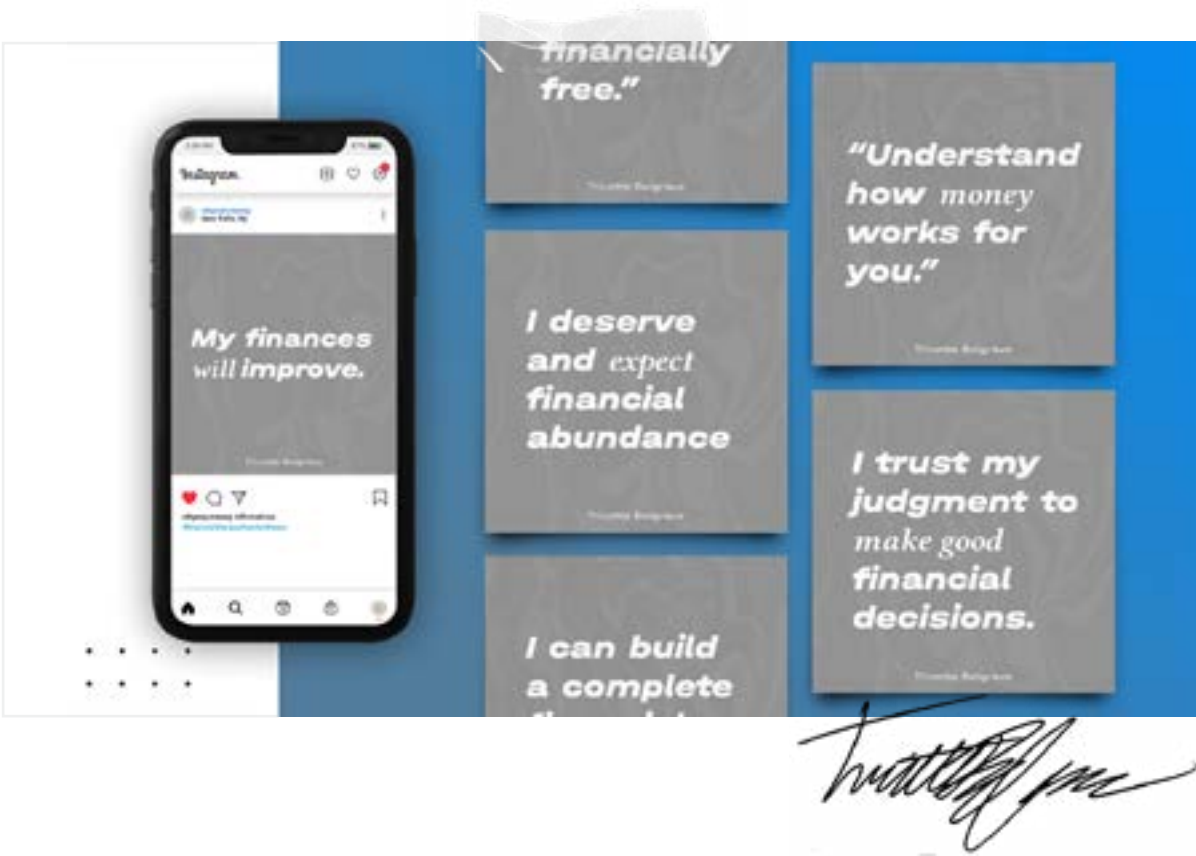


Since 1970, 3 billion birds have disappeared. This drastic drop in population raises many questions such as “where did all the birds go?” and “how can we protect them?” The *Why Birds* campaign explores these questions while also promoting an interest in birds and their contribution to our local ecosystems. Visit this fun website to see why birds are worth protecting!

Why Birds campaign features a website, designed to be easy to follow, making exploring the site and learning about our feathered friends user friendly. The visual language of this site is made to feel like a collaged journal with ripped out paper and hand crafted elements. There are also other promotional elements for the campaign such as posters and stickers.

Why Not Money

Exploring financial literacy for young adults
by Trivette Belgrave



Financial literacy is a critical life skill that is often overlooked and undervalued, but its importance cannot be overstated. The ability to manage personal finances effectively can impact an individual’s well-being, quality of life, and future financial security. It is essential that young adults have access to resources and education that can help them improve their financial literacy. In *Why Not Money*, I aim to explore the current state of financial literacy education and resources available to young adults and identify areas for improvement. *Why Not Money* provides insights and recommendations that can help young adults, improve financial literacy, and promote financial well-being.

My project dives into my personal experiences throughout my financial journey and why I seek financial freedom. It is important for me that I share my knowledge with other young adults who seek the same information because getting financial knowledge within the school system is almost nonexistent. *Why Not Money* includes a podcast, YouTube channel, and Instagram page that gives young adults reassurance about the life that they want and how it is obtainable. With these social media posts, viewers will gain positive affirmatives and lessons that change their perspective about money and how it works. *Why Not Money's* episodes will feature a guests who will share information and experiences.

Tunnel Vision

An art book dedicated to original concept art
by Alessandria Bisio



A Bisio

Concept art shows the evolution of an idea throughout pre-production and lets the team experiment through a variety of designs before setting a standard for the rest of production to follow. Each aspect is experimented with to find the right style for the story being told. It is an exciting point of production where imagination flourishes. An early look into the beginnings of an idea and some of the most beautiful and purposeful art is found at this stage — it sparks my creativity and inspires me to create.

Tunnel Vision is my own original story. By becoming the concept artist for *Tunnel Vision*, I learned what it takes to create a dynamic and compelling story, cataloged within a book. The design of the book features character designs, environment and background art, and key story elements.

Your Room is a Museum

An exhibit of stolen, gifted, thrifted, and found objects
by Kim Blum



KIM BLUM

Walls, plaster, ceilings, wooden floors. These are the physical boundaries that transform a space into a room. While a room may not seem of much value, the objects that live and exist in the space do hold value. Why? Because that is what defines the room to be yours. It is physical evidence of human existence in time and space. Take a look around your own room. You might see your favorite books, a vase, or a blanket your great-grandmother knitted.

Despite how meaningless these objects seem, they are fundamental to how we live. We embed our cultural histories and narratives within our everyday objects. As we start to shift our crafts, storytellings, and memories to a digital space, we must remember not to lose value in physical materials.

Your Room is a Museum is an online exhibit of stories about second-hand objects submitted by students of SUNY New Paltz. The project serves as an opportunity to retell the story of an object, as well as inspire others to reflect on objects through a critical lens.

Through use of nostalgic imagery, tilted typography, and collage, my design choices reflect ideas of memory, objects, and space. My final deliverables include a website, print catalog, and promotional materials.

MADEUP: A Visual History of Cosmetic Advertising

A collection of makeup advertisements and visuals from 1920 – 1970
by Ally Burgarella



Ally Burgarella

As the makeup industry continues to evolve, we have seen it impact and reflect beauty ideals and standards in the U.S. Throughout history, cosmetic advertisements have shaped our definition of beauty by influencing and empowering women, as well as excluding and shaming them.

For my graphic design thesis project, I wanted to explore more about makeup, its history, and cosmetic advertising that reinforces beauty standards. *Madeup: A Visual History of Cosmetic Advertising* is a hardcover book showcasing a collection of makeup advertisements from 1920 – 1970. Utilizing the text and imagery from the website, Vintage Hair and Makeup Archives, I created a visually appealing book that explores the evolution of makeup and beauty ideals presented in cosmetic advertisements of the past. Through my design, we can learn more about the history of our makeup and the same beauty ideals we have seen over and over again. I hope my book inspires, educates, and creates a fun experience for readers to look through.

The Vinyl Guide

Helping newcomers learn about the wonders of vinyl
by Ryan Carrick



RYAN CARRICK

In the age of digital streaming services, people are finding the beauty and quality in older ways of listening to vinyl records. To actually hold and listen to a record is a feeling that the digital streaming services can't compete with. Vinyl is a delicate and complex form of music that differs from digital streaming services. There are many things to take into consideration when starting your record collection because companies will sell cheap turn-tables, speakers, differing quality of vinyl and vinyl resellers. *The Vinyl Guide* is a perfect way to help overcome this learning curve. Helping newcomers ease themselves into the wonders of vinyl without having to do a ton of reading and research. I also have a love for the local music scene here at New Paltz. I wanted to incorporate this scene into my project, so I have designed an original album cover for a local band, Kale. This album cover is from a live performance in March 2022 at The Spotlight at the Paramount Theater. The cover is an illustration referencing a lot of 60s and 70s album covers as the inspiration to portray the contemporary psychedelic rock scene on vinyl.

Hooked on Crochet

A crochet book helping beginners to get started
by Arianna Castanon



Arianna Castanon

Crocheting has positive impacts on mental health, on your memory, and it has such a great community! As someone who loves to crochet, I want to share this hobby with others so they can also gain the benefits of crocheting. *Hooked on Crochet* is a book for beginner crocheters looking for easy patterns to start with, as well as determining what materials are required and learning the different types of yarns to choose from. You can create almost anything you want with this craft, whether it be for yourself or as a gift. This book provides patterns of plushies made by other creators and can be found on their websites. I chose these patterns since I have used them myself and found them simple and easy to follow. I want this book to feel fun with bright pops of colors and imagery used throughout. It's not your traditional crochet book, and the goal is to make you feel less intimidated about getting started! See what you can make when you get hooked on crochet!

Reproductive Health: A Collection of Stories

A collection of anonymous stories on reproductive health
by Eve Fagan



Eve Fagan

Women's reproductive rights today are being challenged more than ever. Across the United States, the right to body autonomy has now become a privilege for women as many others are stripped of their right to choose. When it comes to women's reproductive freedoms, Former Supreme Court Justice Ruth Bader Ginsberg was no stranger to fighting for equal rights for women everywhere, Ginsberg said it best: "Fight for the things that you care about, but do it in a way that will lead others to join you."

My book, *Reproductive Health: A Collection of Stories*, gives women and non-binary folk a platform to share their experiences and stories concerning their reproductive health. Not only will these stories inform others about the kind of injustices experienced by women and non-binary folk of any age, but I also hope it will help to give those reading the confidence to speak up about their own experiences. The style of my book was inspired by my love of collage and scrapbooking where I utilized type and image to create expressive typography throughout the book. Visually, I wanted the imagery to be just as engaging as the stories and relate specifically to each story's content in some way. One of my main goals for this project was to inspire others to tell their stories and fight for what they believe in, just as Ruth Bader Ginsberg did.

ENHANCE: Mental Health Reset

Daily 15 min tasks to create positive mental health habits
by Julia Gajda



Julia Gajda

Most people encounter stress and anxiety at some point in their life. Depending on intensity, this may negatively affect a person's quality of life. The topic of mental health has become more apparent for college students who struggle with bringing awareness to their feelings. Psychological ideas of positive reinforcement and repetition are methods proven to relieve stress and anxiety. *ENHANCE: Mental Health Reset* is a product for SUNY New Paltz students that prompts users with a task that corresponds to a mental or physical concept focusing on oneself. The standing design helps remind the user about their daily task. The pages include information regarding the task at hand, as well as a follow up reflection for the user to check off their completed task of the day. Additional information about local and campus mental health resources can be found along the bottom of the pages. Every person handles mental health differently. This product encourages users to try out new relaxation techniques to see which ones can benefit them the most. By performing these repetitive tasks, students can incorporate healthy habits into their daily lives.

Creative Machines: Understanding the Potential of AI and Design

Exploring the potential of AI as a tool in design
by Pascal Gervasio



PG

With the rapid advancement of artificial intelligence (AI) technology, there is an increasing interest and concern in its potential applications in the field of art and design. By utilizing AI, designers can potentially enhance their design process by generating new ideas, exploring new possibilities, and increasing the efficiency of their workflow. However, the effectiveness of AI in design remains largely unexplored and carries significant ethical and legal implications.

Creative Machines is an in-depth investigation of the potential use of AI as a tool to assist in the design process. The website hosts a variety of virtual projects that involve the use of AI-generated imagery. Each analyzes where AI has enhanced and benefited the design process as well as where it currently falls short. These virtual projects include: a client-based project made for the purpose of event advertising; a documented workshop where participants generate and discuss AI generated imagery; and the application of generated images to build a website mockup for a conceptual business. By examining applications of AI in design, we can better understand the potential benefits and limitations of AI.

GhostGuard

A dating app designed with your safety in mind
by Kat Giunta



Are you tired of swiping through countless profiles, only to find out that the person you thought you were clicking with isn't actually who they say they are? Or being ghosted after a good conversation on a dating app? It's time to try GhostGuard, an app designed for safe dating. I conducted research on online dating, recorded my peer's experiences in surveys, and designed a dating app based on user experience and feedback.

GhostGuard is different from other dating apps because we put safety and authenticity before anything else. A more secure verification process was implemented to make sure every profile is a real person. *GhostGuard* also provides tools and resources to help you stay safe while dating, such as in-app safety tips and a few other features such as the ability to remove yourself from a situation you don't feel safe in with the click of a button. I hope that all users of *GhostGuard* experience safer online dating, and a more fulfilling experience.

Community Hub

Connecting creatives and educational resources to empower the community
by Julien Khurey



For decades, Black, Indigenous, and people of color (BIPOC) have faced tremendous marginalization in creative spaces such as fine arts, crafts, and design. It is crucial to recognize the importance of diversity in creative fields, as different viewpoints on topics can lead to surprising and rewarding creative outcomes.

To address this issue, *Community Hub* was created as a community-building tool. It takes the form of a website that eliminates pain points associated with physical space, accessibility, communication issues, volunteering issues, and confusion. The tool is designed to be accessible across many levels, ensuring that it is easy and enjoyable to use by marginalized communities such as BIPOC and other individuals looking to learn or help.

The *Community Hub* website aims to bring people together, encourage collaboration, and provide a platform for marginalized groups to showcase their work. By eliminating barriers to entry, it promotes equity in creative spaces and encourages diversity.

The site's visual language included expressive typography, approachable illustrations that celebrate various styles and skill levels, and an energetic, optimistic, innocent, and trustworthy color palette.

EDGE: Innovative Resources for Designers

Helping designers stay ahead of emerging trends and technology

by Paul Lopez



Paul Lopez

EDGE is a website designed to empower new and aspiring designers with the knowledge and tools they need to stay ahead of the curve in the ever-changing industry of graphic design. The site serves as a hub of information for new and emerging technologies that have been disrupting the digital world, which include AI art generators, AR/VR, and NFTs (Blockchain Technology). The goal is to provide designers with the necessary tools and resources they need to stand out.

The site consists of separate sections for each technology, complete with links to tutorials, guides, and the latest news updates. This ensures that designers stay up-to-date with the latest trends and innovations in the field and avoid being eclipsed by algorithms or automated software.

As a senior thesis project, *EDGE* was designed specifically with designers in mind. The website's user-friendly interface and comprehensive resources make it the go-to platform for anyone looking to learn more about these exciting new technologies and how they can be applied and integrated into every designer's unique creative process.

Work Play Rest

A reminder for everyone to balance work, play, and rest!

by Lianna Maley



Lianna Maley

Everybody works, plays, and rests, but are people balancing these three areas effectively as they grow up? Most likely not.

The shift in work, play, and rest is inevitable, however when we lack in one, it affects how we participate in the rest. Play dims at a certain age and work takes over. Society deems play as something reserved for children and we decrease the time on letting our minds explore, expand, and relax through play and rest.

Everybody needs a healthy balance of work, play, and rest. As you grow up it is vital to become aware of this shift and realize the importance of incorporating play, rest, and work into your life at every age.

Work Play Rest is a children's book for adults. Using this simple, and nostalgic format, it forces people to reminisce and consume the material with a different mindset. Adults need to be retaught that play is important, and a balance is necessary for everyone. The book paired with a poster series, work together to remind people to play! Work Play and Rest is here to remind and inspire people to rebalance the work, play, and rest going on in their own lives.

The Power of Privacy: An Introduction to Mobile Data Collection

A website about digital privacy
by Caitlin McGetrick

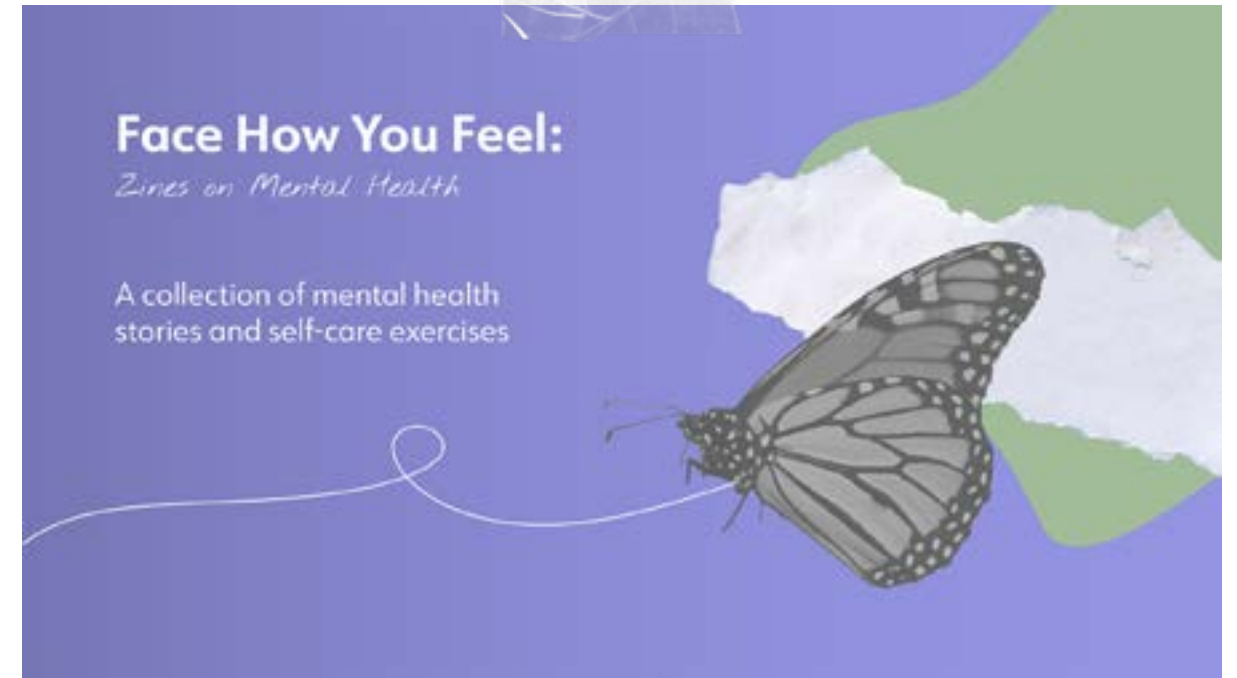


Caitlin McGetrick

Our privacy is valuable. It allows us to make our own choices about the parts of ourselves that we wish to share, and lets us control what others know about us. However, it is something that has become increasingly threatened in the digital age. Massive amounts of personal data are being collected from us without our knowledge or consent while we use the internet and our digital devices. Privacy is a fundamental human right, and in our digital society it is something that needs to be protected. *The Power of Privacy* is an informational and engaging mobile-oriented website that aims to educate internet users and smartphone owners about digital privacy. It covers the topics of how our cellphones collect data from us, why it matters, and what we can do to help prevent it from happening. Because of the technical and possibly intimidating nature of the topic, I wanted the visual language of the project to be engaging and approachable. I coded the site using HTML, CSS, and JavaScript. My hope is that viewers come away with a basic understanding of the current problems that we are facing in relation to digital privacy, and are motivated to take steps to protect their own.

Face How You Feel: Zines on Mental Health

A collection of mental health stories and self-care exercises
by Brianna Morano



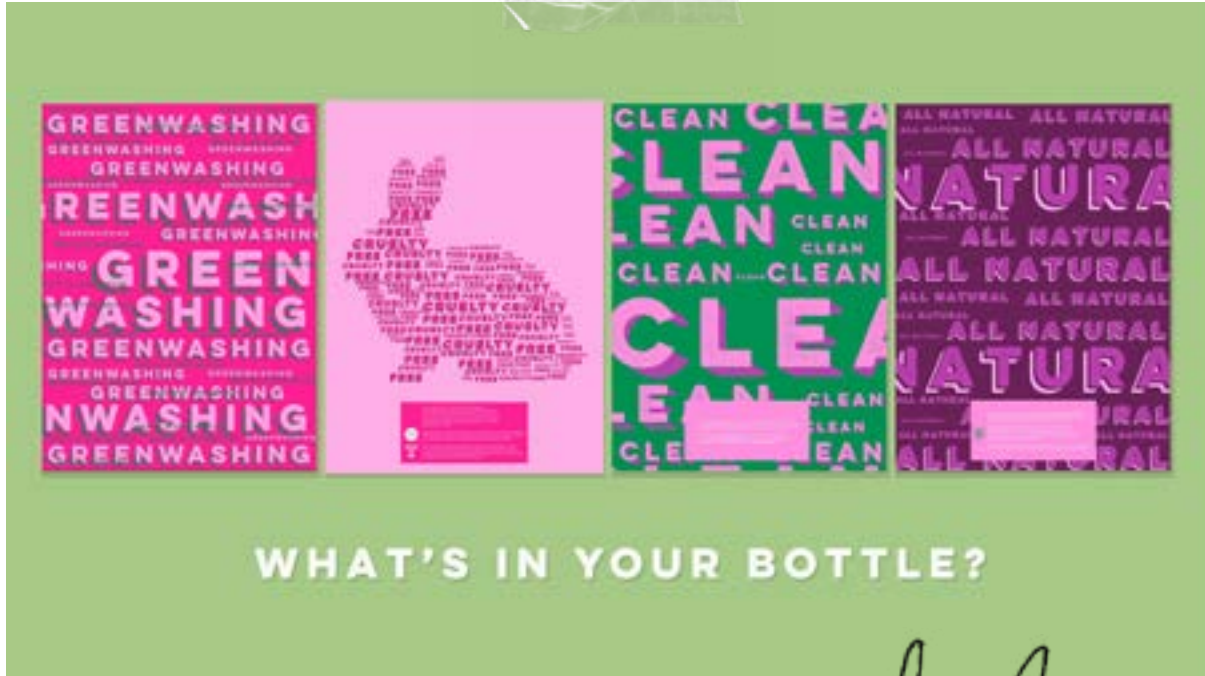
Brianna Morano

Everyone struggles with their mental health at some point in their life. It can be difficult to learn how to manage our mental health and can leave us feeling alone with our struggles. Learning coping skills can help manage stress and negative emotions as they arise in our lives. It's important to understand that our brains are malleable and our mindsets are able to shift, so we can live well-balanced and healthier lives.

Face How You Feel: Zines on Mental Health uses stories and self-care exercises to bring awareness and advocate for mental health care. The zine, *Stories on Mental Health*, features a collection of stories from young adults who share their mental health experiences and struggles. Its companion zine, *A Self-Care Journal*, contains self-reflecting journal prompts for readers to respond to, along with walk-through meditation exercises. Using photo manipulation and digital illustration to create a captivating reading experience, this set of zines aims to encourage young adults to actively take care of their mental health and recognize that they are not alone.

What's In Your Bottle?

Bringing awareness to greenwashing in the cosmetics industry
by Julianna Nasi



Julianna Nasi

Your favorite cosmetic brands have been deceiving you. Each year billions of waste is produced by the cosmetic industry alone and very little of that waste can actually be recycled. How is this possible when brands claim to be sustainable? Many cosmetic brands will use a tactic called ‘Greenwashing’, the practice of falsifying information about the environmental factors of a product, service, or brand. Some brands do this to make their products seem more environmentally friendly when, in fact, many of the ingredients could be potentially harmful for you and the environment. The next time you see phrases such as Clean or All Natural, take a closer look at the back of your bottle.

What's In Your Bottle? is a campaign and social media campaign that educates consumers on the deceiving cosmetic packaging used in their daily life. The posters serve to encourage consumers to look beyond what their cosmetic packaging says, and to be aware of the actual ingredients in their bottles. So with that being said, do you actually know what's in your bottle? Just because it says _____, doesn't mean it actually is.

Tarrytown Public Market

Designing a concept for a year-round indoor public marketplace
by Shelby Nine-Durso



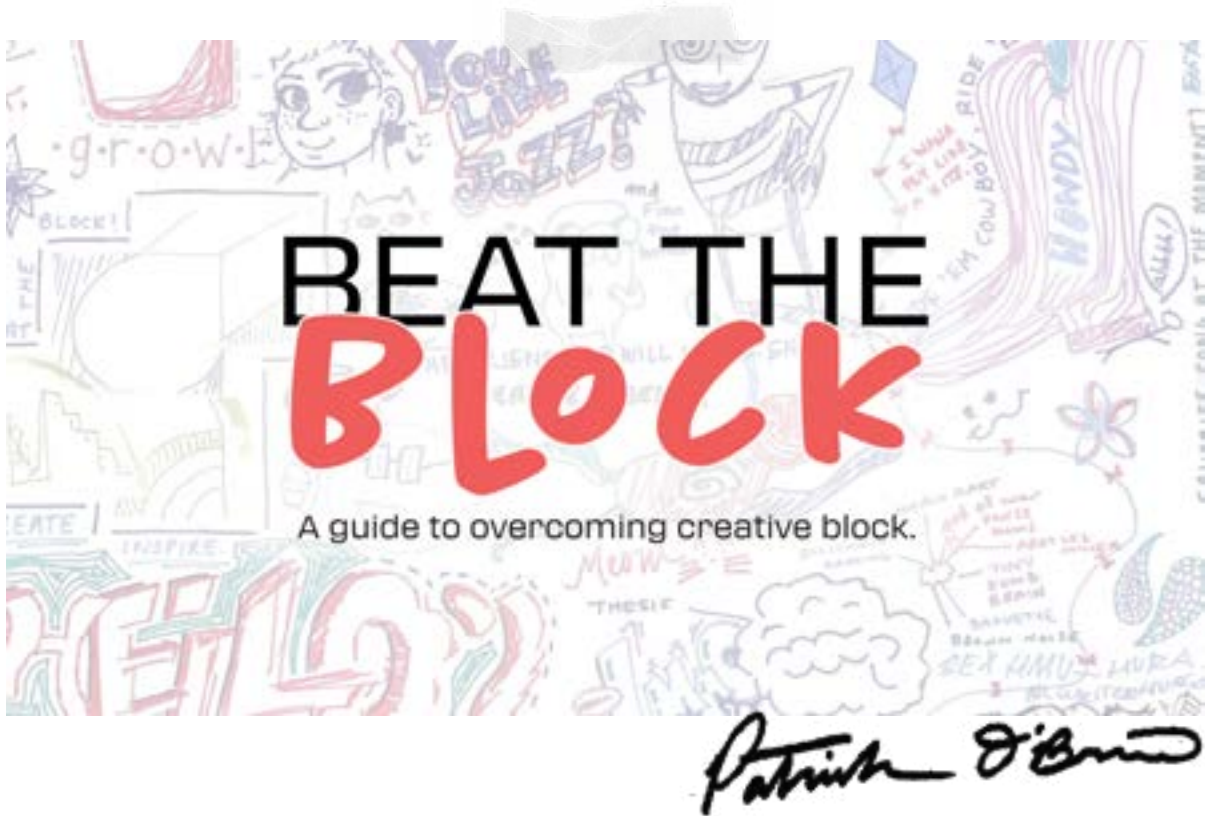
Shelby Nine

Tarrytown Public Market is the product of speculative design — to imagine what could exist in an empty historic building in the heart of downtown. My initial inspiration was the Thompson Adsett quote, “Great markets can spark urban revitalization, foster community diversity, and improve public health.” I began to focus on year-round indoor marketplaces to better understand how these spaces come to life, from concept to completion. The goal of this project is to generate excitement by helping people visualize a hub for culinary experiences and community engagement. Through extensive research and public input, I created the concept, brand identity, social media campaign, and website.

Ultimately, the mission of Tarrytown Public Market is to support diverse entrepreneurs and customers alike, and to positively contribute to the overall well being of everyone in our community. I hope that whether you are an entrepreneur or curious community member, you will be able to have a better understanding of how a local year-round market can thrive in any community.

Beat the Block

A guide to overcoming creative block
by Patrick O'Brien



Everyone has felt stuck in their own ideas at some point, or in other words, faced a creative block. Whether stuck on a project for work, a school assignment, or an essay to write, creative block is an inevitable part of the creative process, so it is important to have access to a variety of ways to overcome it. Sometimes it's as simple as writing an idea down and coming back to it at a later date, or just getting the ball rolling and jumping into a project head first. Throughout this year, I have conducted several exercises and surveys with people who have faced creative blocks in their lives to gather as much insight and research about how to overcome them

Beat the Block is a journal that offers different sets of prompts to complete, as well as advice and motivation to help you fight a creative block. The prompts within the journal range from creating something out of a line, to working on something for 30 days straight; all things to get you thinking creatively. Supported by an online PDF, a small zine version, and promotional materials such as an Instagram, posters and merchandise, this project is accessible to anyone who is feeling stuck about an idea, or looking to get creative.

New Paltz Cooking Show

A YouTube cooking show inspiring people to cook more food
by Ezra Peterman



Everybody eats. Whether you're a college student, pro home cook, or own a small business, each one of us has a unique relationship with food, cooking, and cuisine. While it may sound like a chore to busy college students, learning to cook allows us to nourish ourselves, practice creativity, and connect with others all while developing this key life skill. *The New Paltz Cooking Show* is a YouTube channel aimed at inspiring people to cook more food, featuring myself and peers in the community with a recipe to share. The channel provides ideas for college students and recent graduates feeling bored in the kitchen and shows that cooking can be approachable and fun. Over the past nine months, I have created, filmed, edited, and directed seven episodes. I've worked to set up effective compositions, fix audio issues, tinker with lighting, direct guests, and understand camera settings to achieve better video experiences. In post production, I developed workflows between Final Cut Pro X and Adobe After Effects to make the editing process more efficient and enjoyable. The brand image is straightforward and bold to help those following instructions, yet equally playful to engage viewers. Let's cook!

Tattooed World

Tattoo culture and history around the world

by Emma Riddle



Tattoos are a beautiful form of self-expression and body art. Their beauty lies in their ability to transform the skin into a canvas, giving the wearer the opportunity to express themselves in a creative and beautiful way. Their beauty also lies in their permanence, reminding the wearer of their personal journey and experiences throughout life. The intricate details and vibrant colors used in many tattoos create stunning visual effects that are aesthetically pleasing and impossible to achieve through any other medium.

Tattooed World is an interactive digital exhibition that introduces audiences to tattoo cultures across the world. Tattoo techniques and traditions have spanned hundreds of years, and this project provides a starting point into learning about this incredible artform found across the world. For my year-long senior thesis project, I wanted to combine my interests in graphic design, art history, and tattooing. The prototype includes the main interactive map, an about page, where I write about my personal experiences with tattooing, a timeline, to show the vastness of tattoo history, and a references page. The two main countries researched and prototyped are Japan and New Zealand, as they both have a long history of tattooing. In the end, I hope I've created something that leaves a lasting impact on audiences, as well as an appreciation for the world of tattooing.

FolkloreNY

A publication celebrating the vibrant folklore and culture of New York State
by Claire Riis



Folklore is all around us. It is the stories passed down by generations and the history of what surrounds our daily lives. Folklore and folk culture are the threads intertwining the past with the present, as well as a common link across humanity. New York State is home to countless examples of this, from the Big Apple itself to the apple trees growing all across the state. *FolkloreNY* aims to highlight the uniqueness of the state and everything that makes it so special. The publication features a hand-selected list of stories from the New York Folklore Society set typographically in a way to capture the attention of readers and reinvigorate interest in this forgotten subject. The publication also features original folk art style illustrations in various physical mediums such as oil pastels and gouache. *FolkloreNY* aims to unite New Yorkers in a time where everything feels divided. After reading *FolkloreNY*, readers will walk away with a newfound appreciation for the Empire State and its folk culture.

The Art of Procrastination

A prompted sketchbook to stimulate productive procrastination
by Halle Risko



Halle Risko

Procrastination is described as a lack of time management. In reality it is a psychological response to the emotions we have towards the task we are avoiding. The tools presented to students to help prevent procrastination are mainly time management oriented, and are typically ineffective. The solution doesn't involve downloading a time management app or learning new strategies for self-control. It has to do with managing our emotions in a new way. *The Art of Procrastination* was designed to provide a creative outlet for procrastination in the form of a sketchbook. Doodling has a positive effect on learning retention and maintaining focus, which is beneficial when trying to stay on track when working. The pages of the sketchbook include prompts that encourage the user to acknowledge their negative feelings in a lighthearted way, coloring pages, free draw pages, and examples of how you might complete the prompt. Two characters, Cleary and Alden, act as your guides. Cleary is designed to represent the left brain. He is knowledgeable, focused, and encouraging. Alden represents the right brain. He is humorous, nonchalant, and restless. The characters and prompts were all hand drawn in ProCreate giving the sketchbook a home made and personal feeling.

Inside DIY

The underground music scene in New Paltz
by Evelyn Marie Rose



Evelyn Marie Rose

The DIY (Do It Yourself) music scene revolves around college students and musicians. These venues are a non-judgmental environment for bands to start their careers. DIY shows are typically in the basement of a house and feature local bands. For my thesis project, I researched the DIY scene in New Paltz NY. *Inside DIY* was created to highlight this music community. After reading through the results of my questionnaire, I realized how much this music scene means to everyone: from the shy reserved kids to the outgoing crowds, everyone has a place and feels welcomed. *Inside DIY* details stories from showgoers, people I have interviewed, and DIY music I enjoy. I am a musician and I have been playing in a band since I was in elementary school. Being a musician and going to shows influenced my design decisions. I wanted colors that would stand out and lettering that gave the same "DIY" feel. I decided to create my own lettering for my branding and website. Since returning to New Paltz, I have enjoyed many DIY shows. I plan to get more students involved in the DIY scene and start enjoying more music!

TattooTalk

A poster installation and website celebrating the tattoos of SUNY New Paltz
by Stephanie Rott



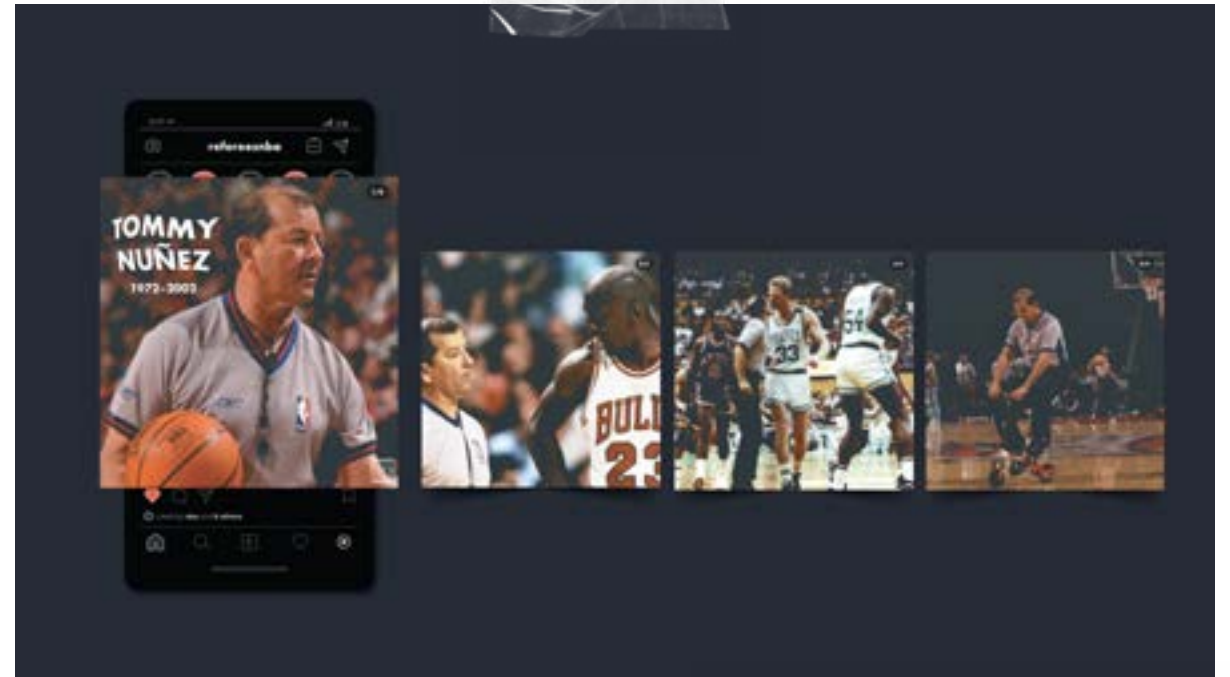
Steph R

Tattoos have been a part of human culture for thousands of years, serving as a form of expression and personal storytelling. Each tattoo carries its own unique story and meaning, whether it's a small stick-n-poke or a big, elaborate piece full of detail. For some individuals, tattoos represent a permanent mark of something deeply significant in their lives, holding tremendous meaning and serving as a constant reminder of their experiences. For others, tattoos may simply be a form of self-expression or a decorative addition to their appearance. Regardless of the motivation behind getting a tattoo, every tattoo is a testament to the individual who wears it, representing their experiences, values, and identity.

TattooTalk is a poster installation and accompanying website highlighting various individual tattoo stories of the students at SUNY New Paltz. The poster installation was exhibited in the Sojourner Truth Library on campus for 2 weeks while the website exists as a digital archive of the entire project, allowing users to view the tattoo stories or submit their own. Through both print and digital means, users can build community through shared experiences and artistry.

REF!

Visualize and reimagine referee statistics!
by Juan Ruiz



Juan Ruiz

REF! They didn't catch that foul?! A referee watched the play go through but didn't recognize the foul. While the NBA referees make calls that affect outcomes of games during crunch time, how can we better improve the fans' experience with design choices that make information on referees easier to understand?

REF! is a project featuring on-air graphics, posts on Instagram, and data visualizations on referees to better acclimate basketball fans. *REF!* is for the die-hard fans but it's also for someone getting into basketball. Through information design, the project helps viewers stay informed on referee stats during a game, helping you better understand what's happening on the court.

You Live, You Learn

Exploring intergenerational stories and advice
by Eve Sauer



Eve Sauer!

Foster Me.

A campaign to encourage dog fostering
by Heather Tanzella



Heather Tanzella

You live and you learn, right? Life experience, thoughtfulness, and open-mindedness all play huge roles in how we perceive the world and the obstacles that come our way. One of the beautiful things about life is that you are never alone. It's important that we open ourselves up to talking about our shared experiences because you never know whose advice or perspective can positively affect your life.

By using a variety of colors, typographic styles, and illustration techniques, I have crafted a visual language that connects all the elements of this project, while appealing to a wide range of people. I aim this project at people of any age who are interested in the novelty of reading and reflecting on other people's personal stories and advice.

This project aims to foster conversations between people, simple or not, and help us learn from one another.

Being human can be tough, but we're all in it together.

In the U.S., over 900,000 animals are euthanized every year in shelters. Shelter dogs and cats alike are subjected to death if no one adopts them, due to lack of shelter resources such as space, money, and personnel. Now more than ever, dogs are in dire need of permanent loving homes, and fostering dogs is a way of getting them to their forever home in a safer and quicker manner.

Foster Me. is a campaign to promote dog fostering through posters, a booklet, and a website. These assets contain interviews with real dog fosterers, facts and resources about fostering, and encourages dog-lovers to consider fostering as a way to help animals in need. Over the past year, I researched this topic by volunteering at animal shelters, interviewing people who have fostered dogs, and gathering resources that would be helpful for a new foster dog parent.

Do You See Me?

Focusing on animation inclusivity and its effects on young minds
by Curt Thomas Jr



“Representation lets a person know they can look, act, and behave a certain way and still do things they didn’t know they could because they’ve never seen someone like them do it before”. This lack of inclusion and representation in child-targeted media for decades has caused a real desire to display different aspects of cultures and identity for viewers. Shows like Static Shock became a staple for Black children in the early 2000s, yet the show has no modern replacement. *Do You See Me?* explores this lack of representation and its impact on young people. The book displays the stories of students from SUNY New Paltz about their relationships to characters they identified with from childhood, as well as my own. Stories were collected asking participants who they felt represented by in cartoons and why, producing a diverse set of answers. The goal is to display how impactful representation is on one’s self from an early age, and illustrate the dynamic ways that an animated character can “stick” in a person’s mind for years to come. By displaying these stories for all to see, I hope to reestablish the importance of representation within children-targeted media and show the positive effects of kids seeing characters that look, act, and feel like them.

Evolution of a Logo

Educating young designers on the history of logo design trends
by Nat Whitehall



Throughout the last century, we’ve seen hundreds of cases of well-known brands go through the process of redesigning their logo using the influence of whichever design elements are trendy at the time to appear “current”. A big part of why brands do this is to avoid getting stale in the public eye. The reimagining of a logo is the most crucial aspect of a company’s rebrand, the logo is usually the very first thing we see that identifies a brand and acts as a symbol that represents who a brand is and what they do. *Evolution of a Logo* is a website that gives an investigative look into the rebrand process and why brands follow through with it. It shows several examples of famous brands who’ve made changes to their logo throughout the years and compares the key design elements in their logos from different eras. To further explore the logo evolution process, I have created a mock brand that presents three logo iterations, each one representing design trends of the 70s, 90s, and the present day. This example provides a detailed insight into how a brand can redesign its look to keep up with the ever-changing trends while retaining its distinct feel.

How Do You Game?

Spreading awareness about the gendered gaming experience
by Maggie Xiao



MAGGIE XIAO

The gaming community and video game industry are usually known as a “boy’s club” online. Although, according to the Entertainment Software Association’s 2022 Essential Facts About the Video Game Industry, 48 percent of gamers identify as women (with ~1% choosing “other” or “prefer not to answer”). However, even with these demographics, the attitude towards non-cis-male gendered players is sometimes, if not most of the time, the negative and toxic variety that results in discrimination and bullying that affects the quality of play for all of the players. In this project, *How Do You Game?* I have created a space where those of all genders are able to share what their gendered gaming experience has been. I hope this spreads more awareness so that the gaming community can evolve for the better. The outcomes of this project are a one-page printable zine, a more in-depth digital zine, a poster on “gamer etiquette” and a social media profile.



Dear Students,

As you turn to your next chapter, you might be reflecting on your friendships here, the hours of work devoted to crafting type on pages and screens, how you have grown during your time on campus and at home when we couldn't gather.

We now know how we can't create quite as well in isolation.

Grant yourself the beautiful gift of encouraging people who uplift and support you.

As your mentors in college, we'll always be there for you too. We're delighted to continue to help you achieve your dreams.

I know this is an exciting and sometimes scary time. Just know that school is more challenging than work, and now, hopefully, you'll have your nights and weekends back to have fun and reflect more on your journey.

As designers, we know not to channel too much energy into complaint without end, but to invest our energies into silver linings - the glimmering hope that a complaint reveals.

Understand that your design practice is about intention, and it's also about attention - a lack of intention. To be attentive means to attend, and that means to be present for yourself and others, to care, and to be vulnerable to change and discovery by the world around you.

Keep creating beautiful designs that inspire and delight the people you support, learning and growing in your craft, and thinking with fine awareness and rich responsibility about the world around us (to quote novelist Henry James).

As the poet William Martin notes maybe the best advice for this new life is to keep finding the wonder and marvel in ordinary things: kerning a font, yes, and also the warm hug of a good meal, laughter with friends, the soft and scrabbly footfall of your dog or cat as they greet you in the morning, and the embrace of family the one you're born into and the one you may create. If you do that and find the wonder in the ordinary day-to-day, the extraordinary life will simply take care of itself.

It has been an honor to work with each of you. You have aged and renewed me.

For that, I am thankful.

Now go out into the world with the gifts of encouragement, intent, and attention. Know that you will always have a home at SUNY New Paltz with me, and with all of us.

Sincerely,
Joshua Kerenblat

JUST SOME QUICK THOUGHTS
ON ALL WE'VE BEEN THROUGH
TOGETHER!

IT'S BEEN GREAT

REALLY...

CONGRATS ALL!
MUCH LUV.

C

Congrats to all the designers of the class of 2023! It has been such a pleasure to teach y'all the joy of web development and UX design and watch y'all grow into the awesome designers you are today! * Each and every one of you has navigated one of the most difficult set of circumstances any college student has experienced in recent US history, and you have so much to be proud of in what you have accomplished. I'm really proud of all of you and can't wait to see what you do next! HABS♡

All the Best,
Shauna ☺
(and Shirley)

Hey!

OMG you did it!

I'm so proud of each and every one of you. You guys ended up in college for the four ~~most~~ weirdest years ever, and you still somehow managed to turn that into a stay. You're all amazing designers with a bright future ahead, and I can't wait to see where y'all end up. Please try to remember to sleep and drink enough water - it will change your life! Keep in touch, and H.A.B.S.!!!

-Kristoff ☺

Dear All:
It's been a
DELIGHT
Working with
you all...
Go forth!
♡ Anne

DEAR SENIORS!!!

CONGRATS! YOU DID IT!
It's always a pleasure to teach senior thesis and watch you and your project grow from the early days of the Fall semester to the final ones in May. Thank you for being wonderful people to work with this year. Stay in touch and reach out with news or questions and, of course, COME BACK AND VISIT! Work hard, play hard, TRAVEL, MOVE, FALL in love a few TIMES, MAKE COOL STUFF, FAIL, SUCCEED, go to the doctor, Sleep. Eat well, take a walk, Read a book, STAY in touch with your peers, BE AWESOME to the PEOPLE AROUND YOU, say hi to STRANGERS, STAND up for those who can't, STAY WEIRD!
♡ Amy

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