

HALEIGH McMACKIN

PROCESS AND PRODUCTION

FALL 2018

INDEX

<u>PERSONAL STATEMENT</u>	3
<u>DEVOCION</u>	4
<u>SPIRAL</u>	10
<u>SAN JUNIPERO</u>	15
<u>NICE FACE</u>	21
<u>THUMBNAIL</u>	26
<u>THANK YOU</u>	27

PERSONAL STATEMENT

I have experience with multiple media, including watercolor, oil paint, pastels, graphite, print-making, sculpture and ceramics, photography, film, theater, and most pertinently, graphic design.

My training in a majority of these areas initially took place on Long Island, New York, where I was born and raised, though I have continued harnessing skills in these disciplines in Brooklyn. As a high school student I was extremely involved with theater design and production, which led to my involvement working on short films for the State University of New York-Environmental School of Forestry (SUNY ESF). A majority of my training in fine art took place at Baldwin Senior High School, The Art Studio of Rockville Centre, and Adelphi University.

In addition to having work experience as an intern for SUNY ESF, I have been teaching children about various fine artists and proper artistic techniques at The Art Studio of Rockville Centre for over four years. I have also worked as a video operator and spotlight operator for lectures and performances, and as a member of sound and production crews for both outdoor and indoor music performances.

I have received many artistic and academic rewards for my work and achievements, including the Glenna Kubit Memorial Award for outstanding artistic ability and commitment, the New York State High Education Services Corporation Award for outstanding academic excellence, and the President's Award for academic excellence. Additionally, I received a perfect score of 32 out of 32 on my portfolio review at the New York State Art Teachers' Association Portfolio Review competition in 2016.

As a scholar as well as an artists, my fine art is influenced by themes and information derived from areas of study I am particularly interested in, including psychology and philosophy. As a designer, my work is influenced foremost by research, as well as contemporary media and sociological theories. As I further my studies and develop my abilities, I hope to be able to integrate my knowledge of graphic design into my passion for creating watercolor portraits and working with theater and film production crews.

DEVOCION

The first project of the semester involved much primary research, and not just research that could be conducted behind the comfort of a computer screen. Aside from gathering sample images, logos, and typefaces from on-line sources, I also acquired physical menus, business cards, and even bags from various cafes and restaurants in Williamsburg, Brooklyn.

Rather than creating a menu and logo for a hypothetical restaurant that I imagined, I decided to recreate the identity of a restaurant that already existed: Devocion. I was intrigued by the cafe's open, green space, and their commitment to sustainability and ethics when sourcing their coffee beans. However, I noticed that the chain did not have a physical written menu, nor did they have an illustrated logo.

Based on the research I conducted by visiting their cafe in Williamsburg and reading their website, I designed and created a logo and menu that I felt captured their ideals and created a stronger brand identity. I used a simple, natural color palette that consisted of yellows, greens, and browns, and printed the product on a dark, natural-looking paper.

RESEARCH



Mood Board



Airy, homey



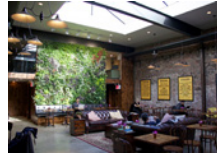
Open, crisp



Clean, refined



Greenery, outdoors, natural



Spacious



Exposed brick, rustic



Wooden



Open-air

HUCKLEBERRY

FOOD & FARE



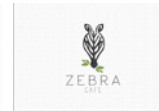
Simple



Light

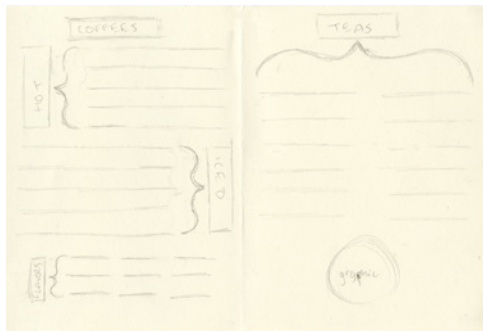
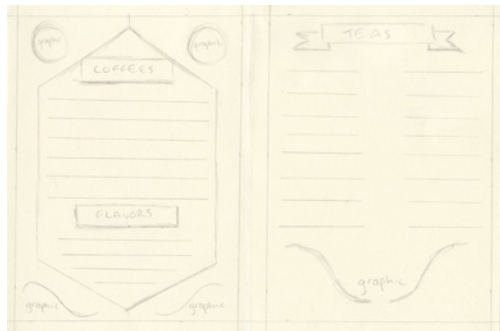
Mood Board

Mood Board



SKETCHES

LAYOUTS



LOGOS



MOCK-UPS



ESPRESSO

- Americano 3.50
- Espresso 3.50
- Macchiato 4.00
- Cortado 4.25
- Cappuccino 4.50
- Latte 5.00

FLAVORS

Toro 3.25 Variety: Caturra Region: Cundinamarca Notes: Cocoa, vanilla, cherry, almond	Citrus 4.75 Variety: Caturra and Tipica Region: Telma Notes: Orange, mandarin peel, lemongrass, Meyer lemon
Honey 3.25 Variety: Yellow and red bourbon Region: Huila Notes: Honey, orange blossom	El Canano 6.75 Variety: Red bourbon Region: Telma Notes: Mangosteem, blueberry, citrus

SPECIALTY COFFEES*

- Drip
- V60 Pour Over
- French Press
- Cold Brew
- Special Edition

*Price determined by flavor

Mockup 1 page 2

SMALL BITES



- Granola parfait 8
Greek yogurt with granola, strawberries, and blueberries
- Granola cereal 6.75
Granola with strawberries and bananas with your choice of steamed or cold whole or skim milk (almond or soy milk +.50)
- Banana bread (whole grain) 4
- Croissants 3
- Pain Au Chocolat 3
- Media Lunas 3.50
- Cookies 3
- Turnovers 4
- Muffins 4
- Scones 3.75

Turkey Avocado and Brie Sandwich 12.75
Nitrate-free smoked turkey, brie cheese, tomato, avocado, and honey mustard on a baguette

Ham and Cheese Croissant 8
Black forest ham and gruyere cheese on a croissant

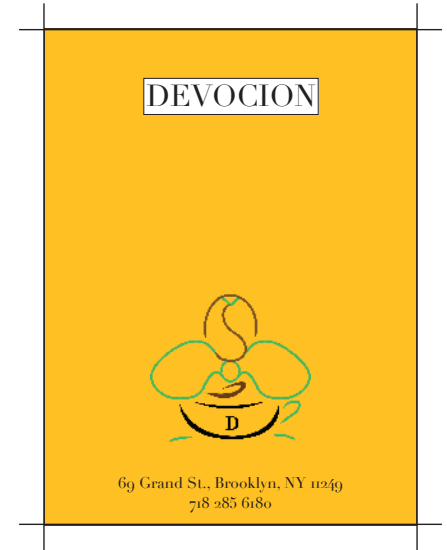
El Bogotano 10
Black forest ham, nitrate-free smoked turkey, gruyere cheese, tomato and dijon mustard on a baguette

Quinoa Avocado Arepa 11.25
Loaded quinoa arepa with avocado, tomato, and queso paisa



BIG BITES

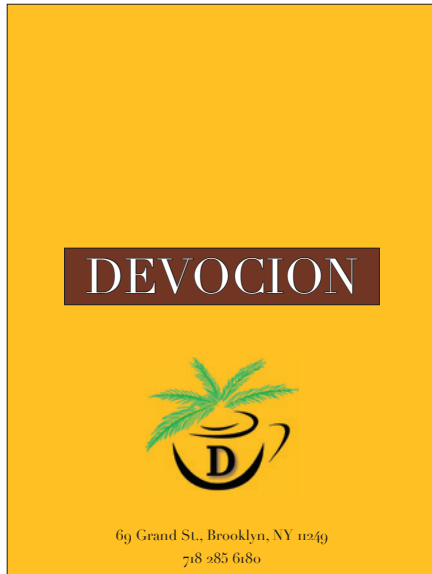
Mockup 1 page 4



DEVOCION

69 Grand St., Brooklyn, NY 11249
718 285 6180

Mockup 3 cover



DEVOCION

69 Grand St., Brooklyn, NY 11249
718 285 6180

Mockup 1 cover

CAFFEINATED TEA



- American Breakfast Tea
- Black Tea
- Chai
- Caramel Chai
- Chocolate Chai
- Cinnamon Stick
- Darjeeling Tea
- Earl Grey
- English Breakfast
- English Teatime
- Ginger
- Green Tea
- Matcha Tea
- Mint
- Oolong Tea

Specialty Flavors
Pineapple and Lemongrass
Apple, Strawberry, and Mint
Ginger, Date, Kiwi, and Mint

- Apple
- Blueberry
- Caramel
- Chamomile
- Chocolate
- Cinnamon
- Cranberry
- Hibiscus
- Lemon
- Lemongrass
- Mango
- Orange
- Peach
- Peppermint
- Pomegranate
- Pumpkin
- Raspberry
- Rose hips
- Turmeric
- Vanilla



DECAFFEINATED TEA

Mockup 1 page 3



DEVOCION

69 Grand St., Brooklyn, NY 11249
718 285 6180

Mockup 2 cover

- SMALL BITES**
- Granola parfait 8
Greek yogurt with granola, strawberries, and blueberries
 - Granola cereal 6.75
Granola with strawberries and bananas with your choice of steamed or cold whole or skim milk (almond or soy milk +.50)
 - Banana bread (whole grain) 4
 - Croissants 3
 - Pain Au Chocolat 3
 - Media Lunas 3.50
 - Cookies 3
 - Turnovers 4
 - Muffins 4
 - Scones 3.75

- BIG BITES**
- Turkey Avocado and Brie Sandwich 12.75
Nitrate-free smoked turkey, brie cheese, tomato, avocado, and honey mustard on a baguette
 - El Bogotano 10
Black forest ham, nitrate-free smoked turkey, gruyere cheese, tomato and dijon mustard on a baguette
 - Quinoa Avocado Arepa 11.25
Loaded quinoa arepa with avocado, tomato, and
 - Ham and Cheese Croissant 8
Black forest ham and gruyere cheese on a croissant



Mockup 3 page 4

FINAL PRODUCT



DEVOCION

69 Grand St., Brooklyn, NY 11249



ESPRESSO

- Americano 3.50
- Espresso 3.50
- Macchiato 4.00
- Cortado 4.25
- Cappuccino 4.50
- Latte 5.00

FLAVORS

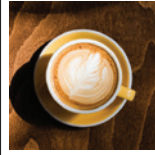
- Toro 3.25
Variety: Catara
Region: Cundinamarca
Note: Cocoa, vanilla, cherry, almond
- Citrus 4.75
Variety: Catara and Tipica
Region: Tolima
Notes: Orange, mandarin peel, lemon-grass, meyer lemon
- Honey 5.25
Variety: Yellow and red bourbon
Region: Huila
Notes: Honey, orange blossom
- El Canamo 6.75
Variety: Red bourbon
Region: Tolima
Notes: Mangosteen, blueberry, citrus

SPECIALTY COFFEES*

- Drip
- V60 Pour Over
- French Press
- Cold Brew
- Special Edition



*Price determined by flavor



CAFFEINATED TEA

- American Breakfast Tea
- Black Tea
- Chai
- Caramel Chai
- Chocolate Chai
- Cinnamon Stick
- Darjeeling Tea
- Earl Grey
- English Breakfast
- English Teatime
- Ginger
- Green Tea
- Matcha Tea
- Mint
- Oolong Tea

DECAFFEINATED TEA

- Specialty Flavors
- Pineapple and Lemongrass
- Apple, Strawberry, and Mint
- Ginger, Date, Kiwi, and Mint

- Apple
- Blueberry
- Caramel
- Chamomile
- Chocolate
- Cinnamon
- Cranberry
- Hibiscus
- Lemon
- Lemongrass
- Mango
- Orange
- Peach
- Peppermint
- Pomegranate
- Punkin
- Raspberry
- Rose hips
- Turmeric
- Vanilla



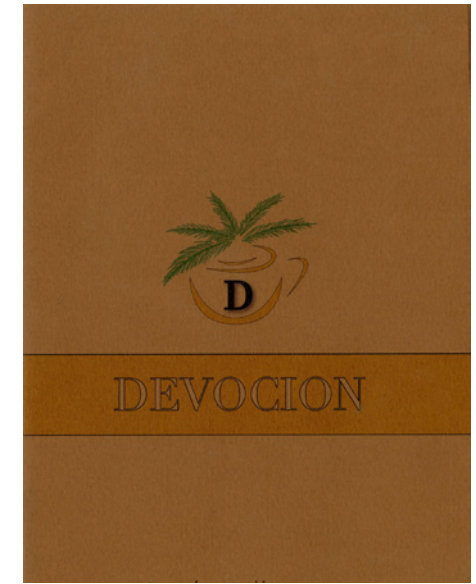
- Toro 18
- Wild Forest 18
- Citrus 18
- El Sol 18
- La Nube 20
- El Mirador - Organic 20
- El Oasis - Organic 20
- Las Cascadas 22,50

COFFEE BY THE BAG



ABOUT US

Devocion is the finest and freshest coffee, pure and simple. Our coffee beans are sourced from farms we hand-select from within the vast untamed regions of our nation. Deep in Colombia's most inaccessible zones, we develop long-term relationships with coffee growers, paying fair-trade prices and above, while establishing social and environmental programs to help secure their future. We bring progress and pride to growers in regions that have suffered during Colombia's long-lasting internal conflict. All our beans are dry milled in Bogota, and rapidly shipped to the USA via FedEx for roasting. This means we can guarantee newly roasted, ultra-fresh coffee so that the cup you hold in your hands still breathes the mists of the Colombian campo. Devocion was launched in 2006 with a mission to change the way coffee is drunk around the world and an emphasis on the freshest coffee possible.



SMALL BITES

- Granola parfait 8
Greek yogurt with granola, strawberries, and blueberries
- Granola cereal 6,75
Granola with strawberries and bananas with your choice of steamed or cold whole or skim milk. (almond or soy milk +.50)
- Banana bread (whole grain) 4
- Croissants 3
- Pain Au Chocolat 3
- Media Lunas 3,50
- Cookies 3
- Turnovers 4
- Muffins 4
- Scones 3,75

- Turkey Avocado and Brie Sandwich 12,75
Nitrate-free smoked turkey, brie cheese, tomato, avocado, and honey mustard on a baguette

- Ham and Cheese Croissant 8
Black forest ham and gruyere cheese on a croissant

- El Bogotano 10
Black forest ham, nitrate-free smoked turkey, gruyere cheese, tomato and dijon mustard on a baguette

- Quinoa Avocado Arepa 11,25
Loaded quinoa arepa with avocado, tomato, and queso fresco

BIG BITES



ESPRESSO

- Americano 3.50
- Espresso 3.50
- Macchiato 4.00
- Cortado 4.25
- Cappuccino 4.50
- Latte 5.00

FLAVORS

- Toro 3.25
Variety: Catara
Region: Cundinamarca
Note: Cocoa, vanilla, cherry, almond
- Citrus 4.75
Variety: Catara and Tipica
Region: Tolima
Notes: Orange, mandarin peel, lemon-grass, meyer lemon
- Honey 5.25
Variety: Yellow and red bourbon
Region: Huila
Notes: Honey, orange blossom
- El Canamo 6.75
Variety: Red bourbon
Region: Tolima
Notes: Mangosteen, blueberry, citrus

SPECIALTY COFFEES*

- Drip
- V60 Pour Over
- French Press
- Cold Brew
- Special Edition



*Price determined by flavor



CAFFEINATED TEA

- American Breakfast Tea
- Black Tea
- Chai
- Caramel Chai
- Chocolate Chai
- Cinnamon Stick
- Darjeeling Tea
- Earl Grey
- English Breakfast
- English Teatime
- Ginger
- Green Tea
- Matcha Tea
- Mint
- Oolong Tea

DECAFFEINATED TEA

- Specialty Flavors
- Pineapple and Lemongrass
- Apple, Strawberry, and Mint
- Ginger, Date, Kiwi, and Mint

- Apple
- Blueberry
- Caramel
- Chamomile
- Chocolate
- Cinnamon
- Cranberry
- Hibiscus
- Lemon
- Lemongrass
- Mango
- Orange
- Peach
- Peppermint
- Pomegranate
- Punkin
- Raspberry
- Rose hips
- Turmeric
- Vanilla



INDEX

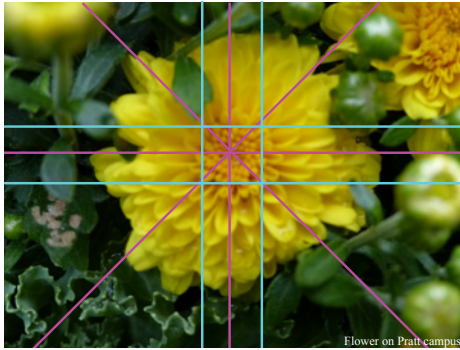
<u>PERSONAL STATEMENT</u>	3
<u>DEVOCION</u>	4
<u>SPIRAL</u>	10
<u>SAN JUNIPERO</u>	15
<u>NICE FACE</u>	21
<u>THUMBNAIL</u>	26
<u>THANK YOU</u>	27

SPIRAL

This project had multiple components that each required much technical knowledge about various Adobe programs. It began as an exercise in Adobe Illustrator as a way to become familiar with numerous tools including the pen, gradients, anchor points, and so on, which were used to trace and recreate emojis. Then the design component of the project was applied as I combined different emojis and elements of emojis to create compositions that were radially symmetrical. Three of the initial compositions were refined further after receiving feedback from peers, and were then transformed into animations in Photoshop.

As I refined each of my compositions further, specifically the composition consisting solely of diamond emojis, I began to focus on how each of the shapes could be arranged and integrated together. I began moving each of the elements in such a way that it became like a puzzle, and then began experimenting with opacity levels and layering.

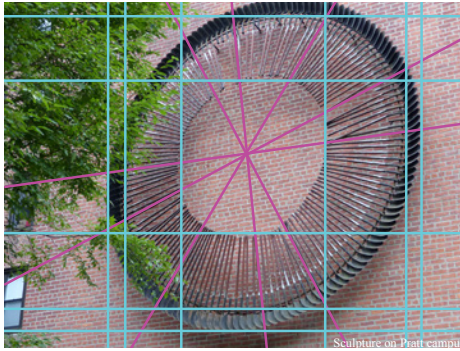
RESEARCH



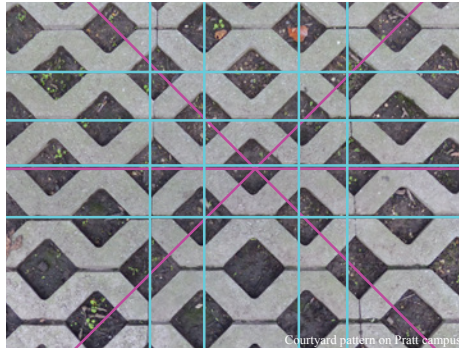
Flower on Pratt campus



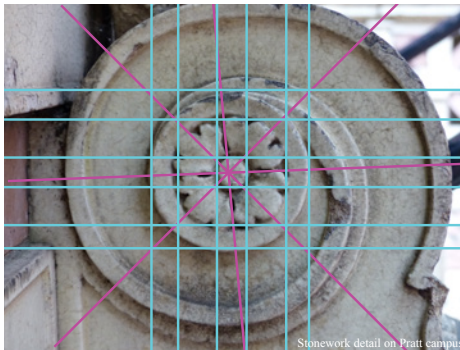
Stone fence on Pratt campus



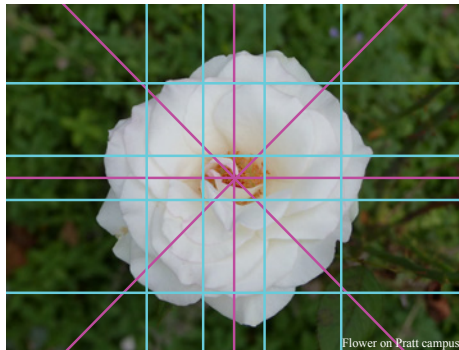
Sculpture on Pratt campus



Courtyard pattern on Pratt campus

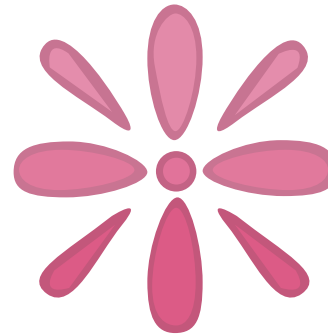
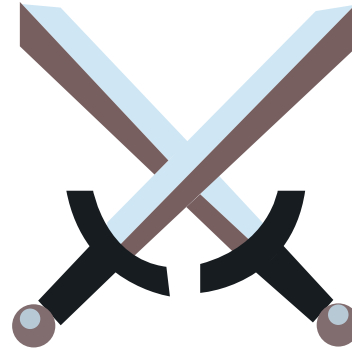


Stonework detail on Pratt campus

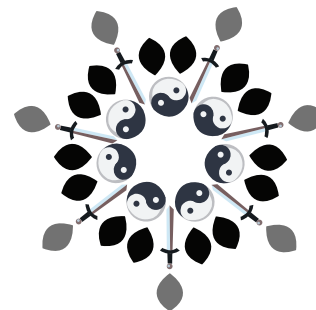
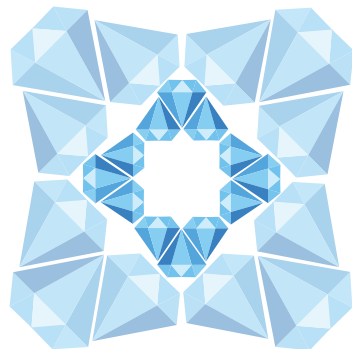
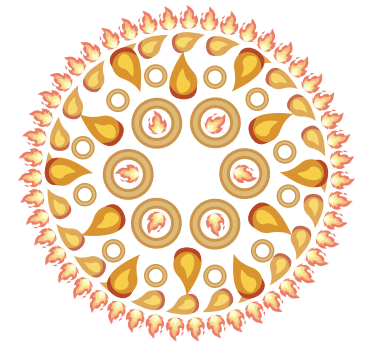
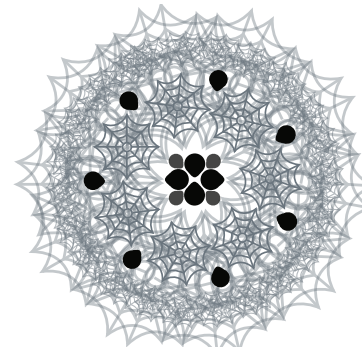
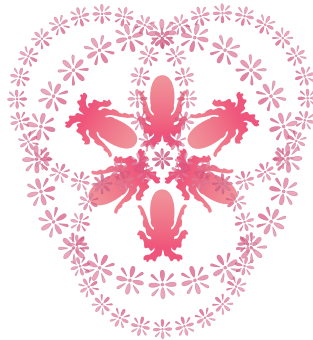
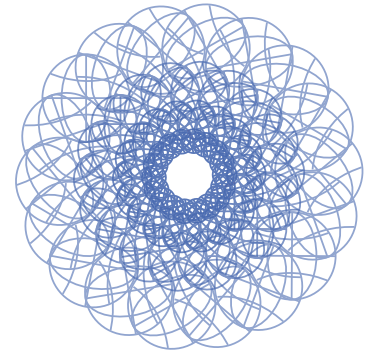
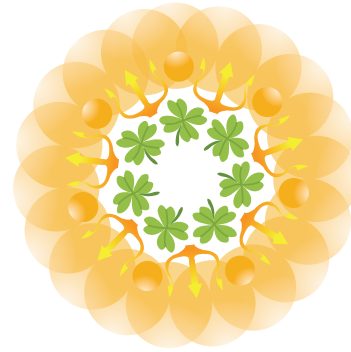
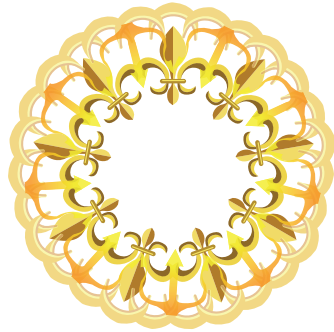
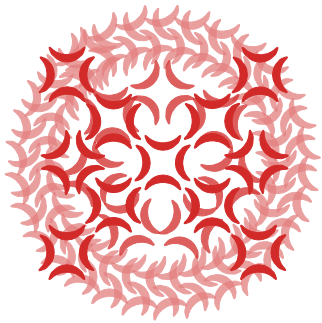


Flower on Pratt campus

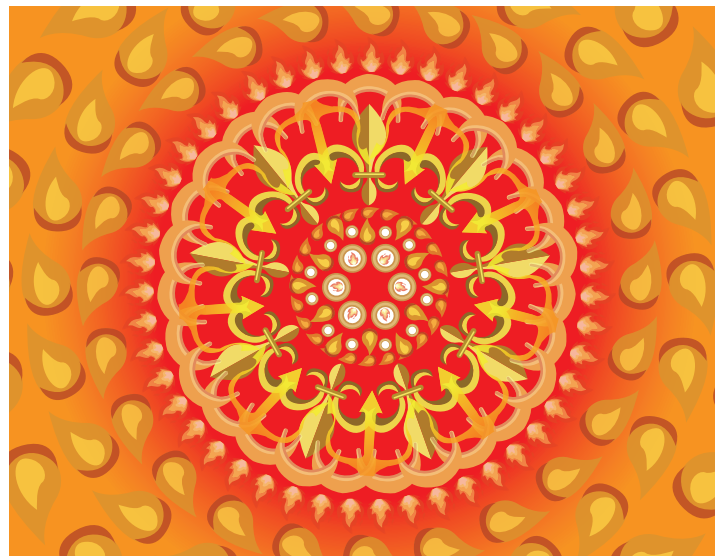
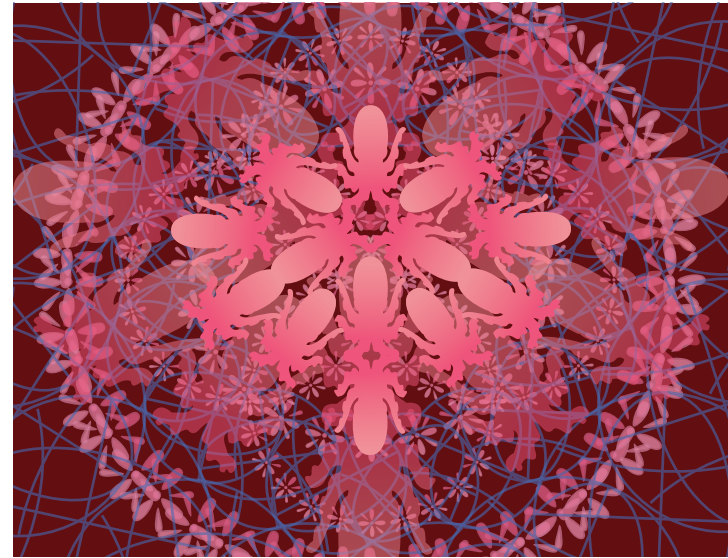
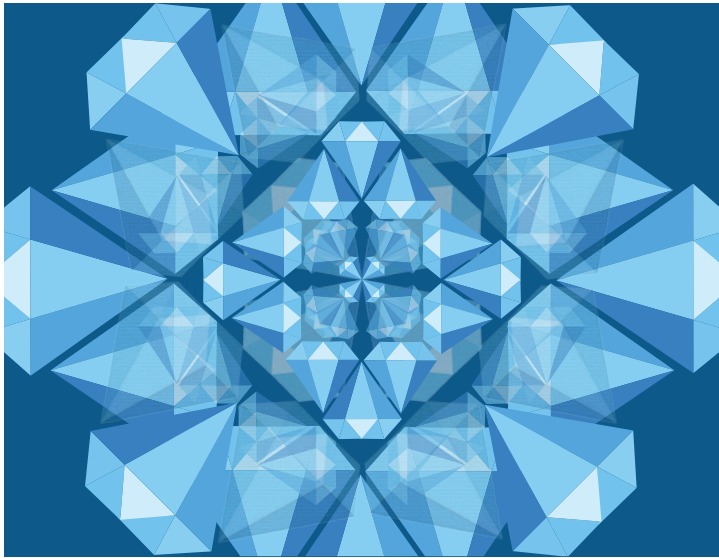
PRACTICE



INITIAL COMPOSITIONS



FINAL COMPOSITIONS



INDEX

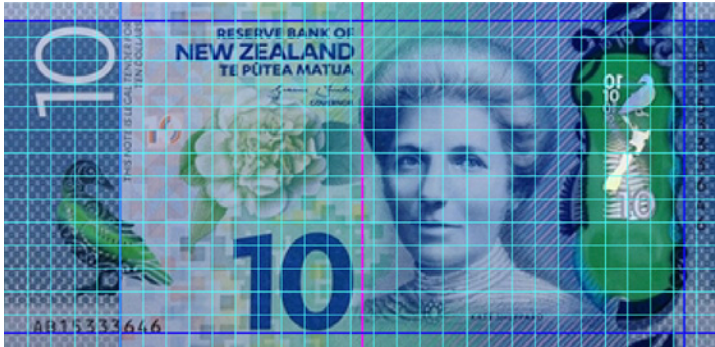
<u>PERSONAL STATEMENT</u>	3
<u>DEVOCION</u>	4
<u>SPIRAL</u>	10
<u>SAN JUNIPERO</u>	15
<u>NICE FACE</u>	21
<u>THUMBNAIL</u>	26
<u>THANK YOU</u>	27

SAN JUNIPERO

Inspired by the television series Black Mirror, I created a fictional currency system that could potentially exist in the futuristic realm of the show. While conducting research, I utilized different characters and themes from various episodes of the series, such as Prime Minister Michael Callow from The National Anthem, bees inspired by Hated in the Nation, and colors inspired by San Junipero.

Before creating the monetary designs, I analyzed the illustrative, typographic, and photographic elements that were used on real currency, looking specifically at the New Zealand dollar. Using different blends, opacities, layers, illustrations, type, and photographs, I formatted each of the elements to coincide with the ideas from Black Mirror as well as a grid layout, which helped organize and unify each of the elements.

RESEARCH



What are the important themes or metaphors that you notice in each monetary bill?

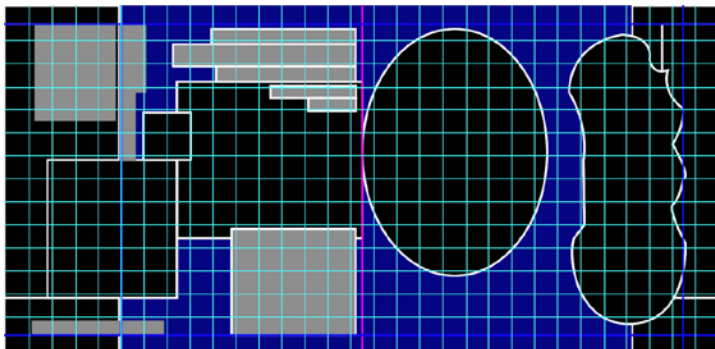
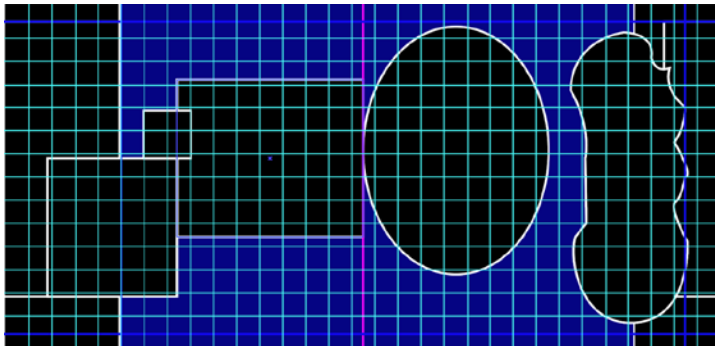
Each bill utilizes an analogous color scheme and depicts an important figure in New Zealand's history as well as a national bird. Important landmarks are also pictured on the bills in the background.

How do these visual themes and metaphors relate to significant people, places, and events in the history of this country or culture?

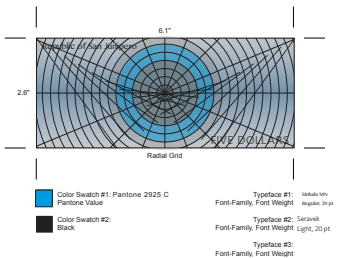
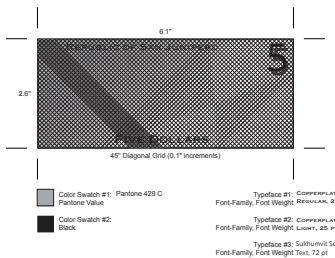
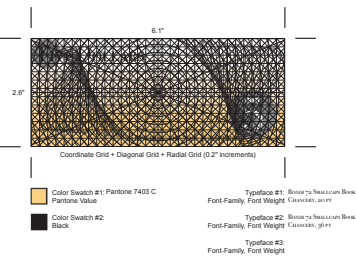
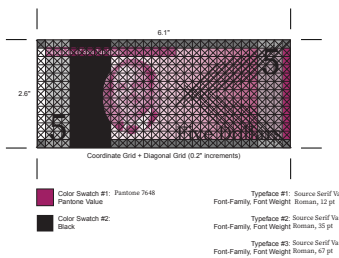
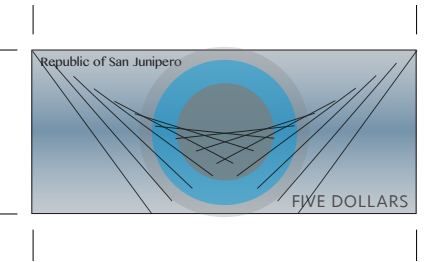
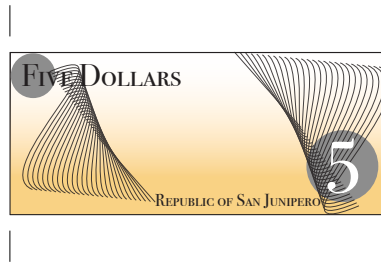
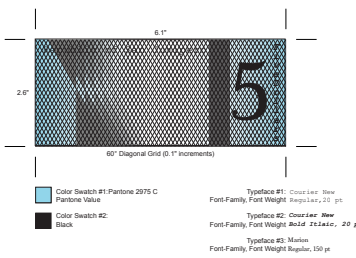
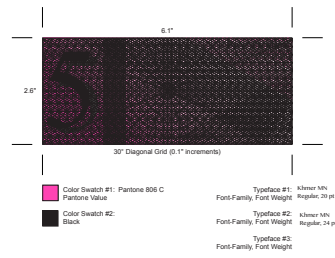
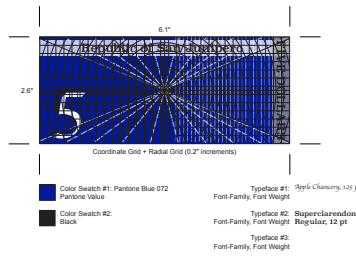
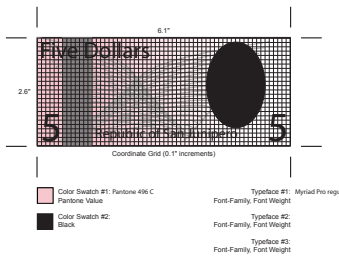
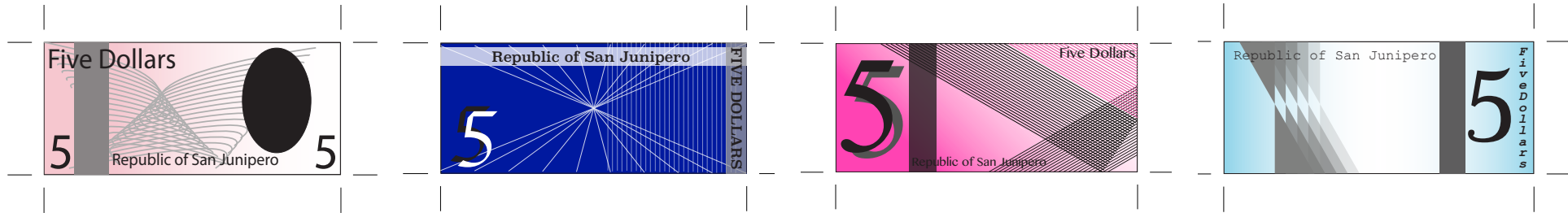
Each bill depicts an important figure in New Zealand's history (Edmund Hillary, Kate Sheppard, and Queen Elizabeth II are pictured here, respectively) who made humanitarian contributions to the country on the right-hand side of the bill. Various birds, ranging from penguins to falcons, that are native to New Zealand are pictured in the lower left-hand corner. Important landmarks, including Mount Cook and the New Zealand Parliament buildings are pictured in between the birds and historical figures.

How do these components make use of the elements of visual communication? How are space, form, texture, color, and line being used as graphic design elements in these currencies?

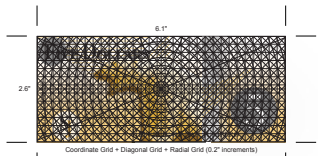
The establishment of hierarchy is one of the most prominent and driving forces behind New Zealand's currency. A photograph of a historical figure is the largest image on the bill, and the value of the currency to the left of the figure is the second most prominent component (in addition to the value being displayed in two other places in different sizes). Color is also a large component of the currency, seeing as each bill has a different dominant color and related color scheme. The bills also make use of line and form in the background, unifying the different images and icons with diagonal lines and squares. Each bill also has a unique pattern on the left-hand side, adding texture and another element of differentiation to the bills. Different opacities and overlays are also prominent in the currency.



INITIAL COMPOSITIONS



REFINED COMPOSITIONS



Coordinate Grid • Diagonal Grid • Radial Grid (0.2" increments)

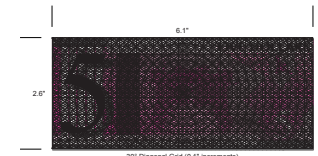
Color Switch #1: Pantone 2975 C
Pantone Value

Color Switch #2: Black

Typoface #1: *Revere to Neoclassic Book*
Font Family, Font Weight: *Condensed, 20 pt*

Typoface #2: *Revere to Neoclassic Book*
Font Family, Font Weight: *Condensed, 36 pt*

Typoface #3: *Revere to Neoclassic Book*
Font Family, Font Weight: *Regular, 20 pt*



30° Diagonal Grid (0.1" increments)

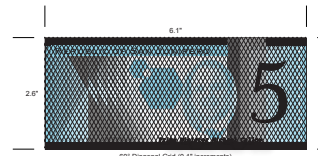
Color Switch #1: Pantone 805 C
Pantone Value

Color Switch #2: Black

Typoface #1: *Klener MN*
Font Family, Font Weight: *Regular, 20 pt*

Typoface #2: *Klener MN*
Font Family, Font Weight: *Bold, 24 pt*

Typoface #3: *Times New Roman*
Font Family, Font Weight: *Regular, 20 pt*



60° Diagonal Grid (0.1" increments)

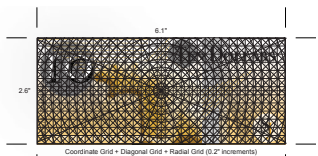
Color Switch #1: Pantone 2975 C
Pantone Value

Color Switch #2: Black

Typoface #1: *Condensed*
Font Family, Font Weight: *Light, 20 pt*

Typoface #2: *Condensed New*
Font Family, Font Weight: *Bold Italic, 20 pt*

Typoface #3: *Condensed New*
Font Family, Font Weight: *Regular*



Coordinate Grid • Diagonal Grid • Radial Grid (0.2" increments)

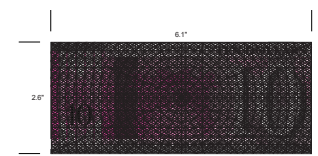
Color Switch #1: Pantone 2975 C
Pantone Value

Color Switch #2: Black

Typoface #1: *Revere to Neoclassic Book*
Font Family, Font Weight: *Condensed, 20 pt*

Typoface #2: *Revere to Neoclassic Book*
Font Family, Font Weight: *Condensed, 36 pt*

Typoface #3: *Revere to Neoclassic Book*
Font Family, Font Weight: *Regular, 20 pt*



30° Diagonal Grid (0.1" increments)

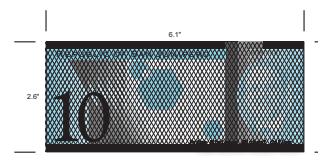
Color Switch #1: Pantone 805 C
Pantone Value

Color Switch #2: Black

Typoface #1: *Klener MN*
Font Family, Font Weight: *Regular, 20 pt*

Typoface #2: *Klener MN*
Font Family, Font Weight: *Bold, 24 pt*

Typoface #3: *Times New Roman*
Font Family, Font Weight: *Regular, 20 pt*



60° Diagonal Grid (0.1" increments)

Color Switch #1: Pantone 2975 C
Pantone Value

Color Switch #2: Black

Typoface #1: *Condensed New*
Font Family, Font Weight: *Regular, 20 pt*

Typoface #2: *Condensed New*
Font Family, Font Weight: *Bold Italic, 20 pt*

Typoface #3: *Condensed New*
Font Family, Font Weight: *Regular, 20 pt*

INDEX

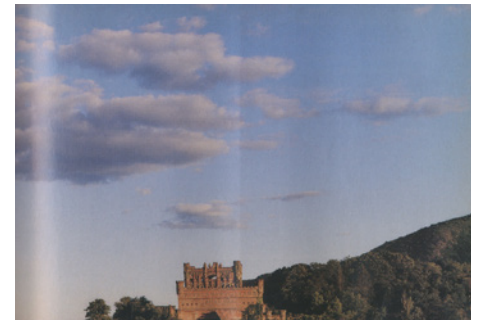
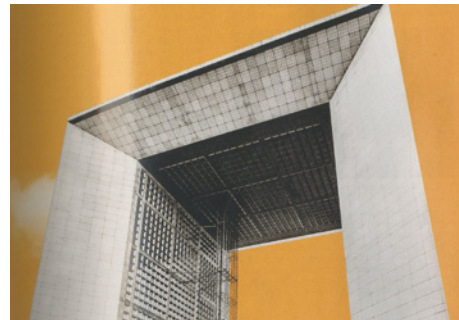
<u>PERSONAL STATEMENT</u>	3
<u>DEVOCION</u>	4
<u>SPIRAL</u>	10
<u>SAN JUNIPERO</u>	15
<u>NICE FACE</u>	21
<u>THUMBNAIL</u>	26
<u>THANK YOU</u>	27

NICE FACE

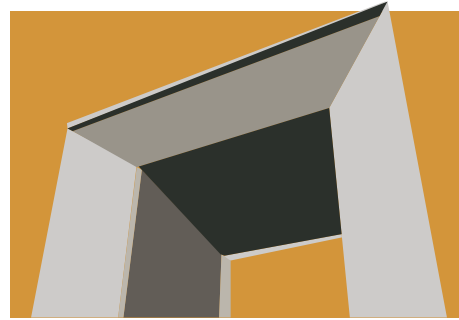
The final project of the semester was the most time consuming and the most enjoyable. Preliminary research consisted of finding images of various actors, musicians, and models, as well as engaging backgrounds that each of the people could be potentially set in. The third research component consisted of finding enticing quotes from various New York Times articles, and using typographic compositions to enhance or change their meanings and connotations.

Familiarity with Adobe Illustrator tools that were derived from Spiral was extremely important for the execution of this project. Attention to detail was important so that the celebrity would remain recognizable, but artistic freedom and interpretation were also important aspects to consider. Upon refining multiple backgrounds, portraits, and type compositions, one of each had to be finalized and combined into a final product that integrated all three elements.

RESEARCH

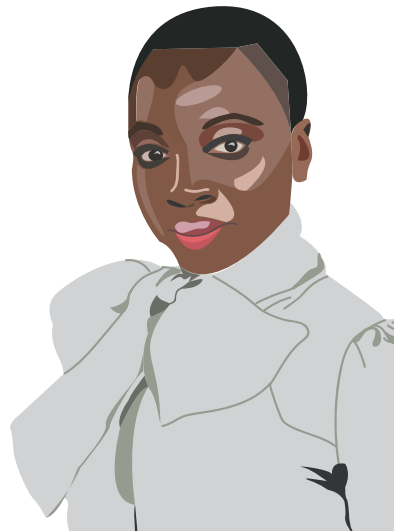


INITIAL COMPOSITIONS



NO ONE
GIVES
YOU
POWER.
YOU HAVE TO
TAKE IT
FROM
THEM.

even
the
most
beautiful
wither and die.



thank
god
god
I'm not
this
guy.

NICE FACE

FINAL COMPOSITION



INDEX

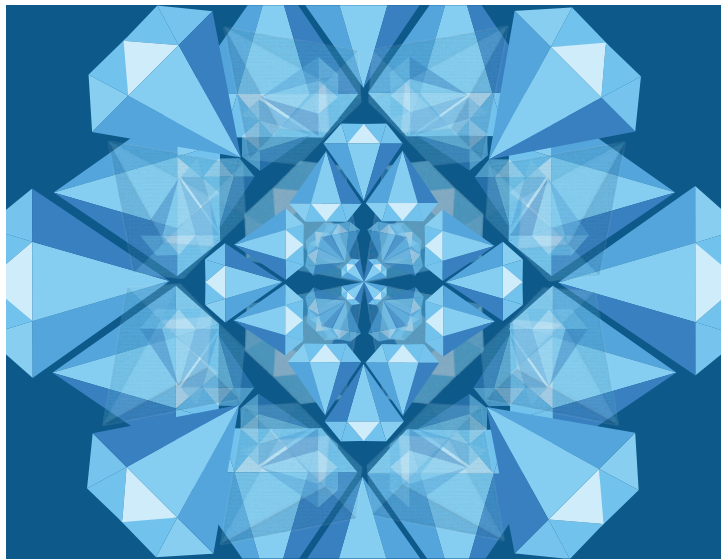
<u>PERSONAL STATEMENT</u>	3
<u>DEVOCION</u>	4
<u>SPIRAL</u>	10
<u>SAN JUNIPERO</u>	15
<u>NICE FACE</u>	21
<u>THUMBNAIL</u>	26
<u>THANK YOU</u>	27

THUMBNAILS



DEVOCION

69 Grand St., Brooklyn, NY 11249
718 285 6180



THANK YOU

HALEIGH MCMACKIN
HMCMAKIN87@GMAIL.COM
200 WILLOUGHBY AVE UNIT 57631
BROOKLYN, NY 11205