

HANNAH LEE

PORTFOLIO

PERSONAL STATEMENT

SLOFFEE

DIGITAL HARMONY

CREATING THE INT

HOCKNEY IN THE SKY

ACKNOWLEDGEMENTS

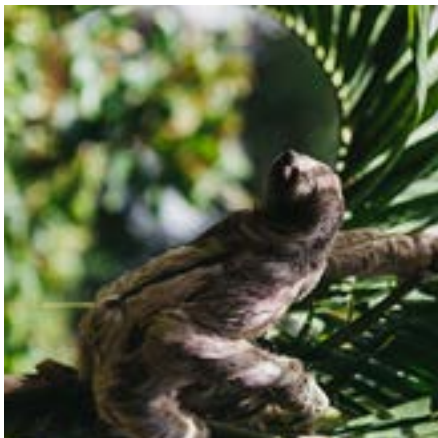
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Hannah Lee is an aspiring graphic designer, who is currently a second year student studying Communications Design at Pratt Institute. Her graphic design work is very similar to Postmodern design, while her fine arts work is abstract and inspired by expressionism.

Hannah has won several awards for her graphic design work and most recently won an award for her children's pop up book, Jace and Ace's Race Around Space for the Technology Student Association.

She has a great appreciation for art and loves to experiment and discover her style of design. Her work is minimal and straight forward but she loves to try new things and loves to work with others to create beautiful work. Hannah has enjoyed her sophomore year because of the great projects assigned, that challenge her to become a better artist and designer.

# PERSONAL STATEMENT



# SLOFFEE

The Restaurant Menu Project we started out with was a good intro to the class, and it made me very excited as a designer because I was able to be very creative with my restaurant idea. Since we had to create our own restaurant, I was able to have fun with what I would love in a cafe and introduced the sloth to my cafe to make it a more exciting experience. The concept of my restaurant was a Sloth Cafe, like dog cafes they have in New York, where you can play with dogs while you enjoy your coffee. The idea of the cafe was to be very minimal and clean so that it would be a good working environment, so the menu itself reflects that image. I wanted to keep the menu very simple and minimalistic, which reflects in the font. The colors are very modern and are limited to gray, pink, and green which are not typically found together but work well to convey the mood. There are simple graphics that keep in line with the minimalistic feel of the restaurant and menu. I overall really enjoyed the menu project because I could be so creative with it and produced a credible menu.

# SLOFFEE

# EGG SHOP

## SANDWICHES

**EGGSHOP B.E.C.** 10  
 BROKE YOLK, VERMONT WHITE CHEDDAR, BLACK FOREST BACON,  
 TOMATO JAM, FRESH PICKLED JALAPENO, PANNINI ROLL

**PEPPER BOY** 13  
 SCRAMBLE, GRUYERE, BELL PEPPER,  
 MAPLE CURED PEPPER BACON, CARAMELIZED ONION AIOLL,  
 (IN A BELL PEPPER OR ON A PANNINI ROLL)

**EVERYTHING TO ME** 14  
 SCRAMBLE, SMOKED SALMON, EVERYTHING BISCUIT, ROMA TOMATO,  
 FRESH DILL AND HORSERADISH CREAM

**AVO & EGG** 14  
 AVOCADO SMASH, SOFT BOILED, TAHINI, WATERMELON RADISH, HARISSA,  
 ALMONDS, CITRUS SALT, MULTI-GRAIN

**THE REFORMER** 12  
 EGG WHITES, FETA, KALE, ROMA TOMATO, MULTI-GRAIN  
 ADD AVOCADO 3

**SAUSAGE EGG & CHEESE (SPICY)** 12  
 HOUSEMADE MAPLE SAUSAGE, SCRAMBLE, VERMONT WHITE CHEDDAR,  
 HARISSA, HOUSEMADE BUTTERMILK BISCUIT

**FISH OUT OF WATER** 14  
 SMOKED SALMON, PICKLED EGG, CUCUMBER, FRESH DILL,  
 CAPERBERRY MUSTARD, RYE

**STEAK AND EGG** 15  
 GRASS FED TENDERLOIN, SUNNY UP, CHIMICHURRI, CARAMELIZED ONION AIOLL,  
 FRESH PICKLED JALAPENO, KALE, FRENCH HERB

**HOT CHIX** 14  
 SPICY FRIED CHICKEN, SUNNY UP, PICKLED CARROT, ENGLISH CUCUMBER,  
 CILANTRO, PICKLED JALAPENO, CHILI AIOLL, PANNINI ROLL

**BLT BENEDICT** 15  
 BRIOCHE, POACHED EGGS, CURED PEPPER BACON, MIXED GREENS, GRILLED  
 TOMATO, BLOOD ORANGE CITRINETTE

ALL SANDWICHES AVAILABLE ON OF ENGLISH MUFFIN 1

WE HAVE OF MENU ITEMS THAT DO NOT CONTAIN GLUTEN, HOWEVER THEY ARE NOT  
 CERTIFIED OF AS THEY ARE PREPARED IN A KITCHEN THAT USES GLUTEN. PLEASE LET  
 US KNOW IF YOU HAVE A SEVERE ALLERGY

\*SHOPPING OUR FRESH, ORGANIC EGGS, AND LOCALLY SOURCED ORGANIC PRODUCE, MEATS, AND DAIRY WITH LITTLE EXCEPTION, AND NO APOLOGUES. CATERING AND PRIVATE PARTIES AVAILABLE. [@EGGSHOPNYC](#)

## CRUISERS

ADD AN EGG OR WHITES 2 ADD AVO 3

**WARRIOR ONE** 13  
 POACHED EGG, MASALA SPICED LENTILS, SHAVED BROCCOLI,  
 ROASTED SWEET POTATO, TOASTED ALMOND, SCALLIONS, ONION CHUTNEY

**SCRAMBLER** 12  
 SCRAMBLE, ROASTED ASPARAGUS, TOMATO CONFIT,  
 SCALLIONS, PECORINO

**SPANDEX** 13  
 POACHED EGG, MISSO QUINOA, MIXED GREENS, AVO, PICKLED CARROTS, PUFFED AMARANTH,  
 ROASTED PUMPKIN SEED, MUSTARD SEED, GOJI BERRY, TAMARI

**THAI COBB** 13  
 HARD BOILED, SHAVED RED CABBAGE, CASHEW, HEIRLOOM CARROT, KALE,  
 AVOCADO, CILANTRO, CHILI LIME VINAGRETTE. ADD ORGANIC PULLED CHICKEN BREAK  
 FOR 33

**EL CAMINO** 13  
 POACHED EGG, AVOCADO, PULLED PORK CARNITAS, HOUSEMADE BLACK BEAN SALSA,  
 SHAVED RED CABBAGE, FRIED TORTILLA, CILANTRO

**CHAI FRENCH TOAST** 12  
 DARK CHOCOLATE GANACHE, FRESH BERRIES, FUJI APPLE, MAPLE SYRUP

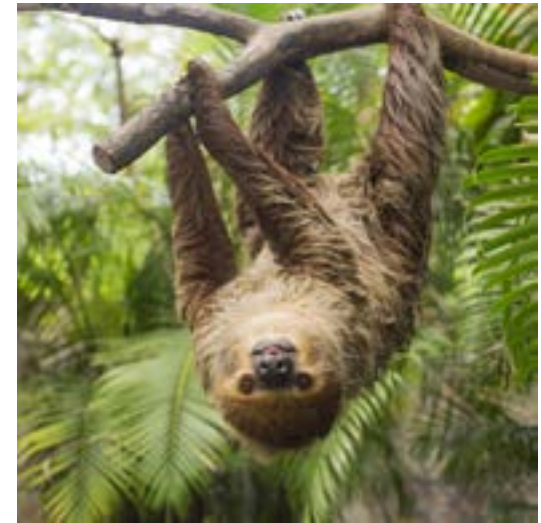
**YOI GUURRL** 10  
 GREEN YOGURT, AMBROSIAL GRANOLA, SEASONAL FRUIT

## SIDES

**FRIED CHICKEN** 7  
**HASHBROWNS** 4  
**SMOKED SALMON** 7  
**BUTTERMILK BISCUIT** 5  
**HOUSEMADE MAPLE SAUSAGE** 6  
**BLACK FOREST BACON** 4  
**BRUNCHINKS!** 6  
**KALE SALAD** 5

European  
**COFFEE TRIP**

DEVON  
 & REED



To start our menu project, we had to collect different menus. My personal favorite was the Egg Shop because of its straightfoward nature and limited color palette. We then had to collect mood boards, where I found inspiration for the fonts that I included in my menu, as well as my color scheme, and a clean interior that inspired the cafe as a whole. I also included pictures of sloths because of the nature of the cafe.



As an added bonus, I made small signs that would be hung around the store. Using the same color palette and similar graphics, I was able to connect these signs to the menu. These are reflective of "Please Do Not Feed the Animals" signs and crossing signs for animals and pedestrians.



### Meet Ava

Hi, I'm Ava! I am a four year old, three-toed sloth. I joined the Sloffee family when I was only seven months old. I was found hungry and alone so the Sloth Sanctuary of Costa Rica took me in and I moved to Sloffee shortly after! I love eating leaves and all kinds of fruits. I'm super friendly and I love to get my picture taken. Ask one of our staff members if you can hold me and get a pic!

### Meet Jacob

Hey I'm Jacob, a two toed sloth. I'm two years old and I just came to Sloffee from Cuba. I had to spend some time at the Sloth Sanctuary because I needed a lot of TLC (tender loving care)! Now I'm doing a lot better, which is why I'm at Sloffee! I love my new home and I love meeting new people. My favorite snack are twigs and insects. Come visit me in my cage!

### Our Mission

Sloffee has been working with the Sloth Sanctuary of Costa Rica for ten years. The Sloth Sanctuary of Costa Rica is the original rescue center for injured, orphaned and abandoned sloths. Our mission is to help these rescued sloths become nurtured back to health and then reintroduced back into the wild. Sloffee's sloths are orphaned/abandoned rescues that were hand-raised and lack the life skills to be released in the wild. We welcome these sloths at Sloffee to help the general public get a better understanding of rescued sloths! Fifteen percent of all purchases go to helping the sloths at the Sloth Sanctuary of Costa Rica.

SLOFFEE







**Hot Beverages**

Sloffee Coffee	2.00
Americano	3.50
Cappuccino	3.75
Latte	3.75
Mocha	3.50
Hot Chocolate	2.75
Tea	

*(Green, Jasmine, Earl Gray, English Breakfast)*

**Cold Beverages**

Iced Coffee	3.75
Cold Brew	4.25
Iced Tea	3.50
Lemonade	3.50
Smoothie	5.50

*(Strawberry Banana, Mango, Pineapple Raspberry)*

beverages



**Desserts**

Macaron	3.00
Cake Slice	3.50
Banana Bread	3.00
Chocolate Chip Cookie	2.50
Creme Puff	3.50

**Sandwichs**

Grilled Cheese	5.50
Chipotle Chicken Avocado	8.00
Turkey and Pesto	7.25
Caprese	7.00

**Soups**

Tomato	4.00
Chicken Noodle	4.50
Mushroom	4.00

food



**Feed our Sloths!**

- Leaves
- Twigs
- Buds
- Fruits
- Insects

*All sloth snacks are \$5.00*

*ALL proceeds go to The Sloth Sanctuary!*

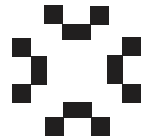
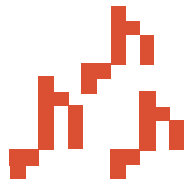
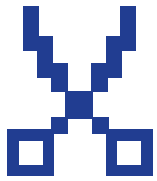
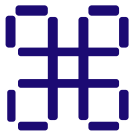
Sloths diets consist mostly of leaves which gives them minimal energy and nutrition.

Sloths have up to four-inch-long claws used to hold onto tree branches.

Algae grows on sloth's fur, which camouflages them green.



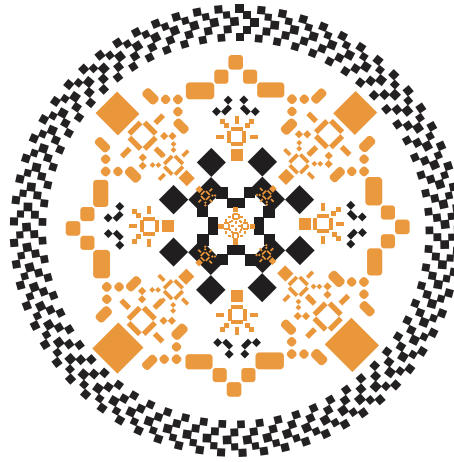
sloth snacks



# DIGITAL HARMONY

The Emoji Mandala Project was interesting for me because I felt like I was able to practice my pen tool skills. It was probably my least favorite project because I felt like it was not as creative because of the parameters of drawn emojis. However, I enjoyed the end product and thinking of an idea to base my mandalas around. I particularly liked my final project which was the "Hipster" because the emojis I chose told a story. I also enjoyed animating them into gifs because it helped me practice a skill I had learned briefly last year with basic shapes and made it more visually exciting to relearn. Overall, I am pleased with my mandalas, because I think they are fun and visually exciting, showing depth and differences in scale.

# DIGITAL HARMONY



Tiled Ideas

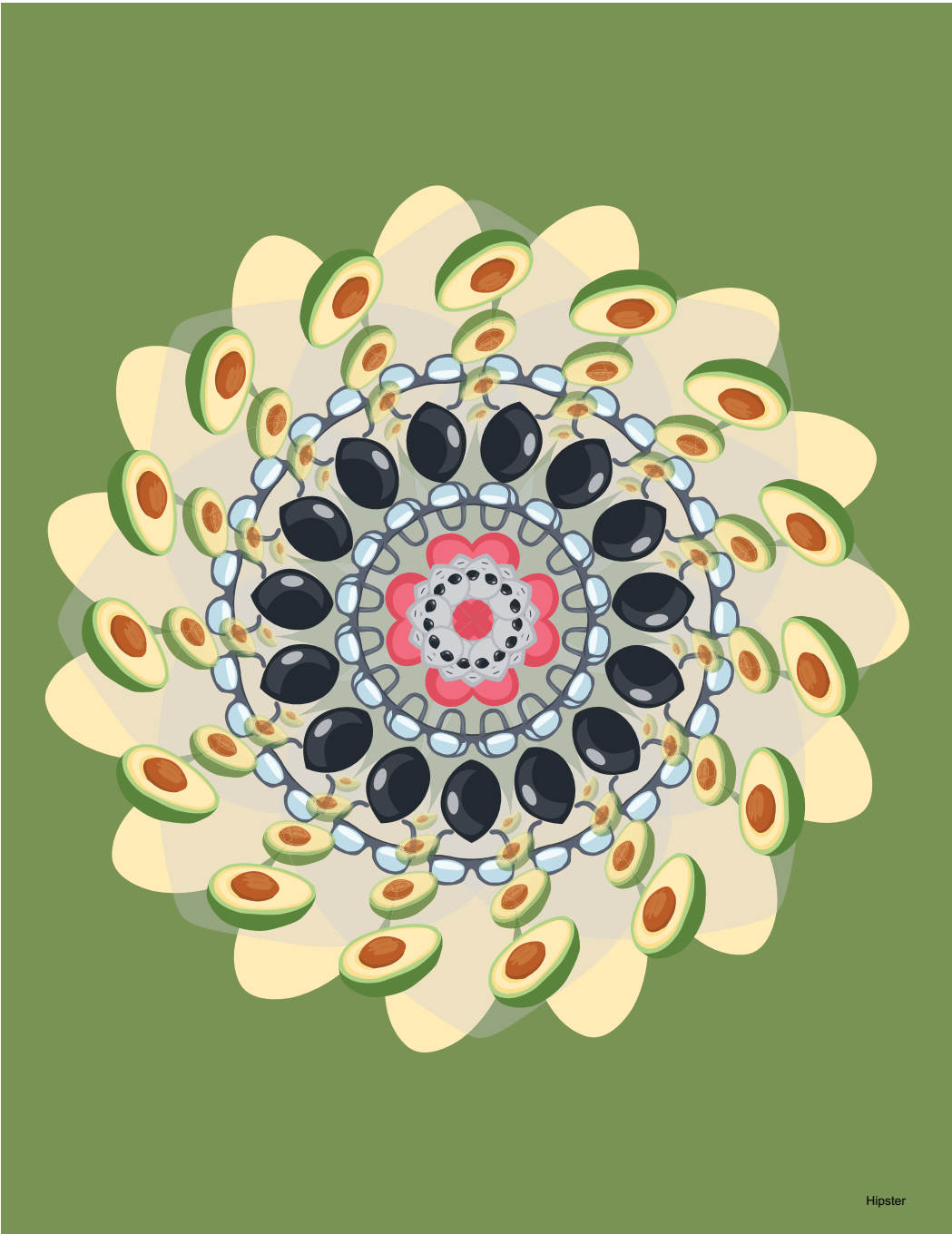


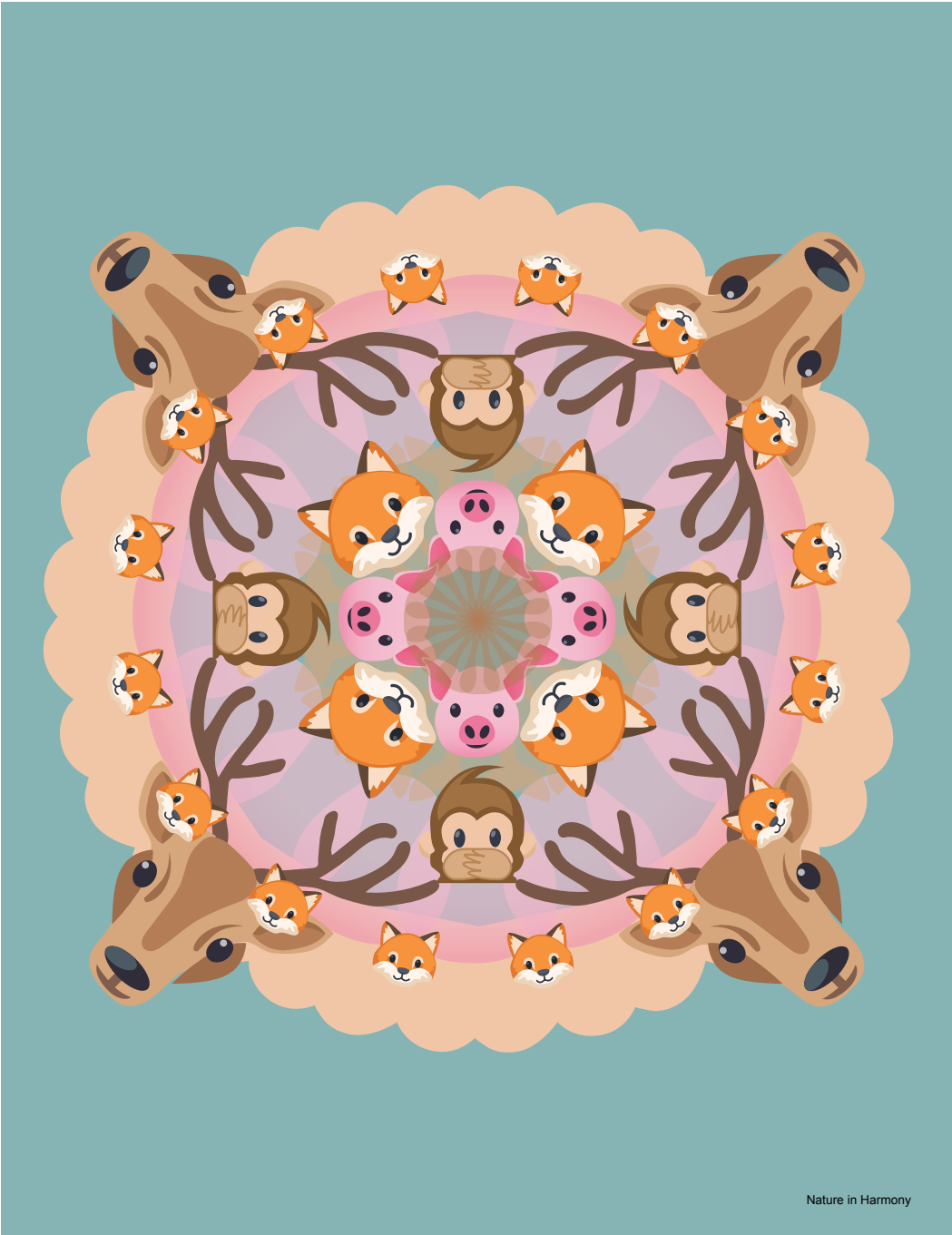
A Force of Nature



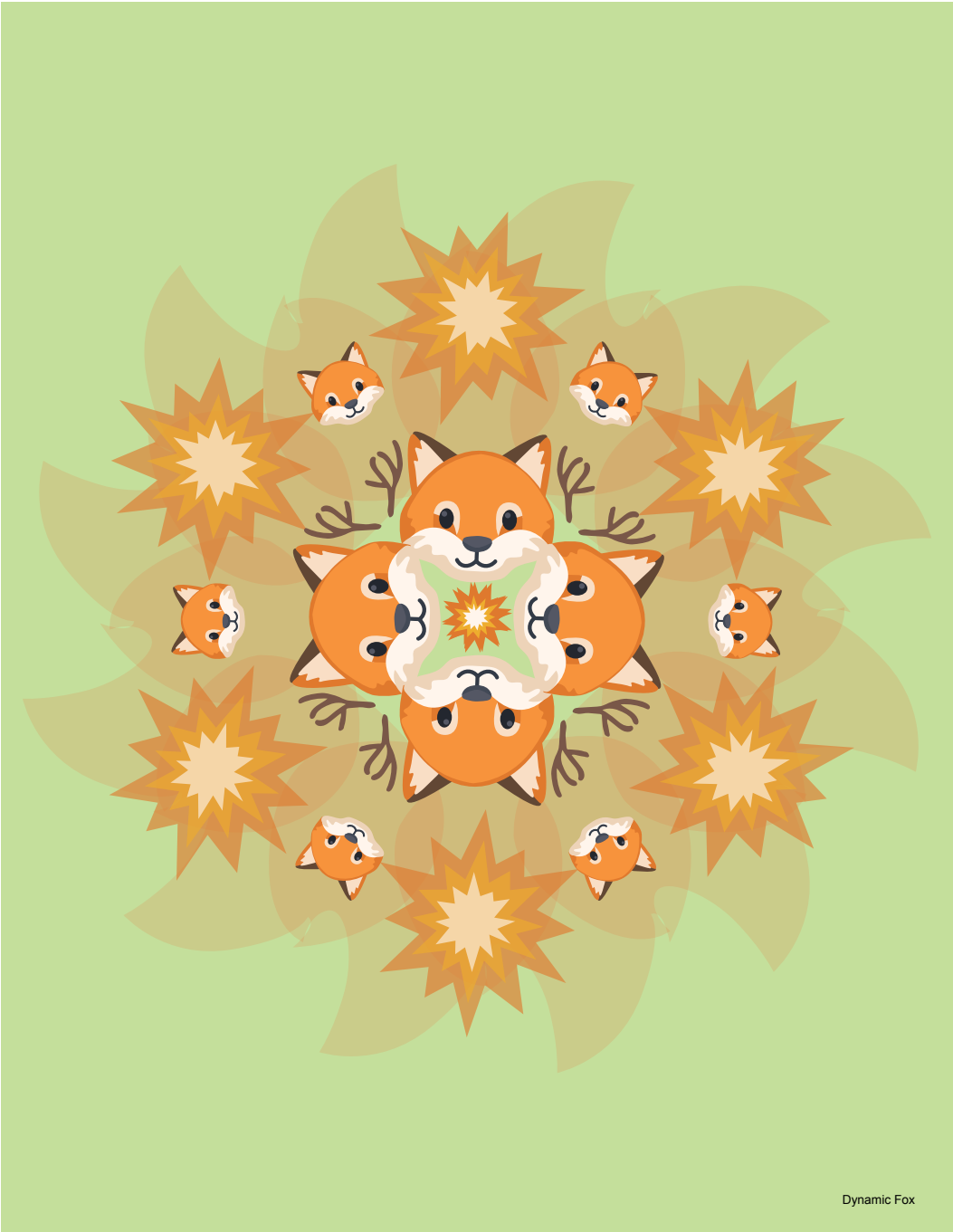
Brown Nature

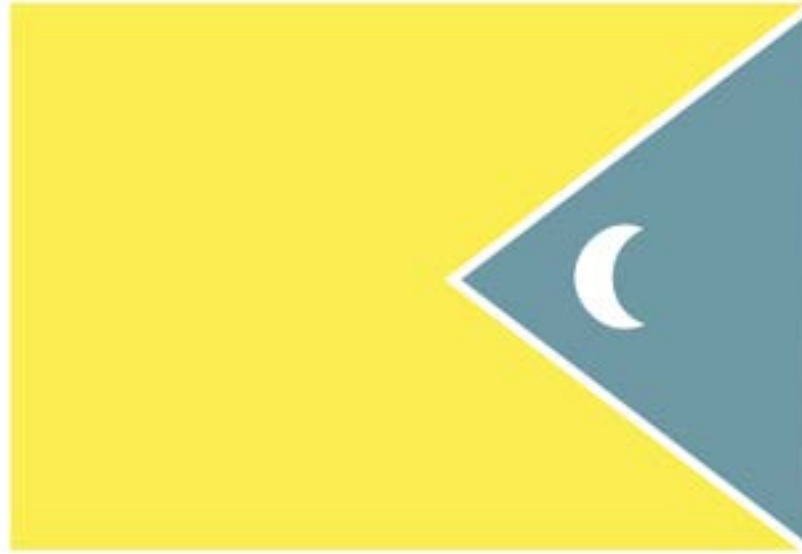
To start out, we had to recreate twenty four emojis which took quite a while. Then we made several mandalas as rough drafts. I tried to create different mandalas with the different styles of emojis I had chosen to recreate.





Nature in Harmony



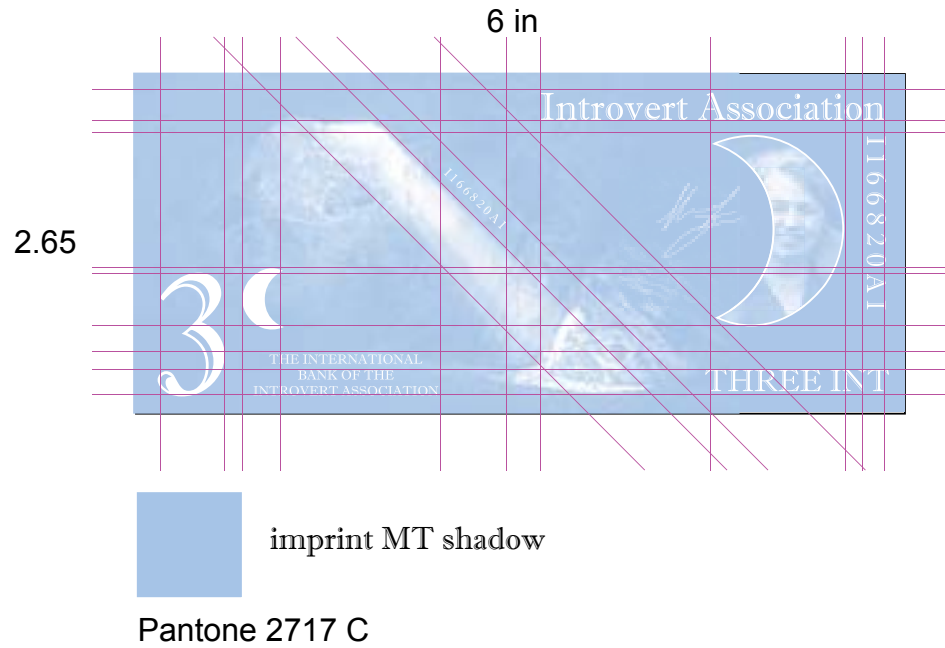


# THE INTROVERT ASSOCIATION: CREATING THE INT



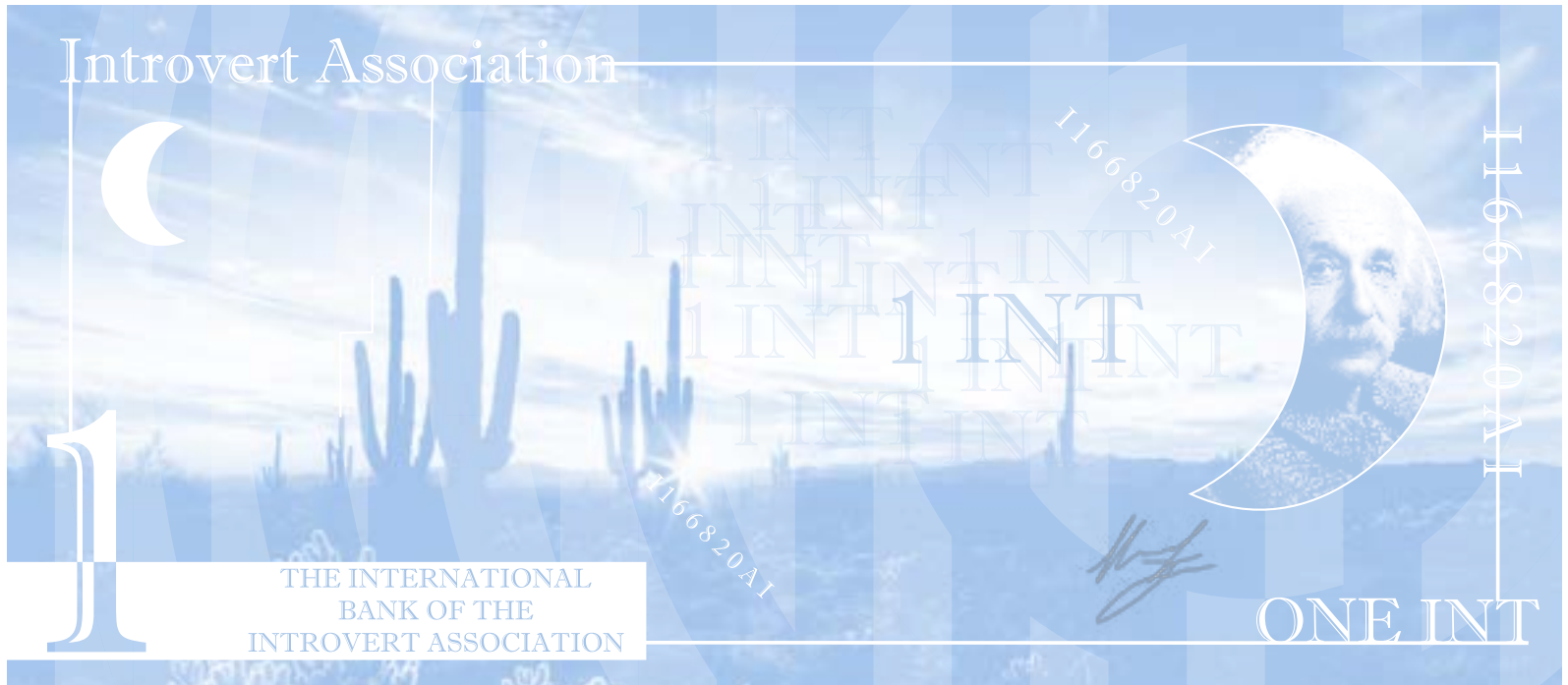
For the third project, we had to create a currency for our chosen government. I had made this flag in my Image as Communications class for an Introvert Association and I wanted to expand on that idea with this project. I chose to use a light blue color to emphasize the people this association is for, and to set an overall mood of calmness and simplicity. For my different components of my I chose to include famous introverts including Eleanor Roosevelt, Albert Einstein, and Bill Gates, and different places of seclusion, like the moon, dessert, and mountains. I think this project was a lot of fun because there were so many components that felt very separated but it was fun trying to think of ways to connect them all. I ended up being inspired by the grids we worked on in class to connect all of the elements. The grid consisted of a radial grid based off of the crescent on the right and an element from the background scene. Overall, this was one of my favorite project to work on because there were so many components and I really enjoyed piecing it all together to form a cohesive form of currency.

# CREATING THE INT



When we were starting this project, we had to do many iterations and proofs. I chose to do many variations of blue because I knew blue was a key color for the Introvert Association. We also had to create proofs for all of them and include a grid on top and the pantone swatch. This was my first time working with Pantone and I enjoyed learning about it and understanding how they worked.











# HOCKNEY IN THE SKY

Our final project for Process and Production was a portrait assignment, in which we found photographs, recreated them and combined them with text to make a final portrait. I chose a random book in the library and they were all photographs by Tacita Dean. I did not realize that the book was all old men but the limitations forced me to be more creative down the road.

The backgrounds I chose to keep it more ambiguous and abstract because I wanted the face to be the central focus. In the end, I chose my recreation of Hockney because of the colors on his jacket and a landscape of a sky with contrasting water. That became a challenge at the end, trying to connect all the separate elements together to form one cohesive portrait. I found the challenge a lot of fun because it was more than simply graphics.

The text added a different element to it and it was about finding a way to treat the text as a graphic and work it in to become cohesive and to have them play off of one another.

I also chose to follow the text that talks about silliness and I rotated the landscape so that it is upside down to add a sense of abstractness and playfulness.

# HOCKNEY IN THE SKY



When we started the project, we had to draw out five portraits and five landscapes. These four were my favorites besides the ones I chose for my final. I loved the expression on the old man to the left and the lack of expression on the man to the right. His jacket is very similar stylistically to the warped landscape on the right, so they would have worked well together. I really liked the mountain landscape on the left because it seems rather abstract but you can still tell it is a mountain.







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HOCKNEY IN THE SKY

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# ACKNOWLEDGEMENTS