



Alex Vicuña

Who am I ?

Communicating myself in a creative way has always been something that I enjoy. Ever since I was in middle school making power points presentations, and science fair projects, I knew I wanted to do something creative and interactive.

In the past 4 years I've continued to improve in my visual communication skills through several different mediums of media not only in print. Everyday I try to improve somewhere so that i may one day be a well rounded graphic communicator.

- Alex Vicuna | Alexchris1829@gmail.com



Advertising

Ballon D'or Museum
Chipotle

Ballon D'or Museum

Objective:

To create awareness for a new museum called The Ballon d'Or Museum. The museum celebrates past and present award winners of the sport of soccer. The museum includes players like Messi, Ronaldo, Ronaldinho, Figo and many more. The Goal was to set a tone of elegance sporty and to some how show growth.



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HOME 2009-2012 WINNER 2013 WINNER

BALLON D'OR

Everyone knows what the newly-renamed FIFA Ballon d'Or trophy looks like but few know how it is made. [FIFA.com](#) reveals the secrets behind the creation of this much-coveted accolade, due to be presented once more this evening.

Awarded for the very first time by the French daily *France Football* in 1956, the Ballon d'Or is made by Mellerio dits Meller, the prestigious jewellers founded in 1613.



Vastly experienced in their art, over the centuries the Mellerio family have fashioned jewellery for royal courts across Europe, not to mention religious silverware, ceremonial swords, ornate decorative pieces and trophies. One of the house's best-known pieces of

ADDITIONAL LINKS

- FIFA
- Uefa
- Soccer Shop
- Worldcup

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The screenshot shows the website for the Ballon d'Or Museum. The header features the museum's logo in gold on a yellow-to-orange gradient background. Below the logo is a dark navigation bar with links for 'HOME', '2009-2012 WINNER', and '2013 WINNER'. The main content area is titled 'LIONEL MESSI' and features a collage of four images of Messi holding the Ballon d'Or trophy for the years 2009, 2010, 2011, and 2012. Below the images is a paragraph of text about Messi's career and challenges. A sidebar on the right contains an 'ADDITIONAL LINKS' section with links to 'FIFA', 'Uefa', 'Soccer Shop', and 'Worldcup'. A small image of a soccer ball is visible at the bottom of the page.

Ballon d'Or MUSEUM

HOME 2009-2012 WINNER 2013 WINNER

LIONEL MESSI



MESSI
FIFA
BALLON
D'OR

2009 2010 2011 2012

Lionel Messi is the heir apparent to the throne left vacant by Diego Armando Maradona. The waters are divided between those who consider him to be far from being the best No. 10, and those who believe that Messi will be even better than Maradona. Born in Rosario, he cut his teeth in the youth ranks of Newell's Old Boys, until a hormonal problem that affected his growth changed the plans of his family and, of course, his personal future. Facing expensive treatment for their son, Messi's parents moved to Spain as Newell's were not able to afford the medical costs related to his condition, and even the wealthiest Argentine teams, such as River Plate, refused to foot the bill.

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CRISTIANO RONALDO



Ronaldo was runner-up behind four-time winner Messi in 2009, 2011 and 2012 having taken the previous FIFA prize in 2008 (the last European to do so) but would not be denied again after an incredible 12 months. He scored 69 goals in 59 games in all competitions and provided perhaps the standout performance of 2013 with his sensational hat-trick for Portugal against Sweden in the FIFA World Cup play-offs. He also set a new mark of nine goals in a UEFA Champions League group stage.



Chipotle

Objective:

Chipotle is mostly known for its food with integrity and extremely filling burritos. Over the years they have mainly focused on their food and not much on their marketing. The goal was to create a recognizable ad campaign that has different elements that can work in different places but keep the same message of what food can do for you.



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Graphic Design



Oreo

Commencement
book cover

C.T.W poster

Oreo

Objective:

To change the perception of Oreo as only a kid lunch box or after school snack into a delightful treat that adults and kids alike can enjoy on Halloween. The goal is to make it witty, charming, engaging, and youthful.



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Commencement Book Cover

Objective:

The Commencement Book is a graduation book honoring all the students that have finished their degree with the university. The goal was to make a book that would connect some how with all student life and still represent the school.



C.T.W Poster

Objective:

Create awareness within the english department about the City Tech Writer book. To inform the faculty members that they can submit student writing so the City Tech Writer book so that it can be published .

CALL FOR SUBMISSIONS



Please submit

exceptional student work
(with student's contact information)
to Profs. Suzanne Miller &
Megan Behrent at
CTWsubmissions@gmail.com

Read any student
writing lately ?

Yes

We publish

essays, emerging scholar journals,
lab reports, interviews transcripts,
summaries, research papers
critiques and more.

Was it good ?

Please submit your students'

best writing to

City Tech Writer Volume 11

Yes

Deadline to submit

January 10, 2016

Thanks for keeping your

submissions coming

throughout the fall semester !



Thank you !