

Daniel Lee

Portfolio

Firmin Didot *France*

Born:1764

Died:1836

Didot is the name of a family of French printers, punch-cutters and publishers. Through its achievements and advancements in printing, publishing and typography, the family has lent its name to typographic measurements developed by Francois-Ambroise Didot and the Didot typeface developed by Firmin Didot.

Along with Giambattista Bodoni of Italy, Firmin Didot is credited with designing and establishing the use of the "Modern" classification of typefaces. The types that Didot used are characterized by extreme contrast in thick strokes and thin strokes, by the use of hairline serifs and by the vertical stress of the letters. (Wikipedia)

Didot

Type
book



Typography

The first class I attended in the graphics field was typography. On the very first day we worked with larger letter forms and I knew that this field was for me. Throughout my schooling career I began to work more and more with typography until ultimately working on a type based lettfom book.



Fonts by Firmin Didot

Linotype Didot

HTF Didot



Branding

Final Design



Chia Lip Balm

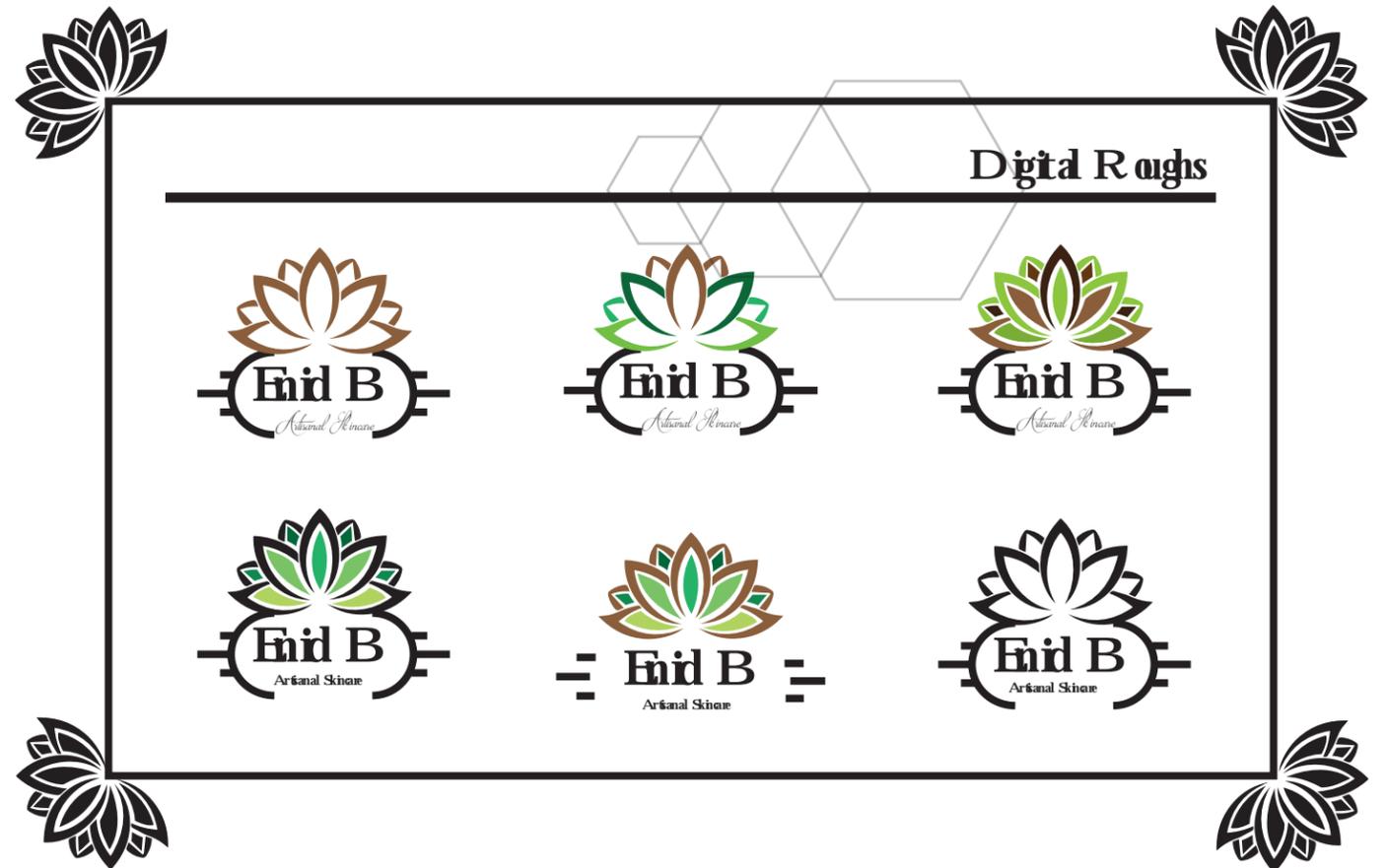
Here are some applications and variations i worked on for Edin B and artisanal skincare company. After presenting the variations we decided and applied this final logo.

	c=78 y=80	m=0 k=0
	c=55 y=80	m=0 k=0
	c=35 y=80	m=0 k=0



	c=78 y=80	m=0 k=53
	c=35 y=80	m=60 k=25
	c=0 y=0	m=0 k=100

Digital Roughs



WHAT IF
ROBERT FROST
NEVER QUIT HIS DAYJOB?

Two roads diverged in a yellow wood,
And sorry but you missed the turn
Recalculating...
Then took the other, as just as fair,
And in 500ft take a u-turn
And arrive at the one less traveled by

(THANK GOD HE DISCOVERED WRITING)



Discover Your Potential

WHAT IF
SHAKESPEARE
NEVER QUIT HIS DAYJOB?

Tis going to beest a quite quaint day out the
Present day ladies and gentleman
We has't a high temperature of 72 and a base
Of 55 With no foreseeable rain all week we could beest in for a
most wondrous end of
Autumn

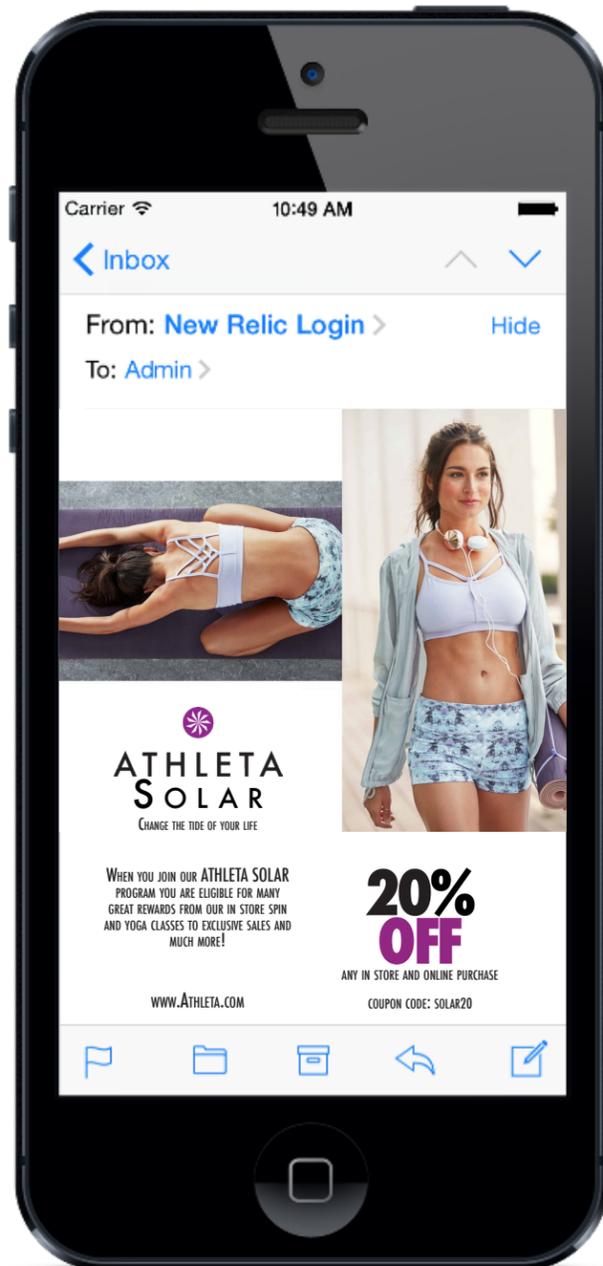
(THANK GOD HE DISCOVERED WRITING)



Discover Your Potential

Later, I began to explore the world of advertising and challaneged myslef to do so with just my words in this campaign I worked on for Gotham Writers Workshop.

Advertising



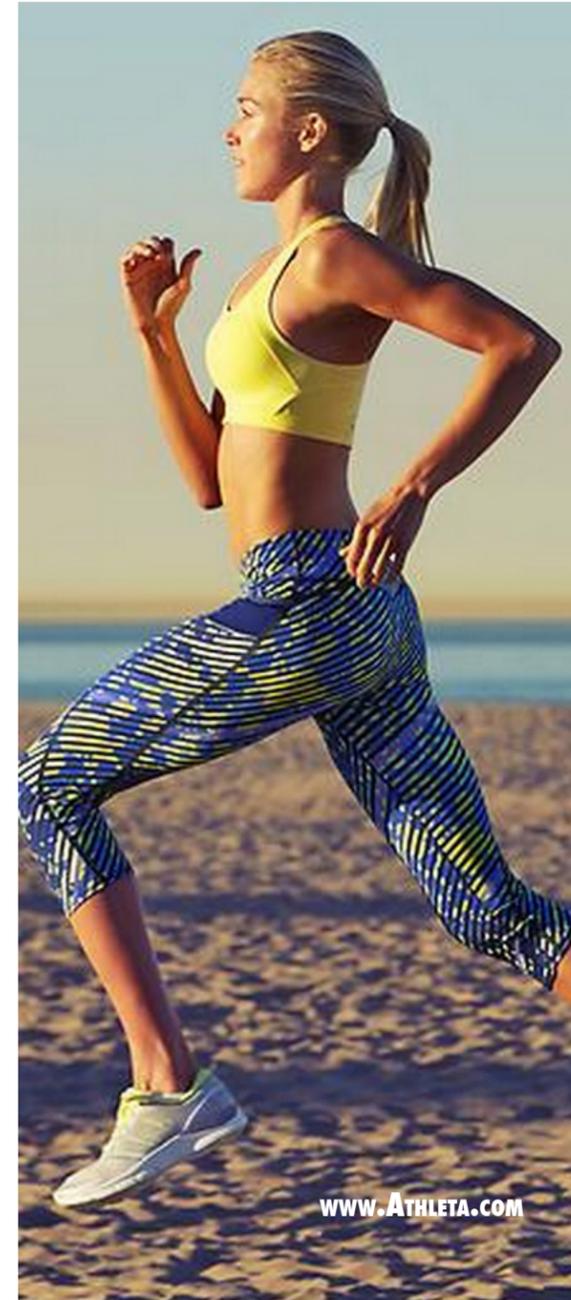

**ATHLETA
SOLAR**
CHANGE THE TIDE OF YOUR LIFE

**BRIGHTEN
Your
EXERCISE**

WHEN YOU JOIN OUR ATHLETA SOLAR PROGRAM
YOU ARE ELIGIBLE FOR MANY GREAT REWARDS
FROM OUR IN STORE SPIN AND YOGA CLASSES
TO EXCLUSIVE SALES AND MUCH MORE!

Receive 25
stars as a sign up bonus

www.athleta.com



Bringing advertising from a traditional print ad to an email blast and other medians in this campaign for Athleta.

BRIGHTEN YOUR EXERCISE

WHEN YOU JOIN OUR
ATHLETA SOLAR PROGRAM
YOU ARE ELIGIBLE FOR MANY GREAT
REWARDS FROM OUR IN STORE SPIN AND
YOGA CLASSES TO EXCLUSIVE SALES AND
MUCH MORE!

PACKAGE BENEFITS INCLUDES:

- USING STARS TOWARDS PURCHASES
(IN STORE AND ONLINE)
- USING STARS TOWARDS IN STORE
CLASSES.
- EXCLUSIVE SALES
- IN STORE AND ONLINE COUPONS



**ATHLETA
SOLAR**
CHANGE THE TIDE OF YOUR LIFE

receive **25**
stars as a sign up bonus

WWW.ATHLETA.COM/REWARDS



Rewards Program

Taking the Athleta campaign one step farther I developed and designed a simple rewards program as well as the advertising to accompany it.

ATHLETA

EARN 1 STAR FOR EVERY DOLLAR SPENT

STARS ARE REDEEMABLE FOR:

- IN STORE AND ONLINE PURCHASES
- IN STORE CLASSES
- COUPONS
- YOGA AND CYCLING EVENTS

CHANGE THE TIDES OF
YOUR LIFE WITH THE
ATHLETA SOLAR
REWARDS PROGRAM



RECEIVE **25**
STARS AS A SIGN UP BONUS



WELCOME! YOU ARE NOW A MEMBER OF OUR
ATHLETA SOLAR PROGRAM. YOU CAN NOW
BENEFIT FROM ALL THE GREAT REWARDS
WE OFFER OUR MEMBERS.

SOLAR

PICTURE YOURSELF
IN A BOAT ON
A RIVER
WITH

TANGERINE TREES
AND
MARMALADE SKIES



Vector/Type Book

In creating a vector based type book we were able to select any song or poem to illustrate. Here is my representation of Lucy in the Sky with Diamonds by the Beatles.

SOME BODY

CALLS YOU

YOU ANSWER

QUITE SLOWLY

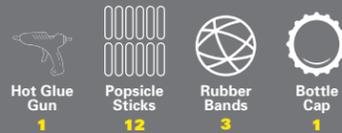
A GIRL WITH
KALEIDOSCOPE EYES



LUCY
IN THE
SKY
WITH
DIAMONDS

How to Make a Desktop Catapult

Things You Will Need



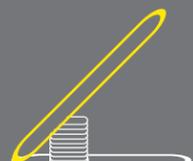
Stack Together
10 Popsicles Sticks

1



Insert 1 Popsicle Stick
between the last two.

3



Place 1 Popsicle Stick on
Top of the Stack

5



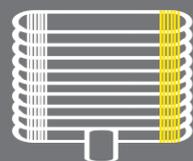
Place a Dot of Hot Glue at
the Top of the Vertical Stick

7



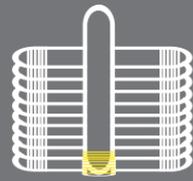
Rubber Band
1 Side of the Stack

2



Rubber Band
the Other Side of the Stack

4



Align With the Bottom stick
vertically and Rubberband Together

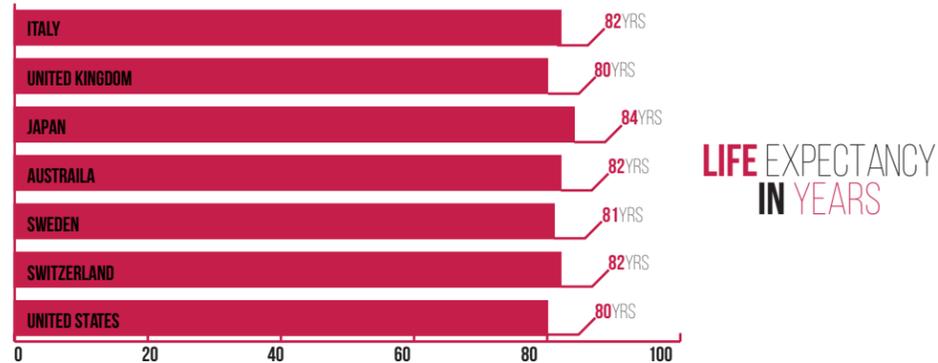
6



Adhere bottlecap to the
Dot of Hot Glue

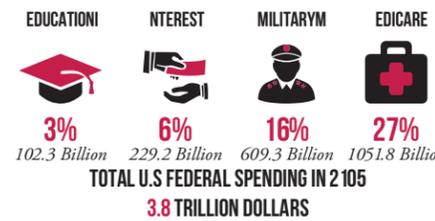
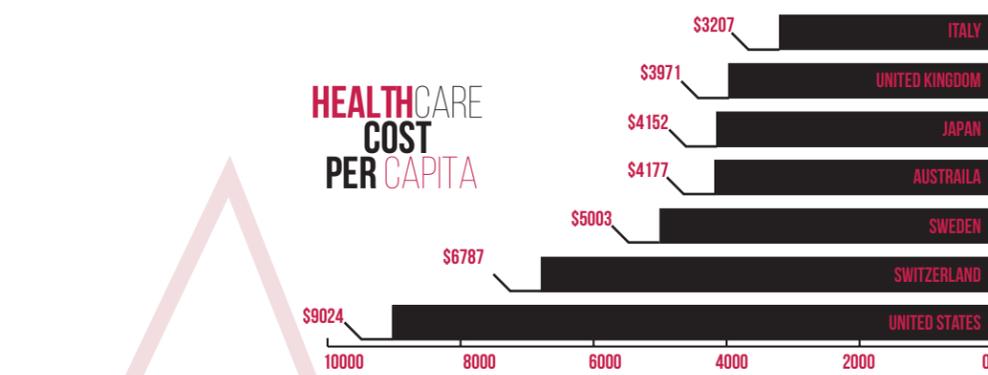
8

U.S HEALTHCARE SPENDING



LIFE EXPECTANCY
IN YEARS

HEALTHCARE COST PER CAPITA



AVERAGE HEALTHCARE COST PER CAPITA GLOBALLY

\$3,620

THE U.S SPENDS THE MOST ON HEALTHCARE BUT ARE RANKED 33RD IN LIFE EXPECTANCY



U.S FEDERAL HEALTHCARE ACCOUNTED FOR 17.8% OF THE GDP IN 2015

Here are some visual representations of information. Here are two different examples of how an info-graphics are executed in statistical and procedural forms

unicef  for every child

Only

6%



of children with disabilities 3-6 years of age are currently attending kindergarten

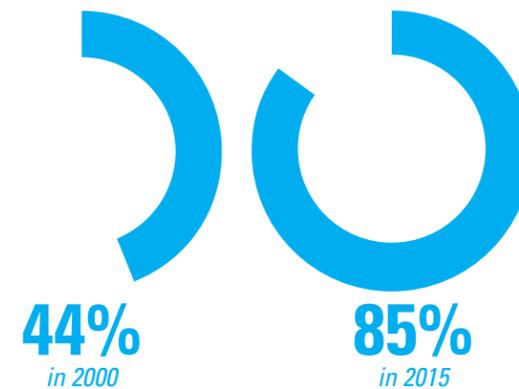
Moldova

Parents are unaware of early signs, medical professionals focus exclusively on medical responses, and early intervention services, inclusive nurseries and kindergartens are non-existent.

Moldova

unicef  for every child

In Moldova, due to UNICEF interventions, more children have the chance to learn, play and get ready for school every year:

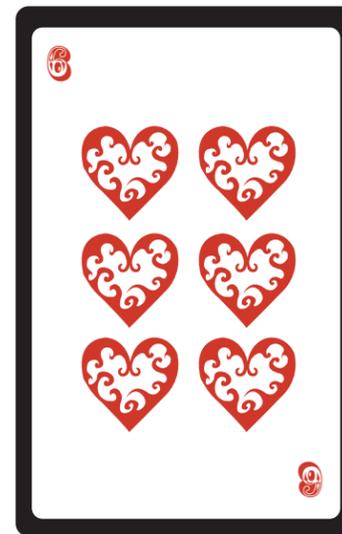
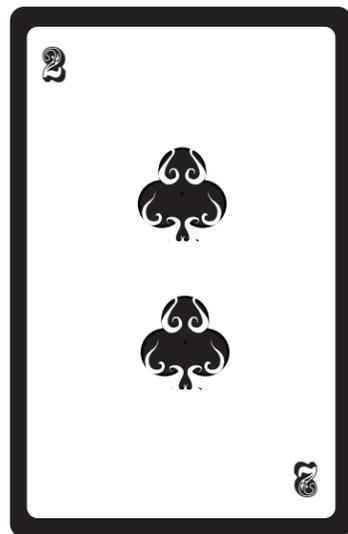



However, children with disabilities in Moldova, especially the youngest, rarely receive the support and services they need. New-borns with identifiable disabilities are habitually placed in institutions, abandonment of new-borns and toddlers with developmental delays is common.

Taking a more professional approach to infographics I desinged these two for children with disabilities in Moldova for UNICEF.



Vector/Type Book



Here is a playing card design based on the logo I designed for the back.