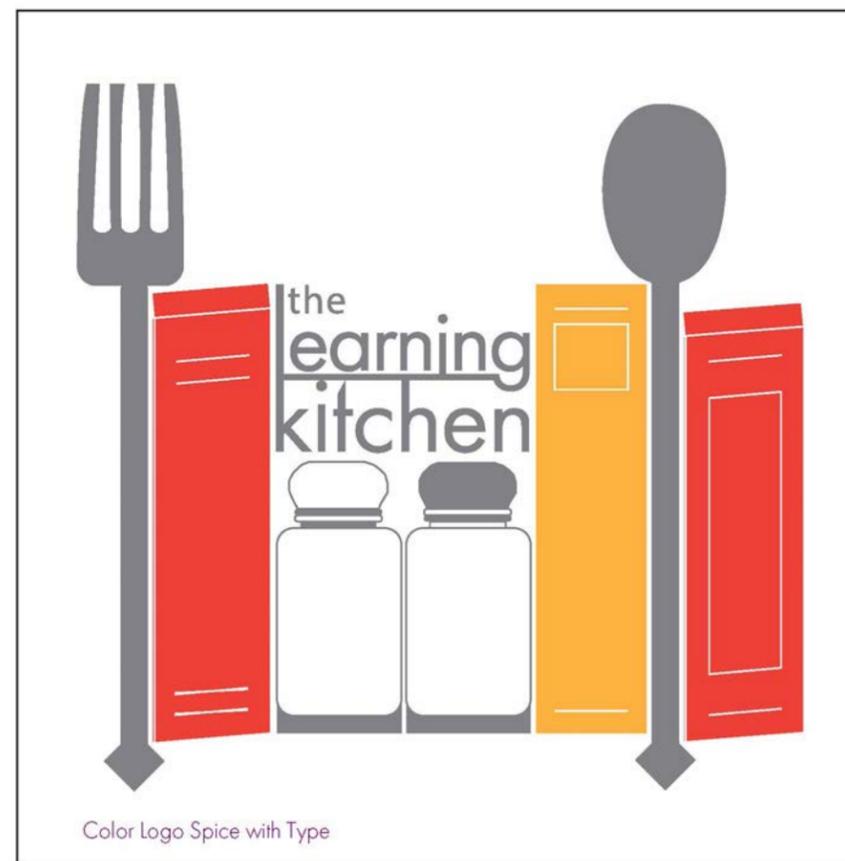
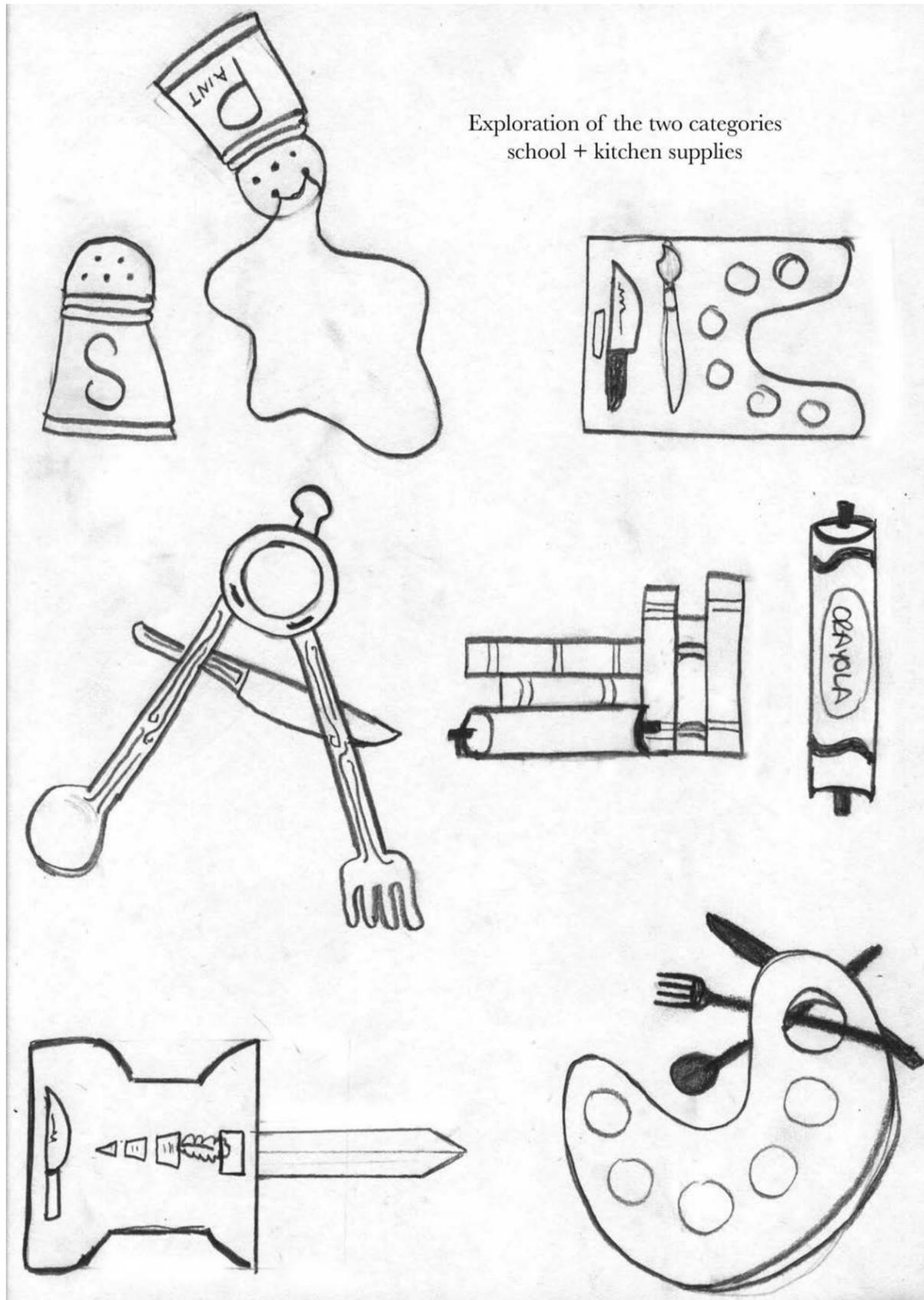


SILVIA NAVA
MY WORK IN GRAPHIC DESIGN



Where do I come from?

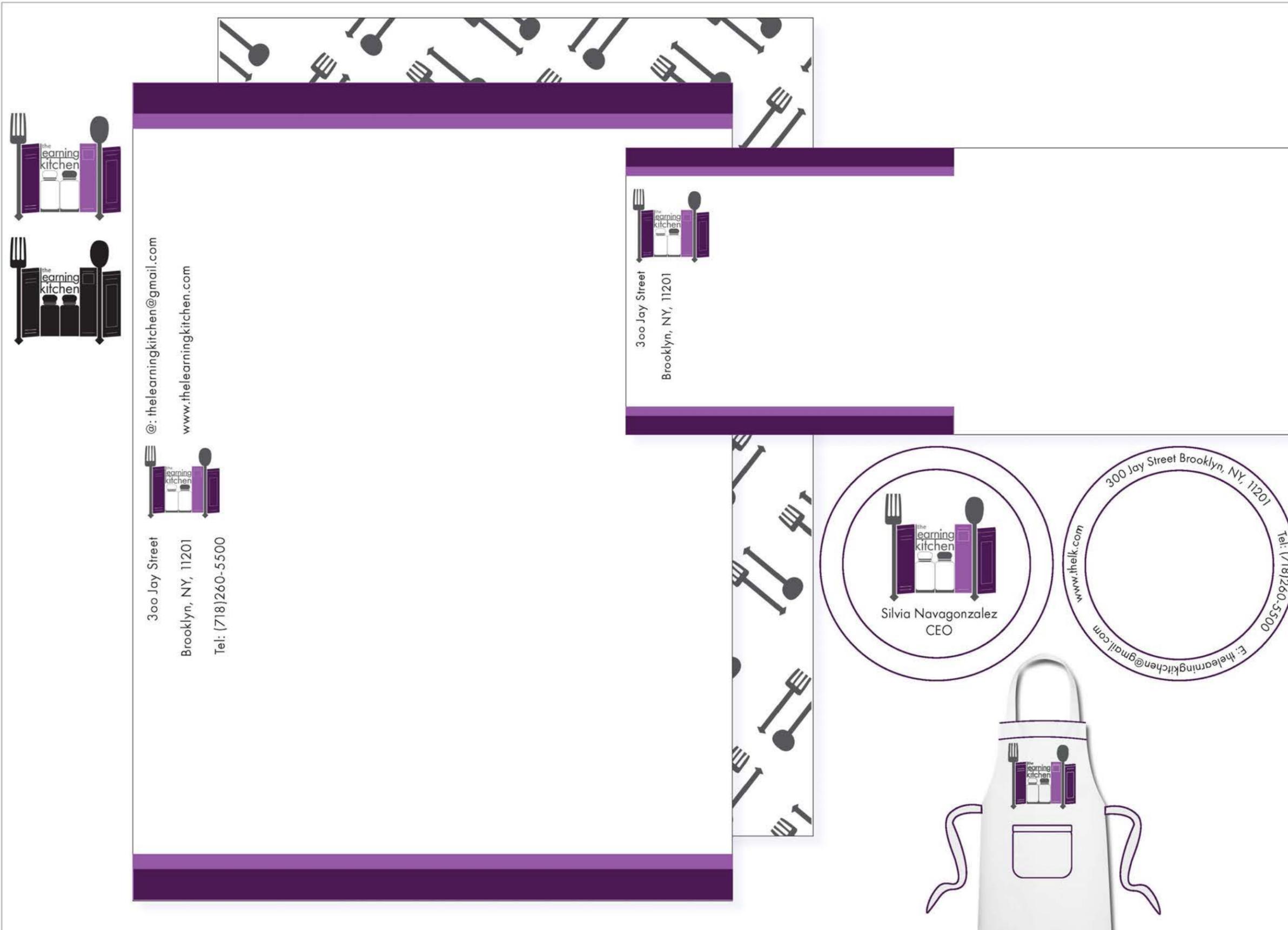
- background Computer System AAS
- transferred to Graphic Design major

My first work:

- created my first logo
- understood process of developing an idea
- what a concept is

Logo:

- create a logo/ concept for a cooking school
- logo has kitchen and school elements
- name that indicates what the business is



Stationery for The Learning Kitchen

CLIENT: The Learning Kitchen
 DESIGNER: Silvia Nava

- Stationary**
- letterhead
 - envelope
 - business card
 - promotional item

editorial



PROJECT OVERVIEW

DELIVERY DATE: OWNER/CONTACT: W Magazine

SUMMARY/PURPOSE/OBJECTIVE: The objective is to increase male audience by portraying male inclusive articles. By adding articles about men, the magazine will also remain interesting and fresh, keeping it competitive.

AUDIENCE: 80% of women currently purchase W magazine.

MESSAGE: Articles will include topics about film, art and fashion. Articles about men will also be included.

DESIRED OUTCOME: This project will try to appeal to a male audience as well, increasing sales and target audience.

ADDITIONAL NOTES/REFERENCES/RESOURCES:

W magazine stands for The Who, What, When, Where and Why of fashion.

W magazine cover usually includes artists, models and celebrities.

W Magazine

Cover & Two Page Spread

- use a creative brief
- research current magazine audience/
find way magazine can increase audience
(this case was cater to more men while
still including women)
- create headline and all content relevant to
topics magazine currently covers
- select visual imagery and layout according
to magazine style

His / Her Fall Outfits

This fall fashion issue would not be complete without a His & Her look book. Here are some looks we love as well as a break down of the pieces we hope will inspire your autumn style.



1 - Grey Zippered Hoodie
Snug hoodie that can be used for a layered look



2 - Adidas Casual Sneaker
Comfortable to walk in and can be matched with any outfit



3 - Mens Watch
A great accessory that can be used formally or casually



4 - Mens Denim Jacket
A basic jacket that can be used to create an edgy style in the autumn transition

HIS



1 - Women's Watch
A simple yet stylish accessory that builds up any outfit



2 - Trench Coat
A trench coat makes a statement and keeps you warm this season



3 - Chanel Crossbody Bag
A black bag is a classic staple in any closet



4 - Black Booties
These booties are a must have item, the chunky heel is tall but comfortable enough to wear



5 - Burberry Scarf
Add a scarf to transition effortlessly into autumn

HER





Stefani Joanne Angelina, more known as Lady Gaga was born March 28, 1986. She was born in New York City. As a child, Gaga learned to play the piano and began composing and to sing at age 13. She attended NYU's Tisch School for the Arts but then withdrew in order to pursue her music career.

In 2005, Lady Gaga was signed by DefJam Records, but was dropped by them only after a few months. In 2007, she worked at Interscope Records composing songs for artists like Britney Spears, The Pussycat Dolls and New Kids on the Block. She then signed with Interscope and Kon Live. 'The Fame', her first album which released in 2008, was a dance-pop

“ This would be her fourth album to make number one in the United States and top charts in countries around the world. ”

and electropop record. It earned her a position at the top of multiple charts and was the start of her successful career. "Just Dance", the album's single and "Poker Face" were a huge hit in many countries and earned her popularity. In 2009, Gaga released her second album, 'The Fame Monster'. This album included "Bad Romance", "Telephone" & "Alejandro" which were a huge hit.

'Born This Way' was the next album released in 2011. This album explored electronic rock and techno and sold

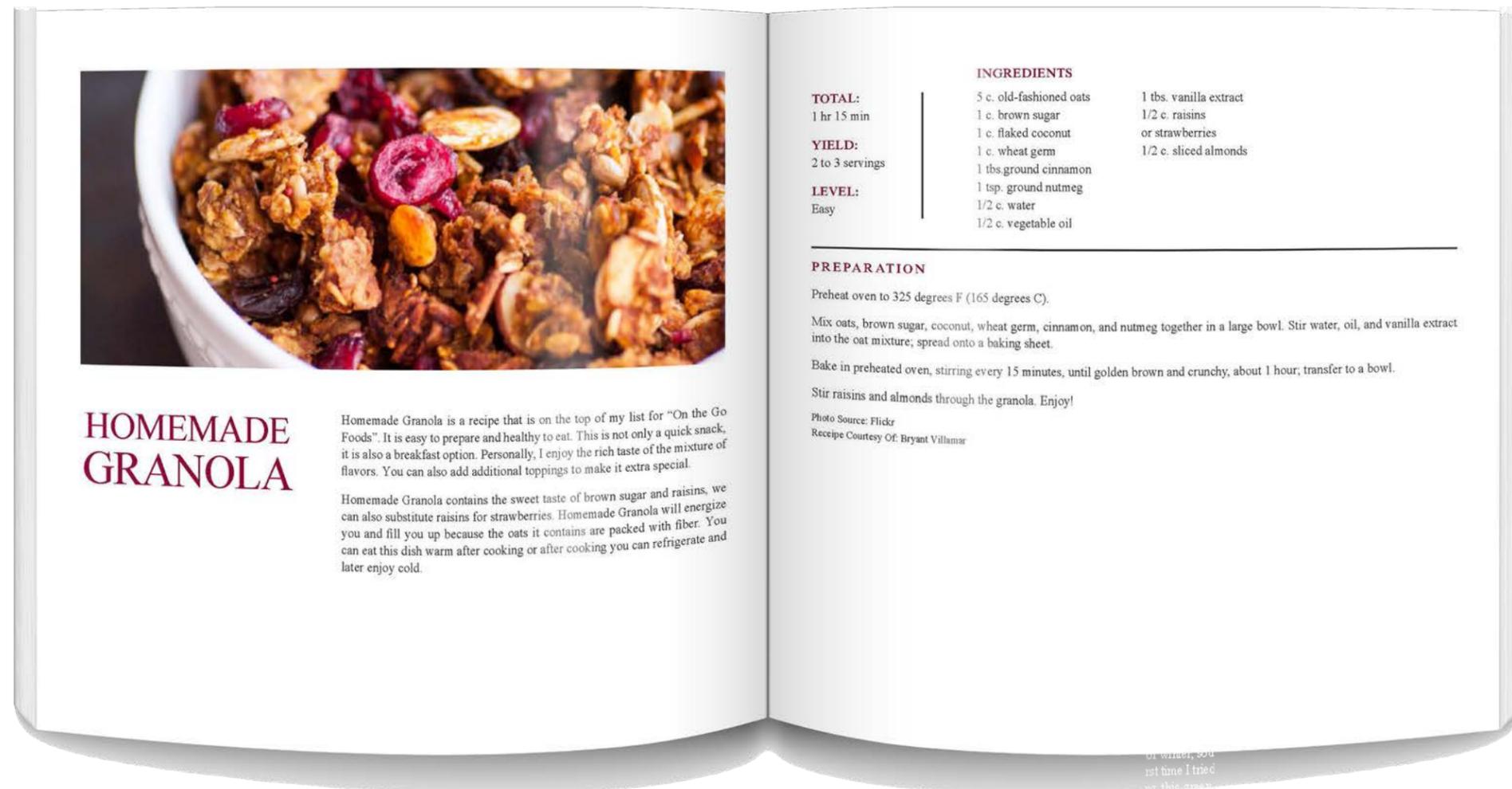
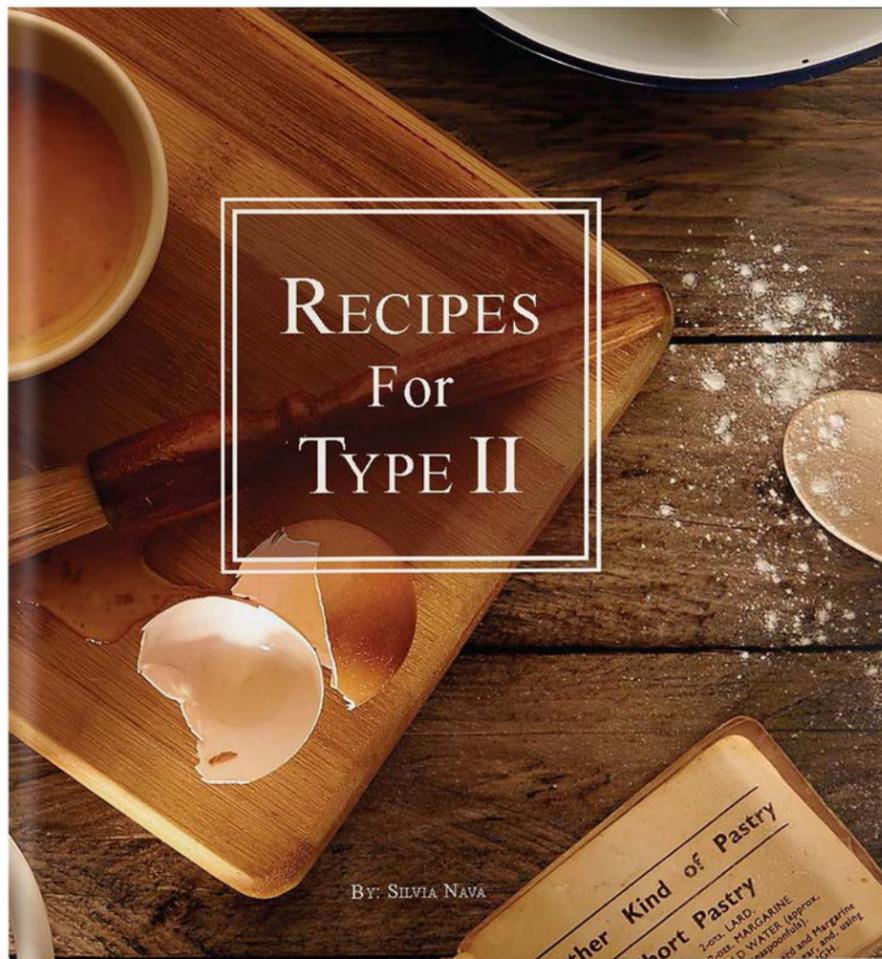
“ Gaga was signed by DefJam Records, but was dropped by them only after a few months. ”

more than one million copies in its first week. Gaga's next album, 'Art-pop' released in 2013 and included the single "Applause".

In 2014, Gaga released 'Cheek to Cheek', an album with duets alongside Tony Bennett. 'Cheek to Cheek'

would become Gaga's third consecutive number one album in the United States.

Finally in 2016, Gaga released her fifth album, 'Joanne', focusing on country and pop. This would be her fourth album to make number one in the United States and top charts in countries around the world.



HOMEMADE GRANOLA

Homemade Granola is a recipe that is on the top of my list for "On the Go Foods". It is easy to prepare and healthy to eat. This is not only a quick snack, it is also a breakfast option. Personally, I enjoy the rich taste of the mixture of flavors. You can also add additional toppings to make it extra special.

Homemade Granola contains the sweet taste of brown sugar and raisins, we can also substitute raisins for strawberries. Homemade Granola will energize you and fill you up because the oats it contains are packed with fiber. You can eat this dish warm after cooking or after cooking you can refrigerate and later enjoy cold.

TOTAL:
1 hr 15 min

YIELD:
2 to 3 servings

LEVEL:
Easy

INGREDIENTS

| | |
|-------------------------|------------------------|
| 5 c. old-fashioned oats | 1 tbs. vanilla extract |
| 1 c. brown sugar | 1/2 c. raisins |
| 1 c. flaked coconut | or strawberries |
| 1 c. wheat germ | 1/2 c. sliced almonds |
| 1 tbs ground cinnamon | |
| 1 tsp. ground nutmeg | |
| 1/2 c. water | |
| 1/2 c. vegetable oil | |

PREPARATION

Preheat oven to 325 degrees F (165 degrees C).

Mix oats, brown sugar, coconut, wheat germ, cinnamon, and nutmeg together in a large bowl. Stir water, oil, and vanilla extract into the oat mixture; spread onto a baking sheet.

Bake in preheated oven, stirring every 15 minutes, until golden brown and crunchy, about 1 hour; transfer to a bowl.

Stir raisins and almonds through the granola. Enjoy!

Photo Source: Flickr
Recipe Courtesy Of: Bryant Villamar

Cookbook Strengths:

- create a consistent layout/design
- incorporate guides
- clean layout
- easy to read/navigate (15 pages)

campaigns

5 MILLION

SENIOR CITIZENS ARE FACED WITH THE CHOICE OF EITHER PAYING MEDICAL BILLS OR PURCHASING GROCERIES.
TO JOIN AMERICA'S FIGHT TO END HUNGER VISIT WWW.FEEDINGAMERICA.ORG OR TEXT "MEALS" TO 245-543 TO DONATE TODAY.



41 MILLION

PEOPLE INCLUDING 13 MILLION CHILDREN AND MORE THAN 5 MILLION SENIOR CITIZENS ARE FACED WITH HUNGER IN AMERICA.
TO JOIN AMERICA'S FIGHT TO END HUNGER VISIT WWW.FEEDINGAMERICA.ORG OR TEXT "MEALS" TO 245-543 TO DONATE TODAY.



Public Service Announcement Campaign

- create a concept for Feeding America non-profit
- use research analysis: how Feeding America operates
- gather statistics
- strong visual typography to communicate issue
- create a series that capture attention/call to action
- create ads according to location where they will be placed
- create mockups of how work would look



COMFORT THAT'S
EASY ON THE FEET,
BETTER ON THE EYES

SMITH'S

SMITH'S

IN STORE & ONLINE
TAKE AN EXTRA
\$20 OFF
YOUR SHOE PURCHASE OF \$100 OR MORE

OR TAKE AN EXTRA
\$30 OFF
YOUR SHOE PURCHASE OF \$150 OR MORE

ONLINE CODE: 53551G4

REDEEMABLE TOWARDS AN ONLINE OR IN STORE PURCHASE AT SMITH'S. Items on Clearance or Sale do not qualify for offer. Limit 1 offer per customer. Coupon must be surrendered at time of checkout. Visit WWW.SMITHSFOOTWEAR.COM to shop online. This promotion valid through 10/24/17 to 12/18/17.

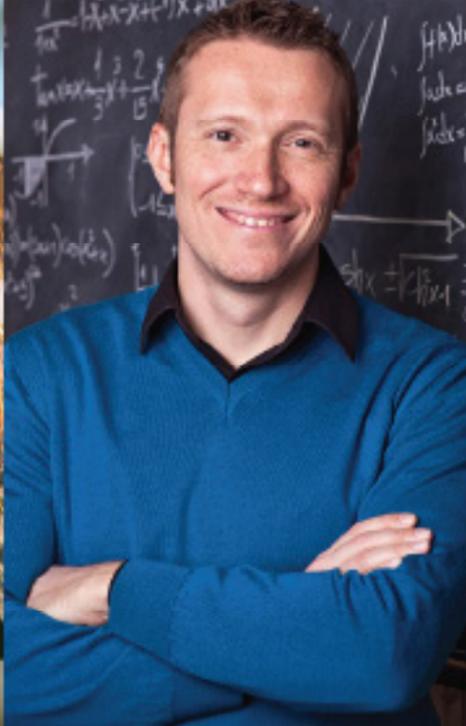
SCAN HERE TO SHOP NOW

Smith's Shoe Campaign

- create a tagline for company
- research on company/ competitor analysis
- create flyer or postcard
- use of strong visuals
- select typeface to match existing logo

NOW OFFERING
27 ASSOCIATE & 29 BACCALAUREATE
DEGREE PROGRAMS

LEARN MORE



NOW OFFERING
27 ASSOCIATE & 29 BACCALAUREATE
DEGREE PROGRAMS

LEARN MORE



New York City College of Technology
Campaign (web page ads)

- create digital webpage based campaign to promote enrollment at City Tech
- research city tech to find benefits to advertise
- find ways target audience can relate
- work with various sizes assigned (web page ad measurements)
- use the school colors to create school recognition

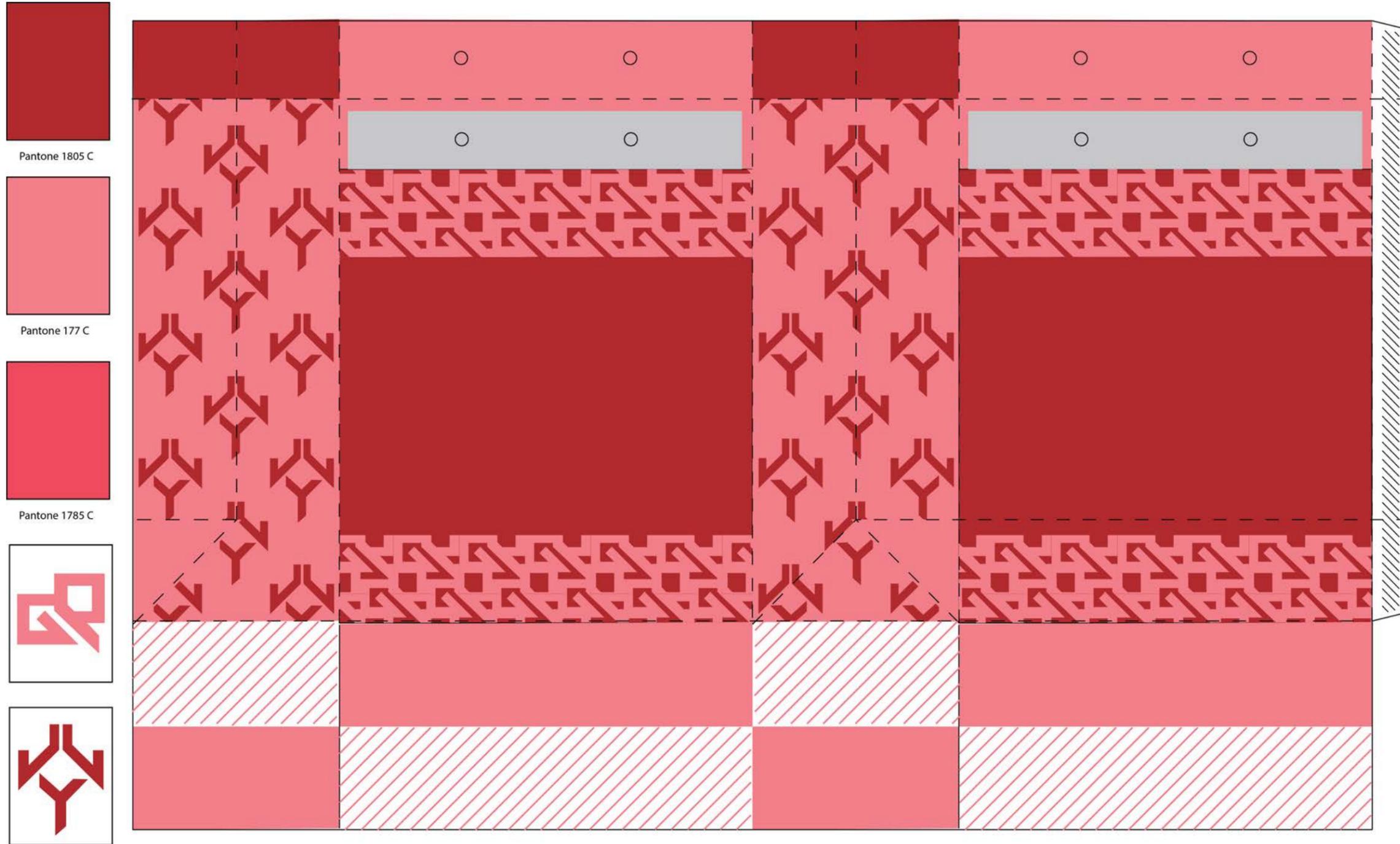
photography



Photography- Cultural Portraits

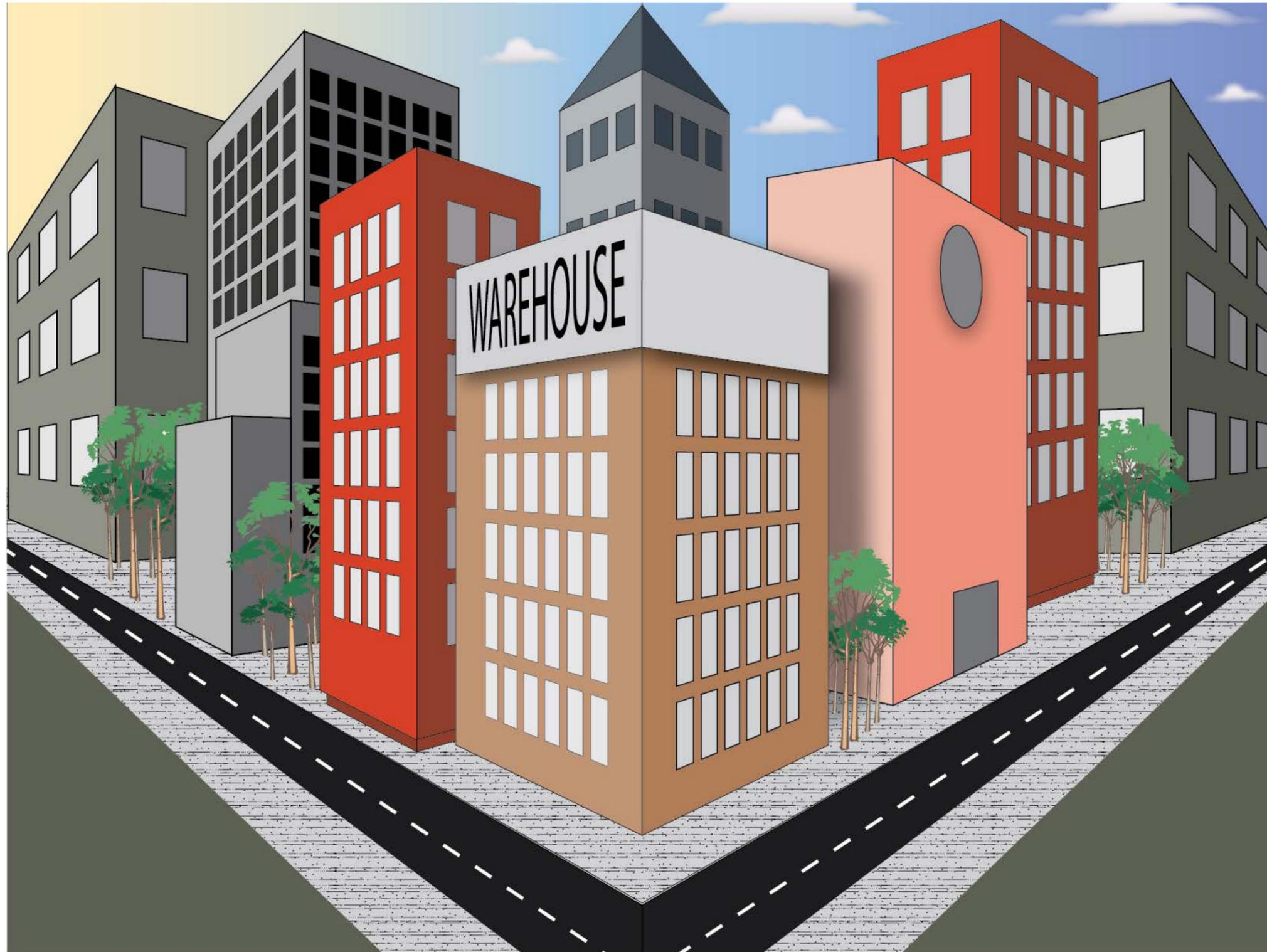
- work together in team of 4 four to photograph
- direct and come up with idea & concept
- select props/ costume for photography session
- use of camera equipment & lighting

vector work



Vector Art Editing

- use dielines to create shopping bag/
other designs
- use Adobe Illustrator to
create patterns

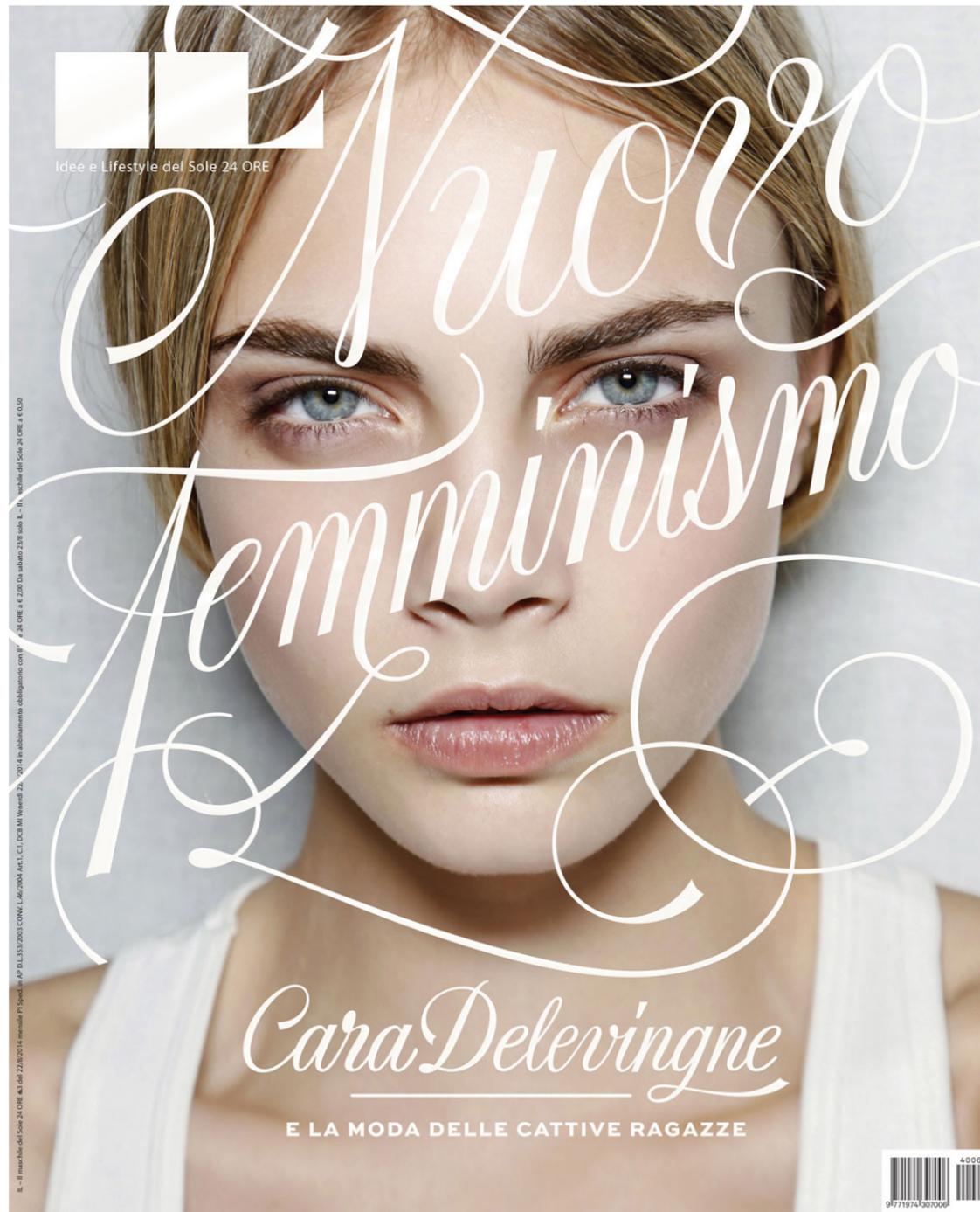


Vector Art Editing

- use Adobe Illustrator to create patterns
- create graphics graphics
- use perspective



MONTECATINI



Album and magazine cover by Jessica Hische. Montecatini typeface by Louise Fili

Inspiration

- inspired by designers such as Louise Fili and Jessica Hische.
- bold type/strong image graphic
- designs: symmetric, clean

Where am I going?

- editorial design
- corporate identity/branding
- open to explore different areas
- generalist studio GD