

Emily R. Fields

*Graphic Designer \* PDF Portfolio*

# Chagrin Falls Sidewalk Sale

FRIDAY - JULY 30: 10am - 6pm  
SATURDAY - JULY 31: 10am - 2pm

## HOW TO ORBIT CHAGRIN

### ROCKET CAR STOPS

- STOP ONE**  
CHAGRIN FALLS SHOPPING PLAZA  
near Geiger's Sporting Goods & plaza parking
- STOP TWO**  
STEP NORTH SHOPPING AREA  
near the Olive Scene & Orange St. parking
- STOP THREE**  
RIVER & WEST ST. PARKING  
near Haven, Lucy Lucy, and more
- STOP FOUR**  
TRIANGLE PARK  
near Fireside & municipal parking




## Chagrin Falls SIDEWALK SALE

JULY 29 - AUGUST 1  
**THE BIGGEST SALE**  
OF THE YEAR VILLAGE-WIDE



Join us for our annual village-wide outdoor shopping event in downtown Chagrin Falls! Enjoy a free concert and family friendly live entertainment. The Rocket Car is available Friday and Saturday to help you "orbit Chagrin" in style.

### WHERE TO GO



### THINGS TO DO

**THURSDAY - JULY 29**  
7 - 10pm: Perfect Choice (Riverside Park)

**FRIDAY - JULY 30**  
10am - 6pm: Rocket Car (multiple locations)  
7 - 9pm: Karaoke (Riverside Park)

**SATURDAY - JULY 31**  
10am - 2pm: Rocket Car (multiple locations)  
12 - 2pm: Dr. UR Awesome, sponsored by Sanity (Triangle Park)



DOWNTOWNCHAGRINFALLS.COM  
DOWNTOWNCHAGRINFALLS  
@CHAGRINFALLS

DOWNTOWNCHAGRINFALLS.COM  
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## Chagrin Falls SIDEWALK SALE

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## Chagrin Falls SIDEWALK SALE

Created for the Chagrin Falls Merchants Assoc. in conjunction with the mayors office. Created branded campaign assets including logo, print work, map, and social media.

# Sanity Style



*sanity*

**VISIT US:**  
8 e. washington st.  
chagrin falls, OH 44022  
monday: 12 - 6pm  
tuesday - saturday: 10am - 6pm  
sunday: 12 - 4pm

**CONNECT WITH US:**  
☎ (440) 893-9279  
🌐 [sanitystyle.com](http://sanitystyle.com)

**OUR SOCIALS:**  
📘 @sanitystyle1  
📷 @sanity\_style  
📺 @sanitystyle

*sanity*

[www.sanitystyle.com](http://www.sanitystyle.com)

keep in touch xx

**our socials:**  
📷 @sanity\_style  
📺 @sanitystyle  
📘 @sanitystyle1

**JULY 29 - AUGUST 1**

**BIGGEST SALE OF THE YEAR**

**SIDEWALK**  
*sale*

[sanitystyle.com](http://sanitystyle.com)  
📘 @sanitystyle1  
📷 @sanity\_style  
📺 @sanitystyle

# Abercrombie and Fitch 1/2



NEW YORK



*Trend T-shirt Package*

A&F RACQUET CLUB - TENNIS GRAPHIC

**Top:** Short-Sleeve Relaxed Tee (White)

**Application:** Printed






*Trend T-shirt Package*

A&F RACQUET CLUB - LIVED IN LOGO

**Top:** Long-Sleeve Waffle Legging Tee (Cream)

**Application:** Printed






*Trend T-shirt Package*

A&F RACQUET CLUB - NYC CLUB TEE

**Top:** Knotted Crew Tee (White)

**Application:** Printed







*Trend T-shirt Package*

A&F RACQUET CLUB - LOVE TEE

**Top:** Oversized Boyfriend Tee (White)

**Application:** Printed

*Additional color option shown in a lighter color story.*

**Designers Note:** "Love" is a score in tennis that means 0.





**LOVE MEANS  
nothing**

Apparel Graphic Design brief went as follows: Design a trend t-shirt package, a 4 piece t-shirt collection that showcases trend driven content. 1/2

# Abercrombie and Fitch 2/2

*Fleece Logo Package*

**A&F RACQUET CLUB - COLLAR LOGO**

**Fleece Top:** Puff-Sleeve Crew Sweatshirt (Olive Green - edited to Rifle Green)

Additional color options shown in Jasmine and Languid Lavender.

**Application:** Embroidered.

*Fleece Logo Package*

**A&F RACQUET CLUB - CIRCULAR LOGO**

**Fleece Top:** Puff-Sleeve Crew Sweatshirt (Light Blue)

**Fleece Bottom:** Soft AF Joggers (Light Blue)

**Application:** Embroidered

*Fleece Logo Package*

**A&F RACQUET CLUB - PRINT LOGO**

**Fleece Top:** Mini Mockneck Sweatshirt (Cream)

**Fleece Bottom:** A&F Cloud Jogger (Cream)

**Application:** Embroidered.

Additionally a fleece logo package, 3 fleece tops and 2 fleece bottom match backs that focus on logo content. This should look and feel like a cohesive collection or idea that should include core logo. 2/2

# Glyphix: Community Gallery

## orange

Orange brings vitality and happiness to your space.

Orange is energetic, attention-grabbing, and often brings the autumnal feeling of warmth.

In a 2016 study, orange was even found to increase energy levels in students and even made it difficult to engage in more rigorous tasks like studying! If you lean towards orange, you may blend with characteristics of red and yellow.

If your favorite color is orange, you may be a social person who exudes vibrance and warmth.

## brown

Brown creates a sense of strength, reliability, and comfort in your space.

Favoriting brown means that you may radiate an honest, stable, down-to-earth energy.

Brown is often associated with being nurturing and dependable. It represents the natural and organic, even the sensible. If your favorite color is brown, you're a unique individual. It is one of the three least favored colors amongst adults.

Brown is the color of physical comfort and grounding.

## yellow

Yellow inspires intelligence, enthusiasm, and energy in your space.

Yellow is intense and can invoke strong emotion. While yellow for a long period of time was rumored to be "visually erasing" if over used, that theory has been debunked. In fact, Carlston Wagner, author of *The Mopar Color Response Report* (1968), started the lie merely because he just didn't like yellow and wanted to see less of it.

Yellow is associated with a bright or warm feeling in correlation with the sun, and can even make you feel happier.

## pink

Pink often feels vibrant and euphoric. Pink is so versatile it has the unique ability to embody a wide variety of moods.

If your favorite color is pink, you may be nurturing, compassionate, and have an approachable energy about you.

Pink is scientifically to have a calming effect on exposure to the color within the nervous system. It's been used in high stress environments to have a soothing impact on our energy. Pink is often associated with love, affection, romance, and even good health. It's vibrant and reminds us of strong feelings usually of femininity, romance, nurturing, or childhood.

## shades of safety

color, safe spaces, and you.

Now more than ever we understand the importance of safe spaces. We know that color is universal language that evokes feeling, represents self, and can bring the feeling of safety.

what to do:

1. take a booklet and explore to find the shade that represents you.
2. take a sticker and place it on our community palette. see the shades of us!

## shades of us

## shades of safety

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what to do:

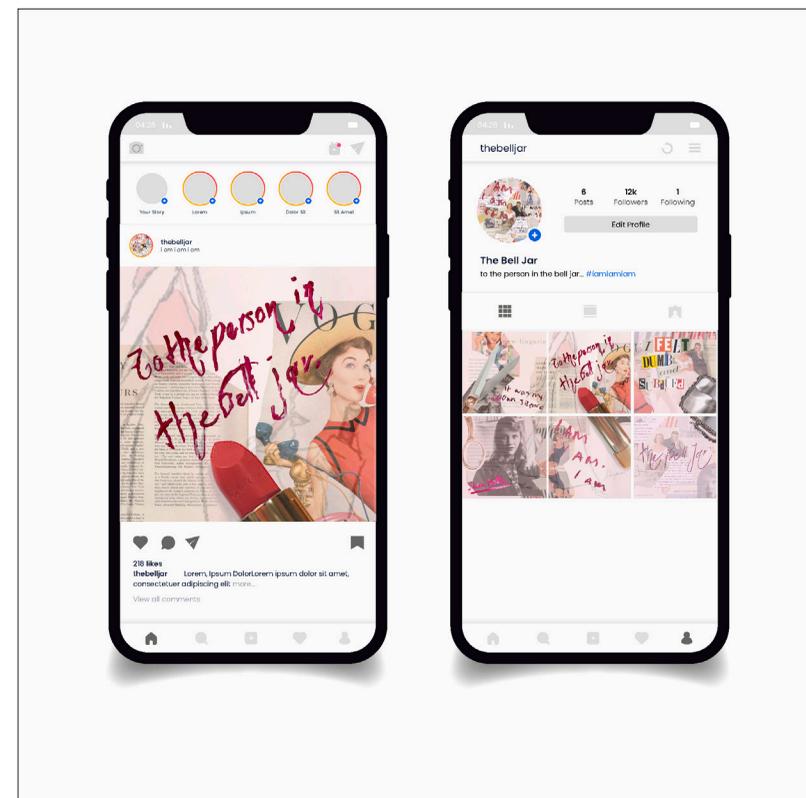
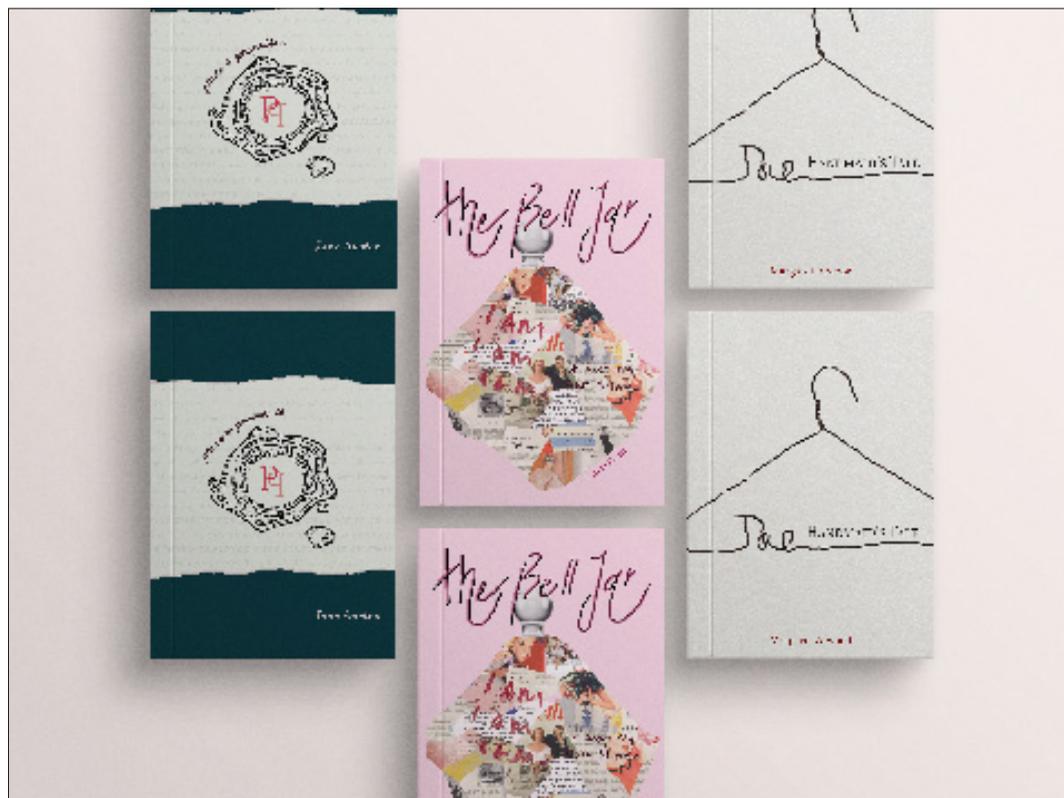
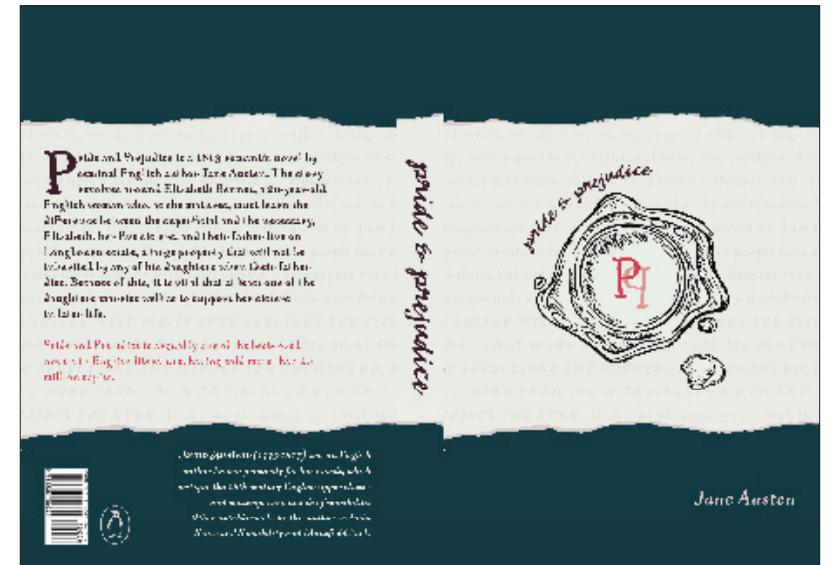
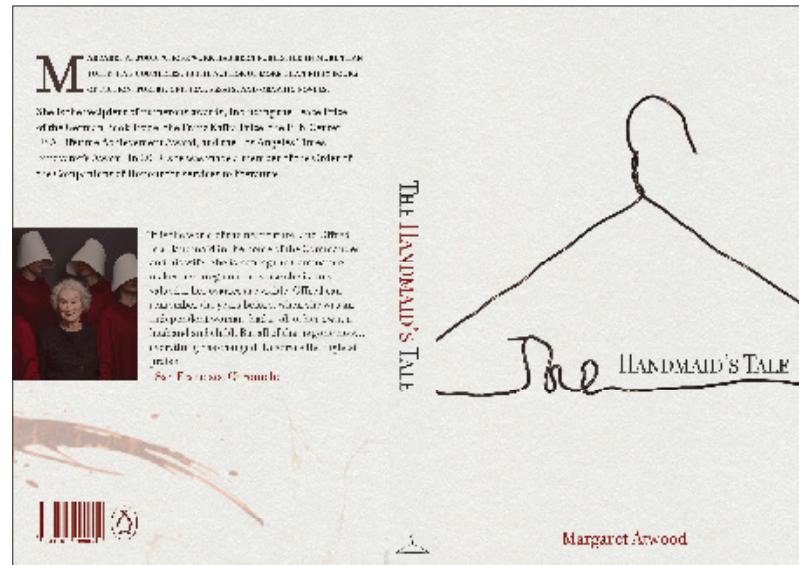
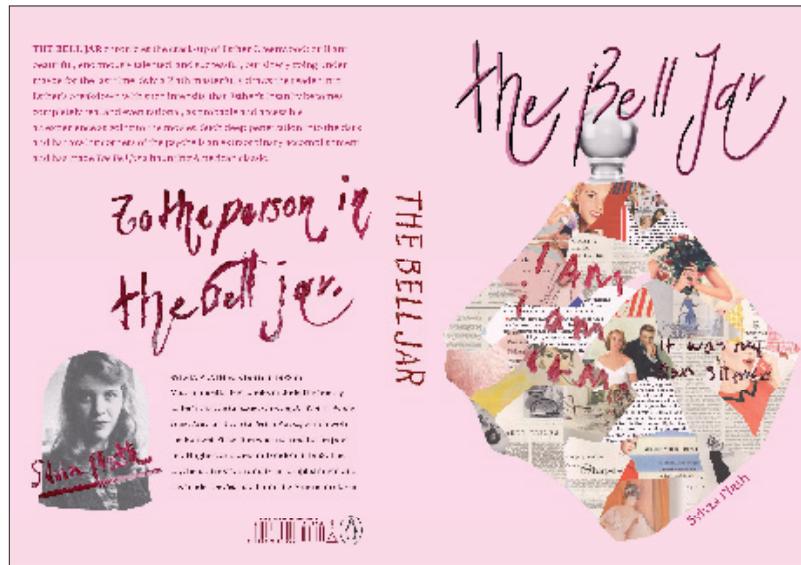
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## shades of us

Created for Glyphix Research Lab.

Selections from 22 page booklet and final gallery display.

# TypoLibris Book Covers



Select three of the classic books from the list provided and design covers that help foster renewed interest in the work, or help the book connect with a young adult audience. All design solutions must be typographically or graphically driven.

# Social Justice Through Poetry

what the dead know by heart

Donte Collins

lately, when asked how are you, i respond with a name no longer living

**REKIA BOYD**  
(1989-2012)

Fatally shot in Chicago, Illinois by Dante Servin, an off-duty Chicago police detective.

Servin was charged with involuntary manslaughter but was cleared of all charges.

Boyd's death would help inspire the Black Lives Matter movement.

**SANDRA BLAND**  
(1987-2015)

Found asphyxiated (ruled suicide) in a jail cell in Waller County, Texas; three days after being arrested during a pretextual traffic stop.

Two separate inquiries were launched by the FBI and the Texas Rangers. A grand jury declined to indict anyone in her death.

**JAMAR O'NEAL CLARK**  
(1991-2015)

Fatally shot in Minneapolis, Minnesota by two police officers Mark Ringgenberg and Dustin Schwarze. No charges were filed against Ringgenberg and Schwarze.

Clark's death was protested by the NAACP and BLM.

Rekia, Jamar, Sandra

i am alive by luck at this point. i wonder often: if the gun that will unmake me is yet made, what white birth

**Black**

Police Killings per 1 million population

Black people are most likely to be killed by police.

They are x3 more likely to be killed by police than white people.

**Hispanic**

**White**

will bury me, how many bullets, like a flock of blue jays, will come carry my black to its final bed, which photo will be used

to water down my blood. today i did not die and there is no god or law to thank. the bullet missed my head

**% of political party that supports the BLM movement**

18.75% of Republicans

58.3% of Independents

88% of Democrats

#BlackLivesMatter was founded in 2013 in response to the acquittal of Trayvon Martin's murderer.

and landed in another. today, i passed a mirror and did not see a body, instead a suggestion, a debate, a blank

**Support for BLM June 2020 vs November 2020**

Race	June 2020	November 2020
White	~45%	~55%
Black	~65%	~85%
Asian	~60%	~75%
Hispanic	~65%	~75%

post-it note there looking back. i haven't enough room to both rage and weep. i go to cry and each tear turns

Injustice anywhere is a threat to justice everywhere.

Civil rights should be a bipartisan issue

to steam. I say *I matter* and a ghost white hand appears over my mouth

The project challenged to design “an artifact”, in this case an Instagram post, using BIPOC (authors writing on social/racial justice and equity).

# Tarot Card

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Created for Design Illustration Techniques II. Based off of The Lovers.

Final selection.

# Short Term Identity

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**BROADWAY**  
in Bryant Park

Design a short-term identity and a poster for a city specific event. Establishing and implementing clear communication goals for different pieces of collateral to function as part of a brand/identity system.

Final poster and logo selection.

# Typographic Broadsheet 1/2

A VISUAL  
HISTORY OF  
LETTERS

*Didot: Women Behind The Iconic Typeface*  
BY: EMILY R. FIELDS

REFERENCES

- [www.en.wikipedia.org/wiki/Didot\\_\(typeface\)](http://www.en.wikipedia.org/wiki/Didot_(typeface))
- [www.luc.devroye.org/fonts-51178.html](http://www.luc.devroye.org/fonts-51178.html)
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- [www.opusdesign.us/wordcount/celebrating-women-in-design-cipe-pineles/](http://www.opusdesign.us/wordcount/celebrating-women-in-design-cipe-pineles/)
- [www.cipepineles.com/about-cipe](http://www.cipepineles.com/about-cipe)
- [www.designhistory.org/](http://www.designhistory.org/)

Type set in 11/14/24/36 Zeitung

Emily Fields  
Typography 1  
Fall 2020

EnlJj  
LmnoPc  
RStUvU  
WxYzZz

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% \* ^ # \$ £ € ¢ / ( ) [ ] { } . , ® © Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Informational broadsheet on the Didot typeface and the influential women behind making it iconic.

Engaging in the informational/cultural format of a broadsheet, a minimal kind of newspaper.

# Typographic Broadsheet 2/2

Didot: Women Behind The Iconic Typeface | 1

## THE HISTORY OF DIDOT

Didot is a group of typefaces named after the famous French printing and type producing Didot family. The classification is known as modern, or Didone. The most famous Didot typefaces were developed in the period 1784–1811. Alexey Brodovitch implemented the usage of Didot in Cahiers d'Art and Harper's Bazaar. On Madison Avenue, William Golden and Cipe Pinele were consistently influenced by modern art and design. Creating the modified Didot typeface of the signage in the company's New York headquarters.



Seventeen Magazine - May 1951 Issue

## CIPE PINELES

Cipe was a pioneer, not only because she was a woman in a typically male profession, but because she had a vision for innovation and wasn't afraid to make it real. Pineles' design style was a colorful mix of type and image that did not always fit the standard for the prescribed Modernist aesthetic of her time. She learned to manipulate all manner of type styles early on. She wrote that Agha, when working at Condé Nast had, "assigned me the task of selecting a different typeface for every headline in Vogue." Her facility in choosing the appropriate typeface or lettering style would serve her well throughout her career. She went on to become the first autonomous woman art director of a mass-market American publication, Seventeen magazine. She art directed for magazines such as Seventeen, Charm, Glamour, Vogue, and Vanity Fair.

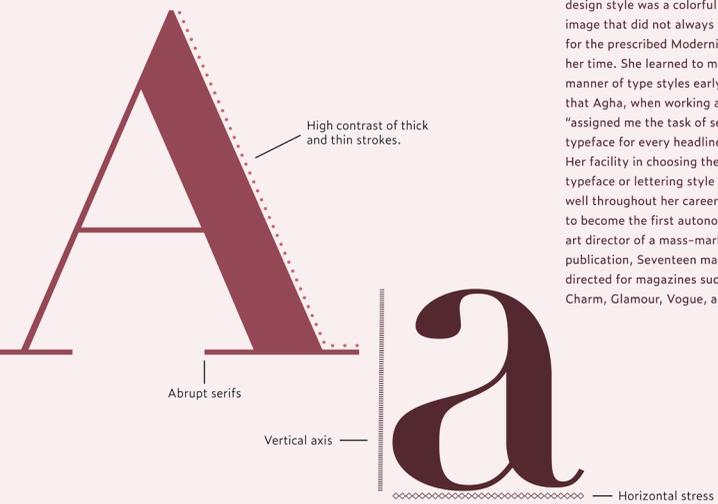
We tried to make the prosaic attractive without using the tired clichés of false glamour. You might say we tried to convey the attractiveness of reality, as opposed to the glitter of a never-never land.

— CIPE PINELES



Madison Avenue - NYC

## TRAITS



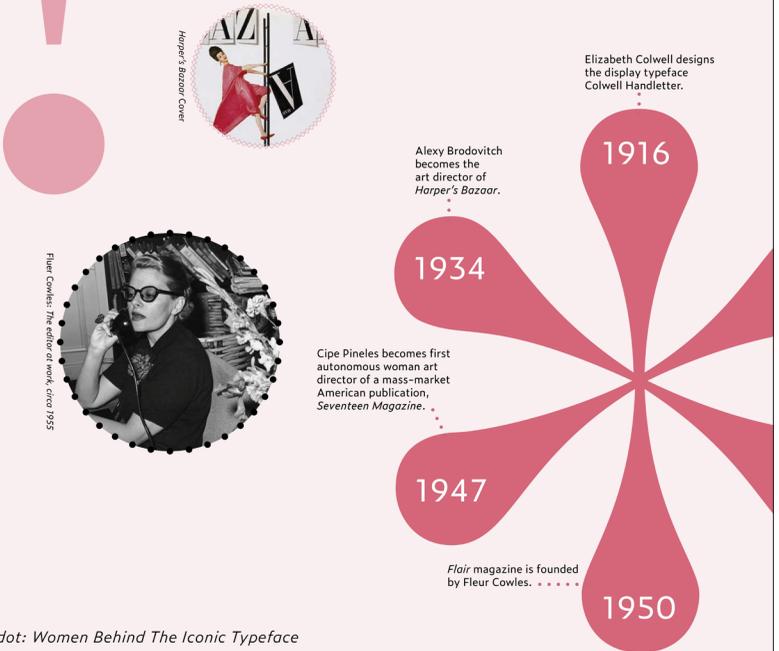
## WOMEN & PUBLICATION

Women in advertising and publication are often overlooked. In the 1800's, advertising was anonymous, so it is hard to know how many women worked in the field. Some had careers that merited mention include Elizabeth Colwell. Who proved women could in fact do 'good lettering'. Fleur Cowles, was an influential writer, painter, illustrator, and creator and editor of the short-lived but legendary magazine, Flair. Which quickly was recognized for its extravagant and wildly creative design. Colwell, Cowles, and Pineles are responsible for many of our favorite editorials which feature the now iconic Didot typeface.



## TIMELINE

How Didot became an iconic typeface & the people behind it.



2 | Didot: Women Behind The Iconic Typeface

Informational broadsheet on the Didot typeface and the influential women behind making it iconic.

(Continued)

# Word Metaphor

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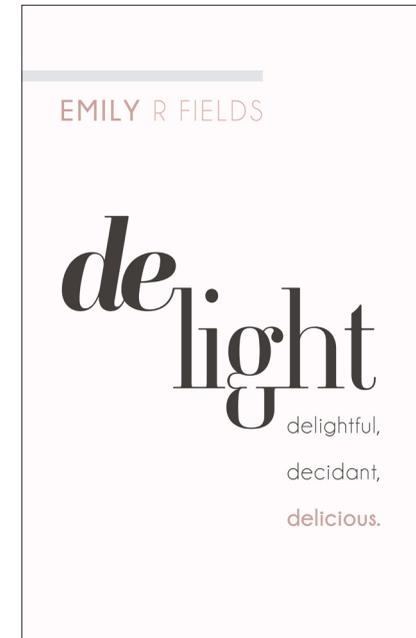
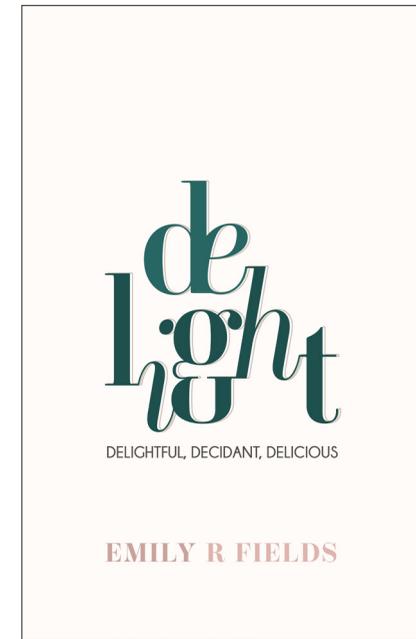
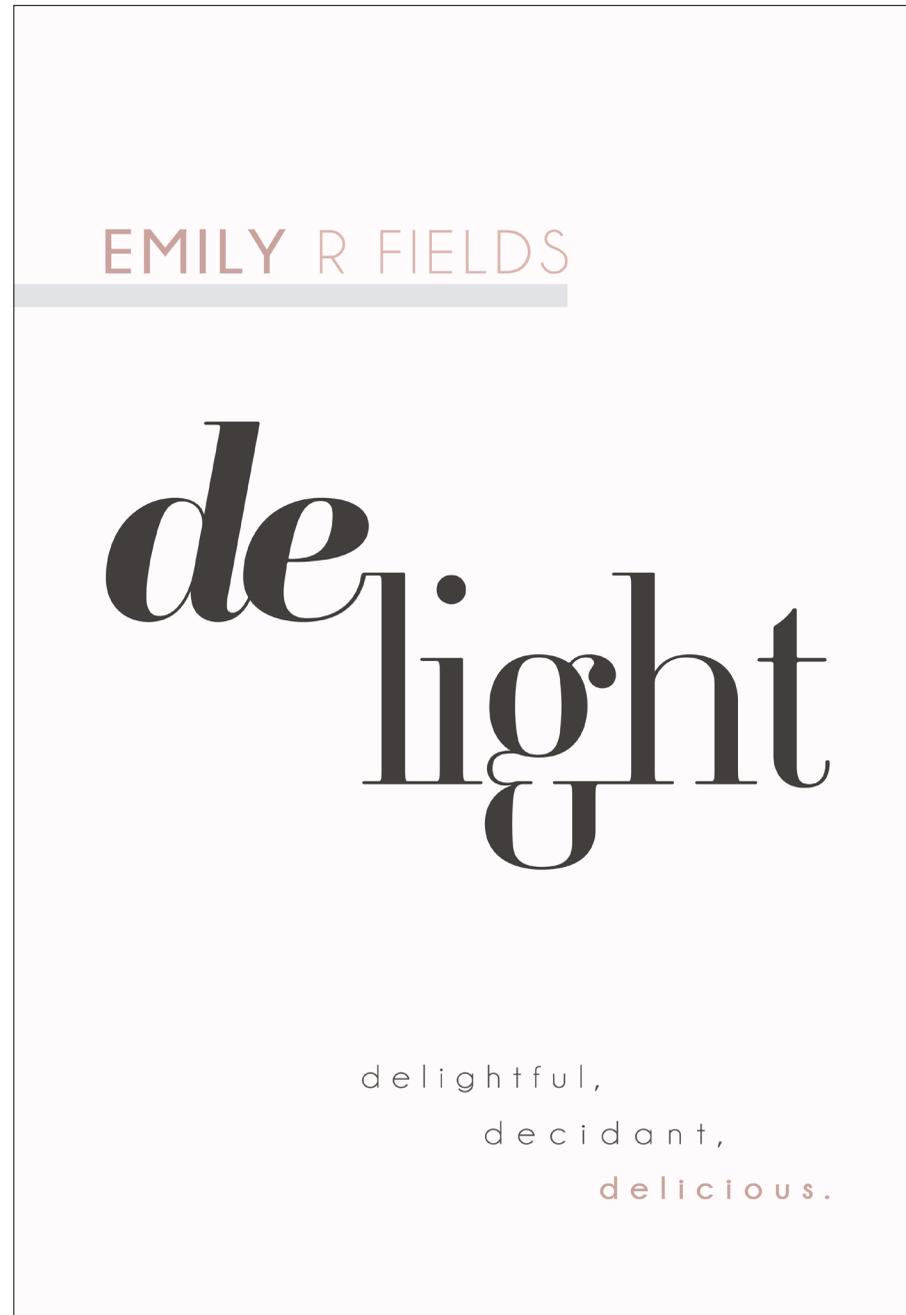
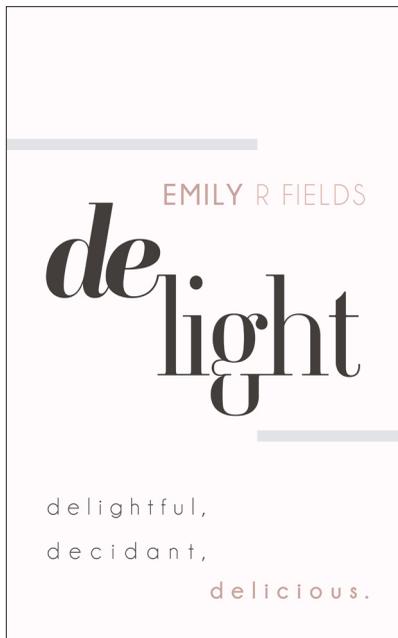


## Expressive Experimental Typography: Word Metaphor

Investigated ways to use computer-generated, computer-manipulated letterforms to visually communicate a concept.

# Word Metaphor

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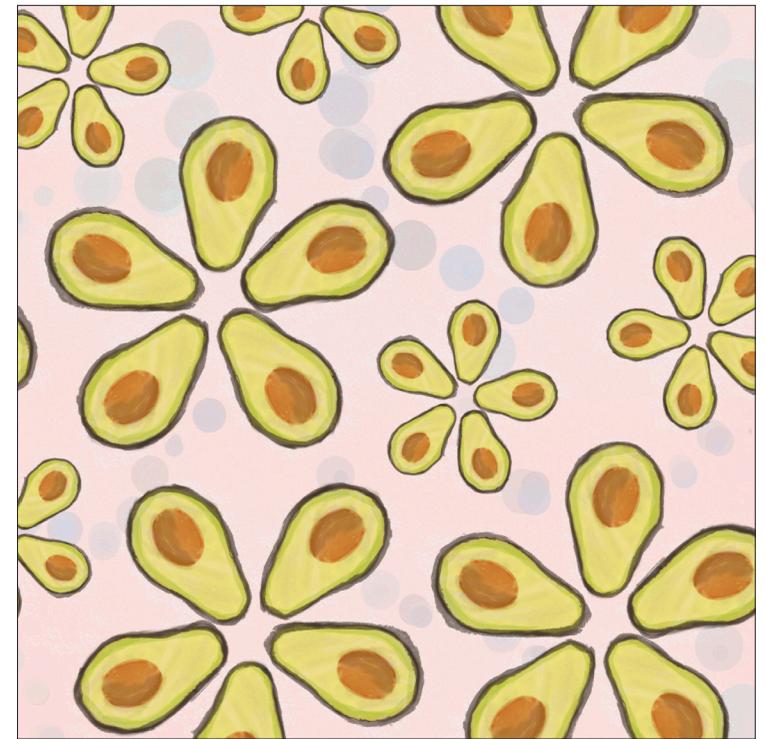


Expressive Experimental Typography: Word Metaphor

Four concepts & final selection.

# Fruit Spots

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A series (3 illustrations) of selected fruits and vegetables commonly purchased at the grocery store. Illustrations could be used in magazines, book cover, advertising, or packaging.

Final selections. Created for Design Illustration Techniques II.