


GRAPHIC DESIGN

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LIO

ALEXIS PANA



# ALOHA

My name is Alexis Pana. I am 21 years old, and I was born and raised on the Big Island of Hawai'i. I have always enjoyed creating projects and doodling while in class.

***So, why not combine the two?***

I studied for my BFA in Graphic Design at Central Washington University while playing basketball.

I have been known as a basketball player my whole life. Now is the perfect time to start showcasing and embracing my new identity.

***Here is my art and design journey.***

# TABLE OF CONTENTS

05	PŌMAIKA'I DESIGNS
09	BIRDS BARBERSHOP
11	PACKAGING DESIGNS
17	ALBUM & GIG POSTERS
21	ADVERTISEMENTS
25	PAWEL NOLBERT EXHIBITION
27	SOURCE PROJECT
29	LOGO DESIGN
31	UI DESIGNS
35	CWU ATHLETICS

# PŌMAIKA'I

Pōmaika'i means blessing and good fortune. I chose this as the name for my business because life has been just that! The inspiration for my designs is my beautiful home and the flowers that grow there. Whether it is one flower or an arrangement, I turn it into my own personalized design and add a short quote or motivational phrase to make it more unique. My goal for this company is for it to be completely self-owned and have my own equipment so I am able to make personalized designs to bring in a wider range of customers.



This Washington State design consists of dahlia's, the official flower of Seattle. Together with the roses, I added an orange and soft pink gradient in the leaves with a transparent background.



This Oregon State design consists of magnolias - the flower of dignity. Along with poppies - the flower of sleep. These flowers are shaded a green and soft mint gradient.





Kūlia I Ka Nu'u means strive for excellence. The design is made up of maile leaves which symbolizes respect and peace.



Stay rooted means be true to your self and where you come from. This floral arrangement includes orchids -the flower of love and beauty. Also included is the Birds of Paradise flower and leaves - the flower of freedom and joy.



Mahalo Ke Akua means Thanks be to God. Plumeria flowers symbolizes perseverance and the strength to withstand tough times.



Walk by Faith - have belief, confidence and trust in your journey. The Lily's represent Christianity and purity.



Beauty Lies Within - don't rely on others to make you feel beautiful. The hibiscus flower is the state flower of Hawai'i and it symbolizes beauty.

# BIRDS BARBERSHOP

For this project, I was challenged to design a logo and stationery system for an existing company of my choice. I chose red because its eye catching, bold, and can easily be seen when you are driving by. Because of the striking color, I used the design to soften it up by having fun with the various elements that represent birds and barbershops. Here are my final designs.





# PACKAGING DESIGNS

For this section, I have a mixture of packaging designs for multiple products, which will be explained individually.



For each bag, I decided to include photography because most of my designs are typography heavy or illustration representations. I've used the same layout for all three bags to ensure that the customers know that these beans are made by the same company. I included the D&M company saying, "because life is too short to be drinking bad coffee." The plant illustration in the top left and bottom right corner is inspired by a design used by D&M. The colors represent how dark the roast of the bean is - Sumatra is medium to dark, Guatemalan is a dark and Colombian is the lightest out of the three.



I chose to repackage the Mrs. Meyer Hand soap and add different fragrances to the collection to make this packaging system more personalized. Each color is based on the scent. I also decided to keep this design typography heavy to reflect its original packaging.



For this project, I was challenged to design a product add-on for Bath and Body Works. I decided to create a scented towel collection which includes bath towels, hand towels, wash cloths and scented booster beads. I chose black, yellow and gray to reflect a sunrise and how the sun rising indicates the night turning into day. I decided to have the representational illustration be feminine and the colors be masculine to blend both genders. I included scented booster beads because realistically, after you wash the towels, it loses its scent. So, having this will allow the user to keep them smelling fresh.





For this project, I was challenged to design a product add-on that you wouldn't typically see Oakley create. I decided to create bath salts, body scrubs and body lotion. In addition, Oakley products are plain black and simple. I thought it would be interesting to add a colorful palette and a subtle print. I chose these products because Oakley sponsors professional snowboarders who has a massive contribution to advertising their brand.

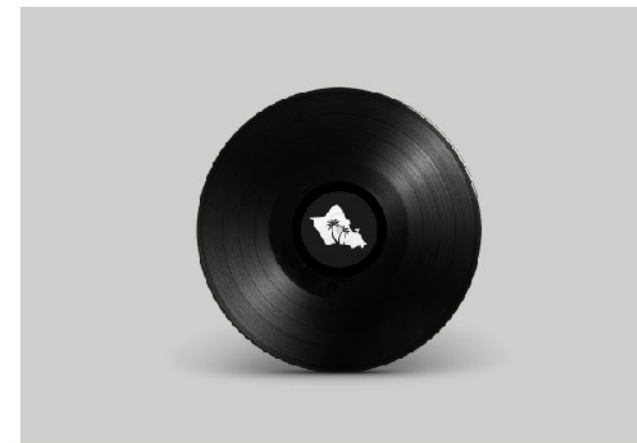


Lastly, I was challenged to redesign the labels of three wine bottles for an existing wine company of my choice. Ulupalakua Vineyard is located on Maui, Hawaii. So, I decided to pull some inspiration from the Hawaiian culture. (Left to Right) the red wine, "Mele," consist of tribal designs. The diamond shapes resemble shark teeth which represents the protection instinct of the fish. Second, the rose wine has a picture of the Goddess of Fire. Next, the white wine, "Island Mana." Mana means power so I decided to use the state flower because of its symbolic element in the Hawaiian culture.



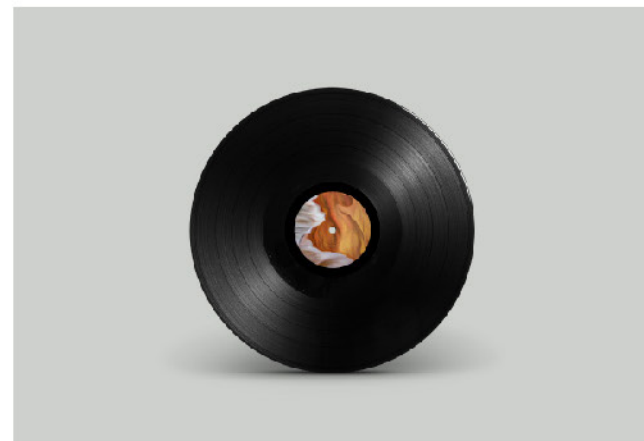
# ALBUMS & GIG POSTERS

For this project, I was challenged to create an album and gig poster for an existing band of my choice. I decided to go with the music albums of Common Kings' Lost in Paradise, One Day and Summer Anthems. Each design has its own story to tell.

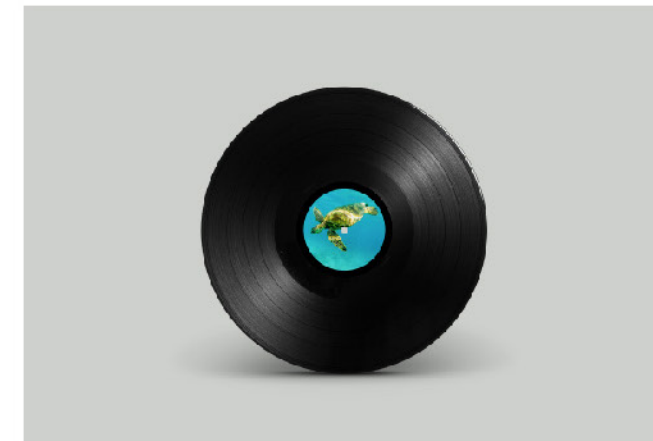
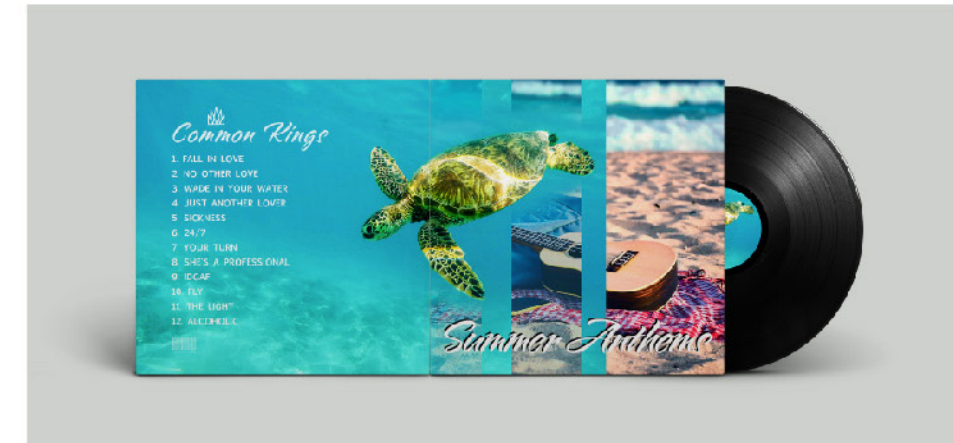


I thought it would be cool to incorporate the island home of Common Kings and create a treasure map to relate to the title. I used black and orange to give it a mysterious feeling.





The vibe I get from this album is "wash away your problems" and "enjoy the moment." For me, watching and listening to the ocean roll in and out is relaxing.

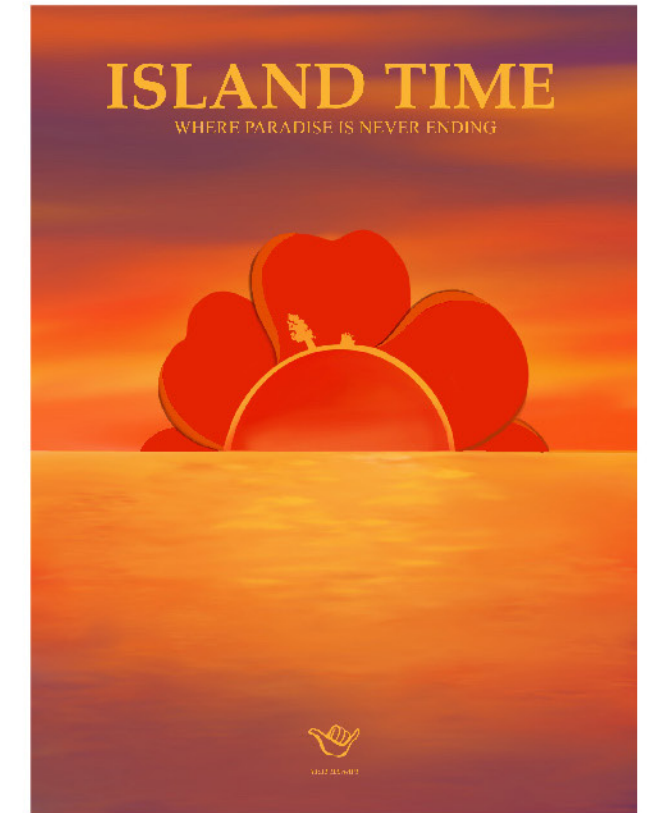
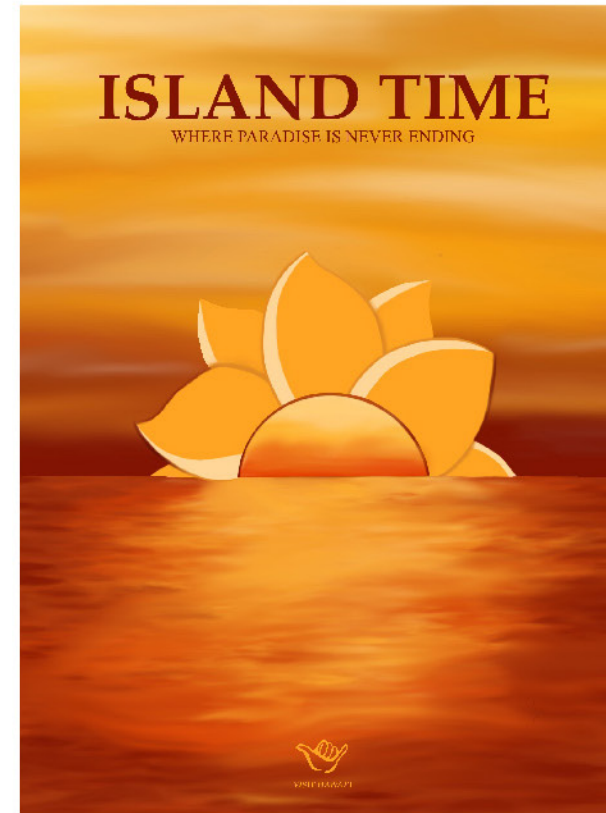


When I hear "Summer Anthems," I think of relaxing on the sand, listening to reggae tunes and swimming in the beautiful blue ocean with sea turtles.

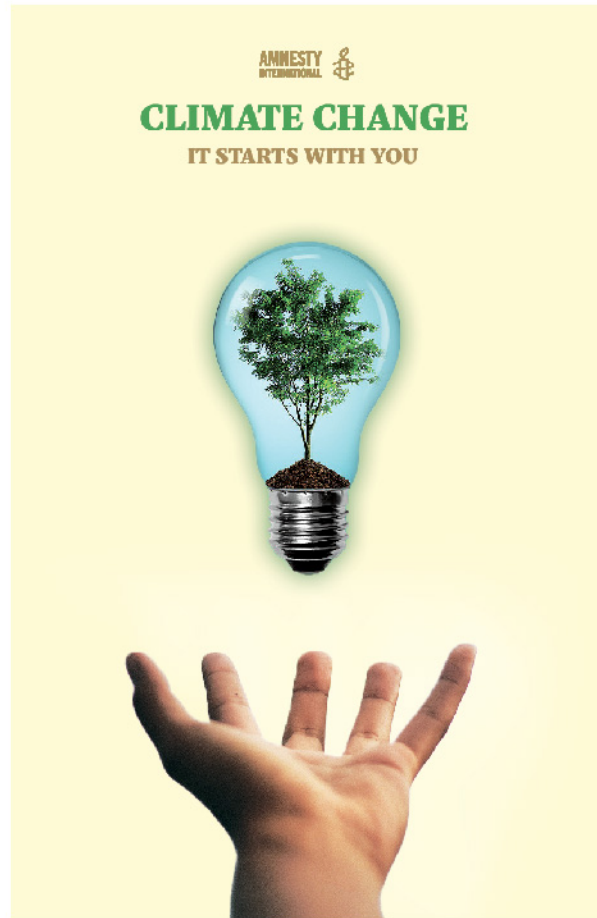


# ADVERTISEMENTS

This section consists of three different advertising products. Each have their own unique story and message which will be told separately throughout.



For this first project, I was challenged to create two eye-catching posters using the least amount of words to persuade someone to visit the state of my choice - Hawai'i. I decided to make it interesting by combining the three selling points of the State; the sun, the beach and the flowers.



For this first project, I was challenged to create two powerful campaign designs to bring awareness to Climate Change. For my first design, I wanted to bring light to the importance of taking care of the earth. For the second design, I illustrated the earth pumping out greenhouse gases into the air around us.



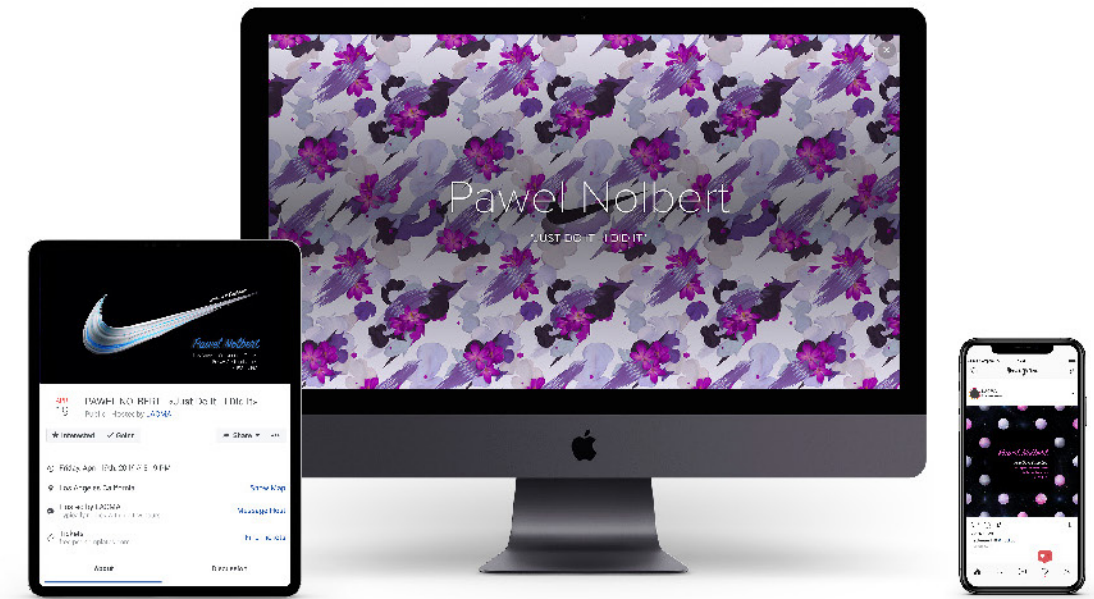
2020  
**TOKYO**  
OLYMPICS

For this first project, I decided to do something completely different. Since it's the year of the Olympics. I took an interest in the mascots they've created and integrated them into the Olympic rings.

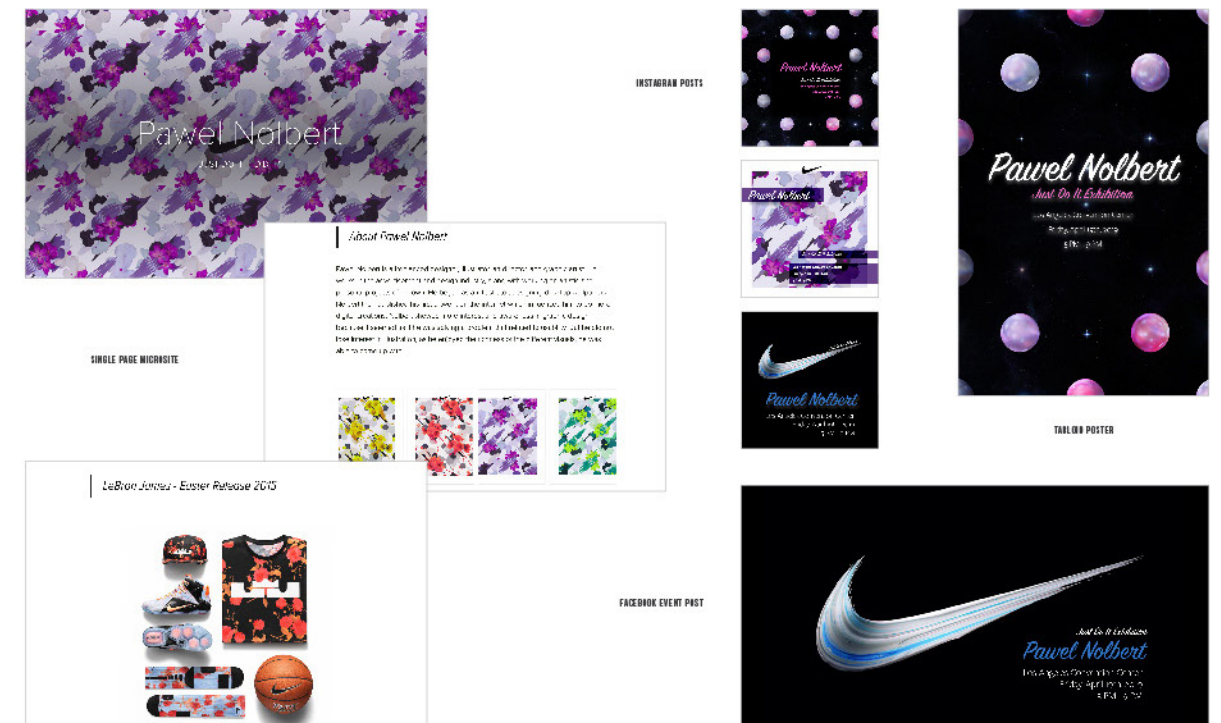


# PAVEL NOLBERT EXHIBITION

For this project, I was challenged to create an art exhibition in a style that reflected the artist I chose. I created a website and social media campaign to promote this exhibition. I decided to use the bright and vibrant colors used in his collaboration with Nike.



JUSTIN REEDMAN - ARDOR SPARK PROJECT  
CMAJ Department of Art & Design  
ART 385 - Intermediate Graphic Interface Design





# SOURCE

For this project, I was challenged by the Source organization to create an eye-catching, type heavy and representational poster to advertise the undergraduate research event.



CWU Central Washington University

**SCHOLARSHIP FOR LEARNING  
2020 SCHOLARSHIP FOR LIFE**  
DES MONIES **MAY 12** ELLENSBURG **MAY 13+14**

SYMPOSIUM OF UNIVERSITY  
RESEARCH + CREATIVE EXPRESSION  
[WWW.CWU.EDU/UNDERGRAD-RESEARCH](http://WWW.CWU.EDU/UNDERGRAD-RESEARCH)  
SPONSORED BY THE OFFICE OF UNDERGRADUATE RESEARCH  
CWU IS AN EEO/AA/TITLE IX INSTITUTION  
FOR ACCOMMODATION EMAIL: [DS@CWU.EDU](mailto:DS@CWU.EDU)

# LOGOS

This section consists of (4) different logo designs, which will be explained separately.



PŌMAIKA'I DESIGNS

This is my personal logo used for my business. I chose the hibiscus flower because of its beauty and symbolism.



SNOWDROP

This logo is part of the Daily Logo Challenge. The prompt was to design a trademark for a ski mountain company.



This is the logo I designed for Birds Barbershop. The biggest challenge I faced was using a minimalistic design to showcase what the company is and relate the logo to the name.



This is another logo that is a part of the Daily Logo Challenge. The prompt was to design a trademark for a coffee shop.

# UI DESIGNS

This section consists of (5) designs based on prompts I received from the Daily UI Challenge. Each project tested me to think outside the box to create unique designs that fit each description.

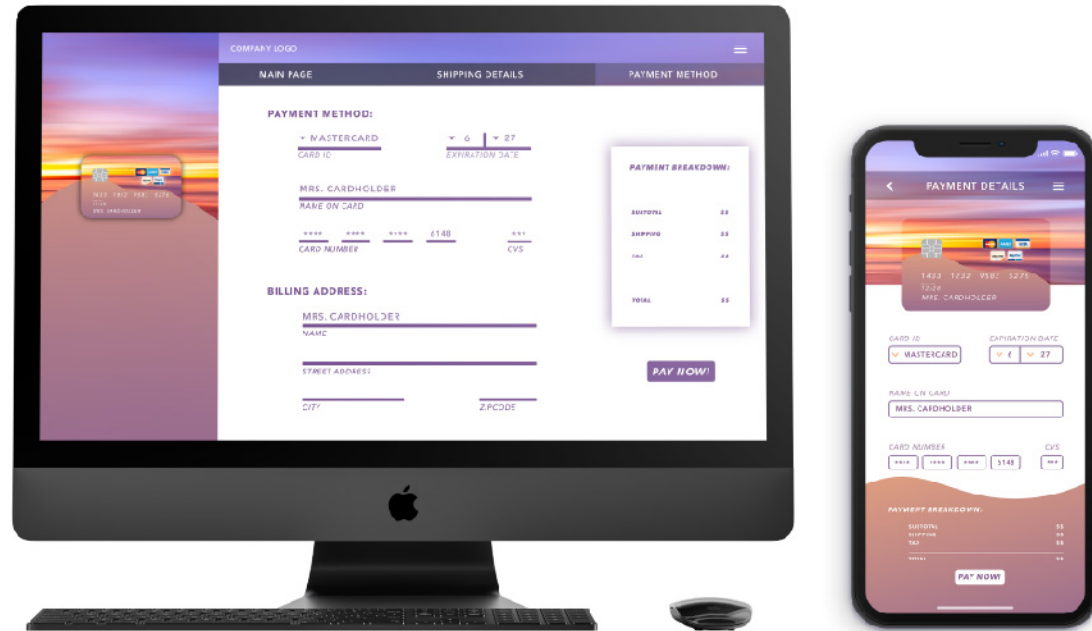


For this project, I was challenged to create a boarding pass design for an airline company of my choosing. I decided to generate my own name which inspired the concept for this layout.

For this project, I was challenged to create a user profile. I decided to take the app I use for work, and turn it into a better organized, readable and aesthetically pleasing app because who wants to go to work? Therefore, I created a design with soft colors and fonts enjoyable to the eye.







For this project, I was challenged to create a credit card checkout form. The hardest part about performing this task was including all the information needed to complete this form and having the spacing and alignment just right. Personally, having to sign up for a credit card gives me anxiety and uneasiness. So, the sunset would soothe these feelings of the user.



For this project, I was challenged to create a sign up page for a giveaway. I decided to use the recent giveaway of a shirt with a printed design I created for my business. I did a website version inspired by my site, and included an iphone version because my main source of advertisement is through Instagram.

# CWU ATHLETICS

This section consists of designs I've made for the Central Washington Athletics Department. Each project was designed based on the event, sport and accomplishments of the student-athletes.



This mock up showcases the design I made for the fan banners used at the rivalry basketball event.



This mock up showcases the design I made for the rally towels used to promote a football event.





This mock up showcases one of two event passes that can be used by families to get into any home CWU sporting event. The most challenging thing was to follow the theme created for this years designs without completely copying someone else's work, and the spacing and hierarchy of the information needed on this card.



This mock up showcases the second event pass that can be used by individuals to get into any home CWU sporting event. I had the same challenges as the Family Pass.

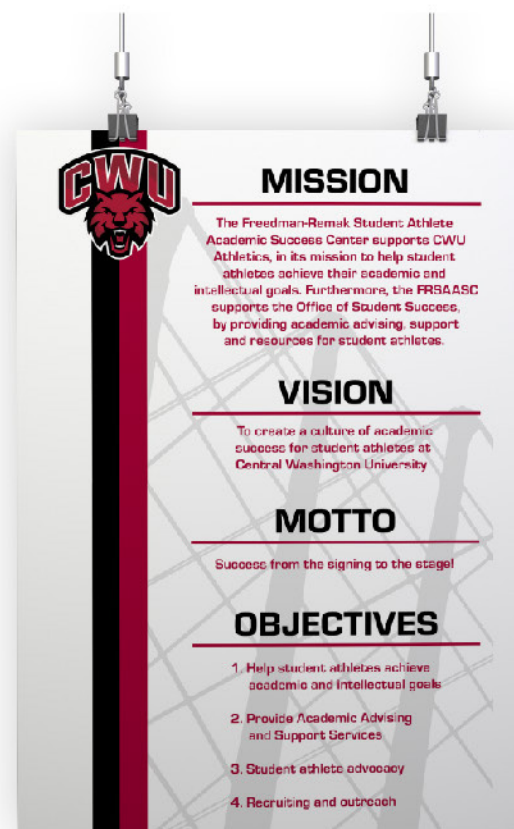

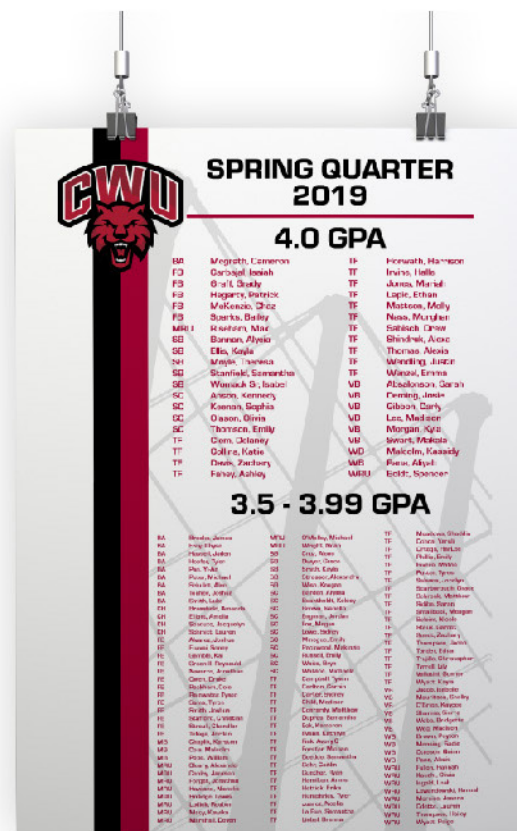


GAME DAY T-Shirts designed for the incoming Freshmen athletes and those who signed up for the "Cat Pack."

Reign Crimson T-Shirts made for the fans to promote a soccer game.



Kid's T-Shirt made for the Winegar's Kids Club.



## MISSION

The Freedman-Renick Student Athlete Academic Success Center supports CWU Athletics, in its mission to help student athletes achieve their academic and intellectual goals. Furthermore, the FRSAASC supports the Office of Student Success, by providing academic advising, support and resources for student athletes.

## VISION

To create a culture of academic success for student athletes at Central Washington University

## MOTTO

Success from the signing to the stage!

## OBJECTIVES

1. Help student athletes achieve academic and intellectual goals
2. Provide Academic Advising and Support Services
3. Student athlete advocacy
4. Recruiting and outreach

40  
PANA PORTFOLIO

