

Hello! I'm Krista.

It's nice to meet you!

I grew up in the beautiful Pacific Northwest where I have been inspired by the ocean, the mountains and everything in between.

As a creator, I work with different mediums to make people smile and relate to the natural world.

Photo by Cassidy Clemetson



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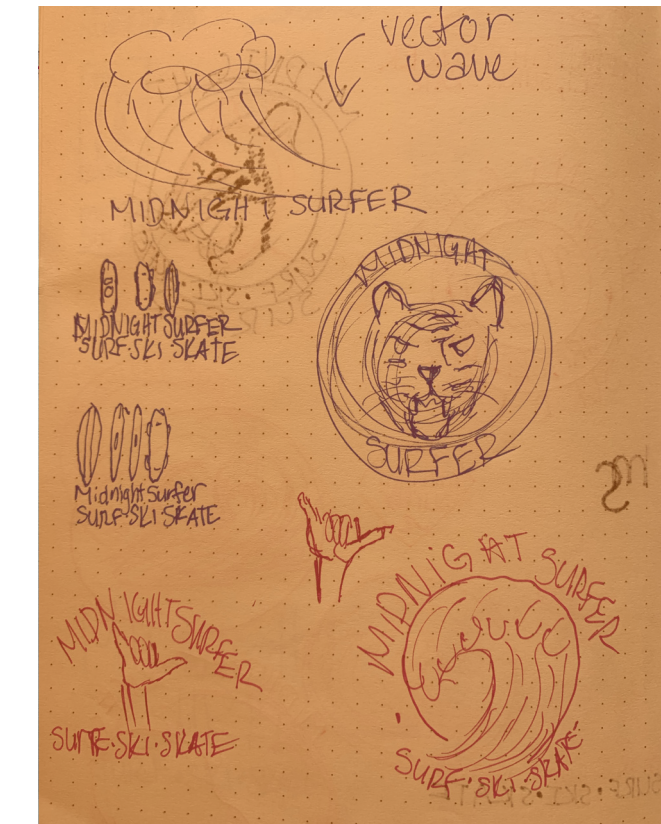
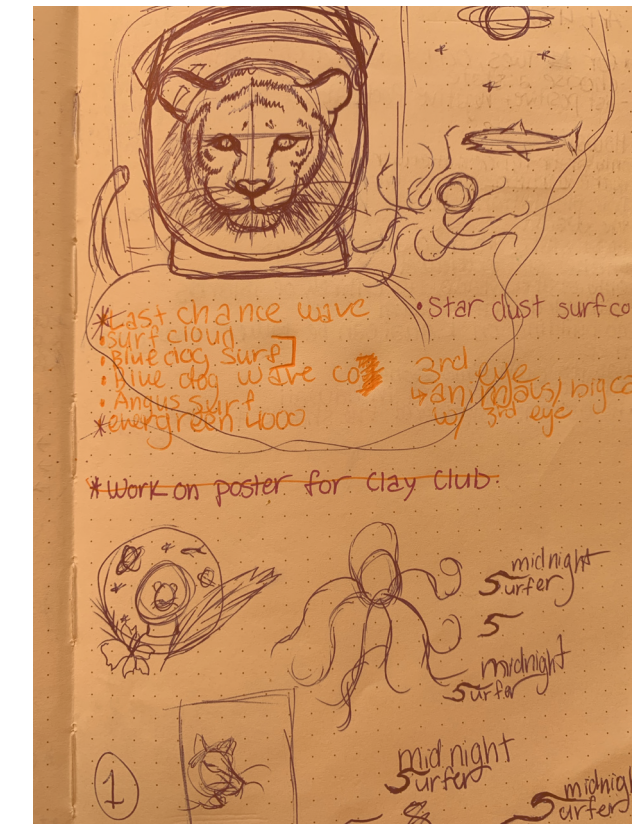


Midnight Surfer

Branding

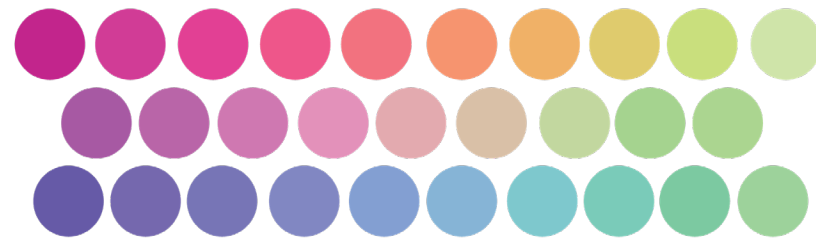
Midnight Surfer aims to bring stylish surf-, ski- and skateware to its customers. With colorful, unique designs you're sure to stand out on the slopes, in the water or out on the street. Rock on!

Logo Exploration & Sketching Process





color palette



fonts

STRANGER
A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z

Open Sans Condensed
Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

mission statement

Midnight Surfer aims to bring stylish surf, ski and skate ware to its customers. With colorful, unique designs you're sure to stand out on the slopes, in the water or out on the street. Rock on!

products



fanny pack



bucket hat



trucker hat



t-shirt



stickers



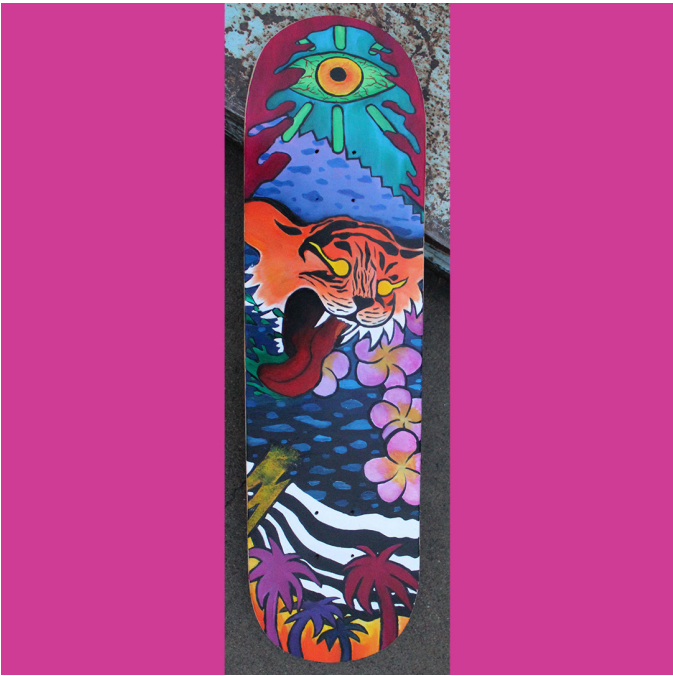
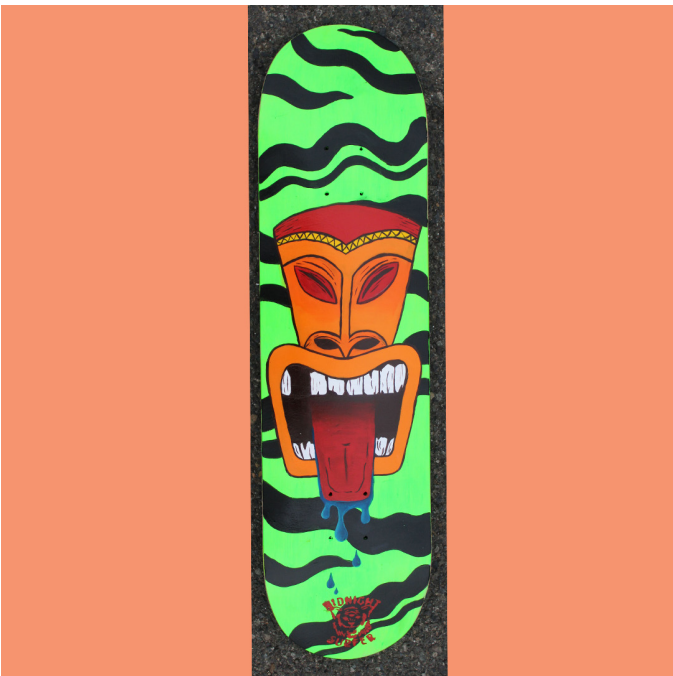




LADY'S CROPPED HOODIE 445
Is it hot or is it cool? This hoodie can't make up its mind... maybe it's both! Wear this cropped hoodie sweatshirt when you are getting out of that chilly water after a rad surf session or when you're just skating around.



FLAME-INGO LADY'S BOYFRIEND TEE 430
No doubt about this one, it is flaming hot. Channel your inner flamingo in this comfy tee.





Wings by Redbull

Branding

Wings by Redbull is a line of vodka and vodka mixed drinks created by Redbull.

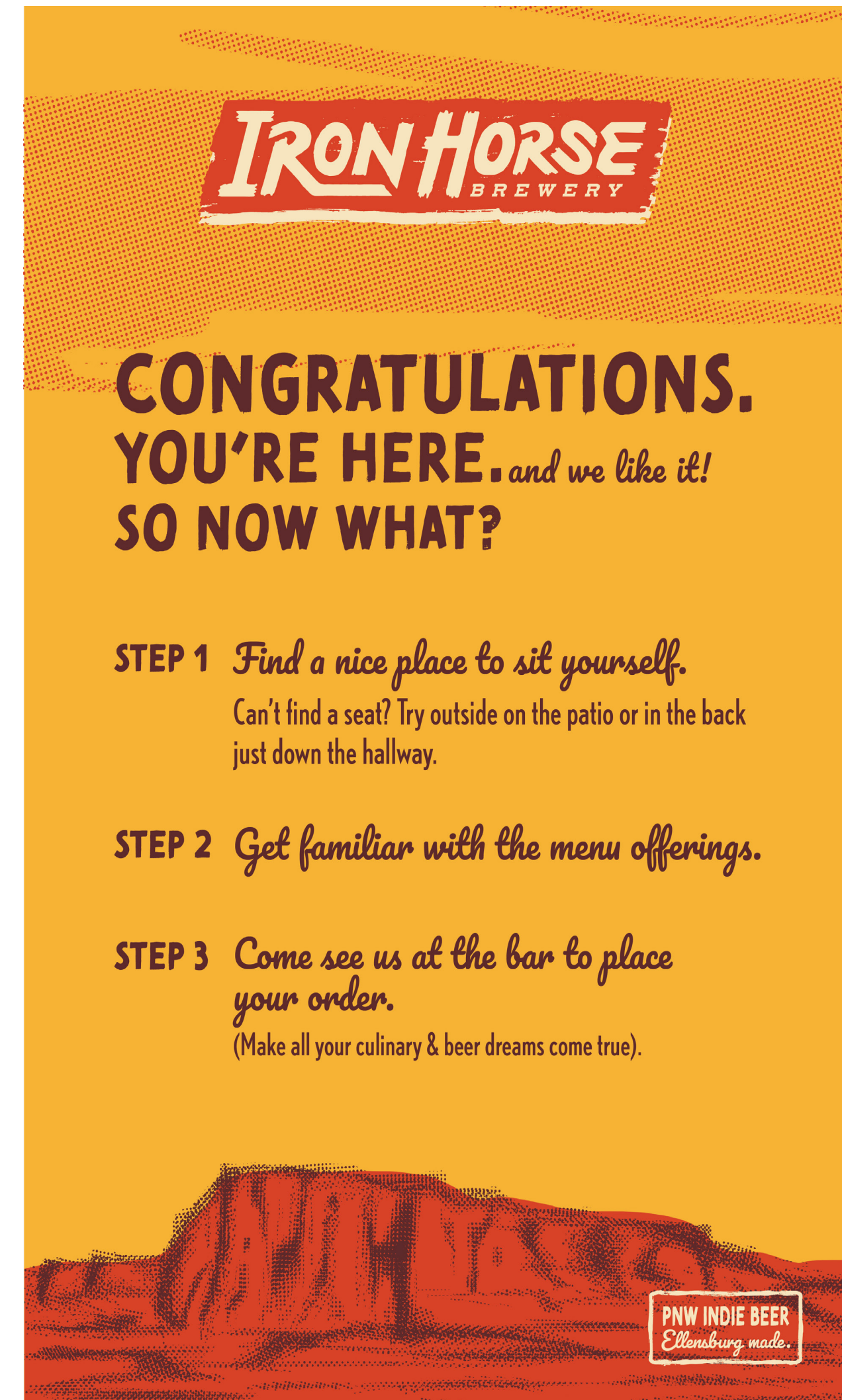




Iron Horse Brewery

Branding and Promotional Design

Assisted with rebranding the Pub and the Iron Horse Beers at Iron Horse Brewery in Ellensburg WA. As a graphic designer I was able to collaborate with other creatives to develop promotional material for the brand.




[THE PUB] FARE


Pre-Funk Snacks *SHARE IT OR DON'T.*

 **BEER PRETZEL OR BITES | 6**
made with LightRail and poached with an IHB brew then baked with kosher salt.
served with choice of IPA beer mustard or cheese sauce.

 **BACON WRAPPED DATES | 10**
dates stuffed with almonds and blue cheese then wrapped in mr. bacon.

 **MEATBALLS | 8**
sweet and spicy italian sausage meatballs stuffed with provolone cheese and
smothered in marinara. topped with parmesan.

 **CHEESE & ETC. | 15**
death cheddar, uncle jack cheese, jalapeño jack cheese, Glondo's salami,
housemade hummus with naan bread, sweet peppers, peppercinis, kalamata olives
and chocolate pomegranate bark.

 **STREET NACHOS | 7**
corn and chicken breast sauteed with a house spice blend over a bed of pepper jack
cheese sauce and tortilla chips. topped with cotija cheese, lime mayo, cilantro, lime
and paprika. *asphalt free

Use your Hands *GET YOUR BIB ON.*

 **THE HAMILTON | 12**
a multi-cultural chicken sandwich featuring a pan fried chicken thigh, served on a
sweet bun with GP's housemade Kimchi and Korea 1001 island dressing. Order it
Rob style for \$2 more. *side



KILLER BURGER | 12
seasoned with Quilter's Irish Death patty grilled, topped with melted Death Cheddar,
served over leaf lettuce, sliced tomato, red onion, a tangy burger sauce and a toast-
ed Quilter's Irish Death Bun. comes with a beer pickle spear. add bacon for \$1. *side

 **VEGAN SOUTHWEST BURGER | 11**
house-made chickpea & black bean burger served on a sweet roll with avocado
dressing, jalapeño slaw and southwest mixed veggies.

Use a Fork (or spoon) *SOMETIMES UTENSILS ARE NECESSARY*

CHICKEN POT PIE | 10
classic chicken pot pie, just like mee-maw used to make. carrots, peas, celery and
onion but with a twist: Beer Biscuit. Crust.

MAC & CHEESE | 10
this is a loaded, mac & three cheese (pepperjack, parmesan and cheddar) pasta,
skillfully combined with nature's ducttape, Bacon and sprinkled with green onions
and breadcrumbs. if there is one food item you want with you when you need to
escape your enemy, it's Big Macgyver.

 **THAI CURRY SOUP | 10**
 red curry broth with broccoli, kale, red pepper, onion, carrot and jasmine rice.
garnished with cilantro, sriracha and lime.



 contains nuts

 gluten free

 shellfish

 spicy



 vegan

MADE IN
Ellensburg, Wa.

Salads or Wraps *FORK IT OR HOLD IT. THAT'S A PERSONAL.*

*wraps come with some chips.
salads come with focacia bread.*

 **RAINBOW SALAD | 10**
 kale, cilantro, edamame, carrot, bell peppers and cashews tossed with a
sesame-ginger dressing. sprinkled with toasted sesame seeds.


 **SPICY SALAD | 11**
 a blend of black beans, bell peppers, jalapeños, cilantro, and corn served over
romaine lettuce with cheddar cheese and a side of our tangy southwest dressing.
*add hot, buttery chicken breast sauteed in our house seasoning for \$3 more.
house seasoning for \$3 more.



 **CAESAR | 10**
romaine + tomatoes and those crunchy mini bread cubes + anchovy dressing.
*add grilled chicken breast for \$3 more.

A BRATWURST | 10
a grammatically correct Glondo's bratwurst, poached in QID, then grilled and served in
a toasted QID hoagie roll with Death Beer onions and IPA mustard. *side

PRETZEL DOG | 8
Meat, Cheese & Bread: the only food groups that matter. A Glondo's Frank stuffed
with Death Cheddar and wrapped with our beer pretzel dough. served with IPA
mustard. *side

REUBEN | 11
hand-carved corn beef and sauerkraut served on toasted marble rye bread with Korean
1001 island dressing and swiss cheese. comes with a beer pickle spear. *side

 **CHICKEN TIKKA MASALA | 14**
chicken breast browned and simmered in a spicy masala sauce and served over
jasmine rice with cilantro and lime.

 **SHRIMP & GRITS | 16**
 it's finally back, folks. buttery cajun shrimp served over creamy pepperjack grits
and a sprinkle of green onion. the wait is over.

READY TO EAT?
please order at the bar

[THE PUB] FARE

Side Gigs *JUST A LITTLE SOMETHIN, SOMETHIN.*

 **CAESAR SALAD | 3**

MAC & CHEESE | 3

 **RAINBOW SALAD | 3**

 **THAI CURRY SOUP | 3**

 **HOUSE MADE CHIPS | 3**
in salt, cajun or garlic dill seasoning



Desserts *YUM.*

CINNAMON SUGAR PRETZEL BITES | 6
the name says it all, comes with a side of vanilla icing.

BREAD PUDDING | 5
also delicious

QID COOKIE | 3
also delicious



READY TO EAT?
please order at the bar

 contains nuts

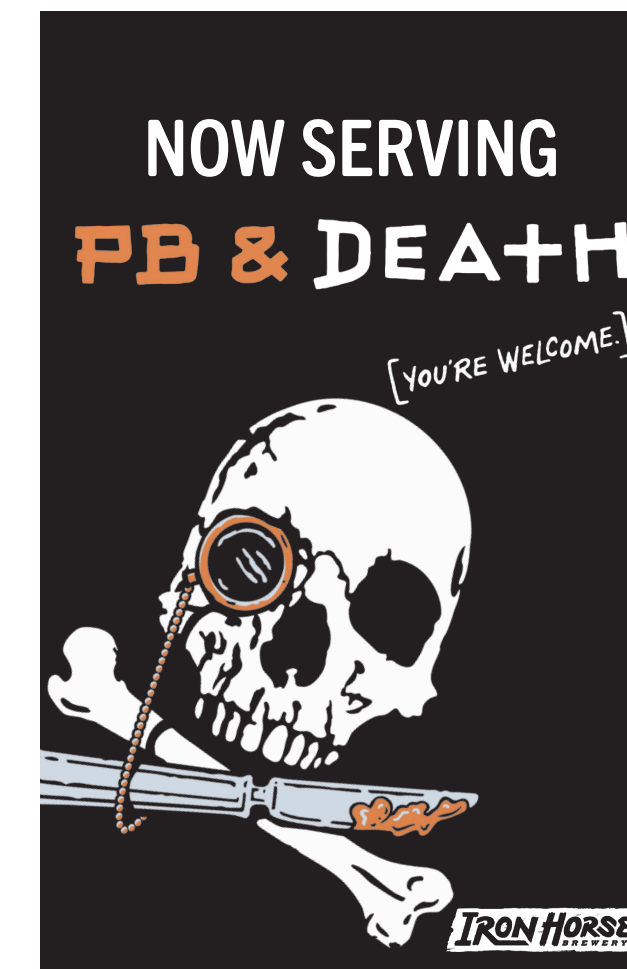
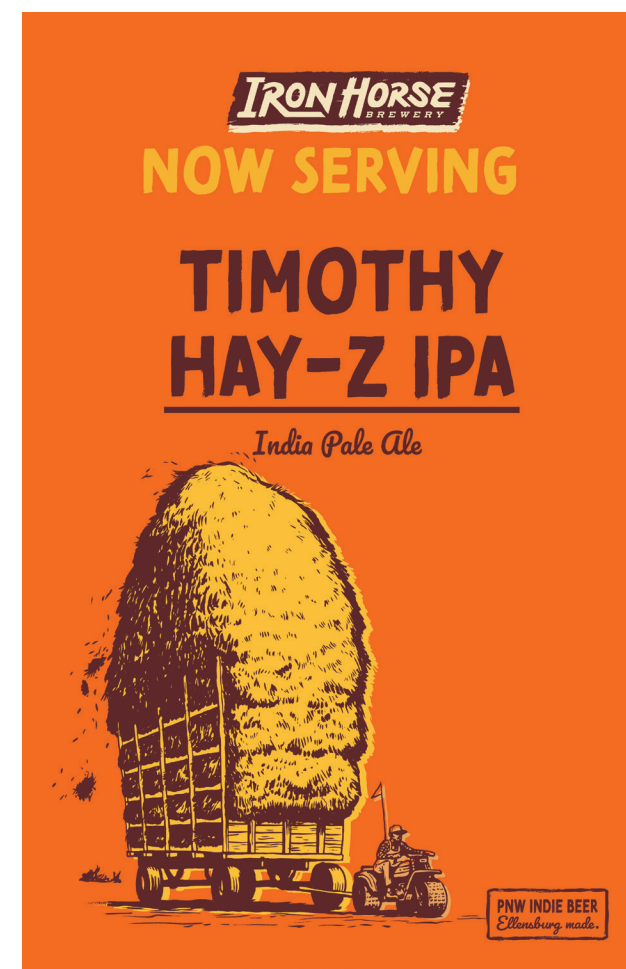
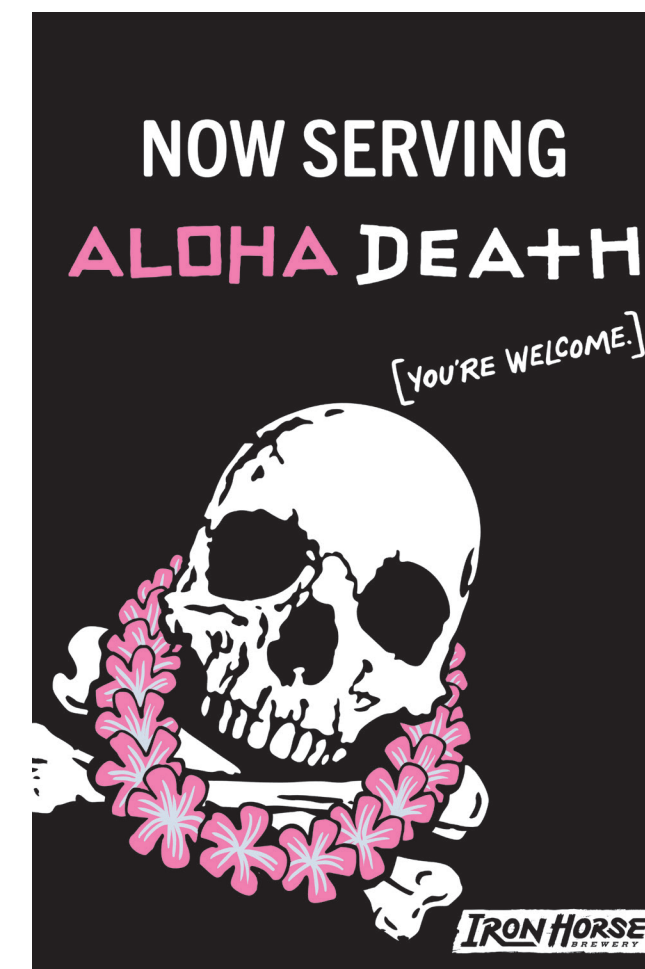
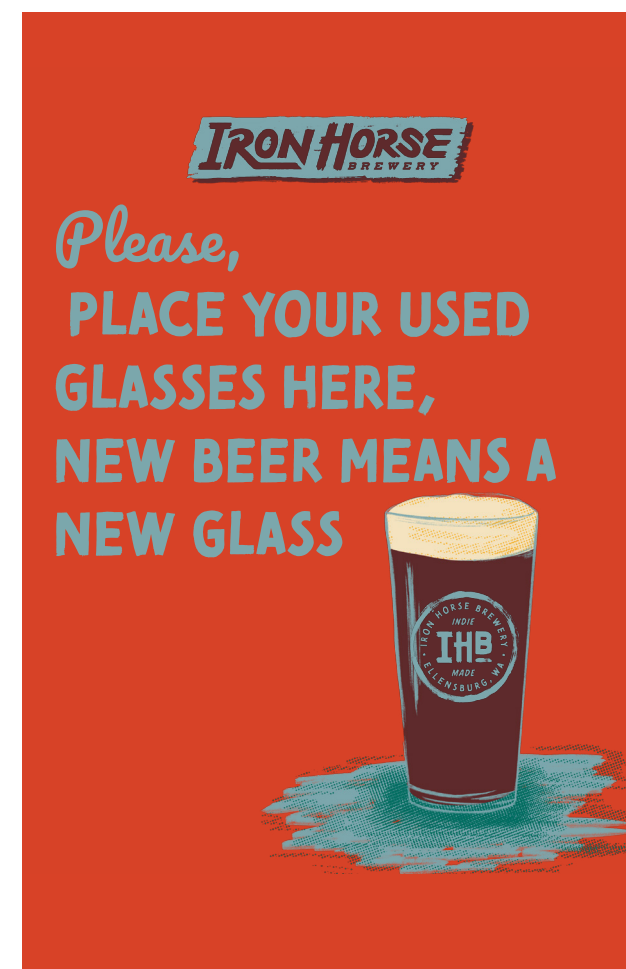
 gluten free

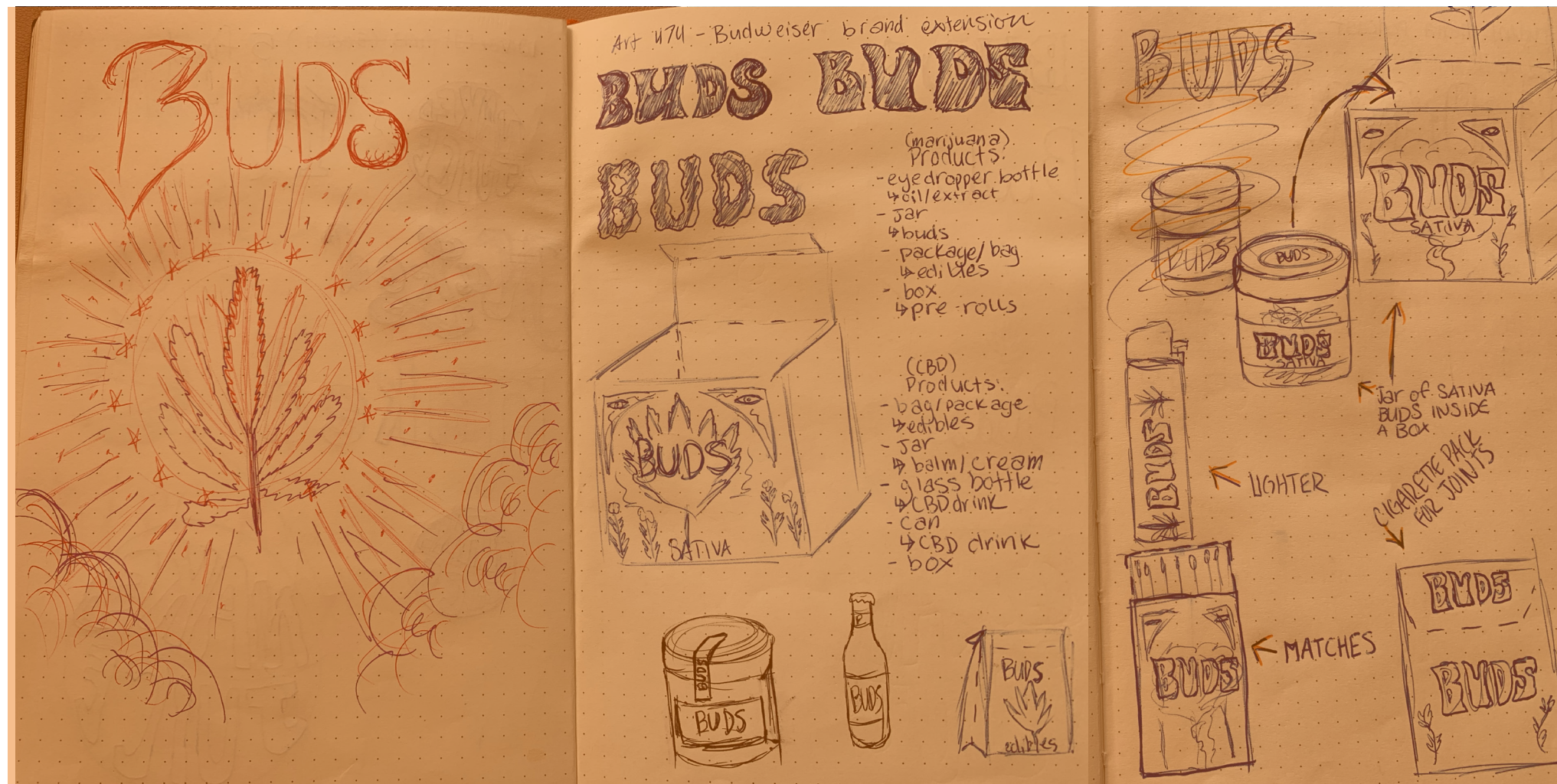
 shellfish

 spicy

 vegan

MADE IN
Ellensburg, Wa.





Buds by Budweiser

Branding

Buds by Budweiser is a fictional line of marijuana products created by Budweiser.



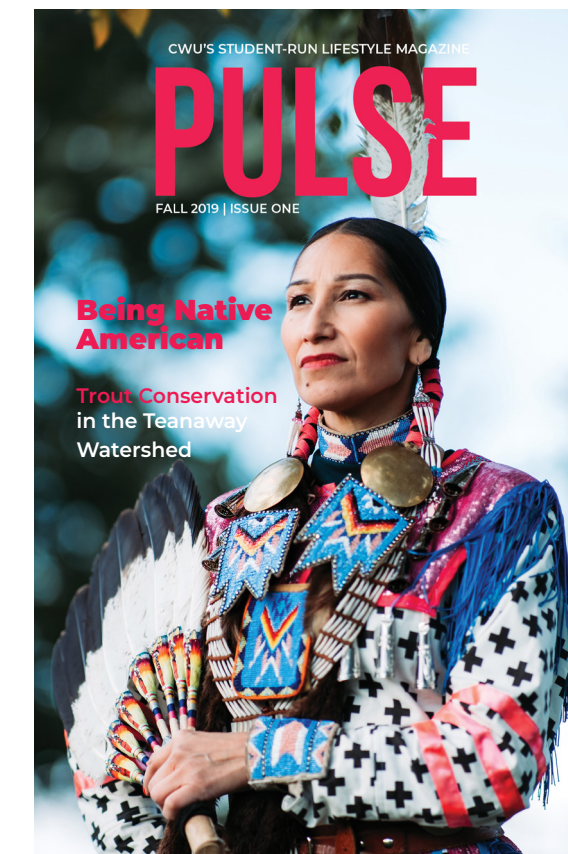


Winter 2020 Issue One

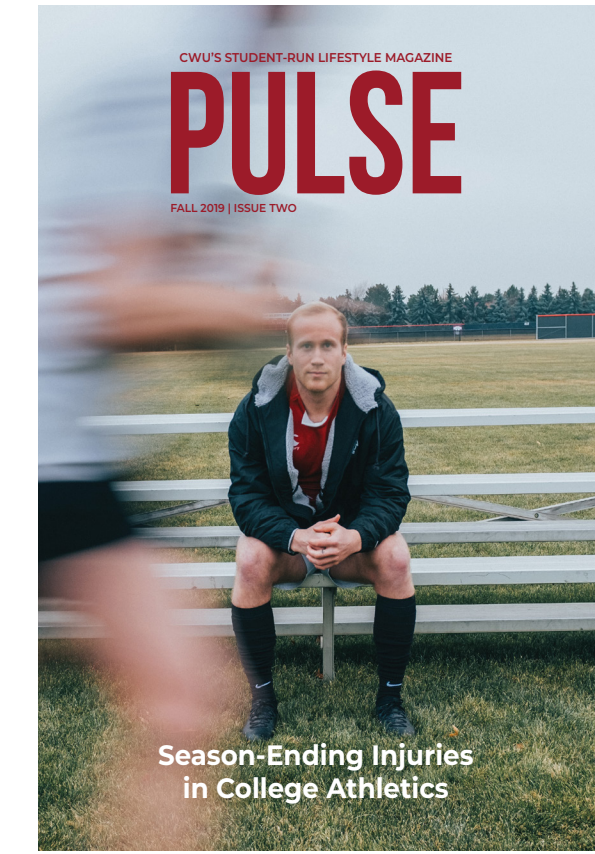
CWU PULSE Magazine

Editorial Layout and Design

PULSE Magazine is a student-run lifestyle magazine produced by and for the Central Washington University Community. As Art Director of the magazine I worked with writers, photographers and other designers to create compelling stories and produce a diverse magazine for the people.



Fall 2019 Issue One



Fall 2019 Issue Two



Winter 2020 Issue Two



Spring 2020 Issue One



Spring 2020 Issue Two

A collage of six photographs arranged in a 3x2 grid. The top-left photo shows a man in a white shirt and sunglasses, sitting in a blue kayak on a body of water, holding up a large fish. The top-right photo shows a man in a white shirt and sunglasses, sitting on a couch, holding a small dog. The middle-left photo shows a man in a white shirt and sunglasses, sitting on a porch, holding a small dog. The middle-right photo shows a man in a white shirt and sunglasses, sitting on a couch, holding a small dog. The bottom-left photo shows a man in a white shirt and sunglasses, sitting on a porch, holding a small dog. The bottom-right photo shows a man in a white shirt and sunglasses, sitting on a couch, holding a small dog.



WHAT'S INSIDE

Photo by Zahra Schultz

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ON THE COVER

Senior Economics and Sociology major Marissa Williams was interviewed on his struggles and triumphs being a student athlete and a father.

Photo by Zahra Schultz
Design by Kaitlin Koch

PULSE



[illegible]

Ellensburg Daily Specials

MONDAY

Iron Horse Brewery
\$5 Tasting Menu

The Porch
\$3 Mules
Wings
\$2 Bud Light

TUESDAY

Iron Horse Brewery
\$5 Tasting Menu

Blue Rock
\$3 Bone

Iron Horse Brewery
\$5 Tasting Menu

The Palace
\$3 Biscuits
\$2 BK Cornucopia
\$2.75 Loaded Cornucopia

The Porch
\$2 Wings

THURSDAY

The Tav
\$7 Breakfast Platters

Wings
\$3.99 Wings
\$2 QOF Bush Shits

Blue Rock
\$3 Bone
\$5 Long Island Ice Tea

The Porch
\$4 Pops

The Palace
\$3 Burger
\$3.50 Cornucopia
\$5.75 Loaded Cornucopia

The Tav
\$6 Nuts
\$7 Purple Hole

SATURDAY

The Tav
\$7 Dinner Platters

The Palace
\$2 Cornucopia
\$3.50 Loaded Cornucopia

The Porch
\$2 Wings

Happy Hour

301

5-7 pm & 9-11pm
everyday

Blue Rock

2 dips
Thursday-Friday

The Palace

4 toppings
Everyday

Roadhouse

2 dips
Tuesday-Friday

The Porch

3 dips
available

Annual Number of Animals Slaughtered
1914 vs. 2014

Timeline: 1914 → 1924 → 1934 → 1944 → 1954 → 1964 → 1974 → 1984 → 1994 → 2004 → 2014

Bar Chart: Annual Number of Animals Slaughtered

Year	Approximate Number of Animals Slaughtered
1914	100 million
1924	150 million
1934	200 million
1944	250 million
1954	300 million
1964	350 million
1974	400 million
1984	450 million
1994	500 million
2004	550 million
2014	6.58 billion

Animals Slaughtered in 2014:

Animal	Number Slaughtered
Chicken	62.01 Billion
Pork	44.4-17 Billion
Cattle	30.09 Billion
Sheep	72.96 Million
Goats	300.09 Million
Swine	300.09 Million
Salmon	6.58 Billion
Crab	545.08 Million
Shrimp	210.90 Million

PULSE & FEATURES...

THAD BREWER

1. WHAT IS YOUR GREATEST ACCOMPLISHMENT?
Raising my two children, and also, most rewarding as well, raising my two children, and also, most rewarding as well.

2. WHAT IS YOUR FAVORITE MOVIE?
Cool Hand Luke. Why? "Because sometimes nothing, is a pretty cool hand."

3. WHERE DO YOU SEE YOURSELF IN 10 YEARS?
10 years? Established as an artist, working on public sculpture and involved in a public service or community service role.

4. WHAT IS YOUR BIGGEST FEAR?
My biggest fear is that I won't live long enough to attempt all the things I want to try.

5. WHAT INSPIRED YOU TO CREATE THE YETI SCULPTURE?
The area that I live in has a lot of history. I think the oldest thing I discovered the community treasure with a trail of some extent the back out of area? With a few of my best friends and colleagues, I went down to the area, and I found a lot of things. I found a lot of things that we could do as artists to celebrate the 50th anniversary of Mission Ridge. We came to the area of creation that a giant yeti abode in their would have been the top of the mountain.

6. WHO IS YOUR BIGGEST INSPIRATION?
My father.

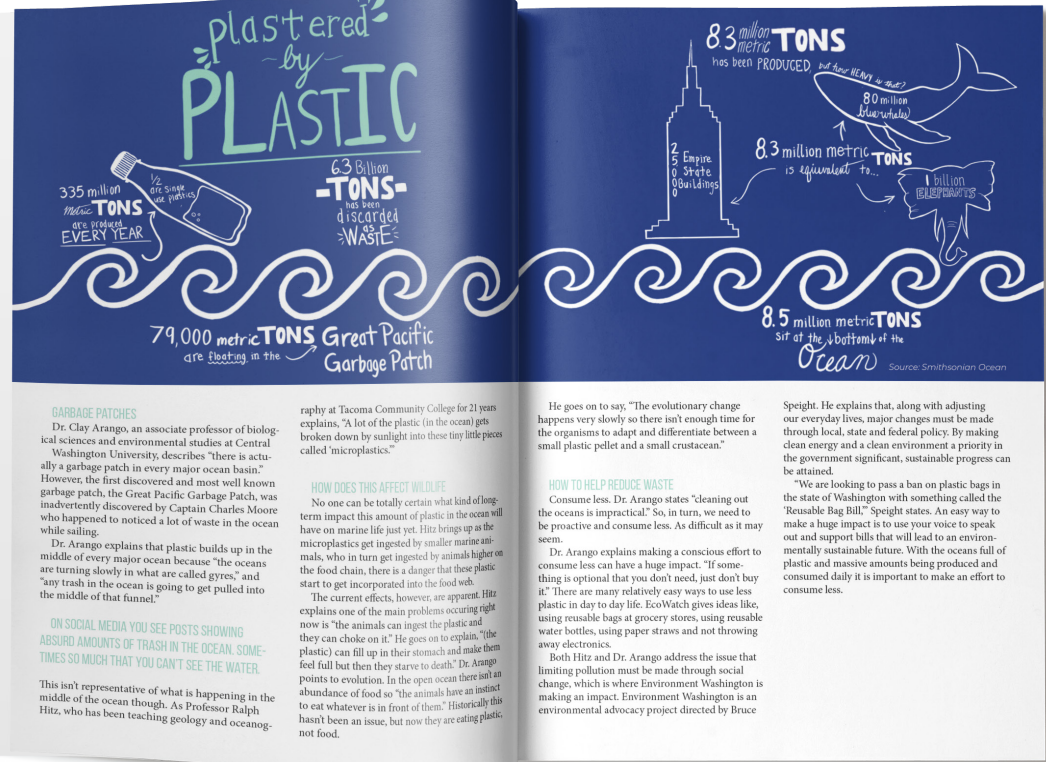
7. WHAT IS YOUR QUICKEST PLEASURE FOOD?



LITTERED SPRING 2019 ISSUE ONE

MOE regional winner

Mark of Excellence awards from the Society of Professional Journalists: Data visualization Winner



Exotic Animal Conservation: How Accredited Zoos Protect Wildlife in Washington Spring 2020 Issue One



local'd

Local'd Branding

At Local'd, our mission is to provide a convenient, locally sourced food service that makes healthy choices more accessible to residents of the greater Ellensburg area.

Through sustainability and nutrition education, we aim to improve the overall well-being of Ellensburg community members, the Earth and the synergy that exists between them. We realize the demands of a busy schedule and through Local'd, a healthier lifestyle is just a click away.

Get Local'd.



HOW IT WORKS

1 PLACE ORDER ONLINE OR THROUGH THE LOCAL'D APP.

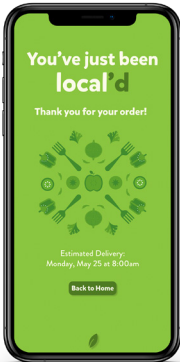
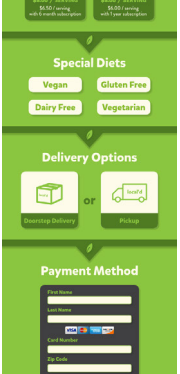
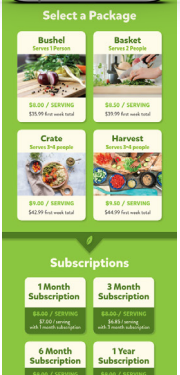
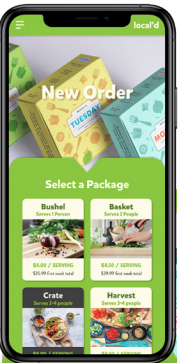
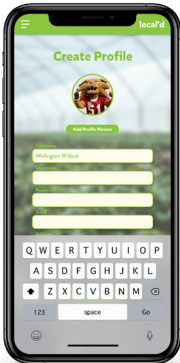
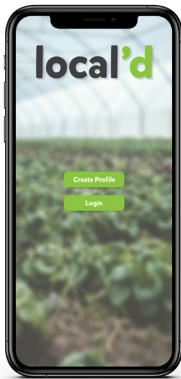
3 THE UNBOXING EXPERIENCE.

2 PICKUP FROM ONE OF OUR FOOD LOCATIONS OR DELIVER TO YOUR VERY OWN DOORSTEP.

4 PREPARE YOUR LOCAL'D MEAL WITH OUR PRE-MEASURED INGREDIENTS.

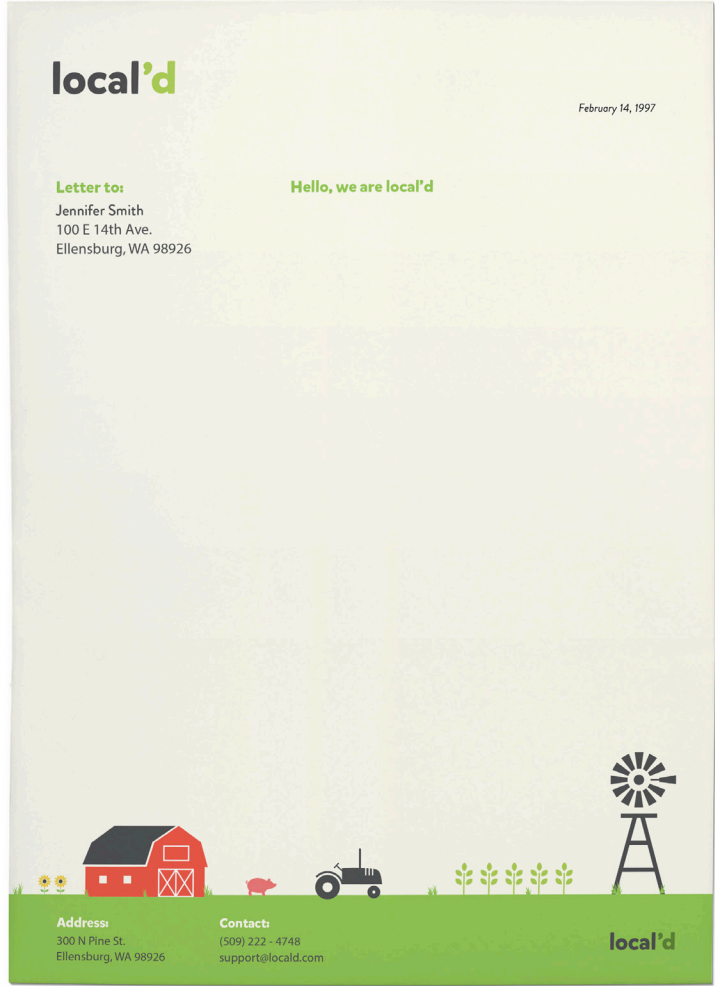
Weekly Package

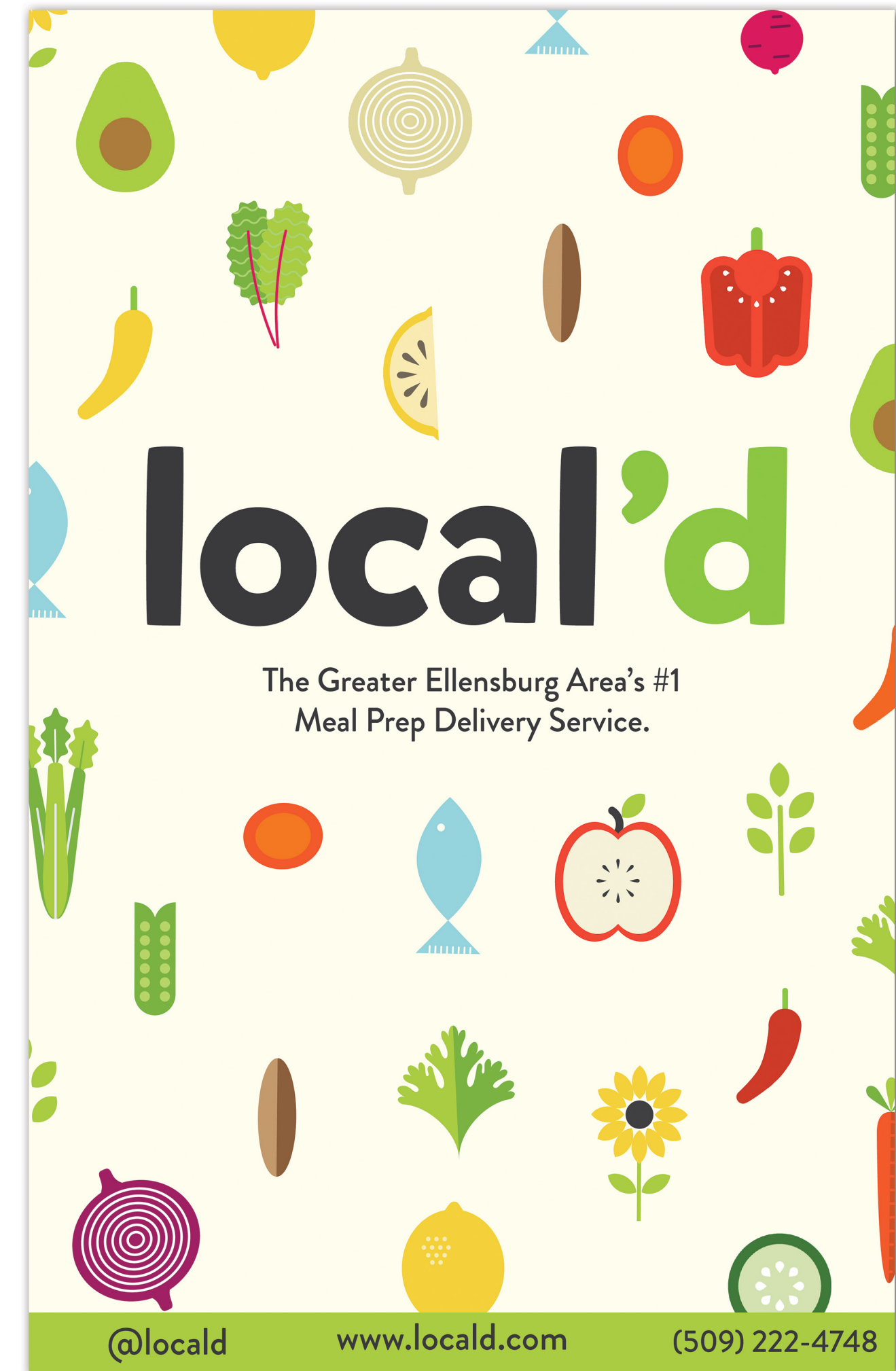
Filled with pre measured, fresh ingredients making it a breeze to cook a healthy meal.

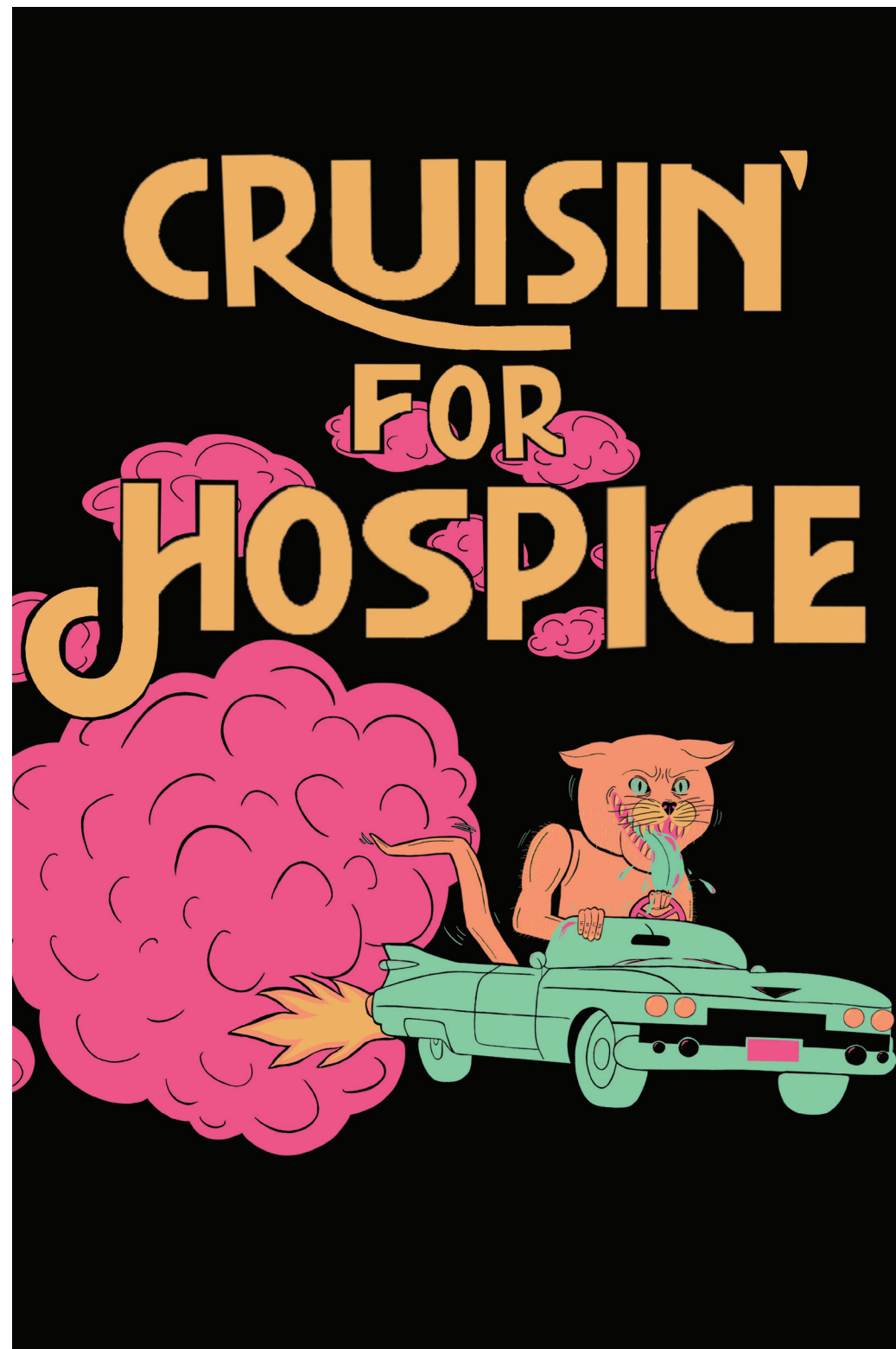


Phone App

Making a healthy lifestyle easily accessible to those with a busy schedule.







Cruisin for Hospice

Print Campaign

Cruisin' for Hospice is a local non-profit car show, held annually to raise money for hospice care.



CREATVIE METHOD

Creative Method

Print Booklet

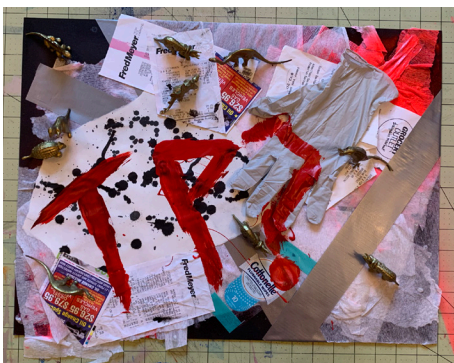
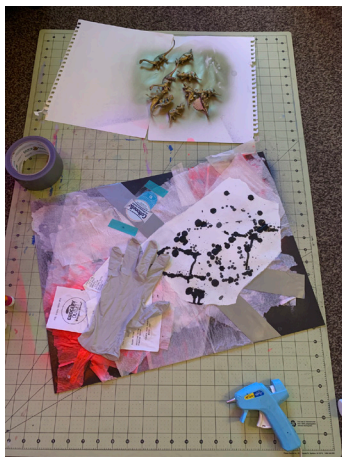
Book created to show my creative method when working on projects. I like to use different materials and forms of inspiration to create projects and sketches for the final product.

CREATVIE METHOD



I Know What You Did Spring Break

Your first exercise in the "8-Week Design Challenge" is to create a collage of what life was like over spring break. This is an analog assignment, so dig out your old magazines and fish the junk mail out of the recycling bin. This project is more about concept than how many tiny bits of paper you can glue together. Search for great images and type that work well together to tell an interesting visual narrative or concept.



PROJECT 01

Trash Type

For this week's "Design Challenge" you are going to create three typographic compositions using found materials. When appropriate and if necessary in order to achieve contrast in scale and hierarchy, you may also use hand techniques (i.e. create a big ol' letter with a Micro pen or Sharpie on top of smaller letters or words from a book or magazine).



PROJECT 07

Mix Tape Cover

For the next "Design Challenge," I want you to think of your best friend. Got them pictured in your head? Okay, good. Now I want you to create a mix tape for them with 8 songs on it. No, we're not going to record on cassette tapes or burn a CD. But you are going to pick the songs, give it a title, and create the artwork for it.



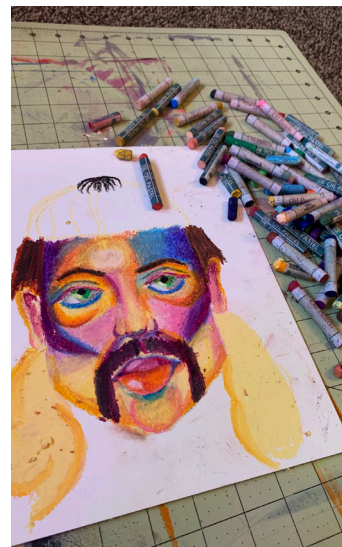
PROJECT 04

Dear Friends

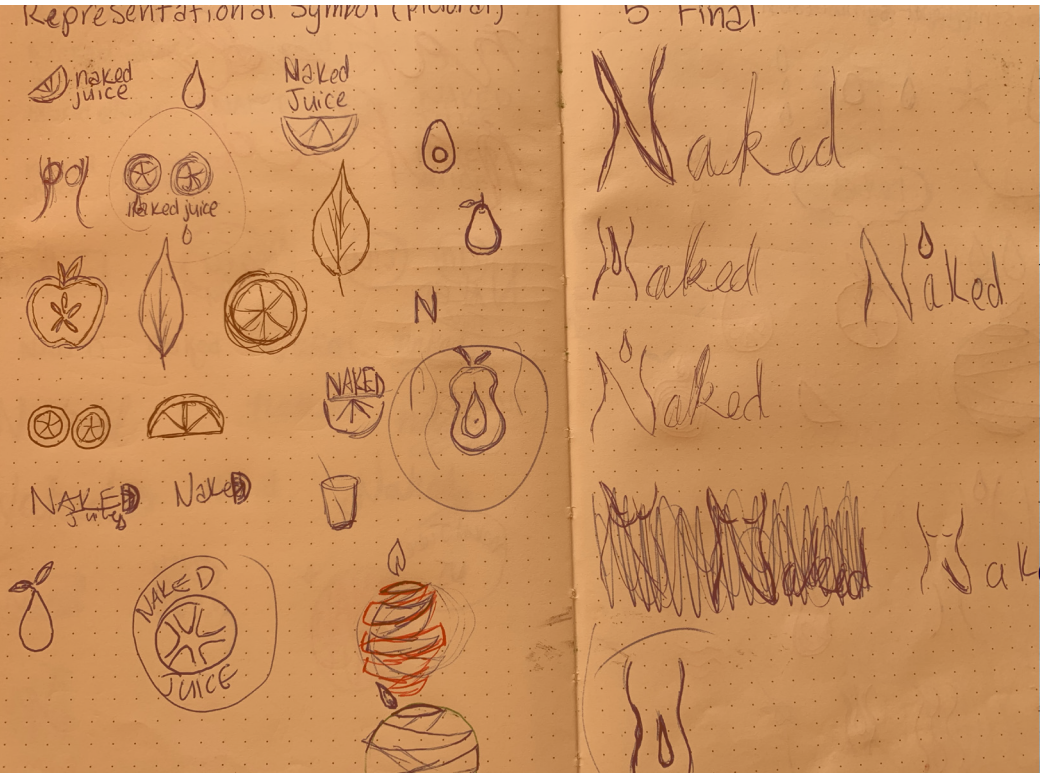
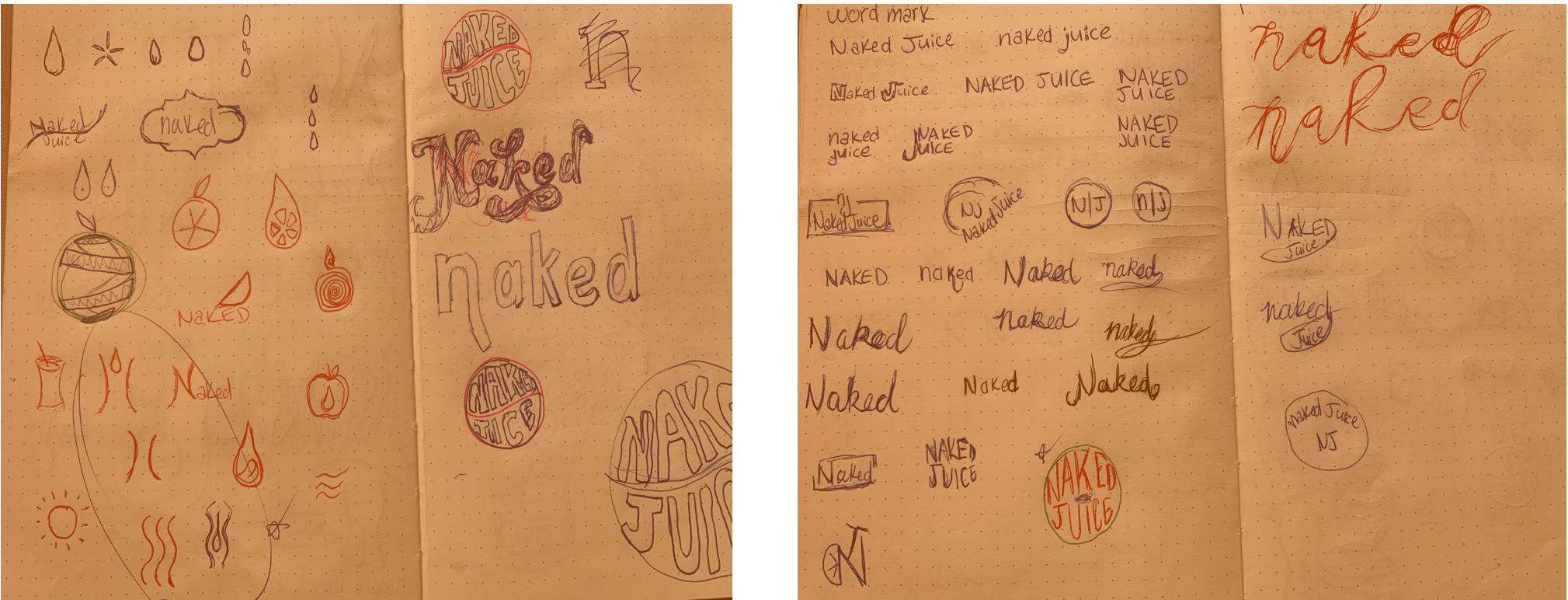
My first semester in college, I was a business major. I chose business because I had absolutely no idea what I wanted to do. I spent most of those first few months of college creating elaborate mixed-media letters to send to my girlfriend who had picked a school two states away. Those letters were a mix of collage, pencil and marker and usually had a highly detailed envelope to go with them.

After that first semester, I transferred to another school and enrolled as an art major. Mostly because of those letters.

For your next "Design Challenge," I'm reviving an assignment I used to give for which we would create and mail letters to the editor of NYLON Magazine. Only this time, you are going to create a letter for someone you are missing. Someone you long to see in person.



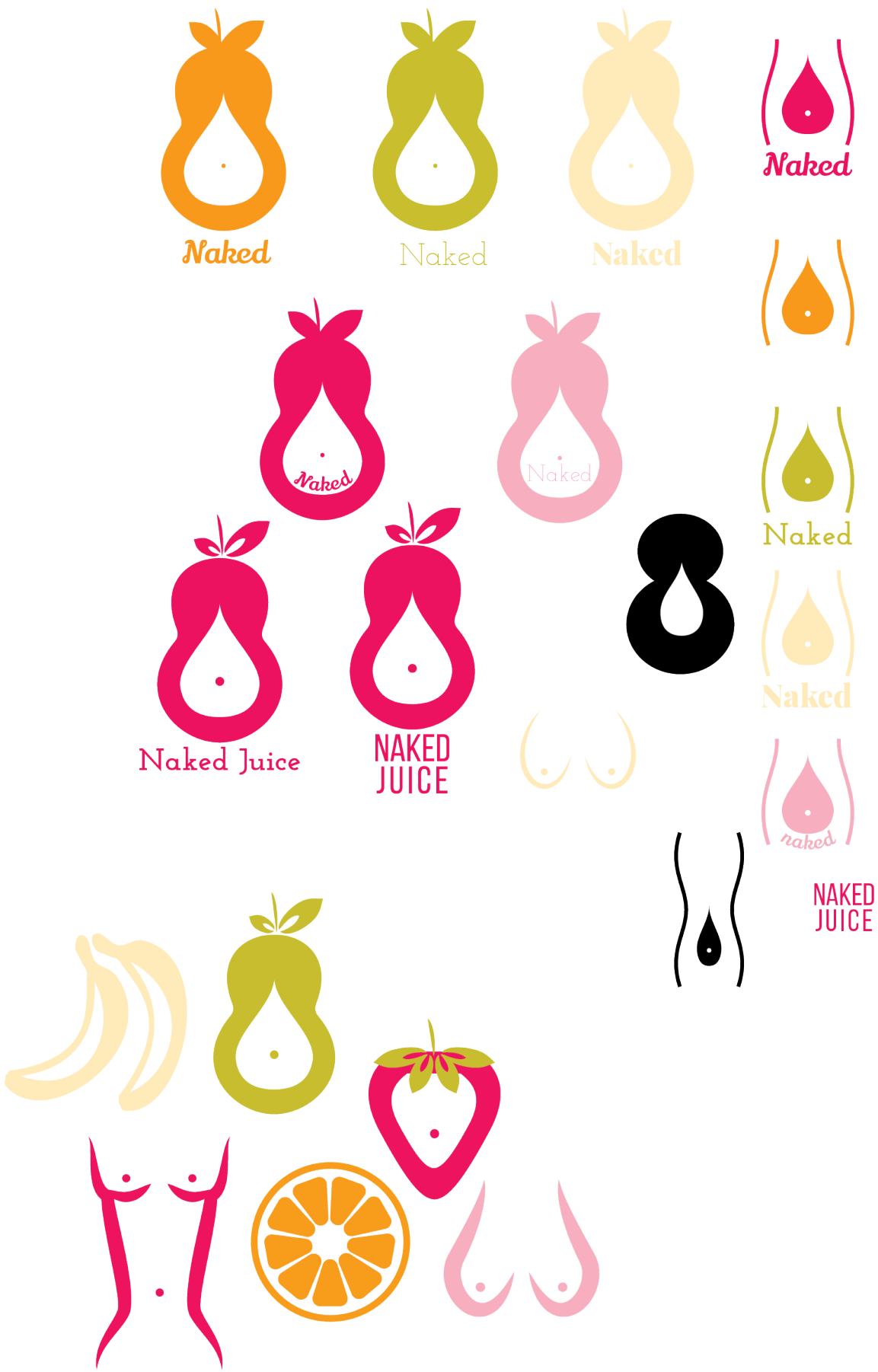
PROJECT 06



Naked Juice *Branding*

Rebranding of Naked Juice. This rebranding project was centered around the health aspect of naked Juice and the benefits that this juice has on people's bodies.

Logo Exploration & Sketching Process





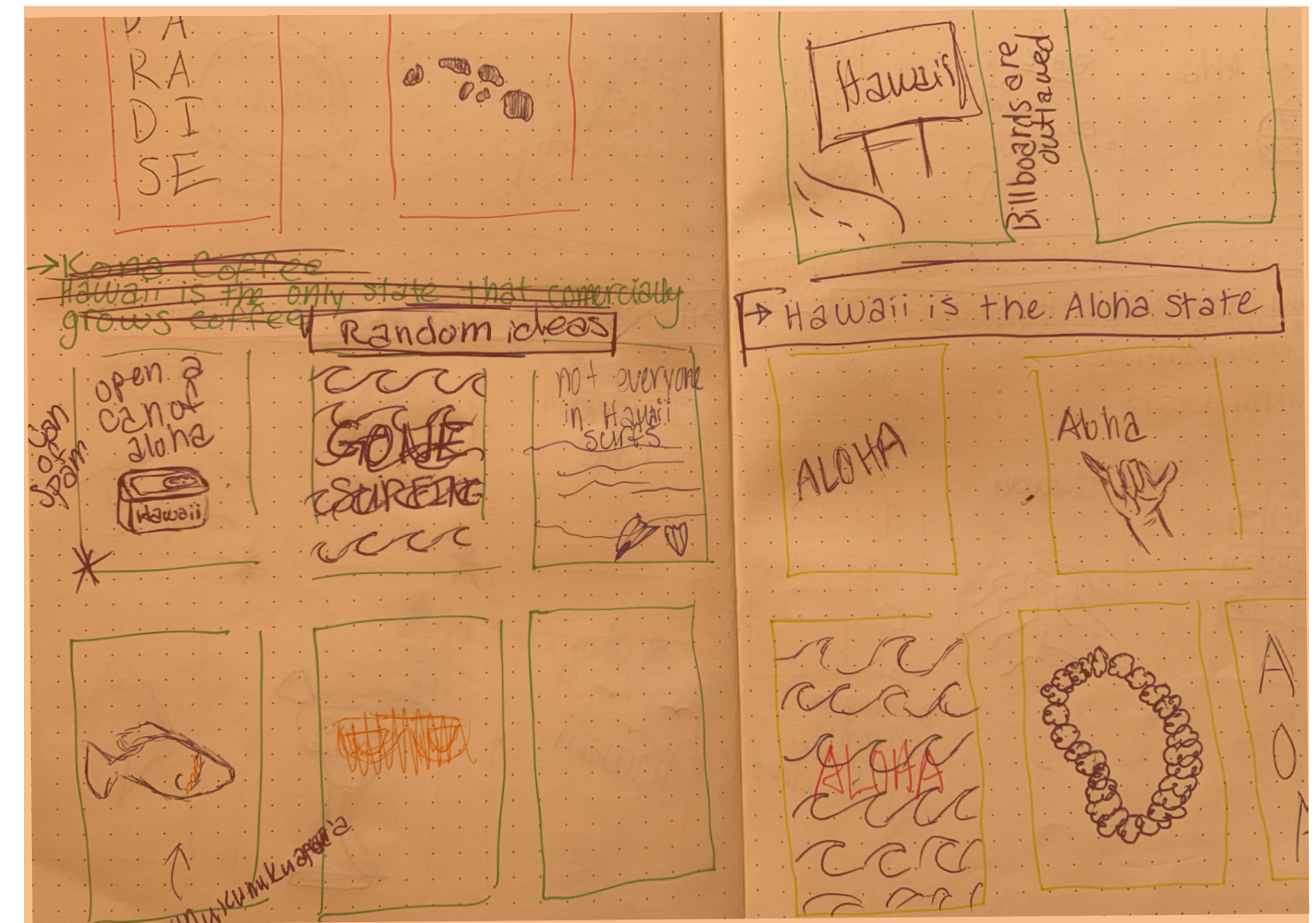
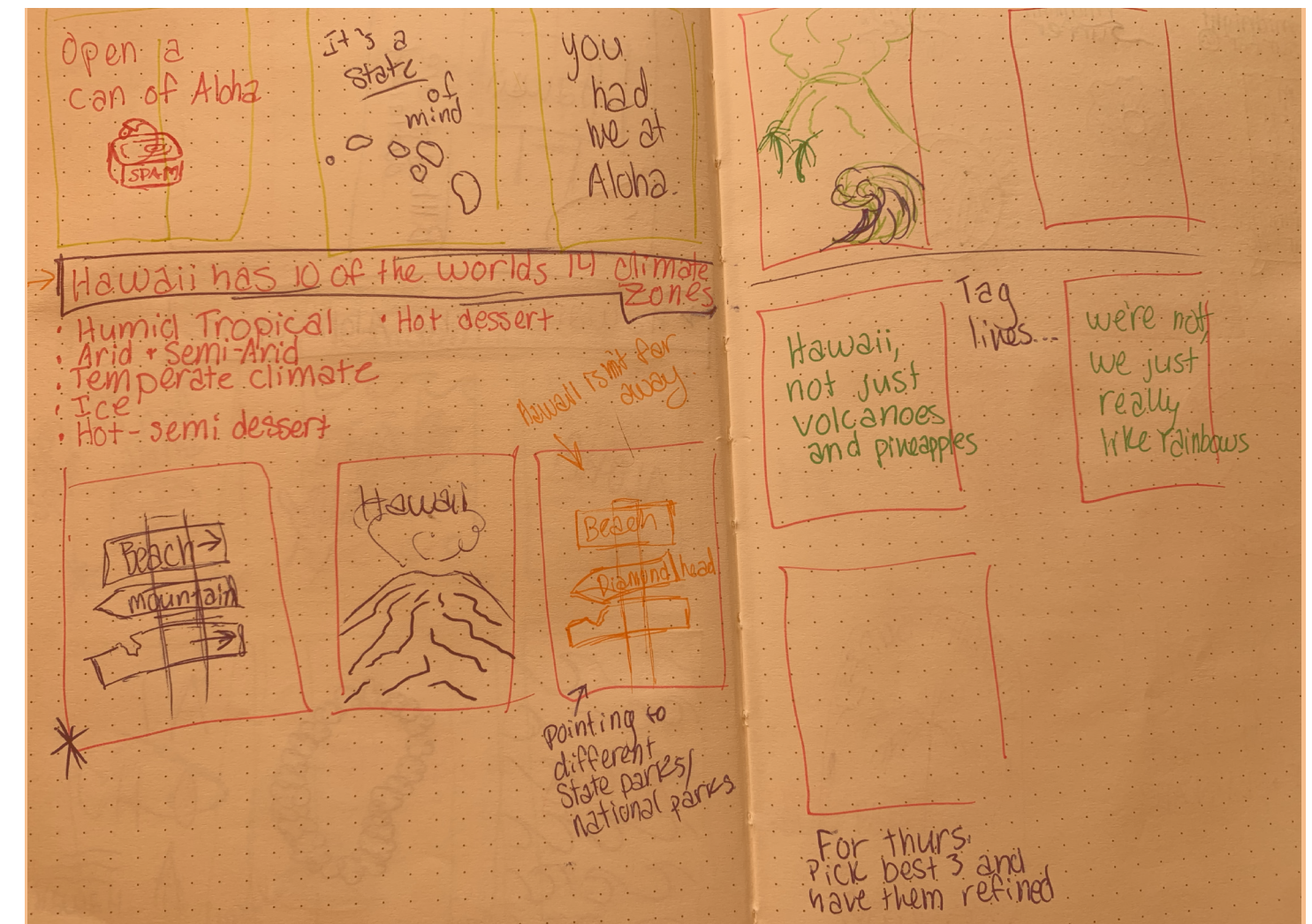




State Campaign Posters

Print Campaign

Promotional posters for the state of Hawaii.



WE HAVE OUR
OWN TIME ZONE



island time

HAWAII U.S.A.



WE HAVE OUR
OWN TIME ZONE



island time

HAWAII U.S.A.

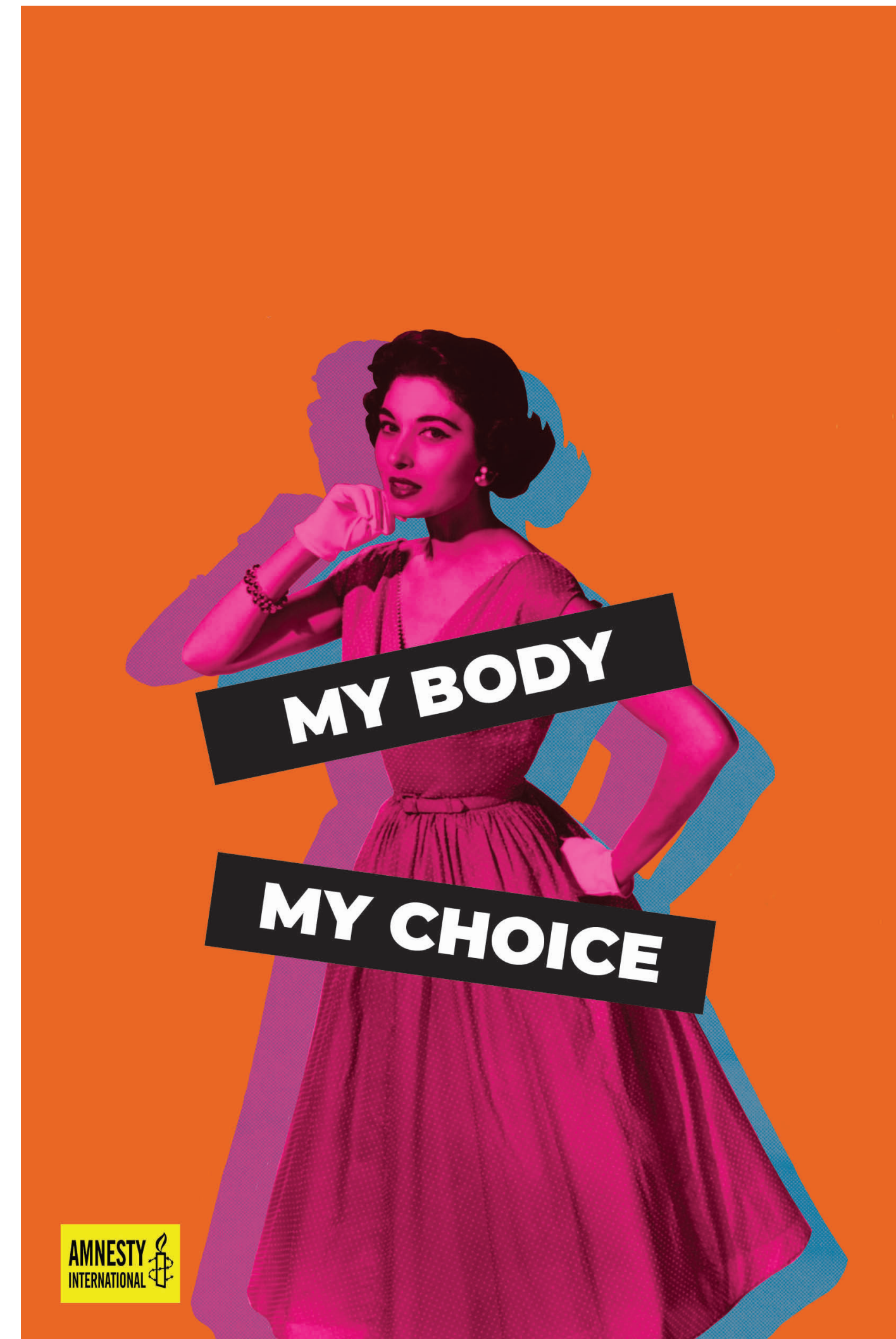




Amnesty Campaign

Print Campaign

Reproductive rights campaign posters for Amnesty.

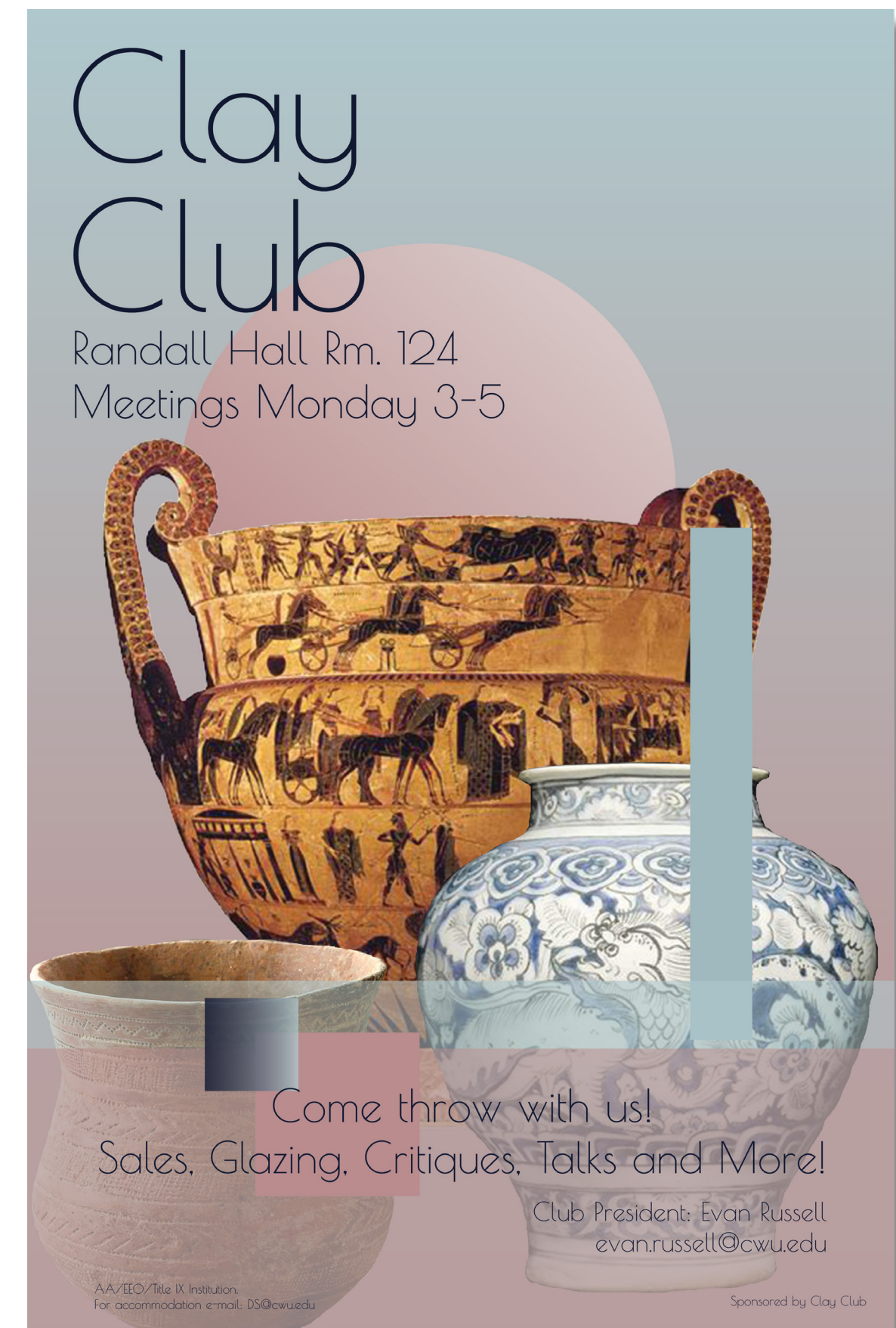




Student Art Club Poster

Print Promotional Poster

Promotional poster for Student Art Club's Waffle Wednesday.



Clay Club Poster

Print promotional Poster

Promotional poster for Clay Club meetings.



Ellensburg Bus Shelter

Print Artwork

Illustration for bus shelter in Ellensburg.



Sasquatch Poster

Print Poster



Magenta Mushrooms
Print Illustration



Surf's Up Poster
Print Poster



Shaggy Illustration

*Print Illustration
Advanced Illustration course work.*

Stay tuned for more...

(360) 989.4742

kskok25@gmail.com

kristakok.com

@krista.saskia

