

**HOLA  
?QUE  
TAL?**

Hi, How are you doing?

*I'm Maria  
& This is my  
Portfolio*

# About Me

## *Sobre mi*

I'm a Graphic Designer who is  
Excellent collaboration, creative thinking,  
Conceptual, and problem-solving skills.  
From creating a confidentiality system to  
A commercial campaign devoted, in taking criticism to be-  
come a better artist.

I'm a Latina girl who loves to be creative,  
But my career path was different in the  
begging of my life. I wanted to become an  
Immigrant Lawyer, however, I change my  
mind in my first graphic design class in high school. And  
since then I have enjoy the path in becoming a graphic de-  
signer.

# Projects

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## Section 1

*Typography & Map*

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## Section 2

*Logo/Menu  
Beer & Coffee Packaging Design*

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## Section 3

*Look book, Non-profit,  
Record Album & Package Design*

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## Section 4

*Corporate System, Cause &  
Commercial Campaign*

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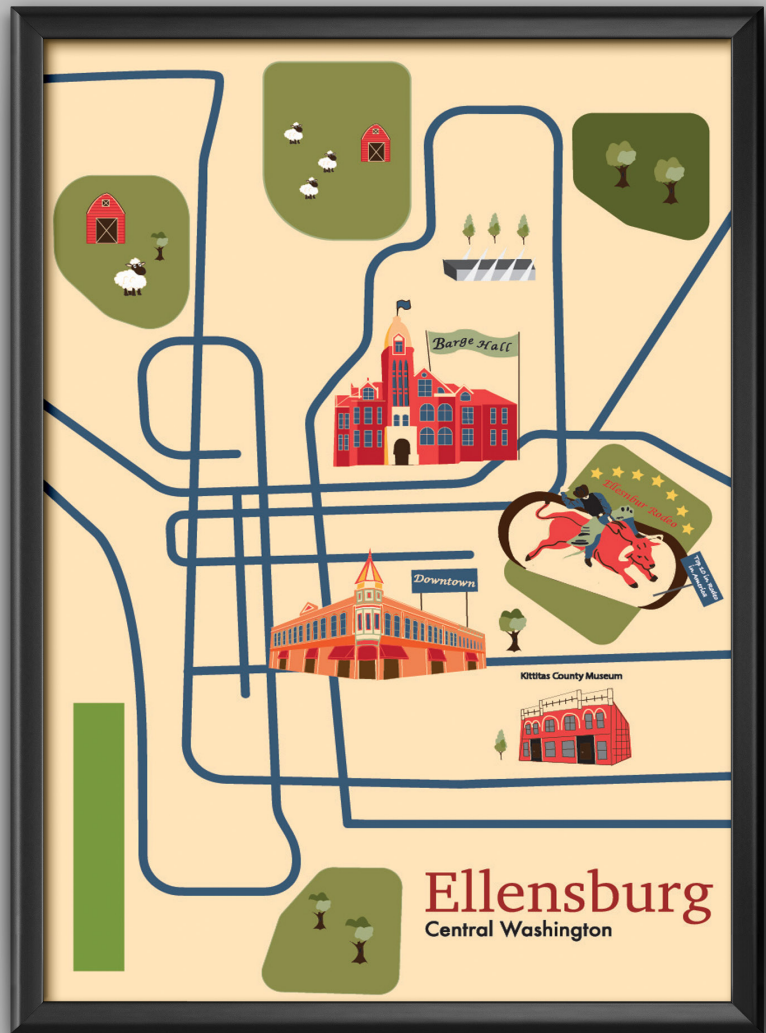
# Section 1

## TYPOGRAPHY

'Finding Ne-mo' was the movie I chose to take out a scene to explore the following: Emphasis, hierarchy, basic alignment, and voice. To relate the scene with the movie I added ocean colors and emphasis on the most recognizable words.

*Typography  
& Map*





## & MAP

Tourist destination is 'Ellensburg' compose with bright colors and interest places. To bring the fun for the large industry of Tourism.

# Section 2

*Logo/Menu  
& Coffee  
Packaging Design*

## Logo/Menu

The goal was to design a logo and an art element using a brush lettering for an upscale restaurant. I chosen Canlis as my restaurant to do the logo and menu. I did a leaf pattern as my art element and combined it with a thick cursive typography for the logo. The reason of using a leaf pattern was the restaurant is in Seattle Washington. The leaf art element is a good complement to the evergreen state.



## Coffee Package Design

Guatemala is the international coffee-producing country I chosen because of its beautiful culture and art elements. I wanted to explore using a combination of rustic with contemporary design and combined with Guatemala's colors schemes. The goal of this project was to work with an international cultural element by visually adapting in two different scenarios. The two different surfaces are a twelve-ounce coffee bag and a promotional shopping bag using my chosen international cultural elements.





## Beer Package Design

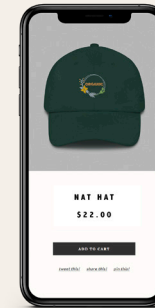
The challenge of the beer packaging design was to create an entirely new product for a company by using the company's logo. My chosen beer company was STARR Hill Brewery and the theme is Maya Zodiac with celestial calendar style. The zodiac style is related to animals for example, Pisces is a Whale and Aquarium an Octopus etc.

# Section 3

*Look book, Non-profit,  
Record Album  
& Package Design*

# Non-Profit Design

The goal of this design was to create a poster, T-shirt, and tote bag for a local non-profit organization. I chose Ellensburg Manastash Metric Bicycle Tour because I enjoy creating art elements regarding sports. My challenge in this project was to create three different design with the same typography elements on all of them and make it a coherent design.



# Look Book

The goal of the Look Book project was to get production techniques by conceive, refine, and render visual elements. It consisted in having multiple projects that added during the course and they are the following: Brand Development; Brand Identity; Brand Product Line; Product Presentation; and last Online Store Development.

Unfiltered describes a healthier and clean product for the body and mind. Knowing how the soil and natural elements come together to form a clean atmosphere. Unfiltered also uses all the elements to form an Eco-friendly product. Unfiltered is for people who like to be part of organic products to have a healthy lifestyle. It promotes clean and functional products.



## Album & Gig Poster

The goal of this project was to create a poster and album cover for the chosen band or artist. I chose to do Mana a Latino band who produces controversy music related to politics or social problems. I decided to use images related to nature and combined with bold and bright typography to play with both ideas. The nature meaning peaceful and truth while yellow bold typography representing how the band speak their mind.



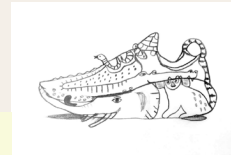
## Section 4

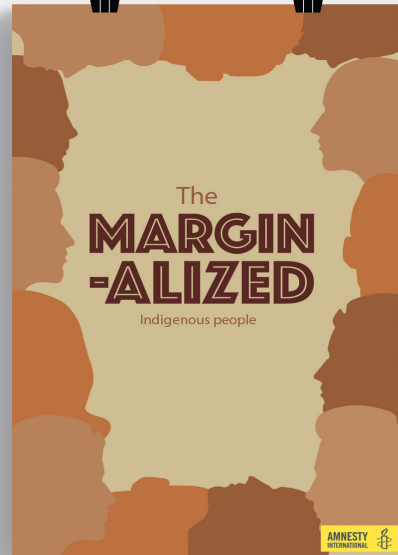
*Corporate System,  
Cause, Commercial  
Campaign, &  
Landing PG*



# Corporate System

My approach for the Stationary system is a jungle theme in having animals running to the finish line. A competition of jungle animals characters having a race for example, an elephant chasing a monkey or a zookeeper leaping through leaves as they were racing. The Challenge on this project is to create a concept and create it as a story line. The first part of the project is to create a Stationery System that contain a Business card, Letterhead, and Envelope. The Second part was to follow the story concept to a Brochure, Poster, and flyer.





## Cause Campaign

Indigenous People is represented in these two posters to make a campaign to fight abuses of human rights worldwide listed in amnesty. I decided to work on Indigenous people because it's a cause many people ignore of and the problem this people face in their daily lives. The first poster I represented indigenous people being marginalized by creating people faces in the margin of the paper. The second poster I represented Indigenous people by showing how not everyone smiles by having multiple faces without a smile or smiling.

## Commercial Campaign

The goal for the commercial campaign is knowing basic advertising strategy. In the following project is more focus on 'Selecting the Creative Strategy' by knowing the clients 'positioning statement'. 300 Chefman hand blender is what I challenge myself to do the commercial campaign. I wanted clients to know how strong and effective the Hand Blender is. To accomplish it I emphasize on the power of a propeller which are also use in Airplanes, Boat, Cars, and last in the kitchen.

