



**THE ART AND
DESIGN OF
MATT
CONRARDY**

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VP Belief #1

**PEOPLE CRAVE HUMANITY,
WHICH ONLY SURFACES BY
EMBRACING IMPERFECTION**

The perfectly staged and scripted is not beautiful. Perfection is not beautiful, because perfection is not real. Real is beautiful, and ugly is real because it is not faked. The solution is ugly. Not ugly as in repulsive, but ugly as in honest, unexpected, marginalized, imperfect, and misunderstood — the misfits. The things you see that grab your attention and elicit an instinctive, bodily response.

For lack of a better term, the Viseral.

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BRAND CAMPAIGNS

Creative Direction / Identity Design / Illustration / Hand Lettering / Apparel / Painting / Web Design

**VISERAL PROJECTS
BIRDS BARBERSHOP**

VP Belief #2

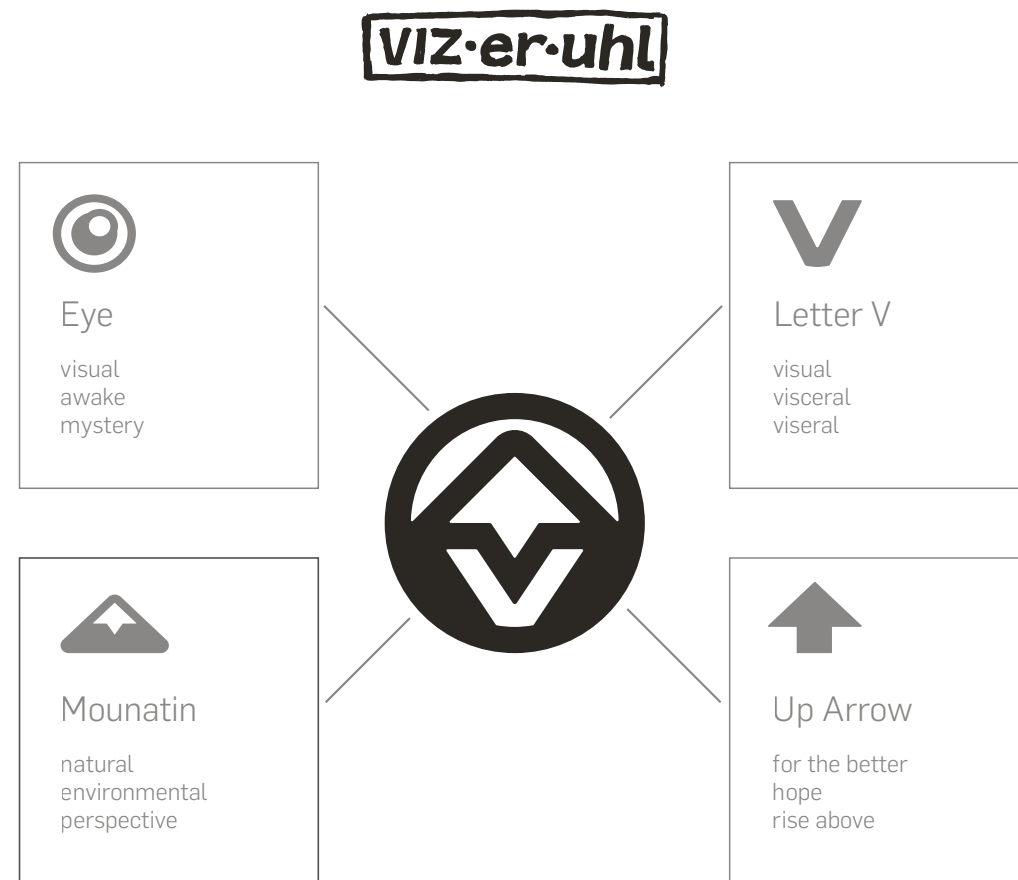
When the product is removed, design has the opportunity to promote meaningful conversation and solve larger issues void of any hidden agenda.



ABOUT

Derived from the words "visceral" and "visual," Viseral Projects is a creative platform focused on merging art and conceptual design. It is a commercial art and design studio, a non-commercial art and design studio, a brand, a mindset, and a philosophy.

The following brand campaign outlines the visual identity and accompanying Viseral Projects assets and executions.



PRIMARY MARKS



COLORS

VISERAL YELLOW ugly / alert / mysterious	
VISERAL BLACK ink / graphite / worn	VISERAL CREAM analog / paper / natural
GUTS CORAL intestines / raw / passion	SILVER LAKE BLUE calm / free / vibrant

TYPOGRAPHY

FLAMA BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

FLAMA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

MAGNESIUM REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FLAMA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

MOTTOS

**A REFRESHING
PUNCH IN THE GUT**

**WHAT DOES IT TAKE
TO BE WIDE AWAKE?**



VISERAL
ESTD **PROJECTS** 2020
Art & Design
DEPT.



VISERAL



VISERAL
PROJECTS



RISE ABOVE



OBJECTS IN THE MIRROR ARE CLOSER THAN THEY APPEAR. THE STAGED AND THE SCRIPTED. STRANGE SHADOWS MOVE ALL THE LIGHT OUT OF THE WAY.



VIZ·er·uhl

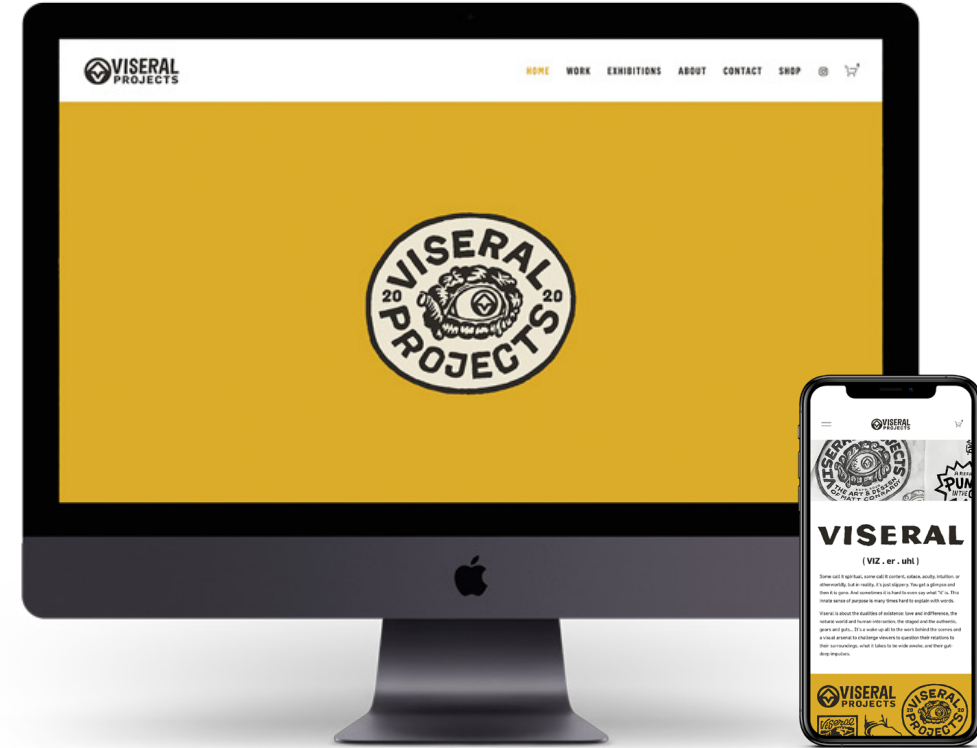
Feel the Water Run

Viseral
PROJECTS

VISERAL
PROJECTS

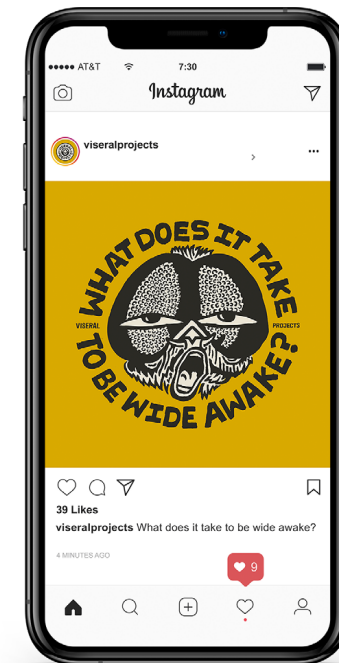


OPPOSITE: Gut-Deep, tee graphic
ABOVE, CLOCKWISE FROM LEFT: VP Badge Tee, Micrographia Tee, Art & Design Dept. Tee, Silver Lake Tee



OPPOSITE:
Materials for public art

RIGHT:
Web design and social
media graphics





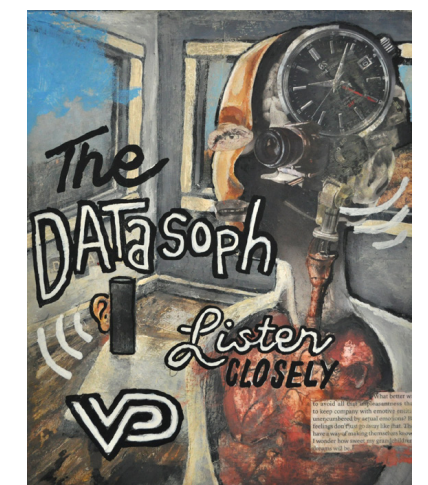
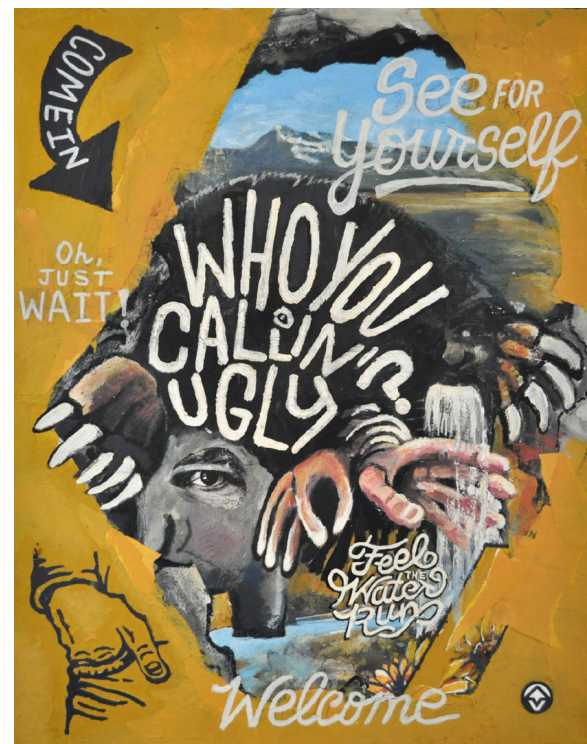
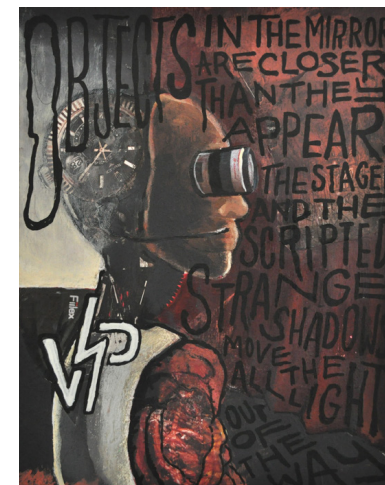
CLOCKWISE FROM

TOP LEFT:

75% Off, 2020, Mixed media painting on canvas, 36" x 36", 2020

Star-Nosed Mole, Mixed media painting on canvas, 18"x24", 2020

Gut Deep, Mixed media flag, 2020



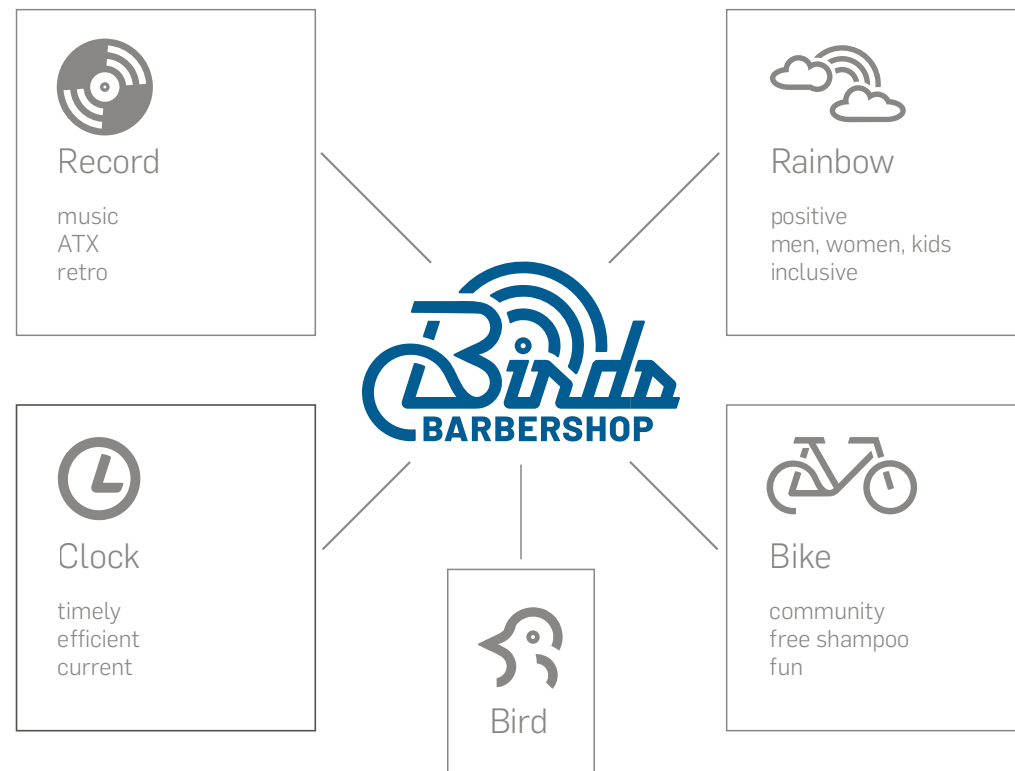
Wide Awake, Mixed Media Paintings on Wood Panels, 10, 8"x10", 2020



ABOUT

Birds Barbershop is an independently owned brand of barbershops founded on making the haircut experience more fun, while keeping it affordable, keeping it quality and positively impacting their community. They offer a wide range of barber services and additional perks including a free beer with every cut, a free shampoo if you bike, great music, and vintage arcade games to name a few. Birds started in Austin, Texas in 2006.

The following brand exploration highlights the services, perks, personality, and uniqueness of Birds Barbershop.



PRIMARY MARKS



COLORS



TYPOGRAPHY

BARLOW BLACK
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

BARLOW BOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

BARLOW LIGHT
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

MOTTO

**SO MUCH MORE
 THAN JUST
 A HAIRCUT**



**DAILY BARBERSHOPS:
GIVE 'EM
THE BIRD!**

**BIKE TO BIRDS
FREE FOR A
SHAMPOO**



**FREE
WIFI!**



**ATX
USA**



**BIRDS?
FUCK YEA!**

COMMUNITY FIRST!

**FREE
BEER
WITH EVERY
CUT!**

**BIRDS
ESTD 2006**



BARBERSHOP



**WE'RE FOR
ALLY'ALL**



**SO MUCH
MORE
THAN JUST
A HAIRCUT.**



BIRDS



STAY FOR THE





ABOVE:
Stationary system

OPPOSITE:
Various signage



THE ESSENTIALS		ESTD BIRDS BARBERSHOP 2006		Services & PERKS!	
SHORTCUT 30 Above chin. Includes hot lather neck shave. Hairwash not included.	LONGCUT 49 Below chin and bobs. Hairwash, cut and blowdry included.	BUZZCUT 19 One guard clipper cut. Includes hot lather neck shave and tapered neck line.	KIDCUT 21 10 years and younger. Hairwash and style not included.	SPECIALTY	COLORING*
HOT TOOL 20 Add-on styling service.	BLOWOUT 35 Hair wash and blowdry.	DEEP CONDITIONING ... 25 Softens coarse beards.	SPECIAL OCCASION .. 50 Consult with stylist for price.	GROWTH TOUCHUP ... 50 Single process root color.	FULL COLOR 85 Single process, all-over color.
DOUBLE PROCESS ... 120 Two step color application.	PART HIGHLIGHTS 115 Folios to color parts of hair.	FULL HIGHLIGHTS 135 Folios to highlight most of hair.	BARBERING*	FULL SHAVE 45 Classic straight razor shave for closest shave possible.	BEARD LINE-UP 35 Beard trim, straight razor line-up, deep conditioning treatment.
LINE-UP 10 Straight razor line-up for the perimeter of the haircut.	RAZOR ADD-ON 15 Takes fade to skin.	OTHER	HAIRWASH 5	BEARD TRIM 10	BANG TRIM 5
				FREE BEER WITH EVERY CUT! <small>*By Appointment Only</small>	



OPPOSITE:

Stickers

BELOW:

Various brand merchandise





POSTERS

*Print & Layout Design / Illustration /
Hand Lettering / Event Marketing*

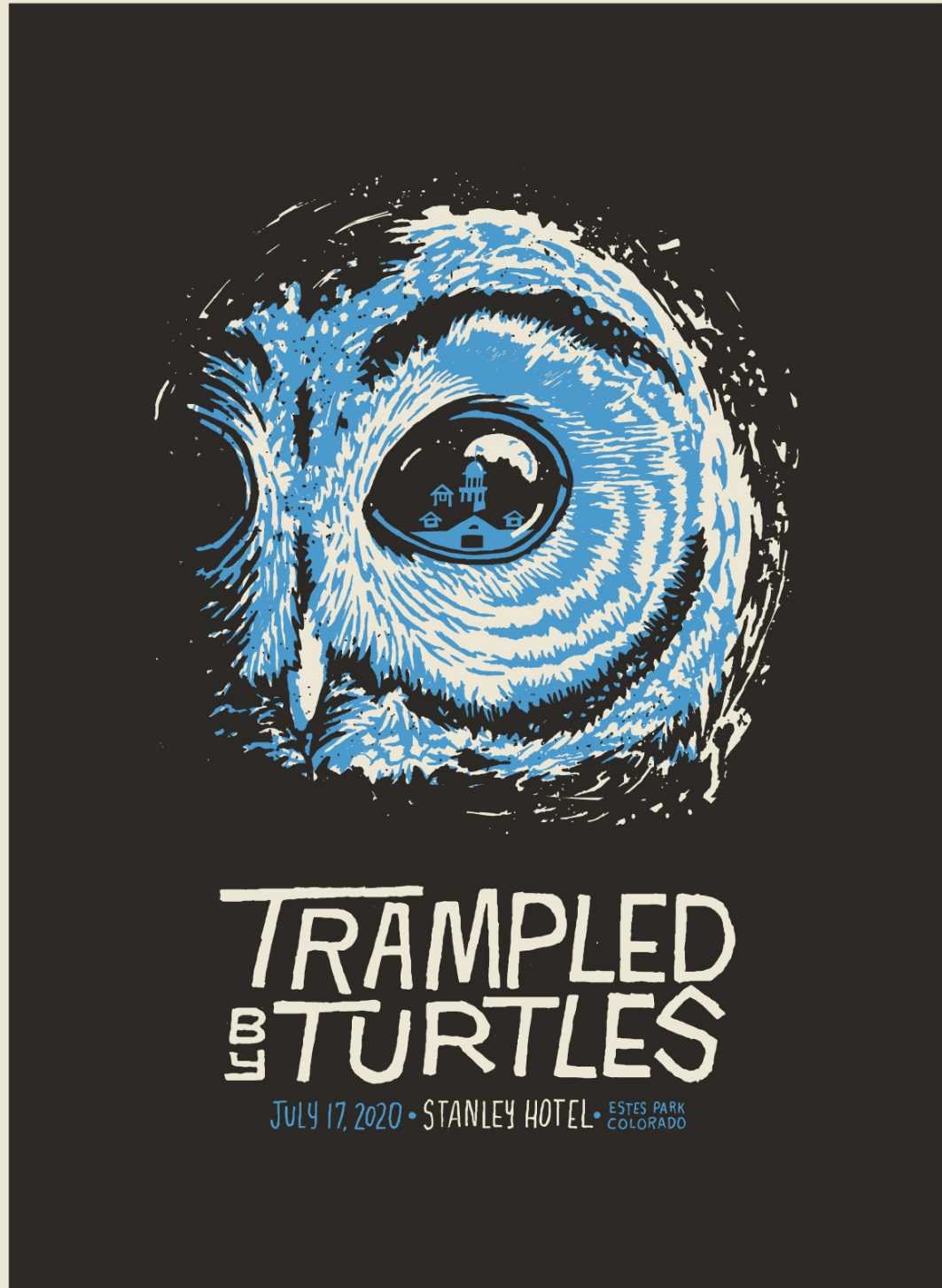
MUSIC

THEATRE & ART

SOCIAL CAUSE

VP Belief #3

Blending analog and digital techniques
yields impactful solutions.



Trampled By Turtles, concert poster, 2020



Luke Combs concert poster, 2019



POSTER BY MATT CONRARDY

CAAMP, concert poster, 2019



CWU



CWU



bumble

CLOCKWSIE FROM

TOP LEFT:

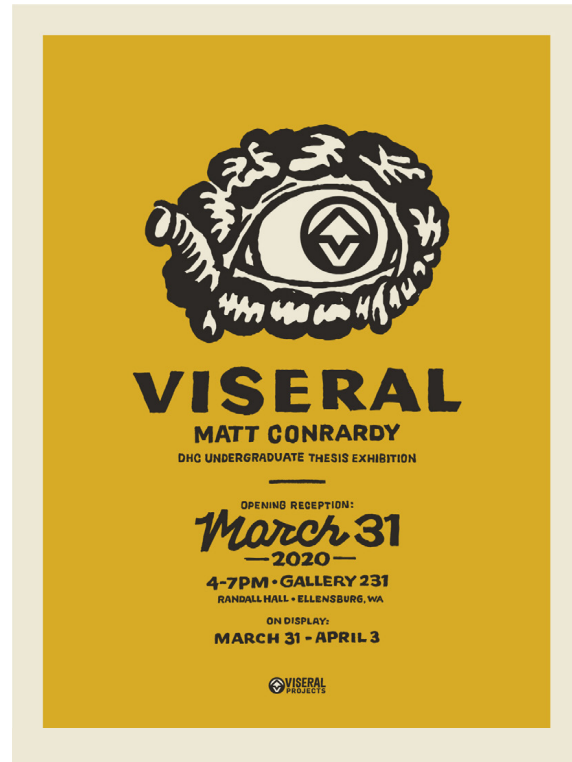
Rock Against Rape, event poster, 2019

Wildfest, event poster, 2020

Jam for HAAM, concert poster, 2019



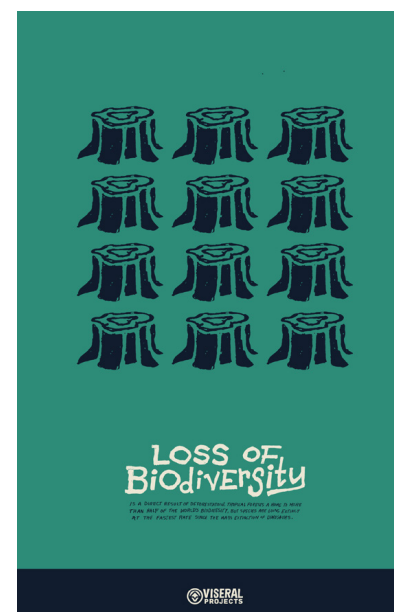
Into the Woods, theatre poster, 2020



Viseral, gallery exhibition poster, 2020



The Wolves, theatre poster, 2020



CLOCKWISE FROM FAR LEFT:
 Agricultural Expansion,
 Deforestation poster series, 2020

 Carbon Stores, Deforestation
 poster series, 2020

 Loss of Biodiversity,
 Deforestation poster series, 2020



LOGOS

*Creative Direction / Identity Design / Illustration /
Hand Lettering / Pattern Design / Sinage*

VARIOUS LOGOS & MARKS

VP Belief #4

Every successful piece of design should
have an unexpected element.



Birds Barbershop



NOTEWORTHY
WORDS

Noteworthy Words



Mt. Joy



Type Capture



Tucker Hill Tiki Bar



Apna Bhangra Crew



Reno Cleaning Co.



Mysticism



Viseral Projects



Viseral Projects



**Dilemma
Wear**
Outdoor Gear

Dilemma Wear

**PULSE &
FEATURES...**



Pulse 8 Features



**THEORY
DANCE**

Theory Dance



Onset On Demand Podcast



Fooooorsome Golf



EDITORIAL

*Print & Layout Design / Editorial Illustration /
Creative Direction / Hand Lettering / Event Marketing*

**CWU HYPE
PULSE MAGAZINE**

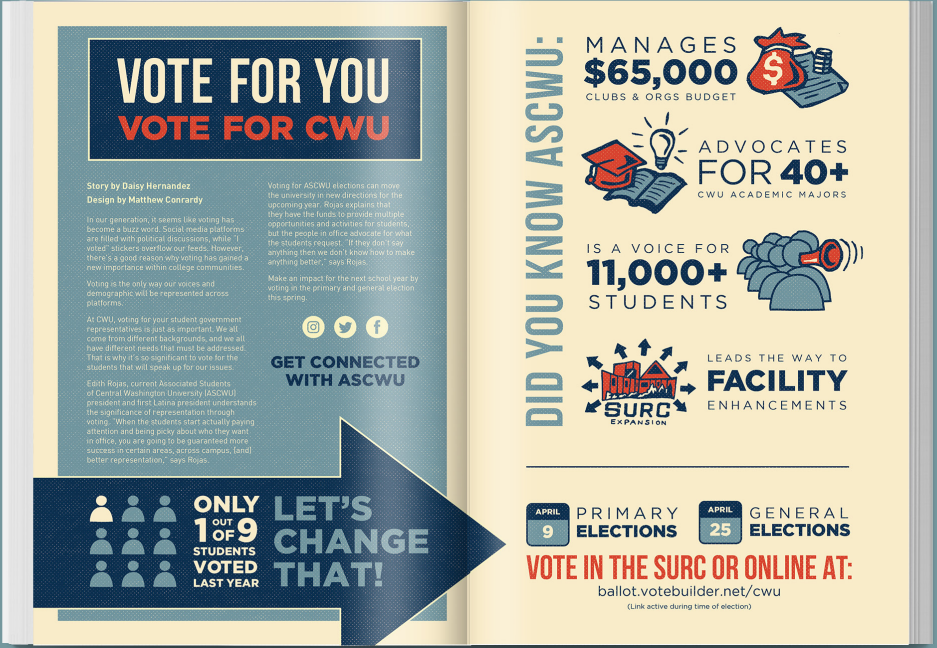
VP Belief #5

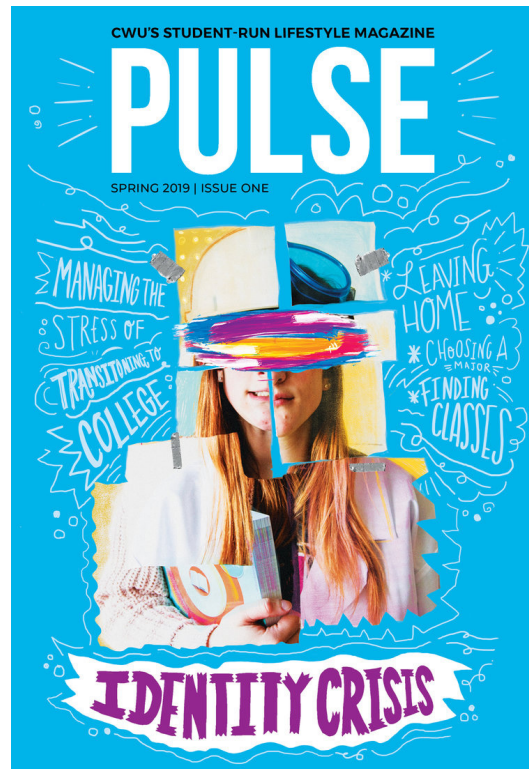
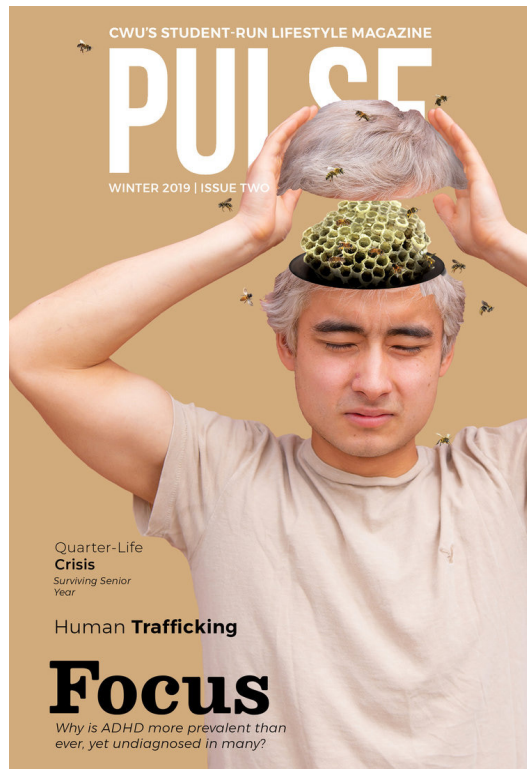
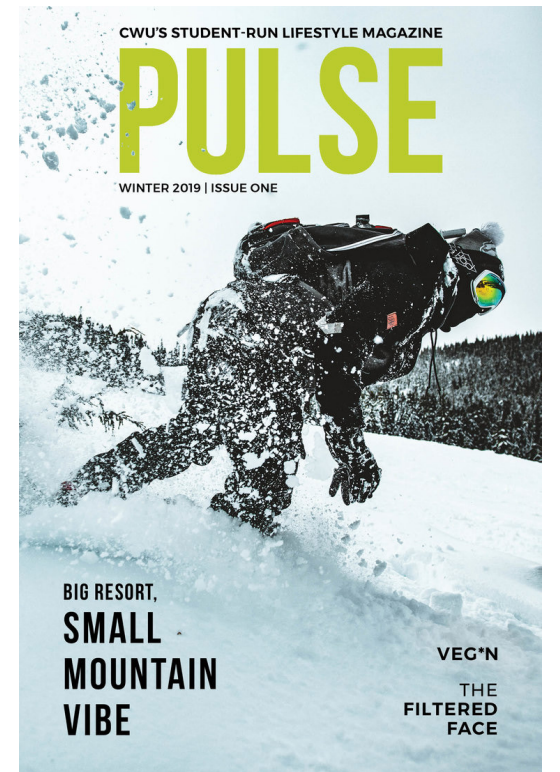
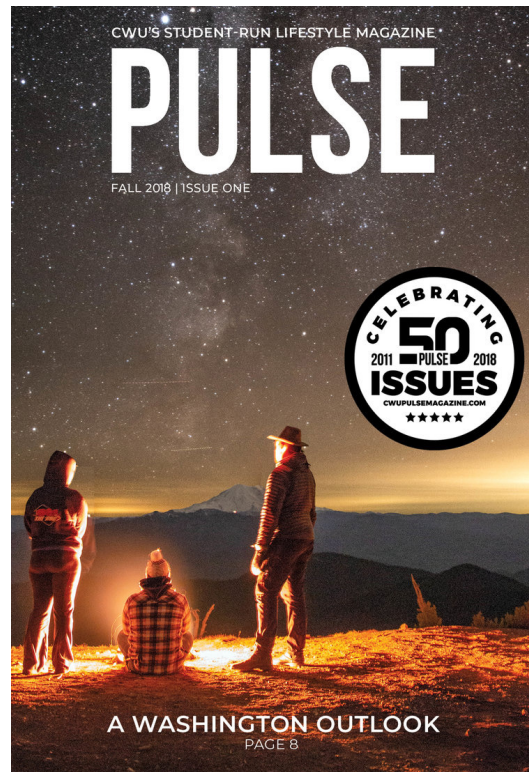
Effective change starts
with empathy.



ABOVE:
Hype, Winter 2020 event publication cover publicizing an incentive program that gives away CWU branded Converse for students who attend events

OPPOSITE:
Various Hype spreads





PULSE Magazine cover designs, Summer 2019 - Spring 2019

NEXT PAGE:
Various PULSE Magazine spreads

The Peace Corps

Story by Georgi Halverson & Soma Lambert
Design by Matthew Conrardy
Photos contributed by Scott Sackett

An Inside Look from Former Volunteers



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Being young comes with incredible opportunities that are too often taken advantage of. However, there is a moment in everybody's life where we must decide what our next step is.

Will we continue with our education? Will we get a job? Or will we decide to travel while we still have no serious obligations? For those who are unsure of where their life is going, relief programs are an option to consider.

As a volunteer for the Peace Corps, you can choose from six different fields of work: agriculture, health, environment, community economic development, education and youth development. Living expenses are paid for by the organization, as well as travel to and from the country you serve in.

However, there are ups as well as downs that come with joining the Peace Corps. PULSE spoke with three former Peace Corps volunteers to hear the stories of their adventures and unforgettable experiences.

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Their Stories

Ed Heine

Ed Heine joined the Peace Corps in 1976 at the age of 21. He was fresh out of college and after gaining an interest in international development, he decided to dedicate the next two years of his life to working in the middle of El Salvador, Central America.

Heine says he felt comfortable choosing the Peace Corps because he wanted to see if he could live and work in a third world country. "There was a lot of structure and security around it," he says.

However, Heine emphasizes that he joined over 30 years ago and it was a different time. "I really was sent in the middle of nowhere, but that was the '70s," he says. "I don't think the government would allow that kind of thing these days."

Additionally, being sent to a third-world country without knowing the common tongue made things difficult for Heine.

"I didn't know the language, I didn't know the culture, the food was different—everything was different," he says.

According to Heine, there was extreme political instability in El Salvador during the 1970s, which resulted in heavy military influence across the country. "I remember one of the very first things I saw when I got there were guys my age with machine guns over their shoulders," he says. "When the national guard would come around, and they thought you weren't doing what they thought you should be doing, they could get a little nasty."

"Peace Corps taught me the importance of humility and being ... there for others. There is very little benefit for not having regards for your fellow man and realizing that you're not better than them [is important]," he says. "You take a deep breath before you judge others, and that's what the Peace Corps taught me."

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Sarah Swenson

Sarah Swenson joined the Peace Corps in 2007 at the age of 22 after graduating from Central Washington University. The Peace Corps stationed Swenson in Malawi, Africa where she served her required two years of service. After enjoying her experience so much, though, she extended her stay an extra year so she was able to serve three in all.

"I think I learned to be flexible and adapt and to listen a lot," Swenson says, adding that different cultures offer diverse lifestyles, which is something she had to get used to.

Swenson left for the Peace Corps as someone with a sense of adventure and her years of service didn't change that. In the years since, Swenson has gone back to Malawi to visit the place she considered home for three years of her life.

Swenson says the Peace Corps taught her the value of respecting others, how to be resourceful and how to enjoy life without judgment.

However, there are a few things Swenson wishes she had known before serving. "Less is more. Take the things that are going to bring you the sense of home," she says. "But as far as clothes and stuff, you are going to be able to get a lot of what you need where you are staying."

Two years is a long time to be away from your own culture and it's common for people to develop cravings for things they never thought they would miss.

"It's funny—I ended up having my parents send packages of peanut M&M's and Yvetea cheese," she says. "Yvetea cheese is kind of disgusting, but cheese was really expensive and hard to get and Yvetea would travel over a month. Peanut M&M's had a hard shell and wouldn't melt in the 112-degree weather."

Two years away from home can certainly change someone. For Swenson, it gave her a new perspective on life.

"I went thinking I had all these great ideas, but going to a developing country and seeing all these problems—I thought I had all these answers," she explains. "Our answers don't always work, though, because the challenges that they face are complex in nature as well."

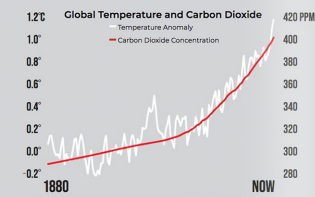
On top of everything that she learned, Swenson believes the benefits of joining the Peace Corps should outweigh any negative connotations people might have about it. "I think it's all about the person you are and whether or not you're going to try and make the most out of the experience," she says.

Scott Sackett

In 1996, Scott Sackett joined Peace Corps fresh out of graduate school and served his two years in Guinea, Africa where he taught middle school and high school English. As Americans, we have become accustomed to getting as much done throughout the day in fear of becoming behind on productivity. As frustrating as it may have been sometimes, Sackett says he learned the value of patience.



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Warmer Fall Nights in Seattle

Minimum Temperature Trend
Source: NOAA GISS, NOAA NCEI, ESRIL, & Climate Central

Temperature measured from September to November
Source: NOAA GISS & Climate Central

Natural vs. Human Caused Coastal Flood Days in the U.S.
Source: US EPA & Climate Central

Major Take-Aways from the 4th National Climate Assessment
Released by the U.S. Global Change Research Program in 2017. Source: Climate Central

- The global average temperature has increased 1.8°F (1°C) from 1951 to 2016.
- North American maximum snow depth, and Western snow water have all declined.
- Global sea level has risen about 7.8 inches since 1900, with about 1.6 feet occurring since 1993.
- The world's oceans have absorbed 30% of the excess heat caused by global warming since the 1950s.
- Oceans are warming, rising, and getting more acidic.

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Why Does it Matter?

In the past, Earth's climate has shifted dramatically according to Dr. Susan Kaspari, associate professor in the Department of Geological Sciences at CWU. Kaspari goes on to say, "The huge difference today is the rate at which the climate is warming."

The United States is quite unique in that climate change is a politicized issue," Kaspari says. Despite this, she makes a point that even with that tension, "common ground can still be found." She also says that wanting clean air and access to water are things that many people agree are necessary.

In our region, a changing climate will greatly impact water and wildfires, which go hand-in-hand a lot of the time, according to Kaspari, who says that less rainfall leads to more intense and frequent wildfires. This cycle also disrupts our much-needed snow during the winter because it will instead precipitate as rain, which is not beneficial to us in the summer months. Kaspari points out that these changes can already be seen in the precipitation records in our area. According to her,

of the snow and ice, increasing its absorption of the sun's energy. The other carbon emission that is harmful to the environment is methane, according to Kaspari, which is what is most prevalent in the meat farming industry.

Though it may seem like there's a big divide between people who believe in climate change and those who don't, Kaspari mentions that most scientists agree that the climate is changing and the Earth is warming. The tension is caused by misunderstandings about what those changes will bring about.

There are three types of carbon that contribute to global warming and, overall, climate change. "Carbon dioxide" says Kaspari, "is the largest cause of the warming that is occurring." Kaspari spends her time studying another form of carbon—black carbon—which she says is the second-largest contributor to global warming.

She explains black carbon as being "soot" that arises when biofuels and fossil fuels have not completely combusted. The reason that black carbon is so dangerous is that it absorbs the sun's energy, which then causes the Earth to warm. This black carbon is carried to glacier surfaces by the wind and leads to darkening

these changes are not in the future—

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they are now.

Daily Food Choices

According to Katie Cantrell, founder and executive director of the Factory Farming Awareness Coalition, the single biggest emitter of greenhouse gases in the food industry. "The top five meat producers emit more carbon than Exxon, Shell or BP" says Cantrell, but it's not all hopeless. Cantrell says that there are many ways that students can help but the best way is to simply stop buying meat. While that is quite extreme and can be unappealing for people who are unable to go vegetarian or vegan, Cantrell says that even cutting back on our meat intake will have a significant impact on our planet.

"If we cut out carbon emissions from every other sector, the meat farming industry alone will use our entire carbon budget by 2050,"



Meat production makes more greenhouse gases than all the planes, trains and cars in the world
Source: United Nations Food and Agriculture Organization

Cantrell says, urging us to understand just how much of an impact our food makes. Additionally, meat packaging and production requires immense use of plastic and Styrofoam and buying less will also cut back on total plastic use. Another point that Cantrell makes is that by buying less meat, we are also reducing the chance of having to throw out the meat we didn't get the chance of eating, which has a twofold positive effect: it means an animal didn't die for nothing and it reduces the methane emissions that come from rotting meat.

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OPENING THE CONVERSATION ON

CLIMATE CHANGE

One of the single most effective ways to decrease our carbon footprint is through our food choices.

Source: veg.org/aware.org

"We can make meaningful impacts if we ask for more plant-based options on campus, not just asking to get rid of meat options."

— Katie Cantrell
Founder and Executive Director of the Factory Farming Awareness Coalition



Harsh Realities, Sustainability and You

Story by Nikole Chumley
Design & Illustration by Matthew Conrardy

The sun is shining, your bags are packed and you have the perfect road trip playlist. You and your friends are finally making that beach trip you have been planning for weeks. You get there, lay out your towels and look to the horizon. You turn to your friend and say, "Remember when Tukwila wasn't a coastal town?"

Sea levels have risen 12mm per year since 1933, according to the National Oceanic and Atmospheric Administration. This means that cities like New York and New Orleans will be underwater if climate

change is not addressed and corrected now. PULSE sought out professionals, professors and Environmental Club members to understand why climate change is a big deal, and how students can become more aware of our contributions. Climate change and global warming are happening right now.

There are several ways the individual can combat this imminent threat, but corporations are also responsible for this rapid degradation of the only home we will ever know.



APPAREL

Illustration / Hand Lettering

**MT. JOY
ADAM MELCHOR
VARIOUS TEES**

VP Belief #6

The power of juxtaposition
is uncompromising.



OPPOSITE: Rearrange Us, tee graphic
CLOCKWISE FROM TOP LEFT: Planet Tee, Fresh Fries Tee,
Mountain Hoodie, Mt Joy Inline Tee



ABOVE FROM TOP TO BOTTOM: AM Landscape Tee, Jewel Ride Tee
OPPOSITE: Skeleton Boi Pop, tee graphic



OPPOSITE: Pine Grove Roadhouse Coffee, tee graphic

CLOCKWISE FROM TOP LEFT: Wildcat Ambassador Tee, Love Tape Longsleeve, Rock Against Rape Longsleeve, Amador Cross Country Tee



PACKAGING

Package Design / Pattern Design / Hand Lettering

SUSTAIN BACKPACKING

PRIORITY PLACES

VP Belief #7

Both consumers and designers have a powerful influence over how the world operates.



CLIF
BAR

SUSTAIN

BACKPACKING
MEALS

CLIF
BAR

SUSTAIN

BACKPACKING
MEALS

ABOUT

Sustain Backpacking Meals is a brand extension exploration for the Cliff Bar Company. Sustain builds off of Cliff Bar's mission of environmental stewardship and sustainability to create a line of organic, plant-based dehydrated meals that empowers people to go outside.

The following packaging exploration includes patterns, colors, and a final packaging system for Sustain.





ABOVE: Sustain Backpacking Meals final packaging

OPPOSITE: Priority Places Variety Pack cover page





ABOUT

Priority Places Variety Pack is a product extension exploration for the The World Wildlife Fund. "Priority places" are sanctioned locations from all around the world that the WWF have specifically declared as urgent locations where their work is needed. The Priority Places Variety Pack is a product line of craft beer to bring attention to the mission of the WWF.

The following packaging exploration includes patterns, colors, and a final packaging system for Priority Places Variety Pack.



ABOVE: Priority Places Variety Pack final packaging

**THANKS
FOR
LOOKIN'**



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