

AR

ADDIE
BOGDAN

SELECTED WORKS

TO DESIGN

TO DESIGN

To be aware of all options and be industrious with potential ideas. To be flexible and allow change. To be willing to be dynamic in achieving the best design solution.

1 /
TO EDUCATE
PAGE 7

2 /
TO SHOW OFF
PAGE 21

3 /
TO MOTIVATE
PAGE 37

4 /
TO AWE
PAGE 61

5 /
TO INSPIRE
PAGE 77

PROJECTS



1

YEAR: 2017
TEACHER: Anitra Nottingham
CLASS: Visual Thinking
TYPE/CATEGORY: Branding & Corporate Design

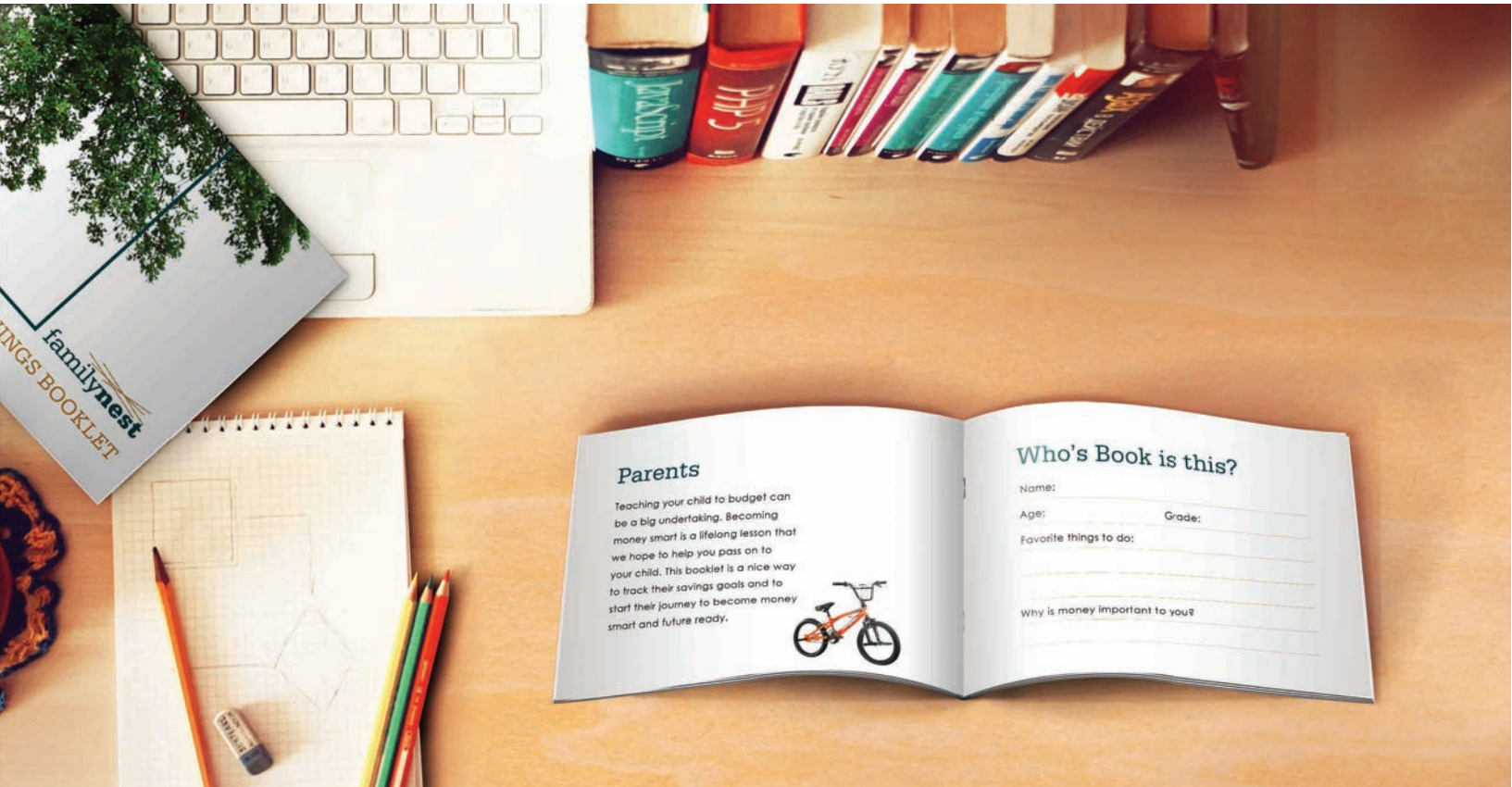
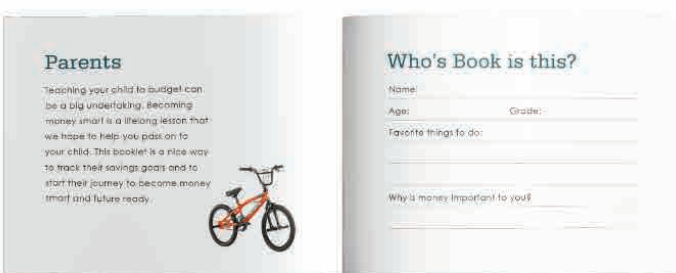
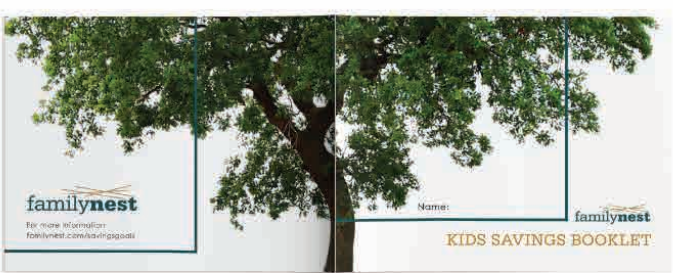
1 TO EDUCATE
2 TO SHOW OFF
3 TO MOTIVATE
4 TO AWE
5 TO INSPIRE

TO EDUCATE

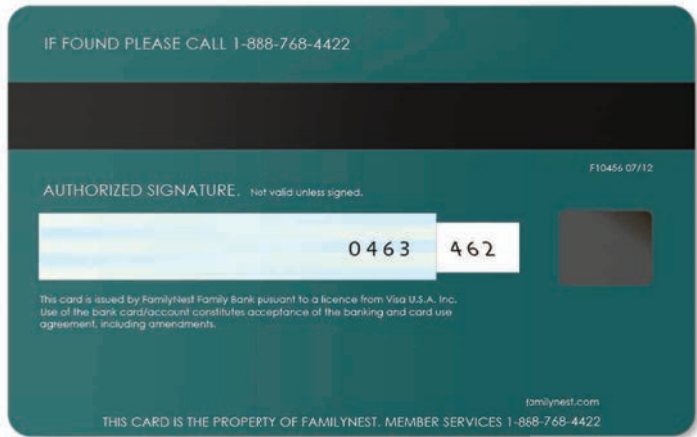
OBJECTIVE– Develop tools the whole family can use to become money smart and future ready. **OVERVIEW**– FamilyNest is a fictitious educational banking system targeted for the whole family. Building on the understanding that many things are learned at home, FamilyNest’s mission is to educate, inform, and support each family member from their first allowance payment to their last retirement check. **APPROACH**– Approachable colors and bright images make FamilyNest feel welcoming. Kid-targeted design of the ATM receipts & savings booklets captures the attention of the youngest members, while an uncomplicated UX design for mobile and desktop allow for comfortable adult experience. **AUDIENCE**– FamilyNest is targeted to attract families with children aged 8 to 18. The ideal customer is looking for products and programs that allow banking to be more than a duty. With FamilyNest managing money becomes a learning opportunity for the whole family.



1 TO EDUCATE 2 TO SHOW OFF 3 TO MOTIVATE 4 TO AWE 5 TO INSPIRE











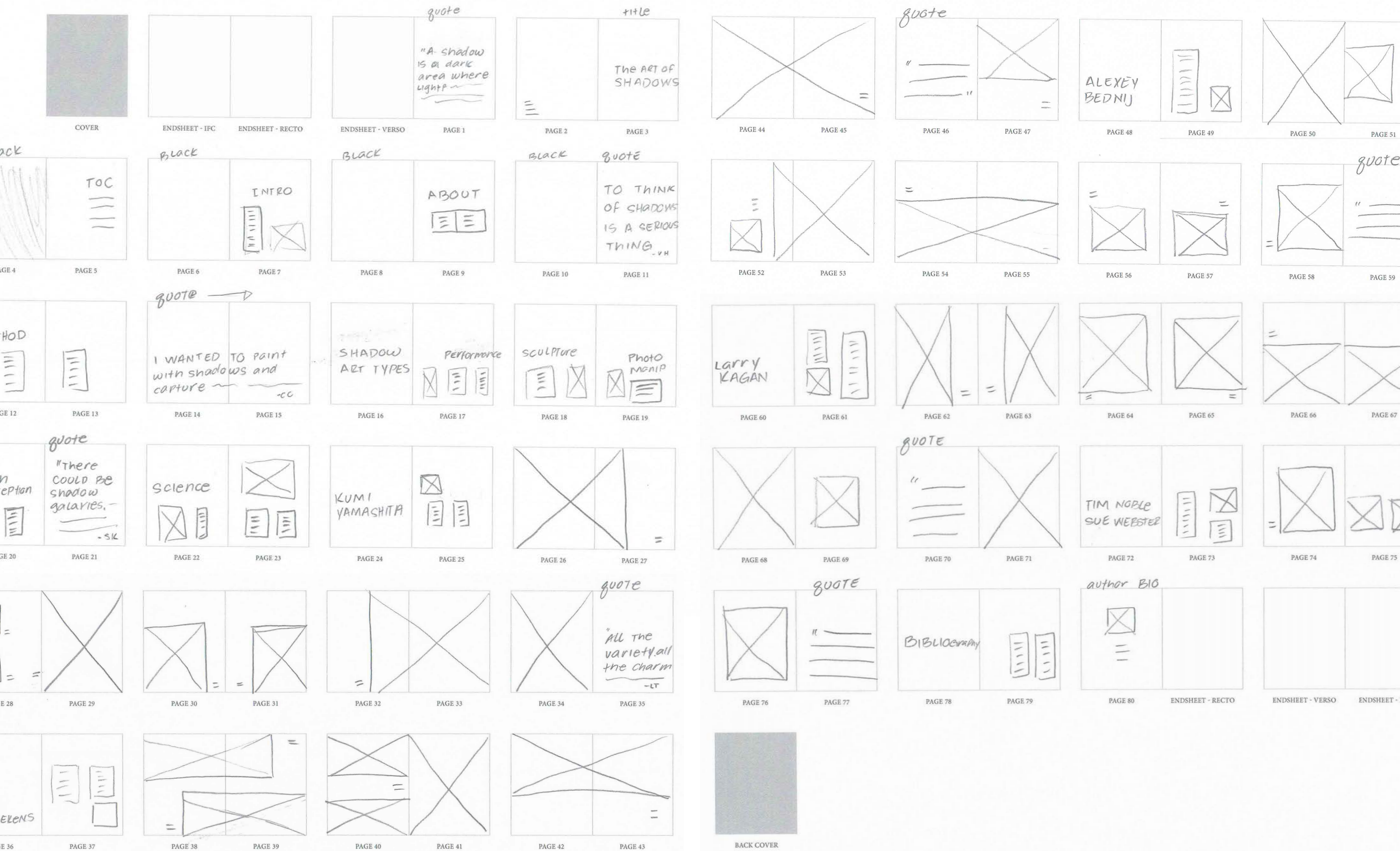
2

YEAR: 2017
TEACHER: Lian Ng
CLASS: Type Systems
TYPE/CATEGORY: Book & Website Design

1 TO EDUCATE 2 TO SHOW OFF 3 TO MOTIVATE 4 TO AWE 5 TO INSPIRE

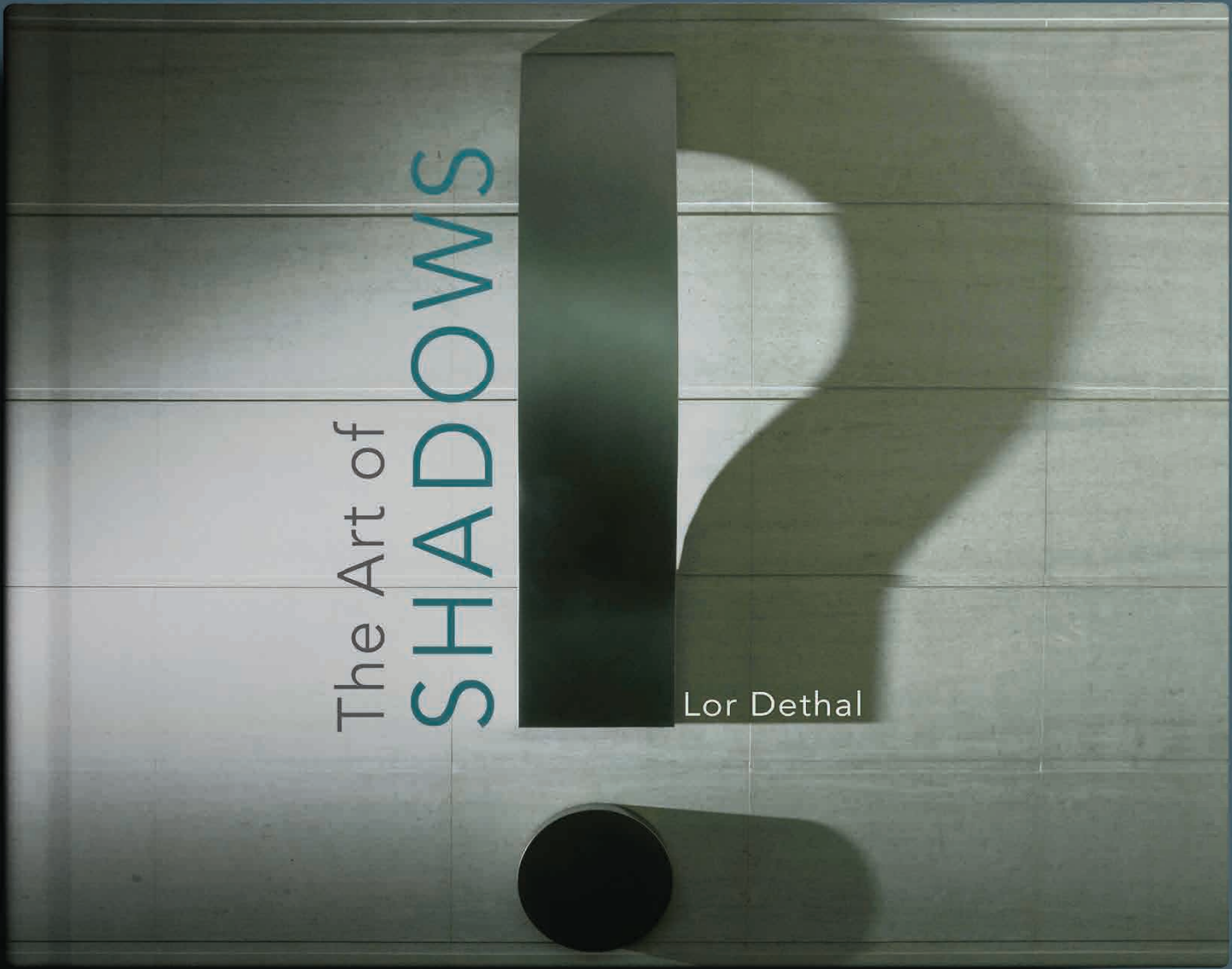
TO SHOW OFF

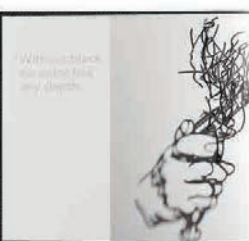
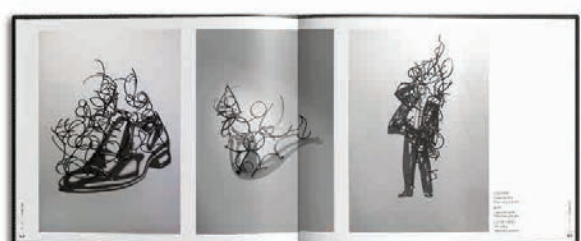
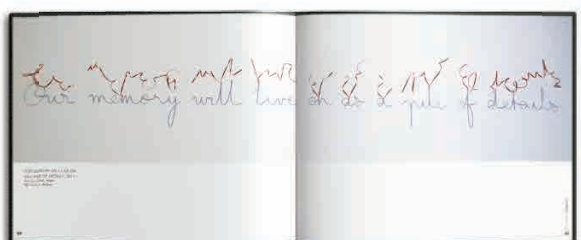
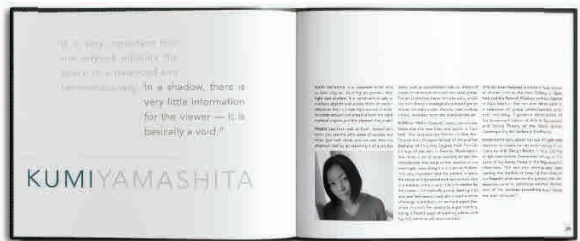
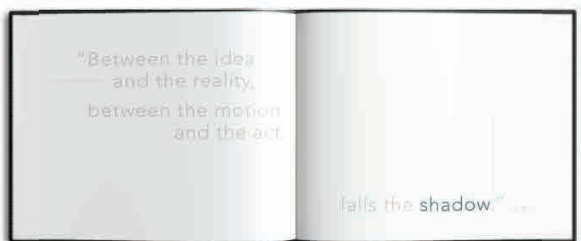
OBJECTIVE– Design a display-worthy book highlighting the art of shadows. **OVERVIEW**– Shadow art is a newer form of sculptural art where items or materials are lit from an angle to produce an image or scene. These installations are quite magical. From garbage to household objects, from bent wire to taxidermy, the art is truly revealed when the subject fades and the shadows form. **APPROACH**– Open airy type was chosen to capture the ephemeral nature of this art form. Large photographs show off both the subject and the resulting shadows, while copious white space allows the reader feel they were in the showroom beside the installation. The pull quotes and titles dramatically contrast with the smaller body copy. **AUDIENCE**– Shadow Art is a book both informative and interesting to flip through. The artwork speaks for itself with dynamic subjects and even more amazing shadow results. This book is meant to grace the coffee table of a 20’s to 40-something’s living room to show off to their friends or to read for an introduction into this fascinating art form.



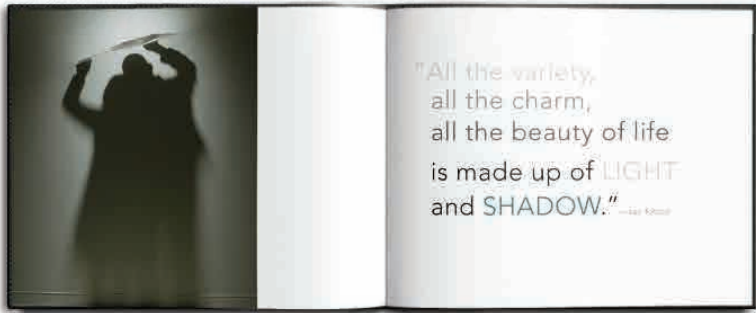


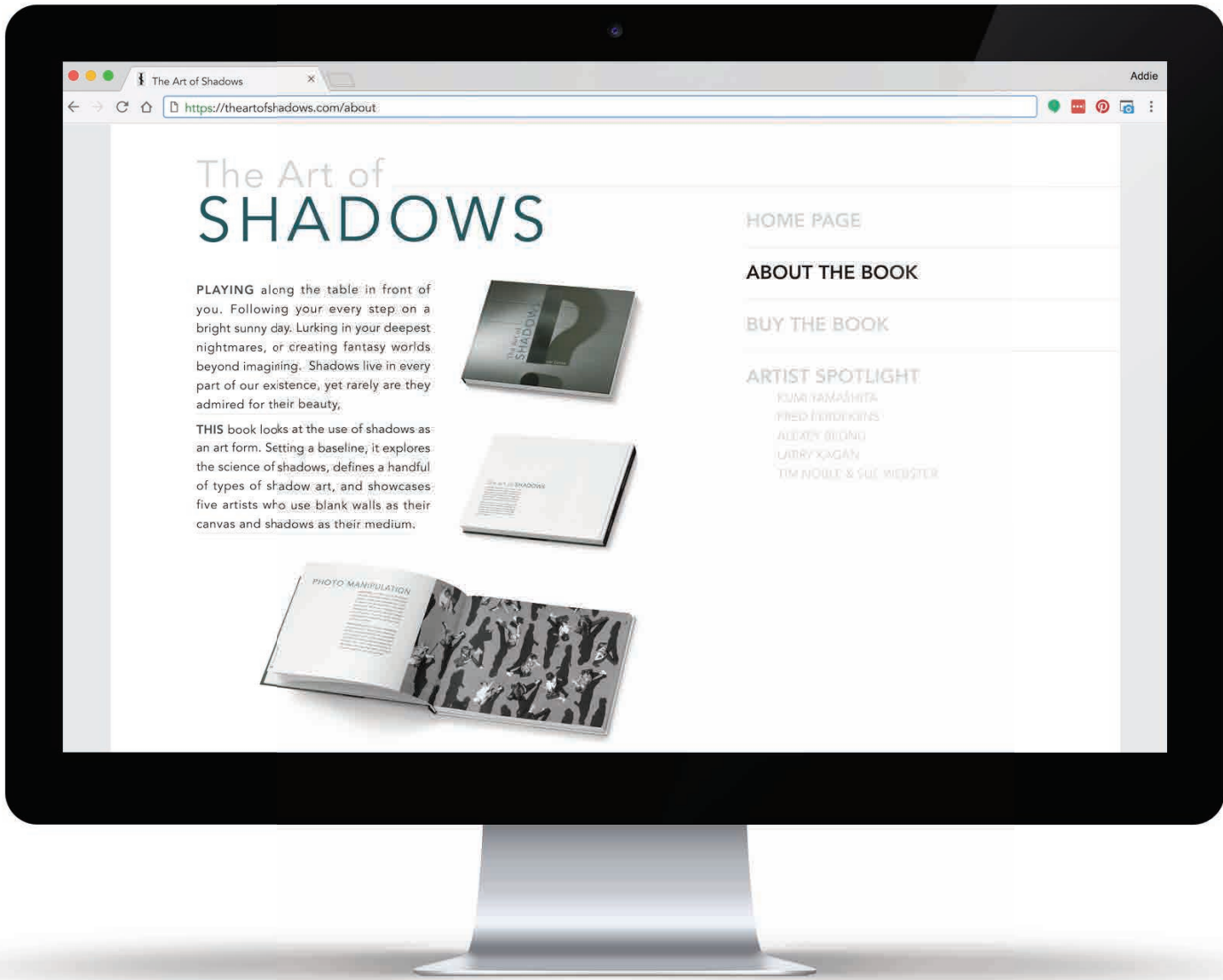
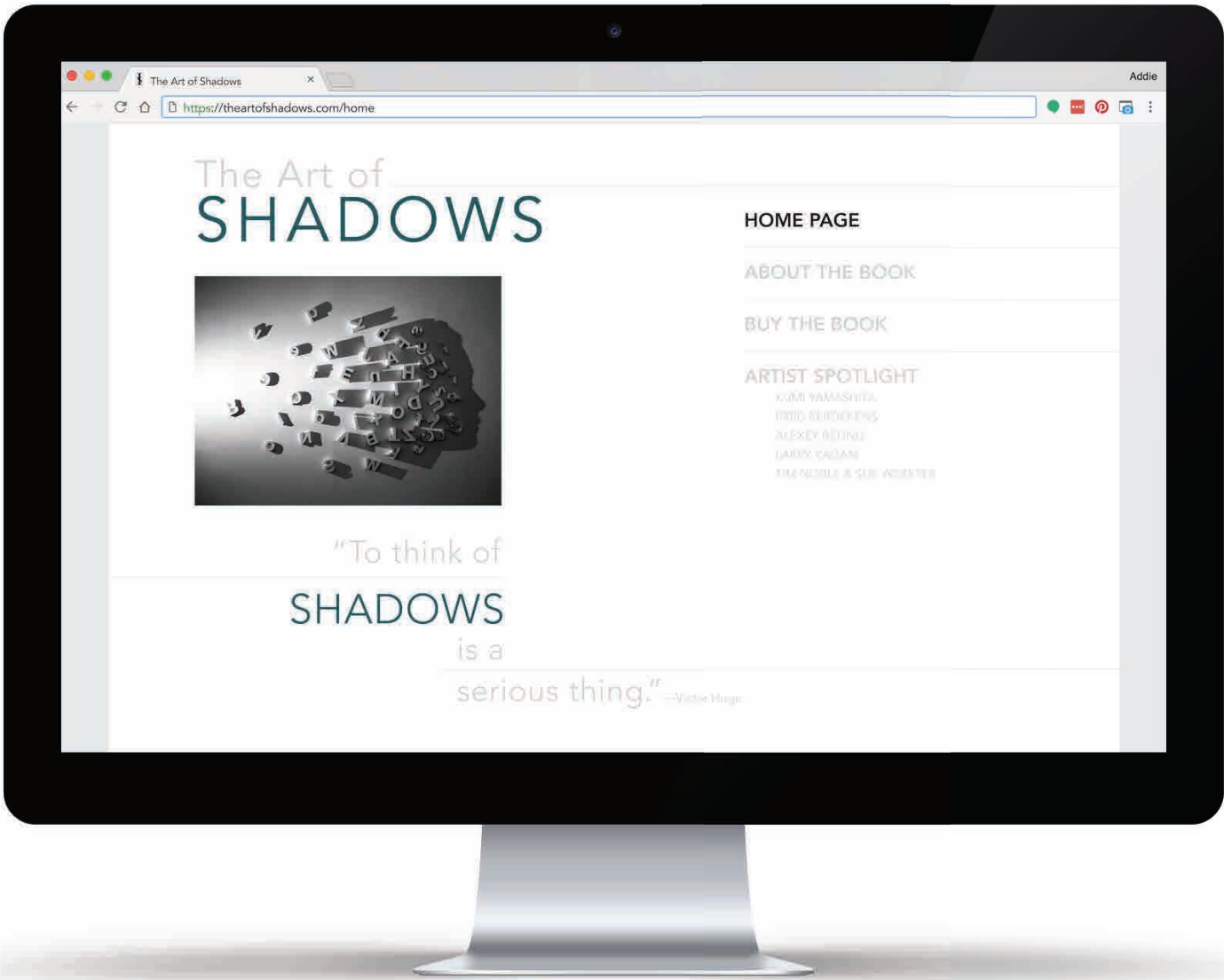
SELECTED WORKS BY ADDIE BOGDAN

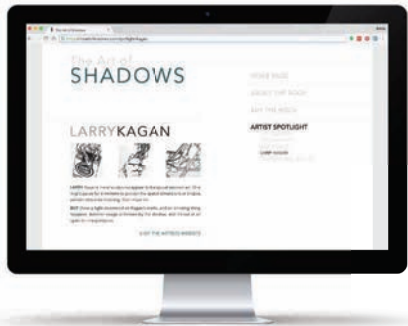
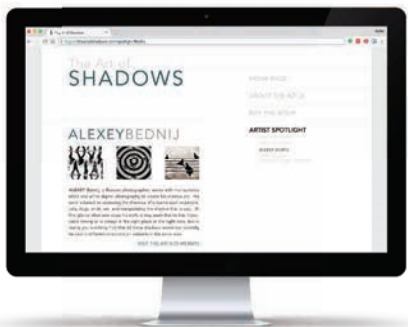
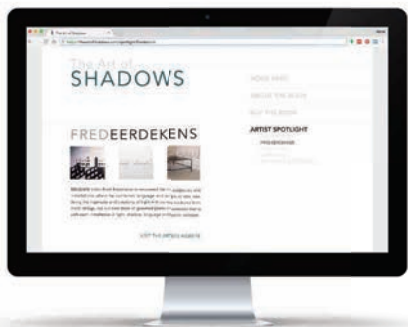
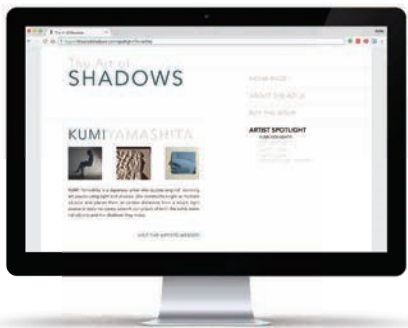
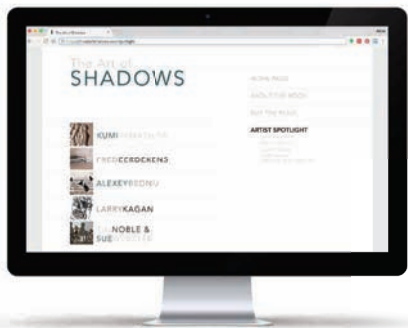












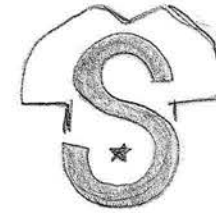
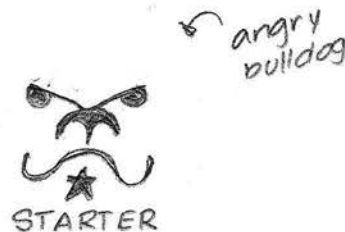
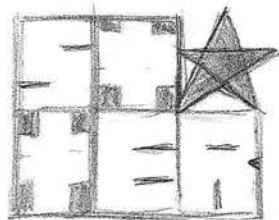
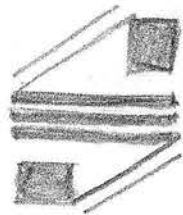
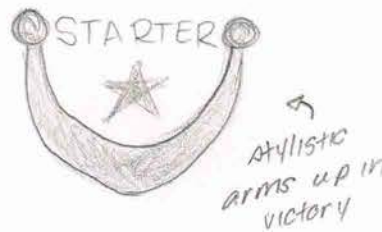
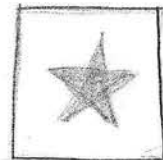
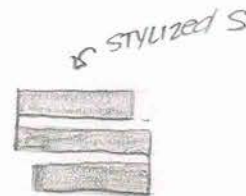
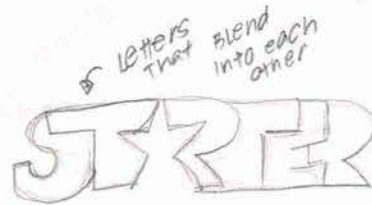
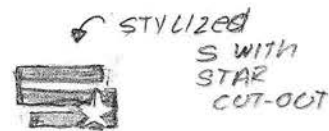
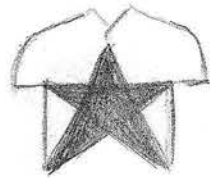


YEAR: 2017
TEACHER: Anitra Nottingham
CLASS: Nature of Identity
TYPE/CATEGORY: Branding & Book Design

1 TO EDUCATE 2 TO SHOW OFF 3 TO MOTIVATE 4 TO AWE 5 TO INSPIRE

TO MOTIVATE

OBJECTIVE– Revive a dead or dying company through a brand redesign and expansions into new product segments. **OVERVIEW**– Starter is a beloved brand for many. We can all imagine the nostalgic feel of a new satin jacket, the pride of representing your favorite team or pop icon, or remembering just how much cooler you were wearing it. **APPROACH**– Pride. Icon. Fashion. Cool. These are just a few words one would have attributed to the original Starter brand. I wanted to grow this to include Heroic. When wearing Starter one should feel like they can take on the world. So my approach to this project was to go big. To be strong, energetic, and vivid. Larger than life brandmark, bold colors, products that help you achieve great things. **AUDIENCE**– This brand has a wide spectrum for its audience, from the once a month gym-goer to the pro athlete. But they all have one thing in common– feel great while working towards being awesome. The new brand puts aside the stigma of what it means to wear Starter, and instead focuses on what you will feel like when you wear Starter.



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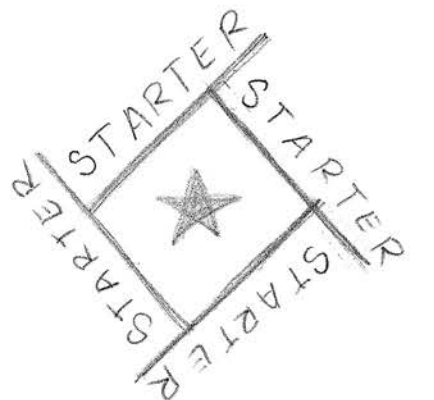


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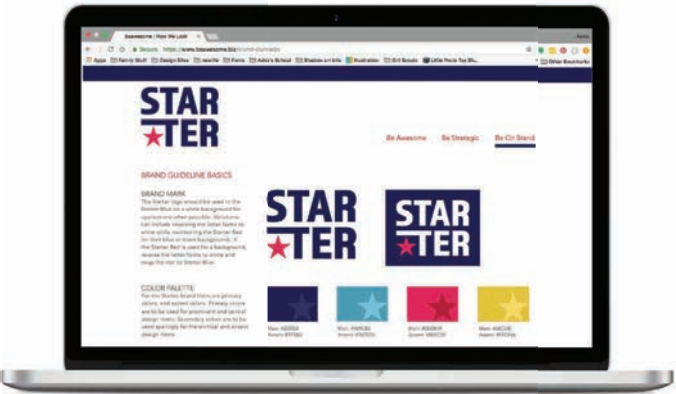
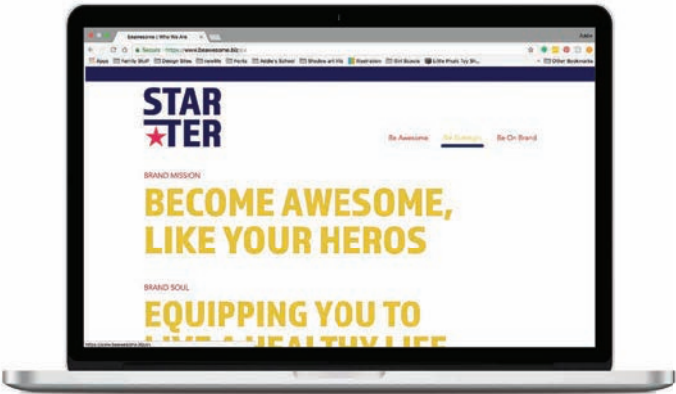
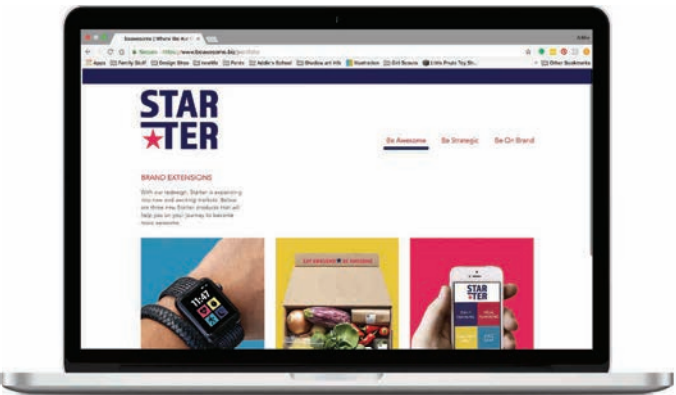
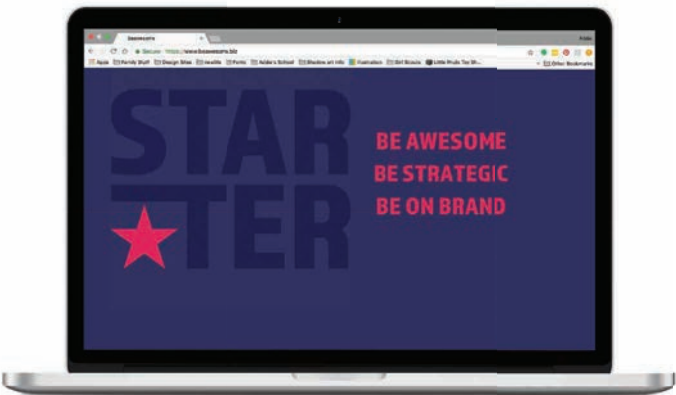


strong



STAR ★TER





1 TO EDUCATE 2 TO SHOW OFF 3 TO MOTIVATE 4 TO AWE 5 TO INSPIRE

Brand Soul

**BECOME
AWESOME,
LIKE YOUR
HEROES.**





DATE: September 30, 2017
FROM: Meredith Bronson, Director, Research Programs
TO: Franco Marconi, Director, Research Programs
ABOUT: Commendation - Jessie Williams - Transport Demand Project

The purpose of this is to officially commend Jessie Williams for her exceptional contribution throughout her assignment to the Transport Demand Project (TDP). As you know, Jessie has been working on special assignment with the TDP team for the past eight months. Now that she is about to return to your part of the organization I wanted to make sure that she gets some recognition for her significant and exceptional contributions to the project.

As a Marketing Manager, Jessie's role in the project was pivotal to its timely and successful completion. It was Jessie who worked long hours, numerous nights and weekends with her small team of brand researchers first specifying, and then deploying the many redevelopments to improve the Starter rebrand. The quality of Jessie's written work was also exceptional. Her brand analysis summaries were always very well written and clearly described the suggested changes and deployment strategies.

As a colleague and project team member, Jessie was also outstanding. Her upbeat enthusiasm for the project was infectious, and she seemed to motivate the entire project team. She was very well-liked by all team members, and in effect she became "unofficial" deputy project manager.

In closing, I would like to say that I have worked with many Marketing Managers over the years and have never run across one as professional and productive as Jessie Williams was on the TDP project. I believe that the organization as a whole should recognize his exceptional contribution to this major company initiative.

Please let me know if you have any questions or comments.
Meredith Bronson,
Director, Economic Research

BEAWESOME.BIZ • 123765 STARTER BLVD, ANYTOWN, MA 09876



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**STAR
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DAILY
TRAINING

MEAL
PLANNING

COACHING
HELP

SYNC
GEAR

TRAIN AWESOME
BE AWESOME





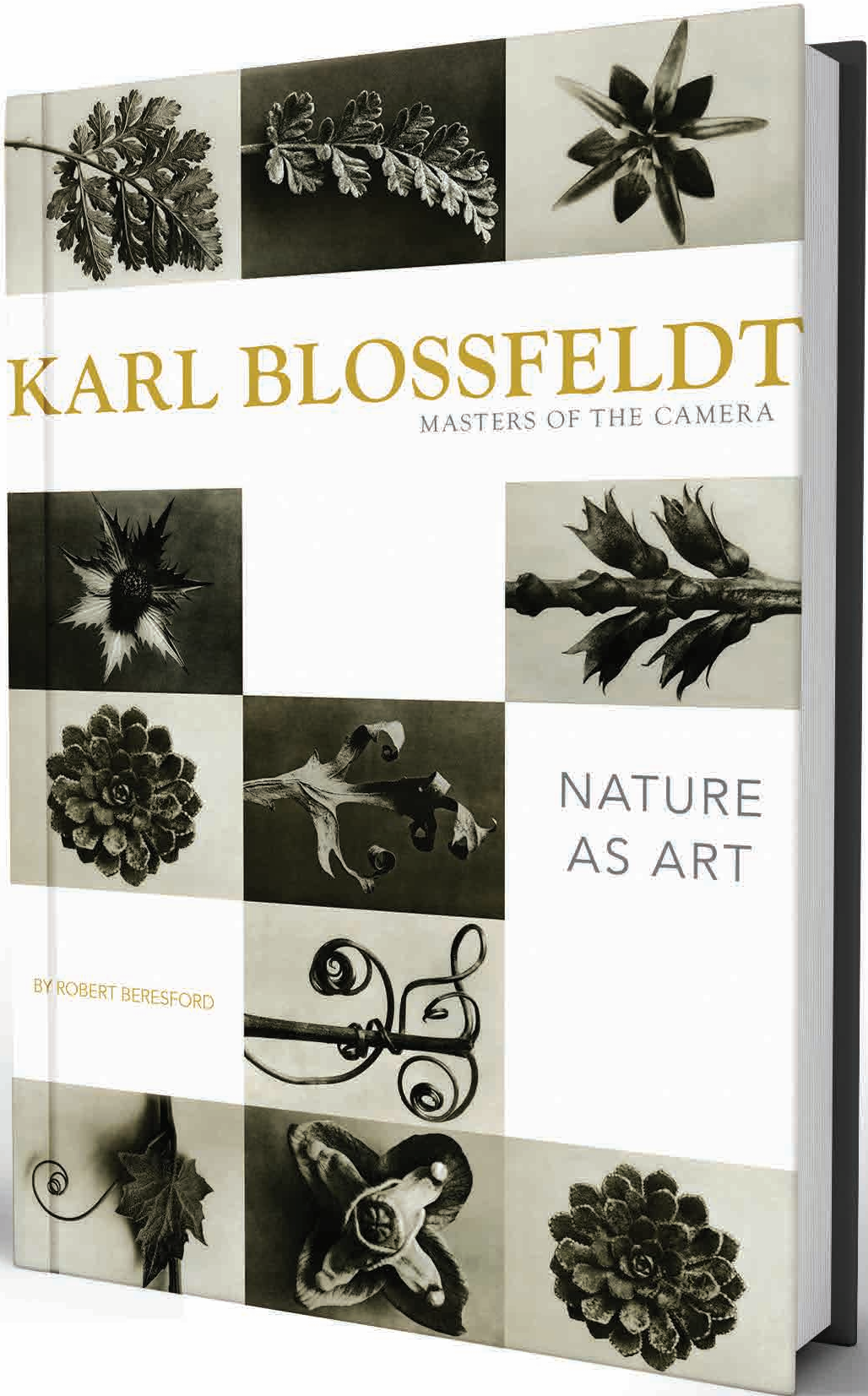
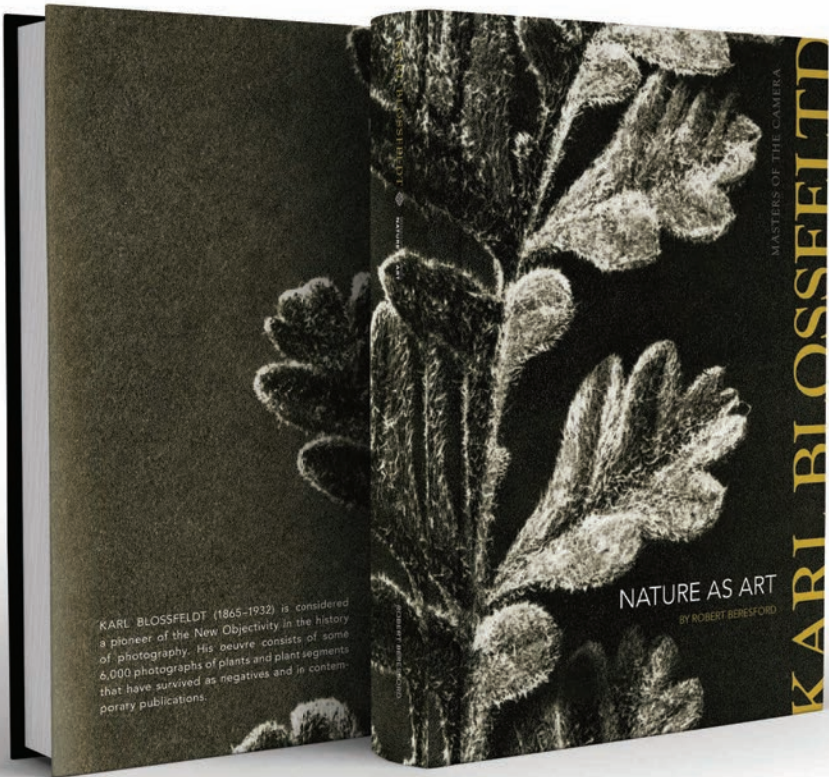
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YEAR: 2016
TEACHER: Nadine Brown
CLASS: Type Composition
TYPE/CATEGORY: Book Design

1 TO EDUCATE
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TO AWE

OBJECTIVE– Create a stylish set of natural photography books that are cohesive in design yet distinctly individual and show a solid knowledge with grid, layout, type, and hierarchy. **OVERVIEW**– Nature when viewed in the minuscule form is absolutely breathtaking. This project shows off the artwork of renown nature photographer Karl Blossfeldt in a set of books that are both individual and identifiable as a set. **APPROACH**– Grand yet delicate. Awe-inspiring yet of the everyday. Individual yet part of a larger structure. His photos are imbued with such dichotomies as these, and so guided my approach. I blended grand headings with delicate body copy, and allow the pictures to take center stage and allow the type to accompany like sunlight over the leaves and flowers depicted. **AUDIENCE**– We all strive to incorporate beauty in our lives. A book, or set of books, in our homes is an excellent option. I envision the person who selects this set would enjoy the subtle beauty of Karl Blossfeldt’s images, and would desire a set that would blend elegantly into their home.







Karl Blossfeldt (1865–1932) is considered a pioneer of the New Objectivity in the history of photography.

His oeuvre consists
of some 6,000 pho-
tographs of plants

and plant segments that have survived as negatives and in contemporary publica-
tions. In addition, another 500 authorized contemporary prints were found in the archive of the Hochschule der Künste in Berlin in 1984. These so-called “vintage prints” were believed to have been lost and belonged—along with three-dimensional models—to Blossfeldt’s instructional materials. ♦ As a sculptor and university teacher, he first taught “modeling based on living plants” at the old unstgewerbe museum in the Gropius Building, then at the Berliner Vereinigten Staatsschulen, the present

innocently and almost unknowingly; for it was not until 1928, shortly before the end of his life, that his *Urformen der Kunst* appeared. Published with primarily didactic rather than artistic intentions by the Wasmuth Verlag in Berlin, the book made him famous overnight. Blossfeldt surely could not have believed his eyes as he read the reviews. ♦ Begun in 1896, his collection was the result of three decades of diligent botanical documentation and dabbling in aesthetics; suddenly the foremost critics and art philosophers of his day were celebrating the discovery of a

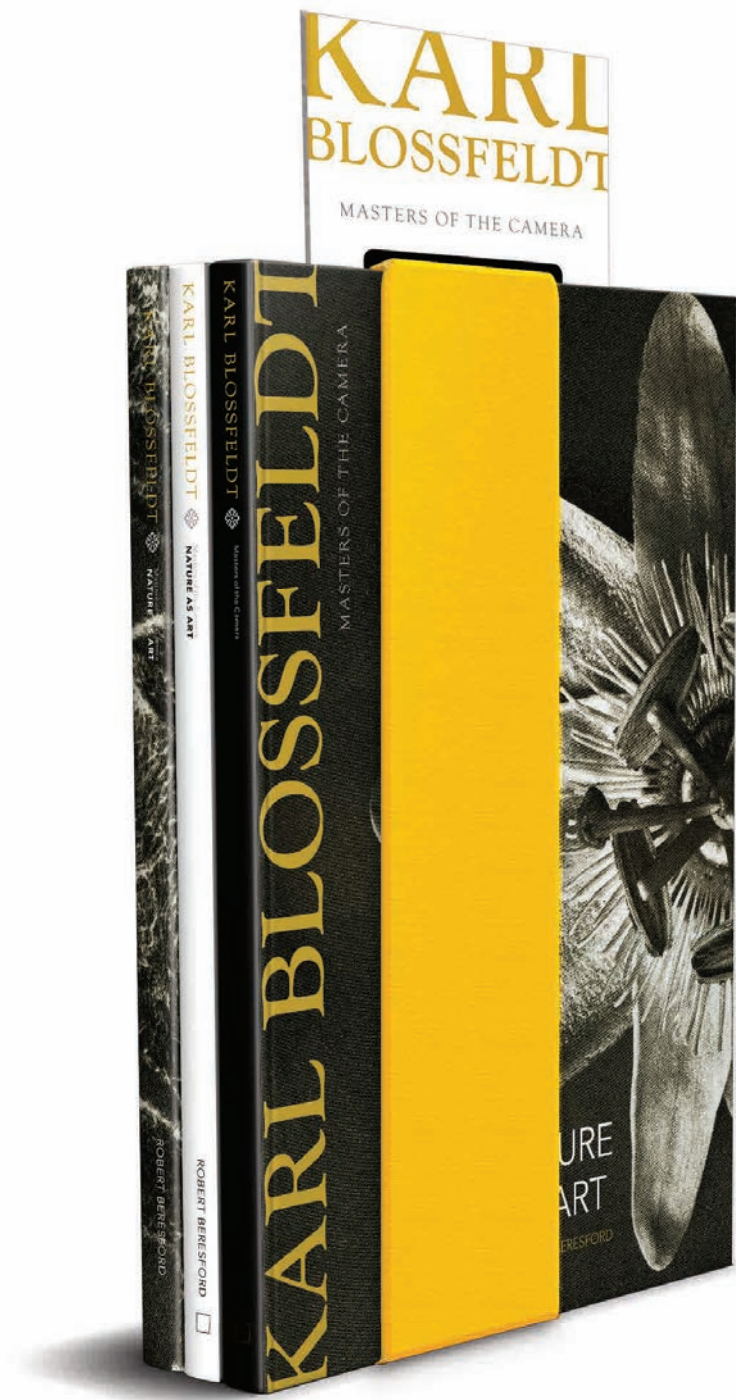
Hochschule der Künste.
He achieved photo-his-
torical fame somewhat

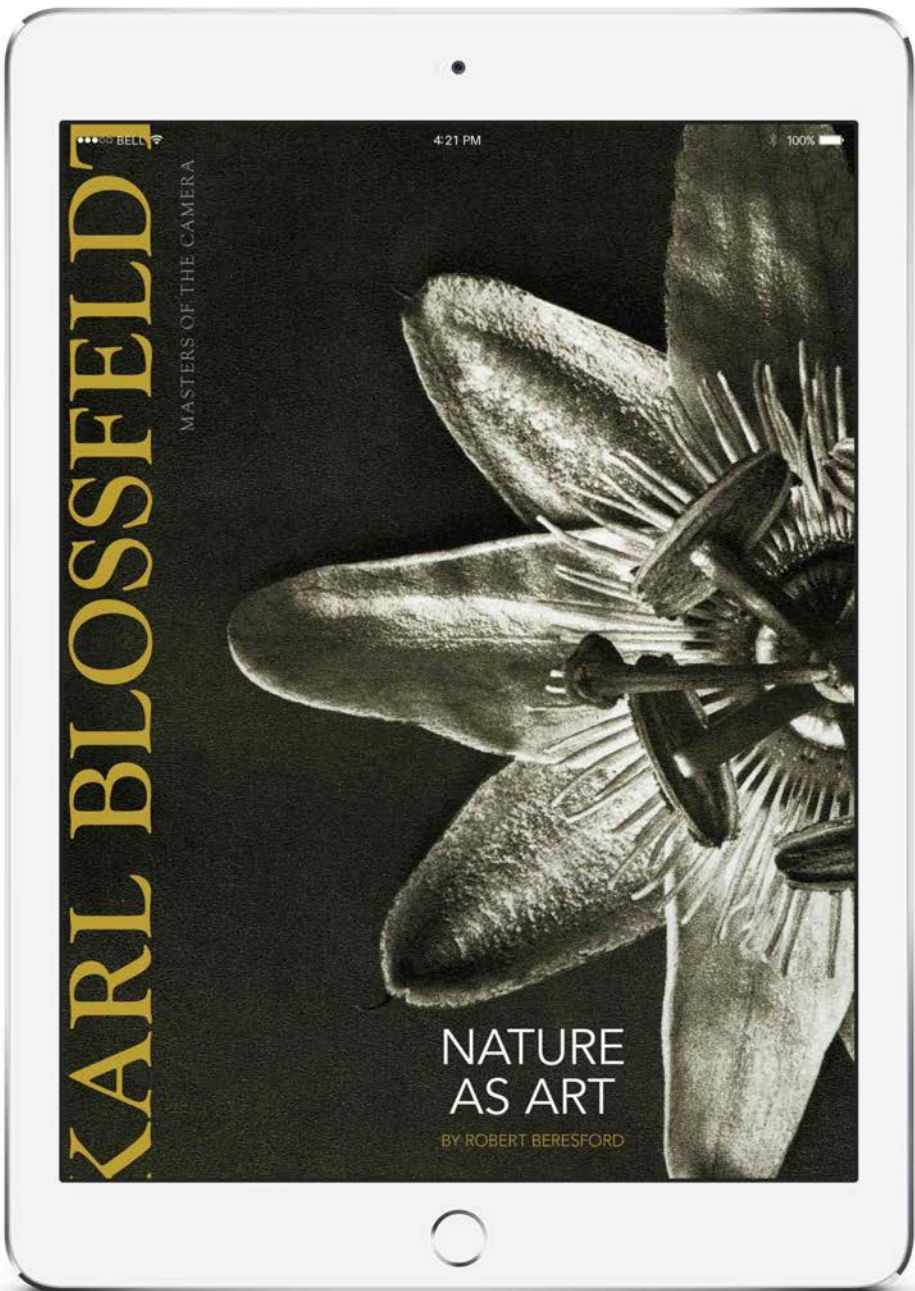
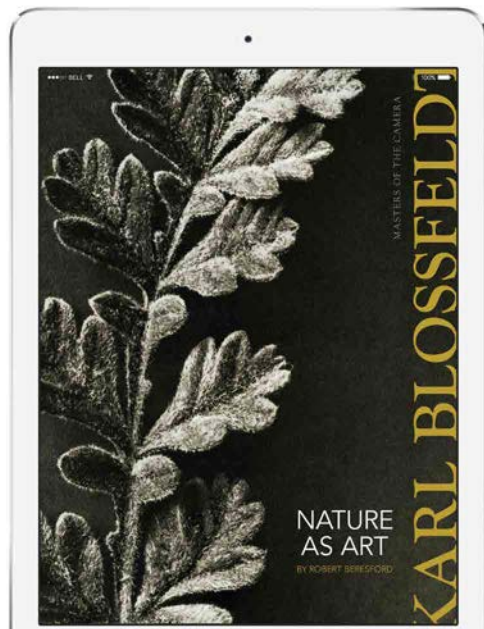
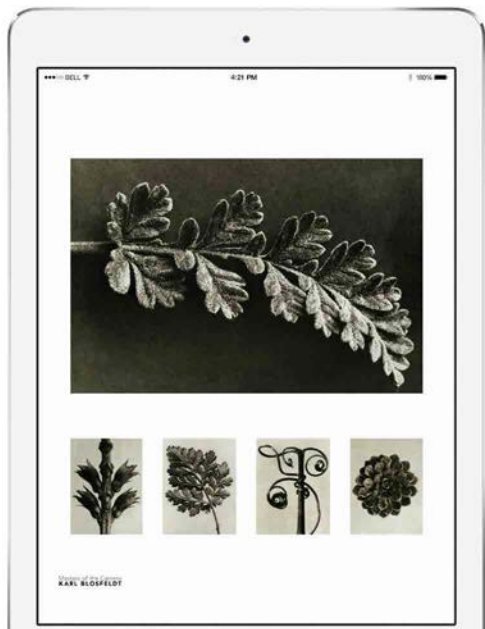
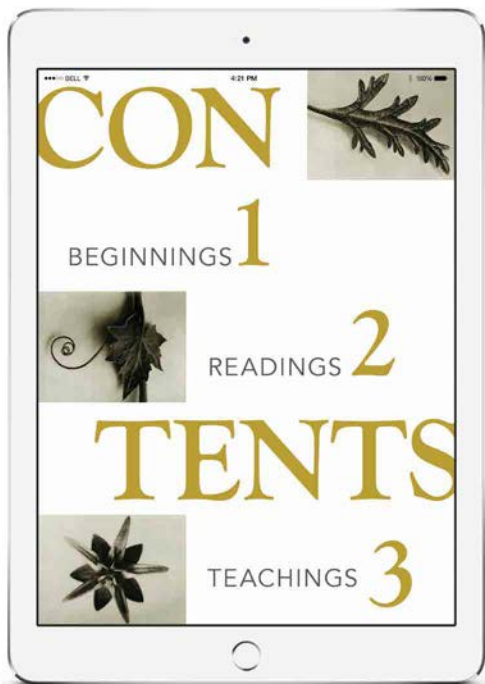
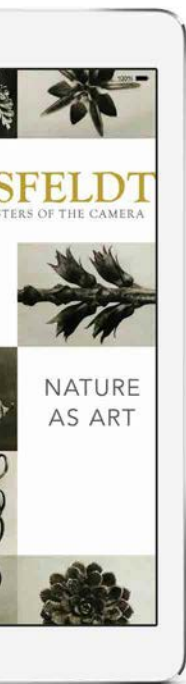
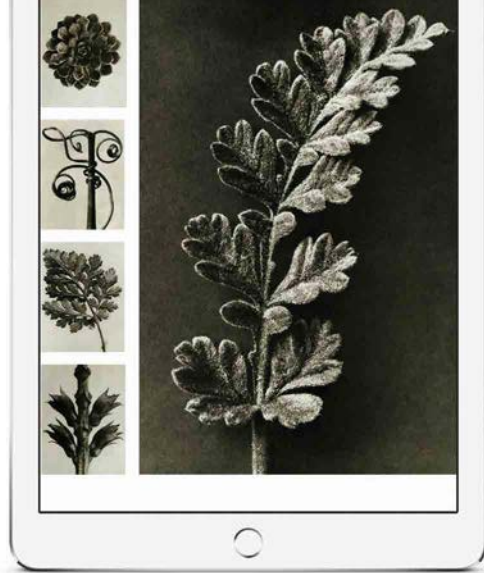
unknown universe. Praised as pioneering feats of the technical medium, almost all the photographs were made with the same camera; and because they were always made for the same purpose—to serve as pedagogical records on film—they were stylistically consistent. Among the first to lavish praise upon Blossfeldt was Walter Benjamin: “He has done his part in that great examination of the perceptive inventory, which will have an unforeseeable effect on our conception of the world. He has proven how right Moholy-Nagy, the pioneer of the new photography, was when he said: He has done his part in that great examination of the perceptive inventory, which will have an

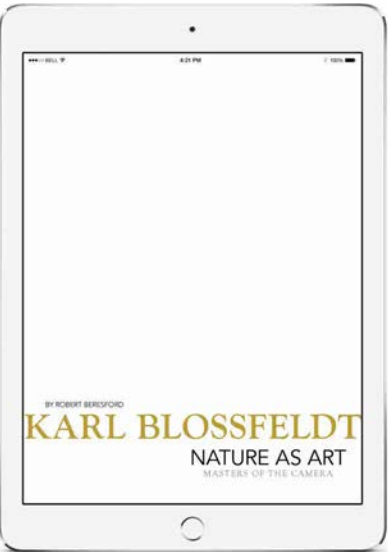
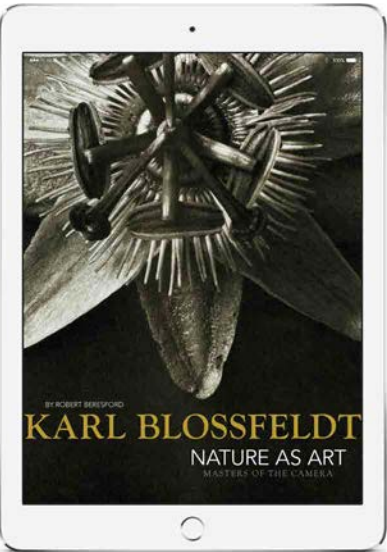
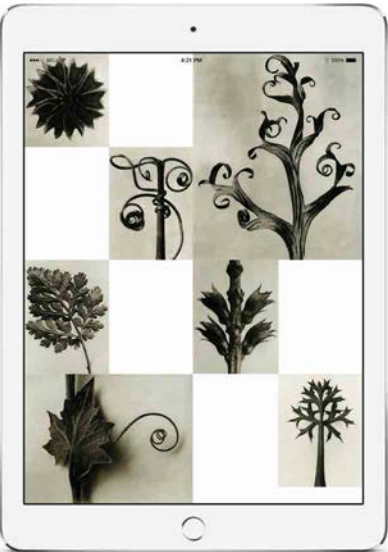
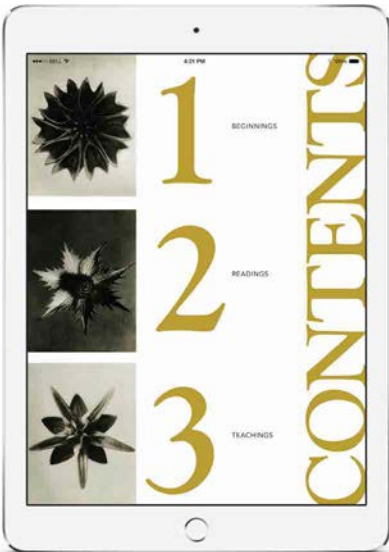
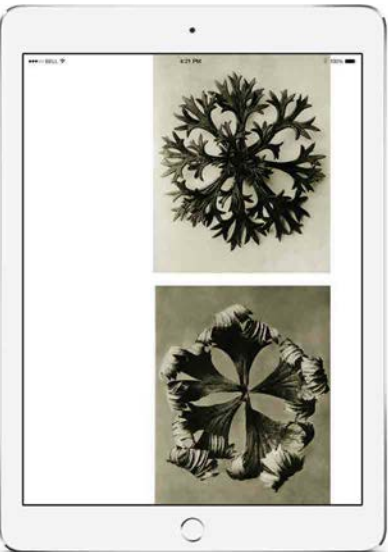
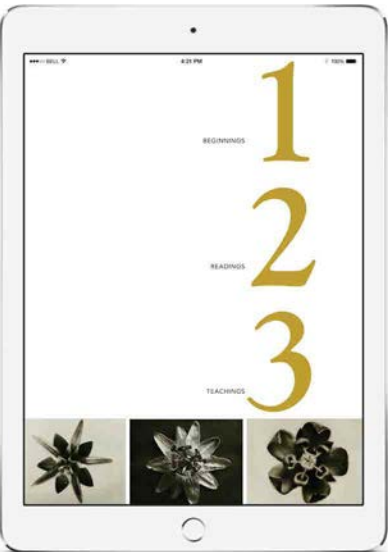
unforeseeable effect on our conception of the world. He has proven how right Moholy-Nagy, the pioneer of the new photography, was when he said: “The limits of photography are unforeseeable. Everything is still so new here that even the search leads to creative results. Technology is the natural precursor for this. The illiterate of the future will not be he who cannot write but he who cannot take a photograph.” Whether we speed up a plant’s growth or show its form in a forty-fold enlargement—in both cases a geyser of new images erupts at points of our existence

where we would
least expect it.

“The limits of photography are unforeseeable. Everything is still so new here that even the search leads to creative results. Technology is the natural precursor for this. The illiterate of the future will not be he who cannot write but he who cannot take a photograph.”









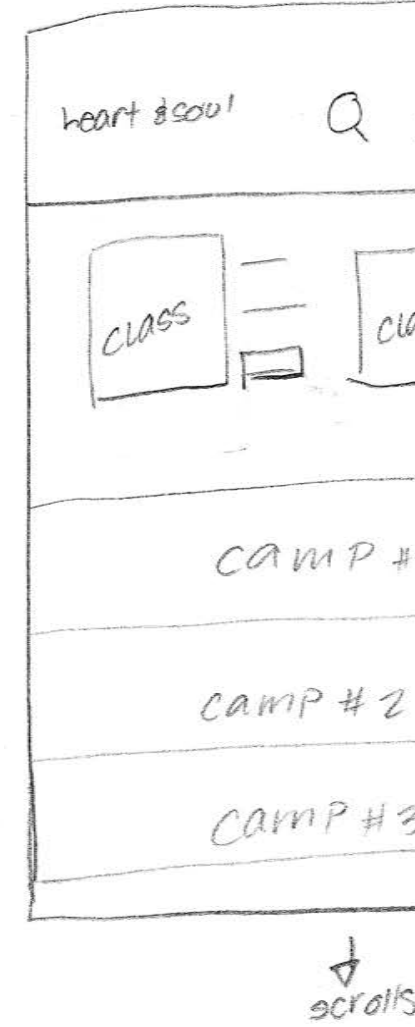
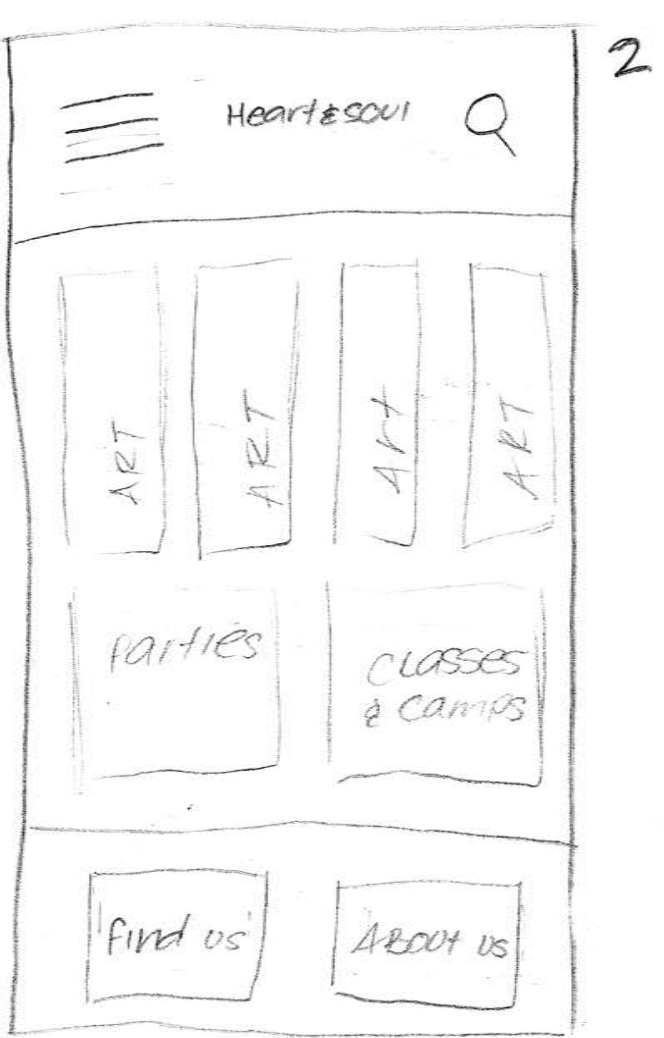
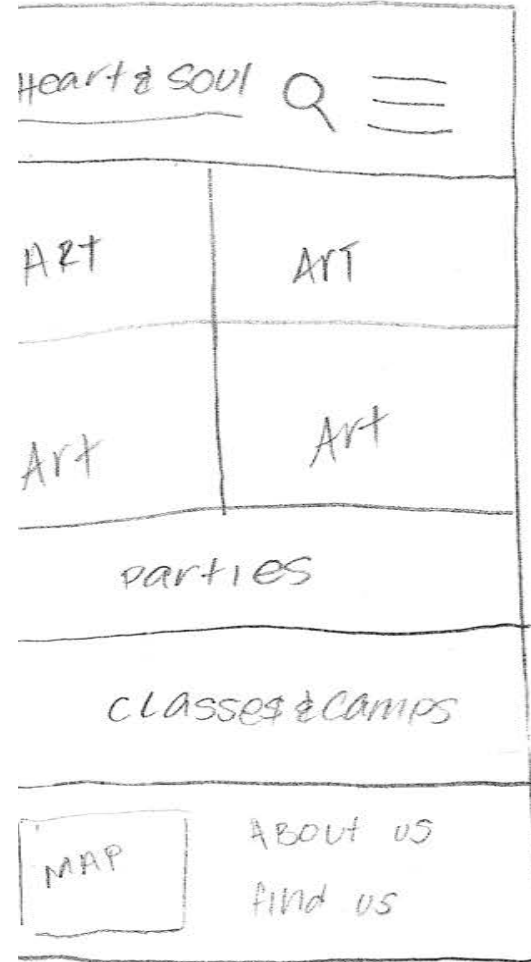
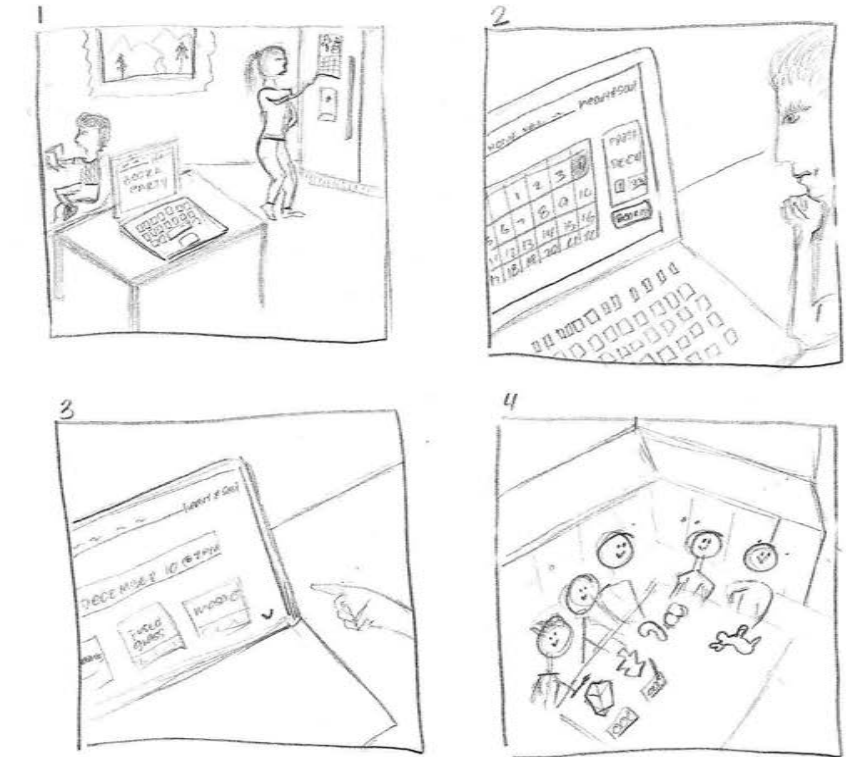
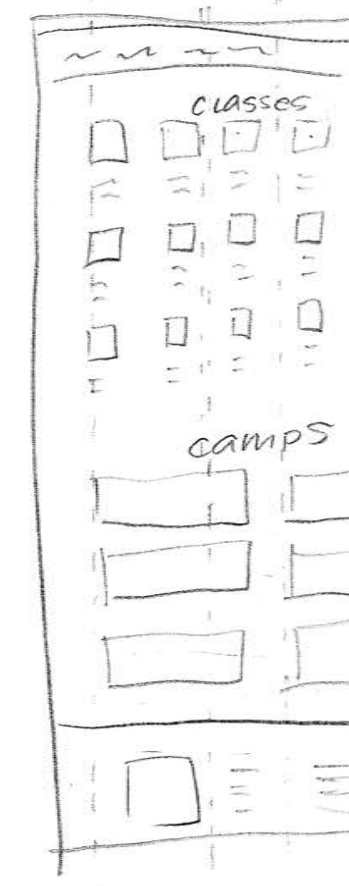
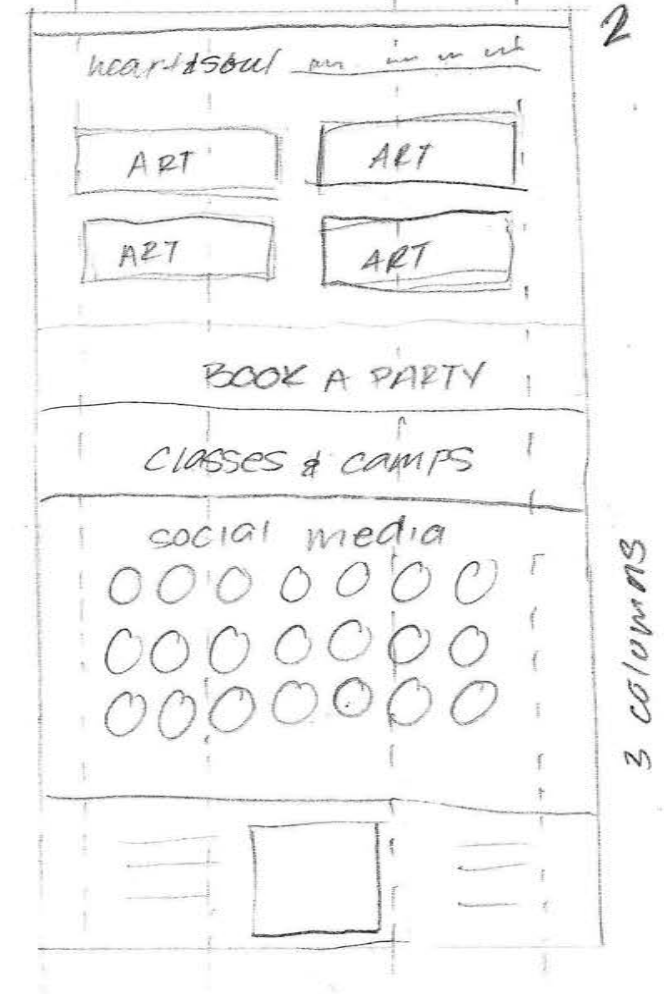
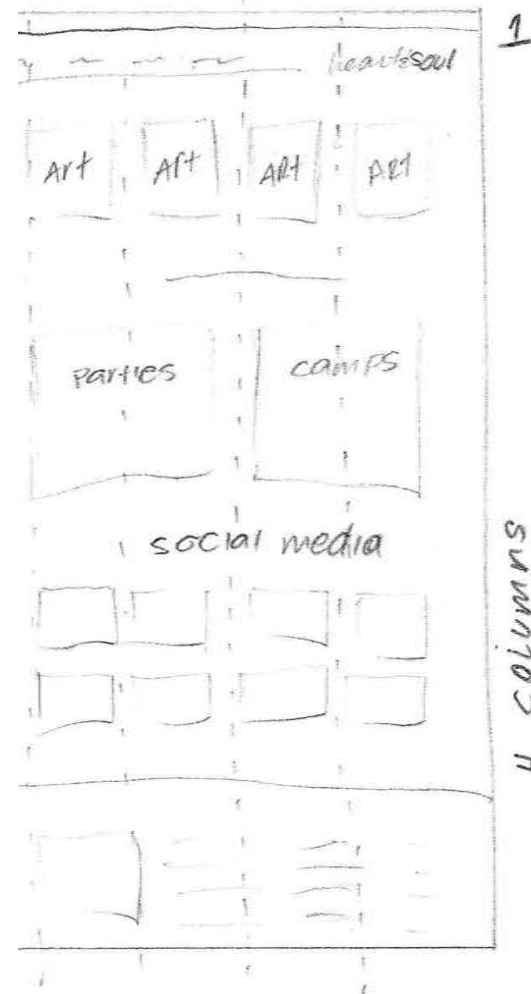
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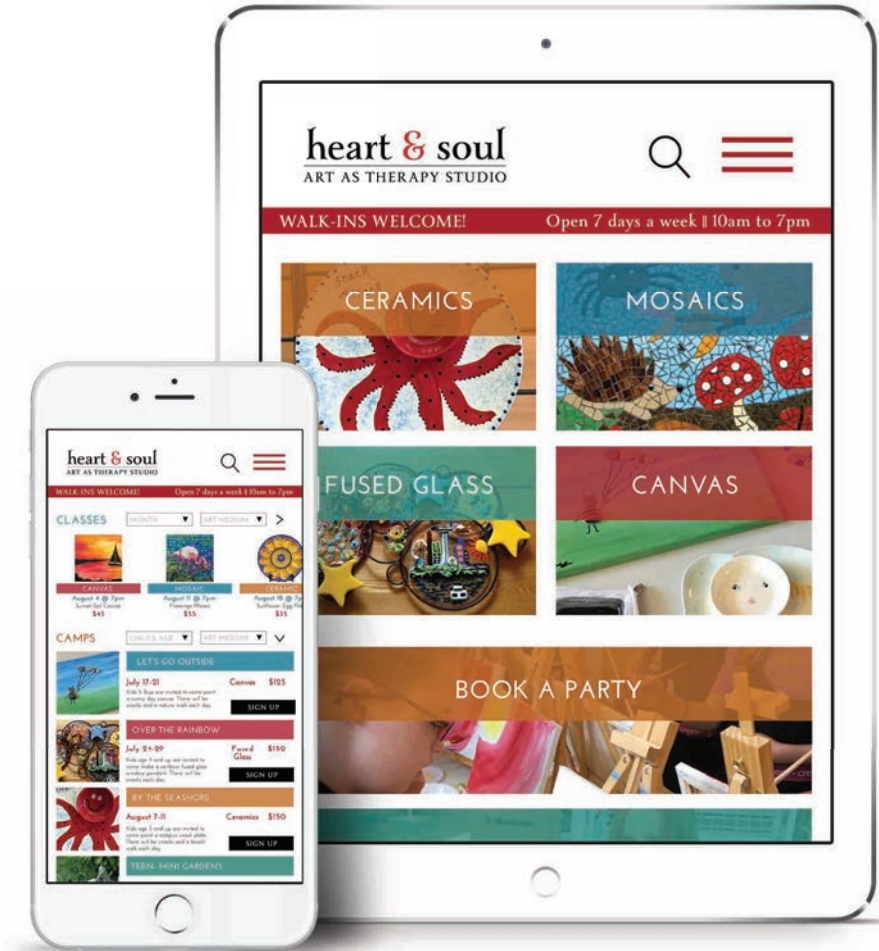
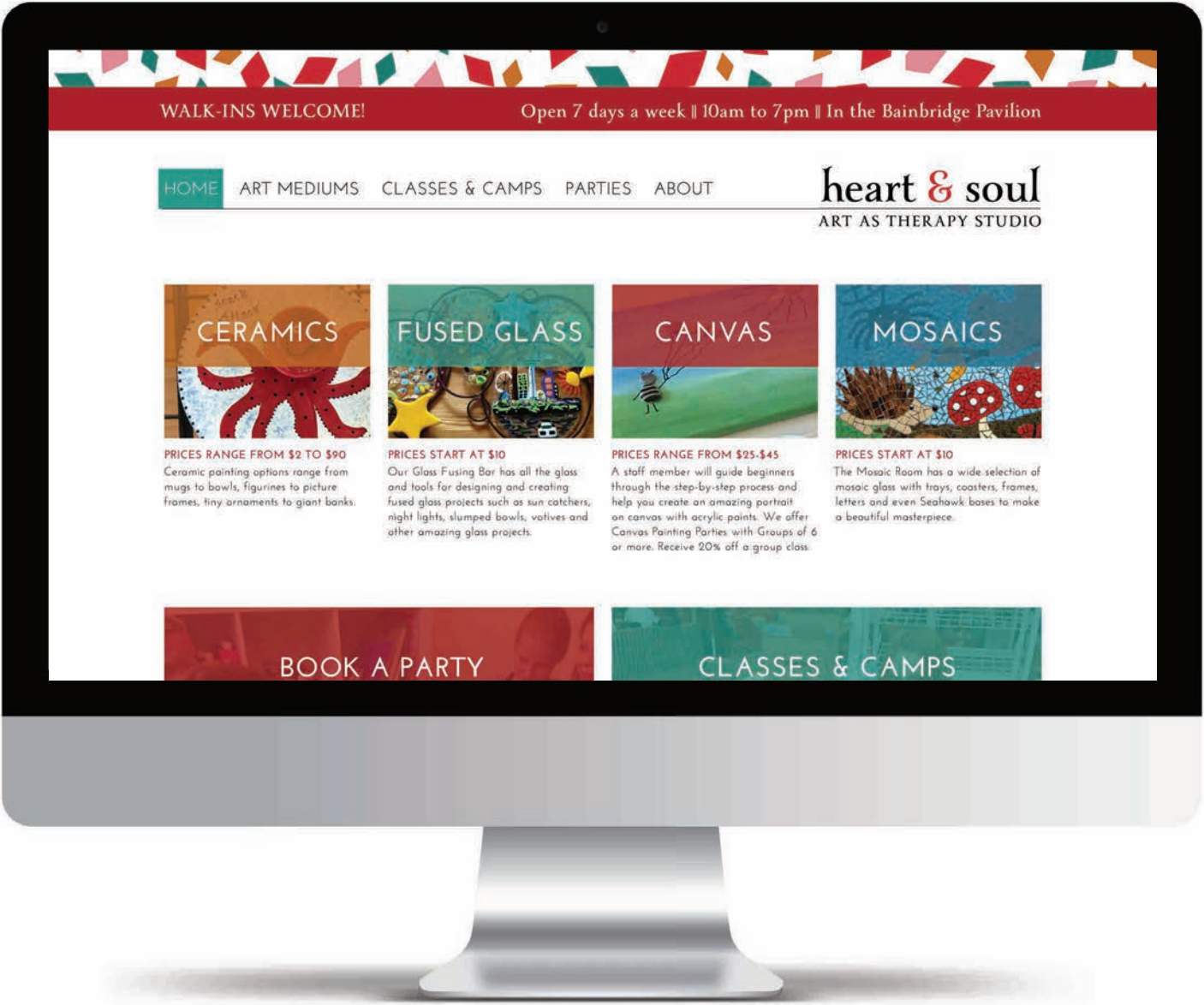
YEAR: 2017
TEACHER: William Culpepper
CLASS: Digital Design Studio
TYPE/CATEGORY: Website Design

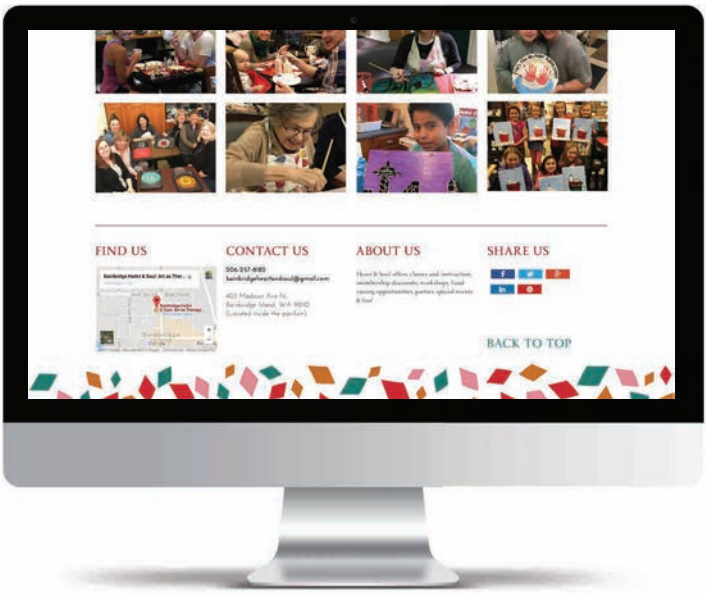
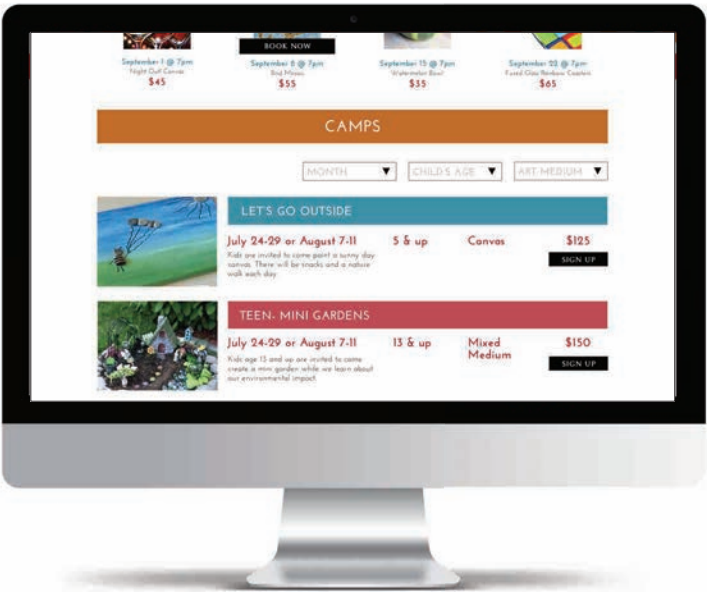
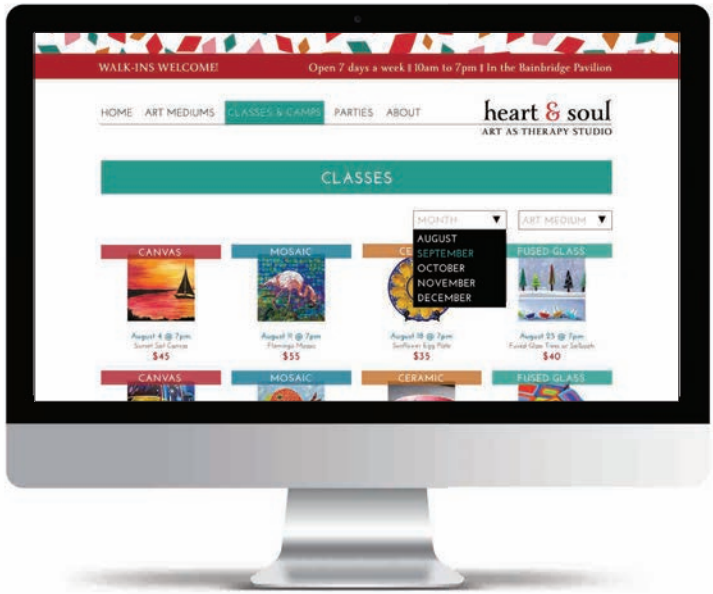
1 TO EDUCATE 2 TO SHOW OFF 3 TO MOTIVATE 4 TO AWE 5 TO INSPIRE

TO INSPIRE

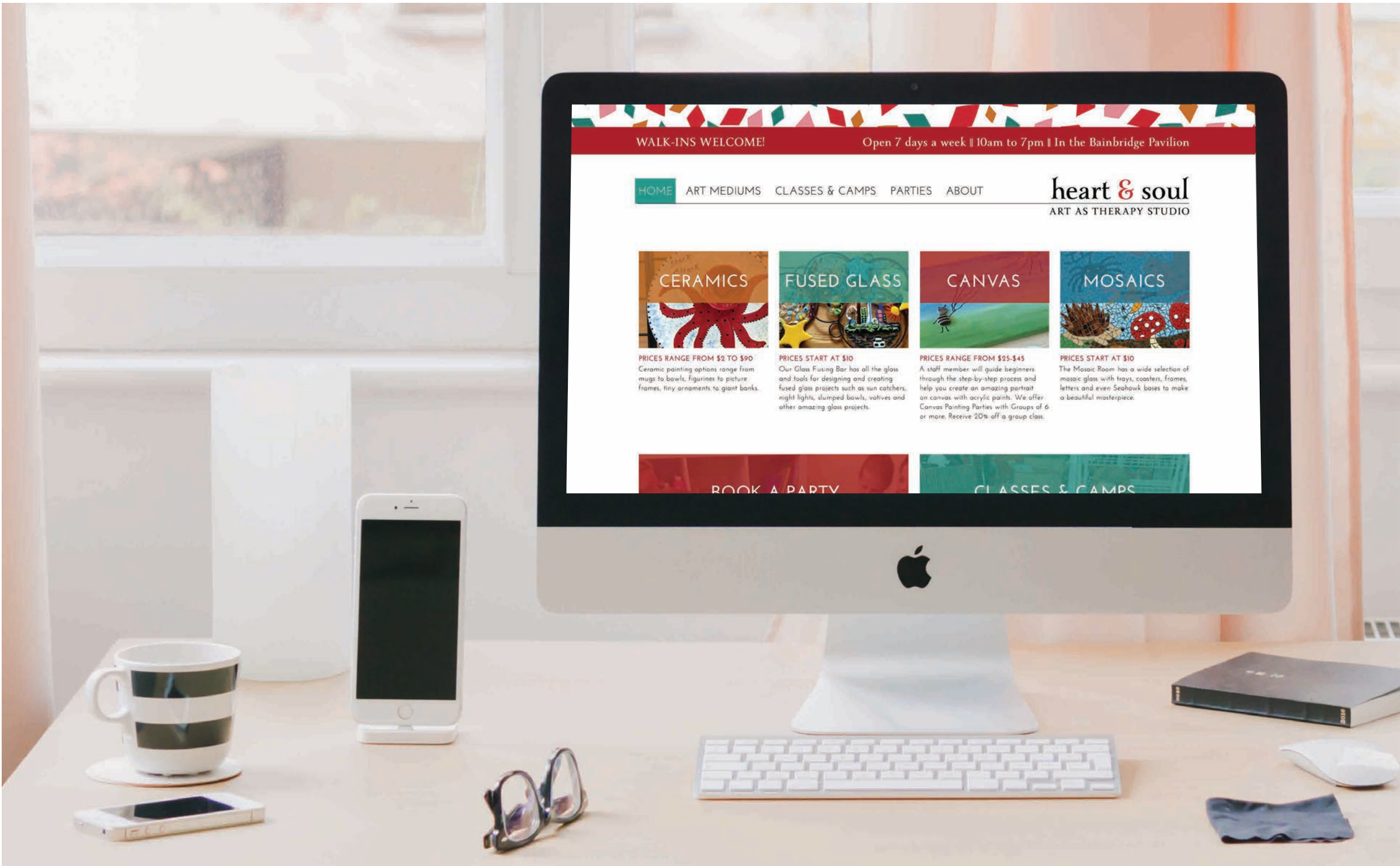
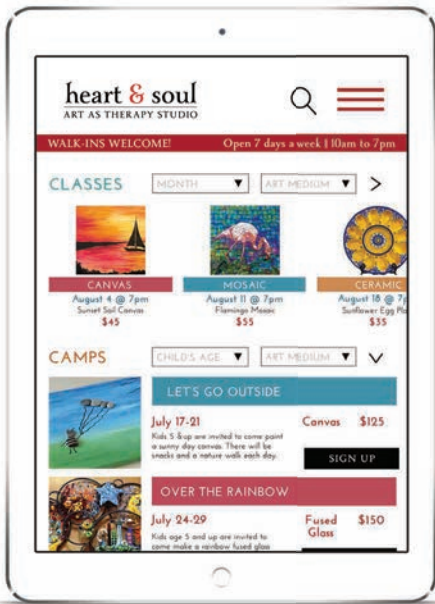
OBJECTIVE– Redesign the website for a local store or business whose site is not successful in its current state. **OVERVIEW**– My local pottery shop is a lovely place to go for fun. Lots of colors, vibrant people, and exiting activities make visiting pleasant. But their site is busy, outdated, and under-designed. **APPROACH**– Initially, I spent time with the owner and customers researching the stores’ website needs, what was missing, and what could be removed from the crowded site. Bright colors, patterns of glass mosaics, and fun events were evident in the store, and became my muse in bringing engaging and friendly energy to their new website. **AUDIENCE**– A family coming in for a fun activity, a young couple out on a date, and a pre-teen birthday party were just a handful of the people I interviewed during the research phase of this project. The audience for this welcoming pottery studio and their website is someone looking for a creative outlet while visiting with friends, getting to know a potential love interest, or deepening the relationships with those they love.

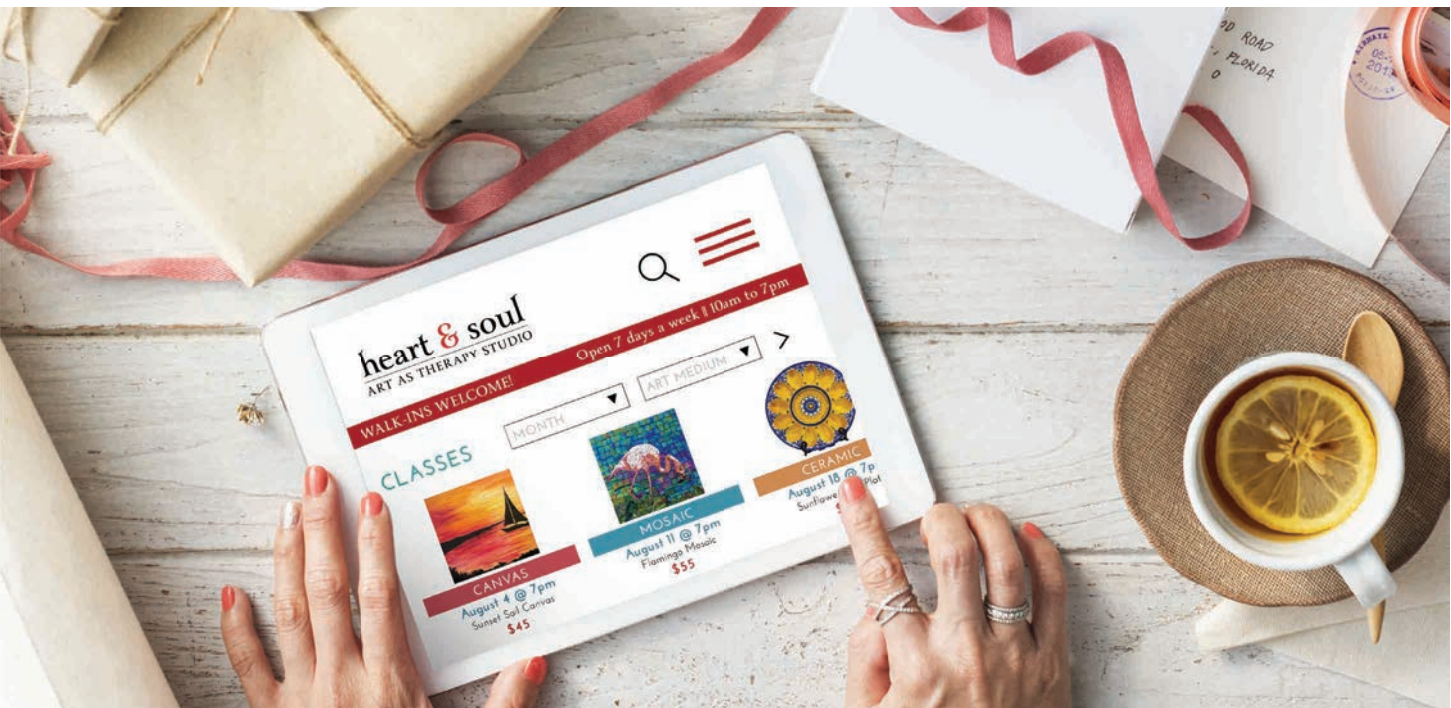


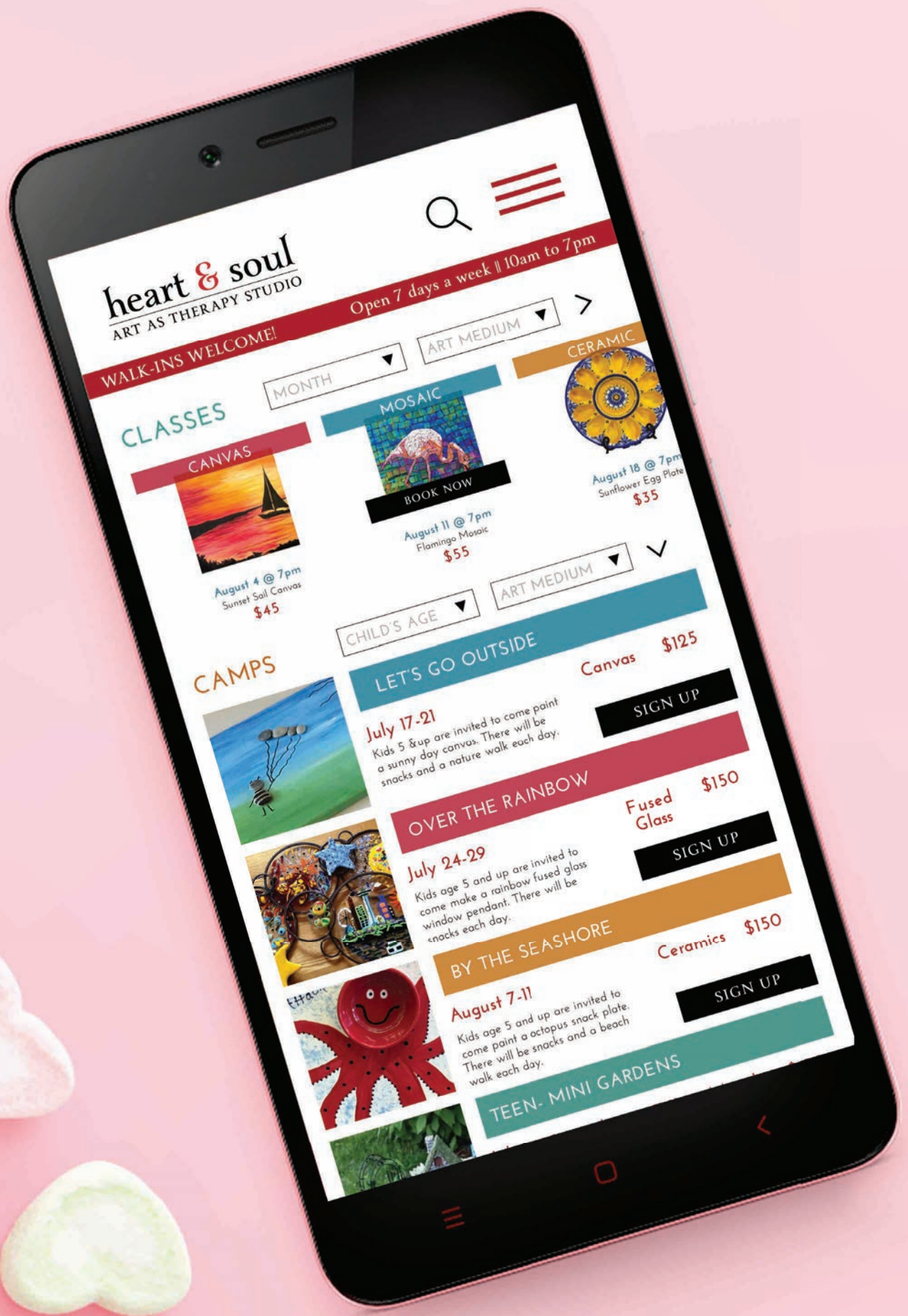


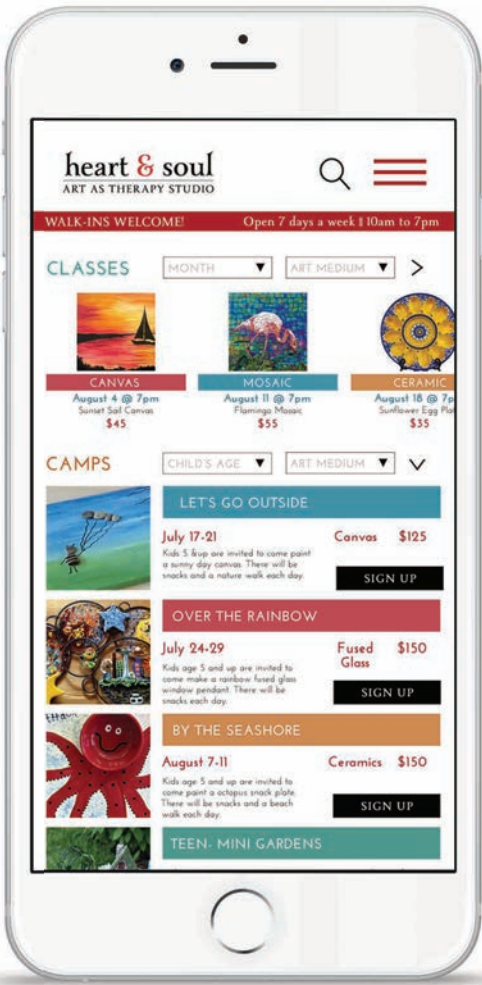


1 TO EDUCATE 2 TO SHOW OFF 3 TO MOTIVATE 4 TO AWE 5 TO INSPIRE









TO APPRECIATE

Pursuing a graduate level degree is a difficult proposition. It becomes doubly so when family and life is interrupted to return to school well past entry into adulthood. This book is dedicated to my husband and my girls and for their support through the two and a half years it has taken to finish my design degree. They have been patient, generous, and understanding, and for that I say thank you. And I love you.

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