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Graphic Design

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ANDREA  
POWELL

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Graphic Design

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ANDREA  
POWELL

To discover a problem and communicate its solution through my designs is my talent. I make sense of what is hidden or missing and gravitate towards a solution, diverging and converging to the end.

O

To decipher  
with Graphic Design

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01.

Label Wise

Page 2

Poster Series, Logo, Label Guide, Website, App  
Course: Visual Thinking

02.

Dream Guidance

Page 28

Website  
Course: Type Experiments

03.

Suspended Type

Page 42

Architecture Event Posters  
Course: Type Experiments

04.

Stewardship

Page 54

Bound Book  
Course: Type Systems

05.

Finex Products

Page 70

Poster Series, Usage Report, Website  
Course: Visual Literacy

L A B

01.

E L .

Project_	LABEL WISE
Year_	2016
Category_	UX/UI DESIGN, SYSTEM, LAYOUT DESIGN, IDENTITY
Keywords_	CLARITY & SIMPLICITY, ENLIGHTEN, UNVEIL
Project Type_	BRANDING, VISUAL SYSTEM, FOOD & BEVERAGE
Deliverables_	POSTER SERIES, LOGO, LABEL GUIDE, WEBSITE, APP

W I S

“Consumers have to understand that the purpose of these claims is to get them to buy the product.”

Marion Nestle, Ph.D, M.P.H.  
Paulette Goddard Professor of Nutrition, Food Studies, and Public Health at New York University

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Objective\_

The purpose of this project was to identify a problem in the world that I also had a deep personal connection to. After an in depth brainstorming process, the topic that I came up with is the issue of multiple and misleading health claims/terms on most food labels.

Many people buy these products and are unsure of their true meaning. Words such as ‘Natural’, ‘Organic’, ‘Free-Range’, etc. sound good but what do they really mean, and who regulates these terms?

Goal\_

This project dives deep into these terms and their meanings and communicates these through the project’s multiple deliverables, which includes a set of three posters, a printed guide, a website, and an app. This

will help people to shop better for groceries and feel good about the purchases that they make for themselves and their families.



LABEL WISE

LABEL WISE

The Logo\_

The concept of the project was to enlighten consumers by uncovering and illuminating the real information about food labels that they need to see. I decided to focus on the idea of a magnifying glass, since this emphasizes that my project is about bringing to light and magnifying misleading information.

**LABEL WISE**  
Make Food Labels Transparent

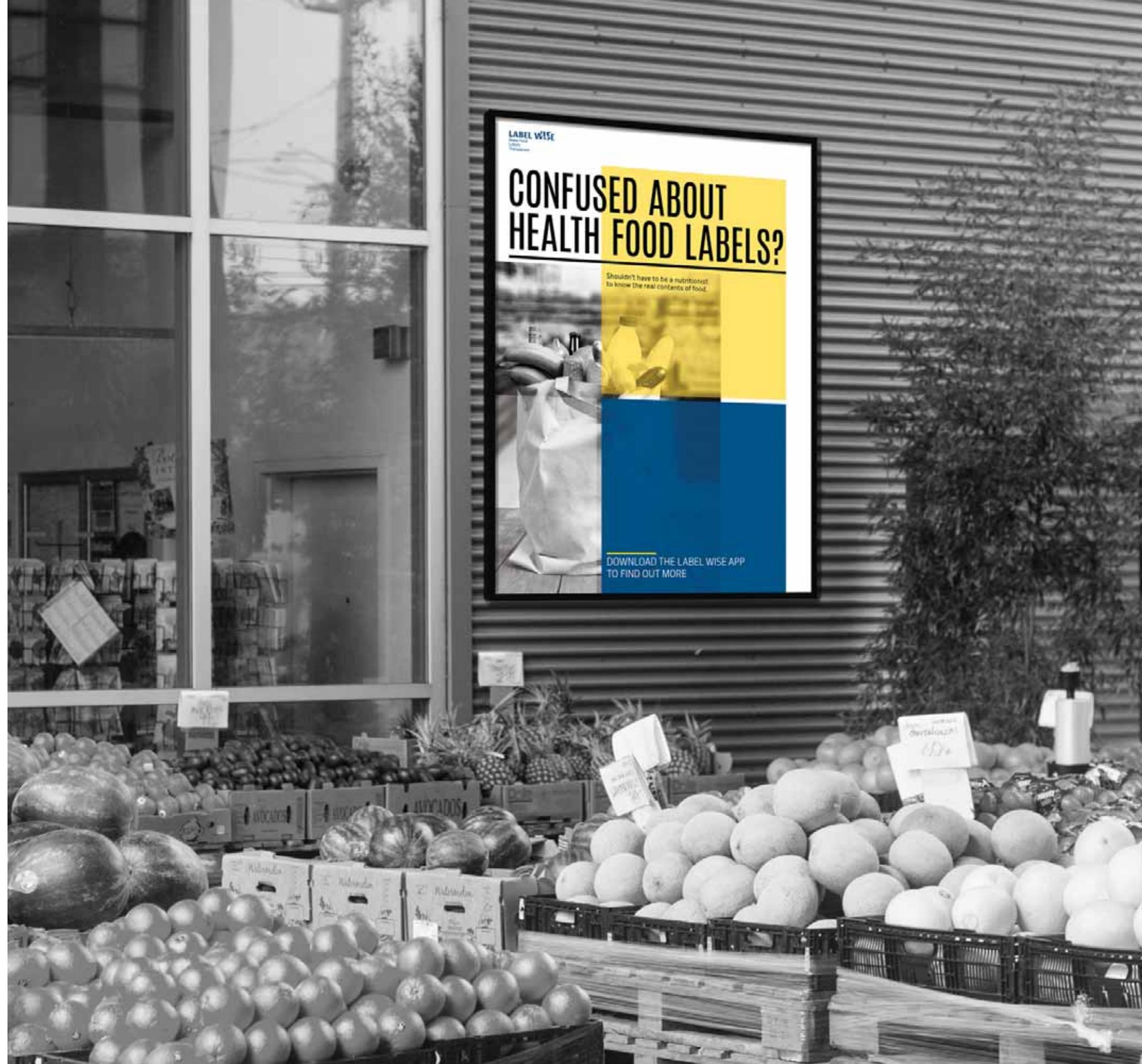
**KNOW MORE ABOUT WHAT IS IN YOUR DINNER**

**HEALTH FOOD LABELS AREN'T ALWAYS WHAT THEY CLAIM TO BE**

Find out more at [www.labelwise.info](http://www.labelwise.info)

Posters in the Environment\_

The posters are 2ft x 3ft and are meant to be placed on or near grocery stores. This includes in grocery store parking lots, store entrances, and even inside the grocery store. If people see the posters before they go grocery shopping then it will get them thinking about claims on labels and they might download the app for use while they are grocery shopping.



### Health Food Label Guide\_

This printed guide is meant to accompany the app and the website, and is for people to use in their kitchens. It lays out the most commonly used health claims and common misconceptions people encounter on their labels so that they can quickly look up a term and decipher its meaning.





“Consumers have to understand that the purpose of these claims is to get them to buy the product.”

—Marion Nestle, Ph.D., M.P.H.  
 Reville Distinguished Professor of Nutrition, Food Studies, and Public Health at New York University

## LEGEND

REGULATED	CHEMICALS	WARNINGS	BENEFITS
If oversight exists for this health claim	What the pesticides, herbicides, or antibiotics that are permitted	Things to look out for, or hidden faults	Reasons to buy the product

## 'GRASS-FED'

MEATS/PROTEINS  
 DAIRY

REFERRING TO BEEF, BISON, GOAT, LAMB AND SHEEP

- Unregulated claim, unless paired with certification from American Grassfed, Food Alliance, or Animal Welfare Approved, pictured left
- USDA still evaluates and approves grass-fed claims, the USDA no longer has an official definition of the term grass-fed, which means the phrase is now more open to interpretation by producers
- Various herbicides, pesticides, or antibiotics possible if no certification is present on label
- Benefit if seal is present, and means that animals were allowed continuous access to pasture

## 'PASTURE RAISED'

MEATS/PROTEINS  
 DAIRY

REFERRING TO ALL MEATS AND ANIMAL PRODUCTS

- Unregulated claim
- No legal definition exists, no standards, and is not regulated by an agency



### HEALTHY FOOD LABEL GUIDE

MEATS/PROTEINS

- USDA inspections 1/year
- Organic: At least 95% Organic
- Made With Organic Ingredients: 70%–94% Organic
- Seal present for 100% Organic and 'Organic,' pictured left
- Some natural chemicals are harmful, i.e. Organic Phosphate
- Inspectors are not impartial, but are bid out by large conglomerate companies
- Naturally occurring pesticides and herbicides are permitted
- GMO's not permitted
- Gives consumer a baseline of production knowledge, organic is usually better than the alternative
- Small scale organic is best

## 'FREE RANGE'

COMMON LABELS  
 MEATS/PROTEINS

REFERRING TO POULTRY MEAT AND EGGS

- USDA regulates meat, not eggs
- Birds must have outdoor access, but do not have to be physically outdoors
- No minimum space requirement
- No legal definition of this term exists
- Access to the outdoors does not mean the birds actually go outdoors. Could be trained to stay inside when given "access"
- Various herbicides, pesticides, or antibiotics possible
- No known benefit since no legal definition, and producer can use term with a lot of leeway, especially relating to eggs



## 'CAGE FREE'

COMMON LABELS  
 MEATS/PROTEINS

REFERRING TO EGGS

- Unregulated claim
- Does not necessarily mean that the birds were raised with adequate space or that they had access to the outdoors
- No legal definition of this term exists, no standards, and is not regulated by an agency
- Various herbicides, pesticides, or antibiotics possible
- No known benefit since no legal definition, and producer can use term with a lot of leeway



## 'FAIR TRADE'

COMMON LABELS  
 MEATS/PROTEINS  
 FRUITS/VEGETABLES  
 DAIRY  
 GRAIN

REFERRING TO IMPORTED PRODUCTS

- Fair Trade USA Farmers receive more and more of global market
- Must be paired with Fair Trade Certified logo, pictured left
- Some chemicals are harmful



### HEALTHY FOOD LABEL GUIDE

MEATS/PROTEINS  
 FRUITS/VEGETABLES  
 DAIRY  
 GRAIN

- Regulated if paired with the certification, pictured left
- No legal definition of this term exists yet
- Producers free to use the term as they please, unless seal is present
- Various herbicides, pesticides, or antibiotics possible even if seal is present
- Best when paired with Organic seal, otherwise this seal can contain many micro-chemicals

## 'NATURAL'

COMMON LABELS  
 MEATS/PROTEINS  
 FRUITS/VEGETABLES  
 DAIRY  
 GRAIN

OR OTHER VARIATIONS, SUCH AS 'ALL NATURAL' - '100% NATURAL'

- Unregulated claim
- No legal definition of this term exists, no standards, and is not regulated by an agency
- Highly processed ingredients such as high fructose corn syrup is considered natural since it is corn derived
- Various herbicides, pesticides, or antibiotics possible
- No known benefit since no legal definition, and producer can use term with a lot of leeway
- Check ingredient list to ensure items are actually natural



### HEALTHY FOOD LABEL GUIDE

## WANT TO KNOW ABOUT MORE LABELS?

This guide covers the food industry's most commonly used health food labels. For an extensive list of label claims, visit [www.labelwise.info](http://www.labelwise.info) or download the LabelWise mobile app.

### HEALTHY FOOD LABEL GUIDE

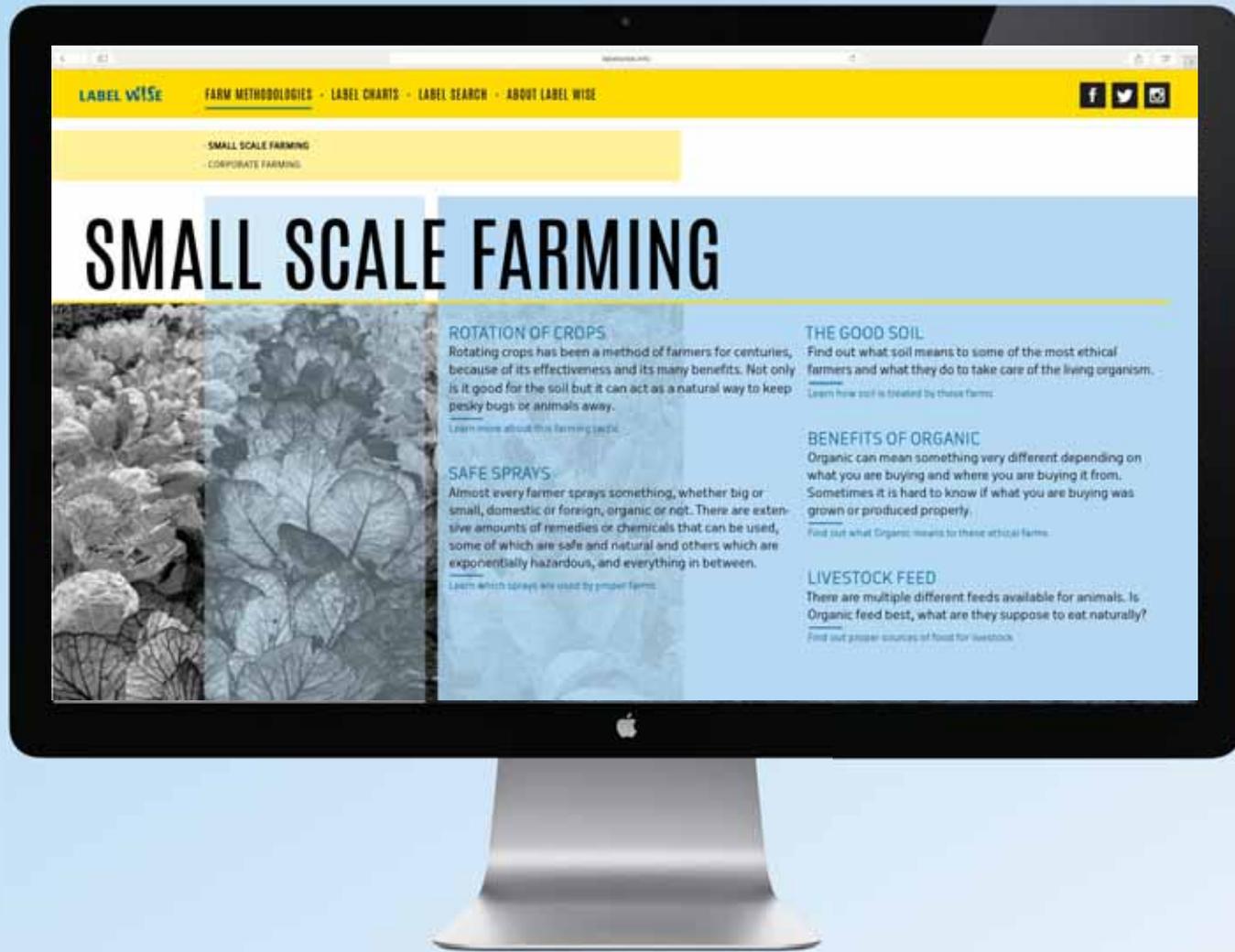
Written & designed by [www.labelwise.info](http://www.labelwise.info)

LabelWise uses Helvetica, Paper, Stack, Sp, Typefaces used: headline, roman, label, roman, c

Website\_

Creating the website for this project was important since it is a good resource for users to find out more information about Label Wise. In the website, people can understand the different farming practices, the latest news about this topic, view graphs about popular label claims, and search for label meanings.

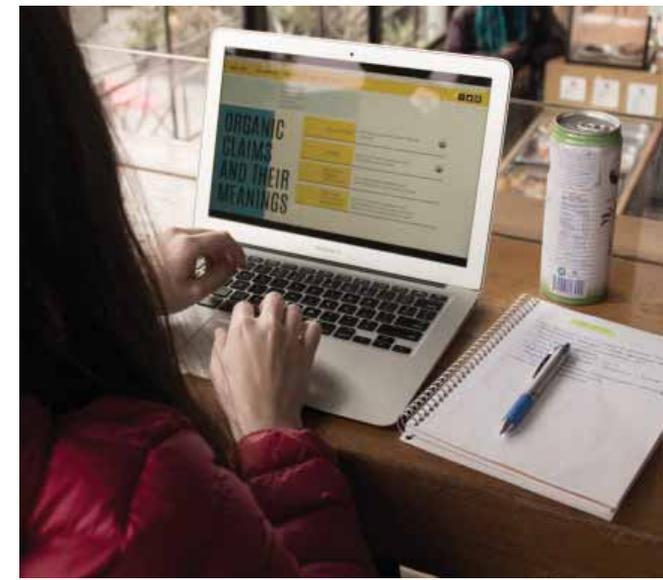


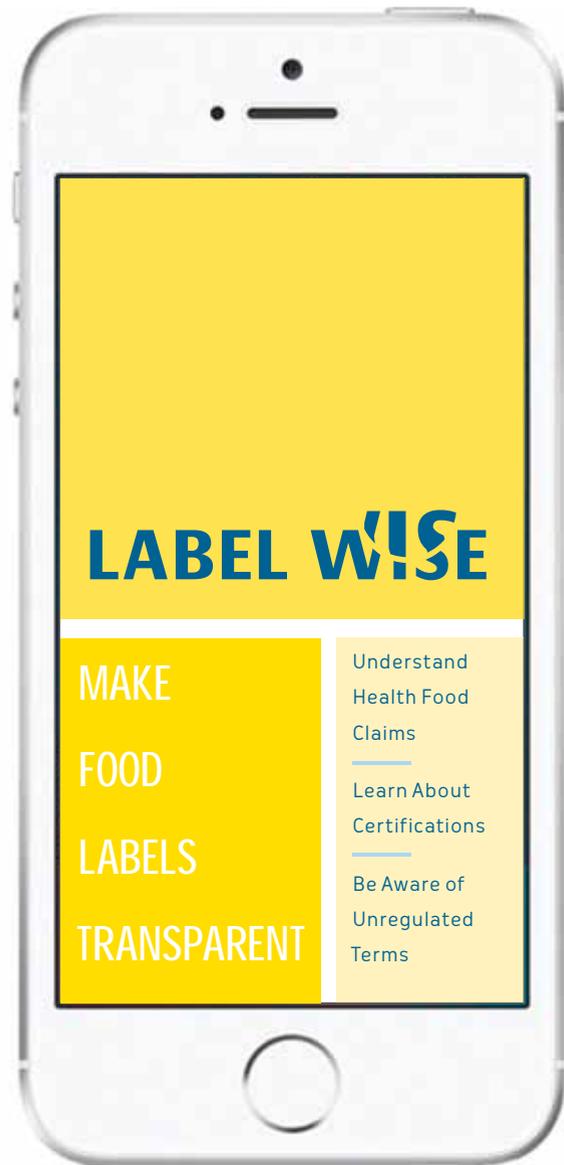




### Website In Use\_

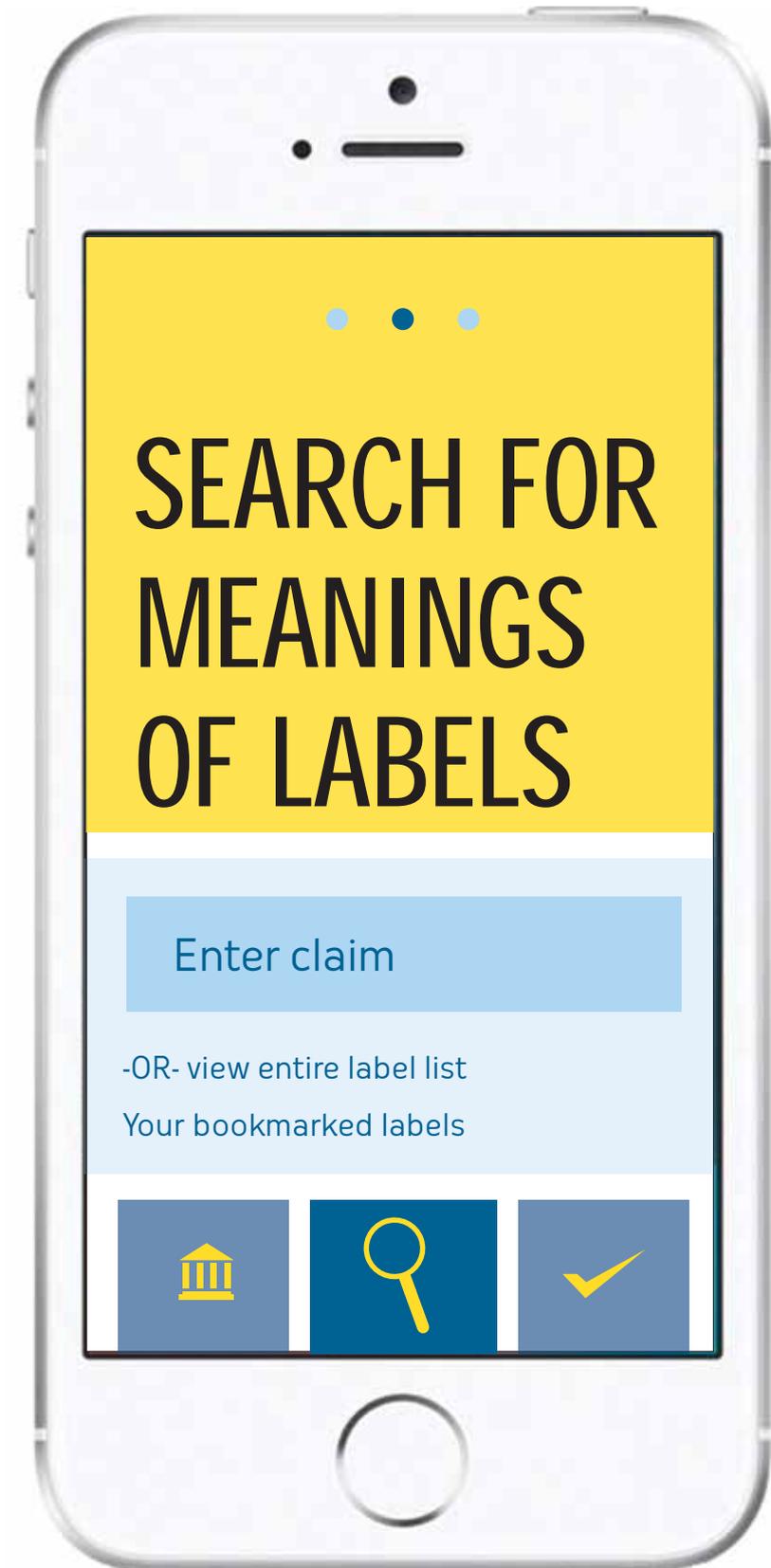
The website clarifies common label claims that are often intentionally misleading. For example, the word 'Organic' is often used but has different meanings depending on the context in which it's used.

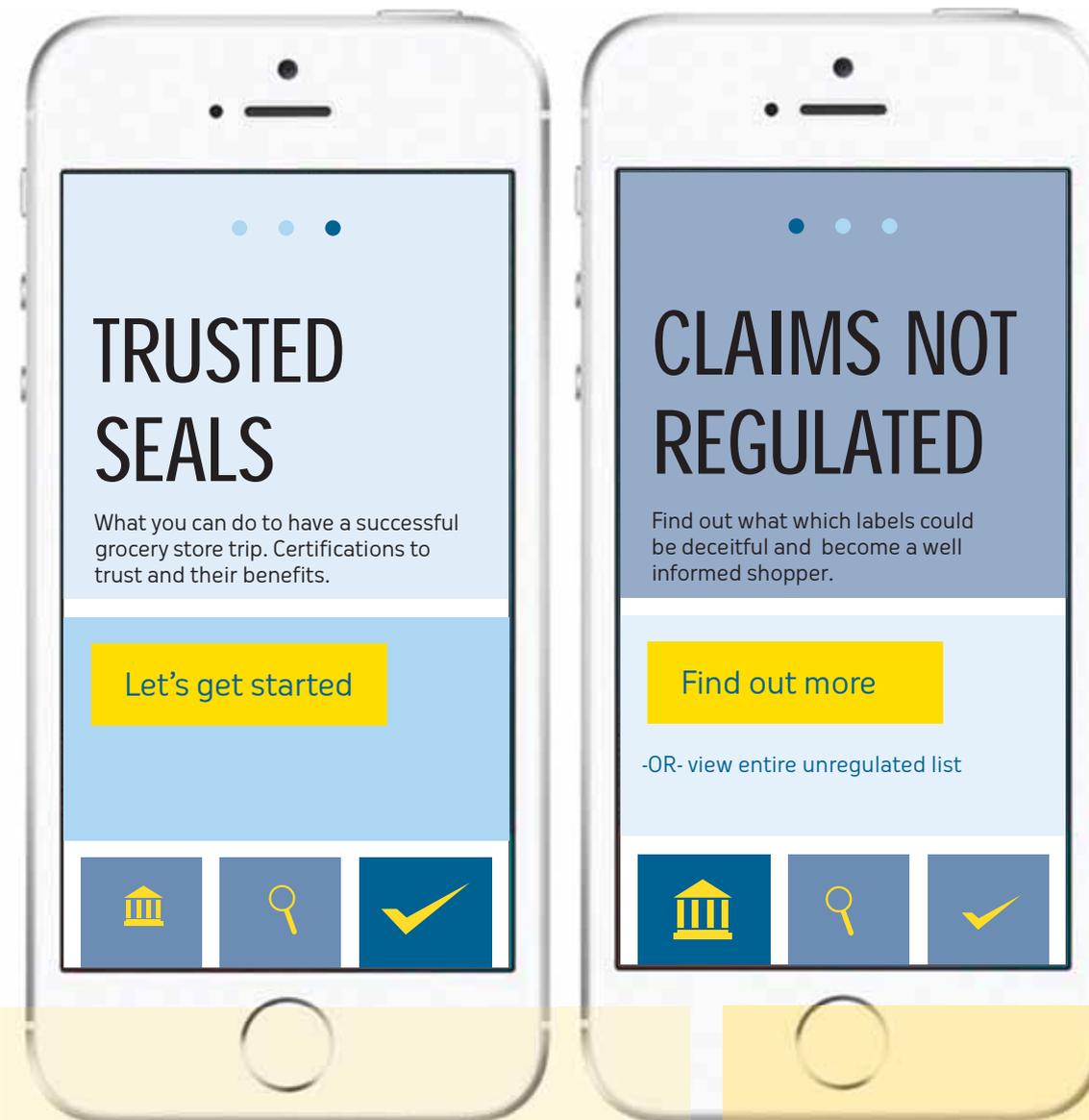
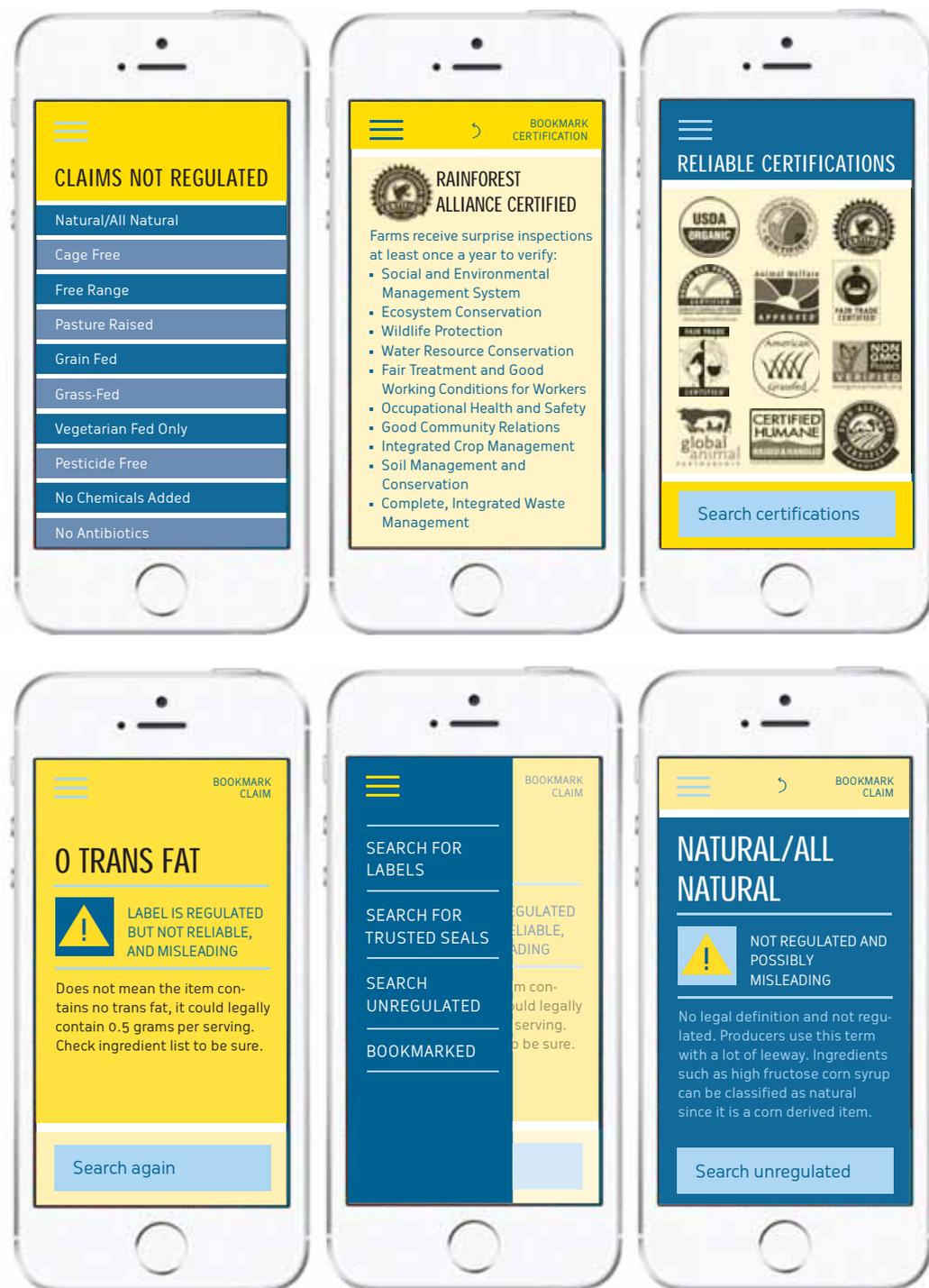


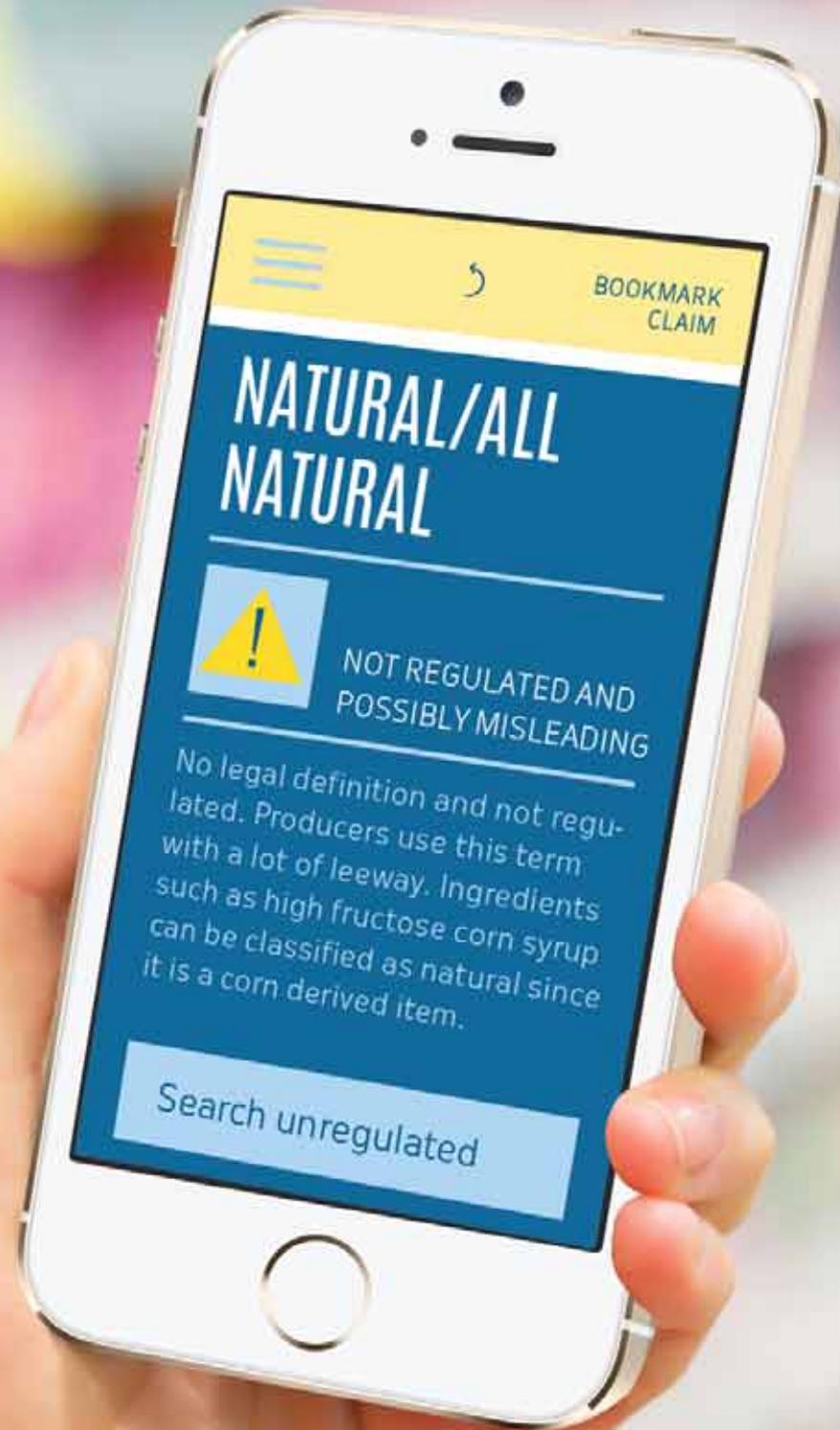


Mobile App\_

The app is a great resource for people to have while grocery shopping. They can quickly look up claims they wish to know the meanings. The app gives them on-the-spot information about the truth of the claim. This helps consumers to shop with confidence and feel good about their purchases.







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“The vast majority of them have no idea what they really want to do when they grow up. Even the ones who claim that they do, how can you know? If you’re 16, 17, 18, you know so little of the world.”

Beth Heaton

Senior director of educational consulting at College Coach, an advising firm. Former regional director of admissions for the University of Pennsylvania

# 02.

Project\_ DREAM GUIDANCE

Year\_ 2016

Category\_ UX/UI DESIGN

Keywords\_ DIRECTIONAL, INSIGHTFUL, INSPIRE, DREAM-LIKE, CALM

Project Type\_ WEBSITE, SYSTEM

Deliverables\_ WEBSITE WITH 20+ PAGES

## Objective\_

In this project I created a website based on a personal opinion, and to express it primarily with type. My opinion is that high school students need more guidance before they make decisions about college, a career, or a major.

I believe they make decisions based on peer/family influence and misguided assumption, rather than true knowledge of their own personal talents and interests.

## Goal\_

Overall, I wanted to convey my message through the concept of dream understanding and showing high school students the importance of dreams. If you can understand your

dreams, then you can truly know yourself because your dreams are your inner consciousness trying to tell you something.

Inspiration Board of Found Images\_

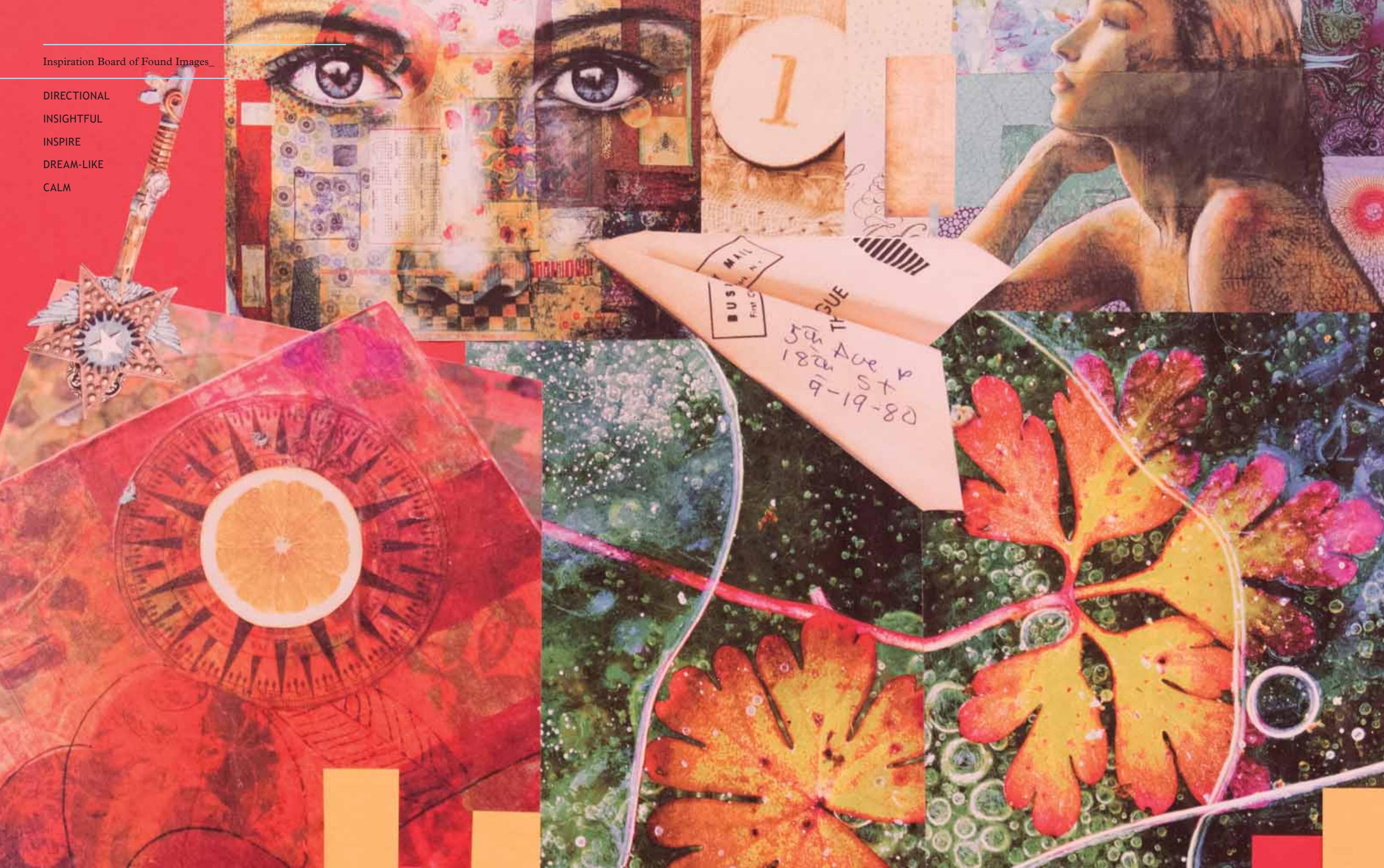
DIRECTIONAL

INSIGHTFUL

INSPIRE

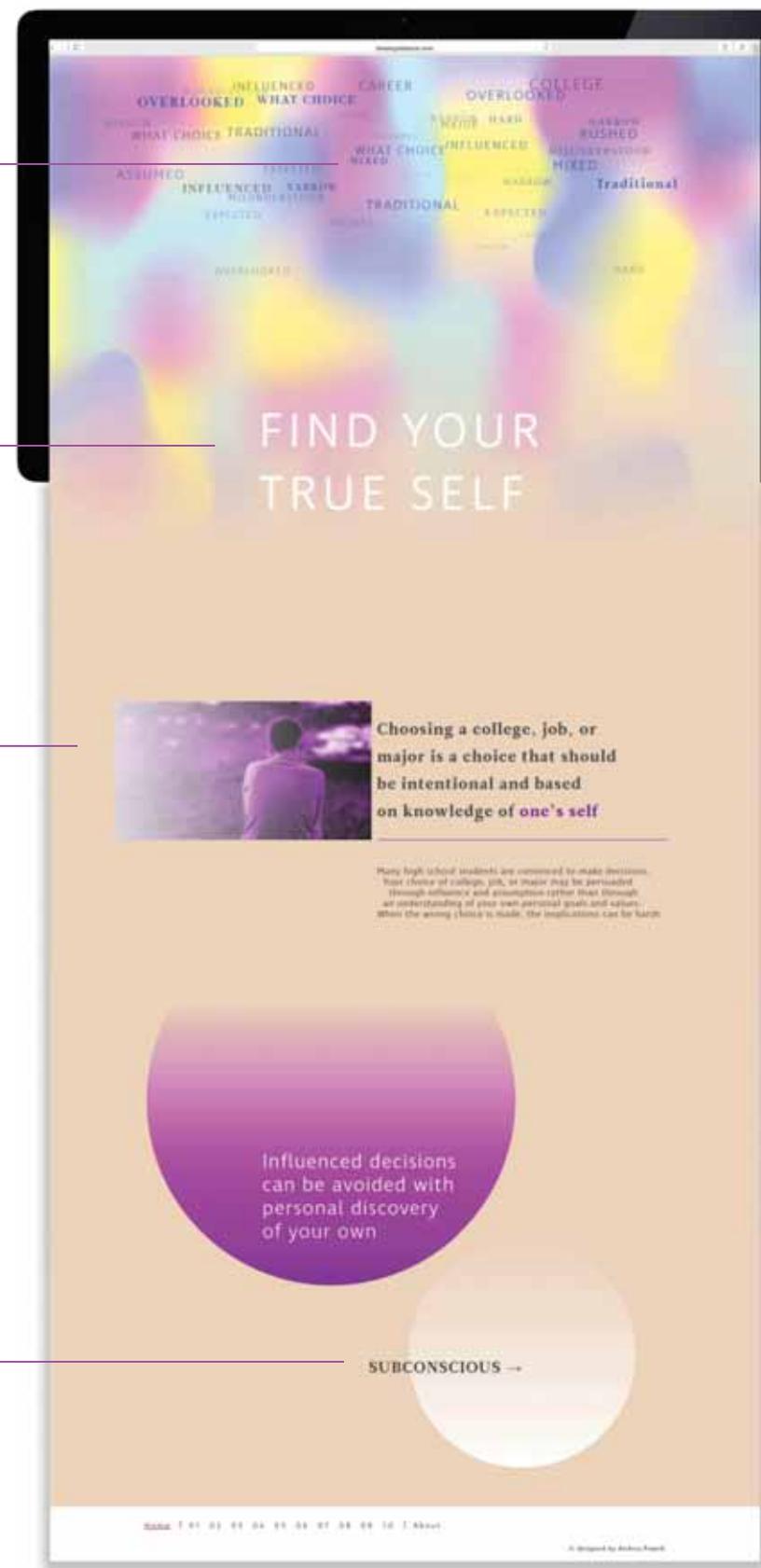
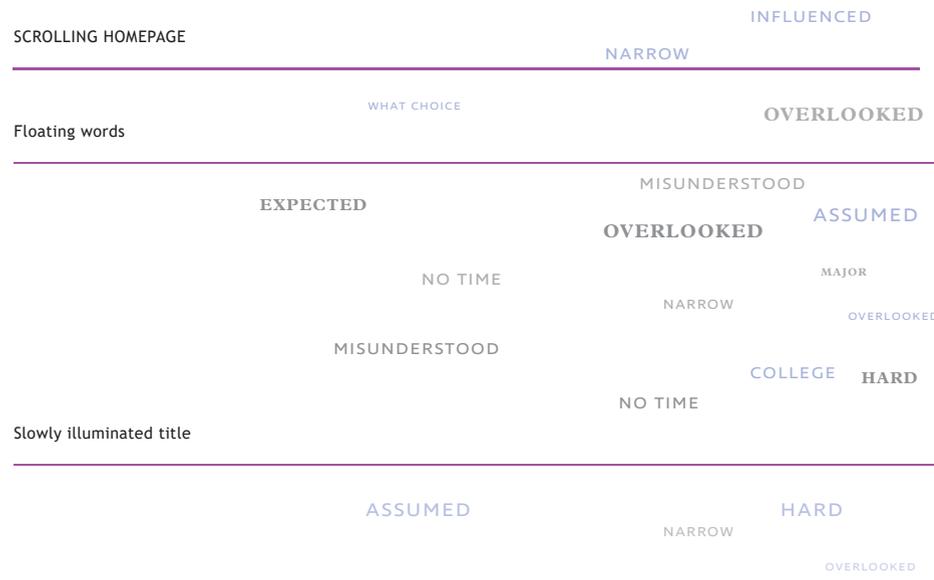
DREAM-LIKE

CALM

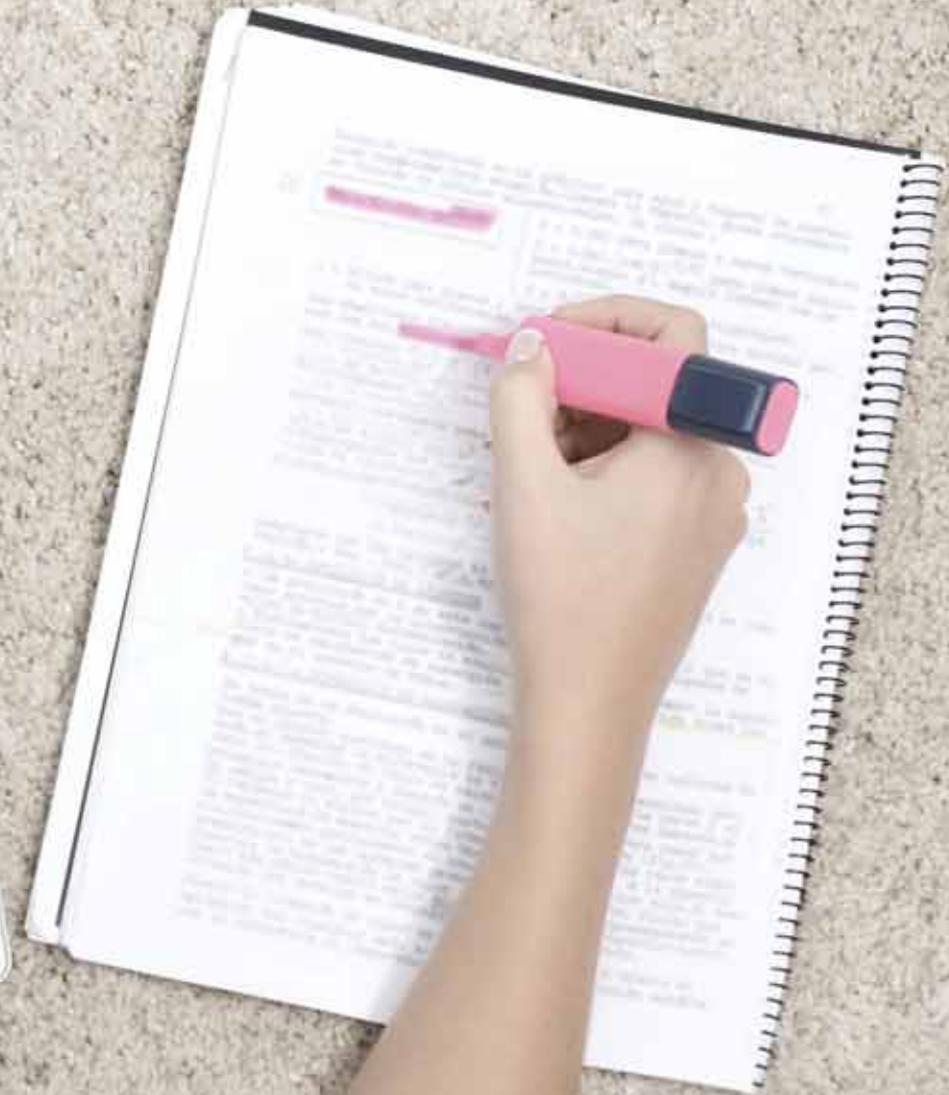


Website\_

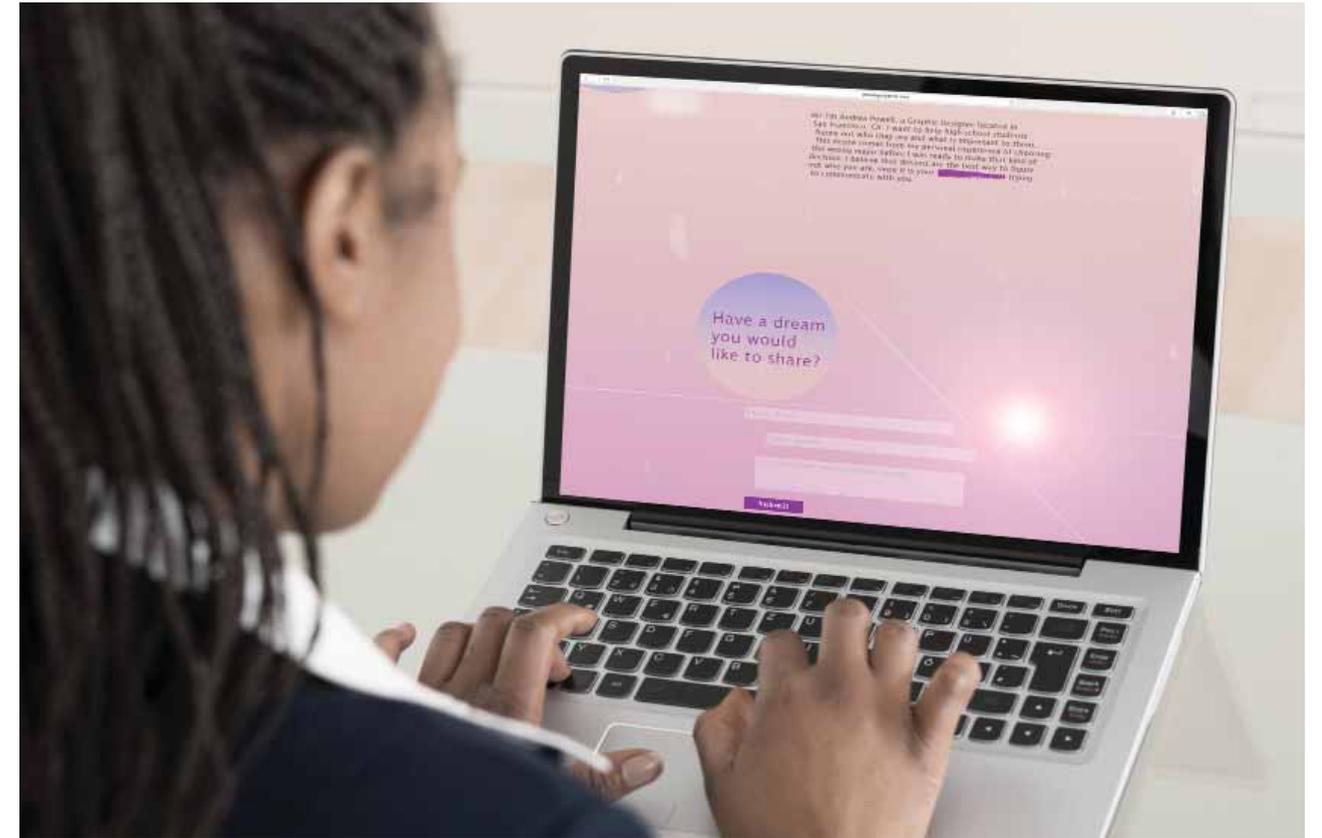
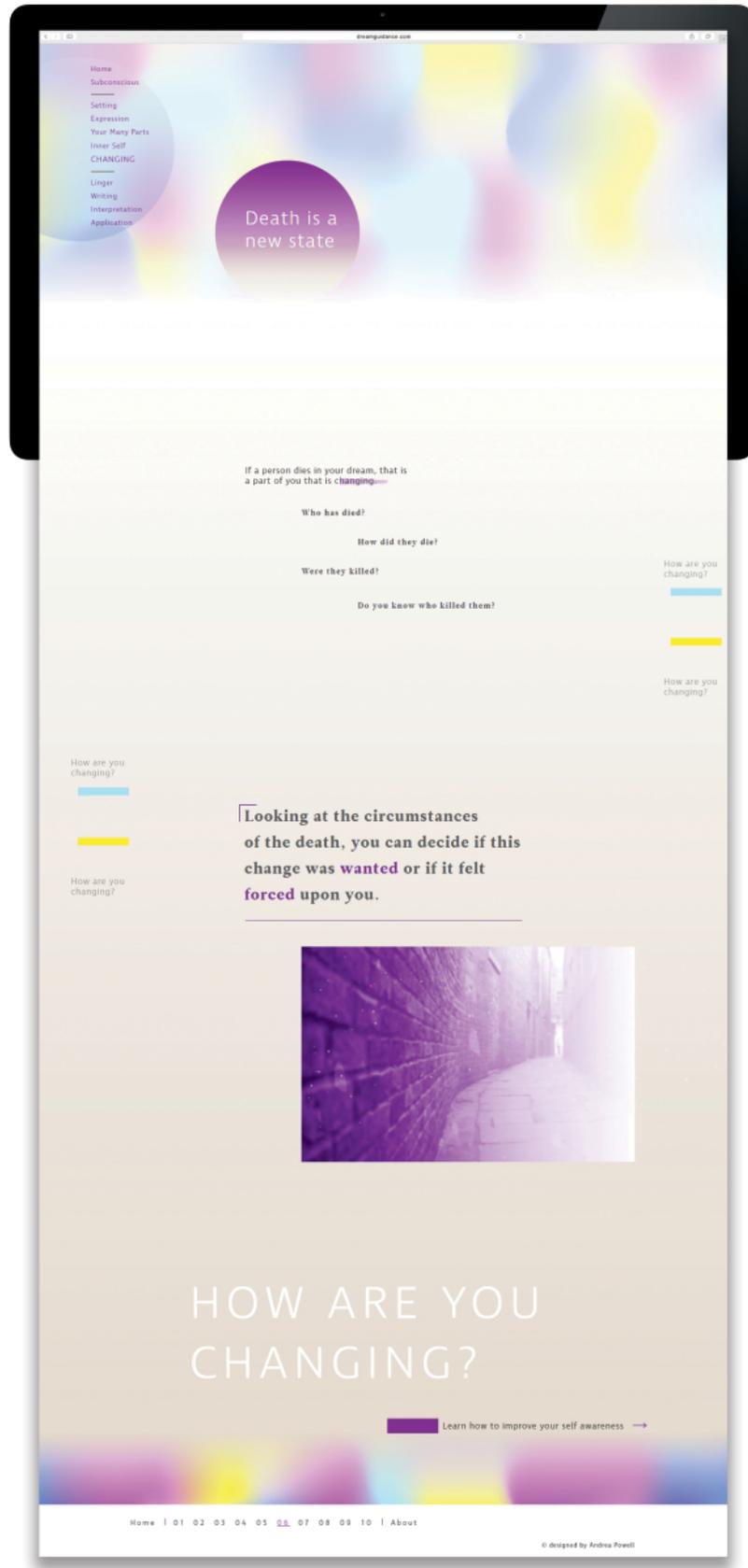
The website was constructed around the concept of dream guidance, while keeping my inspiration board and an audience of teenagers in mind. The website was designed in a linear manner so that the user could work through it and learn something new at each step.











S U S

03.

P E

Project\_ SUSPENDED TYPE

Year\_ 2016

Category\_ TYPE CONSTRUCTION

Keywords\_ STURDY, AIRY, UNEXPECTED, OPEN,  
LIGHT, NEAT

Project Type\_ POSTER SERIES

Deliverables\_ CONSTRUCTED TYPE, 3 POSTERS

N D E

Objective\_

This project was about construction of my own letterforms, using materials and methods of my choice, based on a certain theme of architecture. The area of architecture that I chose to focus on was Suspended Architecture, and my three sub categories were suspension from

above (cables), suspension from below (stilts), and suspension from one side (a protrusion). Each sub category in the architecture theme was portrayed in a poster and advertised a Suspended Architecture Conference.

Goal\_

My goal overall was to showcase suspended architecture through the constructed type, and to highlight the conference, which focused on architecture.

D

“The good building is not one that hurts the landscape, but one which makes the landscape more beautiful than it was before the building was built.”

Frank Lloyd Wright  
Architect



Inspiration Board of Found Images\_

STURDY

AIRY

UNEXPECTED

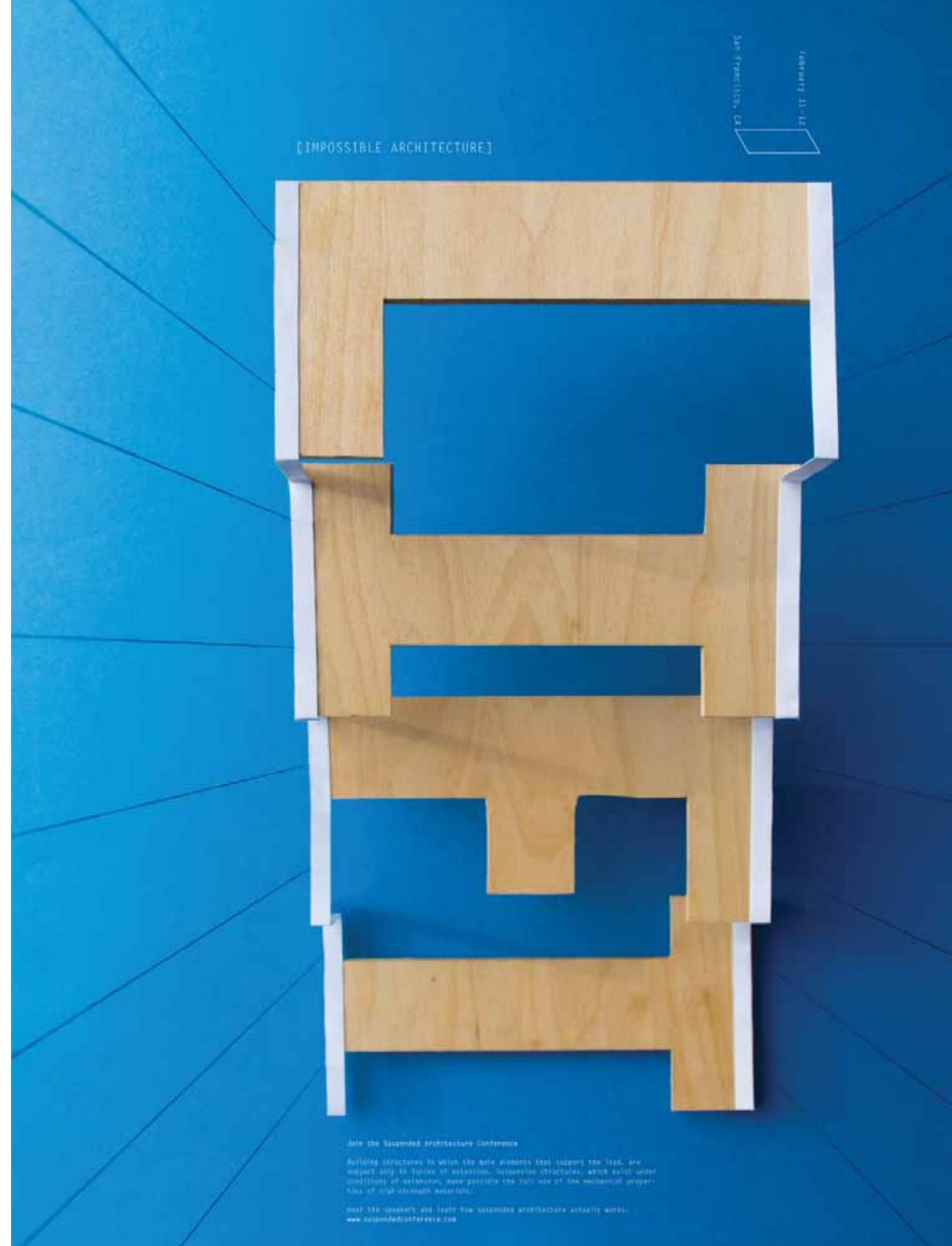
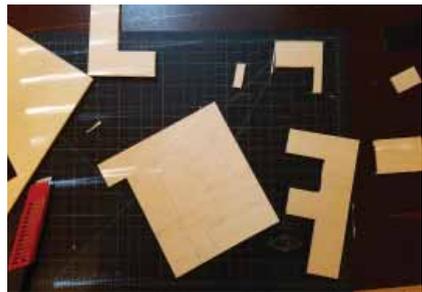
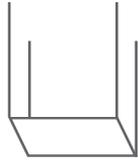
OPEN

LIGHT

NEAT

Lift\_

Suspension from above. Each letterform was constructed by me, and photographed by me. The materials I used to make 'LIFT' included, matte paper, poplar wood, and string.



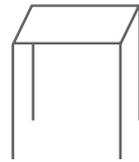
[IMPOSSIBLE ARCHITECTURE]

FEBRUARY 11-13  
SAN FRANCISCO, CA

Join the Suspended Architecture Conference  
Built-up structures in which the main elements that support the load, are subject only to forces of tension. Suspension structures, which exist under conditions of extension, were possible the full use of the mechanical properties of high-strength materials.  
Meet the speakers and learn how suspended architecture actually works.  
[www.suspendedarchitecture.com](http://www.suspendedarchitecture.com)

Rise\_

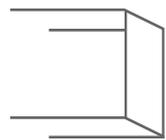
Suspension from below. The word 'RISE' was constructed from thick matte paper, polystyrene, and balsam wood sticks.





Grow\_

Suspension from the side. This word expands and grows out of the side of buildings, it is made from thick matte paper, wooden veneer, and foam board.



[EXPAND THE SPACE]

SUSPENDED ARCHITECTURE CONFERENCE  
Suspension structures are conceptually simple to create. They are suspended and are restricted to postural, organizational, local architectural, from the presence of structure and high receptivity, to determine what they address.  
[www.suspendedarchitecture.com](http://www.suspendedarchitecture.com)

FEBRUARY 11-12  
SAN FRANCISCO, CA



S T

04.

E W A

Project\_ REI STEWARDSHIP REPORT

Year\_ 2015

Category\_ TYPE SYSTEM

Keywords\_ ADVENTUROUS, EFFICIENT,  
PORTABLE, DURABLE

Project Type\_ BOOK DESIGN

Deliverable\_ BOUND CSR REPORT

R D

Objective\_

In this project I chose a Corporate Social Responsibility (CSR) report, and redesigned it. The purpose was to highlight the company's sustainability efforts and create a concept

that relates to the company. The company that I chose was REI and I redesigned their Stewardship report.

Goal\_

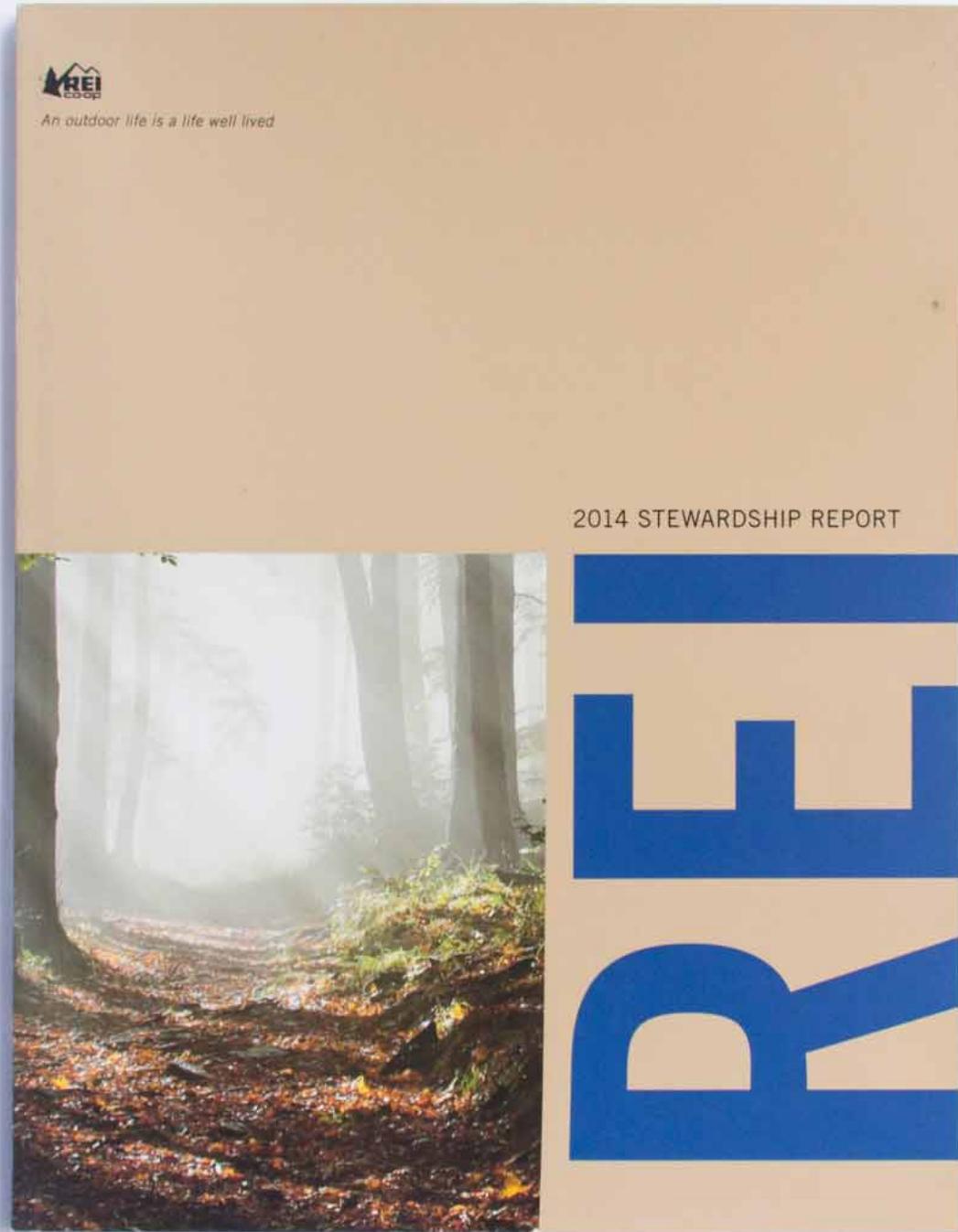
My goal overall was to produce a report that emphasized the outdoors and showcased REI's relationship with the environment. I did this through my hiking concept, which can be

seen throughout the report, and gave it a look and feel of being outside and even getting a little muddy.

S .

“We believe an outdoor life is a life well lived. That single, simple idea unites our community, no matter where you are from or what your political beliefs are.”

Jerry Stritzke  
REI President and CEO



CSR\_

The REI Stewardship report showcases their sustainability efforts. REI also puts an emphasis on spending time outdoors, hiking in particular, and this idea was carried throughout the entire report.

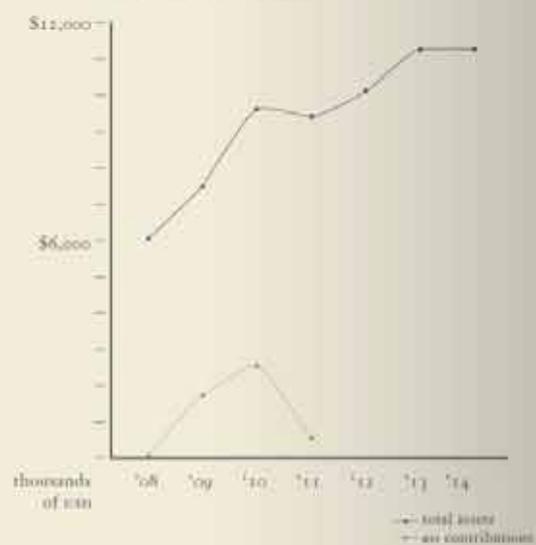






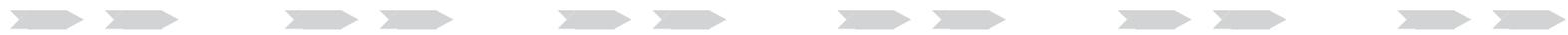
In 2014, The REI Foundation awarded a total of \$410,000 to nonprofit programs dedicated to engaging younger and more diverse populations in the outdoors. Grant recipients include the Children & Nature Network (C&NN), Futuro Media Group, Outdoor Foundation and YMCA of the USA.

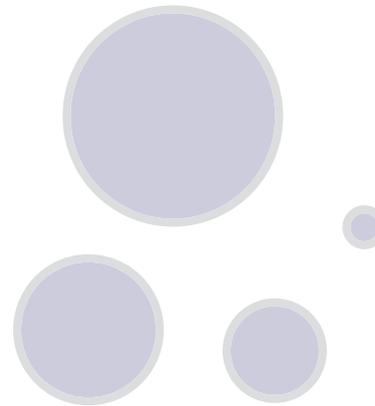
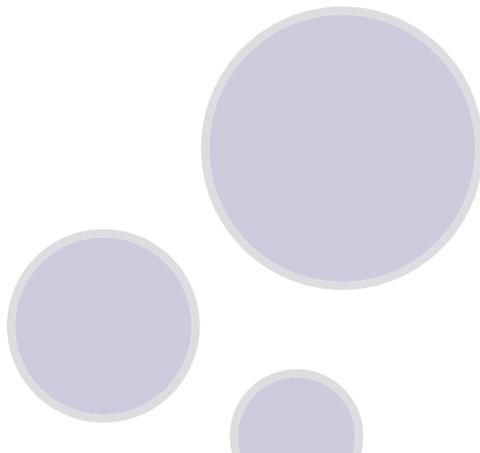
THE REI FOUNDATION TOTAL ASSETS & REI CONTRIBUTIONS



The REI Foundation endowment changes annually based on contributions, grants and fluctuations in the values of investments.







FIN

05.

EX.

Project\_ FINEX PRODUCTS

Year\_ 2015

Category\_ VISUAL SYSTEM, UX/UI

Keywords\_ TECHNICAL, SLEEK, INFORMATIVE, TRUSTED

Project Type\_ WEB DESIGN, SYSTEM, LAYOUT DESIGN

Deliverables\_ POSTER SERIES, USAGE REPORT, WEBSITE

PA

“Imagine a city where graffiti and street art wasn’t illegal, a city where everybody could draw wherever they liked. Where every street was awash with a million colours and little phrases. Imagine a city like that and stop leaning against the wall—it’s wet.”

Banksy  
Spray paint artist

Objective\_

For this project I found a poorly designed sign, a flyer on a bulletin board that was selling a used spray paint gun. This sign included various information levels, such as, the price, name and contact information, how many

times it was used, the exact type of spray paint gun, and brand. This information was able to be transformed into a well-designed system with multiple deliverables.

Goal\_

My goal overall was to sell the product. This was done through showcasing the condition of the product, while also showing its multiple capabilities as a spray paint gun. I was able to do this by creating an interactive

website to illustrate its features, and creating a usage report to prove that it was in good condition for being a used product.

INT

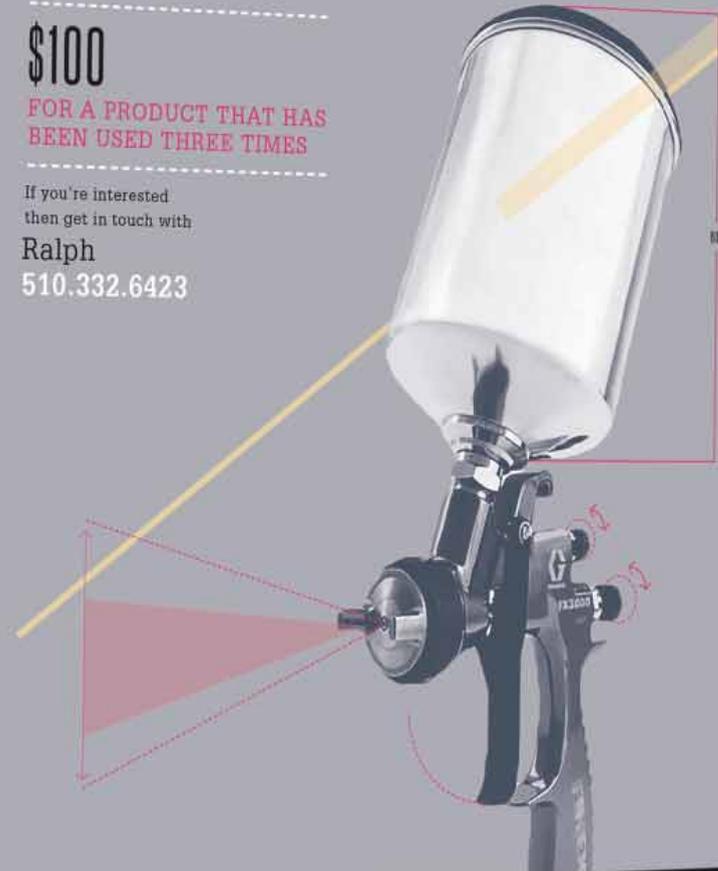
# THE **FINEST FINEX** PRODUCT IS READY FOR YOU [FX 3000 HVLP]

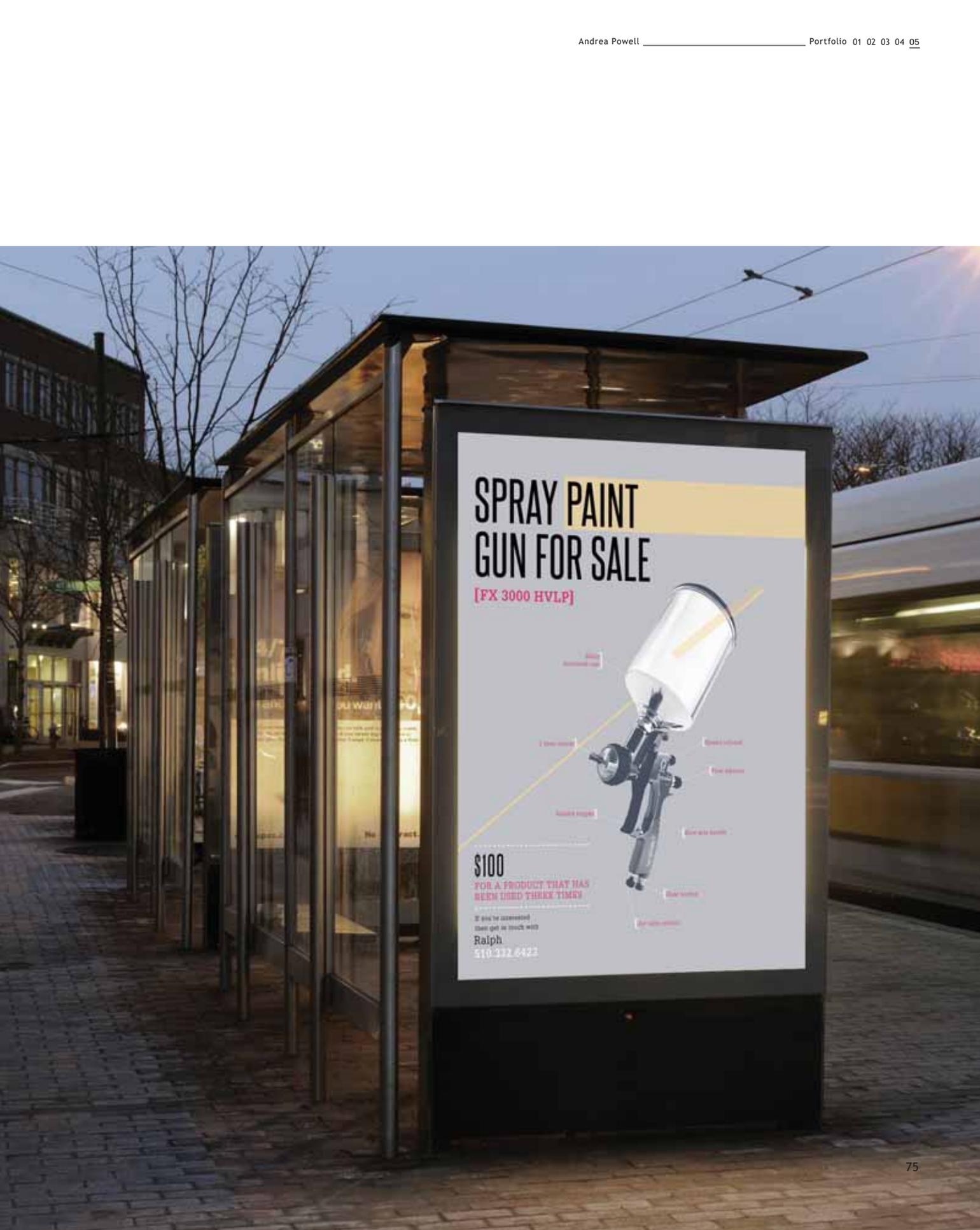
\$100

FOR A PRODUCT THAT HAS  
BEEN USED THREE TIMES

If you're interested  
then get in touch with

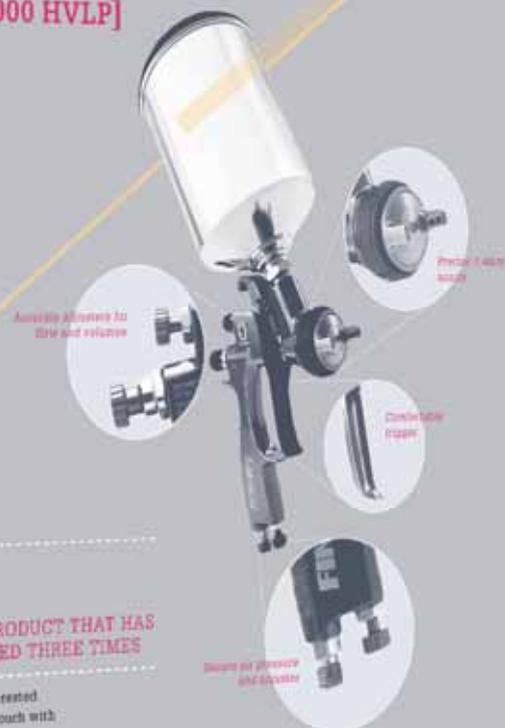
Ralph  
510.332.6423





# USED SPRAY PAINT GUN FOR SALE

[FX 3000 HVLP]



**\$100**  
 FOR A PRODUCT THAT HAS BEEN USED THREE TIMES

If you're interested then get in touch with  
**Ralph**  
 510.332.6423

# SPRAY PAINT GUN FOR SALE

[FX 3000 HVLP]

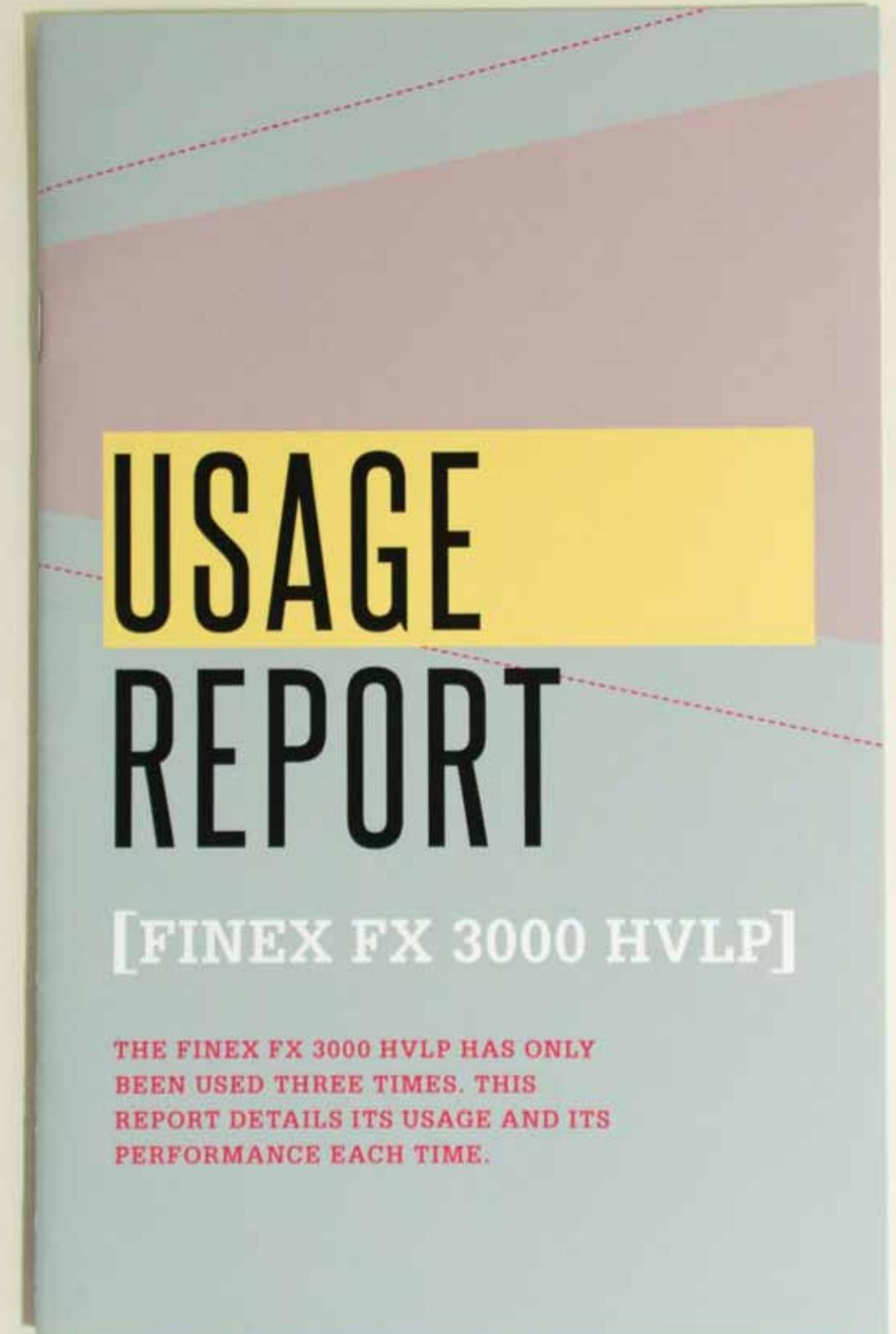


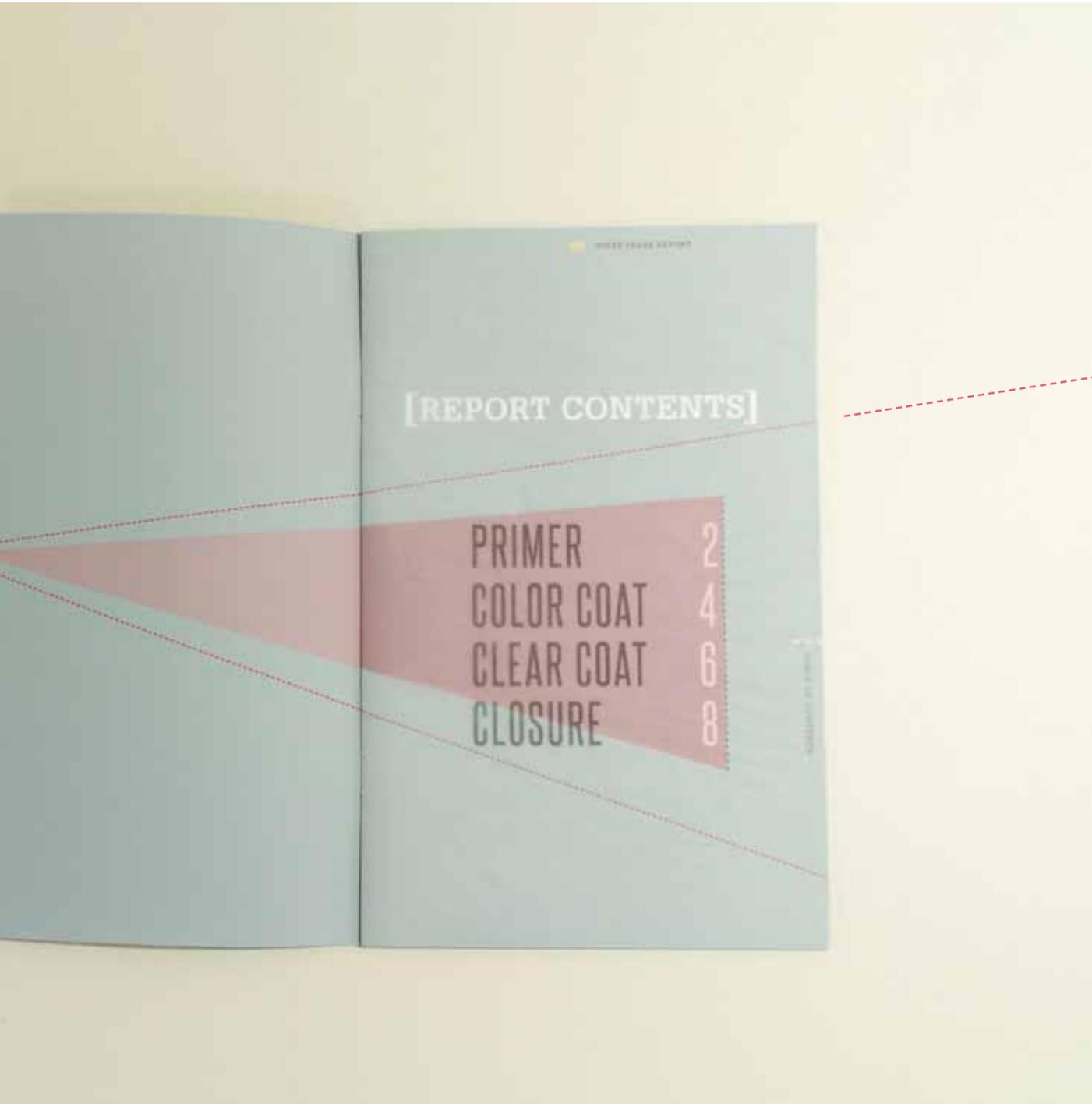
**\$100**  
 FOR A PRODUCT THAT HAS BEEN USED THREE TIMES

If you're interested then get in touch with  
**Ralph**  
 510.332.6423

### Usage Report\_

The Usage Report describes what happened each time the spray paint gun was used. It walks through the entire project that the student used it for, and is even instructional to anyone interested in using the spray paint gun.

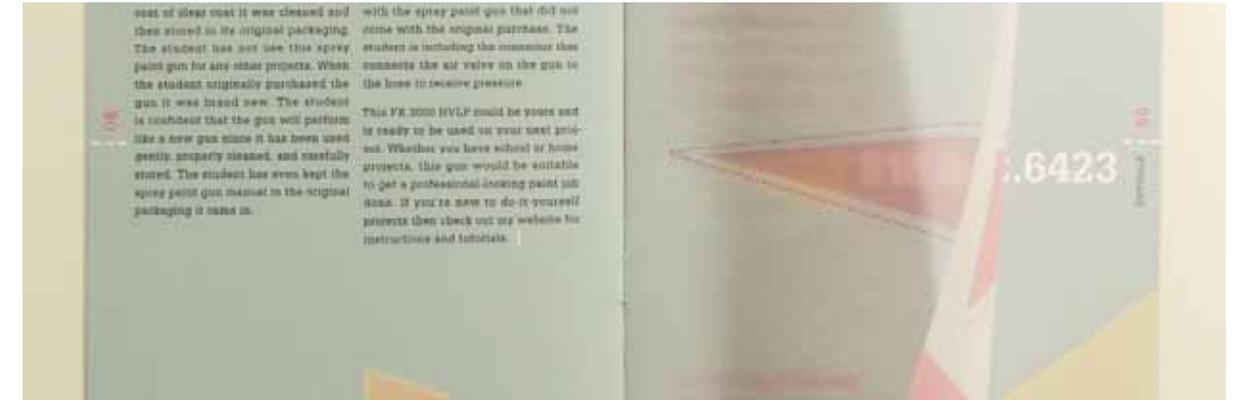




Change in Medium\_

An opaque paper was used in the Usage Report. This allowed me to highlight important features of the report in a technical manner, such as, the table of contents and the contact information (page 83).

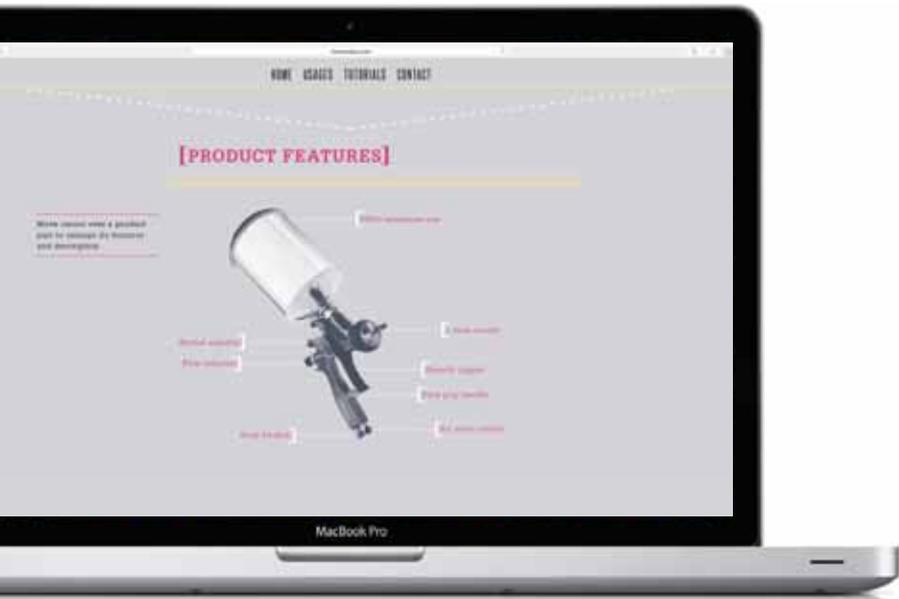


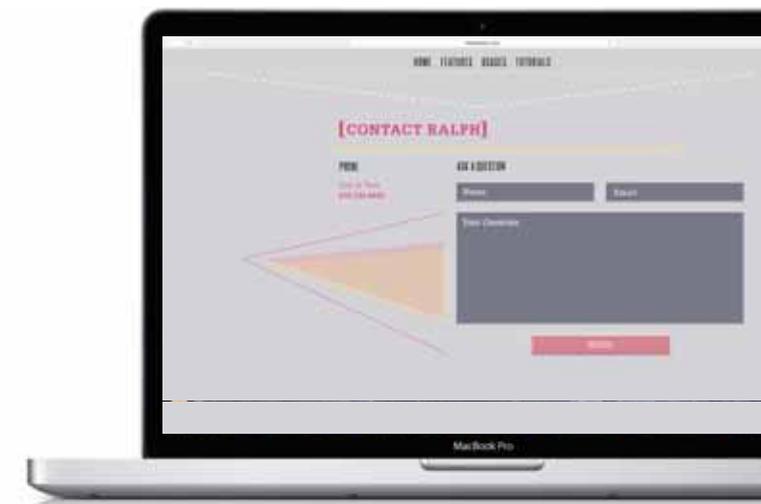
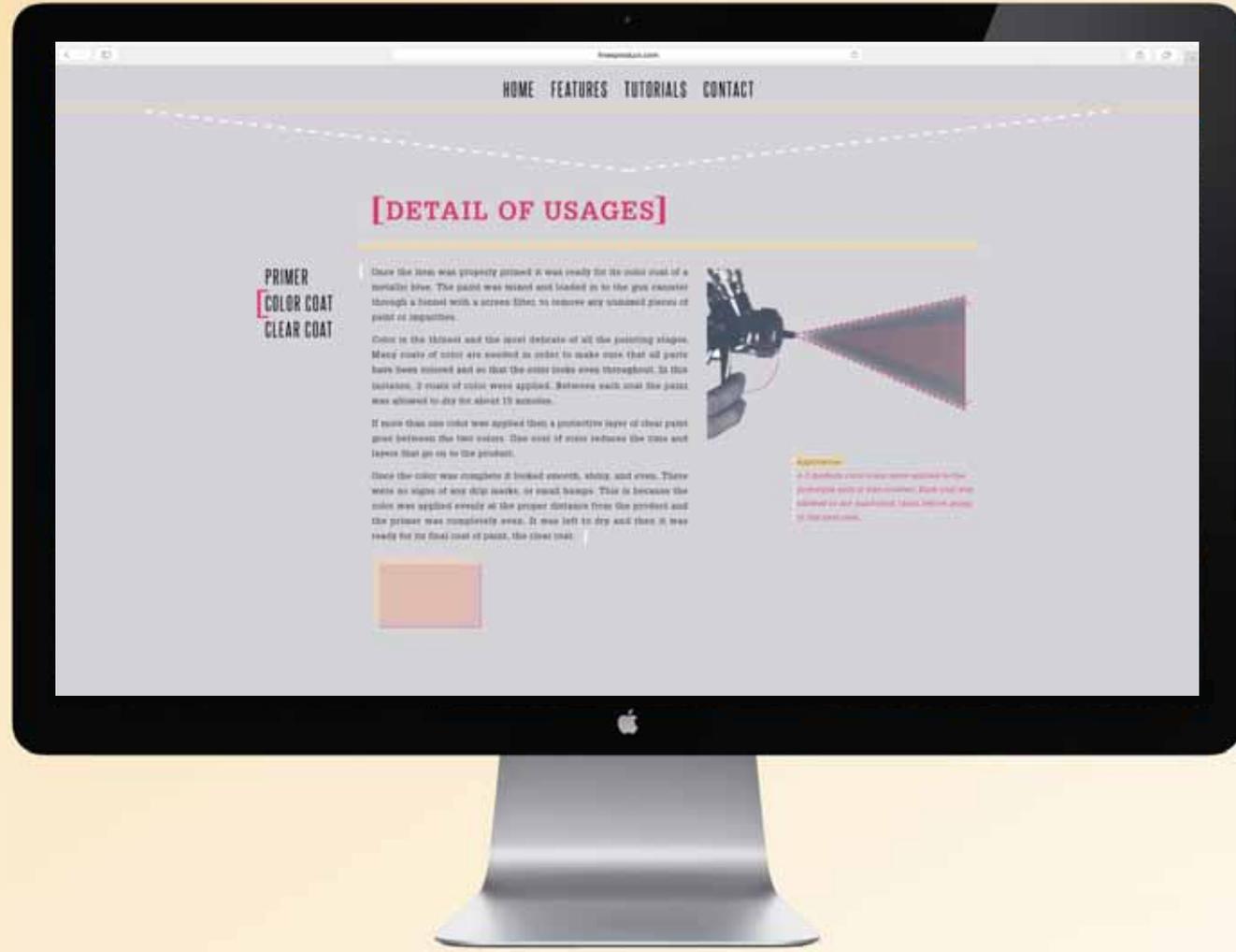


Website\_

The website allows viewers to learn about each feature of the spray paint gun, and there are tutorials on how to use it.







T H

ANDREA POWELL

Website\_ [apowell.design](http://apowell.design)

Email\_ [andreapowell3@gmail.com](mailto:andreapowell3@gmail.com)

A N K

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U .

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© Book design copyright\_

2017 Andrea Powell

Photographs of work\_

Andrea Powell

Stock photos\_

Dreamstime

Written content\_

Andrea Powell

Book printing and binding\_

Imagink, San Francisco, CA

Typefaces used\_

Trebuchet MS and Plantin Std

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Portfolio contains selected graduate student  
work from the Academy of Art University\_

2014-2017

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Website\_ apowell.design

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