



RABIES FREE RACCOONS LIVE A BETTER LIFE

— HELPING ANIMALS AND PROTECTING PEOPLE —



RABIES IN
THE AMERICAS
FORT COLLINS, COLORADO
NATIONAL WILDLIFE RESEARCH CENTER

Artist Statement

Cassandra Steger

Ever since I was young, I have always had a passion for art, writing, dancing, photography, videography, and any other creative field you could think of. Once I got to college I turned this love of art and creativity into a passion for design when I took my first graphics course. I now have an obsession in doing my part to add to the beauty of the world through design. Design is everywhere we look, and it is thrilling to be a part of that visual experience. I learn more and more about design each day, and thrive on new information to improve my skills.

Throughout my college career I have had the opportunity to design posters for events, design logos for clients, and develop my own personal design style. One of the things that I love most about graphic design is that it can take the form of many different mediums. In many of my designs I included watercolor as an added media, and used drawings as a base for much of my work. Most of my pieces represent my bold, colorful style and show my love of typography. The graphic design classes that I have taken as an undergraduate have furthered my understanding of how to visually communicate ideas and thoughts, and have helped me to gain more knowledge about marketing through design. The pieces that I chose to include in my portfolio embody my personal style as an artist and graphic designer. I included works for identity branding, logos, product packaging,

posters, album covers, and icons to show my diverse background as a graphic designer, while keeping a cohesive style throughout all of my works.

Graphic Design is such an amazing tool to communicate a message to people, and requires innovative thinking, creativity, and commitment. Although I will miss college, I am excited to use my skills to further my career in graphic design, and continue to challenge myself in new and innovative ways.

	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
Figure 1:	Travel Icons	Illustrator	10x10 Digital Print
Figure 2:	Travel Booklet	Illustrator	13x4 Booklet
Figure 3:	Travel Application	Photography/Illustrator	3x4 Digital Print
Figure 4:	Shared Struggles Poster	Illustrator	11x17 Digital Print
Figure 5:	Biomass Poster	Illustrator	11x17 Digital Print
Figure 6:	Housing Guide Cover	Photoshop/Illustrator	9.5x11 Publication
Figure 7:	Student Media Ad	Illustrator	15x11 Advertisement
Figure 8:	Rita Logos	Illustrator	8.5x11 Digital Print
Figure 9:	Rita Logo Application	Photoshop	8.5x11 Digital Print
Figure 10:	Rita Raccoon Poster	Watercolor/Photoshop	17x20 Digital Print
Figure 11:	Rita Dog Poster	Watercolor/Photoshop	17x20 Digital Print
Figure 12:	Rita Posters	Photoshop	17x20 Digital Print
Figure 13:	Posh Logos	Illustrator	8.5x11 Digital Print
Figure 14:	Posh Branding	Photography/Photoshop	8.5x11 Digital Print/Web
Figure 15:	Posh Product Packaging	Photography	7x2 Packaging
Figure 16:	Lumineers Album Cover	Pen and Ink/Photoshop	5x5 Digital Print
Figure 17:	Water Crisis Infographic	Illustrator	8.5x17 Digital Print



Figure 1: Travel Icons.

WHO ARE WE?

Imagine traveling the world and living as the locals would. Why empty your pockets and burn through cash abroad when you can experience the world on a budget?

This booklet will aid you on how to travel cheap on your journey abroad. These six tips provide the cheapest transportation, lodging, food, drinks, attractions, and internet choices in your area by following these set of icons to your destination. Look for the icon stickers on buildings which will point you in the right direction to the location. When you see the icon pointing down, you have reached your destination.

These icons are placed by the locals in each country to assist you in having the most authentic experience while on your travels. Look for these icons in the following countries:





TIP#1

One of the biggest tips for traveling abroad is to use public transportation. Instead of taking a taxi or renting a car, walk and rent a bike instead. It will also be beneficial to get a train pass to get between cities when traveling, and take the bus to get around town.



TIP#2

Since it is so expensive to use phone services abroad, many people choose not to keep in contact with people back home. It is also expensive to use 3G to google directions if needed. Finding an internet cafe, or another place that provides wifi will help solve these problems.



TIP#3

One of the main reasons that travelers go abroad is to see the attractions in that area. Travelers can follow the icons in order to point them in the right direction of different attractions in the area. The music icon can also be used to find cheaper events and local concerts happening around you.



TIP#4

Many travelers enjoy having a drink or two while on vacation. Having a drink of wine at a restaurant or ordering drinks from a bar can be very expensive. A tip for this would be to spend time at a pub instead, whose drinks are cheaper and they also have pub food. Many locals also spend time at nearby pubs. Another alternative would be to buy alcohol at a store instead, reducing costs.



TIP#5

When traveling, consider a hostel, or Bed and Breakfast instead of a pricey hotel. This will reduce a majority of the costs, and also give you the opportunity to meet other likeminded travelers on your trip. Hostels are shared rooms and are most likely the cheapest accommodation. Bed and Breakfasts are still reasonably priced, while also providing breakfast.



TIP#6

One of the biggest expenses when going abroad is food. Expensive restaurants packed with tourists that give you small proportions for high costs break your spending budget. Instead, try eating at family owned restaurants which tend to be cheaper and provide the cultures food as well. Following these icons to where the locals eat will allow travelers to experience the local food and culture.



**A TRAVEL BOOKLET
FOR TRAVELERS, BY THE LOCALS**

Figure 2: Travel Booklet.

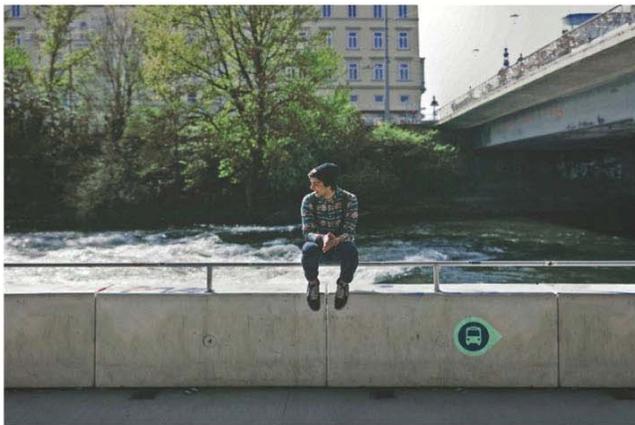
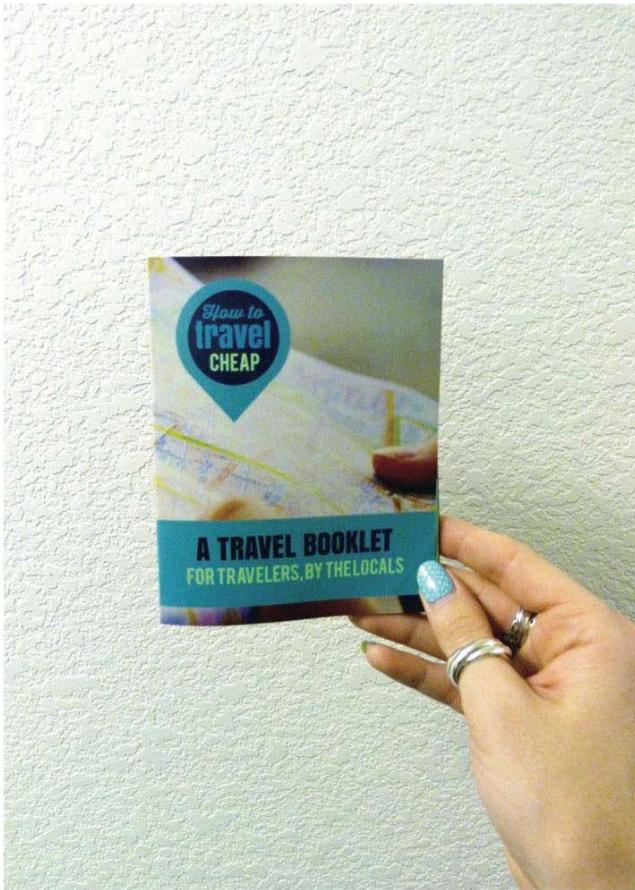


Figure 3: Travel Application.

CSU'S CONTEMPORARY ARTISTS AND ART CRITICS CLASS PRESENTS

SHARED STRUGGLES

A RELATIONAL AESTHETICS EXHIBITION

INSPIRED BY

LARRY BOB PHILLIPS AND DAVID LEIGH'S

**KEEPING BODY AND
SOUL TOGETHER**



**GOYA'S WAR:
LOS DESASTRES
DE LA GUERRA**

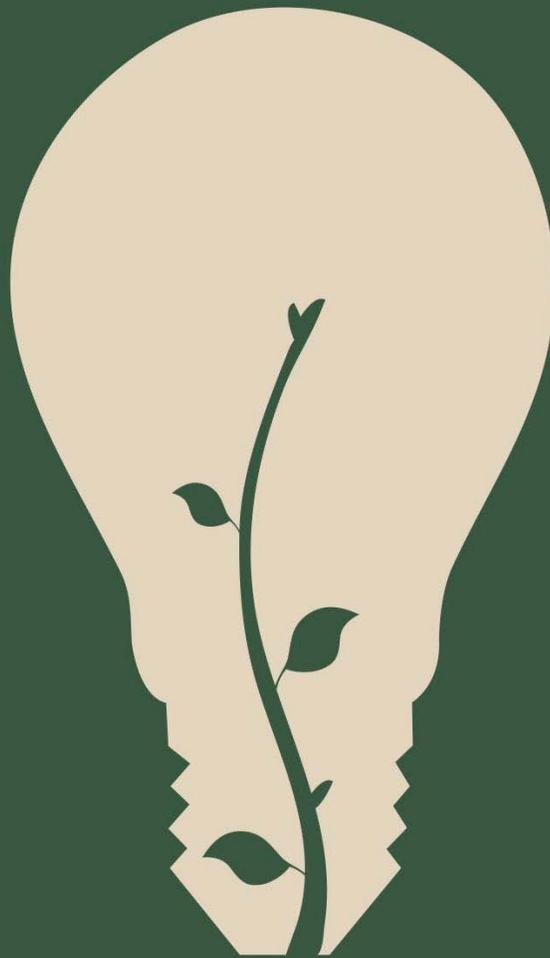
— TUESDAY, MARCH 10 @ 9:30AM —

join us!

AT THE UNIVERSITY MUSEUM OF ART

for a unique exhibition designed to break barriers and relate viewers through their own personal struggles

Figure 4: Shared Struggles Poster.



small steps create
CHANGE

The energy stored in plants can be used to make electricity. Carbon Dioxide is released when Biomass from plants is burned to make electricity. Plants absorb this Carbon Dioxide when they grow, and continue the cycle.

WWW.ALTENERGY.ORG/RENEWABLES/BIO MASS.HTML

Figure 5: Biomass Poster.

CSU *Housing Guide*

2014

[Party
Smart]

Learn the better way
to party
pg. 18

DONT PANIC!
WE'VE GOT YOU COVERED
pg. 4

How to deal with
ROOMATE CONFLICTS
pg. 20

THE ROCKY MOUNTAIN
COLLEGIAN

Figure 6: Housing Guide Cover.

90.5 FM
KCSU
LISTEN ONLINE AT KCSUFM.COM

COLLEGIAN

THE ROCKY MOUNTAIN
COLLEGIAN

— *your csu student media* —

EVERYWHERE

COLLEGIAN.COM/EVERYWHERE

PRINT • ONLINE • APP • TV • RADIO

CSU TV 11

YouTube

COLLEGE **avenue**
YOUR STUDENT MAGAZINE

CSU Life
For Family & Friends

Facebook

Twitter

Figure 7: Student Media Ad.



RITA
FORT COLLINS, CO



RABIES IN THE AMERICAS
WORLD RABIES DAY
NATIONAL WILDLIFE RESEARCH CENTER
GLOBAL ALLIANCE FOR RABIES CONTROL

Figure 8: Rita Logos.

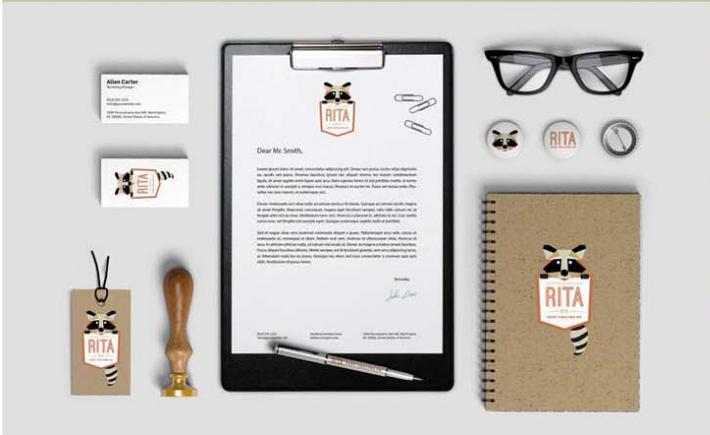


Figure 9: Rita Logo Application.



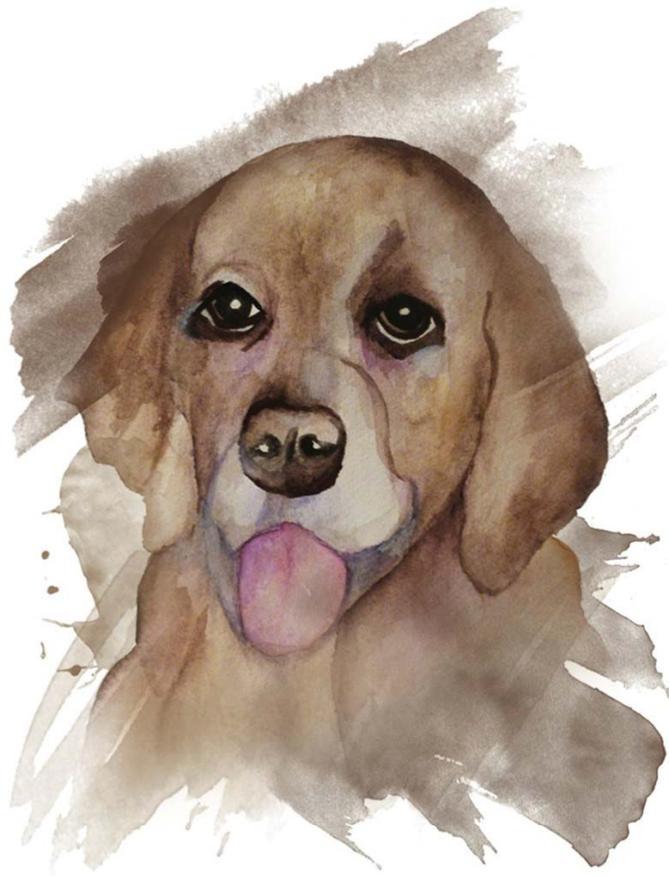
RABIES FREE RACCOONS LIVE A BETTER LIFE

— HELPING ANIMALS AND PROTECTING PEOPLE —



RABIES IN
THE AMERICAS
FORT COLLINS, COLORADO
NATIONAL WILDLIFE RESEARCH CENTER

Figure 10: Rita Raccoon Poster.



RABIES FREE DOGS LIVE A BETTER LIFE

— **HELPING ANIMALS AND PROTECTING PEOPLE** —



**RABIES IN
THE AMERICAS**
FORT COLLINS, COLORADO
NATIONAL WILDLIFE RESEARCH CENTER

Figure 11: Rita Dog Poster.



Figure 12: Rita Posters.



Figure 13: Posh Logos.

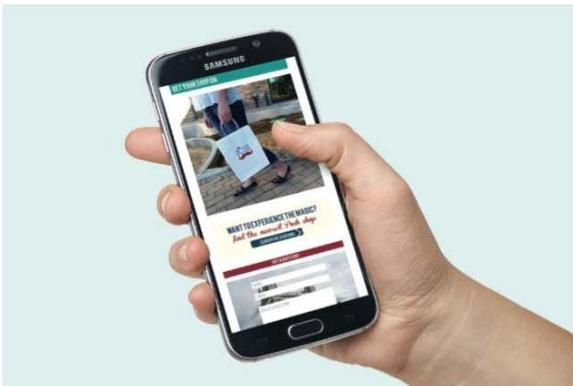
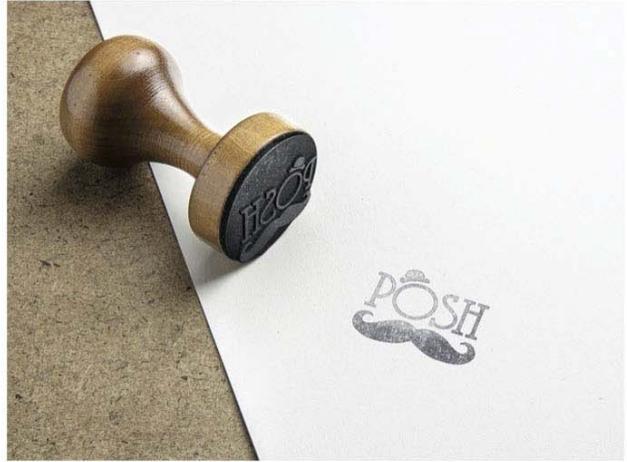


Figure 14: Posh Branding.



Figure 15: Posh Product Packaging.



Figure 16: Lumineers Album Cover.

THE WATER CRISIS

THE IMPACT ON OUR MOST PRESCIOUS RESOURCE



1 IN 9 PEOPLE LACK ACCESS TO AN IMPROVED WATER SOURCE

THE SUPPLY OF **WATER IS**
limited



Ways to reduce your water use



Take shorter showers
A FOUR MINUTE SHOWER USES APPROXIMATELY
20 TO 40 GALLONS OF WATER



Turn off the facet
WHILE BRUSHING YOUR TEETH OR SHAVING



Dishwasher efficiency
ONLY RUN THE DISHWASHER WITH A FULL LOAD



345
MILLION
PEOPLE IN
AFRICA
DON'T HAVE ACCESS TO
CLEAN WATER



THE WORLD'S POPULATION
IS USING
45%
OF THE FRESH
WATER SUPPLY

WATER USE IN THE UNITED STATES



California

20,000-30,000
MILLION
GALLONS A DAY

Colorado

10,000-20,000
MILLION
GALLONS A DAY

Missouri

5,000-10,000
MILLION
GALLONS A DAY

Minnesota

2,000-5,000
MILLION
GALLONS A DAY

Figure 17: Water Crisis Infographic.