EXPERIENCE

by Julian Hill Garfolo

In many professions, what used to matter most were abilities associated with the left side of the brain: linear, sequential, spreadsheet kind of faculties. Those still matter, but they're not enough.

What's important now are the characteristics of the brain's right hemisphere: artistry, empathy, inventiveness, big-picture thinking. These skills have become first among equals in a whole range of business fields.

DANIEL PINK
FORMER CHIEF SPEECH WRITER FOR FORMER VICE PRESIDENT AL GORE

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Exp

EXPERIENCE

Is a practical force. Observation, awareness, insight. It's in the beach trail you hiked one day, the person's smile you learned by heart, the gooey graham cracker crumbs and the smell of smoke that were left on your sweater after a long night spent around the campfire. It is the bike you learned to ride, the shoe you learned to tie, the ball you learned to catch. We are the sums of the knowledge we have assembled and committed to memory, a personal encyclopedia.

Such ordinary understanding and awareness has helped to shape our personal histories and qualify our humanity. Now, the alarm clock rings, we become conscious, snagged for a moment on the beauty of our own reality and of that that surrounds us. And gradually or suddenly, as human beings, as designers, we discover that we are the creators, the magicians, the conjurers, the tool makers and we do not just find ourselves, we create ourselves.

Cont

Op Art

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Atari Rocket

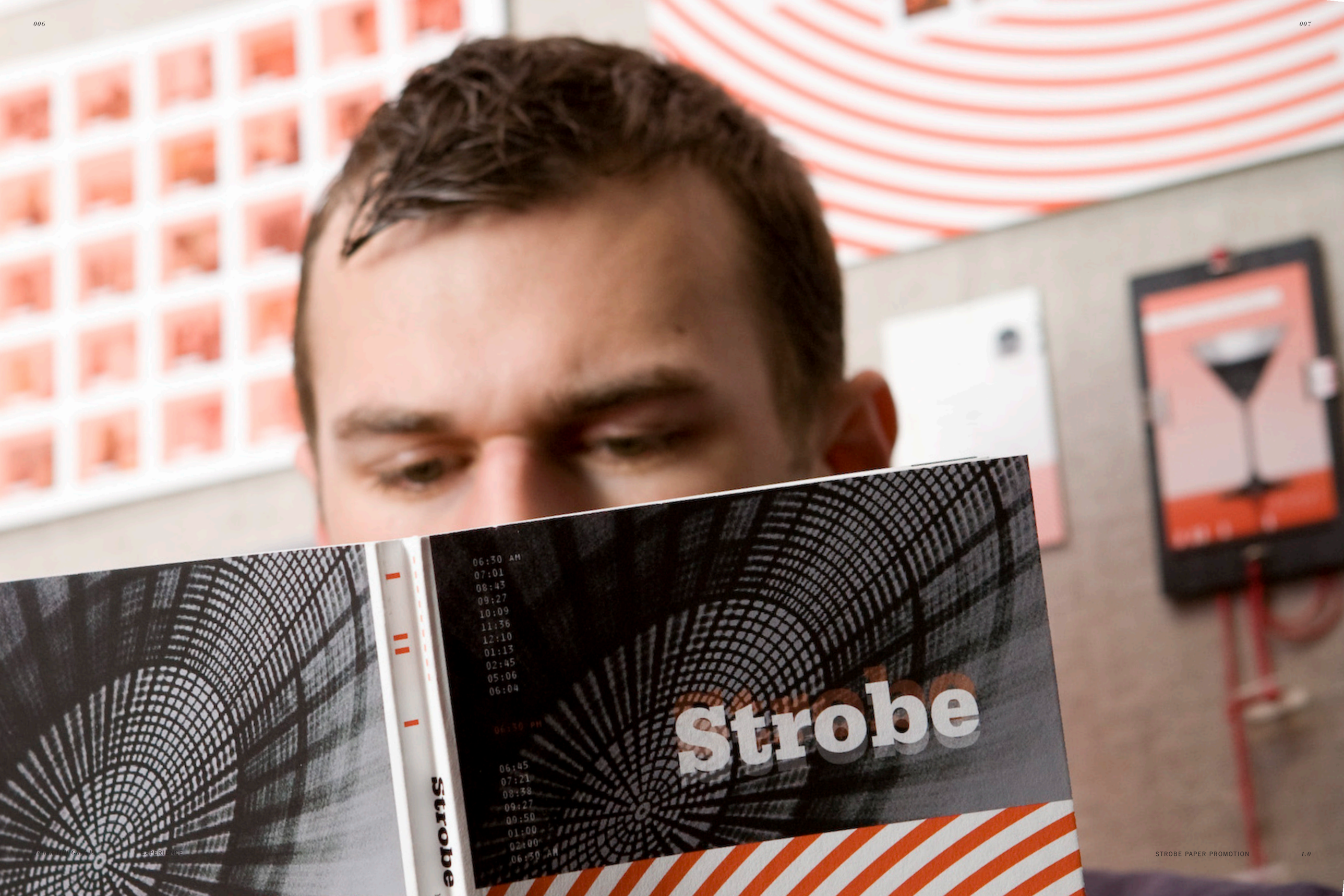
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Retro Deco

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Pages 110–127


06:30 AM
07:01
08:43
09:27
10:09
11:36
12:10
01:13
02:45
05:06
06:04
06:45
07:21
08:38
09:27
09:50
01:00
02:00
06:50 AM
Strobe
Strobe

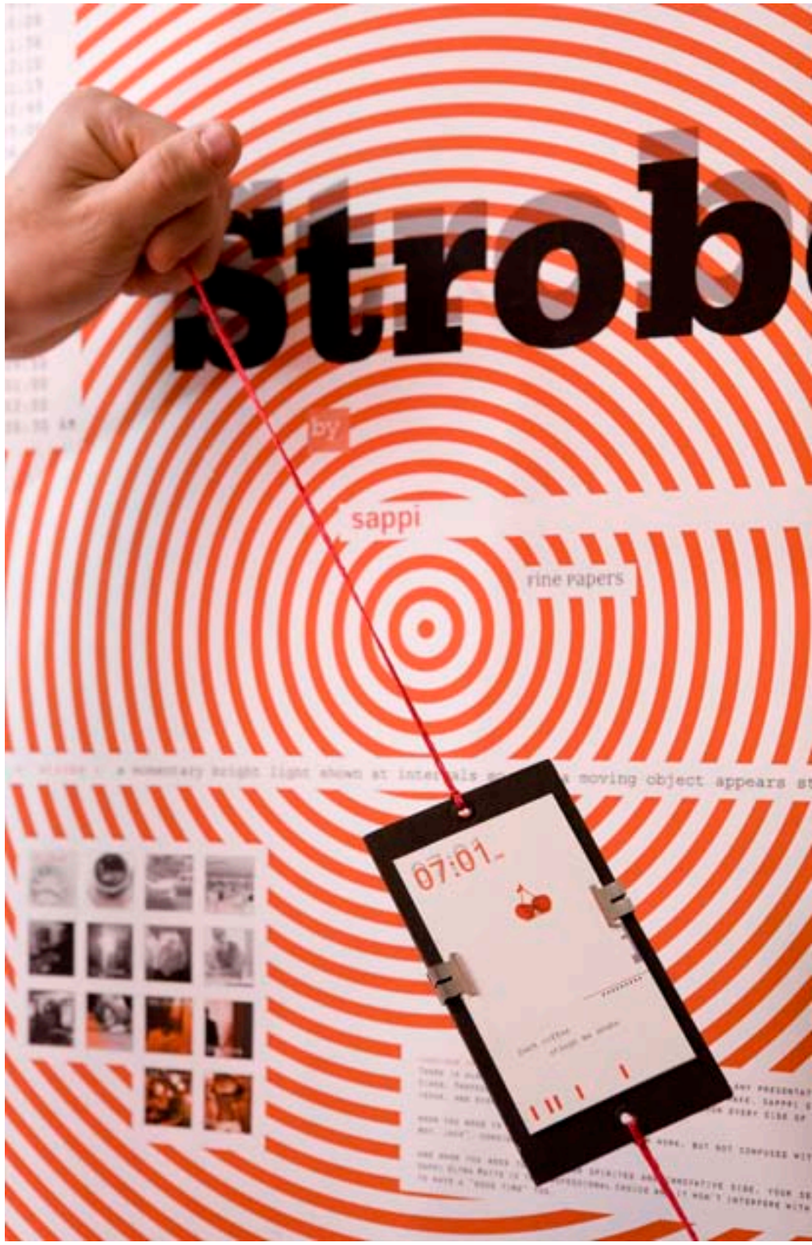
Op Art



instructor *ariel grey*
class *typography 4*
project *strobe paper promotion*

Sappi Fine Papers Introduces Strobe

The ever-pulsing rhythm of the strobe freezes a glimpse of the lives of the next generation. Too little sleep giving way to work day consciousness, caffeine jolts and crowded buses. Over-worked and underappreciated, we follow the mundane urban office worker from cubicle to club scene. Energies change drastically now, and the black and white monotones that make up these strangers' daily routines begin to be infected with the orange strands of daylight spiraling out toward the dawning of another day. Sappi, "it's worth the paper its printed on."




06:30..
Ring!



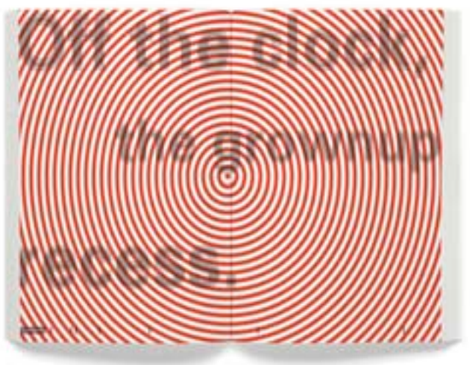



05:06..
The rings around my eyes..




walking out of the club


12:10..
Balled
or
paper


Off the clock,
the grownup
recess


09:27..






Strobe
sappi

Answering phones in a voice that is not my own.

Strobe

strangers, moving together in shiny clots,

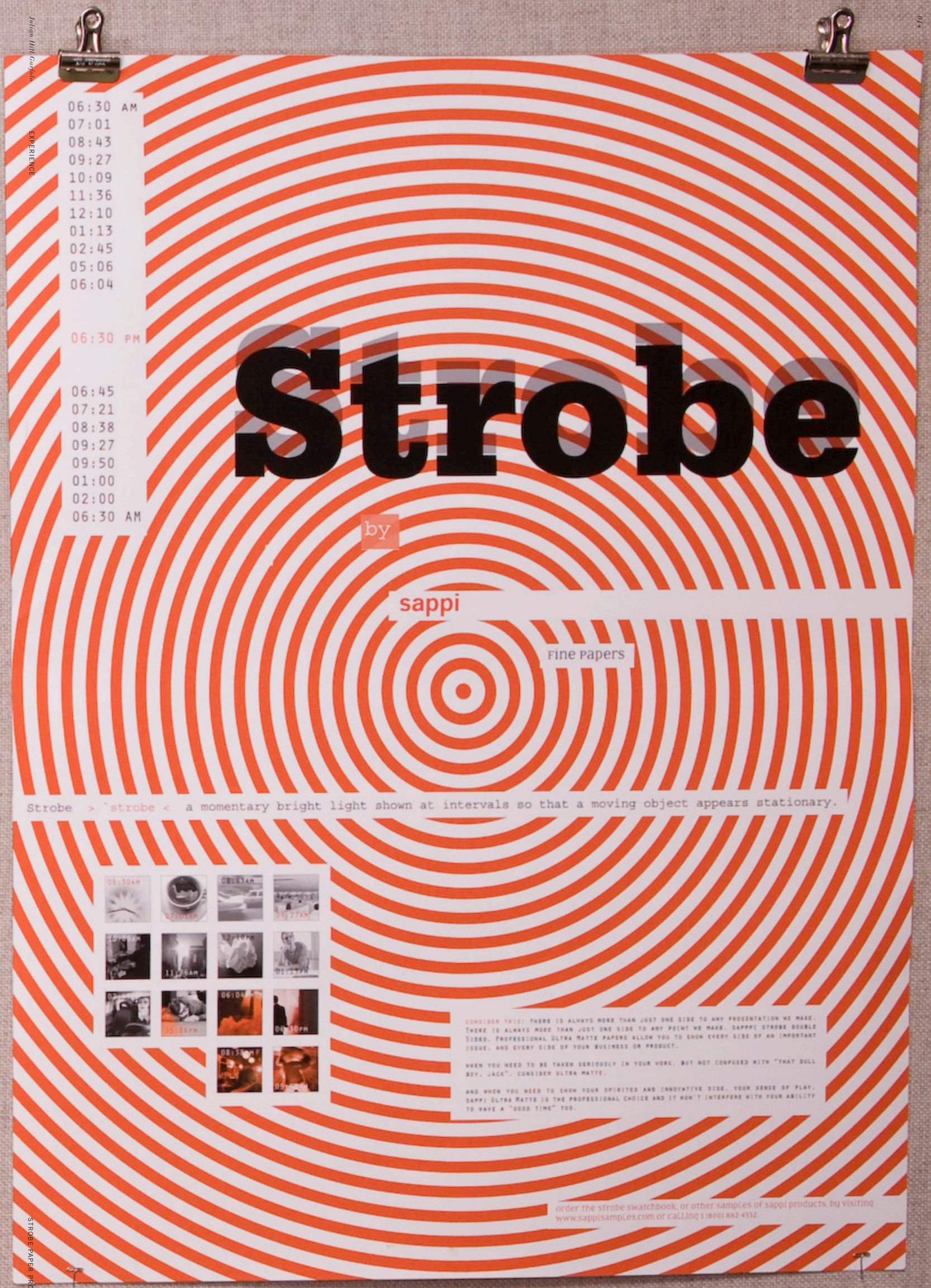
Scattered on the dark blue pavement
The weight of a woman's perfume pulls at you
into the technicolor jewel box

Nighttime wanderings,

07:01 AM

Dark coffee
strips me awake

12:10.


06:30 AM
07:01
08:43
09:27
10:09
11:36
12:10
01:13
02:45
05:06
06:04
06:30 PM
06:45
07:21
08:38
09:27
09:50
01:00
02:00
06:30 AM
Strobe
by
sappi
Fine Papers
Strobe > `strobe < a momentary bright light shown at intervals so that a moving object appears stationary.
CONSIDER THIS: THERE IS ALWAYS MORE THAN JUST ONE SIDE TO ANY PRESENTATION WE MAKE. THERE IS ALWAYS MORE THAN JUST ONE SIDE TO ANY POINT WE MAKE. SAPPI STROBE DOUBLE SIDED. PROFESSIONAL ULTRA MATTE PAPERS ALLOW YOU TO SHOW EVERY SIDE OF AN IMPORTANT ISSUE, AND EVERY SIDE OF YOUR BUSINESS OR PRODUCT.
WHEN YOU NEED TO BE TAKEN SERIOUSLY IN YOUR WORK, BUT NOT CONFUSED WITH "THAT DULL BOY, JACK", CONSIDER ULTRA MATTE.
AND WHEN YOU NEED TO SHOW YOUR SPIRITED AND INNOVATIVE SIDE, YOUR SENSE OF PLAY, SAPPI ULTRA MATTE IS THE PROFESSIONAL CHOICE AND IT WON'T INTERFERE WITH YOUR ABILITY TO HAVE A "GOOD TIME" TOO.
order the strobe swatchbook, or other samples of sappi products, by visiting www.sappisamples.com or calling 1 (800) 882-4332.



Julian Hill Garfolo

EXPERIENCE

ARMANI METALLO PAINTS *2.0*

Urban Chic



instructor *andrew keene*
class *package design 2*
project *armani metallo paints*

Armani Metallo Paints

Armani Metallo Paints: Synonymous with classic sophistication, these high-end metallic paints possess a soft metallic glow that can be used to create accents and moods for each room in your home or office. For the ambitious home decorator or the professional interior designer. Armani, "for a style conscious generation."






METALLO


STUDIO FINISH
LATEX METALLIC
GLOSS
METALLO
120 FL. OZ. (3¾ QUARTS) / 4.16L. BEFORE TINTING


STUDIO FINISH
LATEX METALLIC
GLOSS
METALLO
METALLO
STUDIO FINISH
LATEX METALLIC
MATTE


STUDIO FINISH
LATEX METALLIC
GLOSS
METALLO
METALLO
METALLO


JACK DANIEL'S
LYNCHBURG LEMONADE
JACK DANIEL'S
BLACK JACK
JACK DANIEL'S
WATERMELON SPIKE

Jack Attack



instructor *andrew keene*
class *package design 1*
project *jack daniel's cocktail line*

Jack Daniel's Country Cocktails

Jack Daniels, known for its rustic black label whiskey, steps up to a new generation with its entertaining line of iconic cocktails. Black Jack Cola, Lynchburg Lemonade, and Watermelon Spike. Each flavor name simultaneously combines the roots of the popularity of old Jack Daniels with the thirst quenching nature of fresh fruits and colas. Playing up its retro personality with black and white photos from the 1950's with their wacky faces and fresh hairdos, Jack Daniels mixed drinks offer a fresh alternative to mixing your own. So try it when you are out at the bar or at home with friends. "Enjoy a country cocktail!"




Jack Daniel
JACK DANIEL'S
OLD TIME QUALITY
OLD No 7 BRAND
BLACK JACK
COLA


JACK DANIEL'S
OLD No 7 BRAND
BLACK-JACK COLA


COUNTRY COCKTAILS


JACK DANIEL'S
OLD TIME QUALITY
OLD No 7 BRAND
LYNCHBURG
LEMONADE


JACK DANIEL'S
OLD No 7 BRAND
LYNCHBURG LEMONADE


COUNTRY COCKTAILS


JACK DANIEL'S
OLD TIME QUALITY
OLD No 7 BRAND
WATERMELON
SPIKE


JACK DANIEL'S
OLD No 7 BRAND
WATERMELON SPIKE

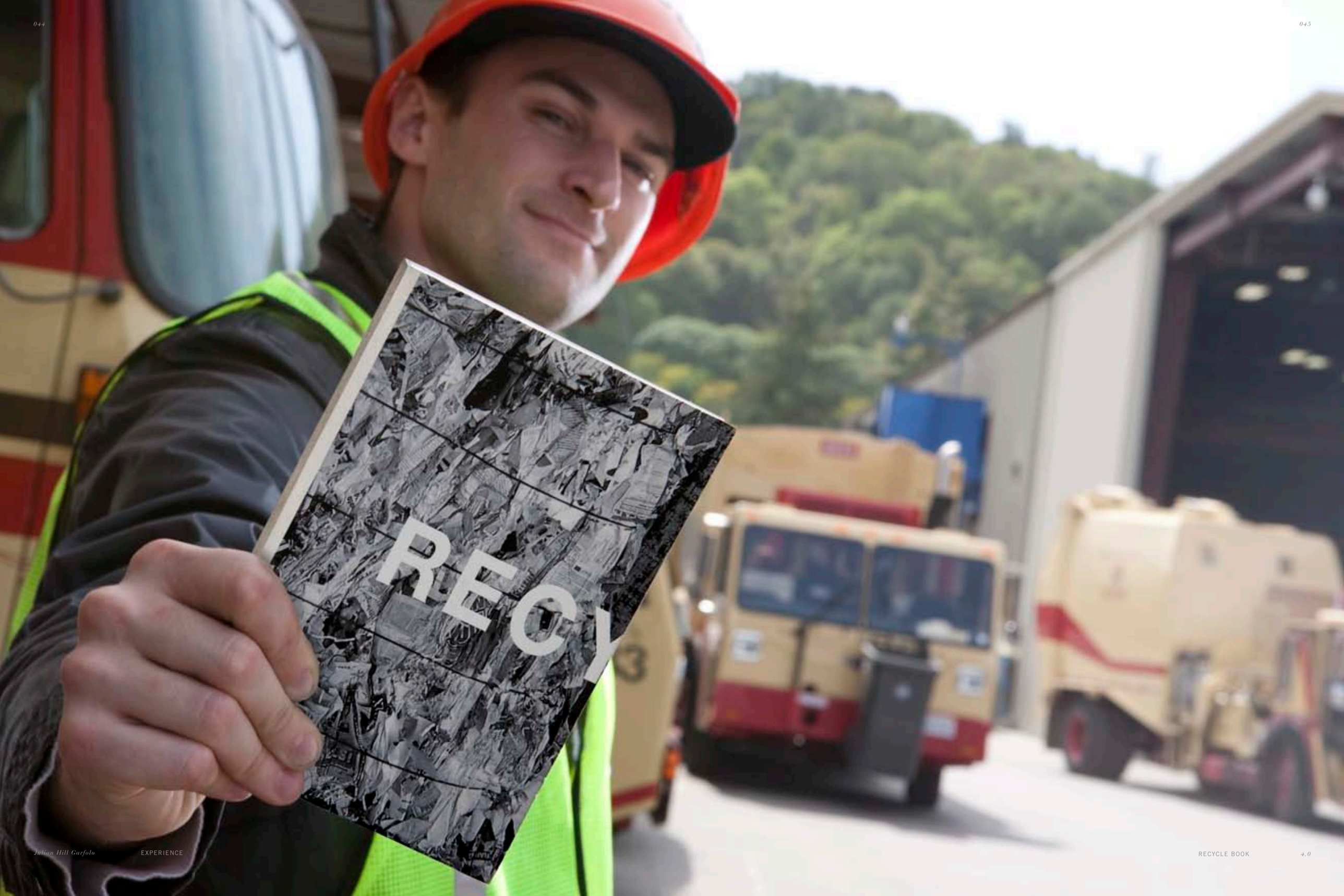

OLD No 7 BRAND
COUNTRY COCKTAILS

JACK DANIEL'S
BLACK JACK
COLA
JACK DANIEL'S
LYNCHBURG
LEMONADE
JACK DANIEL'S
WATER-MELON
SPIKE


JACK DANIEL'S
BLACK JACK
COLA


JACK DANIEL'S
LYNCHBURG
LEMONADE


JACK DANIEL'S
WATERMELON
SPIKE


RECY

Trash Talk



instructor *jennifer sterling*
class *typography 3*
project *recycle coffee table book*

Recycle Coffee Table Book

This is a book exposing the misnomers of the recycling industry with its nonsensical system. I asked the president of Marin Sanitary what these symbols meant when you see them on plastic products and he said that there are seven total. Anything past the number two symbol means that the material is too contaminated to recycle. So why the other numbers past two? Perhaps this is supposed to make consumers feel better. This book is supposed to show people how much garbage we create and why we need to start conserving and trying new methods. It is supposed to stir up emotions and controversy. Do you the consumer really know what is going on at your local recycling facility?







AVOID EDGE OF DUMPING AREA
CAUTION
4Ft. DROP
PRECAUCION












NO HOT ASHES
YARD WASTE ONLY

ALUMINUM
&
TIN

640









Dual Sort Recycling



PAPER ONLY

640



RECYCLE
RECYCLE
RECYCLE


Glass recycling symbol for beverage packaging.


Glass recycling symbol for beverage packaging.


Glass recycling symbol for beverage packaging.



Plastic recycling #3. Not as easy to recycle.



Plastic recycling #2. Not as easy to recycle.



Plastic recycling #1. Easy to recycle and reuse over & over.



Plastic recycling #6. Too many contaminants to recycle.



Plastic recycling #5. Really difficult to recycle.



Plastic recycling #4. Even harder to recycle.



Recycled polystyrene plastic symbol for #6 plastic group.



Plastic recycling #7. Impossible to recycle!


Food Composting recycling symbol. Please Compost!


Paper recycling symbol for beverage packaging.


European recycling symbol for general recycling.


Recycling symbol that is used throughout the entire U.S.


Stands for corrugated paper recycling.


Explosive symbol. Means the object can detonate.


Corrosive symbol. Can burn or destroy living tissue.


Flammable symbol tells the user that contents are flammable.


Toxic waste symbol. Capable of causing injury or death.


Biohazard symbol. This is usually biomedical waste.


Corrosive symbol. Can burn through many surfaces.


Poisonous or reactive. Dangerous to handle or consume.



Steel recycling symbol used to recycle steel products.




PLASTIC RECYCLING


WHY RECYCLE?

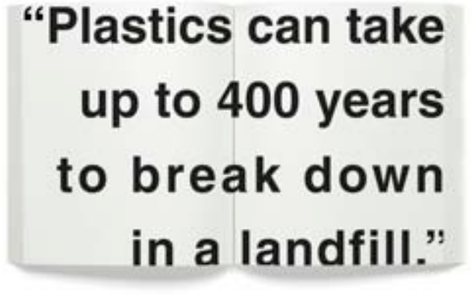









HAZARDOUS WASTE


“Plastics can take
up to 400 years
to break down
in a landfill.”



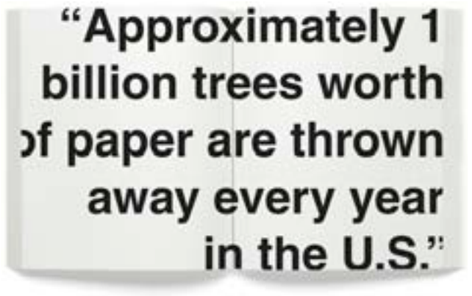




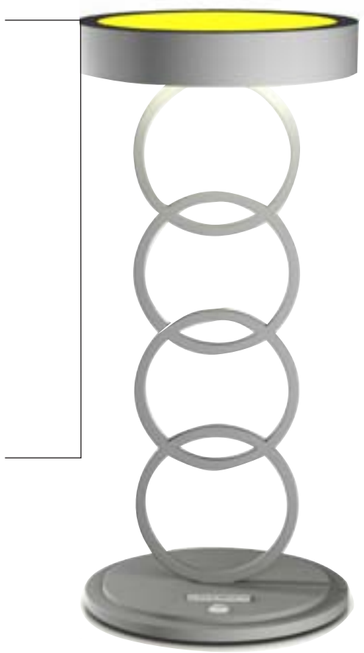



ALUMINUM RECYCLING




“Approximately 1
billion trees worth
of paper are thrown
away every year
in the U.S.”

Licht Lite

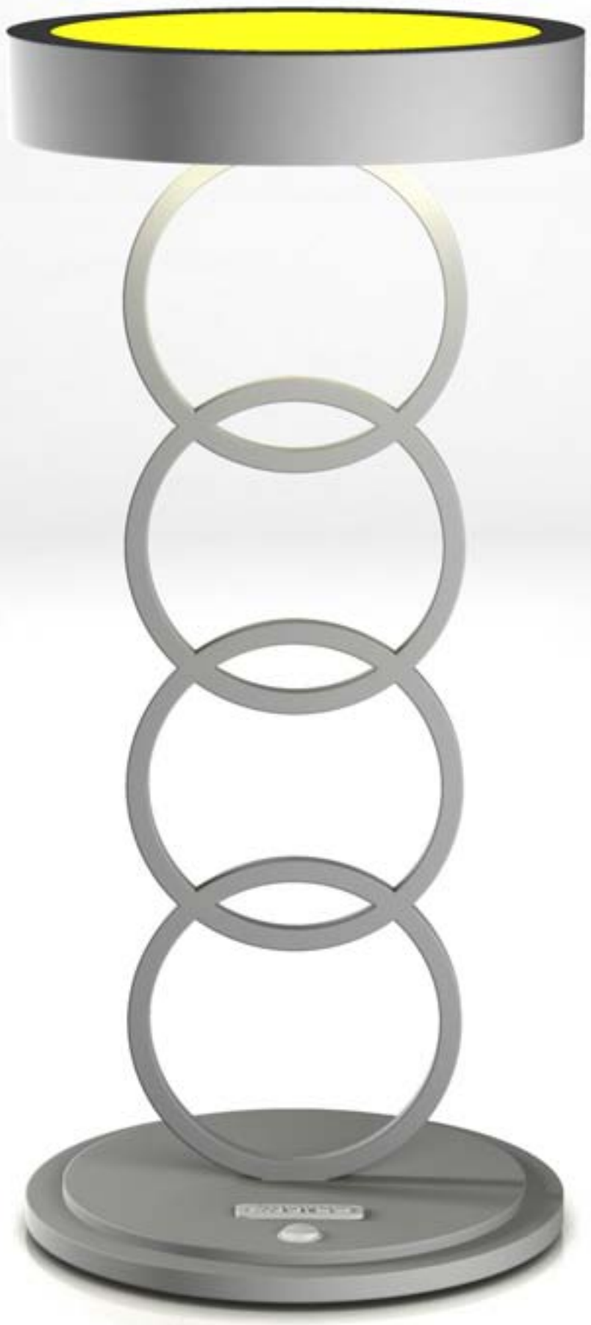


instructor *tom mcnulty*
class *package design 3*
project *audi lamp*

Audi L8 Collapsible Lamp

The L8 anniversary lamp was designed in tandem with the arrival of the new German Audi R8 supercar. It was created to serve as a sleek lifestyle accessory to the modern home or hi-tech workplace. With its four interlocking rings made entirely of recyclable aluminum, this lamp uses energy efficient LED technology with different intensity settings to dim or brighten the lamp to your liking. Truly elegant in its simplicity and simply elegant in its conception. Audi, "Truth in engineering."












TRUTH IN ENGINEERING
Audi
COLLAPSIBLE TABLE LAMP
MODEL NUMBER 6245L
L8
DESIGN
Audi has developed a new table lamp in celebration of its new R8 mid engine super car, the pinnacle of technology, performance and power. Constructed out of forged aluminum with a combination of high intensity led and halogen bulbs to help create the ultimate mood lighting in your home. Come by and test drive an Audi today at a local dealer near you and visit us at Audi.com for further information.
24"
11"
SCHEMATICS
Audi L8 Table Lamp
Height 24 inches
Width 11 inches
100watts
L8



Julian Hill Garfolo EXPERIENCE

METRO NEST BIRDHOUSE *6.0*

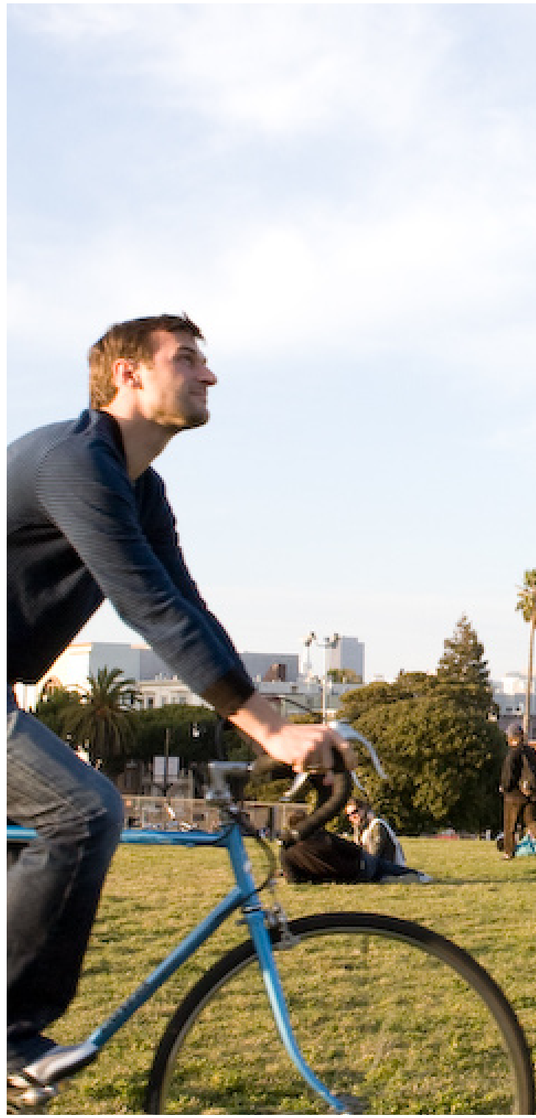
Metro Nest



instructor *andrew keene*
class *package design 2*
project *metro nest birdhouse*

Metro Nest Urban Birdhouse

Originally conceived as an entry for the Birdhouse Project , a public art installation of artistic birdhouses designed by recognized and emerging Bay Area artists, architects, designers, builders and community groups presented by the Orinda Arts Council. Metro Nest was designed and constructed using recycled street signs and intended to provide safe nesting shelters for small birds in urban areas with reduced habitat.




25
M.P.H.
METRO NEST
METRO NEST


25
M.P.H.
METRO NEST
METRO NEST


25
METRO NEST


alterna
THE HEALTHY ALTERNATIVE.
A HOLISTIC APPROACH TO PARKINSON'S
alterna
SENSE
alterna
NOURISH
alterna
REPAIR
alterna

Alt Pharm



instructor *tom menulty*
class *package design 3*
project *alterna pharma line*

Alterna Pharmaceutical

If we could design a magic potion or pill to alleviate one of the world's ills, what would it be? Would it be a pill to eliminate famine, an ointment to eliminate a form of cancer or perhaps a line of products to help a loved one struggling with a disease?

Alterna is a line of holistic Parkinson's pharmaceutical products focusing on alternative treatments for this debilitating disease. Containers for sprays, creams, drops and tablets made of soft matte whites with a palette of complimentary label colors of matte olive green, glowing sunflower yellow, and cool grey blue. All soothing and inviting colors that appear more hopeful and less medicinal. "Alterna, the hopeful alternative."




alterna
A HOLISTIC APPROACH TO PARKINSON'S
SENSE
[ANTI-TREMOR SPRAY]
alterna
ASSIST
[ORAL LIQUID DROPS]
alterna
A HOLISTIC APPROACH TO PARKINSON'S
REPAIR
alterna
A HOLISTIC APPROACH TO PARK NSON'S
NOURISH
[NEURAL STIMULATOR PILLS]
60 Tablets
alterna
A HOLISTIC APPROACH TO PARKINSON'S
PROTECT


alterna
A HOLISTIC APPROACH TO PARKINSON'S
BALANCE
[POSTURE REPAIR KIT]
Chewable Sticks 12 oz/375 g
MERCURIUS CORROSIVUS
alterna
A HOLISTIC APPROACH TO PARKINSON'S
REVIVE
[MUSCLE RELAXOR CAPSULES]
PINE-BARK & GRAPE SEED EXTRACTS
PMS 127
alterna
SENSE
alterna
NOUR SH
[NEURAL STIMULATOR PILLS]
alterna
alterna


macy's
macy's
Birth
Lift off
Leader
Birth

Atari Rocket



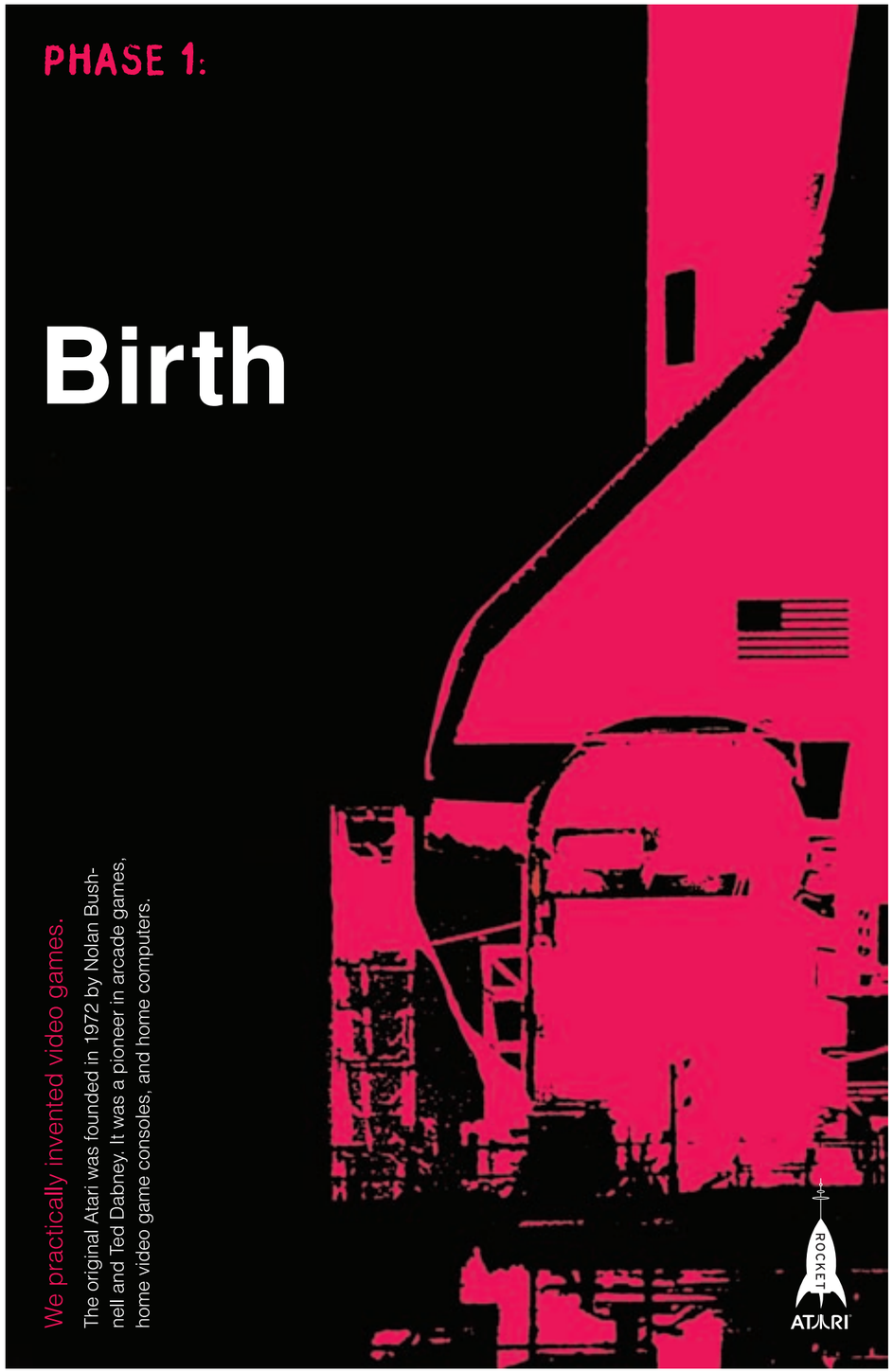
instructor *ed o'brien*
class *print 2*
project *atari rocket promo*

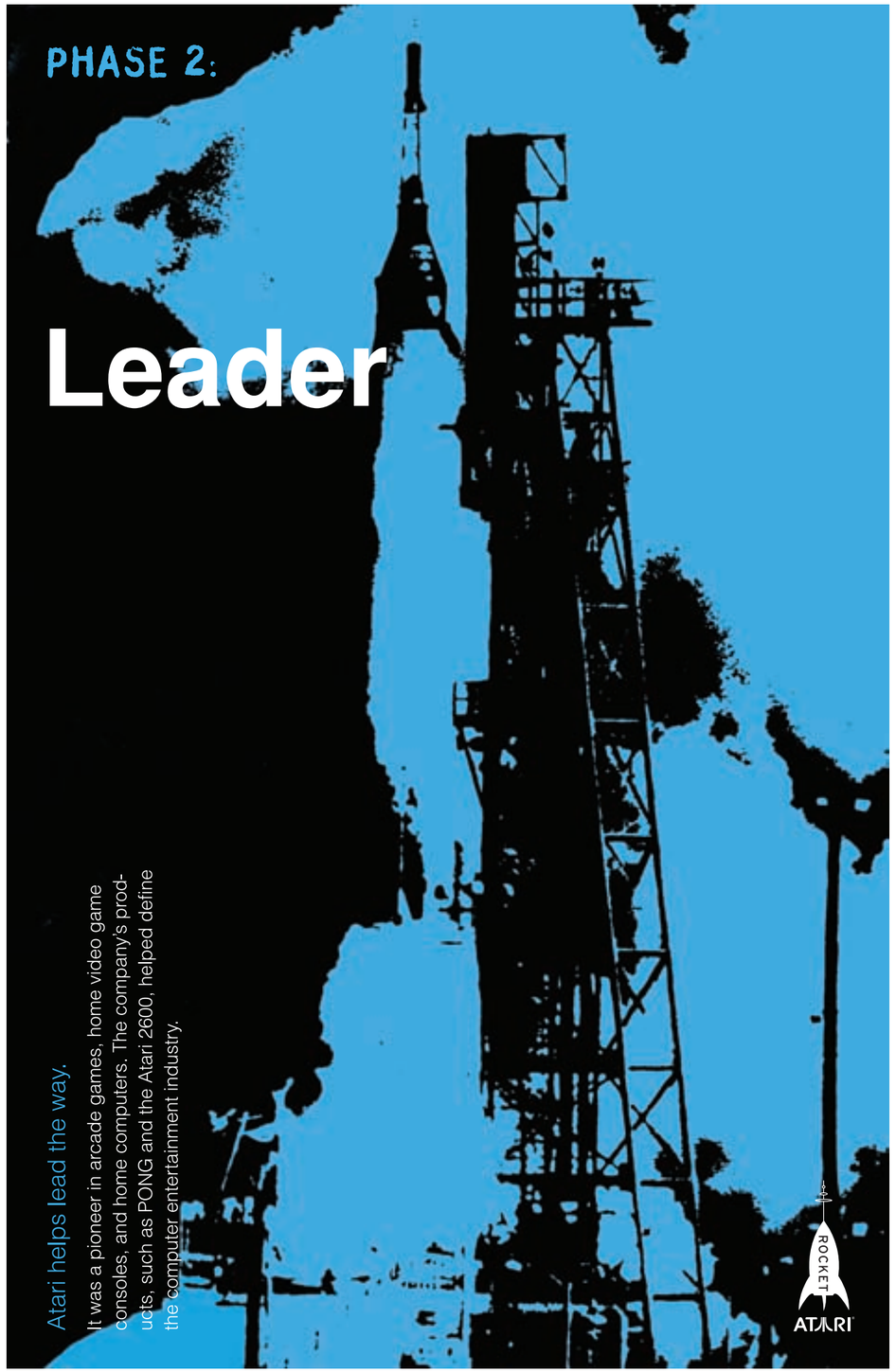
Atari Rocket Game Console Promo Kit

Blast off! Atari is back. After being out of the spotlight for many years, Atari has returned to lead the console video gaming world once more. Known for beginning the video game craze with its seminal arcade games of Pong, Boggle, Asteroids, and Centipede, Atari has unleashed a campaign to capture the attention of gamers across the globe. Rocket is a state-of-the-art console with wireless inertial technology that allow players to effectively enter and affect the world of their games in real time.

After a quick recap of the birth and history of Atari, this promo book with its neon colors and metallic surfaces leads our imagination as it chronicles the many years in which Atari led the arcade masses in the game community. Now with its new trend setting gaming Rocket consoles, the visionary Atari has blasted back onto the video game scene. "Ready, set, Rocket."




PHASE 1:
Birth
We practically invented video games.
The original Atari was founded in 1972 by Nolan Bushnell and Ted Dabney. It was a pioneer in arcade games, home video game consoles, and home computers.
ROCKET
ATARI


PHASE 2:
Leader
Atari helps lead the way.
It was a pioneer in arcade games, home video game consoles, and home computers. The company's products, such as PONG and the Atari 2600, helped define the computer entertainment industry.
ROCKET
ATARI

PHASE 3:

Lift off!

Atari Jaguar Unleashed...

Atari unveiled the Jaguar, the world's first 64-bit home video game system, to worldwide press coverage. Atari announced that 50,000 units would be sold in New York, San Francisco, Paris, and London in October of 1994 .

ROCKET

ATARI

PHASE 4:



Rocket.

The Rocket has landed.

Atari is introducing our greatest game system yet, the Atari Rocket. Get ready to hold on to your seats. We will lead the industry again .Coming soon...

ROCKET

ATARI


ATARI

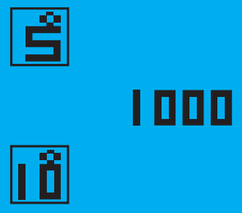

ATARI



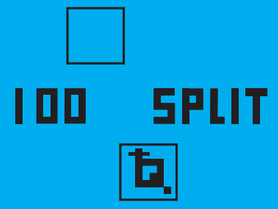
Earth Attack 1980



Warlords 1981

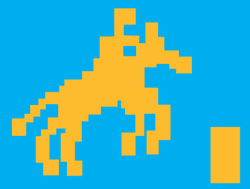


Casino 1979

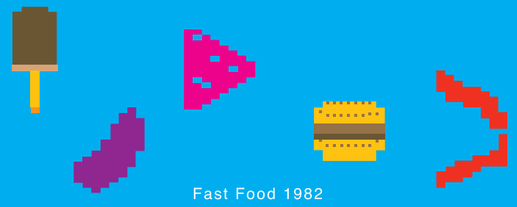




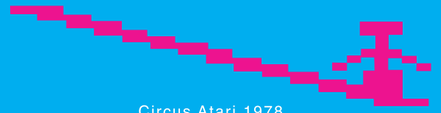
Video Olympics 1977



Steeple Chase 1974



Fast Food 1982



Circus Atari 1978



Night Driver 1976



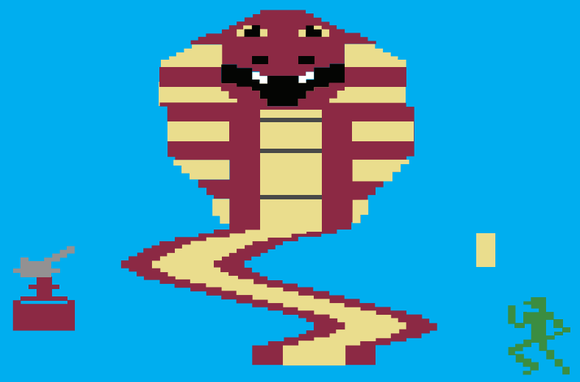
Canyon Bomber 1977



Demons to Diamonds 1978



Air Raiders 1982



G.I. Joe Cobra Strike 1983





Mad Max 1983

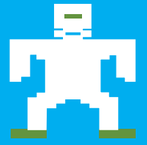








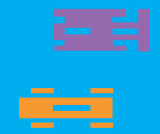
Lord of The Ring 1983





Frankenstein's Monster 1983

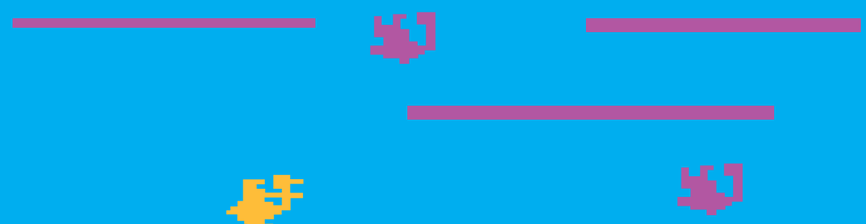




Frogger 1982

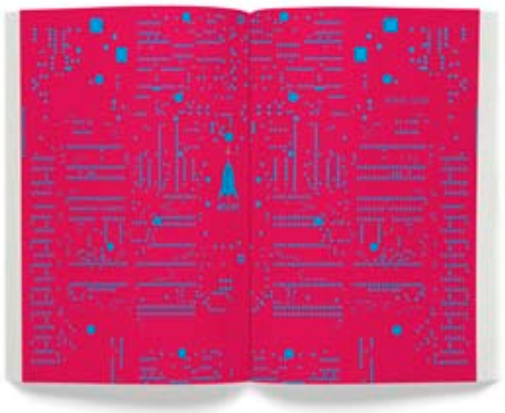


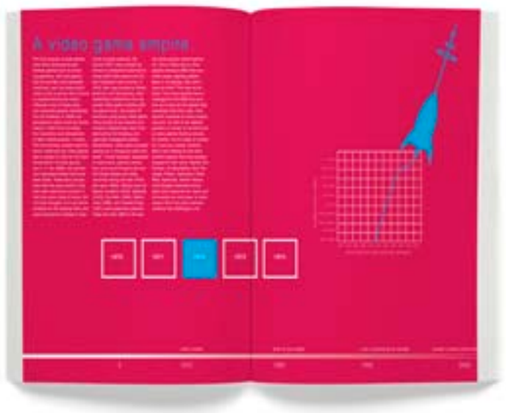




Joust 1983

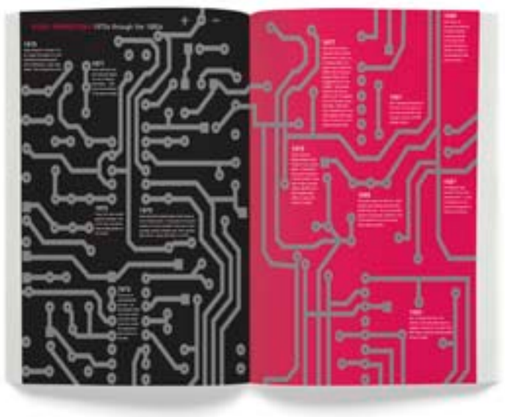

PHASE 1:
Birth
PHASE 3:
Lift off!




A video game empire


PHASE 1. The birth of Atari
US





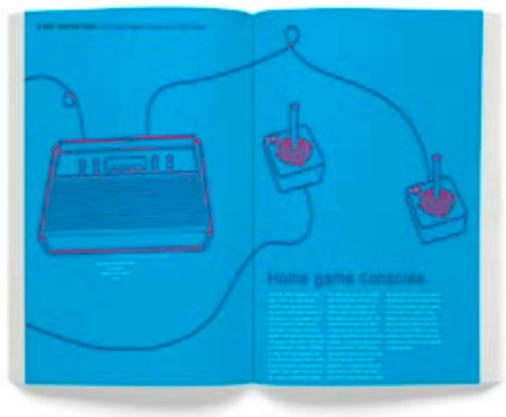

VIDEO ARCADE






PHASE 2. The leader in games...


PHASE 3. Lift off!

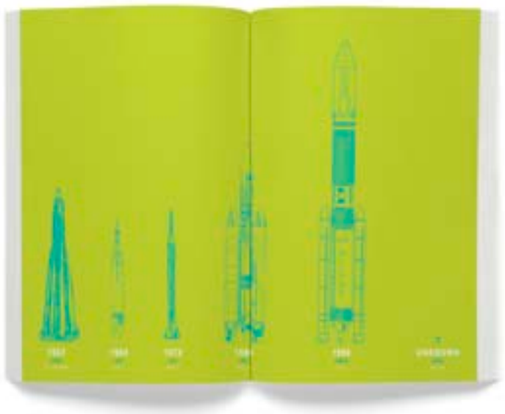

Home game consoles

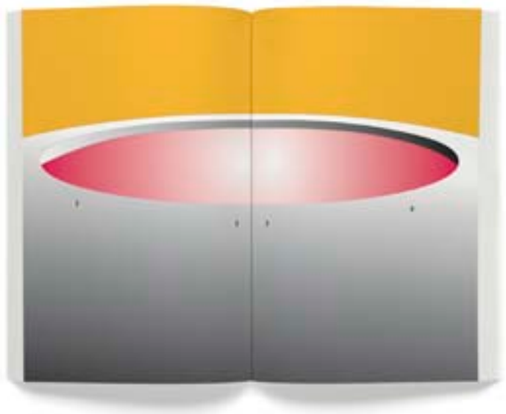

All new 64 bit system



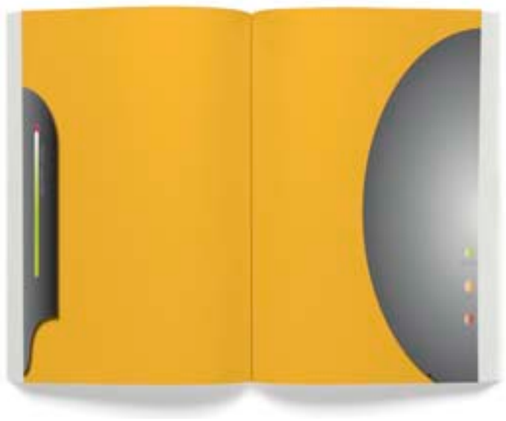



ATARI






PHASE 4 Rocket.



Green Travel



instructor *tom mcnulty*
class *identity 2*
project *green cab co.*

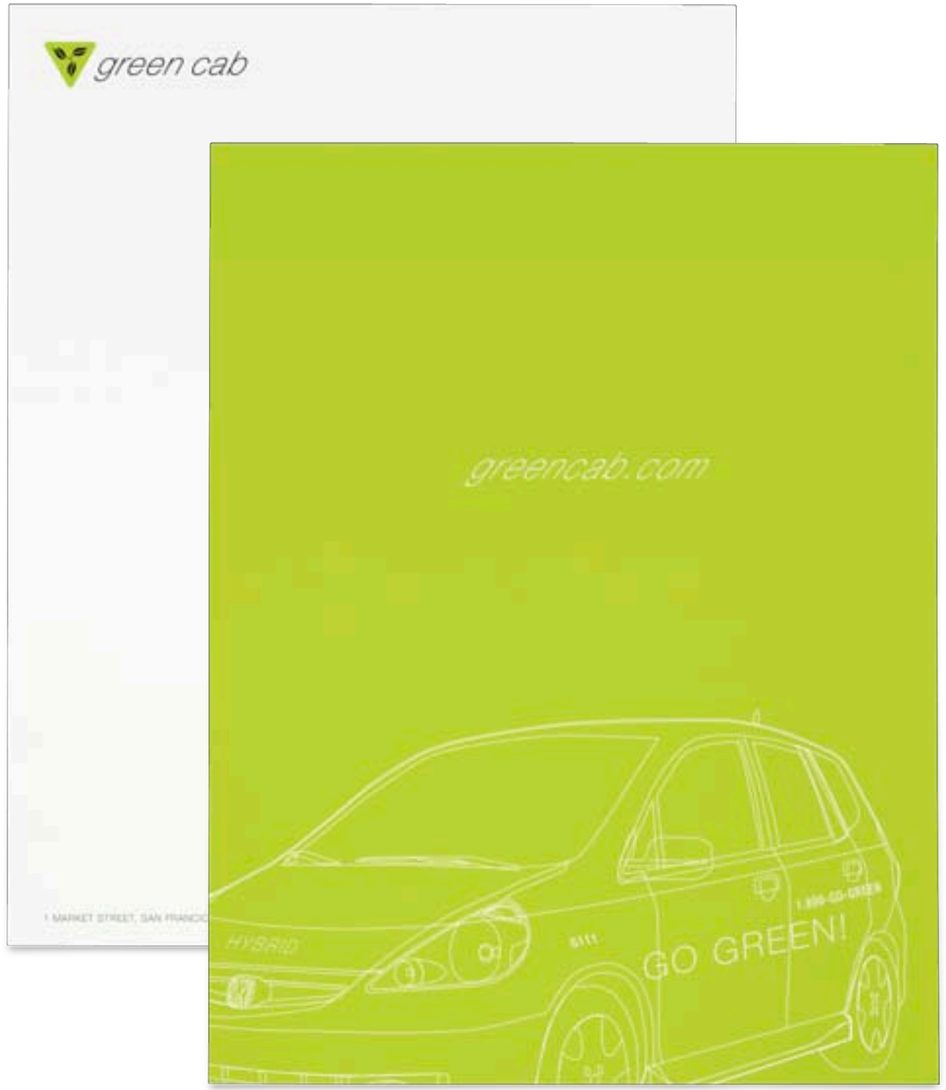
Green Cab Cooperative

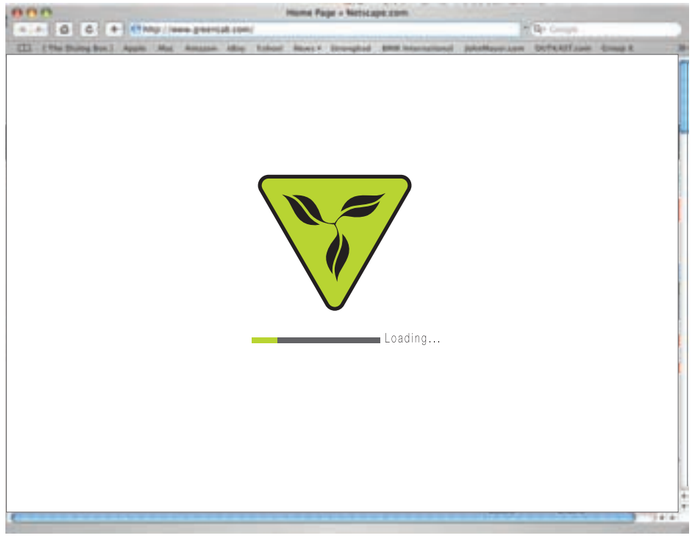
What is green and has a tiny carbon footprint and is just the opposite of a heavy metal, gas guzzling, exhaust spewing transit vehicle? Here's a hint. It's a hybrid vehicle that is small yet roomy, lightweight, made mostly of highly recyclable aluminium and glass, sips gasoline and makes its own electricity. No it's not Yellow Cab, it's Green Cab and you can hail it with your iPhone or online anywhere in the city. "Don't go yellow, hail a Green Cab."

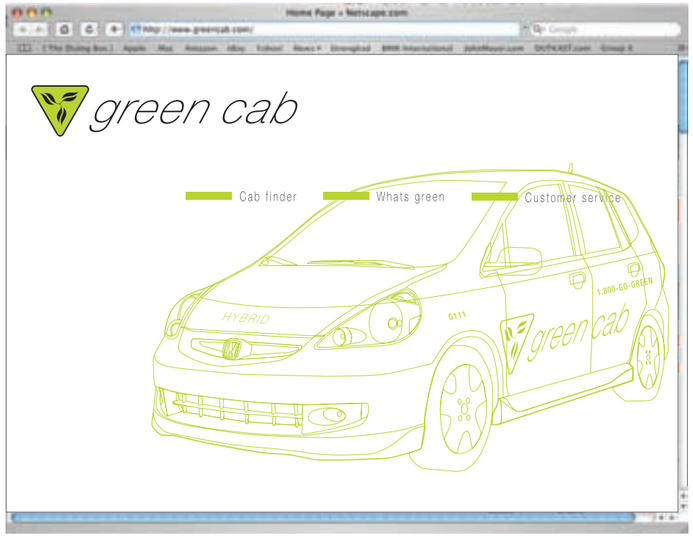



green cab
CEO: CHRISTOPHER S. REED
greencab.com

green cab


green cab
greencab.com
HYBRID
GO GREEN!


Home Page - Netscape.com
Loading...


Home Page - Netscape.com
green cab
Cab finder
Whats green
Customer service
HYBRID
G111
1.800-GO-GREEN
green cab


TAXI
HYBRID
G111
1.800-GO-GREEN
green cab


TAXI
HYBRID
G112
1.800-GO-GREEN
green cab




green cab
GO GREEN!




GO GREEN!
green cab


GO GREEN!
HYBRID
G111
1-800-GO-GREEN
green cab
green cab


LIGHT

CAB-CATCHER


THINK GREEN


GO GREEN

GO GREEN!

green cab

GREEN CARD
green cab
4003 4433 0034 4444
4003
VALID DATES
07/06-08/31/10
STEPHEN H GREENFIELD
VISA

green cab


aero
EST. 2009
aero
aero
aero

Retro Deco



instructor *michael osborne*
class *package design 4*
project *aero retail store*

Aero Retail Store

Target is looking to take market share from retailers Williams-Sonoma & Crate & Barrel by combining their product offerings and launching a new store concept called "Aero." Team Era's strategy is to position Aero as a "branded house" setting out to provide each customer with products that will appeal to their unique sense of style. With collaboration between artist's, designers and chefs Aero has created a distinct retail experience with an array of innovative products.




aera
aera
aera
aera
aera
TRANQUIL
SOOTHE
REVIVE
RESTORE














aerø
EST. 2009
MOCHA-JAVA
COFFEE
100% natural
aerø
EST. 2009
FRENCH ROAST
COFFEE
100% natural
aerø
EST. 2009
FRENCH ROAST
COFFEE
100% natural
aerø
EST. 2009
BLUE MOUNTAIN
COFFEE
100% natural


TRIPLE DISTILLED
Vodka
IMPORTED FROM HOLLAND
aera
EST. 2009


aera
BELUGA IMPERIAL
Malossol Caviar
CLASSIC GREY
Beluga Caviar
OSETRA IMPERIAL
Black Caviar


aera
ROSEMARY MINT


aera
EST. 2008
RISING SUN
MOMO PEACH
CAMELLIA BEAUTY
Tea
Flowers
HERBAL INFUSION




aera
EST. 2008
MOMO PEACH
Tea
Flowers
HERBAL INFUSION


STAINLESS STEEL
PEPPER GRINDER
Made in Germany
STAINLESS STEEL
SALT GRINDER
Made in Germany




aero
EST. 2009


aero
EST. 2009


aero
aero
HAND LOTION
SANDALWOOD
EST. 2009


aero
EST. 2009
aero
EST. 2009
EUCALYPTUS
aero
EST. 2009
BUBBLY BATH
EUCALYPTUS

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ACADEMY OF ART UNIVERSITY
Senior Portfolio 2009

INSTRUCTOR
Mary Scott

BINDERY
The Key
5851 Ocean View Drive
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510.595.3311
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PRINTED BY
Giant Horse Printing
1336 San Mateo Ave.
South San Francisco, CA 94080
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PRINTER
HP Indigo

PAPER
Cover Stock Black Arrestock Linen
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Text Stock 100lb Finch ID Text

SOFTWARE
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DESIGN
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TYPEFACES
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Trade Gothic

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Thank You

Special thanks to Mary Scott for her remarkable insight, unerring good taste, inspirational advice and endless patience. I want to especially thank Tom McNulty for the role he played in my internship and subsequent employment at Venables Bell & Partners. I want to thank all of my instructors who have taught me invaluable design methods and theory over the years at the Academy of Art, Andrew Keene, Ariel Grey, Jennifer Sterling, Carolina De Bartolo, Todd Hedgpeth, Michael Osborne, Ed O'Brien, and Jane Brown.

I would like to give a warm thank you to Blake Bäkken, Director of Design for his leadership and amazing vision while I was an junior designer at Venables Bell & Partners. Not only did I get to work on some inspirational projects, pitches and campaigns, but I came away as a better designer. Finally, I would like to recognize and thank Vadim Zaychik owner and principle at Plotnet and his prodigious crew for their guidance, brilliant digital editing, and virtuoso color management and printing. They make printing come alive.

Last but not least I would like to thank my family for their unflagging support and encouragement throughout my years at the Academy of Art University.