

FALL 2019

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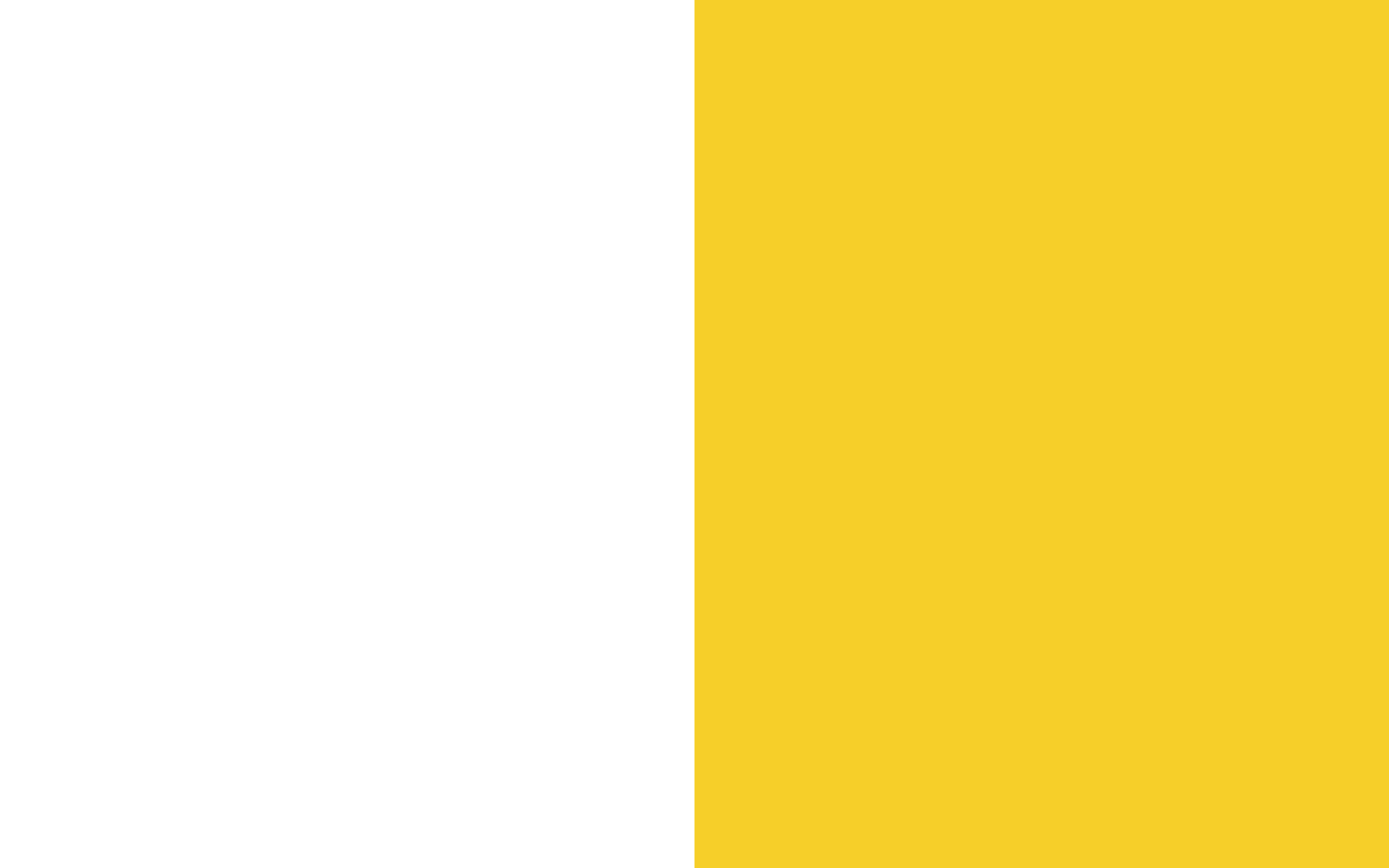
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NATALIA
ZAPATA



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NATALIA
ZAPATA

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NARCONO

PROJECT 01 11

JULIET, SAILING AND DIVING

PROJECT 02 27

SEASONAL FLOWER ARRANGEMENT

PROJECT 03 45

GAME STOP REBRANDING

PROJECT 04 61

GREEN TRIP

PROJECT 05 83

Hi! My name is Natalia. I believe design is all about connecting with and visually provoking the audience by making them curious about what's next. As a designer, my goal is to make clients happy and guide them through the entire design process.

PROJECT NAME

NarcoNo

COURSE

Visual Thinking

INSTRUCTOR

Jeremy Stout

CATEGORIES

Branding
Packaging
UX/UI

OP

JL

EN

CE

FLASHY,
UGLY REALITY

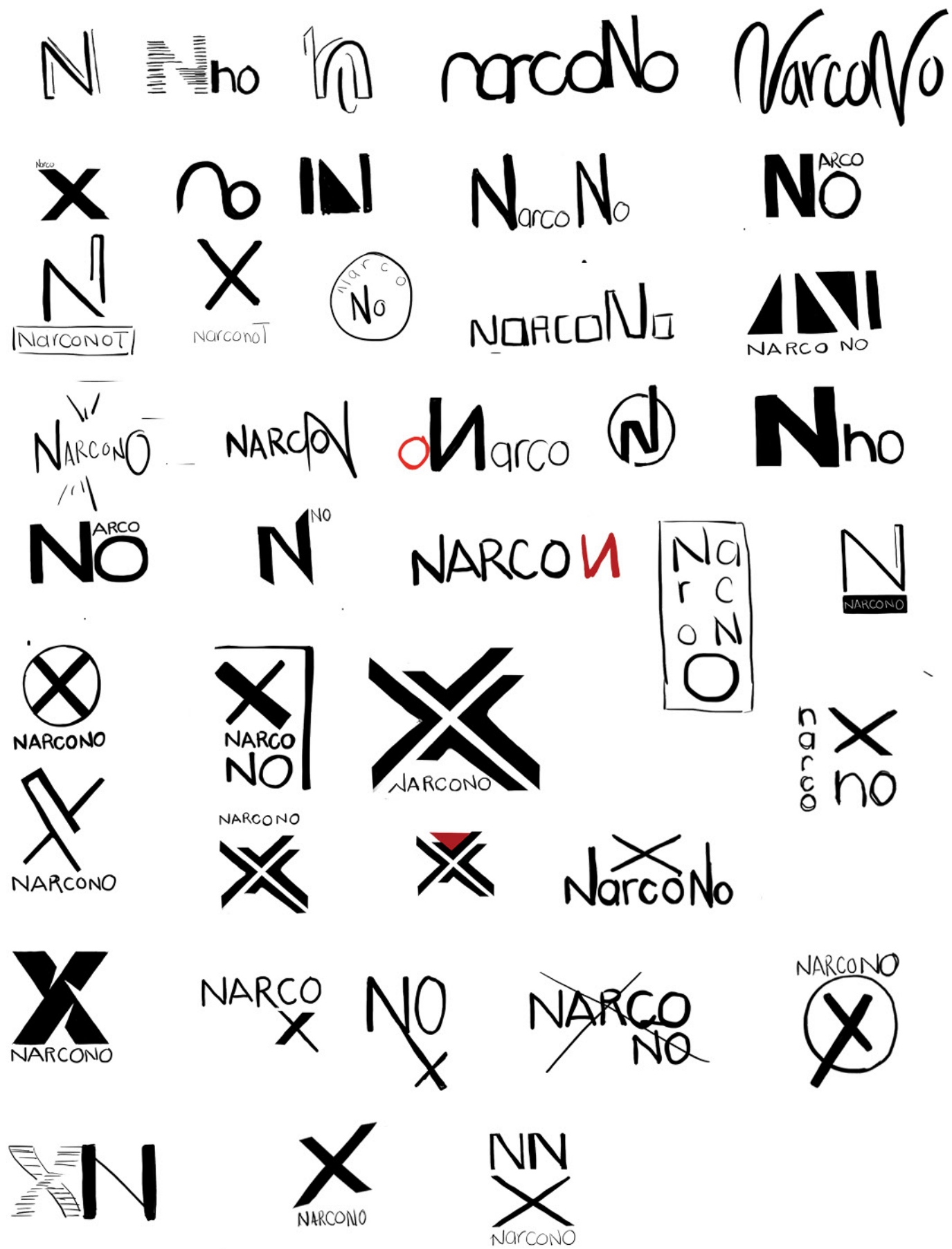
PROJECT DESCRIPTION

Find a problem that is affecting people around the world and create a brand to bring awareness to society using graphic design to convey the message.

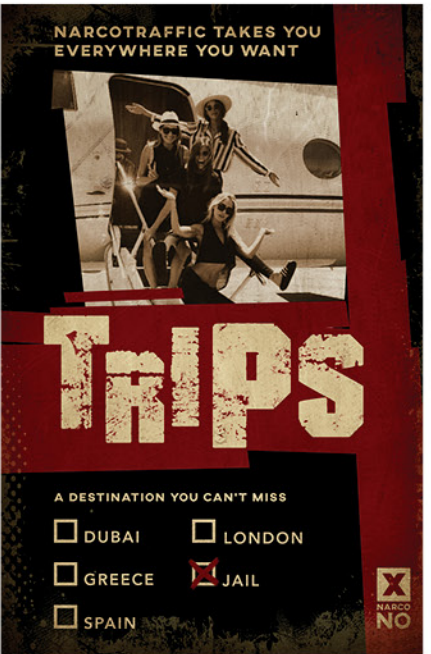
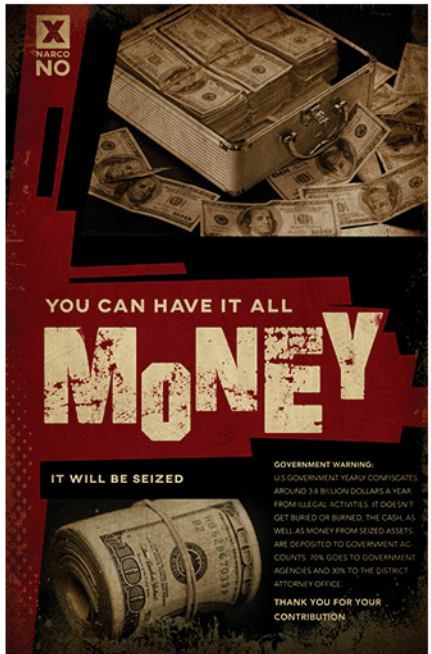
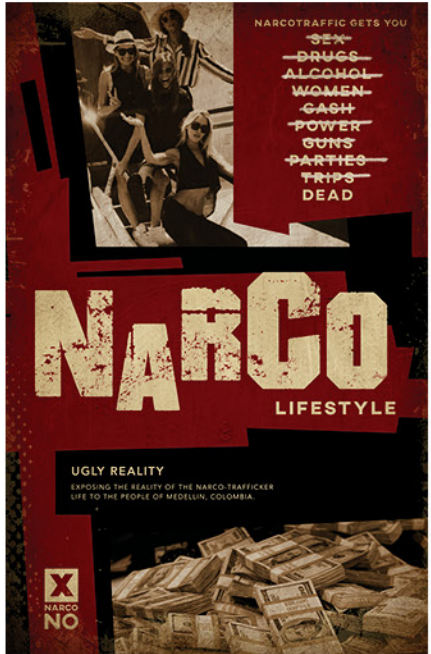
APPROACH

After researching a lot about my problem “the glorification of Narcotraffic”, I decided to treat this topic with a little bit of irony. I decided to go for catching the viewer’s attention with something they were not expecting by showcasing the “good” things about Narcotraffic, and then abruptly take the audience from all the excitement and the opulence to the consequences the Narcotraffic leaves behind. All of this by using the contrast between good and bad as my main design element to transmit the message.











55

MILLION

US DOLLARS

X

NARCO

NO

AVERAGE

NARCOTRAFFICKER

ESTIMATED FORTUNE

ENOUGH TO BUY...

ANYTHING

X

NARCO

NO

UNLESS YOU

GET CAUGHT,

AND YOU WILL

X

NARCO

NO

SEIZED

GOVERNMENT WARNING:

US GOVERNMENT CONFISCATES

AROUND 3.8 BILLION DOLLARS A YEAR

FROM ILLEGAL ACTIVITIES. IT IS NOT

BURIED OR BURNED. THE CASH, AS

WELL AS MONEY FROM SEIZED ASSETS

ARE DEPOSITED TO GOVERNMENT

ACCOUNTS. 90% GOES TO GOVERN-

MENT AGENCIES AND 10% TO THE DIS-

TRICT ATTORNEY OFFICE.

THANK YOU FOR YOUR

CONTRIBUTION

X

NARCO

NO

HOME

ABOUT

LIFE STYLE

MONEY

TRIPS

DRUGS

INTERVIEWS

NARCO

LIFESTYLE

THE UGLY REALITY

Get a better understanding of a narcotrafficker's life. Get a glimpse of each aspect from the opulent side and the dark side. People get to see all the opulence in TV shows, but no one is talking about the consequences and the ugly reality.

MONEY

YOUR BIG FORTUNE

United States government confiscates

TRIPS

GO EVERYWHERE YOU WANT

DRUGS

FREE ACCESS TO DRUGS

Globally, there is an estimated minimum of 190,900 premature deaths caused by drugs (range: 15,900 to 230,100). Opioids account for the majority of drug-related deaths, and in most cases, each death

X

NARCO

NO

NARCO

LIFESTYLE

MONEY

YOUR BIG FORTUNE

United States government confiscates around 3.8 billion dollars a year from illegal drug related activities. Your family will end up with nothing. No matter if you die or go to prison the money would be seized.





PROJECT NAME

Juliet, sailing and diving

COURSE

Principles of UX

INSTRUCTOR

Shelley Anderson

CATEGORIES

Web Design
UX
UI

DISCOVER

WHERE DREAMS COME TRUE

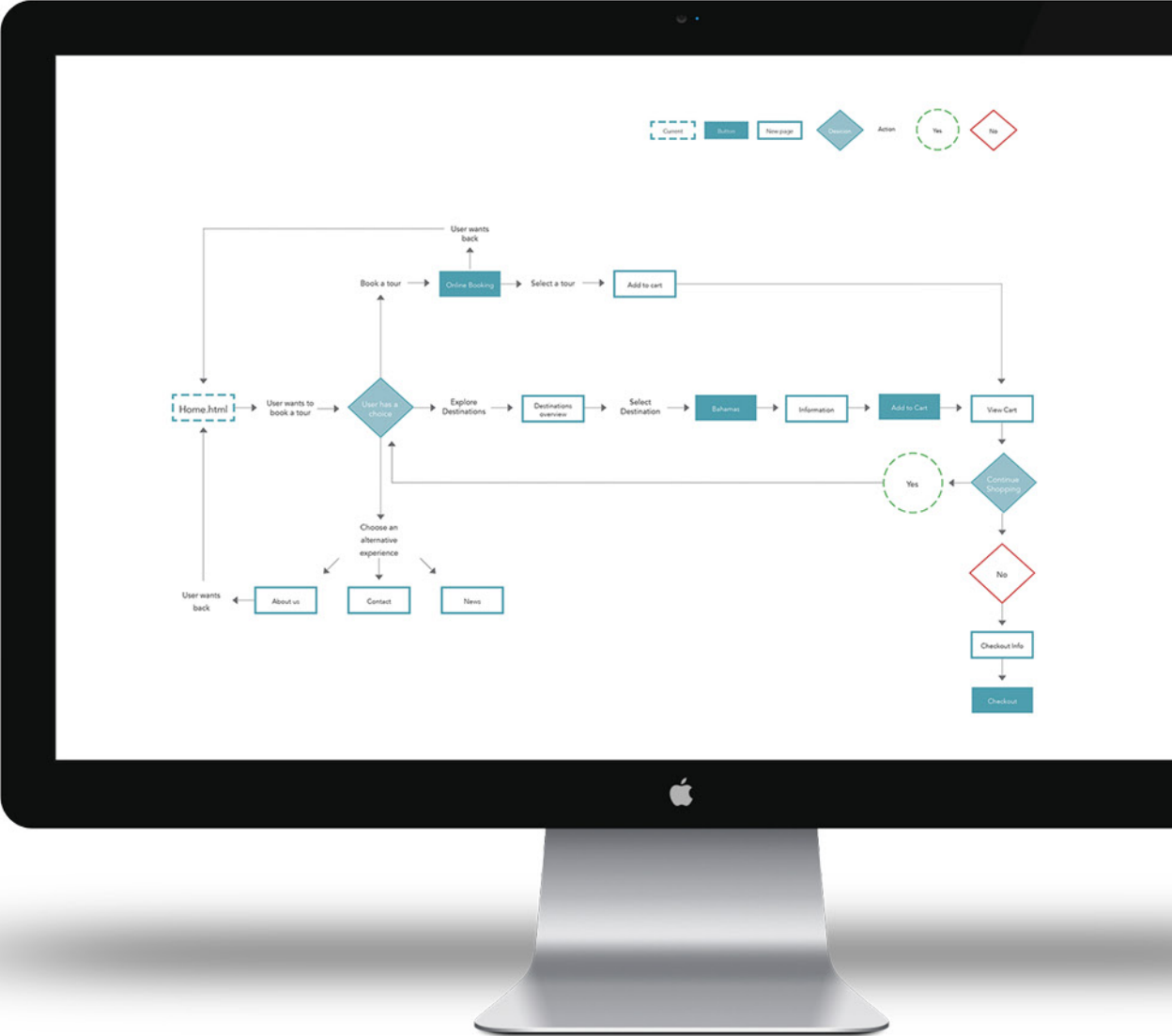
PROJECT DESCRIPTION

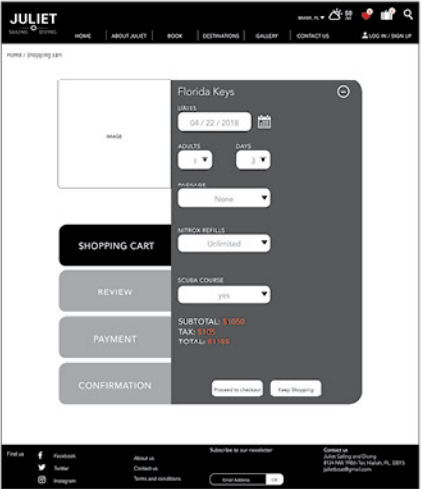
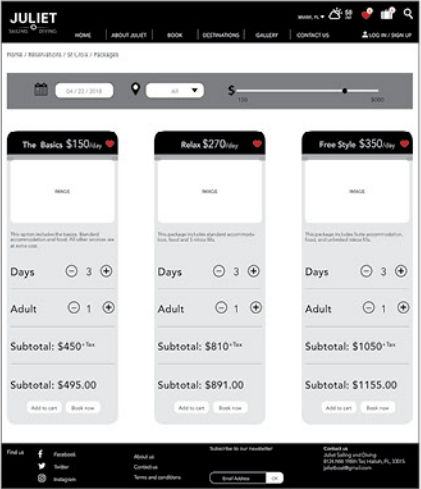
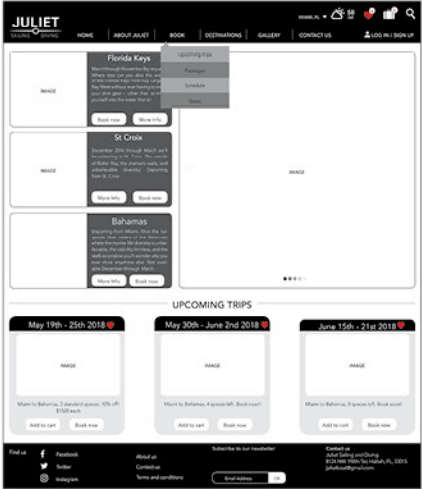
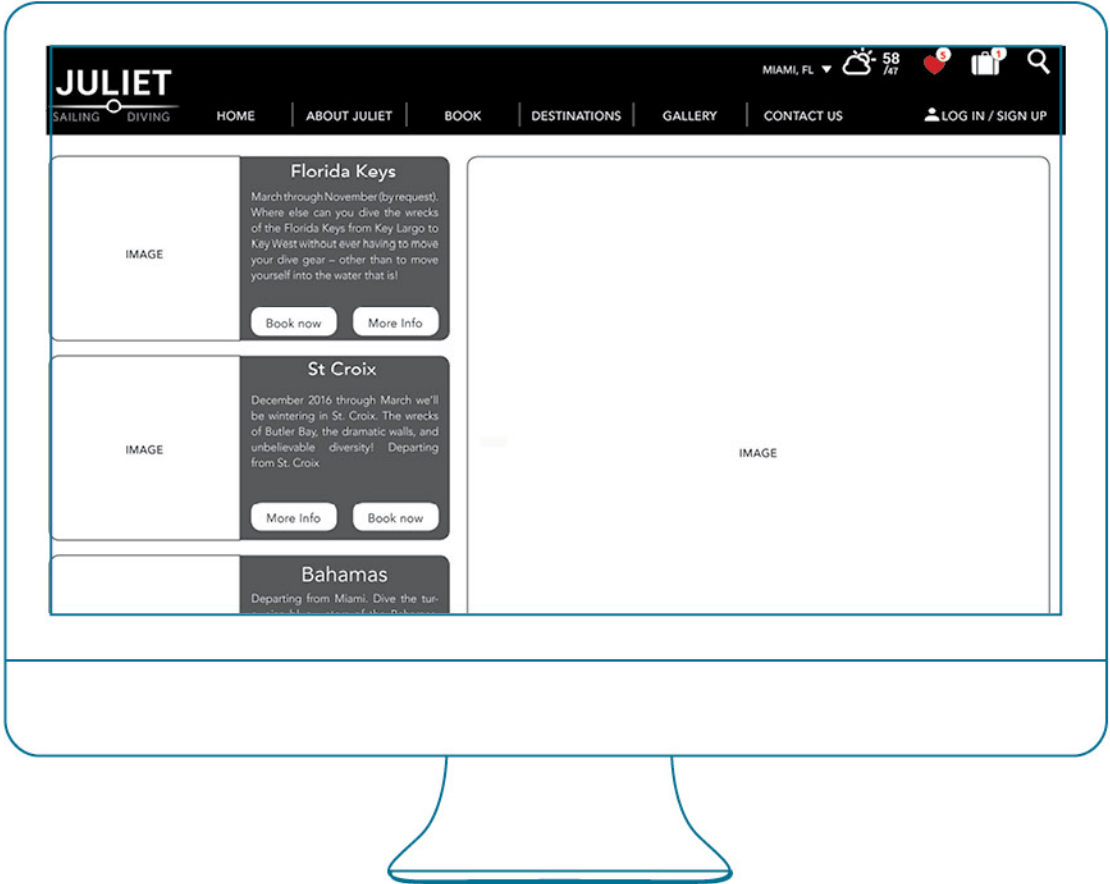
Utilize UX principles to redesign a responsive e-commerce website for a brand that has a poor user experience design.

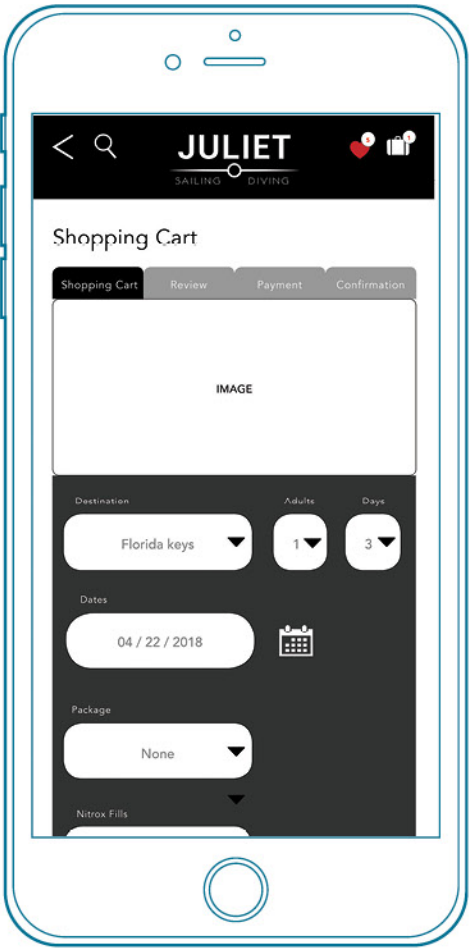
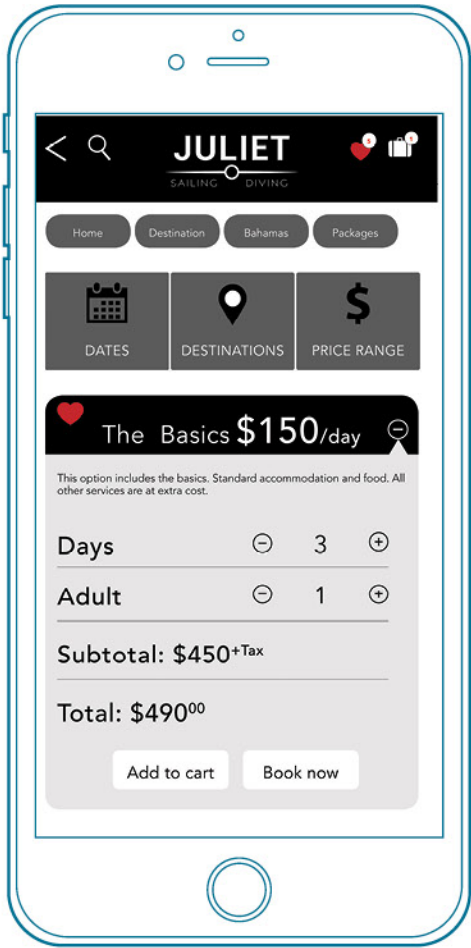
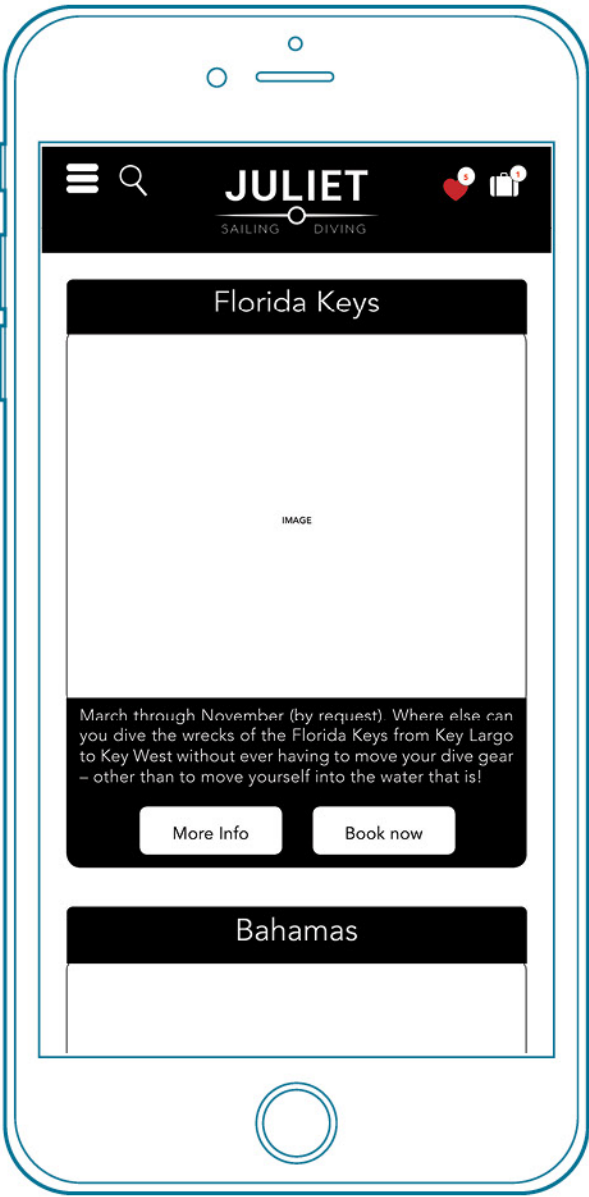
APPROACH

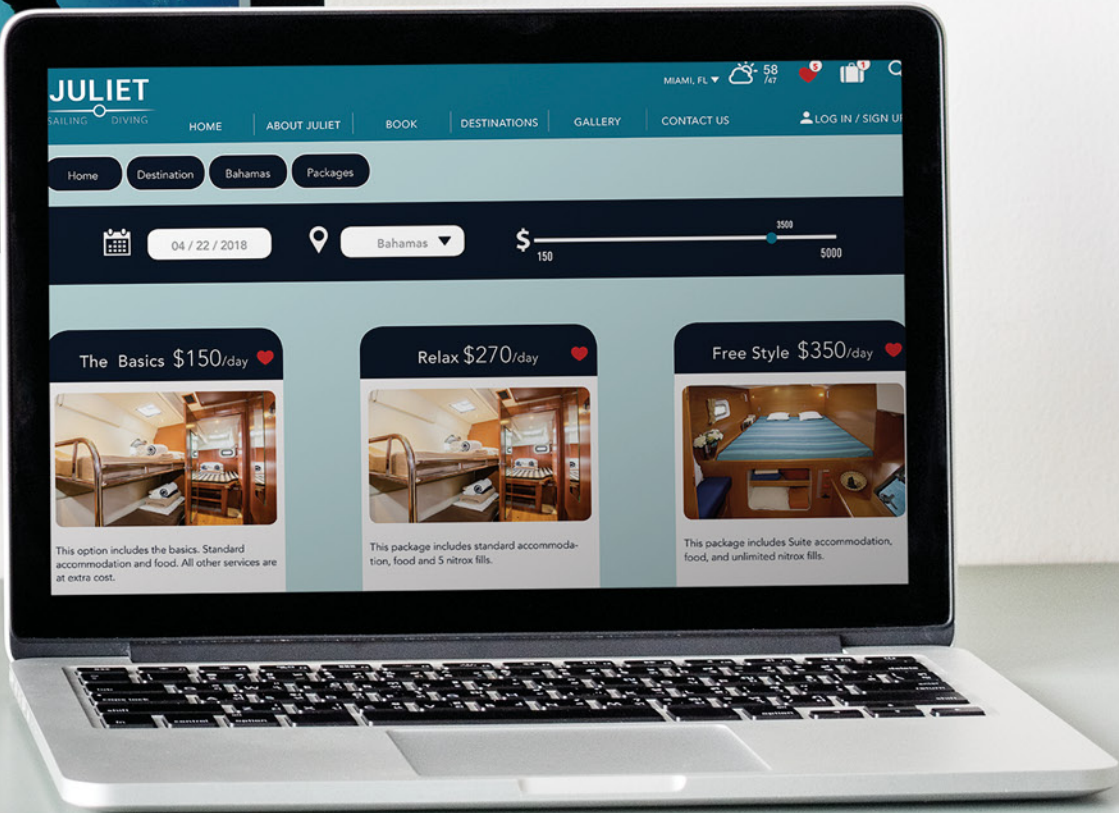
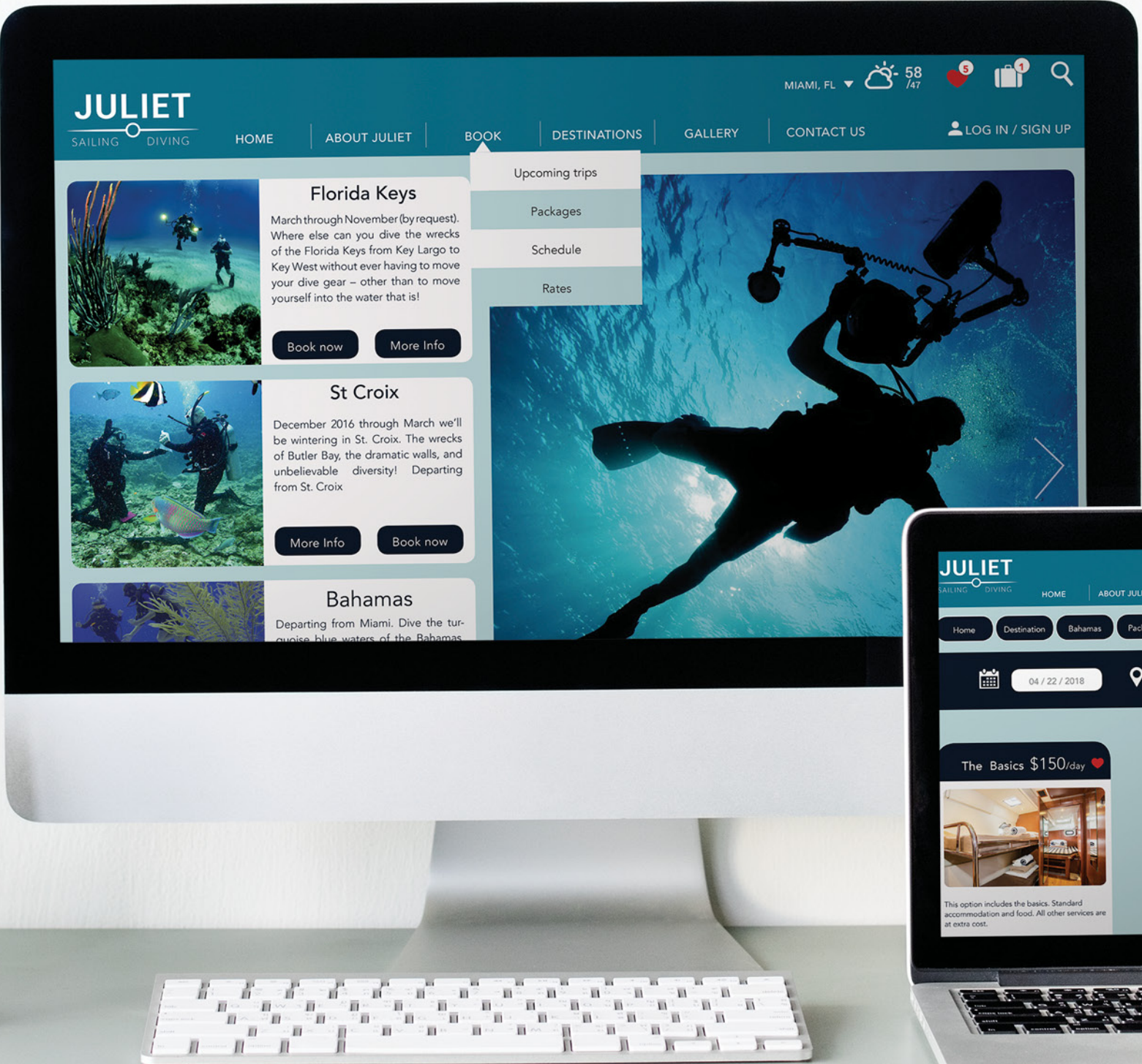
I've always loved scuba diving. The majority of the websites related to the topic have a poor UI/UX design. This particular brand had a very confusing website, for that reason the main goal was to create and organize the information the website needs into clear and easy to follow categories so the viewer can have a pleasant experience visiting this website. All of this while showcasing amazing scuba diving photographs that tempt the viewer to discover this new world.

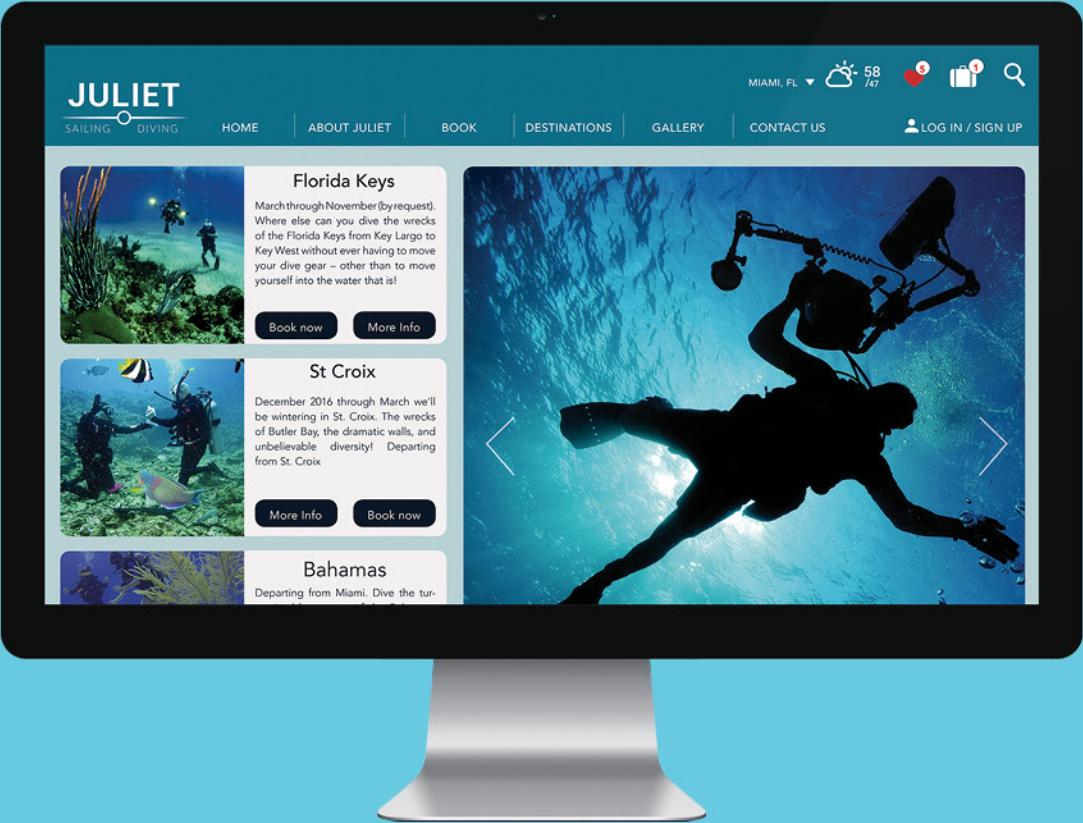
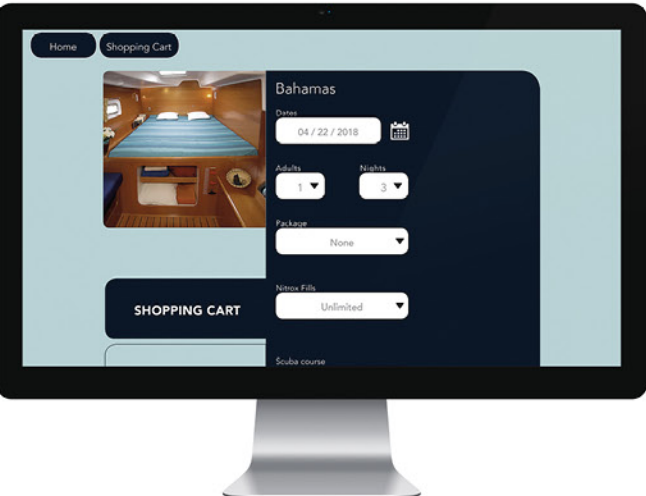
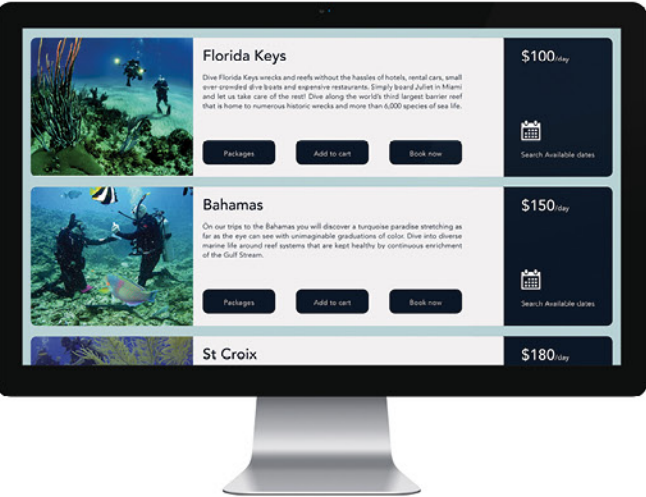
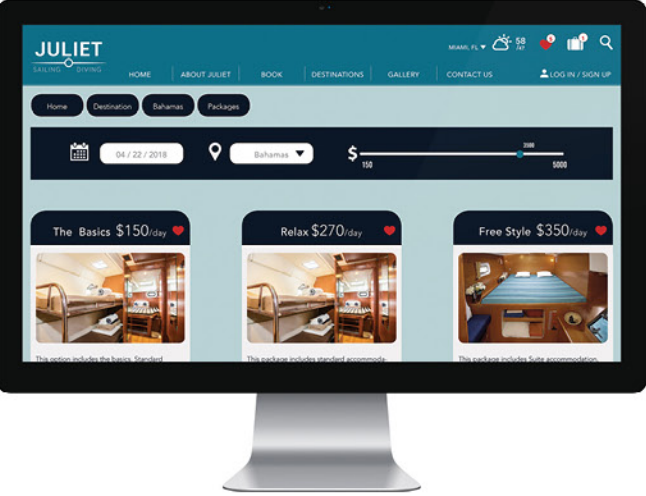




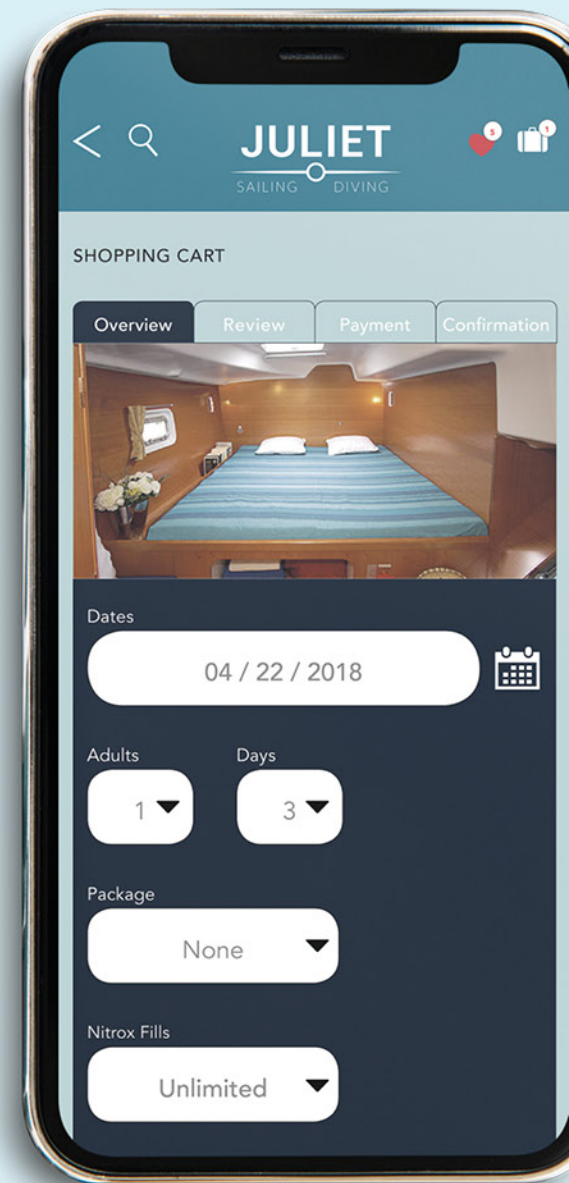
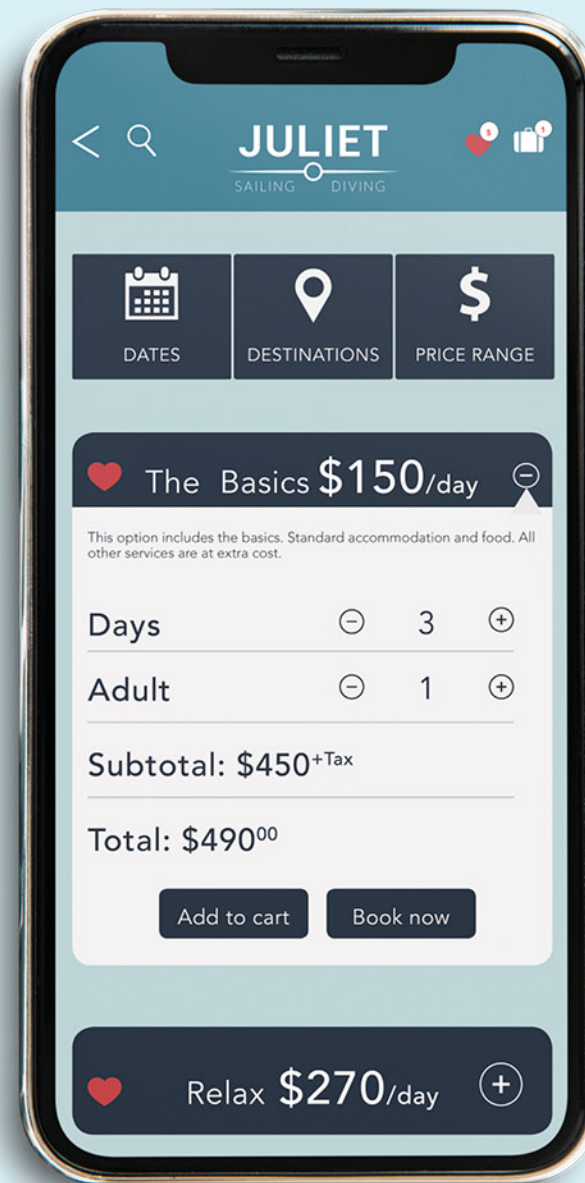
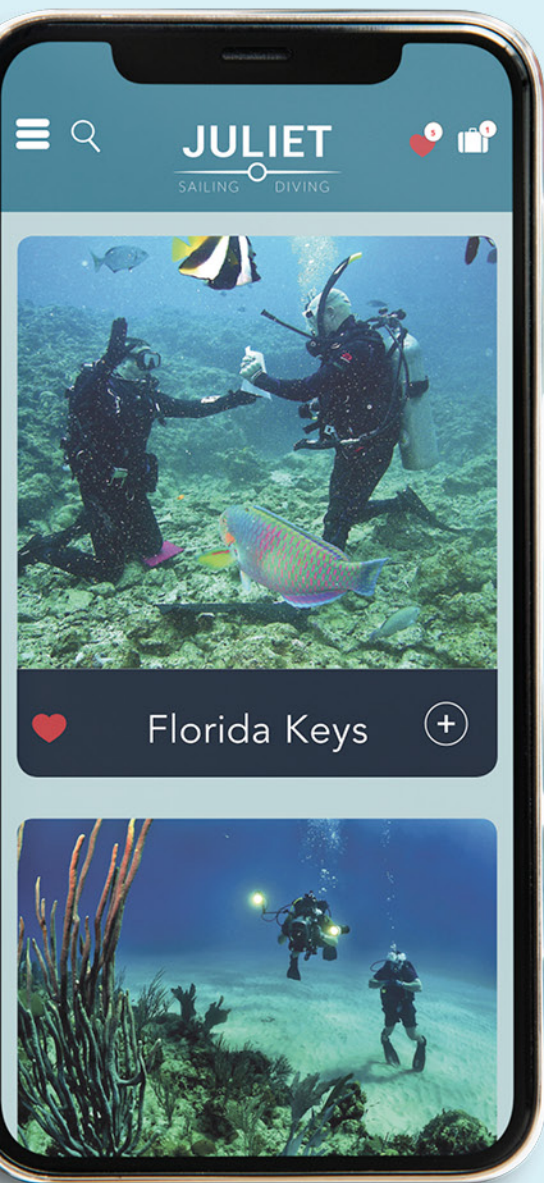


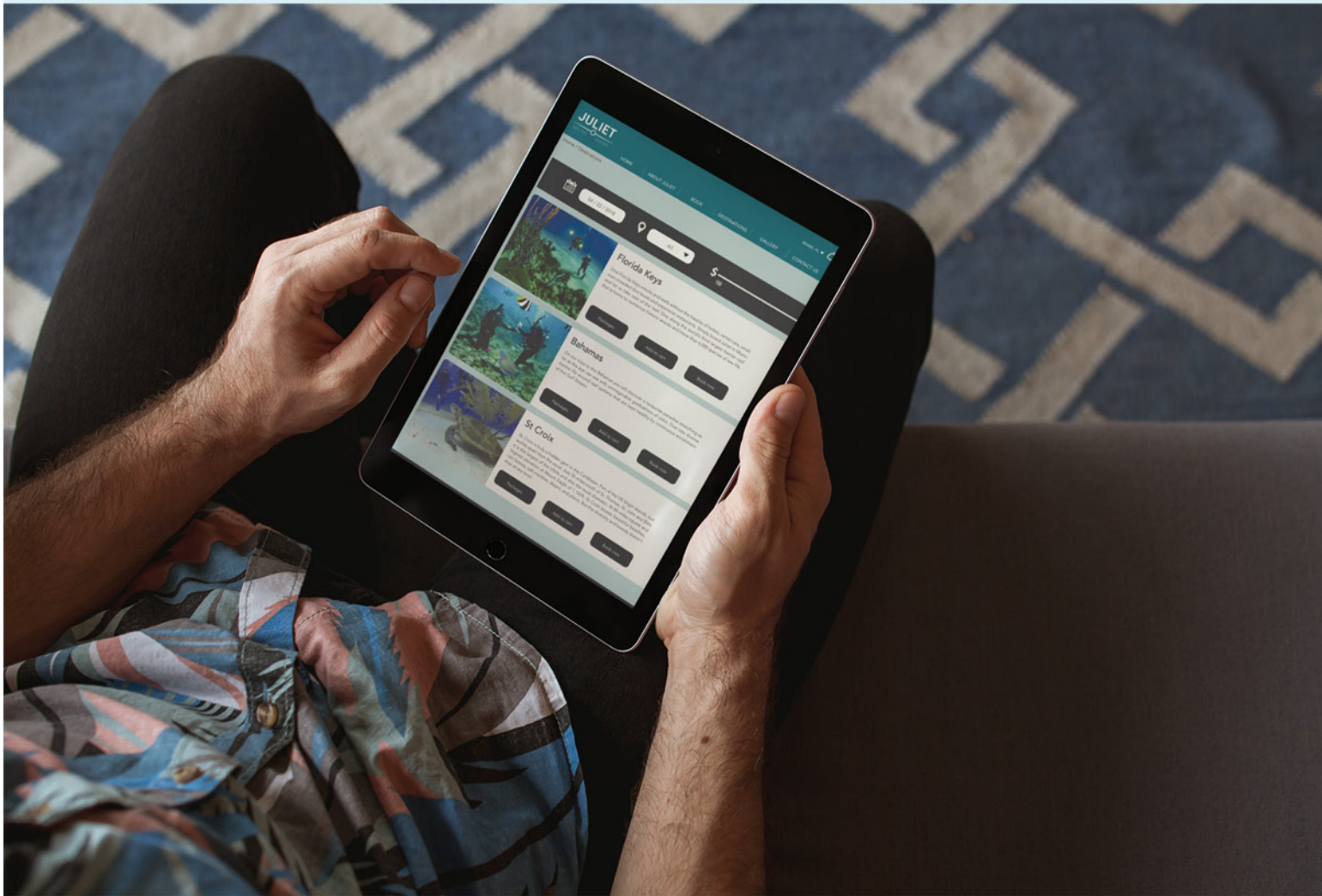












PROJECT NAME

Seasonal Flower Arrangement

COURSE

Type Systems

INSTRUCTOR

Anitra Nottingham

CATEGORIES

Book Design
Book Editing
Web Design

DE

LI

CA

RE

THE ART
OF FLOWERS

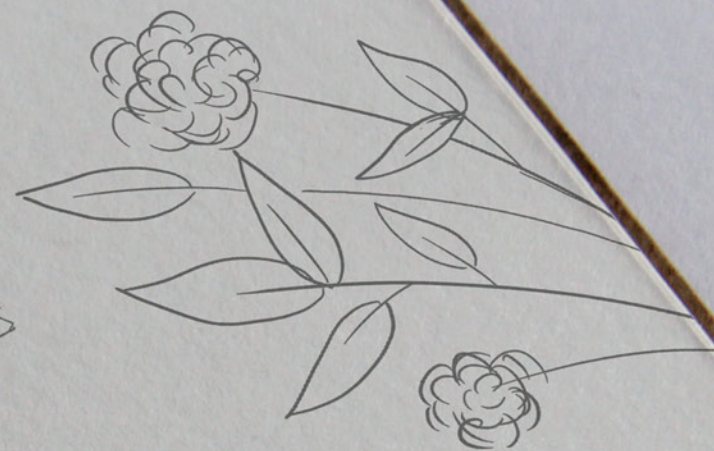
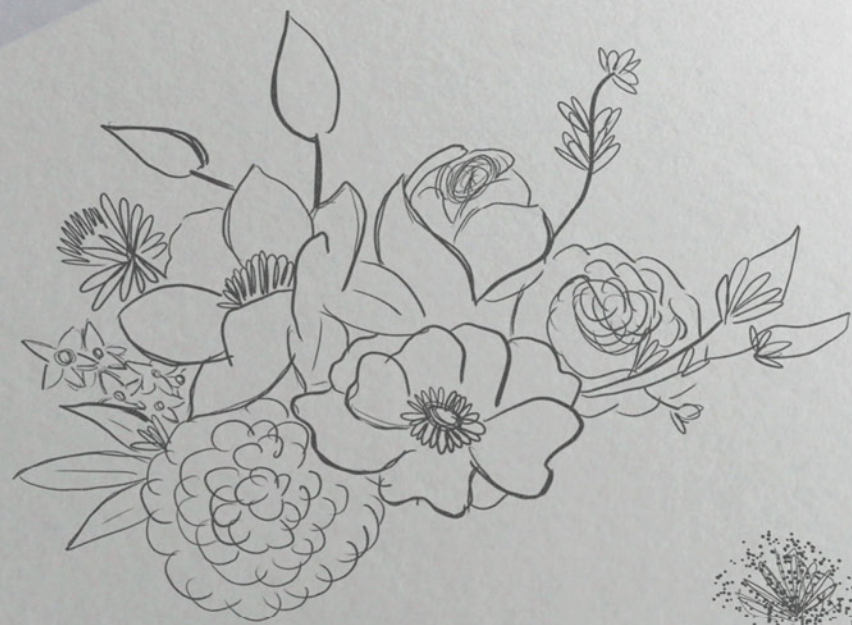
PROJECT DESCRIPTION

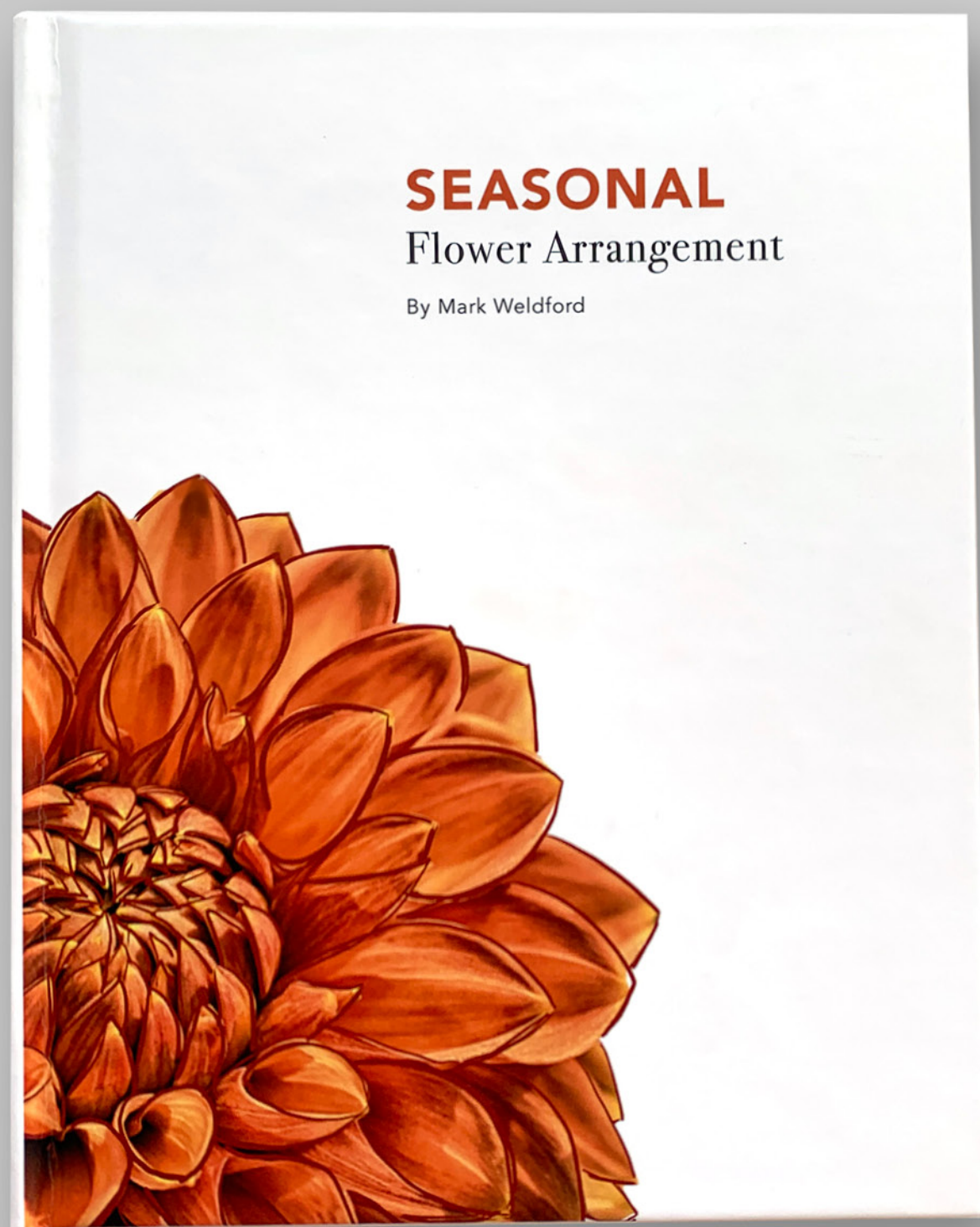
Design a hard-cover book about and “artisan” topic of your choice. Pay close attention to create a good type system and utilize images to engage the viewer.

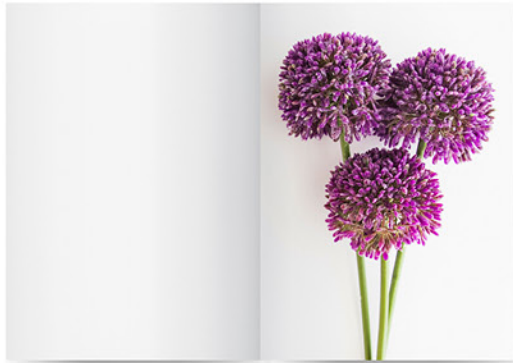
APPROACH

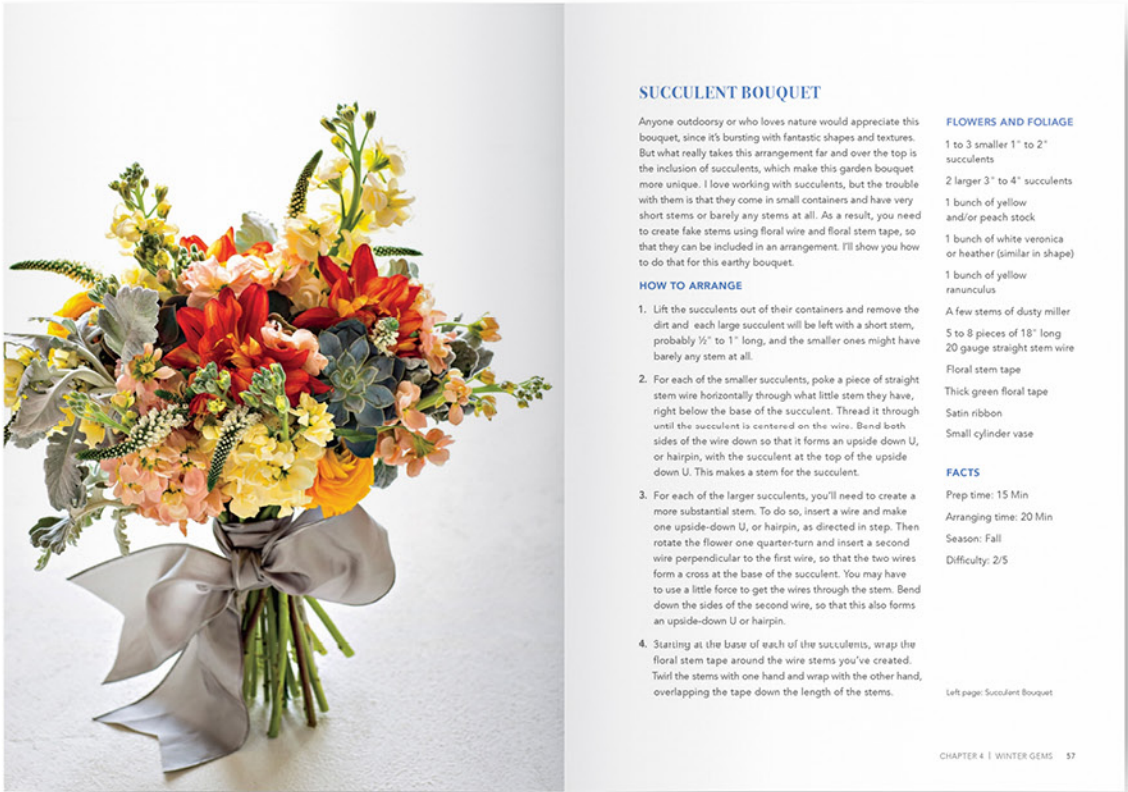
Flower arranging is an art that I wanted to showcase in this book. For this project, I wanted to create a simple and clean visual system to avoid the system taking the attention and let the flowers be the focal point of this project. To make the navigation easier, I decided to separate the flower arrangements by season, giving each season a color code to make it easier for the viewer to find the arrangements without having to look at the table of contents every time they need one.













CHAPTER 4 WINTER GEMS

This is the book I needed when I was starting out. No fancy scientific terms, no rare flowers, no convoluted handmade drawings. Each arrangement is written like a recipe with an ingredient list and step-by-step instructions that are clear and easy to follow. This is the book you'll keep in your kitchen next to your favorite cookbooks—simply pick out some flowers at the farmers' market that strike your fancy, come home, flip through this book, and whip up a beautiful arrangement in no time flat.



SEASONAL Flower Arrangement



Simple ways to arrange flowers from your florist and your garden. Discover which colors work best together, play with contrasting shapes and textures, and choose the right vase for your design. Follow clear step-by-step instructions for making a hand tied bouquet, using floral foam, and creating a unique boutonniere for a wedding. Learn the best ways to keep your flowers fresh, fragrant, and beautiful for as long as possible.



SEASONAL Flower Arrangement

By Mark Weidford

SEASONAL
Flower Arrangement

Mark Weidford



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PROJECT NAME

Game Stop Re-branding

COURSE

Nature of Identity

INSTRUCTOR

Thomas McNulty

CATEGORIES

Book Design
Branding
Packaging
Web design

RE

DE

SI

GN

GAME STOP
REBRANDING

PROJECT DESCRIPTION

Chose an existing or dead brand. Identify its soul and create a new vision and brand identity.

APPROACH

The gaming world has evolved which means Game Stop needs to understand the new era to survive it. By broadening their mission I was able to provide customers with everything they'll need for the new gaming world. Game Stop rebranded provides its customers with the latest technology, the faster and most powerful Wifi available to support Online gaming, Online shopping, virtual reality and more. All this while giving the brand an energetic look to remind people gaming is not about sitting on a couch and look at the screen anymore, gaming is about action.





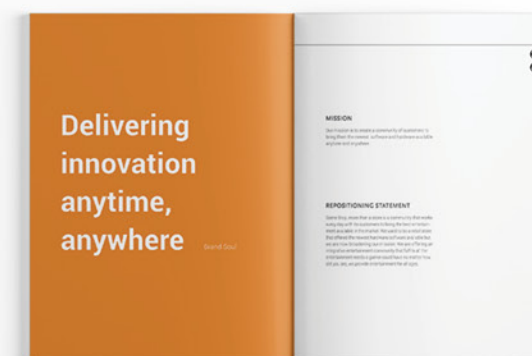
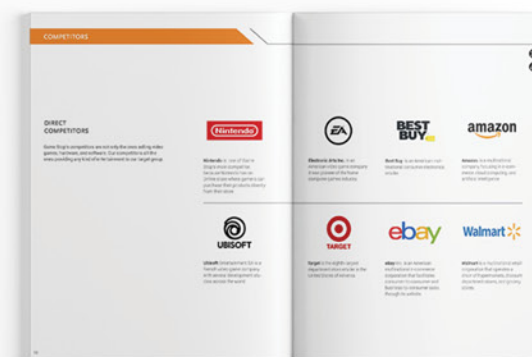
Game stop re-branding 2019

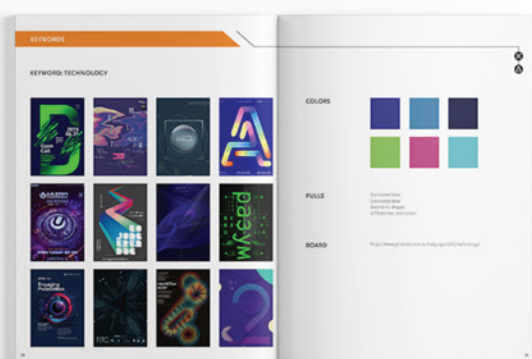
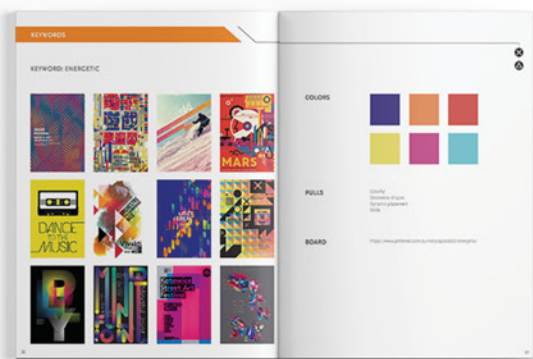
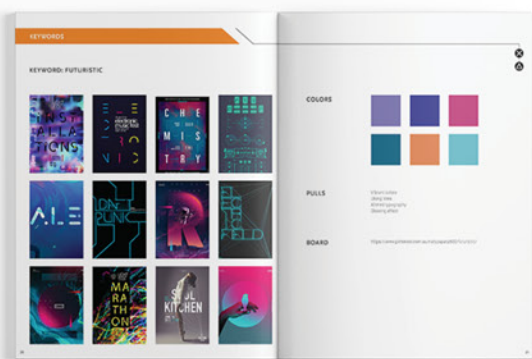
Designed by: Natalia Zapata
Academy of Arts University

Instructor: Thomas McNulty



BRAND STRATEGY BOOK

















PROJECT NAME

Green Trip

COURSE

Type Experiments

INSTRUCTOR

Jeremy Stout

CATEGORIES

Typography

TY

DE

FA

CE

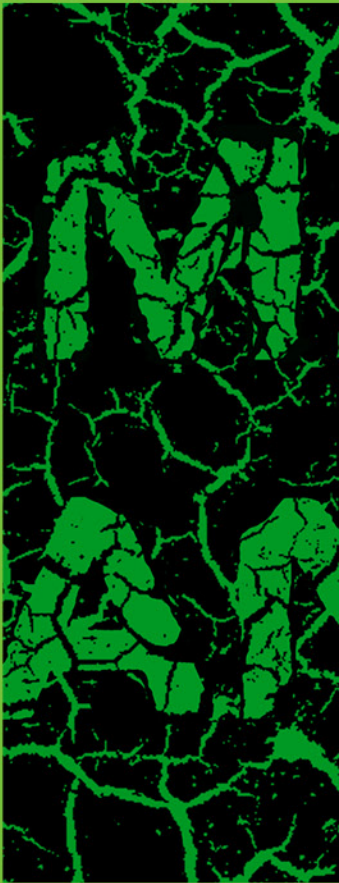
SKETCH,
EXPERIMENT AND REFINE

PROJECT DESCRIPTION

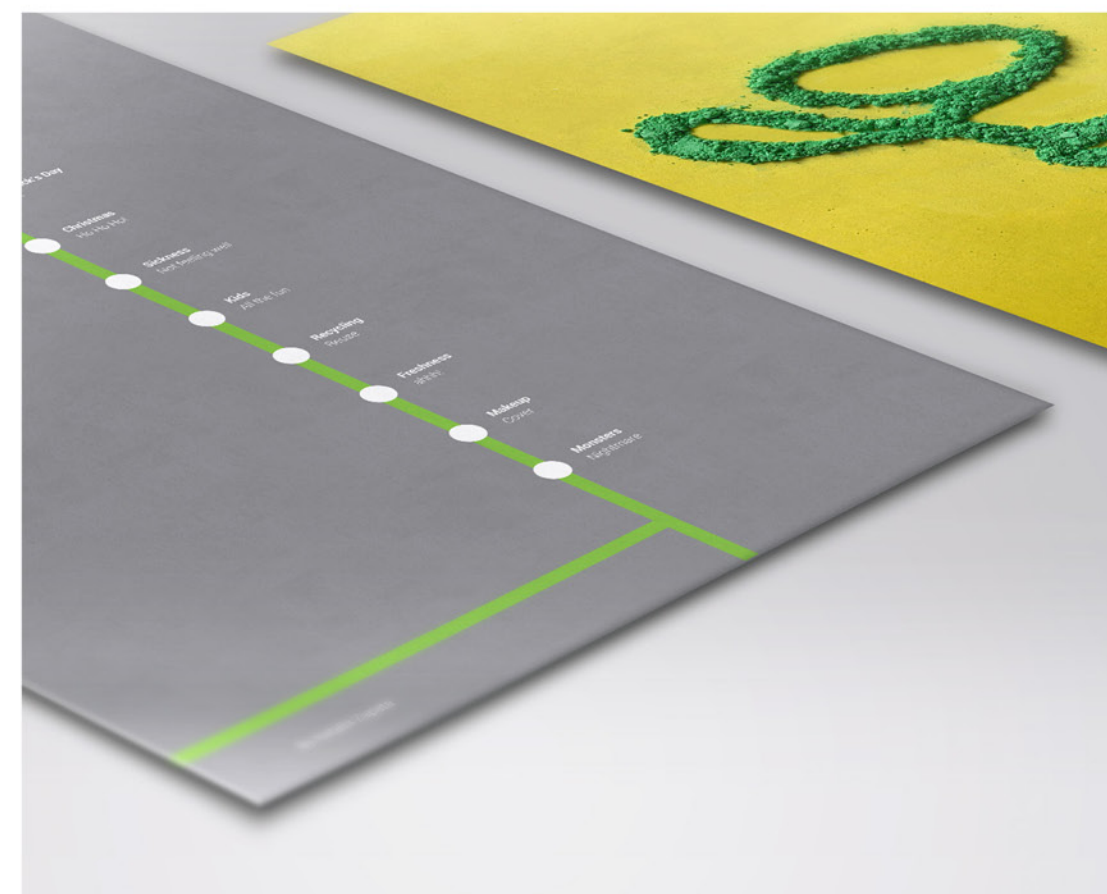
Select one color and nine topics that relate to it. Design nine posters utilizing experimental typography to represent each topic while utilizing the color you selected. Also, design a package for the poster series.

APPROACH

I selected the color green and explored the meanings and symbolism related to the color. I chose nine words to represent the topics, then I explored and experimented on how to best represent the words and the topic while using the chosen color. The explorations consisted on several experiments utilizing raw materials and creating digital compositions to best describe the subject.

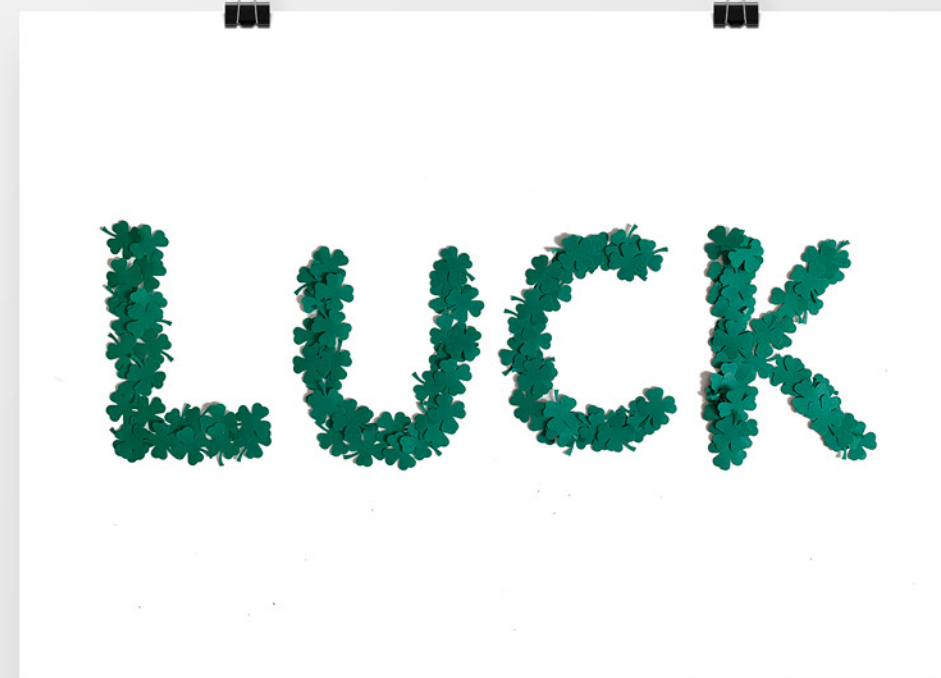














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