

P O  
R T

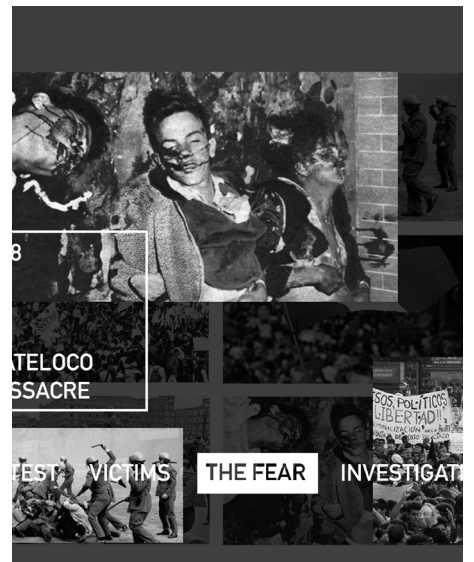
- F O  
L I O

CINDY REYES - CORTÉS

GRAPHIC DESIGN



**PRINT**  
The Circle / 06 - 09

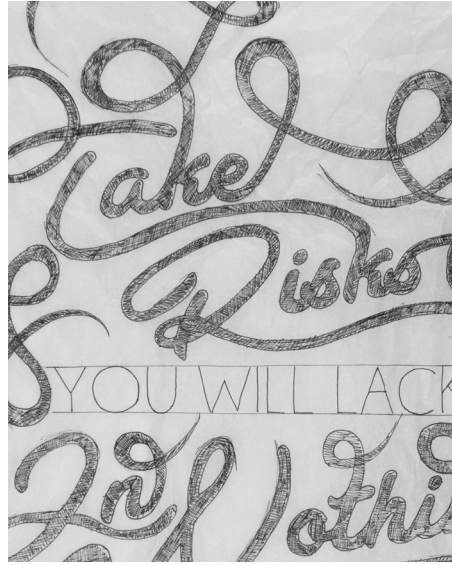


**INTERFACE**  
Mexico Massacre / 16 - 19



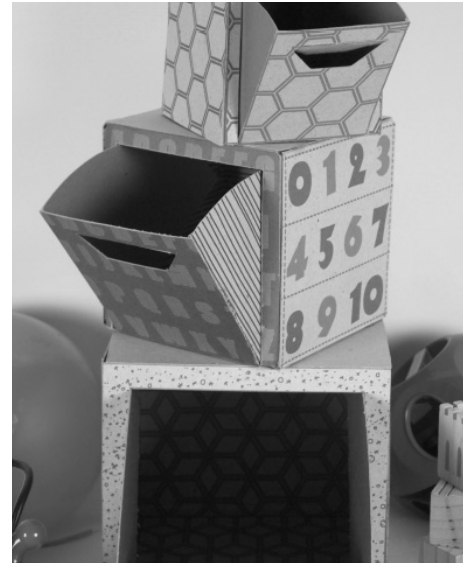
**INTERFACE**

GiveDirectly / 10 - 11



**PRINT**

Take Risk / 12 - 13



**PRODUCT**

WonderKids / 14 - 15



**RESEARCH**

Single Status / 20 - 21



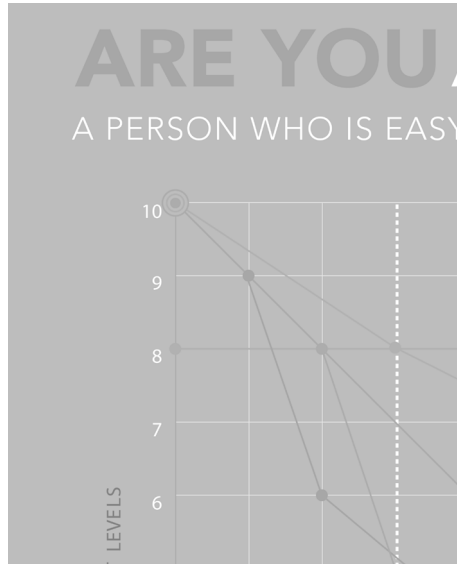
**PUBLICATION**

Design Space / 22 - 23

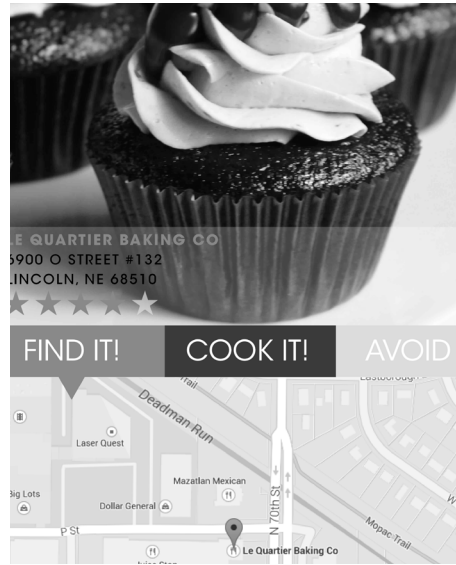


**INTERFACE**

NRD Oral History Project / 24 - 25

**PRINT**

Pushover / 26 - 27

**INTERFACE**

Appetite / 28 - 31

**PRINT**

Global Business / 42 - 43

**INTERFACE**

The Hub / 44 - 47



## THE CIRCLE: A HIERARCHY OF MANIPULATION

Purpose/Concept: An infographic representing Maslow's Hierarchy of Needs in order to explain the manipulation occurring throughout the book titled "The Circle" written by Dave Eggers.

Strategy: I built an "organism" to represent the company, The Circle. Each tennis ball represents an attribute the company provides for their employees. Each attribute falls under the category of Maslow's Hierarchy of needs. Then, I took a photograph of the sculpture and added the key and typography.



The Free



Physiological Needs



Safety Needs



Belongingness &  
Love Needs



Esteem Needs



Self-Actualization  
Needs

# THE CIRCLE

## A HIERARCHY OF MANIPULATION



The three wise-men, Ty Gospondinov, Eamon Bailey, and Tom Stenton all started the company. They all have different roles and even though they are part of the circle they are not being controlled by it.

The Circle provides the employers a sleeping space: which if they want they can eventually live there. They have a cafeteria in every building, and a sampling store where they can get a range of things from clothes to food. The Circle also has many social events where they can also meet people; in a way they are also aiding them in finding physical intimacy. The reason our society depends on a salary is because we need the basic, but The Circle is already providing this for their employers it is causing them to be extremely dependent on the company.

**15 BASIC NEEDS PROVIDED**

The Circle is really good at keeping their employers safe. For example, they ruined a politicians career because she protested against their utilitarian system.

**43 SAFETY NEEDS PROVIDED**

This is The Circle's greatest attribute they go beyond the extra mile in order to make their "circlers" feel loved. They even right incident reports, that are called glitches if you hurt someone's feelings.

**63 BELONGINGNESS & LOVE NEEDS PROVIDED**

Oddly enough The Circle does not give a lot of self-esteem needs compared to the others.

**34 ESTEEM NEEDS PROVIDED**

The Circle does provide self-actualization, it is unusual how fast new "circlers" have the opportunity to move up. Mae was already training other people in her first week. And, there is a lot rivalry and competition.

**22 SELF-ACTUALIZATION NEEDS PROVIDED**

Mercer is an entrepreneur who makes chandeliers made out of antlers, he is completely against The Circle and the impact they are making around the world; causing social dependency on their employers and society. Mae's parents agree with Mercer, and want less and less to do with The Circle.

### MASLOW'S HIERARCHY OF NEEDS KEY



# THE CIRC

## A HIERARCHY OF MANIF



The three wise Gospondinov, Bailey, and Tom started the circle. They all have different views even though they are in the circle they controlled by i

in every building, and a sampling store where they can get a range of things from clothes to food. The Circle also has many social events where they can also meet people; in a way they are also aiding them in finding physical intimacy. The reason our society depends on a salary is because we need the basic, but The Circle is already providing this for their employers it is causing them to be extremely dependent on the company.

**15 BASIC NEEDS PROVIDED**

For example, they ruined a politician's career because she protested against their utilitarian system.

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This is the Circle's greatest attribute they go beyond the extra mile in order to make their "circlers" feel loved. They even report incidents, that are called glitches if you hurt someone's feelings.

**63 BELONGINGNESS & LOVE NEEDS PROVIDED**

Oddly enough The Circle does not give a lot of self-esteem needs compared to the others.

**34 ESTEEM NEEDS PROVIDED**

The Circle does provide actualization, it is how fast new "circlers" get the opportunity to. Mae was already other people in the circle. And, there is a lot of competition.

**22 SELF-ACTUALIZATION NEEDS PROVIDED**

### MASLOW'S HIERARCHY OF NEEDS KEY







## GIVEDIRECTLY

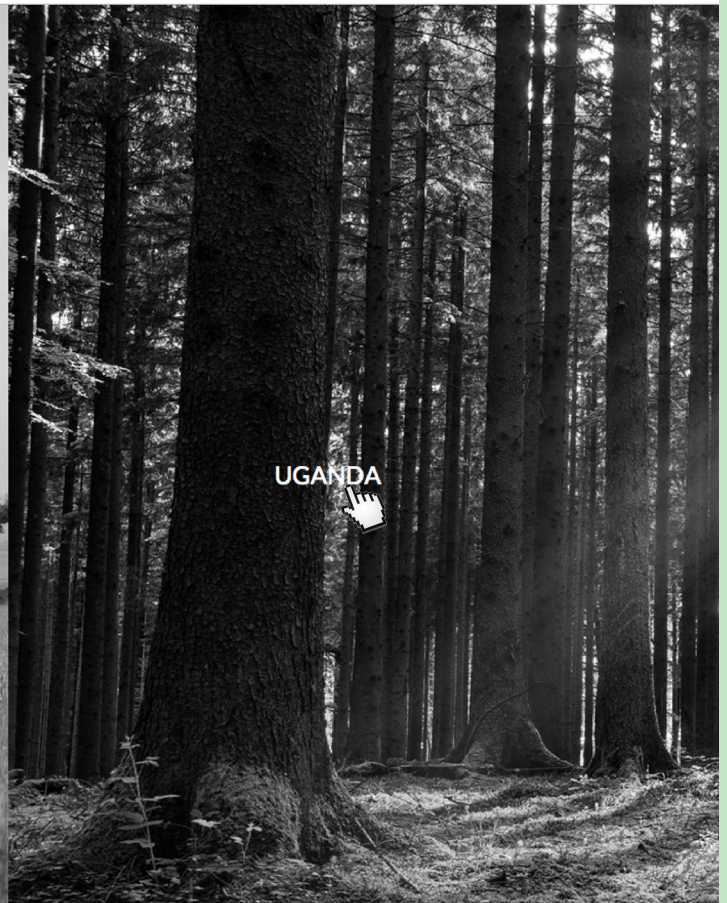
Purpose/Concept: To create an interactive site where the donor can see who and where their donations are being used.

Strategy: Currently GiveDirectly.com provides donations for either Kenya or Uganda, that is why only two countries are displayed. The donors can pick either and then it takes them to the family page. Here they can explore each family. Once clicked the donors can see the money flow, donors, or appreciation of the family. They can also click on the green heart in order to save that family to further donate to them.

COUNTRIES

GiveDirectly

LOG IN





BELLO FARM

Money Flow / Donors / Appreciation

Chike Bello is one of the first recipients to receive money from GiveDirectly. She is now a farm owner. Chike Bello has one of the largest farms in Kenya.



## TAKE RISK

Purpose/Concept: In order to encourage drawing or writing in permanent tools that will further extend practice.

Strategy: I drew hand letters onto transparency paper. Then I photographed the transparent paper in context of learning.





## PRODUCT

### **WONDERKIDS**

Purpose/Concept: Re-branding of a children shoe company called WonderKids.

Strategy: WonderKids sells shoes to many age groups. I use a variety of box sizes to create an incentive for the children. I kept the color palette gender neutral in order to encourage play time, it can either be used as a car garage for a boy or doll house for a girl. The boxes are also educational tools that get more complex in age. The boxes are made of recyclable material making it inexpensive for the company to produce.





## MEXICO MASSACRE

Purpose/Concept: An interface designed to expose the Mexican government's corruption dealing with mass murder or kidnapping.

Strategy: The site is about uncovering the two similar cases that caused scandal throughout the world. It can be launched in either Spanish or English. When the user clicks on the case it takes them to a page where they can explore the site through menu that shows the protest, victims, fear, and investigation or the case. When the user hovers on the menu it will automatically bring forth the elements of the case pertaining to that sub-group.







# WE ARE THE SLAUGHTER

1968

TLATELOCO  
MASSACRE

30 TO 300 STUDENTS

2014

IGUALA MASS  
KIDNAPPING

43 MALE STUDENTS



INVESTIGATION





1968



TLATELOCO MASSACRE



PROTEST VICTIMS



THE FEAR



INVESTIGATION





# THE FEAR



"WE WANT A JUST  
AND **FREE MEXICO**"

THE MASSACRE OCCURRED 10 DAYS  
BEFORE THE OPENING OF THE 1968  
SUMMER OLYMPICS IN MEXICO CITY.

NEXT FACT



HOME

**VIDEOS** >>

TLATELOCO  
MASSACRE

IGUALA MASS  
KIDNAPPING

ES

EN



**IGUALA MASS KIDNAPPING**  
INVESTIGATION

**IGUALA MASS KIDNAPPING**  
THE FEAR

**IGUALA MASS KIDNAPPING**  
THE FEAR

**IGUALA MASS KIDNAPPING**  
VICTIMS

THE MASSACRE OCCURRED 10 DAYS  
BEFORE THE OPENING OF THE 1968  
SUMMER OLYMPICS IN MEXICO CITY.

NEXT FACT





## DEIGN SPACE

Purpose/Concept: This publication was produced to show a semester's design projects from process to finish.

Strategy: I incorporated many aspects such as being alone and in a comfortable environment and how it enables my creative process.





## **NRD ORAL HISTORY PROJECT**

Purpose/Concept: To create an interface and brand for the NRD Oral History Project that projects the conflicts throughout history.

Strategy: The logo involves several key elements the organization focuses on such as: water, irrigation, development of crops, etc. The logo is also split into many parts in order to display the many efforts of each district of Nebraska. And, the microphone / ear piece crop is suppose to demonstrate the history of the sight that it is an oral experience.



**NRD ORAL**  
HISTORY PROJECT





### ABOUT US

The Natural Resources Districts (NRD) Oral History Project is a collaboration between the Daugherty Water for Food Institute, the Nebraska Association of Natural Resources Districts, the Nebraska State Historical Society and several dedicated former and current stewards of Nebraska's Natural Resources. Since its inception in April 2013, the project has recorded and transcribed over eighty 45-minute oral histories spanning former and current staff and leadership of all 23 NRDS and key individuals that helped ensure their formation.

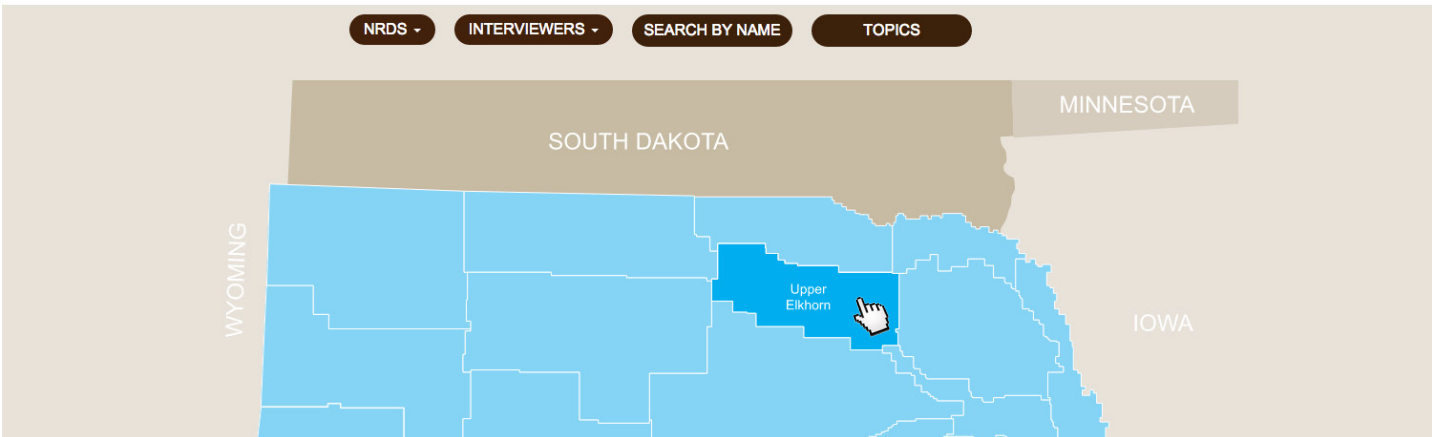
LEARN MORE

NRDS -

INTERVIEWERS -

SEARCH BY NAME

TOPICS



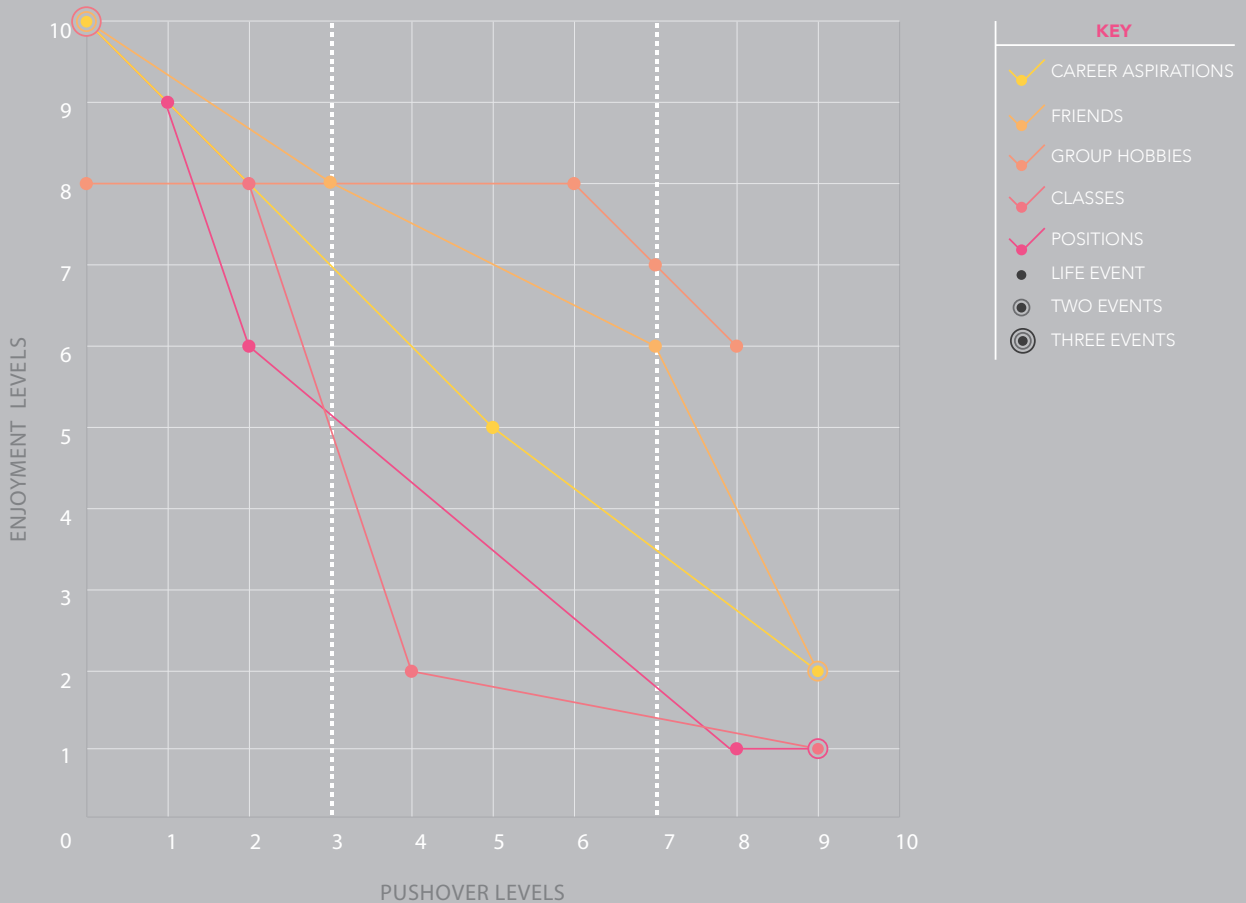
# PUSHOVER

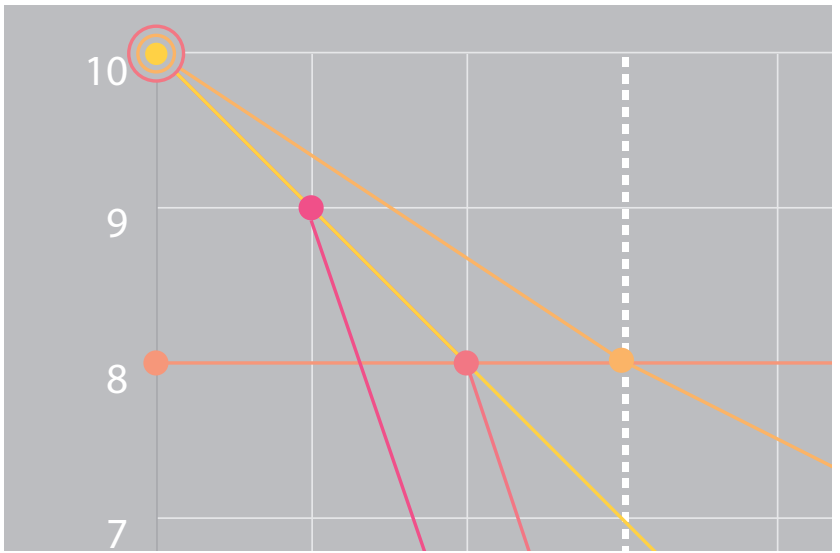
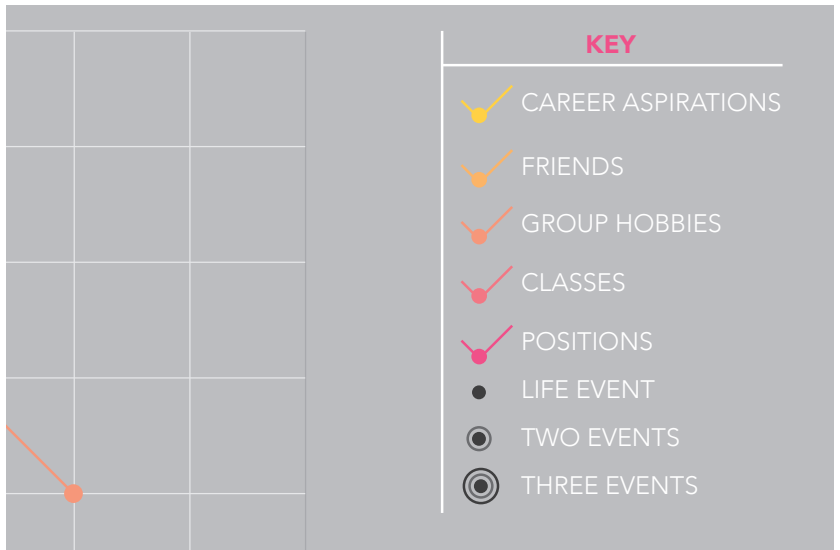
Purpose/Concept: To show my personal experience and trends of being a pushover.

Strategy: I created a scatter plot to demonstrate my personal pushover life events, and how I have allowed many people to influence my decisions. I am organizing this through enjoyment and pushover levels. I found that the least I get pushover the more I enjoy it.

## ARE YOU A PUSHOVER?

A PERSON WHO IS EASY TO OVERCOME OR INFLUENCE



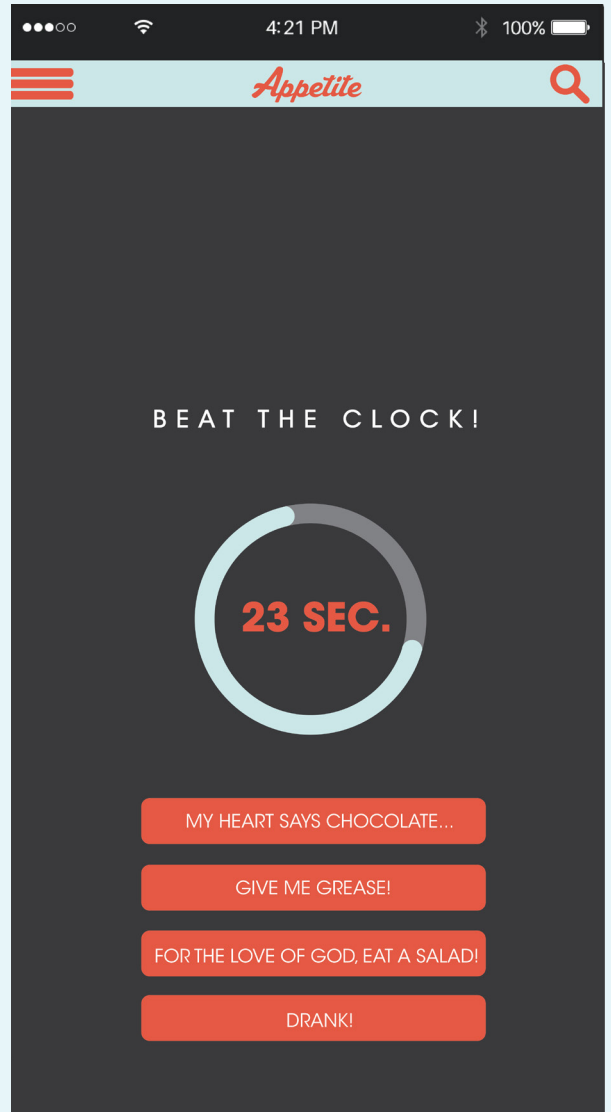


## APPETITE

Purpose/Concept: To create a new app idea that helps find the craving of the user.

Strategy: Appetite is an app made for food lovers that either want to find, cook, or avoid food. The app has a first step to encourage the craver not to over think and just go with the initial reaction. It then goes to the timer in order to help the craver pick a category: My Heart Says Chocolate, Give Me Grease, For The Love of God, Eat A Salad, or Drank! After clicking on a category the app will load items belonging to the category. Once clicking an item it will either find it on a map, give you a recipe, or health facts.





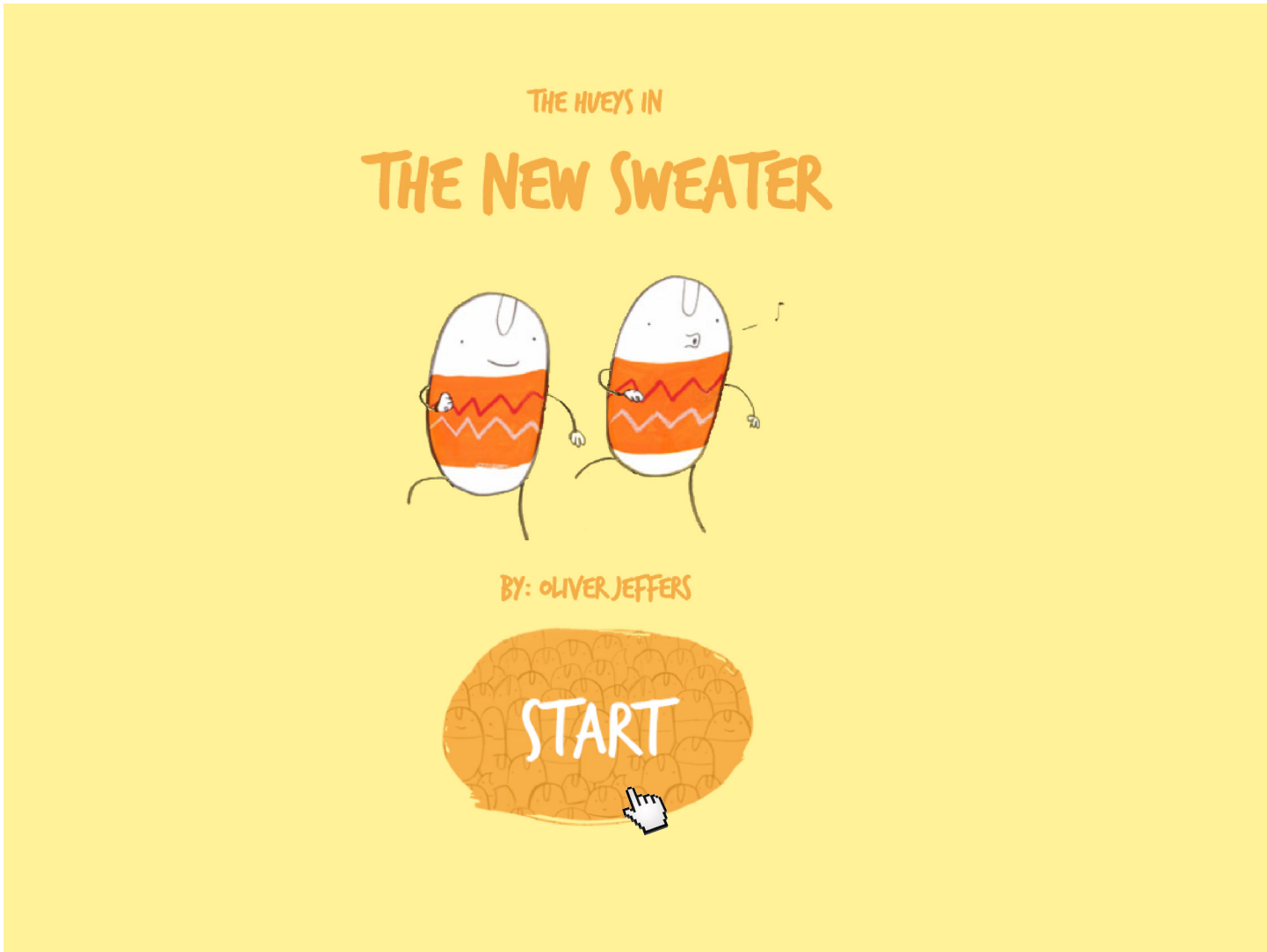
The image shows a mobile application interface for 'Appetite'. At the top, there is a status bar with signal strength, Wi-Fi, time (4:21 PM), and battery (100%) indicators. Below this is a teal header with a red hamburger menu icon on the left, the word 'Appetite' in a red script font in the center, and a red magnifying glass icon on the right. The main content area features a large, close-up photograph of several chocolate cupcakes with pink frosting and a fresh raspberry on top. Below the photo, the text reads: 'LE QUARTIER BAKING CO', '6900 O STREET #132', 'LINCOLN, NE 68510', and a row of five stars (four red, one grey). Underneath the stars are three buttons: 'FIND IT!' in a red box, 'COOK IT!' in a black box, and 'AVOID IT' in a teal box. At the bottom, a map shows the location of 'Le Quartier Baking Co' marked with a red pin. The map includes labels for 'Deadman Run', 'N 70th St', 'O St', 'Mopac Trail', 'W Rio Rd', 'Laser Quest', 'Mazatlan Mexican', 'Dollar General', 'Big Lots', 'Market', 'N 68th St', 'Grisanti's Italian', 'Aces Haus of Cuisine', 'Walgreens', and 'Earl M'. A yellow highway shield with the number '34' is also visible on the map.



## THE HUEYS

Purpose/Concept: To create an all ready story book and make it interactive based on the story plot.

Strategy: The characters throughout “The Hueys In The New Sweater” all have different awakenings about diversity; so I divided the story in three paths, which are the three main characters from the book. There is sound, questions, and animations throughout the site.





# PICK A HUEY

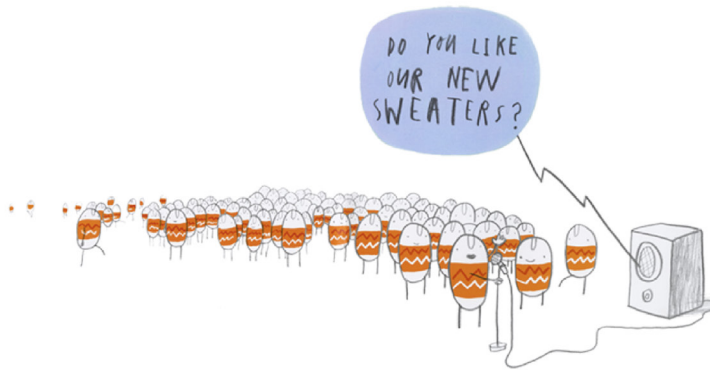
ALL HUEYS



RUPERT



GILLESPIE



BEFORE LONG, THEY WERE ALL DIFFERENT,  
AND NO ONE WAS THE SAME ANYMORE.

ANSWER THE HUEY QUESTION.



# PICK AN ACTION

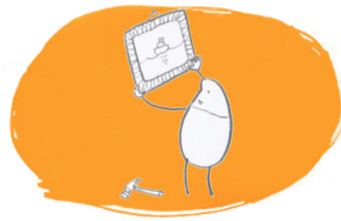
...AND THEY ALL...



LOOKED THE SAME



THOUGHT THE SAME



DID THE SAME THINGS



THE END



## THE EFFECT OF UNCERTAINTY

Purpose/Concept: This infograph is about taking risks and achieving adrenaline rush in various ways.

Strategy: This is an infograph that started as a poster but became an interactive piece due to the topic of being about adrenaline. I added illustrations into the infograph to balance the simple style.



**ADRENALINE RUSH?**

**OUR HEART PUMPING**  
 WHETHER IT BE SPEED, LISTEN, CAFFEINE, ACT, JUMP, GET THE BLOOD FLOWING ANY WAY POSSIBLE.

**3 CONQUER YOUR FEARS**  
 CONQUERING YOUR FEARS IS THE BEST WAY TO EXPERIENCE EXTREME ADRENALINE. DISCOVER ANYTHING ILLEGAL. DISCOVER NEW THINGS.

**A SUDDEN BURST OF ENERGY**  
 5 ADRENALINE SUPER POWERS

- NO FEELINGS OF PAIN
- HEIGHTENED SENSES
- BOOST OF ENERGY

**THE FACE OF ALL IN 15**

REGRET	25/90C
SCARED	18C
ANXIOUS	49C
SPEECHLESS	5/50C

**FORWARD IS IN THE**

### ADRENALINE RUSH?

- GET YOUR HEAT**  
 WHETHER IT BE SWEAT, BLOOD FLOW, OR JUST THE BURN OF A HOT SPA, GET THE BURN IN ANY WAY YOU CAN.
- CONSIDER YOUR FEARS**  
 CONSIDERING YOUR FEARS IS THE BEST WAY TO EXPERIENCE EXTREME ADRENALINE. DON'T DO ANYTHING ILLEGAL. DISCOVER NEW THINGS.

### BURST OF ENERGY

ADRENALINE SUPER-POWERS

- INCREASED HEART RATE
- BOOST OF ENERGY
- INCREASED BREATHING

### ROAD TRIP TO ADRENALINE

#### PRICE CHART

BASEBALL	\$100
BASKETBALL	\$100
BIATLON	\$100
BOAT RACING	\$100
BOULDERING	\$100
BOXING	\$100
CLIMBING	\$100
COMBAT SPORTS	\$100
CRUISE	\$100
DRUG TESTING	\$100
FIELD HOCKEY	\$100
FISHERY	\$100
FOOTBALL	\$100
FRISBEE GOLF	\$100
GOLF	\$100
GYMNASIUM	\$100
HOCKEY	\$100
HUNTING	\$100
ICE CREAM	\$100
ICE SKATING	\$100
JUDO	\$100
KAYAKING	\$100
KICKBOXING	\$100
KRUDO	\$100
LACROSSE	\$100
LEISURE	\$100
MARTIAL ARTS	\$100
PARATRIPE	\$100
ROLLER COASTERS	\$100
SHOOTING OLINS	\$100
SURFING	\$100
SKATEBOARDING	\$100
ICE SKATING	\$100
SLEDDING	\$100
CLIFF DIVING	\$100
OFFICE CHAIR RACE	\$100

**Emergency Agent**  
\$50,000 - \$60,000

**Bomb Squad**  
\$60,000 - \$70,000

**Crime Scene Investigator**  
\$70,000 - \$80,000

**Swat Team Member**  
\$58,720 - \$79,030

**THE RUSH**  
ADRENALINE SAVES LIVES



**Squad Fugitive**  
1-800-575-500

## MOST COMMON WORRIES

RELAX 81.25% OF YOU WORRIES ARE NOT GOING TO HAPPEN



## TOP TEN MOST COMMON FEARS

IS YOURS ON THE LIST?

- 1 FEAR OF HEIGHTS
- 2 FEAR OF PUBLIC SPEAKING
- 3 FEAR OF THE DARK
- 4 FEAR OF FALLING
- 5 FEAR OF INTIMACY
- 6 FEAR OF DEATH
- 7 FEAR OF...

## NEBRASKA STATEWIDE INDEPENDENT LIVING COUNCIL

Purpose/Concept: To create a logo for Nebraska Statewide Independent living Council, an organization that provides aid to disabled in Nebraska.

Strategy: The concept of the logo is to trust and lean on the organization for balance. The heart are two people leaning on each other.







Sharon da Vanport  
info@nesilc.org  
<http://www.nesilc.org/>

# A DAY WITHOUT GLOBAL BUSINESS

Purpose/Concept: Comparing the pros and cons of global and local business.

Strategy: Instead of simply using facts I wanted to research on what it would be like without having global business for one day and the impacts it has on daily lives.

## A DAY WITHOUT GLOBAL BUSINESS

### LOCAL BUSINESS

Provides goods or services to a local population.

VS

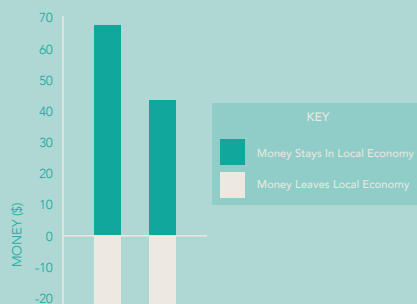
### GLOBAL BUSINESS

Provides goods or services in multiple locations across the world.

### ECONOMY

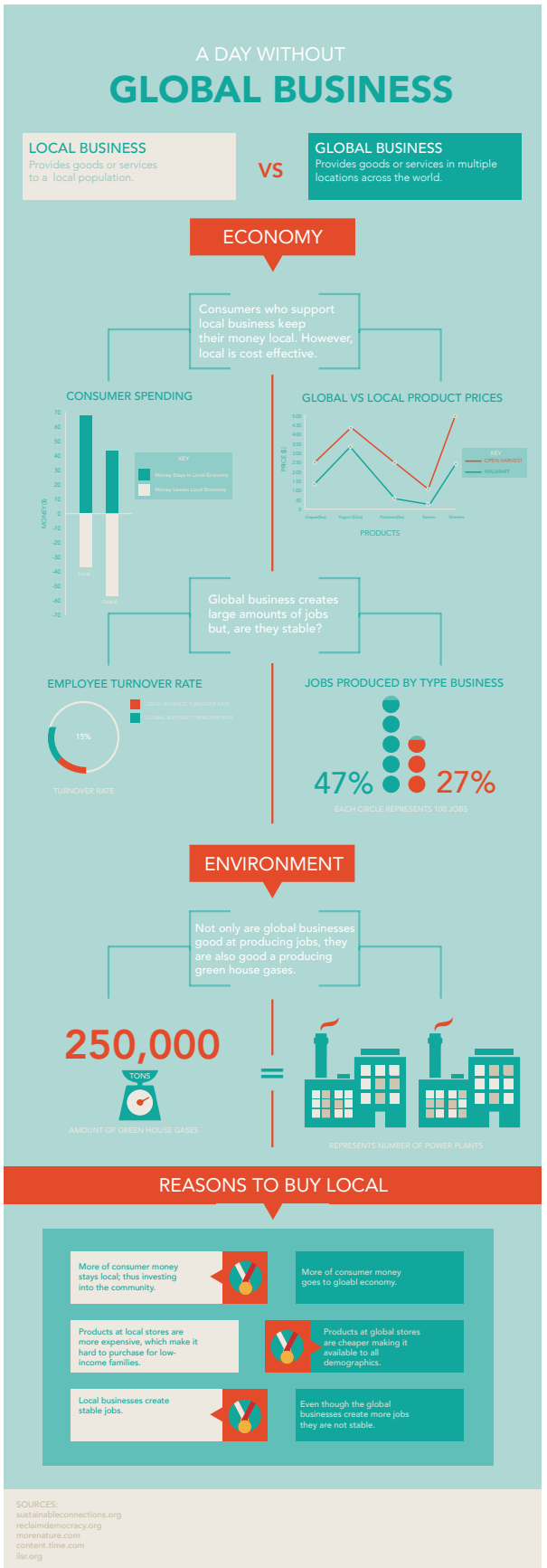
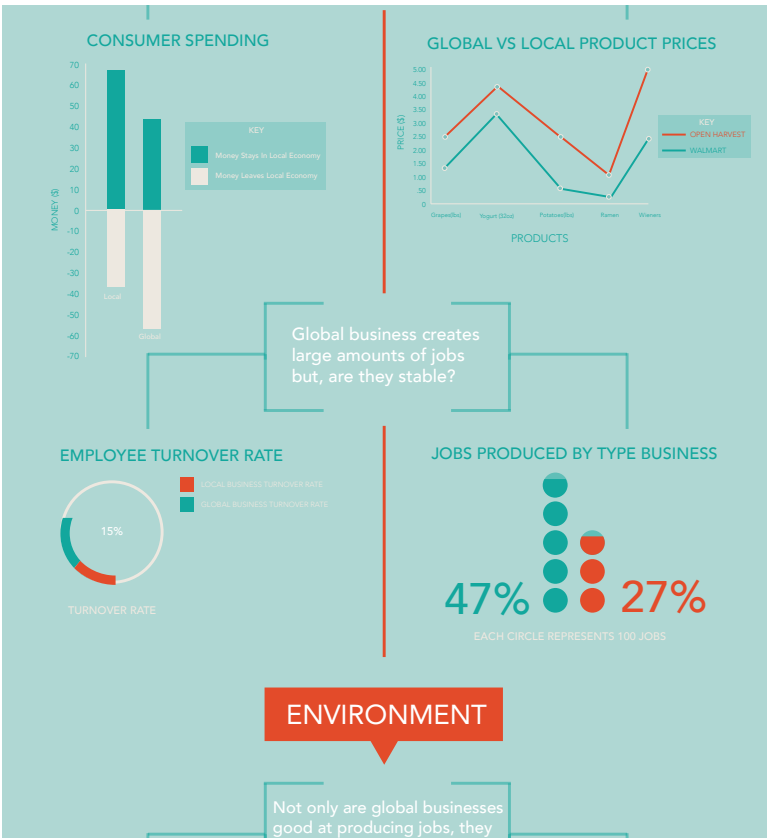
Consumers who support local business keep their money local. However, local is cost effective.

#### CONSUMER SPENDING



#### GLOBAL VS LOCAL PRODUCT PRICES



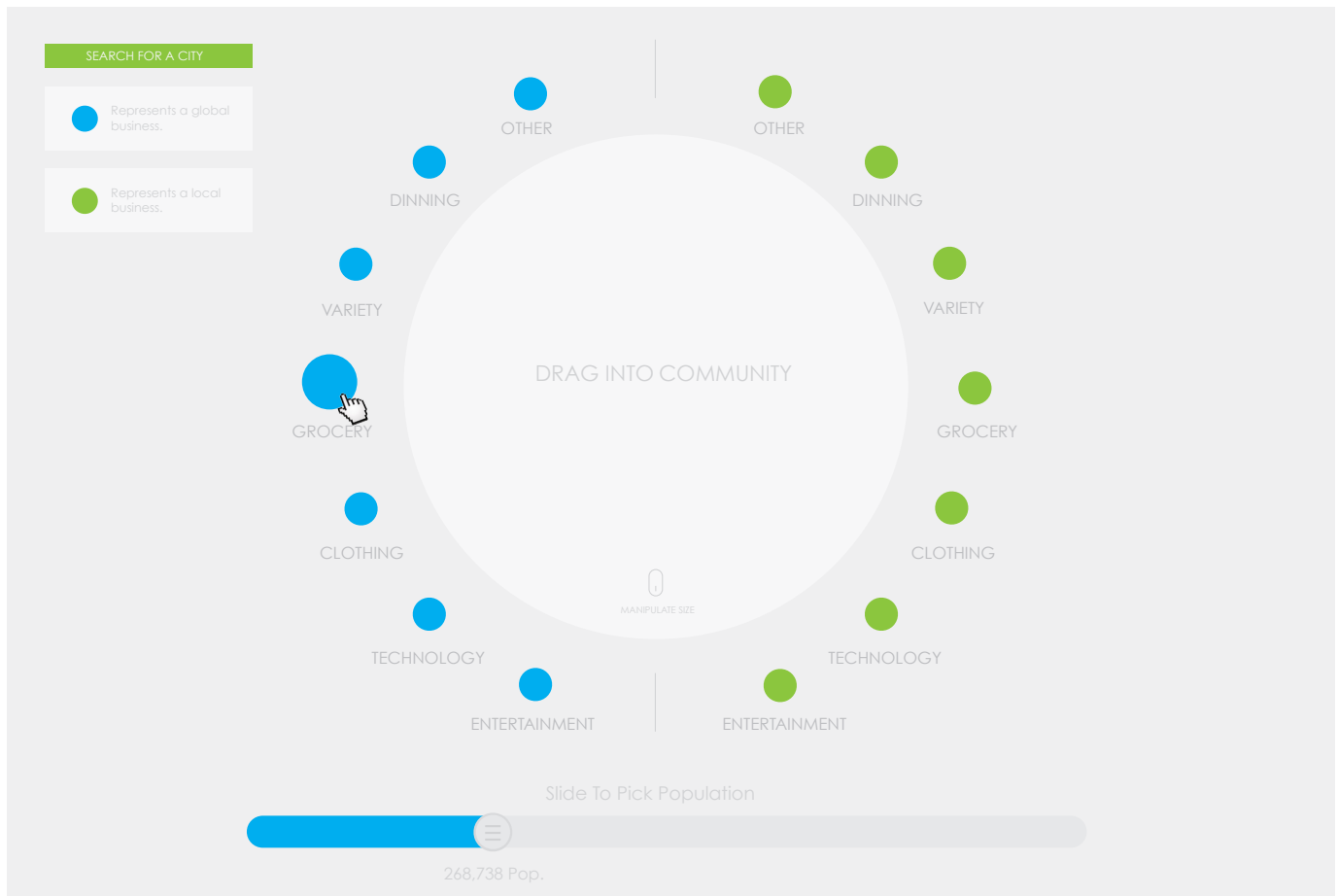


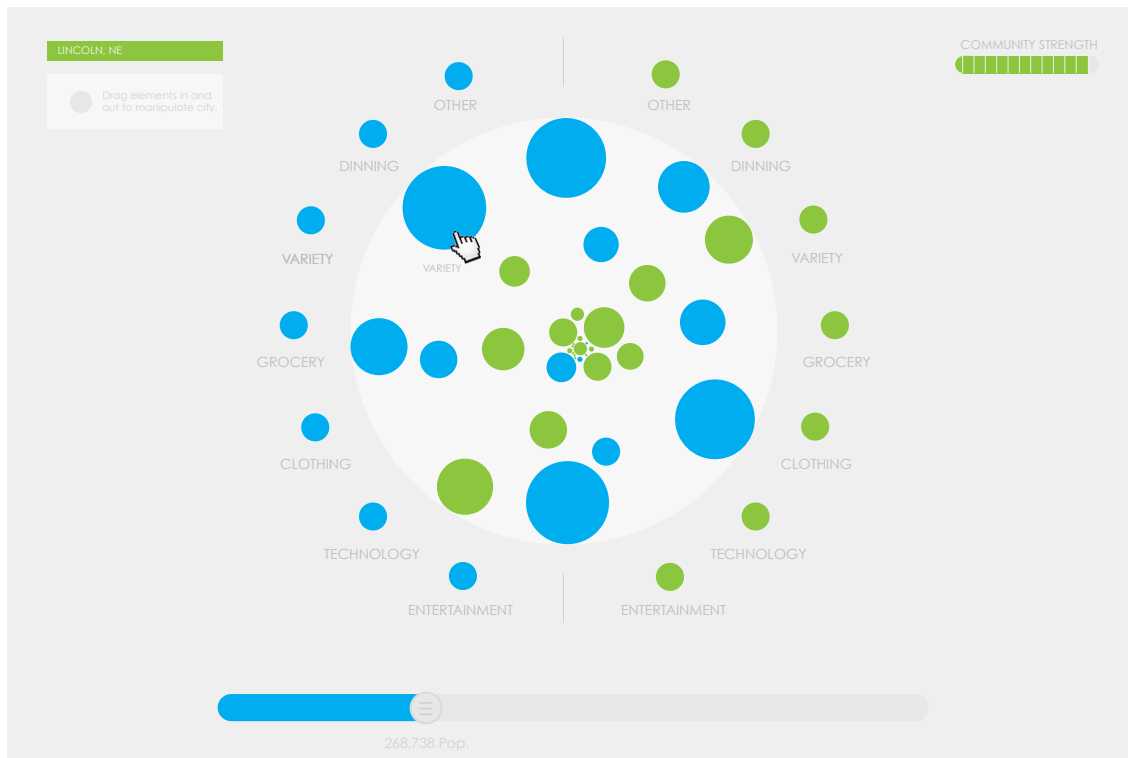
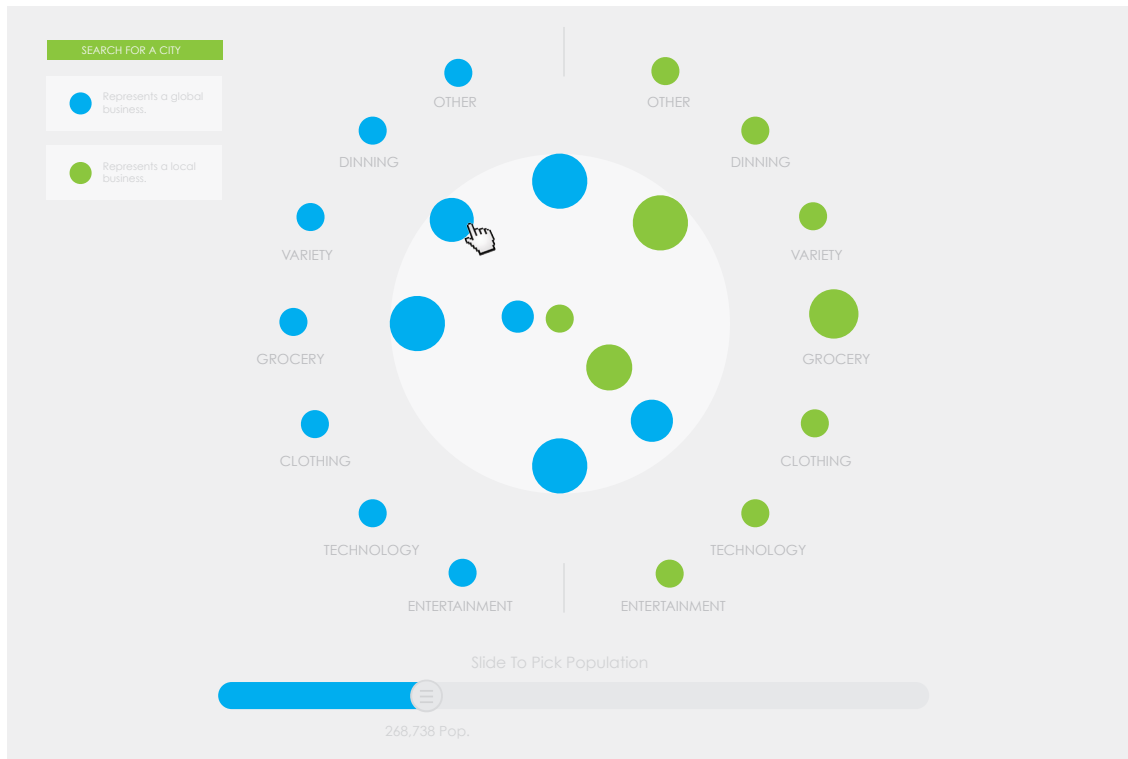
# THE HUB

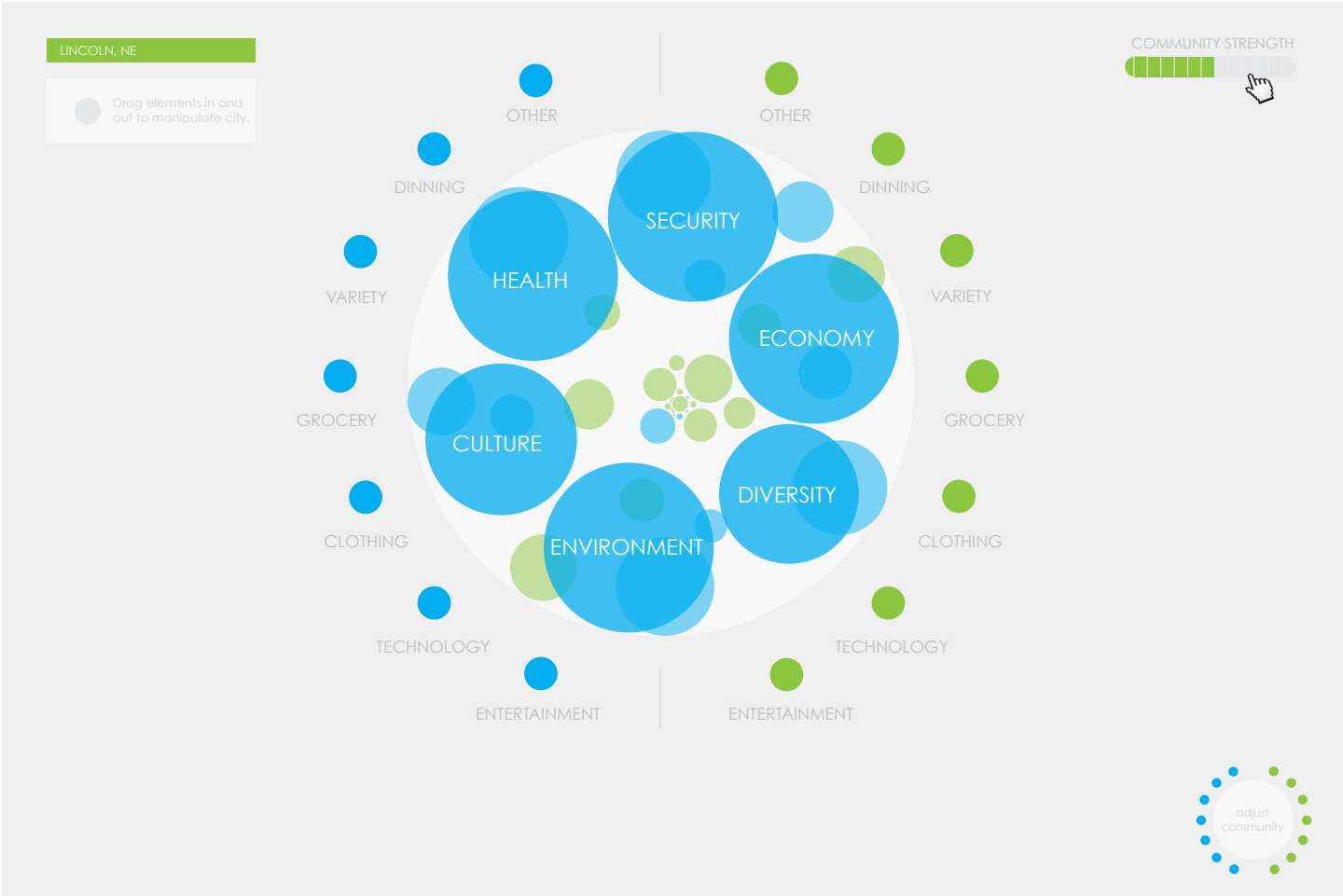
Purpose/Concept: To see the impact global and local businesses have on a community.

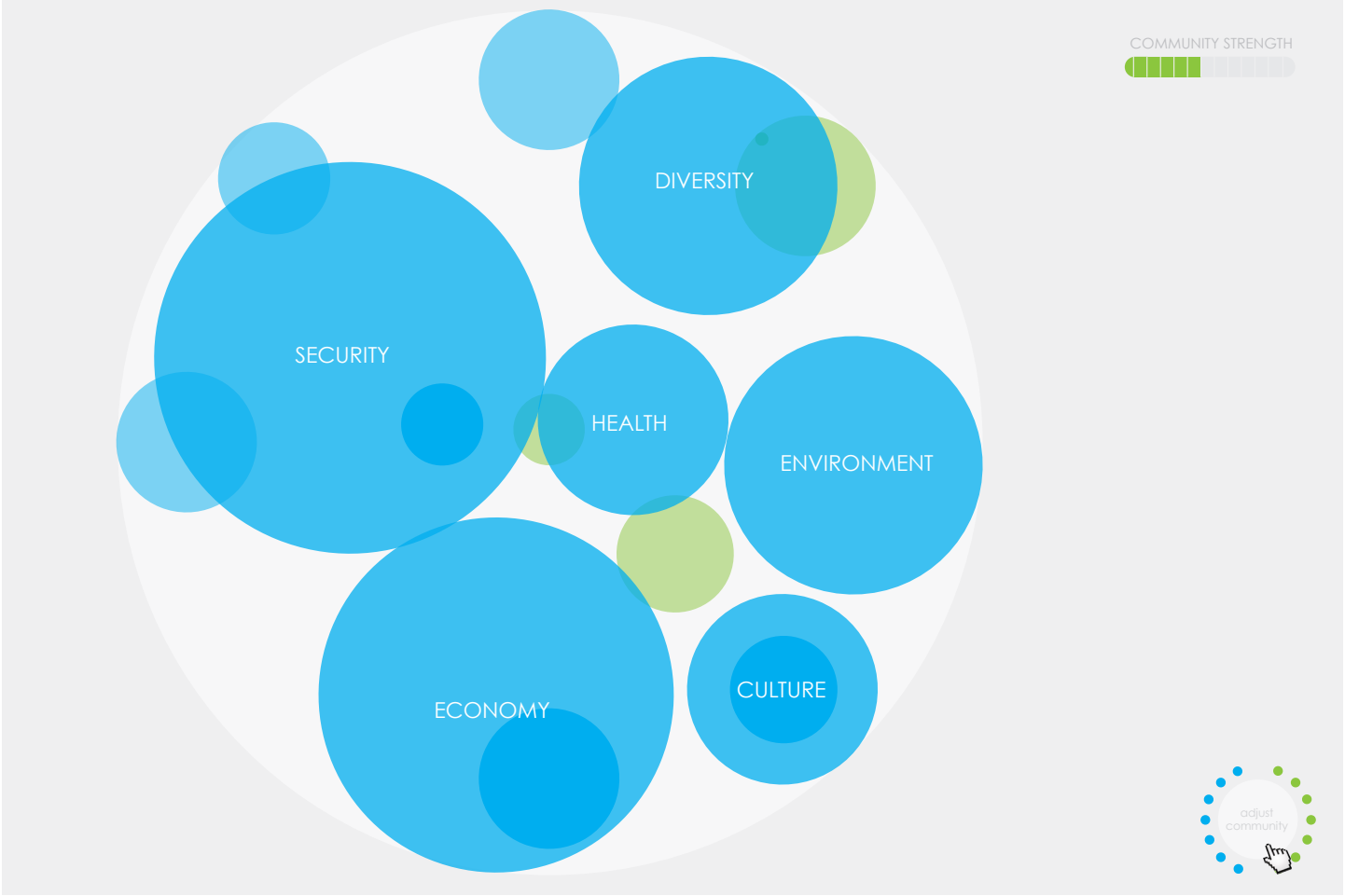
Strategy: The user can either search or create their own city based on population and area size. The user can either drag a global or local business and will automatically be placed in the community based on urban planning. The user can also drag in various businesses such as: dining, entertainment, grocery, technology, clothing, etc. Once they are finished their community strength will be determined based on the businesses added. The user will be able to see where their community excels or lacks in health, security, culture, economy, diversity, environment.

44









## **SOULSTICE**

Purpose/Concept: Create a logo for a massage therapy company.

Strategy: I used the color green to emphasize on relaxation. I used a masseuse in place of the "i" in Soulstice to give the company a recognizable brand that easily speaks for the company.

Soulstice  
M a s s a g e T h e r a p y





## NEBRASKA NATIONALS

Purpose/Concept: Create an interface to apply for a juried art exhibition.

Strategy: The interface is a one column site that has the jury, previous winners, testimonials, and artwork. I wanted it to be a one column site because most of the applicants are students, and it would be more convenient for them.

50



# HOWARD AWARD FOR EXCELLENCE

1 \$1500 GRAND PRIZE

2 \$1000 1ST PLACE IN EACH CATEGORY

GRAND PRIZE WILL NOT ALSO WIN CATEGORY PRIZE



## ART MEDIUMS

EACH YEAR THREE DIFFERENT MEDIA DISCIPLINES WILL BE FEATURED



PRINTMAKING



PHOTOGRAPHY



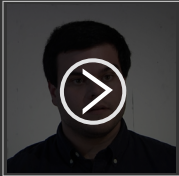
GRAPHIC DESIGN



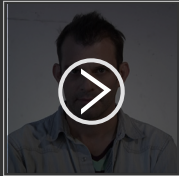
## IMPORTANT DATES

- April 1- Slideroom opens for entries
- May 31- Slideroom closes
- June 1- 30- Jurying process
- July 1- Notification begins (via email). Note: We are experiencing a delay.
- August 15- Deadline for arrival of accepted artwork
- Sept. 5- Public Reception and Awards announced
- Sept. 25 - Exhibition ends

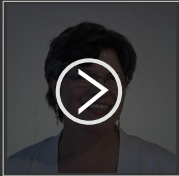
## PREVIOUS WINNERS




**PRINTMAKING**  
PAUL GRAND




**PHOTOGRAPHY**  
JOSH BOHLS



**CERAMICS**  
MARGARATTE HANS



**OVERALL WINNER**  
SAM MILLER



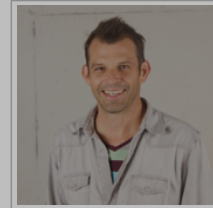
## THE JURY



**Bobby Silverman**  
Ceramics  
Director of Ceramics  
92nd Street Y, New York



**Rosalyn Richards**  
Printmaking  
Professor of Art  
Bucknell University



**Jeff Whetstone**  
Photography  
Assistant Professor of Art,  
University of North Carolina



## CONTACTS US

HAVE AN IDEA FOR THE NEXT COMPETITION?  
WANT THE ART WORLD TO ADDRESS A TOPIC  
THAT MATTERS TO YOU?

NAME
E - MAIL
MESSAGE

500 CHARACTERS

SEND NOW



53

## APPLY NOW

Students can enter up to three works represented by up to five images. Maximum size for 2D work: 72" high and 60" wide. Maximum size for 3D work: 36" in any direction, 50 lbs. max. All 2D artwork should be framed and ready to mount. The entry fee is \$10.

NAME	
E - MAIL	
TITLE	
URL.COM	UPLOAD
MISSION STATEMENT	

500 CHARACTERS

SEND NOW

DEPARTMENT OF ART AND ART HISTORY  
120 RICHARDS HALL  
LINCOLN, NE 68588-0114  
402-472-5522  
402-472-9746  
artdept@unl.edu

### RELATED LINKS

Online Faculty Resources

Conferences

High School

Online Worldwide

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UNL web templates and quality assurance provided by the Web Developer Network - QA Test



## VALENTINE PUBLIC LIBRARY

Purpose/Concept: Create a logo for Valentine Public Library.

Strategy: This logo is for Valentine Public Library. The client asked for a logo that would be iconic and easy to grasp by the viewers. I kept the logo simple, but did add a serif font to balance the simplicity.



Valentine  
Public Library



Susan Raain  
Susan@valentinelibrary.org  
valentinelibrary.org

