

P O
R T

- F O
L I O

CINDY REYES - CORTÉS

GRAPHIC DESIGN



PRINT

The Circle / 06 - 09



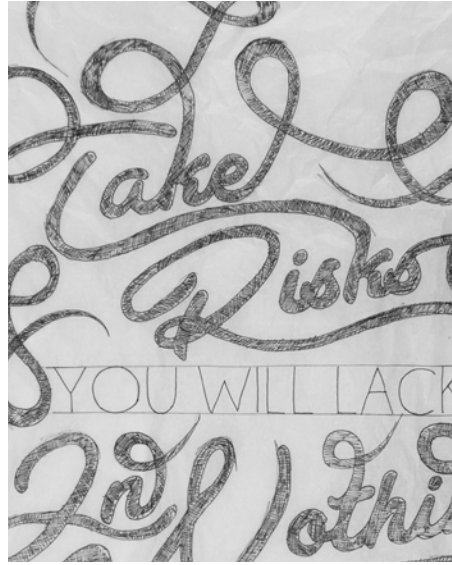
INTERFACE

Mexico Massacre / 16 - 19



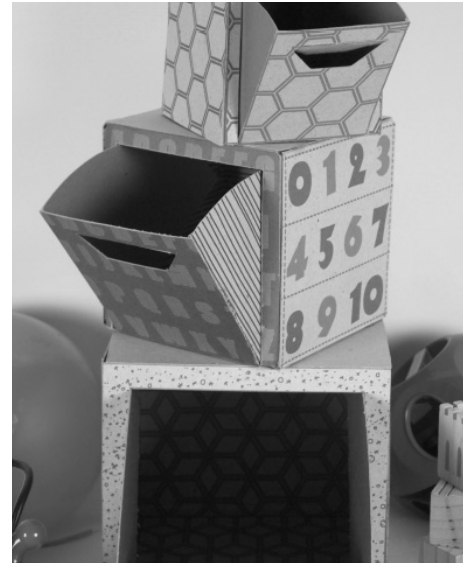
INTERFACE

GiveDirectly / 10 - 11



PRINT

Take Risk / 12 - 13



PRODUCT

WonderKids / 14 - 15



RESEARCH

Single Status / 20 - 21



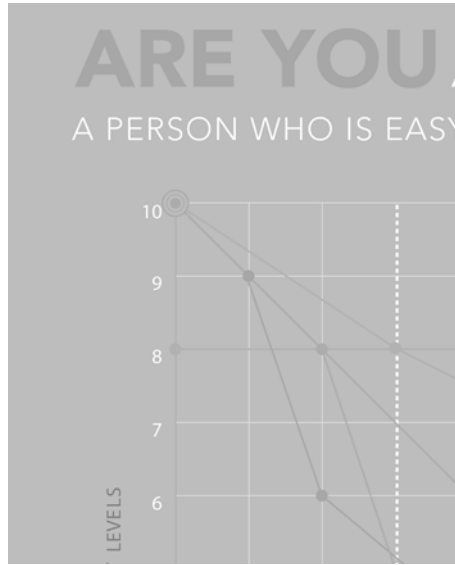
PUBLICATION

Design Space / 22 - 23



INTERFACE

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**PRINT**

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**INTERFACE**

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**INTERFACE**

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PICK A HUEY



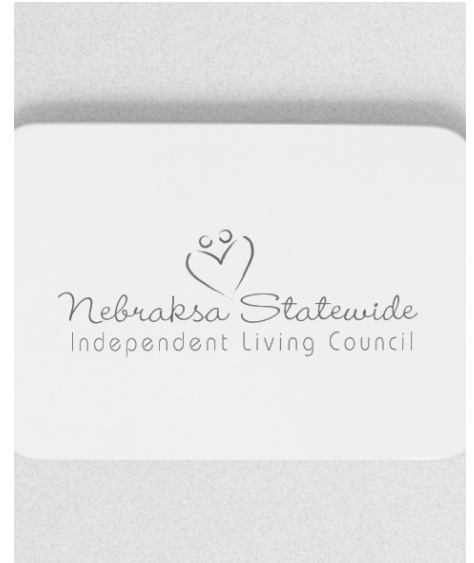
INTERFACE

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PRINT

Adrenaline Rush / 36 - 39



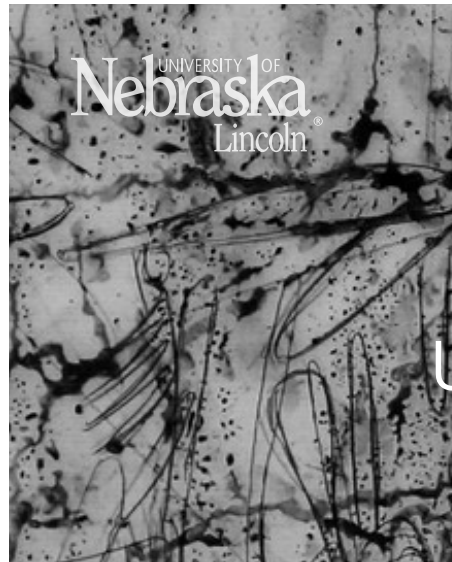
BRAND IDENTITY

NE Independent.. / 40 - 41



BRAND IDENTITY

Soulstice / 48 - 49



INTERFACE

NE Nationals / 50 - 53



BRAND IDENTITY

Valentine Public Library / 54 - 55

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 Free
- 
Physiological Needs
- 
Safety Needs
- 
Belongingness & Love Needs
- 
Esteem Needs
- 
Self-Actualization Needs

THE CIRC

A HIERARCHY OF MANIF



The three wise Gospondinov, Bailey, and Tom started the circle. They all have different backgrounds, 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.

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 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 not provide actualization, it is how fast new "circlers" get the opportunity to join. Mae was already with other people in the circle. And, there is a lot of competition.

22 SELF-ACTUALIZATION NEEDS PROVIDED

MASLOW'S HIERARCHY OF NEEDS KEY





GIVEDIRECTLY

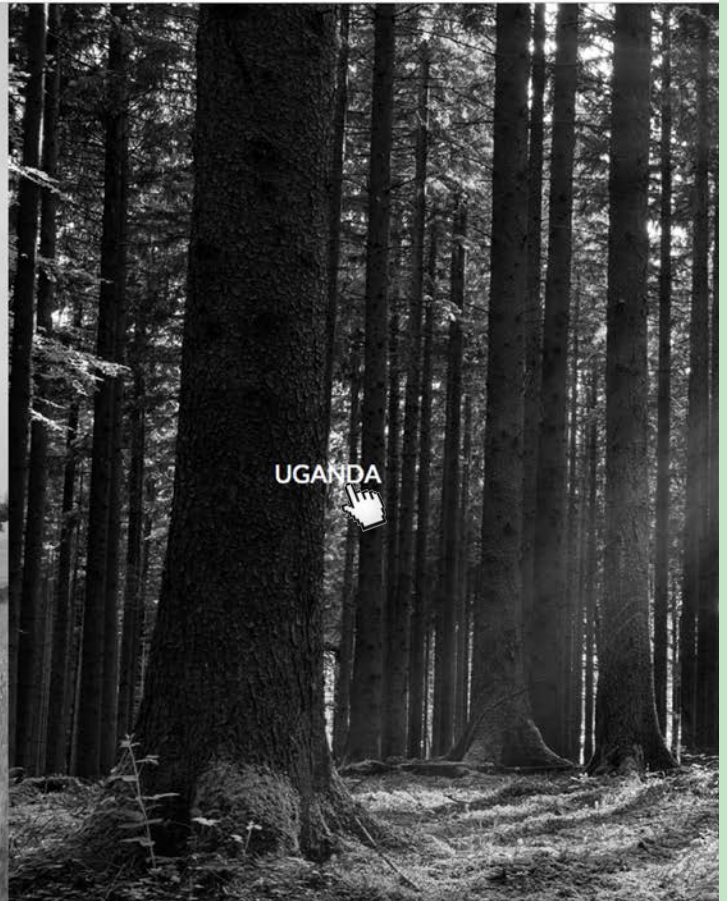
Purpose/Concept: To create an interactive site where the donor can see who and where their donations are being used.

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

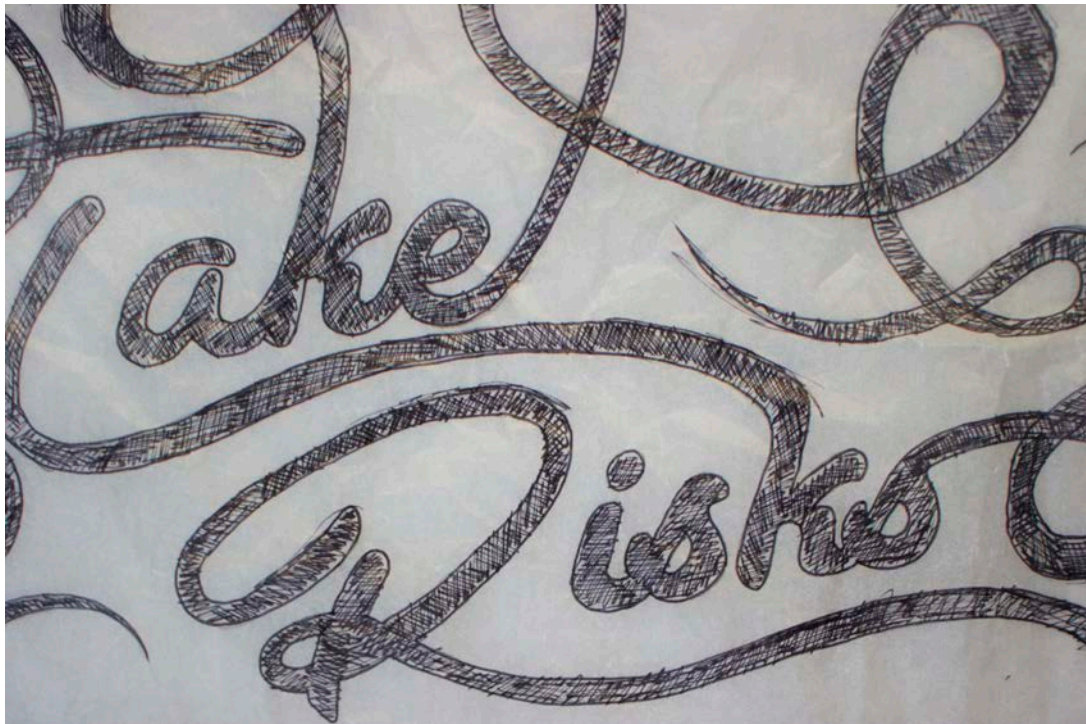
Chike Bello is one of the first recipients to receive money from GiveDirectly. She is now a farm owner. Chike Bello has one of the largest farms in Kenya.



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



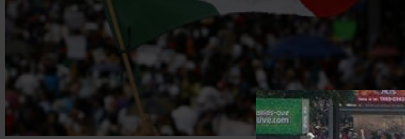
PROTEST VICTIMS THE FEAR INVESTIGATION





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.

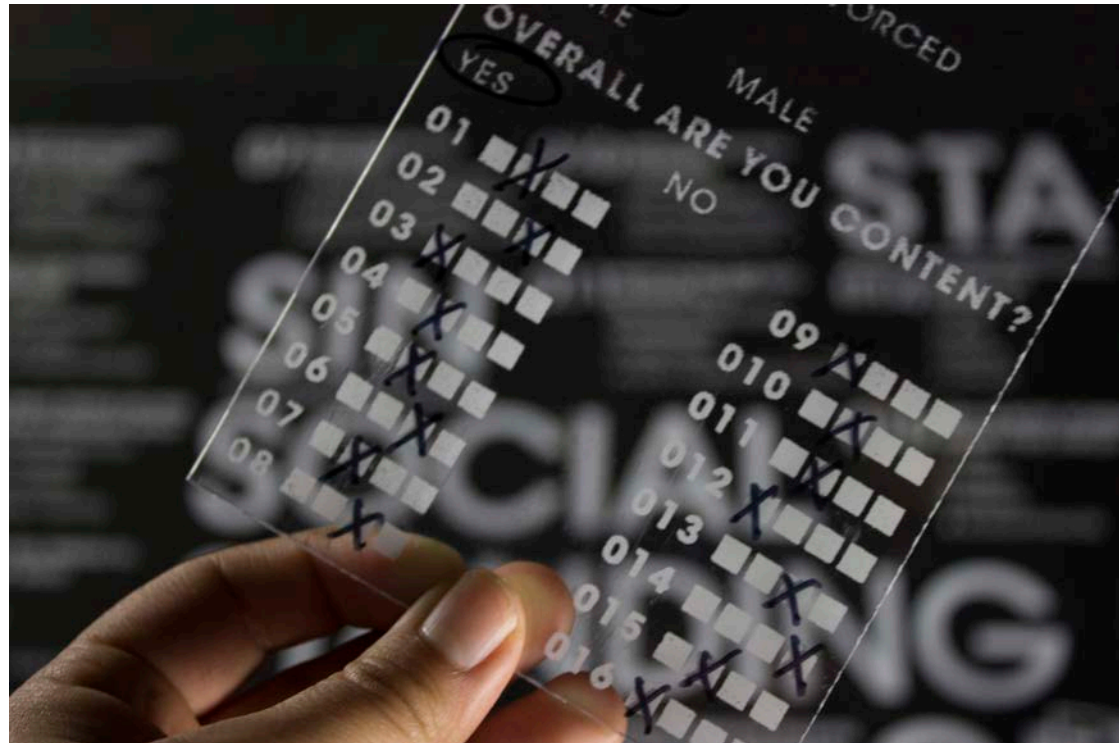
NEXT FACT

SINGLE STATUS

Purpose/Concept: This is an interactive design in order to find trends within happy and non-happy singles.

Strategy: In order to participate in this study the participants had to be single. The interactive piece was hung in a populated area. The participants had to grab a sheet and then answer all questions with permanent marker. I wanted everything to be transparent because the participants had to be honest with themselves. I also wanted the sheets to be transparent in order to stack them and see the trends among age groups, happiness, etc.





YOU SPEND TIME? **07** WHAT STYLE DO YOU PLAN LIKE?

HOBBIES **010** WHICH DO YOU FEAR THE MOST?

NETWORK **011** BEING SINGLE AROUND COUPLES IS...?

FRIENDS **014** WOULD YOU RATHER...?

MENT **015** WHO IS MOST WORRIED ABOUT YOUR STATUS?

NOTICED

PEOPLE DO YOU GO OUT WITH? **SIN**

INDIVIDUAL **SOCIAL**

TER **STANDING**

REFER TO

MIX

FRONT **08** MOST RECENTLY, HOW LONG HAVE YOU BEEN SINGLE FOR?

012 WHEN SOMEONE BELIEVES SOMETHING DIFFERENT?

1 WEEKS

1 I ARGUE MY POINT

1 I PLAN THE MAJOR EVENTS

2 I PLAN EVERYTHING TO DETAIL

3 IT'S ALL SPONTANEOUS

4 SOMEONE ELSE PLANS FOR ME

1 LONELINESS

2 NOT SUCCEEDING

3 NOT BEING ACCEPTED

4 SELF-CONTENTMENT

1 THINK

2 BUILD

3 CREATE

4 EXPLORE

1 I AM

2 FAMILY

3 FRIENDS

4 ACQUAINTANCES

STA

AGE

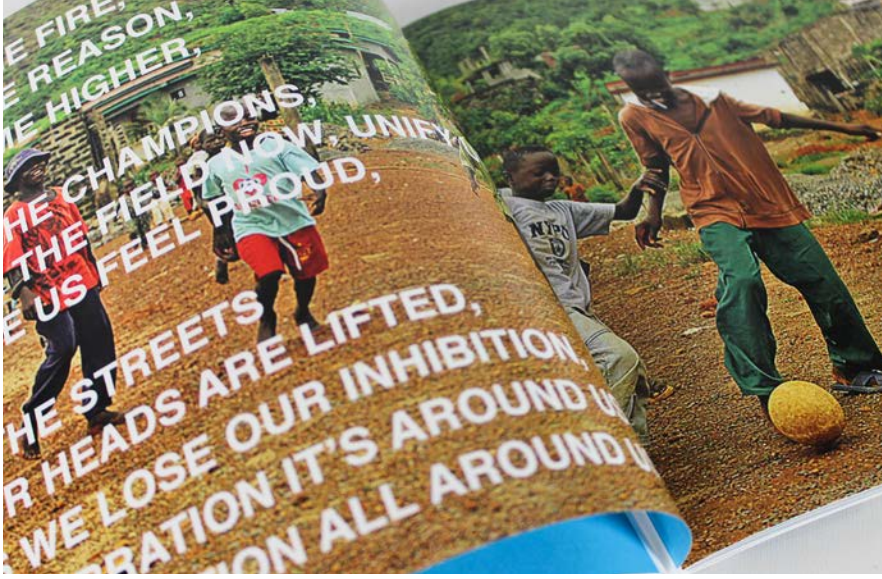
SINGLE

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.

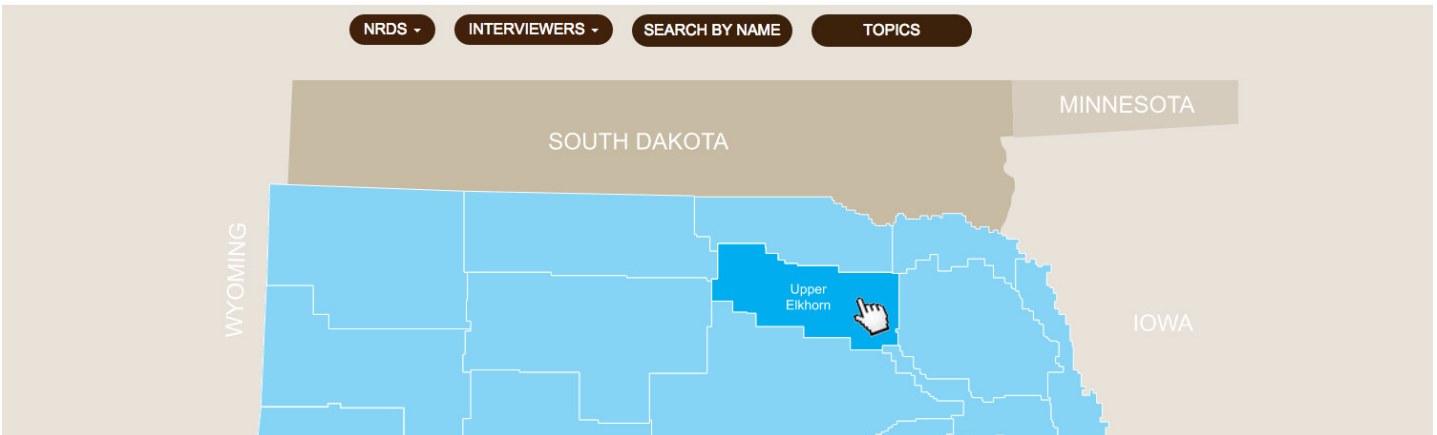
LEARN MORE

NRDS -

INTERVIEWERS -

SEARCH BY NAME

TOPICS



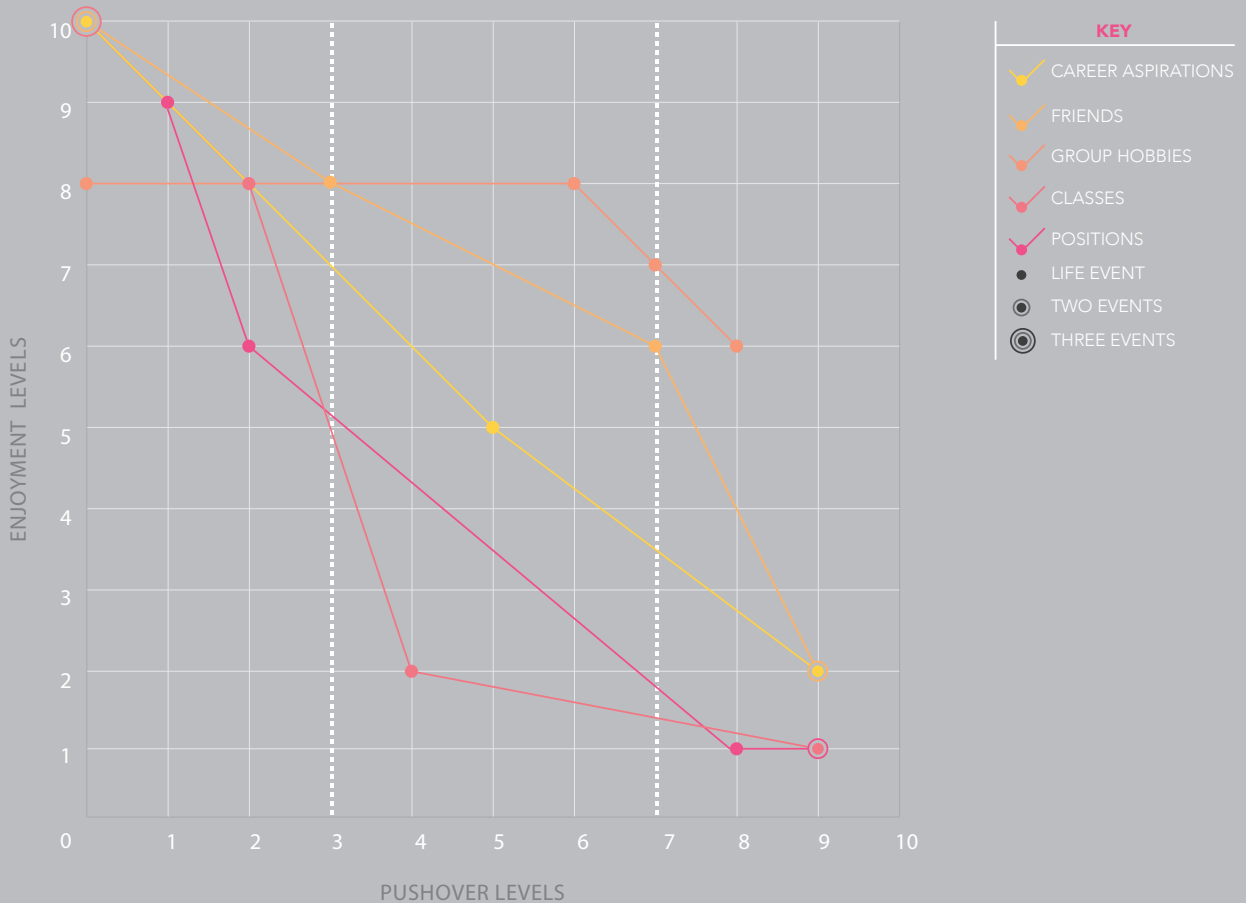
PUSHOVER

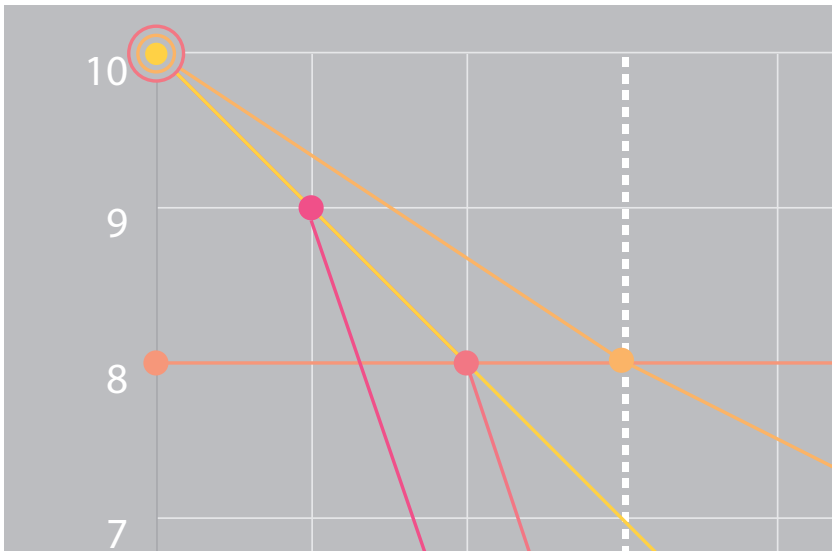
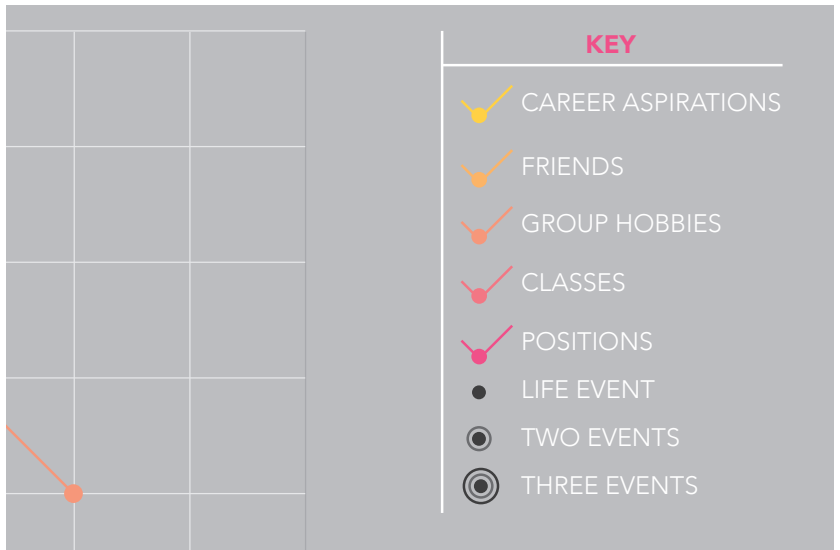
Purpose/Concept: To show my personal experience and trends of being a pushover.

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



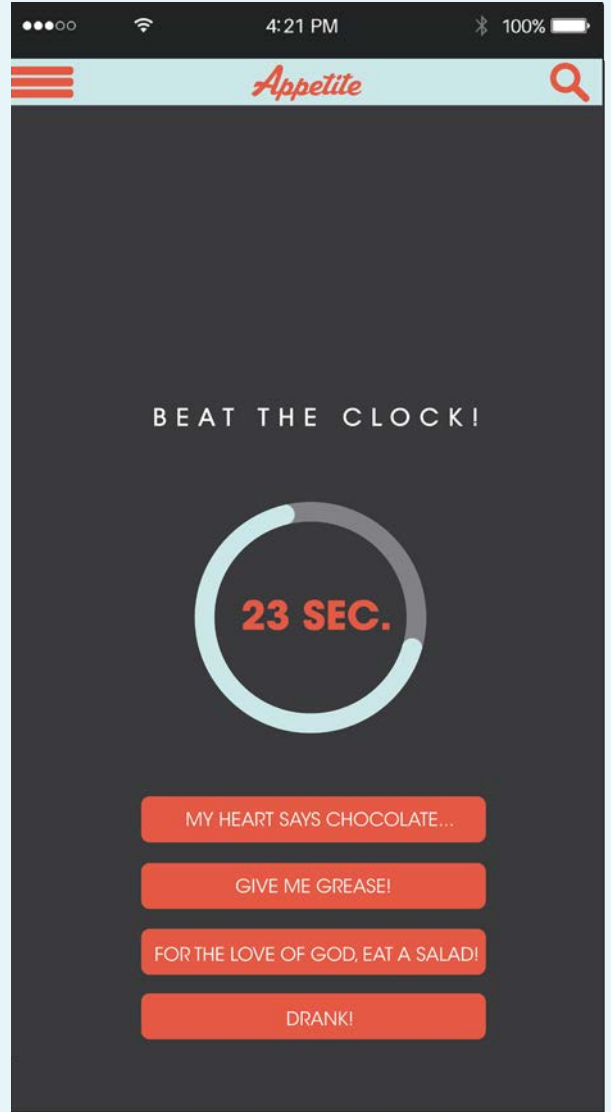


APPETITE

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.





4:21 PM 100%

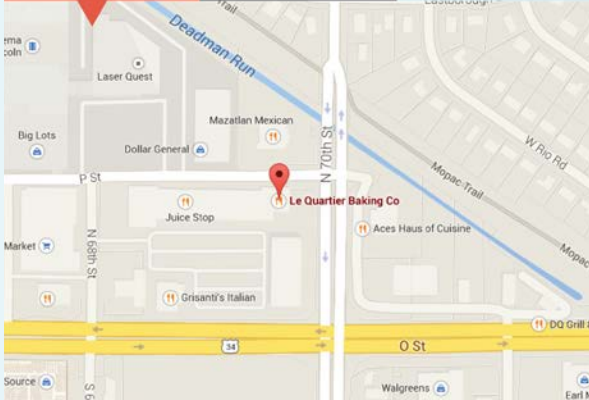
Appetite



LE QUARTIER BAKING CO
6900 O STREET #132
LINCOLN, NE 68510

★★★★☆

FIND IT! **COOK IT!** **AVOID IT**



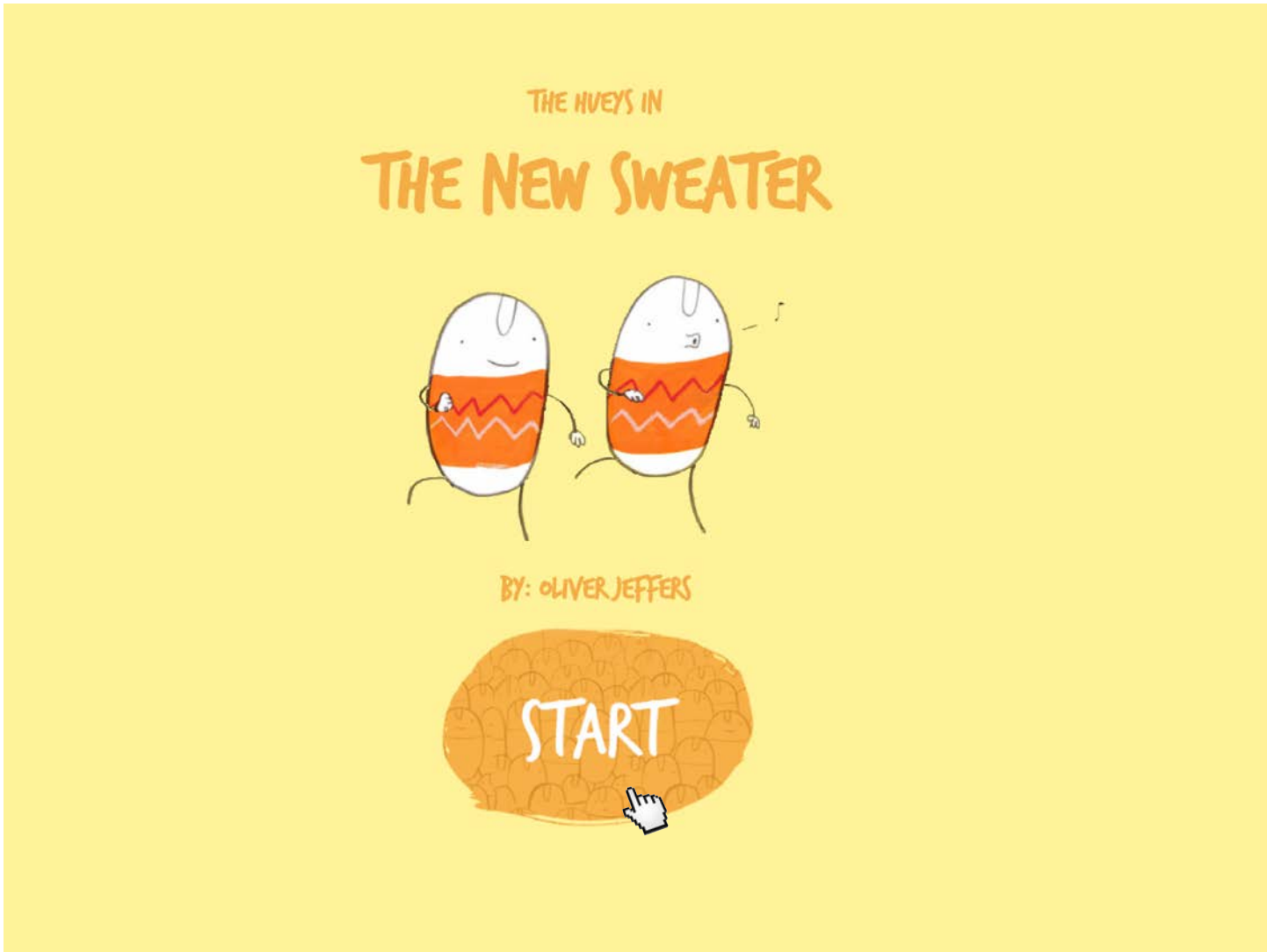
Map labels: Laser Quest, Mazatlan Mexican, Dollar General, Juice Stop, Grisanzi's Italian, Aces Haus of Cuisine, Walgreens, Earl M, Market, Source, P St, N 68th St, N 70th St, O St, W Rio Rd, Mopac Trail, Mopac, Deadman Run, 34



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

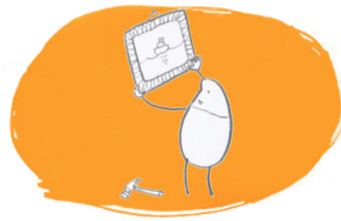
...AND THEY ALL...



LOOKED THE SAME



THOUGHT THE SAME



DID THE SAME THINGS



THE END



THE EFFECT OF UNCERTAINTY

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

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



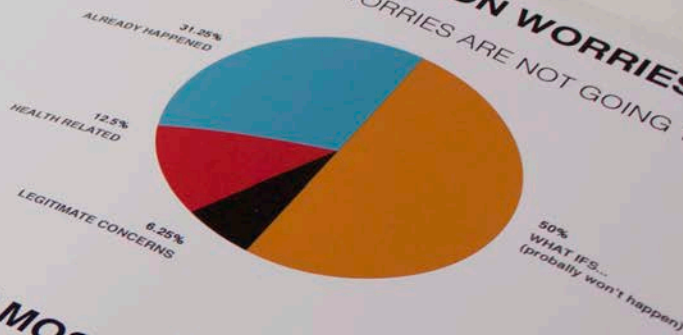
THE RUSH
PREVALENCE SAVES LIVES



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

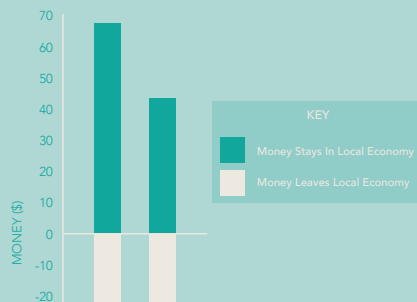
GLOBAL BUSINESS

Provides goods or services in multiple locations across the world.

ECONOMY

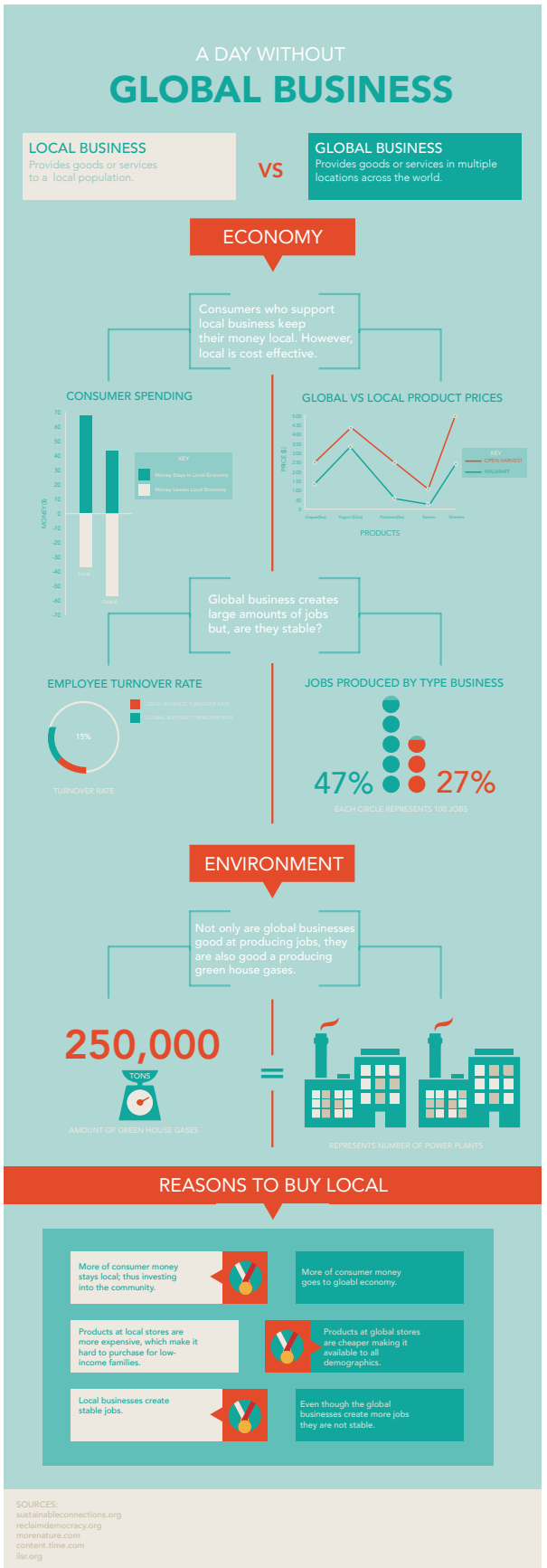
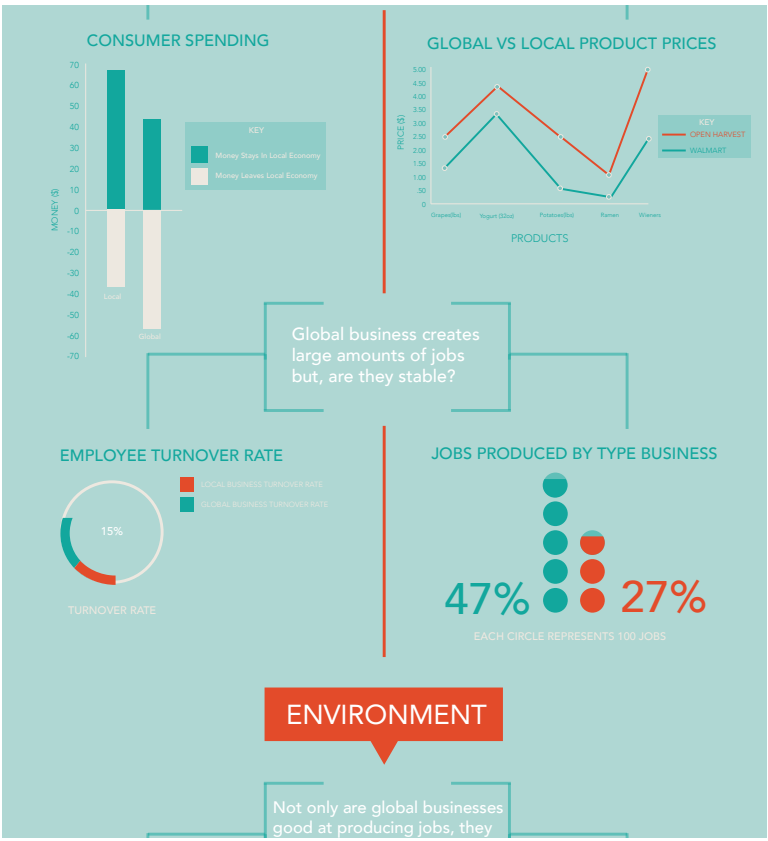
Consumers who support local business keep their money local. However, local is cost effective.

CONSUMER SPENDING



GLOBAL VS LOCAL PRODUCT PRICES



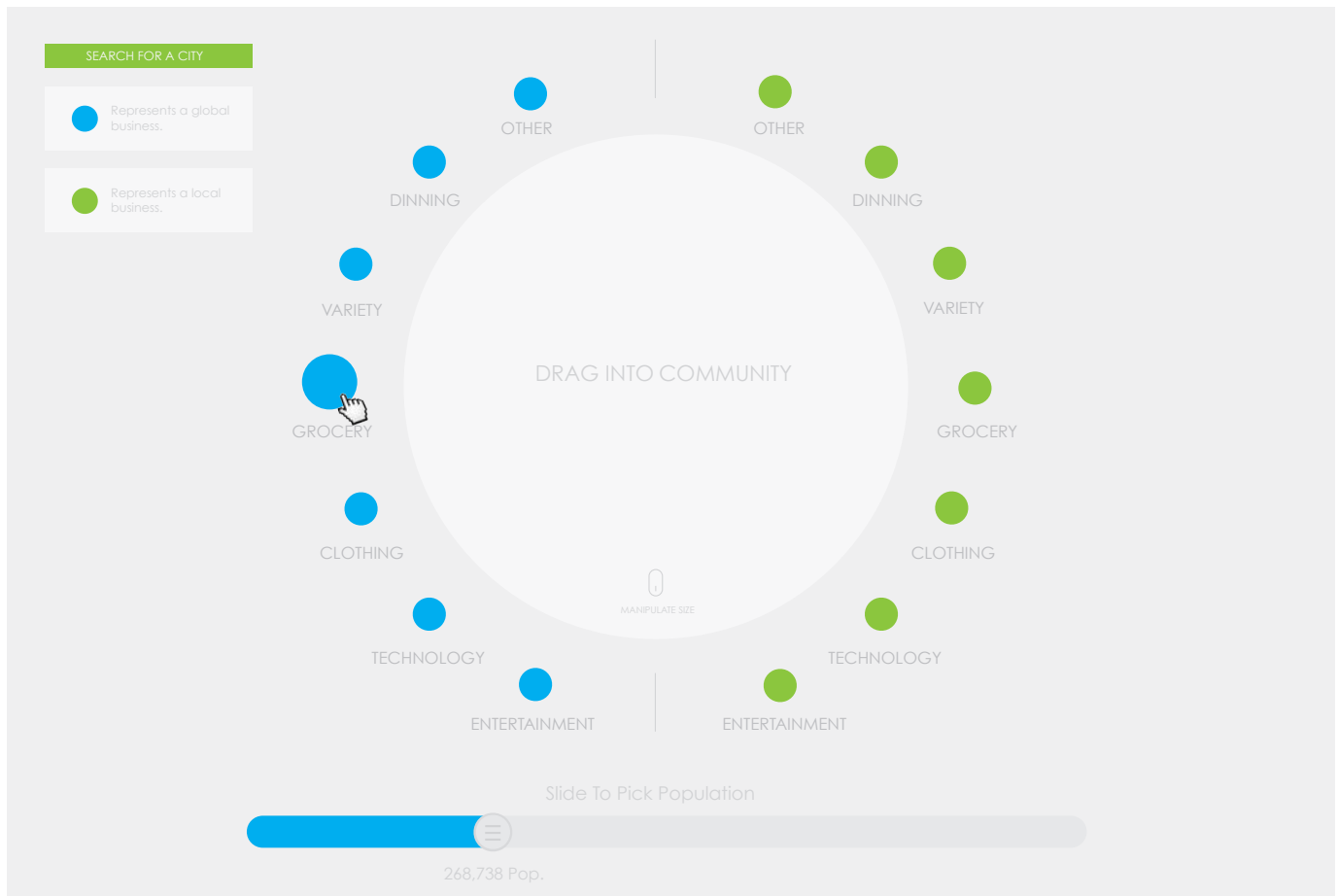


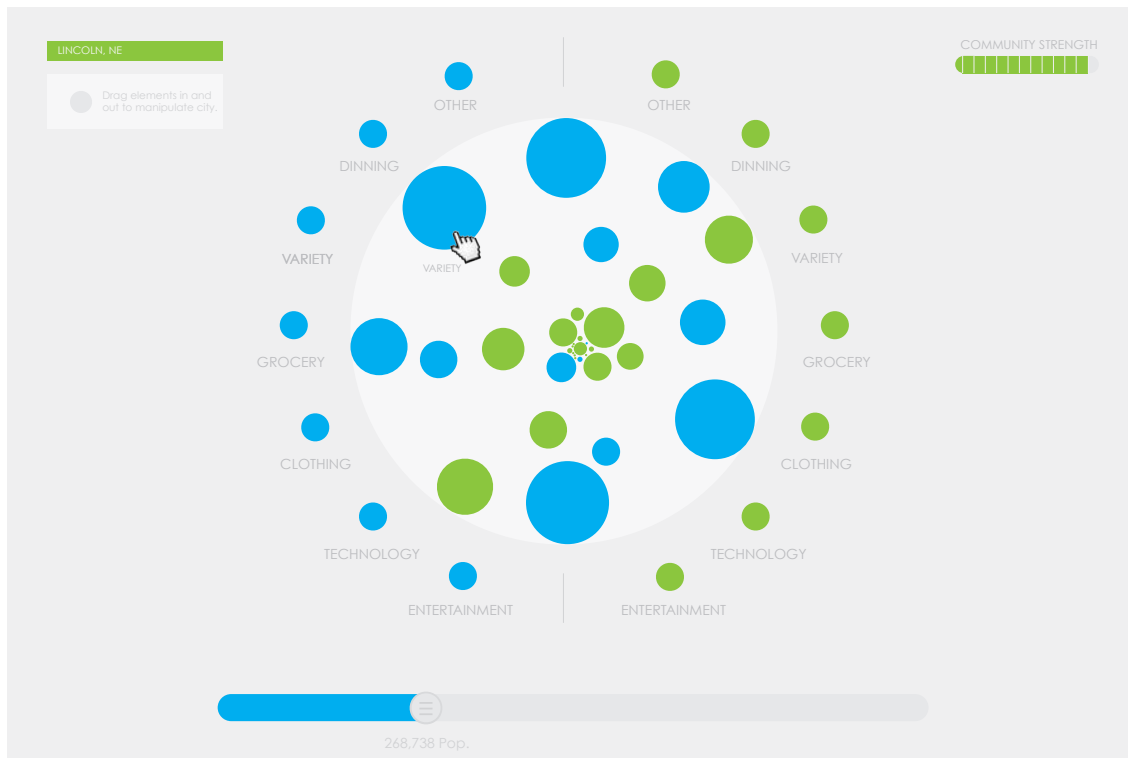
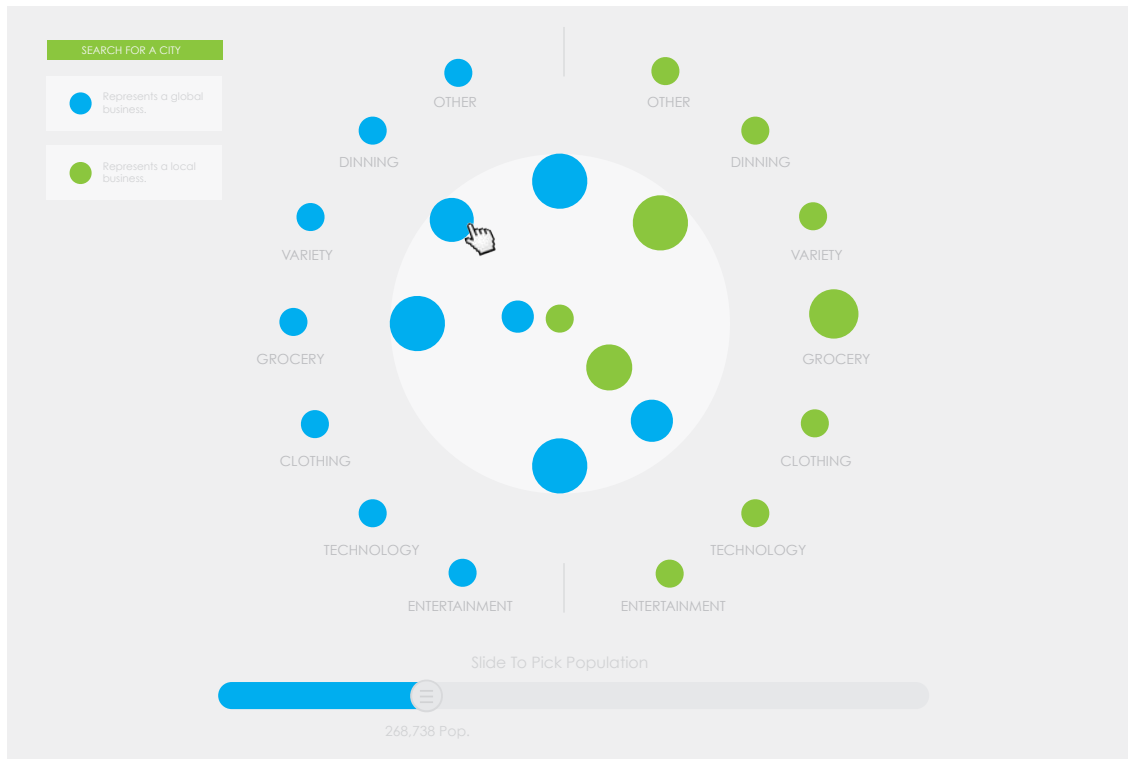
THE HUB

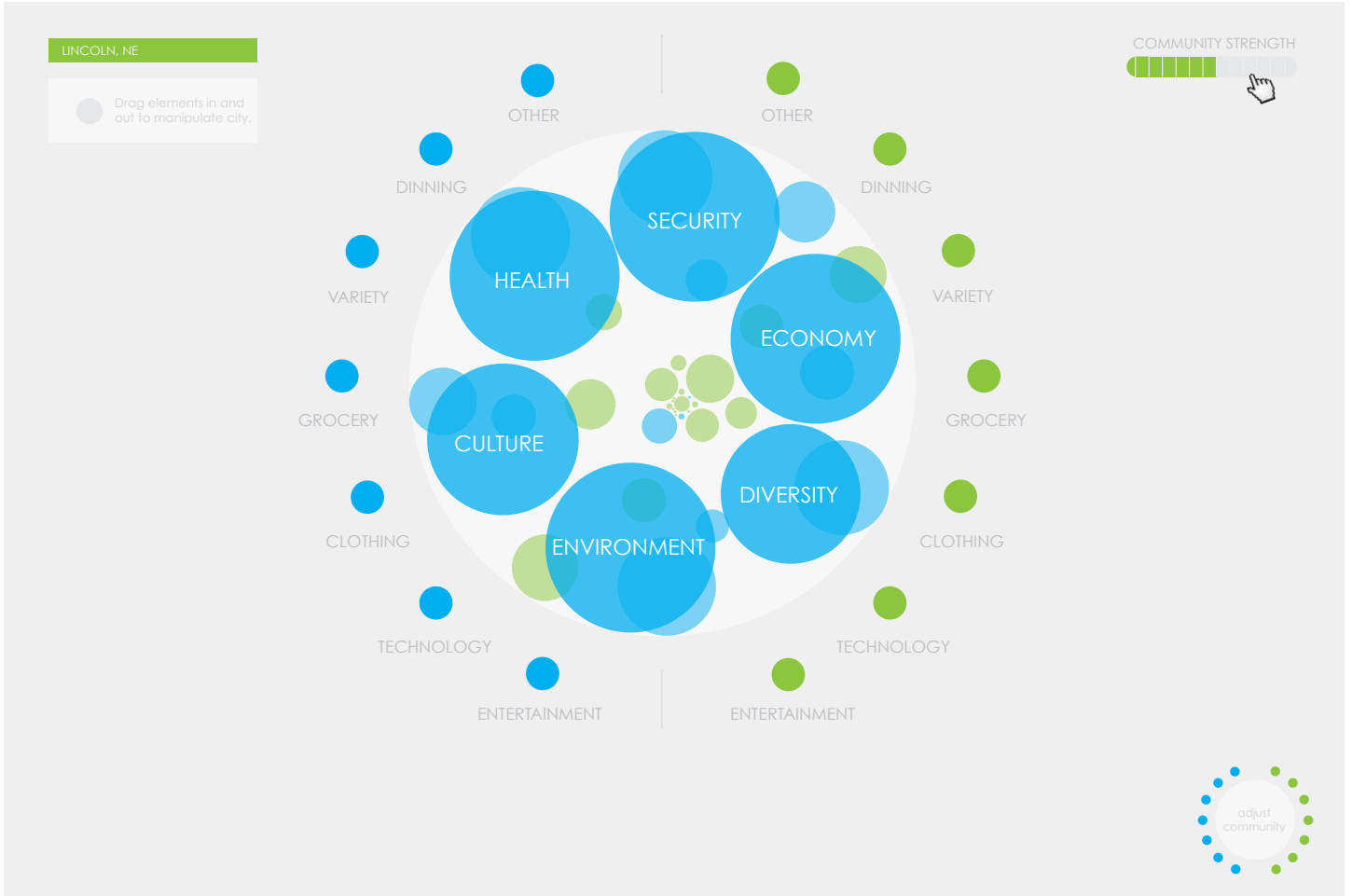
Purpose/Concept: To see the impact global and local businesses have on a community.

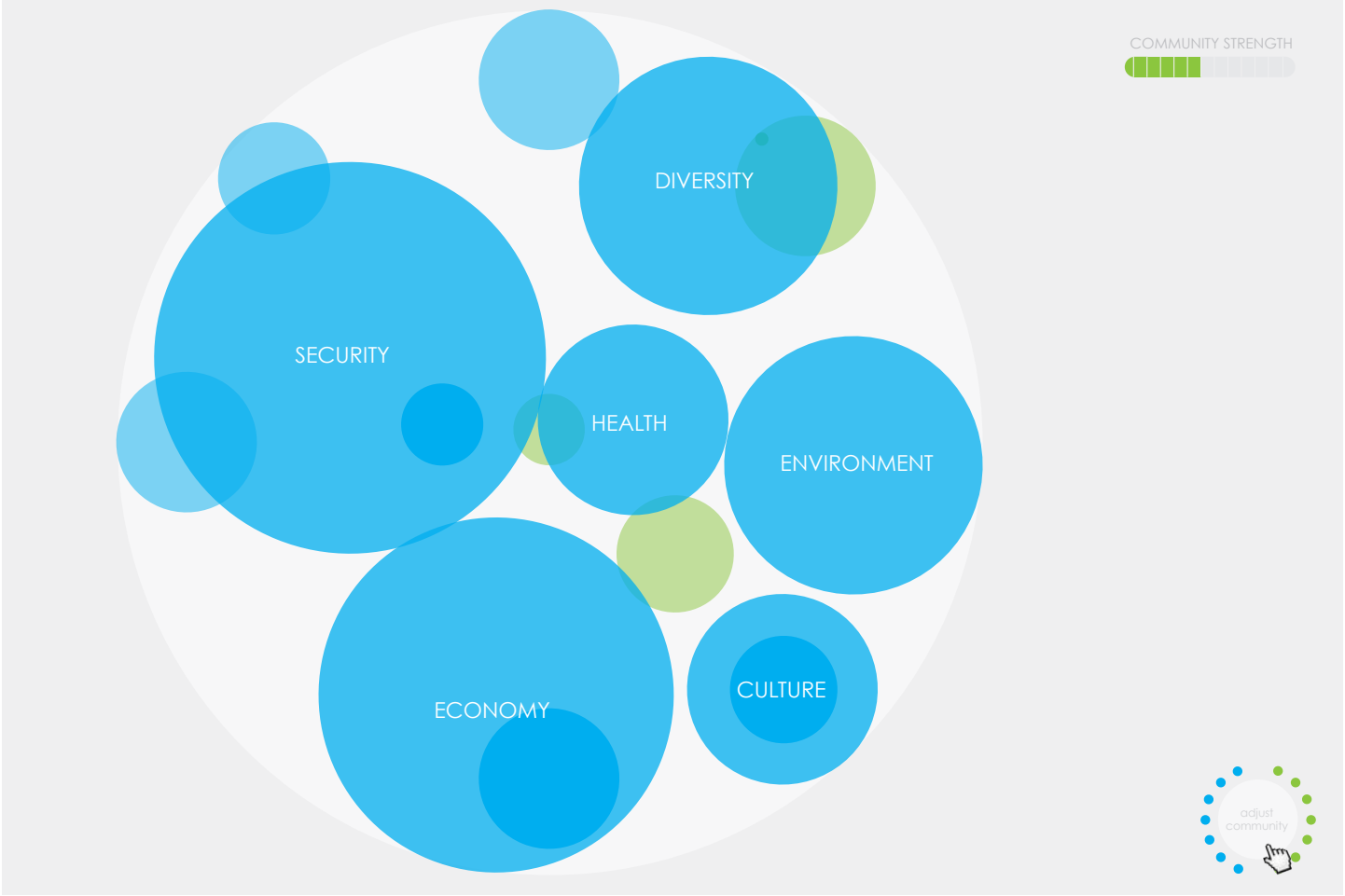
Strategy: The user can either search or create their own city based on population and area size. The user can either drag a global or local business and will automatically be placed in the community based on urban planning. The user can also drag in various businesses such as: dining, entertainment, grocery, technology, clothing, etc. Once they are finished their community strength will be determined based on the businesses add. 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



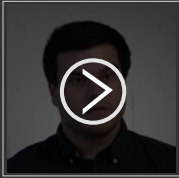
GRAPHIC DESIGN



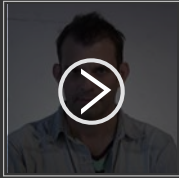
IMPORTANT DATES

- 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

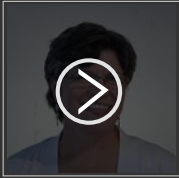
PREVIOUS WINNERS




PRINTMAKING
PAUL GRAND




PHOTOGRAPHY
JOSH BOHLS



CERAMICS
MARGARATTE HANS



OVERALL WINNER
SAM MILLER



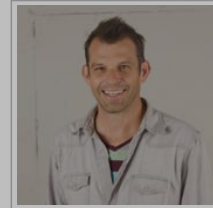
THE JURY



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

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[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

