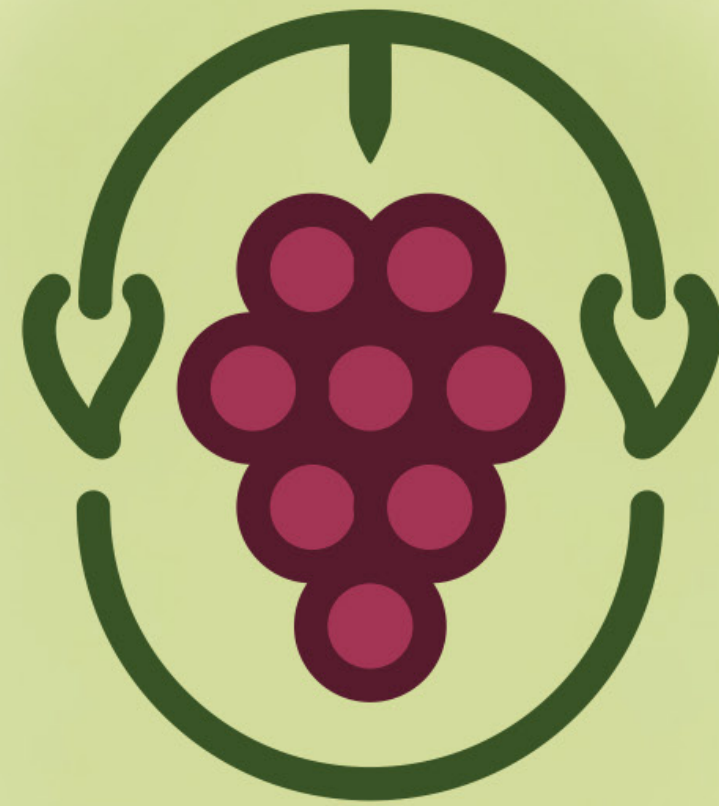




# **Alexis Bravo Mota**

## **Portfolio**

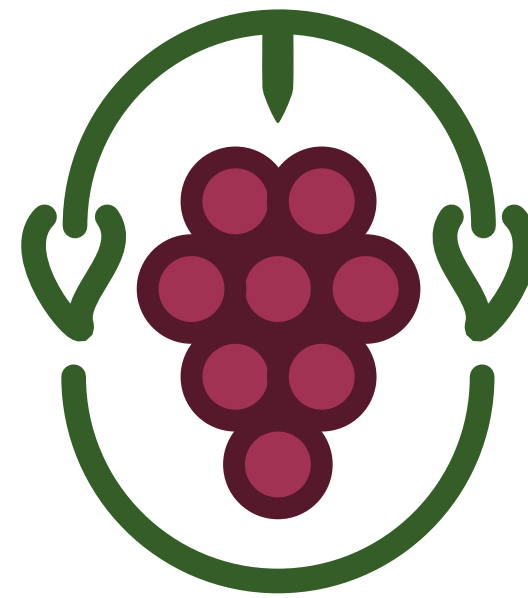




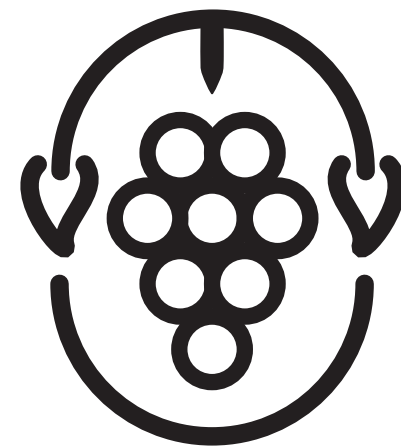
**Vineyard  
Feast**  
Hotel







**Vineyard  
Feast**  
Hotel



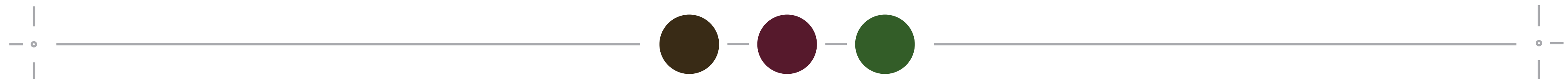
**Vineyard  
Feast**  
Hotel

# Vineyard Feast

## *Boutique Hotel*

**Problem:** Given location, theme and target audience create the look and feel as well as the logo of a boutique hotel.

**Solution:** I primarily looked at my theme and audience for inspiration. The theme was “The Outdoors” and the audience was “food and wine connoisseur.” I landed with representing the hotel with vineyards which provides the feel of the outdoors and connects to wine.







**I**n this book our author James Stephens brings the reader to a world full of magic, enchantment, and folklore. Explore the great history of Irish mythology, as you delve into the stories of mischievous Leprechauns, brave heroes, wicked witches, and fast-flying fairies. Prepare yourself for these magical encounters with all these mythical beings as you discover the power of love, friendship, and courage in this ten short story collection of Irish fairy tales.



James Stephens was born in Dublin in 1880, into a working-class family. Growing up Stephen had a tough childhood due to poverty and his dad's alcoholism, but even with this he still found a passion for literature and started writing when he was just a kid. He bounced around odd jobs before becoming a successful writer. He joined the Irish National Library in 1901 and spent a few years cataloging books while perfecting his writing. He was part of the Irish literary movement called the "Irish Renaissance" or "Celtic Revival".



PARTICULAR  
BOOKS



IRISH FAIRY TALES



James Stephens



IRISH FAIRY TALES



James Stephens



# IRISH FAIRY TALES



James Stephens  
Illustrated by Arthur Rackham



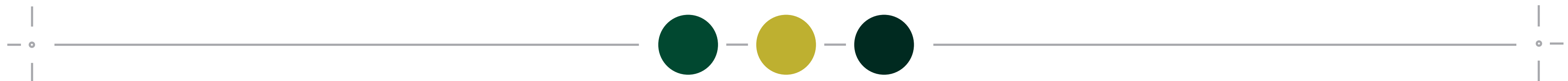


# Irish Fairy Tales

## *Book Cover*

**Problem:** Choose an existing book in the public domain and redesign the book cover and the book interior giving it a modernized look.

**Solution:** When exploring currently available fantasy books I noticed that many strongly favored a simpler flatter feel. I decided to attempt this by using contrasting colors to create visual interest. Since the book was on Irish Fairy tales I used gold and greens to provide that feel.





In this book our author James Stephens brings the reader to a world full of magic, enchantment, and folklore. Explore the great history of Irish mythology, as you delve into the stories of mischievous Leprechauns, brave heroes, wicked witches, and fast-flying fairies. Prepare yourself for these magical encounters with all these mythical beings as you discover the power of love, friendship, and courage in this ten short story collection of Irish fairy tales.



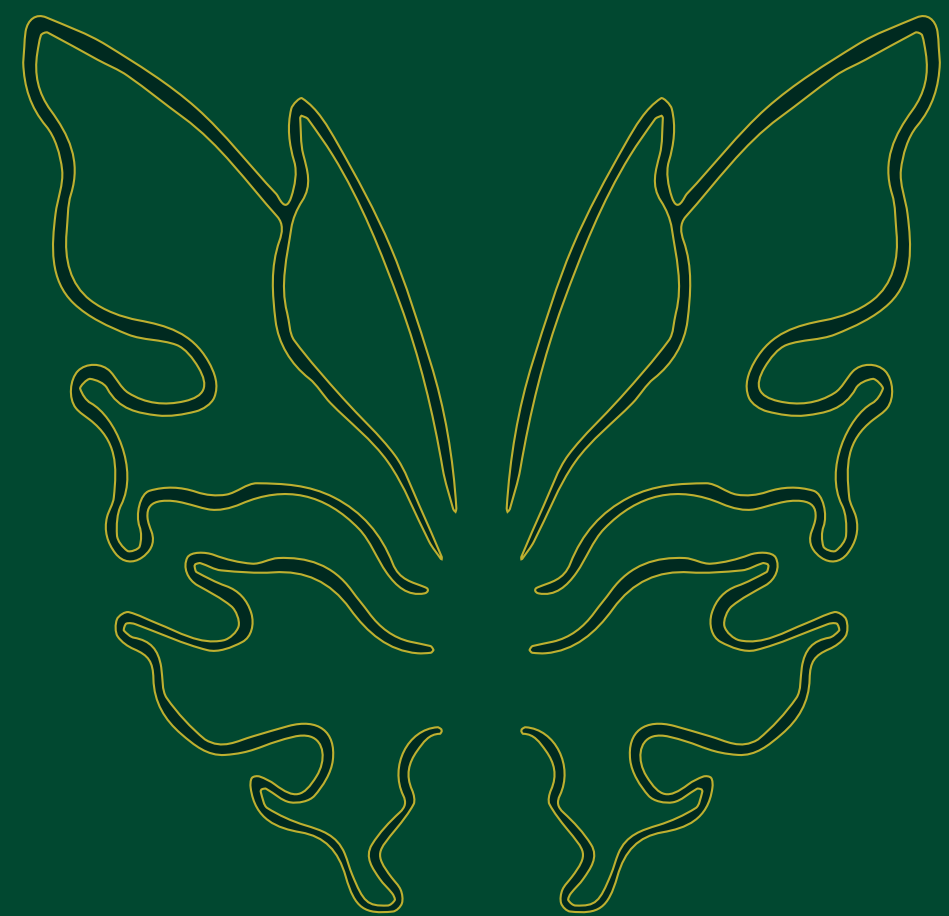
James Stephens was born in Dublin in 1880, into a working-class family. Growing up Stephen had a tough childhood due to poverty and his dad's alcoholism, but even with this he still found a passion for literature and started writing when he was just a kid. He bounced around odd jobs before becoming a successful writer. He joined the Irish National Library in 1901 and spent a few years cataloging books while perfecting his writing. He was part of the Irish literary movement called the "Irish Renaissance" or "Celtic Revival".



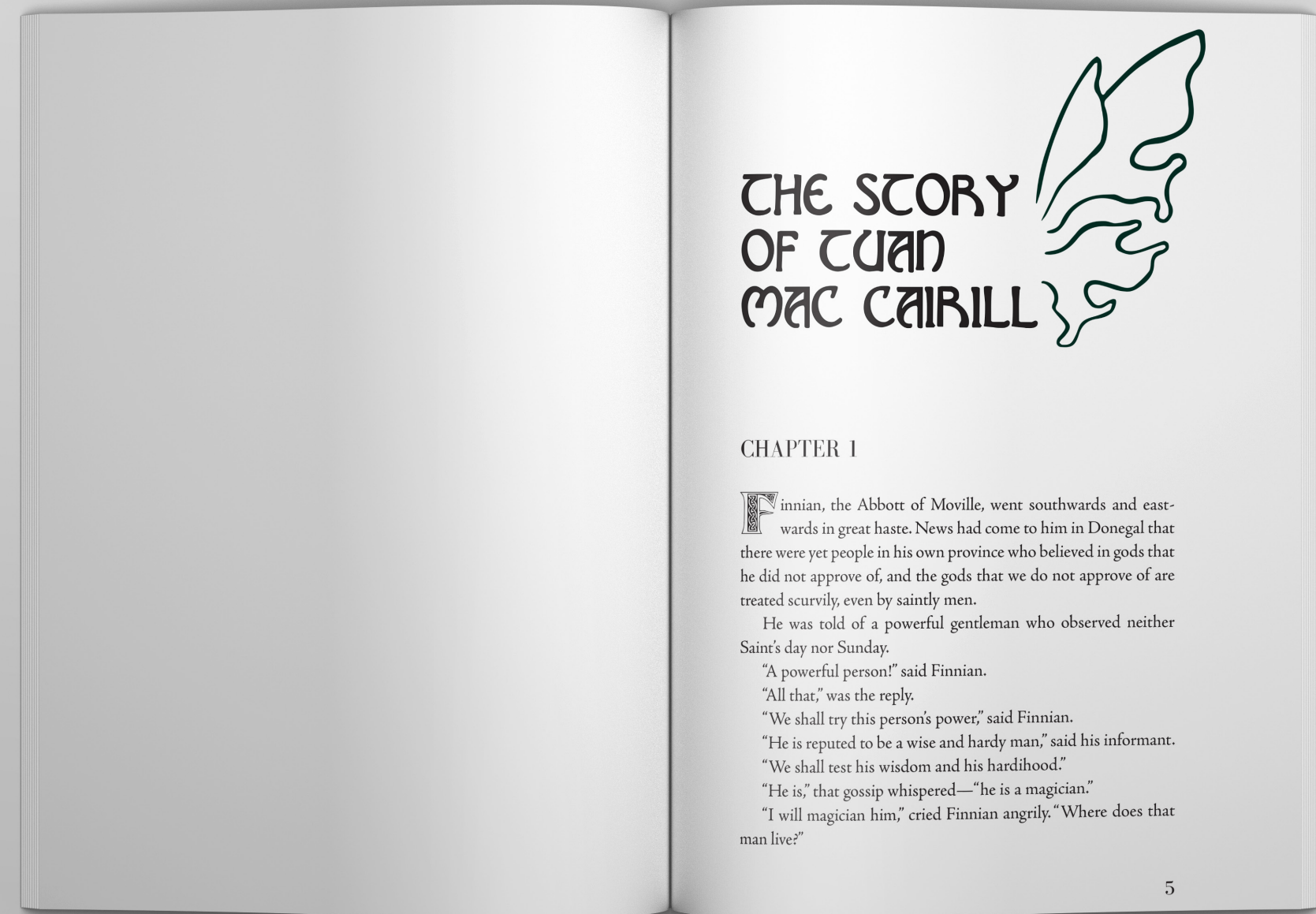
IRISH FAIRY TALES ∞ James Stephens



# IRISH FAIRY TALES



∞ James Stephens ∞  
Illustrated by Arthur Rackham



## THE STORY OF TUAN MAC CAIRILL



### CHAPTER 1

Finnian, the Abbott of Moville, went southwards and eastwards in great haste. News had come to him in Donegal that there were yet people in his own province who believed in gods that he did not approve of, and the gods that we do not approve of are treated scurvily, even by saintly men.

He was told of a powerful gentleman who observed neither Saint's day nor Sunday.

"A powerful person!" said Finnian.

"All that," was the reply.

"We shall try this person's power," said Finnian.

"He is reputed to be a wise and hardy man," said his informant.

"We shall test his wisdom and his hardihood."

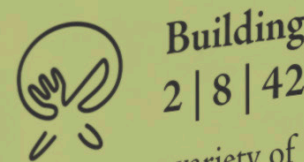
"He is," that gossip whispered—"he is a magician."

"I will magician him," cried Finnian angrily, "Where does that man live?"



# CAMPUS COMPASS

## Campus Food



Building  
2 | 8 | 42

experience a variety of  
delicious dining options  
with three on campus  
locations

## Public Safety



Building 2  
Room 173

dedicated to ensuring a  
safe and secure campus  
environment for all  
students, faculty, and staff

## Bookstore



Building 2  
1st Floor

convenient purchasing  
place for textbooks,  
school supplies, and other  
educational resources

## Bathrooms



Building 2

all gender bathrooms  
available in some  
buildings.

## First Aid



Building 2  
Room 173

need medical assistance?  
Visit our First Aid Office  
for care and support

## Library



Building 2  
2nd Floor

resources for students,  
providing access to books  
and journals to support  
their academic pursuits.

## Counseling



Building 2  
Room 230

offering guidance in  
navigating both personal  
and academic challenges  
on campus

## Accessibility



Building 2  
Room 174

find the necessary  
accommodations for your  
campus experience

## Info Desk



Building 2  
1st Floor

providing answers to  
inquiries and directing  
individuals to the  
resources they need.



For more information  
visit our Navigate app





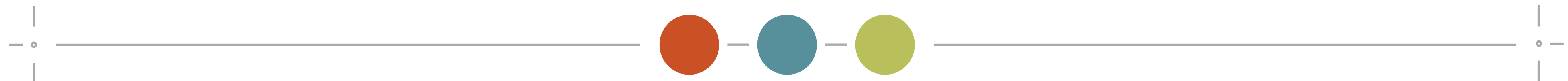
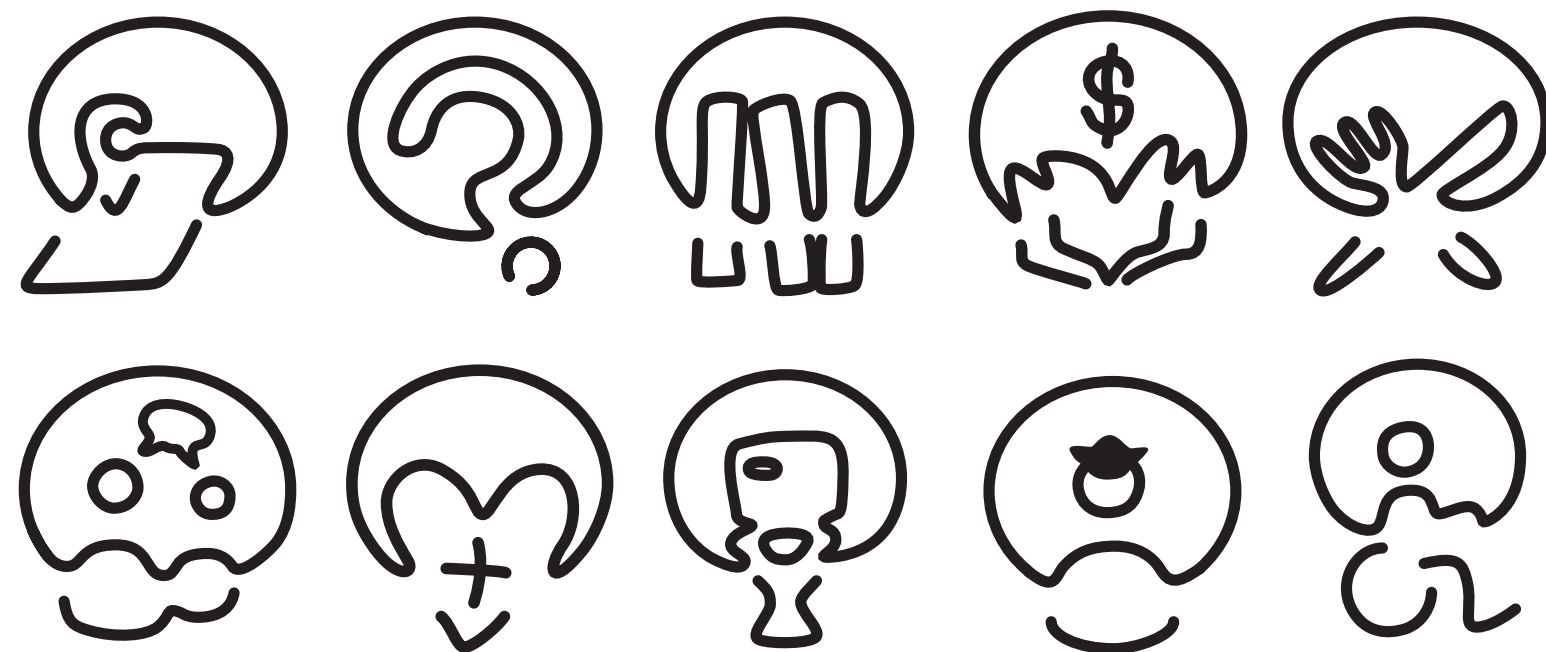


# Chemeketa

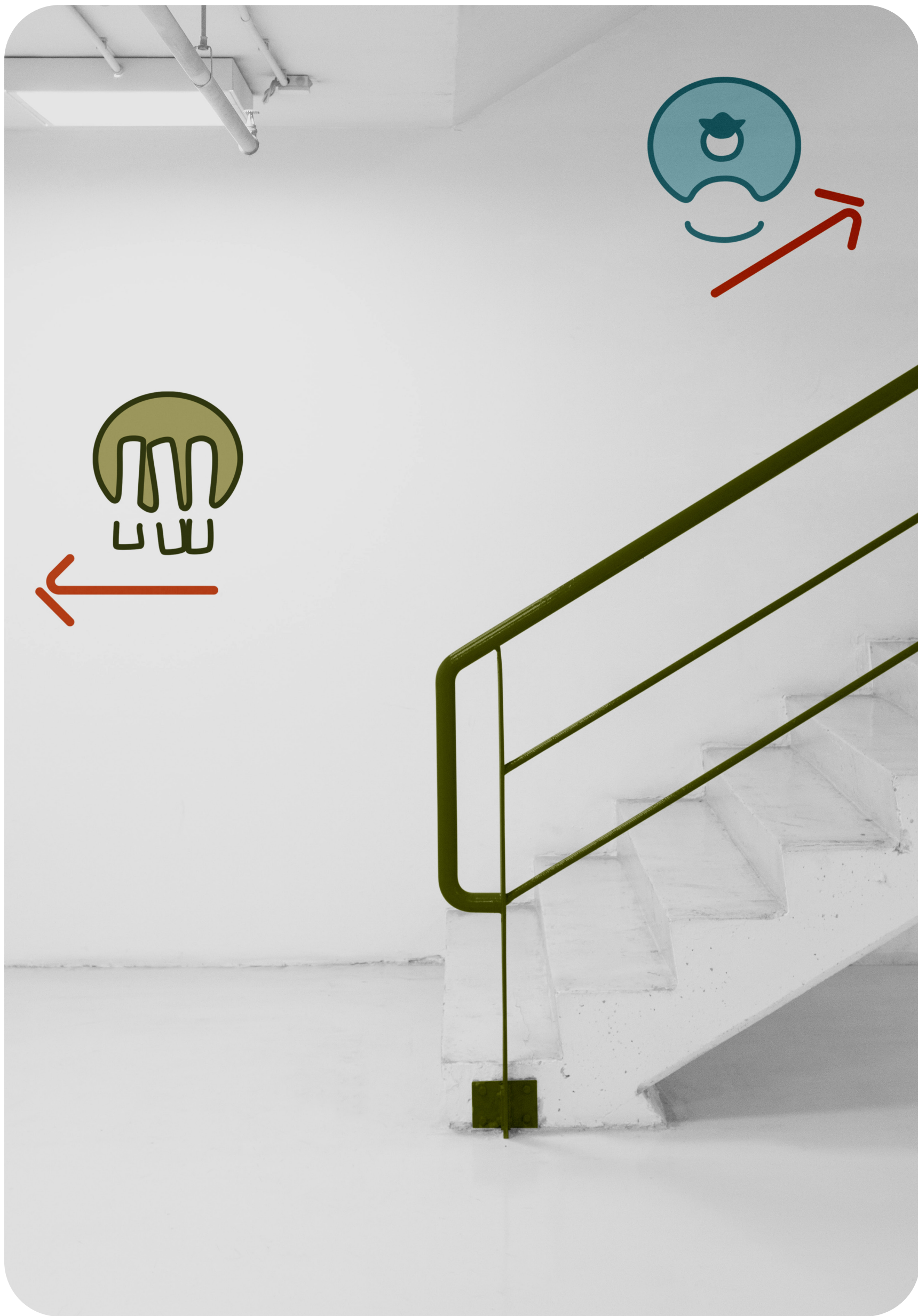
## *Wayfinding Project*

**Problem:** Using Chemeketa's already existing branding create a wayfinding system for the college to use.

**Solution:** When thinking about how I wanted to represent the college I kept thinking about the environment and the feel the college had. I really wanted to showcase the homey feel the campus had so I decided to represent that with bubbly hand-drawn icons.









# Boardgames With Friends: Exploring Ticket to Play

By Alexis Bravo Mota

Tucked in a corner between the establishments around it in South Salem is a magical place where friends can join together for a night of fun. Inside we are met with a slight fog originating from the kitchen and a delicious mix of smells wafting through the air. You hear the conversations of people strategizing, some roaring in victory, others tense up waiting for what is to come. Alongside one wall there are shelves filled with different kinds of games—too many to choose from. What is this magical place you may ask? Ticket to Play! This place combines the great fun of board games with people and very tasty food. After hearing about this treasure, I was eager to visit this place and figure out its wonders.

## The Lay of the Land

Not one to jump into activities blind, I checked out their website before going to the cafe in person. We are reminded about the wonderful collection of games with the amazing food. As we are redirected to their menu,

here we can see the options they have: sandwiches, wraps, salads, and soups. Their sandwiches have many options like Turkey, Pancini, California Chicken, Grilled Cheese, and even Vegetarian Delight. They are about \$10 give or take depending on what you choose and they come with soup, salad, or chips. Their soups change daily so you will be able to explore different flavors with each visit you make. Also, if none of the chip options call to you, and you have a sweet tooth like me, you can swap it for any of the candy bars they have. Their wraps also have varied options like Buffalo Chicken, Greek, and Veggie with similar prices and add-ons to the sandwiches. They also have other options like Flatbread Pizza for \$11 and a Quesadilla for \$10 both with chips included. If we continue back down the home page, we are greeted by their library of games. Here we can see the collection of more than 400 hundred games this place has, as each letter of the alphabet contains an overwhelming amount of titles. Some of the classics include Clue, Catan, Risk, Ticket to Ride, and some far more obscure.

## Exploring Inside

Once inside the doors, I was met with the delicious smell of cooking food and warm smiles. From the massive wall of shelves full of games, after a long

time looking at the immense selection of options, my group landed on playing Samurai.

The website also says you can reserve spaces for parties and other events. For events, Ticket to Play hosts different gatherings for the community to gather and play games with a specific theme like Marvel Champions Night or to simply just learn and explore games like Board Game Night.

Looking at their meetup website for such events and sending one of their Board Game Nights is the best way to explore different board games especially if it's hard to manage gathering up a group of people and reading instructions yourself.

Ticket to Play also lets people reserve space for parties and many people celebrate birthdays or anniversaries with a fun night of games and food. Even on a regular night, it can be helpful to contact Ticket to Play ahead of time to reserve a table for your group. This can be done days in advance on their website or if you wish to make a same-day reservation, you can do so through a phone call only. The first time that I went, it was with a smaller group. I invited two of my closest friends, mainly because I found the task of needing around a lot of different people's schedules impossible. I forgot to make a reservation until a few hours before the planned time, so I called. Thankfully, they allowed us group to squeeze in.

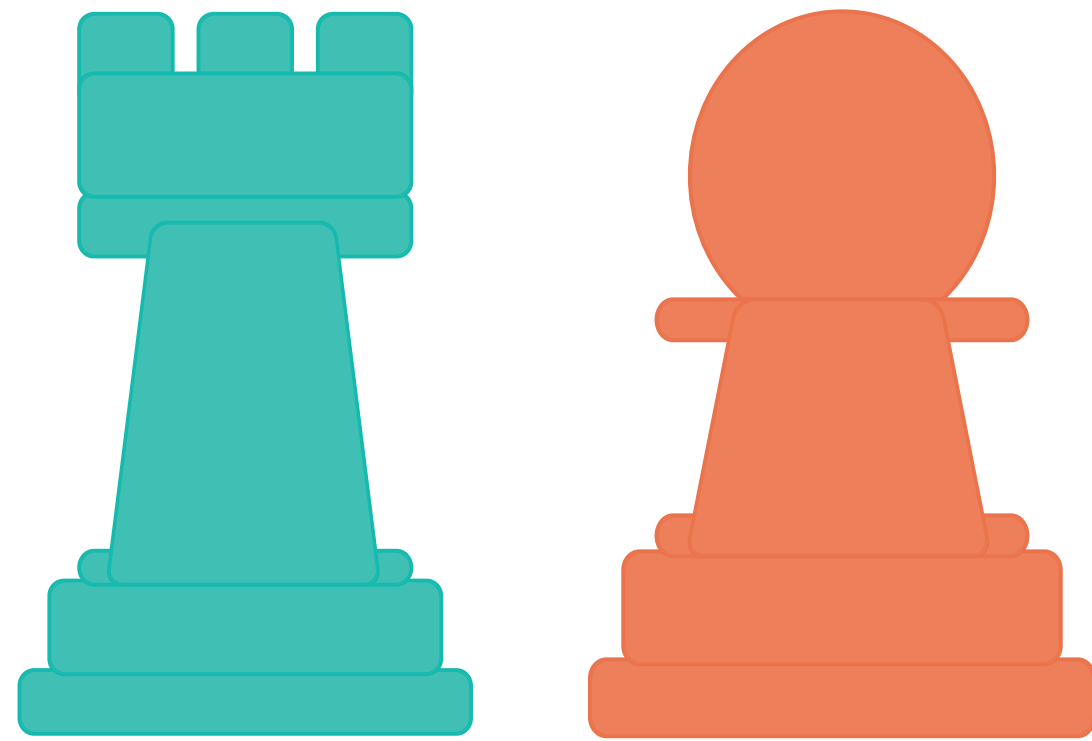
"Looking at their meetup website for such events and attending one of their Board Game Nights is the best way to explore different board games especially if it's hard to manage gathering up a group of people and reading instructions yourself"

My friend immediately pulled out the instruction manual and started to decode it. I, distracted by the smell of the kitchen, decided to place an order. Out of the amazing selection of food, it was hard to decide so we went with a classic choice: pizza. I, of course, ended up choosing a chocolate bar over the chips. (I may have a bit of a sugar addiction.)

My friend attempted to explain the rules, but it was hard for me to concentrate while anticipating the food. Besides,

Continued...



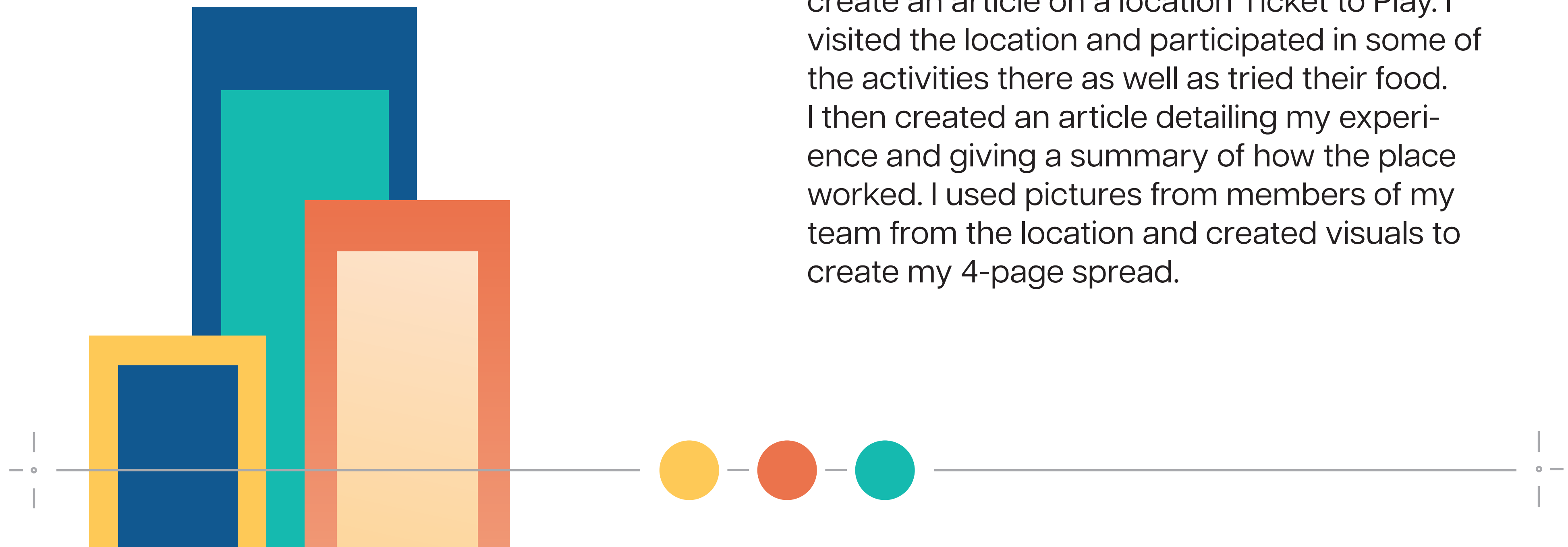


# Ticket to Play

## *Magazine Spread*

**Problem:** Working in a small group we were tasked to create content for a magazine. I decided to provide a 4 page spread.

**Solution:** For my 4-page spread I decided to create an article on a location Ticket to Play. I visited the location and participated in some of the activities there as well as tried their food. I then created an article detailing my experience and giving a summary of how the place worked. I used pictures from members of my team from the location and created visuals to create my 4-page spread.





# Boardgames With Friends: Exploring Ticket to Play

By: Alexis Bravo Mota

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Land activities blind, I checked out a cafe in person. All sorts of

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They have different gatherings for the community to play games with a specific theme like Chess Champions Night or to simply just learn and explore the Board Game Night. Ticket to Play is their meetup website for such events and looking at their Board Game Nights is the best way to explore different board games especially if it's hard to manage gathering up a group of people and reading instructions yourself."

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My friend attempted to explain the rules, but it was hard for me to concentrate while anticipating the food. Besides,

Photo Credits: Caleb Doggett



it's not like it's really that important to understand the rules in board games, you mostly just win out of luck, right? A few rounds into the game, I quickly learned the consequences of this belief. As I proceeded to make plays that were counterintuitive to the objective of the game, unsurprisingly I lost. My food had arrived, though, so I was content. The pizza was fantastic and I totally would recommend it. We then decided to have a bit of a game switch before spending all our time in one game. Fortunately, we had plenty of options. We wanted to play a game where we didn't need to cover the rules again, so we played Ticket to Ride. I knew the rules of this game well, but that, however, did not seem to matter as my friends proved to be far more experienced, leaving me in last place for every single round. Even if I did not receive any victories, I greatly enjoyed my time at the cafe. I told myself I would definitely return, which I did two weeks later. On that visit, my time was consumed entirely by the elusive game of Uno; that game can be eternal I swear.

## Overall

I think Ticket to Play is an amazing place. The atmosphere is great as you have multiple people interacting in their own bubbles, just enjoying their time together. I found the food to be great so far and look forward to trying other dishes. They have an amazing policy where all the food is just placed on your tab and you can order whatever you want as long as you're there, grabbing drinks, chips, or candy in addition to what you can order, and simply pay go as it just makes things feel smoother. Even with the enormous selection of games to choose from, the entry fee is only \$5 per person and \$2.50 for children under 12. With that entry ticket, you have access to their entire selection of games. This makes Ticket to Play an amazing location to test games you may want to buy later. If you are curious if a game will be fit for your friend group or just want to explore and find a new thing to do with friends and family, you can easily make a reservation and explore. ☺

SPRING | Page 3



Ticket to Ride is a classic game. For my group of friends we were nearing the end of our session and we wanted to play one more game before we left, this was an easy pick since everyone knew the game. If you or your group is new to board games this is a great game to start out with because of its simple rules.



Uno is a game everyone will know how to play. It's easy to pick up and get into more card games. Uno is always a fun game. I would be happy to play it with you.







# Rabbit Scratch Records



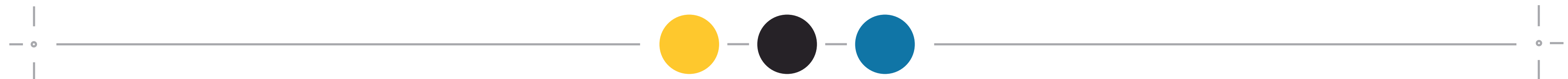


# Branding

## *Rabbit Scratch Records*

**Problem:** Creating our own company create a logo and a brand guide for that company

**Solution:** Create a Brand Guide for a company of my own creations. Create a logo and additional visual elements to enhance the brand guide. The Brand Guide must showcase the company's tone, feel and visual aesthetic.








# Rabbit Scratch Records

Brand Guide

Type

Here at Rabbit Scratch it is important to amplify all the voices that we can. To do so we must find a balance of fun and elegance.

That's why we use Gelica as our typeface, providing us with an expressive feel while maintaining that elegance.

Gelica - Light  
Abcdefghijklmnopqrstuvwxyz  
0123456789 | !?&%()

Gelica - Regular  
Abcdefghijklmnopqrstuvwxyz  
0123456789 | !?&%()

Gelica - Bold  
Abcdefghijklmnopqrstuvwxyz  
0123456789 | !?&%()


Use

Header / Bold / 16pt  
Space Before and After: 0.125 in

Body / Reg / 11pt / Leading 16pt  
Space Before and After: 0.125 in


### Ovidus es Rent Totatud

Ex errum sequatem re, sitat dignisquodis volum si cusam et aspernatin consecuptust di nestium quiatent enit quae porpores molorepra dere necatis simus doluptatis de explita ventiatem esequis dit modit ut occullaborro dolupta tiosam, con repudiandisMullerem unteris endac mentemquius certia maximuro videt vivis cae estrude dienatus ad spio conduc ta-tique ta pessolut per que perfir ad me vestris publiuliu vide con Itatim quam pon ducerei pro, P. De tatret, prortienicae idestris nostra morituus caelius senem teribus sestitatum vitriveres esul horit. Erortiumin sin tem rem ocum haetrensit vius anu cere rehebatque cDo, potidena, cut notides cerfica terridius alin videatum sultum simus aut vasdac reorudemus, num perfec remquam publui consu vis, nes? O te audem publiu actum Patrum auc terdiur, cam et idio videri.


Purpose

Welcome to the brand guide for Rabbit Scratch Reccords a record label that is dedicated to showcasing all the diverse musical talents that the world has to offer. With our mission being the celebration of creativity and originality, we try to provide a platform for artists from all backgrounds to express themselves through their music.

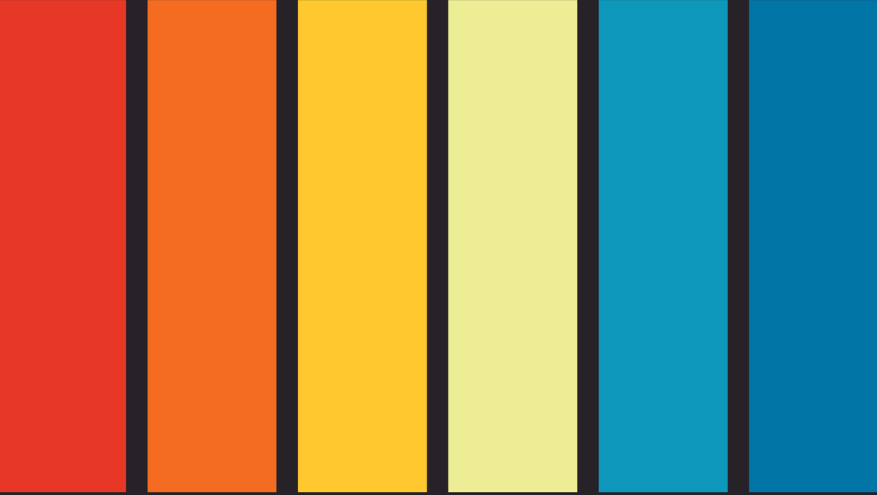
In this brand guide you can find an overview of our core values, visual identity guidelines, and strategies for maintaining consistent branding across all platforms. Whether you are an artist looking to collaborate or just a fan eager to explore new music, this guide serves as your go-to resource for understanding the essence of Rabbit Scratch Reccords.

Vision

Here at Rabbit Scratch Reccords we believe that music has the ability to surpass all boundaries and allow us to connect to people on a universal level. We believe that every voice deserves to be heard and we value individual creativity. So our goal is to create a diverse and varied catalog of artists who bring unique sounds, charming melodies and thought provoking lyrics into our world. By embracing diversity and maintaining a strong sense of integrity we look to be at the core of shaping the future of the music industry.

Character

Our brand identity portrays elegance with a touch of playfulness, creating both a professional look while allowing room for creativity. We wish to create an environment where our artists feel supported and inspired. Through this combination of sophisticated designs and diversity we look to amaze the ears of those who encounter our Rabbit Scratch brand.



When providing the look for Rabbit Scratch we wanted to allow ourselves to express the various colors and talents of our artist so our color pallet provides us with our own rainbow of colors for just that purpose.





EO/AA/ADA/Title IX Institution


**Chemeketa Reads & Chemeketa Writes Presents:**

***A Day with Emme Lund***  
***Author of The Boy With The Bird in His Chest***

**February 27th, 2024**

**Reading, Book Signing & Q&A**  
10:30am-12:00pm | 8/201  
Free

**Writing Workshop**  
Writing the Magical, Writing the Real: On Making Magical Writing Believable  
5:30pm-8:30pm | The Gretchen Schuette Art Gallery  
\$50 General Public | \$25 Students (includes a light dinner)

 Buy Now

Chemeketa Community College

CHEMEKETA WRITES  
A CREATIVE WRITING SERIES



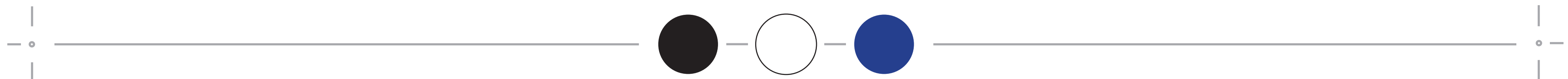


# Posters

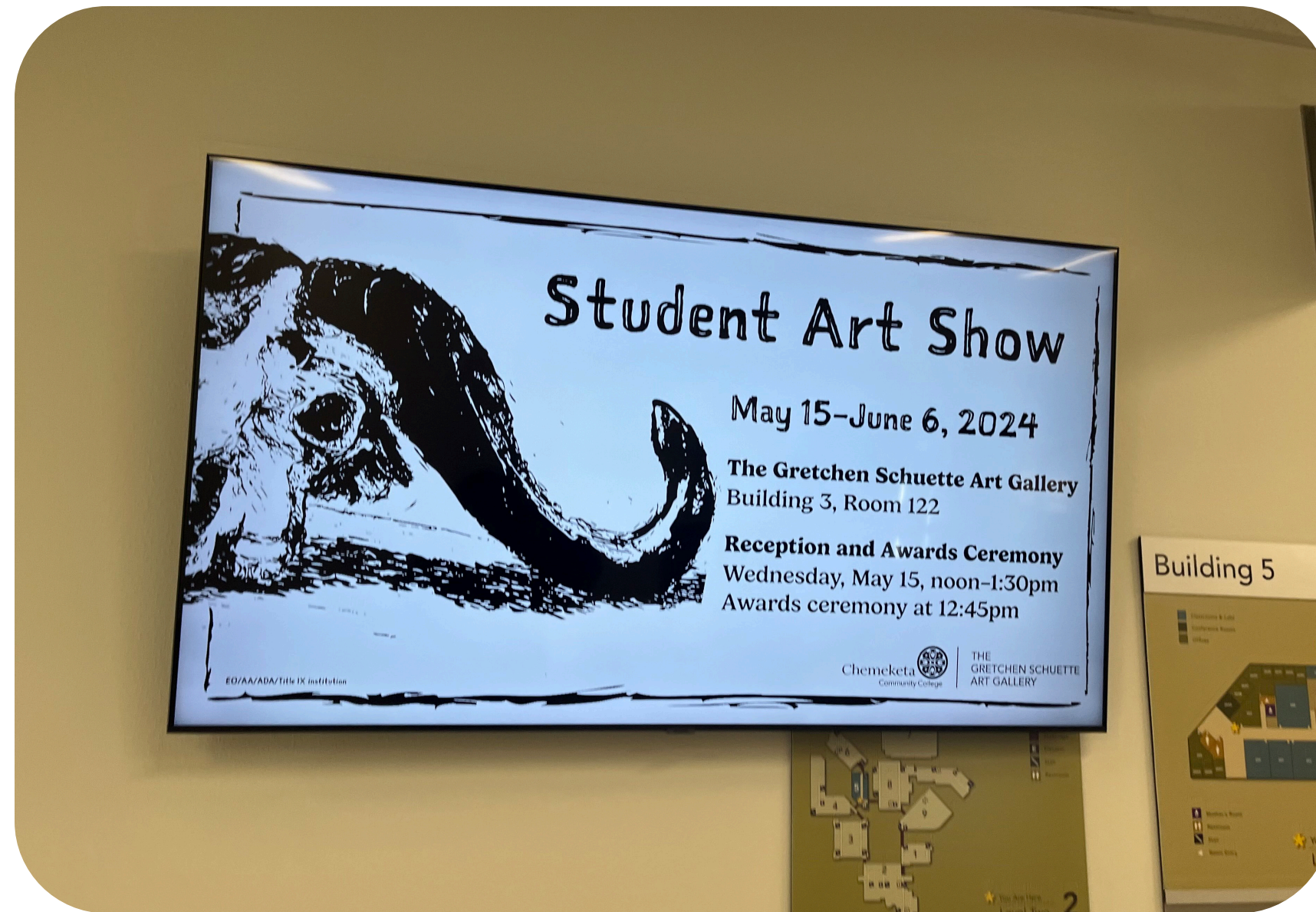
## *A Day With Emme Lund / Student Art Show*

**Problem:** In my Design Studio class I had the wonderful opportunity to work with multiple real clients to create solutions for their creative needs. These two pieces were posters for some of those clients.

**Solution:** For “A Day With Emme Lund” I attempted to bring forth the color and imagery to give the feel of the book being discussed in the event. For my Art Show Poster, I decided to not use color and let my graphic be the main striking focus and use it as a tool to showcase student work.













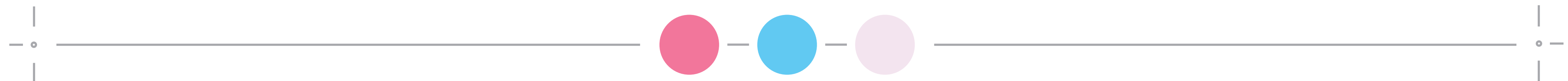


## Logo

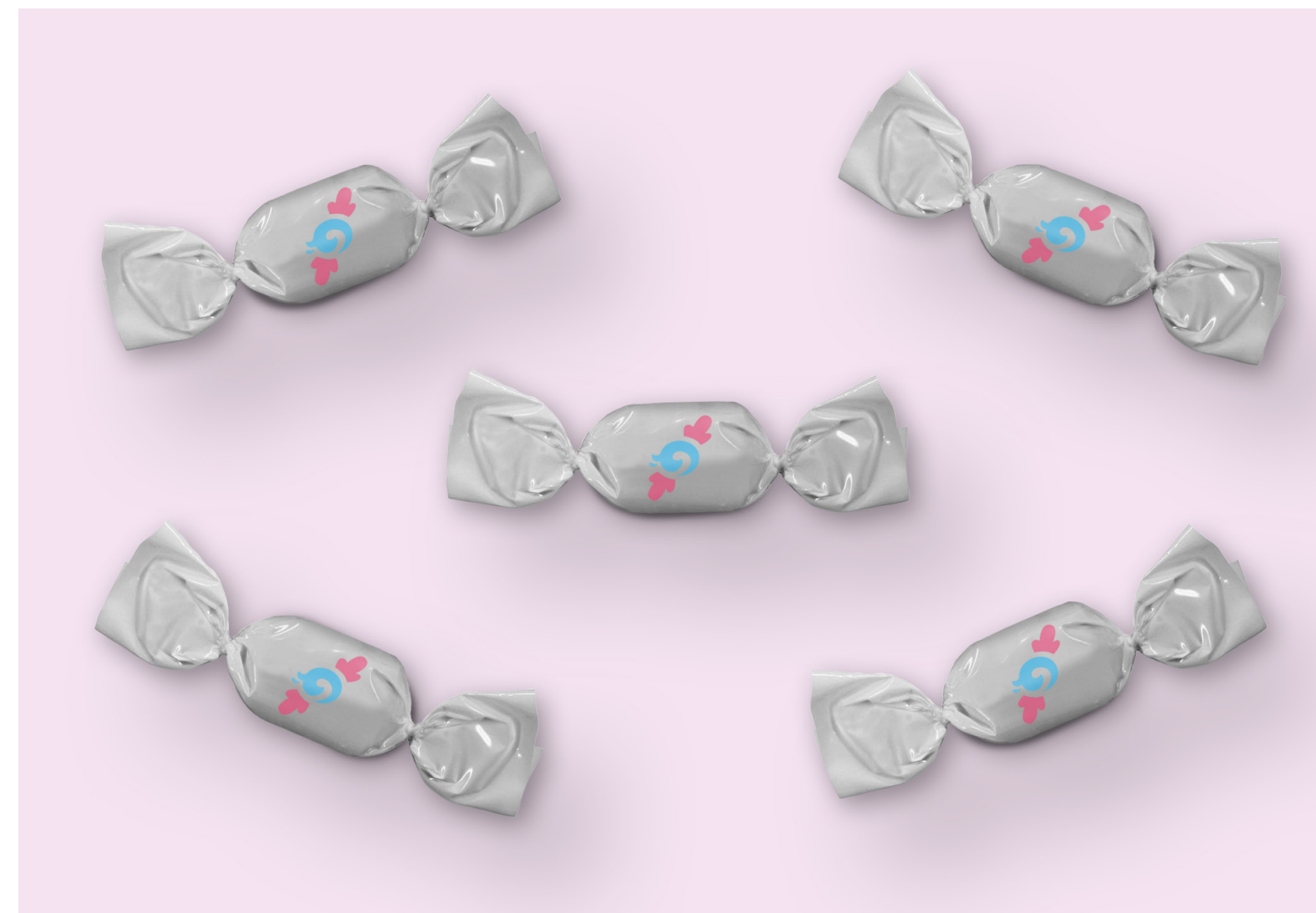
### *Sweet Waves*

**Problem:** From a list of food trucks I was to select one and create a logo and a brand for it.

**Solution:** I chose sweet waves as the visuals of candy and water mixing really interested me. When thinking about the logo I kept looking back at the main product of the food truck, taffy, and remembered how some taffy would be decorated with swirls in the center, from that idea I created a visual representation.



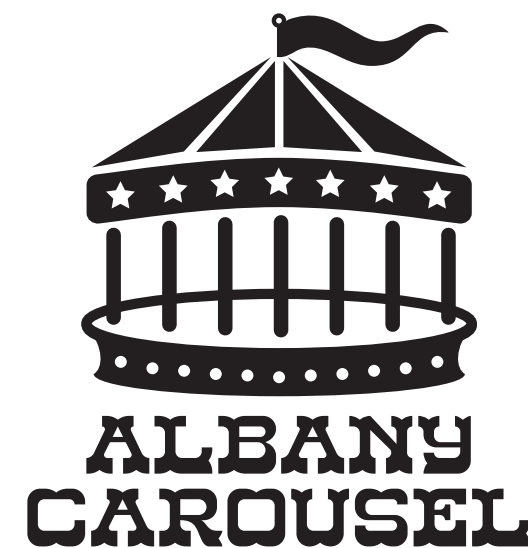










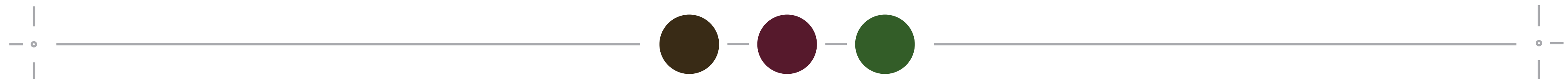


# Branding

## *Albany Carousel*

**Problem:** Update Albany Carousel's current brand. Discuss with the client what aspects of the

**Solution:** When Speaking with the client one of the complaints about their old logo was the color. The client described how the pastels in their current logo did not match the vibrant feel the carousel had. When rebranding I decided to take on a carnival feel to really bring out that vibrantness that the client wanted.











# Thank You!

[novadesigns.org](http://novadesigns.org)