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**BFA ADMISSIONS PORTFOLIO**

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**1ST BFA PROGRAM CHOICE // GRAPHIC DESIGN**

**2ND BFA PROGRAM CHOICE // VPED**

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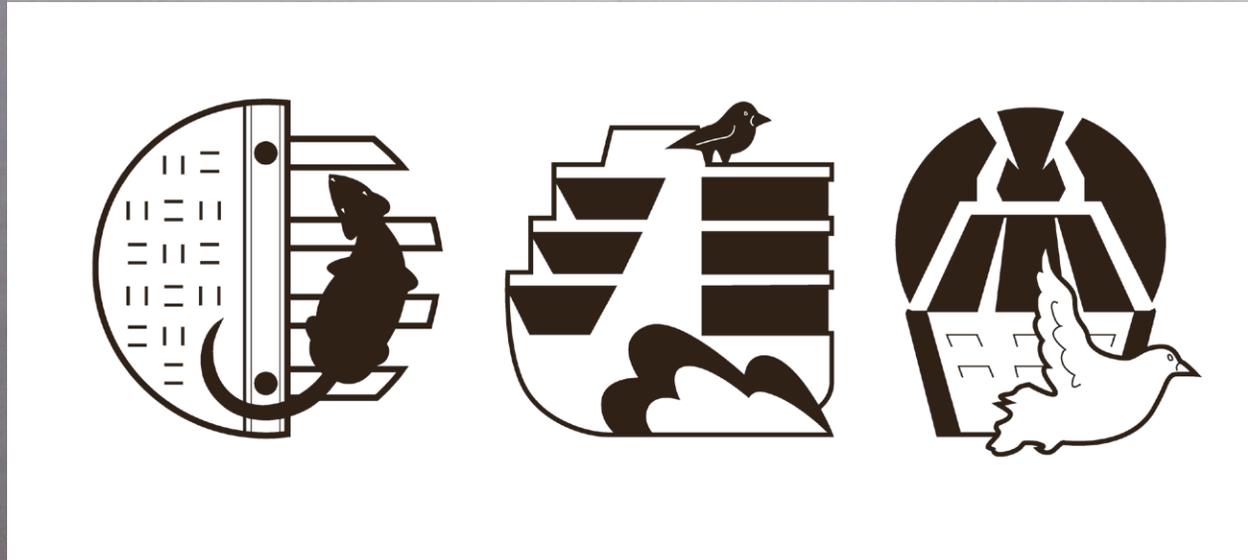
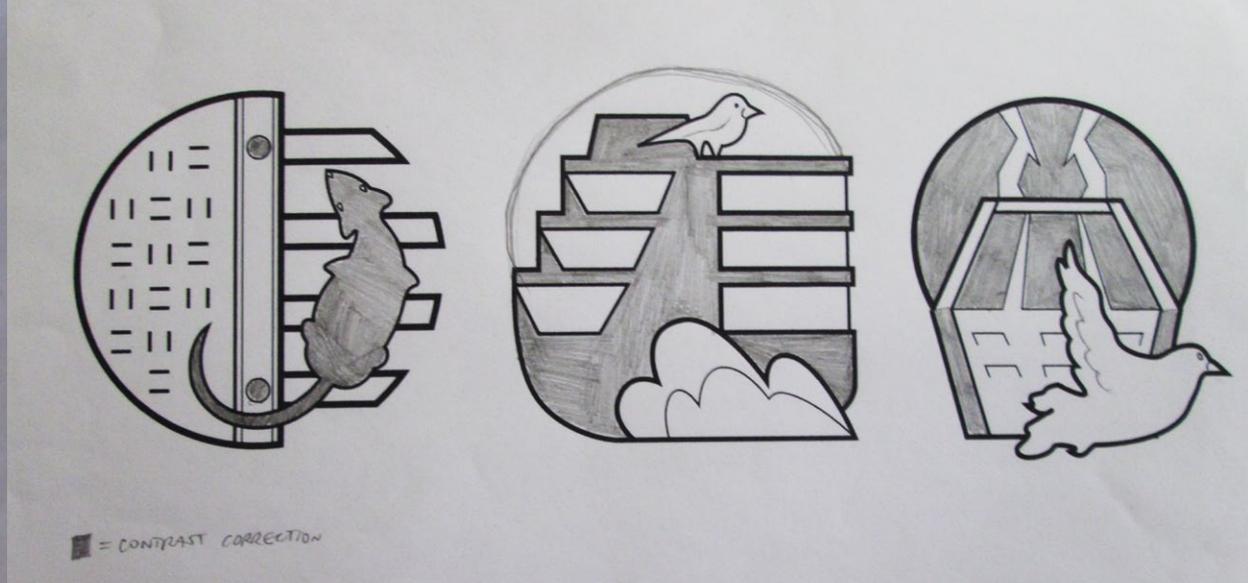
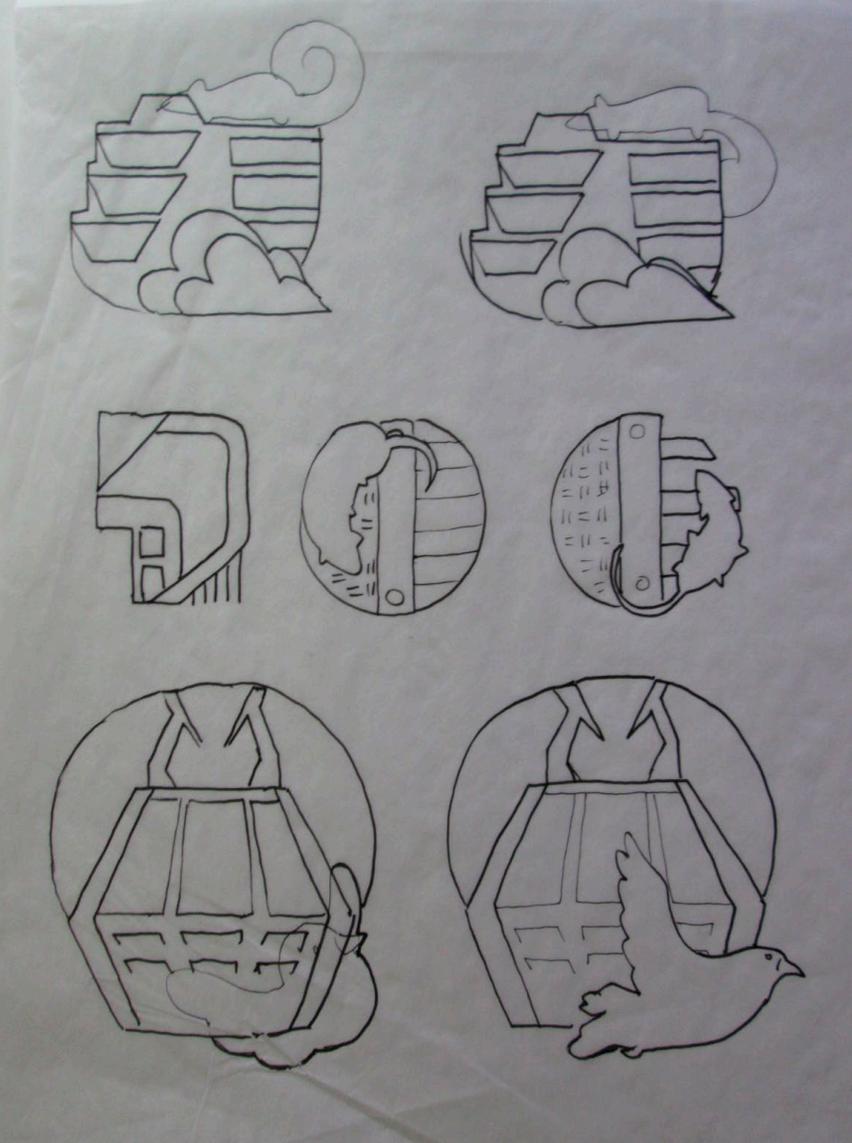
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**ASSIGNMENT // NYC ANIMAL WILDLIFE**

**COURSE // CD 232: VISUAL LANGUAGE**

**INSTRUCTOR // SONDRRA GRAFF**



## DRAFT VERSIONS OF SYMBOL SET

In total, there were around 16-24, 11x17" pages in sketches and revisions for all three symbols.

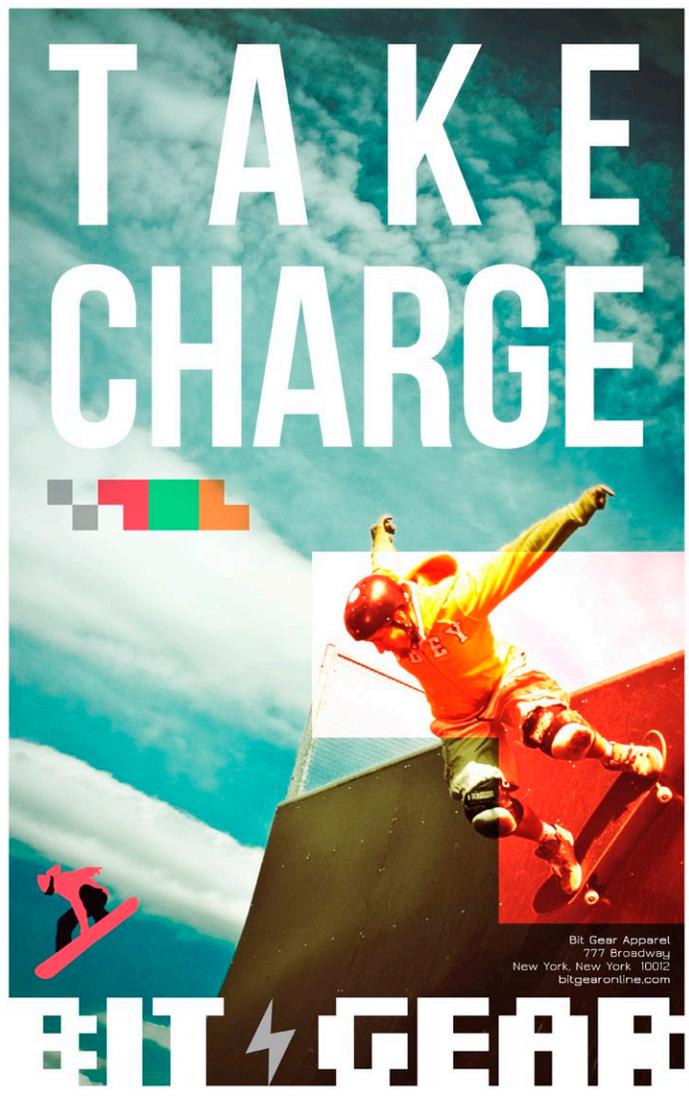
## FINAL VERSION OF SYMBOL SET

Includes street manhole symbol with rat (left), Staten Island ferry symbol with seagull (center) and Roosevelt Island tram symbol with pigeon (right).

**ASSIGNMENT // BIT GEAR**

**COURSE // CD 217: CAPSTONE DESIGN STUDIO**  
**INSTRUCTOR // ROCCO PISCATELLO**

**TEAM MEMBERS // JOSEPH CAMERON**  
**JOELLE DAKANAY**  
**TYSHAWN HALL**



## BIT GEAR ADVERTISEMENT

Contains logo and graphics, which is the visual identity of the brand. Bit Gear is an apparel line, which specializes in outdoor clothing.

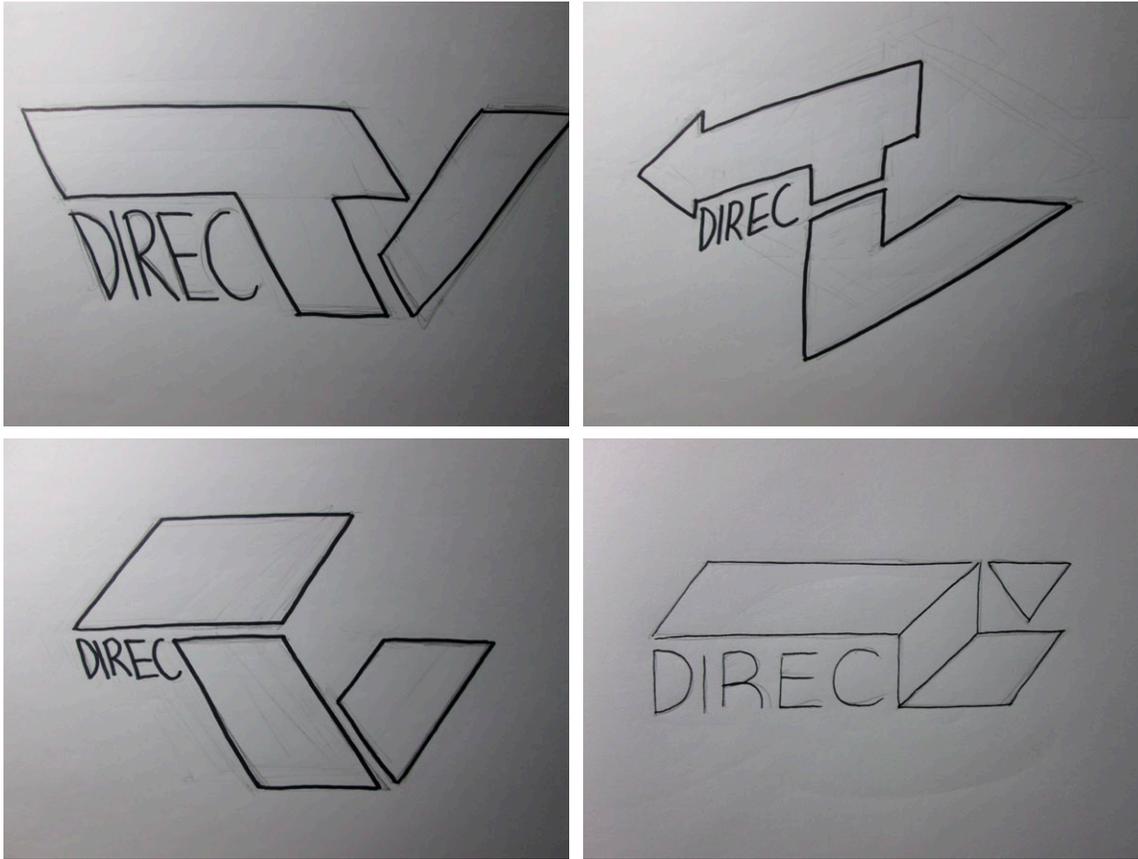
## AD PLACEMENT ELEVATIONS

Target audience for advertisement is public/pedestrian and is used on a street corner in Times Square, and a bus stop on Madison Ave.

**ASSIGNMENT // REBRAND AN IDENTITY: DIRECTV**

**COURSE // GD 202: DESIGNING IDENTITIES**

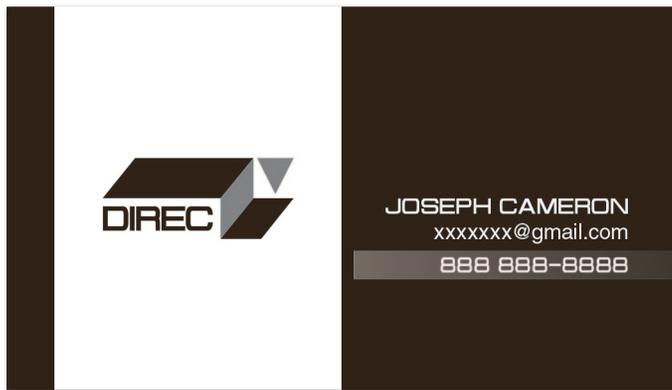
**INSTRUCTOR // SONDRAGRAFF**



## ROUGH DRAFTS FOR REBRANDED LOGO (DIRECTV)

Uncounted sketches (over 50 or more) were drafted until a significant direction came about, as seen above.

## FINAL LOGO FOR REBRAND OF DIRECTV



## APPLIED APPLICATIONS

The new logo helped create a minimal, clean approach to the brand, where it's best features (slick, futuristic, convenient) are reinforced without visual clutter.

The focus is now on the technology and the various platforms where DirecTV is compatibly mobile.

APPLICATIONS // Business card, satellite dish, tablet and mobile display of online landing page.

**ASSIGNMENT // BRANDING A CITY: BE BRUSSELS  
(LOGO & CAMPAIGN)**

**COURSE // CD 217: CAPSTONE DESIGN STUDIO  
INSTRUCTOR // ROCCO PISCATELLO**

**Brussels,**

The Heart of Belgium.



**Brussels**  
BELGIUM

**Brussels**  
BELGIUM

**Brussels**  
Belgium

**Brussels**  
BE

## FINAL DRAFTS OF THE LOGO

During the revisions, the original phrase “*The Heart of Belgium*” was shortened to the abbreviation for the city’s country, Belgium:

“BE” as to mean to *be* Brussels (to be in Brussels, or be like a citizen of Brussels).



**BRUSSELS**



## APPLICATIONS: CITY ESSENCE

The final version of the logo (as a lock-up with its mark), is applied to the campaign, serving as an experience for travelers, visitors and

natives to identify with regionally. Branding is achieved through use of the catchy statement "*Be Brussels*" on available items which capture the common activities of native city dwellers. As an example, a bike bell and street pavement chalk reinforces the city's casual pedestrian, urban environment.



Aesthetics of the Benelux.

**BE**  
**BRUSSELS**

Visit [bebrussels.be](http://bebrussels.be) today, to learn more about international travel and our city.



Aesthetics of the Benelux.



[bebrussels.be](http://bebrussels.be)



## APPLICATIONS: ADVERTISEMENTS

The advertising campaign's target audience is young, trendy, and business casual. Core target audience for this campaign are New Yorkers.



The desktop website layout features a dark blue header with the 'Be Brussels' logo on the left and navigation links 'Login/Sign Up' and 'FR/NL/EN' on the right. Below the header is a large banner image of a Brussels street scene. A navigation bar with red buttons for 'Welcome', 'Services', and 'You are...' is positioned above a main content area. The main content area is divided into a left sidebar with a search bar and a 'Featured' section, and a larger right section with a cartoon illustration of a street scene. The sidebar includes a search bar, a 'Featured' section with text about an art exhibition, and a 'Previous Events' section listing 'Rin Tin Signing at the Comic Book Museum' and 'Town Hall Drawing Contest'. At the bottom, there is a green bar with social media icons (envelope, heart, g+, instagram, pinterest, facebook, twitter) and a footer with copyright information '(c) 2016. BeBrussels. All Rights Reserved.' and additional icons (heart, BXL, globe, tree).

**Be**  
**BRUSSELS**

Welcome Services You are...

About  
Getting Here  
Where to Go

**Featured**

On exhibition from May 11 through Aug 12 at the Atomium, *Bruxelles Art Nouveau* takes us into the history of the style and celebrates the restoration of the classic art.

Previous Events

Rin Tin Signing at the Comic Book Museum

Town Hall Drawing Contest

FAQ/Privacy Disclaimer/Cookies

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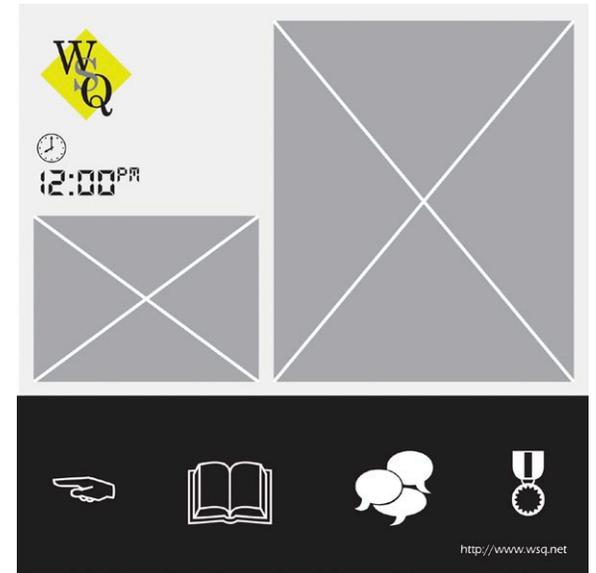
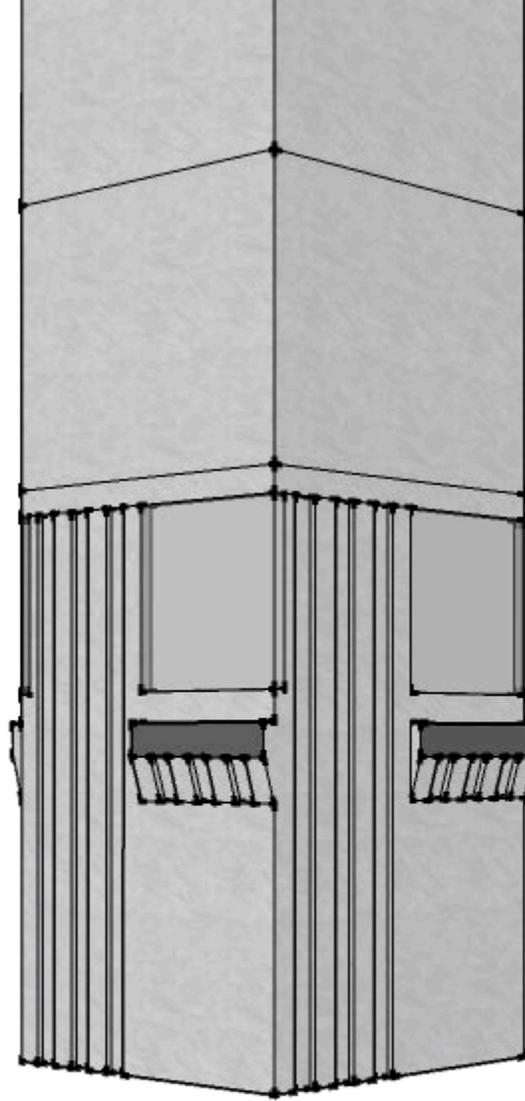


## APPLICATIONS: WEBSITE

The landing page for the Be Brussels campaign as a website, in both desktop form and mobile.

**ASSIGNMENT // DEVELOPING A PLACE:  
WASHINGTON SQUARE KIOSK & OBELISK**

**COURSE // DE 216: INTRODUCTION TO EXHIBITION DESIGN  
INSTRUCTOR // CRAIG BERGER**

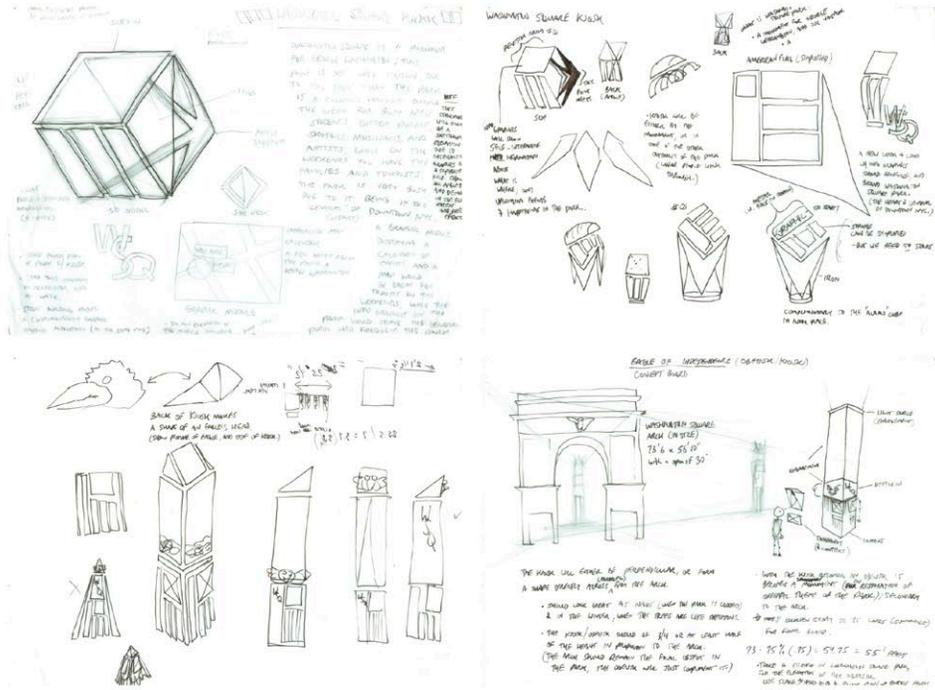


## OBELISK & FUNCTIONAL KIOSK FOR WASHINGTON SQUARE PARK

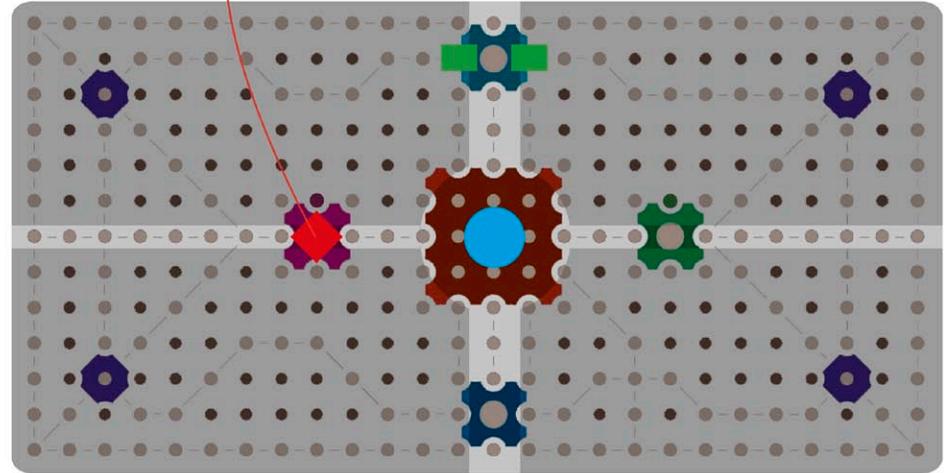
Logo, sketchup and basic wireframe interface for the public kiosk & obelisk to be built in Washington Square. The assignment was to choose a public location and create an interactive

landmark, or some other engagement that would interpret the meaning of that place. The next two pages are taken directly from the final presentation PDF, describing the purpose and exact location of the obelisk.

# ROUGH PRELIMINARY



# SITE PLAN



# POSITIONING

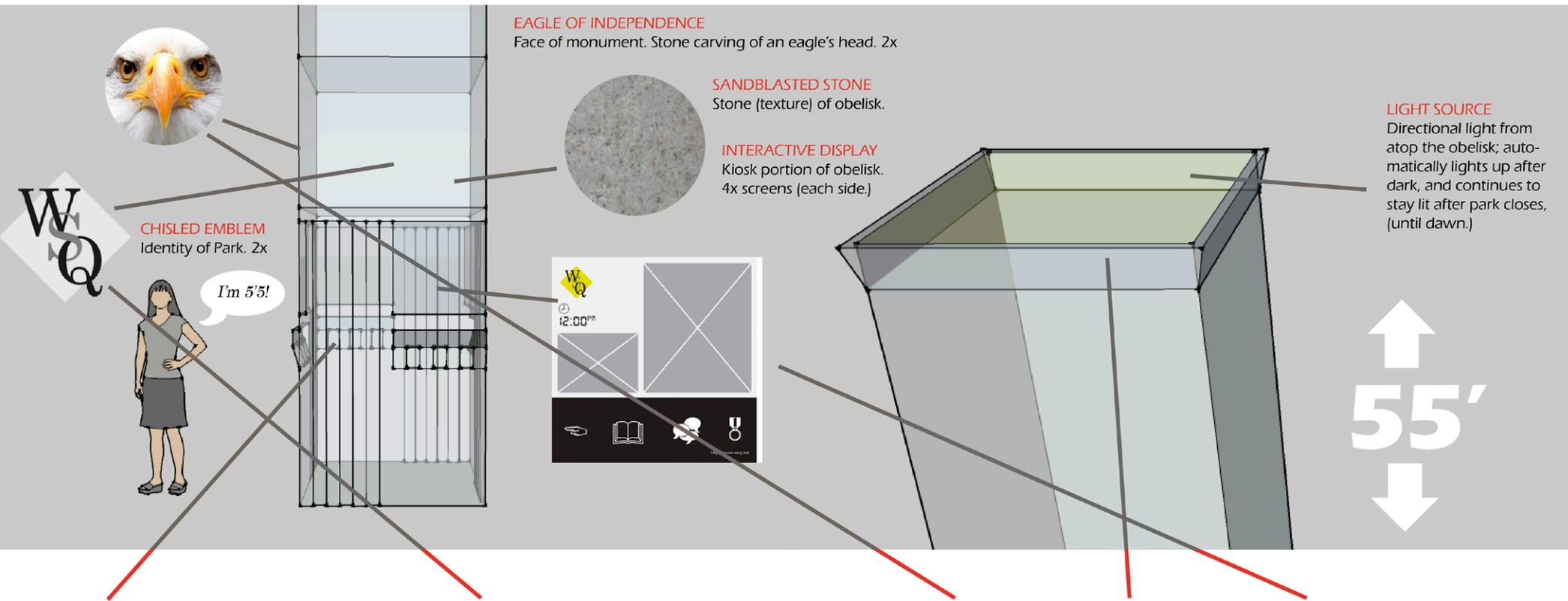


The obelisk would be positioned within Holley Plaza (perpendicular from the arch and right across from the Alexander Lyman Holley bust.) This positioning would fill the vacant space found at the plaza. The light source beaming atop the obelisk can be seen above the trees after dark.

## LEGEND

- ◆ Fountain
- ◆ Holley Plaza
- ◆ Garibaldi Plaza
- ◆ Arch
- ◆ Plaza
- ◆ Display Garden

# ELEVATIONS & CLASS



## CONTEXT

Carved out monumental of the American Flag (stripes of the banner in a vertical; in combination with the kiosk screen.) Visual reference and reinforcement of American history and identity.

## DETECTION

New and official image for park. "WSQ" is only an abbreviation of Wahington Square, and should not be used as a logo to brand the park, but instead, as a respectable emblem.

## ENGAGEMENT

The *Eagle of Independence* and its directional light source adds character to the tower, and serves as an attraction to the park.

As the arch was built as a monument for George Washington, the obelisk is built in the spirit of independence.

*E of I* is intended to tell an old, familiar story and history in a new, updated and redefined way.

## TAKEAWAY

The kiosk is a built-in computer with four displays (one for each side of the monument.)

The flowchart for the interactive program features the following options:

- Where Am I? (Map)
  - Some History (About)
  - Going Ons (Events)
  - Time Wasters (Games)\*
- 2x screens max period.\*

**JOSEPH-MICAMERON**