



family quast  
portfolio



FALL 2020

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# designer statement

I have always found that expressing myself through visual representation has come naturally. As a visual communicator I strive to design in ways to effectively search for answers to unsolved problems, make dreams reality and speak up or question norms. My brand not only represents this in style but is a way for myself to voice my willingness to adapt and do so with the intent to turn any situation into a positive.



PLASTIC GETS ITS ROOT FROM THE GREEK WORD TO MOLD

Plastic is a synthetic material that can be molded into various shapes. It is made from a mixture of natural and synthetic materials. The word 'plastic' comes from the Greek word 'plastikos', which means 'to mold' or 'to shape'. This is because plastic can be easily shaped and formed into different objects.

46% OF ALL OCEAN PLASTIC IS MADE UP OF DISCARDED SINGLE-USE FISHING NETS

01 INTRODUCTION

02 HISTORY

03 CURRENT ISSUES

04 INDUSTRIAL VS. COMMERCIAL

05 POSSIBLE SOLUTIONS

06 ACTIVISM



## PLASTIC IN THE OCEAN

### 1 MICROPLASTICS

Microplastics are tiny pieces of plastic that are less than 5 millimeters long. They are found everywhere in the ocean, from the surface to the deep sea. They are made from a variety of plastic products, including bottles, bags, and fishing gear. Microplastics are a major threat to marine life because they can be ingested by small animals and then pass up the food chain to larger animals, including humans.

### 2 GARBAGE PATCH

The garbage patch is a large area of plastic waste in the ocean. It is made up of millions of pieces of plastic, including bottles, bags, and fishing gear. The garbage patch is a major threat to marine life because it can be ingested by animals and can also block their breathing.

### 3 TIDES OF PLASTIC

The tides of plastic are the waves of plastic waste that move across the ocean. They are made up of millions of pieces of plastic, including bottles, bags, and fishing gear. The tides of plastic are a major threat to marine life because they can be ingested by animals and can also block their breathing.

## ACTIVISM

### ACTIVISTS

Activists are people who work to bring about change in the world. They use a variety of methods, including protests, petitions, and social media, to draw attention to a cause. Activists are often seen as heroes because they are willing to stand up for what is right, even when it is difficult or unpopular.

### ARTISTS

Artists are people who create works of art. They use a variety of materials and techniques to express their ideas and emotions. Artists are often seen as visionaries because they are able to see the world in a new and creative way.

# drowning

*Drowning* is an editorial designed to show both the history of plastic pollution as well as the damaging effects that plastic pollution is causing globally. Bright, toxic colors paired with tight, cramped leading are meant to make the reader claustrophobic. Overlays of plastic wrap are seen throughout the editorial itself, reminding the viewer of the huge ecological impact plastic and improper disposal has on the world.





# WHERE DOES THE PLASTIC COME FROM?





## CURRENT ISSUES

Through the history of plastics we can follow the path of production, consumption and disposal of the past which has led us to our current climate and plastic population crisis. We are drowning in plastic and suffocating marine life and our bodies of water with us as we go down further below the surface.

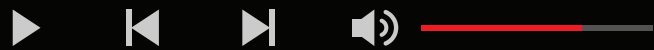
Today still, a lot, but not all, of our plastic pollution, comes from single-use plastics. These are the items that we use once and then simply throw away items like: bottles, plastic bags, cigarette butts, straws, styrofoam cups, etc. All of these plastics we use and come in contact with everyday, they are meant to be disposable thus, not all are able to be recycled.

When single-use plastic cannot be recycled it is in turn, thrown out and sent to landfills where, it is subject to reach the ocean which, most does, due to the fact that 14 billion pounds of trash thrown into the ocean each year. So now we are faced with the reality of who and what is directly being affected by our mass dumping and pollution: the marine life and fragile and temperamental ecosystems of these bodies of water.

“14 BILLION LBS OF TRASH IS THROWN INTO THE OCEAN EACH YEAR...”



# DESTRUCTION OF THE FOREST



03:47 / 10:00

HD



# climate: call to action

*Climate: Call to Action* acts as a companion piece to *Drowning*. This motion based, kinetic typography brings together the voices of leaders and activists fighting for the health of our planet and, in turn, the longevity of the human race. Fast paced and cramped type paired with hand selected video comes together to emphasize the importance and need for change.

The human race  
**PRODUCES**  
more waste than  
it really should

you've lost  
one of the most  
**IMPORTANT**



The crisis of  
**BIODIVERSITY**  
with **CLIMATE CHANGE**  
it's interlocked with

**POLLUTION OF THE OCEAN**

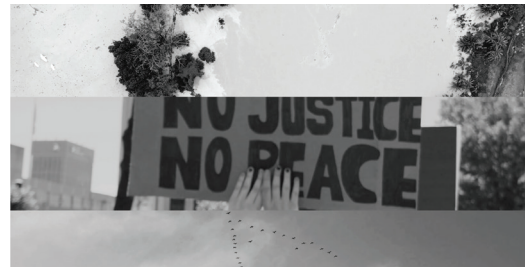


if we look at insects  
we lost **80**  
as we lose  
species

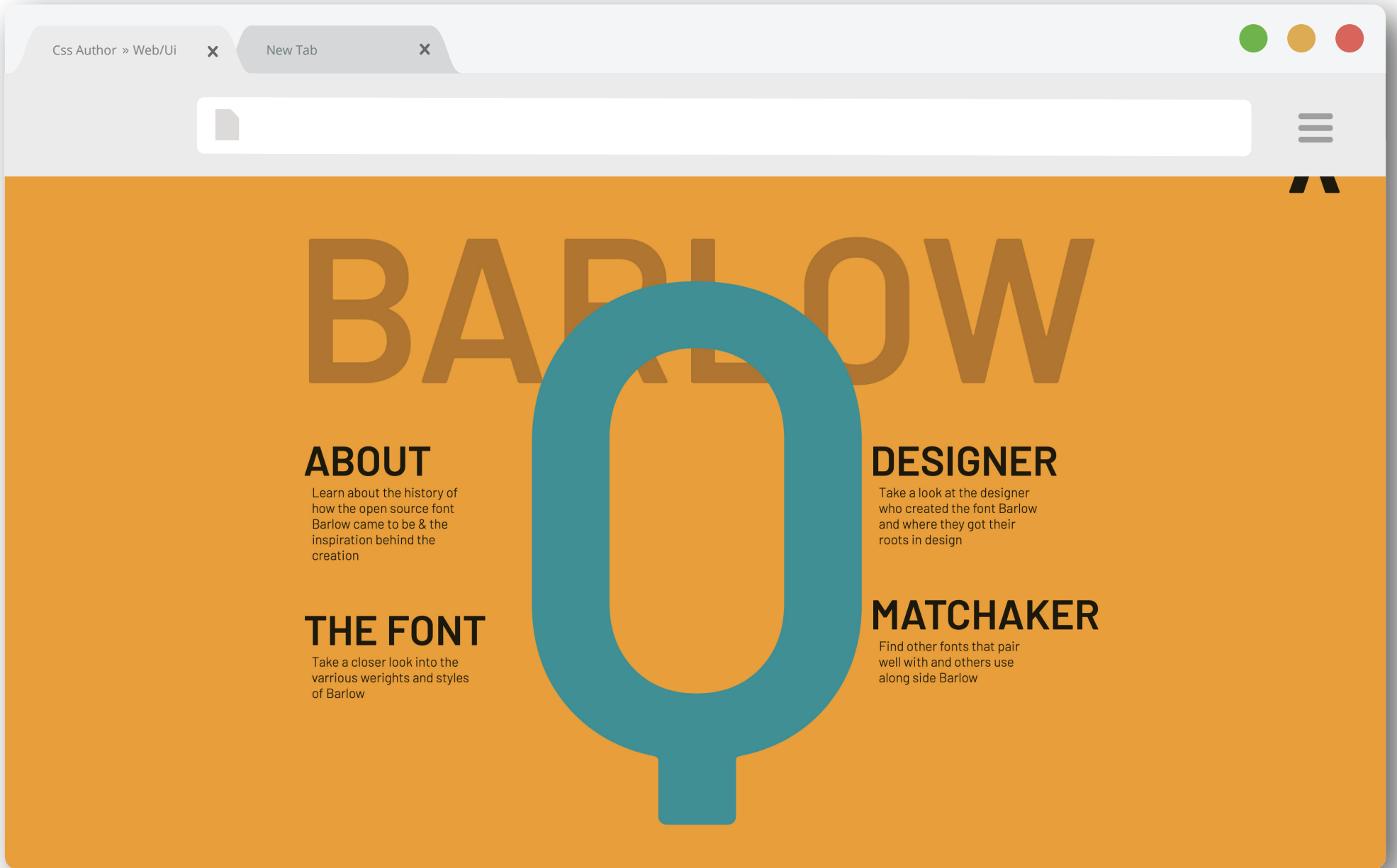
it's going to be very  
**BEYOND**  
**WHICH**  
difficult to

We've  
**STOLEN**  
our children's future

**NO JUSTICE  
NO PEACE**

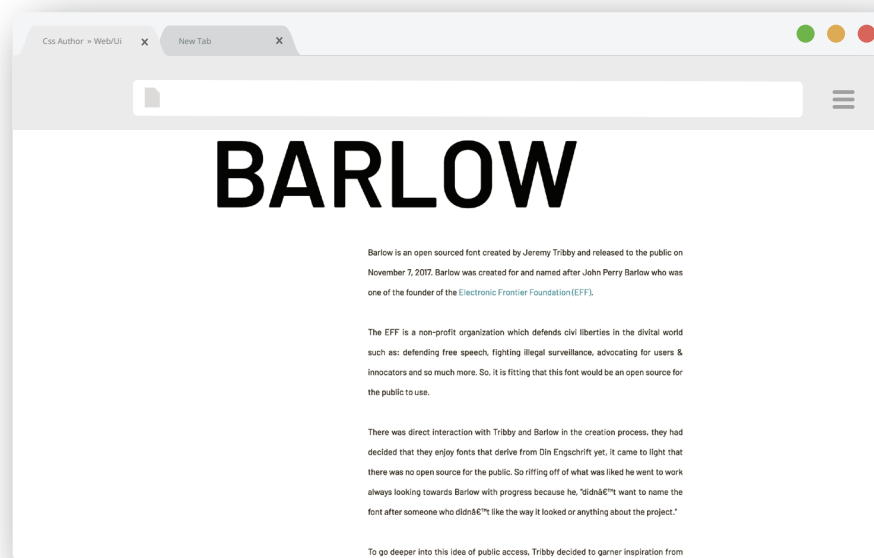


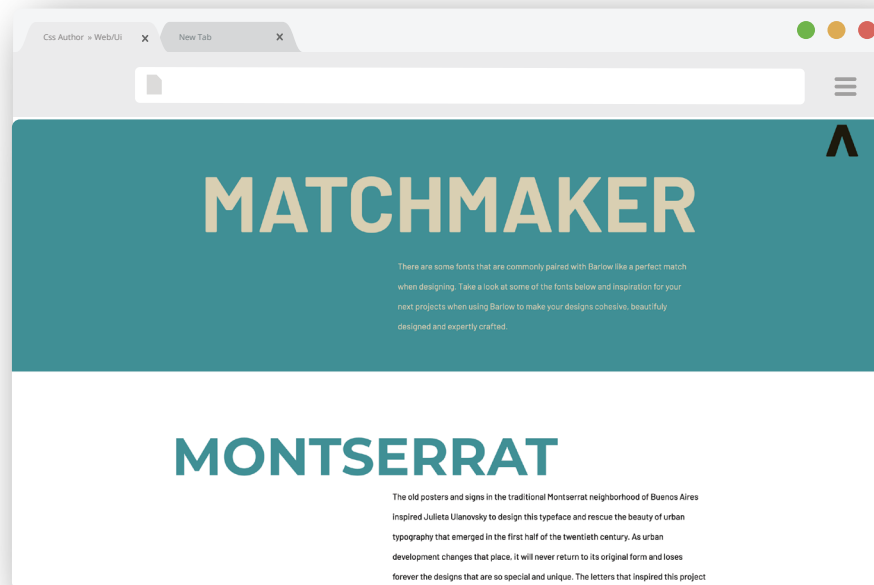
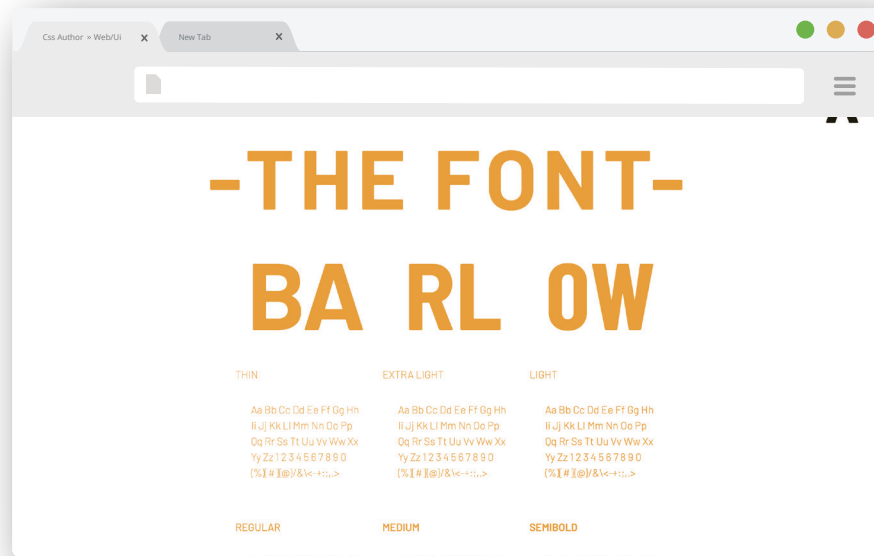
Are you ready to make a change?  
**BE A CLIMATE WARRIOR.**



# barlow: type specimen

*Barlow: Type Specimen* is a single page webpage designed to showcase the open source font Barlow by designer Jeremy Tribby. This webpage was completely coded using both html as well as css. The color inspiration was taken after the Californian landscape to pay homage to the designer and original inspiration of the Californian signage system.



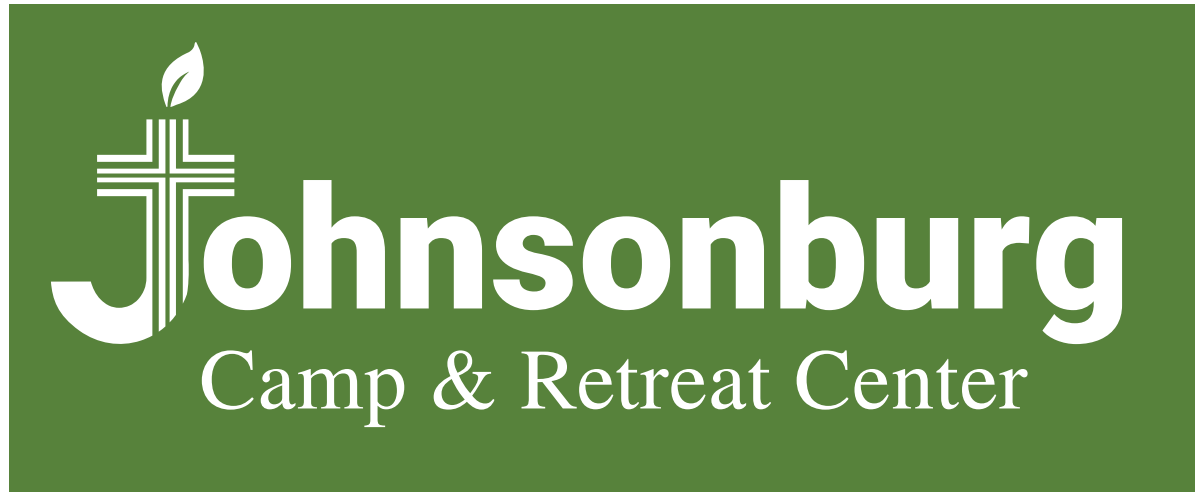


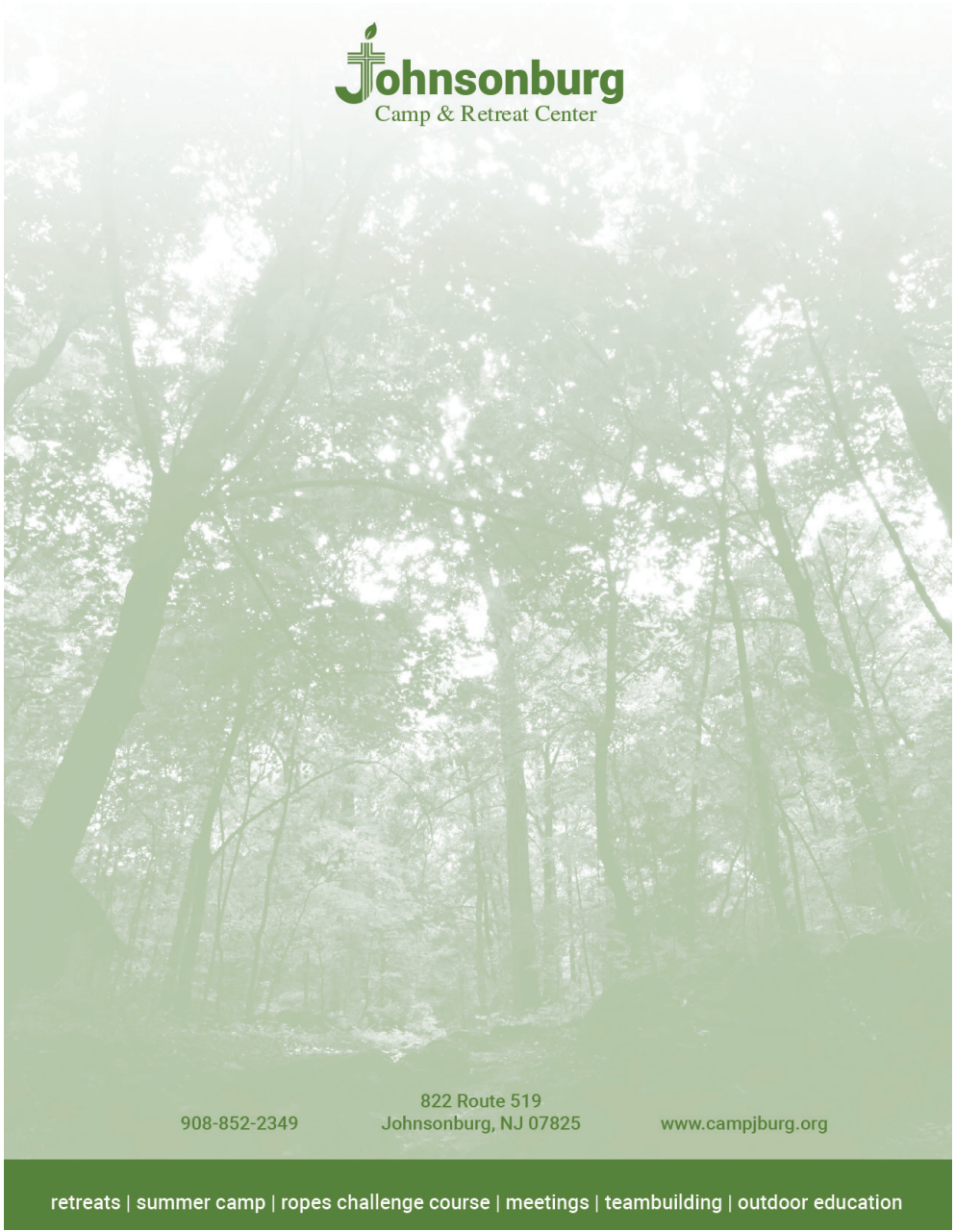


**Johnsonburg**  
Camp & Retreat Center

# johnsonburg branding

*Johnsonburg Branding* is the rebranding done for Johnsonburg Camp & Retreat Center in 2017. At the time, I was their in-house designer and this was my major task for the year. Along with the logo, letter head, business cards, envelopes as well as merchandise was created that would reach both their summer camp audience as well as their fall retreat season as well.





908-852-2349

822 Route 519  
Johnsonburg, NJ 07825

[www.campjburg.org](http://www.campjburg.org)

retreats | summer camp | ropes challenge course | meetings | teambuilding | outdoor education



**Johnsonburg**  
Camp & Retreat Center  
908-852-2349  
www.campjburg.org  
822 Route 519  
Johnsonburg, NJ 07825

sacred place, open space, providing camp ministry for over 60 years  
**Johnsonburg**  
Camp & Retreat Center



**BONFIRE**  
MUSIC & CAMPING  
FESTIVAL



**JULY 24.25.26 2020**  
**SOUTH LAKE TAHOE, CA**

# bonfire branding

*Bonfire Branding* is the complete branding of a fictional musical festival created from the ground up. Everything went into consideration and was documented from start to finish from intended audience, logo creation, color palette, posters & merchandise.









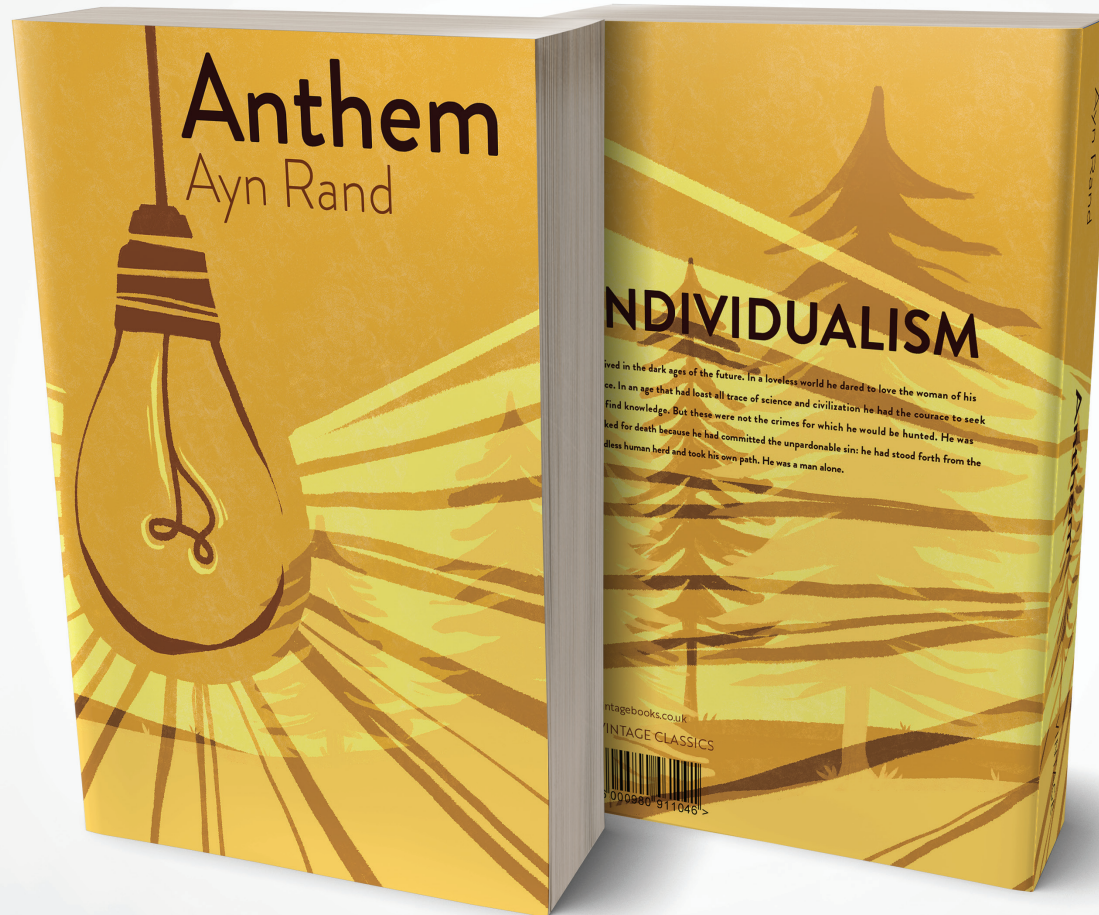
# Anthem

Ayn Rand



# book covers

Originally just starting with a very rigid and 'cookie-cutter' design for the book *Anthem*, these book covers for *Anthem* and *Brave New World*, dystopian novels that explore individuality, took on a new life. A hand rendered and drawn approach to the cover art that wraps around the entirety of the book brings life and highlights key symbolic points of the book and leave readers interested in what is to come.

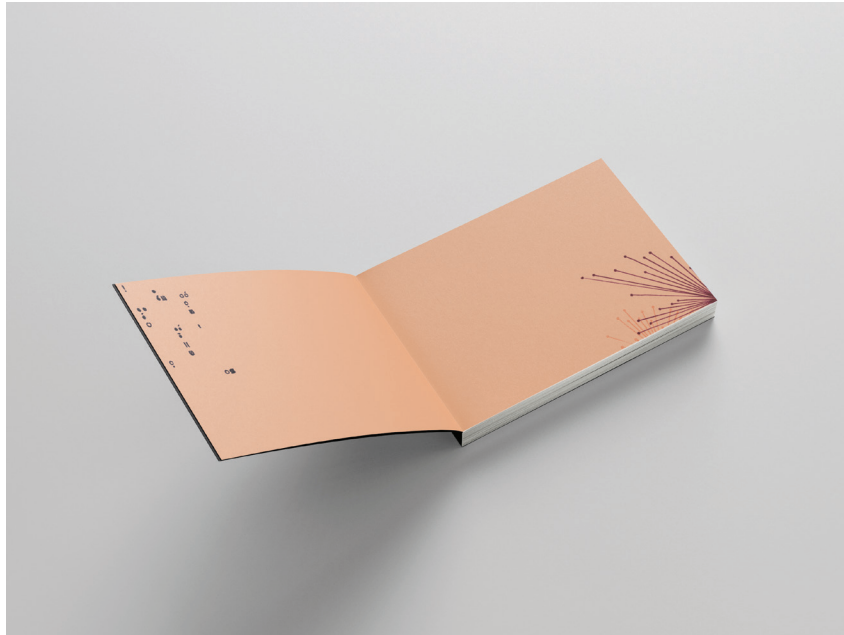




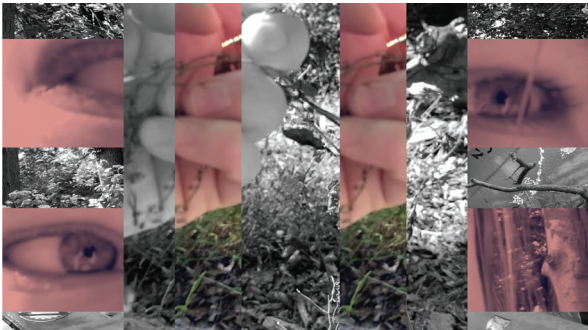
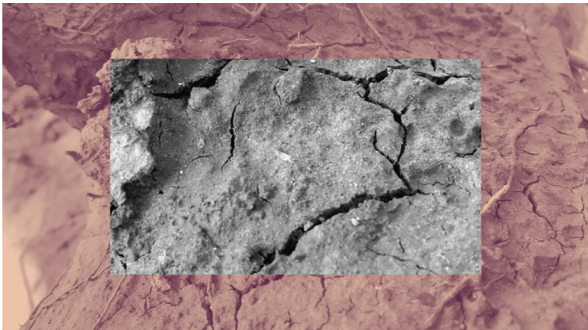


# ovaries

*Ovaries*, is a self documentative and exploratory work that combines two mediums with two distinct narratives that connect too a single story. A short film called *In Flux* explores the relationship between the body and nature and a book called *Ovaries: A Month of Personal Data Collection* takes a look at my own life living with Polycystic Ovary Syndrome with the full intent on education and empowerment.









# doggie bags

*Doggie Bags* are a package design created for a fictional dog treat brand/product. Tasked with coming up with the product of our choosing, and from there creating the package design based upon the product itself. This design was intended to be approachable and fun in order to garner the attention of the consumer.

