



# CHANTAL PEREZ-CORAL

PORTFOLIO 2022

## DESIGNER STATEMENT

I am a Mexican-American graphic designer based in New Jersey. My work includes a variety of design projects such as Branding, Editorial, UI, among others. In my body of work I am strategic and detail-oriented. I'm convinced that the growth of each individual/designer is an endless process of improvement. That's why I invite all feedback. I also believe that equitable access to information and resources has the power to create a more inclusive world. In my eyes, with this tool through my work I hope to create and facilitate such access .

# TABLE OF CONTENTS

## **01 / MENTAL MATCH**

2021 - Conference Identity / Print / Digital / Merch

## **02 / BENCHWARMERS**

2022 - Editorial / Print / Digital

## **03 / EL ULTIMO TOUR DEL MUNDO**

2020 - Promo / Print / Digital / Screen Based

## **04 / US SOCCER JERSEYS ARCHIVE**

2022 - Website / UI / UX DESIGN

## **05 / MEXICAN PESO**

2022 - Currency Design / Print / Digital

## **06 / INOS COMMERCIAL TIRES**

2022 - Company Branding / Print / Digital / Merch

## **07 / MENTAL MATCH INTERACTIVE SITE**

2021 - Website / UI / UX DESIGN

## **08 / DE LOS DOS LADOS**

2021 - Exhibit Website / UI / UX DESIGN

## **09 / NEWARK FUTURES**

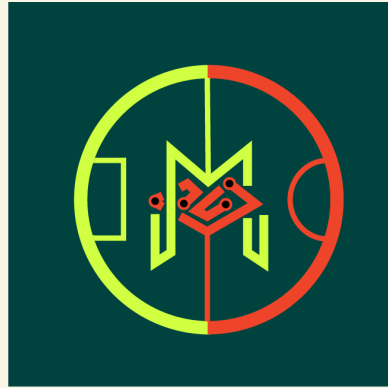
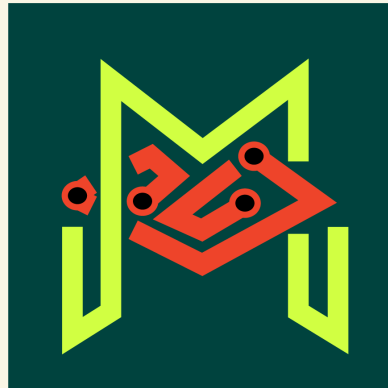
2022 - Fellowship Brand & Toolkit / Print / Digital

## **10 / SOY AUNQUE NO NACI**

2022 - Cross Media Narrative / Print / Digital / UI / UX DESIGN

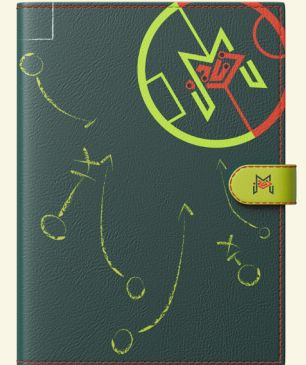
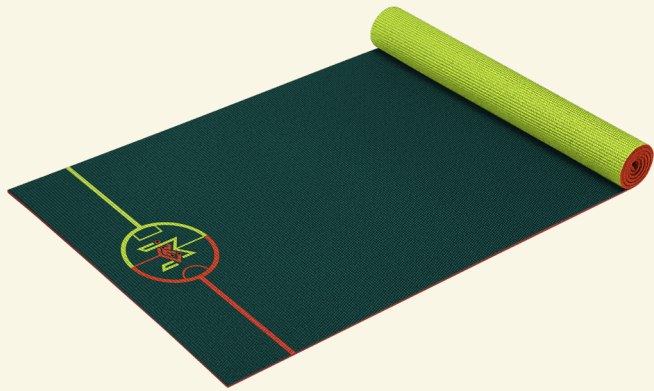
# 01/ MENTAL MATCH

The goal of this conference is to further the discussion surrounding mental health in connection to athletes. Conversations would be had with world class athletes willing to discuss their experiences and journeys in reference to the topic. Sport psychologist would also be there to discuss from a more professional perspective. The conference would be open to any athlete/person who wants to better understand the impact that mental health has on athletes and the sports world overall.









## **02/ BENCHWARMERS**

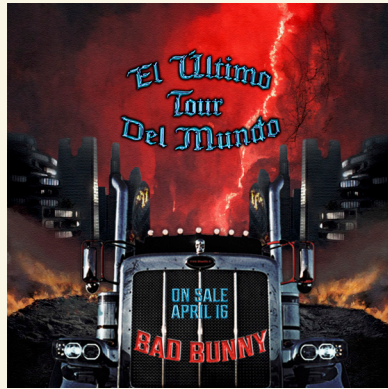
The message of sports for decades has been that, sports is one of the activities where everyone can unite and be equal, irrespective of their race, gender, or social status with the goal to compete and have fun. This statement depicts a blurred truth most evidently seen in the fabric of US youth soccer. While we can acknowledge that as a sport, US soccer has had remarkable growth, we must also reflect on the notion that US youth soccer for decades has been anything but equal to its participants. US youth soccer has only been accessible to groups under certain conditions or for those who possess certain privileges which will be explored in this editorial. With these conversations the hope is to create change towards accessibility in the sport.

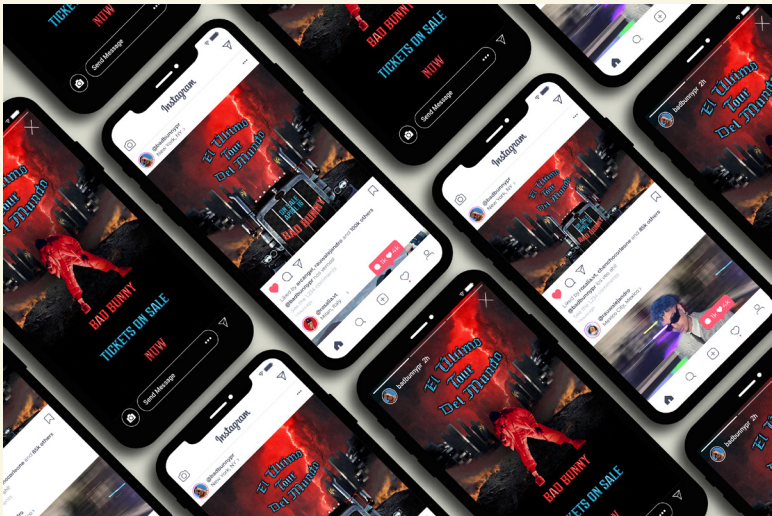
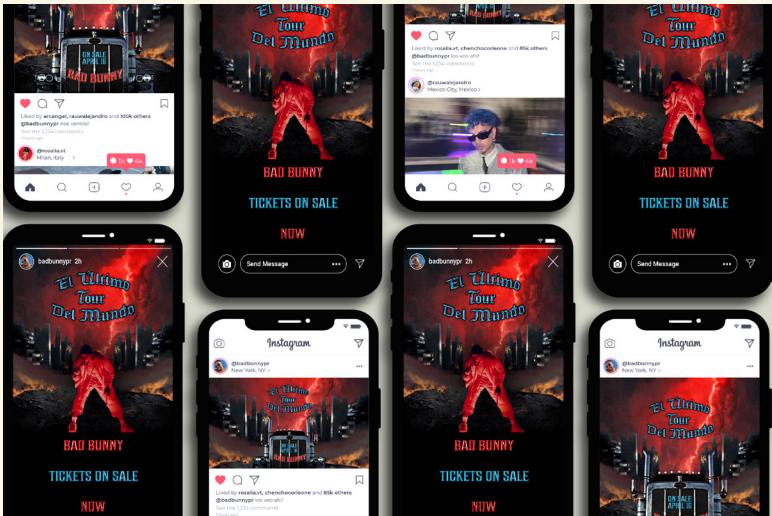
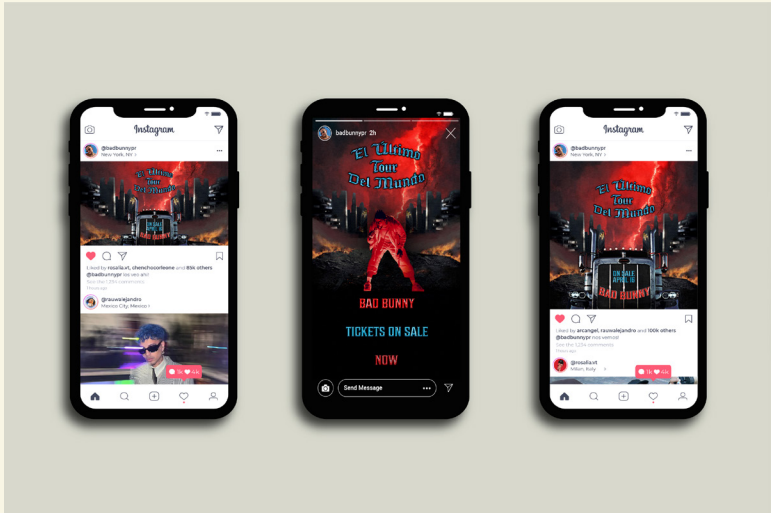




## **03/ EL ULTIMO TOUR DEL MUNDO**

The goal of this project was to create a set of promotional items for a new single or tour for an artist of our choosing. Puerto Rican musician Bad Bunny has risen to stardom quickly, making him the face of reggaeton. He's rocked the Latino and American music industries, shattering world records. He announced his world tour, "El Ultimo Tour Del Mundo," early 2022. In tune with the highly anticipated tour, I decided to go back and create promotional pieces to advertise this awaited tour after covid.





**El Último Tour Del Mundo**

**BAD BUNNY**

<b>FEB 09</b> • DENVER, CO • BALL ARENA	<b>MAR 10</b> • ROSEMONT, IL • ALLSTATE ARENA
<b>FEB 11</b> • EL PASO, TX • UTEP DON HASKINS CENTER	<b>MAR 14</b> • TORONTO, ON • SCOTIABANK ARENA
<b>FEB 13</b> • HIDALGO, TX • PAYNE ARENA	<b>MAR 16</b> • PHILADELPHIA, PA • WELLS FARGO CENTER
<b>FEB 16</b> • HOUSTON, TX • TOYOTA CENTER	<b>MAR 18</b> • NEWARK, NJ • PRUDENTIAL CENTER
<b>FEB 18</b> • DALLAS, TX • AMERICAN AIRLINES CENTER	<b>MAR 19</b> • BROOKLYN, NY • BARCLAYS CENTER
<b>FEB 23</b> • SAN DIEGO, CA • PECHANGA ARENA	<b>MAR 22</b> • BOSTON, MA • TD GARDEN
<b>FEB 24</b> • LOS ANGELES, CA • STAPLES CENTER	<b>MAR 23</b> • MONTREAL QC • BELL CENTRE
<b>FEB 25</b> • INGLEWOOD, CA • THE FORUM	<b>MAR 25</b> • WASHINGTON, DC • CAPITAL ONE ARENA
<b>FEB 28</b> • PORTLAND, OR • MODA CENTER	<b>MAR 26</b> • CHARLOTTE, NC • SPECTRUM CENTER
<b>MAR 01</b> • SEATTLE, WA • CLIMATE PLEDGE ARENA	<b>MAR 27</b> • ATLANTA GA • STATE FARM ARENA
<b>MAR 03</b> • SAN JOSE, CA • SAP CENTER	<b>MAR 29</b> • ORLANDO, FL • AMWAY CENTER
<b>MAR 05</b> • LAS VEGAS, NV • MGM GRAND GARDEN ARENA	<b>APR 01</b> • MIAMI, FL • AMERICAN AIRLINES ARENA
<b>MAR 06</b> • PHOENIX, AZ • PHOENIX SUNS ARENA	

## **04/ US SOCCER JERSEYS ARCHIVE**

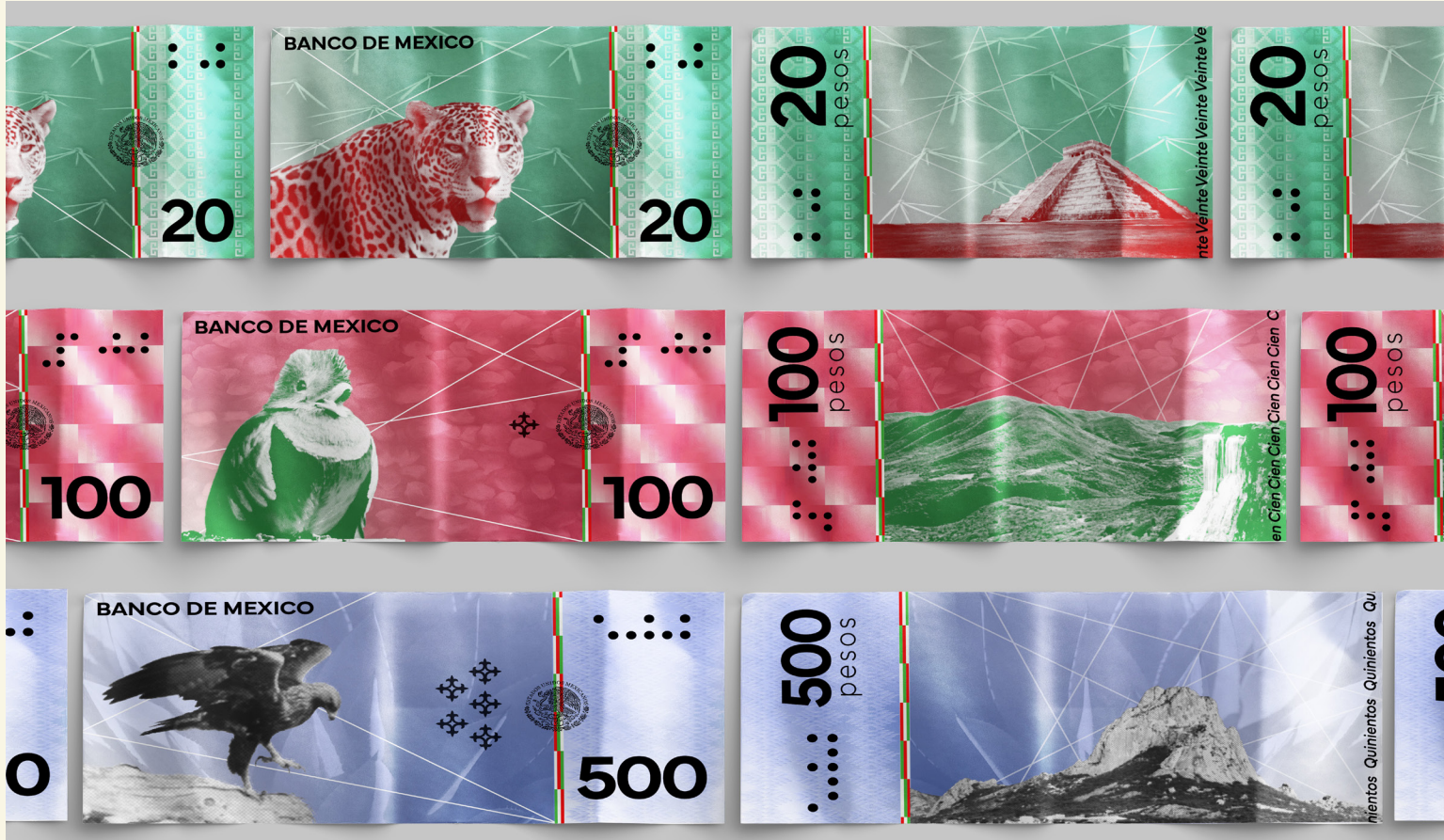
The collection for this interactive experience was based on US national team soccer jerseys. The collection had each of the US jerseys throughout history and their evolution. Along with the jerseys, some details and history attached to them were showcased. This collection was made to reach out to soccer fans, US soccer fans, along with individuals interested in the fashion of jerseys. The goal was to create a website collection to live as an archive that people can refer to and learn about the different jerseys and appreciate the creativity and history gone into each.

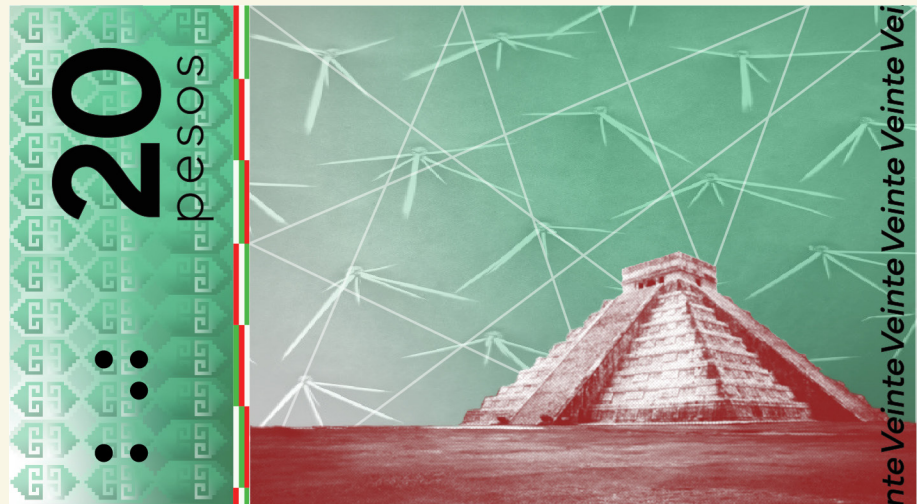


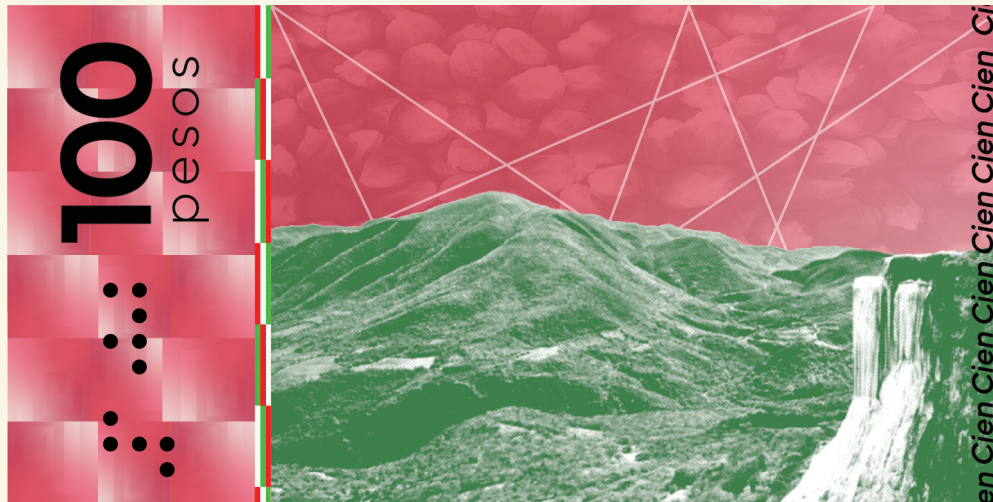


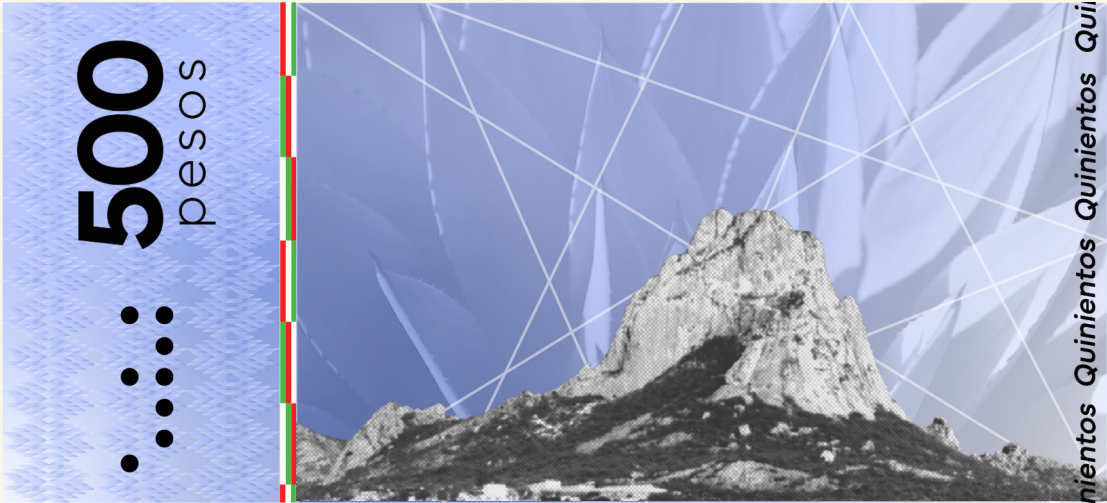
## **05/ MEXICAN PESO**

Although as a society we may be moving towards a digital currency, it's still worth considering physical currency and it's need to advance with the times in order to maintain aesthetic relevancy. Currency highlightings messages that help tell unique stories of cultures or environments. With the redesigning of Mexico's 20, 100, and 500, peso banknotes, for example this movement from the traditional stern founding fathers or stately monuments are left behind. Instead, the cultural intricacies of Mexico's history is captured through environmental aspects that live within creatures, food, and places and their connections to one another.









## **06/ INOS COMMERCIAL TIRES**

Ino's Commercial Tires LLC (est. 2013) is a family owned and operated commercial tire repair and sales business. For Ino it's simple, the business is all about him and tires, nothing more, nothing less. He wanted the redesign to capture his simple straightforward nature. In this branding and design, the essence of Ino was captured in thinking of practical representations and applications for the logo.



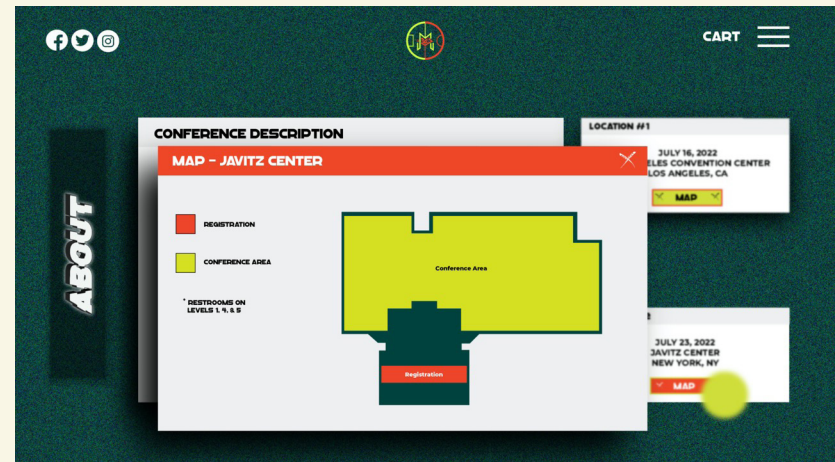
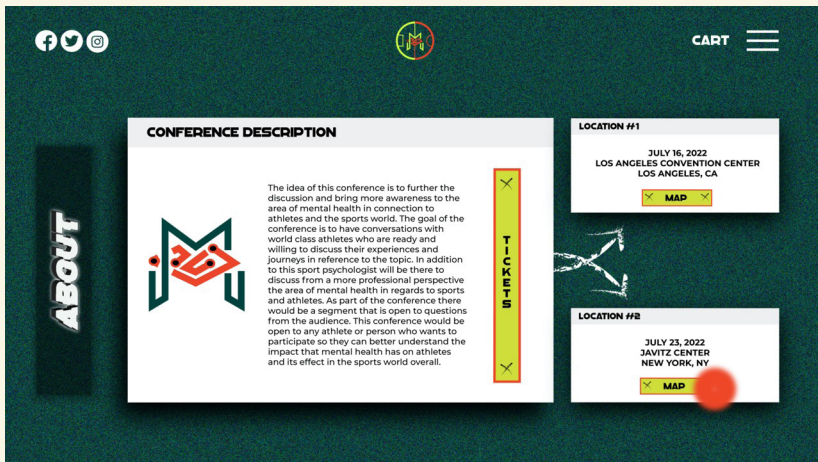
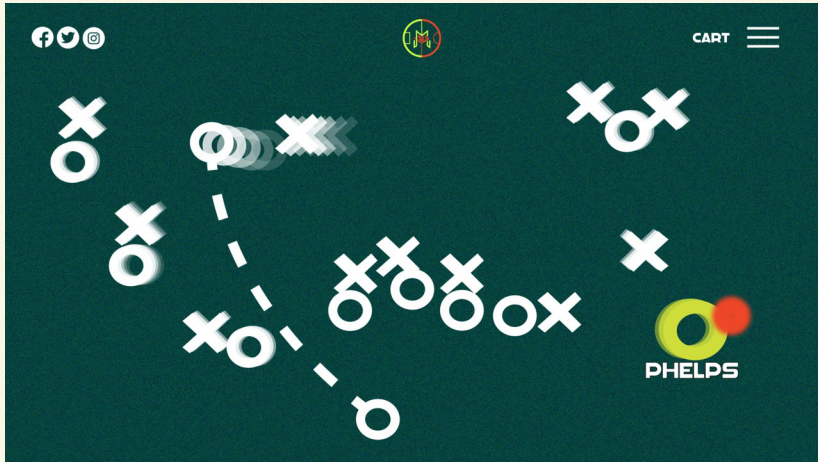


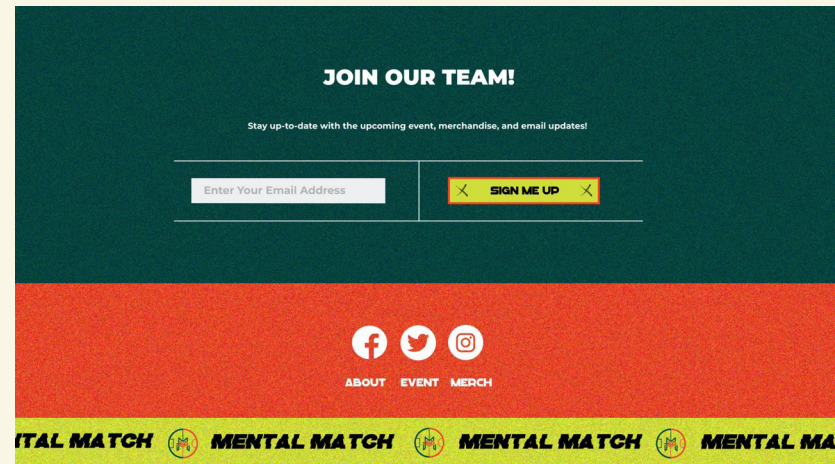


## **07/ MENTAL MATCH INTERACTIVE SITE**

The goal was to a website that would live in combination with the conference and its identity system. In approaching the design of the website the dynamic visual language of sports was considered as well as that of virtual gaming as the site is interactive on the web. The same visual aspects were carried from the main conference branding and merchandise so as to tie all coponents together.







## **08/ DE LOS DOS LADOS**

The goal of my exhibition was to study the Chicano/Mexican American experience through various mediums and media to show the progression of the Mexican-American narrative throughout time. I chose the items in my exhibit in a way that showed the progress of Chicanos and narrative empowerment. The motivation and thought behind this exhibit was personal connection. As a Mexican-American/Chicana I wanted to highlight this progress in the US even with factors constantly trying to keep us back.



## Complex Existence

When we think about the first Latino population in the United States we cannot speak about them as immigrants but as a peoples that were integrated into the United States as this country took from Mexico half of its national territory. The United States gained what is now the states of Arizona, Colorado, California, New Mexico, Texas, Nevada, Utah, as well as portions of Kansas, Oklahoma, and Wyoming. So these Mexicans that lived in these territories never crossed the border, but rather the border crossed them! One day they were in Mexico and then, when the United States defeated Mexico in what became known as the Mexican American War (1846-1848), they were told that now they were in the United States.



## What's a Chicano?



So where did the word Chicano come from? Again, no two Chicanos can agree, so here is my definition what I think. In true Chicano fashion, this should be the official version. The word "Chicano" was originally a derisive term from Mexicans to other Mexicans living in the United States. The concept was that those Mexicans living in the U.S. were no longer truly Mexicans because they had given up their country by living in Houston, Los Angeles, "Guada La Habra," or some other city. They were now something else and something less. Little satellite Mexicans living in a foreign country. They were something small. They were chicanos. They were now Chicanos. If you lived near the U.S.-Mexican border, the term was more or less an insult, but always some kind of insult. In the early days, the connotation of calling someone a Chicano was that they were poor, illiterate, destitute people living in tin shacks along the border. As soon as they could get a car loan and could move farther away from the border, the term became less of an insult over the years. But the resentment still lingered.

## A Timeline of Growth



In the progression of this timeline through art the growth and progression of the Chicano experience will be revealed. It's important to learn Chicano history in order to better understand the oppressive history Chicanos faced and risen from. In addition it will be evident how this history throughout time was used as strength by Chicanos to be one with their identity and come into their power.

START

1937

START

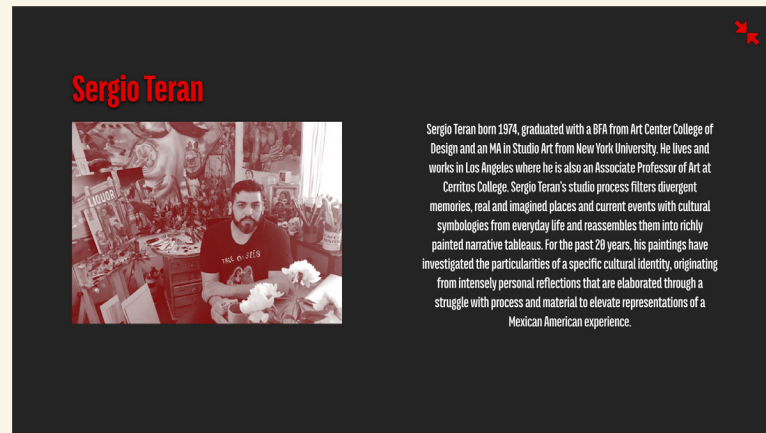
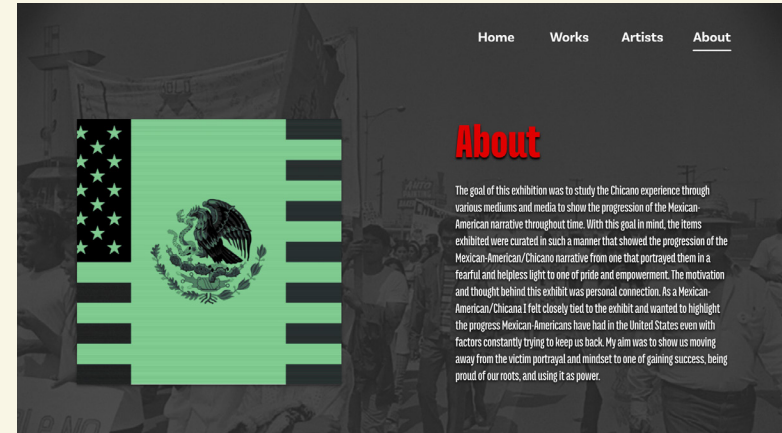
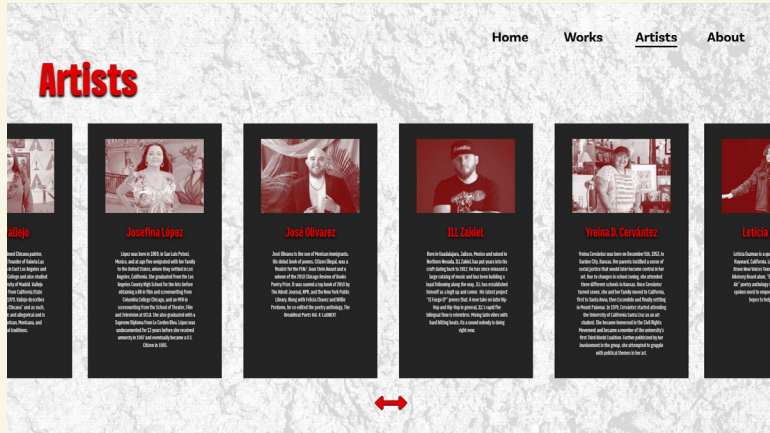
1937

**Dorothea Lange**  
*Children of Mexican cotton laborers.*  
Casa Grande, Arizona, 1937, 4in x 5in, Photograph



This photo shows the conditions in which the children of Mexican cotton field laborers lived in at Casa Grande, Arizona. Both children can be seen shoeless and with torn, dirty clothing. What appears to be their home bound with metal sheets behind them shows the poor conditions they lived in while their parents labored in the fields.

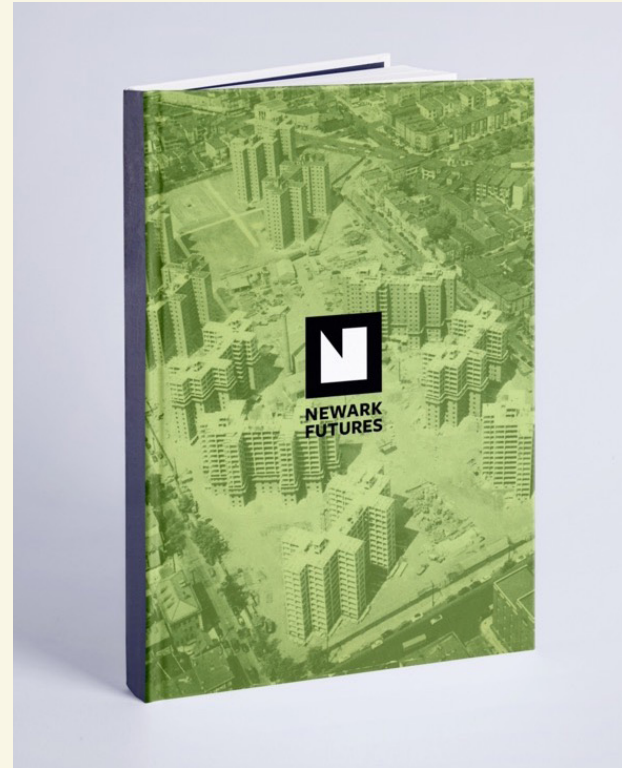
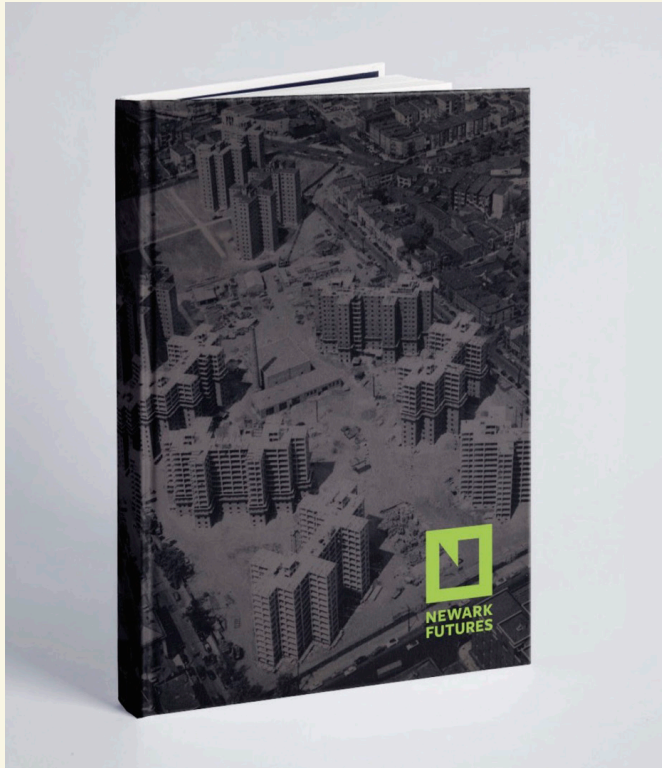
1956

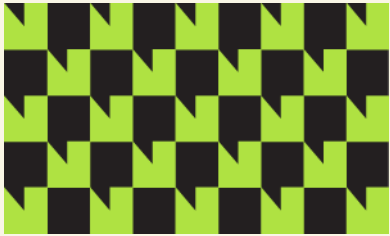


## **09/ NEWARK FUTURES**

The task was to ideate in creating a “toolkit” to help facilitate and document the community dialogues. Worked collaboratively to establish a visual identity that represents the values and mission of the larger project, and that will speak to and engage Newarkers. The visual identity created would establish a visual language that would tie all the toolkit components together with each other.







I wish \_\_\_\_\_ would  
be handled differently in  
my community.



Every day I struggle with  
\_\_\_\_\_  
\_\_\_\_\_



**Why?**

## **10/ SOY AUNQUE NO NACI**

The multi-media narrative is composed from a compilation of recounted stories along with photos from my mom's past and later reflected with my experiences from my visits to Mexico. The goal of this narrative is to explore these created connections/ties with parent's native countries and how they inform and shape one's identity through the recounting of stories through these places.



