

Joey portfolio 2021

Hello!

I'm Joanna – a Polish Graphic Designer working and living in the US. I am a detailed oriented, efficient and structured creative individual, with a great passion for communication design. I believe in design solutions that cater both to the hopes of the client and the needs of the audience. I strive to produce work that is both effective in communicating a message and moving in the way it engages and connects with the public. My creative process involves considerate and research-driven conceptual development followed by clean and functional design and execution.

designer
statement

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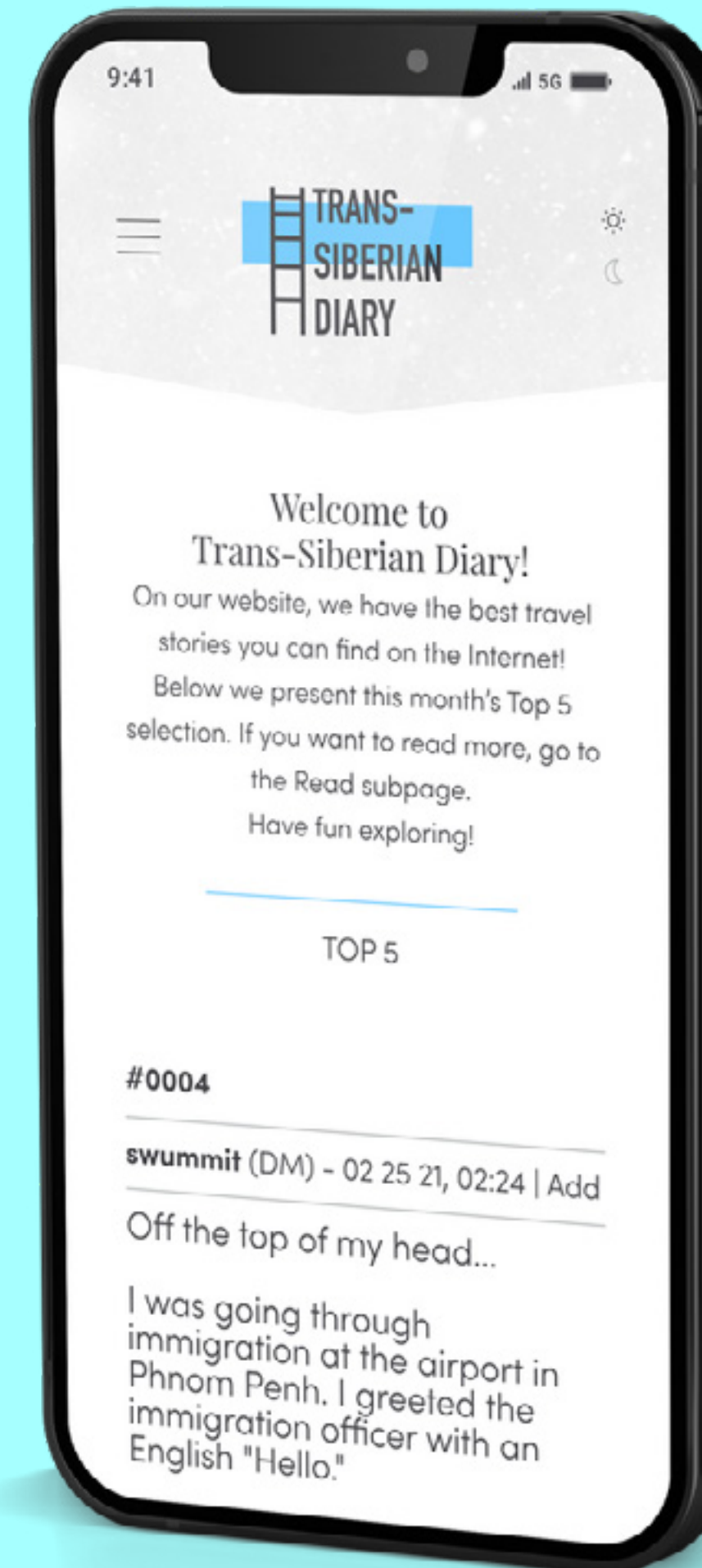
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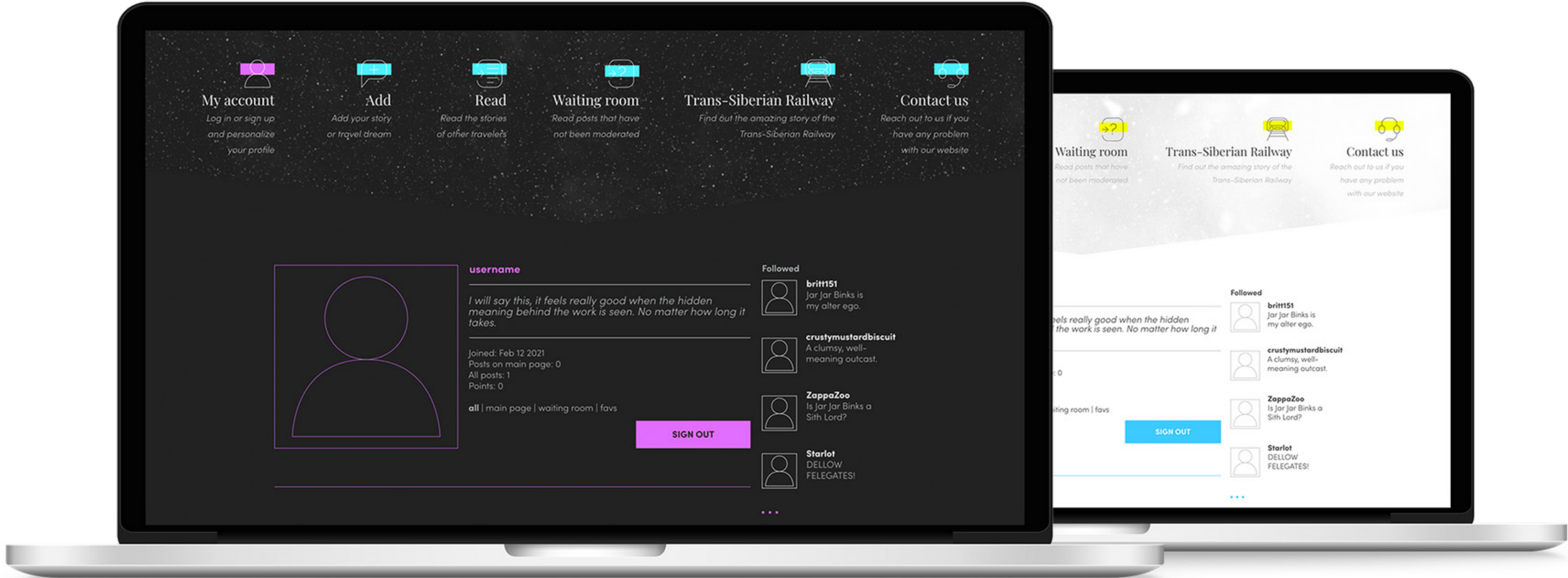
01.

TRANS-SIBERIAN DIARY

2021 – WEB / UI / UX / DESIGN

Trans-Siberian Diary is a website inspired by the Trans-Siberian Railway with a collection of stories related to travel. Space for people to share their thoughts, experiences, and dreams. Space to make connections with other adventurers. Simple, safe, and easy to use website with an option to create a profile page for users that they can personalize.







02.

BUN BUNS

2021 – IDENTITY / DESIGN / MERCH

This project is a series of products for newborn babies with nine adorable bunnies as mascots. The products come in three color versions: white-pink, green-blue, and pink-yellow.









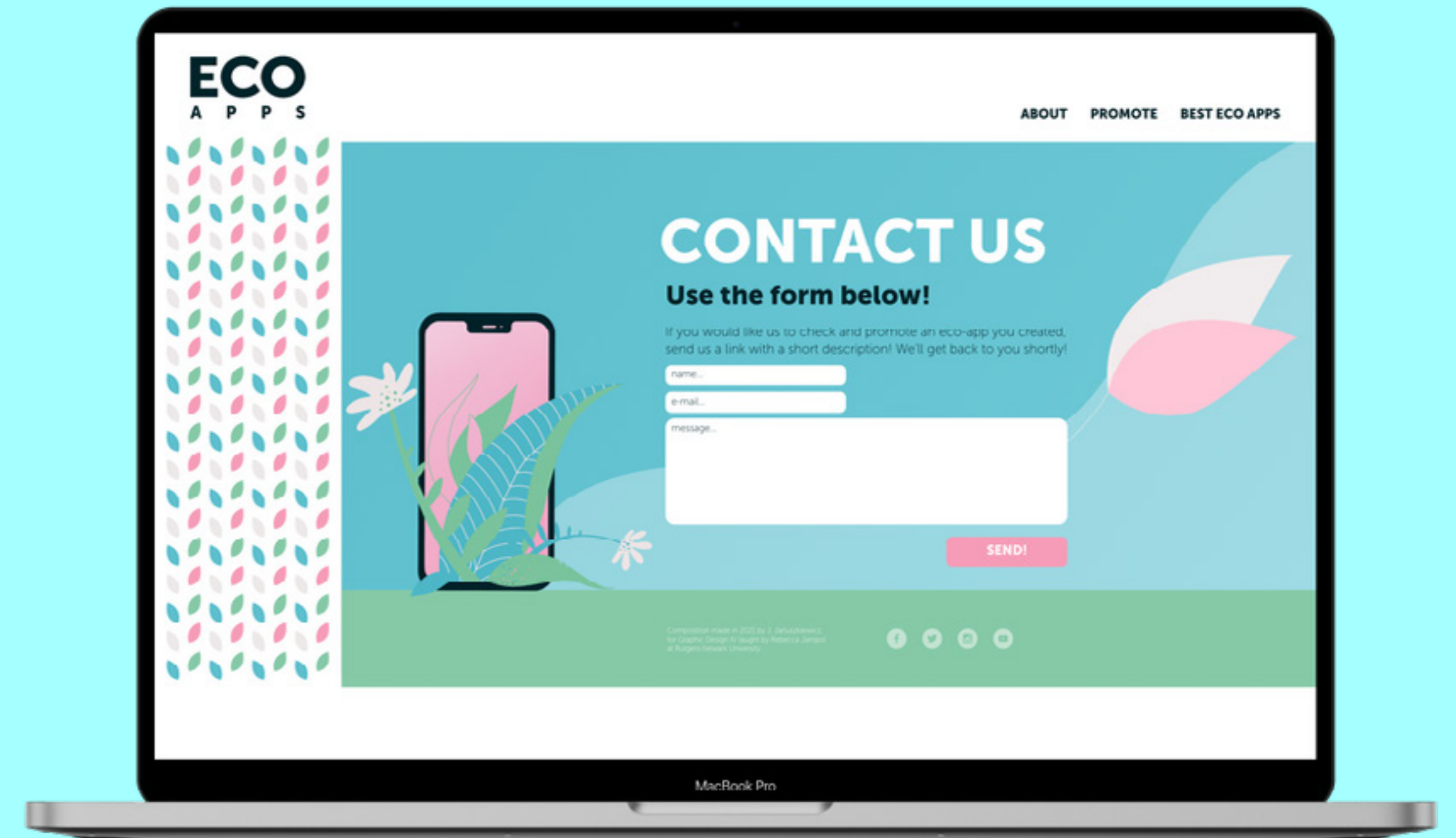


03.

ECO-APPS

2021 – WEB / UI / UX / DESIGN

This project consists of an editorial and a website prototype. ECO APPS is an overview of the green apps industry, essays, and opinions on why we need to become more eco-conscious and how our technology can help us. I present environmentally friendly apps that I divided into five categories. They consist of Get Informed apps, Analyze your impact apps, Save money apps, Have fun apps, and Take the initiative apps. My editorial promotes an eco-friendly lifestyle.







ECOLOGICAL DISASTERS

Between 1958 – 2010

Industrial disasters around the world involving multinational corporations, such as the 2010 Deepwater Horizon oil spill, have caused irreparable health, environmental, and economic damages. Such tragedies have also led to lengthy legal challenges and prompted new global regulations.

Whenever these disasters occur, the environmental consequences are very high and their impacts are felt for hundreds of years. In some cases, property and lives remain damaged beyond repair or full compensation. These disasters serve as a wake-up call to raise consciousness and take measures to protect the environment.

Sometimes we feel like the changes we want to see are bigger than us. We think that we have to grow over the environment and making our planet a better safe and healthier place. But, the truth is, every change starts with an individual, and you need to start with yourself. Using a green lifestyle and making small changes to help the environment has never been easier.

1958
Niger Delta Oil Pollution
An estimated nine to thirteen million barrels of oil are spilled in the Niger Delta.

1964
Brazil's Amazon Deforestation
More than four hundred million barrels of toxic oil waste are released into watersheds from oil operations in the Amazon rainforest.

1971
Nexus Amazon Deforestation
An estimated nine billion barrels of oil wastewater is released into Amazonian watersheds.

1972
Papua New Guinea Mine War
Papuanis allege large-scale environmental destruction from gradual mining conglomerate Rio Tinto's Panguna copper mine.

1975
Italy's Seveso Down Cloud
A down cloud from an accident at a chemical plant poisons at least two thousand people and causes eighty thousand animals to be slaughtered to keep the poison from entering the food chain.

1978
France's Amoco Cadiz Tanker Spill
An Amoco tanker spills an estimated two million barrels of oil off the coast of France, polluting approximately two hundred miles of coastline and harming wildlife.

1984
India's Bhopal Chemical Gas Leak
The leak of methyl isocyanate gas from a chemical plant operated by U.S. company Union Carbide in Bhopal, India, kills at least four thousand people, injures an estimated half million people, and leaves survivors with numerous health ailments, including blindness, chronic respiratory trouble, and birth defects.

2000
Romania's Cernavoda Spill
The Baia Mare gold mine in Romania spills more than thirty-four million gallons of cyanide into the Lupan, Somes, Tisza, and Danube Rivers.

2006
Italy Coast's Toxic Waste Dumping
Bath of water Targuira transports 400 tons of toxic waste consisting of plastic waste and petroleum residue, dumping it into the town's city's water system.

2010
Deepwater Oil Spill
An explosion on a BP oil rig in the Gulf of Mexico.

HUMAN IMPACT ON EARTH

Digging into the Data

There is little doubt that human activity has impacted the Earth. Data scientist Hanshan Ren and The Nature Conservancy's Global Development Risk assessment report about the extent of humanity's modification on terrestrial land ecosystems.

As it turns out, nearly 95% of the Earth's surface shows some form of human modification, with 85% bearing evidence of multiple forms of human impact. Only 5% of the world's lands are unaffected by humans.

With each encroachment upon habitat, the potential increases for humans to inadvertently upset the careful balance of ecosystem services that have nourished the processes of life on Earth. As we become more aware of the human impact on the planet, we can make smarter decisions about how our society and economies function—ultimately ensuring that all the same ecosystem services are there for future generations.

The infographic on the right shows how little untouched land is left. As a species that draws so much from our planet, it is time for us to try to repay it.

95%
of the Earth's surface shows some form of human modification.

85%
of the Earth's surface bears evidence of multiple forms of human impact.

5%
of the world's lands are unaffected by humans.

ANALYZE YOUR IMPACT APPS

These applications will help you assess your impact on the environment and what you can do to reduce it.

Dropcountr

Dropcountr enables you to conserve water by connecting you to your water utility company via your smartphone. Your water company can send you customized drought and water budget messages, or notify you of leaks. You can see how much water you use and compare your use to that of users like you.

LiveGreen

LiveGreen helps people keep track of their actual carbon footprint, learn simple steps they can take to reduce it, and easily offset what they can't reduce by supporting reforestation. This feature is to empower everyone to fight climate change.

The average American has a footprint of 20 tons CO2e, and in order to keep global average temperature rise to 1.5°C, we all need to cut our emissions down to 3 tons CO2e. As individuals and consumers, we have massive collective influence over companies and our governments to change their actions. In fact, consumer choices influence over 60% of global emissions.

EcoCRED

EcoCRED is a sustainability index that empowers people to do more for the planet. With this app, users can build eco-friendly habits, discover sustainable products, and read insightful articles about climate change. They also offer virtual, blockchain-based carbon offset on the EcoCRED app and website that help our community get closer to carbon-neutral life.

Individuals and companies are striving to become sustainable, and EcoCRED is here to make that journey easier. They have over 10,000 users in their community and together, they have reduced over 4,000,000 pounds of carbon emissions through their habits and offset.

Green Outlet

This app comes highly recommended by several review magazines like ecogadget.com, Freshbugger.com and DailyTech.com. Green Outlet was designed to allow users to determine which home appliances consume the most energy. It simply requires some personal data, and then the app will calculate an average monthly rate.

One neat feature is that the app also includes an alert to let users know if they are exceeding the recommended carbon usage (based on government regulations).

Meter Readings

This app makes it quick and easy to monitor home utility meters. Users can enter up to nine separate meters including electricity, gas, and solar. The app will also display usage and costs for the latest period and compare the results to the average consumption. It helps users to see changes over time, based on usage and costs per day, week, month, quarter or year. Users can also import and export readings as a CSV file.

TAKE THE INITIATIVE APPS

Every day you can take action to reduce your eco-footprint. These apps present a few small steps that can help you protect the natural world.

PaperKarma

The PaperKarma app helps you stop junk mail. Simply snap a picture of your unwanted mail and press "Unsubscribe" to remove yourself from one of our partner's marketing lists. In about 24 hours you'll receive a notification that you've been unsubscribed.

Each US household receives about 850 pieces of unwanted junk mail per year. In other words, for every mail you want, you receive about 20 unwanted ones. This adds up to more than 100 BILLION pieces of mail per year for the US. Moreover, 44% of these solicitations go into landfills, unopened.

Ecosia

Ecosia is a social business founded in 2015 after a fire burned the world's largest forest. Ecosia is a search engine based in Berlin, Germany. It donates 80% or more of its profits to nonprofit organizations that focus on reforestation. It chooses local, organic, and fair-trade products and claims to support full financial transparency and protect the privacy of its users.

GoodNotes

GoodNotes is a combination note-taking and PDF reader app. It's very easy to use and it's very good at what it does. GoodNotes covers all the basic note-taking with your keyboard or handwriting with Apple Pencil. The app transforms your hand-drawn notes into geometrically perfect ones. Its app suite of recognizing your handwriting when you go to send something to a friend.

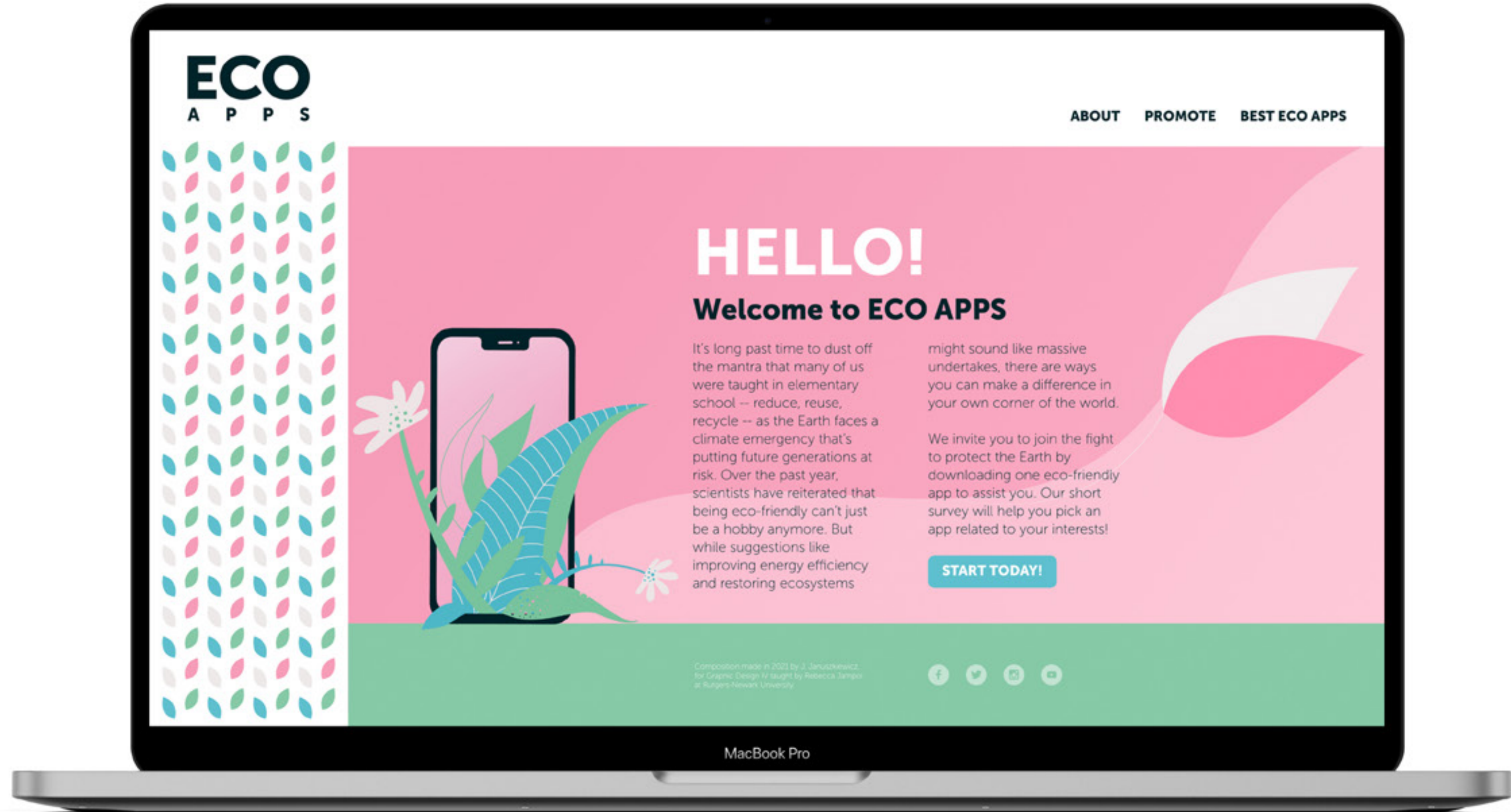
5 Calls

5 Calls is the most effective way to influence your representatives. 5 Calls does the research for each issue, determining out which representatives are most influential for which topic, collecting phone numbers for those offices and writing scripts that clearly articulate a progressive position. You just have to call.

If environmental issues are important to you, this app will make it significantly easier for you to get in touch with your representatives and act on them.

Forest

Forest is a popular productivity app that helps people beat their phone addiction and manage their time in an interesting and pleasant way. Users can earn credits by not using their cell phones and plant real trees around the world with the credits. With Forest, users can have a delightful experience to spend less time on their cell phones, focus on what's more important in their lives, and keep our environment green.



ECO
A P P S

ABOUT PROMOTE BEST ECO APPS

HELLO!

Welcome to ECO APPS

It's long past time to dust off the mantra that many of us were taught in elementary school -- reduce, reuse, recycle -- as the Earth faces a climate emergency that's putting future generations at risk. Over the past year, scientists have reiterated that being eco-friendly can't just be a hobby anymore. But while suggestions like improving energy efficiency and restoring ecosystems

might sound like massive undertakes, there are ways you can make a difference in your own corner of the world.

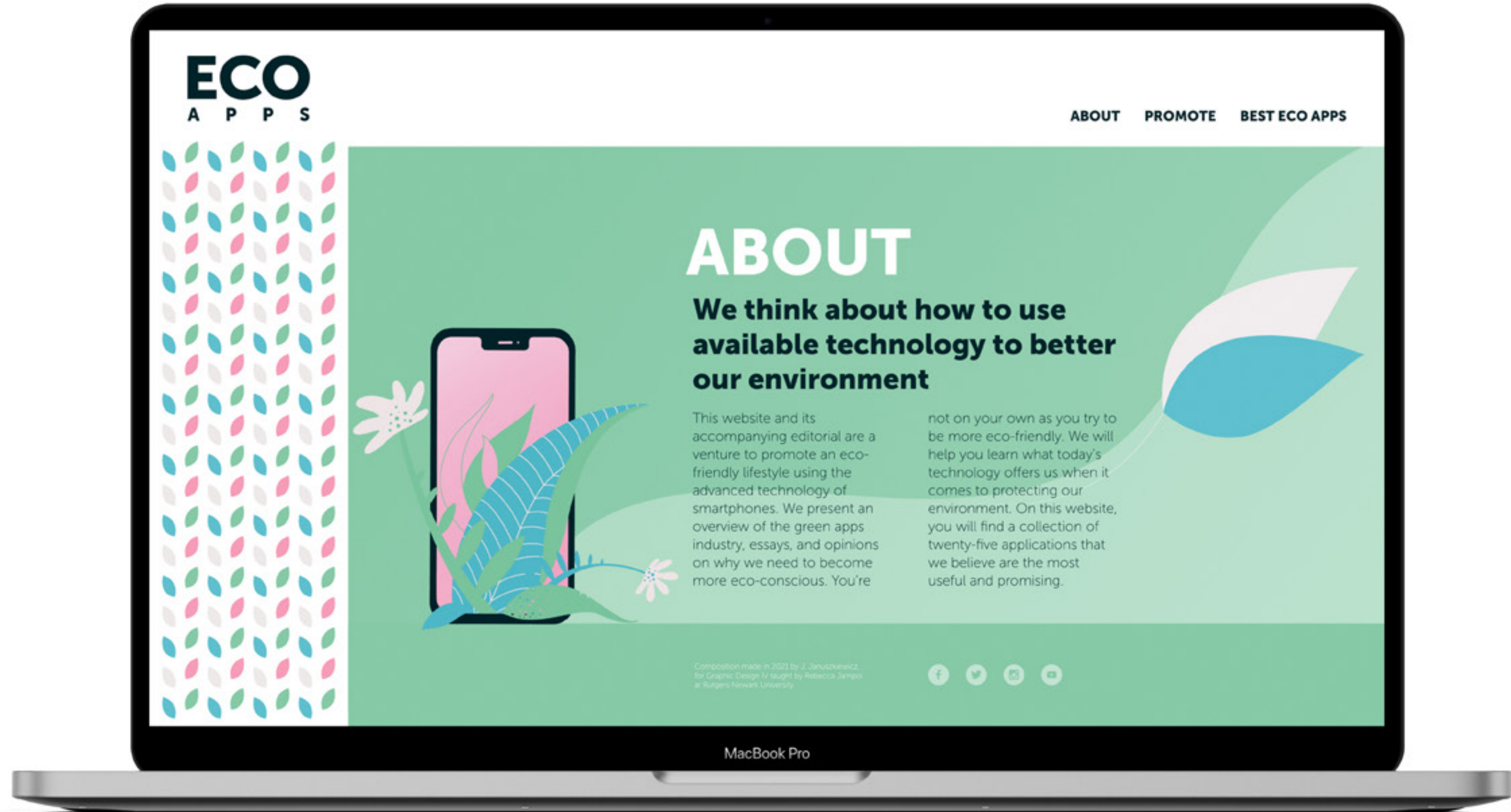
We invite you to join the fight to protect the Earth by downloading one eco-friendly app to assist you. Our short survey will help you pick an app related to your interests!

START TODAY!

Composition made in 2021 by J. Januszewicz for Graphic Design IV taught by Rebecca Tempel at Rutgers Newark University.



MacBook Pro



ECO
A P P S

ABOUT PROMOTE BEST ECO APPS

ABOUT

We think about how to use available technology to better our environment

This website and its accompanying editorial are a venture to promote an eco-friendly lifestyle using the advanced technology of smartphones. We present an overview of the green apps industry, essays, and opinions on why we need to become more eco-conscious. You're

not on your own as you try to be more eco-friendly. We will help you learn what today's technology offers us when it comes to protecting our environment. On this website, you will find a collection of twenty-five applications that we believe are the most useful and promising.

Composition made in 2021 by J. Januszewicz for Graphic Design IV taught by Rebecca Jemper at Rutgers Newark University.



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04.

BARTLEBY

2021 – WEB / DESIGN

Bartleby is a project where I explore the potential of storytelling in communication design. I was inspired by a short story by Herman Melville entitled Bartleby, the Scrivener: A Story of Wall Street, and by the poem The Song of Bartleby by Fred Hornaday, who retells the story's events in a lyrical form. This project consists of a poetry book and a website prototype.







Baribely

Book design and illustrations
by Joanna Januszewska

The Song of Baribely
by Fred Homaday

Based on Baribely, the Schreiner
by Herman Melville



A new office space is a building made of brick,
surrounding business and the government is built,
it goes to be a old structure for a high work,
the team here facing high space in the city of New York.



Collaring to reason with, opening expectations
But don't to open crown, search, a question
All is better than to choice, but have the not
Have had to see to not, to way of the created
Then feeling to to not, the longness in of
A good and lesson, never ends, the undisturbed rest





BARTLEBY



HERMAN MELVILLE'S

BARTLEBY

THE SCRIVENER

A STORY OF WALL STREET



A short story by one of the most important and widely read American writers of the nineteenth century described often as the masterpiece of the short fiction genre was not a great success at the time of publication. Now, it is among the most noted of American literature. It has been considered a precursor of absurdist literature, and numerous critical essays have been published about the story.



MacBook Pro

01.

STORY

PLOT

The narrator is an unnamed elderly lawyer who works with legal documents and has an office on Wall Street. He already employs two scribes, Turkey and Nippers, to copy legal documents by hand, but an increase in business leads him to advertise for a third. He hires the forlorn-looking Bartleby in the hope that his calmness will soothe the other two, each of whom displays an irascible temperament during an opposite half of the day. An office boy nicknamed Ginger Nut completes the staff.

At first, Bartleby produces a large volume of high-quality work, but one day, when asked to help proofread a document, Bartleby answers with what soon becomes his perpetual response to every request: "I would prefer not to." To the dismay of the narrator and the irritation of the other employees, Bartleby begins to perform fewer and fewer tasks and eventually none. He instead spends long periods of time staring out one of the office's windows at a brick wall.

The narrator makes several attempts to reason with Bartleby or to learn something about him, but never has any success. When the narrator stops by the office one Sunday morning, he discovers that Bartleby is living there. He is saddened by the thought of the life the young man must lead.

Tension builds as business associates wonder why Bartleby is always present in the office, yet does not appear to do any work. Sensing the threat to his reputation, but emotionally unable to evict Bartleby, the narrator moves his business to a different building. The new tenant of his old office comes to ask for help in removing Bartleby, and the narrator tells the man that he is not responsible for his former employee. A week or so after this, several other tenants of the narrator's former office building come to him with their landlord because Bartleby is still making a nuisance of himself, even though he has been put out of the office, he sits on the building stairs all day and sleeps in its doorway at night. The narrator agrees to visit Bartleby and attempts to reason with him. He suggests several jobs that Bartleby might try and even invites Bartleby to live with him until they figure out a better solution. Bartleby replies that he would "prefer not to make any change", and declines the offer. The narrator leaves the building.

He also f...
several d...
by the lar...
narrator r...
landlord...
officers h...
imprison...
He goes...
and bribe...
gets enou...
few days...
discovers...
preferred...

Months la...
that Bartle...
letter offic...
have affe...
narrator s...

A short story by one of the most important and widely read American writers of the nineteenth century described often as the masterpiece of the short fiction genre was not a great success at the time of publication. Now, it is among the most noted of American literature. It has been considered a precursor of absurdist literature, and numerous critical essays have been published about the story.

SCROLL

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prefer not to. I would
not to. I would prefer
not to. I would
not to. I would
I would
prefer
to
prefer
prefer
prefer
would
not to
could
would
I'd prefer

WHO WAS HERMAN MELVILLE?

Herman Melville was born in New York City in 1819. He worked as a crew member on several vessels beginning in 1839, his experiences spawning his successful early novels *Typee* (1846) and *Omoo* (1847). Subsequent books, including his masterpiece *Moby-Dick* (1851), sold poorly, and by the 1860s Melville had turned to poetry. Following his death in New York City in 1891, he posthumously came to be regarded as one of the great American writers.

Melville was born into a wealthy family descended from the Scottish and Dutch settlers of New York. His ancestors played significant roles in the American Revolution and the developing country's subsequent commercial and political life. However, when Melville was eleven, his family's import business collapsed. Two years later, his father died, leaving his family in desperate straits. His older brother tried to save the company, but not five years later, he declared bankruptcy. As a young man entering adulthood, Melville constantly struggled with financial uncertainty and lack of security. The author strived to find a stable livelihood, but after many setbacks, he was compelled to start the hard life of a sailor to survive.

LEFT
Herman Melville (2021)
Drawing by J. Januszkiewicz

1919
-
1991

02. AUTHOR

MacBook Pro

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YNESIAN LIFE.

RESIDENCE

E MARQUESAS

OCCUPATION OF TAHITI AND
Y OF THE SANDWICH
AND PAULET.

MELVILLE.

L

ORK:

PUTNAM.

ON:

EMARLE STREET

UNRECOGNIZED GENIUS

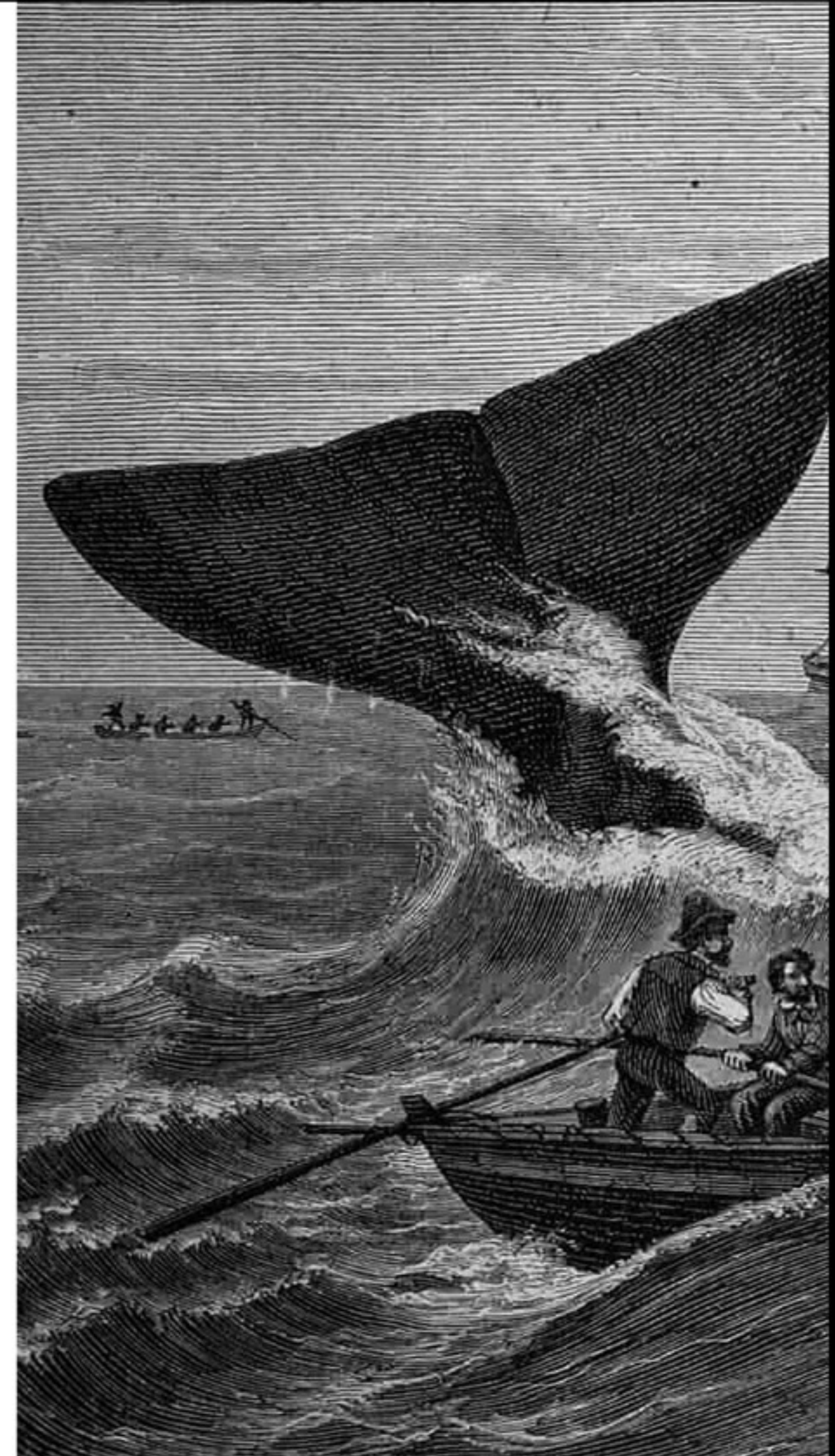
The public loved Melville's adventurous publications. His books made him notorious as the man who lived among the cannibals. However, Melville disdained being known as the author of *Typee* and *Omoo*. He had greater ambitions. His third book was to be different. But when it appeared, the public and critics found its wild, allegorical fantasy and medley of styles incomprehensible. It began as another Polynesian adventure but quickly set its hero in pursuit of the mysterious Yillah, a symbolic quest that ends in anguish and disaster. Concealing his disappointment at the book's reception, Melville quickly wrote *Redburn: His First Voyage* (1849). When the book was praised by critics, Melville wrote in his journal,

**I, THE AUTHOR, KNOW [IT] TO BE
TRASH, & WROTE IT TO BUY
SOME TOBACCO WITH.**

He later complained:

**WHAT I FEEL MOST MOVED TO
WRITE, THAT IS BANNED
—IT WILL NOT PAY.
YET, ALTOGETHER, WRITE THE
OTHER WAY I CANNOT. SO THE
PRODUCT IS A FINAL HASH, AND
ALL MY BOOKS ARE BOTCHES.**

”



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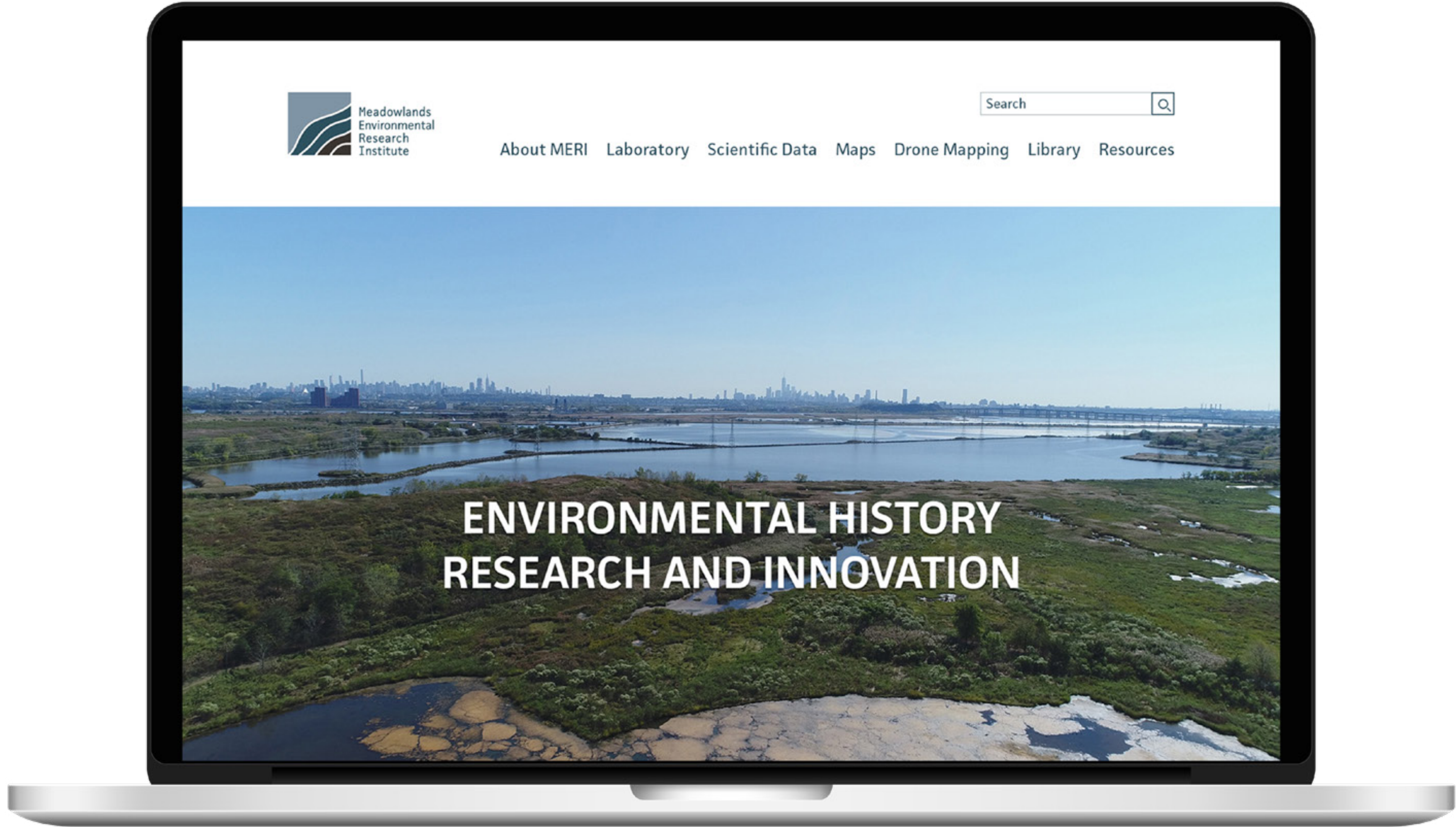
05.

MERI

2021 – WEB / IDENTITY / DESIGN

This project results from a partnership between Meadowlands Environmental Research Institute and the Visual Means at Express Newark - a student/faculty design studio. The commission was to develop a new brand identity system for MERI. As a design collaborator, I created a set of icons for digital and social media use and redesigned MERI's website.





Our mission is to generate the knowledge and predictive understanding necessary to sustain and conserve the Hackensack Meadowlands Estuary and through scientific endeavor foster the next generation of earth and environmental scientists.



OUR PROJECTS



CURRENT EVENTS 2021



SPATIAL DATA



RESEARCH & PUBLICATION



MERI WATER LEVEL ALERTS

WHAT WE DO

TRAIN

Train environmental scientists by addressing the environmental problems

DEVELOP

Apply and develop new technologies to address the legacy of environmental

PROMOTE

Promote regional gathering and sharing of planning and environmental information

PHOTO OF THE DAY



NEWS

[NEW 2019 MUNICIPAL MAP APPLICATION](#)

[CHECK OUT THE MEADOWLANDS BLOG](#)

UPDATED 2018 DISSOLVED OXYGEN TRENDS

Analyses conducted in the Meadowlands Environmental Research Institute laboratory are certified by the state of New Jersey. They provide a general assessment of overall water quality in the Meadowlands, identify any large-scale, long-term trends in water quality, and detect any acute water quality problems.

[View more](#)

MERI WEATHER

Latest National Weather Service Forecast from our station at Lyndhurst.

[View more](#)

One DeKorte Park Plaza
Lyndhurst, New Jersey 07071
Main Number: 201-460-1700
Fax: 201-460-1722

MERI

[Twitter](#), [Youtube](#) & [Instagram](#)

NJ Sports & Exposition Authority

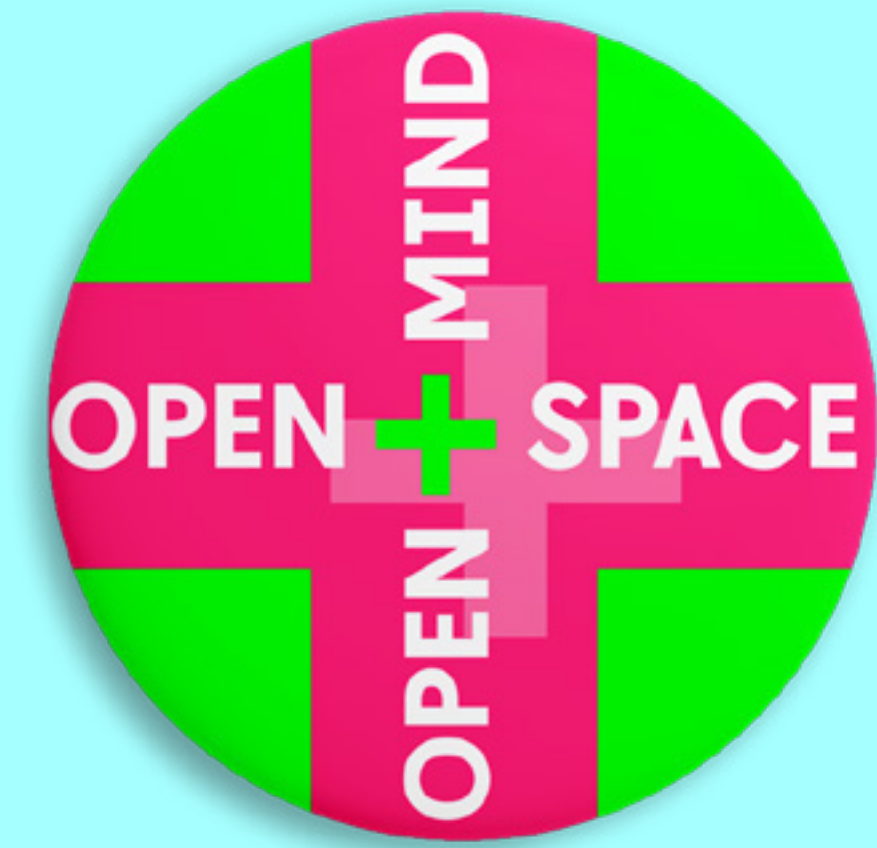
All content © 1998-2021 MERI : Meadowlands Environmental Research Institute
Site Design: Brian Kennedy

06.

POP+
SCI+
CON

2021 – IDENTITY / DESIGN / STATIONERY

This project is a convention for the science world enthusiasts and those unfamiliar with the newest scientific reports. It combines accessible knowledge about popular science with an entertaining convention format.







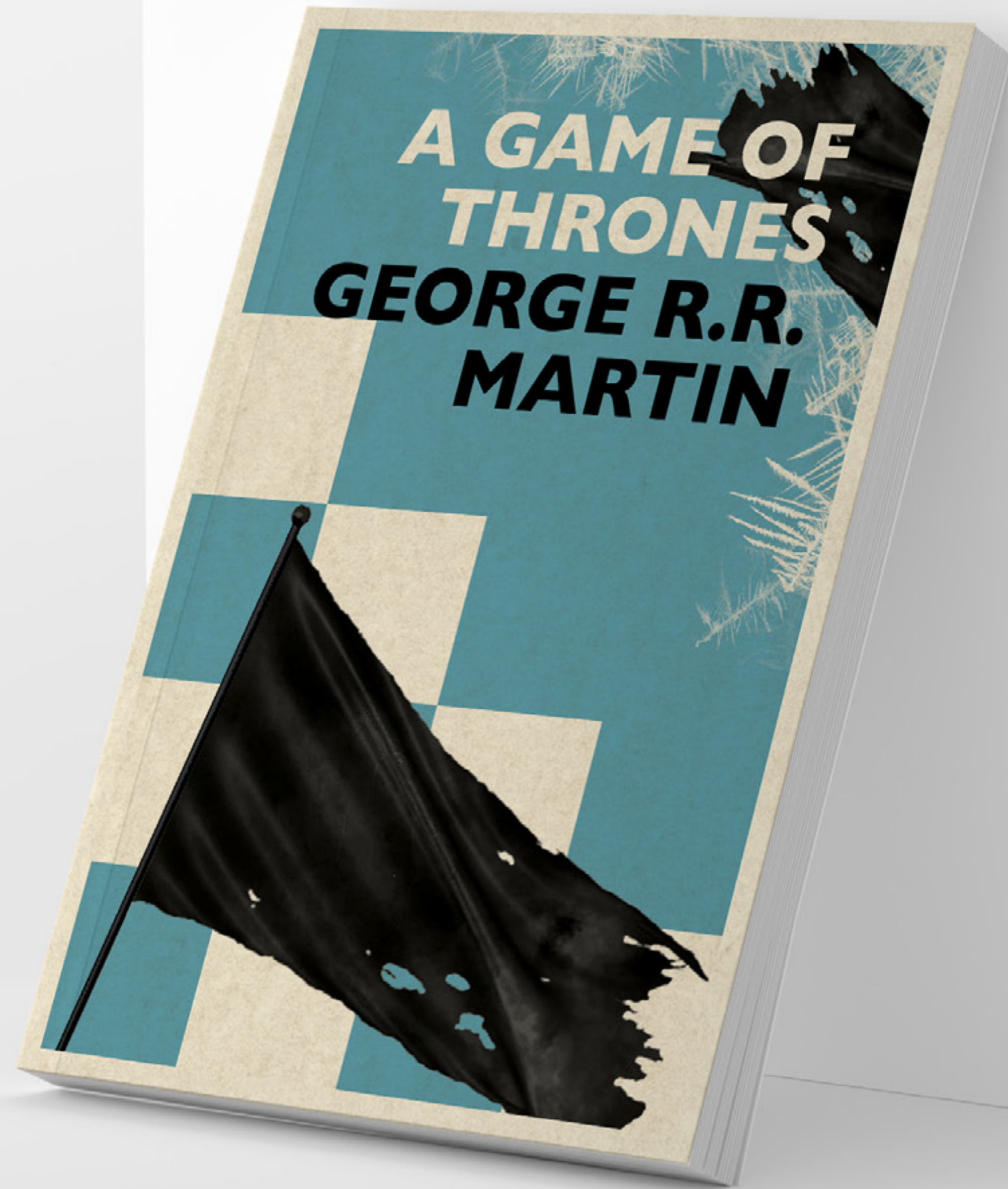
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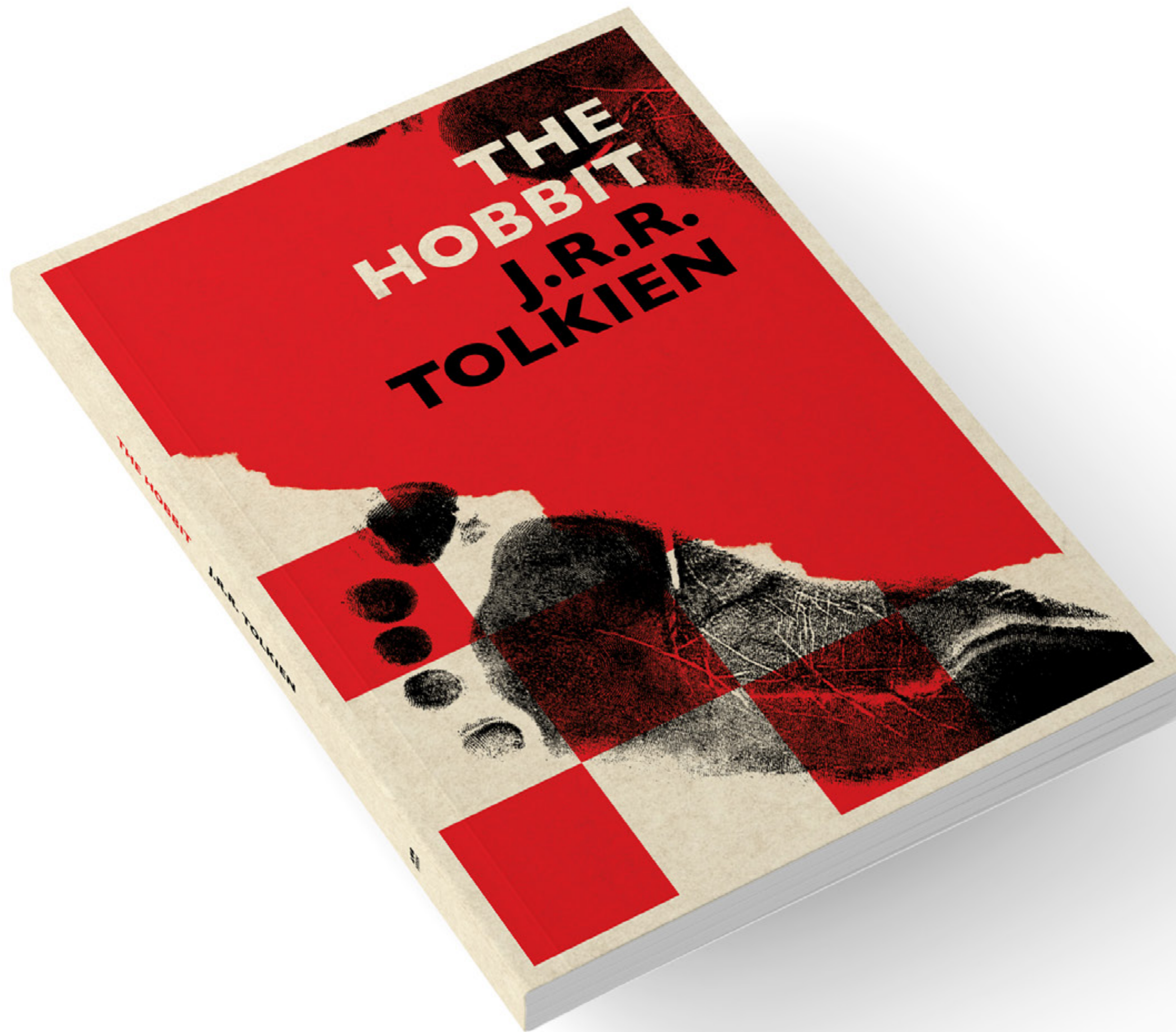
BOOK COVER SERIES

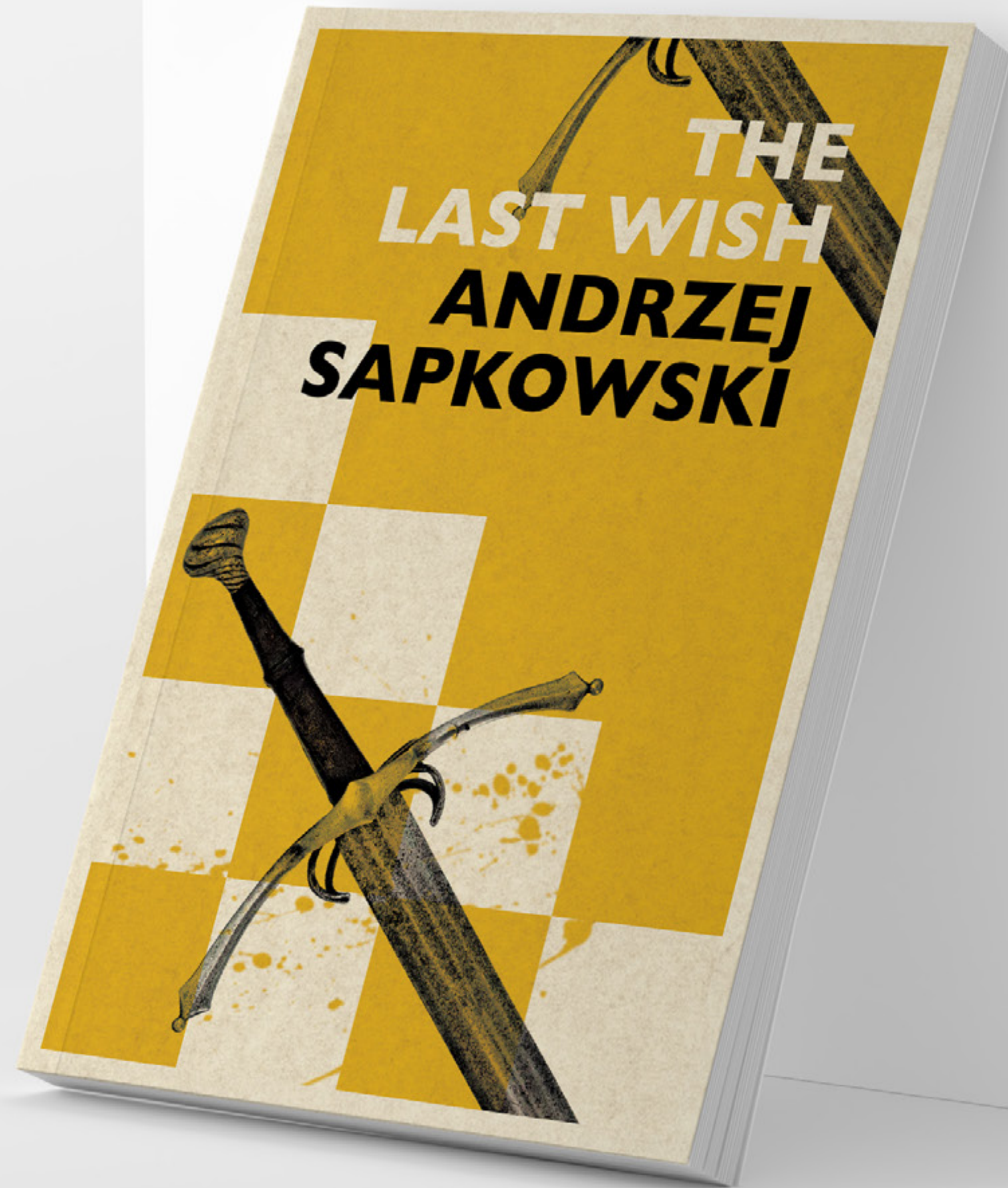
2021 – DESIGN

This project is a series of three book covers, including *The Hobbit* by J. R. R. Tolkien, *The Last Wish* by Andrzej Sapkowski, and *A Game of Thrones* by George R. R. Martin. The idea behind the visual language is based on the competition that is a crucial part of each of those books.











"Winter Is Coming" is the Stark, one of the Great Westeros. The meaning words is one of warning vigilance...

Here is the first volume in George R.R. Martin's epic cycle of novels that includes A Song of Ice and Fire. This series of modern fantasy, bringing offer. Magic, mystery, intrigue, pages and transport us to a new world. Already hailed as a stunning series is destined to achieve the heights of imagination.

"The major fantasy of the century."
—Denver Post

"We have been invited to a new world, one that has been unveiled for us in an introduction."
—Chicago Sun-Times

Geralt the Witcher - revered and holds the line against the monsters plaguing humanity in this collection of adventures in the NYT bestseller that inspired the blockbuster

Geralt is a Witcher, a man whose magic is the result of long training and a mysterious elixir, he is a fighter and a merciless assassin. Yet he is a man whose targets are the multifarious monsters that ravage the land and attack the innocent.

But not everything monstrous—because in every fairy tale, fair is good...and in every fairy tale, there is a hero.

Andrzej Sapkowski, winner of the Polish Achievement award, started his Witcher series. The Last Wish is a perfect introduction to the world.

"This is a series you can't put down."
—BuzzFeed News


Houghton
Mifflin
Harcourt

A great modern classic and the prelude to The Lord of the Rings

Bilbo Baggins is a hobbit who enjoys a comfortable, unambitious life, rarely traveling any farther than his pantry or cellar. But his contentment is disturbed when the wizard Gandalf and a company of dwarves arrive on his doorstep one day to whisk him away on an adventure. They have launched a plot to raid the treasure hoard guarded by Smaug the Magnificent, a large and very dangerous dragon. Bilbo reluctantly joins their quest, unaware that on his journey to the Lonely Mountain he will encounter both a magic ring and a frightening creature known as Gollum.

"A glorious account of a magnificent adventure, filled with suspense and seasoned with a quiet humor that is irresistible... All those, young or old, who love a fine adventurous tale, beautifully told, will take The Hobbit to their hearts."
—New York Times Book Review

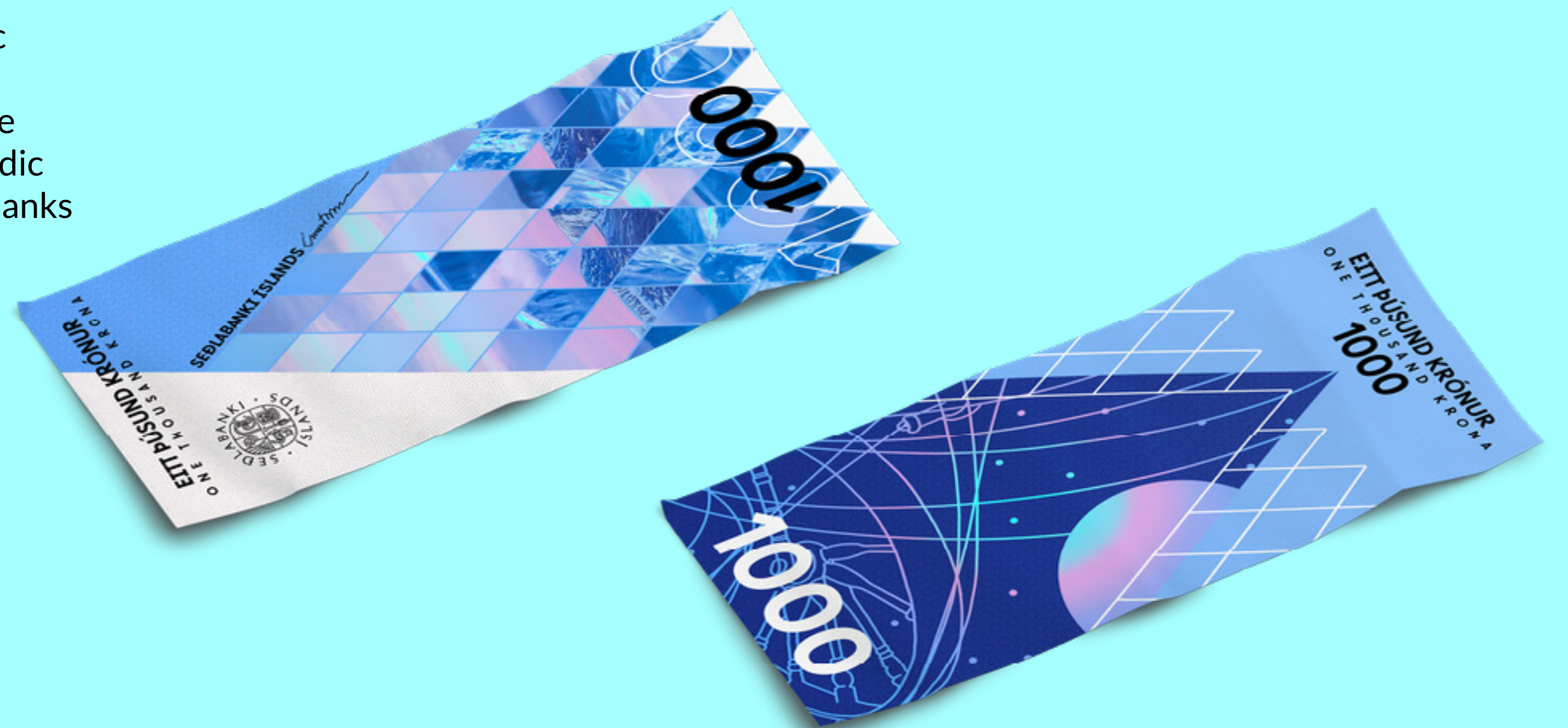


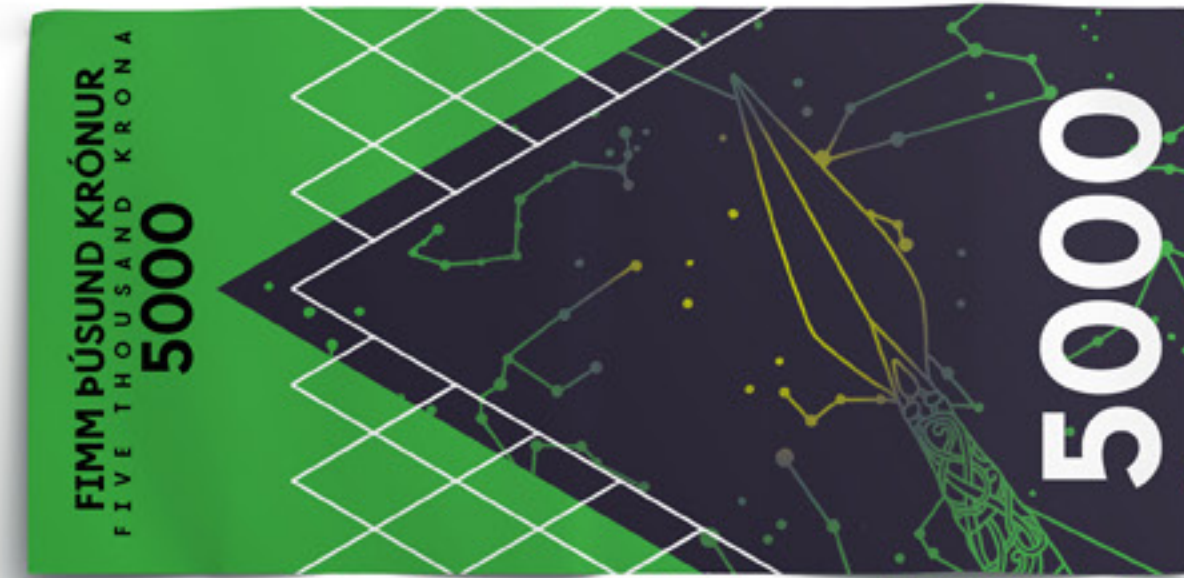
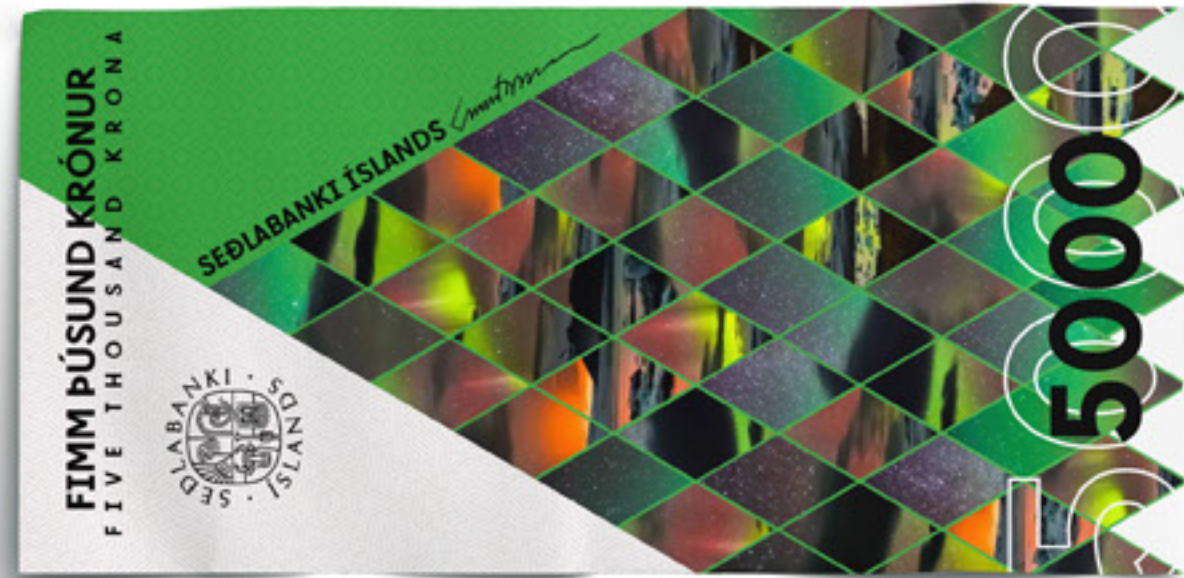
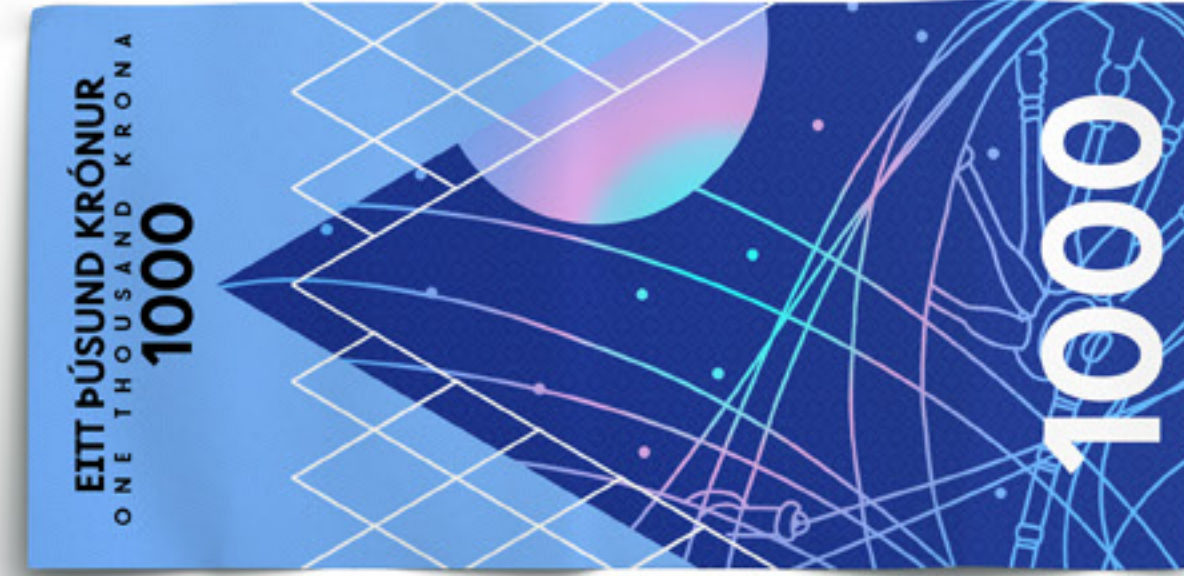
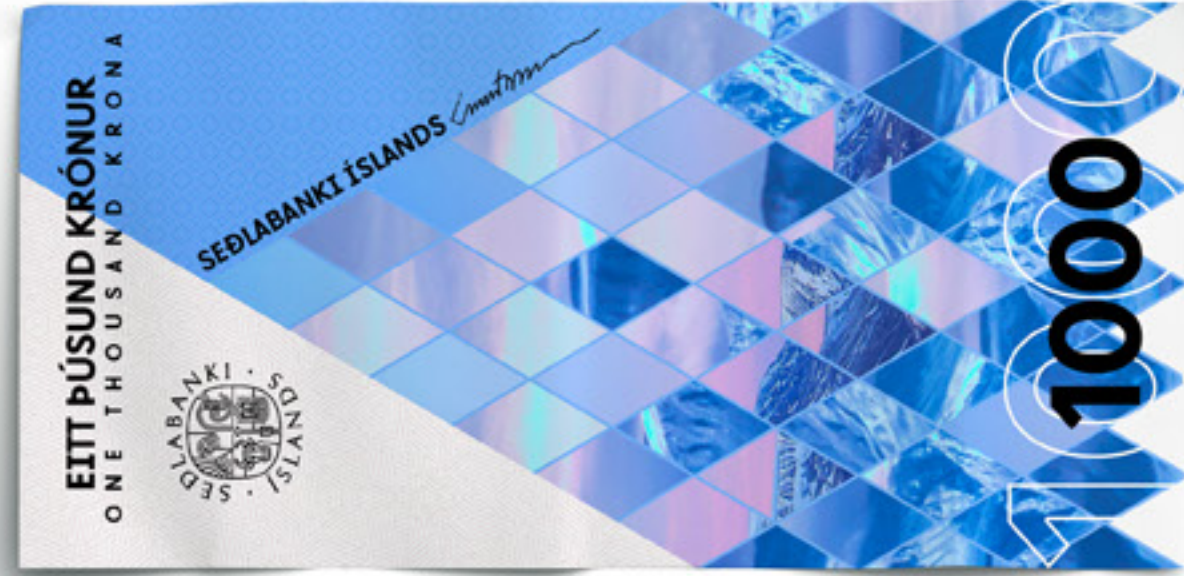
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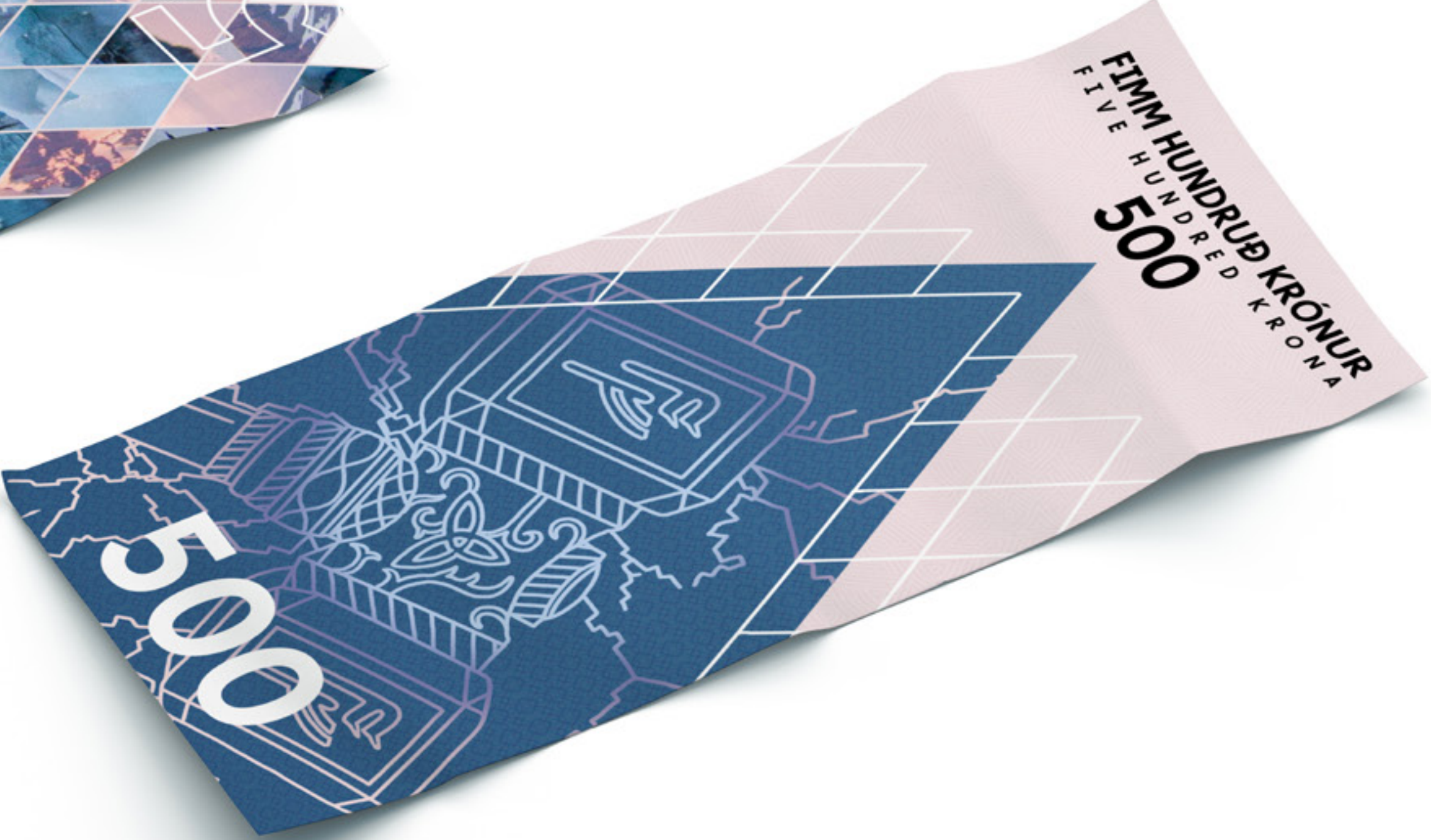
ICELANDIC KRÓNA REDESIGN

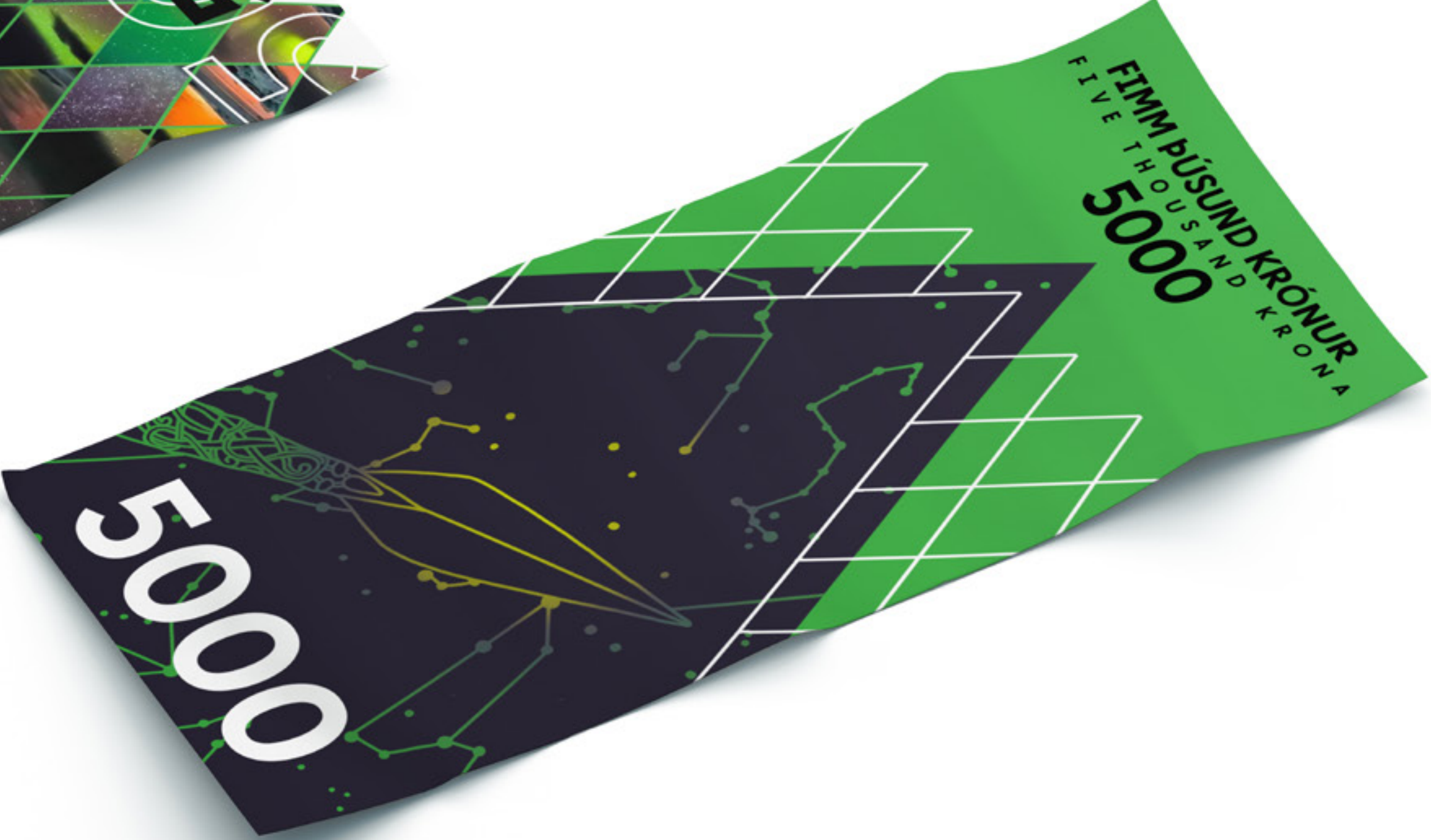
2021 – DESIGN

This project is a banknote series for Icelandic currency, Icelandic crown. The series' visual language is based on the country's impressive natural landscapes and the mythology of nordic countries that survived to our days mainly thanks to literary sources preserved in Iceland.









thank

you!

full portfolio of work available at joeygraphic.design