

**LIAM
GUNNING**

Spring 2025

Portfolio

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LIAM GUNNING

Designer Statement

I create **SOLUTIONS**, not **EXCUSES**.

Born and raised in New Jersey, I am always surrounded by lively, hard working people and cultures that have shaped my creative mindset, work ethic, and dedication to my craft.

As a designer, I strive to blend my expertise in illustration with graphic design to create dynamic and empowering work. I value accountability, order, and creative originality. My work is meticulous, engaging, and entertainment focused. I believe that any message is communicated best when presented in a memorable and uplifting way.

With extensive experience in Adobe applications, various digital illustration programs, and years of online store ownership under my belt, I am ready to take on any creative challenge. Time to lock in!



MANUP

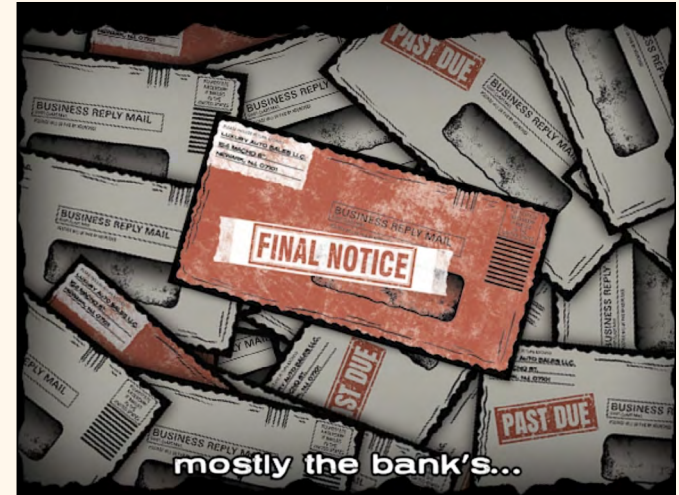
MASCULINITY REDEFINED

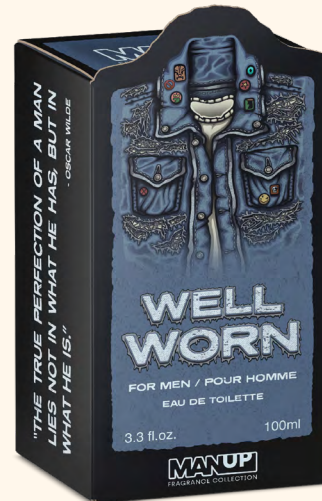
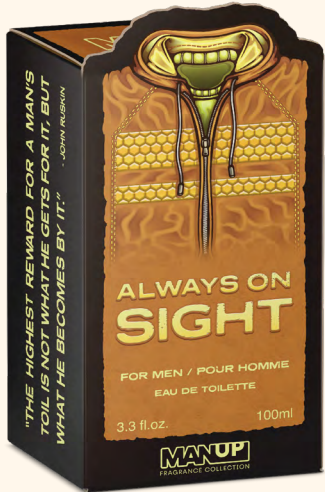
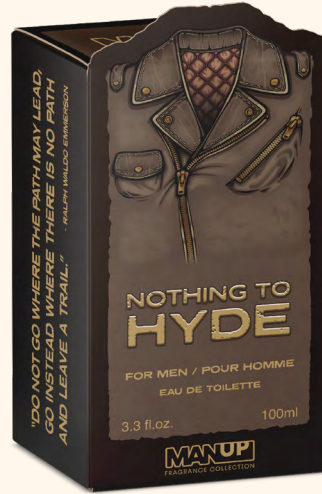
Exhibition Design

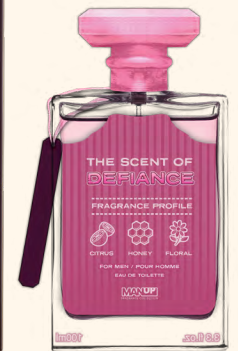
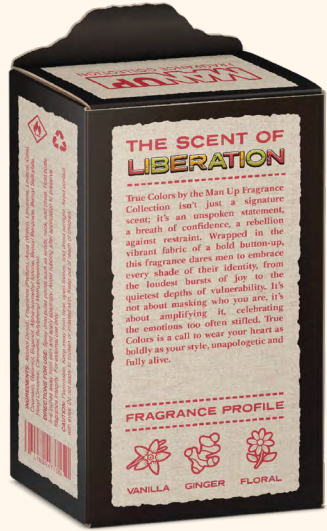
MAN UP

Man Up is a graphic design exhibition campaign that explores how advertising shapes American masculinity. By examining commercial messaging, the campaign reveals how ads exploit male vulnerability, ambition, and insecurity. Through impactful video design, packaging, and retro-inspired ads, Man Up uncovers how marketing reinforces societal pressures while offering men a sense of identity and belonging. The exhibition highlights shared desires for validation, strength, and self-worth across both traditionalist and progressive ideals, advocating for a more inclusive, self-defined vision of manhood.












BOTTLE IT UP! MAN UP
MASCULINITY REDEFINED

Masculinity comes with a lot of ingredients, some we embrace, some we bottle up. Now it's your turn to take control.

- 1 Walk through the ads and take them in. What emotions do they bring up for you?
- 2 Grab some emotion stickers from the rolls, then pick the ones that match how you feel.
- 3 Got a feeling that's missing? Use a blank sticker to add your own emotion!
- 4 Place your stickers on any (or all) of the advertisement boards that speak to you.

No right or wrong answers, open to everyone, just real feelings. What's in your bottle?



The image shows a hand placing a sticker on a bottle-shaped board. The board has a label that says "I FEEL...". The sticker has the word "Frenzied" written on it. There are several other stickers with different emotions: "Confused", "Anxious", "Calm", "Happy", "Sad", "Angry", "Tired", "Excited", "Nervous", "Relaxed", "Stressed", "Lonely", "Lonely", "Lonely", "Lonely".









HYPNOSIS

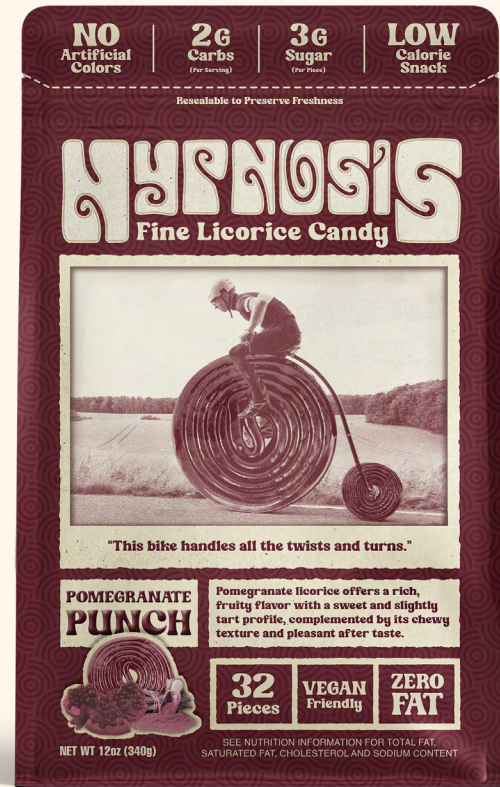
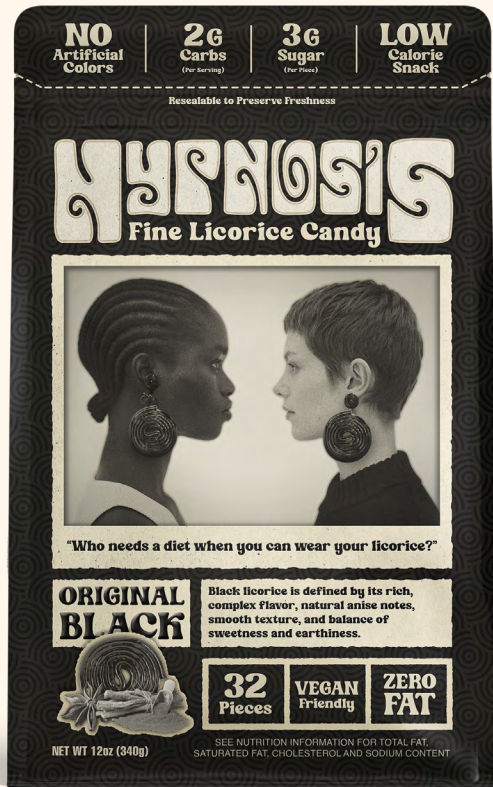
Fine Licorice Candy

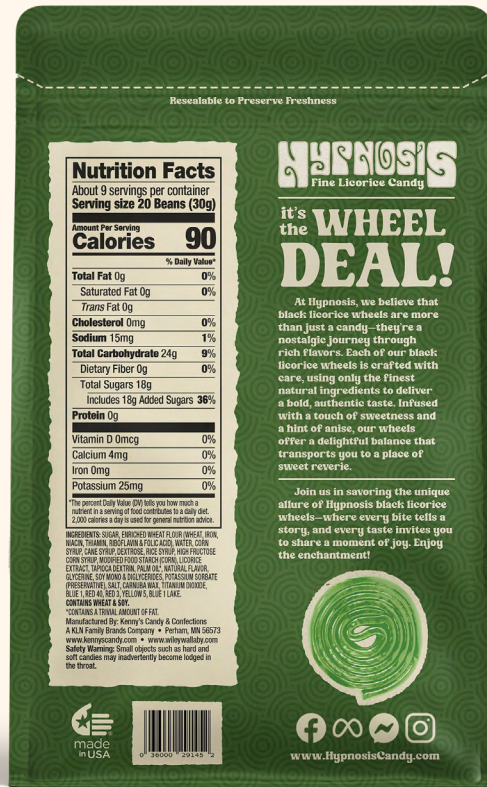
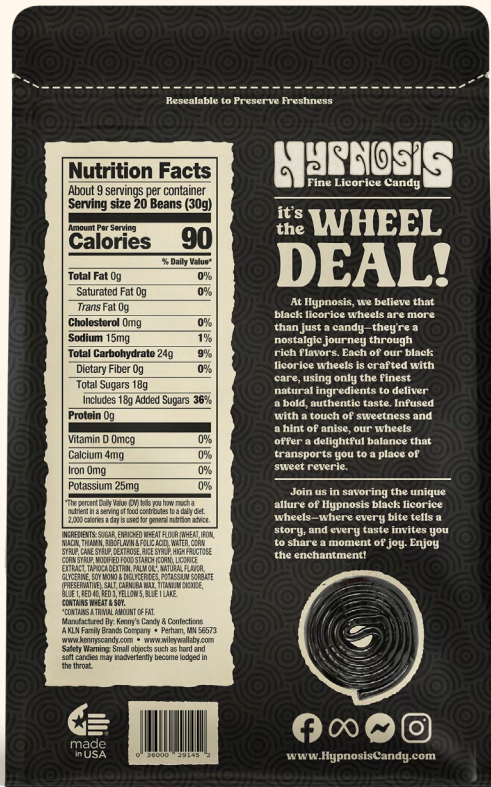


Branding & Packaging

HYPNOSIS

HYPNOSIS Licorice Candy is a quirky yet refined candy brand with a focus on old world charm and photographic humor. These candy packages utilize subtle texture, edited surrealist photography, and bold typography to create a fun, yet distinguished brand identity that stands apart from the competition.





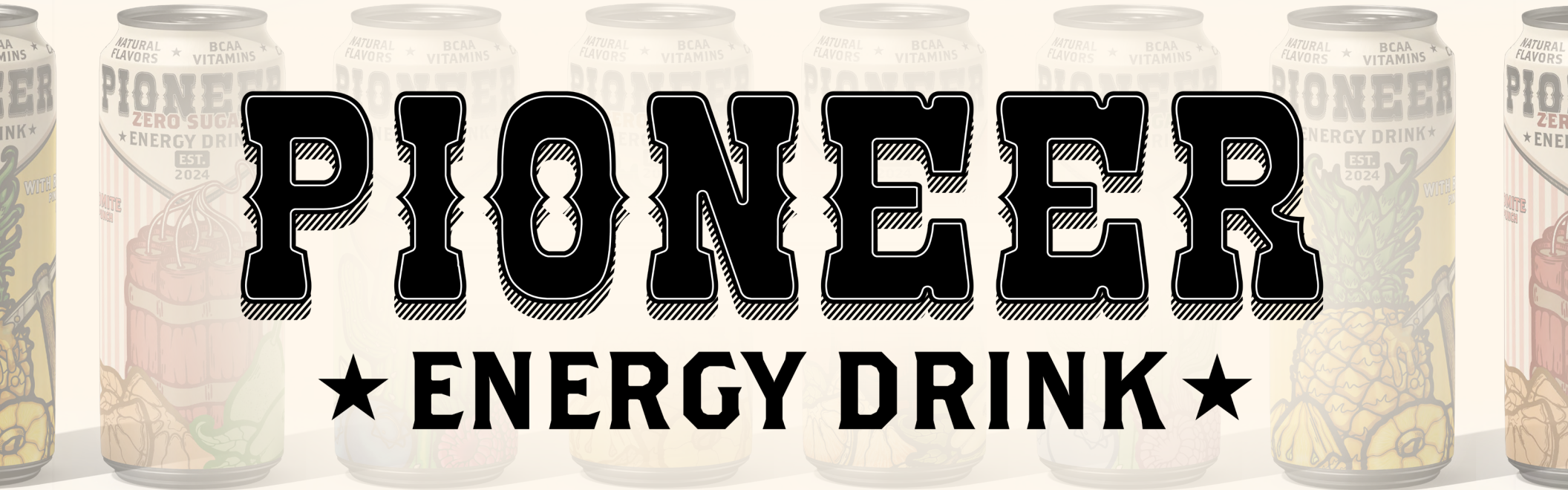






PIONEER

★ ENERGY DRINK ★



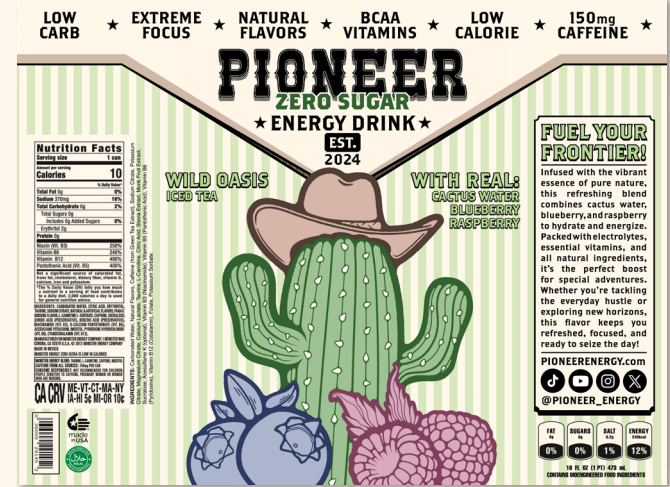
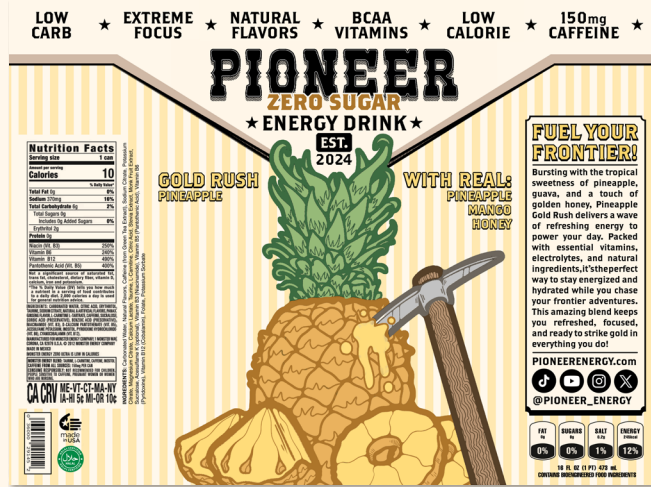
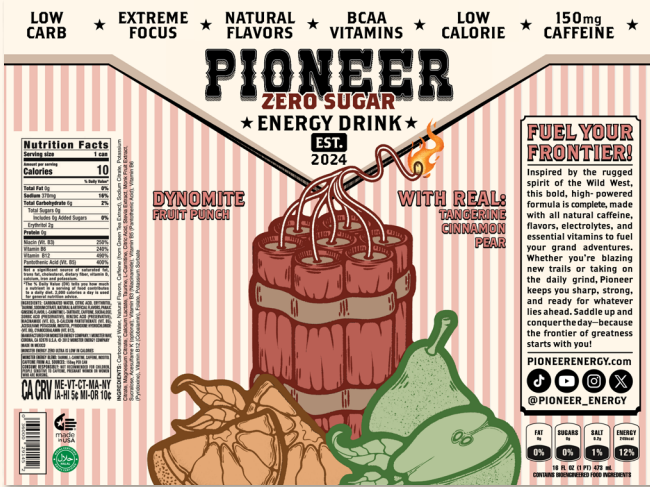
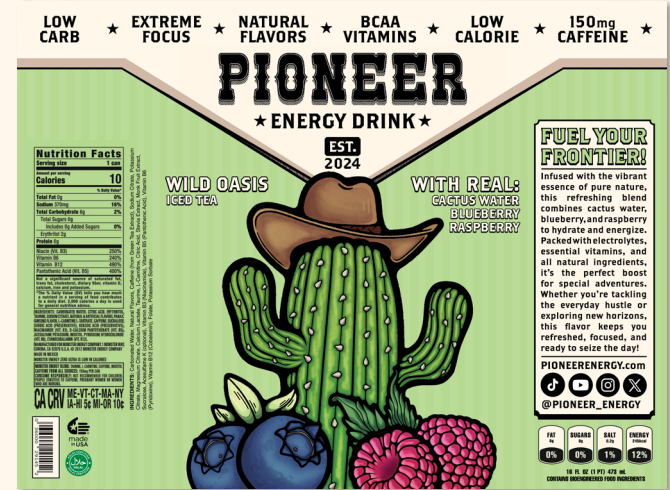
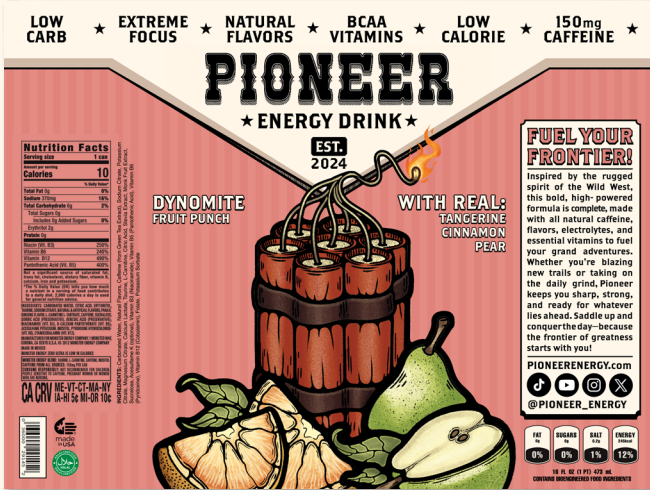
Branding & Packaging

PIONEER

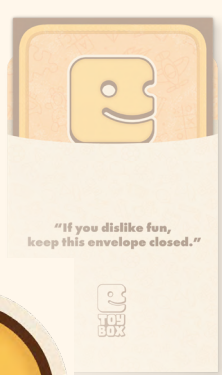
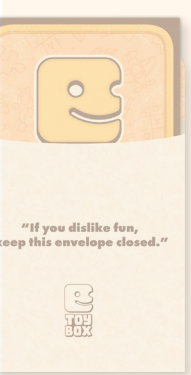
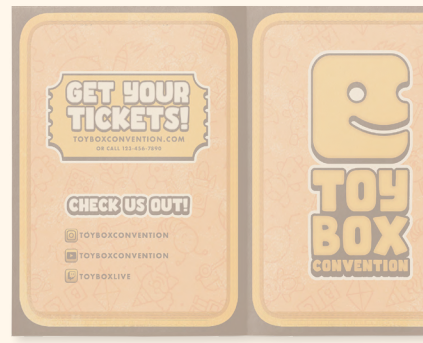
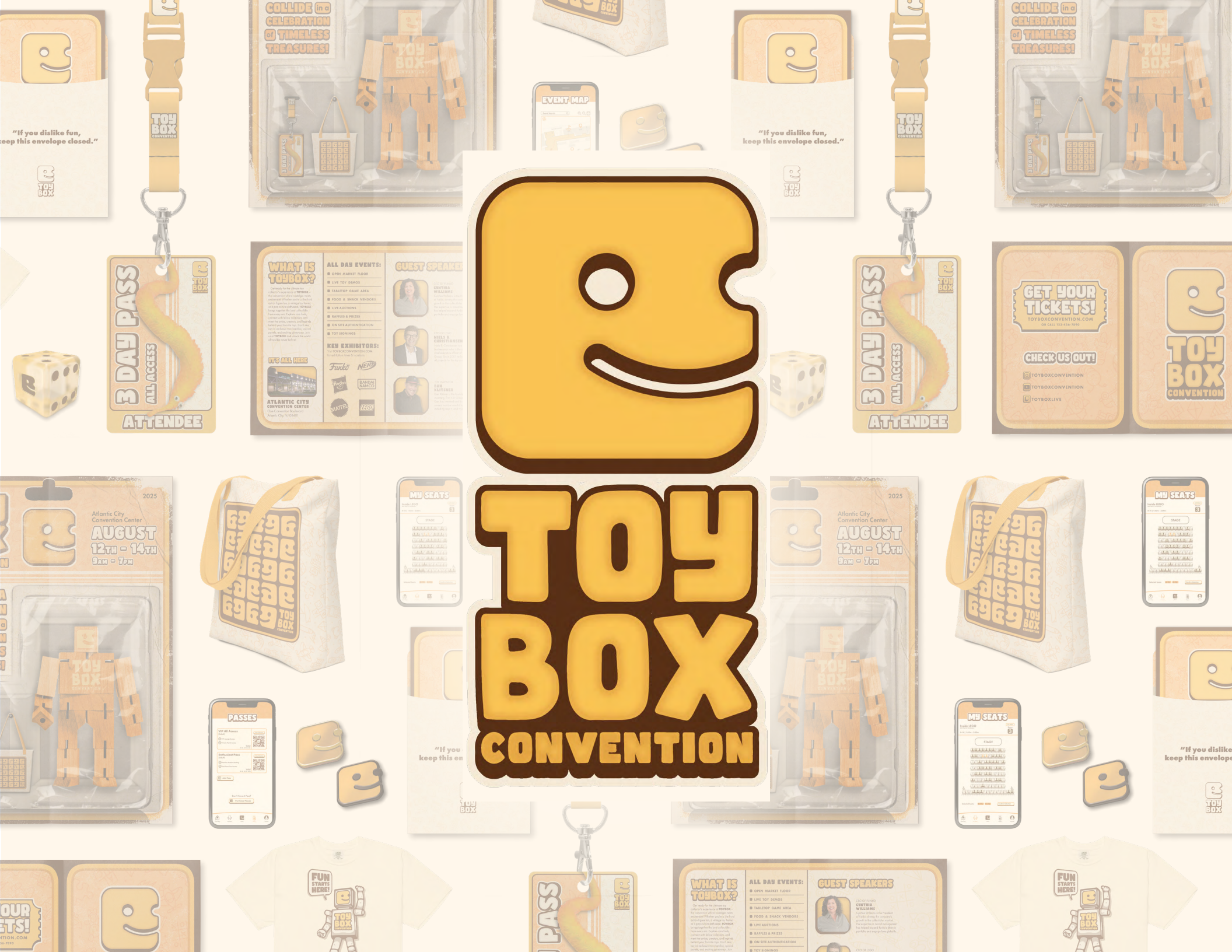
PIONEER is an illustrative, wild west inspired energy drink brand with a focus on representing unique fruit flavors in eye-catching ways. The brand's illustrations and visual language project a high intensity theme that attracts all people with a thirst for adventure.











Event Branding

TOYBOX CONVENTION

TOYBOX is a New Jersey based, retro inspired toy and collectibles convention that focuses on the largest toy brands and innovators. Its bold and playful type, lively color palette, and imagery reminiscent of what toy collectors seek out make for an established yet playfully inviting experience.



WHAT IS TOYBOX?

Get ready for the ultimate toy collector's experience at **TOYBOX**... the convention where nostalgia meets excitement! Whether you're a die-hard action figure fan, a vintage toy lover, or a pop culture enthusiast, **TOYBOX** brings together the best collectibles from every era. Explore rare finds, connect with fellow collectors, and meet the artists, creators, and legends behind your favorite toys. Don't miss out on exclusive merchandise, special panels, and exciting giveaways. Join us at **TOYBOX** and unlock the world of toys like never before!

ALL DAY EVENTS:

- OPEN MARKET FLOOR
- LIVE TOY DEMOS
- TABLETOP GAME AREA
- FOOD & SNACK VENDORS
- LIVE AUCTIONS
- RAFFLES & PRIZES
- ON SITE AUTHENTICATION
- TOY SIGNINGS

KEY EXHIBITORS:
Visit TOYBOXCONVENTION.COM for exhibition times & locations.

IT'S ALL HERE

Atlantic City Convention Center
One Convention Boulevard
Atlantic City, NJ 08401

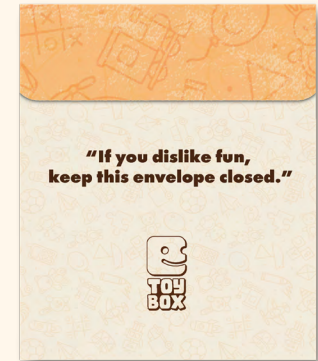
GUEST SPEAKERS

CYNTHIA WILLIAMS
CEO OF FUNKO
Cynthia Williams is the President of Funko, driving the company's growth in the collectibles market. Her expertise in brand management has helped expand Funko's diverse portfolio and engage fans globally.

NIELS B. CHRISTIANSEN
CEO of LEGO
Niels B. Christensen is a Danish businessman who is the current chief executive officer of the LEGO Group. Since 2017, he has directed all projects for the toy company.

DAN KLITSNER
TOY INVENTOR
Dan Klitsner is the founder of toy inventing firm KD Group LLC. Dan has invented and licensed several notable one-of-a-kind toys, including Bop It, and Hyper Dash.

Funko **NERF**
Hasbro **BANDAI NAMCO**
MATTEL **LEGO**

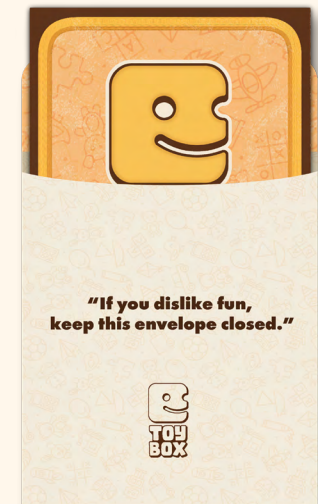


GET YOUR TICKETS!
TOYBOXCONVENTION.COM
OR CALL 123-456-7890

CHECK US OUT!

- TOYBOXCONVENTION
- TOYBOXCONVENTION
- TOYBOXLIVE

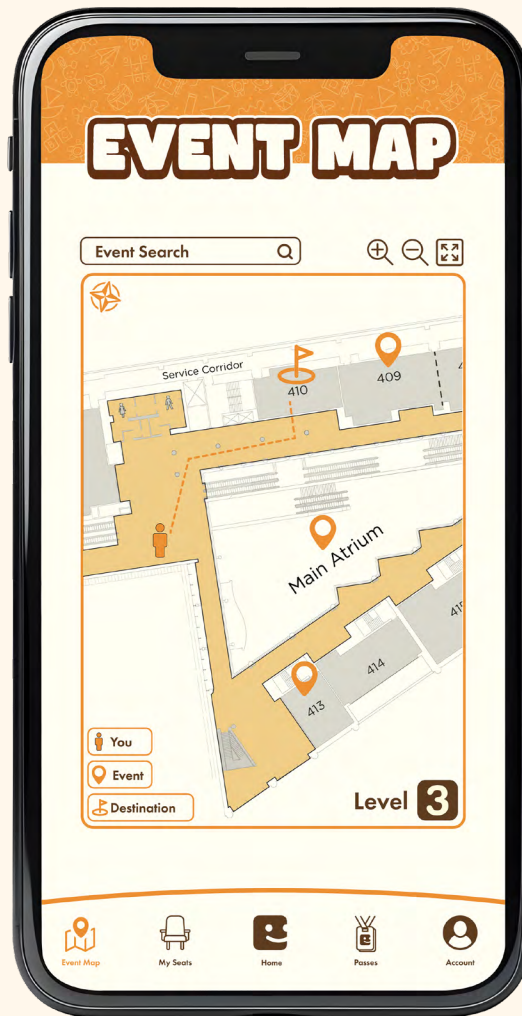
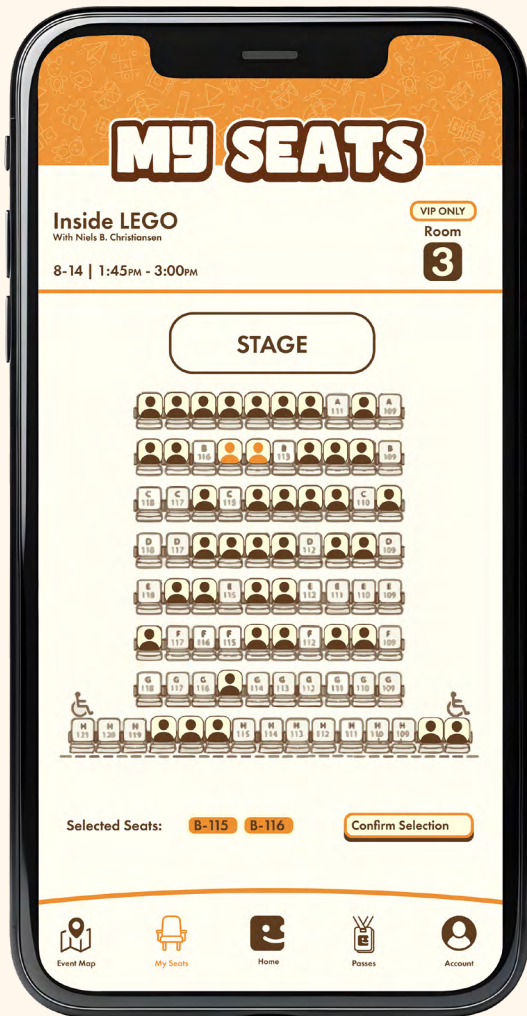
TOY BOX CONVENTION

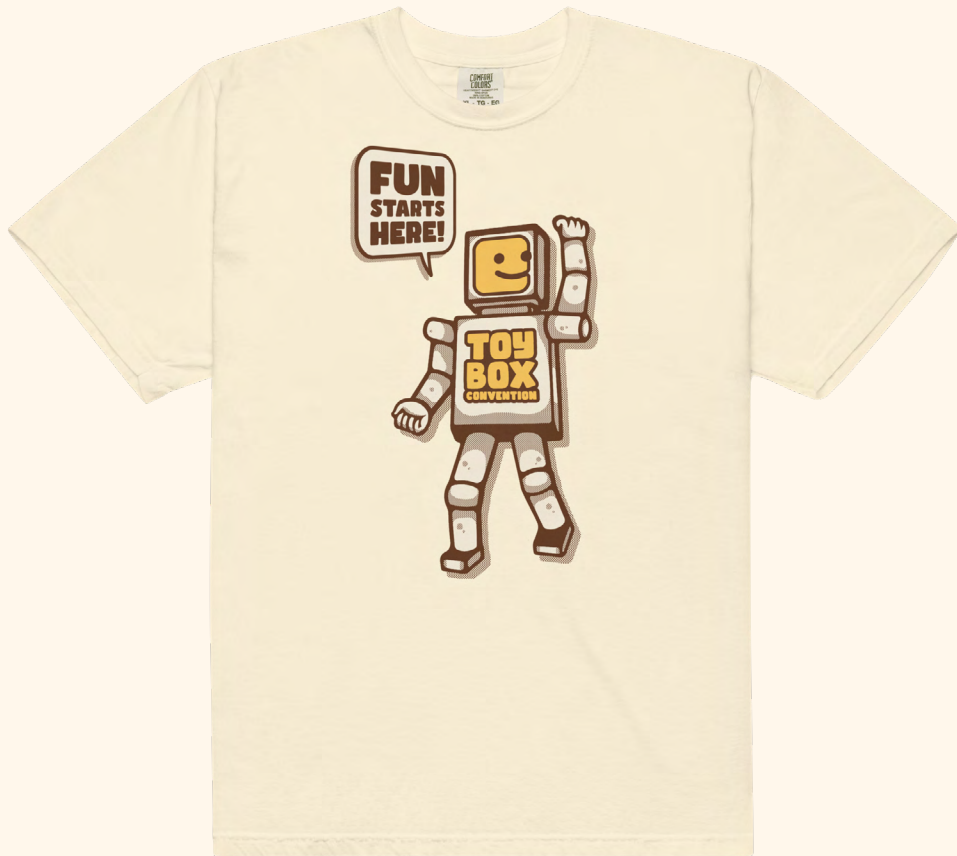


EVENT BRANDING

Event Pass & Lanyard









**NEWARK
CITY PARKS
FOUNDATION**

Brand Advancement

NEWARK CITY PARKS FOUNDATION

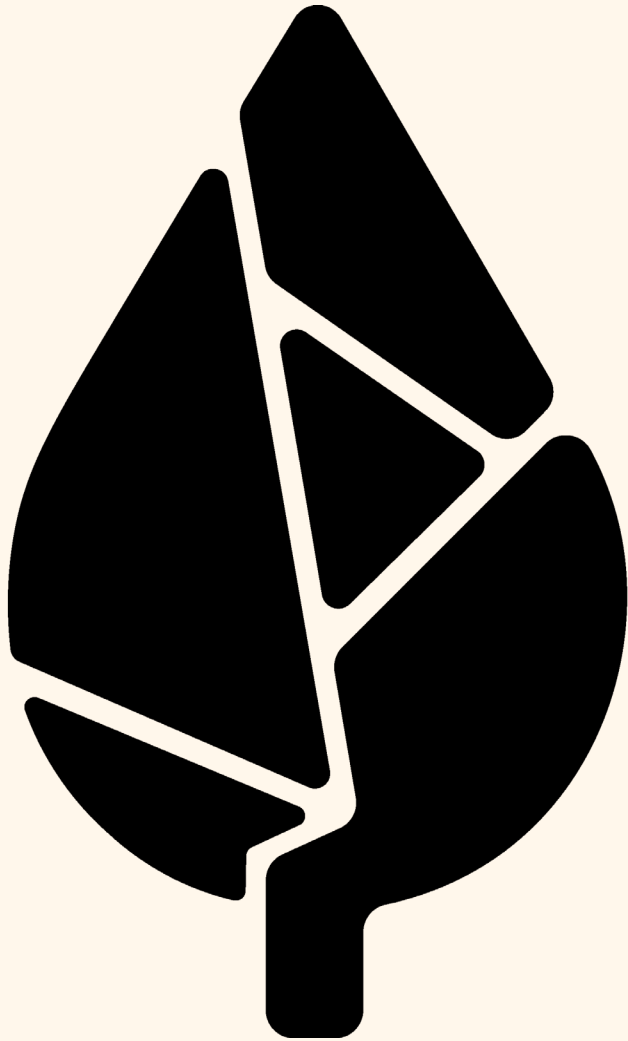
This campaign was a student internship through The Design Consortium

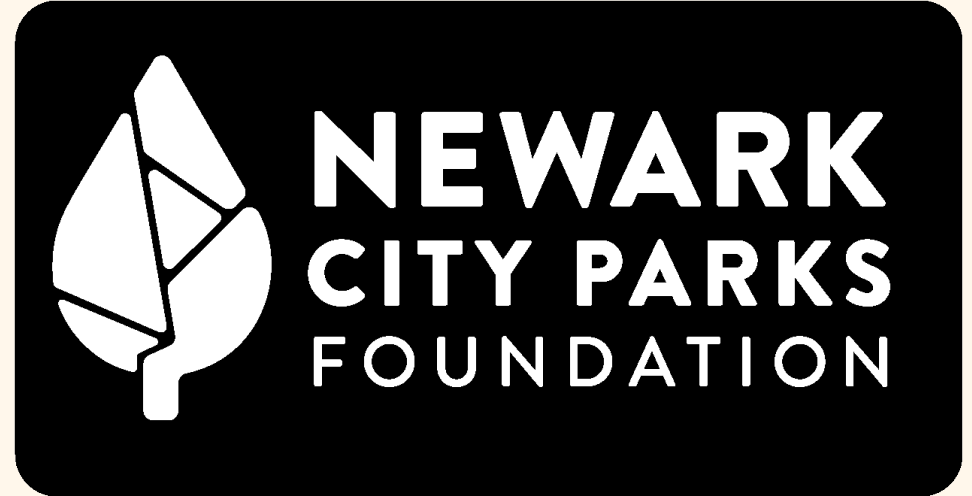
The Newark City Parks Foundation manages, represents, and engages the local community in Downtown Newark's public parks and squares. Encompassed by the slogan, "Your town, Our town, Downtown," the scope of the foundation's work centers around the upkeep, utilization, and programming of five sites in the downtown Newark area.

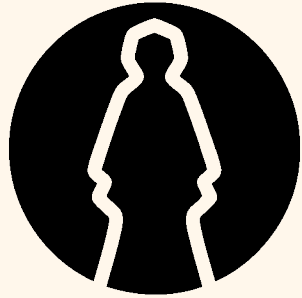
The Design Consortium (DC) is a student-faculty creative studio rooted in a collaboratively engaged design process. Within this framework, design faculty and students partner with community residents, organizations, educational institutions, and local activists to achieve a common goal. The traditional notion of designers “serving” clients is replaced by equal partners who can create an impact through their collaborative efforts. This inclusive design model acknowledges that each participant brings exceptional knowledge to the relationship, without which the work would not succeed. Design students work with faculty to understand their partners’ needs and challenges, develop appropriate strategies, and deliver and implement real design solutions and approaches.


Student Designers: Matheus G Cueva, Liam L Gunning, Estrellita G Matheu Roca, Nikolas A Mclean, Daniela Murillo-Cifuentes, David M Ostrovski, Mansi Patel, Jasmin M Perez, Kaviyan Ravindrakumar, Jean Weekes, Camilla M Zarzuela.

Faculty Lead: Rebecca Pauline Jampol









WHERE NEWARK COMES TO **UNITE & GROW**


Historic Military Park, established in 1666 as Newark's Middle Commons, is a six-acre triangular park bordered by Broad Street, Park Place, and Rector Street. Once a training ground during multiple wars—including the Revolutionary War and World Wars—it now serves as a vibrant public space. Surrounded by cultural institutions, shops, and restaurants, Military Park draws residents, workers, and visitors alike to downtown Newark for recreation, events, and community gatherings in the city's revitalized central square.

El Parque Militar Histórico, fundado en 1666 como el Middle Commons de Newark, es un parque triangular de seis acres delimitado por Broad Street, Park Place y Rector Street. Antaño campo de entrenamiento durante múltiples guerras, incluyendo la Guerra de la Independencia y las Guerras Mundiales, ahora sirve como un vibrante espacio público. Rodeado de instituciones culturales, tiendas y restaurantes, el Parque Militar atrae a residentes, trabajadores y visitantes al centro de Newark para disfrutar de actividades recreativas, eventos y reuniones comunitarias en la revitalizada plaza central de la ciudad.

MILITARY PARK
NEWARK CITY PARKS

NEWARK CITY PARKS FOUNDATION | NEWARK AND PROUD CITY | YARD

OPEN DAILY 7 AM - 9 PM
LEARN MORE
[QR CODE]




WHERE NEWARK COMES TO **THRIVE & DISCOVER**


Newark Riverfront Park revitalizes the city's connection to the Passaic River, transforming former industrial land into a vibrant, accessible green space. Since opening in 2013, the park has expanded to include trails, murals, fitness zones, and areas for events like festivals, art shows, and kayaking. Supported by the City of Newark, Essex County, and community partners, it now draws residents citywide and beyond—offering recreation, culture, and wellness along a once-forgotten stretch of the river.

El Parque Ribereño de Newark revitaliza la conexión de la ciudad con el río Passaic, transformando antiguos terrenos industriales en un espacio verde vibrante y accesible. Desde su apertura en 2013, el parque se ha expandido para incluir senderos, murales, zonas de fitness y áreas para eventos como festivales, exposiciones de arte y kayak. Con el apoyo de la ciudad de Newark, el condado de Essex y colaboradores comunitarios, ahora atrae a residentes de toda la ciudad y más allá, ofreciendo recreación, cultura y bienestar a lo largo de un tramo del río que antes estaba olvidado.

RIVERFRONT PARK
NEWARK CITY PARKS

NEWARK CITY PARKS FOUNDATION | NEWARK AND PROUD CITY

OPEN DAILY 8 AM - 9 PM
LEARN MORE
[QR CODE]

WHERE NEWARK COMES TO **GATHER & BELONG**


Mulberry Commons is downtown Newark's newest public green space situated across from Prudential Center, the home of the New Jersey Devils. Officially opened in May of 2019, the 2.5 park features a children's play area, seating areas, and a splash pad. Centrally located in the heart of the city's downtown, Mulberry Commons is close to the Ironbound neighborhood, known for its great restaurants and lounges, as well as restaurants and shops along Market Street.

Mulberry Commons es el espacio verde público más nuevo del centro de Newark, situado frente al Prudential Center, sede de los New Jersey Devils. Inaugurado oficialmente en mayo de 2019, este parque de 2.5 acres cuenta con una zona de juegos infantiles, zonas de descanso y una zona de juegos acuáticos. Ubicado en el corazón del centro de la ciudad, Mulberry Commons está cerca del barrio Ironbound, conocido por sus excelentes restaurantes y bares, así como por los restaurantes y tiendas de Market Street.

MULBERRY COMMONS
NEWARK CITY PARKS

NEWARK CITY PARKS FOUNDATION | NEWARK AND PROUD CITY | EDISON PARTNERS | NEWARK DEVILS

OPEN DAILY 6 AM - 10 PM
LEARN MORE
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WHERE NEWARK COMES TO **DANCE & CONNECT**

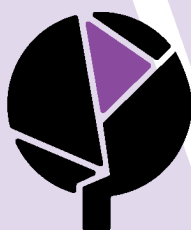
Lincoln Park, a historic Newark neighborhood, traces its roots to the colonial-era "South Common," later renamed after President Lincoln's 1861 visit. Its 6-acre namesake park, central to the community for over 300 years, once housed stately homes and housed prominent families. Today, the park hosts events, wellness programs, and the popular Lincoln Park Music Festival, attracting 50,000 visitors. Poised as a vibrant arts and culture hub, Lincoln Park fosters health, engagement, and economic opportunity for all.

El Parque Lincoln, un barrio histórico de Newark, tiene sus raíces en el "South Common" de la época colonial, rebautizado posteriormente tras la visita del presidente Lincoln en 1861. Su parque homónimo de 2.4 hectáreas, fundamental para la comunidad durante más de 300 años, bordeaba casas señoriales y albergaba a familias prominentes. Hoy en día, el parque alberga eventos, programas de bienestar y el popular Festival de Música del Parque Lincoln, que atrae a 50.000 visitantes. Convertido en un vibrante centro artístico y cultural, el Parque Lincoln promueve la salud, la participación ciudadana y las oportunidades económicas para todos.

LINCOLN PARK
NEWARK CITY PARKS

NEWARK CITY PARKS FOUNDATION | NEWARK AND PROUD CITY

OPEN DAILY 5 AM - 9 PM
LEARN MORE
[QR CODE]

WHERE NEWARK COMES TO **LEARN & HONOR**


Formerly Washington Park, this space was renamed by Mayor Ras J. Baraka on Juneteenth 2022 to honor Harriet Tubman—abolitionist, freedom fighter, and Underground Railroad conductor. Tubman escaped slavery and led others to freedom, becoming a lasting symbol of courage and resilience. The renaming reflects Newark's commitment to justice and equality. Tubman's legacy continues to inspire movements for liberation and reminds us of the enduring strength found in community, determination, and hope.

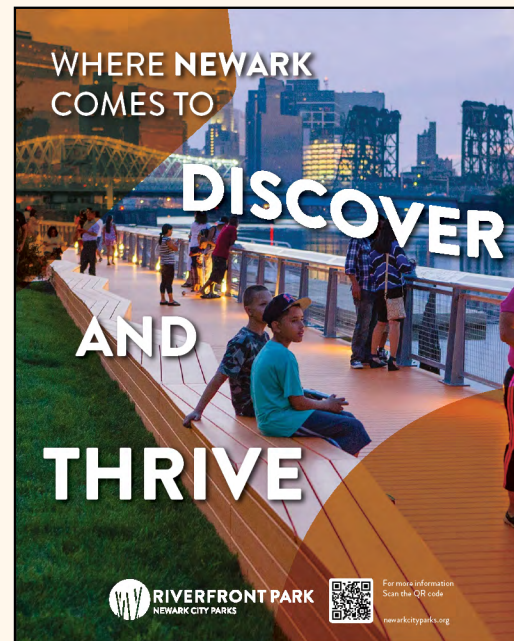
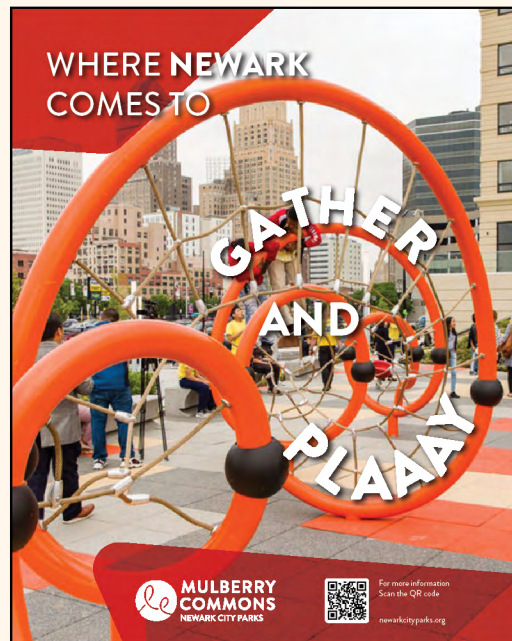
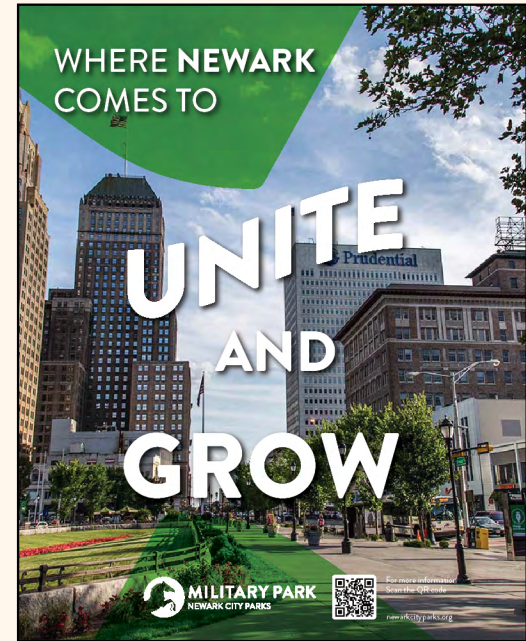
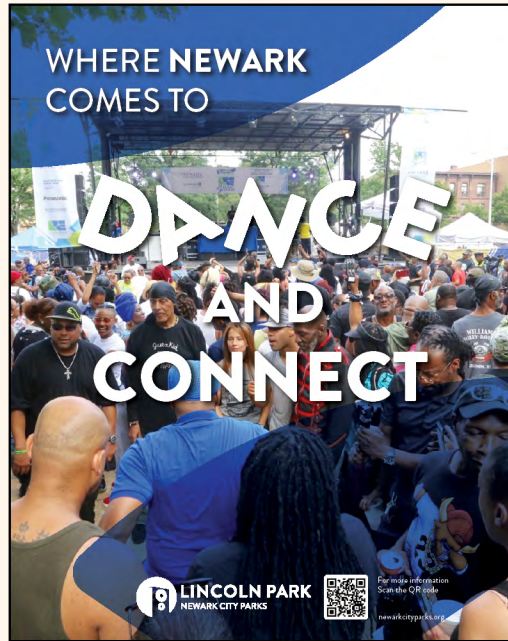
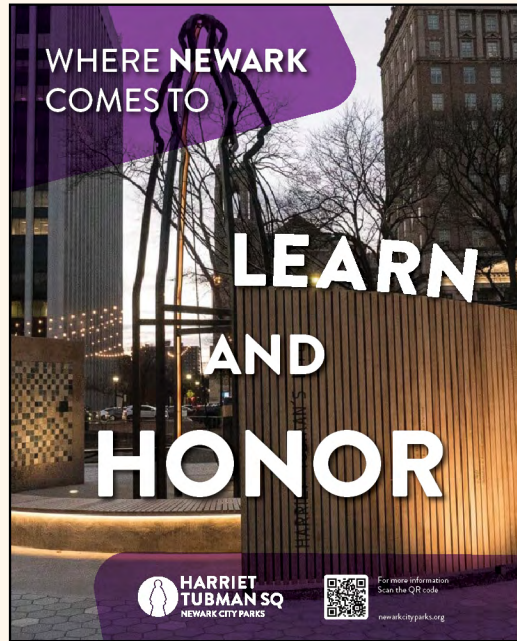
Anteriormente conocido como el Parque Washington, este espacio fue renombrado por el alcalde Ras J. Baraka el 19 de junio de 2022 en honor a Harriet Tubman, abolicionista, luchadora por la libertad y conductora del Ferrocarril Subterráneo. Tubman escapó de la esclavitud y guió a otros hacia la libertad, convirtiéndose en un símbolo perdurable de valentía y resiliencia. El cambio de nombre refleja el compromiso de Newark con la justicia y la igualdad. El legado de Tubman sigue inspirando movimientos de liberación y esperanza.

HARRIET TUBMAN SQ
NEWARK CITY PARKS

NEWARK CITY PARKS FOUNDATION | NEWARK AND PROUD CITY | audible

OPEN DAILY 6 AM - 9 PM
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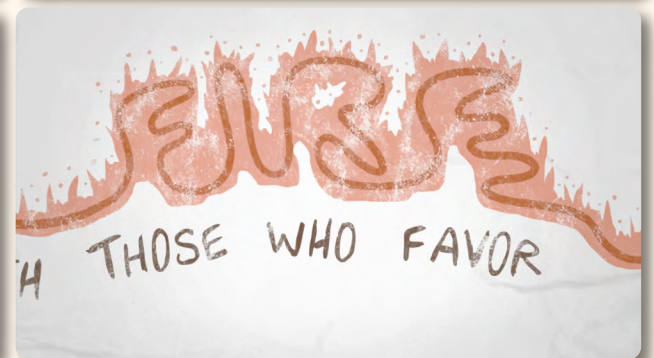
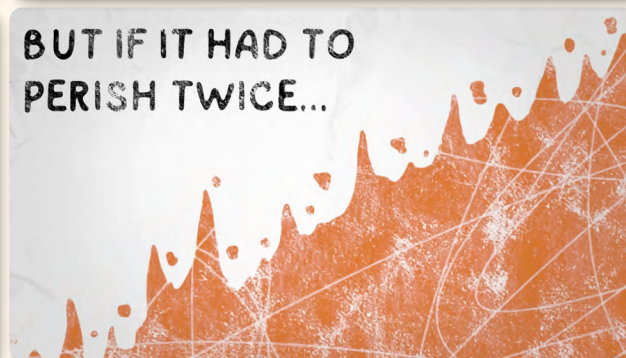
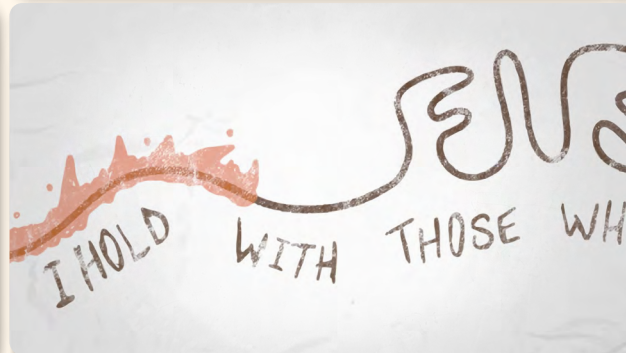
FIRE & ICE



Motion Design

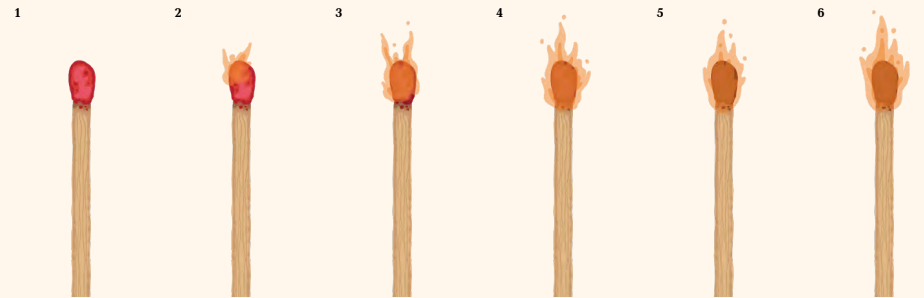
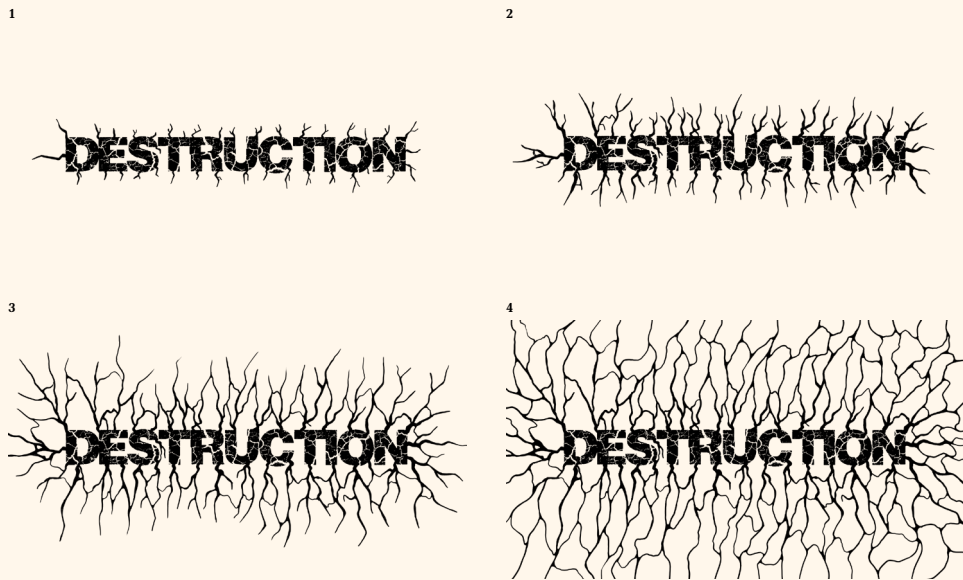
FIRE & ICE

FIRE & ICE is an animated typographic sequence based off the poem with the same name written by Robert Frost in 1920. Its distressed style of both graphic and type elements showcase the poem's age and importance. This animated poem is paired with an original narration by the poet himself. This pairing of weathered style and century-old recording make for an engaging yet archival experience.



MOTION DESIGN

Animation Cels



CURIOUS CRAVINGS



Interactive Design

CURIOUS CRAVINGS

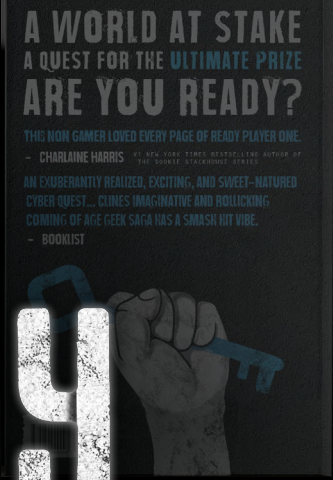
CURIOUS CRAVINGS is an interactive edutainment experience with a focus on the history and cultures that surround the fast food industry worldwide. This interactive kiosk application features a quiz game, world map, and explorative food menu for users to explore at their own pace. Points earned through the kiosk can be redeemed for real world coupons valid at participating fast food restaurants. Curious Cravings combines fun trivia with cultural education with a real world reward system to create a well rounded and exciting experience.











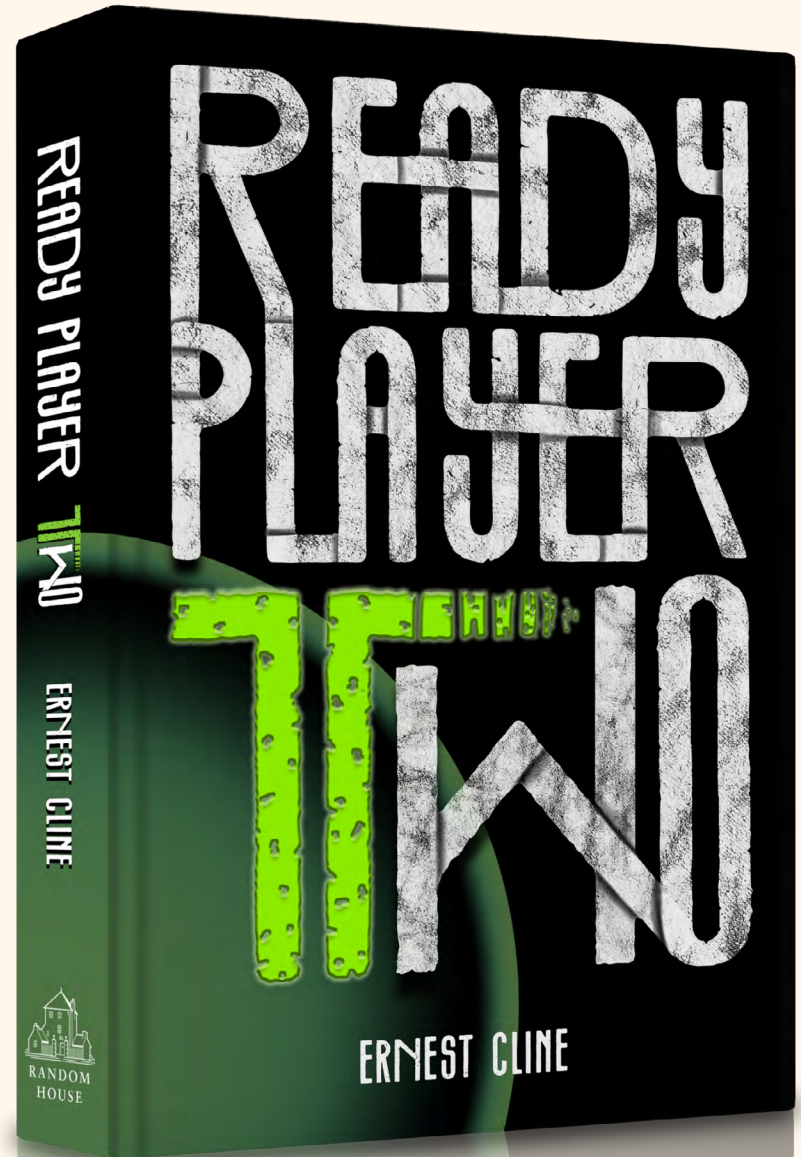
Ready Player One

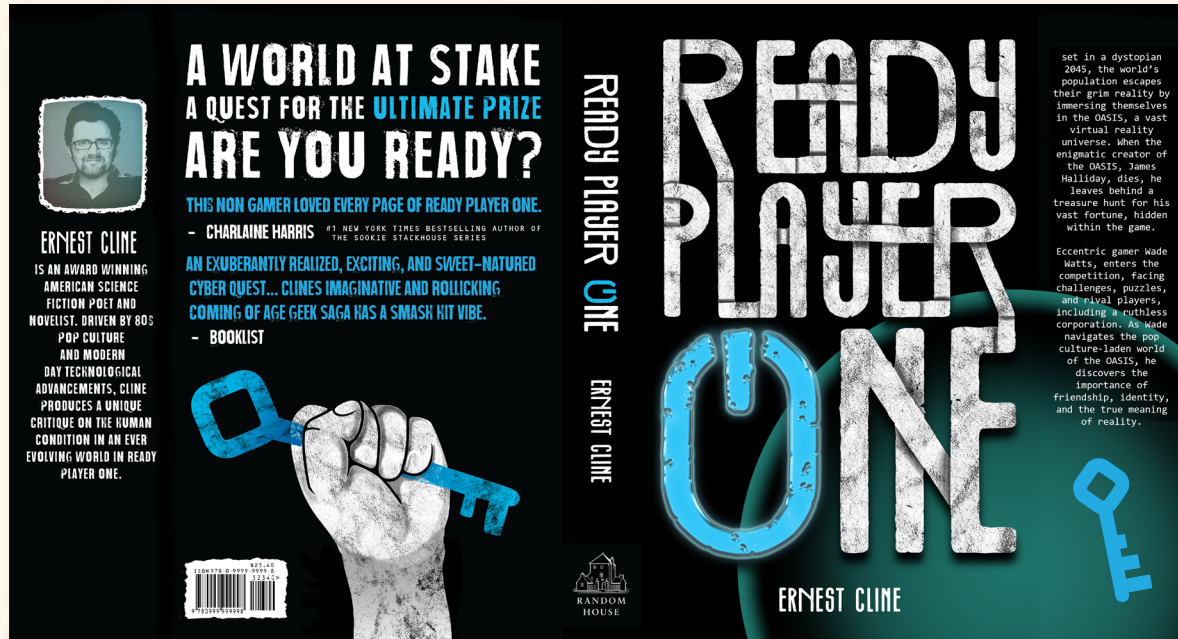


Book Cover Series

READY PLAYER ONE

READY PLAYER ONE is a two part book cover series based on the dystopian cyber inspired franchise by Ernest Cline. The series itself delves into the harmful effects of technology in a rapidly evolving world, and the social order in a world surrounded by digital technology. The covers utilize distressed type, glowing colors, and interlocking elements in order to visually represent the dire world of the Ready Player series.

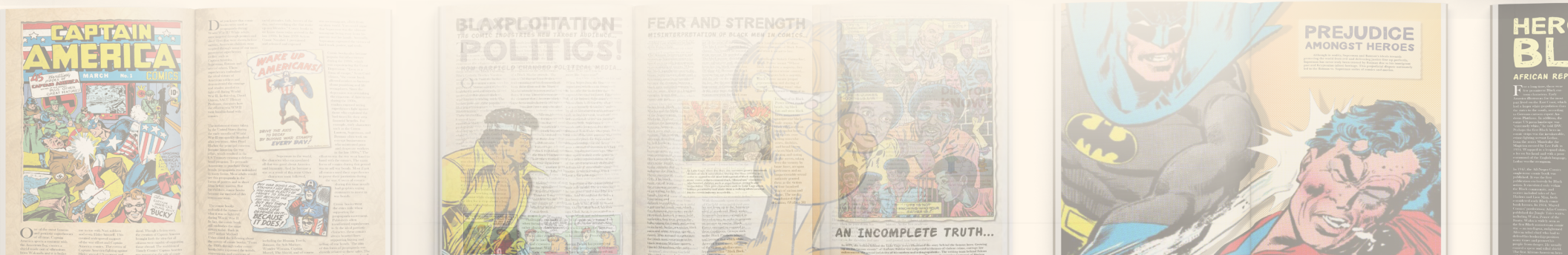








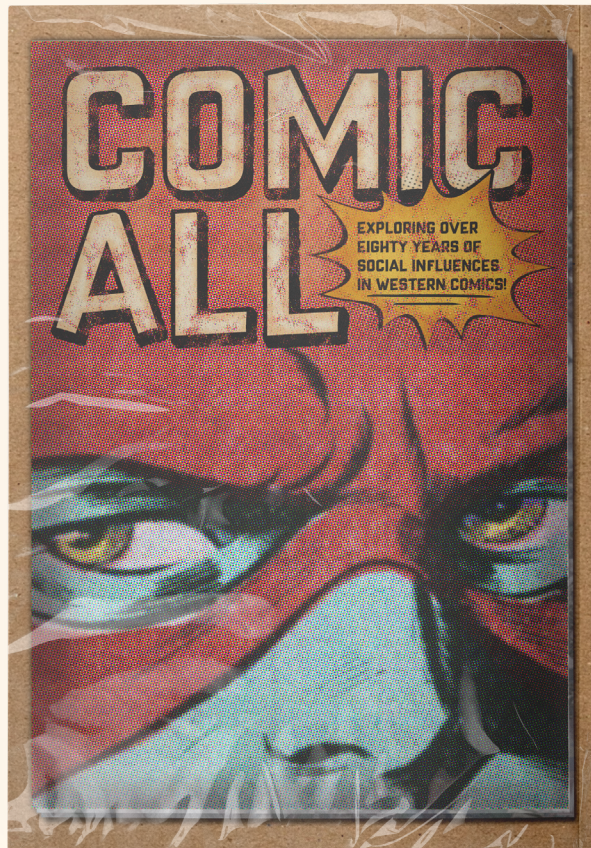
COMIC ALL



Editorial

COMIC-ALL

COMIC-ALL is an editorial print publication that uncovers the hidden social commentaries behind America's most iconic superhero narratives. This archival publication delves into comic book history as early as World War II and brings the reader all the way to present day events and social narratives. Comic-All's archival imagery is paired with clean serif body copy, paper textures, and halftone treatments reminiscent of the industry's printed history. These elements combine to create an eye catching and pleasant reading experience.



THE MAN OF TOMORROW

SUPERMAN'S REFUGEE STORY...

Superman has always been an immigrant story. An alien refugee who chooses to protect his adoptive homeland even when it doesn't accept him, Kal-El (aka, Clark Kent) symbolizes the experiences of countless people who found a new home in the United States. But his story falls short in one major way.

For almost his entire 90-year history, Superman has been portrayed as a classic all-American man: blue-eyed, dark-haired, broad-shouldered, and white. But the immigrant experience (whether it be Hispanic, Black, Jewish, or any other group) is written into the fabric of Superman's origin story. So now, as DC prepares to launch a new era of its cinematic universe, the company has a chance to try something new.

"Superman fits all of those experiences. He was sent from Krypton, a falling dangerous planet, to a place where he would be able to flourish and be safe. He became a farmer. While growing up, he could not tell anyone of his powers or where he came from, for fear of being taken away, or being treated differently. Lastly there has been various comic book storylines and adaptations where people rally against literal illegal aliens, ultimately making them feel as outsiders even if they come in

Like plenty of real-life immigrants, Superman's identity has also been used against him. In *Batman v Superman: Dawn of Justice*, Batman reasons that because Superman is an "illegal alien," he can't be trusted. Even Clark's childhood embodies the reality of growing up Hispanic or Latino in a mostly-white community. He's

BEING AS SCIENTIST JO-EL AND HIS WIFE, LARA, SEND THEIR SON, KAL-EL TO EARTH TO ESCAPE THEIR EXPLOSION OF THEIR PLANET, KRYPTON...

WE'RE DOOMED, LARA-- BUT AT LEAST OUR SON WILL SURVIVE IF THIS MODEL ROCKET WORKS!



The story behind Superman's arrival to Earth can be tied to the struggles many immigrant families face. Being refugees of war, Parents are often tasked with making the difficult decision to stay with their children in a war-torn country, or separate from their children to allow them to seek asylum elsewhere.

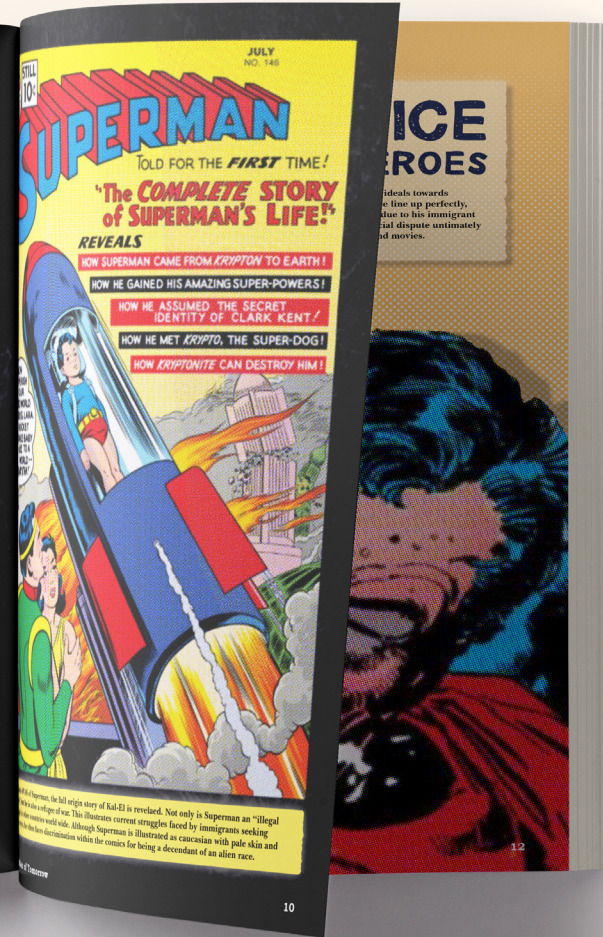
told to hide his powers and alien birth, a practice that continues even into his adulthood with his job at the Daily Planet. Watching Superman conceal his true identity so he can live a regular life reflects the assimilation of Hispanic and Latino kids, who are often taught to avoid casual discrimination or outright persecution. Superman

very specifically embodies the DREAMers who immigrated as children and whose Legacy is always in flux.

In 2015, DC actually gave fans a Hispanic Superman, but like with so many ambitious superhero stories, this one came with a muddled catch. In *Gods and Monsters*, an animated movie from Batman: The Animated Series creator Bruce Timm set in an alternate reality, Superman isn't a conflicted farm boy who grew up in Kansas. Instead, the movie presents us with Hernan Guerra, who came to Earth the same way as Clark Kent but was adopted by Mexican migrant workers instead of white Midwesterners. Guerra (aka Los-Zodi) is also notably the son of DC supervillain General Zod, rather than Clark's heroic father, Jor-El.

"He was raised by a Mexican couple in the Southwest, and he's exposed to a lot of prejudice and bigotry. His people are not exactly treated with the same respect that the rest of America is!"

But for all its creativity, *Hernan Guerra's* character (and his association with General Zod) echoes the way our culture portrays Latino and Hispanic



the full origin story of Kal-El is revealed. Not only is Superman an "illegal immigrant" of sorts. This illustrates current struggles faced by immigrants seeking asylum in the United States. Although Superman is illustrated as a character with pale skin and blue hair, his story is a testament to the struggles of immigrants seeking asylum in the United States.

FORGET THE POLITICS!

HOW GARFIELD CHANGED POLITICAL MEDIA...



DID YOU KNOW?

Garfield was the first cartoon character to be syndicated in black and white. He was also the first to be syndicated in color. He was the first to be syndicated in both black and white and color. He was the first to be syndicated in both black and white and color.



GIRLS LIKE COMICS TOO!

THE MISREPRESENTATION OF WOMEN IN COMIC BOOKS...

For decades, the image of women in comic books has been limited to a narrow range of stereotypes. From the damsel in distress to the hypersexualized pin-up girl, women have often been portrayed as passive or objectified. However, in recent years, there has been a significant shift in the way women are represented in the medium. This spread explores the evolution of female characters and the impact of fan activism.



THE... TEN CENT WAR!

DID YOU KNOW?

The ten-cent war was a period of intense competition between publishers. It was a time when publishers fought for market share through price wars and creative risks. This era shaped the modern comic book industry.

TABLE OF CONTENTS

ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT
INTRODUCTION	THE TEN CENT WAR	THE MAN OF TOMORROW	HEROES ARE BLACK!	GIRLS LIKE COMICS TOO!	COMICS FOR EVERYONE!	FORGET THE POLITICS!	THIS JUST IN!

TIME FOR A BREAKTHROUGH!

30 YEARS OF INFLUENTIAL BLACK SUPERHEROES...

1966	1969	1972	1973	1975	1977	1980	1993	1996
BLACK PANTHER	FALCON	LURE CAGE	BLADE	STORM	BLACK LIGHTNING	CYBORG	ICON	KID QUANTUM

DID YOU KNOW?

The Black Panther was the first Black superhero to headline a comic book. He was also the first to be created by Black writers and artists.

THE EXPLOITATION OF THE FEMALE BODY...

SEX SELLS

This section discusses the historical and ongoing issue of the sexualization of female characters in comic books. It examines how the industry has often prioritized the sale of merchandise over the development of complex female characters.

HEROES ARE BLACK!

AFRICAN REPRESENTATION IN COMICS...



DID YOU KNOW?

The Black Panther was the first Black superhero to headline a comic book. He was also the first to be created by Black writers and artists.



PREJUDICE AMONGST HEROES


This spread explores the complex relationship between Batman and Superman, focusing on the racial undertones of their characters and the industry's handling of diversity.

BLAXPLOITATION

THE COMIC INDUSTRY'S NEW TARGET AUDIENCE...

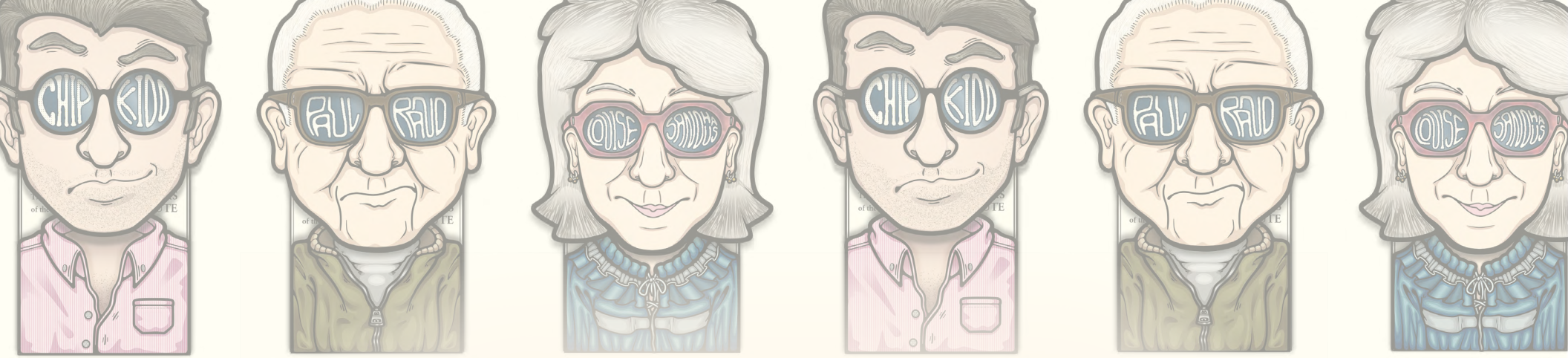
FEAR AND STRENGTH
MISINTERPRETATION OF BLACK MEN IN COMICS...

This section discusses the rise of blaxploitation in the comic book industry and the challenges Black creators face in navigating the medium.

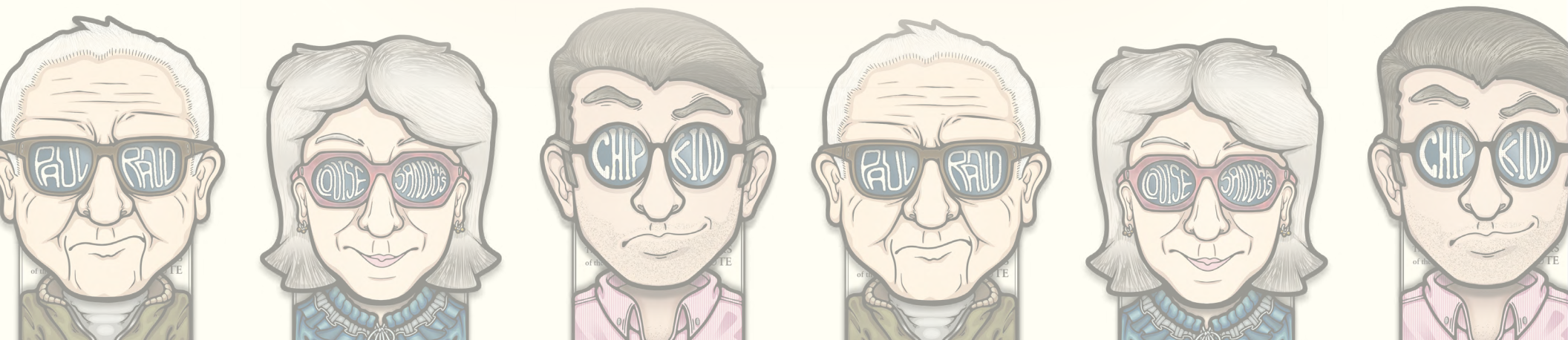


AN INCOMPLETE TRUTH...

This spread provides a critical analysis of the representation of Black men in comic books, highlighting the limitations of current narratives.



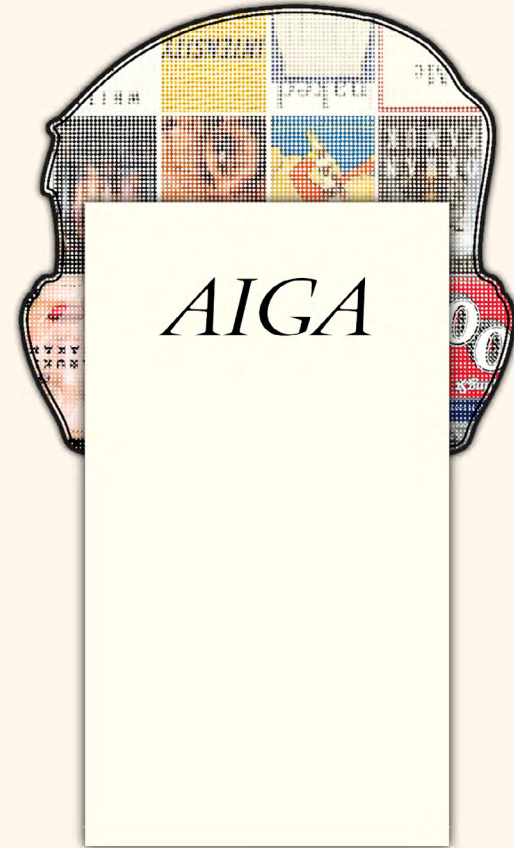
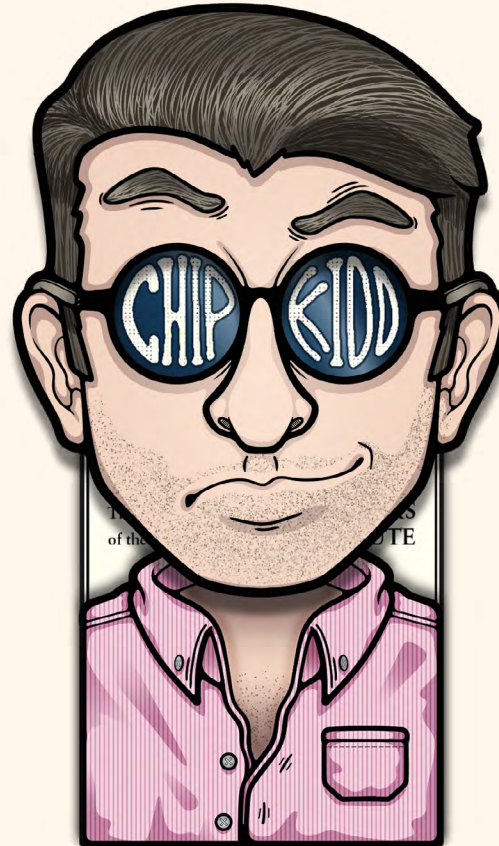
AIGA logo created by Paul Rand & Bart Crosby.

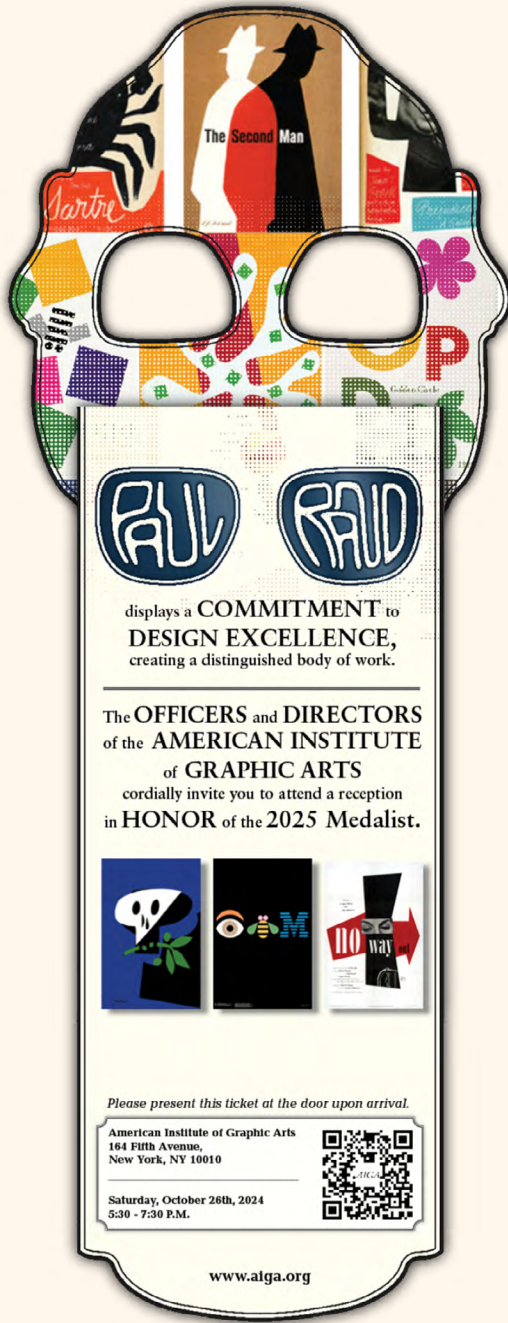


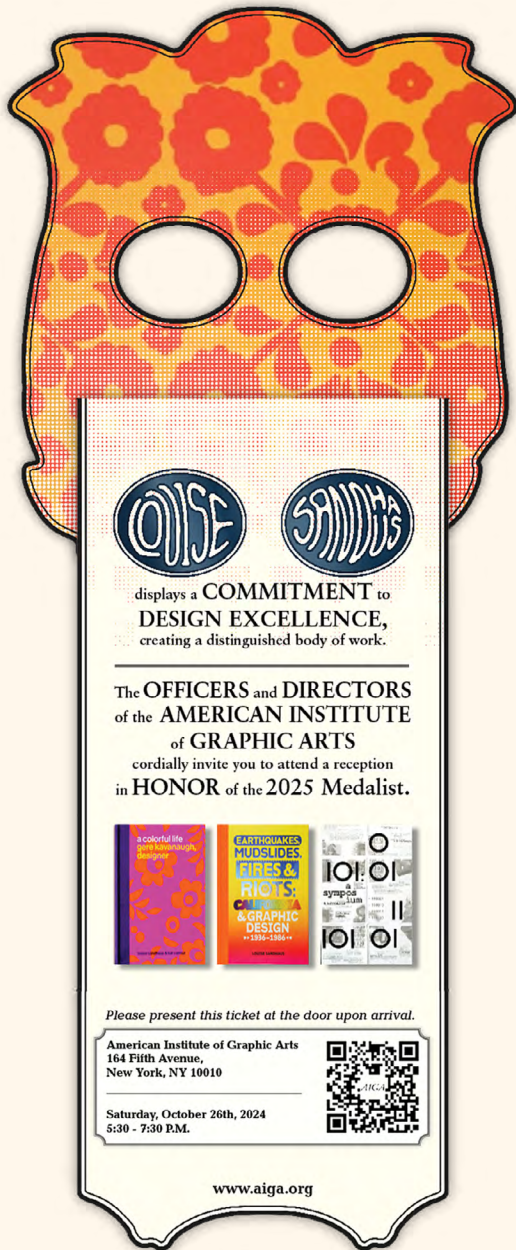
Stationery Design

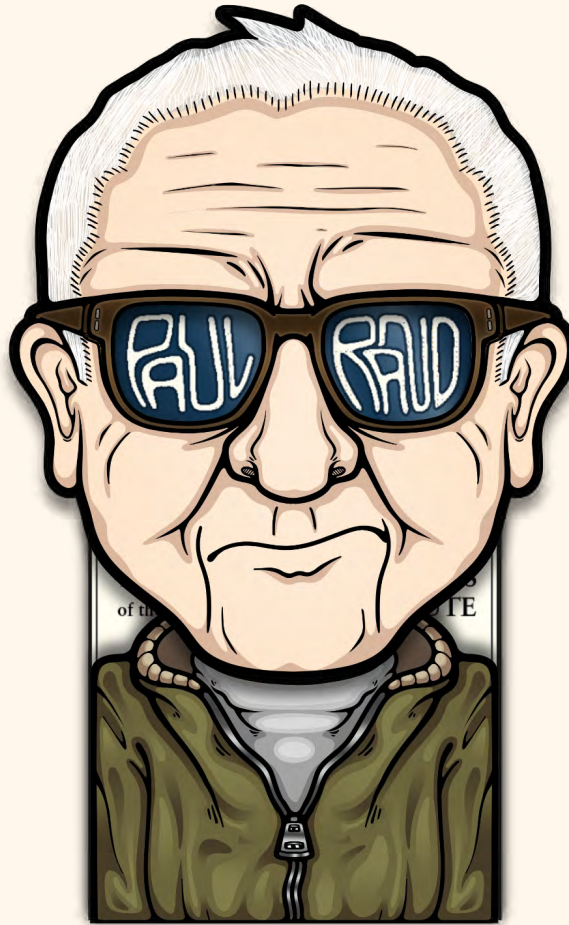
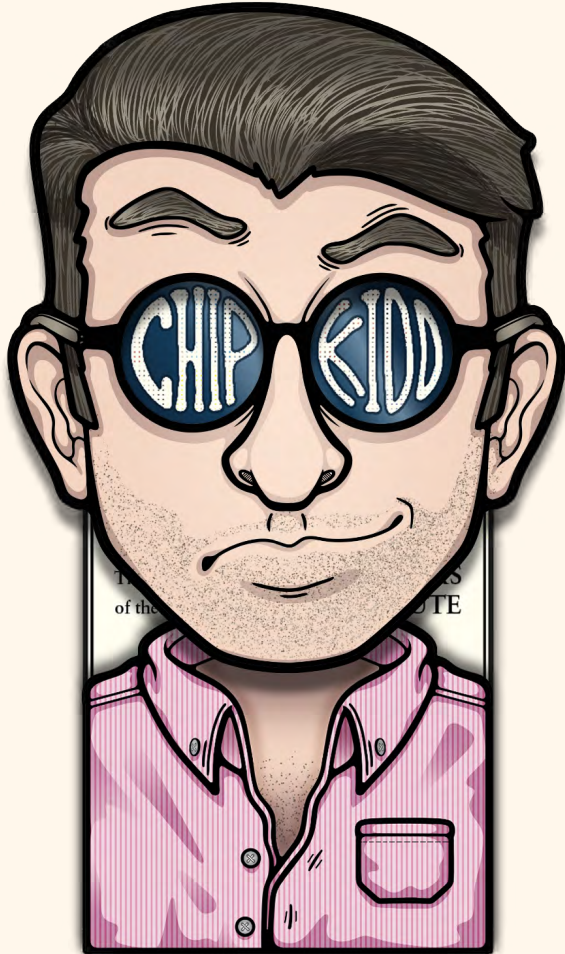
AIGA INVITATIONS

AIGA INVITATIONS are an illustrated mailing invitation series that summon special guests and fellow AIGA members to celebrate the creative works of the medalists they award each year. This series showcases three distinguished AIGA medalists, Chip Kidd, Paul Rand, and Louise Sandhaus. A carefully crafted blend of illustrative humor, AIGA branded typography, and folding compositions designed to showcase the work of each designer make for a unique series of invitations that encapsulate the creative nature of both the AIGA organization and the medalists they celebrate.

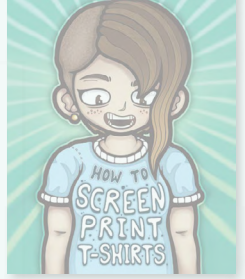
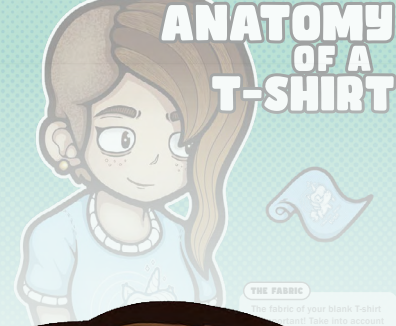
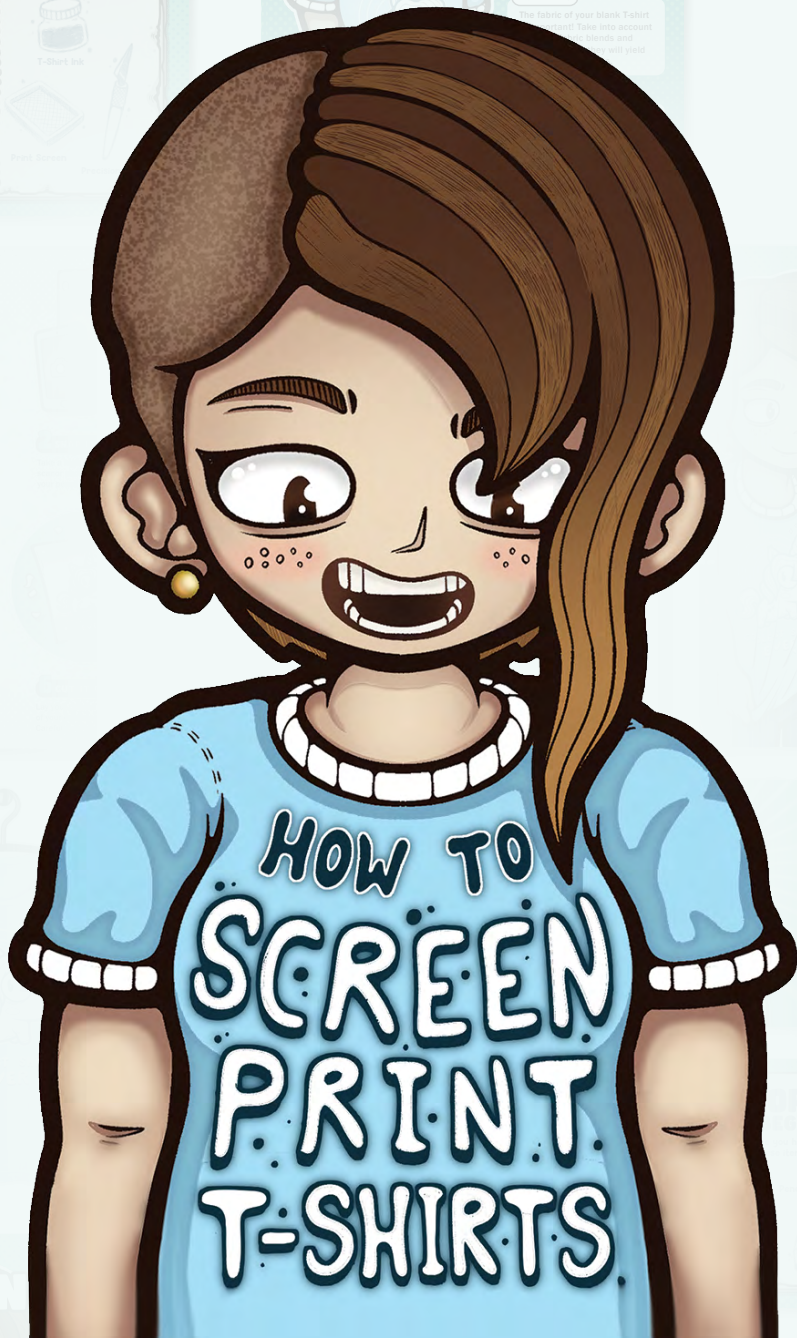












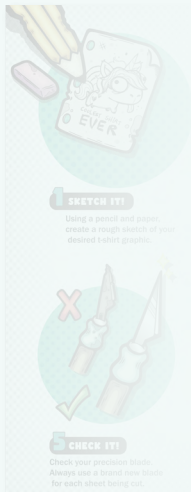
ANATOMY OF A T-SHIRT

THE FABRIC

The fabric of your blank T-shirt is important! Take into account different fabric blends and thicknesses, as they will yield different print results.

THE PRINT

Your print can consist of many layers or just one. Consider ink color and thickness when printing your design.



1 SKETCH IT!

Using a pencil and paper, create a rough sketch of your desired t-shirt graphic.

3 CHECK IT!

Check your precision blade. Always use a brand new blade for each sheet being cut.

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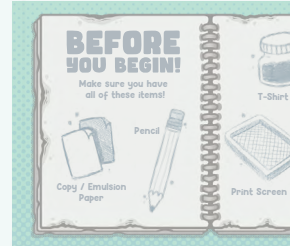
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Using a pencil and paper, create a rough sketch of your desired t-shirt graphic.

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Take a high resolution scanner photograph of your pencil sketch.

3 CHECK IT!

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4 CUT IT OUT!

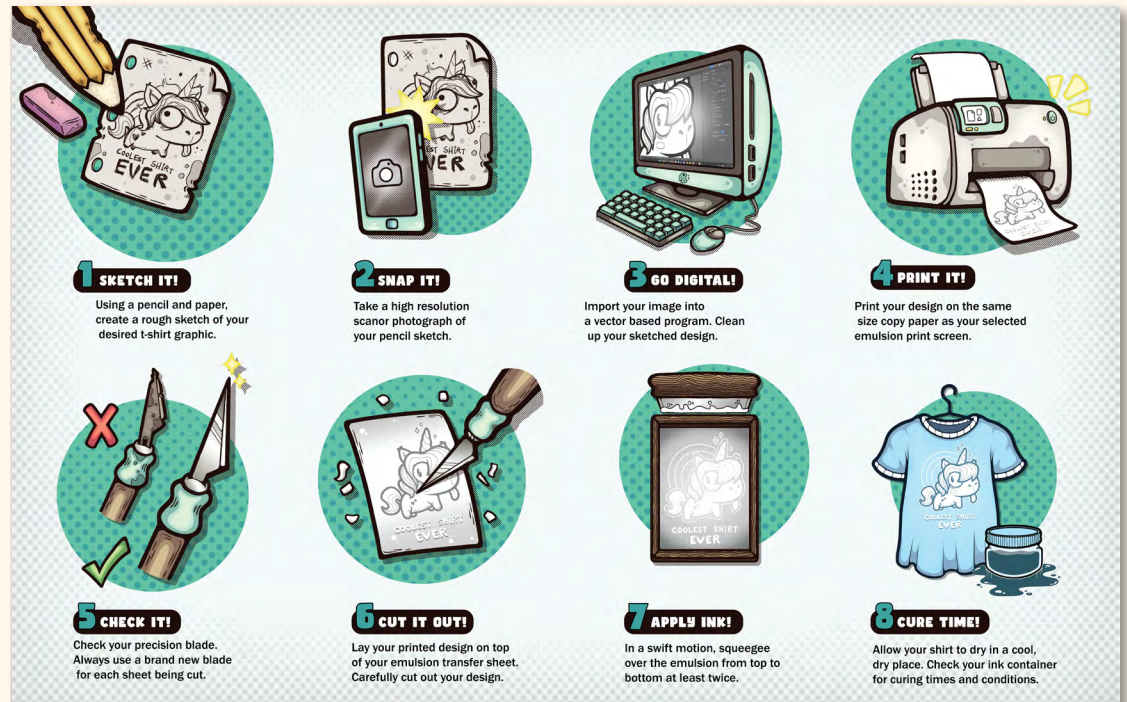
Lay your printed design on top of your emulsion transfer sheet. Carefully cut out your design.

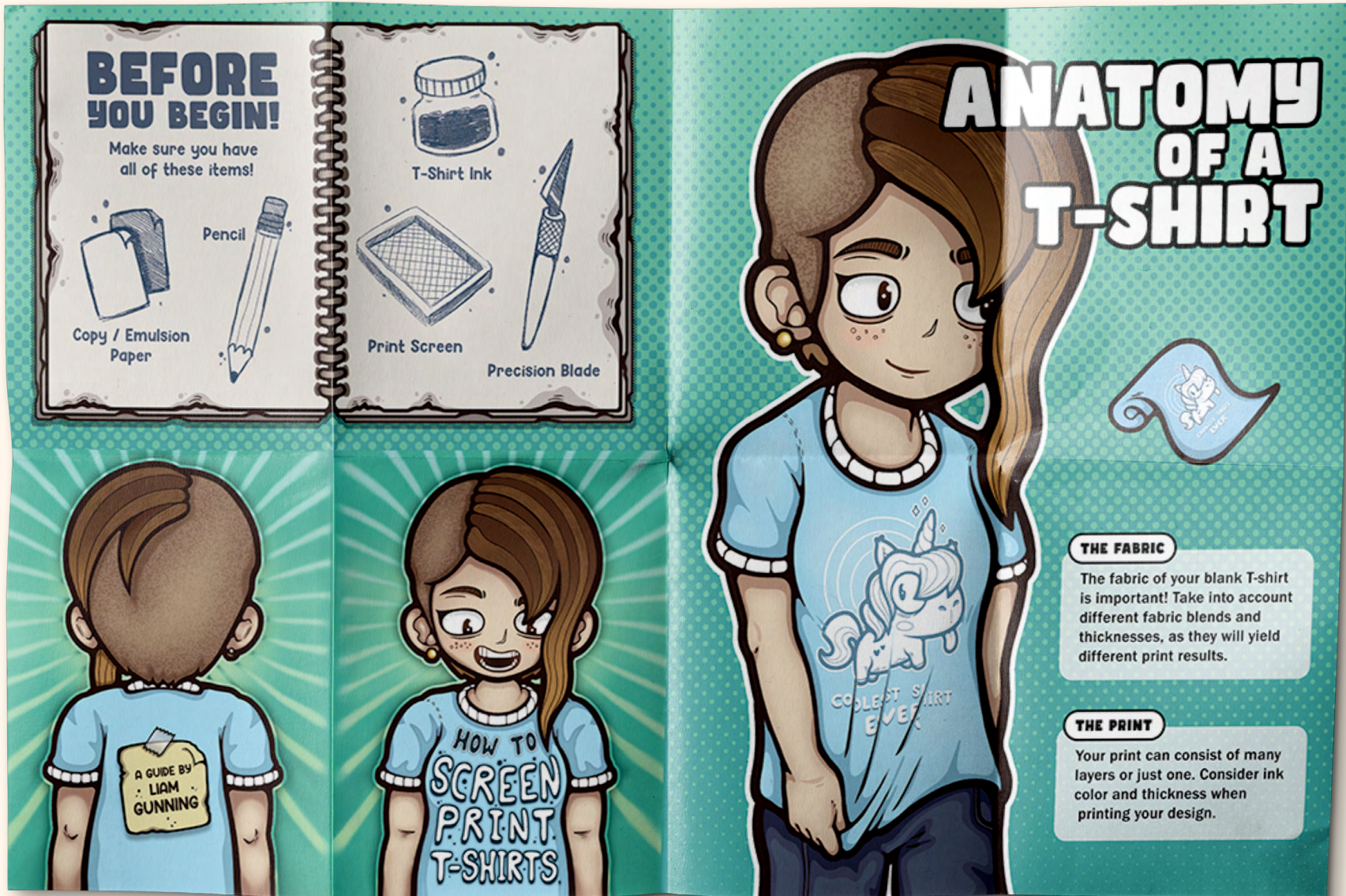


Poster / Brochure

HOW TO MAKE A T-SHIRT

HOW TO MAKE A T-SHIRT is a folding poster and brochure designed to guide users through the process of creating a screen-printed T-shirt from scratch. This informative piece outlines the essential steps of T-shirt production in a clear and approachable manner, making the process both accessible and engaging. Featuring vibrant illustrations and a well-organized layout, the design effectively simplifies a complex process, presenting each stage in a way that is easy to follow and understand for individuals of all skill levels.







1 SKETCH IT!

Using a pencil and paper, create a rough sketch of your desired t-shirt graphic.



2 SNAP IT!

Take a high resolution scanner photograph of your pencil sketch.



3 GO DIGITAL!

Import your image into a vector based program. Clean up your sketched design.



4 PRINT IT!

Print your design on the same size copy paper as your selected emulsion print screen.



5 CHECK IT!

Check your precision blade. Always use a brand new blade for each sheet being cut.



6 CUT IT OUT!

Lay your printed design on top of your emulsion transfer sheet. Carefully cut out your design.



7 APPLY INK!

In a swift motion, squeegee over the emulsion from top to bottom at least twice.



8 CURE TIME!

Allow your shirt to dry in a cool, dry place. Check your ink container for curing times and conditions.





Zine & Poster Series

SHRED YOUR FEARS

SHRED YOUR FEARS is a dynamic, cross-media design campaign that explores the transformative journey of confronting personal anxieties and facing fears head-on. This campaign features two distinct pieces, each presenting the same core message through unique visual languages tailored to different audiences. The zine offers a pocket-sized guide designed to help adults navigate and overcome their fears of urban environments, while the poster series targets a younger, thrill-seeking demographic. By leveraging these two mediums' distinctive styles, the campaign effectively communicates its empowering message to each audience in a way that resonates with their specific experiences and perspectives.

SEE THE SLOPE

Fear is a fundamental human emotion that can shape our thoughts and actions, often holding us back from reaching our full potential. By understanding and acknowledging our fears, we can begin to dismantle their grip on us and take proactive steps toward overcoming them.

TAKE THE LEAP

Taking the leap to confront your fears can be both exhilarating and daunting, but proper preparation and execution can make all the difference. By mentally and emotionally gearing up for the challenge ahead, you can transform anxiety into confidence and empower yourself to face what once felt insurmountable.

KEEP THE GRIND

Maintain the momentum of courage after conquering your fears. While fear is a natural protective response, the real challenge lies in continually engaging with that fear and reinforcing the strength you've gained through your experiences.

KNOW YOUR FEAR

Fear is an emotional response to perceived threats or danger, often characterized by feelings of anxiety, unease, or panic.

To remove a critical obstacle to your success, identify individuals to counsel from and triggering the body's fight-or-flight response. This physiological reaction prepares us to combat or escape danger, increasing heart rate, elevating blood flow to muscles, and heightening senses. The first step to facing any fear is understanding it. Take time to reflect on what triggers your fear. Is it fear of failure, rejection, or the unknown? Acknowledge and naming your fear can demystify it and reduce its power over you. Consider journaling about your feelings or discussing them with a trusted friend. This introspection lays the groundwork for conquering the fear.

BREAK IT DOWN

Facing a fear doesn't happen all at once. Breaking it down into manageable steps can make the process less intimidating.

Start with smaller, less daunting challenges that relate to your fear. For example, if you have public speaking anxiety, begin by speaking to a small group or sharing your thoughts in a small group. Gradually increase the stakes as you become more comfortable. This incremental approach allows you to build confidence and develop coping strategies for managing anxiety. Celebrate each small victory, as they reinforce your progress and motivation. To keep momentum, set small, achievable goals. Celebrate when you reach them. You may also want to build a positive feedback loop that reinforces your progress. Each small victory can be a building block, contributing to your overall sense of empowerment.

CONFRONT IT

Taking the time to celebrate your small victories can deepen your understanding of your capabilities.

Let's say you successfully faced a large challenging situation or simply managed to contain a negative thought pattern. Each moment of success serves as a reminder of your growth and ability to confront adversity. Remember that conquering fear is a journey, and each step forward is a testament to your courage and resilience. Document these wins to remind yourself of your progress. There is no such thing as a free lunch when it comes to conquering fear. You can only move forward by taking the time to celebrate your victories, you can move a product that becomes a growth rather than perfection.

ENVISION SUCCESS

Once you've identified your fear, it's crucial to prepare yourself mentally and emotionally.

Visualization techniques can be incredibly helpful. Imagine yourself successfully facing the fear—picture every detail, from your emotions to the environment around you. This mental rehearsal can build confidence and reduce anxiety when the moment of confrontation arrives. Additionally, it's important to practice self-compassion. Recognize that fear is a natural response, and avoid punishing yourself for it. Positive affirmations can also bolster your confidence, helping you to cultivate a mindset of resilience. When you find yourself unable to take the leap, prepare for a mix of emotions. The celebration can be both exhilarating and wearying. In that moment, remind yourself of the preparation you've done. Trust in your abilities and lean into the experience.

LEARN TO GROW

Often, the fear of the unknown is more frightening than the actual experience.

Whether you succeed or fail, each encounter provides valuable lessons and insights, contributing to your personal growth. After facing your fear, take time to reflect on the experience. What did you learn about yourself? How did you cope with the anxiety? Reflecting on your journey can help you build confidence and develop coping strategies for managing anxiety. Celebrate your accomplishments but also help you to better understand your response to fear in the future, sharing your experiences with others can be incredibly empowering. By discussing your fears and the steps you took to overcome them, you can inspire those around you to confront their own challenges. This process of reflection and learning is a key component of personal growth and resilience. Seeking out mentors or communities can also provide new perspectives and strategies that you may not have considered.

EMBRACE ACTION

Finally taking the leap towards overcoming your fear can be a transformative moment.

It's about moving beyond hesitation and embracing action. Start by identifying a specific goal that challenges you. This could be anything from public speaking to learning a new sport. Remember, it's not about the destination, but the journey. Be sure to identify a positive reinforcement to guide yourself. Trust in your ability to handle whatever comes your way. Taking that leap might be daunting, but often leads to incredible personal growth and renewed confidence. Celebrate the steps, regardless of the outcome, and set a stepping stone for future challenges.

KEEP COURAGE

Fear can serve as a powerful protective mechanism. But keeping that sense of courage can become challenging.

Remember, once you've successfully faced and conquered a specific fear, maintaining that sense of courage can be challenging. There are some strategies to help you keep fear at bay. First, take time to reflect on what you achieved when you faced your fear. Journaling about your experience can reinforce your courage and remind you of the strength you possess. Celebrating your progress and progress can serve as a motivational boost. Surrounding yourself with people who understand your journey can provide encouragement and accountability, making it easier to resist your anxiety. When doubts resurface, reminding yourself of the steps you've taken can lead to renewed confidence. Regularly engage with the elements of your fear in a controlled manner. For example, if you conquered a fear of public speaking, opportunities to speak at small settings to maintain your confidence.

GOOD PRACTICE

Practicing mindfulness techniques, such as meditation and deep breathing, can help you manage anxiety when it arises.

These practices ground you in the present moment, allowing you to acknowledge and process feelings without being overwhelmed by them. Engaging with others who understand your journey can provide encouragement and accountability, making it easier to resist your anxiety. By implementing these strategies, you can maintain your courage and continue to build on the foundation of challenges. Remember, conquering fear is not a one-time event but a lifelong journey. Embrace it!

REFLECT ON IT

After confronting a fear head-on, take a moment to reflect on the experience and the insights gained.

Consider discussing your feelings with a trusted friend or mentor. Their perspective can provide valuable feedback and encouragement. Acknowledge any lingering anxieties, and remember that it's normal to feel nervous again or anxious when facing a challenge. Celebrate your bravery—whether through a small reward, the feeling yourself, or your friends' praise or encouragement in writing or audio. Think about how the experience has reinforced your skills of fear and what it taught you about your strength. Use this newfound perspective to set your next goals. Remember that facing your fears is a continuous process, not a one-time event. Building on the skills you gained during the experience. Embracing this reflection process not only reinforces your growth but also prepares you for future challenges.





Fear Dynamics

Fearless Future

- 1 **Visual Thalamus**
The visual thalamus relays visual information from the retina to the visual cortex and amplifies for processing and interpretation.
- 2 **Amygdala**
The amygdala detects fear and triggers appropriate emotional and physiological responses to perceived threats.
- 3 **Pre-Frontal Cortex**
The prefrontal cortex is essential for higher cognitive functions, including decision-making, impulse control, and regulating emotions.
- 4 **Visual Cortex**
The visual cortex processes and interprets visual information, leading to its perception and understanding of surroundings.

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Place of Mind

The journey of fear recognition starts with sensory input and neural processing. External stimuli, like a growling dog or a snake, are detected by the senses and processed by the thalamus, which acts as a relay station for sensory signals. The thalamus quickly sends this information to the amygdala before it reaches higher cognitive areas of the brain.

At the core of fear processing is the amygdala, an almond-shaped structure deep in the temporal lobe. It plays a crucial role in detecting fear and initiating responses. When a threat is perceived, sensory information is quickly relayed to the amygdala, which serves as a central hub for fear processing.

The prefrontal cortex, located at the front of the brain, is essential for higher cognitive functions like decision-making and problem-solving. It regulates emotions, aids in planning and impulse control, and is vital for understanding the physical and mental consequences of our actions.

The visual cortex, found in the occipital lobes, processes and interprets visual information. It analyzes aspects like color, shape, and motion, allowing us to perceive our surroundings, and is crucial for visual awareness and depth perception.

Your Success

Once you've identified your fear, it's crucial to prepare yourself mentally and emotionally. Visualization techniques can be incredibly helpful. Imagine yourself successfully facing the fear—picture every detail, from your emotions to the environment around you. This mental rehearsal can build confidence and reduce anxiety when the moment of confrontation arises. Additionally, it's important to practice self-compassion. Recognize that fear is a natural response, and remind yourself that it's okay to feel anxious. Positive affirmations can also bolster your confidence, helping you to cultivate a mindset of resilience. When you finally decide to take the leap, prepare for a mix of emotions. The adrenaline rush can be both exhilarating and terrifying. In that moment, remind yourself of the preparation you've done. Trust in your abilities and lean into the experience.

Piece Together

Often, the fear of the unknown is more frightening than the actual experience. Whether you succeed or fail, each provides valuable lessons and insights, contributing to your personal growth. After facing your fear, take time to reflect on the experience. What did you learn about yourself? How did you cope with the anxiety? Reflecting on your journey not only solidifies your accomplishments but also helps you to better understand your responses to fear in the future. Sharing your experiences with others can be incredibly empowering. Discussing your fears and the steps you took to overcome them can inspire those around you to confront their own challenges they have experienced on their lives.

Conquer & Grow

Finally taking the leap towards overcoming your fear can be a thrilling moment. It's about moving beyond hesitation and starting action. Start by identifying a specific goal that challenges you. This could be anything from public speaking to pursuing a new career path. Remember, it's natural to feel anxious. Use techniques like deep breathing or positive affirmations to ground yourself. Trust in your ability to handle whatever comes your way. Taking that leap might be daunting, but it often leads to incredible personal growth and confidence. Celebrate the leap regardless of the outcome, and use it as a stepping stone for future challenges and experiences.

Know The Feeling

Fear Dynamics

The Public

Urban settings, while bustling and vibrant, often evoke a sense of fear among residents. One prevalent fear is crime, as the perceived threat of theft, violence, or harassment can create a constant sense of unease. This anxiety is compounded by the anonymity that city living creates, making individuals feel vulnerable amidst large crowds. This disconnection can create a cycle where individuals withdraw further, exacerbating their feelings of isolation. Moreover, the relentless hustle often leaves little time for self-care and reflection, contributing to mental fatigue. As people navigate their busy lives, the longing for genuine relationships and support networks becomes increasingly critical, prompting many to seek out community spaces or groups that foster deeper connections amidst the chaos.

Being Afraid

Another common fear is related to the overwhelming pace of urban life. The noise, congestion, and fast-moving social dynamics can lead to feelings of isolation and stress, heightening anxiety levels. Additionally, the fear of losing one's sense of community is significant in large cities, as personal connections can feel shallow or fleeting, leading to a profound sense of loneliness.

Studies suggest that about thirty percent of people living in urban settings may experience some form of anxiety disorder in their lifetime.

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Fear Dynamics

Fear Grows

Fear is an emotional response to danger and occurs in one's thoughts, from slightly nervous to full-blown panic attacks.

Fear begins in a part of the brain called the amygdala, which is responsible for detecting danger. When the amygdala senses danger, it sets off the fight or flight response, which changes how our bodies feel, our minds work, and how we behave. Most scientists believe that fight or flight is a built-in survival instinct meant to help us protect ourselves from danger.

According to the evolutionary theory, the rush of energy and heightening of our senses that happens during fight or flight can provide power or stamina to outrun or overpower a predator. The problem is that most of the "threats" in modern times are not external predators that people can run from or fight off. Because of this, fight or flight responses are less helpful and can even develop into symptoms of chronic anxiety.

A Real Rush

Concentrations of Adrenaline in resting adults would be less than 100ng/L, but they may increase 10-fold or more during times of stress, as it plays a crucial role in the fight or flight response by enhancing heart rate and improving energy availability for immediate physical activity.

Adrenaline (Epinephrine)

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The Way

Our brains evaluate stimuli by registering light and converting it into a stream of electrical signals. Photoreceptors in the retina detect color and brightness, while the brain processes this information to create our visual experience. This complex interplay allows us to perceive depth, motion, and detail in our surroundings. The resulting sensory information is then sent to the neocortex, which is responsible for higher-order processing and cognitive functions. This "high road" allows for a more detailed analysis of the situation, enabling individuals to assess the context and determine whether the perceived threat is real or imagined. While the amygdala may trigger a fight or flight response based on initial input, the neocortex can modify or regulate this response through rational thought and evaluation.

In & Of Itself

Urban environments can exacerbate mental health issues, with factors like pollution and lack of green space contributing to feelings of depression and anxiety. The absence of nature and open spaces can hinder relaxation and recovery, making it difficult for individuals to unwind. Moreover, the prevalence of crime in certain areas can heighten fear and promote mental health concerns. Urban areas are essential to mitigate these fears and enhance the quality of life for its residents. In response to these fears, many individuals are seeking strategies to reclaim their sense of safety and community in urban settings. Urban farming, by prioritizing community engagement and mental well-being, cities can become not just places of health and beauty, but also centers of support and connection, where fear gives way to resilience.

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According to the evolutionary theory, the rush of energy and heightening of our senses that happens during fight or flight can provide power or stamina to outrun or overpower a predator. The problem is that most of the "threats" in modern times are not external predators that people can run from or fight off. Because of this, fight or flight responses are less helpful and can even develop into symptoms of chronic anxiety.

A Real Rush

Concentrations of Adrenaline in resting adults would be less than 100ng/L, but they may increase 10-fold or more during times of stress, as it plays a crucial role in the fight or flight response by enhancing heart rate and improving energy availability for immediate physical activity.

Adrenaline (Epinephrine)

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