

TRENTONSOTO

PORTFOLIO 2023

PROJECTLIST

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DESIGNERSTATEMENT

Hello, I'm Trenton Kana Loa Ali'i Soto. I am a Graphic Designer pursuing my BFA degree at Rutgers University–Newark, following an Associates of Applied Science (A.A.S.) in Advertising & Graphic Design, from Mercer County Community College. I am an Honors Living-Learning Community scholar, and a member of the Price Humanities Pathway within the HLLC. Through these programs, I approach leadership opportunities to enhance systems that support the proper representation of minorities.

The meaning of my middle names, "God of the Sea," in Hawaiian, symbolizes how I shape my identity and design philosophy. By embracing the essence of the ocean, I aspire to create designs that cater to a diverse array of individuals, just as the sea nurtures its myriad of life forms, ultimately aiming to be a catalyst for positive change.

My design work focuses on activism and engagement with social justice causes. My aesthetic involves geometric minimalism, introducing simple shapes, lines, and space, to address complex information in a clear and comprehensible manner, while highlighting my subjects as paramount. Through the design of communication, my intention is to bring attention to the current issues faced by minorities, and provide a safe space for amplifying the voices of marginalized groups.

SCARLET MAGAZINE

Scarlet Magazine, a student-led publication based at Rutgers University–Newark, successfully marked its return after a three-year hiatus, with credit attributed to the collaborative efforts of the Graphic Design and Journalism programs. The overarching theme centered on examining social justice through the lens of the arts.

Taking on the role of **Co-Creative Director**, my partner and I led the revitalization efforts in the design aspect. This involved assembling a dynamic design team, providing mentorship to fellow students, meeting stringent deadlines, and overseeing the comprehensive management of the pages featured in the publication. Our dedication and collaborative approach were vital in reaffirming the magazine's presence on campus.





DISCUSSIONS WITH SENIORS
ABOUT MENTAL HEALTH



March 11, 2023
Volunteer 11/14/2023

"I planned each charted course.
Each careful step along the byway.
And more, much more than this.
I did it my way."

Frank Sinatra, *My Way*

DWS

Discussions with seniors is a two-phase project with the goal of improving the facilitation of discussions about mental health with senior citizens.

DISCUSSIONS WITH SENIORS

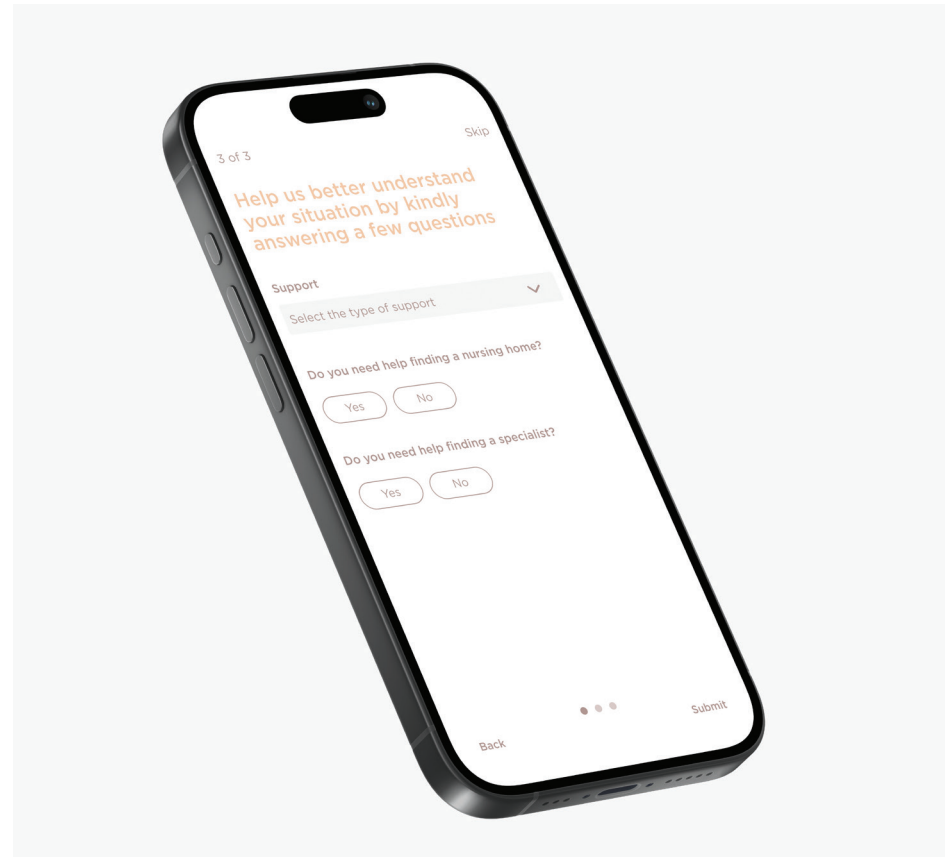
Discussions with Seniors is a two-phase project that explores the potentials of storytelling by interpreting a narrative through two different mediums and identities. I chose an application focused on community and local outreach, and a self cover pamphlet for physician outreach.

This project discusses the imperative task of promoting mental health discussions within the senior citizen demographic, from both healthcare professionals and loved ones. Strategies include reducing stigma through education and awareness, enhancing seniors' interpersonal communication abilities, and establishing safe, non-judgmental settings for dialogues, such as support groups or community programs.

The role of loved ones and doctors in initiating these discussions and providing necessary resources is crucial. By facilitating open and empathetic dialogues, we can empower seniors to address and manage their mental health challenges, ultimately improving their overall well-being and quality of life.











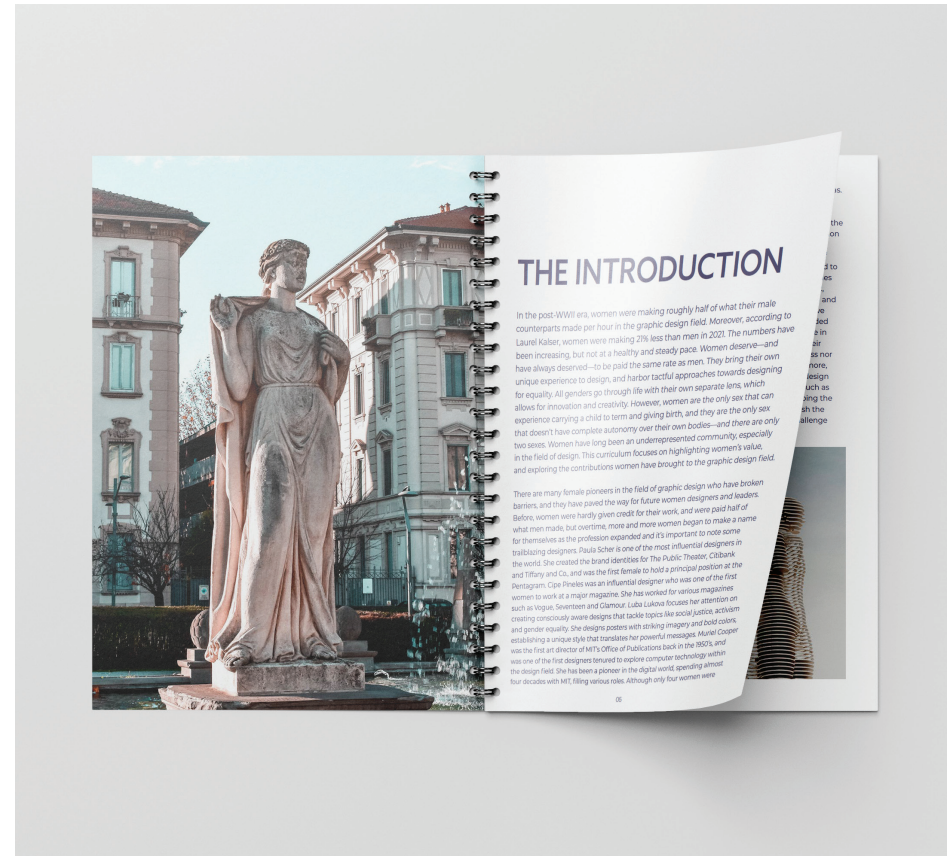
WHAT ABOUT MY RIGHTS?

Curriculum on female representation in the design field, gender wage gaps, and reproductive justice.

WHAT ABOUT *MY RIGHTS*?

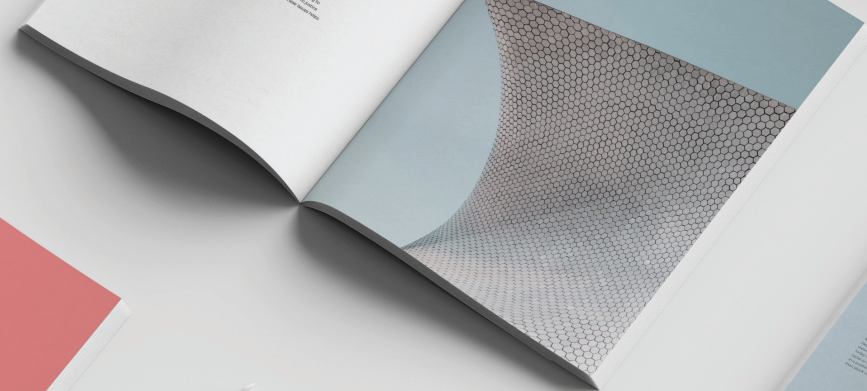
What About My Rights is an innovative curriculum designed to shed light on the underrepresentation of women, a longstanding issue, particularly within the realm of design. Furthermore, extending beyond design, issues related to gender wage gaps and reproductive justice are addressed.

This educational program is committed to celebrating the intrinsic value of women in the field and meticulously exploring the multifaceted contributions they have made to the landscape of graphic design. By fostering awareness, appreciation, and recognition, this curriculum aims to empower women in design, promote inclusivity, and pave the way for a more equitable and diverse creative industry.





"If we are involved only when we are personally at risk then it's too late."



The Rise of Asian Hate Crimes II

...

HATE CRIMES AGAINST ASIAN AMERICANS IN CALIFORNIA INCREASED 50% IN THE FIRST 172 DAYS OF 2022.

The Rise of Asian Hate Crimes I

HOWEVER THIS TIME IT'S IN CALIFORNIA.

...

NEW YORK

FLORIDA

ILLINOIS

ARIZONA

TEXAS

"We need to bring attention to the hate that impacts all communities."

1882 1892

History Asian

1924

EPIDEMIC OF HATE

Epidemic of Hate is an editorial meant to highlight the rise of Asian hate crimes following COVID-19. The derogatory term “China Virus” has worsened discrimination, affecting daily life and causing fear. The pandemic has fueled a surge in hate crimes, notably a 339 percent increase in Anti-Asian incidents.

Amplifying Asian voices is crucial for social justice, as stated by John C. Yang, president of the Asian Americans Advancing Justice. Injustice anywhere threatens justice everywhere. This editorial aims to spotlight these issues and promote empathy and education.





ARTIVISM

YOUR ART SPACE

NEWARK MUSEUM OF ART

MARCH 13TH-17TH



ARTIVISM

"Art is not what you see, but what you make others see."
— Edgar Degas

 NJPAAC  RUTGERS

YOUR ART SPACE

MARCH 13TH-17TH



Dr. Timothy Ertman is the President of the NJPAAC. He focuses on research policy and equity in higher education. He's also published and given in national forums.



Marta Elena Esquilin is a DEI, Leadership, and Inclusion Specialist. Her passion for creating meaningful work and inclusive and engaging environments is the focus of her research.



Artivism is an open space for young creatives that focuses on their artistic expression. BIPOC communities often have their artistic voices told for them, and this space gives artists the opportunity to tell their own narrative. Artivism wants to help creatives in Newark, and North Jersey, by hosting "The Artivism Showcase," an annual art exhibition geared towards applying the voices of young creatives and providing opportunities for them to further their careers. By giving young artists of color the chance to showcase their work and finding ways to connect with them with mentorship, networking, and professional arts opportunities to bring out their best possibilities.

10AM-5PM

NEWARK MUSEUM OF ART

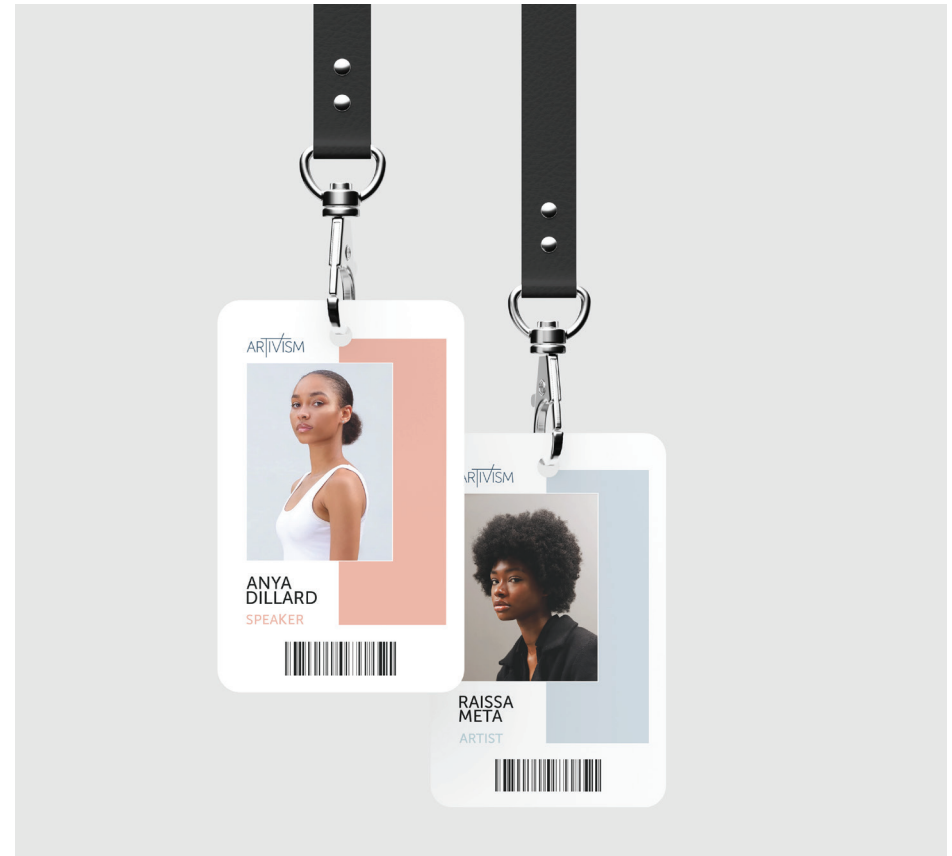
ARTIVISMIDENTITY

Artivism is a dynamic campaign with the primary objective of amplifying the voices of underrepresented minorities within the creative sphere. This initiative seeks to not only address the existing disparities but also actively engage in promoting inclusivity and diversity across various artistic disciplines.

By fostering a platform that empowers and celebrates the unique perspectives of marginalized communities, *Artivism* strives to create a transformative impact that transcends traditional boundaries, ultimately contributing to a more equitable and vibrant landscape in the creative field.









ARTIVISMWEBSITE

The *Artivism* website serves as a dynamic platform that breathes life into the identity previously outlined. Through its immersive design and engaging content, this digital space amplifies and facilitates the essence of the identified cause. Going beyond a mere representation, the website becomes a virtual hub where the core principles and values of *Artivism* are vividly manifested.

The website aims to create an impactful and memorable online experience that resonates with its audience, further propelling the mission of promoting social change through artistic expression.





2 East 91st Street
New York City

designculturenow 2021

Jessica Walsh

11 March @7:00 (zoom)

Jessica Walsh is a designer & art director working as a partner at NYC based design firm Superstudio & Walsh. She lectures about design, creative conferences and universities internationally. She teaches design and also teaches at the School of Visual Arts in NYC. She has been awarded Forbes "10 under 20" (top creatives designing the future) and Ad Age's "Top 10 Visual Creatives".

John Maeda

18 March @6:00 (zoom)

John Maeda is an American executive spearheading a new convergence across the design + technology industries. An internationally recognized speaker and author, he recently joined Autodesk as Global Head of Computational Design + Inclusion and previously served as Design Partner at Kleiner Perkins Caufield & Byers (KPCB), a world leading venture capital firm.

Eddie Opara

25 March @6:00 (zoom)

Eddie Opara is a multi-faceted designer whose work encompasses strategy, design and technology. He is partner in charge and creative director at the Pottery Barn. His projects have included the design of brand identity, publications, packaging, environments, exhibitions, interactive installations, websites, user interfaces and software, with many of his projects ranging across multiple media. He was named one of fast company's 100 most creative people in business in 2012 and 2014, and he was also featured in ebony magazine's power 100 list.

Mike Rigby

01 April @6:00 (zoom)

Mike Rigby leads the creative as Vice President and Executive Creative Director for R/GA Consulting, a capability that creates original new-to-world brands by fusing together business strategies, design and technology. He believes that design is a transformational force, driving businesses, changing lives, and ultimately making the world a better and more connected place. He has won countless international awards for brand identity, animation, packaging, direct mail, advertising, writing, marketing and design effectiveness.

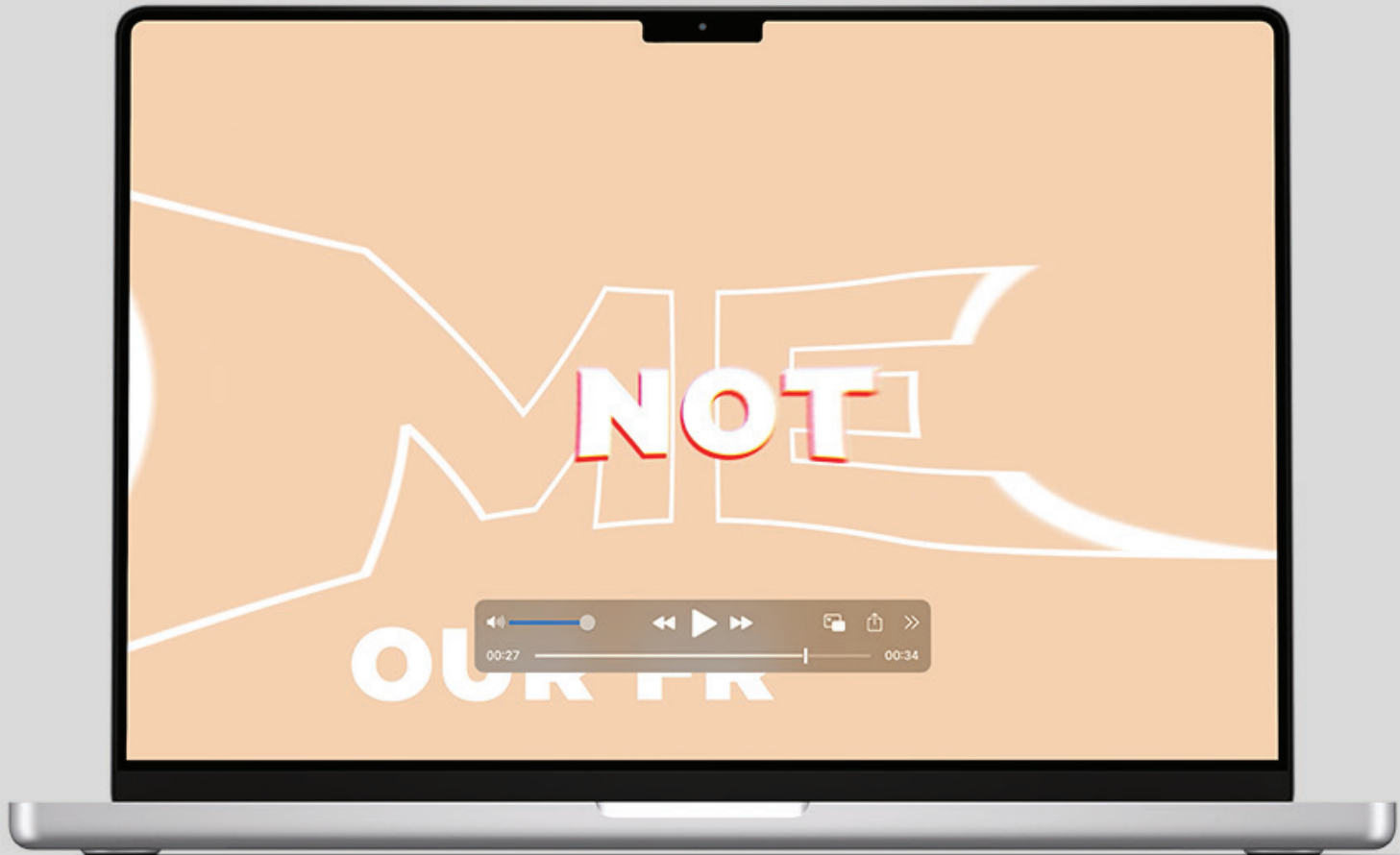
Cooper-Hewitt,
National Design Museum

"Maeda is to design what
Warren Buffett is to finance."
- Wired Magazine

DESIGN CULTURE NOW

This poster serves to spotlight pivotal zoom meetings featuring accomplished designers. Its primary objective is to provide younger designers with a unique and valuable opportunity to gain insights and perspectives from industry leaders. This poster also fosters a collaborative and enriching environment for the design community, by learning from some of the best in the field.





NOT

OUR FR

Video player controls including a progress bar, play/pause button, and skip buttons. The progress bar shows a current time of 00:27 and a total duration of 00:34.

KINETICTYPE

This project centered on the exploration of typography as a dynamic and expressive medium for conveying information verbally communicated. It delved into the nuanced art of utilizing typefaces, fonts, and text design to enhance the communication of spoken content.

DO I REGRET THE
LESSON?

(inhale)

YOU LEARN SO MUCH IN
THE PROCESS

SO IT'S LIKE, I WOULDN'T
TRADE THE KNOWLEDGE I
GOT FOR ANYTHING

EXACTLY

R WHATEVER THEY WANT

WHAT WE COULD'VE
DA DA DA DA

WHAT WE COULD'VE
DONE BETTER

WE GOTTA STOP LIVING IN

NOT
OUR FRIEND

YOU DON'T GET
LAST MONTH B

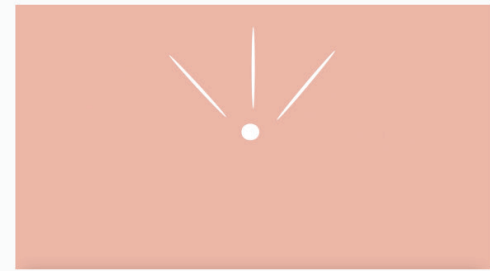
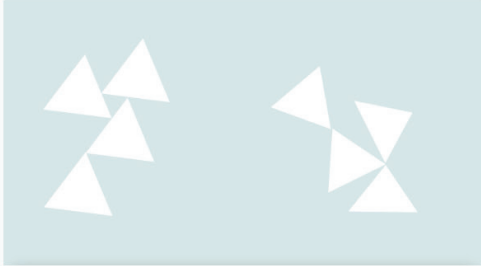
SO ALL YOU CAN DO
IS MOVE FORWA

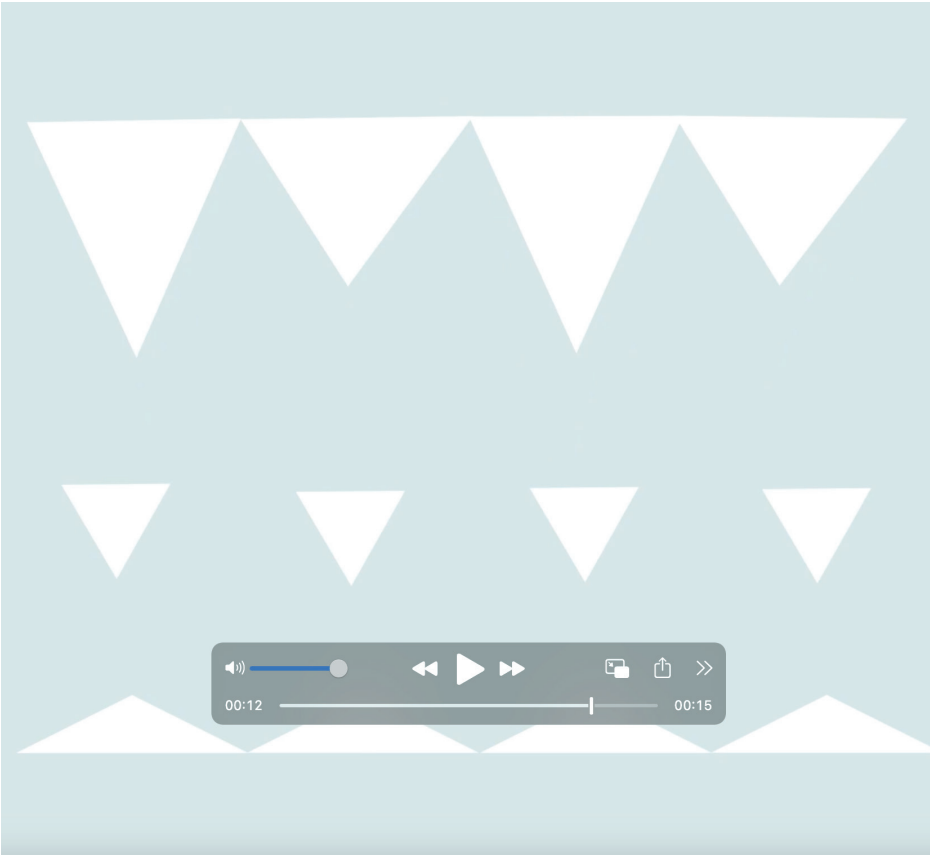




GESTALT PRINCIPLES

This project involved a comprehensive exploration of the gestalt principles, with a particular focus on understanding and applying one of the six principles. My designated area of emphasis was the concept of symmetry within the gestalt framework.





CONTACT INFORMATION

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Full portfolio of work on my website. Aloha!

THANKYOU!
