



YOSETH CHAVES

PORTFOLIO 2022

Yoseth Chaves is a Graphic Designer born in the tropics of Costa Rica, and based in New Jersey. Her multifaceted experience includes Visual Identity, Branding, Illustration, UX/UI & content development for social media. Yoseth seeks growth in every project. Led by her faith, she strives to empower people through human-centered approaches that lead to innovative & responsible design solutions, by integrating a message of hope in her creative process & throughout her work.

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WAY UP ABOVE

Inspired by the title and the lyrics themselves, the design of this album pushes the conventional ideas of what a rap album should look like. Incorporating soft yet, thought provoking visuals bring a flare of elegance to the rap genre. The heavenly Father's hand pouring into the reaching hand represents the story told by the artist himself.





MORE THAN MEETS THE EYE

Elements of scripture and science based research developed the foundation for the design of More Than Meets The Eye. Intricately woven together from the combination of a script and contemporary typeface, to the layers of imagery and scripture the editorial is designed according to a tri-colored system that transfers from one section to next.



IV. Sunman ; "man" + "earth"

From the Dust

Did you ever wonder where you come from? That is the stuff that's inside your body like your bones, organs, muscles...etc. All of these things are made of various molecules and atoms. But where did these life ingredients come from? And how were they made? The answer to these questions will take us back to a time long ago when the universe was much different than it is now. However, the physics was the same.

The early universe expanded after the big bang for only 3 seconds before it cooled to a state where subatomic particles assembled into atoms. Hydrogen atoms formed first since they are the simplest type of atom. Hydrogen atoms contain only one proton in its nucleus which makes it number one on the periodic table of elements. After the universe cooled a little (roughly 300 million years) the hydrogen atoms started to clump together under the force of gravity. As these clumps grew in size, the pressure at the center grew larger. When the temperature reached 1.5 million degrees K, the pressure caused the hydrogen to fuse their nuclei together. This process is known as nuclear fusion. The positively charged nuclei naturally repel each other. However under high temperatures and pressure, the nuclei are moving fast enough to smash together and fuse. When the two proton nuclei of the hydrogen atoms fuse, they form a nucleus consisting of two protons. Some electrons also combine with protons to form neutrons and neutrinos. These neutrons also bind to the nucleus helping it to remain more stable under the nuclear forces. An atom with two protons in its nucleus is Helium. That's why helium is number two on the periodic table of elements. The fusion process also

releases a lot of energy in which some of the hydrogen mass converts into light energy. This conversion of mass to energy uses Einstein's famous equation $E=mc^2$. At this point, our universe has a bunch of large clumps of hydrogen fusing together to create helium while releasing large amounts of light. This is what we commonly call a star in fact our sun is doing this right now as we speak (or read). As a star ages, it then fuses the helium with hydrogen to form lithium which has three protons in its nucleus. Take a look at the periodic table to see which number it is. This fusion process continues to create larger and larger nuclei. The fourth, the fifth and all the way up to 26.

This is the general idea but it's not exactly this easy. After a star has created enough iron, fusion ceases and the hot burning core begins to cool. Up until this point the hot core of the star erupts outward and preventing gravity from collapsing the star. Now that the star has cooled, the core no longer expands and gravity quickly collapses the star. The star implodes with enough energy to immediately fuse some of the atoms into higher elements like Nickel, Krypton, Gold, Uranium, ... etc. This quick and violent implosion releases an enormous amount of energy that explodes the star. This is what we call a supernova. The exploded remains from a supernova travel through out the universe only to someday clump together with other stardust and give birth to a new star. This is the life of our universe.

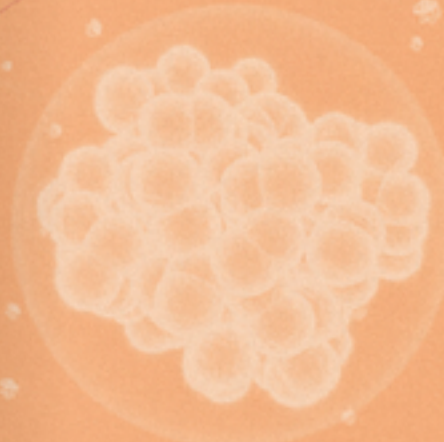
Our body is composed of roughly 7×10^{27} atoms. Now it turns out that of those billion billion atoms, 4.2×10^{27} of them are hydrogen. Remember that hydrogen is big bang dust and not stardust.

“ This leaves 2.8×10^{27} atoms of stardust. Thus the amount of stardust atoms in our body is 40% ”

Since stardust atoms are the heavier elements, the percentage of star mass in our body is much more impressive. Most of the hydrogen in our body floats around in the form of water. The human body is about 60% water and hydrogen only accounts for 11% of that water mass. Even though water consists of two hydrogen atoms for every oxygen, hydrogen has much less mass. We can conclude that 93% of the mass in our body is stardust. Just think, long ago someone may have wished upon a star that you are made of.

Humans and their galaxy have about 97 percent of the same kind of atoms, and the elements of life appear to be more prevalent toward the galaxy's center, the research found. Although humans share most elements with the stars, the proportions of those elements differ between humans and stars. For example, humans are about 65 percent oxygen by mass, whereas oxygen makes up less than 1 percent of all elements measured in space (such as in the spectra of stars). The proportion of each element of life differed depending on the region of the galaxy in which it was found. For example, the sun resides on the outskirts of one of the Milky Way's spiral arms. Stars on the outskirts of the galaxy have fewer heavy elements required for life's building blocks, such as

18 - Human ; "man" + "earth" - 1 from the Dust



Then the Lord God formed man of dust from the ground and breathed into his nostrils the breath of life and man became a living being.

PHOTO: SHUTTERSTOCK.COM / JEFFREY M. HARRIS

In His Image

The average human body is estimated to contain a whopping 100 trillion cells and 10 trillion bacteria in the human microbiome.

Human brains have 100 billion neurons times 4,000 synapses which is equivalent to the brain having more connections than there are stars in the universe.

The human brain is "hardwired" - it is its image.

I have loved you with an everlasting love: I have drawn you with unfailing kindness.

Human Development



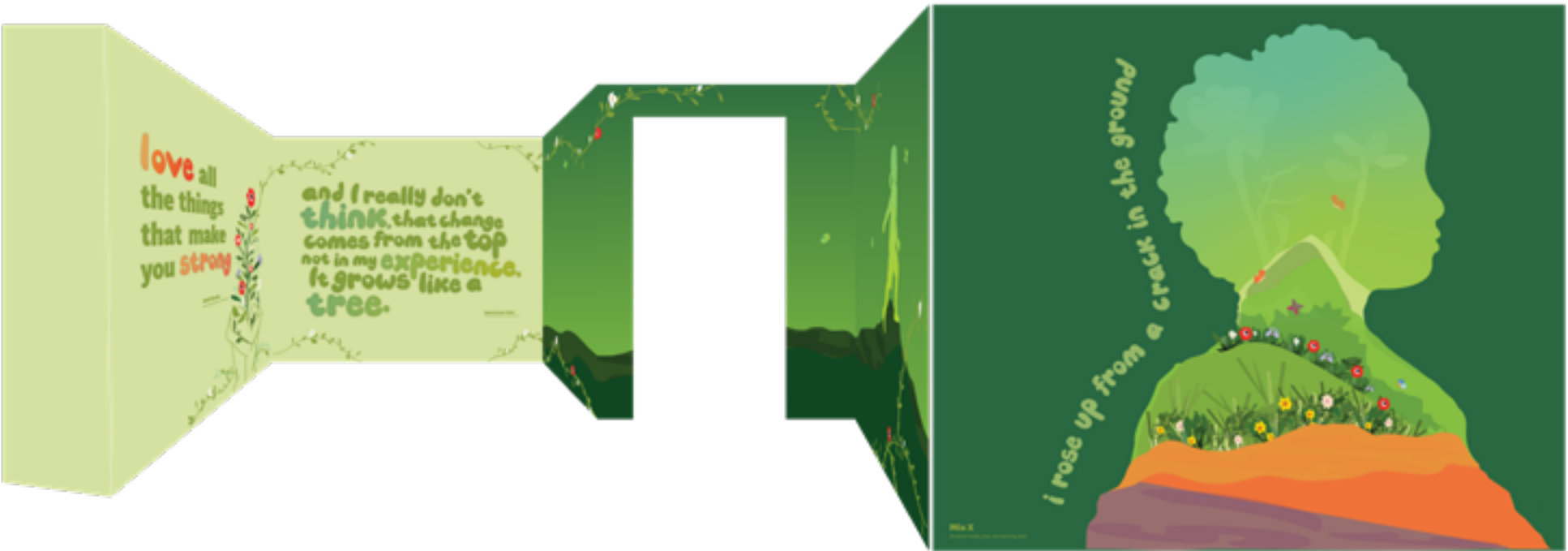
Photo: David J. Phillip, iStock.com, iStockphoto.com

I will not forget you! See I have engraved you on the palm of my hands: your walls are ever before me.

MILLER STREET PATHWAYS TO HOUSING CENTER

Working with the City of Newark's Office of Homelessness my team and I designed a system that included wayfinding, a mural, and a Give-A-Way gift for The Miller Street Pathways to Housing Center; a former elementary school transitioned into temporary housing for local people and families in need of shelter. This work touches on hope, empowerment, self esteem, connection and sense of Community, all through beauty and meaning.

MURAL



Designed in collaboration with Adriana Salazar, Arshy Hernandez, Brenda Villanueva, Emily Shernius, Eriq Royal, Kofi Assoku, Laura Gomez, Mathew Totillo, Melanie Woj, & Nigeria Brown.





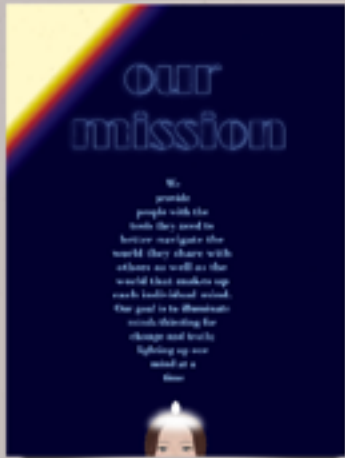


SOCK DRIVE POSTER



BRIGHT EYES MAGAZINE

Keeping with the mission of the magazine I created and developed their brand identity. I designed a logo that represented the meeting of two worlds. Expanding on the elements within the logo, according to the language of the magazine, I extracted the symbolism of a seed. The design is meant to uplift while relating to the young adult experience.

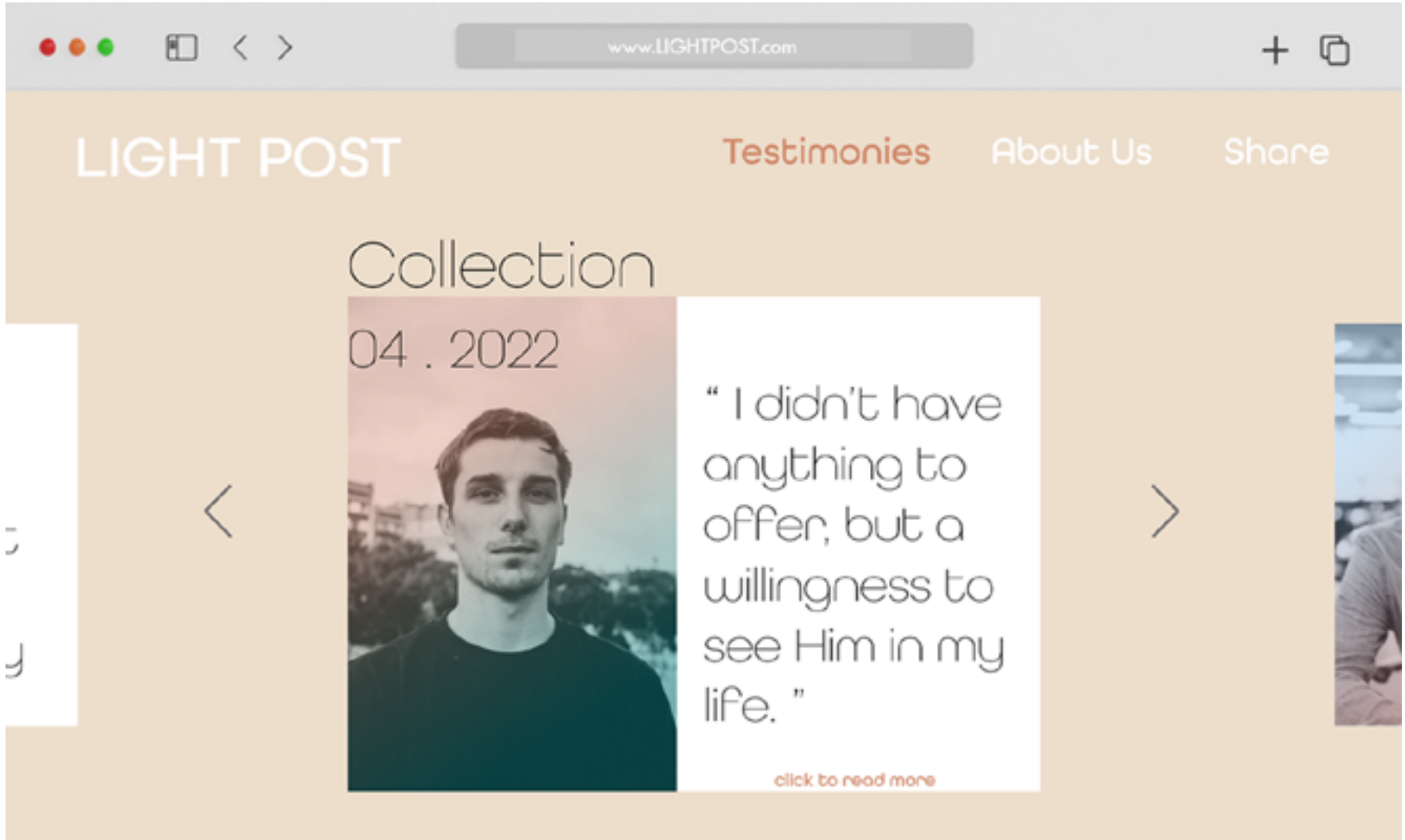






LIGHTPOST

The core elements that provide a modern yet amicable platform to exist within the website LIGHT POST, come about through the use of neutral tones while sustaining each profiles individuality through unique gradients. A geometric yet, friendly typeface with open curves supports the heartfelt testimonies shared on LIGHT POST.







THE LOST SON

This project takes a well known narrative and uses design in order for it to be seen through fresh eyes. I designed a 2 poster series constructed by mixed media imagery and illustrative type to bring to life the message behind the story. As well as a deck of cards with illustrated visual imagery from the narrative.

Phaedra Lee

There was an idea that if all he demanded his father give him his inheritance and left the house behind, he used his wealth and freedom to indulge in temporary pleasures until he had nothing left to live on. During this time there was a storm that hit the land. So he was forced to find jobs for a living. He started to eat the catch the people were eating but no one gave him anything to drink and drinking he finally came to his senses. He said "I will go to my father and die."

I have sinned against you and heaven

I am no longer worthy to be called

YOUR SON

There are times when we sin against God and we feel like we are not worthy to be called his son. But when we come to our senses and realize our sin, we can go to our Father and say, "I have sinned against you and heaven. I am no longer worthy to be called your son." And God will forgive us and we will be called his son again.

Phaedra Lee

He said to his son, "There is one thing you must do. You must go to your father and say to him, 'Father, I have sinned against you and I am no longer worthy to be called your son.' But the father brought him the best robe and put it on his feet and said to him, 'Put on this robe and go home. You are my son and I love you.'"

THIS SON OF MINE

WAS DEAD AND IS NOW ALIVE

WAS LOST AND IS NOW FOUND



SALT & LIGHT CURRICULUM

Following the intention behind the name, this curriculum was designed to be bold and aspiring. Combining structure with playfulness, the design combines unique elements to create a high-spirited composition.

ZAREPHATH YOUNG ADULTS BRAND AND CONTENT DEVELOPER

The contemporary design was inspired by the diversity in the young adult community at Zarephath Christian Church. The color palette resembles the different ages of the young adult people, while the typeface brings a relaxed, bold, and familiar appearance to the brand.





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