



## A Song of Ice and Fire



# A GAME OF THRONES

**#1 *New York Times* Bestselling Author**

**“I always expected the best from George R.R. Martin, and he always delivers.”**

— Robert Jordan

**“Reminiscent of T.H. White’s *The Once and Future King*, this novel is an absorbing combination of the mythic, the sweepingly historical, and the intensely personal.”**

— *Chicago Sun-Times*

**“A colorful, majestic tapestry of characters, action and plot that deserves a spot on any reader’s wall... the pages seem to pass in a blur as you read.”**

— *Albuquerque Journal*

**A GAME OF THRONES  
GEORGE R.R. MARTIN**



In the continent of Westeros, King Robert of Kings Landing visits the King of the North and his long-time friend, Ned Stark, in Winterfell. Accompanying him are his wife and queen, Cersei Lannister, and her brothers Jaime Lannister, a famed knight and Tyrion Lannister, the dwarf. After Ned’s wife, Catelyn Stark, receives a message saying that the previous Hand of the King was murdered, Ned is determined to protect his friend.

East of Westeros, Daenerys Targaryen marries Khal Drogo, one of the leaders of the Dothraki people. Daenerys and her brother, Viserys, are the last surviving members of the Targaryens. With the help of the Dothraki, Viserys thinks he can regain the throne once again.

George R.R. Martin is the #1 *New York Times* author born and raised in Bayonne, New Jersey. His acclaimed series *A Song of Ice and Fire* includes, *A Game of Thrones*, *A Clash of Kings*, *A Storm of Swords*, *A Feast for Crows*, and *A Dance with Dragons*.

As a writer-producer, he has worked on *The Twilight Zone*, *Beauty and the Beast*, and various feature films and pilots that were never made. He lives with his wife, Parris McBride in Santa Fe, New Mexico.

Photo by Nick Briggs

[www.bantamdell.com](http://www.bantamdell.com)

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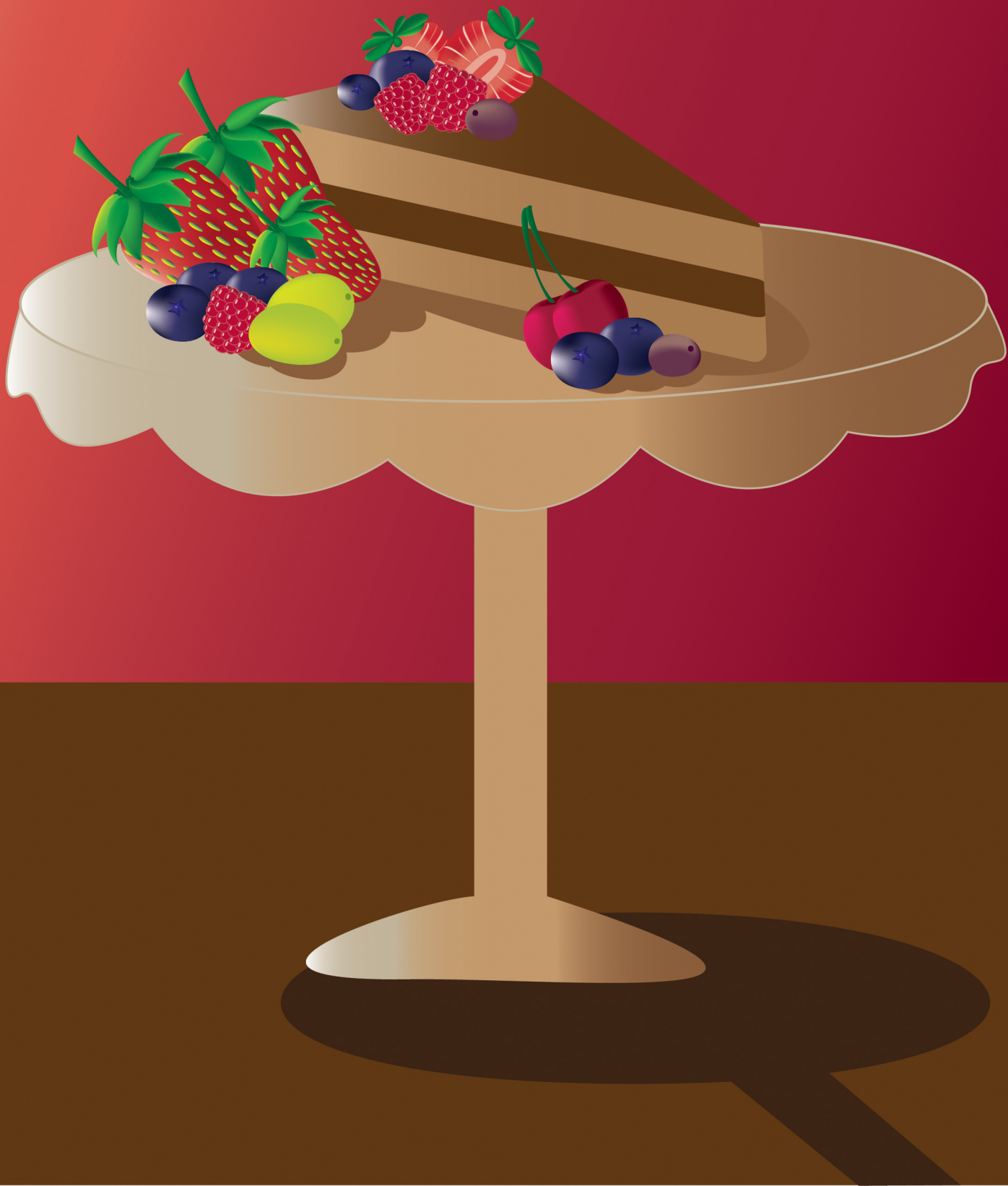


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**BOOK I**

**GEORGE R.R. MARTIN**



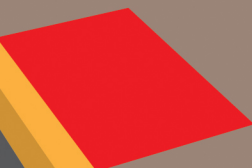
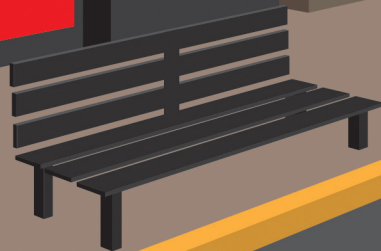
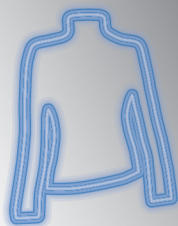


 Daisy Cleaners 

**PHARMACY**

**ABUDACAN M.D.**  
Internal Med

**JADE WOK**







# Chamomile

## Ingredients

Water, Chamomile Oil, Almond Oil, Coconut Oil, Carthamus Tinctorius (Safflower) Seed Oil, Oenothera Biennis (Evening Primrose) Oil, Olea Europaea (Olive) Fruit Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Calendula Officinalis Flower Extract, Chamomilla Recutita (Matricaria) Flower Extract, Shea Butter, Cocoa Butter, Vitamin E Oil, Vanilla Extract, Aloe Vera Gel.

## Directions

Gently apply to baby's skin two to three times a day for maximum moisture. For best results, use after bath. For external use only. Stop using if you notice any signs of irritation. Avoid contact with the eyes.



Baby Lotion

Chamomile

Natural  
Hypoallergenic  
Non-greasy

4 FL.OZ. / 118.3 mL

**Chamomile** is native in many countries throughout Europe, and is cultivated in countries such as Germany, Egypt, France, Spain, Italy, Morocco, and parts of Eastern Europe. The oil has a calming effect and can be used to help induce sleep, ease frayed nerves, and promote a general sense of calmness and well-being.



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Made in U.S.A.

# Introducing Our Rose Strawberry Collection



Loving Families Everywhere







# Kimberly Jaramillo

## Graphic Designer

### CONTACT

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- 🌐 <https://kjaramillo15.myportfolio.com/>
- in <https://www.linkedin.com/in/kimberly-jaramillo/>

### SKILLS

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- ◇ Adobe Illustrator, Photoshop, InDesign, XD, and Dreamweaver
- ◇ Google Drive (Docs, Slides, Sheets)
- ◇ Microsoft Office (Word, PowerPoint, Publisher, and Excel)
- ◇ Cross-platform Mac and PC
- ◇ Fluent in English and Spanish

### ACTIVITIES

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- Kappa Pi Honors Art Society & Art Club
- ◇ Member: 2018 - ongoing
  - ◇ Vice President: Fall 2019 - ongoing

- The Pauw Wow
- ◇ The Student Newspaper of Saint Peter's University
  - ◇ Layout editor

### AWARDS

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- Jasha Green Memorial Fund Award
- ◇ An award given to a student whose major or minor is in visual arts, graphic arts or fine arts, displays exceptional creativity, and demonstrates academic excellence.

### EDUCATION

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Saint Peter's University, Jersey City, NJ  
Graduation: May 2020, *Cursu Honorum*  
**Major: Graphic Design, Minor: Marketing and Sociology**  
**Saint Peter's University Honors Program, GPA: 3.857/4.0**  
**Dean's List: 2017, 2018, and 2019**

### EXPERIENCE

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- Fine Arts Gallery Assistant*** September 2019 – present  
Saint Peter's University, Jersey City, NJ
- ◇ Assisting in installing artwork for the Fine Arts Gallery
  - ◇ Welcoming guests at JCAST opening
  - ◇ Helping artists pack work after the event ends
- CEEL Graphic Designer Assistant*** August 2018 – December 2018  
Center for Career Engagement and Experiential Learning (CEEL)
- ◇ Designing print collateral (i.e., flyers, brochures) and visual elements for email blasts
  - ◇ Posting events and news stories on Peacock Connect
  - ◇ Creating a digital photo album of all CEEL events
  - ◇ Helping CEEL reception area when needed
- Research Assistant*** October 2017 – present  
Saint Peter's University Honors Program, Jersey City, NJ
- ◇ Working for Professor Fatima Shaik in Department of Communication and Media Culture
  - ◇ Researching on Etienne Cordeville
  - ◇ Creating a timeline of the events of Cordeville life
  - ◇ Working on a database of Cordeville and his known associates
- Marketing Research Consultant*** September 2017 – December 2017  
Golden Door International Film Festival, Jersey City, NJ
- ◇ Help improve the film festival
  - ◇ Led a team to come up with ideas to help the film festival engage and make valuable connections with the community, and expand the film festival to filmmakers ranging from high school students to independent filmmakers and film schools
  - ◇ Volunteered time in the event to analyze the experience and make recommendations for improvement

# FOOD MANIA

## TOP 10 SALMON RECIPES

LEMON & HERB  
PARMESAN CRUSTED  
GARLIC BROWN SUGAR GLAZED

QUICK & SIMPLE  
DESSERTS  
FEATURING THE  
NY STYLE  
CHEESECAKE

HOW TO MEAL-PLAN:  
SAVE TIME & MONEY

20  
FRUIT-INSPIRED  
DESSERTS FOR THE  
SUMMER

TREAT  
YOURSELF TO  
SOMETHING  
SWEET

*Fast & Fabulous Meals*



# City Central Cafe



100 Central Avenue Jersey City, NJ 07307 | citycentralcafe@gmail.com | (201) - 892 - 8554

## Hot Beverages



## Cold Beverages



	12 oz	16 oz
Americano	\$2.70	\$3.50
Cappuccino	\$2.95	\$3.20
Café con Leche <i>Coffee with Milk</i>	\$2.00	\$3.10
Caramel Macchiato	\$3.15	\$4.20
Chai Latte	\$2.95	\$3.70
Cortado	\$3.50	
Drip Coffee	\$2.00	\$2.75
Espresso	\$2.80	
Flat White	\$2.95	\$3.60
Latte <i>Caramel, Vanilla, Mocha</i>	\$3.25	\$4.00
Mocha	\$4.10	\$5.00
Hot Chocolate	\$2.45	\$3.10
Tea <i>Black, Chamomile, Green, White, Lemon</i>	\$2.90	\$3.75

	12 oz	16 oz
Cold Brew	\$3.50	\$4.35
Iced Americano	\$2.90	\$3.75
Iced Cappuccino	\$3.50	\$4.25
Iced Caramel Macchiato	\$3.25	\$4.00
Iced Chai Latte	\$3.10	\$3.95
Iced Coffee	\$2.45	\$3.10
Iced Flat White	\$3.10	\$3.95
Iced Latte	\$3.40	\$4.25
Iced Mocha	\$4.15	\$5.10
Chocolate Milk	\$1.95	\$2.30
Iced Tea with Lemon	\$3.25	\$4.00
Iced Green Tea	\$3.40	\$4.15
Homemade Lemonade	\$3.10	\$4.00
Freshly Squeezed Orange Juice	\$2.00	\$2.95
Fruit Smoothies <i>Various fruits available for smoothies</i>	\$4.25	\$5.30

Add Skim, Low Fat, Soy, or Almond Milk for an additional cost  
Flavors may vary per season

## Sweets



Cake Slice	\$3.25
<i>Chocolate, Cheesecake, Coffee, Red Velvet, Vanilla</i>	
Brownies	\$1.50
Croissant	\$2.70
Chocolate Croissant	\$2.90
Cookies	\$1.25
<i>Chocolate Chip, Oatmeal Raisin, Sugar, Peanut Butter</i>	
Danish	\$2.75
<i>Apple, Blueberry, Cheese, Cherry, Guava, Peach, Strawberry, Lemon</i>	
Fruit Tart	\$3.40
Muffin	\$2.95
<i>Banana, Blueberry, Chocolate Chip, Double Chocolate, Raspberry</i>	
Cream Puff	\$2.00
Cinnamon Roll	\$2.25
Fresh Fruit	\$3.80
Yogurt and Berries	\$2.90

## Breads



Baguette	\$3.00
Bagel	\$2.75
<i>Blueberry, Cinnamon Raisin, Everything, Plain, Poppy Seed, Sesame, Whole Wheat</i>	
Brioche	\$4.25
Challah	\$6.50
Ciabatta	\$5.30
Fougasse	\$6.00
Sourdough	\$4.80
Whole Wheat Loaf	\$4.95
Rye	\$5.10

## Sandwiches



Bacon, Egg, & Cheese	\$2.50	Spinach, Artichoke, &	\$2.50
BLT	\$3.25	Mushroom	
Chicken Pesto	\$4.95	Smoked Salmon &	\$5.10
Club	\$3.60	Cream Cheese	
Egg, Spinach, & Ricotta	\$4.35	Spinach & Feta	\$4.80
Grilled Cheese	\$2.95	Tomato, Pesto, & Mozzarella	\$4.65
Ham and Cheddar Cheese	\$3.10	Turkey, Avocado, &	\$5.30
Sausage, Egg, & Cheese	\$2.50	Edam Cheese	
Spicy Tuna, Red Peppers, &	\$4.25		
Avocado			





# Kimberly Jaramillo

## Graphic Designer

While I love to sketch in a traditional sketchbook from time to time, I use the Adobe Suite and Procreate on the iPad for graphic illustrations. I have always believed that there is beauty in simplicity. To me, sometimes too much detail can be overwhelming and makes you want to look away because you do not understand what is happening. My graphic illustrations revolve around things that are meaningful, interesting, and attractive to the eye. I keep my art minimal and not too overcrowded and if something is detailed, it usually does not take away from the main illustration. For the majority of my illustrations, if the foreground is busy, then the background is plain and simple because I want people to focus on the foreground.

My artwork is not abstract and the content is obvious to the viewer. Whether it is a still life or photo, what is being shown is exactly what it is. With my art, I want people to have a sense of familiarity. If they look at one of my still lifes, they know it is a fruit bowl and the fruits look almost real and tangible. If they look at the illustration of the elegant coffee, I want them to think to themselves and ask “what does it taste like, is it as beautiful in person as it is in the illustration”, and most importantly, “where they can get one”. It is the biggest item and centered to stare at you in the face and screams for attention. Similarly, the still life of the centered fruits and cake focuses on the foreground and captivates you because the items look real. While the details are small, it makes the fruits look as if you could take one out and eat it as you are still looking at the illustration. To me, details add to the main picture being shown and it determines the flatness or dimension that the illustration displays. The simple burgundy background enhances your hunger and want for the fruits and the cake.

“Earth Guardian” is a fictitious company in which we were given the task of creating the logo, products, and advertisement. I decided to make it family-oriented and picked pastel colors to highlight the friendly and approachable aspect of the brand. True to my nature, I decided to make the logo minimal, yet still be impactful and recognizable. I chose to make it line art only and picked the colors to emphasize nature and the company’s mission of loving the environment by making vegan and cruelty-free products for the whole family. For the design of the product, I wanted to focus on the main ingredient, in this case being chamomile. The advertisement focuses on a new product that and again reiterates the importance of natural ingredients in the products. I use earthly tones for the brochure because “Earth Guardian” is a brand that makes it their priority to use the best natural ingredients in the products, no animals were tested, and a percentage of the profit for purchasing products is given to various charities around the nation.



Another assignment that we were given was to make a menu for a fictitious restaurant. I decided to make one for a cafe because of my love for coffee and having an array of different cafes in my area. I made the size of the menu smaller than the average “8.5 in. x 11 in.” because I want it to fit comfortably in your hand and legible. Cafes usually do not have an abundance of menu items so I kept it at two pages where it can be printed on both sides to make it simple to move around and see all the menu items. Personally, I would not want to spend time flipping through a diner-sized menu when there are not many items. I chose a light green for the background because it is a friendly and welcoming color that complemented the bright yellow of the cafe name and the earthly tone of the decorations and type.

Using an array of my personal photos and stock photos, I created a magazine cover that displayed my adoration for food and cooking. The photos that I took are of foods that I have made and they range from savory dinners to sweet desserts. I wanted to make it look like a real food magazine cover that you can find and start to browse to look for a new recipe to impress your loved ones. The blue background is not detailed and overwhelming because I want people to focus their attention on the food. The bold and capital fonts instantly attract your eye and make you want to look through the magazine to find out the “Top Ten Salmon Recipes”.

My photos are mostly based on my travels. I have always dreamed of traveling around the world and I have been fortunate enough to start traveling and visiting several countries. Walking around foreign cities is both fascinating and intimidating at the same time. The fear of getting lost is ever-present, but once I see something breathtaking I have to take a photograph. When taking a photo, I like to emphasize the natural beauty of the subject I am photographing. When editing, I saturate the photos a bit to make the colors pop and call for your attention as if saying “look at me!”

If they look at a photo of the Eiffel Tower, I want them to bring people on an adventure with me and let them experience what I experienced. For those that have been to Paris, I want them to think back to their time in the city and reflect on their experiences. For those that have not had the opportunity to visit Paris, I want to motivate them to go see the Eiffel Tower in person and take the time to explore the French capital. Similarly, I want to show them places that may not look so obvious and familiar at first glance. Hamburg is a beautiful city that combines its new and old parts of the city. To some, the newer part may be more familiar, but the old part of the city is straightforward in displaying the old buildings of the Warehouse District and not invaded by modern architecture. There is something beautiful about appreciating history through

art that is left behind and that includes buildings, bridges, and ports. It is a part of the city that could be unknown to travelers and I want to show them that exploring can take you to parts of a city that you never expected to be there. I also want to captivate people's attention and show them that traveling can also be magical. The photo of the cave emphasizing the bright green outside is meant to prove that even in a metropolitan city like Madrid, there are parks that have beautiful areas that are untouched.

For the two grayscale photos, I wanted to make them look dramatic and graceful. Sometimes people assume that a photo that is grayscale is boring or represents a scene from a horror movie. To me, grayscale lets the content speak without being interrupted by colors. The audience pays attention to the story being told instead of looking at a picture and say "it looks nice". The first one is of an alleyway in Toledo, Spain. Alleys are very common in Europe and this particular one was decorated above and covered the sky. I wanted to emphasize that this alley was taking you somewhere and the tarps and strings were showing you the way. The second photo is in Central Park, which is a romantic setting in a city that never sleeps. There is a couple on a boat at one of the ponds and they appear to be on a date. It seems as though you are peeking at something forbidden, yet it makes you feel longing.

Overall, my art is unique in the sense that it does not focus on one subject. I am open to creating artworks that vary, whether it is a perspective illustration of a street corner, the process of making a book jacket, or a photo of the Eiffel Tower. I like to challenge myself by using what I know and taking it one step further. I want people to appreciate what life has to offer and display it in the form of an illustration or a photo. Similarly, not everyone has the chance to travel, so I want to bring my audience along with me by showing them what I see and aspects of my life.

When first given a project, I decide which program I am going to need primarily or if I will need to use multiple. In general, for Illustrator, Photoshop, and InDesign the first things that pop into my head are picking an artboard size, whether I want it portrait or landscape, setting the document to either CMYK or RGB, setting the DPI to 300, and saving it with a file name. It is essential to me to keep these processes because I want to be consistent and never forget important aspects in the file that could possibly alter it.

When I am working on a project on Illustrator, I initially make my artboard 8.5"x11" and increase the size if I need to make it bigger as I am working. For most of my illustrations, I like to work off of a reference photo that I have taken, and if not, it is usually off of observation and imagination.

I used a reference photo for my coffee illustration, so I imported the photo as a background layer and lowered the opacity. I started by making outlines and having them as their own layer of the coffee glass, plate, spoon, counter, and display box. I chose colors that were similar to the ones in the photo, so I colored in the counter and plate. I decided to start working on the coffee, which was the focal point in the foreground and made sure to make it very detailed. I proceeded to make sublayers for the layers of the coffee to give each one special attention and because each one is different — the bottom layer is the mix of small cookie bits with the syrup, the middle layers consist of the milk and coffee, and the top layer is the foam with small bubbles. At the top, I added the whipped cream and the long cookie crisp. To further add detail to the illustration, I added shadows, such as those on the whipped cream, plate, and counter, and made syrup with highlights run from the top of the whipped cream to the crisp and drip down the side. To make the glass, I added two layers of the glass shape and made it transparent, one more than the other to add depth. After finishing the coffee and adding all the shadows, I focused on the display box. In the original photo, there were coffee models inside, but not wanting to take attention away from the coffee, I decided to add bread inside the display box. I also did not want to make the background detailed and decided to make it a gradient. Feeling satisfied with the piece, I save it one final time and prepare to print it.

When working on a project on Photoshop it is important for me to first know if the file will be CMYK or RGB. If I know that it will be printed, then I instantly set it to CMYK, otherwise, I leave it at RGB. For the magazine cover, my love for food and looking at other food magazine covers, such as Bon Appetit, inspired me to make one for a made-up company. First, I thought about setting a background as the first layer and I know that I did not want a plain color or take a photo of my own table for aesthetic purposes. I searched stock photos that were royalty-free and say a background that pleased me, which was a blue background that was textured. Satisfied with the background, I locked the layer so that it would not move when dealing with the other parts of the magazine. To further help me organize and make sure everything would be measured, I added guides to the artboard to indicate margins for the type that I would eventually be adding and one to indicate where I would be placing the magazine name. For my food items, I decided to search through my phone for pictures of foods that I have previously made. After choosing an entre and a dessert, I imported them to the file in order to edit them. To each photo, I changed the image mode to CMYK and made the resolution 300 in order to keep it crisp and clear when it would be printed. I also went into

adjustments and raised the saturation to make the dishes look more vibrant and then on the food itself, I used the color dodge tool to lighten specific areas. I only wanted the dishes, so I had to get rid of everything else and take out the specific area I wanted. In order to do that, I had to select and mask the photo and then output it as a new layer with the layer mask. Afterward, I used the same layer mask to make it into a shadow by coloring it black, lowering the opacity, and making it a bit transparent. Later, I added an arm, which was my mom's arm, to add a sense of motion to the cover. I repeated the same as with the food and placed the arm over the main dish, which has been centered and enlarged. For the magazine name, I made the type bold and chose a light orange swatch to complement the dark blue background. I also made the subtitles bold text in order to emphasize them and make people want to turn to the specific page in the magazine to find the "Top 10 Salmon Recipes" or "Quick and Simple Desserts Featuring the NY Style Cheesecake". For their colors, I chose white and a light blue to make them pop-out and go with the aesthetic of the magazine. When I am finally satisfied with the overall piece, I save it for the last time and keep it as a Photoshop file and save it as a JPEG if I am using it online.

Deciding on a menu topic was not difficult for me because I instantly thought of making one for a cafe. I love coffee and local cafes so I thought it would be interesting to create my own made-up cafe and make a menu for it. If I am creating a menu for a cafe, I think about how it should be a comfortable size, but also have legible writing. For most of my InDesign projects, I keep the artboard size at 8.5"x11", but for this particular menu, I decided to make it a 6"x8" after I made a cut-out out of regular printer paper. Using that same cut-out, I make an initial sketch of the layout that I have planned. I decide to make the menu front and back, making it easy to flip and see the range of menu items. As it is a cafe, I do not expect to add many menu items, especially when compared to a restaurant menu. On the front, I have all the beverages and I separate them into two categories, hot and cold. Next to each category, I leave space for the prices. On the back, I have additional menu items such as sandwiches, pastries, and bread and also leave room for prices. Once I make the 6"x8" artboard, I then adjust the margins and add bleed marks. If a document is very information-oriented, such as a menu, I like to make sure the margins are small (around .25" all around) so that everything fits. However, if a document is not very information-heavy, then I prefer to keep the margins at larger (around .5" all around). For bleed marks, I like to add them just in case, even if I do not need them, and I keep them at .25" around. Having my artboard setup initially is important because I do not want to have to change it

as I am working. If I really have to in the middle of working on the document, then I will adjust it. Once the document is made, I add my layers and label them accordingly. Having my layers named makes it easier for me to determine what is visible on that layer and helps me keep everything organized. Therefore, I have one layer each for my background, the cafe name, headings, menu information, prices, and decorations.

When it comes to color, it is always difficult for me to choose when given a broad project with freedom, unlike a project where a client gives you specific instructions. For a cafe, colors are not very bright and can vary from neutrals, pastels, and light hues. I chose the background color to be light greenish-yellow after initially not liking the neutral background. I test printed a few squares to see which hue would work best in terms of not being over-powering and making it hard to focus on the words. After seeing the test prints, I chose my green background and added a border with a darker hue to make it look elegant. After having my background color, it became easier to choose colors for the type. I chose a golden yellow for the cafe name because it made it pop-out compared to the light green background. For the heads, I chose a light brown to give it an earthy tone. For the menu items, I chose a burgundy because it complements the green background and was a dark and legible color for reading. Prices and subcategories were made black and price headings were made white. Then, it came time to decide on the type and I know that for the menu, I am going to need three different types — name, headings, and general information. For type, I like to browse and see which fonts I like and which I do not. For the cafe name, I looked for a font that was decorative and catchy, yet easy to read because it is important to know what the name of the place is. For headings, I like to also look for a decorative font, but not as decorative as the name and it needs to stand out from the general information. For the general information, I make sure that the type is legible and big enough for people to read. Once I have chosen all of my fonts, I make paragraph styles for each category — from the cafe name to the note at the bottom of the menu. When I feel that I am done, I save it and export it as a PDF to print it with bleed marks.

Taking a photograph is easy, especially when having a phone constantly available, but I also prefer to take photos with my digital camera if I have it with me. I prefer to take photos of places and objects that I find to be interesting and beautiful. Sometimes, it is difficult to initially determine a good photo, especially if there is too much sunlight, if it is too dark, or if the weather is really bad. I try to take the initial photograph and make sure that it is the best possible version so I do not have to make many edits later on Photoshop.

When I edit a photo on Photoshop, I keep it on RGB, but if I know I am going to print it, I set it to CMYK and save it as its own version. I would initially auto contrast it and then go to adjustments to alter the vibrancy and saturation more so to emphasize the colors and make them stand out. For some images, to make a certain area stand out, I would crop the image to take away any unnecessary portions of the image.

I have a deep love and appreciation for visual art, especially paintings. As a fan of still life, Caravaggio is someone that sticks out to me. I admire still lifes of fruits, especially, since I have grown up seeing them in my home or in the homes of family friends. What I admire the most is how clear and realistic they look. I also find it beautiful that the fruits are the center of attention and there are no detailed backgrounds. Caravaggio's painting Still Life with Fruit on a Stone Ledge is one that stands out to me. His use of tenebrism emphasizes the fruits as there is intense contrast between light and dark. It also adds a sense of drama to the painting, which is amusing because no one would think of fruits as being dramatic. When I made my still lifes, I wanted to make them as realistic as possible and make it seem as if you could reach and grab it. While I do not use tenebrism, it inspired me to use a bit of contrast for the background. That is why I used a gradient for the background color to not only include contrast, but also make it seem as if it is light.

Saul Bass was an extraordinary and brilliant graphic designer. He was born to Jewish immigrants in New York and when he went to college, he took night classes at Art Students League. To be willing to take night classes is admirable because it means that he was dedicated to learning as much as he could to achieve his dream. His artwork ranged from movie posters to logo designs. While I have been studying branding, logos are what ultimately advertise the brand to the public. The process of designing a logo is difficult since not only do you have to adhere to the clients' requests, but also input your professional opinions. Some of Bass's most recognizable logos were for AT&T, Continental Airlines, United Airlines, Girl Scouts, Kleenex, and many more. What I really liked about his logos were that they were simple, yet very effective. For many of his logos, he used line art or simple shapes with white space. The use of white space causes an illusion, such as in the Girl Scouts logo. The green represents the hair while the white space represents the face silhouette, but next to it is also a green face followed again by a white silhouette. Personally, I find it to be really cool to have illusions in your artwork, but to have it in a logo is extraordinary and Bass was smart enough to make it work. He also used negative space when he designed the logo for Quaker Oats, which reminded me of printmaking. Bass's logo for Bell System was line art and it is

what also inspired me to make a logo that only used line art for Earth Guardian. I wanted to make something that was simple and did not take attention away from the company. While the trees and the heart have nothing to do with lotion or beauty products, they represent the company's mission to protect the environment by using organic ingredients.

Ralph McQuarrie was a concept artist especially known for his work on Star Wars. He started out working at a dentistry firm, drawing teeth and equipment before he started making illustrations for Boeing. He then went on to create film posters and animating the Apollo space program. It was then that he was discovered by George Lucas, who was impressed by his illustration. His work has been especially inspiring to me because of my love for Star Wars and the process that went into making all the characters and locations. I have always admired his imagination, especially when it came to creating characters, vehicles, and locations that were strange and unique. For the late 1970s, a science-fiction project such as Star Wars was considered "wacky" and out of the ordinary and there were little references to go by. The whole story created by George Lucas was amazing itself, but to have it come to life where you can physically see the characters and the locations is extraordinary. It takes a lot of creativity to turn descriptions into visuals, especially if what is being described may seem ridiculous.

Being a graphic designer, there are many paths available and a variety of choices. It takes courage to take the next step. I will admit that I am not sure what that path is for me. There are a variety of projects that I love to do and they range from creating a menu of a restaurant to still life illustrations to taking photos of my travels. The possibilities are endless, but currently, I do not know what my right path is. However, I hope to have fun and learn from future projects what the ideal path for me is that will make me keep loving and appreciating art and design.

It was not until writing this essay and evaluating my likes and dislikes that I started to see a possibility for me. Films and animated films and TV shows have always had a special place in my life ever since I was a kid. It has always amazed me how they turn impossibilities to possibilities and can make the imagination go wild. As I was writing this essay, I went through memory lane and thought back to the movies, shows, and video games that impacted me the most and wondered why they did. Ultimately, it was the concept of all the characters, items, vehicles, weapons, buildings, interiors, and environments that impressed me and made them all unique and memorable. That is when I truly understood what a concept artist is and does for a living. Concept artists create visual images of ideas for animation, comic book illustration, gaming,

advertising, print, etc. They also work with other art departments to ensure that the right visual style is reflected in each part of the project. Overall, concept art is used to visualize ideas so that modelers, animators, and VFX teams can make these ideas ready for production. Knowing the value and abilities of a concept artist, I was eager to practice and try drawing more digitally rather than just sketching and letting it go unremembered. Much of my earlier sketches were left undone because I was always so shy and did not want others to see it, but after realizing that all it takes is dedication, hard work, and time, it is possible to grow and see how much my work has grown and what I am capable of. It still fascinates me to see the process of how characters and environments are created and they remain in people's minds.

Art direction is also something that has intrigued me as I was trying to figure out career choices. An art director is the person that oversees the work of other designers and artists who make images for television, movies, advertisements, video games, etc. Art directors are the ones to determine the overall style or tone desired for each project and articulate their vision to artists who submit images, such as illustrations, graphics, photographs, or stage and movie sets. Some examples of their work include working with the art and design staff in advertising agencies and book, magazine, or newspaper publishers to create designs and layouts. In addition, art directors work with producers and directors of theatre, television, or movie productions to oversee set designs. I previously made a book cover and it was really fun for me to do, especially being able to work with Illustrator to create a visual that can be an important scene or location in the book.

As I mentioned before, I love films and television, so I might look towards art direction in the film industry. Art directors in the film and movie production industry work directly below the production designer, as well as work alongside set decorators, set designers, and assistant art directors. With directors and screenwriters, they will all come together in order to understand what style or look a set should have and to know exactly how many sets will be required for film or show. Screenwriters will be providing the most insight because they will provide the art director with information on how the story is going to be told and on how visual selections will set the ambiance of a film or episode. Visual selections can provide the audience with an incredible amount of insight into a character's personality and background. This can include the layout of their home to the style and color of their clothing. Still in the film industry, I can also work on the advertising and marketing aspects, such as creating posters, toys and accessories, merchandise, and so much more.

While it is not my first choice, I can also see myself doing freelance work.



It is definitely one of the more loaded jobs because you have to actively search for your own jobs instead of working for an employer. However, it is one of the most liberating jobs because I get to pick and choose the projects that I want to do. Jobs for me can range from taking photos to creating menus for restaurants. This can also give me the opportunity to work with several different companies and even their projects may vary, whether it be branding or advertising. Additionally, since I love to travel and I see myself doing a lot of traveling in the future, it is also a good way to work while abroad. For example, I can take photos for travel or nature magazines or books. I can also see myself making illustrations of my travels and using photos that I have taken as references. There are many opportunities that come with freelance work and all it takes is finding the ideal project and workspace.

Through my art, I want to inspire people to follow their dreams and that art is not just natural talent, but it is hard work. For me, drawing started as a hobby and it turned into a career path that I want people to feel comfortable taking. Art is everywhere and it impacts our everyday lives in different forms. Seeing the impact art has on people is what inspired me to follow my heart and choose to study it. Just as I was captivated by movies, video games, and comic books, and was transported to another world, I want my art to be able to do the same. I want people to look at environmental illustrations and see themselves walking through the lush green trees in an enchanted forest or running through a futuristic city with your robot dog. I want people to look at character concepts and see their imaginary selves, whether it's being the hero, who stands tall and proud, or the villain, who is malevolent and unapologetic.

I also want to inspire people to travel and to appreciate natural beauty. Having the opportunity to travel and seeing the different environments has left me breathless and wanting to return. As I was traveling, I always thought back to my parents and wished they were with me to see the magnificent things I was seeing. This is what led me to take photos of the diverse views that I was witnessing. My art is meant to emphasize the beautiful views and impact them in the sense that while traveling is sometimes hard to do and expensive, it is worth taking a trip to experience the views for yourself and make your own memories. Sometimes, people need a break from their daily lives and need to relax and go somewhere far away to feel liberated and try new things, such as food, walking around with no destination, or visiting museums.

