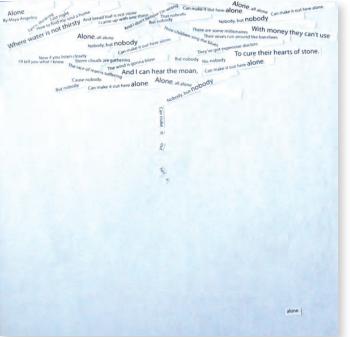
melissad@spu.edu 626.676.9732



This was an exercise created for an Applied Typography class. Each poem explored a specific organization of type. This is the Random System. While having a chaotic feel, it still achieves legibility. I began by by designing the poem by hand, cutting out each line at a time, and then moved to the computer to finesse it.

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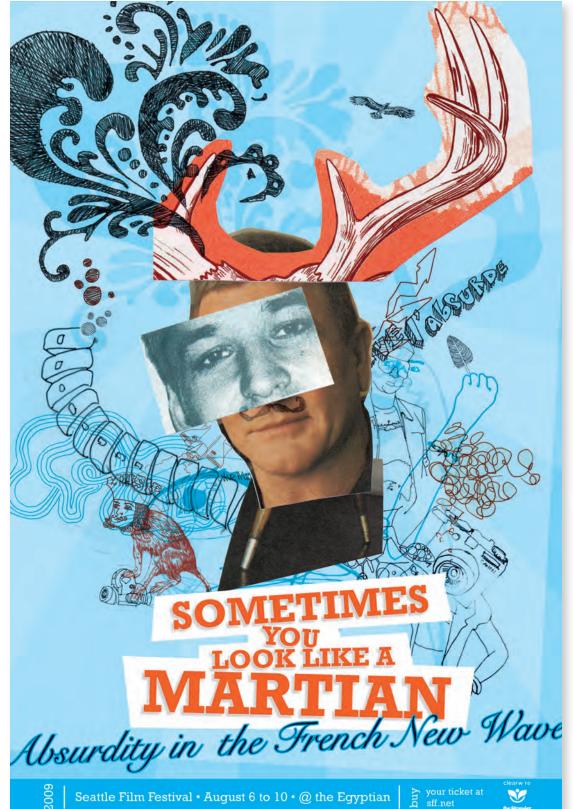


## Typographic Poem

Original Size: 10in x 10in

Winter 2008









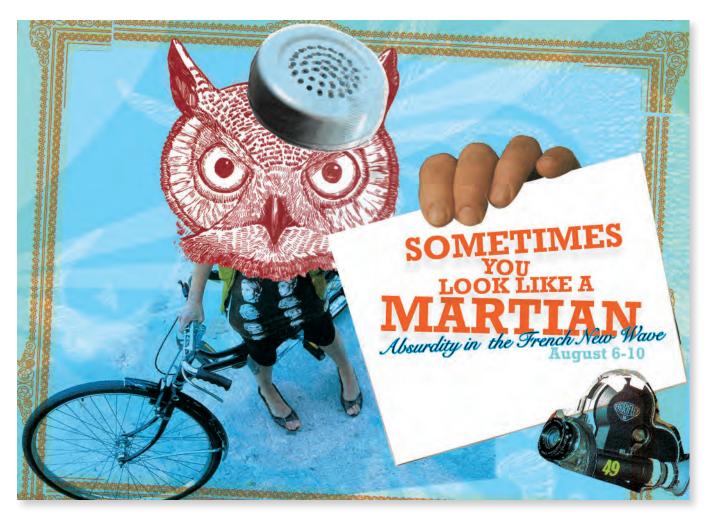
# Film Festival: Poster and Busboard

Original Size: 24in x 36in and 12in x 2.75in

Spring 2008



This poster and busboard are part of a Film Festival marketing campaign. They present the festival's theme of exploring the meaning behind the apparent absurdity of French New Wave films. Design influenced by Dada and Surrealism.

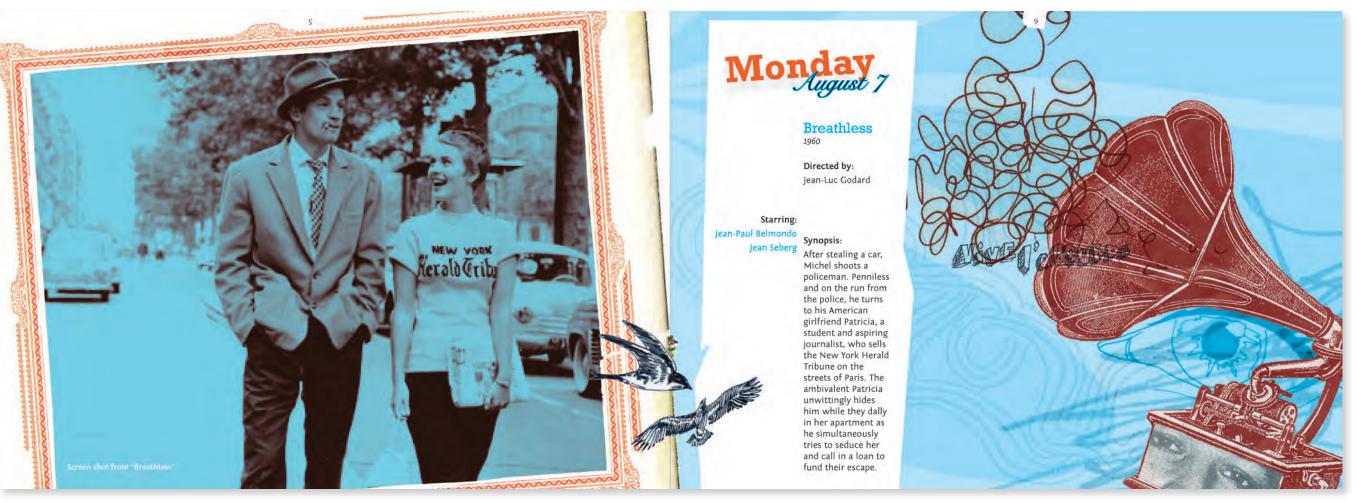


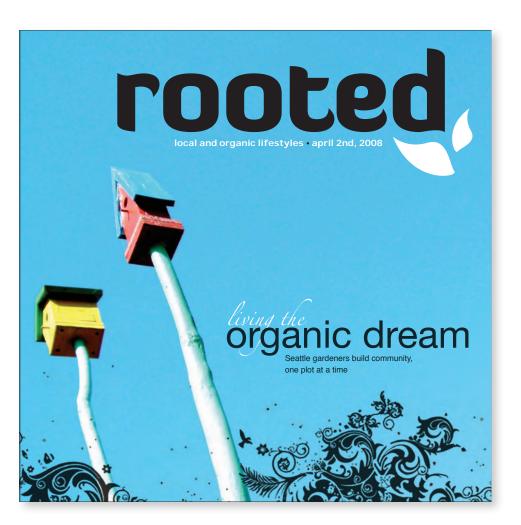
#### Film Festival: Program

Original Size: 7in x 5in

Spring 2008

This program is the continuation of a Film Festival marketing campaign. For all the peices of this campaign I only used found imagry- either scanned magazine clippings or traced drawings.







### creating good

Pura Vida works to improve the world

The mission of Pura Vida is to create good by using capitalism to empower producers, motivate consumers, inspire business leaders, and ultimately serve the poor.

We believe in a different approach to business. One driven by good rather than greed. One that sees capitalism as an agent for compassion. Operated for charitable benefit, Pura Vida helps farmers, families and at-risk children in coffee growing communities around the world to build more hopeful futures. The work of Pura Vida is rooted in a desire to empower the poor in coffeegrowing regions of the world. We welcome all people to serve with us in partnership.

Pura Vida Coffee is the business engine of our organization and has grown to become one of the largest sellers of Fair Trade, organic coffee in the U.S. This helps increase the



standard of living for farmers and generates resources for our charitable work.

Our charitable impact can be seen in four distinct ways:

Provide living wages for farmers and producers through the sale of Fair Trade, organic, shade-grown coffee

a different

 $\bullet$  Inspire business leaders to replicate our model by sharing what we have learned

· Educate and motivate consumers to take action

towards social good

• And ultimately serve and empower at-risk children and families in coffee-growing

By utilizing every facet of our company – capital structure, governance, employee recruitment, product sourcing, marketing and sales - to achieve social outcomes, we can demonstrate that the worlds of business and charity can not only coexist, but can thrive on one another

10 rooted april 2008

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15 living the organic dream

Seattle gardeners build community, one plot at a time.

19 eco-mmunities

Green is making its home online by Michuru Kareikia

24 hidden treasures

Recycling takes on a new form as "trash" becomes treasure.

#### departments

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12 ask away

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#### market @ the ave

The University District Farmers Market is Seattle's oldest and largest "farmers-only" neighborhood market. Founded in 1993, this Saturday market offers a place for more than 50 Washington State farmers to sell their fresh produce and quality products each week. The market is now open year-round, with a great selection of fall and winter produce, eggs, meats, poultry, seafood, baked goods, preserves and more throughout the holiday season and chilly winter days.

Featured items at the market include an astounding variety of local, seasonal fresh fruit and vegetables from both sides of the state, herbs, wild mushrooms, fresh farmstead cheeses, free-range chicken and

eggs, pastured organic beef, pork, fresh oysters and salmon, nuts, ciders, honey, fresh cut flowers, nursery stock, fresh bread and other baked goods, as well as numerous jams, fruits spreads and condiments from local farm-grown products.

Open Saturdays year-round, gam to 2pm, at the corner of University Way & NE 50th, in the playground of the University Heights Center for the Community On-street parking can be found in the vicinity, and the market provides tokens to shoppers for one free hour of parking in nearby pay lots.



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#### Magazine: Cover, **Contents Department Pages**

Original Size: 8in x 8in

Spring 2008

Rooted is a proposed magazine for the Seattle area, which targets people who have chosen to plant themselves in Seattle and embrace its reputation of being an organic and green population.



From subsistence farming to butterfly borders, Seattle's community gardens are part of a nationwide trend toward urban havens where the sowing of vegetables and flowers reaps a harvest of shared purpose as satisfying as the lettuces and chard. It has been said that urban community gardens are the last remnants of the commons in contemporary life.

Perhaps that explains the grass-roots phenomenon of people gardening together, most often prompted by the urge to grow food or clean up a derelict property.

Public art, including the insectthemed tiled restrooms in the new building, is just one of Bradner Gardens' many attractions.

nity

For all of us in the city, it's so easy to forget where food comes from, and this disconnect is a kind of poverty a midst our abundance.

U.S. Department of Agriculture research shows that the average distance a vegetable travels from the fields to the dinner table

and flavor with every

is 1,500 miles, losing nutrients

The desire to grow your own, as well as the shortage of flat, sunny gardening spots in steep, well-treed Seattle, is why we have 70 communal gardens within the city limits, up from 30 a decade ago. Most are P-Patches, others are youth and market gardens at Seattle Housing Authority sites, where gardening is used as a tool for social change.







Any vegetables, small fruits, flowers or herbs you choose. Organic gardening only. Produce may be shared with friends or donated to food banks but may not be sold.

#### WHAT SIZE ARE THE PLOTS, HOW MUCH DOES IT COST?

\$23 application fee \$11 for each 100sf gardened

10 x 10 (100 square feet) - \$34 annual fee 10 x 20 (200 square feet) - \$45 annual fee 10 x 40 (400 square feet) - \$67 annual fee

#### WHAT DO I HAVE TO DO?

- + You must contribute a minimum 8 hours of time to the common areas of the garden
- You must give four of those hours at your P-Patch sile.
   You must care for your plot (keep It weeded, watered and
- harvested!) and paths on a year-round basis

  You must provide soil improvements, seeds, tools
- (some tools available for loan) and labor.
- Keep in mind, as a gardener, you reflect the P-Patch program to the surrounding neighbors – please be nice.

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#### Magazine: Feature Spread

Original Size: 26in x 36in

Spring 2008

While creating their own visual language, the feature spread and jump spread still maintain the elements that are identifiable to *Rooted Magazine*: organic shapes and minimalist photography.



# Poster Original Size:

**Self-Mailing** 

11in x 17in

Spring 2008

This was a proposed poster for the 2008 AIGA Reality Check Event- a portfolio review session for design students. The goal was to make the event seem less intimidating



This poster confronts our feelings of insecurity, when we want to hear feedback from others, by playing off the humor of the notes we passed as kids.

## Self-Mailing Poster

Original Size: 11in x 17in

Spring 2008









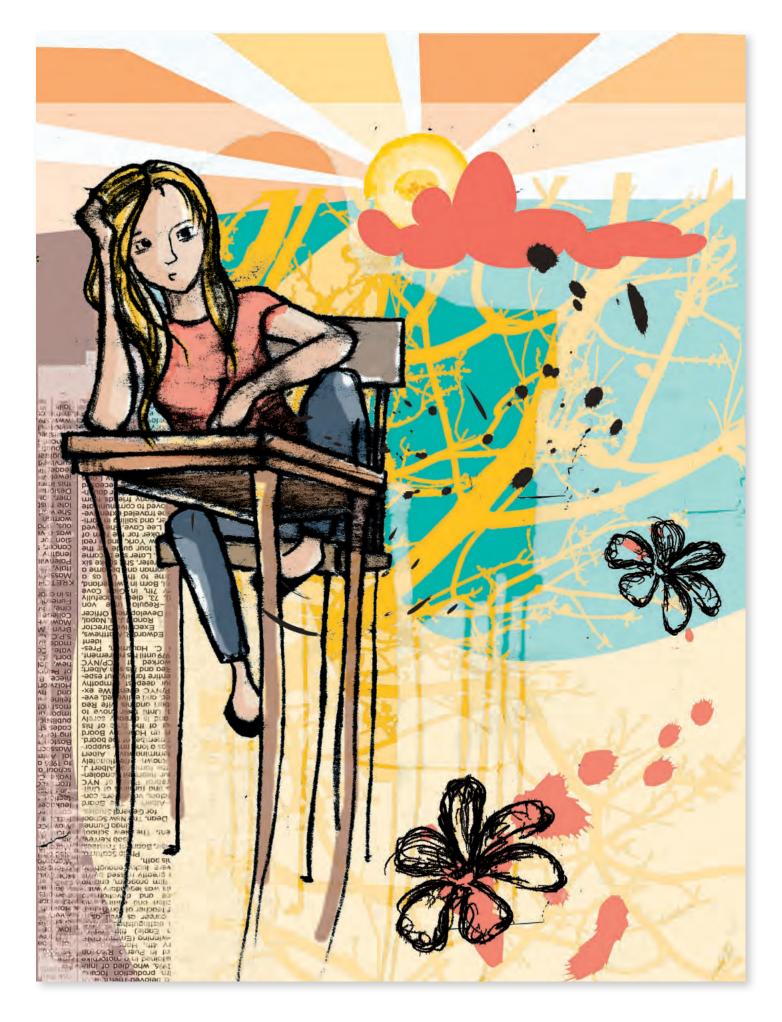


#### Product Re-design

Original Size: 3in x 6in

Spring 2008

This is a re-design of automotive power steering fluid. This product brands itself as being high-end, targeting buyers of cars such as jaguar and porche. Influenced by both Swiss design and high-end vodka bottles, this design maintains a masculinity while incorporating sophistication.

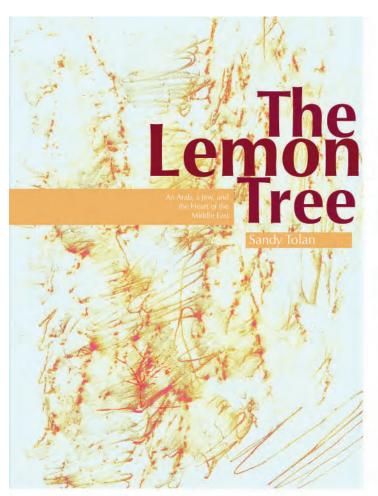


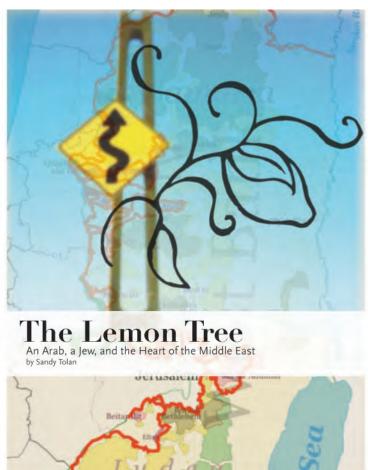
## Editorial Illustration

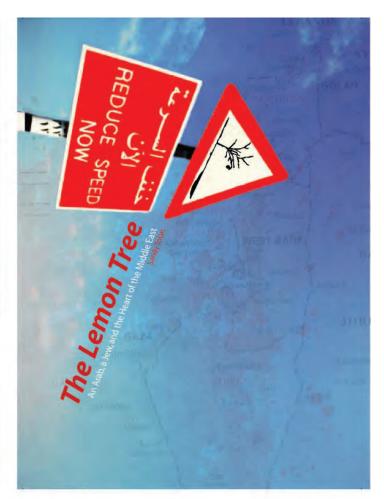
Original Size: 10in x 12.5in

Spring 2007

This illustration was created for an editorial article about the effects-and surprising benefits-of day dreaming on students.



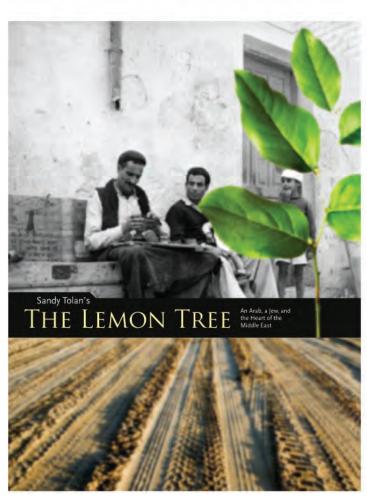


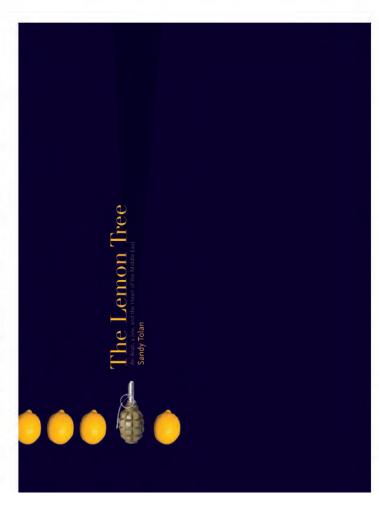


#### Book Cover Design

Original Size: 6in x 8in

Winter 2008







The goal here was to redesign a present book cover, The Lemon Tree, using differing visual solutions, such as only shape, isolation, symbolic imagery etc. I made a total of 26 covers according to visual restrictions and then combined and reworked a number of them before finishing with a final set.







#### Installation

Original Size: 15in x 10in x 4in

Spring 2007

This is a 3D design installation. It muses on how we absorb and process the information we see and read. Pages out of an old novel twist and weave their way into the ear and only toemerge out the other side as the inner ear itself. Does what we read shape who we are inside?

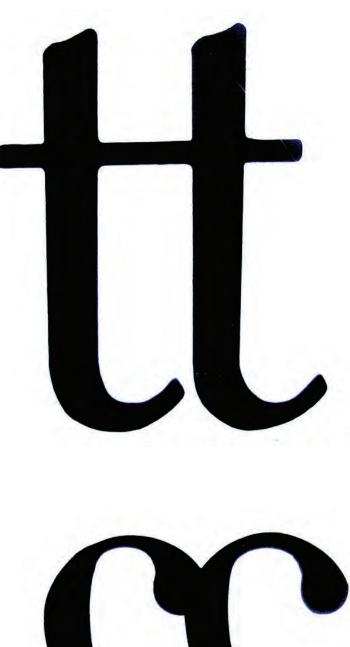


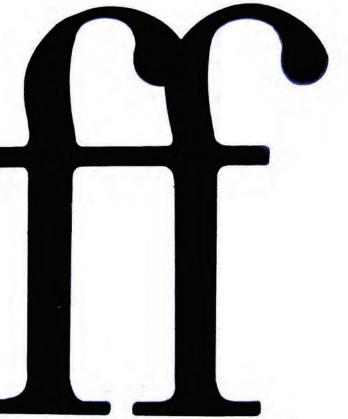
## Event Poster

Original Size: 17in x 11in

Spring 2008

This was a proposed poster design for an upcoming spuAIGA event- a time to officially say goodbye to and send off the seniors. Using my own illustration, the balloons of "hopes", "dreams" and "fears" float off the poster in the same way that our seniors are being loosed to float into the unwritten blue sky of their own futures.





#### Hand-Crafted Ligatures

Original Size: 4in x 3in

Winter 2007

These are ligatures that I crafted from hand. Starting with a type specimen book I enlarged a type face and structurally created my own ligatures. I created them at a much larger scale and then reduced them on a photocopier for the end product.