



BDESIGN

PORTFOLIO
BRIANNA PRECIADO

**"SO WE BEAT ON, BOATS AGAINST
THE CURRENT, BORNE BACK
CEASELESSLY INTO THE PAST."**

THE GREAT GATSBY, is set through the eyes of Nick Carraway, a man from Minnesota who moves to West Egg, New York. Nick's mysterious next-door neighbor, Jay Gatsby, lives in a mansion that throws extravagant parties every weekend. Nick becomes acquainted with Gatsby who unveils his former love is his cousin, Daisy Buchanan. Nick and Gatsby become good friends, which ends in a tragic story of Gatsby following his past love and the American Dream.



F. SCOTT FITZGERALD
from the Midwestern of St. Paul, Minnesota, published four books before his death at forty. Fitzgerald is widely known as one of the greatest American writers of the 20th century. *The Great Gatsby*, his most famous novel became popular until the 1950s, during World War II, when publishers sent millions of copies to soldiers and sailors serving.



FScottFitzgerald.com



20TH CENTURY FICTION NOVEL

F. SCOTT
FITZGERALD
**THE GREAT
GATSBY**



F. SCOTT FITZGERALD

THE GREAT GATSBY

Layout & Typography

PROJECT:

Select a public domain book and redesign the cover and interior.

SOLUTION:

Before designing the cover, I researched the style of the 1920s and the publication year of *The Great Gatsby*. I decided to embrace the elegant Art Deco style by featuring an illustration paired with a Deco serif font commonly found in prints of the 1920s. The color palette, featuring gold accents and deep emerald green, was chosen to evoke the Art Deco.

TOOLS:

InDesign
Illustrator



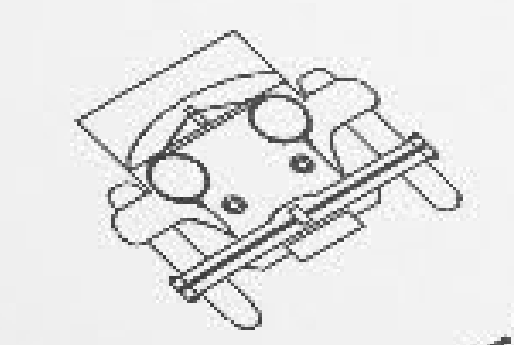
one on the...
tual miratio...
one side, spank...
swimming pool, and...
Gatsby's mansion. Or, ra...
mansion inhabited by a gentle...
an eyesore, but it was a small eye...
so I had a view of the water, a partial v...
and the consoling proximity of millionaires—
month.
Across the courtesy bay the white palaces of fasti...
Egg glittered along the water, and the history of the summer with th...
begins on the evening I drove over there to have dinner, and I'd...
Tom Buchanans. Daisy was my second cousin once removed, and I'd...
known Tom in college. And just after the war I spent two days with...
them in Chicago.
Her husband, among various physical accomplishments, had...
been one of the most powerful ends that ever played football at New...
Haven—a national figure in a way, one of those men who reach such

like him—
that hangs in
just a quarter of
ed in that delayed
oyed the counter-raid
being the warm centre
the ragged edge of the
the bond business.
d business, so I supposed it
All my aunts and uncles talked
prep school for me, and finally

FICTION NOVEL
SCOTT
GERALD
THE GREAT
GATSBY

F. SCOTT FITZGERALD

"How gorgeous! Let's go back, Tom. Tomorrow." Then she added
irrelevantly: "You ought to see the baby."
"I'd like to."
"She's asleep. She's three years old. Haven't you ever seen her?"
"Well, you ought to see her. She's—"
Tom Buchanan, who had been hovering restlessly about the room,
stopped and rested his hand on my shoulder.
"What you doing, Nick?"
"I'm a bond man."
"Who with?"
"I told him."
"Never heard of them," he remarked decisively.
This annoyed me.
"You will," I answered shortly. "You will if you stay in the East."
"Oh, I'll stay in the East, don't you worry," he said, glancing at
Daisy and then back at me, as if he were alert for something more. "I'd
be a God damned fool to live anywhere else."
At this point Miss Baker said: "Absolutely." with such suddenness
that I started—it was the first word she had uttered since I came into
the room. Evidently it surprised her as much as it did me, for she
yawned and with a series of rapid, deft movements stood up into the
pantry. "I'm stiff," she complained. "I've been lying on that sofa for as long
as I can remember."
"Don't look at me," Daisy retorted. "I've been trying to get you to
New York all afternoon."
"No, thanks," said Miss Baker to the four cocktails just in from the
her host looked at her incredulously.
"You are?"
He took down his drink as if it were a drop in the bottom of a
glass. "How you ever get anything done is beyond me."
I looked at Miss Baker, wondering what it was she "got done." I
enjoyed looking at her.



CHAPTER 5

WHEN I CAME HOME TO WEST Egg that night I was afraid
for a moment that my house was on fire. Two o'clock and
unreal on the shrubbery and made thin elongating glints upon the
roadside wires. Turning a corner, I saw that it was Gatsby's house.
At first I thought it was another party, a wild rout that had
resolved itself into "hide-and-go-seek" or "sardines-in-the-box" with
all the wind in the trees, which blew the wires and made the lights go
off and on again as if the house had winked into the darkness. As my
taxi groaned away I saw Gatsby walking toward me across his lawn.
"Your place looks like the World's Fair," I said.
"Does it?" He turned his eyes toward it absently. "I have been
glancing into some of the rooms. Let's go to Coney Island, old sport."
"It's too late."
"Well, suppose we take a plunge in the swimming pool? I haven't
made use of it all summer."

F. SCOTT FITZGERALD

When I came back from the East last autumn I felt that I wanted
the world to be in uniform and at a sort of moral attention for
wanted no more riotous excursions with privileged glimpses into
human heart. Only Gatsby, the man who gives his name to
was exempt from my reaction—Gatsby, who represents
for which I have an unaffected scorn. If personality
series of successful gestures, then there was something
about him, some heightened sensitivity to the
he were related to one of those intricate machi...
quakes ten thousand miles away. This re...
to do with that flabby impressionability
name of the "creative temperament"
hope, a romantic readiness such
person and which it is not like
turned out all right at the e...
dust floated in the abortiv...
interest in the abortiv...
My family hav...
Western city f...
a clan, and...
Buck

ALBANY CAROUSEL



ALBANY CAROUSEL

Logo & Branding

PROJECT:
Design two new logos and a brand guide for the Albany Carousel and Carousel Cares that are modern and appeal to children and adults visiting the Carousel museum.

SOLUTION:
After researching and sketching potential illustrations, I decided on a classic color palette traditionally found in historical carousels with a modern look. For the typography, I chose a style that captures vintage charm, enhancing the nostalgic feel of the design.

TOOLS:
InDesign
Illustrator



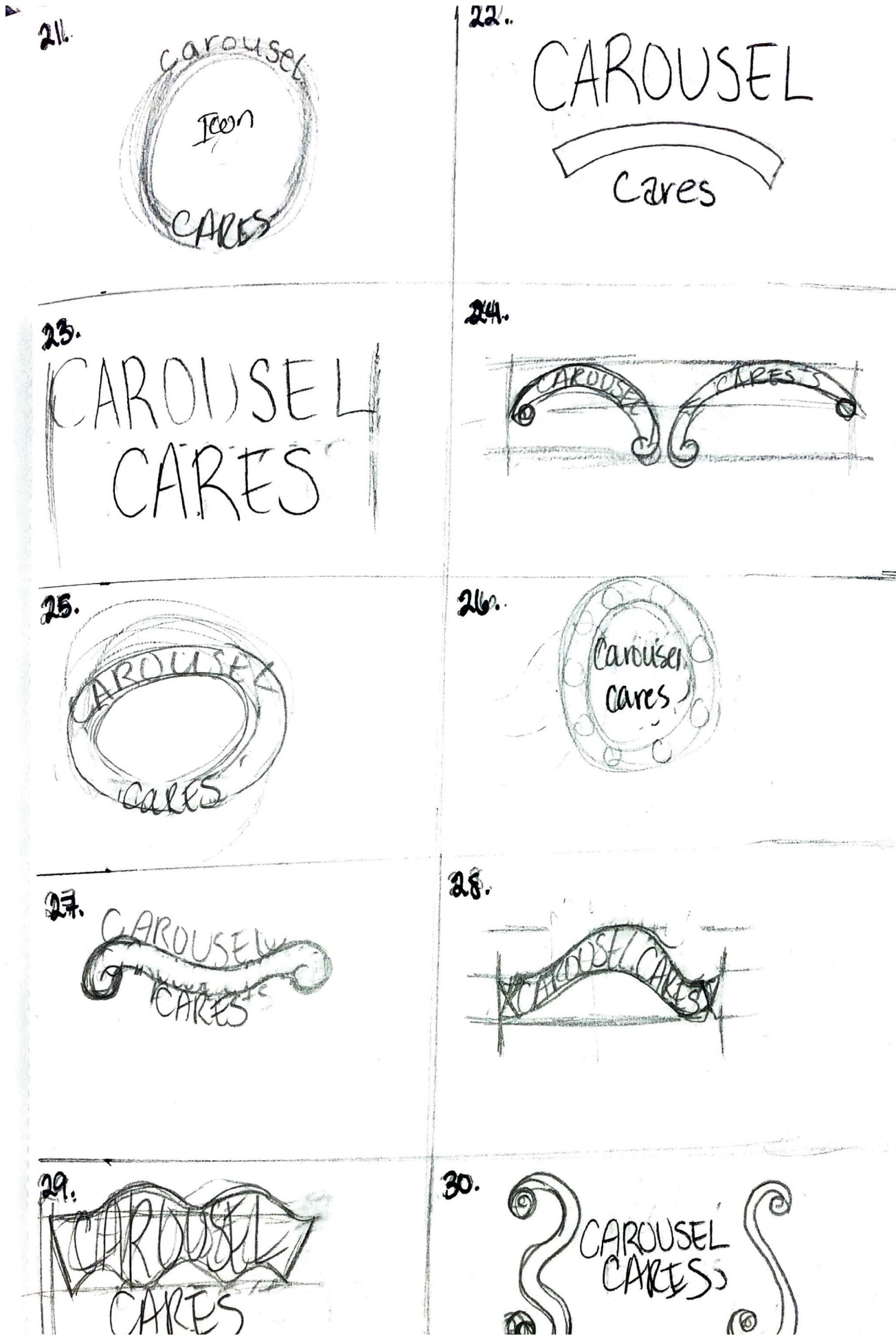
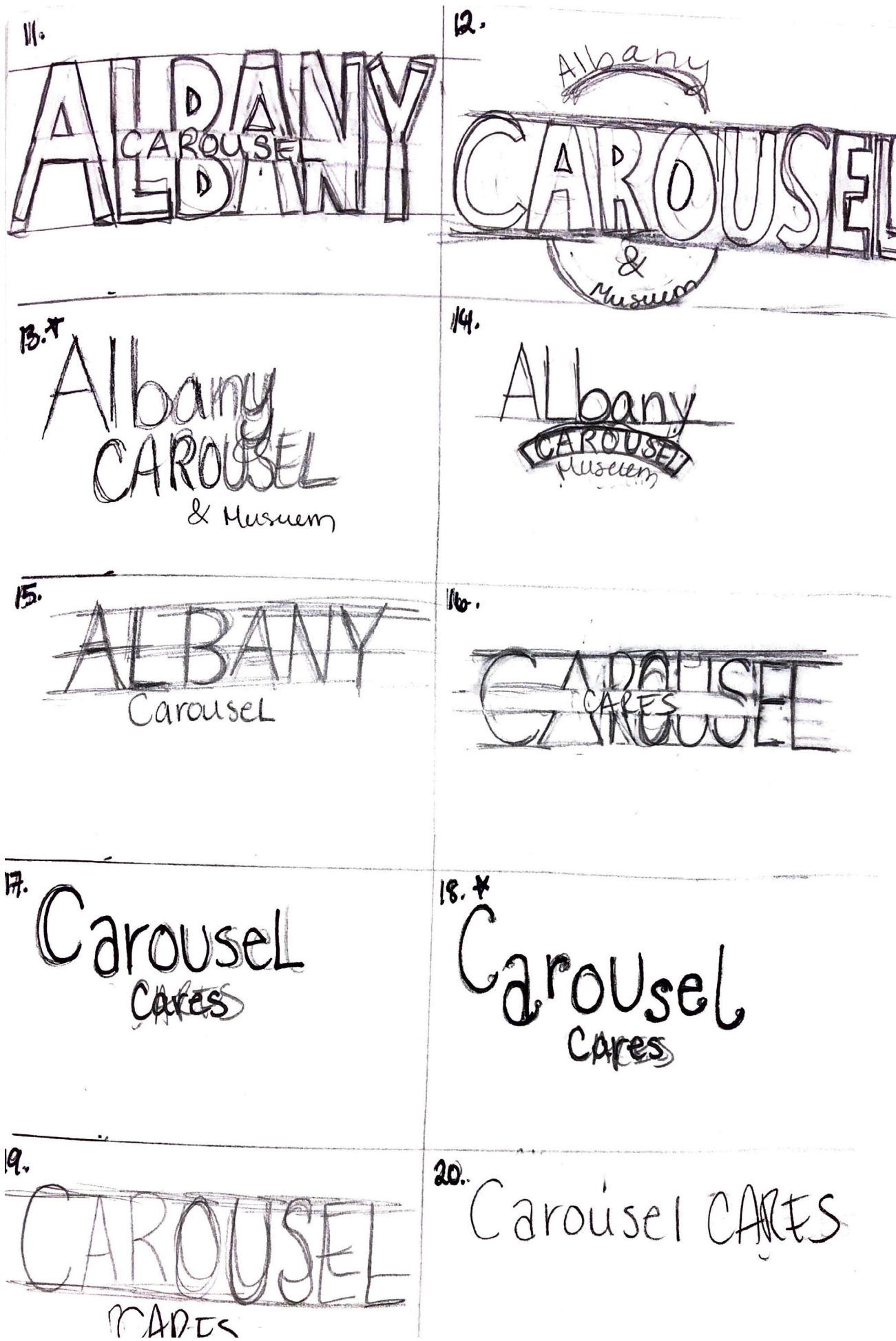
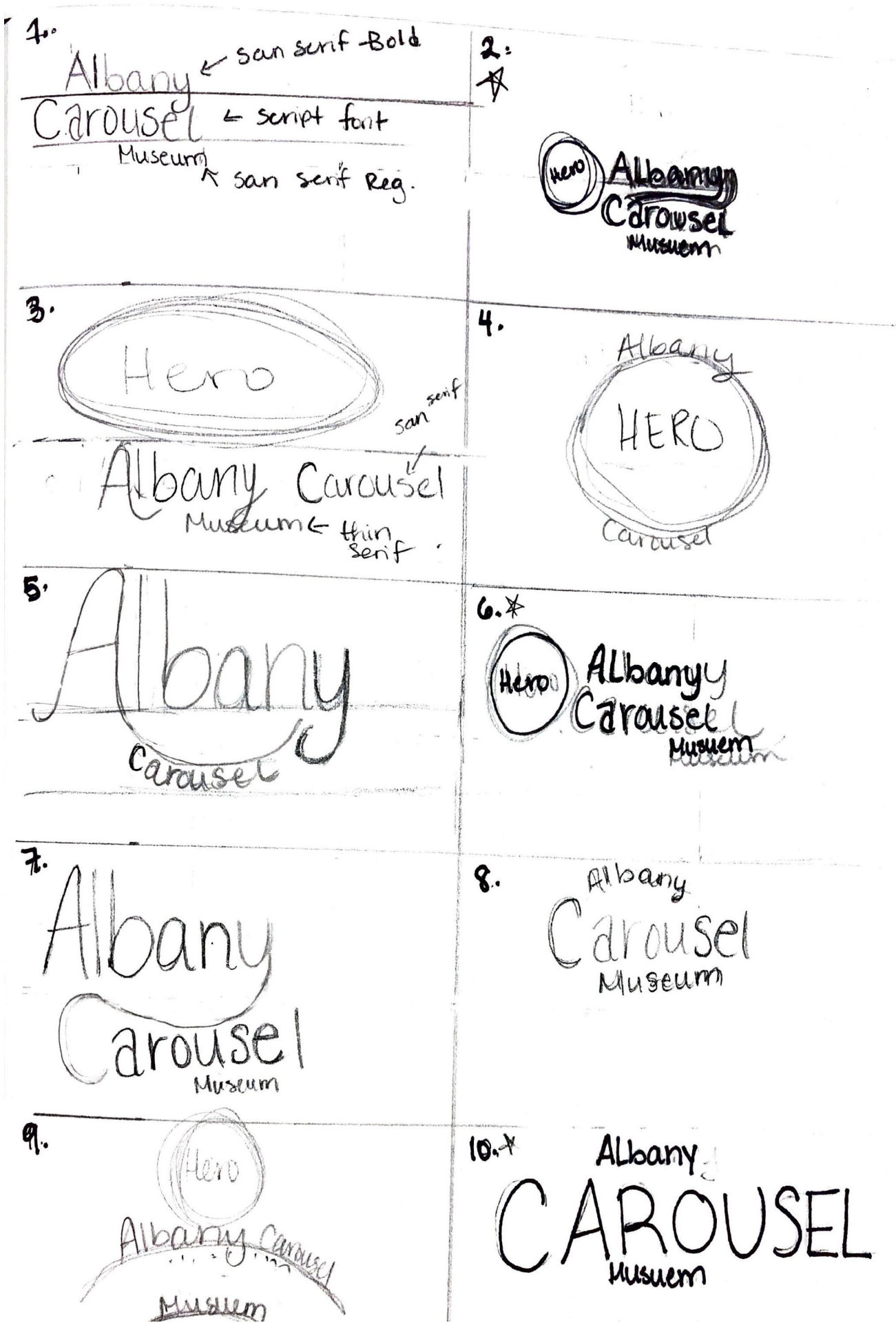
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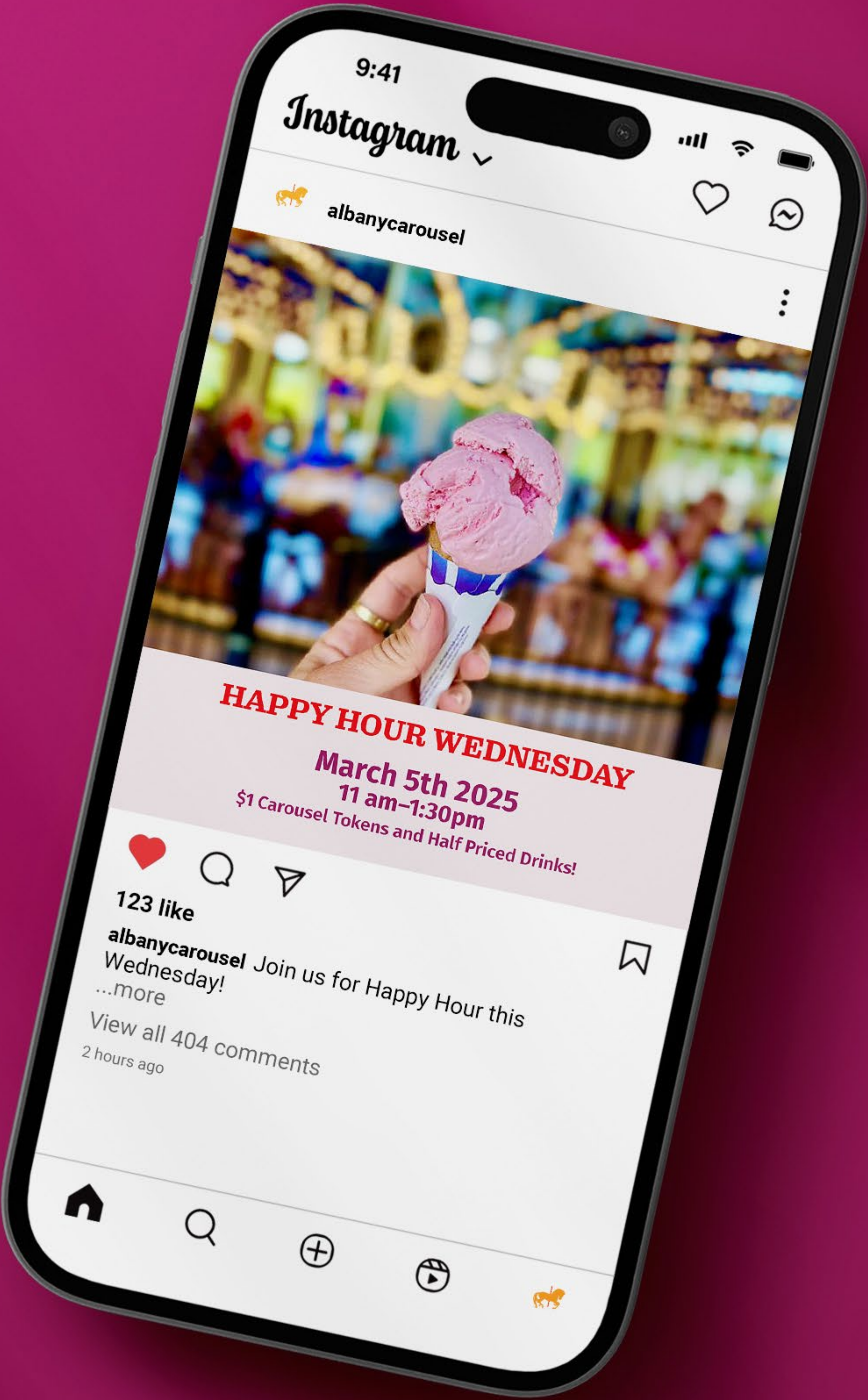
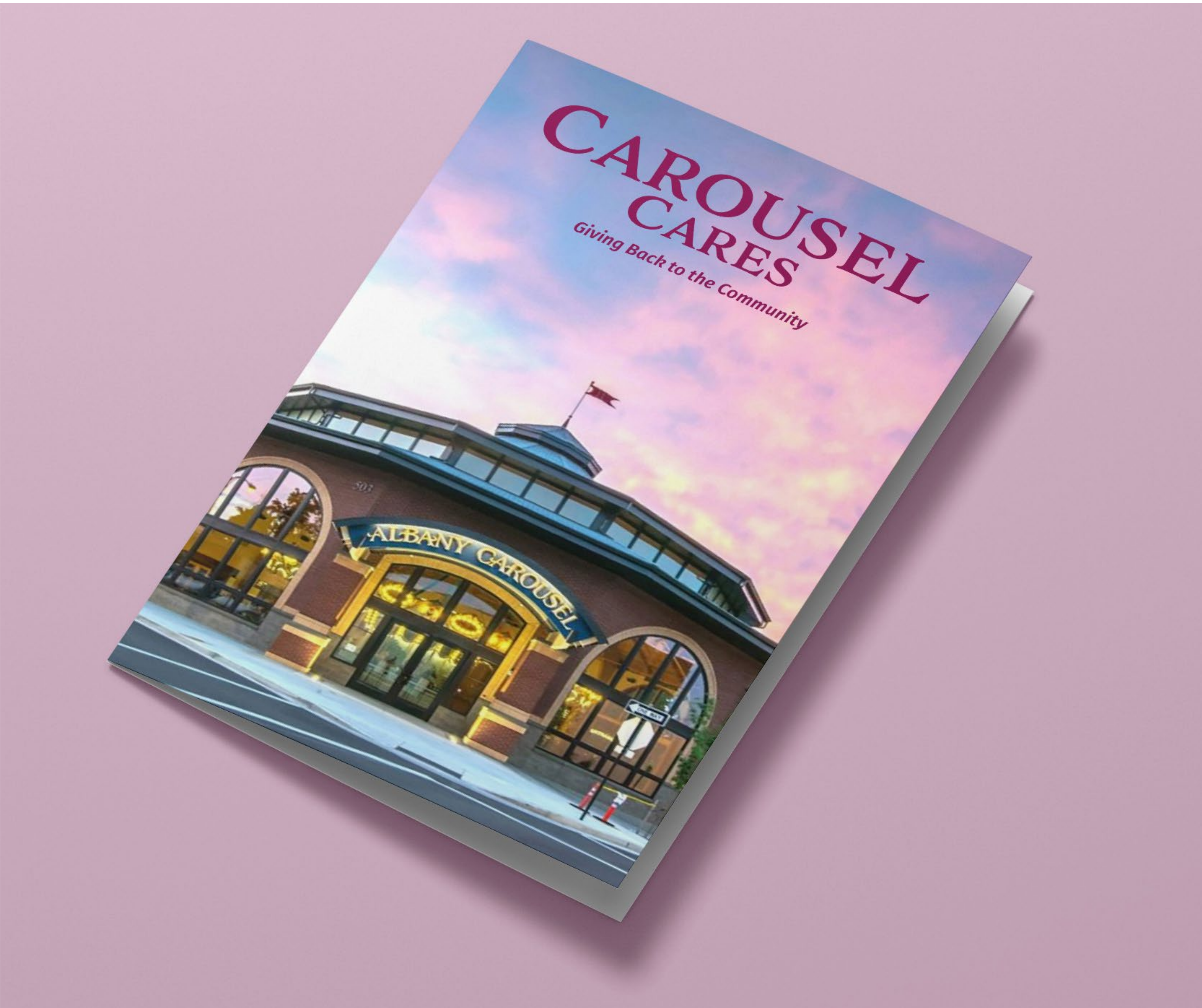


**ALBANY
CAROUSEL**

**JOIN US for
First Friday at the
Carousel**

**March 7th 2025
5:30–8:00pm**

\$5 per person with unlimited rides





Naturally Flavored

ZESTY ZIGG
Organic Lemonade

**STRAWBERRY
PEACH**

16 FL. OZ (1 PT) (371 ML)

 **Vegan**
5g Sugar

**BLACKBERRY
LEMON**

16 FL. OZ (1 PT) (371 ML)

 **Vegan**
5g Sugar

Naturally Flavored

ZESTY ZIGG
Organic Lemonade

**STRAWBERRY
PEACH**

 **Vegan**
5g Sugar

**STRAWBERRY
PEACH**

16 FL. OZ (1 PT) (371 ML)

 **Vegan**
5g Sugar

Naturally Flavored

ZESTY ZIGG
Organic Lemonade

ZESTY ZIGG

Packaging & Branding

PROJECT:

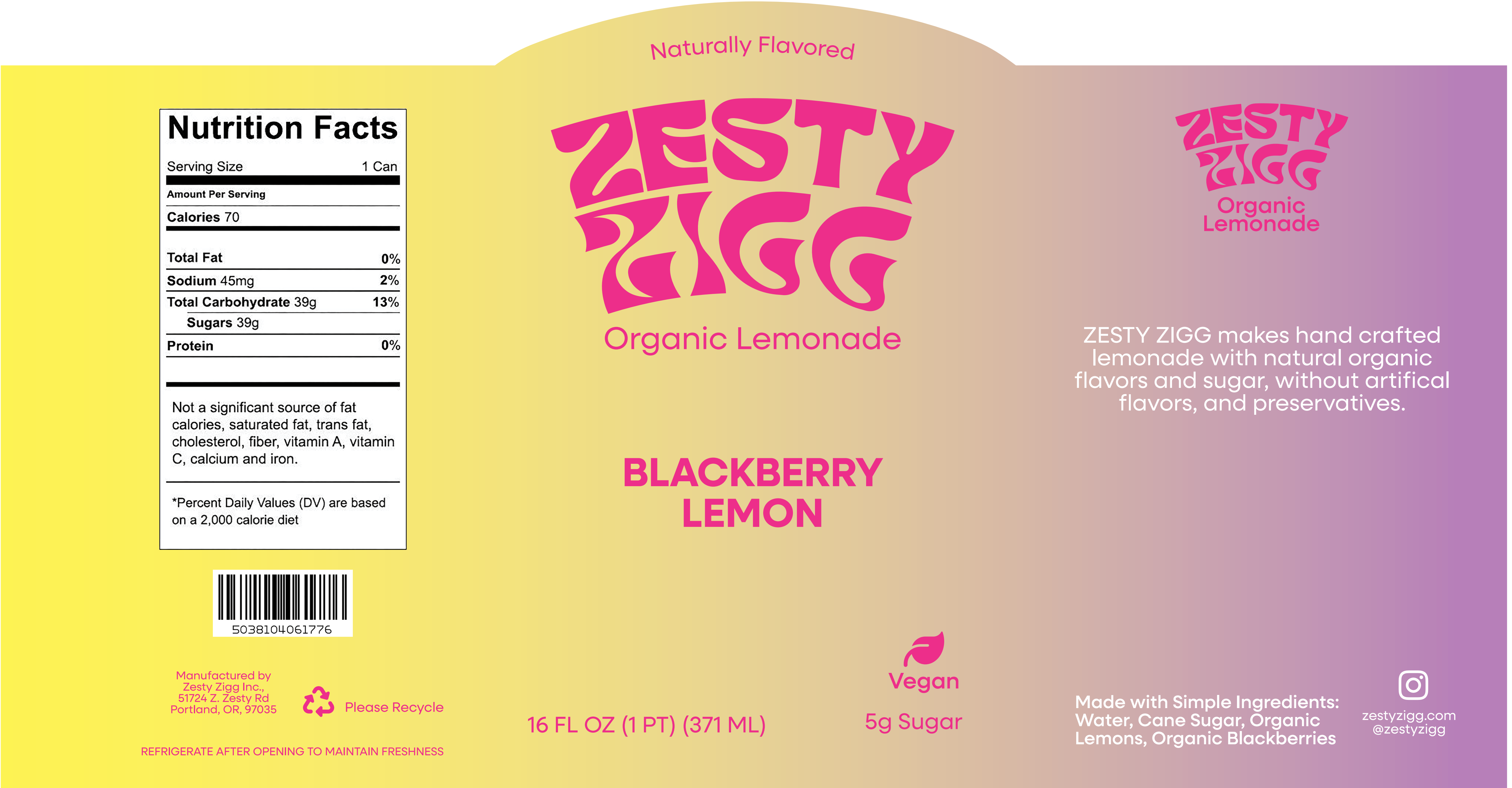
Design the packaging and label for a beverage, and create a series of packaging labels for three beverages, including one limited-edition beverage.

SOLUTION:

I decided to develop a beverage concept for a lemonade brand called Zesty Zigg. The idea of Zesty Zigg began with a mood board, quick sketches, and research into existing lemonade bottle packaging designs at my local grocery store. I aimed for packaging that felt fresh and fun. I designed custom labels to wrap around a glass bottle, emphasizing fun and vibrancy.

TOOLS:

Illustrator





ZESTY
ZIGG

Naturally Flavored

ZESTY
ZIGG

Organic
PEACH
BLACK TEA

16 FL OZ (1 PT) (371 ML)

Vegan

5g Sugar

Nutrition Facts

Serving Size	1 Can
Amount Per Serving	
Calories 70	
Total Fat	0%
Sodium 45mg	2%
Total Carbohydrate 39g	13%
Sugars 39g	
Protein	0%

Not a significant source of fat calories, saturated fat, trans fat, cholesterol, fiber, vitamin A, vitamin C, calcium and iron.

*Percent Daily Values (DV) are based on a 2,000 calorie diet

5038104061776

Manufactured by
Zesty Zigg Inc.,
51724 Z. Zesty Rd
Portland, OR, 97035

Please Recycle

16 FL OZ (1 PT) (371 ML)

Vegan

5g Sugar

Made with Simple Ingredients:
Water, Cane Sugar, Organic
Lemons, Organic Peaches,
Black Tea

zestyzigg.com
@zestyzigg

Naturally Flavored

ZESTY
ZIGG

Organic
Lemonade

ZESTY ZIGG makes hand crafted
lemonade with natural organic
flavors and sugar, without artifical
flavors, and preservatives.



Fast vs. Slow Fashion

“Buying the newest trends comes with a cost.”

By Brianna Preciado

Fashion is a great way to express yourself. Trying on and buying clothes can reflect various moods and individuality.

Online dictionary defines fast fashion as “cheap clothing produced, and sold by large market retailers in response to the latest trends. Fast Fashion negatively impacts the environment and society. This trend is a huge industry responsible for tons of clothing waste. With the ever changing fashion trends, clothing brands are producing a high capacity of clothing.

The Dark Side of Fast Fashion

One of the most pressing concerns with fast fashion is its environmental impact. According to the Ellen MacArthur Foundation, the fashion industry is responsible for around 10% of global carbon emissions and is one of the largest water consumers in the world. The industry is also notorious for its reliance on synthetic materials like polyester, which are derived from petroleum and take hundreds of years to decompose.

The constant demand for cheap clothing results in labor exploitation in countries with weak labor laws. Factory workers, often in low-income nations, endure poor working conditions, long hours, and minimal pay to meet the relentless demands of fast fashion brands. The collapse of factories, such as the infamous Rana Plaza disaster in Bangladesh, highlighted the dangerous human cost of these business practices.



Lastly, planned obsolescence is central to the fast fashion model. Garments are designed to be disposable, meaning they deteriorate quickly and are often discarded after only a few uses, contributing to massive amounts of textile waste. In fact, according to the U.S. Environmental Protection Agency, Americans throw away about 81 pounds of textiles per person per year.

Slow Fashion: A Commitment to Quality, Ethics, and Sustainability

Slow fashion, in contrast, advocates for a more thoughtful and sustainable approach to clothing. It encourages consumers to purchase less but invest in higher-quality pieces that are made to last. Slow fashion aims to reduce waste, promote ethical labor practices, and minimize environmental damage, focusing on the impact of fashion choices.

At its core, slow fashion is about mindfulness, considering the life cycle of a garment, from its design and production to its use



and eventual disposal. Brands and consumers who embrace slow fashion prioritize durable, high-quality materials like organic cotton, hemp, or wool, and support artisans and small-scale producers who adhere to fair labor practices. Many slow fashion labels also make their clothing with sustainable production methods, reducing water use, toxic chemicals, and emissions.

Moreover, slow fashion promotes timelessness over trendiness. Instead of chasing every fleeting fashion fad, slow fashion encourages consumers to invest in classic pieces that can be worn year after year, reducing the need for constant purchasing and disposal.

The Benefits of Slow Fashion

The most apparent benefit of slow fashion is its positive environmental impact. Slow fashion brands significantly reduce textile waste and carbon emissions by producing fewer, higher-quality garments. The materials used are often biodegradable or recyclable, and the production processes tend to involve less pollution and water use.



Layout & Ad

As a group of six, we were to collaborate and design a magazine from start to finish while also contributing to the overall layout and design of the publication.

We chose the Y2K era as the theme of our fashion magazine. We focused on bringing this nostalgic style into the modern day through typography, vibrant colors, and imagery. The layout design enhanced the young teenage/young adult magazine aesthetic.

InDesign



Denim on Denim

The nostalgic Y2K fashion trends are making a modern day comeback.



BRITNEY SPEARS & JUSTIN TIMBERLAKE AT THE VMAS IN 2001

The 2001 MTV Video Music Awards, when Britney Spears and Justin Timberlake made headlines with their matching denim outfits. Britney wore a strapless denim gown, while Justin sported a denim suit, complete with a cowboy hat. This bold fashion choice catapulted denim-on-denim into the mainstream, making it a symbol of not just casual style, but pop culture itself.

Fast forward to today, celebrities, influencers are once again embracing the trend, but this time with more emphasis on mixing different denim washes, cuts, and textures to keep the look fresh and interesting. The key to modern denim-on-denim is balance. No longer is it about creating a matching look from head to toe, but instead pairing light-wash denim jackets with dark-wash skinny jeans, or mixing distressed jeans with oversized denim blazers. The modern version embraces variations, making it more accessible and wearable.

Fashion is cyclical, and with every new generation, there's a yearning for the styles of the past. Gen Z, now the dominant consumer group, has embraced Y2K aesthetics with open arms, finding inspiration in the fashion icons of their

The denim-on-denim has evolved into a timeless style that reflects both cultural shifts and individual expression. What started as a practical choice has transformed into a bold, fashion-forward statement. In 2025, denim-on-denim isn't just a throwback; it's a fresh and adaptable trend that continues to reinvent itself. Whether you're channeling Britney and Justin's early 2000s looks or rocking a more contemporary spin on the style, denim-on-denim endures as a symbol of versatility, creativity, and the ever-changing nature of fashion.*



FROM PINTEREST

Fashion & Style

Denim on Denim

By Brianna Preciado

The nostalgic Y2K fashion trends are making a modern day comeback.



BRITNEY SPEARS & JUSTIN TIMBERLAKE AT THE VMAs IN 2001

From celebrities to fashion brands, the famous denim-on-denim trend has made its way into this era in a new reinvented way. Whether you associate it with Britney and Justin's unforgettable 2001 VMAs look or with your favorite vintage finds, denim-on-denim has been a staple of modern fashion for decades. In the 90s and early 2000s, the height of the Y2K aesthetic, and the fashion world was embracing everything from low-rise jeans to metallics, crop tops, and chunky shoes.

The 2001 MTV Video Music Awards, when Britney Spears and Justin Timberlake made headlines with their matching denim outfits. Britney wore a strapless denim gown, while Justin sported a denim suit, complete with a cowboy hat. This bold fashion choice catapulted denim-on-denim into the mainstream, making it a symbol of not just casual style, but pop culture itself.

7 FETCH MAGAZINE

“The most iconic moment is the Y2K denim-on-denim trend.”

Modern Twist on a Classic Look

Fast forward to today, celebrities, influencers are once again embracing the trend, but this time with more emphasis on mixing different denim washes, cuts, and textures to keep the look fresh and interesting. The key to modern denim-on-denim is balance. No longer is it about creating a matching look from head to toe, but instead pairing light-wash denim jackets with dark-wash skinny jeans, or mixing distressed jeans with oversized denim blazers. The modern version embraces variations, making it more accessible and wearable.

Nostalgia and the Rise of Y2K Fashion

Fashion is cyclical, and with every new generation, there's a yearning for the styles of the past. Gen Z, now the dominant consumer group, has embraced Y2K aesthetics with open arms, finding inspiration in the fashion icons of their

childhood (or before their time). Platforms like TikTok and Instagram are flooded with “Y2K” fashion hauls, often showcasing vintage denim-on-denim looks straight out of 2000s pop culture.

The Influence of Social Media and Celebrities

Celebrities and influencers are always at the forefront of fashion trends, and many of them are revisiting denim-on-denim in fresh, contemporary ways. Stars like Hailey Bieber, Bella Hadid, and Kendall Jenner have been spotted rocking denim-on-denim ensembles, often incorporating more tailored or oversized pieces, different denim washes, and an overall relaxed, effortless vibe.

The Denim Market

Sustainability also plays a role in today's denim market. With increasing awareness around fast fashion's environmental impact, many brands are focusing on producing more sustainable denim, incorporating eco-friendly materials and vintage pieces into their collections. As denim becomes more sustainable, the appeal of vintage denim-on-denim outfits has grown.

The Denim-on-Denim Legacy

The denim-on-denim has evolved into a timeless style that reflects both cultural shifts and individual expression. What started as a practical choice has transformed into a bold, fashion-forward statement. In 2025, denim-on-denim isn't just a throwback; it's a fresh and adaptable trend that continues to reinvent itself. Whether you're channeling Britney and Justin's early 2000s looks or rocking a more contemporary spin on the style, denim-on-denim endures as a symbol of versatility, creativity, and the ever-changing nature of fashion.*



IMAGE FROM PINTEREST

“Y2K Fashion is a Nod to GenZ & Millennials.”

FETCH MAGAZINE 2



Bookstore
building 1/first floor
last minute school
supplies and books



Campus Food
buildings 2,8,42
spots to get food
and beverages



Public Safety
building 2/173
parking passes
available here



Library
building 9/second floor
need a study room or
have to print an essay?



Restrooms
building 2/first floor
restroom areas in most
main buildings



Accessibility
building 2/174
apply for student
accessibility services



Counseling
building 2/230
here to assist through
personal challenges



First Aid/Medical
building 2/174
for medical assistance
or emergencies



Info Desk
building 2/first floor
have questions or
concerns fill free to ask

CAMPUS MAP



Discover with the
Navigate App!



CAMPUS COMPASS

Icons & Symbols

PROJECT:

Create a logo and icons for a leave-behind for new students, visitors or those unfamiliar with the Chemeketa Community College campus.

SOLUTION:

After researching the familiar icons and symbols, I created a set of icons for the most common places on campus. I decided to make the icons for each location easily recognizable and familiar, paired with Chemeketa's bright brand colors to draw in students and visitors.

TOOLS:

Illustrator
InDesign





campus COMPASS



Bookstore
building 1/first floor
last minute school
supplies and books



Campus Food
buildings 2,8,42
spots to get food
and beverages



Public Safety
building 2/173
parking passes
available here



Library
building 9/second floor
need a study room or
have to print an essay?



Restrooms
building 2/first floor
restroom areas in most
main buildings



Accessibility
building 2/174
apply for student
accessibility services



Counseling
building 2/230
here to assist through
personal challenges



First Aid/Medical
building 2/174
for medical assistance
or emergencies



Info Desk
building 2/first floor
have questions or
concerns fill free to ask



BOUTIQUE HOTEL

Logo & Branding

PROJECT:

Create a logo for a Boutique Hotel located in Austin, Texas. The brand's theme is Roadside America, featuring a vintage Americana aesthetic. The location is for a younger audience on a budget.

SOLUTION:

After researching existing hotels in the Austin area, I decided to incorporate the history of Austin, Texas, from the colors of the state flag to the name convention, "Ladybird," derived from a lake in Austin, Texas. I kept the logo design indented to incorporate the history of Texas into a modern, retro style.

TOOLS:

Illustrator





ESCAPE FICTION

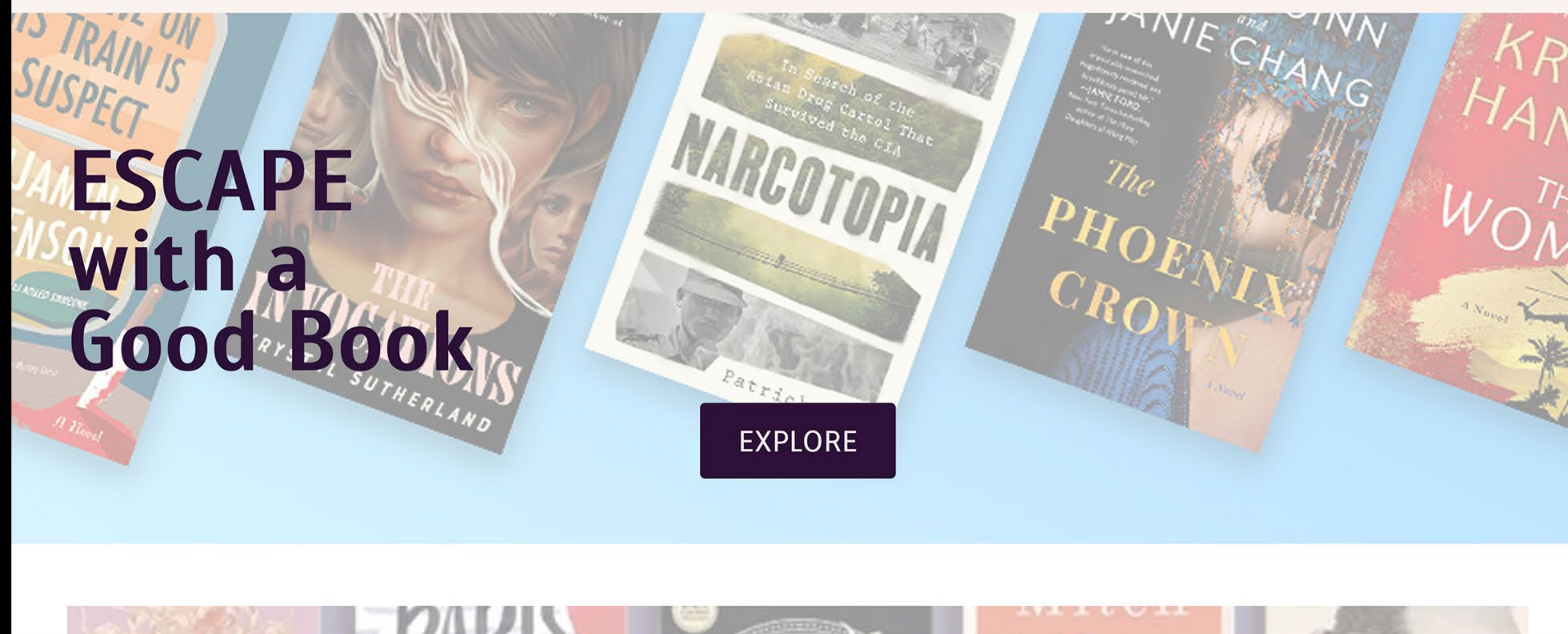
New & Used Books

HOME BOOKS ABOUT CONTACT POLICIES



ESCAPE
with a
Good Book

EXPLORE



ESCAPE FICTION

Interface Design

PROJECT:

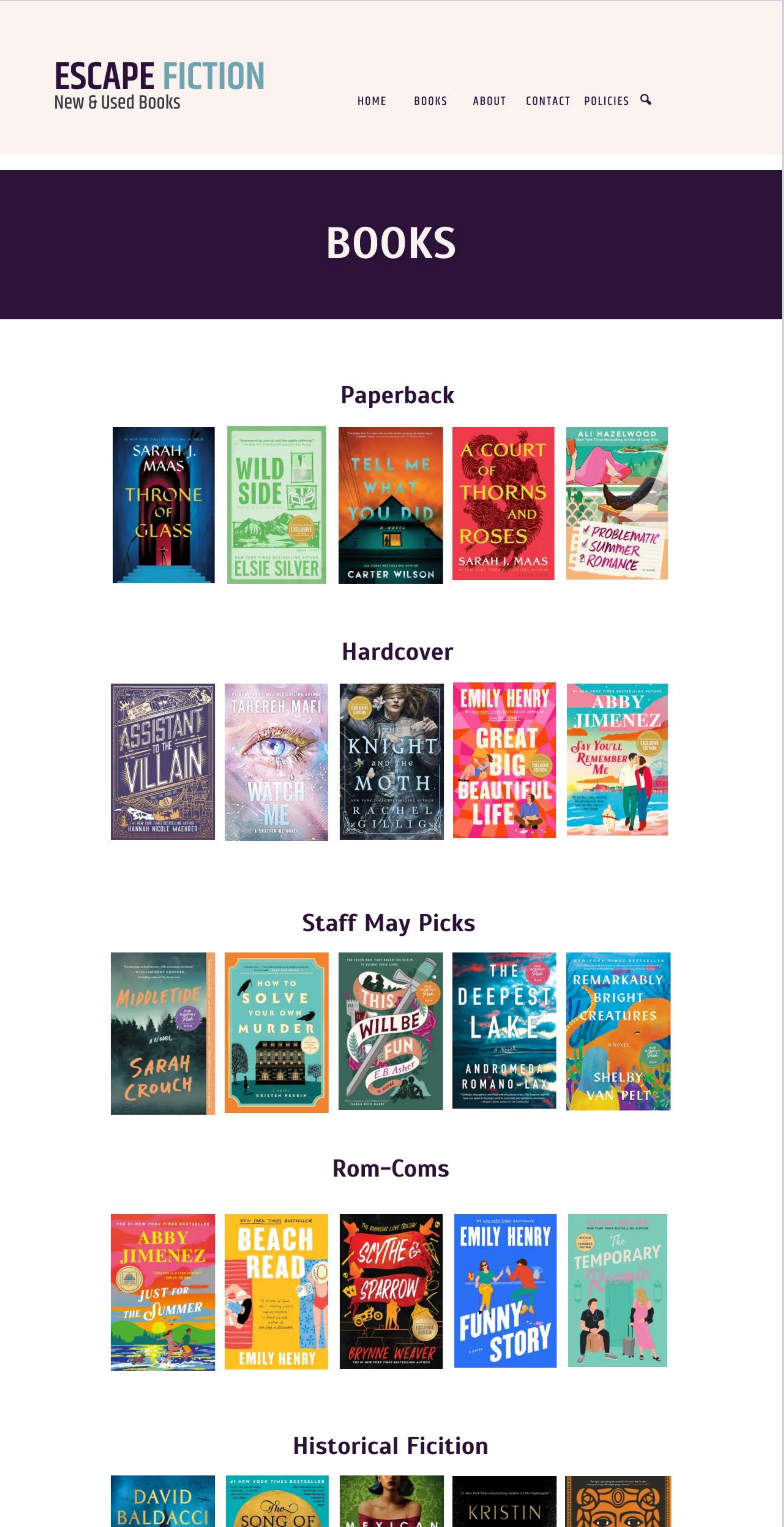
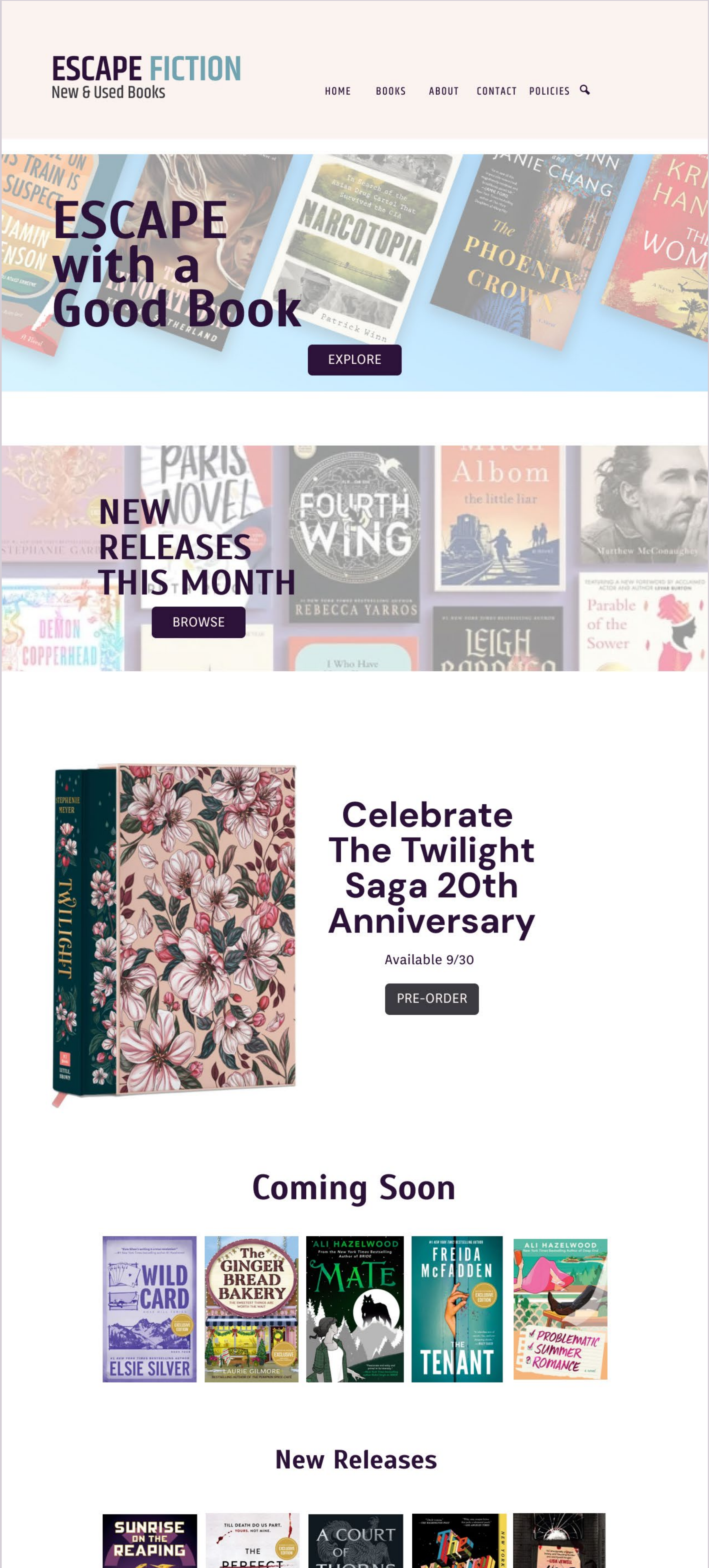
Create a new desktop and mobile website design for Escape Fiction, a local small business, by redesigning the website using their existing site as a starting point for content and structure.

SOLUTION:

After completing research and analyzing other similar companies, I made a general wire frame layout of the website before adding in the content and styling. I went with a sci-fi aesthetic to tie in with fiction and fantasy books paired with bold colors to tie in with the theme.

TOOLS:

Figma





ESCAPE FICTION
New & Used Books

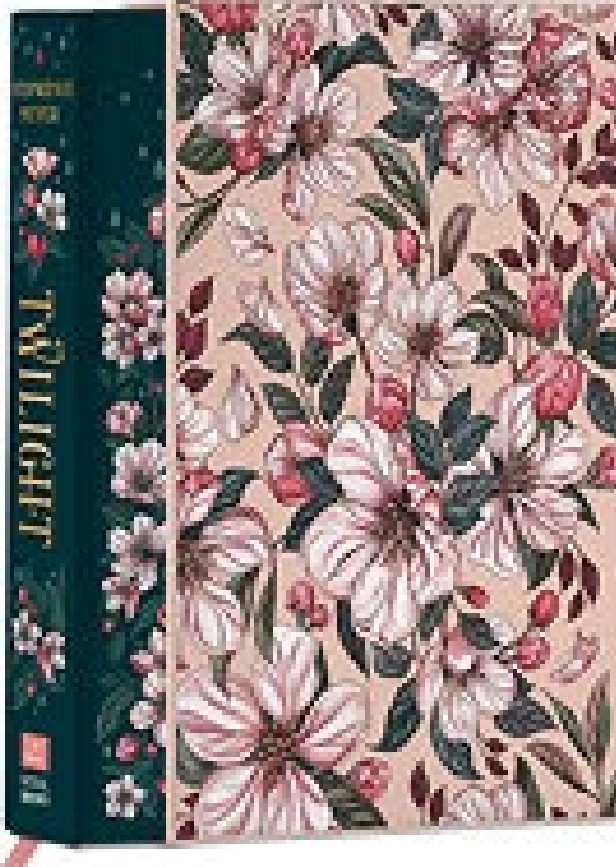
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ESCAPE with a Good Book

EXPLORE

NEW RELEASES THIS MONTH


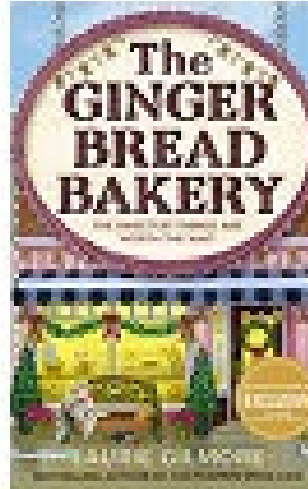
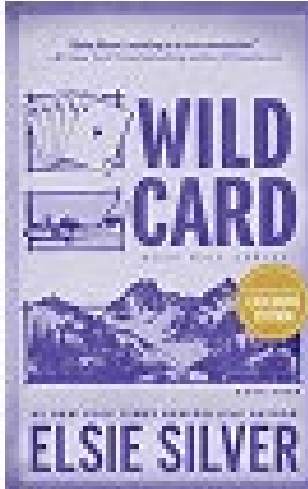
BROWSE



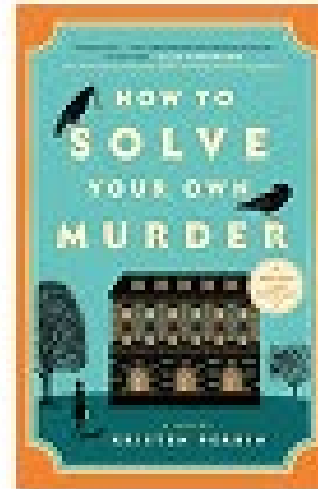
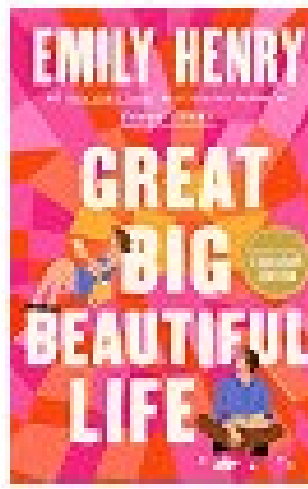
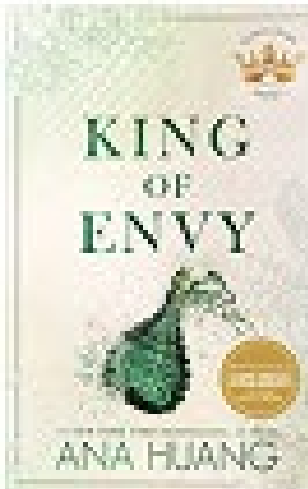
Celebrate The Twilight Saga 20th Anniversary
Available 9/30

PRE-ORDER



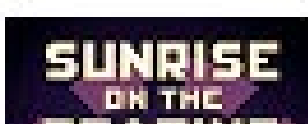
Coming Soon



Fiction Best Sellers



New Releases


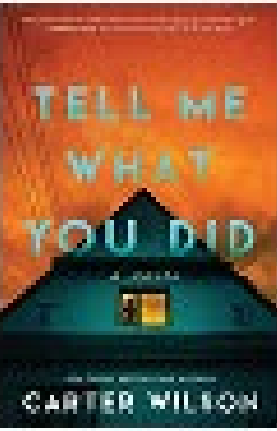
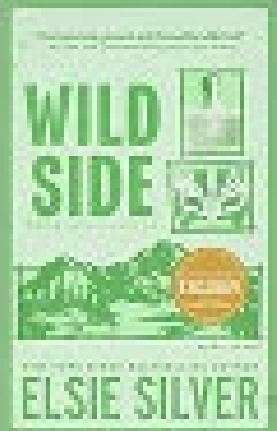
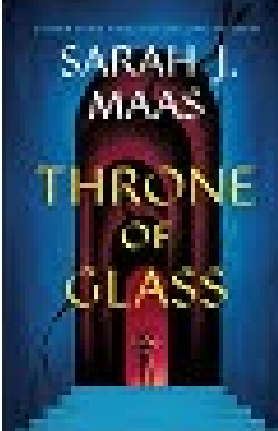
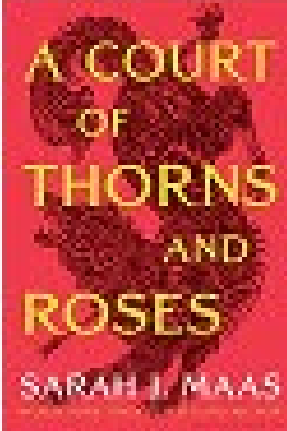


ESCAPE FICTION
New & Used Books


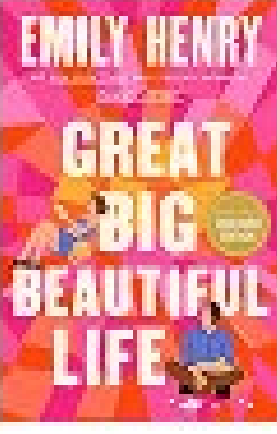
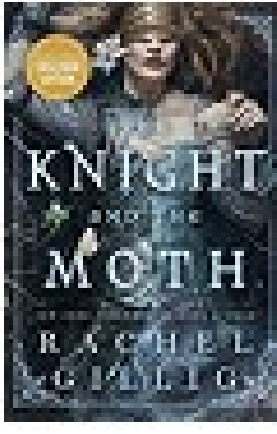

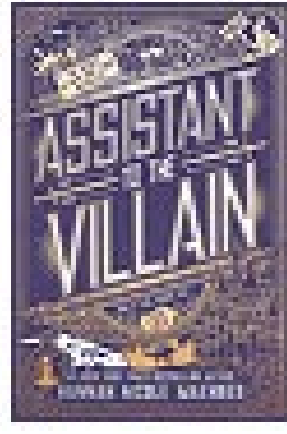
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BOOKS

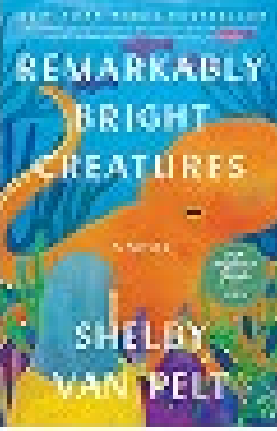
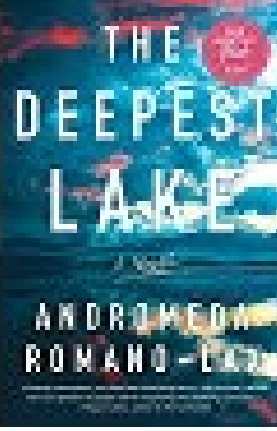

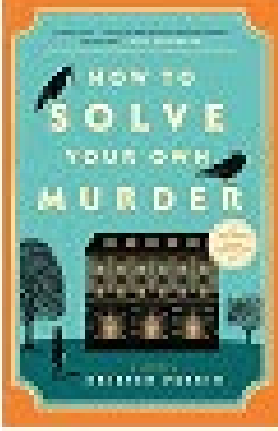
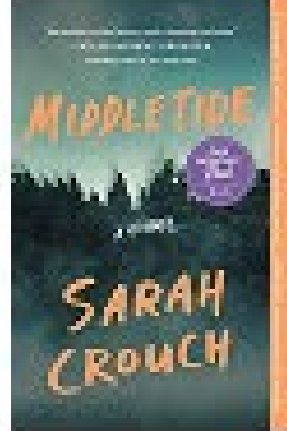
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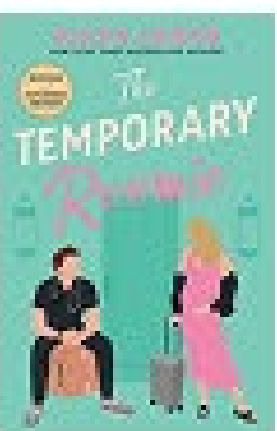
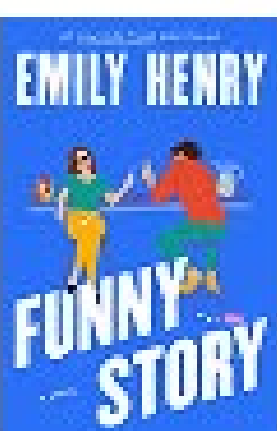

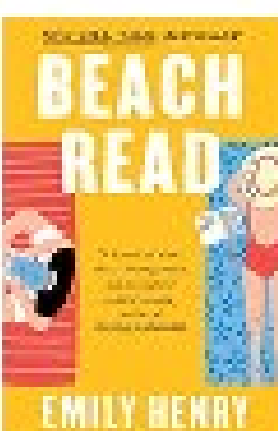
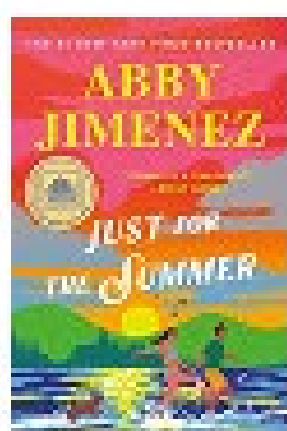
Hardcover



Staff May Picks



Rom-Coms

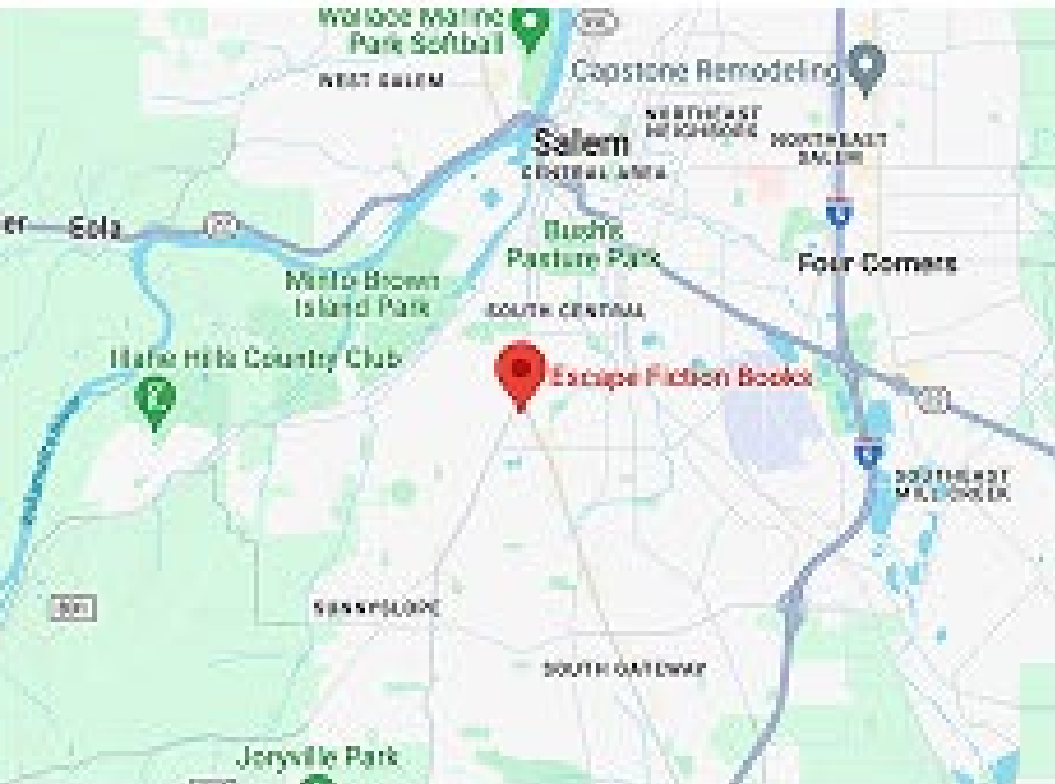


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CHEMEKETA WRITES
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EO/AA/ADA/Title IX institution

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Empathy&Persona
in the Anthropocene

With poet and writer *Brittney Corrigan*

READING
12:00pm | Free

WORKSHOP
6:30pm-8:30pm
\$50 General Public
\$30 Students

MAY 6th 2025
The Gretchen Schuette Art Gallery

In this workshop, we'll look at techniques of personification of both inanimate objects and flora and fauna of the natural world and then give those beings and objects a voice through the use of the persona poem.

SCAN FOR TICKETS

STUDENT

ART

SHOW

2025

**THE GRETCHEN SCHUETTE
ART GALLERY**
Building 3 Room 122

**Reception and Awards
Ceremony**
May 14 at 12:00pm-1:30pm
Awards Ceremony at 12:45pm

May 14 – June 6

This show is funded by the Gretchen Schuette Art Endowment EO/AA/ADA/Title IX institution

Chemeketa
Community College

TYPOGRAPHY POSTER

Poster Collection

PROJECT:

Design a poster advertising a typography exhibition at a museum.

SOLUTION:

To reflect the British Library Museum's past event branding, I decided to stay within the style of past events from the British Library Museum. I experimented with typography, focusing on clean, flat letterforms to create a two-dimensional. I decided to stay within the style of past events from the British Library museum.

TOOLS:

InDesign
Illustrator



CHEMEKETA WRITES

Poster Collection

PROJECT:

Design a poster for *Brittney Corrigan's* 'Empathy in Persona' reading and workshop event for the Chemeketa Community College English Program.

SOLUTION:

For this poster, inspired by the poem *Lepidopterist's Daughter* by Brittney Corrigan, I incorporated a classic poetry style with a paper background and a soft color for the typography. I integrated butterflies as an elegant symbol of transformation. I placed the typography carefully using visual hierarchy to guide the reader's eye through the content.

TOOLS:

InDesign
Illustrator



STUDENT ART SHOW

Poster Collection

PROJECT:

Design a poster for The Gretchen Schuette
Spring 2025 Student Art Show.

SOLUTION:

For the poster design, I incorporated rich textures and bold colors to emphasize the tactile quality of the design. I applied a hatching texture to the typography, giving the text a hand-crafted, dimensional feel. I implemented watercolor to introduce soft texture with bold, vibrant paint colors that draw the viewer's eye.

TOOLS:

InDesign
Illustrator





THANK YOU