

***FAITH BIEKER ANDERSEN***

# **PORTFOLIO**





**MAGAZINE**



# PROBLEM

Create a unified presentation of group design work depicting modern fashion and news. Design a magazine that authentically captures the essence of Y2K fashion while appealing to both those who lived through the era and a new generation discovering it. Ensure that the layout is fresh and engaging, without falling into clichés or overused trends.

# SOLUTION

A Y2K magazine that showcases individual design work and features unified typography, and color. The layout incorporated playful typography reminiscent of early internet aesthetics, along with a mix of vintage and contemporary images that reflect the diversity of Y2K fashion. I created a magazine that not only showcases the boldness of Y2K style but also resonates with readers, inviting them to celebrate this unique and influential period in fashion history.





# Fashion Comebacks

## Ancient Looks In A Modern Land

By: Faith Bieker Andersen

*As fashion evolves, we often look to the past for inspiration, growth, or revival.* While we should be wary of being stuck in the past, fashion nostalgia is real, and we're here to let you in on some forecasted trends coming back. Hang on to your low-rise jeans, ladies, we've got news for you. Starting off strong is cheetah and camo patterns. These are on the rise in jeans, so nab them fast! We suggest thrifting first, of course, to truly get that authentic 2000's vibe, but for those of you who don't typically luck out at the local thrift store, Abercrombie and Hollister have the goods.

These may take form in two other pant trends circling the industry: cargo pants and low-rise jeans. Props to you if you can find the holy trinity and rock a pair of pants that nails all three. In an age of body acceptance, we want to eliminate the need to hide behind more fabric.

*"In an age of body acceptance, we want to eliminate the need to hide behind more fabric."*

It's 2025, ladies, let's get some sun! Low-rise jeans can make any shirt a crop top and flatter the hips. Apple Bottom jeans appear to be our white whale this year; everyone is on the prowl.

We also want to make some commotion for cargo pants. Who said men should get all the pockets? As the season continues, purses have become the new umbrella: awkward! A surplus in pockets is exactly what you need this year, ladies.

But cargo pants aren't the only functional fashion coming back around. Next on our lineup is tracksuits, specifically Juicy. Remember those velour tracksuits that were all the rage in the early 2000s? Well, they're making a grand return. Perfect for lounging or running errands, Juicy tracksuits are both comfortable and stylish. Pair them with some chunky sneakers and you've got a look that's both nostalgic and trendy.

Let's not forget about the accessories. Chunky belts, butterfly clips, and even those tiny shoulder bags are all making a comeback. These accessories not only add a touch of nostalgia to your outfit but also bring a playful and youthful vibe. So, whether you're a fan of the early 2000s or just looking to mix up your wardrobe with some vintage flair, these fashion comebacks are sure to make you stand out.

Another notable trend making a resurgence is the beloved platform shoe. From sandals to sneakers, platforms are everywhere. They add height without the discomfort of traditional heels and can be paired with almost any outfit. Whether you're dressing up or going casual, platform shoes are a versatile addition to your wardrobe.

One of the reasons these trends are making a comeback is the rise of social media platforms like TikTok and Instagram, where influencers and celebrities are often seen sporting these nostalgic looks. This has created a ripple effect, encouraging fashion enthusiasts to dig through their old wardrobes or hit up thrift stores to recreate these iconic styles.

Moreover, the sustainability movement in fashion is also playing a role. As more people become conscious of the environmental impact of fast fashion, there's a growing interest in vintage and second-hand clothing. This not only reduces waste but also allows individuals to express their unique style by mixing and matching pieces from different eras.

*"For those who are new to these trends, don't be afraid to experiment."*

Fashion is all about self-expression and having fun. Start with one or two pieces that resonate with you and build your outfit around them. Whether it's a pair of low-rise jeans, a Juicy tracksuit, or a chunky belt, let your personality shine through.

Fashion comebacks are a testament to the cyclical nature of trends. What was once old is new again, and there's a certain charm in revisiting the past. So, embrace the nostalgia, have fun with your wardrobe, and remember that fashion is all about expressing who you

are. Whether you're reliving your teenage years or discovering trends for the first time, there's something for everyone in this wave of fashion comebacks.

Also in the shoe game are ballet flats. Paired with some cute socks, these shoes may be flat but they are on the rise. Converse has even dipped their toe in the game though the success of that shoe is yet to be seen. This shoe may be bringing a whole new definition to Demi Lovato's 'La La Land.' Colors are also resurfacing at the Grammys this season, brown dominated the carpet, along with some metallic and translucent looks. Of course Elle Fanning sported some cheetah print (we told you).

And of course, we want to give an honorable mention to hair, old hollywood ponytail updos are making a comeback and we are here for it! This may lead to headbands on the rise. We've noticed an uptick in "square headbands" meant to replicate the effect of sunglasses on your hair. Genius.

The revival of these trends isn't just limited to clothing and accessories. Hairstyles from the past are also making a comeback. Think crimped hair, space buns, and even the infamous "Rachel" haircut from Friends. These styles are being reinvented with a modern twist, allowing you to pay homage to the past while still looking fresh and contemporary. In conclusion, fashion comebacks are a testament to the cyclical nature of trends. What was once old is new again, and there's a certain charm in

revisiting the past. So, embrace the nostalgia, have fun with your wardrobe, and remember that fashion is all about expressing who you are. Whether you're reliving your teenage years or discovering these trends for the first time, there's something for everyone in this wave of fashion comebacks.

*"There's something for everyone in this wave of fashion comebacks."*

To put it simply: old is the new you! Keep it classy girls, thrift first and don't let the FOMO get you. That's all for now.

~xoxo~

Tara Yummy's take on Y2K looks featured at the 2024 Coachella Festival is a revolutionary take on modern Y2K style







**FOOD TRUCK**



## PROBLEM

Design a logo that would stand out in a crowded market. Design should be unique, and appealing to potential customers. Additionally, consider how the logo would look on various promotional materials, such as menus, social media, and the truck itself.

## SOLUTION

I conducted research on successful food truck logos, and identified key elements that resonate with audiences, such as bold colors, playful typography, and imagery that evokes the food being served. I chose a bright color palette that reflects the freshness of the ingredients used on the pizza, paired with a whimsy, nostalgic font. I incorporated an illustration of a pizza with a playful twist, making it instantly recognizable.











**BROCHURE**



## PROBLEM

Create a pamphlet highlighting the pink lake in Australia, known as Lake Hillier. Effectively convey the lake's unique beauty and the scientific phenomena behind its vibrant color while making the pamphlet visually appealing and informative. Ensure that it captures the attention of tourists, and nature enthusiasts while providing them with essential information about visiting the site.

## SOLUTION

I selected a color scheme that mirrored the lake's striking pink waters, complemented by dark blues. The layout includes images of the lake, along with concise, engaging text that detailed its characteristics, the science, and nearby attractions. By combining stunning visuals with informative content, I created a pamphlet that not only highlights the natural wonder of Lake Hillier but also engages with the viewer.





# HISTORY

Off the southern coast of Western Australia is a chain of islands called the Recherche Archipelago. The largest of them, Middle Island, is an uninhabited nature preserve covered in dense eucalyptus forest. The islands were first mapped by Matthew Flinders, a British explorer who captained the HMS Investigator. In January 1802, Flinders went ashore and climbed to the island's highest peak, which is today named for him. He named the unusual lake for William Hillier, a crewman who died of dysentery while the Investigator was docked at Middle Island. Investigating further, the crew discovered that the pink lake was almost as salty as the Dead Sea, and they supplied their ship with heaps of salt from its shores.



# TRAVEL

## *Esperance Beach Adventure*



### **Dune Buggy**

A recreational off-road adventure with large wheels, and wide tires, designed for use on sand dunes, beaches, off-road or desert recreation.

## *Esperance Flights*



### **Helicopter**

Soar over the snow-white beaches and clear, turquoise water of Lucky Bay and the Cape Le Grand National Park. Look down over the stunning Esperance Landscape and marvel at the unique Pink and Rainbow Coloured Lakes.

## *Esperance Cruises*



### **Boat**

Esperance Diving & Fishing and Esperance Island Cruises have extensive experience with Middle Island. Having organised trips for corporate companies such as Red Bull, Billabong and media companies promoting drone footage.







**CEREAL BOX**



## PROBLEM

Challenge in branding a cowboy donut cereal box is balancing the novelty of the concept with the need to appeal to a broad audience, especially children. The cowboy theme might be engaging, but if the cereal looks too unconventional or unfamiliar, kids might hesitate to try it.

## SOLUTION

The solution lies in blending the fun, adventurous spirit of the Wild West with familiar, comforting cereal shapes and flavors. Using bright, inviting colors, a friendly cowboy character, and highlighting the sweet, glazed donut taste can make the cereal seem both exciting and approachable, ensuring it captures the attention of kids and parents alike.





There is a hole  
in this story!  
Fill in the blanks.

Jolene's

"A [Adjective] cowboy named [Name] rode into  
town on a [Adjective] [Noun]. He went to the  
[Place] to [Verb] a [Adjective] glass of [Noun].  
Suddenly, a [Adjective] [Noun] ran in, yelling, "I  
need [Name again]!" [Name again] bravely [Verb] and  
saved the day. Everyone cheered and gave him  
a [Adjective] [Noun] as a reward."



Nutrition Facts	
Serving Size	16 oz
Calories per serving	150
Total Fat 0g	0%
Sodium 45mg	2%
Total Carbohydrate 55g	20%
Total Sugars 55g	30%
Protein 0g	0%
Starch 10g	2%
Fructose 15g	8%
Caronhite 5g	1%
Ampherine 35g	10%
Not a significant source of other nutrients.	
*% DV = Daily Value	

Rice flour, tapioca starch, potato starch, salt, powdered sugar, baking powder, vegetable oil, maple syrup, vanilla extract, milk, chocolate extracts, vanilla extracts. [www.jolenes.rodeo-donuts.com](http://www.jolenes.rodeo-donuts.com)



Jolene's

Recycle Cardboard

Jolene's

Rodeo  
Donut-O's

NEW!  
Donut  
Holes

NET WT  
12oz (340G)



About our  
favorite donut

In the heart of the Wild West, lived a donut named Dusty. Not just any donut, Dusty was a cowboy donut, complete with a tiny Stetson made of hardened caramel and a lasso of licorice. He roamed the countertop, a vast desert of crumbs and forgotten sprinkles, always searching for adventure.

One morning, a monstrous coffee spill threatened to flood the entire countertop. Fear gripped the pastry town, but Dusty, with his sugary determination, knew what to do. He rallied a posse of jelly-filled and crullers, and together, they built a dam of stale cookies, diverting the coffee river and saving their sweet little town.

From that day on, Dusty the Cowboy Donut was a legend. He continued his adventures, protecting the countertop from dust bunnies and rogue crumbs, always ready with a sprinkle of courage and a dollop of heroism. After all, in the Wild West of the kitchen, even a donut could be a hero.





**BRAND GUIDE**



## PROBLEM

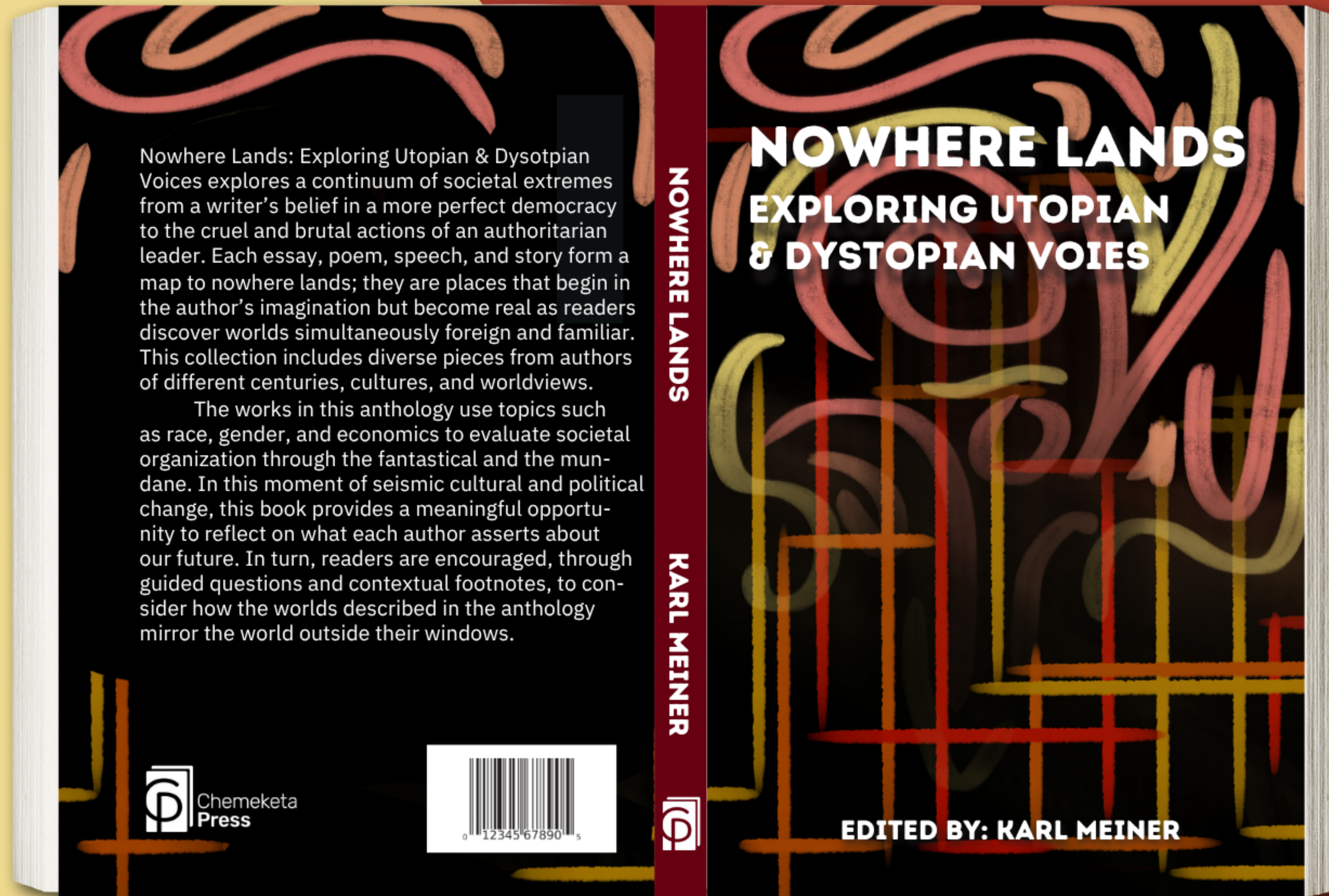
A brand guide for a car detailing business needs to convey both the technical precision and the artistic care involved in the process. The design must communicate a sense of quality, trustworthiness, and attention to detail, appealing to car enthusiasts and everyday drivers alike. It also needs to be versatile enough to work across a range of media, from print to digital, while maintaining a consistent and recognizable brand identity.

## SOLUTION

The brand guide will utilize a clean, modern aesthetic with a focus on high-quality graphics and concise typography. The color palette is inspired by the reflective surfaces of cars, incorporating metallic accents, and deep blacks. The layout is structured and easy to navigate, clearly outlining the brand's mission, values, and visual elements (logo, typography, color). The overall design aims to project an image of professionalism, expertise, and a passion for automotive excellence.







**BOOK  
COVER**



## PROBLEM

A book exploring both dystopian and utopian themes faces the challenge of visually representing these contrasting concepts in a way that is both engaging and thought-provoking. The design needs to avoid cliché imagery, and instead find a nuanced visual language that captures the complexities of each vision. Furthermore, the design must appeal to readers' interests all while maintaining readability and a sense of intellectual depth.

## SOLUTION

This book design employs a split aesthetic, using contrasting shapes, and color to differentiate between dystopian and utopian sections. The cover design subtly blends these contrasting elements, hinting at the interconnectedness of these seemingly opposing visions and inviting the reader to explore the spectrum of these poetry pieces.











**PRODUCT  
BOX**

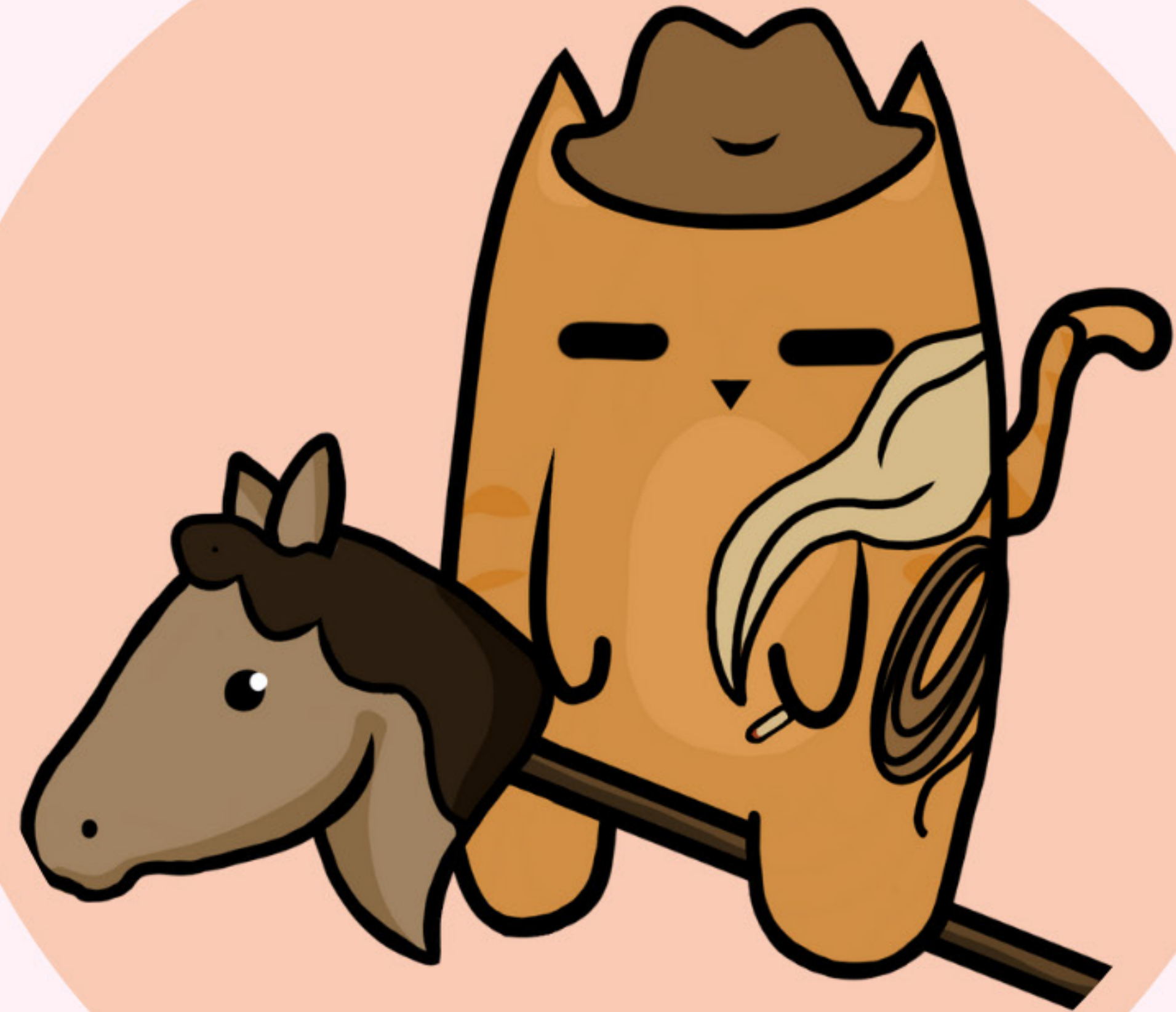


## PROBLEM

A significant challenge in branding cowboy catnip is that cat owners might not immediately connect the rugged, outdoor image of cowboys with a product for their feline friends.

## SOLUTION

To bridge this gap, the branding should creatively blend the cowboy theme with elements that appeal to cats and their owners. For example, the packaging could feature a cartoon cat dressed as a cowboy, playing with catnip against a desert backdrop. Highlighting the natural, playful aspects of the catnip, along with assurances of safety and quality, can also reassure consumers and make the product stand out in a crowded market.











**BRANDING**

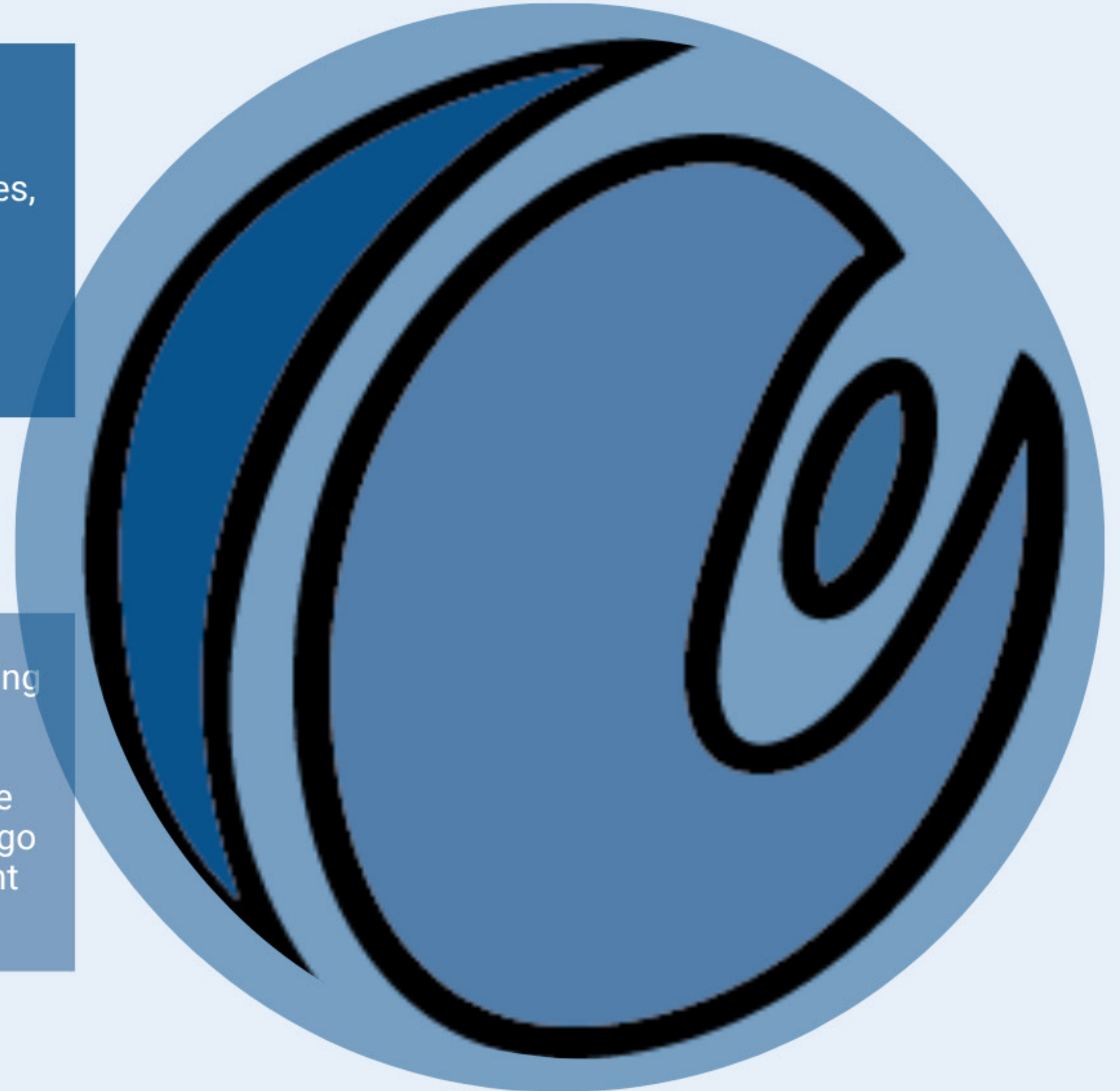


## PROBLEM

A women's athletic company faces the challenge of creating a brand that is both empowering and inclusive, appealing to a diverse range of body types, athletic abilities, and personal styles. The brand needs to move beyond stereotypical imagery of hyper-competitive athletes and instead celebrate the joy of movement, personal growth, and community.

## SOLUTION

The brand design focuses on authentic representation, using imagery that showcases flow and nods to sustainability through its planet like image. The color palette is cool and energetic, yet grounded in natural tones, reflecting both the dynamism of sport and the connection to the body. The logo is clean, modern, and versatile, easily adaptable to different applications.



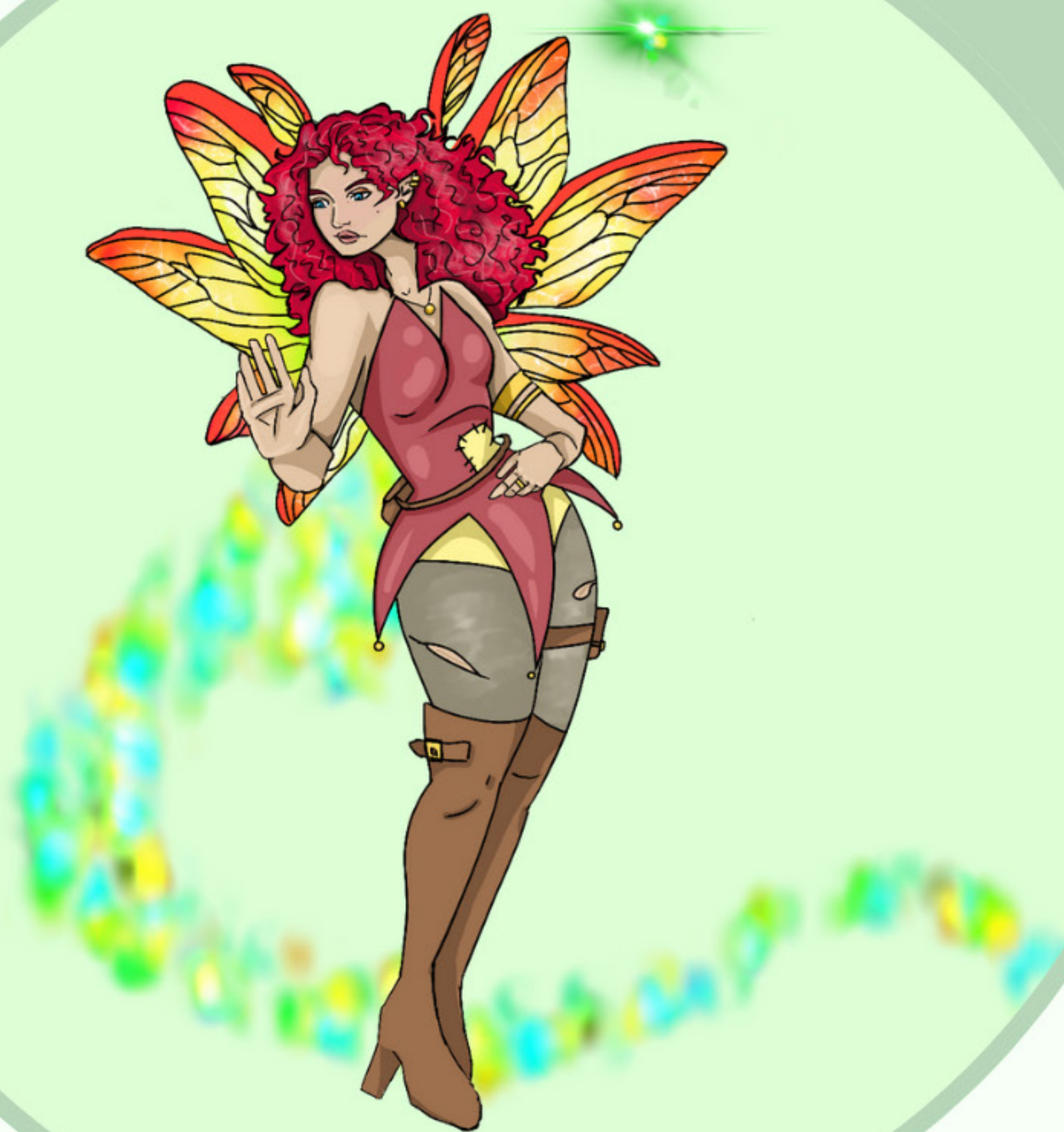




SOLUNA

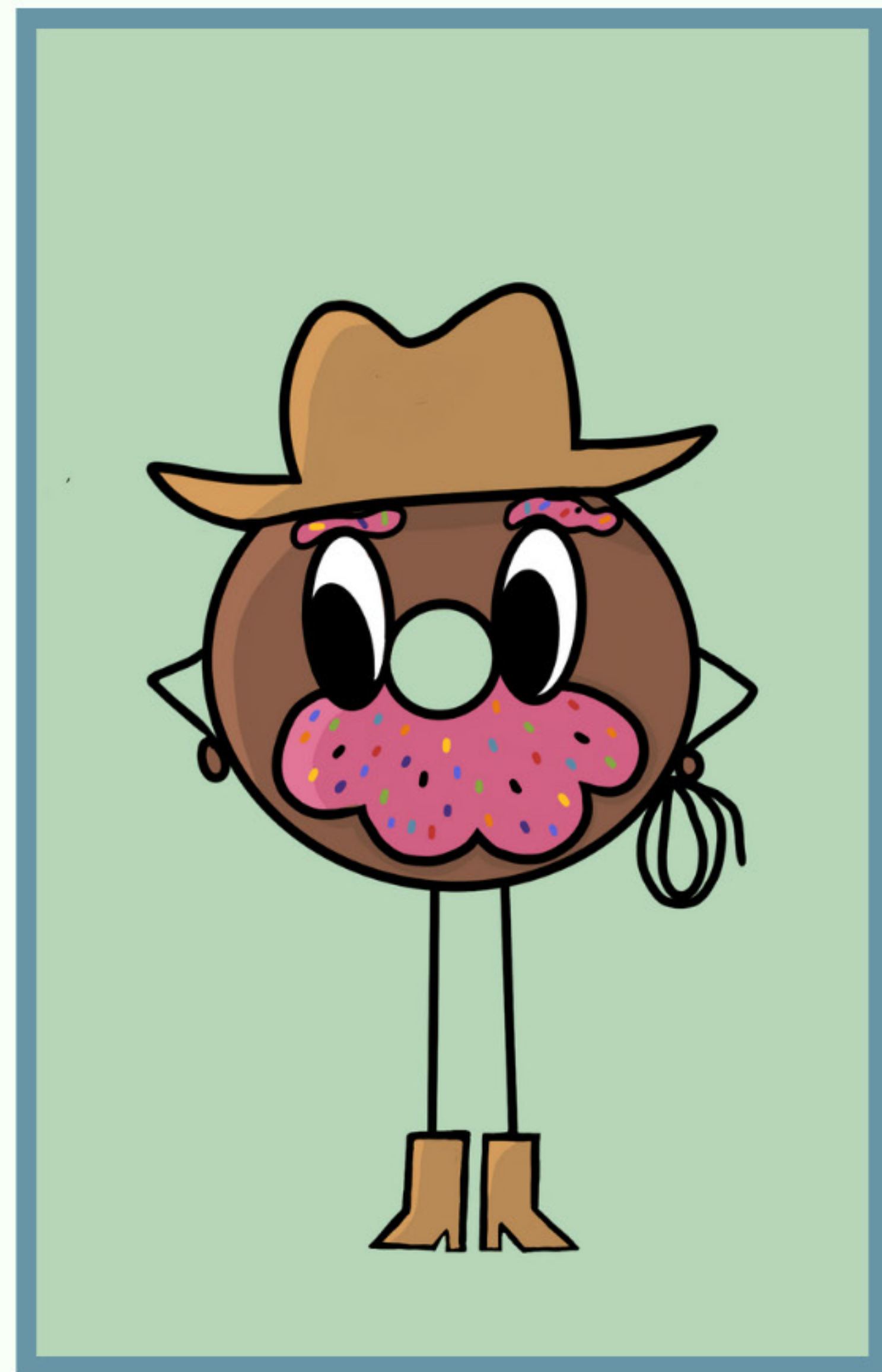
ACTIVE



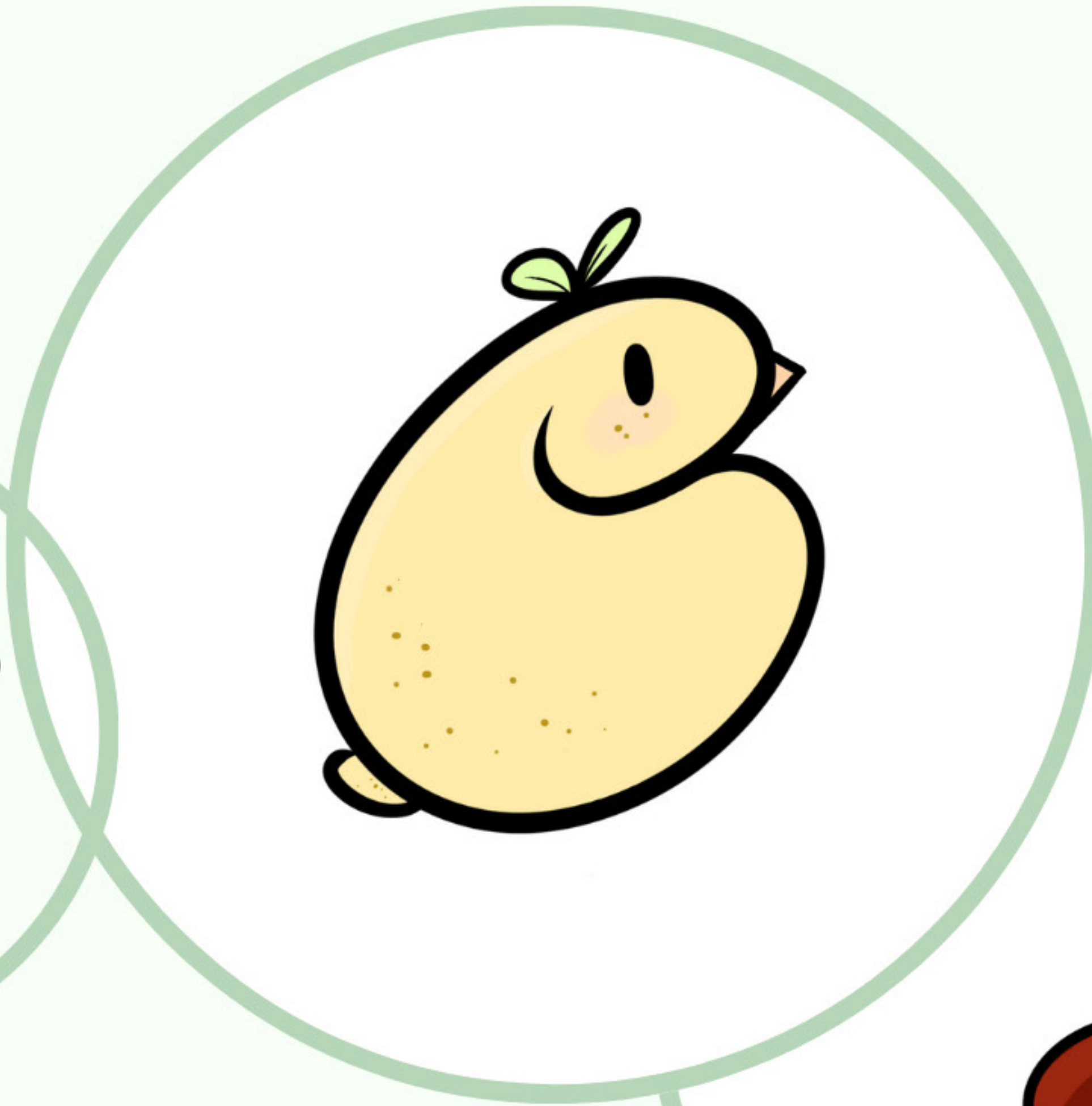
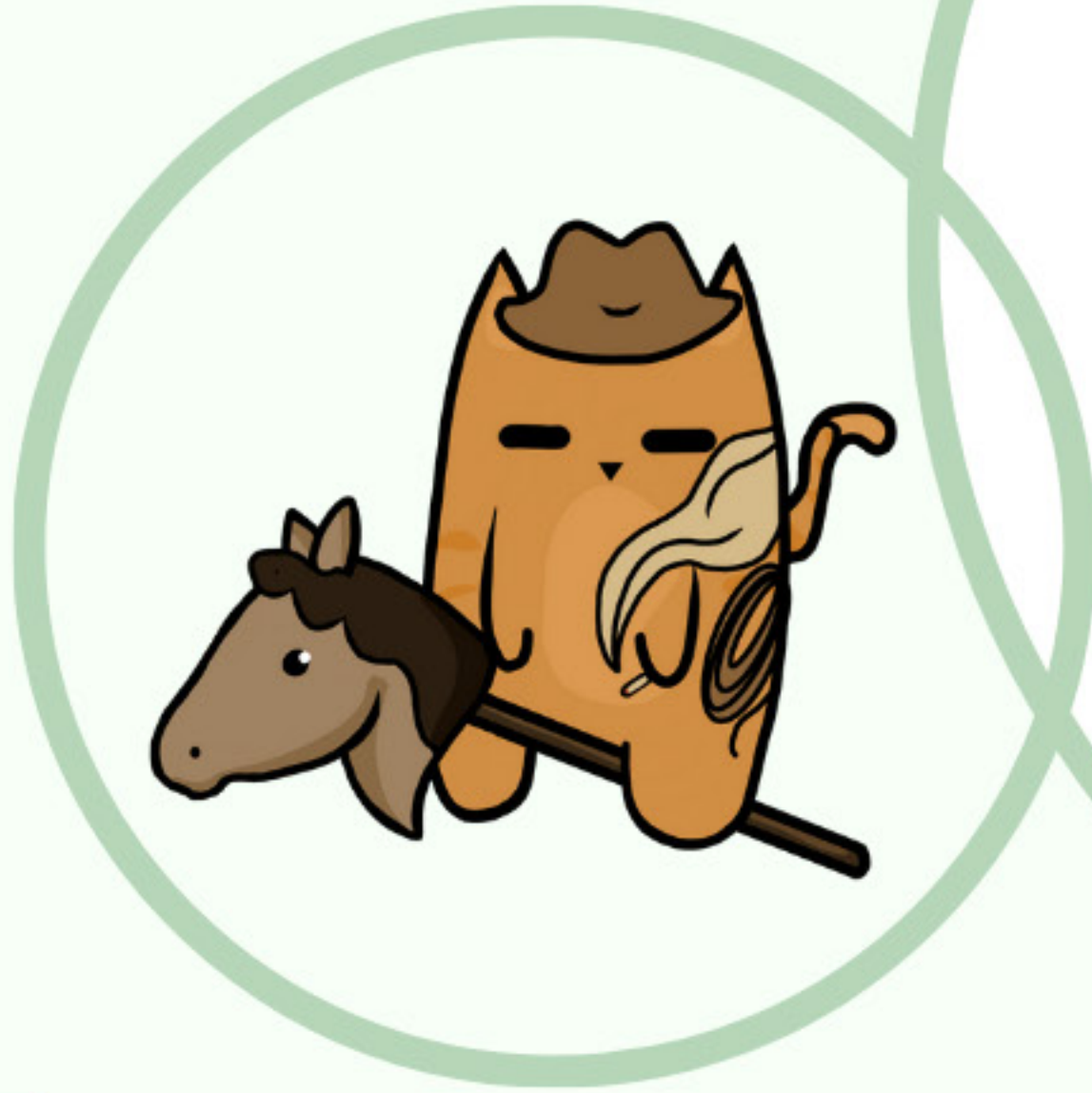


**ART**









## ABOUT

Each of these pieces came with a unique goal. In one case, it was to create an original character. In another to make a piece that represents a editorial article. A mascot was also created along with two fruit animals.



**THANK YOU**