



Pea  
rice

illustrator and designer

# \* PLATFORM JOURNAL

## Publication

The Platform Journal was a comprehensive publication project geared towards creating a specialized trade journal catering to professionals within the video game industry. It served as a valuable resource, featuring in-depth news coverage on upcoming video games, insightful analyses, and updates on cutting-edge technology being developed within the gaming sector.

The primary objective of this project was to develop proficiency in managing and presenting large bodies of text and graphics effectively. Traditional gaming magazines predominantly target consumers who play games, overlooking the significant audience of creators and industry insiders. Recognizing this gap, my aim was to fill it by establishing a platform that provided relevant and information tailored specifically for game developers, designers, and concept artists.

By offering a blend of industry news, technological advancements, and professional insights, The Platform Journal sought to enrich and support the creative endeavors of individuals shaping the gaming landscape.





## BEYOND THE CONTROLLER

### Unpacking the Power and Impact of Storylines in Video Game

## CRAFTING IMMERSION

### The Effectiveness of Visual Storytelling in Video Games



Video games are a unique medium that seamlessly combines interactive gameplay with narrative elements. Among these, visual storytelling stands out as a powerful tool that game developers employ to captivate players, evoke emotions, and immerse them in rich, virtual worlds. In this article, we will explore the art of visual storytelling in video games and examine how it effectively engages players in ways that traditional storytelling mediums cannot.

**The Primacy of Visuals in Video Games**  
Visual storytelling is at the heart of video game design. While a game's narrative may unfold through dialogue, text, or audio, it is the visual elements that players encounter firsthand, making them crucial for conveying information and emotions. Here's how visual storytelling achieves its effectiveness:

**Immersive Engagement:** Visuals engage players from the moment they pick up the controller. Stunning landscapes, intricate character designs, and cinematic cutscenes draw players into the game world, setting the stage for their journey.

**Character Expression:** Characters' facial expressions, body language, and visual details convey emotions and personalities. They connect with characters not just through dialogue but by observing their visual reactions.

**Environmental Storytelling:** Game environments are rich with visual cues that tell stories. Abandoned buildings, graffiti-laden streets, or lush forests can convey the history and atmosphere of a place without a single word.

**Mood and Atmosphere:** Visuals play a significant role in establishing the mood and atmosphere of a game. The use of color palettes, lighting, and environmental effects can create tension, serenity, or a sense of wonder.

**Pacing and Direction:** Visual cues guide players' attention and movement. The placement of objects, landmarks, and level design can subtly direct players, ensuring they don't miss important story beats or objectives.

**The Power of Character Design**  
Character design is a critical aspect of visual storytelling in video games. Game designers carefully craft characters' appearances to align with their roles and personalities within the game's narrative. Consider how iconic characters like Lara Croft, Master Chief, or Kratos are not just defined by their actions but also by their visual identities.

Character design extends beyond aesthetics; it influences players' emotional connections with the game. For example, the transformation of Ares in "God of War" or Ellie's growth in "The Last of Us" is not only evident in their actions but also in their visual evolution. This dynamic character development enhances players' investment in the narrative.

## The Emotional Impact of Visual Storytelling

Perhaps the most compelling aspect of visual storytelling in video games is its ability to evoke deep emotional responses. Players don't just watch characters go through challenges; they experience these challenges alongside them. Moments of triumph, tragedy, or sacrifice are not merely observed; they are felt. Games like "The Walking Dead" and "Life is Strange" are celebrated for their emotional storytelling, often leaving players with lasting impressions and emotional connections to the characters.

Visual storytelling in video games is a testament to the medium's unique power to engage, immerse, and emotionally impact players. Through character design, cinematic techniques, environmental storytelling, and the interplay with player agency, game developers create narratives that transcend traditional storytelling forms.

As technology continues to advance, the potential for visual storytelling in video games only grows. Virtual Reality (VR), photorealistic graphics, and AI-driven narratives promise even more immersive and emotionally charged experiences. The future of visual storytelling in video games is a dynamic landscape where the boundaries of storytelling and interactivity continue to blur, offering players ever-deeper connections to the stories they help shape and experience.

**Environmental Storytelling**  
Video game environments are not just backdrops; they are integral to storytelling. Through environmental storytelling, developers infuse depth into the game world. Players discover narratives in the details: a bloodstained room hinting at a past struggle, a hidden note revealing a character's thoughts, or the gradual transformation of a once-pristine landscape into a desolate wasteland. Environmental storytelling encourages players to explore and engage with the game world, revealing their continuity with deeper narratives.

**Player Agency and Visual Storytelling**  
One of the unique strengths of visual storytelling in video games is its interaction with player agency. Players aren't passive observers; they are active participants in the narrative. Visual cues guide players' decisions, and character expressions react to their choices. For instance, a character's visual reaction to a player's decision in a dialogue tree can convey approval, disappointment, or surprise. This immediate feedback enhances the player's sense of agency and investment in the narrative.



## CRAFTING THE ICONS

### The Art and Science of Character Design in Video Games

Character design is the heartbeat of video games. These digital personas are not just pixels on a screen; they are the embodiment of a game's narrative, its visual identity, and a crucial element in player engagement. In this comprehensive guide, we'll embark on a journey through the fascinating world of character design in video games, exploring its importance, principles, and the creative processes that bring these virtual beings to life.

**The Significance of Character Design**  
Characters are often the first elements players encounter when they enter a game world. They serve as the bridge between the player and the narrative, making their design a critical component of storytelling. Here are some key reasons why character design is so vital in video games:

**Identification and Immersion:** Well-designed characters make players emotionally invest in the game. Players should be able to relate to, root for, or even despise characters, depending on the game's narrative and intention for the characters in question.

**Visual Appeal:** Characters are a primary source of visual engagement, drawing players into the world.

**Gameplay Impact:** Character design can affect gameplay mechanics. Different character abilities, appearances, and personalities can influence how players approach challenges.

**Marketing and Branding:** Iconic characters become symbols of their games and franchises. Think of Mario, Lara Croft, or Master Chief; these characters are not just within their games, but also part of gaming's cultural identity.

**Principles of Character Design**  
Crafting compelling characters involves a blend of artistic and conceptual skills. Here are some key principles that guide character designers when they are making characters:

**Visual Cohesion:** Characters should fit cohesively within the game world's art style. Their designs should reflect the game's themes and setting.

**Distinctiveness:** Characters should be unique and easily distinguishable from one another. This helps players identify and remember them.

**Silhouettes:** Characters should have distinct silhouettes, making them recognizable even at a distance. This is crucial for multiplayer and open-world games.

## BALDUR'S GATE 3

### A New Era of Epic Adventure

Baldur's Gate 3, developed and published by Larian Studios, is a monumental entry into the iconic Dungeons & Dragons (D&D) inspired franchise. The long-awaited sequel serves as a testament to the enduring appeal of the classic CRPG (Computer Role-Playing Game) genre. In this article, we will delve into the captivating world of Baldur's Gate 3, exploring its gameplay, story, and its place in the rich history of role-playing games.

**A Legacy Reimagined**  
Baldur's Gate 3, released in early access in 2020, is a direct successor to the critically acclaimed Baldur's Gate series that began in 1998. The original games set a high bar for storytelling, character development, and strategic combat. Larian Studios, known for the Divinity: Original Sin series, took up the mantle and sought to breathe new life into this beloved franchise.

**An Epic Tale**  
At the heart of any great role-playing game is its narrative, and Baldur's Gate 3 delivers in spades. The game immerses players in the complex and intriguing world of the Forgotten Realms, a realm steeped in lore from the D&D universe. Players find themselves embroiled in a gripping story filled with moral dilemmas, intricate character relationships, and consequences that apply throughout the game's intricate and fable events.

The choice-driven narrative is a hallmark of the series, and Larian Studios has taken it to new heights. Every decision, every dialogue choice, and every action can lead to vastly different outcomes. This narrative richness encourages multiple playthroughs, offering players a chance to explore different paths and character arcs.

**Dynamic Characters**  
The characters in Baldur's Gate 3 are more than just companions; they are complex individuals with their own goals, beliefs, and personalities. The game employs an advanced AI system that allows these characters to interact with the player character and the world in meaningful ways. The relationships you forge can lead to alliances, conflicts, and even romances, adding depth and authenticity to the experience. Furthermore, the player character is no ordinary adventurer. They are infused with a mind-blowing magical setting, a ticking clock on their journey. This constant threat hangs over the players, making every decision weighier and every encounter more intense.

**Strategic and Dynamic Combat**  
Baldur's Gate 3 features a strategic, turn-based combat system that stays true to its roots in D&D 5e Edition rules.

Battles are dynamic, challenging, and filled with tactical opportunities. Environmental interaction, spells, and abilities can be combined in creative ways, giving players the freedom to approach combat encounters as they see fit. The versatility of the game world adds an extra layer of complexity to battles. Players can take advantage of elevated positions, dash surfaces, and use the environment to gain a tactical edge or escape danger in the game.

**A World Alive**  
One of the most striking aspects of Baldur's Gate 3 is its world-building. The game world is brought to life with stunning visuals, atmospheric music, and meticulous attention to detail. Every location, from dark and foreboding caverns to bustling cities, feels alive and ripe for exploration. Moreover, the game's day-night cycle and dynamic weather systems contribute to a sense of immersion. The world reacts to your choices and actions, creating an ever-evolving experience that keeps players engaged.

**The Promise of Early Access**  
Baldur's Gate 3 was released in early access to allow players to experience the game's early stages while providing valuable feedback to the developers. This approach demonstrates Larian Studios' commitment to delivering a polished and player-driven experience.

Baldur's Gate 3 is more than just a game; it's a love letter to the classic CRPG genre and the Dungeons & Dragons universe. With its rich narrative, dynamic characters, strategic combat, and immersive world-building, it continues the legacy of its predecessors while forging a path of its own. As the game continues to evolve through its early access phase, players can look forward to an epic adventure that will be remembered as a defining moment in the history of role-playing games. Baldur's Gate 3 stands as a testament to the enduring power of storytelling and the boundless creativity of the gaming industry. It invites players to step into a world of magic, mystery, and adventure, where the choices they make will shape the fate of the realm and the characters they meet along the way.



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# \* LITTLE BLUE INN

## Branding/ Web Design

The Little Blue Inn project aimed to create a boutique hotel that celebrated the unique customs and attractions of its chosen location, the city of Sydney, Australia. Tasked with showcasing the lesser-known aspects of Sydney, I discovered that it is one of the few places where little blue penguins reside. Inspired by this fascinating wildlife, I integrated the little blue penguin into the hotel's design to highlight Australia's diverse and exclusive natural beauty.

The Little Blue Inn is tailored for families visiting Australia, offering a cozy and welcoming atmosphere. Bright colors and playful illustrations adorn the hotel's interior, creating a fun and engaging environment for both children and adults.

Central to the branding is the little penguin, featured prominently in various collateral materials. Utilizing mascots in design is known to captivate children's attention, making the little penguin an ideal symbol for attracting families to the hotel. With its focus on showcasing the unique wildlife and culture of Sydney, the Little Blue Inn provides guests with an unforgettable experience that embodies the essence of Australia's charm and hospitality.

Primary



Secondary



Tertiary





Contact us!

 little blue inn  
Sea for yourself!



### Our Boutique, Beachside Hotel

The little blue inn offers a luxury vacation cottage experience with modern amenities right at the by the beautiful Sydney coastline waters!

-  [www.facebook.com/little-blue-inn](https://www.facebook.com/little-blue-inn)
-  [www.instagram.com/little-blue-inn](https://www.instagram.com/little-blue-inn)
-  [www.twitter.com/little-blue-inn](https://www.twitter.com/little-blue-inn)



### Your cozy stay, one waddle away!

Want to go somewhere with your kids that is fun while still being educational? Well, you're in luck, because that is just our aim. Little blue inn was made with families in mind. Not only will you have time to relax and sit by the water watching time fly by, but your kids will also have the time of their lives looking for various sea creatures that are right next to our hotel.

For a first-class experience, the Little Blue Inn offers 338 rooms and 26 suites with boutique-style charm and modern amenities like free Wi-Fi.

While in the little blue inn, you can be sure that you will be comfy and cozy while being close enough to the water that you could catch your own fish just our feathery little friends!

### Welcome to the nest!

With a golden sand beach and sweeping ocean views, the little blue inn offers a unique vantage point to experience the beauty of the Atlantic seacoast. Our Sydney beach hotel is 10 minutes from the lively and charming shore of Manly Beach, yet off on its own little stretch of sand—away from the masses. Your perfect Sydney beach escape awaits at little blue inn.

Unwind to the sounds of seagulls soaring and waves crashing. Relax in the hot tub or enjoy building a castle in the sand. Retire to a restful room or suite, then wake to a sweet and savory breakfast basket. You won't believe this charming beach hotel is just an hour's drive from the center of the bustling city of Sydney!

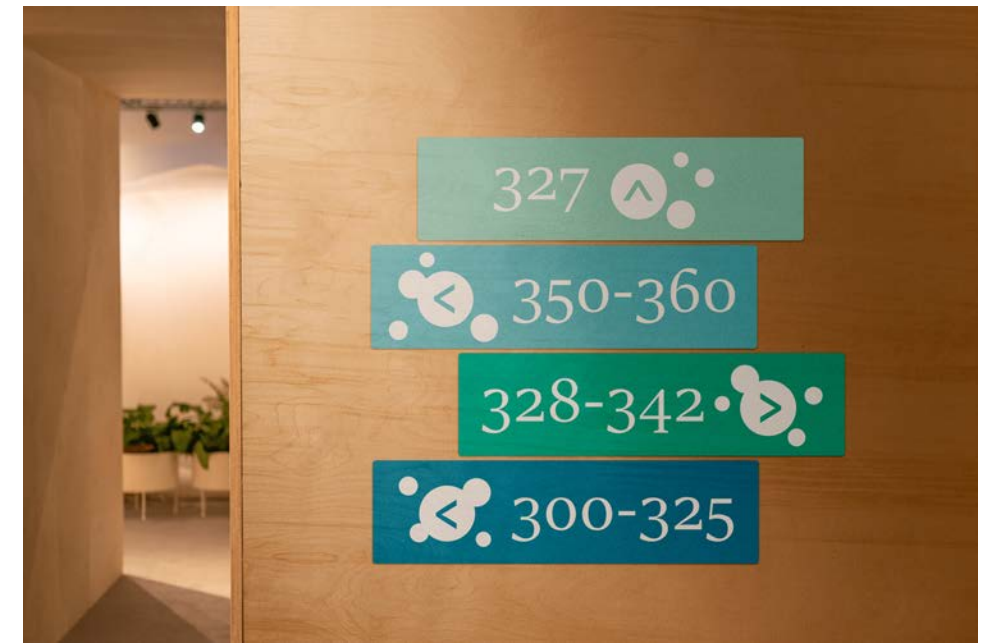
### Come play with the Fairy Penguins!

Manly is home to a colony of Little Blue Penguins which are the only mainland breeding colony left anywhere in NSW. Made up of only about 60 breeding pairs, the little penguins are an icon of Manly and the Manly Wharf where they often come to nest every night between July and February.

Every breeding season people come to Manly Wharf to see the Little Penguins. The little blue inn offers you a chance to see these adorable creatures from the comfort of a your own suite. The Volunteer Penguin Wardens of Manly Wharf are trained educate the public about the little penguins, so you can be sure you will be good hands when you go to see our feathery friends.







**Website**



# \* VOGUE MAGAZINE

## Publication

For this project, our challenge was to design a magazine cover and spread solely using photographs that were printed out, with strict limitations on Photoshop usage—only minor touch-ups were allowed. Inspired by an article from Vogue magazine discussing perfection in the clothing industry, I decided to use unconventional materials to represent the theme.

Drawing from the article's focus on the imperfections of clothing, I incorporated cut-up pieces of cloth and loose threads into my design. These elements symbolize the raw materials used in creating the imperfect yet unique garments discussed in the article.

In addition to showcasing the materials, I featured the clothes themselves, bringing the article's subject to life visually. By juxtaposing the raw materials with the finished products, my design aimed to evoke a deeper understanding of the complexities and beauty of the fashion industry's pursuit of perfection.

Through this creative approach, I sought to convey the essence of the article while adhering to the project's constraints, resulting in a visually striking and conceptually rich magazine spread.







## UNFINISHED BUSINESS: HOW FASHION EMBRACED THE PERFECTLY IMPERFECT

By Maya Singer  
February 20, 2023

Last summer, in the midst of an emotional tangle I was struggling to unknot, I made an impromptu trip abroad. The trip itself is sidelong to the story I want to tell here, a story about two long flights, the first a sleepless red-eye I spent running laps around my predicament, returning again and again to the question Why does everything have to be so complicated? Why can't my life, for once, be straightforward, instead of this endlessly forking path into the dark?

On the flight home, I distracted myself by watching movies—notably, Pedro Almodóvar's *Parallel Mothers*. The film turned me upside down. Its plot is a pileup of mistakes, on a spectrum from oblivious error to historic catastrophe, yet the note Almodóvar lands on is one of uplift: bonds of love forged out of pain and confusion and complexity. It struck me, as the credits rolled, that I could never have been so moved by a film that proceeded according to the logic I wanted to prevail over my own life—that a story about a frictionless, picture-perfect existence wasn't much of a story at all. Perhaps, I mused, gazing out at the lowering sun, the way forward was to embrace the tangle and the work of unknotting it.

These thoughts recurred to me as I viewed the Marni spring/summer 2023 collection, shown in September in New York. It was the motif of rising and setting suns that resonated first: Creative director Francesco Risso devised myriad ways of incorporating radiant orbs into his looks—patchworking, printing them on body-skimming jersey dresses, embroidering around circular décolleté cutouts as if drawing a tender frame around the heart. The theme was inspired, Risso later explained, by a moment of pause: He, too, had stared out a window one day amid swirling thoughts and “realized that, whatever else is happening, we can always stop for this beauty, the sun rising or setting, and breathe, and come back into our bodies. Then we go on.”

The harder I looked at Risso's suns, the more I was struck by the purposeful imperfection of his clothes, with their odd abutment of textures and dangling sleeves and hems and threads. The imperfection resonated, too: This was a collection emphatically about the marvelous unfinishedness of life, with all its ebbs and flows; a celebration of being in process.

As the Fashion Weeks continued, this idea continually reemerged: In London, at Erdem's



VOGUE

UNFINISHED  
BUSINESS  
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JODIE  
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HOW SEOUL BECAME  
STYLE'S NEW FRONTIER

Perfect?



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Last summer, in the midst of an emotional struggle, I was struggling to unknot. I made an appointment to travel. The trip itself is a blur of long flights, the first a sleepless one. I spent running laps around my apartment. Why does everything have to be so complicated? Why can't my life, for once, be so straightforward, instead of this endlessly forking path into the dark?

On the flight home, I distracted myself by watching movies—notably, Pedro Almodóvar's *Parallel Mothers*. The film turned me upside down. In place of a pickup of mistakes, on a screen from obvious error to historic causation and complexity. It struck me, as one of Almodóvar's bonds of love forged out of pain and confusion, that I could never have been so moved by a film that proceeded according to the credits rolled, that I could never have been so moved by a story of a story at all. Perhaps the essence wasn't much of a story, the way I missed, gazing out at the lowering sun, the way forward was to embrace the tangle and the work of embracing it.

The harder I looked at Risso's suits, the more I was struck by the purposeful imperfection of his clothes, with their odd abutment of textures and daunting sleeves and hems and threads. The imperfection resonated, too. This was a collection emphatically about the marvelous unfinishedness of life, with all its ebbs and flows: a celebration of being in process.

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## \* AEGIS FOUNDATION

### Advertising/Web Design

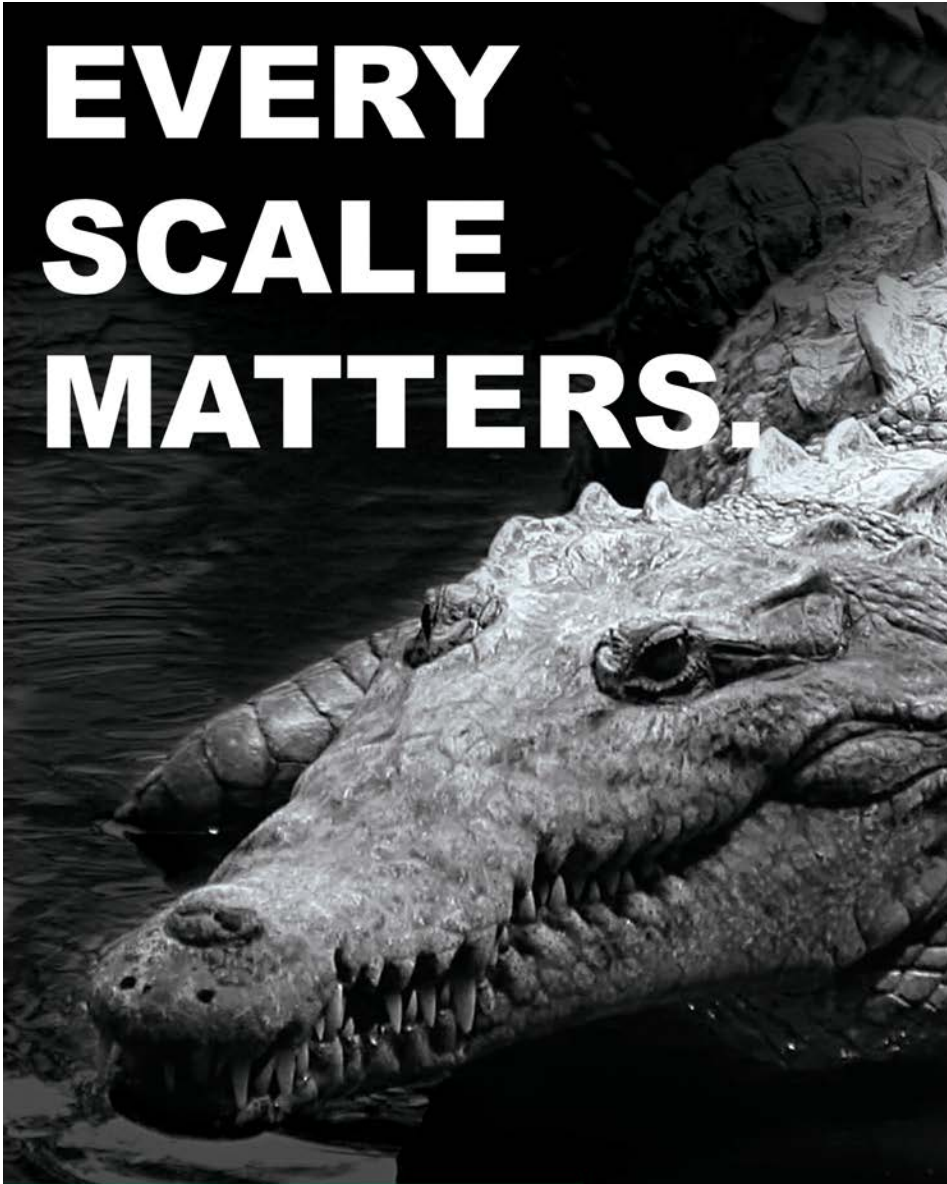
The Aegis Foundation was a project with the aim of creating an advertising campaign for a charity organization. In the initial phase of the project, I identified a pressing issue: many endangered reptiles are overlooked and neglected because they are not considered 'cute' or 'popular'. To address this gap in conservation efforts, the Aegis Foundation was conceived, focusing on the care and rescue of reptiles that receive little attention in the media.

In the second phase, I developed the advertising campaign for the Aegis Foundation. The campaign aimed to bring attention to the plight of these lesser-known reptiles in a serious and impactful manner. To achieve this, I opted for a minimalist design approach, using limited color palettes and simple design systems to ensure that the message was front and center.

By deliberately keeping the design clean and uncluttered, the campaign focused viewers' attention on the urgency of the cause, emphasizing the importance of conservation efforts for these often overlooked species. Through this campaign, the Aegis Foundation aimed to raise awareness and inspire action to protect these vulnerable reptiles.



# EVERY SCALE MATTERS.

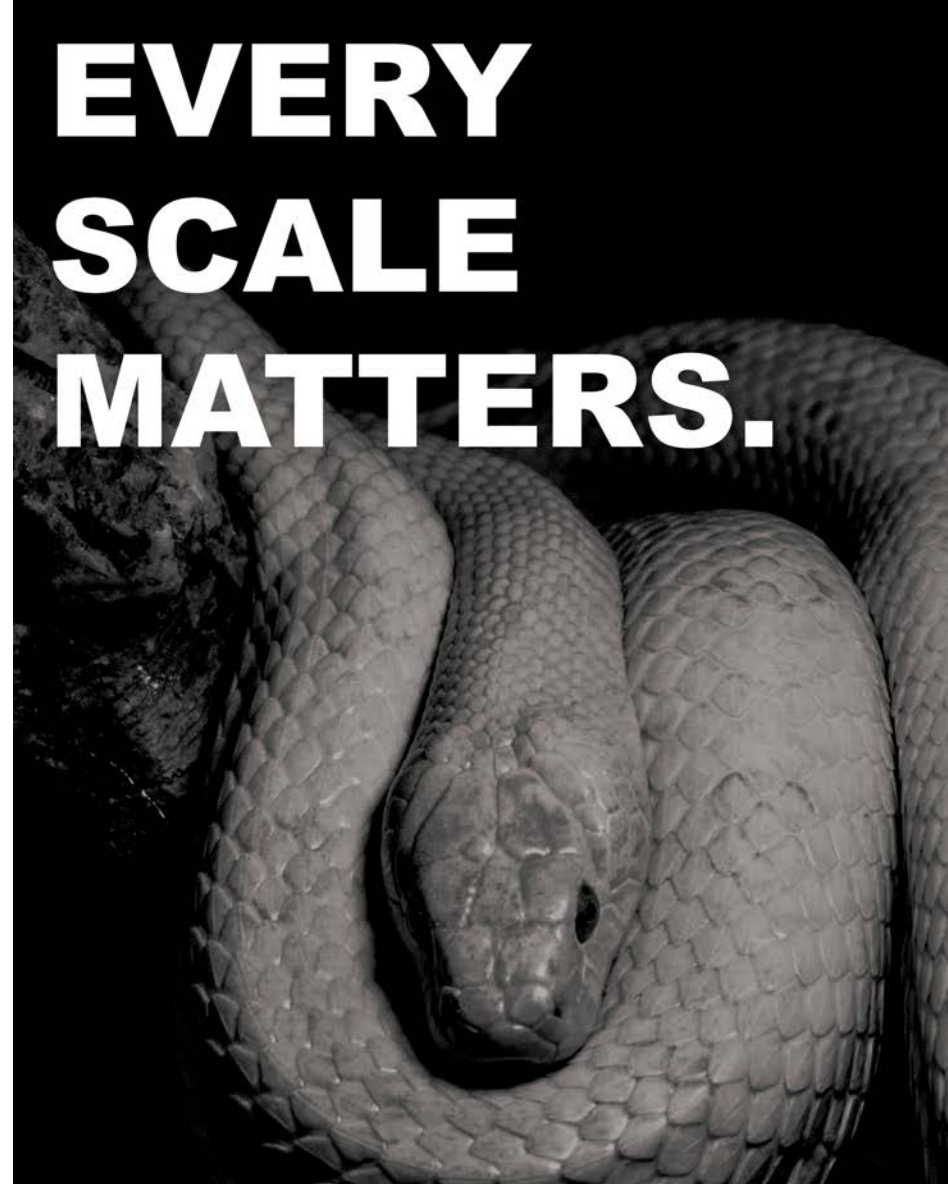


The critically endangered Siamese crocodile is now extinct in 99% of its former range, following decades of hunting and habitat loss.

Discover how you can make a meaningful impact through supporting our conservation efforts, staying informed about the challenges facing these often-overlooked species, and becoming an advocate for the protection of our planet's biodiversity. Together, let's ensure a future where endangered reptiles thrive, and our natural world flourishes. Visit [aegisfoundation.com](http://aegisfoundation.com) and become a part of the solution today.



# EVERY SCALE MATTERS.



It is estimated that only one out of 1,000 snake hatchlings survives to be an adult.

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More than half of the world's turtle species are now threatened with extinction.

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# EVERY SCALE MATTERS

## THE ISSUE

While charismatic mammals often capture public attention and garner widespread support for conservation initiatives, reptiles face a distinct disadvantage in advocacy. Many reptile species are on the brink of extinction due to habitat loss, climate change, and illegal trade, yet their plight often goes unnoticed. The lack of public empathy may be attributed to a bias favoring mammals, which are perceived as more relatable and endearing.

This oversight poses a serious threat to the delicate balance of ecosystems, as reptiles play crucial roles in maintaining ecological harmony. Raising awareness about the precarious situation of endangered reptiles is essential to promote a more inclusive and effective approach to biodiversity conservation that extends beyond the realm of cuddly mammals.

## WHAT WE DO

Our foundation is dedicated to making an impact on the preservation of endangered reptiles. Our multifaceted approach involves establishing and maintaining protected areas to safeguard crucial habitats and combat habitat loss. Through rigorous scientific research, we strive to deepen our understanding of the biology and behavior of endangered reptiles.

Collaborating closely with local communities, we work to raise awareness about the significance of reptile conservation for these often-overlooked species. Our commitment extends to combating illegal trade and poaching, implementing measures to protect reptiles from exploitation. Our foundation aims to play a crucial role in ensuring the survival of endangered reptiles for the benefit of current and future generations.

## YOU CAN HELP

As a concerned individual, there are several impactful actions you can take to contribute to the well-being of endangered reptiles. Firstly, educating yourself and others about the specific challenges facing these species and the importance of their conservation is crucial. Support reputable wildlife organizations and foundations dedicated to reptile conservation through donations or volunteer work. If you live in areas where reptiles are native, create and maintain a reptile-friendly environment by preserving natural habitats and avoiding the use of harmful pesticides. Finally, participate in community outreach and education efforts to raise awareness about the plight of endangered reptiles and inspire others to join the cause. By taking these steps, you play an essential role in the collective effort to ensure the survival of these unique and often misunderstood creatures.

Join the Aegis Foundation in our mission to safeguard endangered reptiles and preserve the delicate balance of our ecosystems. Visit [aegisfoundation.com](http://aegisfoundation.com) to learn more about our comprehensive initiatives in habitat preservation, scientific research, and community engagement.



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## WHO WE ARE

The Aegis Foundation stands as a dedicated force in the realm of wildlife conservation, with a specific focus on the preservation of endangered reptiles. Committed to the protection of these often-overlooked species, the foundation operates through habitat preservation, scientific research, and community engagement.

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For more information go to [AegisFoundation.com/EveryScaleMatters](http://AegisFoundation.com/EveryScaleMatters) or follow us on our social medias such as Twitter, Facebook or Instagram

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# TOGETHER WE CAN SAVE A LIFE

## CONTACT US



# EVERY SCALE MATTERS

Shining a Spotlight on Endangered Reptiles

## WHO WE ARE

The Aegis Foundation stands as a dedicated force in the realm of wildlife conservation, with a specific focus on the preservation of endangered reptiles. Committed to the protection of these often-overlooked species, the foundation operates through a comprehensive approach that encompasses habitat preservation, scientific research, and community engagement.

Aegis Foundation strives to establish and maintain protected areas, serving as sanctuaries for endangered reptiles to thrive and ensuring the preservation of vital ecosystems. Aegis Foundation actively collaborates with local communities, fostering awareness about the significance of reptile conservation and building a sense of shared responsibility for these critical species. By combining these efforts, we play a crucial role in the holistic conservation of endangered reptiles.

## OUR MISSION

Our foundation is dedicated to making an impact on the preservation of endangered reptiles. Our multifaceted approach involves establishing and maintaining protected areas to safeguard crucial habitats and combat habitat loss. We strive to deepen our understanding of the biology and behavior of endangered reptiles.

Collaborating closely with local communities, we work to raise awareness about the significance of reptile conservation for these often-overlooked species. Our commitment extends to combating illegal trade and poaching, implementing measures to protect reptiles from exploitation. Our foundation aims to play a crucial role in ensuring the survival of endangered reptiles for the benefit of current and future generations.

## THE ISSUE

While charismatic mammals often capture public attention and garner widespread support for conservation initiatives, reptiles face a distinct disadvantage in advocacy. Many reptile species are on the brink of extinction due to habitat loss, climate change, and illegal trade, yet their plight often goes unnoticed. The lack of public empathy may be attributed to a bias favoring mammals, which are perceived as more relatable and endearing.

This oversight poses a serious threat to the delicate balance of ecosystems, as reptiles play crucial roles in maintaining ecological harmony. Raising awareness about the precarious situation of endangered reptiles is essential to promote a more inclusive and effective approach to biodiversity conservation that extends beyond the realm of cuddly mammals.

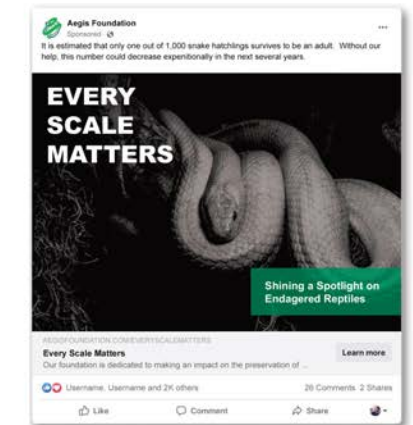
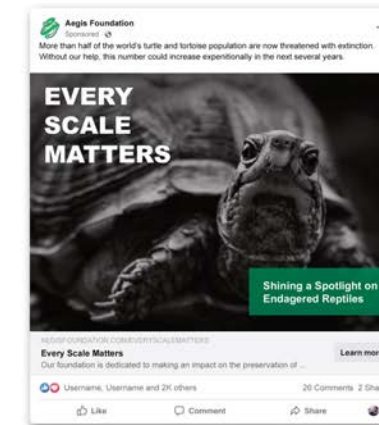
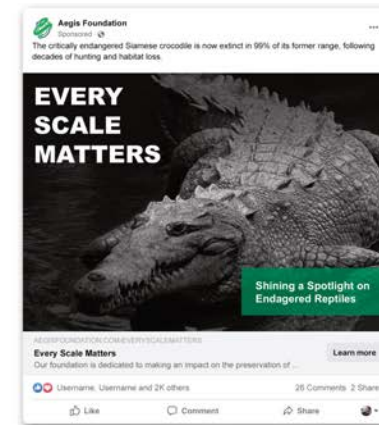
## WHAT WE DO

Our foundation is dedicated to making an impact on the preservation of endangered reptiles. Our multifaceted approach involves establishing and maintaining protected areas to safeguard crucial habitats and combat habitat loss. Through rigorous scientific research, we strive to deepen our understanding of the biology and behavior of endangered reptiles.

## YOU CAN HELP

As a concerned individual, there are several impactful actions you can take to contribute to the well-being of endangered reptiles. Firstly, educating yourself and others about the challenges facing these species and the importance of their conservation is crucial.





**Website**



# PLAIN SIGHT ANIMATION

## Advertising/Web Design

This project centered around developing a cross-collateral campaign for a fictional company I created, an animation studio called Plain Sight Animation Studios. Leveraging my extensive knowledge of animation and various studios in the industry, I aimed to create an organization focused on providing opportunities for children to explore the world of animation.

Plain Sight is not only dedicated to offering educational experiences for children in animation but also produces its own animated films tailored for young audiences. In crafting the branding for Plain Sight, I incorporated bright colors to appeal to the target demographic of children. The use of green throughout the branding symbolizes growth and creativity, reflecting the studio's mission to nurture young talent. Central to the branding is the chameleon in the logo, serving as a playful mascot that can be utilized across various advertising channels. This mascot adds a whimsical touch and reinforces the studio's commitment to adaptability and transformation in the world of animation.

Through this cross-collateral campaign, Plain Sight aims to engage children in the creative process of animation while producing content that entertains and educates its audience.







**PLAIN SIGHT ANIMATION STUDIOS**

## Want to experience what its like to work in an animation studio?

**Come join us for our Summer Animation Workshop!**

Every summer we have a group of animators that work for some of the best animation companies in teh world such as Pixar, Dreamworks, Disney, Blue Sky an Laika. These animator help educate students about the basics for animation. The workshop is a 12 week course that teaches students about character motion, timing, body mechanics, as well as the basics such as modeling, storyboarding, and character design.

The workshop is designed to give students proper exposure to the discipline and help them thrive as animators. We help out students in all skill ranges, from beginner or to novice, from low income to high, we don't discriminate. Anything is possible as long as you believe.

**PLAIN SIGHT ANIMATION STUDIOS**

**CONTACT US**

Instagram: @plainsightanimationstudios  
 Twitter: @plainsightanimationstudios  
 Facebook: @plainsightanimationstudios

**DISCOVER CREATIVITY**

At Plain Sight, we don't just make animations, but we also believe in educating the next generation of animators. Here we help student find their way in the industry and provide the skills they will need for the future. We believe anyone should be able to explore their creativity no matter their skill level.

We believe that all students should "Find their Colors" on their path of education and artistry. By providing students with a solid foundation to animation that will help them grow as an artist, Plain Sight Animation Studios strives to help give students with the education and tools that they will need in the future careers.

**SUMMER ANIMATION WORKSHOP**

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**CORE VALUES**

The staff member of Plain Sight Animation Studios live by the core values that change the lives to the new generation of animators. We are a group who is passionate about inspiring young artist to pursue full time employment in the industry. The staff is composed of over 100 animators from different animation backgrounds such as Pixar, Dreamworks and Disney.

**EDUCATE:** We focus on bringing the best educational opportunities and environment for students to grow as artists and filmmakers.

**PROVIDE:** Giving a helping hand to those in need. We want to give back to communities that have a hard time getting basic needs.

**COMMITMENT:** Each member is dedicated to taking the time out of their schedules to show young artists that they care and are committed to improving the lives of others.



# Win a SpectraPro!

Participate every day  
for six chances to win!



Until February 28, 11:00 AM CST

A SpectraPro will be awarded to one person every day of the sale, for a total of six lucky winners! Enter every day for six chances to win!

Sign up by following the official Plain Sights Animation Studio account on Twitter, Instagram or Facebook and retweet the post if entering via Twitter. Alternatively, tag a friend and answer the question "What have you been drawing recently?" in the comment of your post on Instagram, or answer the question "What have you been drawing recently?" in the Facebook group.

[Learn More](#)

This promotion ends Tuesday, February 28th,  
2023 at 11am (CST)!



This mail is sent by Plain Sight Animation Studios to those who have entered a contest, purchased Clip Studio Paint, or signed up for a free trial.  
If you do not wish to receive this newsletter, you can [unsubscribe](#) here.  
If you are unable to unsubscribe with the above link, please reply to this email with the word "Unsubscribe" in the subject line.

Instagram



PlainSight\_Animation Sponsored

## Win a SpectraPro!

Participate every day  
for six chances to win!



Until February 28, 11:00 AM CST

[Learn More](#)



579 Likes

**PlainSight\_Animation** A SpectraPro will be awarded to one person every day of the sale, for a total of six lucky winners!

Instagram



PlainSight\_Animation Sponsored

## 50% OFF All Art Products



Limited Time! February 26 - March 4

[Learn More](#)



821 Likes

**PlainSight\_Animation** We're having a sale on Notebooks, Pens and other art supplies. Grab them while they last!

Instagram



PlainSight\_Animation Sponsored

## FREE STICKER!

With Every Purchase!  
Collect them all!



[Learn More](#)

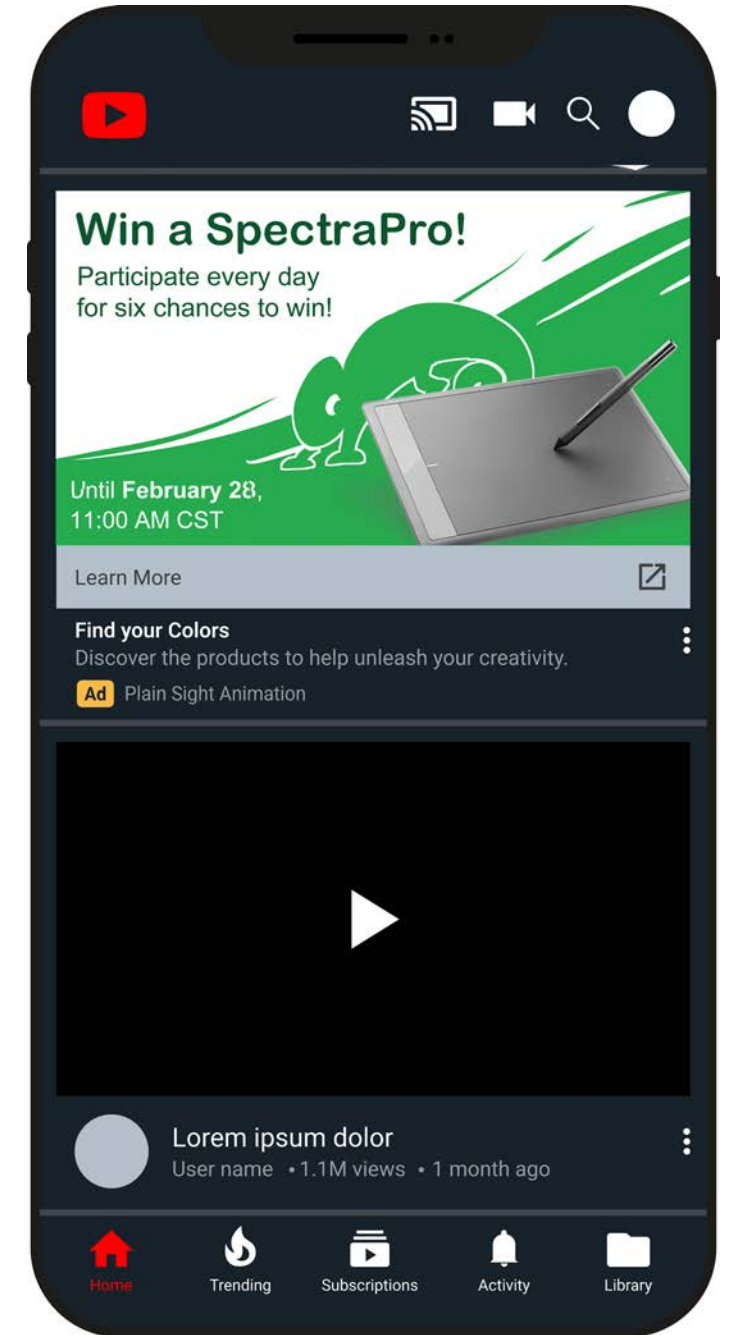
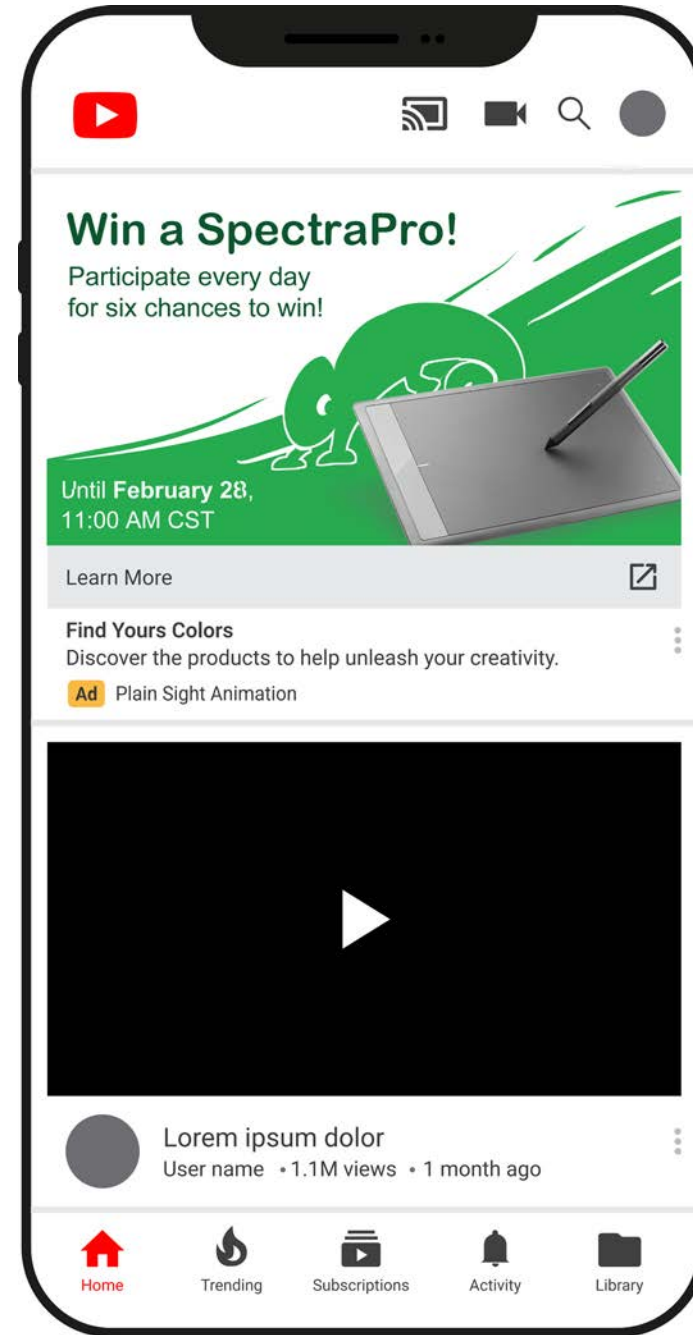
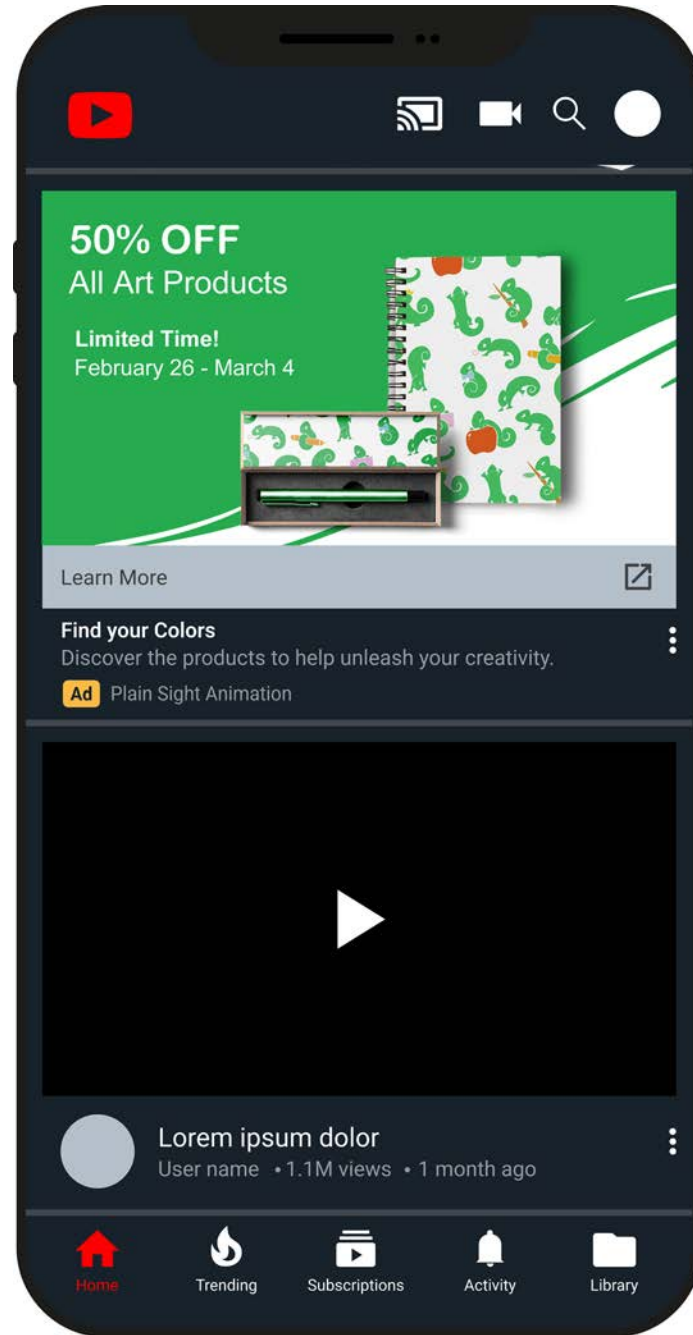
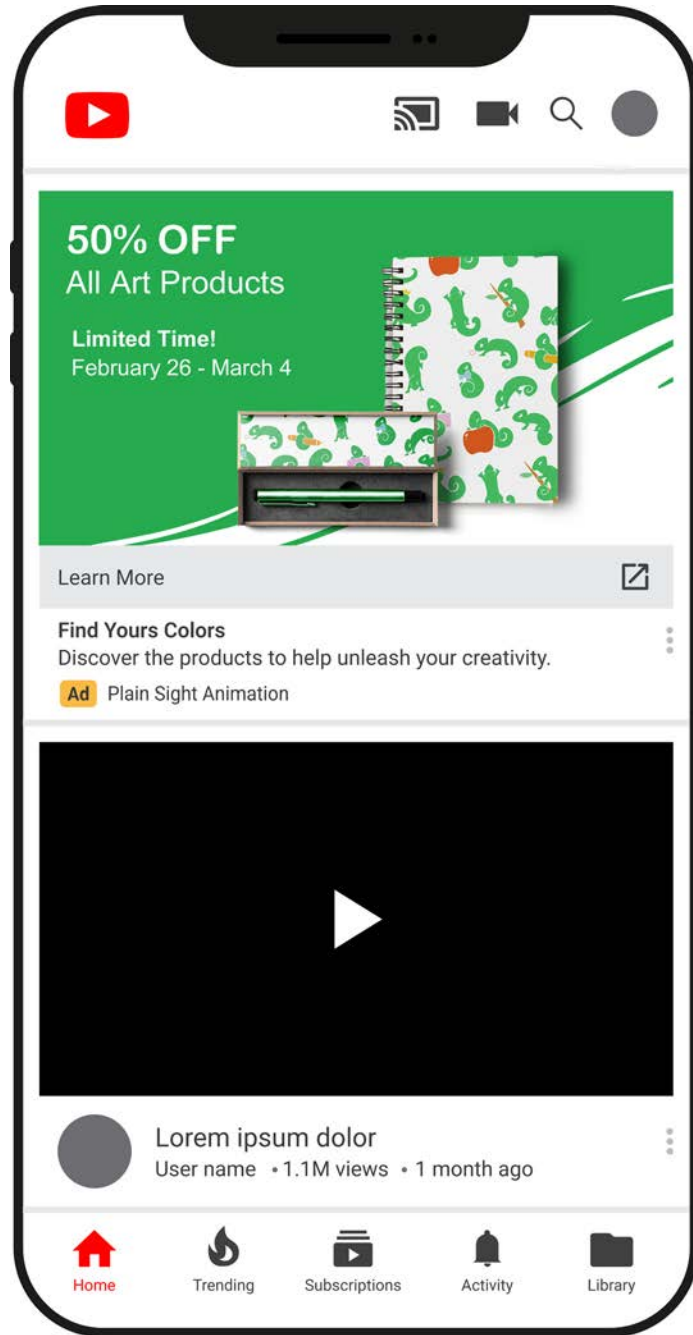


1K Likes

**PlainSight\_Animation** Purchase anything from our story and get a free random sticker! Now you too can have a little chameleon friend!

### Website





# MAGNUM OPUS

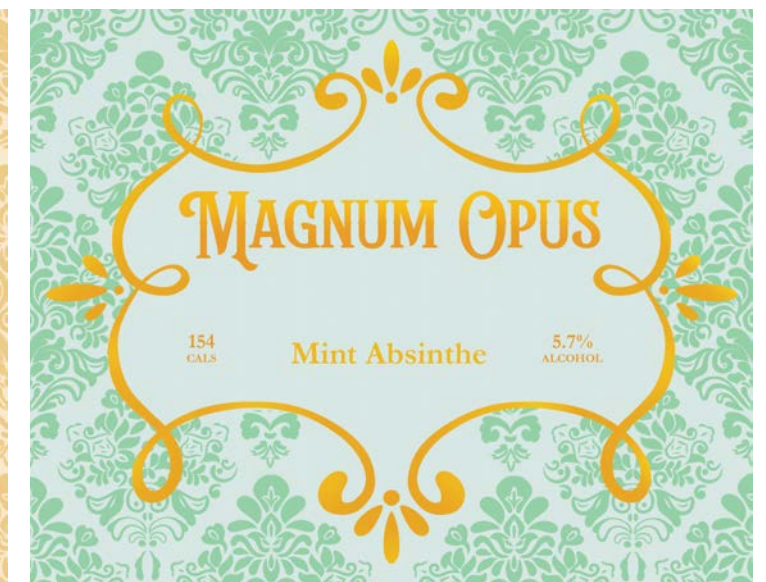
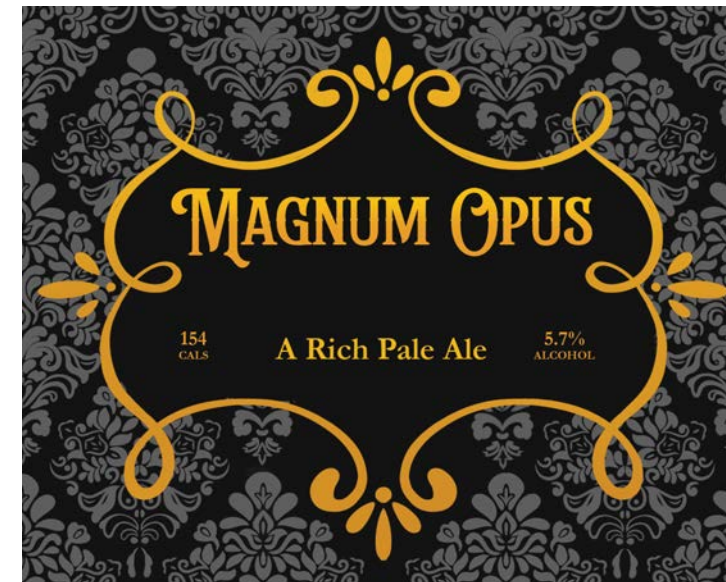
## \* MAGNUM OPUS

### Branding/Packaging

For this project, we were challenged to create a beer brand along with its packaging, while adhering to a specific design style. With Magnum Opus, I aimed to capture the aesthetic of the Victorian era. This was achieved through the incorporation of complex patterns and extravagant typefaces reminiscent of the period's ornate style.

I wanted the brand to exude elegance reminiscent of the Victorian era, so I primarily used the color gold in my design. This choice added a touch of luxury and sophistication to the brand.

Later on, after the project had been concluded, I introduced additional flavors to complement the established design style. Each flavor was carefully crafted to harmonize with the overall Victorian theme while adding depth and variety to the brand's offerings.





# \* PRIMA MATERIA

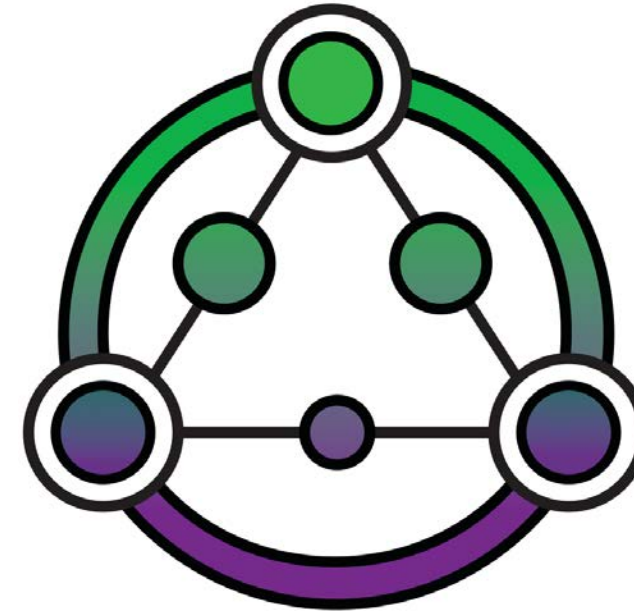
## Branding/Advertising

The Prima Materia Association project focused on branding and advertising for an exclusive club catering to modern alchemists—individuals practicing a less conventional form of chemistry.

To capture the essence of alchemy, I incorporated geometric shapes commonly associated with the practice into the design. Embracing the elegance and sophistication of the Art Deco aesthetic, I infused the brand with its distinct style, adding a touch of mystique and luxury.

To emphasize the club's unconventional nature, I employed gradients to create a magical quality in the branding, signaling that this is not typical chemistry but something more mystical and intriguing.

Maintaining a professional quality was crucial, so I ensured that the design remained clean and uncluttered, reflecting the sophistication and exclusivity of the club. By combining these elements, the Prima Materia Association brand embodies both the mystique of alchemy and the professionalism of a high-end club.

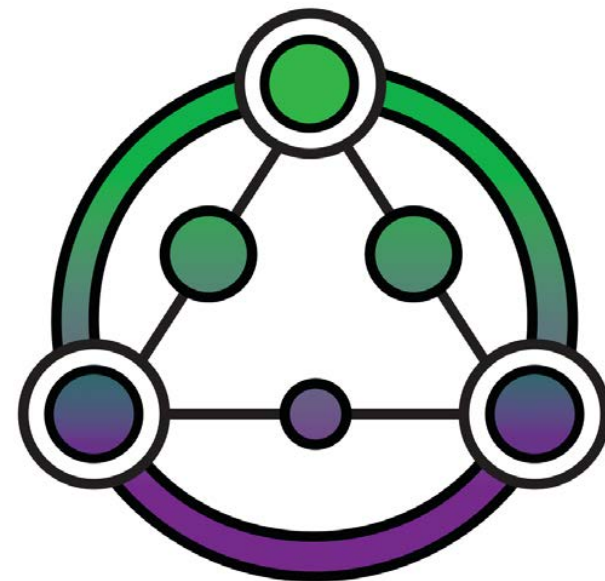


# PRIMA MATERIA ASSOCIATION

You and a guest are invited to attend

# THE REACTION

Location	Date	Time
1101 N Front St, Philadelphia, PA, 19123	Thursday, February 29th, 2024	8:00PM until 12:00PM



## PRIMA MATERIA ASSOCIATION

# SAVE THE DATE

Thursday  
February 29th, 2024  
8:00PM - 12:00PM

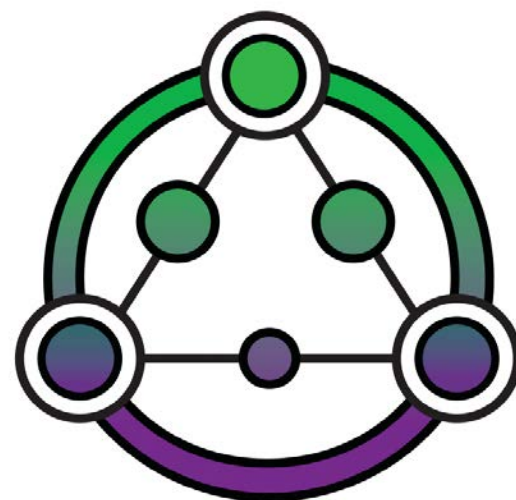
# RSVP

Please Respond by February 1st, 2023

\_\_\_\_\_

\_\_\_\_\_ **ACCEPT WITH PLEASURE**

\_\_\_\_\_ **DECLINE WITH REGRET**



ADMIT ONE

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# THE REACTION

Thursday  
February 29th,  
2024









## Advertising

This motion graphics project involved creating animated videos for Instagram and YouTube for the existing brand TomboyX, an underwear clothing brand that promotes inclusivity by offering underwear for all body types.

Focusing on the brand's message of empowerment and fun, I showcased people enjoying themselves in their underwear, engaging in activities like partying and moving around. To maintain consistency with TomboyX's simple and minimalistic brand identity, I employed a clean and sleek design style in my advertising.

As the project progressed, I expanded to include print advertising, utilizing the skills and aesthetics developed during the motion graphics phase. I maintained the minimalistic approach to align with the brand's identity, ensuring that both the motion graphics and print materials conveyed a cohesive message of inclusivity and confidence.

# TOMBOYX

# TOMBOYX

**40% Off!**

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**Be Exactly**

**Who You Were**

**New Arrivals!**

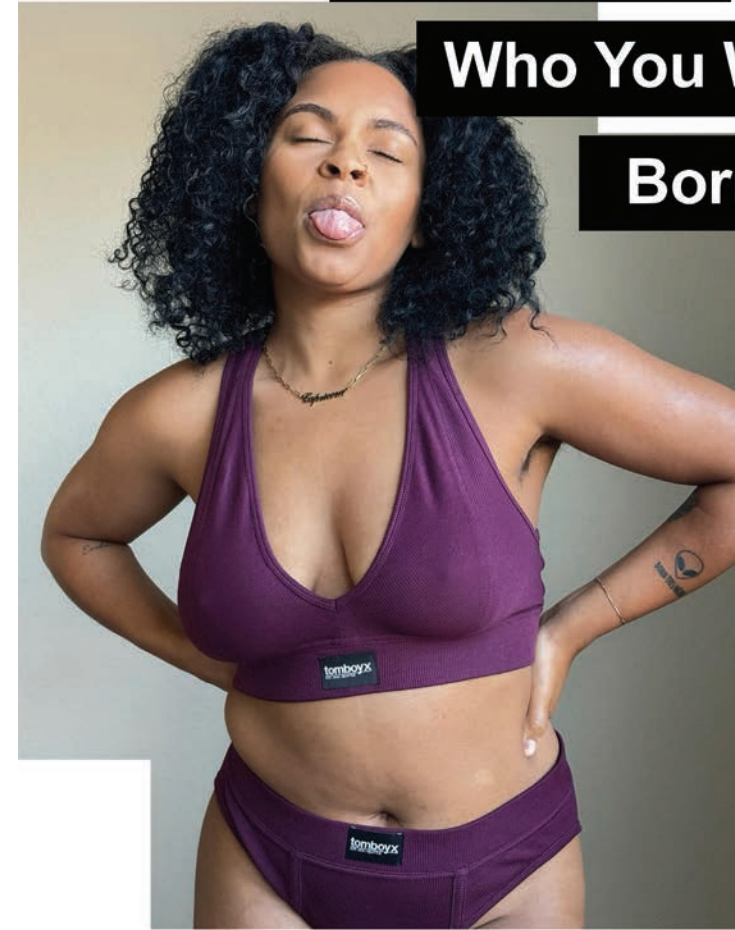
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**Born to Be**

**Be Exactly**

**Who You Were**

**Born to Be**



**40% Off!**

All Boxers and Sports Bras

**Underwear that fits you**

Embrace comfort and style with TomboyX, where inclusivity meets quality. Our underwear is designed for all bodies, offering sizes from XS to 4X.

**TOMBOYX**

**Motion Graphics**



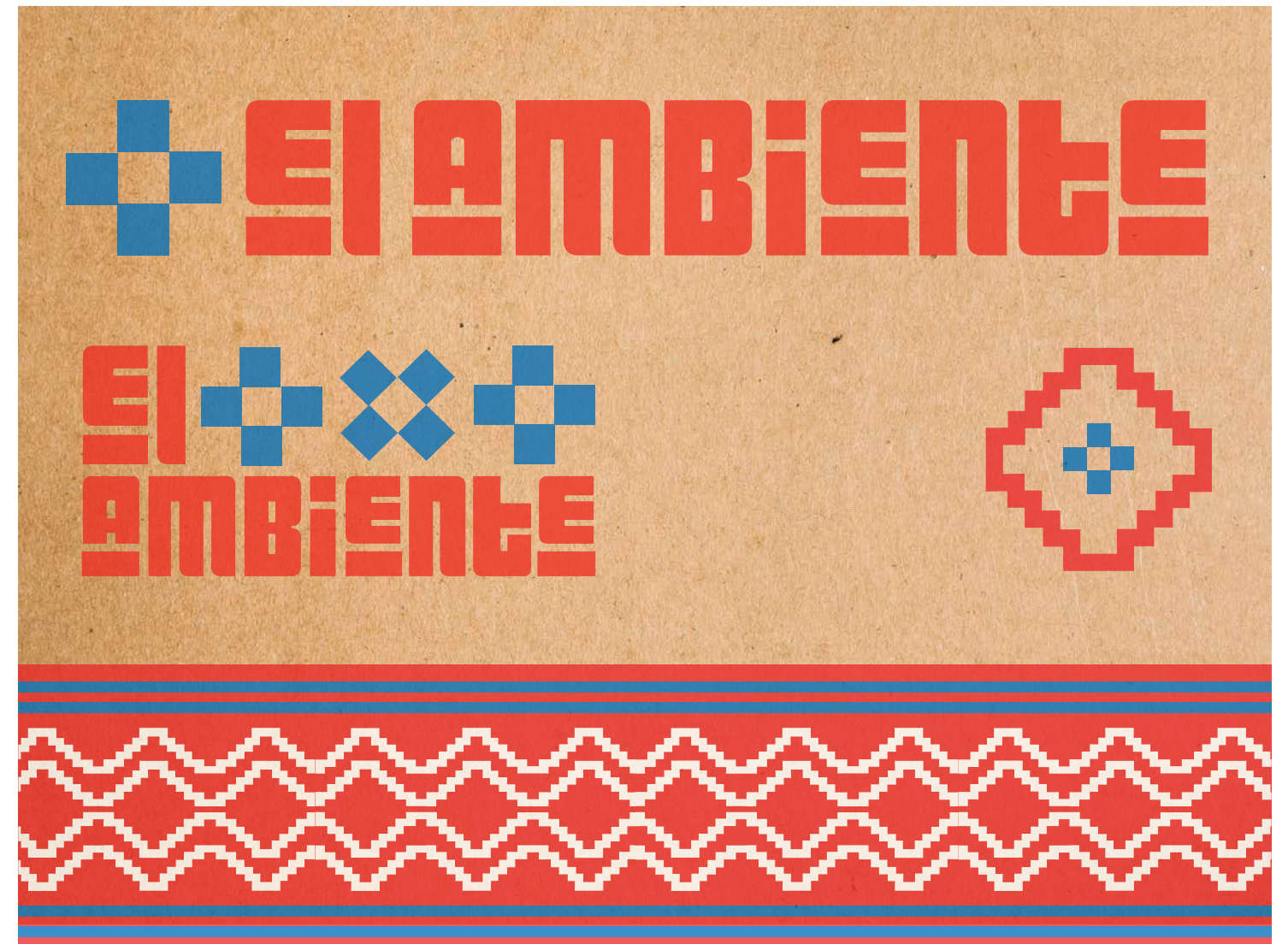
# \* EL AMBIENTE

## Branding/Packaging

El Ambiente is a branding project for a street food restaurant inspired by the culture and environment of Chile. The name "El Ambiente" not only reflects the language commonly used in Chile but also embodies the concept of creating a vibrant and inviting atmosphere.

Chile is renowned for its commitment to eco-friendliness, being one of the top countries affected by climate change. Therefore, the restaurant emphasizes eco-friendly options in line with Chilean values.

Taking cues from Chilean culture, I incorporated the colors of the Chilean flag into a textile-like pattern. This pattern reflects the richness of Chilean textile arts and is reminiscent of the traditional dress worn by dancers during celebrations in the country. Throughout the branding and packaging, this pattern is used to showcase this aspect of Chilean culture, creating a fun and inviting ambiance for customers. By integrating elements of Chilean tradition and environmental consciousness, El Ambiente offers a unique and culturally immersive dining experience.





## \* SEWSIMPLE

### Advertising/Branding/Packaging/Web Design

SewSimple was my final capstone project at the University of Southern Mississippi, aiming to revolutionize the fabric store experience. The concept behind SewSimple is to address the common perception that sewing and crafting are outdated skills by utilizing imagery and aesthetics that appeal to a wider audience.

Targeting a younger demographic, SewSimple seeks to inspire the next generation to embrace these traditional skills. By making sewing and crafting "trendy," the project aims to bridge the generational gap and make these skills more accessible and appealing to kids and teenagers.

To achieve this, SewSimple incorporates bright colors and enticing imagery in its branding and marketing materials. This modern and vibrant approach is designed to capture the attention of younger consumers and create a welcoming atmosphere that encourages exploration and creativity. Through innovative design and a fresh perspective, SewSimple aims to transform the fabric store experience and inspire a new generation of makers.



# SEW-CUTE!

**Why not give it a try!**

Whether you're a beginner or looking to refine your skills, join us for an engaging hands-on experience. Our expert instructors will guide you through the fundamentals of sewing, from mastering basic stitches to creating stunning garments and crafts. Discover the joy of bringing your ideas to life with fabric and thread. Don't miss this opportunity to learn a timeless skill and unleash your imagination. Sign up now and embark on a journey of self-expression through sewing!

**SewSimple**  
Fabric Guild

# SEW-COOL!

**Why not give it a try!**

Whether you're a beginner or looking to refine your skills, join us for an engaging hands-on experience. Our expert instructors will guide you through the fundamentals of sewing, from mastering basic stitches to creating stunning garments and crafts. Discover the joy of bringing your ideas to life with fabric and thread. Don't miss this opportunity to learn a timeless skill and unleash your imagination. Sign up now and embark on a journey of self-expression through sewing!

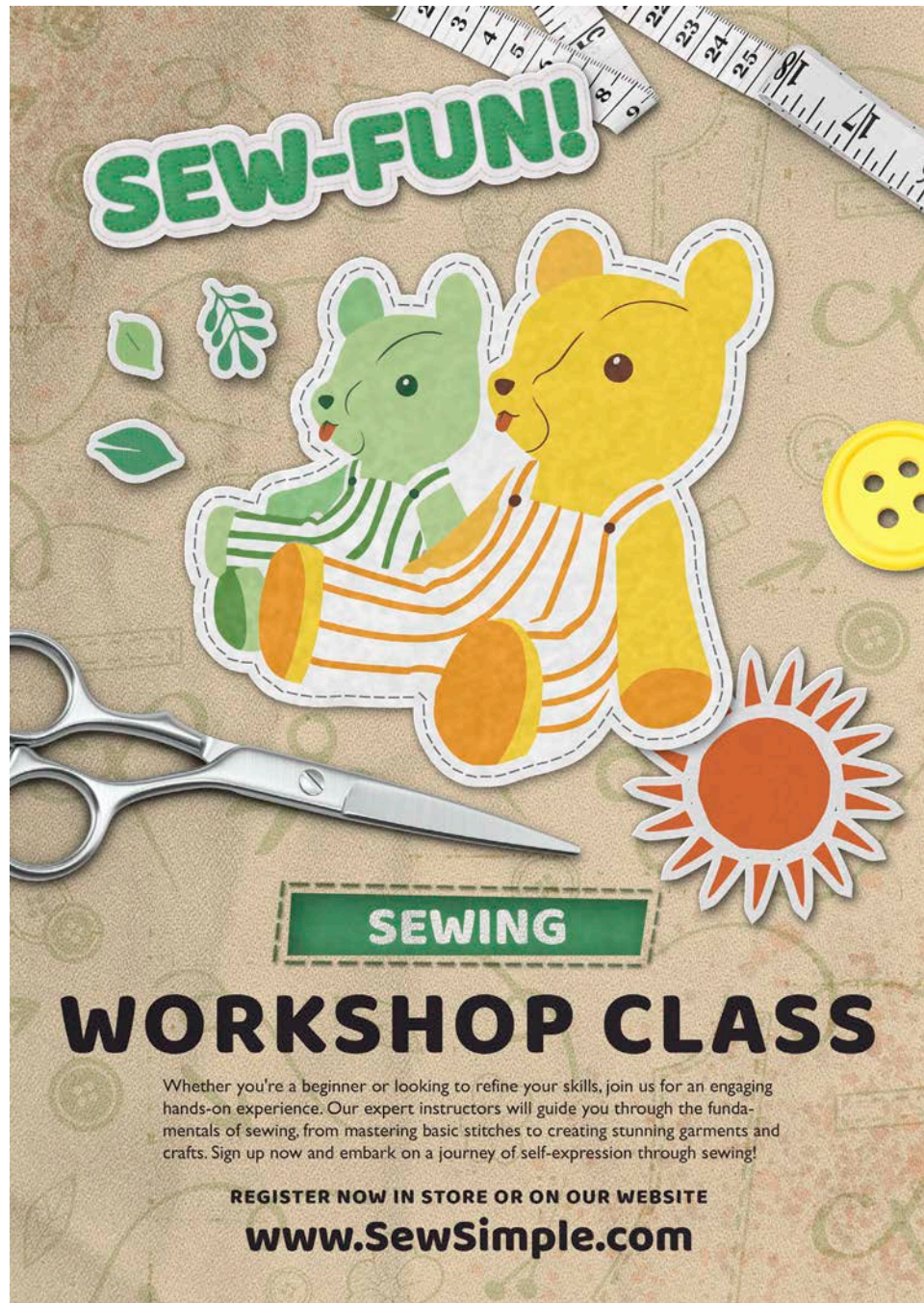
**SewSimple**  
Fabric Guild

# SEW-FUN!

**Why not give it a try!**

Whether you're a beginner or looking to refine your skills, join us for an engaging hands-on experience. Our expert instructors will guide you through the fundamentals of sewing, from mastering basic stitches to creating stunning garments and crafts. Discover the joy of bringing your ideas to life with fabric and thread. Don't miss this opportunity to learn a timeless skill and unleash your imagination. Sign up now and embark on a journey of self-expression through sewing!

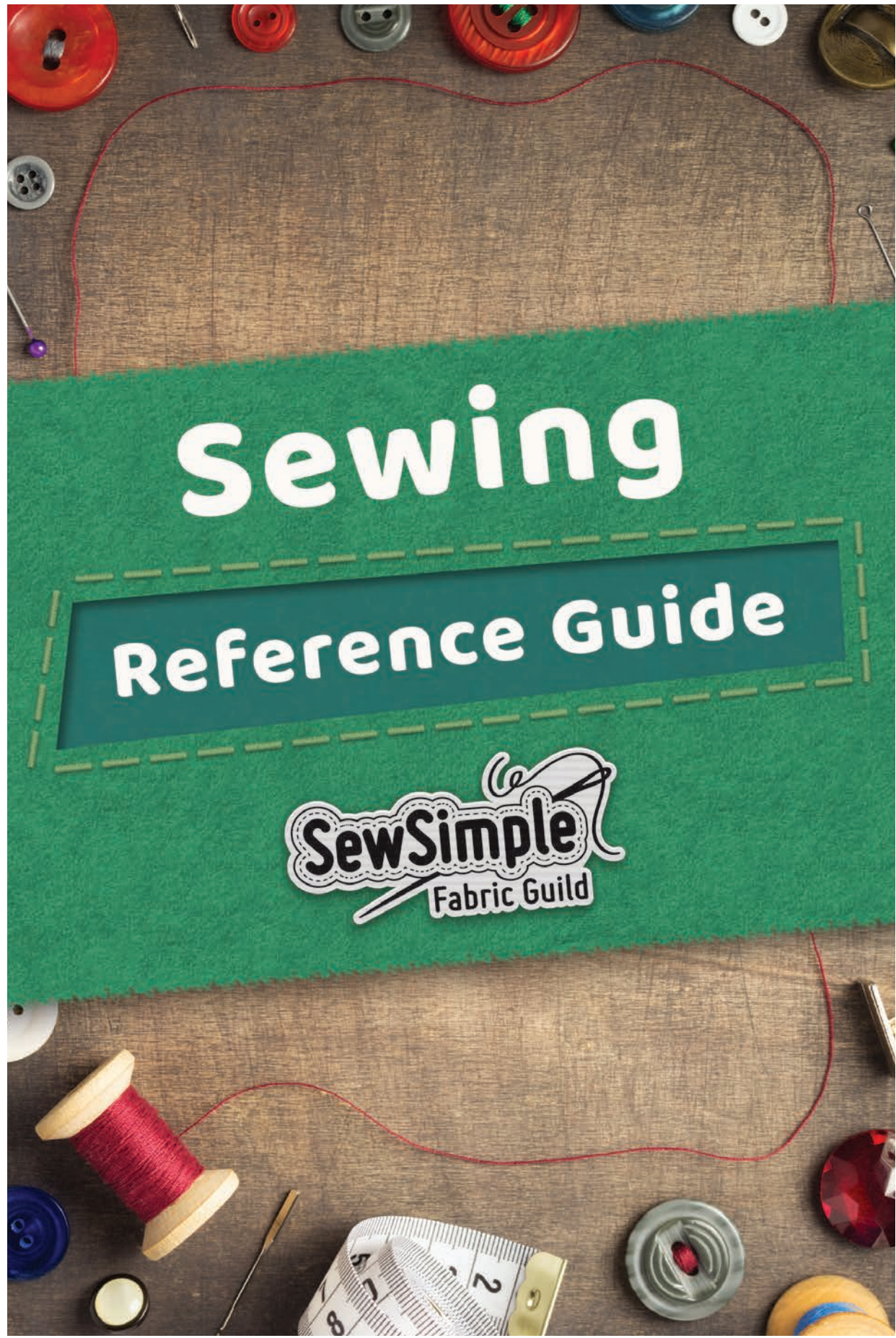
**SewSimple**  
Fabric Guild



Website







## Hand Stitches

These stitches can be used for a variety of purposes, including basting, hemming, mending, and decorative embellishments. Hand stitches offer precision and control, allowing for intricate detailing and delicate finishing touches. With practice and skill, handstitching can produce professional-looking results and add a personal touch to garments, accessories, and crafts.



**Running Stitch**

As the name suggests, this stitch runs through the fabric, without overlapping, in an evenly stitched line. It's also known as a straight stitch and is the most common type of the hand sewing stitches.



**Basting Stitch**

Similar to the running stitch but with longer, more drawn out stitch lengths. It's most commonly used to hold fabric in place as a substitute for pinning or for gathering purposes.



**Cross Stitch**

Also known as the catch stitch, this is a hand sewing technique typically used for hemming garments or tacking interfacing and other fabrics to one another.



**Slip Stitch**

The technique hides your stitches by slipping the needle thread through the fold of the hem, then catching fabric threads on the other side. Often used to finish pillows.



**Blanket Stitch**

Mostly used for binding fabric edges. Pass the needle thread through the edge of the fabric and underneath itself to create a looping or binding look in the fabric.

## Useful Terms

**Seam Allowance**  
The amount of fabric between the stitched seam and the raw edge of the fabric. Seam allowances are typically 1/4 inch to 5/8 inch wide and are included in sewing patterns to allow for adjustments and finishing.

**Backstitch**  
A sewing technique used to secure the beginning and end of a seam by sewing backward and then forward over the same stitches. This prevents the seam from unraveling and provides extra durability.

**Basting**  
Temporary stitches used to hold fabric layers together before permanent stitching. Basting stitches are typically long and loose and can be easily removed once the final stitches are in place.

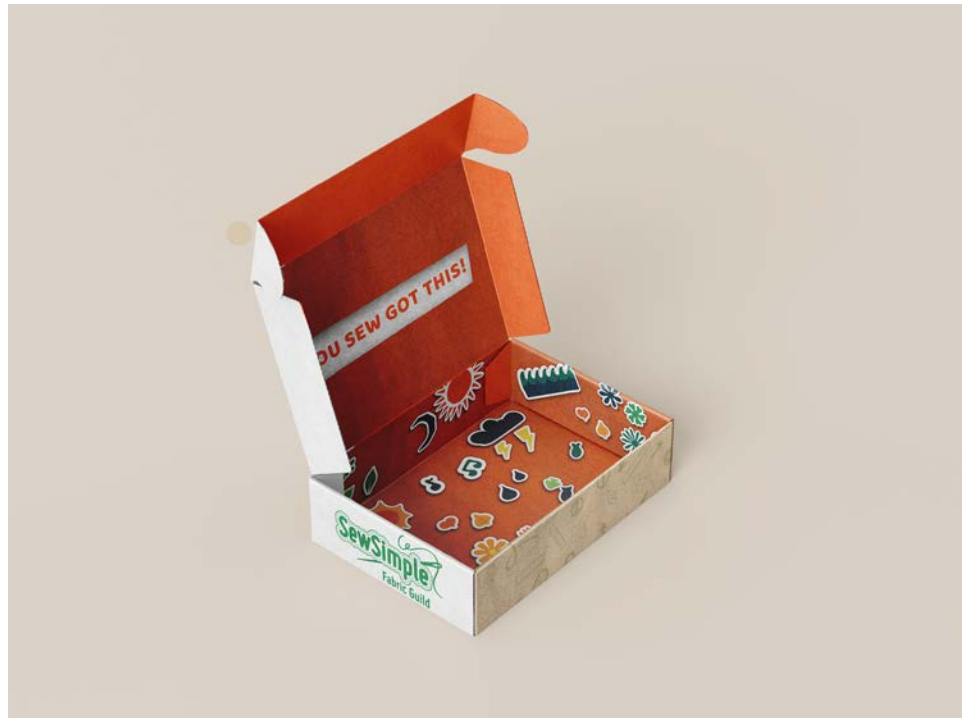
**Gathering**  
A technique used to create controlled fullness in fabric by sewing two parallel rows of stitches along a fabric edge and then pulling the threads to gather the fabric evenly.

**Selvage**  
The self-finished edge of fabric that runs parallel to the lengthwise grain. The selvage prevents the fabric from unraveling and often contains information about the fabric, such as the manufacturer's name and fabric.

**Topstitching**  
Decorative stitching done on the right side of the fabric, usually along seams or edges, to add strength, stability, and visual interest to a garment or project.

**Understitching**  
A sewing technique used to secure a facing to the inside of a garment by stitching it to the seam allowance. Understitching helps prevent facings from rolling outward and keeps them in place for a neat finish.

**Pivot**  
To rotate the fabric around the needle while sewing to change direction without breaking the seam. Pivoting is often used when sewing corners or curves to maintain smooth and precise stitching lines.








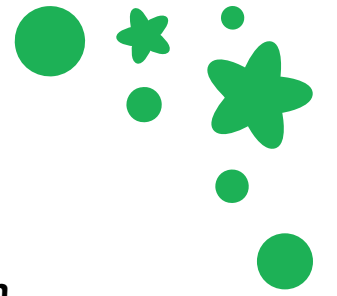




 [pearce.faith@gmail.com](mailto:pearce.faith@gmail.com)

 (601)813-1953

 [fpearce.com](http://fpearce.com)



## EDUCATION

### Bachelor of Fine Arts in Graphic Design

University of Southern Mississippi  
May 2024

- Relevant Coursework: Motion Graphics, Interactive Design I and II, and Illustration

### Associates of Arts

Copiah-Lincoln Community College  
May 2021

## WORK EXPERIENCE

### USM, School of Polymer Science

Office Assistant  
October 2022 - Present • Hattiesburg, MS

- Organized information into document and folders or others use.
- Designed small promotional materials used by staff.
- Created digital to be used on professional material.

## SERVICE-LEARNING

### Library of Hattiesburg Petal & Forrest County

Graphic Designer  
April 2022 - September 2022 • Hattiesburg, MS

- Worked with client to create designs of collateral materials for an upcoming event.
- Poster design chosen to be used to as informational material during the event.

### Kuntry Kidz

Graphic Designer  
January 2024 – Present • Hattiesburg, MS

- Worked with client to create designs of collateral materials for an upcoming event.
- Infographic poster design chosen to be used to as informational material during the event.

## SKILLS

### Skills:

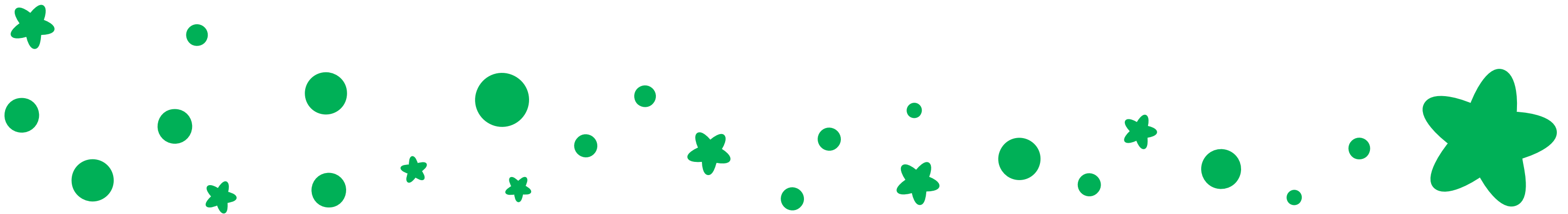
Adobe Creative Suite; Maya; Blender; Microsoft Office Suite;

### Other Skills:

Photography; Motion Graphics; Time management and scheduling; Organization;

References available upon request

## SOCIAL MEDIA



THANK YOU!

