



Makoto Ito
Portfolio

I will catch it.



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BB Art Branding Project

Student Work

This assignment was to design a logo using an illustration style instead of only manipulating fonts. I chose to draw a logo for an art company. I expanded my work to make promotional materials for this company's identity. This Bite challenge was to create a simple logo that communicated how the business is related to art, so my concept sketches used the theme of a pencil and brush. But in this case the character dog won out, as it was the strongest tool for branding.



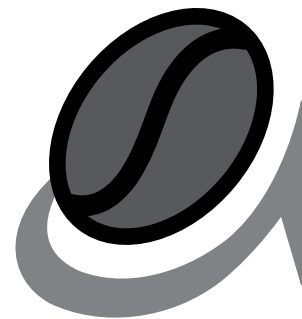


UES Brochure Project

Client: Unique Espresso Service, Inc.

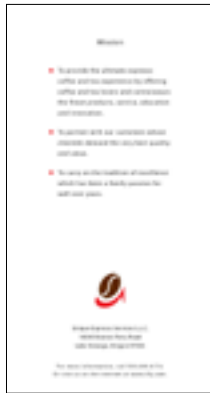
The Brochure Design

This project for an external client was to design a brochure for an espresso bean distributor. This Bite included changing designs a lot, as well as their logo concept. I learned how to have good direct communication between myself and my clients.





Front Cover



Back Cover



Why
Unique
Espresso
Services



Espresso Serv

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12 flavors:
d 4 Herbal

From:

- Organic
- Mountain
- Tamaol
- White F
- Organic
- Organic



two leaves and a bud

SINGLE REGION



Equipment

Espresso Service, In
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coffee equipment a
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insure the perfect
coffee.

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d be happy to supp
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FRANZI

UNICO



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afiza
Cleaning Tablets



CUNO Filters

Sweet Ki

Punitini & Glit



Omanhene Cocoa



BITE 3



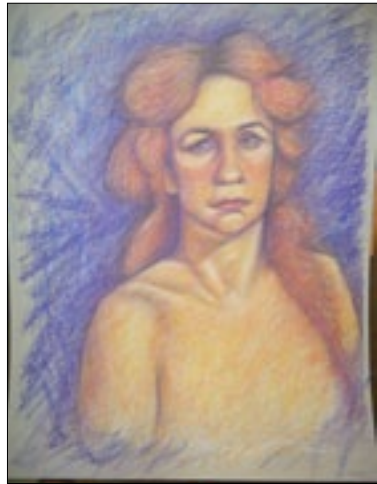
Magazine Cover Project

Student work

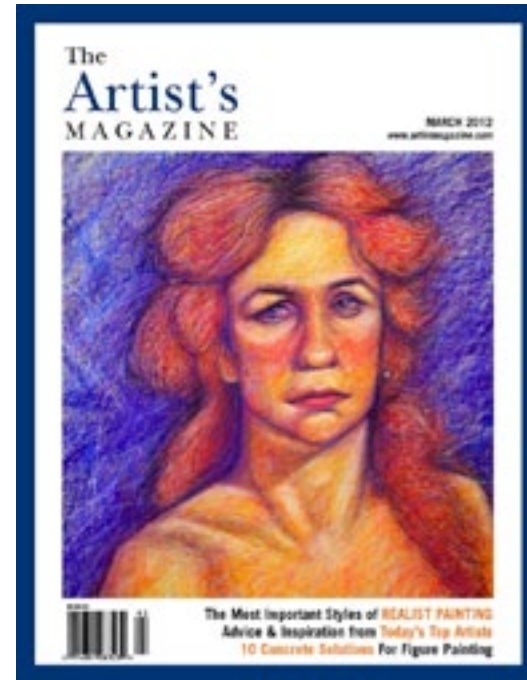
This assignment was choosing a magazine and designing the cover page. I selected magazines I enjoy reading. This Bite was to express a calm but appealing style of cover, that mimics how you feel at a museum exhibition. I executed a picture in the window style.

Before





Original image



Original image

BITE 4

Mrs. Eaves

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Zuzana Licko is the co-founder of Emigre, together with her husband Rudy VanderLans. Licko was born in 1948 in Bratislava, Czechoslovakia and emigrated to the U.S. in 1968. She graduated with a degree in graphic communications from U.C. Berkeley in 1984. Emigre Magazine was founded in 1984, and garnered much critical acclaim when it began to incorporate Licko's digital typeface designs, created with the first generation of the Macintosh computer. This experiment of her experiments in Emigre magazine led to the manufacture of Emigre Press, which Emigre now distributes as software worldwide.

Mrs. Eaves is the first Emigre font to be released as the OpenType format in 1996. This format makes it possible to incorporate typographic features, such as small caps, ligatures, old style numerals and lining numerals, all within one font file, thereby simplifying font management and usage. Operating these features requires an application which supports OpenType features, such as Adobe InDesign 2.0 or Adobe Illustrator 6.0. Mrs. Eaves, her sister of Bratislava found also John Broderick's wife, Sarah Eaves, whose creative direction particularly in the creation of OpenType, designed to stimulate visual interest.

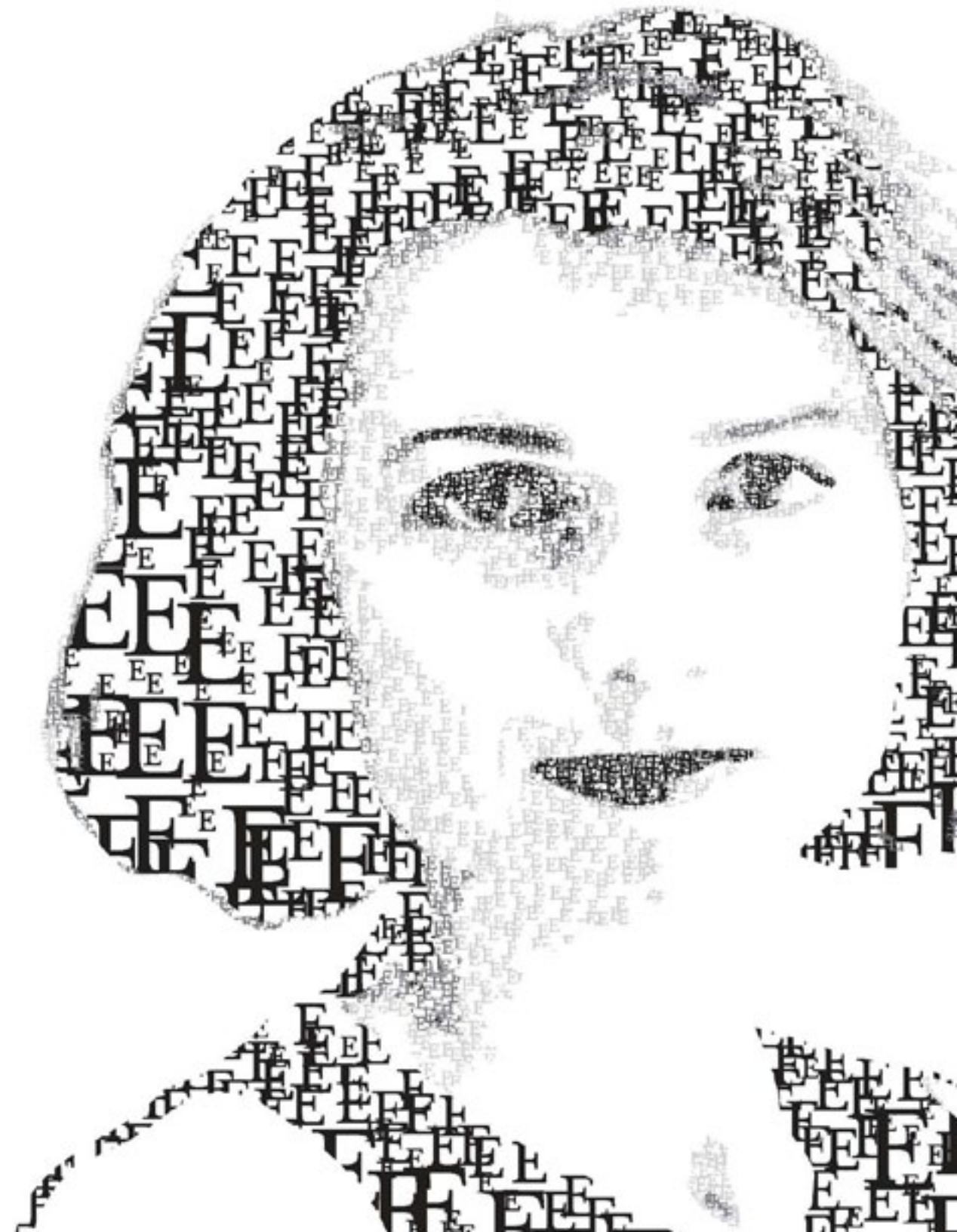
Font Designer:
Zuzana Licko



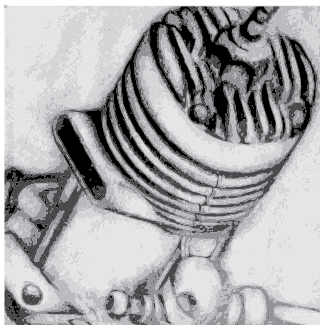
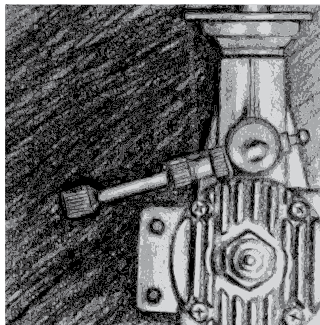
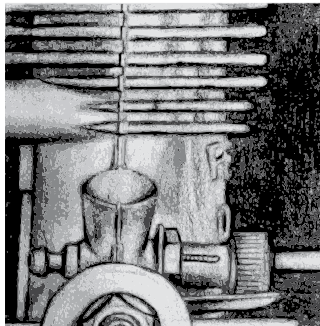
Typography

Student work

This assignment was designing a black and white poster with one specific font. It needed to introduce its font designer and tell the background of its font. This Bite was how to show this font designer without simply pasting a picture, especially since I selected her photo through an online source. I used Photoshop and Illustrator for making a bigger vector image.



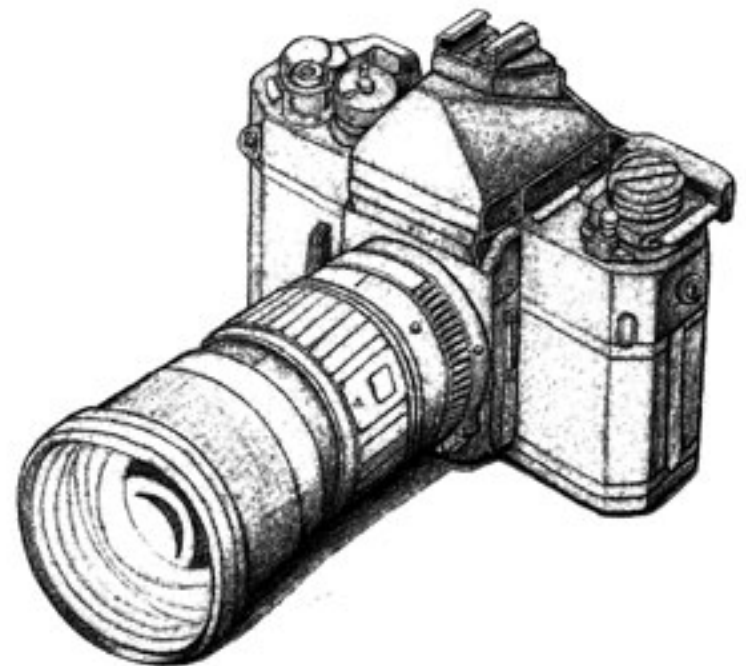
BITE 5



Illustrator Photorealism Project Inorganic Illustration

Student work

I attended the Photorealism workshop and learned a gradient mesh tool in Illustrator. This Bite was challenging for drawing details by hand and in the computer.





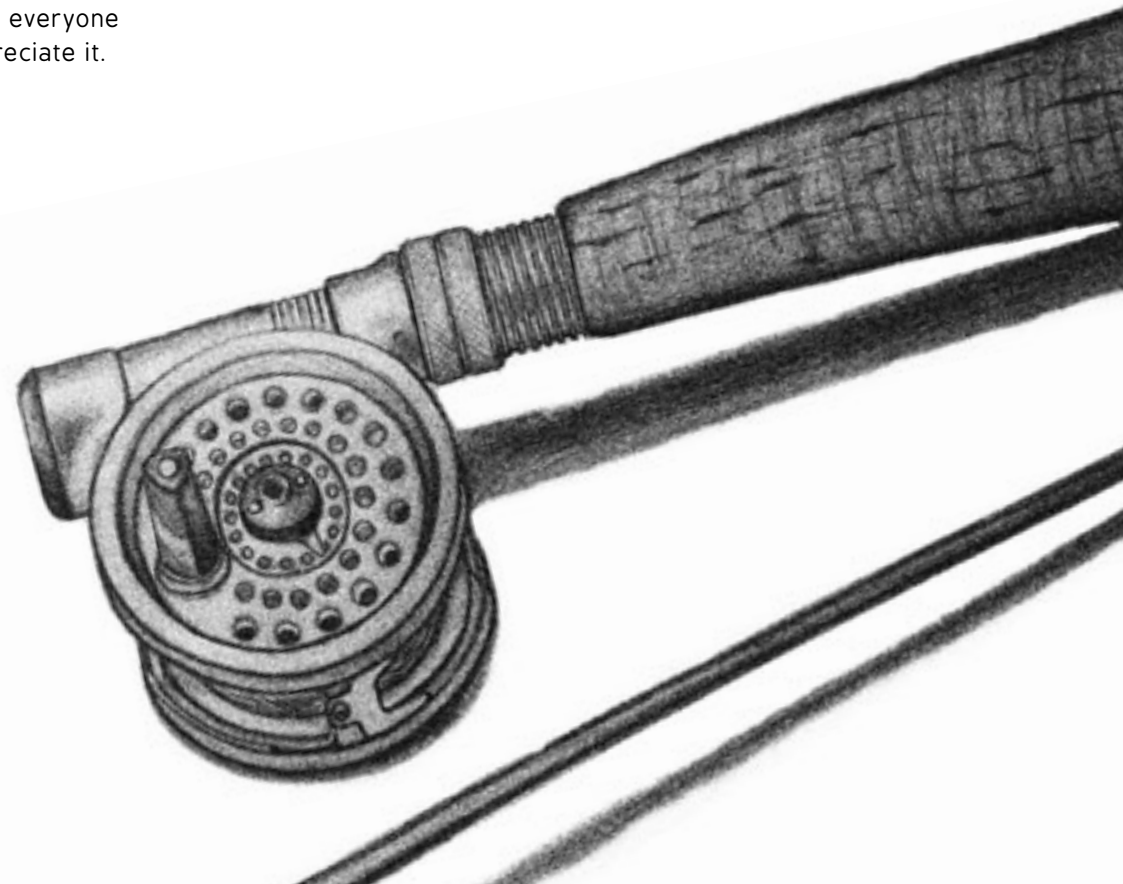
BITE 6



Sasha's Fly Shop Branding Project

Student work

This assignment was to make branding for a fly shop. This Bite was communicating with my classmates the reasoning behind this style of logo and how it fit my targeted audience. I learned that I have to articulate the value of my idea even if not everyone likes it because I designed the logo for a specific audience who might appreciate it.



Sasha's



BITE 7

Internship Art Project

Artslandia/Playbills NW

I created the front and 4 section covers for the annual Artslandia magazine. I learned the process of making a magazine through this project.



Original image



Front cover



Original image



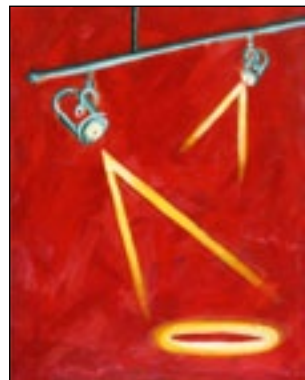
Music section cover



Original image



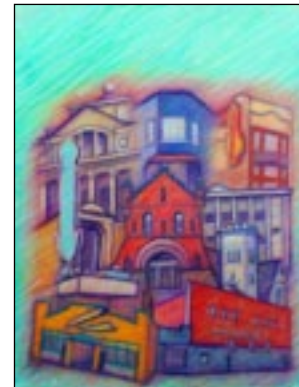
Dance section cover



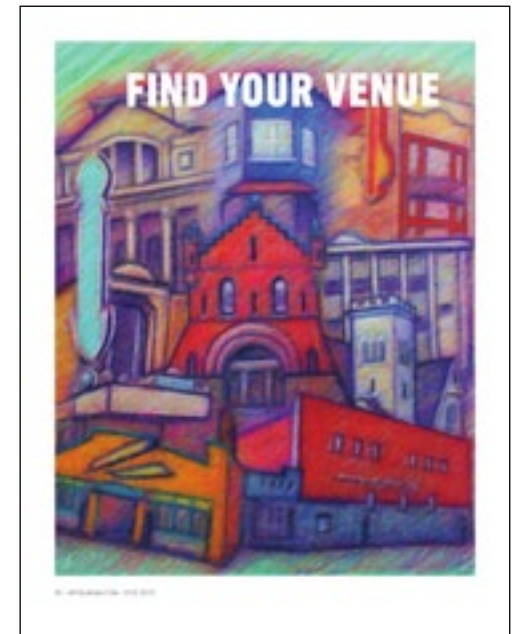
Original image



Theatre section cover



Original image



Theatre map section cover

Standard Insurance Company

Document Production Specialist

Created, edited, and customized various company documentation including forms, flyers, brochures, posters, stationery, and other corporate collateral, using Macintosh and PC systems to produce quality documents. Prioritized workload to meet changing deadlines and customer requirements. Provided accurate hardcopy and electronic proof for customer review. Preflight and troubleshoot customer supplied documents to ensure all elements are included for printing/outsourcing.



Public Resource Center Character



caught it.

released it.

I will catch it again.