

ANTHROPOLY
2006

Dana Beaufait xx

DANA BEAUFAIT | 2024



2022
RAV4
Prime SE | XSE

Charged and ready for _____.

ADVENTURE

There is a RAV4 for that...



TOYOTA
Toyota.com



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Toyota | Astronomy Magazine AD

1



Space Magazine Toyota AD

This project involved a concept that aimed to include a sense of that 'craving to travel in space' and to showcase the future of hybrid engines for the Toyota RAV4 Series in the Astrologers magazine.

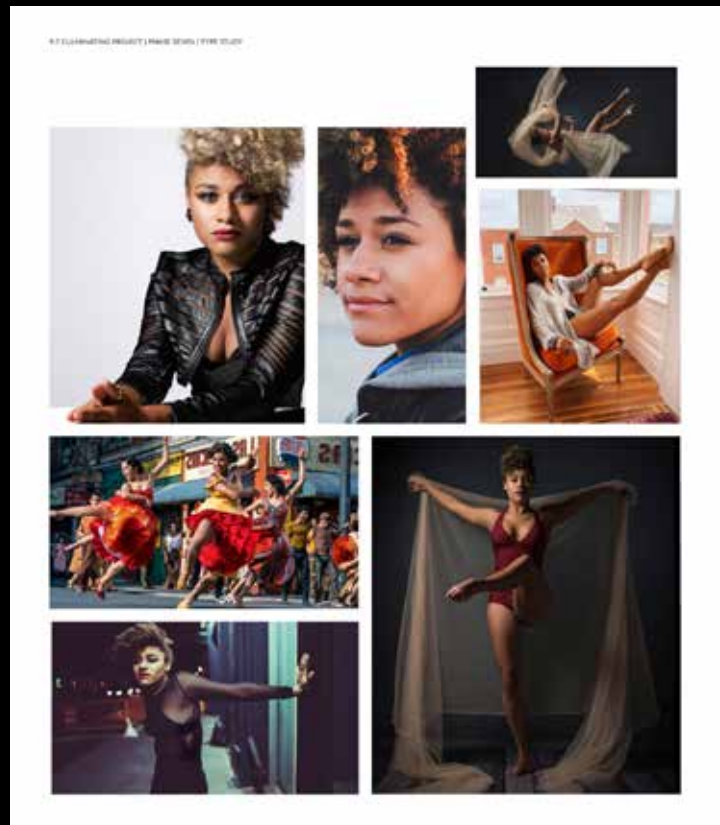
Skills

Photoshop, InDesign, Typography, Layout.

Spread



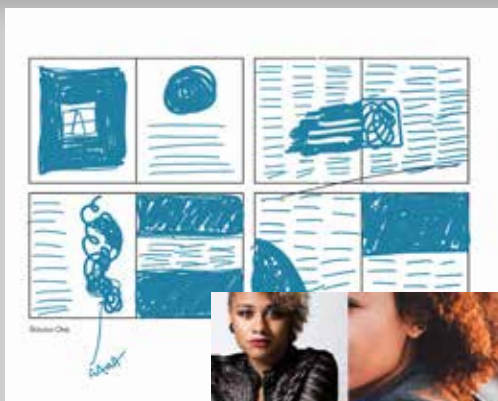
Mood Board





A. DeBose Interview | Dance Magazine

2



Magazine Layout Design

Design a kinetic interview with an energetic triple threat performer for a dance enthusiastic audience. I used colors from her press kit to show her personality and repeating shapes to create a loose constant movement on the page.

Skills

Photoshop, Illustrator, InDesign, Typography, layout, Research.

TCC Roper Performing Arts Center

Godfather: Death



July 3-5 at 8pm
tccropercenter.org



Godfather Death | Event Poster

3



Godfather Death Event Poster 11x17

The goal of this project was to design an eye catching color poster that displays the themes of the featured story with the use of custom vector graphics and typography to capture a metaphor.

Skills

Photoshop, Illustrator, InDesign, Illustration, Typography, layout.

Maleware You Can NOT Block...

Why didn't you just fight them off? Get over it. You must have deserved it dressed like that! How much did you drink?

You are suprisingly good at gaming, for a girl.

Honey, Sweetie, i'll take 2 sugars in my coffee.

Your so emotional, what does your husband think about that?

whistles

Can I suck your @\$#%



*Your not alone,
stop the silence,
share your story.*

Everydaysexisum.com



Social Awareness PSA | Everydaysexismus.com

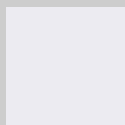
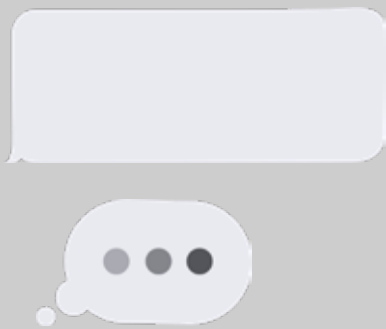
4

Sexism Social Awareness Poster 20x40

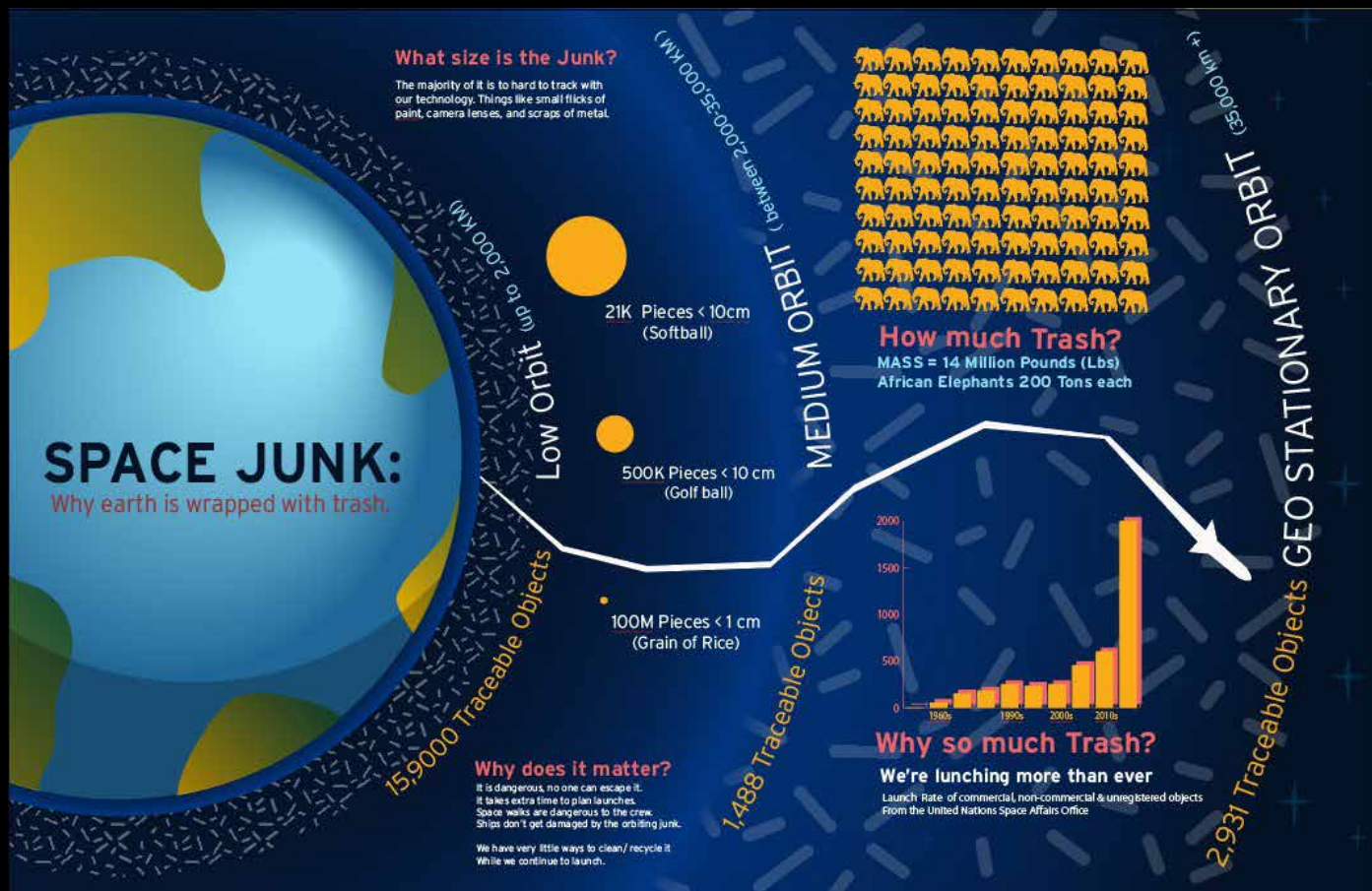
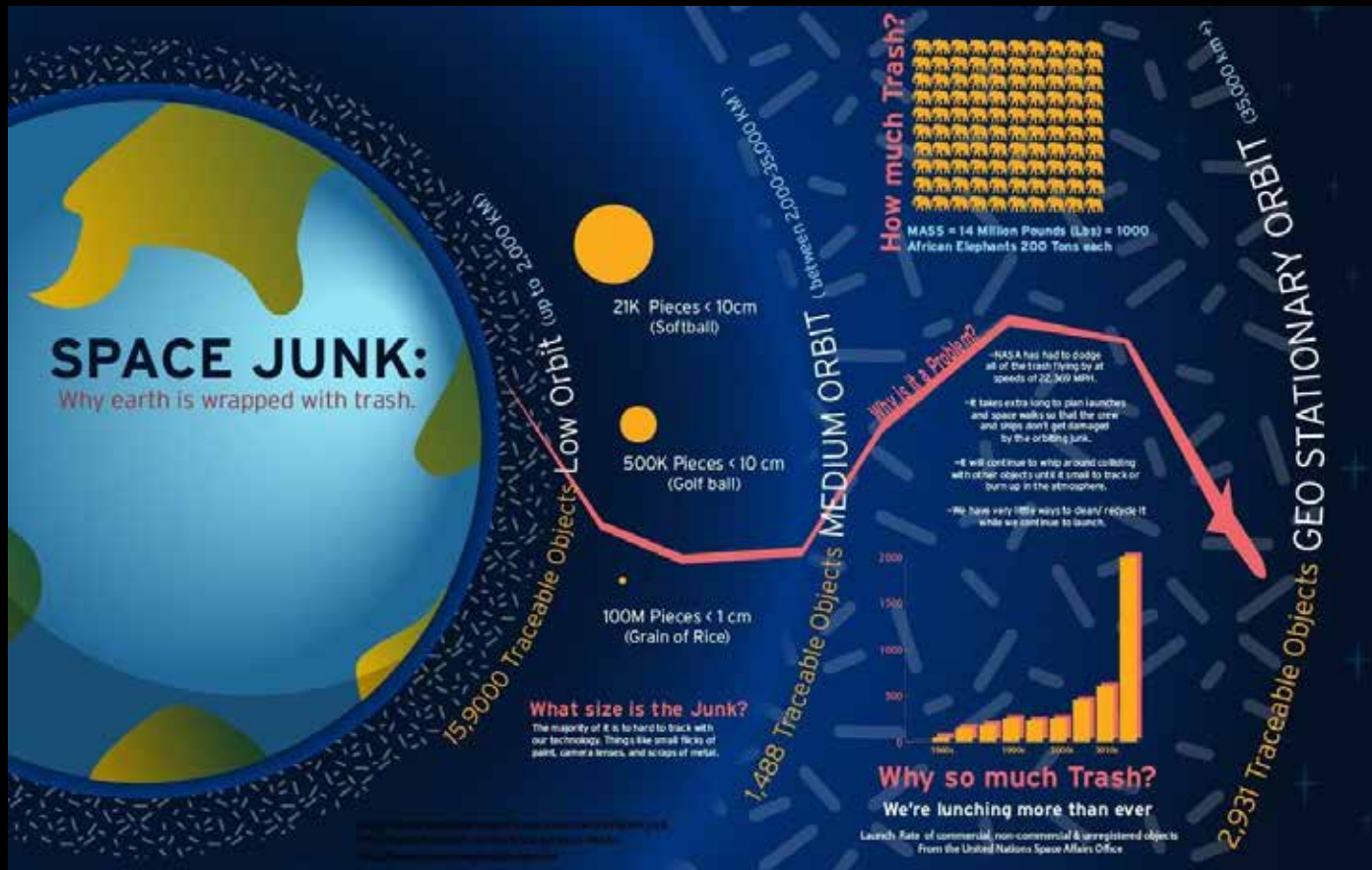
The goal of this project was to design a public statement that draws attention quickly but can still be eye catching for long periods of waiting for the bus, playing off of the mobile space this poster was intended to inform the people of the difficulties of sexism on and off line and a safe place made to talk about it.

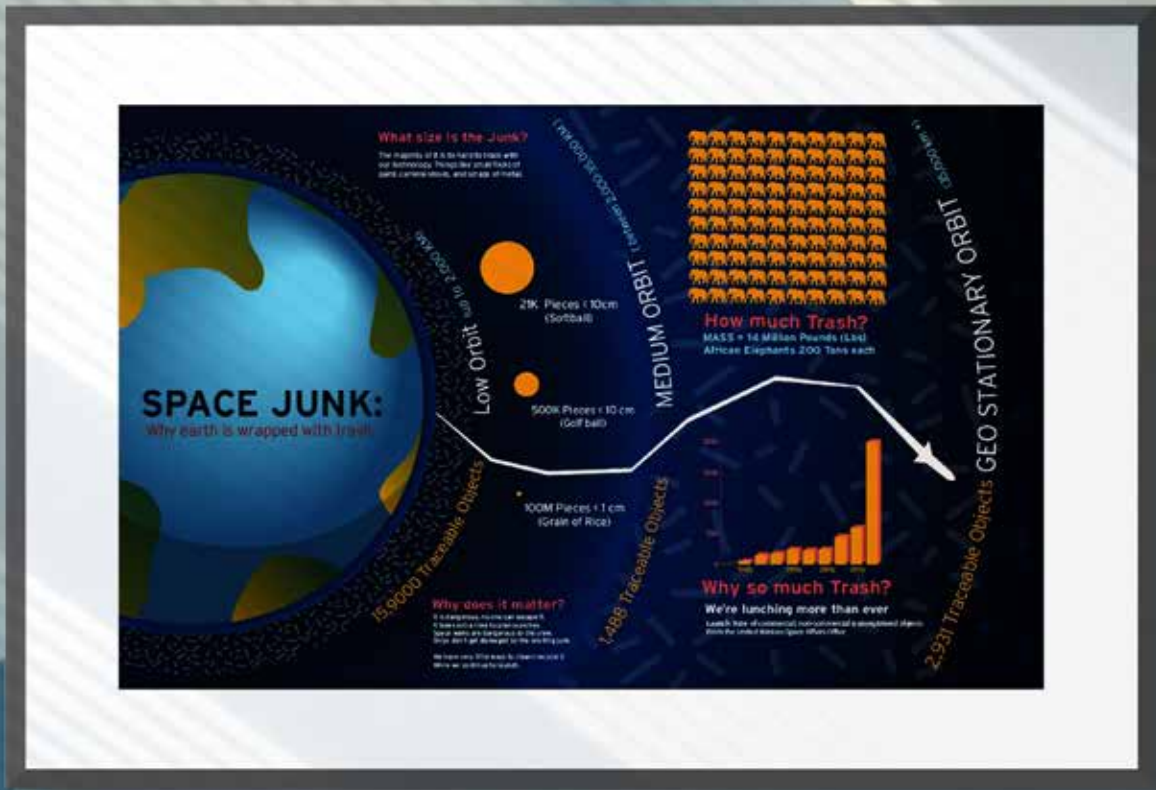
Skills

Photoshop, Illustrator, InDesign, Illustration, typography, layout, Concept Design.



Color Pallet





Space Junk Info Graphic | EU Space Agency

5



Info graphic

This graphic was created in the style of the United Nations Office for Outer Space affairs info graphics for space education. The goal was to create something that would look nice hanging in an office environment while keeping awareness of the ever looming issue.

Skills

Illustrator, Typography, Layout, Research, Info graphics.

The Cheering Bowl

By Dana Beaufait




theCheeringBowl
thecheeringbowl.com
1234 Flop Dr.
Bingham, VA 23456

Heading

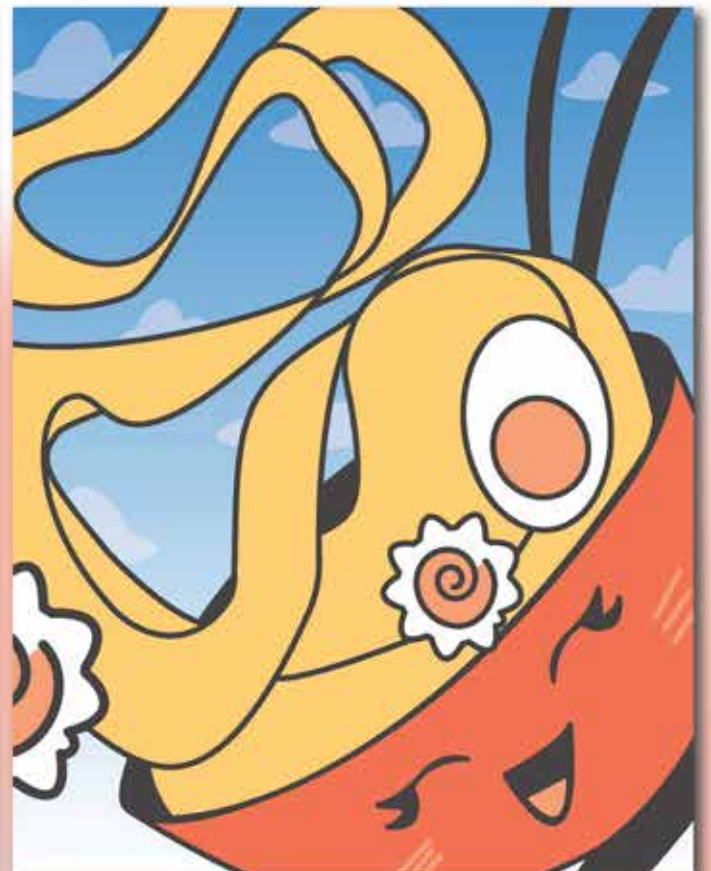
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Director
Your Name







Brand Identity Stationary | The Cheerful Bowl

6



Brand Identity Stationary

This unique small business need a cheerful and youthful presence to draw in the collage students and artists they cater too. With a flowing logo that paints the restaurant and community space with a clean and colorful charter.



Skills

Illustrator, Typography, Layout, Concept Design



Letter Head



Card

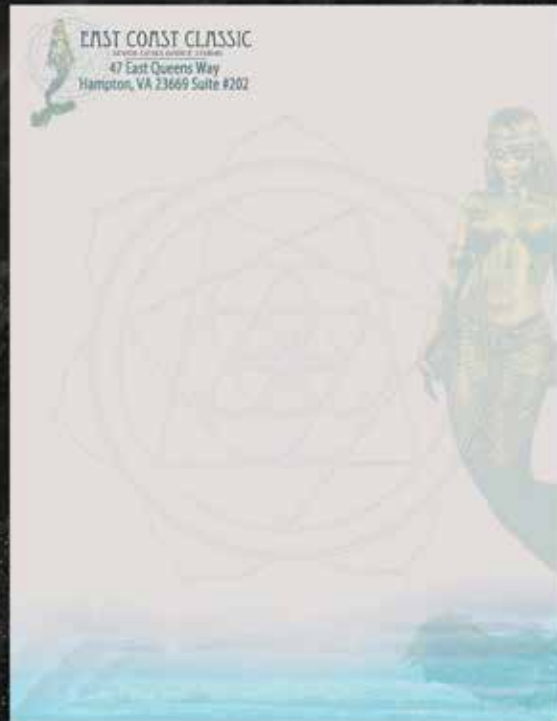


Logo



Badges





Event Stationary | East Coast Classic 2017

7



Brand Identity Stationary

This is the stationary set created for a local dance competition and weekend long dance event. The theme was the Norfolk mermaid and the geometry from the host studio.

Included: Logo, Letterhead, Thank you cards, Address labels, Gift certificates and tickets.

Skills

Illustrator, Photoshop, Typography, Layout, Concept Design, Branding.

Wine Labels



Merchandise



Magazine ad

“HEY! I FOUND A NAUGHTY ONE!”

JOIN US FOR KRAMPUS WALK!

December 3rd
 Meet up 5:30pm • Walk starts 6pm
 Citizen Burger Bar • Richmond, VA
 Costume contest & After party

Don't forGET your Krampusnaucht 2022 bell to support Sacres for Cares

Dec 2-10, 2022 • Krampusnacht
RVAKRAMPUS.COM

Poster/Postcard Front

RICHMOND, VA DEC 2-10, 2022

KRAMPUSNACHT

Banner

KRAMPUSNACHT

Newspaper ad

KRAMPUS WALK
 Dec 3, 5:30pm

Citizen Burger Bar
 Costume Contest & After Party to follow Parade

RVAKRAMPUS.COM

Postcard Back

RVAKRAMPUS.COM

Yuletide Monsters art Opening
 DEC 2 • 5-11pm • Gallery 5
 (donate unwrapped toys to Sacres for cares)

Holidaz Market Krampus Walk
 DEC 3 • 11am-4pm • Gallery 5

Krampus Walk
 DEC 3 • 5:30pm • Citizen Burger Bar
 (Costume Contest and After Party to Follow)

Krampus-themed Drag Brunch
 DEC 4 • 11:30-2pm Triple Crossing
 Beer-Fulton

Red Vein Huaned Christmas
 DEC 9-10 • 7:30-10pm (Limited Tickets)



Krampusnacht Branding | PLFederation

8



Reverse Graffiti Stencil



Weekend Event Branding System

This event involves local guests that have a curiosity or love for German folklore and dressing up. This weekend of events is held at multiple venues and requires lots of organizational style. I created a Post card with schedule, reverse graffiti path way markers, pole banners, poster, magazine advertisement, newspaper advertisements, and a 3D printed souvenir bell to raise money for charity.

Skills

Illustrator, Typography, Layout, Concept Design, Print Production, Event coordination, Branding.

Day One



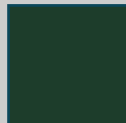
Day Two





Forest Mural | Personnel Project

10



Forest Mural 13"x 11"

This mural was a project for my living room that took 3 months to plan and 3 days to complete with the renting of scaffolding and careful color planning. It shows from darkest to light giving the appearance of looking out from within the forest.

Skills

Mural Painting, Illustrator, Typography, Layout, Concept Design

Spicy African Peanut Curry with Sweet Potato, Kale, Cilantro & Rice.



INGREDIENTS

Basmati rice	1 cup
Chicken/Veg Broth	16 fl oz
Cilantro	1 small bunch
Diced tomatoes	2(14.5 oz) cans
Garlic	4 cloves
Ginger root	2 (1 inch) pieces
Jalapeño peppers	2
Kale	1 bunch
Limes	1
Peanuts, unsalted	1/4 cup
Sweet potato	1 lb
Yellow onions	2 medium
Curry powder	2 tbsp
Peanut butter	1/2 cup
Salt	1 tsp
Virgin coconut oil	2 tbsp



Prep Time 10 mins



Serves 4



Cook Time 20 mins

THE HISTORY OF AFRICAN PEANUT

This recipe is a mainstay dish that makes little mess and meets a lot of dietary and budget needs while feeling like a hearty treat. It seems like every home has their version of this recipe and it even has many different names. Its called Groundnut Soup in Ghana, Nigeria, Sierra Leone, and Senegal, it has a rich history of preparation methods, just like its rich and creamy taste! It also goes by the term "Maafe" is usually used when referring to peanut stew, a dish that tends to have a slightly thicker consistency than groundnut soup. This peanut stew has a similar

flavor and ingredients profile, but it originated from the Mandinka and Bambara people of Mali. This dish cooks up in one pot and whatever you like to make rice in.

I recommend a rice maker for the most convenient way to enjoy this recipe but, if you don't have one stove top instructions are in the recipe. It is not spicy at all with the jalapenos but if your worried about the heat you can substitute canned green chillies for flavor, I also really enjoy this stew cold. Its easily converted to a vegan dish and is dairy, soy and gluten free. I highly recommended not skipping the fresh squeezed lime juice!



5. Quarter jalapeño peppers long way; seed and remove ribs with a spoon. Finely dice and add to the bowl with the garlic; set aside.

6. Preheat a large pot over medium heat.

7. While the pot heats up, peel and small dice onions. 2 medium yellow onions

1. Using a strainer or colander, rinse the rice under cold, running water, then drain and transfer to a medium saucepan. Add water and bring the mixture to a boil over high heat.
1 cup basmati rice
2 cup water

2. Once the liquid comes to a boil, add salt, stir the mixture, cover the saucepan, and reduce heat to low. Cook rice until liquid is fully absorbed, 15-18 minutes. Once done, remove rice from the heat and let it stand, still covered, for 5 minutes.
½ tsp salt

3. Meanwhile, wash and dry the fresh produce.
2 (1 inch) pieces ginger root
2 jalapeño peppers
1 lb sweet potato
1 bunch kale
1 small bunch cilantro
1 lime

4. Peel and mince garlic and ginger; transfer to a medium bowl.
4 cloves garlic

8. Once the pot is hot, add oil and swirl to coat the bottom. Add onion and cook, stirring occasionally, until softened, about 5 minutes.
4 tsp virgin coconut oil

9. Meanwhile, peel and medium dice sweet potatoes.

10. Add garlic, ginger, jalapeños, curry powder, and salt to the pot. Cook, stirring constantly, until fragrant, about 1 minute.
2 tbsp curry powder
1 tsp salt

11. Add broth, tomatoes, peanut butter, and sweet potato to the pot. Stir to combine and bring to a simmer over medium-high heat. Reduce heat and simmer, stirring occasionally, until sweet potato begins to soften, about 10 minutes.

16 fl oz (2 cups) chicken or vegetable broth
2 (14.5 oz) cans diced tomatoes
½ cup natural peanut butter

12. Meanwhile, fold kale leaves in half lengthwise and slice off the stems. Chop or tear leaves into bite-sized pieces, place in the reserved bowl, and set aside.

13. Coarsely chop peanuts. Shave cilantro leaves off the stems; discard stems and mince the leaves. Set both aside.
½ cup peanuts, roasted unsalted

14. Add kale to the simmering curry and stir to combine. Continue to simmer, stirring occasionally, until veggies are tender, about 5 minutes.

15. While the curry finishes cooking, slice lime into wedges.

16. To serve, divide rice and curry between bowls; top with peanuts, cilantro, and a squeeze of lime.

Enjoy!



Things that are great about kale.

- 🌿 Good for your skin
- 🌿 Antioxidant rich
- 🌿 Metabolism boost
- 🌿 High in protein
- 🌿 Protects against muscular degeneration
- 🌿 Immune boosting
- 🌿 High in fiber
- 🌿 Wards off cancer
- 🌿 Promotes heart Health
- 🌿 Helps the body absorb Iron
- 🌿 Strengthens bone



Recipe Spread | Lifestyle Magazine



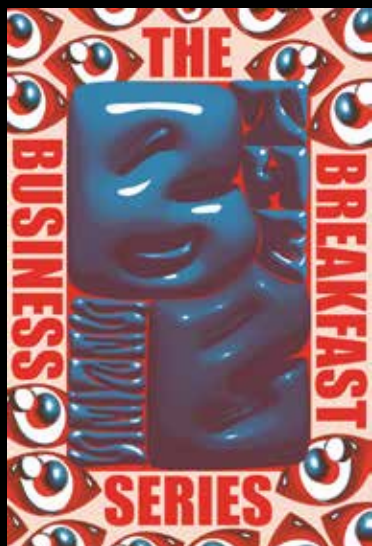
Recipe Layout

This Recipe was created for a lifestyle magazine four page spread. I choose the recipe from the Meal Lime App and discovered it was a famous comfort dish around the world. I created icons and extra content to show the benefits and flavors of this delicious dish.

Skills

Illustrator, Typography, Layout, Concept Design

Invitation



AIGA Presents
THE BUSINESS BREAKFAST SERIES
 JUNE 22, 2024 | 8 AM
 W HOTEL UNION SQUARE
 101 PARK AVENUE, SUITE 1700
 NEW YORK, NEW YORK 10003
 WWW.WHOTEL.COM

You are invited to peel away from your pillows to attend The Business Breakfast Series and put your jolly eyes on some of the top minds in graphic design. They are here to lighten your work load and streamline your process so that you can find more time to visit those pillows later. Who wants fresh ideas and more shut eye? RSVP with our QR form below by June 11, 2024.

The mission of AIGA/NY is to identify and define issues critical to its membership and the graphic design profession join us for legendary guest speakers Paula Scher, Louise Fili, and Armin Vit for an early morning meal of design.

Map



Program Booklet



GOOD MORNING

You are invited to peel away from your pillows to attend The Business Breakfast Series and put your jolly eyes on some of the top minds in graphic design. They are here to lighten your work load and streamline your process so that you can find more time to visit those pillows later. Who wants fresh ideas and more shut eye?

Whether you're a freelancer, an in-house designer, working at an agency, studio, or a design firm principal, you can never know too much about the business side of design. In today's tough economy, you need that business edge even more. It's essential to step back from the day-to-day and rethink how you do business.

The AIGA Business Breakfast Series is a key tool for making your creative firm indispensable to current clients and irresistible to new prospects.

The 2024 Business Breakfast Series presents a program packed with expert speakers who know first-hand the challenges design firms face. Their thought-provoking sessions will help you improve your bottom line, giving you a fresh perspective on professional practices and providing you with tips and tools that you can start using right away. You'll look at your work, your clients and your marketing from a whole new angle and find solutions to some of your toughest business problems.

The Business Breakfast Series will provide you a business experience like no other.

AGENDA

Reception 8:00am-8:30am
 Paula Scher 8:30am-9:30am
 Louise Fili 9:30am-10:30am
 Armin Vit 10:30am-11:30am

Venue

W HOTEL UNION SQUARE
 201 PARK AVENUE SOUTH
 NEW YORK, NEW YORK 10003
 (212) 253-9119
 WWW.WHOTEL.COM

Paula Scher of Pentagram

Paula Scher is said to be one of the most influential graphic designers in the world. She finds ways to invite familiarity in her work that bridges the gap between fine art and pop culture. Her work has spread across the design community as an iconic inspiration for generations and continues to inspire graphic artists, new and experienced, around the world with an American vernacular. Scher is known for her multiple decades of experience as a partner of Pentagram, a prestigious design office in New York. In the late '70s, and early 80's she created a landmark identity for The Public Theater which re-invigorated the urban landscape that carved a fresh path for designers to follow. Her works are permanently displayed in collections around the world with Vitling & Co. and Obitone had led to studios in the branding process of American brands. Museum of Modern Art, Cooper-Hewitt National Design Museum in New York, the Library of Congress in Washington, D.C., the Philadelphia Museum of Art, the Denver Art Museum, the Victoria and Albert Museum, London, the Museum für Gestaltung Zurich, and the Bibliothèque nationale de France and the Centre Georges Pompidou in Paris.

Louise Fili of Louise Fili Ltd

Louise Fili is well known for her vintage Italian visual aesthetic. This New York-based graphic designer started her own graphic design firm in 1989 and has been strategically branding products and working with prestigious clients in the food industry ever since. Her nostalgic designs, reference attention to style, and historical typographic designs have led to her iconic style that harkens to a time of hand-painted signs and printers' hand-crafting each product. Bringing the classic to the future of design with digital speed and comforting but bold results.

She has received awards as a creative director, graphic designer, type designer, and author. A member of the Art Directors Hall of Fame, she has also received the prestigious medals for Lifetime Achievement from the AIGA and the Type Directors Club, as well as the Frederick W. Cooney Award for Excellence in Typography. As an author, she has published numerous titles including her own work, Louise Fili: A Designer's Process.

Armin Vit of UnderConsideration

Armin Vit is known for his amazing work for the UnderConsideration design firm that he co-founded with his wife, Bryony Gomez-Palacio. He works closely as a writer with communities of designers around the world and online to help them express new styles. UnderConsideration holds an annual conference, Brand New Conference, in different cities around the world, featuring an entire event branding breakdown as how they create the conference's branding, as well as well-known presenting sponsors such as Matching, and many speakers over a three-day weekend. They also host a weekly blog that covers a breadth of topics he is adept in.

Previously he was a graphic designer for the Pentagram NY office in 1999, left to start his own company, and has been writing, logo designing, producing conferences, and writing for his blog Brand New. Brand New is a smaller part of a larger whole coming from the UnderConsideration online network that focuses on opinions on corporate and brand identity.

SPONSORS

AIGA/NY Chapter
 184 Fifth Avenue
 New York, NY 10010
 www.aigany.org

AIGA/NY MISSION

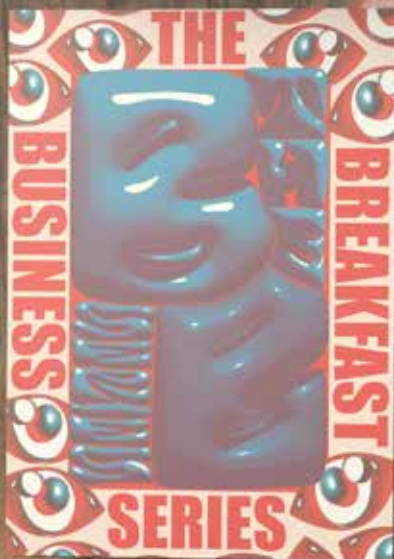
The mission of AIGA/NY is to identify and define issues critical to its membership and the graphic design profession—to explore and clarify these issues for the purpose of helping to elevate the standards of the business of graphic design and to create a forum for the exchange of information, views, ideas and techniques among those engaged in the profession.

MEMBERS

Jessica Rosen	Oliver Sauter/Miller	Albert Lee	Stephan Spahr
Jon Beckman	David Prigodin	Walter Dreyfus	John Weil
Jonathan Robinson	Thomas Frank	Shawn Hoang	John Hoffmann
David Sorenson	Andrew Blumenthal	Elaine Harter	Wesley Kribben
		Willy Wong	

PILLOWS & PUFFS

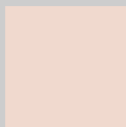
The first of The Business Breakfast Series was designed by Diana Bousfield. The theme is Puffy Pillows & Puffy Eyes without black allowed. **Without black allowed** is a visual illusion where the impression of depth is conveyed in two-dimensional color images, usually of red-blue or red-green colors. These types of color combinations appear to vibrate when placed next to each other. This creates a squaring effect like making up to a new day light.



Event Branding | The Business Breakfast Series

12

Puffy Eyes and Puffy Pillows



This one day breakfast graphic design event was created to express the feelings of early mornings and tired eyes from creating the art into the small hours. The colors were chosen to make your eye squint and the challenge was that we could not use the color black, only 3 spot colors. I created an Invitation postcard, mailers, program booklet, eye mask giveaway and logo.

Skills

Logo design, Illustrator, Typography, Layout, Concept Design, Packaging, Branding.

SEPTEMBER

MOND	TUESD	WENSD	THURSD	FRID	SATURD	SUND
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

OCTOBER

MOND	TUESD	WENSD	THURSD	FRID	SATURD	SUND
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29	30	31				

NOVEMBER

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DECEMBER

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JANUARY

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FEBRUARY

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MARCH

MOND	TUESD	WENSD	THURSD	FRID	SATURD	SUND
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APRIL

MOND	TUESD	WENSD	THURSD	FRID	SATURD	SUND
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MAY

MOND	TUESD	WENSD	THURSD	FRID	SATURD	SUND
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JUNE

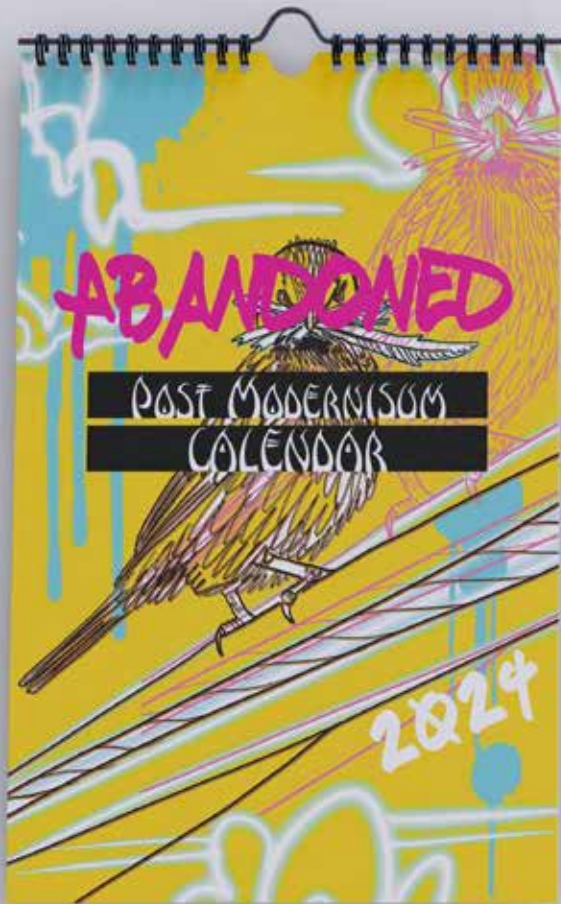
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29	30					

JULY

MOND	TUESD	WENSD	THURSD	FRID	SATURD	SUND
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST

MOND	TUESD	WENSD	THURSD	FRID	SATURD	SUND
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Spiral Wall Calendar 2024 | Postmodernism

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Abandoned Postmodern Calendar

This calendar represents nature taking over appliances that we take for granted. Giving the piece life with neon electric nature and unplugged cords. I illustrated all twelve pages.

Skills

Illustrator, Typography, Layout, Concept Design, Illustration, Procreate, InDesign