



**WORD TO
YOUR M[🌍]OTHER**

Artist Statement

Kate Knapp

Whenever I begin a project I always ask myself to pick three to five adjectives that foreshadow the look and feel I'm going for. So when describing my work as a whole, I have to start the same. My work is thoughtful, simple, and clean. I love working with negative space, as it's as powerful as the imagery and typography. I try to find the balance between giving you, the viewer, a strong visual to look at, with a balance of white space so your eyes can wonder.

I have a strong use of vectors and my own photography in my work. What can I say, I'm a 90's kid so I love the vector style and I've been working to develop my own style within the vector parameters. Photography is another passion of mine, so I love to incorporate it into my designs whenever possible.

	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
Figure 1:	CIPE Website	Photographs & InDesign	For the web
Figure 2:	Recycle	Photograph and Typography	11in X 17 in
Figure 3:	Bodoni Magazine Spread	Typography	8.5 in X 11 in
Figure 4:	College Avenue Magazine Layout	Vector graphic	8.5 in X 11 in
Figure 5:	Equality	Vector graphic	11in X 17 in
Figure 6:	Kara's Logo	Typography	5 in X 4 in
Figure 7:	Kara's Collateral	Typography/ Vectors	N/A
Figure 8:	Little Homemade Kitchen Logo & Business Card	Typography	5in X 5in & 2in X 3.5in
Figure 9:	Little Homemade Web Site	Type and Photographs	Web Site
Figure 10:	Magazine Spread	Photography	8 in X 11 in



Figure 1: CIPE Web Site



Figure 2: Word To Your Mother

Giambattista

bo-
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“beauty is founded
on harmony, subordinate
to the critique of reason”

01217983456

bodoni*

Giambattista Bodoni was born February 26, 1740 in Saluzzo, Italy. Bodoni came from a printmaking background; his father and grandfather were both in that trade. He worked as an apprentice in the Vatican's Propaganda Fide printing house in Rome for some time. Then after battling malaria Bodoni was patient of conviction, he was then hired by the Duke Ferdinand of Bourbon-Parma to organize a printing house in Parma to be financed by the Duke. Bodoni was able to work publishing the house with the creation of sample books, which were very well received amongst the upper class of European capitals. Eventually his success was such that he was allowed to open a printing house under his own name, Officina Bodoni.

Bodoni achieved an extraordinary level of technical alteration, which allowed him to faithfully reproduce letter forms with very thin hairlines, which stood in sharp contrast to the thicker lines on the main stems of the characters. He took the idea of Garamond's "old-style" letters and introduced a new clear and simple type. When he created his well known serif typeface

Bodoni, in 1798.

His type was described as severe minimalism and became known for his design typefaces and highly styled editions and some considered them "to be admired [as] typefaces and layout, [rather than be] studied and read."

His printing reflected an artistic of plain, straightforward style that was combined with the wholeness of resource. This type of style attracted many admirers and imitators, exceeding the popularity of French typographers such as Philippe Grandjean and Pierre Simon Fournier.

In his life, Bodoni designed and personally engraved 298 type-faces, and the various printing house he managed produced roughly 1,200 fine editions. Bodoni has been applied throughout a wide variety of materials, ranging from eighteenth century Italian books to periodicals in the 1960's. Today Bodoni is continued to be used mostly in advertising, you can see it used in the Broadway play Mamma Mia! posters as well as Nirvana's logo both written in Bodoni.

abcdefghijklmnopqrstuvwxyz

Figure 3: Bodoni Magazine Spread

Ten Years Ago

By Alexandra Rager
College Avenue Magazine

Use this space to draw.
How would 12-year-old you
answer, what do you want to be
when you grow up?

or not, at least draw something, but
take a second to decide and get your mind
wonder, get the right side of your brain to
move and have fun!

CHALLENGE



ASK A STRANGER
TO PLAY
BE THECTOR

“ Know that while you are
not eating waffles for every
meal like you planned, you
are still successful. ”



Slow, short steps get you through the classroom door and into your seat. You are about ten years old about to embark on your first day of class in a new grade. Your new teacher hands you a paper: “Where do you see yourself in ten years?” it asks. Staring blankly at the paper in wonderment your mind begins to dream. Ten years is a long way away, and you had never given it much thought. Fast forward. You are now about twenty years old, and it is likely your ten-year-old-self had some pretty big plans. Are you an astronaut yet?

“I was outdoorsy, rode my bike everywhere—rain, snow or shine,” said Grant Eastman, senior ecosystem science and sustainability major. “In 7th grade I had no real ambitions, I was just living day to day.”

Ten years ago, college students were living life without a care: no ten-page essays eating away Sunday afternoons, and nothing but imaginations to keep busy.

“Ten years ago I was just being a kid—having fun, running around, climbing trees and not being able

to get down again,” said Elisabeth Bergerson, creative writing major. “I just wanted to play I didn’t think about growing up.”

Few go on to be the astronaut, the scientist, the world explorer they dreamed about. For Lilly O’Toole, sophomore health and exercise major, her nine-year-old dream did not exactly work out.

“I thought I was going to be a princess, but that is kind of a lie, I thought I was going to be a teacher or writer of some sort but that didn’t really happen” O’Toole said.

Sure, you might not be a princess (yet), a professional athlete (yet) or have a best-selling novel (yet) but you are successful. You have worked hard and played harder in an arena among your peers striving for that next big adventure after graduation. So reflect on your life at ten, smile, and shake your head. Know that while you are not eating waffles for every meal like you planned, you are still successful. In ten more years, the study all-nighters, parties and dreams you conjured today might make you smile and shake your head at twenty-year-old you.

Figure 4: College Avenue Layout

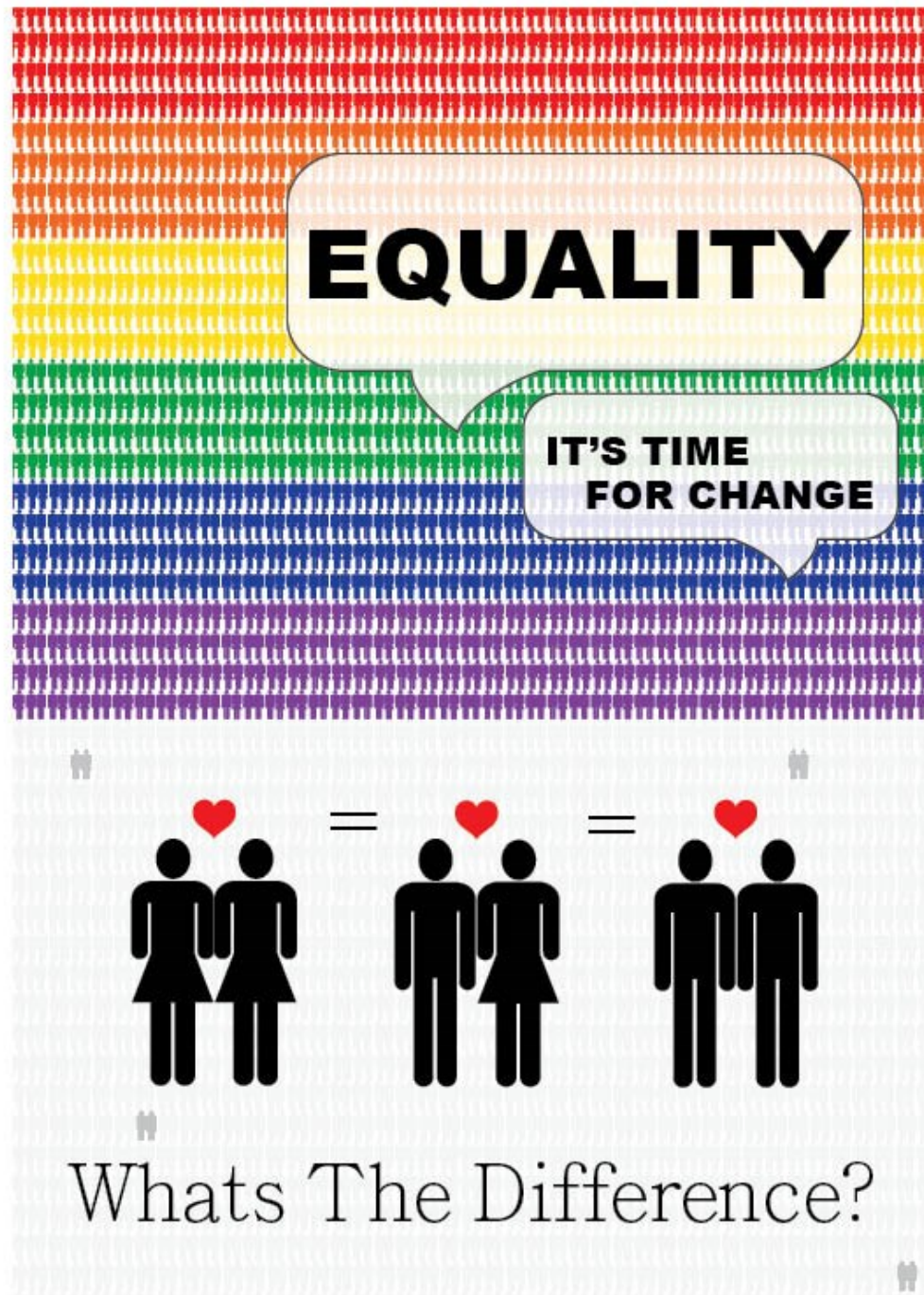


Figure 5: Equality Poster



Figure 6: Karla's Cafe logo




Figure 7: Karla's Cafe collateral



Figure 8: Little Homemade Kitchen logo and business card

Little Homemade Kitchen

HOME RECIPES ABOUT SHOP



January 30 👍👍👍

SKINNY TUNA CASSEROLE

After looking through several recipes I decided to make this one. It's healthy and easy to make. I used a can of tuna, a can of cream of chicken soup, a can of condensed cheddar soup, a can of cheddar cheese, a can of green onions, and a can of mushrooms. I also added some rice and a little bit of oil. It was delicious and my family loved it. I will definitely be making this again.

After a while of trying to make it I decided to make it my own. I have been making it for a while now and it's always a hit. I will be making it again soon.

NEW ALL RECIPES

👍👍👍

Little Homemade Kitchen

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January 30 👍👍👍

BANANA OATMEAL POWER MUFFINS

These muffins are so good and healthy. I used a can of banana, a can of oatmeal, a can of protein powder, a can of almond flour, a can of coconut oil, and a can of maple syrup. I also added some blueberries and chocolate chips. It was delicious and my family loved it. I will definitely be making this again.

NEW ALL RECIPES

👍👍👍



January 19 👍👍👍

CHOCOLATE PEANUT BUTTER PROTEIN COOKIES

These cookies are so good and healthy. I used a can of peanut butter, a can of protein powder, a can of almond flour, a can of coconut oil, and a can of maple syrup. I also added some chocolate chips and peanut butter chips. It was delicious and my family loved it. I will definitely be making this again.

NEW ALL RECIPES

👍👍👍

Little Homemade Kitchen

HOME RECIPES ABOUT SHOP



January 30 👍👍👍

SKINNY TUNA CASSEROLE

After looking through several recipes I decided to make this one. It's healthy and easy to make. I used a can of tuna, a can of cream of chicken soup, a can of condensed cheddar soup, a can of cheddar cheese, a can of green onions, and a can of mushrooms. I also added some rice and a little bit of oil. It was delicious and my family loved it. I will definitely be making this again.

After a while of trying to make it I decided to make it my own. I have been making it for a while now and it's always a hit. I will be making it again soon.

Ingredients

- 1 can of tuna
- 1 can of cream of chicken soup
- 1 can of condensed cheddar soup
- 1 can of cheddar cheese
- 1 can of green onions
- 1 can of mushrooms
- 1 can of rice
- 1 can of oil

Directions

- Preheat oven to 350 degrees.
- Combine all ingredients in a large bowl.
- Stir until well combined.
- Transfer to a greased 9x9 inch pan.
- Bake for 25-30 minutes.
- Let cool for 5 minutes.
- Serve and enjoy!

NEW ALL RECIPES

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Figure 9: Little Homemade Kitchen website

When Did Young People Start Spending **25%** Of Their Paychecks On PICKLED LAMB'S TONGUES?



On the Tuesday before we meet, Diane Chang sends me a list of places where she wants to eat in the coming week. How it is, in alphabetical order: ABC Kitchen, Abstrax, Bhojan, Blanza, Cafe Karja, Char No. 4, Coppola, Cotan, Diner, Eisenberg's, Han Moo Chik BBQ, Hossan Fong Wai, Marlow & Sons, Schmitz, St. Amelin, Sun in Bloom, Tannous, Upreti Crab Beer & Oyster Bar, Veegan Hill House, and Wanda's Siam. For our dinner, she eventually settles on Wanda's Siam II, on Ninth and 54th (but emphatically not the original Wanda's Siam, on Ninth and 53rd).

Chang arrives at the tiny Thai place with her friends Jessica, a stylist, and Marco, a graphic designer. They, too, have their food bona fides. Marco snaps quick photos of each dish as it is placed on the table; Jessica's phone holds carefully curated favorite-restaurant lists for New York and L.A. Both are a little older—30-plus to Chang's 27—but Chang is clearly the group's leader. She has picked the place, orders for everyone (shrimp salad, deep-fried catfish, and crispy pork off the restaurant's "secret menu"), and generally steers the conversation toward the plates in front of us.

Poise and stylish, with a self-consciously goody-goody, Chang works in online and social-media marketing. She is, in culinary parlance, a civilian—her job has nothing to do with New York's sprawling food industry or with the chattering class that's gathered around it. Her leisure time and modest discretionary income, however, are devoted almost entirely to food and restaurants. "I'm not a foodie, I just like what I like," she says. "Yes, I know, it's just like hipsters saying, 'I'm not a hipster.'" (The cliché cracks her up.)

"But it's like when my boss says, 'Oh, you're such a foodie.' I'm like, Oh God. When I have the word foodie, I think of 'lip.' I don't want to be lumped in with 'lip.' Just then, her iPhone goes off, and I glimpse her screen saver. It's a close-up photo of a pile of gnarly, gristly pig's feet, skin singed and torn, half-cooked fat and parchment cartilage heaving back the flesh. The dish is from a tiny food stall in Taipei, she tells me. "It's braised in a soy-based sauce, and they serve it on rice with pickled mustard greens."

There have, of course, always been people in this town for whom food is a serious cultural pursuit. Traditionally, they have been older, white, and affluent. Knowing the newest and finest restaurants to frequent and where to find the very best things to eat have long been essential New York status markers. One of the main hallmarks of twentysomething life, on the other hand, has typically been to not give a shit what and where you eat. As recently as the late aughts, a steady diet of burritos and takeout Chinese, with an ironic-but-not-really TV dinner thrown in now and then, was part of the Generation X ethic. An abiding interest in food was something for old people or snobs, like golf or opera. Connoisseur chefs, filling notebooks with restaurant "life lists," or talking about candlelit fine-gras on a date was out-and-out bizarre.

Lately, however, food has become a defining obsession among a wide swath of the young and urbane. It is not golf or opera. It's more like indie rock. Just like the music of, say, Drag City bands on a sidewalk campus, food is now viewed as a legitimate option for a hobby, a topic of endless discussion, a playground for one-upmanship, and a measuring stick of cool. "It's a

badge of honor," says Chang. "Digging rights." She says she disliked M. Wells, last year's consensus "E" restaurant, partly because of "the fact that everybody loves it, and I just don't want to believe the hype."

The quest for ever greater obscurity, a central principle of the movement, reaches a kind of event horizon in Chang's friend James Casey, the publisher of an idiosyncratic annual food magazine called *Swallow*. Lately, Casey has been championing the theory that mediocre food is better than good, the equivalent of a peddler indie kid extolling the virtues of Barry Manilow.

Food's transformation from a fusty hobby to a youth-culture phenomenon has happened remarkably fast. The simultaneous rise of social networks and camera phones deserves part of the credit (eating, like sex, is among the most easily chronicled of pursuits), but none of this would have happened without the grassroots revolution in fine dining. "You can now eat just as quality food with a great environment without the fuss and the feeling of sitting at the grown-up table," says Chang's friend Amy, who is, incidentally, a cook at the very grown-up Jean Georges.

The timeline looks roughly like this: In 1995, Mario Batali gained the space that was once home to the stodgy Coach House and replaced it with the loud and brilliant Babbo. The *Times* later cited Babbo's "Lad Zappella soundtrack" as "one of the dividing lines between a restaurant with three stars, which it unquestionably deserves, and one with the highest rating of four." That missed the point. The whole idea was to fuse fine dining and rock and roll. Anthony Bourdain's 2000 *Kitchen Confidential* destroyed the archetype of the lofty French chef in a toque and replaced it with an image of cooks as young tattooed badasses. Then, in 2004, a young neorotic chef named David Chang (no relation to Diane) opened Momofuku Noodle Bar, serving what Bourdain has called the kind of food that chefs themselves like to eat after-hours—that is, simple ingredient-driven food, often global, that is unadmittedly delicious but not necessarily expensive or stuffy. Somewhere along the line, young people even began to view cooking as a form of artistic expression. The idea of eating well wasn't just democratized. It was now, improbably enough, edgy.

“Food’s transformation from a fusty hobby to a youth-culture phenomenon...”

Figure 10: Magazine spread