



HOW TO MAKE  
**A SUSHI ROLL**  
Step By Step Pop Up Guide

## **Artist Statement**

### **Katelyn Woodhams**

In my work I like to explore new techniques in graphic design that combine my knowledge from my life as an artist and use those techniques to come up with something new and innovative. I love to design in illustrator, making vector illustrations and design elements as well as hand done typography. My style usually develops from something intricate and complicated and simplifies down to the final piece. I incorporate colors into every design I can, attempting to always create harmony and a specific feel for the piece. I intend to continue my career in graphic design working for a design firm or company that focuses on branding and identity.

	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
<b>Figure 1:</b>	corporateidentity_beachbums_business card	digital graphic design	2.5 x 3.5 in
<b>Figure 2:</b>	corporateidentity_beachbums_letterhead	digital graphic design	8.5 x 11 in
<b>Figure 3:</b>	corporateidentity_beachbums_annualreport1	digital graphic design	15 x 8.5 in
<b>Figure 4:</b>	corporateidentity_beachbums_annualreport2	digital graphic design	17 x 8.5 in
<b>Figure 5:</b>	corporateidentity_beachbums_annualreport3	digital graphic design	17 x 8.5 in
<b>Figure 6:</b>	corporateidentity_beachbums_annualreport4	digital graphic design	17 x 8.5 in
<b>Figure 7:</b>	corporateidentity_beachbums_typeface	digital graphic design	11 x 17 in
<b>Figure 8:</b>	corporateidentity_doohiki_logo	digital graphic design	5 x 5 in
<b>Figure 9:</b>	corporateidentity_doohiki_packaging1	digital graphic design	5 x 5 in
<b>Figure 10:</b>	corporateidentity_doohiki_packaging2	digital graphic design	10 x 10 in
<b>Figure 11:</b>	illustratedpopupbookc	digital graphic design	5 x 5 in
<b>Figure 12:</b>	illustratedpopupbook	digital graphic design	10 x 5 in
<b>Figure 13:</b>	illustratedpopupbook	digital graphic design	15 x 5 in
<b>Figure 14:</b>	aspenrille_menu_board	digital graphic design	30 x 100 in
<b>Figure 15:</b>	researchcolloquium_poster	digital graphic design	11 x 17 in
<b>Figure 16:</b>	illustratedcalendar_1	digital graphic design	5 x 5 in
<b>Figure 17:</b>	illustratedcalendar_2	digital graphic design	5 x 10 in
<b>Figure 18:</b>	illustratedcalendar_3	digital graphic design	5 x 10 in
<b>Figure 19:</b>	illustratedrollingstonecover	digital graphic design	8 x 10 in



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CEO

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CHECK US OUT

WWW.BBWAESOFCHANGE.ORG

Figure 1: corporateidentity\_beachbums\_business card



Figure 2: corporate\_identity\_beachbums\_letterhead



Figure 3: corporateidentity\_beachbums\_annualreport1



Start  
Where  
You Are  
Use  
What  
You Have  
Do &  
You What  
Can

5 years

10 countries

200 beaches

We provide the means to travel to chosen beaches in order to clean and maintain the environment surrounding one of our most beautiful sights on earth, the beach. We work with groups of people who want to live sustainably by the beach, preserve biodiversity and gain a voice in their own future

## Dear Friends

2013 was a year of milestones at Beach Bums Inc. As we reflect back on where we started and where we have come, we are both humbled and inspired. We are humbled by the incredible dedication, commitment and passion of our Advisors and Grantees around the world. We are also humbled by the enormity of the environmental and biological issues that persist in beaches across the globe. At the same time, we are inspired by the remarkable successes that we have been privileged to witness, and play a small role in, over the past 5 years. And we are excited about the next 5 years and the potential of our networks and partners to bring about even more change in the future.

I am pleased to share with you the of innovation, struggles, progress and victories of our company.

With gratitude and optimism for the future,

*Katelyn Woodhams*

Katelyn Woodhams  
CEO of Beach Bums Inc.



5 years 10 countries 200 beaches

Figure 4: corporateidentity\_beachbums\_annualreport2

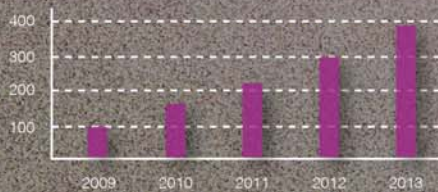


Figure 5: corporateidentity\_beachbums\_annualreport3



“Without the help of our precious member and deicated donors we wouldn't have been as big as we are today”

-Katelyn Woodhams  
Company CEO



Members Per Year  
2008-2013

Sed malesuada ipsum leo vitae ante. Suspendisse accumsan fringilla nunc. Nullam vitae dolor mollis, laoreet purus vitae, justo. In hac habitasse platea dictumst. Praesent nisl lacus, iaculis nec faucibus.



Member Visits Per Region  
2013

Donec blandit diam sagittis, pellentesque nulla ac, dictum arcu. Fusce adipiscing, quam sit amet eleifend vestibulum, urna nulla molestie.

5 years

10 countries

200 beaches



Beach Bums has been able to help protect sea lions and other coastal species. By cleaning up aquatic habitats and coastal communities, Beach Bums enriches the livelihood of humans and the natural environment...bringing harmony and balance to all that enjoy the beach.



Figure 6: corporateidentity\_beachbums\_annualreport4

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

abcdefghijklmnopqrstuvwxyz

1234567890

{(?!?!,;)}  
{.:!?!;,,}

Corporatefont

Figure 7: corporateidentity\_beachbums\_typeface



Figure 8: corporateidentity\_doohiki\_logo



Figure 9: corporateidentity\_doohiki\_packaging1



Figure 10: corporateidentity\_dooHiki\_packaging2

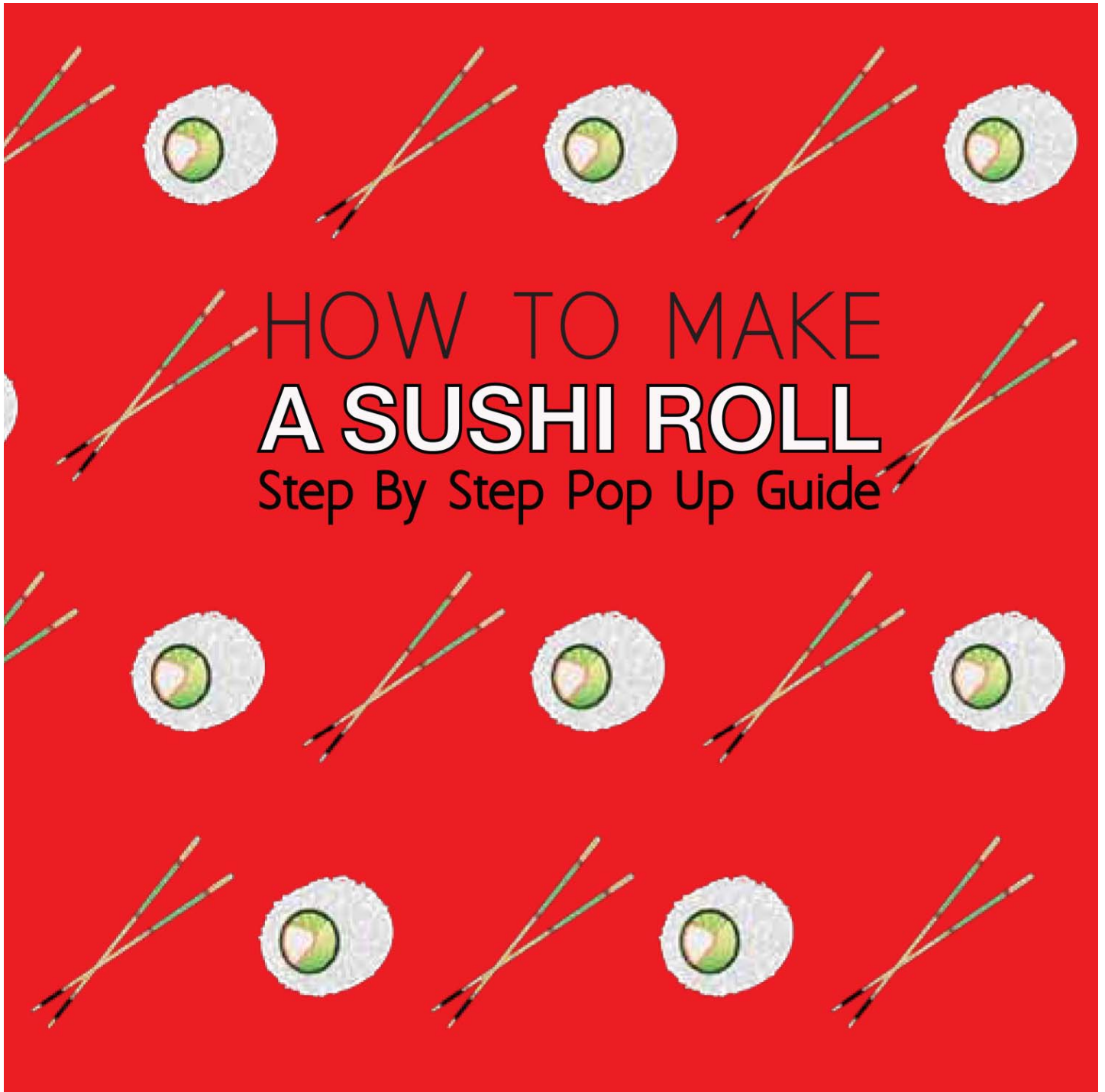


Figure 11: illustratedpopupbook

# Ingredients

- 3 1/2 Cups of rice
- 5 1/2 Tablespoons of Vinegar
- 3 Tablespoons of Salt
- 5 Tablespoons of Sugar
- 10 Sheets of Seaweed (Cut in Half)
- 1/2 Pound of Imitation Crab
- 1/4 Cup of Mayo
- 1 Cucumber
- 1 Avocado
- Sesame Seeds



## 1. Cook the rice

Cook rice & 4 cups of water according to instructions on rice cooker.

## 2. Make the sushi vinegar

Pour vinegar, sugar, & salt into a pan on low heat till sugar & salt are dissolved.

## 3. Mix vinegar & rice

Pour sushi vinegar over cooked rice and mix gently inside rice cooker. Let rice cool to room temperature.

## 4. Prepare avocado

Peel and seed avocado & cut into thin long slices.

## 5. Prepare cucumber

Peel cucumber & cut into julienne

# Prep-Time

Figure 12: illustratedpopupbook



Figure 13: illustratedpopupbook



COME IN! WE'RE

# Open

Tuesday - Friday  
11 a.m. - 1:15 p.m.

## Daily Specials

*Welcome to*  
Colorado State University's student-run restaurant


ASPEN

GRILLE

for reservations please call  
(970) 491-7006 or visit  
[www.cs.colostate.edu/aspen-grille.aspx](http://www.cs.colostate.edu/aspen-grille.aspx)

Colorado State University

Figure 14: aspengrille\_menu\_board



**Hilton Hotel**  
Fort Collins, CO  
**April 4-5, 2013**  
**Dr. Scott Earley:**  
Department of Biomedical Sciences  
**Dr. Frank Dinunno:**  
Human Cardiovascular Physiology Lab

CARDIOVASCULAR  
**RESEARCH**  
COLLOQUIUM  
Colorado State University

Figure 15: researchcolloquium\_poster



Figure 16: illustratedcalendar\_1

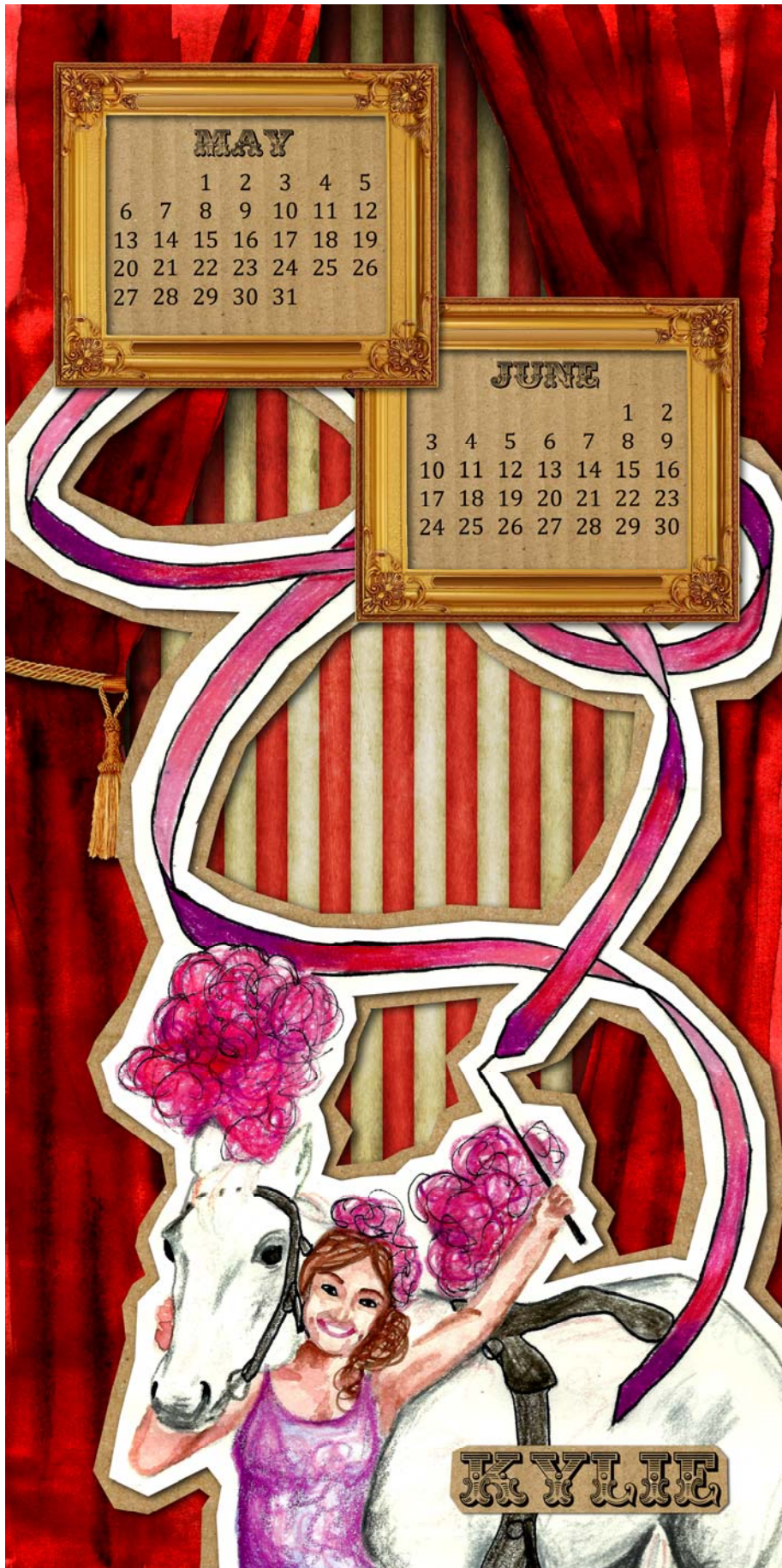


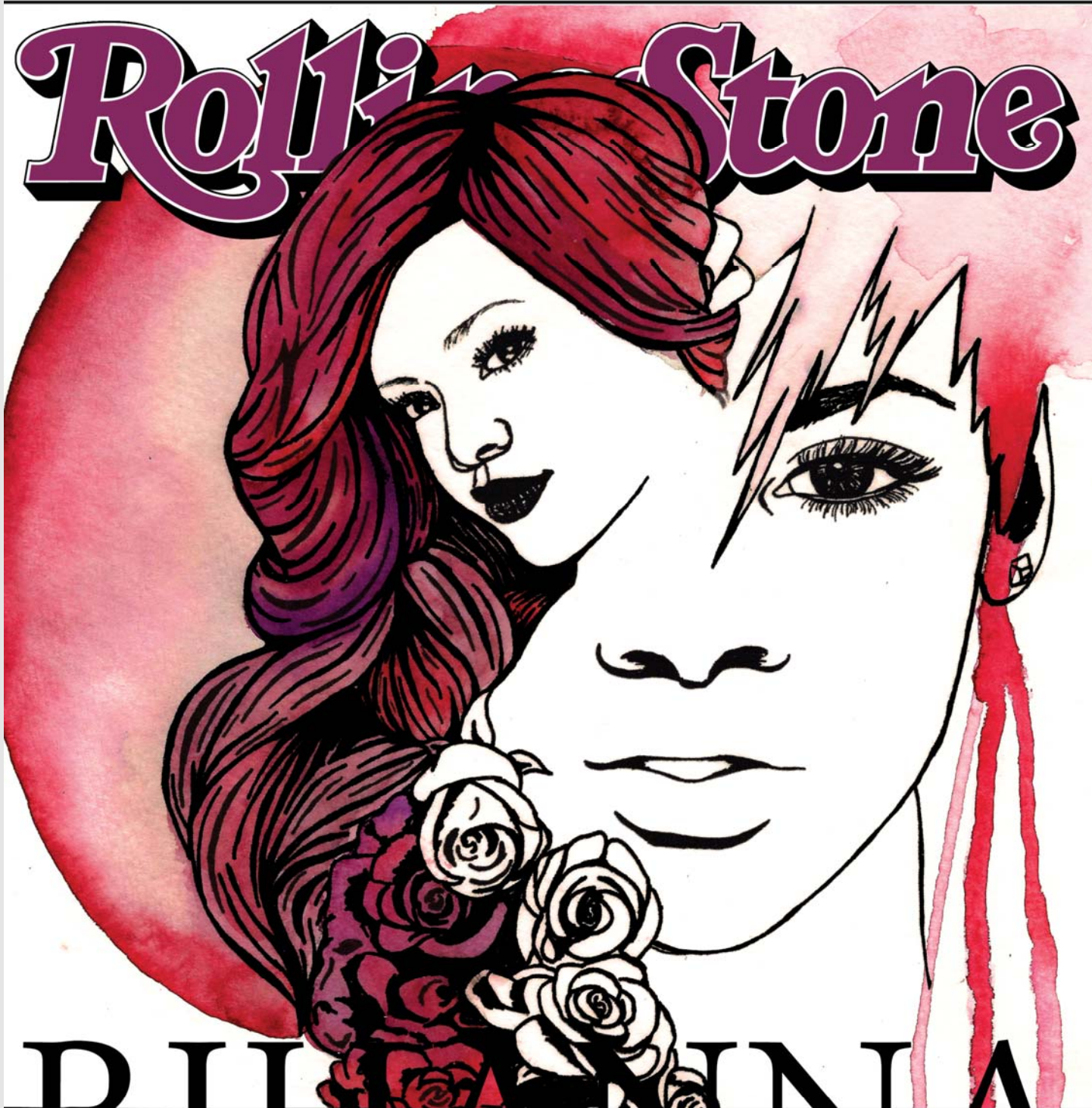
Figure 17: illustratedcalendar\_2



Figure 18: illustratedcalendar\_3

SPECIAL ART EDITION

# Rolling Stone



**BIANCA**  
ICONIC WOMEN

Figure 19: illustratedrollingstonecover