



1/3 OF ALL FOOD PRODUCTION
WORLD-WIDE GETS **WASTED** OR **LOST** IN THE FOOD PRODUCTION
AND CONSUMPTION SYSTEMS

Artist Statement

Emily Stoffel

Design is a precision balance between fine art and functionality. In my work I try to create something that is original, but that can also be applied practically in the real world and will be functional for the client.

The pieces included here represent the culmination of my upper division design work here at Colorado State. Ranging from multi-piece branding packages, to publication works, and other various single piece designs, these projects showcase the diverse skill sets that I have acquired during my time at university.

	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
Figure 1:	Indulge Cupcakery Branding: Logo	Digital file	5" x 5"
Figure 2:	Indulge Cupcakery Branding: Menu & Special Insert	Digital file	18" x 6"
Figure 3:	Indulge Cupcakery Branding: Gift Cards & Packaging	Digital file	3" x 2" and 3" x 4"
Figure 4:	Indulge Cupcakery Branding: Table Cards	Digital file	4" x 6"
Figure 5:	Indulge Cupcakery Branding: Packaging Design	Photographs	4" x 5"
Figure 6:	Denver & the West Newspaper Article Re-Imagined	Digital file	17" x 9"
Figure 7:	"Let's Talk" Magazine Article Intro Spread	Digital file	11" x 17"
Figure 8:	WIRED Magazine Article Re-Imagined	Digital file	11" x 17"
Figure 9:	Think. Eat. Save. Poster Competition	Digital file	11" x 17"
Figure 10:	Playing Card Illustrations	Digital file	2" x 6"
Figure 11:	Book Cover Illustrations	Digital file	8.5" x 6"
Figure 12:	Book Jacket Design	Digital file	20.5" x 9.25"
Figure 13:	Midtown Branding Logo	Digital file	5" x 5"
Figure 14:	Midtown Branding Stationery & Business Card	Digital file	8.5" x 11", Standard #10 Envelope, 2" x 3"
Figure 15:	Midtown Branding: Commercial Typeface	Digital file	11" x 17"
Figure 16:	Midtown Branding: Infographic	Digital file	11" x 17"

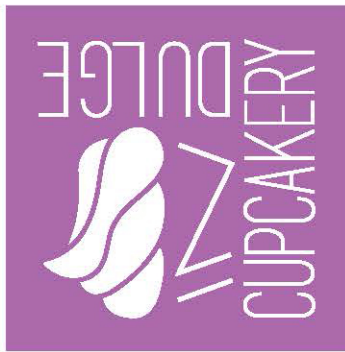
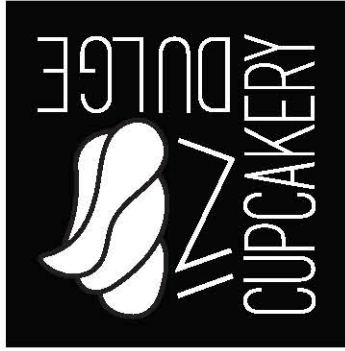


Figure 1: Indulge Cupcakery Branding: Logo.



Figure 2: Indulge Cupcakery Branding: Menu & Special Insert.

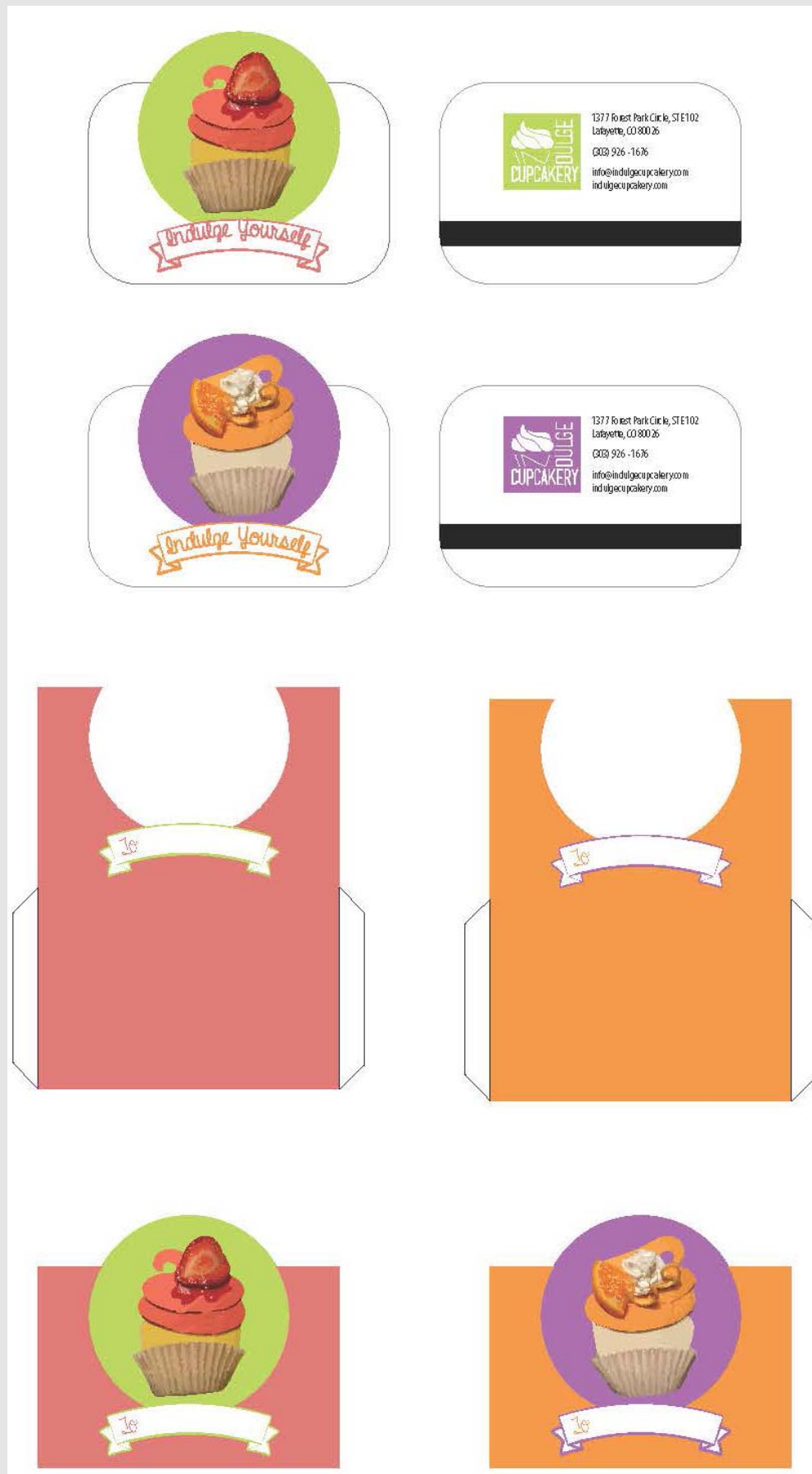


Figure 3: Indulge Cupcakery Branding: Gift Cards & Packaging.

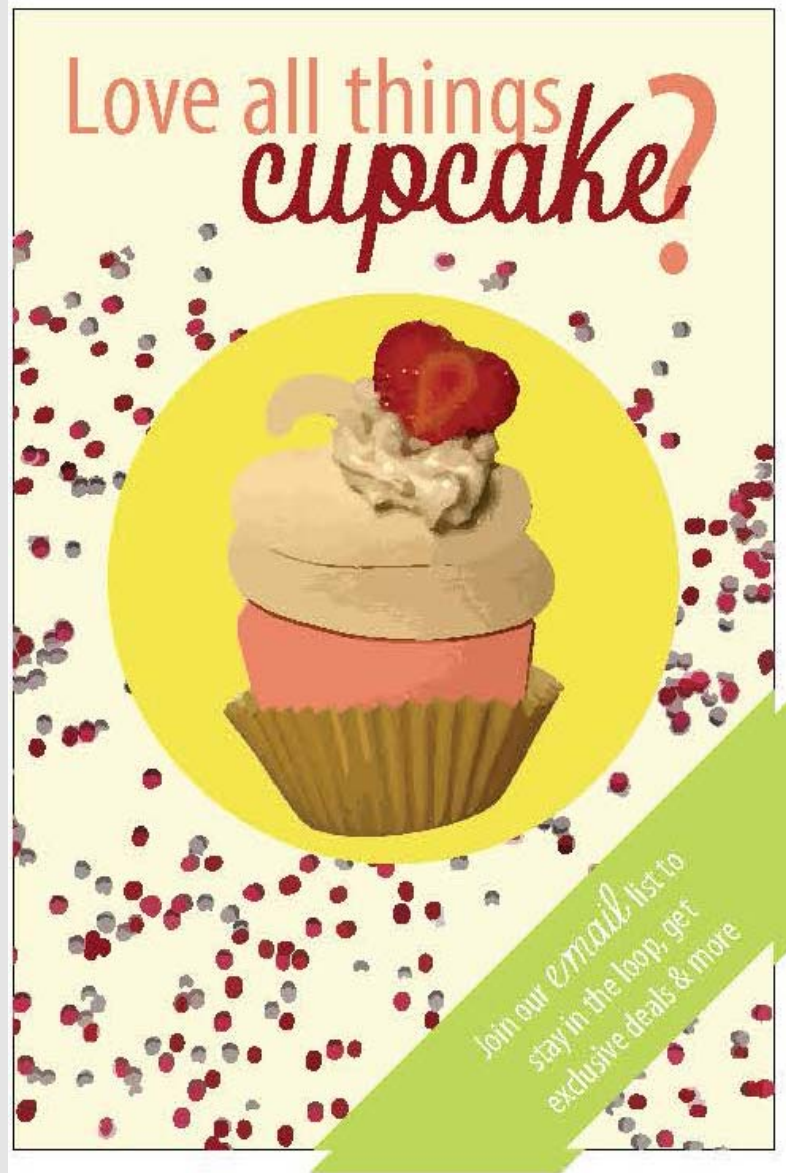


Figure 4: Indulge Cupcakery Branding: Table Cards.

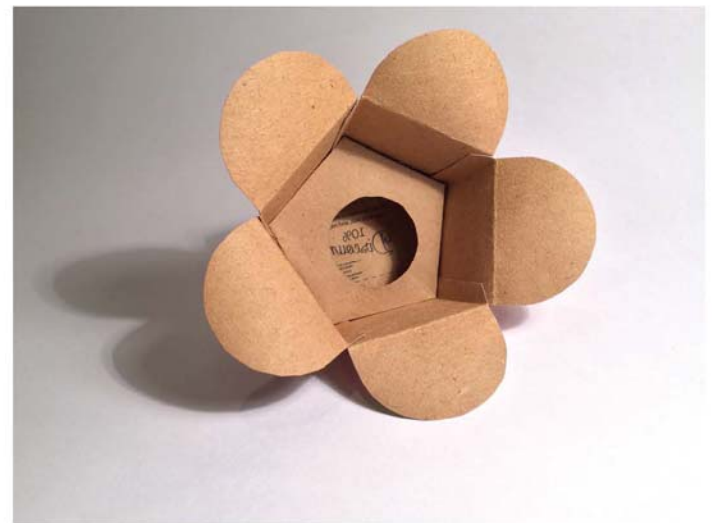


Figure 5: Indulge Cupcakery Branding: Packaging Design.

DENVER & THE WEST

Northern Colorado Towns Try to Change U.S. Train-Noise Rules

By Kristen Wyatt Associated Press

Three Northern Colorado towns tired of freight train horns blaring day and night are on a mission to change federal train safety policy so they can muffle warning blasts.

Under pressure from Colorado's two Democratic senators and the towns of Fort Collins, Loveland and Windsor, the Federal Railroad Administration has agreed to hold hearings next year on the train-horn rule.

The 2005 regulation requires horns to blow at least 15 seconds in advance of all public grade crossings, unless a town has received a "quiet zone" designation that includes lowered gates and flashing lights at intersections.

In towns like Fort Collins, a university town where development has increased in recent years, there are more people who are exposed to the several minutes of blaring each train makes — blasts that are about 100 decibels, or as loud as a jackhammer.

"It's absolutely ear-splitting," said Marshall Hannum, who sells bicycles at Lee's Cycles downtown. "It's so unbelievably loud that if you don't stick your fingers in your ears, it's going to damage your hearing."

The horns, however, also save lives. Fatalities and accidents at train crossings nationwide are down significantly from 2005. The FRA recorded 14,523 "accidents/incidents" at train crossings in 2004. In 2012, that number was 10,906 — a decline of more than 24 percent.

The FRA allows towns to skirt the train-noise requirements if they apply for "quiet zone" designation and take precautions such as installing gate warning systems with flashing lights.

Fort Collins, Loveland and Windsor insist they either can't afford the upgrades or don't have space for them.

The three towns want to be designated "quiet zones" without taking the required

precautions. Other nearby towns, such as Fort Morgan, have paid for new medians and other required upgrades as they seek "quiet zone" designation.

But in Fort Collins, city officials insist the requirements need to be modified.

"It's not going to work here," said Dan Weinheimer, legislative policy manager who has studied having his downtown designated a quiet zone. "The way we'd have to do it, you'd be preventing people from walking and biking, which is just not going to work here."

Colorado even considered rerouting train lines between Denver and Cheyenne. But the idea was rejected after a 2007 study by the Colorado Department of Transportation said rerouting the line through rural northeast Colorado would cost at least \$1 billion.

Colorado Sens. Michael Bennet and Mark Udall have appealed to the FRA.

"It's not just a nuisance," Bennet said. Local officials, he said, are "worried it's

stifling economic development in the hearts of our communities. Safety is obviously paramount, but we're hoping we can move past a one-size-fits-all solution."

The FRA has rebuffed previous efforts to silence train horns.

Florida passed a 1984 law banning train-whistle noise along the Florida East Coast Railway, which runs 351 miles from the Port of Miami to Jacksonville. Fatalities and accidents rose. In 1993, the FRA required Florida trains to sound their horns again.

The number of collisions returned to pre-whistle ban levels, the FRA said.

An agency spokesman declined to speculate on whether the FRA may be more amenable this time around. FRA Administrator Joseph Szabo declined

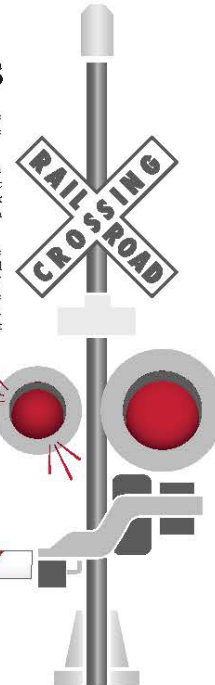
an interview. He said in a statement the agency wants to make sure any change will be just as safe as the current rule.

Rail companies that trundle through Northern Colorado haven't taken a public position. Union Pacific spokesman Mark Davis said the railroad would work with the FRA on any modification.

A decision is likely years away. In the meantime, wine bar owner Howard Brigham, who grew up with Fort Collins' trains, hopes the noise won't stop people from sitting on his patio at D'Vine Bistro, which he relocated in November to a spot a few feet from the tracks.

"Part of Fort Collins' charm is the trains," he said. "It's not the trains rolling by that I mind; it's the blaring train whistles. Safety comes first, but surely there's a way we can be safe and not have this blaring all the time."

Kristen Wyatt can be reached at twitter.com/APKristenwyatt



Removing Train Noise in Fort Collins is not Worth It

By Sean Kennedy

We've all heard it before: the aggravating toot, the blaring cacophony of the train horns. They break conversations, disrupt the calm tranquility of a warm summer day, interrupt businesses, and rattle the feathers of anyone trying to enjoy the ambience of town. The city council has been considering various strategies to silence the trains as much as possible; namely among them, railroad-approved crossing equipment that could cost up to five million dollars to construct. This fix seems too costly for a problem that is, at worst, an irritant that poses no obstruction to business or pleasure. A cure for our city's collective headache would be nice, but frankly, such a large sum of money would be better spent elsewhere.

The biggest problem with the proposed solution to silence the train horns is that it would merely trade one headache for an even larger one: urban congestion. The million-dollar "Quiet Zone" equipment the city council is considering installing would, per regulation,

make it physically impossible for cars to be on the tracks during a train's approach. The issue is that pedestrians and bicyclists have been left completely out of this equation. Any such barriers installed by the tracks would be an imposition on pedestrian and bicycle traffic. With the city striving so diligently to spark growth in the Mason Street Corridor, wouldn't these special Quiet Zone barriers only hamper their efforts? Additionally, the barriers do not fit the modern aesthetic the city is aiming to create for the Mason Street Corridor. It is being modeled as an attractive new place for businesses and pedestrians alike; these barriers would taint the atmosphere of this area and of Old Town. In fact, Fort Collins' Downtown Development Authority asserted in a letter to the city that the proposed barriers would be a "clear detriment" to business access and movement across Mason Street. They too realize that it would make no sense to add more unsightly impediments to an area soon to be abuzz with scores of new businesses and people, not to mention the MAX transit system. How does the city council propose to fit all these projects into the same space? If Mason becomes as busy and alive as they claim it will be, adding the barriers to quiet the trains would take up the last of everyone's breathing room.

Not only would the creation of a Quiet Zone with these barriers eat at the last of everyone's personal space, it will also eat away at the city's budget, too. Fort Collins is a busy place, with lots of development around town and many pressing needs that still need to be addressed, needs that might require expensive solutions.

Train » 48

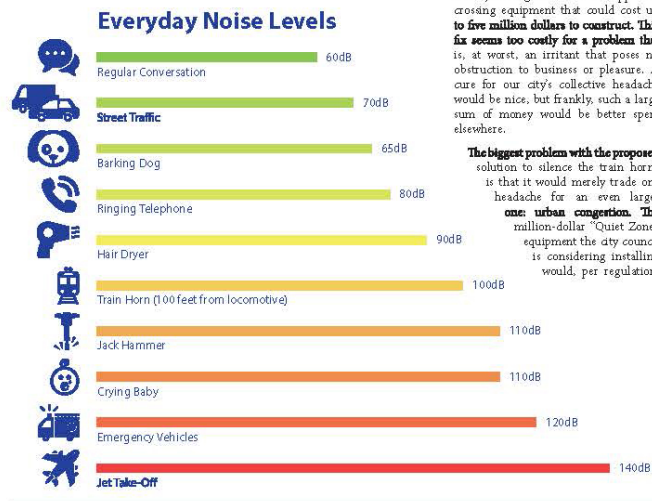


Figure 6: Denver & the West Newspaper Article Re-Imagined.

LET'S TALK

Saving the Lost Art of Conversation

"I am going to be a little boring," Sherry Turkle announces as we sit down to tea in the living room of her sprawling Boston townhouse. "And you're going to be a little boring, too."

Turkle, for the record, is not boring. She is a psychologist and a professor at MIT whose primary academic interest—the relationship between humans and machines—is especially relevant in today's networked age. Her most recent book, *Alone Together: Why We Expect More From Technology and Less From Each Other*, explores our reliance on devices that can isolate us under the auspices of connection. Published in 2011, it poured 384 pages' worth of water onto technological optimism at a time when most of the culture preferred to focus on the promise and allure of digital devices. In this environment, Turkle has been one of only a handful of experts willing to come out as tech-skeptical, which has made her a regular on the op-ed/Colbert Report/TED Talk circuit.

This tech critic, however, is not tech-phobic. She works with robots. She has an

iPhone; actually, she has several. She texts with her daughter. She e-mails with me. The first decoration I saw in her entryway was a large bowl brimming with computer accessories.

As we chat, it becomes clear that Turkle is not just not boring—she's an exceptionally skilled conversationalist. After tea, we take a walk around her Back Bay neighborhood. Throughout our conversation, she occasionally touches my forearm. She speaks deliberately,

pausing often. She laughs easily and heartily, a sign more of her warmth than of my wit. She has at her disposal what the best conversationalists have: a wealth of experience to draw from.

Turkle is at work on a new book, aspirationally titled *Reclaiming Conversation*, which will be a continuation of her thinking in *Alone Together*. In it, she will out herself again, this time as "a partisan of conversation." Her research for the book has involved hours upon hours of talking with people about conversation as well as eavesdropping on conversations: the kind of low-grade spying that in academia is known as "ethnography," that in journalism is known as "reporting," and that everywhere else is known as "paying attention."

"I can't, in restaurants, not watch families not talking to each other," Turkle tells me. "In parks, I can't not watch mothers not talking to their children. In streets, I can't not watch mothers texting while they're pushing their children."

by Megan Garber



Figure 7: "Let's Talk" Magazine Article Intro Spread.

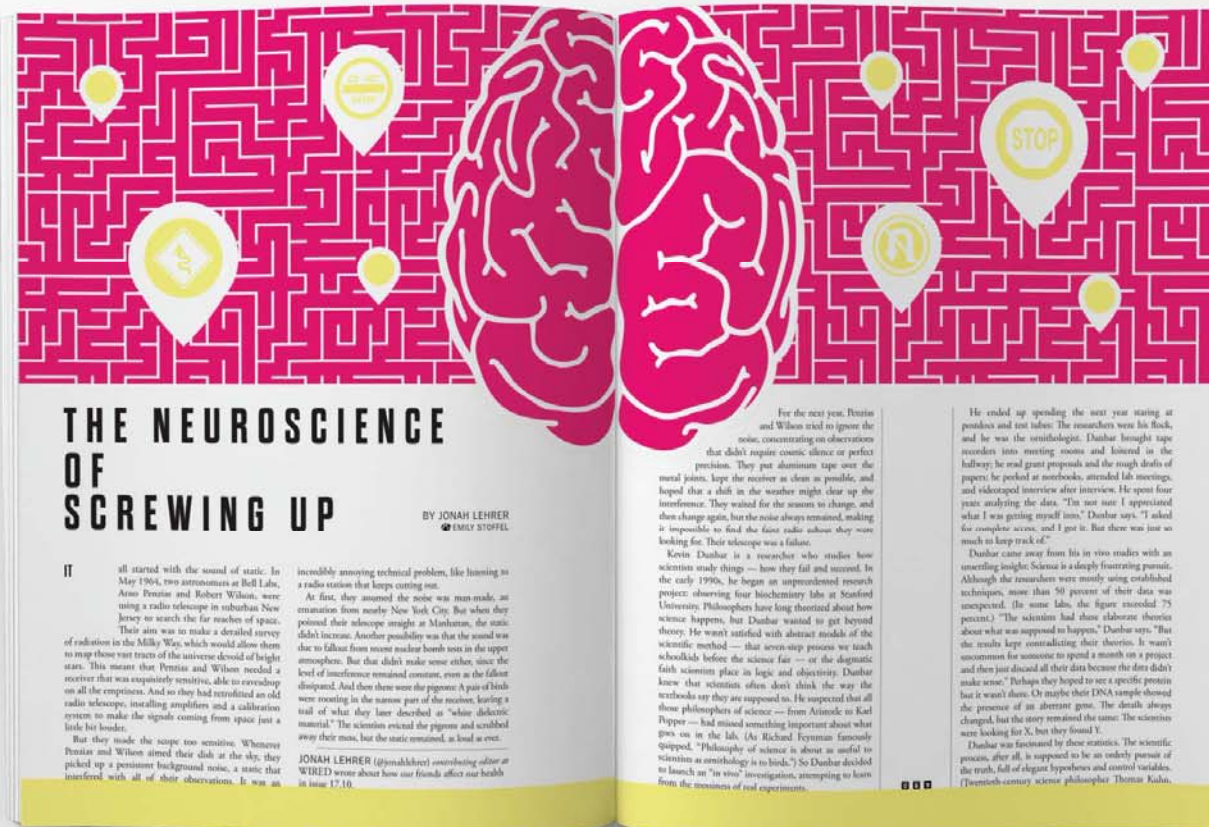


Figure 8: WIRED Magazine Article Re-Imagined.

THINK.EAT.SAVE



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Figure 9: Think. Eat. Save. Poster Competition.



Figure 10: Playing Card Illustrations.

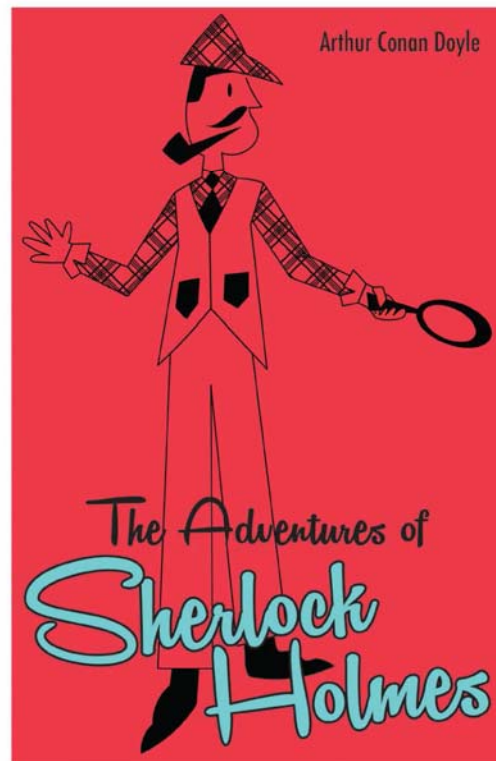
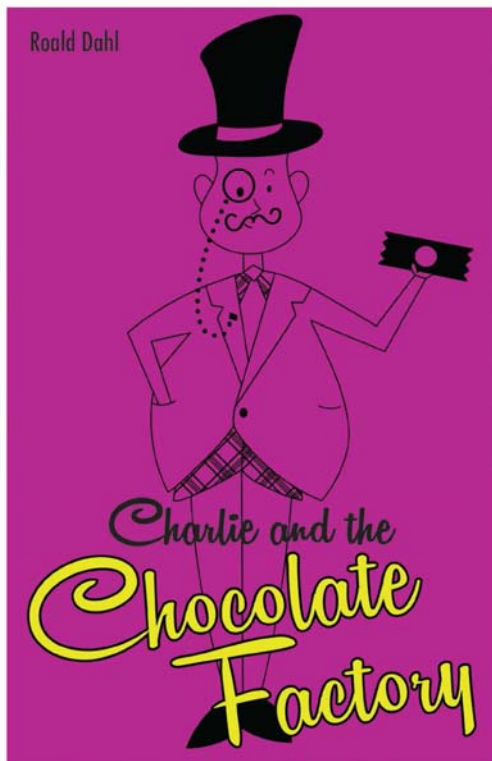


Figure 11: Book Cover Illustrations.

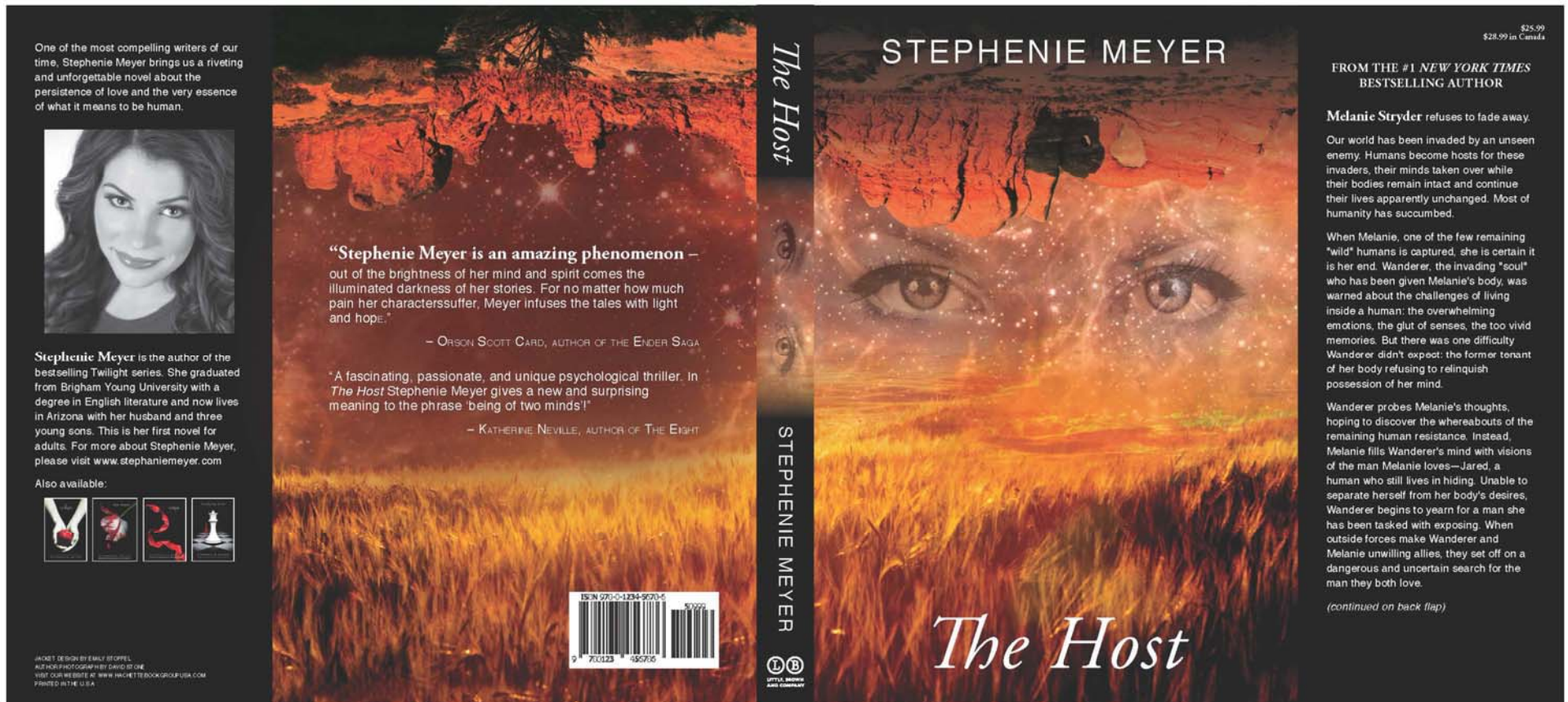


Figure 12: Book Jacket Design.

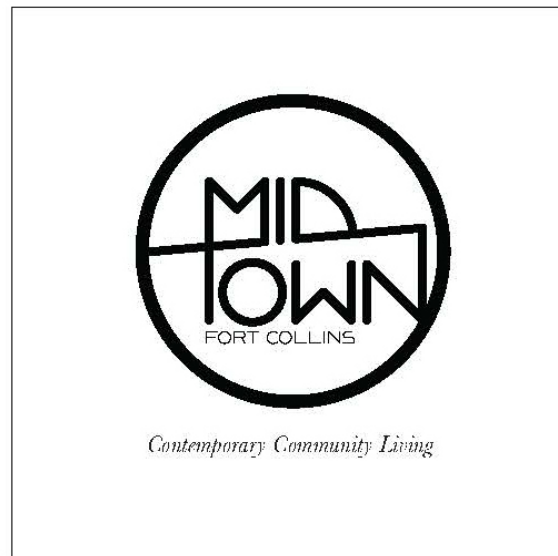
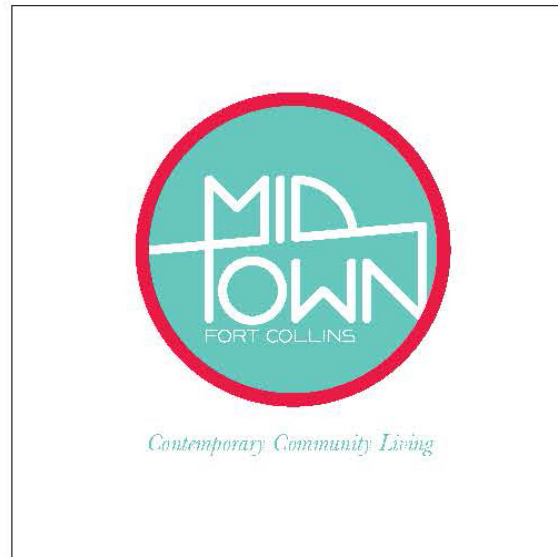


Figure 13: Midtown Branding Logo.

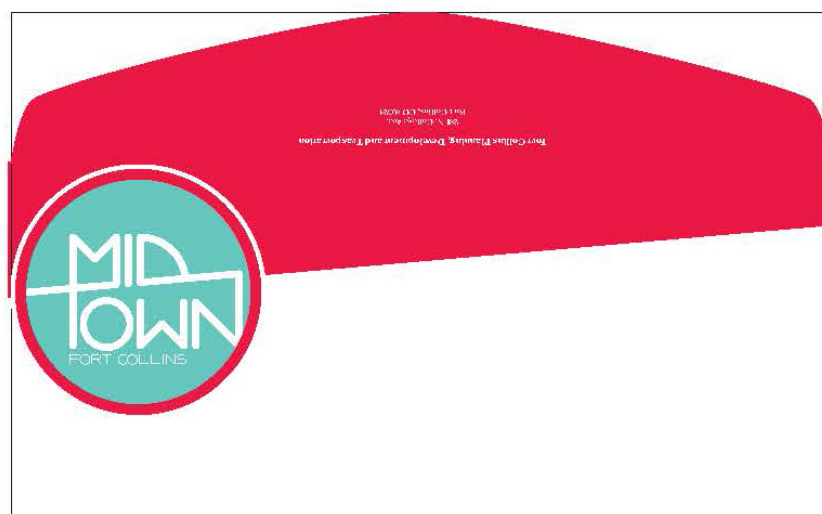


Figure 14: Midtown Branding Stationery & Business Card.



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Corporate Typeface by Emily Stoffel
54pts

Figure 15: Midtown Branding: Commercial Typeface.



Figure 16: Midtown Branding: Infographic.