

NERD BY DAY



SUPER NERD BY NIGHT

Artist Statement

Ayesha Syed

My work is not something that can easily fit into a contemporary category, instead it's affected by my perception of society and our natural environment. What I love about Graphic Design is that the topic in which I'm designing for will always change. This gives me the chance to experiment with different kinds of media and the variety of textures that comes along with them. Colors are very important when designing a poster. I've used both hard bold colors, as well as soft, luminous palettes. It could either alert the viewer or put them in a world of ease. It's nice to have change once in a while. Change enhances the creative mind. This brings me to my next point. My most important aspect of designing would be achieving a variety of knowledge.

Knowledge is like its own tool in art, what we don't know we can't use. I can hack into my creativity by educating myself with the topic. All topics follow themes and styles. If I can't understand my topic, then I'll end up with a blank poster or a design that can't speak for itself. If I do understand it, I can piece together a style or theme that relates to the topic. For instance, my posters are very different in style. If I'm doing a poster for an environmental group, I will automatically think of using an earth toned palette. Another example would be a political poster. My design will probably promote bold colors and hard typefaces. Hierarchy is huge in poster design. One word can reel

the viewer in with its loud presence. For one of my projects I was inspired by European Propaganda designs when making a poster focused around Nazi Germany. I immediately thought of a bold red because it went with terrifying times of the Holocaust. All of my posters are extremely different. I wouldn't say I have a certain style and this is why it's difficult for me to fit into a contemporary category. I don't lead the designs, the topics lead me.

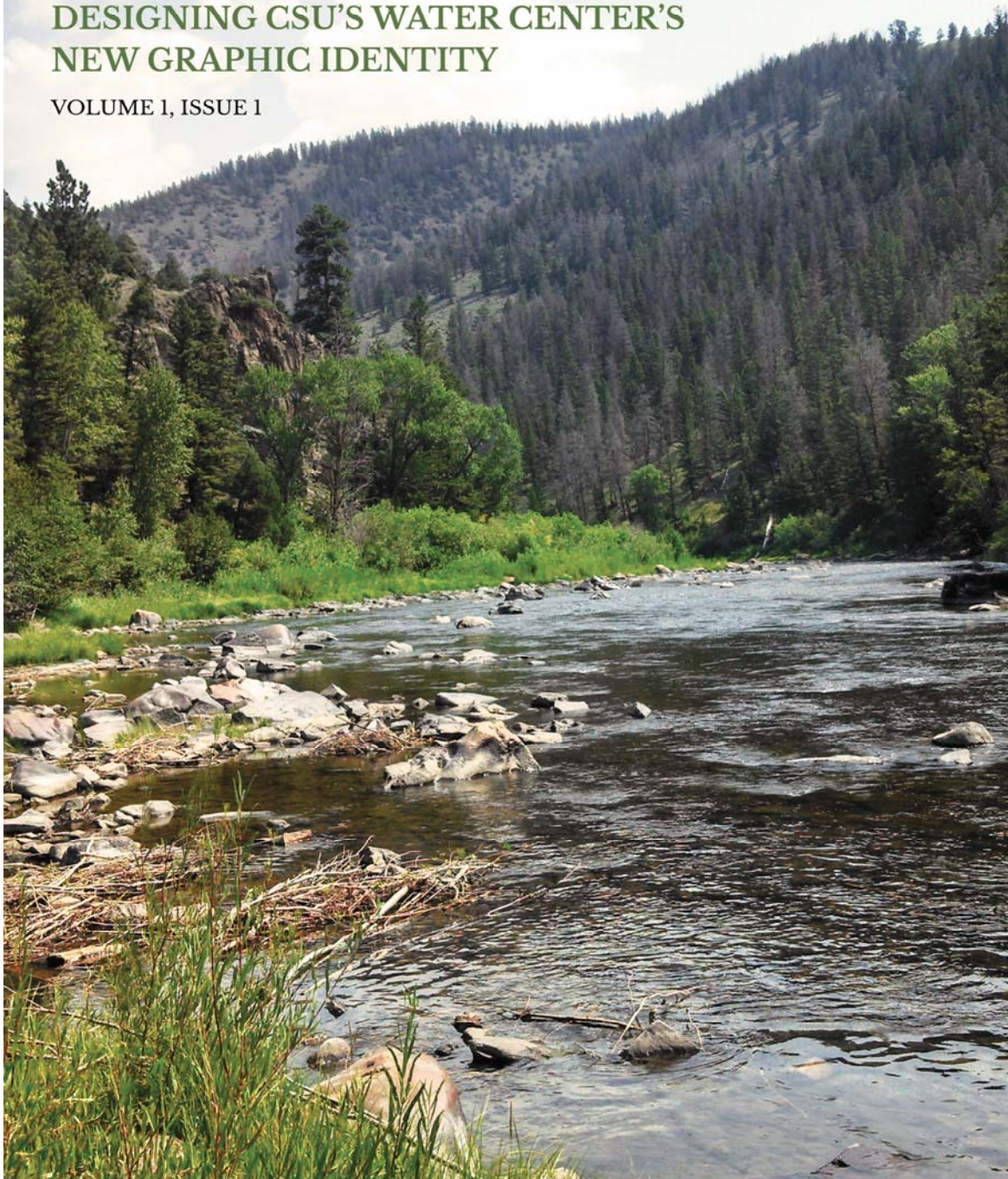
	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
Figure 1:	The Current	Newsletter cover	ink on cardstock; 11 x 17
Figure 2:	Small Business Recovery Fund-1	Document	ink on cardstock; 8.5 x 11
Figure 3:	Small Business Recovery Fund-2	Document	ink on cardstock; 8.5 x 11
Figure 4:	The Six Shooter-1	IPad Art	ink on cardstock; 7 x 9
Figure 5:	The Six Shooter-2	IPad Art	ink on cardstock; 7 x 9
Figure 6:	The Six Shooter-3	IPad Art	ink on cardstock; 7 x 9
Figure 7:	The Six Shooter-4	IPad Art	ink on cardstock; 7 x 9
Figure 8:	Blue Ocean Core Value	Poster	ink on cardstock; 28.8 x 28.8
Figure 9:	In the Garden of Beasts	Poster	ink on cardstock; 11 x 17
Figure 10:	BluFlux Logo	Logo templates	ink on cardstock; 5 x 5
Figure 11:	Laser	Poster	ink on cardstock; 11 x 17
Figure 12:	Laser2	Poster	ink on cardstock; 11 x 17
Figure 13:	NerdyMind Sweatshirt	Sweatshirt Design	ink on cardstock; 8 x 10.5
Figure 14:	Core Values-1	Poster	ink on cardstock; 5 x 5
Figure 15:	Core Values-2	Poster	ink on cardstock; 5 x 5
Figure 16:	Core Values-3	Poster	ink on cardstock; 5 x 5
Figure 17:	Core Values-4	Poster	ink on cardstock; 5 x 5
Figure 18:	Core Values-5	Poster	ink on cardstock; 5 x 5

The Current



DESIGNING CSU'S WATER CENTER'S NEW GRAPHIC IDENTITY

VOLUME 1, ISSUE 1



Colorado State University

Figure 1: The Current.



Image courtesy of: The Fort Collins Coloradoan

Assisting Small Businesses in Larimer County Affected by the September 2013 Floods

It's estimated that at least 350 businesses in Larimer County are struggling in the aftermath of the floods of September 2013. Small businesses are at particular risk, as they often lack the resources to survive a catastrophic event. And when small businesses are unable to rebuild, the entire community continues to suffer. Jobs are lost, neighborhoods decline, and individuals and families endure further hardships.

The [Small Business Recovery Fund](#) (SBRF) is a collaborative community initiative led by United Way of Larimer County, in partnership with the Richardson Foundation and Blue Ocean Enterprises, with major support from Bohemian Foundation. The Small Business Recovery Fund is an important opportunity for the business community and foundations to directly support businesses in disaster relief. The Fund provides urgently needed financial aid to small businesses in Larimer County that were affected by the devastating floods (or future disasters), with the ultimate goal of restoring vibrancy to our business community, retaining local jobs and preserving the vitality of our neighborhoods.

How the Small Business Recovery Fund Helps

The SBRF issues lump-sum recoverable grants of \$5,000-\$50,000 each to provide interim financing to qualifying small businesses while they work to rebuild.

SBRF grants are structured as recoverable, meaning that recipients are encouraged to repay their grants in-full or in-part within five years or when their businesses have sufficient funds. Monies that are repaid to the SBRF will be redistributed to other businesses in need that have been impacted by the floods (or future disasters).

Community Partners Working Together to Support Small Businesses

The SBRF is an initiative of United Way of Larimer County, in partnership with the Richardson Foundation and Blue Ocean Enterprises, which have offered a dollar-for-dollar corporate fundraising challenge match of up to \$500,000. Bohemian Foundation initiated and seeded the Fund with \$250,000. Resource support is being provided by the Larimer County Workforce Center and funding support is being provided by the Federal Emergency Management Agency (FEMA).

To learn how your company can make a tax-deductible donation to the Fund, contact Gordan Thibedeau, President and CEO of United Way of Larimer County, at (970) 407-7000.

Businesses Helping Businesses

Small businesses are the engine of the Larimer County economy, but estimates indicate that more than 350 are threatened due to flood damage. To rally the business community to help our small-business neighbors, Blue Ocean Enterprises and the Richardson Foundation will match monies raised for the Small Business Recovery Fund up to \$500,000. The generous challenge match, plus \$250,000 donated by Bohemian Foundation and support from other corporate donors, positions the Fund to help businesses rebuild, and in so doing, to save jobs, aid individuals and families, and restore vitality to communities in Larimer County.

Figure 2: Small Business Recovery Fund-1.



Image courtesy of: The Fort Collins Coloradoan

Criteria to Apply

Small businesses must meet the following requirements in order to apply for a SBRF grant:

- Headquartered and/or operating in Larimer County, Colorado prior to September 12, 2013*
- More than two and less than 100 employees
- Operating as a viable business for at least six months prior to September 12, 2013, as demonstrated by financial statements and references
- Current on state and federal taxes and in good standing with the state of formation
- Demonstrated impact by the flood and need in order to return to viability

An independent volunteer panel of local business leaders reviews all qualified applications and recommends funding amounts to a steering committee and the United Way Board for determination of final grants. United Way reserves the right to make qualification and grant exceptions at their discretion.

How to Apply for an SBRF Grant

Businesses that meet the eligibility criteria for an SBRF grant are encouraged to download application materials at www.UnitedWayofLarimerCounty.org and apply as soon as possible. Please visit www.UnitedWayofLarimerCounty.org for application deadlines. Grants are subject to available funding and will be made on a first-come, first-served basis.

Questions about eligibility or the application process may be directed to the Small Business Recovery Fund Administrator at (970) 407-7014 or sbrfadmin@uwaylc.org

Grant Conditions and Terms

SBRF grants must be used exclusively to pay for operating costs and other expenses associated with efforts to rebuild an eligible small business following the floods of September 2013. Certain compliance requirements apply to grants received, including ongoing financial reporting and operational evaluations.

*Businesses in the Loveland area are being served through a similar fund available through the Loveland Chamber of Commerce. For more information, visit www.loveland.org or call (970) 667-6311.
Information current as of January 9, 2014.

Figure 3: Small Business Recovery Fund-2.

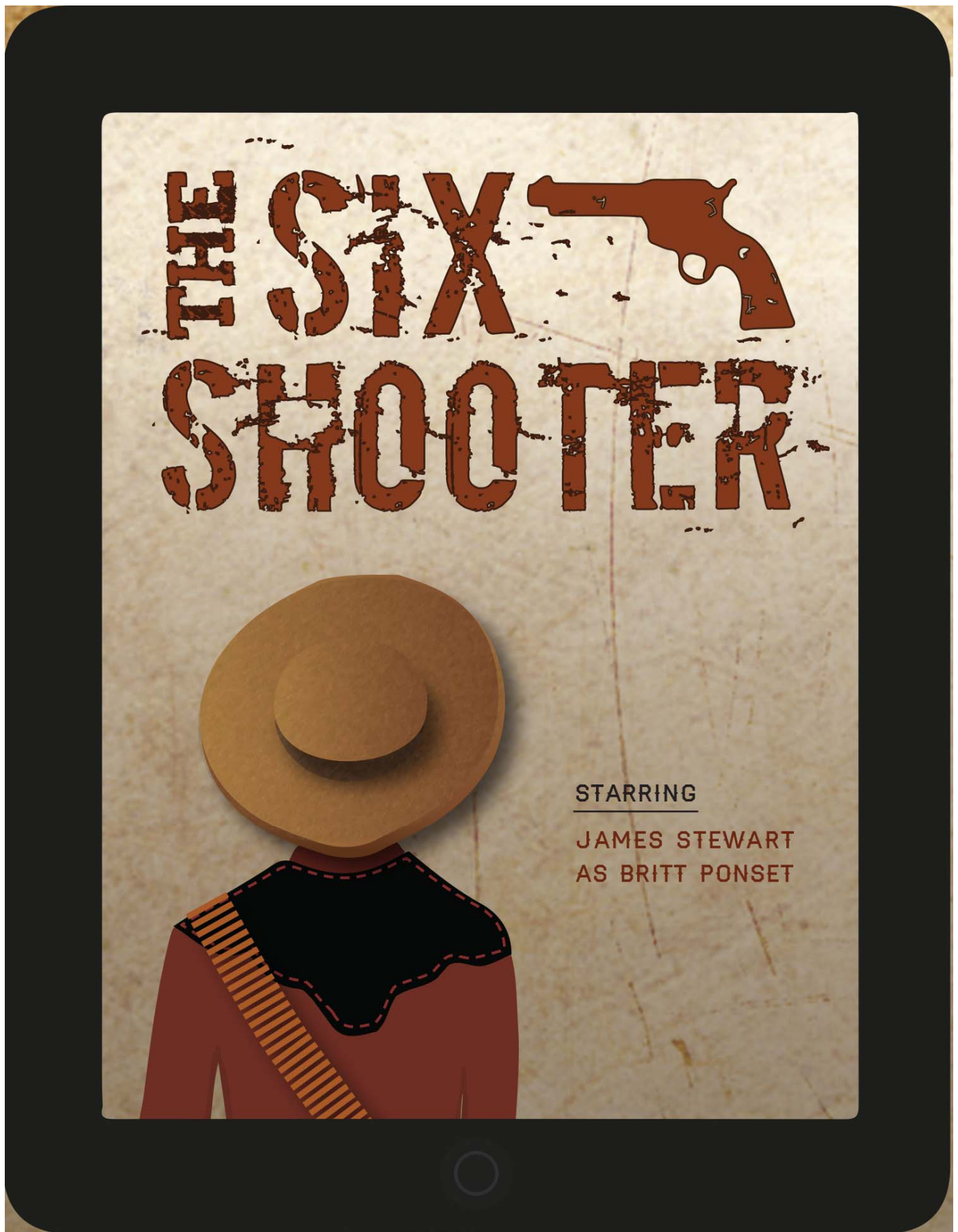


Figure 4: The Six Shooter-1.

EPISODE GUIDE

01 AUDITION PROGRAM

02 JENNY

03 THE STAMPEDE

04 RINK LARKIN

★ 05 SILVER ANNIE

06 SHERIFF BILLY

07 MORE THAN KIN

08 THE COWARD

Figure 5: The Six Shooter-2.

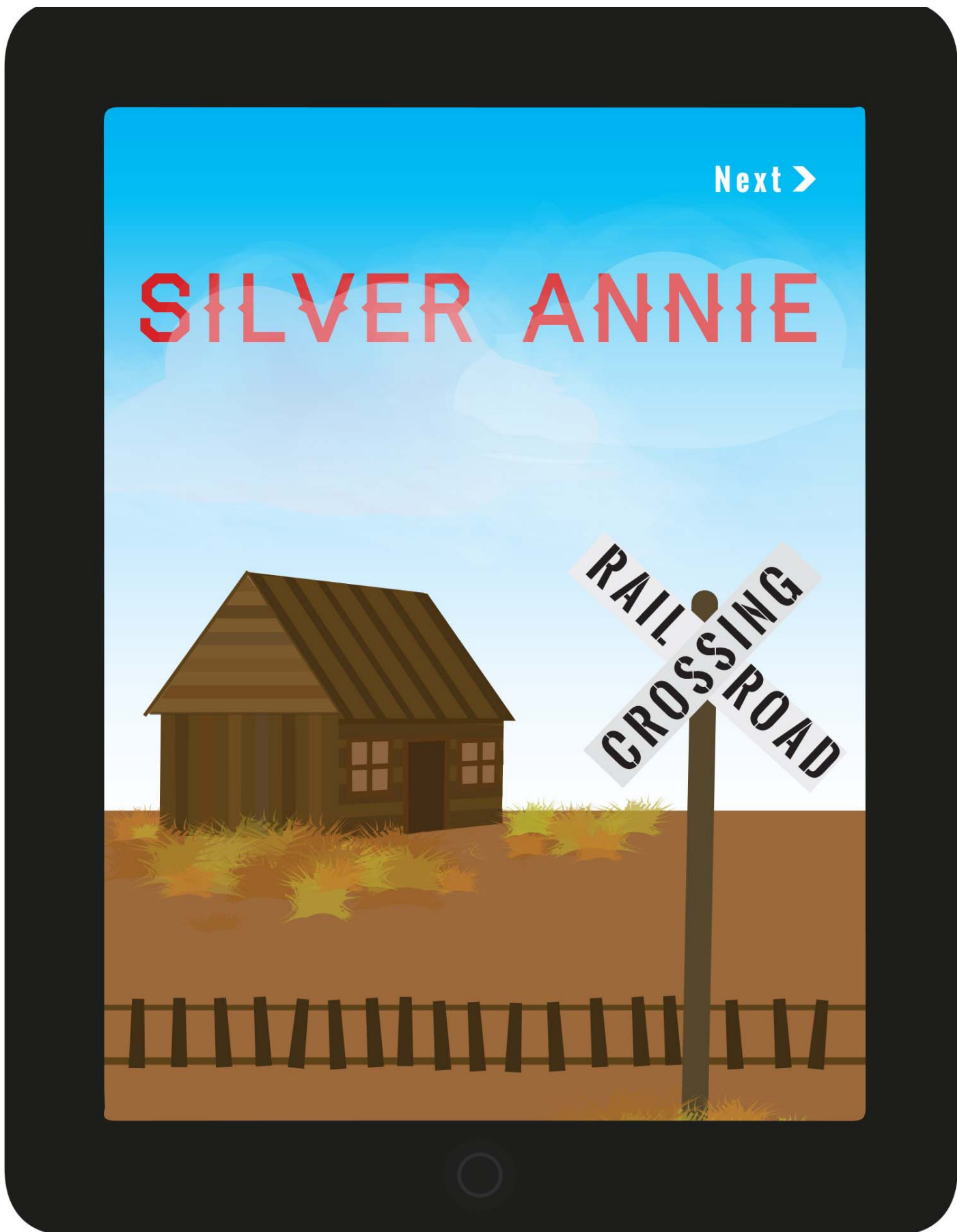


Figure 6: The Six Shooter-3.



Figure 7: The Six Shooter-4.



Figure 8: Blue Ocean Core Value.

FORT COLLINS READS

PRESENTS

ERIK LARSON

LECTURE IN THE GARDEN OF BEASTS

BESTSELLING AUTHOR OF
THE DEVIL IN THE WHITE CITY

Nov 3, 2013, 1pm

Hilton Fort Collins

Fort Collins, Co

Tickets / \$10

Sale after labor day at
locally owned bookstores
fortcollinsreads.com



Figure 9: In the Garden of Beasts.



Figure 10: BluFlux Logo.

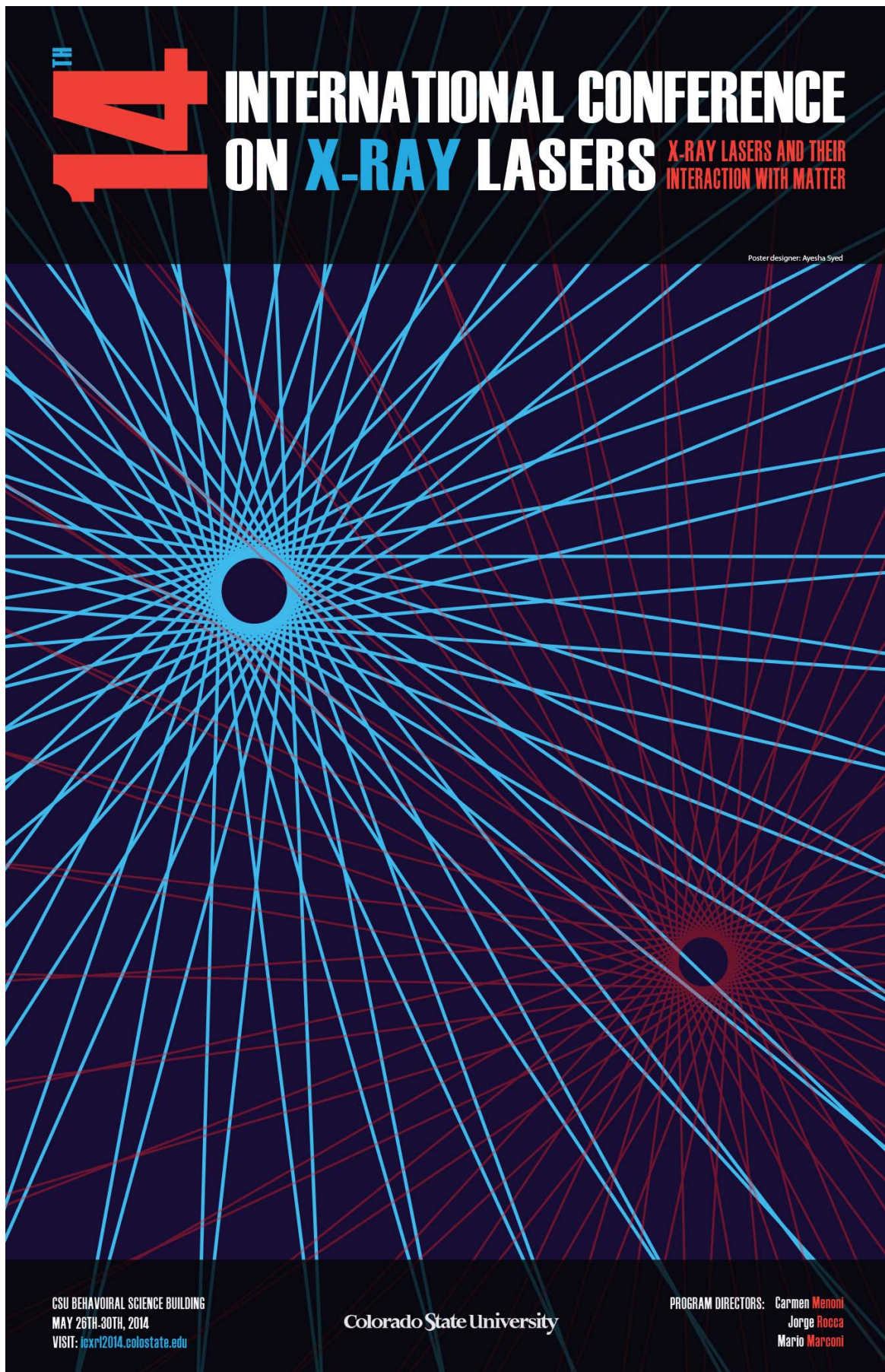


Figure 11: Laser.



Figure 12: Laser2.



Figure 13: NerdyMind Sweatshirt.



THE GOLDEN RULE

Be POLITE MORAL CODE UNSELFISH FAIRNESS
Appreciative Considering Trustworthy DEDICATION Have Respect for Others PROMISE THOUGHTFUL dignity
Be Gracious DECENCY

DO UNTO OTHERS AS YOU WOULD HAVE THEM DO UNTO YOU.

Figure 14: Core Values-1.



OPTIMIZED EXCELLENCE

Innovate
Thorough
Challenge
yourself
COMMITTED
Generous
ELEVATING
Responsibility
Detail-oriented
Persevere
ENTHUSIASTIC
EXCELLING
EVOLVE
QUALITY
IMPROVING
Dependable

BRINGING OUT THE BEST IN EACH OTHER AND EACH INVESTMENT:
DOING THE RIGHT THINGS THE RIGHT WAY.

Figure 15: Core Values-2.



Figure 16: Core Values-3.



SERVICE

Warmth
Attentive
Deliver
ANTICIPATE
Charitable
RESPONSIVE
Approachable
Above and Beyond
DETAILED
SYSTEMATIC
Methodical
Plan
Comprehensive
Humble

SERVICE WITH THE HEART OF A SERVANT- BEING HONORED TO
DO SOMETHING THAT IS IN THE BEST INTEREST OF ANOTHER. IT
IS A HUMBLE ACT.

Figure 17: Core Values-4.



INTEGRITY

RAISE THE BAR
Sincerity
PURE
Positive
TRUSTWORTHY
Consistent
DEDICATION
Straightforward
PROPER
DIPLOMATIC
BE RELIABLE
OWN IT
Transform
Reliable
Loyalty

DOING THE RIGHT THING, EVEN WHEN NO ONE IS WATCHING.

Figure 18: Core Values-5.