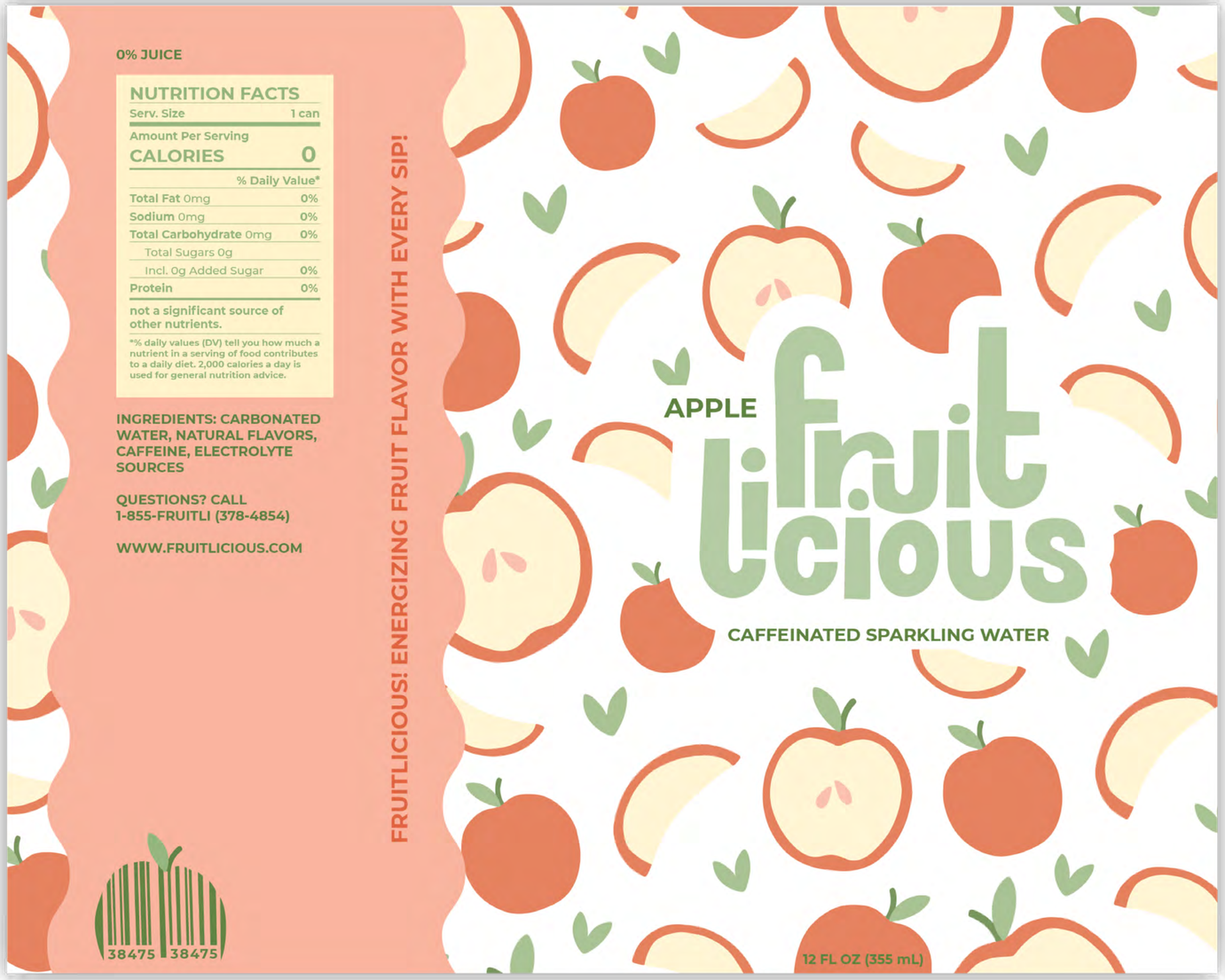
rebekah person

@PersonDesignCo @RebekahPerson www.PersonDesign.Co

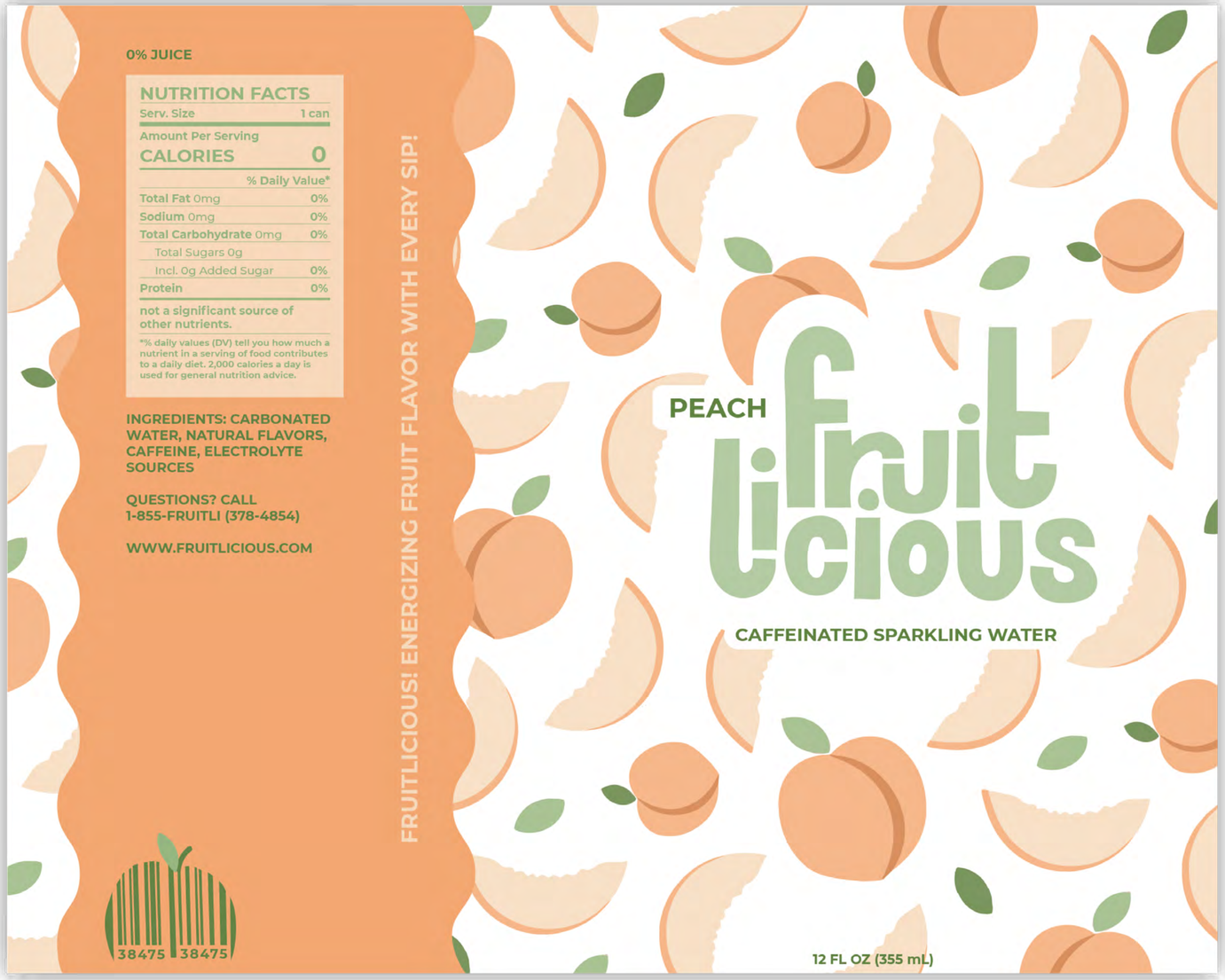
fruitlicious sparkling water logo and package design

I’ve always wanted to explore packaging design, so I developed a sparkling water brand for this conceptual project. I wanted to create something minimal yet visually appealing enough to stand out. I began with a hand-rendered logo and three fruity repeating patterns I designed. I researched other can packaging designs to reference as I began adding supporting elements to my own can labels. I enjoyed the process of this project and seeing the progress and development I made from my initial design to the final.

APPLE
fruit licious
CAFFEINATED SPARKLING WATER
12 FL OZ (355 mL)
PEACH
fruit licious
CAFFEINATED SPARKLING WATER
12 FL OZ (355 mL)
LEMON
fruit licious
CAFFEINATED SPARKLING WATER
12 FL OZ (355 mL)


0% JUICE
NUTRITION FACTS
Serv. Size 1 can
Amount Per Serving
CALORIES 0
% Daily Value*
Total Fat 0mg 0%
Sodium 0mg 0%
Total Carbohydrate 0mg 0%
Total Sugars 0g
Incl. 0g Added Sugar 0%
Protein 0%
not a significant source of other nutrients.
*% daily values (DV) tell you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.
INGREDIENTS: CARBONATED WATER, NATURAL FLAVORS, CAFFEINE, ELECTROLYTE SOURCES
QUESTIONS? CALL 1-855-FRUITLI (378-4854)
WWW.FRUITLICIOUS.COM
38475 38475
FRUITLICIOUS! ENERGIZING FRUIT FLAVOR WITH EVERY SIP!
APPLE
fruitlicious
CAFFEINATED SPARKLING WATER
12 FL OZ (355 mL)

APPLE
fruitlicious
CAFFEINATED SPARKLING WATER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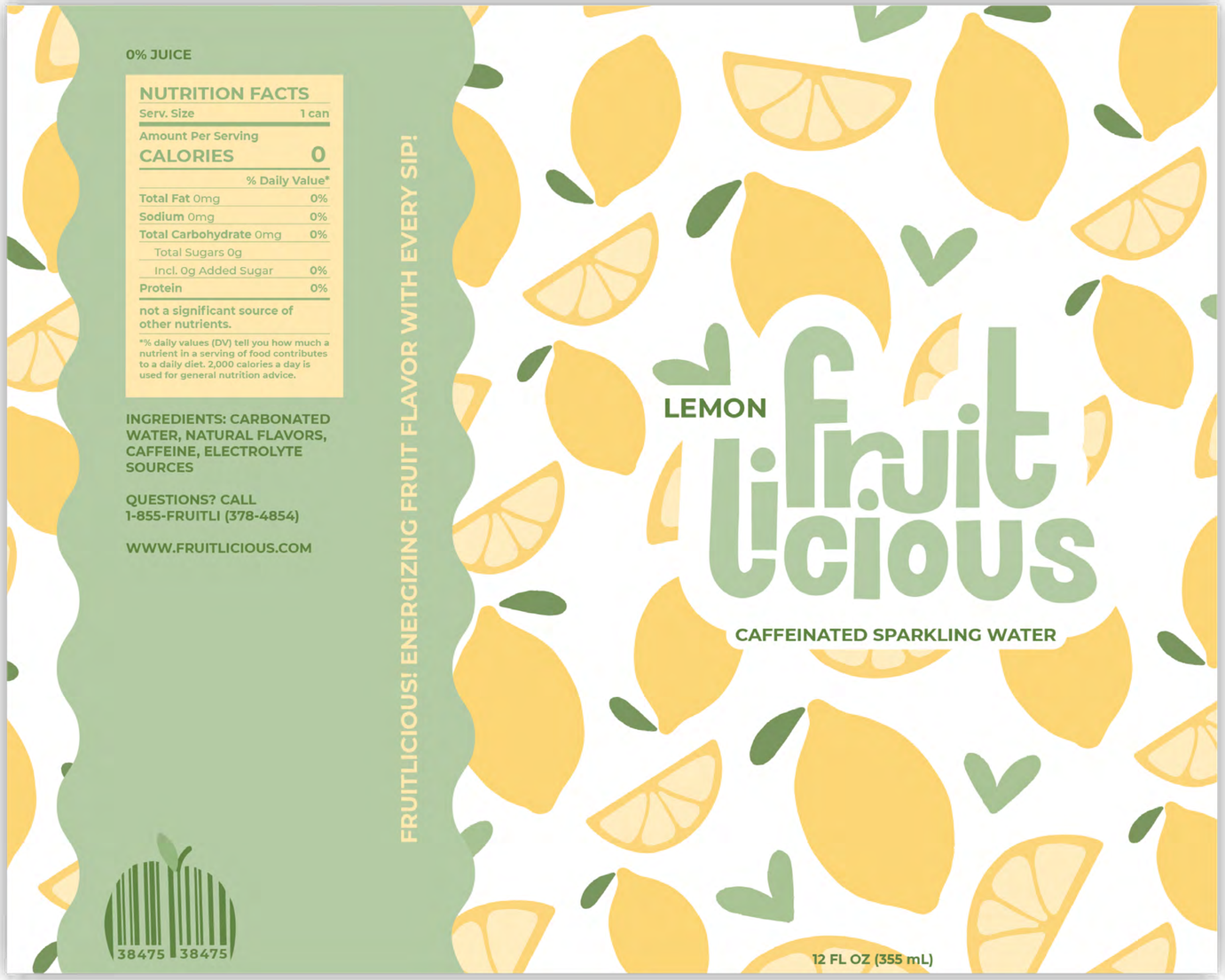
CAFFEINATED SPARKLING WATER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NUTRITION FACTS
Serv. Size 1 can
Amount Per Serving
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LEMON
fruitlicious
CAFFEINATED SPARKLING WATER
12 FL OZ (355 mL)

LEMON
fruitlicious
CAFFEINATED SPARKLING WATER

poem zine

A zine is a type of informal magazine about any chosen topic. As a personal project, I created a zine about poems containing a selection of poetry and an article about its importance. I researched the historical context of zines, page layout, and the concept of poetry. Following my research, I collected poems and images from other creatives to include. With each spread, I experimented with page layout. I chose a simplistic, calming color palette and stuck with blue, black, and white. I used this project to develop my typographic and page layout skills further.

View Digital Version

moon

Companion of lonesome hearts.
Dreamy shepherd of starry-eyed lovers.
Cratered dusty-faced rock.

This night you shine through
is just a shadow.
Our smallness makes us believe
the whole universe is immersed in darkness.
Midday sun burns on the other side.
Daylight everywhere!

Moon,
perhaps you are here to illuminate
our illusion?

If all suns are extinguished,
all moons and planets collapsed
into black holes,
what tint would space be?
What are colors without eyes?
How do we sense a vibrating universe?

Go ahead and laugh, hanging moon,
I raise my cup to you—
patient teacher.

9

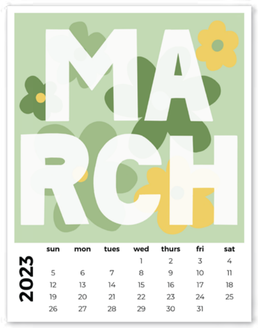
2023 illustrated calendars

I completed this project for the Self Made Pop-up Shop, hosted by myself and classmates in my Design Entrepreneurship class. The goal of this class was to design and create products that our customers would purchase while also learning how to run a small business. I made these 2023 calendars with my own illustrations and hand-rendered type. They were printed and sold with wall hangers meant to be hung as home decor because I wanted to sell items that would be useful to my customers. I saw the success of my work by selling several of them at the shop.

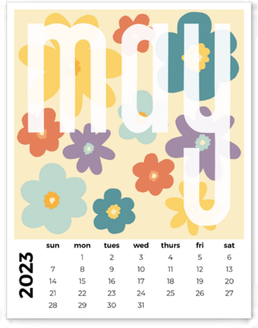
august
2023
sun mon tues wed thurs fri sat
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

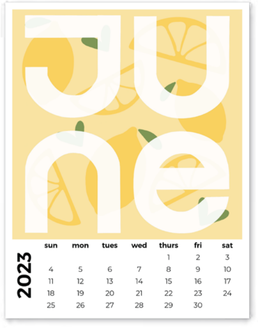
JANUARY
2023
sun mon tues wed thurs fri sat
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

february
2023
sun mon tues wed thurs fri sat
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

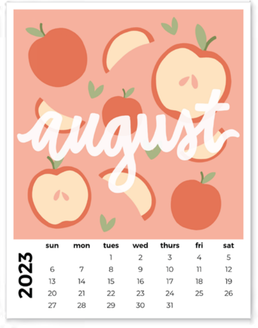

MARCH
2023
sun mon tues wed thurs fri sat
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31

april
2023
sun mon tues wed thurs fri sat
1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23/30 24 25 26 27 28 29

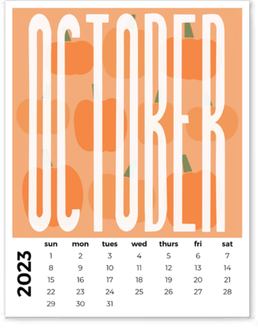

may
2023
sun mon tues wed thurs fri sat
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

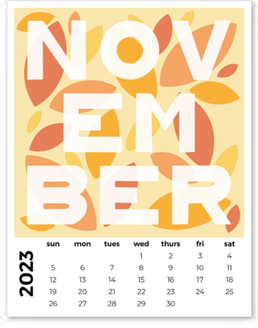

JUNE
2023
sun mon tues wed thurs fri sat
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30

july
2023
sun mon tues wed thurs fri sat
1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23/30 24/31 25 26 27 28 29


august
2023
sun mon tues wed thurs fri sat
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

september
2023
sun mon tues wed thurs fri sat
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


OCTOBER
2023
sun mon tues wed thurs fri sat
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


NOVEMBER
2023
sun mon tues wed thurs fri sat
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

december
2023
sun mon tues wed thurs fri sat
1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24/31 25 26 27 28 29 30

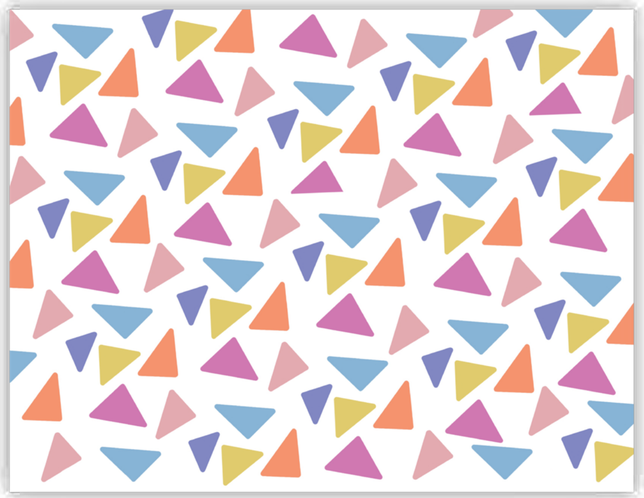
handmade illustrated notebooks

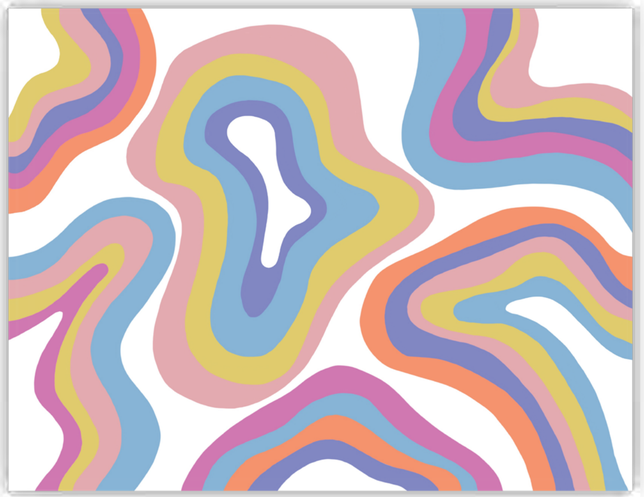
This is one of the projects I completed for the Self Made Pop-up Shop hosted by my Design Entrepreneurship class. This class taught us how to run a small business to sell the many products we designed and produced. I chose to create notebooks as a useful option for my customers. I handmade these notebooks with my own illustrations on the covers. Each illustration was printed, cut to size, laminated, and bound with spirals. It was rewarding to learn a new craft by doing something I had never done before, and I am happy with how these notebooks turned out.

sketch
NOTES

sketch

NOTES





assorted illustrated merchandise

This is one of the three projects I completed for the Self Made Pop-up Shop hosted by my Design Entrepreneurship class. This class taught us more about running a small business to sell the many products we designed and produced. Using fun, groovy illustrations, I made an assortment of pin-back buttons and magnets. I illustrated a total of 12 designs, completing three sets in total. Small knick-knacks like this provided my customers with a lower-priced item. I enjoyed this project because it allowed me to create packaging to go along with them, which I had not done before.

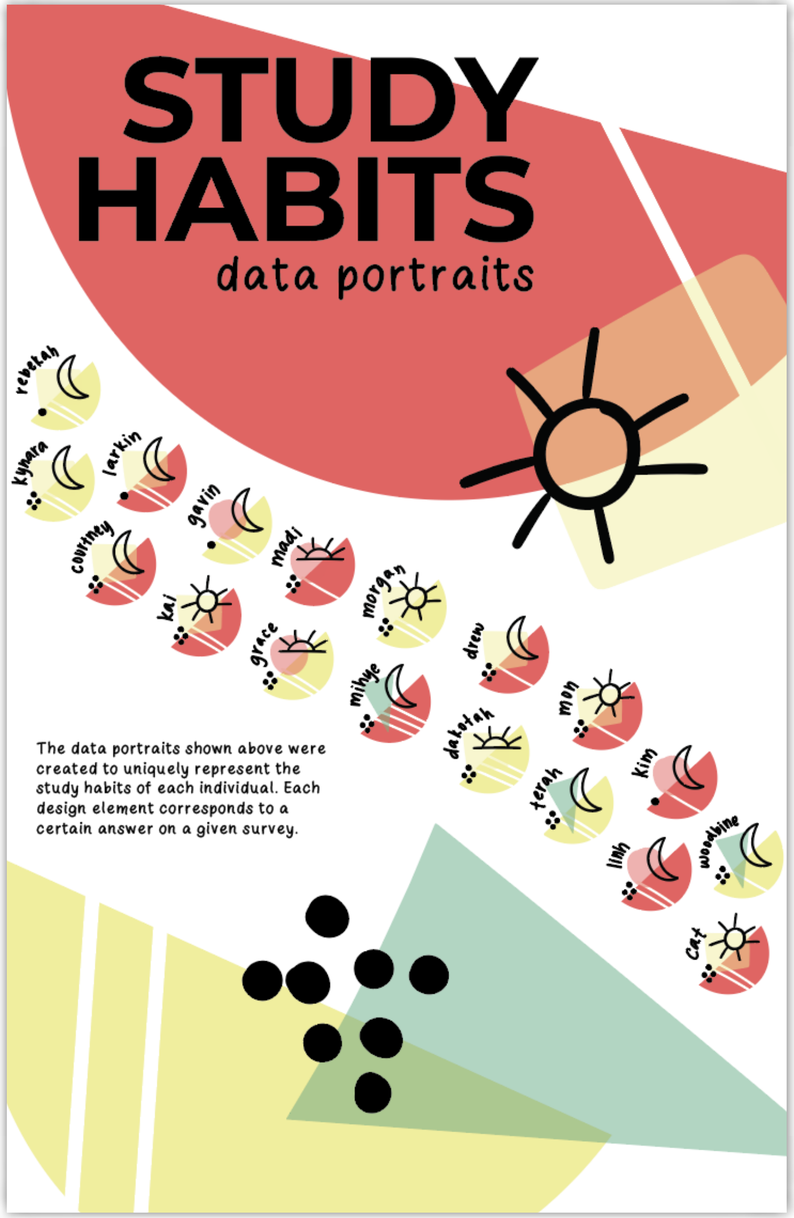
COFFEE
FIRST

pin button set
@rebekahpersonart
Pin button set
COFFEE FIRST
@rebekahpersonart
pin button set
GOOD VIBES
@rebekahpersonart

study habits
data portraits project

Data portraits are portraits with specific elements that display data about a person. The goal is to encourage connection and conversation through data collection and visualization. I collected data from my peers using a uniquely created survey and data visualization system. Based on their survey question answers, each participant received a pin displaying their data portrait, which consisted of elements representing each of their responses. I created a poster showing all of the final data. I enjoyed seeing my peers excited to receive and converse about their data portrait pins.

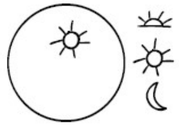
View Process Book


STUDY HABITS
data portraits
rebekah
kynara
larkin
gavin
courtney
madi
kai
morgan
grace
mihye
drew
mon
dakotah
terah
kim
linh
woodbine
cat
The data portraits shown above were created to uniquely represent the study habits of each individual. Each design element corresponds to a certain answer on a given survey.

rebekah
courtney

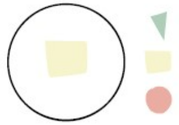
Study Habits

Name:



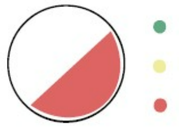
What time of day are you most productive?

A. Morning
B. Afternoon
C. Night



How soon do you usually start a project before it's due?

A. Immediately
B. The week before it's due
C. The day before it's due

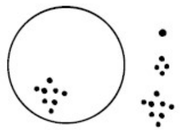


How often do you procrastinate?

A. Never
B. Sometimes
C. Always

How focused are you when you're working on a project?

A. It's the only thing on my mind
B. I am easily distracted by my surroundings
C. I am focused on a million other things



What atmosphere do you work in the best?

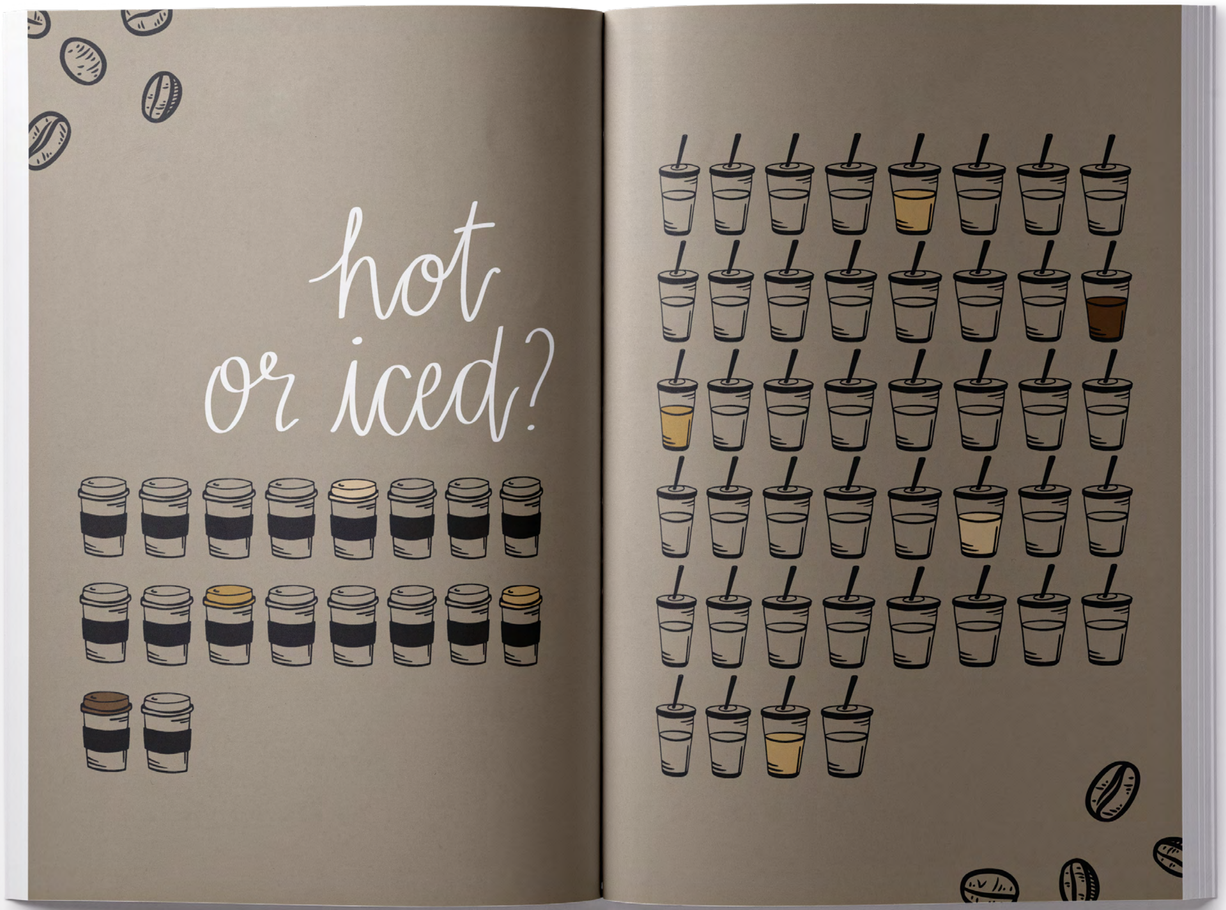
A. Alone with complete silence
B. Listening to music or watching TV
C. It doesn't matter, any amount of noise is fine

coffee consumption data visualization zine

This zine is a personal data collection project. For 70 days, I collected data about my coffee consumption. I kept track of what kind, where I got it, and how much I spent. Each spread shows a different point of data I collected. This project challenged me to find a way to display this data in a way that would be engaging to viewers. I chose to create a zine that would be more interactive than a poster hanging on a wall. Learning more about information design and putting it into practice with this personal project was rewarding.

View Digital Version

coffee
CONSUMPTION
70 DAYS OF DATA

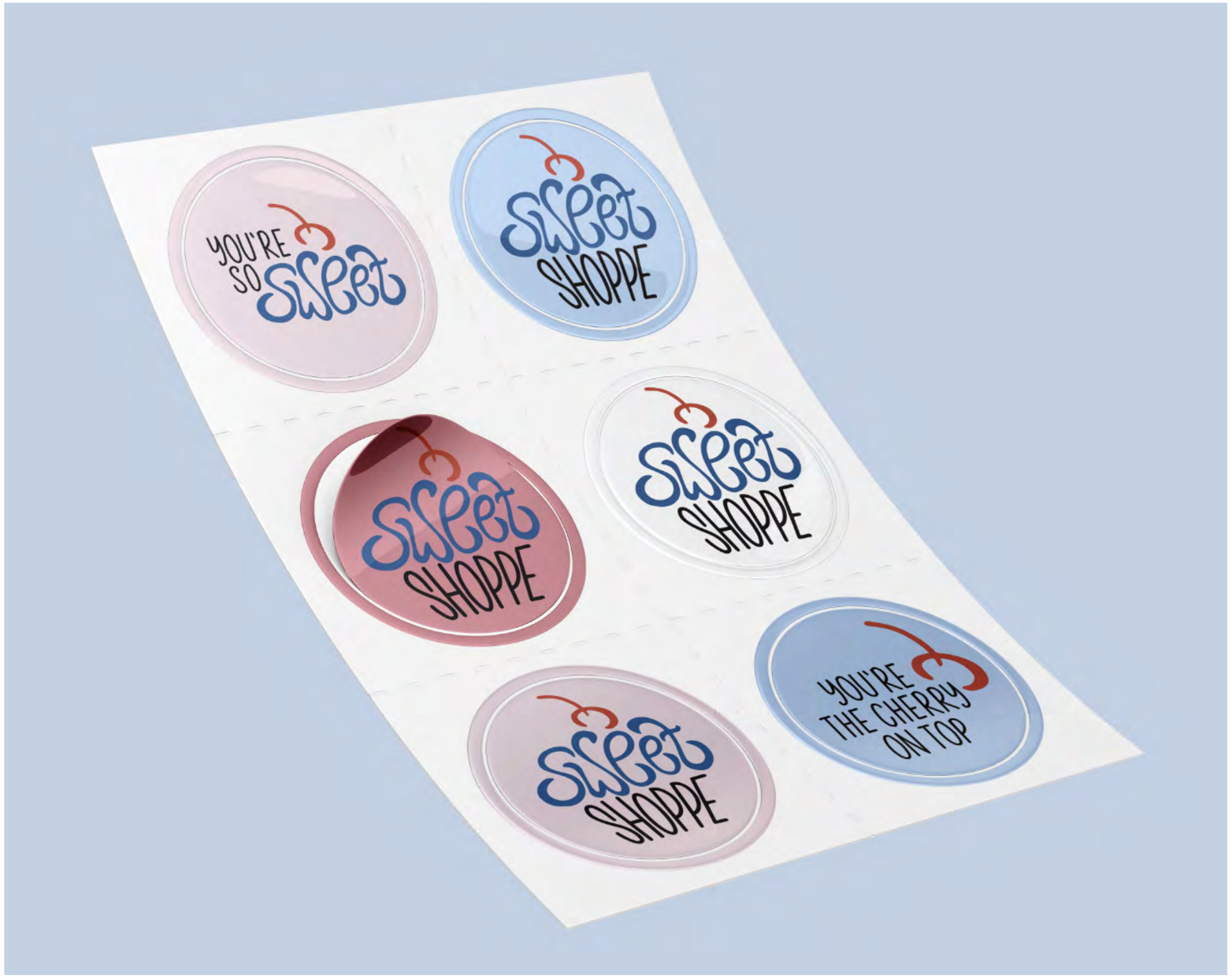

hot
or iced?

sweet shoppe logo and collateral design

As a passion project, I developed a logo for Sweet Shoppe. I challenged myself to use my hand-lettering skills to create a logo rather than relying on existing fonts. The ideation phase of this project was essential in determining how to arrange the components of this logo. The cupcake shape is an idea I had early on, and I stuck with it. I wanted to create a logo that would fit right in with the shop's atmosphere. Using mockups, I developed supporting elements for the shop.

YOU'RE SO sweet
sweet SHOPPE
sweet SHOPPE
sweet REWARDS

Sweet
SHOPPE


YOU'RE SO SWEET
SWEET SHOPPE
SWEET SHOPPE
SWEET SHOPPE
SWEET SHOPPE
YOU'RE THE CHERRY ON TOP

seamless patterns

A seamless pattern is a repeating pattern in which the original tile is not immediately visible. All elements extending to the edge of the tile must align perfectly with the elements on the opposite side. As a personal project, I created three seamless pattern designs. Each design incorporates several intricate details and intertwining elements. I challenged myself to create fun, unique patterns that stand out among others. I built each design in Illustrator and placed my final designs into existing mockups. It is rewarding to see my own patterns on physical products.