



BRITTANY A. SMITH

 [@BASdesign.britt](https://www.instagram.com/BASdesign.britt) •  [@brittbasdesign](https://www.linkedin.com/company/brittbasdesign) • brittbasdesign.com

ALTERNATIVE FASHION ZINE

For this project, I designed the visual and typographic layout of a zine showcasing a topic of my own choice. I chose to cover some of the fashions of numerous alternative subcultures, focusing on their origins and their characteristics.

I have always been interested in alternative fashion and music, spanning from goth to punk and everything in between, and wanted to play with the unique aesthetics of each while keeping a consistent design throughout the zine. Given zines' origins in alternative cultures as well, I used this as an opportunity to bend the rules of formal design and layout.

[Hyperlink here if applicable](#)

alternative FASHION

ADMIT ONE

Nostalgic Visual History of Alternative Subcultures

Punk • Goth • Grunge • Emo • Scene

WNTYPE MW 10.30 FALL 021

RESIST

PARENTAL ADVISORY EXPLICIT LYRICS



ALTERNATIVE.

Alternative is an umbrella term that can describe anything that sits outside of the mainstream. This could include Punk, Grunge, Emo, etc. Alternative originated as a genre of music, described by Merriam-Webster as “music that is produced by performers who are outside the musical mainstream, that is typically regarded as more eclectic, original, or challenging than most popular music (such as conventional rock, pop, or country), and that is often distributed by independent record labels.” Since alternative culture is built around alternative, independent

artists, supporting small artists is a large part of alternative subculture. Followers of alternative culture generally choose to support individual artists over larger companies whenever they can. Additionally, since alternative celebrates what is outside the mainstream, alternative people are supportive of marginalized people who are often seen as “not normal”, people who are often attacked by the mainstream media. Overall, members of alternative culture tend to have left leaning views. One reason for this is because they support individual

artists and often steer clear of big producers where possible. Alternative music often covers themes and political views that mainstream culture avoids, such as Radiohead’s ‘OK Human,’ which addresses a world “fraught with rampant consumerism, social alienation, emotional isolation and political malaise.” Alternative originated in the 1960s, when Rock was one of the most popular genres of music, with artists such as The Rolling Stones. Alternative rock differed to this, and could be said to have started when Velvet Underground first got together in 1965. Alternative

music most often aims to sound different to whatever the current popular music model is. Alternative fashion is similar to that of punk and goth. Music is the central element, while fashion and visuals are optional. However, the label “alternative fashion” has evolved to mean any fashion outside of the mainstream. The alternative community generally supports small artists, and this sentiment is often mirrored in the fashion, with places like Etsy and small businesses being good places to shop for alternative clothes. Thrifting is also encouraged, along with DIY.



BEARDED BOUQUET INTERNSHIP

Over the summer of 2021, I had a design internship with local flower shop Bearded Bouquet. I created new business cards, gift cards, and stationery, as well as illustrated a new line of t-shirts and stickers for them. I was also given the honor to design their ad spot in Jonesboro Occasions magazine when they won Readers' Choice Award for Best Florist.

I was asked to create new t-shirts to be sold in-store as well as worn by the staff. The client wanted the designs to have an illustrative, lithographic style with bold, dark outlines. Their vision was to have shirts that would not only promote the brand, but also be something that people would want to wear as a fashion statement.

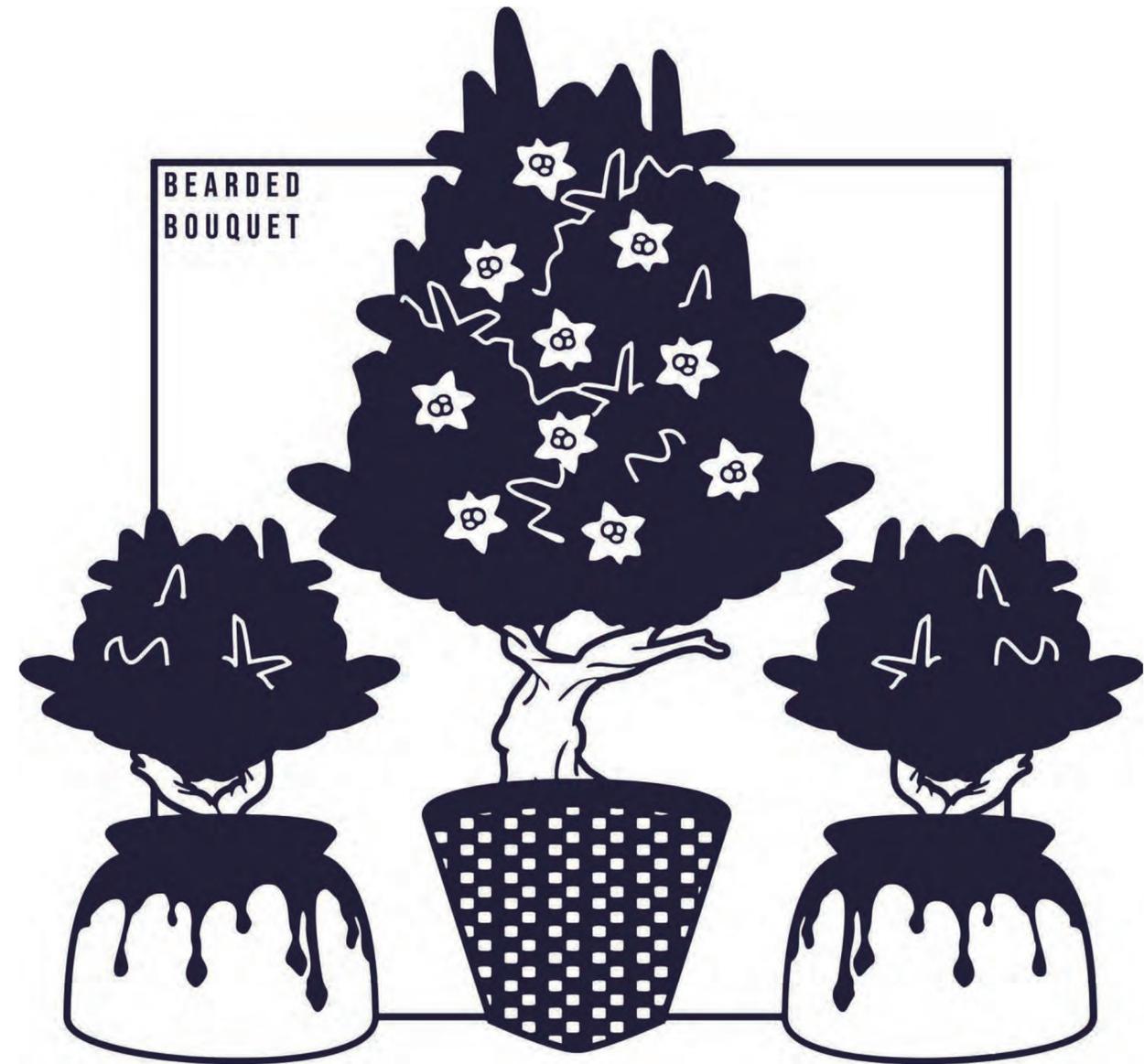
Throughout my time at Bearded Bouquet, I was given general creative freedom while following suggestions from the client and maintaining the brand standards.

















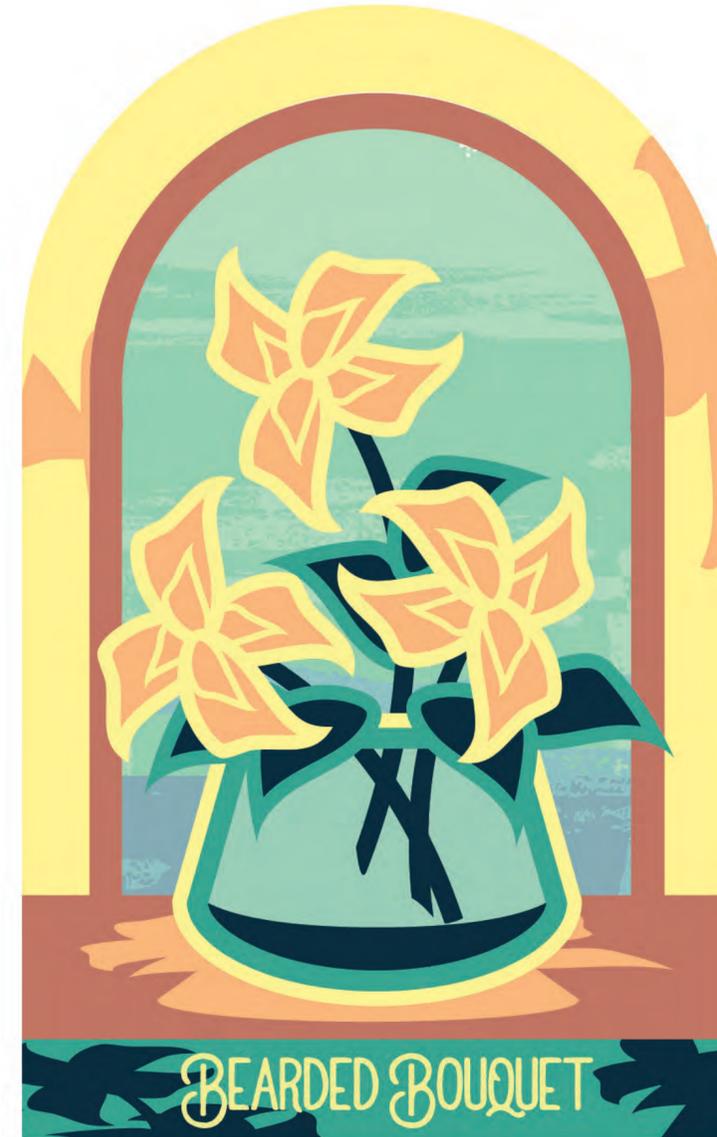












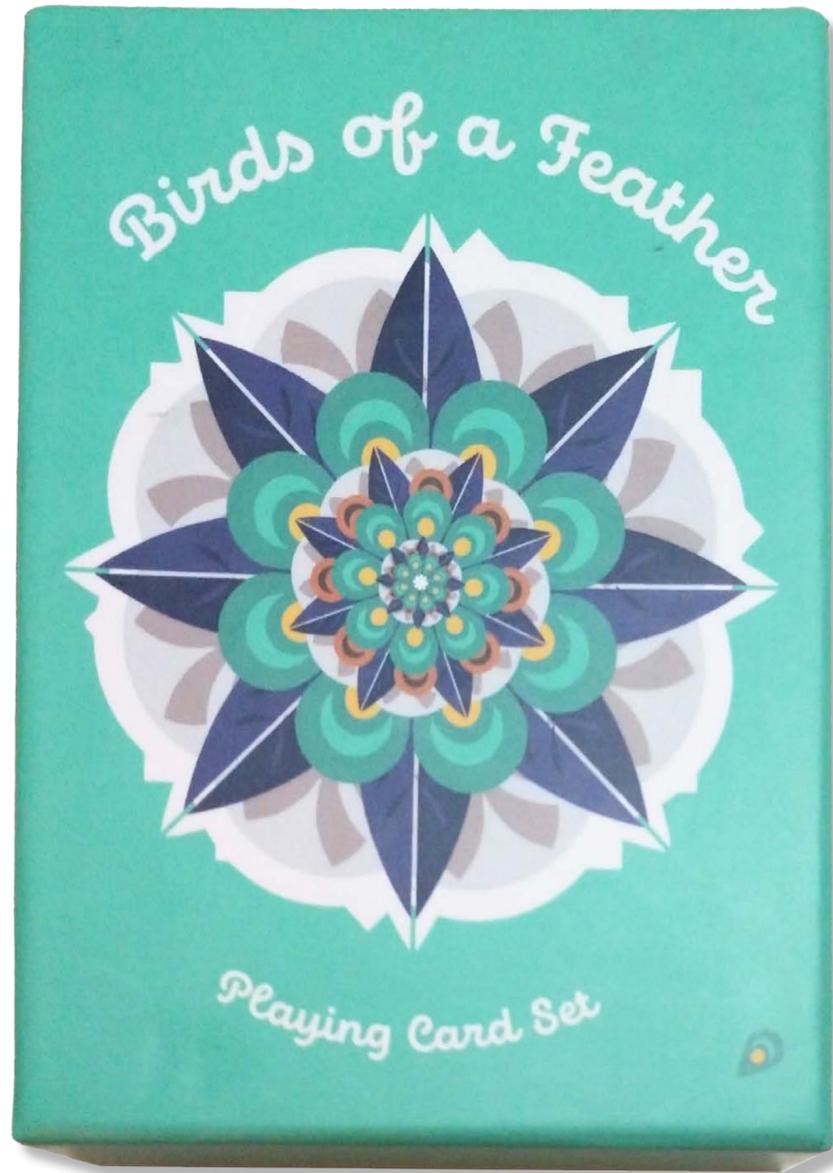


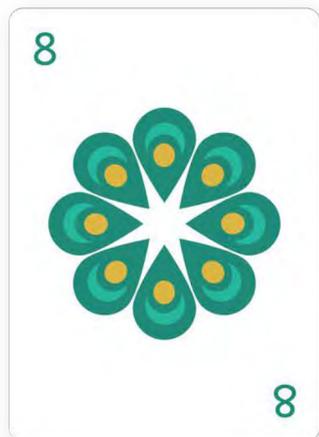
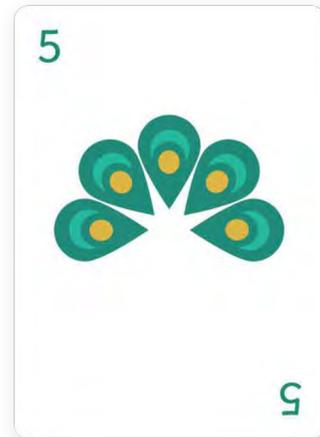
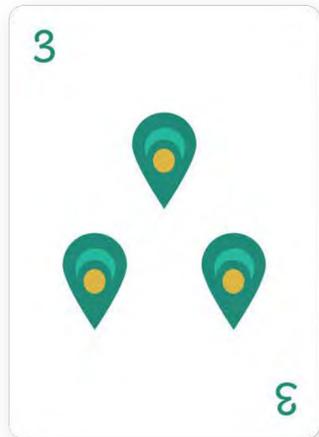
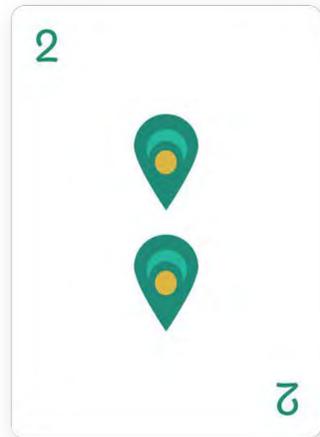
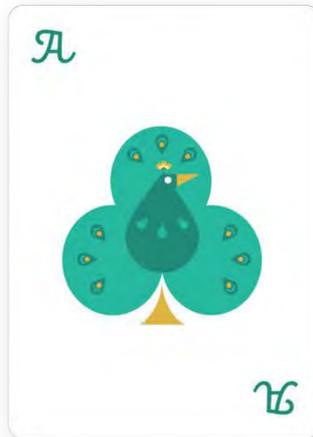
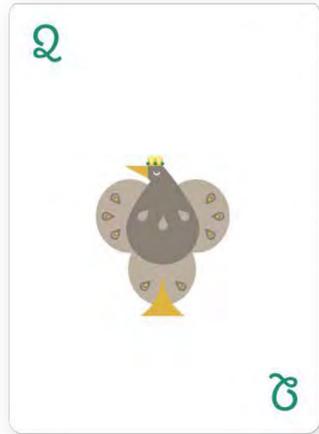
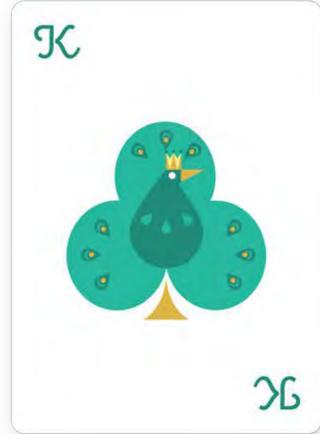
“BIRDS OF A FEATHER” CARD DECK

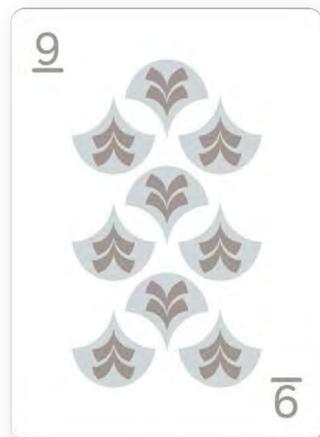
The task for this project was to design a deck of cards following a unique theme with each suit having its individual design. It took quite a bit of brainstorming for me to think of a way to tackle a whole deck of cards in a unique way, but I decided to focus on the shapes on the suits themselves - Spades, Clubs, Hearts, Diamonds. What could fit into these shapes? What could they look like?

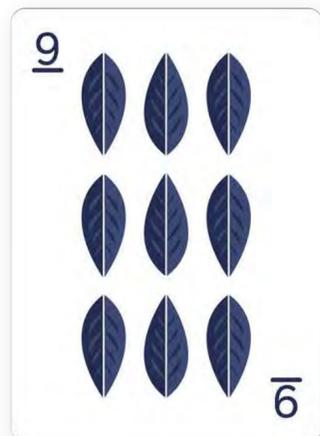
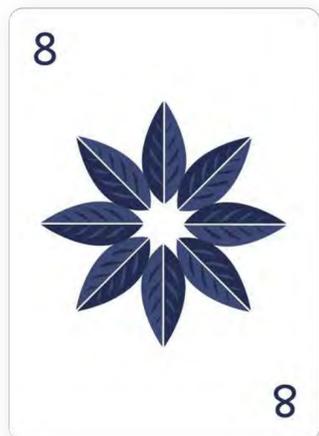
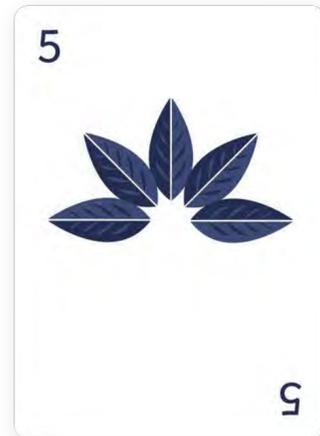
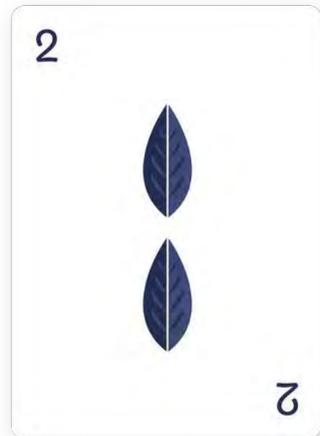
I realized that in an abstract way, various species of birds could easily match these shapes. Each suit is represented by a specific species of bird and its feathers. I did research and narrowed down a list of birds that both fit the shape of a suit and are distinct in color from one another. Within the lid of the case is an informational graphic about each species of bird featured in the set.

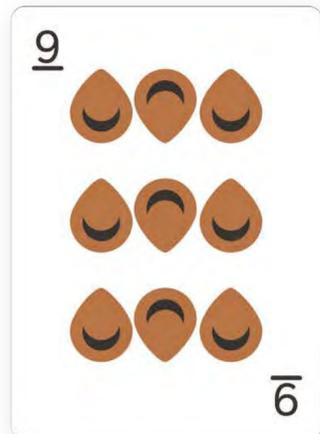
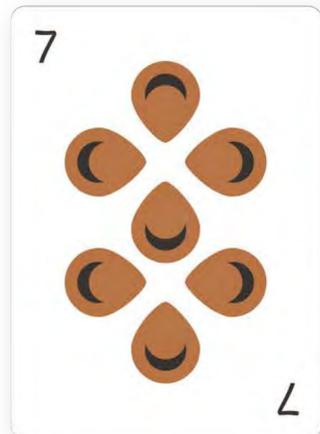
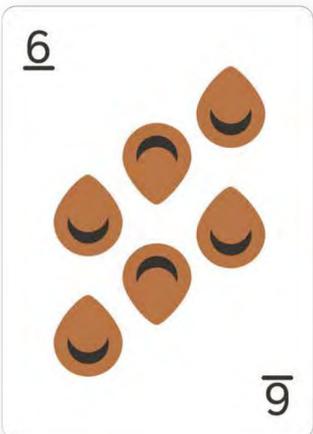
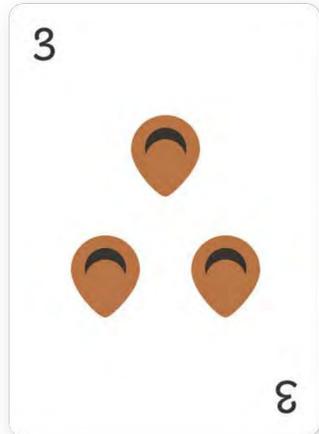












FOA POSTER CAMPAIGN CONCEPT

This is a series of posters I developed for a conceptual campaign to promote public involvement with the Foundation of Arts in Jonesboro, Arkansas. As a campaign, the three posters have the same overall format while still having their own unique message and color to give them a distinct personality.

The posters incorporate the various types of art supported by the FOA, so I specifically chose photographs of things associated with visual and performing arts. I wrote the headlines to follow an alliteration pattern that would further tie them together as part of the same campaign, and be easy to remember for audiences.

CULTIVATE **CREATIVITY**



www.jonesboro.org

Supporting the arts in Northeast Arkansas.



ENCOURAGE **EXPRESSION**



www.jonesboro.org

Supporting the arts in Northeast Arkansas.



IGNITE **INSPIRATION**



www.jonesboro.org

Supporting the arts in Northeast Arkansas.

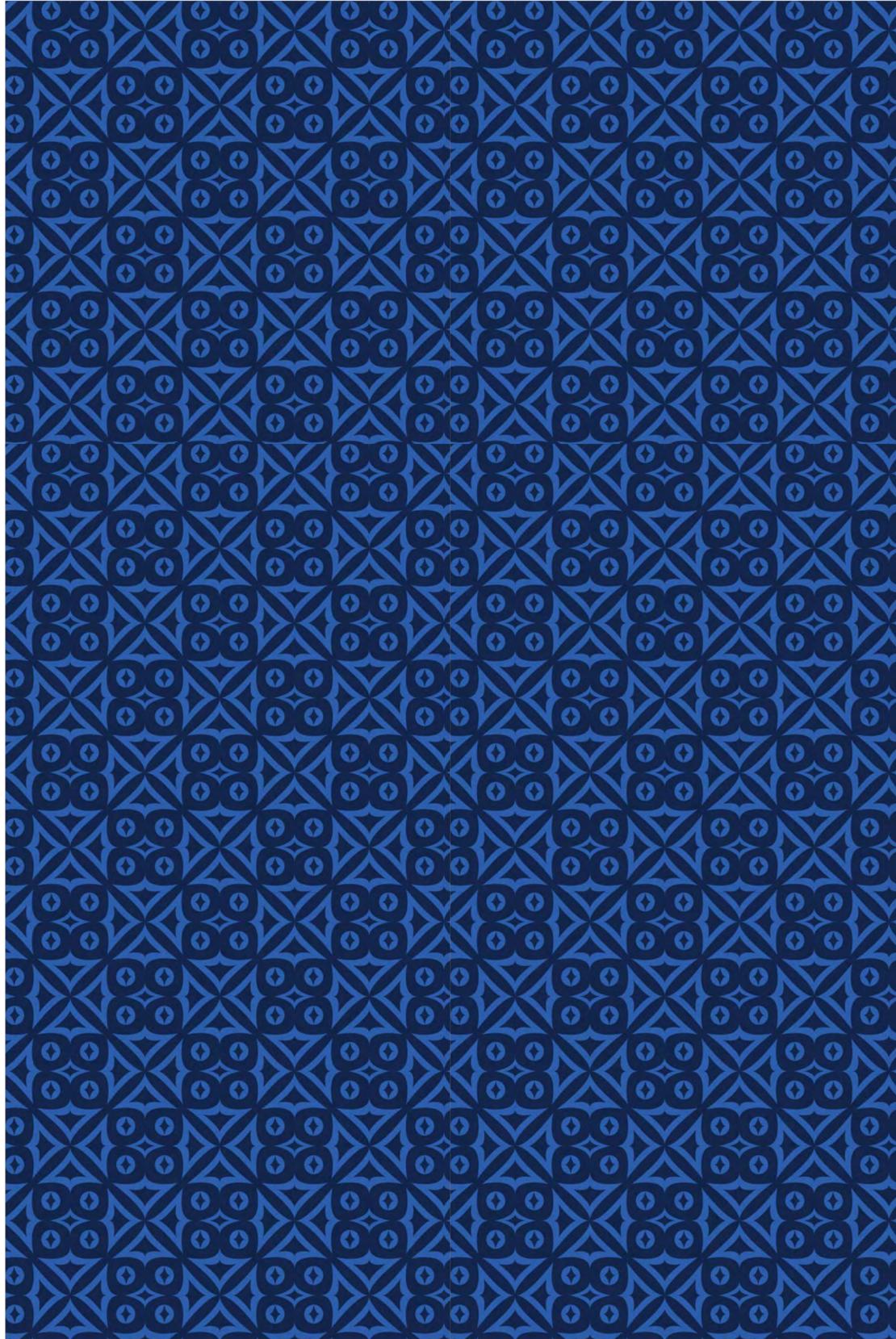


SEAMLESS PATTERNS

This began as a project for a class that grew into a personal project. Each pattern is designed to be very different from each other in terms of style and method: the citrus pattern is overlapping and very detailed, the vegetable pattern is spaced apart and simplistic, and the blue pattern is tiled and abstract. I applied my knowledge in traditional illustration to digital design methods, resulting in three unique patterns for product design.



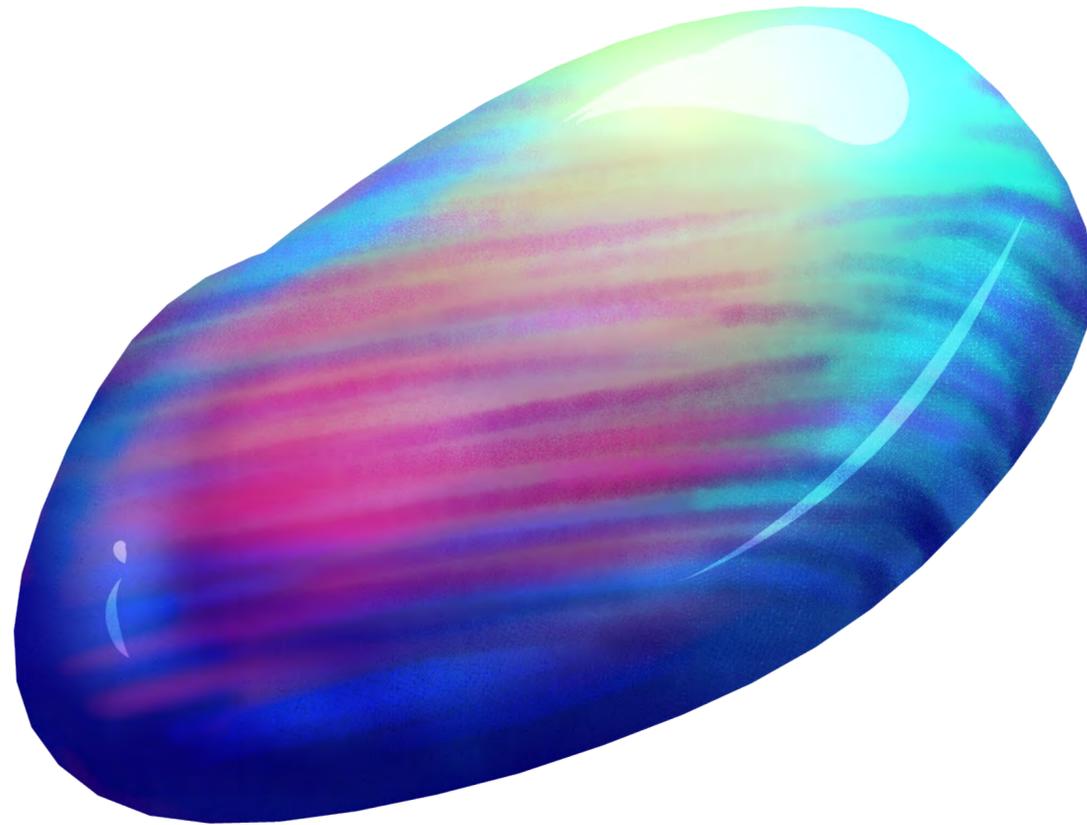


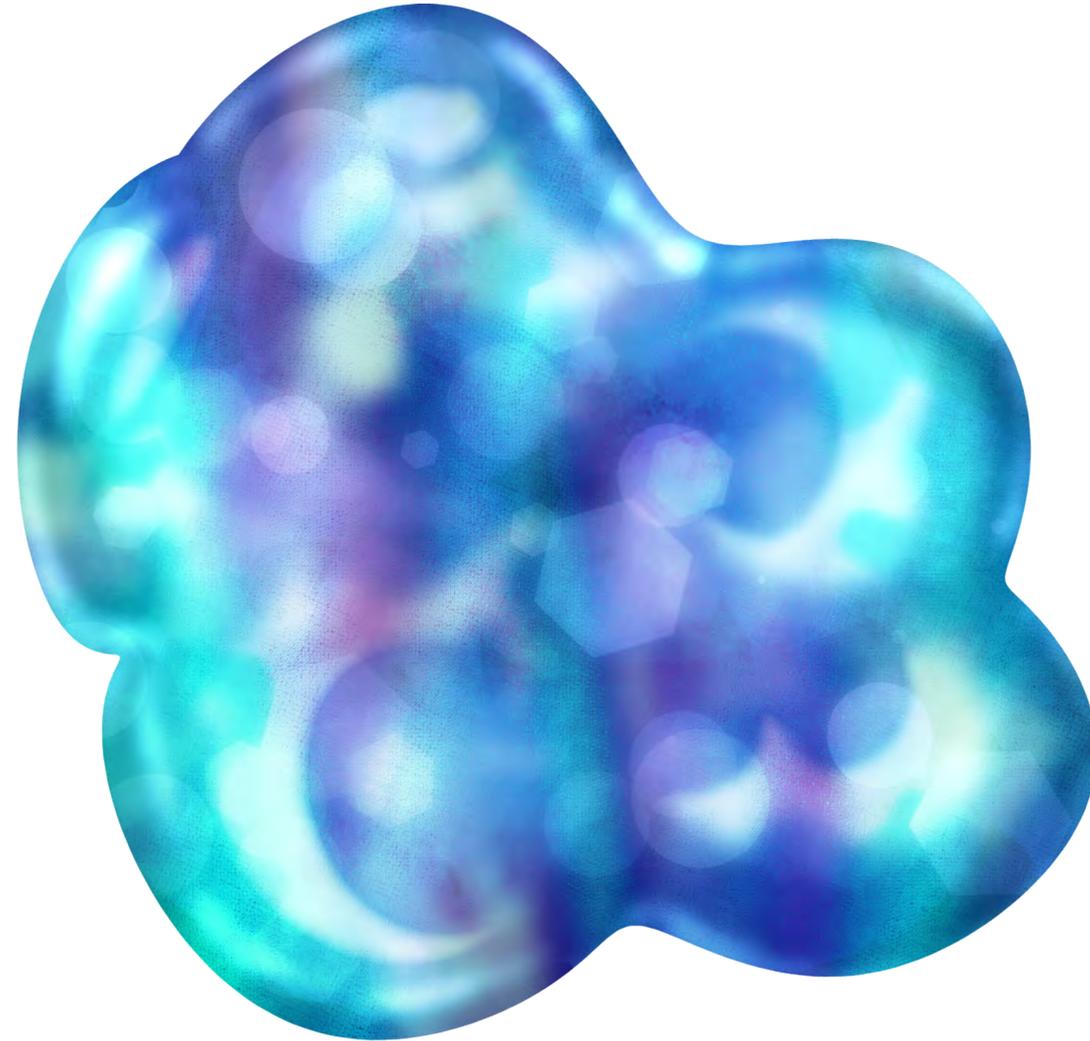


ROCK ILLUSTRATIONS

This was a personal project to try painting digitally, rather than drawing flat colors digitally. I have always been interested in rocks, and given their array of textures, colors, and light refractions, they served as the perfect subject for this project.

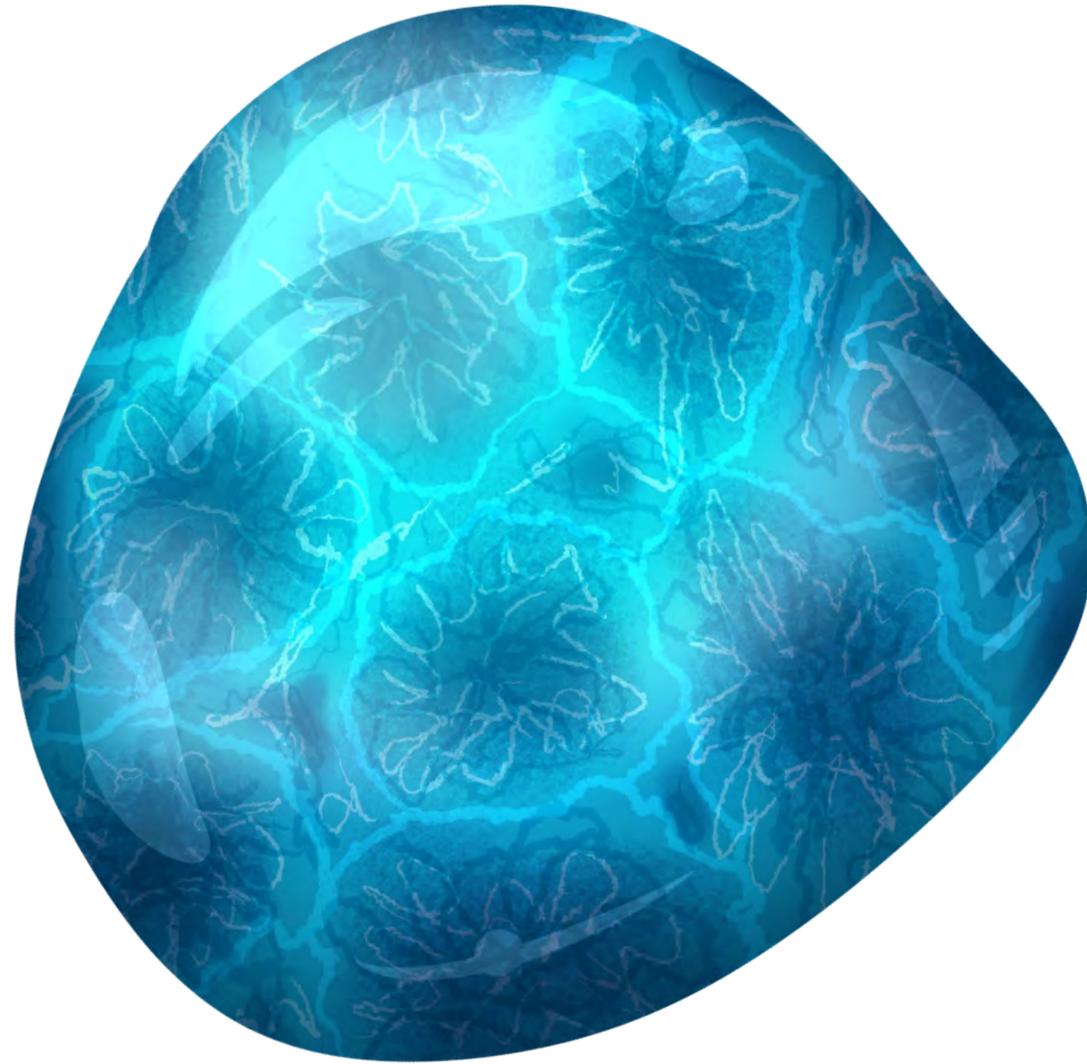
Each type of stone shown is in order as listed: labradorite, water opal, lapis lazuli, malachite, and larimar. Reference photographs of the real-life stones have been provided next to the illustrations.







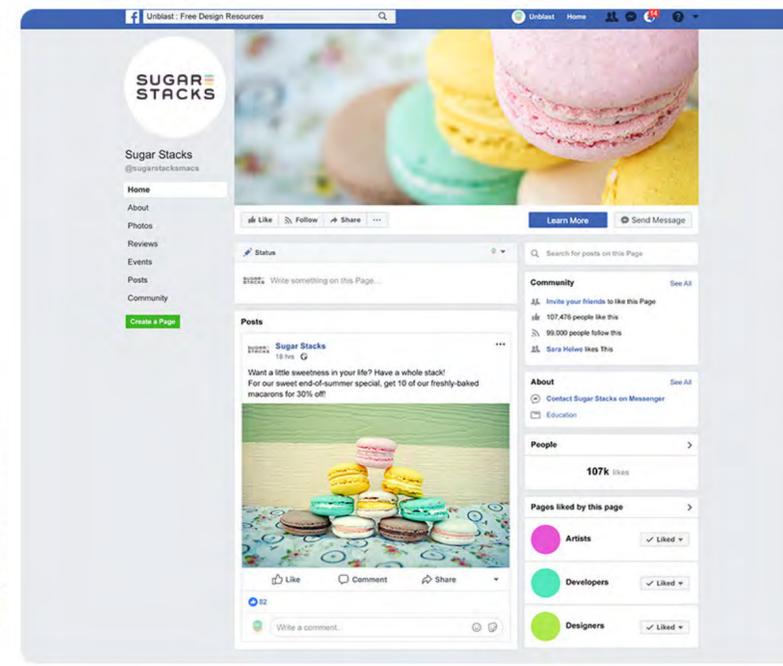




SUGAR STACKS MACARON SHOP

This was a design and photography project surrounding my conceptual brand, Sugar Stacks, a macaron shop. I was tasked with coming up with a business and brand based on any food of my choice. I chose macarons because they are colorful, cute round desserts, and wanted to develop a brand around those characteristics. I created the name, logo, and social media, and photographed macarons to be used in the branding.

The name “Sugar Stacks” is inspired by the iconic way macarons are typically presented: stacked on top of each other. This imagery is featured in the logo itself, with three pastel horizontal stripes serving as the brand’s mark.



SUGAR 
STACKS

SUGAR 
STACKS

SUGAR 
STACKS













MAGNITUDE HOT SAUCE

This was a personal project for me to explore package design, and came up with a potential brand idea to expand upon. Upon researching various packaging designs, thinking of ways I could combine three-dimensional shape and design, I realized the shape of certain bottles matches that of a volcano. I further developed that idea into a hot sauce brand, connecting the heat of volcanos with spicy food.

I intentionally picked a name that was not predictably related to lava, magma, or volcanos. The name “Magnitude” is based on the unit by which earthquakes are rated in severity. Earthquakes trigger volcanic eruptions, tying the two concepts together. To build on the idea of “magnitude”, the brand would have several different sauces that range from mild to extra spicy. Each level of sauce would be named “Magnitude 1”, “Magnitude 2”, etc. depending on the spice level. Magnitude 1 would be the most mild, and Magnitude 7 would be the spiciest of them all.

The “M” of Magnitude serves as the mark for the brand. It’s designed to be legible as a letter M, while having the appearance of an erupting volcanic peak. The diecut label on the bottle emulates the appearance of busted lava rocks floating on top of magma.

MAGNITUDE





GEZELLIG FOOD TRUCK

For this project, I was assigned a food + design movement that was randomly selected. I was given “Stroopwaffel” and “Early Modern”. A stroopwaffel is a Dutch pastry - two thin waffles pressed together, with a filling like caramel, honey, or syrup in the center. It’s a common cafe item as well as a street food item in the Netherlands. I wanted to incorporate the food’s culture of origin into the brand, so I researched various aspects of Dutch culture. The brand’s name, “Gezellig”, is a word in Dutch that can be roughly translated to refer to all things cozy and sentimental.

For the visual identity of the brand, I researched various designers from the Early Modern era, and took the most inspiration from the Bauhaus posters that feature circular motifs and patterns. The logo combines both the stroopwafel and Early Modern inspiration; the logotype is Futura, a typeface developed in 1927 inspired by Bauhaus design principles. The stroopwaffel mark borrows the semicircular shapes seen in Bauhaus posters.

In the final product, Gezellig has a cohesive, historically-rooted identity throughout its products. The truck mimics the Bauhaus-inspired print on the menu comprised of segments of the waffle mark.





FILLINGS

- Caramel \$3.00
- Honey \$4.00
- Maple \$4.00
- Molasses \$5.00

DIPPINGS

- Dark Chocolate ... + \$1.00
- Milk Chocolate ... + \$1.00
- White Chocolate .. + \$1.00
- Triple Swirl + \$2.50

TOPPINGS

- Heath Bar + \$0.50
- Mixed Nuts + \$0.50
- Sea Salt + \$0.50
- Sprinkles + \$0.50

DRINKS

- Black Tea + \$1.00
- Green Tea + \$1.00
- Seltzer Water + \$1.50
- Bottled Water + \$1.50

“MOVING STILL” VIDEO

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[Click here to view video](#)



LAVA LAMP ANIMATION

This was a personal project for me to further learn the principles animation. I chose a lava lamp as the subject due to the blobs within that are fluid, yet solid enough to have visual weight and impact. Once the looping animation itself was completed, I colored and composited it, with the end result being a fully-rendered animation.

[Click here to view video](#)

