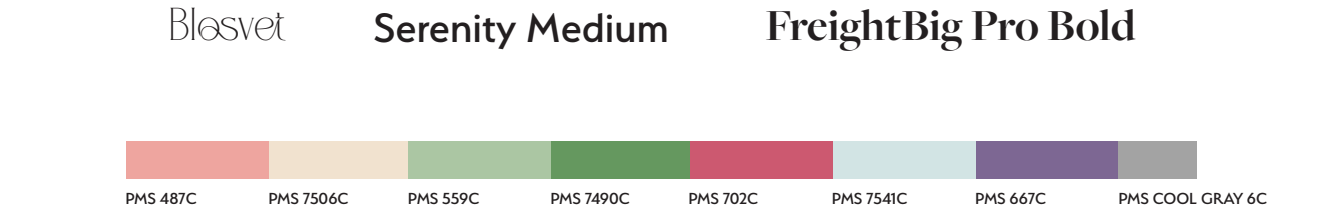


**abbey**oborn  
graphic designer

CHOCOLATE BRANDING  
AND PACKAGING

Project included creating a chocolate brand, including positioning statement, primary mark with assets, and packaging for three varied containers.

Rose Belle is a speciality chocolate company located in Paris, France. Rose Belle is unique in the chocolate business in that it uses unique ruby cocoa beans that are grown in Ecuador, Brazil, and Ivory Coast. A special fermentation process gives the chocolate a natural pink color and a sweet, amorous berry flavor. Rose Belle wants to be perceived by its audiences as clean, luscious, elegant, luxurious, opulent, sophisticated, and human.





EDITORIAL DESIGN

Project included creating an editorial magazine with original photography, nameplate, and layout design.







EXHIBITION POSTER

Project included using image making skills in Photoshop and combining text with image.





BOOK COVER SERIES

Project included creating book cover designs for a series of books that had unity and diversity.



## WATERSHIP DOWN

RICHARD ADAMS



## TAILCHASER'S SONG

TAD WILLIAMS

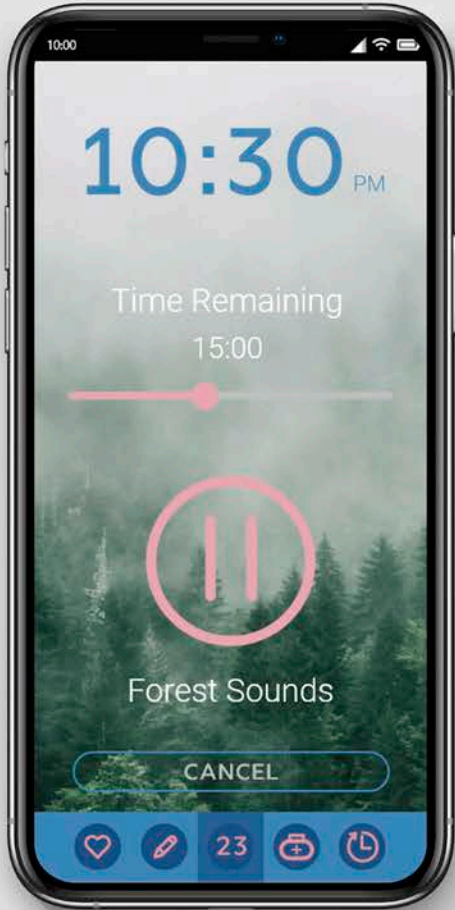


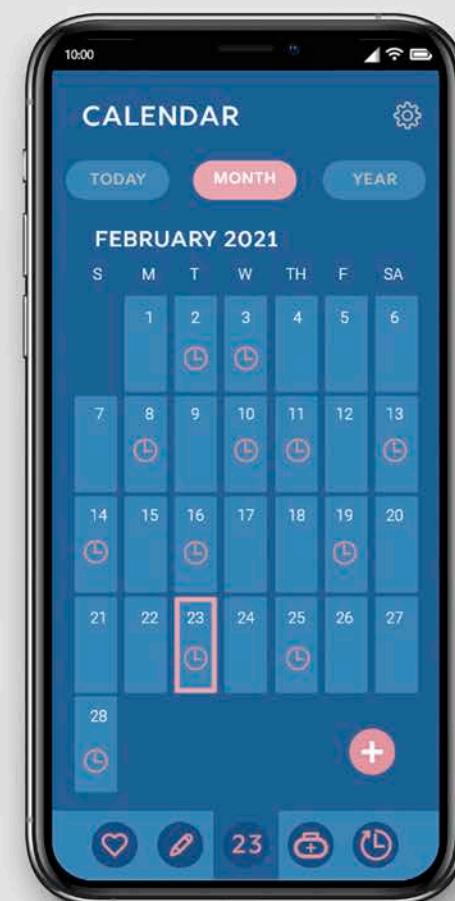
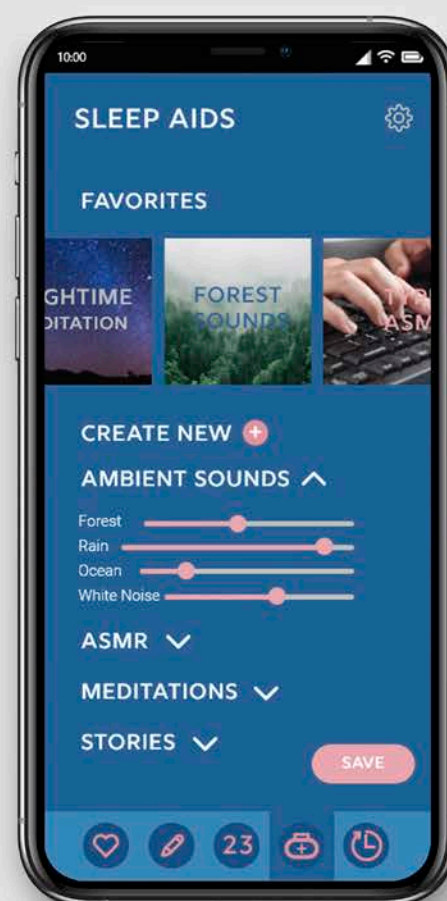
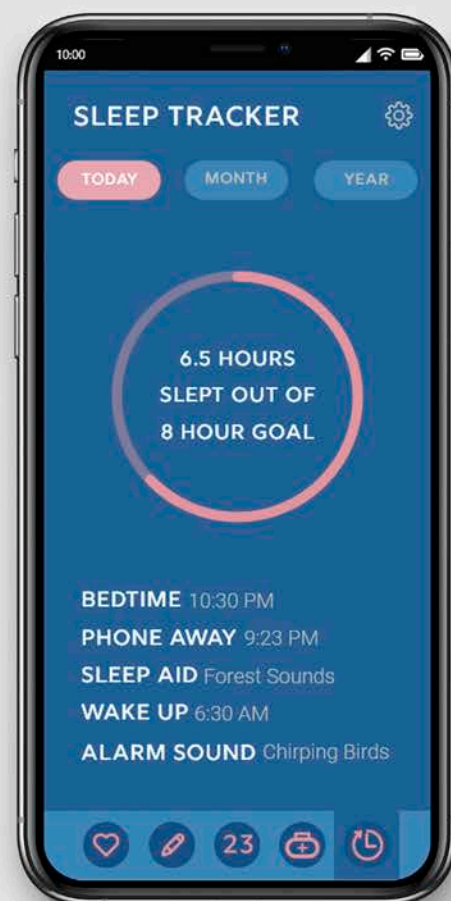
## MRS. FRISBY AND THE RATS OF NIMH

ROBERT C. O'BRIEN

APP DESIGN

Project included creating and developing the interface for a new app.





EVENT POSTER

Project included redesigning  
a found event poster.





HOTEL BRANDING

Project included recreating a hotel’s logo mark and branding system.

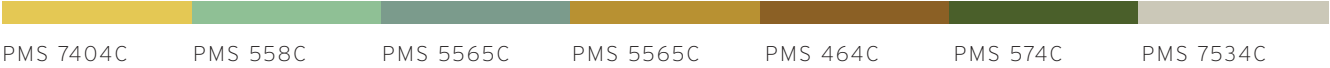


Staypineapple  
HOTEL



FreightBig Pro  
Light / Semibold

Interstate  
Extra Light / Light



PMS 7404C

PMS 558C

PMS 5565C

PMS 5565C

PMS 464C

PMS 574C

PMS 7534C





TYPE AS IMAGE  
MAGAZINE SPREAD

Project included creating type as image  
spreads for a magazine and mocking up  
spreads onto photographs.



“a woman’s face is

Oscar Wilde’s old saw that “a woman’s face is her work of fiction” is often quoted to remind us that what’s on the surface may have little connection to what we’re feeling. What is it in our culture that keeps our smiles on automatic pilot? The behavior seems to be an equal blend of nature and nurture. Research has demonstrated that since females often mature earlier than males and are less irritable, girls smile more than boys from the very beginning. But by adolescence, the differences in the smiling rates of boys and girls are so robust that it’s clear the culture has done more than its share of the dirty work. Just think of the mothers who painstakingly embroidered the words ENTER SMILING on little samplers, and then hung their handiwork on doors by golden chains. Translation: “Your real emotions aren’t welcome here.”

Clearly, our instincts are another factor. Our smiles have their roots in the greetings of monkeys, who pull their lips up and back to show their fear of attack, as well as their reluctance to vie for a position of dominance. And like the opossum caught in the light by the clattering garbage cans, we, too, flash toothy grimaces when we make major mistakes. By declaring ourselves non-threatening, our smiles

provide an extremely versatile means of protection.

Our earliest baby smiles are involuntary reflexes having only the vaguest connection to contentment or comfort. In short, we’re genetically wired to pull on our parents’ heartstrings. As Desmond Morris explains in *Babywatching*, this is our way of attaching ourselves to our caretakers, as truly as baby chimps clench their mothers’ fur. Even as babies we’re capable of projecting onto others (in this case, our parents) the feelings we know we need to get back in return.

Bona fide social smiles occur at two-and-a-half to three months of age, usually a few weeks after we first start gazing with intense interest into the faces of our parents. By the time we are six months old, we are smiling and laughing regularly in reaction to tickling, feedings, blown raspberries, hugs, and peekaboo games. Even babies who are born blind intuitively know how to react to pleasurable changes with a smile, though their first smiles start later than those of sighted children.

Psychologists and psychiatrists have noted that babies also smile and laugh with relief when they realize that something they

thought might be dangerous is not dangerous after all. Kids begin to invite their parents to indulge them with “scary” approach-avoidance games; they love to be chased or tossed up into the air. (It’s interesting to note that as adults, we go through the same gosh-that’s-shocking-and-dangerous-but-it’s-okay-to-laugh-and-smile cycles when we listen to raunchy stand-up comics.)

From the wilds of New Guinea to the sidewalks of New York, smiles are associated with joy, relief, and amusement. But smiles are by no means limited to the expression of positive emotions: People of many different cultures smile when they are frightened, embarrassed, angry, or miserable. In Japan, for instance, a smile is often used to hide pain or sorrow.

Psychologist Paul Ekman, the head of the University of California’s Human Interaction Lab in San Francisco, has identified 18 distinct types of smiles, including those that show misery, compliance, fear, and contempt. The smile of true merriment, which Dr. Ekman calls the Duchenne Smile, after the 19th century French doctor who first studied it, is characterized by heightened circulation, a feeling of exhilaration, and the employment of two major facial muscles: the

zygomaticus major of the lower face, and the orbicularis oculi, which crinkles the skin around the eyes. But since the average American woman’s smile often has less to do with her actual state of happiness than it does with the social pressure to smile no matter what, her baseline social smile isn’t apt to be a felt expression that engages the eyes like this. Ekman insists that if people learned to read smiles, they could see the sadness, misery, or pain lurking there, plain as day.

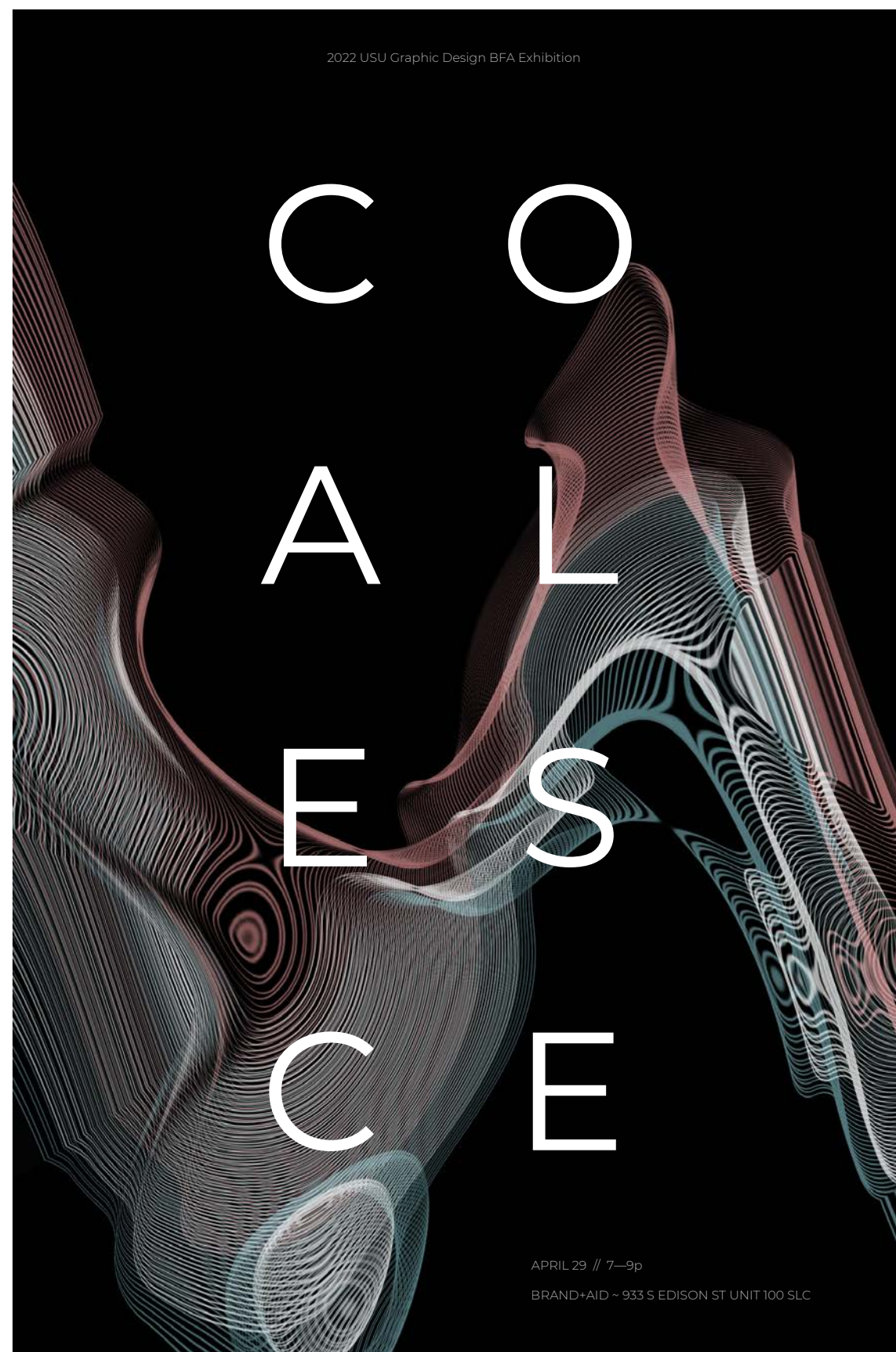
Evidently, a woman’s happy, willing deference is something the world wants visibly demonstrated. Woe to the waitress, the personal assistant or receptionist, the flight attendant, or any other woman in the line of public service whose smile is not offered up to the boss or client as proof that there are no storm clouds, no kids to support, no sleep that’s been missed rolling into the sunny workplace landscape. Women are expected to smile no matter where they line up on the social, cultural, or economic ladder: College professors are criticized for not smiling, political spouses are pilloried for being too serious, and women’s roles in films have historically been smiling ones. It’s little wonder that men on the street still call out, “Hey, baby, smile!

her work of fiction”

EXHIBITION POSTER

Project included creating a direction for the  
2022 USU BFA Graphic Design Exhibition.



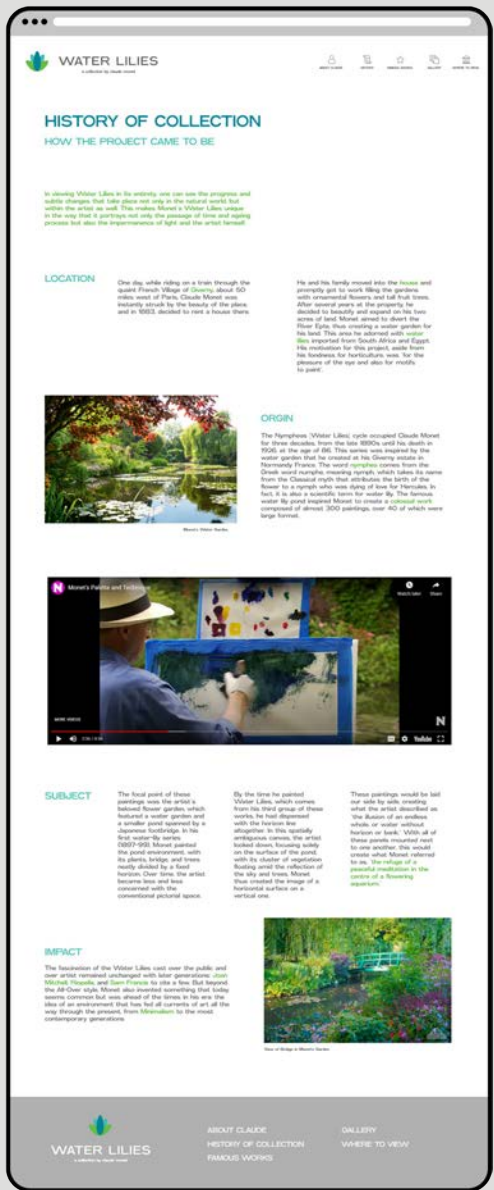


WEBSITE DESIGN

Project included creating the interface and coding a website using HTML and CSS.

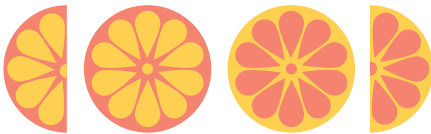






DRINK BRANDING

Project included creating a logo mark and drink label for a drink company.



*Lust Script Display*

**Interstate Bold**  
Interstate Extra Light











SUSTAINABILITY  
BRANDING

Project included creating a sustainability brand including a primary mark with assets and three tote bags based on a given positioning statement.

Everyday Tote by Green State is a sustainably designed reusable bag, produced to replace plastic retail bags. It’s unique in the industry in that it has strong retail design appeal. As a company, Green State cares about the three “Ps” of Sustainability: people, profit and planet. Green State wants to be perceived by its stakeholders as human-centered, desirable, contemporary, cool/hip/fun and earth-friendly.



GO GREEN  
A GREEN PLANET FOR ALL  
BEING GREEN NEVER LOOKED SO GOOD

GREEN STATE  
A GREEN PLANET FOR ALL



HWT ARTZ - REGULAR

Montserrat - Regular



