

Dave Pabellon

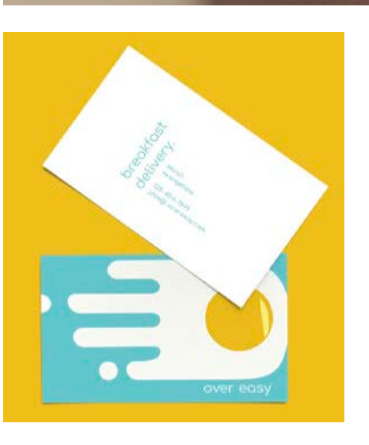
[itisjustdave.com](http://itisjustdave.com)

*Instructional  
Portfolio*

## Graphic Design 1

In this four week project students were tasked with developing, naming, and designing an identity of personal interest.

*"Over Easy Breakfast Delivery Service is an application that allows users to have breakfast at any hour of the day. Breakfast gives the feeling of calmness and initial joy, these are the qualities I want users to experience when interfacing with the brand."*



## Graphic Design 1

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*"Bell designs suits for the confident, androgynous person who is not afraid to blur the lines of gender with their fashion."*

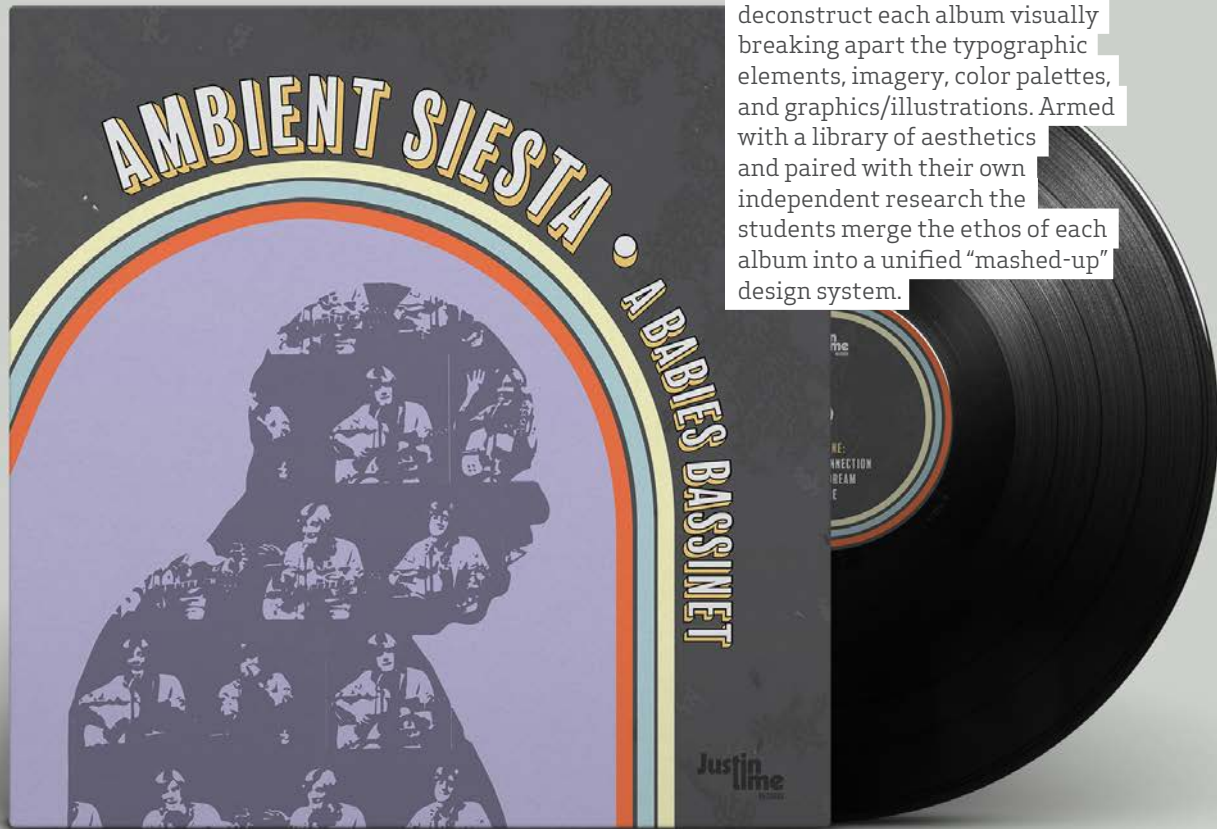


The Mash-up is a six week project in which students are assigned a random pairing of vintage vinyl albums. From there they deconstruct each album visually breaking apart the typographic elements, imagery, color palettes, and graphics/illustrations. Armed with a library of aesthetics and paired with their own independent research the students merge the ethos of each album into a unified "mashed-up" design system.



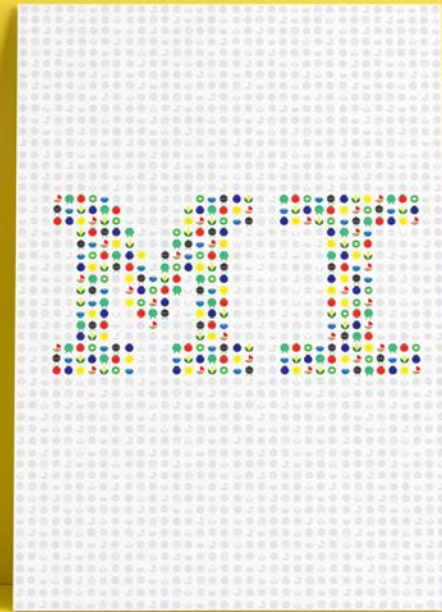
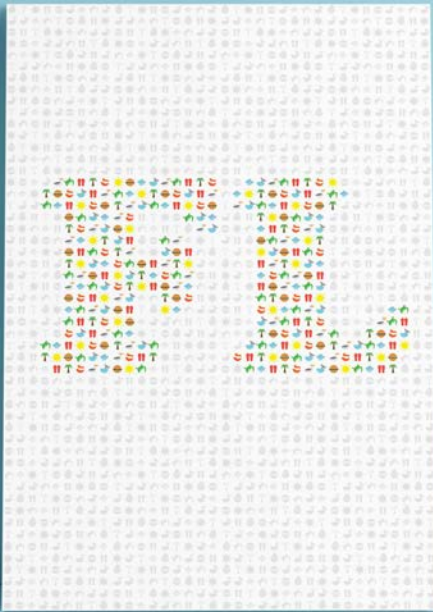
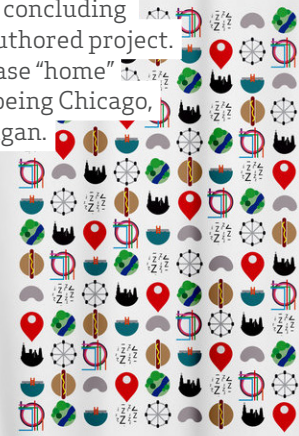
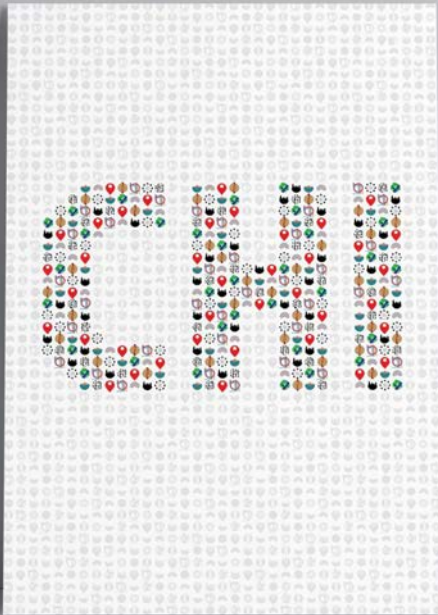
## Graphic Design 2

The Mash-up is a six week project in which students are assigned a random pairing of vintage vinyl albums. From there they deconstruct each album visually breaking apart the typographic elements, imagery, color palettes, and graphics/illustrations. Armed with a library of aesthetics and paired with their own independent research the students merge the ethos of each album into a unified "mashed-up" design system.



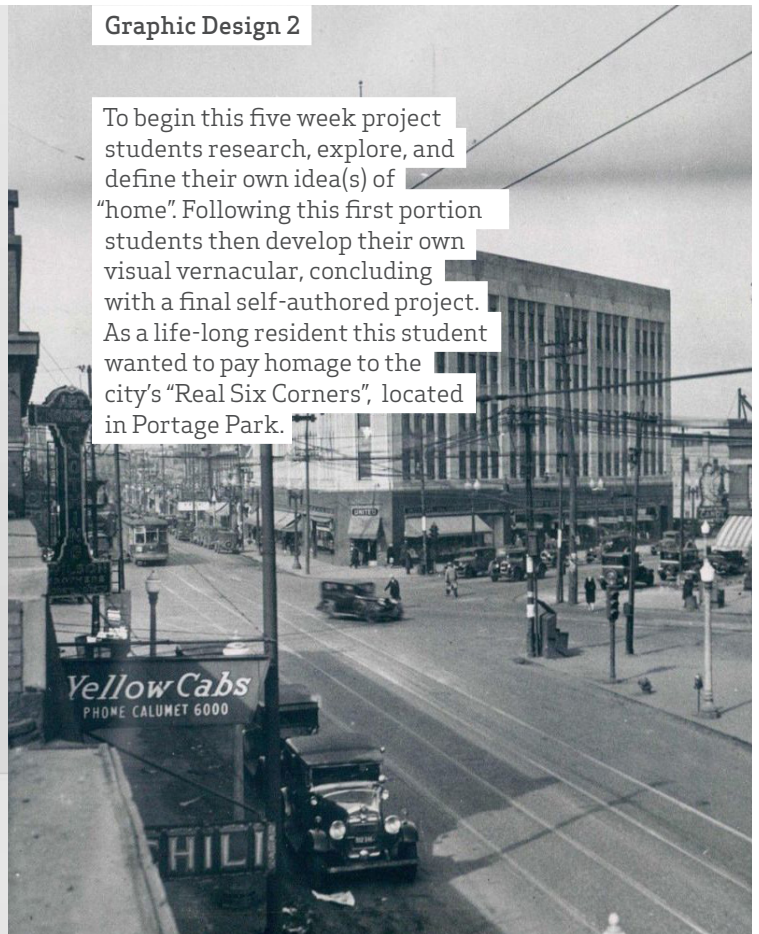
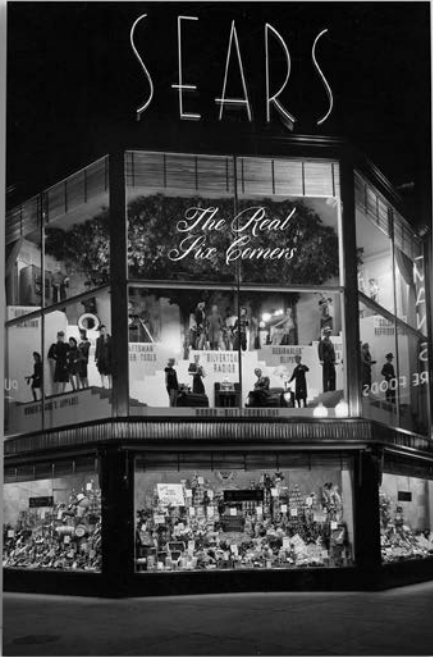
## Graphic Design 2

To begin this five week project students research, explore, and define their own idea(s) of "home". Following this first portion students then develop their own visual vernacular, concluding with a final self-authored project. In this student's case "home" was identified as being Chicago, Florida, and Michigan.

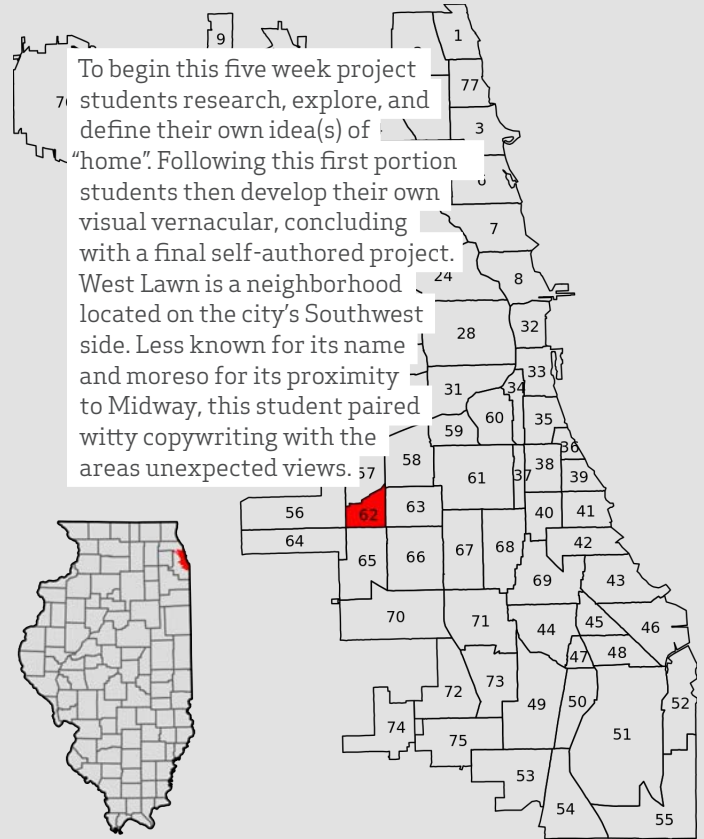


## Graphic Design 2

To begin this five week project students research, explore, and define their own idea(s) of "home". Following this first portion students then develop their own visual vernacular, concluding with a final self-authored project. As a life-long resident this student wanted to pay homage to the city's "Real Six Corners", located in Portage Park.



## Graphic Design 2

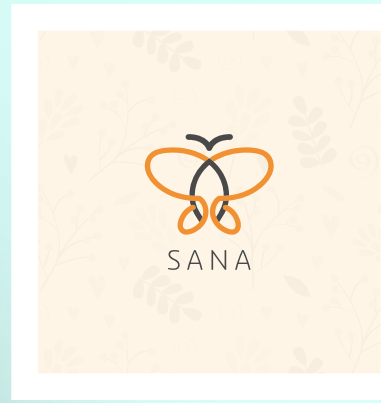




### Graphic Design 3

In this nine week assignment students created identity systems by working with real-life clients (rebrand/ start-ups) or built teams of stakeholders for future brands. Responsibilities included, logo exploration and creation of identity guidelines, through design and copywriting.

*"Sana is a fitness/wellness platform that provides Latina Women with fitness classes, nutrition seminars, and personal growth sessions by way of anonline community of like-minded and culturally connected women."*



**COLOR PALETTE**

**La Monarca**

CMYK: 2,51,91,0  
RGB: 241,144,51  
HEX: F19033

**SANA BRAND GUIDE**

Agua Pura

Horchata

XOLO

CMYK: 54,6,21,0  
RGB: 113,192,200  
HEX: 71C0C8

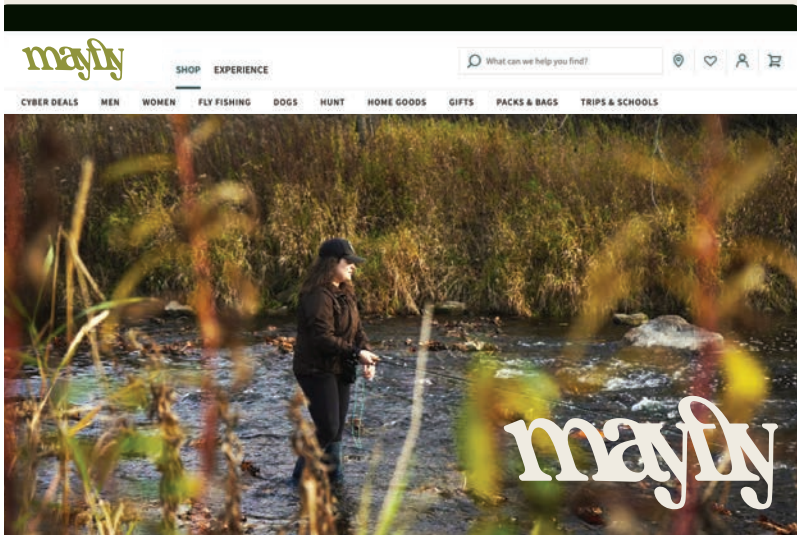
CMYK: 0,3,9,0  
RGB: 255,245,230  
HEX: FFE5E6

CMYK: 66,59,58,40  
RGB: 72,72,72  
HEX: 484848

This palette is the basis for print and electronic graphics. For web and other screen applications, the logo should be rendered with an RGB value or the equivalent HEX number.

Esta paleta es la base para gráficos impresos y electrónicos. Para aplicaciones web y otras aplicaciones de pantalla, el logotipo debe representarse con un valor RGB o el número HEX equivalente.

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*"Mayfly Collective is a women's fly-fishing brand that provides educational experiences and tailored gear to breed a more inclusive and accessible community."*



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*"Intuit champions diverse artistic voices and pathways, inviting all to explore the power of outsider art. By presenting a diversity of artistic voices, Intuit builds a bridge from art to audience."*

Intuit [ ]

[ ] Lindsey Wurz  
Marketing and  
Communications  
Manager [ ]  
Lindsey@art.org [ ]  
Art.org [ ]  
[ ] (312) 374-3862

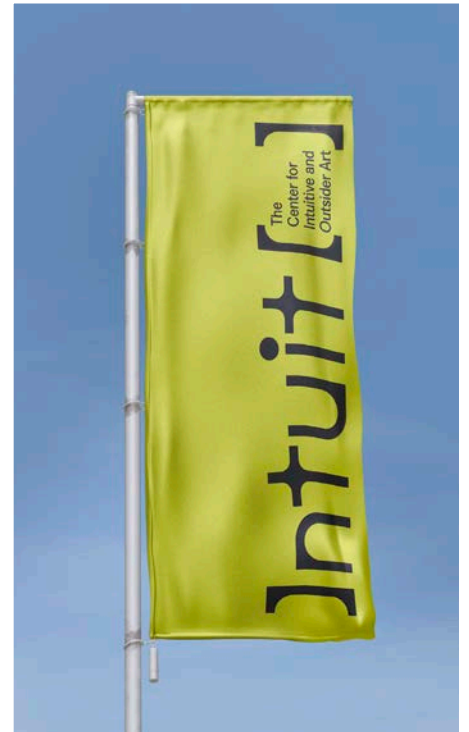
In Focus:

George  
Widener [ ]

[ ] Feb 26, 2022 -  
May 16, 2023



Intuit [ ]  
The  
Center for  
Intuitive and  
Outsider Art



## Publication Design



In this semester-long workshop students are responsible for the development, design, and production of a magazine. Students curate the entire project from start/ideation to finish/physically in print, taking on art direction, photography selection, illustration sourcing, image making, identity/branding, copy, etc. etc.

*"Sprout is a self-care publication that strives to provide people with a creative and thoughtful way of approaching self-care and healing. Sprout brings empathy and understanding to anybody who needs it."*



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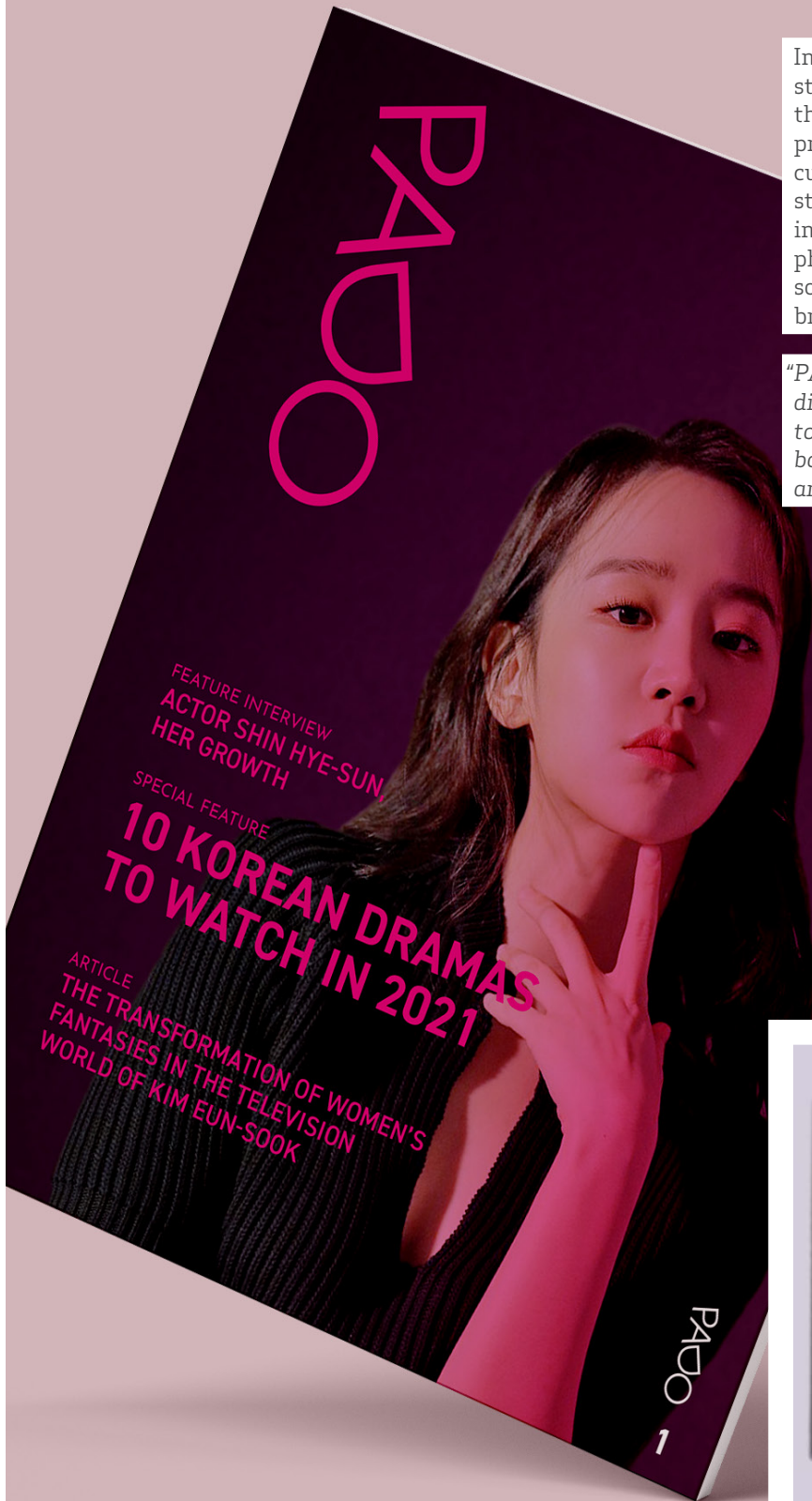
*"At DECENT we strive to uplift the lives of creative African American youth across the Chicagoland area. We amplify the voices of the community by celebrating and empowering them on every page."*



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*"PADO Magazine is a print and digital publication dedicated to showcase Korean cinema, both big and small, in all its glory and pride."*



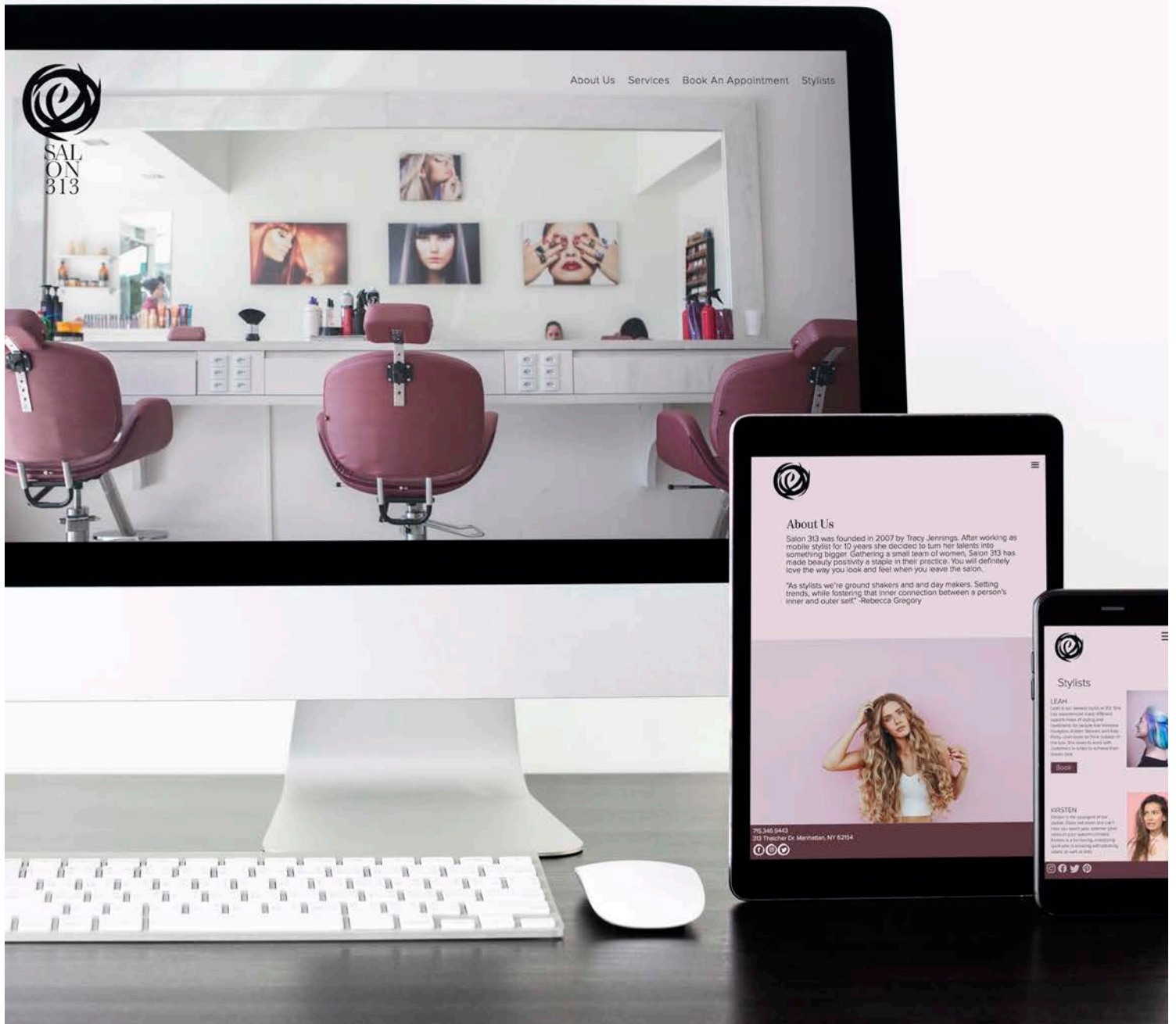
## Web Design

This seven week project required students to revisit a mark they developed in their previous 200 and 300 level design courses and envision it online. Through the use of AdobeXD students prototyped their designs and with the use of HTML/CSS made them live to specification. Buds is a fictional plant adoption non-profit.



## Web Design

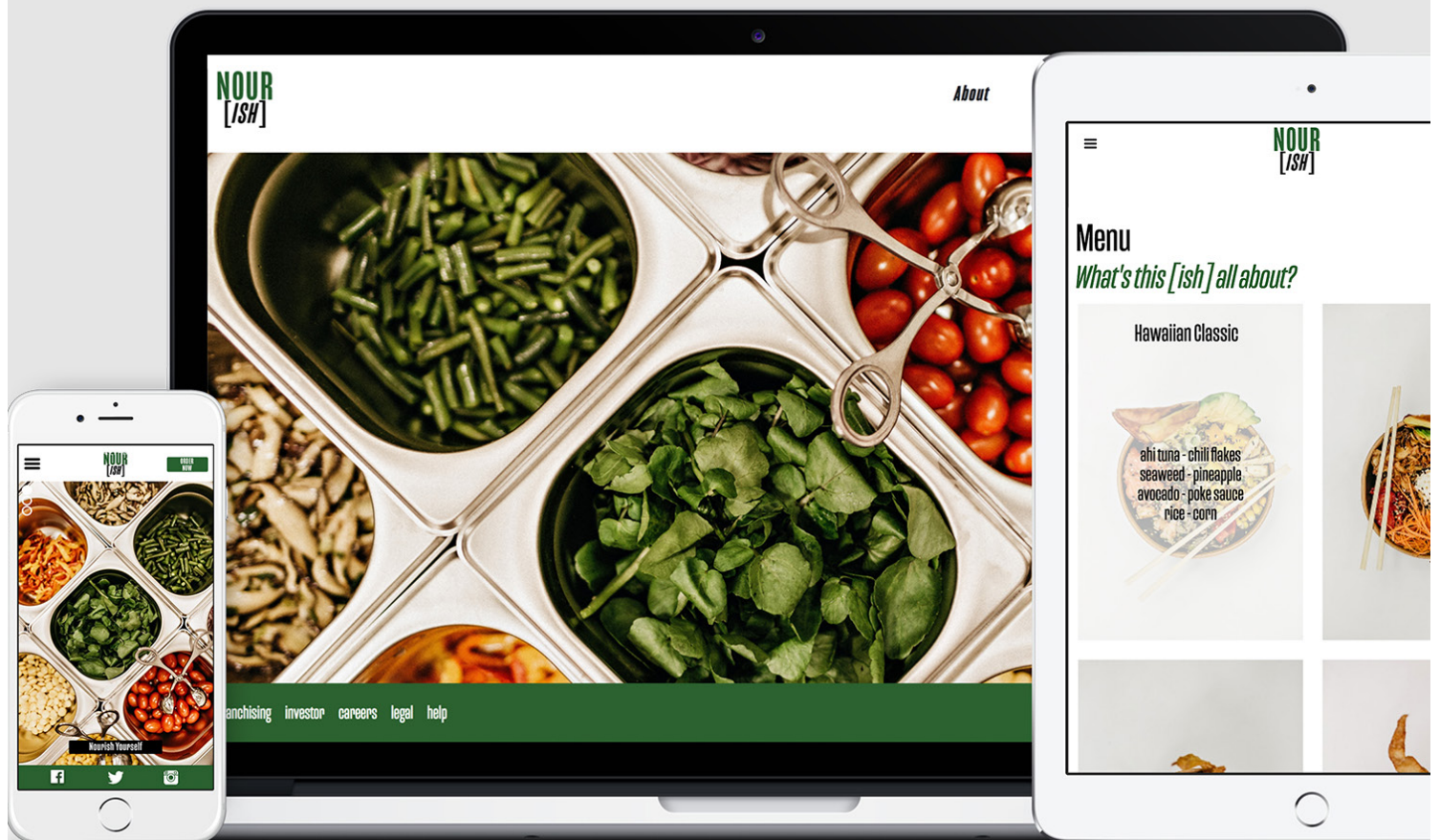
This seven week project required students to revisit a mark they developed in their previous 200 and 300 level design courses and envision it online. Through the use of AdobeXD students prototyped their designs and with the use of HTML/CSS made them live to specification. Salon 313 is a fictional high-end hair salon.





## Web Design

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## Graphic Design 5

This seven week project was included in the YOU ARE A(NTI) RACIST Exhibition.

As preface, students were introduced to Design Justice principles, and specifically the DAP Collective Design Justice Demands, via, readings, lectures, and guest visitors. From there they were challenged to create a site-specific action based response. The response had to live/display in the gallery, physically, yet still be immersive using an AR/VR platform of their choice.

*"Through this project I am to protect, and reclaim public space through liberatory planning and policy. In Chinatown, there are many spaces that are vacant. However, if such buildings were reposed, it could reattract business to that area and simultaneously restore and protecting the iconic Asian culture of Chinatown."*



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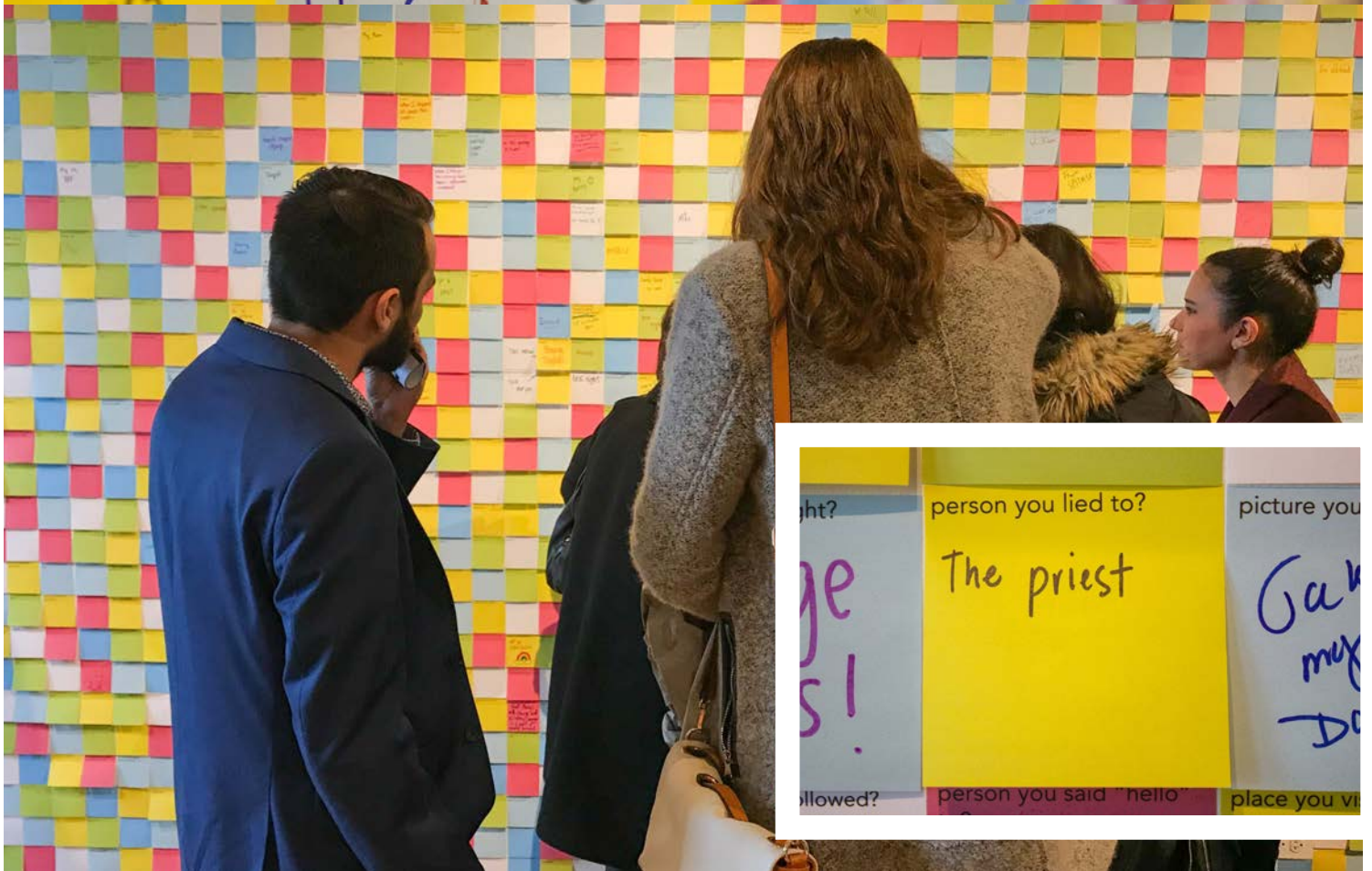
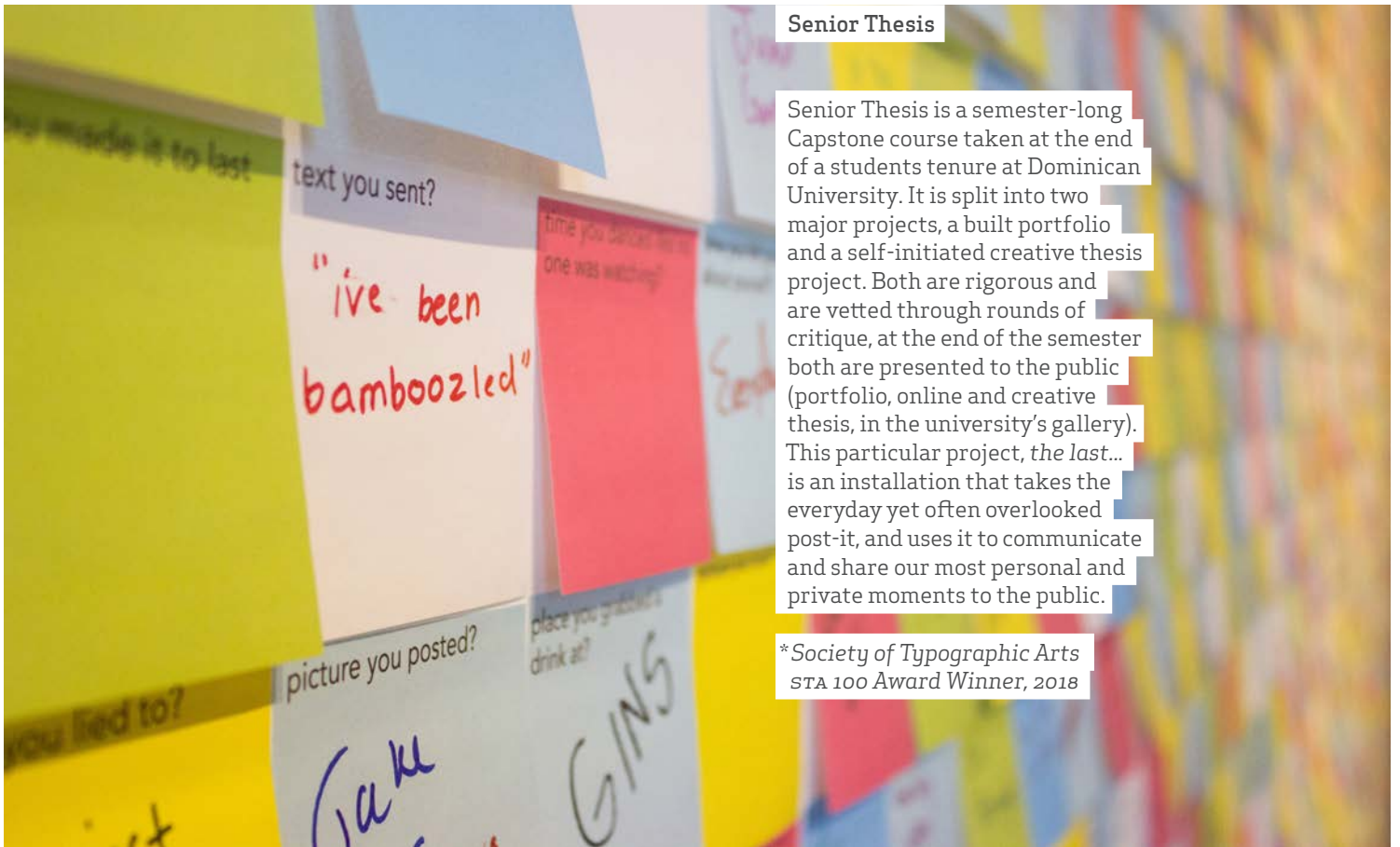
*"Governments would rather invest money into architecture to keep homeless people out of public spaces than in resources for them to get support like food banks, homeless shelters, and safe spaces to survive cold winters in places like Chicago."*



## Senior Thesis

Senior Thesis is a semester-long Capstone course taken at the end of a student's tenure at Dominican University. It is split into two major projects, a built portfolio and a self-initiated creative thesis project. Both are rigorous and are vetted through rounds of critique, at the end of the semester both are presented to the public (portfolio, online and creative thesis, in the university's gallery). This particular project, *the last...* is an installation that takes the everyday yet often overlooked post-it, and uses it to communicate and share our most personal and private moments to the public.

\*Society of Typographic Arts  
STA 100 Award Winner, 2018



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*\*Society of Typographic Arts  
STA 100 Award Winner, 2018*

