

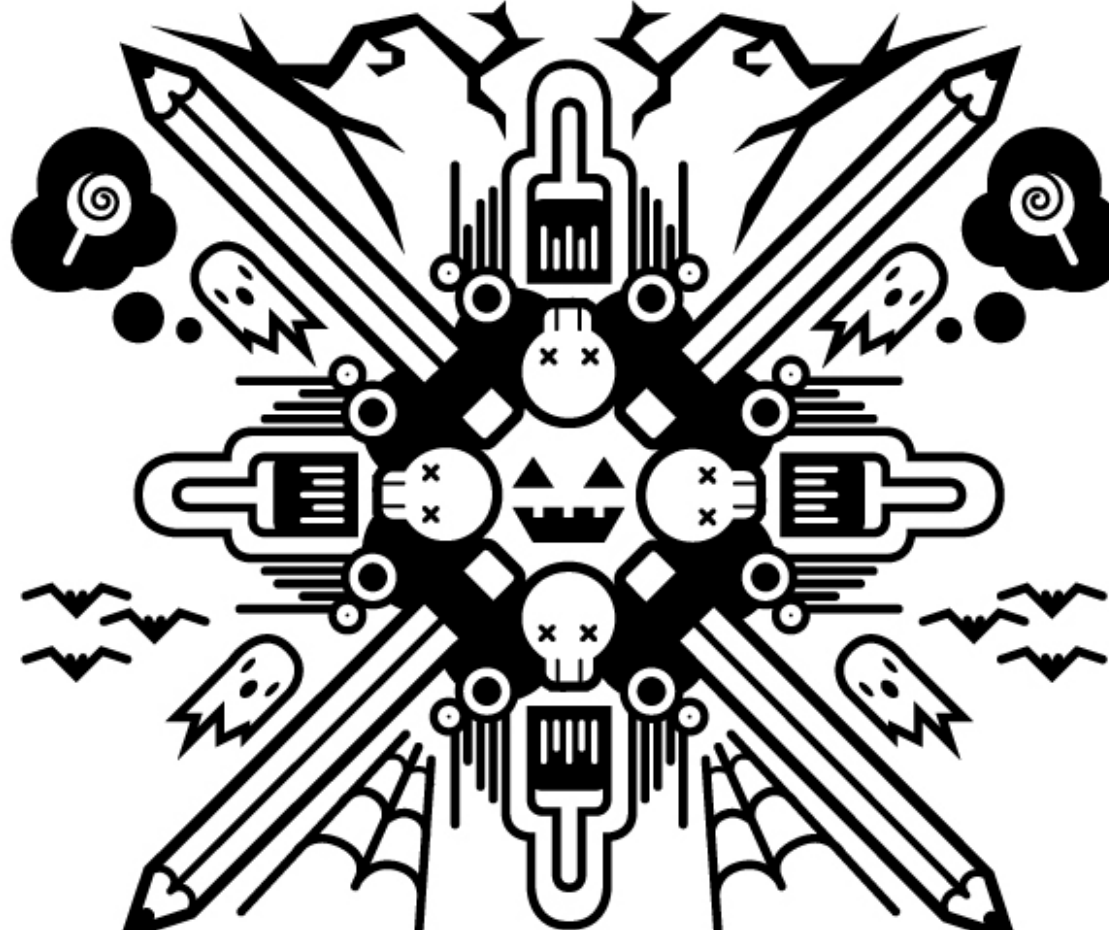
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# **kimisgold** PORTFOLIO



### jetBlue — oneBlue advertisement

The airline jetBlue is one of the youngest and hippest of its kind out there. They pride themselves on their dedicated customer service and their various in-flight features, such as XM satellite radio and television channels. I explored the idea of connections on multiple levels: connecting to different technologies, connecting flights, and the connections we make in the stars.




ON HALLOWEEN, XYZ GALLERY PRESENTS AN

# ART BATTLE!!!

**WHAT:** XYZ Gallery invites teams of 2-4 individuals to bring any art supplies and materials they have to compete in a creative one-day event. A challenge will be issued the day of, and winners will receive art prizes at the end of the competition. All ages are welcome!

**WHEN:** Saturday, October 31, 1-3 PM

**WHERE:** XYZ Gallery  
223 N. Main St., Blacksburg  
(Between More Than Coffee and Joe's Diner)



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### XYZ Gallery — Art Battle advertisement

XYZ Gallery is a student-run art venue based in Blacksburg, Virginia. The Art Battle was a one-day competition event that took place on Halloween. I designed the ad to be eye-catching and fun with a pop aesthetic in mind. I provided both a color version and a black and white version for easier distribution.

# passwd

the digital hookup on the printed page

volume 1, issue 1

Who hit pause on MUXTAPE?

We have all the details on the music mix meltdown

Internet Kindergarten: Learning how to share all over again with tumblr

25 iPhone applications to stay in touch with your friends!

All this and more inside!

## how twitter

has got our hearts a-flutter



# passwd

NOVEMBER 2008

01 Editor's Note and Contributors

02 Comments

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04 Sidebar

05 Violation of the Rules

06 Bomb the "Blogosphere"!

07 Muxtape Meltdown

08 The Multiplayer Option

09 LinkedIndustrious

10 Your iPhone Friends

11 Blip On Your Radar

12 New To-do, Check!

COVER STORY

**Short and Tweet:**  
Twitter floods daily life with microblogging. Is it too little and too much?




# Muxtape's Meltdown

Muxtape creator Justin Oulette shares all the sordid details of his confrontation with the RIAA. *By Justin Oulette*

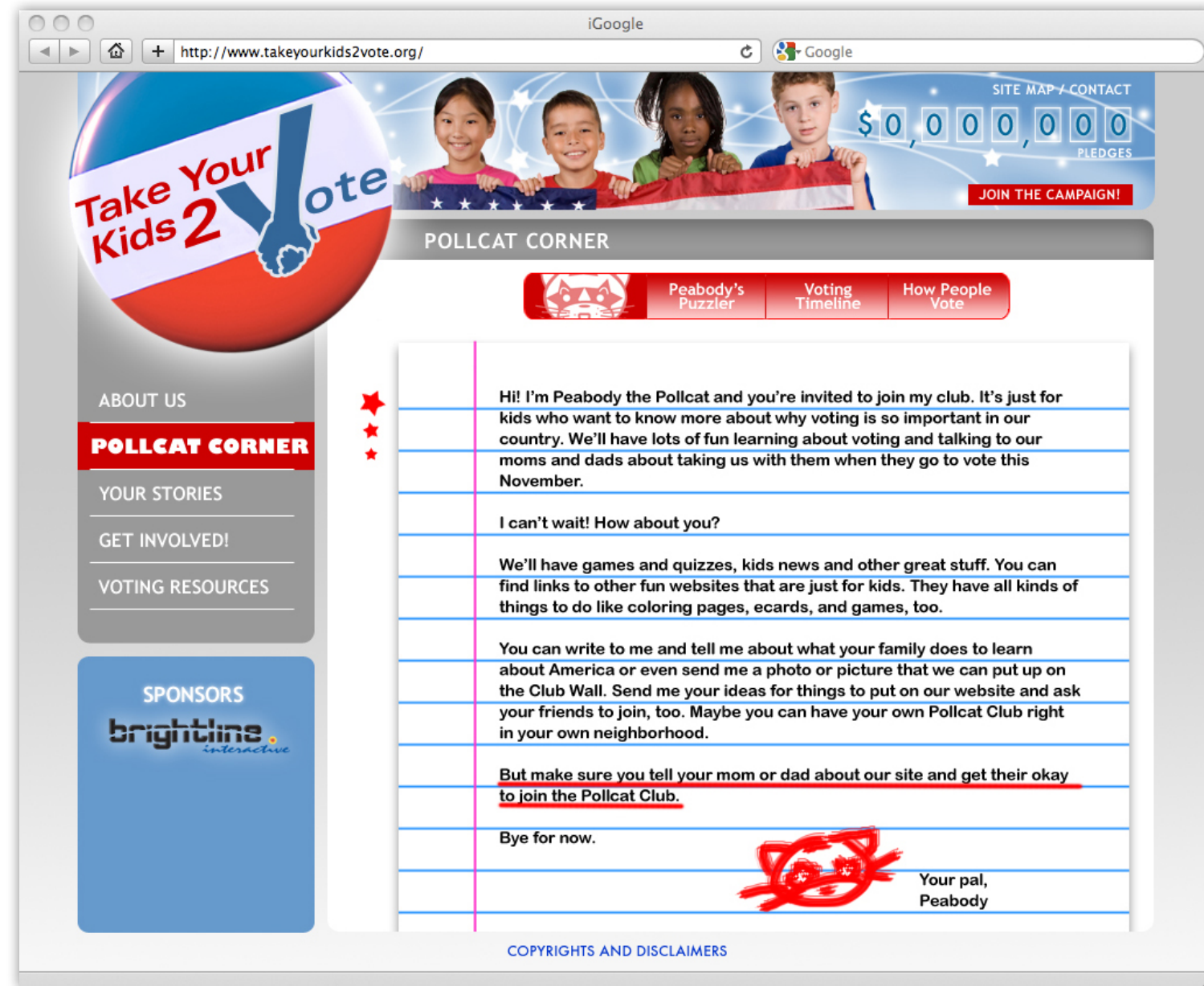
I love music.

My goal with Muxtape's design was to translate some of that tactile into the digital world, to build a context around the music that gave it a little extra spark of life and made the colder anxious to listen."

Justin Oulette, Muxtape creator, wearing headphones and a green t-shirt with the word 'Vespa' on it.



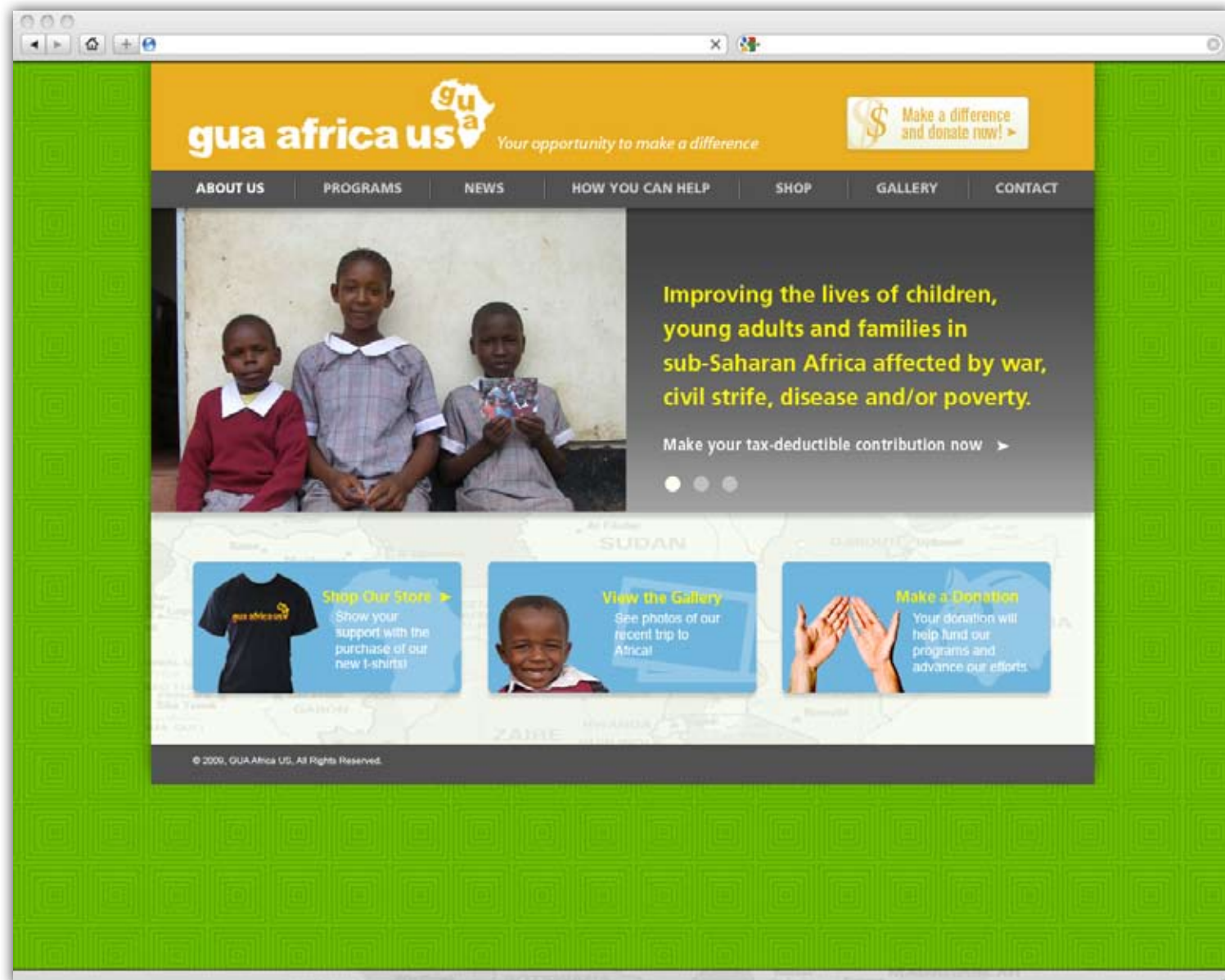
**passwd — magazine covers and spreads**  
Social media is on the rise, and *passwd* serves as a monthly guide to the latest means of connecting with others on the internet. I designed and illustrated the imagery in the magazine to be friendly and fresh, the tone I get from online social networking itself.



**Take Your Kids 2 Vote — website**

The Take Your Kids 2 Vote campaign encourages parents to teach their children about democracy. I designed the website to be family friendly and give democracy an almost magical feel.

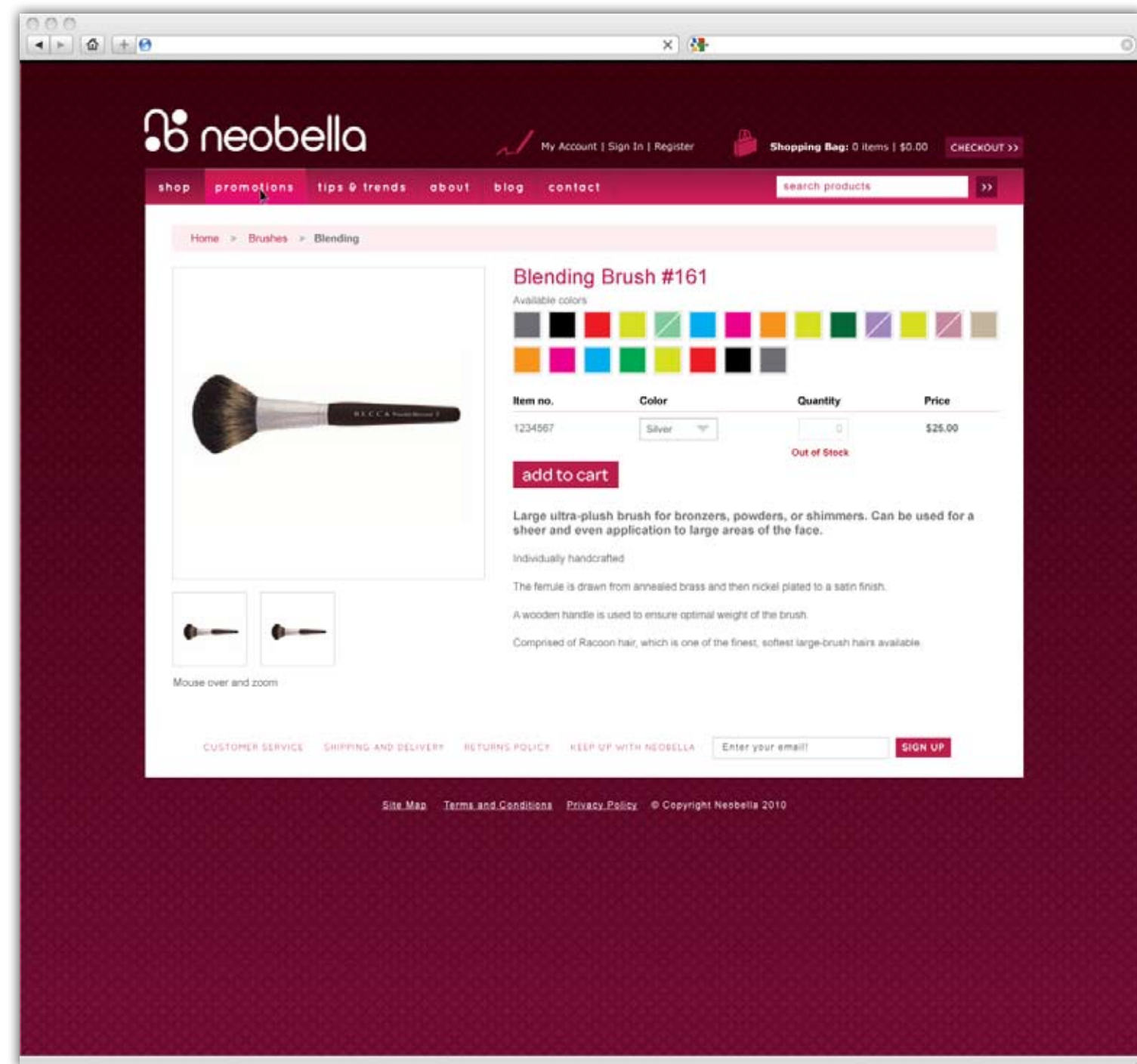
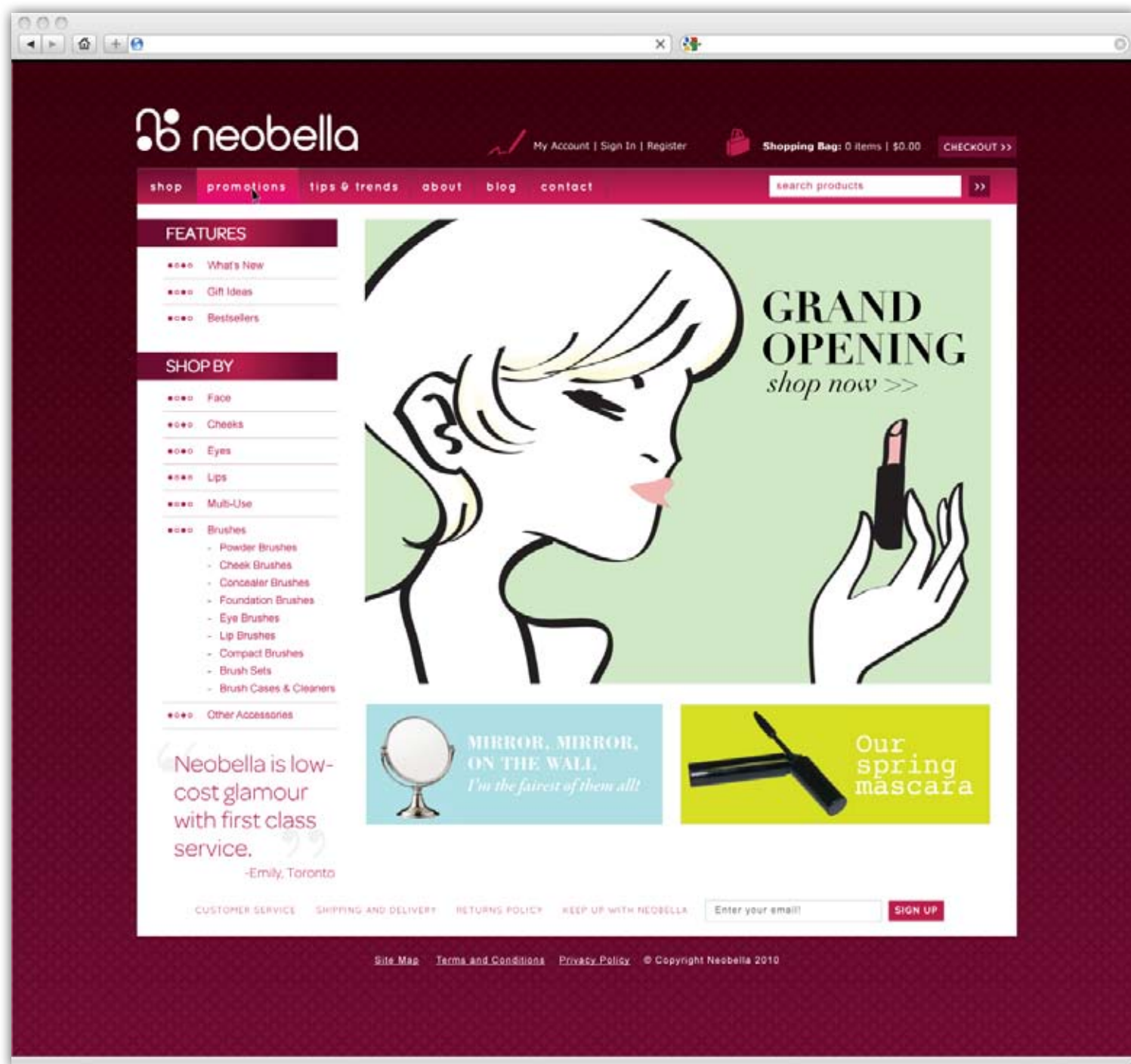
Other credits: Erik Muendel, art director



### GUA Africa US — website

GUA Africa is a UK-based charity that assists families in Kenya and Sudan with educational opportunities. The charity wanted to expand to the US and needed a website for their American chapter. With the website, I wanted to focus on the faces of both the volunteers and the families while also using an energizing color palette to convey the positive energy of volunteer work.

Other credits: Danny Taglienti, art director



### Neobella — website

The founder of cosmetics retail startup Neobella described her brand as chic, girly, and “glamor for less”. I designed Neobella’s first website to have a modern look while also providing the customer with a pleasant and efficient shopping experience.



**Neobella — homepage illustration**

Neobella requested illustrations to accompany their website on the landing page. I looked to fashion design sketches for inspiration and used the vivid pink to make the lipstick color the focus of the image.



# Short and Tweet

What everyone's been talking about in 140 characters or less

by Justine Harman

The Internet is twittering about Twitter, a new kind of blogging and social networking service.

Twitter lets users post short, 140-character messages about what they're up to, and the messages can then be read by anyone over SMS, the Web, instant messaging, and RSS.

Uber-blogger Robert Scoble is one of Twitter's most enthusiastic and vocal advocates. He calls it "micro-blogging." Blogging has evolved into a complicated process. But Twittering is easy and fun; you just type your brief message into your Web browser or cell phone, hit the send button, and your message is out in the world, typos and all.

Users can read "tweets" from all other users, from friends whose Twitter blogs they subscribe to, and they also can mark their own tweets as public or private.

"It's a way to stay in touch with your friends," says Evan Williams, founder of Obvious, the San Francisco company behind Twitter. "You can tell people you're eating a peanut butter sandwich, or thinking about the state of the world."

Twitter users send and read messages using a variety of channels: The Web, SMS, instant messaging, and RSS. The service also has an API for building third-party applications, which are springing up like weeds. These include applications to provide weather reports, tell the status of various lines on the London Underground, and provide earthquake information for Silicon Valley.

And Twitter is growing fast. The blog Waxy.org looked at monthly number of messages on Twitter, from its March, 2006, beta to the present. The service peaked at 3 million messages in January, and had already achieved 2.5 million messages in the first half of March, meaning that it's likely to achieve at least 5 million messages this month, probably a lot more.

Twitter has achieved 273% growth in visitors in the past three months, according to the Web traffic monitoring tool Alexa. Alexa's graph of Twitter page-view growth shows a hockey-stick curve with the line becoming nearly vertical a little after the beginning of the month.

Ross Mayfield, at the blog Many 2 Many, says Twitter has "tipped the tuna. By that I mean it started peaking. Adoption amongst the people I know seemed to double immediately, an apparent tipping point. It hasn't jumped the shark, and probably won't until Steven Colbert covers [Twitter]," Mayfield says.

Sean Ammirati started us-

ing Twitter four weeks ago, but didn't use it much until he went to the South by Southwest conference in Austin, Texas, this week. SXSW was a nexus of Twitter activity, with a group of SXSW attendees using the service to keep each other informed of parties, panels, and goings-on at the conference in and around Houston.

"South by Southwest was a good audience for Twitter — it's an early adopter crowd," says Ammirati, who is VP of business development for mSpoke, a Pittsburgh company that develops a platform to allow publishers to customize online content for individual users. "And Evan Williams is a well-respected individual in that crowd."

Prior to launching Twitter, Williams co-founded Pyra, the service that developed Blogger in 1999. Blogger was the first blogging service with mass-market appeal, and it's still popular, now a part of Google.

Scoble used Twitter to organize a barbecue dinner at the conference Monday, which Ammirati and I attended together. We were supposed to meet with Scoble and about 30 other attendees in front of the convention center, but we couldn't find him. Ammirati opened up his PowerBook and checked Twitter to see if Scoble had posted an update, but he hadn't. We eventually connected simply by going to the restaurant we were supposed to meet at in the first place.

On the way back to Austin after dinner, Ammirati curled up with his PowerBook in the back seat of a Ford Mustang, checking Twitter to find parties going on that evening. That didn't work either.

But, despite those two failures, Ammirati says that Twitter proved quite useful overall in identifying parties and events worth attending. "I ended up finding a bunch of places to go," he says.

And Ammirati and I were able to use Twitter to connect for an interview. I phoned him Thursday, left a voice mail and then, a couple of hours later, added him to my network of Twitter friends — people whose Twitter messages would be visible on my Twitter page.

Twitter immediately e-mailed Ammirati to let him know I'd friended him, and he phoned me to do the interview.

But I fumbled the cell phone and accidently dropped the call before answering. So I Twittered: "@Sean: Call me again, please. I fatfingered the phone."

By preceding his name with the @ sign, I indicated that the message, while visible to the world at large, was intended just for Sean.

Sure enough, he called me back a minute later.

## passwd — Twitter spread illustration

I drew this illustration for an article on the microblogging service, Twitter. People use Twitter to write quick posts about their daily activities, interesting finds, and more. I wanted to illustrate the multiple uses of Twitter with a whimsical depiction of people "tweeting".



**Take Your Kids 2 Vote — Peabody Pollcat character design**

The Take Your Kids 2 Vote campaign needed a face that would appeal to children, and provided the concept of Peabody Pollcat. I drew him to wear the stripes of the American flag in his shirt and its stars in the markings surrounding his eyes.



**Josephine Fu — tattoo**

A good friend requested a tattoo design that incorporated steampunk elements, depicted Miss Havisham's broken clock from Charles Dicken's *Great Expectations*, and would lie behind a shoulder while extending over the shoulder itself. I drew the broken pocketwatch being eaten by stylized flames using long, flowing lines to give off an art nouveau feel.

# BRAND SUMMARY

GORDO'S GRILLE

### LOGO COLOR



### LOGO ON COLOR



### COLOR PALETTE



### LOGO GRAYSCALE



### LOGO REVERSED



### SUN MARK



### FONT PALETTE

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

Avenir Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

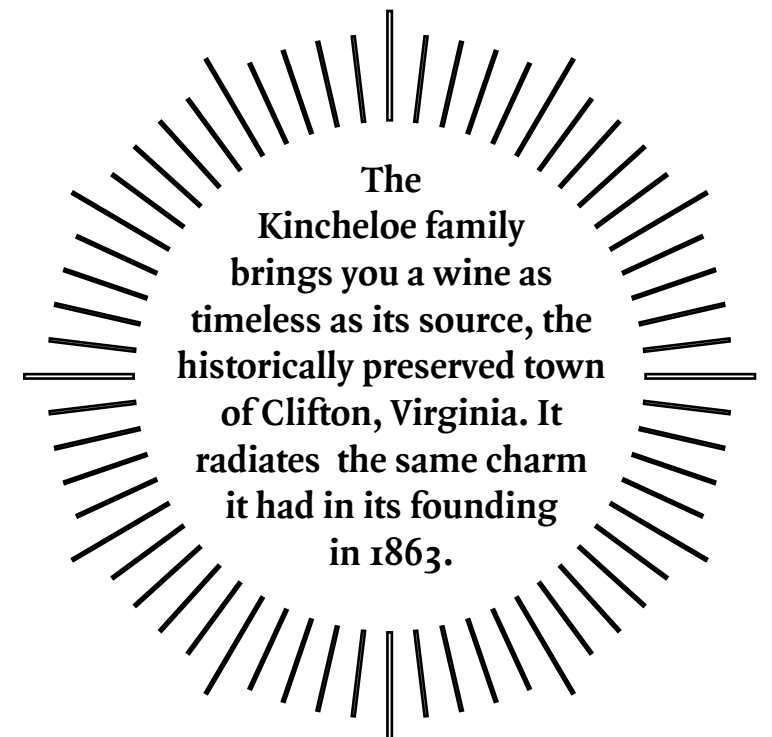
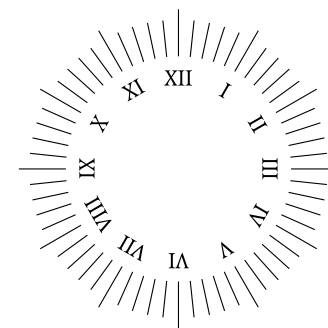
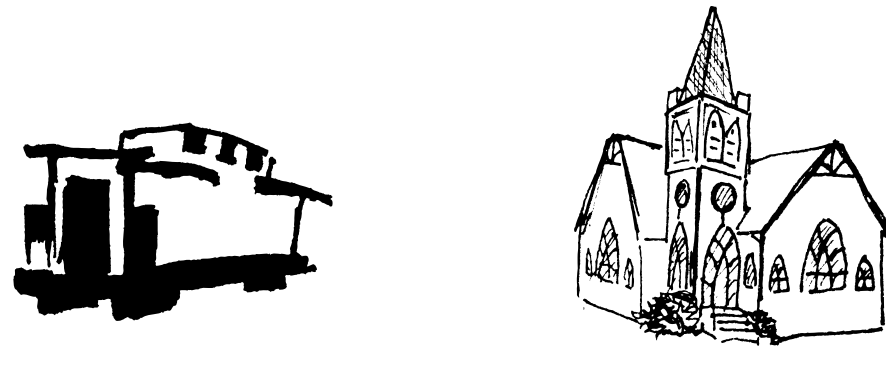
Avenir Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

### Gordo's Grille — identity package

Gordo's Grille was a proposed Mexican sit-down restaurant. The client wanted the brand to convey the type of cuisine while distancing itself from even more casual, fast-food Mexican food venues. I created the custom handwritten logotype, used Gotham for the tagline, and chose the burgundy and dark gold for a more mature color palette.

Other credits: Danny Taglienti, art director; Yun Kim, graphic designer



**Kincheloe — wine packaging**

Kincheloe wine comes from Clifton, Virginia, a historically preserved town that dates back to the 1890s. I wanted the design brand to reflect the timeless quality of the wine's origin, and thus created a ring of tick marks to evoke a clock without hands. I also sketched two visual landmarks of Clifton to use in the branding: the town's Baptist church and red caboose. I designed for wine bottles, a canned line, and wine charms.



**Blind Tiger — energy drink packaging**

Blind Tiger drink features both caffeine and alcohol. The name comes from blind tiger gatherings during the Prohibition-era: attendants paid a fee to see a caged tiger and would receive complimentary alcohol. I wanted the brand to be sophisticated yet mysterious like its inspiration. I focused on stacking a variety of typefaces along with a half-tone, screenprinted look for the imagery. The box is the cage for the tigers that peek out of the container's gripholds.