



REBECCA  
BURNS  
GRAPHIC DESIGN



## RIPIENO BRANDING

An original restaurant identity inspired by a chef icon. Ripieno's central focus is family. We are a welcoming, family-oriented Italian restaurant whose mission is to deliver authentic Italian cuisine in a comfortable environment.

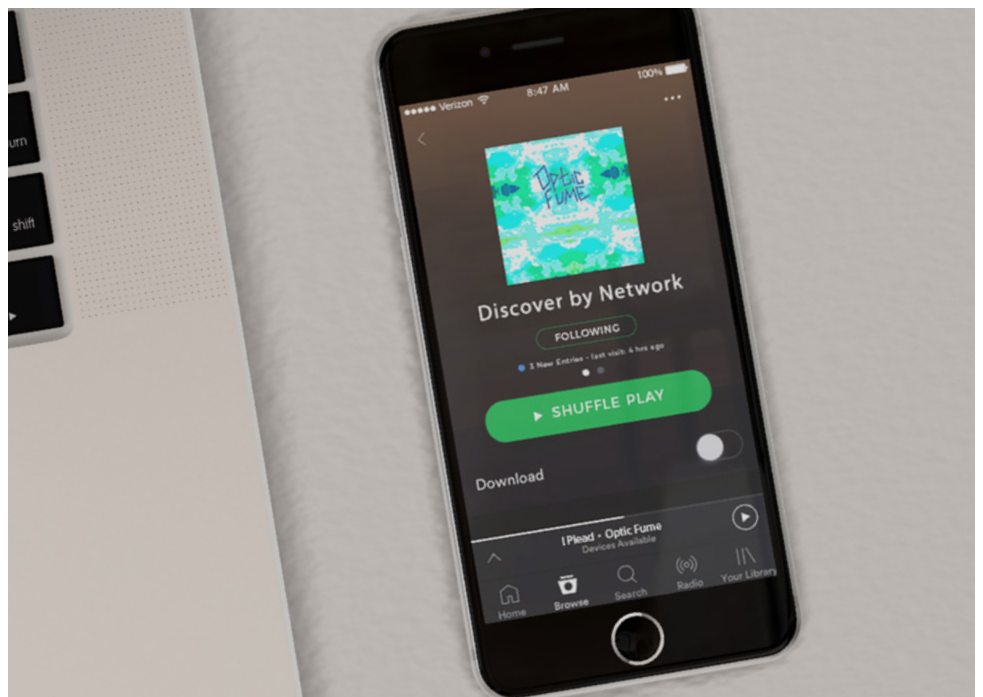






## OPTIC FUME VINYL DESIGN

Vinyl album designed for a fictitious alternative rock band. Optic Fume is composed of an energetic and ambitious group of college friends from Missouri. This vinyl includes songs that represent their grungy style inspired by their love for pop and rock.







## PROYYA PACKAGING

A fictitious, niche brand which specializes in 21st birthday parties and celebrations. Proyya is a company who uniquely packages the essential products for a girl's memorable 21st birthday.







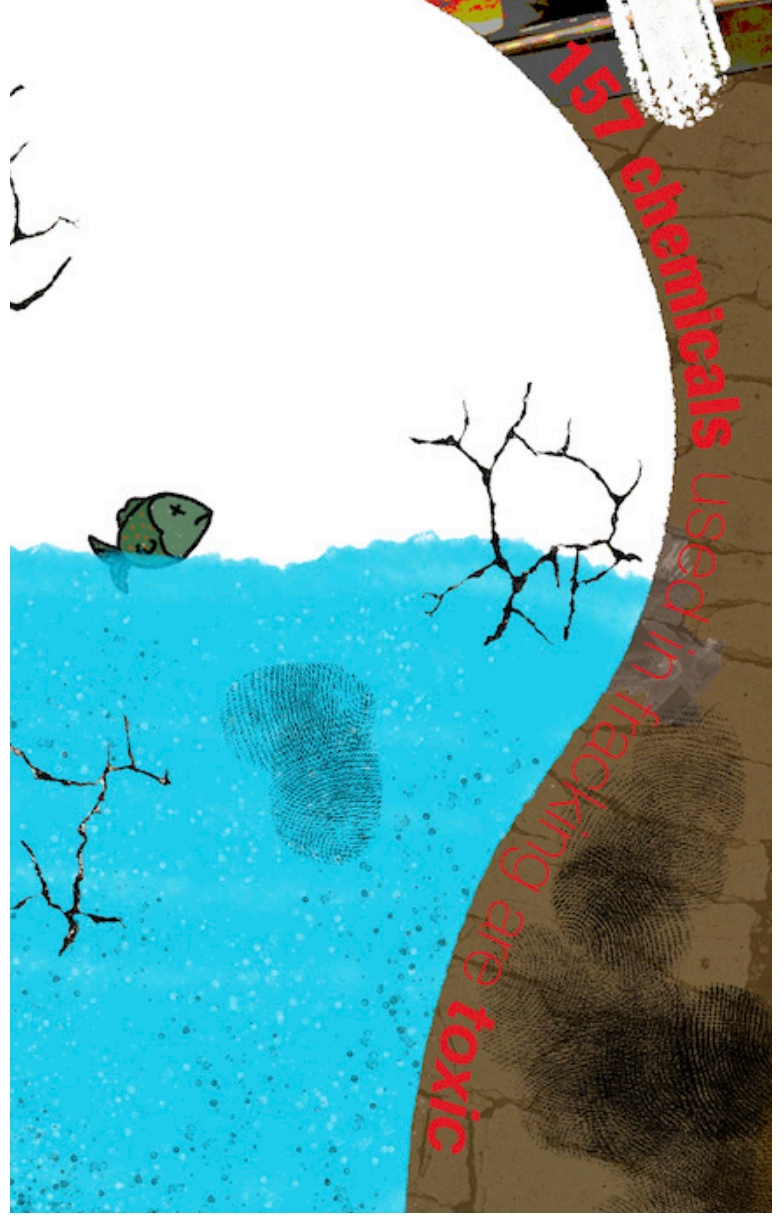
## DON'T BACK FRACK

Call to action collage poster which features the tag line "Don't Back Frack." This poster displays the harmful consequences of fracking through various layers of visuals.





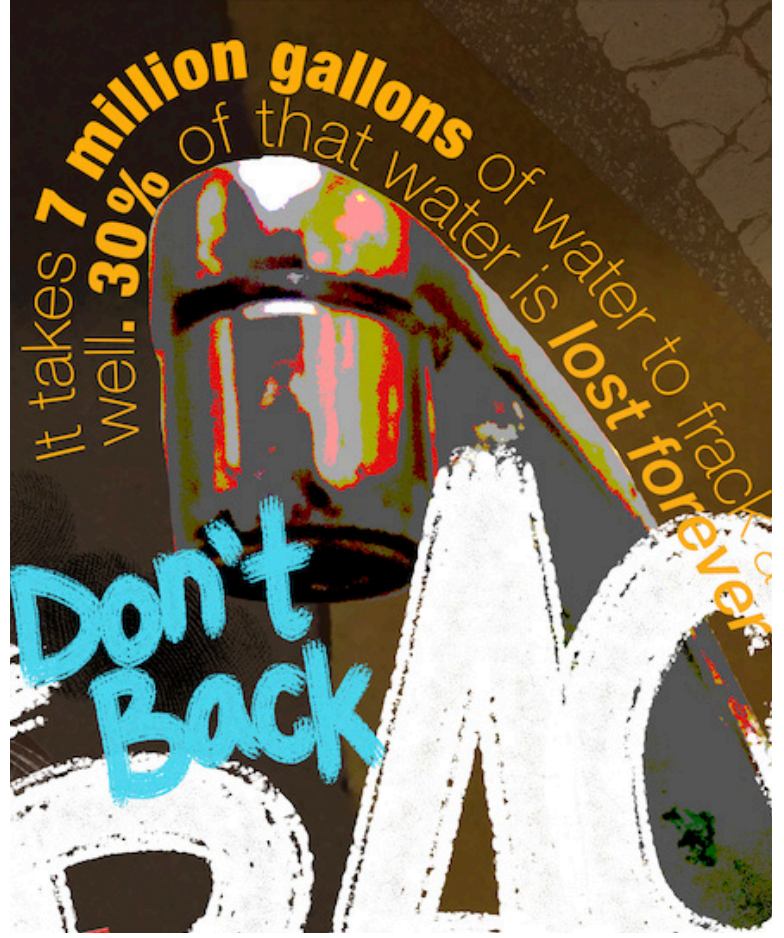
Fracking has damaged **679,000 acres** of land



**157 chemicals** used in fracking are **toxic**



since **2005**



It takes **7 million gallons** of water to fracture a well. **30%** of that water is **lost forever**

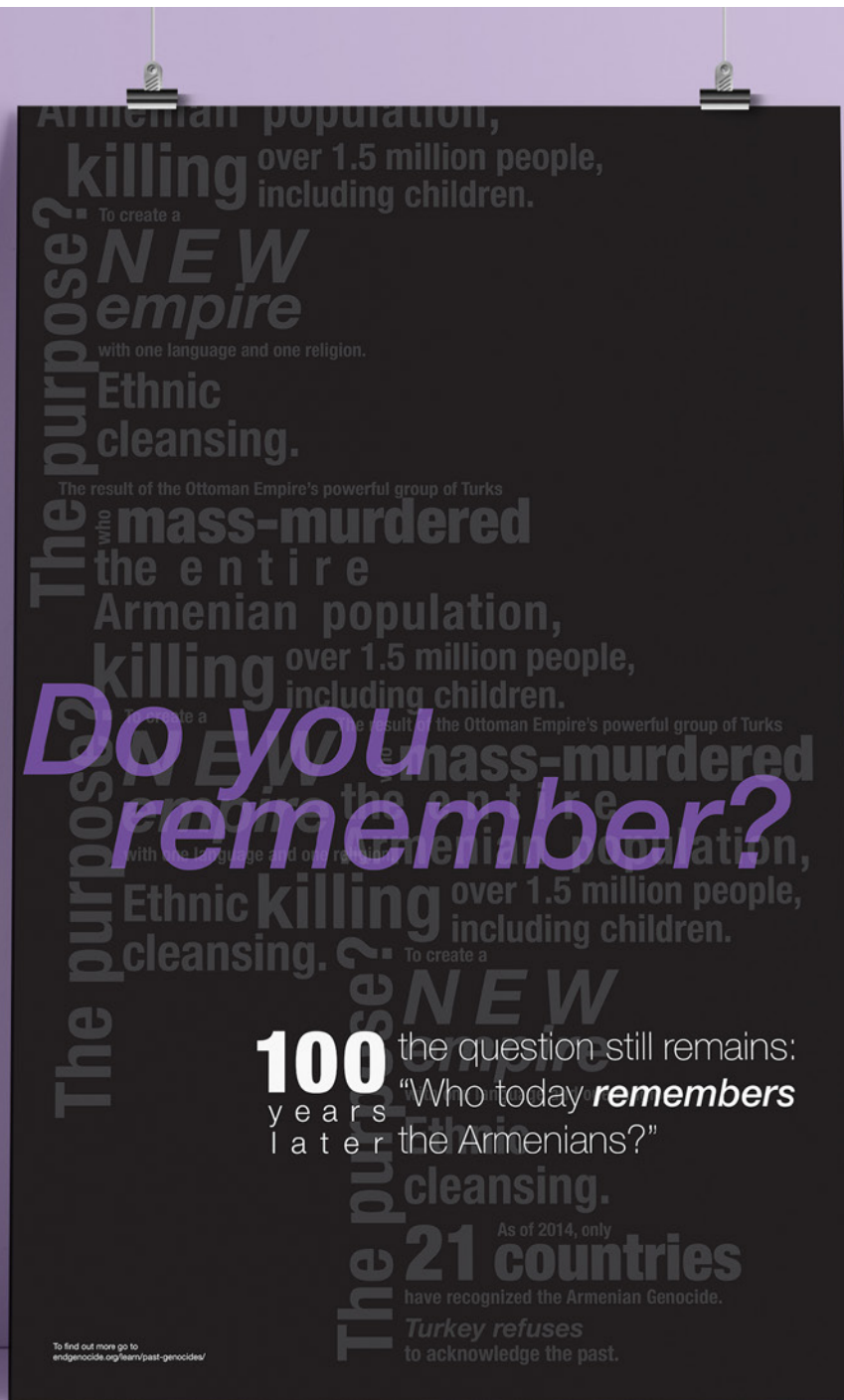
**Don't Back**



## SOAP PACKAGING

Cohesive pattern designs structured around well-known children's stories. These patterns were turned into soap packaging and then turned into a brand, Simply Storytime, whose scents are derived from the specific patterns.





## ARMENIAN GENOCIDE CAMPAIGN

A social justice campaign whose purpose is to raise awareness about the Armenian Genocide. As of 2014, only 21 countries have recognized the genocide. Yet 100 years later, the question still remains: "Who today remembers the Armenians?"







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## Introduction

**J**ohn Baskerville was an English businessman, tradesman, and most importantly, a famous type founder and printer. He was far ahead of his time and was considered an outcast for his use of glossy paper and high contrasted strokes, which were unfamiliar to the eye. In his lifetime he introduced many improvements to printing and produced countless typographic masterpieces, including numerous Bibles and prayer books. He developed a new and better ink, was one of the first to use woven paper, and produced finer letter forms by changing the way metal type was made. But above all, Baskerville is most well-known for his typeface: Baskerville, reflecting his name, designed in the 1730s.<sup>1</sup>

<sup>1</sup> James Crabb, *Designing with Type: The Essential Guide to Typography* (3rd ed., New York, NY: Watson-Gouffart Publications, 2008).

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## John Baskerville: a Typographic...



John Baskerville: from the portrait after Miller in the National Portrait Gallery

John Baskerville was born in Derby, England to Elizabeth Touchet and John Baskerville. He got his first job as a seaman at just 17 years old. Baskerville had skilled in teaching writing to poor boys in Birmingham. Nothing Baskerville had skilled in education except that he taught at the Birmingham School, which was founded by Thomas A. Digges. His interest in calligraphy led to his interest in cutting gravestones. He was regarded as a "writing-master" to write gracefully, rather than only two of his specimens have been known. He was buried in the Churchyard at Edgbaston (previously known as a small square slab) "Grave Stones Cut in any of the Baskerville Writing Master."<sup>2</sup>

<sup>2</sup> Francis Maxwell, "John Baskerville: Printer and Designer," *Journal of the Royal Society of Arts*, Vol. 100, no. 4022 (July 11, 1952): 323-331, JSTOR Journals, EBSCOhost, 324.

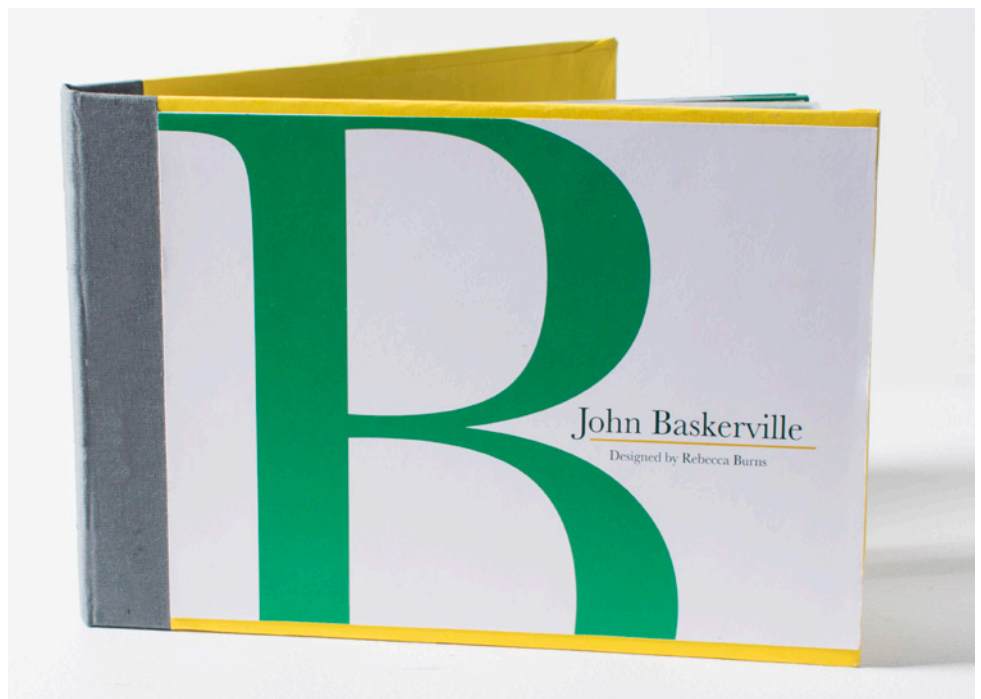
<sup>3</sup> Ibid., 324.

<sup>4</sup> Ibid., 326.

<sup>5</sup> Carl F. Rowland, "John Baskerville," *The Bookman's Library Catalogue*, Vol. 11, no. 1 (January 1937): 33-41, JSTOR Journals, EBSCOhost, 35.

## BASKERVILLE BOOK DESIGN

A twenty-page book designed and dedicated to a well-known typographer. This book thoroughly explores the history and life of John Baskerville, through a cohesive page layout and visual elements, featuring an accordion fold.







## OSHIES PACKAGING

Inspired by Maryland's love for crabs, I created Oshies, a fictitious, all you can eat crab house, which features a unique crab pattern and accessible packaging for products necessary when eating crabs: bibs, mallets, and Old Bay.









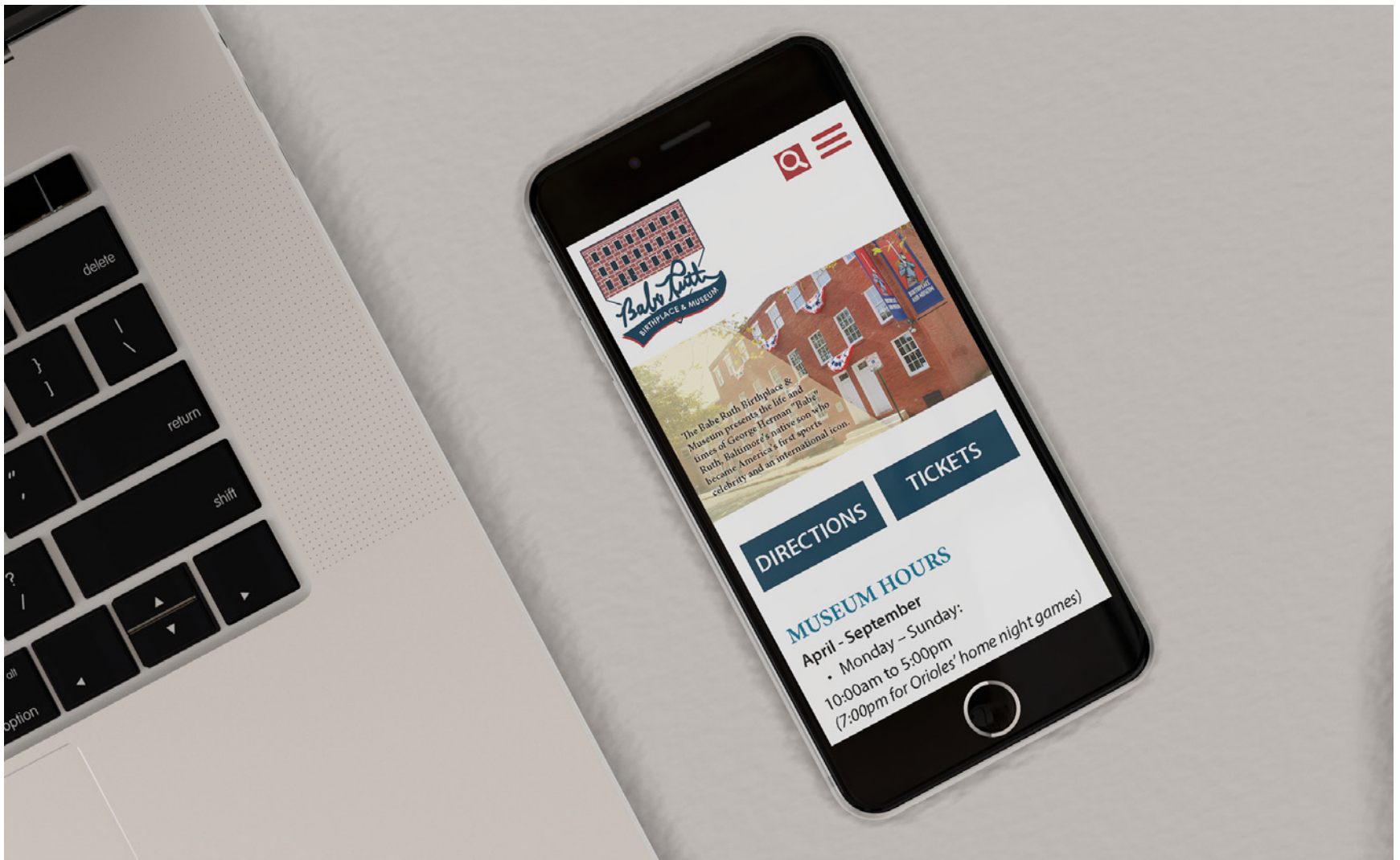
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## BABE RUTH MUSEUM BRANDING

Re-branding the identity for a Maryland cultural institution. The Babe Ruth Birthplace & Museum is a non-profit who's dedicated to preserving the historic legacy of Babe Ruth's career. This authentic mark lends itself to a higher level of abstraction and focuses on the museum's architecture and the concept of home.







## WOMEN IN SPORTS TRADING CARDS

A series of trading cards which depicts American women, who I believe have made extraordinary accomplishments in the sporting world. I specifically focused on women because I wanted to bring to light women's achievements and showcase women who are often overlooked in history.





