# Our Solar System

Field Guides

This set of three field guides provides facts & statistics about our solar system & the eight planets within it. Each folio explores a different grid structure (manuscript, multiple-column, & deconstructed grid) & a different approach to the information. The clean & minimal layout is complemented by sections filled with images of the black night sky & other space elements. The use of the blue lines creates interest & direction through the vast space.

2019 | Print
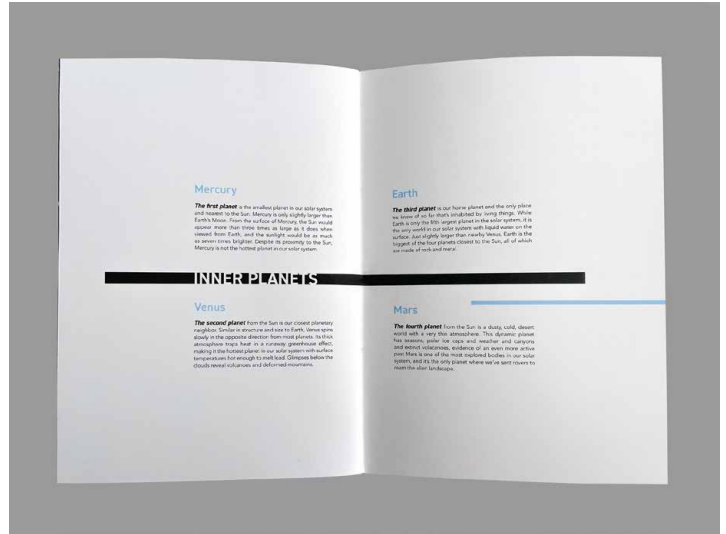
Hang in the Air

A Simple Guide to Print Production

This simple guide to print production, explaining the basic rules & principles of print, was designed with the idea of "hanging" in mind, based on Alexander Calder's mobile sculptures. Verticality is emphasized using extended letterforms—the thin typeface mimicking the wire of Calder's work. The content hangs off of the headings like pieces of a mobile, creating a simple structural concept with countless possibilities.

2019 | Print
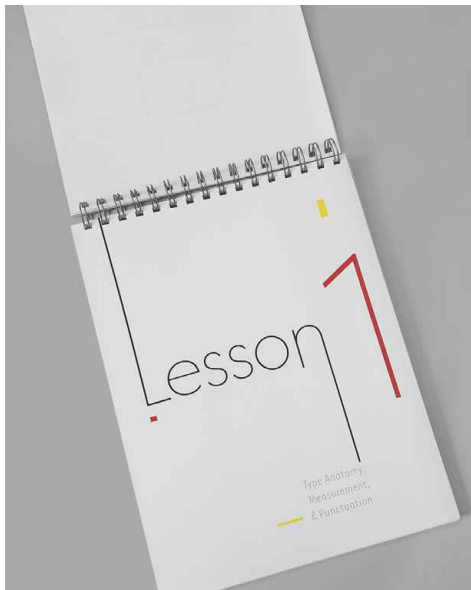
The Museum of In-Between Spaces

An Anthology

The Museum of In-Between Spaces is a 108 page collaborative anthology created by the UH Graphic Design senior class. Research & writing were at the core of the process, & writing workshops, collaboration, & a holistic approach to branding were all emphasized. The anthology stylistically takes inspiration from Post-Modern & Swiss style, reflecting the designers' diverse approaches to telling a story about their experience at a museum.

2019 │ Print

Collab Telephone by Mail

Collaborative Booklet

This project is based on the Telephone game in which players form a line & pass a message one-by-one; the final message is then compared to the beginning message. This collaboration between the UH graphic design class of 2021 & 2022 was carried out during virtual & remote classes. Unable to work together in person, the booklet allowed a connection, correspondence, & a non-virtual communication between classmates.

2020 | Print

Type in Power

Design Conference: Experimental Typography In Space

Type in Power is a design conference centered around experimental typography in space. Through the exploration of bold & large-scale messaging, use of public space, & shocking statements, designers can amplify the impact of bold & powerful typography in confronting & engaging viewers in the public space.

2020 | Print
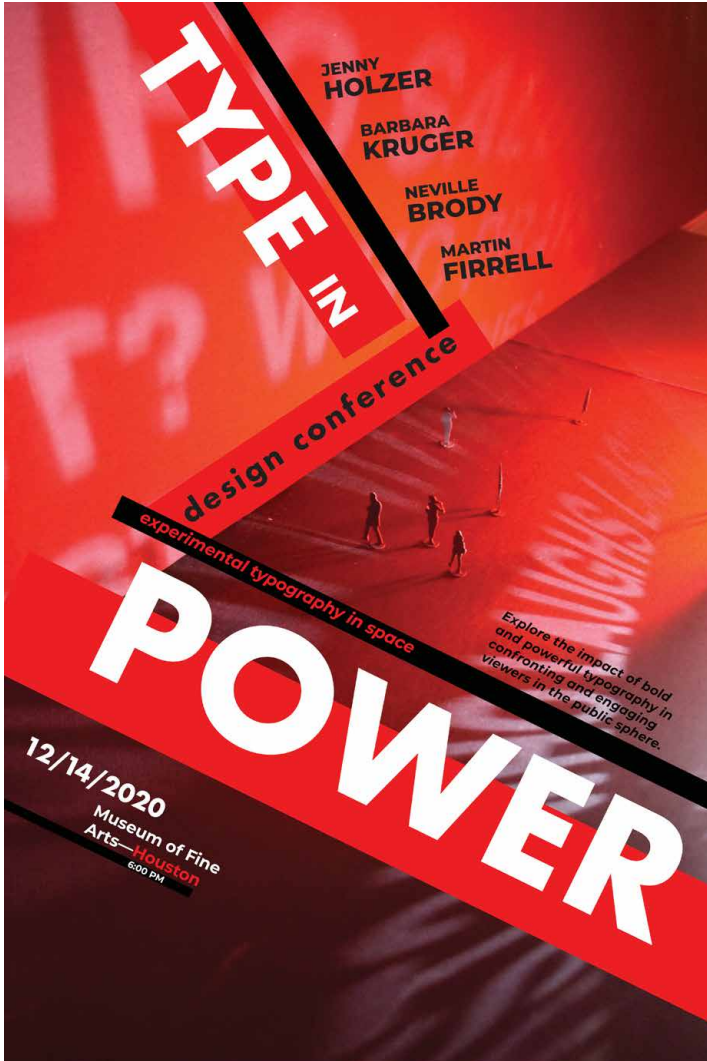
METdance

A Contemporary Dance Performance

A study of typography & image, this poster is communicates two performance events for
METdance. It conveys the discipline & movement of dance through grid-structure, dynamic
images, & an eye-catching pop of color.

2018 | Print

Reaching Out
March 27, 2018
7:30 pm

Deep in the Heart
April 13, 2018 –
April 14, 2018
8:00 pm

Contemporary

Zilkha Hall
800 Bagby St #300,
Houston, TX 77002

713-315-2525
Tickets are $20 online; $25 at door

MET
danceET

A Performance Series

Abecedarium

Letter "R"

One of 24 abecedarium letter-pressed posters created by UH Graphic Design '21, this nonsensical broadside is centered around the letter "R." Its content is strung together with words that start with "R" in a mad-libs fashion. The experimental typography & expressiveness is influenced by dadaism, surrealism, & collage. The composition of the various weights & typefaces creates a rhythm that is further energized by the hand-drawn & collaged elements, as well as the bright pops of magenta.

2020 | Print

Texas Gulf Coast

Wetlands Data Visualization

A data visualization poster focusing on the loss of wetlands, specifically in the Texas Gulf Coast. This poster presents quantitative information in a visually engaging way while creating a visual narrative that informs. The data tells the story of wetland loss & how it is exasperated by human-related stressors.

2021 | Print

Votes for Women

AIGA's Get Out The Vote: Empowering The Women's Vote Campaign

This poster was created for & submitted to AIGA's *Get Out The Vote: Empowering the Women's Vote* campaign. The poster then became the basis for a larger identity system of design objects including an "I Voted" sticker, a social media thumbnail, & a denim jacket. The identity system was inspired by historical images of suffragettes.

Sporager

Travel Experience: Foraging Tour

Sporager is a brand identity for a mushroom foraging travel experience. The brand explores a unique logo, stationery, an app to support the touring experience, & accompanying collateral.

2020 | Identity
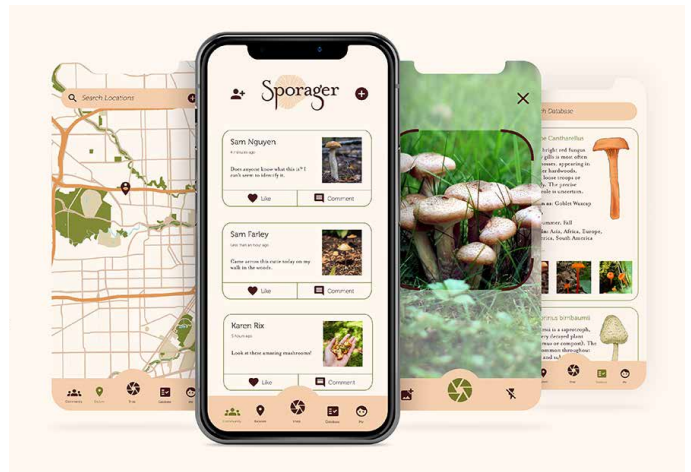
Tip Top

Pop-up Shop

Tip Top is a branding system for a toys & games pop-up shop within the context of Jensen Drive. The goal of the shop is to enhance & activate the neighborhood experience by filling a void in retail options. The system utilizes playful shapes & patterns influenced by Memphis design & 90's aesthetic to welcome customers from kids to young adults.

2020 | Environmental, Identity, Print

samnguyendesign.com

Play

Creative Card Deck

The brand identity for Play consists of a logo, logo animation, creative card deck, & packaging. The Play logo experiments with unique letterforms while the accompanying logo animation furthers the intention of the brand by playing into the colors & composition reflected within the cards & packaging. With five categories of design elements helping to give your ideas clarity & direction, these cards are your guide to pushing through your creative block.

Card deck based on Stormdeck created by Tim Porter.

2020 | Print, Screen, Identity

Driving Jensen

Swap Sites

A place-making collaboration between the University of Houston Architecture & Graphic Design students, the project is a series of creative interventions & installations that activate Jensen Drive. This specific intervention is a swap site, with the idea of taking something old & turning it into something new. The swap sites themselves are abandoned newspaper dispensers, re-designed into something more beautiful. The object is to have a box of books & a box of toys for the community to "take one & leave one" for someone else.

2020 | Environmental

Postponed due to COVID-19

On the Horizon

The Social Impacts of Climate Change on the World's Most Vulnerable

A social activism campaign to mobilize for change, focusing on climate change. Climate change disproportionately impacts vulnerable populations. By understanding the economic, environmental, and social dimensions of climate change, we can implement more effective policies to fight climate injustice. This mobile exhibit is designed to inform visitors of these dimensions through assigned colors for each section, impactful images, and interactives.

2020 | Environmental, Identity, Print
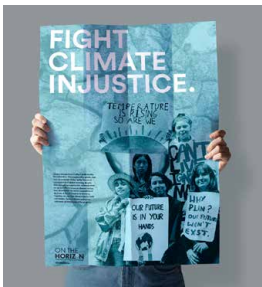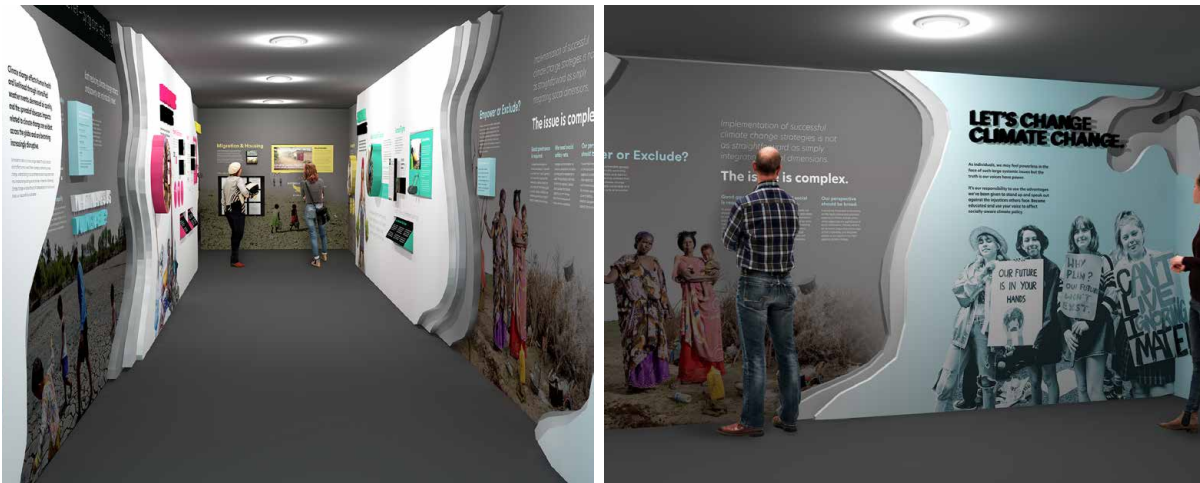
Pine Gully

Interpretive Signage System

A collaborative signage package intended for installation in shoreside Pine Gully Park, with the goal of highlighting native Gulf Coast animals & inspiring a sense of wonder for park visitors. Oysters, shrimp, & monarch butterflies are a part of the visual lexicon of the south, & are vital to our ecosystems & economy. Inspired by antique zoological etchings, this interpretive sign system educates visitors on this assorted set of animals that reflect the diverse natural landscape of the park.

2020 | Environmental

Shrimp
of the Gulf

Three species dominate the Gulf of Mexico and play important roles in the food chain.

Many environmental factors affect population, but shrimp in the Gulf of Mexico are able to rebound quickly and are closely monitored to maintain sustainability. Strict compliance with fishing regulations has allowed them to stay within desired population levels. The abundance of Gulf Coast shrimp results in the annual commercial yield in the Gulf exceeding that of the South and mid-Atlantic, Chesapeake Bay, and New England regions combined.

Brown shrimp
Farfantepenaeus aztecus

Brown shrimp are better able to hide from their predators because their color allows them to blend into the environment.

Some male shrimp practice a courtship ritual to convince the female to mate with them.

Brown shrimp enter the Gulf during the spring. They are busiest at night or dusk. When inshore, they like muddy areas or areas heavy in organic, decaying matter. They only live for about 2 years.

White shrimp
Litopenaeus setiferus

White shrimp enter the Gulf during the summer. They favor warmer temperatures and are threatened when the cold is below 3/4°F. The young shrimp grow in estuaries with muddy bottoms and low salinity. White shrimp are highly fertile and viable.

Female shrimp are significantly larger than males.

A single spawning female can release 500,000 to 1 million eggs near the ocean floor, all hatching within 24 hrs.

Pink shrimp
Farfantepenaeus duorarum

Pink shrimp begin their life as males and later on develop into females (protandry).

Cannibalism is common among adult shrimp.

Pink shrimp reside in nursery areas with marsh grasses. As they grow, they migrate to deeper and saltier water at night or dusk. **They enter the Gulf during the fall, stay in estuaries in the winter,** where they bury themselves to be protected from the cold. **In early spring, they move to deeper ocean waters,** living on sand, sand-shell, or coral mud bottoms.

Trees for Houston: Interconnected

Wayfinding & Place branding system

The Trees for Houston wayfinding & place branding serves to educate & guide people through their surroundings, creating positive user experiences while enhancing the brand. The concept of interconnectedness & networking is represented in each piece of signage.

2021 | Environmental, Identity

Area sign   Room sign   Bathroom sign   Donor recognition wall

Tree identification sign   Green infrastructure plaque   Exterior area sign   Monument sign
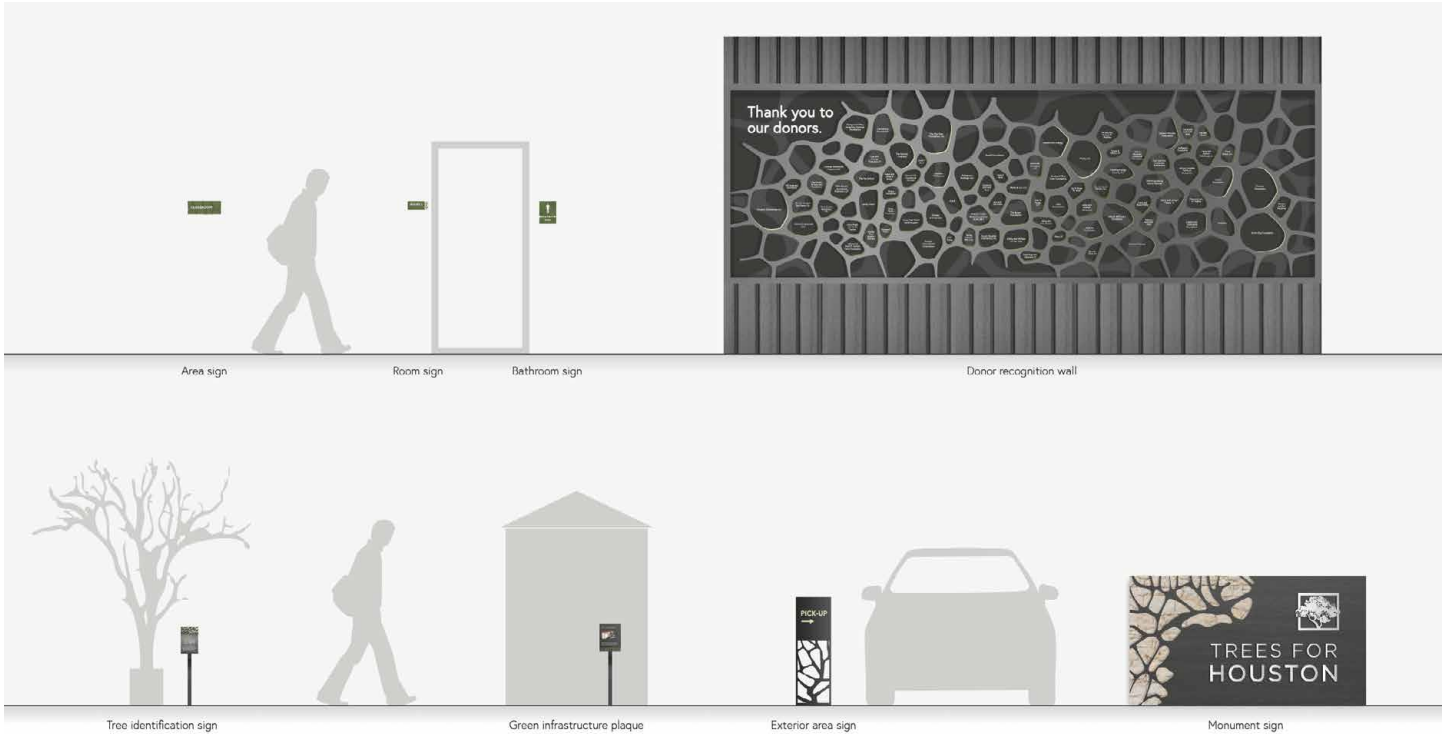
Stargirl

Fictional Narrative Animation

A fictional narrative based on a novel, this animation focuses on the magic & wonder that surrounds the main character, Stargirl. The line art of the illustration keeps the characters open & flowing through space while the type twinkles & dances around to tell the story.

2020 | Screen

Based on the novel Stargirl by Jerry Spinelli.

samnguyendesign.com

Drifting Fog

Haiku Animation

Haikus are a short form of poetry (traditionally Japanese) that use carefully chosen words & phrases to create a mood or feeling. This thirty second video utilizes type, sound, & a limited color palette to express this haiku's meaning.

Haiku Written by Polona Oblak.

2020 | Screen
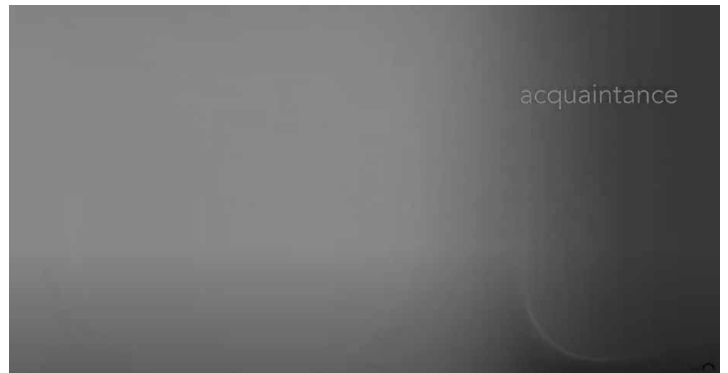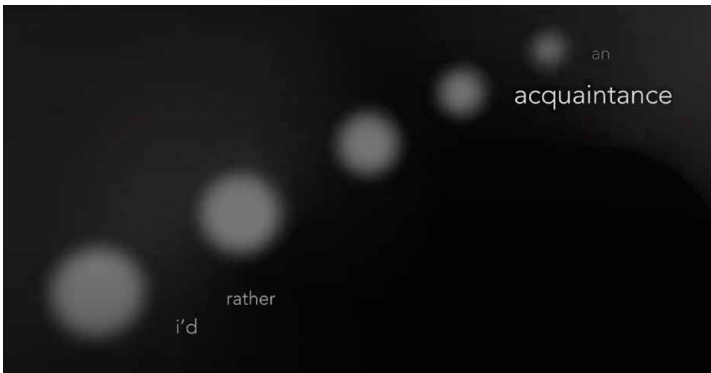
From Viet to Nam

Thematic Cooking Site

From Viet to Nam is a thematic cooking website with information about the history, the philosophy, the regions, & the foods of Vietnam. A delicate visual tone is established through watercolor textures, colorful photos, & a light typeface, with the goal of enhancing the Vietnamese cultural experience.

2020 | Screen

RebelsMarket

E-Commerce Marketplace App

RebelsMarket is a one-stop shop for expressive & alternative clothing, jewelry, & home items. Based on this e-commerce marketplace that did not have an existing phone app, the RebelsMarket app allows users to access the shop with the touch of a finger. The app design visually aligns with the target market & attracts users with an alternative style.

2020 | Screen

samnguyendesign.com
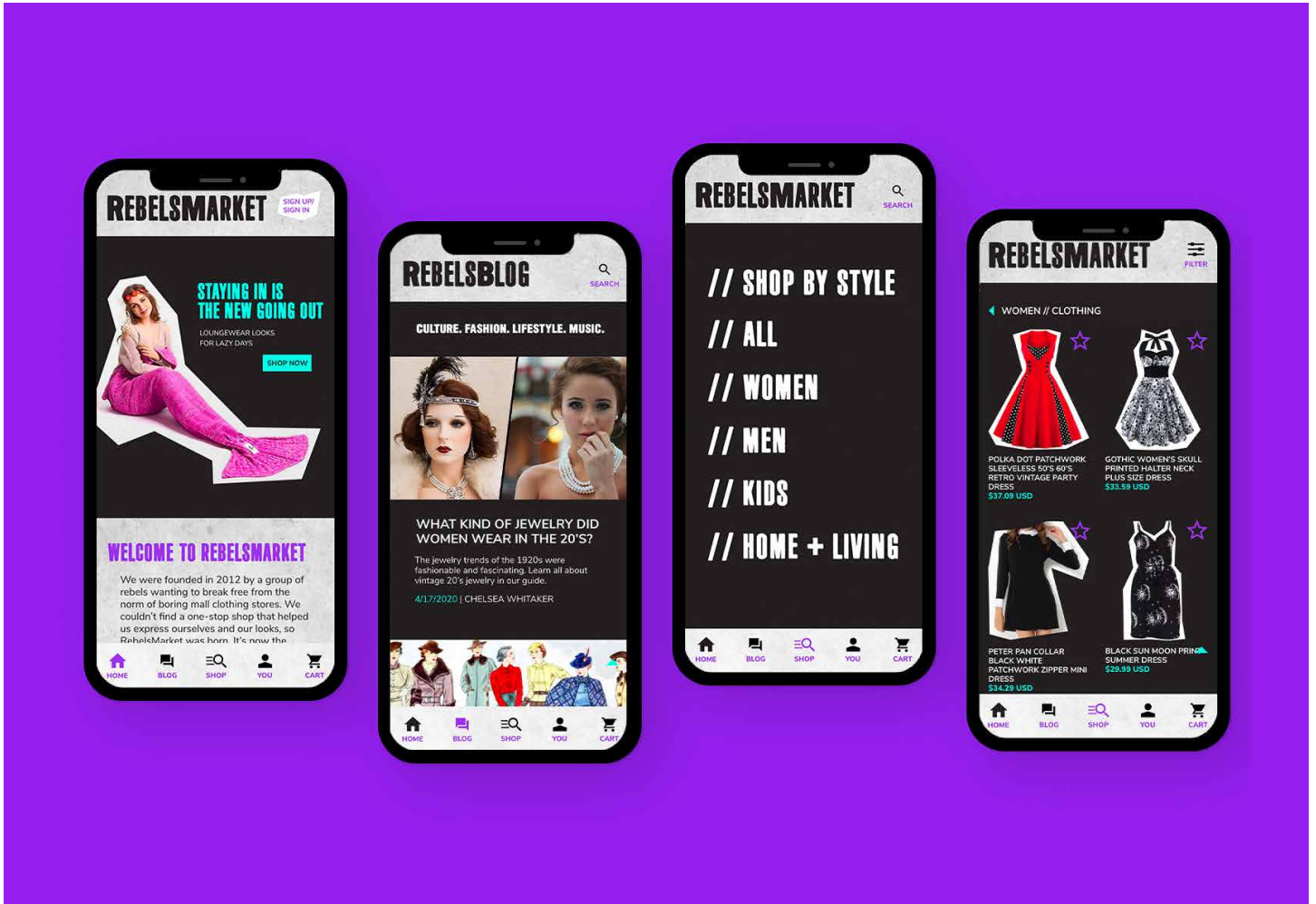
Active

Sedentary Reduction App

The "active" app is a means of reducing sedentary behavior, especially in the time of COVID-19 when everything is virtual. As people sit that their computers for a long period of time, they participate in sedentary behavior. The app reminds users of the consequences of sedentary behavior & encourages them to take breaks, be more active, & log their activity.