

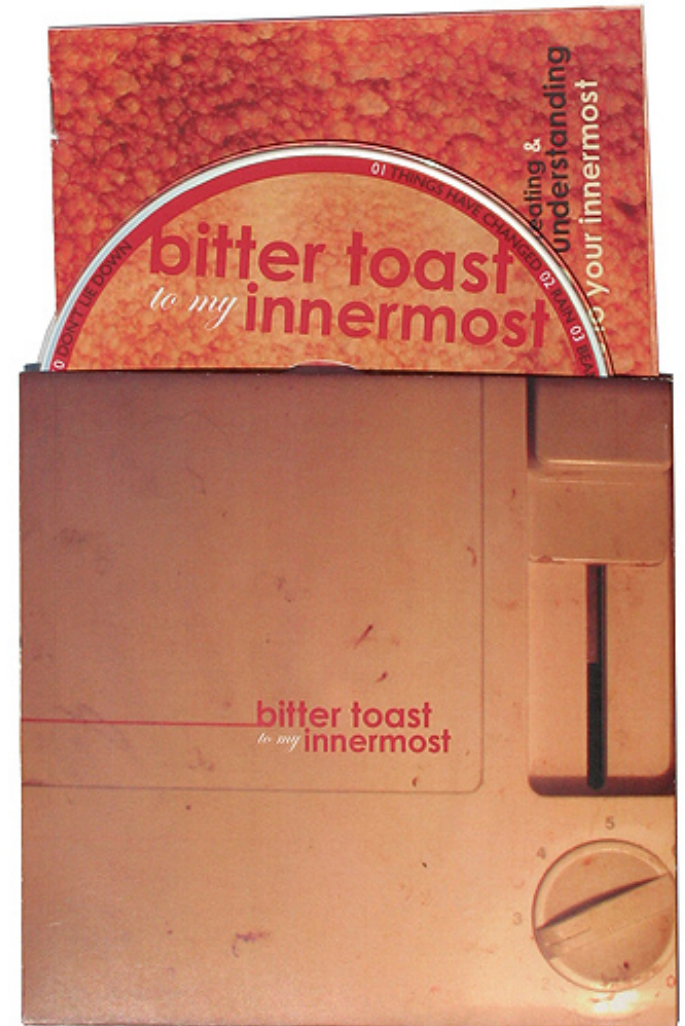
A
DESIGN
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BITTER TOAST TO MY INNERMOST

I decided to make a play of the name, "Bitter Toast to my Innermost." I pilfered the family toaster and did a mini-photo shoot with it. My plan was to make a card stock sleeve, that being the toaster, and a CD label and booklet, that being the toast. This to me, while creating a thinly veiled visual pun, also makes the overall package more three dimensional and user-interactive, and thusly more interesting. To top it off, the inside of the card stock sleeve is bright orange, giving the illusion of the booklet and CD literally being "toasted."



THE COUNTRY CLUB OLYMPICS LOGO

This logo was for a non-profit organization's yearly event. The leader of the event asked for a logo that was satirical in nature, that had a fun, exciting feel to it. After bouncing ideas around for a while, this is what I got. It combines a golf tee and the olympic torch, with the "O" in "Olympics" being the golf ball. The blades of grass at the bottom are to cement the golf tee aspect, while the flames over the golf ball reinforce the torch aspect. For the "Olympics" font, I chose Kabel, which I recalled as being a playful, fun font. Finally, for the "The Country Club" font, I chose a nice serif font to indicate stability and class.



JUXTAPOSE: A NAPKIN-PULLING VOLUME

The first idea I had when I heard about this project was to use the napkin holder and napkins. I guess it's because it made me think of the lonely girl sitting at a table in a coffee shop writing out pithy little stories and poems on the back of the napkin she got with her coffee. I also probably watch too much television. But hey, it's a fun thought to entertain, ya know?

First I went and purchased a napkin holder and napkins. Since it was stainless steel, I used some spray primer on the center section of the holder. On top of the primer I used an acrylic paint color called Vivid Lime Green (because it's that general color on the cover of the book I did, and my fiance's favorite color). Before the acrylic, I used painters tape to map out letters (tape was affixed to card stock and sent through a printer, then peeled off) and painted over them, then removed the letters after the paint dried, thusly leaving me with crisp white type.

For the napkins, I really wanted them to have the look of being written by a girl, so I sent the napkins up to Massachusetts to be transcribed by my fiance. I printed off a title page, and chapter title pages, on napkins by affixing them to card stock with painters tape. After getting the handwritten pages back, I organized them into the chapters and put them in the holder. I printed one more napkin, with my fiance's picture and name (using the same method for the titles) that had been the original book's back cover and put it on the opposite side of the holder as the book page napkins.

My book is a blend of tradition and uniqueness. It has the binding in the form of the napkin holder, and pages with chapter separations. Instead of flipping pages, you pull them out and they cascade downward. To "close" the book you have to pry open the holder and reinsert the napkins.



HILLBILLY DELUXE LOTTERY TICKET

Lets face it. Lotto ticket by their very nature, are ugly. Not even their own Mamas love them. Starting this project, I decided to turn this fact on its ear. I wanted to make it ugly on purpose. Not ugly in the design sense of the word, but ugly in a satirical way. I purposefully pixilated an image of hillbilly teeth and made the two biggest teeth the parts one would scratch off. The one pictured is actually part of a five-color set which includes red, blue, purple, green, and orange tickets. These colors exclusively are used on the backs.

I can just see Bubba going up to the counter to buy his weekly lotto ticket and saying frantically, "Ho'wd Mama get on that there law-tow teekit?!"



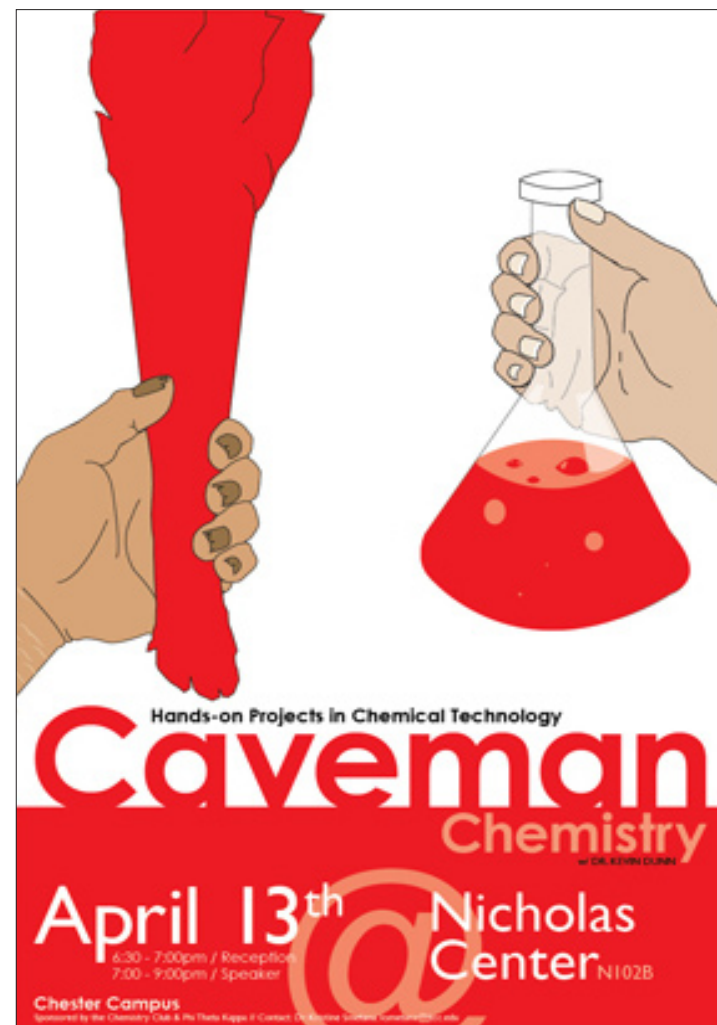
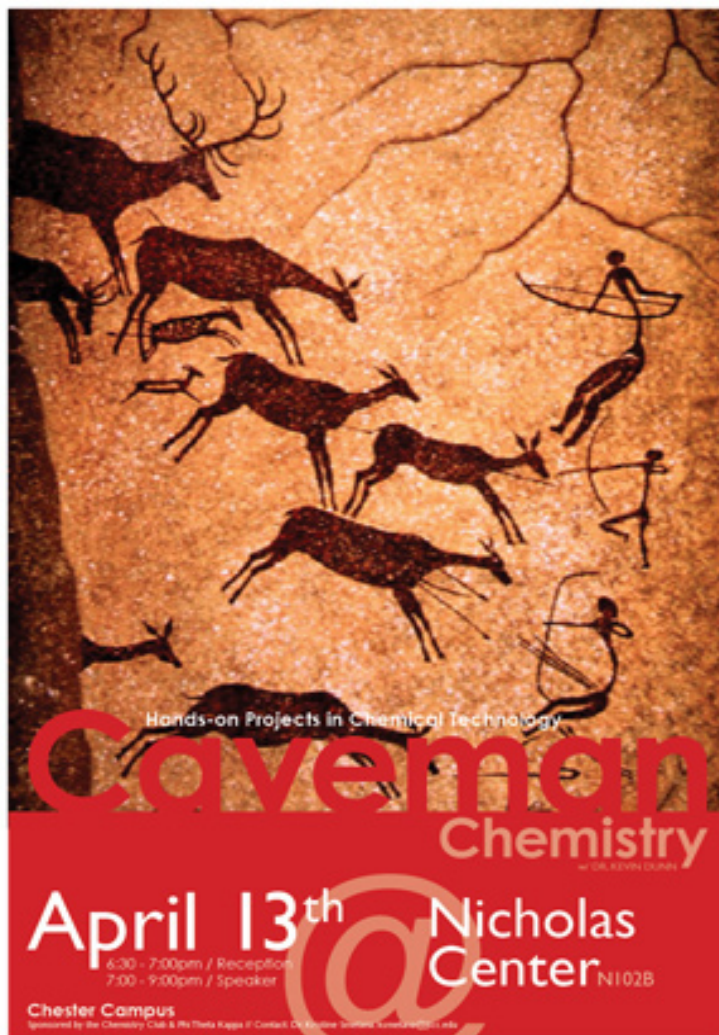
THE ONVELOPE

Well, Don, this is what my ill-fated resume was mailed in. It's the "ONvelope." I wanted to do something different and clever, instead of the usual boring white or brown manila envelope. The envelope is supposed to be a wall with retro wallpaper on it, with a light switch flicked to the on position. It was inspired by a project last semester I did. Only that time, it was a real light switch on an oversized cardboard envelope.



CAVEMAN CHEMISTRY POSTERS

These two posters were for an on-campus event called "Caveman Chemistry." The challenge here was to pull off the caveman aspect of the piece without it looking tacky. I believe that both of these pull it off extremely well. One was meant to be more serious, while the other was more playful. For the poster at right, I drew my hand in a gripping stance and then scanned the drawing into Illustrator and traced it.



WATERMELON SPITTING CONTEST BROCHURE

This is a brochure for a fictional event called the Wisconsin Watermelon Spitting Contest. I wanted to create a satirical, interactive brochure. Emphasis was put on breaking the seed-spitting record. To enhance this message, I designed a seed packet to hold some watermelon seeds. The packet is labeled as "Practice Ammo," with appropriately satirical text on the back.



KNOW-KEY™ BROCHURE

This brochure is for a car door unlocking system called Know-Key. My aim was to give it a magazine-y feel. I wasn't too hip on the vertical orientation that is usually the norm, so I flipped it to horizontal. I prefer this because the text orientation makes it readable from three different angles. It is minimalist in design. The bright red also makes it jump out, as opposed to a boring white or gray colored brochure.

Inside, I went with a white background for the content, whilst using the aforementioned red on the panels that folded down, keeping a consistent and tight design as well as tying the inside and out together. I tried to space the headings so that there wasn't top heavy a red presence on the brochure. The stick on the top right is referencing the paragraph to the left of it, and also adds a bit of a design anomaly with the interspersed green leaves. The bottom of the stick also forms a bleed with the first folding panel. Further down the brochure, I used pictures featuring heavy use of green in order to pick up the leaves from the brochure's top. This almost in effect creates a consistent anomaly. An oxymoron if there ever was one.

The last folding panel inside has a life-scale illustration of the Know-Key device. As compared to a quarter, which would be snot glued. I got this idea from some a flyer for some Baptist group when I was taking out the trash at work. Only, they had nickel on theirs, making mine at least ... 20 cents better.



Lockouts Happen

It's almost never, ever at a convenient time. Lets face it, there is never really a good time for one to get locked out of your car. It was just such an inconvenience that proved to be the genesis of Know-Key™ as a product. Geocentric founder George Alexandropoulos locked himself out at a father/son Little League game. He and his son tried fruitlessly for hours to open the door through a slightly opened window, even employing a stick in the effort! The event left a lasting effect.

After this whole ordeal, Alexandropoulos heard something even worse. His co-worker's wife, on a ski trip to New Hampshire's White Mountains. She'd locked her keys in the car, and was on the outside looking in, along with her two young children. The shocking thing? It was the dead of winter and pouring down snow. Definitely not an ideal situation to be in. That event, coupled with his own problem, inspired George. You might even say, that was the stick that broke the camel's back.

How DOES IT WORK?

The Know-Key™ transforms the vehicle's door handle into an "intelligent handle," an electronic switch that the owner can use to transmit an unlock command to the vehicle's power locks. By lifting the handle a certain number of times, an electronic code is flashed to the Know-Key™ system. The system then triggers the car's locking system to open.

Know-Key™ Benefits & Features

- First and only available, practical vehicle unlocking system
- Low cost, no nonsense solution.
- Discreetly installed into vehicle.
- Nothing to carry, no hidden or spare keys needed, no one to call.
- Direct wired, free of "wireless" problems (reliability, weather, signal strength, location, security, etc.)
- Compact design fits in any door.
- Thousands of code combinations, reprogram as often as you want.
- No monthly fees, no "emergency service" costs, keeps you in control.
- Not a tracking system! Your privacy is never compromised. No need for a tin foil hat.

Know-Key™
KKDM QC - 081905
MADE IN USA. PATENT PENDING

Good thing, small box.
HEY LOOK! A QUARTER!

YOUR DESIGN HERE

Well Don, in the previous eight pages, you have seen a variety of design pieces. Lets just do a quick recap. You've seen toasters come CD cases, flaming golf ball torches, a book you can wipe your face with, deluxe hillbillies, an electric envelope, caveman chemists, a seed packet you can't take on a plane, and quite possibly the best bribe in a brochure since "6 months of AOL for FREE." I have a creative, unique style and a passion for design that can't easily be found elsewhere. No matter what the task, whether it be an ad for deli ham or a poster for the Rolling Stones, I'll give it 110 percent, and have a blast doing so.

Theater review



Sentinel & Enterprise photos / JULIA CHENG

Tom DiRusso, second from right, as Luther Billis, leads a company of sailors in a rousing rendition of 'There is Nothing Like a Dame' in New Players Theatre Guild of Fitchburg's production of the musical 'South Pacific.'

New Players' 'South Pacific' delivers some enchanted evening

By **Sylvia Ciuffetti**
Correspondent

FITCHBURG — As the curtain calls for the New Players Theatre Guild of Fitchburg's production of "South Pacific" came to an end last week, the person who accompanied me to the show astutely observed: "There are some very talented people in this area."

We do have an abundance of talented people in the area, and many of them had just completed a nearly perfect opening night performance of this musical.

Combined with the some newcomers to the New Players Theatre Guild are many faces that were seen in this troupe during the late 1970s — so many, in fact, that this show

could have been billed as a 20th reunion for some of the cast members.

"South Pacific" made its Broadway premier on April 7, 1949. Based on two short stories set during World War II, from James Michener's novel "Tales of the South Pacific," the musical became Rodgers and Hammerstein's third hit.

The story centers around two romances. One involves Nellie Forbush, a young Army nurse, and Emil de Becque, a

See **MUSICAL**, Page B3

Lynn Vaillancourt plays nurse Nellie Forbush in New Players' production of 'South Pacific.'

**YOUR
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