

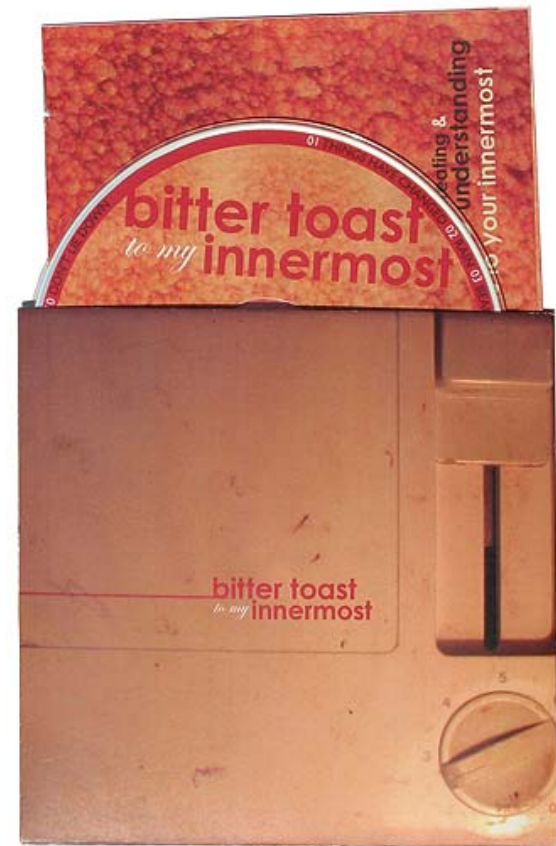
A
DESIGN
PORTFOLIO **hydelights**

mark a.
van der hyde

804.317.6037
54 Camden Street
Dracut, MA 01826
markvanderhyde@gmail.com

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."



A COVER FROM THE MANCHESTER DAILY EXPRESS

The cover story for this issue was about a "flash mob" of zombies. Immediately, a video game from my youth, "Zombies Ate My Neighbors" came to mind. Using it's typeface as inspiration, I set to my task. I chose a horror-looking font and stretched it to be taller, which added prominence to the text. The presence of the green gradient is boosted by its proximity to its complimentary color, red. The final touch was adding a black outline over the white and throwing a drop shadow on it, which added the extra "pop" it needed. To make the cover even more three dimensional, I had the "Z" just ever so slightly creep over into the next story and over the borders of the picture.



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.

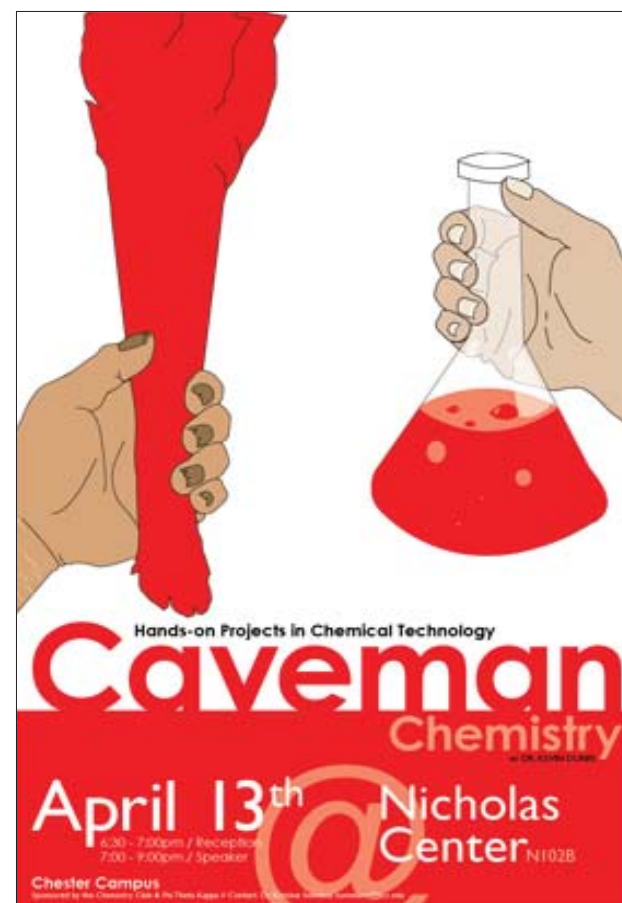
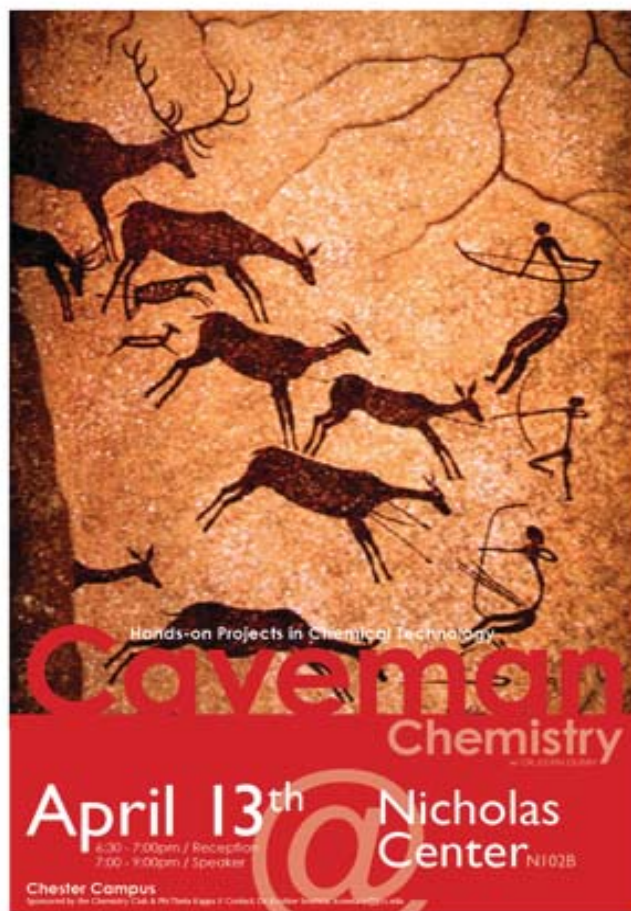
For the napkins, I really wanted them to have the look of being written by a girl, so I sent the napkins up to Massachusetts to be transcribed by my fiance. I printed off a title page, and chapter title pages, on napkins by affixing them to card stock with painters tape. After getting the handwritten 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.



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 snotted glued. I got this idea from some 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.

