



robdracker  

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COMMUNICATIONARCHITECT  
INFORMATIONDESIGNER



robdracker

Thanks for checking out my portfolio! I hope you enjoy the collection of design work inside as much as I enjoyed creating it. Creativity is a way of life for me. I believe that the most incredible and distinguishing characteristic of human beings is the ability to imagine things into existence; the capability to conceive a new idea, a new business, a new product in our minds and then bring it into existence using the tools and resources available in the world around us.

The communication arts are arguably the most important resource available to businesses today. With the ability to tell a story about a business, to present a product in an appealing way, and to convey an idea in a manner which will inspire your audience and customers, a business stands to propel itself far above the noise into the spotlight of the cutting edge of human development. I believe this is accomplished by proper, clear and exciting communication paired with an understanding of human needs and desires - positioned where it is most readily accessible and available to meet those needs and desires.

For me, design is a study of the most intelligent ways to position and deploy a set of poignant imagery and information which will lead to the greatest and most effective adoption of a product, service or idea. It is the method through which a bare-bones product is given a story that will bring people to envision that product as a part of their lives. Through means such as web development, advertising, product packaging, video and animation production, tradeshow and environmental design, print media and journalism, retail environment design, and an increasing span of different media, that story comes alive.

Human factors research, artistic expression, focused language and intense imagery are the ingredients I employ to create the design solutions you will find in the following pages. I thrive on researching the stories and situations of different groups of people, and working with a design team to develop solutions which become a part of those experiences. I enjoy creating an experience for people which tells a story that they can identify with. I am inspired by the opportunity to become part of your design team!

Enjoy my ideas and design solutions, and I look forward to meeting you in person!

DREAM. DO. REPEAT.



## PART I

WEB & INTERACTIVE DESIGN

## PART II

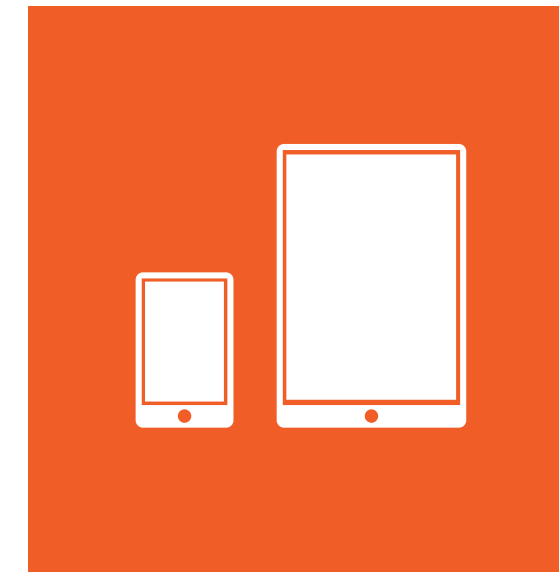
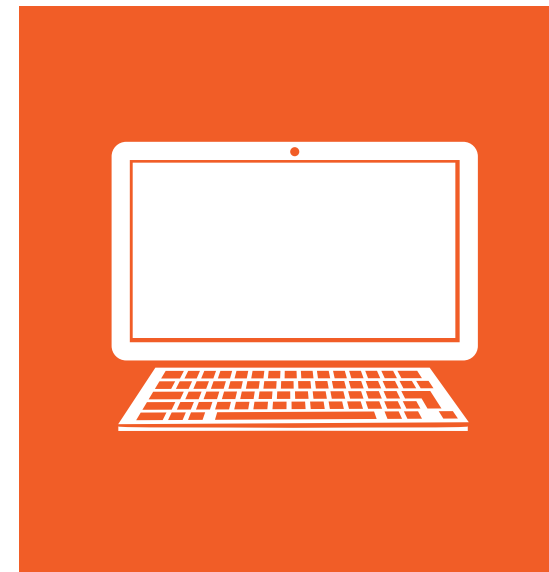
BRANDING & PACKAGING

# PART I

WEB & INTERACTIVE DESIGN

# PART II

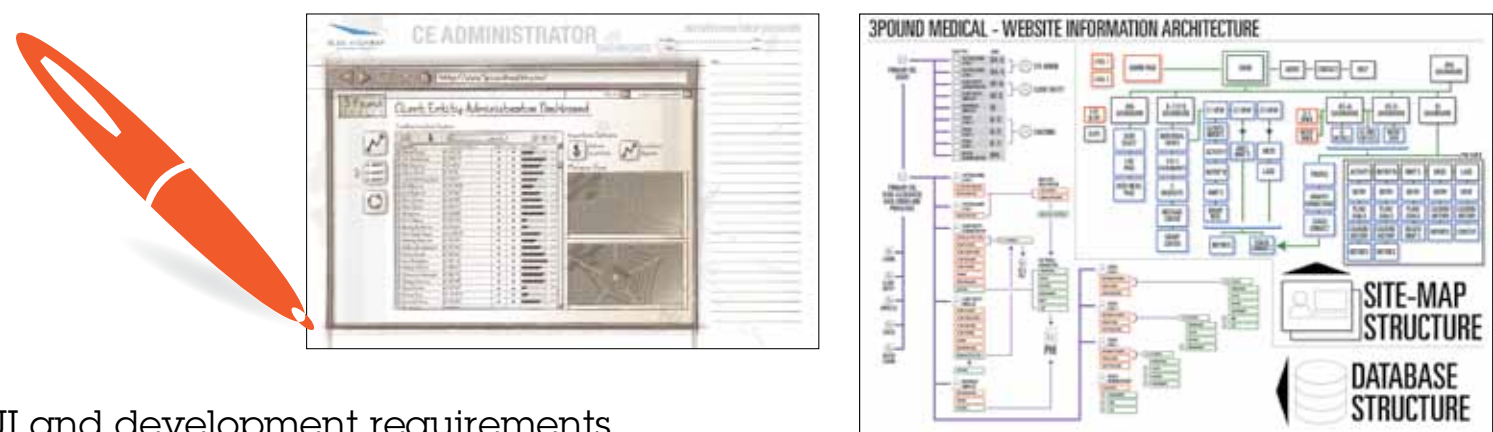
BRANDING & PACKAGING



# about my creative PROCESS



PHASE ① | Receive a big, complex set of requirements from client.



PHASE ② | Distill UX/UI and development requirements into a course of simplified creative action.



PHASE ③ | Storyboarding and a number of design comps are developed.



PHASE ④ | Development of final design or product and delivery to client.

► Root's dashboard is where the user can see their progress, social network updates, applications, experience, achievements and incentives.



The cellular gateway is synced with Bluetooth® devices around your home, constantly gathering information and pushing it to your online profile.



Various health and vital devices communicate via Bluetooth® with the Røøt cellular gateway.



When a user logs in, their account is populated with the data gathered via synced devices. The user may then use any number of apps to manage and coordinate their health information.

User notifications are neatly organized and accessible from any device with a web browser. The application is entirely web-based and requires no download.



The dashboard is the central user interface, where users can view their overall health improvement and progress, and navigate to the social, coaching and app features.



root

Reactive user interface design intelligently adapts to the device being used, reorienting to maximize usability and visual harmony.



Responsive web development conventions provide a dynamic user experience on every stationary and mobile platform.

<b>Client:</b>	3Pound Health, LLC	<b>Media:</b>	Web & Hardware Package	<b>Problem:</b>	There is not yet a solution for the personal health market which will comprehensively enable people to directly monitor their health and use this data in a meaningful way.
<b>Studio:</b>	Blue Highway, Inc.	<b>Method:</b>	Adobe Illustrator, Photoshop Zend Studio 9 HTML/CSS/Javascript/PHP	<b>Objective:</b>	To create an expandable web platform for collecting and utilizing health information.
<b>Team:</b>	Jim DelloStritto (Lead) Rob Dracker (Design, Dev) Kalim Fleet (Dev)	<b>Link:</b>	www.flareframe.com	<b>Solution:</b>	Root is a web platform which wirelessly collects data from home health devices such as weight scales and blood oxymeters, compiles this data via a suite of applications, and offers incentives (through advertising partnerships) for improved health.

# Populus

Local buzzworthy videos are viewed and voted-on by users around your location.

Top-voted stories will appear on an interactive TV show on the local PBS station. Users can select what they'd like to watch from the day's most popular videos.

Upload a video from your library, or create one on the spot with your own personal news videography app!

View, vote, upload and comment on video threads from any device.

View the most popular results in real-time - just as they're rising to the top! Create a community light-box from all your favorite videos!

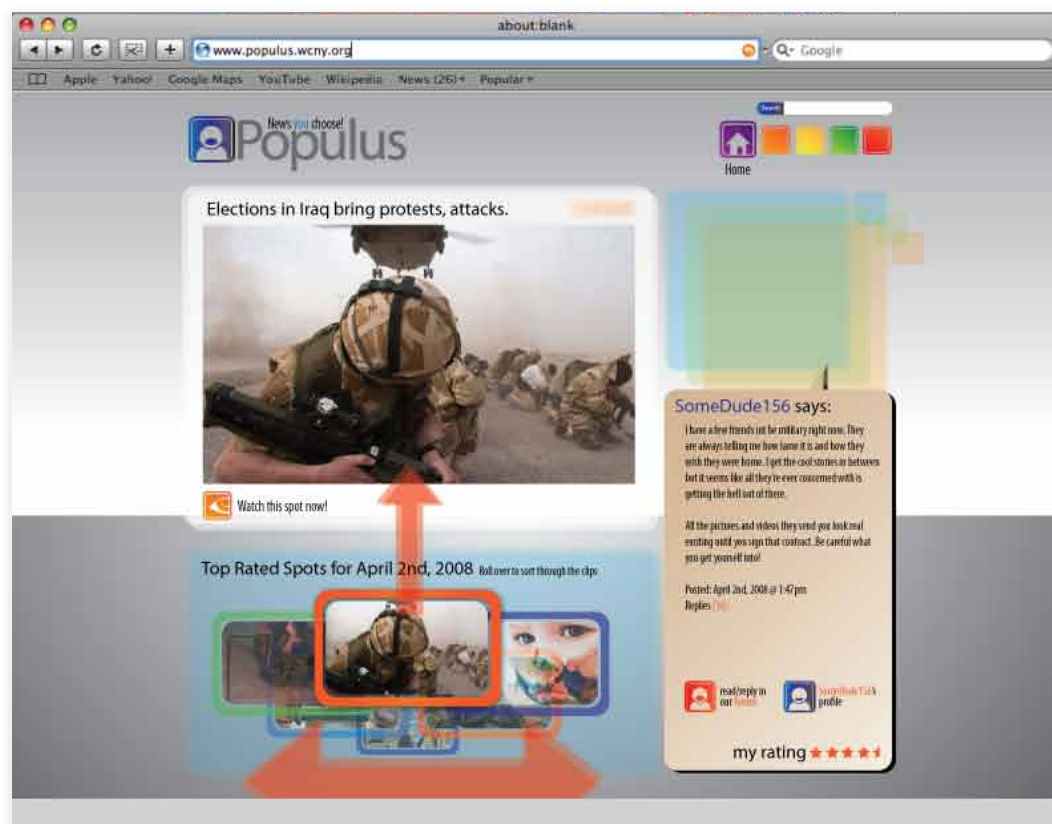


An interactive nightly news program will broadcast all the most popular viral videos from your own local community!



A dynamic video management platform lets you manage all your uploads, comments and favorites. It's as easy as drag-and-drop to upload a new report!

<b>Client:</b>	WCNY-Connected	<b>Media:</b>	Web & Software Package	<b>Problem:</b>	People have individual preferences pertaining to news and entertainment. There is a market for a customizable news network tailored to individual interests.
<b>Studio:</b>	Dracker Design Studios, Inc.	<b>Method:</b>	Adobe Illustrator, Photoshop 3D Exhibit Design Video Production	<b>Objective:</b>	To create a service where people can submit and vote on news videos, and watch the results via a regular TV program based on their geographic location.
<b>Team:</b>	Rob Dracker (Design)	<b>Release:</b>	Conceptual Presentation	<b>Solution:</b>	Populus is "News You Choose!" Submit and vote on local videos, and see them on TV.



► The Populus website acts as a direct link between community-created content and the television program itself. Submit your own videos, respond to others, and talk about what's happening in your town!

# MedExchange.com

MedExchange is a social network and directory for physicians' offices. Guest users can search for doctors' offices based on geographic location and read reviews, view office bios and professional profiles, as well as learn what services are offered.



► A professional networking website for doctors and health-seeking individuals. Doctors get all the benefits of having a personal page, plus the exposure of a public online community and digital libraries.

<b>Client:</b>	Summerwood Pediatrics	<b>Media:</b>	Website	<b>Problem:</b>	While there are various online locations that advertise physicians' offices, there is not a single, focused site where this information can be found and updated based on public review and individual management.
<b>Studio:</b>	Dracker Design Studios, Inc.	<b>Method:</b>	Adobe Illustrator, Photoshop	<b>Objective:</b>	To create simple and easy-to-use directory and social network of doctors' offices.
<b>Team:</b>	Rob Dracker (Design)	<b>Link:</b>	Concept (Never Released)	<b>Solution:</b>	MedExchange is the central hub for doctors office reviews and information!







▲ Each office will have its own directory page that includes an update feed, employee bios, directions, reviews and services offered. You can also check out photographs of the healthcare facilities.

► An office info page will include a short description of the services offered and an average rating of that office based on what people are saying about it.

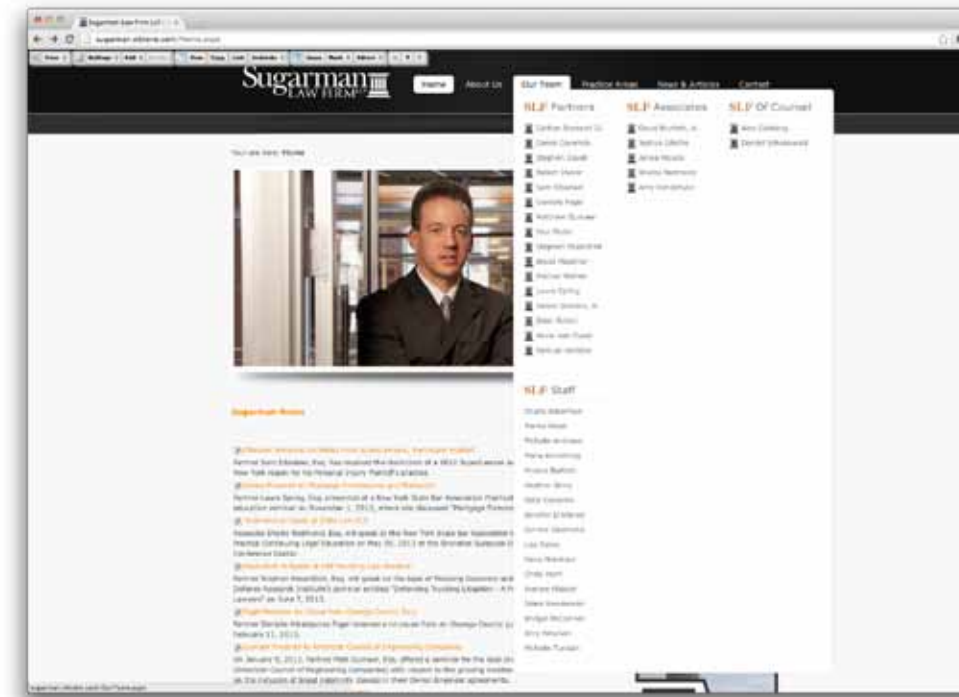
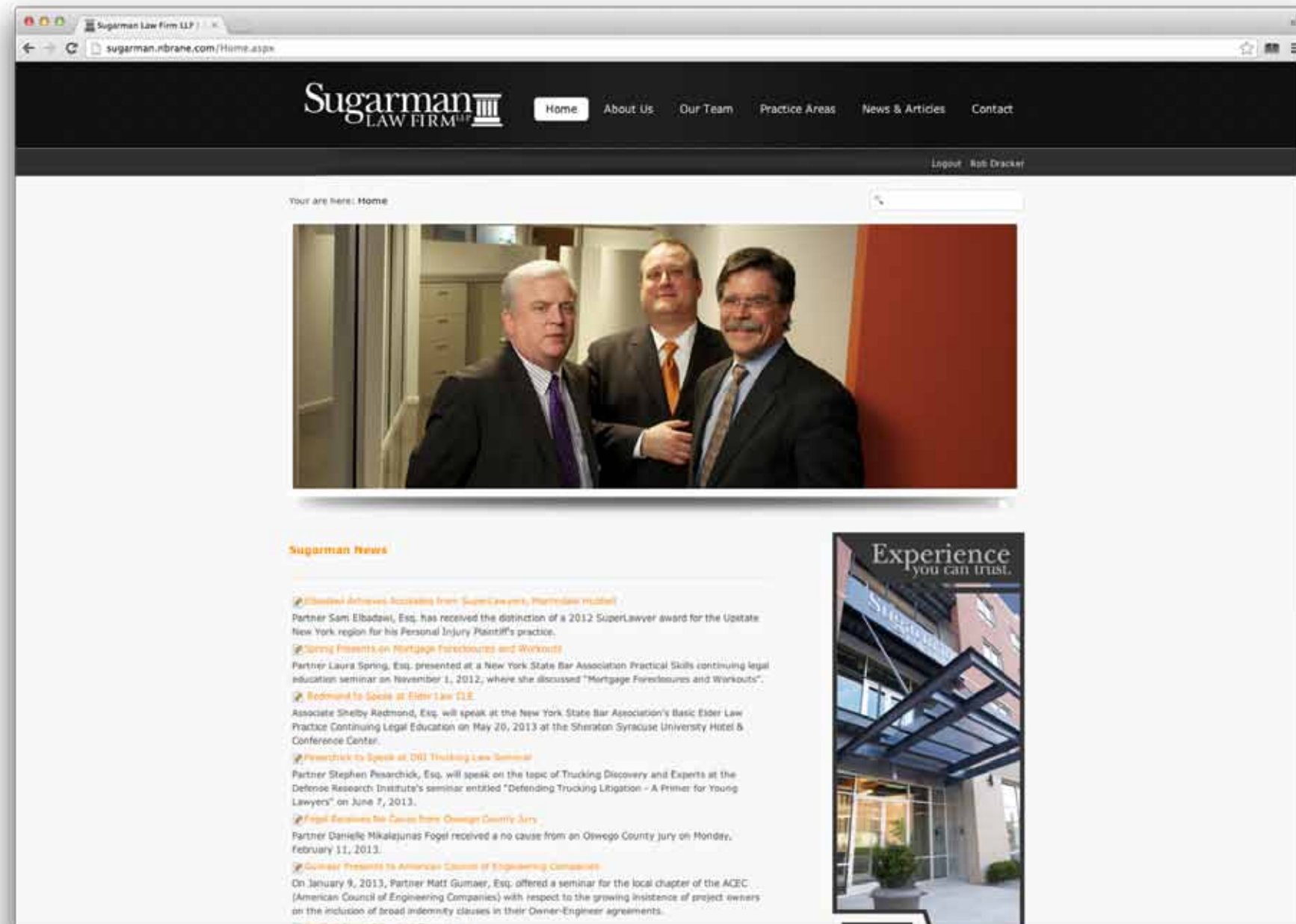
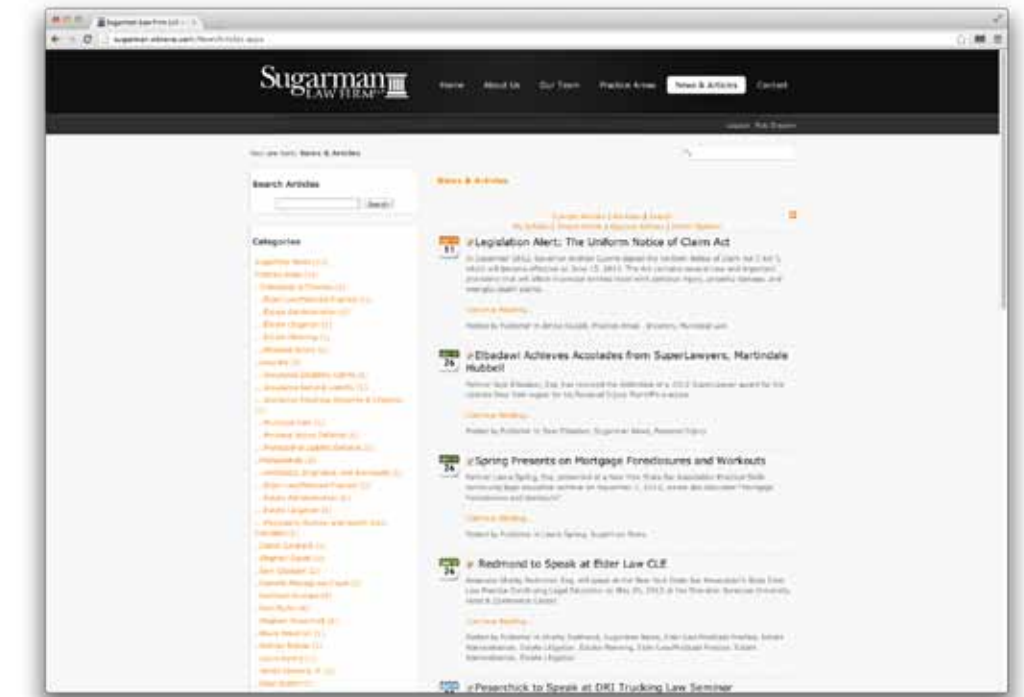
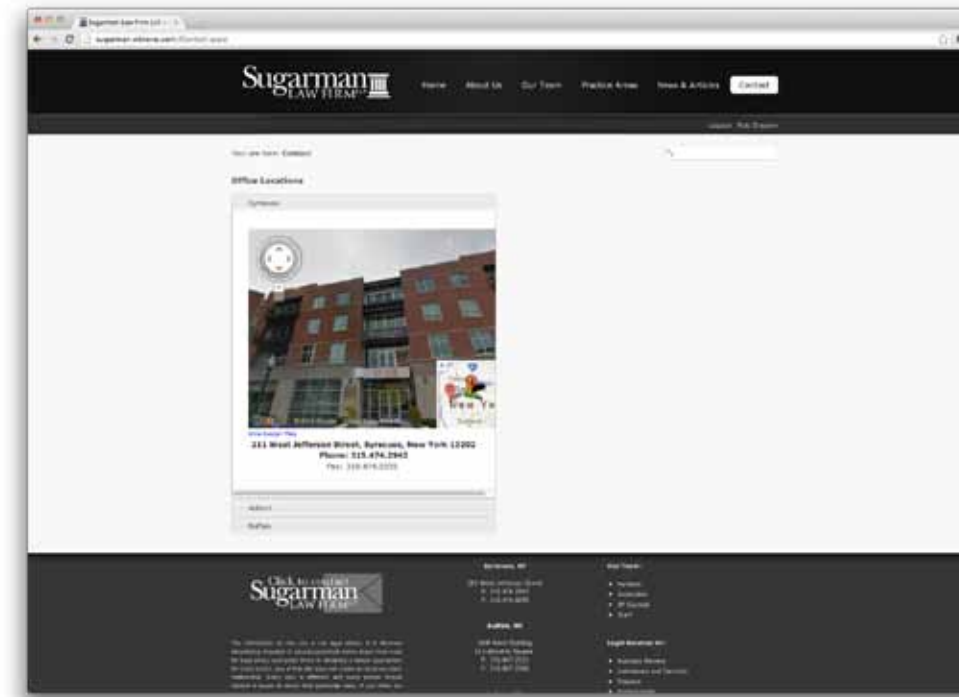


► The BlackBag app is a site management tool for doctors who have registered their medical practice with MedExchange. It will include the OnCall messaging feature.

▼ Site managers will be able to update their profile, employee bios and medical practice information. Doctors will also have access to the OnCall feature where people can ask non-emergency questions at any time, right from MedExchange!



Sugarman Law Firm is a multidisciplinary law firm with offices located in Syracuse, Auburn and Buffalo. An updated corporate web solution was required to showcase their expertise and professional profiles.



<b>Client:</b>	Sugarman Law Firm, LLP	<b>Media:</b>	Website	<b>Problem:</b>	Sugarman's current website is limited in its scope of professional descriptions and services offered.
<b>Studio:</b>	nBrane Cloud Studios	<b>Method:</b>	Adobe Illustrator, Photoshop DotNetNuke, nBrane CMS HTML/CSS/JavaScript/ASP	<b>Objective:</b>	To update Sugarman's current web solution with an advanced corporate website, divided into subsections by service and associated professionals.
<b>Team:</b>	Rob Dracker (Design, Dev) Seth Azria, Esq. (Content) Oliver Hine (Back End Dev)	<b>Link:</b>	www.sugarmanlaw.com (In Development)	<b>Solution:</b>	Sugarman's new website is developed to the objective goals: to be expandable and organized, with the DNN content management system, to allow for expandability.

► An advertisement for the ACEC engineer's directory.

Azria Law Office is located in Syracuse, NY and specializes in Wills, Trusts and Estates, Traffic Infractions, Appeals, DWI Defense and General Family law practice. Azria Law Office also runs a premier legal blog and online law directory.

Kuehner Law Firm is a premier law firm in Syracuse, NY which offers personal injury, malpractice and compensation cases. An updated brand, website and stationary kit was developed to increase visibility.



<b>Client:</b>	Azria Law Office, LLC	<b>Media:</b>	Web & Hardware Package	<b>Problem:</b>	Seth Azria runs a Syracuse appeals blog and a general law office. A website update linking these two services together was requested.
<b>Studio:</b>	nBrane Cloud Studios	<b>Method:</b>	Adobe Illustrator, Photoshop DotNetNuke, nBrane CMS HTML/CSS/Javascript/ASP	<b>Objective:</b>	To set up an appeals blog and a website advertising the traffic law services of the Azria Law Office.
<b>Team:</b>	Rob Dracker (Design, Dev) Seth Azria, Esq. (Content) Oliver Hine (Back End Dev)	<b>Link:</b>	www.azrialawoffice.com www.sethazria.com	<b>Solution:</b>	A set of websites, set up at various URL's with appropriate SEO work brought Seth's websites to the top of search results for Traffic Law and Appeals info.

<b>Client:</b>	Sugarman Law Firm, LLP	<b>Media:</b>	Web & Hardware Package	<b>Problem:</b>	Kuehner Law Firm is a Medical Malpractice and Personal Injury law office. A website update advertising these services was requested.
<b>Studio:</b>	nBrane Cloud Studios	<b>Method:</b>	Adobe Illustrator, Photoshop DotNetNuke, nBrane CMS HTML/CSS/Javascript/ASP	<b>Objective:</b>	To set up a website advertising the traffic law services of the Kuehner Law Firm.
<b>Team:</b>	Rob Dracker (Design, Dev) Seth Azria, Esq. (Content) Oliver Hine (Back End Dev)	<b>Link:</b>	www.kevinkuehner.com	<b>Solution:</b>	A set of websites, set up at various URL's with appropriate SEO work brought Kevin's website to the top of search results for Malpractice and Personal Injury.



► A user's experience level is based on how often they use to app to post about band news, new music, upload pictures and make comments about their experiences and overall general activity.

◀ SocialMachine is an application which allows fans to connect with their favorite bands and listen to samples, buy music, merch and tickets, and gain experience the more they support and communicate with the band!

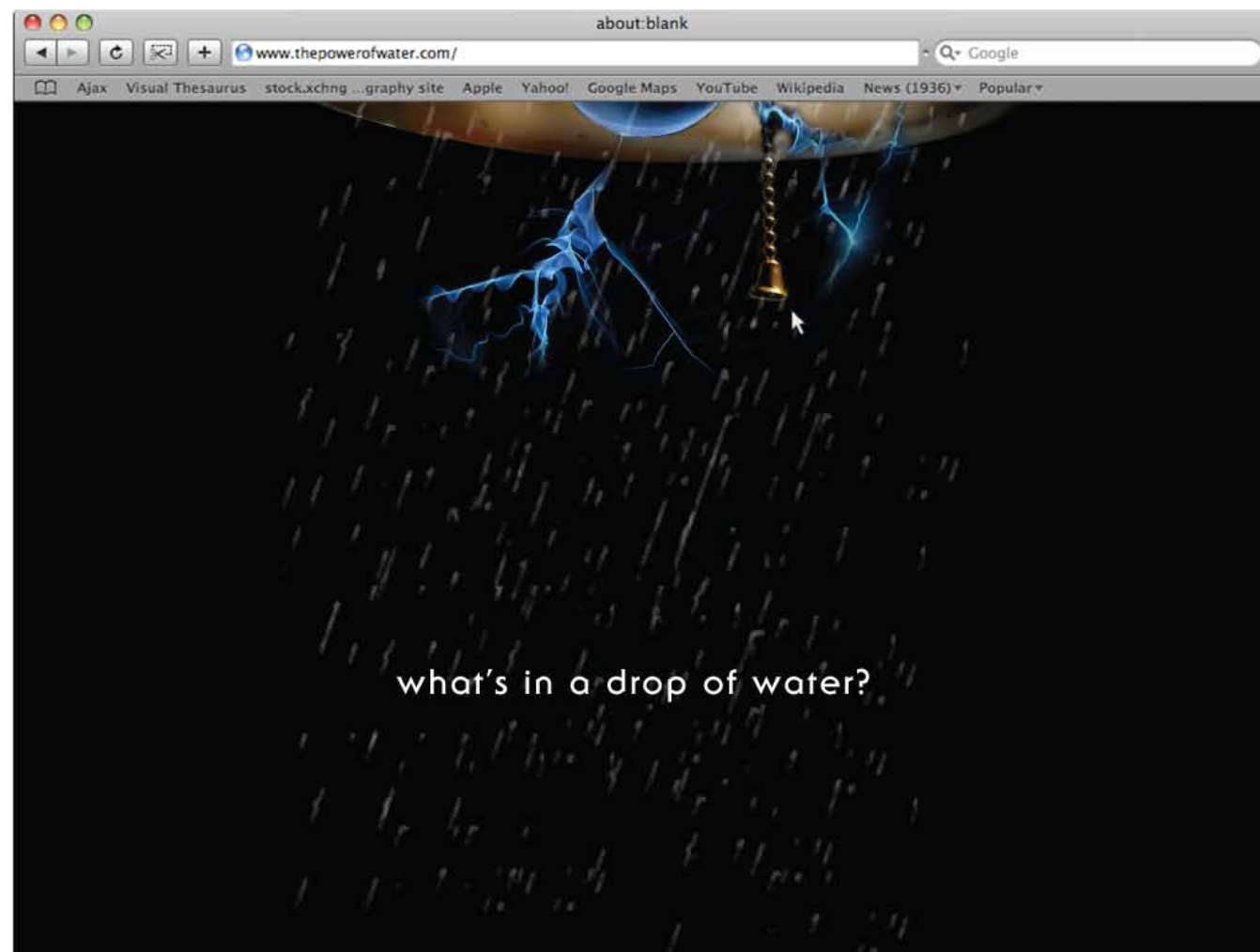


<b>Client:</b>	Ron Welty, Social Machine (Drummer, <i>The Offspring</i> )	<b>Media:</b>	Website, Facebook App	<b>Problem:</b>	A direct link between fans and musicians is one usually mediated by record companies. A solution is needed to connect them directly with news, new music and socialization.
<b>Studio:</b>	Dracker Design Studios, Inc.	<b>Method:</b>	Adobe Illustrator, Photoshop CakePHP HTML/CSS/Jquery.m/PHP	<b>Objective:</b>	To create a platform that takes advantage of social networking to connect musicians with their fans, proliferate new music, buy merch and tickets and connect with other people with similar interests.
<b>Team:</b>	Rob Dracker (Design, Dev) Jim Welty (Dev)	<b>Link:</b>	www.socialmachine.com (Not yet released)	<b>Solution:</b>	Social Machine is an app that bridges the communication between artists and fans.



Hydron is a new era in home energy technologies. Water-fueled home energy generators are an earth-shattering technology that will become a major player in the energy market. Still experimental in nature, branding and an introduction of this technology is an emerging need.

# HYDRON



◀ Hydron is the newest technology in independent home energy systems, splitting molecules of water into burnable gas! Find out more on this incredible new energy solution at the Hydron website.



<b>Client:</b> WMC Studios, Inc.	<b>Media:</b> Website	<b>Problem:</b> Water-fueled energy systems are a new technology unintrouced to potentially interested customers.
<b>Studio:</b> Dracker Design Studios, Inc.	<b>Method:</b> Adobe Illustrator, Photoshop	<b>Objective:</b> To introduce a brand of energy systems and generate buzz about soon to be released home energy products.
<b>Team:</b> Rob Dracker (Design, Dev)	<b>Link:</b> <a href="http://www.thepowerofwater.com">www.thepowerofwater.com</a>	<b>Solution:</b> A website and series of advertisements to introduce the process and products behind Hydron home energy products.



www.thepowerofwater.com

**EMBRACE  
THE NEW SOURCE OF  
ENERGY**

**POWER  
HAS A NEW  
FLOW**

**HYDRON**

www.thepowerofwater.com

www.thepowerofwater.com

**freedom is power**

The definition of energy is the potential to do work. Everything on earth has the potential to either cause or perform some sort of work.

The problem with our current fuel source is that it is running out! It is controlled and rationed by the government and utility owners. You are responsible for paying these providers in order to receive the energy you need to operate each day.

But what if you could create your own electrical energy from the most abundant resource on earth - WATER, whether it be ocean, subterranean or fresh.

welcome

**HYDRON**

www.thepowerofwater.com

**water and fire  
(how it works)**

By the light of your neighborhood, the talk of the town. With a Hydron home energy system, you can not only create enough energy for yourself from any quality of water, but you can produce enough residual energy to power your neighbor!

Every new Hydron owner receives a share in dividends received due to overproduction of energy. That's right - there is an average of 20% excess energy output per average sized household running on Hydron. Be independent and energy dependent will mean that YOU are the provider.

science

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average monthly earnings first 4 months

\$85
\$55
\$32
\$10

welcome

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science

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**the new face of green is clear**

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ecofactor

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ecofactor

**HYDRON**



Impact Martial Arts is a mixed martial arts dojo in Upstate New York. Having recently branched off from its origins, a new brand and web presence was created to communicate its services and expertise to the community, and to create leads for new potential students.



<b>Client:</b> Impact Martial Arts Team Feidt	<b>Media:</b> Website	<b>Problem:</b> Impact Martial Arts is a relatively new name in the martial arts market in Upstate NY. Having just split off from its parent school, it needed a brand update and a new website to create marketing leads for new potential students - namely families.
<b>Studio:</b> nBrane Cloud Studios	<b>Method:</b> Adobe Illustrator, Photoshop Zend Studio 9	<b>Objective:</b> To create a method of advertising Team Feidt as a premier martial arts dojo, friendly to families and students of all ages and abilities, and experienced in many areas.
<b>Team:</b> Rob Dracker (Design, Dev) Seth Azria, Esq. (Content) Oliver Hine (Back End Dev)	<b>Link:</b> www.teamfeidt.com	<b>Solution:</b> The Team Feidt website advertises using its powerful brand and video segments.

PART I  
WEB & INTERACTIVE DESIGN

PART II  
BRANDING & PACKAGING





# Upper hand

Upper Hand is a martial arts program for individuals who have various types of disabilities and is implementable into existing martial arts studios. This package was created to introduce new students to the program.



◀ Self-defense for the less-abled. Safety is a concern of all people, regardless of physical ability. Upper Hand offers a unique training solution that can be implemented at any martial arts dojo!



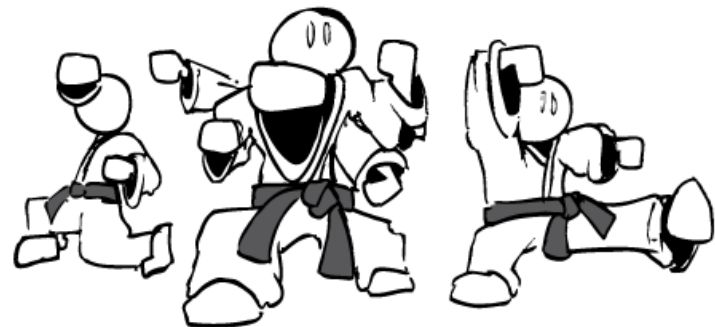
<b>Project:</b>	Upper Hand	<b>Media:</b>	Corporate Identity, Publication, Package Concept, Apparel	<b>Problem:</b>	Self defense is a set of knowledge that every person should have access to, but many martial arts dojos have limited research in teaching disabled students.
<b>Audience:</b>	Martial arts studios who are interested in offering a program for disabled students  Disabled individuals who are interested in self defense training	<b>Method:</b>	Adobe Illustrator, Photoshop, Indesign; Package Concepting; Screen Printing; Sumi Ink Painting	<b>Objective:</b>	To provide a system which any martial arts dojo can implement which aims to provide self-defense instruction to disabled students.
		<b>Solution:</b>			Upper Hand is a readily-implementable system of self defense for disabled students - including ranking, course material and supplementary branding materials.

# MASTERY AND BALANCE

## black belt



The most honorable rank in the Upper Hand system is attained after three years of hard work and dedication. Once found to qualify with all of the previously outlined requirements, the student is tested and ceremoniously awarded his or her black belt.

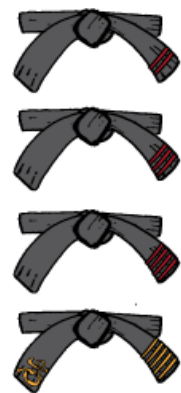
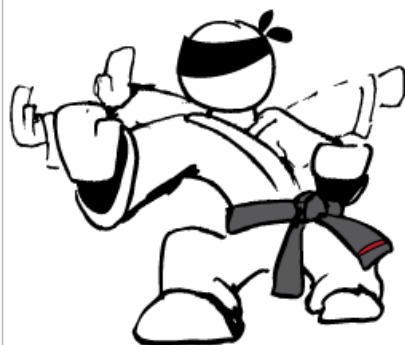


### MASTERY AND BALANCE

Once attained, that is not the end of the road. An Upper Hand Black Belt may spar in specialized tournaments and participate in professional demonstrations.

There are five degrees of black belt, which denote different levels of mastery. Each degree will be awarded according to dedication, improvement and innovation in the disabled martial arts.

These highest honors are awarded at the discretion of the International Martial Arts Masters' Council, where the student is reviewed, assessed and analyzed by a board of existing Black Belts from around the country.



"The real voyage of discovery consists not in seeking new landscapes but in having new eyes."  
-Marcel Proust



## 4 GREEN BELT



# STRENGTH AND ENDURANCE

## green belt



By the third rank, students begin to realize and react to changes in their immediate environment. Specific sounds, body language and tactile-receptive triggers are studied, and counter blocks and attacks are applied to these specific triggers.

More complex movement and combination kata are learned and put into practice. Judo and jiu-jitsu throws and grabs are reviewed as an introduction to these styles and a preparation of the next rank.



### STRENGTH & ENDURANCE

#### JIU-JITSU

The art of grappling, countering and leverage. Students learn to generate effective leverage.

#### KENDO

The art of the open hand. This is the basis for all blocks and strikes for an Upper Hand Student.

#### HAPKIDO

The art of devastating throws and blows. Escape tactics often rely on a powerful initial counter.



"The true value of a human being can be found in the degree to which he has attained liberation from the self."  
-Albert Einstein



## BLACK BELT



"He who is not satisfied with himself will grow."  
-Japanese Proverb



## 6 RED BELT



# APPLICATION AND EXPERIENCE

## red belt



Red belt is considered the critical rank where an Upper Hand student will begin to not only use members of the non-disabled ranks in the dojo, but will start using environmental props and situations to their advantage.

The final training stage before an upper hand student may be granted the prestigious rank of black belt, red belts are required to show proficiency in strength, endurance, reaction speed and technique application.

At this point in the curriculum, students should be able to pick up on sensory triggers immediately and will be routinely tested throughout classes for the above requirements.



### APPLICATION & EXPERIENCE

#### PROGRESSION OF RANK

From white to black belt, mastery is expected in each of the following areas. The graph below outlines the areas of mastery that is taught and developed by the student before their next rank. Notice the gradual implementation of individual areas of excellence.

	White	Yellow	Orange	Green	Blue	Black
MOTION						
AWARENESS						
SPEED						
MOTIVATION						
REACTION						
STRENGTH						
ENDURANCE						
CONFIDENCE						
AIM						
GRAPPLING						
SENSE						
EFFICIENCY						

# Loavables

Loavables are loveable little loaves of bread that bake right in the box they come in! Utilizing a military heating device activated by a pull-tab on the package, heat is released and your small loaf of bread is baked fresh, on-demand!

▼ Pull the tab, wait a minute, and you have a miniature fresh-from-the-oven loaf of bread! Great for camping, road trips, late study nights and lunch packs!

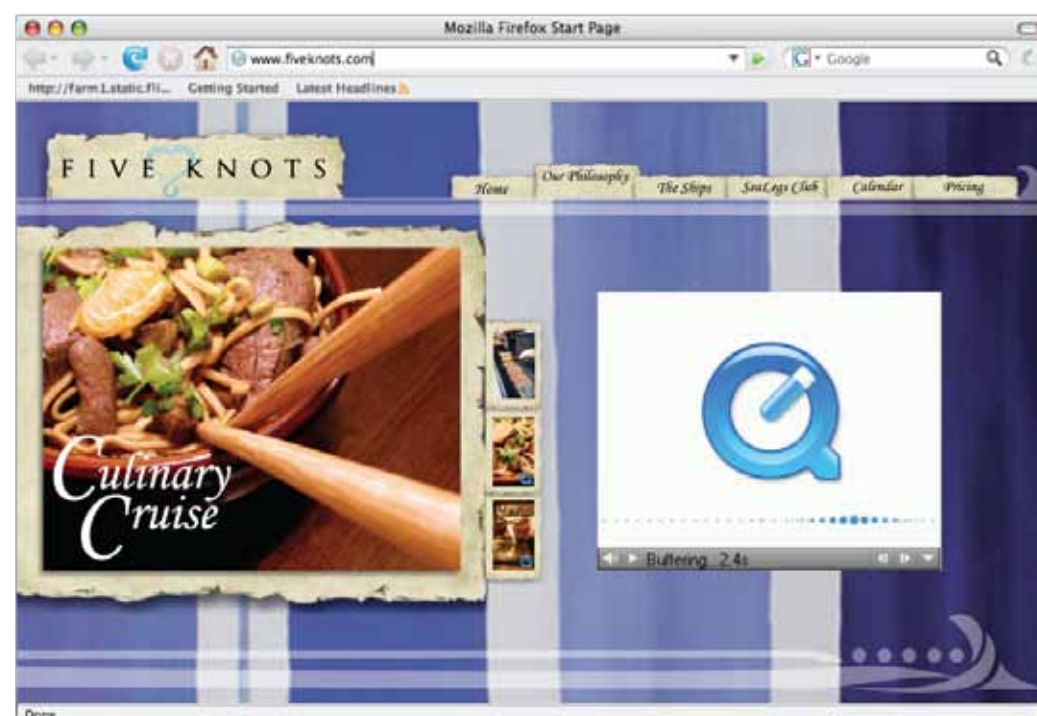
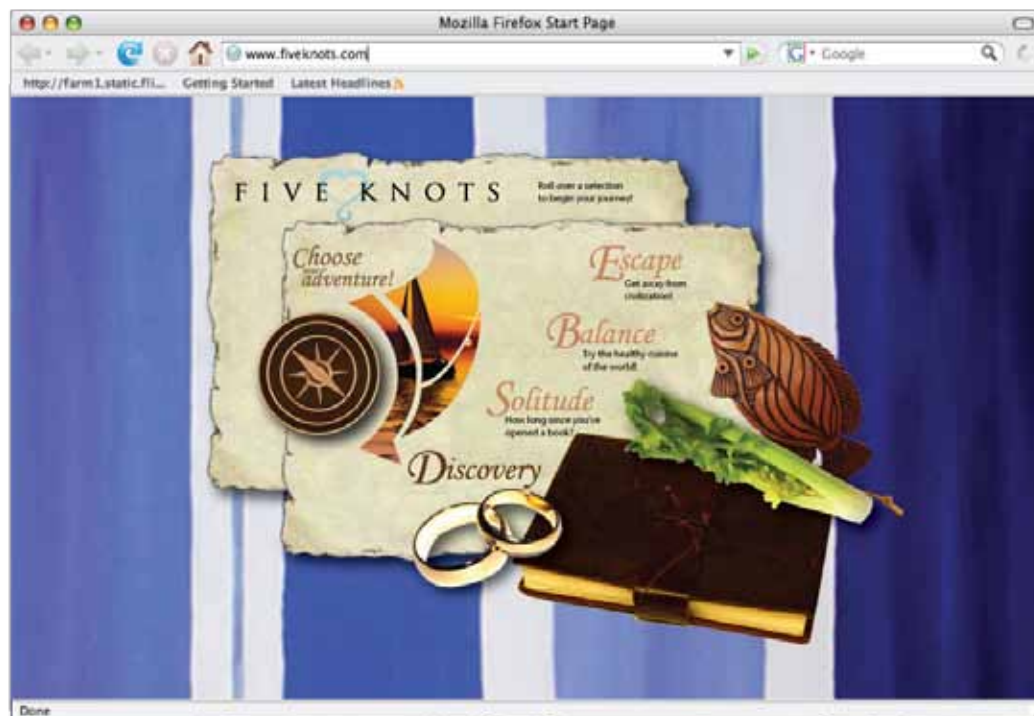


<b>Project:</b>	Loavables	<b>Media:</b>	Corporate Identity, Package Concept, Point-of-Purchase Display Concept	<b>Problem:</b>	In the typical grocery store, bread comes in a plastic bag. Unless you bake it yourself, a fresh-baked loaf of bread does not appear on demand!
<b>Audience:</b>	Families and individuals contemplating options for packed meals, meal accompaniments and new food products	<b>Method:</b>	Adobe Illustrator, Photoshop; Hand-Constructed Package and POP Concepts	<b>Objective:</b>	To create a solution for an anywhere-anytime, on-demand loaf of fresh-baked bread.
				<b>Solution:</b>	Loavables is the bake-anywhere-without-an-oven loaf of bread! Using a military meal heating device, you can bake a fresh loaf of bread in the park, at work or on the bus!

# FIVE KNOTS

Five Knots is a cruise line that focuses on creating a healthier lifestyle. Each cruise is conducted with small groups of people and intimate workshops aimed at developing healthier habits, marriages, mindsets and lives!

► Cruise lines for health! Go on vacation to get back on track. Five Knots offers programs that teach you to eat better, let go of stress, maintain a fit lifestyle, and enjoy life! The promotion on the opposite page is sent to paid customers as a preparation for their journey towards health!

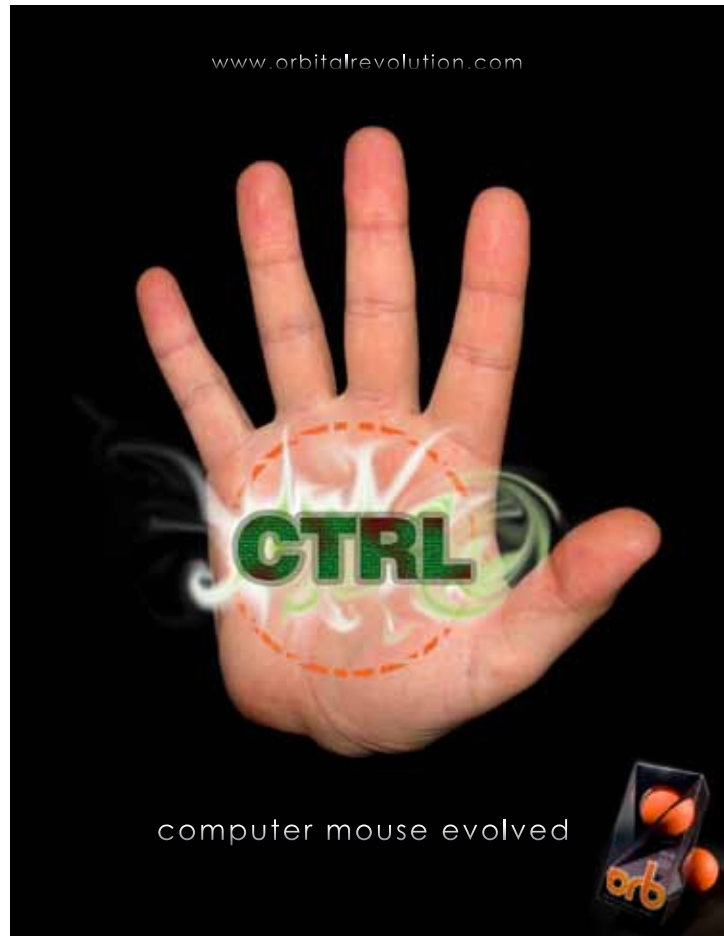


<b>Project:</b> Five Knots	<b>Media:</b> Corporate Identity, Website, Welcome Package	<b>Problem:</b> Many people become stuck in cycles which can prevent them from moving forward in life. Sometimes to escape a cycle, a literal escape is needed.
<b>Audience:</b> Individuals who are in need of a journey where they will experience and learn new ways to improve their health and life	<b>Method:</b> Adobe Illustrator, Photoshop, Indesign; Package Conceiving, Screen Printing	<b>Objective:</b> To place customers in a different physical setting while instructing them into a different mental setting. To communicate this program to others.
		<b>Solution:</b> Five Knots is a cruise line where adventurers can vacation and work on improving many aspects of their lives simultaneously.



*Orb is an ergonomic evolution of the computer mouse. It does not require a surface, and triangulates cursor location and operations based on your own personal gestures. It is wireless and charges itself with centrifugal force while being used.*

- Orb will revolutionize your idea of a computer mouse. Surfaceless, self-charging and motion sensitive in 12 axes, Orb stands to create a new dimension of control for PC gamers and gurus alike!



<b>Project:</b> Orb	<b>Media:</b> Corporate Identity, Ad Design, Package Concept, POP Display	<b>Problem:</b> The computer mouse requires a surface, which inevitably restricts movement. Restricted movement can, in turn, restrict the potential of cursor devices.
<b>Audience:</b> Gamers, 3D Designers, General PC Users	<b>Method:</b> Adobe Illustrator, Photoshop; Package Concepting; Vacuum Forming	<b>Objective:</b> To free the user of wires, surfaces and spacial restrictions all at once. To advertise and demonstrate this product at the point of sale.
		<b>Solution:</b> Packaging with a form factor that expresses its free-form capabilities, and a POP display where potential customers may experience its functionality.



An annual operations and financial report produced for military industrial corporation Lockheed Martin. Intended to inform investors and partners of its accomplishments, a unique form factor was created to tell a intriguing story.

► An annual report that breaks the barriers of conventional stationary configuration. Stockholders will enjoy the receipt and opening of this consumer-friendly annual report for one of our countries largest technologies manufacturers.



<b>Project:</b>	Lockheed Martin: 2012 Annual Partners' Financial Report	<b>Media:</b>	Publication	<b>Problem:</b>	Lockheed Martin has expressed interest in informing it's primary partners, investors and customers of its' achievements and goals.
<b>Audience:</b>	Company Partners, Investors and Primary Customers	<b>Method:</b>	Adobe Illustrator, Photoshop, Indesign; Package Concepts	<b>Objective:</b>	To tell a compelling story about the innovations and goals of Lockheed's defense industry achievements and goals in a form-factor that tells a compelling story and can remain a desktop-showpiece.
				<b>Solution:</b>	A pentagon-shaped annual report with a unique chronological experience.

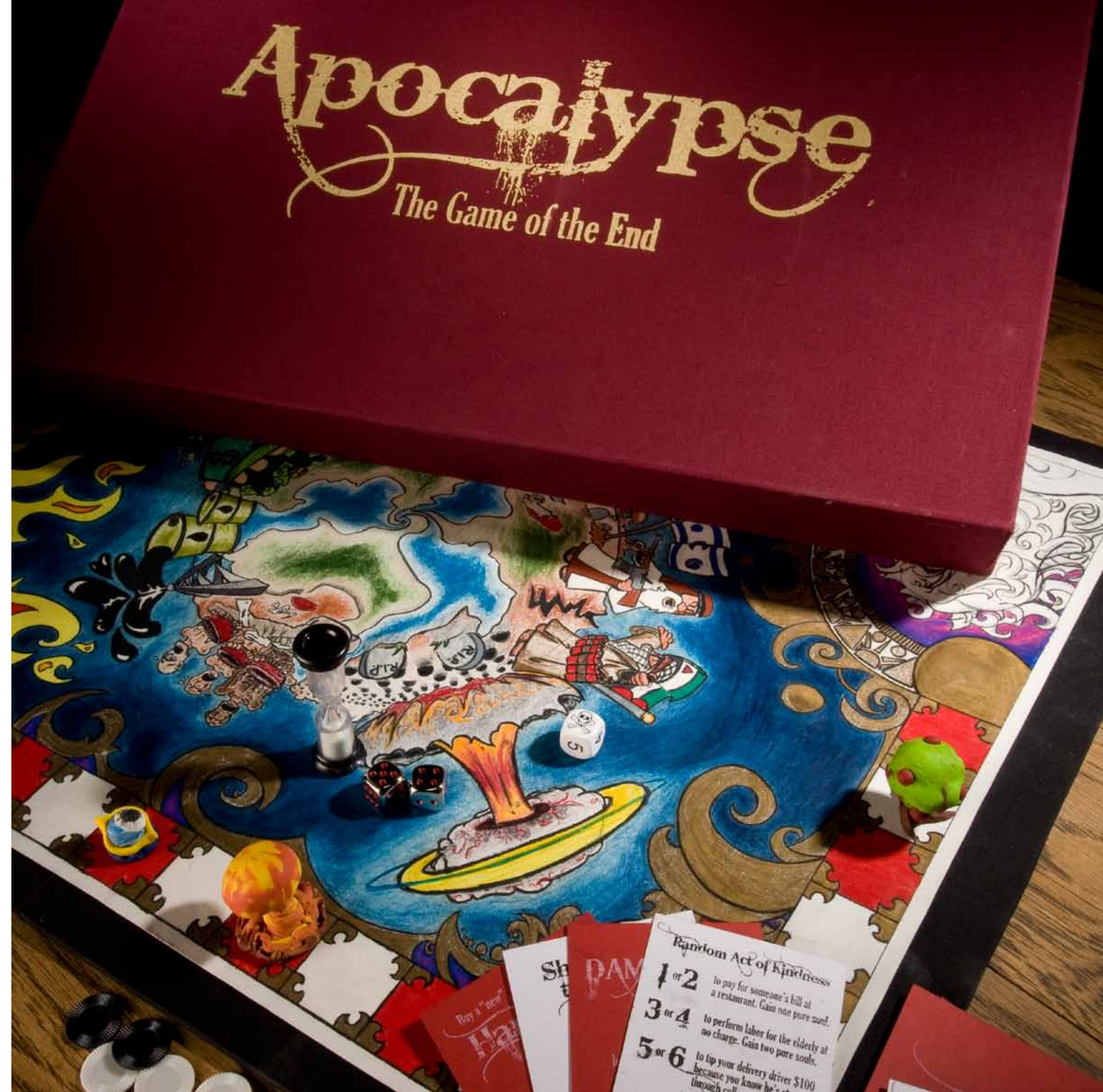


# Apocalypse

Apocalypse is a board game where you choose a side - Good or Evil. Players move around the board collecting and gambling with their pure and lost souls. Performing deeds of Sin or Virtue award players with souls.



◀ Object of the game: Choose a side, either good or evil. Circumnavigate the board collecting pure and lost souls. Challenge your opponents for souls by periodically battling it out for the control of the human race! Whoever has control of the most souls after the final battle wins the game... and the world!

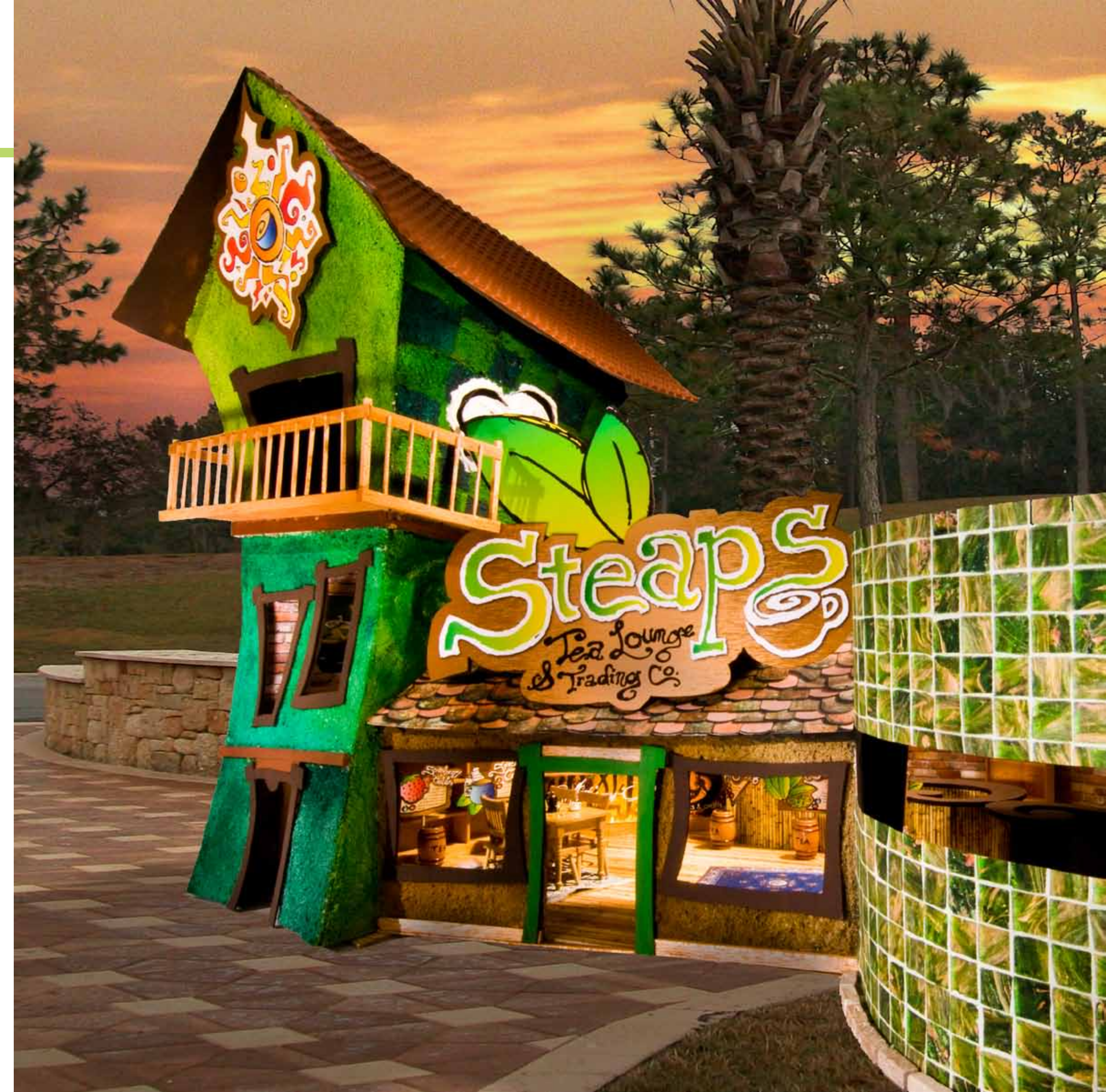


<b>Project:</b>	Apocalypse: The Game of the End	<b>Media:</b>	Print, Model, Packaging	<b>Problem:</b>	The world is coming to an end! Pick a side: light or dark!
<b>Audience:</b>	Unique/collectors-edition board game fanatics; Fantasy game fans	<b>Method:</b>	Hand-Rendered Illustration; Sculpey Clay Modelling; Screen Printing; Photoplate Lithography; Hand-Inking; Colored Pencils; Book-Binding; Package Concepts	<b>Objective:</b>	Circumnavigate the board, gathering pure and lost souls. Battle it out for control of the human race by playing C-Low for souls!
				<b>Solution:</b>	Apocalypse is a fantasy board game that places the salvation of the world in the hands of D&D geeks!



Steaps is a new twist on teahouses! Instead of purchasing individual cups of tea, customers purchase a pot of hot water and select samples from a range of different types of tea. Treats, artwork, crafts and tea are also sold in a local-focused store.

▼ An exciting twist on tea! Purchase a steaming pot of hot water and you're free to sample any tea in the entire store! The store collects and sells ceramic artwork by patrons and local artists!



**Project:** Steaps:  
Tea Lounge & Trading Co.

**Media:** Corporate Identity, 3D Exhibit Design; Scale Modeling; Miniatures Arrangement

**Problem:** Local artists and craftspeople need a place to come together around tea culture! Starbucks must fall!

**Audience:** Tea Enthusiasts, Local Artists, Coffee Shop Regulars

**Method:** Adobe Illustrator, Photoshop, Indesign; Hand Rendering and 3D Exhibit Scale-Modeling

**Objective:** To create an environment and localized economy around tea, artwork, crafts and baked goods that will pull interest away from corporate coffeehouses and into the local artisan market.

**Solution:** Steaps is a unique environment where users can sample tea and local artwork!





◀ With a vast selection of tea from around the globe, Steaps offers a unique experience that will redefine your idea of a rendezvous point.

