

TAI DePRIEST
Design Portfolio

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Design and copy: Tai DePriest

Photography: Tai DePriest

Printing and binding: Blurb.com

www.taidepriest.com

Design should be a **full sensory** experience.

Visuals hold the highest ground in graphic design, but bringing in the other senses enriches experiences and enlivens the form. Physical or even implied texture elements can create effective, thoughtful design solutions, evoking a range of sensations.

On the following pages, you'll discover my selected works, along with the texture elements which helped inspire various design details for each project.

Please enjoy this tactile experience to enhance your viewing throughout this portfolio.

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3RIVERS

ROCK REVIVAL
2018

78 46

TEXTURE ELEMENT

Glued Poster : Edgy, Artistic, Crafted →



PROJECT ONE: 3 Rivers Rock Revival

Music Festival Branding

DESCRIPTION

Choose a topic to raise awareness for by creating a music festival, complete with branding, graphics, website, posters, and swag for the event.

CONCEPT

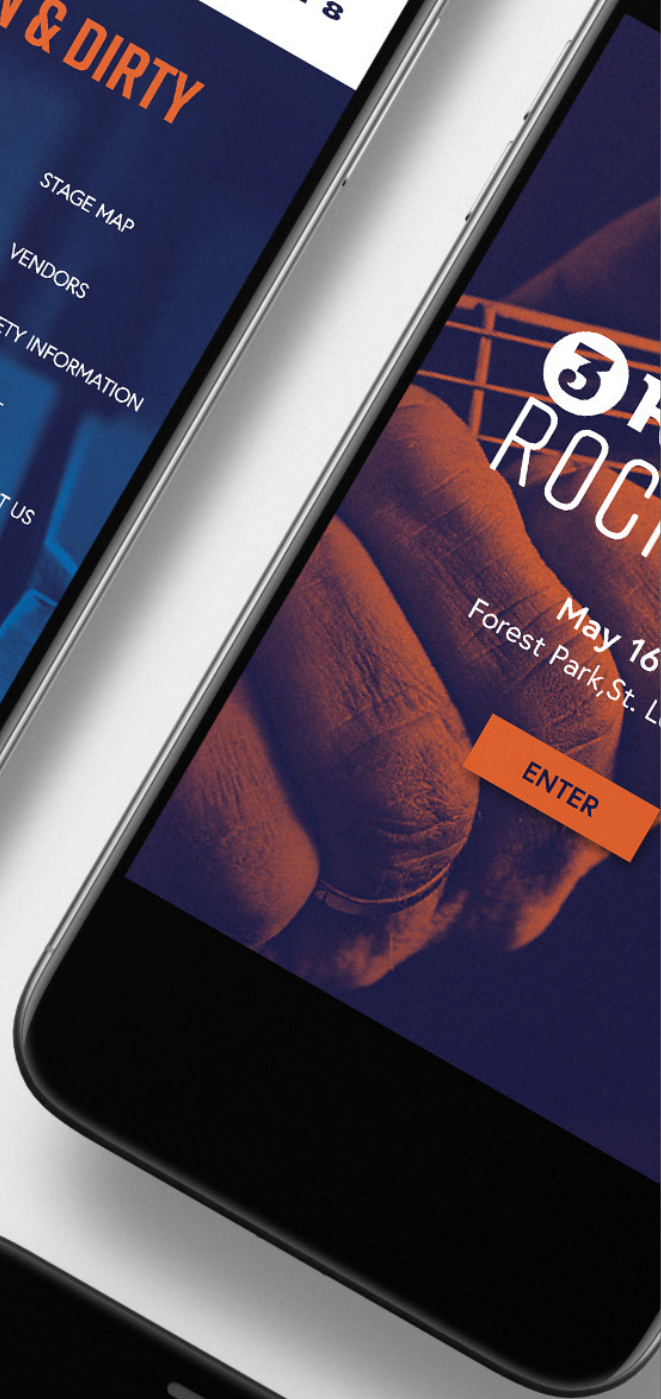
St. Louis is a city full of music history, as well as the birthplace of the Rock and Roll legend Chuck Berry. I wanted to create an edgy music festival celebrating that rich story, benefiting the St. Louis Children's Hospital, and incorporating a variety of both digital and tangible deliverables to embody the spirit of Rock and Roll.

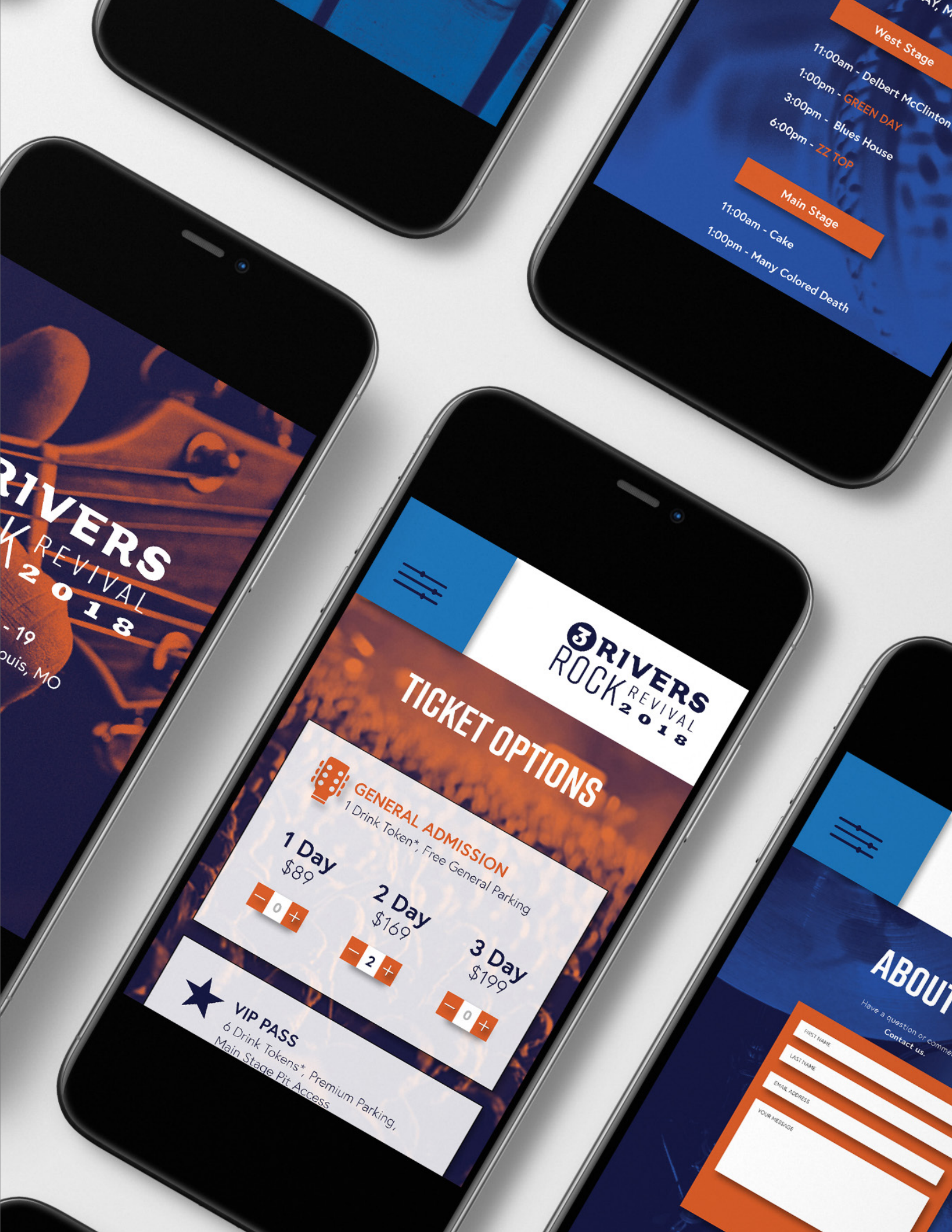
DISCIPLINES

Logo Design / Branding Application / UI Design









West Stage
11:00am - Delbert McClinton
1:00pm - **GREEN DAY**
3:00pm - Blues House
6:00pm - **ZZ TOP**

Main Stage
11:00am - Cake
1:00pm - Many Colored Death

3 RIVERS
ROCK REVIVAL
2018
- 19
ouis, MO

3 RIVERS
ROCK REVIVAL
2018

TICKET OPTIONS



GENERAL ADMISSION
1 Drink Token*, Free General Parking

1 Day
\$89



2 Day
\$169



3 Day
\$199



VIP PASS

6 Drink Tokens*, Premium Parking,
Main Stage Pit Access

ABOUT
Have a question or comment?
Contact us.

FIRST NAME

LAST NAME

EMAIL ADDRESS

YOUR MESSAGE

3 RIVERS
ROCK REVIVAL
2 0 1 8





TICKET REVIEW



GENERAL ADMISSION

1 Day 0 x \$89

2 Day 2 x \$169

3 Day 0 x \$199

Total: 2 = \$338



VIP PASS

1 Day 1 x \$129

2 Day 0 x \$199

3 Day 0 x \$269

Total: 1 = \$129

Grand Total: \$467

BACK

NEXT

HOME

INFO

TICKETS

LINE UP

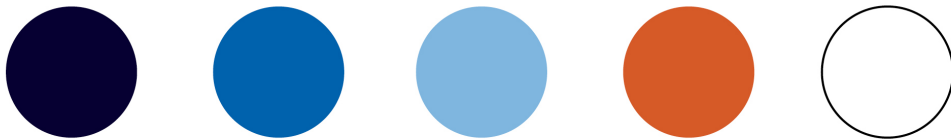
DONATE

ABOUT



© 3 Rivers Revival, 2018

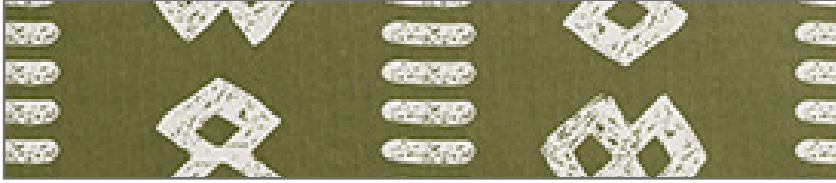
3 RIVERS
ROCK REVIVAL
2 0 1 8





TEXTURE ELEMENT

Woven Fabric Texture: Fibrous, organic, tribal →



PROJECT TWO: Starbucks CSR Report CSR Report Branding

DESCRIPTION

Create a cross-platform (Corporate Social Responsibility) CSR Report for a known company. CSR identity, branding guidelines, and other deliverables.

CONCEPT

To bring a fresh, visually engaging revamp to Starbucks' CSR Report, highlighting current social responsibilities, brand transparency, and have a focus on sustainability. I was inspired by the patterns and fabric textures utilized by the many global partners of Starbucks', bringing their cultural textile into the design.

DISCIPLINES

Identity Design / 3D Rendering / Book Binding





GREENER RETAIL

Looking to create more eco-conscious stores on a global scale, Starbucks has been a leader for more than a decade in the development and implementation of a scalable green building program for other retail companies, like us. We joined the U.S. Green Building Council® (USGBC) in 2001, allowing a collaboration and development for the LEED® for Retail program, an effort to adapt LEED (Leadership in Energy and Environmental Design) to new construction and commercial interior strategies for retail businesses. We opened our very first LEED certified store in 2005 and are now the largest builders of green stores in sector.

Looking to create more eco-conscious stores on a global scale, Starbucks has been a leader for more than a decade in the development and implementation of a scalable green building program for other retail companies, like us. We joined the U.S. Green Building Council® (USGBC) in 2001, allowing a collaboration and development for the LEED® for Retail program, an effort to adapt LEED (Leadership in Energy and Environmental Design) to new construction and commercial interior strategies for retail businesses. We opened our very first LEED certified store in 2005 and are now the largest builders of green stores in sector.

**WE CAN
DO MORE**

16

10

GLOBAL
ETHICS

RESPONSIBLE COFFEE

Our vision is simple: to produce sustainable coffee sustainably. For more than 20 years, Starbucks with Conservation International on C.A.F.E. ethical coffee sourcing program. We now source coffee this way, promoting quality, economic and environmental impact with a social and environmental impact with a social the first sustainable agricultural products.

Climate change represents significant risks to coffee farmers around the world. The necessary steps to help ensure the sustainability of coffee mean profitability for farmers new climate support coffee-farming Farmer Fund, making the interest financing the

We continue to share our passion through agronomy to us or not. We are coffee-and the Foundation leadership diversify

STARBUCKS GREENHOUSE GAS FOOTPRINT 2019



free, served
has partnered
Practices, our
source 99% of our
mic transparency,
vision to make coffee
t in the world.

nt immediate and long-
the world, and are taking
the supply of high-quality
insuring the future long-term
also ensuring the economic
are investing in innovations to
resilient coffee tree varieties and
communities through our Global
are our farmers have access to low
will help them reinvest in their farms.

are what we have learned with others
y training for farmers, whether they sell
are also support women and families in our
growing communities through Starbucks
Origin Grants focused on strengthening their
skills and income-generation activities to further
their income.



99%
of our coffee products
are ethically sourced

STARBUCKS' FARMER SUPPORT LOCATIONS



FARMER SUPPORT CENTERS

Chances are, you haven't heard much about open-source agronomy. But for coffee lovers, it affects you directly as it's the key to ensuring the future of quality coffee. "Open-source" means sharing information. "Agronomy" means "the science of soil management and crop production." Starbucks believes in doing just that. For the last decade we have been taking an open-source approach with the latest research from places like our Global Agronomy Center in Costa Rica, and sharing tools, best practices, and resources with growers around the world — whether they sell to us or not.

11

Today's farmers are constantly
sustainability and Starbucks

Starbucks currently
coffee producing co-
to Rwanda to Ch-
latest findings
disease-resis-
technique

The p
far
a

On
Train
coffee

GOALS & INITIATIVES

We're very proud to present a comprehensive approach to reducing our environmental impact in ALL aspects of our business



What is the role and responsibility of a for-profit?

We have always believed Starbucks can — and should — have a positive social impact on the communities we serve. As we have grown to more than 28,000 stores in over 75 countries, so too has our firm commitment to creating positive and dedicated global social impact. It is our goal to help inspire our partners, customers, suppliers and neighbors, creating meaningful, positive change





STARBUCKS

KENYA

Africa Blend

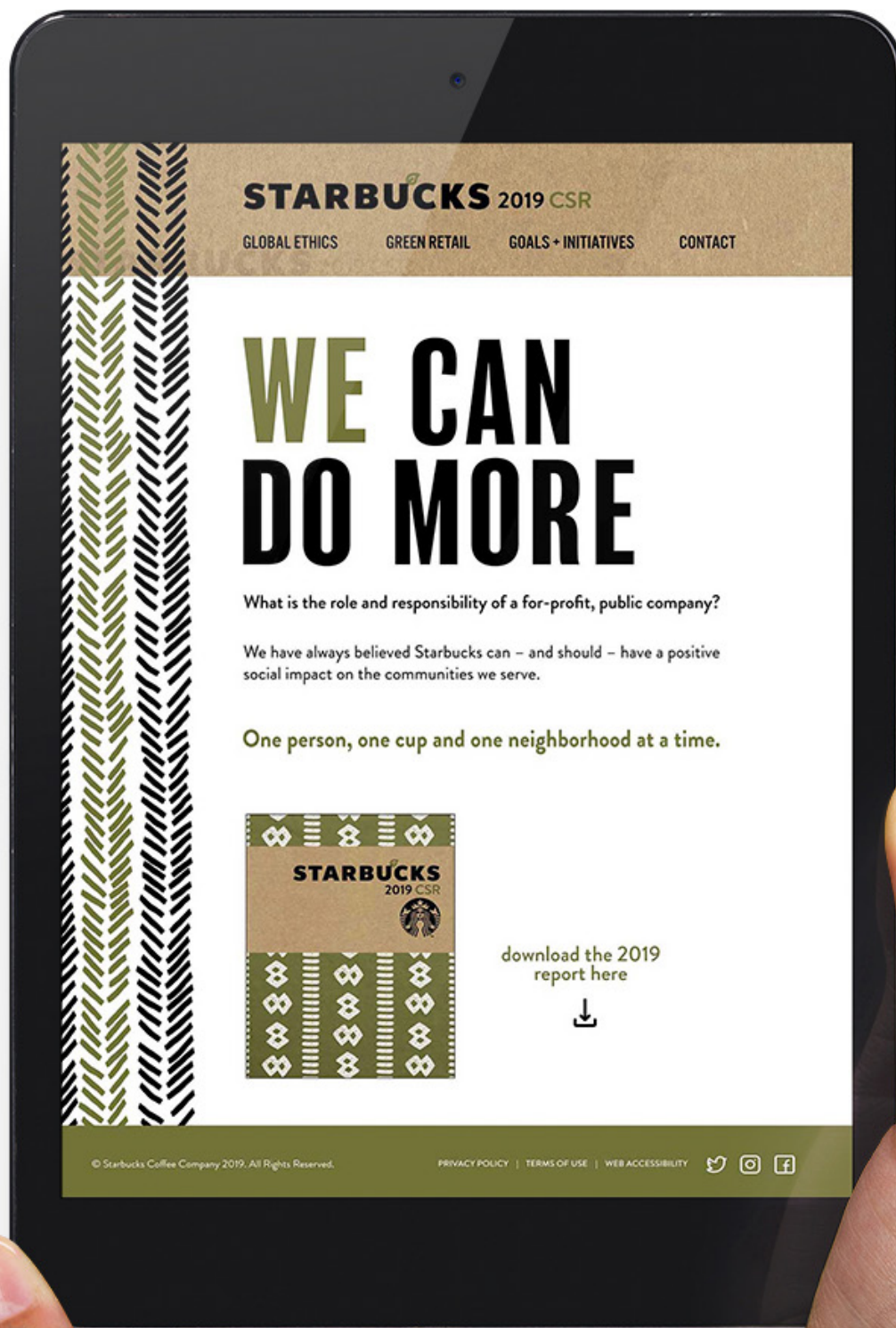
Special Edition

99%
Ethically Sourced

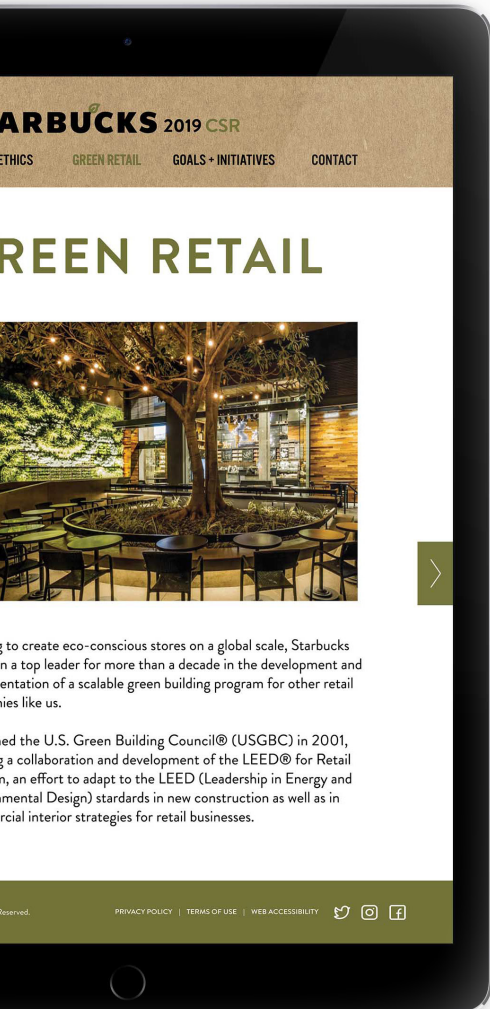
www.starbucks.com

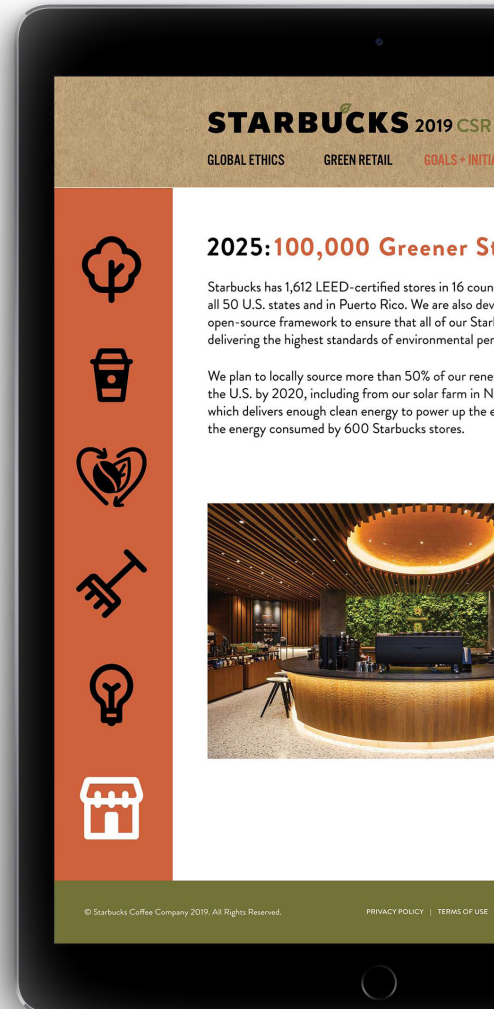
MEDIUM

Whole Bean
100% Arabica Coffee









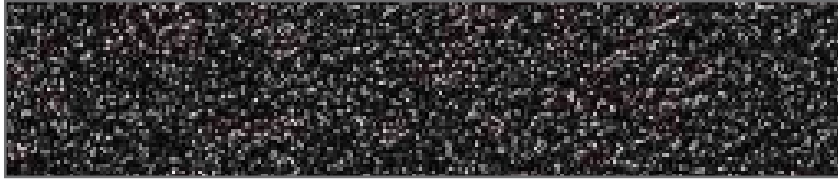






TEXTURE ELEMENT

Skateboard deck Texture: Gritty, Raw, tactile →



PROJECT THREE: VANS Skin Care

Packaging Design

DESCRIPTION

Create a sub-brand and cross-market product line, with multiple product containers as well as POP display.

CONCEPT

Vans is iconic brand which emanates a raw, fun vibe as a global leader in skate and youth culture. I wanted to create a skin care line to match that energy. The product family support a variety of skin-types while bringing the classic Vans visual recognition, bold colors paired with the familiar checkerboard pattern. A POP display resembles a skateboard deck, both visually and tactilely.

DISCIPLINES

Packaging Design / Sub-brand Concept Design /
Comping & Application







t. wt. 5oz

net. wt. 5oz

Moisturizing

Body Lotion

net. wt. 4oz

MAN'S



SKU 6110	Nappies	0 0 0 0 0
SKU 4238	Waltraut	0 0 0 0 0
SKU 5228	Lollipop	0 0 0 0 0
SKU 3045	Melon Yellow	0 0 0 0 0





VANS
360
SKIN CARE
Moisturizing
Body Lotion
4.2 fl. oz.







cool. dry. awesome.

Your Cooling Body Lotion keeps you cool and dry all day long.

WHY IT'S COOL:

Cooling your skin and soothing it, and enjoy the cooling sensation.

✓ pH balanced

✓ Natural ingredients

✓ Never tested on animals

INGREDIENTS:

Water, aloe vera extract, glycerin, sodium methyl cocoyl taurate, vegetable glycerin, hydrolyzed soy protein, vitamin B5, citric acid, coconut oil, ethylhexylglycerine.

QUESTIONS OR COMMENTS?
1-800-876-9876
© Vans, A VF Company
MADE IN USA



aging is old news

Vans Repairing Body Lotion takes soothing aloe vera and mixed with collagen to repair damage from wind, sun, and age.

DIRECTIONS:

Massage into skin and enjoy a youthful glow as you repair damage and feel younger.

✓ Absorbs quickly

✓ Natural ingredients

✓ Never tested on animals

INGREDIENTS:

Water, aloe vera extract, glycerin, sodium methyl cocoyl taurate, vegetable glycerin, hydrolyzed soy protein, vitamin B5, citric acid, coconut oil, sodium benzoate, ethylhexylglycerine.

QUESTIONS OR COMMENTS?
1-800-876-9876
© Vans, A VF Company
MADE IN USA



goodbye, dry

Vans Hydrating Body Wash is rich with premium ingredients to keep your skin soft and never dry. Green tea soothes and protects from radical damage.

DIRECTIONS:

Get wet. Lather up. Relax as the creamy hydration washes over your skin. Rinse well and say goodbye to dry.

✓ pH balanced

✓ Natural ingredients

✓ Never tested on animals

INGREDIENTS:

Water, glycerine, glucoside, sodium methyl cocoyl taurate, vegetable glycerine, hydrolyzed soy protein, vitamin B5, citric acid, coconut oil, green tea, white tea, ethylhexylglycerine.



QUESTIONS OR COMMENTS?
1-800-876-9876
© Vans, A VF Company
MADE IN USA



revive your soul

Vans Energizing Body Wash gently cleanses your body and energizes your spirit with natural grapefruit extracts

DIRECTIONS:

Get wet. Lather up. Breathe in the bright and refreshing scent of grapefruit to invigorate your senses. Rinse well and seize the day.

- ✓ pH balanced
- ✓ Natural ingredients
- ✓ Never tested on animals

INGREDIENTS.

water, glycerine, glucoside, sodium methyl cocoyl taurate, vegetable glycerine, hydrolyzed soy protein, vitamin B5, citric acid, coconut oil, green tea, white tea, ethylhexylglycerine



QUESTIONS OR COMMENTS?
1-800-876-9876
© Vans, A VF Company
MADE IN USA



9 8123788 80181237

VANS

360

SKIN CARE

Moisturizing

Body Lotion

net. wt. 4oz

burns, b

Vans SP
spectrum sub
and bo

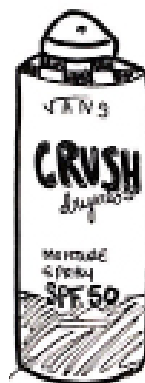
Spray on fac
before sun exp

- ✓ Water resista
- ✓ Natural ingre
- ✓ Never tested

INGREDIENTS:

Alcohol denat., dil
capryloyl glycerin/
copolymer, glycer
caprylic/capric trig
limon (lemon) pee
globulus, juniperus

QUESTIONS OR CO
1 800-876-9876
© Vans, A VF Company
MADE IN USA





TEXTURE ELEMENT

parchment paper Texture: Crisp, sturdy, systematic →



PROJECT FOUR: Macaron Process Visual Information Design

DESCRIPTION

Find a clear, simple way for a user to visually follow a complex set of process steps.

CONCEPT

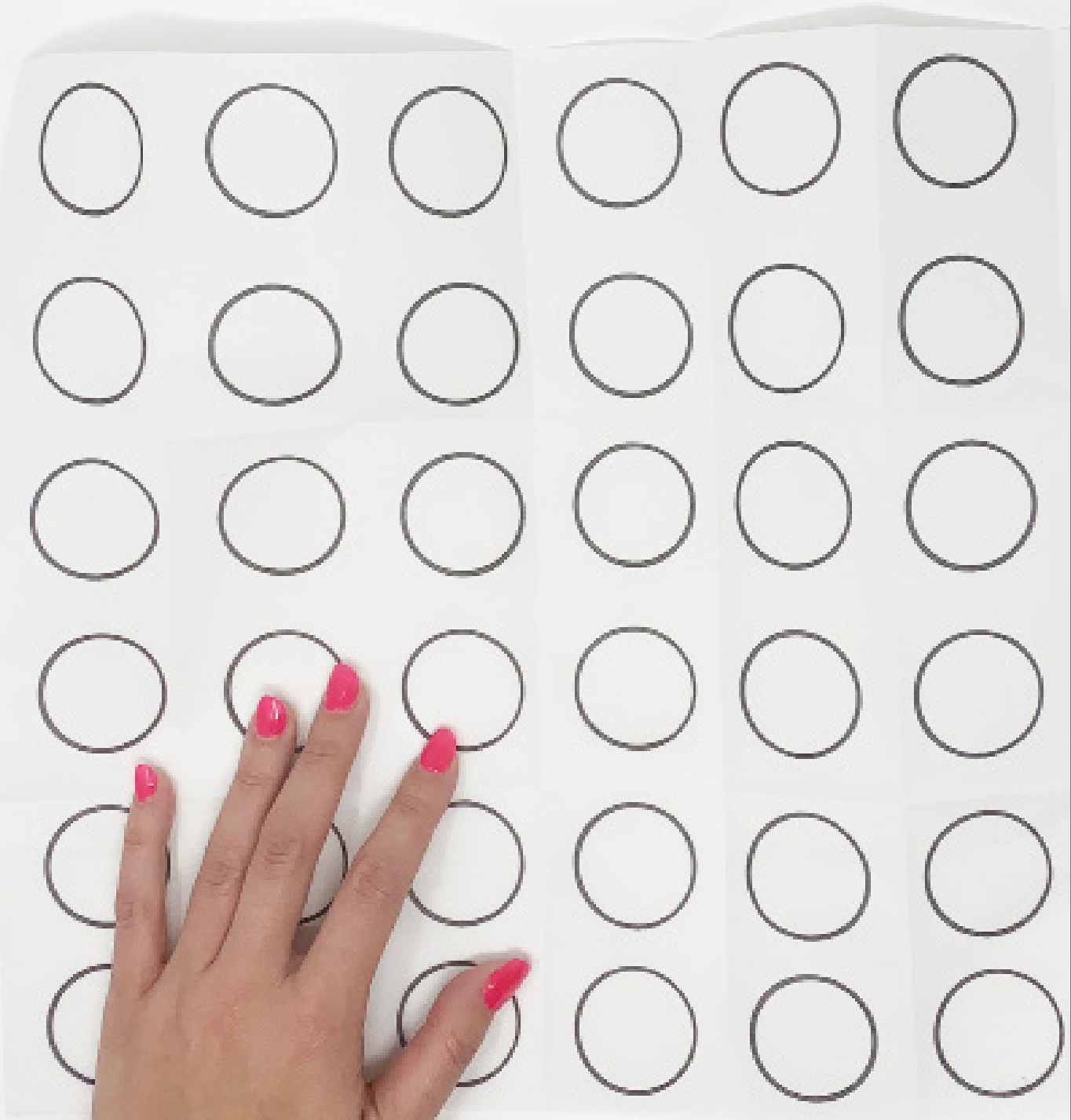
One of my favorite things to bake are Italian macarons, which have many process steps to complete. Isometric illustrations made room for layers of depth within the outlined instructions. An instructional kit concept was developed, giving style and form to the entire package as a whole. The infographic folds to create a stylized macaron shape and holds the kit contents inside .

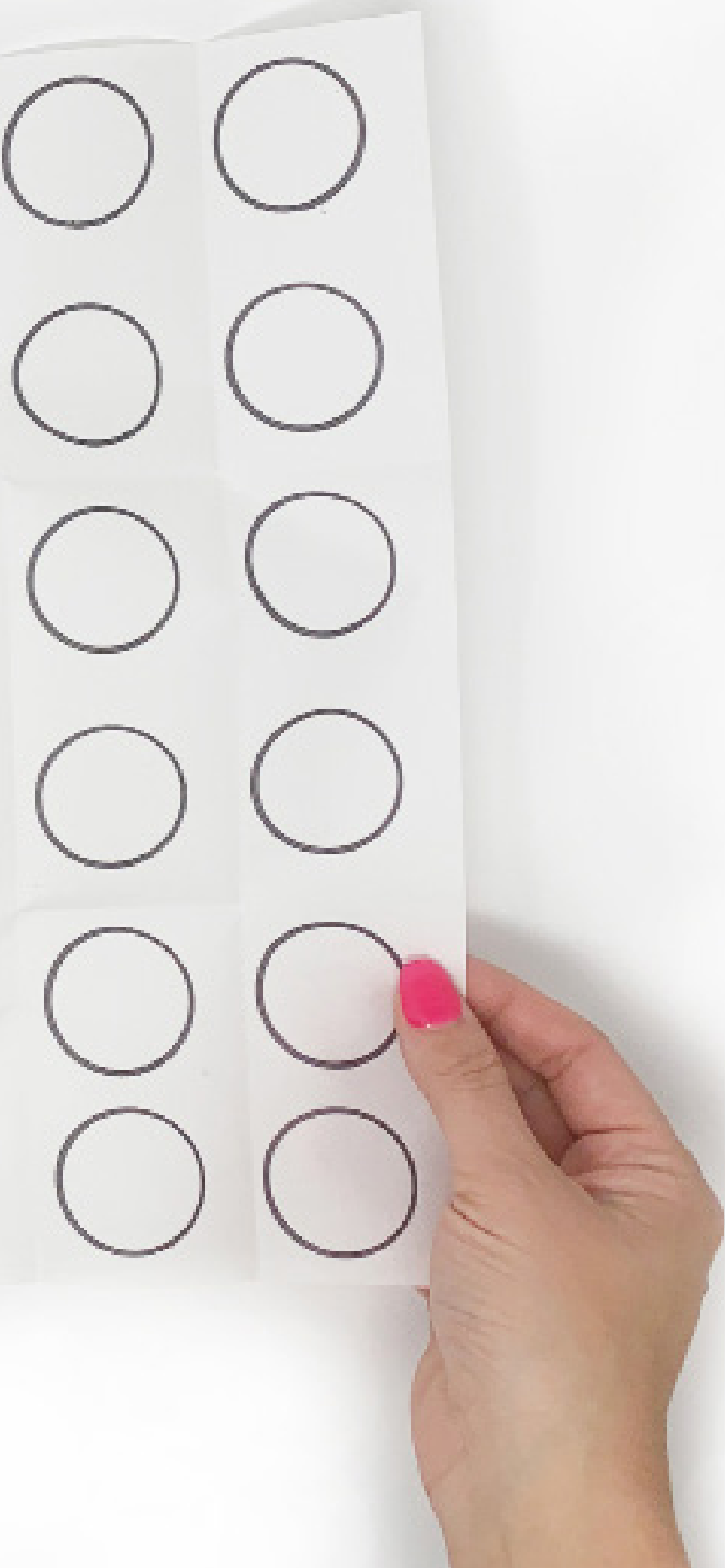
DISCIPLINES

Illustration / Information Design / Comping & Application











COOKIE



almond flour
150g



egg whites
110g, divided



powdered sugar
150g



water
38g



granulated sugar
150g

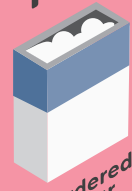


food color
6 drops

2

separate

BUTTERCREAM



powdered sugar
120g



or



cream cheese
8oz



fruit spread
2Tb

or



butter
1 stick

1

soften



8 oz

+



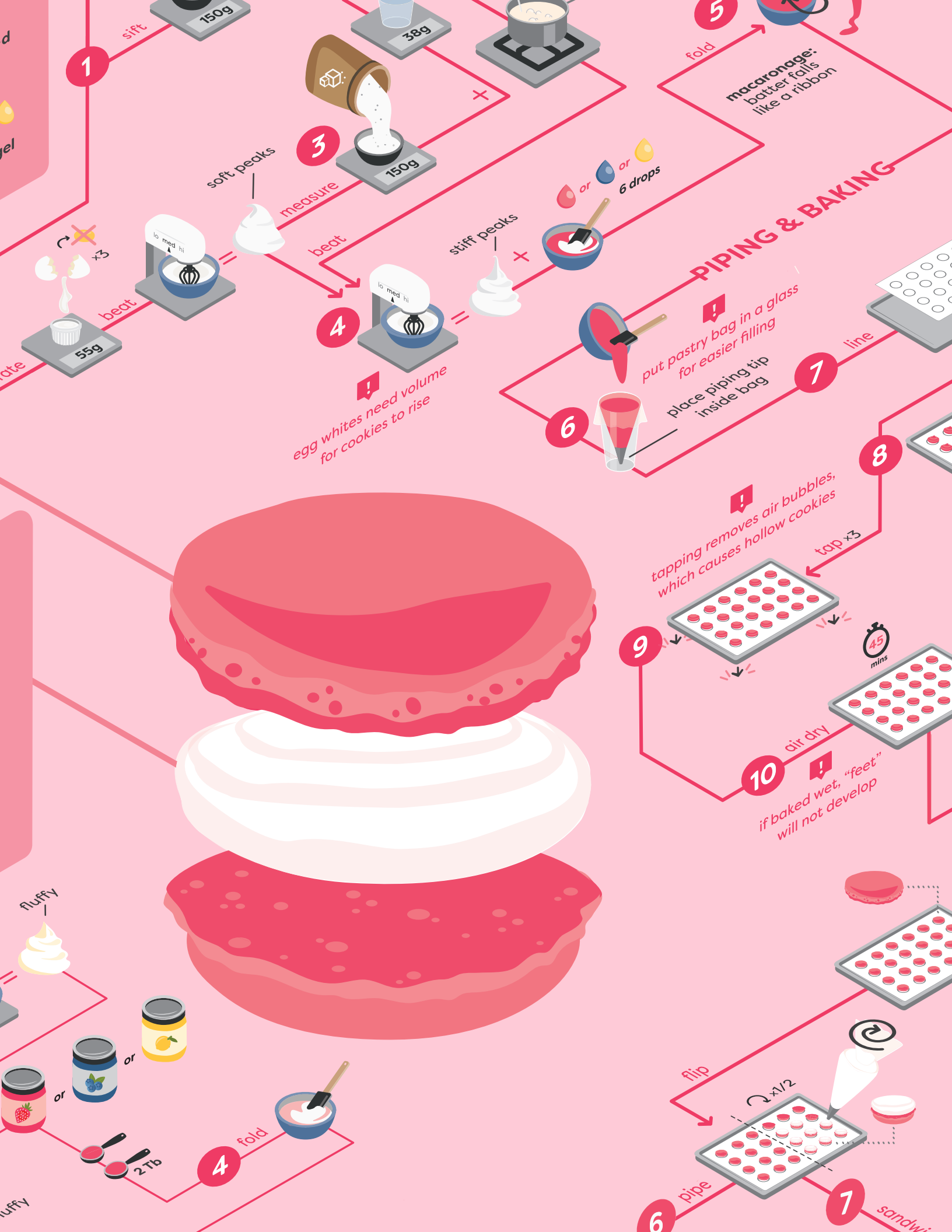
one stick

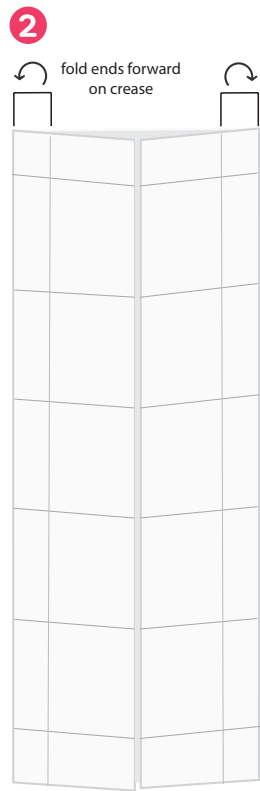
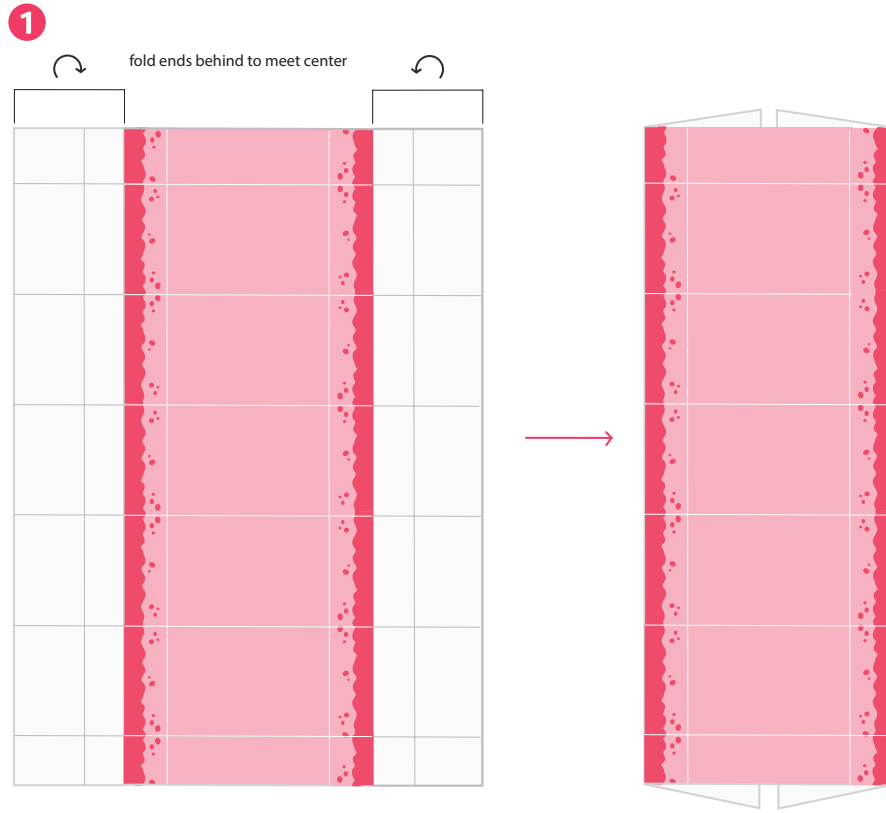
beat



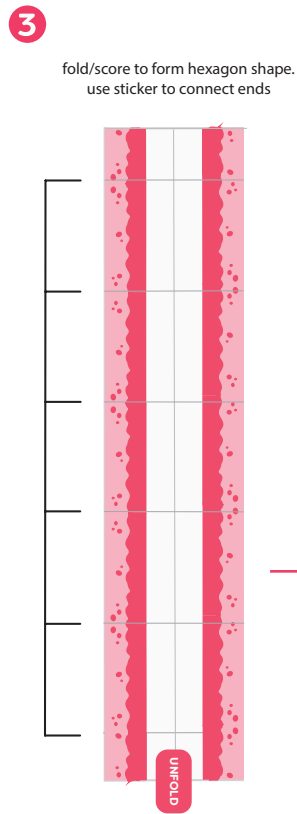
3

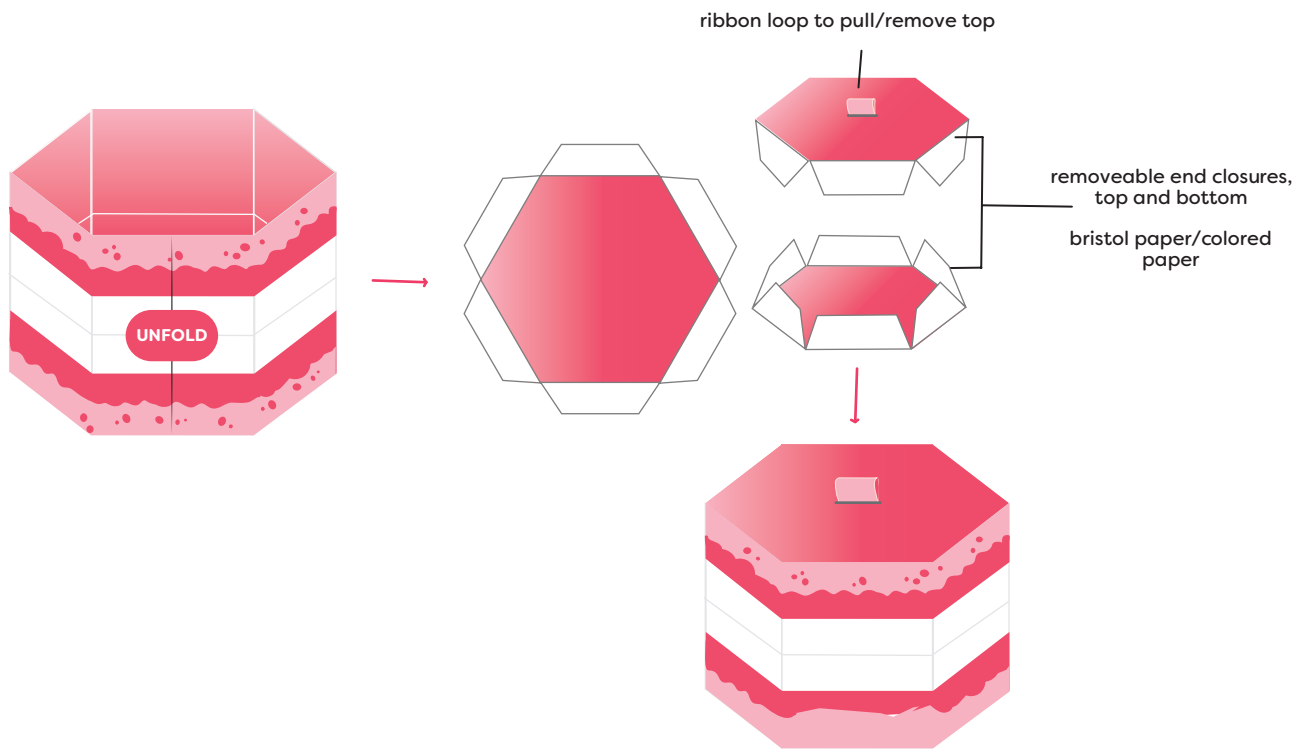
add

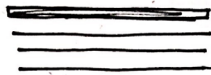
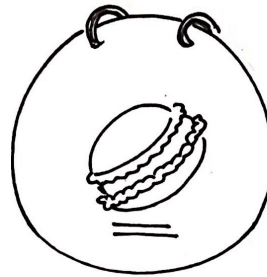
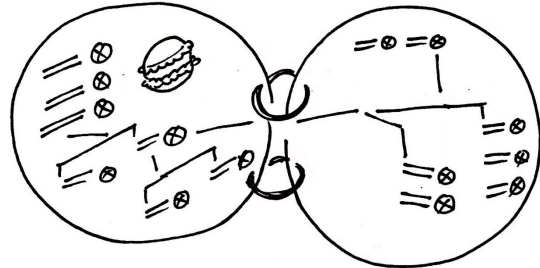
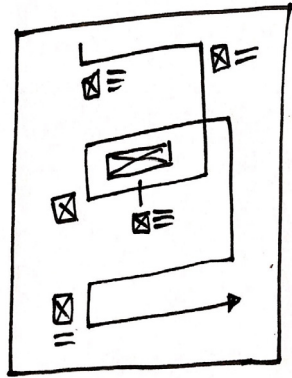




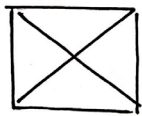
flip over



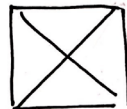




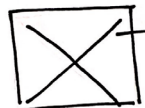
Cookie:



INGREDIENTS



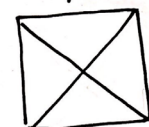
STEP 1



STEP 2

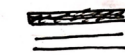


SPECIAL
NOTE



STEP 3

TRUBLE
SHOOTING



COOKIE

MERINGUE



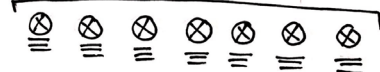
FILLING



ASSEMBLY



TRUBLESHOOTING



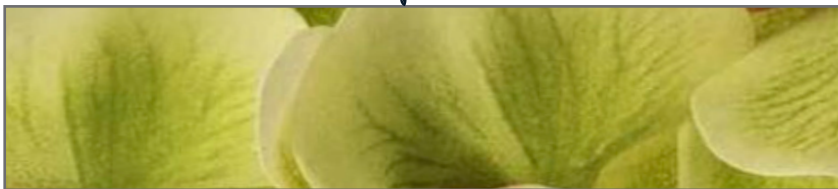


ORCHIDS ARE WEIRD

by Tai Cattleya DePriest

TEXTURE ELEMENT

Flower petal Texture: velvety, alone, wild →



PROJECT FIVE: Orchids Are Weird Book Creation

DESCRIPTION

Create a book project of our own invention, choosing a subject, concept, content, Images/illustrations, layout, typesetting, and working with a binding/printing vendor.

CONCEPT

Orchids are a fascinating subject, from their botanical shape and anatomy to the mania surround their collection in the 19th century.

It was important for me to take in that uniqueness and translate it into an informational book with photos taken during my own search for Orchids.

DISCIPLINES

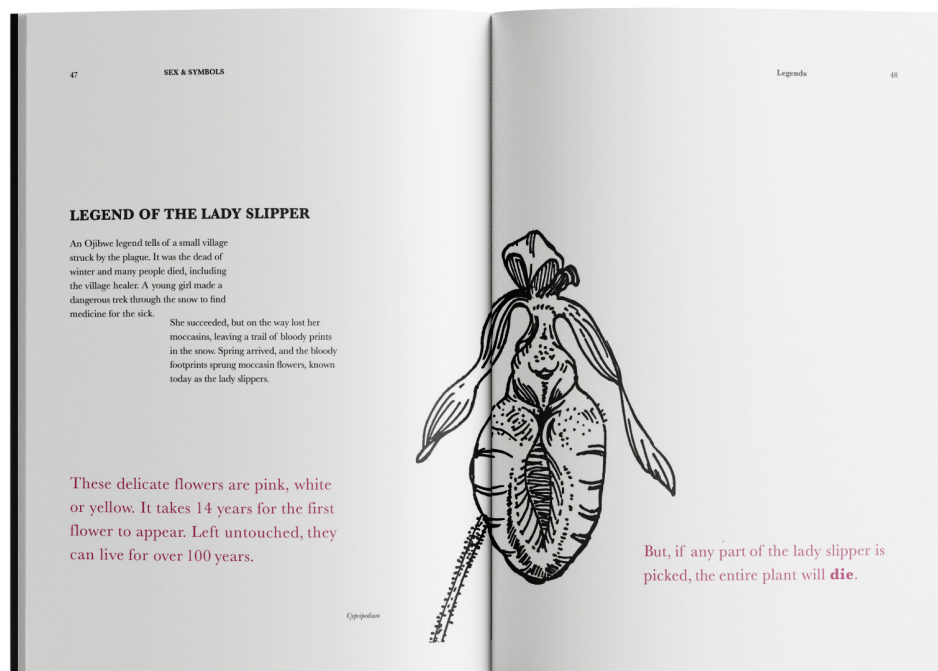
Book Design / Content Creation / Photography Illustration / Printing

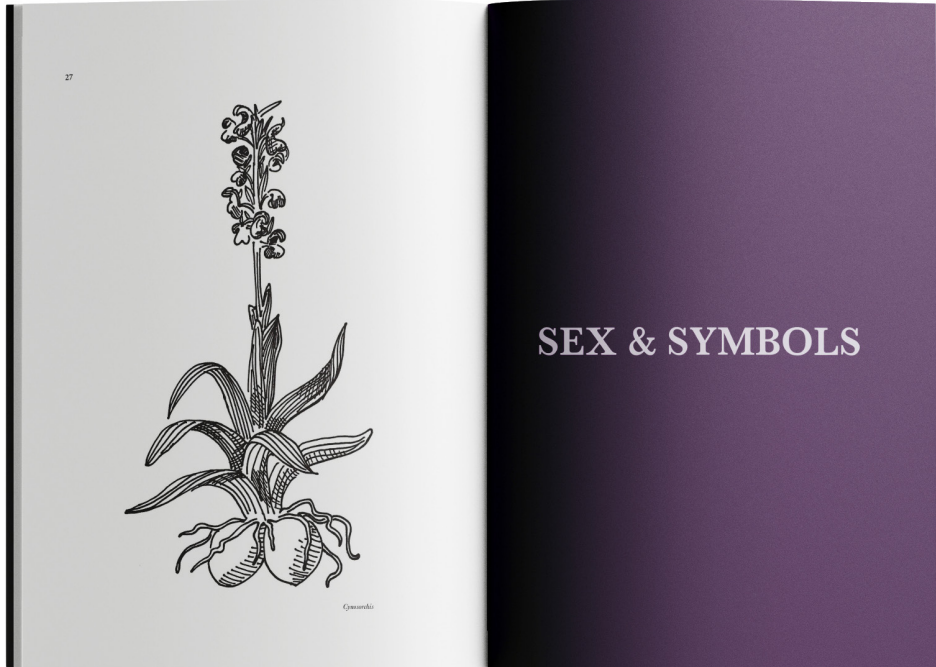


“When a man falls
in love with orchids,
he’ll do **ANYTHING**
to possess the one
he wants.

It’s like chasing a
green-eyed woman
or taking cocaine...
it’s a sort of madness”

John Laroche, orchid hunter





Today's Culture

88



10.3 Botanical Garden orchid display

87

MODERN MADNESS

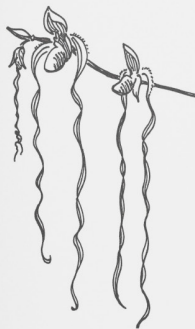
BOTANICAL GARDENS

Botanical gardens like New York, St. Louis, Cleveland, and Miami host orchid shows. These are a wonderful opportunity to view orchids of different varieties from grouped regions of the world. St. Louis, for example, will show plants from Central America with both terrestrial and aerial displays.

Larger showcases like the Singapore Orchid World Conference draw around 300,000 spectators each year. Attending any sort of orchid show is a great way to experience the sights and scents of orchids you would normally never be able to see.

GARDEN CENTERS

Hardware store garden centers are a great place to pick up a few simple orchids for the aspiring hobbyist. Phalaenopsis and Dendrobium are great varieties, which are fairly easy to care for. You can also get special pots, potting material, and spray bottles to add humidity to the air. Often garden centers will have books on how to care for orchids. Could it get simpler?



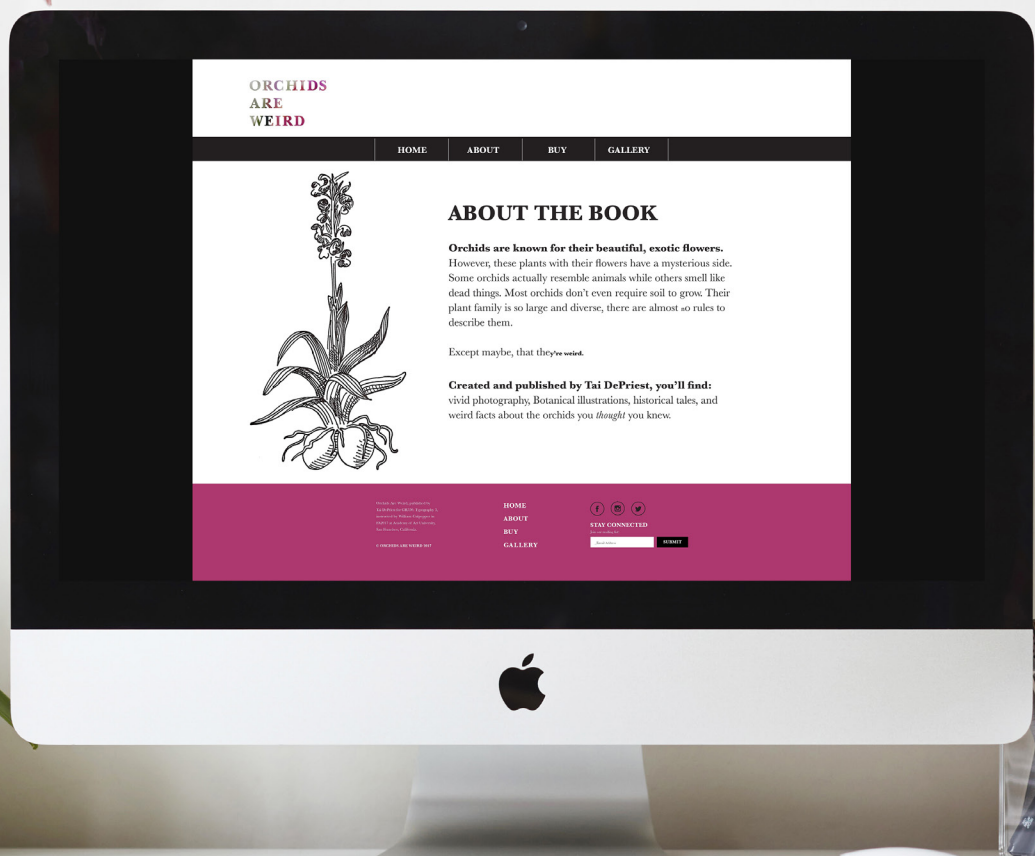
The root is bulbous, somewhat long, narrow like the olive, double, one part above, the other beneath, one full but the other soft and full of wrinkles.

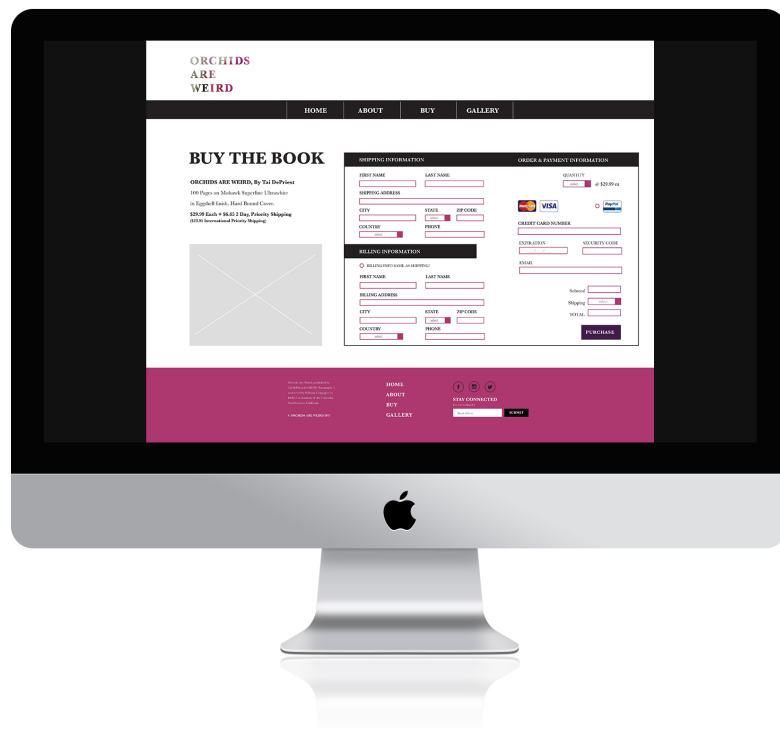
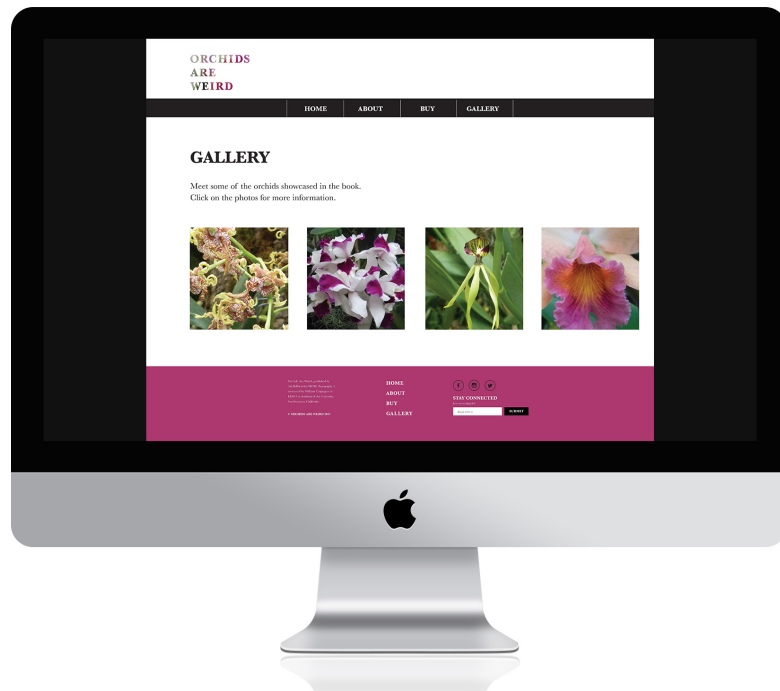
The root is eaten (boiled) like bulbous, ...if the bigger root is eaten by men, it will make their offspring males, if the lesser eaten by women, then they will conceive females.

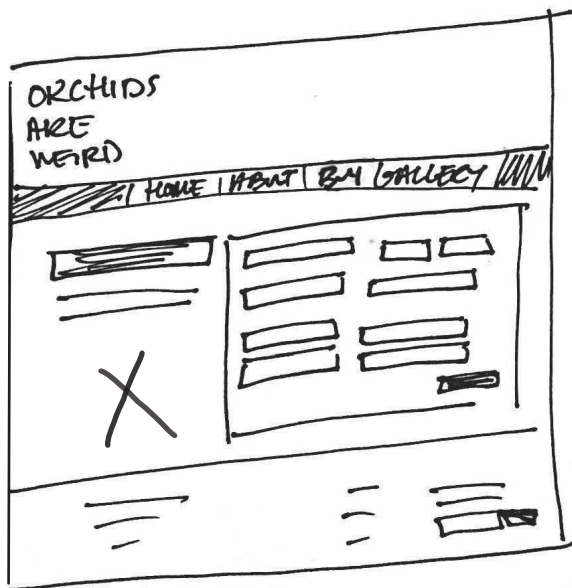
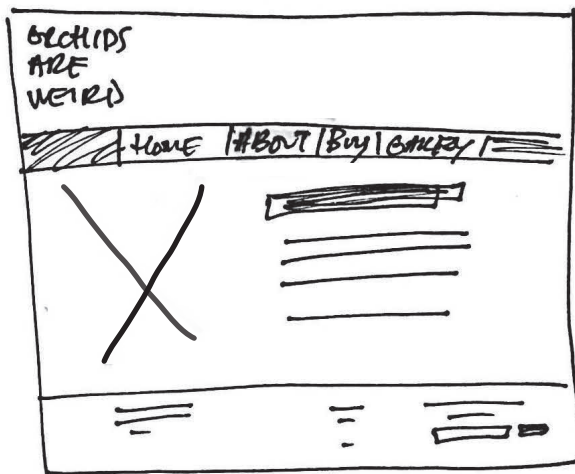
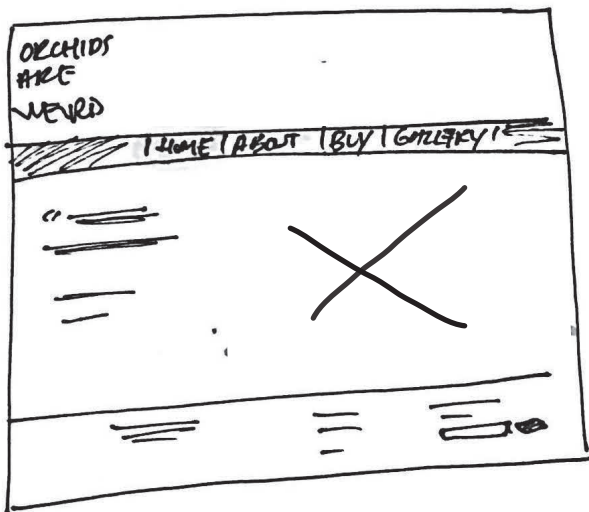
The tender root is given to encourage venereal diseases, and the dry root to suppress and dissolve venereal diseases.

Dioscorides

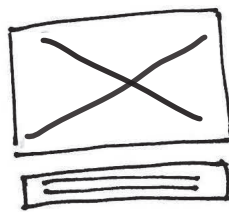
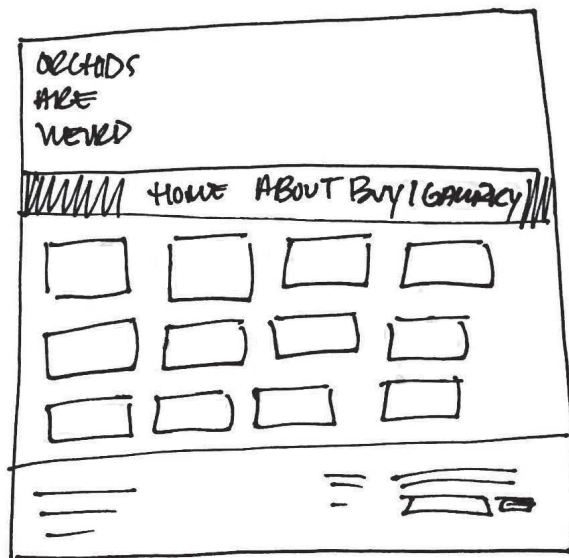
10.4 *Ipomoea spicata*







X



Light Box Effect
When clicked on?





bubbly
Sparkle
cleaner

dishwasher
POWDER

WITH

ORANGE EXTRACT

97% Plant-Derived Ingredients

TEXTURE ELEMENT

Aluminium Can Texture: shiny, bright, clean →



PROJECT SIX: Sparkle Cleaner

Packaging Design

DESCRIPTION

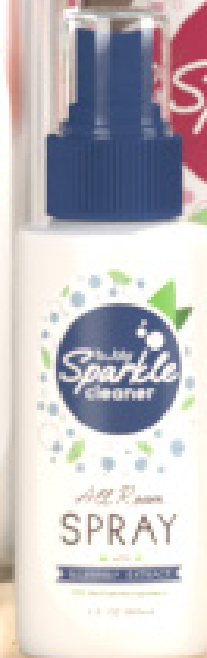
Create an eco-friendly, multi-product cleaning sub-brand with different sized, eco-friendly packaging.

CONCEPT

I chose Bubly Sparkling water as the parent brand of the cleaner, with its fruit-based flavors and effervescent quality. It's personality is fresh with an airy pop - perfect for a natural cleaning line. Each container and label was digitally created and applied to recyclable packaging materials, chosen with sustainability in mind.

DISCIPLINES

Packaging Design / Sub-brand Concept Design / Logo Design / Physical Comping & Application















DAVID J. NELSON — Design Portfolio



100% post consumer recycled materials:



**All Glass
CLEANER**

WITH
GRAPEFRUIT EXTRACT
97% Plant-Derived Ingredients
16 FL. OZ (473ml)

0%
synthetic fragrances,
dyes, or sulfates
Get your *Sparkle* on:
Soak. Boost. Rinse. Dry. Enjoy.
Sensitive skin approved. Biodegradable. HE Safe.
add one capful to laundry or
presoak for stainfighting

97% Plant-Derived Ingredients:
carbonated water, plant derived cleaners/stabilizers,
blueberry extract.

CAUTION: Keep out of reach from children.
If product gets in eyes, rinse with water.

100% post consumer recycled materials:

Bubly Sparkle



*All Room
SPRAY*

WITH
GRAPEFRUIT EXTRACT
97% Plant-Derived Ingredients
2 FL. OZ (59.15ml)

0%
synthetic fragrances,
dyes, or sulfates

Get your *Sparkle* on:

Soak. Boost. Rinse. Dry. Enjoy.
Sensitive skin approved. Biodegradable.
add one capful to laundry or
presoak for stainfighting

97% Plant-Derived Ingredients:
carbonated water, plant derived cleaners/stabilizers,
blueberry extract.

CAUTION: Keep out of reach from children.
If product gets in eyes, rinse with water.

100% post consumer recycled materials:

Bubly
Sparkle
is trademarked by PEPSICO, INC.
www.bublysparkle.com



*Bubly
Sparkle
cleaner*

Sensitive skin approved. Safe on all
materials. Biodegradable. HE Safe.

add one capful to laundry

97% Plant-Derived Ingredients:
carbonated water, plant derived cleaners/stabilizers,
blueberry extract.

CAUTION: Keep out of reach from children.
If product gets in eyes, rinse with water.

100% post consumer recycled materials:

Bubly
Sparkle
is trademarked by PEPSICO, INC.
www.bublysparkle.com



*All Fabric
SOFTENER*

WITH
BLUEBERRY EXTRACT
97% Plant-Derived Ingredients

25 LOADS
16 FL. OZ (473ml)

0%
synthetic fragrances,
dyes, or sulfates

Get your *Sparkle* on:

Spray. Wipe. Enjoy.

Safe for use on all hard, non-porous surfaces
such as wood, ceramic, sealed granite,
chrome, glass, and stainless steel.

97% Plant-Derived Ingredients:



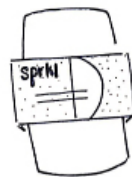
SPRKL



°sprkl°
Fruit-Infused
Cleaner



SPRKL



DISH SOAP BAR - PAPER WRAP



POWDER BAG - PAPER



SPRAY BOTTLES - GLASS / RECYCLED PLASTIC

enjoy a distraction

(touch screen to start coloring)



breathe

find calm. find yourself.



TEXTURE ELEMENT

Yoga Mat Texture: soft, pillowy, relaxing →



PROJECT SEVEN: Breathe App creation

DESCRIPTION

Create an environmentally interactive app, maintaining an engaging UX and UI experience, and develop a supplemental promo kit and advertising video.

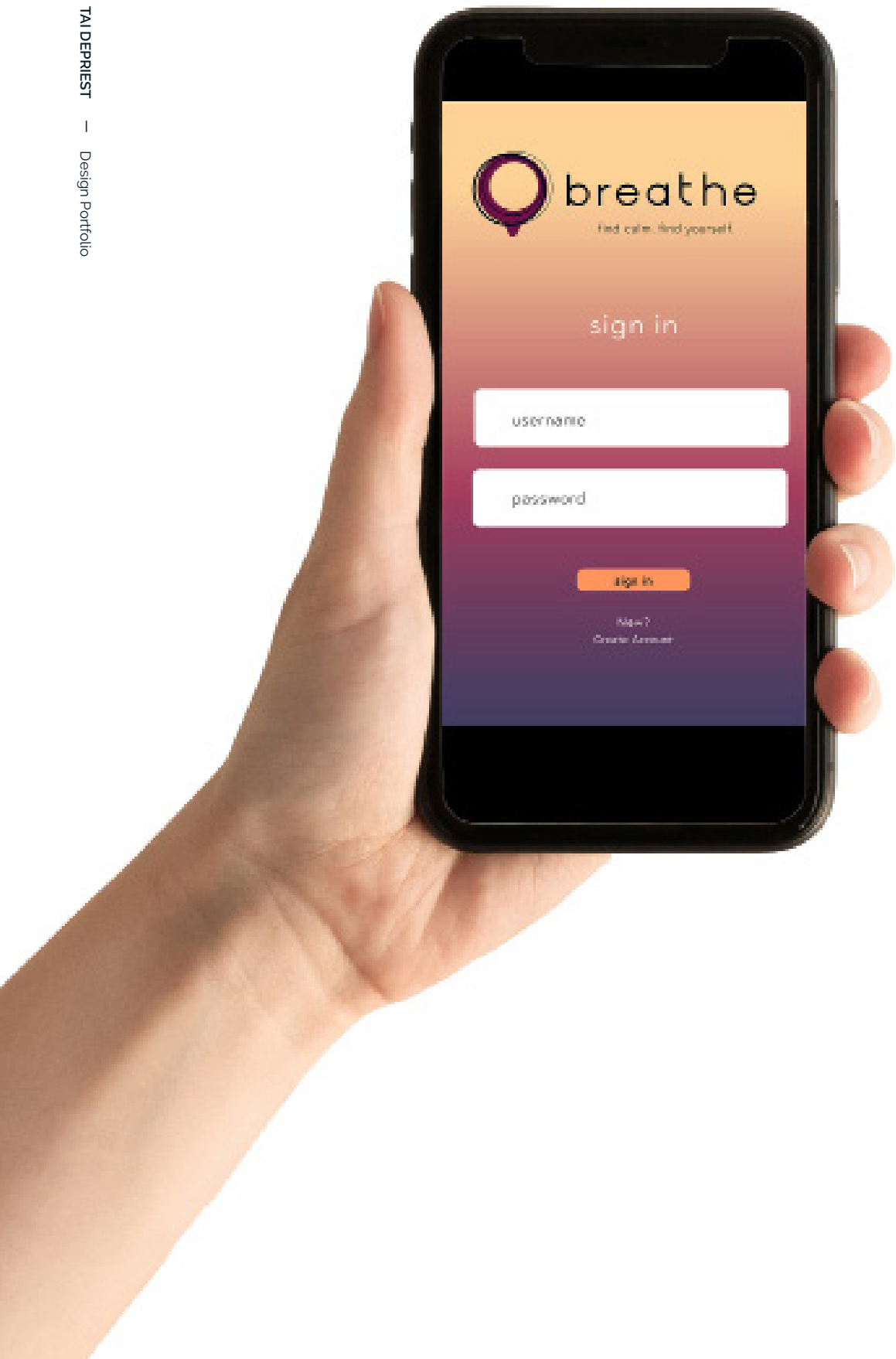
CONCEPT

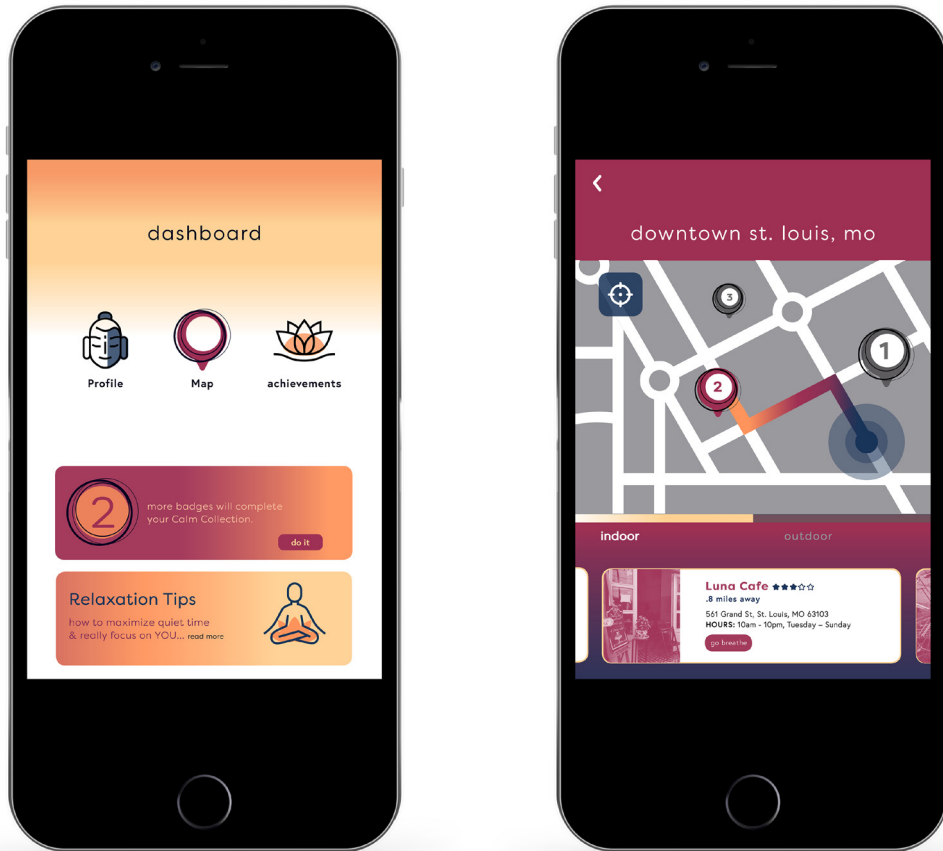
I wanted to create a mobile app to encourage people to relax and take a break from the endless scrolling and never-ending screen time we are all subject to. Breathe uses in-app GPS technology to search for quiet places to meditate, setting a timer on their device that counts down the time for them to just breathe.

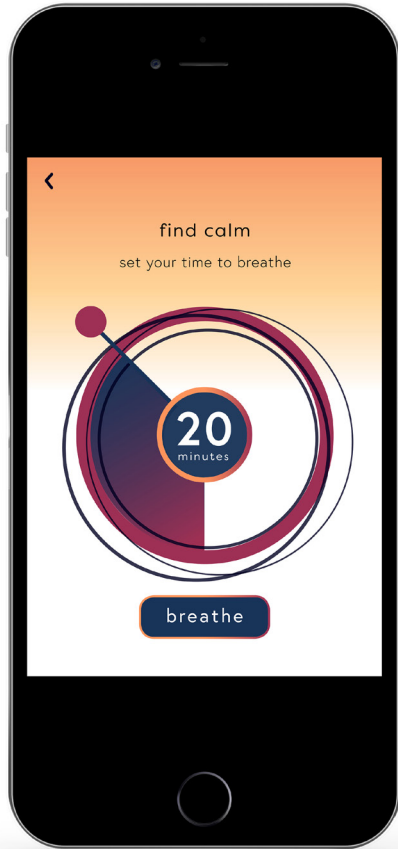
DISCIPLINES

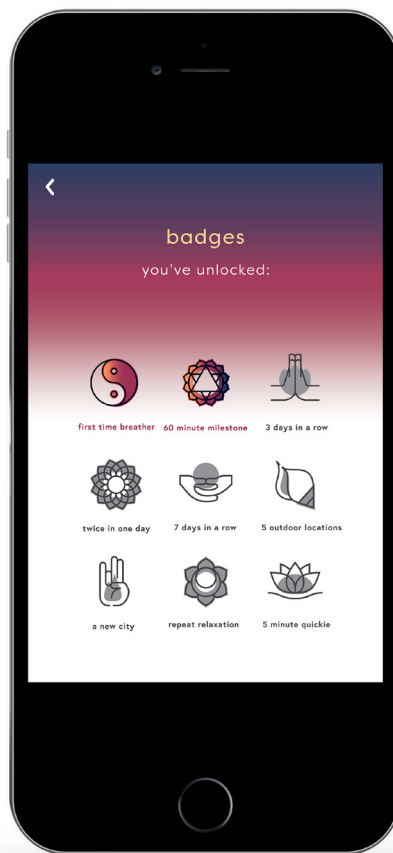
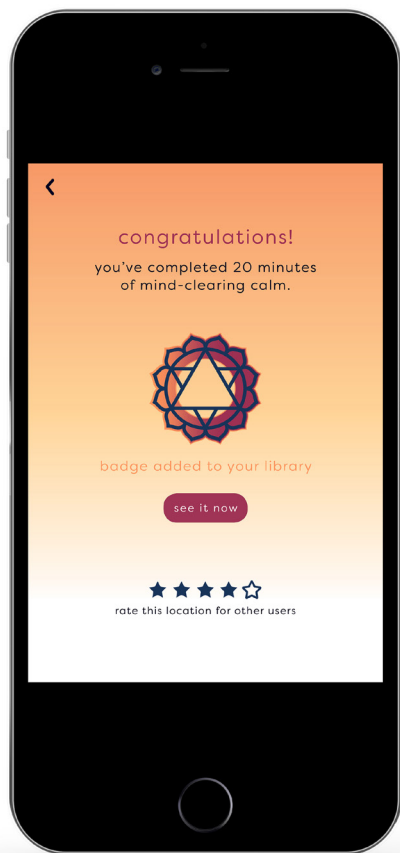
Brand Identity / App Design Development

Digital Comping / Video Content Creation & Production

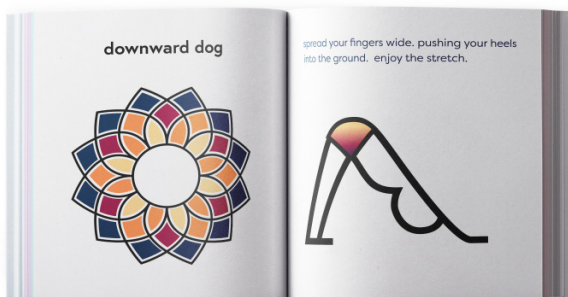
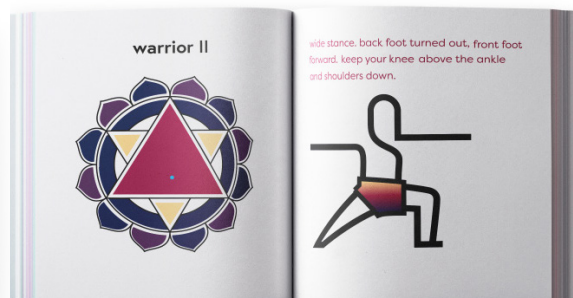
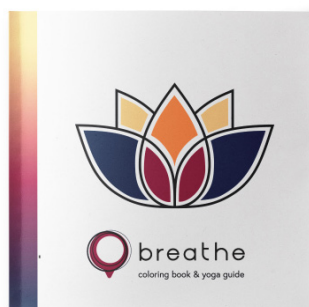
















tired of the world

YELLING?



breathe

find calm. find yourself.



(Scan for video presentation)

