

# ALAN RADO

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## ▪ STUDENT PORTFOLIO ▪

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Since 2005, I've taught over twenty courses in Advertising, Graphic Design, and Digital Illustration at five different colleges in Chicago, IL.

The following pages contain great examples of student work.

# **STUDENT WORK**

**GRDSN2203 - Advertising Design**

**GRDSN2203 Advertising Design - Integrated Marketing Campaign/Social Cause** Students learn the rationale involved in blending a brand's identity with it's current marketing objectives into a fully integrated marketing campaign. Students first pick a social cause that's near and dear to their heart. Strategy begins by researching the brand and it's competitors. Next is developing a creative brief and original tag line. Creative direction contains Print, Outdoor, Web Banners, Web Ads, Storyboard, Social Media Ads and a Guerrilla Tactic. They are encouraged to use their Photoshop and Illustrator skills in creating the artwork and InDesign for final layout presentation. Here are four student examples.

**THEY'RE VANISHING.  
HELP US STOP IT.**

**SUMATRAN TIGER**  
There may be as few as 400 Sumatran tigers remaining in the wild, all confined to the Indonesian island of Sumatra. That's one reason why the Rainforest Alliance is helping communities conserve the buffer zones surrounding Indonesia's Bukit Barisan Selatan National Park, a World Heritage Site that serves as one of the most important refuges for the critically endangered tigers. Want to learn more? Visit [ISAP.ORG](http://ISAP.ORG)

f  
t  
YouTube  
**KEEP WILDLIFE ALIVE**  
ISAP

**THEY'RE FADING.  
HELP US STOP IT.**

**BLACK RHINOCEROS**  
Poaching and land clearing for agriculture and human settlement in the 1970s and 80s decimated black rhinoceros populations across Africa. In eastern Africa, 90 percent of them were killed in the 1970s. Now there are fewer than 2,500 left, in pockets in Zimbabwe, South Africa, Kenya, Namibia, and Tanzania. Want to learn more? Visit [ISAP.ORG](http://ISAP.ORG)

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t  
YouTube  
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ISAP

**THEY'RE DYING.  
HELP US STOP IT.**

**WESTERN LOWLAND GORILLA**  
The western lowland gorilla is the most widespread and numerous of the four gorilla subspecies. No accurate estimates of their numbers are possible, as these elusive apes inhabit some of Africa's densest and most remote rainforests. However, the total population is thought to number up to 100,000 individuals. Want to learn more? Visit [ISAP.ORG](http://ISAP.ORG)

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ISAP



## GUERRILLA IDEA

There are going to be stickers of the ISAP with QR codes that people can scan using their phones and the different social media apps, such as Facebook and Instagram. Each sticker corresponds to a different animal, the color will be the same as the print campaign, the codes also will have one of the three headlines used in my campaign to get people's attention.

After people scan the code they are going to be able to use a face filter that will pop up on their phone, this will record a short video the no more than 10 seconds, the filter will transform people into one of these animals and they are going to vanish out leaving on the screen the headline "HELP US, STOP IT", People will be able to share this short video on their social media using the hashtag "#Keepwildlifealive".



Scan the QR code using one of your social media platforms, and a face filter will show pop up in your phone.



Record a short video or take a picture using the ISAP face filter on your phone



Share the video in your social media using the hashtag #keepwildlifealive



**VIDEO:** L.S of the Amazonas from the air  
**AUDIO:** (V.O)Thousands of animal that live in wild environment are in danger to be extinct  
 Background music through all



**VIDEO:** M.S of birds in their environment  
**AUDIO:** Birds sounds



**VIDEO:** C.U of a little monkey in the jungle  
**AUDIO:** sounds of the jungle



**VIDEO:** C.U of a little monkey vanishing with the headline in the background  
**AUDIO:** (V.O) They're fading



**VIDEO:** M.S of a family of gorillas living in a wild environment  
**AUDIO:** Gorilla sounds



**VIDEO:** Visual of a rhino and its baby rhino in the meadow  
**AUDIO:** African animals sounds



**VIDEO:** M.S of a rhino and its baby rhino vanishing in the smoke with the headline in the background  
**AUDIO:** (V.O) They're dying



**VIDEO:** C.U of a tiger face, and the background is going to vanish until the next frame  
**AUDIO:** sounds of the jungle



**VIDEO:** C.U of a tiger face, in this frame the background is all red and the tiger starts to vanish and we have the headline  
**AUDIO:** (V.O) They're vanishing



**VIDEO:** Visual of the headline that is going to invite people to help with our social cause  
**AUDIO:** (V.O) Help us stop it



**VIDEO:** The logo appears from the smoke  
**AUDIO:** (V.O) The international society of animal protection is working to keep the wildlife alive, and only with your help we can save the animal in need.



**VIDEO:** Logo,tagline and contact information  
**AUDIO:** (V.O) Learn more at ISAP.org

“LET  
ME  
LIVE.”



Once in the ocean, plastic litter affects the safety of sea transport, fisheries, tourism and recreation. When broken up into tiny pieces, plastic attracts toxic chemicals released over decades from industry and agriculture, the concentration of which increases as they move up the food chain. To learn more visit [plasticoceans.org](http://plasticoceans.org)



“LET  
ME  
SWIM.”



Once in the ocean, plastic litter affects the safety of sea transport, fisheries, tourism and recreation. When broken up into tiny pieces, plastic attracts toxic chemicals released over decades from industry and agriculture, the concentration of which increases as they move up the food chain. To learn more visit [plasticoceans.org](http://plasticoceans.org)



“LET  
ME  
BE.”



Once in the ocean, plastic litter affects the safety of sea transport, fisheries, tourism and recreation. When broken up into tiny pieces, plastic attracts toxic chemicals released over decades from industry and agriculture, the concentration of which increases as they move up the food chain. To learn more visit [plasticoceans.org](http://plasticoceans.org)

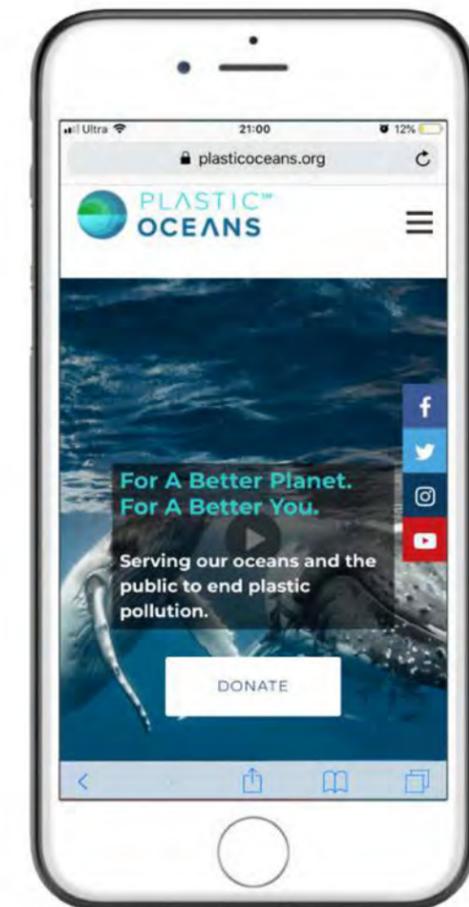
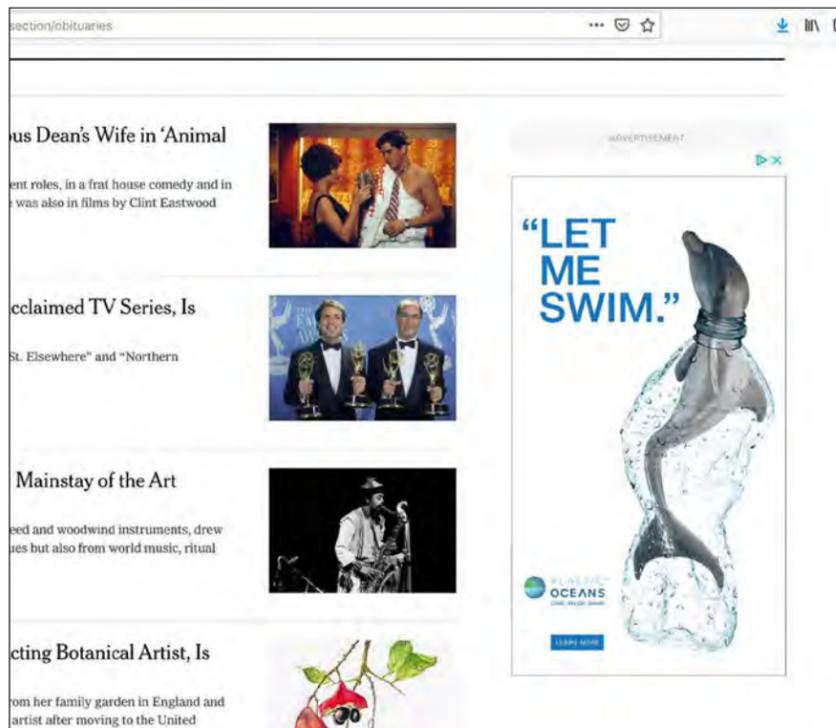


Aleks Szwagulska



## Guerrilla Tactic

This will take place in public places, such as supermarkets and streets in Chicago. A big tuna fish would be inside the plastic bottle. On the bottle there will be information about how many ocean animals are dying every year because of plastic bottle pollution. On the bottle there will be a QR code that people can scan. The QR code will take them to the website: [plasticoceans.org](http://plasticoceans.org). People can then get more information and help by donating money to the organization.





VIDEO | Cut 1: Beautiful shot of the clean ocean.

AUDIO: V/O through out. This is the ocean 10 years ago.



VIDEO | Cut 2: Shot of the ocean polluted with plastic bottles.

AUDIO: This is the ocean now.



VIDEO | Cut 3: Frame showing killed by plastic pollution animal (whale.)

AUDIO: Every year millions of marine animals are being killed.



VIDEO | Cut 4: Bottle floating in the ocean.

AUDIO: It all started from one plastic bottle.



"Why don't you let me be?"

VIDEO | Cut 5: Reveal Super: Why don't you let me be? Turtle catching a plastic bottle thinking it's food.

AUDIO: "Why don't you let me be?"



VIDEO | Cut 6: Big amount of bottles in the ocean.

AUDIO: One plastic bottle became tones of plastic bottles.



"Why don't you let me live?"

VIDEO | Cut 7: Reveal Super: Why don't you let me live? Sea lion holding a plastic bottle in it's mouth thinking it's food.

AUDIO: "Why don't you let me live?"



VIDEO | Cut 8: Plastic bottles thrown from the ocean on the beach.

AUDIO: What affects the ocean also affects the land.



"Why don't you let me swim?"

VIDEO | Cut 9: Reveal Super: Why don't you let me swim? Fish fighting for life.

AUDIO: "Why don't you let me swim?"



VIDEO | Cut 10: People cleaning up the ocean.

AUDIO: Help us cleaning the ocean.



VIDEO | Cut 11: Beautiful shot of clean ocean.

AUDIO: Let's keep it like that forever!



VIDEO | Cut 12: Text: logo, tagline + website on the screen with clean ocean background.

AUDIO: Help us fix what we have been destroying. Visit: Plasticoceans.org.

**BACK IN MY DAY  
I FELT L♥VED**



Every year approximately 1.5 million animals are euthanized. Often times senior pets are the first to be put down simply because they've been labeled unadoptable. Many of them are pets that have been given up by loving homes just because of their age. You can show them love again. Learn more and donate at [adoptseniorpet.com](http://adoptseniorpet.com)



**BACK IN MY DAY  
I FELT S@FE**



Every year approximately 1.5 million animals are euthanized. Often times senior pets are the first to be put down simply because they've been labeled unadoptable. Many of them are pets that have been given up by loving homes just because of their age. You can give them safety again. Learn more and donate at [adoptseniorpet.com](http://adoptseniorpet.com)



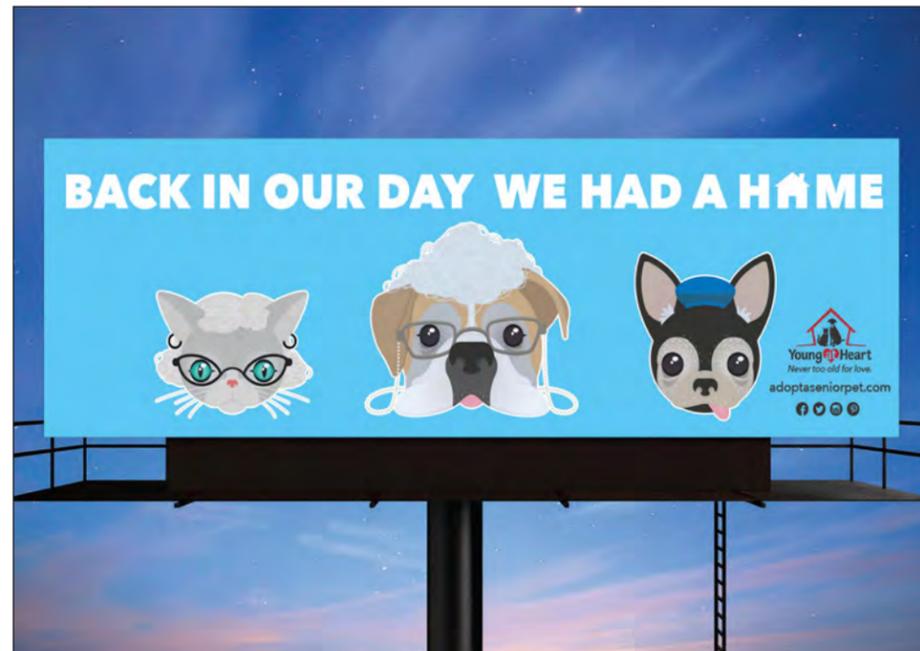
**BACK IN MY DAY  
I HAD A H@ME**



Every year approximately 1.5 million animals are euthanized. Often times senior pets are the first to be put down simply because they've been labeled unadoptable. Many of them are pets that have been given up by loving homes just because of their age. You can give them a home again. Learn more and donate at [adoptseniorpet.com](http://adoptseniorpet.com)

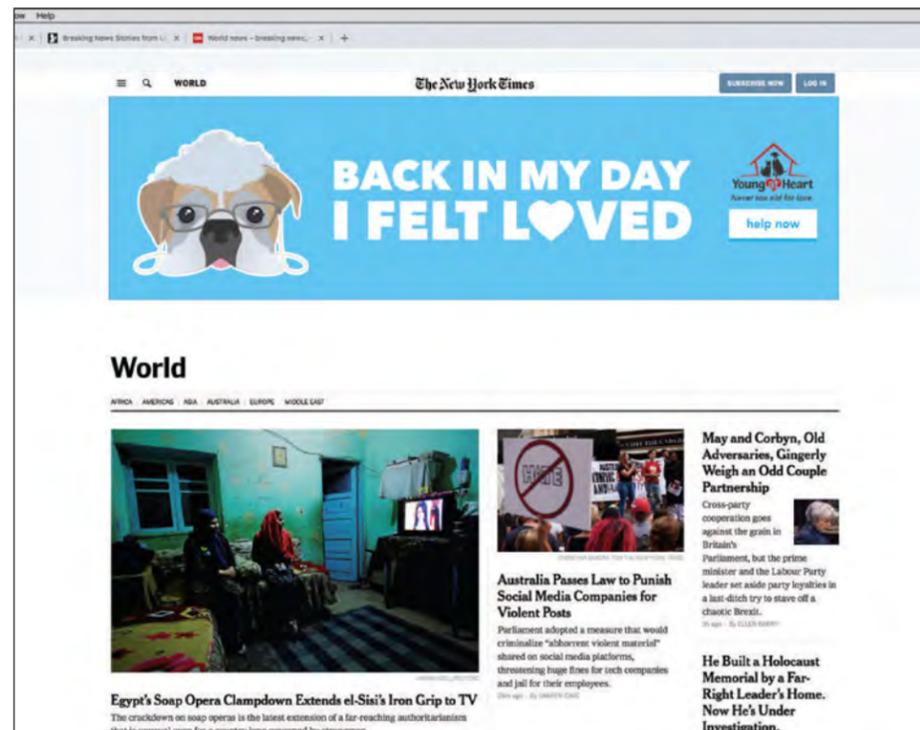


**Brian Grebner**



## POP-UP PHOTO BOOTH

My guerrilla marketing campaign is to place a pop-up photo booth in the middle of Millennium Park. There people can interact and take pictures with senior pets; all of which would be available for adoption. The pets would be dressed up as old people. People would also have the option of dressing up for the photo with props provided. Some of these props would include wigs and over-sized glasses. They would then be given a copy of their photos with information about the organization, Young At Heart, printed on the photo. Afterwards they would be encouraged to share the photos on Instagram or snapchat and tag Young at Heart with the hashtag #Never-TooOld. The purpose of these would be to spread awareness of the Young at Heart project and get people excited about being involved.



1A | MCU



**VIDEO:** A lonely dog sits by herself. She watches sadly as feet hurry past her.

**AUDIO:** ...the sound of feet shuffling...

1B | MCU



**VIDEO:** Slow zoom in. Passerbys pay her no attention. She looks defeated.

**AUDIO:** ...the sound of feet shuffling increases...  
VO: "Back in my day, I felt loved."

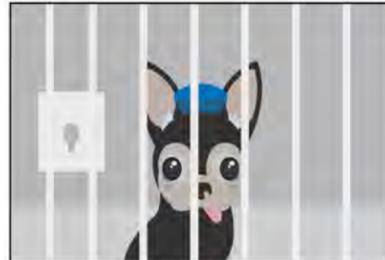
2A | MCU



**VIDEO:** A cat sits alone on a dirty street. Trash and empty cups surround her, rustling in the wind.

**AUDIO:** ...the sound of a busy street...  
VO: "Back in my day, I had a home."

3A | MCU



**VIDEO:** Another dog sits in a barred cell/cage. He watches as he's locked in and left alone, scared.

**AUDIO:** ...the sound of a door shutting and locking...  
VO: "Back in my day, I felt safe."

4A | CU



**VIDEO:** Dog #1 looks up as a woman's hands reach down and gently pick her up.

**AUDIO:** ...muffled sound of feet shuffling -less distinct...  
VO: "But you can show me love again."

4B | MS



**VIDEO:** The woman walks away from the camera, her back faces the audience. Dog #1 beams ear to ear looking into the camera.

**AUDIO:** ...happy music starts to play...

5A | MS



**VIDEO:** The cat sleeps peacefully. The sun seeps into the room and highlights her face. A bowl of food is placed in front of them. Their ears perk up.

**AUDIO:** ...the sound of a plastic bowl tapping the floor...  
...music continues...

5B | LS



**VIDEO:** The cat gets up and eats from the food bowl.

**AUDIO:** ...the cat munches on their food...  
VO: "You can give me comfort and protection."

6A | LS



**VIDEO:** A doggy door flaps open. Dog #2 sprints out.

**AUDIO:** ...the sound of a dog door flapping open...  
VO: "At Young At Heart we prove you're never too old for love."  
...music continues...

6B | LS



**VIDEO:** Dog #2 continues running and stops at a grassy park. In front of him are dog #1 and the cat.

**AUDIO:** ...music continues...  
VO: "Your time and donations can make all the difference."

6C | ECU



**VIDEO:** Dog #1 smiles.

**AUDIO:** ...music starts to fade...  
VO: "Support the Young At Heart mission and provide for a senior pet in need."

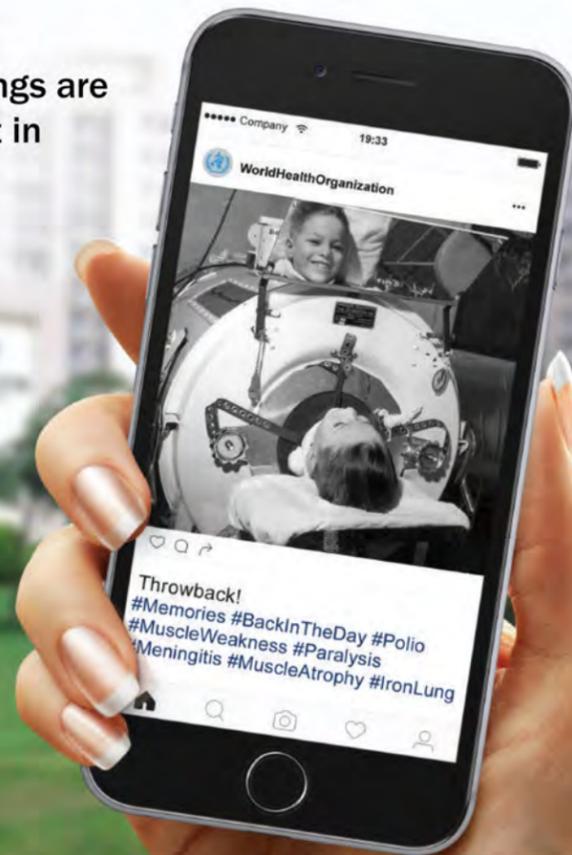
7A | FG



**VIDEO:** Full screen graphic with logo, tagline, and website.

**AUDIO:**  
VO: "Young at Heart. Never too old for love."

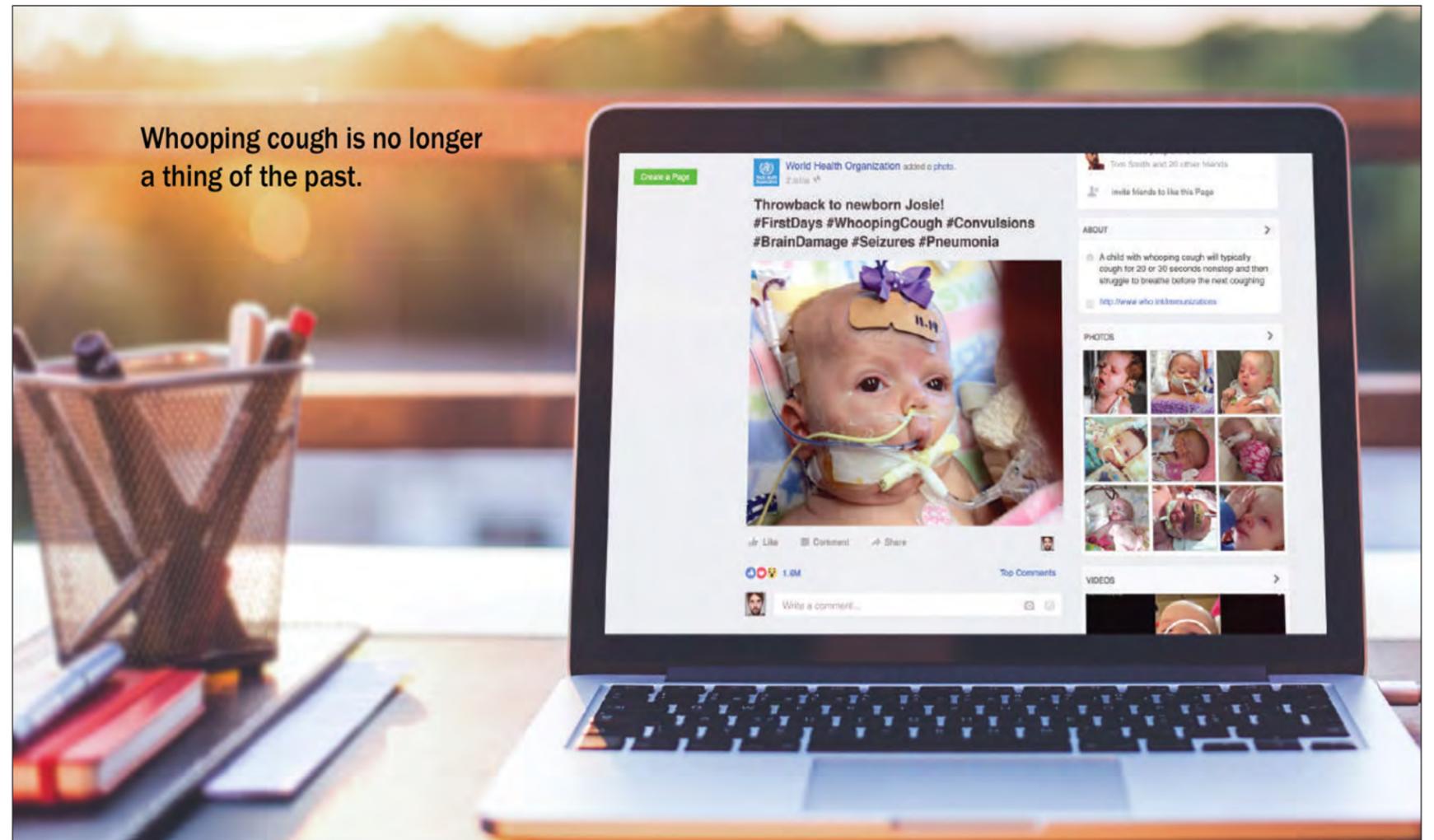
Some things are better left in the past.



While immunizations prevent 2-3 million deaths every year, there are still millions of children that die yearly from vaccine preventable diseases. When immunization rates are high, the wider community is protected. Learn more about immunization myths and facts at [WHO.int](http://WHO.int).



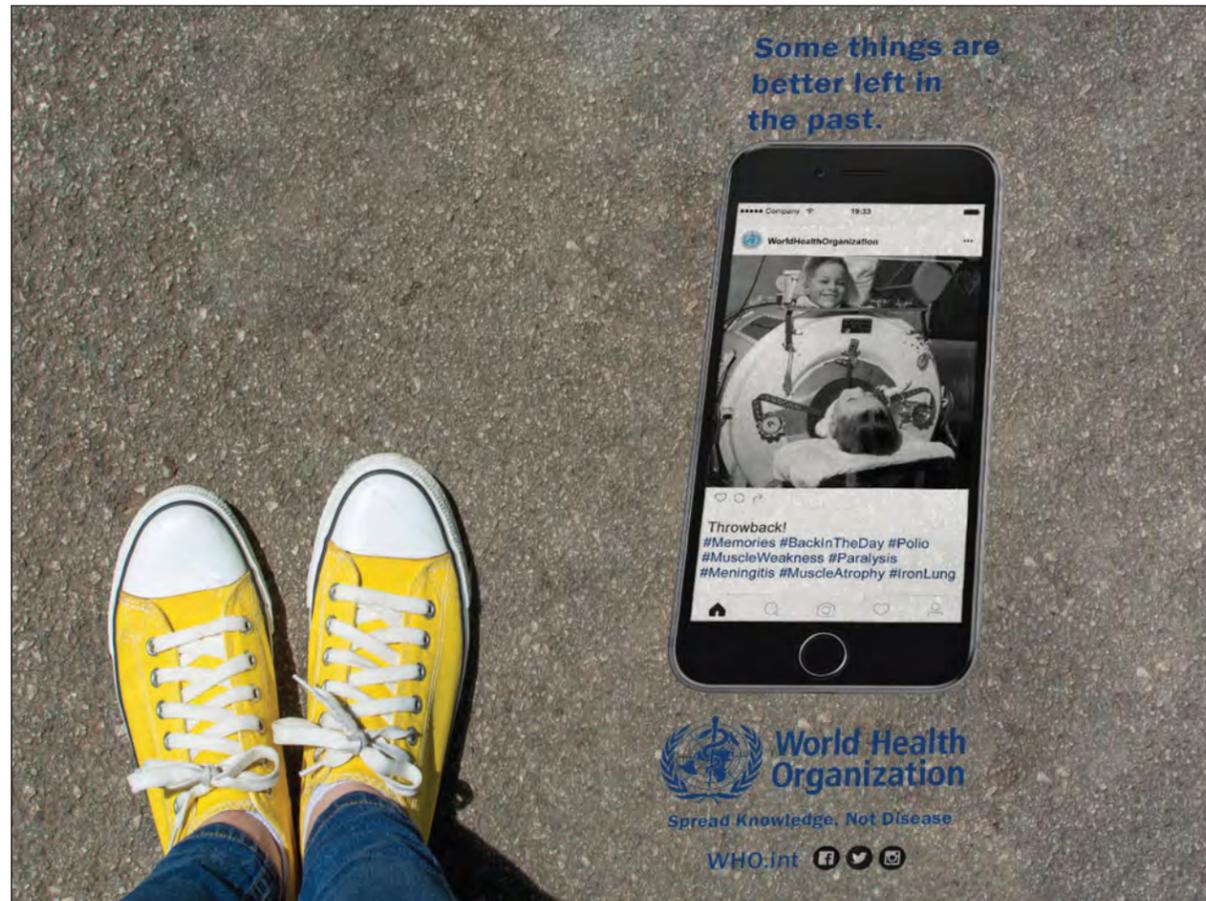
Whooping cough is no longer a thing of the past.

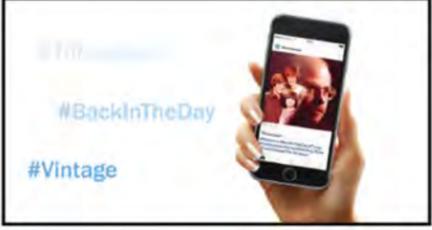
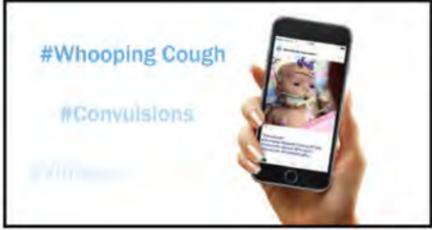


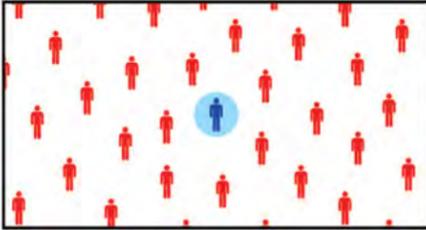
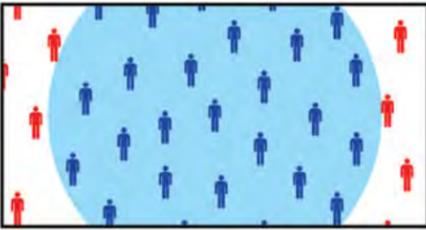
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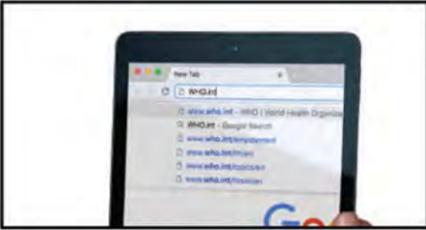
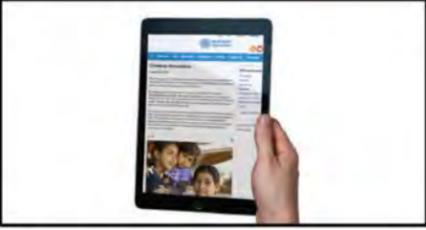


LeAnna van Gorkom



Project: Social Cause		Title: World Health Organization		Name: LeAnna van Gorkom		Page: 1	
VIDEO:				AUDIO:			
Opens up to close up of person scrolling through social media feed.  Different hashtags fade in and out.		Voice Over: "Everyone loves..."					
Hand keeps scrolling through pictures.		...a good throwback photo."					
Scrolls to Whooping Cough picture and hashtags become more serious.		"But some things are better left in the past."					
Scrolls to next Whooping Cough picture and pauses.  Hashtags pause as well.							

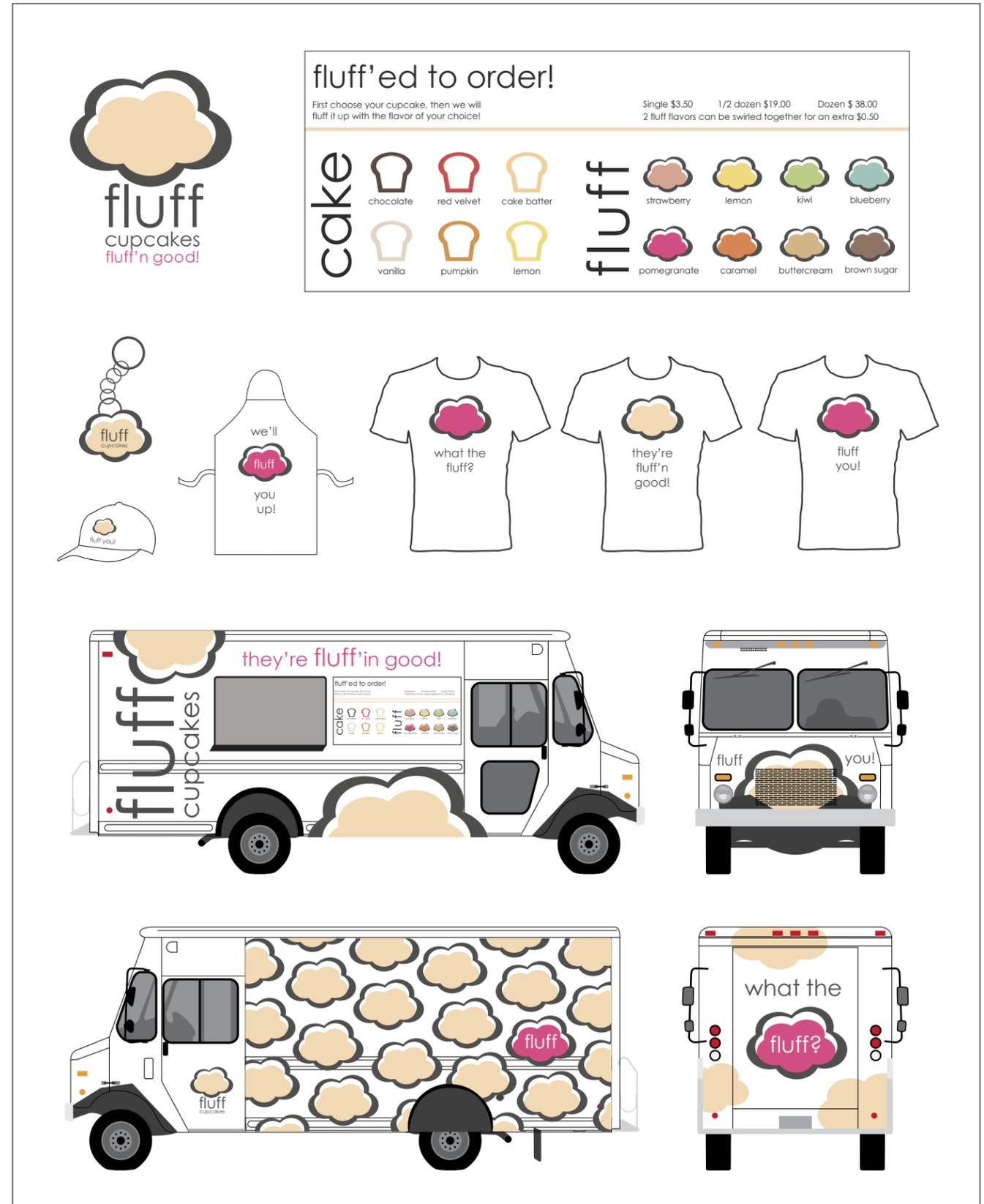
Project: Social Cause		Title: World Health Organization		Name: LeAnna van Gorkom		Page: 1	
VIDEO:				AUDIO:			
Dissolves into picture of world map.		Voice over: "Millions of people are still infected every year..."					
Circles begin popping up all over the map to represent disease outbreaks.		...from vaccine preventable diseases.					
Shows graphic of people representing the general population.		When immunization rates are high,					
Circle expands out to encompass all the people to show benefits of vaccination		the wider community is protected."					

Project: Social Cause		Title: World Health Organization		Name: LeAnna van Gorkom		Page: 1	
VIDEO:				AUDIO:			
Close up of tablet and hands typing in "WHO.int"		Voice over: "Visit us at WHO.int..."					
Shows hands scrolling through website		...for more immunization facts and myths"					
Blue background with white WHO logo.		"World Health Organization"					
Logo slides to left.  Tagline appears on the right.		"Spread Knowledge, Not Disease."					

# **STUDENT WORK**

**ART255 - Computer Graphics**

**ART255 Computer Graphics - Food Truck** The class develops an integrated marketing approach for a Food Truck of their choice. Work must be completed using Illustrator and Photoshop. Students create and design the following: name, logo, food menu, accessories, and of course all sides of the truck. Here are three student examples.





Truly one of it's kind, this is a mobile sandwich shop inspired by the ingenuity and wisdom of scientist, botanist, educator, and inventor, George Washington Carver. Specifically, G.W. Carver's showcases the multi-faceted peanut, which Mr. Carver famously discovered and invented hundreds of uses for. Among the peanut, G.W. Carver's pays homage to all the work and contributions he made to the farming and agriculture industry.

All produce and foodstuffs used at Carver's are distributed from reputable local farms during their prime growing seasons. We guarantee top quality greens, vegetables, fruits, meats, cheeses, even including grains, oats, and nuts that we use to bake our own signature sandwich breads at our homebase kitchen.

In fact, just about everything we serve is designed and built from scratch in our kitchen – from our signature burger patties, breads, dressings, mayonnaise, and sauces, down to our pickles, potato chips, signature nut butters and mixed nut batches.

Seasons change, and so do our offerings at Carver's. Items on the menu rotate throughout the seasons, but our signature burger, vegan burger (top secret recipe), and spicy Thai chicken salad are permanent staples on the menu.

Not only are the salads and sandwiches at Carver's unique, but the mobile truck stands out among the sea of 2007 Ford super duty vans. Built from a 1959 International Metro truck originally used for Carnation Milk Company, the entire exterior and interior have been modified, repainted and restored. In honor of Mr. Carver, we rebuilt and fabricated the engine to completely run on 100% peanut oil! The roof has been modified so that a sunroof can be open and closed for ventilation during cooking hours. The window countertops mount from the interior during kitchen hours, and the menu signage is removable magnet paneling.

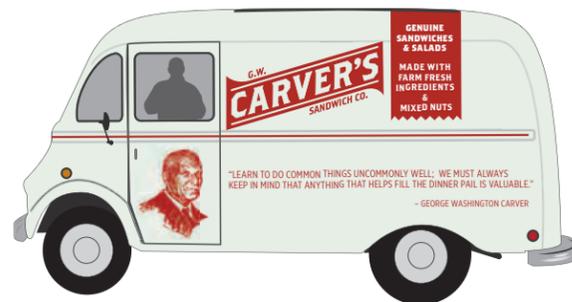
G.W. Carver's offers our house peanut, cashew, and almond butters we designed for our sandwiches and for sale, as well as our chef picked mixed-nut blends and even our own G.W. Carver's kitchen aprons for your own test kitchen at home or on the back patio grill.

Open 6 days a week, 11 am – 8 pm  
at Stanyan St. & Waller St.  
Upper Haight, at Golden Gate Park, SF.

gwcarvers.com | #carvertruckSF



LEFT SIDE, MENU/ORDER & PICK-UP AREA



RIGHT SIDE, FACING STREET



LEFT SIDE, SIDEWALK WALK-UP SIMULATION



STREET SIDE SIMULATION



KITCHEN FEATURES & SPECIFICATIONS

ENGINE:  
6.7L Power Stroke V8 Turbo Diesel

FUEL CAPACITY:  
16 Gallon, Fabricated for peanut oil & ethanol blend

POWER:  
Yamaha, 8,000 watt electric powered generator.

KITCHEN APPLIANCES:  
True Undercounter 2 Door Refrigerator, 12 Cu. Ft. Vollrath® Electric Pannini Sandwich Press 14x 19x 23", Grill Plated

WINDOW & COUNTERTOP FITTINGS:  
Removable cedar hardwood countertops for order and pickup area.  
Latch extended hardwood countertop mounted to passenger door and pickup window.  
Weatherproof black canvas roll-top sunroof.



REAR DOORS & KITCHEN LOAD IN/OUT



GENUINE SANDWICHES & FARM-FRESH SALADS  
\* - indicates vegetarian \*\* - indicates vegan

- THE CARVER BURGER (hot) – \$9.00**
- WATERLOO SUNSET (hot) – \$10.00**
- BURNING LOVE (hot) – \$7.50**
- HIPPIEBURGH (hot)\*\* – \$8.50**
- BANGKOK PSYCH (cold) – \$8.00**
- NATURE BOY (cold)\* – \$9.50**
- MOSSMAN SALAD\*\* – \$9.00**
- TALL GRASS SALAD\* – \$10.00**
- NORTHERN SONG SALAD\* – \$8.50**

all sandwiches and salads come with your choice of pickle or housemade potato chips (fried in peanut oil of course) yes, every item we serve contains nut ingredients (except our house pickles). we apologize to those with nut allergies.

- g.w.'s beef, pork, and lamb patty / roquefort cheese / sweet chili & walnut butter / crispy shallot / peanut butter brioche bun
- grilled pork belly confit / cabérou cheese / jamaican curried almond butter / crispy sage / yellow tomato / hazelnut baguette
- g.w.'s chunky peanut butter / nueske farm smoked bacon / caramelized grilled banana / sriracha / honeycomb / 12 grain oatnut
- g.w.'s secret recipe, all vegan burger patty / sweet chili soy cheese / werp farm greens / peanut butter brioche bun
- g.w.'s secret recipe, thai peanut grilled chicken satay salad / cilantro / sprouts / sriracha / pistachio & peanut soft whole wheat
- st. marcellin cheese / salted sprouts / pickled red onion / jalapeno & cilantro walnut pesto / peanut butter pretzel baguette
- organic werp farm greens / fine herbs / sea salt / candied brazil nut / meyer lemon vinaigrette
- shaved pear / endive / watercress / frisée / stilton cheese / port wine syrup / toasted walnut / sherry-walnut vinaigrette
- werp farm strawberries / sea salt / spinach / roquefort cheese / toasted pecan / poppyseed vinaigrette

MAIN MENU DETAIL

*Welcome*

Here at CARVER'S, we want to blow your tastebuds away, not confuse you. Please, do not hesitate if you have any questions about our sandwiches. However, being popular isn't easy, and keep in mind that there is a line of hungry people waiting behind you. Like a great design, all the elements make up it's beauty. We will not add or subtract any key ingredient in our inventive eats. We guarantee you that you will thoroughly enjoy our offerings. Thank you, tell all your friends and family, and please come back soon.

– G.W. Carver's



“Where there is no vision, there is no hope.” – George Washington Carver, 1864–1943

PICKUP WINDOW TEXT DETAIL



PEANUT BUTTER PACKAGE PROTOTYPE



MIXED NUTS PACKAGE PROTOTYPE



KITCHEN APRON PROTOTYPE

# naughty cakes

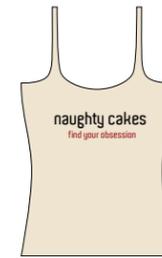
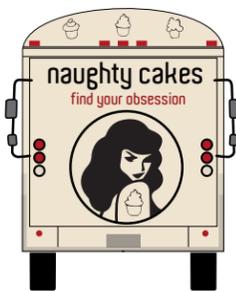
find your obsession



**naughty cakes**  
find your obsession

<b>The French Maid</b> Our classic vanilla cake topped with chocolate sugar cream	<b>Cookies Got Creamed</b> Chocolate cake topped with vanilla cream cheese with crushed sandwich cookies and a white cookie on top
<b>Chocolate on Chocolate Action</b> Rich chocolate cake with a decadent fudge chocolate frosting	<b>Peanut Butter Euphoria</b> Chocolate cake filled and frosted with buttercream frosting and topped with peanut butter swirls and edged in crushed peanuts and chocolate chips
<b>Sensual Kiss</b> Classic southern red velvet cake with white chocolate cream cheese frosting topped with red sprinkles	<b>Seductive Campfire</b> Chocolate cake filled with cream cheese frosting topped with chocolate cream cheese frosting covered with chocolate chips, marshmallows and a graham cracker piece
<b>Wedding Flight Surprise</b> Vanilla cake topped with Italian buttercream, and sprinkles, with a delicate surprise filling of white chocolate mousse in the center	<b>Coco-nuts for You</b> Vanilla cupcake with a coconut cream cheese frosting topped with fresh toasted coconut
<b>Playful Bunny</b> Carrot cake topped with cream cheese frosting, edged in crushed walnuts and decorated with an fondant carrot	<b>Afternoon Delight</b> Fragrant lemon cake with lemon vanilla frosting frosted with zest

one is fun 2.95    mix your size 16.95    deluxe into. luscious 31.95



**ART255 Computer Graphics - Automotive/Motorcycle Brochure** Design a Twelve Page catalog for any automobile or motorcycle that you like. Research the product. Redesign brand logo in Illustrator for your car or bike. Create final art in Photoshop. Create final layout in InDesign. Final layout size: It's open. Whatever you think works. Find your images online. Do the best you can with resolution.

**FORGET WHAT YOU KNOW ABOUT THE AUTOMOBILE**

With its world-class acceleration, handling, and design, the Roadster ranks amongst the world's most coveted sports cars. Its engineering has no equal.

**THE TESLA ROADSTER**

Base Price	TBA
Drivetrain	Rear Wheel Drive
Curb Weight (lbs)	2723
City (MPG)	180
Hwy (MPG)	180
Horsepower	268@5000-6000
Torque (lb-ft)	273@0-5400
Wheelbase	92.6
Length (in.)	155.1
Width (in.)	72.9
Height (in.)	44.4



**FEATURES**

**INSTANT TORQUE**

The AC induction motor and single speed gear box create instant torque from 0 rpm. Up to 295 lbs-ft of torque and 268 horsepower are produced as the car smoothly accelerates from 0 to 60 mph in 3.7 seconds.

**SUPERIOR HANDLING**

The electric powertrain enables unprecedented responsiveness. The Roadster becomes an extension of the driver and reacts in an instant. The optional custom-tuned suspension allows the driver to adjust the handling to their preference.

**ELITE CONSTRUCTION**

The hand-built, carbon fiber Roadster sets the mark for premium electric cars to come. The monocoque chassis, constructed of resin-bonded and riveted extruded aluminum adds rigidity and strength to the lightweight package.

**ZERO EMISSIONS**

The Roadster offers supercar performance without superior emissions. Engineered for efficiency, the zero-emissions Roadster can drive 245 miles per charge. It plugs into nearly any outlet, anywhere in the world.

**THE DRIVETRAIN, REINVENTED**

The Roadster is powered by a 3-Phase Alternating Current Induction Motor. Small, but strong, the motor weighs just over 115 pounds. 375 volts push up to 900 Amps of current into the motor to create magnetic fields. It delivers 268 peak horsepower and 295 lbs-ft of torque at the driver's command. At top speed, the motor is spinning at 14,000 revolutions per minute.

The motor is directly coupled to a single speed gearbox, above the rear axle. The simplicity of a single gear ratio reduces weight and eliminates the need for complicated shifting and clutch work. The elegant motor does not need a complicated reverse gear - the motor simply spins in the opposite direction.

The unique design maximizes both range and acceleration.

**THE INDUSTRIES BEST BATTERY**

The battery pack in the Tesla Roadster is the result of innovative systems engineering and 20 years of advances in Lithium-Ion battery technology. The ingenious pack architecture enables world-class acceleration, safety, range, and reliability.

The pack contains 6,831 lithium ion cells and is the most energy dense pack in the industry, storing 56 kWh of energy. Roadsters are engineered to charge from nearly any 120-volt or 240-volt outlet. Most Roadster owners find they rarely use a complete charge, and charging each night means their car is ready to drive 245 miles each morning.



**CHARGE PORT**

The Roadster battery charger is located on-board the car. This means the Roadster can be plugged into any outlet, anywhere in the world - plug in a cell phone, plug in a Roadster. Charge times vary based on the outlet voltage and Amperage. With the Tesla High Power Wall Connector, a Roadster charges in as little as 4 hours from empty, yet most Roadster owners simply "top off" after each trip and start each day with a full charge.

**POWER CONTROL**

The Power Electronics Module functions as a bridge between the charge port, battery, and motor. It manages and converts current during driving and charging. As Alternating Current flows into the car from the wall, the Power Electronics Module converts it to Direct Current for storage in the battery. When driving, the Power Electronics Module converts DC back to AC that the motor uses to generate torque. Every electron ever used in a Roadster, from the motor drive to the dome light, flows through the Power Electronics Module. At many operating points, it is 97-98% efficient: less than 2% of converted energy is lost.








**Anthony Evancho**



**REGENERATIVE BRAKING**

The regenerative braking system, completely independent of the brake pedal and brakes, is controlled by the Power Electronics Module. The drive experience is similar to engine braking or downshifting in a gas-powered car. The electric drivetrain instantaneously switches from "drive mode" (forward torque) to "generating mode" (reverse torque) based on the throttle position. When the Roadster was first in development, test drivers worked with the firmware team to fine tune the amount of regenerative braking to optimize both vehicle stability and range. Much higher regenerative torque levels are possible, but could result in loss of traction and a less manageable sports car. Alternatively, less regenerative braking returns less energy back to the battery during stop and go driving, resulting in decreased driving range and overall efficiency.

**A SILICON VALLEY APPROACH**

The Roadster is controlled by state-of-the-art vehicle software. Rooted in Silicon Valley tradition, the code is developed in-house with an intense focus on agile and constant innovation. The system monitors the status of components throughout the car, shares information to coordinate action, and reacts to changing external conditions.

**CARBON FIBER BODY**

The advantageous strength to weight ratio of carbon fiber means using about 30% less material (by mass) than steel to build a light, strong, and safe body. While some other premium sports cars flaunt carbon fiber body panels, none can be purchased for the price of a Roadster.

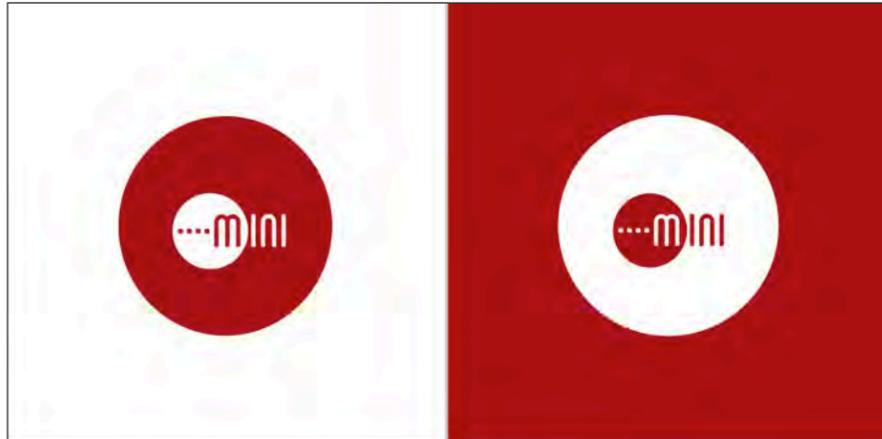


GENERAL NORTH AMERICAN INQUIRIES

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fax: +1 450 681 5101  
tesla North America



ROADSTER



I AM

**STYLISH**

mini stands out from the crowd. Its distinctive blend of go-kart handling, thrashy exhaust notes, and classic good looks make mini truly one of a kind.

I AM

**SECURE**

you can never be too secure. That's why mini is packed with a host of safety features in a compact, efficient package. Dynamic Stability Control and the latest generation four-channel Anti-lock Braking System come standard in every mini to keep you safe.

I AM

**VERSATILE**

make your mini as unique as you. Whether you prefer hardtop or a convertible, there is a mini just right for you. And with a multitude of customization options for interior/exterior colors and finishes, the possibilities are endless.

I AM

**37**  
HWY

**29**  
CITY

**AFFORDABLE**

minis are economical. With an MSRP of \$19,500, you can have your own mini without breaking the bank. And with 29mpg city / 37mpg highway, you'll find yourself stopping at gas stations less frequently.

I AM

**ORIGINAL**

mini is one of a kind. Every mini offers more thrills and more fun than anything else on the road. And while they may be small, each one packs a larger-than-life punch. With a naturally aspirating 16-valve engine and 121 HP, your mini is guaranteed to get the most out of the road every time.

Amanda Butz

**ART255 Computer Graphics - Harrington College of Design  
2nd Annual Chicago International Poster Biennial Event**

I took this project on without being asked. I gave the assignment over to my Digital Manipulation II class to create posters for the upcoming event. The challenge was using the number two as a graphic element. All final posters were 2' X 3'. Three more student examples appear on the following page.



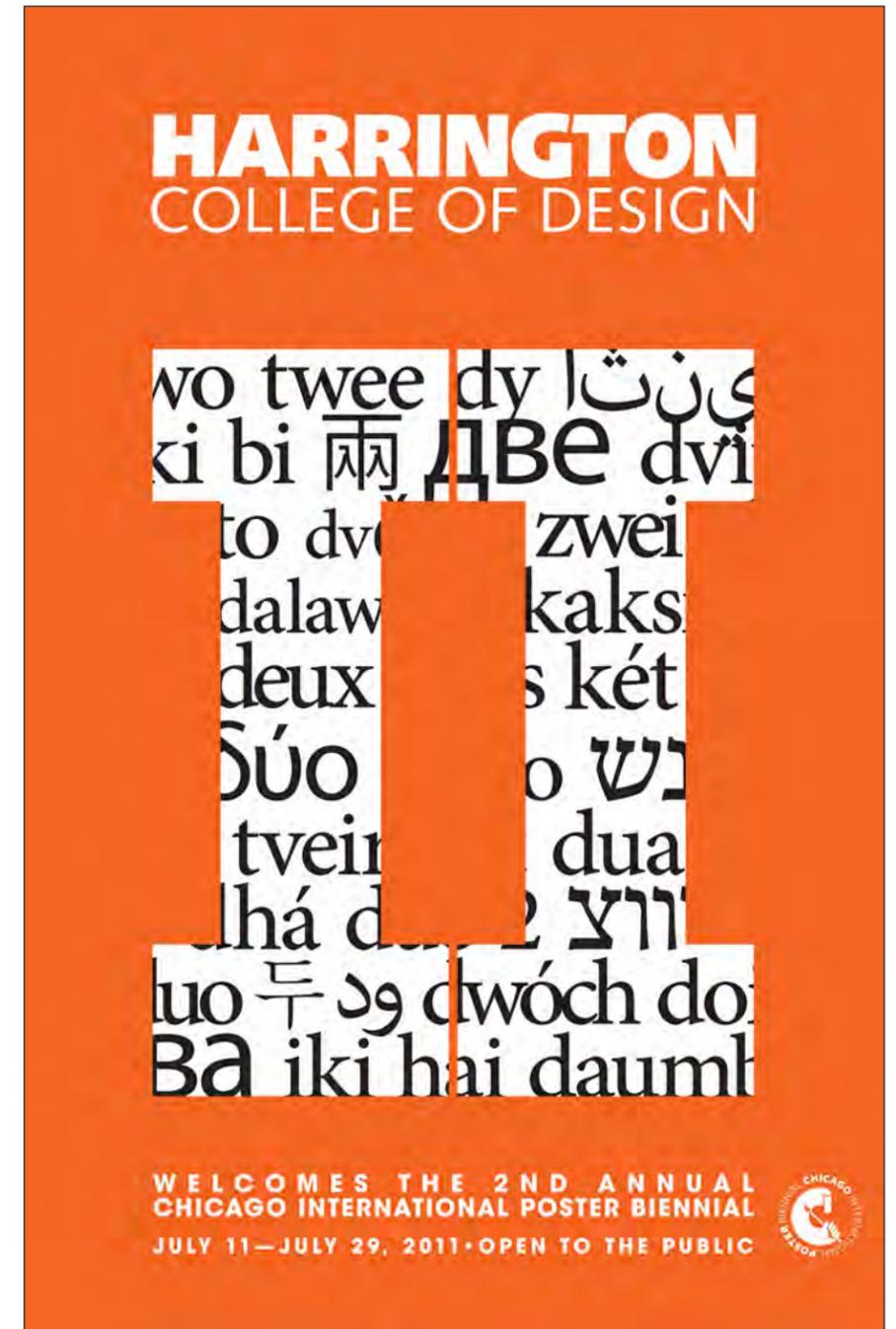
Jillian Cartwright



Jeremy James



Jennifer Popa

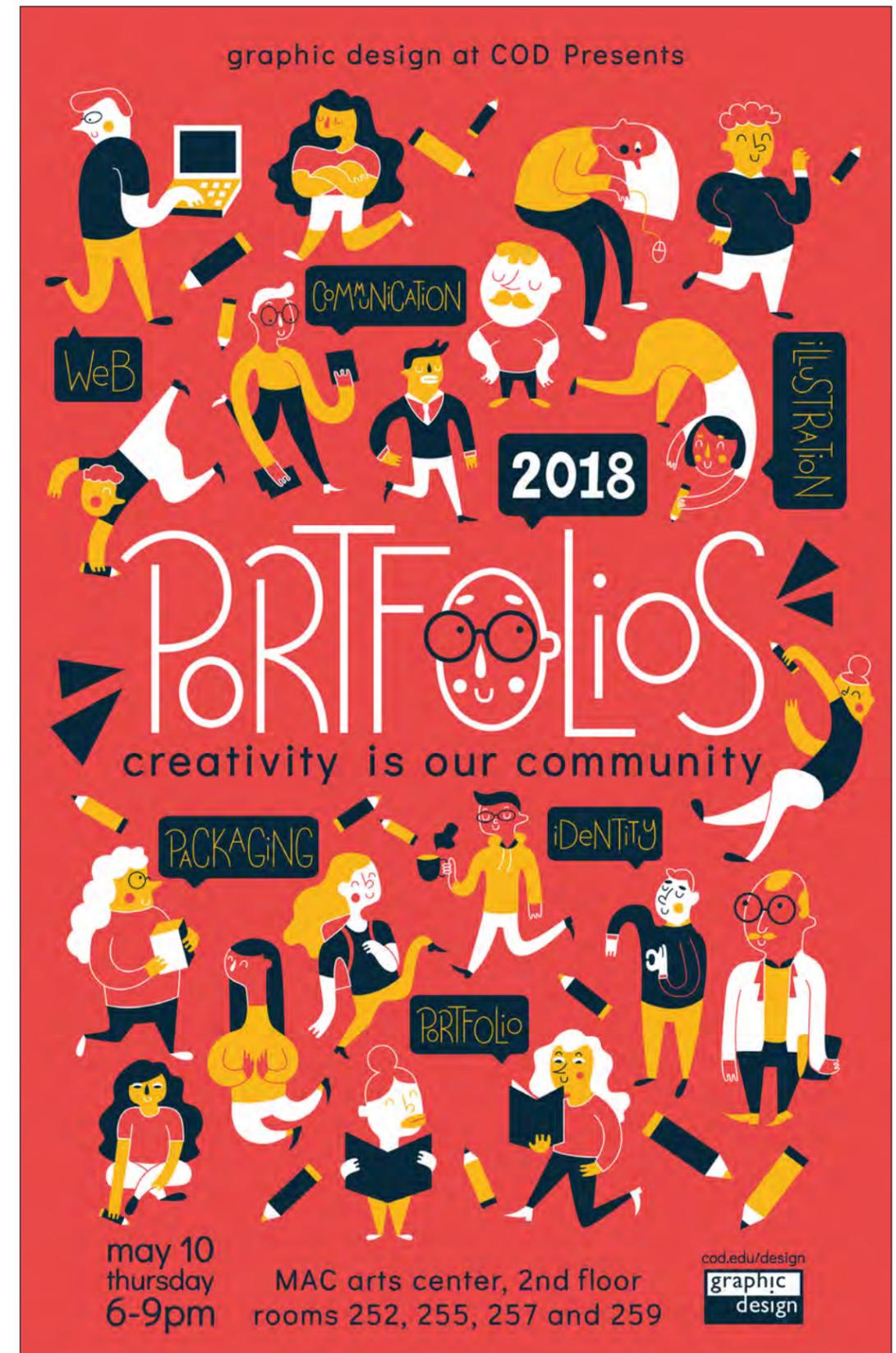


Scott Wold

# **STUDENT WORK**

**GRAPHIC DESIGN 4 - Computer Graphics**

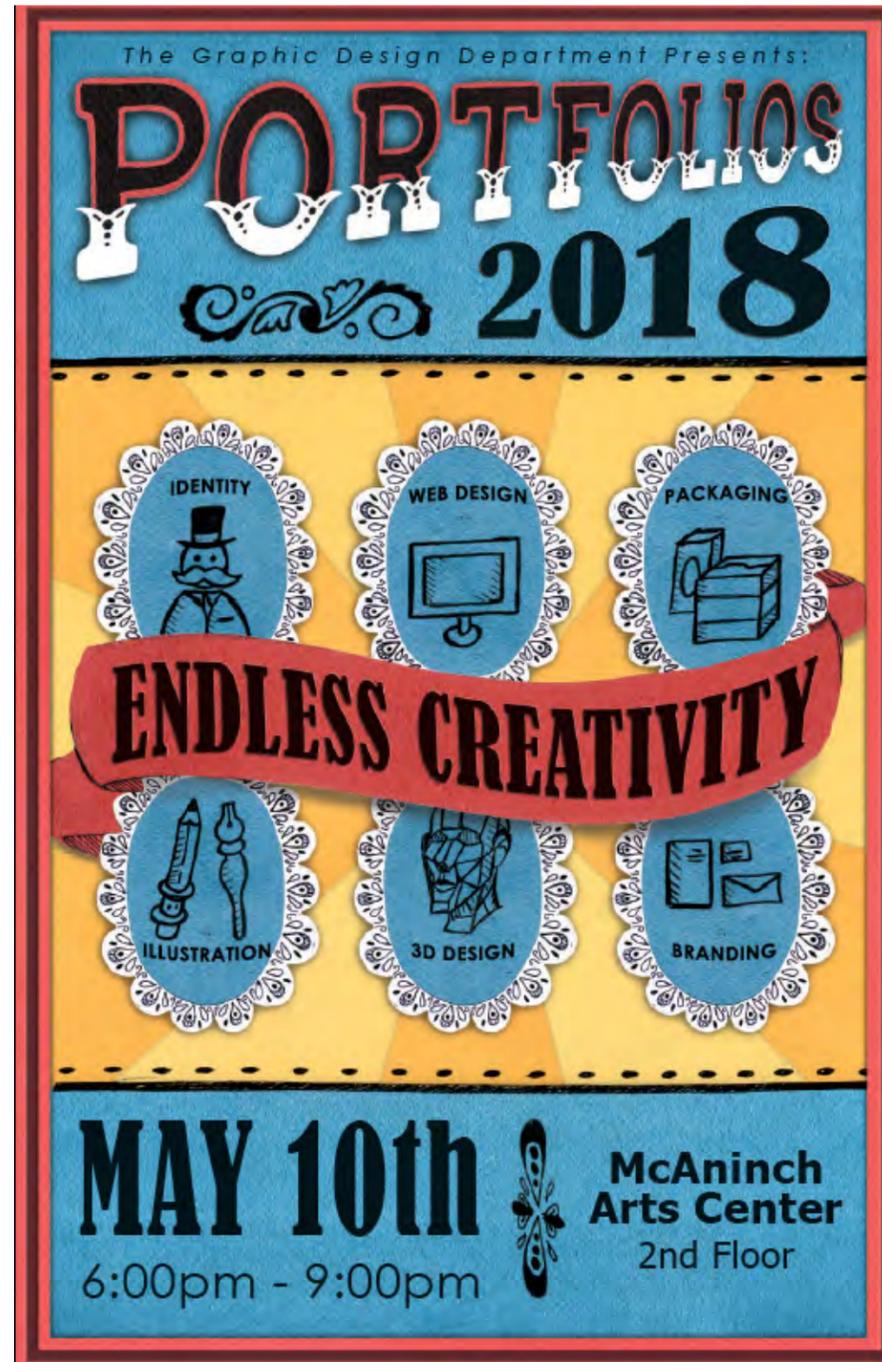
**The College of DuPage - Portfolio Night** At the end of the spring semester, Portfolio Night celebrates the work of students graduating from the Graphic Design program. In the beginning of each Spring Semester, the Graphic Design 4 class is responsible for creating branding for the event. The winning poster for 2018 is displayed to the right. Three more student examples appear on the following page.



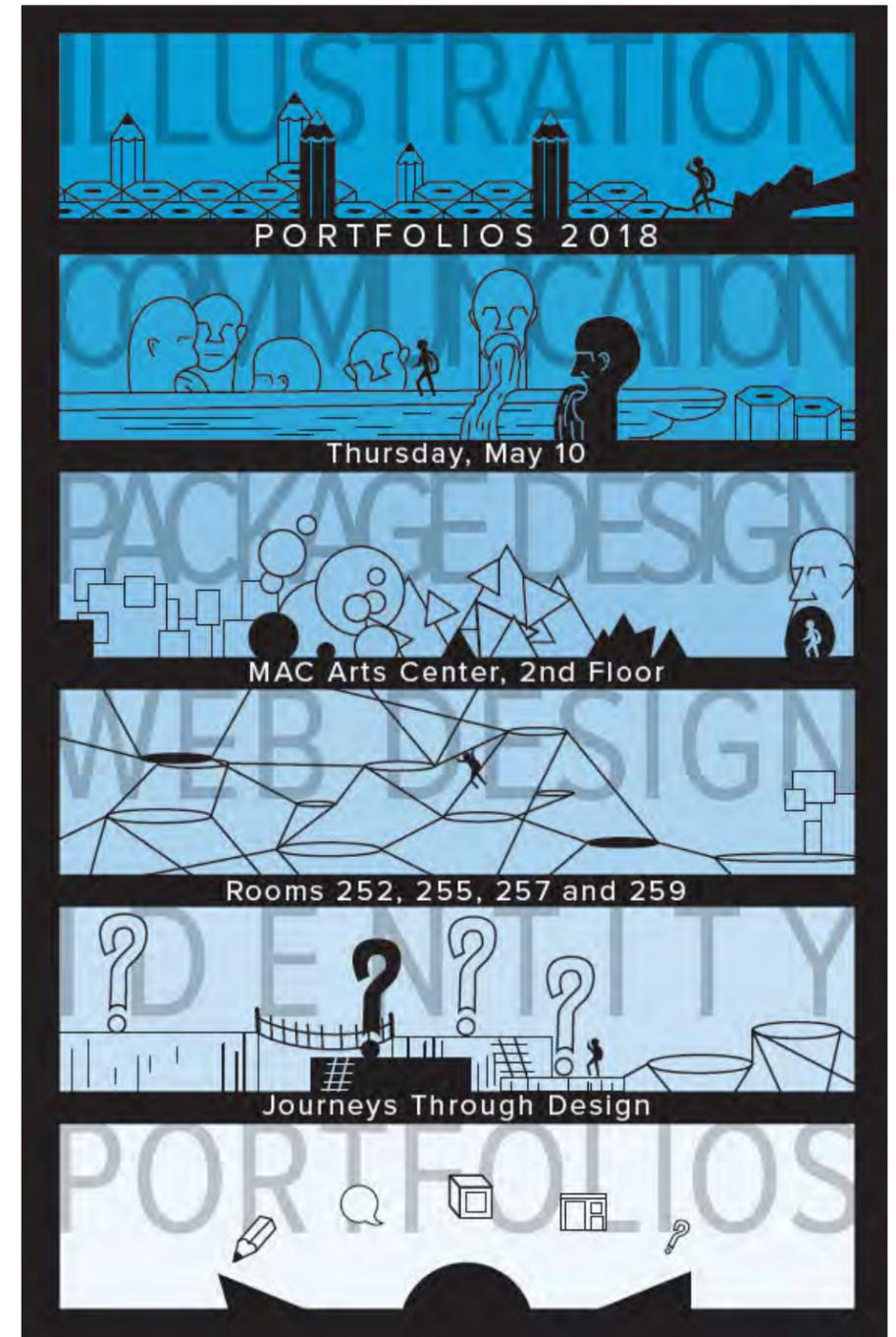
Amanda Levinaite



Rebecca Grumhold

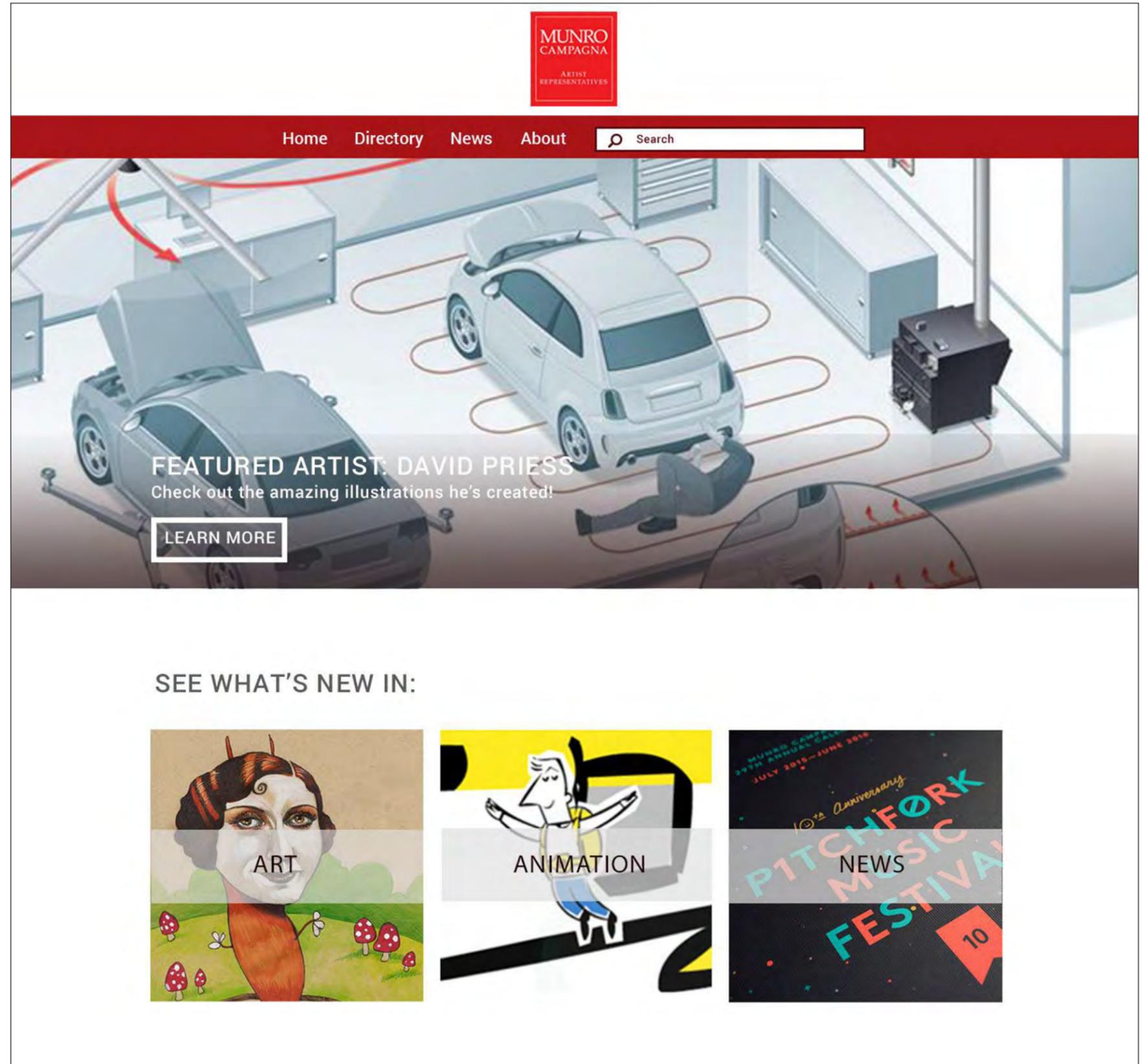
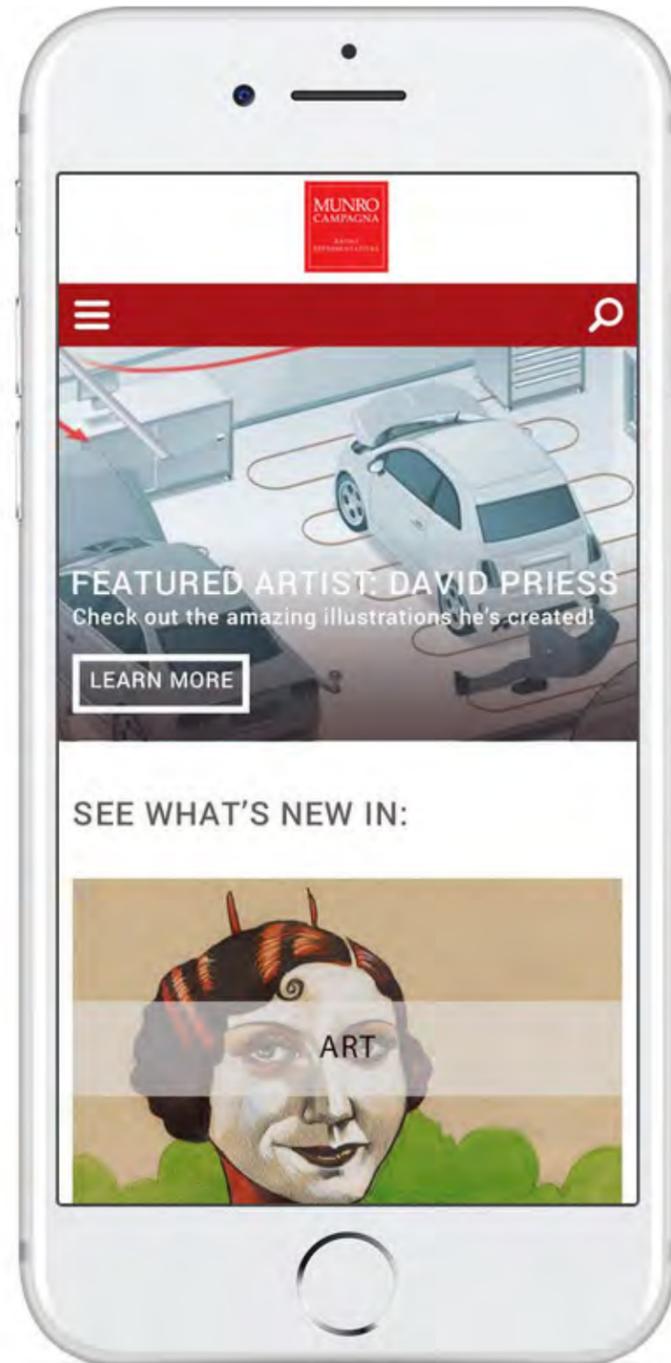


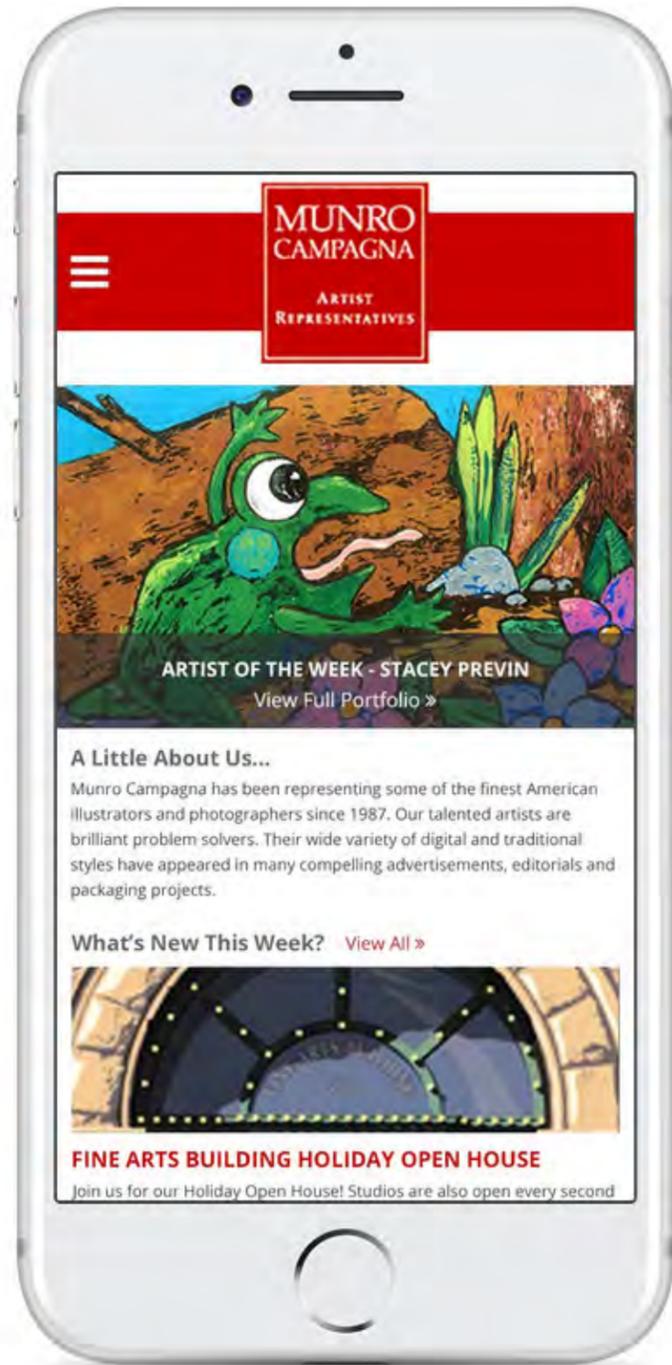
Kathy Tarchala



Kaz Sloiunas

**Graphic Design 4 - Website Design/Munro Campagna Website & App** Munro-Campagna is an art studio based in the Chicagoland area, representing artists from around the world. The assignment was to display the website and be responsive in an app. Two more examples appear on the following page. Here are three student examples.





**MUNRO CAMPAGNA**  
ARTIST REPRESENTATIVES

[Artist Portfolios](#) | [Featured Projects](#) | [News](#) | [Contact Us](#)

## ARTIST OF THE WEEK - STACEY PREVIN

[View Full Portfolio »](#)

### Featured Projects [View All »](#)

**27<sup>th</sup> ANNUAL CALENDAR**  
For this year's calendar project, we teamed up with Chicago's The Field Museum, a 120 year old museum and collector of over 25 million objects. The Field Museum is a leader in advancing scientific knowledge of the natural and social sciences.  
[Read More »](#)

**26<sup>th</sup> ANNUAL CALENDAR**  
For our annual calendar project, we teamed up with Chicago's Joffrey Ballet, a premier ballet company. As part of the calendar event, attendees were able to preview a dress rehearsal of The Nutcracker.  
[Read More »](#)

**25<sup>th</sup> ANNUAL CALENDAR**  
FEATURING THE ILLINOIS HOLOCAUST MUSEUM & EDUCATION CENTER  
For our 2012 calendar, we teamed with the Illinois Holocaust Museum & Education Center to illustrate experiences of local Holocaust survivors and presented it as a graphic novel.  
[Read More »](#)

**25<sup>th</sup> ANNIVERSARY CALENDAR**  
We partnered with Accord Carton

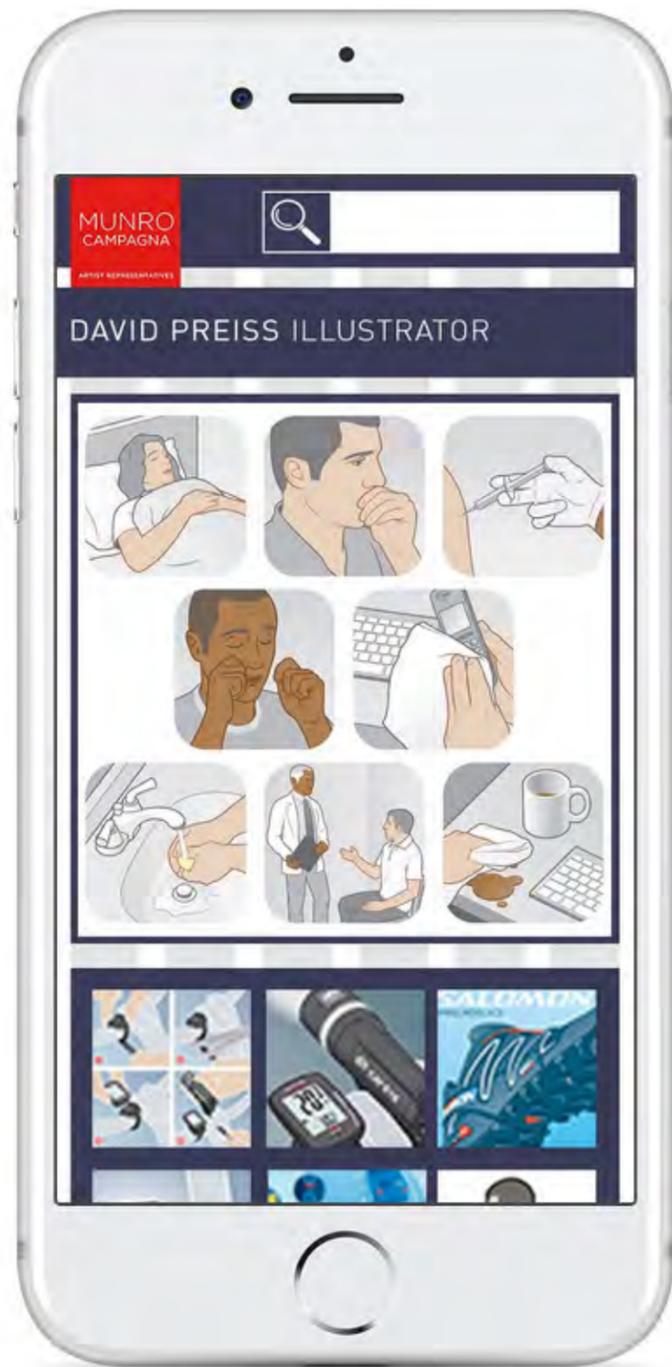
### A Little About Us...

Munro Campagna has been representing some of the finest American illustrators and photographers since 1987. Our talented artists are brilliant problem solvers. Their wide variety of digital and traditional styles have appeared in many compelling advertisements, editorials and packaging projects. Munro Campagna has been representing some of the finest American illustrators and photographers since 1987. Our talented artists are brilliant problem solvers. Their wide variety of digital and traditional styles have appeared in many compelling advertisements, editorials and packaging projects. Munro Campagna has been representing some of the finest American illustrators and photographers since 1987. Our talented artists are brilliant problem solvers. Their wide variety of digital and traditional styles have appeared in many compelling advertisements, editorials and packaging projects.

### What's New This Week? [View All »](#)

**FINE ARTS BUILDING HOLIDAY OPEN HOUSE**  
Join us for our Holiday Open House! Studios are also open every second Friday of every month. A great way to see an iconic Chicago building and artists in their studios.  
[Read More »](#)

**TOM-FOTY ON-SITE MURALS**  
Tom Foty shows his diversity by painting an on-site mural for this latest Giant Market campaign.  
[Read More »](#)



**MUNRO  
CAMPAGNA**  
ARTIST  
REPRESENTATTIVES

- CONTACT
- ARTISTS
- PROJECTS
- ANIMATION



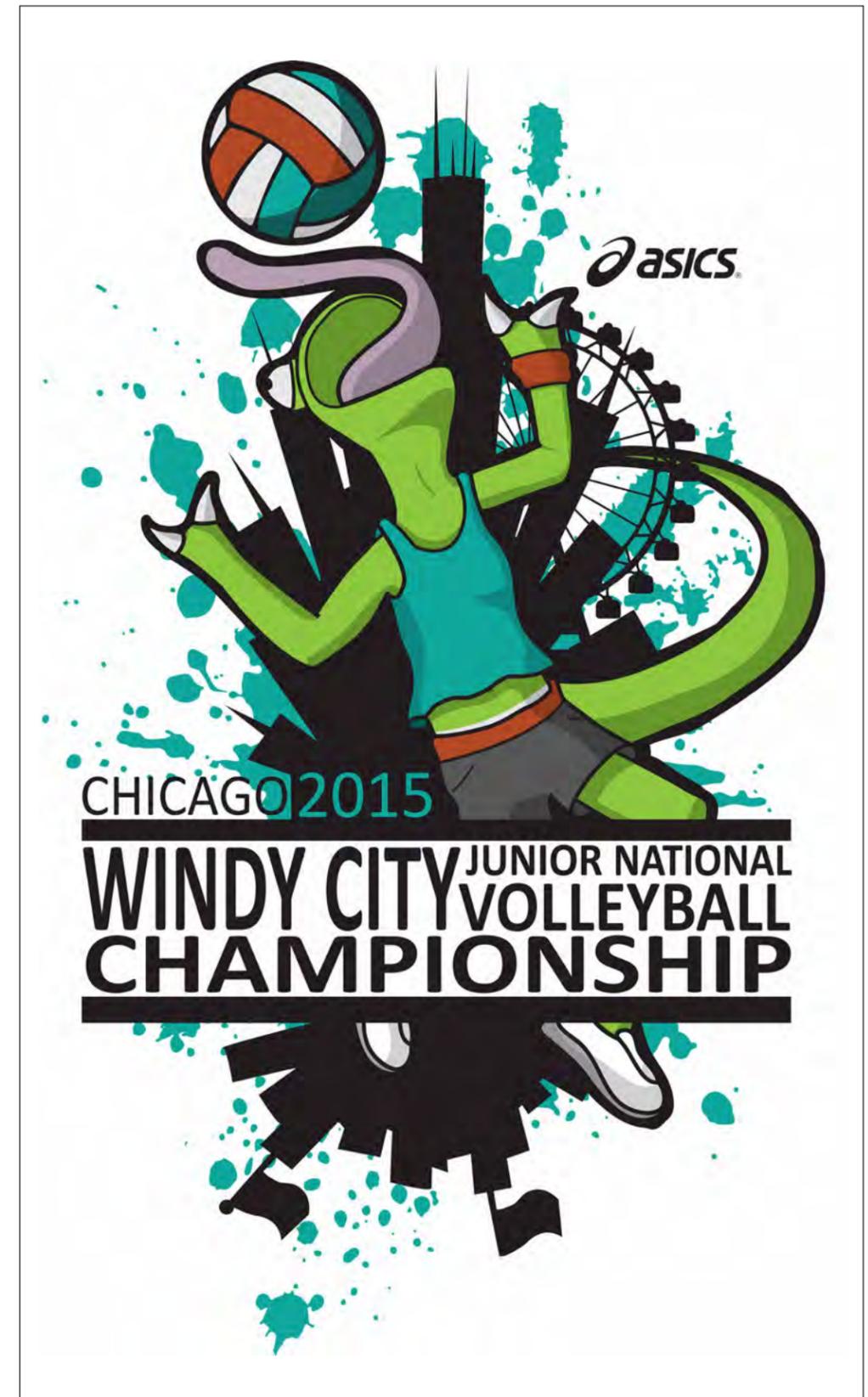
**FEATURED ARTISTS** of the month



**MORE RECENTLY FEATURED PROJECTS**

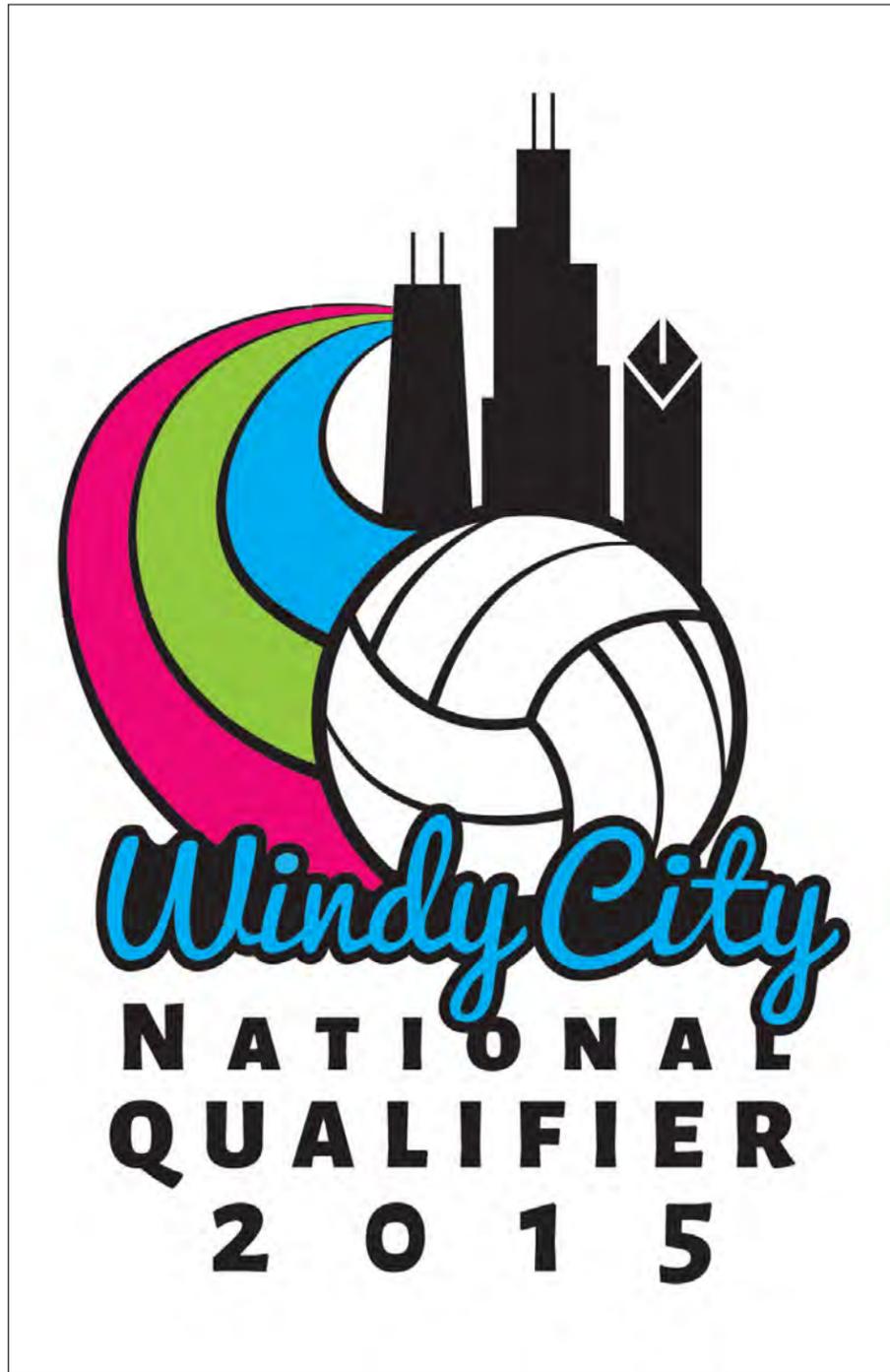


**Graphic Design 4 - Windy City National Qualifier** USA Volleyball is a non-profit organization, which serves as the national governing body of volleyball in the US. Our plan was to create a unique event logo for the 2015 Windy City Volleyball National Qualifier 3-day event. The idea was to portray an overall identity for the event. This event targets traveling girl volleyball teams from the ages of 12-18 years old. USA Volleyball wants to keep the logo fun and energetic with bold bright colors. While also emphasizing the Windy City of Chicago. Three more student examples appear on the following page.





Chritina Fulsang



Kristin Patel



Sara Petrolis