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Personal Identity: gee design co.

In thinking about personal identity, I wanted to include "gee," a nickname I coined for myself long ago. I feel the name represents my creative side while still providing the comfort of a pen name. Meanwhile, the rose challenges me to be fearless as I continue to grow as a person and an artist.

New Hero Light

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Ro-cocoa Gourmet Chocolates

Ro-cocoa is a fictitious high-end chocolate company located in Lafayette, LA. It's brand is centered around the fusion of fine chocolates and the elaborate designs of the Rococo period. Customers are encouraged to relax and indulge themselves with a treat, just like the people of French Rococo culture.

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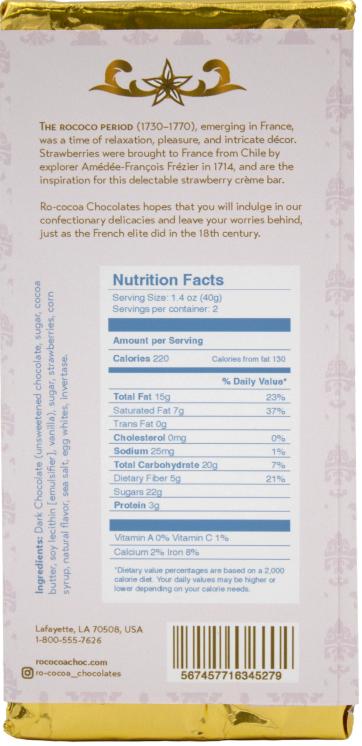














In With the Old

In With the Old is a fictitious antique store located in Walnut, IA, carrying a wide variety of antiques and collectibles for all who appreciate old relics. The identity mark plays off of the store's name, and puts a modern twist on antique western woodcut fonts.

Brother XL Bold

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Brother XS Bold

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An-tea-que Giveaway Promotional Package

For the store's grand opening, In With the Old will give away antique teacups from its extensive collection to the first 30 customers to walk in, each packaged in this unique teapot-shaped box. The tea themed promotional content is extended to a coupon found inside, resembling the shape of a teabag.





Orizuru Sushi & More

Orizuru is a fictitious origami themed restaurant named for the Japanese word for "paper crane." It's located in Phoenix, AZ, and as the menu describes, it serves sushi and other traditional Japanese cuisine. The rounded font used in the mark was chosen to contrast and complement the sharp angles of the origami crane.

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Orizuru Menu

Orizuru's menu design is inspired by the first few steps in the process of folding an origami crane. The squareshaped paper and triangular fold are an exciting novelty to customers and fits perfectly with the restaurant's brand. Appetizers -----

Miso Soup - 2.5

Traditional white miso broth with tofu cubes, wakame seaweed and green onions.

ØGlazed Edamame ⋅⋅⋅ 4

Edamame glazed with soy sauce.

Shishito Peppers -- 5

Roasted Japanese peppers served with a citrus spice.

Tori Zosui -- 9

Japanese style chicken and rice soup with egg, mushrooms, green onions, and wakame seaweed.

Onigiri -- 7

Stuffed rice ball wrapped in nori. Choice of umeboshi (pickled plum), salmon, or tuna filling.

Gyoza ··· 6

Pan-seared Japanese dumplings filled with pork and vegetables.

Vegetarian gyoza filled only with vegetables.

Sesame marinated seaweed.

Temaki

Traditional, cone-shaped hand rolled sushi

⊘California Hand Roll -- 6

Avocado and cucumber. Choice of shrimp or kanikama crab.

Spicy Hand Roll ⋅⋅⋅ 7.5

Spicy mayo, kaiware sprouts, and green onions. Choice of salmon, scallop or tuna.

✓ Spider Hand Roll ··· 10

Soft-shell crab, cucumber, avocado, and masago caviar. Topped with creamy chipotle sauce.

Nigiri Sushi rice topped with slices of raw or cooked fish

Maguro - 5.5 Tuna Ebi -- 5 Shrimp Hamachi -- 6 Yellowtail

Tako -- 6 Octopus Sake -- 6

Unagi -- 6.5

BLACK PUNAS

The Amazing Black Pumas

This double spread editorial features an article on the formation of the Black Pumas, a psychedelic soul duo based in Austin, TX. The artistic inspiration is a fusion between a 1970's soul aesthetic and the graphics on the band's merchandise.

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SOCIAL GOTHIC ROUGH

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Avenir Heavy

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LACK PUMAS' JOURNEY TO THE GRAMMYS **BEGAN WITH A POTENTIALLY AWKWARD PHONE** CALL. IN LATE 2017, LONG-STANDING AUSTIN-BASED GUITARIST AND PRODUCER ADRIAN QUESADA NEEDED A SINGER FOR SOME NEW

instrumentals he'd been recording. On the recommendation of a mutual friend, he left a message for a local talent, Eric Burton, who had virtually no track record in the business. Burton hadn't heard of Quesada, either, and he didn't bother to call back-until some friends clued him in to Quesada's high-end reputation. "They said, 'Dude, hit that guy back up," recalls Burton. "They kind of scoffed at me for leaving him hanging for so long." Finally, Burton dialed the number—"I felt, 'Hey, this could be an opportunity to make some money"—and Quesada, who was driving at the time, answered. "He sang over the phone, and I couldn't hear him that well," Quesada says. "But his passion and energy were so contagious."

This unlikely pairing of two men 13 years apart in age, and coming from very different musical backgrounds, paid off: At this year's Grammy Awards, Black Pumas will be competing in the Best New Artist category against the formidable likes of Lizzo, Billie Eilish, Lil Nas X, Yola, Maggie Rogers, and Rosalia, all of whom have sold more records than Black Pumas have. "I don't even know how we made it onto [the list]," says Burton. "We feel like this is a battle against a bunch of Goliaths. It really is kind of mind-boggling."

Then again, surprise twists are part of the group's DNA. Growing up in Laredo, Texas, Quesada ignored his parents' music in favor of hip-hop and hair-metal. He moved to Austin to study art in college, playing guitar in a punk-jazz act, the Blue Noise Band, before circling back to Mexican dance music from the Fifties and Sixties. Eventually, he and his group joined forces with another, more funk-oriented local band, the Blimp, to form Grupo Fantasma.

Quesada would log nearly 15 years with that limber, multi-faceted group, who played a cool, jacked-up version of traditional music. Their reputation growing, Grupo Fantasma were recruited by Prince for a series of dates at his Glam Slam club; Prince also jammed with them at a few VIP gigs in 2007. And in 2011, after losing out on an earlier Grammy, Grupo walked away with an award for Best Latin Rock, Alternative or Urban Album for 2010's El Existential

Even when he was in the band, Ouesada was restless; early on, he started a harder, more metallic side project, Brownout, which released a bunch of Black Sabbath covers under the name Brown Sabbath. In the years after Grupo Fantasma's Grammy win. Ouesada reached a point where he felt he had to leave his musical mothership for good, in part due to the group's rigorous road work. "I was starting to have a hard time committing to that schedule," he says. "More than that, it was just a very specific palette. It was difficult [to leave], honestly, because it had turned into a family. But I never felt like the primary songwriter or anything, and if I was going to invest that much time in anything, I want to be more directly involved. It was time."

For another side project, Quesada joined up with My Morning Jacket drummer Patrick Hallahan in the one-off band Spanish Gold in 2014. But he remained in search of an indefinable sound to call his own, and had begun working on his own istrumentals with local musicians when Burton entered the picture.

Burton's story had started across the country, in Los Angeles. Living in a religious household with his mother in the San Fernando Valley, he heard more gospel than pop music. "I grew up kind of sheltered through the church," he says. "As far as secular music, I just heard what was on the radio while we were doing chores." The rare non-gospel record he remembers from that time is Pras' 1998 hit "Ghetto Supastar"; his first CD purchase was 50 Cent's Get Rich or Die Tryin'. (Though not a huge hip-hop fan, he loved 50's catchy tunes.)

As part of his high school's theater-geek crowd, Burton envisioned himself an actor, and thanks to an industry connection, he landed a bit part in the music-themed Keira Knightley/Mark

Ruffalo movie Begin Again in 2013. Through that, he met former New Radicals frontman Gregg Alexander, who encouraged Burton's music side. After a brief trip to college in Arizona, Burton wound up back in LA, selling T-shirts while busking on the Santa Monica Pier. He and two musician friends played up and down the West Coast before driving to Austin, where Burton

When he first heard Burton's name suggested as a possible collaborator, Quesada was perplexed. "I looked him up, and the first thing I thought was, 'How have I not heard of this guy?" says Quesada, who watched YouTube videos of Burton singing in clubs. "I pride myself on knowing. But I thought it was awesome. I love that I had no preconceived notions of this guy."

When the two finally met at Quesada's Austin studio, it became immediately clear that they could complement each other. Burton's smooth but gritty voice and original songs, like his rainbow-themed "Colors" ("My sisters and my brothers/See 'em like no other"), fit alongside the tracks Quesada had already cut, which were heavy on old-school electric pianos, live drums, and Quesada's rumbly surf guitar. Quesada enhanced the classic-soul mood by introducing his younger collaborator to vintage R&B. "It made me want to go back and listen and figure out stand up and perform, drawing on his theatrical background. "When I got to put the guitar down, I found it was very freeing," says Burton. "It elevated what we

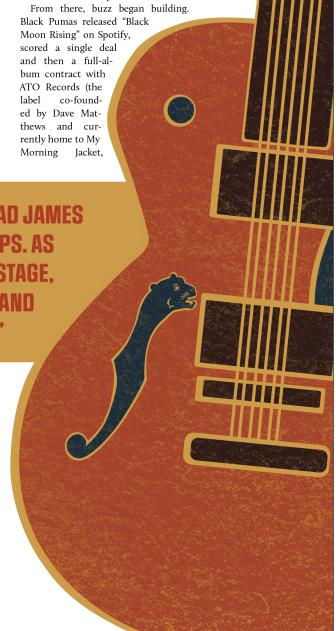
"Everything I had ever seen, Eric was playing troubadour, singer-songwriter style with a guitar," says Quesada. "I didn't even know that he had James Brown-level frontman chops. As soon as we stepped off the stage the first time, we pulled each other aside and said, 'There's a spark here."

"I DIDN'T EVEN KNOW THAT HE HAD JAMES **BROWN-LEVEL FRONTMAN CHOPS. AS** SOON AS WE STEPPED OFF THE STAGE. **WE PULLED EACH OTHER ASIDE AND** SAID, 'THERE'S A SPARK HERE."

how to project the way Otis Redding and Marvin Gaye could," Burton says. "Adrian really appreciated the tonality of my voice and the way I was reaching to embody these older artists that fit the canvas he was giving to me."

Quesada agrees, but begs off the old-school comparisons. "We didn't really set out to be a soul revival band or anything like that," he says. "I wanted the soul to be that it came from *our* souls, not so much a carbon copy of any particular era or artists."

Soon enough, the duo had a name, Black Pumas, inspired by Quesada's fascination with jaguars (his studio has a jaguar logo) and a play on the Black Panthers. The moment of creative truth came on stage, when they debuted their act at an Austin club. "I remember telling my wife not to come—give us a few weeks, because it might suck the first couple of times," Quesada recalls. Quesada assumed Burton would be seated with his guitar, but to his—and Burton's—surprise, the singer opted to



4 | The Rolling Stone



Square Foot Gardening Book

The Square Foot Gardening Book is a twenty-page "passion project" publication. The goal of this project was to challenge myself to create a cohesive and welldesigned booklet on the topic of my choosing. The result was an engaging beginner's guide to starting your own square foot garden, covering everything from building a bed, how to start planting, and what kinds of pests to watch out for.

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you've always wanted to grow your own vegetable garden but have been turned off by the idea of spending countless hours stooped over endless rows of vegetables, square foot gardening may be the perfect solution for you. Not only does square foot gardening save space, it is also known to pro-vide excellent produce yields matching amounts produced in row-style gardens of far greater size. But perhaps the most appealing aspect of square foot gardening is how little physical work is required compared to traditional gardening methods.

It's been a buzzword in the gardening world for decades: the square foot garden, a revolution in small space gardening everywhere. It doesn't take much imagination to figure out what this basic concept entails. It involves carefully measuring gardening plots. Careful planning can have a huge impact on how much food you grow, and how much waste you can avoid. But for traditional gardeners and acolytes of other styles (like myself), we may need a

What is square foot gardening, and where did it come from?
What's so great about it? Why do people still use the method in gardens today, and why is it so popular? Sure, it involves the clever use of square foot measurements to get the most out of your growing space. But nowadays, with a burgeoning local food movement and a passion for home growing, knowing all the ins and outs of this ideology means a whole lot more.

Due to the tight, compact, yet healthy spacing implemented using this method, you can competitively produce as much food as you might in a larger space that was planted using less-space efficient row crop methods. Sure, traditional row-cropping guarantees healthy plants with ample spacing between rows, but square foot gardening begs the question: couldn't more plants be used in those spaces as well? Plus, in a 4×4 foot raised bed structure (the method's standard raised bed dimensions), you don't have to do anywhere near the amount of work required for the in-ground planting of a larger plot. With the purchase or construction of such a bed (whether wood, plastic, fabric, or even DIY from makeshift cinder blocks) and the addition of a bottom lining, you can keep your bed completely weed free—thus eliminating out a good chunk of the gardening work entirely.

Sourcing your own food straight from your backyard with this method is also an excellent way to feel proactive about changing your part of the food system for the better. By growing an edible garden organically and by using this method in your own backyard, you're getting produce straight from your own soil at much smaller environmental and health costs, in comparison to the average grocery store produce. Square foot gardening has a time-honored, well-tested place in the gardening world, with many noticeable benefits to gardening and lifestyle. But what are the special techniques that bring about such awesome results? At their foundation, they are very basic and ridiculously simple to learn.

Whether you are growing flowers, herbs, vegetables, a lawn, or a shrub border, healthy soil is an absolute must. Your plants will be less prone to pest and disease issues, they'll grow better, and they'll look better. With a bit of know-how, some work, and some patience, you can have healthy soil, no matter what kind of soil you're starting with.

If good soil could be achieved merely by buying a bag of fertilizer from the garden center, most Americans would be boasting perfect soil. While fertility is obviously an aspect of good garden soil, there is so much more involved. Good soil has good texture. You often hear gardeners talk about their soil's "crumb." This refers to the texture of the soil. Good soil is crumbly, like cookie crumbs scattered over the top of an ice cream sundae. That crumbly texture takes work, and we'll talk more about that in a minute

Organic matter is just dead plant and animal tissue, which decomposes and enriches your soil as humus. Humus is wonderful because it helps improve your soil's texture by binding some of the smaller particles together, which increases your soil's aeration. It also improves your soil's ability to both absorb and drain moisture. Finally, organic matter helps provide nutrients to your plants. Microorganisms help break down the organic matter into its basic elements, which enables plants to absorb it and use it.

Soil pH is the measurement of the acidity of your soil. This affects the minerals contained in garden soil and their availability to your plants. In general, the closer to neutral your soil is, the better your plants will be able to take up these minerals. Of course, some plants prefer a more acidic soil,

but for most flowers, herbs, and vegetables, a more neutral pH is optimal.

The next thing to consider is the structure of the soil. There are three main types of soil:

- **1. CLAY SOIL:** Clay has tiny particles that stick together, forming large clumps. While clay soil tends to be of higher fertility than other soil types, it is not optimal to garden in because its texture makes it very difficult for plant roots to work their way into it. Improving clay soil takes some work, but it will make life much easier for
- 2. SANDY SOIL: Sandy soil is definitely easier to work than clay soil--but it has the opposite problems: it often drains too quickly and is less able to retain nutrients.
- 3. LOAM: This is an ideal garden soil. Crumbly, full of organic matter, retains moisture yet still drains well. This is what we're working toward; this is "good" garden soil.

There are several things you can do to improve your soil. Luckily, they are all fairly easy to do.

Test your soil: The first thing to do is learn all you can about your soil. You may want to try a couple of DIY soil tests to learn more about the level of life in your soil and what its texture is like. Getting a soil test from your county's cooperative extension would be a great idea; this will alert you to any deficiencies or pH problems.

Add organic matter: Adding organic matter is hands-down, without a doubt, the number one

way to improve your soil. Whether your soil is clavey, sandy, low in nutrients, compacted, has poor drainage, organic matter will fix it.

So what should you be adding to your soil? Compost is a must—it will improve your soil immediately and introduce microorganisms that will continue improving your soil by further breaking down organic matter. Add as much as you possibly can; it really is nearly impossible to overdo it with compost. Add some in spring before planting. Sidedress your plants with it throughout the growing season, and add more in fall when you are putting the garden to bed—you will see improvement in

In addition to compost, there are several other things you can add to your soil to increase the amount of organic matter (and therefore overall fertility). Grass clippings, shredded autumn leaves, aged manure, coffee grounds—all of it will help your garden's soil increase in fertility, water retention, and improved texture.

Adjust your soil's pH: Once you have your soil tested, you'll know whether you have a pH imbalance. If your soil is acidic, there are several things you can do to reduce the acidity level. Generally, the report you receive from your extension service will have recommendations for improving the pH of your soil. The addition of plenty of organic matter will often help this as well. As a garden guru, Barbara Damrosch points out, if you have soil that is well supplied with nutrients and organic matter, the pH matters less than if your soil is struggling









Building and maintaining a compost pile is the surest, easiest way to become a better gardener. Not only will you be producing the best possible food for your garden, but by watching leaves. eggshells, orange rinds, and grass clippings become transformed into rich compost filled with earthworms and other soil creatures, you'll be learning what healthy soil is all about.

Most gardeners don't start with great soil. Whether yours is hard and compacted, sandy, stony, heavy, or wet, adding compost will improve its texture, water-holding capacity, and fertility. Your soil will gradually become fluffy and brown the ideal home for healthy plants.

Even if you are lucky enough to have great soil, you can't expect that soil to remain rich and productive without replenishing the nutrients that are consumed each growing season. No commercial fertilizer, even one that is totally organic, provides the full spectrum of nutrients that you get with compost. The nutrients are available gradually, as your plants need them, over a period of months or years. The microorganisms in the compost will also help your plants absorb nutrients from fertilizers more efficiently.

Compost is teeming with all kinds of microorganisms and soil fauna that help convert soil nutrients into a form that can be readily absorbed by your plants. The microorganisms, enzymes, vitamins and natural antibiotics that are present in compost actually help prevent many soil pathogens from harming your plants. Earthworms, millipedes, and other macro-organisms tunnel through your soil, opening up passageways for air and water to reach your plants' roots.

Even very experienced gardeners often have soil that is less than perfect. Adding compost moderates pH and fertility problems, so you can concentrate on the pleasures of gardening, not the science of your soil's chemical composition. Unlike organic or inorganic fertilizers, which need to be applied at the right time and in the right amount, compost can be applied at any time and in any amount. You can't really over-apply it. Plants use exactly what they need, when they need it.

Can a gardener ever have enough compost? It's doubtful. Compost is the perfect thing to spread around when you are creating a new garden, seeding a new lawn area, or planting a new tree. Compost can be sprinkled around plants during

the growing season or used as a mulch in your perennial gardens. You can add compost to your flower boxes and deck planters. You can also use it to enrich the potting soil for your indoor plants.

Organic matter is transformed into compost through the work of microorganisms, soil fauna. enzymes and fungi. When making compost, your job is to provide the best possible environment for these beneficial organisms to do their work. If you do so, the decomposition process works very rapidly-sometimes in as little as two weeks. If you don't provide the optimum environment, decomposition will still happen, but it may take from several months to several years.

Microorganisms and other soil fauna work most efficiently when the ratio of carbon-rich to nitrogen-rich materials in your compost pile is approximately 25:1 (brown to green) but most people find three parts brown and one part green works quite well. In practical terms, if you want to have an active compost pile, you should include lots of high-carbon "brown" materials (such as straw, wood chips, or dry leaves) and a lesser amount of high-nitrogen "green" materials (such as grass clippings, freshly pulled weeds, or kitchen scraps).

GETTING STARTED

COMPANION PLANTING

Companion planting is also something well worth thinking about. Again, it can sound complicated, but it is quite simple and straightforward. Plants, just like people, can be really good for one other and create mutually beneficial relationships. For example, some plants can help reduce the incidence of pests or disease in their neighbors. Marigolds are a fantastic plant for a square foot garden as they will attract ladybirds and hoverflies which will help to pollinate your crops.

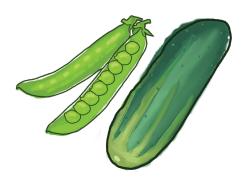
Planting strong-scented chives beside your carrots will help to deter the terrible pest carrot fly, which finds the carrots through their smell, which is then masked by the chives. Incorporating companion plants can help you to design square foot garden beds with beneficial mixtures of plants which can aid one another and create healthy, diverse ecosystems. Companion planting is an inexact science and we know surprisingly little about how different plants interact with one another. That said, it is clear that plants with similar requirements will do well when grouped together.

CUCUMBERS & PEAS

Growing cucumbers and peas together will ultimately benefit the cucumber plant, as the peas will increase the nitrogen in the soil. The increased nitrogen will encourage the cucumber plant to grow bigger and heartier.

Cucumbers are a tropical vegetable, which need warm soil that has an acidic pH to grow. Plant the seedlings 36 to 60 inches apart, and use a trellis to support the vines as they grow. The trellis also conveniently keeps the fruit off the ground. Try to keep the soil damp with approximately one inch of water per week.

Peas are a legume that normally prefers colder weather, so in order to plant them with tropical cucumbers, you will have to support them with water and shade during summer months for a fall harvest. While any variety of pea will work for companion planting, snap peas grow on a trellis, so planting these will allow you to utilize the same trellis as the cucumbers. Peas need slightly acidic soil. Plant directly into the ground, as transplanting can damage the plants and affect the harvest later on. Try to water the peas daily once pods form to encourage higher quality.





TOMATOES & MARIGOLDS

Marigolds and tomatoes are good garden buddies with similar growing conditions. Research studies have indicated that planting marigolds between tomatoes protects the tomato plants from harmful root-knot nematodes in the soil. Although scientists tend to be skeptical, many gardeners are convinced that the pungent scent of marigolds also discourages a variety of pests such tomato hornworms, whiteflies, thrips, and maybe even rabbits!

Plant tomatoes first, and then dig a hole for a marigold plant. Allow 18 to 24 inches (46-61 cm) between the marigold and the tomato plant, which is close enough for the marigold to benefit the tomato, but allows plenty of space for the tomato to grow. Don't forget to install a tomato cage. Plant the marigold in the prepared hole. Water the tomato and marigold deeply. Continue to plant as many marigolds as you like. Note: You can also plant marigold seeds around and between tomato plants, as marigold seeds germinate quickly. Thin the marigolds when they're 2 to 3 inches (5-7.6 cm) tall to prevent overcrowding.

BROCCOLI & ONIONS

By planting broccoli and onions in close proximity to each other in the garden. you can actually improve the flavor of vour broccoli.

Broccoli is one of the most nutritious of all the vegetables, and it grows best in cooler seasons. It will fully mature within six to eight weeks. The plant does best in full sun but will also grow well in partial shade. Broccoli needs moist, fertile, slightly acidic soil. Plant seeds half an inch deep, or put transplants slightly deeper in the soil than they were before. Space plants 12 to 24 inches apart with 36 inches between rows. Water regularly, and try not to get the growing heads wet.

Onions are a bulbous, cool weather plant. You can either purchase onion bulbs that are ready to plant directly into the ground at nurseries or online. If you choose to grow onions from seeds, it will take up to four months for the plant to mature. The onion tops will grow in cool weather and form bulbs when the weather gets warm. Water about one inch per week, and make sure to keep the onions well-weeded, as the plants cannot easily compete with weeds





SPINACH & RADISHES

If you plant radishes and spinach together, the radishes will help draw away leafminers from the spinach. These pests will not affect the root of the radish plant, which is the edible part.

Plant radishes about one month before the average date of the last frost of the season. Sow the seeds directly in to the soil, about half an inch to one inch deep and two inches apart in rows that are 12 inches apart. Radishes need a lot of sun and well-drained soil with a lot of moisture, but make sure the soil isn't waterlogged.

You can plant spinach as soon as the ground thaws. Start the plant outdoors, as trying to transplant the spinach may damage the young plants. Make sure the spot you choose gets full sun to light shade and has well-drained soil. You can either sow the seeds half an inch to one inch deep or sprinkle the seeds over a large bed. Water regularly, and use mulch to retain moisture.

CARROTS & LEEKS

Carrots are normally attacked by carrot flies, and leeks are affected by leek moths and onion flies. The carrots will deter the leeks' pests, and the leeks will keep the carrots' pests away. Basically, these plants are such good garden buddies because they act as repellents for each other's pests.

To grow carrots, plant the seeds outside about three to five weeks before the last frost. Plant the seeds three or four inches apart in rows that are at least 12 inches apart. Try to grow them in full sunlight. The soil should be well drained and loose, and you should water the plants at least one inch per week.

The leek is a cousin of the onion that thrives in cool weather. Plant leeks in an area of the garden that gets full sun and that has fertile, well-drained soil. They need extremely fertile soil and lots of moisture in order to grow best. In order to get the kind of rich, white stem that is best for eating, the stem must be hidden from the sun in a process known as blanching.



PLANTING



A MIDSUMMER NIGHT'S) REAM

Shakespeare Classics Book Jackets

This series of book jacket designs feature three of William Shakespeare's greatest works: Hamlet, Romeo and Juliet, and A Midsummer Night's Dream. The imagery plays off of the theme of theatre, featuring curtains in the background. A key symbol found in each work is placed front and center, also alluding to the use of props needed for a play.

Mandrel Condensed Medium

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The Flawless Feline Cat Show

This poster advertises an imaginary cat show hosted by Austin Cat Fanciers. I wanted to emphasize the cats' beauty while adding a little playfulness to the imagery to capture the viewers' hearts. While a cat show is meant to methodically assess a cat's flaws and perfections, it's also not possible to leave fun out of the equation when beloved pets are involved.

Lust Script Regular

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Arboria Book

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