

THE SHOW! COMMWORKS!

SENIOR SHOWCASE



ZINE DESIGN BY JULI GAMBA

THE SHOW! COMMWORKS! SENIOR SHOWCASE

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■ PR MarComm ■ Journalism ■ Graphic Design ■ Media Arts ■ Web Design & Development

THE SENIOR SHOWCASE is typically a space at the annual CommWorks exhibition where graduating seniors can display the work in PR MarComm, Journalism, Graphic Design, Media Arts, and Web Design and Development that they have produced during their time at Simmons. Since an in-person celebration this year was not possible, we are celebrating our seniors' hard work and

accomplishments through this showcase of their Communications projects. Navigate this interactive zine by clicking on links and images, which will lead you to a site where you can watch videos, listen to podcasts, and see images at full size. Click on the senior's name on the left side of each spread to explore all of their work, including pieces that were not included in these pages.

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Caroline Smith

Caroline Smith is a senior at Simmons University double majoring in journalism and PR/MarComm. She is currently an Engineering Communications intern at Pratt Whitney and previously worked as an editorial intern at Brigham and Women's Hospital. Caroline has lifetime membership with Girl Scouts and

participates annually as a keynote speaker, panelist and workshop facilitator at a leadership conference for Senior and Ambassador Girl Scouts. During her time at Simmons, she also served as class secretary and worked in the Tutoring Center.

Not Green Enough

Over the last two decades, Simmons University has made great strides toward sustainability, but to pat itself on the back and say its a sustainable institution is hypocritical and inaccurate.

Simmons has implemented energy efficient standards in all classrooms and meeting spaces, yet students living in residence halls leave windows open all winter to offset the blasting heat they can't turn down.

In 2016, Simmons installed "hydration stations" to reduce carbon emissions and waste from single use water

bottles. However, on the residence campus students have reported seeing sprinklers on during rain storms.

There's fluorescent and LED lighting in large areas and newly renovated academic spaces, while lights in the dormitory hallways and bathrooms are always on.

Excerpt from an Editorial written for COMM 315: Blogging & Opinion and Editorial Writing. Read the rest of the editorial [here](#).



"Underneath the Sash," a blog about Girl Scouting from the perspective of a former scout and lifetime member, created for COMM 315: Blogging & Opinion and Editorial Writing. Visit the blog [here](#).

"I didn't want to hurt her feelings, but I remembered crawling across the front of her old car and out the driver side because my door was dented shut, adrenaline rushing through my body. I remembered standing outside of the car, red and blue lights flashing behind me. I remember realizing, in that moment, that it hadn't been a minor fender-bender—realizing that I was lucky to be alive."

Excerpt from "Froyo Run," a set of two stories that depict the same difficult moment from two perspectives, created for COMM 344: Storytelling. Read the rest of the story [here](#).



"Privilege," a human rights poster created for COMM 210: Introduction to Graphic Design.



Still from "Mindful Eating," a video created for COMM 390: Studio 5. Watch the video [here](#).

Haley Rosenthal

Haley Rosenthal is a senior at Simmons University with a double major in Arts Administration and Communications. She recently completed an integrated marketing internship with Boston Ballet where she assisted in event promotion and copywriting. She has also interned with the marketing and communications teams at Oath

Pizza, Climate XChange and newportFILM. Haley is also the secretary of the Simmons University Dance Company, the Art Director of Sidelines, Simmons' Literary and Art Magazine, and has previously hosted for Simmons Radio: the Shark. She hopes to work in nonprofit communications following graduation.



Black & White Self Portraits

Project that explores cinematic representations of women, inspired by Cindy Sherman's "Untitled Film Stills." Created for ART 138: The Poetry of Photography.

“The women are objectified by the audience, descend into madness, and then are killed off for their failures to fit into patriarchal society, suffering for what the audience at one point found pleasure in: the representation of their sexuality.”

Excerpt from “Mad Women and Aberrant Sexuality in Film,” a video essay that analyzes the way in which the representation of mad women in film is synonymous with a women’s aberrant sexuality. Created for WGST 353: Mad/ness. Movie still from Black Swan. Watch the video [here](#).

Podcast: Where the Heart Is

I’ve always been afraid of change. That’s not an uncommon fear for anyone really. When I first was told by my parents at age 15 that we would be moving to a new house, I was scared. I had lived on my house on Shore Drive my whole life. We were only moving five minutes away from this house. That’s not far at all. But, I was worried that our new place wouldn’t feel like home.

What is that feeling? How can I even describe it? Home is a state of mind, not a place. So, how do you reach that state of mind?

I’m Haley, and this is Where the Heart Is. In this podcast, I’ll be exploring the abstract idea of home and how its definition differs from person to person.

My idea of home is pretty conventional. Until moving to Boston, I lived in the same town for my whole life. And for the most part, I’ve always loved it. I’ve always lived right by the ocean, on an island in Rhode Island. My home town is still home to me. That’s where my family is, my favorite places, and where so many of my childhood memories live. I feel happy and comfortable when I’m home.

From a podcast about the different ways we define ‘home’ and what it means to us, created for COMM 163: Radio Operations and Podcast. Listen to the full podcast [here](#).



ITC Serif Gothic type poster created for COMM 240: Typography.

Juli Gamba

Juli Gamba is a senior majoring in Media Arts with minors in Graphic Design and Cinema and Media Studies. She recently interned at Barefoot Books and the International Institute of New England, a nonprofit that serves immigrants and refugees in New Hampshire and

Massachusetts. She is interested in print design, illustration, and bilingual storytelling, and hopes to continue writing and drawing graphic novels after she graduates.

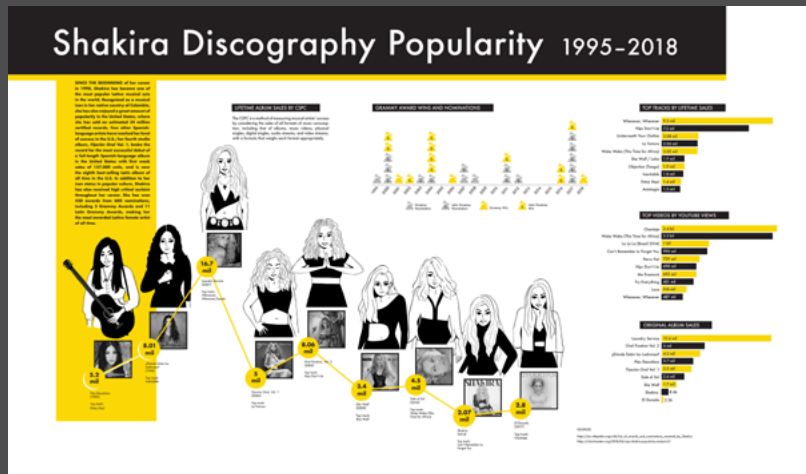


Set of stamps designed in the style of Edsel Rodriguez, created for COMM 248: Type and Image.

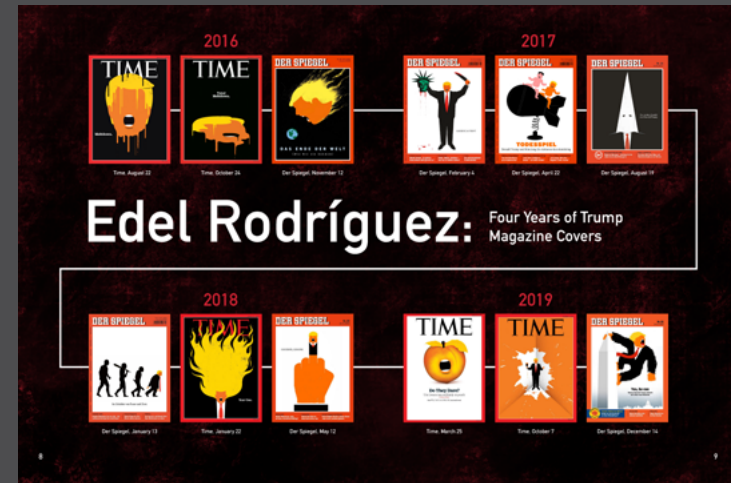
Front of Gill Sans type poster created for COMM 240: Typography.



Illustration from a graphic novel adapted from a screenplay Juli wrote as a SURPASSES project in 2019. The screenplay is a bilingual cultural translation of Félix Guattari's A Love of UIQ, written to reflect and engage with issues of Latinx postcoloniality. Created for COMM 350: Independent Study.



Infographic about the popularity of Shakira's discography from the start of her career to the present day, created for COMM 248: Type and Image.



Pages from a magazine article about designer Edel Rodríguez, created for COMM 340: Advanced Design.



Katie Lawson

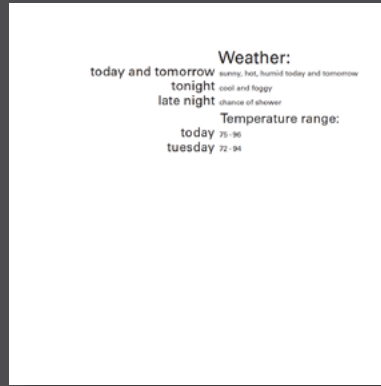
My name is Katie Lawson and I will be graduating with a Bachelors of Science in Nursing and a minor in Graphic Design. I hope to integrate my graphic design skills into my nursing career by creating educational materials for nursing students someday, either as a professor or in the textbook publication

field. From the moment I declared my minor during the fall of my junior year, I have felt an overwhelming sense of love, support, and friendship from everyone in the Simmons COMMunity.

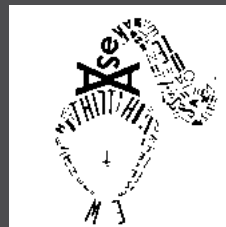
Front of Optima type poster created for COMM 240: Typography



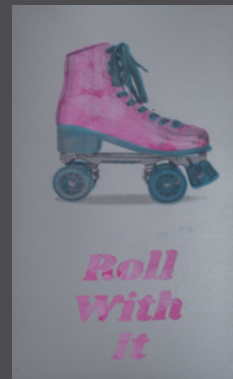
"The Weather," page from a hierarchy project created for COMM 240: Typography



"Trash Tree," a human rights poster created for COMM 210: Introduction to Graphic Design.



"Katie," a self portrait collage using letters cut out from periodicals, created for COMM 240: Typography.



"Roll With It," a broadside poster created for ART 216: Screenprinting.



Digital Photography

Digital photographs "Floral Fossil" (top), "Harley at Home" (bottom left), and "Stone, Brick, and Ivy" (bottom right), created for ART/COMM 139: Color Photography.

Krystianna Pietrzak

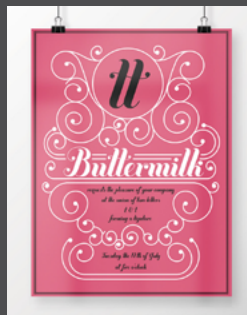
Krystianna Pietrzak is a senior studying Communications on the graphic design and media arts tracks. She adores being creative no matter the art form and loves bringing a smile to people's faces through her work. Krystianna has interned at Ash & Rose, Barefoot Books, Candlewick Press, and The

Horn Book in college. She aspires to have a job as a designer in a publishing house, but for now, she is hoping to get a remote job to save up and move to Ireland on a Working Holiday Visa, where she will hopefully get her master's degree in visual communications.

Magazine designed in the style of London-based graphic designer and illustrator Kate Moross, created for COMM 340: Advanced Design.



Buttermilk type poster created for COMM 240: Typography.



Chasing Wanderlust

Pages from "Chasing Wanderlust," a 250-page travel guide and adventure guide of Krystianna's study abroad European travels. The book is made to help future students who wish to study abroad, showcasing the 13 countries Krystianna visited. It is entirely written and designed by Krystianna, and features photos she's taken. It also features a typeface of Krystianna's own handwriting. Created for COMM 350: Independent Study.

Molly Whitmore

Molly is a Communications major on the Graphic Design track. She's from Cape Cod, MA and has been living in Boston full-time since starting school in 2016. Other than design, her interests include astrology, public transit, embroidery, and baking!

Frutiger type poster created for COMM 240: Typography.



Undergraduate Symposium 2019 Brochure, a 70-page brochure designed for the annual research symposium at Simmons University.



Design Review Magazine

Magazine designed in the style of designer Gail Anderson created for COMM 340: Advanced Design.

Mackenzie Farkus

Mackenzie Farkus is a senior studying journalism at Simmons University. She currently interns for WGBH's higher education desk and On Campus Radio. She previously interned at MuckRock, where she uncovered FBI files detailing President Richard Nixon's Watergate

campaign to take down Representative Shirley Chisholm. She is also an alum of the National Association of LGBT+ Journalists (NLGJA) Student CONNECT program, the editor in chief of the Simmons Voice, and a co-editor-in-chief for CommTracks.

Project to Preserve Louisiana's Queer History Gets a New Home

Twenty-seven or so boxes of paperwork. Minutes from meetings. Drag show posters. Personal letters. These are just a few of the items that made Stewart Butler, a New Orleans-based gay activist, realize the amount of historical queer objects he had amassed in his home.

"Look, I've got 27 boxes. What's going to happen to all this shit when I die?" Frank Perez, a gay activist and author, recalled Butler asking in 2013.

After their conversation, Perez, Butler and others spent a year establishing the LGBT+ Archives Project of Louisiana. They often met in Butler's pink, heart-covered Creole cottage known as "the Faerie Playhouse," which operated as a meeting place for LGBTQ+ civil rights activists in the 20th century, to plan fundraising and community outreach.

The Archives Project moved in August 2019 to their new space at 638 St. Ann St., next to Crescent CityTour, Perez's walking tour and transportation shop.

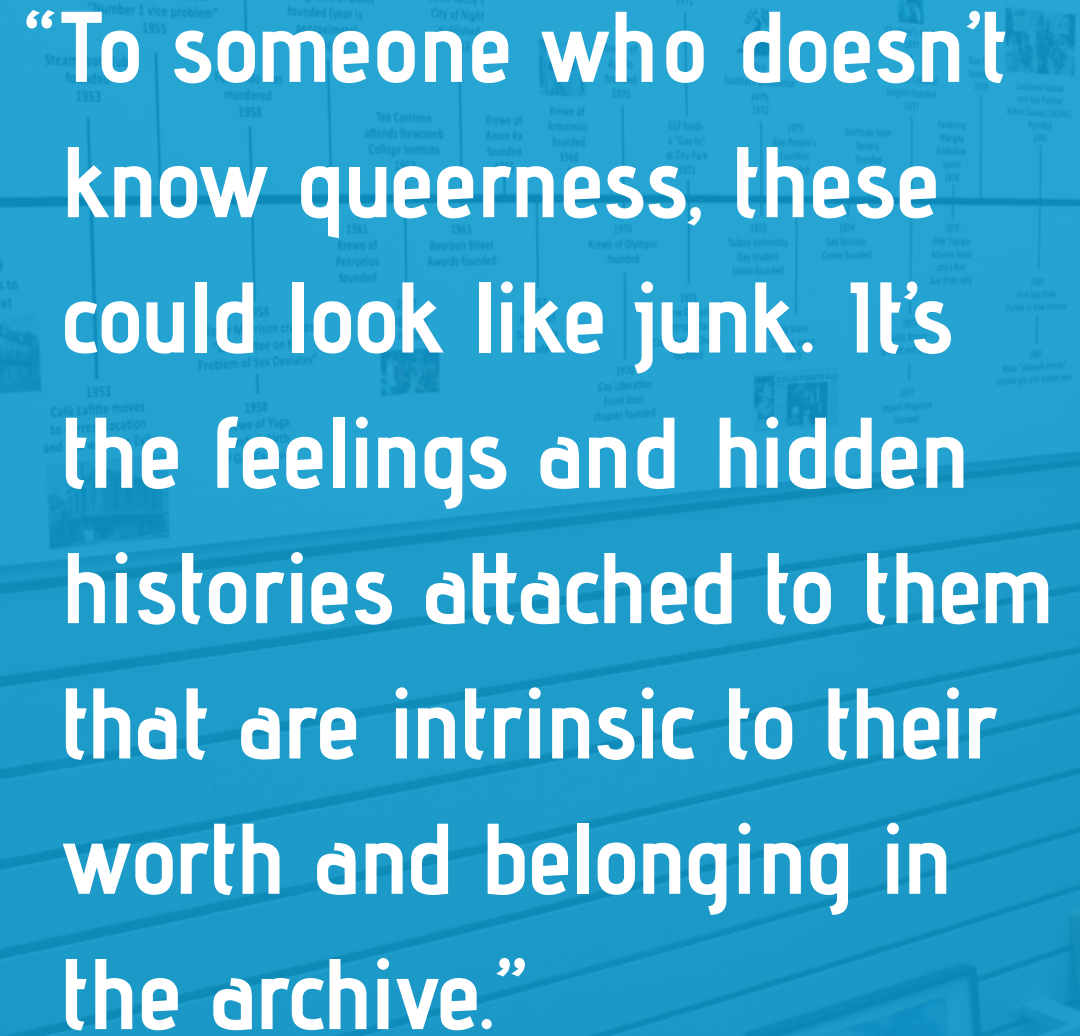
Perez, who has been the president of the Archives Project since it was established, views the collection as

an important resource for Louisiana's queer community.

"Some people just have what's called ephemera. But other people have massive collections, so we deal with both ephemera they can drop off here, and we'll get it where it needs to go," Perez said. "But for massive collections, like the Valda Lewis collection, which was appraised at \$360,000 — we're not going to take possession of that stuff. We're going to help them set up meetings with local archives and that sort of thing. So we're kind of a middle person."

Objects related to queer history, such as an ashtray from a lesbian bar or a menu from a drag brunch event, aren't always valued by other institutional archival collections.

Mackenzie took her SURPASs research and brought it to the Association of LGBTQ Journalists' (NLGJA) 2019 Student CONNECT Program. She spent a week at their annual conference in New Orleans reporting on efforts to preserve Louisiana's queer history. Read the rest of Mackenzie's article [here](#).



“To someone who doesn't know queerness, these could look like junk. It's the feelings and hidden histories attached to them that are intrinsic to their worth and belonging in the archive.”

From Grounding the Ghosts: On Finding Queer Archives, a SURPASs project surrounding queer archives and memory. Read the full essay [here](#). Photo by Ethan Knox.

Katelyn Kalliel

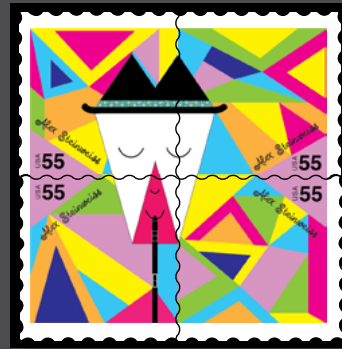
Katelyn Kalliel is receiving a BS in Web Design and Development and a minor in Marketing. She transferred to Simmons University as a sophomore and developed a passion for combining her creative and technical skillset. Katelyn has loved her time at Simmons, especially spending late nights in the comm

lab. She looks forward to her next adventure of obtaining her Masters Degree in Information Design and Strategy at Northwestern University.



Human rights poster created for COMM 210: Introduction to Graphic Design.

Stamps designed in the style of Alex Steinweiss, created for COMM 248: Type and Image.



Front of Wolpe Fanfare type poster created for COMM 240: Typography.



Design Review Magazine

Magazine about designer Alex Steinweiss, created for COMM 340: Advanced Design.



Emma Gottschalk

Emma Gottschalk is a senior at Simmons University studying communications with a double concentration in graphic design and media arts. She has served as both a Writing Assistant and Communications Lab Agent at Simmons, as well as a Communications & Design Intern for the Simmons University Communications office.

App page from Common Candidate, an app that provides information about presidential candidates, elections and voting, created for COMM 340: Advanced Design.



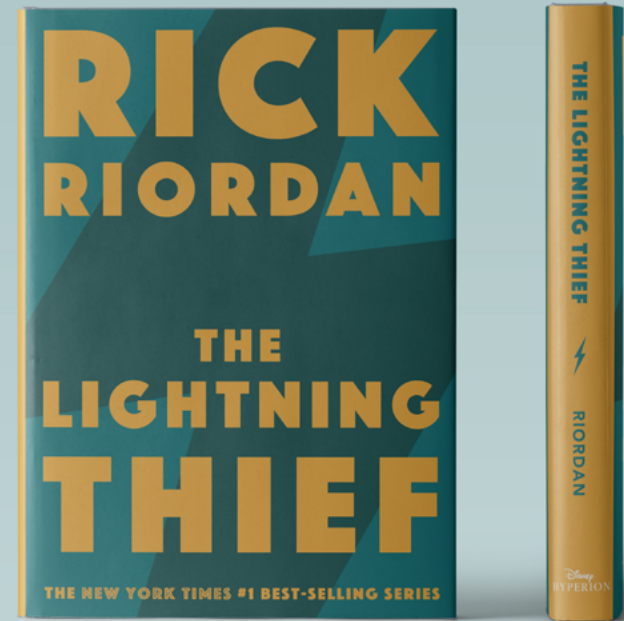
Set of stamps designed in the style of Victor Moscoso, created for COMM 248: Type and Image.



Digital illustration of Paris' River Seine at night, created for COMM 246: Digital Imaging.



Redesigned book jacket for Rick Riordan's novel Percy Jackson & The Olympians: The Lightning Thief. Created for ART 342: Package & Publication Design at Emmanuel College.



ART REVIEW
Volume 18, March 2020



Magazine that covers Victor Moscoso, a designer from the 60s psychedelic era, created for COMM 340: Advanced Design.

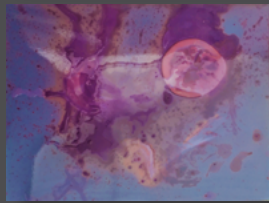


Mariana Garcia

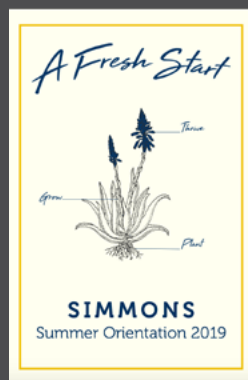
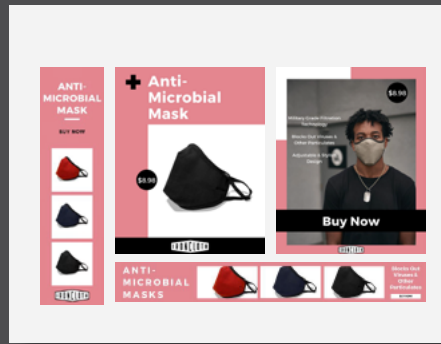
Mariana Garcia is a graduate from the Class of 2020 at Simmons University. She majored in Social Work and minored in Media Arts. She is originally from Los Angeles and her work depicts individuals and objects that have made

her feel at home while in Boston. In the future she hopes to merge both social work and artistic skills in a helping profession.

Lumen prints created for COMM 138: The Poetry of Photography.



Digital Advertisement created for MGMT 251: Digital Marketing.



Page from the orientation program for Simmons University



Digital Photograph created for COMM 139: Color Photography.



Film Photography

Photographs shot on a 35mm camera, created for COMM 138: The Poetry of Photography.

Lauren Kaye

Lauren Kaye is a 2020 graduate of Simmons University who majored in Public Relations/ Marketing Communications and Media Arts. Raised in Braintree, MA, she now lives in Boston. Lauren is interested in fashion, digital art, and animation.

Stickers illustrated for HubSpot's INBOUND event, given out to all 26,000 attendees.



Digitally illustrated self portrait, created in Procreate.



Typographic poster featuring lyrics from "Dang" by Mac Miller.

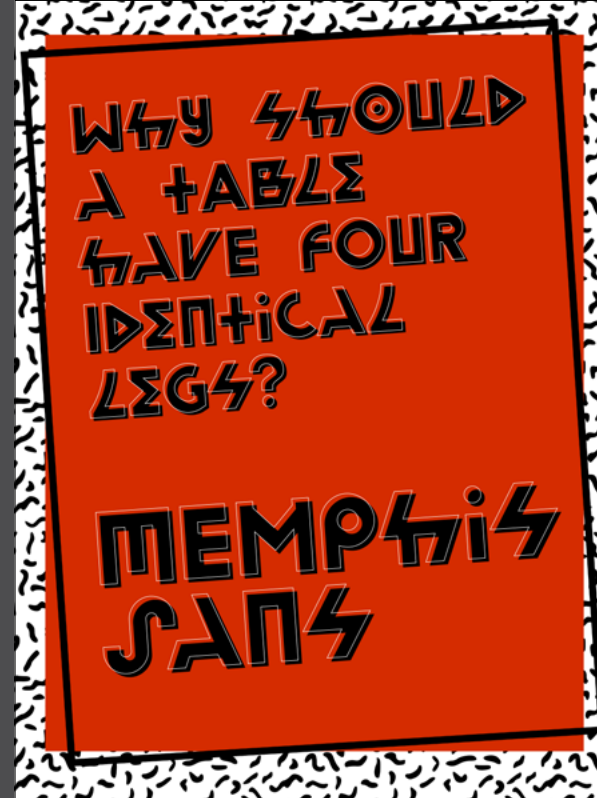
I CAN'T KEEP ON LOSING YOU OVER COMPLICATIONS
GONE TOO SOON WAIT, WE WAS JUST HANGIN'
I GUESS I NEED TO HOLD ONTO, DANG
THE PEOPLE THAT KNOW ME BEST
THE KEY THAT I WON'T FORGET, TOO SOON
I CAN'T KEEP ON LOSING YOU, YOU, YOU, YOU, YOU
I CAN'T KEEP ON LOSING YOU, YOU, YOU, YOU, YOU
YEAH, YEAH, YEAH, YEAH, YEAH
HOW MANY MISTAKES DO IT TAKE 'TIL YOU LEAVE
WHEN I LEFT WITH MY HAND AND MY FACE ALL RED
AND A FACE LOOKING AT YOU LIKE (WAIT)
I KNOW I AIN'T A SAINT, IF IT AIN'T TOO LATE, WELL,
I CAN'T KEEP ON LOSING YOU, I RUN AWAY SO FAST
KNOW MY HEART LIKE GOLD BUT IT BREAK LIKE GLASS
KNOWING SKI? GET OLD WHEN I ACT SO YOUNG
BABY YOU SO COLD, NEVER HAD NO SUN
YOU DON'T WANNA GROW UP, YOU'RE THE SPINNY
SO WHEN I GET HOME I'MMA GIVE YOU SOME
MAKE YOU FEEL LIKE WOO, WHEN I HIT THAT DRUM
YEAH THE 'NINE AIN'T FREE, I DON'T GIVE NO FUSS
YEAH IT'S COMPLICATED, GOT YOU FRUSTRATED
GET HOME LATE AND YOU DON'T TRUST ME BABY
YOU WANNA DO DRINK, YOU DON'T KNOW WHAT I'M SAYING
YOU CAN DRIVE MY CAR, DON'T DRIVE ME CRAZY
COMPLICATED, GOT YOU FRUSTRATED
EVERY SINGLE NIGHT I KEEP YOU WAITING
YOU SAY YOU DON'T CARE, IS WHAT YOU SAYING
WE BOTH KNOW THAT'S SOME BUZZ SHIT
OKAY, WE BE FIGHTING, WE BE REUNTING



Stamp collection designed in the style of Elaine Lustig Cohen, created for COMM 248: Type and Image.



Typographic self portrait created for COMM 240: Typography.



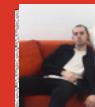
Memphis Sans type poster created for COMM 240: Typography.

MEMPHIS SANS

JACKSON GREEN

Jackson Green is a graphic designer from Philadelphia, PA. Throughout his life, Jackson found design could be used in understanding and communicating with others. Living with autism spectrum disorder, Jackson found it difficult to differentiate between true intention. Design served as a creative outlet to help Jackson better communicate his own ideas and facial expression to his own mind only.

Jackson studied branding at the Fashion Institute of Technology in New York. Inspired by his mentor, Paul Nicholson, and studying in class on type design for illustration majors, Jackson's love for type was ignited. When Jackson Green works at Mad Dancer, a record label created by American DJ, Diplo, he studied it shared many similarities with Memphis design. The Memphis Group was a design collective active from 1960-1970, made up of architects, furniture designers, product designers, & writers, the group rebelled against minimalism. The Memphis aesthetic is characterized by bright colors, bold patterns, and unusual geometries.



Jackson Green, Designer of Memphis Sans



THE MEMPHIS MOVEMENT

Memphis Sans carries inspiration from the Memphis Group as well as early typographic characteristics. Originally, the typeface was created to incorporate the traditional geometric sans serif, combining these traditional characteristics with those used in early, modern, and contemporary. Once Jackson Green saw the typeface coming together, he realized it shared many similarities with Memphis design. The Memphis Group was a design collective active from 1960-1970, made up of architects, furniture designers, product designers, & writers, the group rebelled against minimalism. The Memphis aesthetic is characterized by bright colors, bold patterns, and unusual geometries.

IT WAS THE WEIRDEST FEELING,
YOU WERE IN ONE SECOND REPULSED
BY THE OBJECTS, BUT ALSO
FREED BY THIS SORT OF TOTAL
RULE BREAKING.



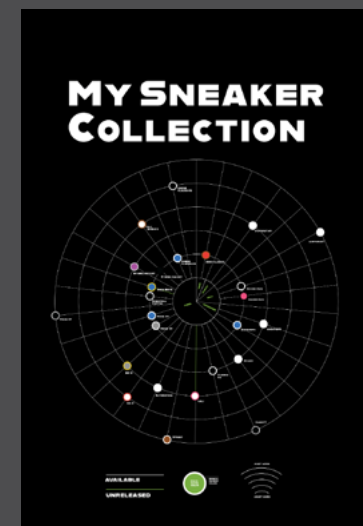
Original Memphis Sans Poster



A collection of Memphis Group posters created by the original Memphis movement. Each poster is made up of bright colors and unusual geometric shapes.

BEAUTY IN IMPERFECTION

Just as the original members of the Memphis Group embraced the imperfect, Jackson Green played with rough edges and unusual shapes in Memphis Sans. The typeface is an outlier for the "uppercase letters" are a bit more traditional. Letters have sharp stems and varying bowls. Some characters utilize experimental serif and shoulders. Many letters like 'M', 'W', and 'Z' are hand-drawn and appear unbalanced. The lowercase alphabet is much more experimental some letters are offset they are difficult to interpret in a vacuum, requiring the letter to be surrounded by other related characters to recognize. Letters like 'B', 'C', 'L', 'I', 'J' tend to play with the experimental inconsistent geometric lines characteristic of the Memphis movement. Some characters like the 'a' study relate to shapes used in designs from the 80's like lightning bolt motifs or circles.



Double-sided infographic about Lauren's sneaker collection, created for COMM 248: Type and Image.



Olivia Hart

Olivia Hart is majoring in Communications with a concentration in Media Arts, and minoring in Sustainability and PR/Marketing. She is from Natick, Massachusetts, and hopes to use her skills and knowledge gained at Simmons to help others and do good in the world.

Podcast: Exercise and Body Image

Hi, my name is Olivia. And although you may know me right now as just a recorded voice, I, in fact, have a body. Isn't that wild? It functions pretty well, it does all the stuff it needs to...it's great. I love it. But I haven't always felt this way. In fact, it took my entire adolescence.

In this podcast, I want to explore the things that we experience as kids that, although we might not have realized at the time, end up affecting our body image for years to come. It could be a comment from an adult, an ad on TV, or, in my case, the Wii Fit telling me I was obese when I was 10. Why do these things mess us up so much, and how can we put a stop to them?

Let's start by defining body image. According to psychalive.com, it's the perception that a person has about their physical self and the thoughts and feelings that result from that perception. These thoughts and feelings can be good, bad, or neutral, but basically, someone's body image is what they think about their physical appearance as a whole.

As you might imagine, growing up as a chubby kid, my own body image has been beaten down by lots of different things over my lifetime. Most notably, as I mentioned, the Wii Fit categorized me as obese when I was 10 years old, with my

Mii ballooning up within a matter of seconds while. This certainly did not help my own precarious preteen body image, and contributed to years of self-loathing-fueled workouts and diets afterward.

That's just my story, but I wanted to know what messed up other people too. So, I reached out to Rachel Estapa, founder of body positive yoga studio, More to Love.

O: When was the first time that you remember experiencing negativity in regards to your body?

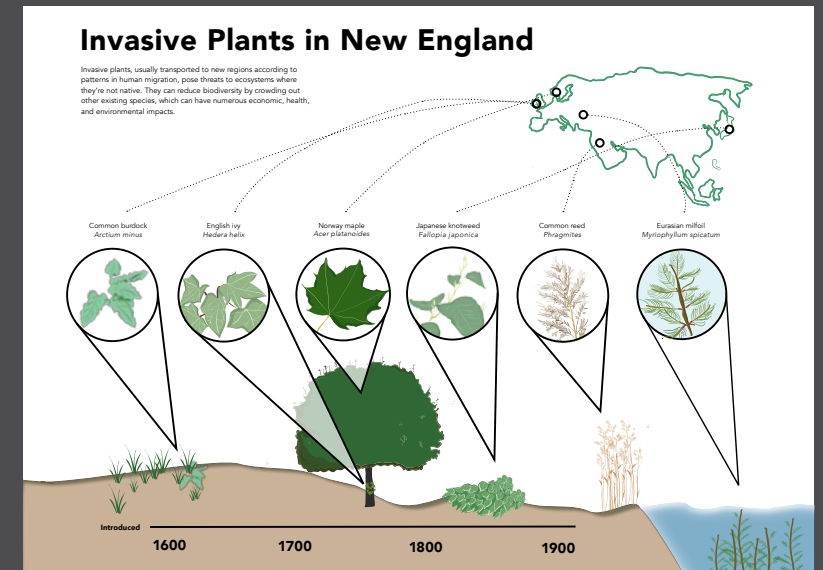
R: [laughs] Well, not too dissimilar from your story, Olivia, I was a kid. When we're younger it's sort of hazy, like we have little inklings, but then there's always that big moment when you're like, "What the hell is this?" I kind of had two of them. One was when I was around like 6 or 7, I was in ballet, and my teacher, after maybe like a few months, I remember her saying that I didn't have any grace.

Excerpt from a podcast that tells individuals' stories about their relationships with their bodies and fitness, created for COMM 344: Storytelling. Listen to the full podcast [here](#).

“It's time to change the narrative. I want to see a future where no one is shamed for their body, and we're motivated to be healthy, strong, and happy rather than skinny.”

Excerpt from a podcast that tells individuals' stories about their relationships with their bodies and fitness, created for COMM 344: Storytelling. Listen to the podcast [here](#).

Infographic that details several types of invasive plants in New England, created for COMM 248: Type and Image.



COLOPHON & ACKNOWLEDGMENTS

The Senior Showcase zine was designed by Juli Gamba, the Design and Project Management Dean's Fellow for The Show! CommWorks! 2020. This project was supervised by Dr. Briana Martino and funded by the Gwen Ifill College of Media, Arts, and Humanities at Simmons University.

The zine layout was created in Adobe InDesign 2020. The text is set in Advent Pro and Univers. All images are credited to the student on whose spread they appear unless otherwise noted. Thank you to Dr. Briana Martino and Luke Romanak, whose support and insight made this project possible.

Thank you also to the seniors whose work is featured in this zine—Emma Gottschalk, Krystianna Pietrzak, Olivia Hart, Katelyn Kalliel, Katie Lawson, Molly Whitmore, Lauren Kaye, Haley Rosenthal, Mackenzie Farkus, Mariana

Garcia, and Caroline Smith—for their participation, cooperation, and excellent quality of work.

To learn more about the featured seniors and to see more of their work, visit these portfolio links below.

[Caroline Smith](#)
[Emma Gottschalk](#)
[Juli Gamba](#)
[Katelyn Kalliel](#)
[Krystianna Pietrzak](#)
[Lauren Kaye](#)
[Mackenzie Farkus](#)
[Mariana Garcia](#)
[Molly Whitmore](#)
[Olivia Hart](#)

Visit our [landing page](#) to find links to all the work featured in the Senior Showcase.

Simmons
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and Humanities