



Melissa Borgerding

Garnet & Black Magazine

Graphic Designer



Cover Letter

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Letter of Recommendation

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02

Melissa Borgerding

melborgerding@gmail.com

Portfolio Website: melissaborgerding.com

EDUCATION

University of South Carolina (UofSC), *B.A. in Journalism & Mass Communications*

Major: Visual Communications

Minor: Spanish

GPA: 4.0

Expected Graduation Date: May 2023

VISUAL COMMUNICATIONS EXPERIENCE

Garnet and Black Magazine

Columbia, SC

Designer

January 2021 – Present

- Created online graphics for the magazine website and newsletter
- Designed layouts for the print version of the magazine
- Uploaded graphics and photos into the pages and designed spreads for print

Swype Multicultural Dance Organization

Columbia, SC

Marketing Director

August 2020 – Present

- Created social media posts and graphics for the group's Instagram
- Kept members up to date about upcoming group events
- Worked with President and Vice President of the group to relay important information

Carolina Yearbook

Columbia, SC

Photographer and Graphic Designer

September 2019 – January 2020

- Helped to design layouts for the pages of the yearbook
- Attended student events and documented them through taking photos
- Uploaded images to the book and organized the pages

SKILLS

Proficient in Adobe Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro

Proficient in Microsoft Office Word, Outlook, PowerPoint

Intermediate-Level Spanish

HONORS

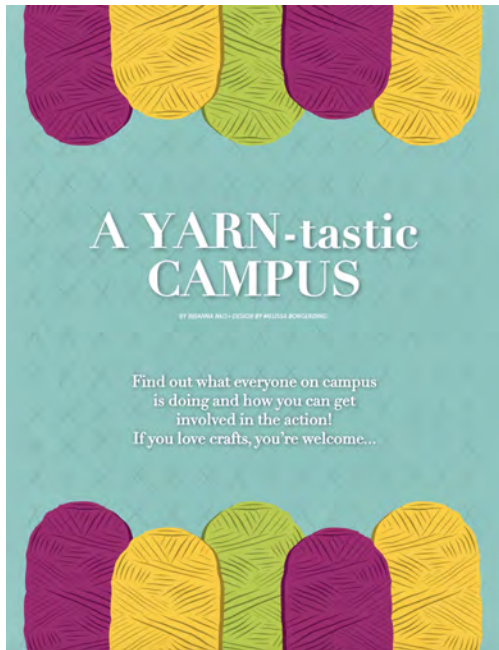
- USC President's List, USC Dean's List (Aug 2019 – present)
- Capstone Scholar (Aug 2019 - Present)

ACTIVITIES

- Vice President of SWYPE Multicultural Dance Organization (August 2021 – present)
- Member of Zeta Phi Eta Professional Communications Fraternity (March 2021 – present)
- Member of SWYPE Multicultural Dance Organization (Jan 2020 – present)

Work Samples





A YARN-tastic CAMPUS

BY SHARMA BACHU-DOODIPATI AND NICOLEA BRUNO-CORREIA

Find out what everyone on campus is doing and how you can get involved in the action! If you love crafts, you're welcome...



You may have heard crocheting is the past because it was your grandma's favorite hobby. Today, it might be one hobby, but it's not made the same mistake twice. With influencers like Emma Chamberlain and Chloë Frazier posting their crocheting videos, more of Gen Z have started their craft stores and hopped on the yarn bandwagon.

Crocheted tops, pants, and sweaters are back and better than ever. And the best part? Like all fiber creation, there's no sewing way to mess this up.

Crocheted garments are receiving their well-deserved time in the spotlight on social media platforms like YouTube and TikTok. Videos consist of simple, hand-crocheted tutorials replicating influencers such as Emma Chamberlain's cozy hoodies and Chloë Frazier's cozy sweaters.

Everyone from freshmen to seniors on LUISAC's campus are embracing the trend and trying something that fits their aesthetic.

The final verdict: It's no longer a grandma's craft.

Through grandma will always be the OG crocheters, LUISAC crocheters are more complex.

Junior Taylor Simone learned to crochet at 10 years old from her grandmother. "She made patterns for the entire family, and we would sit and crochet together for hours," Simone says. "I have made a bag for my water bottle, a bralette top and I am in the process of making an Afghan for my grandmother for Christmas."

Conrad sophomore Catala Pughman learned to crochet from her great-grandmother. "My great-grandma always crocheted and I remember always wanting to be able to carry on what she was able to create," Pughman, a crocheter of five years, says. "My sophomore year of high school, my step-grandma visited and showed me teaching me and I've just never stopped. It was the best gift I could've been given."

But not all LUISAC crocheters started crocheting in 2020 right before the pandemic started. "I've made a couple of sweaters, a really big rainbow cardigan that's really fun and a lot of different bags that I played around with with my own pattern and making different but themed ones," Bryson says.

"I started crocheting to try something new and different," sophomore Shelby Letts says. "It's not a very creative person, so it's kind of outside of my comfort zone, but it's been fun trying to learn new stitches and get better at being more consistent. Right now, I'm working on making a lemon tangerine costume for Halloween."

ENVIRONMENTAL IMPACTS: Crocheting takes one step to individuality and one giant leap towards reducing fast fashion.

To reduce the fast-paced changing nature of "fast fashion" (as defined by Good On You) is an awareness and approach to fashion, which considers the processes and resources required to make clothing, primarily focusing on sustainability. "These clothes aim to be ethical, eco-friendly and lasting. "I think crocheting reduces fast fashion because people will go to small businesses or small handmade shops that produce items to unique," Simone says. "It's also a great way to fix up your own closet with new pieces if you can't or don't want to spend a lot of money."

Sustainable being website, Woolly Coon, writes, "because people are buying more new clothes, they are using them less, the average piece of clothing is worn 30% fewer times now than it was 15 years ago."



The final verdict: It's no longer a grandma's craft.

Fast fashion, which has been popularized by TikTok, has increased the amount of clothes created and simultaneously led to a decline in the cost per item.

According to Woolly Coon, "on average, Americans throw away 65 pounds of clothes each year. This amounts to 25 billion pounds of textile waste in the United States alone."

In TikTok's Gen Z fashion environment, influencers encourage teens to break up with fast fashion's copycat look and promote smaller businesses and finding ways to make creative decisions, artistic expression and environmental awareness.

"Crocheting isn't done or bought from LUISAC crocheters unless a desire to be environmentally friendly."

"While it's definitely easier to just buy things like clothes and coffee mugs and bags, it's great to be able to produce things by hand," Pughman said. "It makes me feel like I'm making my own small difference in being a more sustainable choice."

Handmade garments and accessories are an amazing way to become part of the slow fashion movement.

HEALTH IMPACTS: "For me crocheting is a very calming," Pughman said. "Sometimes it's just nice to sit, do it out and do a very meditative activity." 70% of participants in the survey led by Rhyssa Burns and Rosemary Van Der Meer for the University of Wollongong Australia said that crocheting improved their memory and concentration.

"Crocheting is a great stress reliever for me, especially on projects with a lot of repetition because it becomes muscle memory and can be almost meditative," Simone said.

The Craft Yarn Council reports that in a research survey of 1,300 subjects, 86% of knitters and crocheters reported the crafts gave them a feeling of accomplishment, 86% a sense of confidence, 45% better concentration, 23% better problem-solving and 23% increased memory.

"It's a really calm to relieve stress after a long day," Simone said. "I also enjoy the rhythmic nature of the stitches and the repetitive nature of crocheting and the fact that it helps me relax throughout the whole process as my love for knitting and crocheting are all things I enjoy," Daily said.

SO, WHAT'S IN IT FOR YOU? Crocheting is a great way to express to be your personality with just one item.

"The best part is there's always a reward at the end," Pughman said. "Most of the time, I make stuff around and give them as gifts to family and friends. From start to finish, it's just the best hobby to have."

While crocheting is a great opportunity for creative expression, as there are so many different types of projects, fashion, comfort, stress, Simone says, "There's that feeling of pride when you complete a project and get to actually put it to use. Having people ask where you got your top and saying how proud they are when you give it to them, it's a really good feeling."

"I don't stop on stopping this amazing hobby in the future," Pughman says.

"So maybe you don't have any pattern or know what a crocheter hook looks like but with a little bit of your craft book, a bit of guidance and the help of YouTube tutorials guiding you through, the possibilities are endless," Simone said.

Next time someone asks "You crochet?" you can respond with "Yes!"

GINGHAM TOTE BAG TUTORIAL

- MATERIALS NEEDED:**
- TWO DIFFERENT COLOR YARNS
 - NEEDLES THAT MATCHES THE SIZE OF THE YARNS
 - SCISSORS
 - RIBBON (OPTIONAL)

1. When you get to the end of the row, make sure to chain one with the color you want to use for the next row.
2. Change colors by completing the fourth stitch, but before you complete the last stitch, stop and use the other color yarn to finish the row.
3. Repeat steps 1-2 until you have a ribbon of alternating colors.
4. When you get to the end of the row, make sure to chain one with the color you want to use for the next row.
5. Repeat steps 1-2 until you have a ribbon of alternating colors.

- TO MAKE THE HANDLE:**
1. Use the chain 70 with your light color.
 2. Change colors in the first three stitches.
 3. Change colors by completing the fourth stitch, but before you complete the last stitch, stop and use the other color yarn to finish the row.
 4. Repeat steps 1-2 until you have a ribbon of alternating colors.

1. When you get to the end of the row, make sure to chain one with the color you want to use for the next row.
2. Change colors by completing the fourth stitch, but before you complete the last stitch, stop and use the other color yarn to finish the row.
3. Repeat steps 1-2 until you have a ribbon of alternating colors.
4. When you get to the end of the row, make sure to chain one with the color you want to use for the next row.
5. Repeat steps 1-2 until you have a ribbon of alternating colors.

- TO ASSEMBLE THE HANDLE TO THE BAG:**
1. Fold the bag in half. There should be 20 stitches between the two sides of the bag.
 2. Thread the needle and turn the handle through the hole in the bag. Make sure the handle is on the right side, and you're in the center.
 3. Sew the handle through the bottom of the bag on the left side, and put through.



Print layout for "A YARN-tastic Campus", an article featured in the Fall 2021 print edition of Garnet & Black Magazine. The article details the rise of crocheting among young people and the positive benefits it can have on the world as a whole. At the end, the article also includes a pattern for a crochet tote bag. Completed on Illustrator and InDesign, 2021.

Street Performers

A look into the experience of street performers

BY SABRINA ARTUSA • DESIGN BY MELISSA BORGERDING

Street performing has existed for centuries. It is a way for individuals to showcase their talents, express themselves, and connect with their community. These small, unconventional, and unexpected performances have the power to disrupt the bustle of a street and unite a crowd with a universal appreciation of a certain skill. A spirited performer who is willing to share their passion with their community allows onlookers to take a step out of their own life and appreciate the art around us. People might stop for only a moment, or they might not stop at all, but in just a moment street performers can remind us of the joy that can be found in creating, in movement, or in art.

Each Saturday in Columbia, South Carolina, vendors hitch up their stalls along Main St. to sell their products at Soda City, a farmers market. Over 150 vendors come to sell anything from vintage clothes to dog treats. As a result, Soda City has become a place not only where people can taste some new food, but also where Columbians can participate and observe the culture of their community. Buskers, or street performers, are part of that culture. The excitement and popularity of Soda City makes Main St. on Saturdays a perfect place for buskers to perform. Artists and performers are scattered throughout Main St., sandwiched between vendors. Supa Chai, a singer, began performing at Soda City after a mentor suggested that busking could help him "get a foot in the door."

"Busking got people to notice me," Chai said. However, he notes that he rarely booked any shows at venues through it. Chai's popularity has grown and he is now so busy performing shows that he no longer has time for busking, although he wishes he did. "I was out there to practice and to form connections with people so that I could become a working performer," Chai said. "It was less about the money and more because I really enjoy music and I enjoy sharing music with people." 10-year-old Ayden Cobb busks for similar reasons as Chai. Cobb, who offered free hugs to Soda City shoppers before the pandemic, said his favorite part of busking is "seeing people come and dance—seeing them happy." His enthusiasm for dancing is contagious, making him well-known at the market.

However, street performing is not without its trials. Both Chai and Cobb said that they mostly receive positive feedback but both have had some challenges. Cobb's father recalls a couple of instances when they received some rude comments, but Cobb remained nonchalant. "Haters gonna hate," he said. Chai also reports mostly positive experiences, but he has had some issues with other buskers. He notes how sometimes other performers would set up close to him in order to profit off of the crowd he attracted. According to Chai, buskers, particularly musicians, have to oblige a "code of etiquette" and be conscious of where they set up so as to not infringe on another busker's performance.

Busking is undoubtedly heavily associated with the audience's reception and feedback. In addition to being a great way to share one's talent, it can be lucrative. Chai said that he can make over \$200 in 2 to 3 hours at Soda City. On particularly profitable days, Chai said it could be hard to stop once he reached his limit. Since the amount of money he made was directly the result of how much time he put in, he was often tempted to push himself past his capabilities. He remembers days where he would busk for 8 hours, "I would tear my voice to shreds," he said. "The reason I kept going was that people kept putting in money." Both performers' passion for what they do transcends any discomfortability of playing for people who might not always acknowledge them. Cobb advises new buskers to "not get discouraged" when people ignore them.

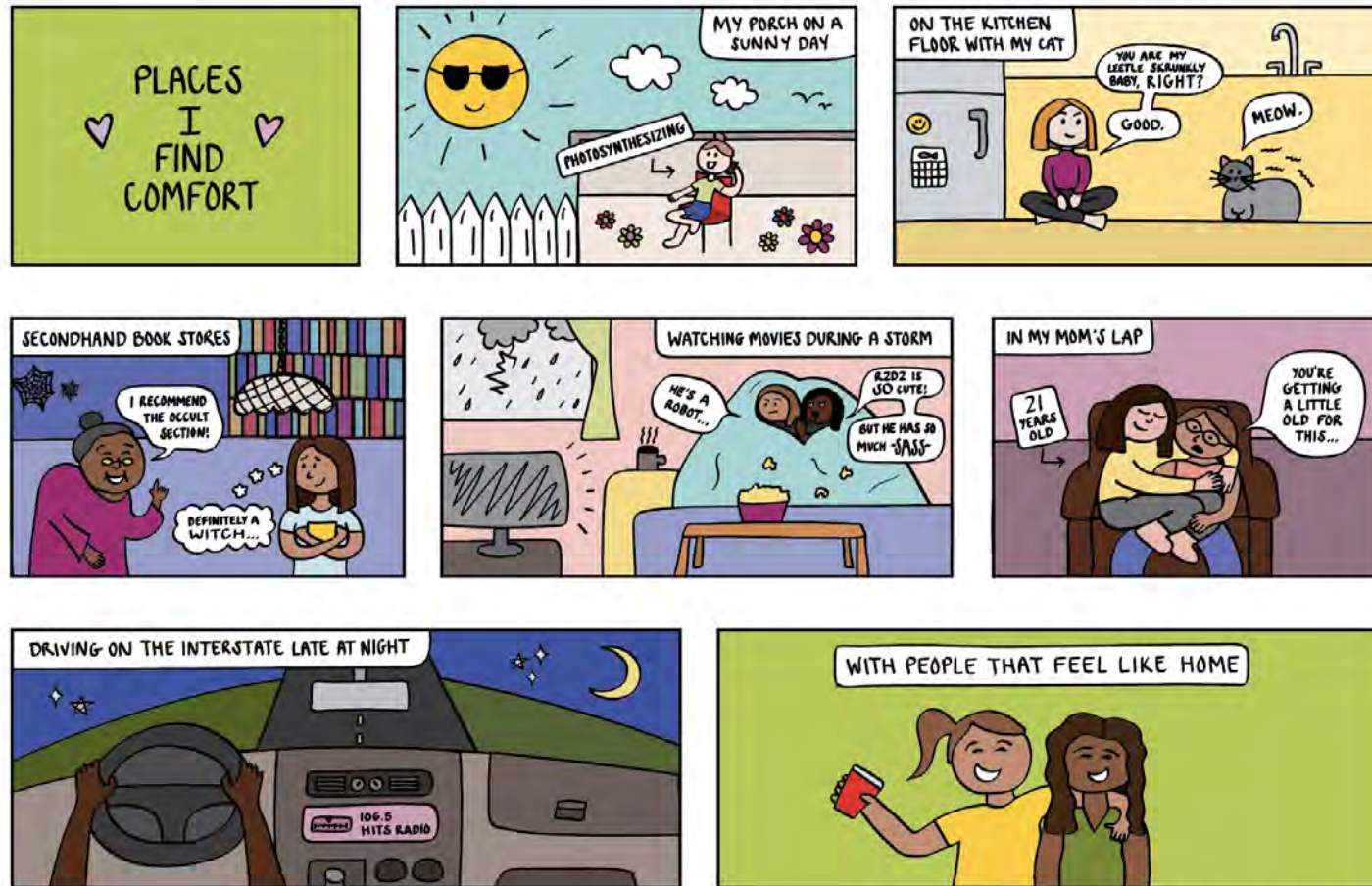
Musicians and performers contribute to the culture of Columbia. Through performing, they portray an unself-conscious openness which is increasingly rare. This openness is what makes people stop walking to dance with Cobbs. They see his enthusiasm and want to share in it. It is what makes vendors share their food with Chai, a gesture that exemplifies what it means to be a member of a community. His openness invites interaction. It's difficult to walk past staring at the ground in our own personal clouds of worry when someone like Chai or Cobbs are performing. Their passion is too engaging. ■



Street Performers Spread

Print layout for "Street Performers", an article featured in the Spring 2022 print edition of Garnet & Black Magazine. An article highlighting the stories of several street performers in Columbia, SC.

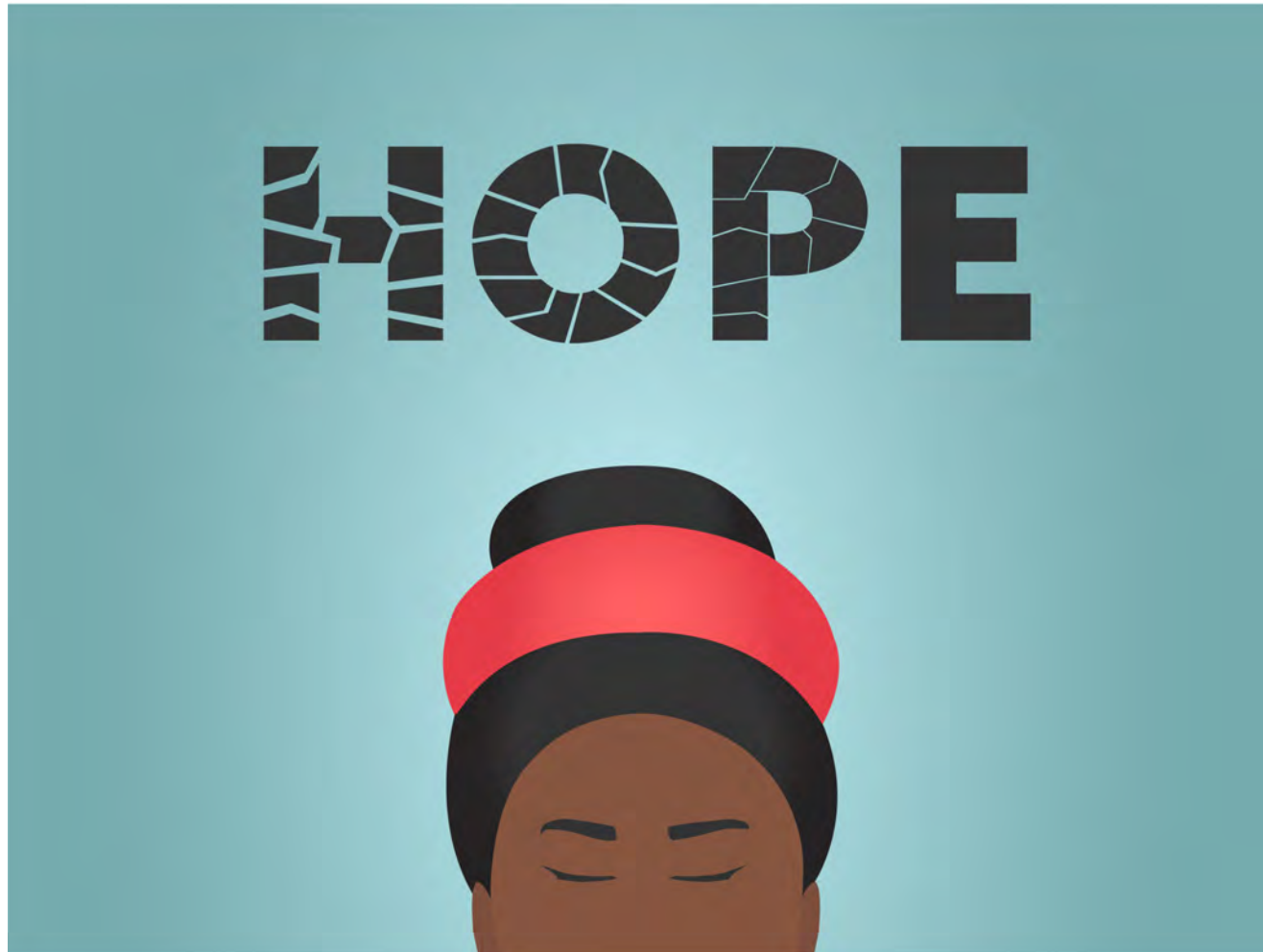
Completed on Illustrator and InDesign, 2022.



BY KENDALL VORHIS • DESIGN BY MELISSA BORGERDING

Places I Find Comfort Comic

This was an illustration-based comic about places and activities we find comfort in, however mundane they may seem. Made for the Spring '22 print issue of Garnet and Black Magazine. Completed on Illustrator and InDesign, 2022.



Takes Time

Graphic made for the online version of Garnet & Black Magazine for "Takes Time", a poem written by Kendall Vorhis. The poem is a reactionary piece to Amanda Gorman's speech at the 2021 presidential inauguration, detailing the difficulty to find unity nowadays. The graphic shows Gorman contemplating the idea of hope in society and how it is integral to unity. Completed on Illustrator, 2021.



Cocky Story

Graphic made for Garnet & Black Magazine for "Improving a Classic", written by Max Bowman. The article details the history of University of South Carolina's beloved mascot, Cocker, and how he became the legend he is today. The graphic includes a silhouette of Cocker with UofSC's school colors, Garnet and Black. Completed on Illustrator, 2021.



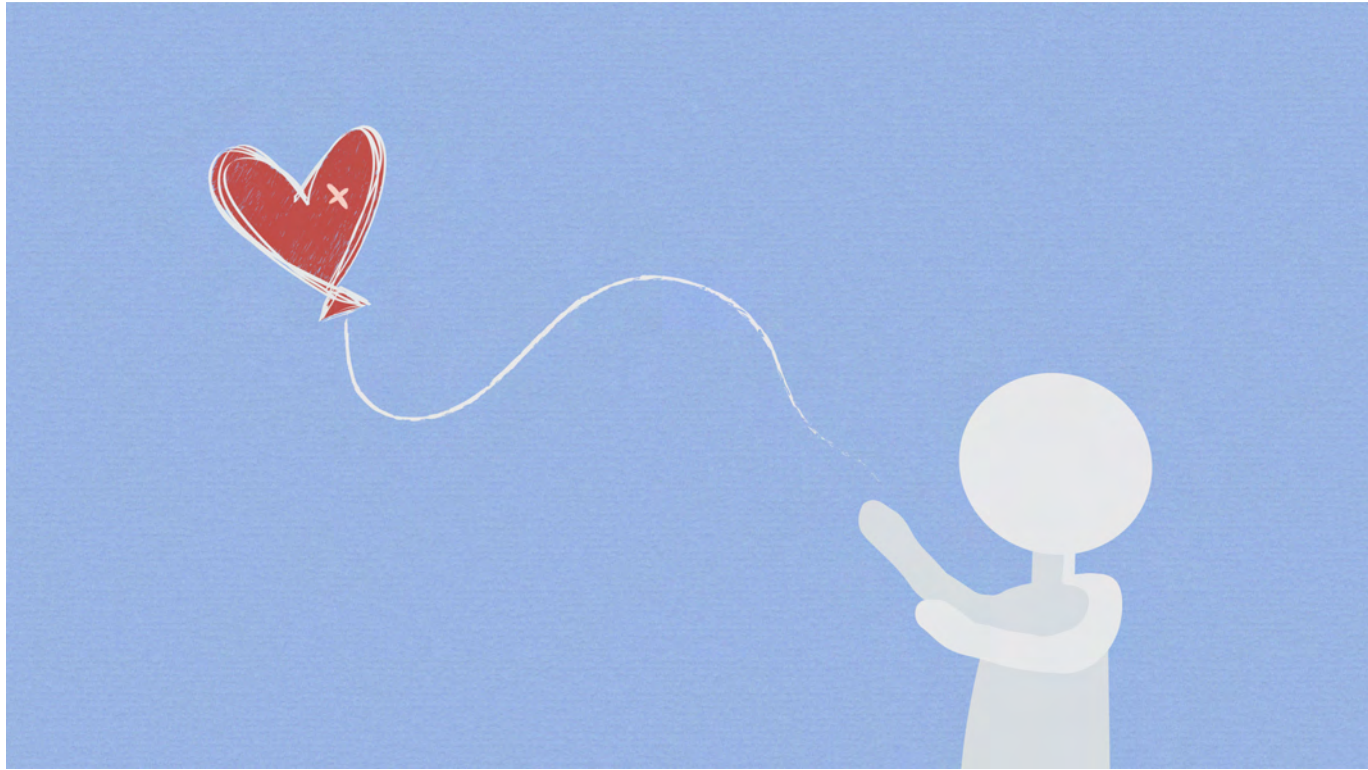
Seasonal Depression

Graphic made for the online version of Garnet & Black Magazine for "Seasonal Depression", written by Alex Blumenthal. The article details how seasonal depression affects college students and why the winter months have such a large impact on mental health. Completed on Illustrator, 2021.



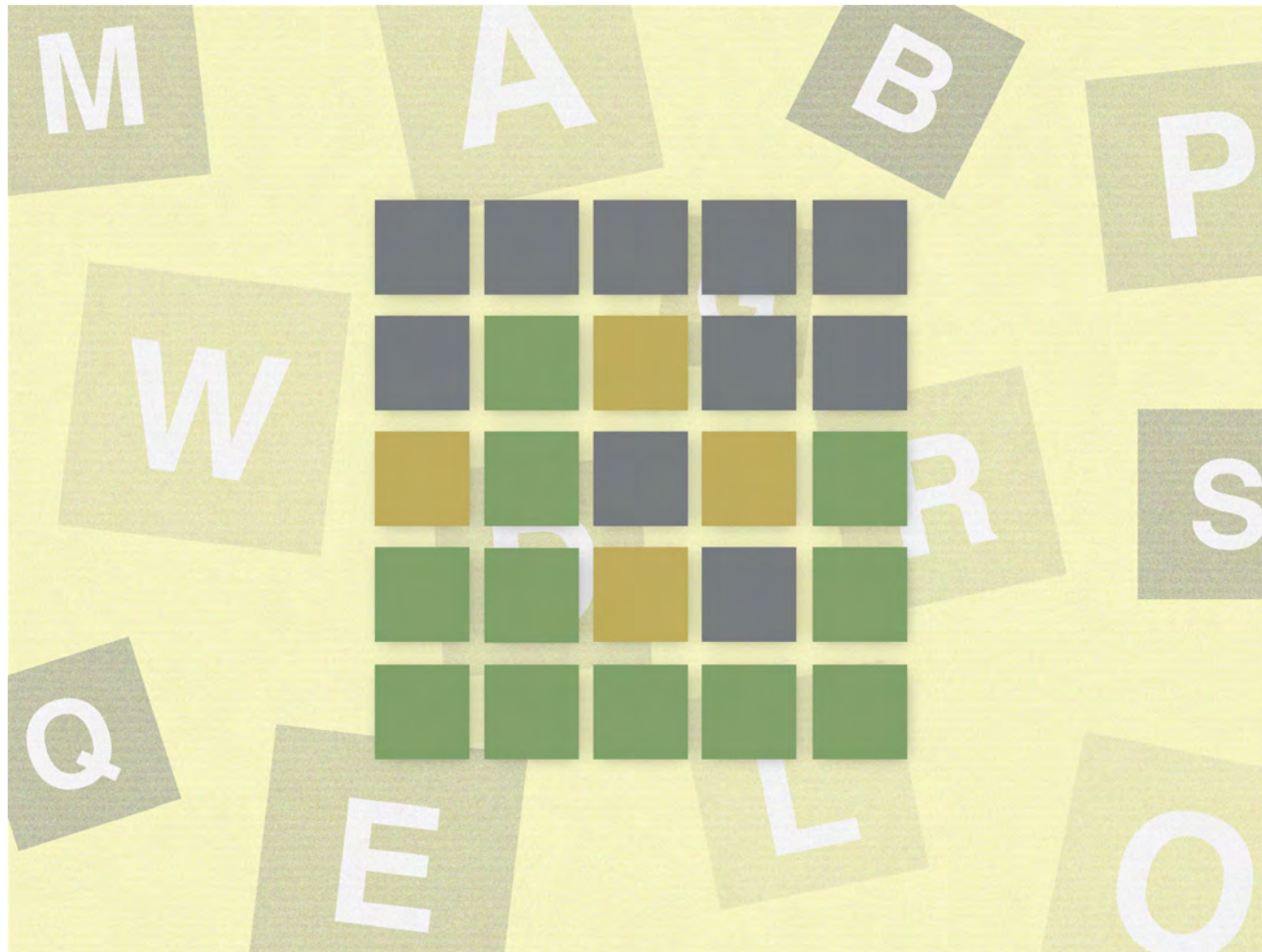
YARN-tastic Campus

Graphic made for Garnet & Black Magazine for "A YARN-tastic Campus", written by Brianna Rao. The article details the rise of crocheting among young people and the positive benefits it can have on the world as a whole. At the end, the article also includes a pattern for a crochet tote bag. Completed on Illustrator, 2021.



Until it Comes to Love

Graphic made for the online version of Garnet & Black Magazine for "Until it Comes to Love - A Slam Poem", written by Emalee Goode. This poem discusses the times the author has felt loveless and convinced themselves they were not deserving of someone, and how that has changed and adapted as they've grown. The poem emphasizes that everyone is deserving of happiness and love even when it's hard to believe about oneself. Completed on Illustrator, 2022.



A Brief Guide to Making the Next Wordle

Graphic made for the online version of Garnet & Black Magazine for "A Brief Guide to Making the Next Wordle", an article written by Max Bowman. The article talks about the growing popularity of Wordle, a daily puzzle game released by the NY Times, and gives tips on how to create your own Wordle puzzle. Completed on Illustrator, 2022.

Hi there! My name is Melissa Borgerding, and I am a passionate Visual Communications major with a Spanish minor at the University of South Carolina! I am about to start my senior year in the fall, and I couldn't be more excited to get back into the full swing of designing for Garnet and Black Magazine, UofSC's student life magazine.

I love design because it's something that has given me peace among whatever chaos is happening at a given moment. Ever since I was little, I have enjoyed everything artistic. From painting to sculpting, I took as many art classes and lessons as I could. Once I got to high school, I took a class on digital media where we learned the basics of photography on DSLR cameras and how to use Adobe programs on Mac. I found myself LOVING all my digital media assignments and it was my favorite class I have ever taken. I formed a close bond to my teacher, and she suggested that I consider design for my career. I was in disbelief that designing could be a full-time job because it was something that I found an escape in, something that I could control and add my own personal style to and that nobody could take away from me. From that day on I have continued to grow my passion and love for design, and I am constantly discovering new ways of working. To me, design is unique, fresh, and exciting, and I find myself falling more in love with it every day.

My creative process usually looks different for each project. Inspiration takes many forms, from looking at work from other designers I admire, to simply being observant of the world around me. As cliché as it sounds, there is no one definition of art. It could be the most detailed painting in an art museum to the latte art on your morning coffee. You can find beauty in the little things and come up with any idea to express your vision. I also do enjoy bouncing ideas off my peers, as sometimes design can become quite isolating if you work on something alone for too long. It is helpful to get an outside perspective for critiques in order to make your work better. Taking breaks is also important for me to clear my head and make sure that my ideas are still fresh. Trial and error are always key, but once the project is finished it gives me a sense of relief and satisfaction that I created something new.

In terms of a student media organization, a designer integral to its success. In terms of visuals, the design is the first aspect of the magazine our readers notice. From the cover story to the table of contents, to each individual story, everything is intentional in its placement. It is necessary to be detail-oriented in a position like this to ensure that nothing goes unnoticed. To maintain a professional look, many hours go into streamlining copy, fixing spacing, and rearranging pages. All these changes work together seamlessly to create the visual language of our magazine so that readers are interested in our work. Our mission statement, at its core, states that we want to give a voice to underrepresented groups in any capacity. We work hard to ensure the magazine visually represents this statement in its entirety, which would not be possible without a designer role like the one I have contributed as these past 2 years.

My personal career goals are to be designing for a company that I am passionate about, hopefully continuing with a concentration in print design or typography. Although my future is still unclear, I'm confident that I will use everything that I have learned throughout my time with Garnet and Black during my career. The relationships I've made and the lessons I've learned have already helped me grow so much as a designer just in the 2 years I've been involved and I'm very grateful to have had such a strong and talented community to work with. I have realized my love for print during my time in the magazine, which is an aspect of design career-wise I hadn't considered prior. However, all the hard work and long hours that go into compiling the magazine instantly pay off once we have the physical copies in our hands at the end of every semester. I would love to one day work in a magazine or agency environment because I value teamwork to collectively create something impactful. Knowing that I was able to make my client or reader happy because of my work would give me satisfaction enough to know that this was the right career path for me.

Another career goal of mine would be to one day meet Paula Scher, a world-famous graphic designer who also has a love for typography. I remember watching her episode of Abstract: The Art of Design on Netflix while I was in digital media class in high school and being in awe of her work. Since then, I have kept up with her work as much as possible. She is so unapologetic about her methodology with design, and I think it would be fascinating to be able to talk with her about her experiences. I respect her very highly and would hope to have a career as successful as hers one day, so I will continue to work hard and keep on designing.

15 Cover Letter

Aaron Falls · Editor-in-Chief at Garnet & Black Magazine
Columbia, SC · sagandbe@mailbox.sc.edu

June 14, 2022

Associated Collegiate Press
Pacemaker Awards

To whom it may concern:

It is my pleasure to recommend Melissa Borgerding for the Best Graphic Designer Pacemaker Award.

Through her time working for Garnet & Black over the past year, she has created engaging magazine spreads that truly bring the articles to life. Her command of color, composition and white space is unmatched among the design team for the magazine. Additionally, she has devoted her time working for Swype Multicultural Dance Organization to create graphics and social media posts for the organization.

When searching for senior leadership staff for the upcoming academic year, Melissa came to the forefront of my shortlist for Art Directors. From working with her, I can personally attest to her devotion and passion for the field of graphic design. Thus, I selected her to be the next Art Director so that she can pass her skills and fervor onto junior designers.

Feel free to contact me at sagandbe@mailbox.sc.edu if you have any questions or would like me to elaborate on Melissa's talent and achievements.

Sincerely,

Aaron Falls

Aaron Falls
Editor-in-Chief
Garnet & Black Magazine

