

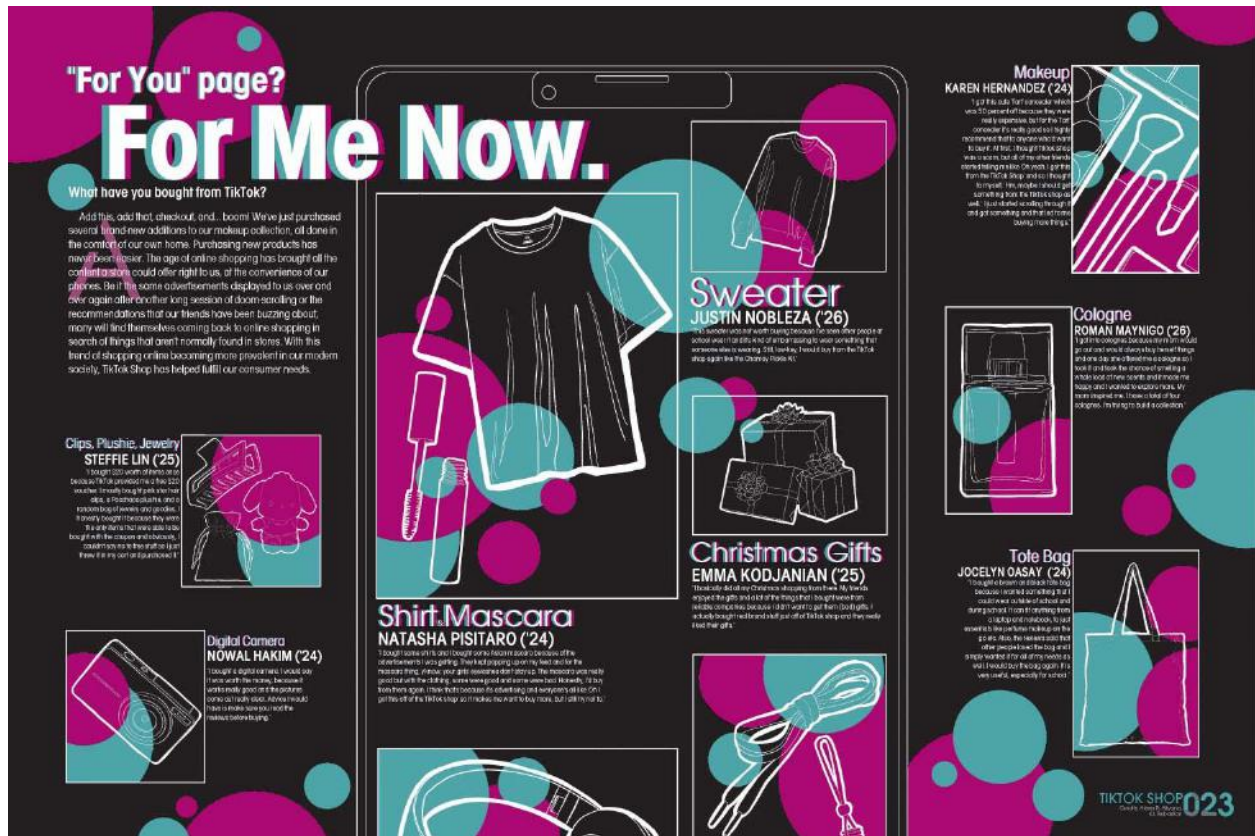
Alexa Rondez - NSPA Design Portfolio: Statement

I have been a part of The Howl for 3 years and 2024 has been my first year as design editor. When creating SWCTA's yearbook, I was tasked with finding inspiration and establishing the visual themes, creating designs for specialty spreads, theme mods, infographics, end sheets, and colophon, and touching upon designs from other staff members.

Our theme, "It's a Secret" took visual inspiration from technological "spy-like" and cyberpunk aesthetics with all the circuit board lines, grey accent boxes, and repeating shapes. At the beginning of the year when first starting out, I created a design guide on a practice page and put the fonts, font sizes, colors, and some sample design shapes that could be copied and pasted for staff members to reference while they were making their own spreads.

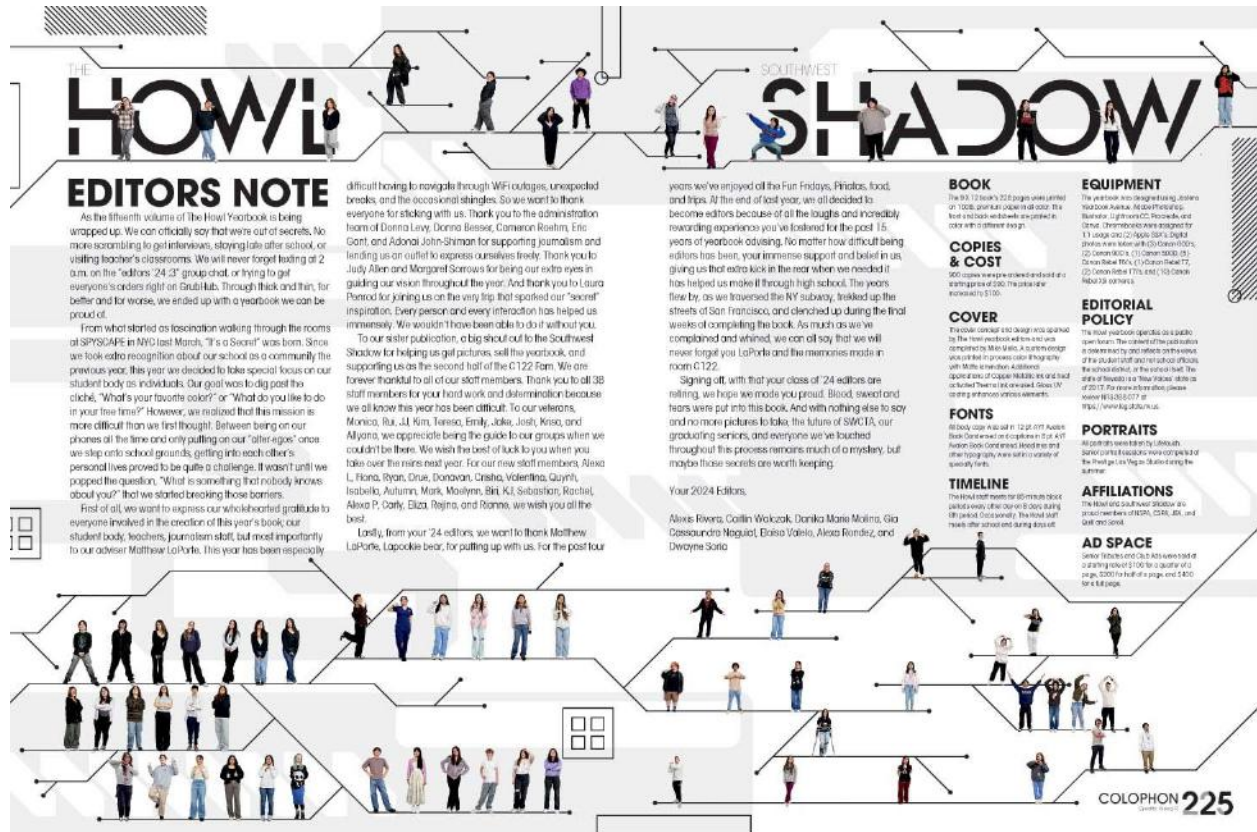
This year, we decided to change our approach with how we went about the organization of our book and went with the idea of "hybrid" spreads where we would combine both weekly and specialty elements into one spread. We recognized that a lot of students gather a lot more interest when looking at specialty topics that mattered to them in comparison to the regular ordinary weekly coverage, so we wanted to make more room for that specialty content by having it take up the majority of the page and saving the smaller section of the page for the weekly content. This would be the first time we have implemented this idea into our school's yearbook, but it proved to be a fun challenge and I believe we handled this change very well. Now, our book has a lot more interesting elements that appeal and matter more to the general student body.

NSPA Design Portfolio Descriptions



1. TikTok Shop (Specialty)

Throughout the entire drafting process, I would constantly be looking for references from TikTok, mainly taking inspiration from their design aesthetics with the pink and blue “anaglyph 3D” look they have with their typography. Originally, the idea I had for this spread was to collect pictures of the objects that our selected people bought from the TikTok Shop and to put each photo in the boxes, displaying each product as if the viewer were on their phone browsing them, but due to time constraints, I had to illustrate each product instead by using Procreate. I then placed each illustration in their own respective boxes, both inside and outside the phone, and arranged the words like one would see when making product purchases online.



3. Colophon

I created the colophon background with the grey shapes in the background and the circuit lines where the COBs of each staff member are standing on in Adobe Illustrator, but every time I tried to import the image into Jostens, it would turn out pixelated, and blurry. So, I remade the entire design on Jostens Avenue and then placed the COBs down in front of the names of both journalism publications, separating each publication with each page, The Howl being on page 224 and The Southwest Shadow being on page 225. Afterward, I placed the Editor's Note and the other information down last.

