

School of Art and Design  
Graduating Student Exhibition

# ADVERTISING AND DIGITAL DESIGN



State University  
of New York





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Graduating Student Exhibition

# ADVERTISING AND DIGITAL DESIGN

The next creative revolution is underway. Technology has unleashed new possibilities for how we communicate and how we connect. The digital age calls for new creatives who can develop and execute ideas that are original, engaging, and inclusive of all media; ideas that shape culture rather than reflect it; ideas that spark conversations. As you will see in the Graduating Student Exhibition, the Advertising and Digital Design BFA curriculum has prepared students to be the new creatives in the 2020s.



[www.fitnyc.edu/gse](http://www.fitnyc.edu/gse)  
[@fitartdesigngse](https://twitter.com/fitartdesigngse)



# Nathalie Araujo

www.nathaliekaraujo.com  
nathaliekaraujo@gmail.com  
@nathaliekaraujo



## IBOOTH

Apple has been connecting people to technology for decades, so when they introduced their first iPhone, it was their way to connect people with others.

Now Apple will be introducing “iBooth.” iBooth is a photo booth that will be placed in major cities around the world where you can connect your iPhone to the photo booth and print it out as a photo strip. The “twist” is since it is a photo strip with four rows of images, you will have your image in one row and the following three images will be from other people in different booths around the world.

This campaign is to highlight how Apple is connecting people in more ways than one. Connecting yourself when you use your phone to look things up, connecting you to those you want to call, and now connecting you with everyone.

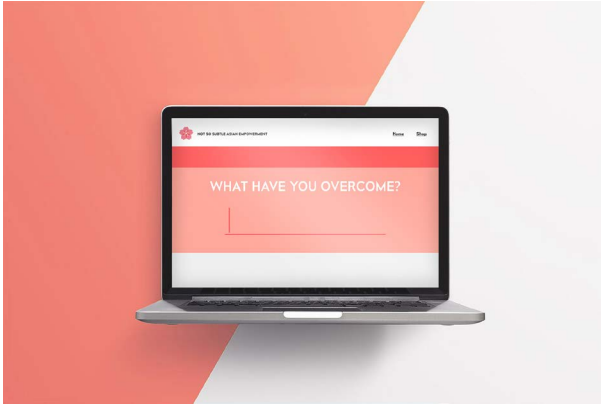
Campaign Goal: Convince people how easy it is to form connections with others by simply using an iPhone by Apple.

# Cara Cannone

www.cannone-lybeone.nyc

cara\_cannone@fitnyc.edu

@yeppeun\_\_sun



## NOT SO SUBTLE ASIAN EMPOWERMENT

Asian women have been associated with negativity for years. They are labeled with misogynistic stereotypes and are expected to cope with it alone.

Asian women should be able to share their life experiences as a community without the judgment faced in everyday life.

“Not So Subtle Asian Empowerment,” a new extension of Subtle Asian Traits, provides a safe space for Asian women all over the world. Women now have a platform to share their stories and how they have overcome them. With more women joining in, there will be fewer that feel that they face the world alone.

Campaign Goal: Convince Asian women to feel comforted by others that understand them by joining Not So Subtle Asian Empowerment.

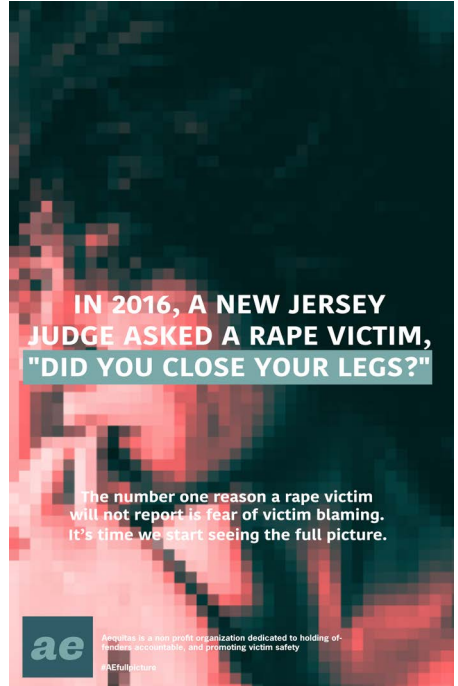
# Alexi Cassidy

www.alexicassidy.wixsite.com/lexishea  
lexicassidy8@gmail.com  
@bylexishea



## EARTH AND SPACE BY NASA

The “Earth and Space by NASA” app gives a younger audience a fun and interactive place to learn about the solar system, astrology, and climate change. It promotes learning and provides an exciting way for kids and teens to find information all in one place.

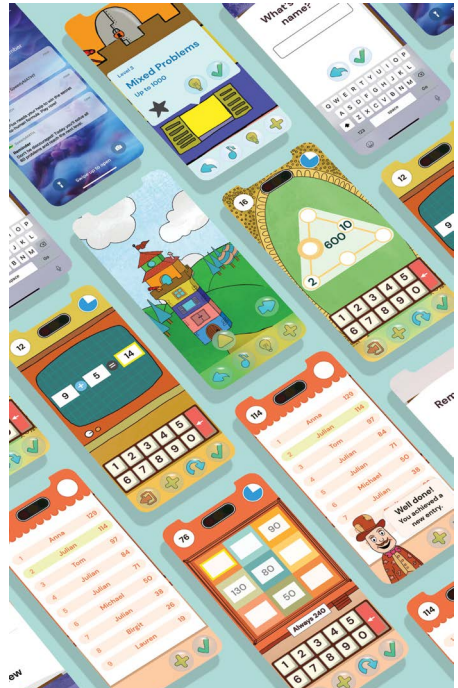


## AEQUITAS SEXUAL ASSAULT AWARENESS CAMPAIGN

“Aequitas” strives to promote victim safety and hold offenders of sexual assault crimes accountable. The goal of this campaign is to make people aware of the injustice that happens with our own criminal justice system and to give sexual assault victims the voice they deserve.

# Julian Catasus y Brueggemann

www.julian-planet.com  
hello@julian-planet.com  
@julianplanet



## SPEEDYMATH APP

Did you know that one out of every five elementary school students suffers from dyscalculia?

This means that they need significantly longer to solve simple math problems. Introducing “SpeedyMATH”: an app to strengthen mental math skills, by turning learning into a hand-drawn magical adventure.

One beautiful day in the magic Numberland, the wizard SpeedyFlux gets turned into a slow turtle by the evil witch MinusMinus. As a result, he cannot compete against her in the arena

for the SpeedyMATH tournament. Players take his place in the competition to win the secret back-to-human formula.

Players first train their math skills by using memorization techniques that get increasingly difficult. The goal is to solve at least 80 problems within 5 minutes of daily game time.

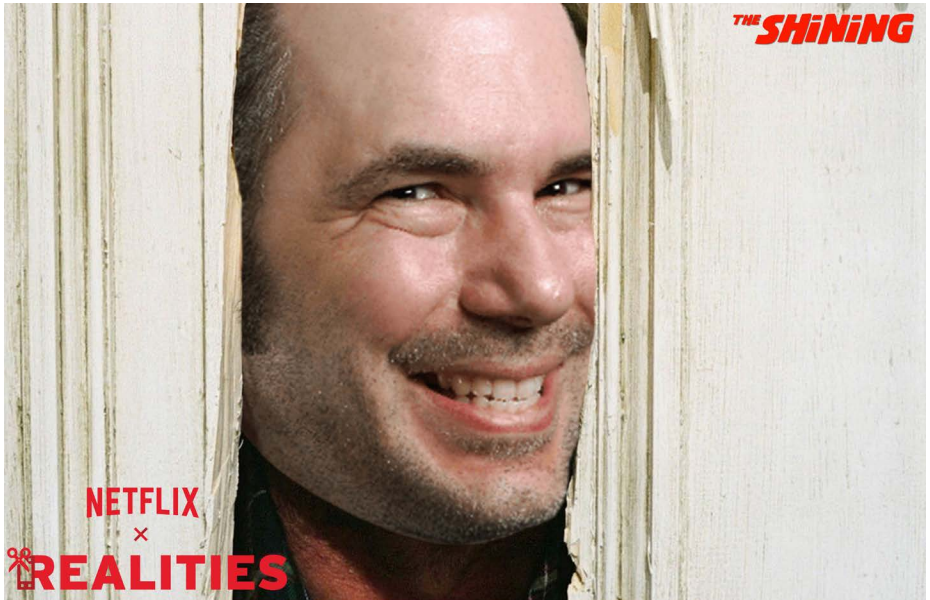
Campaign Goal: Offer a solution to overcome dyscalculia by using principles of gamification that meet the needs of children and their parents.

# Adam Chen

www.adamchen226.myportfolio.com

adam.chen226@gmail.com

@adamfilmsstuff



## NETFLIX REALITIES

Digital / Print

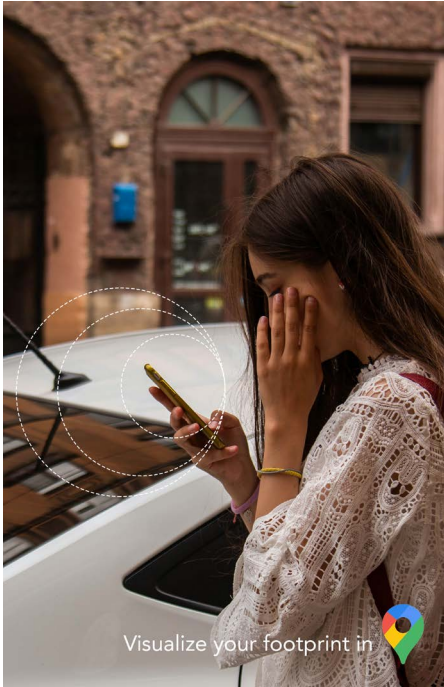
Using modern facial recognition software, face mapping data, and Netflix's vast library of movies and television, you can become your favorite stars. Follow along with the lines and act out your favorite scenes. Edit and clip together a movie with your friends and see other people's posts and versions. Even capture the area around you by using pictures or video. Become the star in movies, TV shows, and in real life, with "Netflix Realities"!

Campaign Goal: Convince Netflix viewers to further immerse themselves by showing them they can be stars as well.



# Xiaolin Chen

www.xiaolinchen.space  
xiaolincspace@gmail.com  
@inxiaolin\_space



## VISUALIZE YOUR FOOTPRINT IN GOOGLE MAPS

We use Google Maps to find directions and search for great places to eat. We read the reviews and see pictures of food, but only from people who are willing to share their experiences. Some of the comments are fake, so how do you know which reviews are reliable? How can user behavior provide more accurate information?

Based on the user search and exploring experiences, Google Maps will share infographic and data visualization to show you truly accurate information about restaurants.



Through data visualization, you can see customers' demographic information, like are patrons locals or tourists? Hipsters or Seniors? Is the restaurant family friendly or a swanky date place? You can see what the features of this restaurant are, from the interior design to their most famous dish.

Google Maps has a new way for people to get accurate information, so we can make an educated choice.

Campaign Goal: Get people to use data visualization in Google Maps to get more accurate information.

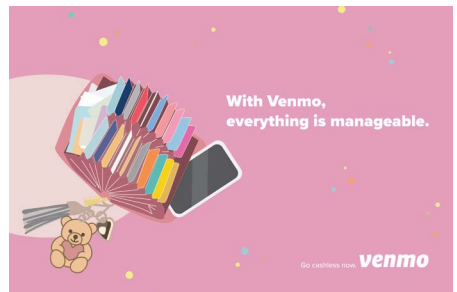
# Kaley Cheung

www.kaleycheung.com  
kyunghwa820@gmail.com  
@kyunghwa\_c



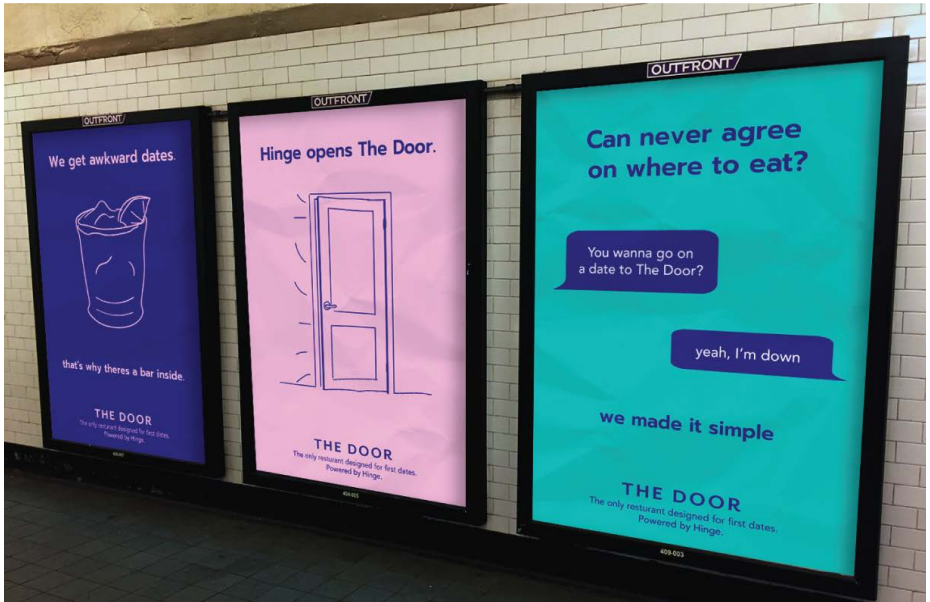
## VENMO

Millennials adapt to technology fast and tend to move onto the next on-trend app quickly. The intent of this campaign is to encourage young people to use, and continue to use, Venmo. The eye-catching illustrations and headlines will help Venmo to express its person-to-person money-sending experience to be more fun and socializing.



# Brittany Ciumei

www.brittanyciumei.com  
brittany\_ciumei@fitnyc.edu  
@blcdesigns



## THE DOOR

Hinge is designed to help you find your happily ever after, but there is one small problem. No one is meeting in person anymore. So, we fixed it. Introducing: "The Door," the first restaurant made for first dates. The Door is exclusively created for Hinge users. If the conversation isn't flowing, tablets are set up at each table that will offer a series of mini-games, like 21 Questions or a compatibility test. There will also be theme nights to help singles meet in more personal ways, like speed dating events or karaoke nights. With Hinge Door, an easier way of dating is knocking.



Campaign Goal: Convince Hinge users to meet their matches in person by telling them "The Door" is a fun and safe place to go on a first date.

# Joffre Contreras

[www.joffrecontreras.myportfolio.com](http://www.joffrecontreras.myportfolio.com)

[joffre\\_contreras@fitnyc.edu](mailto:joffre_contreras@fitnyc.edu)

[@fab\\_ricoo](https://twitter.com/fab_ricoo)



## HEART TO HEART

With so many kids locked up at the border, we will raise awareness and money by placing phone booths in major cities so people can talk to kids at the border. Each phone booth call is a dollar to ACLU, a nonprofit organization that fights to reunite families at the border.

Campaign Goal: Convince people to pay attention to what is going on at the U.S. border by creating a form of communication between people and migrant children.

# Emily Galvelis

www.adhydrant.com

emily\_galvelis@fitnyc.edu

@adhydrant



## “BE A NEIGHBOR” BY AIRBNB

Urban neighborhoods are increasingly experiencing gentrification, which causes families to be displaced, businesses to go under, and a community’s identity to be completely lost. So how can people who visit these neighborhoods enrich their culture and help to protect it? Introducing “Be a Neighbor” by Airbnb. We asked hosts to recommend their favorite local restaurants and shops so that visitors can appreciate and support the area. Visitors can check-in to “neighbor recommended” spots during their stay, add digital stamps to their passport, and bookmark their trip. With every stamp you collect, your host is gifted a credit to their favorite local spot as a thank you! Everyone can be a part of the solution by experiencing how amazing it is to be a neighbor.

Campaign Goal: Convince travelers to appreciate the communities they visit by telling them to be a neighbor.

# Brittany Hernandez

www.britthernandez.com  
britthernandez.info@gmail.com



## AVAST SOCIAL

It is said that social media platforms are powerless against the misuse and over-extraction of personal data. While the social media platforms continually reassure policy-makers and the public that they have things under control, it seems not a month goes by without yet another company making headlines for its use of social media data for surveillance or profiling against the platform's terms of use.

Introducing "Avast Social," a new feature in Avast Antivirus designed specifically to protect your social media data from leaving your phone without your permission.

With Avast Social you will be able to completely turn off data sharing or have full control over what data is taken from you.

To be able to fully use this feature, all you need to do is to connect your social media to the app and the protection begins.

Campaign Goal: Convince teenagers and millennials to protect their data by informing them about the misuse and over-extraction of their personal information while using social media.



# Dakota Hess

www.dakotahess.com  
dakota\_hess@fitnyc.edu  
@\_dhworks



## MARVEL UNLIMITED DIMENSIONS

“Marvel Unlimited Dimensions” is a new way for all generations to experience comic books. M.U.D. merges the amazing stories that comic books provide with the interactive fun of a video game. Be a part of the story!

Campaign Goal: Convince all generations to enjoy reading comic books by telling them that comic books are fun and interactive.

# Tyisha Kellman

www.ktyisha.com  
tyishak@gmail.com



## NO SPACE FOR HATE

There is a direct link between hate crimes and hate speech. The violence and motivation behind hate speech influences individuals to commit heinous crimes against marginalized groups. The “No Space for Hate” campaign was created to combat the increase in hate crimes. Amnesty developed an online platform for activists and citizens to battle prejudiced hatred in their communities. The group

is brought together to discuss topics of hate affecting their area, while building movements to create change. To recruit people, we geofenced ads on social media in the locations where the epidemic is rising.

Campaign Goal: Convince activists and city residents to battle hatred by telling them to join the online community.



# Uten Lama

www.utenlama0.wixsite.com/mysite

uten\_lama@fitnyc.edu

@utendesigns



## DETOX

From the moment we wake up to the moment we go to sleep, our phones are right beside us. We use them to entertain us, remember things, get to places. We're addicted. With print and digital ads, the "Detox" pop-up event sponsors people to put their phones away and make friends.

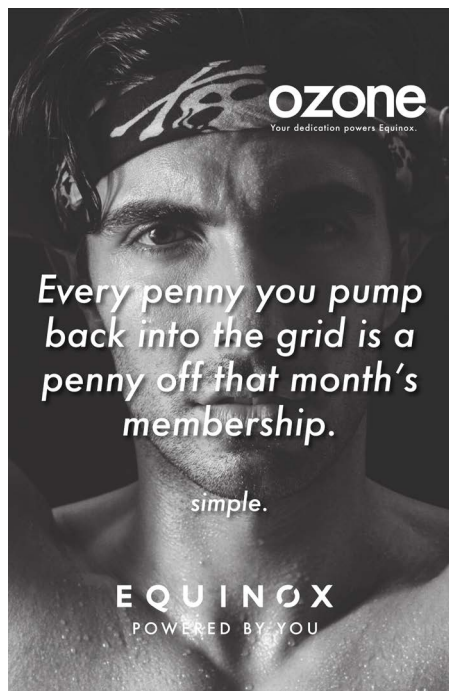
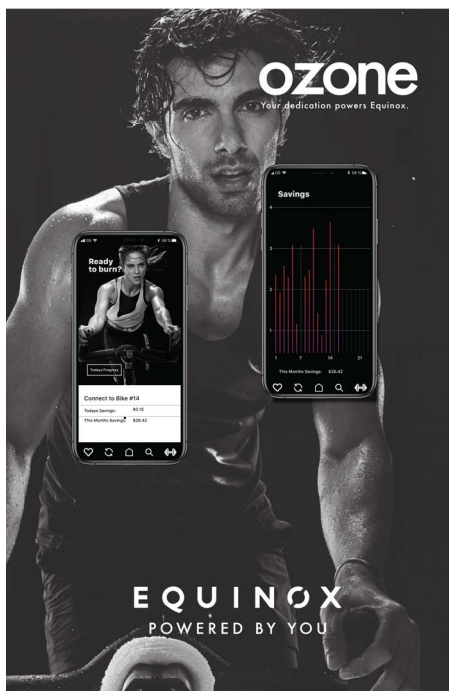
The pop-up event will include the Detox card game played across tables as you interact with others in groups. Every time someone doesn't know something without their phone's help, you make them do what the deck tells them. Detox encourages people to get away from their phones for even a little bit and make fun memories :).



Campaign Goal: Convince young adults to put their phones away by making them realize how reliant they are on them.

# Brendan Mansfield

www.brendanmansfield.me  
brendanmansfield@fitnyc.edu  
@thebrendanmansfield



## EQUINOX OZONE

The idea is simple. You power the gym, and every penny you pump back into the grid is a penny off that month's membership. "Equinox Ozone" incentivizes its members monthly to harness the dedication they produce in powering a quality future.

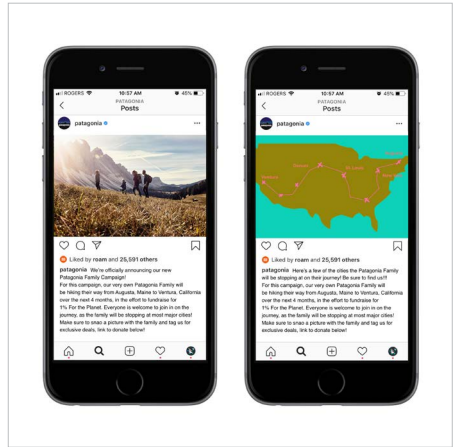
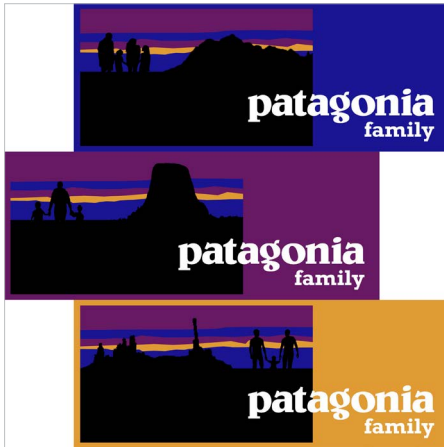
Campaign Goal: Create a self-sustainable gym powered by the force of the workout floor and momentum of the cardio equipment.

# Maxwell Martuscello

www.maxwell-martuscello.myportfolio.com

maxwellmart@fitnyc.edu

@maxt\_m



## PATAGONIA FAMILY

It only takes a few people to start a revolutionary grassroots movement. The “Patagonia Family” campaign sets out to do this while helping others get back in touch with nature and experience adventure.

Our very own Patagonia Family will be hiking their way across America to fundraise for the environmental organization 1% for the Planet, as well as inspire other families and individuals to join in their journey.

The Patagonia Family will stop in several cities for the purpose of building the movement with

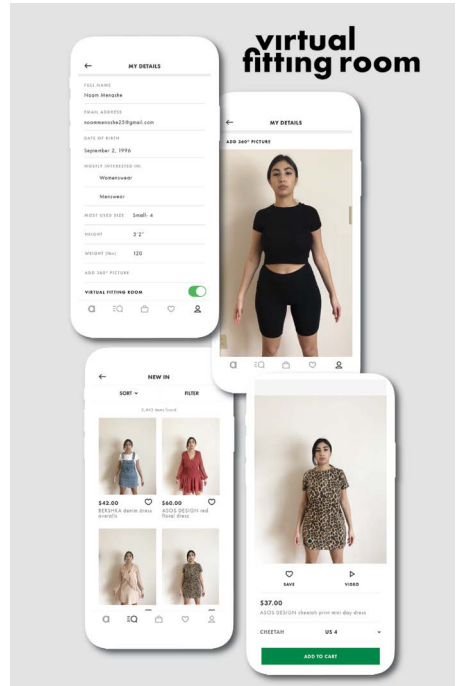
those who wish to join. For individuals who can't make the whole journey, but still wish to participate, exclusive coupons will be provided to those who snap a picture with the family and tag us on social media.

At Patagonia, we believe in adventure, protecting the environment, and embracing the connections we share with one another. From our family to yours, we hope you join us.

Campaign Goal: Convince people to get more involved with the environment and each other by showing them how enjoyable it is.

# Noam Menashe

www.noammenashe.com  
noam\_menashe@fitnyc.edu  
@noammenashe



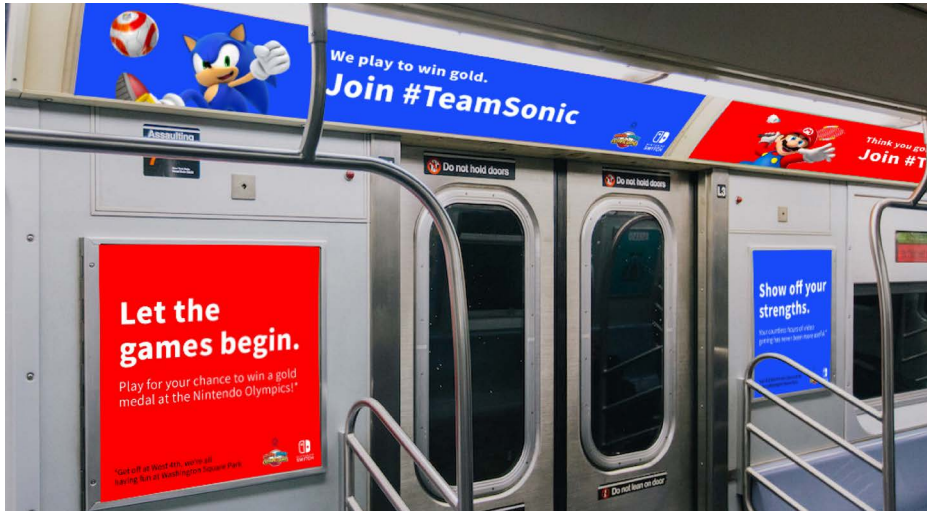
## THE VIRTUAL FITTING ROOM BY ASOS

Introducing the “Virtual Fitting Room.” When signing up on the ASOS app, users will upload a 360 degree picture of themselves and add their weight, height, and most-used size. ASOS will plug in clothes to the user’s body. Shoppers will get to see all the clothes available in their size tailored to them! With the Virtual Fitting Room, you can be your own model!

Campaign Goal: Convince young millennials to shop at ASOS by telling them that they can see how clothes fit them online.

# Samantha Montero

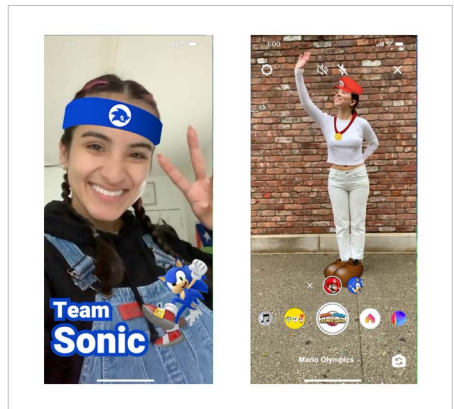
www.samanthamontero.myportfolio.com  
montero.samantha@gmail.com



## THE NINTENDO OLYMPICS

Leading up to the 2020 Olympics in Tokyo, Nintendo wants to make everyone an Olympic player. Introducing “The Nintendo Olympics,” an experience surrounding the release of “Mario and Sonic at the Olympic Games” for the Nintendo Switch. Here’s how it works: Pods are set up in major cities around the world where players can compete to become the next gold medalist in their chosen category. Opponents from around the world will face-off to see who gets the best score. Leaderboards will keep track of how many medals each country wins, and players will be able to share live action shots of their game to social media. They will also be able to gear up with exclusive Mario and Sonic Olympic uniforms using Instagram filters.

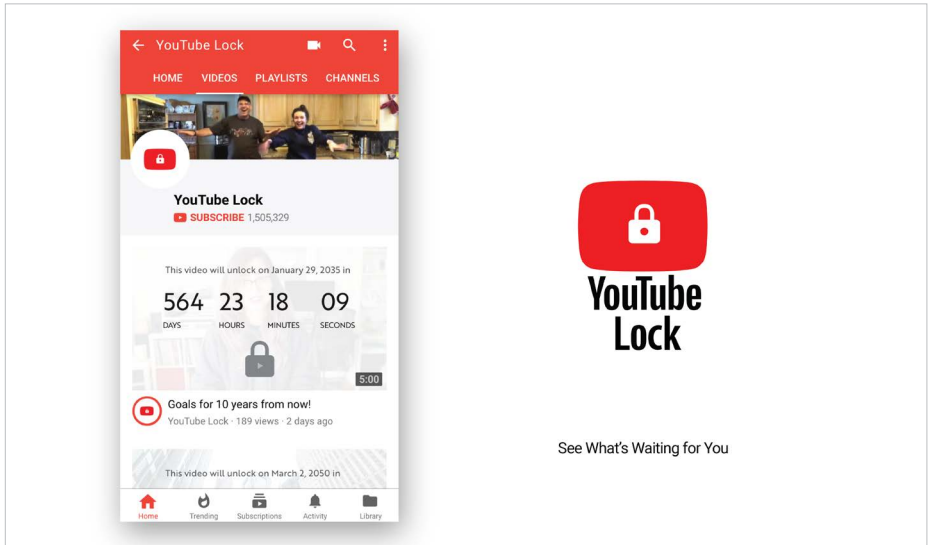
#TheNintendoOlympics #MarioandSonic  
#OlympicGames #NintendoSwitch



Campaign Goal: Convince millennials to play the Nintendo Switch by telling them they can become an Olympic gold medalist in the Nintendo Olympics.

# Oliver Nowell

www.olivernowell.myportfolio.com  
oliver\_nowell@fitnyc.edu



See What's Waiting for You

## YOUTUBE LOCK

“YouTube Lock” is a digital time capsule for uploading and storing messages and memories, guaranteed never to be erased, lost, or damaged. On the YouTube Lock channel, anyone can upload videos for their loved ones, select whether it’s public or private, and choose the date it will become available for viewing. Video creators will also be able to assign co-ownership to videos, to enable unlocking in the future. A custom YouTube Lock editing program will allow users to quickly edit together clips and videos, making uploading easier than ever. All you need is a YouTube channel. What message do you have for yourself for 20 years from now?

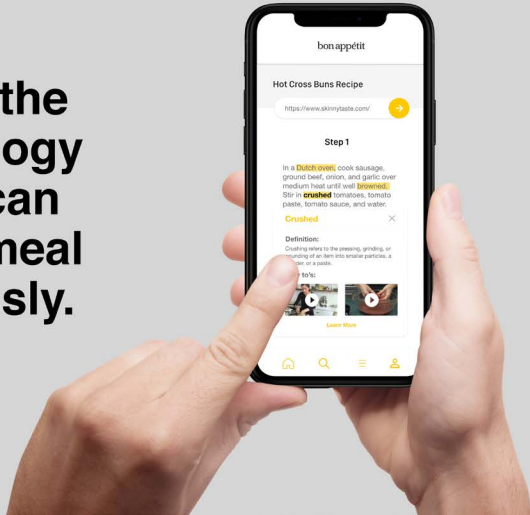
Campaign Goal: Convince people to digitize memories so they can never be lost.



# Lauren Padula

www.heytherelauren.com  
lauren\_padula1@fitnyc.edu  
@laupadd

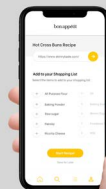
Defines the terminology so you can cook a meal seamlessly.



## SIMPLECHEF

*Bon Appetit* wants to get people excited about cooking and make it more approachable to fit all lifestyles. Introducing “SimpleChef,” an app that will change the way you approach any recipe you find online and make you feel like a professional chef. You simply drop in any recipe you find online, and we make everything easier. SimpleChef will highlight the terminology and give a description so you can easily move through the steps and make a delicious meal seamlessly. Now you will know the difference between a chop and a mince thanks to SimpleChef!

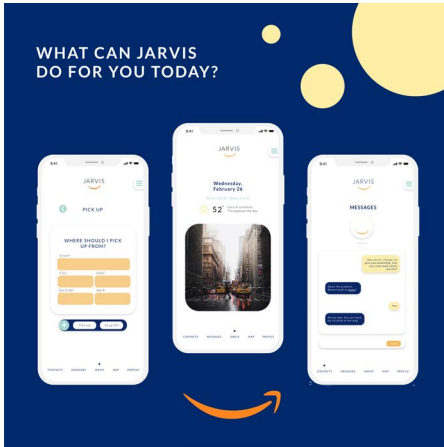
Add items from a recipe to your shopping list!



Campaign Goal: Convince all aspiring chefs that cooking isn't as hard as it seems by telling them SimpleChef can walk you through any recipe you find online and make it easier!

# Lindsey Pak

www.linleex.design  
lindsey\_pak@fitnyc.edu  
@soo\_beanie



## AMAZON JARVIS

We all have those days where 24 hours just doesn't seem like it's enough.

That's why Amazon is introducing "Jarvis," your new personal assistant.

Jarvis is a driverless buggy that can help you complete everyday tasks that you may not have time to complete.

Need to drop off something to your mom? Forgot something at home? Jarvis can do it.

Users can access Jarvis through the Jarvis mobile app, where they can schedule a pick-up, a drop-off, or even both.

For the days you just can't do it all, the big problems and all the "personal problems," Jarvis is here for you.

Campaign Goal: Convince everyday people to get help with their tasks by telling them that there is help for them.



# Aidan Spencer

[www.aidanspencer.myportfolio.com](http://www.aidanspencer.myportfolio.com)

[aidan\\_spencer@fitnyc.edu](mailto:aidan_spencer@fitnyc.edu)

@aidanspencer



## THE "YOU AND I" BY DOVE

At Dove Beauty we believe in feeling beautiful, smart, healthy, and clean in your own skin. For too long we have been handed a strict set of beauty rules to follow, such as being a certain size, height, age, color, or gender. We believe that this time you get to make the rules, feeling beautiful is about feeling like yourself. Generally, women have embraced this idea, and we believe that men should practice taking care of themselves just as much as women have. Men and women of all ages deserve to feel healthy, clean, and beautiful. Taking care of yourself is proven to boost your self-esteem and overall productivity. The man of today is confident in his skin, proud of his life, and healthy, not tethered to outdated gender norms. Therefore, we at Dove Beauty believe that you and I should feel our best at all times.

Campaign Goal: Convince millennial families to disregard outdated gender norms by using unisex beauty products.







Fashion Institute of Technology  
School of Art and Design  
227 W 27th Street  
New York, NY 10001

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