.RAW Journal of Art and Design

Volume 5 Issue 2 Winter Issue 2021

Article 19

2020

'Windy Daze,' 'La Sirena Margarita,' & 'Red Cross Donor App'

Noah Sharp

Amanda Vasquez

Elaine Do

Follow this and additional works at: https://digitalcommons.calpoly.edu/raw



Part of the Art and Design Commons

Recommended Citation

Sharp, Noah; Vasquez, Amanda; and Do, Elaine (2020) "Windy Daze,' 'La Sirena Margarita,' & 'Red Cross Donor App'," .RAW Journal of Art and Design: Vol. 5: Iss. 2, Article 19. Available at: https://digitalcommons.calpoly.edu/raw/vol5/iss2/19

This Articles is brought to you for free and open access by the Journals at DigitalCommons@CalPoly. It has been accepted for inclusion in .RAW Journal of Art and Design by an authorized editor of DigitalCommons@CalPoly. For more information, please contact digitalcommons@calpoly.edu.

NOAH SHARP

'WINDY DAZE' BEER LABEL

Drawing inspiration from the small harbor town of Frankfort, Michigan, Windy Daze Blonde Ale is an ode to surfing in the Midwest. Windsurfers, surfers, paddleboarders, and kiters alike flock to the Frankfort Pier at the first sight of whitecaps on the horizon.



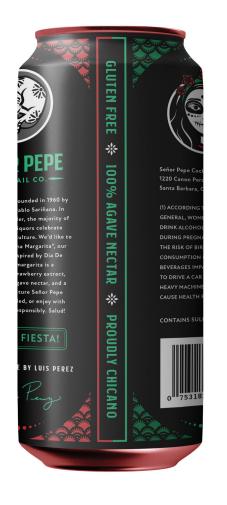
AMANDA VASQUEZ

LA SIRENA MARGARITA

La Sirena Margarita is inspired by Chicano culture. The mermaid is a significant figure in the overall design because she is half human and half fish and therefore represents duality—two parts unifying into one being. This aspect of duality is also a key part of the Chicano experience. Individuals who identify as "Chicano" acknowledge that they are both Mexican and American, and that their two sides unite to form their individual identities. Overall, the design is meant to be bold, whimsical, and focuses on ethnic pride.









ELAINE DO

RED CROSS DONOR APP RE-DESIGN



