

02

# MINT COLLECTIVE

MFA Thesis Proposal  
10\_24\_2006

Catherine Lee  
02235135

# IFC

02

1

About Cat  
pg\_2

2

Meet the  
team  
pg\_4

4

Directed  
Study Outline  
pg\_6

5

Portfolio  
pg\_7

mintCollective\_1

## Autobiography

Cat Lee was born and raised in NYC. With the little money that her family had, they managed to give her a solid education in the fine arts because it was the only thing that interested her. In her formative years, she attended LaGuardia HS, NY's leading specialized High School for Music, Art and the Performing Arts. Wanting to continue down this path, she attended Pratt Institute in Brooklyn and graduated with a BFA in Advertising Art Direction.

With a degree, a stroke of luck, and persistence, Cat landed herself a job at an advertising agency where she soon came to realize that commercial work was depressing and a drain on her creative spirit. After a stint of 2 years, she tried her opportunities on the other side of the world only to end up empty handed in San Francisco.

As of late, she is attempting to rebuild her life learning a new trade at the Academy of Art University. With nothing left to lose, she is in high spirits knowing that she has everything left to gain.

mintCollective\_2

MFA Thesis Proposal  
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## Résumé

### EDUCATION

Academy of Art University  
(San Francisco, CA)  
MFA in Computer Arts New Media  
In progress

Pratt Institute (Brooklyn, NY)  
BFA in Communications Design  
Major in Art Direction

### EXPERIENCE

Randle Design  
(San Francisco, CA)  
Sept. 2005 - Dec. 2005  
Part-time Graphic Designer

Aquent (San Francisco, CA)  
June 2005 - Aug. 2005  
Freelance Graphic Designer

Publicis (New York, NY)  
May 2003-Mar. 2005  
Graphic Designer

### CLIENTS

Amstel Light, Ericsson, Ernst  
& Young, FujiFilm, Gap Inc.  
Heineken, Logitech, L'Oreal,  
Prilosec, Sprint, Stolichnaya, TBS,  
UBS, Whirlpool

mintCollective\_3



## Mint Collective Design Team

### ART DIRECTOR - CATHERINE LEE

The Creative Director will oversee the planning and implementation of all design related phases of the project. She will delegate tasks, check progress, and sign-off all completed materials. She is responsible for creating the brand strategy and identity standards of Mint Collective and to ensure that all artwork aligns with the strategy requirements. The Art Director will support members of the creative team who require assistance.

### INTERFACE DESIGNER - CATHERINE LEE + ED SALVAÑA

The goal of the Interface Designer is to ensure the user's interaction experience is simple, intuitive and efficient.

### INFORMATION ARCHITECT - CATHERINE LEE + ED SALVAÑA

The Information Architect creates and documents structure of the website and its content, explores functionality, analyzes interaction between pages/modules and creates use cases.

mintCollective\_4

MFA Thesis Proposal  
10\_24\_2006

Catherine Lee  
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## Mint Collective Development Team

### LEAD DEVELOPER - ED SALVAÑA

The Lead Developer will oversee the planning and implementation of all programming related phases of the project. He will assign tasks, check progress, and sign-off all completed tasks. He is responsible for creating the framework of the entire project (e.g. creating main classes and documenting their methods and properties) and make sure that integration of individual modules is functional and optimized. The Lead Developer will train and support members of the development team who require assistance.

### DEVELOPER - CATHERINE LEE + ED SALVAÑA

The Developer is tasked by the Lead Developer with completing tasks such as creating individual modules of the project. They will submit all queries and output to the Lead developer for approval.

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02

## Directed Study Outline

### SPRING 2007

CANM 800 MS : Directed Study Usability  
CANM 800 MS : Directed Study Database Design / PHP & MySQL  
CANM 800 MS : Directed Study Action Script  
GS 604 : Professional Practices and Communications

### SUMMER 2007

CANM 800 MS : Directed Study PHP & MySQL  
CANM 800 MS : Directed Study Action Script

### FALL 2007

CANM 900 MS : Internship  
CANM 663 MS : Advanced Topics in Motion Graphics  
Elective : TBA

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10\_24\_2006

Catherine Lee  
02235135

# PORTFOLIO

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02

## Urban Organic Identity and Packaging

Date: 2003



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MFA Thesis Proposal  
10\_24\_2006

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### DESCRIPTION:

Identity design and packaging

### CONCEPT:

Based in Brooklyn, N.Y. the Organic food market's logo borrows the Brooklyn Bridge and unites it with wheat stalks.

### MEDIUM:

Print

### REASON FOR INCLUSION:

Identity Development

mintCollective\_9

02

## L'Oreal SoColor Mocha

Date: 2005



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10\_24\_2006

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### DESCRIPTION:

Teade spread for L'Oreal Matrix

### CONCEPT:

An urban-fresh approach for L'Oreal's SoColor Mocha color line. Get inspired by the brilliant earth tones found around the urban setting.

### MEDIUM:

Print

### REASON FOR INCLUSION:

Campaign development

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02

## FujiFilm

Date: 2005



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10\_24\_2006

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### DESCRIPTION:

Campaign for Fujifilm

### CONCEPT:

"Hai Cheezu" means say cheese in Japanese. This campaign aimed to reintroduce Fujifilm into the United States. A kitschy look was applied to the catch-phrase for an impactful presence.

### MEDIUM:

Print

### REASON FOR INCLUSION:

Campaign development

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## Sprint Year in Review

Date: 2003



### DESCRIPTION:

A collection of branded works produced for Sprint

### MEDIUM:

Print

### REASON FOR INCLUSION:

Large body of work demonstrating experience in design, print production and developing/maintaining brand standards.

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10\_24\_2006

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## CSS Zen Garden

Date: 2005



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10\_24\_2006

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### DESCRIPTION:

A demonstration of what can be accomplished visually through CSS-based design.

### CONCEPT:

I chose a water theme to represent the liquid quality of CSS.

### MEDIUM:

HTML, CSS

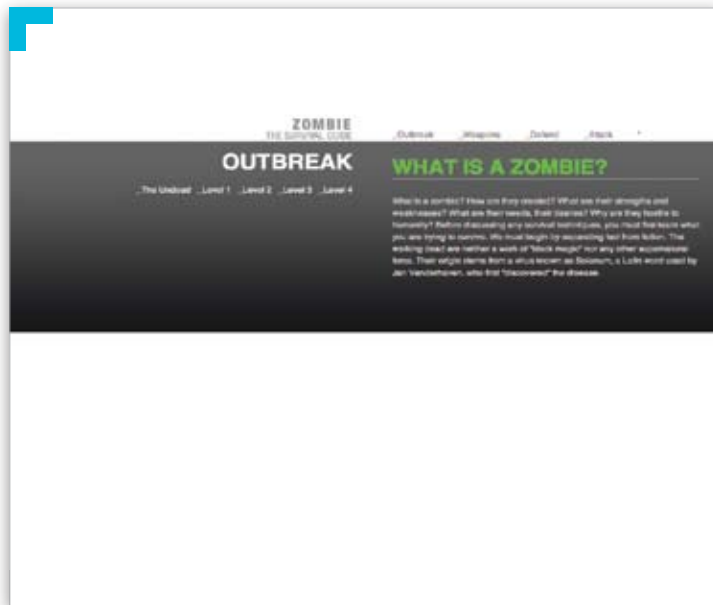
### REASON FOR INCLUSION:

This project was produced in the Web Technology I class with instructor Jason Harley.

mintCollective\_17

## Zombie Survival Guide

DATE: 2005



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10\_24\_2006

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### DESCRIPTION:

A quick reference guide to surviving zombie devastation in a bandwidth friendly/compact website.

### CONCEPT:

Based on the book written by Max Brooks, Zombie Survival acts as a supplemental manual on the web. The site is built light incase of emergencies to gain a quick understanding of the enemy and how to defeat them.

### MEDIUM:

HTML, CSS, Javascript

### REASON FOR INCLUSION:

This project was produced in the Web Technology I class with instructor Jason Harley.

mintCollective\_19

02

## Red Riding Hood

Date: 2006



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MFA Thesis Proposal  
10\_24\_2006

Catherine Lee  
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**DESCRIPTION:**  
Flash animation

**CONCEPT:**  
I chose to narrate an age old folktale with a personal adaptation utilizing a charming yet dramatic style of illustration.

**MEDIUM:**  
Flash 8, Illustrator CS2

**REASON FOR INCLUSION:**  
This project was produced in the Flash animation class with instructor Mark Badger.

mintCollective\_21



## Giant Killer Robot

Date: 2006



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MFA Thesis Proposal  
10\_24\_2006

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### DESCRIPTION:

Giant Killer Robot is a simple interactive animated tutorial

### CONCEPT:

A manual for robots who need help reaking havoc. Giant Killer Robot gives step by step instructions on how one can accomplish the task of terrorizing smaller beings. This manual is written in their native tongue.

### MEDIUM:

Flash 8

### REASON FOR INCLUSION:

This project was produced in the Flash animation class with instructor Mark Badger.

mintCollective\_23

## Artchive

Date: 2006



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10\_24\_2006

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### DESCRIPTION:

A prototype for a proposed archive of thesis projects for the Graduate New Media Department of AAU.

### CONCEPT:

Artchive is a site where Academy Students can view all successful final projects for research and inspiration. Students who complete their final reviews will be able to upload screenshots of their projects as well as links, documentation, and other media related to their final project.

### MEDIUM:

PHP, XHTML, CSS, mySQL

### REASON FOR INCLUSION:

Artchive was produced in Web Technology 2 with instructor Jason Harley. It is a joint experiment between Ed Salvaña and Catherine Lee to test their ability to work as a team. Artchive has also provided a solid framework for production to our thesis project, Mint Collective.

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## TimeforKids.com Redesign

Date: 2006



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MFA Thesis Proposal  
10\_24\_2006

Catherine Lee  
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### DESCRIPTION:

A redesign of TimeforKids.com

### CONCEPT:

As a team endeavor, Studio7 proposed a new structure, new features and a new look to reflect the modern day audience and their sensibilities. Our redesign focuses on increasing subscriptions and user traffic.

### MEDIUM:

Photoshop

### REASON FOR INCLUSION:

This piece shows the ability to structure large amounts of data and key understanding of information architecture and usability. This project was produced in the Creativity and Profitability class with instructor Lourdes Livingston.

mintCollective\_27