

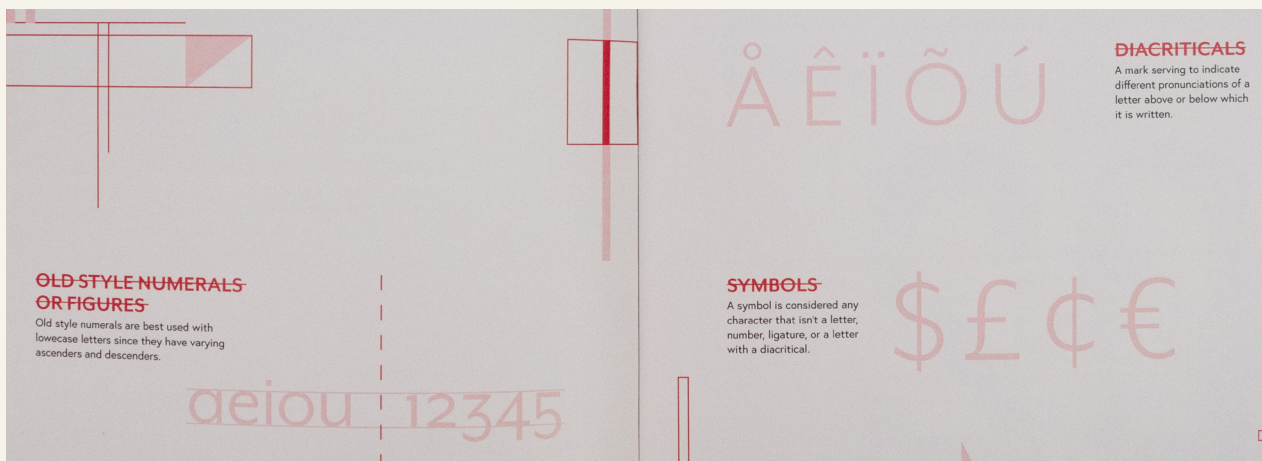


**Catherine Cantú**  
Design Portfolio

# Print Production Workbook

Minimal Yet Cluttered

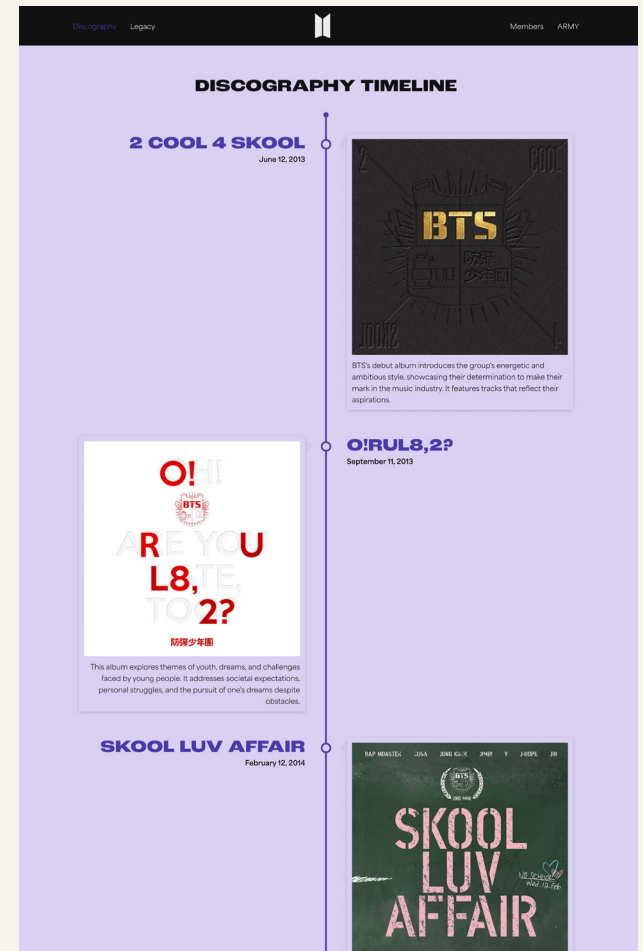
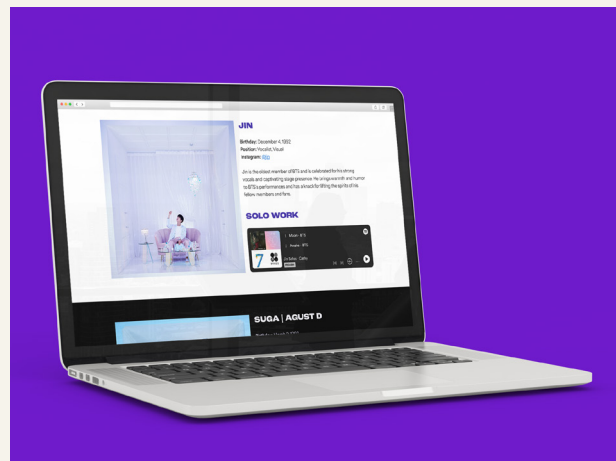
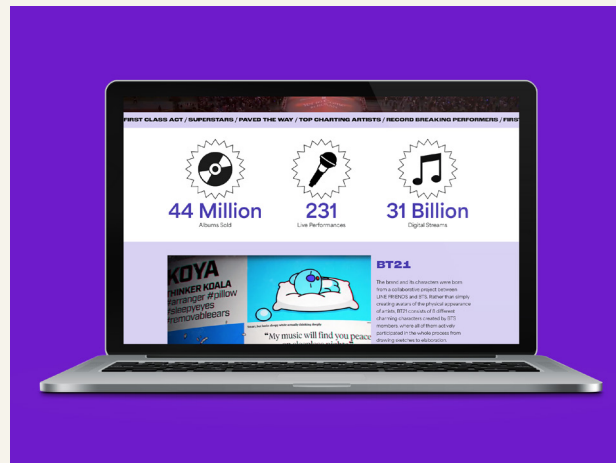
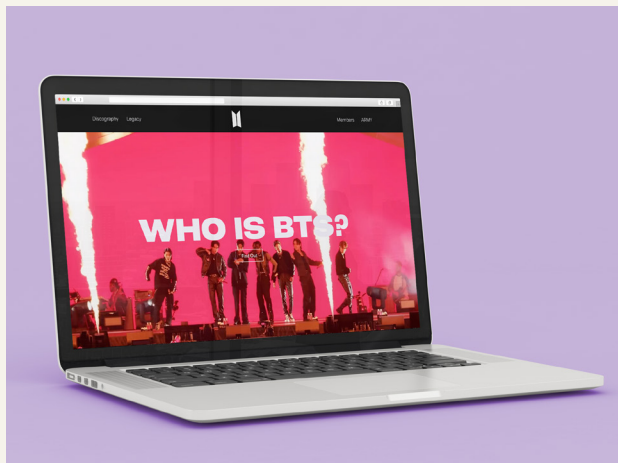
This Print Production Workbook covers the principles, rules, and setup of print production. The design and organization is inspired by two contrasting words: minimal yet cluttered. Having a couple of things that serve many purposes is the foundation of minimalism. These cluttered elements are used to highlight the concept of the book and connect it to a system.



# Timeline Website

BTS

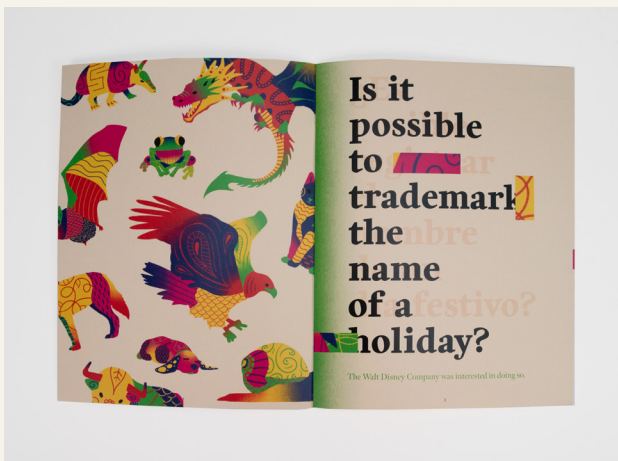
BTS is a group that has made history worldwide and given themselves a name in the music industry. This website goes back to the very beginning of their story while giving insight into who the members are and what the group stands for—recounting the many achievements they have been awarded along with details about their music.



# Field Guides

## Alebrijos

Alebrijos are colorful, sculptural, wooden, fantasy creatures originating from Mexico. These three booklets demonstrate the use of grids and typography. The first two books focus on the history and significance of alebrijos. The last book examines the exploitation of Mexican culture in the United States. Each grid reinforces the theme of their booklet.



# Book of Questions

## Death

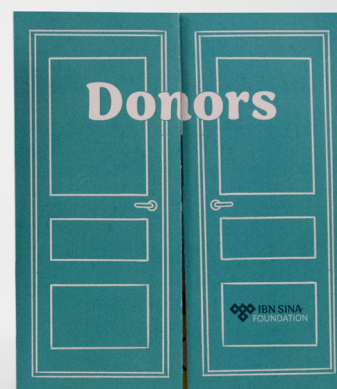
Pablo Neruda's book of questions is a piece of poetic literature that contemplates the many aspects of life. This accordion book focuses on the questions that relate to death and the afterlife in a typographic and illustrative way. This is accompanied by a singular postcard that encapsulates both the copy and the illustrative side of the booklet.



# Ibn Sina Community Health Clinic

Volunteers, Patients, Donors

Establishing a branding style for Ibn Sina Community Health Clinic as a way to support their message of medical reliability for low-income, uninsured, patients. The branding tying into three brochures that cover imperative information for patients, volunteers, and donors.



# TypeCon 2024

## Transcend

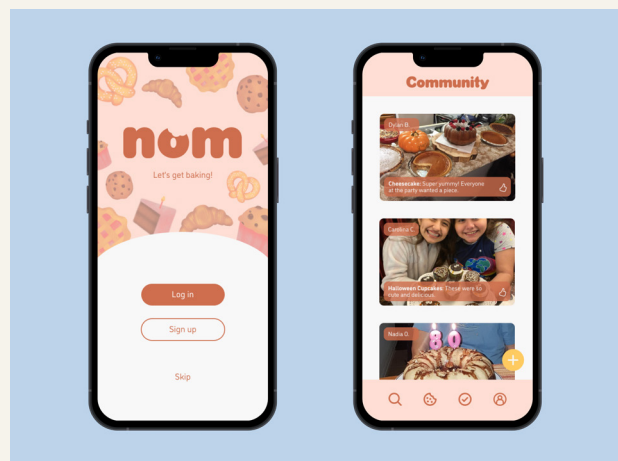
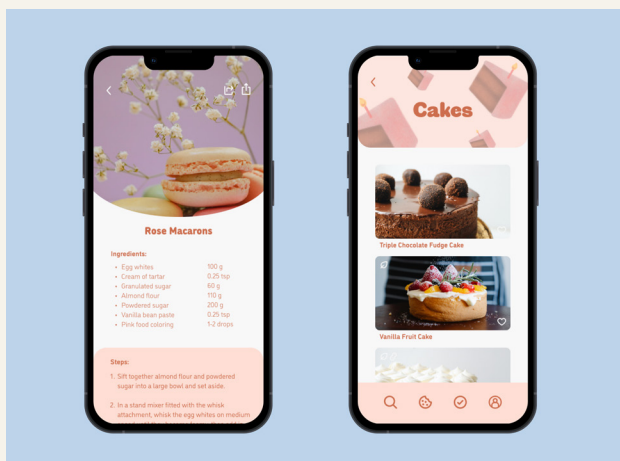
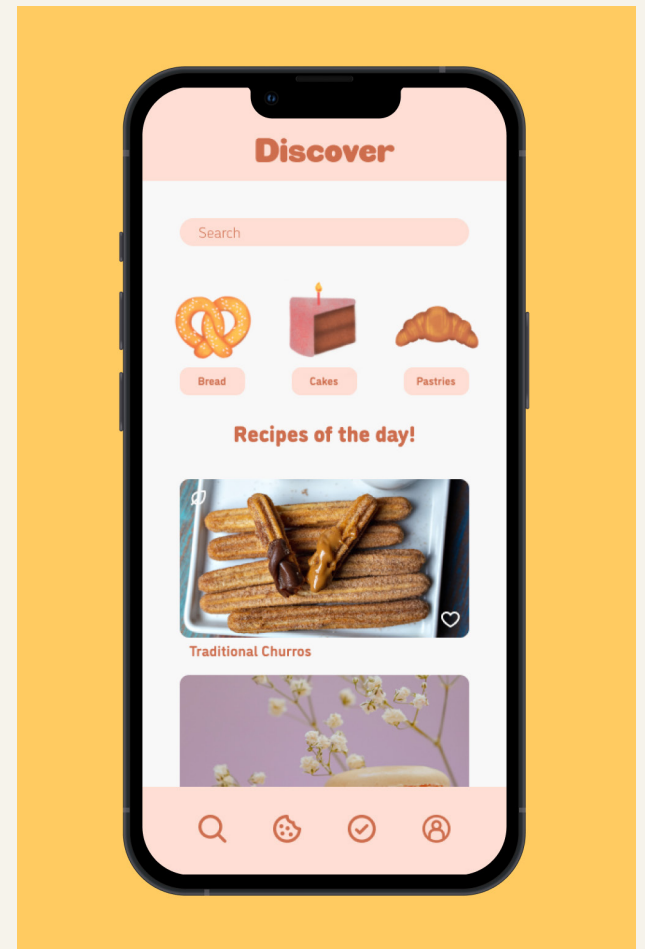
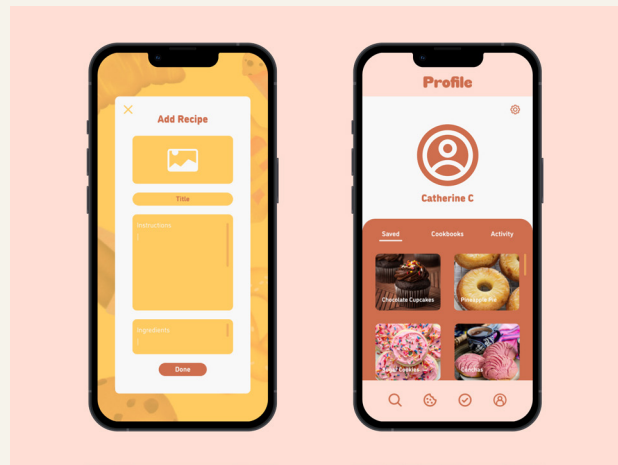
TypeCon is an annual conference dedicated to the promotion, study, and support of typography and related arts. TypeCon 2024: Transcend is a conference curated to discuss the future of typography and how coding along with artificial intelligence is changing the way we create. The system includes a promotional poster for the event, a schedule brochure, a tote bag, and a lanyard.



# Baking App

Nom

Nom is an app that allows users to find easy and delicious baking recipes. Nom offers different ways to find the next big hit at the dining room table. The possibilities range from the Recipes of the Day tab to the Community tab or even the Favorites tab. The app also functions as a shopping list tracker to facilitate the process of gathering everything one needs to bake.

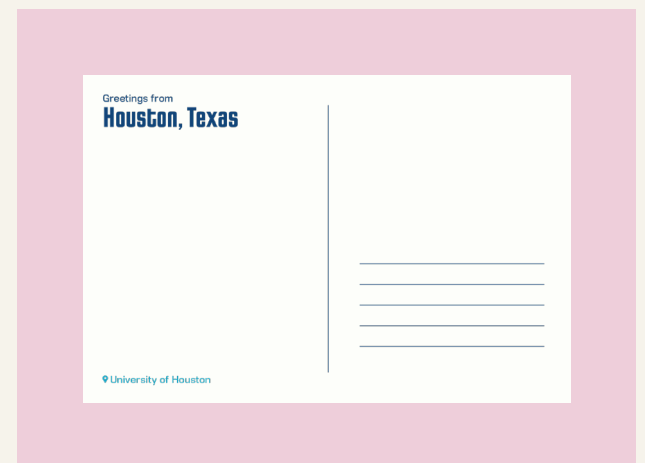




# Museum Souvenir

Houston Hues

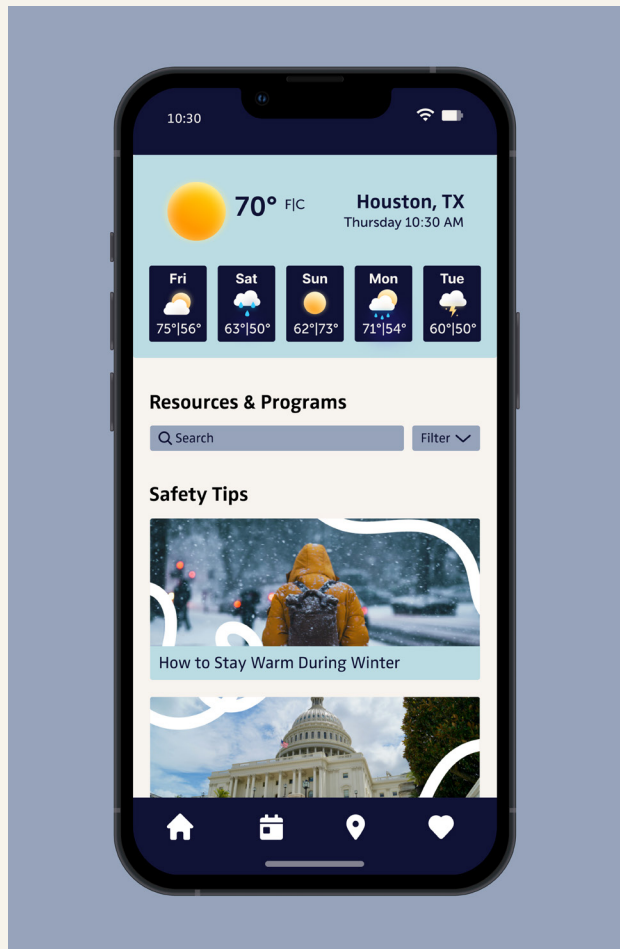
Twenty illustrated postcards that feature some of Houston's hottest spots. These locations were chosen through an elimination process. All final ten locations are relevant to Houston Natives as well as tourists. Places such as the Houston Zoo, the Space Center, and of course the University of Houston. These are perfect for sending a little piece of Houston to your loved ones or as a keepsake for yourself.



# Social Awareness Campaign

## Open Arms

Homelessness is a serious problem all around the United States. This campaign taps into Houston-based statistics to educate people on why homelessness happens and how we can help reduce the amount of people without homes. Through the use of posters, an app, and other promotional material, this campaign encourages change on a local level.



Thank you!

**For inquiries please contact:**  
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