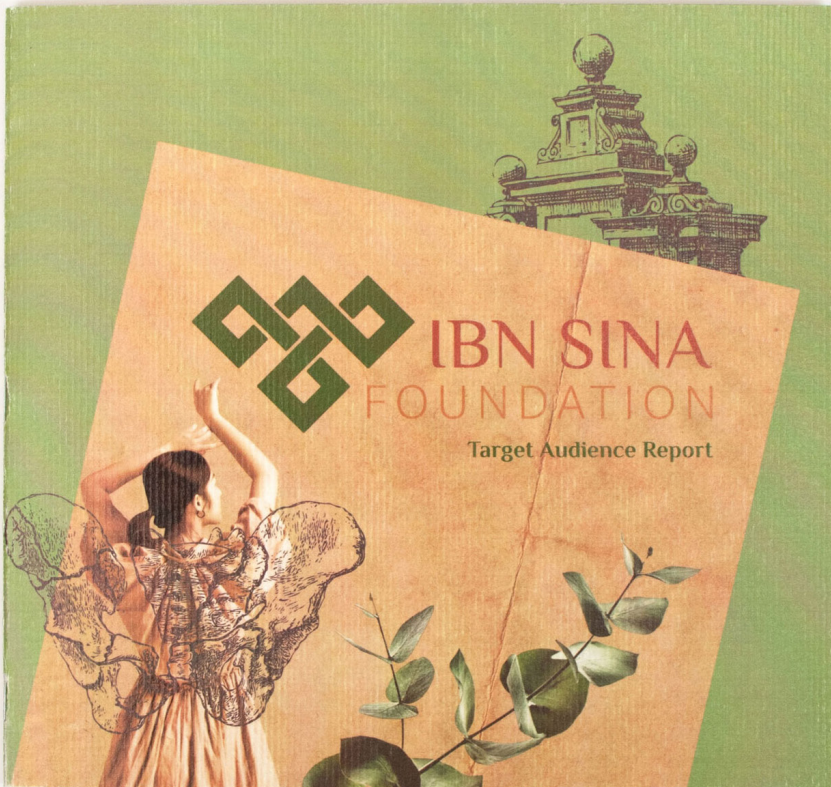


Emma  
mM.  
Emma Matocha  
Design Portfolio

## Ibn Sina Foundation Branding Materials

The Ibn Sina Foundation is a medical foundation with several locations around Houston. Their goal is to provide healthcare for low income individuals who are uninsured or have trouble affording it. This booklet includes four "personas" representing Ibn Sina's target audience: patients, volunteers, donors, and government partners. Each is accompanied by biographies, statistics, pain points, and character traits. The color palette is meant to be warm and friendly, and the collage inspired visuals are meant to help readers better understand and empathize with the Ibn Sina Foundation's audience.





# Who We Are

**Humble Beginnings**

The Ibn Sina Foundation was established in 2003 by a group of individuals as well as business and healthcare professionals. Our vision was to bridge the growing gap between the high-quality results of quality health care preparation of professional families and improve the ability of underserved patients to meet their needs.

The foundation first began with a small team staff working four hours a week. Their commitment provided by funding four single rooms from the next 10 years. The foundation served more than 70,000 patients. Today, we have more than 100 medical staff members and nearly 1,000,000 visits from 200 patients in 2023.

**The Vision**

The Ibn Sina Foundation's humble beginnings sparked extraordinary means for low income and underserved families who face little to no access to health care and cannot afford expensive medical services.

We are also committed to successfully completing our projects through public and private partnership, making sure to keep these programs both affordable and sustainable. Our main focus is the prevention and control of diseases at an early stage.

**Our Values**

To provide comprehensive clinical services to underserved communities and to treat patients with kindness and respect.

**Our Mission**

To ensure the health of the community by providing integrated, preventive, and primary care in a caring setting through the dissemination and application of health-related knowledge, thereby enhancing the quality of life for future generations.

**Our Objectives**

To improve quality of life with over 80% expectations and increase chances of survival for underserved and underserved patients.

**About This Report**

In order to develop a clear understanding of the Ibn Sina Foundation as a whole, this report highlights five key priorities that encompass our organization's target audience. These include donors, volunteers, patients, and government partners. Each audience will highlight its own unique perspective, and together will inform the foundation's work for our foundation and better understand the people we work with and serve.

## Ibn Sina Foundation

A Donor's Guide

## Ibn Sina Foundation

A Volunteer's Community

## Ibn Sina Foundation

A Patient's Home

# Volunteer Profile

Lending a hand

**Biography**

As a child, a gifted generation college student, she has a proven a possible family for her family.

**Character Traits**

Name: Maria Rodriguez  
Age: 27  
Occupation: Full-time pre-med student  
Ethnicity: Hispanic  
Goals: To work in an environment where she can get lots of hands-on experience and engagement with the community, as well as have her time skills be respected and valued.

**Pain Points**

- She has a difficult time getting to work without a car
- She is unsure of what specialization could be the most good in improving her patients' health and that of others
- She's seeking a stable work-hour balance

**65.5%** of female students volunteer

**18.7%** of volunteers are Hispanic

**30.3%** of people volunteer

# Welcome Home!

Choose a location below...

Make Ibn Sina your new home!

**Eligibility**

Helping the Underserved

Meet With a Specialist

Where to Find Us

**Where to Find Us**

Midwest Community  
South Side Community  
East Side Community  
West Side Community  
North Side Community  
South Side Community  
East Side Community  
West Side Community  
North Side Community

**About Us**

Handle Beginnings

The Vision

# Hey, neighbor!

Join the healthcare community today!  
IbnSinaFoundation.org

**1 in 4** volunteer

**90%** of our volunteers are female

**77%** of our volunteers are Hispanic

**68%** of our volunteers are under 30

**Why Volunteer**

Benefits

- Meet new people and make new friends
- Gain valuable experience
- Gain valuable skills
- Gain valuable knowledge
- Gain valuable experience
- Gain valuable skills
- Gain valuable knowledge

# Donor Profile

Helping us grow

**Biography**

Donor: Maria Rodriguez, 65 years old, contributing to the Ibn Sina Foundation for the past 10 years. She is a retired nurse and has been a volunteer for the past 10 years. She is a mother of two children and has been a volunteer for the past 10 years. She is a mother of two children and has been a volunteer for the past 10 years.

**Character Traits**

Name: Maria Rodriguez  
Age: 65  
Family Status: Married with kids  
Occupation: Retired nurse  
Motives: Community involvement, volunteerism, philanthropy

**Pain Points**

- Concerned that the lower class will be negatively affected due to the lack of accessibility to the health system
- Worried that the general health is going to be compromised because the lower class has no one to rely on for the necessary medical care
- Concerned that the lack of government funding means that healthcare providers won't have a decent structure to take care of all patients' needs
- Desires accessible and quality healthcare for all, regardless of socioeconomic status, ethnicity, gender identity, religion, or sexual orientation

**Ibn Sina's Funding**

69%	comes from patient fees	10%	comes from government grants
11%	comes from individual donors	10%	comes from donor foundations

# no further than your own neighborhood

**Intro**

**Who Can Volunteer**

**Why Volunteer**

Benefits

- Meet new people and make new friends
- Gain valuable experience
- Gain valuable skills
- Gain valuable knowledge

# Ibn Sina is a healthcare home

**History**

**Donation Benefits**

**Why Donate**

Benefits

- Meet new people and make new friends
- Gain valuable experience
- Gain valuable skills
- Gain valuable knowledge

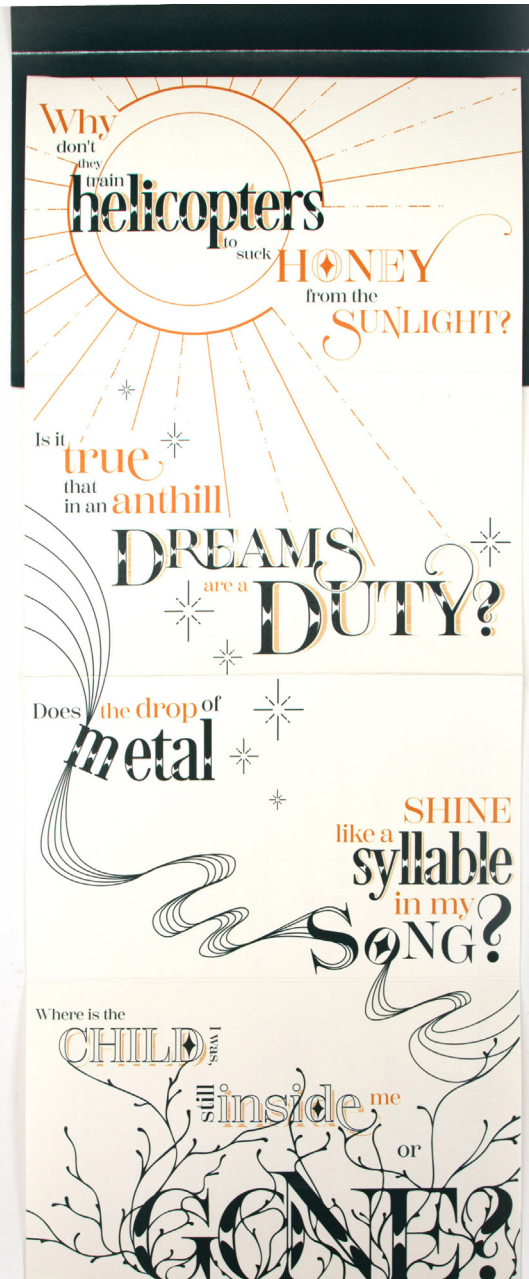
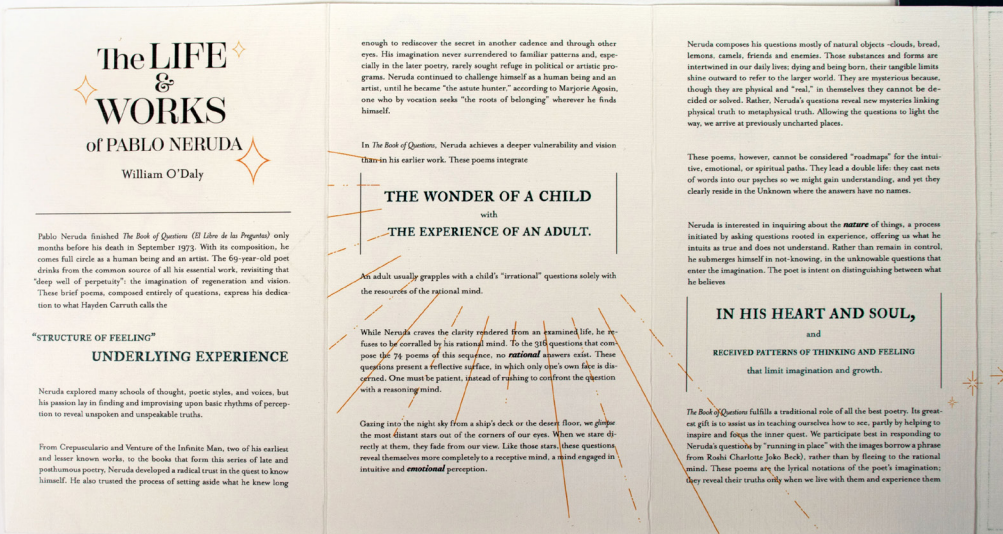
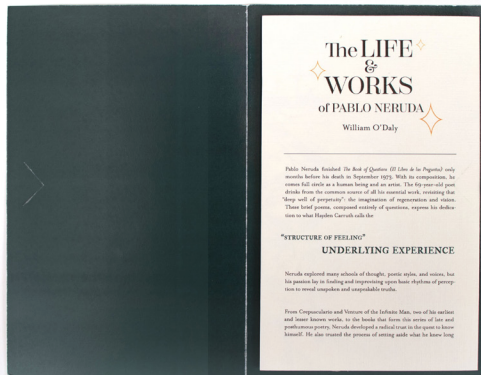
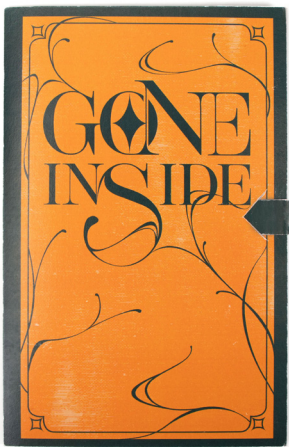




## *Gone Inside* Postcard Booklet

Inspired by Pablo Neruda's *Book of Questions*, *Gone Inside* consists of four postcard designs which connect together into a single composition. On the back is a biography of Pablo Neruda's life. Included also is a single section of the composition with a postcard design on the back. The selected poems and accompanying design are meant to evoke childhood via storybook elements and references to nature.





**The LIFE & WORKS OF PABLO NERUDA**  
William O'Daly

Pablo Neruda finished *The Book of Questions* (*El Libro de las Preguntas*) only months before his death in September 1973. With its composition, he comes full circle as a human being and an artist. The 69-year-old poet drinks from the common source of all his essential work, revisiting that "deep well of perpetuity," the imagination of regeneration and vision. These brief poems, composed entirely of questions, express his dedication to what Hayden Carruth calls the

**"STRUCTURE OF FEELING"**  
**UNDERLYING EXPERIENCE**

Neruda explored many schools of thought, poetic styles, and voices, but his passion lay in finding and improving upon basic rhythms of perception to reveal unspoken and unspeakable truths.

From *Crepusculario and Venture of the Infinite Man*, two of his earliest and lesser known works, to the books that form this series of late and posthumous poetry, Neruda developed a radical trust in the quest to know himself. He also trusted the process of setting aside what he knew long

enough to rediscover the secret in another cadence and through other eyes. His imagination never surrendered to familiar patterns and, especially in the later poetry, easily sought refuge in political or artistic programs. Neruda continued to challenge himself as a human being and an artist, until he became "the astute hunter," according to Marjorie Agosin, one who by vocation seeks "the roots of belonging" wherever he finds himself.

In *The Book of Questions*, Neruda achieves a deeper vulnerability and vision than in his earlier work. These poems integrate

**THE WONDER OF A CHILD**  
with  
**THE EXPERIENCE OF AN ADULT.**

An adult usually grapples with a child's "irrational" questions solely with the resources of the rational mind.

While Neruda craves the clarity rendered from an examined life, he refuses to be controlled by his rational mind. To the 316 questions that compose 367 poems of this sequence, no rational answers exist. These questions present a reflective surface, in which only one's own face is discerned. One must be patient, instead of rushing to confront the question with a reasoning mind.

Staring into the night sky from a ship's deck or the desert floor, we glimpse the most distant stars out of the corners of our eyes. When we stare directly there, they fade from our view. Like those stars, these questions reveal themselves more completely to a receptive mind, a mind engaged in intuitive and emotional perception.

Neruda composes his questions mostly of natural objects—clouds, bread, lemons, camels, friends and enemies. These substances and forms are interwoven in our daily lives: dying and being born; their tangible limits shine outward to refer to the larger world. They are mysterious because, though they are physical and "real," in themselves they cannot be decided or solved. Rather, Neruda's questions reveal new mysteries linking physical truth to metaphysical truths. Allowing the questions to light the way, we arrive at previously uncharted places.

These poems, however, cannot be considered "roadmaps" for the intuitive, emotional, or spiritual paths. They lead a double life: they cast nets of words into our psyches so we might gain understanding, and yet they clearly reside in the Unknown where the answers have no name.

Neruda is interested in inquiring about the *nature* of things, a process initiated by asking questions rooted in experience, offering us what he intuits as true and does not understand. Rather than remain in control, he submerges himself in not-knowing, in the unknowable questions that enter the imagination. The poet is intent on distinguishing between what he believes

**IN HIS HEART AND SOUL,**  
and  
**RECEIVED PATTERNS OF THINKING AND FEELING**  
that limit imagination and growth.

*The Book of Questions* fulfills a traditional role of all the best poetry. Its greatest gift is to assist us in teaching ourselves how to see, partly by helping to inspire and forge the inner quest. We participate best in responding to Neruda's questions by "running in place" with the images borrow a phrase from Rashi Charlotte Joko Beck), rather than by fleeing to the rational mind. These poems are the lyrical notations of the poet's imaginations; they reveal their truths only when we live with them and experience them.

Why don't they train helicopters to suck HONEY from the SUNLIGHT?

Is it true that in an anthill DREAMS are a DUTY?

Does the drop of metal SHINE like a syllable in my SONG?

Where is the CHILD still inside me OR GONE?





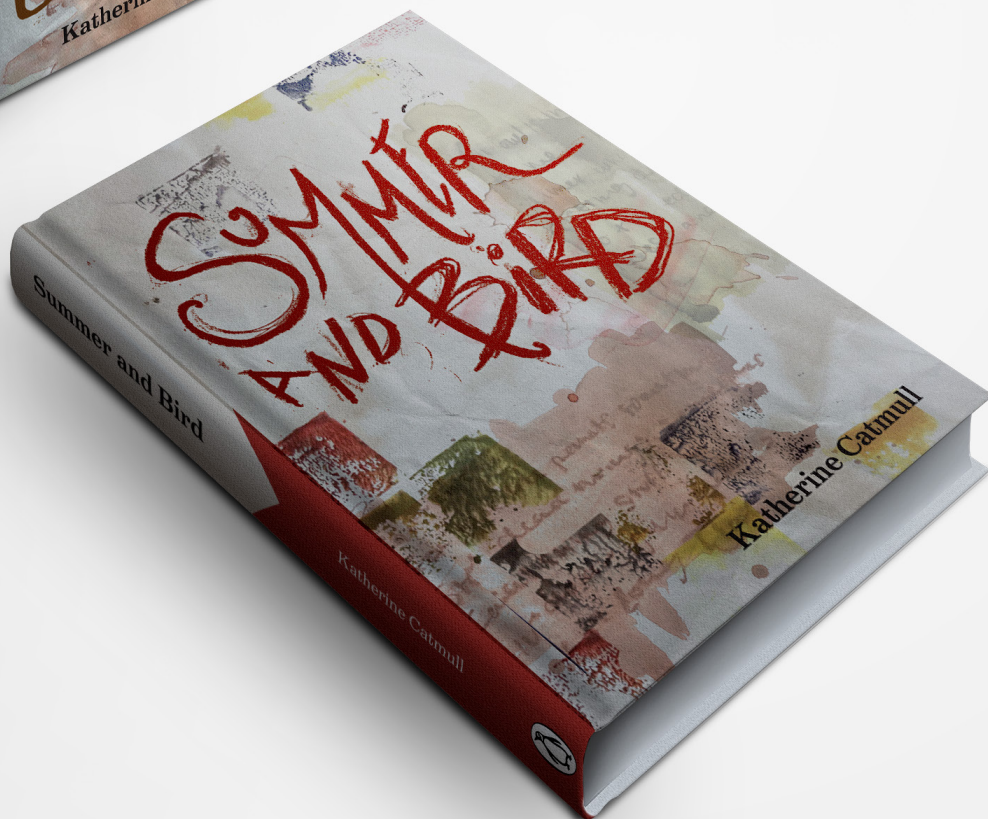
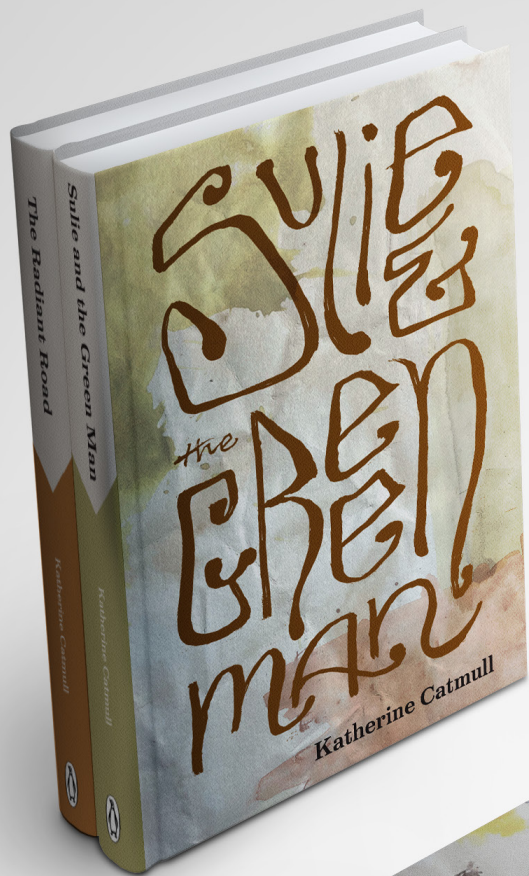
## *Mystic Prophet* Greeting Cards

*Mystic Prophet* is a series of five handmade greeting cards featuring divination themed illustrations. Each digital illustration has a unique color palette and subject matter, including palm reading, tarot cards, tea leaf reading, the oujia board, and the crystal ball. The aesthetic is tied together by mysterious floating hands on the face of each card. The insides feature blank areas, perfect for conjuring personalized witchy messaging and sending in the included envelopes.





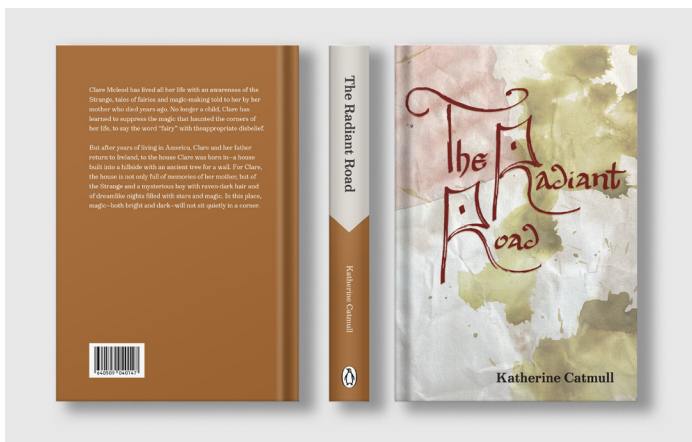
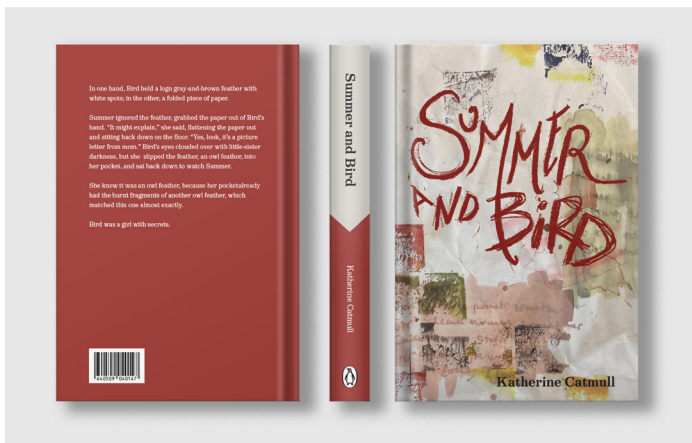
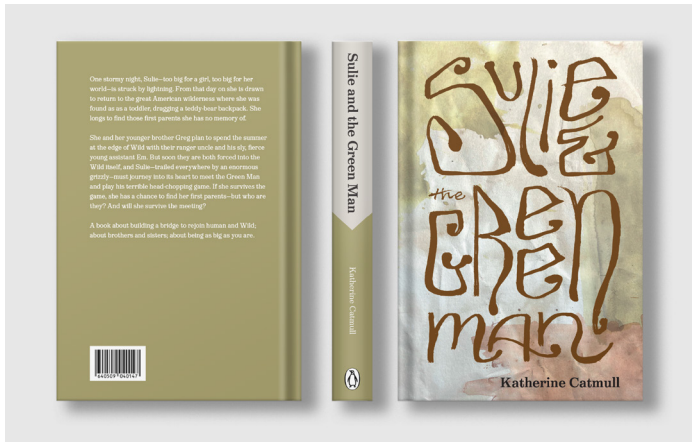




## Hand-Lettered Fantasy Book Covers

This project consists of a set of book covers for three middle-grade fantasy novels by author Katherine Catmull. Each cover has a unique hand-lettered motif inspired by its subject matter. Some type mimics character handwriting or the wilderness setting of the story. *The Radiant Road*, for instance, pulls motifs from Celtic folklore that the book takes inspiration from. The analogue textures are meant to bring an earthy feeling to the series, reflecting the nature-inspired fantasy in Catmull's work. Handwritten notes, watercolor splashes, and patchwork textures litter the backgrounds and connect the three covers together in a cohesive style.







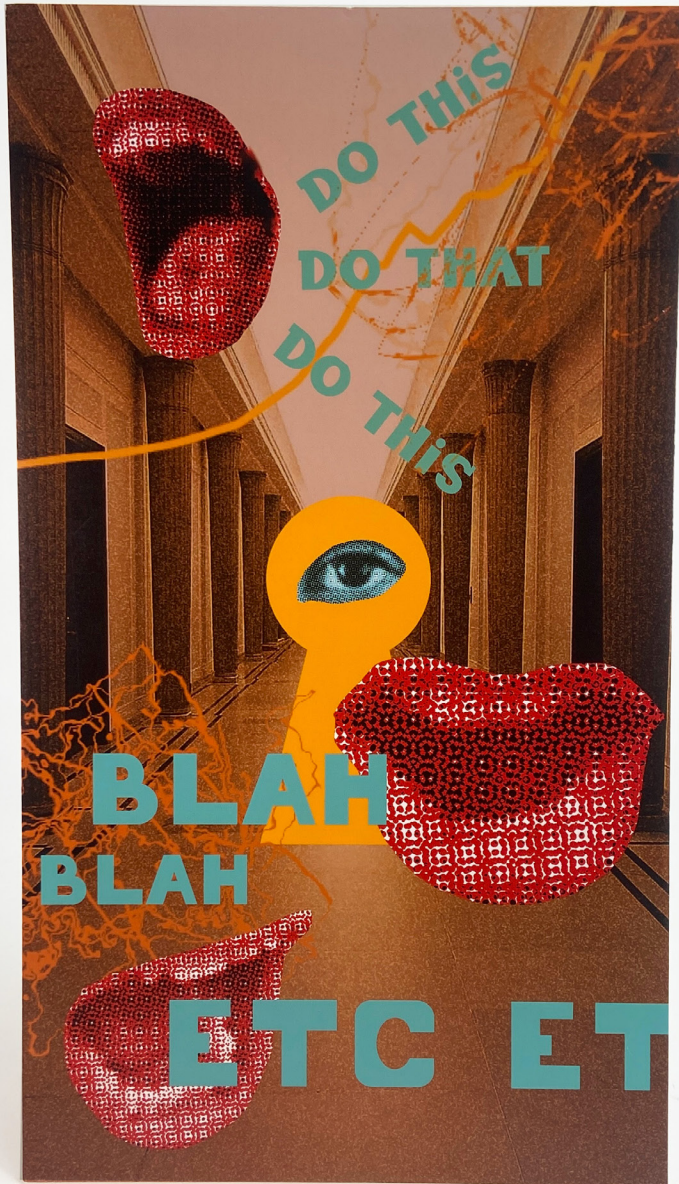
## *Celtic Fae and Little Folk* Field Guides

This is a series of three illustrated field guides. The first is an introduction to the history of Celtic mythological folklore. The second lists several of the most well known creatures with descriptions and pronunciations. The third is a fictional guide on how to handle these creatures based in real myths and fairy tales. Each whimsical illustration was hand painted with watercolor and scanned and edited in Photoshop.





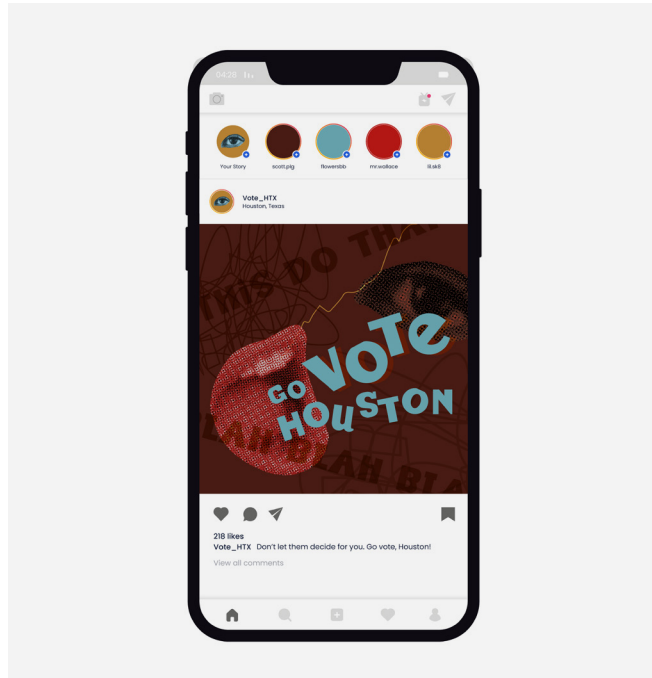
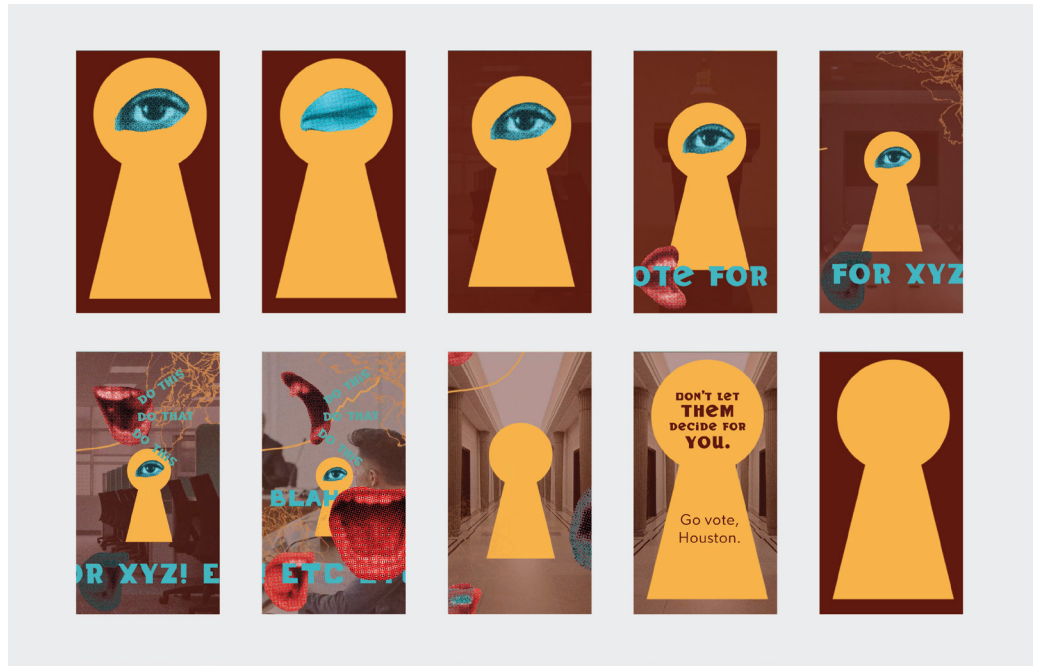


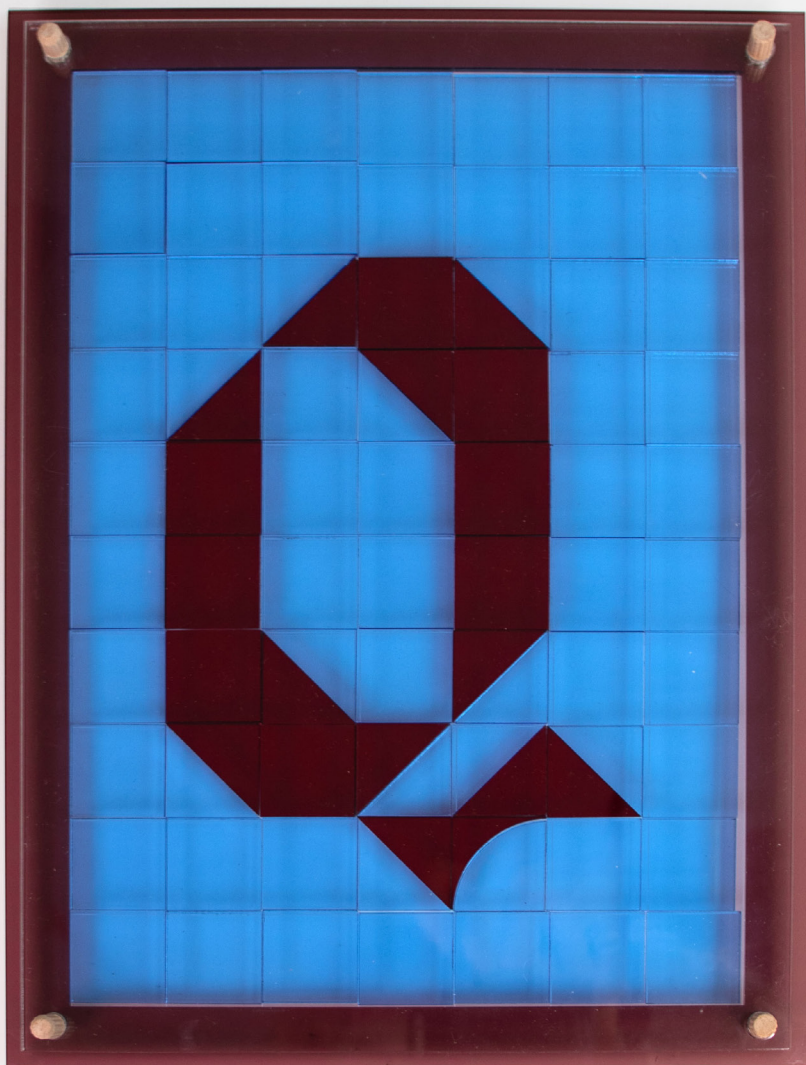


## *Go Vote, Houston* Poster and System

This project aims to encourage community members in Houston to vote in their local elections. The system centers around a kinetic motion poster created in Adobe After Effects. It also includes merchandise such as "eye voted" stickers and a notebook. The collage-inspired aesthetic is down-to-earth, appealing to frustrated members of those communities who want their voices heard. It depicts an eye peering through a keyhole where various voices overwhelm the "room where it happens."



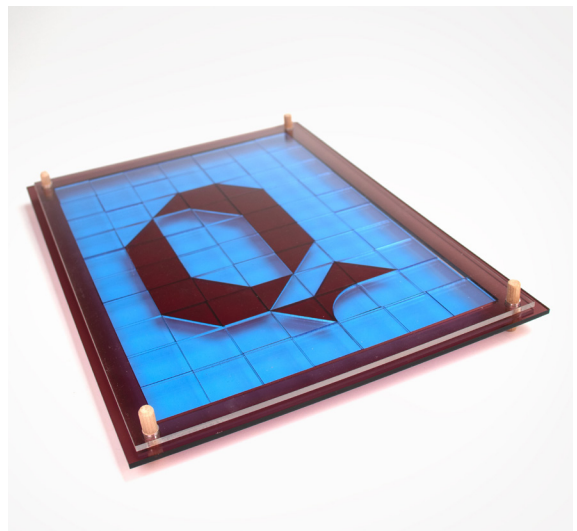




## *Mod-Gothic* Modular Typeface Kit

Mod-Gothic is a modular typeface that puts a spin on traditional gothic blackletter. With strong thick-to-thin strokes and sharp visual motifs, it combines the iconic artisan class of the medieval era with modern simplicity. The kit allows participants to create these letter forms out of colorful translucent tiles inspired by medieval stained glass and hang the finished composition in front of a window as home decor.



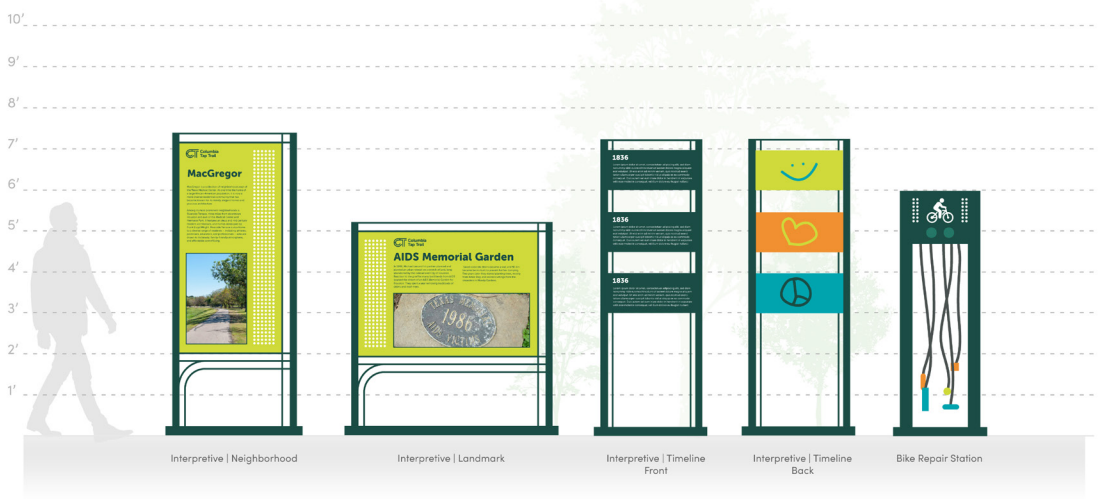




## Columbia Tap Trail Way Finding System

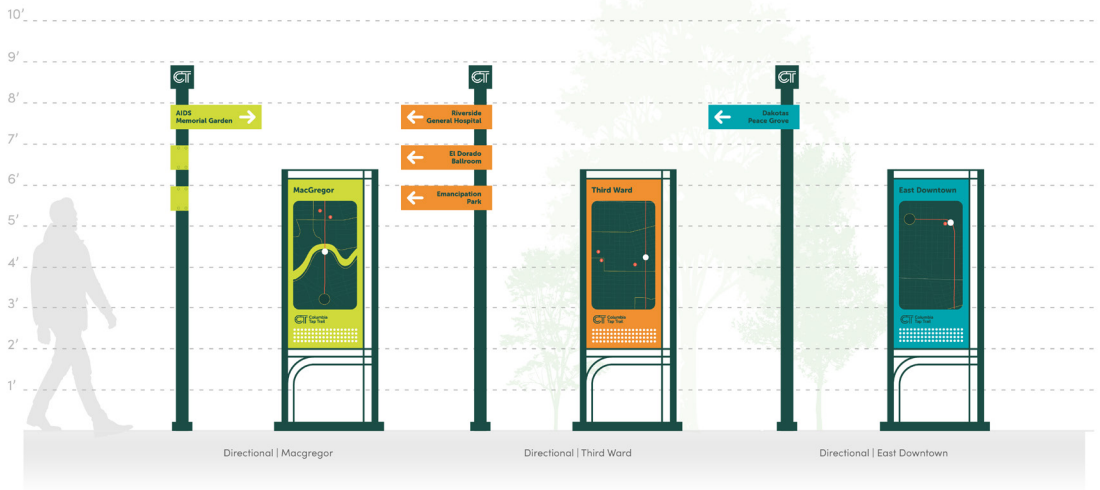
The Columbia Tap Trail is a rails-to-trails project that runs through three historic neighborhoods near downtown Houston, Texas. The trail was in need of a branding system that would connect the three areas and signage that would serve as way finding for hikers and bikers. The system is composed of three main colors representing the vibrant qualities of each distinct neighborhood, delicate metalwork details, and simple typographic elements that make the signage seem friendly and easy to understand. In addition to maps and directional signage, there are additional signs that help participants understand the history of each neighborhood, specific locations, and the trail overall.





COLUMBIA TAP TRAIL : SCHEMATIC DESIGN

UHGd TEAM 5: CATHERINE CANTU - DYLAN BURKETT - EMMA MATOCHA - JULISSA HERRERA | FALL 2023



COLUMBIA TAP TRAIL : SCHEMATIC DESIGN

UHGd TEAM 5: CATHERINE CANTU - DYLAN BURKETT - EMMA MATOCHA - JULISSA HERRERA | FALL 2023



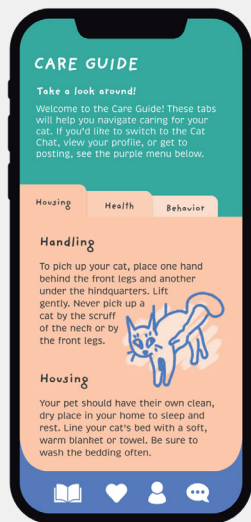
## Chatnip App

Chatnip is an app for cat owners new and old. It aims to provide useful information for amateur cat owners and act as a forum that connects feline lovers across the country. In addition to the posting and messaging features, there is a community map that allows users to track stray cats in their area in order to get them off the streets and into homes.

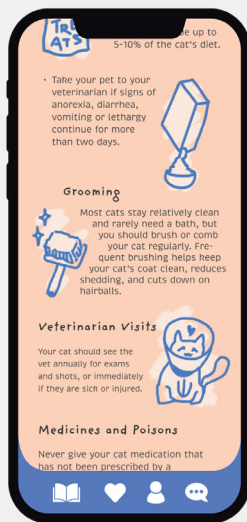




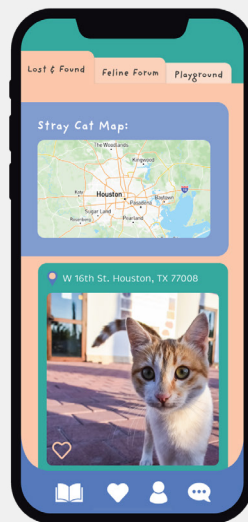
Log In



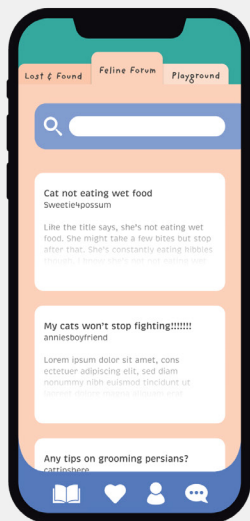
Intro/Care Guide



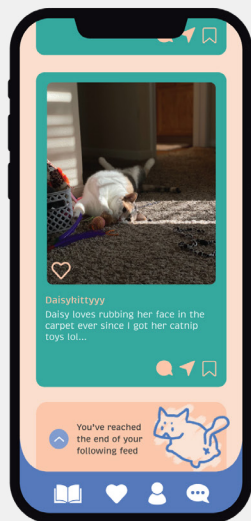
Care Guide



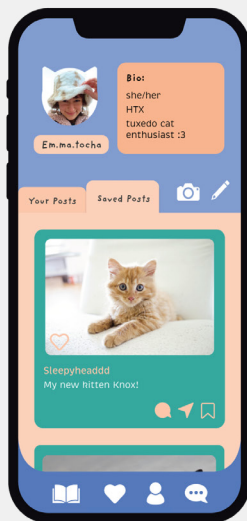
Lost & Found



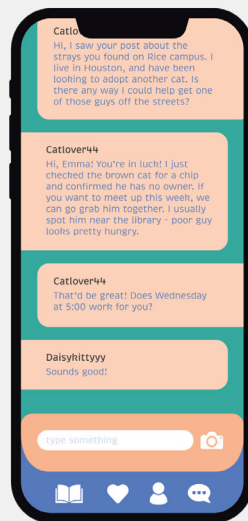
Feline Forum



Playground

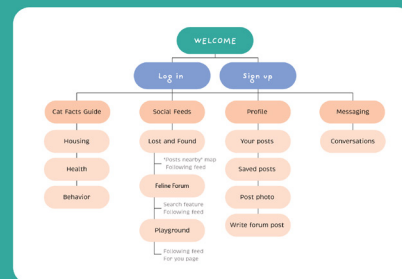


Profile



Messages

Flow Chart



Icons



Illustration Style



Type Selection

**Aa** **Providence Sans Pro Bold**  
 ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 0123456789

**Aa** **Brevia Regular**  
 ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 0123456789

Color Palette

39A79E 5679BC FCC7AB 829DD1 FCD0B7