



# Piper

Piper Anderson's Portfolio

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I was born in Long Beach, California where I spent much of my early childhood until moving to North Carolina in 2006. I think growing up in two completely different environments on two different coasts lent me a perspective and open mindedness that I still carry with me today. The beautiful chaos of the Pacific Ocean is as much a part of me as the peaceful stillness of Lake Norman, and like any true water sign, I couldn't live without either of them. I was a voracious reader as a child, and my love for books instilled in me an equally fierce love for writing. As a double major in English and Journalism and a minor in creative writing, I think it's safe to say that more than anything I'm a writer. Words flow through my veins and my heart beats to the rhythm of turning pages. Whether I'm writing whimsical stories, complex literature analyses, or informative news articles, I am content.

In addition to literary art, I love visual art as well. Growing up I was constantly

drawing and making scrap books and designing clothes. Maybe my eye for design comes from my mom, who is an interior designer. After all, arranging furniture, picking color palettes, and accessorizing with home decor is not so different from formatting typography, blending backgrounds and creating stunning visual content for a poster. I enjoy graphic design because it merges my love for art and creativity with my natural inclination towards organization. My first real experience with graphic design was senior year of high school when I took yearbook. The combination of writing with photography and visual design combined everything I love, and I'm glad that I'm continuing my graphic design education in college.

In middle school I transferred to an IB program, where I stumbled upon a French class. I'm so glad I took French, because it opened up a whole new world for me, and introduced me to the love of learning a beautiful language. It's a challenging

# About Me

love that takes work and patience and dedication, but that makes it all the more rewarding when I can understand a whole chapter of *Le Petit Prince*. My love for the language, the food, and the culture of France sparked within me a desire to travel the world, one that was further kindled after participating in a Danish exchange program my sophomore year of high school. I want to travel the world and experience different ways of life because I believe there is no better way than travel to gain independence and personal strength and self-insight. I'm planning to study abroad in France at some point during my college years.

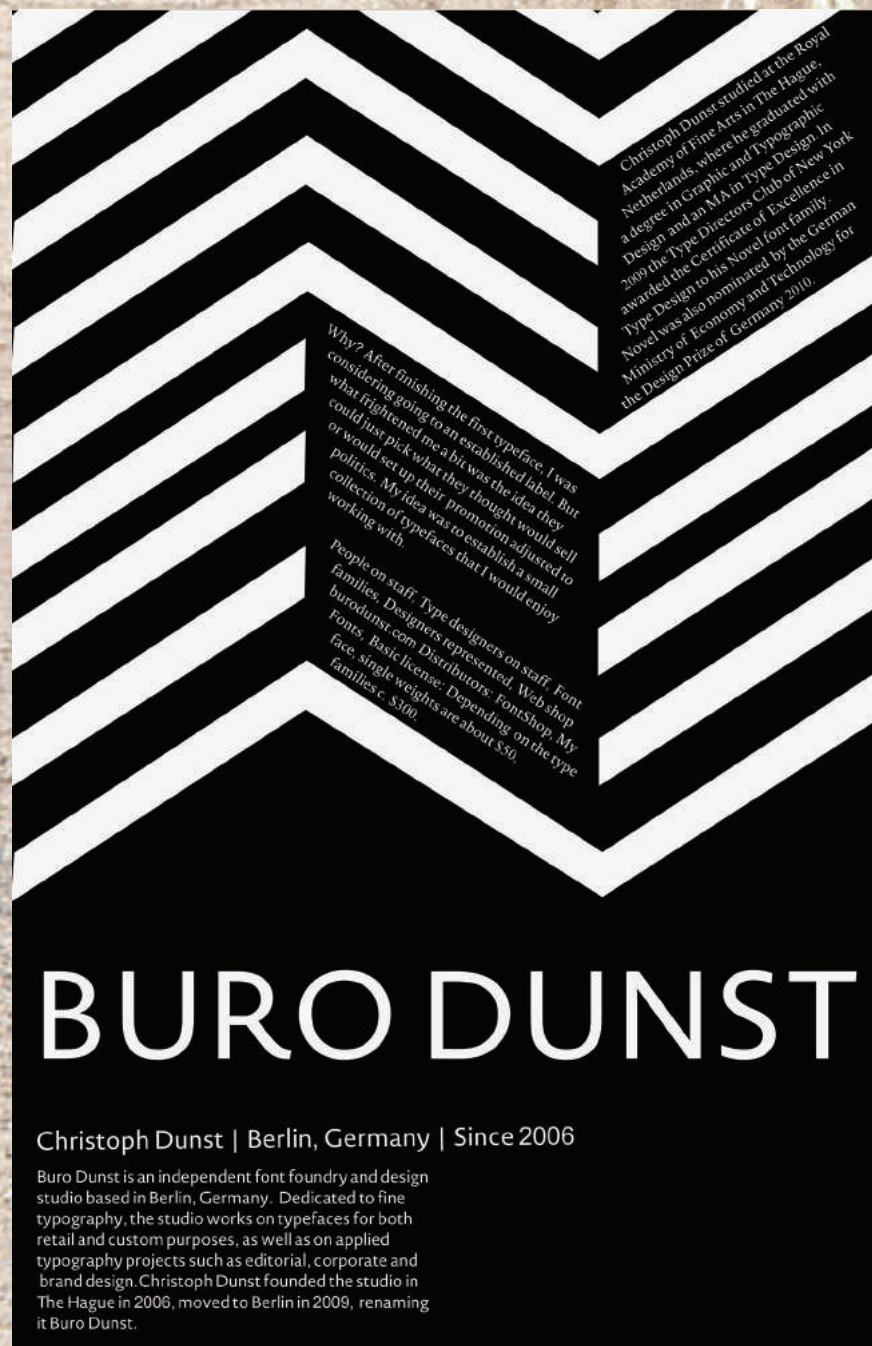
While at UNC, I have interned in the magazine department at *The Charlotte Observer*, reported for the campus newspaper *The Daily Tar Heel*, written blogs, style pages, and long-form pieces for a campus lifestyle and fashion magazine called *Coulture*, and done costume design for a production of *The Rocky Horror Picture Show*. I'm beginning

to discover my passions and figure out what I want to do with my life. My interests are varied: I love food, fashion, and dogs. I'm environmentally conscious—topics like climate change, deforestation, and the endangerment of animals are important to me. Although my mind isn't logical in the math-sense of the word, I am inquisitive and I like puzzles. I have the whimsical heart of a writer and the hard working, organizational mind of a problem solver. I am both sugar and salt, with grit to spare.





# Typography



Christoph Dunst studied at the Royal Academy of Fine Arts in The Hague, Netherlands, where he graduated with a degree in Graphic and Typographic Design and an MA in Type Design. In 2009 the Type Directors Club of New York awarded the Certificate of Excellence in Type Design to his Novel font family. Novel was also nominated by the German Ministry of Economy and Technology for the Design Prize of Germany 2010.

Why? After finishing the first typeface, I was considering going to an established label. But what frightened me a bit was the idea they could just pick what they thought would sell or would set up their promotion adjusted to politics. My idea was to establish a small collection of typefaces that I would enjoy working with.

People on staff: Type designers on staff, Font families, Designers represented, Web shop burodunst.com Distributors: FontShop, MyFonts, Basic license. Depending on the typeface, single weights are about \$50, families c. \$300.

## BURO DUNST

Christoph Dunst | Berlin, Germany | Since 2006

Buro Dunst is an independent font foundry and design studio based in Berlin, Germany. Dedicated to fine typography, the studio works on typefaces for both retail and custom purposes, as well as on applied typography projects such as editorial, corporate and brand design. Christoph Dunst founded the studio in The Hague in 2006, moved to Berlin in 2009, renaming it Buro Dunst.

This project was about understanding typography and learning how to effectively utilize it in the absence of imagery while presenting it in an aesthetically pleasing format. I chose to explore the type foundry Buro Dunst for my project because I was drawn to its modern style. I wanted to achieve a simple yet stunning design, so I designed my piece with clean lines and stark contrast. I chose to stick with a black and white color scheme because it lends a contemporary feeling to the composition while maintaining a classic aesthetic. The biggest challenge in the project was figuring out how to present the bulk of the text in an engaging way. After getting inspiration from a hounds tooth-type pattern I saw in a design book, I decided to place the text within a chevron pattern.



# Poster Series



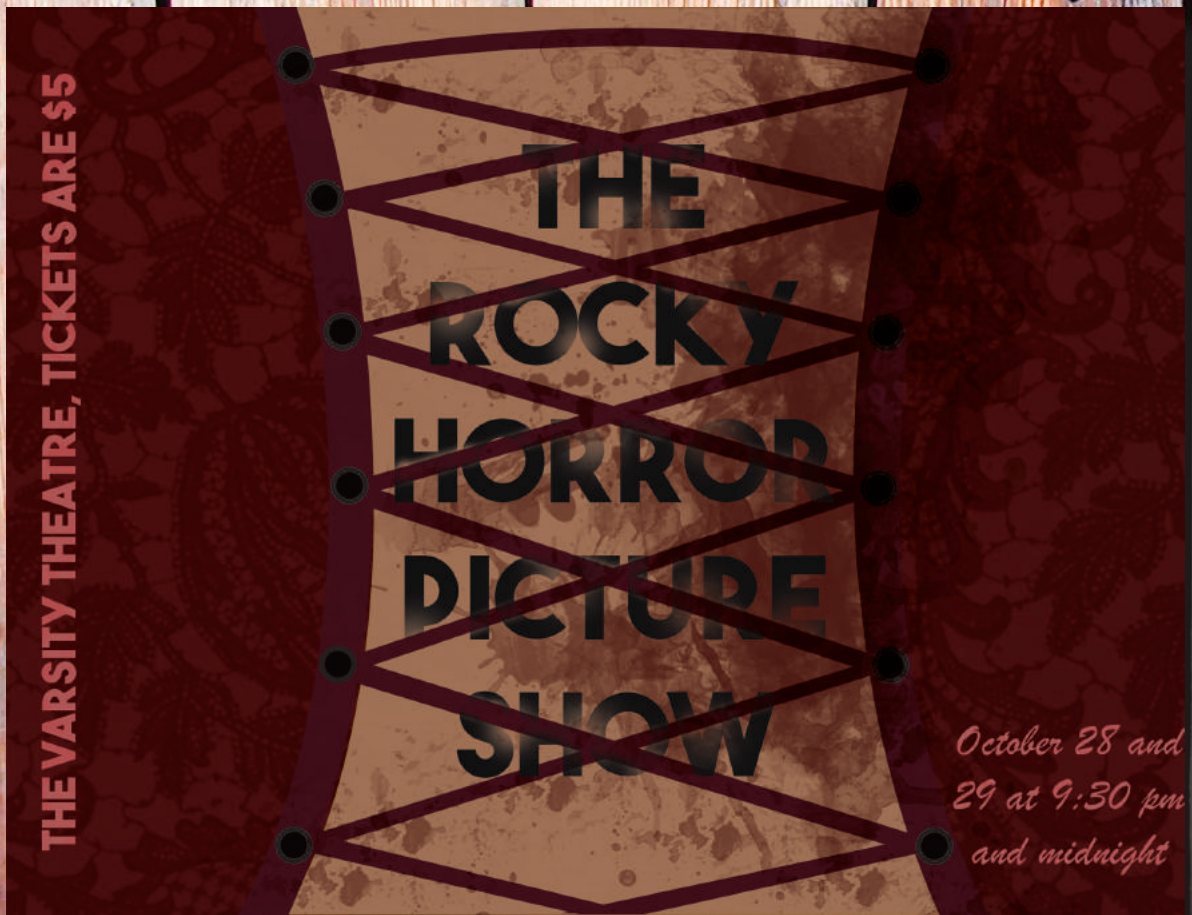
The synthesis of typography and imagery as well as representation of a theme are important qualities of any good design. This project developed these skills through an exploration into poster design. I chose an on-campus organization I am part of— a theatre company called Pauper Players— and designed a poster for a musical showcase they put on, as well as a flyer and social media graphic for the then-upcoming production of *The Rocky Horror Picture Show*. The theme of the *Broadway Melodies* production was centered around romance, so I created a whimsical piece that showcases the relationship in the show between love and music. I set the entire poster on a musical score paper background and created a fun and light mood through the musical note characters and the pink and blue color palette. For my Rocky Horror designs, I wanted to express the darker and edgier side of the musical. Through the use of rich laces and dark blood splatters, I put the “horror” in *Rocky Horror*.



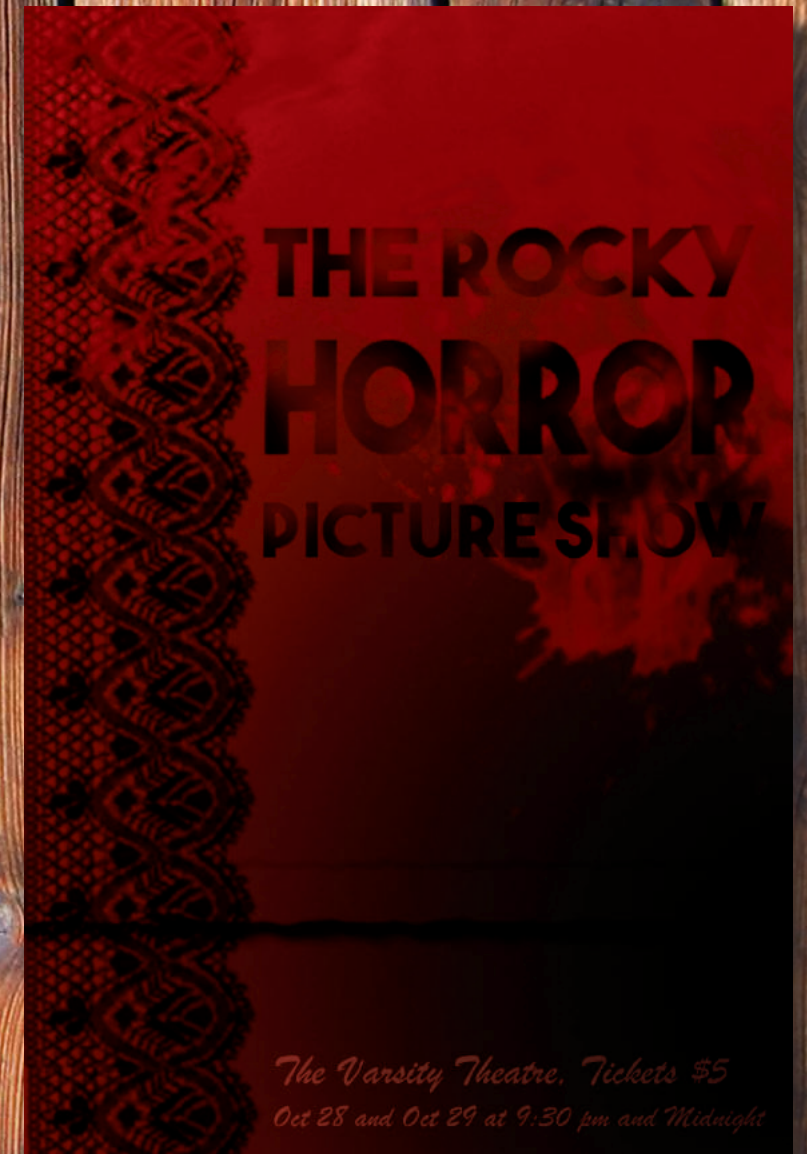




**Social Media Graphic**



**Flyer**





# Campus Map



This project was an exploration into information design; its goals were to create a map by synthesizing information visualization and information design in a data-driven narrative. The UNC Chapel Hill Admissions Department prompted our class to create a fun campus map for touring students that also highlighted interesting information about designated landmarks. Inspired by the classic “Chapel Hill” mural located on Franklin State, I decided to make my map reminiscent of a vintage post card. In order to showcase the depth of information required, I kept my design simple while still maintaining a vintage aesthetic.



*Creative*

*Driven*

*Thoughtful*

*Curious*

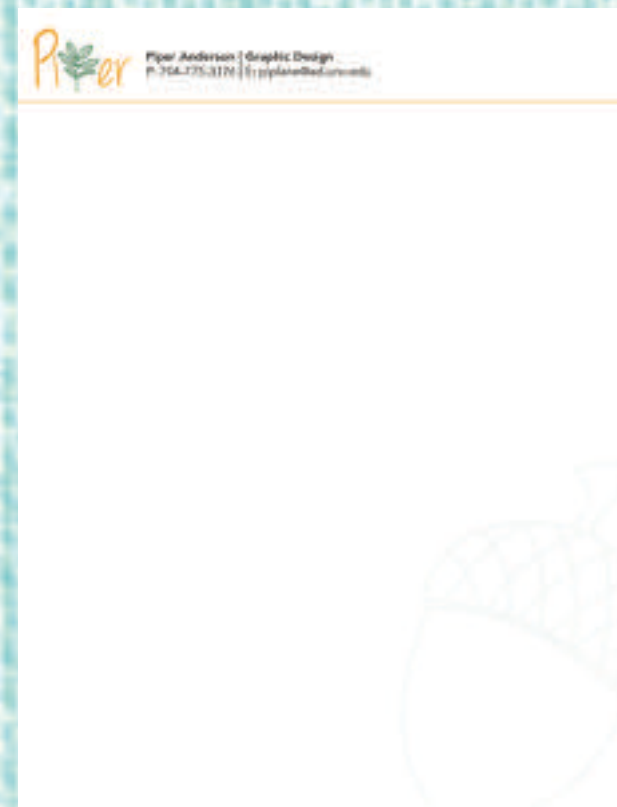
*Conscientious*





# Visual Identity

The goal of this project was to develop my brand by creating a logo, and incorporating that logo within a business card and letterhead. I chose to create a whimsical and quirky aesthetic for my logo because I think that is most representative of my personality. I've always loved trees; they are all so different and beautiful in their own way. Just as trees are grounded and steady, I too am constant and down to earth. Just as trees grow toward the sky, so am I growing and pursuing my dreams. Trees represent strength, wisdom, and stability, which are values that mean a lot to me.





# Sketch Ideations

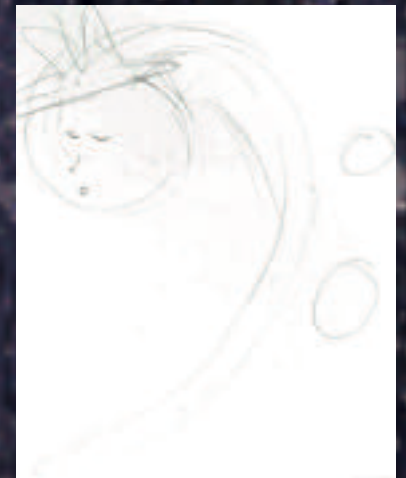
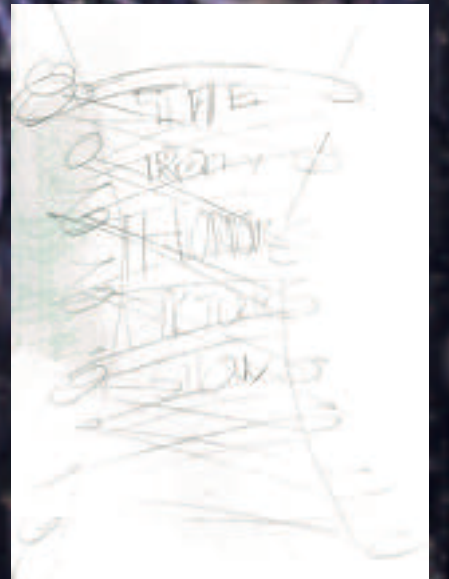
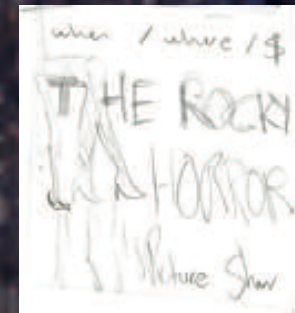
## Typography Composition



## Campus Map



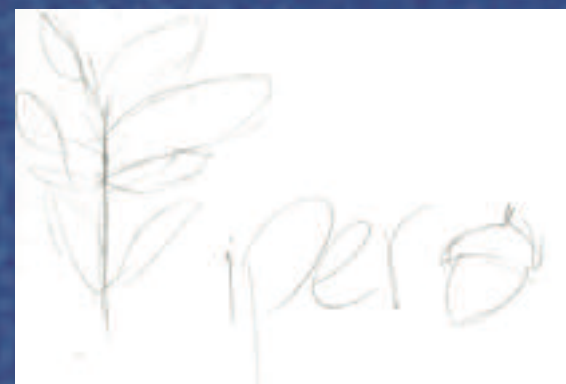
## Poster Series







# Logo Ideations





# *Acknowledgments*

**Thank you so much to Dr. Barnes, a wonderful professor who taught me everything I know about graphic design. And to my family, who always supports my artistic endeavors.**





**Piper Lane Anderson**  
**[piplane@live.unc.edu](mailto:piplane@live.unc.edu)**  
**704-775-3376**