

MICHAEL MORAN

2018 Design Portfolio

Graphic Design
Design for Social Impact

more info and contact:
[morandom.com]

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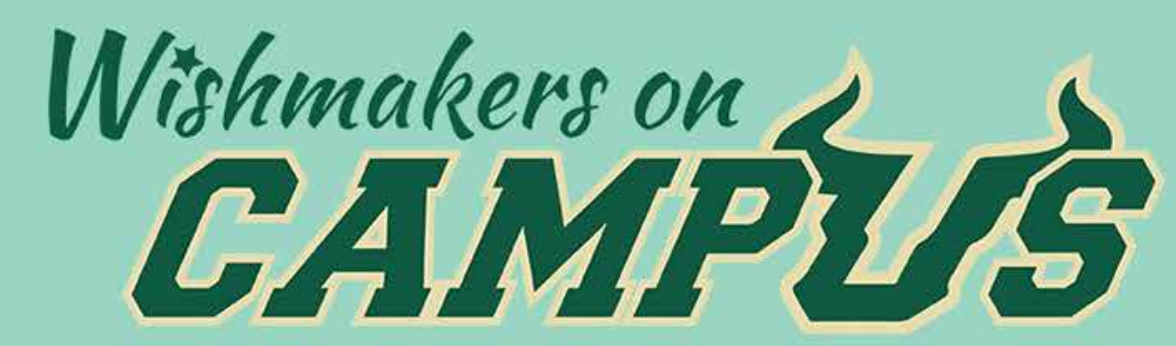
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BRANDING



Everything from logos to full scale branding projects from the last 5 years, these designs are primarily for organizations at the school I am attending, Rice University, while others are affiliated with my high school or local businesses.

- 03 Various Logos
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From left to right: 2017 Rice Womens Resource Center proposed logo, 2015 Common Ground gay-straight alliance logo, 2014 In the Loop Designs jewelry logo, 2015 B Frank Hemp Wicks logo, 2015 Wishmakers on Campus USF Bulls chapter logo, 2017 Rice Office of Multicultural Affairs owl face proposed logo, 2014 SunCoast Solid-Works Users Groups logo, 2016 Faircuts student run business logo, 2013 Technology Student Association high school chapter proposed logo



Moody

Student Collaborative



Moody Student Collaborative Logo

Fall 2016

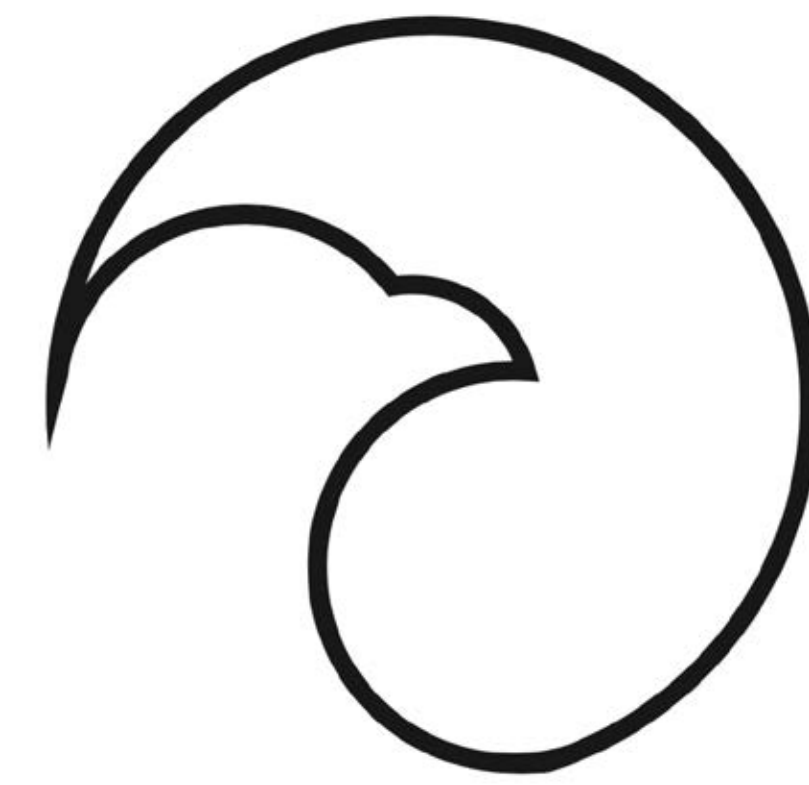
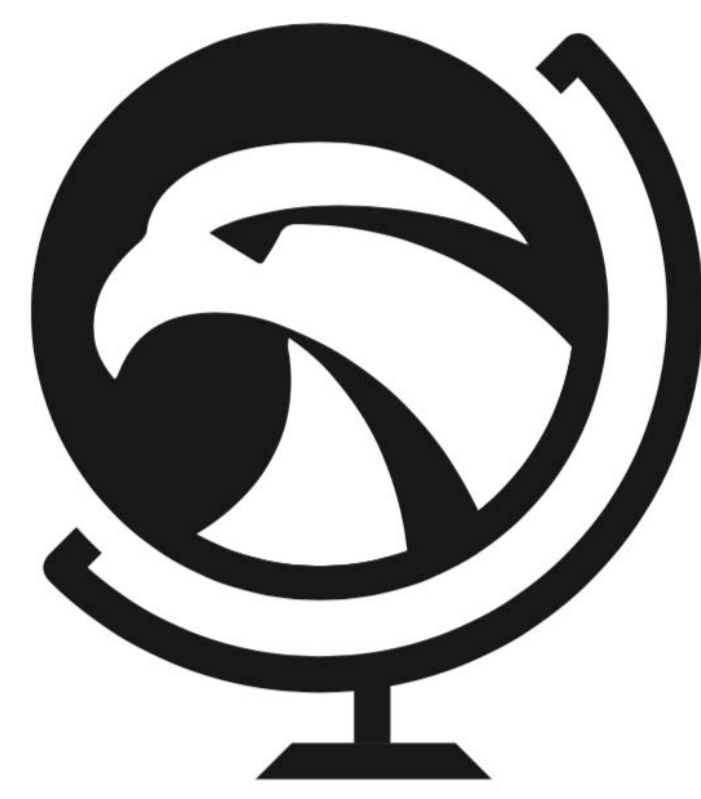
This student organization at my university is working to incorporate students in the new center for the arts being built on campus. The goal of my logo was to combine the essence of the Moody Center with the energy of Rice University students. I achieved this in my design by using the shape of the teardrop in the Moody Center's architecture (pictured below) broken up into 11 sectors. Each of these 11 sectors are colored the colored a different color representing each of the 11 residential colleges on campus. To the right you can see some of the other ideas and iterations for the logo.



Scout
by ForeFlight

Scout
by ForeFlight

Scout
by ForeFlight



Scout
by ForeFlight



Scout
by ForeFlight

ForeFlight Logo

Summer 2017

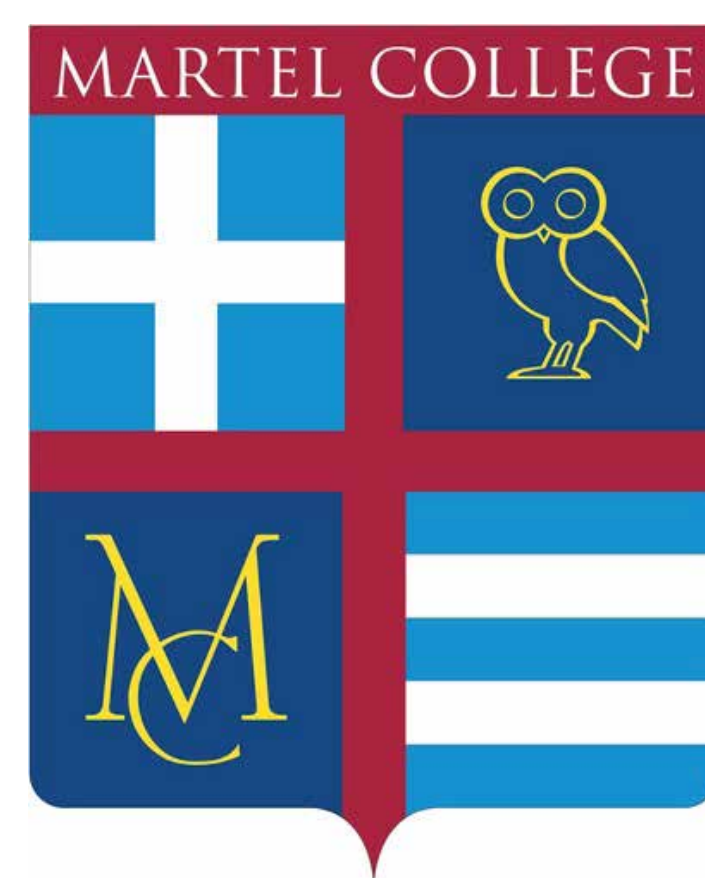
While working as a graphic design intern with the Houston marketing firm, Mouth Watering Media, I worked on a new logo for one of their new client products. These are the iterations that I went through as I worked with the creative director of the firm and the client to decide on the logo for their new flight navigation device.



Martel College Merchandise

Fall 2016

I designed a collection of merchandise to be sold to the people who live at Martel, my residential college, during the Fall of 2016. I started by creating a new "MC" icon that could be used for stickers in hats. This "MC" (standing for Martel College) was a reference to the existing crest (pictured to the right), but given a more contemporary feeling. I then used this icon to design hats and stickers. I also designed baseball t-shirts and shot glasses, which when paired with other items made up the 2016 Fall Collection.



Original Crest



New Logo



Sticker with New Logo

PRINT DESIGN



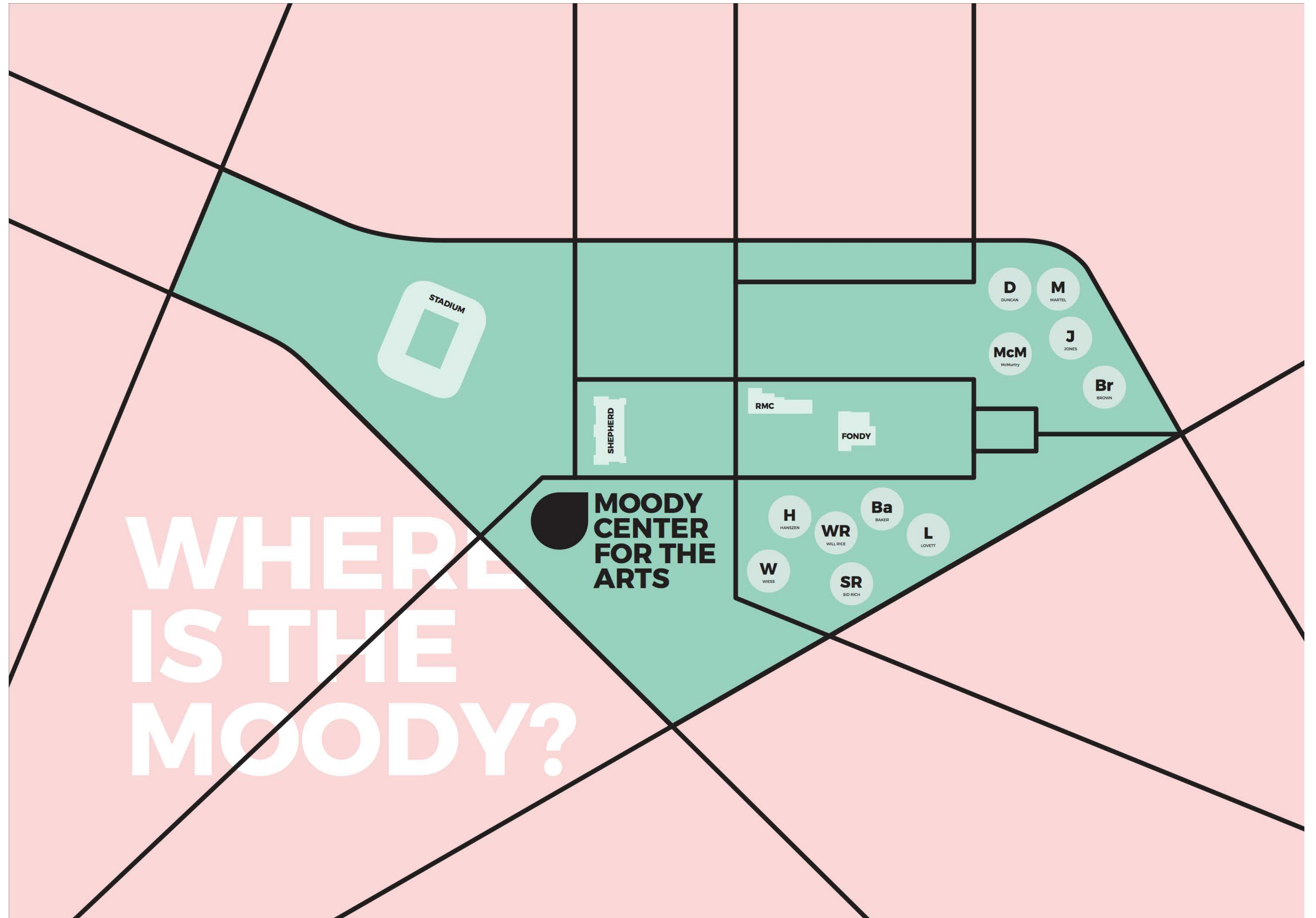
I started doing graphic design when I found a computer in my middle school computer lab with Photoshop installed on it. The first thing I started making was fliers for the Technology Student Association. I still love printed media, and frequently make fliers for concerts, and events around campus.

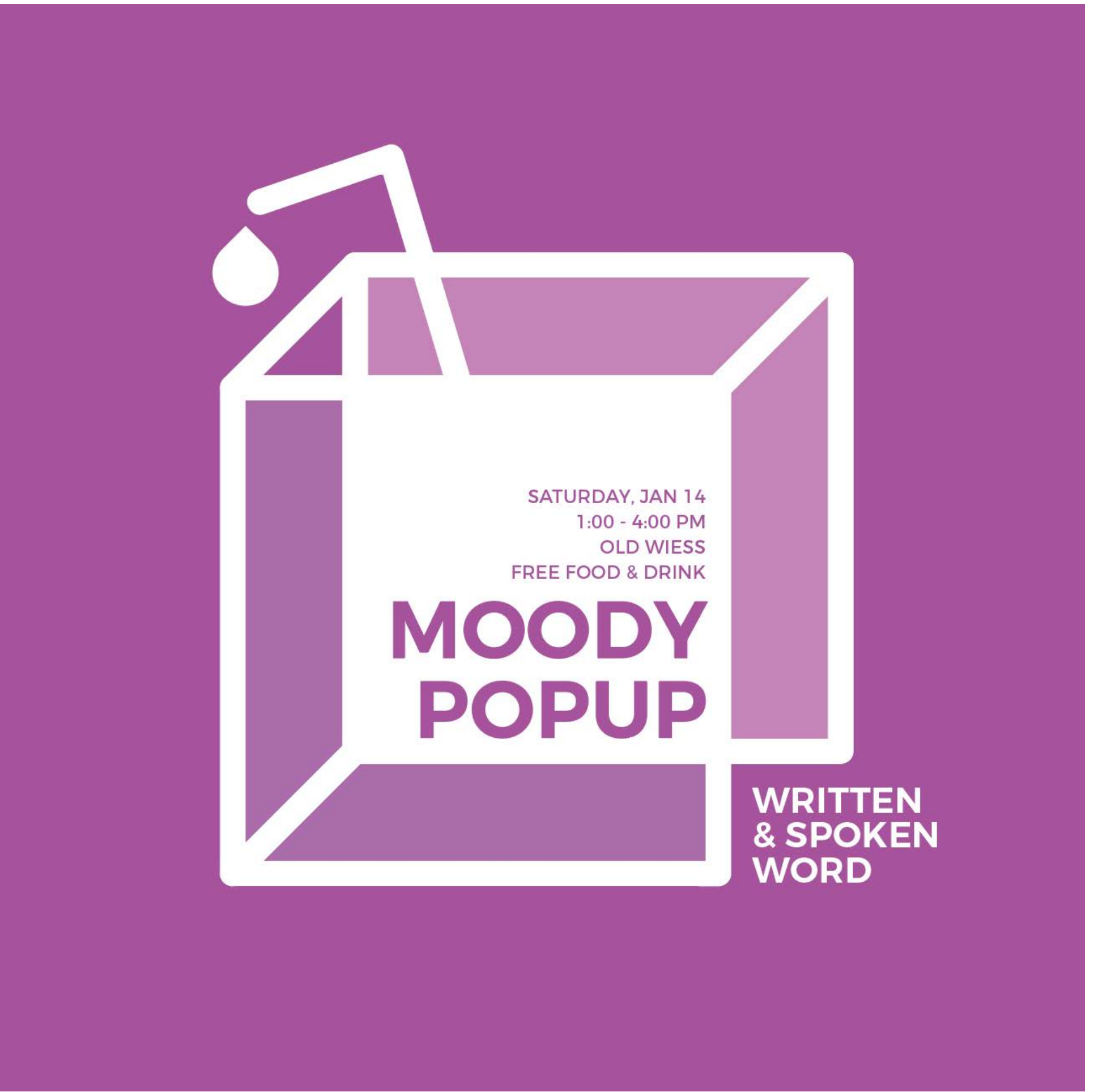
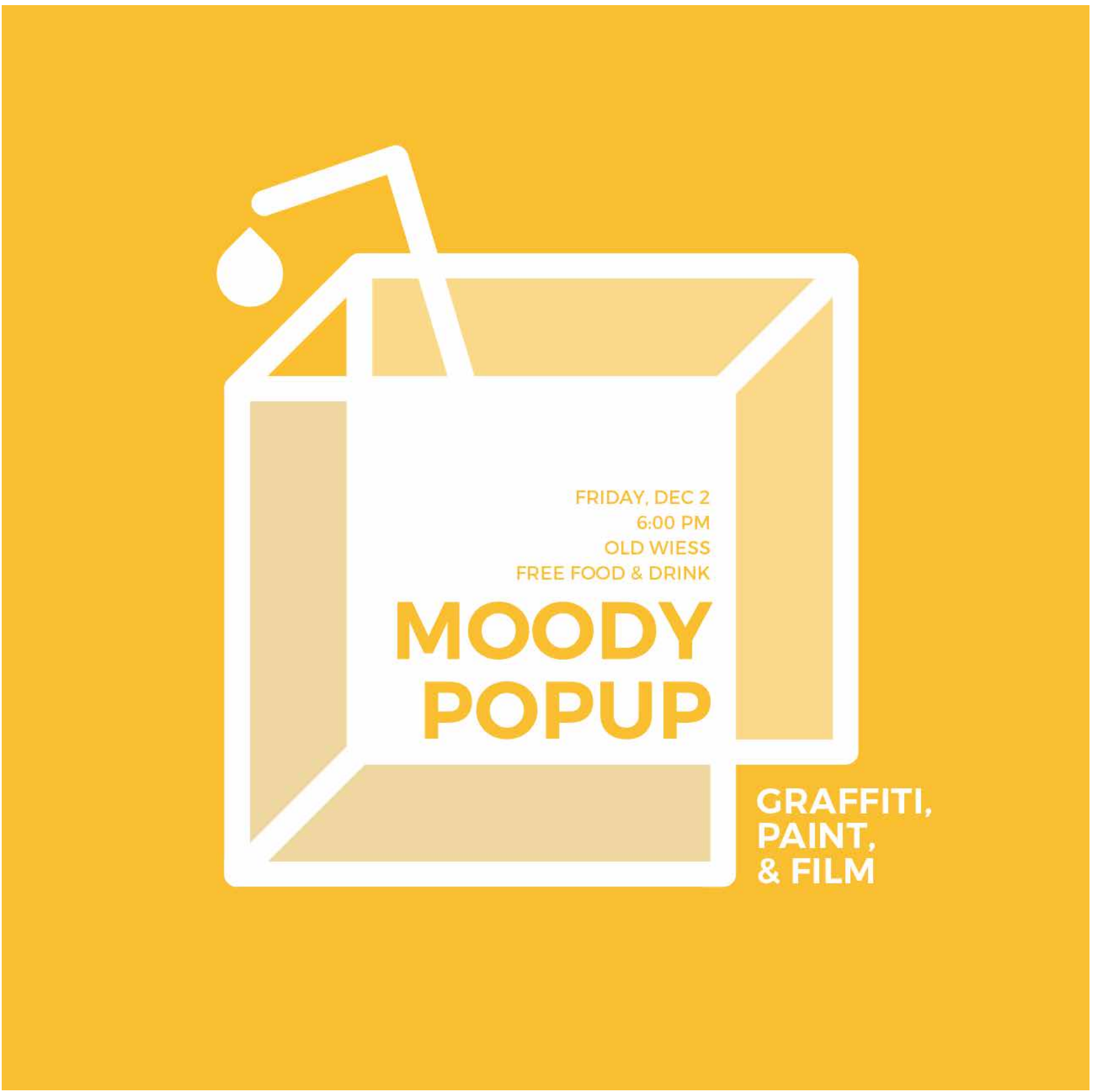
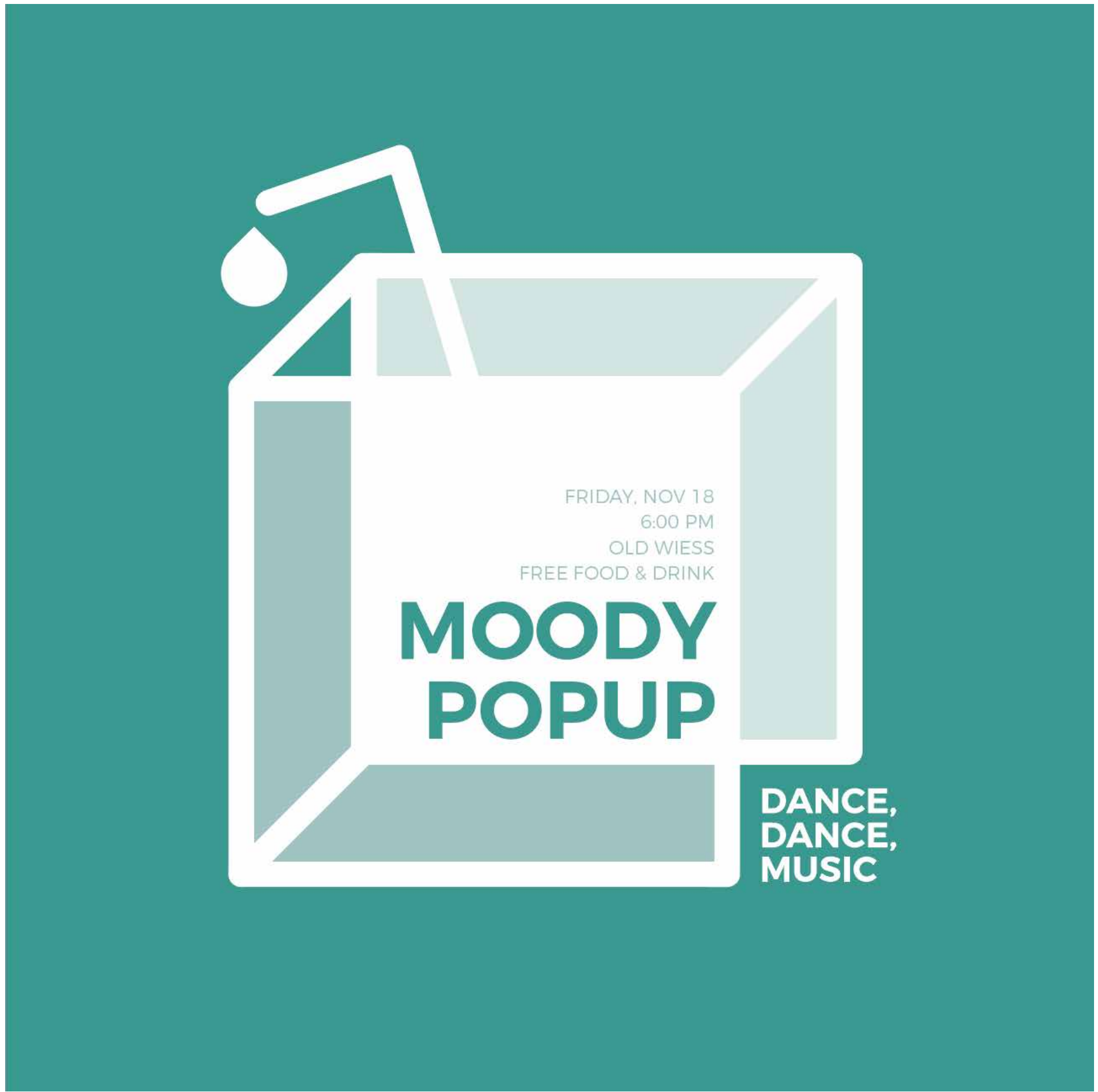
- 08 Moody Location Poster
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Moody Location Poster

Spring 2017

This is a piece that I was commissioned by the Moody Center for the Arts Student Collaborative. The Moody was constructed very far away from most of the dormitories at my university. As such, it was important to show the student body where the Moody is in relation to where they live and other landmarks around campus. This campus was printed out on 36 x 48 inch paper and posted at several locations throughout campus.

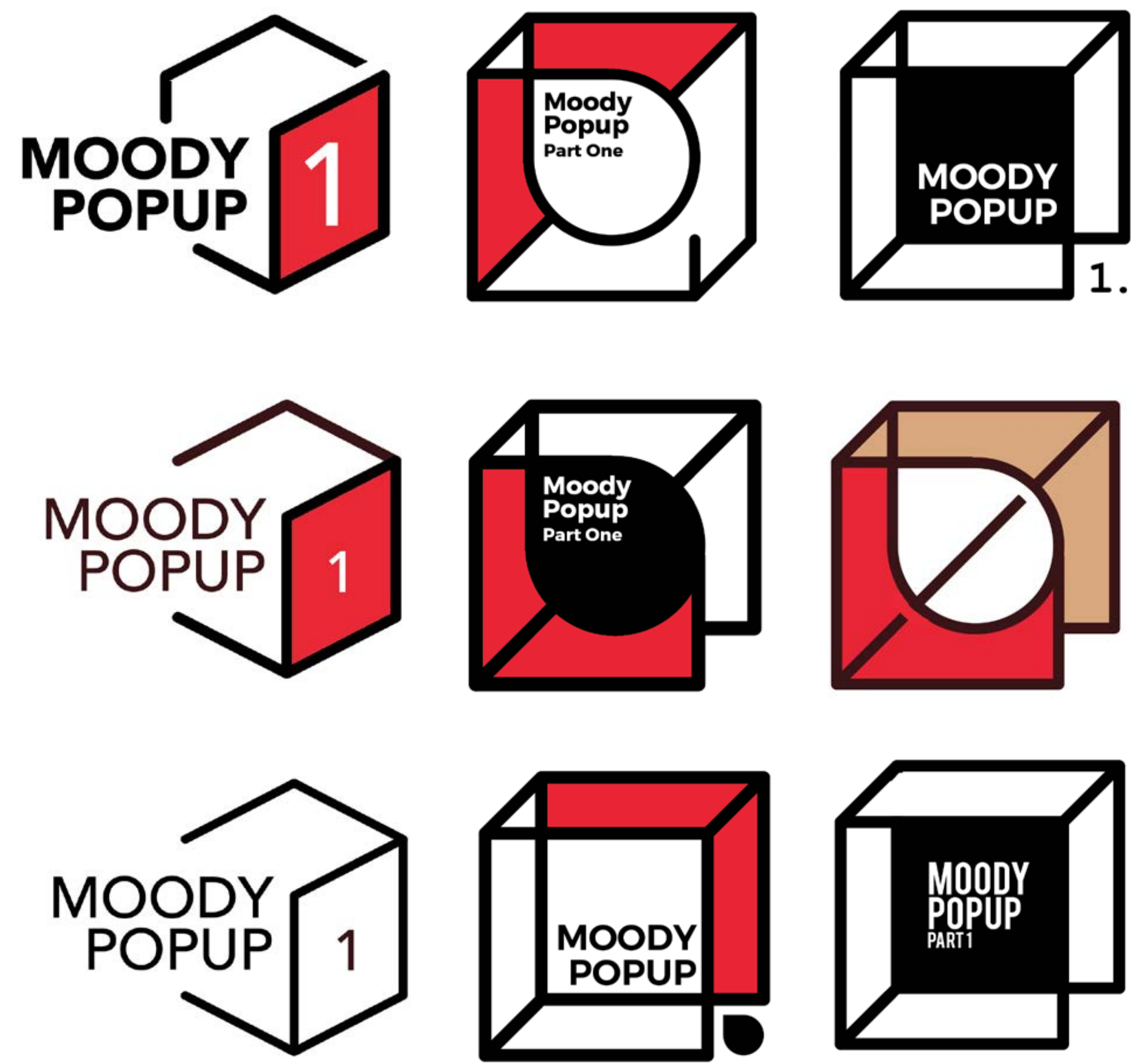




Moody Popup Posters

Spring 2017

I was commissioned by the Moody Center for the Arts Student Collaborative to create a series of posters for their 3 events in celebration of the opening of the center. The events were hosted in a building called "The Juicebox", and each one had a different theme. The graphic that was created was designed to be iconic so that it could be a striking poster when blown up or a recognizable graphic when made into a small sticker. The top right of this page shows some of the early iterations on the theme of a box and the Moody iconography. The eventual decided on graphic uses a straw as a reference to the name of the building with a drop that references the signature architecture of the moody. Further, this straw provided balance to the unique name of each event.





KTRU Outdoor Show Poster

Spring 2017

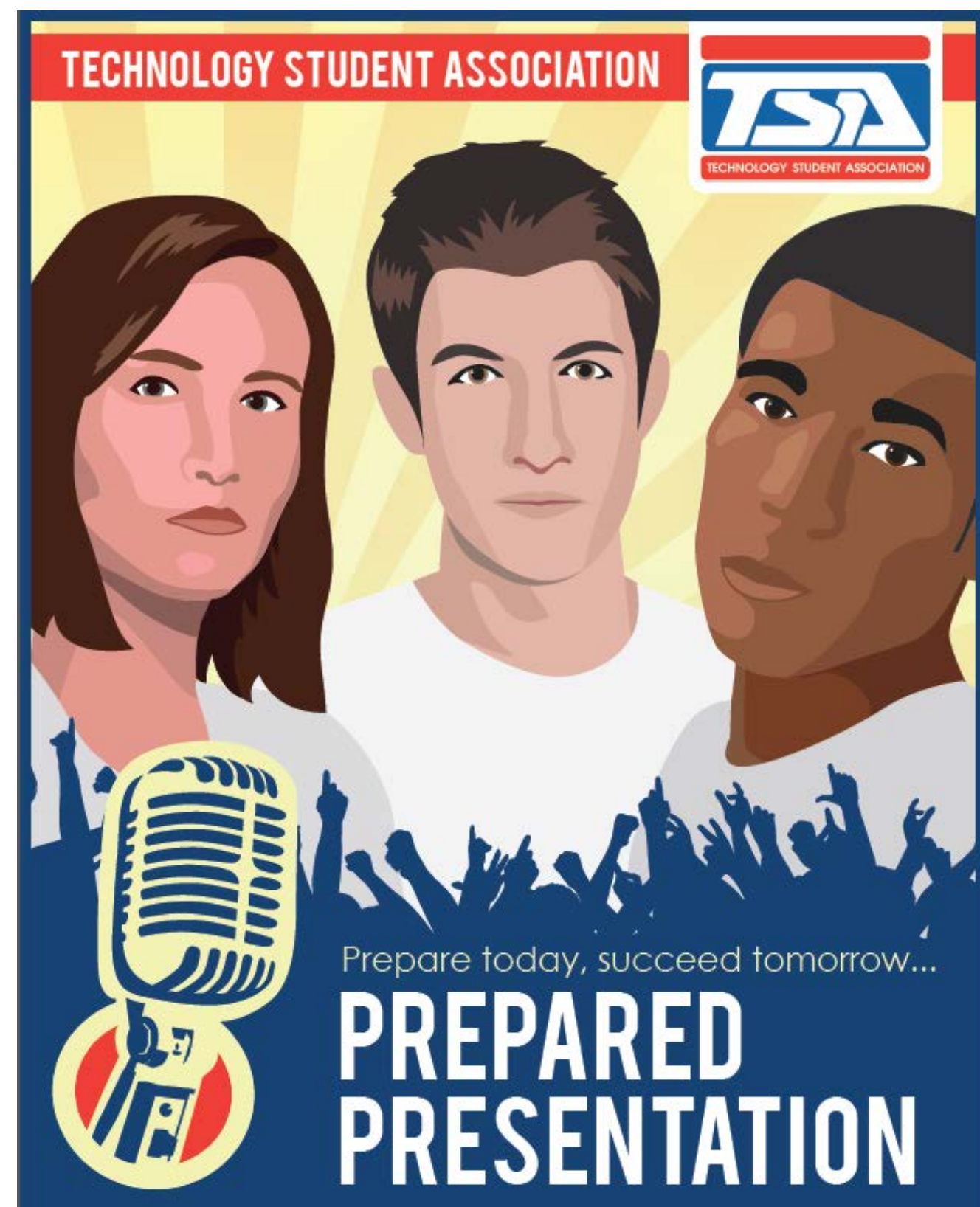
A poster and graphic made for the 50th Annual Outdoor Show hosted at my university by the campus radio station, KTRU. The design is intended to fit in with existing aesthetic of KTRU. The rabbits are the informal mascot of the outdoor (and have been in some way in every year's graphic). In addition, the pineapple is the informal symbol of the radio station.



Technology Student Association

2012-2014

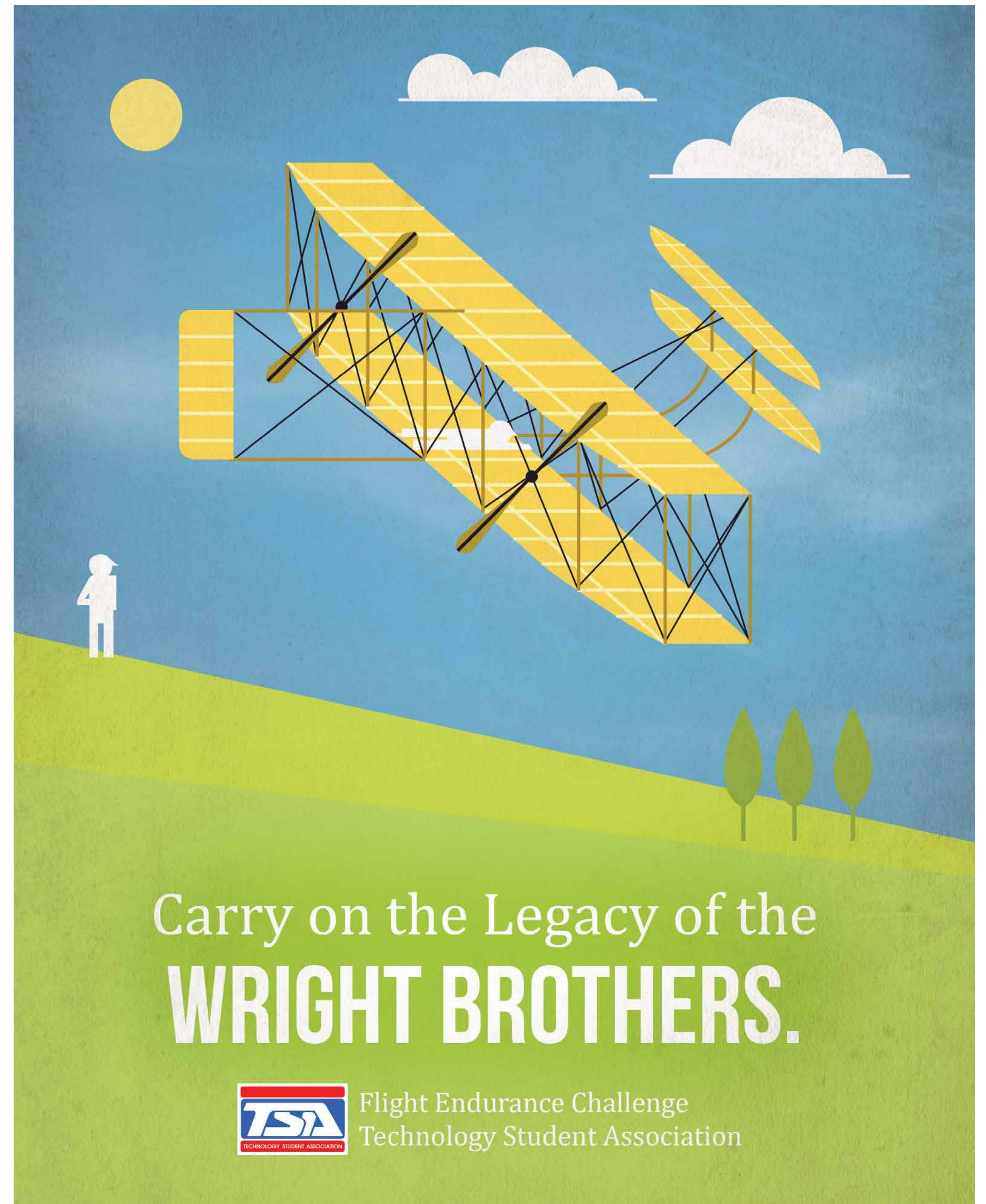
Technology Student Association is a student organization that holds competitions for middle and high school students at the district, state, and national level. These were some of my submissions in the Promotional Graphics competition during high school. Each of these are 8.5"x11" fliers.



Promotional Graphics entry 2012
First Place at District & State Competition



Promotional Graphics entry 2013
First Place at District Competition & Second Place at State Competition



Promotional Graphics 2014
First Place at State Competition




Picture Library Accordion Pamphlet

Fall 2017

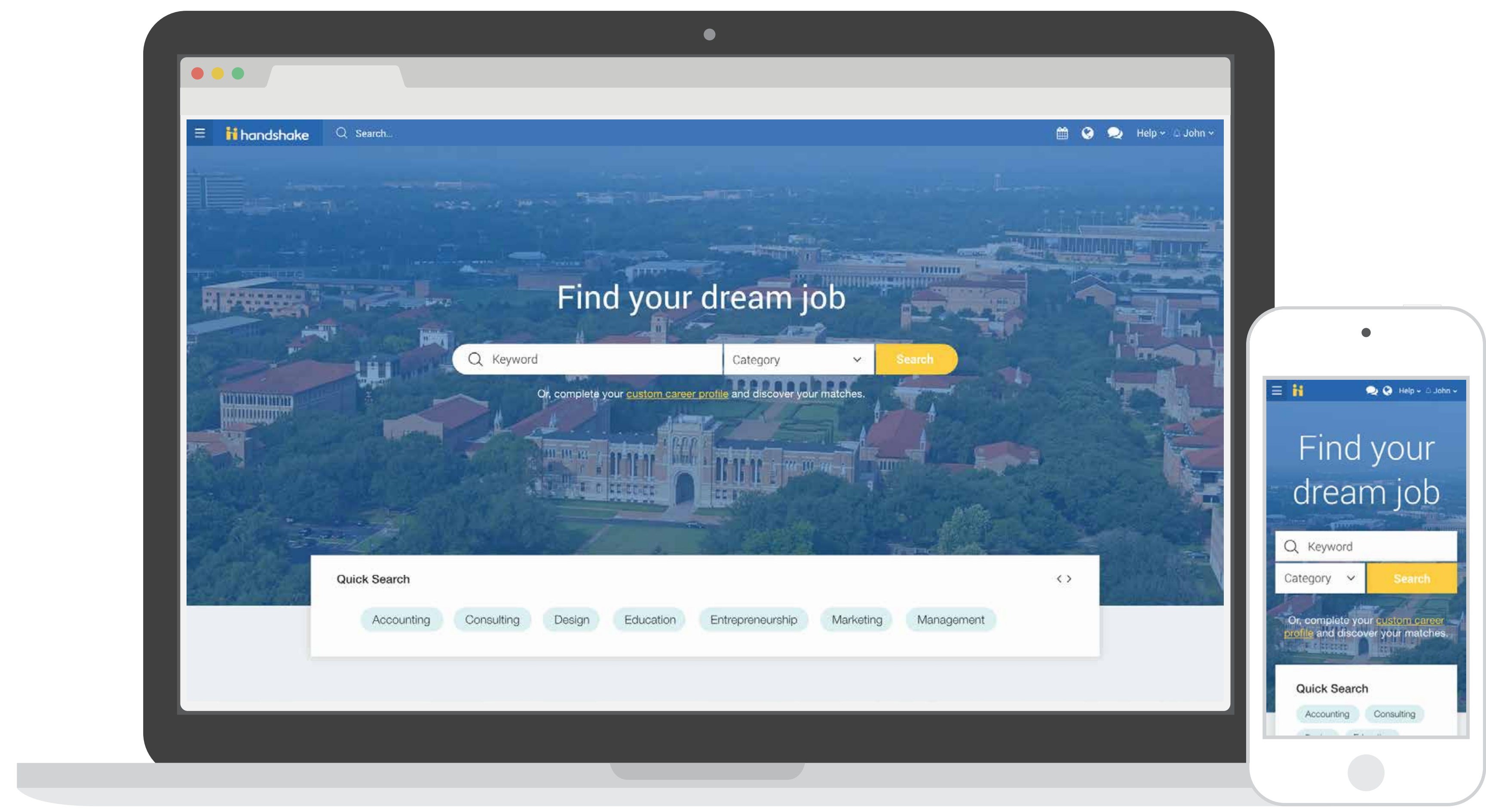
During my semester abroad at Central Saint Martins, I made this with my Information Environments class in the Rotherhithe Picture Research Library. This library was looking for a small pamphlet that could introduce visitors to the library to what they are about. I went through the library and selected 14 categories of content and scanned several images from each category, eventually editing them into this finished 8 panel accordion brochure.

WEB & INTERACTION DESIGN



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- 14 Sarasota Reality Website
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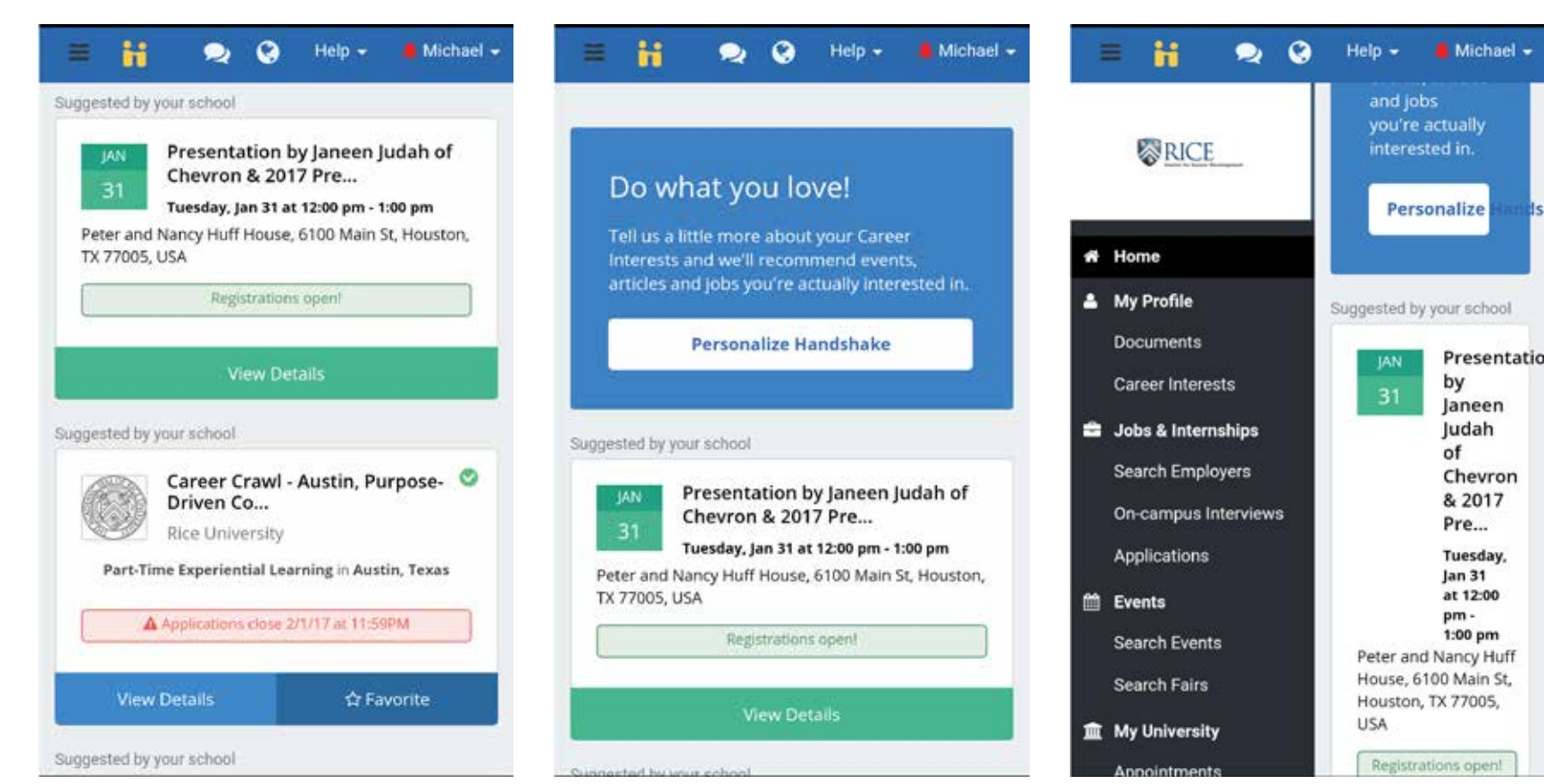


Handshake Website Redesign

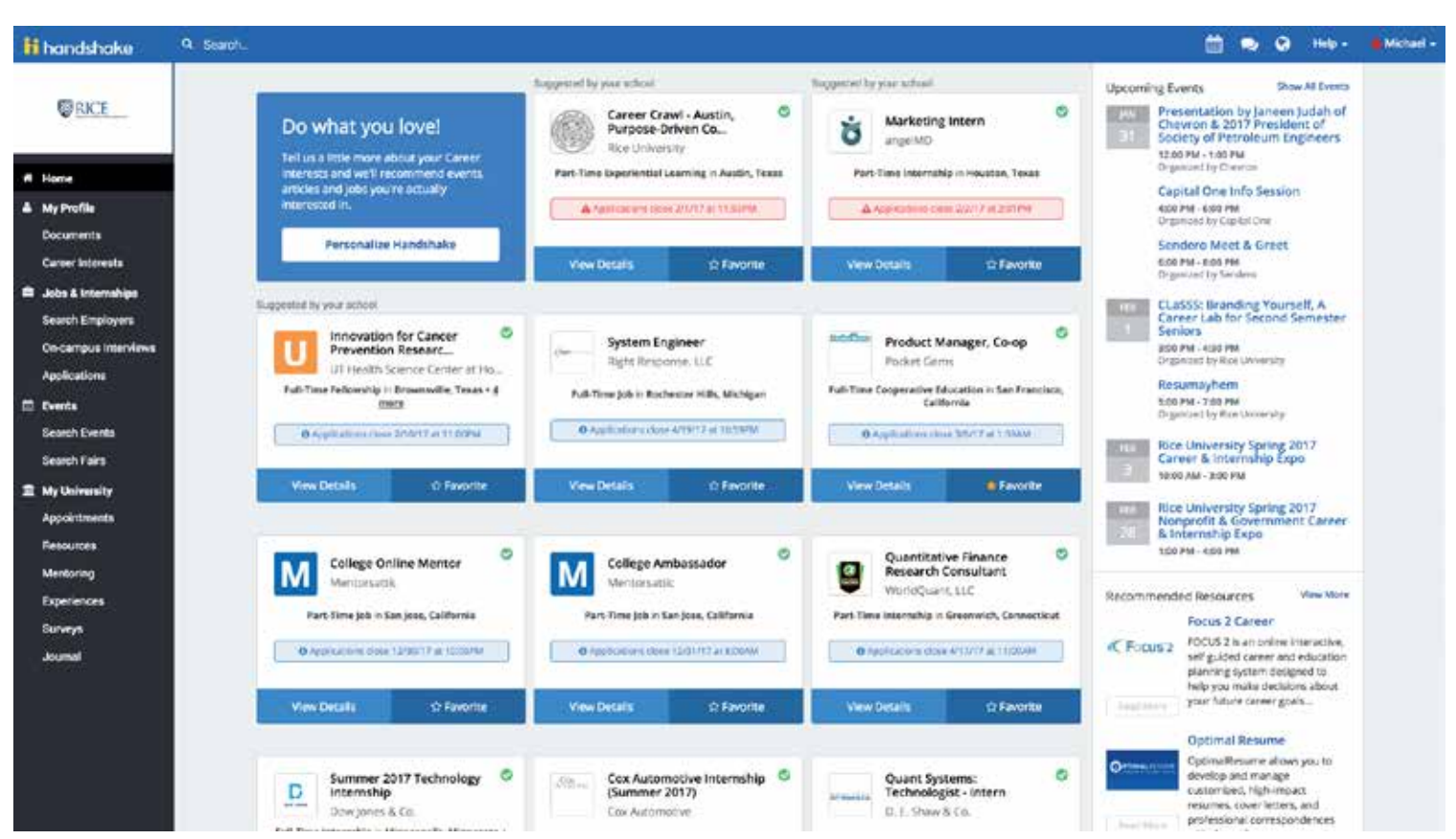
Spring 2017

Handshake is a career matching service that is used by many universities through the United States. I proposed a redesign of the website and mobile application for the KPCB design fellowship. My design sought to bring clarity to users, as well as fix small visual errors.

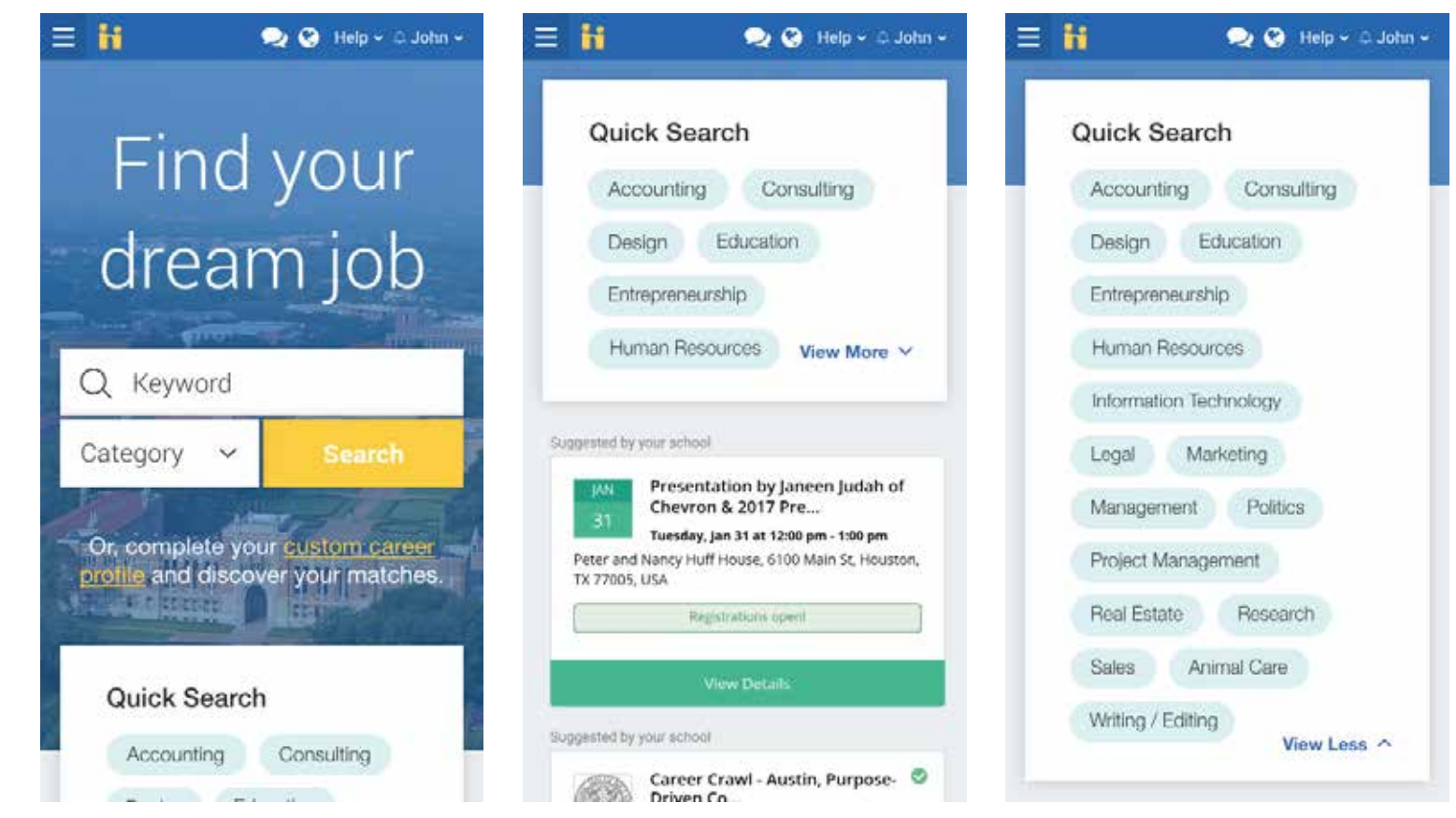
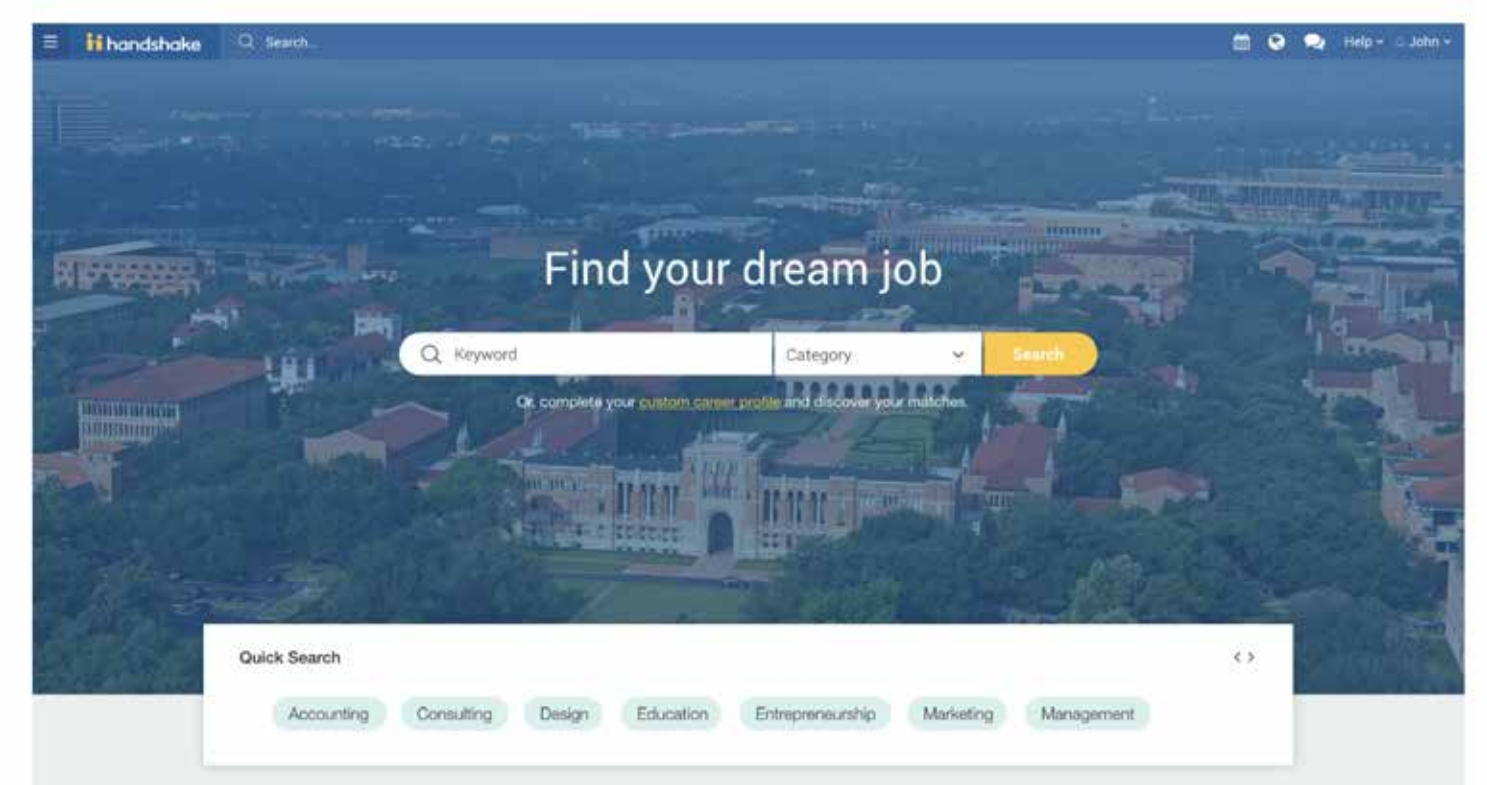
For more on my user research and explanations of all the design choices, visit: [www.morandom.com/kpcb.pdf]



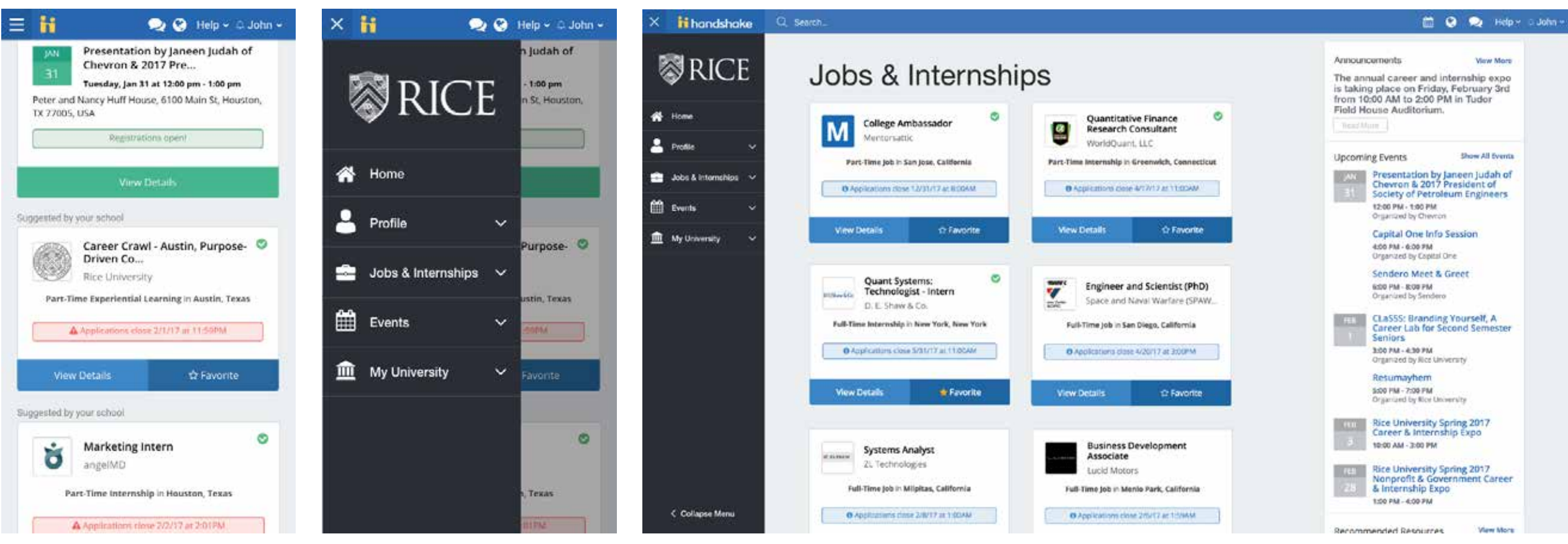
Mobile Before



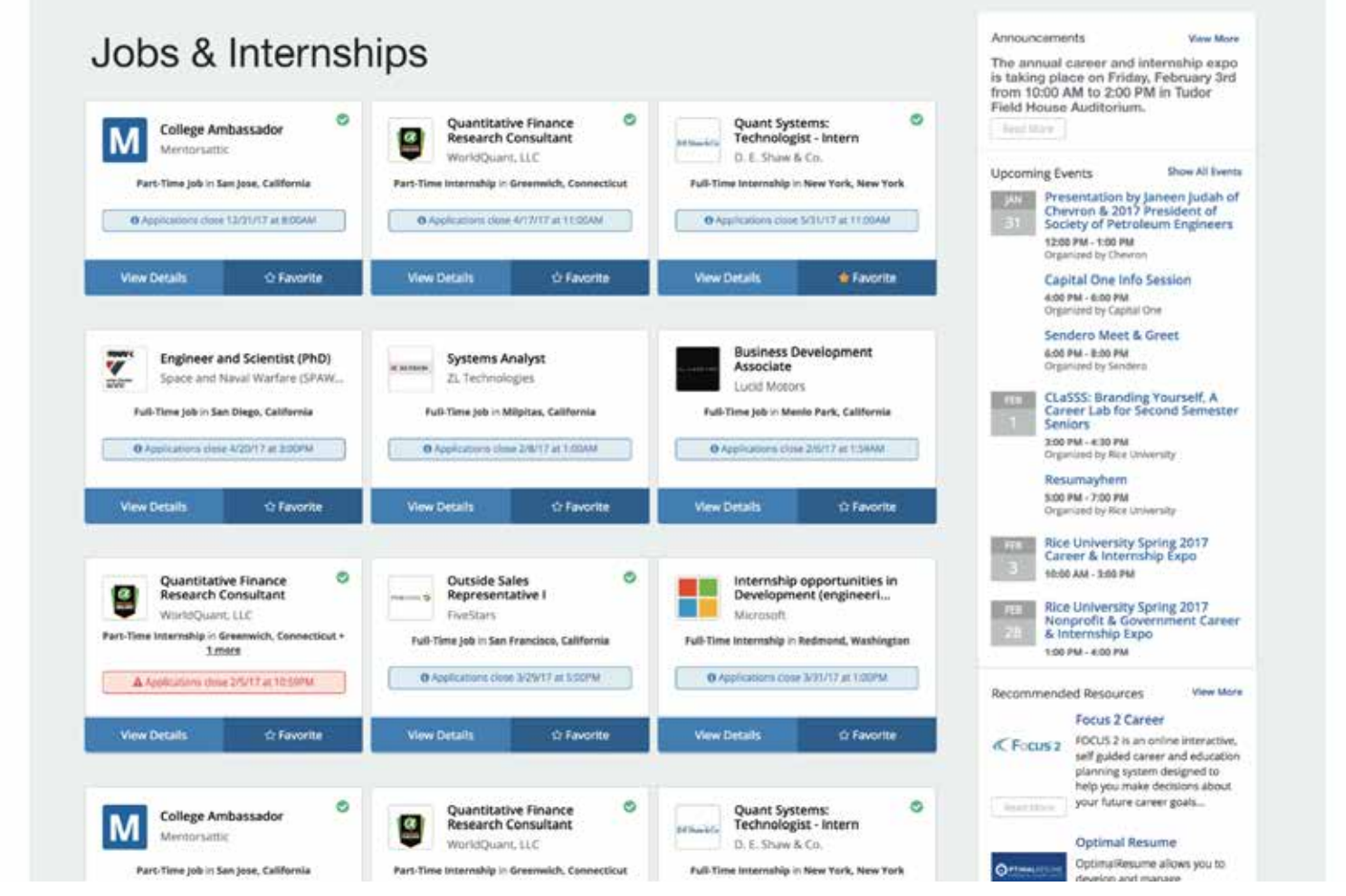
Desktop Before



Mobile After



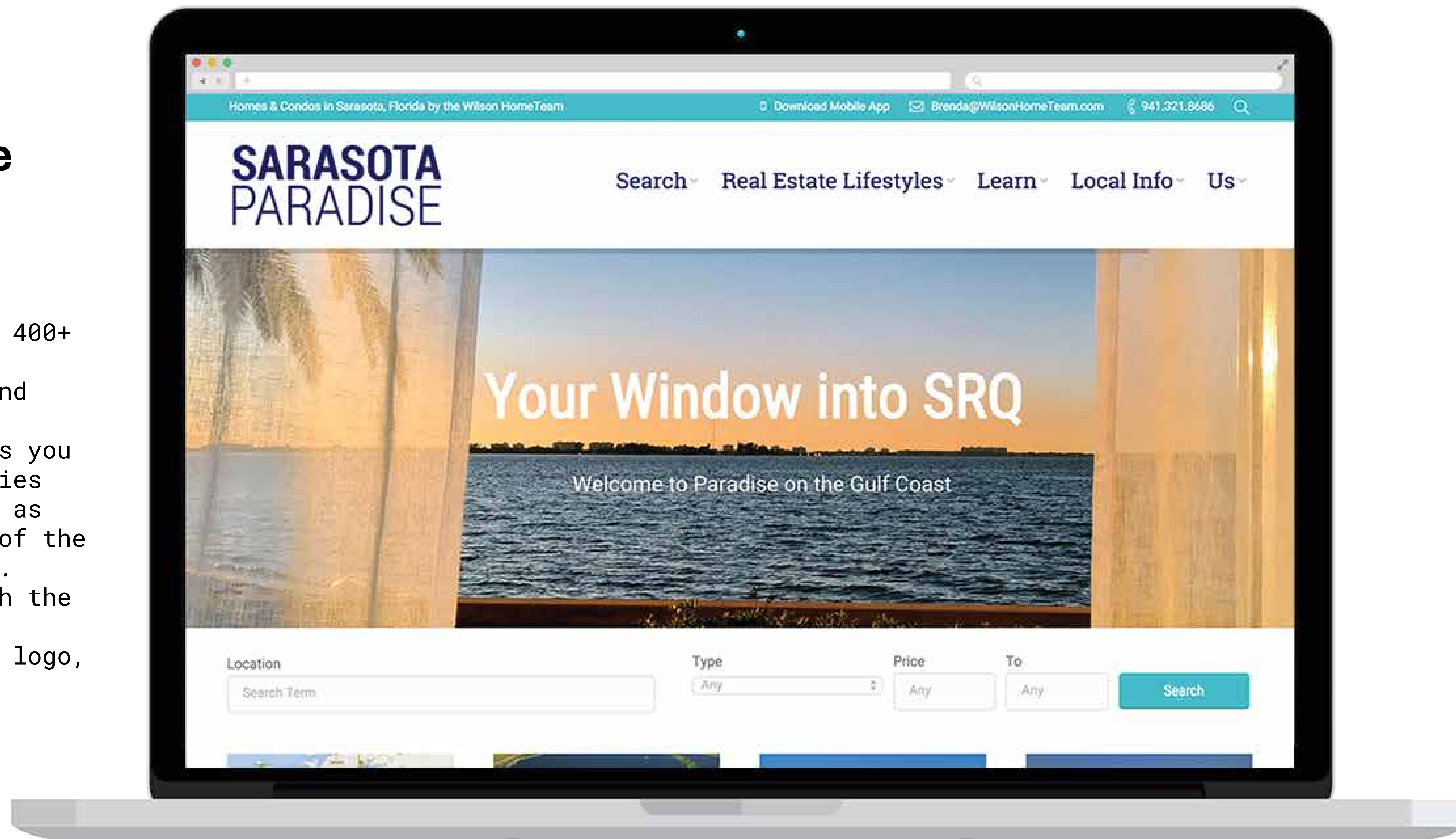
Desktop After



Sarasota Paradise Realty Website

2013 - 2015

SarasotaParadise.com is a 400+ page website that I spent several years designing and developing while in high school. The website allows you to search through properties around Sarasota, Florida, as well as learn about many of the neighborhoods in the area. Furthermore, I worked with the realtors to develop their branding, business cards, logo, and car decals.



See more at [SarasotaParadise.com]

SARASOTA, ISLANDS, BRADENTON, & LAKEWOOD RANCH

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kw KELLERWILLIAMS.
REALTY SELECT

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Each Office Independently Owned & Operated.



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kw KELLERWILLIAMS.
REALTY SELECT

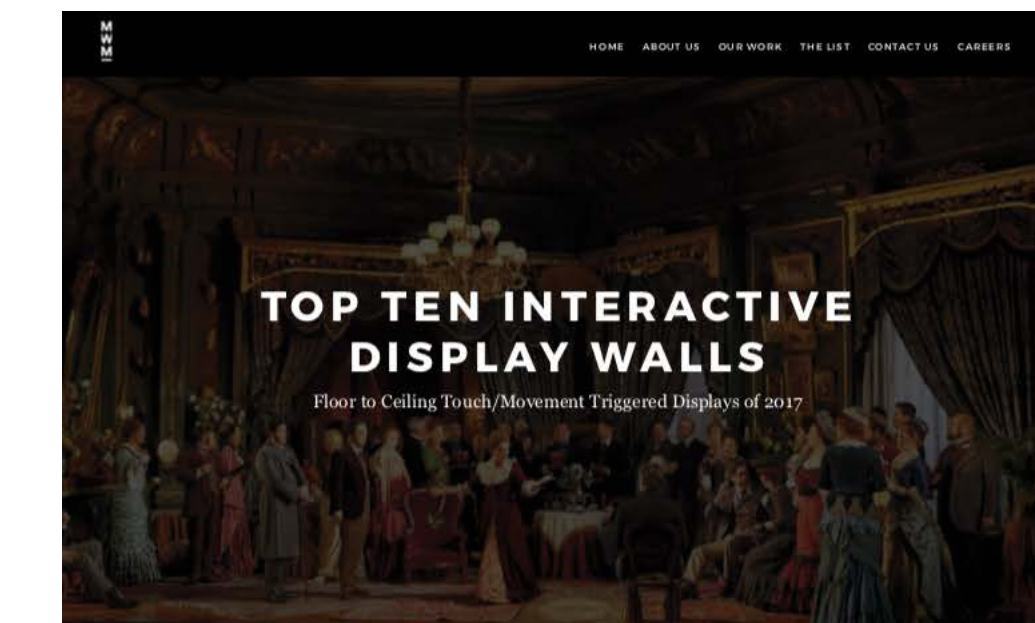
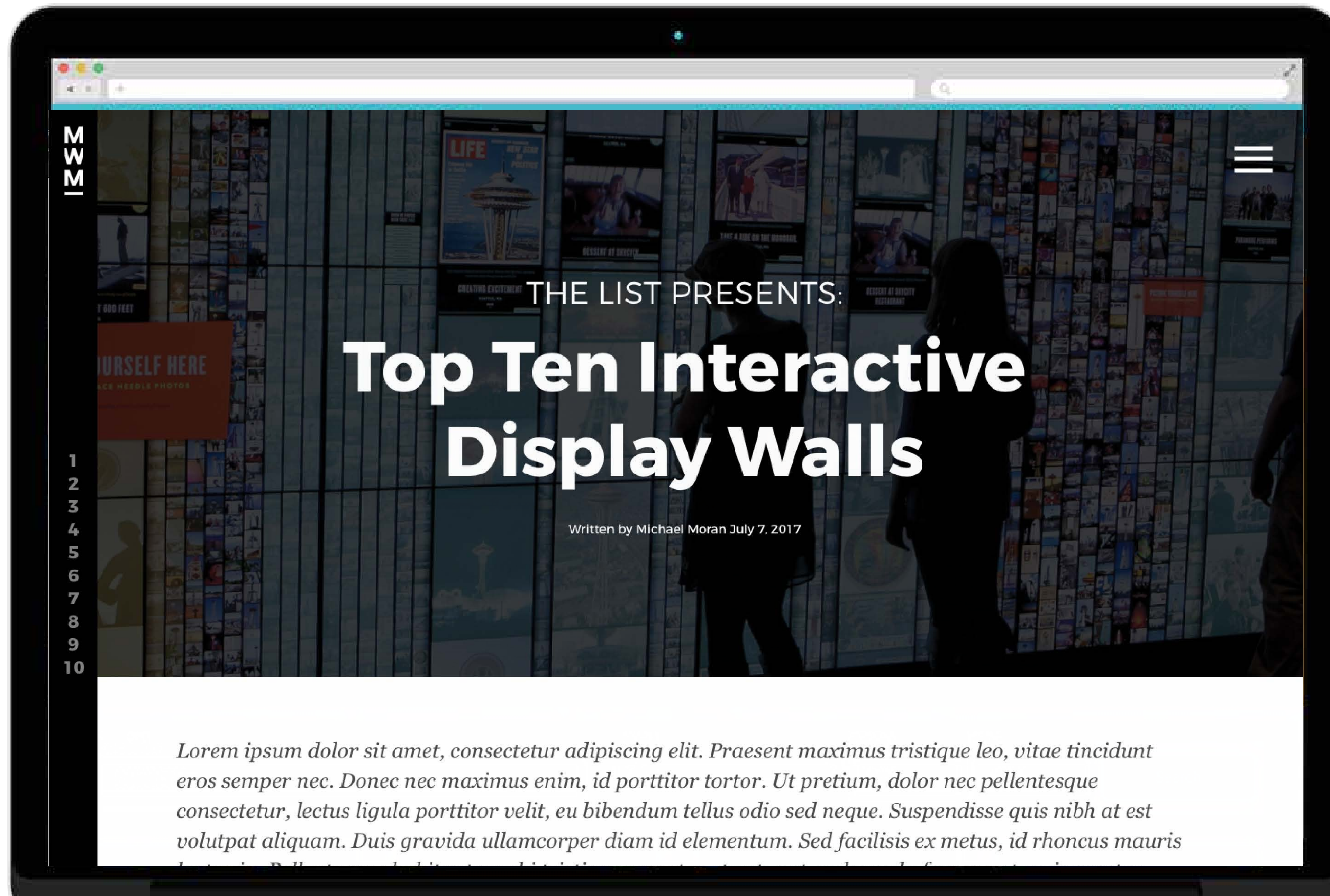
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Each Office Independently Owned & Operated.



“The List” Top Ten List Interface

Summer 2017

The List is a collection of top lists inspired by this Medium post I made while at Mouth Watering Media www.goo.gl/tXqMxS. Mockups are still in concept stages as implementation is in progress.



It is a time when screens have become normalized in our daily lives, a floor-to-ceiling display is a way to get through the clutter and grab someone's attention, whether it be at a museum, a conference or the lobby of an office building.

Digital interactive display walls use TV monitors or projectors and a motion or touch sensor to create large displays that can respond to a user's touch and/or movement. Over the last ten years, these display walls have become more and more popular as the technology that makes them possible is increasingly refined.

Since the rise in popularity of these display walls, several companies have begun offering pre-packaged interactive display experiences. Companies like Luma Play and Praxiom make product systems and walls to make creating custom interactive wall experiences more accessible, while other companies like L&L and NYON are providing these experiences specifically for schools. Although this approach may be an affordable way to bring an interactive display to life, the most innovative walls are often custom built. Below is my list of the top 10 interactive display walls built to date, followed by honorable mentions.

10 GOOGLE'S ANY PIXEL LIGHT WALL



This wall was built in 2016 by Google Creative Lab for its NYC office lobby using 3,000 light up arcade buttons and AnyPixel.js, an open source software and hardware library.

10 TERRELL PLACE VIDEO WALL



Built by ESK Design in 2016 for the wall of the Terrell Place building lobby in Washington D.C., this wall responds to the movement of nearby people. The seamless video, 15 feet tall and 80 feet wide, is powered by a custom array of nearly 2 million LEDs hidden in acrylic diffuser layers. The motion response is made possible by 15 ceiling-mounted sensors with infrared cameras and a software program that runs on OpenCV.

watch mockup site interactions: [<http://youtu.be/z4HwvZnbCtQ>]

DESIGN FOR AMERICA



Design for America is a student organization on Rice University's campus seeking to make social impact on the Houston community through human-centered design thinking. Our studio works on semester long projects in interdisciplinary teams. I work as a studio lead, scoping projects and managing the progress of our 7 teams, and teaching human-centered design practices throughout the semester.

18 Hermann Park Installation
19 Participatory Budgeting



Full size prototype at the reflection pool in Hermann Park

Hermann Park Installations

Fall 2016

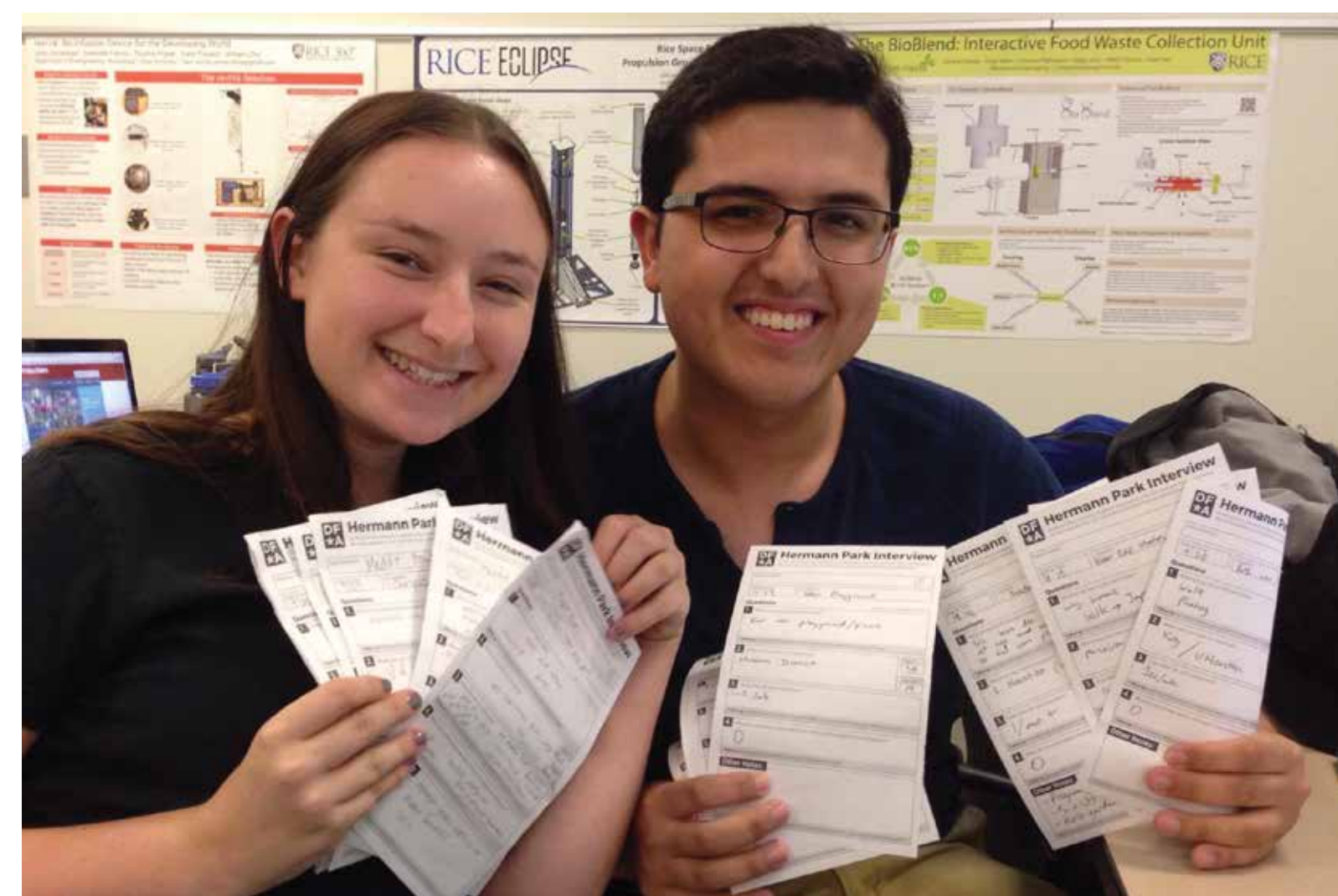
Collaborators: Phillip Hedayatnia, Maddie Bowen, and Claire Peng

During Fall Semester of my sophomore year I led a team that partnered with Hermann Park Conservancy in order to create a series of installations that tell the story of the hundred year transformation of Hermann Park.

When we first met with our client, they had tasked us with making a "kiosk" that would generate interest and increased membership at the Hermann Park Conservancy. In order to better understand who we were designing for as well as the nature of the problem, we conducted 50+ user interviews in various parts of the parks, at several different times and days of the weeks. Having immersed ourselves in the problem, we reframed the problem originally given to us by the Conservancy: **How can we engage Hermann Park patrons with the story of the 100-year transformation of the park?**

With a clear problem statement, we began the brainstorming process. After deliberation and presenting to Hermann Park Conservancy, we decided to move forward with a design that emulates an easel with an empty picture frame in the center to highlight a current element of the park. Below the frame would be a panel that could explain the background and context of the showcased element.

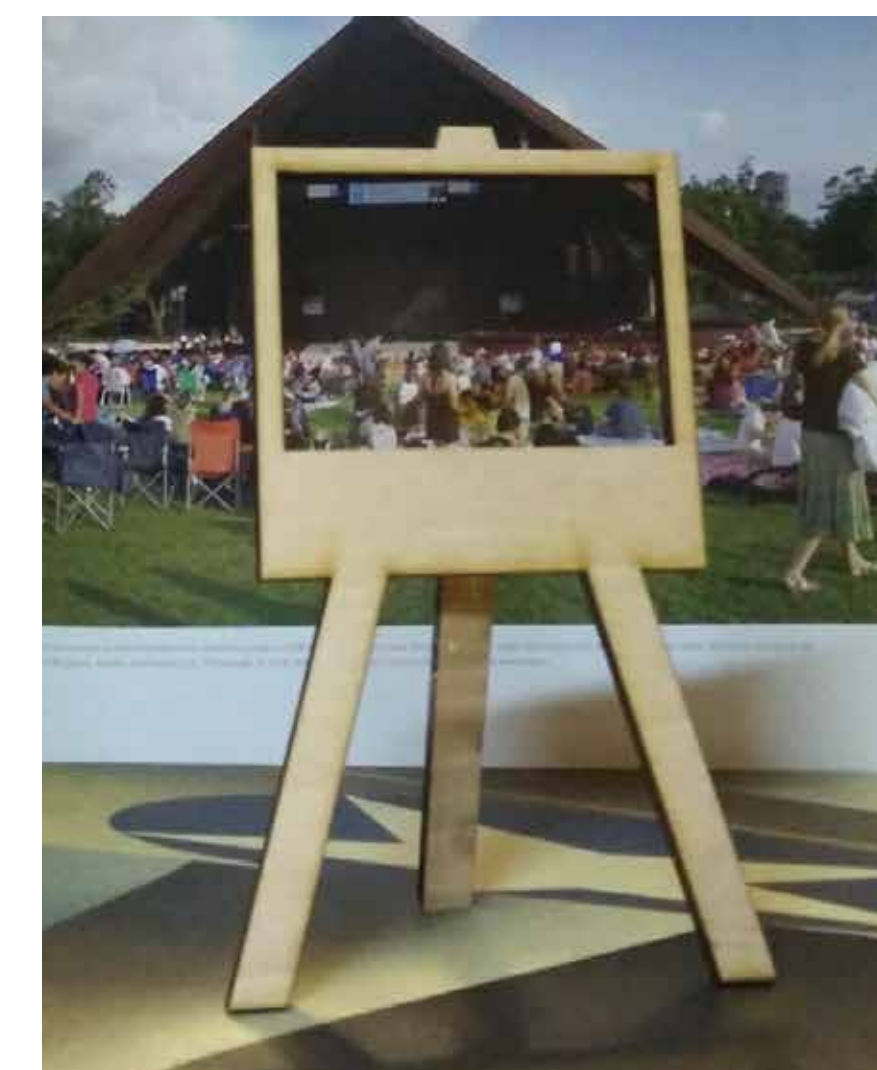
We have presented the concept to the Herman Park Conservancy board of directors and have been given \$5,000 to manufacture 3 full size versions. See more and stay up to date with the project: [morandom.com/hermannpark.html]



Phil and Maddie with the forms from the interviews they verbally conducted in the park earlier that day



All of our initial ideas on sticky notes sorted on a 2-dimensional scale of feasibility vs. impact



3-legged and 4-legged laser cut prototypes



Claire demonstrating the interactivity of the full size prototype in Centennial Gardens

Participatory Budgeting

Spring 2016

Collaborators: Christina Hahn, Jake Peacock, Robyn Torregrosa

During Spring Semester of my freshman year I worked on a team partnered with January Advisors in order to develop a new participatory budgeting system for Houston.

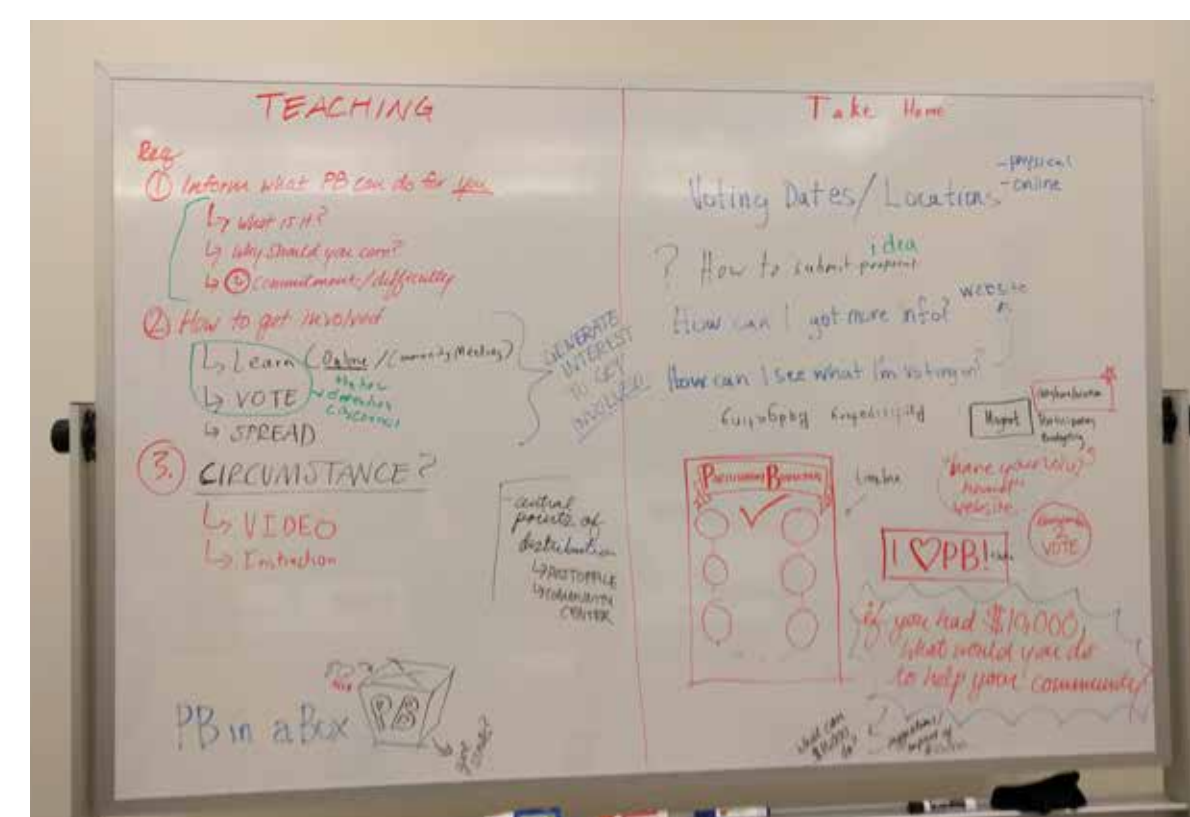
We began by meeting with our community partner, January Advisors, and selecting a community on which we can prototype the system (eventually deciding on Bellaire). We quickly became experts on everything related to participatory budgeting, understanding what it is, and where it is being used around the nation. In short, participatory budgeting is a system that gives citizens control over a segment of public spending.

After deliberating with the community partner, we decided to tackle the problem of awareness of participatory budgeting in the Bellaire community. Or more specifically: **How can we simplify and communicate the PB process so various users in Bellaire have the understanding, ability, and incentive to participate?**

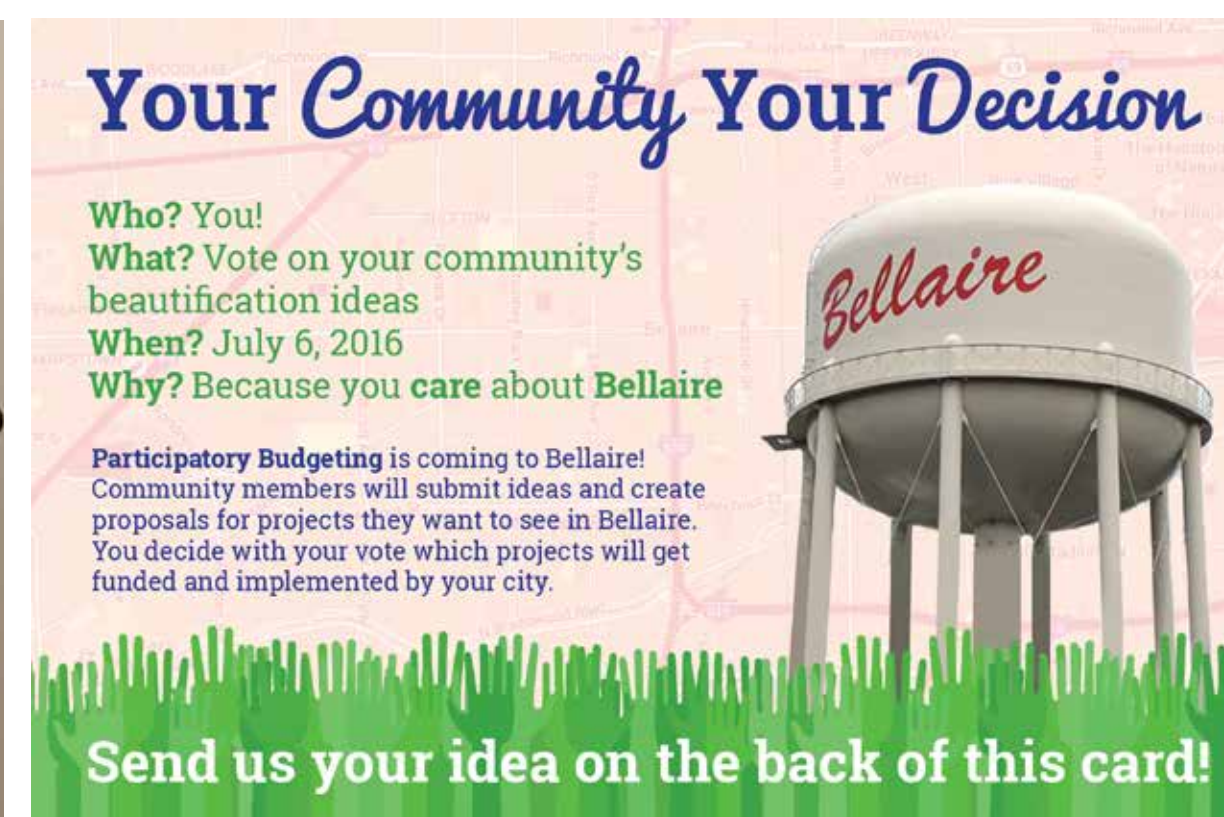
After brainstorming several possible ways of responding to this problem statement, we settled on making a card that can be mailed to Bellaire residents. We made prototypes and brought them to a Bellaire for resident interviews. From these interviews, we discovered that the water tower was not a source of pride, the colors did not make a lot of sense, and the wide open space on the back did left the user feeling overwhelmed and unsure of what to put down. As a result, we replaced the water tower with a vector of the trolley in the center of the town and gave the user more direction on the back of the card. To learn more about the project and our process visit: [morandom.com/participatorybudgeting.html]



Final prototype printed out and ready for distribution



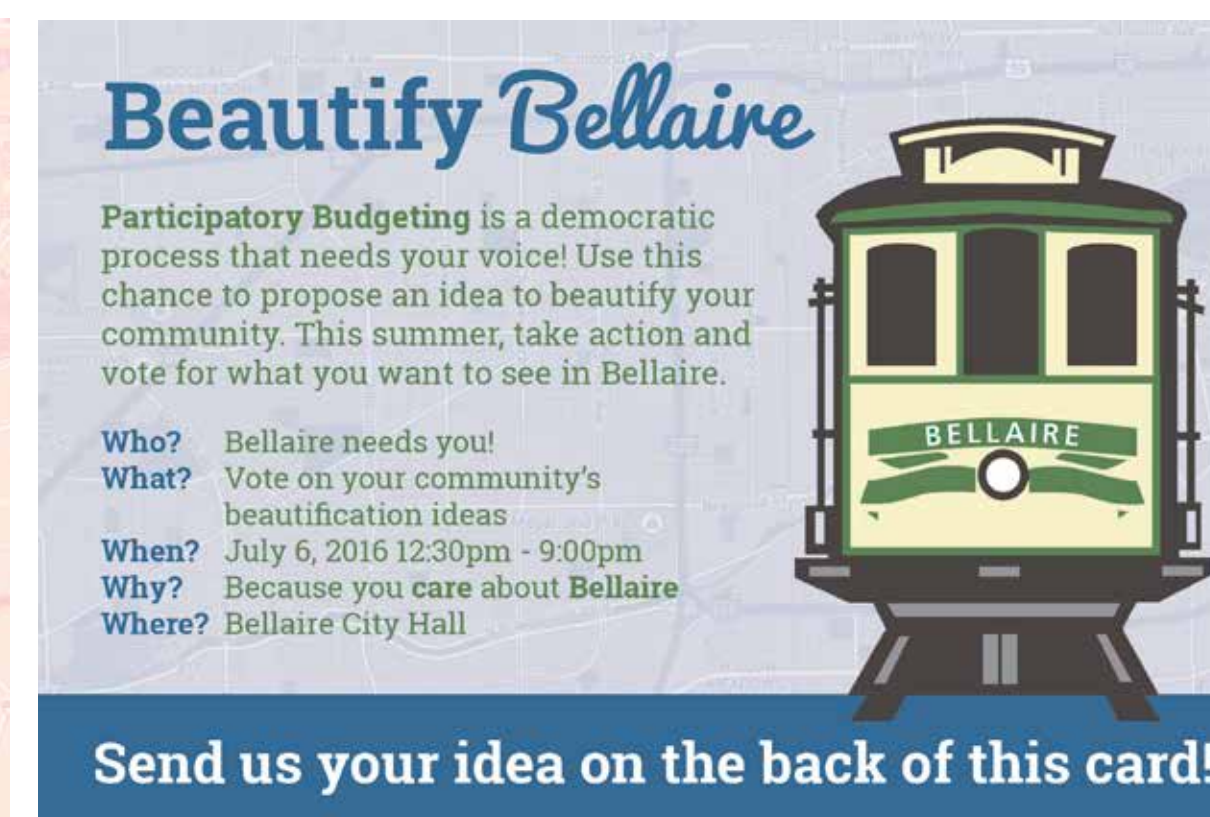
Results of initial brainstorming



Prototype 1.0: Front



Prototype 1.0: Back



Prototype 2.0: Front



Prototype 2.0: Back

HOUSTON URBAN DESIGN



Urban design combines my interests in design and sociology (my major at Rice). The ways that people organize themselves in physical space is often reflective of greater social and political structures. Rice's Anderson School of Architecture and Urban Sociology classes have given me a basis for the following investigations of space and place in Houston.

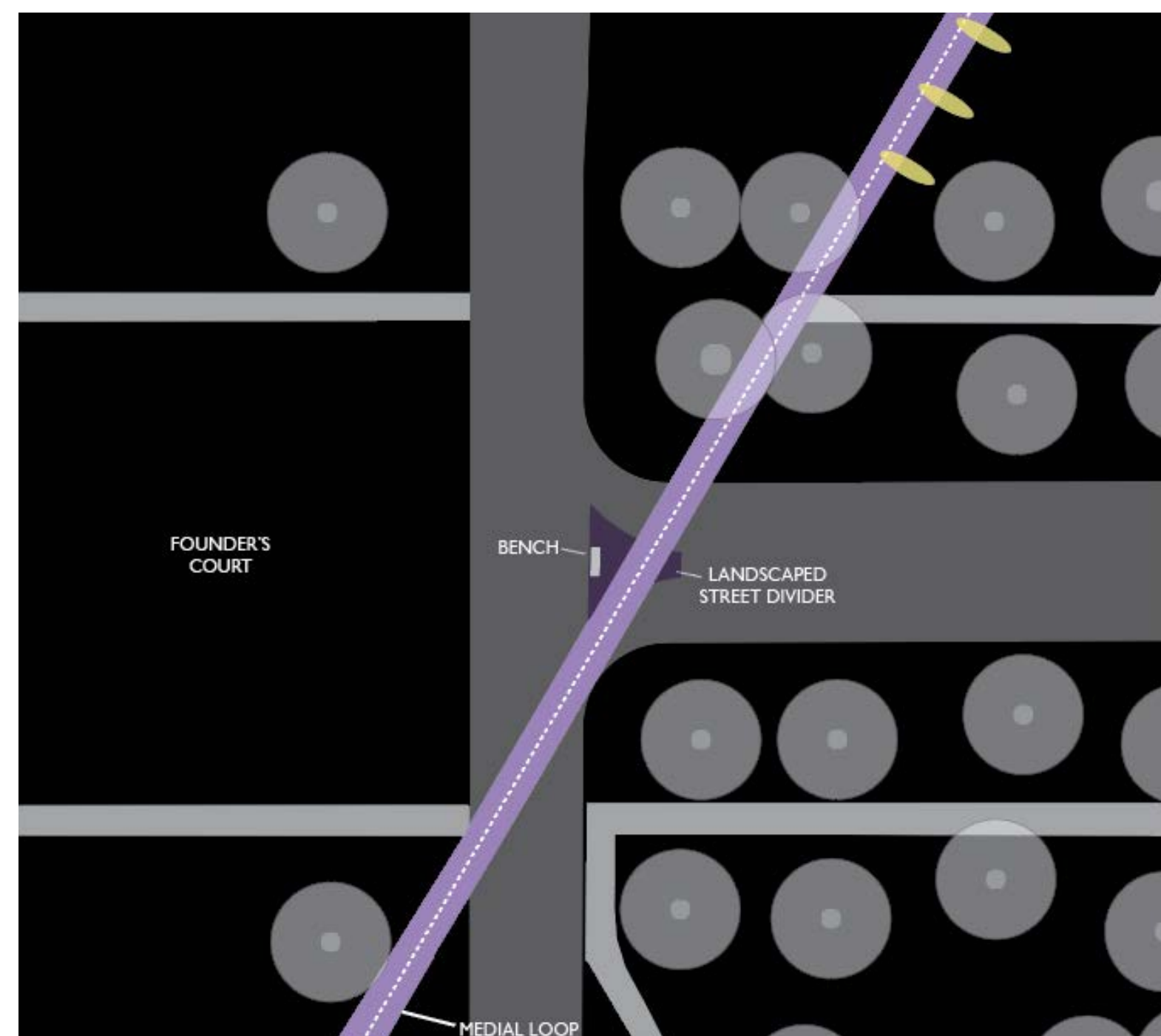
- 21 Rice Medial Loop
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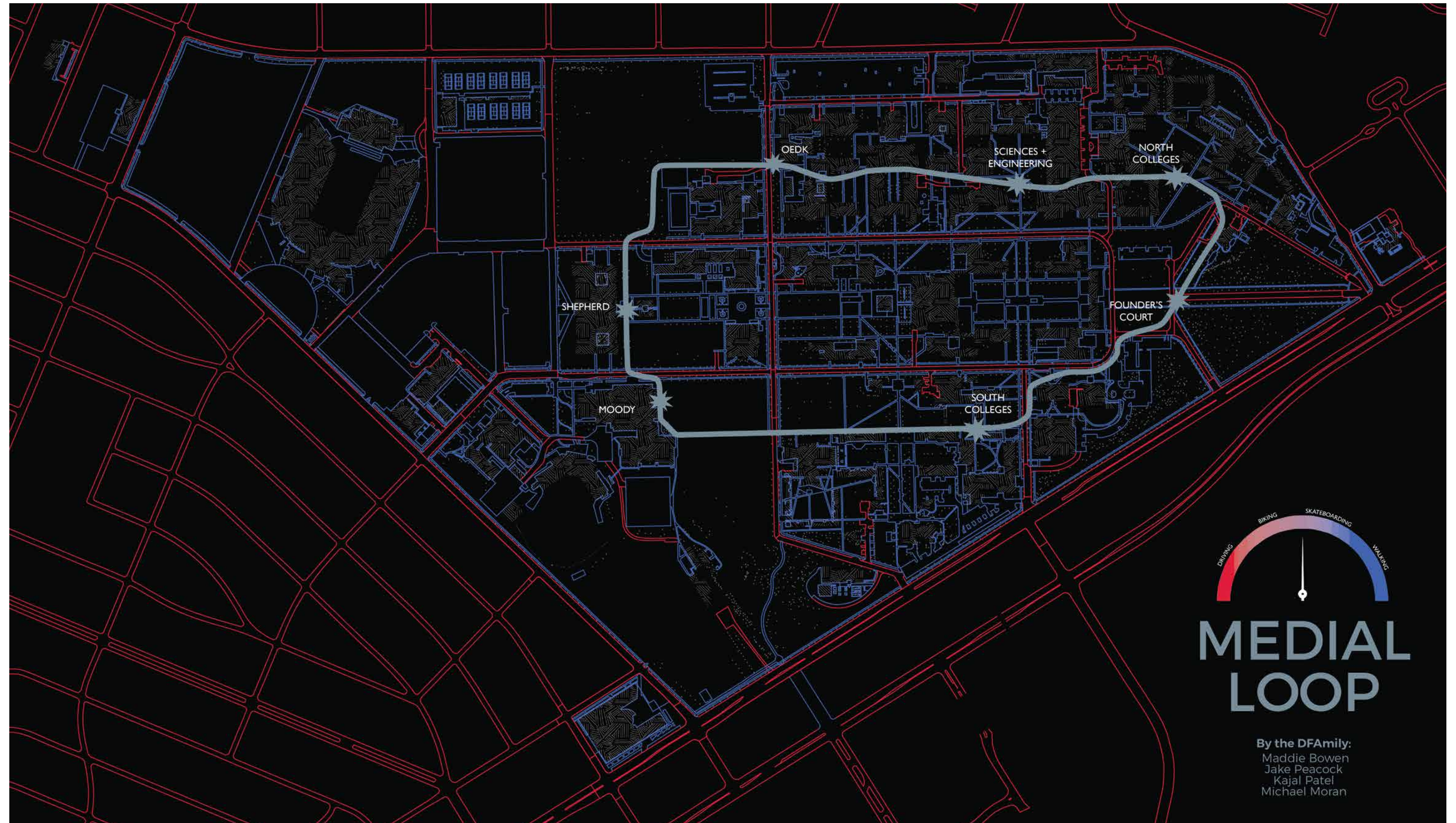
Team presenting our proposal at Rice



Rendering of intervention at Founder's Court



Plan of intervention at Founder's Court



Medial Loop: Rice Mini-Charrette

Spring 2017

Collaborators: Kajal Patel, Jake Peacock, Maddie Bowen

As part of annual Rice's School of Architecture Mini-Charette, I participated in a 3-day-long intensive challenge redesigning the way in which transportation happens around Rice University campus with a team of 3 other Design for America members.

We found that while Rice campus supports various modes of transportation, bikers and skateboards struggle with sharing the same pathways as either pedestrians or motorized

vehicles. Leading us to ask: **How can we create an independent route for bikers and skateboarders to travel throughout Rice?**

The Medial Loop intervention integrates new paths with existing routes in order to maximize the connectivity of campus and the efficiency of transportation for all users. We did this through lighted paths away from roads for night travel, and separation of motor vehicles and non-motor vehicles by utilizing neglected parts of campus and creating a minimal amount of new paths. The Medial Loop got its name because it exists in between pieces of campus infrastructure known as the inner loop and the outer loop.



Historic Warehouses in Fifth Ward & East End

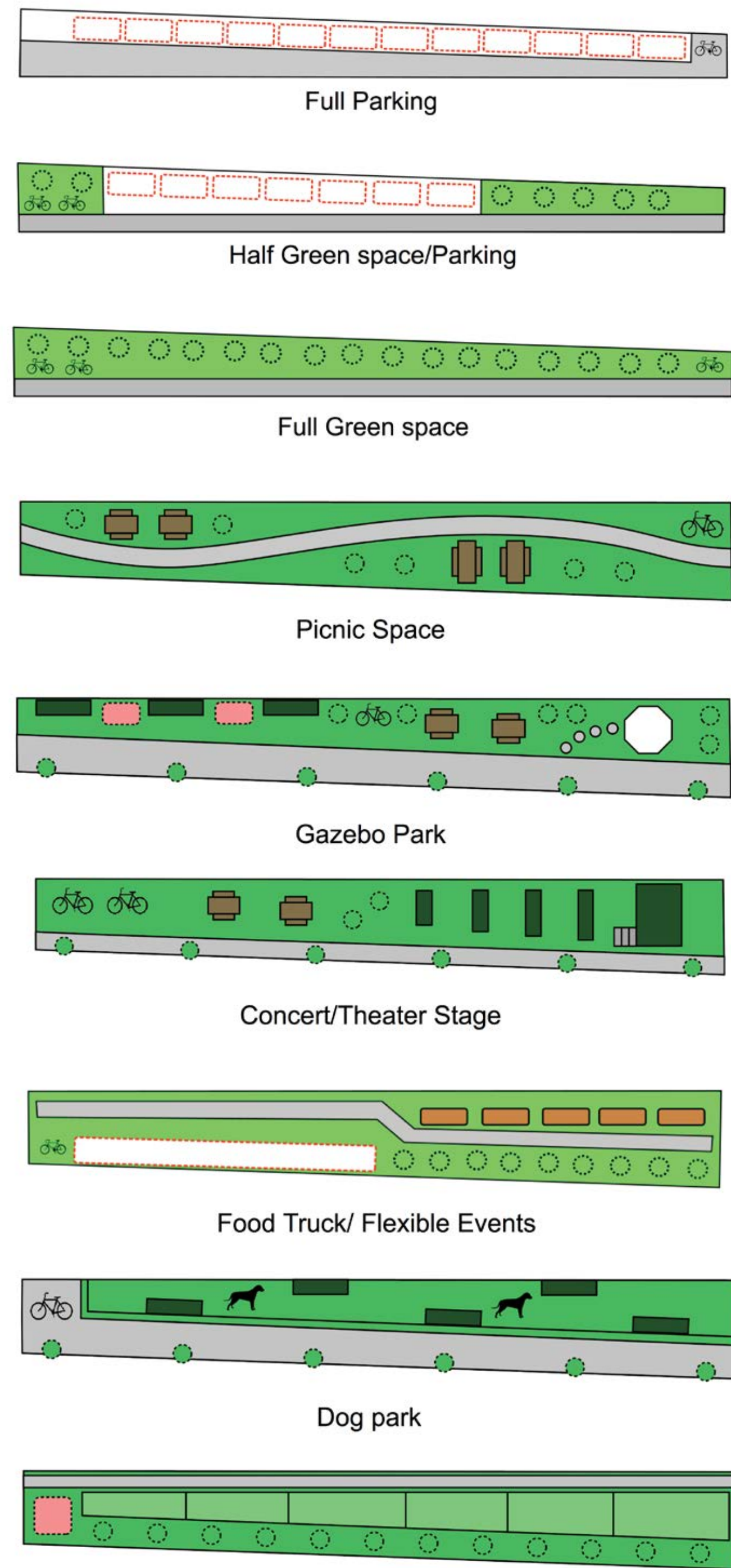
Michael Moran
Community Bridges
April 24, 2017

- Clusters**
1. Commerce St
 2. West Navigation Blvd
 3. North Sampson (Near TXRX)
 4. Misc. South of Bayou
 5. Misc. East Navigation
 6. North of Bayou

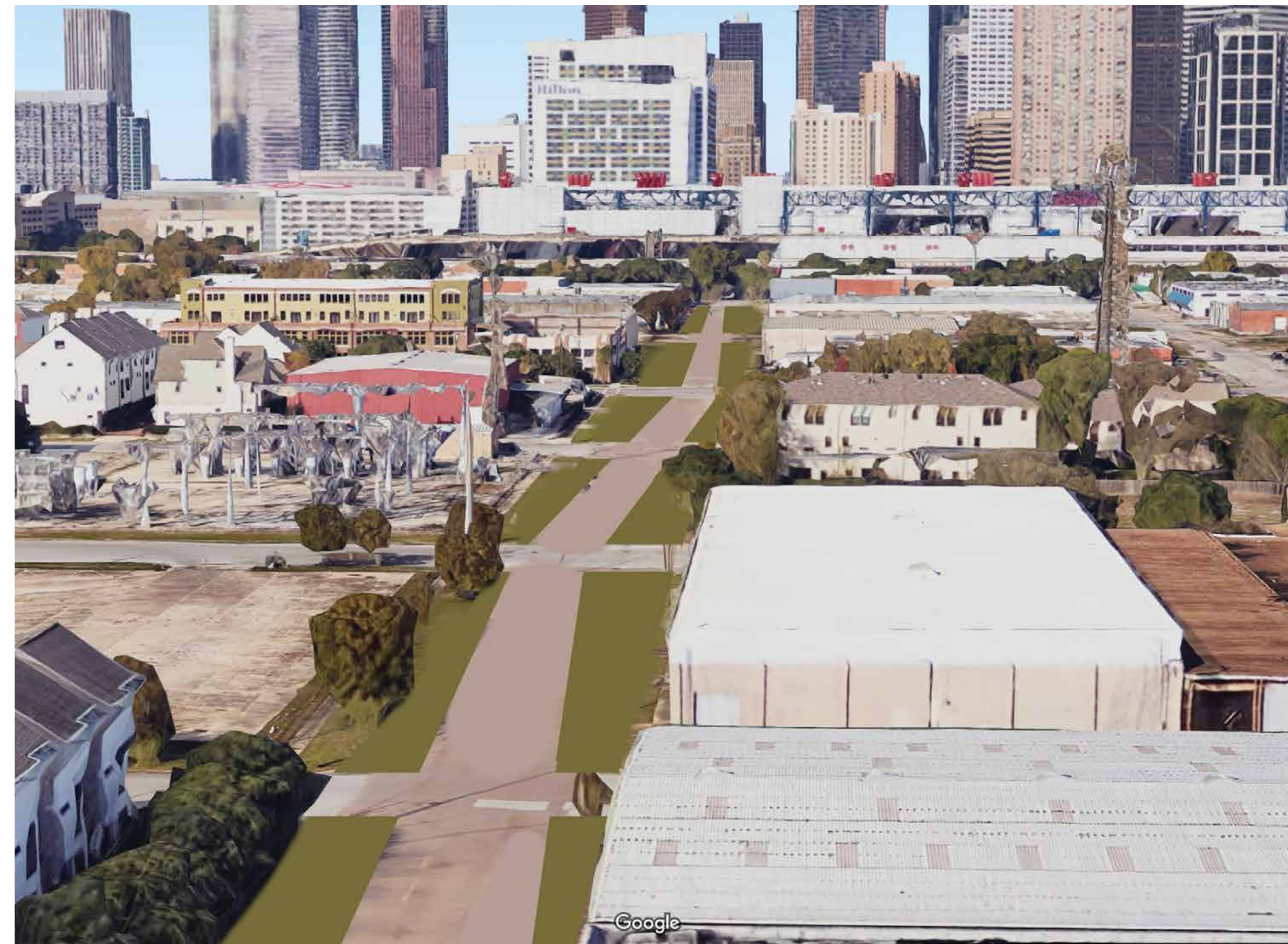
Buffalo Bayou Partnership Historic Warehouses

Spring 2017

As a Rice Kinder Institute Community Bridges Fellow, I interned with the Buffalo Bayou Partnership during the Spring of my sophomore year to track and record all of the historic warehouses in Houston's Fifth Ward and East End neighborhoods. Using GIS data and neighborhood surveying, I was able to record and document 50+ historic warehouses in the area, hopefully for the sake of creating and preserving historic districts.



Modular slices and some of their potential programming

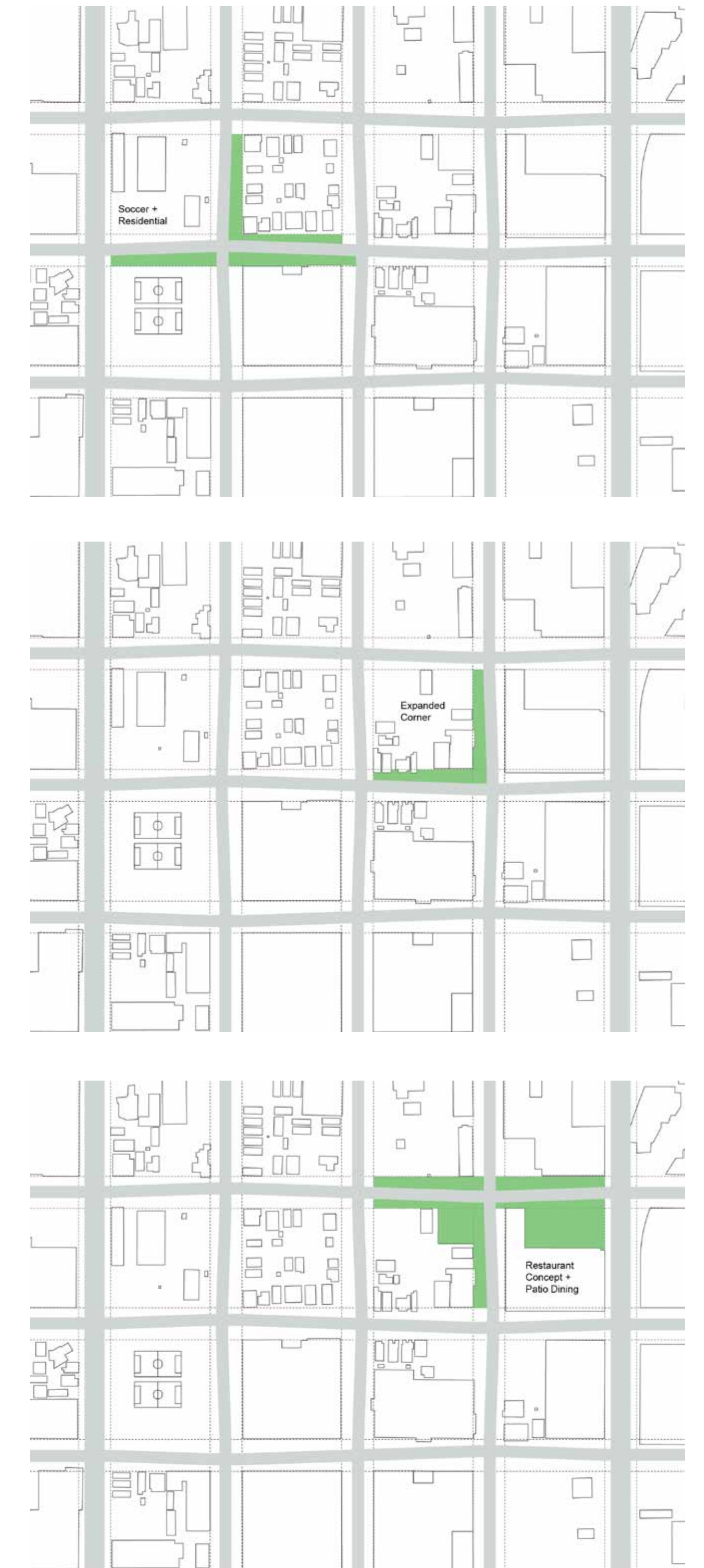


Urban Skew: EaDo Houston Mini-Charrette

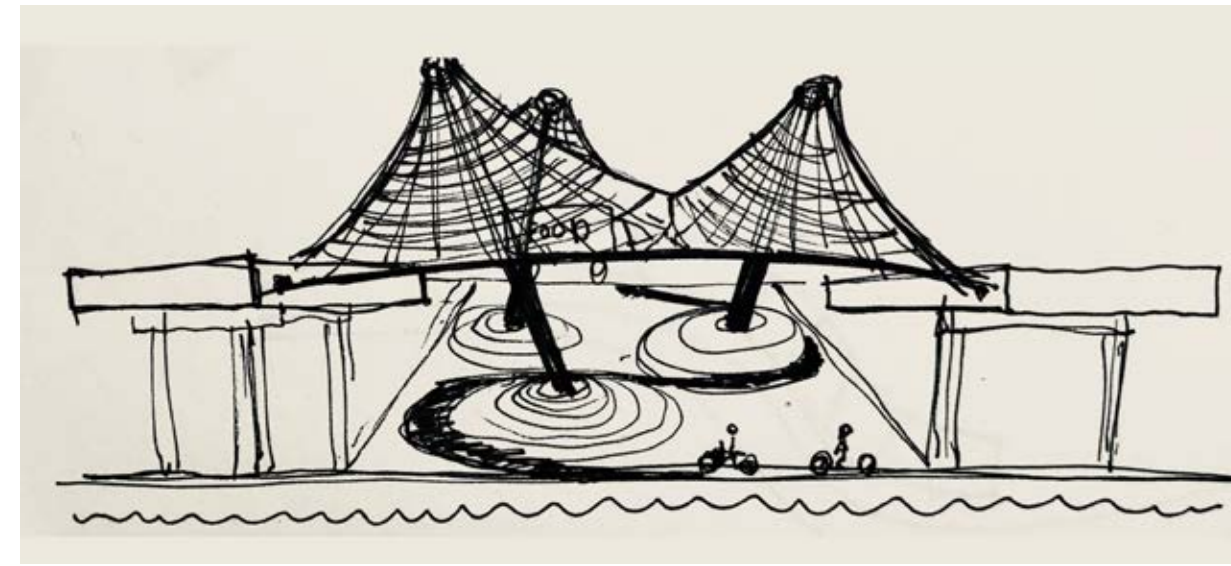
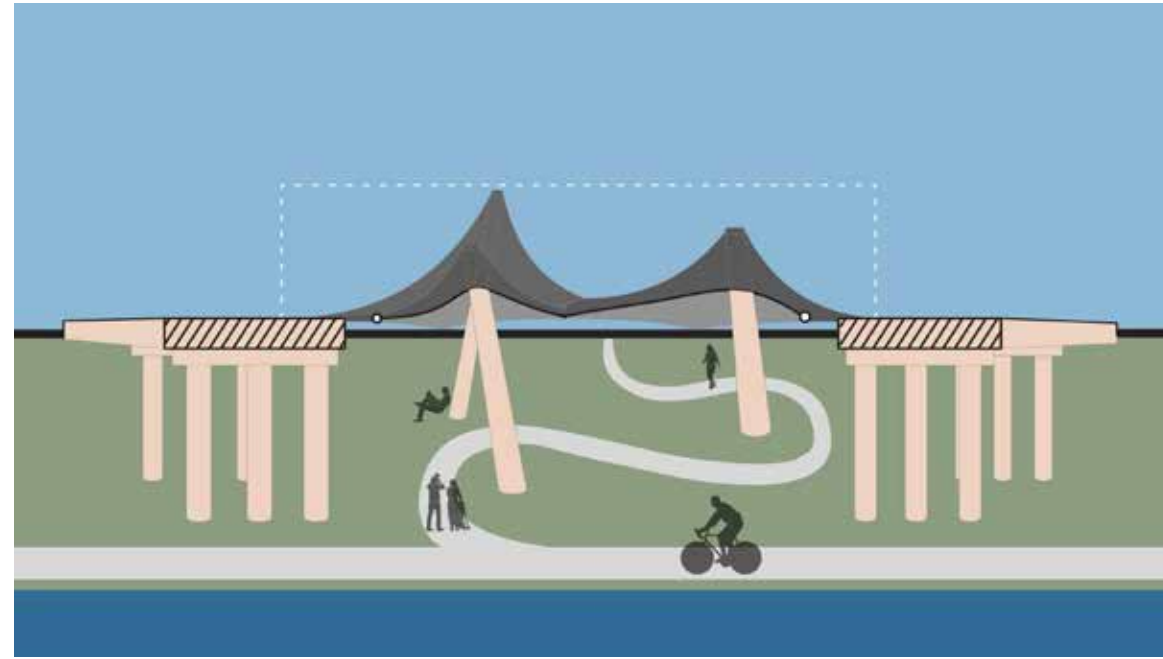
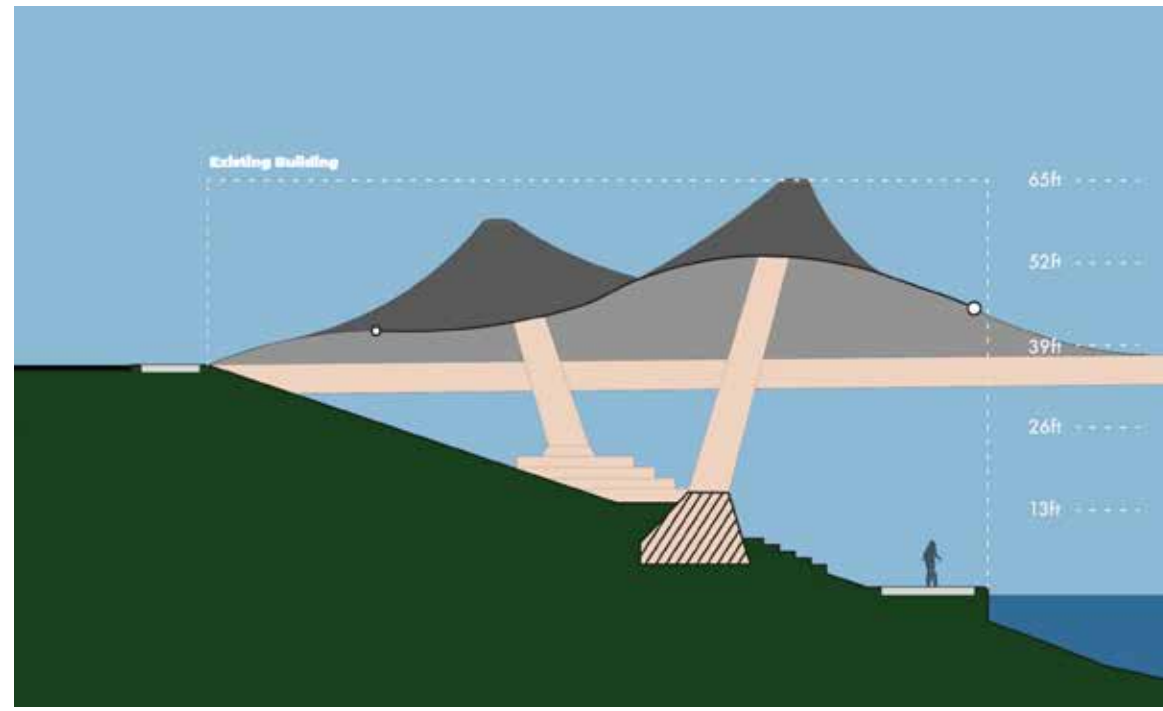
Spring 2017

Collaborators: Andrew Bertics, Maddie Bowen, and Mike Hua

Urban Skew is an urban planning scheme that came out of a 1-day-long intensive charrette hosted by the Rice Design Alliance. The prompt was to consider the intersections and streets in a set of 8 blocks in the East of Downtown neighborhood in Houston. After visiting the site and noticing how the streets are much wider than the traffic necessitates, we created a scheme that slows traffic, creates community, and is scalable to the entire neighborhood. Urban Skew “wiggles” the streets within their confines, creating the effect of curved streets and shifted blocks. In doing this, there are two different sizes of slices that are created in the space where there used to be streets. In these slices we have created different modular programming that can be mixed and matched depending on the context of that street block.



Plan of the 8 blocks East of Downtown and how our intervention creates new spaces for dining, parks, and recreation

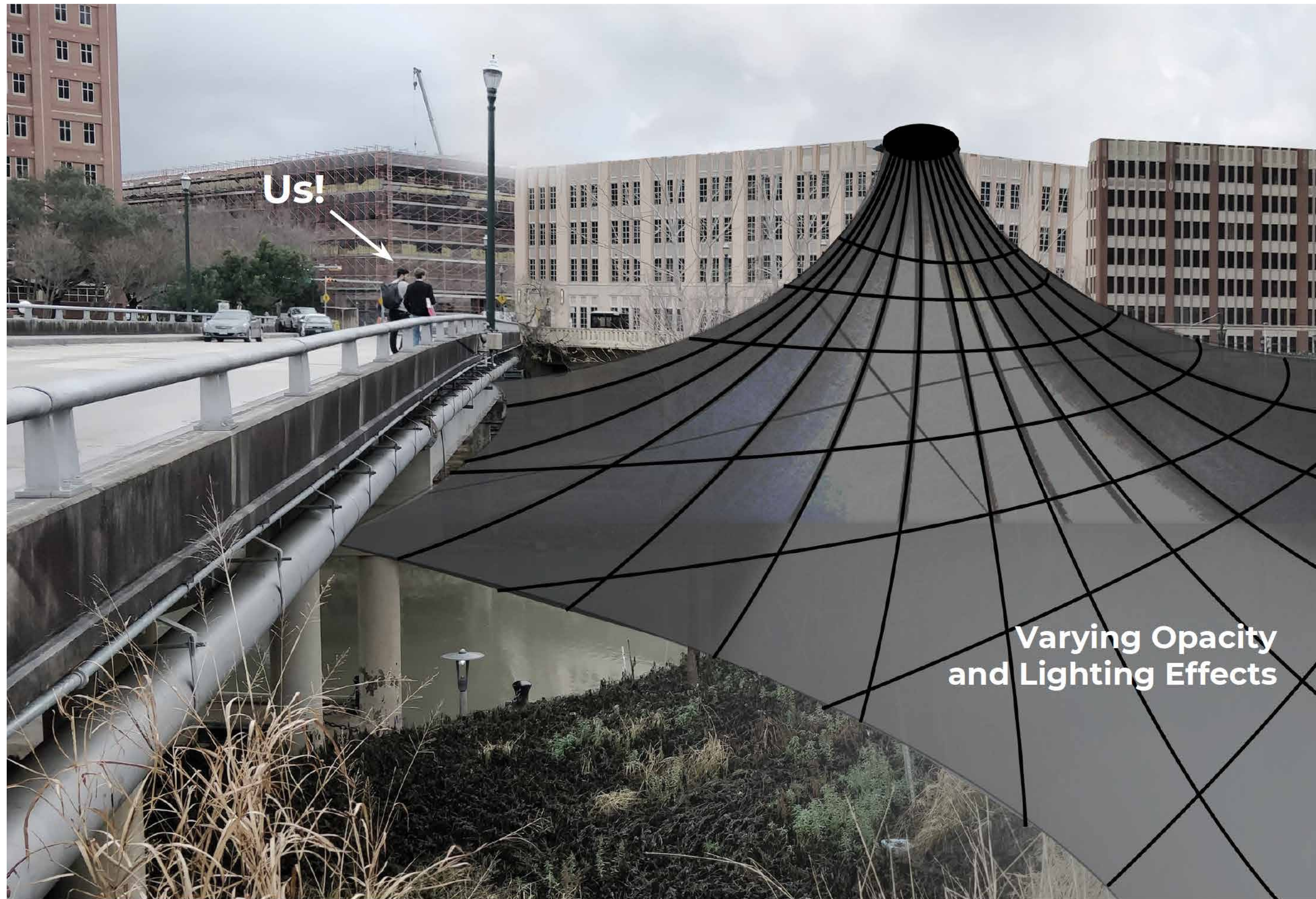


Volcanospace: Downtown Houston Mini-Charrette

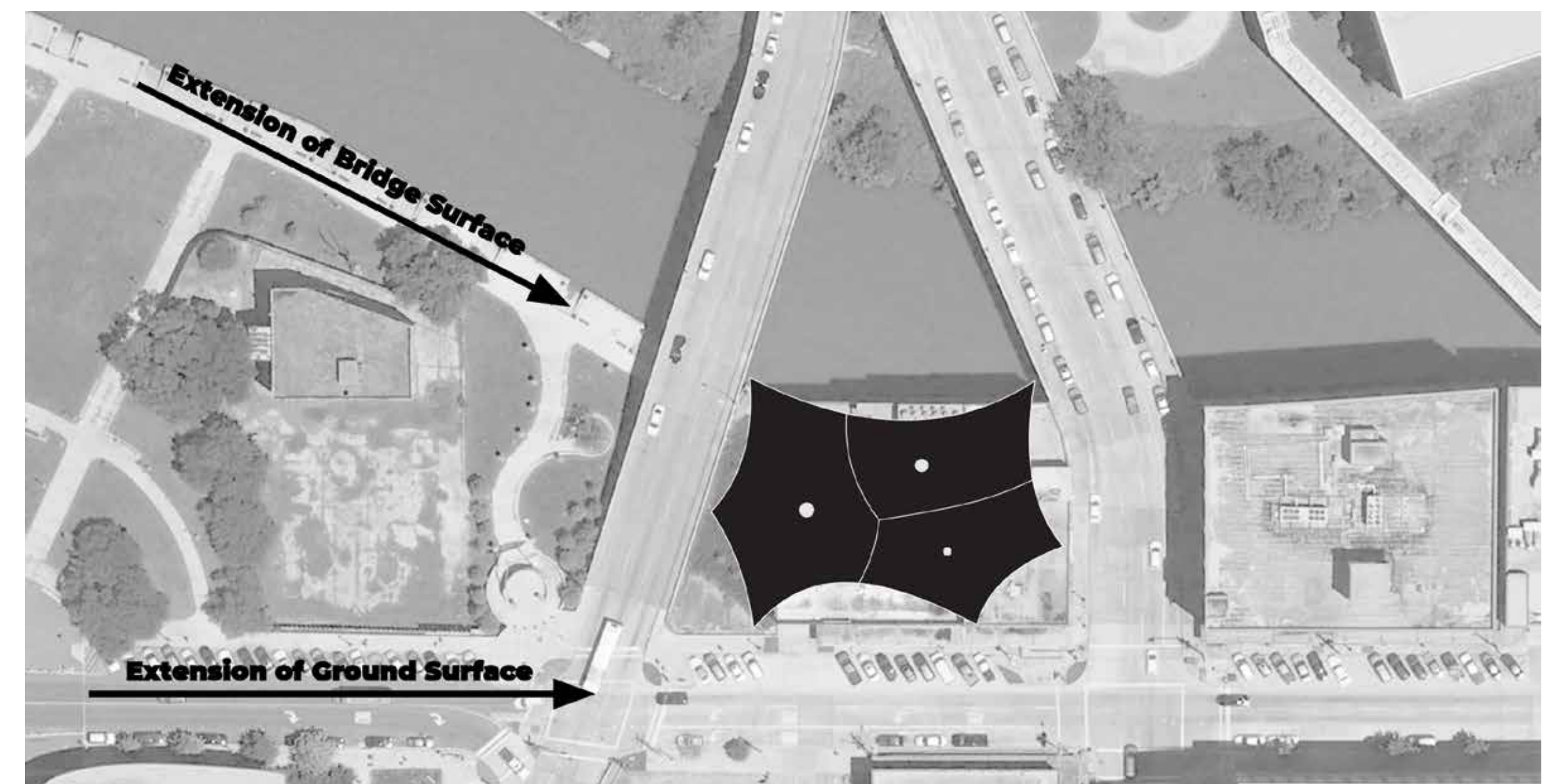
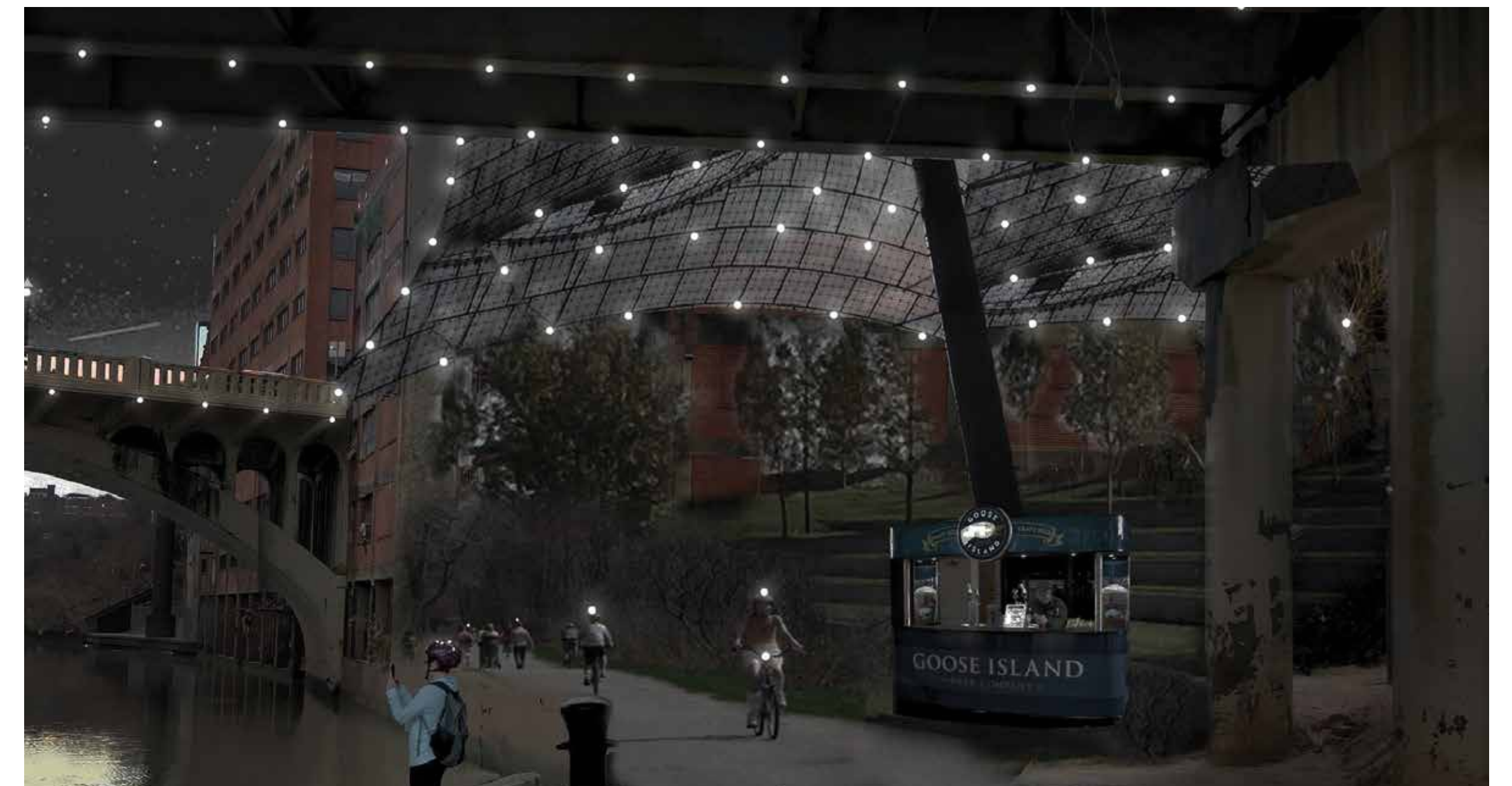
Spring 2018

Collaborators: Andrew Bertics, Maddie Bowen, and Mike Hua

Volcanospace is a proposed urban Houston tent-space along the Bayou that came out of a 1-day-long intensive charrette hosted by the Rice Design Alliance. The prompt was to consider the new flood plan as we design the continuation of the Buffalo Bayou bike path through a soon-to-be torn down building. Our team's playful concept seeks to activate the space by connecting the existing bridges in order to create a comfortable and versatile covered park.



Varying Opacity and Lighting Effects



ART PROJECTS

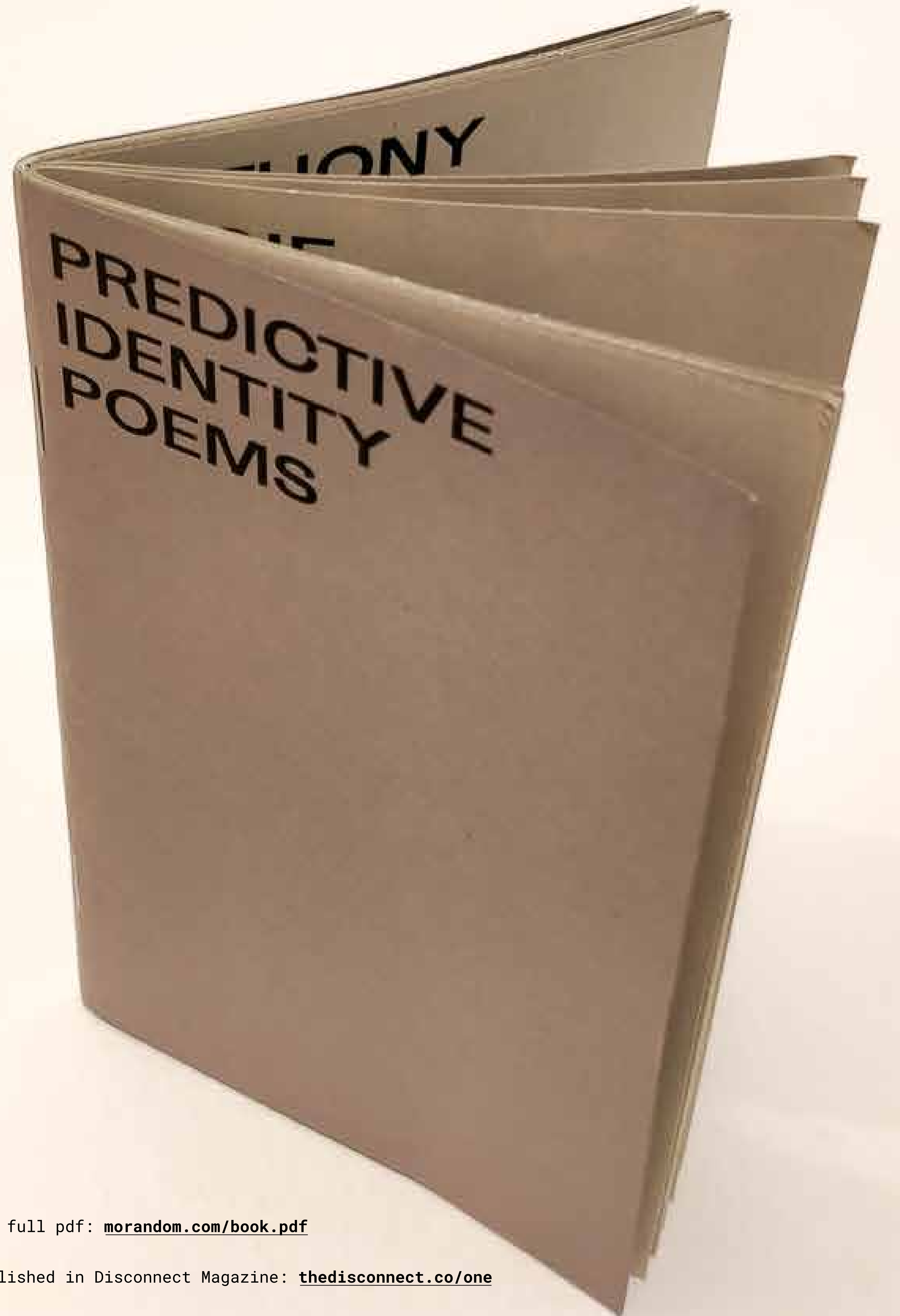
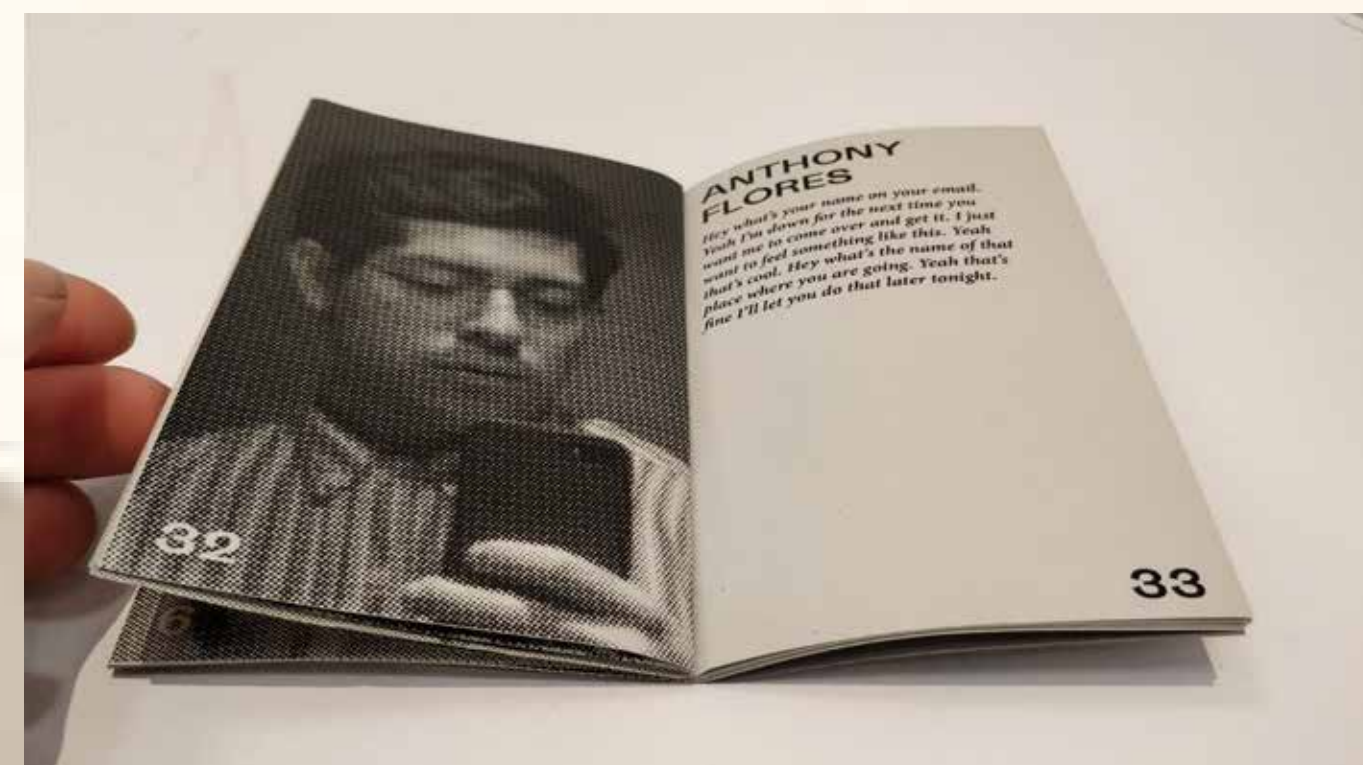
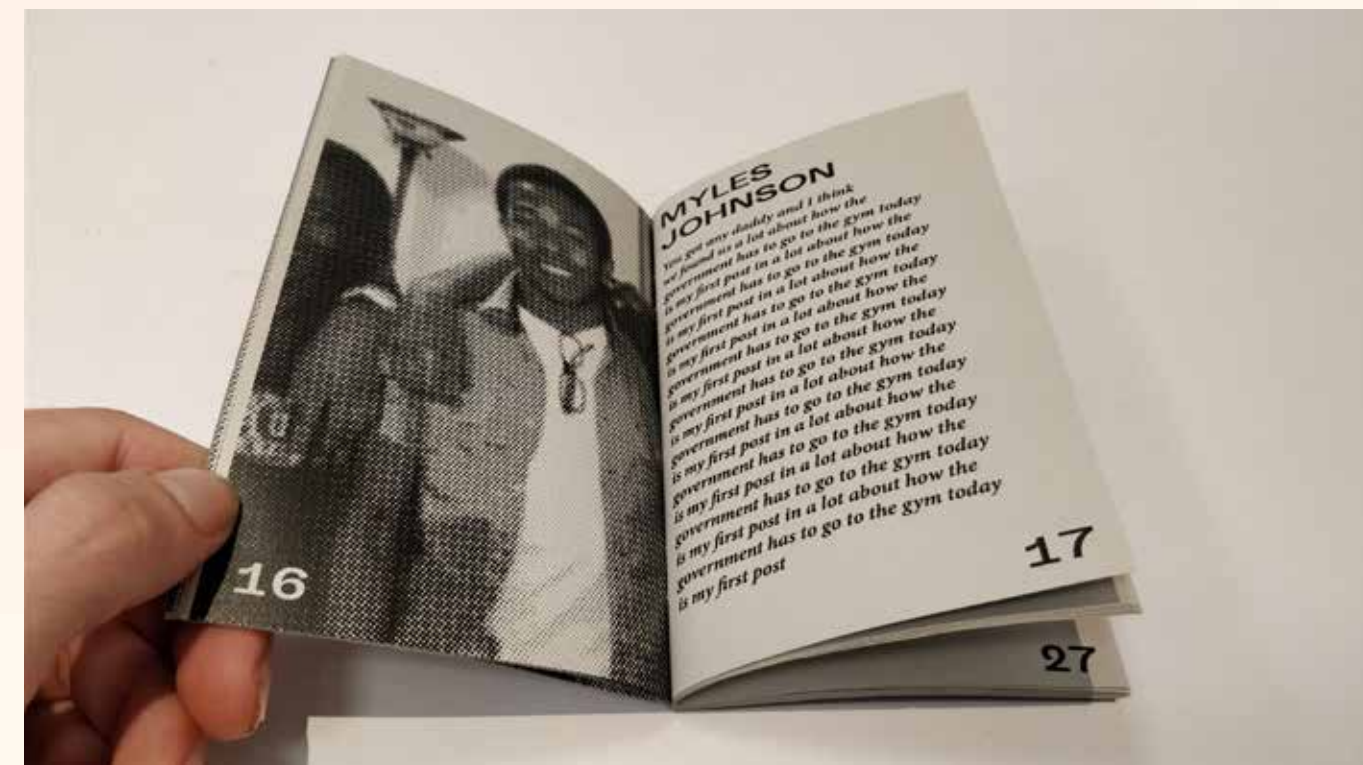
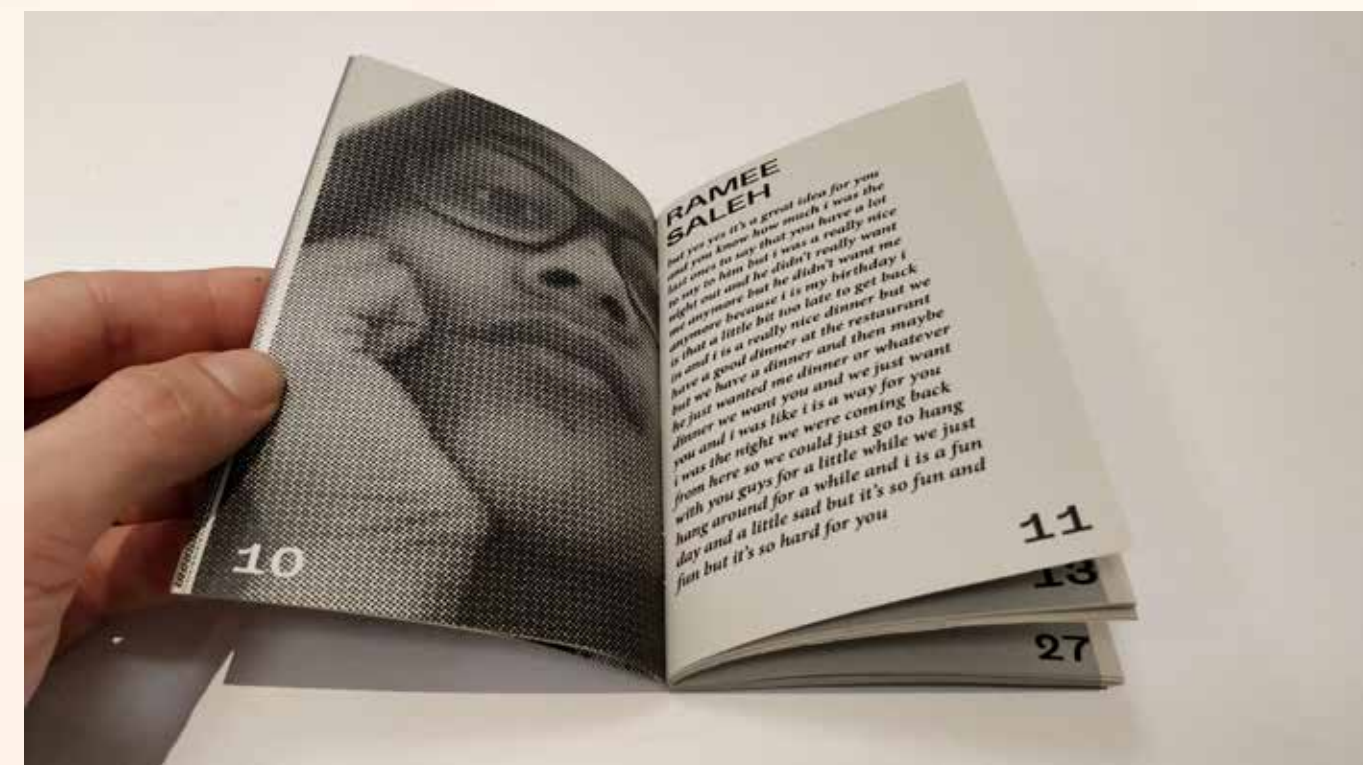


I like to make things that aren't for other people or corporations too. I really nejoy collage together data and pieces of ourselves. Art is pretty cool. Idk if this is really it, but I like it.

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- 30 110 Days Data Visualization
- 31 uksee.me London Interactive Map

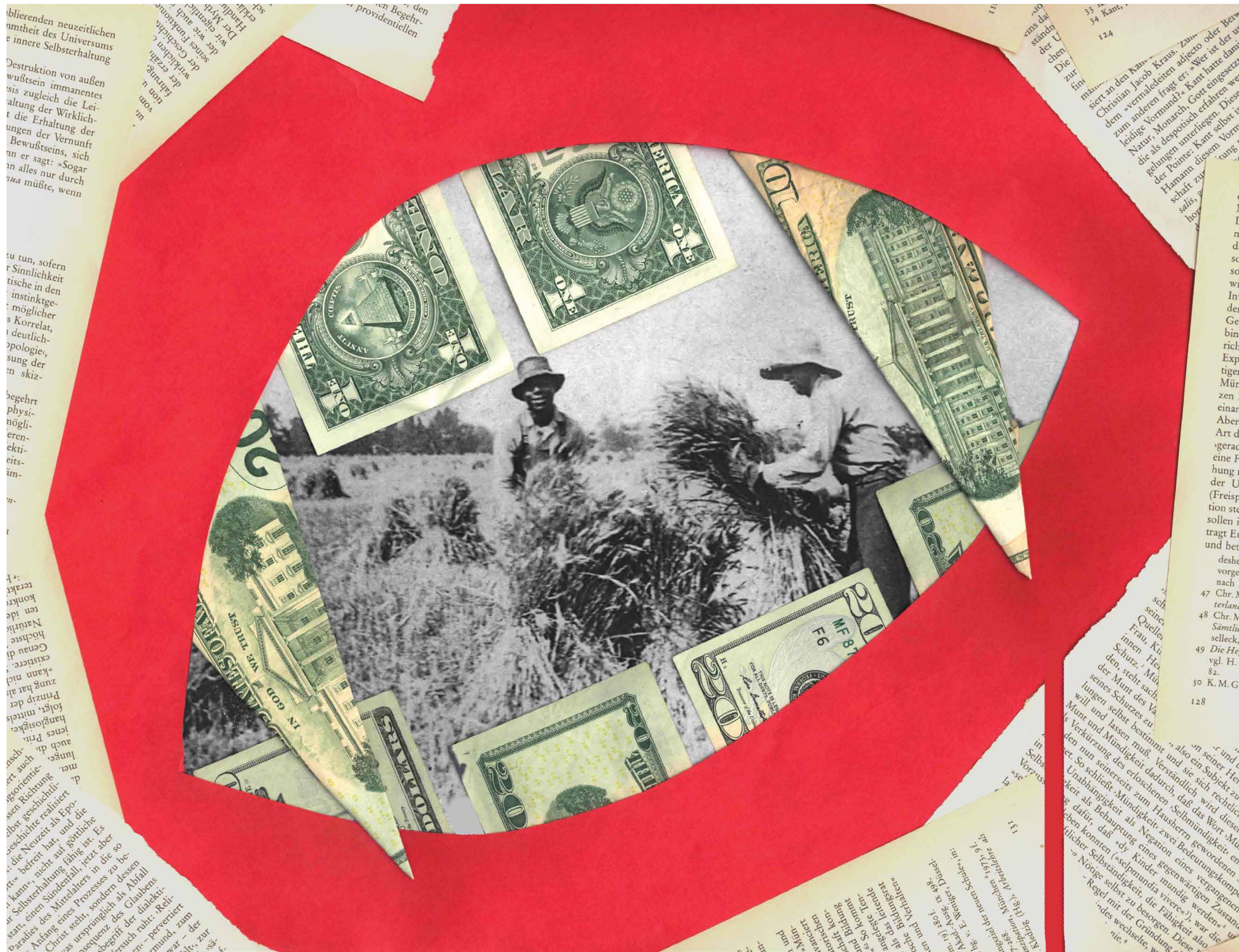
Fall 2017

Predictive Identity uses the predictive text feature on the smartphone keyboard to create a portrait of how our phones view the way that we speak and who we are. This book has 25 portraits of young people and their phone's predictively generated text.



See full pdf: morandom.com/book.pdf

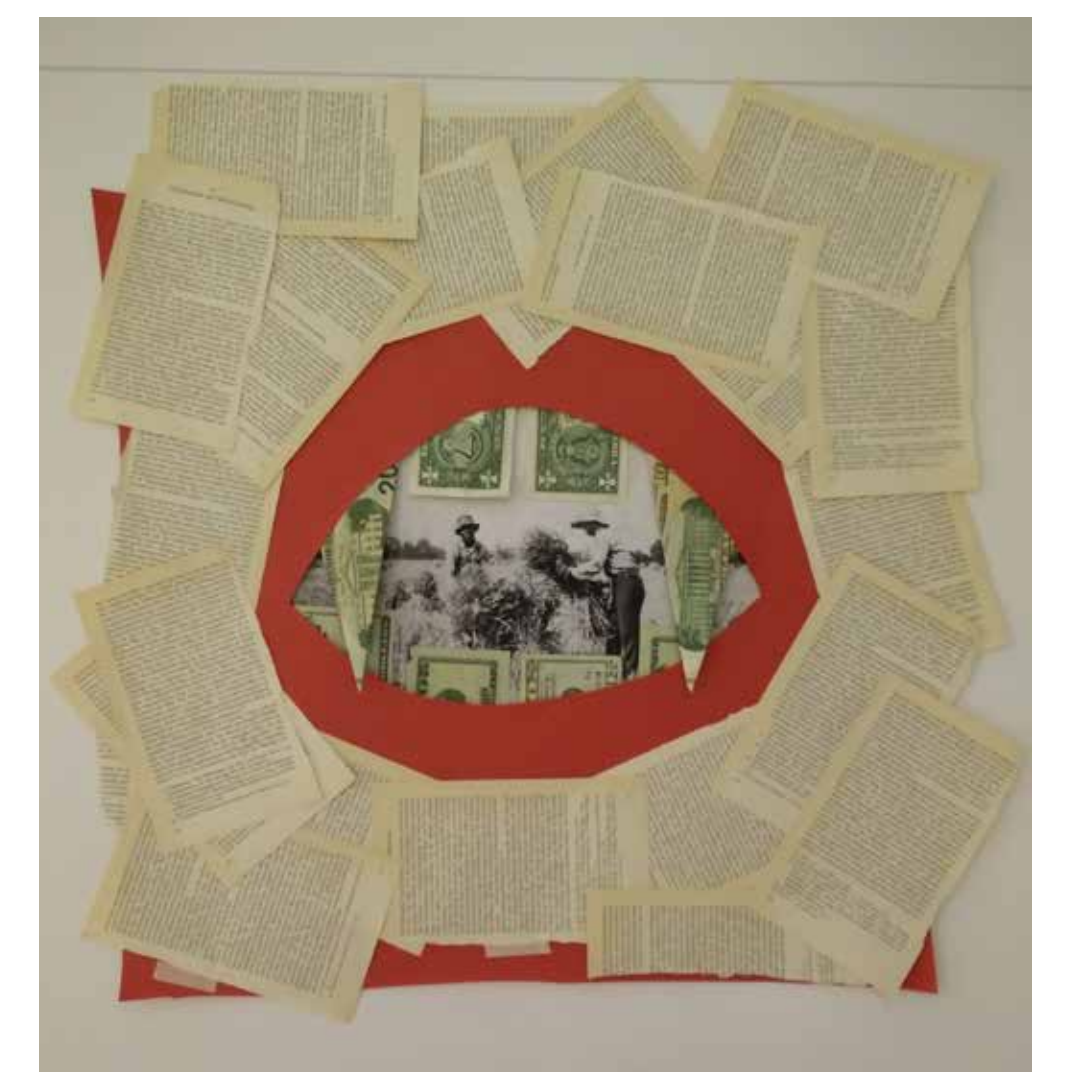
Published in Disconnect Magazine: thedisconnect.co/one



Rice Historical Review Collage

Spring 2017

A collage made from printed photo, folded money, and cut paper, *Trapped* is a piece that was commissioned for the Rice Historical Review undergraduate journal. This particular piece was made in response to a paper about the nuance of slave labor according to Marx's *Kapital*.



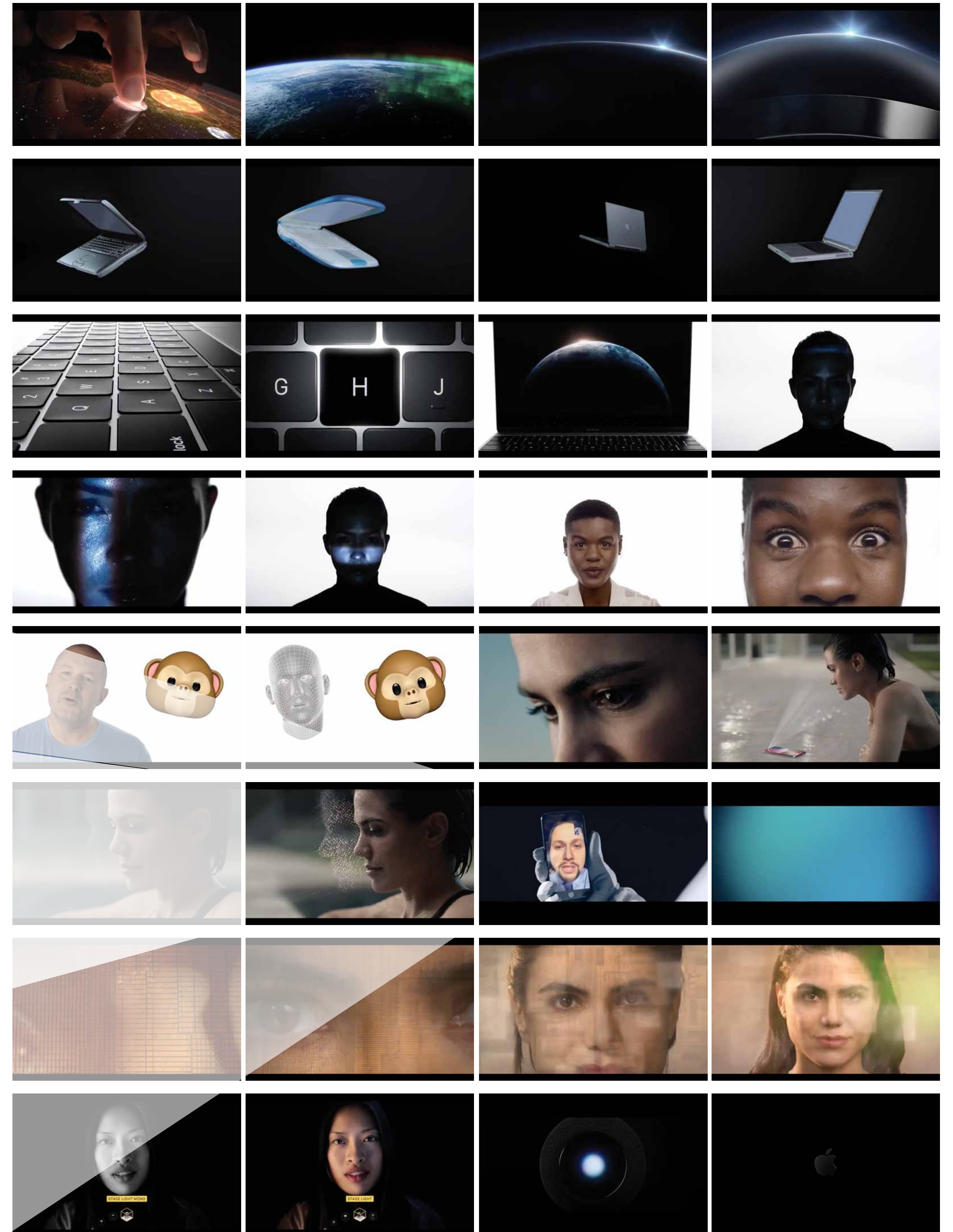
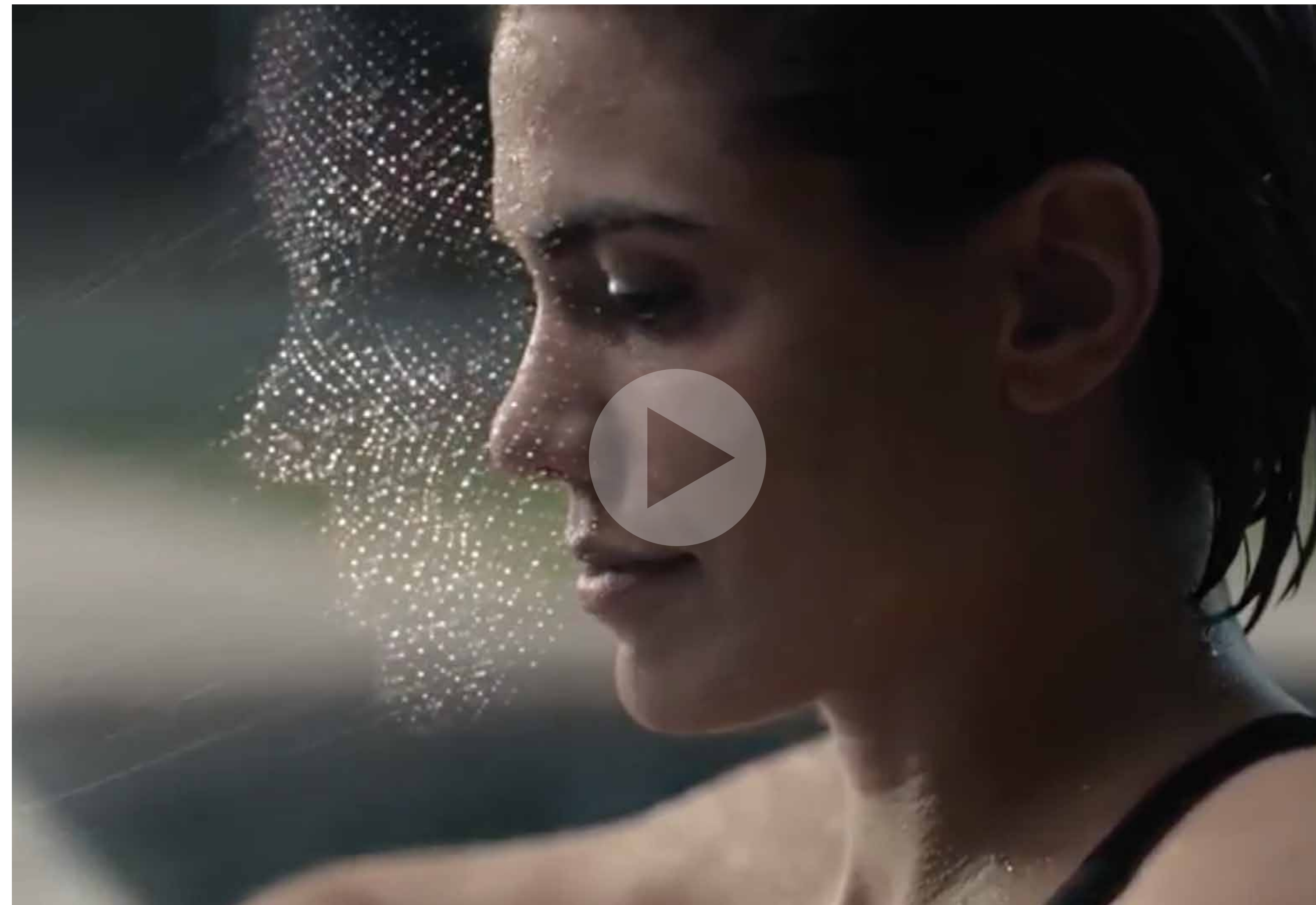
Unedited photo of piece

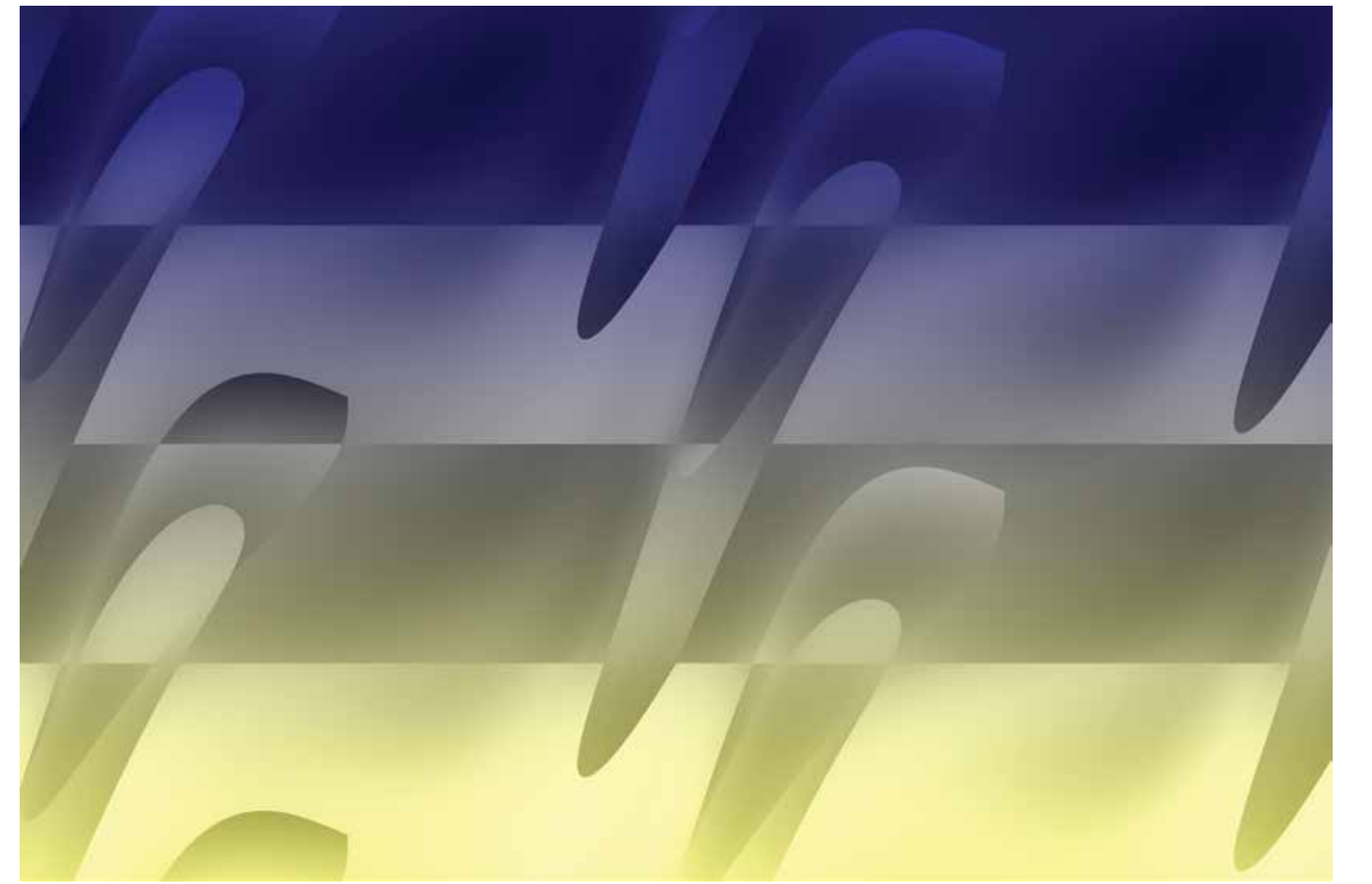
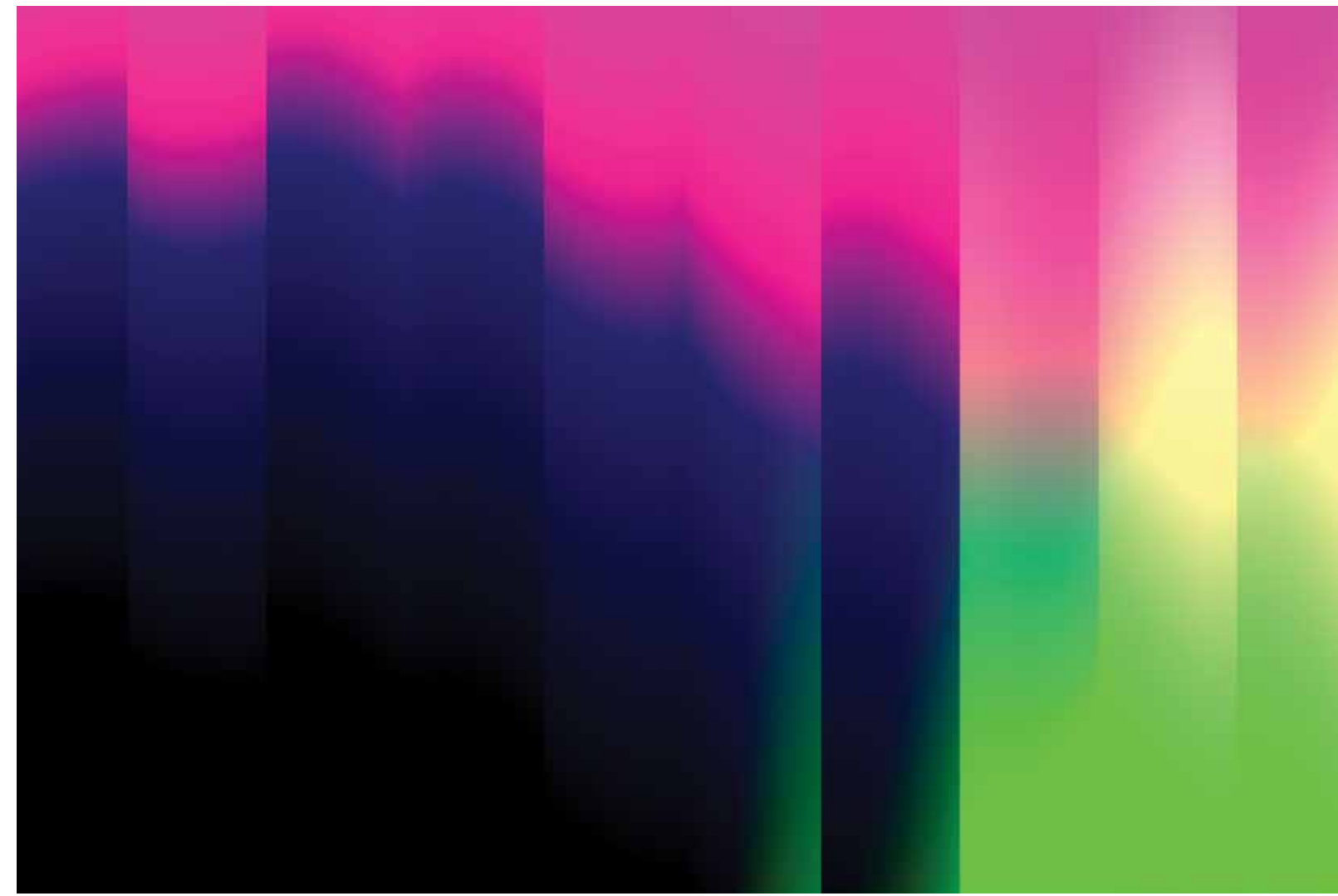
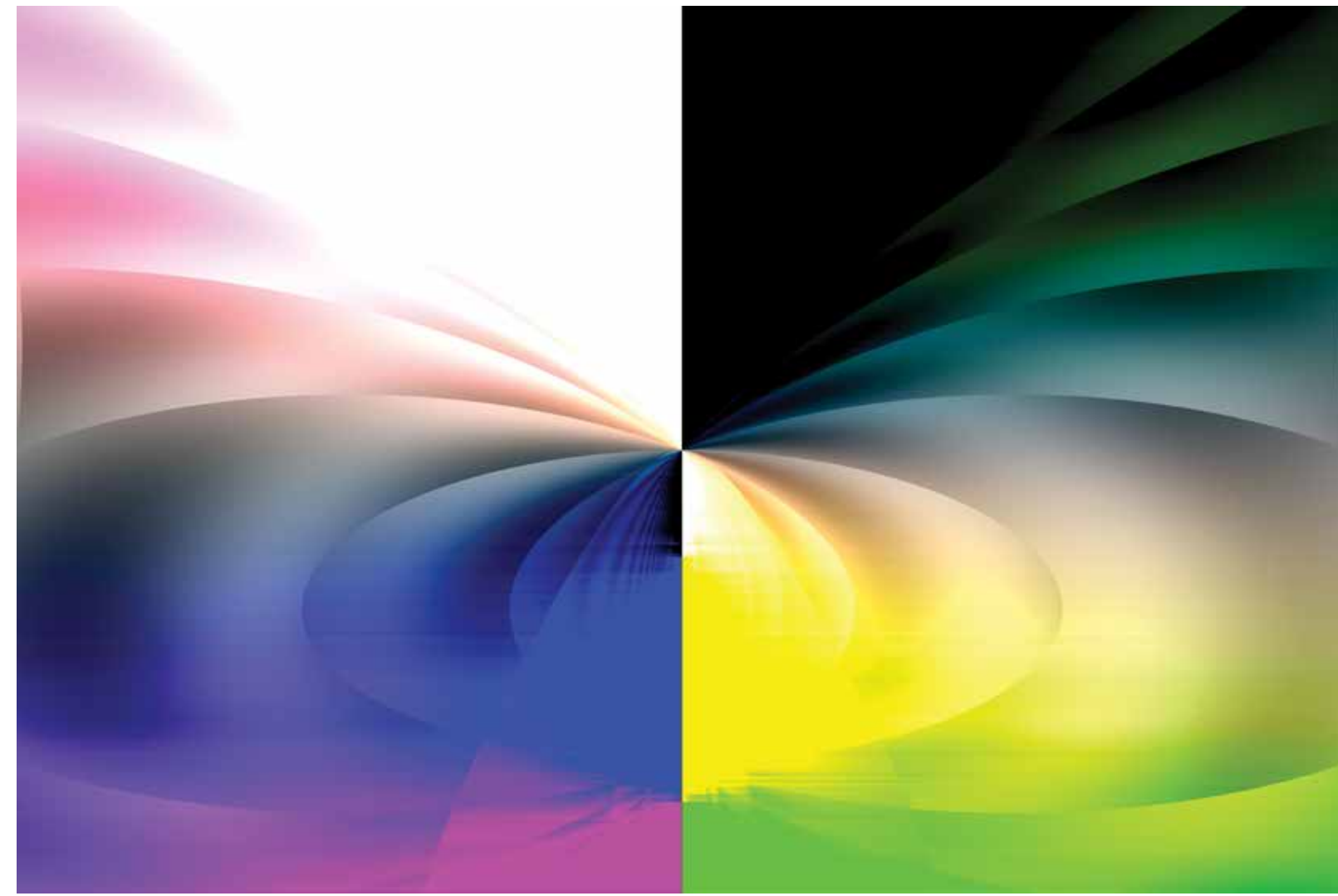
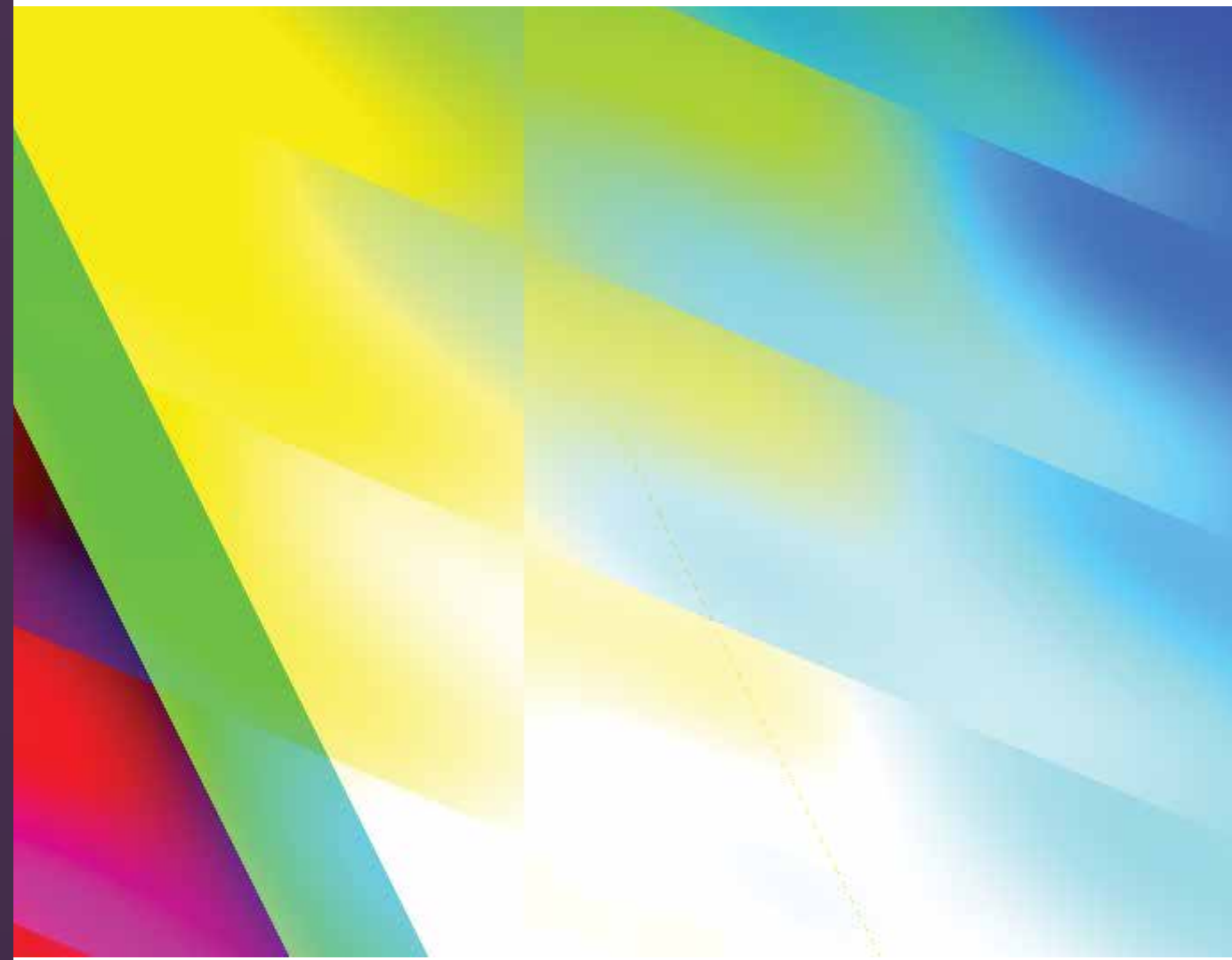
i — Apple, Design Fiction Video Edit

Fall 2017

During my class on Concepts of Editing during my semester abroad, I created a design fiction inspired by the work of Dunne & Raby and *Speculative Everything*. Using the footage from Apple adverts over the last 5 years, I edited them to tell the myth of "Apple's final product," i. The piece speculates a world where our identity is fundamentally intertwined with digital technology. Watch the video:

<http://youtu.be/-JuPF70iuok>



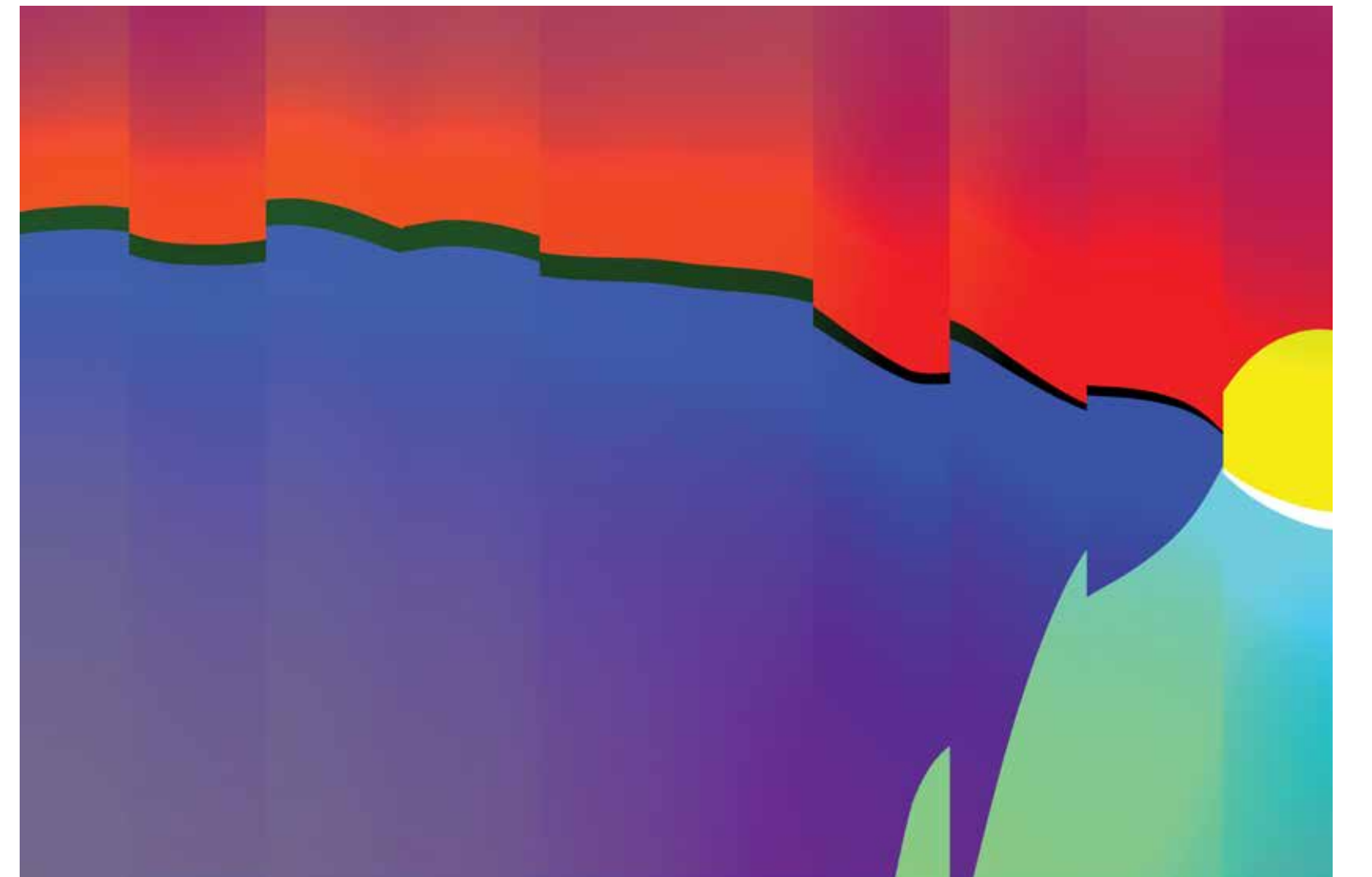


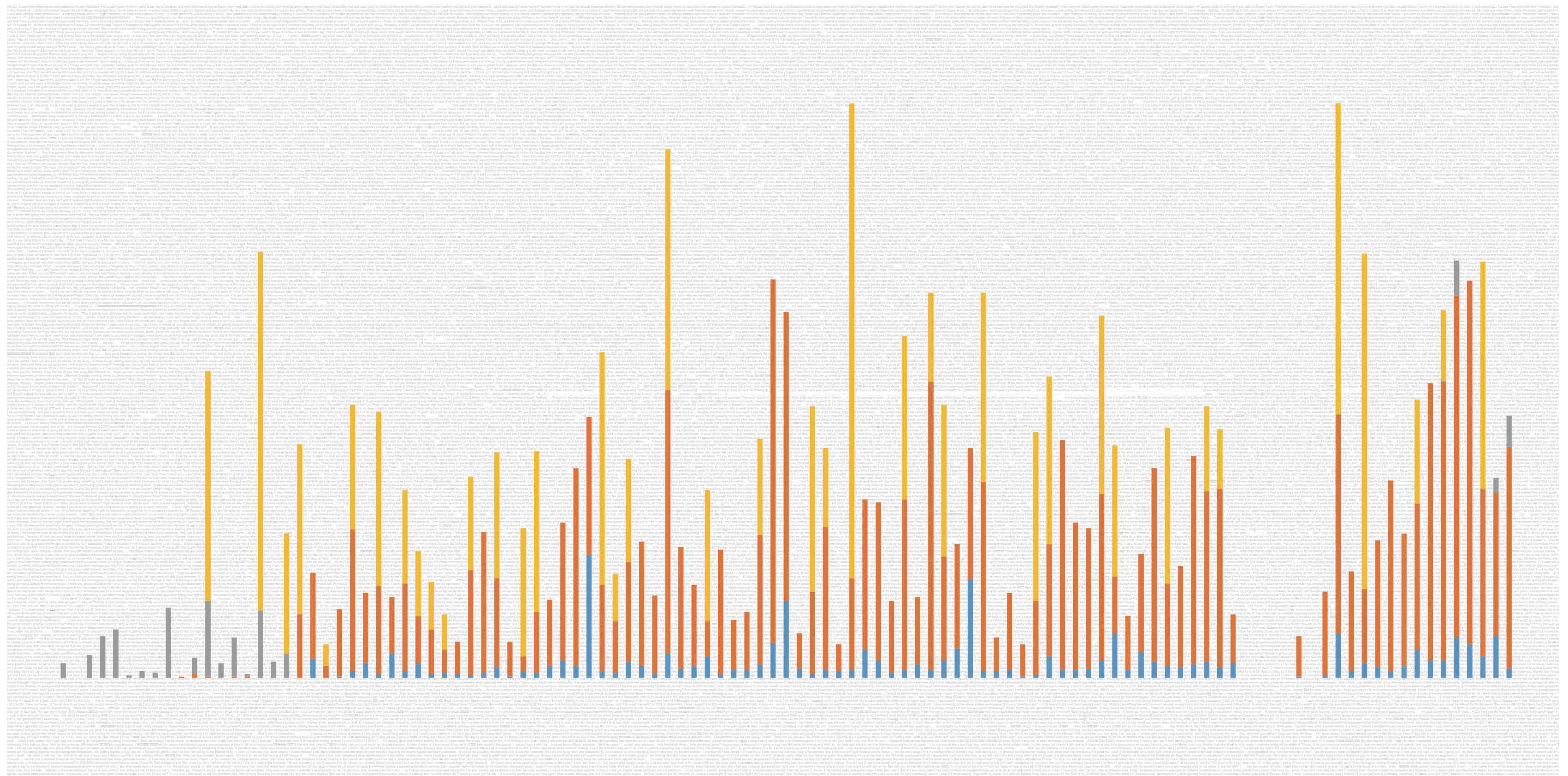
Pretty Pictures, Computer Generated Art Program

Fall 2016

During my computer science course on program design, I wrote an application that “breeds” together images using genetic algorithms. Each of the images were built as a composition of mathematical functions, each being composed of other mathematical functions (with 0 to 4 inputs). With 27 total functions and several layers of composition possible, there were millions of ways in which they could be combined to form unique images. Starting from a random set of 20 images composed of 2 functions, the user of the application would then select at least 2 images they deem “pretty.” Then, the function trees that represent these images would be bred together to create 20 new pictures. The method used for breeding was inspired by Karl Sims’ paper Artificial Evolution for Computer Graphics.

Read more: morandom.com/pretypictures.html

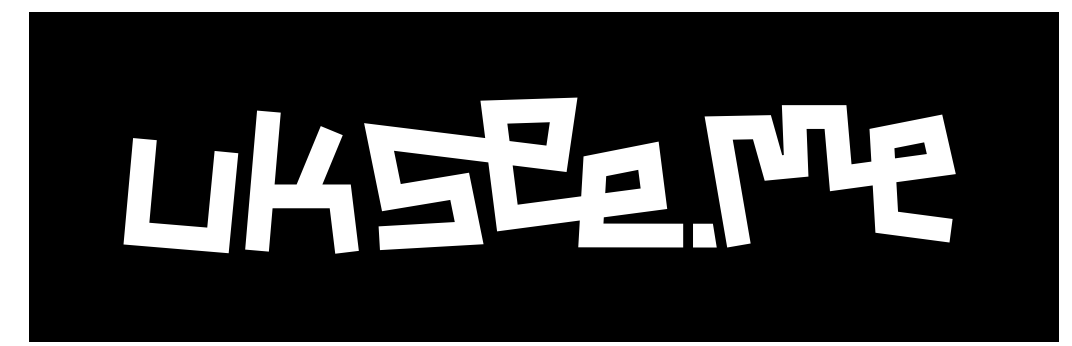




110 Days - Data Visualization

Fall 2016

This piece is a data visualization I made regarding the 110 days that a good friend and I spent apart from one another. In the background is the text from every message we sent to on another, and on the graphs is a measure of our daily interactions. The stacked bar graph combines the number of images sent, the number of messages sent, the number of texts sent, and the number of minutes skyped or on the phone.



UKSEE.ME - London Interactive Map, Walk, & Stickers

Fall 2017

"You can be lonely anywhere, but there is a particular flavour to the loneliness that comes from living in a city, surrounded by millions of people" - Olivia Laing, The Lonely City.

Project See Me is a 6 mile path through central London extending North and South of the Thames. At each turn in the path is a hand written message on the subjecting of loneliness in the city. See a video of the walk: youtu.be/ctRT3L9kGRA

or visit the interactive site: uksee.me

