



Ariana Davies  
BFA /  
Graphic Designer  
Fall 2024 /  
Collected Works /  
Portfolio /  
Bloom /  
Transforming  
Design into  
Visual Narratives



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Design into  
Visual Narratives

Bloom /

Transforming  
with Purpose /

Creativity &  
Growth /

[Bloom]

“Bloom” serves as a concept for the evolution, refinement, and growth of creative projects. To bloom is to transition from an idea’s initial stages into a fully realized vision, much like the process of a flower. Each project done goes through an extensive and careful process—one that begins with research, adapts through design, and matures into a final form that serves both purpose and appeal. This process of “blooming” reflects not only the progression of design work, but also the commitment to quality and detail that takes each project from concept to completion. It is not simply a stage of growth, but discipline, to allow each project to have the highest potential and evolves in a way that meets the client’s needs and expectations.

Evolution of  
Visual Narratives

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[Objective]

Morning Glory is a local fashion boutique with a long history, focusing on personalized shopping experiences for all ages and occasions. Their sense of style is tying in vintage with contemporary clothing to continue blooming with new trends. The rebrand of this company emphasizes blending vintage charm with modern design, creating a timeless appeal towards a wide audience. The brand offers handmade, one-of-a-kind dresses, clothes, and accessories that give a vintage touch. By enhancing their logo and digital presence, Morning Glory's new design can reflect both its rich heritage and its forward-looking approach to fashion. This balance between old and new is essential to its continued success and growth.

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[Approach]

My approach is to modernize the brand while retaining its nostalgic charm, wanting to ensure that Morning Glory continues to attract both loyal customers and a new generation of shoppers. The updated design aims to strengthen the boutique's image as a luxury destination, with a focus on becoming a recognized leader in the boutique space. Through color palette and typography changes, I wanted a touch of elegance in the website, logo, and brand overall, while reinforcing Morning Glory's commitment to personalized, memorable shopping for every customer. As the foundation of their company, it's important to tie their ideals to a modern approach to stay ahead of the fashion industry.

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[Project Details]

[Course]

Branding Principles

[Instructor]

Thomas McNulty

[Project]

Morning Glory

[Keywords]

Vintage  
Minimal  
Contemporary  
Passementerie  
Nostalgia  
Upscale  
Growth

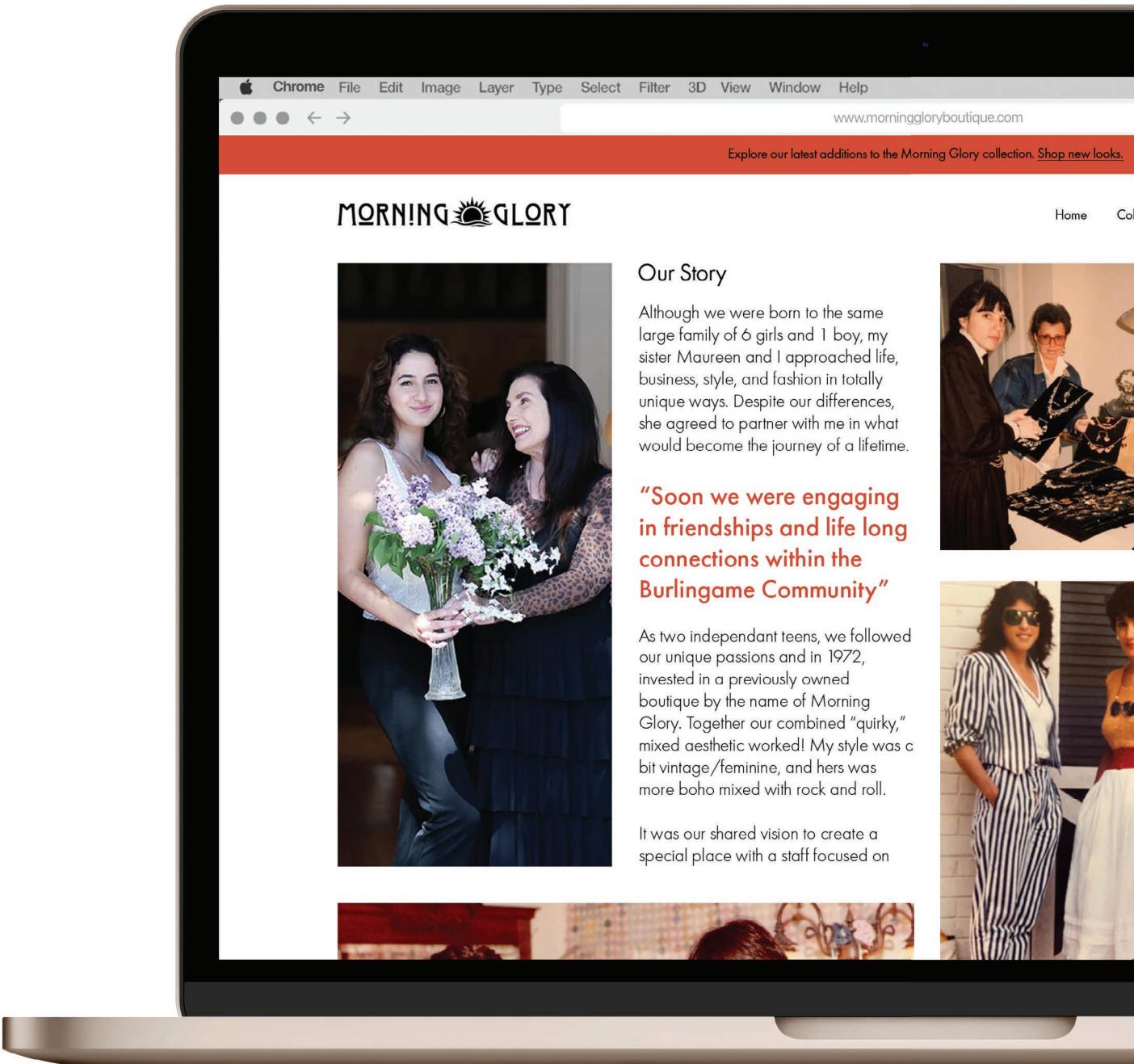
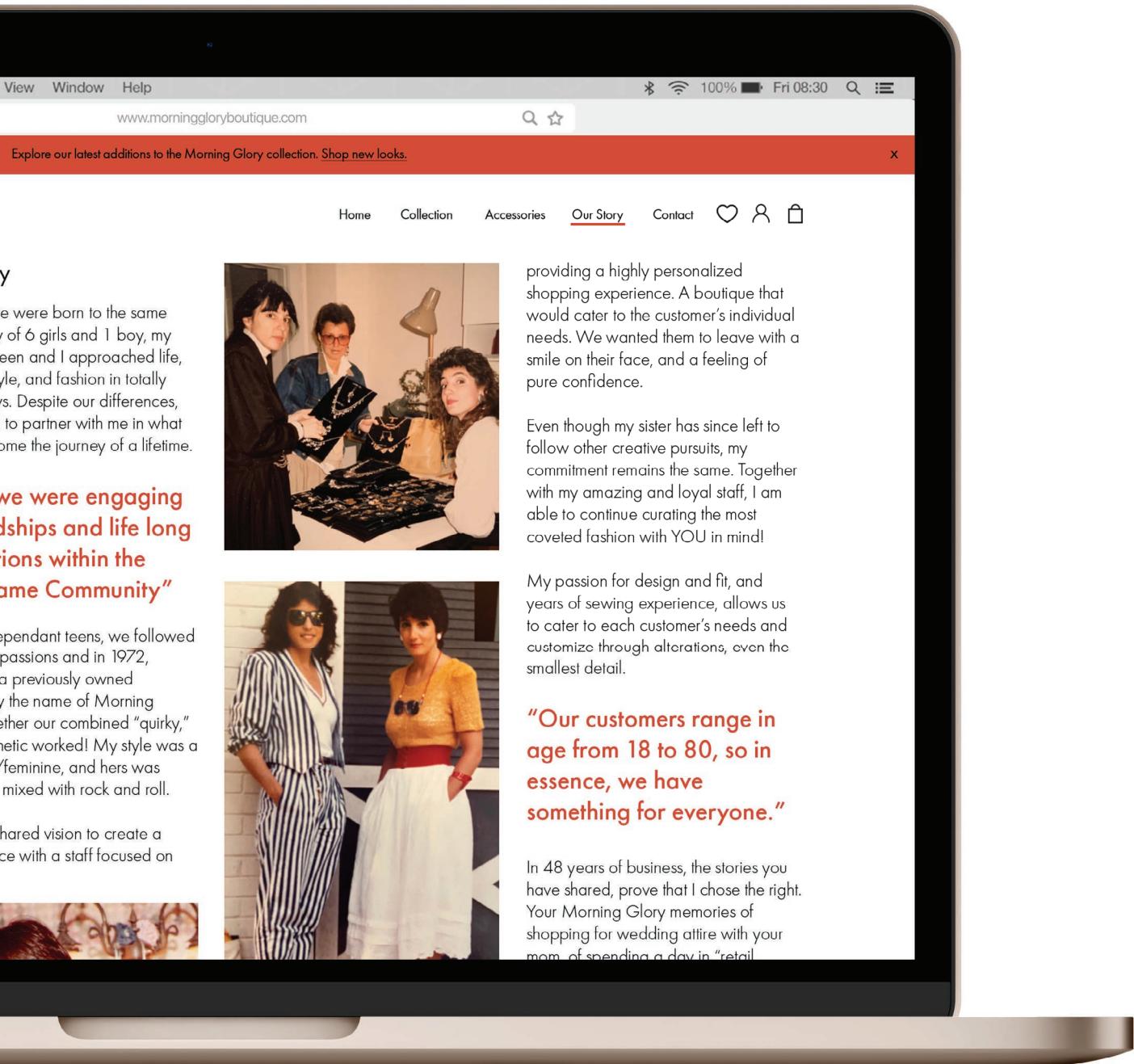


Project /  
Morning Glory  
Fashion Boutique /  
Course /  
Branding Principles /  
Semester / Fall 2022  
Instructor /  
Thomas McNulty  
Category /  
Branding, UI/UX

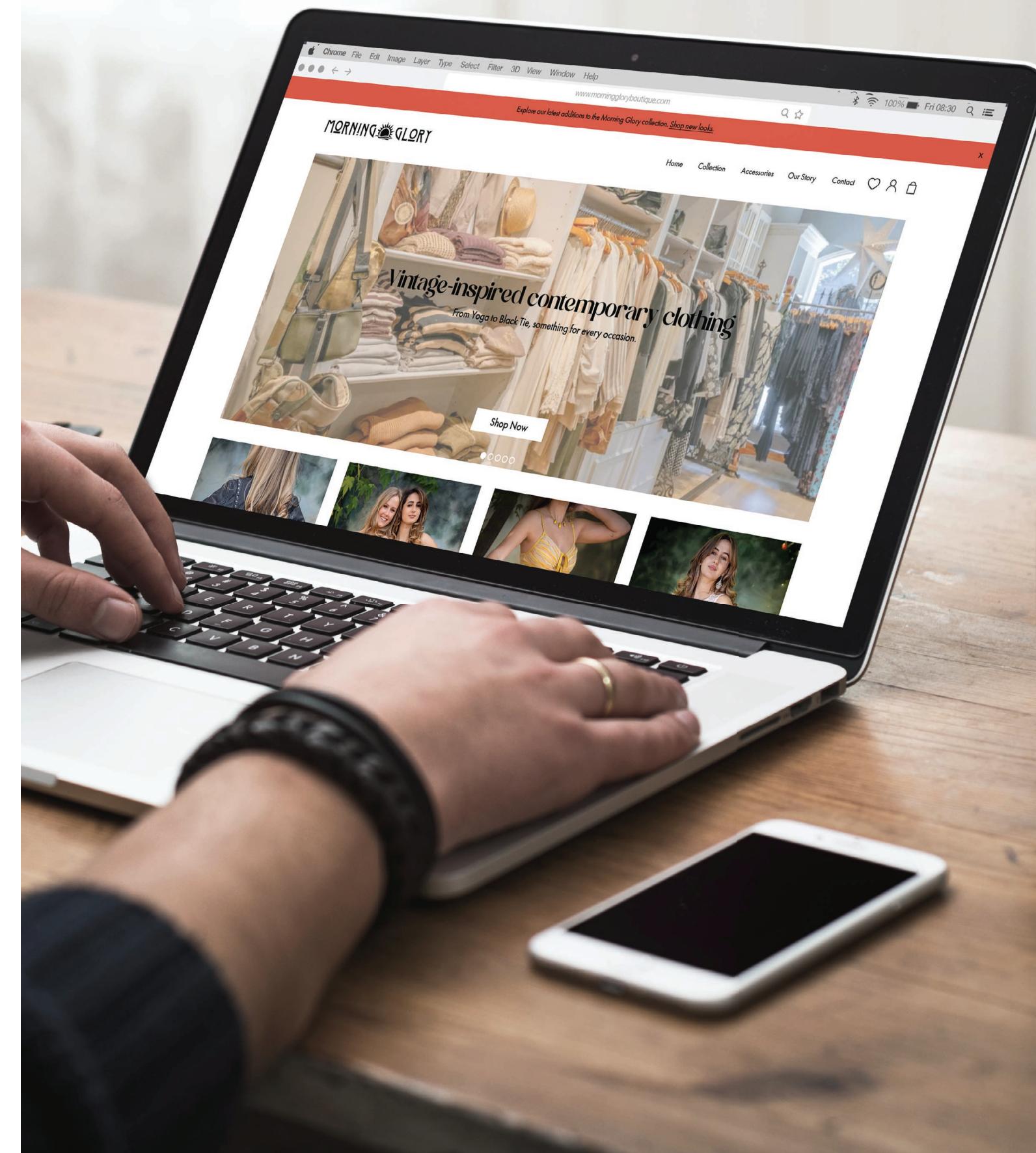
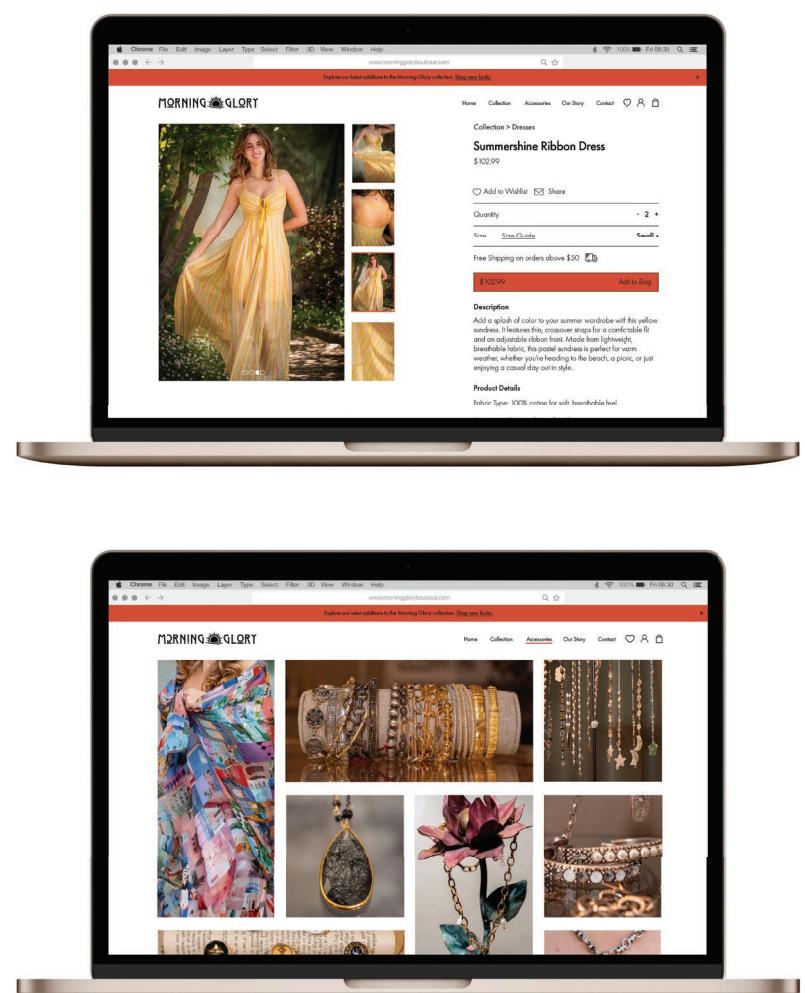


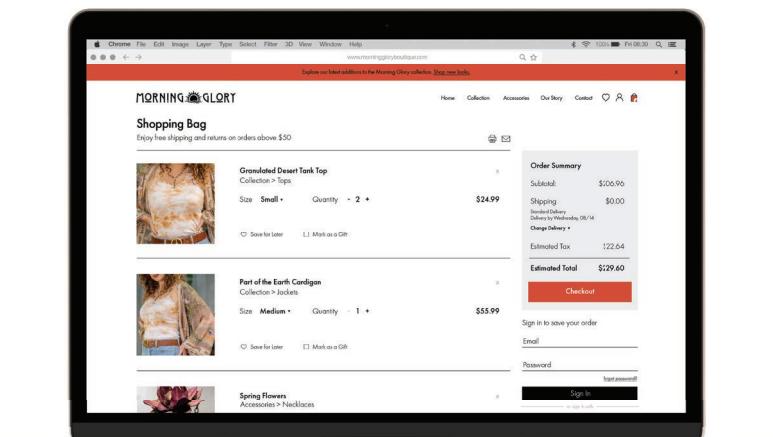
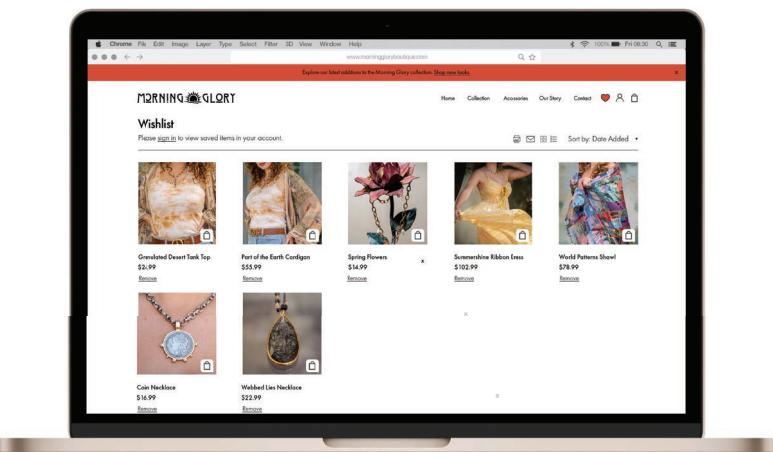
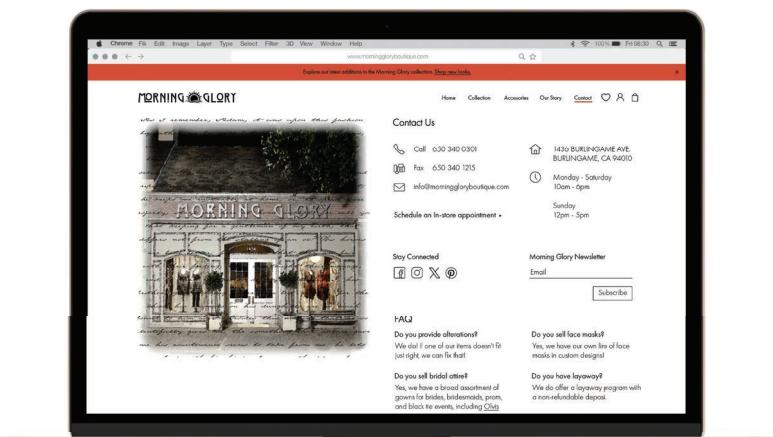
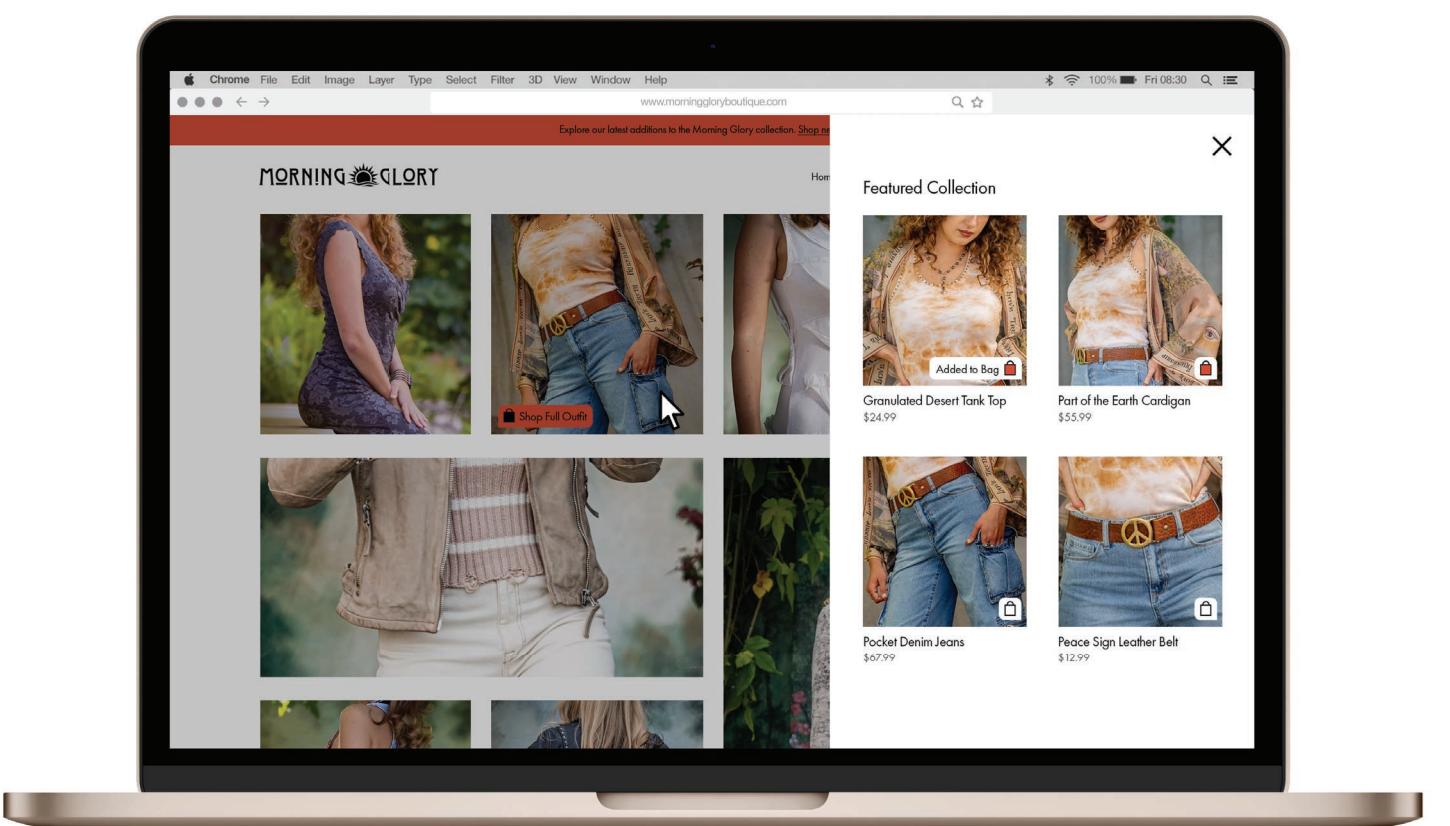


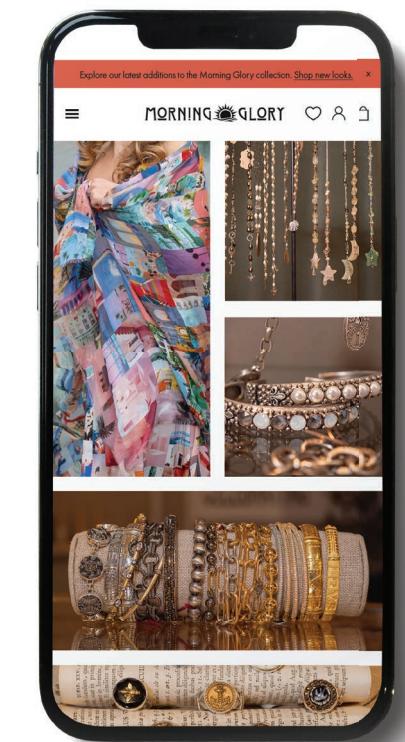


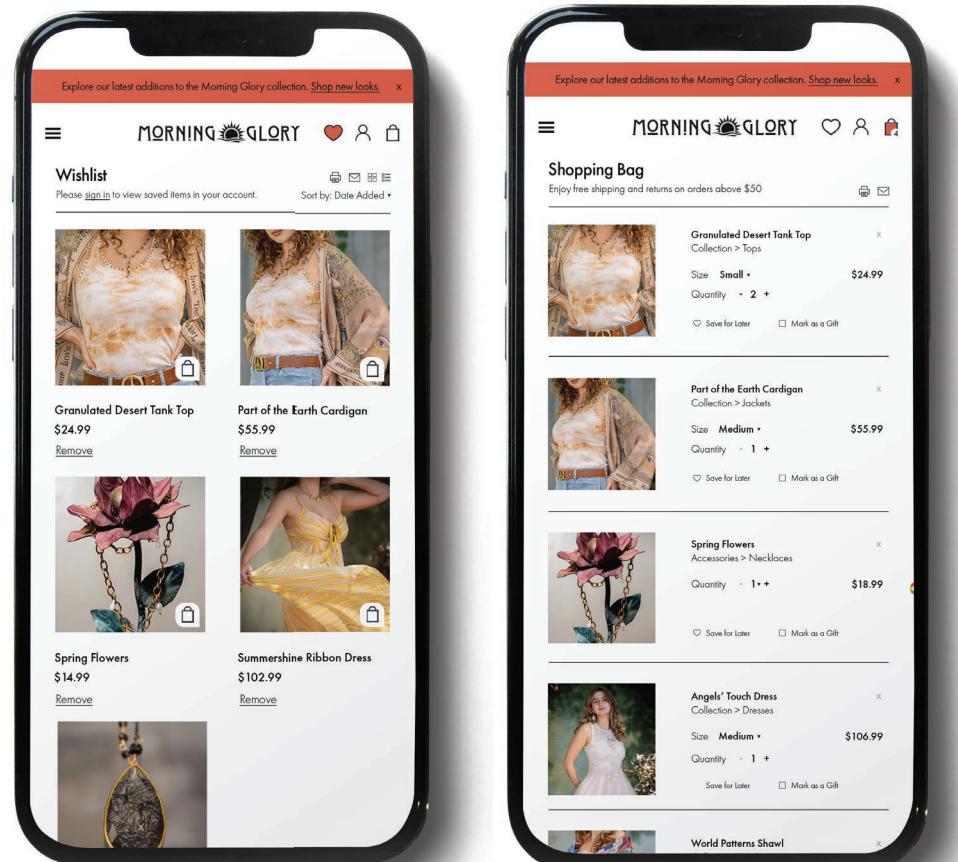














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[Objective]

Lily & Lotus is a high-end floral design studio, based in New York, that specializes in transforming nature into art. The brand aims to position themselves as a premier choice for event organizers, wedding planners, and art enthusiasts that seek to elevate their spaces with floral installations. Designing for intimate bouquets or large-scale floral masterpieces, Lily & Lotus's mission is to let the beauty of nature bloom through the creative process into professional and unique arrangements. By setting up a brand that focuses on quality over quantity, it builds trust with customers and caters to an audience that values sophistication, elegance, and memorable experience through the beauty of nature itself.

---

[Approach]

My approach to Lily & Lotus focuses on establishing a brand identity that connects a bridge of luxury to creative expression. The design brings nature to a forward focus in controlled environments to feature the natural side without the chaos. I want to define the visual elements —logo, color palette, and typography—with reflection of an upscaled version that appeals to our audience. The colors are soft and created unique to compliment the flower design of the logo while the logomark is simple and fits into the word mark, working with versatility. Creating narrative around how each flower arrangement is made, showing off the gallery of work, and framing type around nature all draws in the connection.

---

[Project Details]

[Course]

Strategies for Branding

[Instructor]

Thomas McNulty

[Project]

Lily & Lotus

[Keywords]

Tranquil  
Balance  
Premium  
Organic  
Floral  
Luxury  
Forward

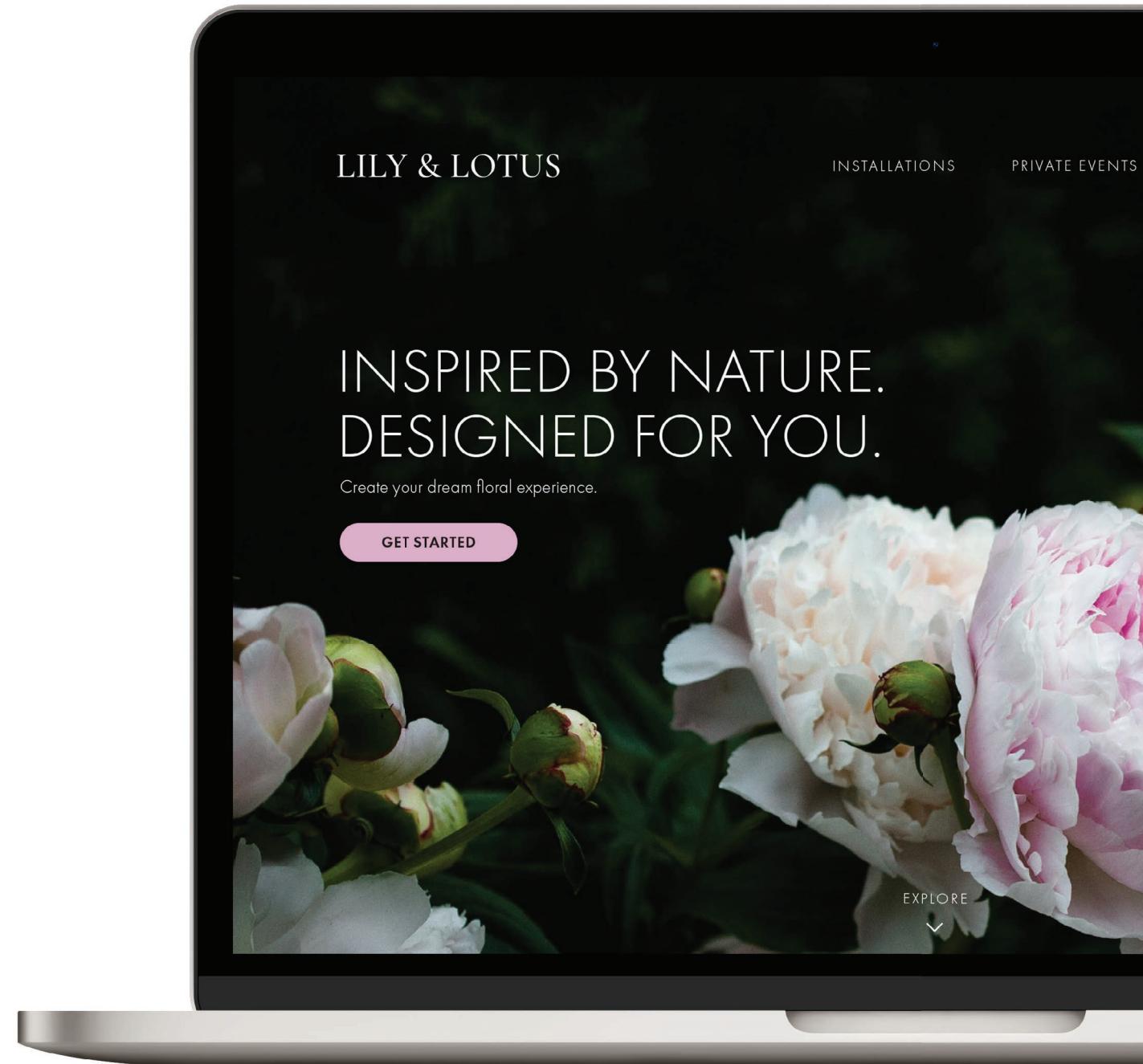
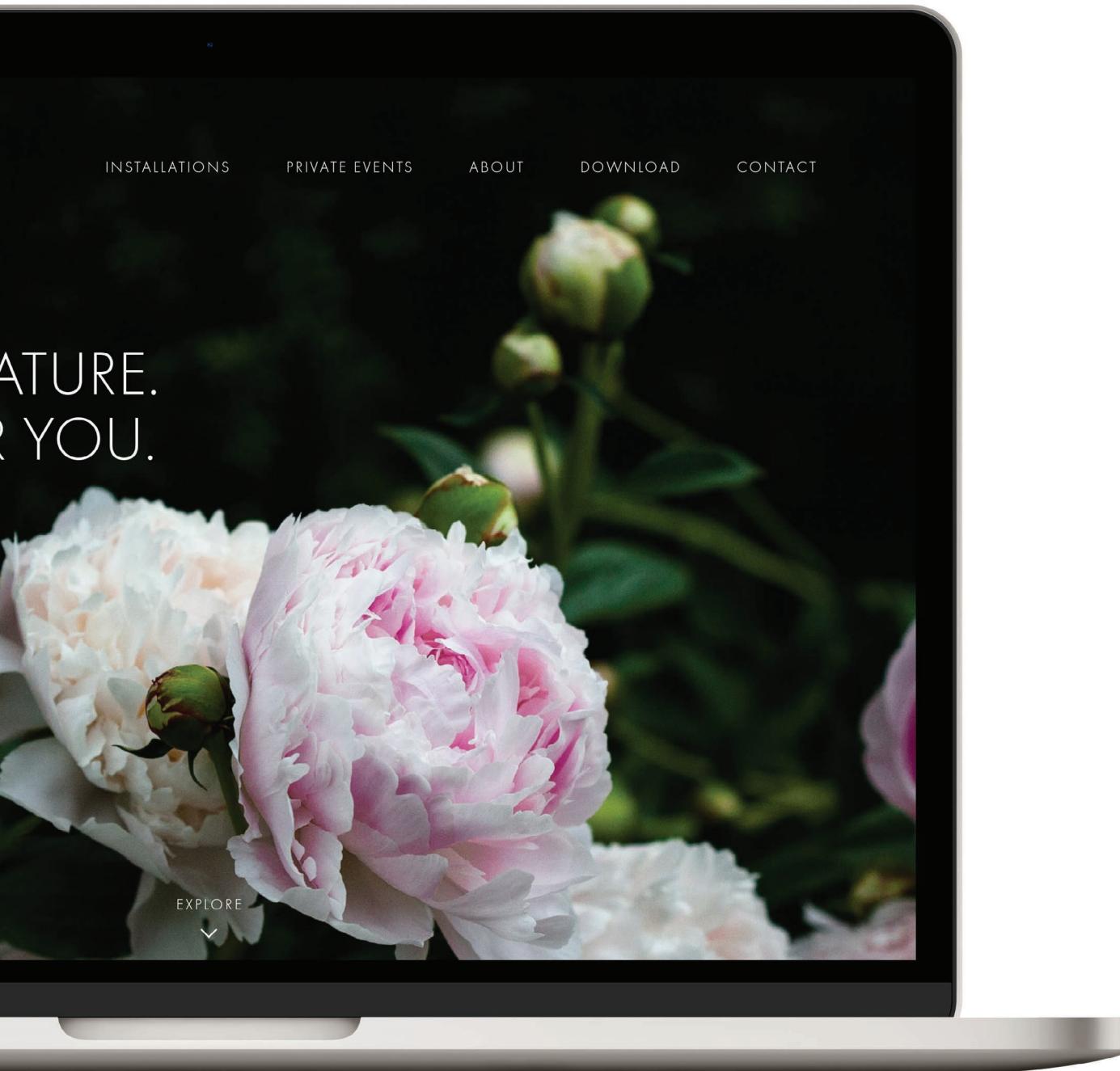


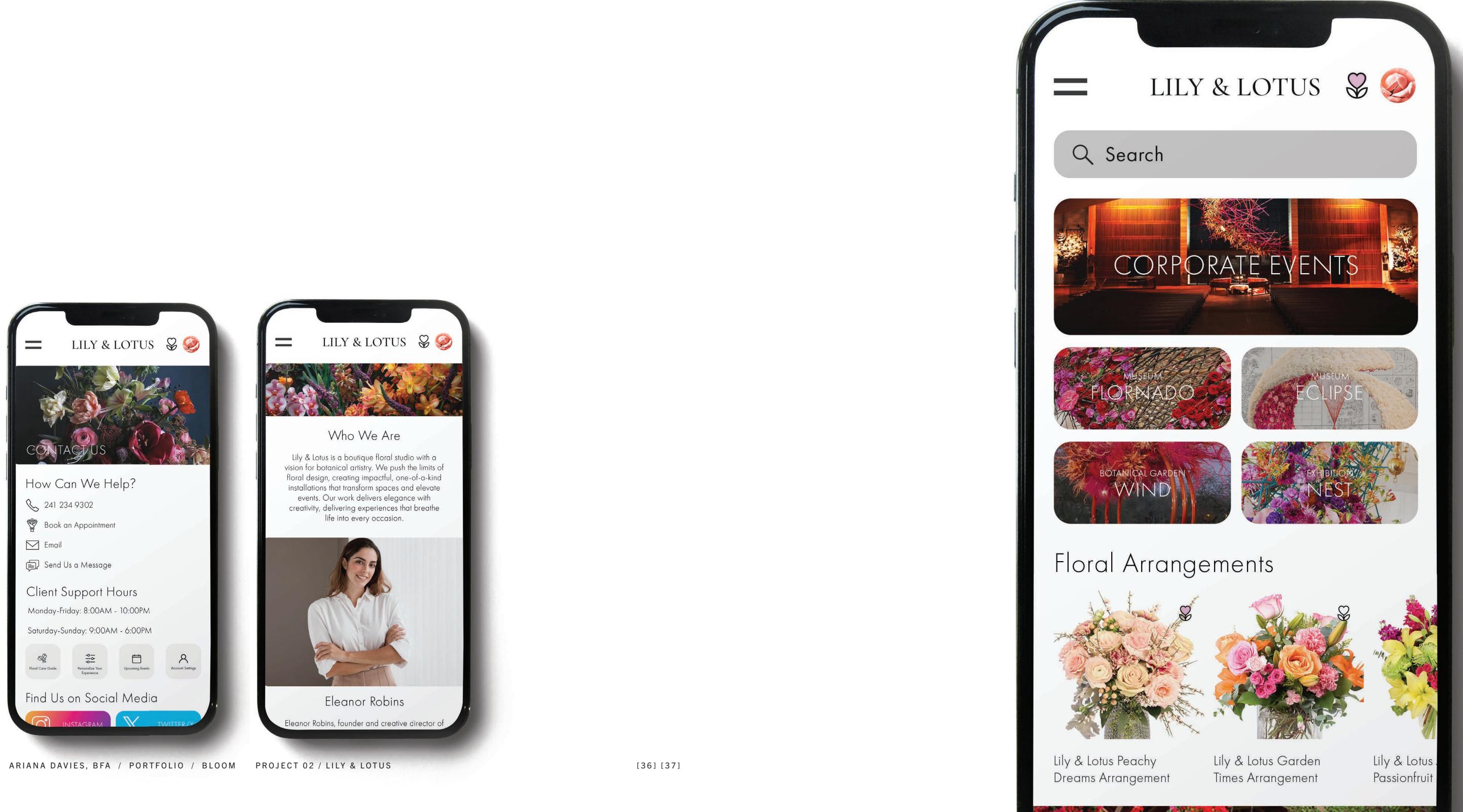
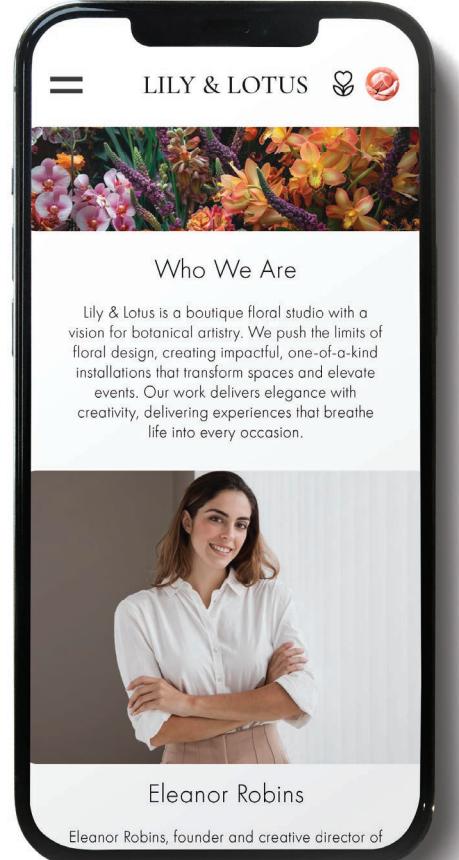
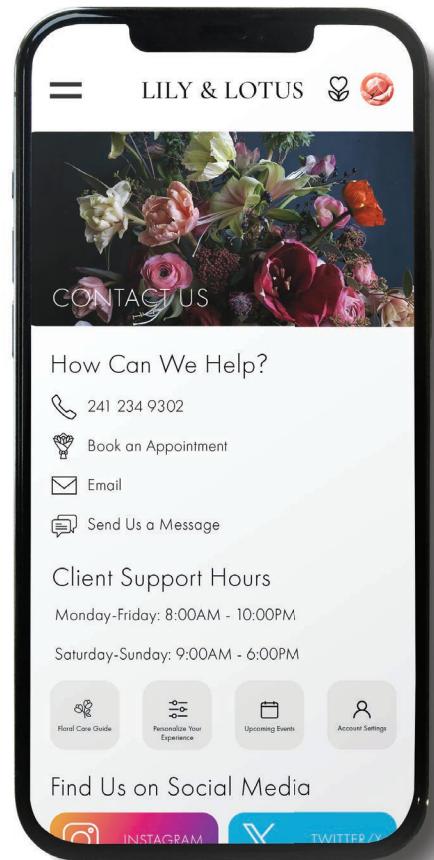
Project /  
Lily & Lotus  
Floral Design /  
Course /  
Strategies for  
Branding /  
Semester / Fall 2023  
Instructor /  
Thomas McNulty  
Category /  
Branding, UI/UX





# LILY & LOTUS







# LILY & LOTUS

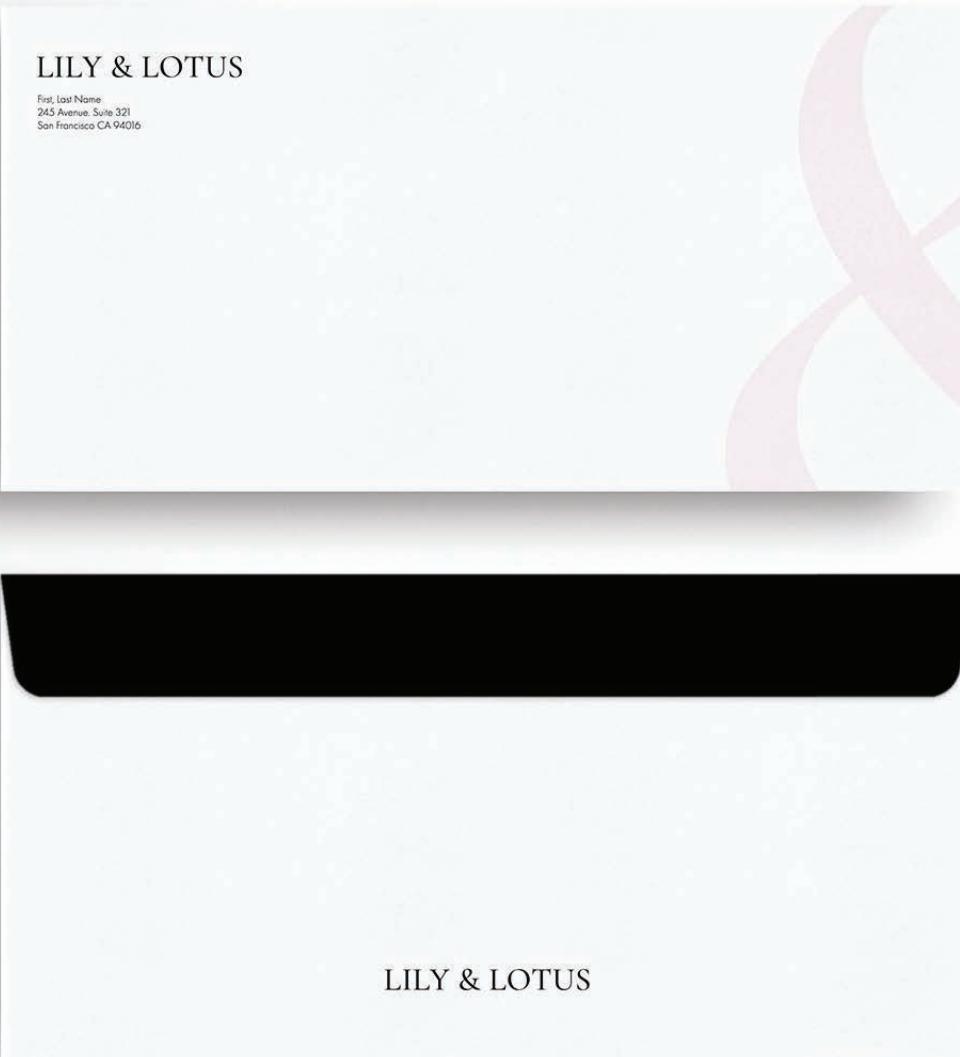
FLORAL DESIGN STUDIO

Lily & Lotus is a premier floral design studio renowned for creating sophisticated, large-scale floral installations. Tailored for corporate events, museums, exhibits, and weddings, our work is defined by a meticulous attention to detail, a commitment to quality, and a deep appreciation for the natural world. Our installations are marked by clean lines, modernity, and an understated elegance that complements their surroundings. We understand that each event is unique, and we work closely with our clients to create arrangements that bring to life memorable events with a lasting impact.

with precision, delivering an aesthetic that is at once unforgettable effect.

presents the epitome of a look to the sophistication

with each client's the finest flowers



---

[Objective]

Walk Amongst the Flowers is book inspired by the blooming cultural trend of celebrating rural life and nature, otherwise known as the style of cottagecore. It serves as a comprehensive guide for those seeking to live out this lifestyle to the fullest with gardening, sewing, cooking recipes, clothing, and a detailed look into the seasons. The design choice is made to be soft and rustic with lots of imagery to depict the cottage aesthetic. All of these are meant to visualize a sense of connection with the natural world, allowing the reader to feel at ease jumping into the off-the-grid and rural perspective to incorporate into their own lives. The objective is to highlight the pleasures of a simple, slow life in a way that speaks to the audience.

---

[Approach]

My approach is incorporating colors, symbols, and imagery that mirrors the style of cottagecore. The book itself utilizes an earth-toned color palette mixed with softer colors that bring a warmth to each chapter. Pages are made off-white, mimicking older parchment, with rustic-style imagery to break up information. Typography follows that of a traditional serif type with script detailing. The layout is designed to be inviting and gentle to encourage reading at your own pace, mimicking the lifestyle itself. Floral designs compliment the early pages and follow through to the website created for this book project using The Arion Press, the publishing company, rebranding as the main hub to purchase this book.

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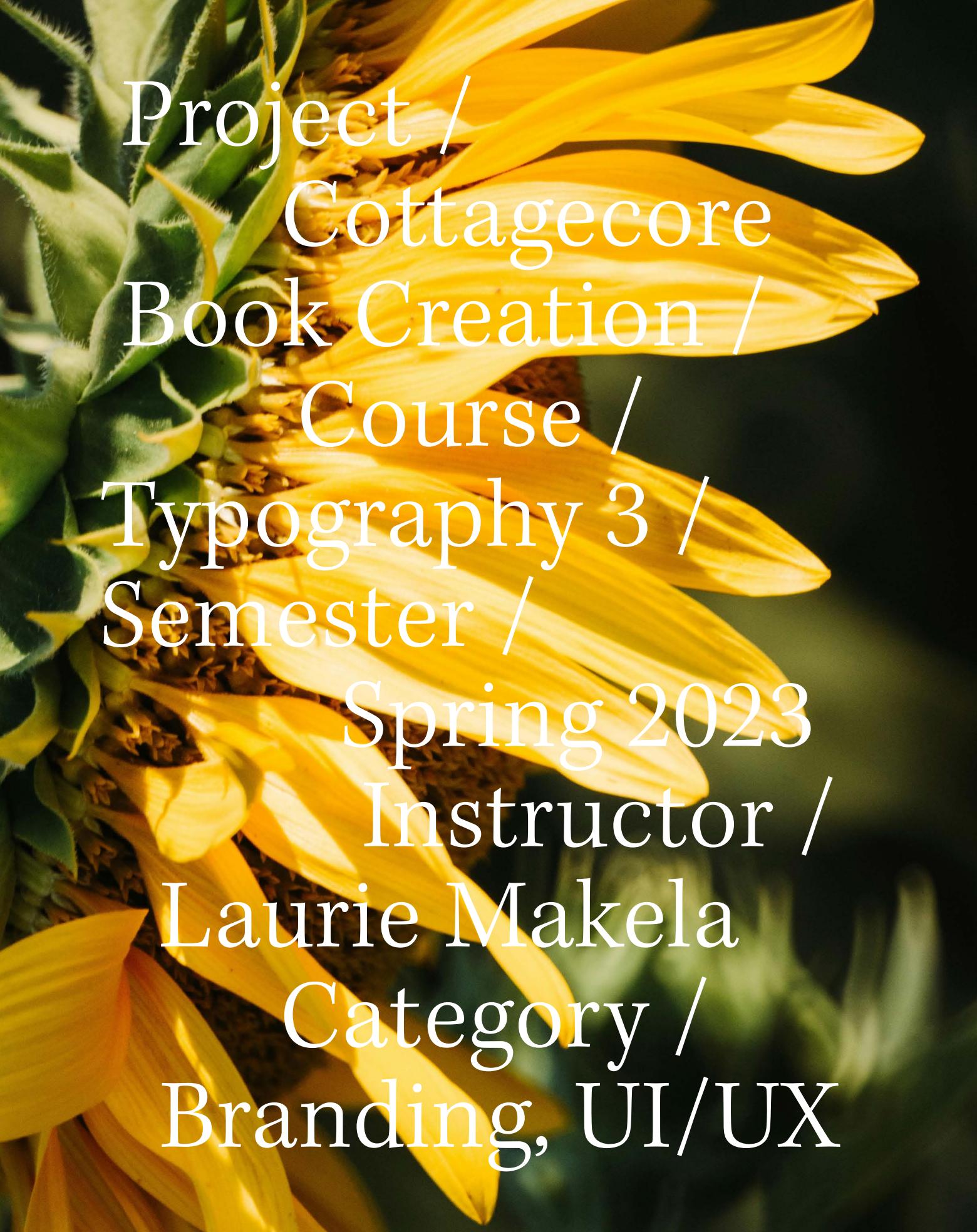
[Project Details]

[Course]  
Typography 3

[Instructor]  
Laurie Makela

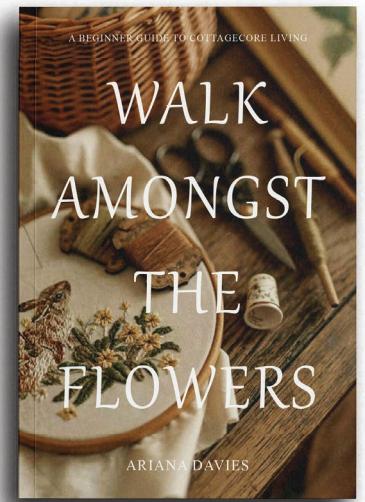
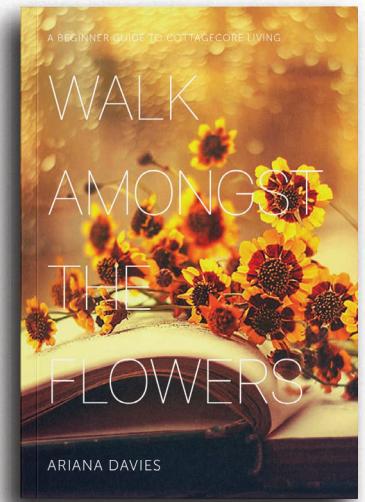
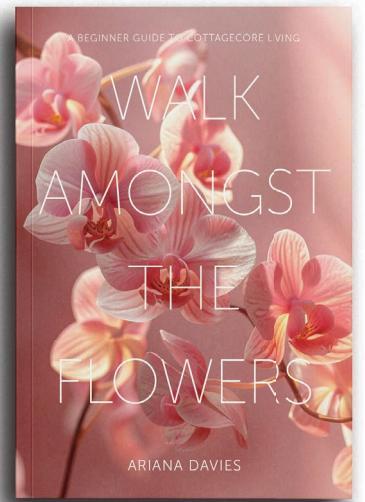
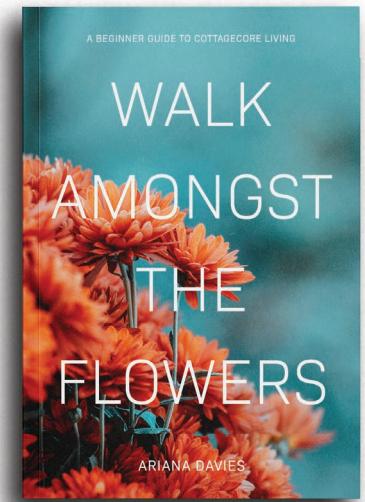
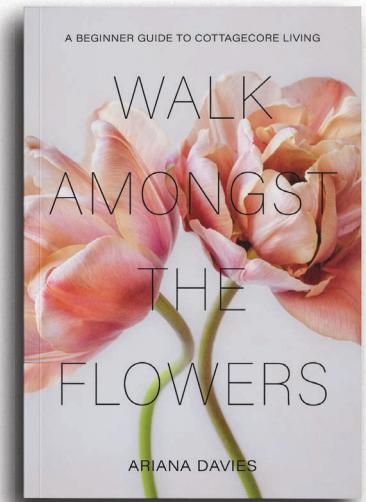
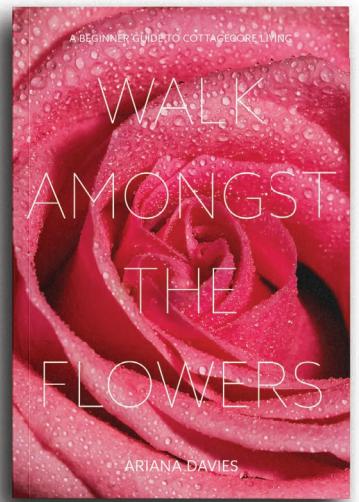
[Project]  
Walk Amongst the Flowers

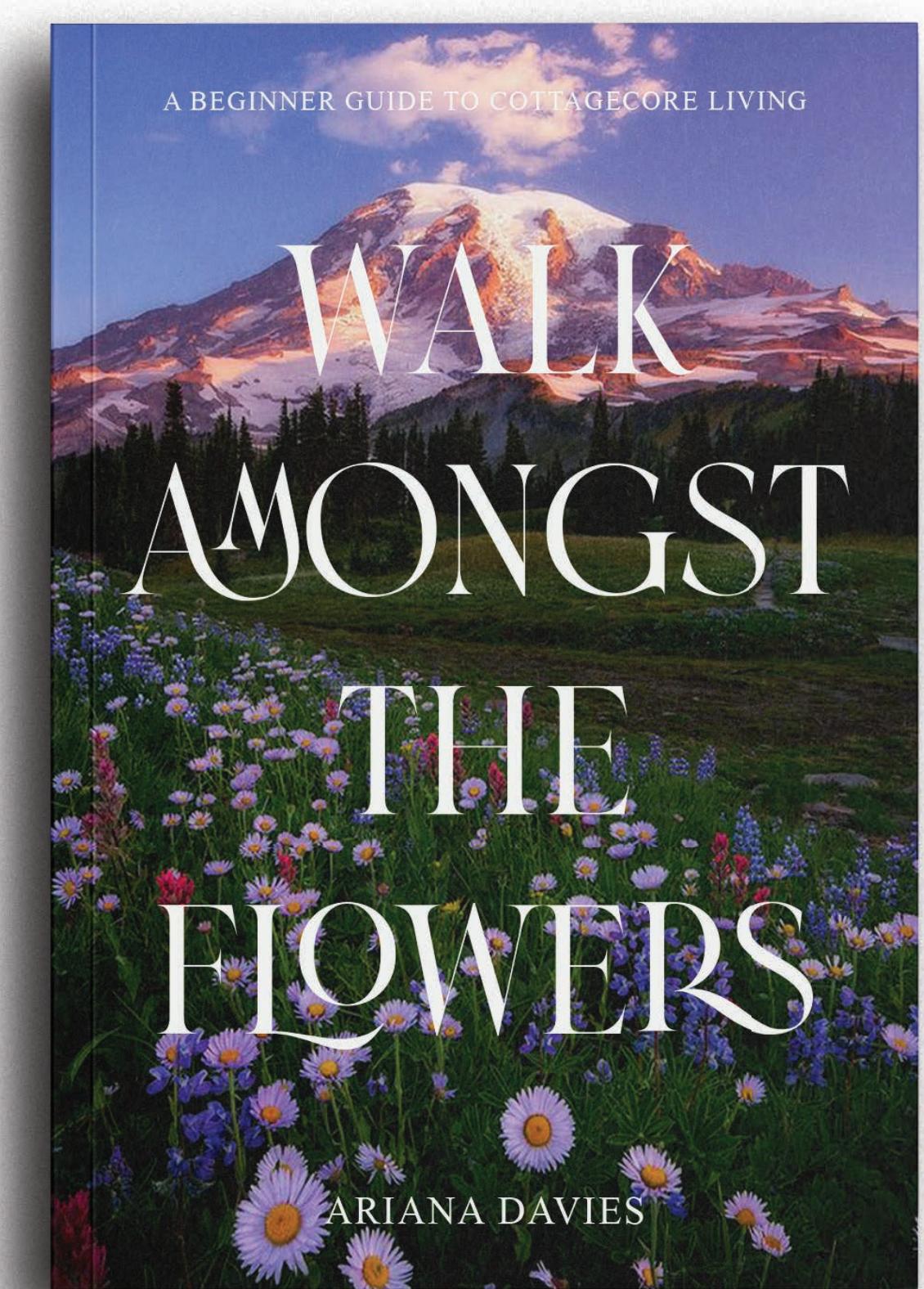
[Keywords]  
Pastoral  
Natural  
Nostalgic  
Traditional  
Off-the-grid  
Simplistic  
Warm

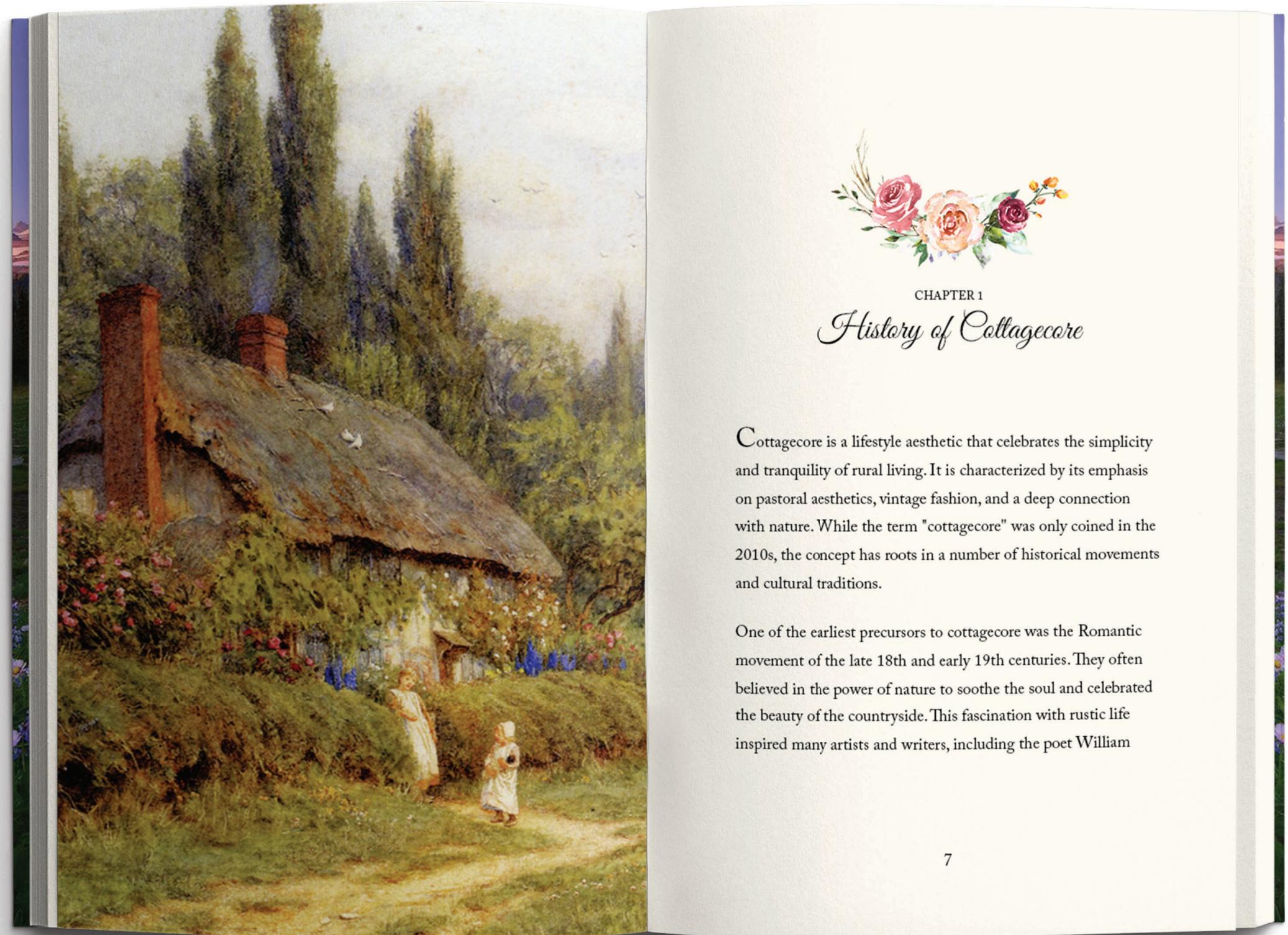


Project /  
Cottagecore  
Book Creation /  
Course /  
Typography 3 /  
Semester /  
Spring 2023  
Instructor /  
Laurie Makela  
Category /  
Branding, UI/UX







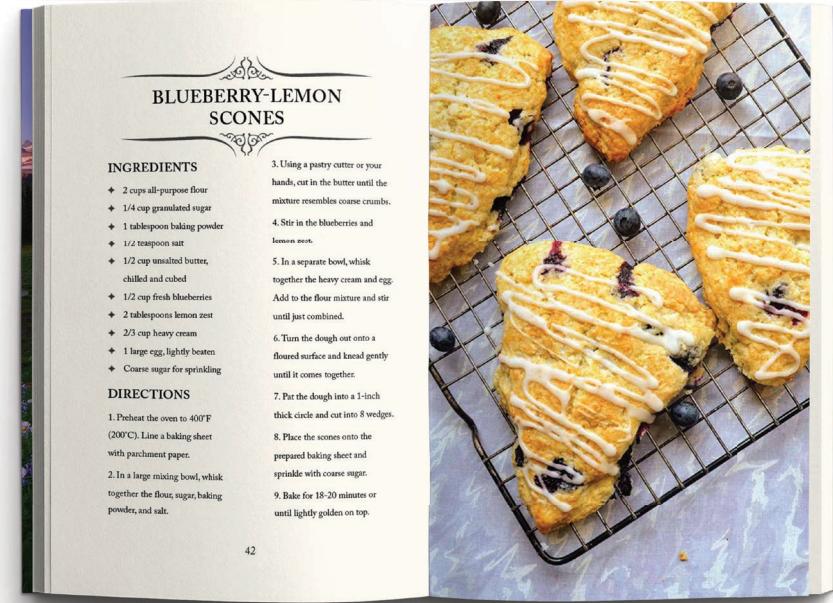




Fashion is all about embracing a romantic, nostalgic aesthetic that harkens back to a simpler time. Drawing inspiration from the pastoral landscapes of rural England and the cozy charm of old-fashioned farmhouses, cottagecore clothing is characterized by a mix of vintage and modern elements that create that sort of unique, whimsical look.

A key element of cottagecore clothing is an emphasis on natural materials and earthy tones. Many prefer fabrics like linen, cotton, and wool, which are breathable, durable, and have a rustic and homespun feel. Colors tend to be muted and earthy, with shades like beige, brown, green, and cream dominating the palette.

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### BLUEBERRY-LEMON SCONES

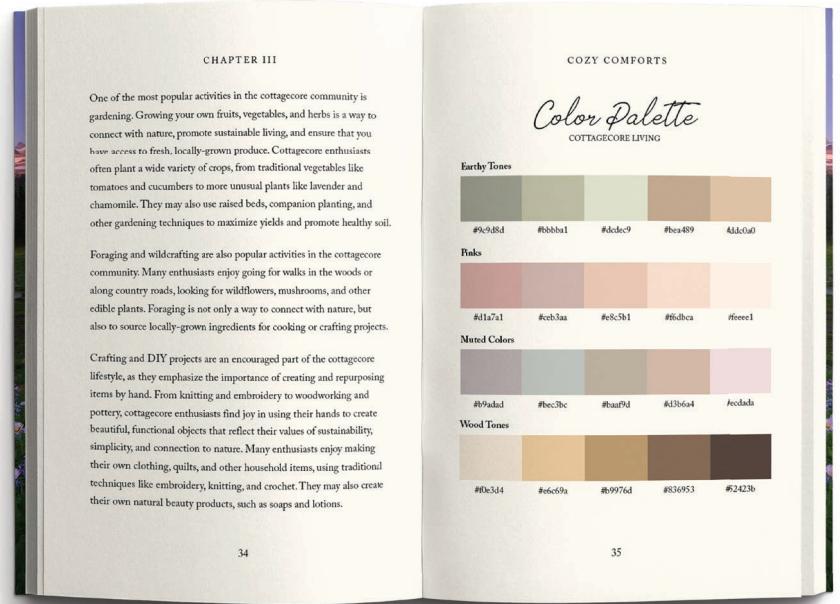
#### INGREDIENTS

- 2 cups all-purpose flour
- 1/4 cup granulated sugar
- 1 tablespoon baking powder
- 1/2 teaspoon salt
- 1/2 cup unsalted butter, chilled and cubed
- 1/2 cup fresh blueberries
- 2 tablespoons lemon zest
- 2/3 cup heavy cream
- 1 large egg, lightly beaten
- Coarse sugar for sprinkling

#### DIRECTIONS

- Preheat the oven to 400°F (200°C). Line a baking sheet with parchment paper.
- In a large mixing bowl, whisk together the flour, sugar, baking powder, and salt.
- Using a pastry cutter or your hands, cut in the butter until the mixture resembles coarse crumbs.
- Stir in the blueberries and lemon zest.
- In a separate bowl, whisk together the heavy cream and egg. Add to the flour mixture and stir until just combined.
- Turn the dough out onto a floured surface and knead gently until it comes together.
- Pat the dough into a 1-inch thick circle and cut into 8 wedges.
- Place the scones onto the prepared baking sheet and sprinkle with coarse sugar.
- Bake for 18–20 minutes or until lightly golden on top.

42



CHAPTER III

COZY COMFORTS

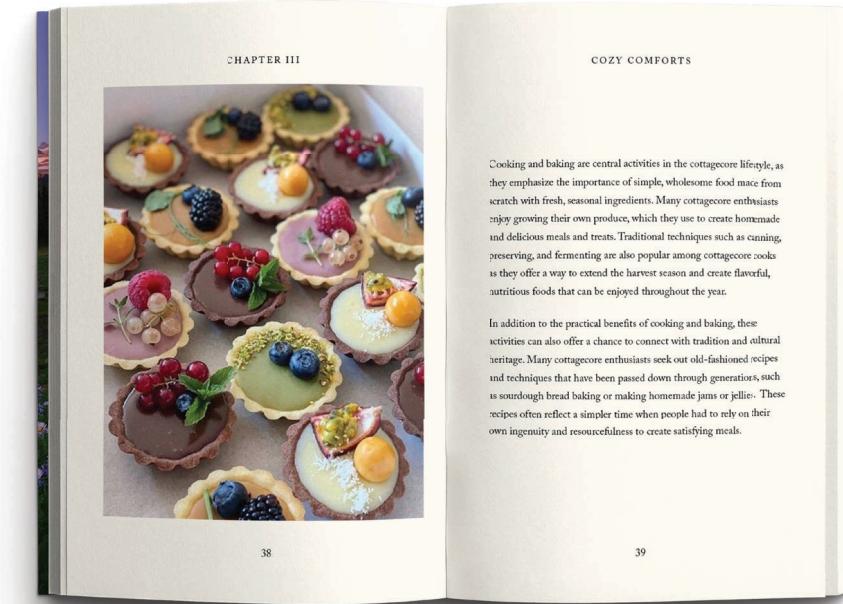
### Color Palette

COTTAGECORE LIVING



34

35



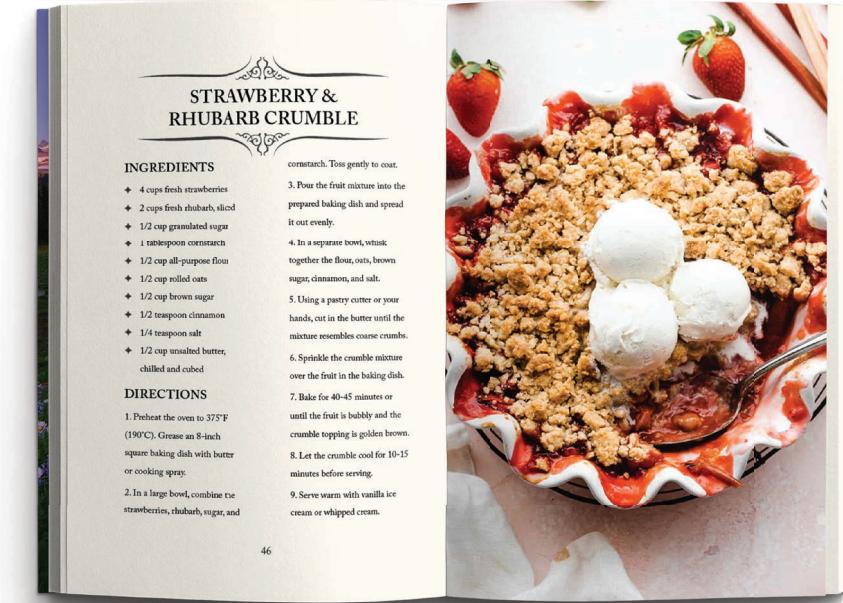
CHAPTER III

COZY COMFORTS



38

39



### STRAWBERRY & RHUBARB CRUMBLE

#### INGREDIENTS

- 4 cups fresh strawberries
- 2 cups fresh rhubarb, sliced
- 1/2 cup granulated sugar
- 1/4 teaspoon cornstarch
- 1/2 cup all-purpose flour
- 1/2 cup rolled oats
- 1/2 cup brown sugar
- 1/2 teaspoon cinnamon
- 1/4 teaspoon salt
- 1/2 cup unsalted butter, chilled and cubed

#### DIRECTIONS

- Preheat the oven to 375°F (190°C). Grease an 8-inch square baking dish with butter or cooking spray.
- In a large bowl, combine the strawberries, rhubarb, sugar, and cornstarch. Toss gently to coat.
- Pour the fruit mixture into the prepared baking dish and spread it out evenly.
- In a separate bowl, whisk together the flour, oats, brown sugar, cinnamon, and salt.
- Using a pastry cutter or your hands, cut in the butter until the mixture resembles coarse crumbs.
- Sprinkle the crumble mixture over the fruit in the baking dish.
- Bake for 40–45 minutes or until the fruit is bubbly and the crumble topping is golden brown.
- Let the crumble cool for 10–15 minutes before serving.
- Serve warm with vanilla ice cream or whipped cream.

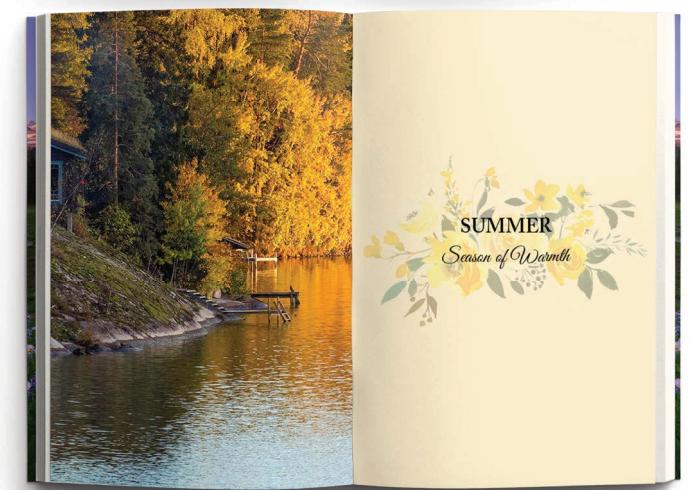
46



Cooking and baking are central activities in the cottagecore lifestyle, as they emphasize the importance of simple, wholesome food made from scratch with fresh, seasonal ingredients. Many cottagecore enthusiasts enjoy growing their own produce, which they use to create homemade and delicious meals and treats. Traditional techniques such as canning, preserving, and fermenting are also popular among cottagecore cooks as they offer a way to extend the harvest season and create flavorful, nutritious foods that can be enjoyed throughout the year.

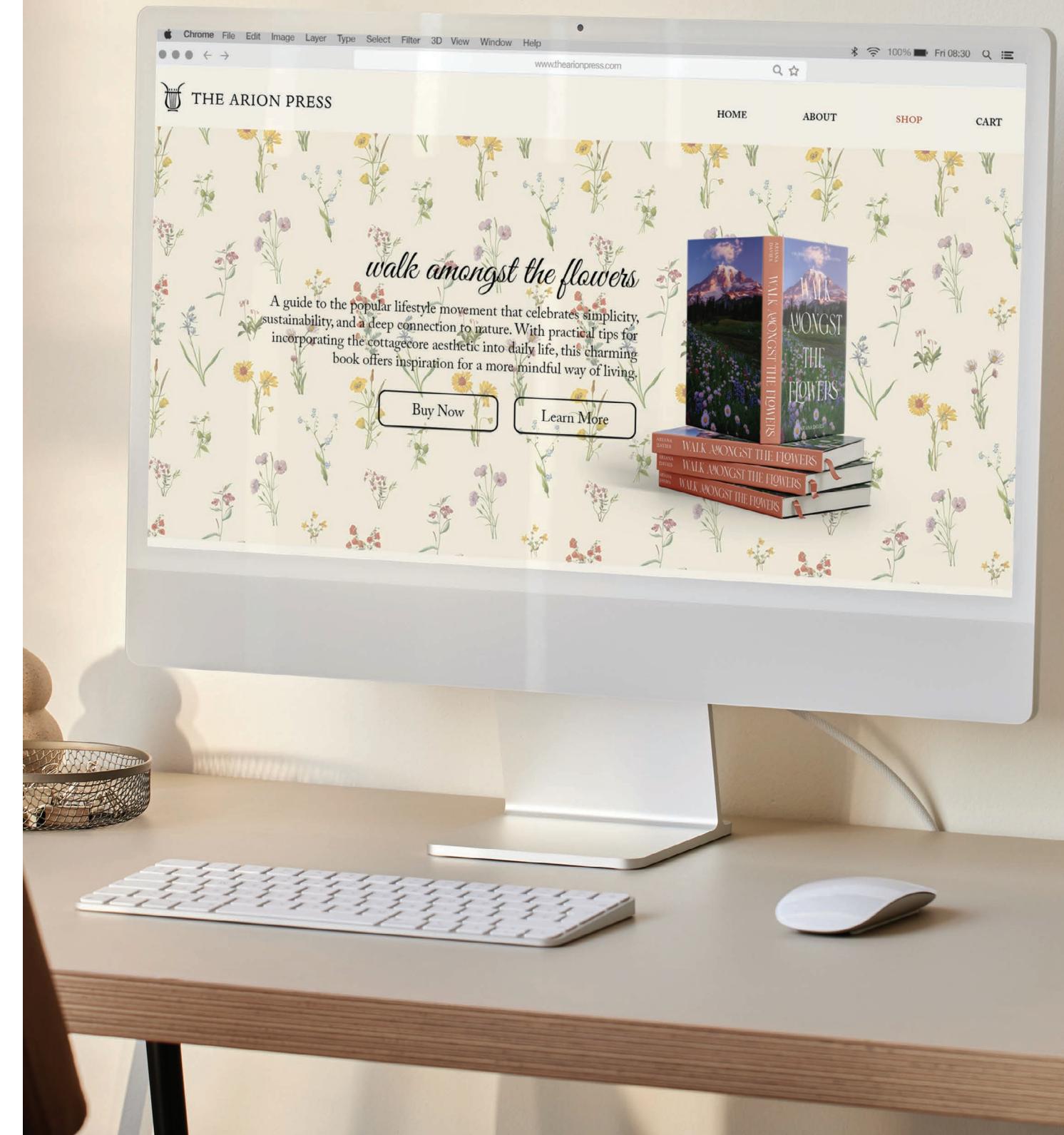
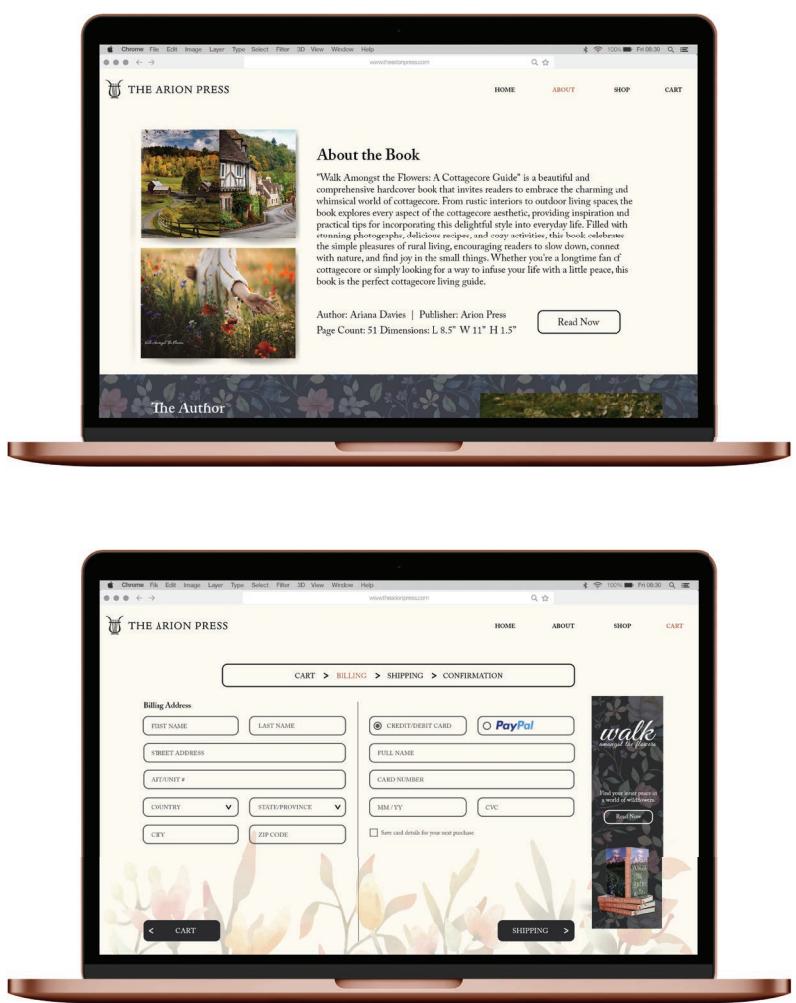
In addition to the practical benefits of cooking and baking, these activities can also offer a chance to connect with tradition and cultural heritage. Many cottagecore enthusiasts seek out old-fashioned recipes and techniques that have been passed down through generations, such as sourdough bread baking or making homemade jams or jellies. These recipes often reflect a simpler time when people had to rely on their own ingenuity and resourcefulness to create satisfying meals.













Two screenshots of a website for 'THE ARION PRESS' are displayed on a laptop. The top screenshot shows a 'CONFIRMATION' page for an order. It lists the item as 'Walk Amongst the Flowers: A Cottagework Guide' (ENGLISH HARDCOVER, \$29.99), quantity 1, and a total of \$38.71. It includes fields for shipping address (ARIANA DAVIES, 1234 River Drive, San Francisco, CA 94103, United States of America, 94103, Email: ariana@ariadavies.com), billing address (ARIANA DAVIES, 1234 River Drive, San Francisco, CA 94103, United States of America, 94103, Email: ariana@ariadavies.com), and payment method (VISA XXXX XXXX XXXX 4471, EXP. XX/XX, Ariana Davies). A 'PLACE ORDER' button is at the bottom. The bottom screenshot shows a product page for 'Walk Amongst the Flowers: A Cottagework Guide' by Ariana Davies. It features a large image of a traditional house, the price \$29.99, and options for 'SOFTCOVER | HARDCOVER' and 'ENGLISH'. Below the main image are three smaller thumbnail images of the book's pages. The page also includes a 'Description' section with publisher information and dimensions.



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[Objective]

SakuraCon is a popular anime and Japanese pop culture convention that is hosted annually in downtown Seattle, Washington. It is known for blooming into the oldest and largest convention in the Northwest and celebrating arts of anime, manga, gaming, and Asian culture. The objective is to update the convention brand by rebranding the event's logo, color scheme, and overall design language in order to reflect the atmosphere of the convention in a way that feels modern and up to date. I aim to keep the diversity and vibrancy of the convention, while making it more recognizable and refreshing for future merchandise, social media presence, and potential sponsorships.

---

[Approach]

With the idea of creating a cohesive, visual identity that reflects the culture of SakuraCon, my approach led to a new design pattern outside the box. Patterns, colors, and shapes amalgamate to symbolize diversity, letting each overlap in different opacities. The logo continues to represent the sakura flower, but with smooth lines and a closure that connects all parts back to each other, establishing a level of global community. Merchandise such as bags, socks, and keychains offer fashionable alternatives to the traditional set. The website and social media are modernized with the splash of color from the new palette, convention artists, photography, illustrations, and all of what makes SakuraCon stand out in a new way.

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[Project Details]

[Course]

Graphic Design 2

[Instructor]

Jeremy Stout

[Project]

SakuraCon

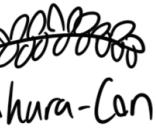
[Keywords]

Popculture  
Vibrant  
Youthful  
Animatic  
Bright  
Modern  
Diverse



Project /  
SakuraCon  
Rebranded Event /  
Course /  
Graphic Design 2 /  
Semester /  
Spring 2022  
Instructor /  
Jeremy Stout  
Category /  
Branding, UI/UX





sakura-con



SakuraCon



SakuraCon



SakuraCon



SakuraCon



SakuraCon



SakuraCon

Sakura  
11/1  
2021



sakuracon



SakuraCon



SakuraCon



SakuraCon



SakuraCon



SakuraCon



SakuraCon

Sakura  
11/1  
2021

SakuraCon



SakuraCon



SakuraCon



SakuraCon



Sakura  
Con



SakuraCon



SakuraCon

Sakura  
11/1  
2021



sakuracon



SakuraCon



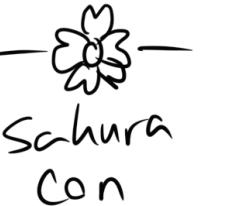
SakuraCon



SakuraCon



Sakura  
Con



SakuraCon



SakuraCon

Sakura  
11/1  
2021



sakura-con



SakuraCon



SakuraCon



SakuraCon



SakuraCon

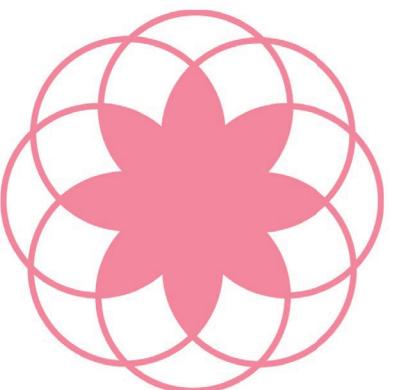


SakuraCon



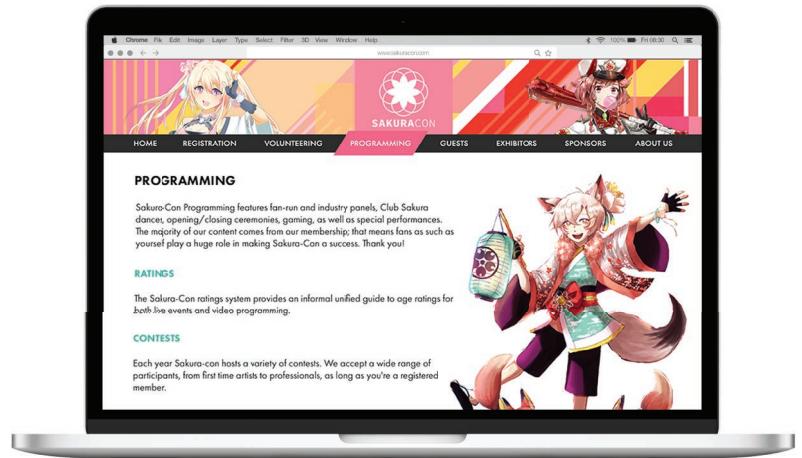
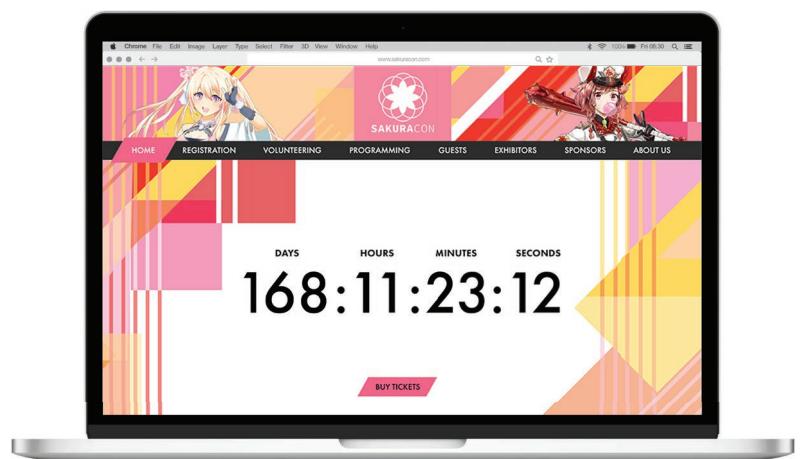
SakuraCon

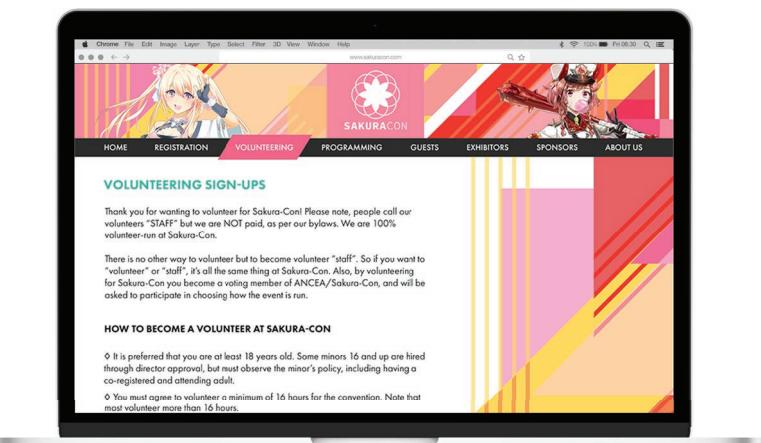
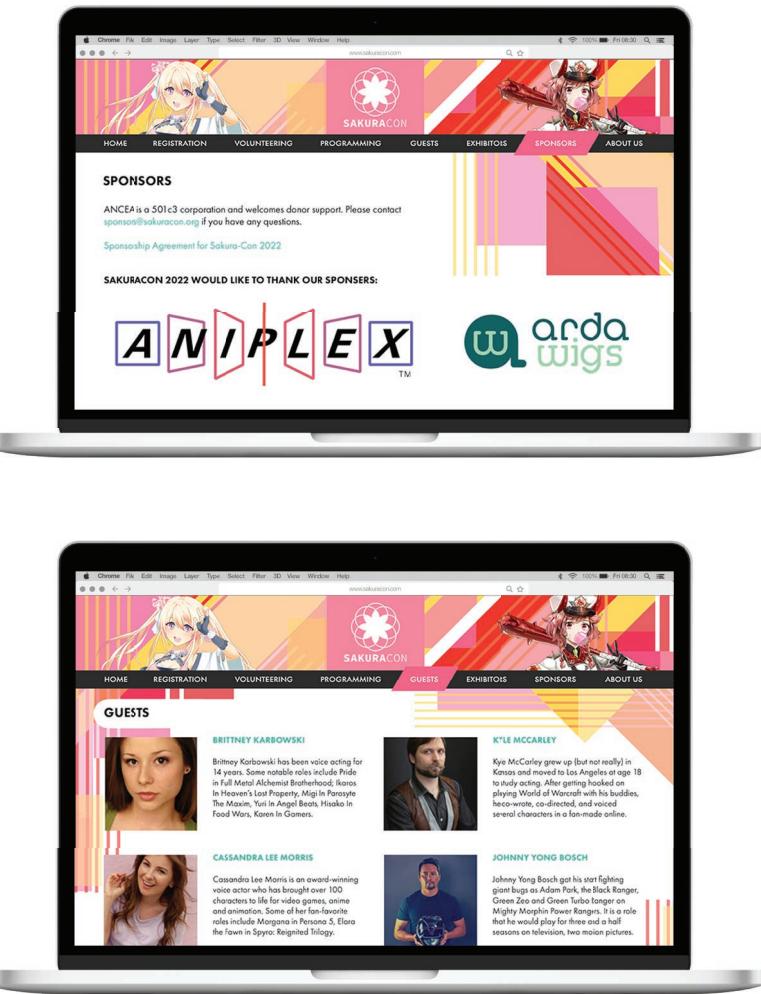
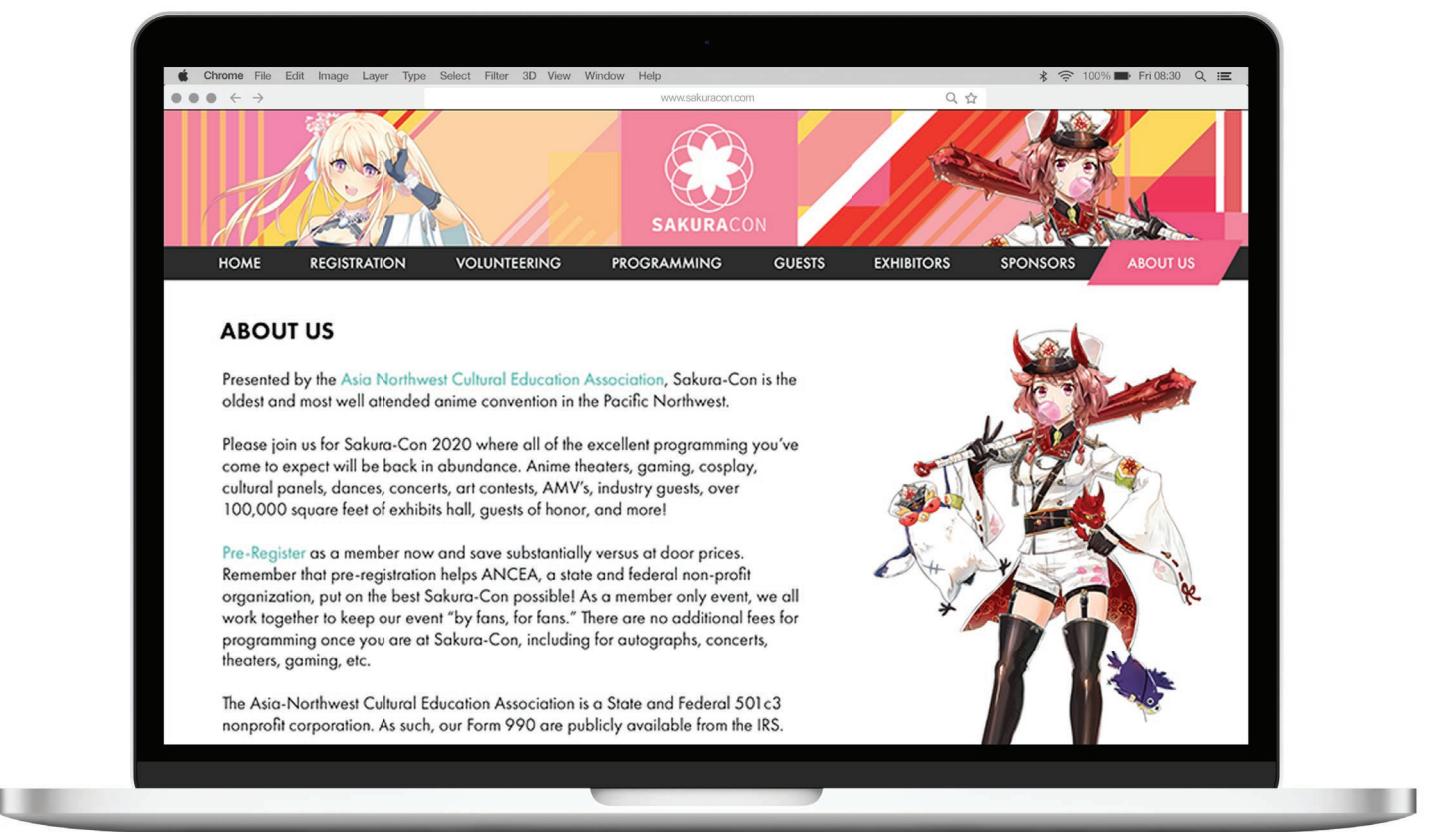
Sakura  
11/1  
2021

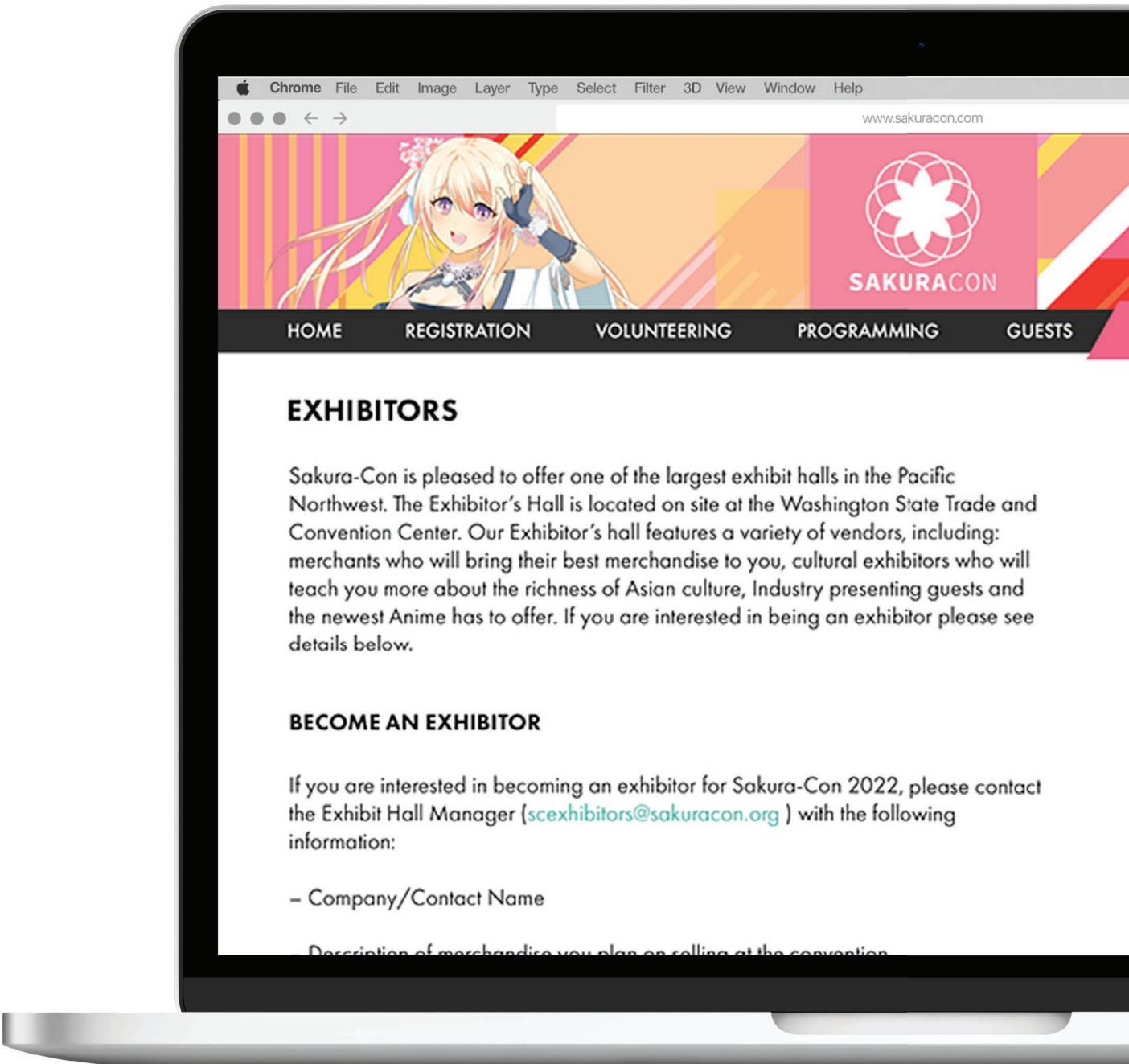
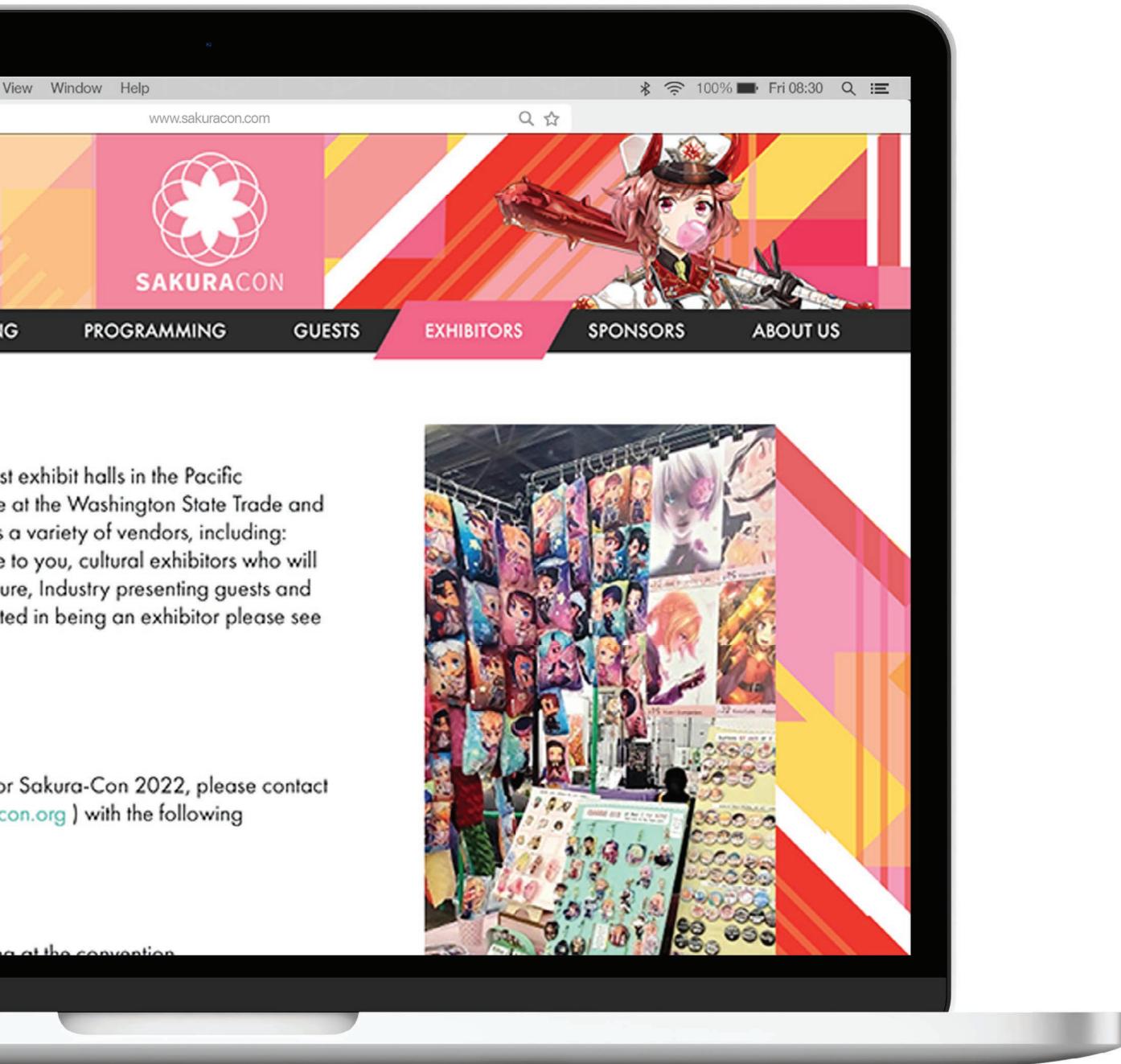


**SAKURA**CON







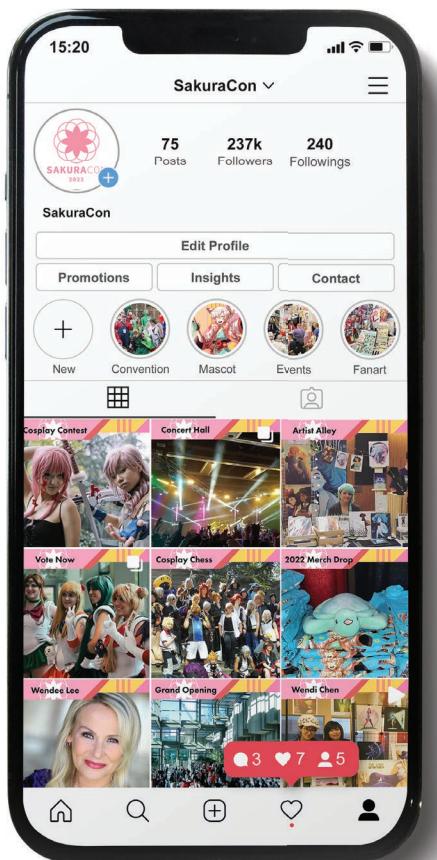






[86] [87]











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[Objective]

Fawn & Fern Tavern is a dining establishment set in the theme of Dungeons & Dragons that combines rustic, nature-inspired elements with a tavern-style culinary experience. The concept design is centered around a touch of fantasy in brand identity to reflect the tavern's commitment to medieval food and a storyrealm of dining experience. Through the use of earthy tones, botanical illustrations, and elegant typography, the brand seeks to evoke a sense of connection with nature allowing its rustic charm to bloom. The design needs to appeal to both food enthusiasts, roleplayers, and storytellers alike. Attention to detail in the branding echoes the care put into the tavern's culinary creations and atmosphere.

---

[Approach]

My approach is to design a brand that reflects both the medieval style and the rustic nature of the dining experience offered at Fawn & Fern Tavern. The goal is to create a visual identity that feels welcoming and comfortable, while also adhering to a Dungeons & Dragons style of eating. I focused on creating a cohesive, visual experience that would put you in a new world, making it memorable for customers to experience. Medieval events, like Bard's Ballad or Cosplay days, and a dedicated room for tabletop games, puts Fawn & Fern on top of the dining experience field. The menu is extensive with creative drinks and foods that would be found in the realm of a Dungeons & Dragons story.

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[Project Details]

[Course]  
Strategies for Branding

[Instructor]  
Thomas McNulty

[Project]  
Fawn & Fern Tavern

[Keywords]  
Rustic  
Medieval  
Organic  
Natural  
Renaissance  
Fantasy  
Experience



Project /  
Fawn & Fern  
Tavern Restaurant /  
Course /  
Strategies for  
Branding /  
Semester / Fall 2023  
Instructor /  
Thomas McNulty  
Category /  
Branding, UI/UX





# FAWN & FERN

RESTAURANT / BAR / TAVERN



**FAWN & FERN**  
From the Forest

**FAWN & FERN**  
RESTAURANT / BAR / TAVERN

**Starters**

- Mystic Mushroom Caps \$10
- Forest Baked Fritters \$9
- Sorcerer's Charcuterie Board \$14
- Gnomish Gearhoppers \$13

**Sides**

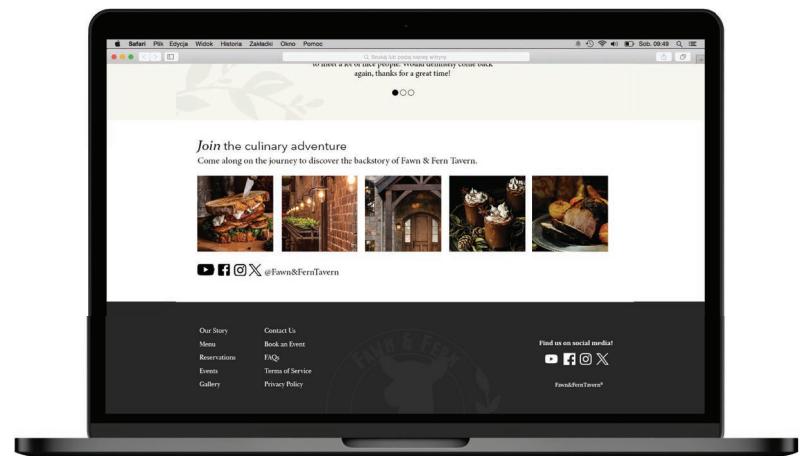
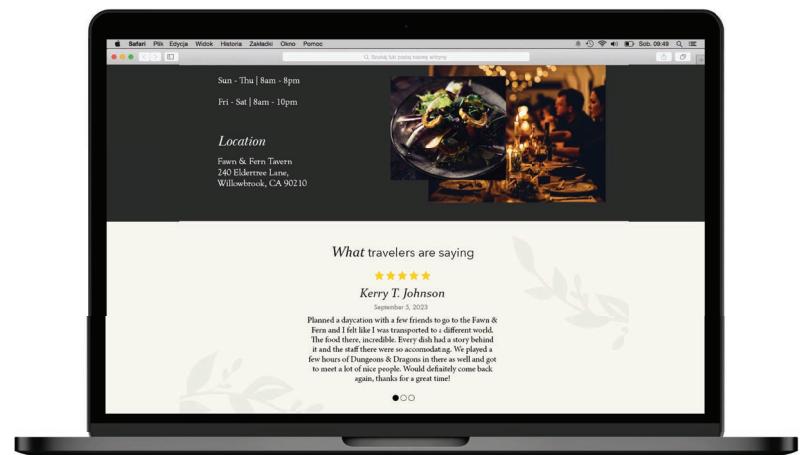
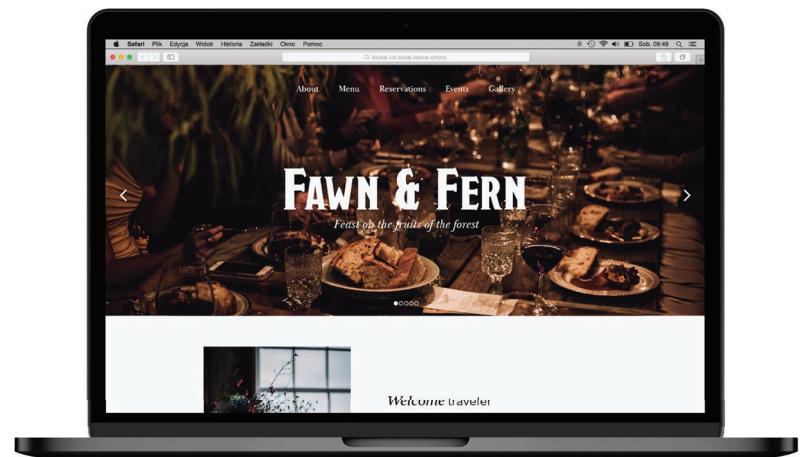
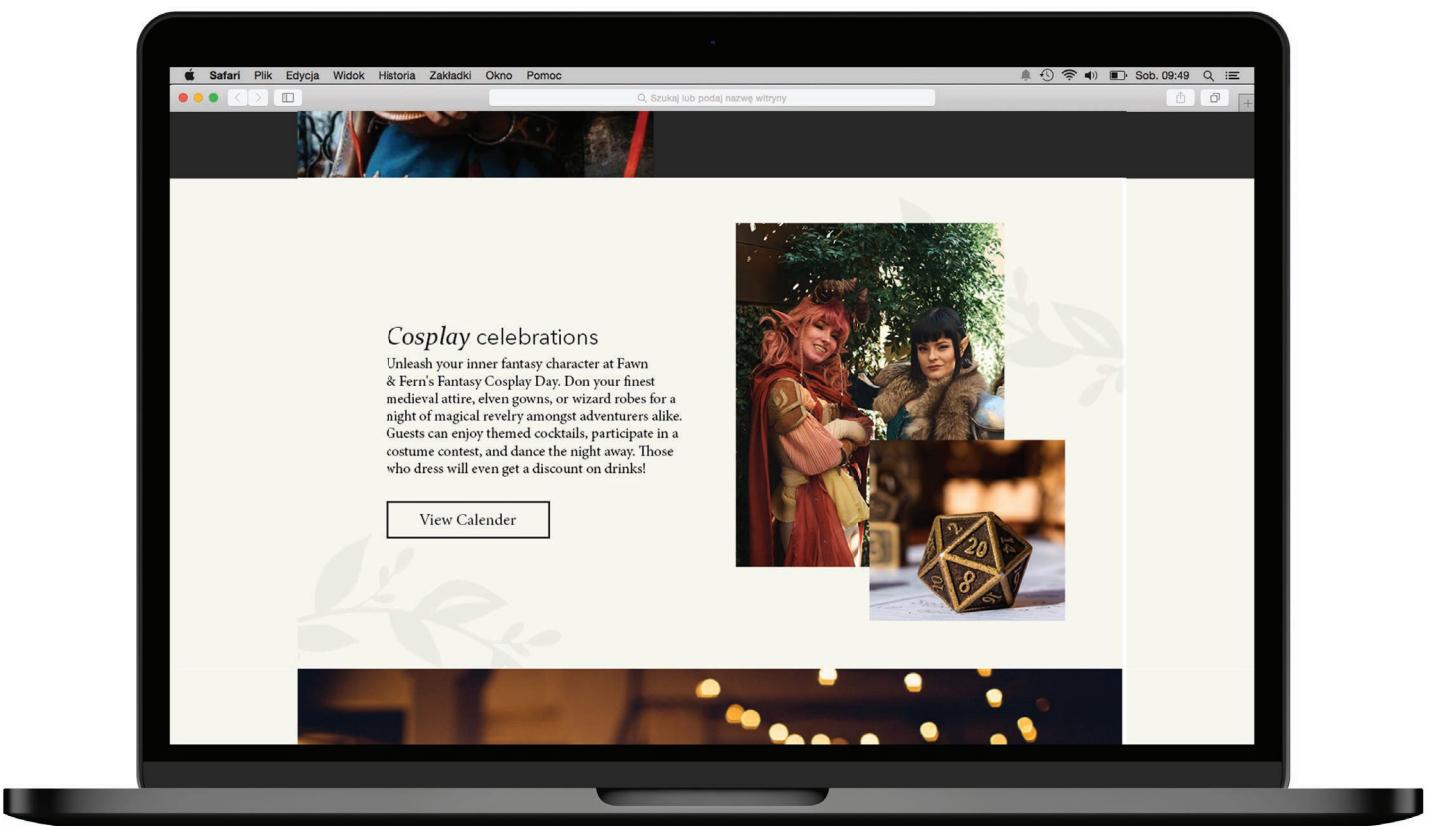
- Roasted Cider Pear Platter \$12
- Sword Coast Potato Medley \$8
- Gloomstalker Salad \$11
- Bard's Garlic Bread \$5

**Mains**

- Dragon's Flight Burger \$25
- Rogue's Chicken Sandwich \$22
- Mushroom & Leek Risotto \$18
- Elvish Garden Pesto Pasta \$17

**Desserts**

- Granny's Cauldron Apple Pie \$12
- Sweet Rolls \$9
- Choconut Brownie Cake \$12
- Wild Magic Cookies \$10







---

[Objective]

BetterLife is a cleaning product brand with high strength in several areas. My objective is to focus on creating sustainable, eco-friendly packaging for them and center it around environmental stewardship. The packaging design is rooted in minimalist aesthetics, using reusable materials and clean, simple graphics to highlight the brand's dedication to sustainability. The design has to balance functionality with a clear, ethical message, ensuring that the packaging is both practical and visually appealing. The challenge is to make the eco-conscious side bloom clearly, without overwhelming or dissuading the consumer, by creating a reusable packaging with refillable concentrates to lessen waste.

---

[Approach]

My approach is to design packaging that reflects BetterLife's new core values of sustainability, transparency, and functionality. By being reusable and offering cheaper concentrates to mix into the batch yourself, the packaging aims to reduce environmental waste and be a cheaper, more effective alternative in the cleaning field. I wanted to create packaging that was sustainable and sturdy, but also resonates with consumers who value environmentally conscious choices. The design's clean typography and straightforward messaging to being using plant-based ingredients helps to build trust and loyalty with their audience. This project reinforces BetterLife's commitment to sustainability, helping the brand expand its market presence.

---

[Project Details]

[Course]

Package Design 2

[Instructor]

Hannah Coward

[Project]

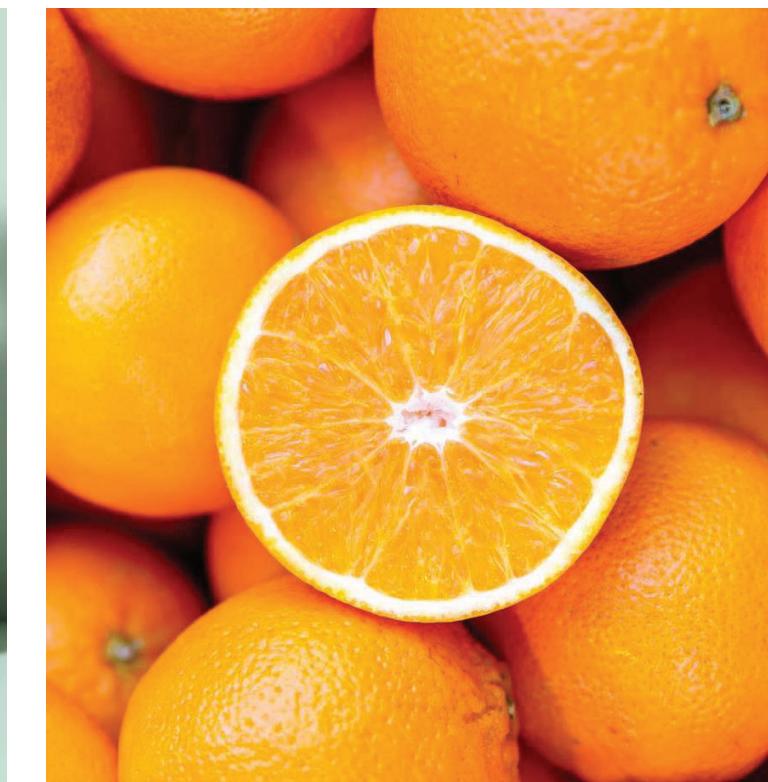
Sustainable BetterLife

[Keywords]

Eco-Friendly  
Sustainability  
Minimalism  
Functional  
Transparency  
Natural  
Trustworthy

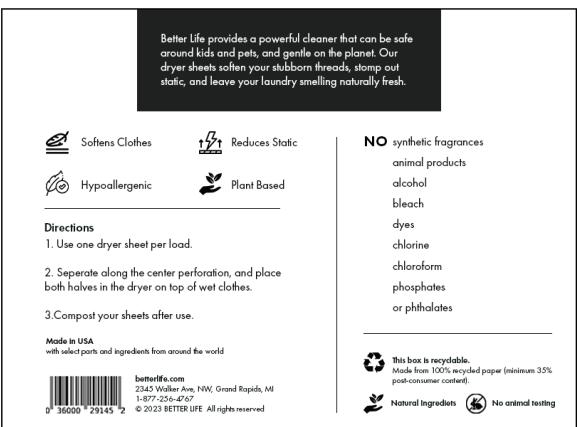


Project /  
Sustainable  
Cleaning BetterLife  
Course /  
Package Design 2 /  
Semester / Fall 2023  
Instructor /  
Hannah Coward  
Category /  
Branding,  
3D Modeling

















---

[Objective]

The Disney CSR Report is a high-profile project that involves translating Disney's corporate social responsibility efforts into a visually engaging and informative report and design system. Everything needs to reflect Disney's commitment to environmental sustainability, diversity and inclusion, and charitable giving while maintaining the family-friendly and magical brand image that Disney is known for. Consistent shapes, bright color schemes, and clean typography allow Disney's corporate messaging to bloom, making complex data more digestible and accessible to a broad audience. The objective is to communicate Disney's values while engaging stakeholders, shareholders, and the public audience.

---

[Approach]

My approach is to create a CSR report that effectively showcases Disney's dedication to making the world a better place for environment and people. I wanted to bring the magic of Disney into style with a bold color palette of blue, green, and yellow, adhering to all ages. By incorporating elements of Disney's iconic imagery and a style centered around edges and squares, the CSR report can be translated seamlessly through various deliverables. Brochures, scorecards, websites, postcards, calendars, stationary sets, and posters are what I've chosen to represent this new system, showing the ability of adaptation. The final report will help strengthen Disney's reputation for caring about its communities and the environment.

---

[Project Details]

[Course]

Visual Systems 2

[Instructor]

Hunter Wimmer

[Project]

Disney CSR Report

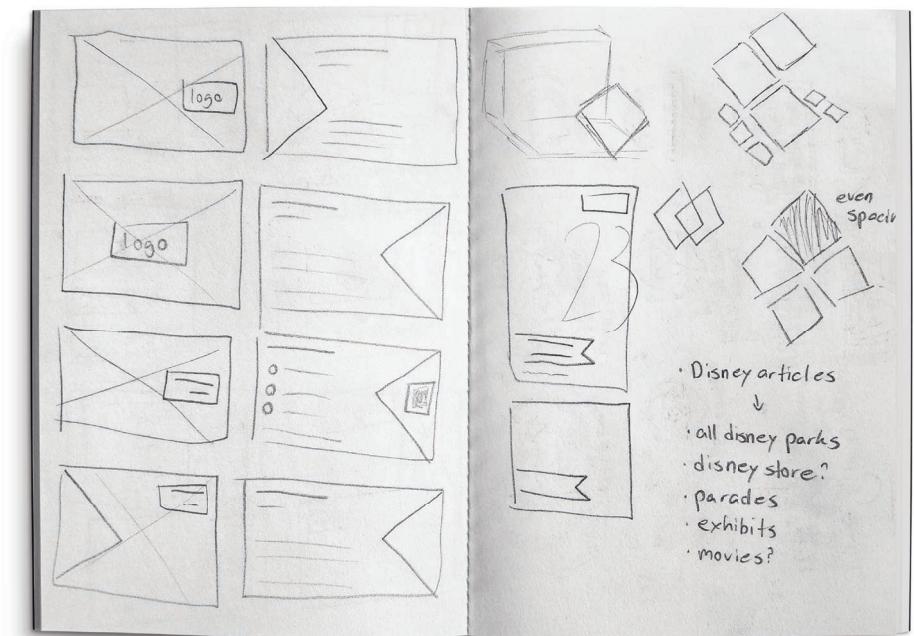
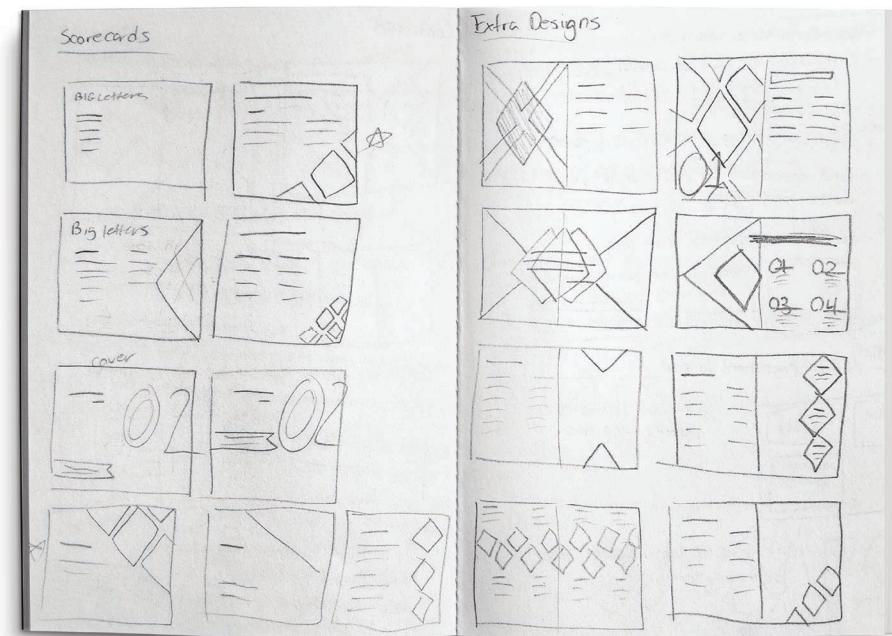
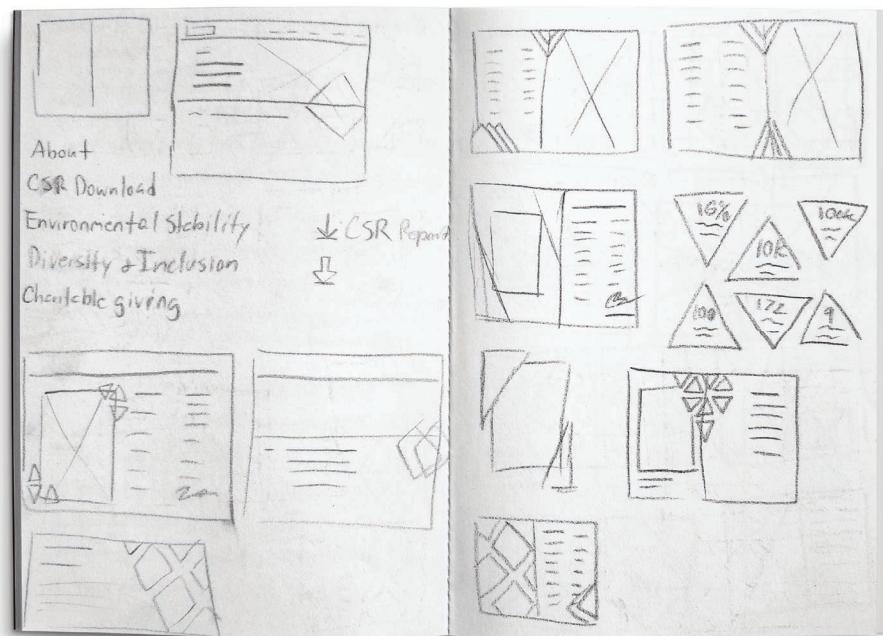
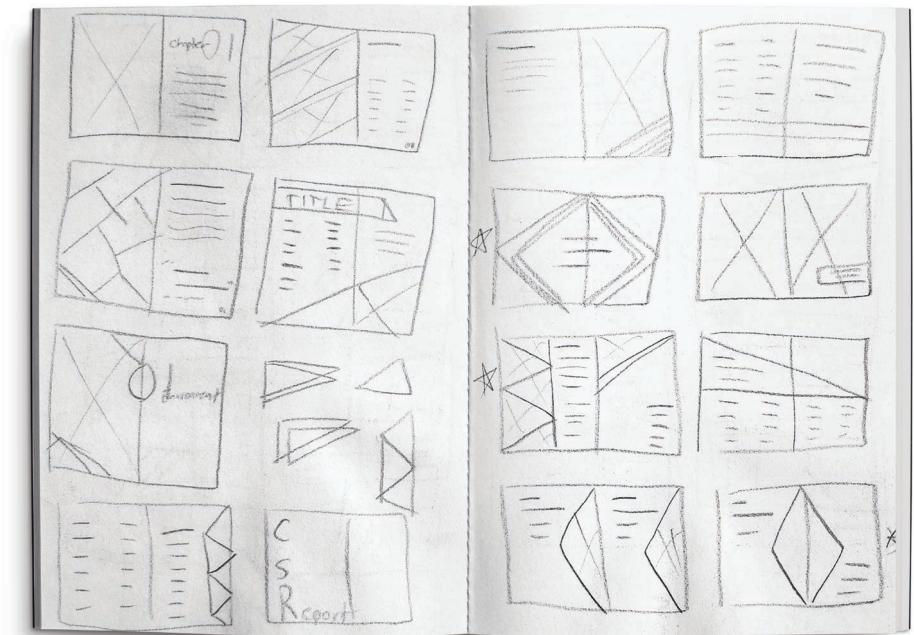
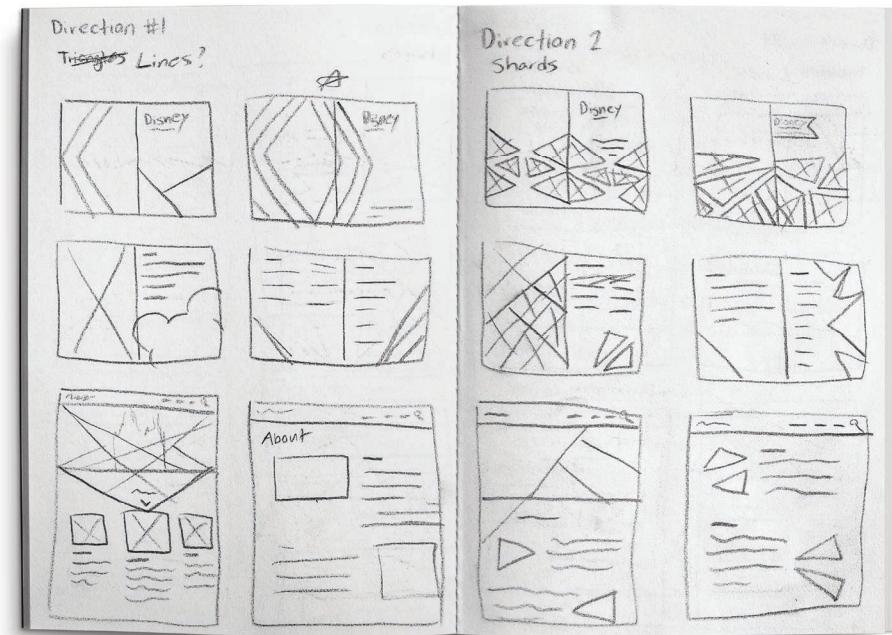
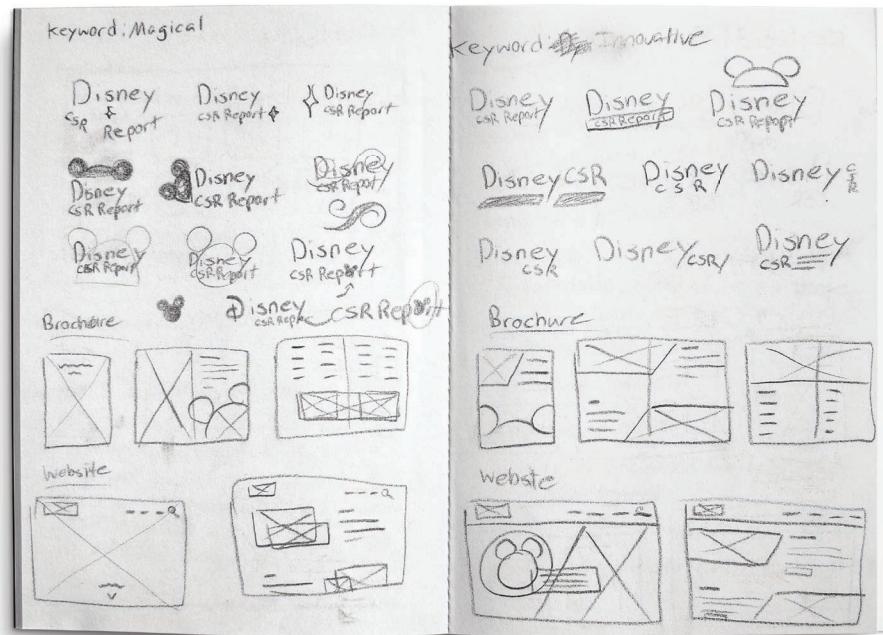
[Keywords]

Sustainable  
Family-Friendly  
Innovation  
Systematic  
Ethical  
Magical  
Strategic



Project /  
Disney  
CSR Report /  
Course /  
Visual Systems 2 /  
Semester / Fall 2023  
Instructor /  
Hunter Wimmer  
Category /  
Systems, UI/UX,  
3D Modeling









## Message From Our CEO

At The Walt Disney Company, we are more than just an entertainment conglomerate. We are storytellers, dream builders, and, most importantly, we are stewards of the magic that has touched hearts and inspired generations. We have a unique responsibility to not only entertain and inform, but also to inspire and uplift the community.

Our mission, as we have reiterated over the years, is clear: to entertain, inform, and inspire people around the globe through the power of unparalleled storytelling. We strive to reflect the iconic brands, creative minds, and innovative technologies that make ours the world's premier entertainment company. We know that storytelling is in our DNA; it's what drives us every day. Yet, the essence of Disney's story isn't just in the tales we spin, but in the impact we have on the world around us.

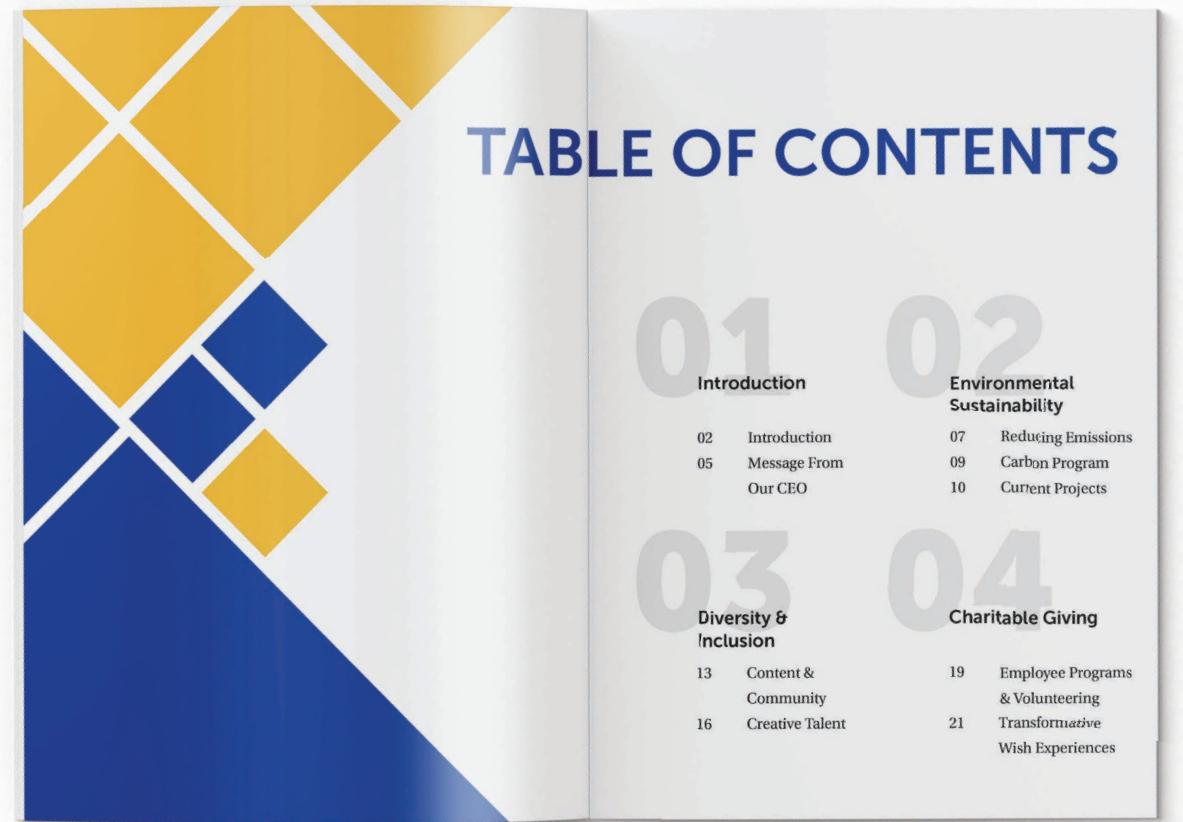
For almost a century, we have built our legacy on the foundations of storytelling, and today, this legacy is intertwined with our dedication to making the world a better place for individuals, families, and communities. As we navigate the complexities of our industry, we remain steadfast in our commitment to be a force for good.

Our commitment isn't just internal; it extends to our communities. More than \$140 million of our charitable giving was directed to programs serving underrepresented communities. This investment is a testament to our belief that we are not just a company within a community; we are an integral part of that community.

I invite you to explore this report not as an assessment of our past, but as a roadmap for our future. We have a responsibility, and we have an opportunity to leave a positive impact on the world.

Sincerely,

Robert Allen Iger



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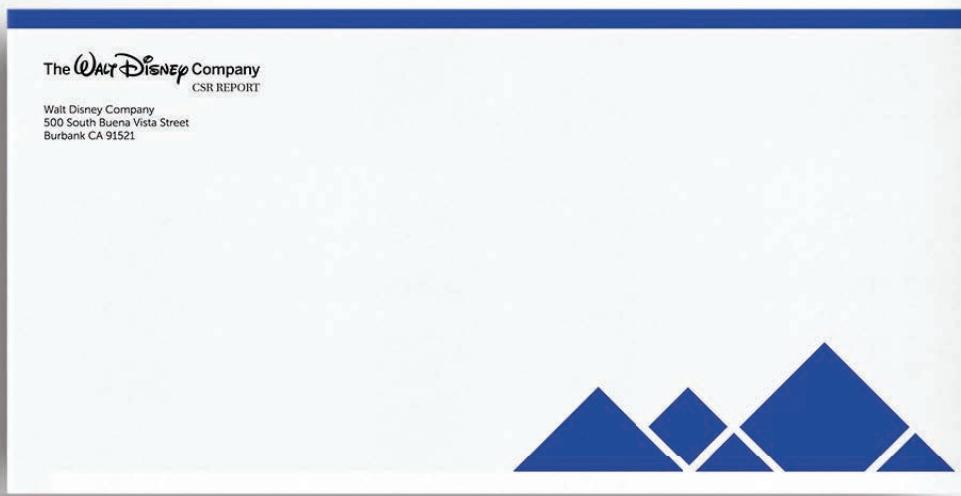
<b>01</b> <b>Introduction</b> 02 Introduction 05 Message From Our CEO	<b>02</b> <b>Environmental Sustainability</b> 07 Reducing Emissions 09 Carbon Program 10 Current Projects
<b>03</b> <b>Diversity &amp; Inclusion</b> 13 Content & Community 16 Creative Talent	<b>04</b> <b>Charitable Giving</b> 19 Employee Programs & Volunteering 21 Transformative Wish Experiences











The **Walt Disney** Company  
CSR REPORT

Dear Guests,

At Disney, we prioritize fostering a culture of curiosity, collaboration, and creativity, encouraging all individuals to contribute their unique perspectives. Our commitment to inclusivity is reflected in the creation of over 100 voluntary, employee-led Business Employee Resource Groups that unite individuals based on shared identities and interests. These groups cultivate a sense of belonging and enhanced visibility.

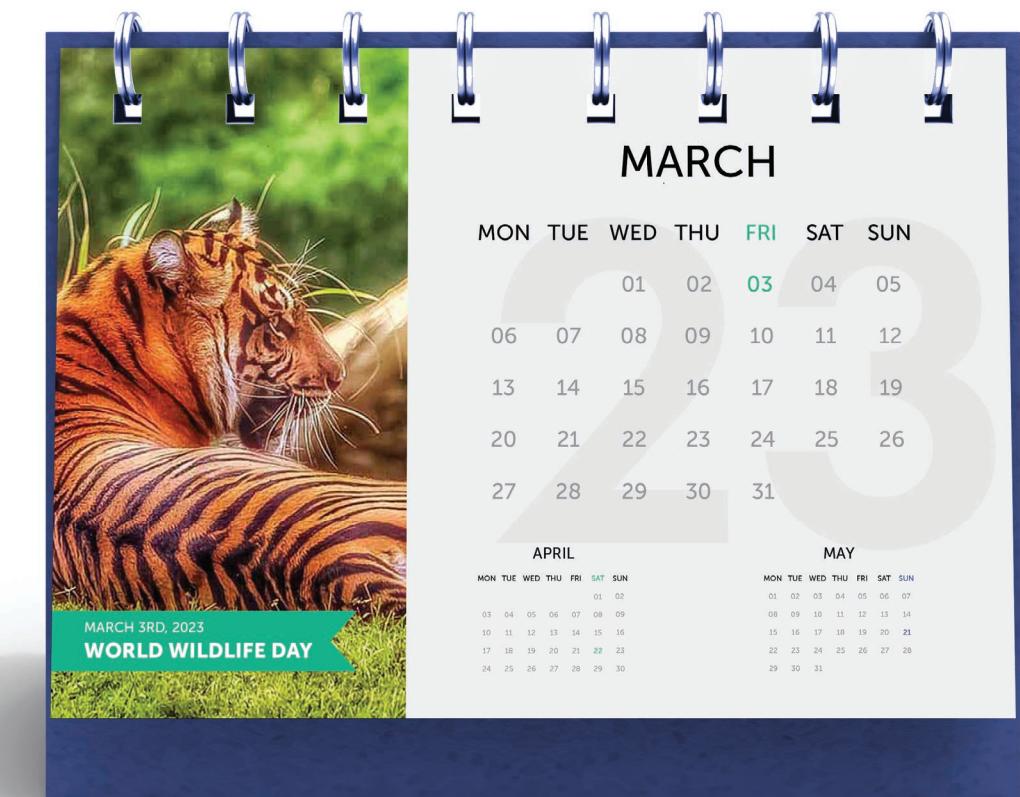


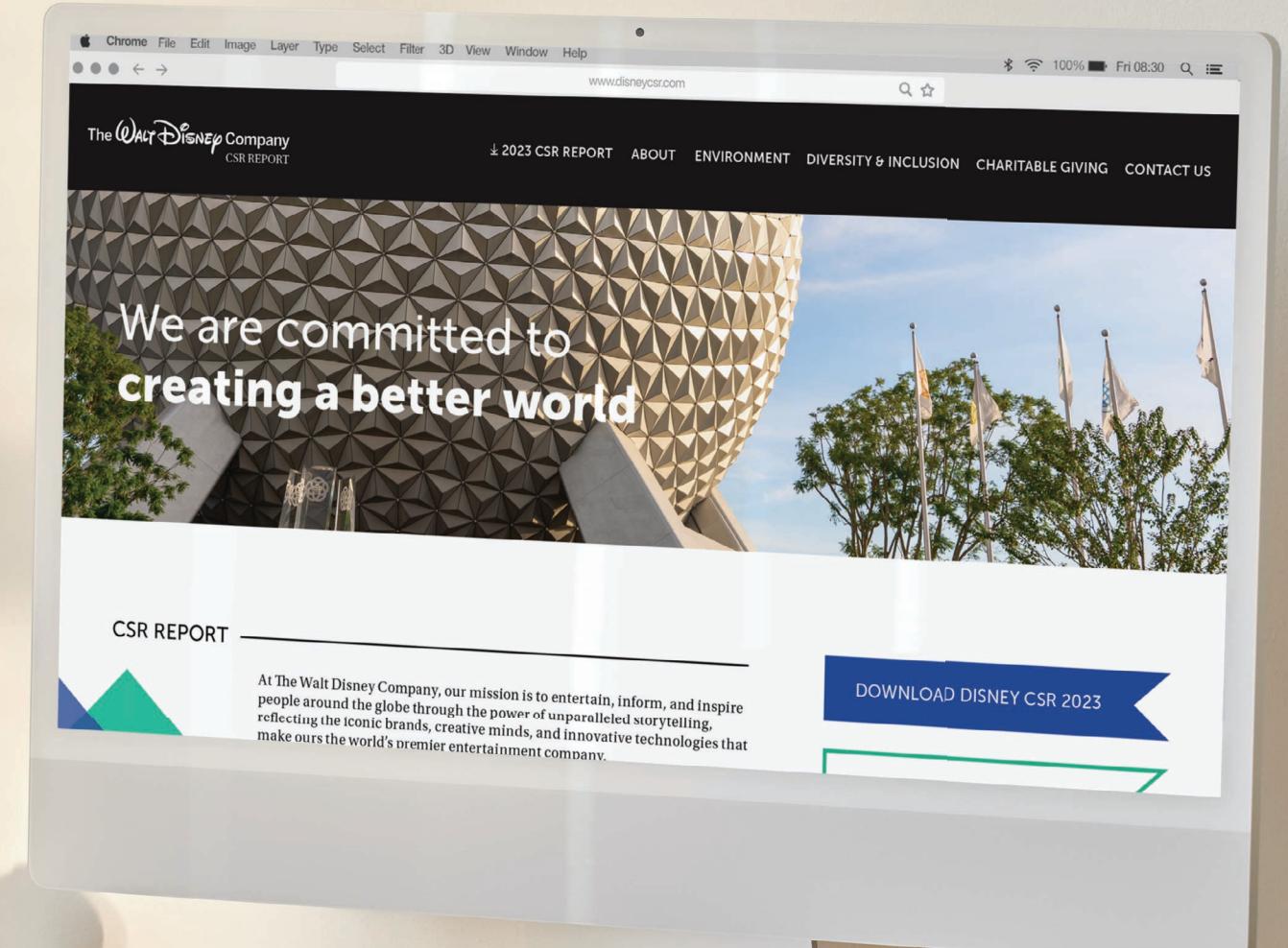
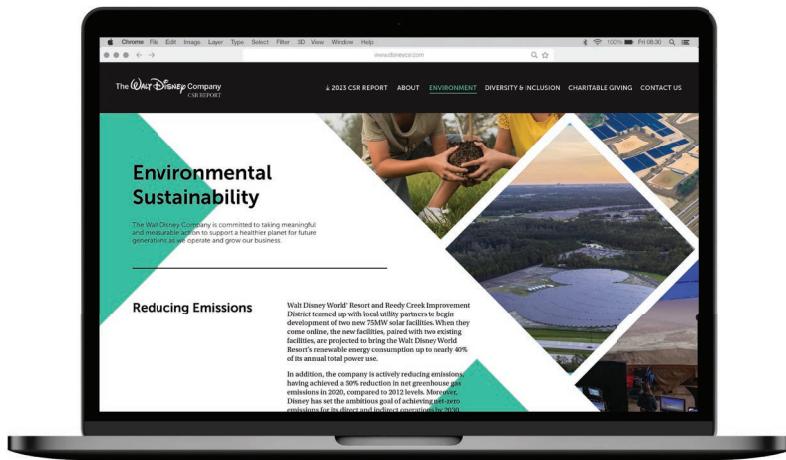
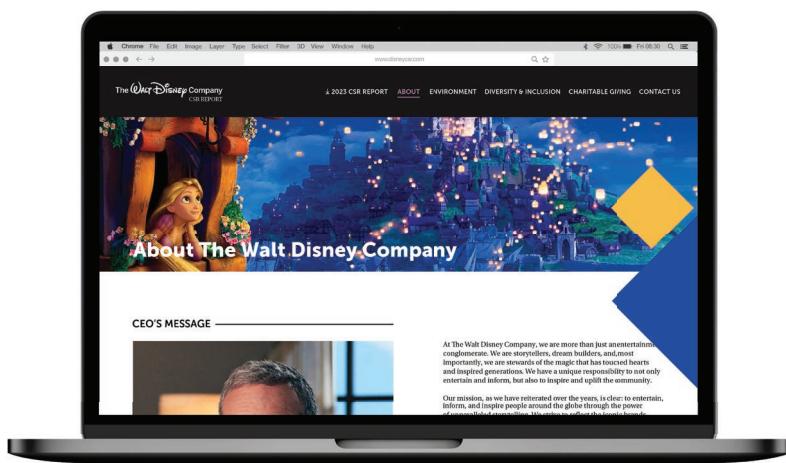
Through networking, outreach programs, mentoring initiatives, and skill development opportunities, employees have the platform to build leadership capabilities and advance their careers. We proudly celebrate affinity months and cultural moments, amplifying the voices and stories of employees, talent, producers, fans, and families worldwide.

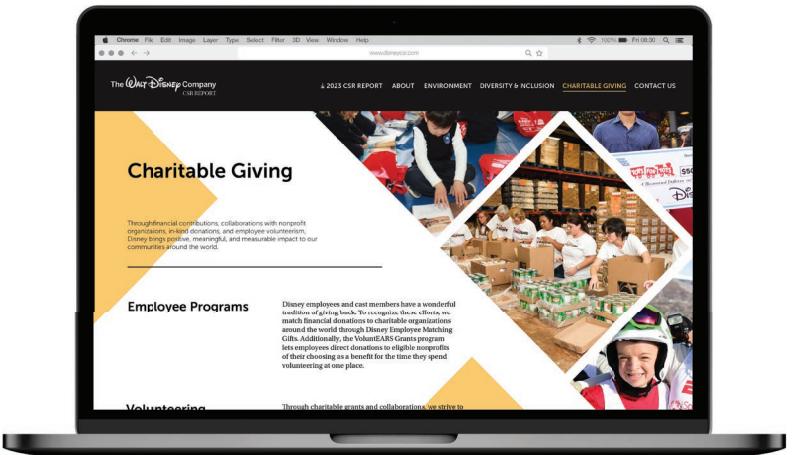
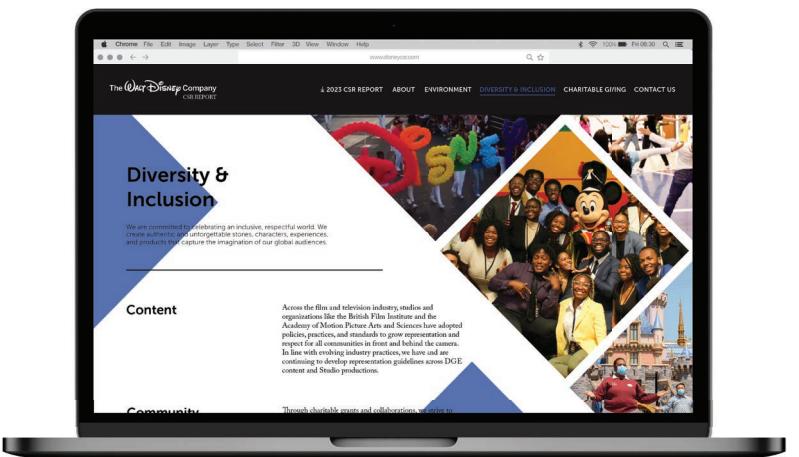
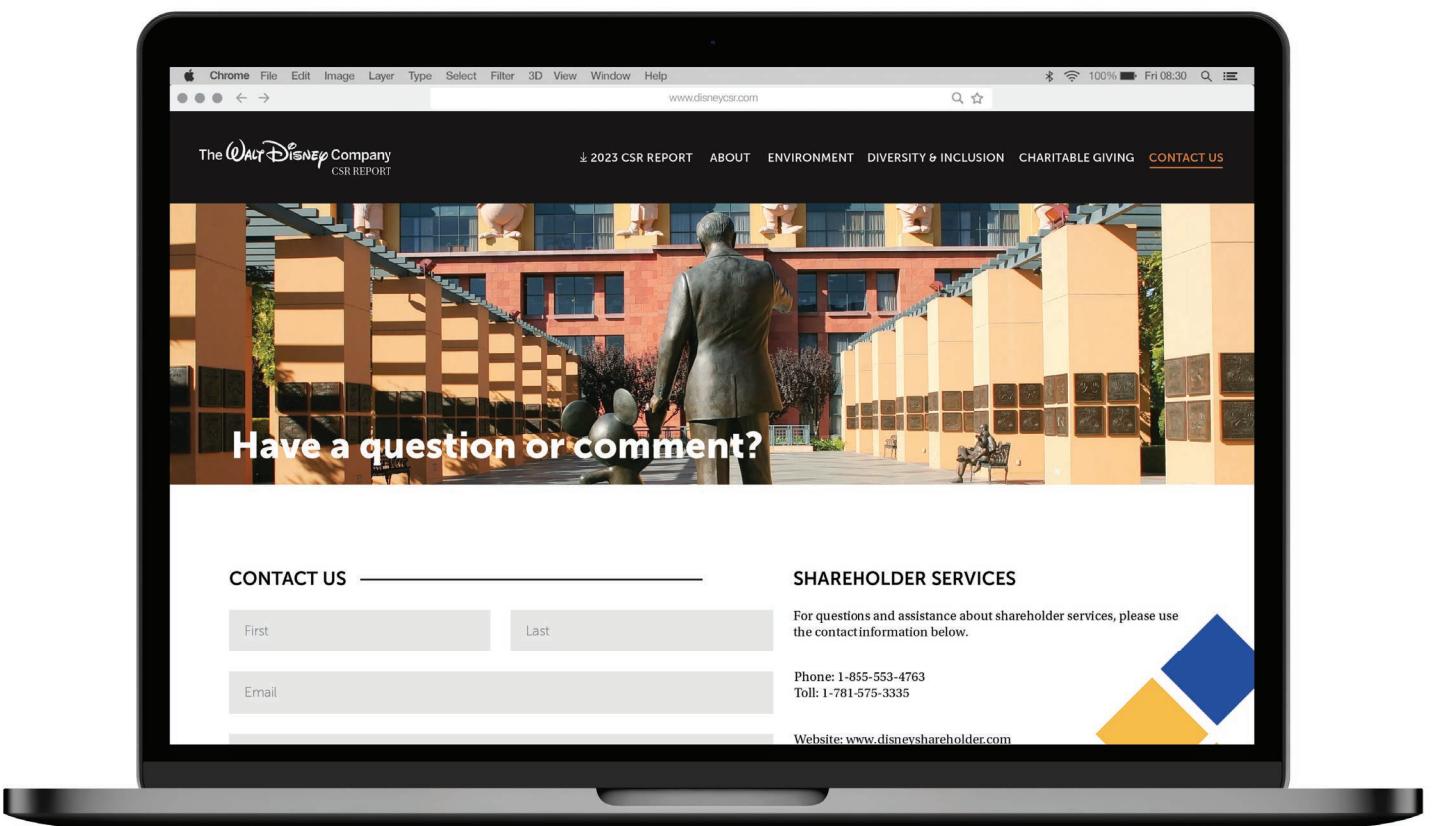
Sincerely,

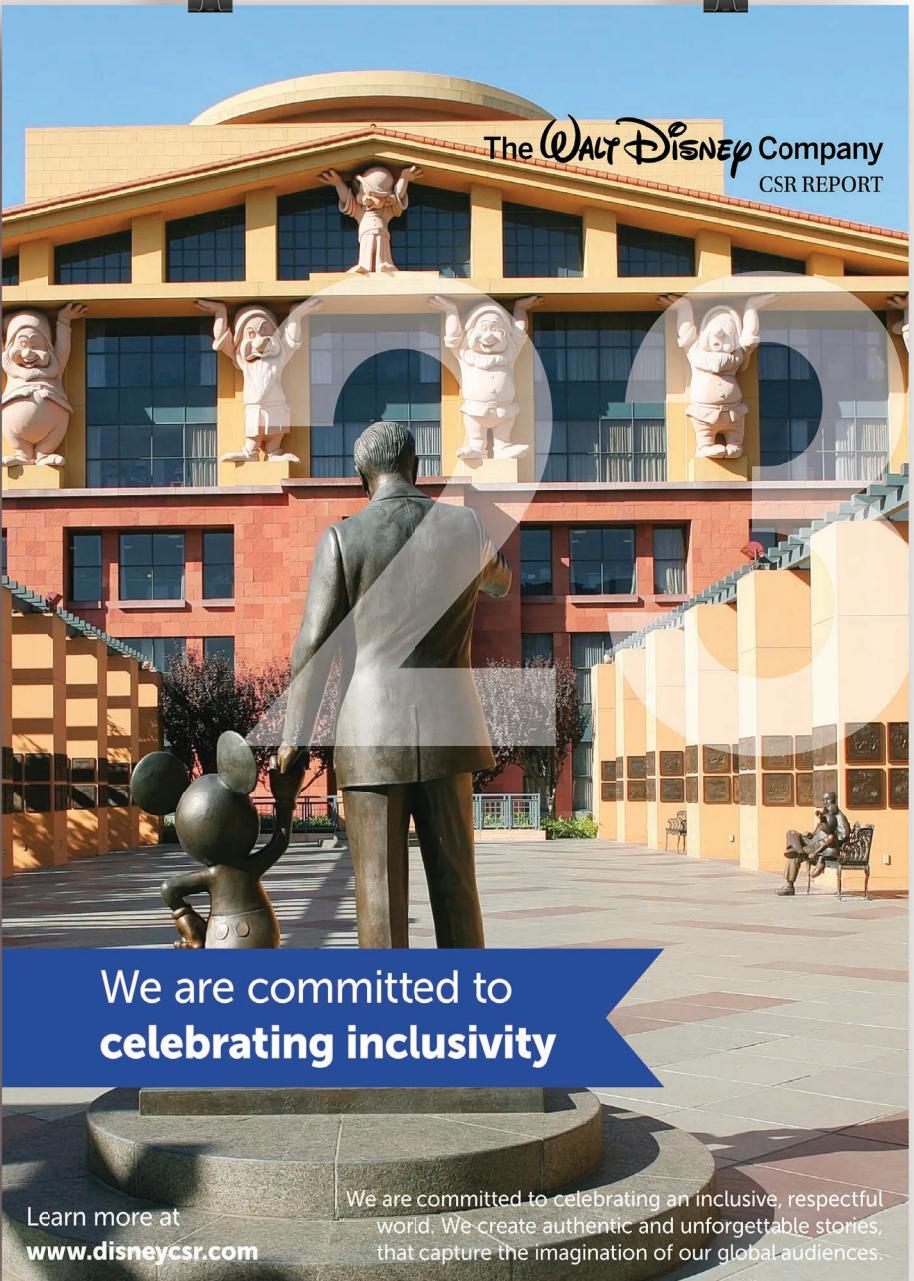
*Robert Fger*













We are committed to  
**helping our planet**

Learn more at  
[www.disneycsr.com](http://www.disneycsr.com)

We are committed to taking meaningful  
action to support a healthier  
planet for future  
generations as we operate and grow

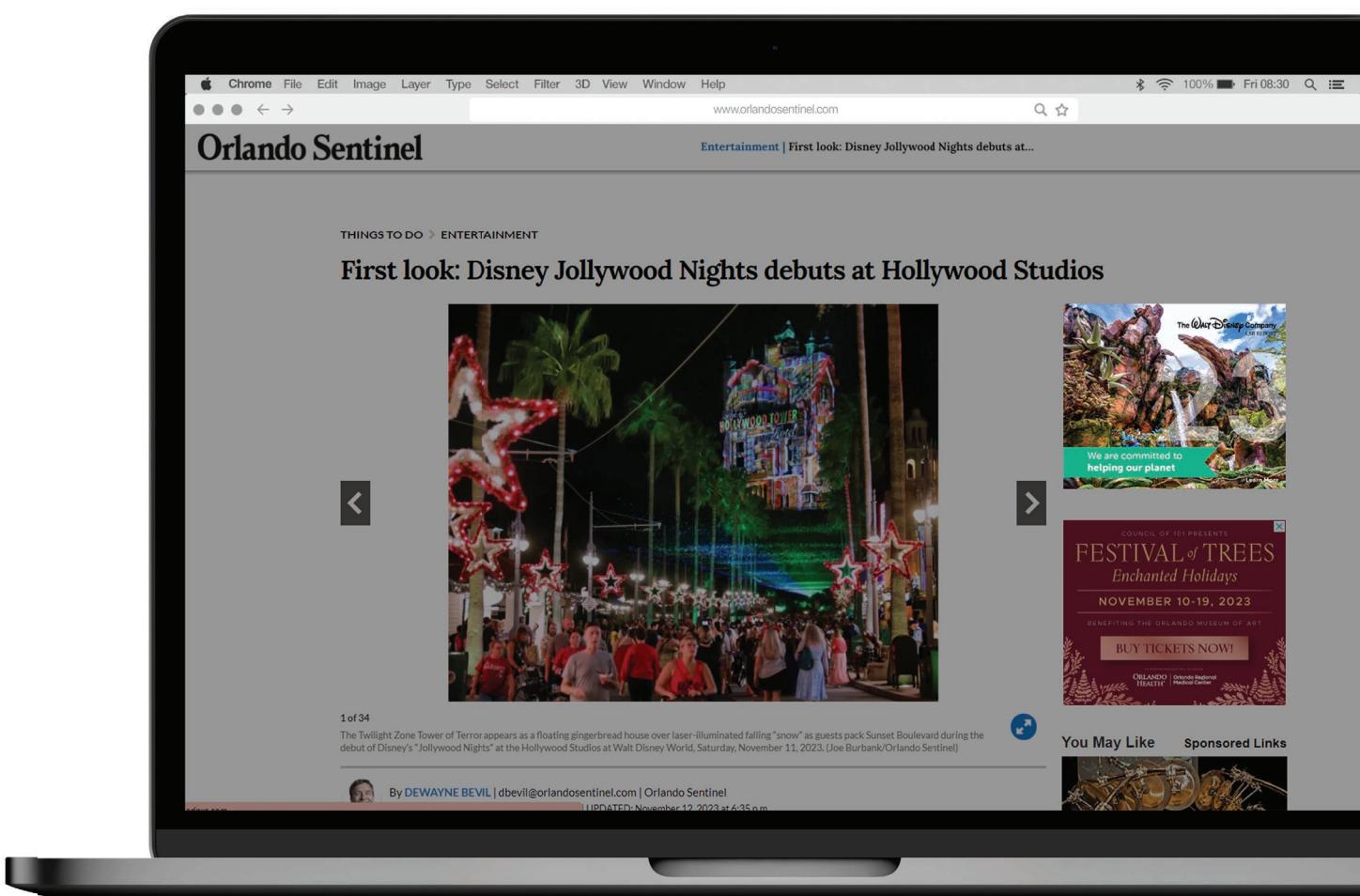
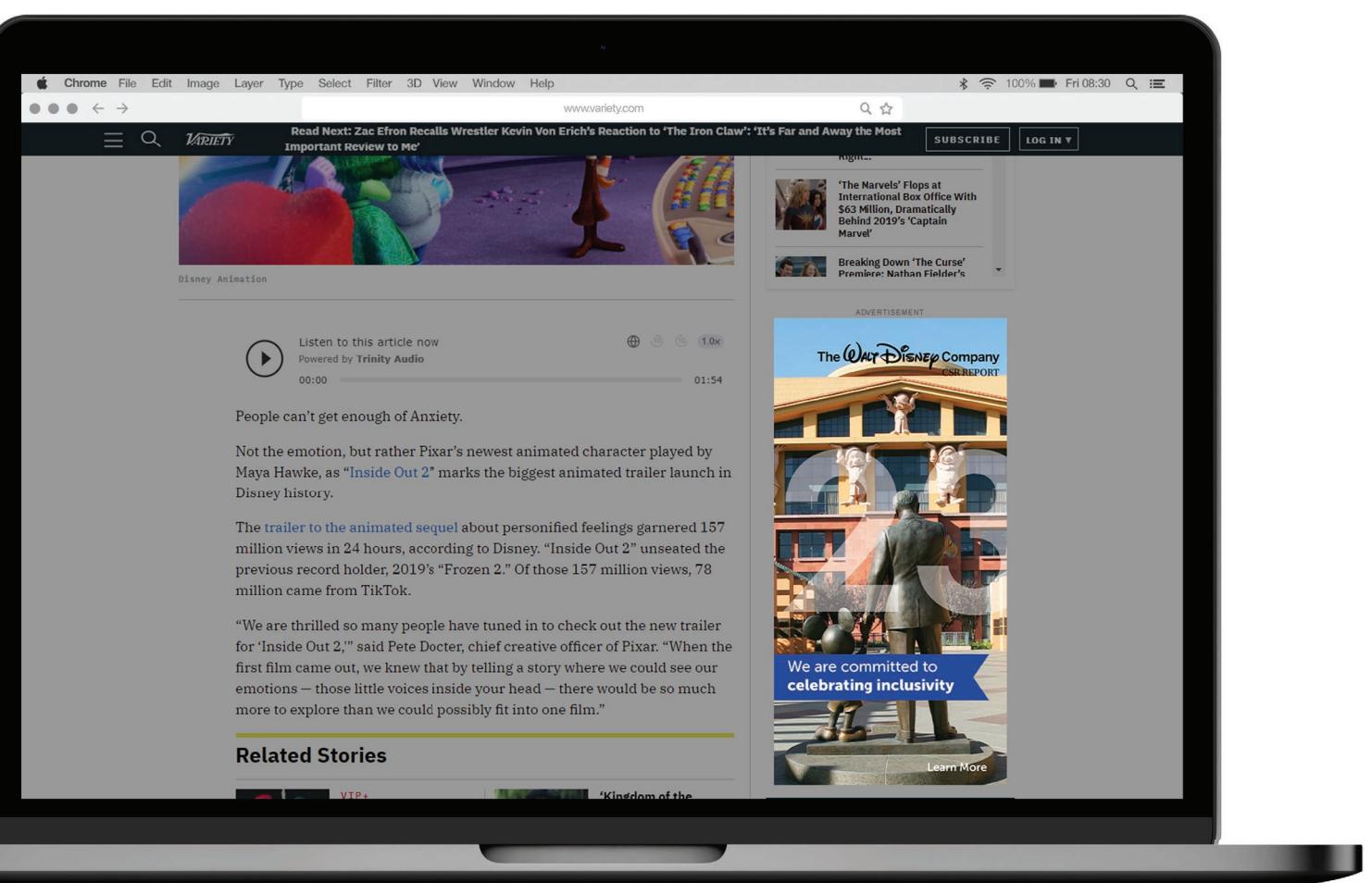


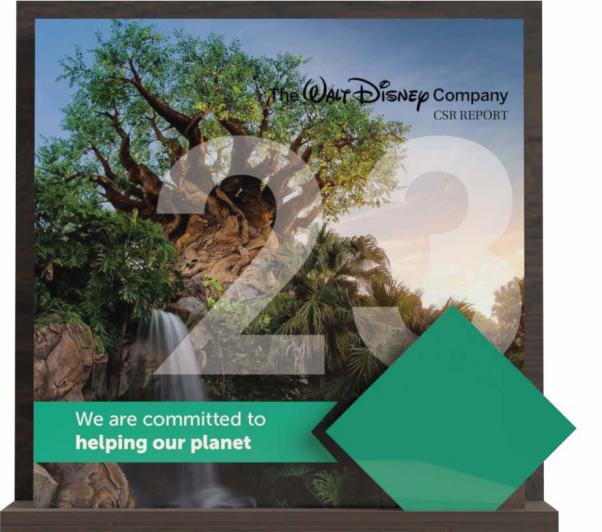
We are committed to  
**helping our planet**

Learn more at  
[www.disneycsr.com](http://www.disneycsr.com)

We are committed to taking meaningful and measurable  
action to support a healthier planet for future  
generations as we operate and grow our business.









## Charitable Giving

Through financial contributions, collaborations with nonprofit organizations, in-kind donations, and employee volunteerism, Disney brings positive, meaningful, and measurable impact to our communities around the world.

For more than 40 years, Disney and Make-A-Wish have come together to deliver joy and hope to children and their families.

Volunteering is a central and enduring part of our company's culture and the cornerstone of our community engagement efforts. Through Disney VoluntEARS program, the company encourages passionate employees to donate their time and talents to support local charities.

## Diversity & Inclusion

We are committed to celebrating an inclusive, respectful world. We create authentic and unforgettable stories, characters, experiences, and products that capture the imagination of our global audiences.

At The Walt Disney Company, our mission is to entertain, inform, and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds, and innovative technologies that make ours the world's premier entertainment company.

Since our founding nearly 100 years ago, storytelling has fueled our Company, and contributing positively to our communities has been integral to how we operate. This report shares our track record and

ongoing efforts to make the world better for individuals, families, and communities through our stories, experiences, operations, and philanthropy.

We inspire a world of belonging by embracing stories and storytellers who reflect the life experiences of people from across the globe. In fiscal 2022, we released award-winning and critically acclaimed films and shows that respect and celebrate different communities, such as Encanto, Abbott Elementary, Prey, Turning Red, and Ms. Marvel, among others.

We are committed to creating inclusivity



## Our Commitment to the Workforce

We foster a culture where our employees can thrive, both personally and professionally, and seek to create a work environment that inspires optimism, creativity, collaboration, and innovation.

For 100 years, Disney employee and cast members have worked together and thrived together in making Disney a leading global entertainment company. We are where creativity meets opportunity and careers are a journey of accomplishment and celebration. We are a welcoming home for talent of all kinds, from animators to zookeepers and everything in between.

Our employees and cast members are at the heart of every story and are the reason why Disney is loved all over the world. We invest in our people, on creating a collaborative workplace culture, in employee well-being, health, and safety, and in opportunities for professional development, and

---

[Objective]

Pratt & Lambert is a premium paint company focused on using higher quality ingredients to ensure a fine paint job. The "Chroma" series by Pratt & Lambert reimagines paint packaging with a focus on sustainability, aiming to help the brand bloom into becoming a leader in eco-friendly home improvement solutions in addition to its achievements. This project seeks to create an alternate line of interior and exterior paints that not only meet high-end market standards, but also prioritizes environmentally responsible packaging. The objective is to appeal to eco-conscious consumers who appreciate quality while reducing waste, designing to support the user experience while promoting sustainability.

---

[Approach]

My approach finds the balance between elegance and eco-friendliness, utilizing premium materials that are still sustainable and visually appealing. The packaging is designed with recyclability in mind, featuring minimalist labeling and a muted color palette to convey refinement. The paint containers incorporate modern shape and materials, such as cardboard or biodegradable composites, to reduce environmental impact. Other deliverables, like paintbrushes, paint cards, and sample kits, use similar sustainable materials to emphasize the same ideals. Unified through consistent typography, soft tones, and understated luxury, it sets "Chroma" as the new paint standard of the world.

---

[Project Details]

[Course]

Package Design 2

[Instructor]

Thomas McNulty

[Project]

Pratt & Lambert Chroma

[Keywords]

Eco-friendly  
Functional  
Sustainable  
Elegant  
Minimalist  
Refined  
Sleek



Project /  
Sustainable Paint  
Pratt & Lambert /  
Course /  
Package Design 2 /  
Semester / Fall 2022  
Instructor /  
Thomas McNulty  
Category /  
Packaging,  
Systems

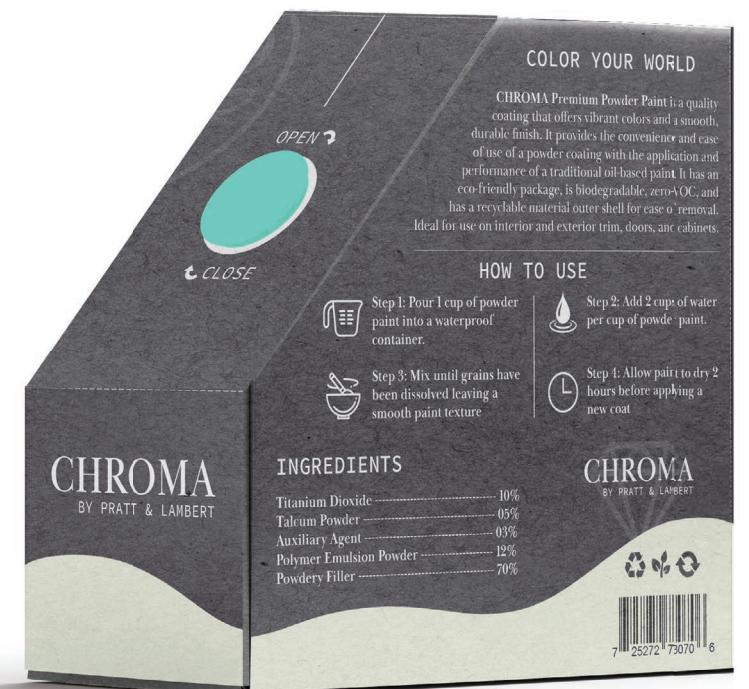


# CHROMA

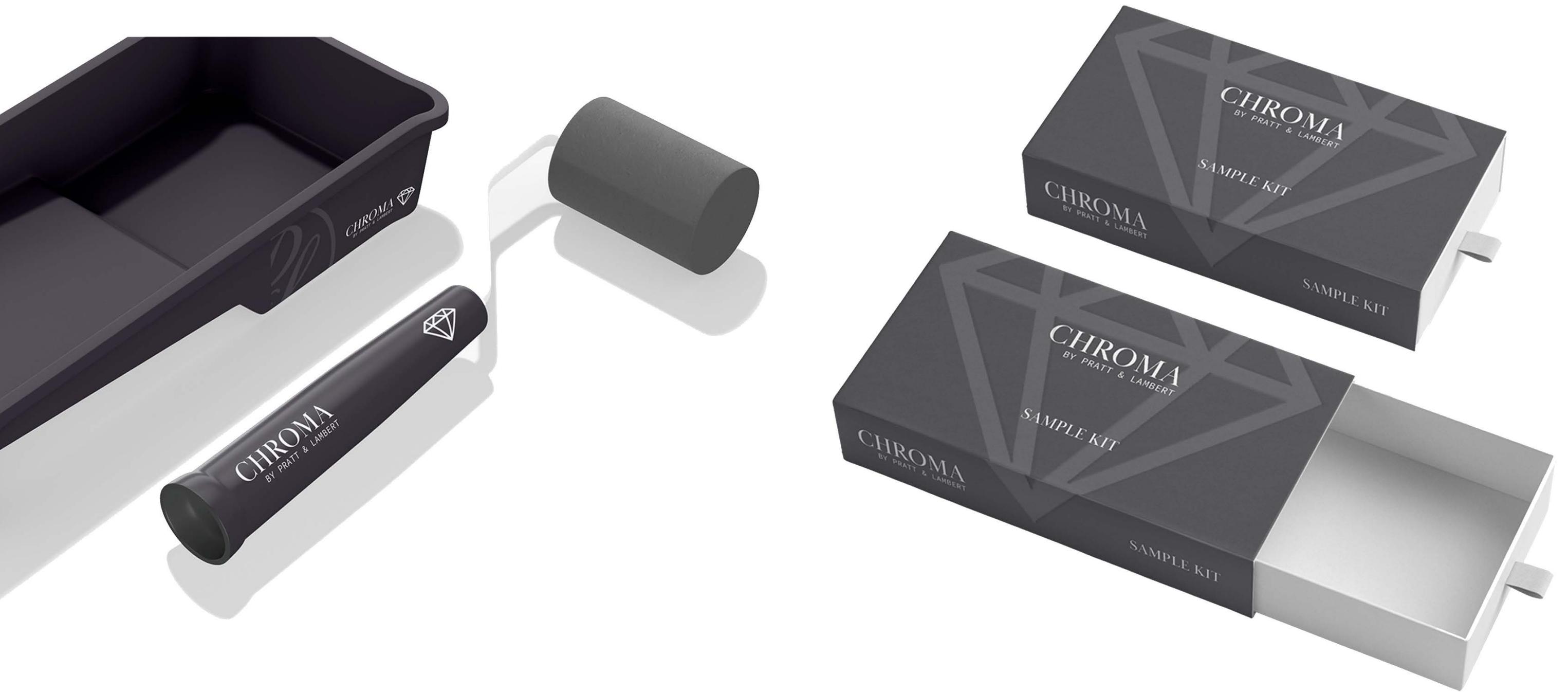
BY PRATT & LAMBERT









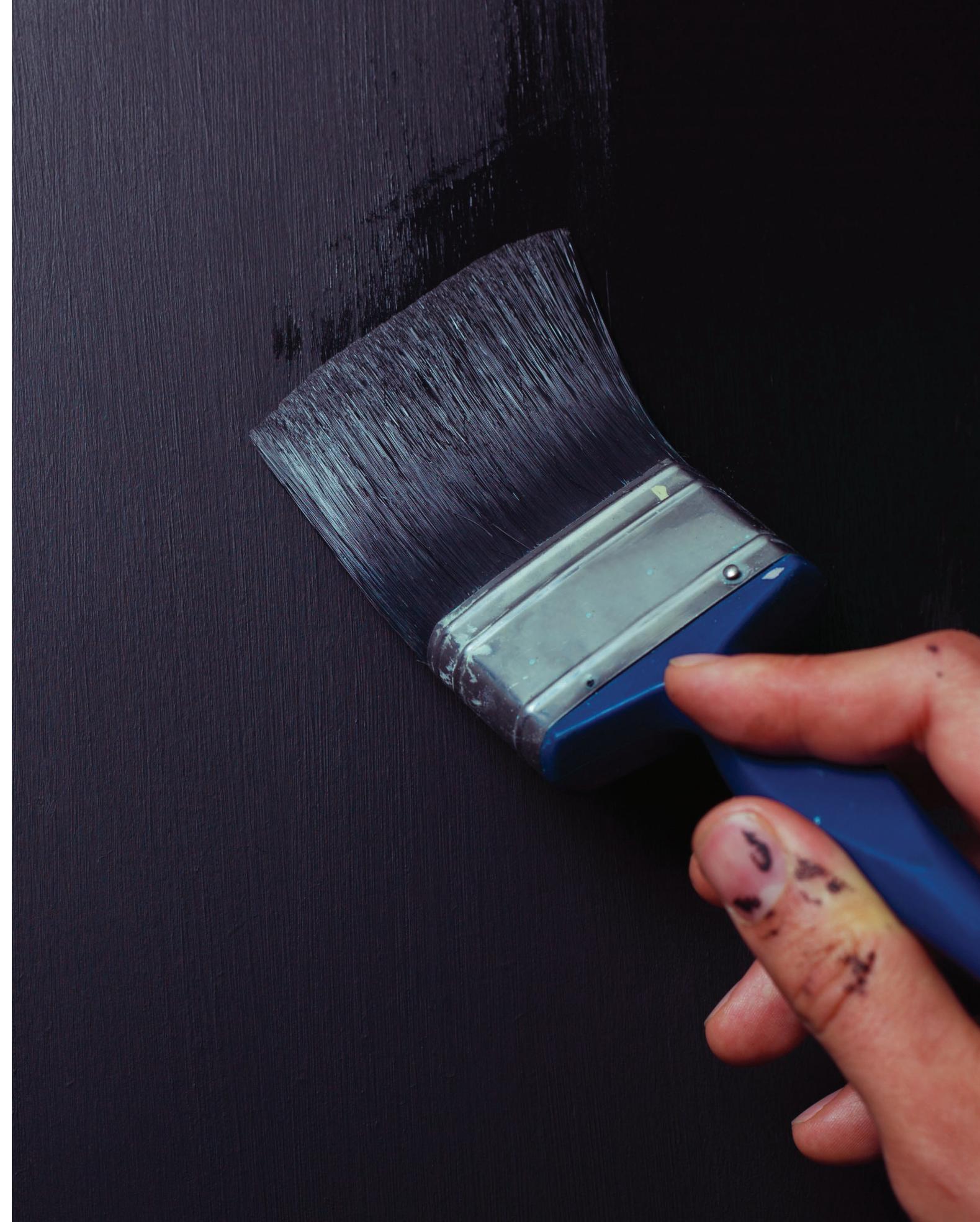




ARIANA DAVIES, BFA / PORTFOLIO / BLOOM PROJECT 08 / PRATT & LAMBERT CHROMA

[180] [181]







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[Objective]

WildBeats is an outdoor music festival that takes the basis of nature and combines it with rave culture, blooming an immersive experience outdoors. The objective is to create a brand that reflects this fusion of organic, earthy elements with bold, vibrant visuals to encompass the freedom and excitement of people. It needs to be sustainable and friendly to the environment, while still providing an elevated experience for performances or activities. The branding also needs to appeal to a wide range of festival-goers, from those interested in music to nature lovers. The colorful, bright-light experience of the festival is central to the design, which aims to bridge the connection to nature into the rave world.

---

[Approach]

My approach is to craft a visual identity for WildBeats that fully captures the combination of nature and rave culture, while adhering to environmental sustainability. I created a bold wordmark and logomark to be memorable in short and long forms. By pushing bold, energetic visuals with earthy and animalistic textures, I centered my design around three abstract sets of imagery that evoke a sense of curiosity and style. For deliverables, I made phone cases, posters, lanyards, vinyls, and an app for WildBeats attendees to purchase tickets and view bands. This branding reinforces the festival's identity as a place for freedom, creativity, and environmental awareness in an unforgettable, outdoor experience.

---

[Project Details]

[Course]  
Visual Systems

[Instructor]  
Troy Alders

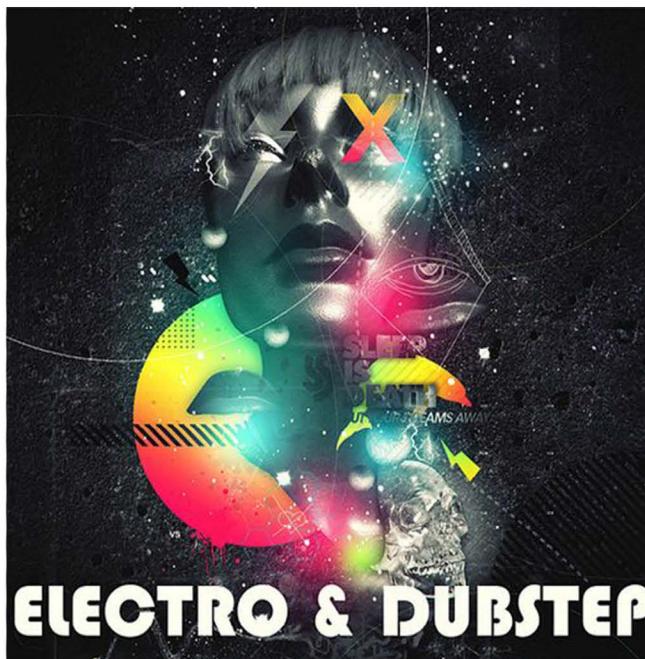
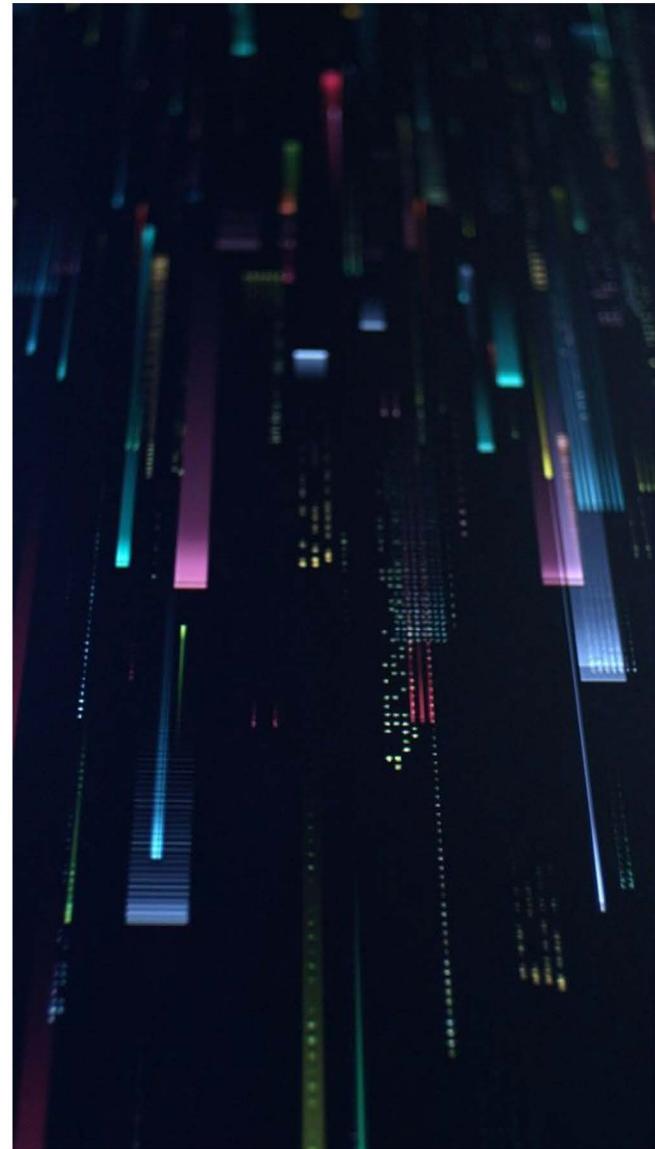
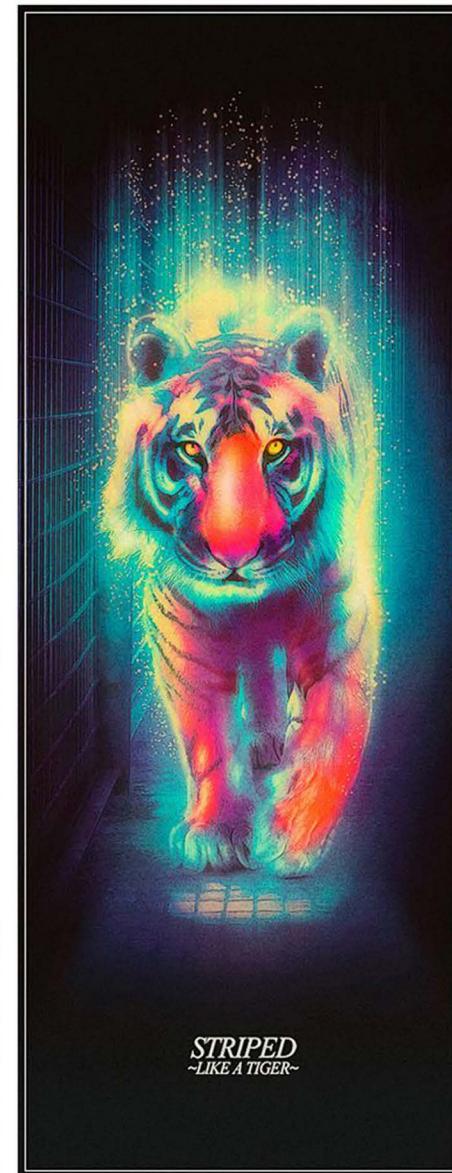
[Project]  
WildBeats Music Festival

[Keywords]  
Environmental  
Multicolored  
Freedom  
Immersion  
Expression  
Unforgettable  
Nature



Project /  
Music Festival  
Visual Creation /  
Course /  
Visual Systems /  
Semester /  
Spring 2023  
Instructor /  
Troy Alders  
Category /  
Branding, UI/UX







WB  
**WILDBEATS**



STADIUM



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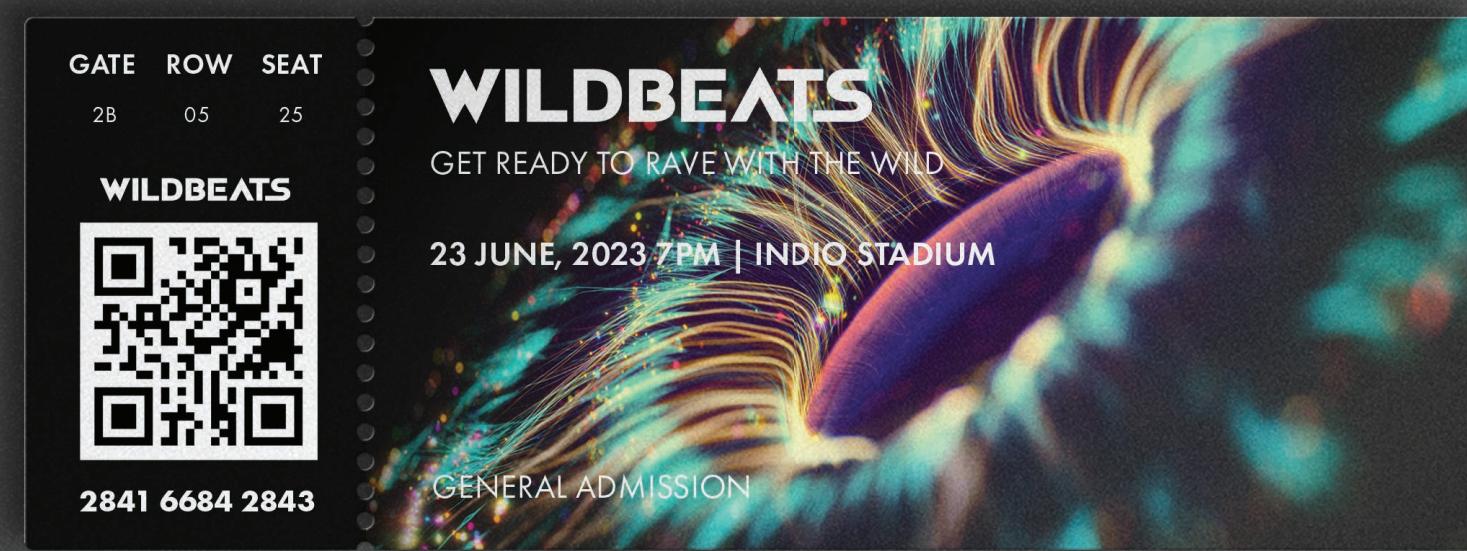
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23 JUNE, 2023 7PM | INDIO STADIUM

GENERAL ADMISSION



GATE 2B ROW 05 SEAT 25

WILDBEATS



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WILDBEATS

GET READY TO RAVE WITH THE WILD

23 JUNE, 2023 7PM | INDIO STADIUM

GENERAL ADMISSION



GATE 2B ROW 05 SEAT 25

WILDBEATS



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GATE 2B ROW 05 SEAT 25

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GATE 2B ROW 05 SEAT 25

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23 JUNE, 2023 7PM | INDIO

GENERAL ADMISSION



GATE 2B ROW 05 SEAT 25

WILDBEATS

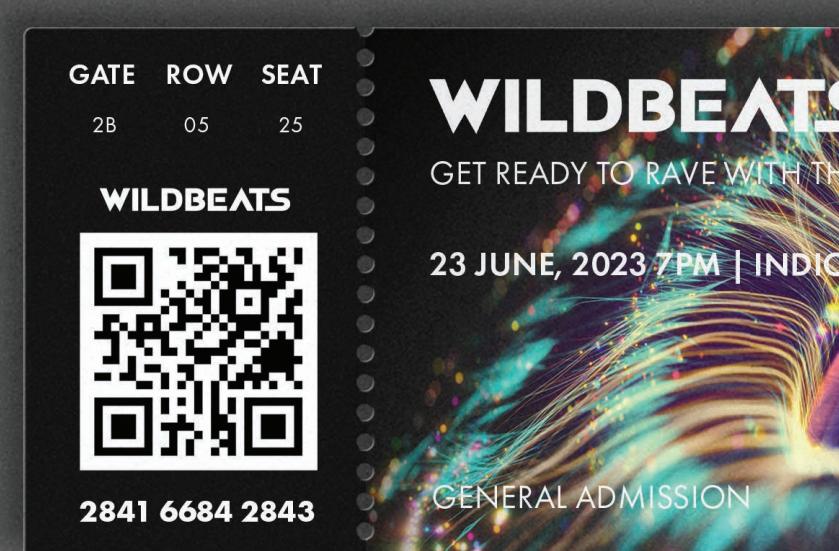


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23 JUNE, 2023 7PM | INDIC



GATE 2B ROW 05 SEAT 25

WILDBEATS

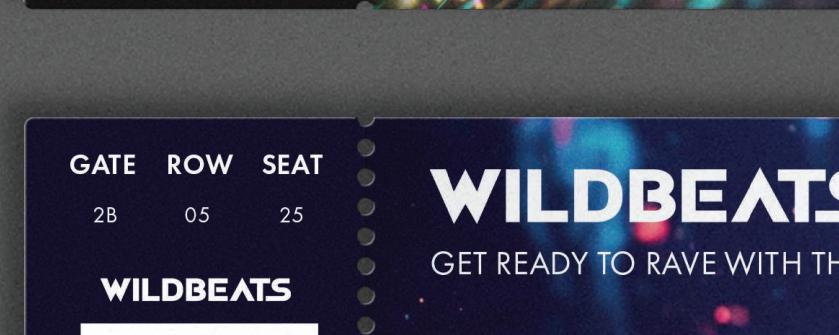


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WILDBEATS

GET READY TO RAVE WITH TH

23 JUNE, 2023 7PM | INDIC



GATE 2B ROW 05 SEAT 25

WILDBEATS

WILDBEATS

GET READY TO RAVE WITH TH





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TROKE

DA TWEAKAZ · DABIN · DILLON  
FRANCIS · DIPLO · DJ SNAKE ·  
DUKE DUMONT · ELDERBROOK ·  
ERIC PRYDZ · EXCISION · FISHER  
· FOSSTRADAMUS · FLUX  
PAVILION · GALANTIS · GANJA  
WHITE NIGHT · G JONES ·  
GORGON CITY · GRAMATIK ·  
GRYFFIN · HOT SINCE 82

THE SILENT DISCO, CURATED EVENTS, DAILY MUSIC, AND MORE

WB

Cascade Park, WA

025







ARANA DAVIES, BFA / PORTFOLIO / BLOOM / PROJECT 09 / WILDBEATS MUSIC FESTIVAL

[202] [203]

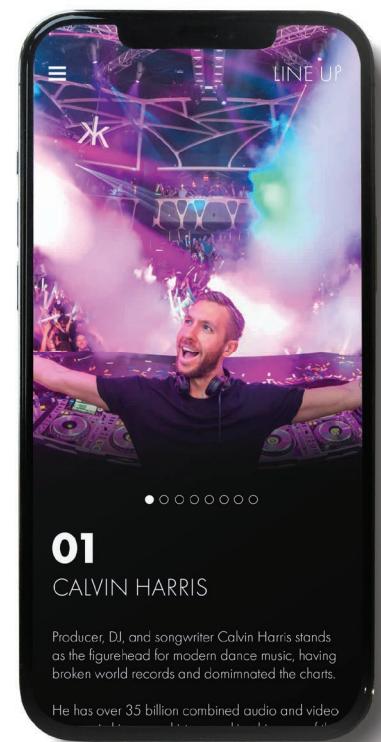
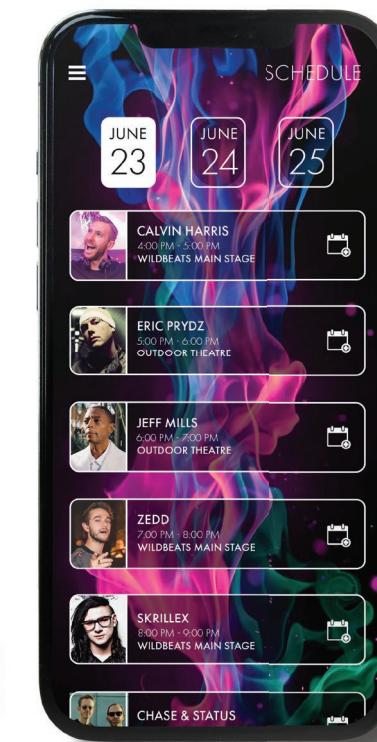






ARIANA DAVIES, BFA / PORTFOLIO / BLOOM / PROJECT 09 / WILDBEATS MUSIC FESTIVAL

[206] [207]







---

[Objective]

Tiffany & Co is a luxury jewelry company known for their classic blue box and high-quality diamonds. The objective is to create a skincare line that combines their current style of branding with the beauty department. The packaging design needs to reflect Tiffany's signature sophistication and color, using their iconic blue, alongside clean, minimal design elements. The challenge is to create a packaging system that feels like an extension of the Tiffany & Co brand, ensuring consistency across all products so it can be seamlessly added to their website and onto shelving in skincare aisles. It must feel both timeless and current, paving the way for Tiffany & Co to bloom in the skincare market.

---

[Approach]

My approach to the Tiffany & Co skincare packaging is to keep the position as a high-end name and apply it into the skincare market, appealing to both loyal Tiffany customers and new audiences. I created the series name "Blué" which follows the distinct style of the company, keeping it simple and luxurious. By incorporating high-quality materials and ingredients for the best results of skincare, this series exudes sophistication and a timeless addition that aligns with Tiffany & Co's iconic image. I wanted it to stand out even more by adding a limited-edition product for hand cream and revitalizing balm, drawing additional attention to the set. The result is an established Tiffany & Co skincare series, "Blué", as a trusted name in beauty.

---

[Project Details]

[Course]

Package Design 2

[Instructor]

Hannah Coward

[Project]

Tiffany & Co Skincare

[Keywords]

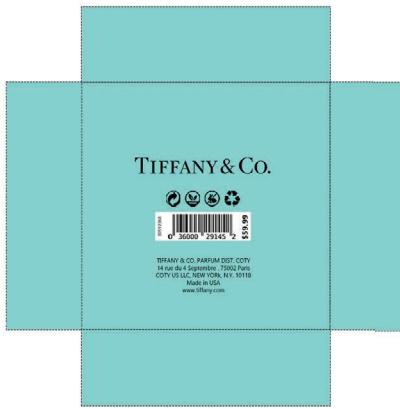
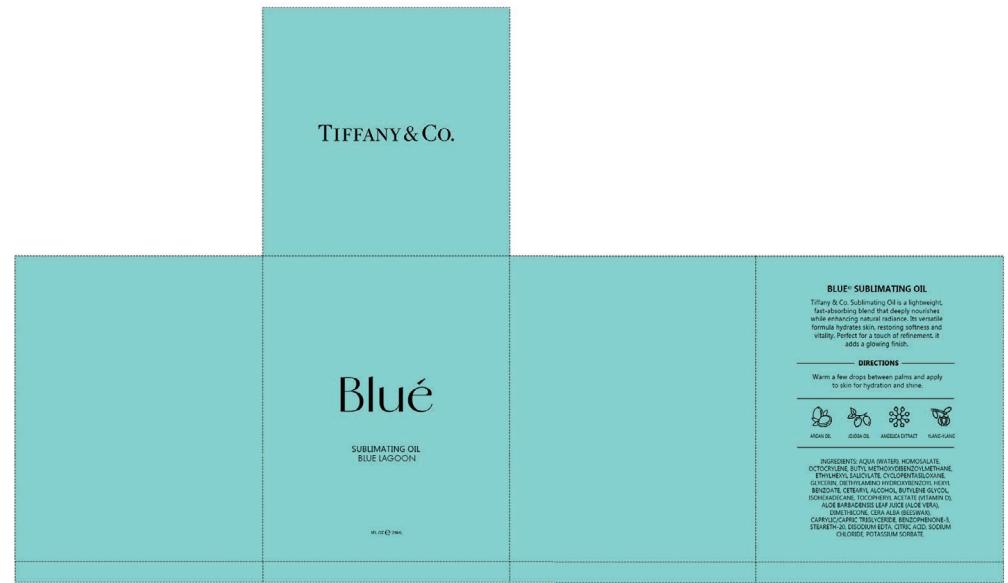
Luxury  
Sophistication  
Minimalism  
Signature  
Innovative  
High-end  
Refinement



Project /  
Tiffany & Co  
Skincare Line /  
Course /  
Package Design 2 /  
Semester / Fall 2023  
Instructor /  
Hannah Coward  
Category /  
3D Modeling,  
Packaging











ARIANA DAVIES, BFA / PORTFOLIO / BLOOM / PROJECT 10 / TIFFANY & CO SKINCARE

12221 12231









---

[Family]

Mom, Dad, Grandma, Grandpa. Thank you for always being there. Your support and love makes me the person I am today, unafraid to stand out and try new things.

---

[Friend]

Thank you Chris, we see the world through story, emotions, and imagery. Two dreamers in a beautiful world. I'll always be with you.

---

[Instructors]

Thank you Mary Scott, Thomas McNulty, Troy Alders, Hannah Coward, Laurie Makela, Hunter Wimmer, and Jeremy Stout. Thank you for your wisdom and patience to become a better designer, hard worker, and time manager.

---

Special Thanks  
to my Family  
and Friends  
Thank you /  
for your Support  
and Patience to  
Bloom as a Designer  
"Remember who  
you were before the  
world told you who  
you should be."

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