

2026

Graphic Design

Portfolio

Dae Hebner

daehunter.com



About

Hello! I'm Dae, an experienced graphic designer focused on editorial design, branding, and information design. Graphic design has become my playground to explore my creativity and infuse each project with a unique identity. I love creating with intention, and I'm always excited to keep growing as an artist and designer.

Education

[masters, student of **distinction**]
University of Reading
London, England, UK

[bachelors]
Lees-McRae College
Banner Elk, North Carolina

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What I Do

★ Print & Editorial

[Publications, guides, books, magazines, brochures, instructional materials, etc]

★ Web & Social

[Wireframes, website front-end design, social media content & campaigns]

★ Branding & Identity

[Creative brand identities, logos, visual systems, consistent application across mediums]

★ Information Design

[Designing complex information for easy understanding through brochures, diagrams, signage, navigation, etc.]

★ Marketing & Campaigns

[Posters, flyers, adverts, campaign materials, etc in physical & digital formats]

*  No AI is used in my designs.. All designs are my own.

Contents

(01) Brand & Identity

[branding, identity, packaging]

Selva Dolce

[identity, print]

Royal Wedding

[branding, identity]

Yoga Instructors

(02) Information Design

[wayfinding, print]

Trails to Helvellyn

[info design, print]

Educational Catalog

[print, editorial]

Offcut Zine

(03) Web & Social

[social media]

FERAL



Branding & Identity

SELECTED WORKS

Selva Dolce, Baroque Wedding,
Yoga Instructors

[branding, identity, packaging]

Selva // Dolce

[project]

Chocolate Brand Identity

[goal]

Create an identity for chocolate bars (and related) that feels distinct from other chocolate packaging and stands out on shelves. The design on the packaging should convey the different variations available (almond, blueberry, orange, etc). Sustainability and quality are also important to the brand, so the identity should reflect that also.

[approach]

An attention-grabbing visual identity using experimental graphics, contrasting color palettes, and lo-fi patterns. The colors and graphics on each bar point toward its variation. While each flavor has its own distinct look, the stylization keeps the branding cohesive and easily recognizable. The chocolate is packaged with textured, recycled paper reflecting the look of sustainability while also being actually (relatively) sustainable.





SELVA || DOCE



SELVA || DOCE



SELVA || DOCE



MORELLO



**VALENCIA
ORANGE**

Dark Chocolate
with candied orange pieces



ACADIA



**MORELLO
CHERRY**

Dark Chocolate
with candied cherry pieces

SELVA || DOCE



[identity,print]

Royal Wedding

[project]

Print Wedding Invitation Set

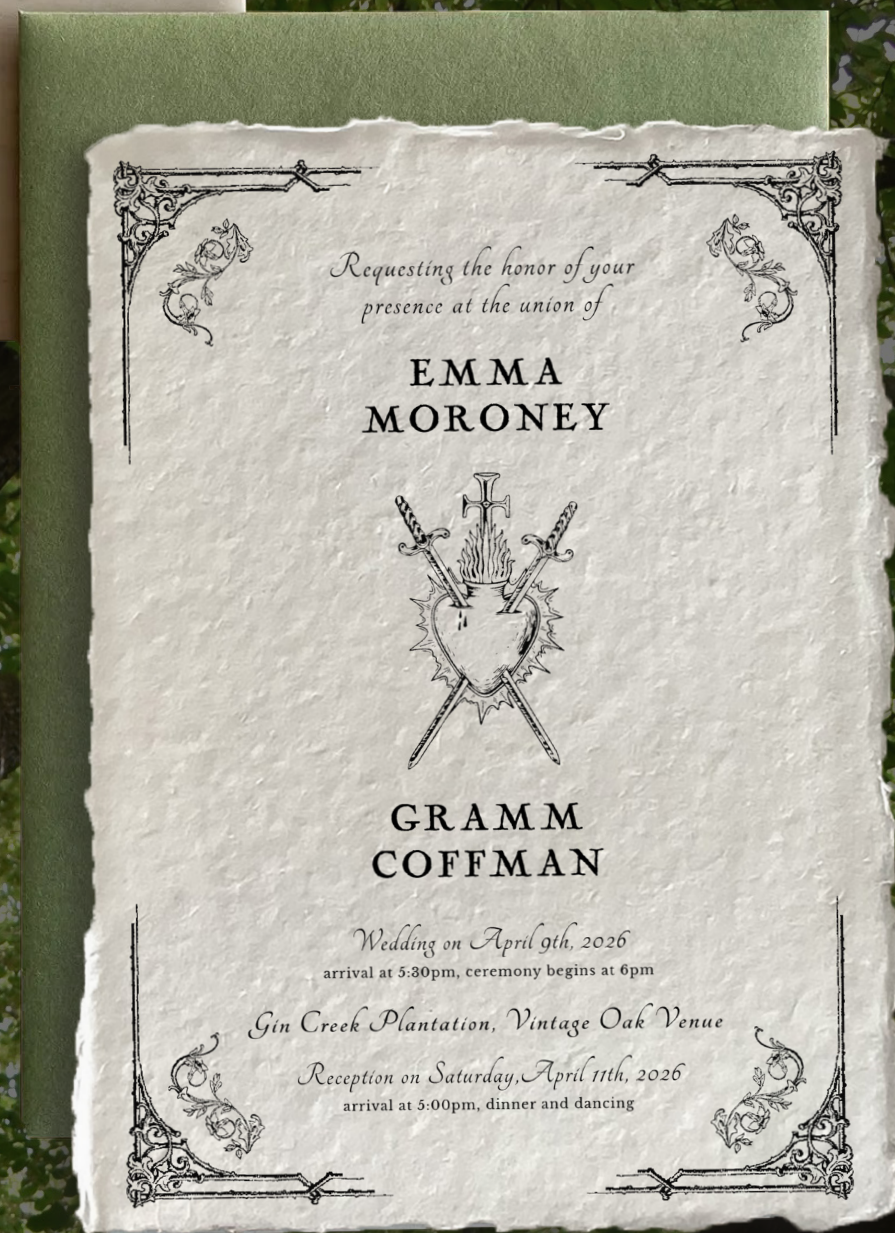
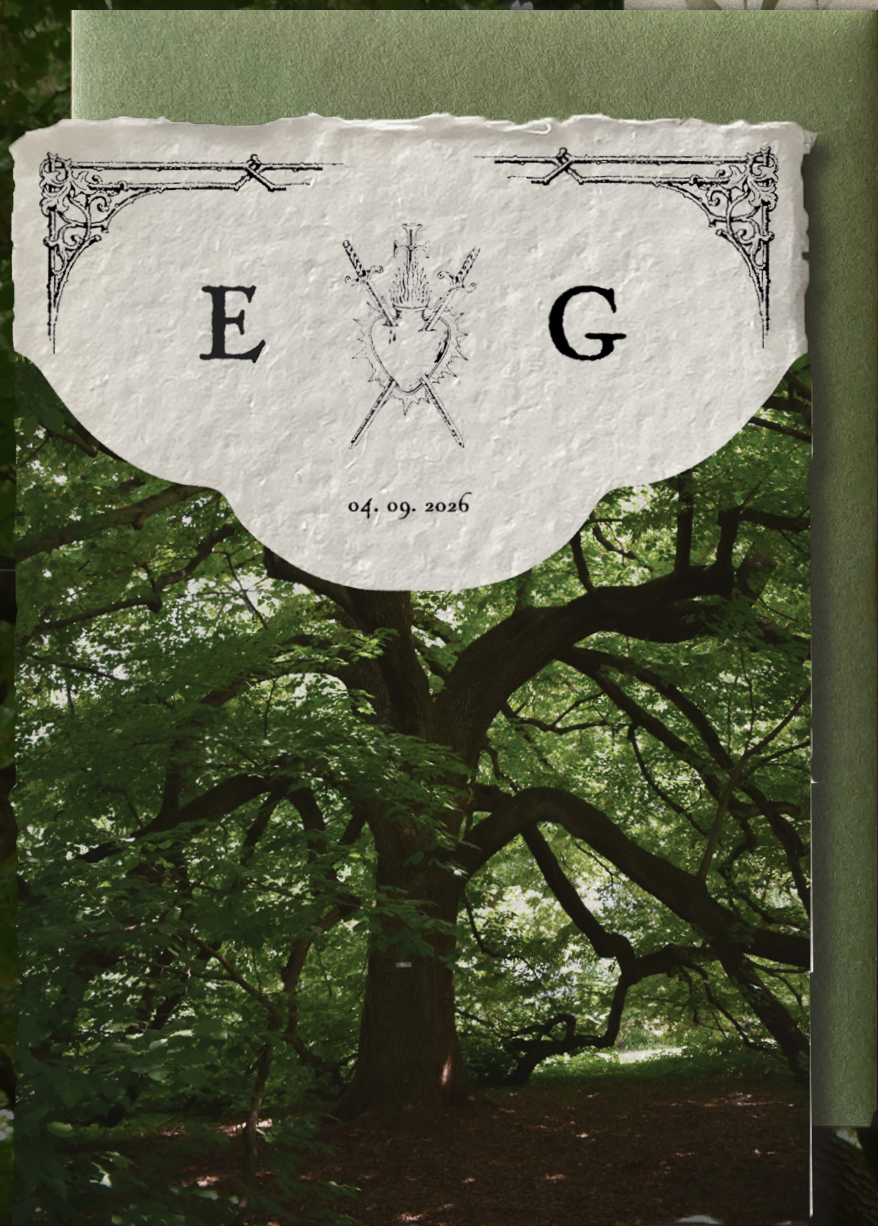
[goal]

Client is planning a Georgia wedding and describes wanting a vaguely “medieval” or baroque-inspired theme. She wants the invitations to feel refined but still playful. Most of the references from her moodboard are black and white, though she is open to color because she wants the invites to “feel like the venue”. Her favorite aspect of the wedding location is a large oak tree in the center of the property. The client wants two separate invitations: one for guests invited to both the vows and reception, and the other for reception-only guests.

[approach]

A wedding invitation set featuring romantic medieval-inspired typography and graphics. The front side of the invitation focuses on announcement and information, using only black-and-white. I requested photos of the wedding location and incorporated the oak tree she loved, in full color, onto the back of the invitation, along with the couple’s initials, so the venue itself flowed into the design of the invitation.

The invitations were designed for physical production and printed on hand-deckled linen paper to emphasize the medieval and archival theme. The “vows and reception” invitation was printed on A5 paper, while the “reception only” version was printed on A7. The final sets were finished with hand-painted envelopes inspired by the greenery on the back of the invitation, along with wax seals.





Program for Professional Yoga Teachers



[branding, identity]

Yoga Teachers

[project]

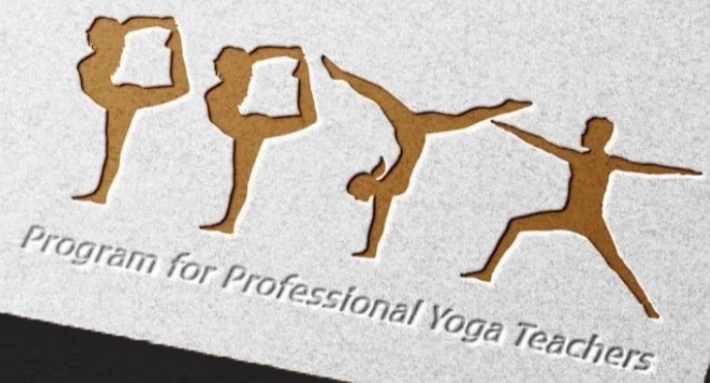
Program for Professional Yoga Teachers

[goal]

Create an identifiable brand that can be associated with yoga at first glance. The logo and visuals need to be flexible across platforms and adaptable to many different surfaces. The client wants applications like street signage, business cards, and other media such as shirts, folders, and printed materials. Client's moodboard was minimalist.

[approach]

Simple vector silhouettes of a sequence of yoga poses. A highly readable typeface was placed beneath the silhouettes to ground the design and display the business name. Tan, black, and off-white colors were chosen because they have high visibility when layered together, are easy to pair with most environments and materials, and match the client's minimalist moodboard.



SECTION 02

Information Design & Data Visualization
Projects 2022 - 2026

*Information
Design*

SELECTED WORKS

Trails to Hellvellyn,
Educational Catalog

[wayfinding, print]

Trails to Helvellyn

[project]

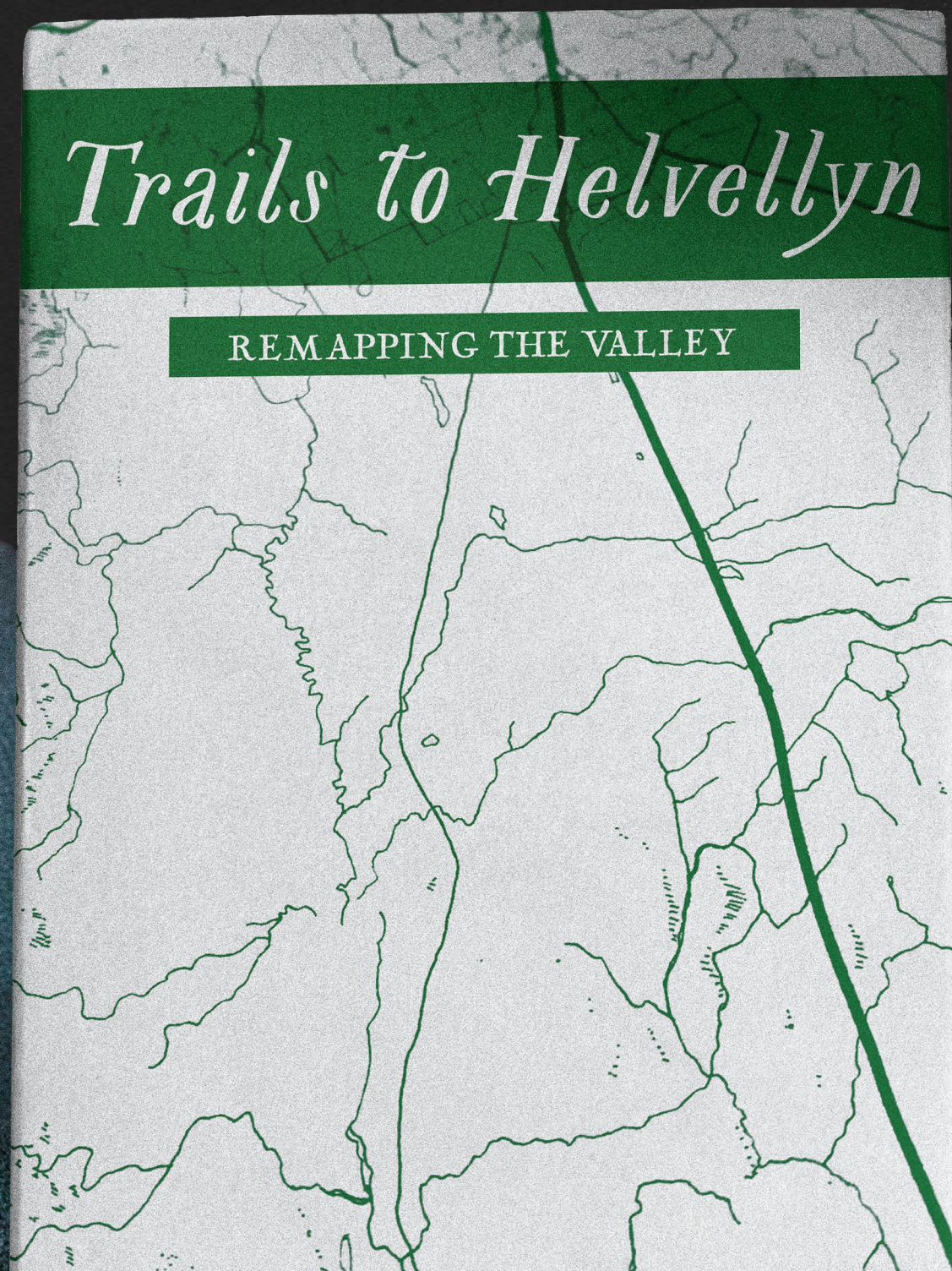
Print Wedding Invitation Set

[goal]

Redesign a map book originally illustrated by Samuel Barber (*Beneath Helvellyn's Shade*). The design must clearly convey information about the featured trails in a way that is easy to understand, helpful to the reader, and visually interesting. The physical map/brochure needs to be lightweight and portable for readers who are travelling.

[approach]

Trails to Helvellyn is printed on A5 recycled paper so it is small enough to be easily transportable and sturdy enough to handle travel. The map features illustrations and step-by-step directions for each trail option, giving the reader visual and written guidance. The map features original hand-drawn illustrations done in a friendly, approachable style.



Ascent from Wythburn

MAP OF HELVELLYN

- MAP KEY:
- CLEAR PATH VISIBILITY
 - STEEP TRAIL
 - LOW VISIBILITY (AVOID IN BAD WEATHER)
 - STREAM OR RIVER ALONG ROUTE

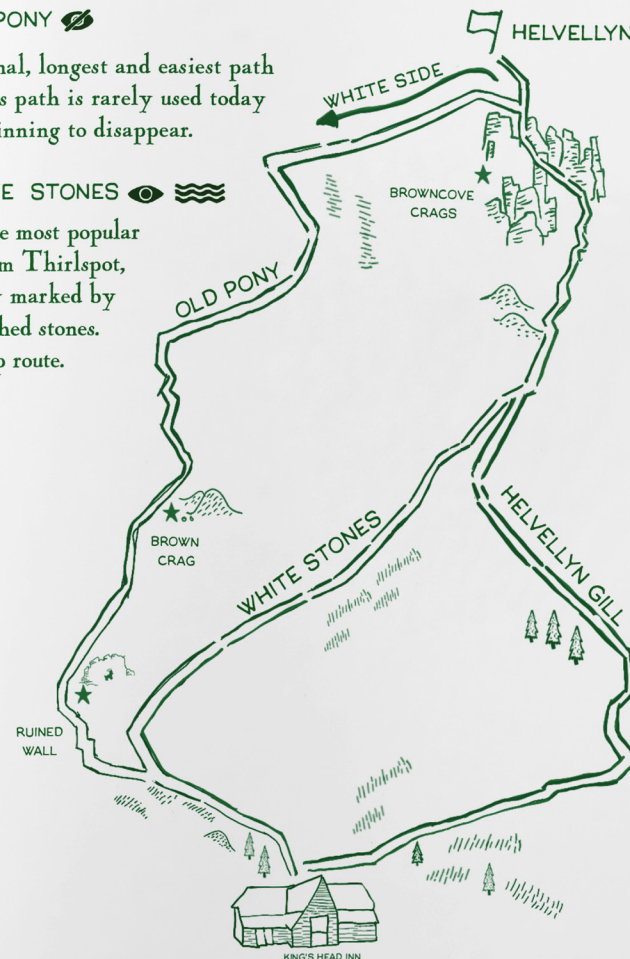


- 1 VIA BIRK SIDE** One of the best-marked paths, starting steep but easier as you go higher. One of the most popular routes to Helvellyn.
- 2 VIA COMB GILL** Solitary route that is less crowded. No path, and water close to the summit.
- 3 VIA WHELPSIDE GILL** Solitary route that is less crowded. Steep at beginning of route that gets easier along the way. No path.

Ascent from Thirlspot

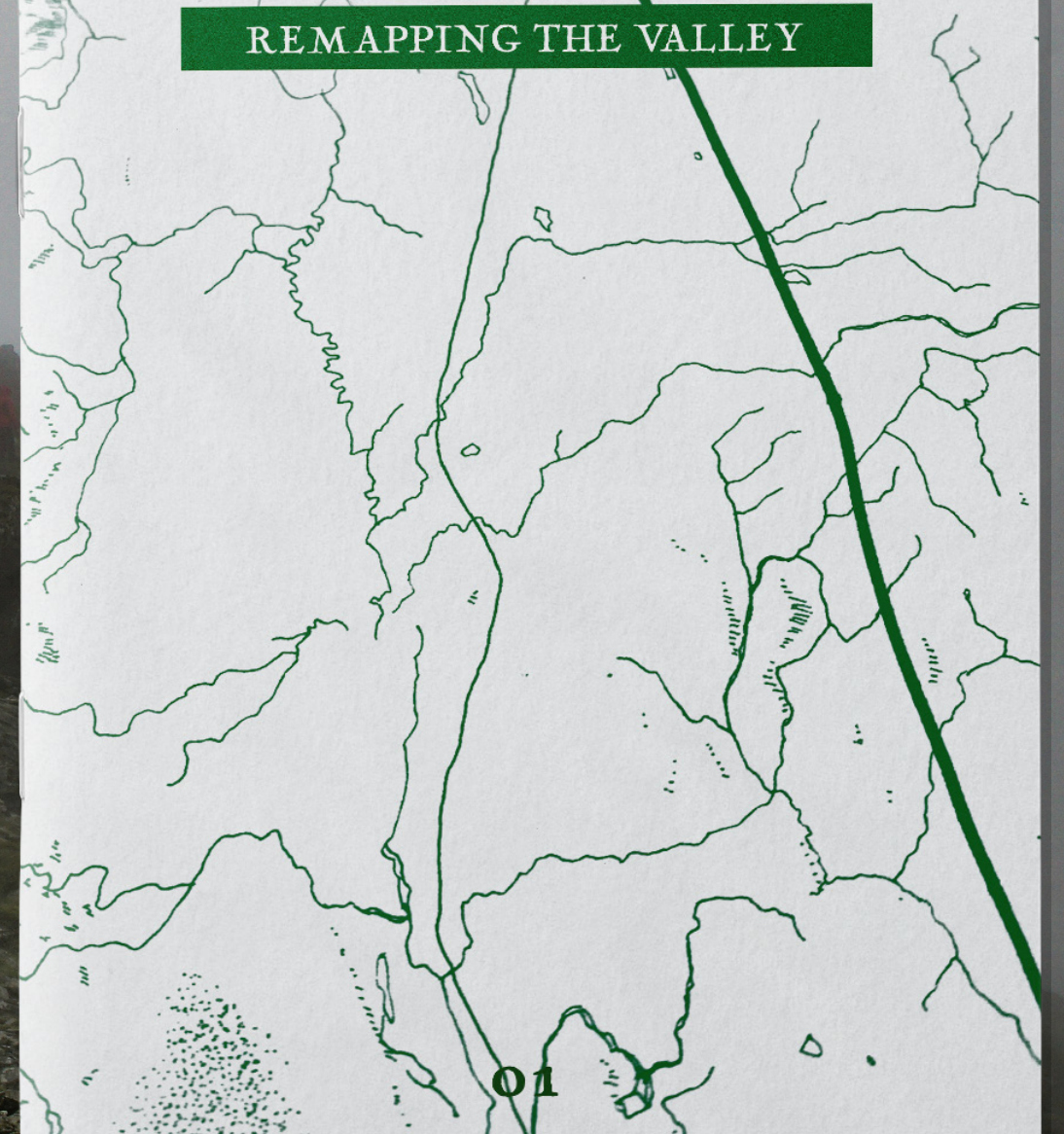
MAP OF HELVELLYN

- 1 VIA OLD PONY** The original, longest and easiest path route. This path is rarely used today and is beginning to disappear.
- 2 VIA WHITE STONES** One of the most popular routes from Thirlspot, originally marked by whitewashed stones. It's a steep route.



Trails to Helvellyn

REMAPPING THE VALLEY



[information design, print]

Educational Catalog

[project]

Educational Product Catalog

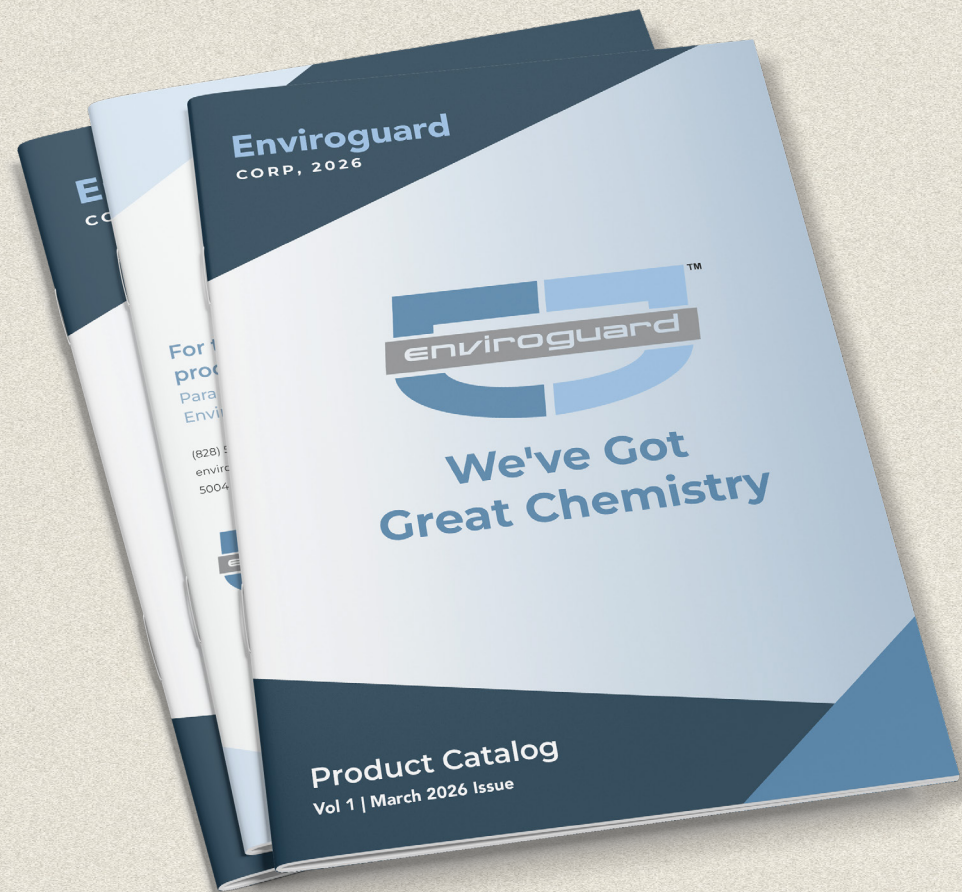
[goal]

Design a product catalog that also functions as an educational tool. The template needs to be flexible enough to accommodate different processes and varying numbers of products per spread, while keeping a clear and cohesive layout. Despite being information-dense, the catalog needs to remain easy to navigate, with clearly defined sections that readers can quickly reference while working. All content is required to be presented in both English and Spanish.

[approach]

The catalog opens with a company introduction and table of contents. Each section is color-coded to help readers locate information quickly, and icons are used throughout to reinforce sections and processes. The template was designed to accommodate between one to twelve products per spread.

Space is provided for both English and Spanish description, with the Spanish translation placed directly beneath the English in a lighter grey for differentiation. QR codes link directly to featured products, providing quick access to purchase or additional info. The catalog is designed in the brand's signature colors throughout and is printed letter size on glossy stock.



Wet Sanitization

Desinfección húmeda



1-Minute Liquid Applied Sanitization

Desinfección líquida aplicada en 1 minuto

Dutrition tablets, diluted to 400 ppm, provide fast, broad-spectrum wet sanitization in just one minute. Dutrition is EPA-registered (Reg. No. 894920-2, List N) and proven effective against spores, mold, bacteria, viruses, biofilm, algae, and odor-causing organisms. Suitable for use across remediation, HVAC, healthcare, water treatment, food processing, industrial, and transportation applications.

Dutrition, diluido a 400 ppm, ofrece una sanitización húmeda rápida y de amplio espectro en solo un minuto. Dutrition está registrado por la EPA (Reg. No. 894920-2, Lista N) y es eficaz contra esporas, moho, bacterias, virus, biofilm, algas y organismos que causan malos olores. Es adecuado para su uso en remediación, sistemas HVAC, entornos de salud, tratamiento de agua, procesamiento de alimentos, aplicaciones industriales y transporte.

Dutrition Tablets

Convenient and sized perfectly for the way you work, select the volume you want to make and drop-in Dutrition.

Cómodo y diseñado para adaptarse a tu forma de trabajar: selecciona el volumen que necesites y agrega Dutrition.



MOLD AND MICROBIAL PRODUCTS

Complementary to Wet Sanitization

Complementario a desinfección húmeda

Sanitization is fast and cost-effective with Dutrition® Tablets, requiring just one minute of EPA-registered wet contact time. This rapid action means you can choose from a wide range of application methods, including ULV fogging, misting, spraying, and even foaming*. Pair Dutrition Tablets with our recommended complimentary products below, or explore the full selection of sanitization equipment at EnviroguardDirect.com/sanitization-equipment.

La desinfección es rápida y económica con las tabletas Dutrition®, que requieren solo un minuto de tiempo de contacto húmedo registrado por la EPA. Esta acción rápida permite elegir entre una amplia gama de métodos de aplicación, incluyendo nebulización ULV, pulverización fina, rociado e incluso espumado*. Combine las tabletas Dutrition con nuestros productos complementarios recomendados a continuación, o explore la selección completa de equipos de sanitización en EnviroguardDirect.com/sanitization-equipment.

Handheld Units

Highly portable units that can take cleaning anywhere.

Unidad altamente portátil que permite llevar la limpieza a cualquier lugar.



Heavy Duty Pump Sprayers & Foamers

Your preference of the unit that's best for the job.

La unidad que usted prefiera para realizar el trabajo de manera óptima.



5-Gallon Air-Powered Units

Air-powered, portable, pre-mix units.

Unidades portátiles de premezcla accionadas por aire.



10-20 Gallon Mist/Fog Units

Air-powered, portable, pre-mix fog unit with three nozzles and a delay timer.

Unidad de nebulización portátil de premezcla accionada por aire, con tres boquillas y temporizador de retardo.



Product Index (Alphabetical by brand)

Índice de productos (Alfabético por marca)

BRAND	PRODUCT	PAGES	QR
3M™	Full Face Respirator	17	
3M™	Multi Gas / Vapor Cartridges	9, 17	
Dutrition	Dutrition Powder 2 Part Kit	8, 16	
Dutrition	Dutrition Tablets	14	
Enviroguard	Aerator	7	
Enviroguard	Botanical	10	
Enviroguard	BTM Electric Fog / Mist Unit	19, 29	
Enviroguard	BTM Electric Fog System	29	

BRAND	PRODUCT	PAGES	QR
Enviroguard	Maxguard	24	
Enviroguard	Oxypar LR	10, 12	
Enviroguard	Oxyprep	12	
Enviroguard	The Rhino	10, 17	
Enviroguard	Safeguard	22	
Enviroguard	Sorbassist	9	
Enviroguard	Sterilizair	9	
FOAMit	Handheld Units	31, 29, 21, 19, 15	
FOAMit	HD Mist Unit (1.3/2.6 Gal)	9	
FOAMit	5 Gallon Air Powered Units	15	
FOAMit	10-20 Gallon Mist/Fog Units	15, 19	
Lakeland	Protection Suits	13	
Premira	Accessories	11	
Premira	Restoration Kit	11	
Titan	Battery Powered Sprayers	25	
Titan	Electric Airless Sprayers	25	

Concrete Re-Densifying

Redensificación del concreto

Strengthen Foundations While Stopping Efflorescence

Fortalezca los cimientos mientras detiene la eflorescencia

Concrete and other cement-based surfaces are naturally porous and prone to moisture movement, which can extract soluble minerals like calcium and deposit them on dry surfaces—a process known as efflorescence. Over time, this can reduce structural solids, weaken the material, and interfere with waterproofing systems, making proper protection and moisture management essential for durability.

El concreto y otras superficies a base de cemento son naturalmente porosas y propensas al movimiento de la humedad, lo que puede extraer minerales solubles como el calcio y depositarlos en las superficies secas, un proceso conocido como eflorescencia. Con el tiempo, esto puede reducir los sólidos estructurales, debilitar el material e interferir con los sistemas de impermeabilización, por lo que la protección adecuada y la gestión de la humedad son esenciales para su durabilidad.

Enviroseal

EnviroSeal is a penetrating concrete sealant that strengthens surfaces and prevents efflorescence by converting water-soluble minerals into insoluble forms. It helps protect cement-based materials from moisture-related erosion and dete-



MOLD AND MICROBIAL PRODUCTS

Complementary to Concrete Re-Densifying

Complementario a la redensificación del concreto

EnviroSeal works best in multiple saturating coats for deep penetration and fast drying. Use misting for control or low-output spraying for speed. The following equipment are our top picks for job size and efficiency.

EnviroSeal funciona mejor en varias capas saturantes para una penetración profunda y secado rápido. Use nebulización para mayor control o pulverización de bajo caudal para mayor rapidez. El siguiente equipo es nuestra selección recomendada según el tamaño del trabajo y la eficiencia.

Handheld Mist Unit

Choose our 0.4 gallon highly portable, manual mister for small jobs.

Elija nuestros nebulizadores manuales portátiles de 0,4 galones para trabajos pequeños.



HD Spray Unit (1.3Gal/2.6Gal)

Handle mid-sized jobs quickly with precise output and fan pattern in an affordable package.

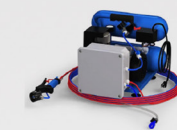
Realice trabajos medianos rápidamente con salida y patrón de abanico precisos en un paquete económico.



BTM Electric Fog/Mist Unit

This compact electric unit is ideal for large or confined jobs where speed and reach matter, with 50' and 100' hose options.

Esta unidad eléctrica compacta es ideal para trabajos grandes o en espacios reducidos donde la velocidad y el alcance son esenciales, con opciones de manguera de 15 m y 30 m.



BTM Electric Spray System

Perfect for larger jobs, it allows multiple technicians to work at the same time with a reach of up to 150' from the base unit.

Perfecto para trabajos grandes, permite que varios técnicos trabajen al mismo tiempo con un alcance de hasta 45 m desde la unidad base.



[editorial, print]

Off Cut Zine

[project]

Environmental Zine

[goal]

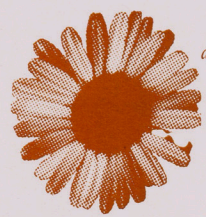
A zine designed to raise awareness of environmental issues and promote more ethical and sustainable ways of living. The zine should serve as a guide, reference, and an invitation into more conscious living.

[approach]

The project pitches the first three issues of the zine, each exploring various subjects. The design features bold colors, experimental type, and halftone graphics. Off Cut balances DIY aesthetics with the structure and readability of an editorial publication. The zine has structure such as sections markers, page numbers, color coded sections, and includes readable articles, but remains experimental in its design. Off Cut is printed at A4 on 90% recycled textured paper.



of a pineapple • cardboard packaging • fruit & vegetable peels, rinds, & scraps • crushed egg shells • flowers & weeds • coffee grounds, filters & tea satchels & tea satchels • used matches • peanut shells • dryer lint & dust bunnies • top



a. flowers, weeds



b. tea bags



c. fruit tops or rinds



d. egg shells, crushed



e. matches



f. house plant stems and leaves

WHAT CAN I COMPOST?

URBAN GARDENING

PERMACULTURE IS CLIMATE ACTION

permaculture is climate action

In the face of a growing climate emergency, permaculture offers a powerful framework for both mitigation and adaptation. Rooted in observation, care for the earth, and care for people, permaculture helps us understand the relationships between ecosystems and our place within them. It's not just a set of gardening techniques — it's a way of reimagining our lifestyles, communities, and economies to work in harmony with natural systems.

Rather than relying on one-size-fits-all solutions, permaculture encourages local, tailored responses. Whether you're in a city, suburb, or rural area, permaculture principles can help build resilience and reduce carbon emissions. From transforming lawns into food forests to setting up community compost schemes, these practical changes can also restore soil health, increase biodiversity, and draw down atmospheric carbon.

soil as a climate ally

One of permaculture's most powerful contributions is its emphasis on soil regeneration. Techniques like composting, cover cropping, and minimal tillage improve soil structure and boost its ability to store carbon. Healthy soil doesn't just grow nutritious food — it acts as a carbon sink, locking in CO₂ from the atmosphere. At the same time, it supports vibrant microbial life, improves water retention, and helps plants thrive without chemical inputs. In this way, tending to the soil becomes an act of climate care — one that reconnects us to the ground beneath our feet.

greening the city from the ground up

In dense urban areas, where space is limited and green infrastructure is scarce, permaculture offers a hopeful framework for reclaiming land and redefining how cities function. Apartment balconies, rooftop terraces, and even alleyways can be transformed into mini ecosystems that support pollinators, grow herbs, and improve air quality. These small interventions don't just provide food — they reintroduce nature into the built environment, reducing the heat island effect and creating pockets of biodiversity in unlikely places.

Urban permaculture also challenges the assumption that sustainability requires large plots of land. By designing with intention, even a single square metre can host a variety of functions: a compost bin that transforms scraps into soil, a worm farm that enriches it further, or vertical gardens that insulate walls and provide food. These layered systems mirror the natural world, where no space is wasted and every element supports another.



How we travel, what materials we use, how much energy we use, where we shop, and what food we choose to eat can reduce our reliance on fossil fuels. Retrofitting offices and homes, and finding multiple uses for buildings makes better use of our physical spaces. Heat the person, not the home. Take a moment before taking an action to see if there is a more climate-friendly option to heating the space around us. Take more journeys on foot and by bike, buy local food and support small local businesses to reduce our food miles and carbon emissions while promoting a local economy.

We all need a break, but before you look a fight, check if you have any destinations on your bucket list which could be reached by public transport, car or boat. Significantly reducing our consumption will have a dramatic overall effect. We need to be doing more reusing, whether it's excess packaging, cheap goods that won't last, or just simply something we don't need. Shifting to a culture of reuse, maintaining and repairing is paramount. We can't rely on indefinite recycling programs.

By prioritizing long-term use over instant convenience, we begin to shift the values that shape our economies and communities in response to a culture of endless consumption.



designing for adaptability and care

The beauty of permaculture lies in its adaptability. It's not a rigid set of rules, but a mindset that asks: What does this place need? What resources are already here? In urban gardens, that might mean using recycled materials for raised beds, or repurposing pallets and containers for planters. It could involve

collaborating with neighbours to share tools, swap seeds, or co-manage a shared space. These actions may seem modest, but collectively they nurture a culture of stewardship — one that values care over consumption.

Beyond practical benefits, the emotional and psychological impacts of urban permaculture are profound. Gardening in community settings helps reduce stress, restore a sense of purpose, and reconnect people to seasonal rhythms. In cities often marked by disconnection and speed, tending to plants invites slowness, observation, and reciprocity. Permaculture becomes not just an environmental act, but a personal and cultural one — reminding us that healing the planet also means healing ourselves.

growing knowledge, growing futures

There's also a powerful educational dimension. Urban gardens and permaculture projects often serve as informal classrooms, teaching children and adults alike about ecosystems, food sovereignty, and ecological literacy. These spaces democratize knowledge, showing that you don't need to be a scientist or a farmer to engage with climate action — you just need a bit of soil, some curiosity, and a willingness to experiment. Over time, these hyper-local experiences ripple outward, shaping broader shifts in mindset and policy.

Ultimately, permaculture invites us to reimagine our relationship with place — not as consumers of space, but as participants in a living system. Whether on a balcony or in a backyard, an urban lawn or a rooftop plot, every patch of land holds potential. By working with nature rather than against it, we create not just gardens, but futures — rooted, resilient, and regenerative.



This shift in perspective — from ownership to participation, from extraction to reciprocity — is at the heart of what makes permaculture so powerful. It reminds us that our daily choices, however small, are part of larger ecological and cultural narratives. Tending to a compost pile, sowing seeds, or simply learning the names of local plants reconnects us to rhythms that industrial life often obscures. These actions restore a sense of agency and belonging — not just to the land, but to each other. In a world that often feels fractured and disconnected, cultivating a small garden or joining a community project can be a deeply grounding act. It's here, in these humble spaces of care and attention, that a more equitable and ecologically balanced future begins to take root. Impact may not always be immediate or visible, it accumulates, season after season. In this way, permaculture teaches us how to grow things and change.

small acts to systemic change

When viewed collectively, these small urban acts — composting, harvesting rainwater, growing herbs on balconies — become part of a much larger movement. Permaculture teaches us that systems don't have to be perfect to be effective. What matters most is that they begin. A single worm farm may seem insignificant, but multiplied across neighbourhoods, these actions reduce emissions, restore soil health, and reconnect people with the ecosystems they're a part of. What starts with scraps and seeds can ultimately reshape how we live together on a changing planet.

In this way, permaculture challenges the dominant model of progress. Instead of expanding outward, it asks us to look inward — into our communities, our habits, and our local ecologies. It replaces extractive, fast-paced systems with ones that are circular, slow, and deeply rooted in place. And it empowers everyday people to become caretakers, designers, and decision-makers, working toward futures that are not just sustainable, but regenerative. It invites us to reimagine progress not as growth for its own sake, but as the deepening of relationships — with land, with each other, and with the systems that sustain life.



The environmental benefits are clear: improved soil fertility, reduced waste, better air and water quality. But just as important are the social outcomes — increased food security, stronger local economies, and renewed community trust. These are the conditions we need not only to survive climate disruption but to thrive through it. Permaculture reminds us that resilience doesn't have to mean going it alone — it can mean growing something together.

At its core, permaculture is a reminder that the future isn't something abstract or distant — it's something we shape daily, with our choices, our care, and our collective imagination. It calls us to resist the illusion of separation: between people and planet, between urban and wild, between what is small and what is powerful. By observing, adapting, and sharing what we learn, we participate in a living network of adaptation and possibility. It's not about perfection or purity — it's about persistence, and the belief that even in the cracks of concrete, something resilient can grow.

In the end, urban permaculture is a quiet revolution. It's about tending to what's already here, healing the broken links between people and the land, and creating conditions where life — in all its forms — can flourish. And while it may begin with a compost pile or a planter box, it ultimately leads to something far more radical: a culture of care.

URBAN GARDENING

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I HAVE NOTHING TO WEAR :(



micro fashion in action

Micro fashion is flourishing. In the way that microbreweries and micro-roasteries have transformed the beer and coffee industry, micro circular fashion businesses are now flourishing. All across our cities and neighbourhoods we can purchase and experience clothing that is locally made on-site using our discarded clothes and other circular materials and processes.

In these places we can participate in the manufacturing process and meet the makers in person. In these spaces we can learn how to make our own clothes and to repair or remake the clothes we already own. Independent designers are welcomed to produce in small-scale tailoring studios across the world, enriching cultural connections and exchanging heritage and crafts. Provenance, craftsmanship, ingredients and materials, participation and community now define how we consume and experience most of our clothing.

fast and slow garments

Our wardrobes consist of both fast and slow garments. For example, some clothes are designed to be worn only once and then recycled, either through biodegrading or the materials can be regenerated through a chemical recycling process. While the product life may be short, the materials can be recovered over and over again to actually keep the materials in use over the longest time. Meanwhile, slower garments are designed to last for a long time, easily repaired, cared for and loved forever. Slower garments are often lovingly made by hand, through age-old techniques in local communities or upcycled from pre-loved clothes. Repairing and making certain clothes last as long as possible is the coolest thing one can do.

Borrowing, sharing and hiring clothes has become common practice rather than purchasing to own. We wear and share garments with our communities via clothing libraries and an 'Airbnb' style wardrobe service. This fuels our creativity, opens up doors to try out myriad styles and reduces the space we need to store clothes in our homes.

circular futures

The fashion industry has transformed into a synergistic network of cycles and open loops, which feed each other at multiple scales and speeds. All large-volume factories have effective disassembly units in which surplus garments can be regenerated, reused or upcycled efficiently into new products. The chemical reprocessing of materials keeps resources in infinite use. Through technology that is rooted in our ecological system we utilise sophisticated systems of recovery and regeneration that ensure nothing is wasted.

Resources and materials from one industry will feed others. For example, fabrics will commonly be made from food waste streams. 'Grape leather' is made from the waste of the wine industry; jersey-like fabric can be from discarded milk; orange peels from the juice industry can produce a silky material; a polyester-type fabric can be produced from animal manure. This interconnected model of material exchange not only minimizes environmental impact but also fosters innovation across sectors. Designers are now collaborating closely with agricultural scientists, waste management experts, and technologists to develop new material hybrids that are sustainable.

beyond fashion

This interconnected approach to resource management is redefining how industries collaborate, moving beyond traditional waste disposal toward a fully integrated system where by-products are viewed as valuable raw materials. In this new paradigm, fashion is no longer an isolated sector but an active participant in a vast, circular network that spans agriculture, food production, biotechnology, and even energy. The waste from one industry seamlessly becomes the foundation for another, creating a ripple effect of sustainability that extends far beyond clothing.

As biotechnology advances, scientists are developing innovative ways to extract fibers from organic waste that would otherwise end up in landfills. Agricultural byproducts like banana stems are now being explored as viable raw materials for textile production. These advancements mark a turning point in how we approach fashion — no longer as a linear chain of production and disposal, but as a living, evolving system that mirrors the natural world in its circularity and balance.



"Fashion is no longer just about what we wear, but how we live, with every garment a reflection of community, craft, and the cycles of the world around us."

FASHION WASTE, REPAIR, AND REVOLUTION

17

the cloud

the myth of the weightless web

When we think of the digital world, we often imagine something immaterial — a space floating above us, frictionless and clean. But every stream, swipe, and scroll has a physical counterpart, deeply rooted in the earth. Streaming a movie or playing a game feels effortless, but it activates a global infrastructure: massive data centers, energy-hungry servers, cooling systems, and miles of undersea cables. All of it consumes electricity, and a lot of that electricity is still powered by fossil fuels.

streaming, storage, and carbon footprints

Streaming services like Netflix, YouTube, Spotify, and TikTok rely on this infrastructure constantly, serving billions of pieces of content to billions of users. That content is housed in the cloud — a term that sounds light but is anything but. Data centers are physical spaces, often the size of warehouses or small cities, packed with racks of servers that run 24/7. These centers are estimated to contribute 3–4% of global carbon emissions, and the number is growing. Behind every binge-watch session is a complex chain of energy consumption, much of it invisible to users.

Part of the issue lies in the illusion of endless storage. While cloud services give us the impression that our files exist "nowhere," they're actually stored on hard drives that must be powered, cooled, and maintained. In fact, around 95% of stored data is never accessed again — digital clutter that continues to consume resources simply by existing. Streaming video content, in particular, is one of the most energy-intensive digital activities, especially when delivered in high resolution. The higher the quality, the larger the file, and the more energy it takes to deliver it instantly across the globe.

designing and streaming with intention

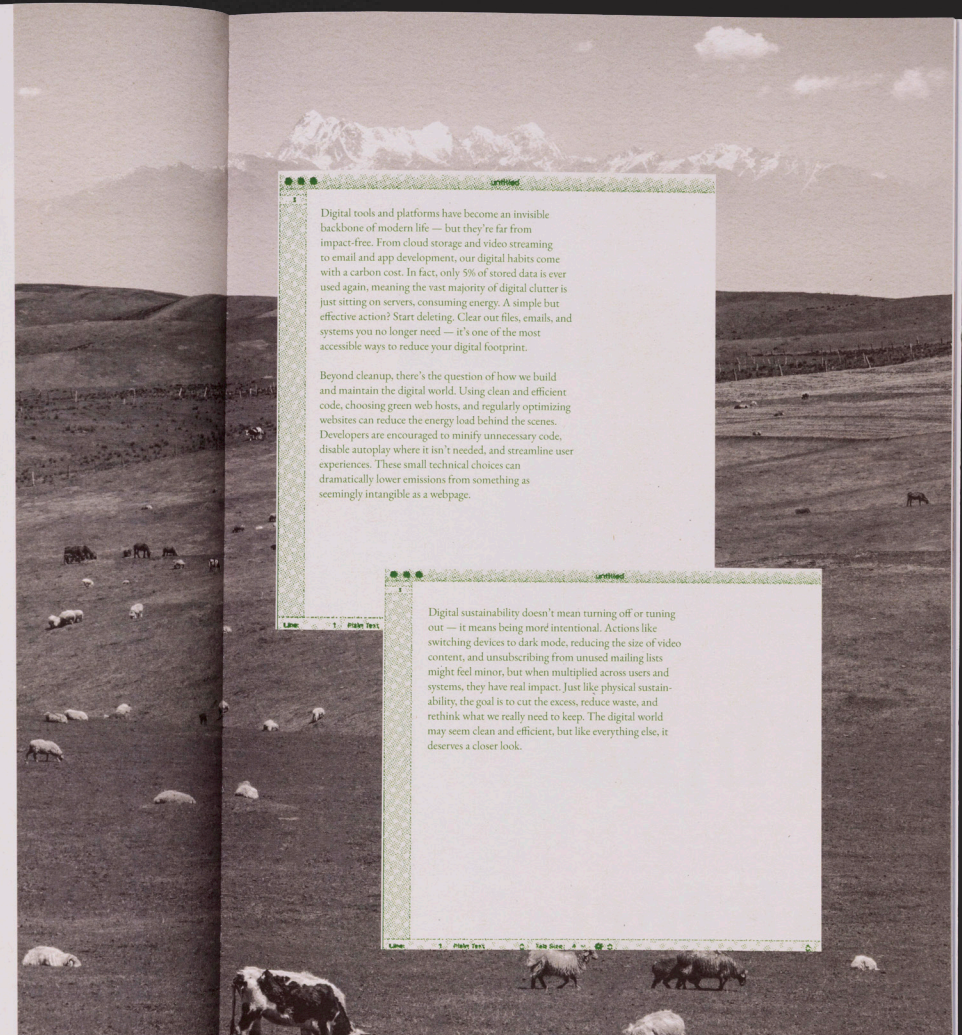
Reducing this impact doesn't mean abandoning digital tools altogether. But it does require greater intentionality. Switching off autoplay, lowering video quality when HD isn't necessary, and opting for downloads instead of repeated streams can make a real difference. So can reducing the volume of content stored in the cloud — deleting old files, clearing unused apps, and unsubscribing from platforms we no longer use. Developers, too, have a role to play: optimizing web experiences, compressing media files, and choosing greener hosting services all reduce the strain on the infrastructure we rely on.

Sustainability in the digital world isn't just a backend concern — it's a cultural shift. It means recognizing that the convenience of streaming and storing comes with a cost, and that our digital behaviors are part of the broader environmental picture. The cloud may be invisible, but its footprint is real. In rethinking how we use it, we have a chance to make something as intangible as a data stream part of a more grounded, regenerative future.

a new kind of digital awareness

If we begin to see the digital world as part of the physical one — not separate from nature, but embedded within it — then every click becomes a point of choice. That shift in perspective can help us build not only more efficient systems, but more humane ones: digital spaces that respect both the planet and the people who use them.

WHEN WE THINK OF THE DIGITAL WORLD, WE RARELY THINK OF THE PHYSICAL ONE IT DEPENDS ON. EVERY CLICK, STREAM, AND SCROLL RELIES ON SERVERS, ELECTRICITY, AND MATERIALS PULLED FROM THE EARTH. DIGITAL TOOLS ARE NOT WEIGHTLESS.



Digital tools and platforms have become an invisible backbone of modern life — but they're far from impact-free. From cloud storage and video streaming to email and app development, our digital habits come with a carbon cost. In fact, only 5% of stored data is ever used again, meaning the vast majority of digital clutter is just sitting on servers, consuming energy. A simple but effective action? Start deleting. Clear out files, emails, and systems you no longer need — it's one of the most accessible ways to reduce your digital footprint.

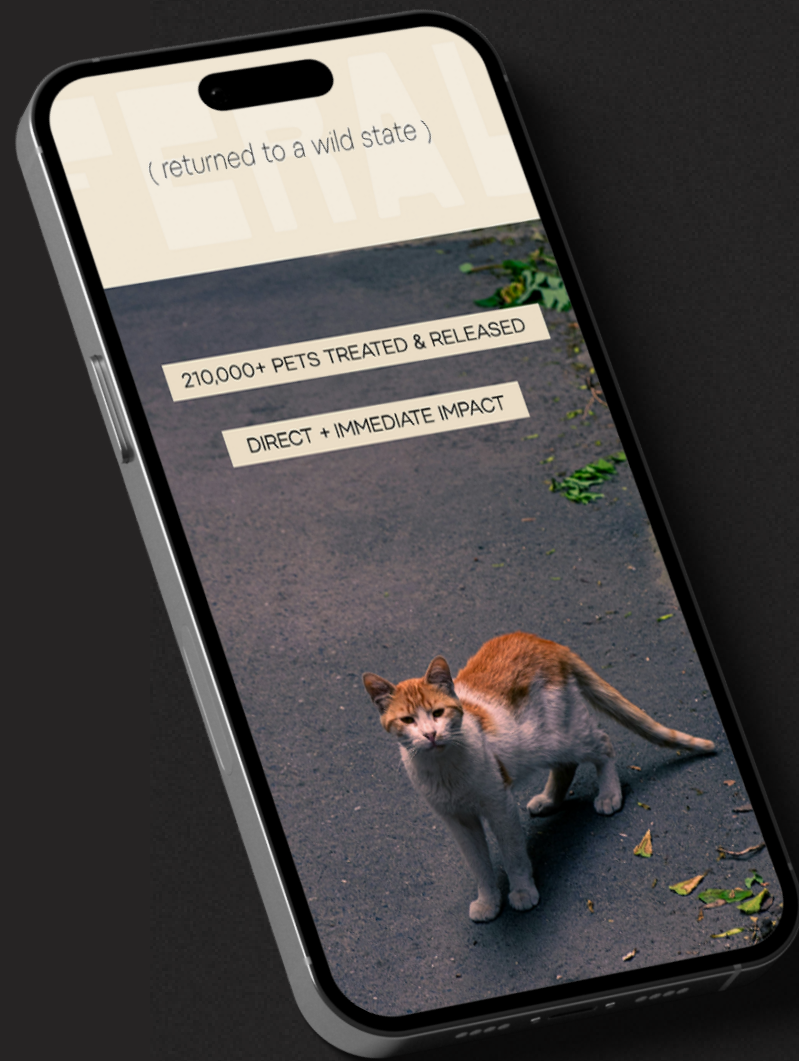
Beyond cleanup, there's the question of how we build and maintain the digital world. Using clean and efficient code, choosing green web hosts, and regularly optimizing websites can reduce the energy load behind the scenes. Developers are encouraged to minimize unnecessary code, disable autoplay where it isn't needed, and streamline user experiences. These small technical choices can dramatically lower emissions from something as seemingly intangible as a webpage.

Digital sustainability doesn't mean turning off or tuning out — it means being more intentional. Actions like switching devices to dark mode, reducing the size of video content, and unsubscribing from unused mailing lists might feel minor, but when multiplied across users and systems, they have real impact. Just like physical sustainability, the goal is to cut the excess, reduce waste, and rethink what we really need to keep. The digital world may seem clean and efficient, but like everything else, it deserves a closer look.

THE CLOUD ISN'T CLEAN

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Web & Socials



[information design, print]

Feral Campaign

[project]

Trap - Neuter - Return Local Campaign

[goal]

Create a social media campaign for a local Trap-Neuter-Return (TNR) program in North Carolina. The campaign needs to attract attention and communicate important information about the program and encourage public involvement.

[approach]

A series of cross-platform graphics designed for Meta (Instagram and Facebook) and to include on the organization's website. Grungey photography of feral cats is used alongside the experimental typeface *Heyday* and a color palette of black, white, and sand. Each graphic includes calls to action and the organization's contact and website information.



CATCH

* FERAL is a community-led initiative focused on protecting and caring for stray and feral cats living in urban spaces. We work with local volunteers to support trap-neuter-return programs, provide food and shelter during extreme weather, and help injured cats access medical care when possible.

RELEASE

Over 70% of cats who enter our nation's animal control pounds and shelters are killed. That number jumps to virtually 100% for feral cats. Anything helps.



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Thank You

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