



Eileen Scopio

Visual Designer

HOT TOPIC

Catalogue of Featured Items

This project was for a school assignment.

Specifications for this project included creating a 2 page layout, with a unique and innovative design still within the branding style of the company.

Content



BACKPACKS

HER UNIVERSE

GUYS GRAPHIC TEES

FUNKO POP VINYL FIGURES

GAMES - BOARDGAMES, CARDS, & PUZZLES

HOT TOPIC

Philosophy

At Hot Topic, we believe music and the arts make everyone's life a whole lot better, so we've decided to enrich kids' lives by enabling them to express themselves musically and artistically!

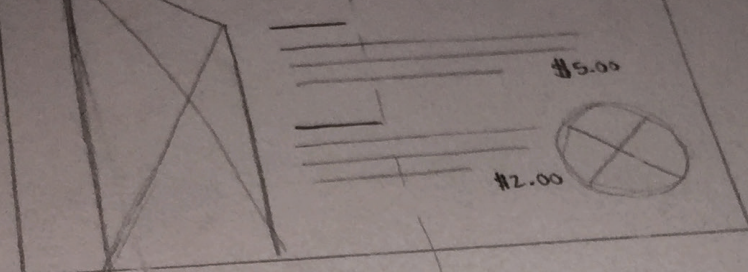
The Hot Topic Foundation aims to support programs and organizations that specifically focus on encouraging and educating youth in music, creative writing, painting, photography, film-making and more.

Bring Music to Life

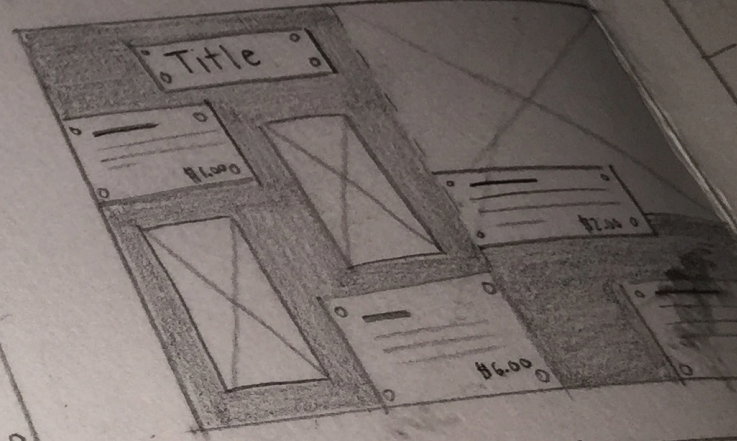
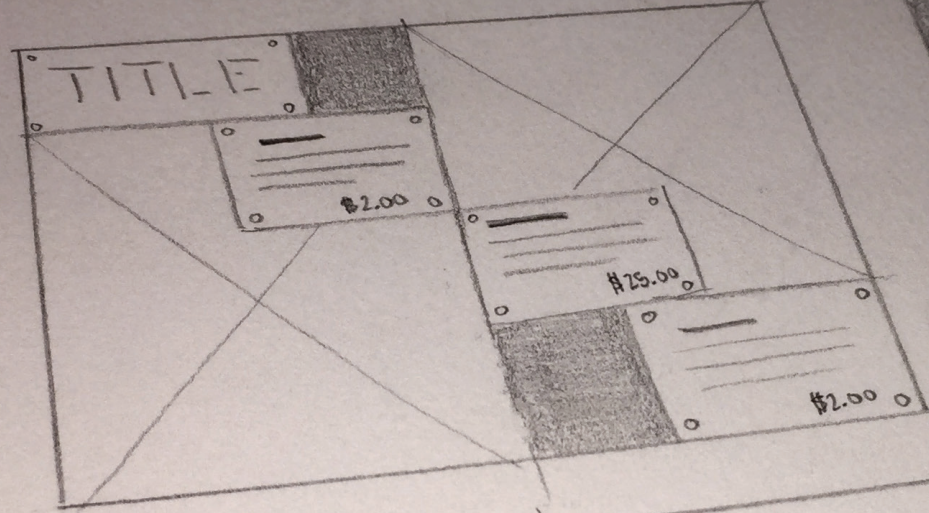
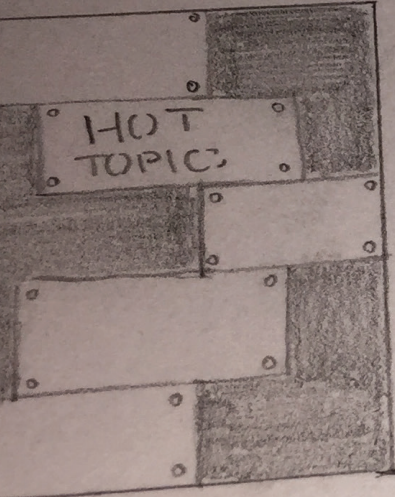
"It makes me happy to be able to speak in another language, the language of music."
- Carson, 11.

HOT TOPIC FOUNDATION

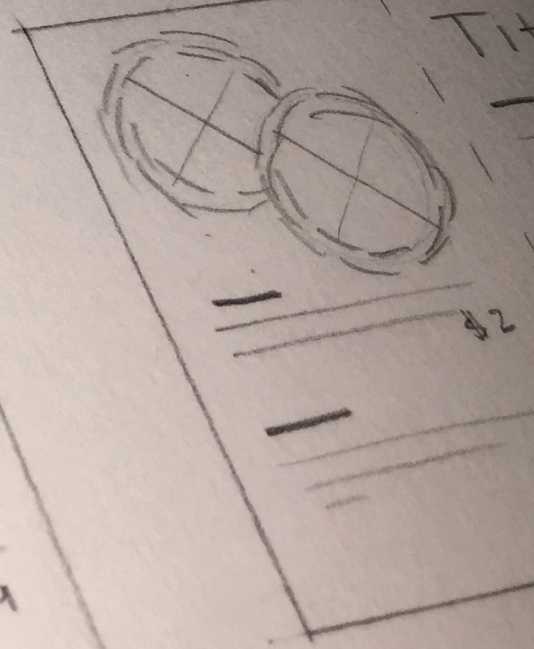
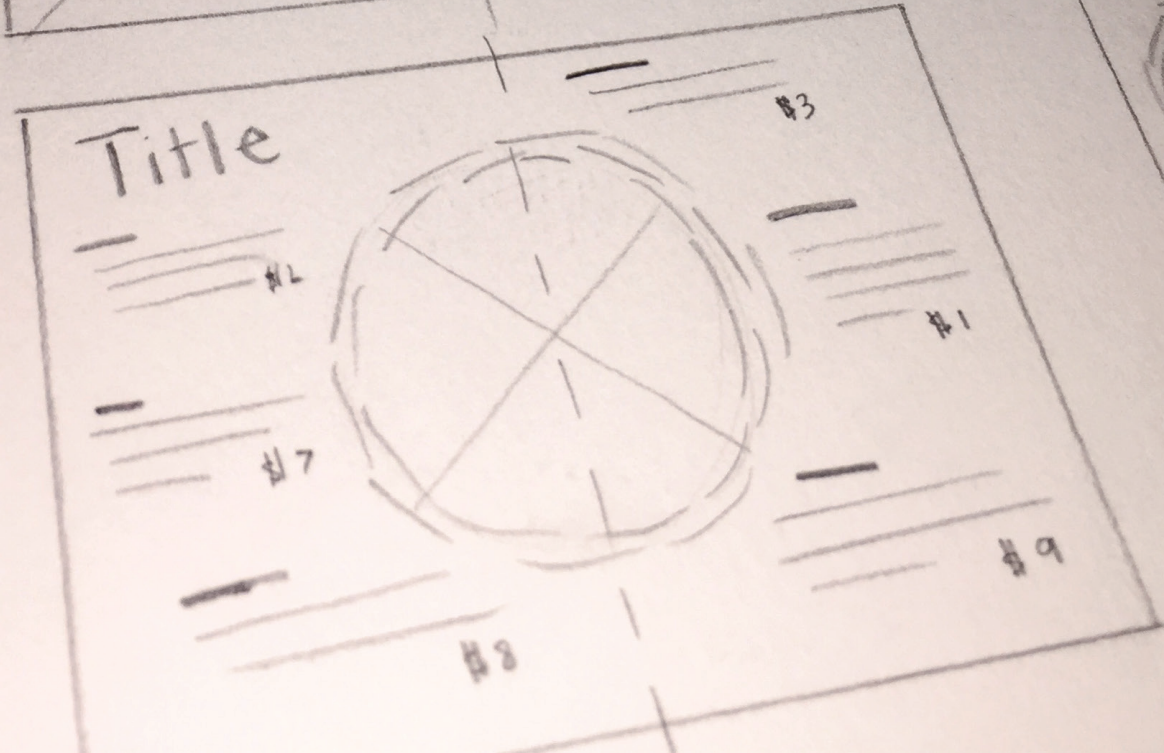
HOT TOPIC



Title



HOT TOPIC



2017



HOT TOPIC

HOT TOPIC

DAVID CARSON

Immitating a Legend

This project was a school assignment in which we were required to take design methods and theories of a well known graphic designer and use them to create a folded pamphlet about them.

Much of my research led me to see that David Carson was a man of constructive Chaos. Everything looks chaotic, but is actually well thought about. This makes it purposeful and made with taste

Contact

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<https://www.linkedin.com/in/davidcarsondesign>

https://twitter.com/d_carson_design



Carson's Design Philosophy

"Have fun." It's the driving force behind the graphic designer's body of work, a philosophy that he applies to life in general. The international legend, known for his iconoclastic style, experimental typography, and distinctive magazine layouts, spoke at Plaza Klub on Friday night as part of Grafika's three-day brand wars extravaganza. Taking place March 13-15 in Zurich, during the evening, which was much like a spontaneous, and no-edited tear led by sage/comedian Carson, the audience was treated to an inside glimpse of a creative urinal. Carson is an entertaining presenter, beyond doubt. At one point, he showed a photograph he had taken while driving ("texting and driving is illegal, so I take pictures while driving") with a phone taped on the back of a huge rubber trailer. With his characteristic dry wit, Carson quipped, "What a way to transport a bike!" Interspersed with his commissioned designs and publications, these one-liners and his ability to notice details in his surroundings, part of the landscape that impacts and reflects his art. He's an advocate of freedom and authenticity, stressing that he believes in everything he produces. He also urges abandonment of templates. Carson is a series of contradictions, and someone who clearly loves what he does.

RAY GUN



Carson was hired by publisher Marvin Scott Jarrett to design Ray Gun, an alternative music and lifestyle magazine that debuted in 1992.

In one issue, he notoriously used Dingbat, a font containing only symbols, as the font for what he considered a rather dull interview with Bryan Ferry. (However, the whole text was published in a legible font at the back of the Gun, complete with a repeat of the asterisk motif).

Ray Gun made Carson well known and attracted new admirers to his work. In this period, he was featured in publications such as The New York Times (May 1994) and Newsweek (1996).

AD S

In 1990, Carson left Ray Gun to found his own studio, David Carson Design, in New York City. He started to attract major clients from all over the United States. During the next three years (1992-1995), Carson was doing work for Pepsi Cola, Ray Ban, and several other clients. He also worked for the United States Postal Service, including the Georgia Postal, NBC, American Express, and Levi Strauss. Carson worked for the AT&T Corporation, including the Bell Labs, and the New York State Thruway Authority. He also worked for the E12 headphones and the Mazda Sound Systems for Mazda.



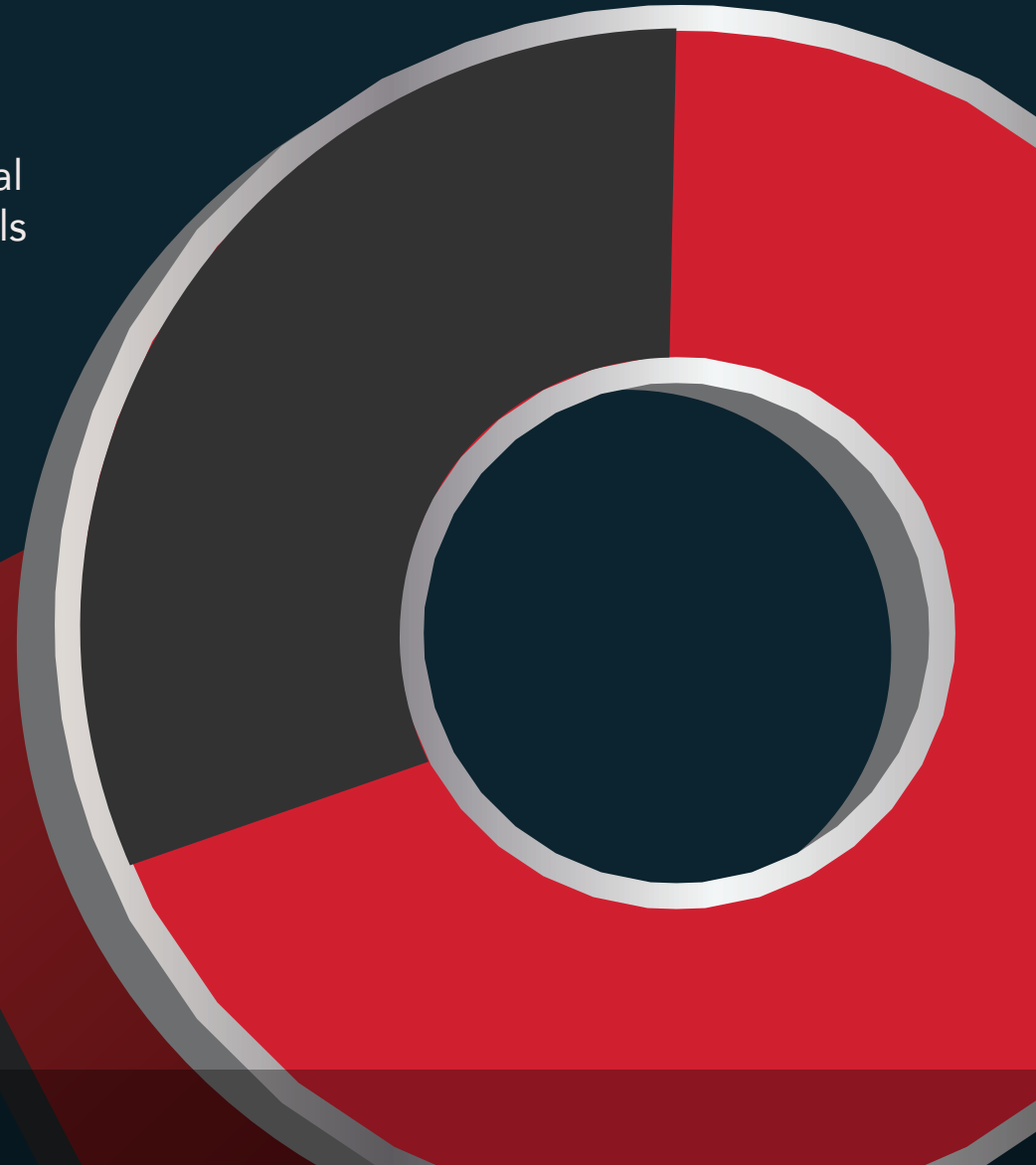
Institutional Research

A showcase of department data

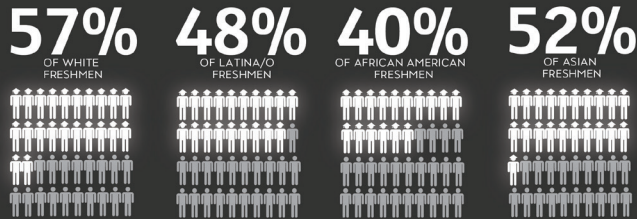
Working with CSUN's department of Institutional Research, I was often tasked with creating visuals for brief reports. They would give me a list of information and I would then create the report layout and design infographics to accompany the information.

Additionally, I was tasked with designing a site where all data presentations created in Tableau could be hosted.

All of my work was to allow the public to have full and easy access to a collection of data about various aspects of the school.



OF THOSE WHO BEGAN AT CSUN IN 2009



HAD GRADUATED BY 2015

13% of first-time freshmen graduate in 4 years and 31% of transfers graduate in 2 years

Graduation Rates

Among the first-time freshmen who entered CSUN in Fall 2009, 13% graduated in 4 years and 50% graduated in 6 years. Both the 4-year and 6-year graduation rates vary dramatically by race and ethnicity. Overall, the gap in 6-year graduation rates between traditionally underserved and better served students is 11 percentage points, with 55% of better served students graduating in 6 years or 44% of traditionally underserved students graduating in that time.

There are also notable differences among racial and ethnic groups when it comes to the 4-year graduation rate: 21% of White first-time freshmen graduated in 4 years, compared with 15% of Asian American freshmen, 9% of Latina/o freshmen, and 7% of African American freshmen.

50% of first-time freshmen graduate in 6 years and 71% of transfers graduate in 4 years.

The 4- and 6-year graduation rate gaps between students who receive Pell grant support and those who do not are similar. There is a gap of 9 percentage points in 4-year graduation rates among Pell and non-Pell recipients, and an 8-point gap in 6-year graduation rates for those groups. 7% of the Pell grant recipients who started in 2011 graduated four years later, compared with 16% of those who did not receive Pell grants.

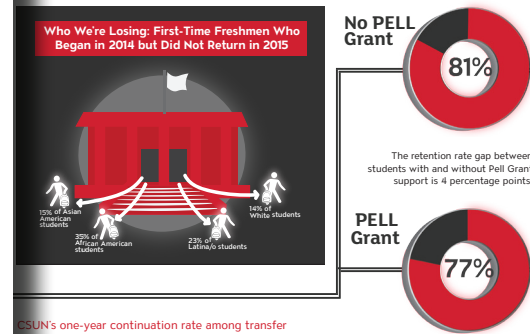
Moving Forward

CSUN is committed to improving graduation rates for all students and to eliminating inequities in those rates. Our goals are certainly ambitious, but making progress toward them will allow us to better serve all of our students. This will involve, first and foremost, finding ways to better serve our students in their first year so that they continue at equal rates into their second year. We have the opportunity to work collectively and collaboratively to find innovative ways to improve retention and graduation rates and close gaps between students from many backgrounds, including racial, ethnic, and income groups.

As we serve an increasing number of students from traditionally underserved and low-income backgrounds, there are disparities in retention and graduation rates among our students.

Among first-time freshmen who entered in Fall 2014, 78% continued into their second year. In other words, 22% of the Fall 2014 freshmen did not return to CSUN in Fall 2015.

The retention rate varies among our students from traditionally underserved communities. One-year continuation rates among White and Asian American students are above the university average, while those for their Latina/o and African American/Black peers are below the average. Moreover, students from low-income backgrounds also persist at lower rates compared with their peers from higher-income backgrounds.



CSUN's one-year continuation rate among transfer students is higher than the rate for first-time freshmen. In 2015, 78% of first-time freshmen returned, whereas 84% of transfers returned.

There is less variation among racial and ethnic groups in the retention rates of transfers compared with first-time freshmen. 87% of White transfers returned in their second year, 84% of Asian American transfers returned, 83% of Latina/o transfers returned, and 80% of African American transfers returned. There is only one percentage point difference between the retention rates of first-time transfers who are Pell Grant recipients and those who are not (84% versus 83%).

CSUN vs Other Public 4-year Institutions

What makes our freshmen unique?

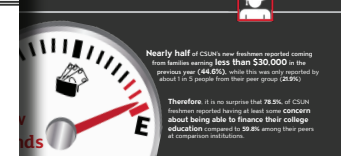
CSUN serves a very large Latina/o community. Nearly the half (48.3%) of our survey respondents identified as Latina/o while only 26.2% of those at comparison institutions identified the same.

81.8% percent of CSUN respondents came from traditionally underserved ethnic groups compared at comparison institutions.

Nearly CSUN students were less likely than their peers at comparison institutions to speak English as a first language (74.2% compared to 88.6%).

Generation College Students

Income-eligible freshmen are also far more likely than their peers to be the first in their family to attend college (52.2% compared to 25.7%).



To learn more about our freshmen, visit CSUN by the Numbers.

What is the Opportunity Gap?

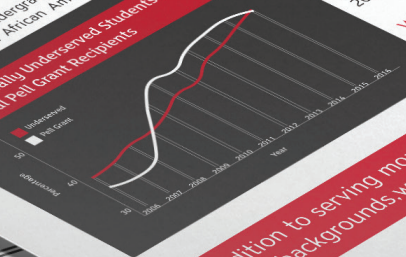
The opportunity gap refers to the disparity in rates of success in higher education between groups of students from different demographic backgrounds that result from the inextricable divide between traditionally underserved communities and those from better served income tiers. Closing gaps among our students will, among other things, allow us to increase our overall graduation rates.



CSUN is serving an increasing number of students from traditionally underserved and low-income backgrounds.

In 2006, 39.8% of our undergraduates were from traditionally underserved communities, including Native Hawaiian, American Indian or Alaskan Native, Latin/o, African American, Pacific Islander, and students from underserved communities. The proportion of our undergraduate student population from traditionally underserved backgrounds has increased by 35% since 2006. The increase in students from underserved backgrounds is largely a result of our growing Latin/o student population. Today, nearly half of our undergraduates (49%) are Latin/o, compared to 30% in 2006.

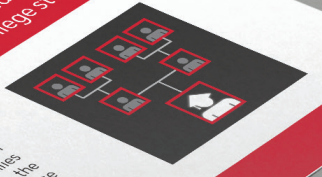
Traditionally Underserved Students and Federal Pell Grant Recipients



We are serving more low-income students than we were ten years ago.
 In 2016, 53% of our students qualified for and received Federal Pell Grants, an increase of 48% since 2006.

In addition to serving more students from traditionally underserved and low-income backgrounds, we are also serving more first-generation college students.

According to the federal definition a first-generation college student is one whose parents did not obtain a degree from a 4-year institution. In 2006, 48% of our students were first-generation college students, compared with 64% in 2016. Among our first-generation students, 41% hail from families in which the parents have a high school degree or less. Navigating the complexities of higher education can present a challenge for those whose parents do not have experience completing a 4-year degree and the challenge can be even greater for students whose parents do not have any experience with postsecondary education.



As we serve an increasing number of traditionally underserved and low-income students, our retention rates are also increasing.

Among first-time students, 22% more students are returning for their second year.
The retention rate for those from traditionally underserved and low-income backgrounds is 83%.

Who We're Losing



CSUN's one-year continuation rate among traditionally underserved students is higher than the rate for first-time transfers.
 In 2015, 78% of first-time freshmen returned, whereas 83% of first-time transfers returned. There is **less variation among racial and ethnic groups** in the retention rates of first-time transfers compared with first-time freshmen. 87% of white transfers returned in their second year, 84% of Latin/o transfers returned, and 80% of African American transfers returned. There is a point difference between the retention rates of first-time transfers of those who are not (84% versus 83%).



are students,
the:

CSUN | CALIFORNIA STATE UNIVERSITY NORTHRIDGE

INSTITUTIONAL RESEARCH

Student Engagement at CSUN Seniors in Spring 2015

Every other Spring semester, we invite CSUN freshmen and seniors to participate in the National Survey of Student Engagement (NSSE: <http://nsse.indiana.edu/>). This national survey began in 1998 as a way to assess college students' engagement in behaviors that are associated with positive student outcomes. In this brief report, we focus on the seniors' responses to the 2015 survey. Data on seniors in particular help us to better understand what students' experiences at CSUN have been and how they have spent their time.

In the Spring semester

2015

Intellectual Skills

Seniors reported that their college education contributed to their ability in...

Critical and Analytical Thinking

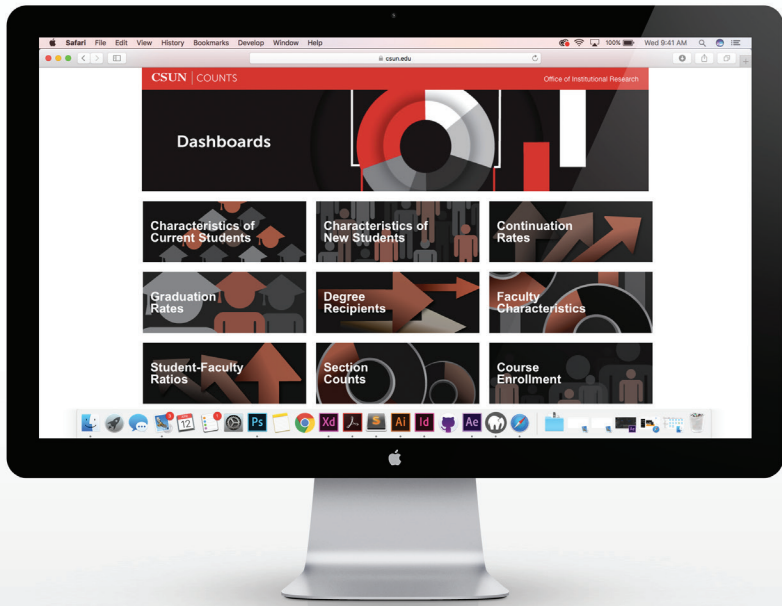
- CSUN 84%
- Other CSUs 84%
- Carnegie Peer Institutions 83%

Working Efficiently with Others

- CSUN 78%
- Other CSUs 75%
- Carnegie Peer Institutions 72%

response rate:
25%
of invited seniors

Office of Institutional Research



Reports

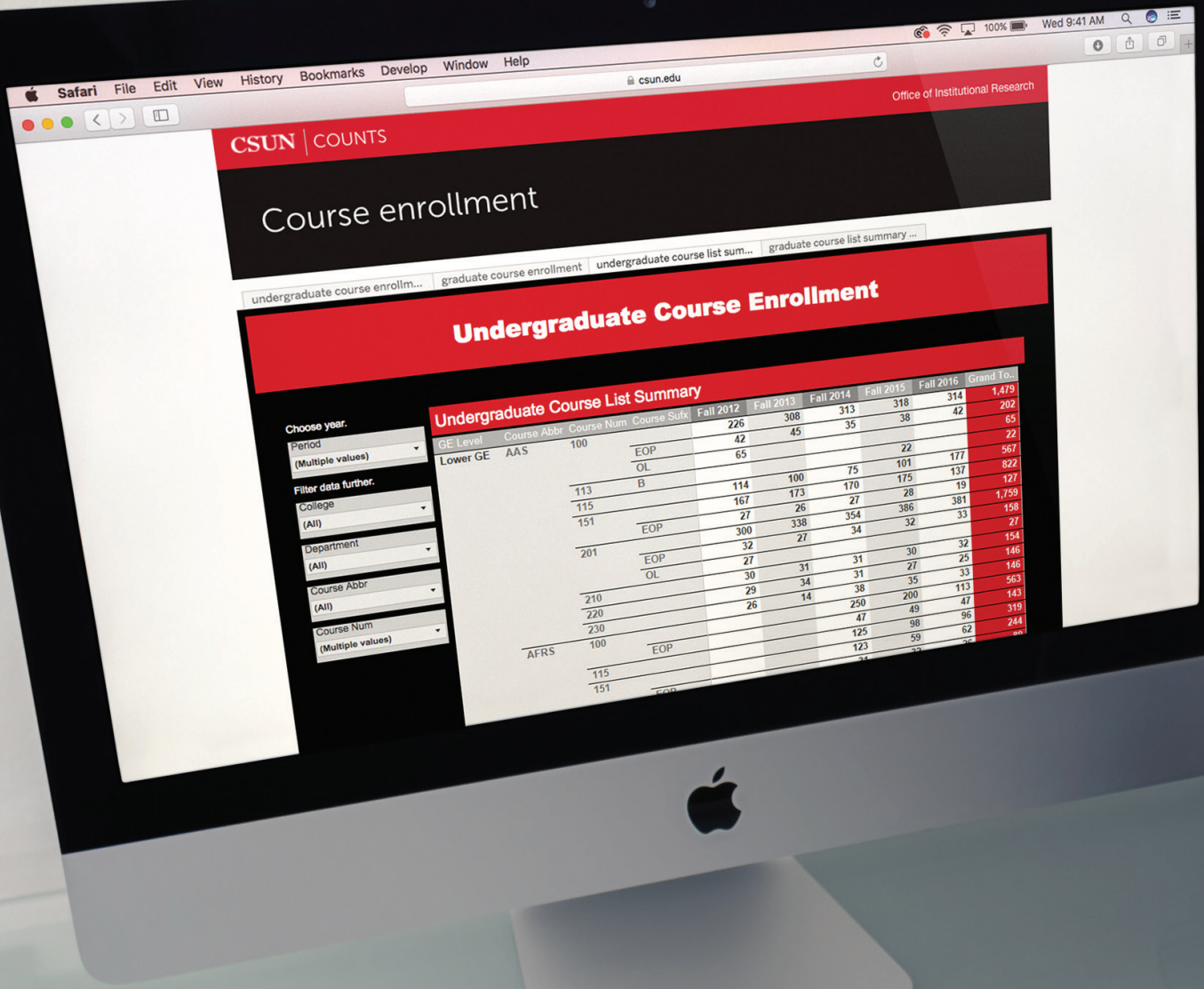
CSUN Profiles

Data Request

Email Archive

Dashboards





CSUN | COUNTS

Course enrollment

undergraduate course enrollm... graduate course enrollment undergraduate course list sum... graduate course list summary...

Undergraduate Course Enrollment

Choose year.

Period
(Multiple values)

Filter data further.

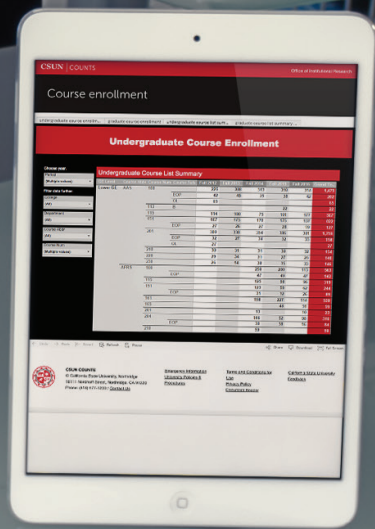
College
(All)

Department
(All)

Course Abbr
(All)

Course Num
(Multiple values)

Undergraduate Course List Summary				Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Grand Tot.
GE Level	Course Abbr	Course Num	Course Sufx	226	308	313	318	314	1,479
Lower GE	AAS	100	EOP	42	45	35	38	42	202
			OL	65			22		87
	113		B	114	100	75	101	177	567
	115			167	173	27	28	19	424
	151		EOP	27	26	27	28	381	1,799
				300	338	354	386	33	1,581
	201			32	27	34	32	33	158
			EOP	27		31	30	32	146
			OL	30	31	31	27	25	146
	210			29	34	38	35	113	563
	220			26	14	250	200	47	143
	230					47	49	96	319
AFRS	100		EOP			125	98	62	285
	115					123	59	35	217
	151								



HAVE A GO

Electric & Light Personal Mobility

My client for this project was looking for a designer to help produce a website with the purpose of showing cities there are more eco-friendly options for traveling .

Though the site was created using the divi wordpress theme, creative aspects of the design required unique and often hand-coded css or javascript solutions.





WHEELS WITH SUPER POWERS

Why We Love Them!



ORGANIC TRANSIT ELF

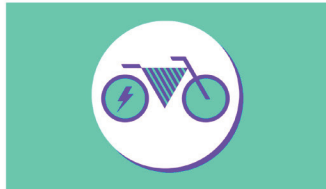
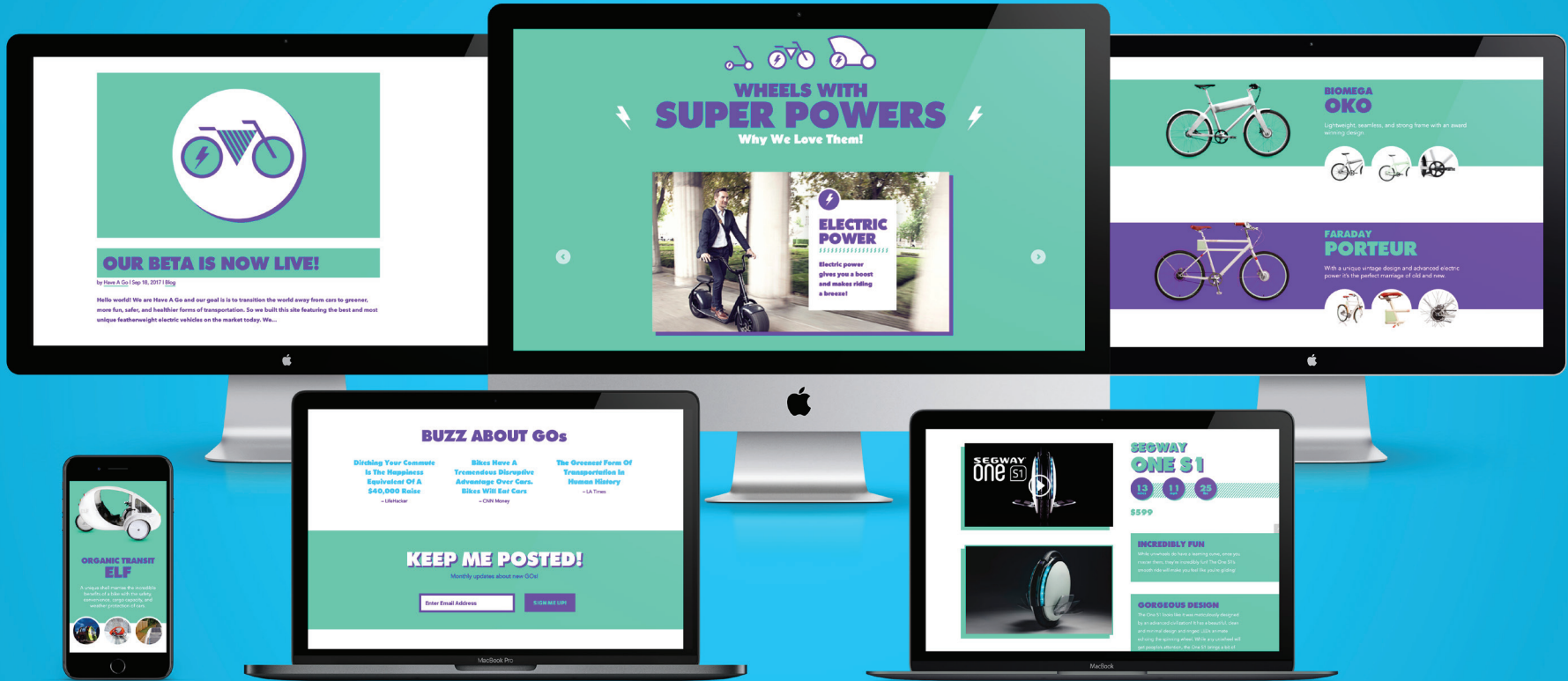
A unique shell marries the incredible benefits of a bike with the safety, convenience, cargo capacity, and weather protection of cars.



VIRTUE CYCLES PEDALIST

The slimmest and sleekest bicy-car, with excellent maneuverability in tight spots and bike lanes.





OUR BETA IS NOW LIVE!

by [Have A Go](#) | Sep 18, 2017 | Blog

Hello world! We are Have A Go and our goal is to transition the world away from cars to greener, more fun, safer, and healthier forms of transportation. So we built this site featuring the best and most unique featherweight electric vehicles on the market today. We...



WHEELS WITH SUPER POWERS
Why We Love Them!



BIOMEGA OKO

Lightweight, seamless, and strong frame with an award-winning design.



FARADAY PORTEUR

With a unique vintage design and advanced electric power, it's the perfect marriage of old and new.



BUZZ ABOUT GOs

Switching Your Commute Is The Hassle-Free Equivalent Of A \$40,000 Raise
—Uber

Bikes Move & Tremendous Disruptive Advantage Over Cars. Bikes Will Eat Cars.
—CNN Money

The Greatest Form Of Transportation In Human History
—LA Times

KEEP ME POSTED!

Monthly updates about new GOs!



SEGWAY ONE S1

1.5 | 1.1 | 2.0

\$599

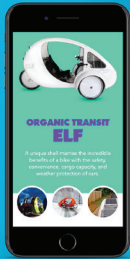
INCREDIBLY FUN

While channels do have a wobbly center, when you release them, they're incredibly fun! The One S1 is smooth and stable and has the perfect grip.



GORGEOUS DESIGN

The One S1 is the most beautiful design ever. It's an advanced collaboration of a beautiful, clean and minimal design and rugged, durable materials. It's truly an engineering marvel. It's a combination of the best of both worlds.



ORGANIC TRAMIT ELF

A unique and modern take on the mobility benefits of a bike with the safety, convenience, and simplicity of another mode of transport.

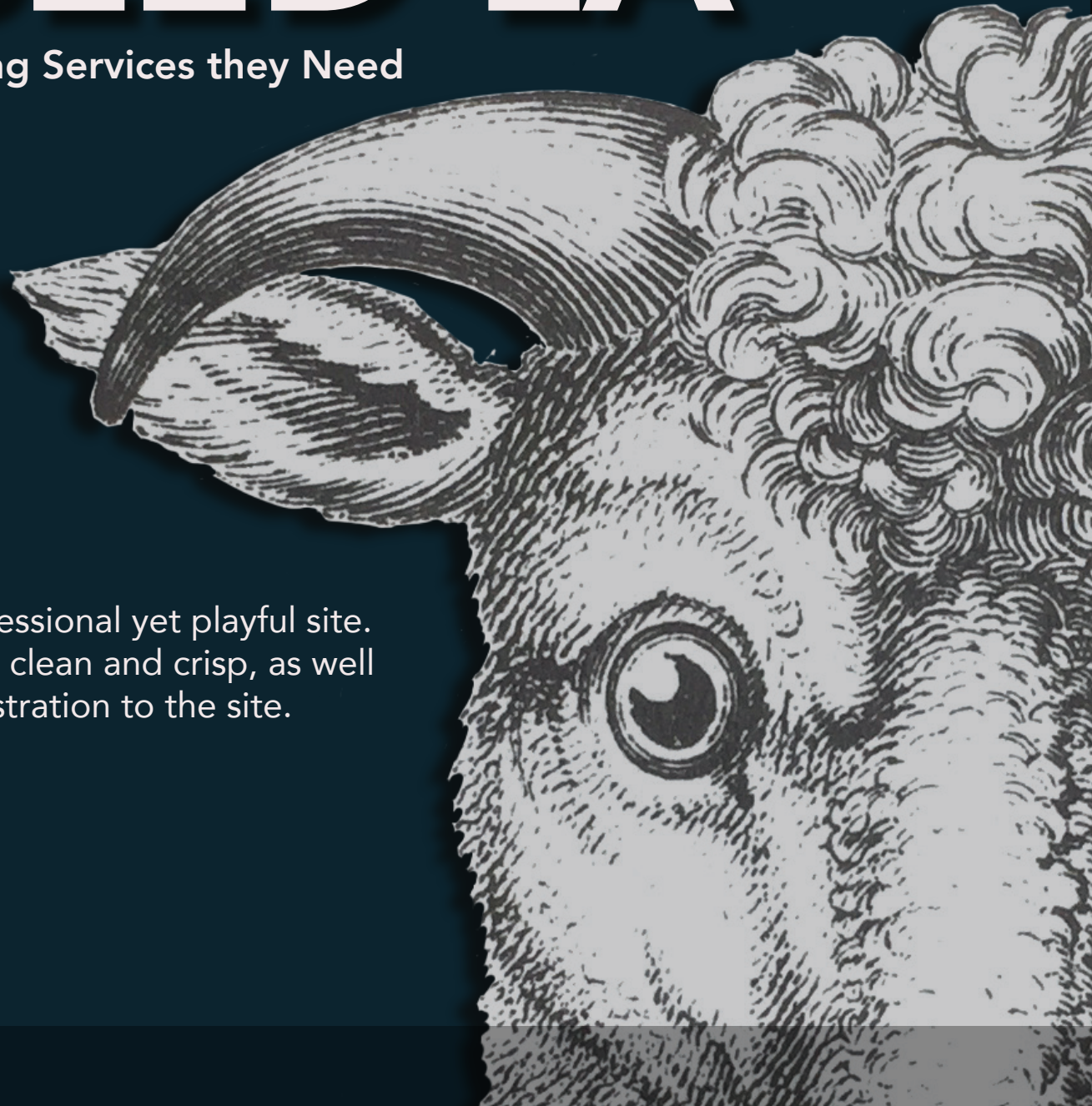


MARBLED LA

Giving LA the Gourmet Catering Services they Need

Working with the catering service company, Marbled LA, I was tasked with designing a site that would host menus and connect the people with their food services.

The main goal was to create a professional yet playful site. The client wanted everything to be clean and crisp, as well as incorporating an old style of illustration to the site.



MARBLED.LA

Gourmet Catering Service | Marbled LA





CATERING SERVICES



Drop Off Catering



Holiday Catering



Game Day Catering



Event Catering



Wedding Packages



Corporate Catering



Production Catering



Plant Based

Request Price

CATERING SERVICES



Drop Off Catering



Full Service Catering

Game Day Catering

Holiday Catering

Plant Based

Production Catering

Corporate Catering

Wedding Packages

Meghedi D. - Yelp

What a professional group! I recently hired Marbled for my 10th anniversary. From the start, Tro was extremely responsive (even on vacation!), professional. He thoroughly explained all the options he offered and all the services.

Lil Blu Coconut

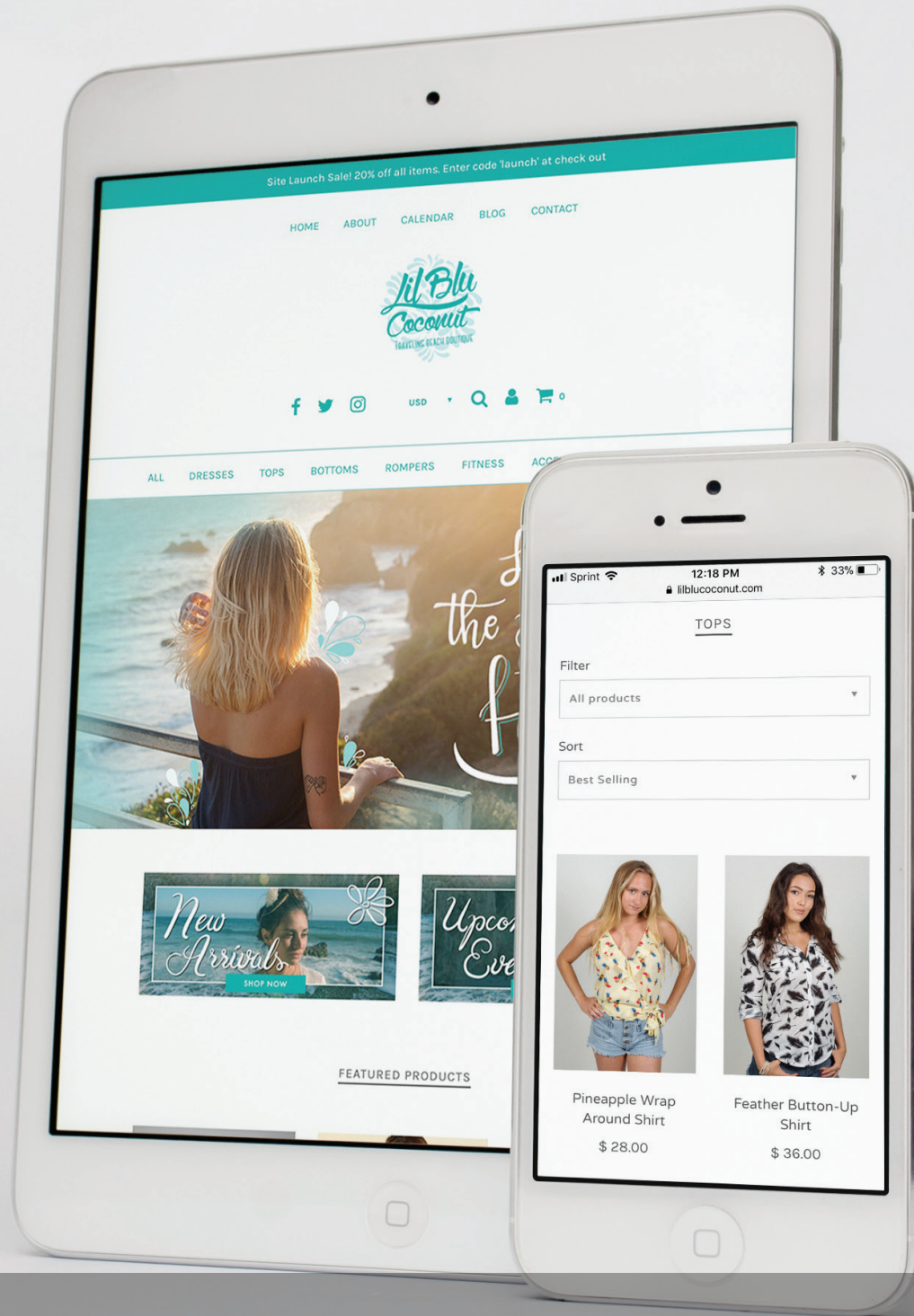
Beach Vibes now Surfing the Web

This traveling beach boutique was hoping to expand their business from the streets and take it to the web.

Through working with this client, I was able to gain experience with the shopify process. I even got the chance to learn a bit of the coding language 'Liquid' used on the back end of shopify.

As Team Lead, I gained experience with scheduling photoshoots, managing content, and client communication.





Site Launch Sale! 20% off all items. Enter code 'launch' at check out

HOME ABOUT CALENDAR BLOG CONTACT



f t i USD 🔍 👤 🛒

ALL DRESSES TOPS BOTTOMS ROMPERS FITNESS ACC



FEATURED PRODUCTS

Sprint 12:18 PM 33% illblucoconut.com

TOPS

Filter

All products

Sort

Best Selling



Pineapple Wrap
Around Shirt
\$ 28.00



Feather Button-Up
Shirt
\$ 36.00







THANK YOU!

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