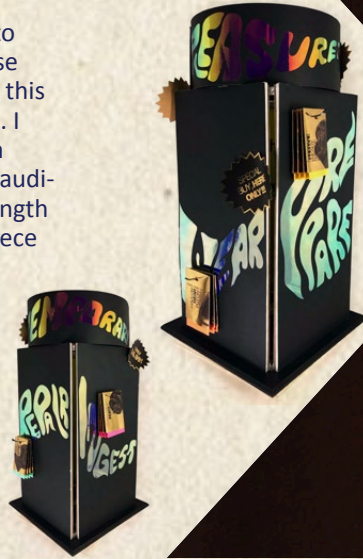


TEMPORARY PLEASURES:

DELIVERABLES: 1 Point of Purchase Display, 4 Package Designs, 24 Vinyl Sticker Designs

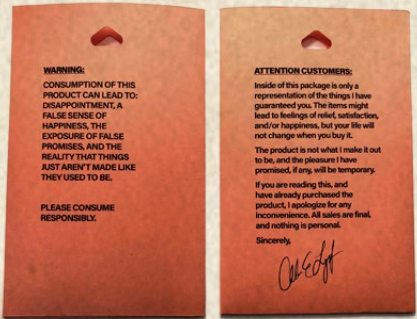
The goal of Temporary Pleasures is to provide an enjoyable interaction and a thinking ground for my audience to consider the amount of “impulse-buys” they consume. The things we buy, before thinking about it, are never what they were promised to be, and even though we all know this, it’s easy to forget it. Illusive and manipulative strategies that marketers use to sell products to us, unfortunately works.

This project is intended to hold sellable merchandise that satirically expresses this manipulation we all face. I am investigating my own abilities to influence my audience’s perception and length of time spent with my piece through the use of: Color
Typography
Language
Interaction
Imagery
Buy-able Product



product, so it
w, clean, and

the typography should
and sans serif.
fresh
good idea. I
also use tre
colors
to highlight
the new pro



– ALDI VALUES –
10^{/10}
KEEP LOOKING!

ALDI VALUES are sprinkled all throughout Chloe’s work history & hobbies – Don’t miss out on this opportunity to hire her!



BEING A
DOER,
GETS MORE
DONE.

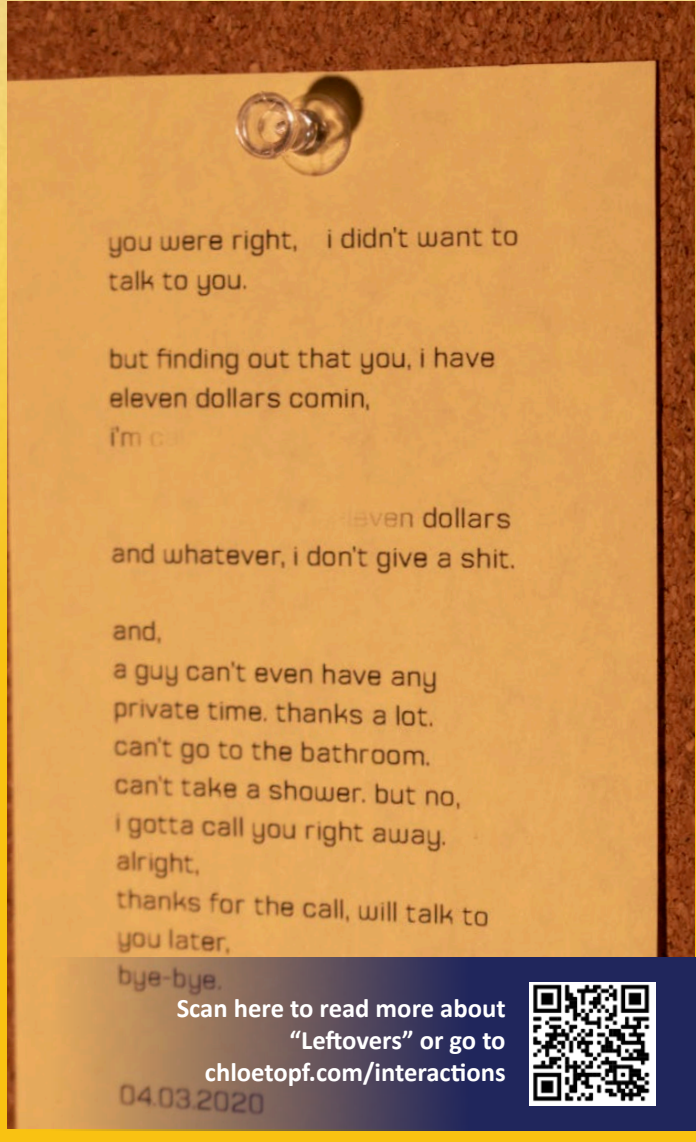
Don’t underestimate Chloe Topf’s ability to go to great heights, wire some new lights, and do the heavy lifting! Being

a Merchandising Execution Associate at Home Depot has prepared her with a very unique set of tools and problem solving skills that one could only dream of. Not only was she groomed by management to lead fellow team members on deadline driven projects, but she almost always did it with adventure in her eyes. Easy-to-follow, vendor-driven, projects were hard to come by, but challenges were no match for the MET team that always made it work to get the job done.



LEFTOVERS

Much like an unemptied voicemail box, sticky notes hold little to no significant information for anyone but ourselves. They are our own empty records of what used to be “now.” As the adhesive wears off from sticking and re-sticking, the corners bend, and the ink smears, it acts synonymously with the way we recall upon a memory as a little different, every time. Having the time stamp on these messages, helps to remind us that though these moments have passed, there is still so much that is left over.



AFTER HOURS

Chloe Enjoys her Tuesday night Co-Ed softball league, and training Brazilian Jiu Jitsu 2-3 nights a week!



2021 BFA GRADUATE!

Having an art-education at Northern Illinois University provided Topf with an excellent foundation for both developing highly conceptual ideas, and methods of executing them. Through medium, language, imagery, typography, and space, she is able to provide intentional solutions to any problem she is faced with.



– ALDI VALUES –
10^{/10}
6. CONCEPTUAL THINKING



SYSTEMS & CONSISTENCY

In the post-card series below, the power of consistency is proven through attention to detail using color scheme, image treatment, typography, and space. In any project that Chloe Topf is working on, she is always concerned that every part of the work is intentional and valuable to the end goal of the project. She believes that a well executed design guides the target audience to draw confident conclusions about what’s presented to them.

