froyotam.info

# DESIGN PORTFOLIO

spring 2022

transdisciplinary design

# ART DIRECTION

# cards against humanity

Art direction, packaging, and design for Cards Against Humanity's 2000s Nostalgia Pack.

The goal of the pack is to evoke the futuristic zeitgeist of the turn of the millennium, capturing it in the packaging.

# cards against humanity

3D promo image by Terrell Davis.
Project completed in the timespan of one week.

Release date: November 5th, 2019
Sold in retail stores.

# LOGO DESIGN

# logofolio

SHINIGAMI: musician

Ivy Hollivana: musician

James Landino: musician

digicam.love:
digital photography community

Big Stream VR:
100% Electronica Podcast

30pin: technology news outlet

Coldfire:
2021 Famicase Exhibition, Tokyo, Japan

Phenom Enterprises: clothing label

Maniac Sounds: record label

Logo for Shinigami.

Shinigami is a major artist in the “emo rap” genre on SoundCloud, who embraces a more digital and techno-driven influence in his work.

This logo reflects those values in his direction, and draws upon my own inspirations from The Designers Republic’s work on the game WipEout 3.

shinigami

# cyber network

Logo + album artwork package for Shinigami's album, Cybernetwork.

Inspired by PS2 era video games like Ghost In The Shell: Stand Alone Complex and racing games of the era.

shinigami

// welcome to cybernetwork.
version 1.0a. the year is 2183.
{tracklist}
1. login
2. access
3. angels may cry
4. my world
5. keygen
6. disgusted
7. critical error
8. blunt smoke in the club
9. spindash
10. human
29:39 total.
cyber network
shinigami

# FONT DESIGN

ULTRA
HIGH✦GLOSS

# ULTRA HIGH✦GLOSS

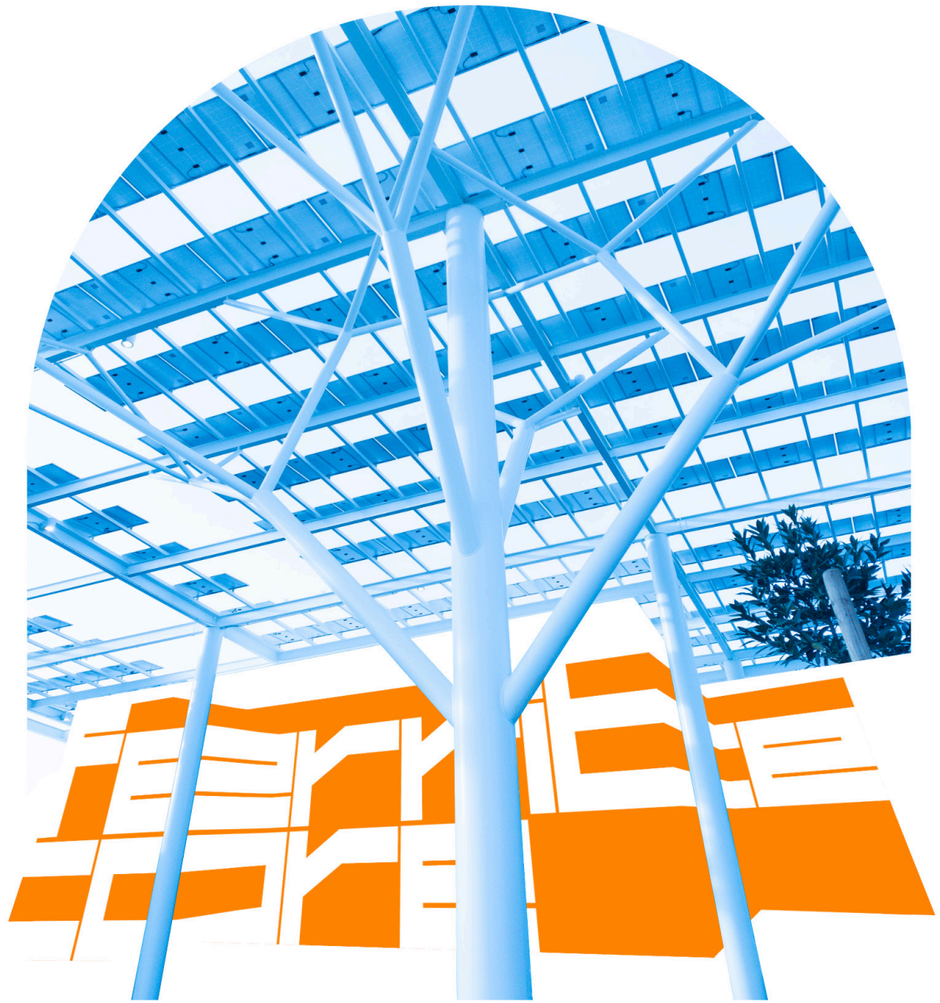
Ultra Hi-Gloss is a display typeface inspired by the retrofuturism of the Y2K Aesthetic. It combines 1970s ultra-modern sensibilities with the playfulness of late 90s design.

Sold at itemLabel.com.

# usage

Ultra Hi-Gloss was most notably used as the basis for Travis Scott's CACTI, a hard seltzer brand.

Billboards were displayed in Los Angeles. CACTI was sold in retail stores like Safeway, WinCo, and Albertson's.



specimen.

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

0123456789
?! - @ #$%^&"( ) { } [ ]

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

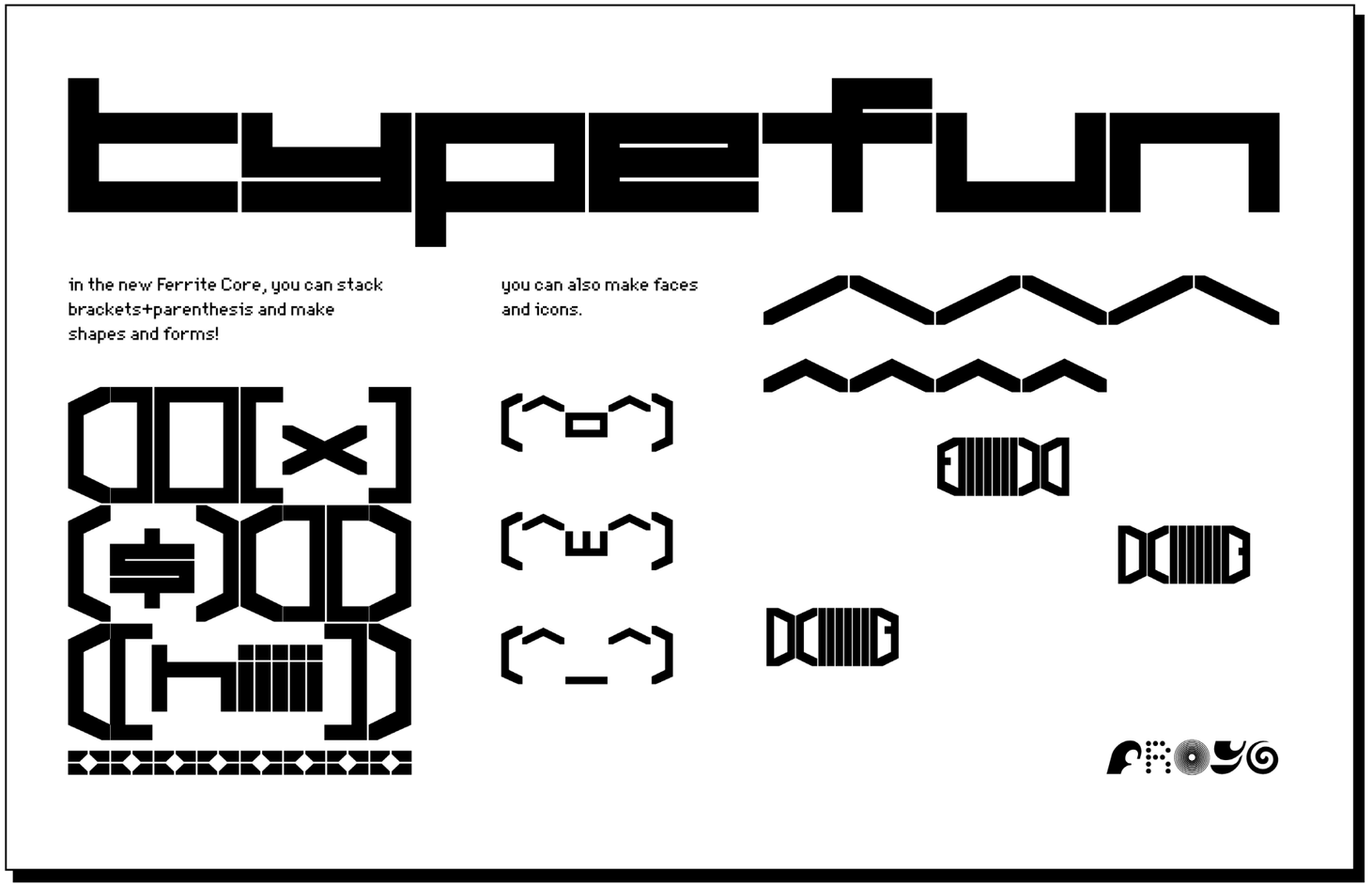
0123456789

Ferrite Core DX is a font family, with a multitude of features. It has extended latin, small caps, small numerals, and tons of kerning pair quirks. It is a love letter to the freeware and shareware scenes of the early 2000s.

Licensed under
SIL Open Font License v1.1

Demonstration of extended latin +
special glyphs.

# features




With Ferrite Core, you can create kaomoji faces and cute graphics! It is designed to be stackable.

fantasma

fantasma

fantasma

specimen

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ÀÁÂÃÄÅÆÇĆĐÈÉÊËĒĖĘĞĪÌÍÎÏĮŁŃÑÒÓÔ
ÕÖØÙÚÛÜßŔŖŘŚŜŞŠŪŬŮŰŲÝŸŹŻŽR
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đēėęğīįʁłŧńōŏőœŕŗřśŝşšūŭůűųźżžſσȧ

0123456789?!
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⅒⅑⅛⅐⅙¼⅜⅖½⅗⅘⅞
♪「」『』【】～。

Fantasma is a free and open-source typeface that is intended to scale well from multiple sizes. It is inspired by the PlayStation logomark, Handel Gothic, and elements of Motter Tektura.

It was originally designed for
Club Fantastic: Step Forward, a free rhythm game.

Licensed under CC0 1.0-Universal
(public domain)

# specimen.

This is Fantasma @ 11pt. The Quick Brown Fox Jumps Over The Lazy Dog.

This is Fantasma @ 18pt. The Quick Brown Fox Jumps Over The Lazy Dog.

This is Fantasma @ 24pt. The Quick Brown Fox Jumps Over The Lazy Dog.

This is Fantasma @ 30pt. The Quick Brown Fox Jumps Over The Lazy Dog.

This is Fantasma @ 36pt. The Quick Brown Fox Jumps Over The Lazy Dog.

This is Fantasma @ 48pt.

The Quick Brown Fox Jumps Over The Lazy Dog.

This is Fantasma @ 60pt.

The Quick Brown Fox Jumps Over The Lazy Dog.

Fantasma is a free and open-source typeface that is intended to scale well from multiple sizes. It is inspired by the PlayStation logomark, Handel Gothic, and elements of Motter Tektura.

It was originally designed for Club Fantastic: Step Forward, a free rhythm game.

Licensed under CC0 1.0-Universal (public domain)

specimen.

regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TROD is a work-in-progress font family.

It is inspired by a digitization of the SORD Computer Corporation (1975-1985) logo, a Japanese computer manufacturer now owned by Toshiba.

Its most impressive feature is the inclusion of over a hundred ligatures, which are demonstrated in the posters and logomark specimens below.

Font will be sold at itemLabel.

# posters

Promotional posters for TROD’s HyperCard demo and wallpaper.

# TROD logomarks

Logomark specimens set in the TROD font. Each represents a brand use-case where TROD would be appropriate— from fashion to television station identity.

Font will be released commercially to itemLabel.

# TROD packaging

TROD Specimen disks will be made and issued in multiple formats for Apple ][ computers, and the classic Apple Macintosh line.

Formats include:
5.25” diskette, 3.5” diskette.

Both include an interactive specimen.

# GAME VISUAL DESIGN

# bomb rush cyberfunk

Bomb Rush Cyberfunk is a Jet Set Radio-inspired video game paying tribute to the underground techno and graffiti scenes of the late 90s.

UI/UX design + icon design for the in-game flip phone interface.

Release date: Expected 2022

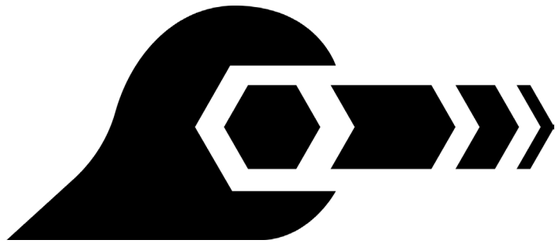
# next stop nowhere

Logo design, UI design, and iconography
for the video game, Next Stop Nowhere.

Team: Well Told Entertainment +
Night School Studio

Released in August 2020
on Apple Arcade.
Platforms: iOS, tvOS, macOS

next stop nowhere



Iconography and signage throughout the in-game universe.

next stop nowhere

Applications of iconography in the final product.

next stop nowhere

Iterations of the game logo.

The first pass was inspired by the playfulness of diners. Next Stop Nowhere has a diner in-game as one of the core locations, and provides a foundational aspect of the story..

next stop nowhere

Iterations of the game logo.

The second pass was meant to emphasize the powerful acceleration of intergalactic space travel.

# THANK YOU
THANK YOU
THANK YOU