



FERNANDO MENDOZA

PORT

FOLIO

BRANDING

SET

NOODLES

KI





KI NOODLES

CHALLENGE: Create a brand for a fictional restaurant, and design a menu for that restaurant that includes logo and branding.

SOLUTION: Coming up with a japanese restaurant, Ki Noodles was born. I came up with a logo and a look and feel to the menu using color and typography. This look and feel was applied to other collateral to create a cohesive visual identity.



KI NOODLES

Est. 2029

MONDAY-SATURDAY
11A.M-3 P.M | 4 P.M-11 P.M

SUNDAY
CLOSED

APPETIZERS:

HOT HONEY GARLIC BAO BUNS..... 8
Crispy chicken katsu with Hot Honey Garlic sauce on a pillowy steamed Bao.

EDAMAME..... 6
Steamed soybeans lightly salted.

SALTED CUCUMBER..... 6
Marinated Cucumber spears with shoyu and sambal.

STEAMED OR FRIED GYOZA..... 8
Delicate dumplings filled with seasoned vegetables and/or meat in a wheat wrapper, served with a soy-vinegar dip.

SESAME BALLS..... 6
Fried dough balls filled with sweet red bean paste and topped with sesame seeds.

SOUP DUMPLINGS..... 8
Steamed dumplings filled with lemongrass, pork, and a rich spiced bone broth.

NIGIRI SAMPLER*..... 10
Fresh fish elegantly placed atop vinegared rice.

ENTREES:

CHICKEN BENTO BOX..... 18
Tender Teriyaki Chicken served with a side of steamed white rice, gyoza, and salad.

YAKISOBA NOODLES..... 18
Stir-fried wheat noodles with crisp vegetables and a sweet-savory sauce.

SPICY MISO RAMEN..... 20
Miso paste broth with a hint of chili oil topped with Chashu pork, noodles, nori, soft-boiled egg, and green onions.

TONKOTSU RAMEN..... 20
A creamy white pork bone broth with Chashu pork, bamboo shoots, marinated egg, nori, mushrooms, green onions.

SHOYU RAMEN..... 20
Savory soy sauce based broth topped with noodles, chashu pork, nori, green onions, and soy sauce egg.

BLACK GARLIC RAMEN..... 20
Tonkotsu Ramen with garlic burnt in sesame oil.

CHICKEN KATSU..... 16
Tender chicken cutlet breaded in panko breadcrumbs and fried to perfection.

DESSERT:

TEMPURA ICE CREAM..... 6
Creamy ice cream wrapped in a light tempura batter, offering a crisp contrast.

MOCHI..... 4
Fluffy rice cake full of ice cream with the choice of strawberry, mango, green tea, vanilla, and chocolate.

MATCHA CAKE..... 4
Fluffy green tea cake with buttercream sandwiched between layers, topped with strawberries and green tea powder.

SESAME COOKIE..... 3
Buttery and nutty cookie textured with sesame seeds.

DANGO..... 5
Skewer of sweet and flavored rice cakes glazed with sweet soy sauce.

DRINKS:

HOT OR COLD TEA..... 3
Green or black tea.

SOFT DRINKS..... 3
Coke, Sprite, Fanta, or root beer (Coke products).

JAPANESE BEER..... 5
Sapporo, Asahi, Kirin, and Suntory.

HOT OR COLD SAKE..... 7

COFFEE..... 3



*Consuming raw or undercooked meat, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.



KI NOODLES



HRTZ MAGAZINE





HRTZ MAGAZINE

CHALLENGE: With a team of three other designers, collaborate and create a music magazine with a cohesive brand style, designed to reach a target audience, and writing engaging articles with sidebars.

SOLUTION: I designed two article spreads based on my choice of indie artist, as well as two sidebar articles. The style was following the brand style guide but had my own style as well. I also was the team’s editor in chief and designed the magazine cover.

EDEN

Jonathan Ng

HIDDEN GEMS

HOW EDEN’S UNORTHODOX AND EXPERIMENTAL STYLE IS TAKING OVER THE MUSIC WORLD.

By: Fernando Mendoza

Our Hidden Gem for this issue is EDEN. The Irish singer and songwriter Jonathan Ng, is an artist that flies a bit under the radar. I discovered EDEN during the COVID-19 pandemic. I was an isolated, moody teenager, just starting high school and had stumbled across his song ‘Circles.’ It was my first step into the door of EDEN as well as indie music altogether. The pandemic had a rather negative impact on me, and this more somber tone of music helped me to express myself. EDEN’s music really resonated with me as it was the first time I saw music in a deeper realm than just sounds and words being put together. I saw the meaning of the songs; the story and emotion.

As of now EDEN has a few albums out. Over the album’s he’s been a jack of all trades. It’s difficult to pinpoint which genre he fits, but he fits into the broad genres of indie and alternative. He has various albums that cover different genres such as EDM, bedroom pop, pop, and alternative rock. “People ask me what I do, and I would just say ‘I make weird pop music’, so I guess I do that. I’m all over the place in terms of genre.”

EDEN

EDEN’s background lends itself to the style of artist he is today. EDEN’s mother was from Ireland, and his father was from China. In an interview with WOW Magazine, he claims to have felt like an outsider as a child, due to not feeling in touch with his Irish side; having lived in Dublin, Ireland during his childhood. “Confusion and displacement are common themes throughout EDEN’s work, the feeling of never being truly at home is a motif that runs parallel throughout EDEN’s personal life and his music” (WOW Magazine). Having listened to EDEN’s music from when he was first writing, up until his recent releases is a pretty crazy experience. All his music carries the vibe only he creates despite being pretty different, and all his music has deep meanings and connections. As you listen to more, it fluctuates in style and genre.

EDEN wasn’t always known as ‘EDEN’. He started out under the alias ‘Eden Project’ back in 2013. Now 13 years ago-crazy. This is where his EDM style is most prevalent, while his indie style we know today is kind of absent. His songs at this early point are primarily mixes of synths and processed sounds. Definitely lots of nostalgia listening to these songs again.

After Eden Project, Ng took on the EDEN persona. In 2015 he came out with the EP *End Credits*, and discontinued the Eden Project. Though this EP was released over 10 years ago now, some tracks are still some of EDEN’s most streamed songs.

SONG OF THE ISSUE

“rock + roll” has always been my favorite song from EDEN. The theme focuses on living life to the fullest. Living in the moment, even if it means dying young. The lyrics in the first chorus Ng expresses his desire to be great like Frank Sinatra, The Rolling Stones, and Jimmy Hendrix, and wanting to be remembered when he’s gone.

“Cause I just wanna swing like Sinatra
Singing like I can’t stop
Cause I can never rock like a Rolling Stone
I just want to live like the ones before, yeah
And maybe I could play guitar like Hendrix
Or save the world or end it
And maybe they’ll remember me when I’m gone
That’s all I could ever want
That’s all I want”

The truly hard hitting part is the outro. The electric guitar transitions to a slowed down and reverberated version of the main riff, switching up the vibe completely. The lyrics are all about not being afraid of living, and to just embrace life no matter what, and nothing else matters but living in the moment.

“No I ain’t scared of livin’
Cause it’s all we got
What are we breathing for if we ain’t livin’
And I don’t want your love
I just wanna feel like I’m still livin’,
And if there is no God
I’ll know the day I die, I lived through heaven
And that I gave it hell
And if it hurt, oh well, at least that’s living
That’s all I want”

Following *End Credits*, EDEN releases another EP named ‘I Think You Think Too Much of Me.’ This EP showcases more of EDEN’s indie/instrumental style. Honestly, I really like every single track on this EP. EDEN puts some older songs from the Eden Project in his EPs. “Circles,” “XO,” and “Fumes” are older songs that made it into the new EP, but all the new releases from the EP such as “sex,” “drugs,” and “rock + roll” are among EDEN’s most streamed songs. I would say this EP resonates with me out of all the EPs and albums, simply because of the nostalgia it brings me being some of the first songs I listened to coming from EDEN.

In 2018 EDEN released his first full album “vertigo.” This is a major point in Ng’s career, and he nails it. I am a huge fan of how he blends his indie side with his electronic side. Whether some songs are fully one or the other, or even being a mix of both genres. The album has a very melancholy feel, but has one pretty upbeat song in ‘gold.’ Despite being a bit of an outlier, it’s a song that’s as deep as all the others.

In 2020, the sophomore album “No Future” was released. Again, EDEN didn’t disappoint at all. The vibe of this album is more on the instrumental/indie side, but it has a very different feel than his other instrumental music. All the tracks were made to be listened to together, focusing a bit more on transitioning into each other, which we didn’t

see from him before. Fans describe it as a more mature album, which is fitting. EDEN loves to experiment with sounds, layering, and vocals. There are also some nice upbeat songs. He has some very strong tracks in “No Future.”

In 2022, “ICYMI” was released. This was the first time I was able to get to experience one of EDEN’s album releases. I was so excited, and I was immediately a fan. It’s really crazy how EDEN is able to release such different albums. “ICYMI” is a very weird and strange one. It’s very electronic, but he uses some very strange sounds to create his music. It’s so different but it’s so “EDEN.” There are also so many layers to the sounds and vocals. It is just such an awesome experience and I’m so happy I got to experience this album release.

EDEN just released his album “Dark.” I took a little break from listening to EDEN, so I actually wasn’t aware of the album release until recently. I am just listening to the tracks, and it’s truly amazing how mature this album is for EDEN, but it’s still so “EDEN.” It is very trap-like and I’m a fan. It reminds me a lot of hip-hop and reggaeton. Most of the songs have catchy beats, and I find myself wanting to dance, which is only what happened with his early EDM songs.

This was a really cool and nostalgic experience. From going back in time to when I was obsessed with

EDEN TOP PICKS

My top 5 EDEN picks per album. Not ranked in order, because EDEN makes it hard to pick favorites.

The Eden Project:

- ◊ XO
- ◊ drowning
- ◊ Man Down
- ◊ Times Like These
- ◊ Fumes

End Credits:

- ◊ Gravity
- ◊ Nocturne
- ◊ Wake Up
- ◊ End Credits
- ◊ Catch Me If You Can

I Think You Think Too Much of Me:

- ◊ rock + roll
- ◊ drugs
- ◊ sex
- ◊ Circles
- ◊ and

vertigo:

- ◊ crash
- ◊ falling in reverse
- ◊ gold
- ◊ wander
- ◊ float

No Future:

- ◊ projector
- ◊ hertz
- ◊ isohel
- ◊ 2020
- ◊ untitled

ICYMI:

- ◊ Elsewhere
- ◊ Balling
- ◊ Reaching 2
- ◊ Closer 2
- ◊ Call Me Back

Dark:

- ◊ Trophy Hunting
- ◊ Pinks, Targus
- ◊ Saver
- ◊ Zzz
- ◊ Ghost in the Shell

EDEN

Jonathan Ng

HRTZ

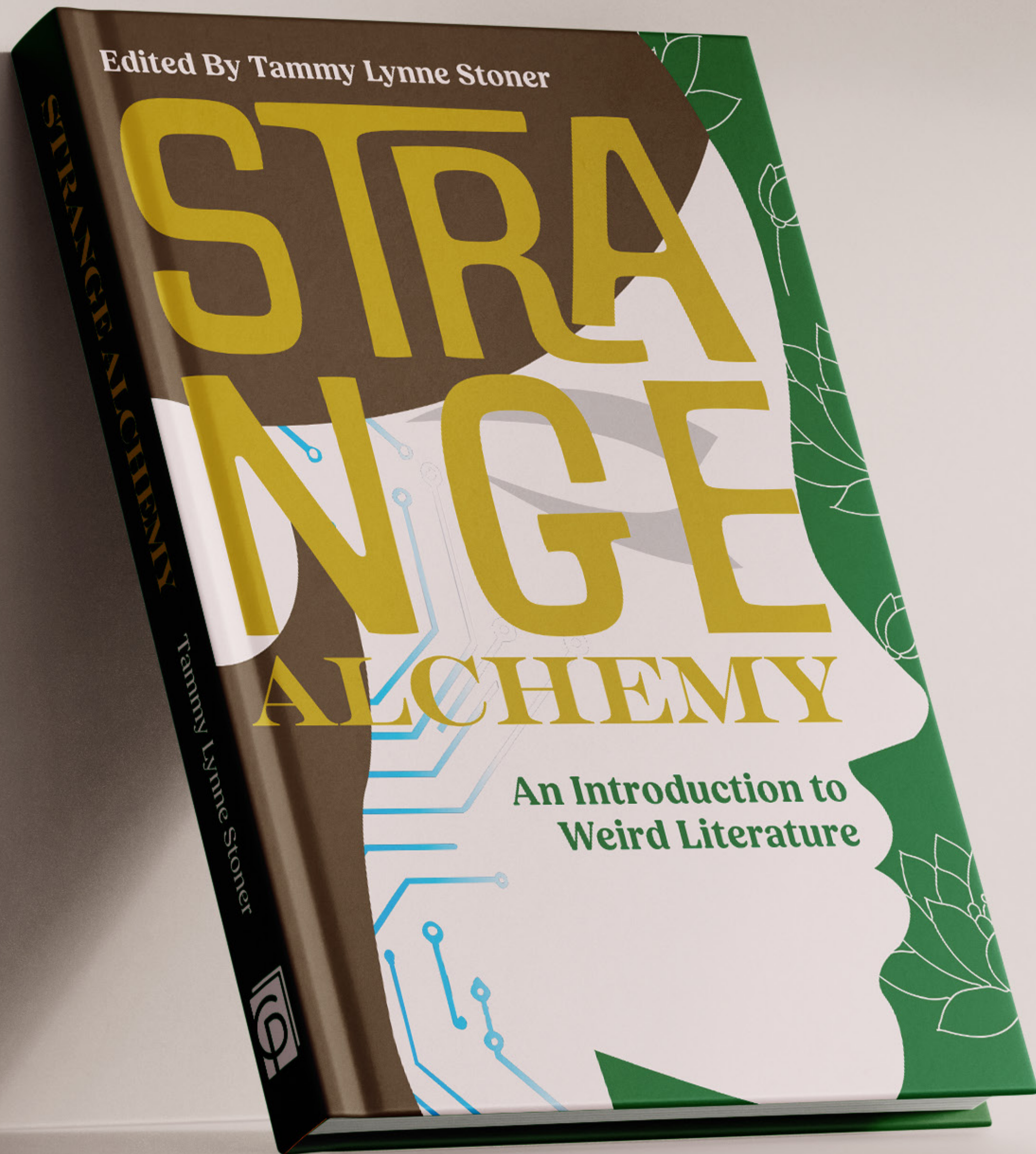


MAGAZINE



BOOK COVER

STRANGE ALCHEMY

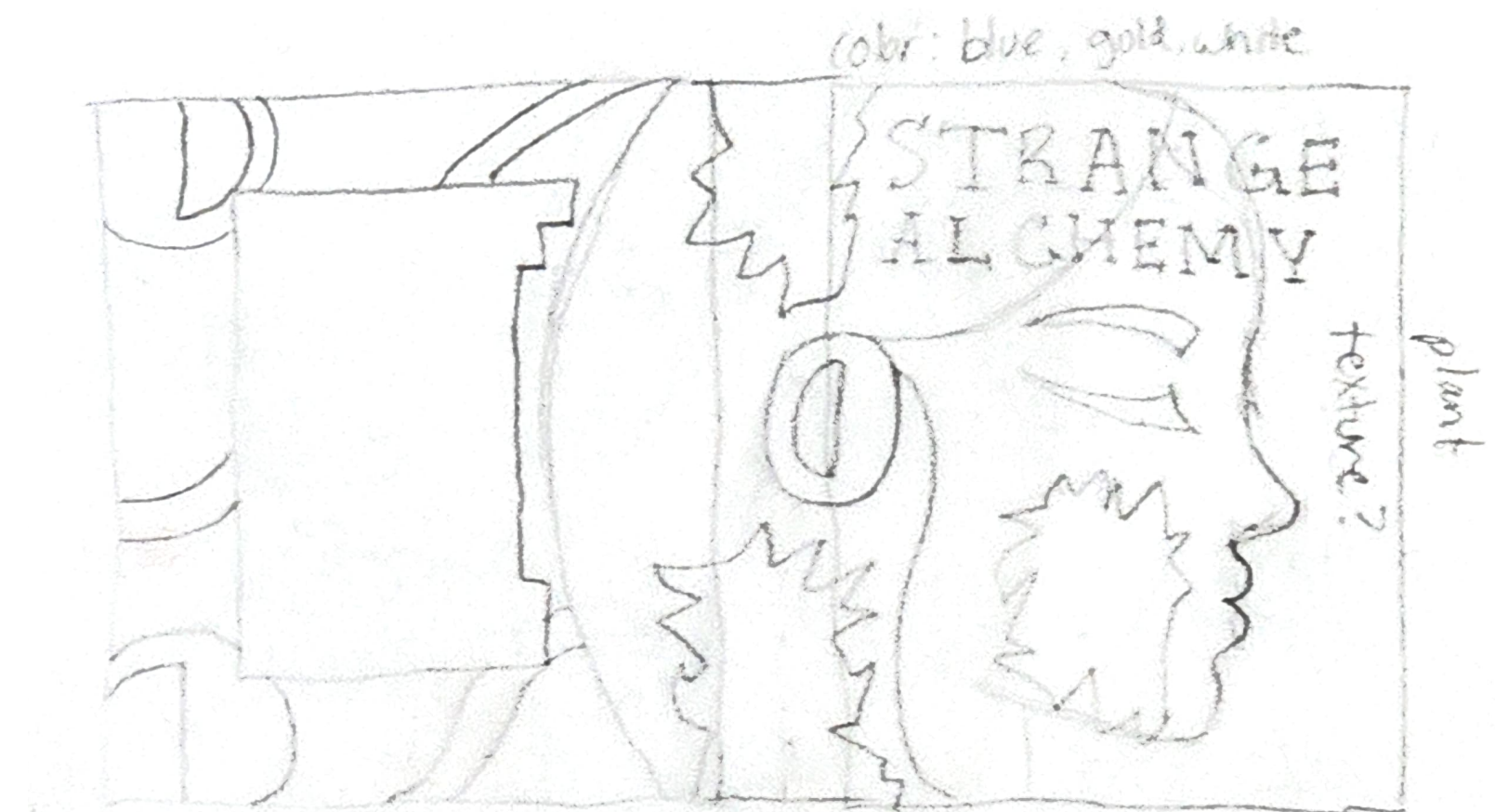
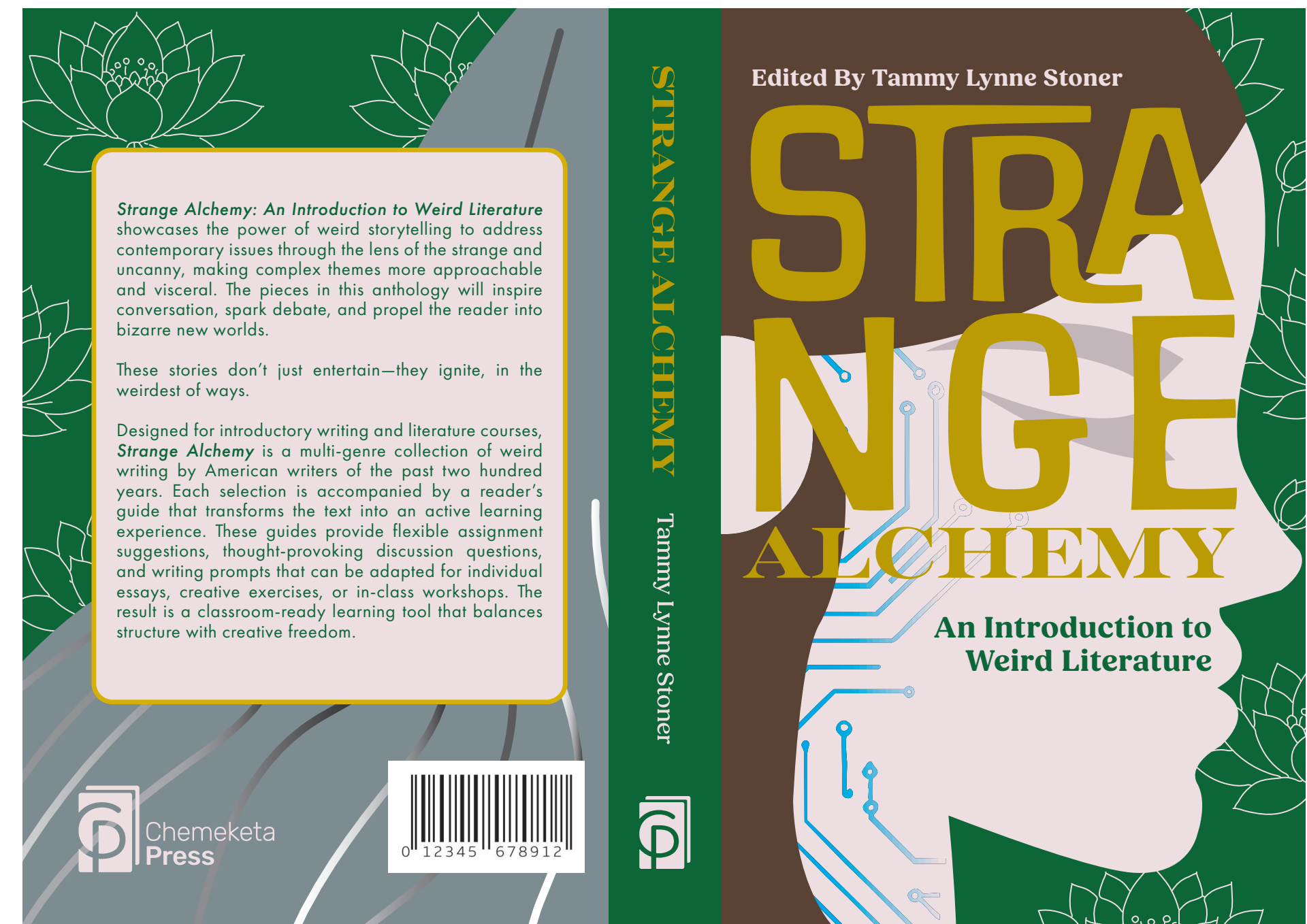




STRANGE ALCHEMY

CHALLENGE: Design a book cover for Chemeketa Press. This book is a collection of “weird literature” that features different genres with the most prominent being feminism, environmentalism, and transhumanism.

SOLUTION: I designed a book cover that focused on an illustration that contained the three main genres the book focuses on—I wanted a strong sense of symbolism behind the illustration. Typography and layout was thoughtfully considered to make a clear and engaging book cover.



STRANGE



ALCHEMY

BOOST CEREAL

BOOST

ENERGY CEREAL

100%
NATURAL

NO ADDED SUGARS
NO ARTIFICIAL FLAVOR

FREE DIECAST +
RACETRACK ON BACK!



HIGH OCTANE BERRY



BOOST

Created by car enthusiasts alike, Boost aims to reach a wide variety of car enthusiasts. This can range from children to older ones who still have a spark for cars. One of the many beauties about cars is that they unite all sorts of people. What car enthusiast doesn't like a 1:64 diecast?

Along with fun, Boost aims to be practical. Our all natural formula provides proper nutrition to fuel your day. Why do you think OEM is better than aftermarket?

Nutrition Facts

About 6 servings per container (age 4+ years)
About 12 servings per container (age 1-3 years)
Serving size 1½ cup (39g) (age 4+ years)
¾ cup (20g) (age 1-3 years)

	Cherries	with ½ cup skim milk	Age 1-3 years
Calories	140	190	70
	% DV**	% DV**	% DV***
Total Fat 2.5g*	3%	4%	4%
Saturated Fat 0.5g	3%	4%	0%
Trans Fat 0g			
Polysaturated Fat 1g			
Monounsaturated Fat 1g			
Cholesterol 0mg	0%	2%	0%
Sodium 190mg	8%	11%	7%
Total Carbohydrate 29g	11%	13%	10%
Dietary Fiber 4g	14%	14%	14%
Soluble Fiber 2g			
Total Sugars 2g			
Incl. Added Sugars 1g	2%	2%	3%
Protein 5g			8%
Vitamin D 2mcg	10%	15%	6%
Calcium 130mg	10%	20%	8%
Iron 12.6mg	70%	70%	90%
Potassium 250mg	6%	8%	4%
Vitamin A	10%	20%	15%
Vitamin C	10%	10%	30%
Thiamin	20%	25%	20%
Niacin	10%	10%	10%
Vitamin B₁	20%	20%	30%
Folate (45mcg folic acid)	20%	20%	25%
Vitamin B₁₂	20%	30%	25%
Phosphorus	10%	20%	15%
Magnesium	15%	15%	35%
Zinc	20%	20%	35%

*Amount in cereal. A serving of cereal plus skim milk provides 1g Total Fat (1g Saturated Fat, less than 5mg Cholesterol, 250mg Sodium, 15g Total Carbohydrate (4g Total Sugar), 4g Protein, 5mg Vitamin D, 260mg Calcium, 12.6mg Iron, and 450mg Potassium.

**Amount in serving size for age 4+ years. A serving of Cereal for children 1-3 years of age provides 1.5g Total Fat (1g Saturated Fat, 0.5mg Poly Fat, 0.5mg Mono Fat, 100mg Sodium, 15g Total Carbohydrate (4g Dietary Fiber, 1g Soluble Fiber, 1g Total Sugar), <1g Added Sugars, 2g Protein, 0.5mg Vitamin D, 60mg Calcium, 6.3mg Iron, and 130mg Potassium.

***The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

****The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 1,000 calories a day is used for general nutrition advice for children 1-3 years.



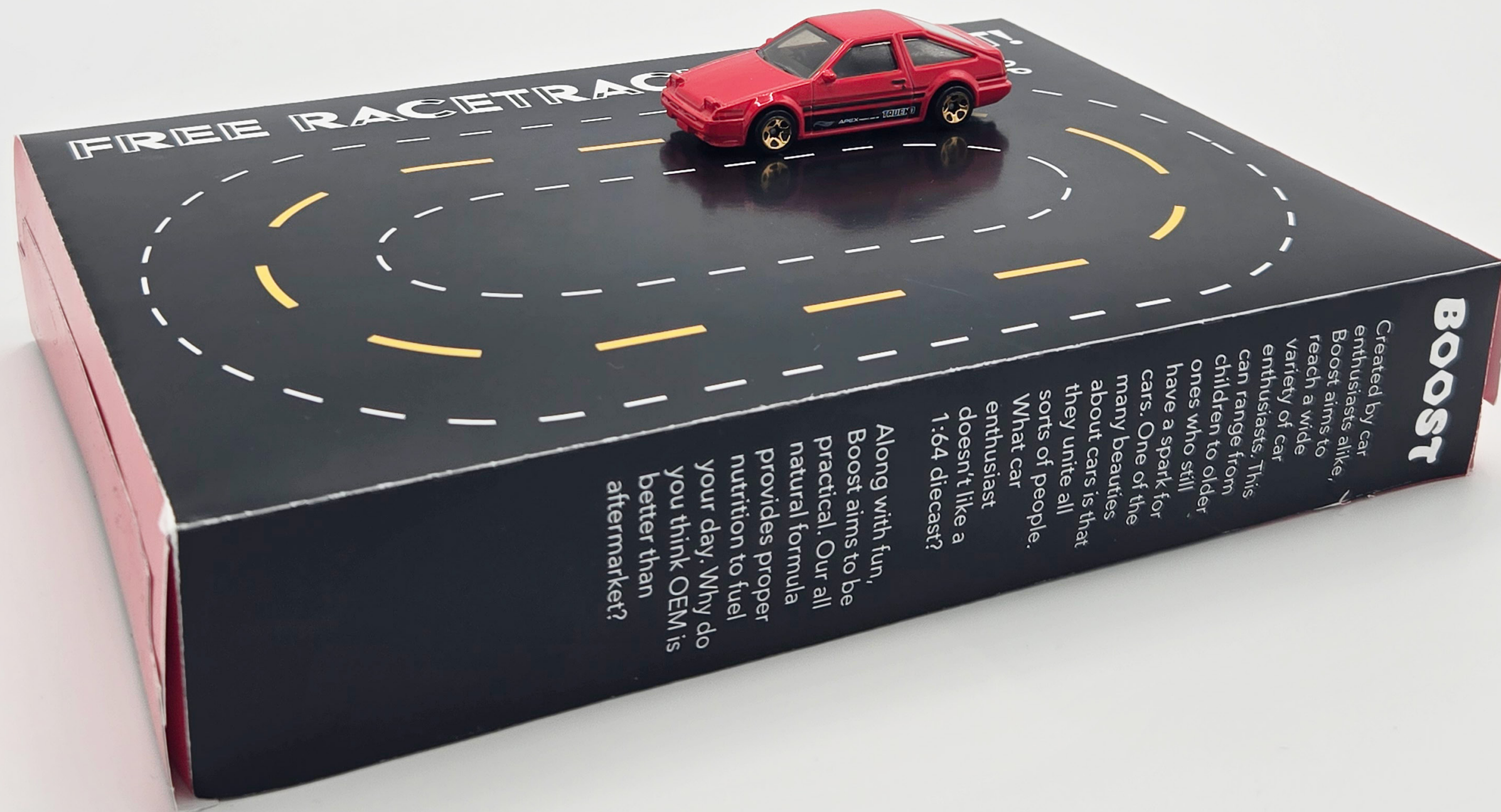
BOOST CEREAL

CHALLENGE: Create a die-line for a cereal box, then create a brand with an identity and target audience in mind, finally designing and illustrating a complete, finished cereal box.

SOLUTION: I created “Boost,” a cereal made for car enthusiasts of all ages. My idea was to create a box of cereal that stands out the store shelf by looking like it was a package for an automotive product. It would stand out to older ones likely in the automotive industry, as well as younger people who are drawn by the striking color and illustration. All ages would be drawn by the free die-cast.



BOOST



CEREAL

WEB DESIGN

SILVER CREEK SOAP CO.

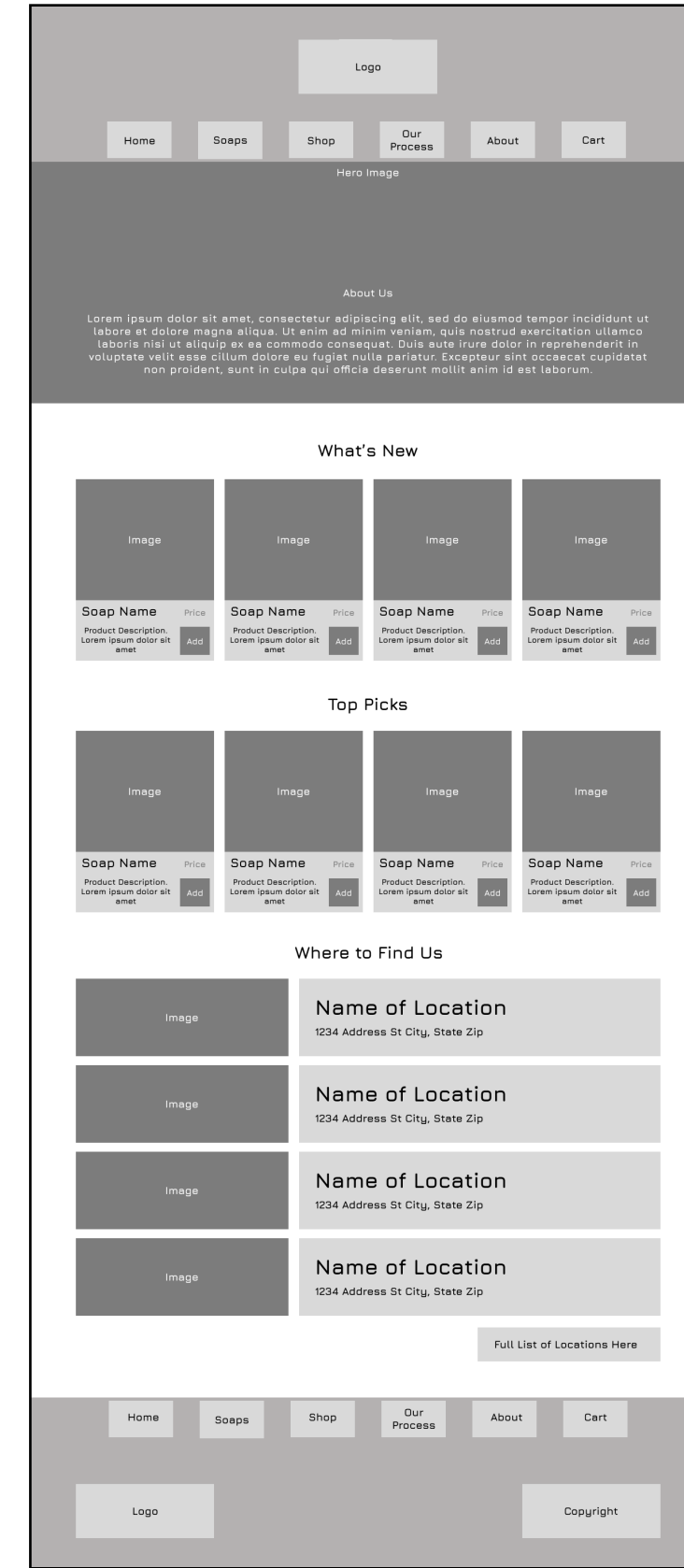
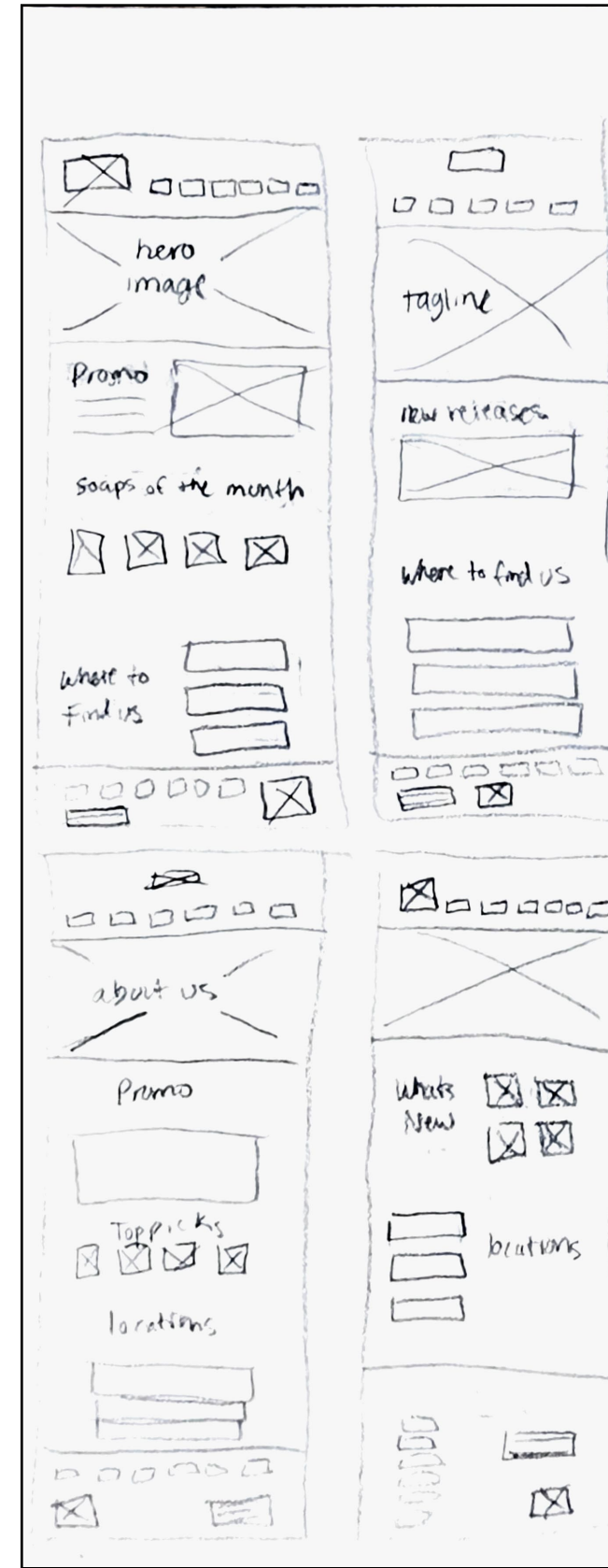




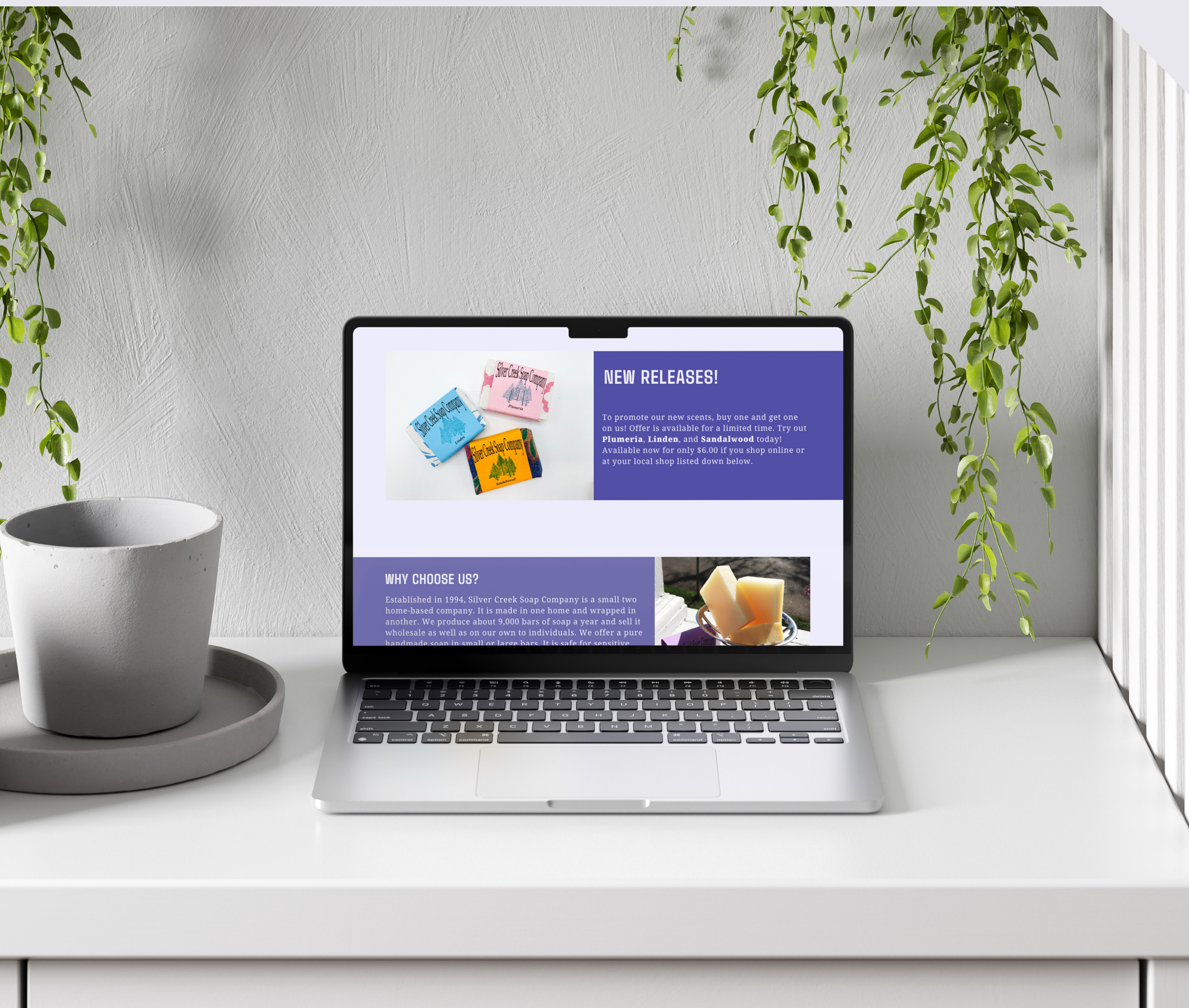
SILVER CREEK SOAP CO.

CHALLENGE: Design a mock website for Silver Creek Soap Company, using the provided information text, logo, and imagery from scratch.

SOLUTION: Starting out with sketching, I laid out the information that would go on the page. I converted one sketch into a detailed wireframe, then brought in cohesive color, type, and images into the page to bring it to life.



SILVER CREEK



SOAP CO.

PACKAGE DESIGN

SOOTHE ICED TEA

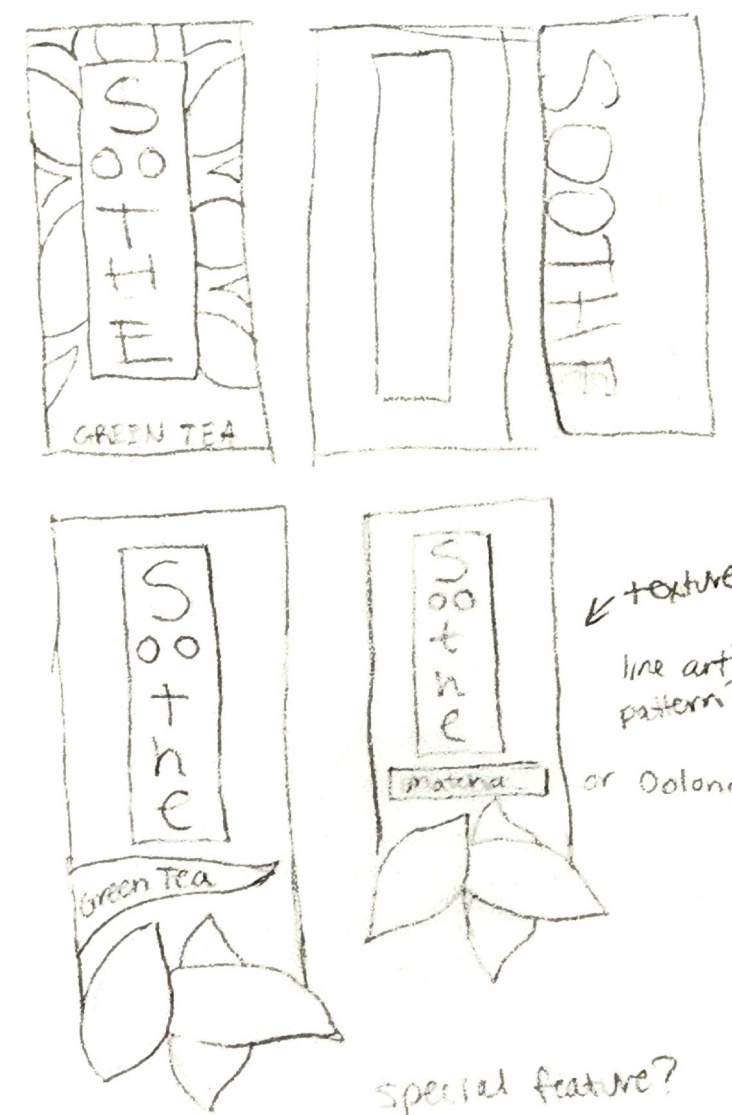




SOOTHE ICED TEA

CHALLENGE: Create a beverage brand that has three separate flavors, with one of them being a limited edition. The limited edition should stand out among the others, but still be cohesive and fit the branding.

SOLUTION: I created a high-end iced tea brand called “Soothe.” I kept it pretty minimal, using strong but simple typography. My die-line was also minimal, adding to the high end feel. I customized the die-line to give it a higher value, and to make it stand out and not be too minimal.

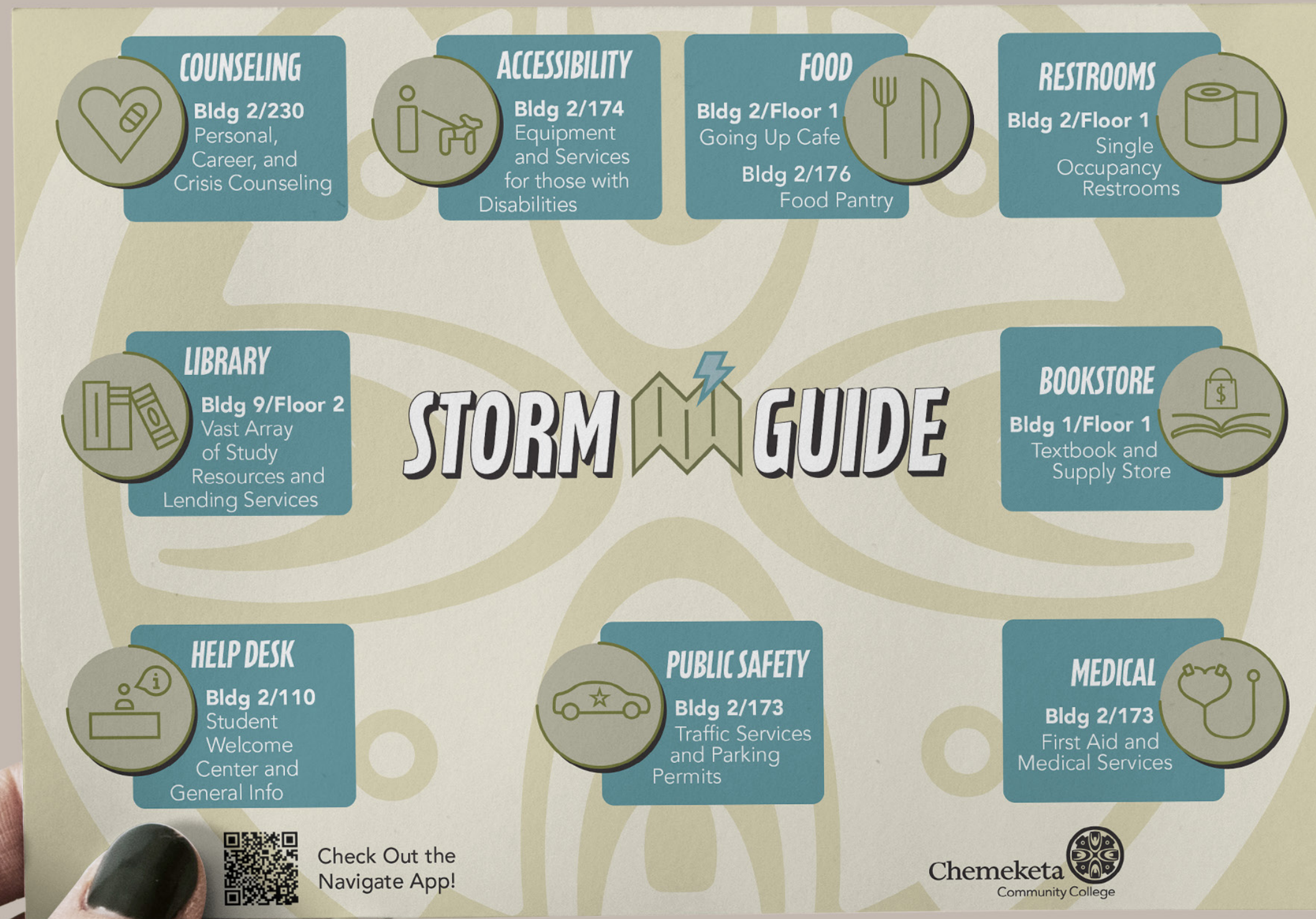


SOOTHE



ICED TEA

STORM GUIDE

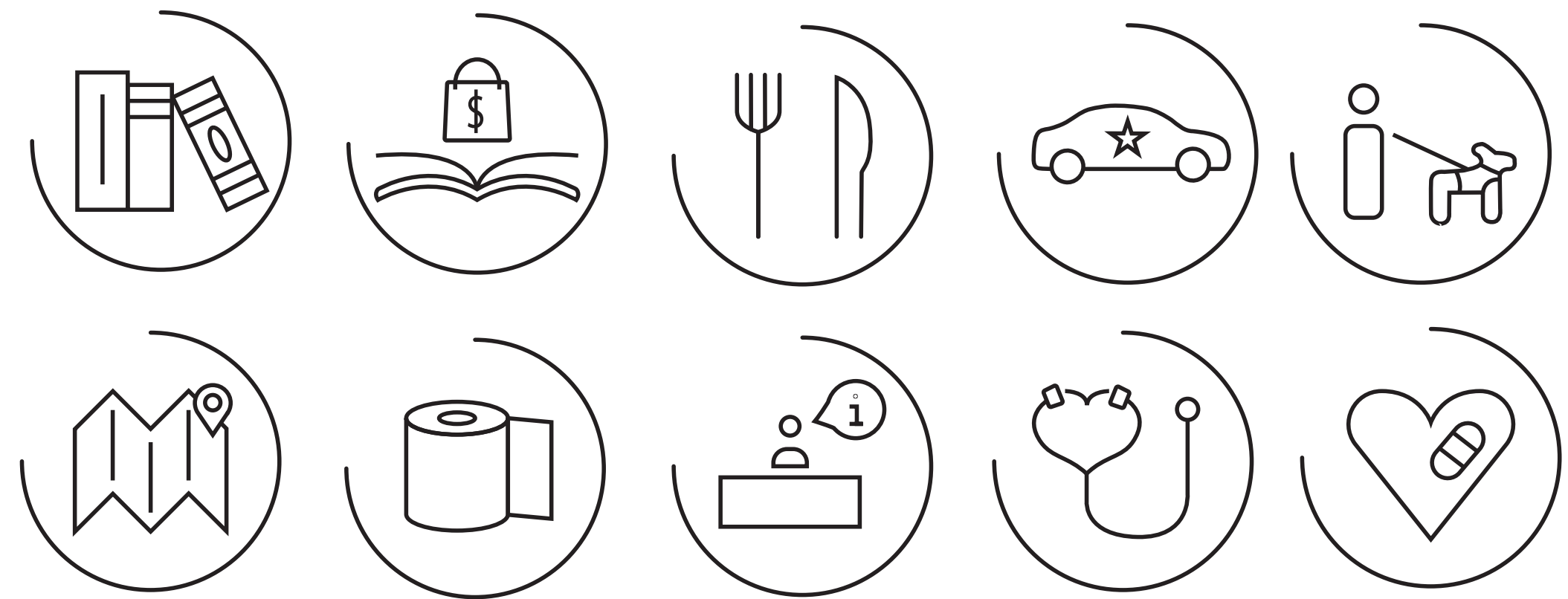




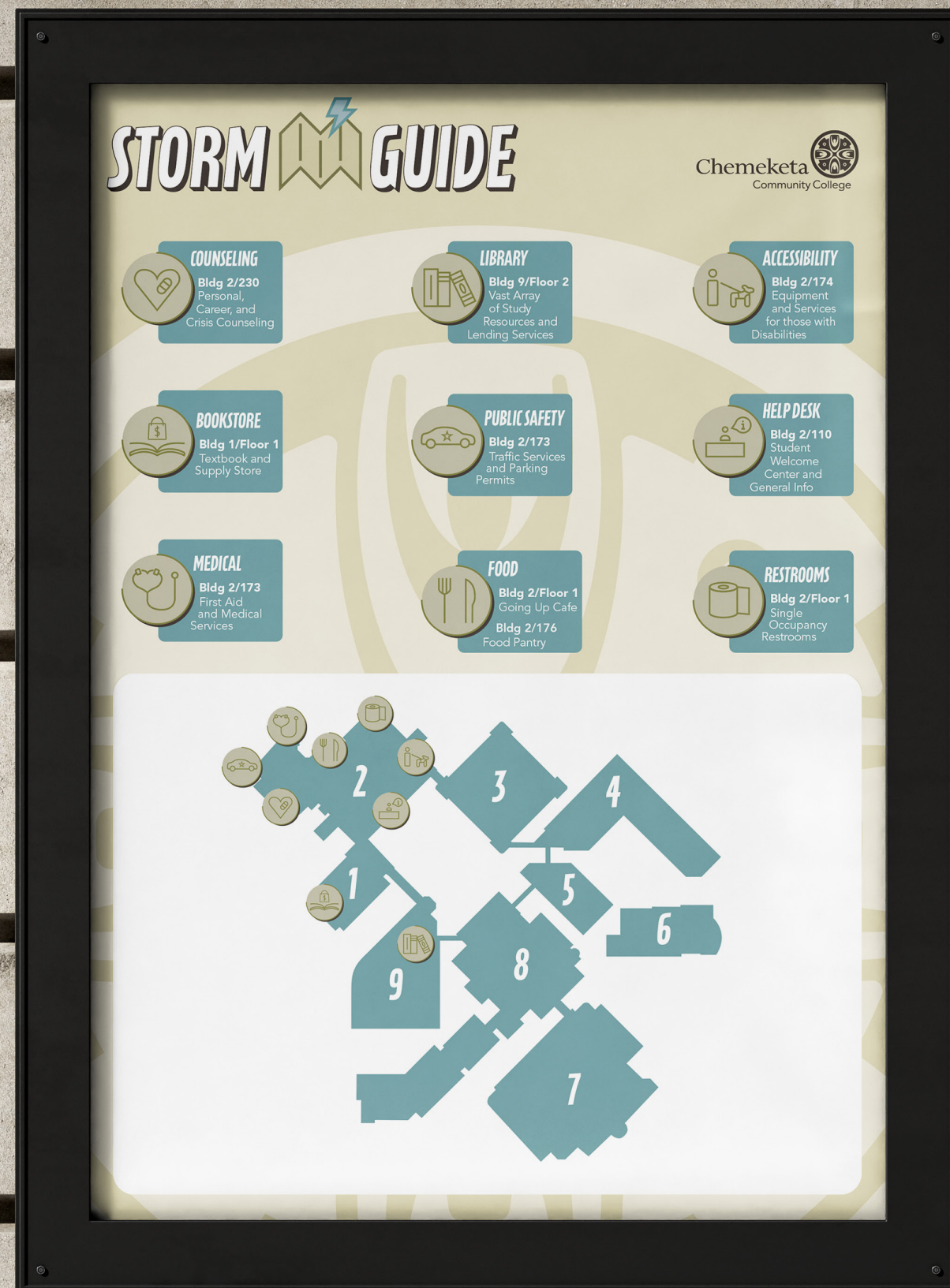
STORM GUIDE

CHALLENGE: Design icons that correspond to places on Chemeketa campus. Come up with a logo for the Storm Guide and create a wayfinding leave behind designed to help new students navigate.

SOLUTION: Sketching was key to this project; from the icons themselves, the logo, to the layout of the leave behind. Using Chemeketa brand guidelines, I designed a unique layout, and themed it around the school mascot, which is a super hero.



STORM



GUIDE

LOGO DESIGN

MIZAR GLASSES

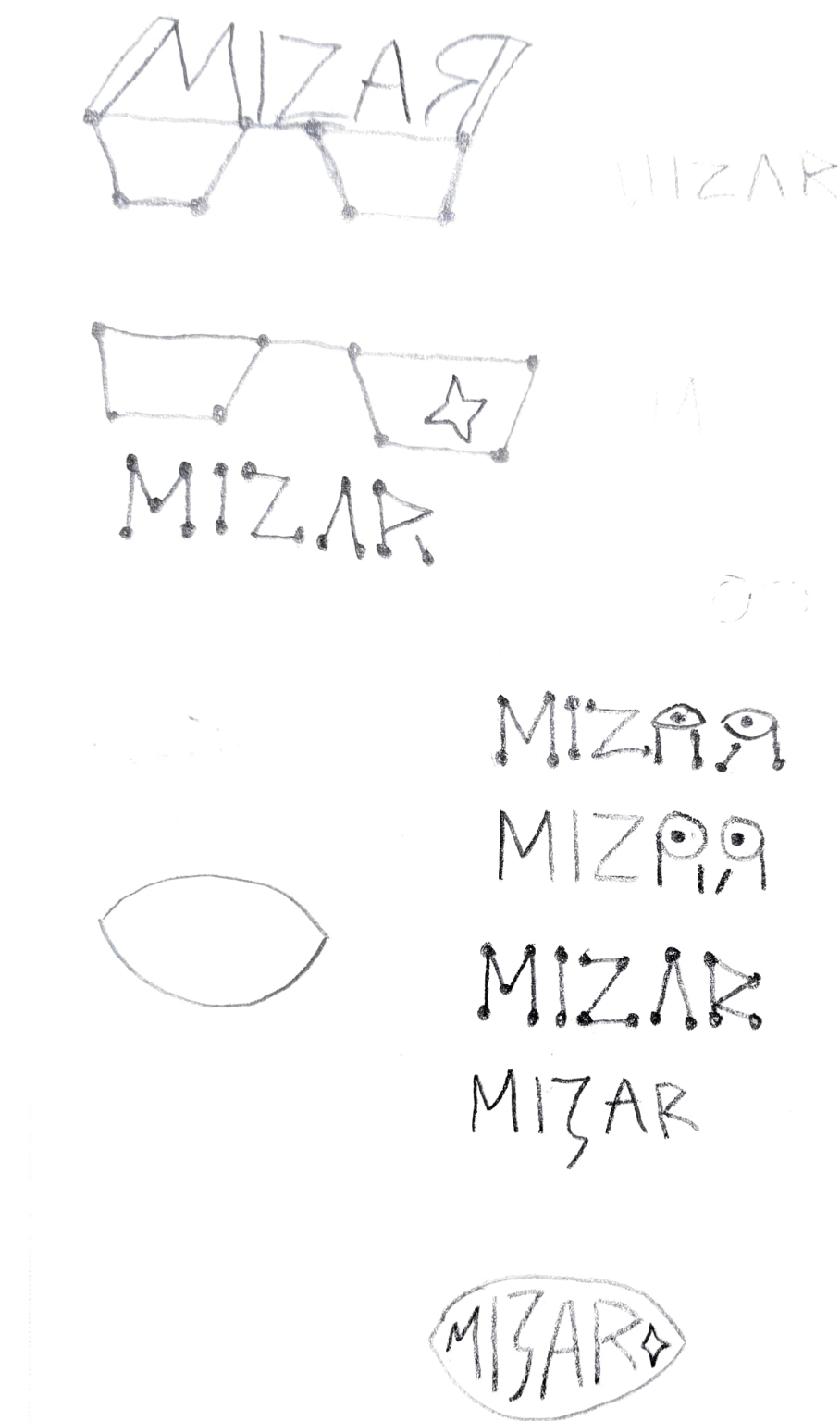




MIZAR GLASSES

CHALLENGE: Design a logo for Mizar, a fresh and professional eyewear shop for a younger demographic.

SOLUTION: After some research, I sketched ideas to bring out the meaning of “mizar,” that being a quadruple system of stars in the big dipper. Mizar is symbolized by the character “ζ,” the Greek letter Z, hence the use of it in my wordmark. The mark is contained by an almond eye shape, and the color palette is space themed.



MIZAR



GLASSES

COVER DESIGN

GRADUATION PROGRAM





GRADUATION PROGRAM

CHALLENGE: Design the cover for this years' Chemeketa Commencement program. The client asked to keep it formal, but have the cover reflect that it was student work.

SOLUTION: Starting with sketching, I started to form the layout I wanted. I challenged myself to use photography for this project and and shot a photo of myself for the primary graphic element. The elements were styled to depict a scrapbook/collage look.





THANK YOU
