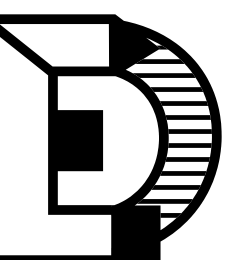


Yelena Karapunarly portfolio



SOLUNA Active

Branding and Logo

Challenge

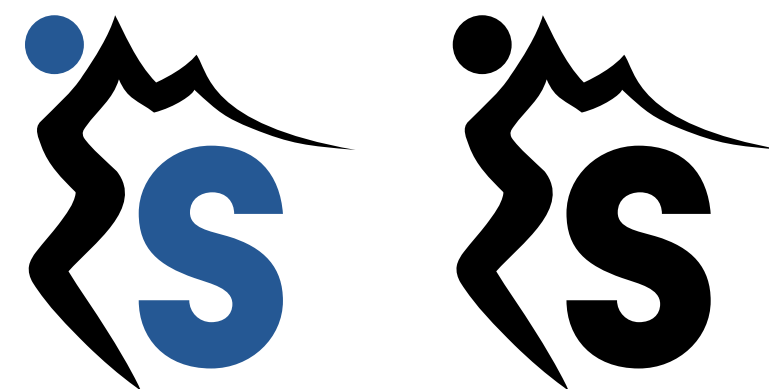
Soluna Active is a new women's eco-friendly apparel brand and store located in Bend, Oregon. It targets outdoor enthusiasts and individuals who care about their health and fashion.

Solution

For the logo, I chose an abstract silhouette of a woman with an active pose, connected to a mountain. Dark blue and orange create a bold contrast in the brand's colors. The blue represents water, while the orange stands for the desert.



Combo Mark



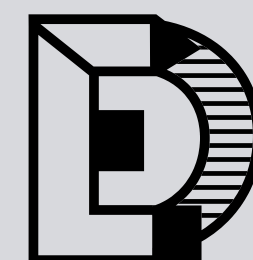
Wordmark



Soluna Active Font







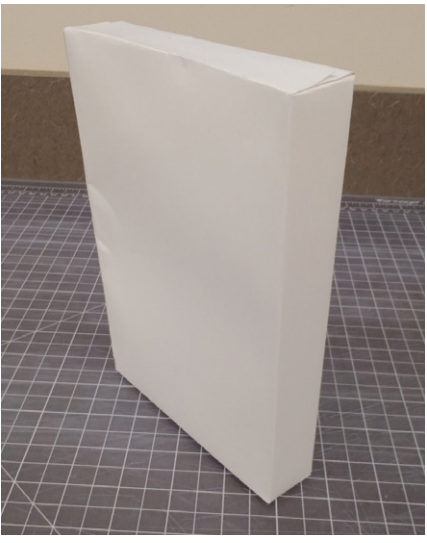
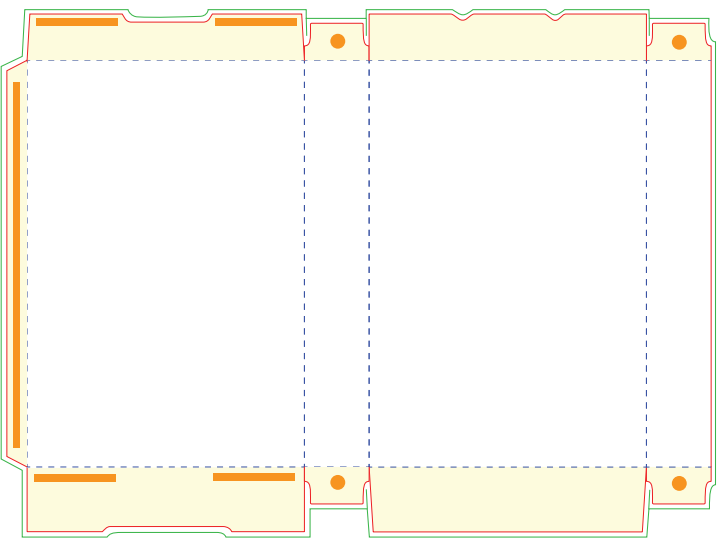
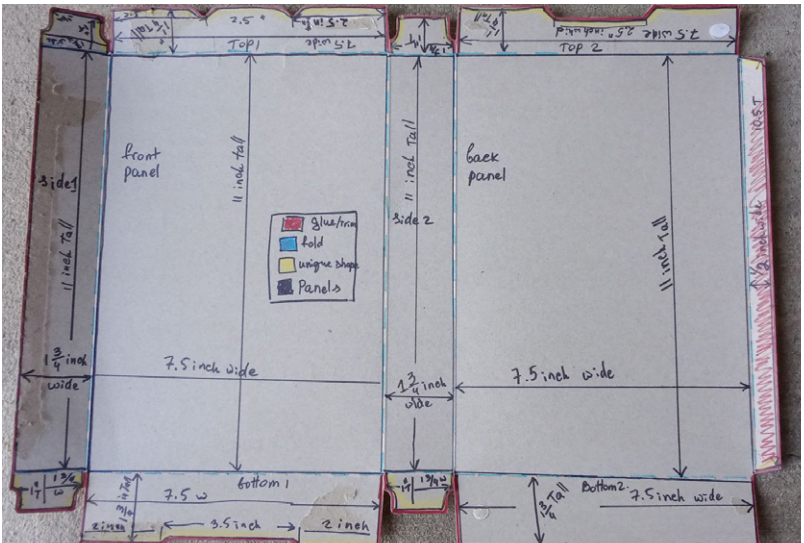
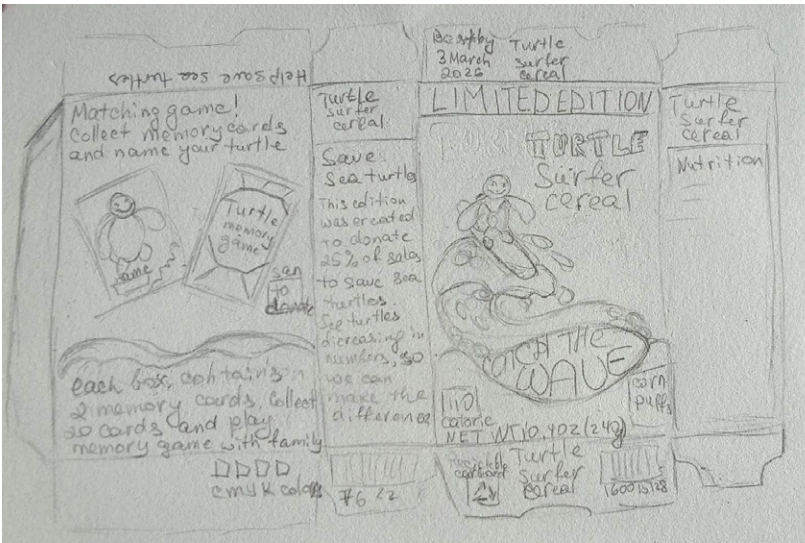
TURTLE'S Choice Cereal Box

Challenge

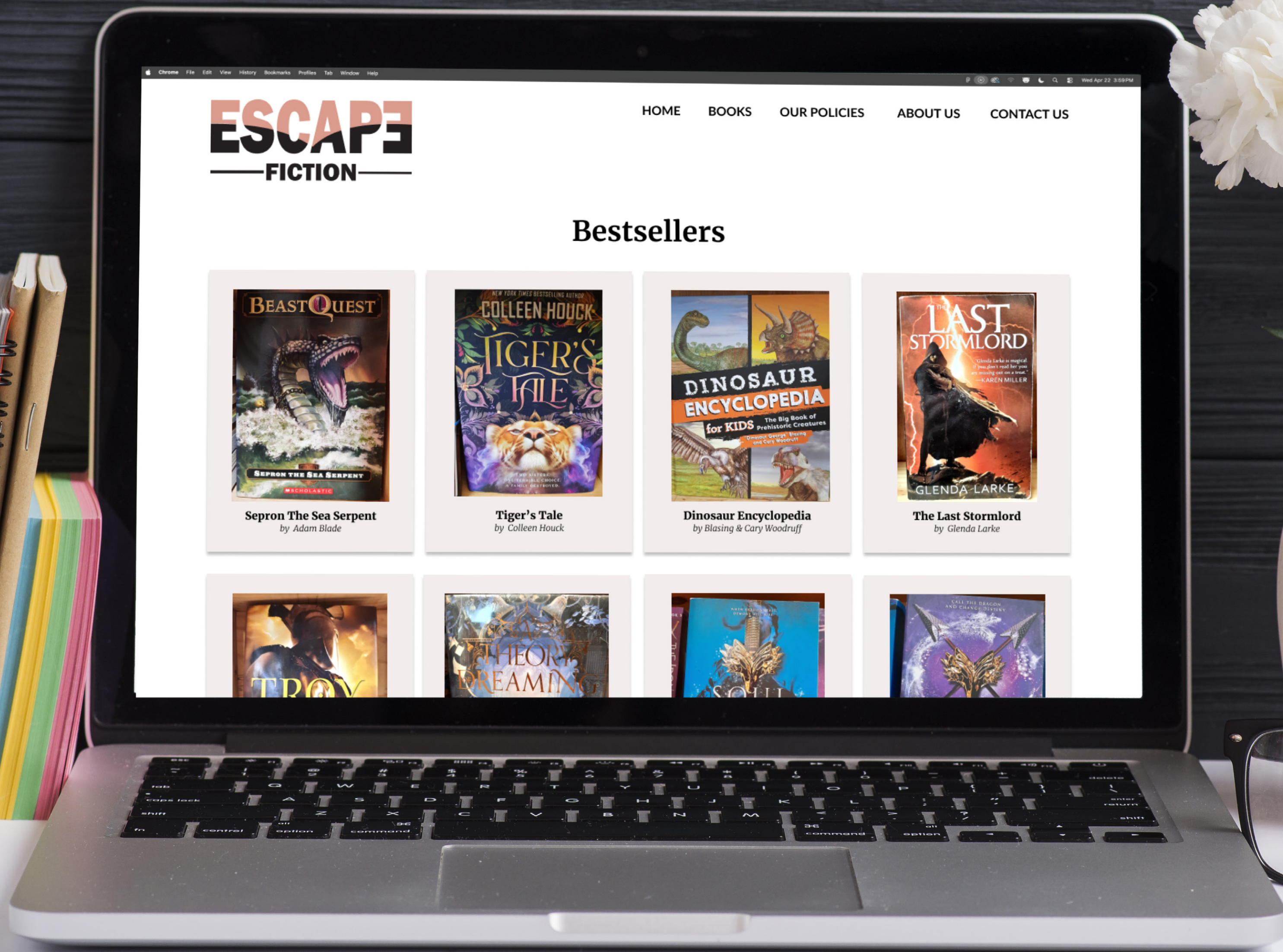
A Turtle's Choice is a cereal brand that needed a new brand and box design. Interactive elements promotes donations for the sea turtle rescue program. Target audience is people and families who care about turtles.

Solution

I used blue and white to create a deep-sea feel. A milk wave with a surfing turtle character on the front, with complementary colors to make the box stand out and attract customers' attention.







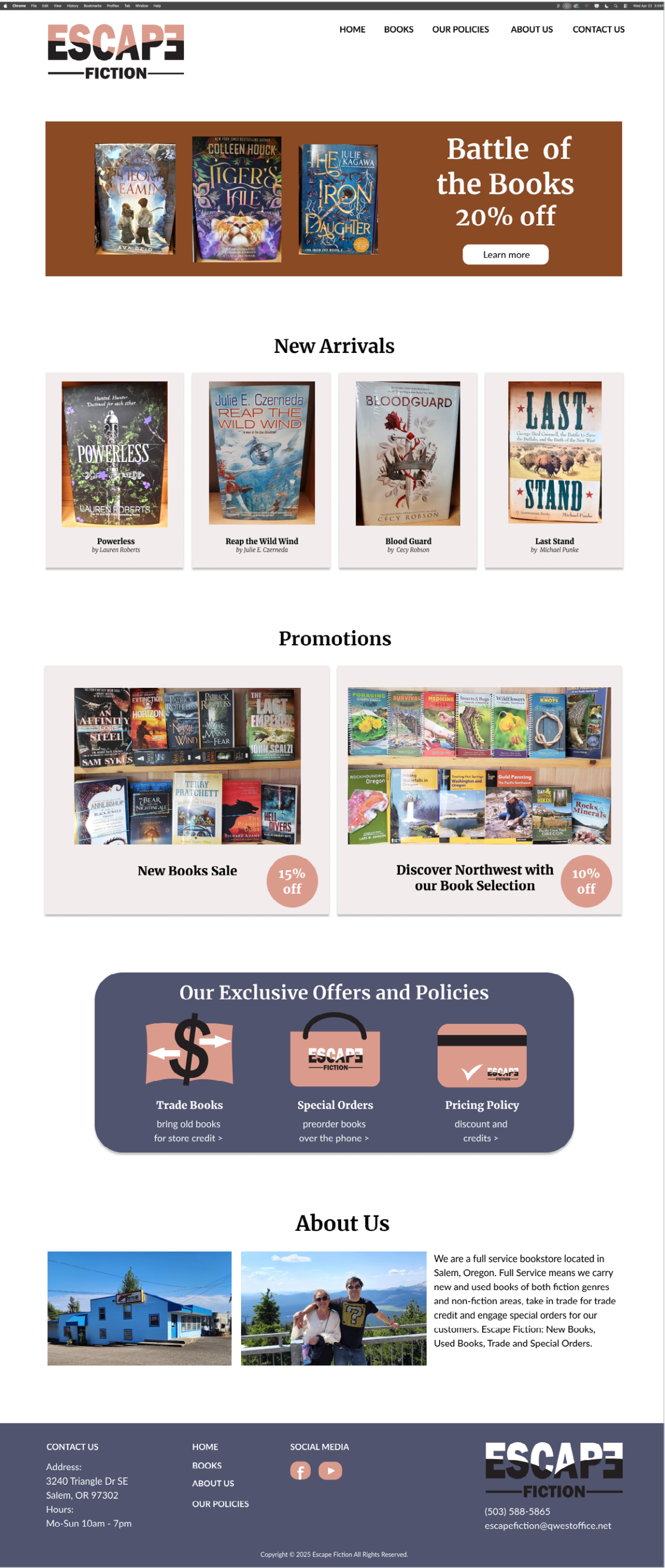
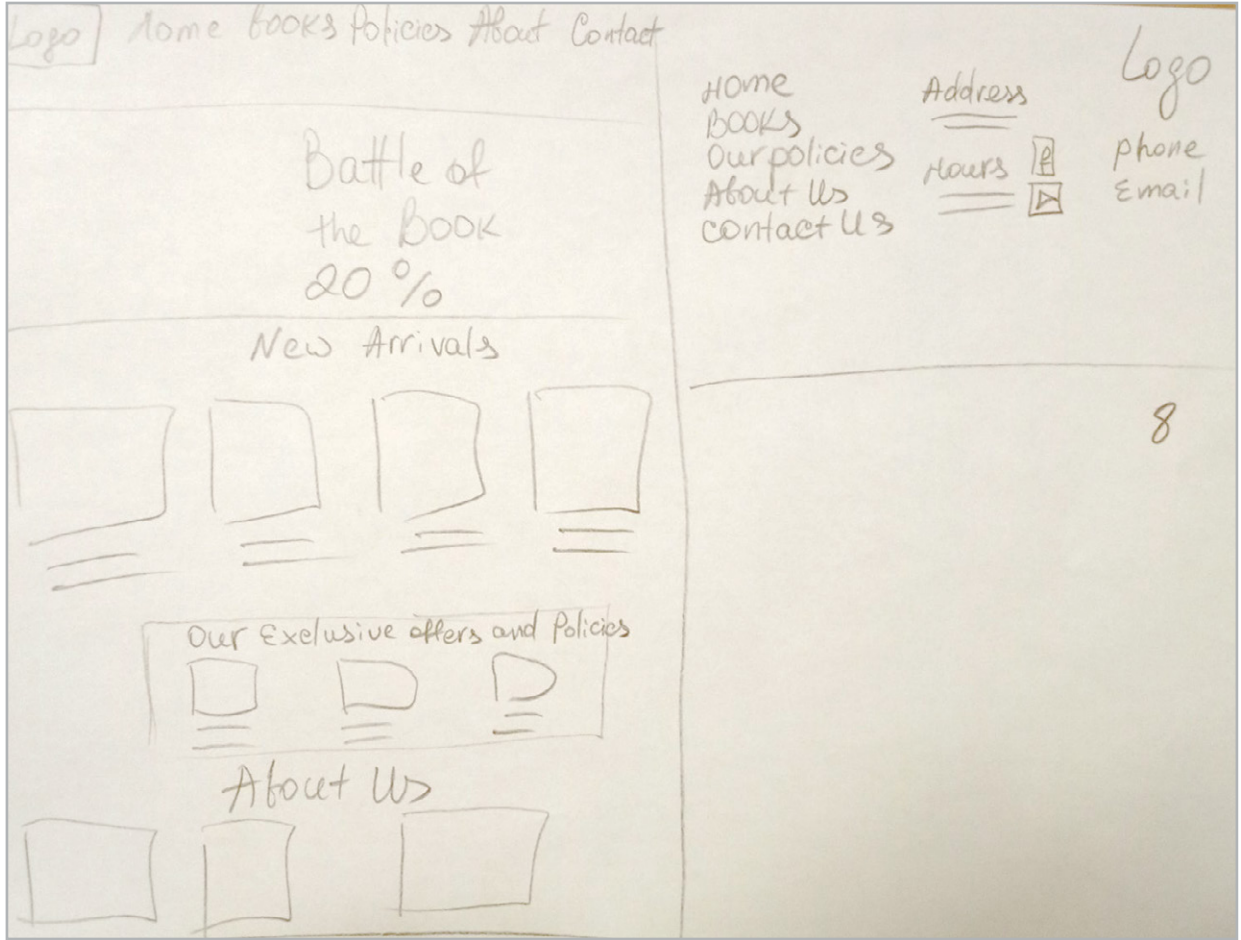
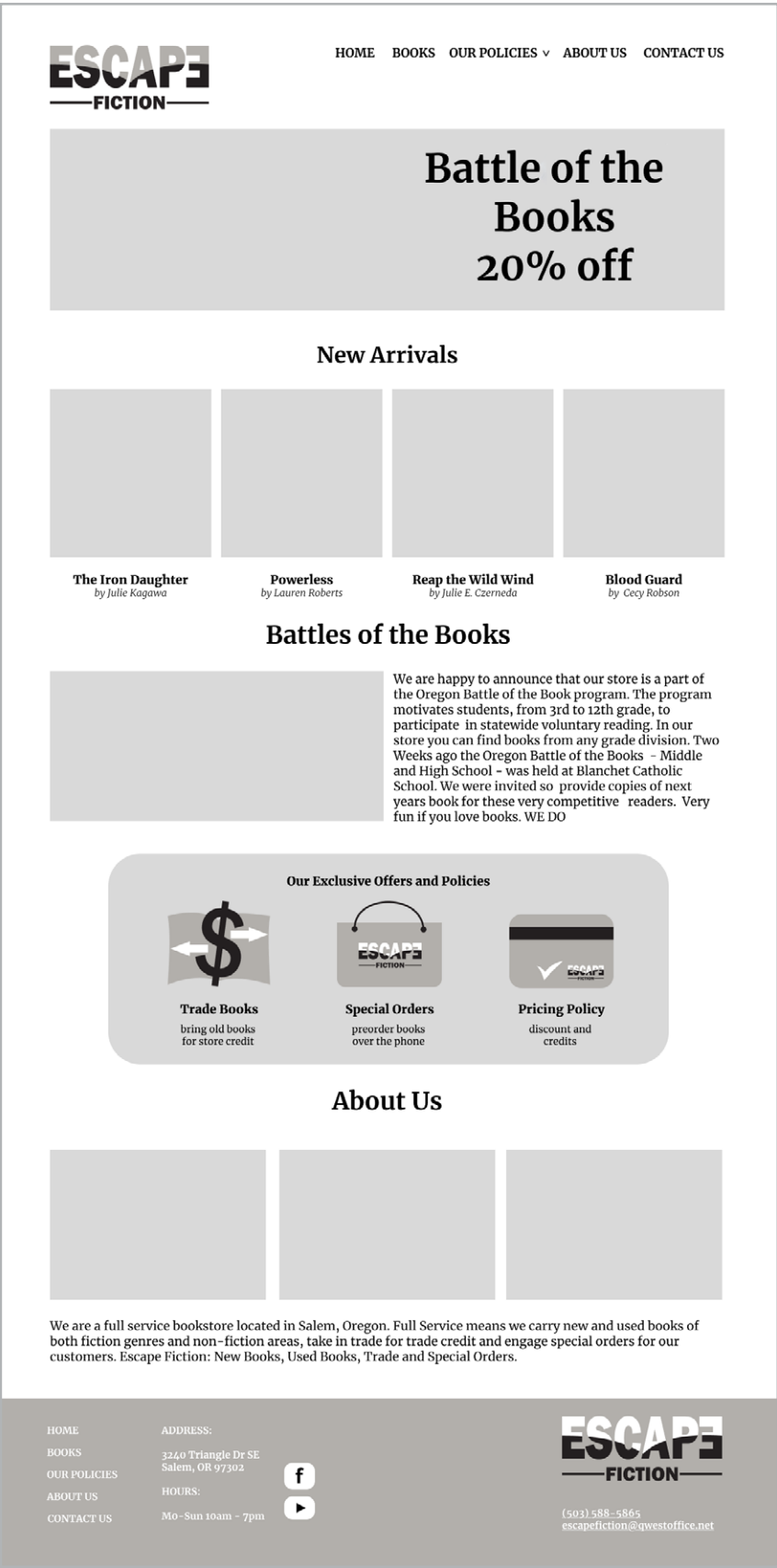
ESCAPE Fiction Web Design

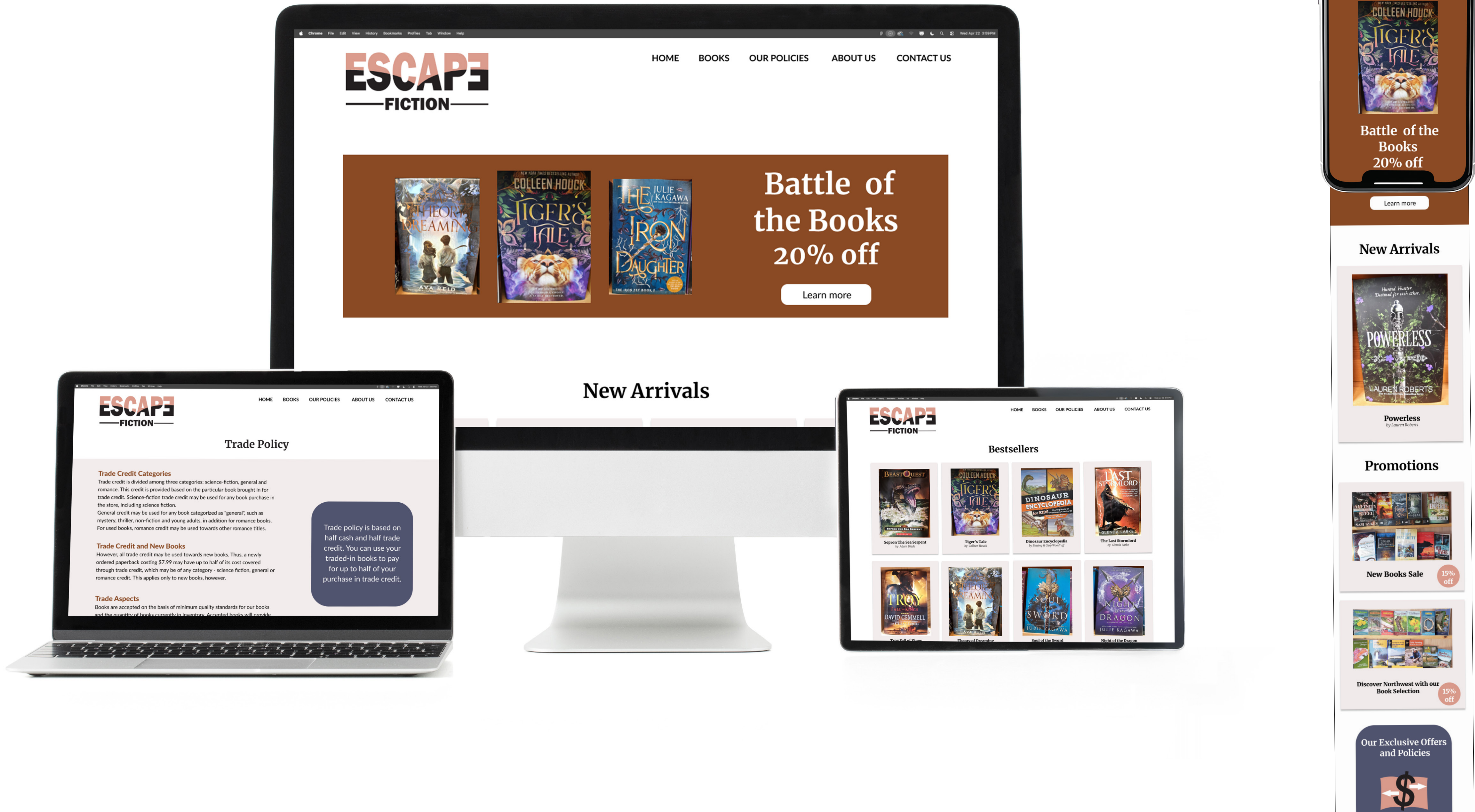
Challenge

Escape Fiction is a bookstore located in Salem Oregon. The task was to improve their website by re-organizing the site content, including creating a separate page for books.

Solution

I decided to redesign their logo. I added several pages from the homepage to the contact section. Dull pink, purple, and gray colors complement the website well and create a bookstore vibe.





ESCAPE
FICTION

HOME BOOKS OUR POLICIES ABOUT US CONTACT US



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the Books
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New Arrivals

ESCAPE
FICTION

HOME BOOKS OUR POLICIES ABOUT US CONTACT US

Trade Policy

Trade Credit Categories

Trade credit is divided among three categories: science-fiction, general and romance. This credit is provided based on the particular book brought in for trade credit. Science-fiction trade credit may be used for any book purchase in the store, including science fiction. General credit may be used for any book categorized as "general", such as mystery, thriller, non-fiction and young adults, in addition for romance books. For used books, romance credit may be used towards other romance titles.

Trade Credit and New Books

However, all trade credit may be used towards new books. Thus, a newly ordered paperback costing \$7.99 may have up to half of its cost covered through trade credit, which may be of any category - science fiction, general or romance credit. This applies only to new books, however.

Trade Aspects

Books are accepted on the basis of minimum quality standards for our books and the quantity of books currently in inventory. Accepted books will provide

Trade policy is based on half cash and half trade credit. You can use your traded-in books to pay for up to half of your purchase in trade credit.

ESCAPE
FICTION

HOME BOOKS OUR POLICIES ABOUT US CONTACT US

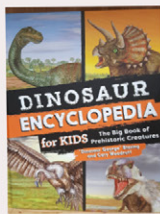
Bestsellers



Serpen The Sea Serpent
by Adam Blade



Tiger's Tale
by Colleen Houck



Dinosaur Encyclopedia
by Blouin & Cory Wessling



The Last Stormlord
by Glenda Larke



Troy
by David Gemmell



Theory of Dreaming
by Ava Reid



Soul of the Sword
by Julie Kagawa



Night of the Dragon
by Julie Kagawa

ESCAPE
FICTION

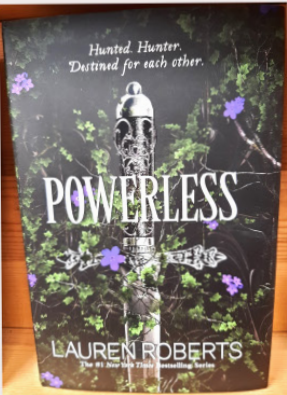
(503) 588-5865



Battle of the
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20% off

Learn more

New Arrivals



Powerless
by Lauren Roberts

Promotions



New Books Sale

15%
off



Discover Northwest with our
Book Selection

15%
off

Our Exclusive Offers
and Policies



CAMPUS Compass Icons

Challenge

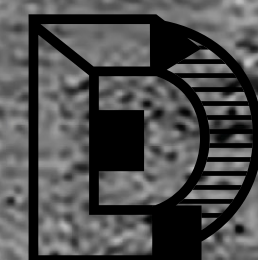
Campus Compass is a leave-behind for incoming Chemeketa students to help find different college locations. We were asked to create nine different icons,, a logo, a layout, and a campus map.

Solution

The first step was to create the icons. I sketched and vectorized my favorite ones. Next, I created three variations of the Campus Compass logo. I organized my icons with their descriptions on the front page. Additionally, I placed my favorite logo alongside the Chemeketa logo at the bottom and designed I designed a map for the back page.







MELTED

Food Truck

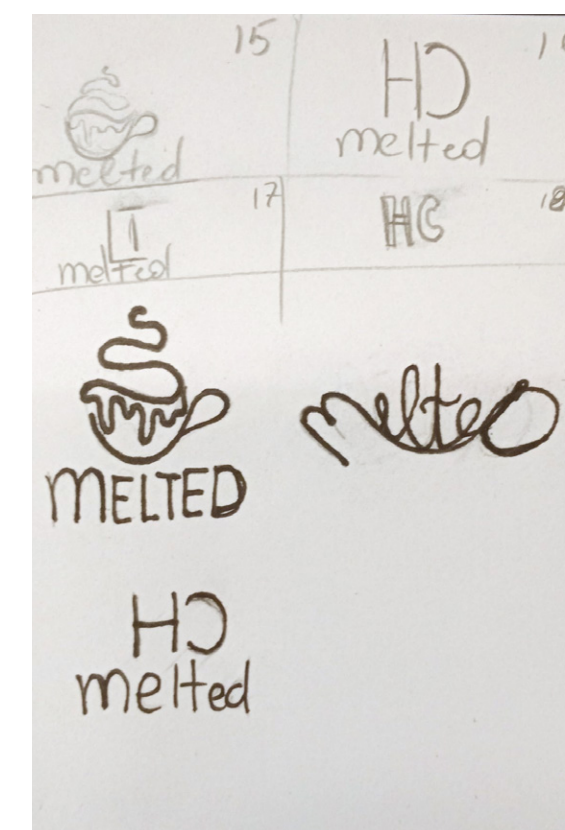
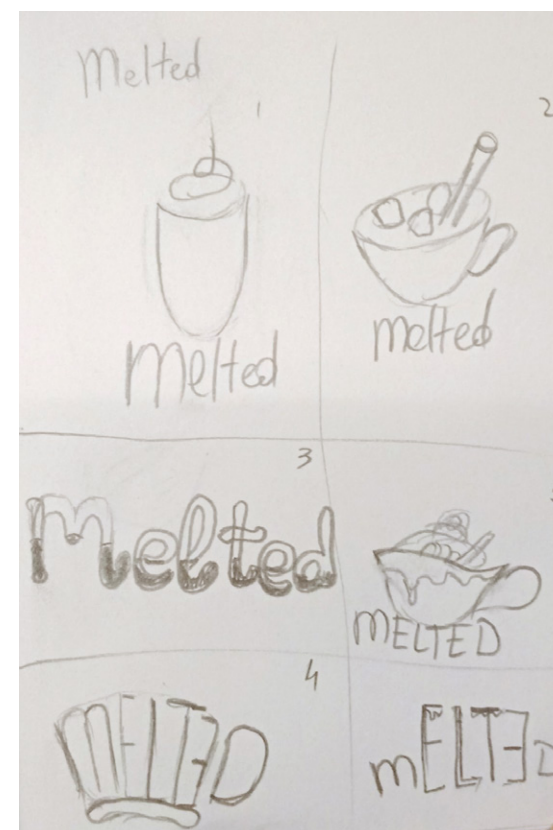
Food Branding

Challenge

Melted, a food truck that sells hot chocolate, is located in Sisters, Oregon. The task was to create a logo and apply it to their vehicle and product offerings.

Solution

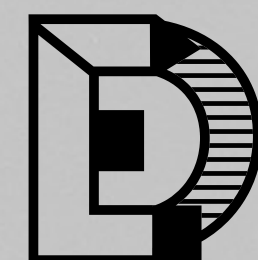
For the logo I created a dark abstract cup shape with a continuous line on top for the logo design. I selected a bold, geometric font reminds me of chocolate bars. Dark brown on the food truck's bottom symbolizes dark chocolate; a lighter brown in the middle signifies cream mixed with chocolate, and white on top represents whipped cream.





 Hot Chocolate Menu	
Flavors	
Raspberry Hot Chocolate	\$4.50
Rich Dark Chocolate	\$4.50
Salted Caramel Hot Chocolate	\$4.50
Mocha Hot Chocolate	\$4.50
Mint Hot Chocolate	\$4.50
Additional Toppings	
Whipping Cream	\$0.50
Mini Marshmallows	\$0.50
Shaved Chocolate	\$1.00
Peppermint Shaved Chocolate	\$1.00
Sprinkles	\$0.50
Cinnamon Sticks	\$1.00
Flavor Boosters	
Caramel Drizzle	\$0.50
White Chocolate Drizzle	\$0.50
Peanut Butter	\$1.00
Coconut Milk	\$1.00
Sweets	
Chocolate Chip Cookie	\$2.00
Biscotti	\$2.50
Raspberry Cookies	\$2.00
Brownie	\$2.50





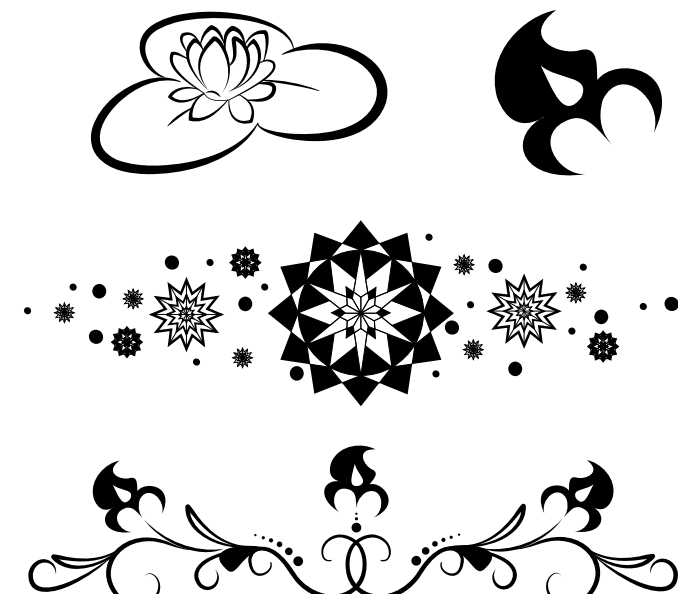
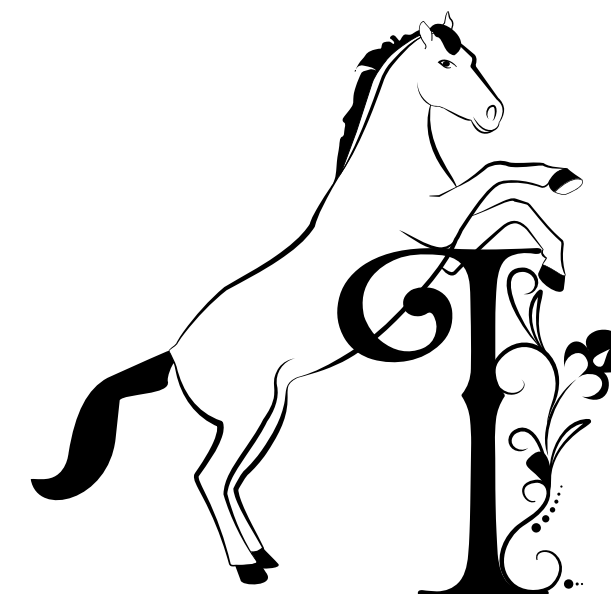
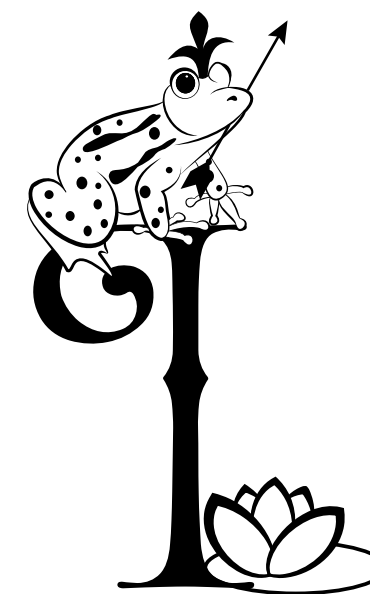
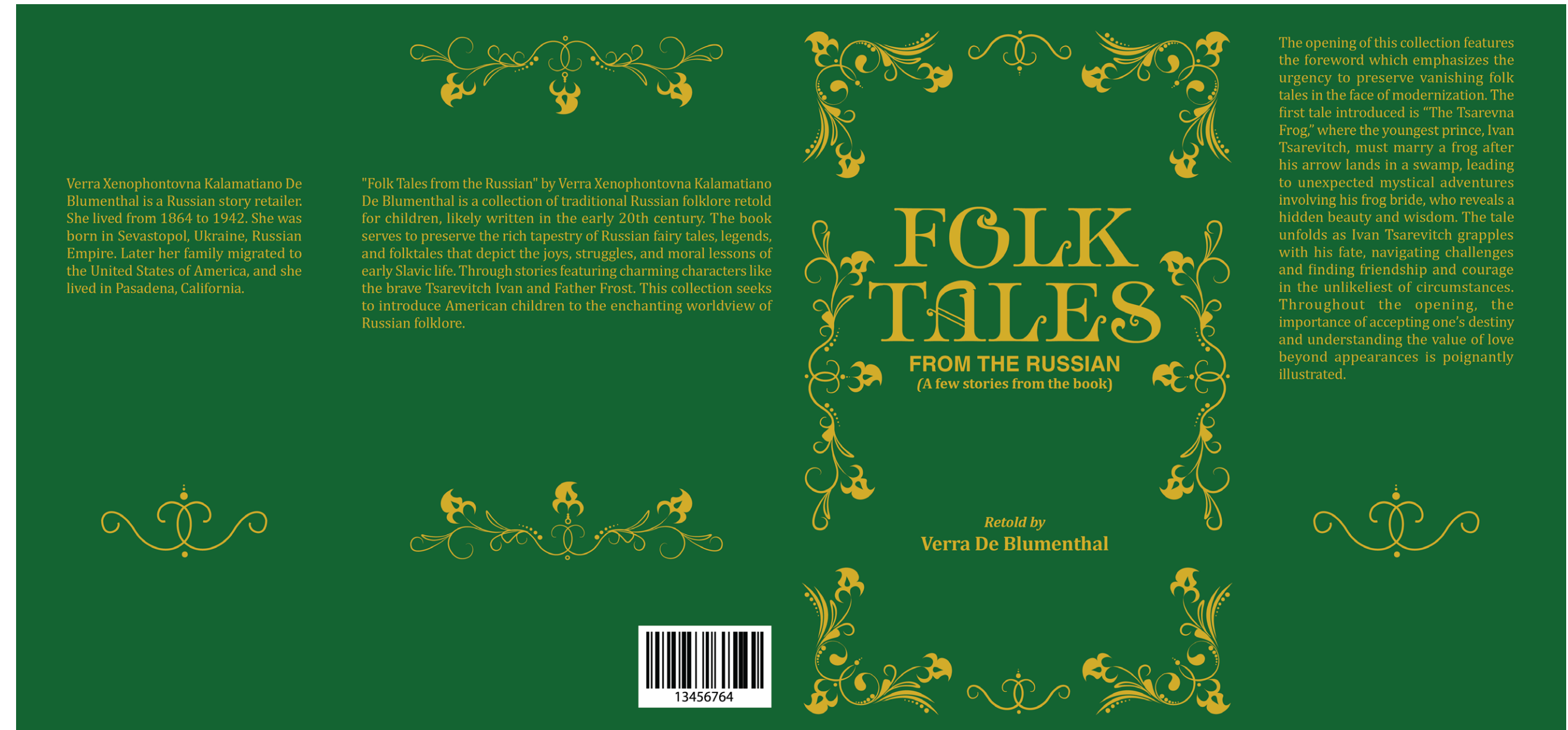
FOLK Tales Layout

Challenge

Folk Tales from the Russian is a collection of traditional Russian folklore written in the early 20th century. We were asked to create a design for a cover, and layout the text.

Solution

Publishers used solid colors and patterns on their book publications during the previous century. I chose green for a cover background and drew gold tulips with swirl patterns. We were asked to create four different covers. Additionally, I designed the first letter dropcap of each chapter. The outline art matches the style in the original book.







OREGON Garden

Logo & T-shirt

Challenge

We were asked to design the logo for Oregon Garden's 25th anniversary. Deliverables include a logo and t-shirt designs.

Solution

I emphasized the large number 25 at the end of the original logo. I got inspired by the large size of the trees in the garden. I created outline flowers with a butterfly for my t-shirt design. I arranged them in a tree shape.





Say Yes to New Adventures

AMAZE

Travel Magazine

Top Four
East Asia
Destinations

Japan
Taiwan
South Korea
China



Spring 2026



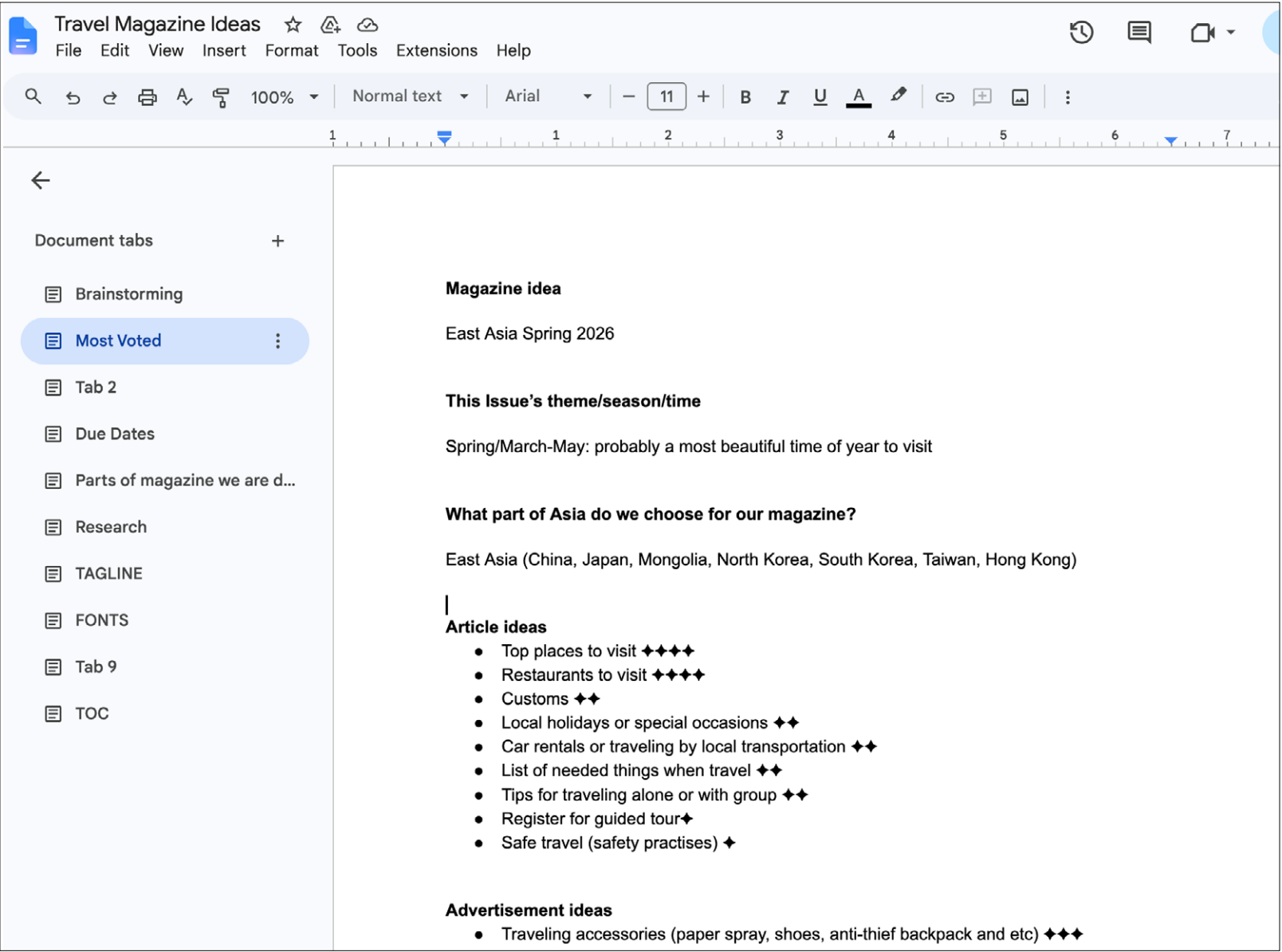
AMAZE Magazine Publications

Challenge

Amaze is a travel magazine. Quarterly publication covers different continent destinations. It introduces interesting places and promotes new experiences through personal connection.

Solution

I was responsible for leading the project and ensuring everything was completed on schedule. The process stages included brainstorming, creating a flat plan, creating a style guide, designing a cover, writing articles, and creating ads. I have chosen to introduce Xishuangbanna, China. My articles covered holidays, places to visit, and food.



GREAT WALL OF CHINA

Some parts of the Great Wall of China are constantly being restored to preserve the heritage.

by Yelena Karapurnarly

The Great Wall of China is one of the most famous tourist destinations. It was built by the Qin Dynasty in c. 220 BC. It is about 13,000 miles long. It was built from stones and bricks. It is located about 1,300 miles away from Shanghai. The closest city is Beijing.

The Great Wall of China is one of the most famous tourist destinations. It was built by the Qin Dynasty in c. 220 BC. It is about 13,000 miles long. It was built from stones and bricks. It is located about 1,300 miles away from Shanghai. The closest city is Beijing.

WILD ELEPHANTS IN XISHUANGBANNA

There are about 300 wild elephants left in the Xishuangbanna. Visitors can observe them from elevated observation walkway. Also, visitors can participate in walking elephants tour and experience wild life. *Story continued on page 23*

The is Asian elephants museum, visitors can learn more about elephant life circle and what survival crisis they are facing these days.

“ONE OF MY CHALLENGES WAS TO TRY TO PHOTOGRAPH THE GREAT WALL OF CHINA. AND I DID ACTUALLY TAKE SOME PHOTOS, BUT IT WAS HARD TO DISCERN THE WALL WITH THE NAKED EYE”

Quotes about The Great Wall of China. by Leroy Chiao

Weekend In Shanghai

Shanghai is a biggest city in China. It is one of the most visited places by tourists.

China | 16 There are so many historical places in China. § There are so many historical places in China. »



CHINA

LOCAL MARKETPLACE

Starlight Night Market is the biggest night market in Jinghong. It stays open from 7 pm until morning. Don't forget to shop for handmade gifts and traditional clothing if you visit the night market. On the other hand, it is a food paradise with local delicacies and freshly made fruit juices. It is a perfect place for affordable and delicious food.

Night Market is an excellent place for photography. Colorful and beautiful lights illuminate the whole place. The Golden Pagoda Area is just next to the marketplace. Old cultural structures create stunning views for photography.

TRANSPORTATION

A variety of transportation options are available for travelers to reach Xishuangbanna. The fastest and most recommended way is to travel by air. There is an airport in Jinghong city. Visitors can reach their destination by train, bus, or water. City taxis, buses, and bicycles are available inside Jinghong city. It is convenient to get to the most popular tourist spots. A private tour with an English-speaking guide might be the best option for a first-time traveler, as it helps with language barriers.

WHERE TO STAY

Jinghong is the capital with affordable resorts and hotels. It is a good idea to stay in the urban area, because it has many famous attractions nearby. There are many hotels outside the city for those who enjoy rural areas and nature. ✖

PUERH TEA PLANTATIONS

By Yelena Karapurnary

Puerh tea is famous for its earthy and smooth taste. Explore tea plantations in Yunnan Province. Learn about a tea process.

TEA QUALITY AND TASTE

It takes time to transform raw leaves into consumable products. The leaf-plucking season starts in the early spring. Leaves are growing faster during this season and are producing high-quality tea. Workers pluck young buds with one or two leaves for high-quality tea. They also pluck small branches with buds that have already turned into leaves, but well-developed leaves affect the tea quality. It is considered a lower-quality tea. Buds contain more flavor than developed leaves.

Puerh tea, like wine, can be stored and aged. Its taste changes over time. It has a bitter taste at the beginning, and it transforms into a smooth, woody, sweet taste later. The aging process takes from 5 to 20 years. Older tea is more expensive because of the microbial fermentation process.

The root system and soil quality also affect a tea's taste. Modern plantation trees lack a deep root system due to cultivation practices and environmental circumstances. Ancestral trees have a deeper root system. Wild trees are more resistant to diseases and insects. A deeper root system helps to absorb more nutrients from the soil and plants around them. The nutrient variety develops flavor.

TEA DEVELOPMENT PROCESS

The process starts with plucking buds and leaves from the tree. After the leaves are picked, they are left for a few hours. Later, they are preheated to about 266°F in a pan-fire. Workers rotate leaves; it helps reduce moisture and release essential oils for a delicious tea. The process continued by sorting and removing larger leaves. Some of the leaves are compressed into porch cakes. These porch cakes are stored for the aging tea process. It takes about 5 years until they are sold to customers.

DAY TOURS

Today, Hekai and Nannuo Mountains tea plantations offer a one-day tea production tour. Don't miss out on a tour; you can participate in leaf plucking and other tea development processes. After a long day, visitors enjoy tea tasting and buy some tea gifts from local shops. Also, there are traditional dancing performances and music. Yunnan Province plantations offer unique experiences to their visitors and guests. ✖

Dai Villages Bike Tour

Explore tropical nature, cultural villages, and Buddhist temples.

Price from \$89.00
Book your tours with GO BANNA

by Tripadvisor

AMAZE MAGAZINE | 25

RESEARCH WHERE YOU WANT TO TRAVEL

- ✓ Weather (dress according to the season)
- ✓ Local law and regulations
- ✓ Transportations
- ✓ Hotels
- ✓ Food
- ✓ Internet and phone connectivity

SAFETY PRACTICES WHILE YOU TRAVEL

- ✓ Let your family and friends know where you are
- ✓ Keep your passport and visa safe
- ✓ Stay alert, and be mindful of whom you trust
- ✓ Avoid large crowds
- ✓ Drinking water from bottles
- ✓ Open a visa if required
- ✓ Register with the STEP government website for alerts
- ✓ Don't wear expensive jewelry

THINGS TO BRING

- ✓ Power bank (portable extra battery)
- ✓ International Power Adapter
- ✓ First Aid Kit
- ✓ Sanitizer
- ✓ Don't overpack your bag, leave space for gifts
- ✓ Camera

BUDGET

- ✓ Travel on a budget
- ✓ Bring extra cash
- ✓ Make reservations ahead of time to avoid paying overage fees
- ✓ Purchase travel insurance

Tips for Travel

Photo by zamp

PROTECT YOUR BELONGINGS

Anti Theft Backpack

amazon

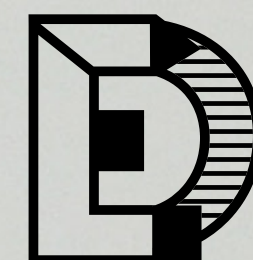
oscarrr

FEATURES

- ✓ 11.5" x 7" x 17.6"
- ✓ Hidden pocket
- ✓ Minimalist design
- ✓ Built-in USB cable
- ✓ Anti-theft designed zipper
- ✓ Strong anti-scratch & anti-cut fabric
- ✓ High quality and water resistant fabric

SCAN NOW

Order online with Amazon Prime



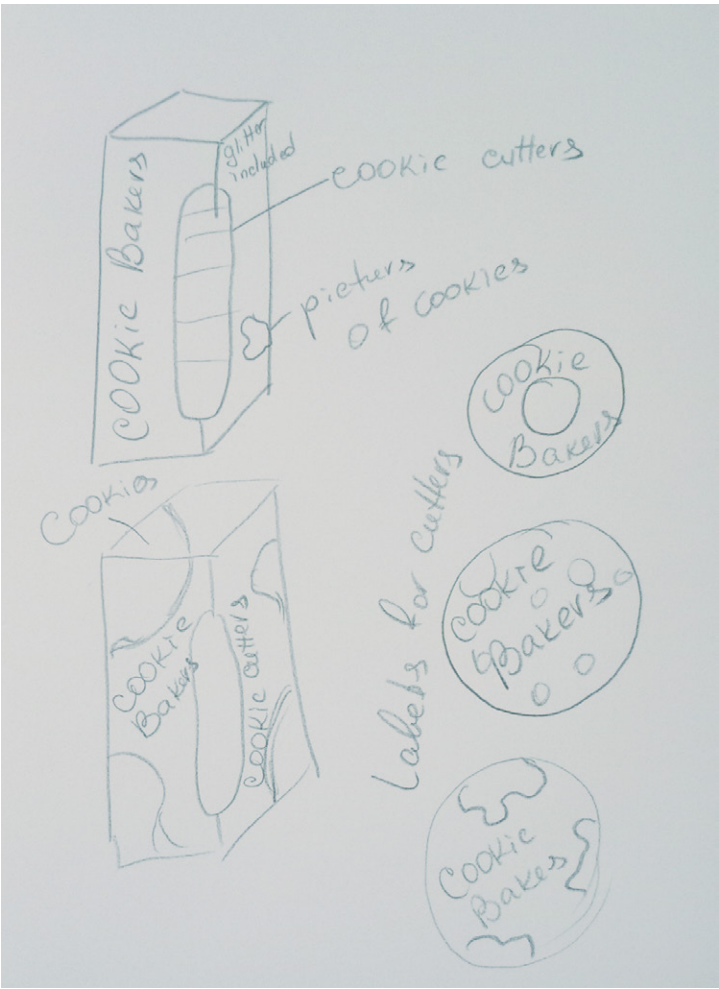
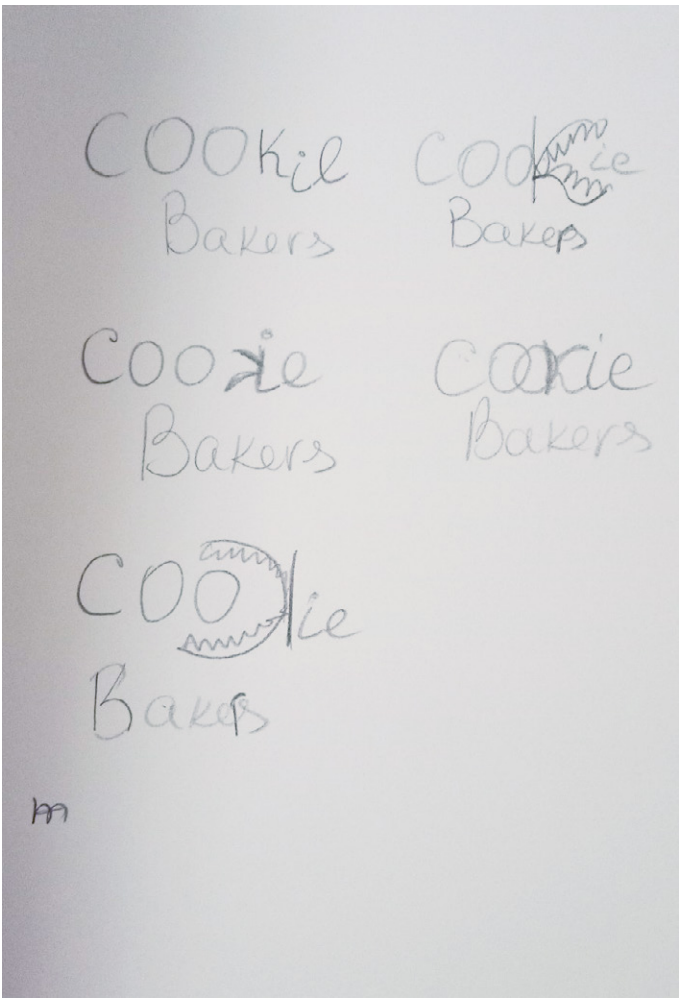
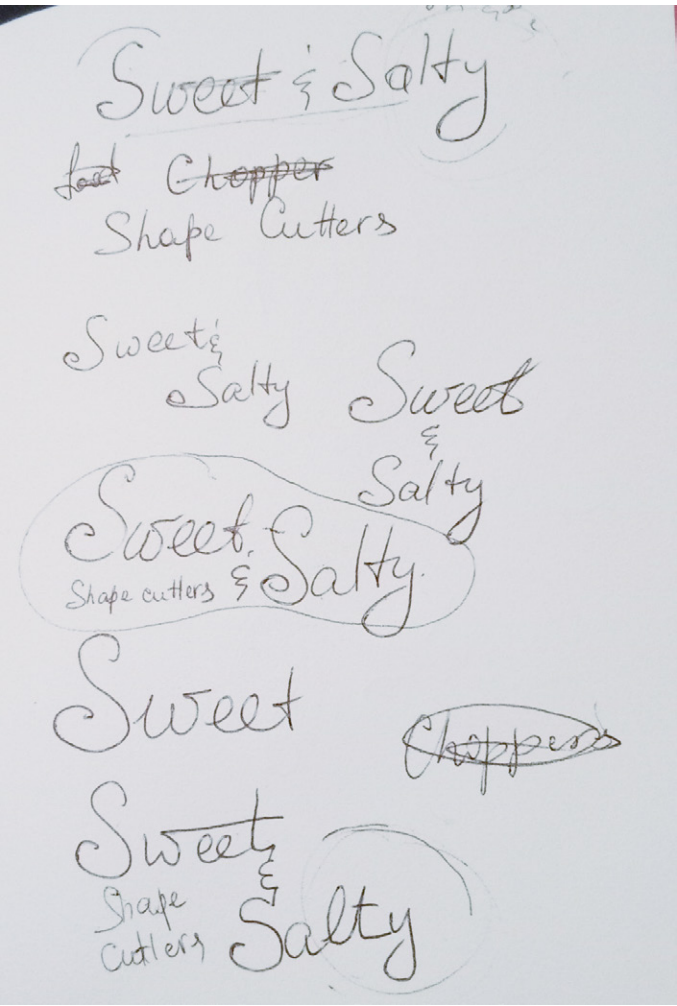
SWEET & Salty Packaging

Challenge

Sweet and Salty Shapes sells shape cutters. We were asked to design a brand and packaging for this product.

Solution

The package includes four animal shapes. A die-cut on the front makes the product visible, and a shortbread shortbread cookie recipe with infographics on the back panel makes the packaging user-friendly. Additionally, cookie shapes on the top panel help identify which animal shapes are included in the package.







Thank You!

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