

PASSPORT



Jacqueline
Martinez

Chapel Hill

India

St. Lucia

Italy

France

Spain

Chapel Hill

4

6

8

10

12

14

16

Itinerary:



About Me

If you ask me where I'm from, I'll point you towards the *Queen City* but the truth is that there's no one place I truly call home. I moved around quite a bit as a kid, living in 4 different states and attending 7 different schools. When we weren't packing our belongings into boxes, we were traveling all over the globe. This transient lifestyle instilled in me an appreciation for and love of my family above all else. It taught me that it's not so much where you are that's important, but rather who you are with.

When it came time to choose where I would attend college, I recognized it as an opportunity to choose for myself where I would get to place some roots of my own. It also meant I got to choose the type of people I would be around for 4 years! For that reason I chose the

University of North Carolina
at Chapel Hill

The Tar Heel community seemed it would be a family like no other, and over the course of 4 years I was happy to find that was beyond true. I've learned that being a Tar Heel isn't just about where you went to school, it's about your character. It's a way of life.

During my time at Carolina I became involved with several amazing organizations, but the most integral to my development into the person I am today is an organization known as the

Carolina for The Kids Foundation.

The Carolina For The Kids Foundation is the state's largest student-run non-profit serving to cover the emotional, medical, and financial needs of the the patients and families of UNC Children's Hospital. I was responsible for planning and coordinating all of the activities and performances for their various fundraising events throughout the year, but my most important task was organizing the annual 24-hour UNC Dance Marathon.

Working for CFTK taught me the true value of thinking on your feet, dreaming outside of the box, and developing & maintaining personal relationships with everyone you meet.

When I wasn't planning the biggest party on campus, I actively volunteered in communication positions for non-profits and University departments, helping me hone my writing skills and gain real world experience. During the summer months, I traveled, worked in a waterpark, and even interned abroad. My time living abroad in a full immersion program changed my life, and is what still inspires me today.

Throughout my time in college I've been so fortunate to come into contact with truly amazing people. I've learned that family comes in forms other than blood, and I've grown leaps and bounds as a person thanks to the little city on a hill. I'm a Tar Heel *born*, I'm a Tar Heel *bred*, and when I die, I'll be a Tar Heel *dead*.



They say if you do what you love,
you'll never work a day in your life.

I'm not sure I entirely agree with that statement, but I do believe you should have a passion behind the work you do. I pride myself on my work ethic and my continuous hunger for self-improvement.

Although I'm not entirely sure how to put a formal job title on what I would like to do for the rest of my life, I do know that I hope to always find myself in

Professional Ambitions

a position where I am learning from those around me and have the opportunity for advancement.

I thrive in fast-paced and collaborative environments that allow me to work on multiple projects and utilize a variety of technical and creative skills. Ideally, this will fall into the Entertainment or Tourism industry.

My dream job is to freelance as content creator, jet-setting all over our beautiful planet and connecting people around the world with one another through unique and memorable travel experiences.

I aspire to develop brand partnerships between influencers and consumers to open doors previously unconsidered.

After graduating from UNC Chapel Hill in May 2018, I am happy to announce that I will be working as a

Creative Manager

for a small publication in the technology industry.

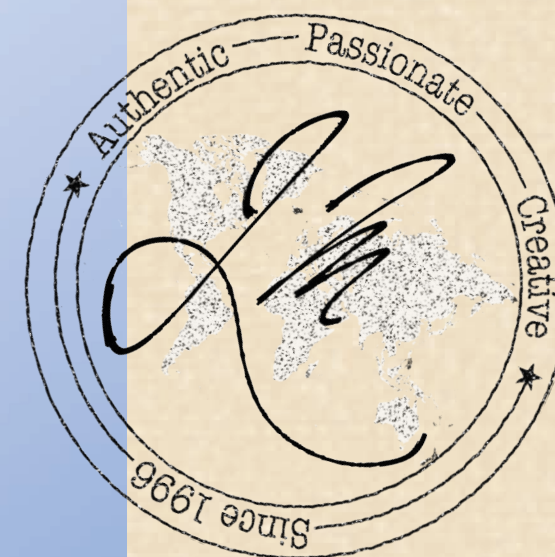
Visual Identity



My obsession for traveling comes through my personality in various ways, so it was only natural for my personal brand to convey that same sense of adventure and wanderlust. I wanted my personal logo to represent a passport or a mail stamp, and then I carried that theme to my personal letterhead and business card. Adding the wavy stripes on the letterhead gives the appearance of mail sent from a far away place, and the business card fortifies this motif with its old-timey postcard look. I am most proud of this design, and I fully intend to incorporate it into all of my personal branding efforts.



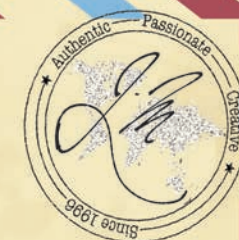
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How to Play TEXAS HOLD'EM POKER

1 Pre-Flop

- Each player receives two cards face down from the dealer in a clockwise fashion. These cards are referred to as *hole cards* or *starting hands*. The first round of betting then begins.
- How Pre-Flop Betting Works**
 - The player sitting to the left of the dealer is the small blind.
 - The player sitting to the left of the small blind is the big blind.
 - The small blind makes a minimum wager for all players to match in order to stay in the game.
 - The big blind then makes a wager that is traditionally no less than double that of the small blind.
 - Every subsequent player, moving in a clockwise fashion, has the option to make one of 3 betting choices: *Raise*, *Call*, or *Fold*.

Flop 2

After the first round of betting, three common cards are placed on the table. A second round of betting continues. In this round, however, there are no blinds. Instead, the player to the left of the dealer can opt to "check" their hand and wager no more money. All subsequent players can either do the same, or raise the wager. Once a raise is made, there is no option to check and all remaining players must call that wager to remain in the game.

Turn 3

Following the Flop, a fourth community card is placed face-up on the table. Betting proceeds in the same manner as the flop stage.

River 4

The fifth and final community card is placed face up on the table. All final bets are placed in the same manner as the Flop and Turn stages. Once all bets have been placed, the players remaining in the game (those who have not folded) must turn over their hole cards. The player with the highest-ranking hand wins.

Betting Options:

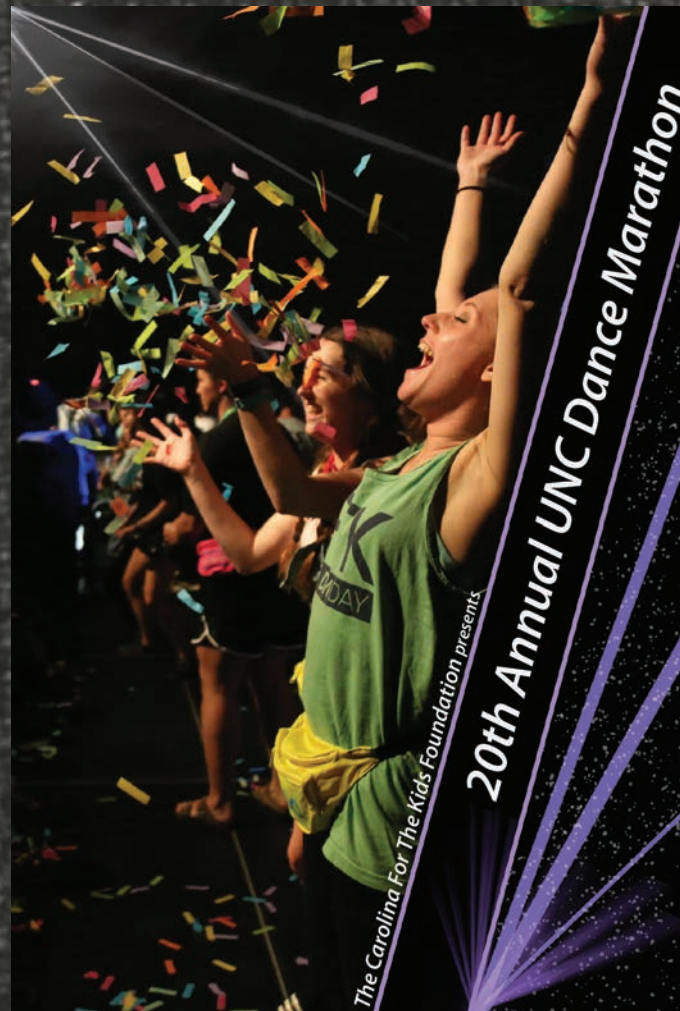
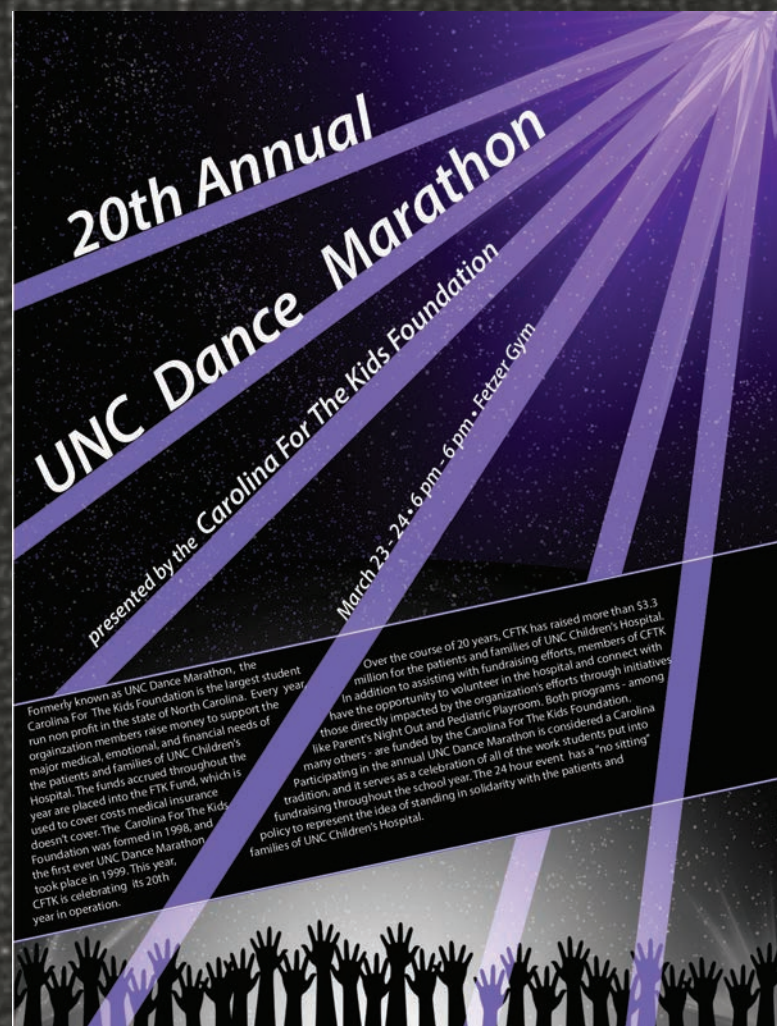
- 1 Raise**
A player may raise a bet by increasing the wager to higher than that of the large blind. This action impacts all.
- 2 Call**
A player may call a bet by wagering the same amount as the large blind.
- 3 Fold**
A player may fold, declining to call the bet and thereby ending their play of the hand.

Hand Rankings

1 Royal Flush A, K, Q, J, 10 all in the same suit	4 Straight 5 cards in sequential order, but not of the same suit
2 Straight Flush 5 cards in a sequence all in the same suit	3 of a Kind 3 cards of the same rank
3 4 of a Kind 4 cards of the same rank	4 Two Pair 2 different pairs
4 Full House 3 of a Kind + a pair	2 Pair 2 cards of the same rank
3 Flush 5 cards of the same suit, but not in sequential order	10 High Card When no hands are made, the highest-ranking card wins

Game Brief

This Poster Series highlights the 24-Hour UNC Dance Marathon hosted by the Carolina For The Kids Foundation. For 3 years, I was responsible for organizing and facilitating the whole event. My best and brightest memories from those years were the flashing lights, flying confetti, and cheering crowd as I danced and sang all night long. I captured those iconic moments in 3 distinct yet cohesive posters that promote the event's 20th Anniversary.



Poster Series

Berlin,
Germany 2005

Anatoletype

Initially our main goal was to create an online collaborative platform to publish our work and do research related to type design and type in public environments (urban epigraphy). Today our microfoundry combines lettering and handwriting expertise with the highest quality in font development and OpenType programming to offer a wide range of customized services as well as a distinctive collection of quality typefaces.

Pascal Duez is a French designer and web developer. He co-founded Anatoletype with Elena in 2005 and currently runs the DZLV web design studio based in Paris, Brussels and Berlin.

Elena
Albertoni &
Pascal Duez

Based in Berlin, Anatoletype was founded in 2005 by Elena Albertoni and Pascal Duez. They describe themselves as "enthusiastic collectors of manykinds of vernacular type and image making." They enjoy experimenting with manual techniques such as drawing, handwriting, calligraphy and silkscreen. In the digital realm, they explore the possibilities of OpenType to give form to their ideas and make their script and handwriting fonts come alive with natural spontaneity.

Elena Albertoni is an independent type designer living in Berlin. After a thorough education in graphic and type design in Amiens and Paris, France, Italian-born Elena joined LucasFonts to perfect her type designing and programming skills. She is especially interested in the way OpenType technology can be used to enrich typographic performance. Among her own typefaces are the spirited script face Dolce and the Gregoria font for the notation of Gregorian chant, both of which won her awards in the TDC type design competition.

For the Typography assignment, I chose to showcase Anatoletype because of its resemblance to calligraphy, handwriting, and type-writer fonts. When developing the design, I wanted to convey the sense of personality and spirit of Anatoletype's creators. When I think of handwriting and signatures, I think of someone scribbling away in a journal or diary. This is how I came to create an image that looks like it was torn right from a notebook.

Typography





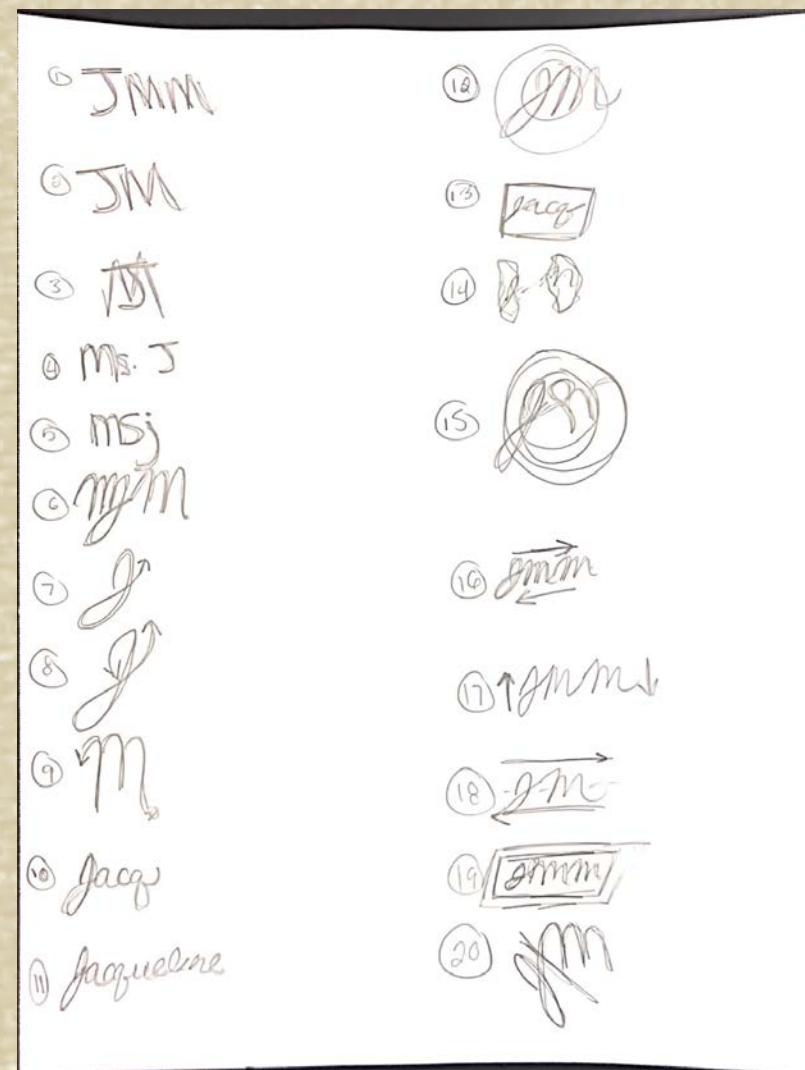
Acknowledgments

First and foremost, I would like to thank my family for their continuous unconditional love and support. Without them behind me, I don't think I would have the courage or self-confidence to pursue my dreams.

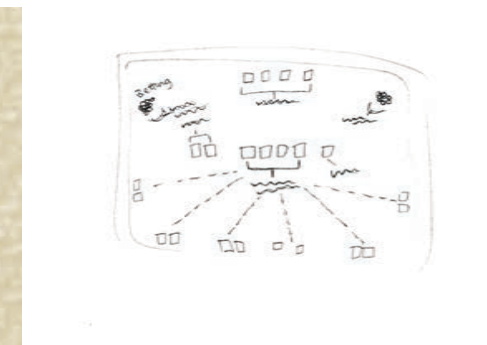
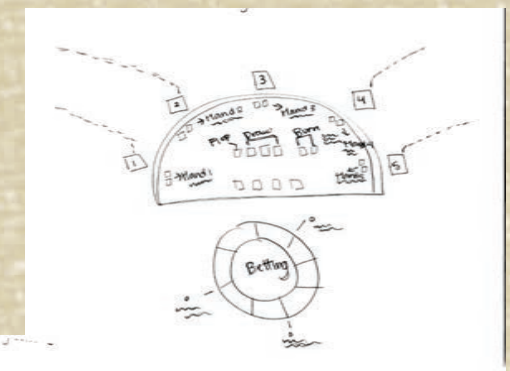
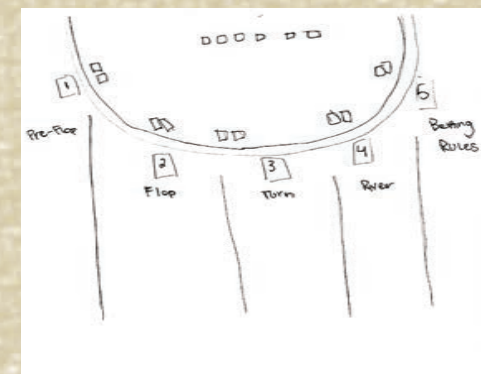
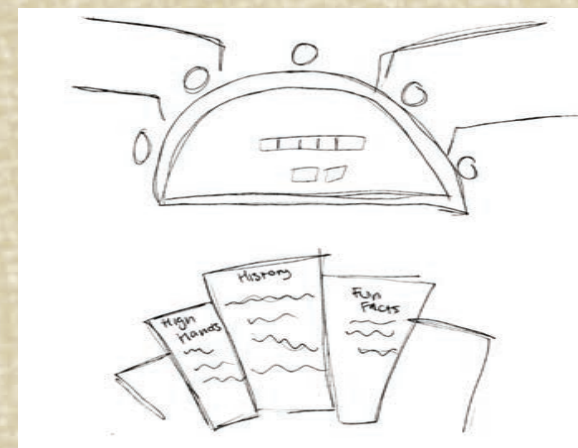
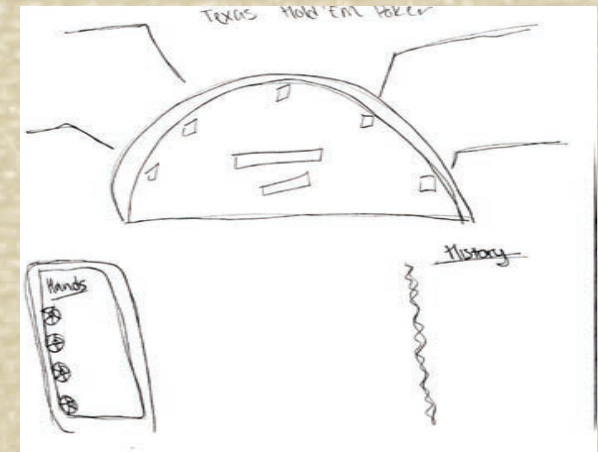
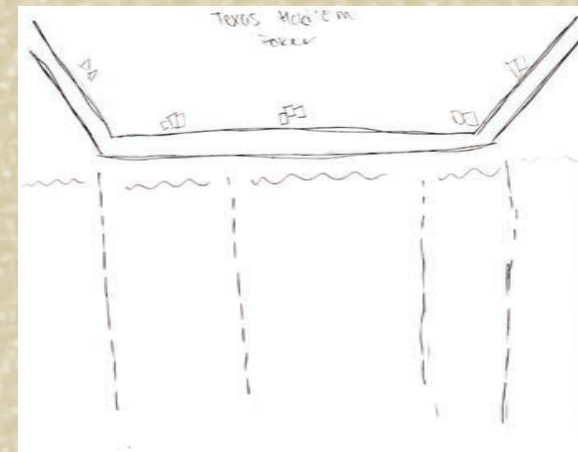
Second, I would like to thank my friends for not only allowing me to be myself, but encouraging me to do so. Their enthusiasm for my creative endeavors was the spark that lit the flame of my spirit.

Lastly, I would like to thank the University of North Carolina and the School of Media and Journalism for providing me with ample resources to learn, grow, and become a talented and qualified young professional.

Visual Identification Ideation



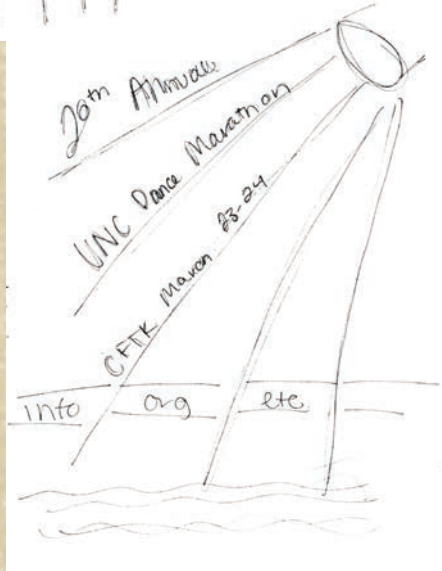
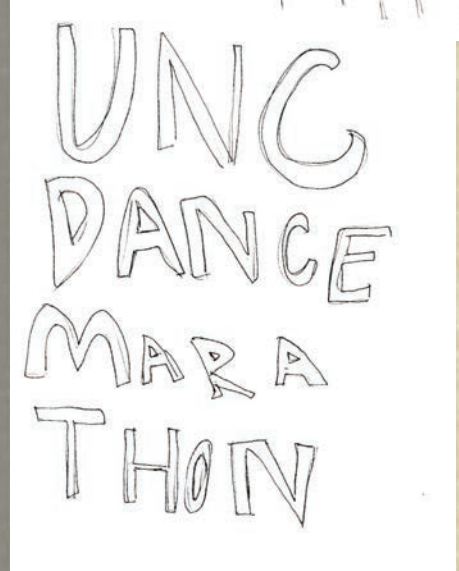
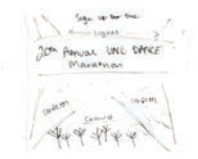
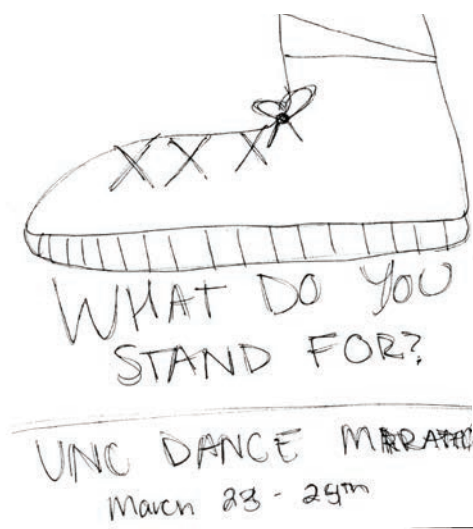
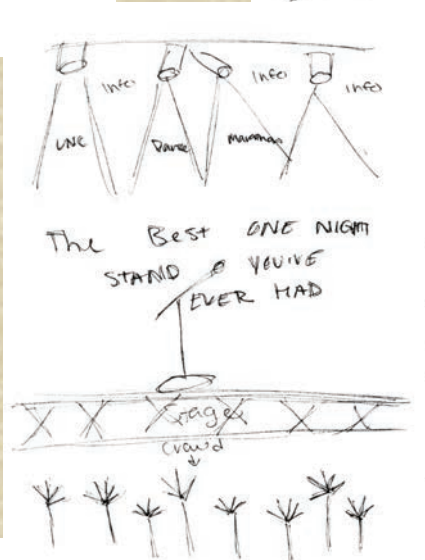
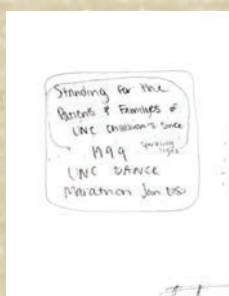
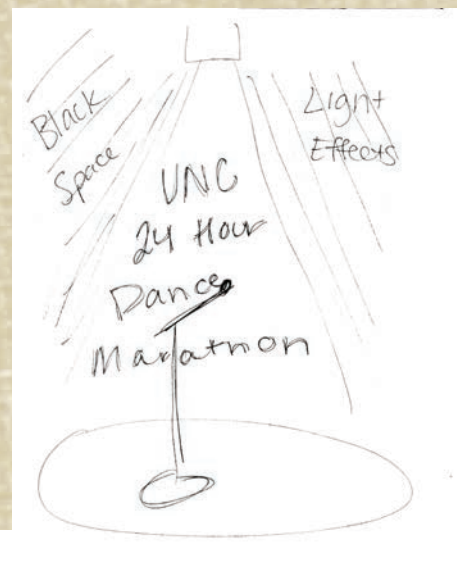
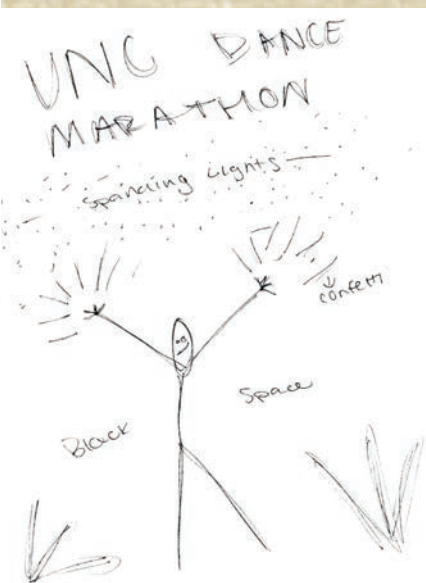
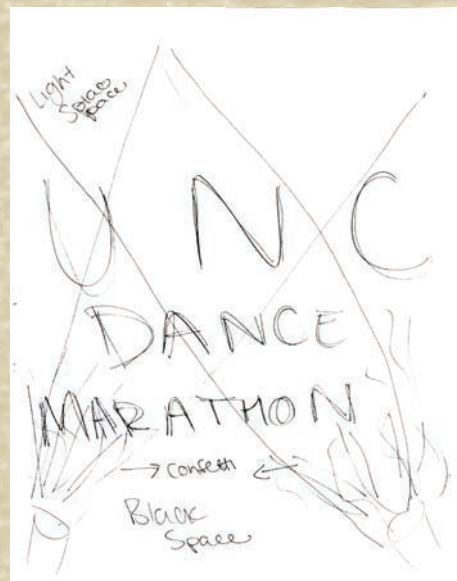
Game Brief Ideation



Appendix

Appendix

Poster Series Ideation



Typography Ideation

