
2023

Portfolio

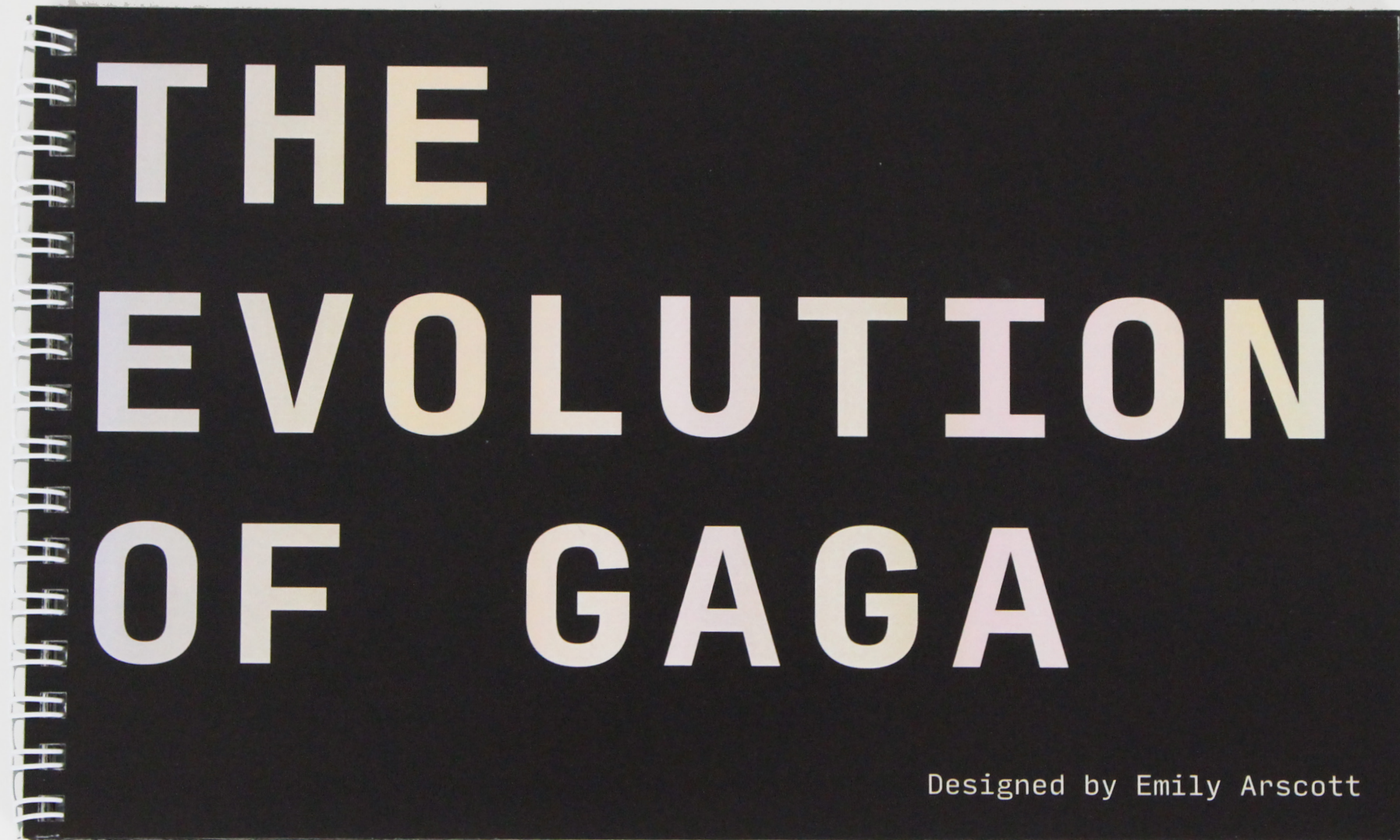
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**Emily Arscott
Designer**

Emily Arscott

The Evolution of Gaga, 2021
7.5 x 11in Wire Bound

Typography and image-focused book design on the career of Lady Gaga. References to pop culture and 2000s design motifs.



THE EVOLUTION OF GAGA

2010

Having successfully gained the world's attention, Gaga reissued The Fame with 8 new songs that cemented her eccentric yet alluring pop star status. The Fame Monster toyed with the darker side of fame and Gaga's accompanying looks grew darker and more gothic in nature. For the release of the EP, dark make-up was paired with long, lacy gowns and veils to turn the star into a horror film heroine and play off the star-studded spectacle that was her first album. Citing the "decay of celebrities" as inspiration, Gaga developed the theme of a monster in both a physical and metaphorical form that would then become an identity for her fans to cling to.

The Fame Monster era really secured Gaga's role as a commercial success, giving the world some of her biggest hits such as "Bad Romance," "Alejandro," and "Telephone" feat. Beyoncé. We all couldn't get enough of the quirky pop

star and so the fashion just became weirder and weirder. Outfits that can only be described as art installation pieces were debuted at red carpets, award shows and outings (hello, meat dress); and the more we all gawked, the more Gaga gave us something to stare at. And just like moths to a flame, we all fell into the perfectly curated trap she had prepared for us.

08



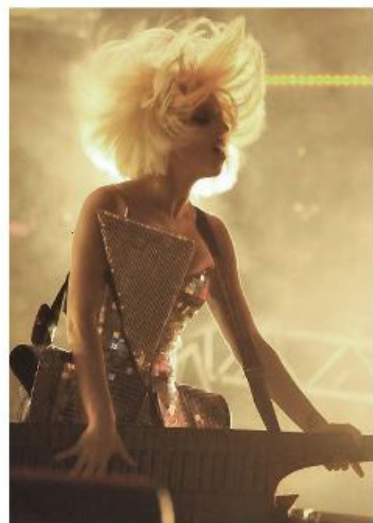
07

2009-2010

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Lady Gaga - "Bad Romance" (2009)

10



09





Emily Arscott




*Rutgers Food Pantry Bus
Ad Campaign, 2022
28 x 11in*

Bus ad campaign with the Rutgers Food Pantry. This series aims to spread awareness about food insecurity as well as advertise the food pantry's resources to students. The phrase "Being a Student is a Lot of Work" is consistent in all advertisement graphics. Each variation has a bright, playful color scheme to appeal to the young student audience.



BEING A STUDENT IS A LOT OF WORK.
Even for students who have jobs and/or meal plans.

Rutgers Student Food Pantry.
100% free for Rutgers students.
No questions asked.



foodpantry.rutgers.edu



foodpantry.rutgers.edu



BEING A STUDENT IS A LOT OF WORK.
Do you have enough on your plate? You're not alone. Approximately 1 in 3 Rutgers students struggles with getting enough food to eat.

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foodpantry.rutgers.edu




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BEING A STUDENT IS A LOT OF WORK.
Feed your future. Food insecurity can lead to lower GPAs, failing classes, and lower graduation rates. Don't let hunger get in the way of your dreams.

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BEING A STUDENT IS A LOT OF WORK.
Take a little, take a lot. The Rutgers Student Food Pantry is fully stocked and ready to serve all Rutgers students, regardless of need.

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RUTGERS.
Student Affairs

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Student Affairs

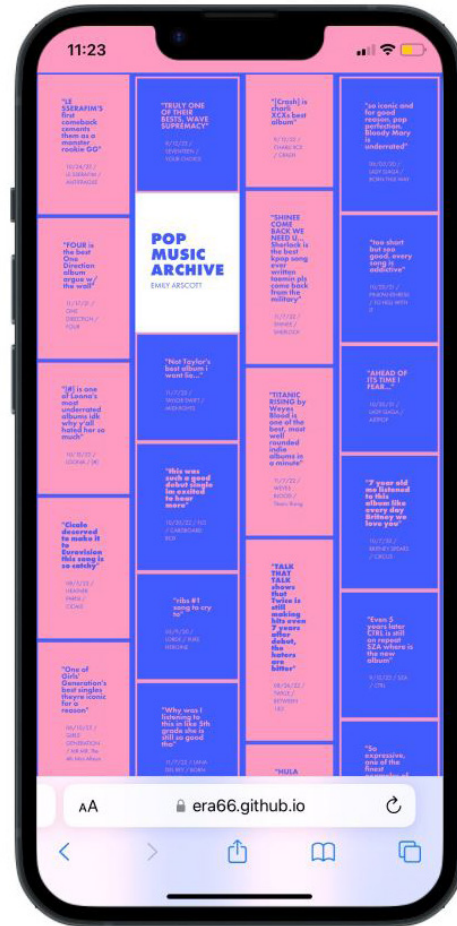
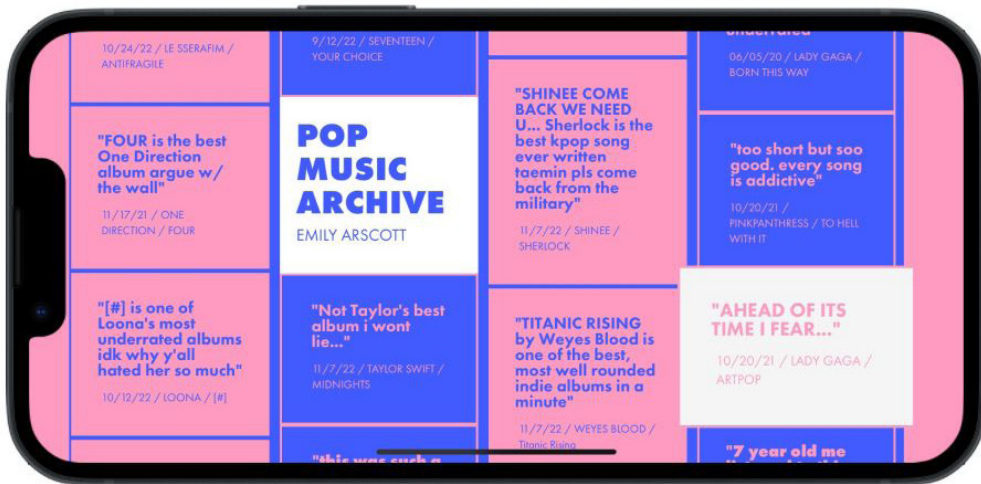
Rutgers Food Pantry Bus Ad Campaign, 2022

28 x 11in

Poster graphic (left) and instagram post variations (right).

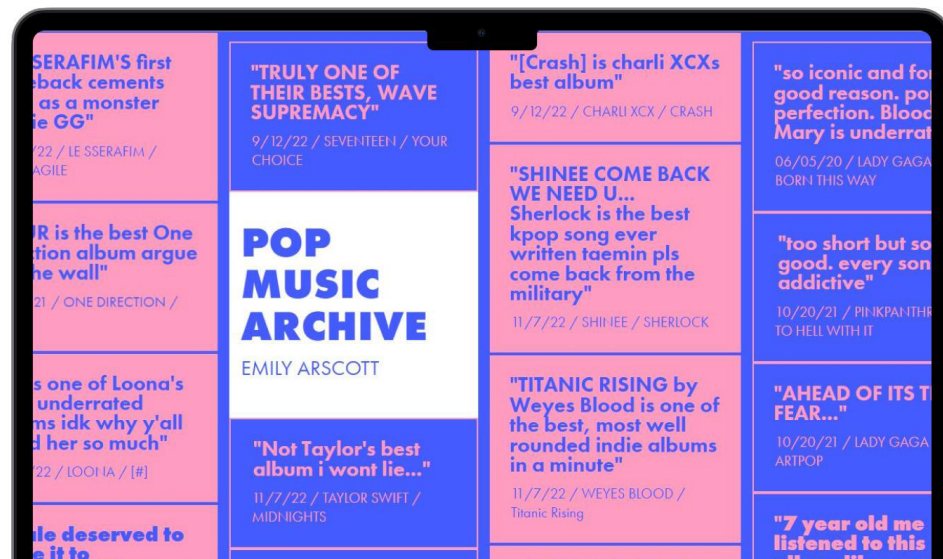


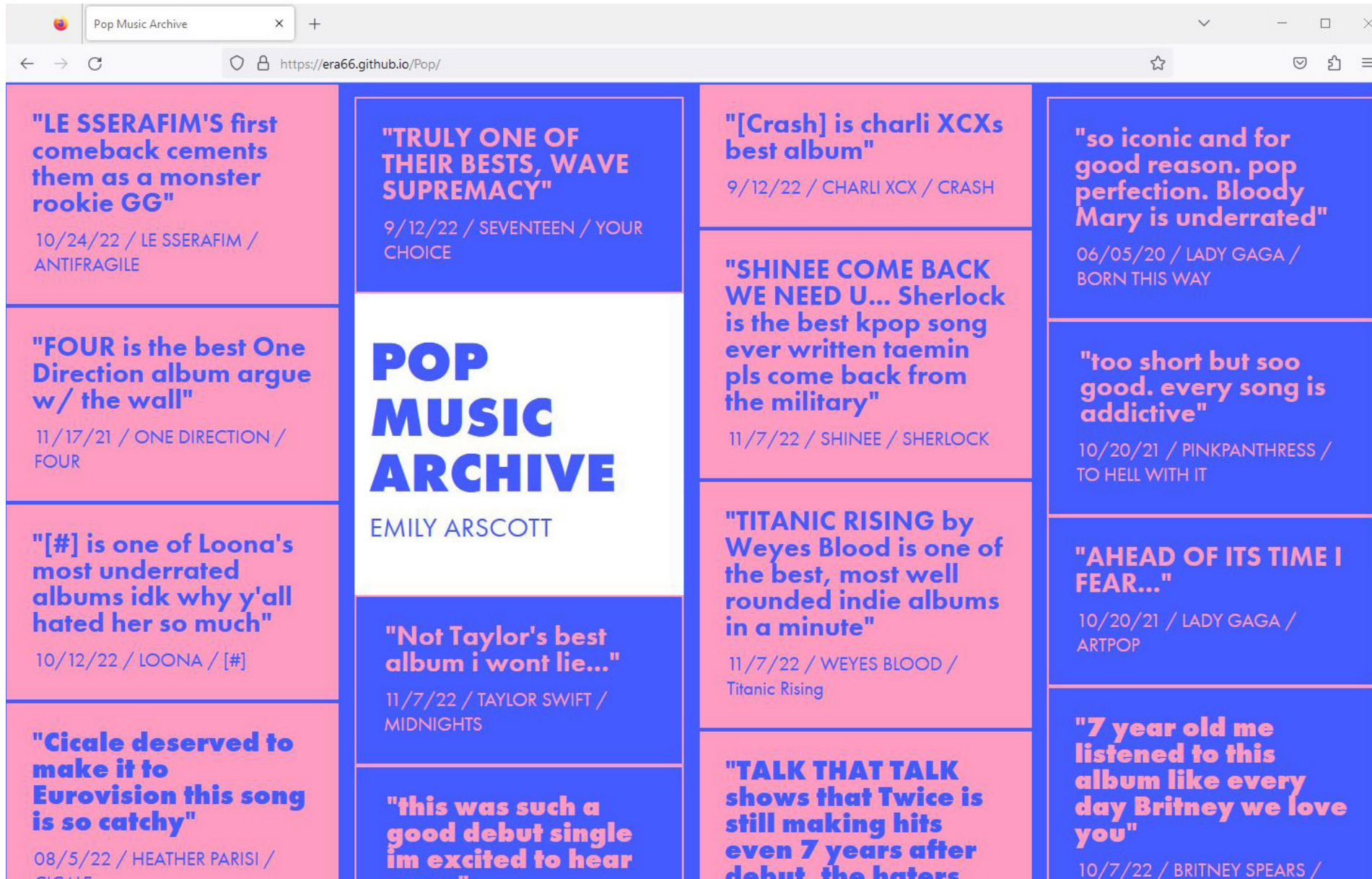
Emily Arscott



Pop Music Archive, 2022
Responsive Digital Website

Interactive archive of music within pop culture.
A personal blog-style collection of pop music.
[Link](#)





Emily Arscott



22nd Annual Winter Lecture Series:
Adapting to a New Climate, 2022
10 x 16in

Identity created for the 22nd Annual Winter Lecture Series: Adapting to a New Climate, hosted by the New York Botanical Garden. The series addresses climate and environmental challenges. The design centers around environmental charts and graphs, using a line motif that appears in all graphics.

Emily Arscott

22nd Annual Winter Lecture Series:
Adapting to A New Climate, 2022
10 x 16in
3 Poster Graphics

22ND ANNUAL WINTER LECTURE SERIES:

This year's speakers explore proactive and intentional approaches that address the changing climate and environmental challenges we are facing now-not just beautifying landscapes but repairing and strengthening them.

Adapting To A New Climate

THURSDAY JANUARY 27, FEBRUARY 24, + MARCH 31, 2022

Kate Orff

MENDING THE LANDSCAPE
01/27

ONLINE

For Kate Orff, landscape architects must do more than "beautify"—they must help reset ecosystems to reconnect people to each other through ecological-social design.

NEW YORK BOTANICAL GARDEN

Claudia West

REBUILDING ABUNDANCE
02/24

ROSS HALL

Claudia West will share the scientific models and hands-on techniques her landscape design firm, Phyto Studio, applies to create rich and stable plantings while tackling maintenance challenges.

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NEW YORK BOTANICAL GARDEN

ENVISIONING LANDSCAPES: MAKING THE UNSEEN SEEN
03/31

James Burnett

ROSS HALL

James Burnett will discuss how landscapes can transform cities and strengthen communities, while addressing issues of access, equity, and health in public spaces.

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NEW YORK BOTANICAL GARDEN

Emily Arscott

22nd Annual Winter Lecture Series:
Adapting to A New Climate, 2022
1080 x 1080px
3 Instagram Graphics

22ND ANNUAL WINTER LECTURE SERIES: **ADAPTING TO A NEW CLIMATE** | *ENVISIONING LANDSCAPES: MAKING THE UNSEEN SEEN*

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03/31
ROSS HALL

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Claudia West

NEW YORK BOTANICAL GARDEN

Emily Arcscott



Rutgers Residence Life Tiktok
Launch Graphics, 2022

8.5 x 11in, 24 x 36in

MidKnight Breakfast is a Rutgers University tradition where, during finals week, the dining hall will open one night from 11:30PM-1AM to serve breakfast food. This event is held once a semester and is marketed towards students. The bright color scheme fits within the existing Rutgers visual identity system while also drawing in students.



Emily Arscott

Rutgers MidKnight Breakfast,
2022

1080 x 1920px, 1920 x 1080px

A series of promotional graphics created for the launch of the Rutgers–New Brunswick’s Residence Life TikTok page. Consists of 3 instagram graphics, 3 twitter posts, and a flyer.



Emily Arscott

Gen.Art, 2022 8.5 x 11in, Saddle Stitch

Gen.Art is a 25 Page book created on a generative drawing program. First, a website was created with HTML/CSS and p5.js with a drawing function for the user.

Users would click to draw a randomly generated flower shape in different colors, sizes, and transparencies. With this drawing tool, users could create unique and interesting compositions that they could later download. This book is a compilation of drawings made on the drawing program.

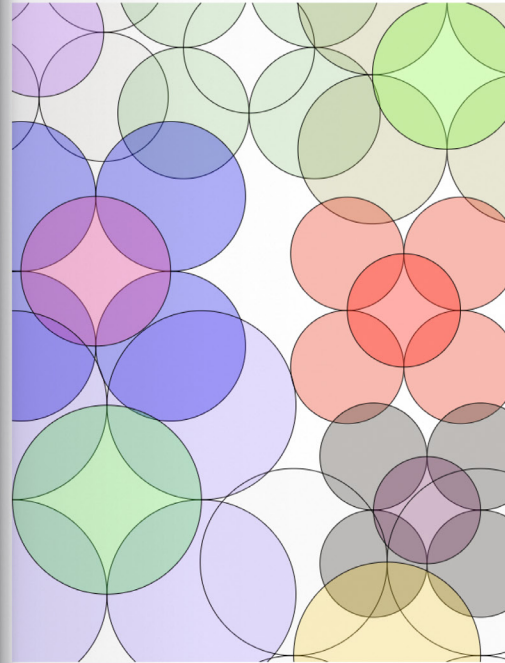
GEN.ART: DRAWING MACHINE

GEN.ART is a computer generated drawing program. Designed on P5.JS, the program expands, alters, and complicates the act of drawing. Users draw through randomly generated flower designs, each flower a random size, color, or opacity. The element of unpredictability and uncertainty, as well as a limited control over the drawing program, creates a new and exciting drawing experience.

loving-torvalds-35d882.netlify.app/projects/drawing/drawing.html

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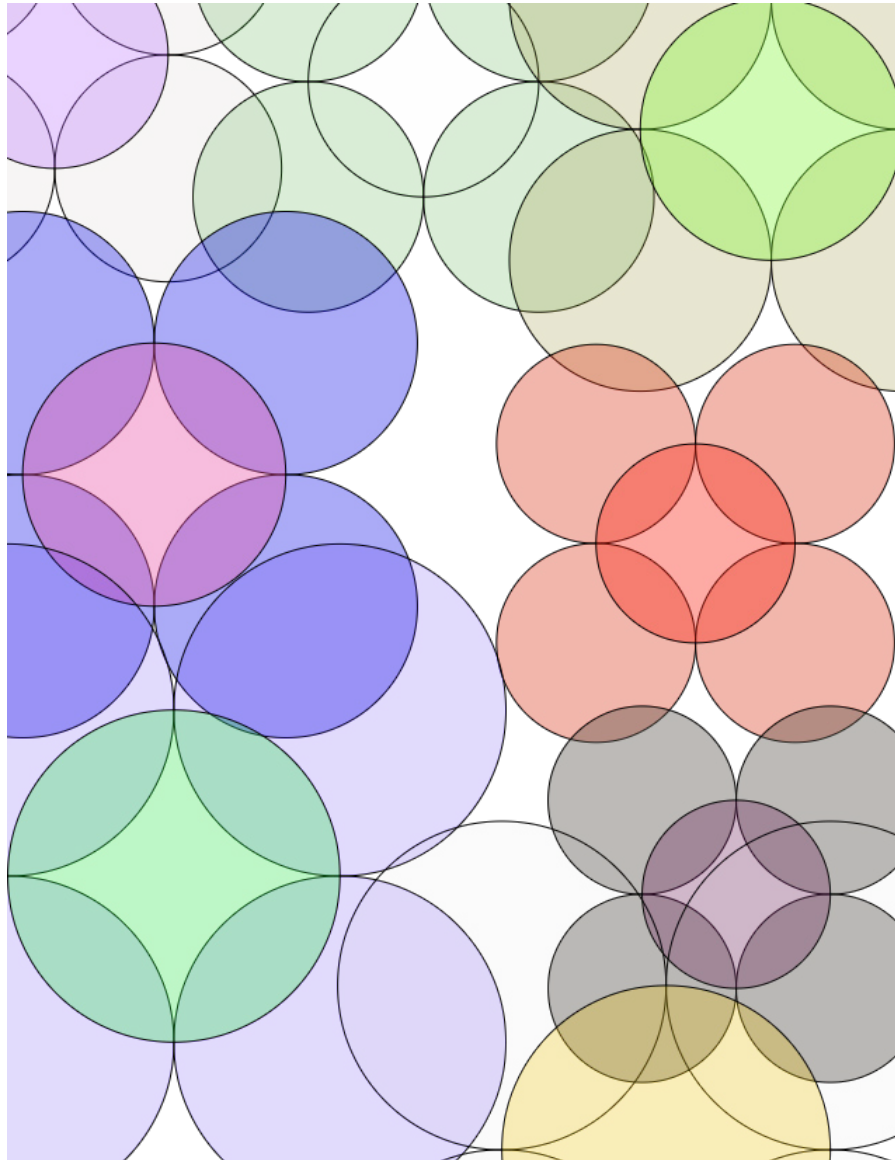
GEN.ART: DRAWING MACHINE



182.637 BYTES

15

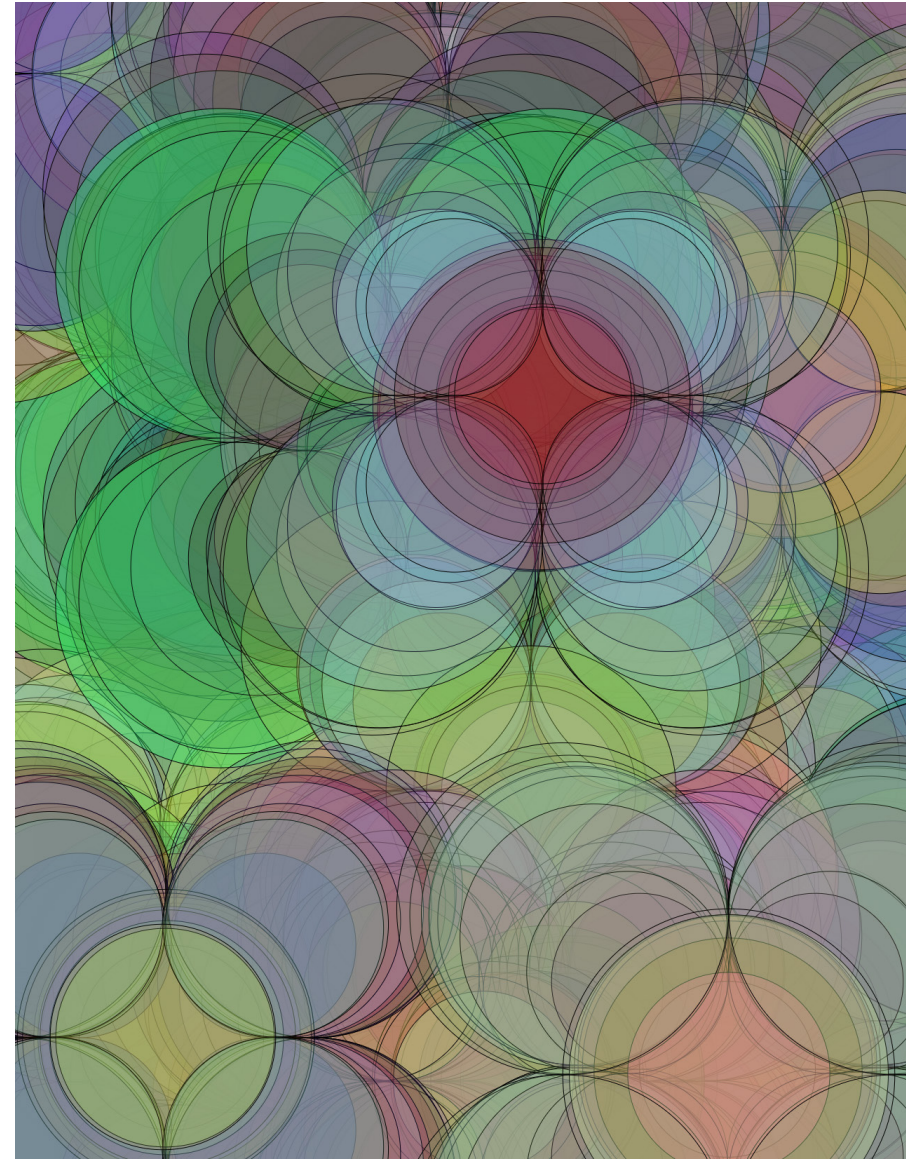
GEN.ART: DRAWING MACHINE



182.637 BYTES

15

GEN.ART: DRAWING MACHINE



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