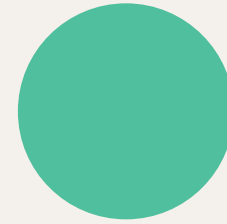


AUROLA WEDMAN ALFARO



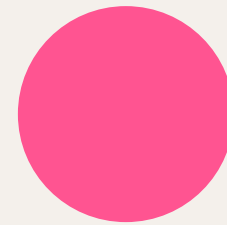
VISUAL COMMUNICATION PORTFOLIO

COMMENTS



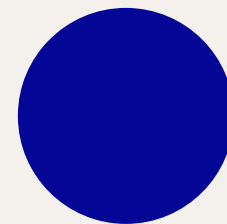
PHOTOGRAPHY

Costume Museum
Illuminate
Portraits
Girl Talk Uninterrupted
Stay Groovy



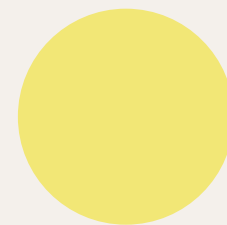
GRAPHIC DESIGN

Stephens Life Magazine Layouts
Bike for Veterans
Identity design: Dandelion Seeds
My Kicks
Identity + web design: Mindful Margo
Everyday Heroes
Web + blog design: Borderless Colors



FILM

Mental Health Awareness
Pink



SOCIAL MEDIA

Stephens College School of Design
Truman VA

COSTUME MUSEUM AND RESEARCH LIBRARY

Client: Stephens College
My role: Photographer and designer

I volunteered as a photographer for the Costume Museum and Research Library at Stephens College. Every semester, I took photos of exhibits and historical costumes and documents. I also designed a postcard to promote one of the exhibits.







Postcard design for exhibit

ILLUMINATE

Client: Stephens College
My role: Art Director + Photographer

Illuminate is the theme for the 76th annual student fashion show at Stephens College. Driven to merge sustainability and fashion, Illuminate seeks to expand the awareness of slow fashion through natural elements and eco friendly manufacturing techniques. I was in charge of creating visuals for the fashion show's flyer and promotional materials.



Poster design by Olivia Catt



fashion

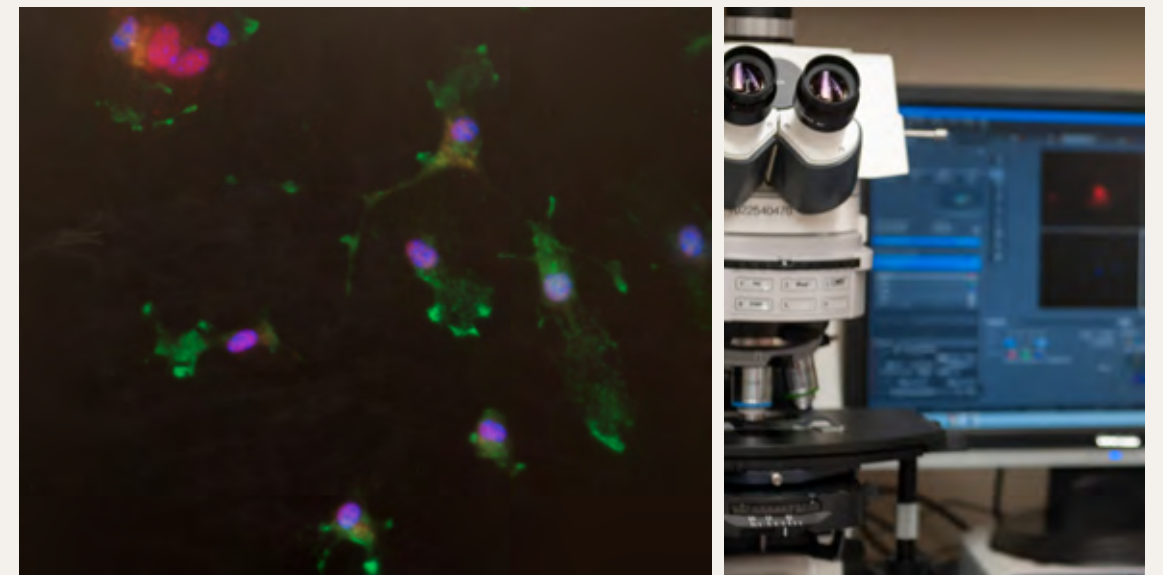


+nature

PORTRAITS

Client: Various

My role: Photographer





GIRL TALK UNINTERRUPTED

Client: Stephens Life magazine

My role: Photographer

Girl Talk Uninterrupted shatters stereotypes regarding beauty, femininity, and body image. While reclaiming the color pink, the images showcase female empowerment and appreciation for the beauty of all body types. The story also dives into complex issues like intimacy, sex, gender roles, and body perceptions.





STAY GROOVY

Client: Hitt Records (school project)
My role: Art Director + Photographer

Hitt Records is an independent, locally-owned record store in Columbia, MO.



MAGAZINE LAYOUTS

Client: Stephens Life magazine

These are some of the layouts I designed as the editor in chief of Stephens Life magazine at Stephens College.

You can see the full magazines here:
<https://issuu.com/stephenslifemagazine>



meliorism
[mēl-yə-ri-zəm]
(n.)

(in word for the belief that the world tends to
and that humans can aid its betterment.

The presenters call out magazine names.

An excited crowd claps and the voices are muffled. The review commentators of the top 10 magazines at the National College Media Convention in Washington is now announcing the third place winner. I am getting more nervous. Having flipped through some of the other participating publications, I know they are good. I wonder if the judges will see the Voyage issue the way I do. Will they notice the thoughtful typography, the careful alignment? The headline on the cover? Will our best photographs captivate them in the same way they captivate me when I am skimming through? The Voyage issue was my first case as editor-in-chief. So naturally, I am much like the parent who looks at their child with nothing but love.

But let's go back to the moment. Rapid breathing, heart racing. I put my phone down and encourage a look with my peers. I doubt the outcome, but I am certain that we did our best. You know how the story ends. Stephens Life wins first place for the Best of Show with the Voyage issue. We smile and take photos. We ponder on how to fit the trophy in our already full suitcases. But first, we go out to lunch and get a free dessert. Courtesy of the trophy - which causes the amiable server of a Greek restaurant to inquire about our victory. As we enjoy the brunch program, we agree to come up with a courtesy agreement that enables each person to have dinner with the trophy once a month. Hopefully, its perks don't wear off.

This story is not about the win. It's not about how great we are. It's about the things people can do when they get their minds to it. We have a small staff, some of our students are majoring in investigative journalism. During a transition lecture, an editor mentioned he had just recruited 30 new staff members for his publication. That's triple our staff! We still win.

Freedom is the theme of this issue. Humans have fought, run, achieved unimaginable pain, sacrificed their lives for a taste of freedom. The few have stood up against the many, the freedom. Despite the circumstances and the barriers, change has been made by smart, determined people who gave their best. Today we are still fighting for freedom—freedom of speech, freedom of religion, freedom to do what we see fit with our bodies.

In this issue, we propose a conversation about freedom. Our stories, poetry, photos and illustrations touch on identity, religion, culture and even history. While you navigate wondrous incorporation in Galby Hall! From Kismet to She into the complicated dynamics of politics and family with Would You Understand Me If I Screamed?, I hope you will feel an answer to this question: What does freedom mean to you? If inspiration or answers hit you, turn to the last page. That one is yours to fill.

Enjoy, readers & our writers.

Aurora Weidman Alfaro
PUBLISHER IN CHIEF

Aurora Weidman Alfaro

Stephens Life | Fall 2019 | Issue No. 4

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Arianna said, "she came over to my desk and stood directly over me saying, 'Hey, I don't know what the problem is, or what is going on with this style because the production team has sent previous emails for it. Are you not seeing it?' I wouldn't even get out what I was trying to say before she impatiently called for my mentor." The tech designer then explained the issue to the mentor who acted as if she was hearing the news for the first time and told the tech designer that they'd fix it right away.

Arianna felt that her mentor failed to stick up for her in regards to how she was approached. So, she went over to her coworker's desk to vent. After she vented back to her desk, calmed down, raised her hands, and told her what happened. And then she wrote an email to the tech designer explaining the miscommunication they had. But she never responded back. Arianna says, "White women can get away with not being respectful sometimes but as a black woman when dealing with a white woman you have to be the respectful one."

In Arianna's coworker case things went a lot different. There was an awkward in a conference room between a designer and the coworker. The coworker suggested an idea for a style but it was perceived as aggressive and resulted into a meeting where this individual was told she was "abrasive." Better Arianna was hired, her coworker dealt with being the only black girl in the office for a period of time. Which made her become depressed and she started being quieter and staying at her desk more. She wasn't going out of her way to greet people through the world she did that sometimes, but the women in the office wouldn't say anything back to her.

So, she grew tired of that and tired of being the only respectful one in the workplace. As a result of her "staying to herself" she was evaluated because she was silent and she didn't interact with others.

But previously, she was evaluated for being too social and interactive. And now she was being told she wasn't social enough and that other women complained that she wouldn't greet them. She felt as if she couldn't "just be" because no matter what there was a problem. In Arianna's interview about her coworker she said, "So, when I was hired, she got back happy because she had someone to express her transgressions in the workplace with. When you're in white spaces you can't dump out stuff, you have to hold it in. No matter if there's an ally present, they can't feel that experience. All you can do is tell a story to them. But, to tell a story to someone and to share a story with someone, is two different feelings. And she was missing that."

No matter if a black woman is sad, excited, irritated, happy, or even angry; they have to limit those emotions. Suppress them even. They must be careful on how they express themselves, how they speak in conversations, how they move, when dealing with white and non-black people in order to avoid the angry black woman label.

And when it comes to feeling comfortable or a sense of belonging in the work space that is ultimately absent in regards to black women, black women feel as though they can be safe to express themselves emotionally in spaces where there are only other black women.

In an interview with Aisha Badwan, an alumna of Stephens College, she talked about the experience of being labeled an angry black woman, and how she dealt with it, and black sisterhood. In college, Aisha held leadership positions such as, Vice President of Inequality, known as IWE, and SGA Diversity Chair. She felt that she had to fight and claw her way through everything when it came to her leadership positions. When it came to certain curricula, she felt she had to censor herself because others felt she could offend people. But they failed to recognize how she felt when dealing with microaggressions on a daily basis. They were



I knew her religion before I knew her name. The conscious decision to wear a hijab and show affiliation with Islam, which has been surrounded by negative connotations, requires courage. I knew that beyond the headscarf she was like me—a woman with dreams and aspirations. I realized over and said hi.

According to Pew Research, the U.S. Muslim population exceeds 3 million, and approximately half of the women who identify as Muslim wear a headscarf. Despite that, the headscarf is still surrounded by curiosity and prejudice. In this article, four Midwestern Muslim-American women share their hijab experiences to spread awareness and understanding of what it means to be a Muslim-American woman today.

REDEFINING FASHION WITH SUMMER ALBARA

High school had just started and Summer Albartha wanted to appear friendly. Like every other ninth-grader at Parkway West High School in Bellevue, Missouri, making friends was important to her. Unlike most, Albartha had an additional concern: she didn't want her headscarf to deter anyone from wanting to be her friend. Albartha, who identifies as Muslim-American, was very interested in modest fashion, a way of dressing that covers her skin for reasons of faith, religion, or personal preference. She was always styling her family and friends and wanted to shatter stereotypes about people who dress modestly. "You can decide to maintain your values and also dress in a way that's fashionable, fun, and professional," she says.

Instead of allowing her religious beliefs to be an obstacle for her fashion styling, Albartha's creativity flourished. She began noticing modest fashion hashtags on social media and decided to start her own blog and contribute to this community. "Pre-social media, the only source of inspiration was in magazines and billboards and there wasn't much diversity," she says. Finally, she felt like her interest for the fashion world and modest styling had a common ground.

Now, Albartha is a modest fashion influencer based in New York who shows her styles with over 300,000 followers. She has been featured in Teen Vogue, Marie Claire, numerous brand partnerships and advertising campaigns, including Summer Salt. She was also a model for Karlie Kloss' Express Runway Show. Albartha recognizes she had an easy transition into wearing the hijab and wishes to inspire others who might be struggling. "Whether it be in [wearing] hijab, dressing modestly or just in getting ready in the morning, I would love if someone would come to my page, get their inspiration and then get ready and feel confident," she adds.

IDENTIFYING AS A FEMINIST WITH HANNA ABDULKHALIQ

Hanana Lotfi is a University of Missouri journalism and statistics graduate, who is currently pursuing a master's degree at the highly selective Columbia University in New York. She grew up in Columbia, Missouri and knew she wanted to wear the hijab since she was a child. During her upbringing, her parents, who are from India, introduced the local concept Lotfi

wearing the hijab and wishes to inspire others who might be struggling. "Whether it be in [wearing] hijab, dressing modestly or just in getting ready in the morning, I would love if someone would come to my page, get their inspiration and then get ready and feel confident," she adds.

TERMS TO KNOW

Hijab: Originally used to describe any concealing garment worn by women outside the house. Now, it is frequently used interchangeably with the term headscarf.

Headscarf: A piece of fabric that covers the head and hair while leaving the face uncovered.

Niqab: Garment that covers the face and head, leaving the eyes uncovered.

Burqa: Garment that covers the full body and usually has a screen across the eyes.

grew up in an environment centered around Muslim community and was surrounded by women who wore headscarves. She said that seeing women who she looked up to wearing the hijab, made her want to wear it too.

"My parents, and my mom specifically, always did a really good job about encouraging me to learn about faith on my own," she says. Her mother encouraged her to read about the meaning of hijab and why women wear it. Lotfi explains that in a world that objectifies women and focuses on their appearance, choosing to dress in a modest way is inspiring. "Hijab was something that was really empowering for me and actually what led me down the road of identifying as a feminist. Hijab allowed me to gain confidence. When I was putting the headscarf, I was covering what was irrelevant about me and highlighting what was most important: my thoughts and my opinions," she concludes.

THE TRANSITION WITH HANNA ABDULKHALIQ

Life changes are often met with excitement and celebration. For Hanana Abdulkhaliq, a senior biology major at the University of Missouri, this celebration of change occurred when her friends threw her a surprise hijab party. The summer before starting college, Abdulkhaliq went to Dubai with her family. She decided to start wearing the hijab there and come back wearing it. "I thought that was the best transition. I didn't really have to worry about people around me because the majority there are Muslims," she explains.

VIEW FULL MAGAZINES HERE:
<https://issuu.com/stephenslifemagazine>

BIKE FOR VETERANS

Client: Truman VA Medical Research Foundation

Each year, the Research Foundation hosts a bike ride to raise funds and resources to benefit education and research programs at Truman VA. I designed the marketing materials and t-shirts for this event. The objective was to create a bold graphic that would stand out and generate interest in the bike ride.



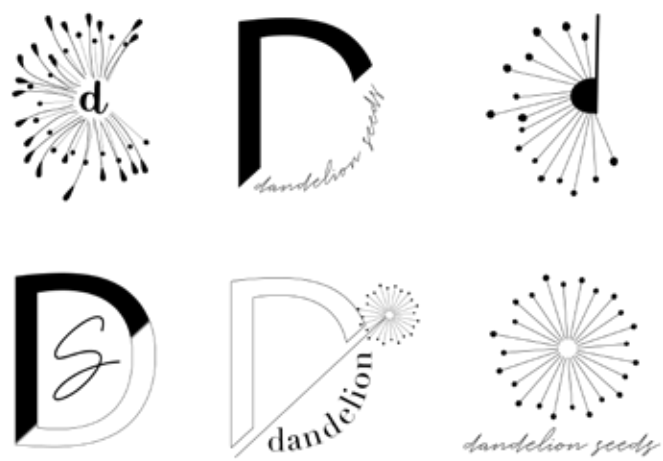




IDENTITY DESIGN

Client: Dandelion Seeds

Dandelion Seeds is a mommy and me clothing store that offers the latest trends in coordinating fashions for the whole family. I developed a logo, font palette, and color palette.



DANDELION SEEDS



Logo variations

Color palette



Typography

Mango Script - Headlines
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 1234567890

Montserrat Regular - Copy
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
 Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
 Xx Yy Zz 1234567890

MY KICKS

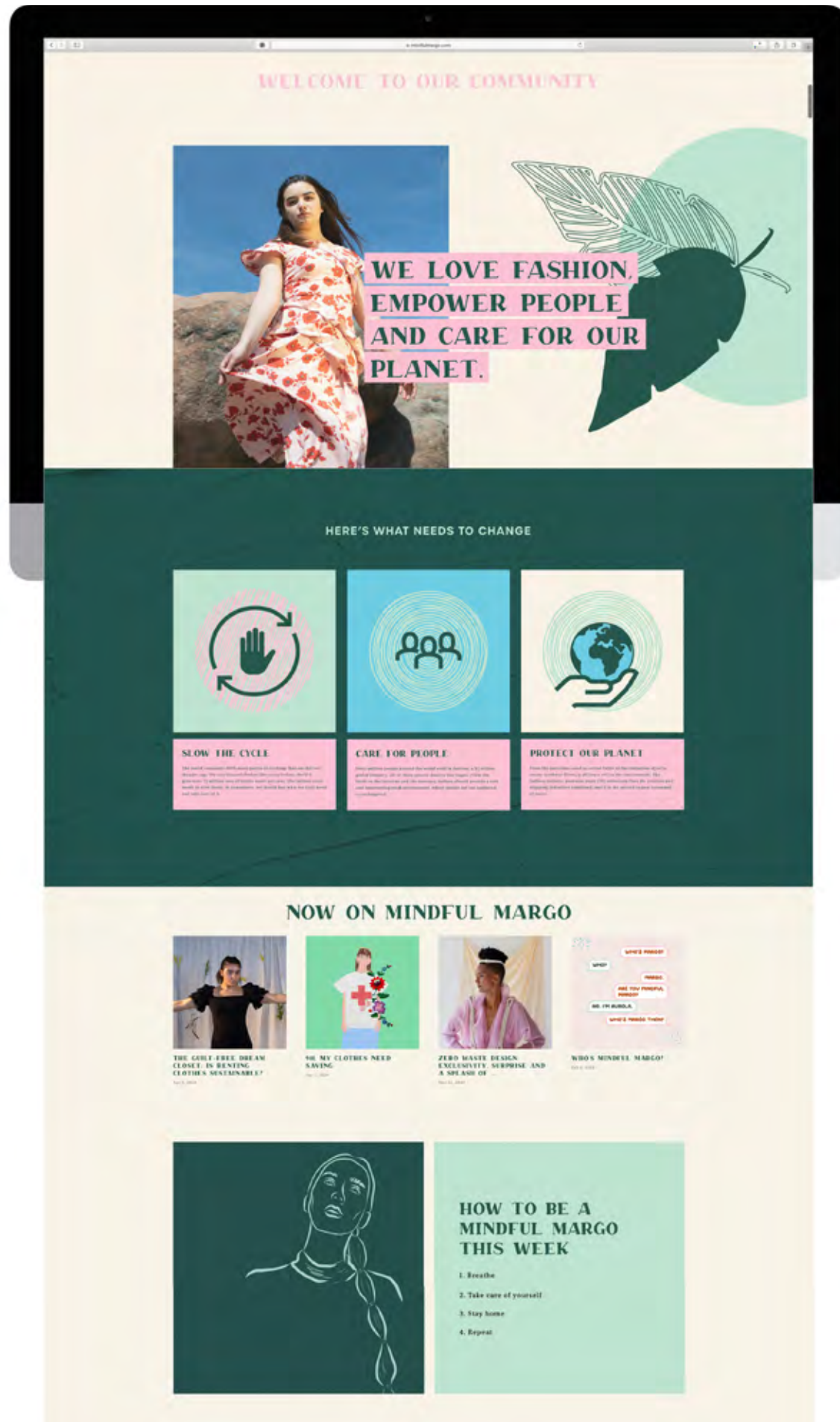
Client: Nike (mock design)

Inspired by the “Kiss My Airs” campaign, this ad celebrates the redefinition of a classic. Innovative imagery and vibrant colors encapsulate the revolutionary spirit of the Air Force 1.



Introductory Kit





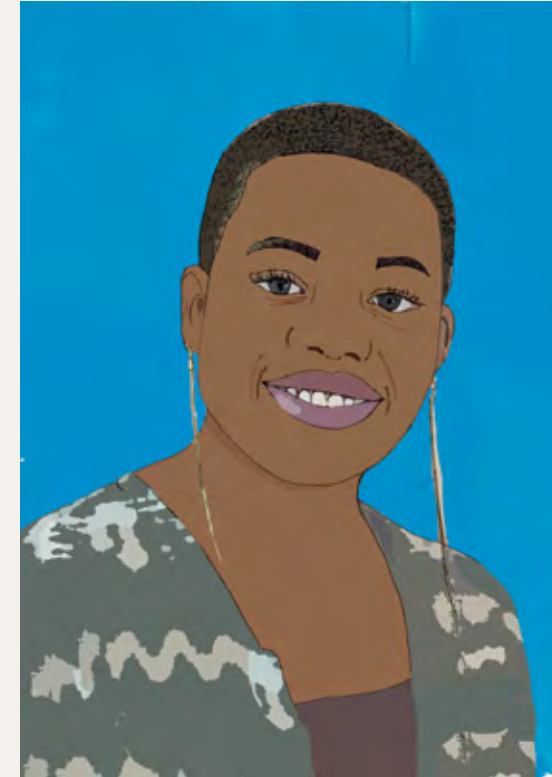
Website Design

Link: <https://www.mindfulmargo.com/home>

EVERYDAY HEROES

Client: Stephens Life magazine

These illustrations were part of Everyday Heroes, an article that I wrote for Stephens Life magazine highlighting ordinary people who do extraordinary things. I photographed the subjects, hand-traced the images, scanned them and then used a combination of Adobe Illustrator and Adobe Photoshop to achieve the end result.





...of the research for my senior
...stone project. I read a book that
addresses the creative process in a very
interesting way. It's a fun, illustrated
book called Steal Like an Artist by Austin
Kleon. The book questions originality,
"nothing comes from nowhere," says
Kleon. "All creative work and from the world
came before." The author invites artists
to accept that inspiration comes from
other people's work and therefore, motivates
people to seek things that inspire them
around us, and therefore, motivates them
and "steal" them (not literally! Take a
photo or save a link) to use as
inspiration later.

BORDERLESS COLORS

Blog layout and web design
Link: <https://borderlesscolors.com>



Read in English Leer en Español

I can't count how many times I've wanted to start a creative project but get caught up in the details before I take the first step. Will this look aesthetically pleasing? Is this idea original enough? Is it interesting?

As part of the research for my senior capstone project, I read a book that addresses the creative process in a very interesting way. It's a fun, illustrated book called *Steal Like an Artist* by Austin Kleon. The book questions originality. "nothing comes from nowhere," says Kleon. "All creative work builds on what came before." The author invites artists to accept that inspiration comes from other people's work and from the world around us, and therefore, motivates people to seek things that inspire them and "steal" them (not literally! Take a photo or save a link) to use as inspiration later.

I wrote a book review here if you want to know more. But in the meantime, here are three lessons that I learned from *Steal Like an Artist*.

1) Inspiration will find you

Inspiration can come from different places. Surrounding yourself by interesting people and stimulating environments helps keep your mind open. Kleon suggests traveling, using your hands (drawing, sewing, planting) and keeping other hobbies. A new city or a song that you play with your guitar could be the source of inspiration for your next masterpiece. At the same time, Kleon recommends spending time alone and allowing yourself to be bored by ordinary tasks. Creative stimulation and quiet time to create your work are equally important.



borderless colors



BLOG



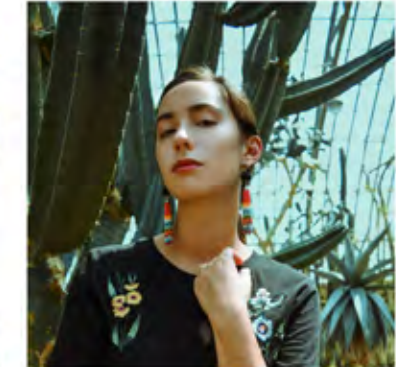
Quarantine Lessons: Design Your Life

AUROLA WEDMAN - MAY 25, 2020



Going home: Costa Rica

WILL VIGUEZ - MAY 18, 2020



Is Originality a Real Thing?

AUROLA WEDMAN - OCTOBER 21, 2019



Masculine Pink

AUROLA WEDMAN - OCTOBER 10, 2019



¡Café, Café!

WILL VIGUEZ - SEPTEMBER 30, 2019



To Read: Steal Like an Artist

AUROLA WEDMAN - SEPTEMBER 11, 2019



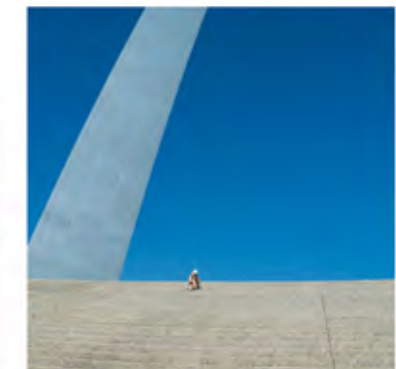
Dare to Swim and Post?

AUROLA WEDMAN - AUGUST 31, 2019



How much do we change as we get older?

AUROLA WEDMAN - AUGUST 21, 2019



The Saint Louis Trips

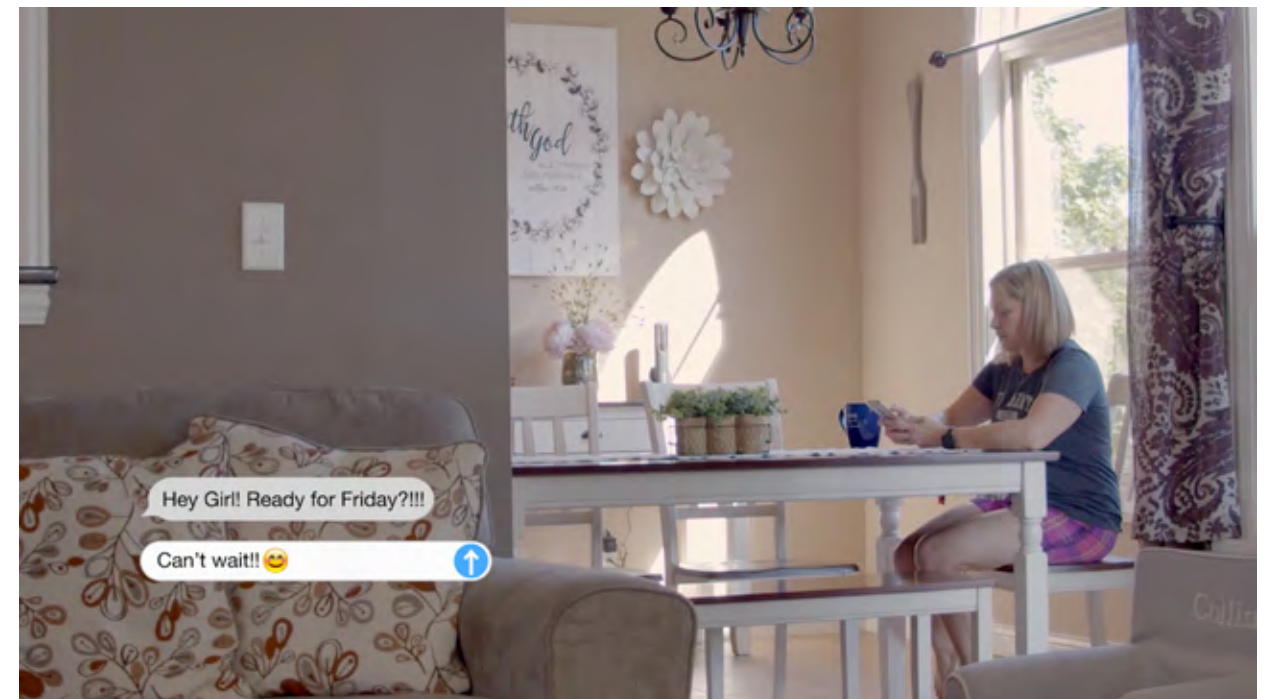
WILL VIGUEZ - AUGUST 16, 2019

MENTAL HEALTH AWARENESS COMMERCIAL

Client: Harry S. Truman Memorial Veterans' Hospital

May is Mental Health Awareness Month, and Truman VA wants veterans to reach out for help. I was part of the team that conceptualized and executed this commercial. During production, I worked as a lighting and sound technician and assistant camera operator.

Watch here: <https://youtu.be/Gpe7srQSn-s>



PINK

Client: Class project for experimental film

Some people think pink is not a color for men. This experimental video art piece challenges gender stereotypes and explores pink in the context of masculinity. I was the art director, camera operator and post-production editor of this project.

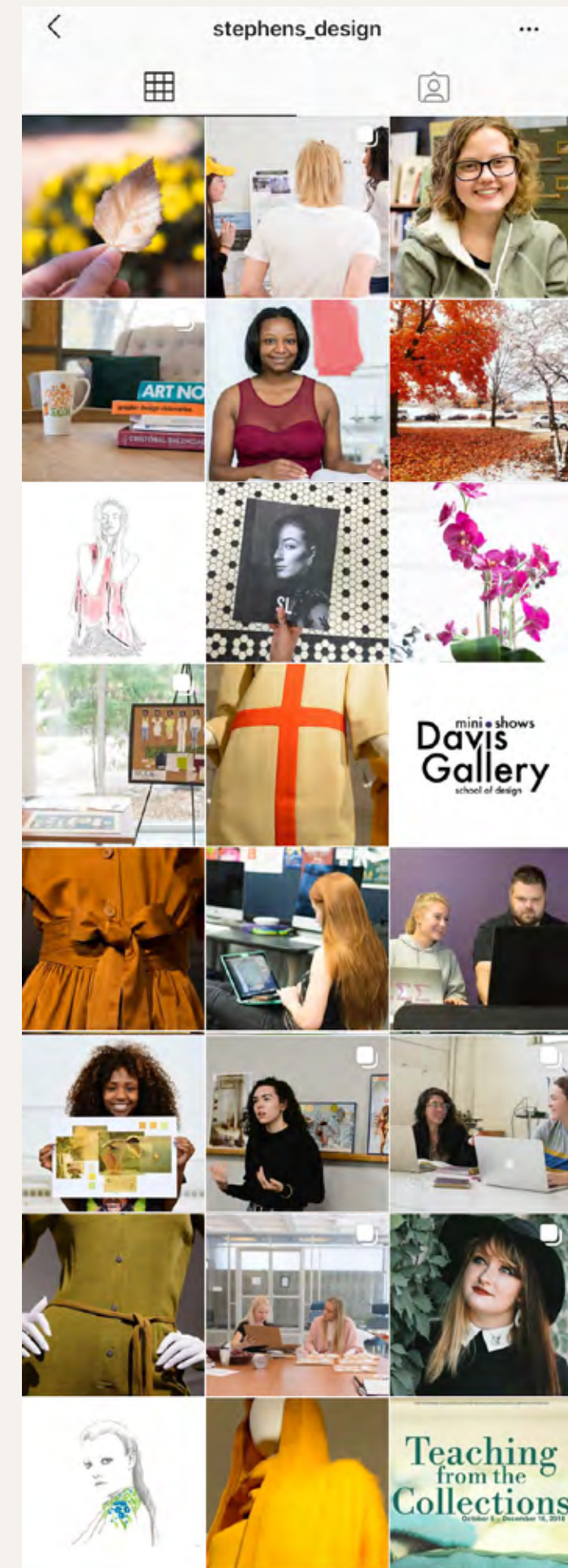
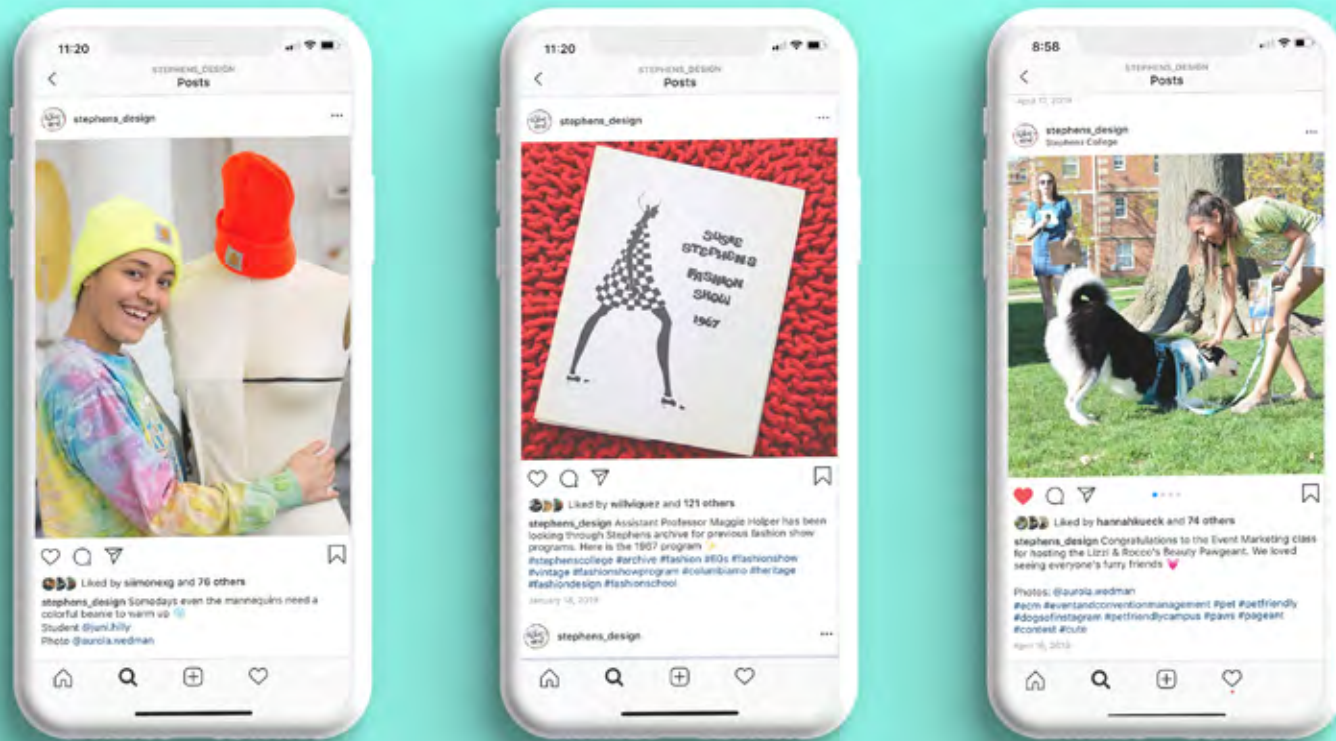
Watch here: <https://vimeo.com/374209826>



SCHOOL OF DESIGN

Client: Stephens College School of Design

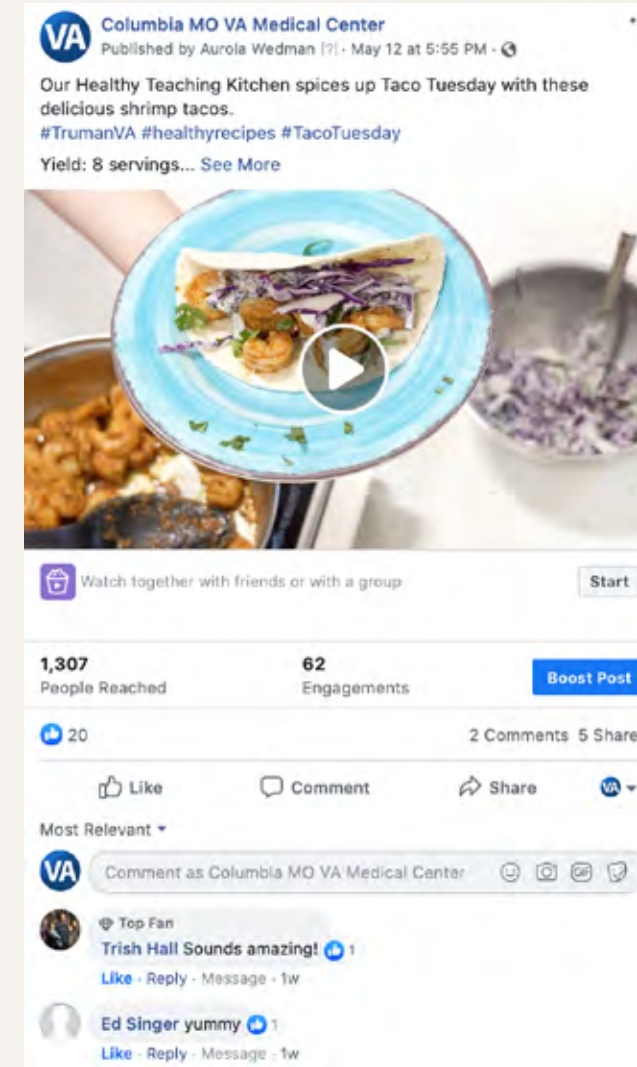
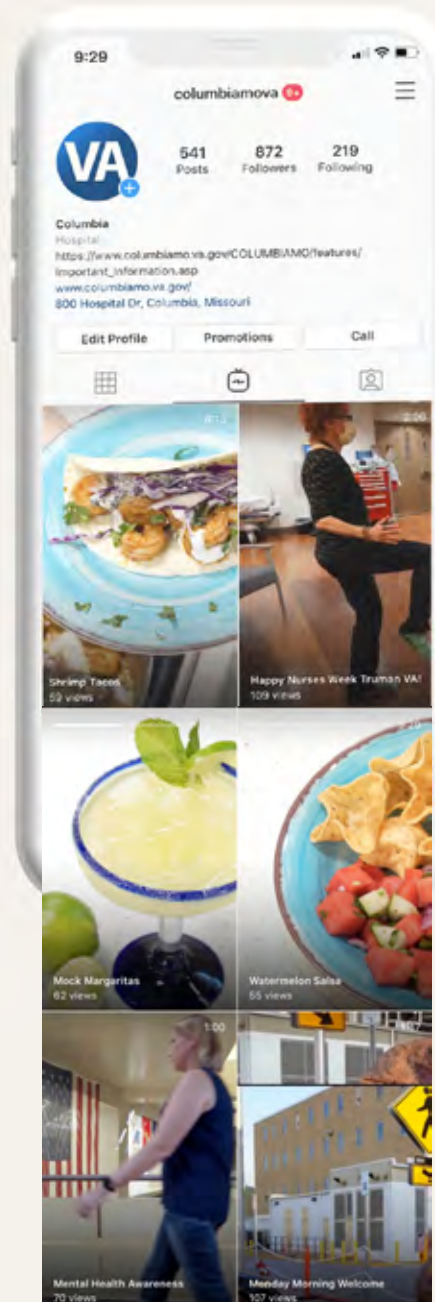
The School of Design at Stephens College offers fashion communication, fashion design, fashion marketing, strategic communication and event and convention management programs. I was tasked with creating content that would attract prospective students while promoting the work of current students.



TRUMAN VA

Client: Harry S. Truman Memorial Veterans' Hospital

As a photographer and graphic designer, I am occasionally tasked with conceptualizing and executing content for our social media platforms. Mainly, I have focused on filming and sharing content from our Healthy Teaching Kitchen which shares healthy and easy-to-make recipes for our veteran patients.



let's talk

