

Heather Questa



IDENTITY DESIGN

GALLERY ESPRESSO, Identity and collateral.

Original illustrations. Americana and mid-mod motifs are arranged on a trompe l'oeil shelf. The promotional mailer transforms into a picture frame by removing the perforated center and extending its profile-shaped easel.



PACKAGE DESIGN

RED TURKEY THREAD, Package design concept and display.

Original illustrations. Logo and brand concept developed around the Redwork sewing style. Packaged in a dispenser box embellished with hand stitched design. Perforated sewing pattern integrated in the lid.



PACKAGE DESIGN

FENG SHUI GRAPHIC DESIGN, Interactive book design concept.

Integrated book and container doubles as a ready-to-hang Ba-Qua. A Feng Shui color wheel, positioning transparency, and additional tools are contained in the box. Original vector art illustrates Feng Shui concepts applied to Graphic Design.



Be Popular!

TOP TEN REASONS TO ADOPT A GREYHOUND

- BE POPULAR!** Everyone will want to meet your Greyhound (and you).
- GET SKINNY!** Walking your Greyhound will burn 300 calories per hour.
- REDECORATE!** A Greyhound makes an elegant couch accessory.
- SMELL BETTER!** Greyhounds don't smell like dogs.
- MORE TIME ON THE COUCH!** A Greyhound is a bigger couch potato than you are.
- KEEP YOUR CLOTHES CLEAN!** Greyhounds don't slobber and they hardly shed.
- CHEAPER THAN A FERRARI!** Your Greyhound will be the fastest dog on the block.
- BE AN ACTIVIST!** 35 states have already outlawed Greyhound racing—your state can be next.
- SAVE A LIFE!** 20,000 Greyhounds are put to death each year just because they are too slow to race.
- AND THE #1 REASON TO ADOPT A GREYHOUND:**

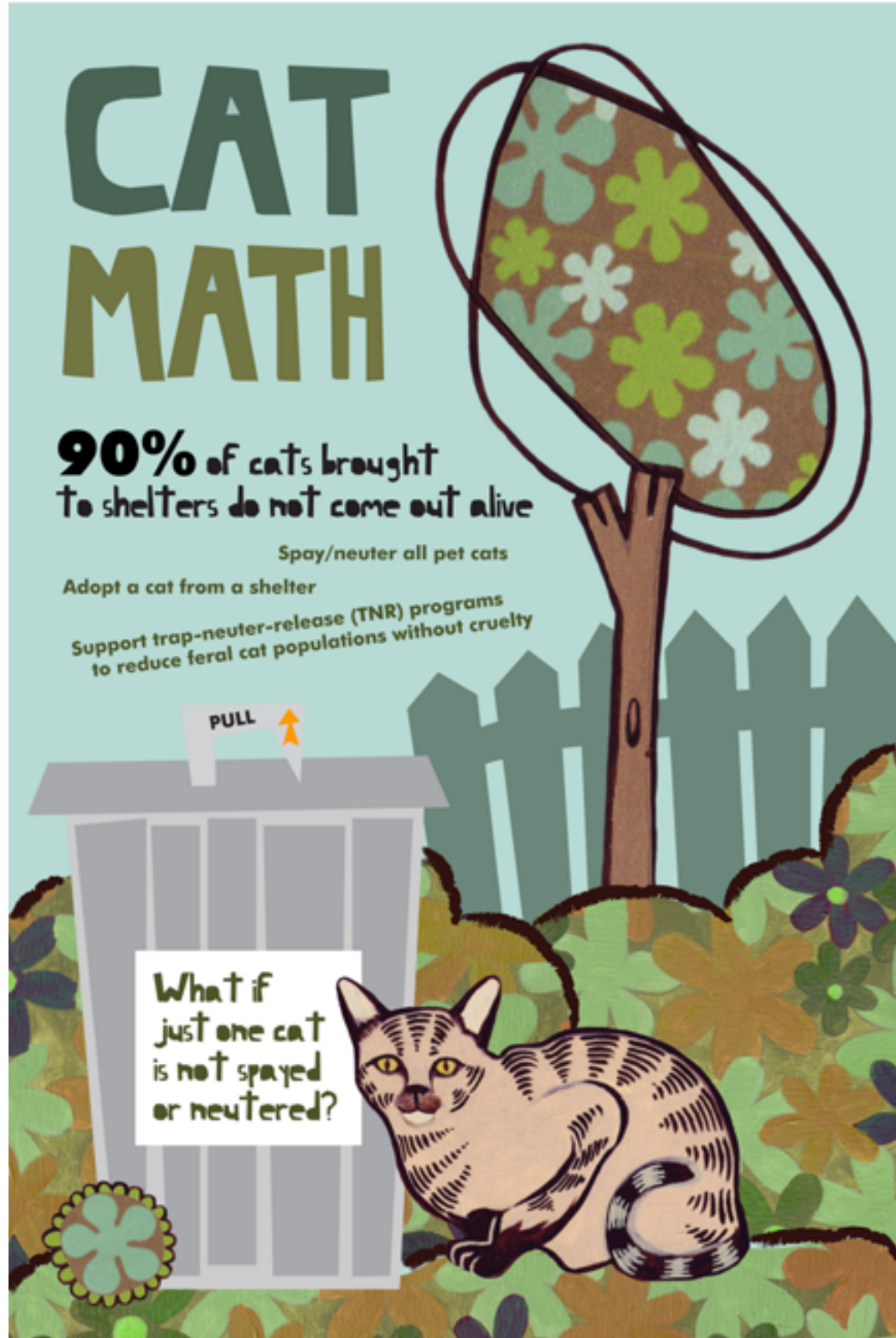
Make a fast friend!



ILLUSTRATED CAMPAIGN

ADOPT A GREYHOUND, Poster series and brochure.

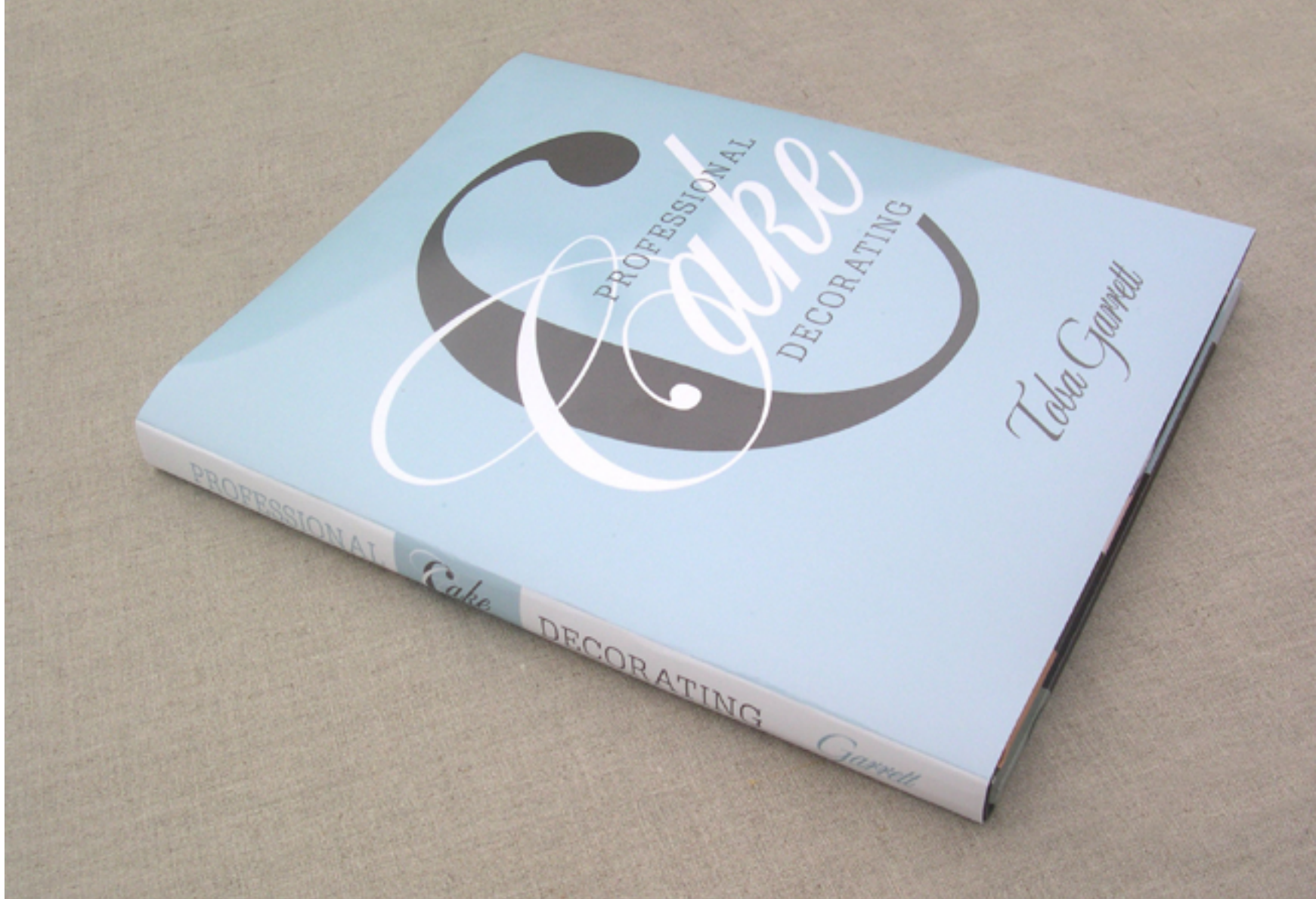
Original illustrated posters communicate facts about the plight of the American racing Greyhound. A brochure offers information on Greyhound adoption, along with a fun Adopt-Your-Own Greyhound paper doll to cut out.



ILLUSTRATED CAMPAIGN

CAT MATH, Interactive poster and pop-up donation box.

Original illustrations and interactives communicate the catastrophic loss of life due to unwanted breeding and subsequent abandonment of cats. Abstract data on the subject of cat overpopulation is transformed into the tangible and tactile.



TYPOGRAPHY

PROFESSIONAL CAKE DECORATING, Book cover and page layout design.

Typographic imagery suggests the flow of icing from a decorator's tube, which is also a writing instrument. Paired with close-up photographs of piping, typographic illustrations become a metaphor linked to the cake decorator's art.



TYPOGRAPHY

THE SNAIL AND THE ROSE TREE, Handmade book with typographic illustrations.

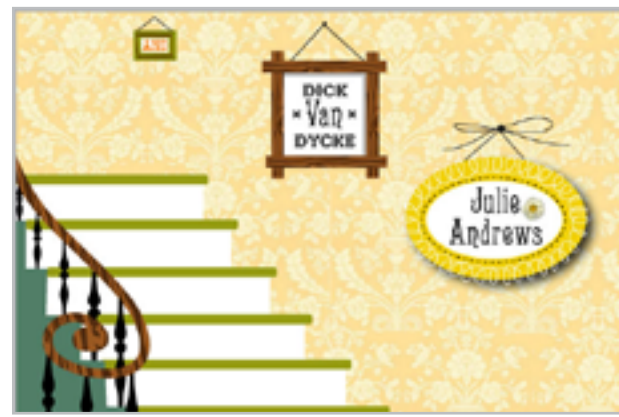
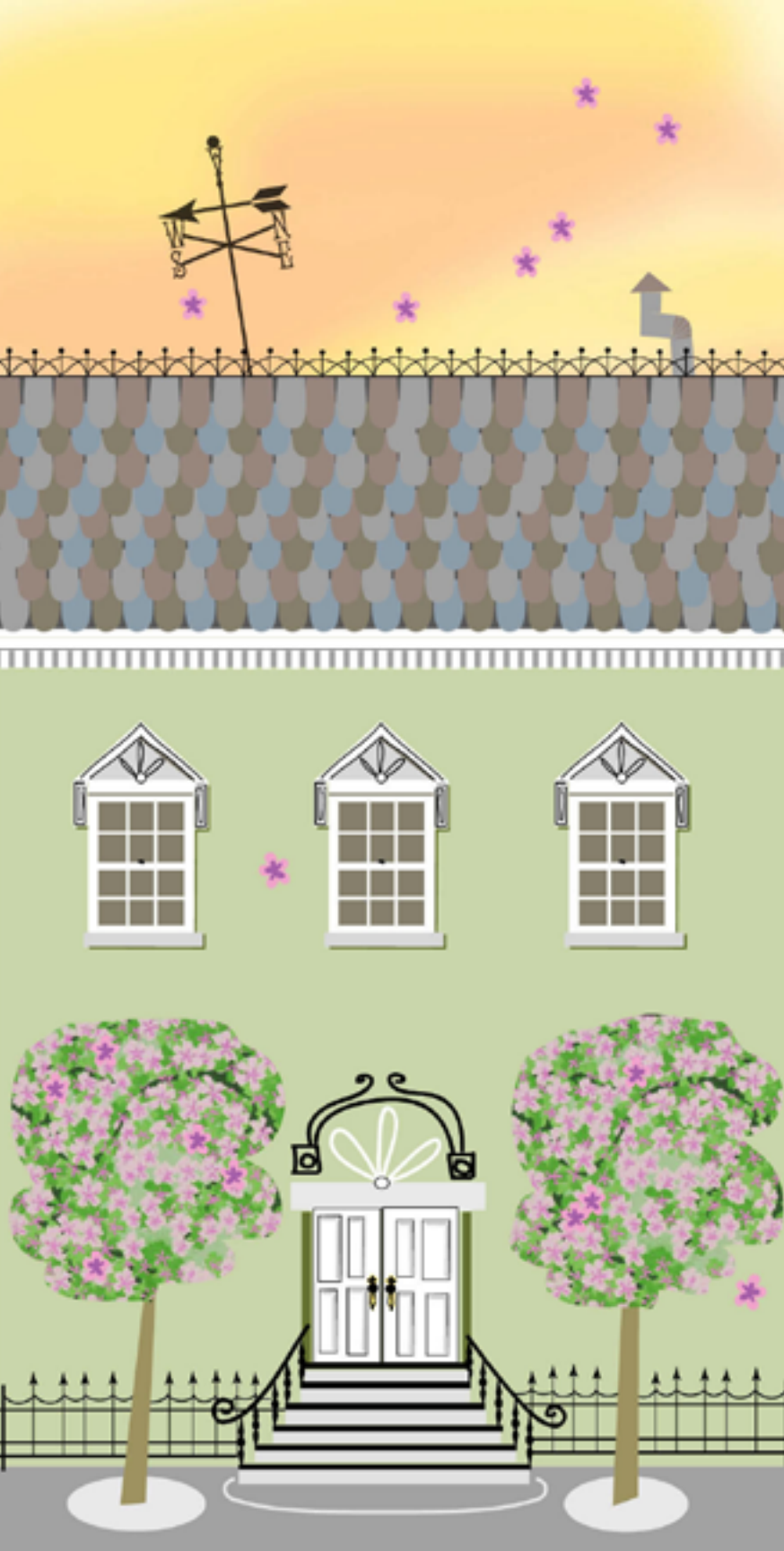
Characters from the story by Hans Christian Andersen are enacted through the medium of type. Bound in an antique style connected by experimental elements including hidden pockets, layers, and interactive parts to suggest its garden setting.



WEB DESIGN

IMPRIMERIE PRESS, Adobe Dreamweaver.

Identity and HTML/CSS web design concept support the aim of preserving the tradition of hand written communication. Original designs for note cards, bookplates and tea products populate the online retail site concept.

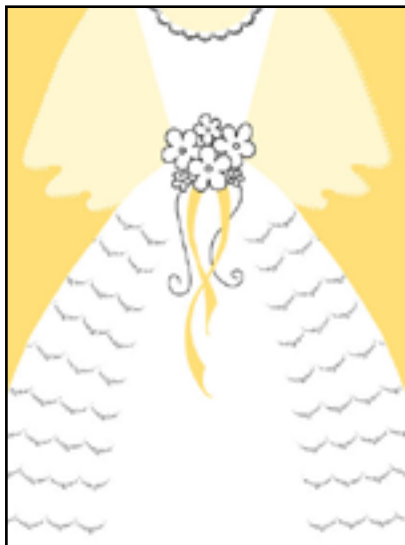
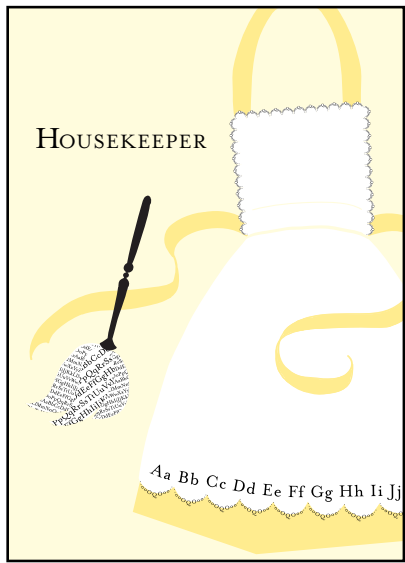


ANIMATION

MARY POPPINS TITLE SCENE, Adobe After Effects animation.

Cherry blossoms blow in on the east wind as iconic imagery from the Mary Poppins film is translated into original vector illustrations that take on a life of their own.

[VIEW ANIMATION](#)



Mrs Eaves



This typeface is named for Mrs. Eaves,
John Baskerville's housekeeper, mistress and eventual wife.



A Transitional Typeface that captures the warmth
and softness of letterpress printing
by Zuzana Licko after Baskerville
1996

ANIMATION

MRS. EAVES, Flash animation.

Typographic illustrations embellish a short animation about the colorful woman who inspired the Baskerville typeface.

[VIEW ANIMATION](#)



INSTALLATION

DUTCH REPUBLIC TIMELINE, Columbus Museum of Art, Digital print with moving parts.

As the globe slides upward, key points light up as the Golden Age of Dutch art is presented in its temporal context.



INSTALLATION

LEWIS & CLARK FIGURES, Acrylic on panel, life size.

Interactive map display at Alum Creek Visitors Center is in Delaware, Ohio, is flanked by hand painted figures of Lewis and Clark.

HEATHER CUESTA, MFA
heathercuesta@att.net | 567-249-3691