



**STUDIO  
CABRERA**

Digital Illustration | Package Design



Beer labels are some of the most expressive forms of design. There is a taste profile for every beer. And with that, there is a unique design solution for beer labels. For this concept for a microbrewery, I developed a logo and package design. The logo and beer label portrays a rugged and artisan aesthetic.





Humor is often the best source of inspiration. Such is the case with this line of cannabis scented perfumes. I wanted to portray an unexpected yet contemporary design using a limited color palette and bold typographic treatment.

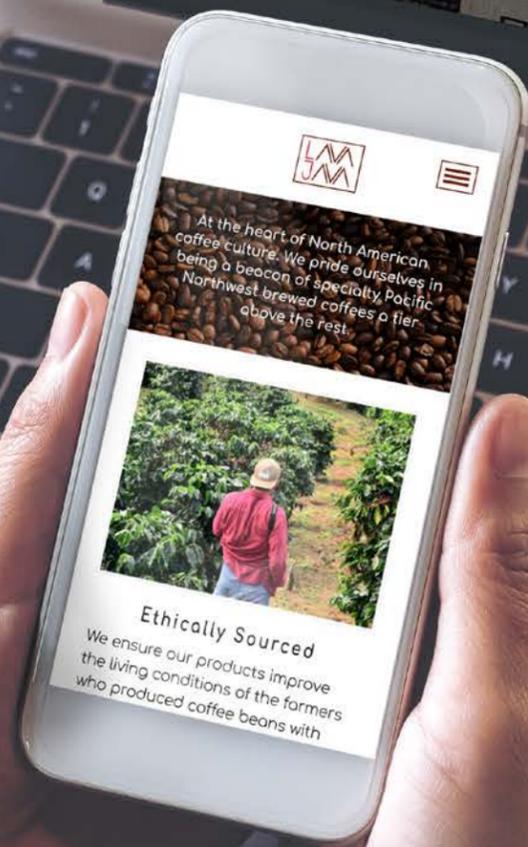
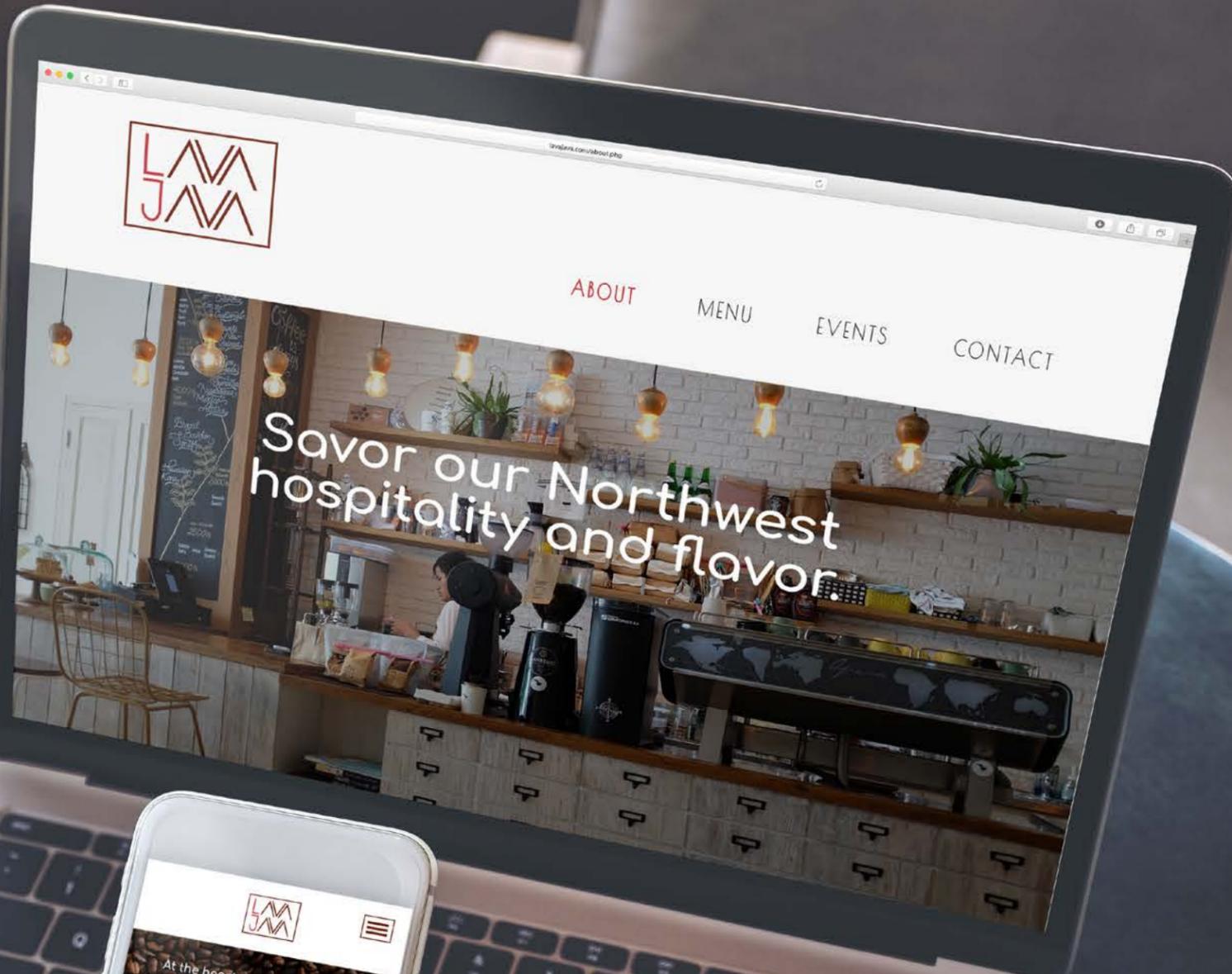


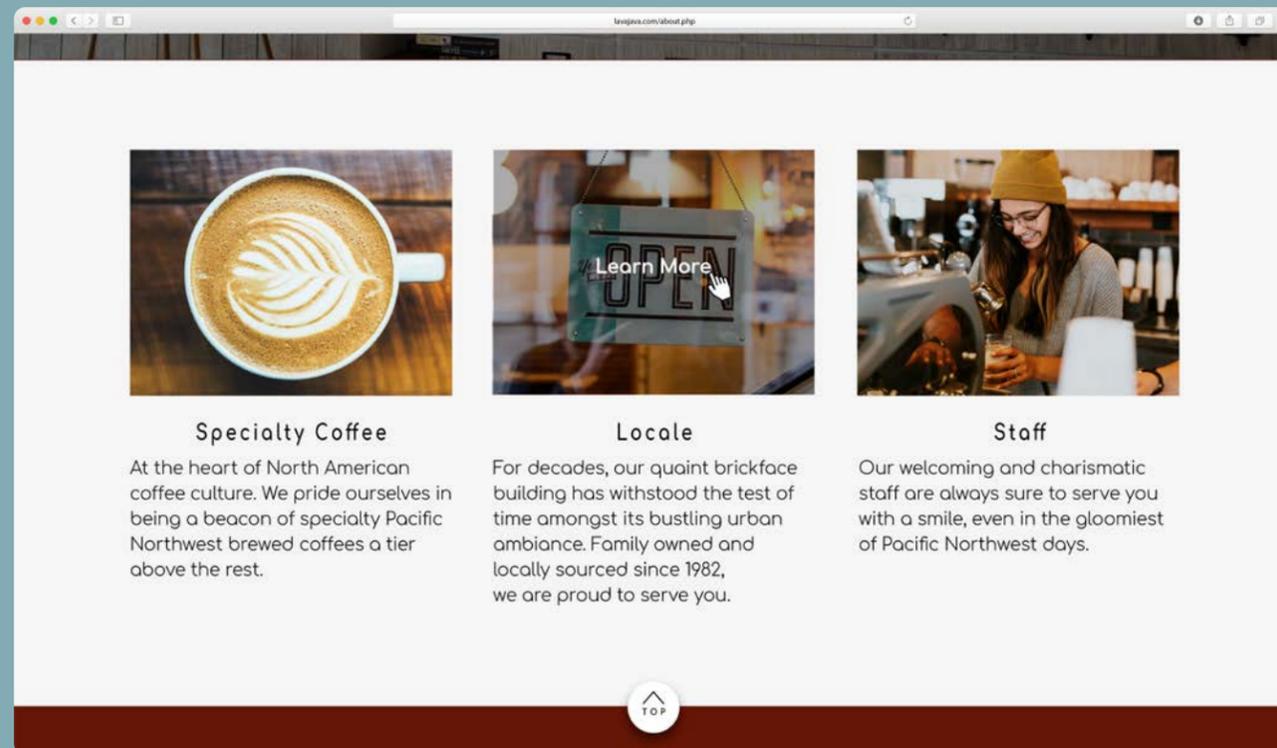
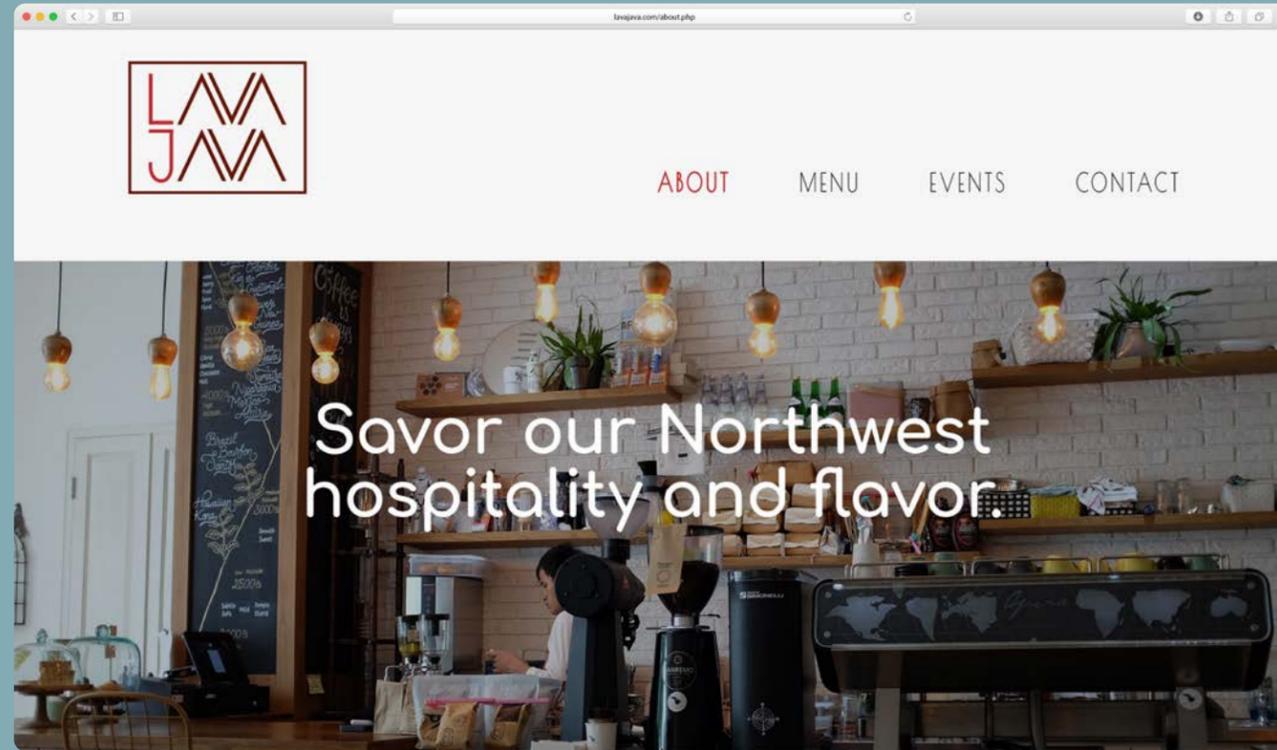
NEW GAME

Gaming Lounge

Creating a brand identity for a gaming lounge concept was an exciting challenge. It took trial and error to find the right balance of playfulness with enough simplicity to allow it to be both flexible and sustainable.







This responsive web layout is a coffee shop concept. My inspiration came from the many specialty coffee shops found in Salem, Oregon, with an emphasis on friendliness and ethical sourcing. From the initial research to the wire-frames and logo design, this layout creates a modern user interface





## WILLIAM L. FINLEY Near Corvallis

**Recreational Opportunities:**  
Hiking trails, wildlife viewing areas, looping auto tour route for ease of wildlife viewing, historic buildings.

It is named after William L. Finley, an early famed conservationist and photographer. The historical buildings remaining provide a glimpse into the pioneer life in Oregon. There have been 230 species of birds recorded in the refuge.

## BASKET SLOUGH Near Dallas

**Recreational Opportunities:**  
Numerous hiking trails and an impressive wildflower display in the spring.

Dusky Geese appear in the fall and use the refuge as their winter home before returning to their spring nesting grounds. Currently has the largest population of Fender's Blue Butterfly, once thought to be extinct in the upland Prairie habitat!

## ANKENY South of Salem

**Recreational Opportunities:**  
Boardwalks, hiking trails, wildlife observation blinds, reservable photo blind during winter sanctuary season.

It is located near the confluence of the Willamette and Santiam rivers. The refuge's fertile farm fields, hedgerows, forest, and wetlands provide habitat for a variety of wildlife.



# NATIONAL *Wildlife Refuge* COMPLEX

## BASKETT SLOUGH Near Dallas

Dusky Geese appear in the fall and use the refuge as their winter home before returning to their spring nesting grounds.

## WILLIAM L. FINLEY Near Corvallis

Historical buildings provide a glimpse into the pioneer life in Oregon.

## ANKENY South of Salem

Boardwalks, hiking trails, wildlife, observation blinds, and reservable photo blinds are available during the winter sanctuary season.



Discover  
these hidden  
natural gems  
of Oregon!

See more at  
[friendswvnwrc.org](http://friendswvnwrc.org)



This project is for the client, Friends of the Willamette Valley National Wildlife Refuge Complex. The client requested promotion that would communicate more efficiently and effectively, while highlighting the beautiful landscapes they help protect. Collaborating with two other designers, we developed effective and inviting displays.

# Letter from the Editor

"When a good idea arises, you jot it down. It is a quick act that gives you a foundation to work from and it holds great potential."  
— Amanda Iwahiro

Created by VC students, for VC students. The *lot* is the result of a team of aspiring designers who dedicated long hours and much passion into devising a guide for the incoming Visual Communication students. The fundamental spirit of *The lot* is to welcome incoming VC students into the community and prepare them for success. We strive to create a friendly, informative, and inclusive environment in which to nurture and cultivate the designer in you. As designers, this project was the ultimate culmination of the skills we have gained throughout the Visual Communication program. We hope that through the material we have proudly produced, you will gain the necessary knowledge to succeed as a VC student.

Sincerely,  
Rodrigo Cabrera

## Staff



Photographer  
David Moraga



Art Director  
Amanda Iwahiro



Layout Editor  
Jess Kolman



Copy Editor  
Jacob Dettwyler



Chief Editor  
Rodrigo Cabrera



Illustrator  
Isaac Mitchell



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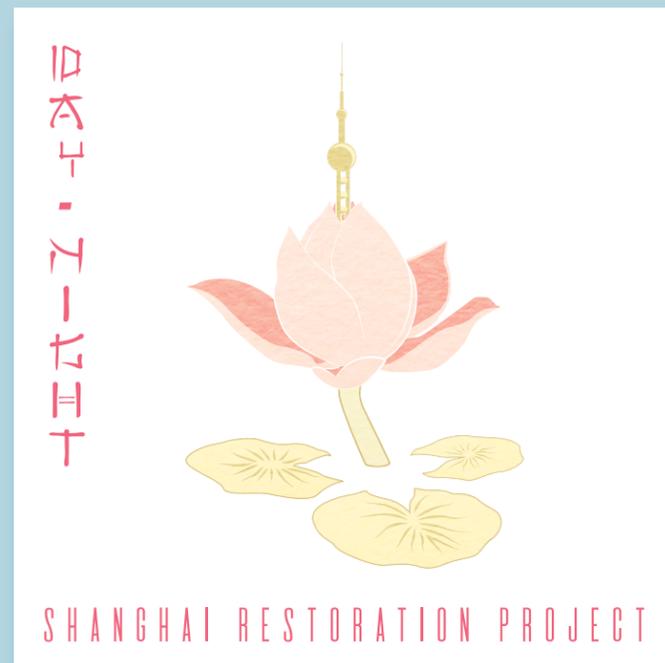
Inside:

- Interview with a VC Grad
- The Creative Process: From concept to Creation

This was a magazine created by VC students for VC students! As the Chief Editor, I was responsible for the tone and direction of our publication, as well as project management. Together, we created a relatable and informative magazine.





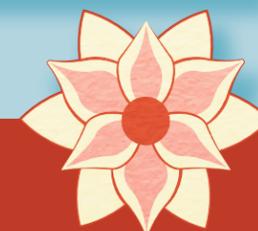


Music is the most universal art form. From it, we derive inspiration and emotions. After listening to the Shanghai Restoration Project album titled *Day — Night*, I set out to create a visual design fusion between contemporary and classical Chinese music. The elements I used to achieve this were the Shanghai skyline nestled within a lotus, surrounded by traditional Chinese colors.



## 白晝 · SIDE A

1. Nanjing Road East
2. Jessfield Park
3. Peace Hotel
4. The Bund
5. Movement
6. Pearl Tower



## SIDE B · 夜

1. Introduction (1936)
2. Pudong New District
3. Babylon Of The Occident
4. Bubbling Well Alley
5. MCMXXXVII

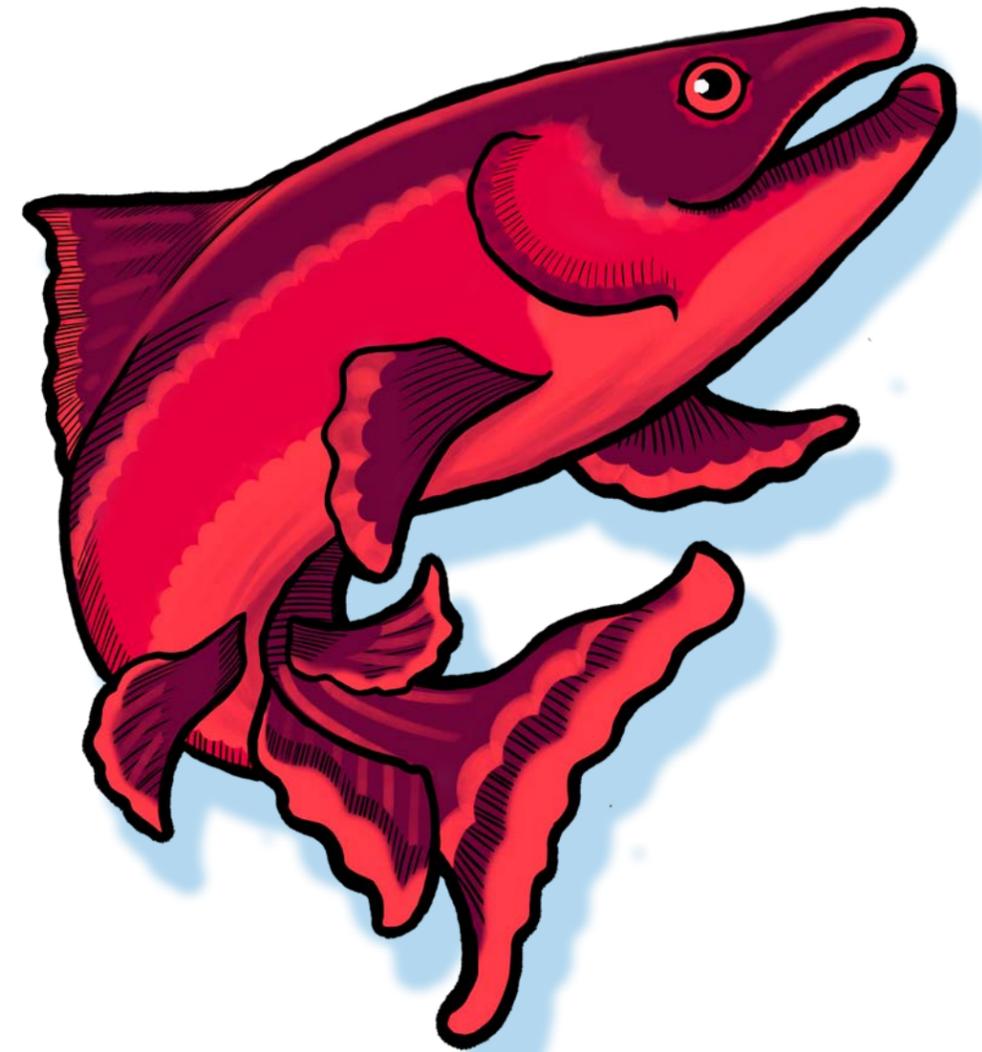
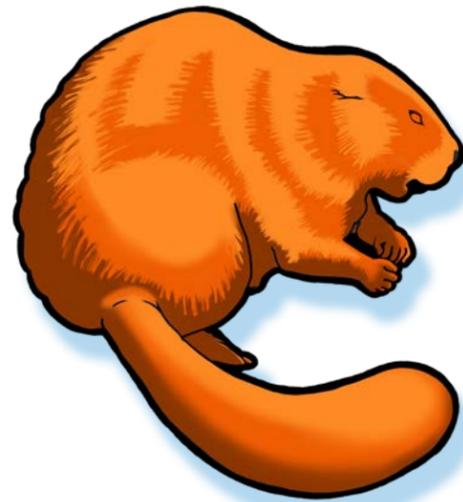
Encounter the  
**Western  
Meadowlark**  
of Oregon



TRAVEL  
OREGON



Oregon is a beautiful state with astonishing flora and fauna. This poster series is for a Travel Oregon campaign that focuses on the state animals of Oregon. While being a part of a set, each illustration also works well individually.



# Inktober



Drawing is foundational to the visual arts. I have always had a passion for it and often do it for pure enjoyment in my spare time. After participating in the month long Inktober challenge, I found a new appreciation for my drawing style.



## Mock-ups | Templates

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Adobe Stock Images  
Behance  
Designhooks  
Freepik  
Graphics Fuel  
Graphic Google  
Photoshop Supply  
Photoshopvideotutorial  
Psdgraphics  
Showitbetter  
Unsplash

**THANK  
YOU**