

TIFFANY SZERPICKI

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DESIGN SAMPLES

IDENTITY

WORLD OF FISH
Aquatic store in Hermantown, MN.



WILD WHEELS AUTOMOTIVE
Auto detailing in East Bethel, MN.



WEBSITE

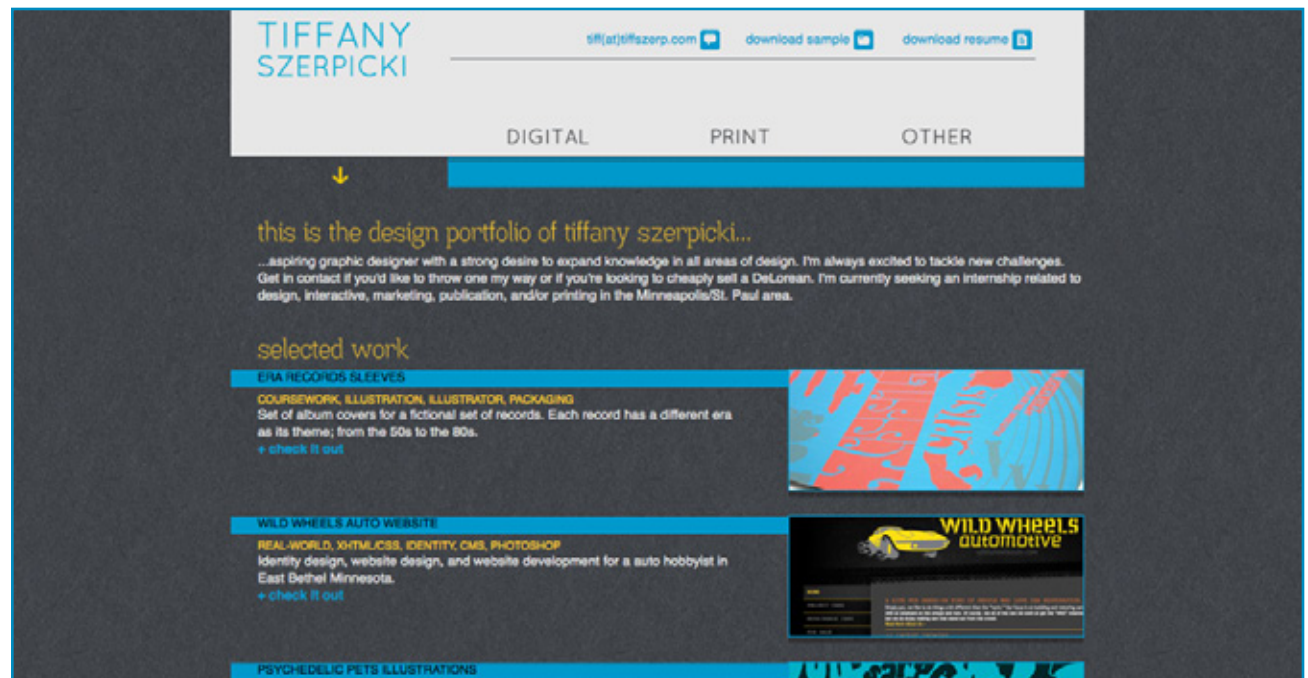
WILD WHEELS AUTOMOTIVE

Website design, HTML/CSS coding
MODx Content Management System
@ www.wildwheelsauto.com



TIFFSZERP.COM

Website design, HTML/CSS coding
MODx Content Management System
@ www.tiffszerp.com



INTERACTIVE

EXTINCTION

Flash CS3, Actionscript 3.0, illustration.
Undergraduate coursework.

@ www.tiffszerp.com/digital/extinction

THE AMAZING AND MYSTERIOUS
EXTINCTION

65c 65 MIL

NO. 01

BY THE DEAD DINOSAURS
KT
AUTHORITY

ASTEROID ANNIHILATION!

Plus...

VOLCANIC VANISHING ACT!

and...

SEA-LEVEL SABOTAGE?

DINOSAUR'S DISTANT RELATIVE?

A DIRECT COLLISION IS NOT THE BIGGEST THREAT, HOWEVER. THE RESULTS OF THE IMPACT ARE THE REAL KILLERS.

WHAAN

VOLCANIC VANISHING ACT!

65 MILLION YEARS AGO, VOLCANIC ERUPTIONS WERE VERY COMMON. IMMENSE LAVA FLOWS AND VOLCANIC ACTIVITY MAY HAVE RAVAGED THE PLANET FOR THOUSANDS OF YEARS LEADING TO UP THE EXTINCTION OF THE DINOSAURS...

TONS OF LAVA, DUST CLOUDS, ASH, AND CARBON DIOXIDE BLAST FROM MANY ACTIVE VOLCANOES.

DEADLY LAVA FLOWS UP TO 6,500 FEET DEEP AND COVERING NEARLY 200,000 SQUARE MILES WREAK HAVOC AND THREATEN EXISTENCE!

THE ASH AND DUST PREVENT SUNLIGHT FROM REACHING THE PLANET, RESULTING IN HARSH CONDITIONS AND ULTIMATELY—EXTINCTION!

PRINT



PARTS & OPERATION

<p>TYPICAL IDEA RESPONSE</p> <p>NEGATIVES The parts of the idea you dislike.</p> <p>CONFUSION The parts of the idea you don't understand.</p> <p>POSITIVES The parts of the idea you like.</p> <p>idea</p> <p>YES BUT</p> <p>YES, BUT RESPONSES OCCUR</p> <p>... We already tried that ... It will take too long ... It will cost too much ... "George" won't like it</p> <p>Idea dies (see fig. A). ! SEE WARNING FOR ADDITIONAL SIDE EFFECTS.</p>	<p>FORNESS® IDEA RESPONSE</p> <p>FORS The parts of the idea you like.</p> <p>WISHES The parts of the idea you wish to change.</p> <p>QUESTIONS The parts of the idea you have questions about.</p> <p>idea</p> <p>NEW IDEAS OCCUR Additional ideas are inspired by this idea.</p> <p>RESULTS OF FORNESS®</p> <ul style="list-style-type: none"> • Pushes towards actionable solutions. • Creates a safe environment. • Encourages teamwork and ownership (see fig. E). • Saves time. • Keeps the good alive. <p style="text-align: right; font-size: 2em;">2</p>
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FIG. A

FIG. C

WARNING!

USE OF YES, BUT RESPONSES TO IDEAS WILL RESULT IN:

- × Death of idea (see fig. B)
- × Loss of willingness to contribute ideas
- × Increase in "safer" ideas
- × Decrease in "new" ideas
- × Increase in arguments (see fig. D).

FORNESS INSTRUCTIONS
 IDEAS TO GO, INC.
 Fold-out "instruction sheet" to help explain the
 company's Forness ideation technique.
 Part of a promotional mailer.

HYBRID CARS BOOKLET
Undergraduate coursework.



power distribution

1. BATTERY
2. POWER FLOW
3. GENERATOR
4. INTERNAL COMBUSTION ENGINE
5. POWER SPLIT DEVICE
6. ELECTRIC MOTOR

4

COMPONENTS

Hybrid cars are more efficient because they combine multiple power sources.

Advanced technologies allow the vehicle's computer to determine the most efficient way to meet the power needs of the vehicle based on the driving situation.

The battery, the gasoline engine, and the electric motor all provide power depending on conditions.

power distribution

ENERGY USE

The electric motor is in use from start to stop. During normal driving, the gasoline engine is also in use. The batteries add their power during acceleration and are recharged during breaking and deceleration.

REGENERATIVE BREAKING

~~~~~ ELECTRIC MOTOR      // // // BATTERY ASSIST  
 - - - - - GAS ENGINE      + + + + + BATTERY CHARGE

5

# INFO/TYPE

## WORLD OF FISH TANK LABELS Undergraduate coursework.





### Butterflyfish

HENIOCHUS ACUMINATUS



WATER TEMP.  
72°-78°F

**\$28.99**  
EACH

care level EASY

attitude PEACEFUL


min. tank size 50 GAL.

tank mates

|                          |   |
|--------------------------|---|
| CARDINALFISH, CLOWNFISH  | + |
| DAMSELS, DARTFISH        | + |
| BUTTERFLYFISH            | ! |
| BRACKISH FISH, POND FISH | X |


ASK A SALES ASSOCIATE FOR MORE INFORMATION

World of fish



### Neon Tetra

PARACHEIRODON INNESI



WATER TEMP.  
68°-74°F

**\$1.99**  
EACH

care level EASY

attitude PEACEFUL

min. tank size 10 GAL.

tank mates

|                          |   |
|--------------------------|---|
| TETRAS, PLANTS           | + |
| MISC. FISH               | ! |
| INVERTEBRATES            | ! |
| BRACKISH FISH, POND FISH | X |

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World of fish

# ILLUSTRATION

## ERA RECORDS

Faux-album record series with designs styles and titles based on historical eras and events, featuring handmade type. (3 of 4)  
Undergraduate coursework.



## PSYCHEDELIC PETS

Illustration series depicting unusual pet stories using handmade psychedelic type. (3 of 10)  
Undergraduate coursework.

