

Andrya White

Student ID: 10898955

Salsa: Selling Rythm to the World

I designed an editorial article featuring a title and secondary spread. Salsa dance is one of my passions, and I chose to highlight the artform in my piece.



Andrya White

ART 1410 Typography I

Spring 2021

Editorial Design

Jonathan Bybee



Salsa

Selling Rythm to the World

When asked to mention exports to Europe or the United States from Latin America and the Caribbean, many people might mention coffee, bananas or, less happily, cocaine. Now add to that list a hugely successful cultural export: salsa has become the biggest

international dance craze since the advent of rock-n-roll in the 1950s, and dwarfs even the popularity of tango during the 1920s. It has spawned a new niche for the tourist industry, as stiff-hipped northerners fly south to learn to loosen up.

Salsa has also helped to fuel a revival of interest in tango. But whilst tango, with its slow, strenuous movements and melancholy music, remains a



Salsa's history is much disputed. As the name implies, it is a "sauce" of several ingredients: Cuban song and mambo figure, but so do moves inherited from American jitterbug and jive. A style broadly identifiable as salsa (though the name came later) evolved among Puerto Rican and Cuban exiles in the United States in the 1960s, then moved back to Latin America.

Its appeal spread outside the region in the 1990s, for reasons that are not hard to divine. A fast, intimate couple dance, it allows much contact between partners, generating sexual frisson. Salsa music is intricately textured, offering rich melodies and virtuoso musicianship at a time when its main European consumers, the over-30s, see mainstream pop

minority interest, salsa's worldwide appeal shows no sign of weakening. Almost every city in now has a cluster of clubs offering classes at all levels, with Britain, Germany and Scandinavia especially well-served. Salsa is also a passion in Japan, and is taking hold in India and China.

"Competing with the pros gives me a rush of adrenaline, but spinning with a novice at social events still makes me lose myself in the dance. Salsa in every form at any level is movement with total freedom of expression."

-Adam G. Sevani

music as bland. Cuba, with its hunger for tourist dollars, has been quick to see salsa's earning potential. "Lady Salsa", a musical featuring spectacular dance routines dramatizing a government-sanctioned potted history of Cuba, has toured the world since 2000. British, European and Japanese tour operators now offer salsa holidays in Havana, including two hours of dance tuition daily with professional dancers and nightly visits to clubs. It is also easy to arrange private lessons in a cramped apartment; though technically illegal, these will earn the instructor a month's white-collar salary in two or three hours.

Colombia and Venezuela share an elegantly restrained style, with much back-stepping, smaller hand-movements and little

soon as they can walk. On weekends the clubs hold contests where dancers as young as six don glittering tuxedos, or high heels and lipgloss, to compete in frenetic dance routines.

The Dominican Republic is an anomaly. It has produced several top bands but salsa is barely danced except by tourists. The locals prefer merengue, at car washes equipped with bars. At weekends the forecourt is filled with tables and a live band. Salsa may come, but for now if you want to spend Saturday night at the car wash you'll need to dance merengue. ♪



Comb

This project involved modifying the letterforms in a word to enhance its meaning without adding any other design elements. I chose to create the shape of a comb out of the letter 'm.'

The typeface I used is called SF New Republic



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ART 1410 Typography I

Spring 2021

Expressive Type

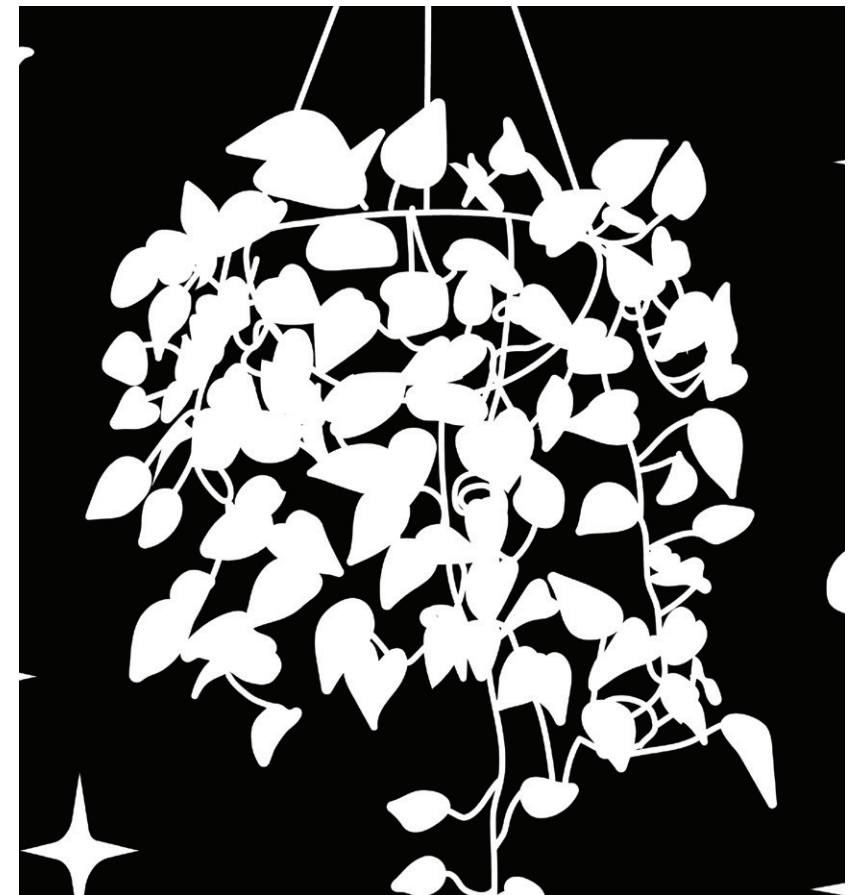
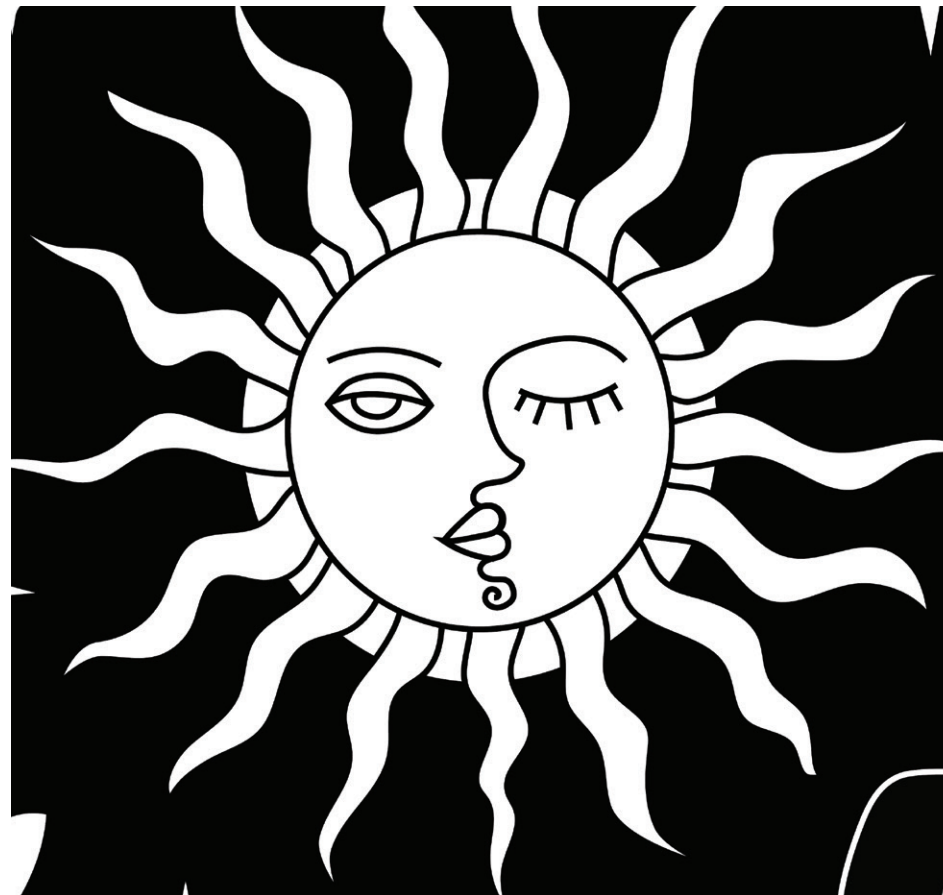
Jonathan Bybee



Expand Your Perspective

This project involved creating a poster design that represented myself as a person. I chose to do a black and white illustration depicting myself surrounded by whimsical objects. I strive to live with a creative mind that is always open to the magic within everything around me. This was the inspiration and goal behind the composition of this piece.

The design was also chosen as the cover art for the Fall 2022 edition of *Sophia*; UVU's undergraduate philosophy journal.



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ART 1420 Graphic Design I

Fall 2021

Me Poster

Steve Fisher



The Bee Board

I created this cutting board while on exchange at a school in Miami. The only requirements for the project were to make a piece of art out of a 2x4 wood plank. I made the base of the board by hand, and created the honeycomb design digitally. This project involved using SVG files and applying 3D digital designs to physical material. I engraved the cutting board using a wood router, then burned the surface of the wood by hand using a soldering iron.



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ART 1130 3D Design

Fall 2021

Wood Project

Angel Marin

Velour Battle of the Bands

This series of posters was created to highlight Velour's biannual battle of the bands. Velour is a music venue in Provo, and I reached out to the owner of the space for collaboration on this project. Velour has a reputation for its eclectic interior and antique-shop atmosphere. These photos, shot in the venue itself, consist of some of the many items that inhabit the space. The backgrounds of each image feature the wood floors of the audience space, the rugs that lie on the stage, and the red velvet curtains that hang on the walls. I really wanted these posters to feel true to the venue's personality. The photos were staged by me, and shot with the help of a friend who owned the equipment. All editing and typography was done by me.

This poster series won a GDUSA American Graphic Design Award, and was published in the December 2022 issue of the GDUSA magazine.

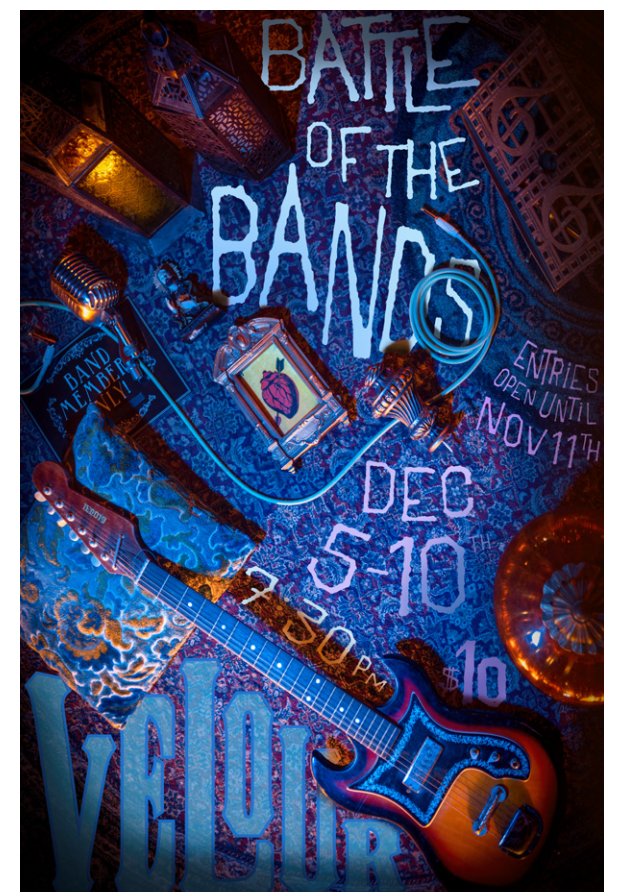
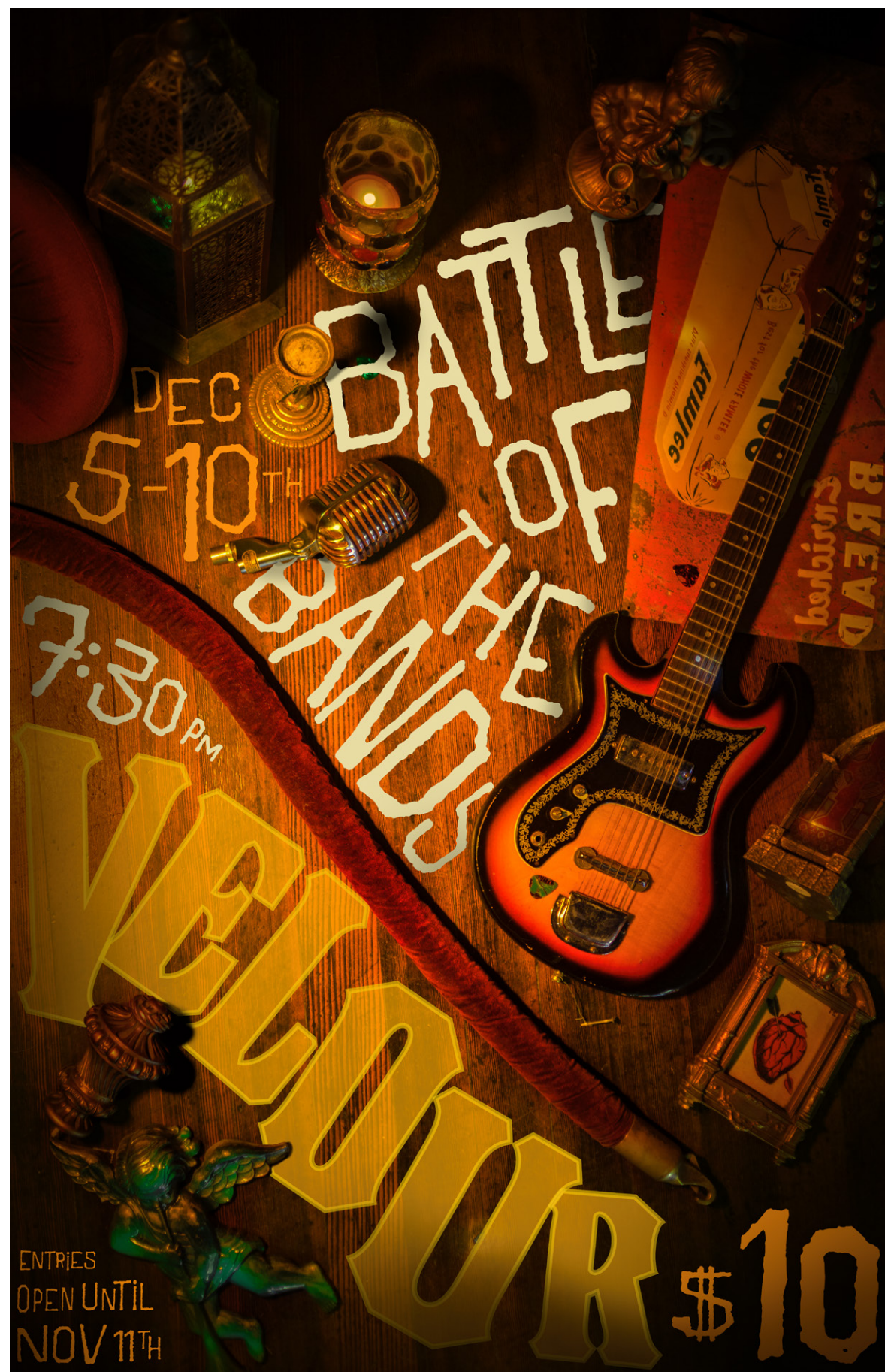
Andrya White

ART 2400 Production Design

Fall 2022

Event Posters

Gareth Fry











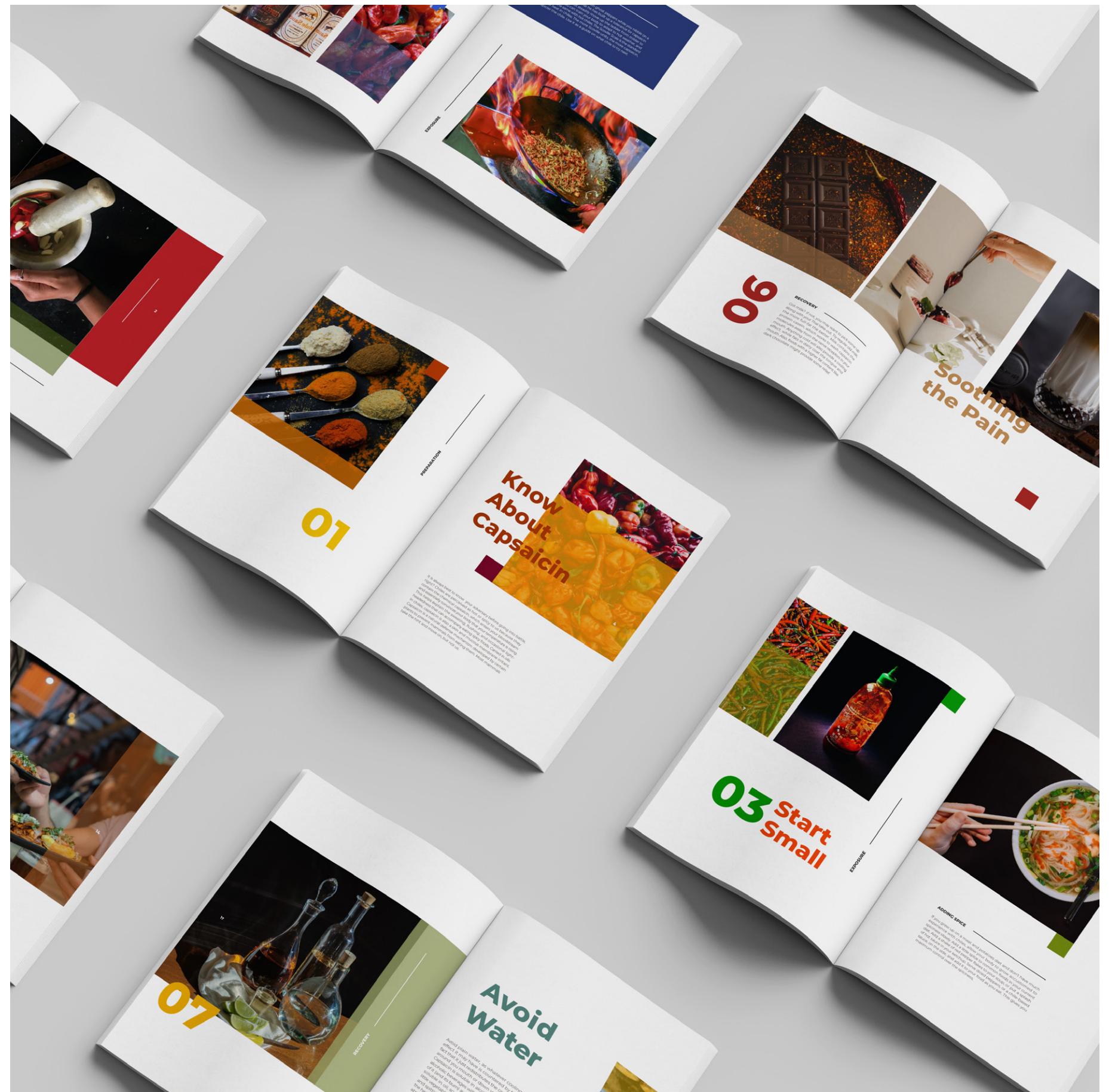
VELOUR
DEC 5-10TH \$10
7:30 PM
BATTLE OF THE BANDS
ENTRIES OPEN UNTIL NOV 11TH
BURIED CABLES TELEPHONE
A DELICIOUS DRINK

DEC 5-10TH \$10
7:30 PM
BATTLE OF THE BANDS
VELOUR
ENTRIES OPEN UNTIL NOV 11TH

BATTLE OF THE BANDS
ENTRIES OPEN UNTIL NOV 11TH
DEC 5-10TH \$10
7:30 PM
VELOUR

Embrace the Pain

This 20 page booklet explains the necessary steps to enjoying spicy food. I used a minimalist layout, and used repeating shapes to tie each spread together. The color palette of each spread was inspired by the images featured.



Andrya White

ART 2400 Production Design

Fall 2022

Process Booklet

Gareth Fry



Planted Earth

This project consisted of creating several new black and white logos for Planted Earth, an existing shop in Orem that sells plants and antiques. I have included the wordmark and lettermark that I created for the shop. The current logo features typography in the Art Nouveau style, which inspired the execution of these two logos.



planted
EARTH

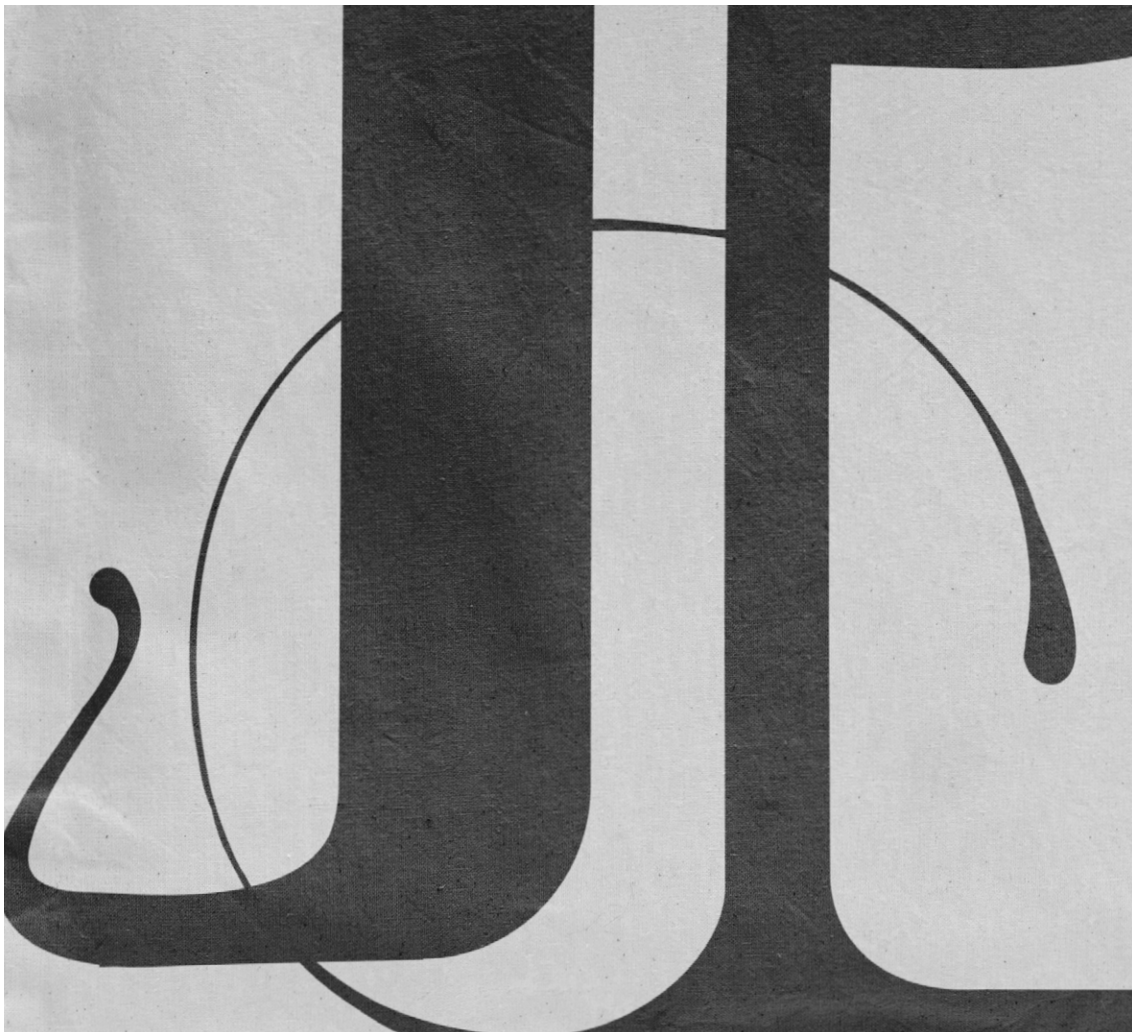
Andrya White

ART 2430 Branding I

Fall 2022

Rebrand

Justin Woods



Project Title

Madelyn's is a hypothetical shop that sells home decor and houseplants.

<https://vimeo.com/804934037>



Andrya White

ART 2440 Motion Graphics I

Fall 2022

Animated Logo

Adam Rallison



Viñas del Mar - Logo

Viñas del Mar is an upscale Mexican restaurant located on the coast of Tulum, Mexico. The ambiance of the restaurant aims to provide the best experience and food to the customer. With an emphasis on seafood and authentic Mexican flavors, Viñas del Mar stands on par with Michelin rated restaurants around the world.



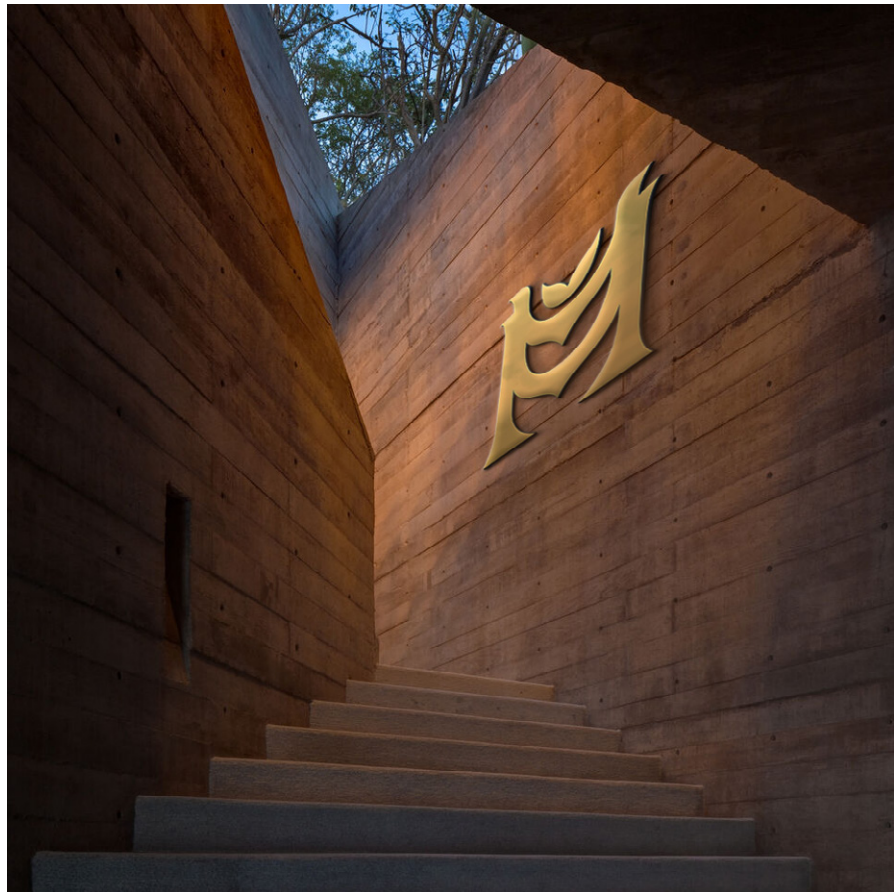
Andrya White

ART 2430 Branding I

Fall 2022

Restaurant Brand

Justin Woods





Viñas del Mar - Menu

The menu features a gold embossed leather cover, and three inner pages consisting of appetizers, entrees, and signature margaritas.

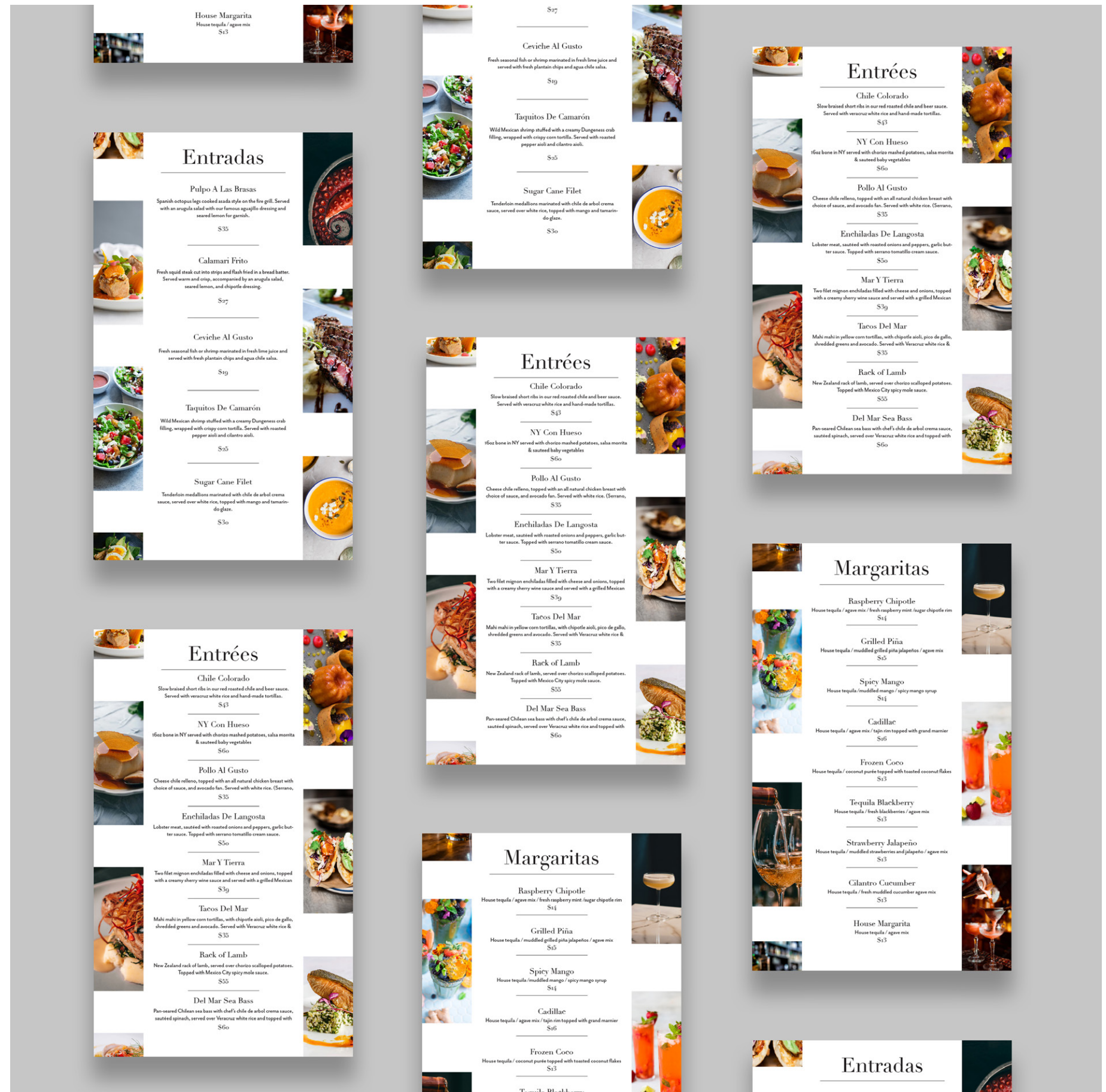
Andrya White

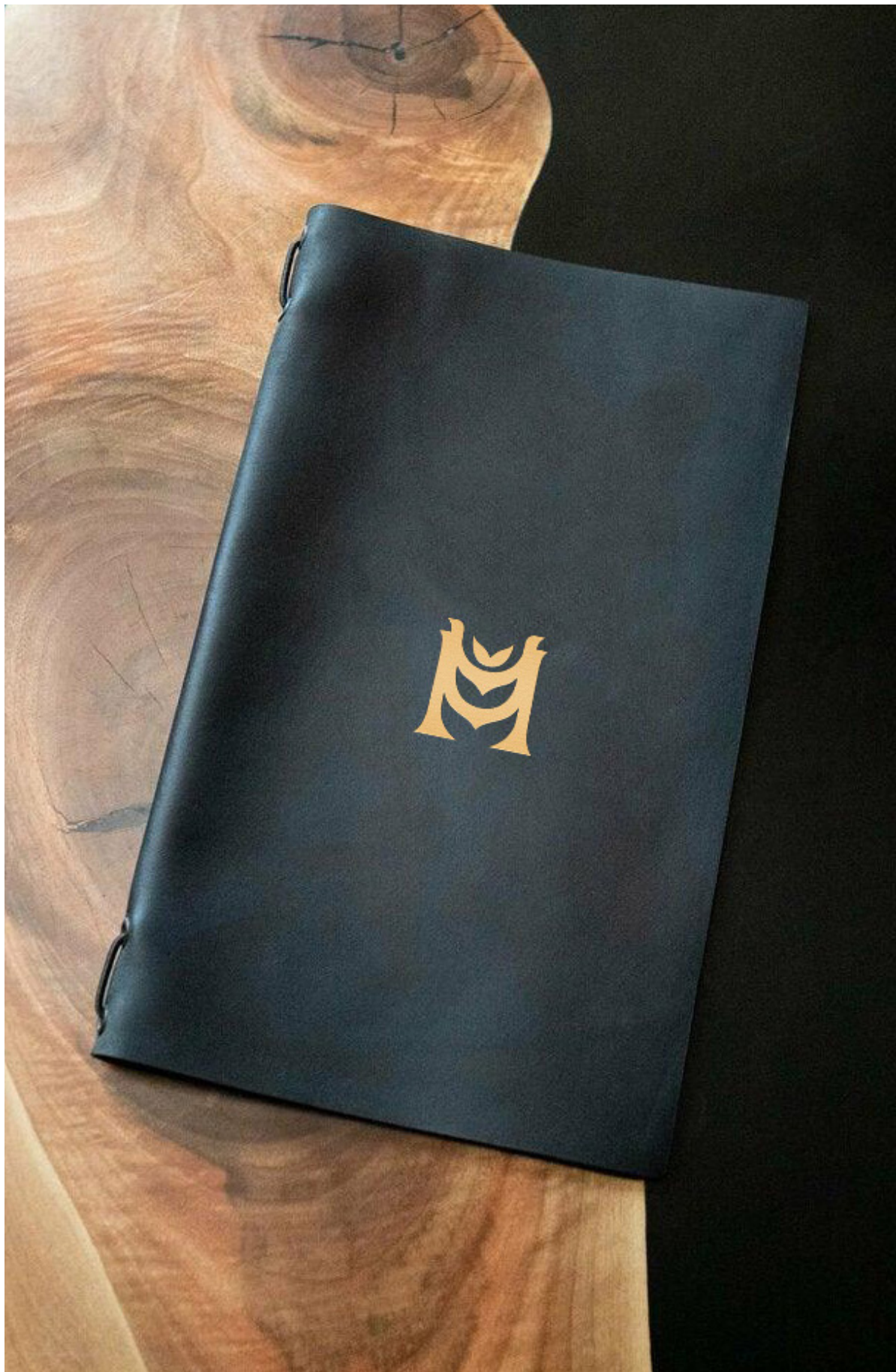
ART 2430 Branding I

Fall 2022

Restaurant Brand

Justin Woods





Viñas del Mar - Private Label

The restaurant also produces its own tequila and mezcal, available for purchase in house or online.



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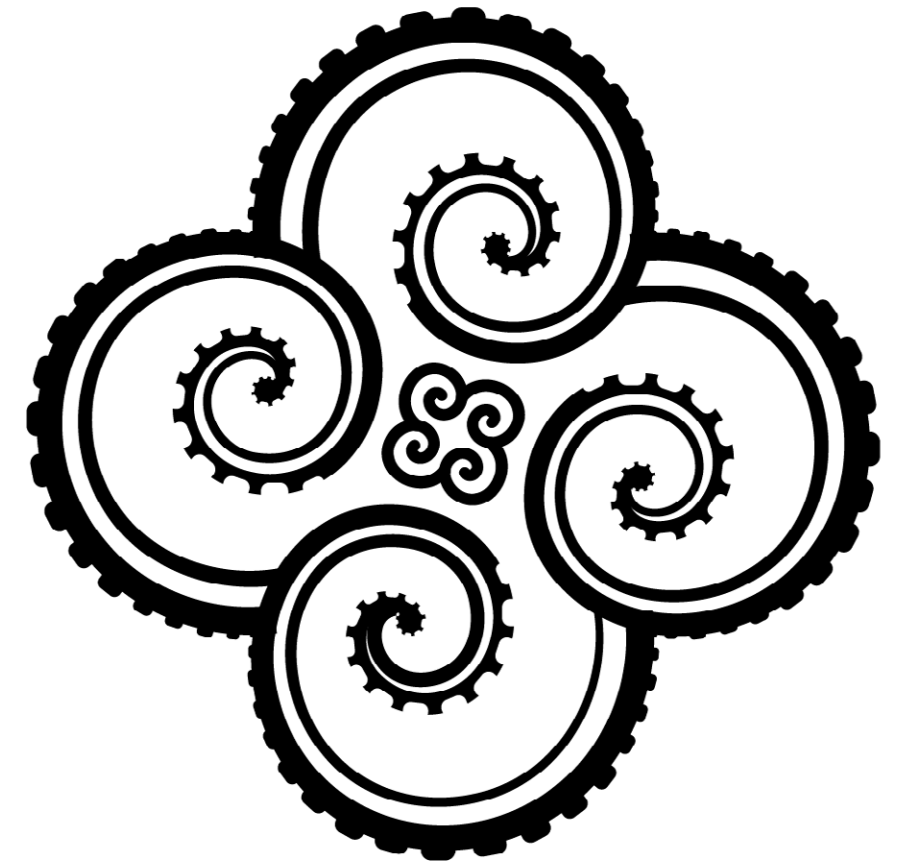
ART 2430 Branding I

Fall 2022

Restaurant Brand

Justin Woods





Viñas del Mar Website

This is the website for my restaurant and brand, Viñas del Mar. On this site one could buy the private label spirits, browse the menu, find contact information, and more.



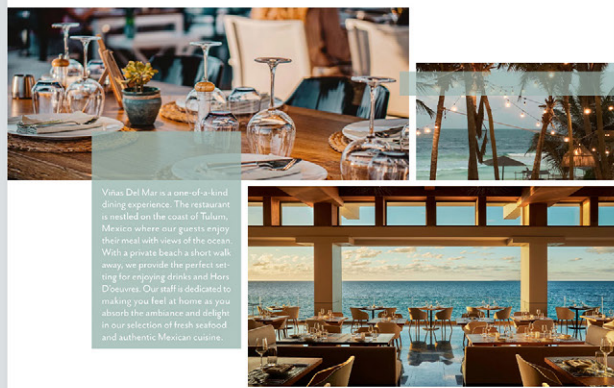
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ART 2400 Production Design

Fall 2022

Web Page

Gareth Fry



Viñas Del Mar is a one-of-a-kind dining experience. The restaurant is nestled on the coast of Tulum, Mexico where our guests enjoy their meal with views of the ocean. With a private beach a short walk away, we provide the perfect setting for enjoying drinks and Hors D'oeuvres. Our staff is dedicated to making you feel at home as you absorb the ambiance and delight in our selection of fresh seafood and authentic Mexican cuisine.



Spirits

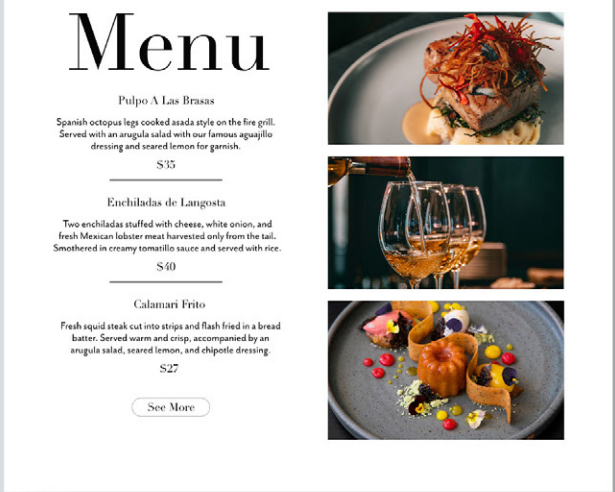
Expertly created by our own team, our house Mezcal and Tequila are sure to make a statement in any liquor collection. Created in collaboration with local refineries, the flavors of Mexico shine through in this blend of distilled agave nectars. Whether mixed into margaritas, sipped on the rocks, or taken as shots with a wedge of fresh lime, these spirits are sure to create an indulgent and luxurious experience.



All of our dishes are inspired by the authentic flavors of the Mexican coast. Our head chef was born and raised in our home city of Tulum, and began his career in the industry working in a taqueria specializing in fish tacos.

Our Story

With more than 15 years in business we are proud to say that we have served thousands of guests and won numerous awards. Now currently nominated for a Michelin Review, we hope to attract guests from all over the world to savor the flavors of the Mexican coast.



Menu

Pulpo A Las Brasas

Spanish octopus legs cooked asada style on the fire grill. Served with an angula salad with our famous aguajillo dressing and seared lemon for garnish.

\$35

Enchiladas de Langosta

Two enchiladas stuffed with cheese, white onion, and fresh Mexican lobster meat harvested only from the tail. Smothered in creamy tomatillo sauce and served with rice.

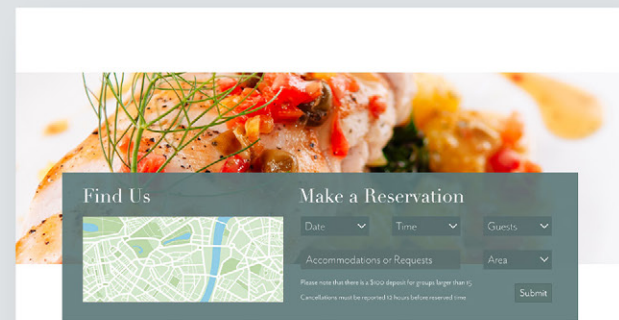
\$40

Calamari Frito

Fresh squid steak cut into strips and flash fried in a bread batter. Served warm and crisp, accompanied by an angula salad, seared lemon, and chipotle dressing.

\$27

[See More](#)



(646) 156-8453



Mix, Sapporo, Whiskey
Tulum, Mexico - Tulum, Mexico
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