

**FAVATA**

**DESIGN**

**WORK**

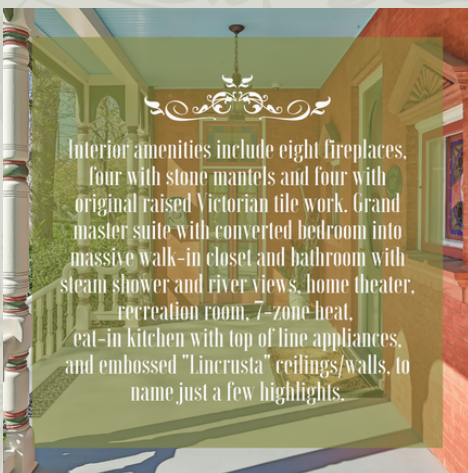
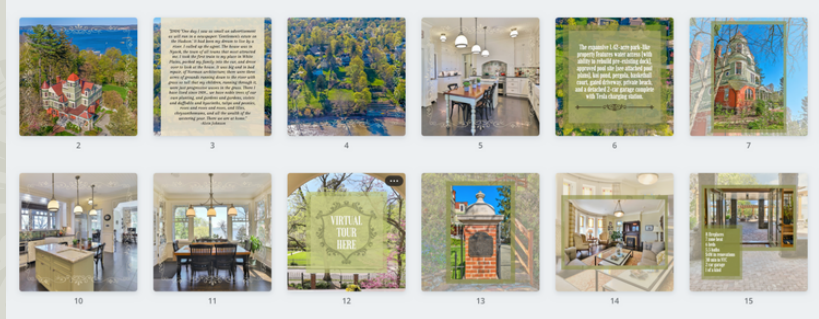
**DIGITAL PORTFOLIO**

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# 2021 CLIENTS:



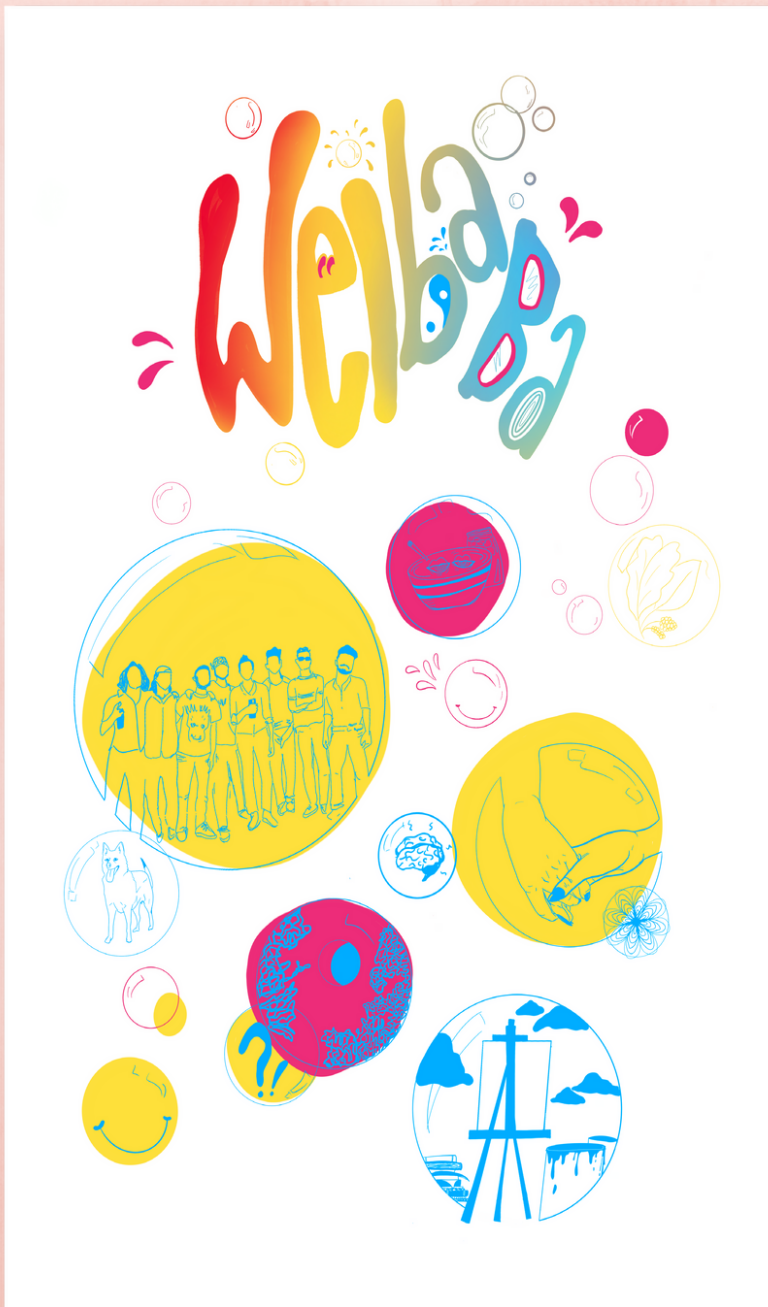
*The Bennett Deyrup Estate*  
"Just Listed" mailer sent on behalf of the 1887 Victorian  
*Ask Adam Team \$3.9M*  
listing, Brokered by  
Corcoran Baer & McIntosh  
Real Estate





# 2021 CLIENTS:

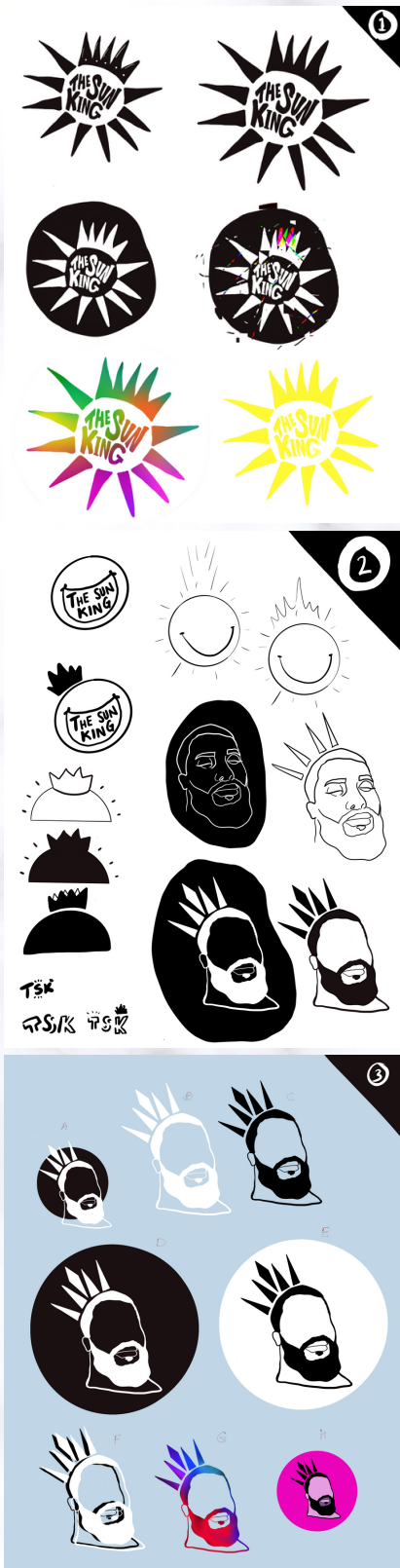
"WEIBABA" at Roots T-Shirt  
Concept, capturing the  
recurring live music event by  
*Weibaba* at Raw Roots  
Café in Northvale, NJ



# 2021 CLIENTS:

"THE SUN KING" [[@carlomalis](#)] brand mark, icon variations, and instagram story mock-ups for social media collaboration announcements

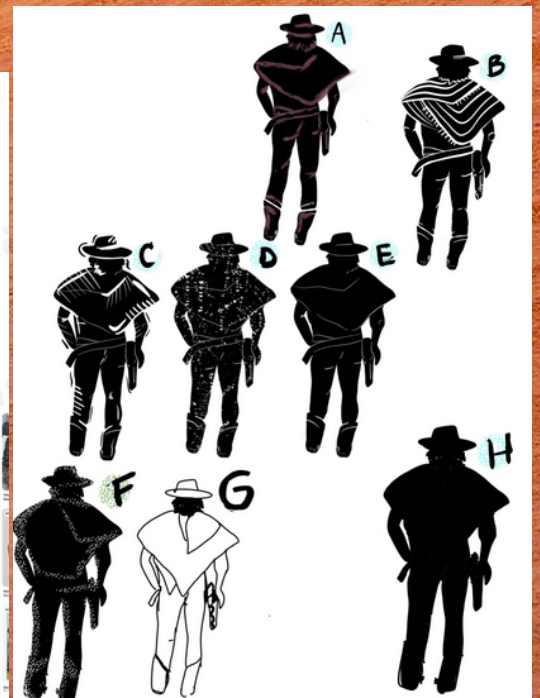
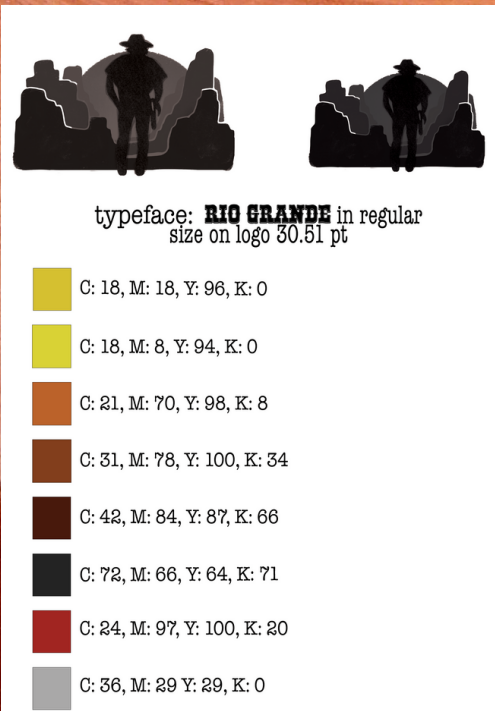
THE  
SUN  
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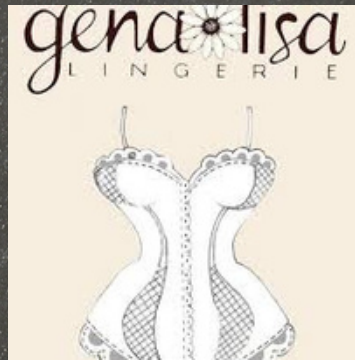
# 2021 CLIENTS:

## "OLD RANCHERO" Emblem for CBD-Infused Hot Sauce Label

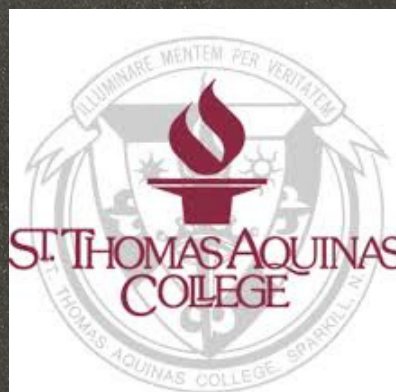




# 2020 CLIENTS:

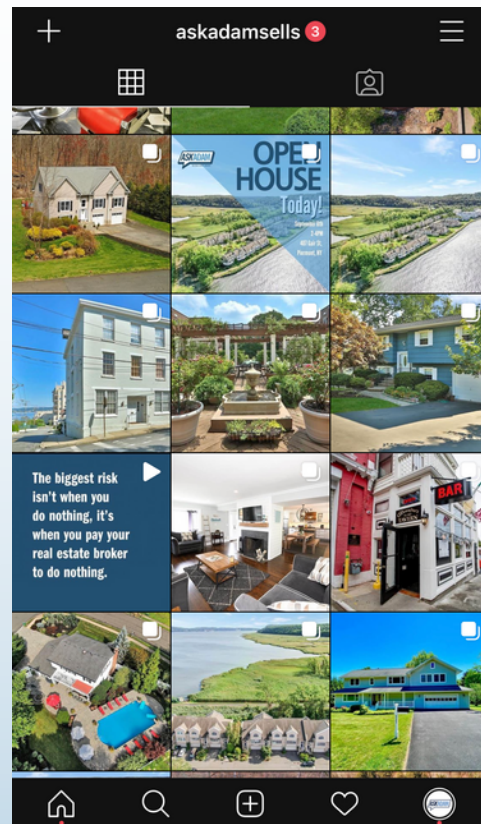
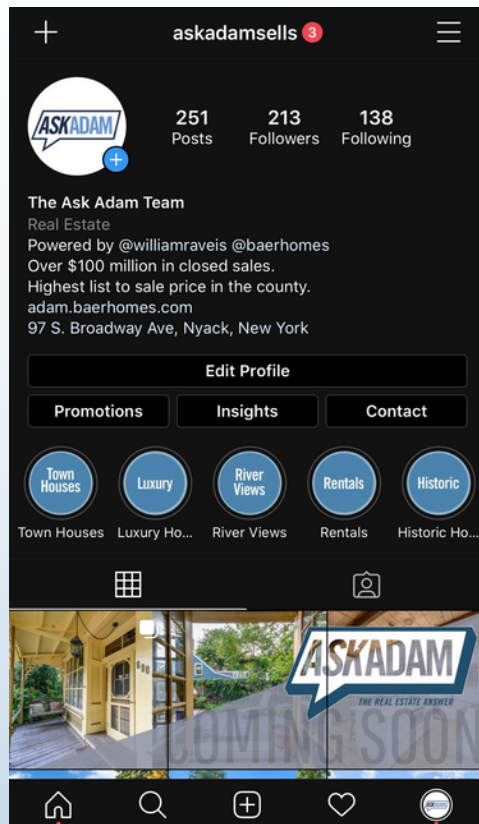


# 2019 CLIENTS:





# 2020: Growing Online Presence for William Raveis, Baer & McIntosh Real Estate and the Ask Adam Team



I work directly with the Ask Adam Real Estate team in Rockland County, NY as a freelance social media marketer.

Some of my daily tasks include drafting and publishing social posts on Facebook, Instagram, and Yammer on behalf of the Ask Adam NY/NJ Real Estate Team, William Raveis, Baer & McIntosh Real Estate, and Subway2Suburbs.

I also write copy for *Boomtown!* html email blasts, as well as contact leads and prospects who may be in the market for buying/selling a house.

Since my work started with the Ask Adam Team, I had been able to grow their instagram account reach by over 200% during the time I managed it.

Here are some of the pages I post on:

<https://www.facebook.com/AskAdamSells>

<https://www.facebook.com/subway2suburbs>

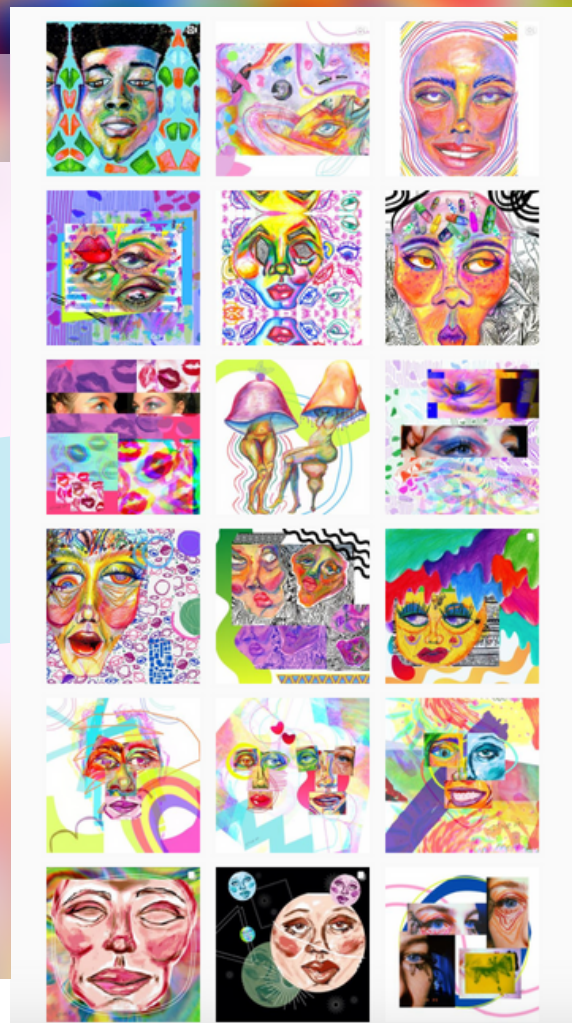
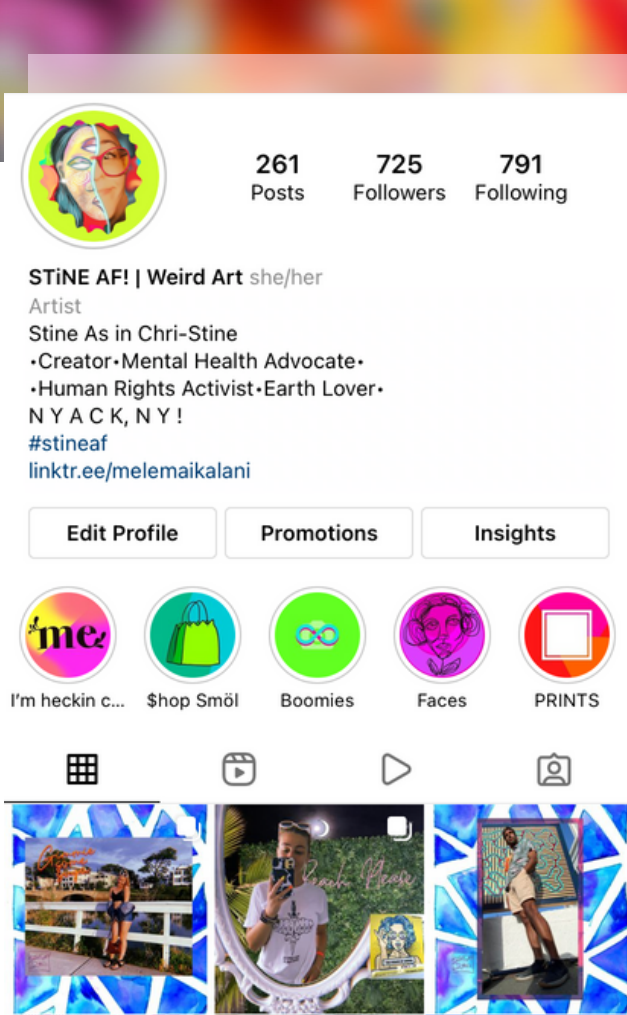
<https://www.instagram.com/askadamsells/?hl=en>





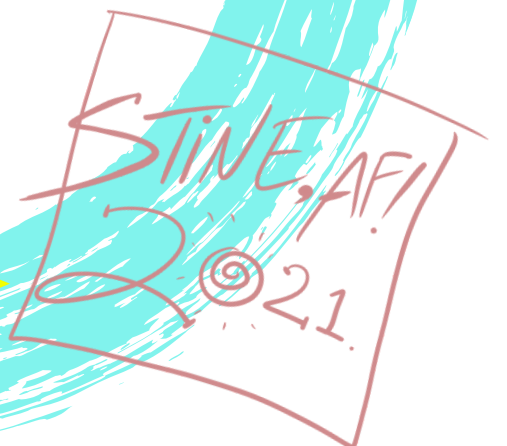


# 2020-2021 Exploring my personal brand through posting and selling art via social media



**@stineaf is an Instagram page I made to express myself through art. I made this page to voice controversial opinions, post abstract and unconventional art, and share the creations that are personal to me. My goal is to continue to organically increase my following, keep my art unique, and be authentic to my style.**

**This practice allows me to develop a diverse range of tones/voices to reach multiple audiences through a single channel of communication.**

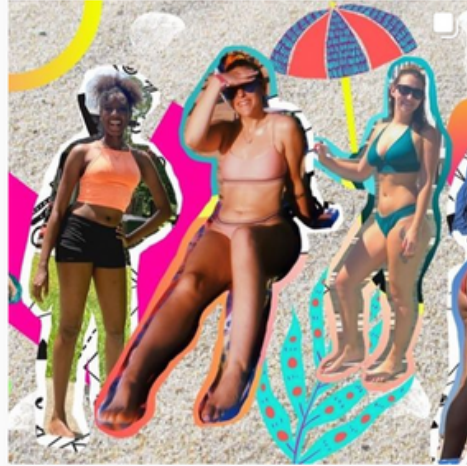


POSTS

IGTV

SAVED

TAGGED



**(3/3) My friends are beautiful. Because of who they are. They're absolute queens, slaying the game in 100 ways, inspiring me, encouraging me, and changing the world with their minds and words. Their value is far beyond their physical appearance. ✨👍**

#aeriereal #bodypositivity  
 #beauty #beautywithin  
 #societalstandard #beyou  
 #women  
 #bossbabes #beach #fitness  
 #beachbod  
 #swimsuit

**(2/3) I asked a bunch of friends to send in pics of them from the beach and I was surprised to find that quite a few of them told me they were not comfortable with sharing recent pictures of themselves in bathing suits. I was shocked at first, because I know these women personally, and know their appearances to be stunningly BEAUTIFULLL (seriously, my friends are hot!), but they didn't see themselves that way. I then realized it doesn't matter what they looked like, how thiccc, thin, toned, or muscular they were ever going to be, because society will always influence us to be in a mental battle against our own image. Unless we start to lift each other up and accept ourselves for our flaws!!!**

#allbodiesarebeachbodies #aeriereal  
 #bodypositivity

**(1/3) It's time we start reconsidering the way we talk about our bodies. The term #quarantinebody needs to go. The idea that "fat women are beautiful despite their weight" needs to go. The stress of training for a #beachbody needs to go. The shame that comes with 'overweight' women exposing skin needs to go. #allbodiesarebeachbodies !!!!**

#beachbabes #beachbum  
 #fatshaming #allgirls  
 #realwomen  
 #allnatural

STINE, AF!



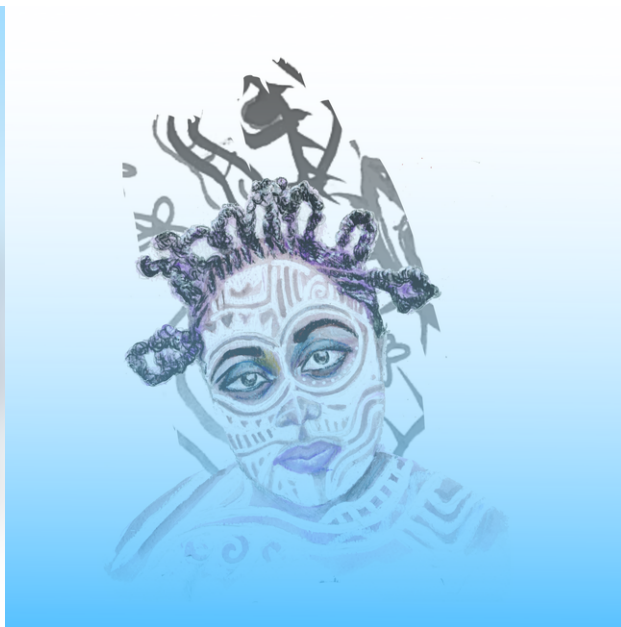


(1/3) I love the @dissectpodcast on Spotify. For the last months and some, I've been listening to my favorite season so far, where they analyze Beyoncé's visual album •Lemonade• (It is a masterpiece). In the music video for Sorry, the cast has been painted in beautiful patterns, easily recognized as the art of Laolu Senbanjo. Although I have seen the music video before, the podcast introduced me to the ideas and value behind the art known as The Ori.

This fascinated me.... (More info next pic)  
**#blmArt #laolusenbanjo #thesacredartoftoheori #beyonce #daniellebrooks**

(2/3) Via; OkayAfrica.com "I tell a lot of people 'your melanin is the paint,' Senbanjo said. "When you look at the negative space and see what I do with it, what shines through is the darkness of your skin." After being introduced to this idea, I immediately wanted to paint a version of this art to honor black culture and its beauty. So I found this picture of Danielle Brooks being painted by Senbanjo...

**#blmArt #laolusenbanjo  
#thesacredartoftheori3w**



(3/3) Unrelated to the art, Danielle Brooks' character in OITNB is a strong and powerful representation of fighting for freedom, reform, and justice. Seeing that picture of her reminded me that the #BlackLivesMatter movement isn't new, it's not a trend to die out, or some fad that we will get over. It's real and it's BEEN time for change. This is my homage to those who have lost their lives in this battle. □

**#laolusenbanjo #thesacredartoftheori #dissectpodcast #blmart  
@laolunyc**

# 2020 SURVIVORS CLUB BRANDING:

Survivors Club is a clothing brand created to give a sense of unity and hope during hard times while also raising money for charities that support those affected by Covid-19.

As stand-in creative director for Survivors Club, I helped conceptualize and design the logo and brand values, along with some designs for the first launch of products called the H.O.P.E. Series. This series (that stands for "Helping Other People Every [day]") of clothes is designed to spread awareness of the importance of social distancing and following the recommended guidelines in order to ensure safety and hope in the community.

Although my position at Survivors Club was as a temporary branding/design guide, the brand has future plans to expand their product from shirts to blankets, leggings, backpacks, and more.

# SURVIVORS CLUB

STRONGER, TOGETHER.

LOGO FONT RUN

## SURVIVORS CLUB

Oswald (original) STRONGER, TOGETHER.

## SURVIVORS CLUB

Heebo STRONGER, TOGETHER.

## SURVIVORS CLUB

Lato STRONGER, TOGETHER.

## SURVIVORS CLUB

CITY OF BRUSSELS

## SURVIVORS CLUB

OF ANARCHY







# 2019 AD CAMPAIGN:

*Assignment: Reposition an Existing Brand*

*Brand: S'well*

In this campaign, I re-positioned S'well to new homeowners looking to decorate their kitchens by adding S'well's beloved designs and patterns to their favorite appliances. I called this partnership between machinery and design "S'well Industrial."

By doing this, S'well is no longer limited to just drink-ware, but can broaden their potential for products all over the household.





your  
brand new  
d'ishwasher



Life's Good  
with S'well



& Swell  
Industrial



# 2019 SUTV Women's Day Video

Here is one of my favorite projects I've worked on in 2019. This is a video and event I wrote, directed, produced, and edited with the help of a student-lead TV crew that I supervised during my time in college.

My goal was to create a video to celebrate women's equality and release it on International Women's Day, March 8th. To do this, I planned and executed an event to invite the Stevenson community to speak on the subject in an inviting environment. Students, faculty, alumni and even family members attended the event to use their voice. I also partnered with Stevenson University's *Arts! Alive* program, who helped fund the project.

Enjoy!

<https://www.facebook.com/stevensonTV/videos/292403874771392/>





# 2018: Relationship Between Design and Business

Assignment: Showcase Stevenson University's Fashion Design Department's artwork. This was achieved by creating a name for the exhibit, a way to display the pieces, and a way to display the descriptions of the art all while following the main theme: Journey Through the Elements.



Design and promotions for this exhibit were done  
on behalf of *The Mill*

*More information about the design of this showcase and the logo we chose  
(by Hailey Guit) can be found here:*

<https://www.haileyguit.com/journey-through-exhibition>

# 2018: The Mill: Rails to Trails Baltimore

**The Mill** is Stevenson University's own creative agency that works with outside clients to help them with branding, promotions, public relations, social media, and more. As some of the original members of **The Mill**, our team worked with the Rails to Trails conservancy to help their campaign on creating a trail for Baltimore communities to safely enjoy. Here are some design samples we created with social media captions to go with them.

Drafts for possible social media posts for Facebook/Instagram/ etc.  
Social Media type posts in red

## Text Posts:

"It's Opening Day! Come out and celebrate with us at \_\_\_address\_\_\_"

"Are you guys ready for Opening Day? #WhyDoYouWalk"

" Tell us how you feel using #TheTrailMeans on Instagram and Facebook."

" I scream, you scream, we all scream for Taharka Brothers Ice Cream! They will be joining us at our post-trail gathering today, come out and celebrate with us! \*ice cream emoji\* #BaltimoreRailsToTrails "

"What do you value in your community? Swing by to Union Craft Brewery for Opening Day. "

## Posts with media attached:



"Who's excited about Spring trail season!? Baltimore Greenway Trails Network partnered with Rails to Trails Conservancy have been working together on a new lifestyle for Baltimore. Coming to a neighborhood near you!"



# 2018: The Mill: continued

Rails to Trails also requested a way to get feedback from the community on the opening day for "trail season." Our team came up with an interactive way to collect data by asking the community to place stickers on their most valued aspects of the trail such as aesthetics, safety, and destination.

"#RailstoTrails #BaltimoreGreenwayTrailsNetwork #TheTrailMeans"



"#RailstoTrails #BaltimoreGreenwayTrailsNetwork #TheTrailMeans #BmoreTrails #Plan4health"



"The trail affects everyone from the Harbor to Highlandtown. Get to know more about the Baltimore Greenway Trails Network and their project to build a better community in the link..."



"Day or Night, the trail is right."



# 2017-2019: Wild Stang Radio's "15 Minutes of Fame"

*Wild Stang Radio* is Stevenson's campus radio station that I managed from 2017-2019. I collaborated with *SUTV* to create a segment on WSR called **15 Minutes of Fame**, to showcase the hidden talents and successes of students around campus. Each episode was live-streamed on Instagram, and well as video-taped and edited into a short video by the *SUTV* team.

**Here are some of my favorite interviews! Enjoy!**

## **Dominion:**

<https://www.facebook.com/stevensonTV/videos/444983959610568/>

## **Modern Nomad:**

<https://www.facebook.com/stevensonTV/videos/288529158715413/>

## **Jet Plane:**

<https://www.facebook.com/stevensonTV/videos/2058789937699820/>

## **Swim Team:**

<https://www.facebook.com/stevensonTV/videos/193876644855928>

## **15 Minutes of Fame Promo:**

<https://www.stevenson.edu/videos/15-minutes-of-fame>





# 2016-2018: SUTV Favorites

*SUTV* is Stevenson University's student-led video production team that produces marketing content for the University. Videos are meant to promote events, educate students and faculty, embody student life, and more. Videos are posted on the Stevenson University Facebook page, the SUTV Facebook page, Instagram and other relevant platforms.

**Here are some of my favorite SUTV videos that I have directed, produced, or edited.**

## **New Year New You:**

<https://www.facebook.com/stevensonTV/videos/393939061375331/>

## **SU School Spirit Police:**

<https://www.stevenson.edu/videos/stevenson-university-school-spirit-police>

## **Humans VS Zombies Promo:**

<https://www.facebook.com/stevensonTV/videos/1567519586621228/>

## **Christine Breaks her cellphone addiction:**

<https://www.stevenson.edu/videos/christine-breaks-her-cellphone-addiction>

## **So you think you can Freestyle:**

<https://www.stevenson.edu/videos/sutv-so-you-think-you-can-freestyle>



# Writing Samples 2016-2018

## The Villager, Stevenson University's online newsletter

<https://stevensonvillager.com/author/christine-favata/>

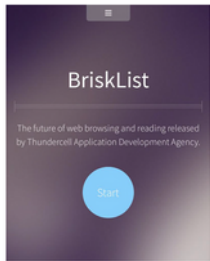


HOME / NEWS / FEATURES / REVIEWS / SPORTS / OP/ED / ABOUT / ARCHIVE / CONTACT / SUBSCRIBE

BY CHRISTINE FAVATA / FEATURES / MARCH 29, 2018

### STEVENSON STUDENT TO LAUNCH READING APP

Freshman business administration major Logan Smiley has been working on designing and co-launching a phone app since the summer of 2017. **BriskList** is a college-friendly reading app that comes in two parts.



The BriskList home screen offers users a simple experience. (Photo courtesy of Logan Smiley)

The first function allows the user to browse articles via Google, save an article and set a reminder on one's phone to read it. By setting a reminder that is connected to the app and articles, users are able to avoid pile-up with their assignments. A "delete timer" and "automatically delete" option are available in the app as well.

Smiley explained that BriskList is made for college kids by college kids, assuring that it will be useful. Although it is not completed and ready for the public yet, Smiley said it is finally starting to become viable.

With the help of Smiley's good friend, Michael Bouril of Penn State, the app is in the process of being revamped. The two plan to add a note-taking feature, a split-screen mode, and make it easier to use with search engines besides Google Chrome. "We think Google is the perfect way to use with

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ATHLETES OF THE WEEK

FEATURES

MAGAZINE WRITING SHOWCASE

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BY CHRISTINE FAVATA / FEATURES / APRIL 29, 2017

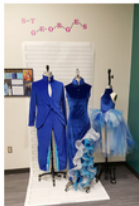
### FASHION STUDENTS DESIGN ALTERNATIVE LOOKS



Jacory DeJordy designs versatile formal wear for women. (Photo from Jacory DeJordy)

but still want to fit into a formal setting.

After changing many of her sketches during the design process, her end product finally matched her inspirations: vintage menswear, old smoking jackets and tweed coats. DeJordy's plans for expanding this design would be to make different versions of the jacket, with a line of similarly tailored coats in different fabrics.



Junior Allison Jones creates a collection inspired by the 1700s. (Photo from Allison Jones)

Fashion design majors are busy preparing for their annual fashion show. The show showcases individual collections of students' work from their current design classes. Many of the models showing off the work are Stevenson students or friends of the designers, according to sophomore fashion design major Jacory DeJordy.

Though she is an underclassman, sophomore DeJordy chose to create a more complex style of clothing. Specifically, her jackets include a mix of masculine and feminine designs.

"It's not very easy to find formal women's wear that isn't a dress, so I had to create it myself in the future I want to continue to make women's formal wear that has more androgynous design," said DeJordy.

She believes it is important to design versatile options for those who do not want to wear dresses,

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PEOPLE ARE SAYING...

REVIEWS

SPORTS

STUDENTS ARE TALKING...

RECENT POSTS

1 Founders Day show draws participants, viewers

2 Soccer teams adapt to new practices

3 Local reservoir and trail offer activities near Stevenson

4 Students and faculty share positive outlooks during COVID-19

5 Stevenson takes precautions during National Cybersecurity



SPORTS / MAY 3, 2018

### DANCE TEAM TAKES SECOND PLACE

BY CHRISTINE FAVATA

Stevenson University's dance team placed second in the nation for Division III Hip Hop at Daytona's 2018 National Dance Alliance competition on April 5 to...

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FEATURES / MARCH 29, 2018

### STEVENSON STUDENT TO LAUNCH READING APP

BY CHRISTINE FAVATA

Freshman business administration major Logan Smiley has been working on designing and co-launching a phone app since the summer of 2017. BriskList is a...

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NEWS / FEBRUARY 22, 2018

### CAMPUS REC GETS NEW ASSISTANT DIRECTOR

BY CHRISTINE FAVATA

Campus Recreation's new assistant director.



REVIEWS / FEBRUARY 8, 2018

### ACTION FILM FOLLOWS LA HEIST

BY CHRISTINE FAVATA

"Den of Thieves" is a new action-packed movie that is definitely worth seeing. Directed by

<https://meritpages.com/christinefavata>



# 2016-2017: Journalism II

**Assignment:** Write and design an "enterprise" article about a proven trending topic.

**Topic:** Snap Inc.

## THE VILLAGER

May 5, 2017

### Snapchat: Popular social media app attracts users

By Christine Favota

After almost three years of using the Snapchat App, Hannah decided it was time to delete it off her phone. She spent too much time checking friend's stories, and seeing who viewed her own. She took a much-needed break from such an involved form of social media.

About seven months after she deleted Snapchat, she downloaded it back onto her phone, and invited the social media platform back into her life. After only a few days of using it, Hannah's Snapchat score reached into the hundred thousands. She was back in the game.

#### What is Snapchat?

Snapchat's popularity increased with millennials over the years since its release in 2011. Snapchat started out as a camera company called Picaboo and was then renamed Snapchat Inc.

Its manifesto is to improve the way people communicate with each other in their day-to-day lives, and empower one another to express themselves freely, while also learning about the world, according to Snap Inc. on [www.snap.com](http://www.snap.com). This is Snapchat's official website.

The Snapchat lifestyle is more than just taking pictures and posting them instantly and constantly. Anyone can add his or her own personality to a picture or video, a post can update their whole community on what is going on in their life.

The popularity of the app should not be fading any time soon, for Snapchat's daily views have increased 400 percent year-over-year, according to Media Kix, 2017.

That does not merely include those who have just downloaded the app. Over half (60 percent) of those who have the app compose a snap every single day, according to Snap Inc.

#### Who's story?

A good portion of the reason Hannah deleted the app from her phone was due to the time she spent looking at others' Snapchat stories. In the most updated version, Snapchat allows users to view a story as many times as they want for 24 hours or until the person who posted it deletes it. A story can be commented on, shared, re-posted, or saved.

The possibilities of sharing Hannah's actual life story on her Snapchat story are almost endless. Snapchat stories are a fun way to be updated on someone's day in the life.



There are multiple versions of Snapchat's ghost logo that people love.

Each story is a compilation of Snaps that a friend has posted on the app over the last 24 hours. A story can be viewed as many times as possible before it is no longer available (24 hours), according to Snap Inc.

#### Where does it go?

Many are skeptical about the promises of how private Snapchat really is. The 10-second window of photos and videos being sent may make it more exciting to open the message. After the 10 seconds, those photos are gone, so the user is obligated to pay full attention to what he or she is receiving.

The messages are current and relevant. However, do those photos actually disappear after ten seconds? Sending "risky" pictures is something users should avoid.

The disappearance of messages gives Snapchat as aspect of honesty, authenticity, and immediacy the other social media apps lack – and that millennials love, according to Yahoo Finance from 2016.

This "disappearing" feature is just one of the many that Snapchat has released over the years, and one of the reasons it remains relevant. Sharing pictures has become easier and quicker than it used to be on camera phones.

There is no need to capture a photo with the camera app and

send it with another. There is no need to save an image online and have to post it on a friend's newsfeed with a separate app. That can all be done in a matter of seconds with Snapchat.

Snapchat released a statement in 2014, claiming that "Snapchat is—and always has been—devoted to promoting user privacy and giving Snapchatters control over how and with whom they communicate," according to Snap Inc. [press.snap.com](http://press.snap.com). However, there are still users who are skeptical about how protected their lives are on the web.

Stevenson sophomore and avid Snapchat user "Brittany Jones (name has been changed for privacy) said that using the app feels safer than before due to the new screenshot notification feature. This feature notifies the user who sends a message if their snap had been screenshot by the receiver.

On the contrary, "Users still do not grasp how difficult it is to entirely erase something from the internet, even after it has been deleted," according to ABC News reporter Rhea Murray.

Jones posts a story almost every single day. She claims that she would rather post her photos on Snap than Instagram or Facebook because of her audience on Snapchat. Jones said her friends on Snapchat are picked and approved by her, so she knows exactly who sees her posts.

#### Who's keeping score?

A Snapchat streak is the number of days in a row someone has been Snapchatting with another person. 158 million people are using Snapchat every day, averaging 25-30 minutes per day, according to Business Insider reporter Biz Carson.

With that many people using the app, people get competitive when maintaining streaks, like a game. However, Jones does

## THE VILLAGER

May 5, 2017

### who practice personal and creative communication



Photo from [www.apelectronics.com](http://www.apelectronics.com)

Spectacles one of Snapchat's latest inventions. They are an innovative way to record and post media directly to your Snapchat account.

not like to sustain any Snap streaks because of the pressure. She also does not like to pay attention to her Snap score because of the same reason.

Snapchat has become more than just social media; it is a way of life. The Snapchat score (the number that the app generates based on Snapchats one has sent, received, viewed, shared, etc.) like the streak, has become another reason for users

to stay focused on using the app as much as possible. It also is another reason for more people to join the Snapchat community. Based on information from Business Insider reporter Kif Leswing, "Snapchat is a service geared toward teens and young people. It quantifies popularity into a single number, the Snapchat score, which comes up frequently when adding new friends."

#### What are Geotags?

"Geotags" or "Geofilters" are examples of dynamic art for different locations. A user just has to capture a photo or video on Snapchat and swipe the screen left or right to reveal a Geotag filter. It can be as small as a sticker or take up the whole screen.

Geofilters can be community-based or business-based. Companies, cities and universities pay for this publicity because of the number of people who are constantly using Snapchat, based on information from Snap Inc.

At the end of 2016, research said that 78 percent of 18-24-year-olds in the United States were using Snapchat, along with 48 percent of ages 25-34, according to Media Post, 2017. That is a lot of people representing businesses like Starbucks or major league sports as a part of their social media. 50 percent of active social media users at popular music festivals use Snapchat, and 25 percent use that festival's Snapchat filter. The Geofilters engage with attendees of the events directly, according to Eventbrite author Rachel Grate.

#### What's new?

There are many different layers to using the app. Based on information by Snap Inc. In 2015, Snapchat released "Discover," a way to share news from around the world to a single app. Companies like CNN and National Geographic share their own updates through this social media platform.

As Yahoo Finance reporter David Pogue puts it, "The third face of Snapchat's personality is its recent incarnation as a news app."

By introducing Discover, Snapchat has encouraged more and more people to share international Snapchat stories. Whether it be a holiday or a

protest, a group of videos and pictures can be viewed in one themed folder by anyone with the app. According to Snap Inc., "Snapchat fundamentally changed in 2013 with stories... and then launched Discover to let publishers reach their audience."

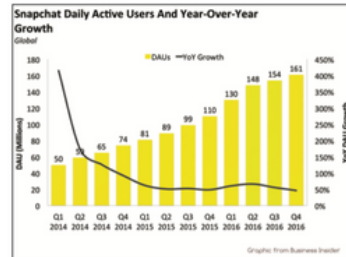
#### What's the future?

Discover is just one of the many features that keep bringing people into devoting their time to this app. Snapchat is not just for posting pictures anymore. It's a place to doodle, post, call, flirt, learn, and much more. As for now, Snap users can stick to sending money, pictures, videos, and messages over the direct messaging part of the app.

For the future of Snapchat, the creators have many plans in mind. Spectacles is a new product Snapchat released in 2016. Spectacles are glasses that can record and post videos directly to a user's Snapchat story in a circular format, as opposed to rectangular.

Their newest update, called Our Story, allows users to search for specific stories all throughout the Snapchat database, according to according to Snap Inc. [press.snap.com](http://press.snap.com).

Who knows what could be in store for Hannah's attachment to the app. Maybe one day she'll contribute some of her own ideas to the app's growth.



Snapchat popularity increases annually with daily active users over two years.



Over half (60 percent) of those who have the app compose a snap every single day, according to Snap Inc.