

**Francisco Umana**, *graphic designer*

I am currently one of the partners/owners of "The Underdogs", a streetwear clothing design company based in Richmond, VA. My work includes a lookbook magazine, campaign poster, and a website to present the Summer 2020 collection, Believe In What You Wear. I have also created two t-shirts, and a 5-panel hat as representative examples of the collection. The graphics consist of pop culture references, which is common among the streetwear community.

I used a triad color palette of purple, green and orange to create harmony and balance throughout my work to present the collection as a unified whole. The images in the lookbook magazine depicts people expressing themselves and showing confidence in what they're wearing. The layout of the magazine is symmetrical; each page reflects each other. The left page showcases lifestyle imagery, and the right page showcases the product. The intended audience connects with the magazine through the lifestyle imagery. I used the type, "Signo," because it's a charismatic font, which accurately represents The Underdogs brand.