

ByDESIGN

An Online Journal of Exceptional Achievement

UCLA's **Luis Ochoa** Portrait of a Dream in Progress



Business Innovation

**CED / CASA Alumni
Gets Patent on
Enterprise
Architecture
Design Tool**

CASA NOW! Web Page Design

**CASA Members
Leverage Web
Technologies**

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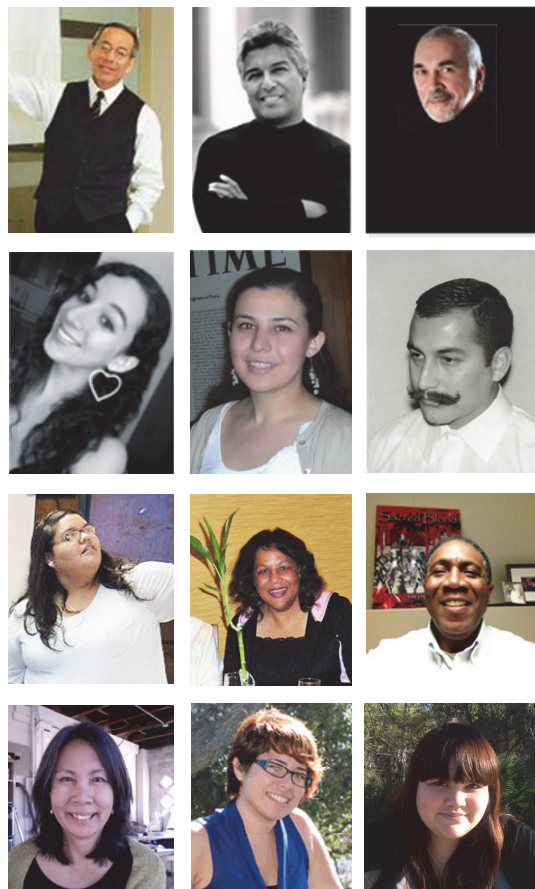
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ByDESIGN is published by:
CASAalumni
11400 W. Olympic Blvd. Suite 200
Los Angeles CA 90064

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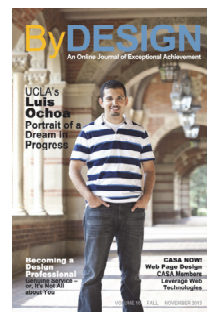
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ON THE COVER: The cover photo was shot at UCLA by Los Angeles-based photographer Michael Hernandez. He works for internationally recognized photographers Jeremy and Clair Wiess at Day 19 Studios in Eaglerock, CA. He received a BA Fine Arts from the Pasadena Art Center. dearhernandez@gmail.com

1st Row: Roy Hernandez, Oswaldo Lopez, Charles Higuera
2nd Row: Lauren Hernandez, Diana Marquez, Michael Hernandez
3rd Row: Grecia Crespo, Kathryn Hoover, Esq., Don Houston
4th Row: Babette Jee, Ana Tenorio, Corina Velasco

ANNOUNCEMENTS

Don Houston Artwork Goes on Display

Editor's Note: ByDESIGN is proud to publish the following announcement received from Don Houston on November 8, 2013.

I'd like to share an art piece the Vargas Gallery at Mission College accepted for display. The piece is called "Banished" (CG/watercolor) and comes from a graphic novel I intend to publish within the next couple of months. My reason for sharing is that this group is one of the few that can appreciate my feelings behind the moment.

Many years ago while at Jesse's (Reichek)¹ house we spoke over a glass of wine about art. (James) Prestini² was there and Jesse told me how he felt when a gallery in France took down their Picasso paintings to put his up. From his voice and words I could see how humbled he felt. It was a feeling I never forgot. The other day, when my first piece went on display, I felt like I was answering the Dead. I felt like a seed had been planted in me those many years ago and finally it had given fruit. Even now, tears of joy well to my eyes.

I'm so thankful to have had artists as teachers. Here is a low rez image of the work I hope you enjoy.

Don



Banished (CG/Watercolors 2013)

About Don Houston:

Mr. Houston received a BA Arch '75 and MA Arch '82 at the College of Environment Design, UC Berkeley. He is a Facilities Manager at Mission College. He is currently working on publishing a graphic novel Sacred Blood – Cursed Blood Feud Part 1, which will be highlighted in a future issue of ByDESIGN. Mission College is located at 3000 Mission College Boulevard, Santa Clara, CA 95054 -1897

¹ Professor Jesse Reichek, a lifelong artist, taught at UC Berkeley from 1953 to 1986, first as a lecturer and then as a professor of design in the Department of Architecture and City & Regional Planning in the College of Environmental Design.

² Professor James Prestini, a superb teacher and internationally known sculptor, taught design at UC Berkeley from 1956 to 1975.

Dreams

By D. Oswaldo Lopez, AIA, LEED GA



I like to think of dreams as concepts of the possible. For without them our imagination has nowhere to be played out.

I like to dream as much as I like to imagine possibilities. For many of us it is hard to distinguish the difference. Ultimately it probably doesn't matter much.

This issue of ByDesign is devoted to dreamers who have probably succeeded because they dared to follow their dreams. From a recent graduate seeking his place in today's world, a media award winner, to a patent innovator - these dreamers probably have a lot in common. They are pursuers of their ideas through the use of their imaginations to seek out the possible, and in doing so experience the satisfaction of success.

Luis Ochoa who is highlighted in our profile for this edition is a dreamer who sets the example of one who uses his education as a vehicle to seek his place in

the world in his quest of becoming an architect.

Luis is a young man who as a child grew up from humble beginnings in a small village in Mexico. As a CED grad, he continues to pursue his dreams at UCLA after studying architecture in Europe, expanding his knowledge and passion for architecture. As I read his story I know that this is only one of many such stories that will be told of CASA graduates of CED.



Luis Ochoa
UCLA, November 2013

So I leave myself to remember that the fulfillment of dreams of a student like Luis Ochoa is what I call the concept of the possible.

Alumni Achievements

Robert Henry Wins Plaridel Award for Excellence in Filipino American Journalism

By Kathryn Hoover, Esq. and Babette Jee, LEED AP BD+C



Top:
Kathryn Hoover,
Esq.

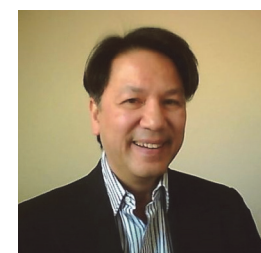
Bottom:
Babette Jee,
LEED AP BD+C

The CED Alumni of Color want to acknowledge Robert Henry (B.A. '76, M.Arch '78, CED) on receiving the Plaridel Award for Most Outstanding Radio program for his development and hosting of "The East West Show" from Las Vegas, Nevada.

The Plaridel Awards were held this October in San Francisco and were sponsored by the Philippine American Press Club in recognition of excellence in journalism for stories concerning the Filipino community nationwide.

Bob began the East West Show two years ago as a local program to celebrate and report on the growth of the Asian American and Pacific Islander community in Southern Nevada. Since then the show has expanded to include national and international content on Asian communities around the globe. As President Emeritus of the Filipino American Chamber of Commerce, Bob has used an array of affiliates to promote American investment and development in the Philippines.

An advocate for economic and community development upon receiving both an undergraduate and master's degree from UC Berkeley, and beginning his working career with nonprofit organizations in San Francisco and Oakland, he has continued to pursue his interest in real estate and economic development for the past decade in Southern Nevada.



While at Wurster Hall, Bob was an early proponent of using video and media in his projects. His work as host of The East West show and as a local TV News Correspondent is a natural outgrowth of this early interest in using media in support of local communities. The CED Alumni of Color congratulates Bob Henry on this well-deserved award.

About the Authors

Kathryn Hoover, Esq. is an affordable housing and community development consultant who works in the San Francisco Bay Area. She received her undergraduate degree in mathematics from Immaculata College in Pennsylvania and her M.Arch '86 and J.D. '89 from U.C. Berkeley. kithoover@comcast.com

Babette Jee is the Principal at Babette Jee Architect, Berkeley, CA. She received a BA Arch '76 from CED UC Berkeley. bjee@earthlink.net

Portrait of a Dream in Progress

By Lauren E. Hernandez, Staff Writer



CASA Alumni Luis Ochoa hailed from a humble farming community in Michoacán. Luis spent his childhood in Mexico utilizing his inherent design abilities by constructing adobe houses, bending wooden sticks into twisting towers and other construction projects on the agricultural landscape that surrounded him.

In high school, Luis became enamored with geometric patterns and enjoyed the process of marrying a ruler, pen, and patience to craft an original design. His tenacity has followed him through his prosperous academic and professional work, boasting numerous awards, including the Gates Millennium Scholarship and Harvard University's Migrant Program Scholarship. Luis's dream has progressed for the past 23 years of his life, and his incessant diligence and eye for design.

Tell us a little about your background and journey?

I was born in a very small town called Tangamandapio in the state of Michoacan, Mexico. I enjoyed a simple life; the countryside was my playground and on weekends I helped my grandfather milk cows. When I was 12 my family migrated to the United States to reunite with my father. Not knowing a word of English, the first couple of years were tough.

Even though the changes were dramatic, the core values my parents instilled in me remained - a faith in God and the "Virgensita de Guadalupe." They taught me to be a hard worker, counseling me that to succeed in life I would need to give a little more than what was being asked of me. It is this trait that allowed me to accomplish everything I have done.

You've traveled throughout your academic journey; what lessons did you learn?

Education is a privilege. As my dad told me: "You have earned it 'mijo' because an education in this country cost more than I earn in a year."



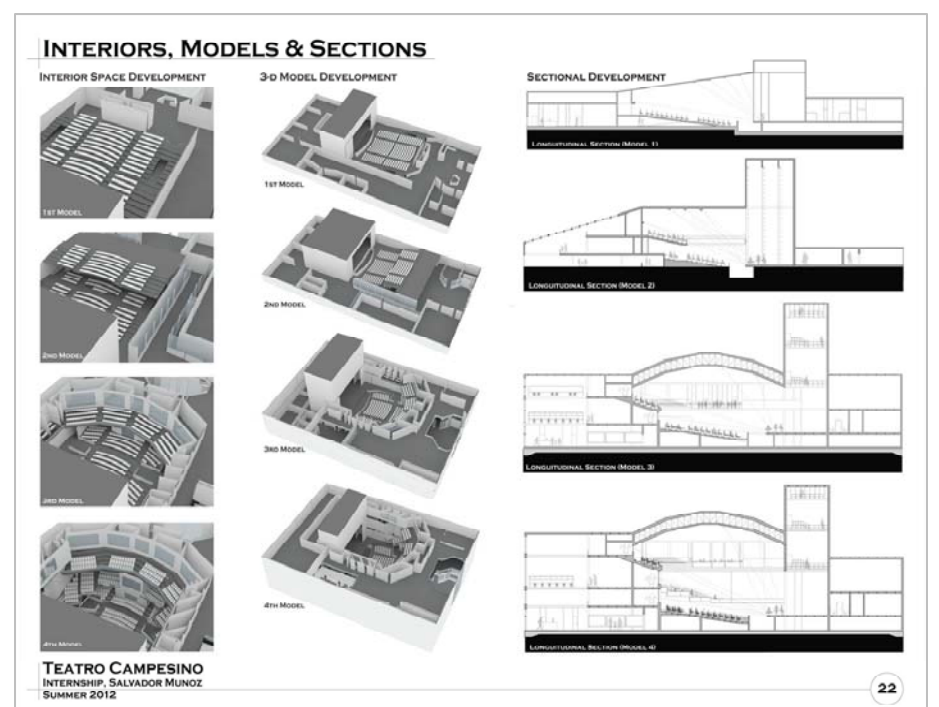
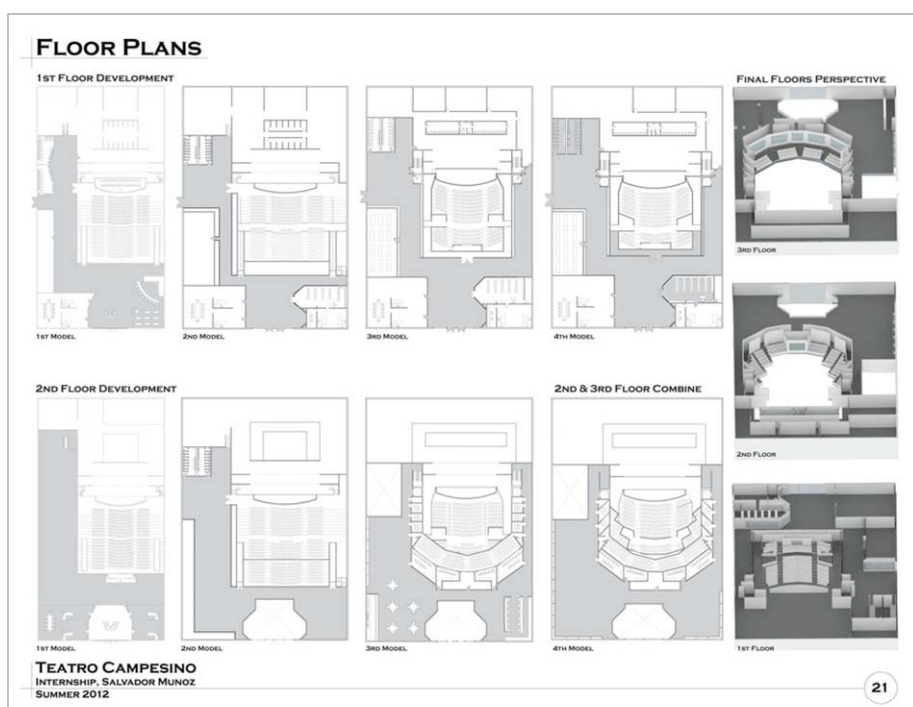
Knowing the financial limitations I would have to overcome to achieve an education have always pushed me to work harder and excel in everything I do. I took advanced courses in high school that were far more advanced than my level of English; it was a hard work ethic that opened educational opportunities.

My father heard about a scholarship the County of Monterey was awarding to one student to attend a summer session at Harvard. At first I was a skeptical because Harvard is such a prestigious university, but I applied and got the scholarship! Studying at Harvard was a great experience; I got my first glimpse of what college level work.

At Berkeley I had the opportunity to study abroad to the University of Copenhagen in Denmark. I visited other European countries such as Norway, Sweden, Germany, Italy, and Spain, places I had only seen in textbooks, i.e., the Pantheon, Coliseum, the Roman Forum, Saint Peter's Basilica, the Sagrada Familia, Park Well, La Rambla in Barcelona, Reichstag, Berlin Wall, and the Brandenburg Gate in Berlin. This was a time of fantastic exploration and learning for me.

In what ways did CED help prepare you?

CED taught me core design principles, how to think about architecture, drawing and rendering techniques that became useful when I started interning and working with different architecture offices.



S. Munoz and Associates, Architects: Theater design concept for El Teatro Campesino in San Juan Bautista, CA

COVER STORY: UCLA's Luis Ochoa

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Portrait of a Dream in Progress

Continued

Delve into your work experience after graduation?

I had the opportunity to work/intern with S. Munoz and Associates, a small architecture firm in my hometown of Salinas. I worked on many different projects of different scales and learned about building and zoning codes. A theater design concept for El Teatro Campesino in San Juan Bautista was the project I liked the most.

I later worked with the City of Salinas Planning and Housing Departments, where I learned a lot about project management and how the city funds low income housing projects. In the Planning Department I learned a lot about the Zoning Code and what it takes to get a project approved through the planning and building departments.

What was the most meaningful recognition award you've received as a student?

The CASA Alumni Undergraduate Prize. It was very meaningful because it was the first prize I received for my architecture work.

You applied to graduate school in 2012 and 2013; why were you successful the second time but not the first?

The first time I applied to graduate school was at the wrong time. I was studying abroad in Denmark, traveling all over Europe. I only got accepted into USC and was waitlisted at Harvard. The second time I had graduated and was working part-time. I had more time to plan everything. My materials were more polished. I was admitted into three schools: USC, UCLA, and PennDesign.

How did CASA Alumni assist you in applying to graduate school?

One of the persons that helped me a tremendously, and to whom I am very thankful, is Roy Hernandez. I sent him my personal statement and portfolio for feedback. My personal statement was filled with edits and comments and my portfolio came back with a very detailed outline of things I needed to do to improve it. (Comments shown below.) Another CASA Alumni that was very helpful was my friend Albert Orozco, who helped me print and send some of the portfolios to the universities when I was studying abroad in Denmark.

How is studying architecture at UCA different than CED?

There are differences and similarities between UCLA and UC Berkeley. One of the big similarities is the conceptual thinking that goes behind a project.

Both schools focus heavily on concept and process; UCLA prefers a strong concept rather than a pretty picture. One of the big differences between undergraduate and graduate school is the preparation that goes into the verbal presentation of any review. At CED I seldom talked with my professors about how I was going to present my projects. There was some general discussion about concepts, but not much about presentation. At UCLA the verbal presentation is a key component of any important presentation. You have to prepare with your instructor to ensure the conversation covers the key concepts of your design process.

What are your professional goals for the future?

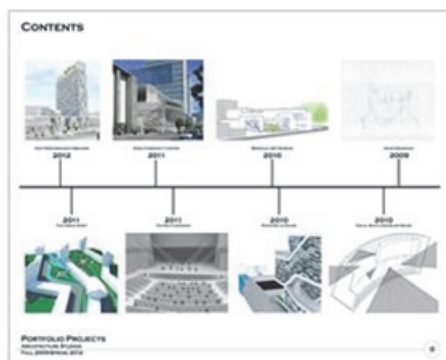
Become a registered architect in the short term and open my own firm in the long term. The idea of Design-Build is intriguing; Architecture is a collaborative field and this approach is a good way of bringing different expertise together under one design and construction group.

Armed with a practical understanding of the architecture profession and innate perseverance, Luis has constructed a path to reach his personal and academic goals, his childhood love of building things as a foundation for a dream. Although the dream evolved from constructing adobe houses as a boy to attending world class universities such as Harvard, Cal and UCLA, Luis's determination lies in his thirst for designing and constructing the built environment of tomorrow. Then the portrait of the dream will be realized.

“ One of the most meaningful awards I received was the CASA Alumni Undergraduate Prize. ”



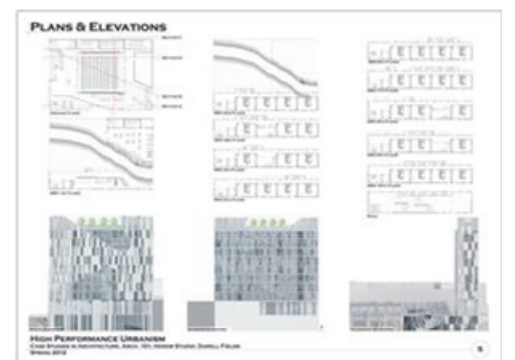
Portfolio Cover: The original portfolio did not have a cover; adding a clean and impressive portfolio cover was suggested.



Visual Design: The original portfolio used various fonts / margins. Using one clean font, standard margins and consistent headers / footers was suggested.



Board Organization: Boards were organized in different ways. Suggested organizing all projects in a consistent manner reflecting common practices in the practice of architecture..



Board Layout: Suggested using visual relief (negative white space) allowing the drawings to “read,” keeping the boards from looking cluttered.

About the Author: Lauren Hernandez is a Senior Journalism Major at San Jose State University and a freelance writer. Her articles have appeared in ByDESIGN, Mountain View Patch, Los Altos Patch, San Jose State Spartan Daily, and the Santa Monica Mirror. dearlhernandez@gmail.com

CED / CASA Alumnus Gets Patent on Enterprise Architecture Design Tool

By Lauren E. Hernandez, Staff Writer

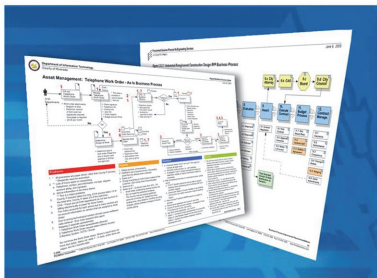


An advanced degree from a prominent school, such as UC Berkeley's College of Environmental Design, can impart the rigorous analytical and design skills required to plan and design the built environment; it's almost a given.

But can the design pedagogy provide the foundation to design or redesign an entire business enterprise? Can the analytical framework of the design method be applied to invent a tool to assess and plan for the complex set of relationships that make up a Fortune 500 corporation or government agency, including its business model, organizational structure, management policies, business processes, and Information Technologies? If you are a CED / CASA alumnus the answer is: of course!

After four years, and an arduous process, the US Patent & Trademark Office has approved a patent for an invention called Rapid Workflow[®] to Roy Hernandez, Founder, President, CEO of ThirdWave Corporation.

Rapid Workflow



Enterprise Architecture Tool

For the Synthesis of Organizational, Process & Technology Design

Roy R. Hernandez

Rapid Workflow[®], Enterprise Architecture Tool, forthcoming book articulating the framework, principles and practices of an innovative tool for the design of high performance organizations, efficient work systems and extraordinary service delivery.

Merriam-Webster defines "architecture" (in part) as "the art or science of designing and creating buildings, a method or style of building; the way in which the parts of a computer are organized." "Enterprise Architecture" is both a methodology and practice. It entails conducting enterprise analysis, design, planning, and implementation for the successful development and execution of business and/or service delivery strategies.

About Roy R. Hernandez

Received his MA Arch '78 and BA Arch with Honors '76 from the College of Environmental Design, UC Berkeley. Attended continuing education at the Harvard Graduate School of Design on Computer Aided Design and University of Bolder on the PMBOK Project Management method. He is the Founder, President and CEO of Los Angeles-based ThirdWave Corporation, an award winning Management Consulting / Systems Integration firm established in 1987.

Similar to a GPS, Rapid Workflow[®] is an Enterprise Design Tool that employs a triangulation framework using a holistic approach to address all facets of an enterprise. Identifying business, functional and Information Technology requirements, it facilitates the synthesis and optimization of various business subsystems.

MANAGEMENT

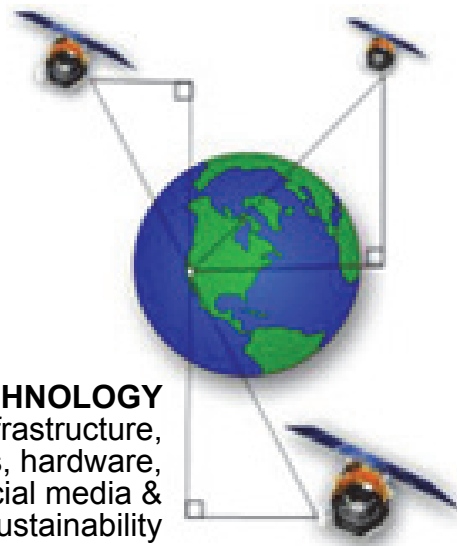
Policies, resources & organizational structure

OPERATIONAL

Business processes & best practices

TECHNOLOGY

Infrastructure, communications, hardware, software, social media & sustainability



Paralleling techniques from the practice architecture, Enterprise Architecture applies architecture principles and practices to guide corporate and government organizations through transformational change.

Rapid Workflow[®] has been used on more than 350 engagements for government and Fortune 500 organizations. It is a proven design tool; 3,000 design workshops have been held and more than 1,000 professionals have been certified on the Enterprise Architecture Design tool. Due to its effectiveness, many organizations have adopted it as a best practice throughout the United States.

And true to the roots of its inventor, and the universal applicability of Rapid Workflow[®], ThirdWave has been asked to join leading architecture firms in the architectural programming of significant projects, i.e., HOK (San Francisco) for a new city hall for the City of San Jose and the new Rand Corporate Headquarters in Santa Monica. ThirdWave is currently on a team with Arup and HOK to develop the architecture program for the new City of Long Beach Civic Center.

When you attend the College of Environmental Design at UC Berkeley, everything is possible!



San Jose City Hall

Design / Photo: Richard Meier & Partners Architects



RAND Corporate HQ

Design / Photo: DMJM Design, Los Angeles

Mario O. Villicana Syracuse University - M Arch

By Diana B. Marquez, Staff Writer



Mario O. Villicana is a UC Berkeley CED grad and a CASA Alumnus. He served in the CASA board for several years and played in the CASA soccer team before graduating with his BA in Architecture.

Mario has always been a leader: planning events, collaborating in CASA's late-night studio sessions and academic panels were all part of his day while at Berkeley. In 2007, after a fruitful experience working at Murakami / Nelson Architectural Corporation, Mario moved to New York to complete a Masters in Architecture.

When deciding which graduate program to attend, Mario's selecting qualities included: program's technical fortitude, professional network reach, location, assistantship, and teaching opportunities. Henceforth, Mario wanted to relocate to the East Coast.

“ It is against school policy to use studio as your living quarter but there were instances when competition elevated above normal. ”

Most importantly, he wanted to be challenged. He applied to 10 schools total, and once accepted, he picked Syracuse mostly because it met most of his requirements: technically driven, competitive alumni network, international exposure, located in the East Coast, and offered the most financial support working as a graduate student.

If Mario was looking for challenges, at Syracuse he found them by the handful. Once he started the program, Mario felt welcomed but out of place in an environment where students would "live" in studio. "It is against school policy to use studio as your living quarter but there were instances when competition elevated above normal".

Accustomed to the 8am to 5pm working day, it took Mario several weeks to adjust his work routine.

Challenges were not limited to work ethics, Mario found himself overwhelmed by the program's elevated technical emphasis.



"When I got there, I was impressed by the level of technical work produced both at the Grad and Undergrad level. Syracuse is a trend setter in architectural technology. And unlike Berkeley, which is a very theory-based program; Syracuse demands that you think as a practitioner". Thus, he had to adjust his architectural philosophy.

The main goal of the program is to improve and challenge students to learn building sciences and the development of technology. The academic curriculum works in gradual stages: The first two studios emphasize small-scale design: cube and small building morphologies. Following this, the studios grow in the magnitude of the scope. The Urban Studio focuses on large urban complexes and even master plans. Most studio projects are thoroughly planned to allow student's to meet project requirements thoroughly "By the time you get to the fifth Design Studio - Comprehensive Design Studio - you will present a building that should be able to pass building inspections. They get you ready for the workforce".

An integral part of the program is the internships and study abroad experiences that Syracuse provides with prominent Architects working in firms around the world. Mario had the opportunity to travel to Florence, Italy and London, UK and study under an Architect at Zaha Hadid's office.



Front Elevation



Perspective



Atrium View

CASA Alumni Profile

Mario O. Villicana Syracuse University - M Arch

Continued

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a quarterly e-zine

Volume 10 November 27, 2013

Another great advantage of Syracuse is the large alumni network that a large private university provides. Syracuse ensures that the graduating alumni have access to large and prominent firms. Unfortunately, the one challenge that Mario mentioned was the lack of tools to sell yourself and get a position in a firm or a client.

“ By the time you get to the fifth Design Studio - Comprehensive Design Studio, you will present a building that should be able to pass building inspections. They get you ready for the workforce. ”

Mario explains: "Sometimes, it felt that they spend so much time turning you into a great designer, that once you manage to procure an opportunity, the ability to present yourself and sell yourself is lacking." He also mentioned that if he could do it all again, he would make an effort to take as many Business or Management classes as possible.



Regarding student life, Mario found the small town character of Syracuse to be a great advantage. Mario explained: "Syracuse is in a small city that has life but does not have the distracting factor that a big city has. When you are in studio, you are in studio".

Overall, Mario is very proud of his experience at Syracuse. He explained that the opportunities that he received: The study abroad studio, the great technical knowledge that he developed, and the placement services that he now has at his disposal. And just like before, he is keeping busy with work and preparing himself to become a licensed Architect. Mario's plans for the future include becoming licensed to eventually work in national and international projects.

About Mario Villicana

Mario O. Villicana received a BA Arch from the College of Environmental Design, UC Berkeley and a MA Arch from Syracuse University. He currently resides in Berkeley, CA and is working for a Sole-Proprietor Architect in San Francisco.

CASA Now!

CASA Holds Portfolio Workshop

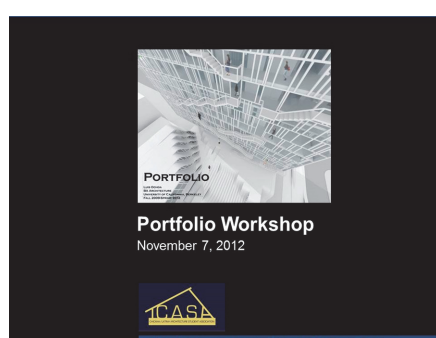
By Grecia Crespo



On November 7, 2013 C.A.S.A. had the honor to host a portfolio workshop led by three of our very own alumni, Ivan-Nicholas Cisneros, Roy Hernandez, and Albert Orozco.

Our members were able to receive tips and tools on how to build their own portfolios. Information ranged from designing two different portfolios, one for professional purposes and one for design purposes, to the little secrets of design principles. Alumni also highly encouraged us to document the process of our design work so that we would have a clear understanding of how to include this work in our own portfolios.

By the end of the meeting it was clear that we as designers had to find our own graphical pattern language so that we would be able to distinguish ourselves from a large pool of designers.



CASA members listen attentively in the portfolio workshop.

After the meeting, members talked to alumni one-on-one to ask further questions and seek information on portfolios, as well as more tips and tools we could use to improve our drawings and organization of our portfolios.

Alumni also highly encouraged us to go out there and network with our professors and start building connections. Often time all it takes is going up to someone and introducing yourself. In this competitive world, connections and knowing people really matter for one's future.



Portfolio panelist discuss the key points of producing a impactful portfolio, preparing for interviews, and entering the job market.

Ivan-Nicholas Cisneros Portfolio Tips



1. Putting a portfolio and looking for jobs is as urgent as school in itself. Don't wait until graduation to start looking, assemble a series of portfolio drafts during winter break, and start asking professors you are close with or would like to know better, to review your work.

2. Actively search for internships and jobs this spring. The job market will become flooded with new talent every late spring, so the sooner you have something prepared and the sooner you are looking, the more prepared you will be.

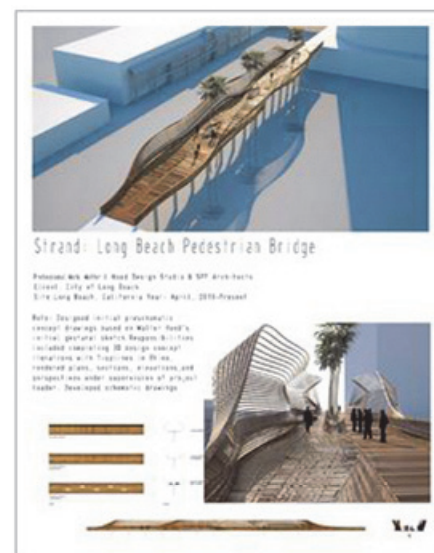
3. Make sure your images communicate your strengths and what you would like to pursue. If you have strong plans and sections, or strong perspective, rendering, and Photoshop skills, emphasize those images by setting up a hierarchy of scale within your work.

“ Putting a portfolio and looking for jobs is as urgent as school itself. Don't wait until graduation to start looking. ”

4. Do not try to cram a portfolio together the night before a career fair, or for a job posting, use that time to polish your cover letter, or to think about how you will present yourself to a recruiter. Print your portfolio before the big day so you don't run into any printing issues and so you can be relaxed as you walk in to meet with recruiters.

About the Author

Grecia Crespo is a student at the College of Environmental Design at UC Berkeley. She is a 4th year student pursuing a BA Architecture. She is a Board Member of CASA. Grecia can be reached at corina.velazco@gmail.com.



Project - Strand Pedestrian Bridge,
Walter I. Hood Design Studio & SPF Architects
Client: City of Oakland, Oakland, CA



Floating Volume – University Dance Studio
Professor: Jean Paul Bordier
College of Environmental Design, UC Berkeley

Albert Orozco Portfolio



The portfolio samples below were presented by Albert Orozco, representing sound visual design principles and practices: clean cover design, table of contents, good organization, and crisp visual design.



Roy Hernandez illustrates a “before” and “after” example of a student portfolio.

Roy R. Hernandez Portfolio Tips



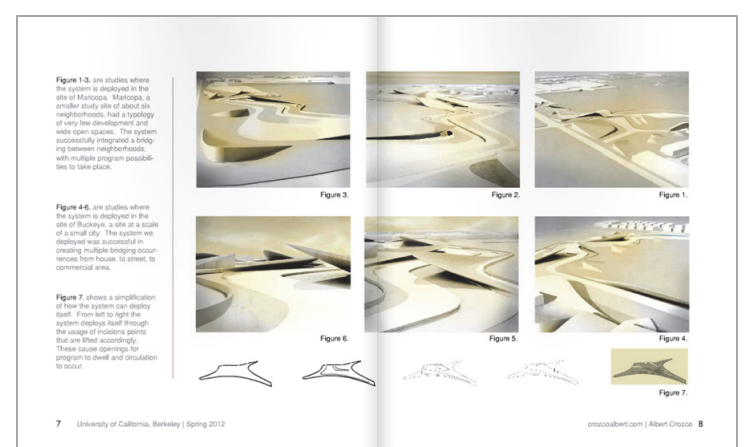
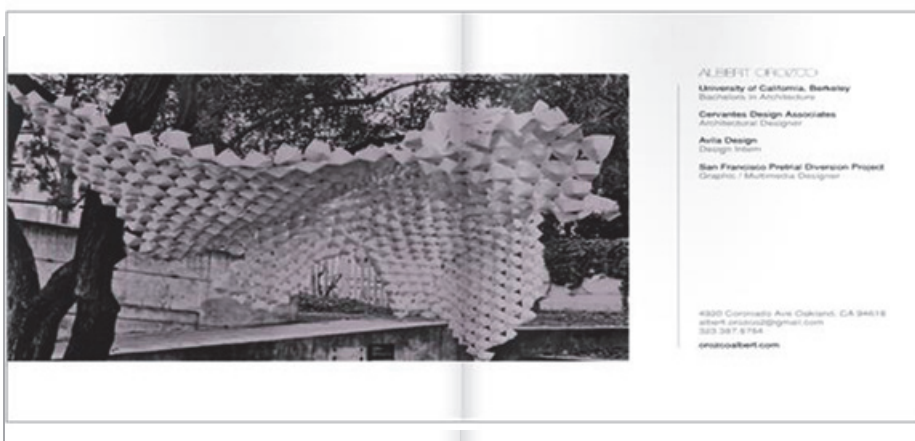
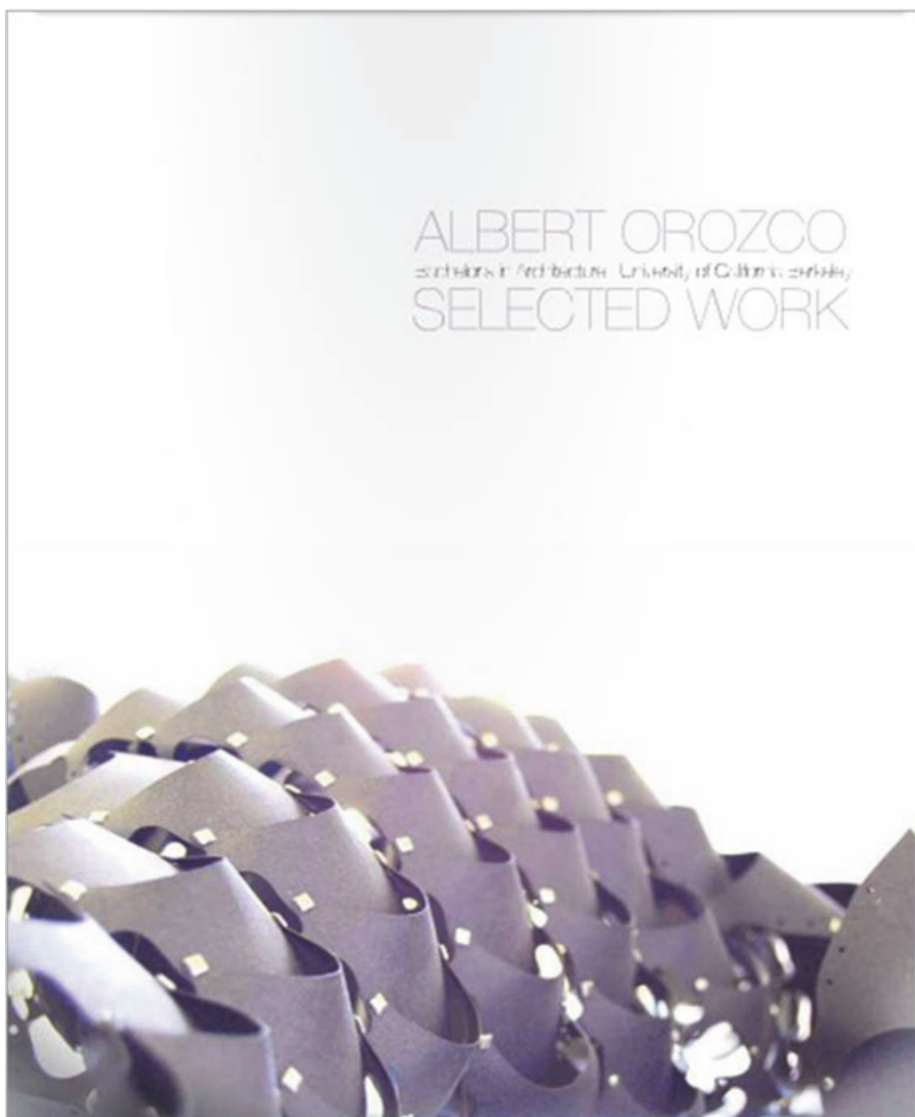
1. Conceptual Design: Prior to producing your portfolio mock up a design of the cover, organization and layout – then solicit input from design professionals with exceptional graphic design skills.

A common mistake made by students is to seek comments after the portfolio is completed. At this point, making revisions may take so much work that incorporating good suggestions is unfeasible.

2. Packaging: Whether it is wise or not, most people judge a book by its cover; this is particularly true in design professions. Design a portfolio cover that is professional and clean, presenting a sensitivity to good visual design.

3. Organization: Organize your portfolio professionally; include a cover, table of contents, and if you include different types of work, consider incorporating section separators. Portfolio sections might include sample architectural work, photography, artwork, computer graphics, film, etc. Communicate all design and creative skills you possess, the more skills you have the higher value proposition you offer an employer. And lastly, more is not better, better is better; only include your best, most impressive work.

4. Visual Design: Produce a layout reflecting a clear and consistent hierarchy; i.e., design and replace project titles on various projects with one uniform design to tie all projects in your portfolio together. Boards must read, establish a graphical pattern language including: consistent margins, visual relief (use of white space), a consistent and elegant color palette, consistent fonts and font sizes, and use text as a graphical element.



CASA Members Collaborate with Alumnus to Design CASA Now! Webpage

By Corina Velasco



In order to give the CASA Now! an updated look, current CASA members and CASA alumnus Roy Hernandez met on November 3rd in Wurster Hall. Stemming from a previous gathering where CASA members voiced their ambition to strengthen the relationship between alumni and current CASA members,

the redesign meeting for the webpage was a collaborative effort between eight CASA board members and Roy Hernandez.

In a short time, the members and Hernandez quickly worked together to create a new page that would not only attract new visitors but also keep alumni and other people interested in CASA - updated on CASA's new events, and accomplishments.

The meeting consisted of teamwork between Hernandez and CASA members, with suggestions from both sides to improve the look of the website, resulting in the creation of mockups of different options for the new design.

The main goals of the redesign are to adopt a simple, clean look, increasing visibility, announcing events and news, and encouraging the site's users to stay connected with CASA.

“ The design charrette exposed students to contemporary web-based technologies, allowing them to exercise their design skills in a different medium.

The CASA Now! page represents an important enhancement to the CASAalumni website! ”

*Roy R. Hernandez
President / CEO
ThirdWave Corporation*

With this new design of the CASA Now! page, current members hope to spread the news of our upcoming events and announcements. We're optimistic that the new design will aid our current member's efforts to build a stronger relationship with alumni. The new page will go live in January 2014!

The Webpage Design Team

Corina Velasco	BA L Arch 2014
Ana Tenorio	BA L Arch 2014
Diana Nguyen	BA Arch 2014
Marisol Sanchez	BA L Arch 2014
Matthew Almendarez	BA Arch 2016
Alejandra Jimenez	BA Arch 2016
Vanessa Hernandez Juarez	BA Urban Studies 2016
Grecia Crespo	BA Arch 2014

Webpage Design Components

Content Manager

The CASA Now! page will provide students a fast and easy method of publishing content on the webpage, managed solely by students. (The CM uses .Net/AJAX programming with a SQL Server database on the back end.)

CASA News Listing

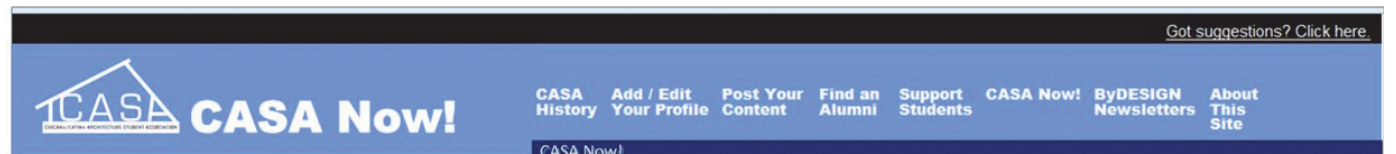
Post article titles and “teasers” of published articles.

CASA Article Publishing

Student published articles and photos. The current article will be shown on the page and previous articles will be archived and selectable by scrolling through the news listing.

Upcoming Events List

Provide a place to post notices and announcements of student academic and community activities.



Chicano(a)/Latino(a) Architecture Student Association Providing Student Outreach, Support & Professional Networking

CASA News

-  9.5.12 Raza Center Hold Resume Writing Workshop (read more)
-  3.5.12 RAZA Dodeball Tournament Day (read more)
-  2.19.12 24 Hours of Reality (read more)
-  1.1.12 Disney Imagineering Competition (read more).
-  2.19.12 CASA Does Parking Day (read more)
-  1.1.12 CASA and CASA Alumni Design Web



CASA Members Hold Portfolio Workshop with CED CASA Alumni

Grecia Crespo, November 7, 2013

On November 7, 2013 C.A.S.A. had the honor to host a portfolio workshop led by three of our very own alumni, Albert Orozco, Ivan-Nicholas Cisneros, and Roy Hernandez. Our members were able to receive tips and tools on how to build their own portfolios. Information ranged from designing two different portfolios, one for professional purposes and one for design purposes, to the little secrets of design principles. Alumni also highly encouraged us to document the process of our design work so that we would have a clear understanding of how to include this work in our own portfolios. By the end of the meeting it was clear that we as designers had

Upcoming Events

- 9.5.12 Parking Day a Big Success
- 9.5.12 Portfolio Workshop
- 9.5.12 Thanksgiving Social
- 9.5.12 CASAalumni Awards
- 9.5.12 Parking Day a Big Success
- 9.5.12 Parking Day a Big Success
- 9.5.12 Portfolio Workshop
- 9.5.12 Thanksgiving Social
- 9.5.12 CASAalumni Awards

Staying Connected



About the Author

Corina Velasco is a student at the College of Environmental Design at UC Berkeley. She is a 4th year student pursuing a BA in Landscape Architecture. She is a Board Member of CASA and currently works part time at the UC Berkeley Haas School of Business as an Illustrator collaborating in the development of games and books for at risk children regarding health and nutrition. Corina can be reached at corina.velasco@gmail.com.