

GX  **GX**

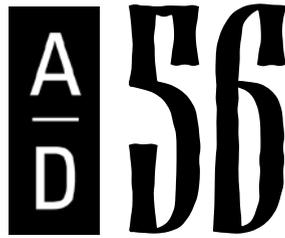
GRAPHEX 56

AWARD BOOK



May 1st, 2025, Tulsa Central Library

GX  **GX**



Welcome to Graphex!

The noble Art Directors Club of Tulsa doth proudly proclaim the victors of GRAPHEX 56!

With quill and craft, we endeavor to kindle the flames of inspiration within Tulsa's creative fellowship. 'Tis with great merriment that we gather to honor these most wondrous works and the skilled artisans who brought them forth.

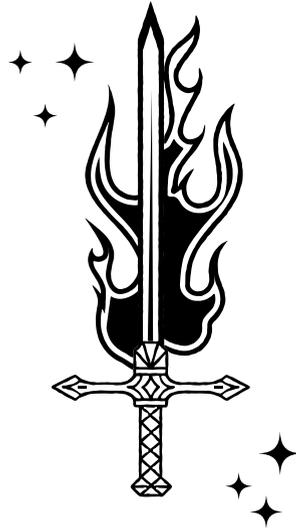
Each season, the forging of laurels is guided by the discerning eyes of our esteemed judges, all noble in judgment.

We raise our goblets in salute to all who dared submit their labors, and offer a thunderous round of cheers to those honored this eve. The marvels unveiled tonight stand as a testament to the valor and vision of Tulsa's imaginative kin.

Huzzah and hearty congratulations to all!

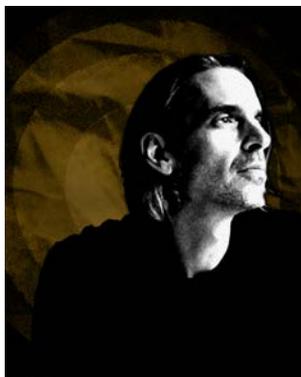
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Professional Awards

MEET THE JUDGES



Matt Avery

Founder of Monograph Studio and seasoned in the book arts, Matt Avery is a master of visual storytelling. With work showcased in prestigious design circles, his craft is steeped in the legacy of type & form. An archivist of design tradition with a sharp contemporary edge.



Katie Johnson

From the enchanted city of Austin, Texas, Katie Johnson is a letterer who weaves magic into every curve and flourish. Inspired by Art Nouveau and the ornate styles of old, she brings words to life with rich detail and historical charm.



Evan Fraser

Creative Director at Bonsai Media Group, Evan Fraser conjures immersive digital worlds through design, branding, and 3D storytelling. With strategy as his sword and user experience as his shield, he leads epic quests across the digital realm.

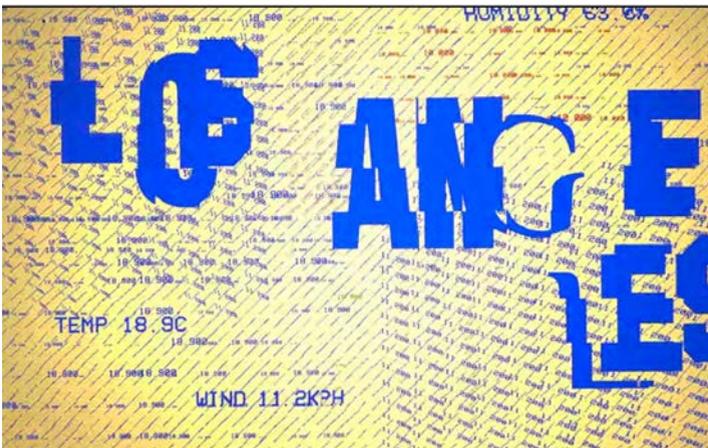
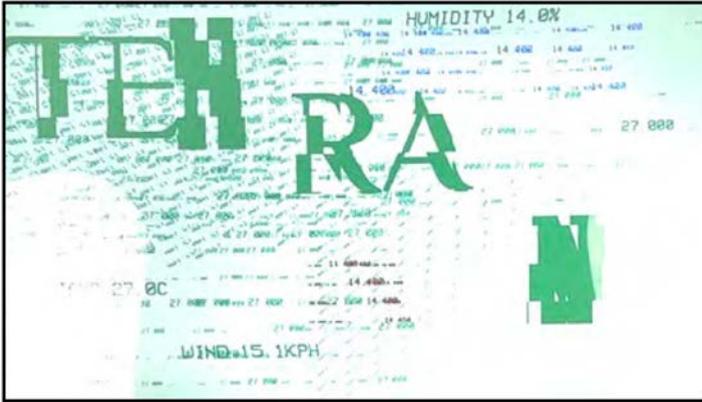


GRAPHEX

DIVINE

Nathan Harmon Photography

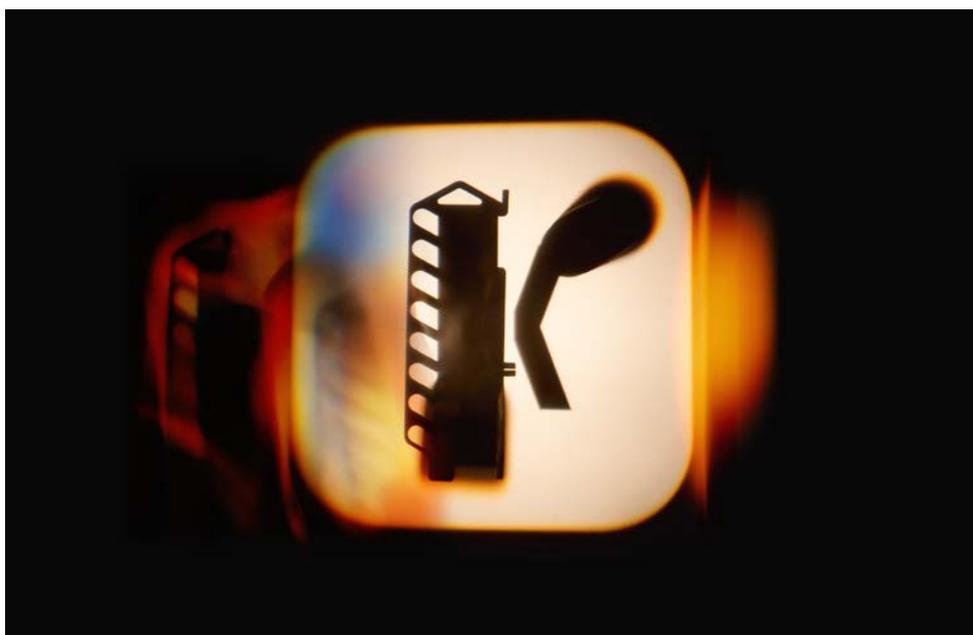
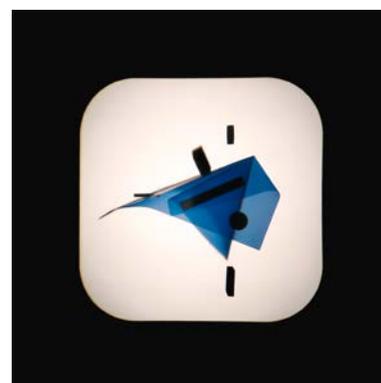
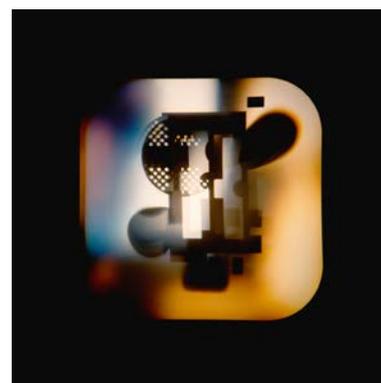
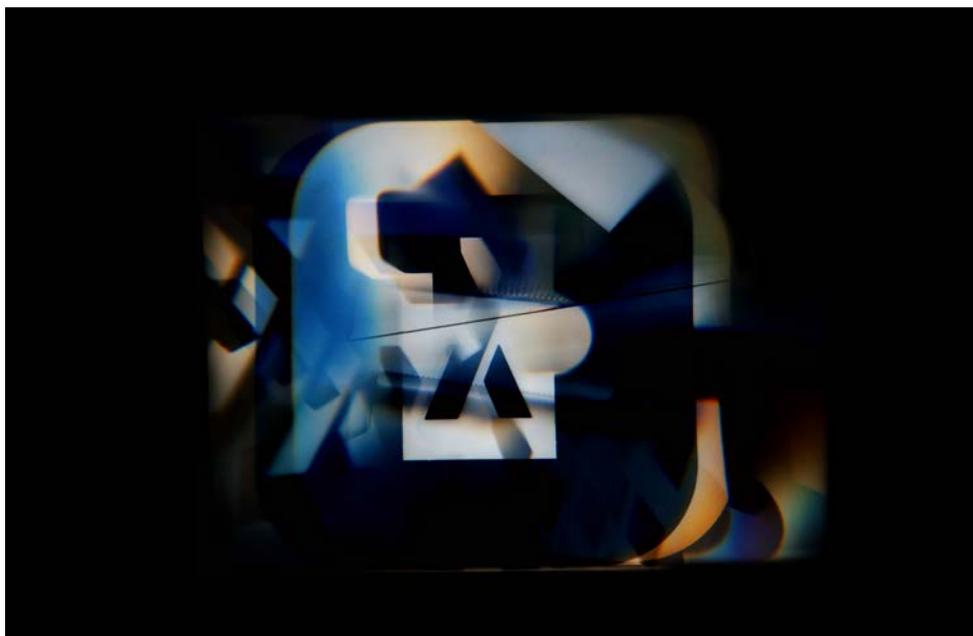
Models include - Annie Gross | Ari Christopher | Kristine Lilly
Karen Harmon | Alexandra Harmon



HONORABLE MENTION

Liminal Weather
Pouya Jahanshahi

Pouya Jahanshahi, Art Director
Gandahar Vamburkar, Programming Consultant



HONORABLE MENTION

Tipográficos

Mario F. Bocanegra Martinez

Photographer -
Mario F. Bocanegra Martinez



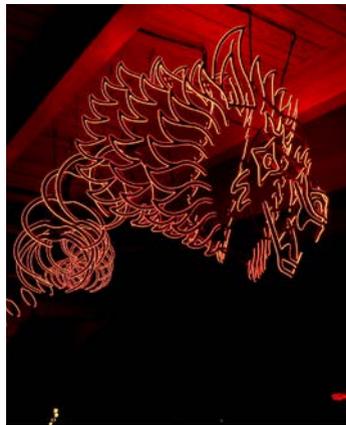
GRAPHEX

Robot House Website

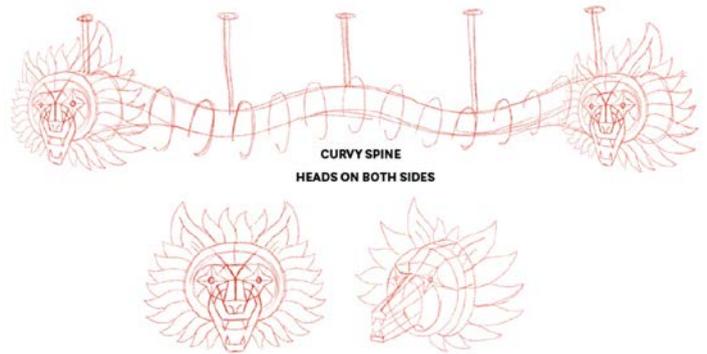
Robot House

Brian Winkeler, Verbal Creative Director | Brett Grimes, Visual Creative Director
 | Adam LeNaire, Digital Creative Director | Jennings Hammack, Creative Strategist | Jazlyn Huynh, Designer





SKETCH CONCEPT FOR LIGHT FIXTURE



GRAPHEX

Daigoro - Wolf Dragon Light
Brethren Design Co

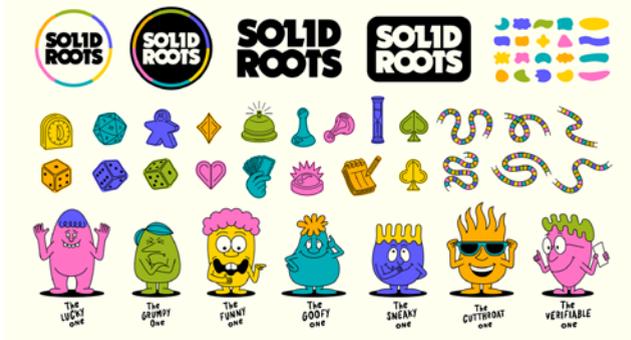
Jeremy & Jordan Coon - Design | David Hoffer - Environmental Schematics
Claude Neon Federal - Production | Philip & Danielle Philips - Owners



HONORABLE MENTION

McElroy Shop Wall
833 Creative at McElroy

Design - Dustin Coble | Illustration - Dustin Coble, Patrick Clark, Buffy Searl
Art Direction - Corey George



GRAPHEX

SolidRoots Brand Refresh
Brethren Design Co

Jordan Coon - Creative Direction, Strategy | Jeremy Coon - Creative Direction, Illustration
Chris Armstrong & Kaylee Terry- SolidRoots Team Creative Direction



HONORABLE MENTION

Bold Community Church Identity VARIABLE

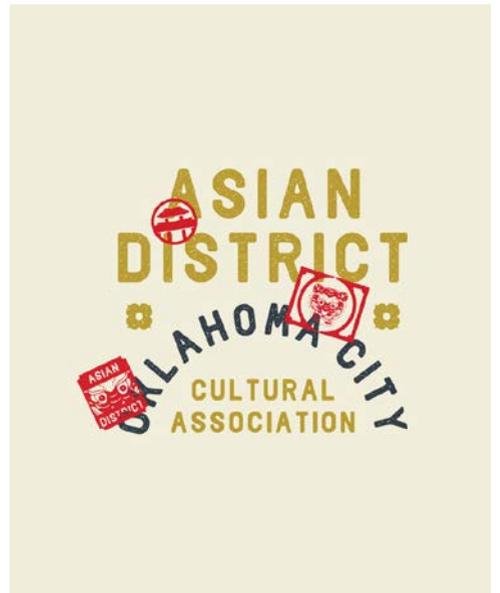
Client - Bold Community Church | Founder & CEO David Penna Senior
Graphic Designer - David Gramblin



HONORABLE MENTION

Happy Campers Club TGI Promo

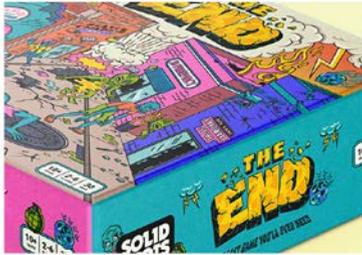
Art Directors - Katie Jones & Erico Reyna | Marketing - Logan Helm | Kerry Ptacek | Jess Treat
 Graphic Designers & Illustrators - Andy Moore | Haley Wayerski | Tristan Rose | Lydia Bart | Hayden Flynn
 Elle Zalmanzig | Sarabasti Burguillos | Annie Davis | Samy Morazzani | Emily Alderman | Hannah Klink



HONORABLE MENTION

Oklahoma City Asian District
Small Brains Design Co.

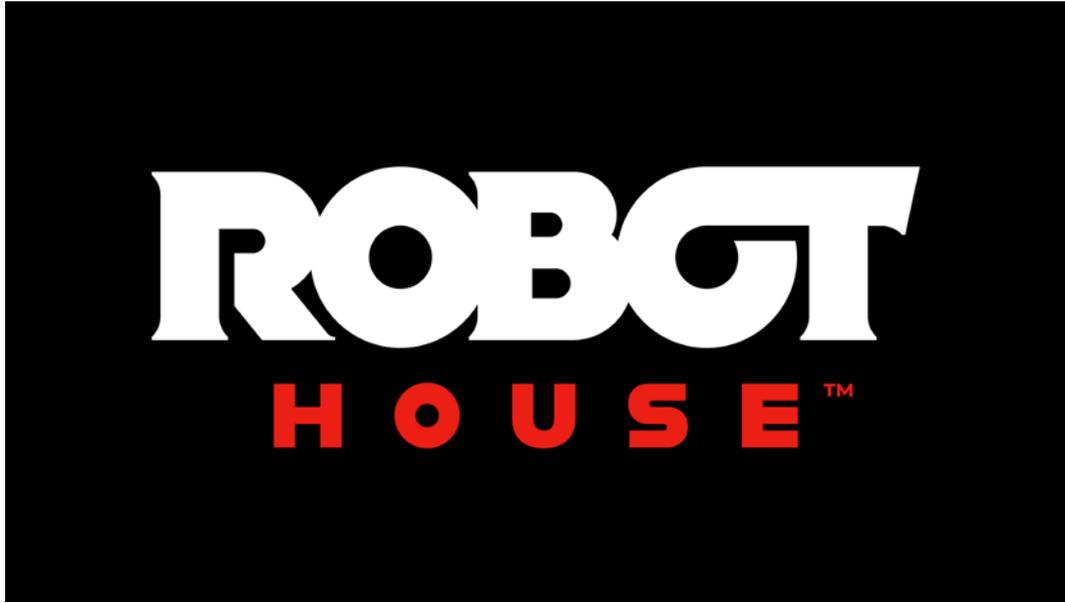
James Ewald - Art Director, Designer
Toby Gardner - Art Director, Designer



GRAPHEX

The End - The Last game You'll Ever Need
Brethren Design Co

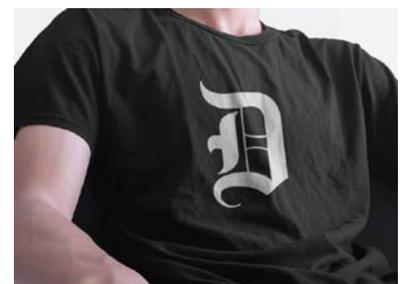
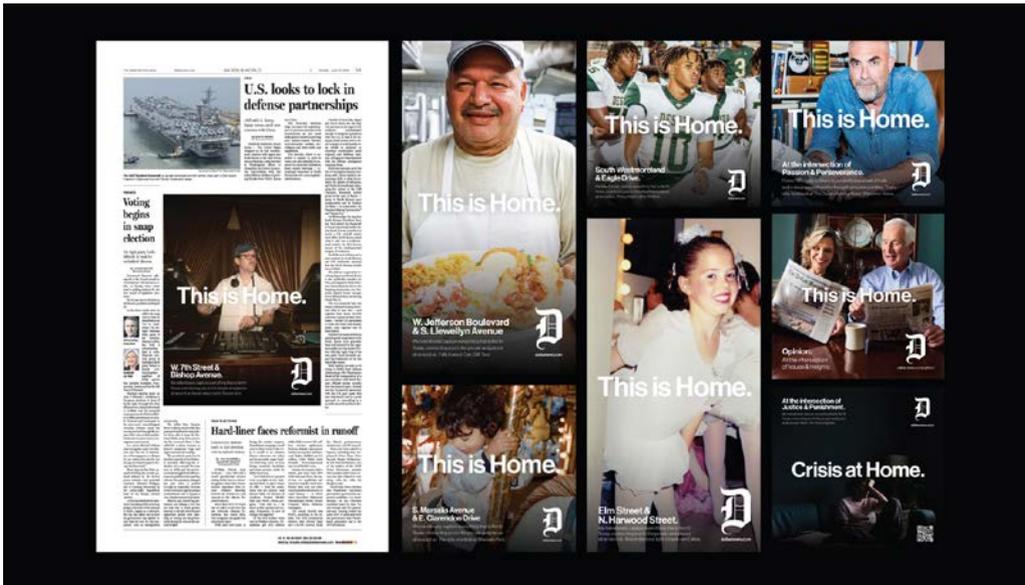
Jeremy Coon - Creative Direction, Illustration
Jordan Coon - Creative Direction, Design



HONORABLE MENTION

Robot House Brand Update Illustrations
Robot House

Brian Winkeler, Verbal Creative Director | Brett Grimes, Visual Creative Director
Adam LeNaire, Digital Creative Director



GRAPHEX

This is Home. Medium Giant

Stefani Billings | Cullin Lassiter | Shawn Kruggel | Todd Crisman
Hunter Cates | Lucia Peraza | Ginny Quina | Andrea Walker



HONORABLE MENTION

McElroy Museum
833 Creative at McElroy

Illustration - Buffy Searl | Design - Buffy Searl, Dustin Coble, Patrick Clark
Copy - Larissa Copeland | Design & Art Direction - Corey George



GRAPHEX



More Ways To Philbrook – Philbrook Museum of Art Signal Factory

Signal Factory Team - Kyle Stauffer - Director | DP Chris White - Executive Producer | Rachel Miller - Producer, Concept, Copywriting | Hayden Royal - Creative Director, Concept, Stylist | Nate Fenimore - Creative Director Sarah Fabian-Jones - Art Direction, Concept, Stylist | Nate Herschleb - Art Direction, Concept | Paige Casteel - Account Director, Project Management | Brea Mullen - 1st AC | Jeremy Smart - Grip Scott Sunday - Grip | Spencer Sunday - Gaffer | Destry Davis - Hair/Makeup | Lori Hammond - Craft Services | Client - Jeff Martin - Director of Communications | Amy Brewer - Marketing and Content Specialist



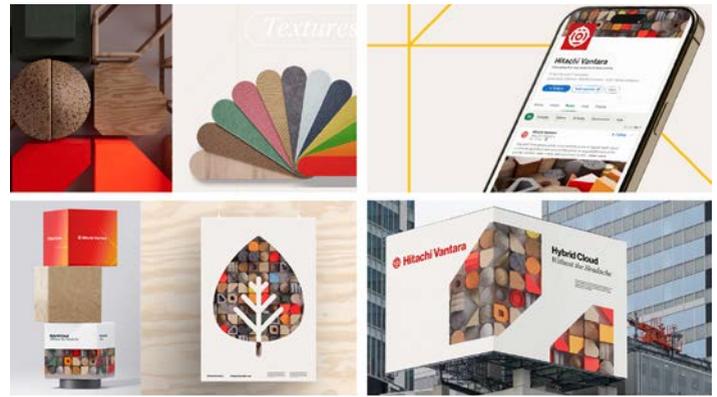
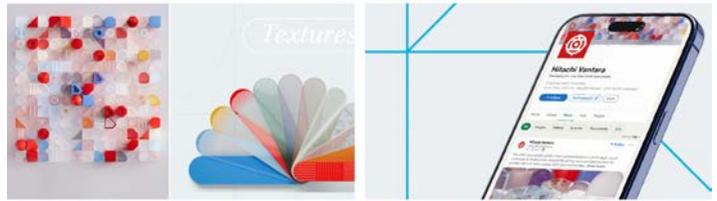
HONORABLE MENTION

Annual Tribal Canoe Journey 2024

John Amatucci

DP - John Amatucci | Editor - Grant Wynn | Producer - Jeff Volpe
Agency - Think Traffic



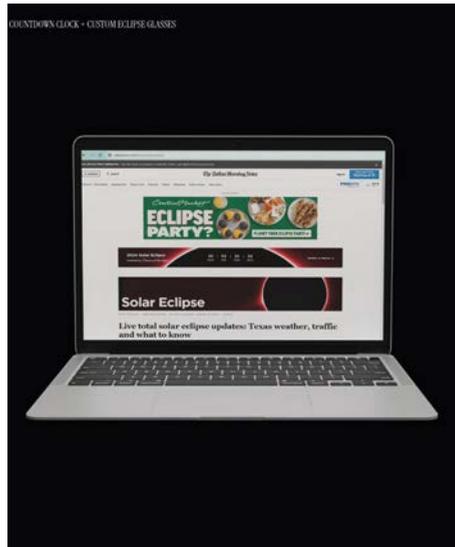


GRAPHEX

Hitachi Vantara Visual Identity Signal Factory

Signal Factory Team - Jonathan Gates - Brand Strategy, Creative Direction, Copywriter
 Nate Fenimore - Creative Director | Austin Tanksley - 3D, Animation, Motion Design
 Alec Green - 3D, Animation Paige | Casteel - Account Director, Project Management
 Jeremy Gassmann - 3D modeling | Client - Kristen Souders - Sr. Director, Global Brand +
 Content Studio | Lauren Phillips Director, Content & Design



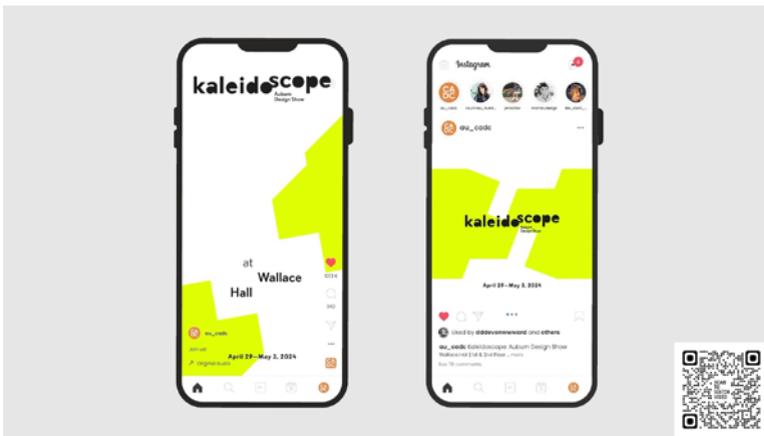


HONORABLE MENTION

Eclipse Campaign Medium Giant

Shawn Kruggel, Executive Creative Director
Todd Crisman, Creative Director
Anna Tucker, Designer
Andrea Walker, Senior Creative Resource Manager
Ginny Quina, Senior Account Manager





HONORABLE MENTION

Kaleidoscope - Auburn Design Show

Creative/Art director - Mario F. Bocanegra Martinez
Event program and lanyard design - Courtney Windham
Web design - Devon Ward | Sticker design/Color system - Lee Clark
Wayfinding design - Jerrod Windham | Award design - Zach Kohrman





OUTER BOX AND TISSUE PAPER PATTERN



INSIDE BOX WITH HOT SAUCE LABEL AND PADDLE COVERS



GRAPHEX

Invader // Pickleball Paddle Packaging Brethren Design Co

Jordan Coon - Creative Direction, Design, Copy Writing
Jeremy Coon - Creative Direction, Illustration, Design



GRAPHEX

Annual Tribal Member

John Amatucci

Photographer - John Amatucci | Producer - Jeff Volpe

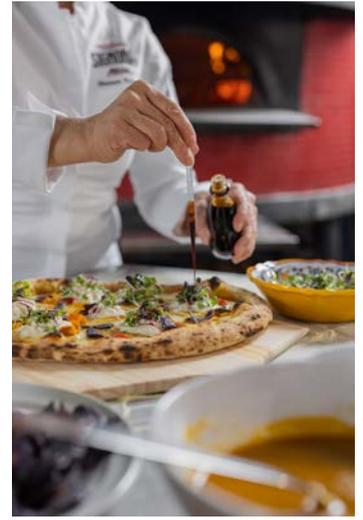
Agency - Think Traffic



HONORABLE MENTION

The Hidden Table Cookbook Photography
Wei-Haas Creative

Photographer - Valerie Wei-Haas | Cookbook Creative Director - Evan Wei-Haas
Food Stylist & Chef - Shannon Smith



HONORABLE MENTION

The Pursuit of Pizza Cookbook Photography
Wei-Haas Creative

Photographer - Valerie Wei-Haas | Creative Director - Sam McCracken
Food Stylist - Lisa Riley



HONORABLE MENTION

Hope Is Here

John Amatucci

Photographer - John Amatucci | Director - Michael Harkins

Producer - Take Care | Client - City Of Hope



HONORABLE MENTION

Puyallup Tribal Children
John Amatucci

Photographer - John Amatucci | 1st Assist - Spencer Sunday
Producer - Jeff Volpe



Photography

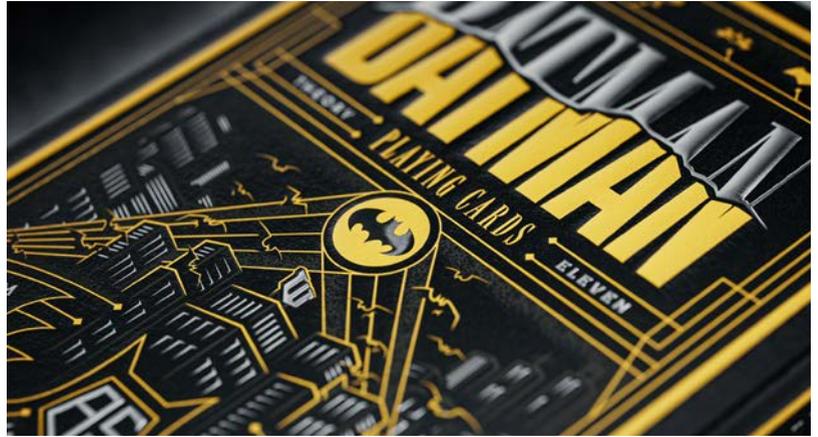


HONORABLE MENTION

Game Over Bros!

Jason Yang

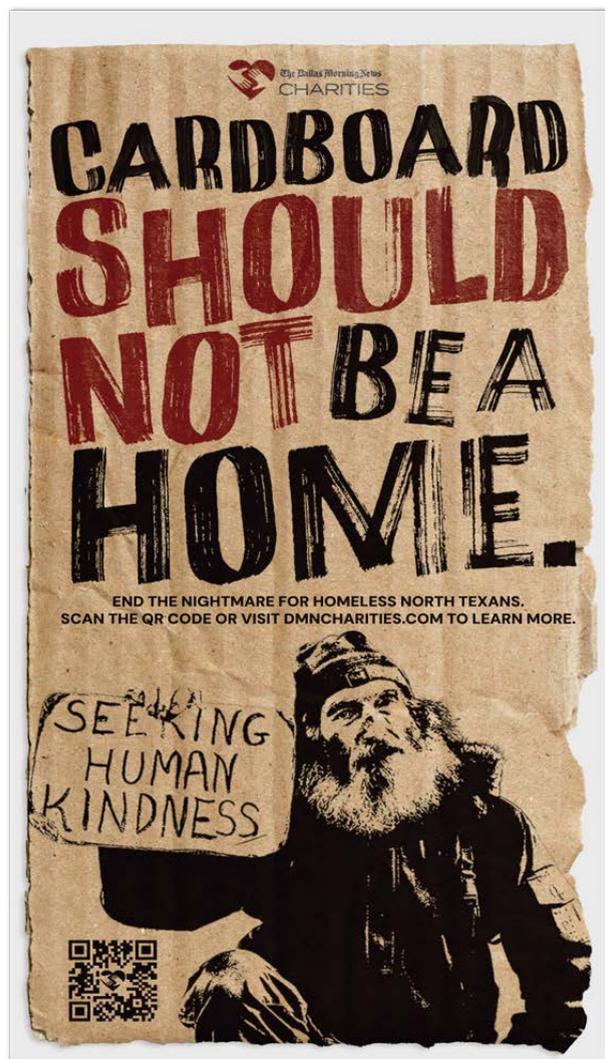
Sony a7IV + Sigma 24mm-70mm f2.8 - Exposure - 3.2 - Focal Length - 24mm - ISO - 100 - F stop - f22 Editing Software - Adobe Photoshop



GRAPHEX

The Official Batman 85th Anniversary Playing Cards
Brethren Design Co

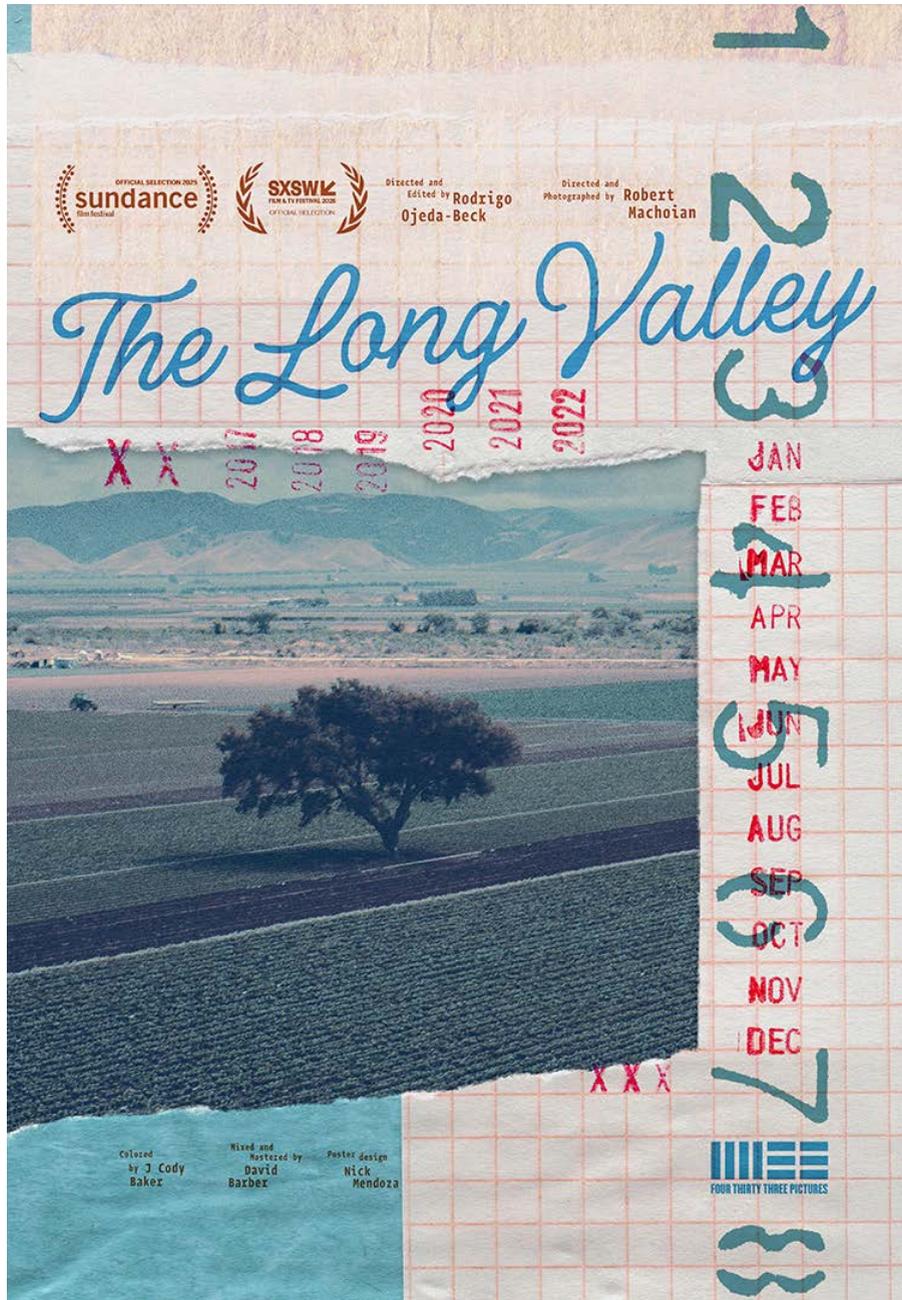
Jeremy Coon - Illustration | Jordan Coon - Graphic Design, Typography
Clark Orr, Theory II - Creative Direction | Jonathan Bayme, Theory II - Creative Direction



HONORABLE MENTION

Cardboard is Not a Home Medium Giant

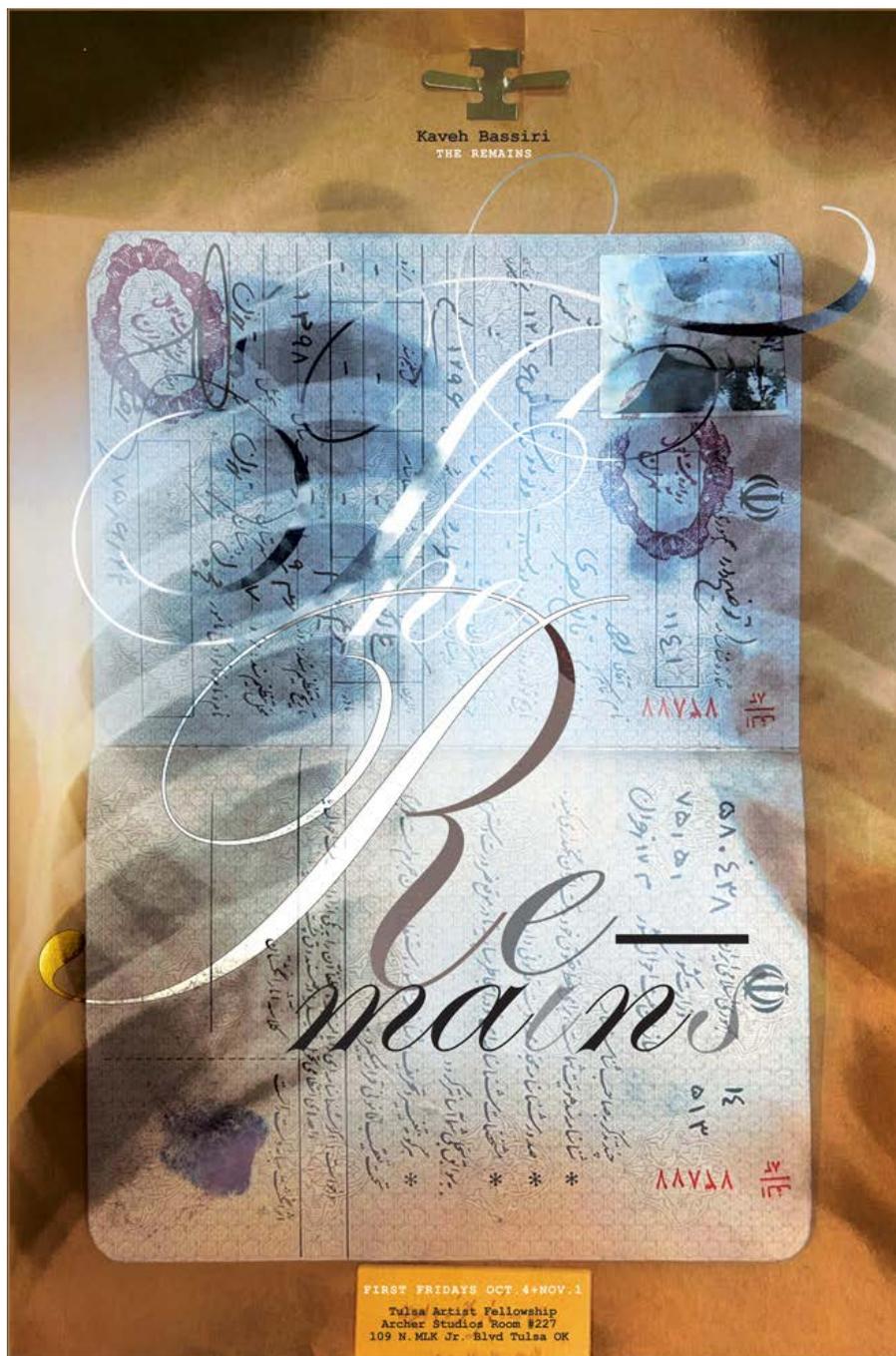
Jackie Luevano | Anna Tucker | Shawn Kruggel
Todd Crismanm | Andy Wheeler | Ginny Quina Andrea Walker



HONORABLE MENTION

The Long Valley
Nick Mendoza

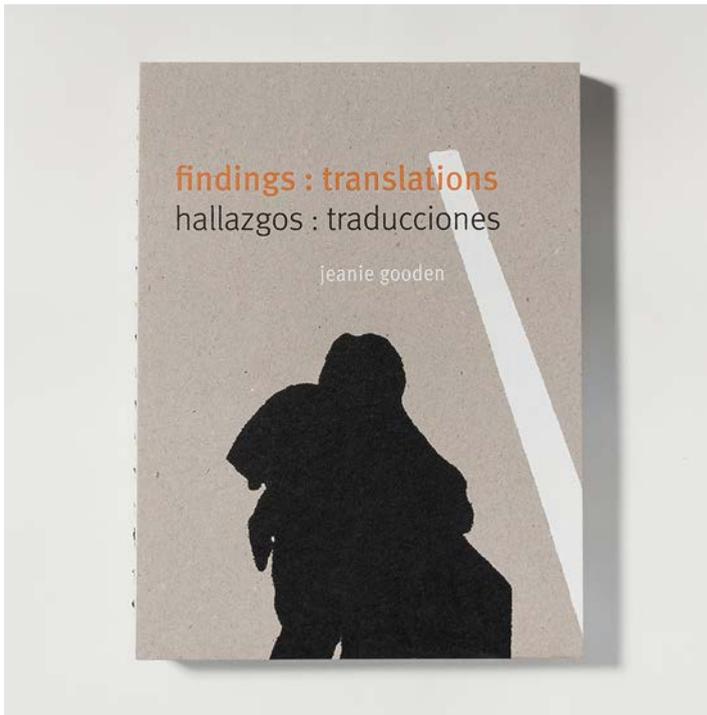
Nick Mendoza, Art Director and Designer
Robert Machoian, Photographer



HONORABLE MENTION

The Remains.
Pouya Jahanshahi

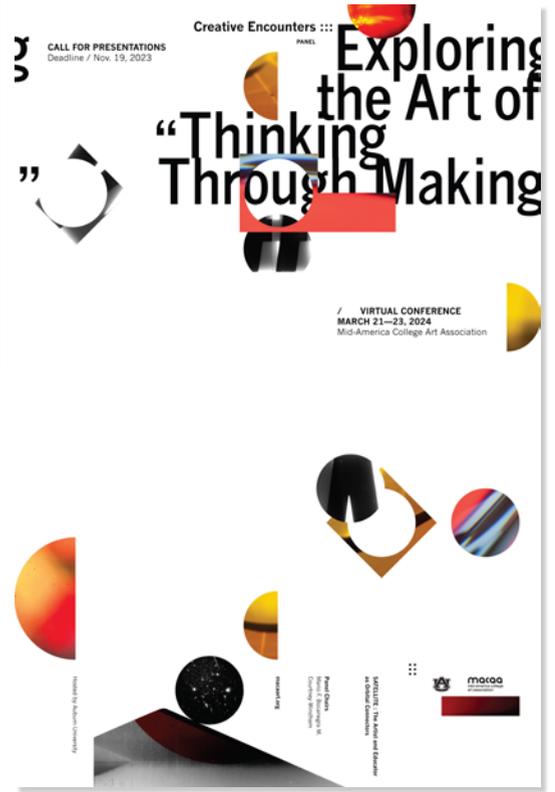
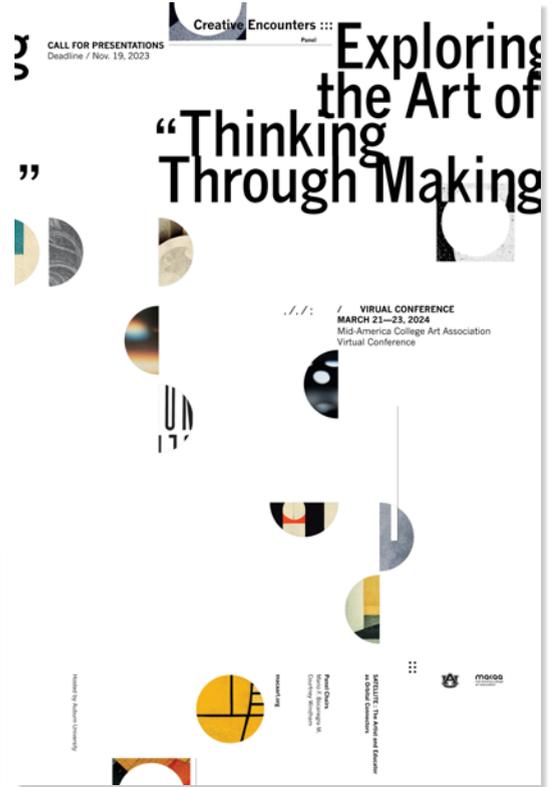
Pouya Jahanshahi
Graphic Designer & Photographer.



HONORABLE MENTION

findings - translations / hallazgos - traducciones
Carl Brune

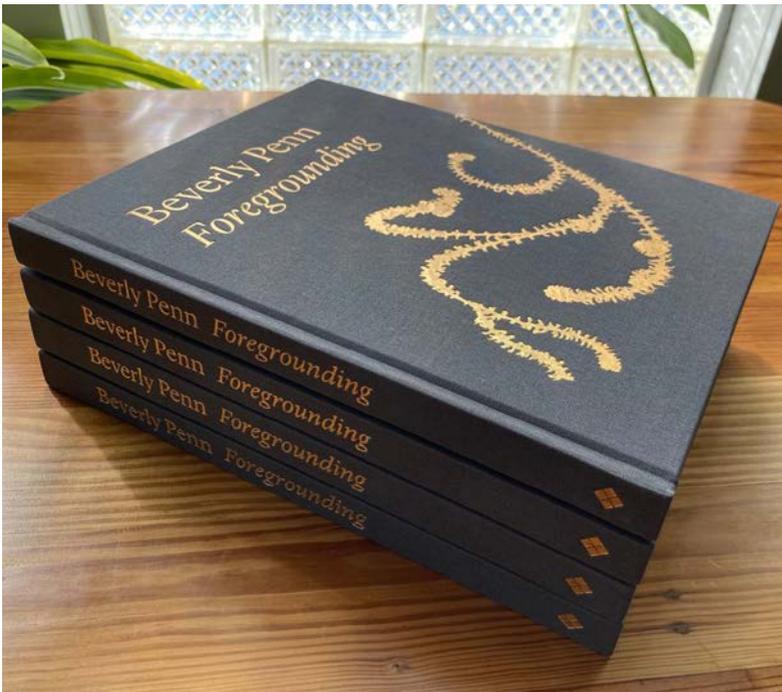
Art Director & Designer - Carl Brune | Author/Photographs/Paintings - Jeanie Gooden
Translator - Marina Azahua | Installation & photography - Scott Johnson, Gene Johnson, Lander Rodriguez, Harrison Evans, Alejandro Rivera, Rob Lindsay, Hunt Pennington, Kevin Tador, Fernando Rojas | Publisher - Peach Can | Press Printer - P Chan & Edward



HONORABLE MENTION

Creative Encounters

Designers - Mario F. Bocanegra Martinez & Courtney Windham
Animated Poster - Mario F. Bocanegra Martinez



HONORABLE MENTION

Beverly Penn - Foregrounding

Designer - M. Wright
 Publisher - Celeste Wackenhut, French & Michigan

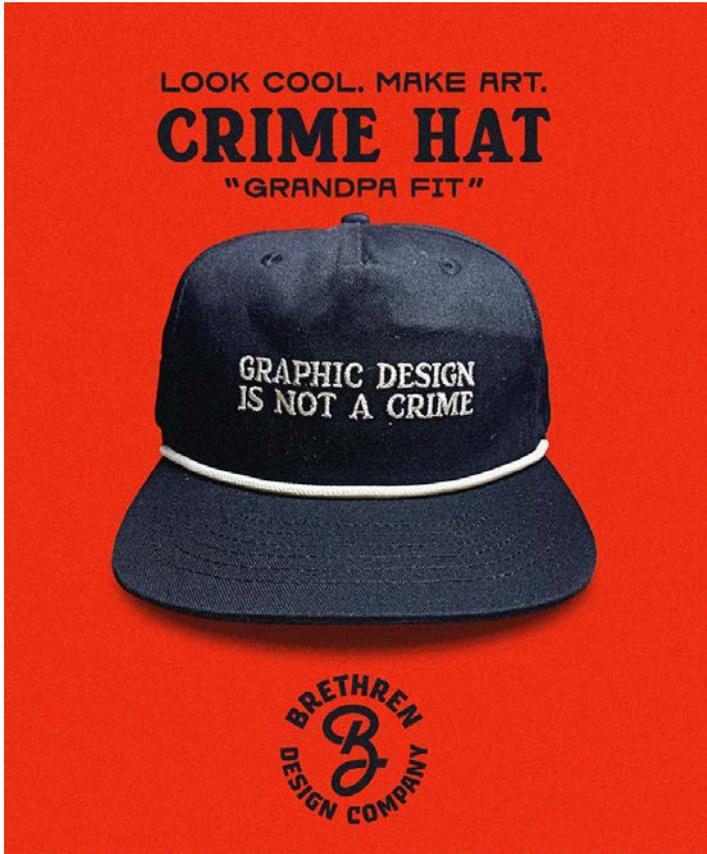


GRAPHX

Robot House Rebrand Campaign

Robot House

Brian Winkeler, Verbal Creative Director | Brett Grimes, Visual Creative Director
Adam LeNaire, Digital Creative Director | Jennings Hammack, Creative Strategist
Jazlyn Huynh, Designer | Simon Hurst, Photography



HONORABLE MENTION

Brethren Merch Promotional Materials
Brethren Design Co

Jordan Coon - Creative Direction Design
Jeremy Coon - Creative Direction Design



**A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z**

**SOME
CHUNK**

**1 2 3 4 5 6 7 8 9 0
! @ # \$ () % : ; = + ?**

**SOME
FUNK!**

FF JJ KK LL RR XX YY

**TEE TYPE
TEE TYPE
TEE TYPE**

**BEST
SELLERS**

**EXPRESSIVE
+ AND +
COLORFUL**

**PERFECTLY
IMPERFECT**

**NICHE
PLEASE**

**BLACK
FRIDAY**

**FRESH
TEES**

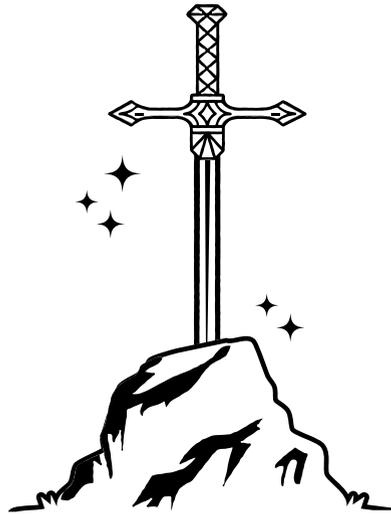
**SOME
CHUNK & SOME
FUNK!**

TEEPUBLIC

HONORABLE MENTION

TEE TYPE // Custom Font for Teepublic
Brethren Design Co

Jordan & Jeremy Coon - Creative Direction, Typography, Font Production
Kate Melvin, Teepublic - Creative Direction



Student Awards



MEET THE JUDGES



Kevin Quach

A lettering sorcerer with roots in Texas and a home in Chicago, Kevin Quach blends cultural insight with typographic craft. With global design adventures and a love for baked goods, he adds flavor and finesse to every project.



Alice Lee

A visual linguist and cultural explorer, Alice Lee crafts work that bridges language, identity, and meaning. From installations to workshops, her designs speak in rich visual dialects. She invites communities to see, feel, and dream beyond borders.



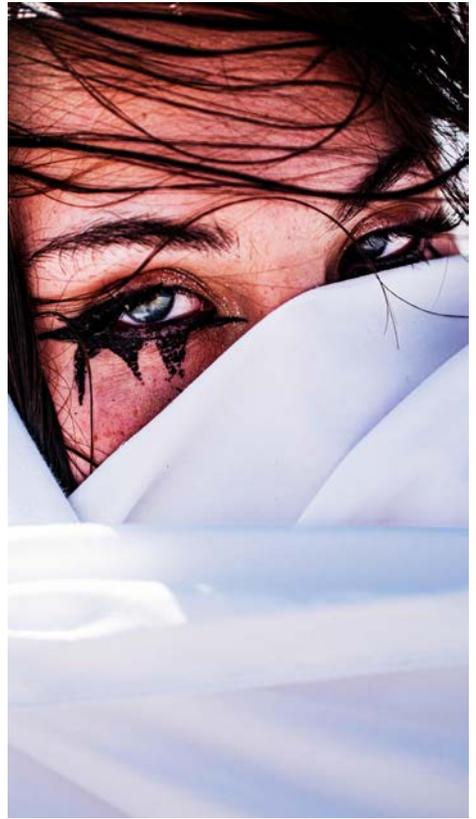
GRAPHEX

Dissecting Identity - A Series Of Interviews
Uncovering The Truth About The Human Existence

Emily Dangott

University of Oklahoma





HONORABLE MENTION

Student Portfolio
Emily Dangott

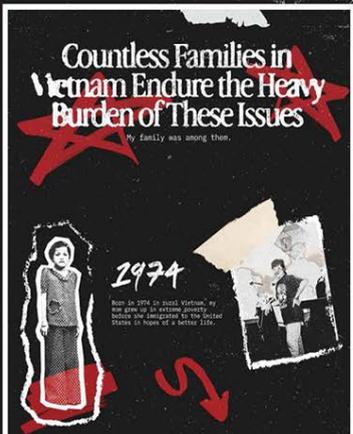
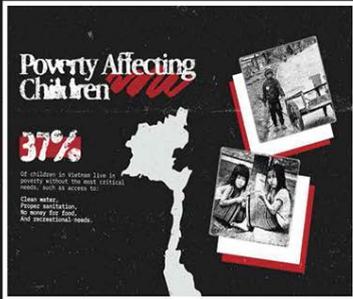
University of Oklahoma



Stolen Childhoods of Children in Vietnam

This website addresses the pressing issues of poverty affecting children in Vietnam and the profound impact it has on their lives. Rather than just discussing statistics and generalities, I share my family's story, focusing on my mother's personal experiences growing up in poverty in Vietnam. Through her narrative, I aim to shed light on the realities faced by many children and inspire a deeper understanding of this critical issue.

FIGMA LINK:



GRAPHEX

Stolen Childhoods of Children In Vietnam

Jayla Truong

Oklahoma State University





HONORABLE MENTION

Alma

Jazmin Aguirre

Oklahoma State University



ALEXANDRE HOGUE GALLERY

“We’ve got so much
HISTORY”
Alice J Lee 이정연

October 24 – December 12, 2024

Artist Talk
October 24, 2024 / 5–6pm
Jeri Jones Lecture Hall
Phillips Hall, Room 211

Gallery hours
Monday–Friday
9am–4:30pm

Opening reception
October 24, 2024 / 6–7pm
Alexandre Hogue Gallery
Phillips Hall

Free and open to the public

Design by Sara Moore, Third Floor Design, School of Art, Design & Art History

“We’ve got so much
HISTORY”
Alice J Lee 이정연

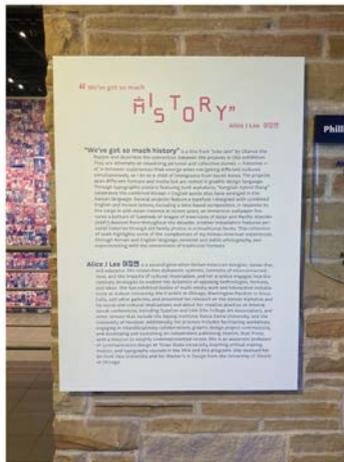
Artist Talk / October 24, 5-6pm



“We’ve got so much
HISTORY”
Alice J Lee 이정연

October 24 – December 12, 2024

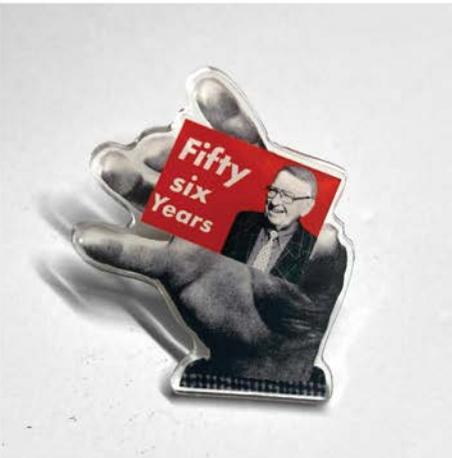
“We’ve got so much
HISTORY”
Alice J Lee 이정연



GRAPHEX

“We’ve got so much history” Alice J Lee Exhibition Design
Sara Moore

The University of Tulsa



HONORABLE MENTION

Gussman Juried Student Exhibition Design

Sara Moore

The University of Tulsa



GRAPHEX

3 Unique Facts
Jacob Larson

Oklahoma State University

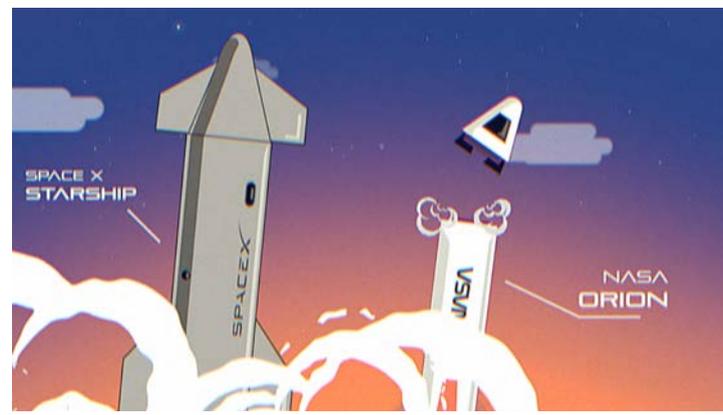




HONORABLE MENTION

Gambling in America
 Parker Collins

Oklahoma State University



GRAPHEX

What Happened to Space Exploration?

Jacob Larson

Oklahoma State University



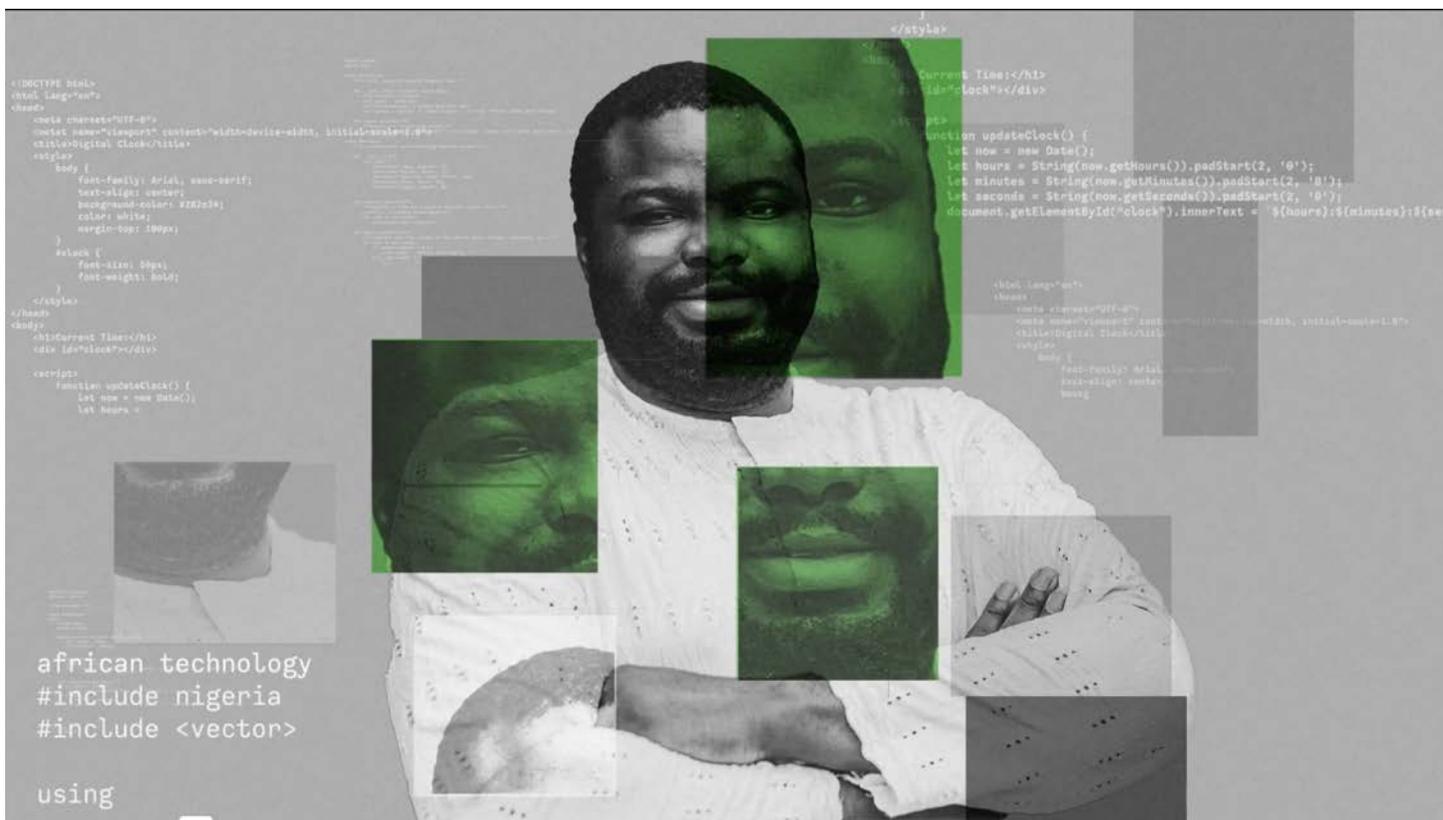
HONORABLE MENTION

Dissecting Identity - A Series Of Interviews
 Uncovering The Truth About The Human Existence

Emily Dangott

University of Oklahoma





HONORABLE MENTION

African Technology
Kendall McGhee

Oklahoma State University



HONORABLE MENTION

The Devil Takes You Home
Samuel Romain





CONVOKE

CUSTOM DISPLAY TYPE
CONVOKE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!?,.

ORNAMENTAL DISPLAY
CONVOKE PIECES

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!?,.

Secondary Typeface
Oxanium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!?,.



#49678D	#8BDCD7
#00B3AC	#5D99A7
#101241	#00B3AC



GRAPHEX

Convoke Exhibition

Beck Hodge | Jazmin Aguirre | Jacob Larson | Jayla Truong

Oklahoma State University



OVERALL SET



PRINTED VERSION



MATCHED
INTERACTIVE CARD GAME SET

GRAPHEX

Matched - Interactive Card Game Set

Jayla Truong

Oklahoma State University



HONORABLE MENTION

Guero Whiskey
Nikolas Marzullo

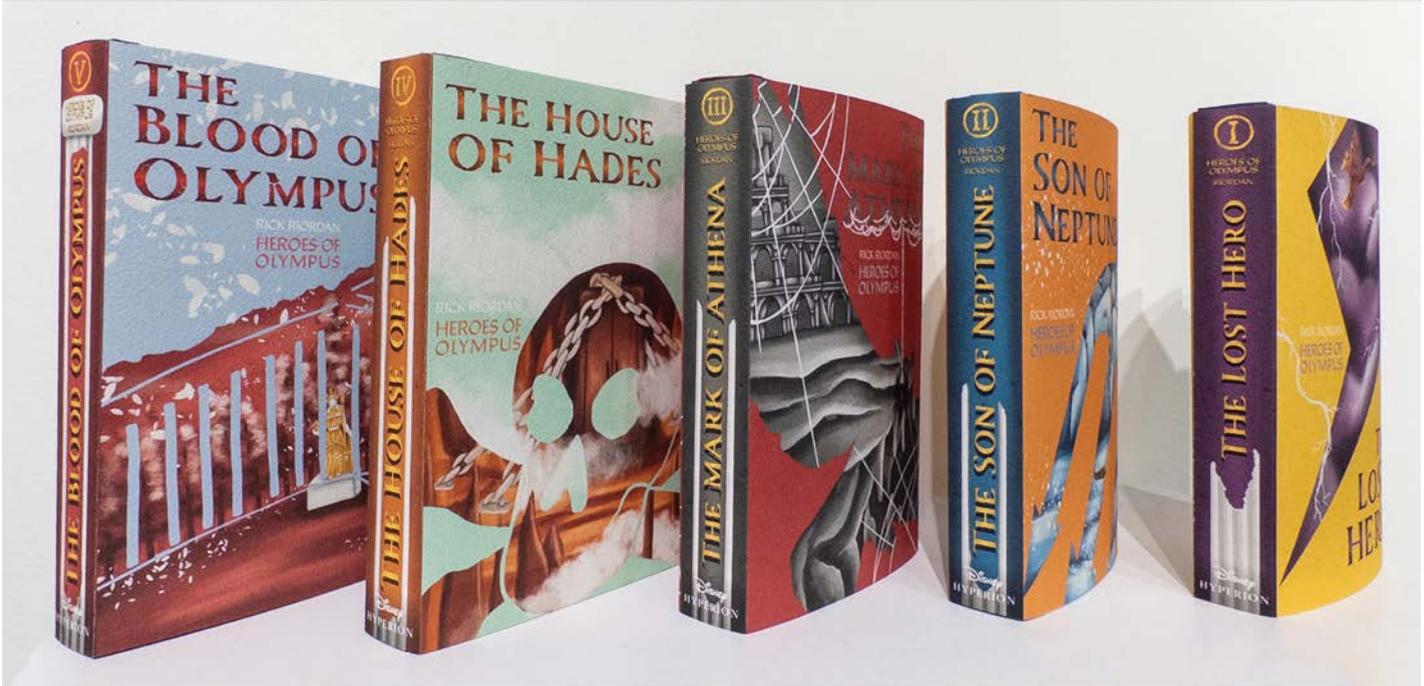
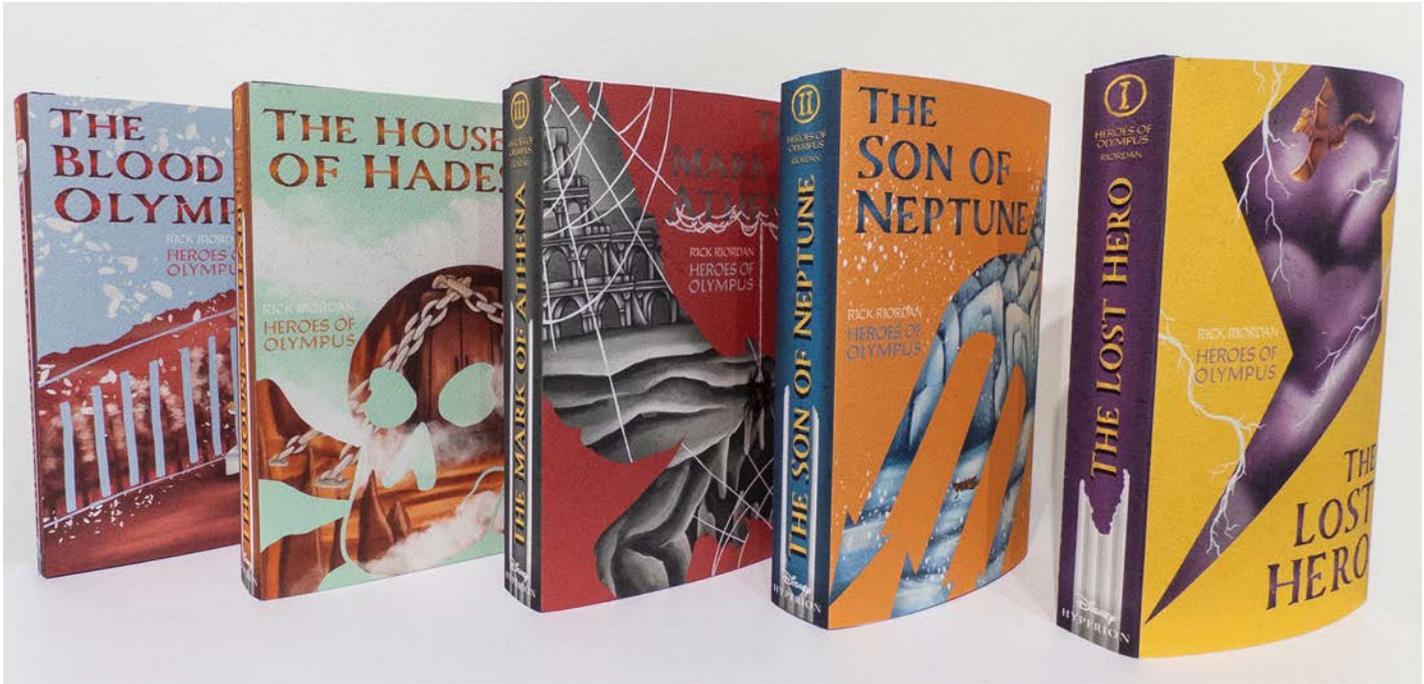
Oklahoma State University



HONORABLE MENTION

I AM Coffee
Laurel Wilbanks

Oklahoma State University



HONORABLE MENTION

The Heroes of Olympus - Dust Jackets
Gretchen Nantz

Oklahoma State University



GRAPHEX

It's Not That Deep

Delaney Luttrell

Oklahoma State University



Newer Deutscher Film

"Abu, Father, Eat the Soup" (1974)
 Director: Rainer Fassbinder
 The story of a young woman whose father is a doctor. Her father's death leads to her being raised by her mother and her mother's lover. The film explores the complexities of family and the impact of social conditions on the lives of the characters.

8/7
"The Marriage of Maria Braun" (1979)
 Director: Rainer Fassbinder
 The story of a young woman whose father is a doctor. Her father's death leads to her being raised by her mother and her mother's lover. The film explores the complexities of family and the impact of social conditions on the lives of the characters.

8/14

Wim Wenders
"Don't Breathe a Word" (1974)
 Director: Wim Wenders
 German journalist Peter Dinklage forms an unexpected bond with a young girl named Lisa while working in the U.S. After her mother dies, Lisa travels to Germany to find her father. The film explores the complexities of family and the impact of social conditions on the lives of the characters.

8/21
"Yesterday Girl" (1966)
 Director: Alexander Kluge
 The story of a young woman whose father is a doctor. Her father's death leads to her being raised by her mother and her mother's lover. The film explores the complexities of family and the impact of social conditions on the lives of the characters.

8/28
"Junker Schindler"
 Director: Alexander Kluge
 The story of a young woman whose father is a doctor. Her father's death leads to her being raised by her mother and her mother's lover. The film explores the complexities of family and the impact of social conditions on the lives of the characters.

9/4
"Paris, Texas" (1984)
 Director: Wim Wenders
 The story of a young woman whose father is a doctor. Her father's death leads to her being raised by her mother and her mother's lover. The film explores the complexities of family and the impact of social conditions on the lives of the characters.

9/11
"Agathe, the Wrath of God" (1972)
 Director: Alexander Kluge
 The story of a young woman whose father is a doctor. Her father's death leads to her being raised by her mother and her mother's lover. The film explores the complexities of family and the impact of social conditions on the lives of the characters.

9/18
"Wings of Desire" (1987)
 Director: Wim Wenders
 The story of a young woman whose father is a doctor. Her father's death leads to her being raised by her mother and her mother's lover. The film explores the complexities of family and the impact of social conditions on the lives of the characters.

9/25
"Fitzcarraldo" (1982)
 Director: Werner Herzog
 The story of a young woman whose father is a doctor. Her father's death leads to her being raised by her mother and her mother's lover. The film explores the complexities of family and the impact of social conditions on the lives of the characters.

10/2
10/9

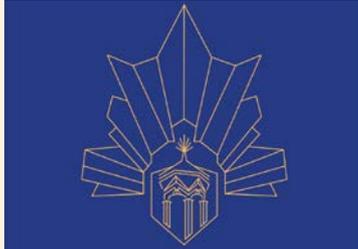
Alexander Kluge
Werner Herzog

USU Film Club
Snyder Auditorium Theater
Every Friday
8/17/24 - 10/9/24
Free

GRAPHEX

German New Cinema
Kayla Gross

Oklahoma State University

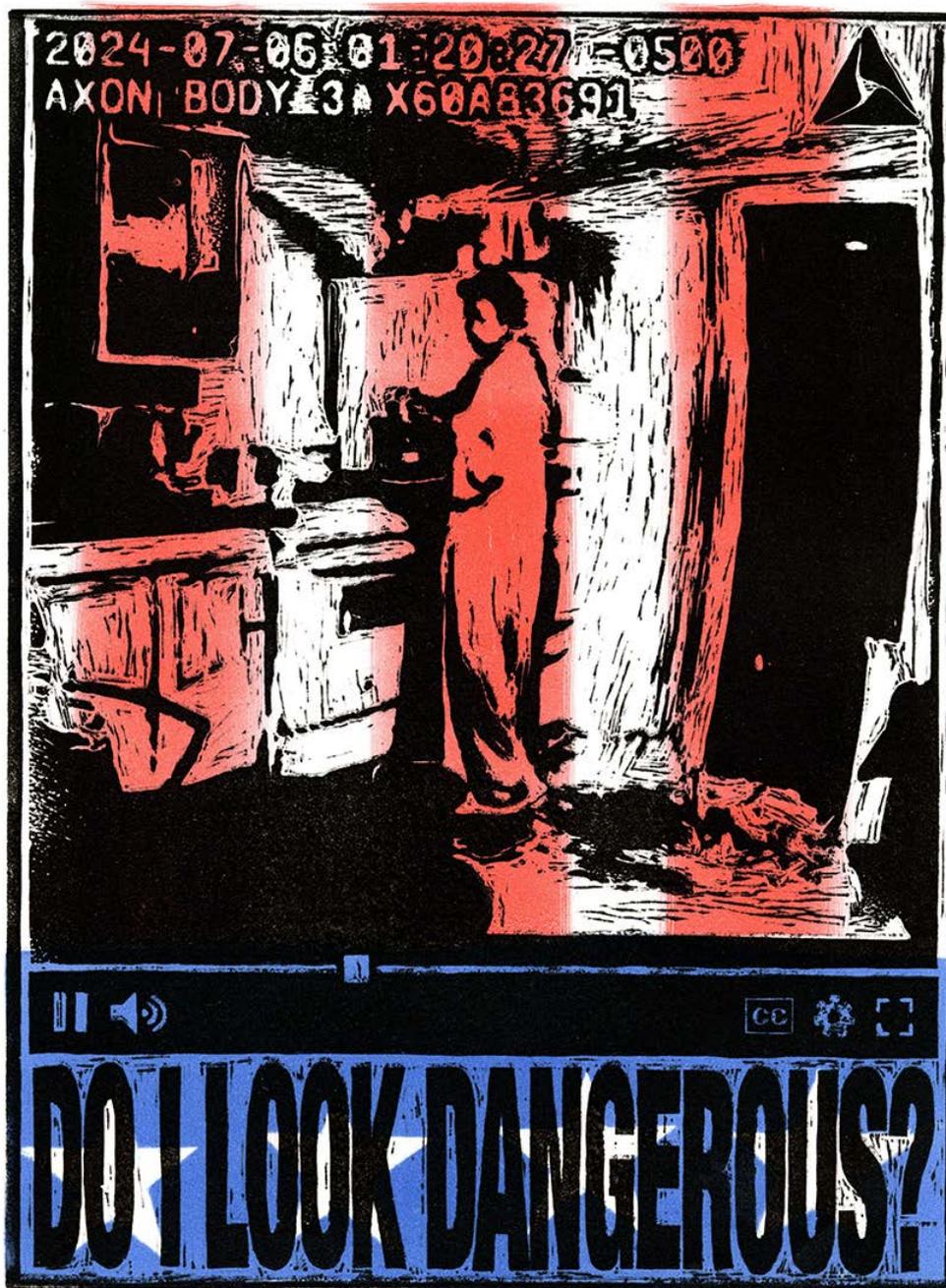


HONORABLE MENTION

Kendall College, Dean's Holiday Card

Alexa Hernandez

The University of Tulsa



VE 1/3

"Do I?"

bf

HONORABLE MENTION

Do I?

Brad Fletcher

Oklahoma State University



GRAPHEX

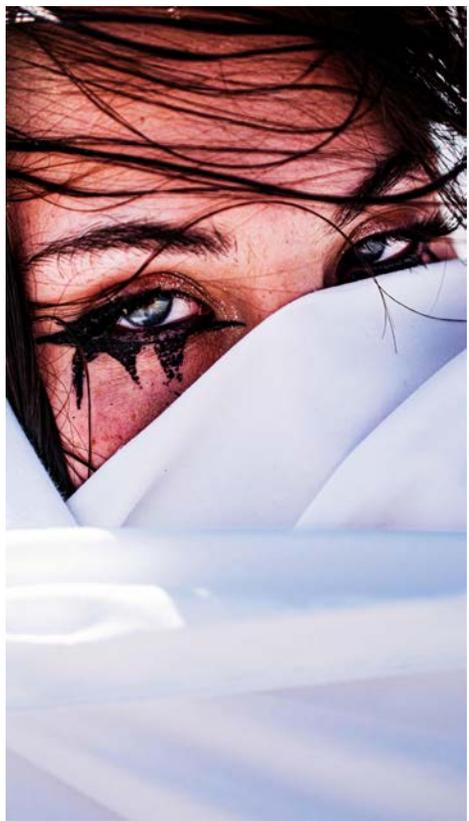
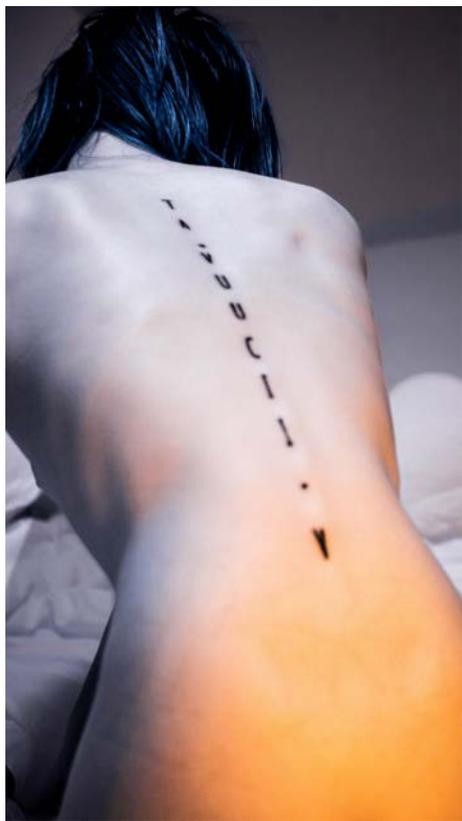
Drummer Matchbook
Zachary Auschwitz

Rogers State University - Claremore



Student Portfolio Winners





THIRD

Emily Dangott

University of Oklahoma



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MO DEADLINE: OCT. 9

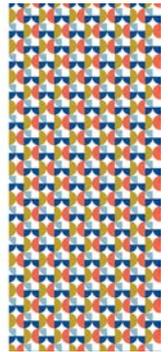
Designed by Sara Moore, Third Floor Design, University of Tulsa

Our Mission

- To create effective and visually striking designs that meet the needs of our clients and our communities.
- To provide quality design services, working together to create meaningful and sustainable solutions for our clients.
- To use design to educate, teach, and empower our communities and to create positive social, environmental and organizational systems.

Third Floor Design

Third Floor Design



Digest Your Radio Diagram

Food Pyramid of Radio

F.Y.I.



MORSELS OF MEDIA
A PRACTICAL GUIDE TO MEDIA LITERACY

MEDIA LITERACY
with the Media Literacy

SECOND

Sara Moore

The University of Tulsa






HEY Y'ALL!

My name is Jacqueline Luevano, I am a graphic designer based in Tulsa, Oklahoma!

I am constantly finding different ways to keep my mind full of fresh ideas. From quick walks to talking to other creatives, there is always something inspiring.

I've had experience working with amazing people during my undergrad, but I am ready to grow more!

ALL ABOUT ME!

02



App Design

Funkit

08



Identity Rebrand

Lee's Sandwiches

09



Multimedia Design

Aqui Vive Poder

07



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I SAW THE ANGEL
 IN THE MARBLE
 AND CARVED UNTIL
 I SET HIM FREE..

Michelangelo

