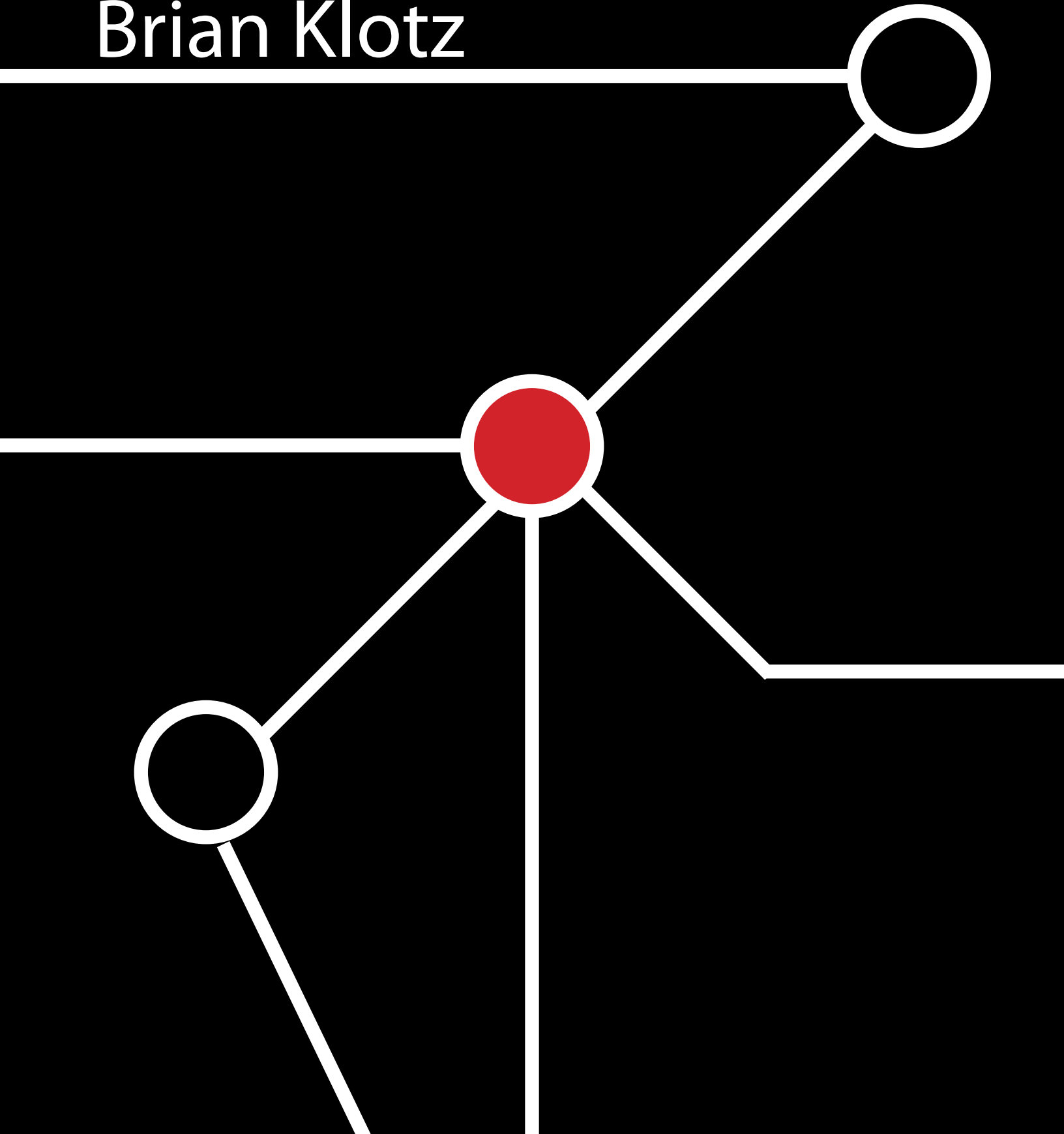


Brian Klotz



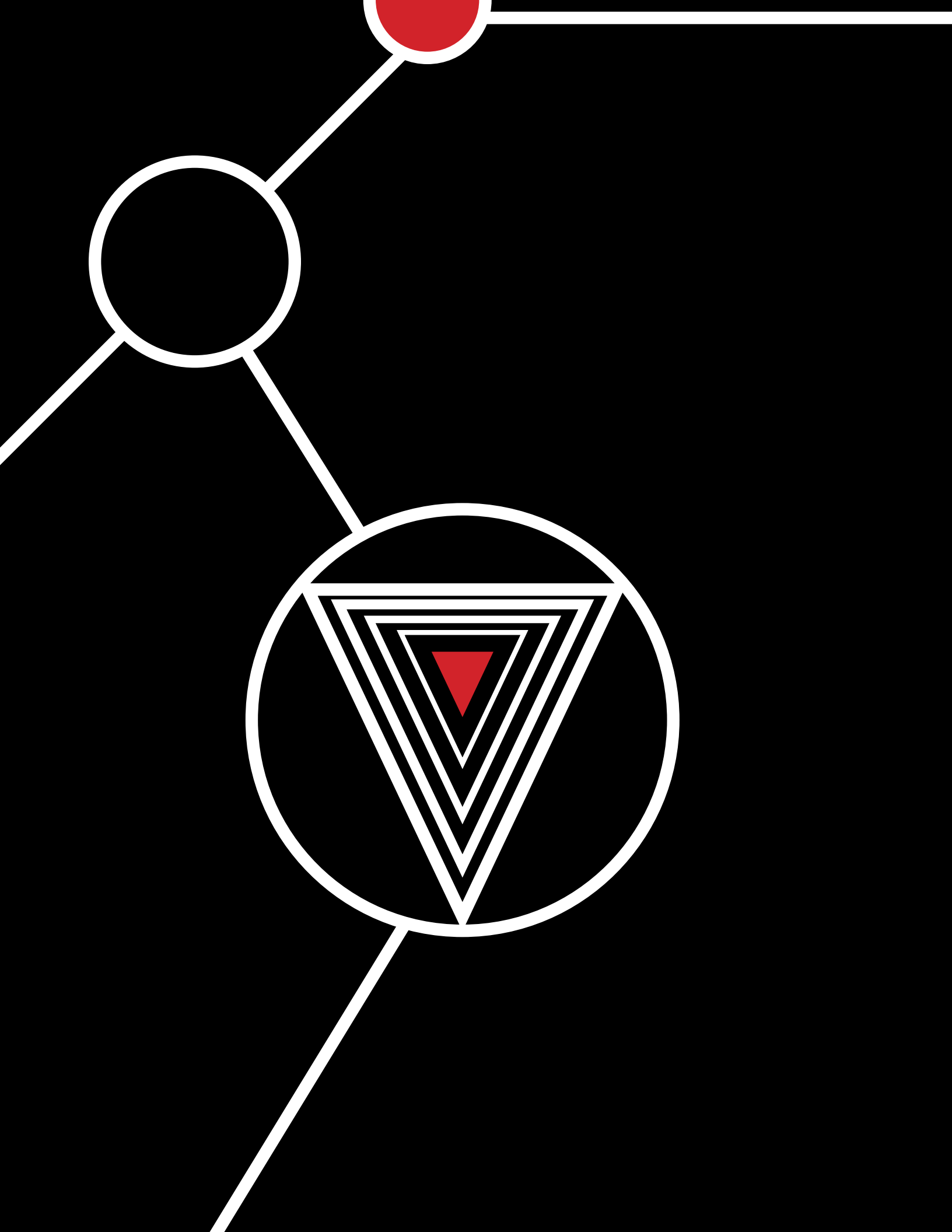


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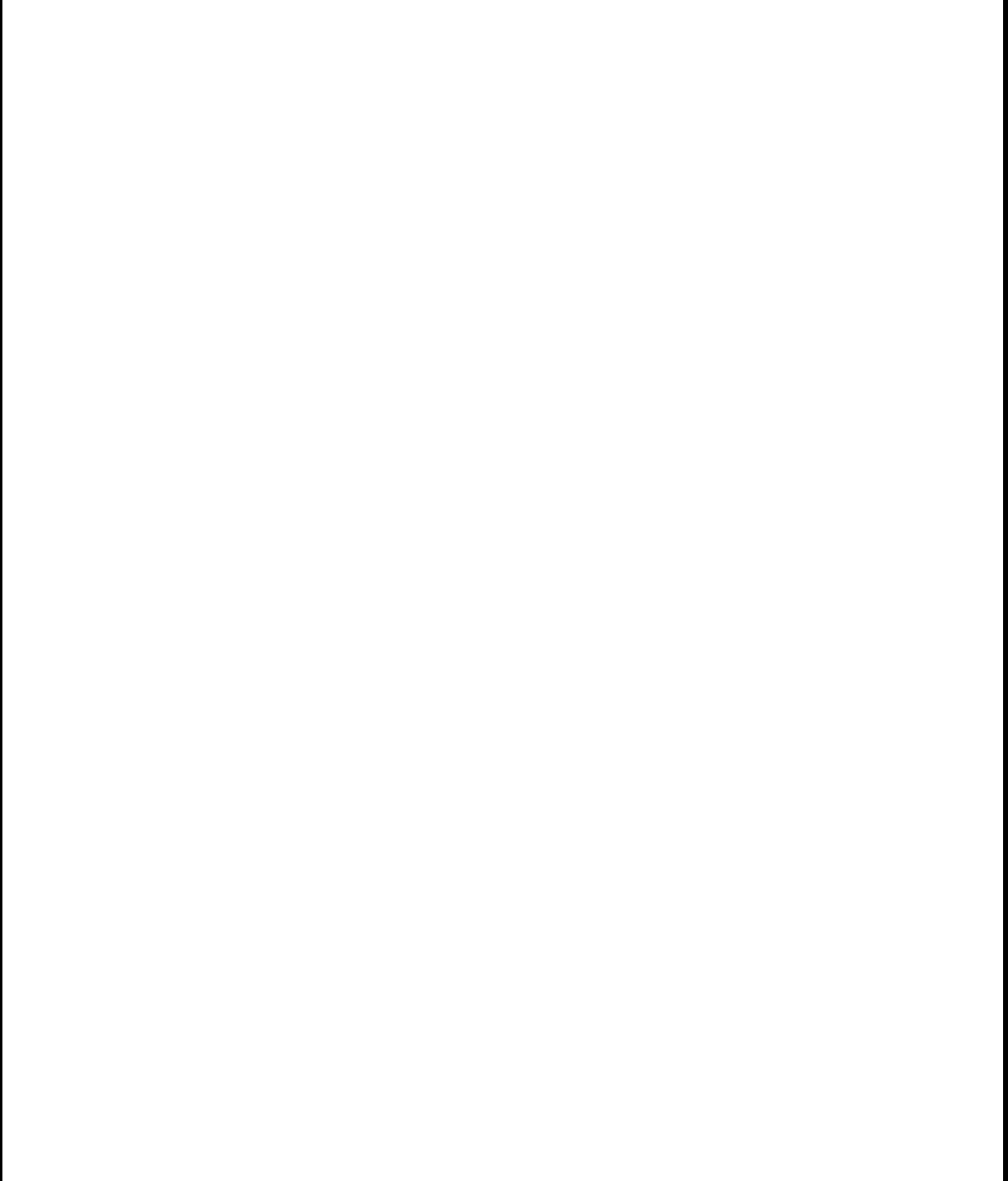
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My name is Brian Klotz. I have a B.A. in English and am currently pursuing my M.A. in Professional Writing. This portfolio showcases various design work I have done.



Résumé



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dart

magazine.

BEYOND THE CONCRETE

Separating fact from fiction in UMD's controversial architecture

PROFESSOR BY DAY, WITCH BY NIGHT

The spooky double life of Danielle Oliveira

CAFFEINE IN COLLEGE

Are you *addicted?*

ALSO:

Dorm room cooking!

What to do around New Bedford!

The Botulism Research Center!

Korean pop music!

...and more!

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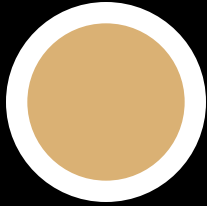
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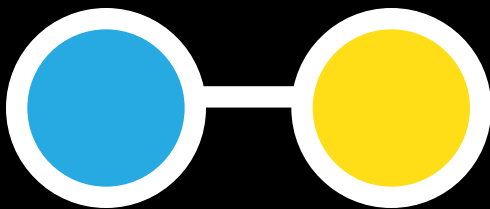




Berlin Sans FB
Chaparral Pro

c0 m10 y95 k0

These are cover concepts for Dart Magazine.
The first uses a photograph of the campus,
while the second features an abstract pattern
using the school's colors.



Berlin Sans FB
Chaparral Pro

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c0 m10 y95 k0

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CAFFEINE COLLEGE



"America runs on Dunkin'" - as does UMass Dartmouth - but what are the effects of the caffeine-laden diet that most students consume? A "Turbo Shot" can be the difference between paying attention in class and falling asleep, but what if this same drug keeps us from falling asleep in the first place? And many students are familiar with the stress of midterm and final exams, but could part of that anxiety be related to the amount of coffee they swill? Research suggests so.

By Nicholas Carrigg
Layout by Brian Klotz

A study conducted by the American Psychiatric Association found that people consuming more than 750 mg of caffeine per day experienced increased depression, anxiety, and insomnia. The subjects also reported having overall worse health than moderate to low users of the drug. To put things into perspective, a standard cup of coffee contains about 150 mg of caffeine. For heavy users, that translates to about five cups of coffee per day - that's 1/3 of a gallon.

But coffee is not the only place where students get their caffeine. A liter bottle of Coke contains 96 mg of the drug, while some popular energy drink brands contain up to 250 mg

per can. Many energy drinks also include other chemicals, like B-complex vitamins, that alter brain chemistry further and enhance the effects of caffeine. So, while a small can of Red Bull may contain less caffeine than a cup of coffee, its effects are more pronounced - both beneficial and malevolent.

The trouble with studying the effects of caffeine on students is that all individuals handle the drug differently. Body size, tolerance, diet, fitness and other genetic variations all play a role in how caffeine will be metabolized by the body, and how it will affect both mood and energy levels.

"I usually have about two cups a day; it's the first thing I do when I get up in the morning," said Professional Writing

graduate student, Jessica Trufant. "I think that because I've been drinking coffee for so long, my body has developed a tolerance so that I don't get jittery or anxious anymore if I have too much."

A Nasty Habit

Despite her tolerance, Trufant's relationship with caffeine does have its drawbacks. She claims to suffer from severe headaches and drowsiness when deprived of her usual morning coffee. Trufant's experience highlights another negative side effect of caffeine, which is not unlike most other drugs: withdrawal. According to a study published in *The New England Journal of Medicine*, even mild to low users of caffeine can experience symptoms of caffeine withdrawal if they consume it on a regular basis. Consuming caffeine regularly results in dependence on the drug, which requires more and more of it in order for the user to receive the same benefits as a first time user. Should a consistent user stop consuming caffeine, however, withdrawal symptoms begin to appear within 24 hours of the last intake. The resulting addiction cycle has been dubbed "caffeinism" by the medical community, drawing attention to its similar pattern with alcoholism.

College students are particularly susceptible to developing caffeinism. Late weeknights spent doing homework and weekend activities dragging well into early morning hours quickly takes its toll on student energy levels. Caffeine is a tempting remedy, but is no substitute for a good night's sleep. The wired feeling that many people experience from multiple cups of coffee or an energy drink can actually be counter-productive to work. Caffeine inhibits short-term memory retention - an essential ability to have on a night of cramming for midterms - and jittery anxiety inhibits concentration when taking tests or writing papers.

Another Approach

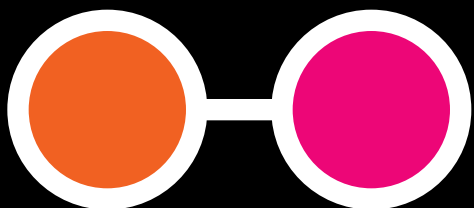
But what good is coffee if not to get us out the door at 6 am on a Monday morning? For some, it is simple enjoyment. "I have the occasional cup of coffee," said UMass Law student Cameron Durant. "I don't depend on it for energy, but I like it for the taste and as an accompaniment to a decadent dessert."

Durant's approach to coffee may be more beneficial in the long run rather than developing a dependence on it in order to function normally. A cup of coffee with a special breakfast or after a hearty dinner is similar to an Italian digestivo - a sweet liquor like amaretto or limoncello that is drunk after a meal in small quantities to lighten one's mood and aid in digestion. Just as there is nothing wrong with the occasional glass of wine with friends, so too is there no fault in the occasional cup of coffee to get a pick-me-up or a warm drink on a cold day. The jury is still out on energy drinks. (Does anyone really like the taste?) But it seems that coffee is something to be enjoyed rather than swilled. To treat it otherwise is to lose control over one's body as one would with any addiction - alcohol included. ☺

Ever wonder how much caffeine is in your favorite food or beverage?

-  Dunkin' Donuts Regular Coffee (16 oz) - 206 mg
-  Starbucks Coffee (16 oz) - 330 mg
-  Snapple Lemon Iced Tea (16 oz) - 42 mg
-  Coca-Cola (12 oz) - 54 mg
-  Rockstar Energy Drink (16 oz) - 160 mg
-  Ben & Jerry's Coffee Ice Cream (8 oz) - 68 mg
-  Five Hour Energy (2 oz) - 138 mg
-  Red Bull (8.3 oz) - 80 mg





c0 m77 y100 k0 c0 m100 y20 k0

Gill Sans MT (Headline)

Vijaya (Deck)

Chaparral Pro (Body copy)

This article was published in Dart Magazine's Fall 2011 issue. It mimicks the colors and design of the "Dunkin' Donuts" logo to match the coffee theme. The simulated coffee stains continue this theme.

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The Decline of



SMALL BUSINESS

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Written by Joe Boomer
Layout by Brian Klotz

The electronic display of money and gas being pumped into Jim Pechilis' tanks seems to roll on endlessly. He has already filled up two industrial-sized lawn mowers that were once yellow, but now have adopted a brownish-green color from the summer's use, and three large weed-wackers that look so heavy they should come equipped with a shoulder strap. The total comes to \$134.56, which according to Pechilis, the owner of *Curtin Back Landscaping*, is reasonable. He digs into his wallet and, with one swipe of his credit card, charges the money to his personal account.

But the ever-climbing price of gasoline has really damaged his business. Pechilis has to keep this in mind whenever he takes on a new client. "I've found that I had to turn down business because some customers live so far away, and the cost of gas is not worth it," he reluctantly admits as he climbs into his truck. "It's not as bad as it was."

When the gas prices skyrocketed

in 2005, Pechilis was forced to get a part-time evening job delivering pizzas for a local pizzeria in Brockton. Six years later, he still delivers at the same restaurant three times a week for extra cash.

When the U.S. financial system is sluggish, larger corporations have the ability to offset this slump through international divisions, which is impossible for small businesses.

Pechilis' story of survival is not unique in Massachusetts. Anthony Ward, the owner of *Allegra Design Marketing Print* in Brockton, is also feeling the stress of the current economy. According to Ward, this year alone he saw "a twenty-five percent drop in sales, with a higher drop in

profitability due to increase in costs of raw material." From behind his desk, he explains that the boost in prices is due to other companies trying "to make up their lost profit as volume has gone down across the board." Looking down at Cody, his Labrador retriever curled up next to Ward's desk, he admits that "this has caused me to reduce my headcount and not be able to give employees raises."

According to *The Boston Globe*, businesses "cut nearly 9,000 jobs last month," decreasing the Commonwealth's unemployment rate to "7.4 percent – the lowest since February 2009." This affects small businesses, since people don't have the money to purchase services that companies like Pechilis' and Ward's provide. This is detrimental to small businesses that are entirely dependent on the local economy possessing disposable income. When the U.S. financial system is sluggish, larger corporations have the ability to offset this slump through

international divisions, which is impossible for small businesses.

"Luckily, it's been pretty steady so far, but the economy definitely affects [my] business," Pechilis confesses. He has seen this through the types of jobs that clients offer him. They no longer want their lawn cut every two weeks, opting instead for three or more weeks between mowings. In addition, his customers have become more reserved with the amount of money they spend on lawn care. He no longer gets orders for extensive aesthetic lawn improvements, such as re-mulching, garden installation, or tree and shrub transplants. Instead, he obtains jobs where minimal lawn care is required. "Affording lawn maintenance, whether it be just mowing or a cleanup is not a necessity [for] people if they are struggling to pay [their] bills," Pechilis acknowledges.

And the pinch of the plummeting economy is not exclusive to Massachusetts. According to the US Census Bureau's latest figures, released on Sept. 13th, the

country's poor has reached to a mammoth \$46.2 billion – nearly 1 in 6 Americans" which is the highest rate since 1993. President Obama has responded to this crisis by attempting to gain the public's support for his new plan to create jobs.

The President's proposal amounts to a \$447 billion pitch that he feels will increase jobs and, in turn, spending by American consumers. The plan includes tax breaks and other enticements for employers that hire new workers, new public work projects, and expanding unemployment payments for the long-term jobless. On Sept. 17th, during the President's weekly radio address, he explained that the top issue voiced by Americans he has met with "is how we can get back to a place where we're creating good, middle-class jobs that pay well and offer some security."

Ward is skeptical of Obama's plan. He feels that the proposal will help "with some of our nation's infrastructure problems, but it does not have the far

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When asked about President Obama's initiative, Pechilis gave a long sigh and a dismissive wave of his hand. "I have no faith in him or his program," Pechilis said as he ran his dirt and oil-stained hands through his hair in frustration. "All he cares about are the large corporations. He doesn't care for small businesses like me."

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The Slow Demise of Small Business

By Joe Boomer
Layout by Brian Klotz

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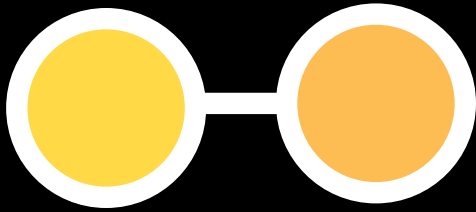
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c0 m13 y83 k0

c0 m28 y78 k0

Myriad Pro (Headline)

Adobe Arabic (Deck)

Chaparral Pro (Body copy)

These are two versions of an unpublished magazine article. The first (which has placeholders for a deck and a sidebar) uses a photo of a small, solitary bird to simultaneously represent the feeling of helplessness and the potential of being a small business owner.

In the second, a photo of a closed business dominates the spread, crossing the gutter and squeezing the text to one side, which represents the pressure the economy is putting on small businesses.

Franklin Gothic Heavy (Headline)

Chaparral Pro (Body copy)

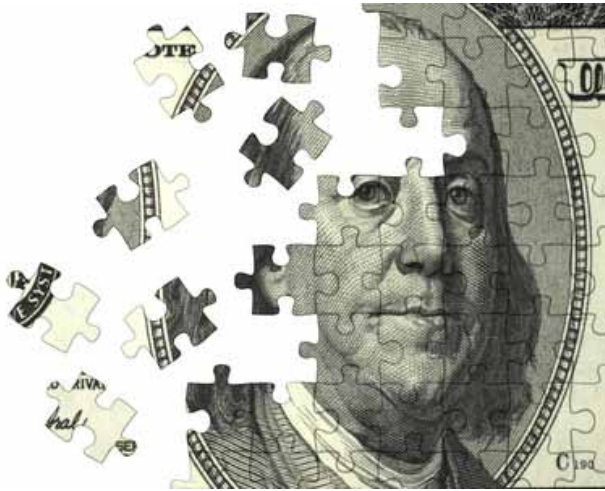
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HOW TO AFFORD COLLEGE by amassing loads of debt

by Samantha Swider
Layout by Brian Klotz



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Jason Fisher used to be a sophomore graphic design major at UMass Dartmouth. But now, he's a freshman architecture major at Wentworth Institute of Technology. Fisher used to be in the Reserve Officers' Training Corps. But now, he's contracted with the United States National Guard. Even if Fisher wanted to continue his college education, he had no other choice. He transferred and joined the Army National Guard because he couldn't afford tuition any longer.

This is becoming the harsh reality of many students. According to the U.S. Department of Education, 8.8% of students defaulted on student loans in 2009. This is up from 7% in 2008. But some students are forced out of college long before the loans are due. Whether it's dropping out, joining the Army, or working overtime, many students are struggling to get through a four-year education.

Like Fisher, Ashley Colameco could no longer foot her UMass Dartmouth bill. At the end of the Spring 2011 semester, Colameco, a senior Spanish major, had one semester to go before graduating. But with no loans to be found and her \$8 an hour cashier job at the liquor store not cutting it, she said farewell

to her undergraduate degree. "This was not how I saw it going down," said Colameco. "I don't have a degree, but I still have a few thousand dollars worth of loans to pay back."

He used his two years at UMass Dartmouth to save up for Wentworth, but soon realized his dream school would only become a reality with the financial backing of an Army contract. According to Fisher, the National Guard will assist with \$4,500 for tuition at a private college, but he'll also receive bonuses of about \$250 a month just for attending school.

"I had to figure out where I could honestly get the most money with the least amount of time so that I could focus on school," said Fisher. "I could have chosen not to join the Army, but I wouldn't know how next year's financial aid package would turn out and the chance that I would not be attending Wentworth again would be high. That concerned me to the point where I decide to join now, not later."

And with the release of College Board's report that tuition has increased over the past year - in-state costs rose 8.3 percent - Fisher's concerns are warranted. After two years at a public university, Fisher's debt is at about \$22,000: "I owe \$10,000 to the government and \$12,000 to my grandfather - I count it as debt, but he probably won't make me pay."

As for Colameco, her debt trumps that; she estimates it to be at least \$30,000. With these figures in mind, it's no surprise that student loans rank second behind mortgages in where Americans owe the most of their debt.

"I would say that affording college is the top priority on students' minds. Each one of my friends from high school expected to go to school and in the end, their parents had to deny them because they couldn't take out enough loans," said Fisher.

"Money will always be in the back of my head until I graduate and get my debt paid off whether it's just buying a lunch or taking out another loan to help get me through till the summer."

to her undergraduate degree.

"I don't have a degree, but I still have a few thousand dollars worth of loans to pay back."

During the four years she attended UMass Dartmouth, Colameco struggled to pay the \$9,000 or so a semester. With no one to cosign before school started back up in the September of 2011 and no other options, she dropped out and now works full time in a field totally unrelated to her education.

"I'm an assistant manager at a group home for four men with developmental disabilities," said Colameco.

What started out as temporary, summer job has turned into a pseudo-career and her only chance at returning to UMass Dartmouth to complete her last semester in the Spring of 2012. She was promoted to assistant manager after only three months in an intern position. Now, she's making about \$22,000 a year.

"I went from writing essays and reading books in Spanish to getting myself pretty deep into the Human Service industry," said Colameco. With overtime and pinching pennies, Colameco plans to finish her final semester soon. "I'm shooting to go back in January, if I've got enough saved," she said.

While Jason Fisher wasn't forced to drop out, he did have to join the Army - hardly a victory for a degree-seeking student. Fisher originally wanted to attend Wentworth, but didn't have the money. Instead, he opted for the cheapest school he had applied to - UMass Dartmouth.

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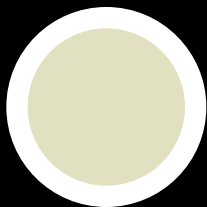
Colonna MT (Pull quote, first part of headline)

Chiller (Second part of headline)

Sylfaen (Deck, sidebar)

Chaparral Pro (Body copy)

This is also an unpublished magazine article with a placeholder deck and sidebar. The image was chosen to evoke the idea of losing money piece by piece. The pull quote's shape and color also emulates that of a dollar bill.



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Page

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A new breed of coach can help put you at the top of your health game



Have you ever lost weight only to find the pounds creeping back on just a few months later? Or vowed to eat a healthier diet but found it too hard to decipher food labels or set aside time to cook? If you're having trouble meeting a health goal, or if you've tried in the past and failed, you might benefit from an increasingly popular new resource - a health coach. Unlike, say a workout buddy, "a health coach is trained to help you break your goal into manageable steps, track your progress, and identify and overcome personal roadblocks," says Karen Lawson, MD, program director for the health coaching track at the University of Minnesota.

Lawson notes that the number of health coaches has exploded in recent years, and until national credentialing standards are implemented, you'll need to choose one with care. Ask about her training (you'll want at least

80 hours of education), whether she has prior experience in a health-related field like nutrition or nursing, how much she charges (hourly sessions

can range from \$50 to \$200, and a few insurers provide coverage), and how many clients she has seen in the past (Lawson advises a minimum of 30).

Once you hire a coach, what kind of advice can you expect to get? We asked five pros to share their best tips.

- "If the thought of taking a big step (like losing 20 pounds) feels overwhelming, try making a small change in an unrelated area, spending a few minutes each day cleaning out your junk drawer or organizing crushing paperwork, for example can help you feel successful and provide you with the motivational energy to subsequently tackle the more difficult task" - Claire M. Stuckey, Plymouth, Minnesota.
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TABLE TALK

What's shaking on the city's food scene

by Donna Gurleigh

JUST LAUNCHED The Hub's weekend brunch options continue to grow. Davis Square pizzeria Posto just introduced a Sunday menu featuring frittatas (like the Verdura, pictured), bricche French toast with mascarpone cream, and breakfast pizzas (think Posto's wood-fired crust topped with smoked salmon, onions, capers, and arugula). Island Creek Oyster Bar, meanwhile, is now serving hangover-busting fare like an Oysters Benny with spicy hollandaise, salt cod cakes with spicy tomato sauce, and lobster omelets.



DRINK UP Talk about overdue: Charlestown, which hasn't seen a notable restaurant open in ages, may be getting a new Sea Dog brewpub near the Navy Yard. A spring opening is possible, provided the restaurant group that's licensed the Sea Dog name from the Shipyard Brewing Company can get everything in order.



COMING SOON It's a bit early to start planning Cape getaways, but come high season, Provincetown will have its own outpost of Ten Tables, the adorable farm-to-table eatery in J.P. and Cambridge. Owner Krista Kranyak and crew are working furiously to finish up renovations to the space; they're aiming for a March debut.

OPENING Early next month, New York's Five Napkin Burger is scheduled to open its first outpost outside Manhattan, in the Prudential Center. The chain offers plenty of riffs on the basic patty, including ahi tuna, lamb, and veggie versions, but the original - 10 ounces of ground chuck jazzed up with Gruyere, caramelized onions, and rosemary aioli - is what draws crowds.

BUH-BYE South Enders have kissed Ginger Park and Rosca goodbye, while Brookline has bid adieu to beer and cheese purveyor Publick House Provisions.

SIGN UP If rushing through a pricey prix-fixe dinner isn't your idea of a romantic Valentine's Day, prep for an amorous night at home with Scamp's aphrodisiac cooking class. On February 8 chef Lydia Shire, whose Valentine's menus are notoriously racy, will teach students how to make immundo-laden dishes like "quivering egg and caviar on flaky bacalao strudel," "wet and wild oysters in lemon brown butter," and "warm, liquid, luscious chocolate tart." The course is \$35; call Scampo to book a spot.

One Perfect Meal

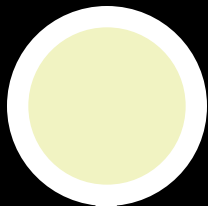
Sushi trends come and go - foie gras nigiri with yuzu glaze, darling? - but this ever-popular Japanese spot in the Coolidge Corner, open since 1998, is always a reliable choice.

Fugakyu
1280 Beacon
Street Brookline
617-734-1266
Fugakyu.net

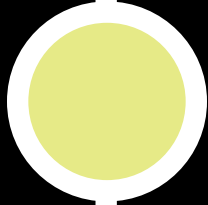
	Gyu carpaccio, a plate of thinly sliced seared sirloin served with garlic chips and a sweet and tangy citrus mayo, \$11.75	
+		
A bright and lemony seaweed salad, \$6.25		
+		
The Black Forest maki, stuffed with eel, fried sweet potato, cucumber, and black tobiko, \$9.50		
+		
A bottle of Hana Houhoushu Pink (a crisp sparkling sake) to share, \$28		
=		
Total + 7% meals tax + 18% tip =		
\$70.08		

Photographs by Jeff Vukobratovic for Boston Phoenix 2010/02/08



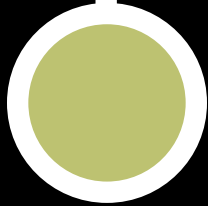


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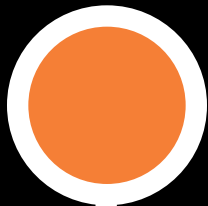
c12 m0 y60 k0

Shruti (Section Header)
Segoe Print (Headline,
sidebar headline)
Segoe UI (Sidebar copy)
Minion Pro (Body copy)

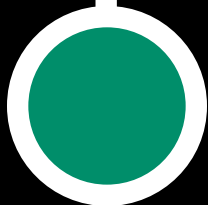


c12 m0 y60 k20

These two pieces were created as exercises.
Both utilize colors pulled from the images to
maintain visual consistency.

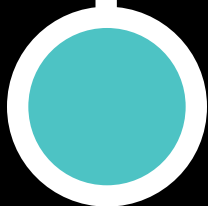


c0 m62 y88 k0



c98 m0 y70 k20

Perpetua (1st part of headline)
Modern No. 20 (2nd part of headline)
Minion Pro (Body copy)
Lucida Handwriting
(Sidebar Heading)
Malgun Gothic (Sidebar copy)



c63 m0 y27 k0

