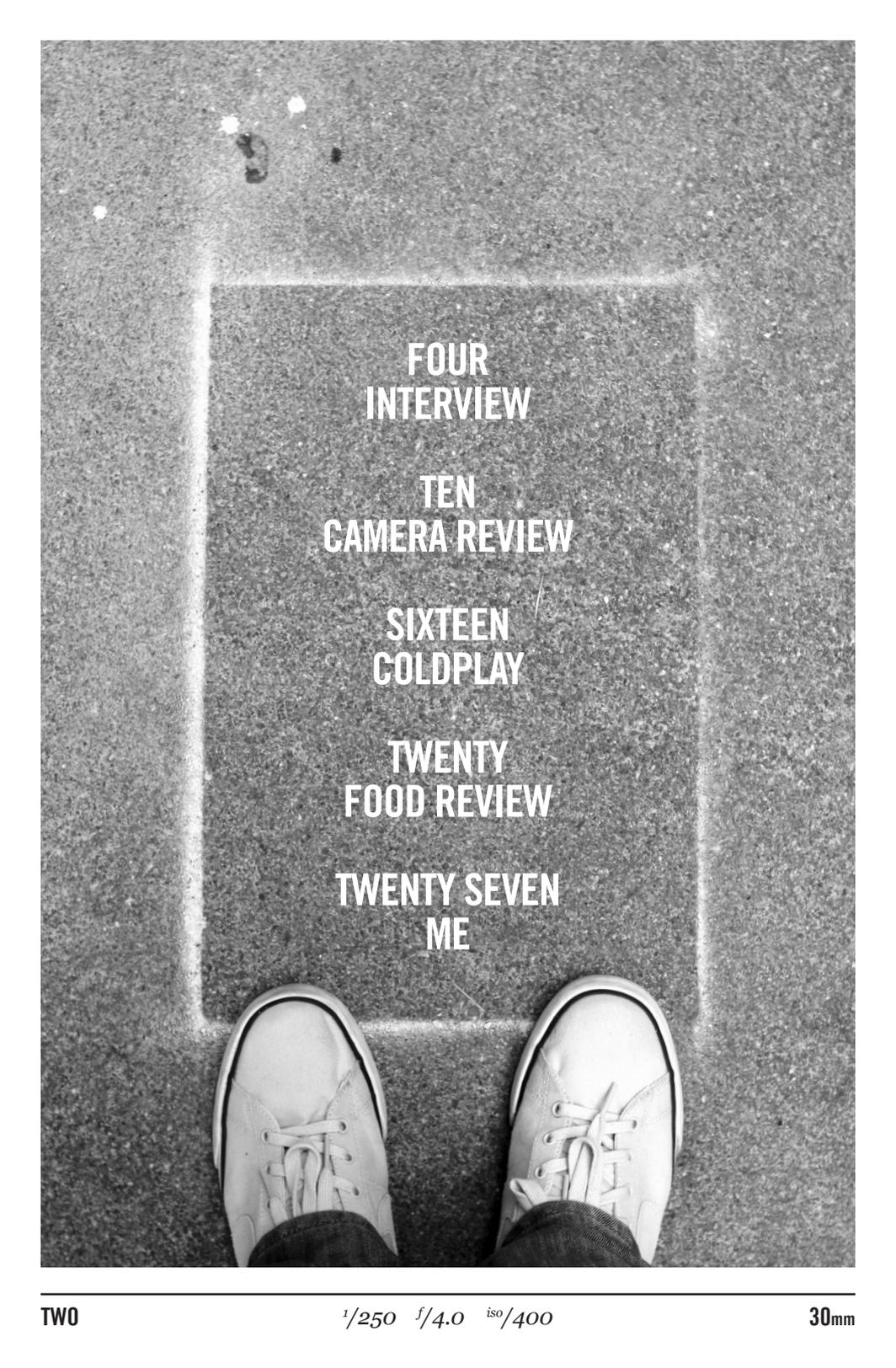


graphic design
photography
inspiration
reviews

30mm





**FOUR
INTERVIEW**

**TEN
CAMERA REVIEW**

**SIXTEEN
COLDPLAY**

**TWENTY
FOOD REVIEW**

**TWENTY SEVEN
ME**

A 30mm lens is used to capture the majority of the photographs in this zine. 30mm on a cropped sensor is the focal length's magic number that is not too wide nor too narrow, but the most realistic to the human eye. This zine is comprised of what we perceive without being overwhelmed or the need for more information.



APERTURE
EXPOSURE ISO SPEED

INTERVIEW

with Jenny Lundin & Alex Fong

It's about 10:30 PM. Jenny tells me that I should describe her appearance because that's what fashion magazines do. She has hipster glasses on carrying a bowl of rice. She tells me that she is wearing an over-size sweater top the same color as her pale skin...

WHAT MADE YOU INTERESTED IN PHOTOGRAPHY?

JENNY: When I was a kid, my family visited Lake Powell in Arizona that had miles of gorgeous canyons. However, one day it was raining, and water flowed through the cracks and created these waterfalls that could only happen once in a lifetime. I was very excited and I grabbed my dad's camera, clicking away because each photo was beautiful and unique. Later, my grandfather gave me his analog Canon SLR to contribute to my interest. To improve my skills in taking pictures, I started photography classes my freshman year. For my 17th birthday, I got a Canon Rebel XSi, and I have been in love with it ever since.

WHAT IS YOUR DREAM JOB?

J: I want to be a published author but it's probably not realistic. I am willing to work hard for it, but until then I want to have a job involved with publishing. I aspire to help other's share their writing with the world and I hope one day my words might be conveyed as beautiful.

WHY ARE YOU TAKING CREATIVE WRITING CLASS?

J: Well, I took one senior year, and had an awesome teacher. I wanted to experience what it was like to take a class at an art school and to meet intellectual people with a similar passion as mine. I also wanted inspiration from other people with different backgrounds and gain confidence in my writing.

WHAT FORMAT DO YOU LIKE TAKING PHOTOS IN? BLACK AND WHITE? COLOR?

J: I love to use black and white film as well as vintage film. My favorite pictures have beautiful artifacts that have lens flares, film burns, and silky bokeh. I love to take candid shots of strangers as well as landscapes, architectural buildings, artwork, and close up photos that can be interpreted differently. *She's hungry and can't describe how to leave the room. She "flutters" away to go eat an apple. She comes back choking up on an apple and sits down again.* I am really unattractive when I eat. I think I am too weird for life.

I WANT MY WORDS TO BE CONVEYED AS BEAUTIFUL.

WHAT INSPIRES YOU?

J: You inspire me. Just kidding. I like to people-watch because I get inspiration from others. Art, reading, and looking at photographs. My favorite book is *Pride and Prejudice* because it is awesome. I love Jane Austen and classic literature. I also love poetry by Emily Dickinson. *With a thumbs up in an Aussie accent.* Its ousome, possum.

Music inspires me. I like to listen to weird music. I like to listen to instrumental music when I write because lyrics are distracting.

Mumford & Sons, City and Color, Bon Iver, Coldplay, Death Cab for Cutie, Explosions In The Sky, Fleet Foxes, Freelance Whales, The Album Leaf, and The Beatles.

WHY DO YOU LIKE WRITING?

J: *Her apple is starting to wilt.* I want to be able to inspire others like how other people inspire me. I hope that even if I'm not a world-renown author, I can still amuse some people. That was terrible sarcasm. *Jenny just left the interview... and now she's back.* I love your shirt Alex! Marcus stop it, you are ruining the party! The end. *She bows gracefully.* Do I sound insane?

I smile and think Jenny is done. However, Alex sits on the couch, wanting me to interview him because he's bored. Ok then.

WHY DID YOU TAKE GRAPHIC DESIGN?

ALEX: I spent most of my life doing art with a pen and pencil, and I wanted to experience art on the computer because it is a different perspective. Graphic design is a popular art profession that does pay. Its a fun class, learning principles and working with the Adobe software; I want to buy them now. It's a lot of work for a pre-college program. However, I enjoy doing the work in class and learning about the concepts. This is going to be a terrible interview.

WHAT SCHOOLS DO YOU WANT TO APPLY TO?

A: I want to go to a small liberal arts school with an environmental science program as well as a good arts program. I want to incorporate environmental science with graphic design to work for organization committed to prevent global destruction like Greenpeace. I want to go to a private institution where I can make my own major. I've been thinking about American University in Washington DC, but I'm not quite sure.

Maybe Seattle University, because it is a Jesuit school, and it's located in a nice city.

WHAT HOBBIES DO YOU LIKE DOING?

A: I like to play the drums. I have a drum set. I want a electronic drum set. I would like to be in a band, but the kids at school only like to play the popular Top 40. The genre I like to play to is hard to describe; its not rock, or alternative. Not soft rock but obscure. Like Newfound Glory, but not old punk.

Academy Is, All time Low, Blink 182, Boys like Girls, Coldplay, A Day to Remember, Every Avenue, Fall Out Boy, Mannequin, The Maine, Marianas, Maroon 5, Mayday Parade, Motion City Soundtrack, Never Shout Never, Newfound Glory, Panic at the Disco, A Rocket To The Moon, Rocket Summer, Sunnset, and We The Kings. He says that ain't the whole list...

THIS IS GOING TO BE A TERRIBLE INTERVIEW.

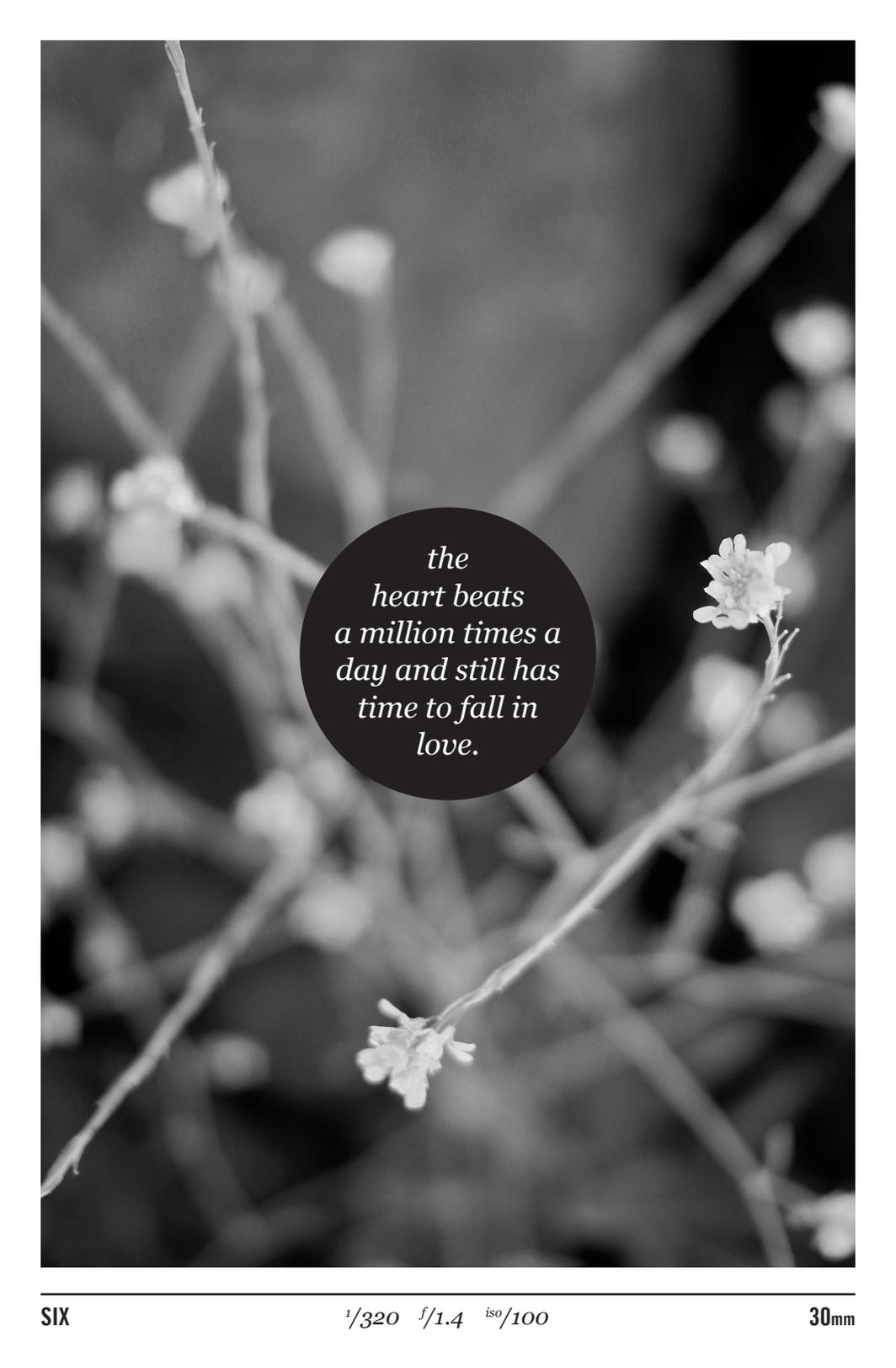
I used to draw comics, but I've lost a lot of time to do what I

enjoy. High school is hard work. I have made some t-shirts, but they haven't been fulfilling to do so far. If I go into graphic design, I would make t-shirts and start a local t-shirt boutique.

WHAT IMPACT DO YOU WANT TO HAVE ON THE WORLD?

A: I want to influence the whole world to be more sustainable and getting people educated to make smart choices. If people knew what impacts they are making on the world, they probably would not do it. I want to fly on sharks.

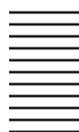
And that is all folks. Well, its like 12AM and I need to go to bed. Auf Wiedersehen!

A black and white photograph of a flowering branch, possibly a cherry blossom, with a dark circular text overlay in the center. The background is blurred, showing other branches and flowers. The text is in a serif font and reads:

*the
heart beats
a million times a
day and still has
time to fall in
love.*



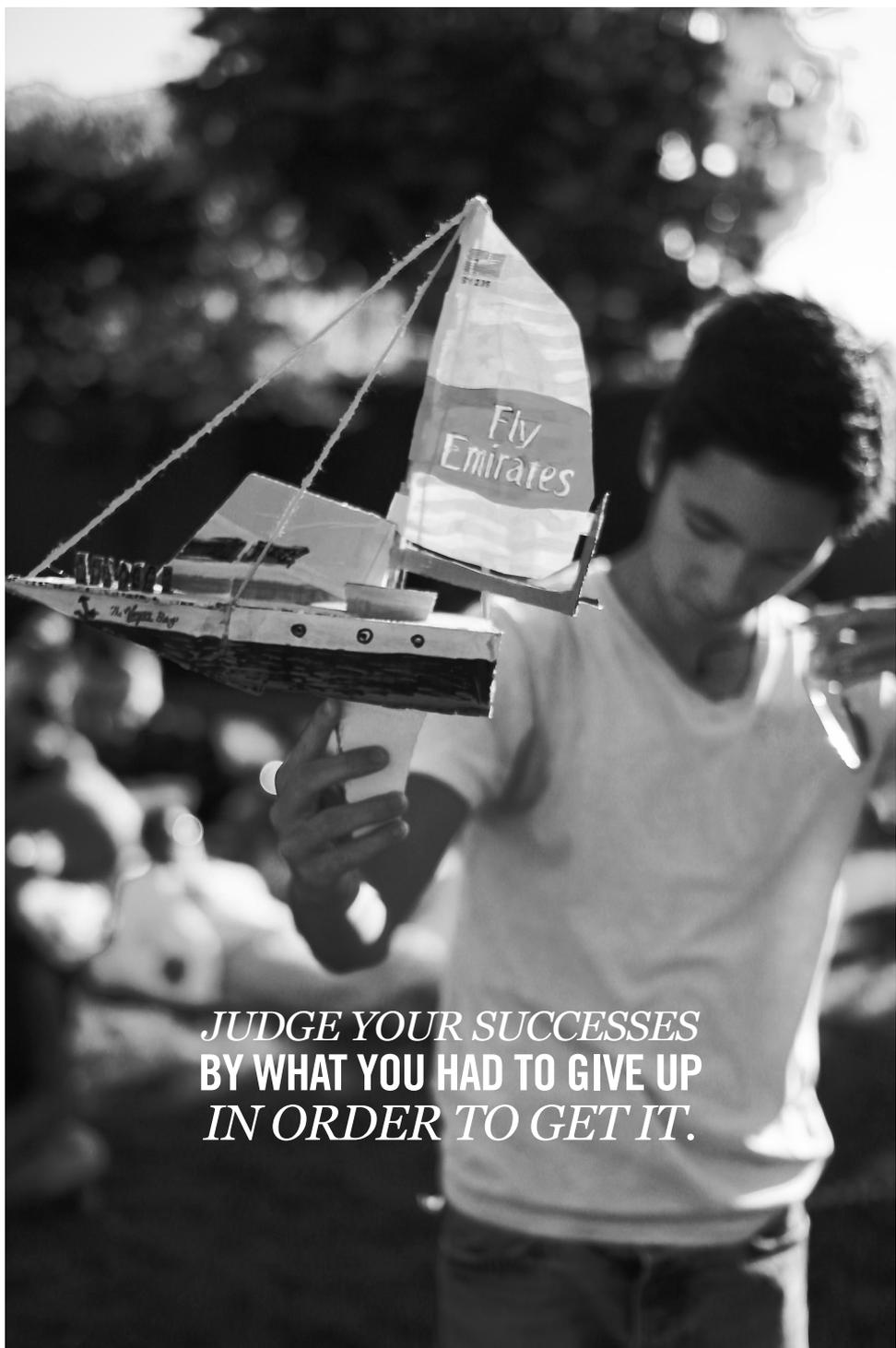
**LIVE YOU LIFE AS AN EXCLAMATION,
NOT AN EXPLANATION.**





**THERE ARE NO BOUNDARIES,
ONLY POSSIBILITIES.**





*JUDGE YOUR SUCCESSES
BY WHAT YOU HAD TO GIVE UP
IN ORDER TO GET IT.*

REVIEW

SIGMA 30mm f/1.4 DC HSM

Perfect focal-length with Low Light Shooting



DESIGN

The Sigma 30mm *f*/1.4 lens was released in 2005, dedicated to DSLRs with a cropped APS-C/DX sensor that multiplies the focal length of a lens by a factor of 1.6x. This lens would create the same popular 50mm focal length present on film cameras. With a 1.4 aperture, this lens performs great under low-lighting and also gives a shallow depth-of-field that gives backgrounds in images a soft blur.

The 30mm is an EX model which is the top-of-the-line quality for Sigma lenses. It has a metal mount for a secure attachment on the camera. The lens barrel is made of metal for a solid feel with a black soft exterior coating. EX models have a HSM (hyper-sonic motor) internal auto-focus system that also allows you to override the focus manually.

PERFORMANCE

The lens is unfortunately prone to chromatic aberration even with special low-dispersion glass elements to prevent it. It is best to avoid high contrast situations like a bright sky against the silhouette of a tree because colors will fringe on the tree. Optical distortion is visible on this lens which can slightly bend linear objects in a photograph. The lens performs great against bright light with low amounts of artifacts and flares. The focusing can be a problem because of its wide 1.4 aperture, so it's best to manually focus a shot when you need the image to be sharp.

PROS:

- image quality is very good at the center of the frame
- anti-reflection coatings allows good bright light photography
- quick and quiet focusing system

CONS:

- mediocre image quality to the edges of the frame
- auto-focus accuracy is random
- chromatic aberration should be lower

\$659 street value

4/5 good

CANON REBEL T2i

Entry-Level DSLR with HD Video



DESIGN

The Canon Rebel T2i is a prosumer DSLR that is for novices yet incorporates similar technology in professional models like the Canon 7D. It is one of Canon's DSLRs that has the ability to capture 1080p at 30 fps video with a microphone input for indie-budget films.

As an entry-level model, the body is made of a lightweight polycarbonate resin, which is much easier to carry than a professional full-metal camera. The 3:2 screen is a new ratio for DSLRs instead of 4:3 which helps benefit the 16:9 ratio for video. The camera has outputs for video and inputs for stereo audio. A battery grip base accessory can give you 4x the battery, plus a grip for portrait photography. The flash is used to focus in low-light situations.

PERFORMANCE

The T2i features a 18MP sensor that takes higher resolution photos in RAW and JPEG format at a burst speed of 3.7 shots per second. The auto-focus drive is as accurate as the higher-end DSLRs, but isn't great with the standard kit lens it comes with. The battery allows the camera to take 550 photos and 430 with flash. ISO performance is very good even on higher ISO settings between the details and noise reduction. The video quality matched to the high-end cameras. However, current DSLRs like the T2i suffer from a rolling shutter which creates a jello effect whenever there is fast motion.

PROS

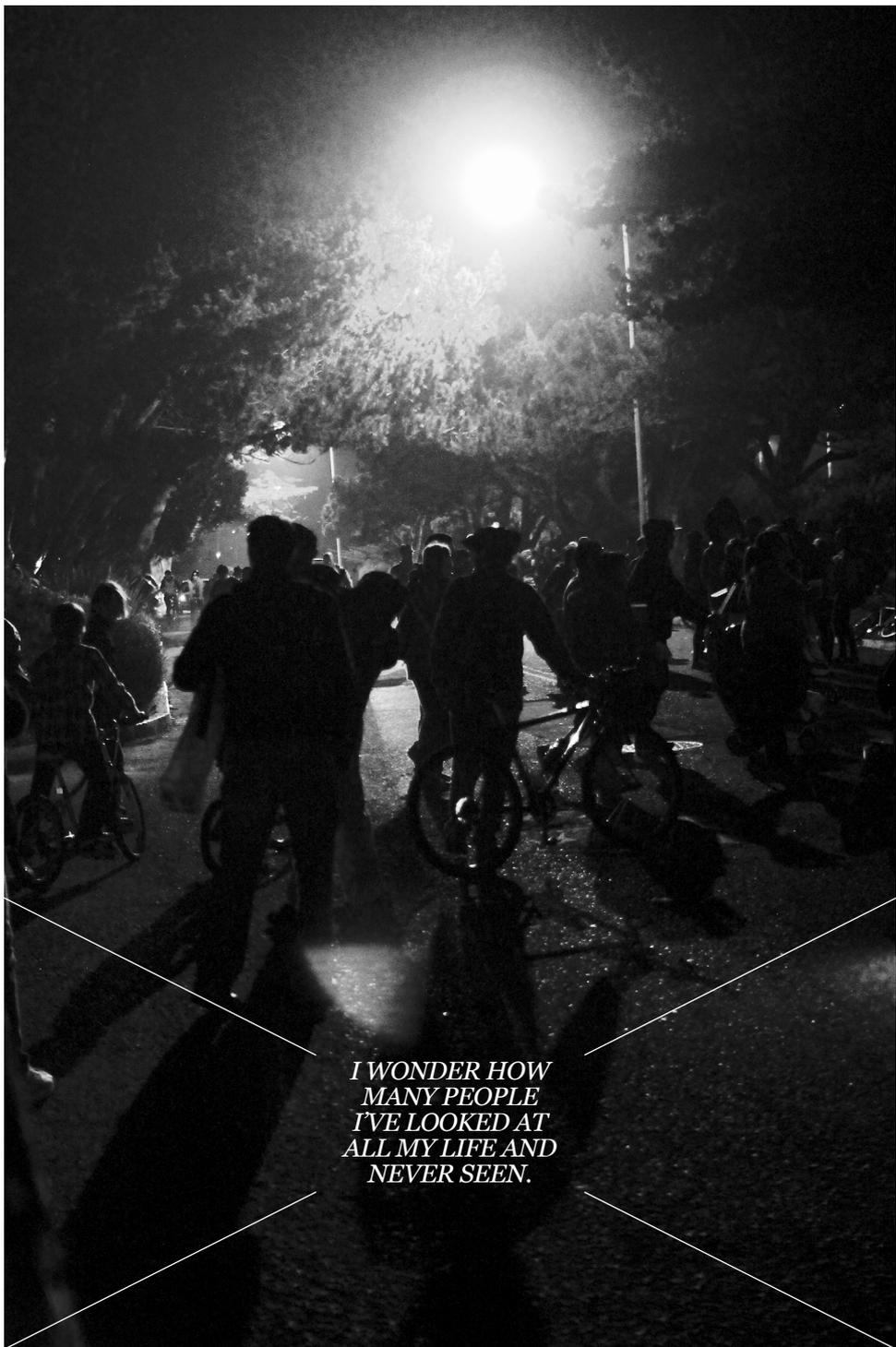
- video quality is matched to high-end cameras
- good ISO image quality and balance between detail and noise reduction
- amazing resolution and detail

CONS

- auto-lighting optimizer is not effective
- no rear control dial no RAW in-camera conversion

\$799 street value

5/5 excellent

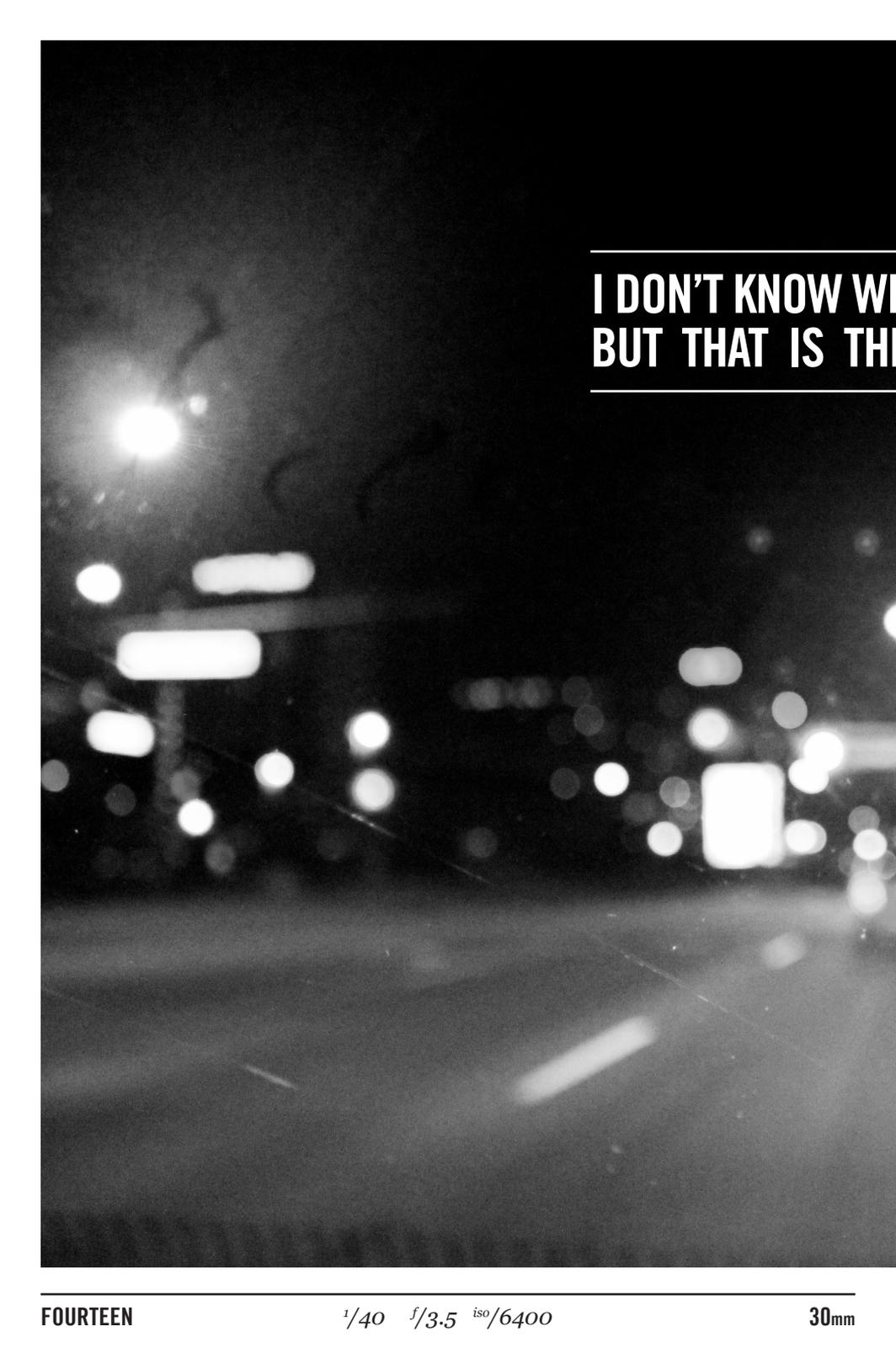


*I WONDER HOW
MANY PEOPLE
I'VE LOOKED AT
ALL MY LIFE AND
NEVER SEEN.*



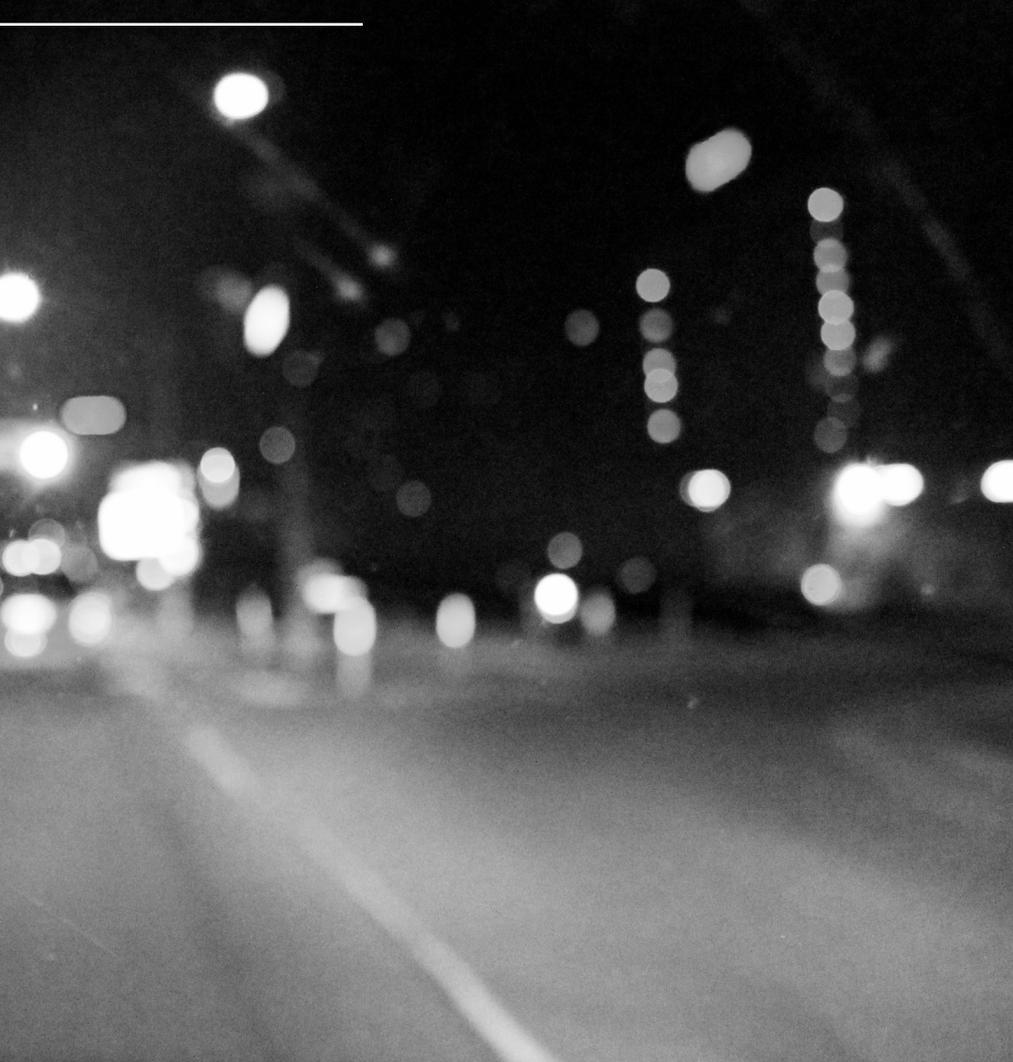
WE ARE NOT YOUNG ENOUGH
TO KNOW EVERYTHING.





I DON'T KNOW WHY
BUT THAT IS THE

HERE I AM GOING
THE BEAUTY OF IT.



COLDPLAY



LP5 THE NEXT ERA



The album cover for the single, "Every Teardrop is a Waterfall". Old school American graffiti will be the main theme of Coldplay's next album in 2011.

AND HEAVEN IS IN SIGHT

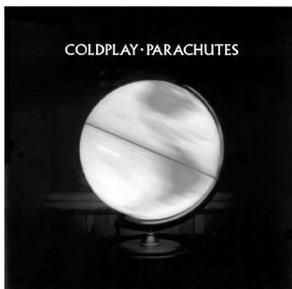
After three years from the Viva La Vida era, Coldplay is back with new material, heading into the world of exciting industrial rock/electro-pop, inspired by old school American graffiti. Chris Martin explained on BBC Radio that the lyrical themes are "about love, addiction, OCD, escape and working for someone you don't like." The band has been working on their album since 2009 at a South London Church, code named "The Bakery". So far since May 31st 2011, they have released three EPs including "Every Teardrop is a Waterfall", "Major Minus", and "Moving to Mars". Coldplay also played five new songs at summer festivals in 2011 that includes "Charlie Brown", "Hurts Like Heaven", "Us Against the World", "Princess of China", and "Major Minus".

Coldplay's simpler clothing has colors of blues, pinks, and dark tones of brown, green and red. The album artwork uses colorful walls of graffiti with white capital bubble-styled text. On stage, there are a couple of large dream catchers that light-up in different colors that syncs with the music.

Coldplay's new direction of music style will entice old and new fans. Be sure to look for them this Fall 2011 when they release their fifth studio album.

GOLDPLAY'S MUSICAL STYLE HAS BEEN NAMED SOFT ROCK, LIMESTONE ROCK, MEDITATIVE, AND BLUE ROMANTIC.

HERE IS A DISCOGRAPHY TIME LINE:



PARACHUTES

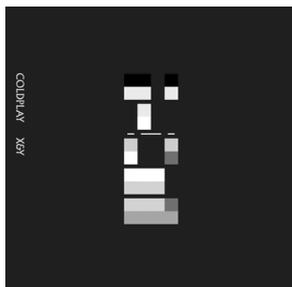
The first studio debut album was released in 2000 that established their main identity as “moody and atmospheric” with beautiful happy lyrics combined with sad music. The album was successful and won the Grammy Award for Best Alternative Music Album. The hit singles included “Shiver”, “Yellow”, “Trouble” and “Don’t Panic”.

COLDPLAY · A RUSH OF BLOOD TO THE HEAD



A RUSH OF BLOOD TO THE HEAD

After a solid first album, the second album did not disappoint fans. Released in 2002, the hit singles included “In My Place”, “Clocks” and “The Scientist”. Readers voted and the Rolling Stone gave Coldplay the best artist and best band of the year. The album won the Grammy Award for Best Alternative Music Album in 2003.



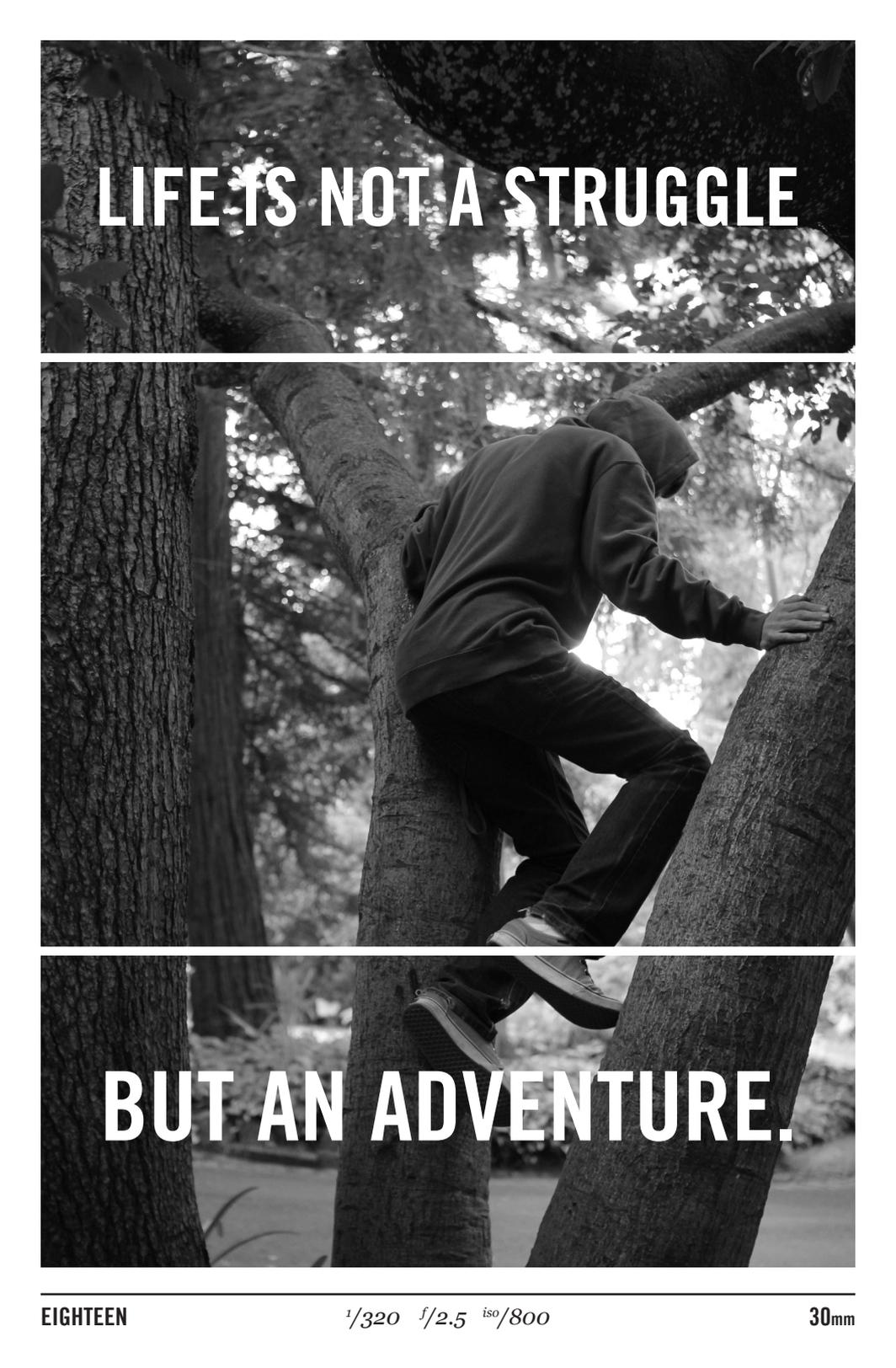
X&Y

Released in 2005, X&Y became the best-selling album worldwide of the year. Despite record sales, this became low point for Coldplay because of negative reviews from critics. Singles included “Speed of Sound”, “Fix You”, and “Talk”. In 2006, the band earned Best Album and Best Single honors from the BRIT Awards.



VIVA LA VIDA OR DEATH AND ALL HIS FRIENDS

The 2008 album is considered the new direction from the “trilogy” albums. It was influenced by Hispanic culture and revolutions. The singles included “Violet Hill”, “Life In Technicolor ii”, “Viva La Vida”, and “Lost!”. The Grammy Awards gave “Viva La Vida” for Song of the Year, Best Rock Album and Best Vocal Pop Performance by a Duo or Group.

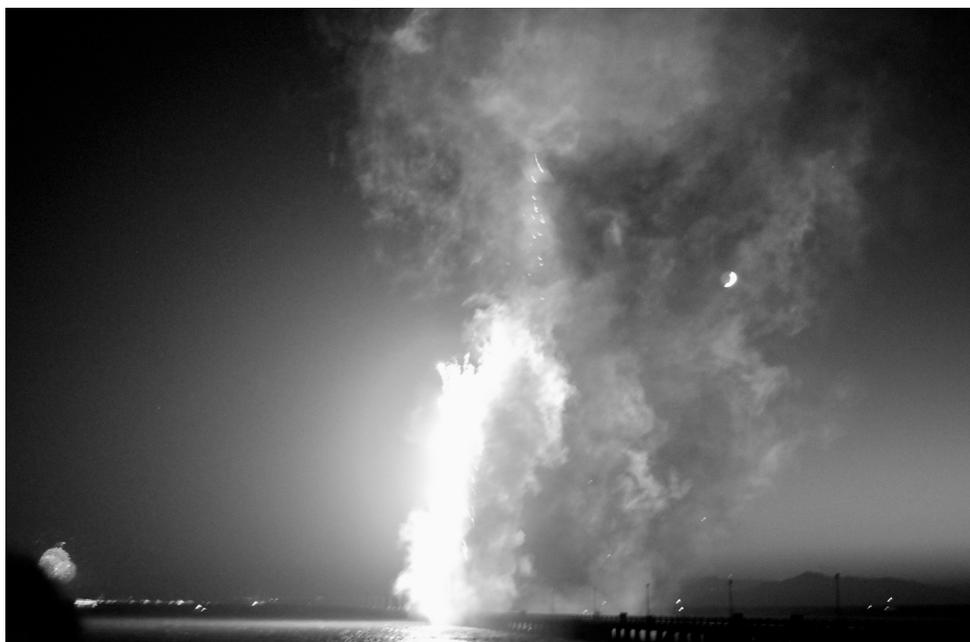


LIFE IS NOT A STRUGGLE

BUT AN ADVENTURE.



**PASSION UNATTENDED IS A FLAME THAT
BURNS TO ITS OWN DESTRUCTION.**



30mm

$\frac{1}{160}$ $f/5.6$ iso/400

$\frac{1}{13}$ $f/1.8$ iso/3200

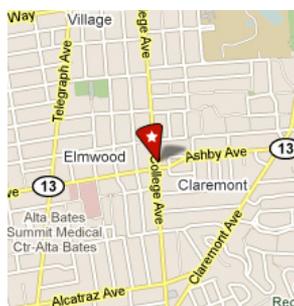
NINETEEN

REVIEW

ICI ICE CREAM

LOCAL HANDMADE ICE CREAM

Along College Avenue in Berkeley, you will see a line of people waiting outside to order ice cream in a petite store. While waiting in line, a server will take your request to sample one of the 11 different daily flavors. I ordered the honey creme brûlée on a cone. I was surprised how small the scoop was on the cone, but you find out that it is packed into the cone neatly. The flavor was like a sour lemon, but with a sweet coating to balance it out. At the bottom of the cone, you get a surprise chocolate treat. This place was worth the wait for the ice cream, but be wary that one scoop will cost \$3.60.



ICI ICE CREAM

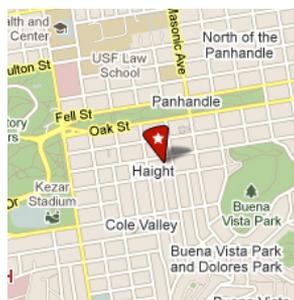
2948 College Ave,
Berkeley, CA 94705
(510) 665-6054



FAT SLICE PIZZA

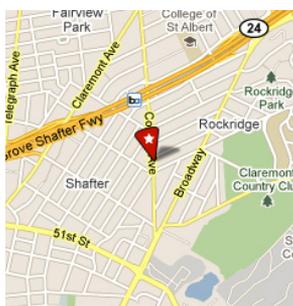
IT'S ALSO CALLED BIG SLICE PIZZA

Right center of the Haight-Ashbury district in SF, Fat Slice Pizza was an convenient choice for our group because close to all of the shops nearby. They had an open kitchen and a display of the pizzas ready to serve. I ordered the BBQ Chicken slice with a soda for \$4.69. People also ordered fries, burgers and pizza sandwiches. My BBQ Chicken slice was delicious, filling, and had a perfect crunchy crust. The place was busy and some orders took sometime to get out of the kitchen. The interior of the restaurant could have been kept up a little bit better, but everything else was fine.



FAT SLICE PIZZA

1535 Haight St,
San Francisco, CA
(415) 552-4200



SOI FOUR

5421 College Ave,
Oakland, CA 94618
(510) 655-0889

SOI FOUR

A LOCAL MICHELIN GUIDE RATED EATERY

Among the restaurants on College, Soi Four is one of the higher-end places with mood lighting, a beautiful interior, and has received numerous awards for its food. There is seating on two floors and a bar. Thankfully, we did not have to wait for seats on a Sunday evening. I ordered stir-fried flat noodles with pork and broccoli. It was the best I ever had of that dish because they added an unexpected sweetness that balanced out the flavors of the broccoli and pork. I also had chicken saytay on skewers, but was disappointed that they served an ungenerous portion of two skewers.



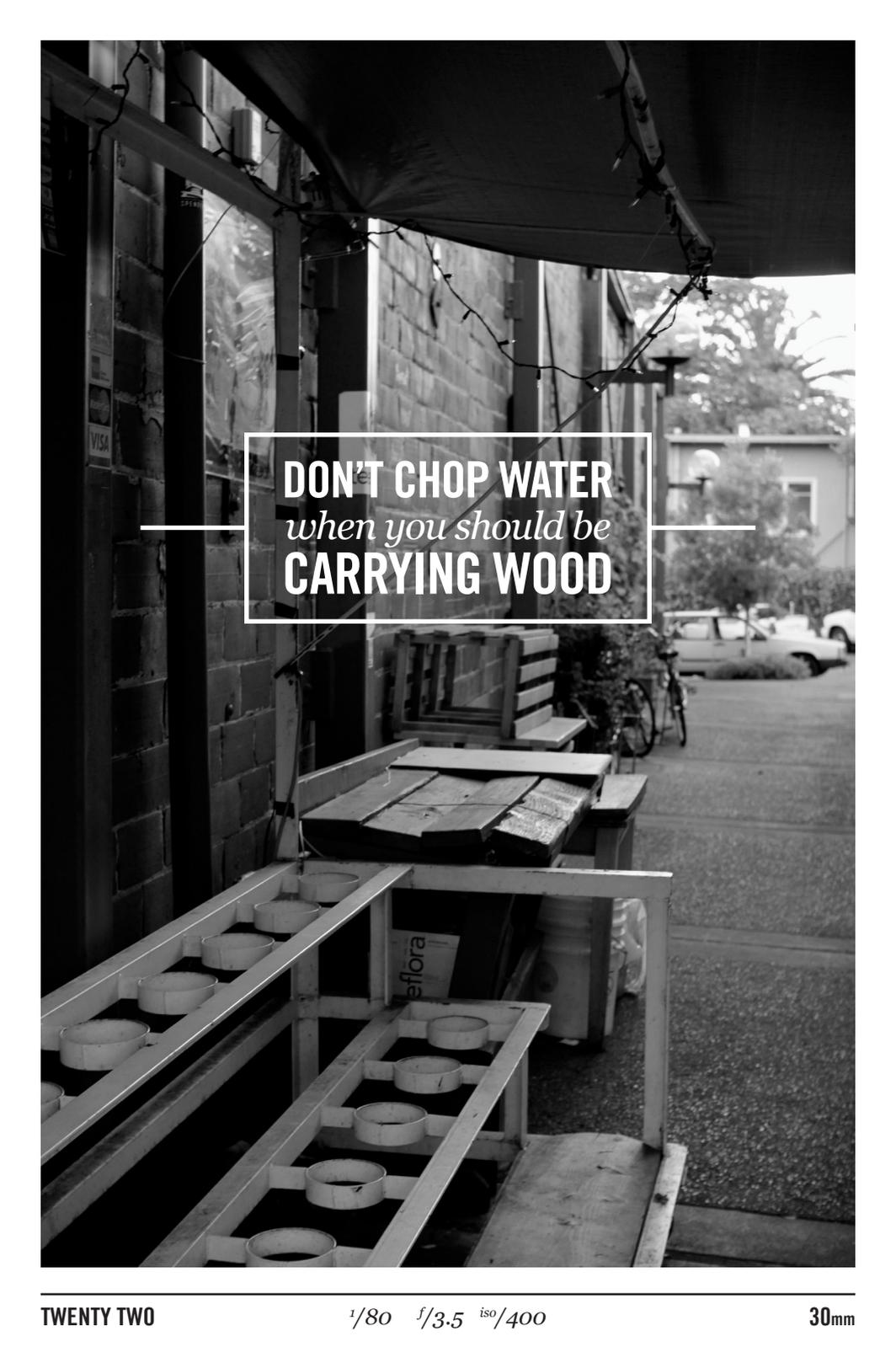
CURRYLICIOUS

5299 College Ave,
Oakland, CA 94618
(510) 450-0644

CURRYLICIOUS

THE LOCAL NAAN N CURRY

Sharing the same vicinity as Christopher's Burgers, Currylicious is very student friendly. There is a wide selection of items that can be ordered. It is a self-service restaurant, and you must order and pay up-front. The interior is decorated to give a palace like feel to the customers. I ordered the Chicken Biryani which was pieces of chicken on fried rice. Like most Indian dishes, this was quite spicy and I drank a lot of water to cool my mouth. One of our group members ordered a Mango Yogurt smoothie, but never received it. However, it was taken care of later when we finished eating.



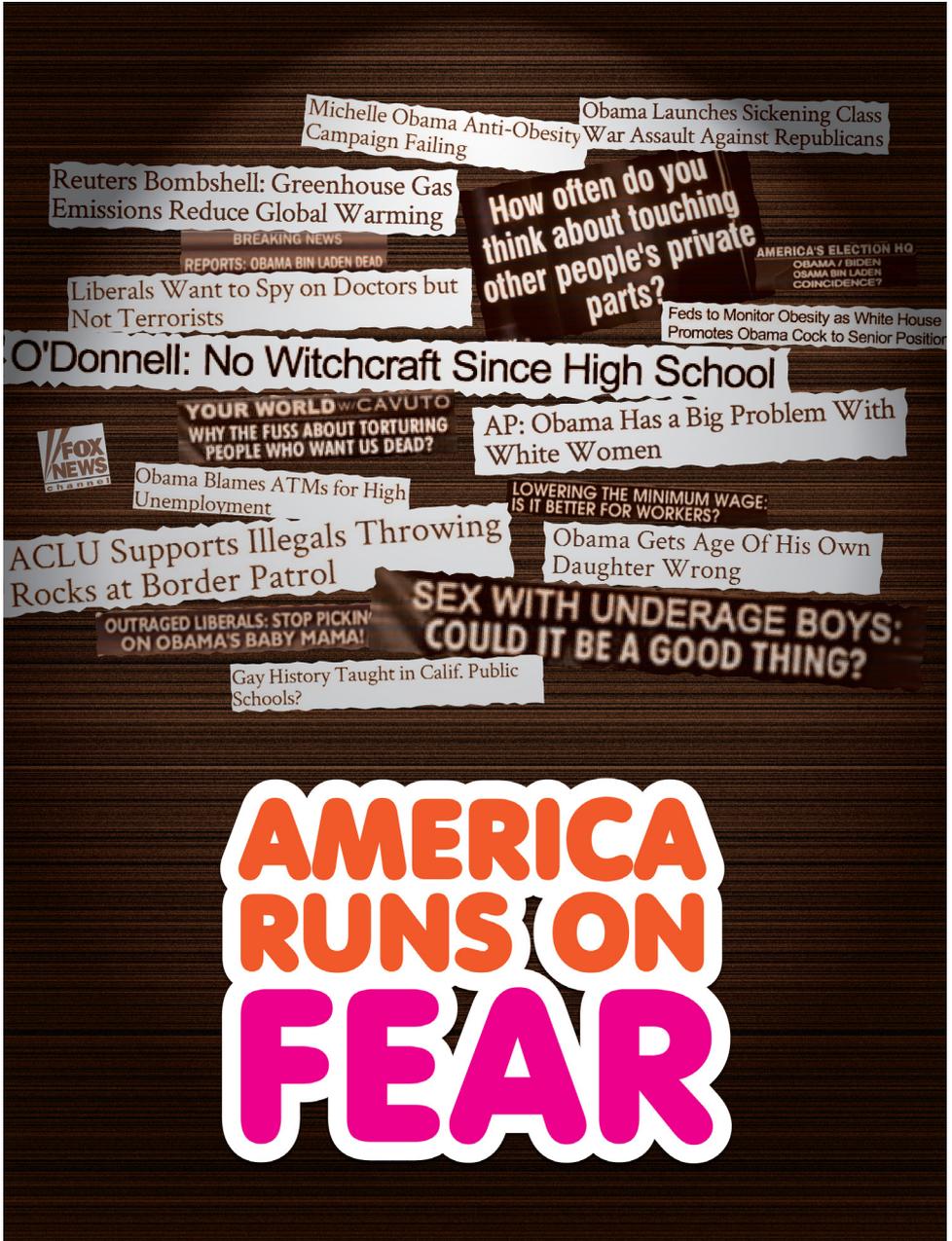
DON'T CHOP WATER
when you should be
CARRYING WOOD

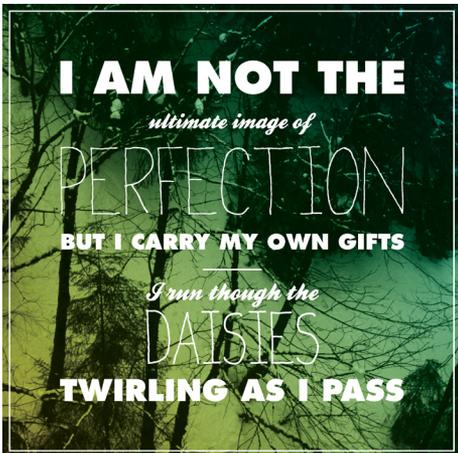


EVERYTHING
IN MY LIFE
IS A FRAGILE
DECISION
THAT
SOMEBODY
ELSE
MADE.

CCA PRE-COLLEGE 2011

Graphic Design Work

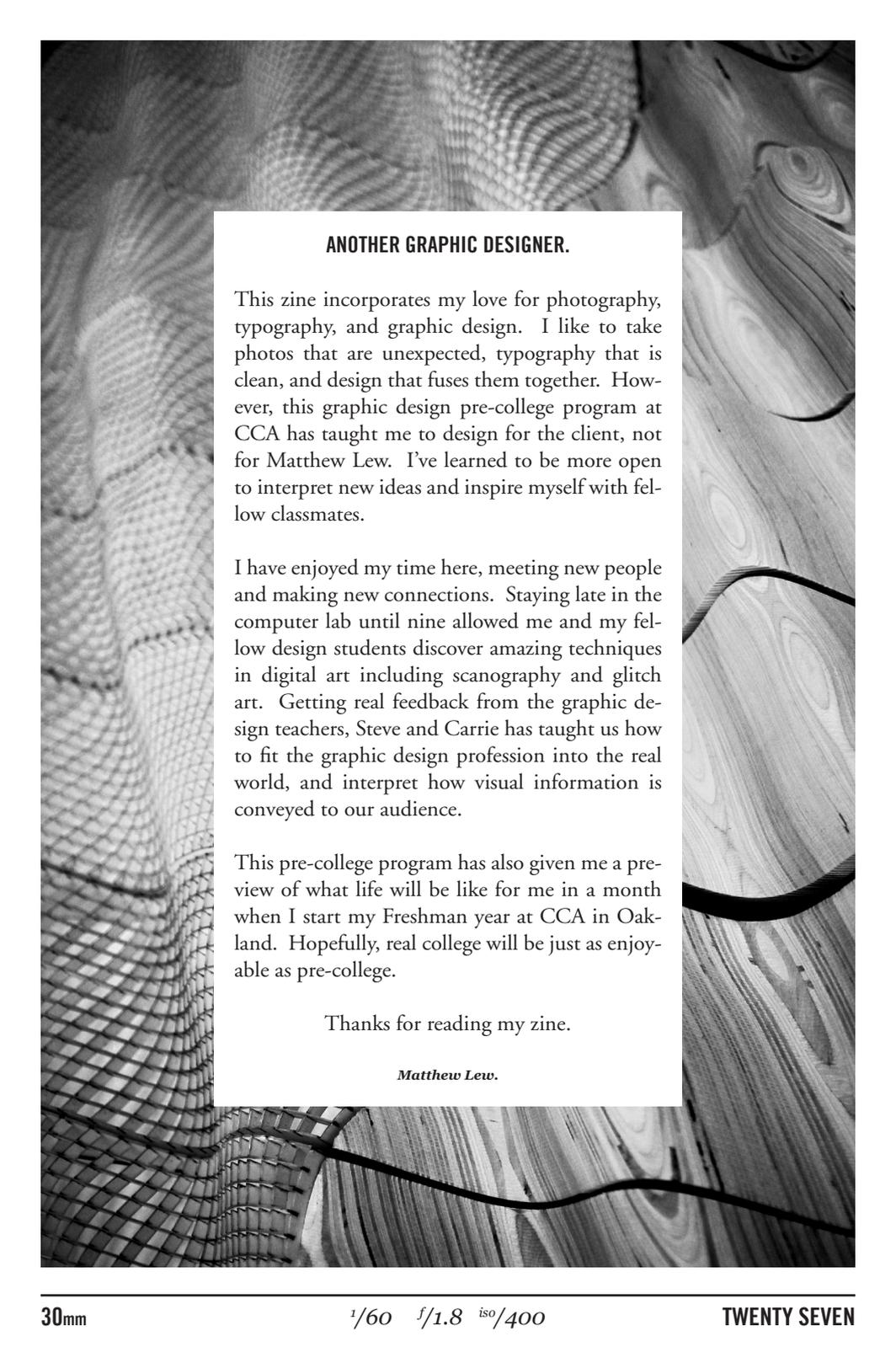






/// IN MY ANGST, ANGER, AND ANGUISH, ///
/// I HAVE LIVED AND DIED. ///





ANOTHER GRAPHIC DESIGNER.

This zine incorporates my love for photography, typography, and graphic design. I like to take photos that are unexpected, typography that is clean, and design that fuses them together. However, this graphic design pre-college program at CCA has taught me to design for the client, not for Matthew Lew. I've learned to be more open to interpret new ideas and inspire myself with fellow classmates.

I have enjoyed my time here, meeting new people and making new connections. Staying late in the computer lab until nine allowed me and my fellow design students discover amazing techniques in digital art including scanography and glitch art. Getting real feedback from the graphic design teachers, Steve and Carrie has taught us how to fit the graphic design profession into the real world, and interpret how visual information is conveyed to our audience.

This pre-college program has also given me a preview of what life will be like for me in a month when I start my Freshman year at CCA in Oakland. Hopefully, real college will be just as enjoyable as pre-college.

Thanks for reading my zine.

Matthew Lew.



1.5 2 3 6 ft
0.4 0.5 0.7 1 2 m