FROM ANOTHER PLANET

Aleksandra Gorkovenkø*

<u>Dedication:</u> This work is dedicated to my mom, father, husband, and my kids — Nadia and Nicholas.

People tell me I must have come from another world, another planet. My connection to the "out there" is strong; my perspective, other-worldly. Each project, each person, is a unique adventure in my Earthly sojourn.

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07	Saturn	Broken Fragments	390
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Design Concept

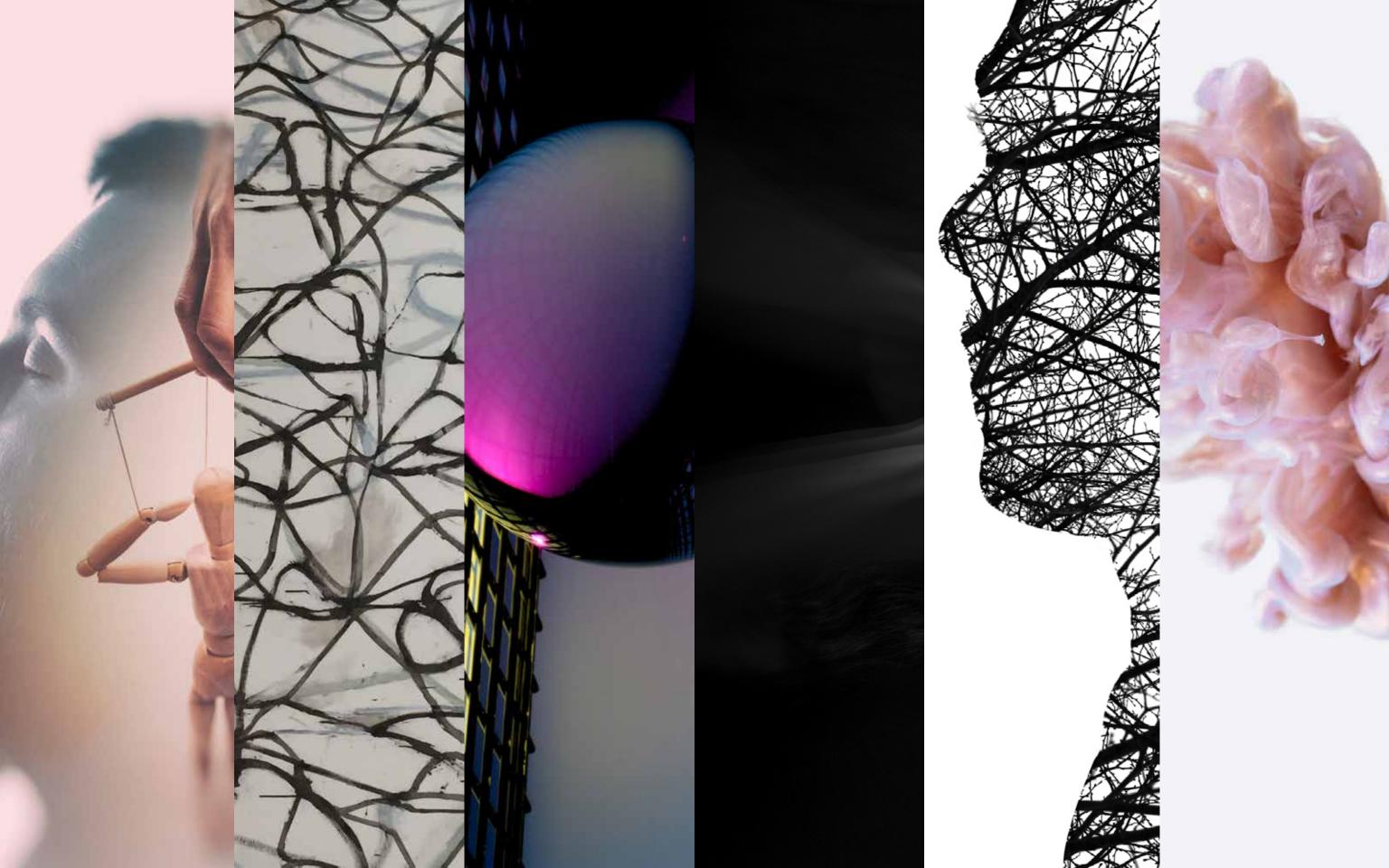
It is not just a psychotherapy magazine anymore, there are feelings and people's lives involved.

About Project	Psychotherapy Magazine Redesign
Target Audience Persona	Female 29 years trying to understand herself Married woman in her 40s
Key Words	Communication Connection Soul
Inspiration	Collages

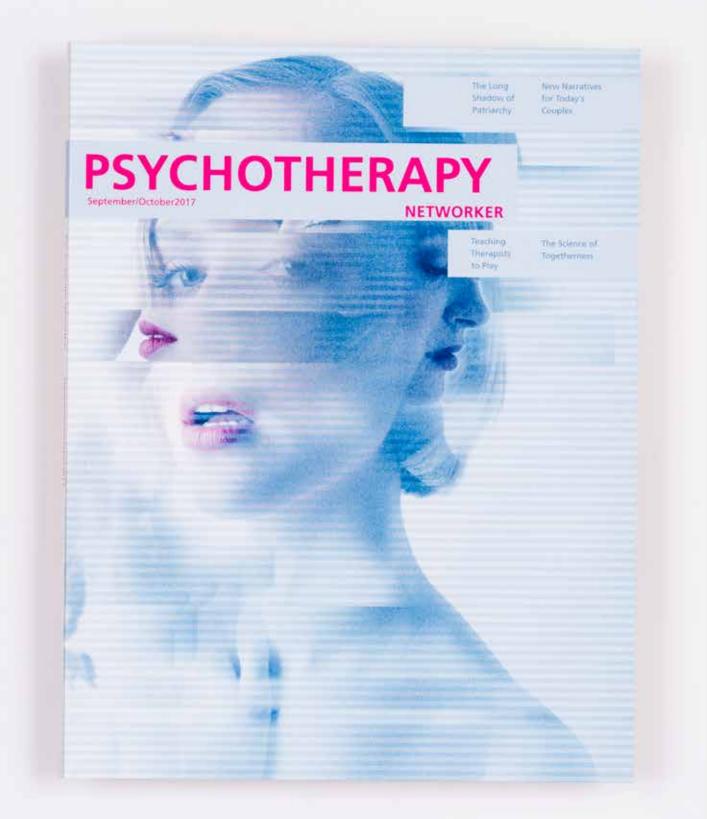
Project 1

Venus

Psychotherapy



Aleksandra Gorkovenko Venus: Psychotherapy Project 1 2 3 4 5 6 7 8



<u>Psychotherapy</u>

Movements of your soul can be captured just in one picture of your thoughts and feelings.

Each angle is your mood and attitude for a moment. It is about living in the moment and dealing with one problem at a time.

010



Psychotherapy Network -September/Outober 1117;

provide last-minute reminders, perhaps concerning a visualization rechnique that you and an arhitete recently devised. My phone buzzes practically every weekend because someone's checking between in marches on the tennis court, on the way to a race, or after a rough loss, Rarber than seeing this as a burden, I reloh having athletes feel comfortable enough to reach out for help before or after a game. Of course, being so close to the action means an imreased possibility of losing perspective and becoming as attached to the client's wins and losses as he or she is-the sort of pitfall that harbor the erroneous-and anxiety-inducingassumption that I'd never be able to build a a similar path, I'll certainly be rooting for you. thriving sport psychology practice if my clients didn't immediately show improved performance on the field. I've now gotten over that false belief.

I no longer go on-line to look up how a client performed in a game or an event; instead, I wait to hear the client's own account in price, but in terms of its being of how things went. I keep in mind that there something people may want but are many ways to measure progress, and nare don't feel they absolutely need rowly focusing on a single criterion can be detrimental, leading to abandoning potenrially useful strategies before they've had an adequate field test.

When I started out, I told anyone who'd listen that I was a sport psychologist, and then

Ed often have to explain what that is, because many people think it sounds good bur have no idea what it actually entails. However, make no mistake, sport psychology is still considered a haxory service, not necessarily in price, but in terms of its being something people may want but don't feel they absolutely need. Currently, my practice consists of three-quarters sport clients and one-quarter clinical clients.

During a typical week, I see high-school athletes who struggle with confidence issues, college players unsure about whether it's worth the social and academic sacrifice to stay on the team, and professional arhieres learning how to compete at the highest level and at the same time manage challenges around sponsorships, prize money, and shaping their name imo a brand. Shifting my career was risky and not without its hazards, but I find it enormously rewarding to combine my clinical training with my knowledge of and deep respect for compensive sports. In many ways, forging this new career path took the same kind of steely determination, mental strength, and daily work often plagues over-involved parents. Lused to that I put into my training for marithons and endurance events. Should you decide to pursue

> Mischell Greene, 1101, is a clinical and sport psychologist in Haverford, ex.

Sport psychology is still considered a luxury service, not necessarily



What Does a Son Owe His Mother?

By Barry Jacobs





































Aleksandra Gorkovenko Venus: Psychotherapy Project 1 2 3 4 5 6 7 8

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The Science of Togetherness Make By J

Making Couples Theraps More Effective

By John Gottmar

When people's heart rates are above roobeats a minute, they can't listen very well. They can't impathize. They lose acress to their sense of humor.





<u>Design Concept</u>

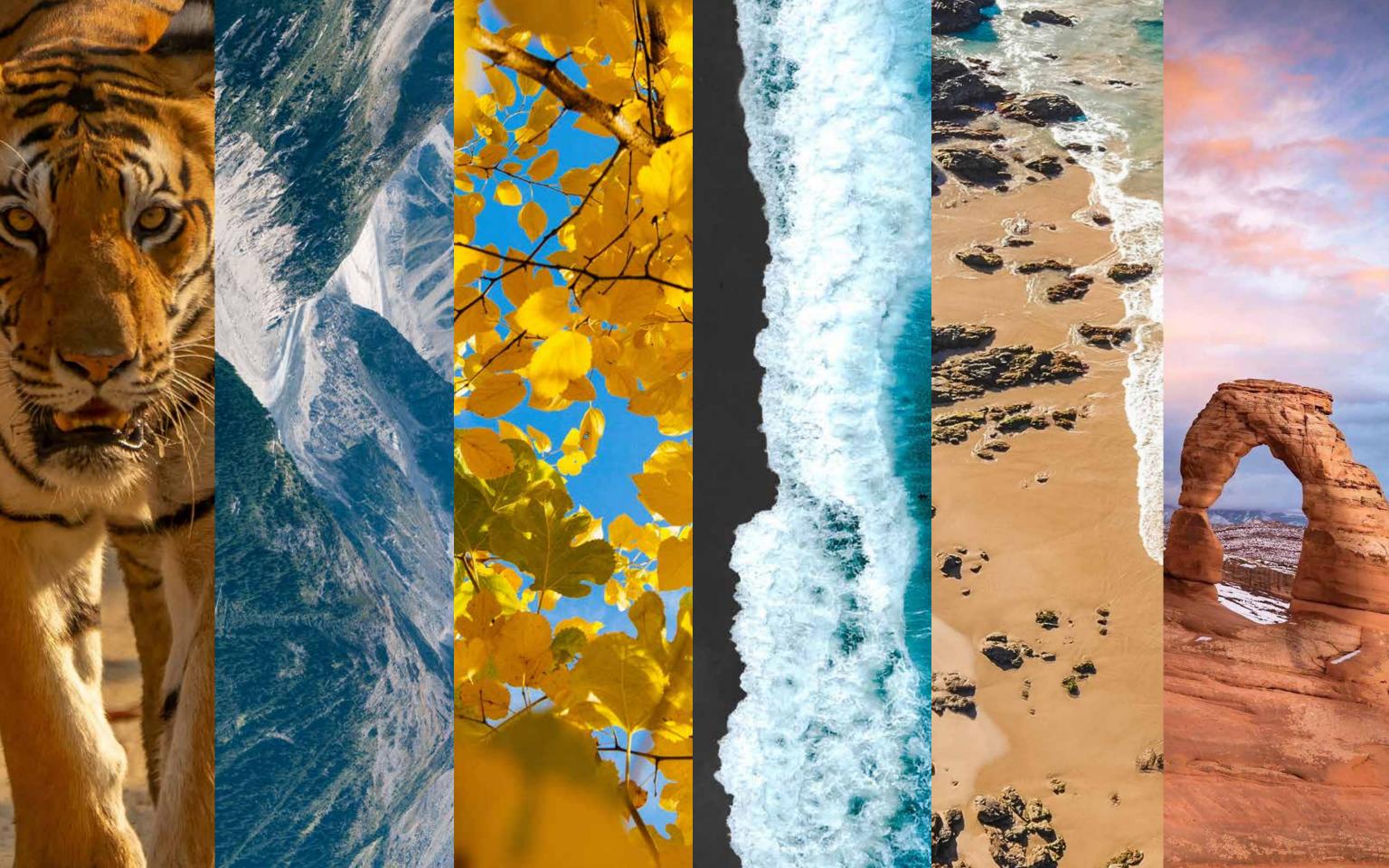
The rebranding is focused on a globe, which captures the brand's content: cultural, political, economic, and scientific aspects. The globe image also suggests traditional meaning of exploration and map-making fitting for society that has been publishing content since 1888.

About Project	National Geographic Society
Target Audience Persona	30-year-old female who likes to travel Single 30-year-old male,frequently travels for pleasure
Key Words	Travel Nature Freedom
Inspiration	National Geographic Photography

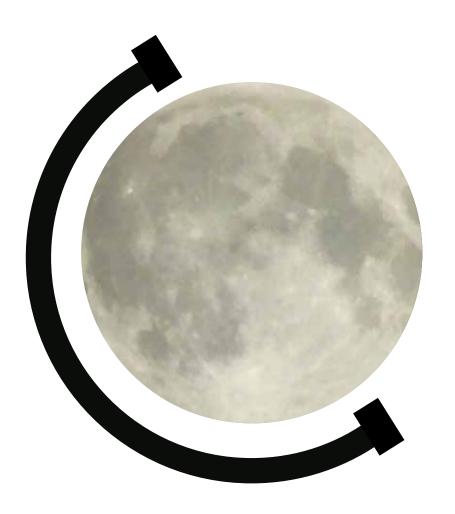
Project 2

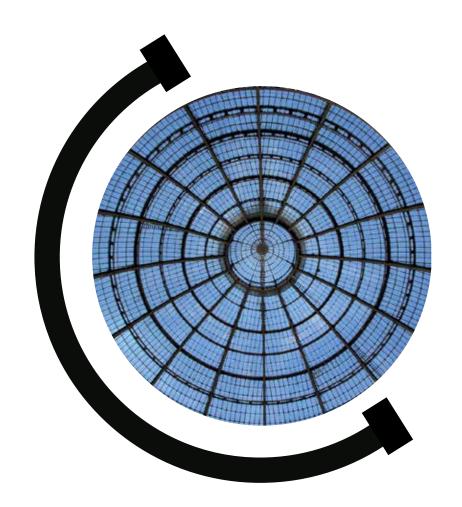
Earth

National Geographic Society



Aleksandra Gorkovenko Earth: National Geographic Society Project 1 2 3 4 5 6 7 8

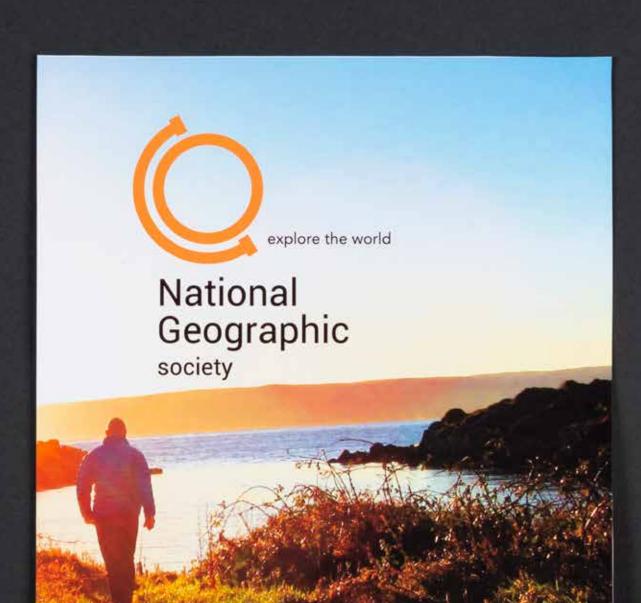






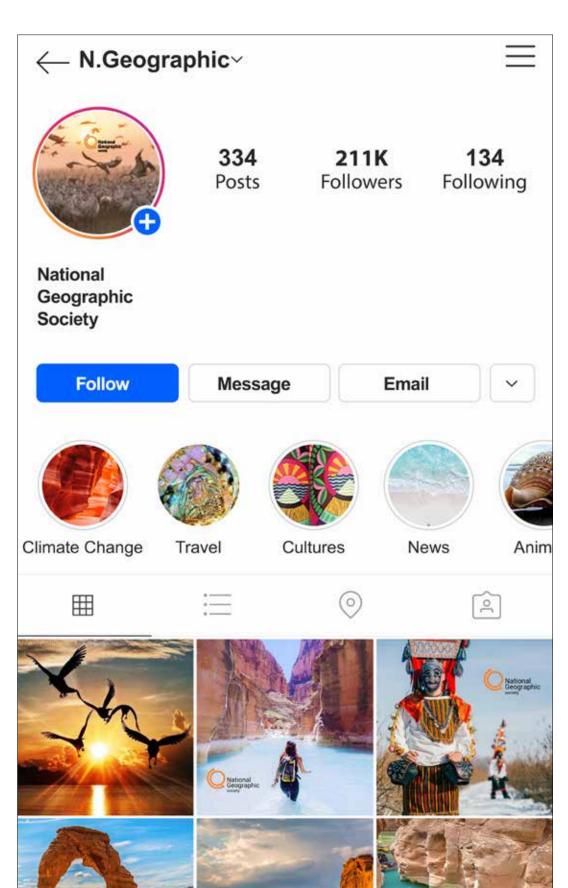
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Earth: National Geographic Society









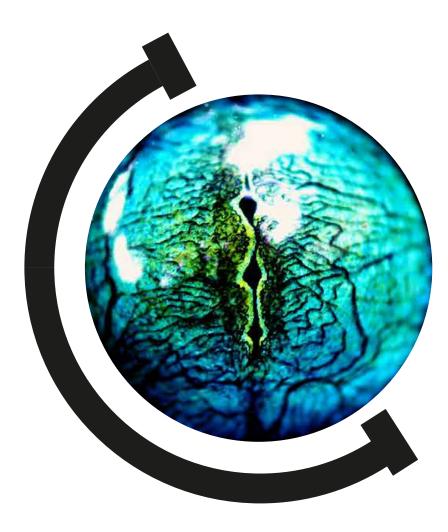
Earth: National Geographic Society

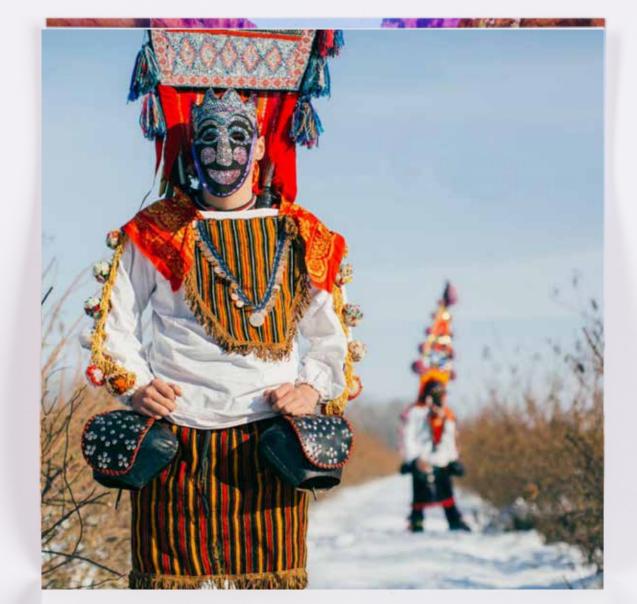


About National Geographic Society

Earth: National Geographic Society

National Geographic offers a wide assortment of professional learning opportunities for educators engaging with pre-K to post-secondary. Their programs range from in-the-field projects to digital resources.







December

Sunday		6	13	20	27	
Monday		7	14	21	28	
Tuesday	1	8	15	22	29	
Wednesday	2	9	16	23	30	
Thursday	3	10	17	24	31	
Friday	4	11	18	25 Christmas		
Saturday	5	12	19	26		

Design Concept

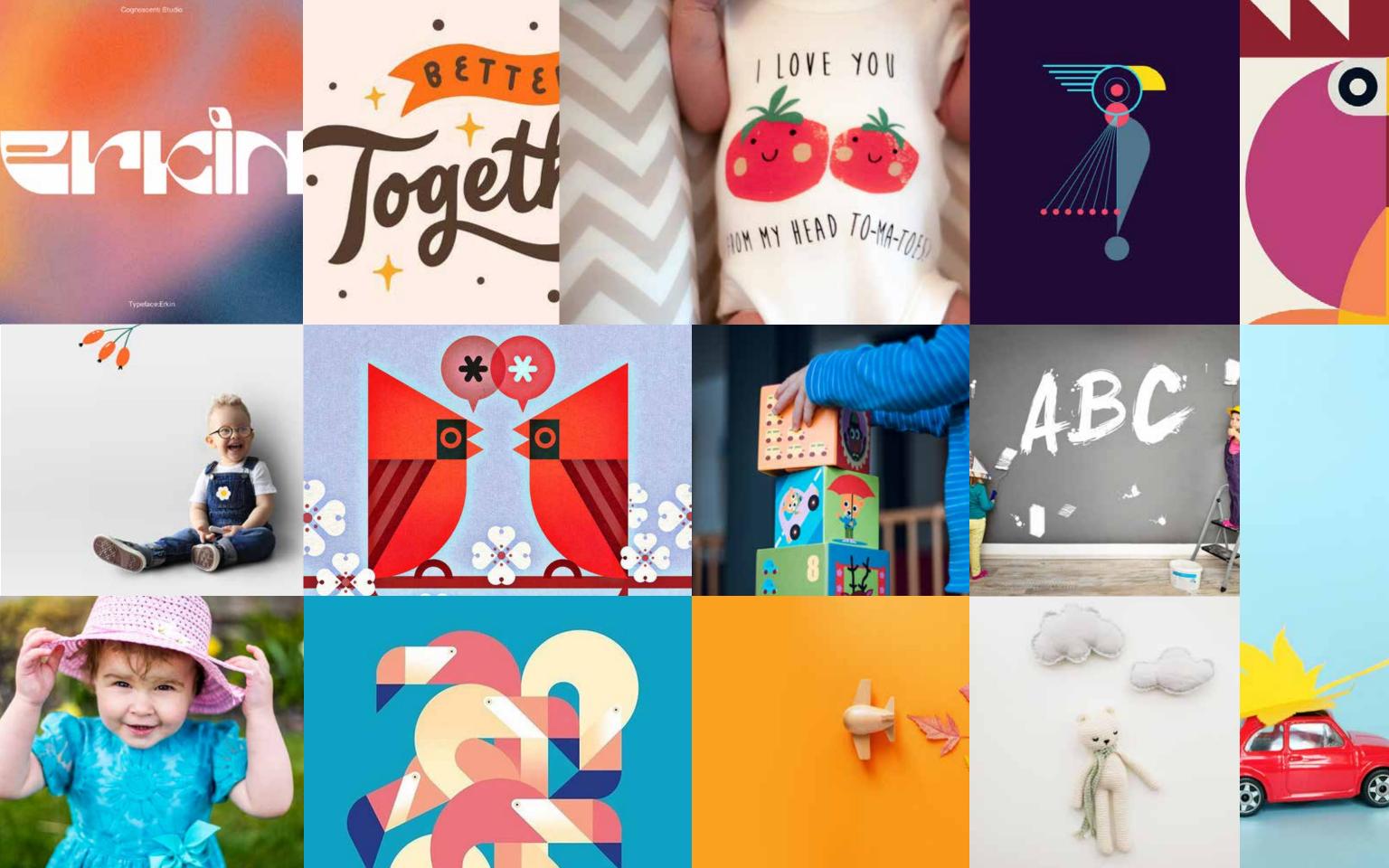
This children's bookstore encourages creativity and scientific exploration by inviting elementary-age students to learn new facts, skills, and methods of navigating the world.

About Project	Curiosity Corner is a book store
Target Audience Persona	Females 30-45 years with kids
Key Words	Curiosity Exploration Play
Inspiration	Developmental books and toys

Project 3

Uranus

Curiosity Corner



Aleksandra Gorkovenko Uranus: Curiosity Corner Project 1 2 3 4 5 6 7 8

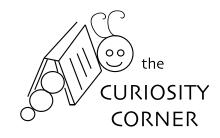








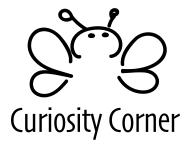


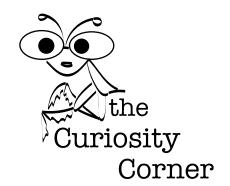












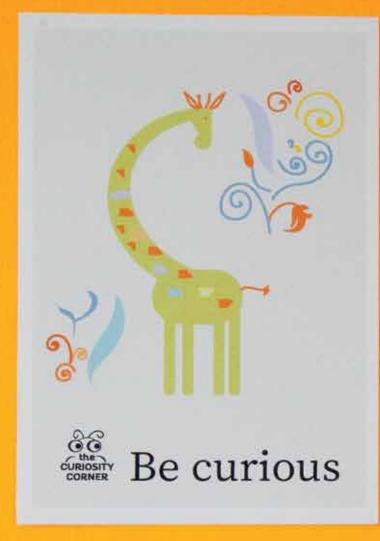


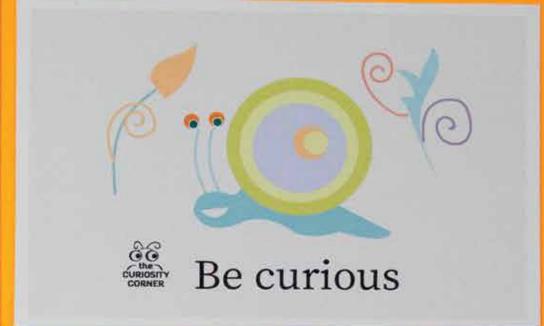
the CURIOSITY CORNER

















Welcome back to school

Buy school supplies with discount thecuriositycorner.com

10% OFF S-4

expires on october 31,2018

AUthor month on Oct. 29 at 5:00pm

expires on october 31,2018

Aleksandra Gorkovenko Uranus: Curiosity Corner Project 1 2 1 4 5 6 7 8



11.10.18

Ms. Loren Hipsen 3456 Fulton Steect. San Francisco, CA 94133

Dear Ms. Hipsen.

We would like to invite you to our annual meeting where we will discuss our new product lines, and renovation that we continue launching this month.

You will meet our authors who will talk about their books and gave autographed gifts

We have great connections with authors who may be involted in the process of reading activities with your kids.

Bring your friends and famely members with you and enjoy the holiday athmosphere at our store where everybody can feel special and enjoy a new venture that may help your kids succeed in the future. Reading skills are primary activities that will connect you and your kids and pay off in yours future.

Reading bug low is the main line that may be very conviniers for you as we send this boxes with books on personslized bases every month. We also include developmental toys into thoses boxes according to the books theans.

We also offerening art classes and reading circles for kids from 5 to 7 years old. Group registration is limitted.

There is also opportunities for teenagers because we just received new books for this age group. Stay runed with us and we make your kids stars. Please visit our website www.readingbug.com to register for classes.

Sincerelly,

Aleksandra Gorkovenko, Marketing Director

> 785 Laurel Street, San Carlos, CA 94070 ± (650) 591-0100

t: (650) 591-0100 w. theseadingbug.com



Aleksandra Gorkovenko Marketing Director thecariositycomer.com Ti 6650 591-0100

785 Laurel Street. San Carlos, CA 94070

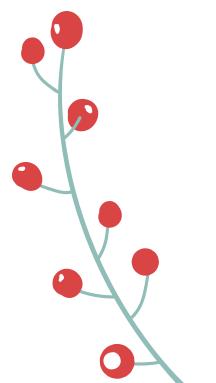




Uranus: Curiosity Corner Aleksandra Gorkovenko







<u>Design Concept</u>

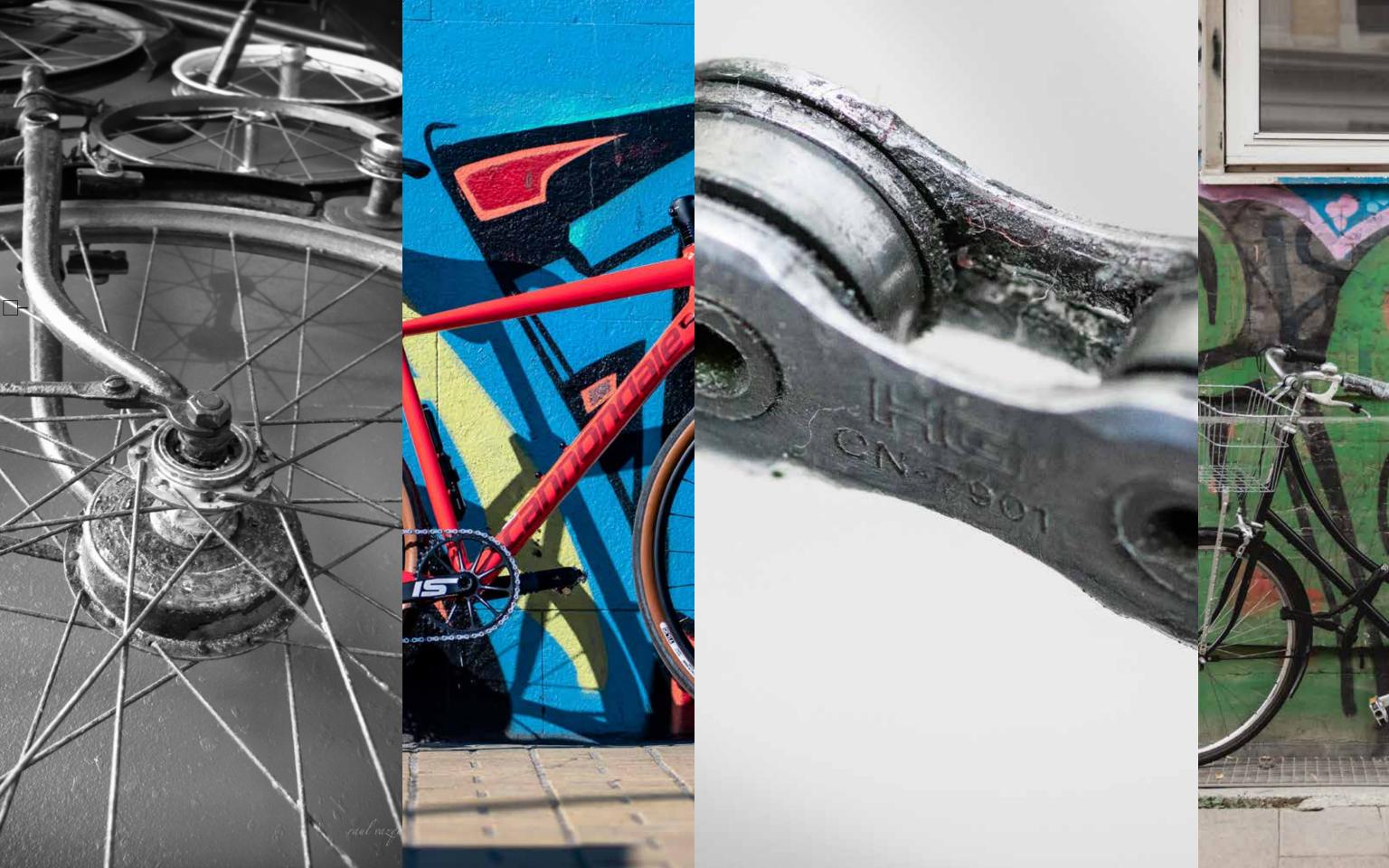
Bike Fit is an app and rental bike service, allowing users to track their rides and fitness without needing to own their own bike.

About Project	Bike rental + app
Target Audience Persona	39-year-old male who lives in the small appartment approximately one mile from his workplace.
Key Words	Healthy Active Busy
Inspiration	Gym Maps

Project 4

Mercury

Bike Fit



Aleksandra Gorkovenko Project 1 2 3 4 5 6 7 8



























CONTENTS

- 1. Brand Strategy
- 2. Logo Development
- 3. Brand Standards
- 4. Brand Extensions



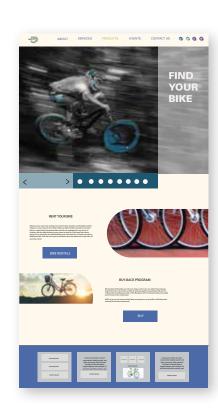




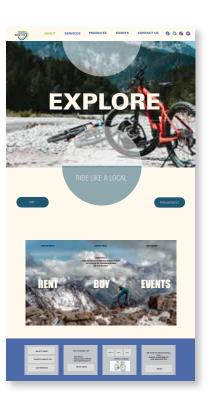


Aleksandra Gorkovenko Mercury: Bike Fit Project 1 2 3 4 5 6 7 8









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<u>Design Concept</u>

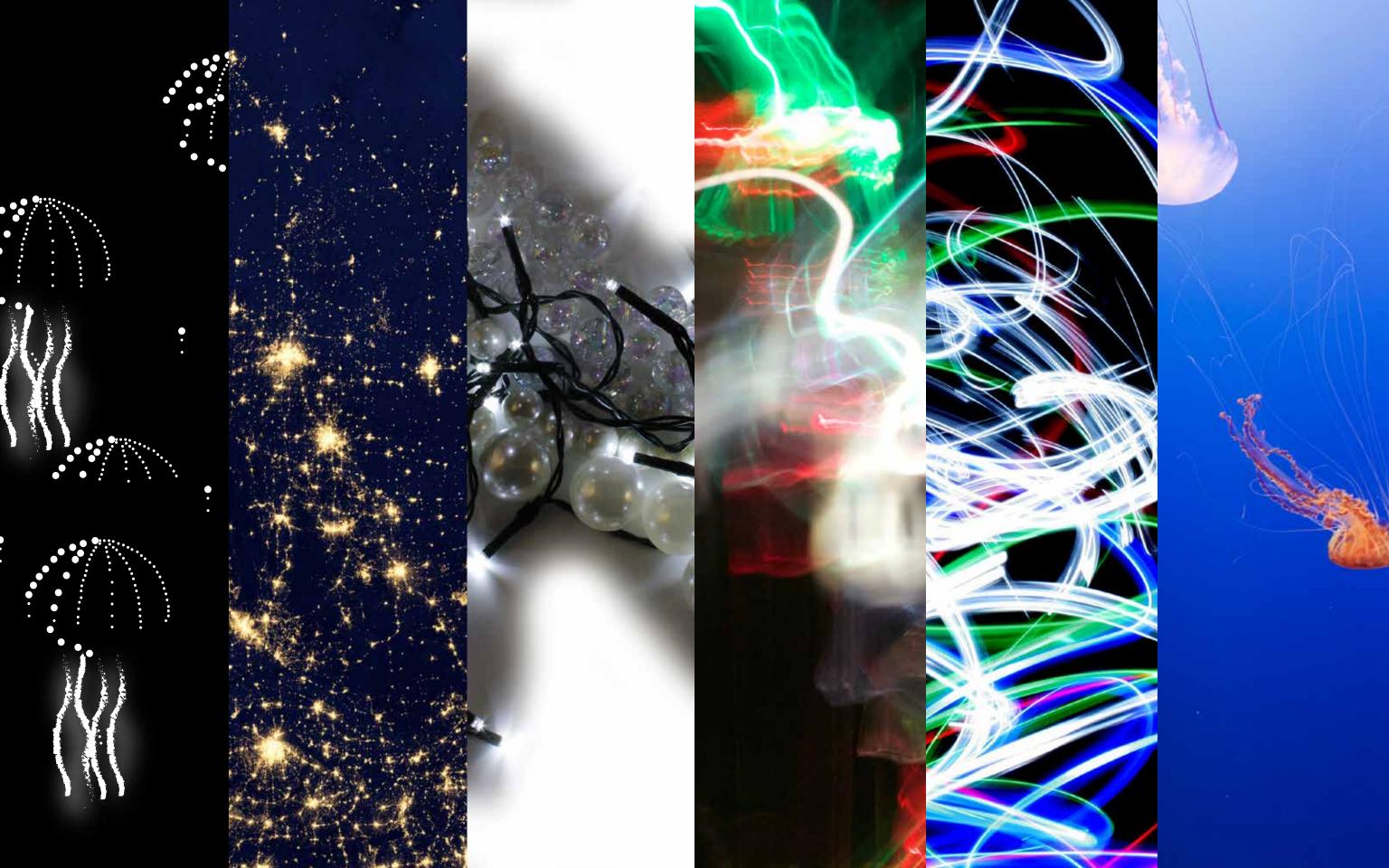
The Bioluminescence project is about a natural phenomenon that occurs in the ocean. Light produced by ocean creatures can be very spectacular to watch.

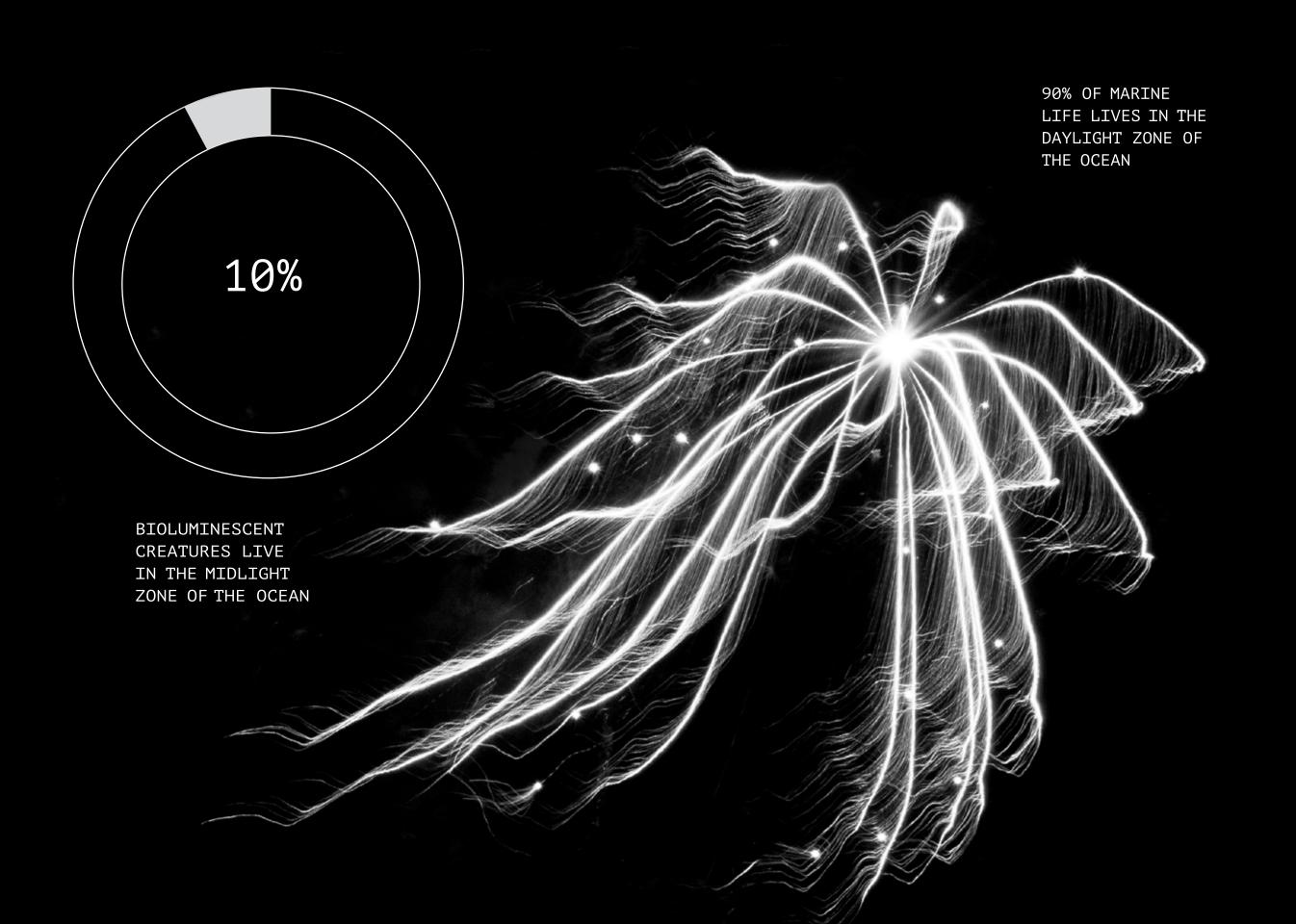
About Project	Bioluminescence as a natural phenomenon
Target Audience Persona	Students of High School who are studying sience
Key Words	Light Jellyfish Ocean
Inspiration	Underwater life

Project 5

Neptune

Bioluminesce



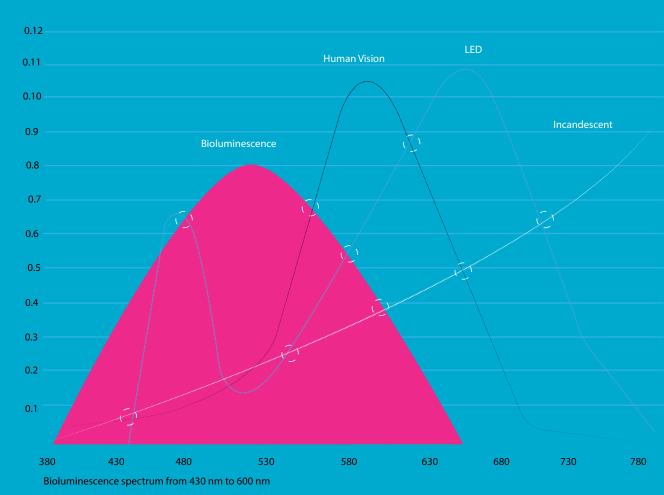


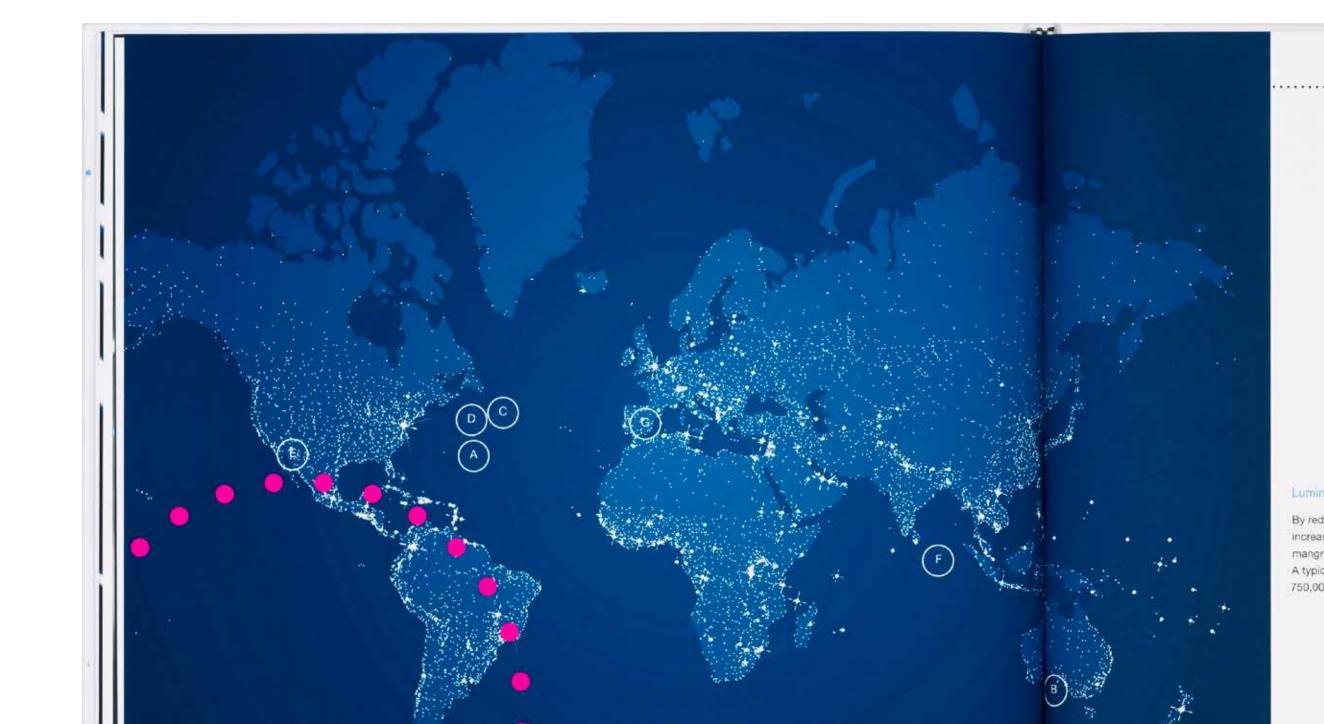




Bioluminescence Vs. Fluorescence and Incandescence

Brightness

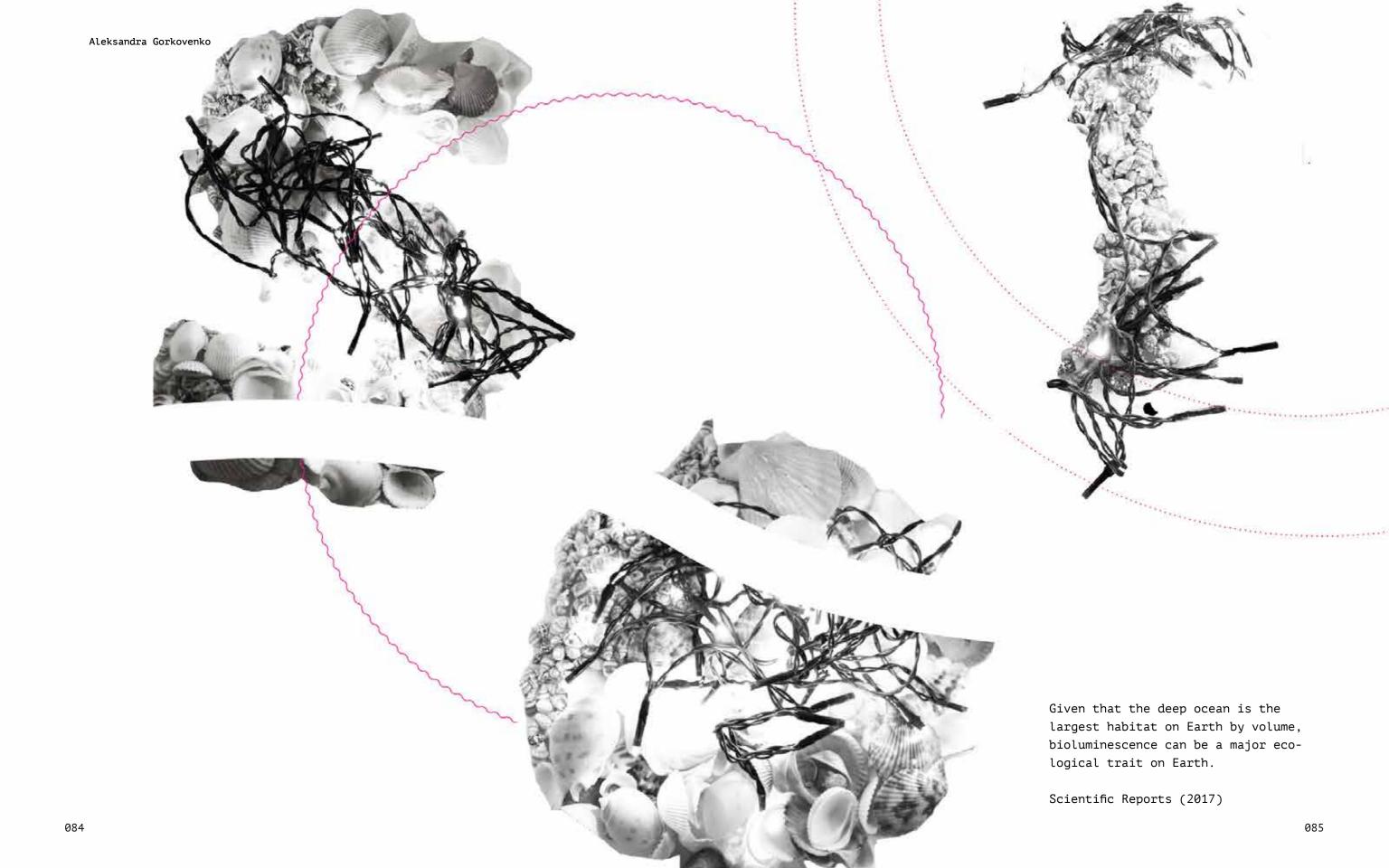




Aleksandra Gorkovenko Neptune: Bioluminescence Project 1 2 3 4 5 6 7 8

enomenon17





<u>Design Concept</u>

L-Cept application helps high school students pass their finals.

About Project	L-Cept is a test-prep app
Target Audience Persona	High School students
Key Words	Educational Multifunctional Flexible
Inspiration	High School esthetic

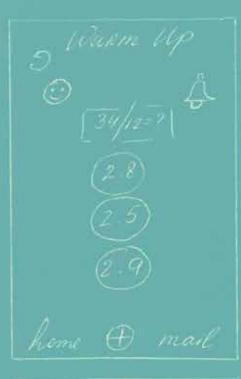
Project 6

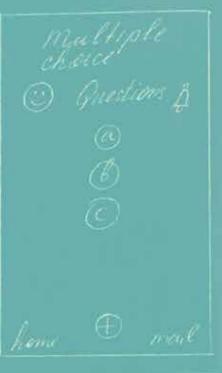
Luna

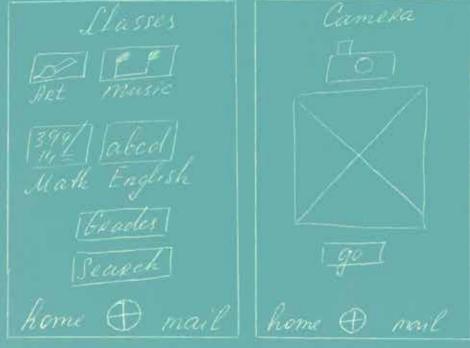
L-Cept

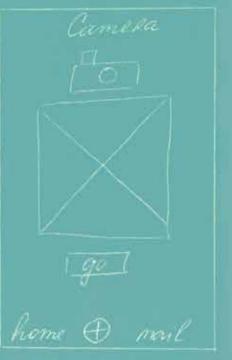


Aleksandra Gorkovenko

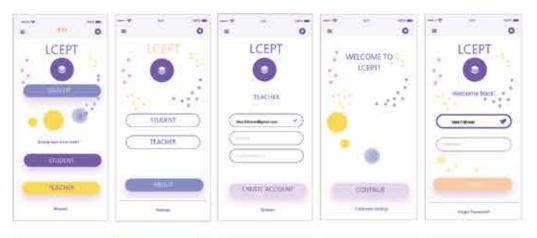












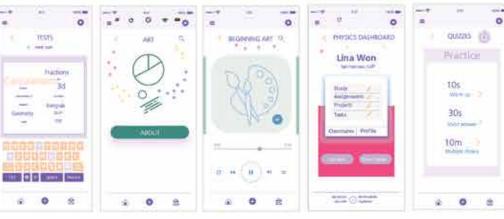






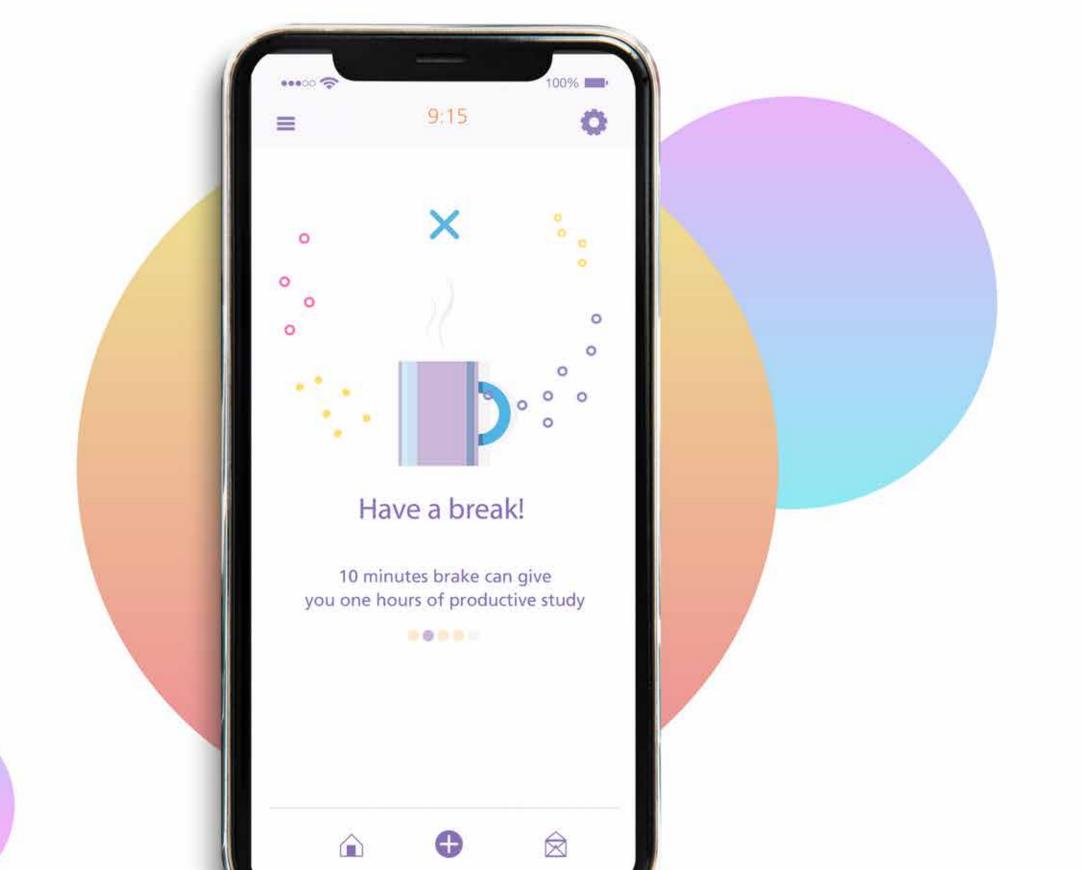












<u>Design Concept</u>

In this book Alzheimer's Disease is expressed with broken letters and uneven design.

About Project	Alzheimer's Disease
Target Audience Persona	Elderly Doctors Caregivers
Key Words	Educational Multifunctional Flexible
Inspiration	Biology Research

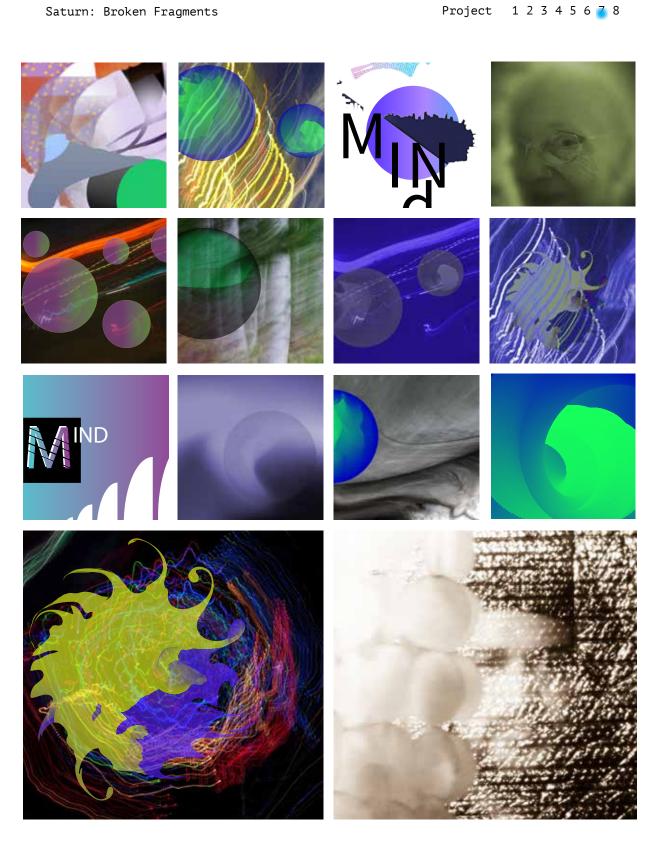
Project 7

Saturn

Broken Fragments



Aleksandra Gorkovenko





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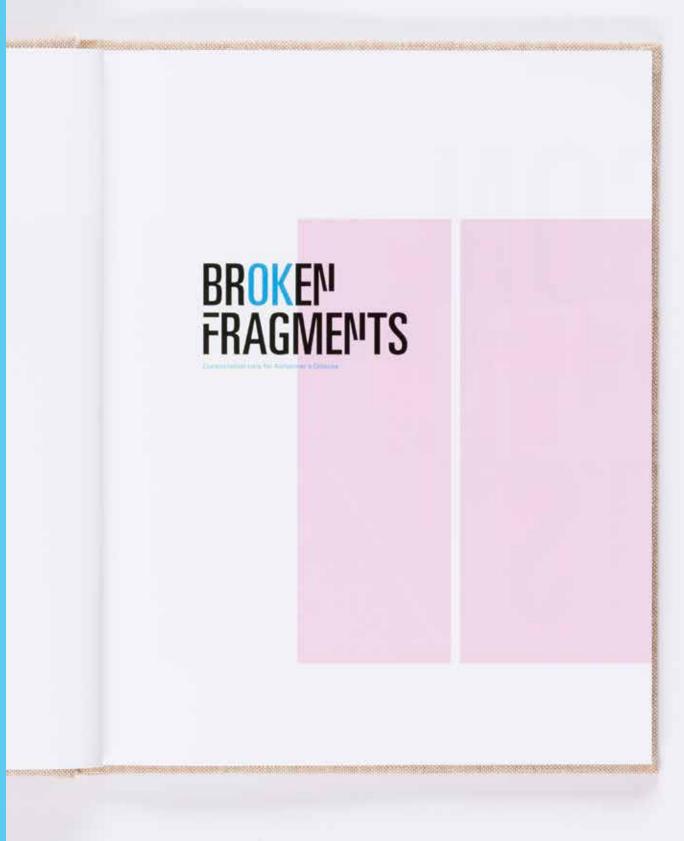
Saturn: Broken Fragments



Project goal: About AD

This book educates caregivers about Alzheimer's Disease: how it's inherited and how lifestyle choices can affect a person's likelihood of contracting the disease. Regardless, there is a way to live well, even with AD.

Alzheimer's Disease

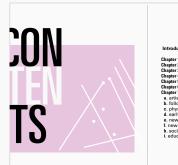


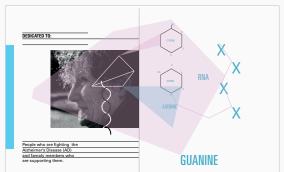
Saturn: Broken Fragments

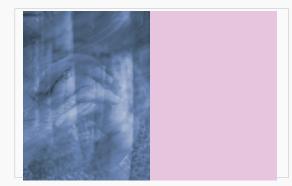
FAMOUS PEOPLE and AD

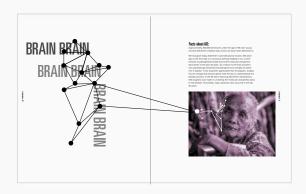


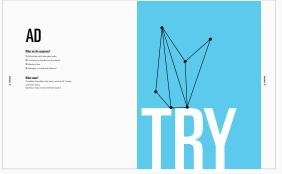


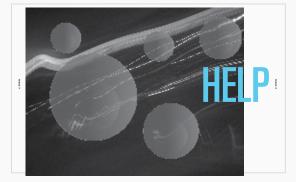








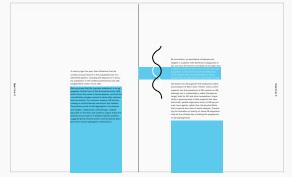






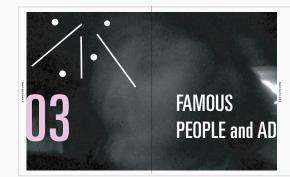


































Aleksandra Gorkovenko Saturn: Broken Fragments Project 1 2 3 4 5 6 7 8







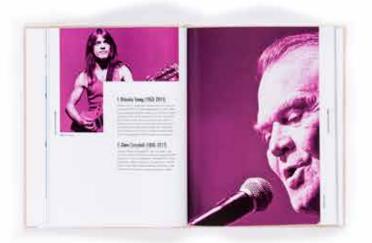












AND THE PROPERTY OF THE PROPER

MUSICAL TREATMENT

Alternative Treatment for AD

There are many ways to treat symptoms and problems associated with the disease. Some Alzheimer's treatments involve non-medical Alzheimer's therapies like music and more.

Music Therapy for Alzheimer's Disease

Music therapy has many benefits for Alzheimer's disease. It may help by soothing an agitated person, sparking memories, engaging the mind, and improving eating

Help your loved one

Golden oldies spark memories. Songs from the person's youth often spark the most memories. In the later stages of Aizheimer's disease, you may have to go back to songs learned in childhood. Encourage sing-a-longs. Try using a karanke machine.

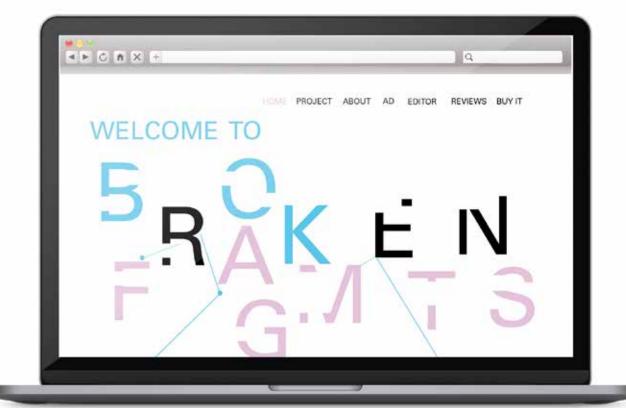
Ton-Lapping heats stimulate activity. Up-tempo dance tunes can help stimulate both mental and physical activity in Alzheimer's patients. Encourage dancing, if possible.

Easy listening can be soothing. Southing music can help ease the anxiety and frustration felt by many people with Alzheimer's disease. For example, lullables at bedtime can help your loved one get into bed and fall asleep.

A person with Alzheimer's disease may not be able to verbally communicate their likes and dislikes. Rely on other clues such as facial expressions to help you learn which songs are a hit and which aren't

MUSICAL TREATMENT ALL

capter 8-Esperimental Alternative Dealmost 11



A!zheiriter's Dis**tast**

Stage One: No Impaired Behavior

Stage Two: Very Mild Impairment

Stage Three: Mild Decline

Stage Four: Moderate Impairment

Stage Five: Moderately Severe Impairment

Stage Six: Severe Impairment

Stage Seven: Very Severe Decline

Introduction

What is Alzheimer's Disease?

Chapter 1. What People are Thinking about AD

Chapter 2. Chapter 3.

Chapter 5.

Chapter 6.

Chapter 4.

Chapter 7.

Chapter 8.

Causes-Genetic and Environmental

Famous People with Alzheimer's Disease

Stages of Alzheimer's Disease

Infographics

Caregivers

a follow your diet b physical activities c. artistic treatment d. musical treatment e. socialization

Experimental Medical Treatment

Experimental Alternative Treatment

DEDICATED TO:





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Aleksandra Gorkovenko Saturn: Broken Fragments Project 1 2 3 4 5 6 3 8





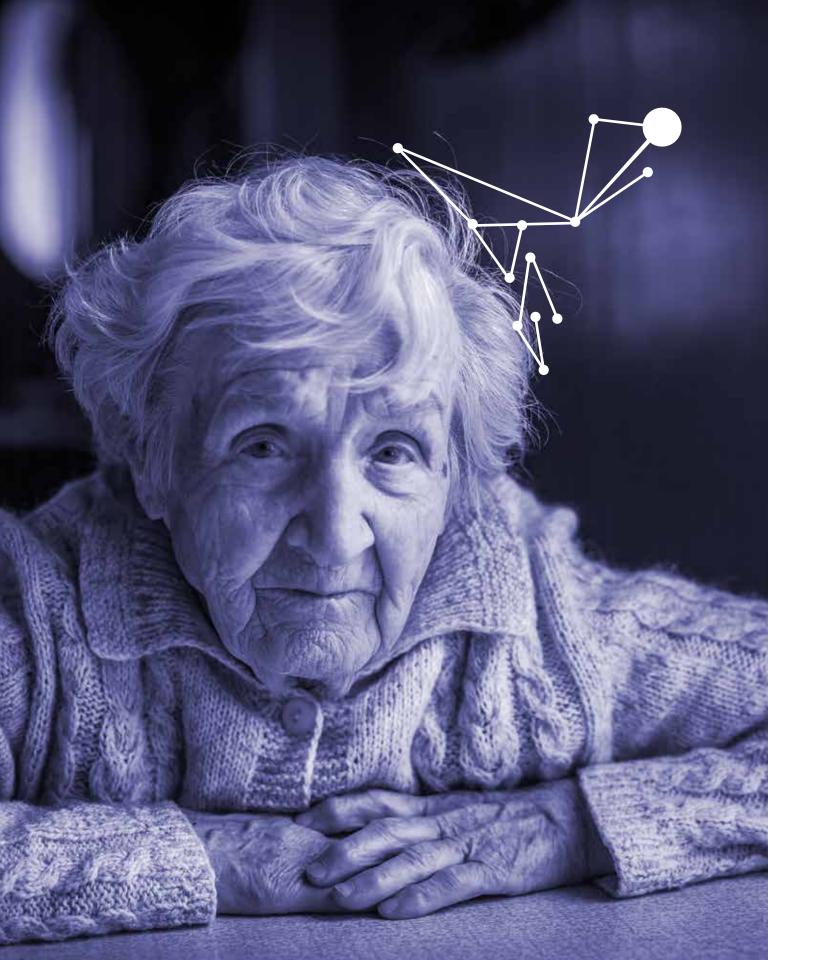
BookType Quantity \$70+ shipping Hard Cover 1 \$ \$50+ shipping Soft Cover 1 \$





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Design Concept

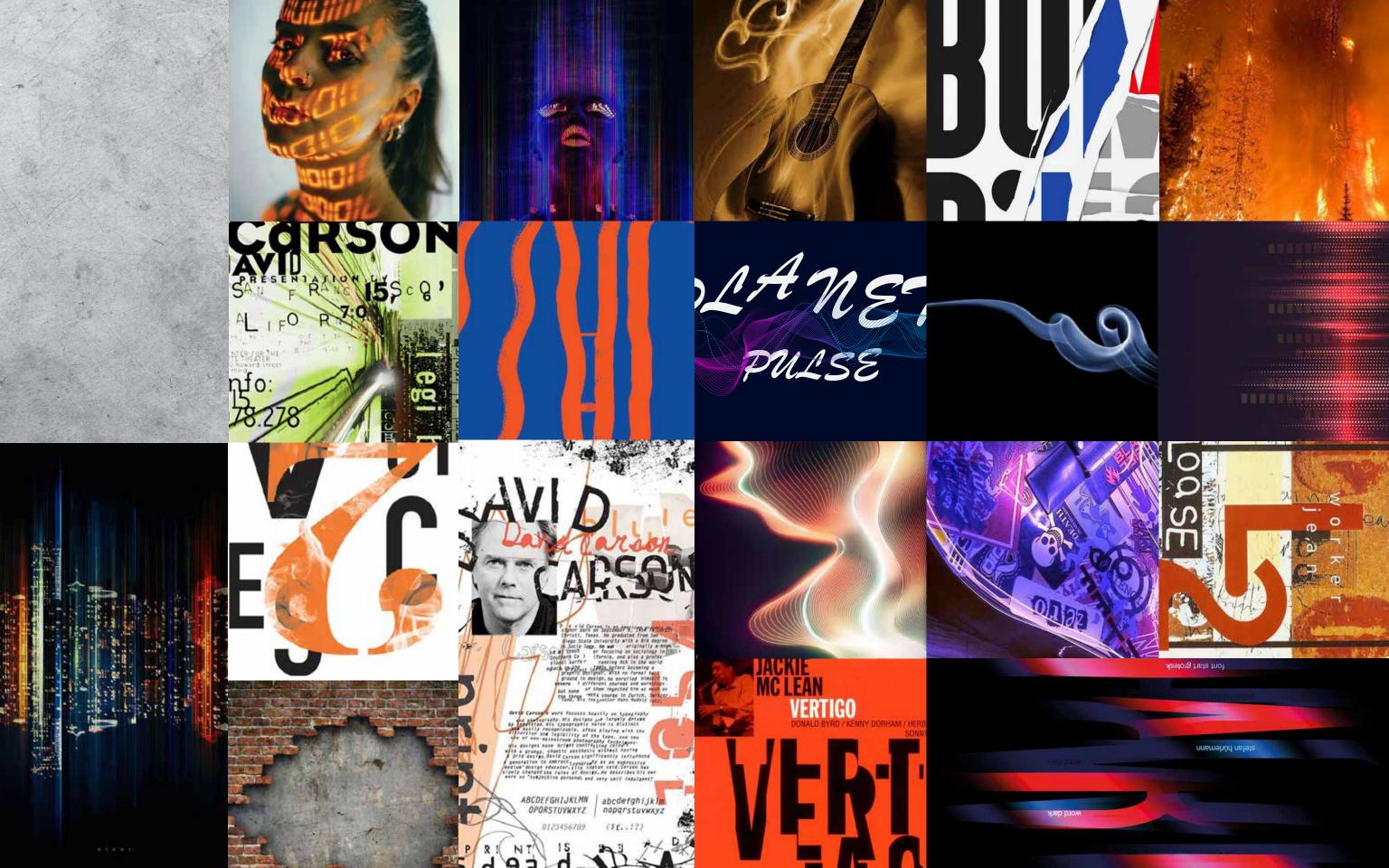
O 250 C Musical Festival is dedicated to raising funds for wildfire protection and relief. The design concept makes a parallel between a forest in flames and waves.

About Project	250°C Musical Festival is about wildfires
Target Audience Persona	40-year-old male, extrovert
Key Words	Hot Sound Waves Wild
Inspiration	Waves and forest fire

Project 5

Mars

250°C





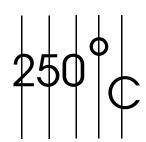
Aleksandra Gorkovenko Mars: 250°C Project 1 2 3 4 5 6 7 8























FP94002fest







MUSICAL FESTIVAL

BUY ONLINE AND SAVE UP TO











MOUNTAIN VIEW, CALIFORNIA MOUNTAIN VIEW, CAL

Thank you!
Please, visit my website:
aleksandragorkovenko.com

FROM ANOTHER PLANE

FROM ANOTHER PLANET

Ø[•]

LEKSANDRA GORKOVENKO

Aleksandra Gorkovenkø