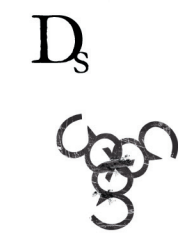
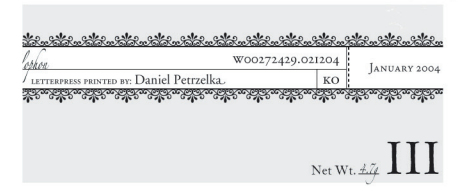
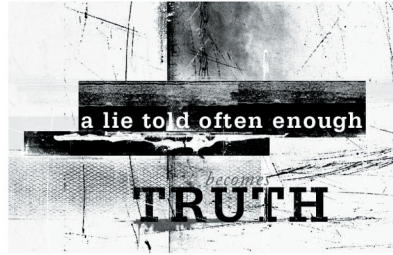
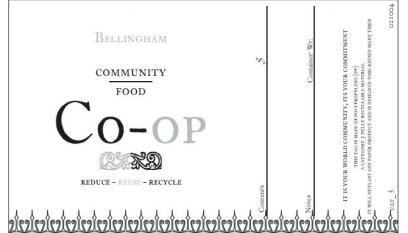
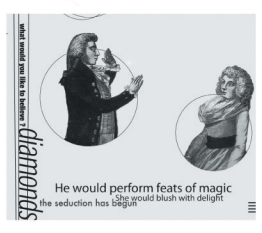
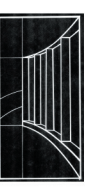
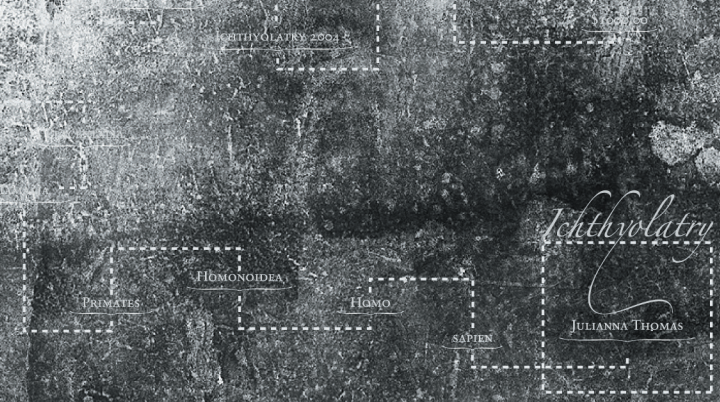
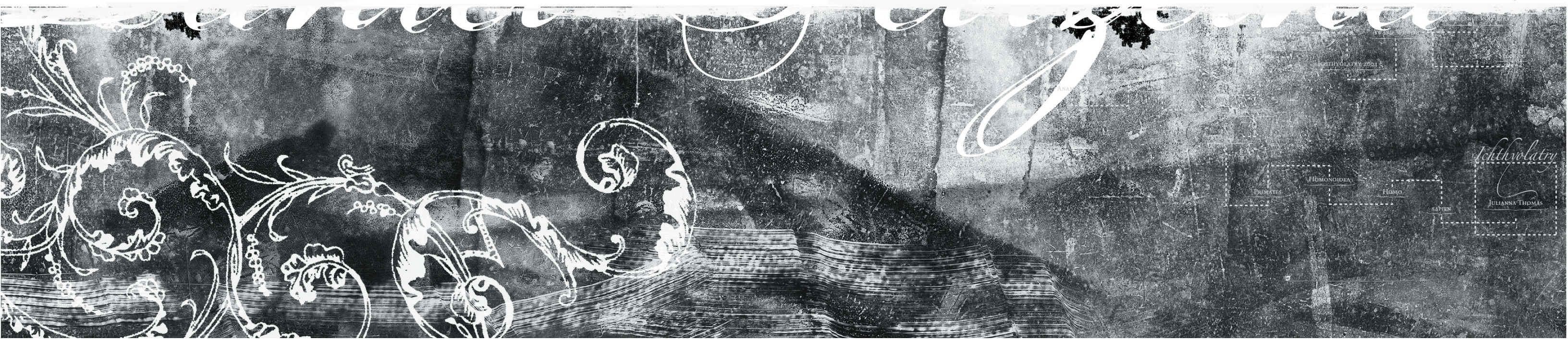


Portfolio samples

# Daniel Petzel



THE DAGON SOCIETY  
180 VARICK STREET 8th floor NEW YORK NY 10014  
T 800.899.2788 R 212.741.7851 F 212.764.9188







*Client* COMMUNITY FOOD CO-OP// Reusable Bulk Food Packaging

Versatility and sustainability are the primary focus of this group. The combination of glass bottles, organic cotton bags, polypropylene labels and corn based polylactide liners provide the Co-op with an environmentally friendly, reusable bulk food packaging system.





  
AB UNO  
*Custom lugged bicycles*

*client* AB UNO // Custom Lugged Bicycles

This self authored Honors/Design project went from months of researching traditional lugged steel bicycles to the complete construction, finishing and branding of a custom lugged steel fixed gear bicycle. From one, comes revolution.



WHAT IS HIV?

HIV is a virus, a very small living thing which can reproduce and spread. It starts life on the virus inside another person. It is the virus that enters the body through another person's blood, semen, or tears. It then enters the body through the mouth, nose, or eyes. It then enters the body through the mouth, nose, or eyes. It then enters the body through the mouth, nose, or eyes. It then enters the body through the mouth, nose, or eyes.

When a person is infected with HIV, the virus enters the body through the mouth, nose, or eyes. It then enters the body through the mouth, nose, or eyes. It then enters the body through the mouth, nose, or eyes. It then enters the body through the mouth, nose, or eyes. It then enters the body through the mouth, nose, or eyes. It then enters the body through the mouth, nose, or eyes.

WHAT IS AIDS?

AIDS is a disease that is caused by HIV. It is the most advanced stage of HIV infection. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection.

- AGE
RACE
GENDER
POLITICAL BOUNDARY
DEMOGRAPHIC
IGNORANCE
REBRET
FEAR

FACTS

There are many facts about HIV and AIDS. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection.

OPTIONS

There are many options for treating HIV and AIDS. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection.

TRANSMISSION

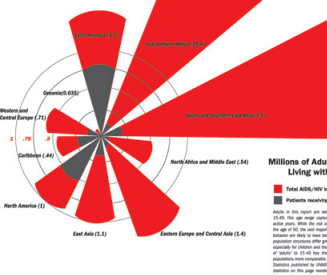
HIV is spread through blood, semen, or tears. It is the most advanced stage of HIV infection. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection.

There is a lot of information about HIV and AIDS. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection.

FALLACIES

There are many fallacies about HIV and AIDS. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection.

THE REALITY OF HIV/AIDS



Millions of Adults and Children Living with HIV/AIDS. Total AIDS/HIV infections. HIV/AIDS is the most common chronic disease in the world. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection.



TREATMENT

There are many treatments for HIV and AIDS. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection. It is a disease that is caused by HIV. It is the most advanced stage of HIV infection.

TAKE ACTION INFORM YOURSELF INFORM OTHERS. Inform, Prevent, Treat. Includes a list of websites for more information: www.aids.gov, www.cdc.gov, www.hiv.gov, www.niaid.nih.gov, www.unaids.org, www.who.int, www.pwcrf.com, www.aids.gov, www.unaids.org, www.who.int, www.pwcrf.com, www.aids.gov, www.unaids.org, www.who.int, www.pwcrf.com.



HIV/AIDS

NEXT YEAR 11 OUT OF EVERY ONE THOUSAND ADULTS WILL BE BECOME INFECTED WITH HIV/AIDS. Includes a list of websites for more information: www.aids.gov, www.cdc.gov, www.hiv.gov, www.niaid.nih.gov, www.unaids.org, www.who.int, www.pwcrf.com, www.aids.gov, www.unaids.org, www.who.int, www.pwcrf.com.

HIV/AIDS AWARENESS POSTER

As a self initiated service project, the HIV/AIDS awareness poster was designed for the efficient and effective dissemination of information about a growing world issue. Designed to be printed web-offset on newsprint for economy, thus allowing large print runs, the AIDS project is as much about action as it is information. A grant from WWU made possible the printing of 2500 copies in May 2005.



**D<sub>s</sub>**  
THE DAGON  
SOCIETY

ADAM NIEMAN *editor*

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*anieman@dagonsociety.org*

MARCH 8, 2004

JOSEPHINE L. CADENHEAD, LITERARY SUBMISSIONS  
180 VARICK STREET 8TH FLOOR  
NEW YORK NY 10014

**D<sub>s</sub>**

Dearest staff,

The opening of the correspondence should begin with the date of authorship, including month, date and year. This should begin 1.25 inches from the top of the page. Two lines below the date should be the name and address of the recipient. All elements should be written in full, with no abbreviation of street or state names. The greeting should be placed four lines below the address, and may include any well mannered greeting. Two lines below the greeting should begin the text body.

The body of the letter should be set to a justified 5.25 inch column, with a left margin of 2.25 inches. The Sabon typeface in size 10 with 12 point leading should be used for the body. If necessary, Granjon or Bembo may be substituted. These typefaces reference a time of great advancement in book arts and printed material, a literary legacy our society would like to honor. Numbers, both in the address and within the text body, should be set in the small capital version of the chosen typeface, this will maintain a more consistent line height, and adds a touch of class to numerical lines. Spaces should be included between paragraphs, hyphenation should be turned off, and lines should not be indented. The complimentary closing is ideally placed three lines below the body, aligned to the right. Your name and title should fall four spaces below the closing leaving ample room for your signature. All letters should be signed in black ink. Additional attachments are noted below your name and are also right aligned.

The Dagon Society letter mark should be positioned 1.125 inches from the left, and 2.5 inches from the top of the page. This should align the letter mark with the baseline of the greeting. A graphic has been created to contain the address and contact information. The telephone and fax numbers may be changed when appropriate. They should be set in the small capital version of the body typeface to maintain consistency. This graphic element should be placed 9.75 inches from the top of the page and set 2 inches from the left. This positioning will create an interesting asymmetrical correlation with the Dagon Society letter mark; a mimicking of forms. The letter should be printed on a high percentage cotton paper, with a brightness no higher than 95.

Thank you for your support and cooperation. You are an essential element to the quality of our group, and your efforts here will help to show the Dagon Society to be the sophisticated, honorable and well founded literary society that it has become.

sincerely,

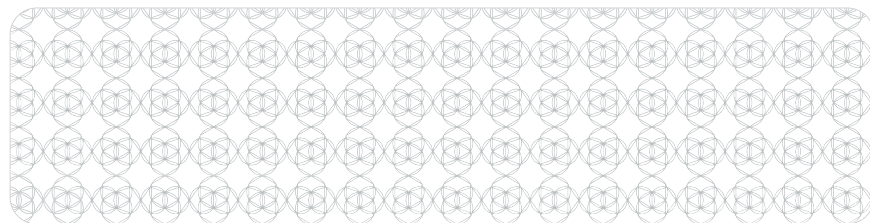
DANIEL PAUL PETRZELKA  
GRAPHIC DESIGNER

THE DAGON SOCIETY



{ 180 VARICK STREET  
NEW YORK NY *8th floor*  
10014 }

**D<sub>s</sub>**



*client* THE DAGON SOCIETY // Identity and business collateral

An organizing intellectual community of literary artists who plan to focus on the topic of cold-blooded aquatic vertebrates of the superclass Pisces. Writers and an interested audience will address fish as a topic of literature. This unique group warranted an austere and reverent identity with a focus on asymmetry and a respect for the tradition of fine printing.

THE DAGON SOCIETY

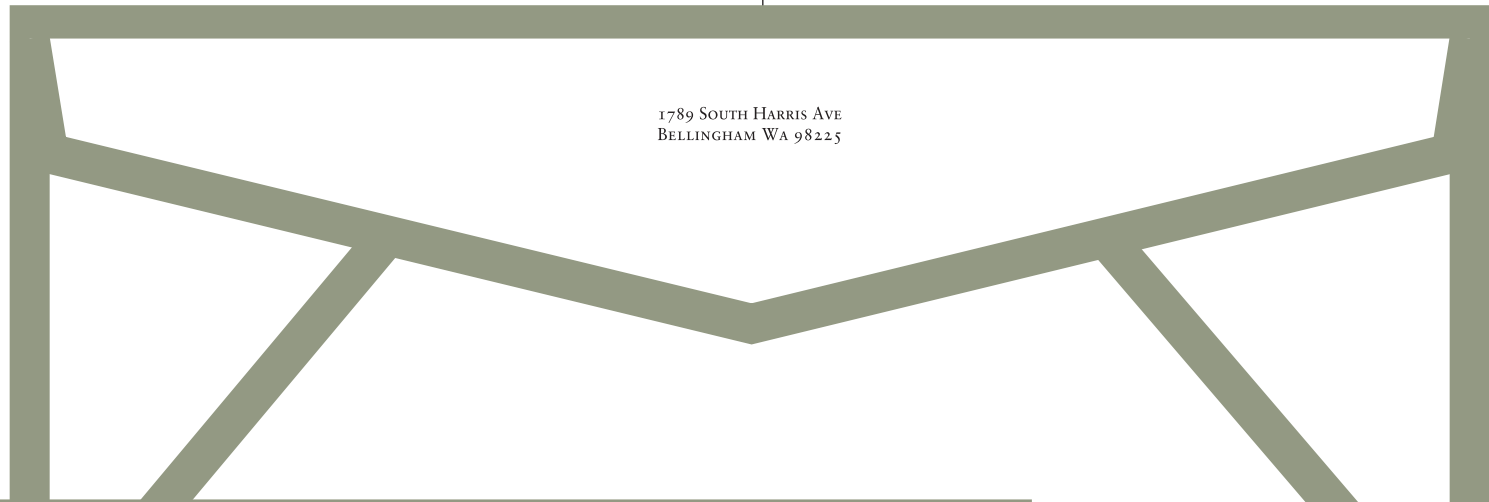
180 VARICK STREET *8th floor* NEW YORK NY 10014

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KATHLEEN ORR, OWNER  
1789 SOUTH HARRIS AVE  
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FX {360.647.0188}



1789 SOUTH HARRIS AVE  
BELLINGHAM WA 98225



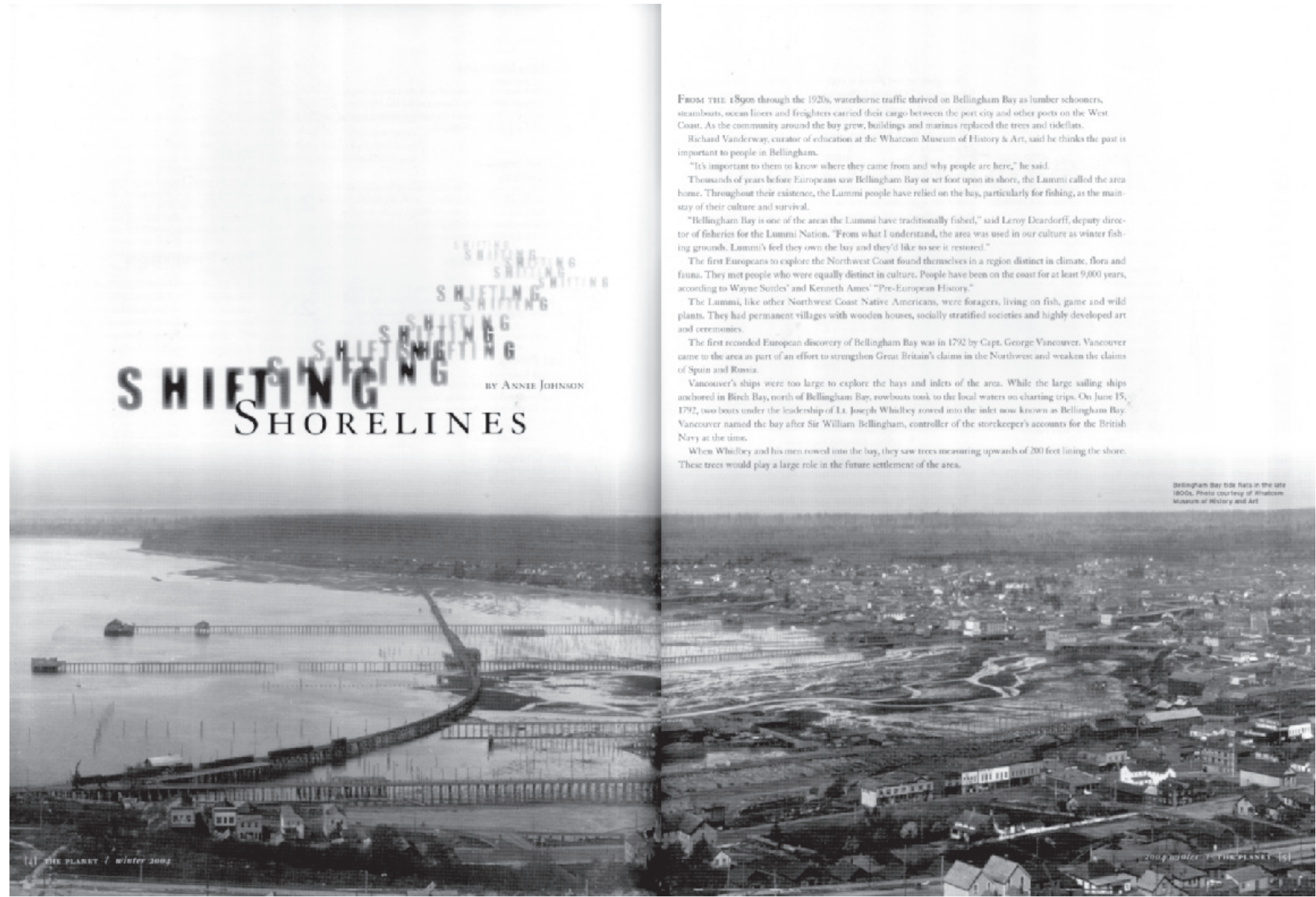
1789 SOUTH HARRIS AVE  
BELLINGHAM WA 98225  
PH {360.647.0187}  
FX {360.647.0188}



*Client* SANS SOUCI// Business Collateral

This wholly organic restaurant features a seasonal menu. Fare will focus on the traditional French cuisine with an eye for a complete dining experience. The letterhead is based around European paper proportions, scaled down to add to the feeling of intimacy and unique character





SHIFTING SHORELINES  
BY ANNIE JOHNSON

FROM THE 1890s through the 1920s, waterborne traffic thrived on Bellingham Bay as lumber schooners, steamboats, ocean liners and freighters carried their cargo between the port city and other ports on the West Coast. As the community around the bay grew, buildings and marinas replaced the trees and tidelands.

Richard Vanderway, curator of education at the Whatcom Museum of History & Art, said he thinks the past is important to people in Bellingham.

"It's important to them to know where they came from and why people are here," he said.

Thousands of years before Europeans saw Bellingham Bay or set foot upon its shore, the Lummi called the area home. Throughout their existence, the Lummi people have relied on the bay, particularly for fishing, as the mainstay of their culture and survival.

"Bellingham Bay is one of the areas the Lummi have traditionally fished," said Leroy Dcardorff, deputy director of fisheries for the Lummi Nation. "From what I understand, the area was used in our culture as winter fishing grounds. Lummi feel they own the bay and they'd like to see it restored."

The first Europeans to explore the Northwest Coast found themselves in a region distinct in climate, flora and fauna. They met people who were equally distinct in culture. People have been on the coast for at least 9,000 years, according to Wayne Suttles' and Kenneth Ames' "Pre-European History."

The Lummi, like other Northwest Coast Native Americans, were foragers, living on fish, game and wild plants. They had permanent villages with wooden houses, socially stratified societies and highly developed art and ceremonies.

The first recorded European discovery of Bellingham Bay was in 1792 by Capt. George Vancouver. Vancouver came to the area as part of an effort to strengthen Great Britain's claims in the Northwest and weaken the claims of Spain and Russia.

Vancouver's ships were too large to explore the bays and inlets of the area. While the large sailing ships anchored in Birch Bay, north of Bellingham Bay, rowboats took to the local waters on charting trips. On June 15, 1792, two boats under the leadership of Lt. Joseph Whidbey rowed into the inlet now known as Bellingham Bay. Vancouver named the bay after Sir William Bellingham, controller of the storekeeper's accounts for the British Navy at the time.

When Whidbey and his men rowed into the bay, they saw trees measuring upwards of 200 feet lining the shore. These trees would play a large role in the future settlement of the area.

Bellingham Bay tide flats in the late 1800s. Photo courtesy of Whatcom Museum of History and Art

# Lifecycle ANALYSIS

EVEN THE PLANET MAGAZINE HAS ITS EFFECTS ON THE ENVIRONMENT. HERE ARE OUR NUMBERS FOR THE PRODUCTION OF THIS ISSUE.

- 1623.5 HOURS
- 1735.25 MILES DRIVEN
- 40 BATTERIES
- 93,255 PAGES OF RECYCLED PAPER (8.5X11 OR EQUIVALENT)  
5750 PAGES OF COMPUTER PAPER
- 44 AUDIO TAPES
- 11 POUNDS OF INK
- 38 ROLLS OF FILM
- 30 PENS
- 99 TAKE OUT MEALS
- 262 CUPS OF COFFEE
- 202 ALCOHOLIC DRINKS
- 430 STAPLES
- 86 CIGARETTES
- \$13,492.02 TOTAL EXPENDITURES



client: THE PLANET MAGAZINE// 25th Anniversary Issue

The award winning environmental magazine from Huxley College at WWU needed a makeover for its 25th Anniversary. New paper and inks were chosen for the publication, and an edition of 1800 letter pressed covers were created. With a more environmental feel, this issue of the Planet serves both as a means of self analysis and as a call to action for the readership. These are a few sample treatments.





*client* GUERRILLA P.A.K.// Political activist Kit

This self directed project serves to bring political discussions into new venues. Opening requires use of the crow bar handle, immediately activating the viewer/package interaction. Political quotes and statistics further challenge the ideals of the viewer.





*client* THE LEGENDARY SHACK SHAKERS// Poster and show ticket

Straight from Nashville Tennessee the Legendary Shack Shakers needed an authentic show poster with a good balance of historic quality and originality. Hand carved linoleum cuts and lead type were inked by hand and letterpress printed to create these truly unique pieces.



*specimen* DANIEL PETRZELKA // GRAPHIC DESIGN [N°]  
813 INDIAN APT. 3 [N°<sub>1</sub> 360\_770\_5794] [N°<sub>2</sub> 360\_647\_0187]  
BELLINGHAM WA 98225 DESIGN@PETRZELKA.COM *date*