



Amity Femia

GRAPHIC DESIGN

amity.femia@gmail.com • amityfemia.com



Exhibit graphics

Visual Identities

Information design

Wayfinding design

Graphics management

Print production

Concept boards

Scale elevations

Research

Image acquisition

Proofreading



Hi, I'm Amity — senior graphic designer for exhibits, with a passion for creating playful, easy-to-navigate learning opportunities. With 18 years of experience in the exhibits world, I've created everything from concept boards to complete digital files ready for production. I keep the collaboration process focused and simple, always with your content and audience in mind.

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EXPERIENCE: EXHIBIT GRAPHICS

Freelance Graphic Designer

2017–present

I work with clients on print-based identities, exhibit graphics, signage programs, illustrations, and information graphics. I am especially helpful in supporting teams with last-minute deadlines. I provide both design and production services, tracking all graphics through edits and revisions to a print-ready stage.

Projects and Clients

*Design and production, with EDX Exhibits
(National Park Visitor Centers)*

- Magdalena House, Big Bend, TX
- Pecos Trading Post, Pecos, NM
- Hawaii Volcanoes, Kahuku Unit, HI

Production only

- Great Sand Dunes, Mosca, CO
- Persimmon Gap, Big Bend, TX
- American Camp, San Juan Island, WA
- History Colorado Center, Denver CO

Production only, with Gallagher Design

- Cody Firearms Museum
Buffalo Bill Center of the West
Cody, WY

Design and production, in-progress

- International Market Exhibit
Historic New England
Burlington, VT

Lead Graphic Designer

Pacific Studio // Seattle, Washington // 2010–2017

Planned and designed printed graphics for dynamic interpretive exhibit spaces. Collaborated with designers, developers, clients, project managers and fabricators to create graphics that adhere to cohesive style guidelines and support exhibit intent and experience.

Projects

Design and production

- Museum of History and Industry,
Seattle, WA
- Albright and Old Faithful Visitor Centers,
Yellowstone National Park, WY
- Friends of Waterfront Space, Seattle, WA
- Public Utilities Transfer Station Exhibit,
Seattle, WA
- Scotts Bluff National Monument, Gering, NE
- WaterWorks at Springs Preserve, Las Vegas, NV
- Holocaust Center for Humanity, Seattle, WA
- Hatfield Marine Science Center, Newport, OR

Production only

- Bill and Melinda Gates
Foundation Visitor Center
- Vancouver Community Library
Vancouver, WA

SKILLS

Design

- small and large-scale
print graphics
- exhibit graphics
- logos and visual identities
- wayfinding signage
- scale elevations
- concept presentations
- information diagrams

Management

- schedule and budget
- estimating & billing
- print production
- vendor coordination
- research
- image acquisition
- proofreading

Computer

Proficient in Adobe Creative Suite CC (Illustrator, InDesign, Photoshop), Illustrator CADTools

Experience in SketchUp, FileMaker, Google Suite, Apple iWork, Microsoft Office. Basic knowledge of website design and maintenance

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EXPERIENCE: EXHIBIT GRAPHICS (continued)

Graphic Designer/Graphics Manager

Lehrman Cameron Studio // Seattle, Washington // 2004–2009

Designed and produced graphics for interpretive exhibits. Managed and coordinated all aspects of project graphics including schedule, budget, copyediting, image acquisition, approvals and production. Created and followed brand guidelines for exhibit graphics and marketing materials.

Projects

Design and production

- Discovery Gateway Children’s Museum, Salt Lake City UT
- Cowlitz Salmon Hatchery Visitor Center, Tacoma Public Utilities, WA
- South Lake Union Park Signage, Seattle WA
- Seattle Children’s Hospital History Exhibit
- Brightwater Treatment Plant Signage, Woodinville WA
- Orca Family Center, Seattle Aquarium
- Children’s Play Area in REI Flagship Store, Denver CO

SMALL PRINT & IDENTITY

Projects and Clients

- Map of Brick House grounds, Shelburne Museum, Shelburne VT
- Logo, signage, ads, postcards for Erhard Manke, VT Senate campaign
- Event posters, postcards, shirts, and drum wraps for Seattle-area Brazilian percussion and dance ensembles
- Annual Report, Dungeness Water Exchange, WA Water Trust
- Snake River Interpretive Plan, Grand Teton National Park, WY
- Folding pocket map, South Lake Union Park, WA
- Ads, postcards, teaching materials, packaging, and monthly program guide for WGBH public broadcasting, Boston MA (Design Assistant position 1998–2000)

SCIENTIFIC DIAGRAMS

Proposal figures, Kalyuzhnaya Biology Lab
San Diego State University, CA

Figures and system visualizations, Francis Lab
School of Aquatic and Fishery Sciences
University of Washington, Seattle WA

EDUCATION

University of Washington

Seattle, WA // 2000–2003

MFA

Visual Communication Design

Clark University

Worcester, MA // 1992–1996

BA, English and Art

TEACHING

Pacific Lutheran University

Tacoma, WA 2015

Graphic Design Instructor

Bellevue Community College

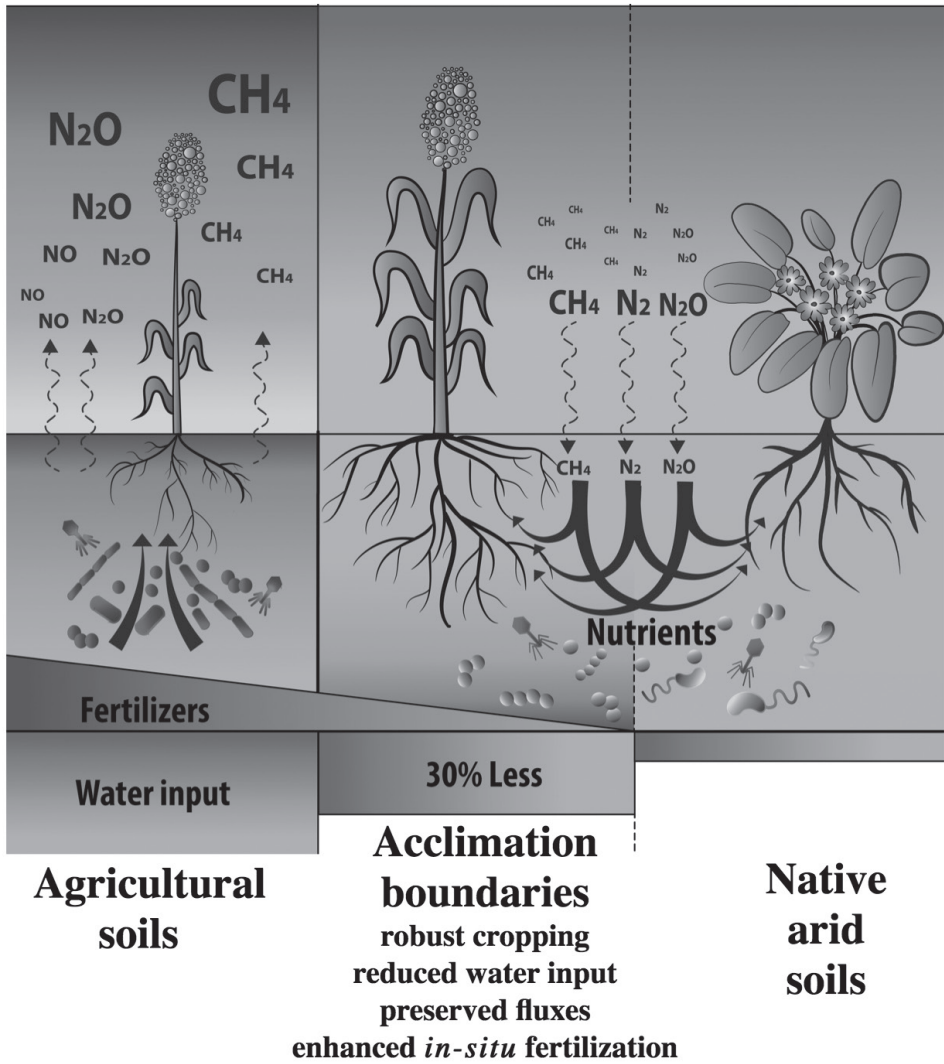
Bellevue, WA 2003–2004

Art Instructor, Continuing Ed.

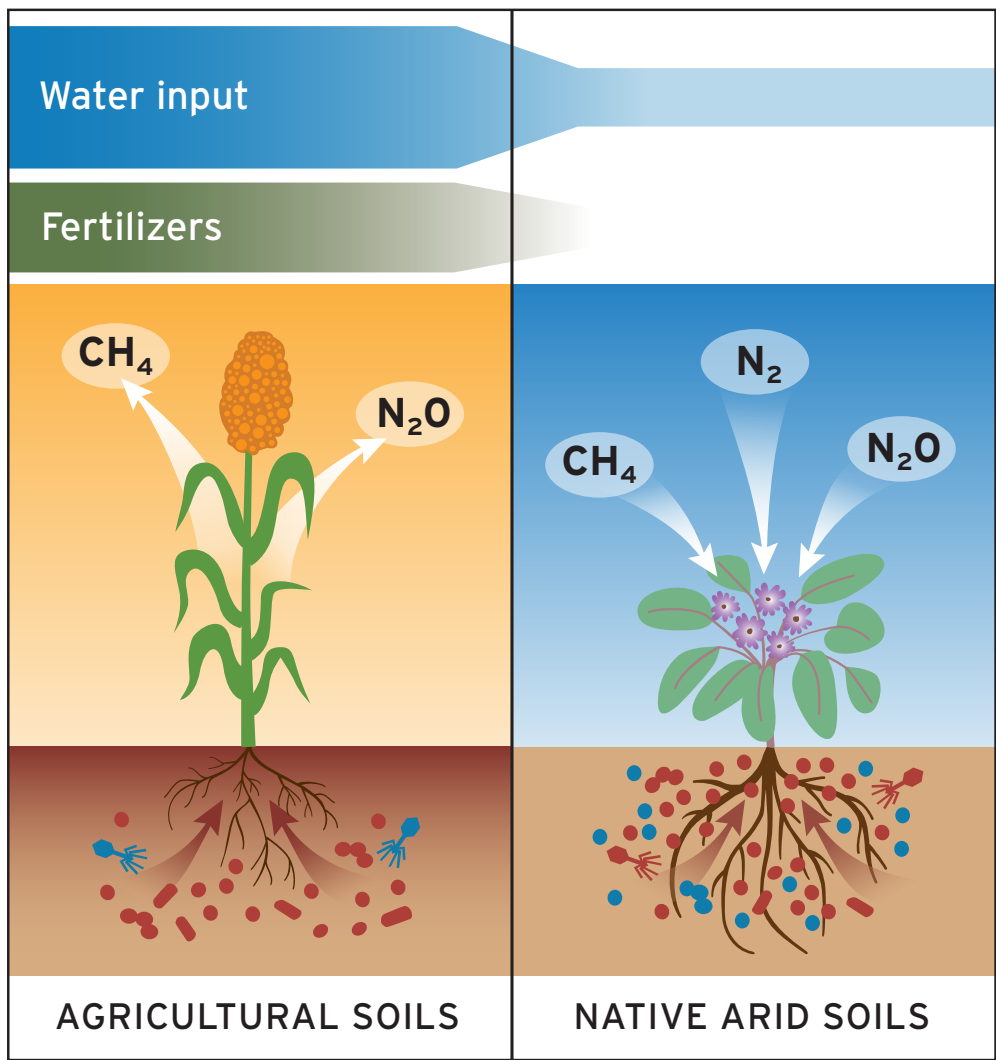
INTERESTS

Music and culture of Brazil,
street art, chalk drawing,
languages, seed pods, yoga,
trail running, balcony gardening.

Original Figure



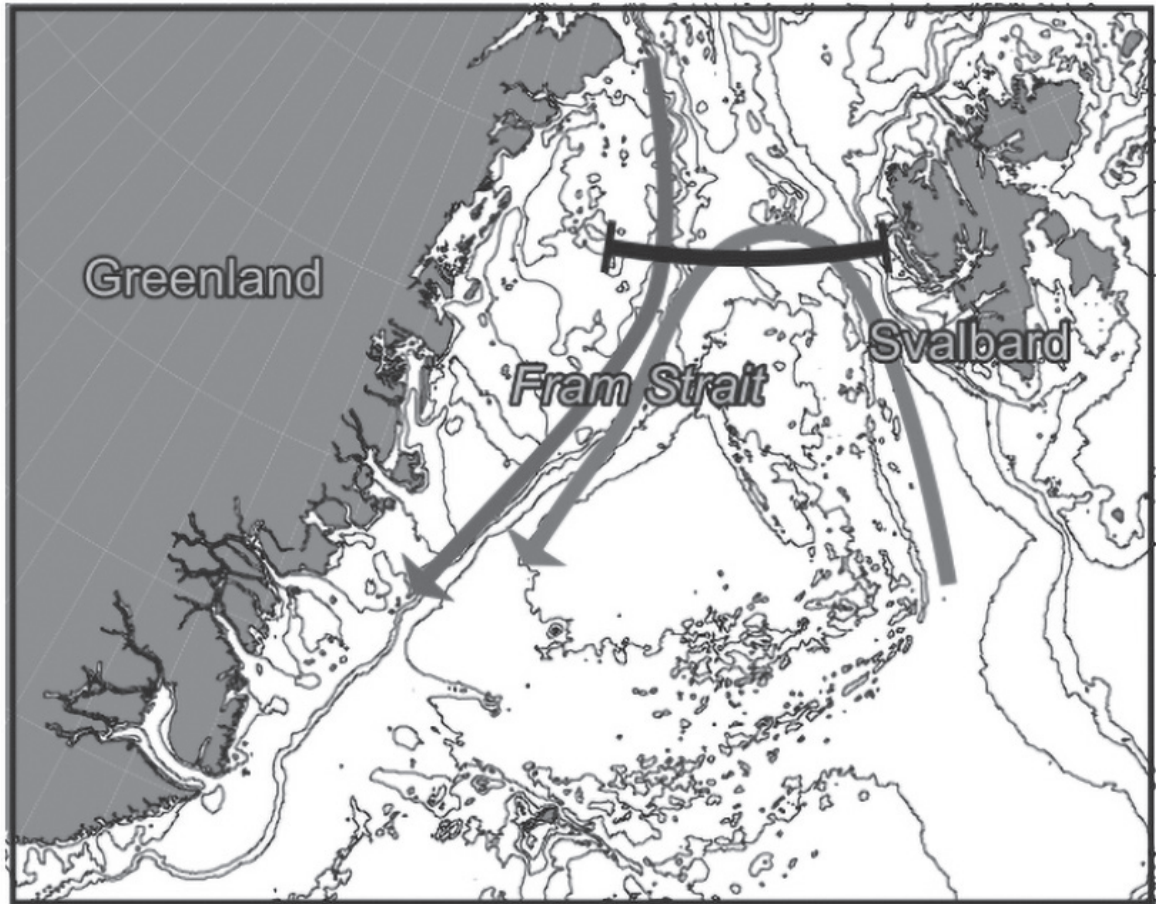
Redesigned Figure



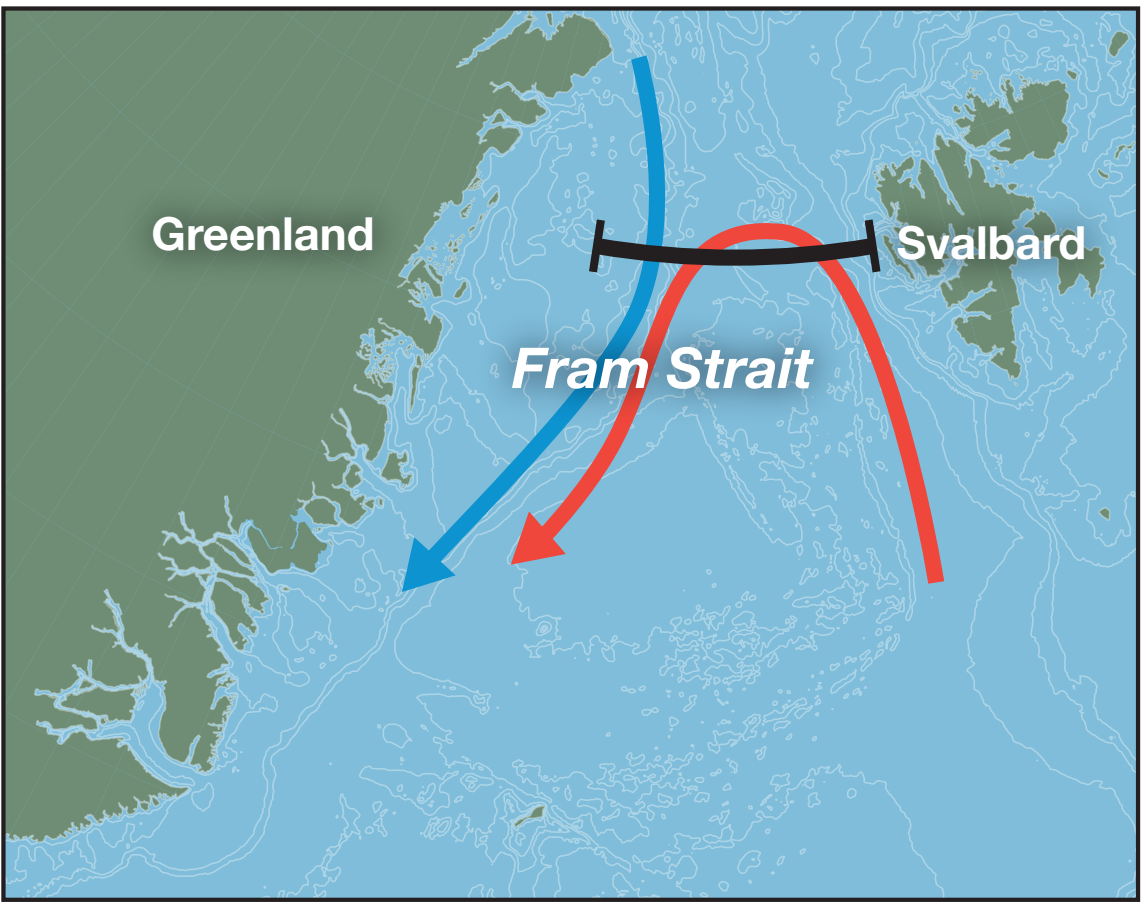
Redesigned figure reduces visual clutter and clarifies information about plant/soil biology. Figure was used in digital presentation and grant proposal.

- identify communication goals
- analyze existing figure(s)
- illustration
- revision
- production

Original Figure



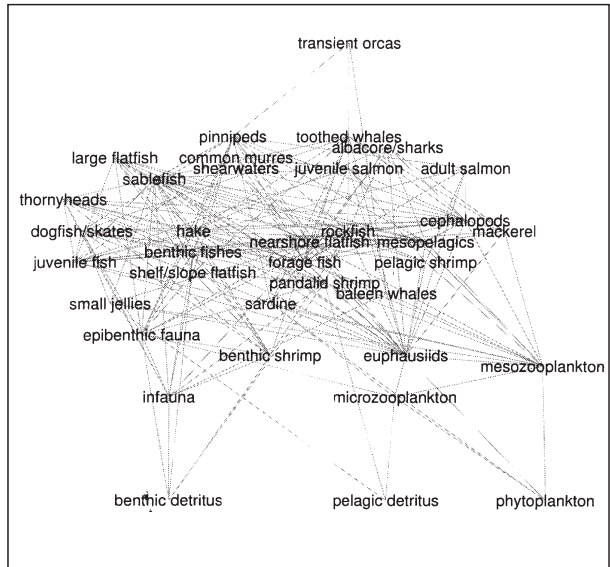
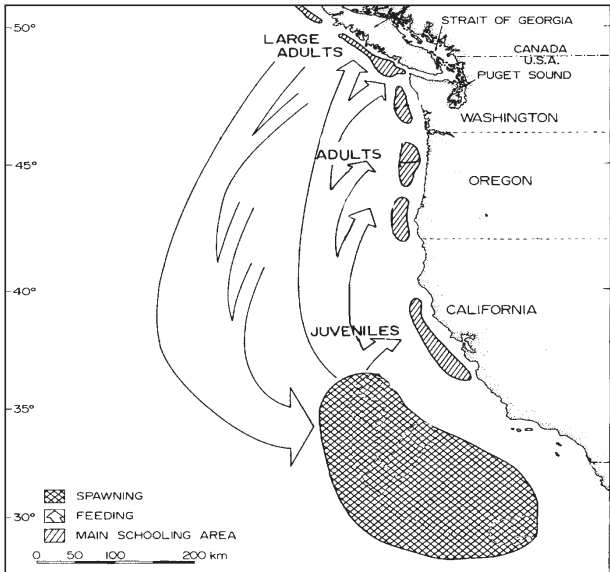
Redesigned Figure



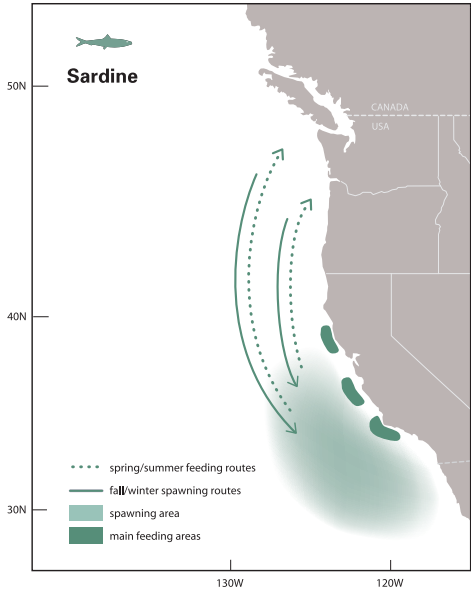
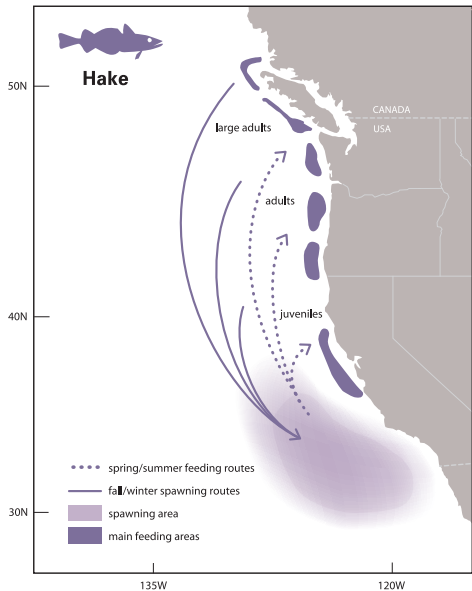
Redesigned ocean current figure for digital presentation allows the most important information to become visible.

- Graphics Role:
- identify communication goals
 - analyze existing figure(s)
 - illustration
 - revision
 - production

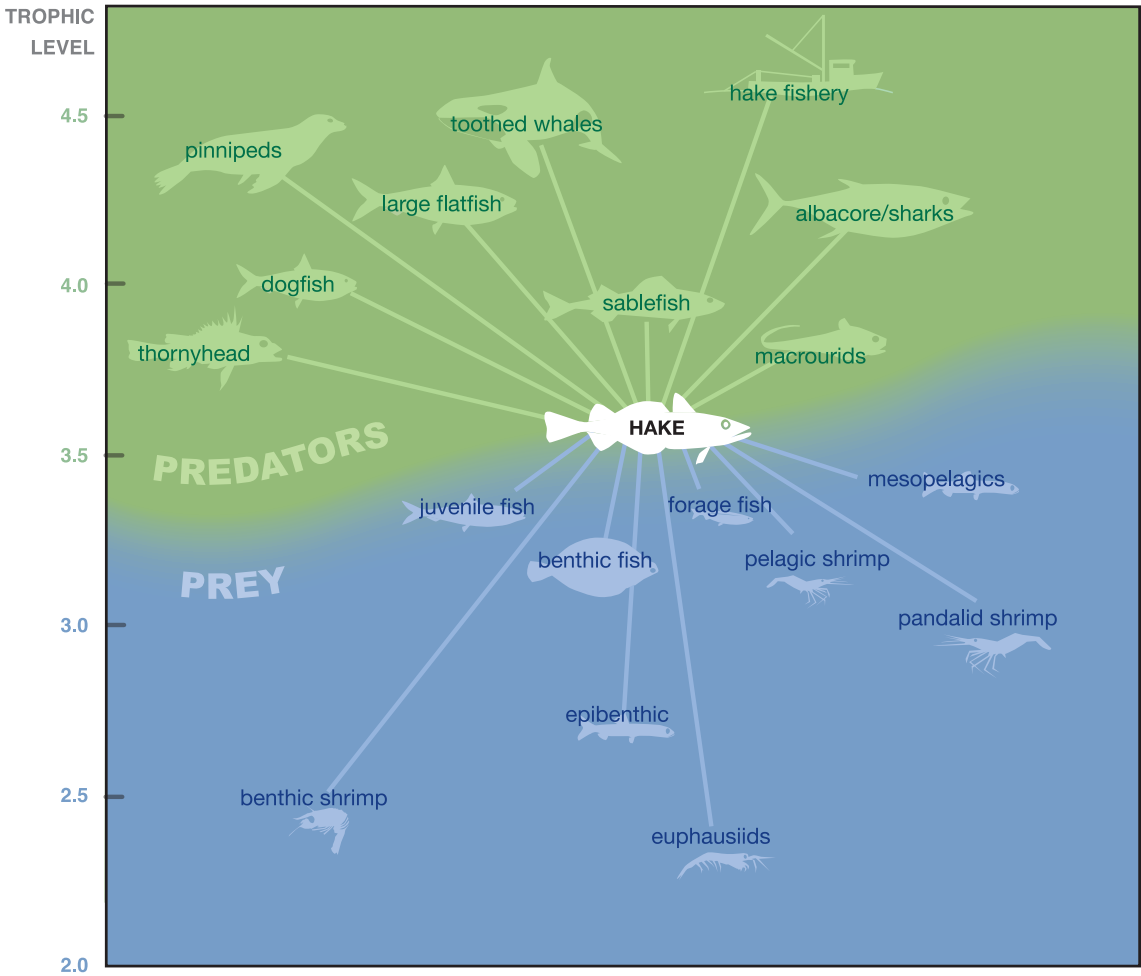
Original Figures



Redesigned Figures

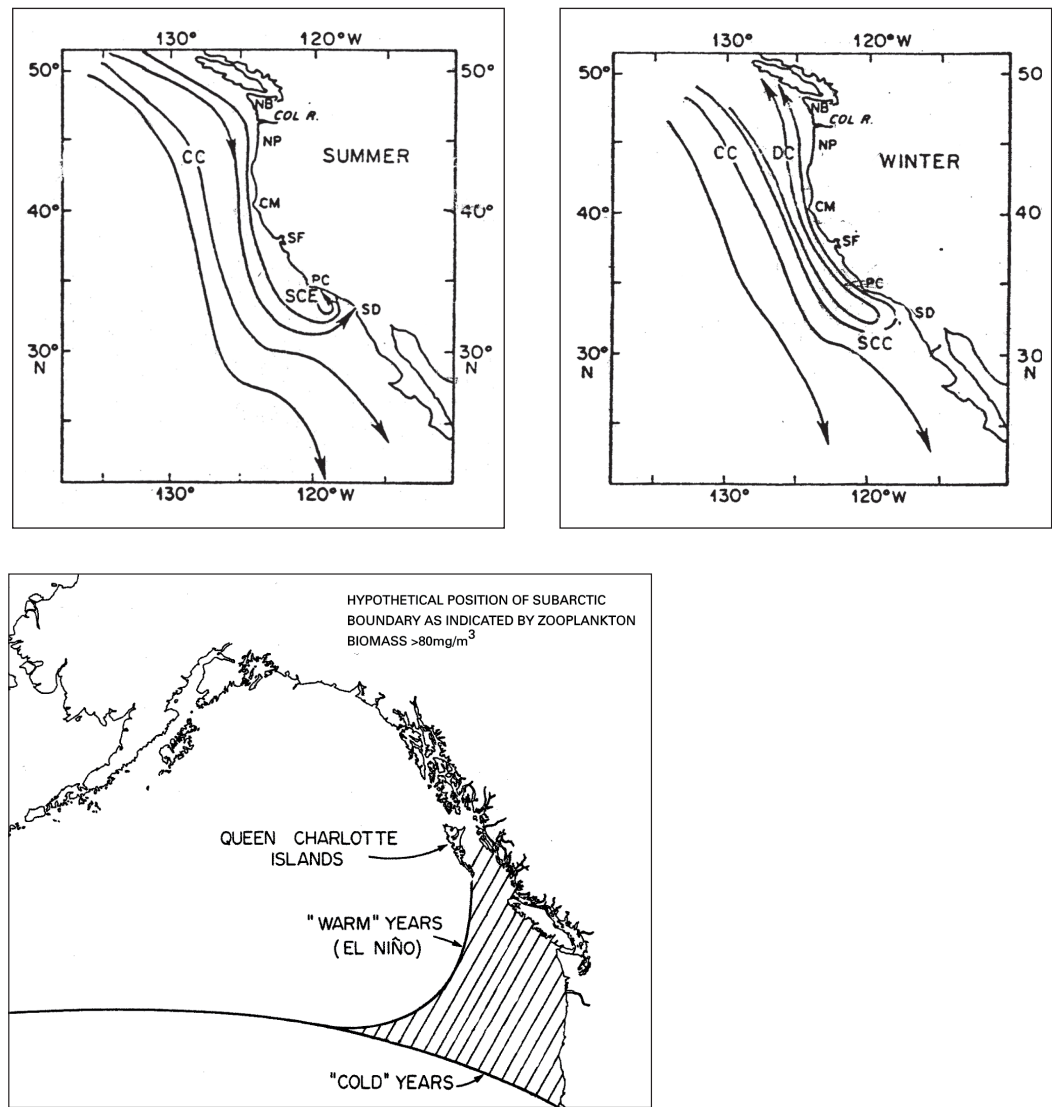


Redesigned figures aid in the communication of complex food webs and species patterns studied by the Francis Lab.

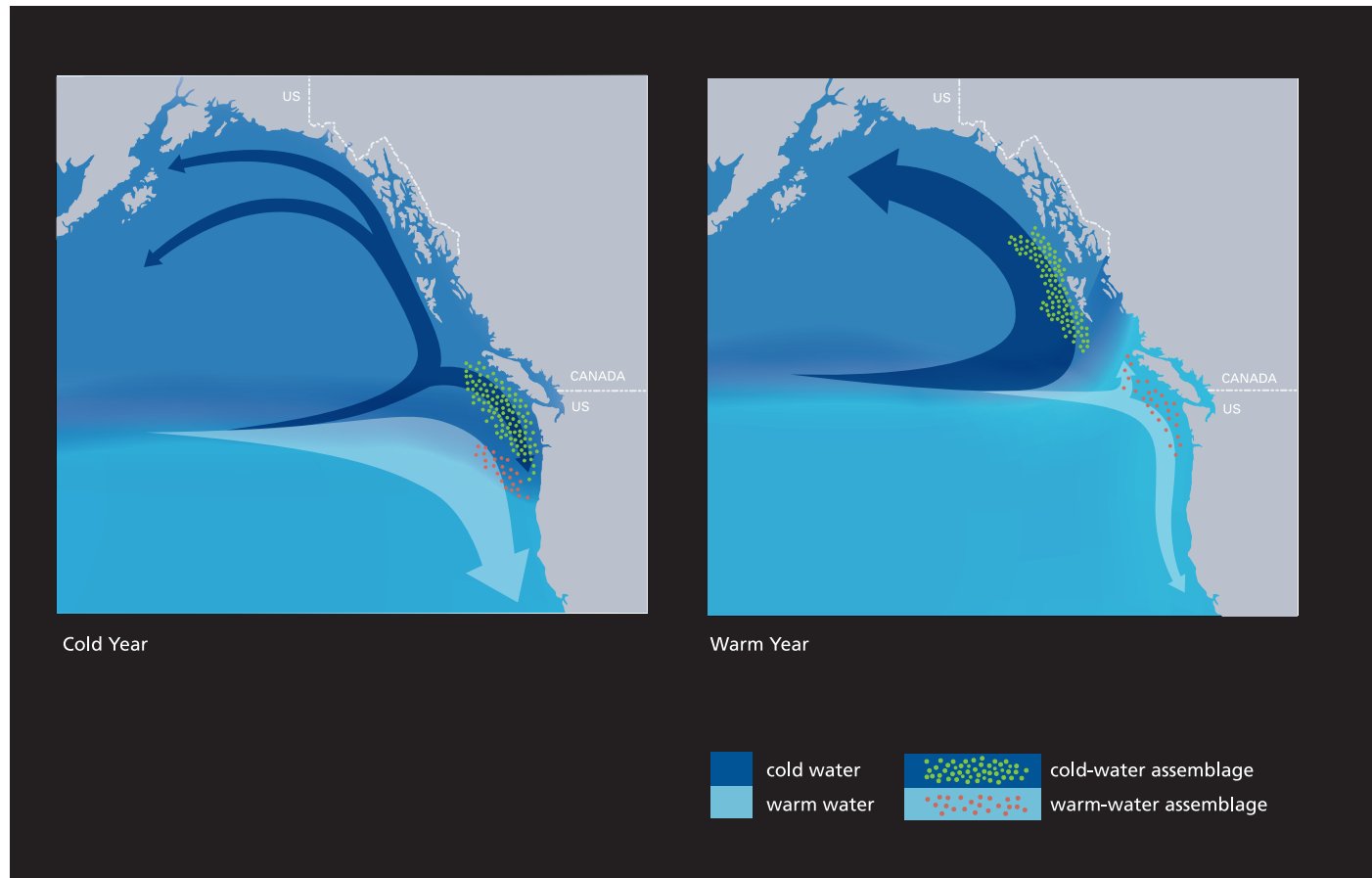


- Graphics Role:**
- identify communication goals
 - analyze existing figure(s)
 - illustration
 - revision
 - production

Original Figures



Redesigned Figure



Two figures help explain the position, strength, and fluctuation of ocean currents on the west coast of North America, as they relate to biological production. The figures were used in printed form and as simple digital animations.

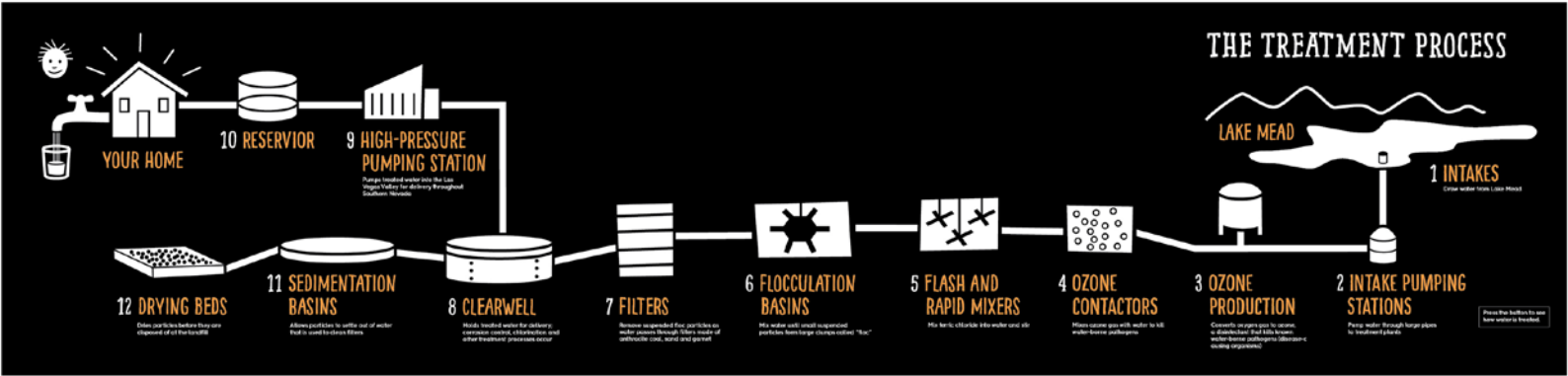
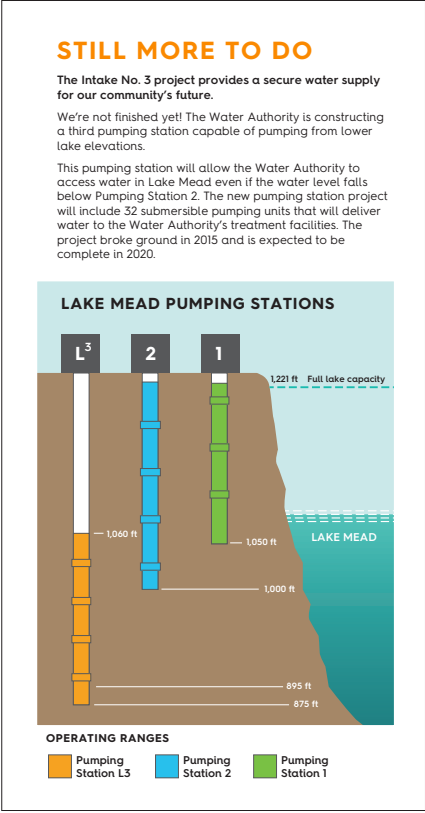
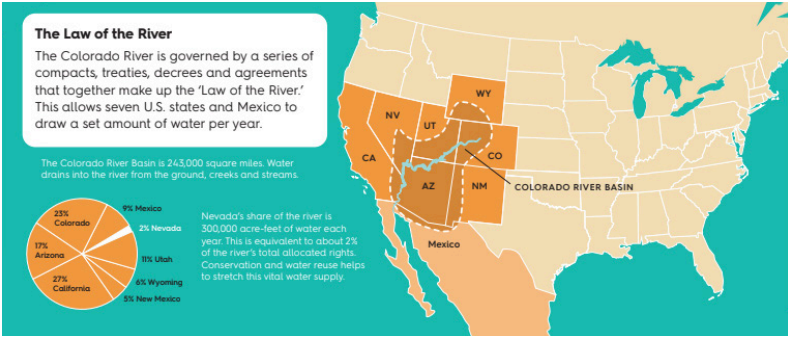
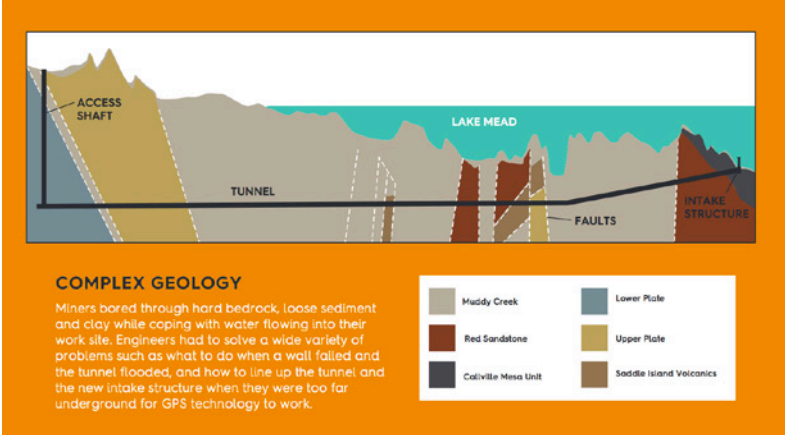
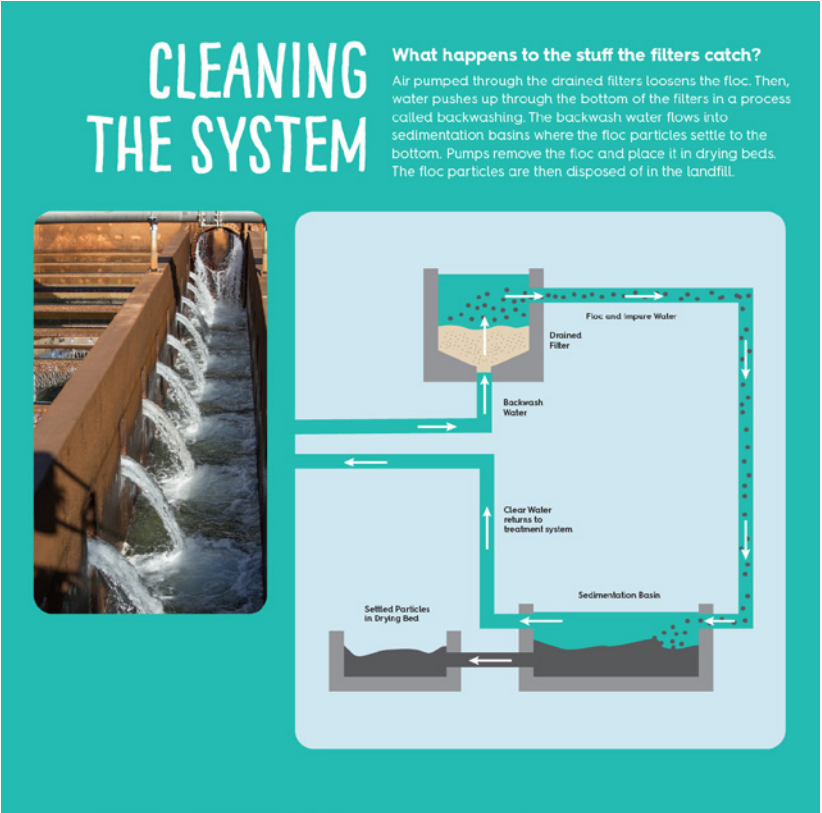
INTERPRETIVE GRAPHICS

WaterWorks at Springs Preserve

Las Vegas Valley Water District
Las Vegas, NV

- Graphic Design Role:**
- concept/identity
 - panel layouts and revisions
 - wayfinding signage
 - maps, diagrams, illustrations
 - tracking and production prep

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Housed in a working pump station, the Waterworks exhibit examines the source, quality, and delivery of drinking water in the Las Vegas area. Graphics explain the details of the treatment process and highlight the construction of a new, deeper tunnel used to access water from a shrinking Lake Mead.

Exhibit Design & Installation: Pacific Studio, Seattle WA

Cowlitz Salmon Hatchery Visitor Center

Graphics Role:

- ## Amity Femia

Fish Ladder

Arriving at the Hatchery

The Cowitz Salmon Hatchery fish ladder differs from other ladders because it leads to a separator rather than around the dam. A hatchery technician examines the salmon for markers and sends them to holding ponds for the hatchery or for transport around the dam.

Fish work their way up the fish ladder pool by pool. When salmon swim upstream against a strong water flow, they can tire out and be pushed backward. A fish ladder allows them to rest in a calm area, without losing ground, until they can continue forward.

In step in this fish ladder pool is 600,000. Fish water depth is 1.5 feet (45 cm) at the base of each step.

During peak times, as many as 2,000 fish can occupy the ladder at once. Often the ladder gets this full, the fish may jump the steps instead of swimming through the holes.

Close around the dam, a fish technician wears the ladder markings and sends them to ponds for the hatchery or around the dam.

Each step in the fish ladder ascends 6 feet. Most fish swim through a 1.5 foot square hole at the base of each step.

During peak times, as many as 5,000 fish can occupy the ladder at once. When the ladder gets this full, the fish may jump the steps instead of swimming through the holes.



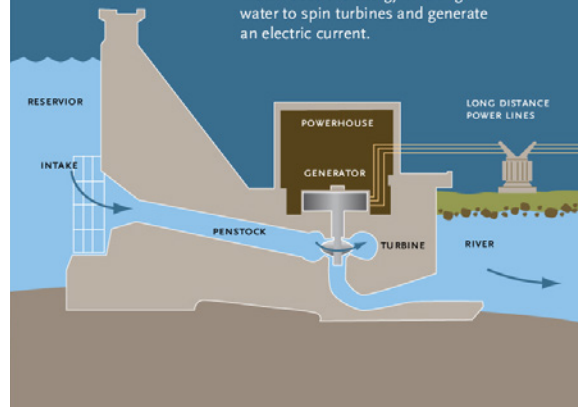
Looking downstream, the fish enter a tunnel (white) at the barrier dam, then the concrete fish ladder.



U-shaped walls create resting areas for the fish.

How does a hydroelectric dam work?

A dam uses the energy in falling water to spin turbines and generate an electric current.



HIGH SEAS
Environments

Conditions in the open ocean are highly variable.

just as in the rivers, changes in water temperature and current can affect salmon survival rates. Fisheries scientists are still studying why and how this happens in the ocean. Learning more about salmon in their ocean habitat will help fisheries managers make decisions to protect the health of salmon populations.

Cowlitz Hatchery salmon are, in general, right-turning fish. After leaving the Columbia River estuary, juvenile salmon use the coastal current to speed their travel north. They feed along the edge of the continental shelf, migrating to the coastal waters of Alaska.

Some Chinook salmon may stay off the coast of Alaska for the majority of the 3 to 5 years they will spend in the ocean. Others migrate out to the Aleutian Islands, the Bering Sea, and the north Pacific before turning back toward the Columbia.

Coho will stay in the ocean for 2 to 3 years, summering off the coast of Alaska and wintering south of the Gulf of Alaska where water temperatures are warm.

- water temperature
- food supply
- location of predators
- climate change
- ocean currents
- periodic conditions such as El Niño

FISH TRANSPORTATION

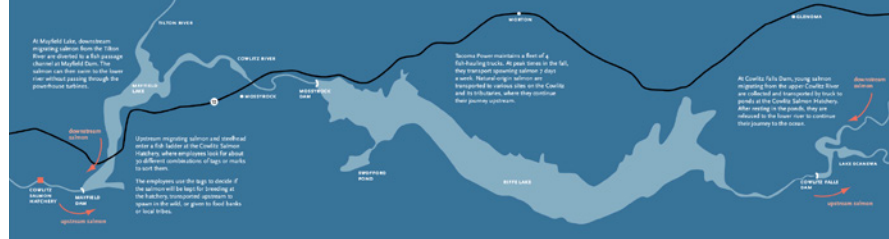
The Cowlitz River trap-and-haul program, in operation since 1964, transports adult fish upstream and young salmon downstream of the dams. Both adults and juveniles have very high survival rates while being hauled – close to 100% for adults and 98% for juveniles.



Trap and haul fish truck releasing fish into the river.



Fish truck loading bay. When a truck is in



Graphics in this exhibit communicate the story of the salmon lifecycle and how it is affected by hydropower, fishing, and other human activity at this Northwest location. Diagrams explain the details of generating electricity while supporting fish migration.

Exhibit Design: Lehrman Cameron Studio

Deschutes National Forest
Bend, OR

- concept
- visual identity
- panel layouts and revisions
- maps, diagrams, illustrations
- tracking and production prep

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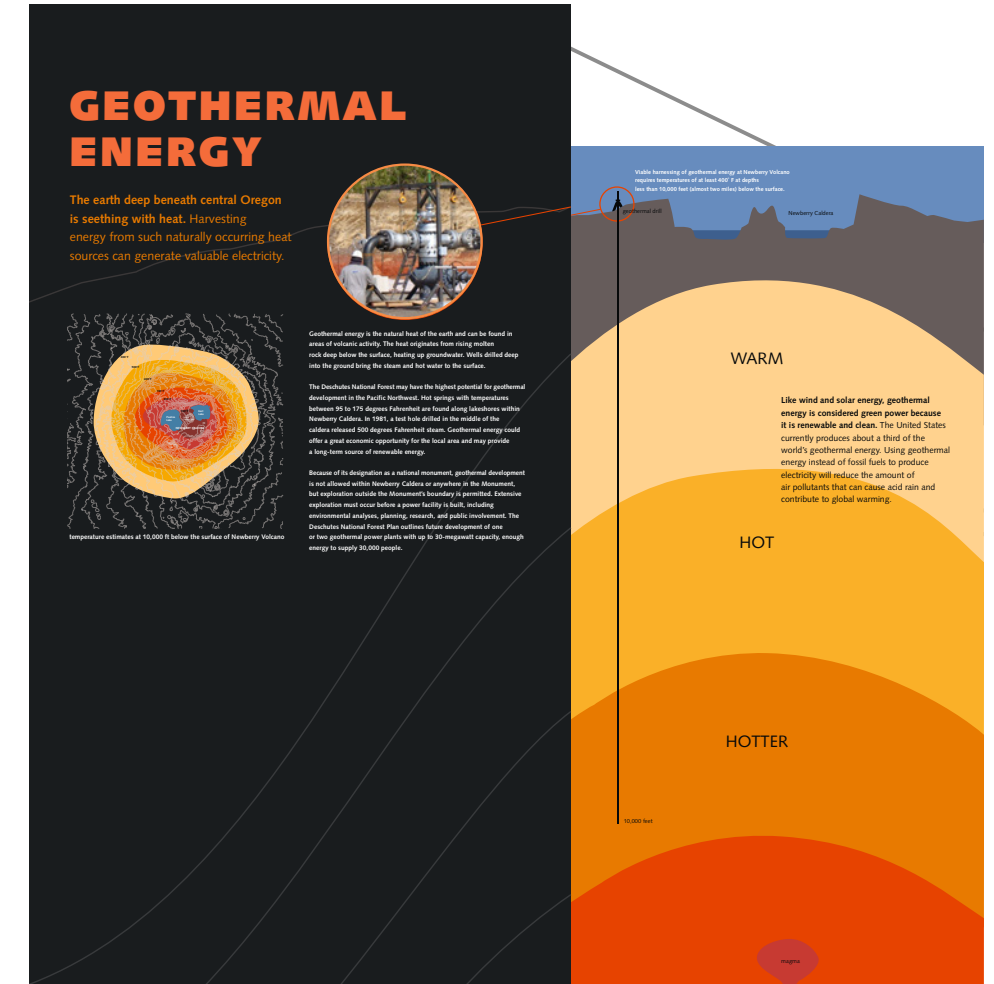
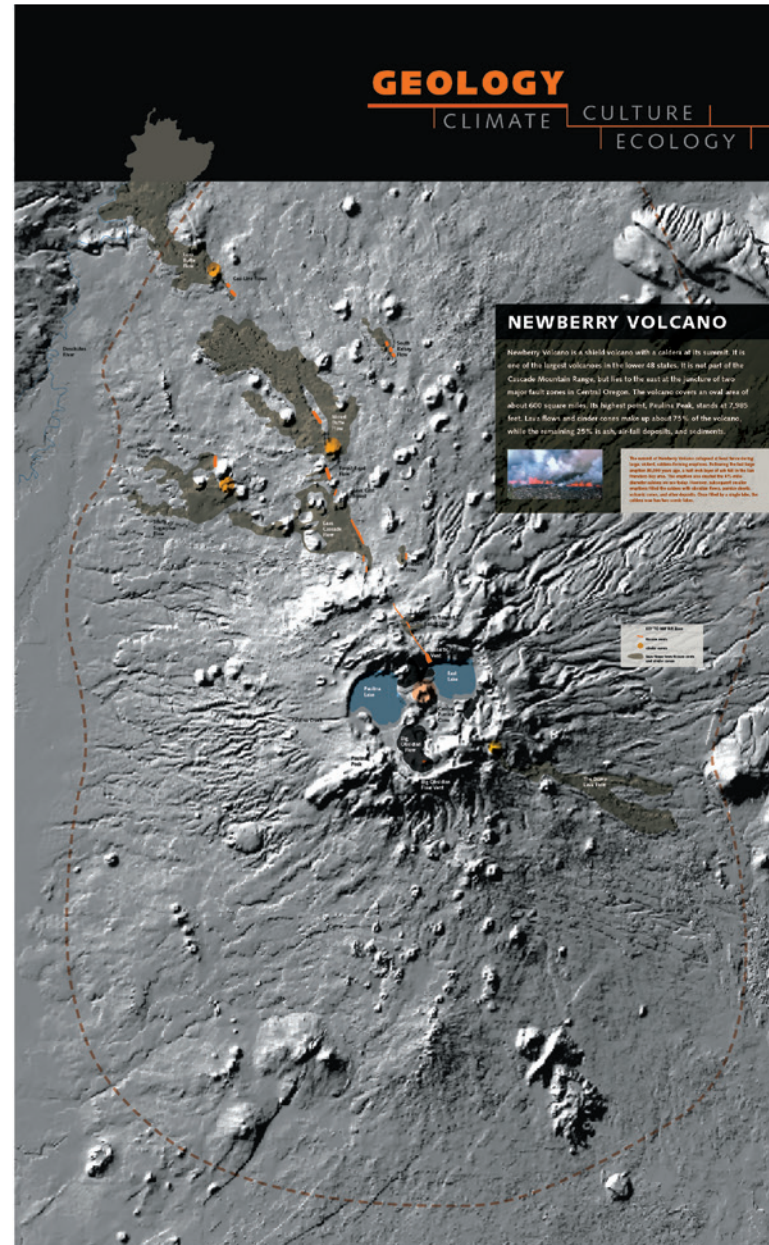
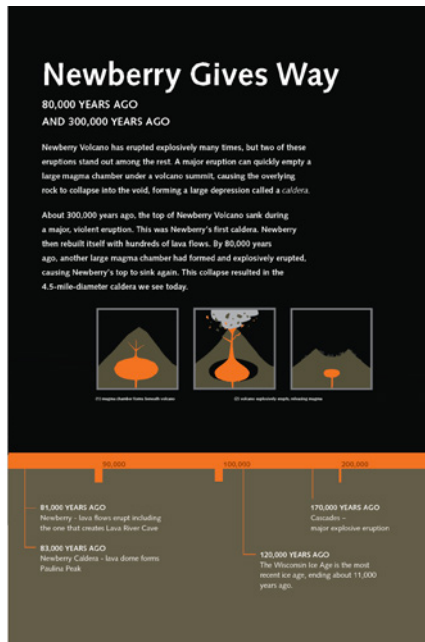


Exhibit Design: Lehrman Cameron Studio, Seattle WA

INTERPRETIVE SIGNAGE

Brightwater Treatment Plant

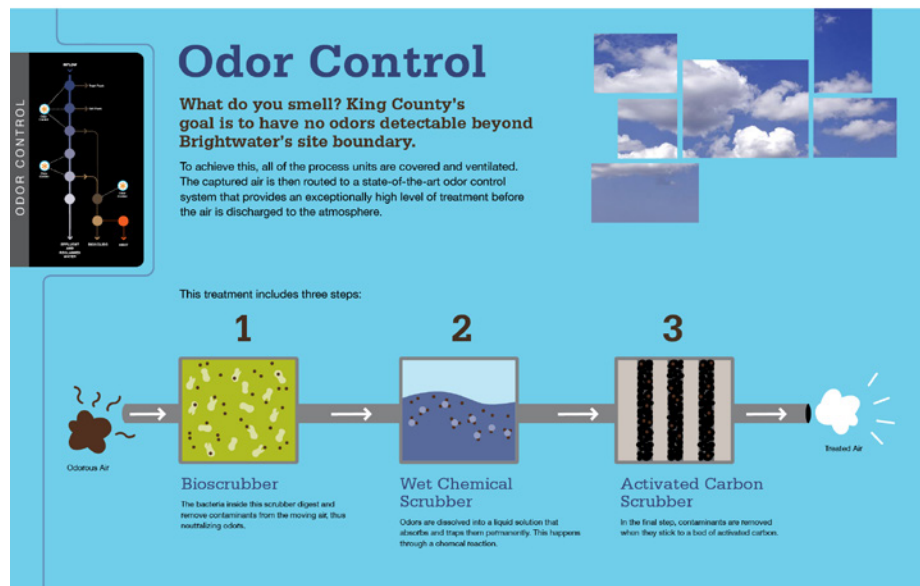
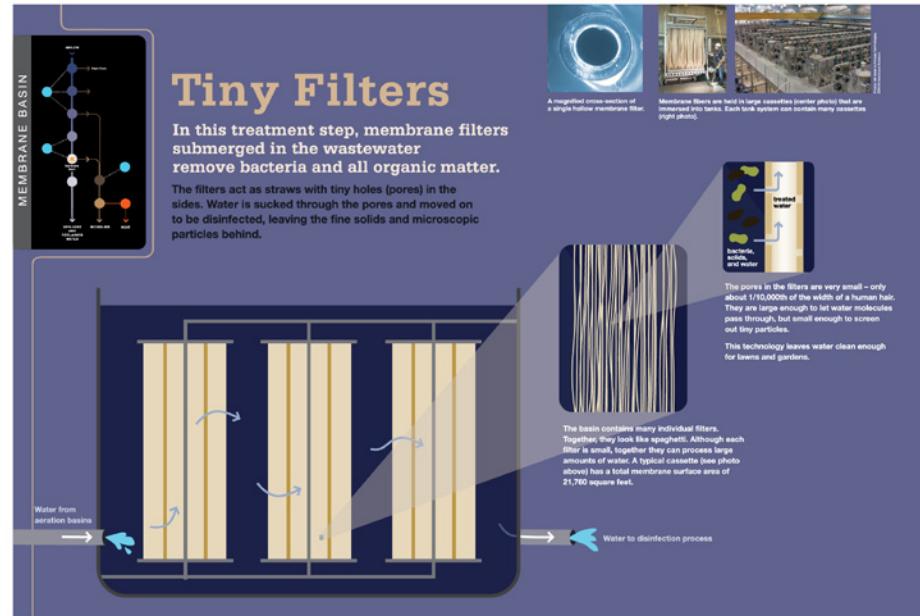
King County
Woodinville, WA

Graphics Role:

- concept/typicals
- visual identity
- panel layouts and revisions
- diagrams and illustrations

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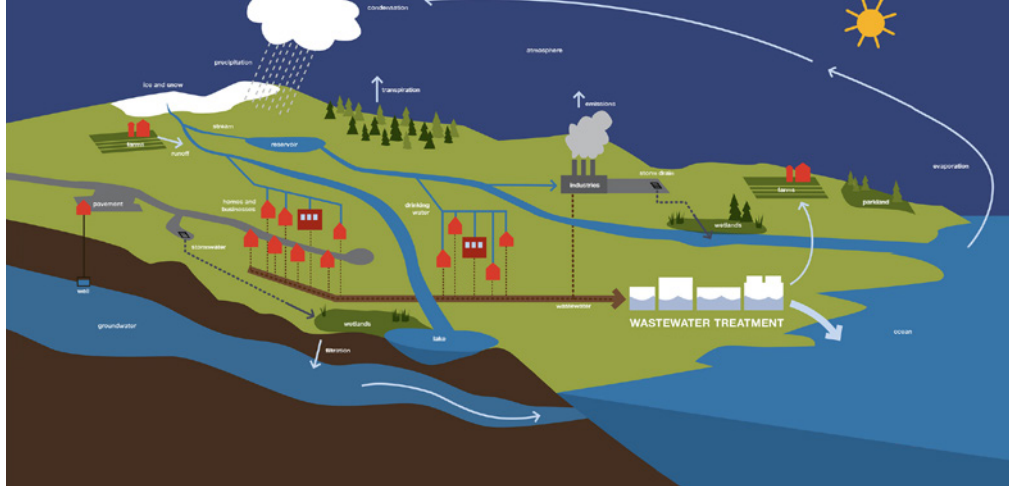
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Brightwater Treatment Plant

The Water Cycle

Nearly every molecule of water present when the seas formed on earth is still present on the planet. The water we drink could be the same water that dinosaurs drank. Human water use makes a big impact in the natural water cycle. Choosing the water after we use it helps ensure that we will continue to have clean water in the future.



The Brightwater facility treats millions of gallons of wastewater every day from Seattle-area homes and businesses. Twenty-four outdoor signs enhance interpretive tours of the plant and nearby walking paths, with illustrations and diagrams explaining the water cycle, the treatment process, and conservation practices.

Exhibit Design: Lehrman Cameron Studio, Seattle WA