



**Thomas Griebel
Designs**

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Welcome!

Hello! I'm Thomas Griebel and I am a graphic designer based in the Rochester, NY region. I currently work as a graphic designer for the RIT K-12 University Center. His favorite things to design are editorial, information, branding, wayfinding/signage, and advertising design.

Education

Rochester Institute of Technology

- 2021-2024
- BFA in Graphic Design
- Member, performer, and PR Chair of WADAIKO

Monroe Community College

- 2018-2020, Spring 2021
- A.S. in Commercial Art and Illustration with Honors.

Work

RIT K-12 University Center

- Worked under Jessica Small and Donna Burnette
- Part time graphic design student worker 2023-2024.
- Full time graphic designer 2024 - current.

Other

JGB SHIBUKI

- Member of the taiko group in Buffalo.



Rochester Rail System



Work Information

For my senior capstone project, I imagined a fictional light rail system in Rochester called the Rochester Rail system that transports passengers in and out of Rochester. While Rochester once had a trolley and subway system, the city and surrounding areas have become very car dependent, and the bus system isn't the greatest.

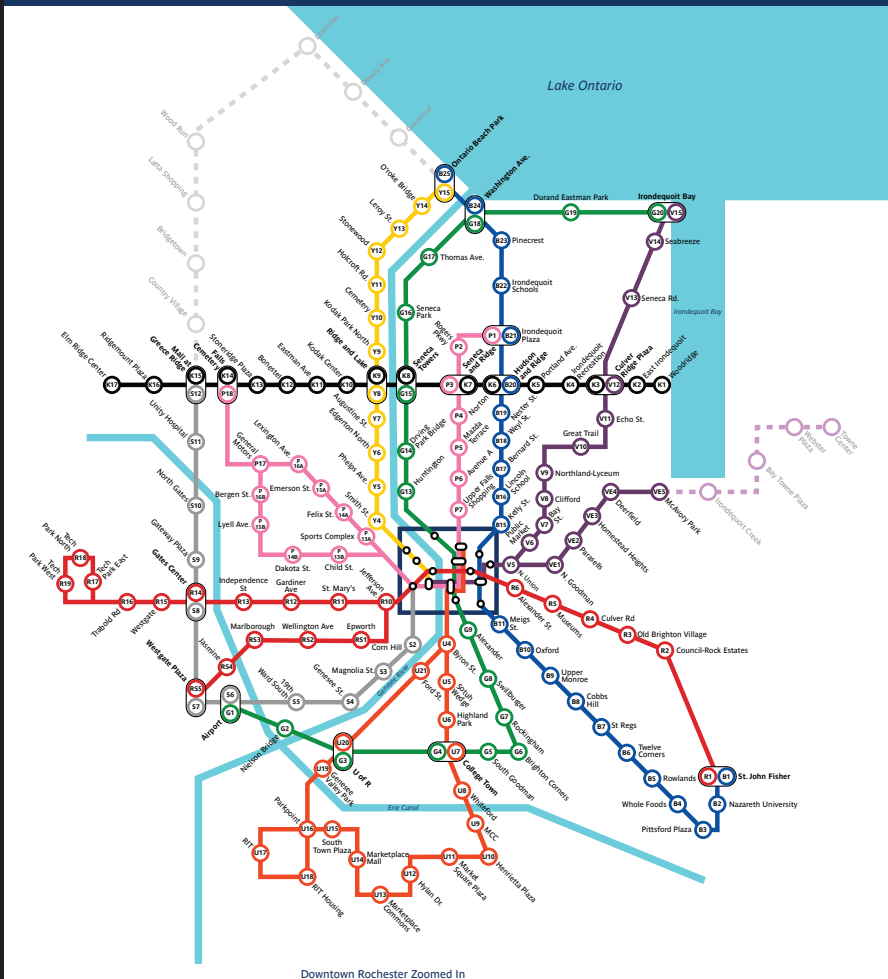
This light rail system is designed to help people who may utilize the system the most by focusing on lines that goes through areas of high poverty, as well as other areas such as colleges and universities, and high retail/employment areas such as Henrietta and Rochester Tech Park.

This capstone features a system map, line map, wayfinding signage, ticket machine screen, transit card, and long-term PSA announcements as a branding system for the system.



▲ Project on display during RIT Graphic Design Senior Capstone show.

RR SYSTEM Rochester Rail System SYSTEM MAP



Downtown Rochester Zoomed In



Legend

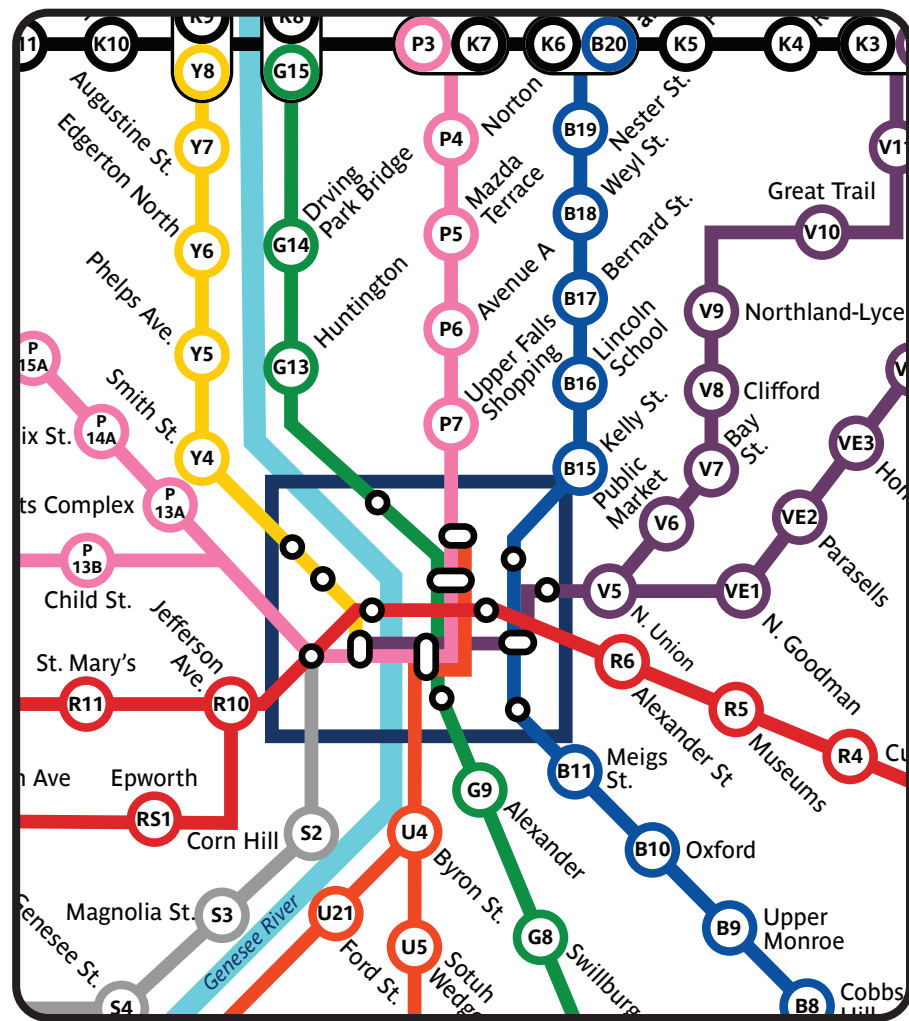
- Blue Line "B"
- Orange Line "U"
- Pink Line "P"
- Yellow Line "Y"
- Green Line "G"
- Red Line "R"
- Violet Line "V"
- Black Line "K"
- Silver Line "S"

- Station
- Connecting Station
- Old Brighton Village
- Future Expansion
- Body of Water/River/Canal

Map is not drawn to scale.

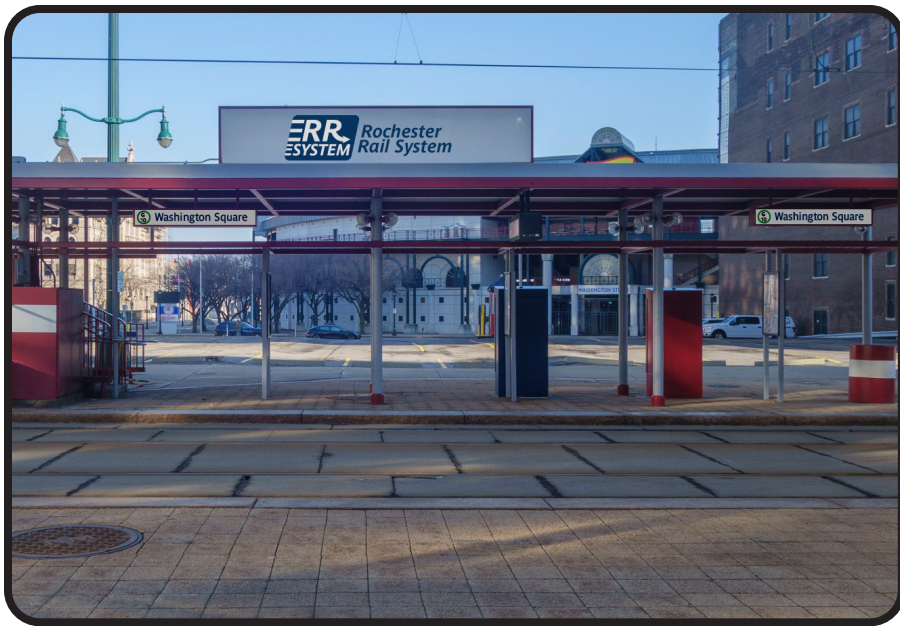
Emergencies?
Call 911

Rochester Rail System
(585) 555-1234
rrs.com



▲ Closeup section of the map.

◀ Overview of the system map.



▲ Example of a station.



▲ Mockup of an example of a long term PSA. This can also be used as ad space.



▼ Mockup of a system map, and line map in use.



▲ Transit Card design. Instead of swiping, you tap to pay your fares, and can also support digital wallets such as Apple Wallet.

► Examples of signage telling people where the nearest station is, and how far at a standard walking pace.



▼ Station kiosk for new transit cards, or to refuel for fare balance.

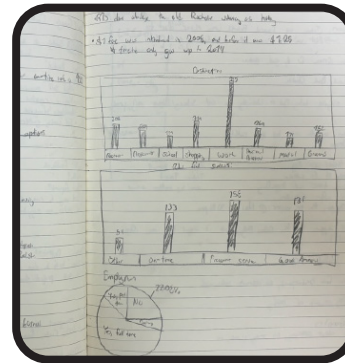
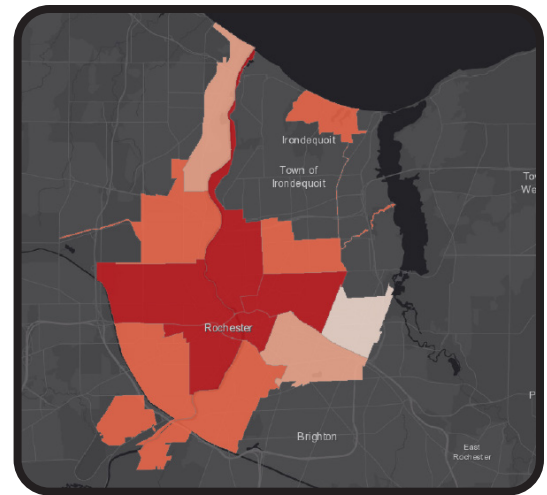


Research and Development

This project was a years long effort involving sketches, research, field research, and feedback and advice from my advisors. I studied various light rail systems across the United States such as Pittsburg and San Diego to see what they do, how they brand their system, and what I like and don't like about it. I also did some research about Rochester Regional Transit System (RTS) and how the bus system operates, plus their vision.

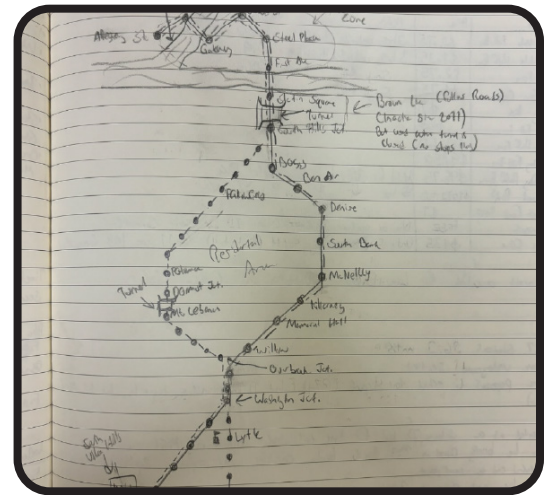
I also traveled to Buffalo as they have a light rail system, and Buffalo as a whole is similar to Rochester. I rode on their system and took some notes on what I liked about the system (such as the system being fully handicap accessible), and what I didn't like about the system (such as no Apple Wallet support). Overall, I thought the system does it's job, and would make a good base for Rochester's Light Rail System I had in mind. Some finalized mockups in this project come from Buffalo.

► Poverty map of Rochester, NY. These areas would be my system's main focus.



◀ Some notes from an RTS report about ridership.

► Pittsburg Rail System visualized.





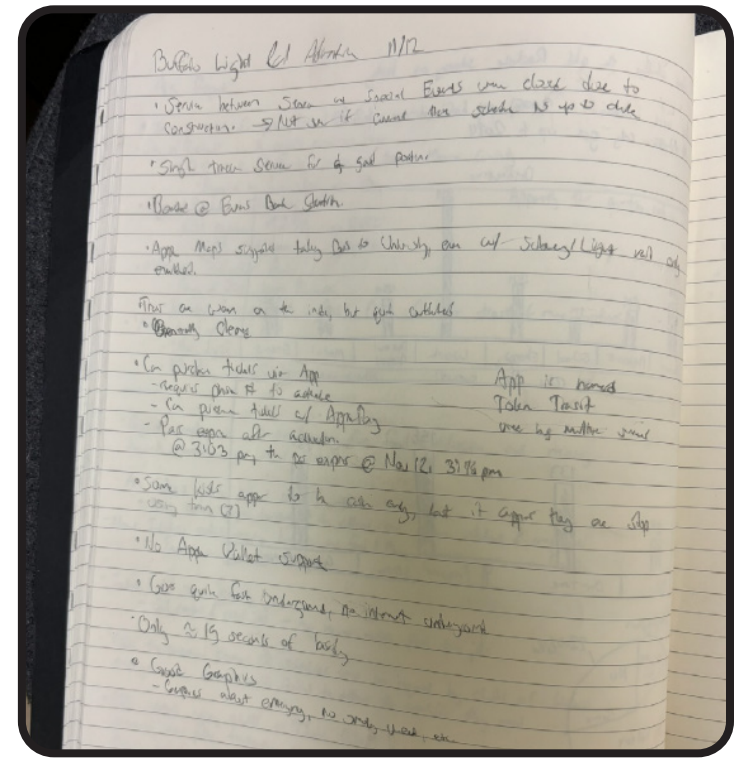
◀ Overview of a station in Buffalo. The system is fully handicap accessible, making it a good base for this project.



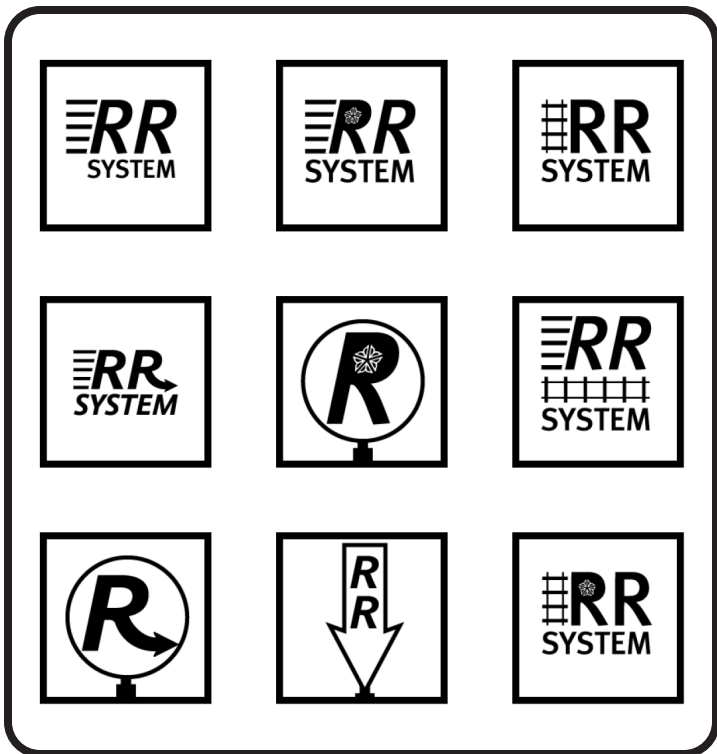
▶ Station Signage



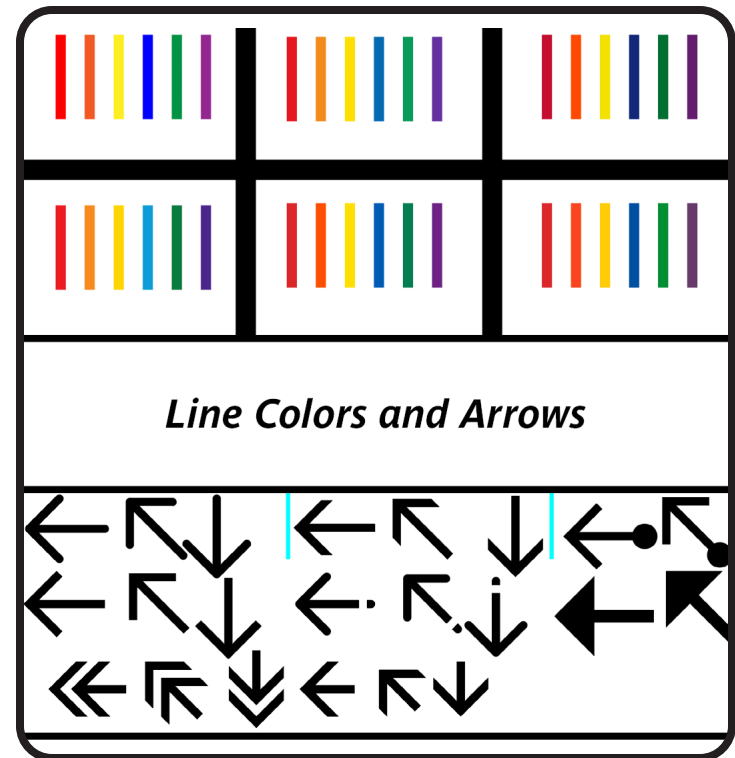
◀ Map and system information. The map does it's job, but it feels stuck in the late 90s. I wouldn't have known this was a modern poster if it wasn't for the "FACE MASK REQUIRED" message on it.



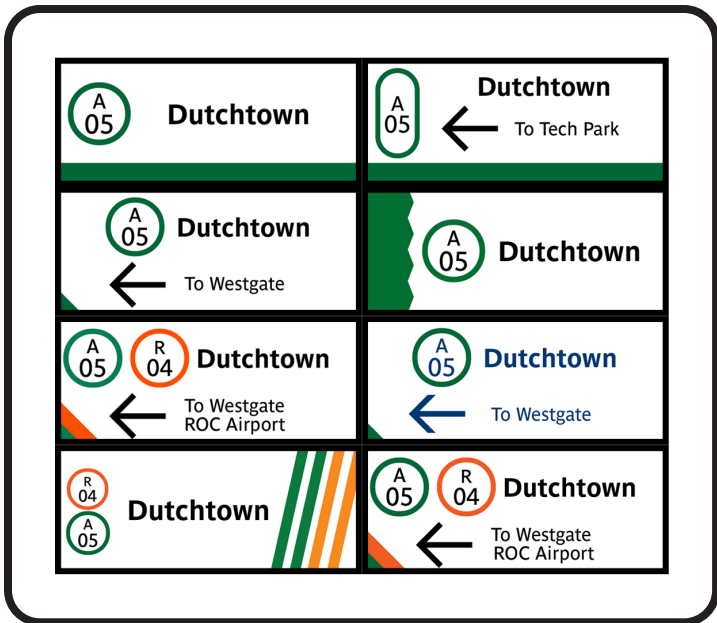
▶ Notes I took during my adventure about the system.



◀ Some logo designs, including an idea to have station markings, similar to Boston's T system.



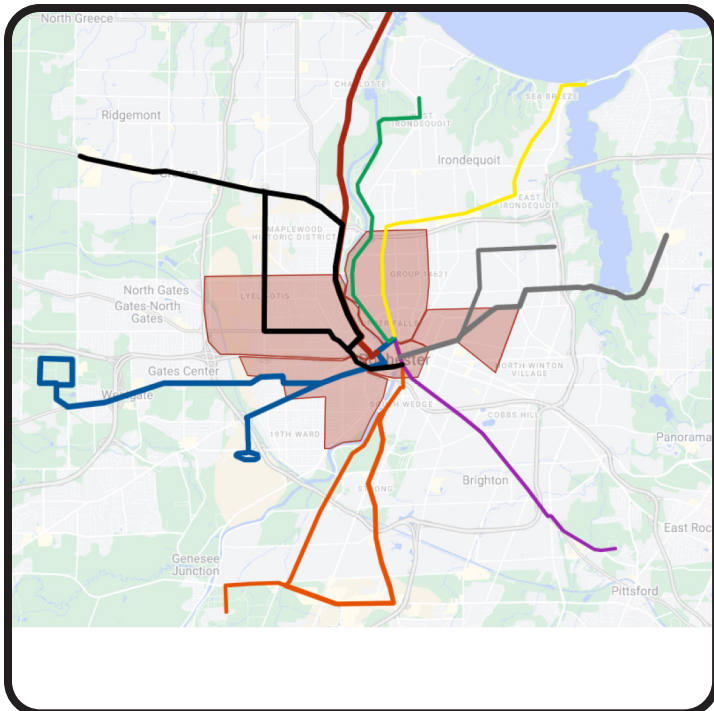
▶ Some line and arrow ideas I experimented.



◀ Early wayfinding station signage.

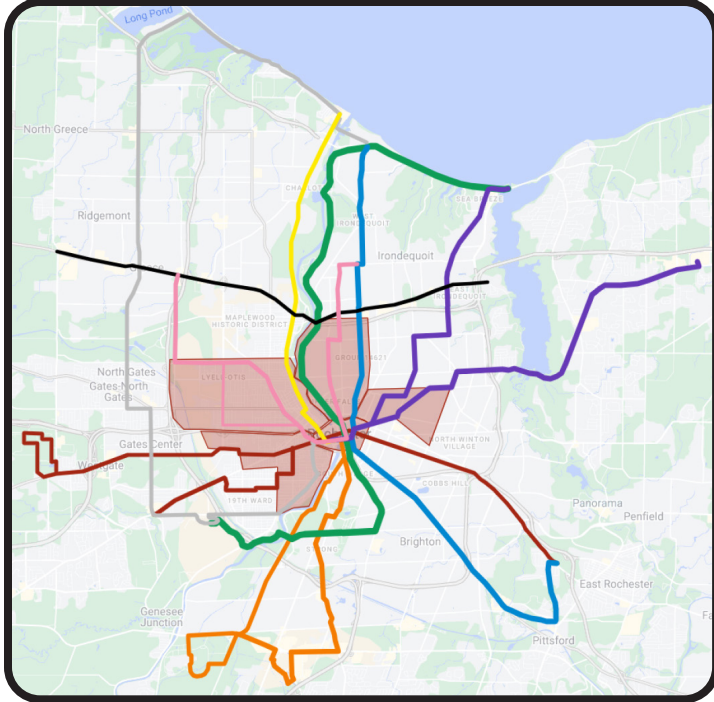


▶ Early signage that would appear to guide people to stations.



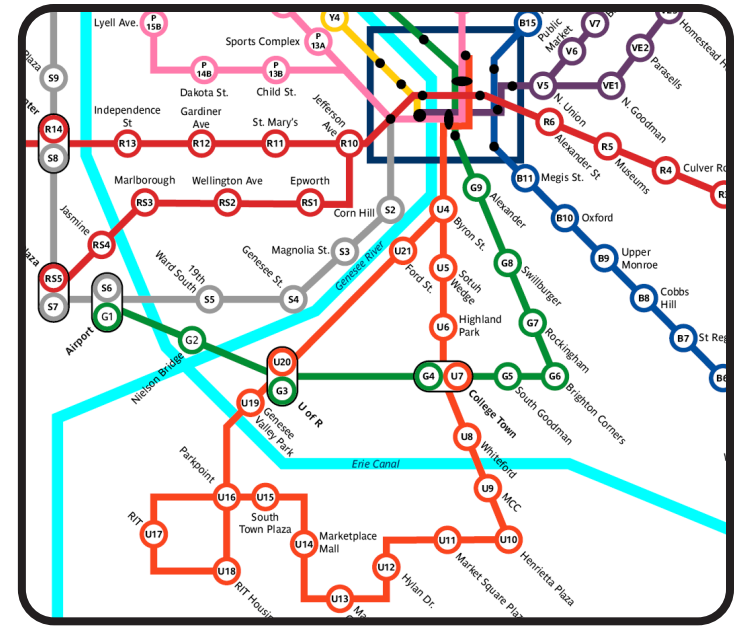
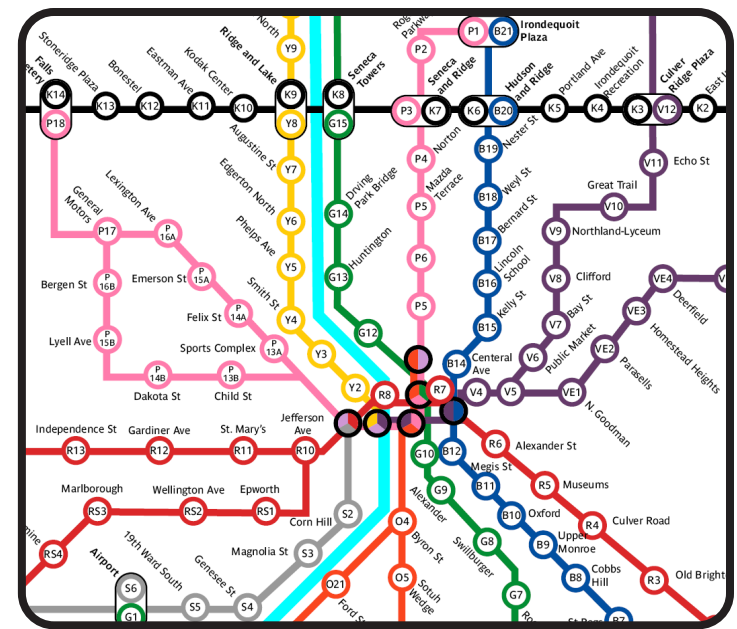
◀ First rough idea for the map layout. The red shaded areas represents the area in Rochester with a high poverty rate

▶ Early designed map, with all directions going vertical, horizontal, or a 45 degree angle.



◀ Near final map layout, with the lines more connecting while at the same time branched out, inspired by a documentary about Boston's T system.

▶ Updated map design from the previous image. In this version, the Orange Line's code was changed from "O" to "U" due to concerns it would've been mixed up with zero. I also made it so some line directions turn at an angle that's divisible by 30 degrees.



RIT K-12 University Center



RIT

Division of Academic Affairs
**K-12 University
Center**

Work Information

The RIT K-12 University Center is an academic affairs division of RIT with their goal is to create transformative opportunities for K-12 youth and educators on science, technology, engineering, art, and mathematics, also known as STEAM, to inspire the next generation of innovators. They serve more than 5,000 youth per year, and have a collection of initiatives that include campus engagements, virtual and in-person enrichment, school partnerships, internships, college and career readiness programming, and more.

During my time at the RIT K-12 University Center, I created lots of graphics and templates for the team and their partners. All projects follow RIT's branding guidelines, or their partner's branding guidelines such as the United State Educational Outreach Program (AEOP).



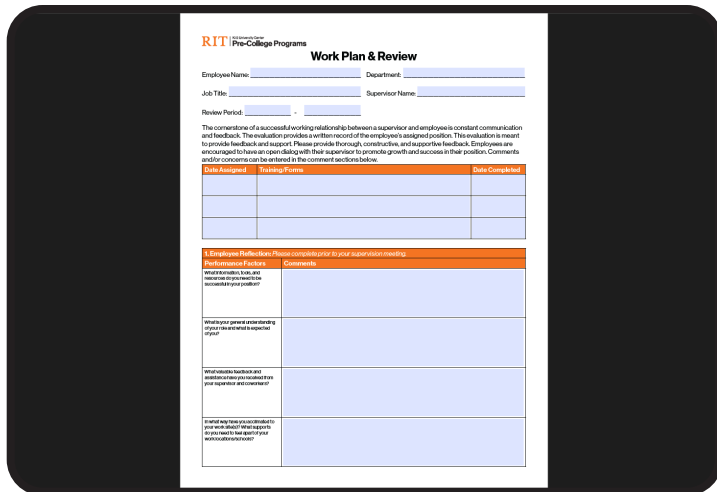
▲ Camp Tiger TV Ad Display that was displayed across the RIT campus.



▲ Visitor Parking Information sheet given to visitors who come to our building.



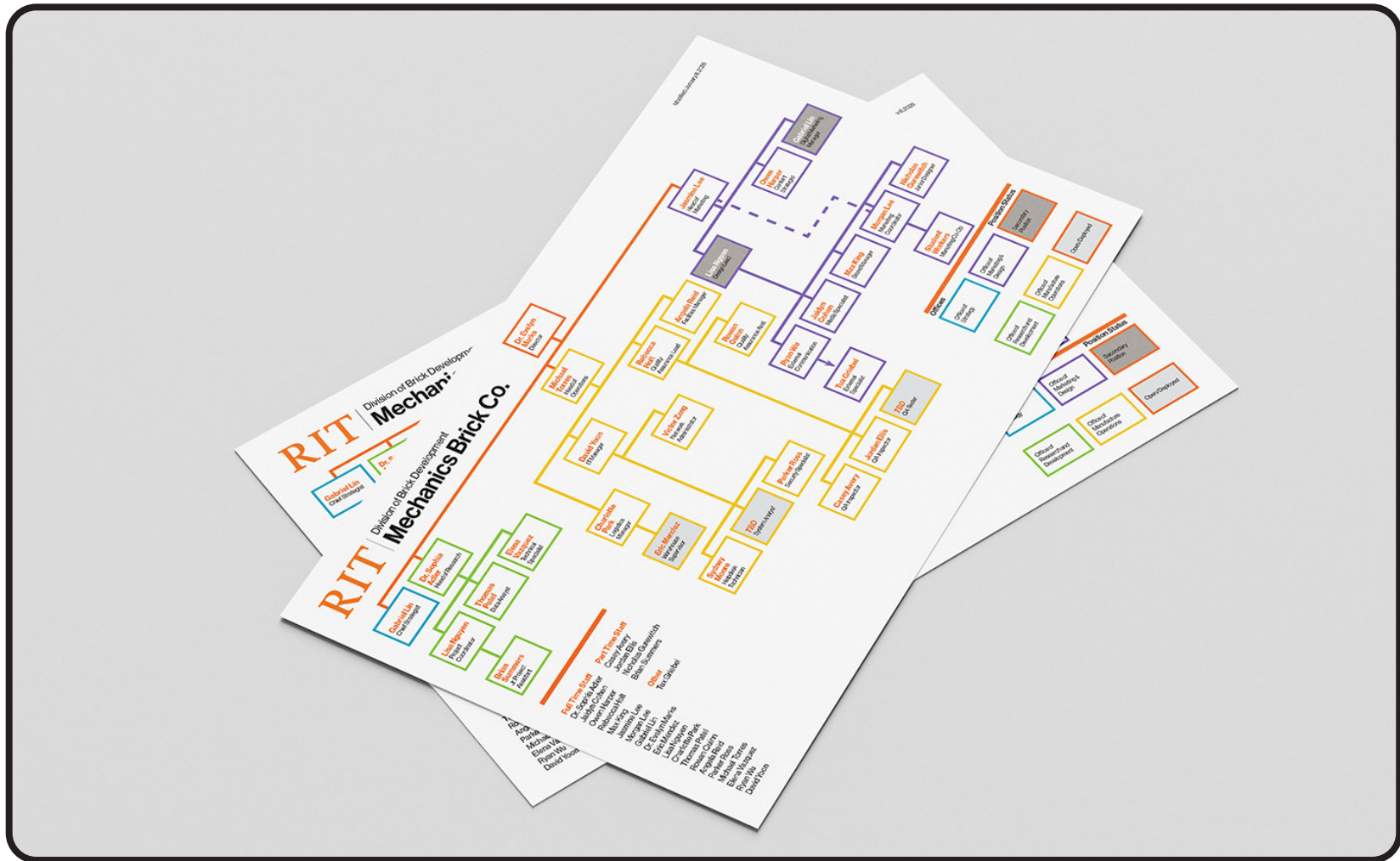
▲ Camp Tiger flyers for each individual camp.



▲ K-12 University Center Pre-College Programs Work Plan & Review packet (first page pictured).



▲ Camp Tiger flyers for the Rochester Prep School.

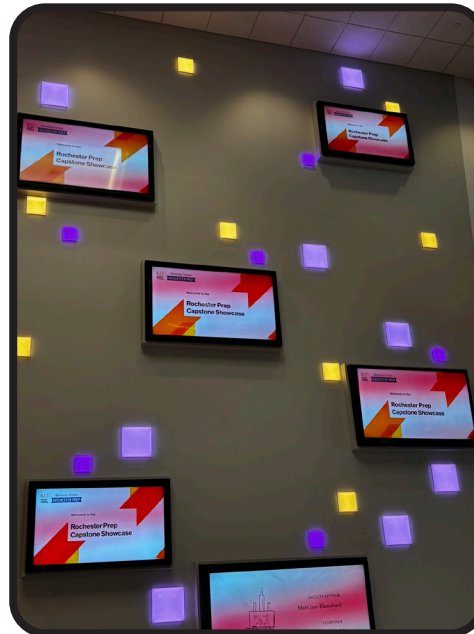


▲ Staff Organization Chart (8.5 x 14) that follows RIT's branding. The chart lists offices each member is a part of, their position status, and if they are full time or part-time.

Note: Per compromise, chart information shown here, including names and positions, is fictitious.



Materials created for the RIT-Rochester Prep High School Capstone Showcase. These include a folded pamphlet, as well as a welcome screen that was showcased all across RIT MAGIC Spells Studios.





▲ Different logo variants for Tiger Tales for RIT's Margaret's House.



▲ AEOP Internships and Fellowships Masterclass badges for intern and fellow's LinkedIn profiles after completing a class.

Adobe InDesign

In Adobe InDesign, the gradient effect is applied with the Gradient Feather Tool. First create the polygon that will have the gradient. Once the polygon has been created, create a frame over the polygon. Now place the graphic into the frame that you have created. Make it so the graphic fits the frame.

Once the graphic is set up, select the Gradient Feather Tool and click on the graphic that you have just placed. It should now have the gradient feather effect on it. Double click on the Gradient Feather Tool and then adjust the stop points for the transparency to 20% opacity (or less if needed) at the location of the stop point for the dark purple color stop point, and 80% for the color stop point for the purple color stop point. It is recommended to group these layers so they stay together when adjustments are made to them.

Top Layer:
Graphic Feather Gradient

Bottom Layer:
Gradient
No effects

Color: Dark Purple
Location: 20%

Color: Purple
Location: 80%

Graphic Elements 39

Purpose

The purpose of this branding document is to provide guidance on the branding for the AEOP Internships and Fellowships. The guide helps ensure all brand materials are consistent throughout the brand, as well as a reference document for those who work with the brand, no matter how much they work with the brand. It is designed to give designers freedom and flexibility to design aspects of the brand, while at the same time ensuring a consistent style across all forms of media.

This document is intended to be easily understood by users who have an understanding in graphic design or related design field as well as those who do design work who are not graphic designers, or related design field. Therefore, this document also includes more tutorials at certain sections that are designed to help the users use the program while at the same time giving users the confidence that they're following the guidelines of the brand.

AEOP Internships & Fellowships
Branding Guidance Document

Color 1

Purple Gradient (No Overprint)

The purple gradient is when a dark purple transitions to the regular purple, or vice versa. When used with backgrounds, it provides a distinctive look to the brand, especially once the graphic is applied (see page 30). This gradient should only be used as backgrounds, or as part of a header, and should not be applied to smaller applications.

To apply the gradient normally, with just normal colors, you will need to set the stop points for the purple and dark purple colors. If you are using Pantone colors in the gradient, go to the next paragraph for instructions. Set the start stop location to 20% and the end stop location to 80%, and the midpoint is set to 50%. The start and end point locations should be purple and dark purple respectively, or vice versa.

For a purple gradient with Pantone Color and a Pantone Black color, the process starts the same way as shown on page 13. If the Pantone Black color is being used, see page 19 for instructions. Once set up, you are going to create a transparency gradient of the black layer. If using Adobe Illustrator, assume the Black layer's opacity is set to 80%, set the Pantone Black color at 20% with an opacity of 100%. Then set the end Color Stop at 80% with an opacity of 0%. The color in the stop points will be the Pantone Black color. In Adobe InDesign, use the Gradient Feather Tool for the effect. Select the Black layer and assuming the Black layer's opacity is set to 80%, set the first location to 20% with an opacity of 100%, and the second location to 80% with an opacity of 0%.

There may be some cases where the start and end stop locations are at a slightly different location. If that's the case, ensure that at the stop location each side is a distance away from the edge of the medium to fill show the purple and dark purple colors. You can also set it to the higher side of the gradient at 20%, and the darker side at 80%, as long as the gradient on the actual graphic is appropriate. For a list of examples, see page 14.

If you are using Inkscape to create graphics which feature the gradient, see page 17 for instructions to replicate the gradient.

Top Layer:
CMYK Black
80% Opacity
Gradient

Bottom Layer:
Pantone Black
No effects

Color 16

Pictograms

AEOP Internships and Fellowships pictograms should go alongside as a complementary term to go alongside with text. They are designed to help illustrate visual elements that are easy to understand and can work with physical and print applications, both large and small. The pictograms on the right are only a small sample of what pictograms are provided.

The pictograms are available in five color variants: Black, White (NO), Purple, Yellow, and Multi-Color (consisting of Purple and Yellow). They are also available in the following formats: PNG (in four sizes), PDF, SVG, and AI (Adobe Illustrator file).

When placing a pictogram, they should be no smaller than 23 pixels for digital applications, or 3.2 inches for physical applications on their longest length.

The pictograms provided won't cover every case but can be used as a guide for when a new pictogram needs to be created. When creating a new one, ensure the pictogram can be applied with all five color variants for consistency, and that it meets details of the program as well as form as small as the minimum size from the previous paragraph. When exporting the pictograms, the required formats to export them are PNG, and PDF.

Though not provided, the pictograms can be animated to help tell a story or to further grab interest in the audience.

Black Pictograms

White (NO) Pictograms (Black Background Added)

Purple Pictograms

Yellow Pictograms

Multi-Color Pictograms

Graphic Elements 42

Header Placement

On a full page sheet of paper, this is the specifications on how the header looks. If you have rows guidelines enabled in Adobe InDesign, the size of the header should be based on the rows, as it should sit on a row line.

Regardless you are using rows in Adobe InDesign or not, the size of a large header that will show text should be set to a minimum of 1.1 inches tall from the top of the page, or the closest row to 1.1 inches from the top of the page. It must be able to support the logo and a maximum of two large text lines from the top of the margin, close to the yellow line on the bottom of the header. The text and logo should not touch or be standing on the yellow line.

In the event where the title is very long and making the text smaller isn't feasible (meaning the title text is very small), then you can adjust the size of the header to support three lines of text. If you do this, adjust the text to the title is only slightly bigger than the AEOP Internships and Fellowships logo when shown as three lines tall.

For a small header, the size should be set to a minimum of 0.75 inches tall from the top of the page with a logo, or the closest row to 0.75 inches from the top of the page. This also makes the header small, tall enough to make the text large and distinctive from the body copy. For a header without a logo and text, the size should be set to a minimum of 0.5 inches, or the closest row to 0.5 inches from the top of the page. Ideally, a portion of the header should go outside of the margins.

Layout 46

Typography

Changing the Typeface

Do not change or replace the typeface that has been provided or use unapproved fonts. Having a different typeface for media should only be used for limited, special occasions, but should still have the normal typefaces present.

Wide/Thin Tracking

Allowing wide or thin tracking between each character can make the copy more difficult to read. The amount that is too wide or too thin will depend on the type size.

Large/Small Leading

Allowing large or small leading between each line can make the copy more difficult to read. The amount that is too large or too thin will depend on the type size.

Text Effects

Text effects should only be used for limited, special occasions with only appropriate effects (such as no drop shadows, 3D, etc.). Outside of special occasions, there should be no special effects to the type.

Special Report
An event of the top with readability each gradient to body of the document or the body of the document or the body of the document.

AEOP Internships and Fellowships

Typography 30

▲ A selection of pages from the AEOP Internships and Fellowships that I have created after a branding refresh from Blake Learning Solutions. I did this project after there was no guidance on the new branding style and our design ideas felt all over the place with no uniformity. While I lead the project, this project was done in collaboration with Blake Learning Solutions and the AEOP I&F team at RIT.



AOEP Internships and Fellowships business cards that were updated by me based on the new branding system.





▲ NY-Upstate JSHS 2025 Regionals materials which I designed the graphics for, from pamphlets, to challenge coins, as well as a t-shirt design.



▲ AEOP Internships and Fellowships Booth design (see page 28 to learn more about this project).

AEOP Army Educational Outreach Program (AEOP)
Additional Stipends Justification

Complete the following form for additional stipends that your lab provides to program participants. The completion of this form will be required on an annual basis.

Select Yes if your lab provides this additional stipend. Enter a flat dollar amount or dollar range. Provide a justification as to how the dollar amount or dollar amount range was determined.

EXAMPLE

Healthcare allowance
 Yes
 No
 Amount (Dollar or Range): \$300 a month
 Justification:
 Average cost of a health plan in our area for individuals in the 25 - 35 year age group is around \$400 a month. Individuals must provide documentation of health care coverage in order to receive the monthly healthcare allowance.

Start filling out the form here.

Lab Name: _____
 Local Program Coordinator Name: _____
 Date: _____

Healthcare allowance
 Yes
 No
 Amount (Dollar or Range):
 Justification:

▲ AEOP Additional Stipends Justification PDF form. Certain fields appear only when certain fields are selected.

WADAIKO Branding Upgrade



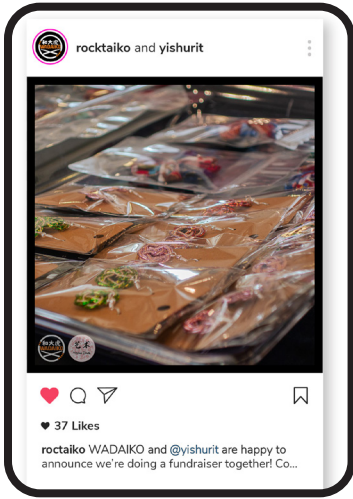
Work Information

WADAIKO is a taiko drumming club at the Rochester Institute of Technology that was established in 2016. In 2023, I was elected to be the PR Chair of the club and during my time, me and my assistant developed a new branding strategy for the club as it felt incomplete and not unified.

Our branding strategy solves these problems by making an engaging system that can work in both print and digital. This branding strategy was also applied to photography and videography. As a result of our initiatives, we experienced growth in engagement on social media, garnered an increase interest in performances within RIT and Rochester, and being featured on a TV show in Atlanta.

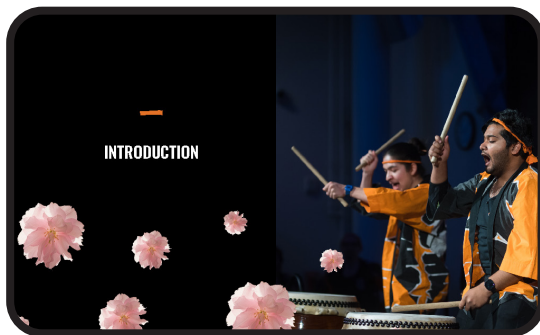
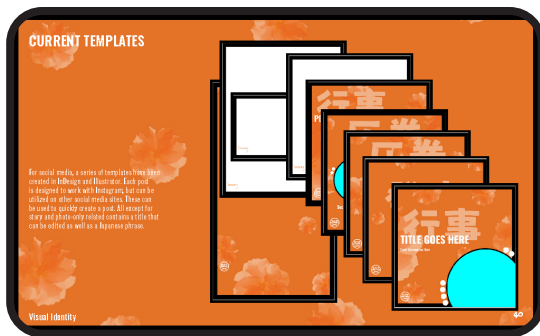


▲ WADAIKO flyer primary given out during RIT's Club fair. The front cover was designed by Olivia Wong.

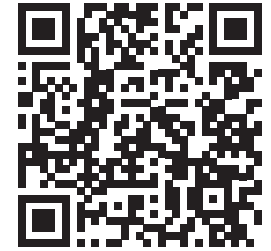


▲ WADAIKO business cards.

▲ Various social media posts featuring announcements and highlights from events.



▲ Selection of pages from the branding guide I created. During the making of the guide, I took into account there could be people working on branding with limited knowledge of Adobe's programs, so various tutorials are also included for common tasks.



▲ YouTube thumbnails of performance videos that were edited by me, including the addition of closed captioning. Scan or click on the QR codes to watch the videos.



▲ Various photographs taken during practices, events, and performances that were also part of our branding strategy. Some photos feature WADAIKO's sister club, Yishu Club.

AEOP Internships and Fellowships Booth Design



Task

To create a new trade show booth design for the AEOP Internships and Fellowships that goes along with their new branding.

Solution

After deciding with the team what booth setup they wanted, I designed the booth that's designed to stand out amongst the other booths, and solving other problems from their previous design. It features a backdrop, feather-flag, mini-banners, a table cloth, trunk table, and a curved banner. After the booth's first use in an event, it was an instant success to attracting more event attendees.



▲ Closeup of the Mini-banners and trunk table.



▲ Closeup of the backdrop.



▲ The booth fully setup during an event.

Letchworth State Park Posters

Letchworth State Park



Completed the Great Corner of the Great Letchworth State Park and established the William Flax Letchworth State Park in 1907. The State Park is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

William Flax Letchworth discovered the area on a hunting trip from the nearby town of Forestburg in 1853. He bought the area and sold 100 acres to the State in 1857 and made it his lifelong project to preserve the land and bring it open to the public. In 1866, he returned to the State of New York, and officially became a State Park in 1907. The park is now a State Park.

and reflect the site's historical significance. The park is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

Mount Morris Dam is a 40-foot dam that was built in 1956 to protect downstream dams. It is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

Lower Falls is a 100-foot waterfall that is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

Gardeau Overlook/Reservation is a 100-acre reservation that is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

Humphrey Nature Center is a 100-acre nature center that is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

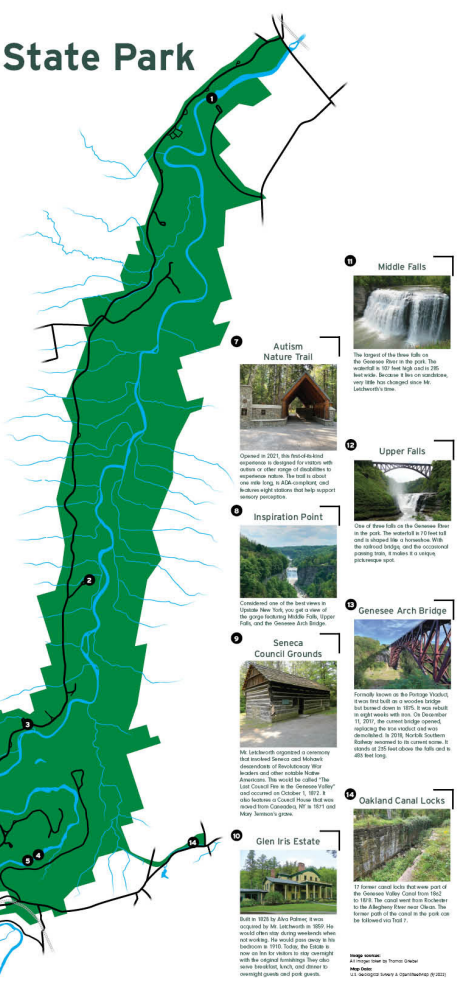
Wolf Creek is a 100-foot waterfall that is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

Seneca Council Grounds is a 100-acre council grounds that is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

Stone Footbridge is a 100-foot stone footbridge that is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

Oakland Canal Locks is a 100-foot canal locks that is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

Glen Iris Estate is a 100-acre estate that is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.



1 Middle Falls
The largest of the three falls on the Genesee River in the park. The waterfall is 107 feet high and 200 feet wide. Because it flows on sandstone, the water has changed since Mr. Letchworth's time.

2 Autumn Nature Trail
Opened in 2002, this 1.5-mile trail is designed for visitors with vision and other sensory disabilities to experience nature. The trail is about one mile long, is ADA-compliant, and features eight stations that help improve sensory perception.

3 Upper Falls
One of three falls on the Genesee River in the park. The waterfall is 120 feet tall and is composed of sandstone. With the railroad bridge, and the surrounding parking area, it takes 4.5 miles to get to the top.

4 Inspiration Point
Inspiration Point is a 100-foot overlook that is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

5 Genesee Arch Bridge
Formerly known as the Heritage Visitor Center, the bridge was built in 1910 and is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

6 Seneca Council Grounds
Mr. Letchworth organized a company that bought Seneca and Mohawk descendants of Brookhaven, New York, and other nearby lands. The Seneca Council Grounds is a 100-acre council grounds that is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

7 Oakland Canal Locks
10 former canal locks that were part of the Genesee Valley Canal from 1862 to 1902. The canal was built from Rochester to Seneca Falls. The locks are a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

8 Glen Iris Estate
Built in 1928 by Alton Palmer, it was owned by Mr. Letchworth in 1960. He would often use the driveway to the estate as a parking area for his cars. The estate is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.

Letchworth State Park History

Historical Era

10,000 Years Ago
The first human beings to visit, among the 13,000 years ago, eventually burying the remains of the Genesee River and the valley. The valley was eventually buried by the ice. The valley was eventually buried by the ice. The valley was eventually buried by the ice.



Late 1600s
Though not the first to visit, the first to visit was the Dutch. The Dutch were the first to visit. The Dutch were the first to visit. The Dutch were the first to visit.



1797
The Treaty of 1797 was signed by the Seneca Nation and the United States. The treaty was signed by the Seneca Nation and the United States. The treaty was signed by the Seneca Nation and the United States.



1823
The Genesee Reservation was sold to white settlers and Mary Seneca would sell the remaining lands in 1851. The reservation was sold to white settlers and Mary Seneca would sell the remaining lands in 1851. The reservation was sold to white settlers and Mary Seneca would sell the remaining lands in 1851.



William P. Letchworth Era

1852
The wooden Heritage High Bridge is completed by the Erie Railroad with a passenger railway bridge. The bridge is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.



1859
Bullitt Seneca's William P. Letchworth purchases the State from the Seneca Nation. The purchase is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.



1862
After 15 years of construction, the Genesee Valley Canal is fully completed. The canal is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.



1875
The wooden Heritage High Bridge is replaced by a stone bridge. The bridge is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.



Early Park Era

1910
On December 16, Mr. Letchworth dies. The park is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.



1935
Camp SHAW of the Civilian Conservation Corps (CCC) opened in 1935. The camp is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.



1952
The Mount Morris Dam is completed. The dam is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.



1972
Five miles of new roadway over two miles (2.5 miles from Seneca Falls to the top of the dam) is completed. The roadway is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.



Modern Park Era

2005
Letchworth State Park was added to the U.S. National Register of Historic Places on November 4, for its significance of American, Commercial, and Cultural Architecture. The park is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.



2016
The Humphrey Nature Center opens. The center is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.



2017
On December 11, the wooden arch bridge was replaced by a stone bridge. The bridge is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.



2021
The new Mount Morris Dam is built. The dam is a gift to the people of New York State. It is a gift to the people of New York State. It is a gift to the people of New York State.



Task

Create posters that showcase the point of interests and history of Letchworth State Park that could be found at a visitor center, or a interpretative display.

Constraints

Each poster must be 18.5 x 25 inches.

Solution

The two posters I created featuring Letchworth State Park that can work together. The first poster features a map of the park showcasing some points of interests and giving a brief explanation about them. The second poster tells the history of the area from the glaciers once towering over the area, to the modern day.

Two versions of each poster are produced, a light version, and a dark version.



▲ Scan or click the QR code for a larger view of the posters.

Letchworth State Park

Considered the Grand Canyon of the East, Letchworth State Park was established when William Pryor Letchworth donated his State to New York State. While it is only about one mile wide, it's about 17 miles long that follows the Genesee River from Portageville in the South to Mount Morris in the North.

History in the area goes back before white settlers came to the area. Originally called Sanguhartha by the Seneca descendants of the Old One, they lived in the lands, including Mary Jemison, also known as the "White Woman of the Genesee."

William Pryor Letchworth discovered the area on a business trip from the nearby town of Tonawanda in 1855. He bought the estate and 100 acres of land in 1856 and made it his lifelong project of preserving the land and creating a space to rest and reflect. He also helped preserve Native American artifacts and became good friends with the Seneca who named him "Tio-no-ye-to-lah-ah," meaning the man who always does right. In 1906, he offered his land to the State of New York, and officially became a State Park in 1907. He continued to live in the estate until his death in 1930.

Over time, Letchworth State Park grew to 14,300 acres while still preserving the values in the area. The park has also seen many additions and changes such as the Mount Morris Club in the North, the replacement of the Heritage Trail in the South. This map will point to a selection of points of interest in the park that covers from the past before Mt. Letchworth discovered the land, to the present day with recent changes and additions.

1 Mount Morris Dam
Mount Morris Dam is a dry dam that was built in the 1930s to protect communities downstream such as Rochester from flooding. In normal conditions, the water passes through the dam. In 1972, it was truly tested by flood waters from Hurricane Agnes.

2 Lower Falls
One of three falls on the Genesee River in the park, it's about two miles away from Middle Falls, and is about 55 feet tall.

3 Gardeau Overlook/Reservation
In 1970, as part of the Forest of Big Trees, Mary Jemison, known as the "White Woman of the Genesee" was given 12,000 acres, known as the "White Woman of the Genesee" Reservation located here that also extends out of the present-day park boundaries. In 1823, most of the land was sold to white settlers and she left in 1831 to Buffalo Creek.

4 Humphrey Nature Center
Opened in 2016, the Humphrey Nature Center offers environmental education opportunities to all park guests of all ages. The programs that are featured in the building include how to observe the area around the park. Outside of the Nature Center there is an outdoor butterfly garden and a bird observation area open to visitors.

5 Wolf Creek
Wolf Creek is one of many creeks in Letchworth that flow into the Genesee River. It flows into a ravine where it drops 200 feet over four different waterfalls ranging from 28 feet to 65 feet. The area features rocks and a picnic area.

6 Stone Footbridge
Built by the Civilian Conservation Corps (CCC) in 1935 by Camp SP-49, it is considered Letchworth's greatest CCC project. It is the only footbridge that crosses the Genesee River in the park. When flood waters from Hurricane Agnes opened the footwaying regime established over the bridge. It without the bridge.

7 Autism Nature Trail
The origin of the three falls on the Genesee River in the park. The waterfall is 127 feet high and is 300 feet wide. Because it has no foundation, very little has changed since Mt. Letchworth's time.

8 Inspiration Point
Opened in 2021, this first-of-its-kind experience is designed for visitors with autism or other range of disabilities to experience nature. The trail is about one mile long, is ADA compliant, and features eight stations that help support sensory perception.

9 Seneca Council Grounds
Mt. Letchworth organized a ceremony that involved Seneca and Mohawk descendants of Revolutionary War leaders and other notable Native Americans. This would be called "The Last Council Fire in the Genesee Valley" and occurred on October 1, 1872. It also features a Council House that was moved from Canastota, NY in 1871 and Mary Jemison's grave.

10 Glen Iris Estate
Built in 1826 by Alice Patten, it was acquired by Mt. Letchworth in 1857. He would often stop during weekends when not working. He would come away in his badness in 1910. Today, the estate is now on loan for visitors to also overnight with the original furnishings. They also serve breakfast, lunch, and dinner to overnight guests and park guests.

11 Middle Falls
The origin of the three falls on the Genesee River in the park. The waterfall is 127 feet high and is 300 feet wide. Because it has no foundation, very little has changed since Mt. Letchworth's time.

12 Upper Falls
One of three falls on the Genesee River in the park. The waterfall is 70 feet tall and is shaped like a horseshoe. With the natural bridge, and the occasional passing train, it makes it a unique, picturesque spot.

13 Genesee Arch Bridge
Formerly known as the Portage Viaduct, it was first built as a wooden bridge but burned down in 1875. It was rebuilt in eight months with iron. On December 11, 2017, the current bridge opened, replacing the one that was destroyed. In 2018, Norfolk Southern Railway announced the current one, it stands at 235 feet above the falls and is 445 feet long.

14 Oakland Canal Locks
17 former canal locks that were part of the Genesee Valley Canal from 1842 to 1878. The canal went from Rochester to the Allegheny River near Olean. The former path of the canal in the park can be followed on Day 1.

Image sources:
All images by Thomas Gravel
Map Data:
© OpenStreetMap contributors, CC-BY, Imagery © Mapbox

▲ The park map poster showcasing a selection of points of interest plus a brief description about each location.

Letchworth State Park History

Historical Era


William P. Letchworth Era

Early Park Era

Modern Park Era

10,000 Years Ago

The first ice sheet begins to melt, exposing the U-shaped valleys it carved during 10,000 years ago, eventually forming the shape of the Genesee River that would later carve the landscape and create the thousands of acres. The towns of Portageville, Niles, Saratoga, Mount Morris, Tonawanda, and Cheesbrough lie in the U-shaped valley formed in the area.



Late 1600s

Though not the first inhabitants to step foot, Seneca Village begins to appear in the valley and several forts and forts along the Genesee, first appearing North and East of the modern park, later appearing far south near the modern Cheesbrough Arch Bridge. They would call this area, "Sagoyewung," or the "Vale of These Falls."




1797

The Treaty of Big Tree is signed by the Seneca Nation and the United States. It sets up nearly 6.5 million acres of reservation, one of them being the Genesee Reservation, with a portion of the reservation located within today's park boundaries. The area was home to Mary Jemison, also known as the "White Woman of the Genesee."




1823

The Genesee Reservation is sold to white settlers and Mary Jemison would sell the remaining lands in 1827. She would move to Buffalo Creek where she would die four years later at 10 years old. In 1874, she would return to the location to be reburied at the Council Grounds with the help of the Letchworth clan and some green grass broadcast.




1852

The wooden bridge William P. Letchworth completed by the Erie Railroad with a preliminary roadway before the first deck. It was said that at the time, it was the highest and longest bridge in the world. It stood at 234 feet tall, 820 feet long, and took 250 acres of ground to build. The bridge would become a tourist attraction.




1859

Buffalo businessman William P. Letchworth purchases the estate from Michael Smith and 100 acres of land. He discovers the area during a business trip to the present park on the railroad. His aim was long with building the bridge, to also enjoy the natural landscape. He would improve and protect the lands.




1862

After 20 years of construction, the Genesee Valley Canal is fully completed at the business boundary of the park. The canal connects the Erie Canal in Rochester to the Allegheny River in Colton, passing next to the gorge of the Genesee River. It was only profitable for one year and was abandoned by the state in 1878.




1875

The wooden bridge Letchworth ordered the steel bridge driven at a cost of 1.00 million on King of the River railroad bridge, now called the Portage Viaduct in 84 days with a new bridge, but without a preliminary survey. Work was later done in 1905 to replace some iron girders with steel.




1910

On December 10, M. Letchworth dies generally in the bathroom in his home at 87 years old. Before his death, he donated the land to the State to establish a State Park in 1910 but continued to live in his estate. He donated the land to support a proposed dam project upstream near Portageville that would change the area.




1935

Camp SP-41 of the Civilian Conservation Corps (CCC), created by FDR's New Deal Program, begins construction of the stone building that covers the Genesee River. It was built near the Lower Falls and is considered the CCC's greatest Letchworth Park project during the program.




1952

The Mount Morris Dam is completed at the business boundary of the park. The dam is a dry dam, with the job of preventing construction of the North River and the Lower Falls and is considered the most notable project through the dam. It is owned by the U.S. Army Corps of Engineers.




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Five days of rain falling over ten inches (24" and ten inches) along the Southern Tier of New York, causing major flooding in the park. Supplies of water upstream over the bridge, while it is up of the dam. It was only a few weeks of rain each away from flooding over the park.



2005

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2016

The Huntington Habitat Center opens in the park near Inspiration Point. It offers environmental education opportunities around the park for school groups, adults, youth organizations, and the public. It has interactive exhibits, a butterfly garden, a bird observation center, and much more. The building is open year-round.




2017

On December 11, the wooden arch bridge was opened to east traffic by North Southern Railroad, replacing the steel bridge that was demolished. It now stands at 200 feet tall, and 100 feet long. One year later, it was renamed the "Thomas Ann Bridge" and had one of the former iron structure removed where it was used.



2021

The Letchworth Historic Nature Trail opens in the park near the Huntington Habitat Center. It is a one-mile ADA compliant trail for people with developmental disabilities of all ages to help make it easier to explore nature. It also features eight stations that help support sensory perception.



▲ The history poster that tells the history of the area from the glaciers to the modern park today.

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▲ Both of the posters together, working as a system.

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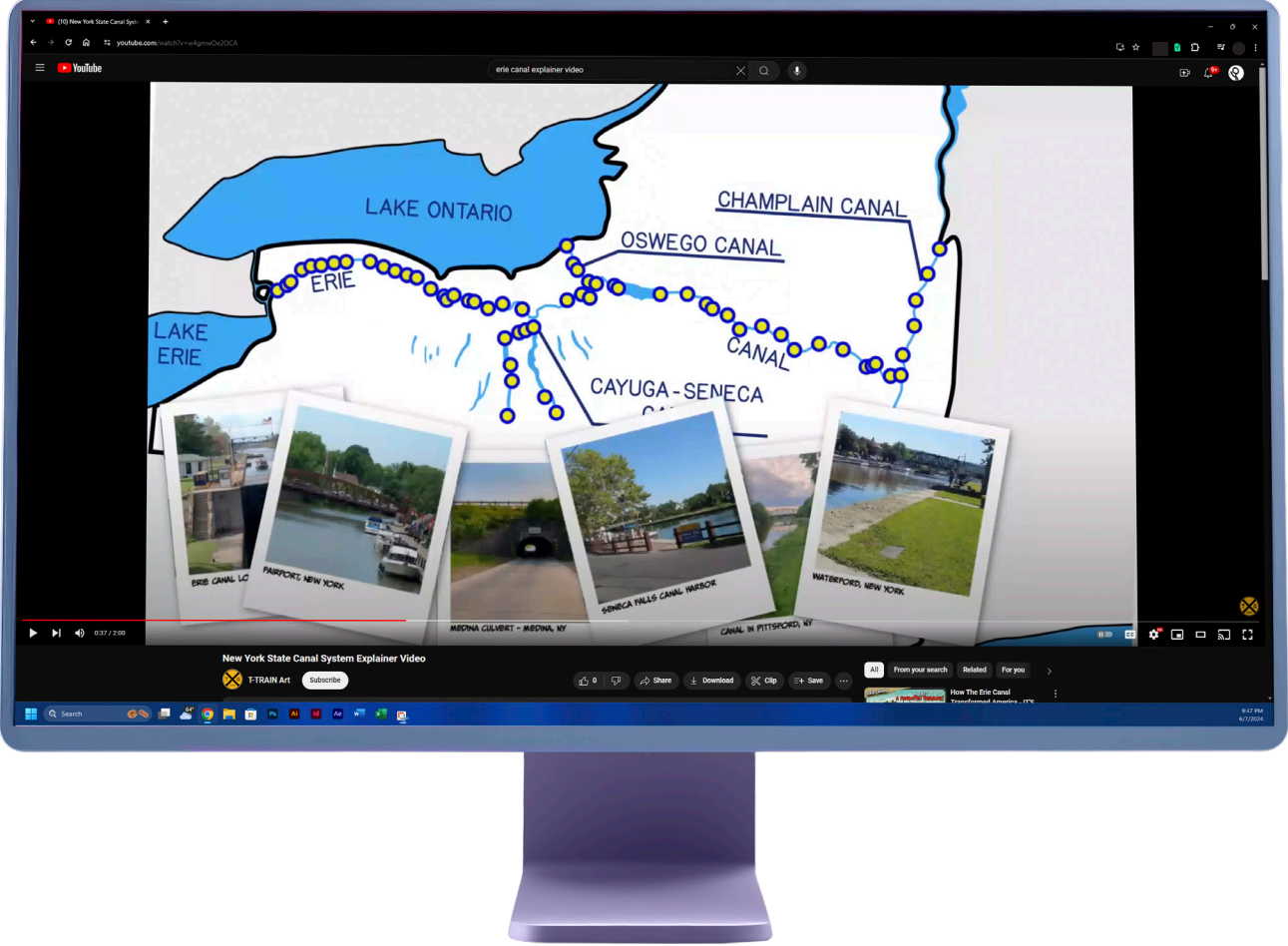
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▲ The dark version of both posters.

New York State Canal System Explainer Video



Task

To create an animated explainer video about the New York State Canal system with the primary audience being out-of-state tourists.

Solution

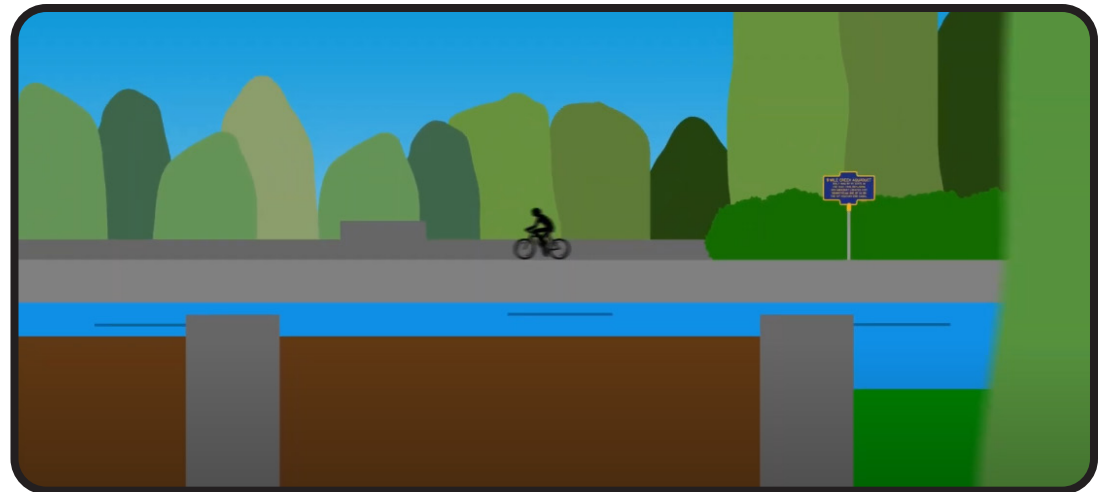
I created this explainer video about the New York State Canal system that gives a general background of the system. It explains about marina services, boat height restrictions, cruises, and much more. For each illustration/scene done based off real world objects/locations that are related to the system.



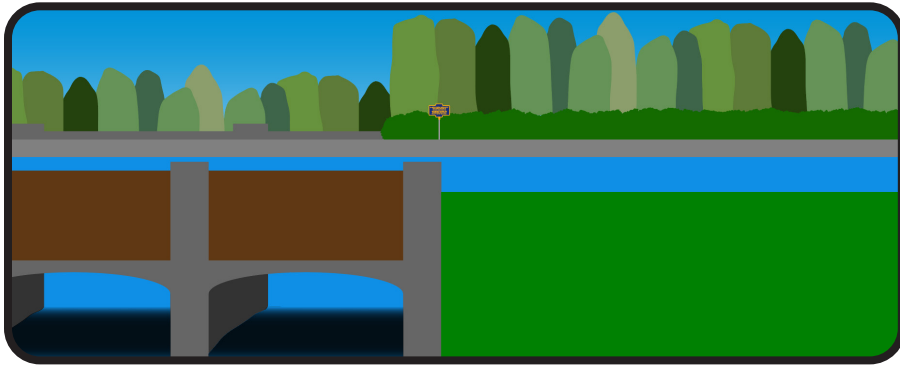
▲ Scan or click the QR code to watch the video.



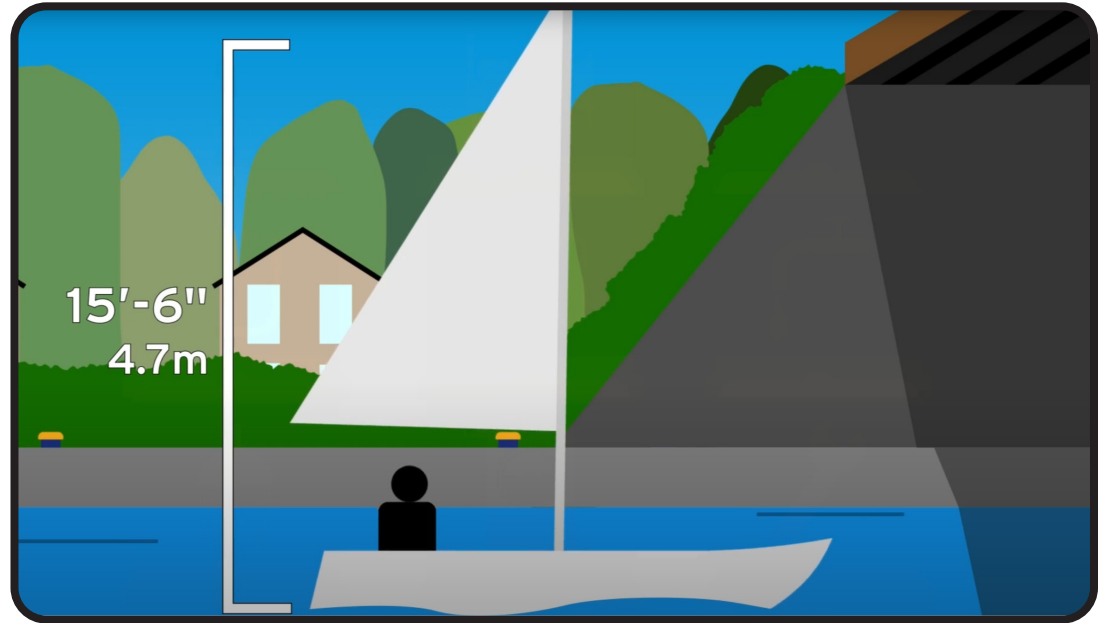
▲ To give it a canal feel, symbolism that is found on the Erie Canal is used for the video, with dark-blue and a gold-yellow color being used prominently.



▲ Many parts of the video feature real world locations along the system (or that were once part of the system). For example, here is the Nine Mile Creek Aqueduct near Syracuse, NY.



▲ Some of the scenes that were created by me for the video, including the biker guy.



▲ The video targets users who may be interested in bringing their own boat, or on a tour boat. The video also mentions things to do along the canal that doesn't require boating.

2024 Calendars



About the Project

I created 2025 calendars featuring photos that I have taken throughout Upstate New York to be sold. Two versions were made, a small desk calendar, and a saddle stitch calendar. The two have the same design style, as well as the same photo theme for each month. Each photo has a fun related trivia for each photo and the saddle stitch calendar features a map of where the photographs were taken.



▲ Sample page of the saddle stitch calendar.



▲ Sample page of the desk calendar

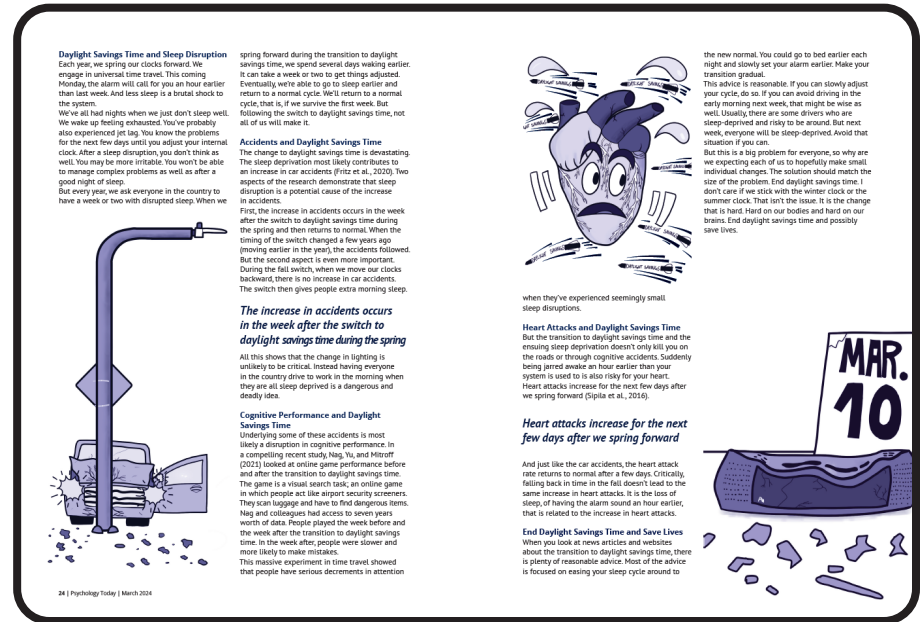


▲ Map created in the saddle stitch calendar.

Additional Work

About This Section

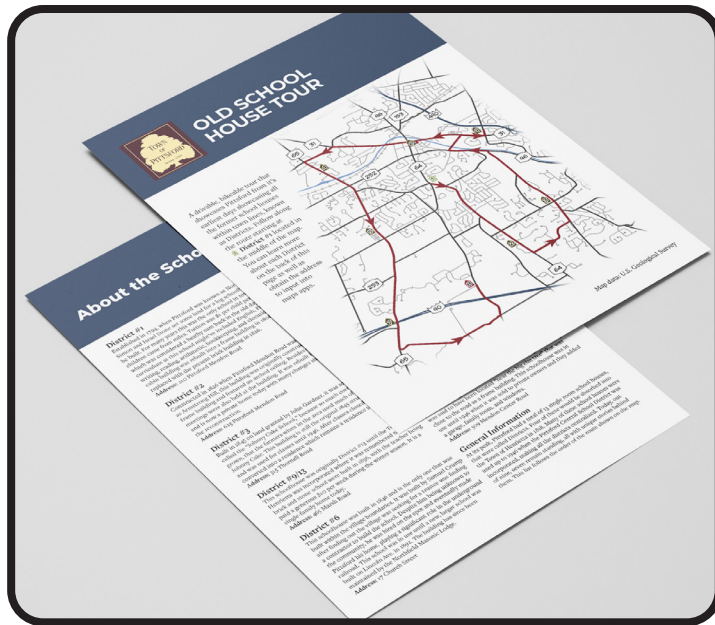
I've done a lot of projects, but it's impossible for me to feature them all in depth in this PDF, here I'd give them a shout out here for this section. For an more in depth explanation about these works, feel free to reach out, or check my website as it may have information about the work listed here!



▲ A Psychology Today article spread that I designed both the layout, as well as illustrated the illustrations.

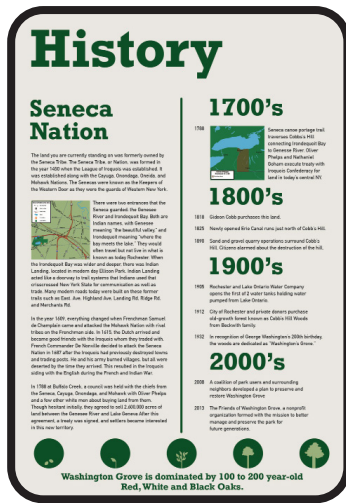


▲ Map of Mendon Ponds Park designed no matter if the user is a returning local parkgoer, or someone who may be coming for the first time. Important information is presented to them and if viewing digitally, they can show/hide certain layers of the map so more of the actual map can be seen if needed.



▲ A map of the Town of Pittsford's historic single-room school houses with the map providing a self-guided tour that can be navigated either by bike or car.

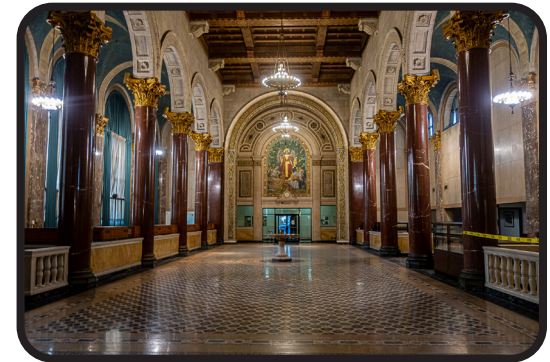
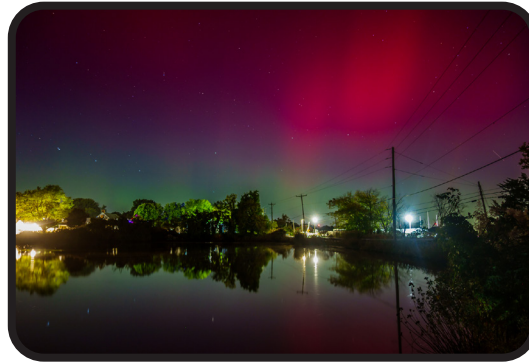
▼ Washington Grove Park kiosk where I designed the map for the history panel of the kiosk. The mockup shows the panels in use. Mockup was created by Christian Kela



▲ Redesigned High School logo (the present logo is the same logo the Minnesota Vikings use, along with other high schools)

Photography

Besides graphic design, I have done photography as well, sometimes implementing it into my work. I have done photography for RIT's WADAIKO, as well as the RIT K-12 University Center.



Thank You!

Thank You!

Thank you for taking the time viewing my portfolio! I hope you enjoyed what you saw. If you have any further questions my work, or want to get in touch, feel free to contact me.

Contact & Connect

Email: hello@ttraindesign.com

Website: ttraindesign.com

Instagram: [@ttrainart](https://www.instagram.com/ttrainart) | [@ttrainphoto](https://www.instagram.com/ttrainphoto)

LinkedIn: [linkedin.com/in/thomas-griebel-gd](https://www.linkedin.com/in/thomas-griebel-gd)

Mockup Credits

Unless otherwise credited below, all mockups are created me.

Transit Card: mockups-design.com (no name given) 8; TV: Graphictwister / Freepik 14; Flyer: mockups-design.com (no name given) 15; Flyer: mockups-design.com (no name given) 16; Folded Pamphlet: mockups-design.com (no name given) 17; TV: Graphictwister / Freepik 17; Flyer: mockups-design.com (no name given) 18; Business Cards: mockups-design.com (no name given) 20; Folded Pamphlet: mockups-design.com (no name given) 21; Trophy Photo: Darian Deeley 21; Flyer: mockups-design.com (no name given) 21; Flyers: mockups-design.com (no name given) 24; Instagam Post: s.salvador / Freepik 25; Business Cards: lucecitavectors / Freepik 25; Computer Monitor: Image by Freepik 34; Map: mockup-design.com (no name given) 42; Kiosk: Cristian Kela (Original) 42