



**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. My 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 (tenure) 2024 - 2025.

Other

JGB SHIBUKI

- Member & performer of the taiko group in Buffalo.
- Created graphics and videos for social media.



Rochester Rail System



Work Information

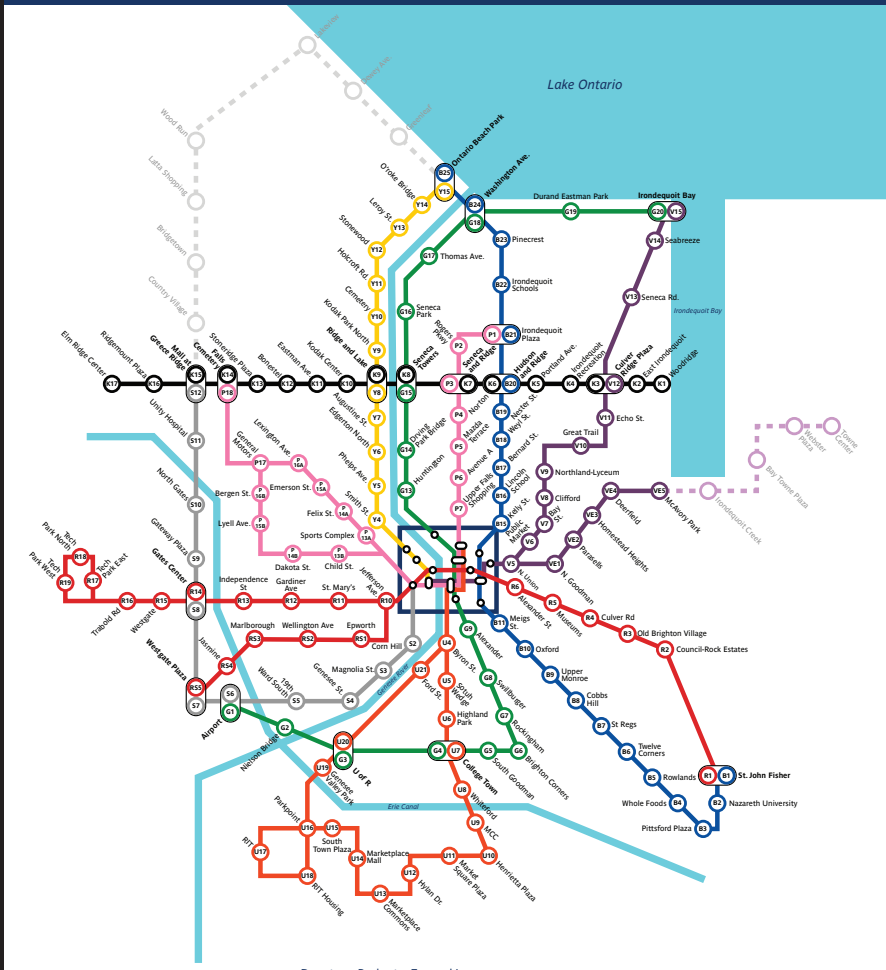
For my senior capstone project, I imagined a fictional light rail system in Rochester called the Rochester Rail system that transports passengers in and out of Rochester. While Rochester once had a trolley and subway system, the city and surrounding areas have become very car dependent, and the bus system 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.



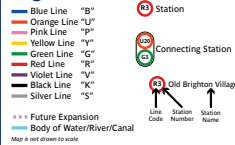
▲ Project on display during RIT Graphic Design Senior Capstone show.



Downtown Rochester Zoomed In

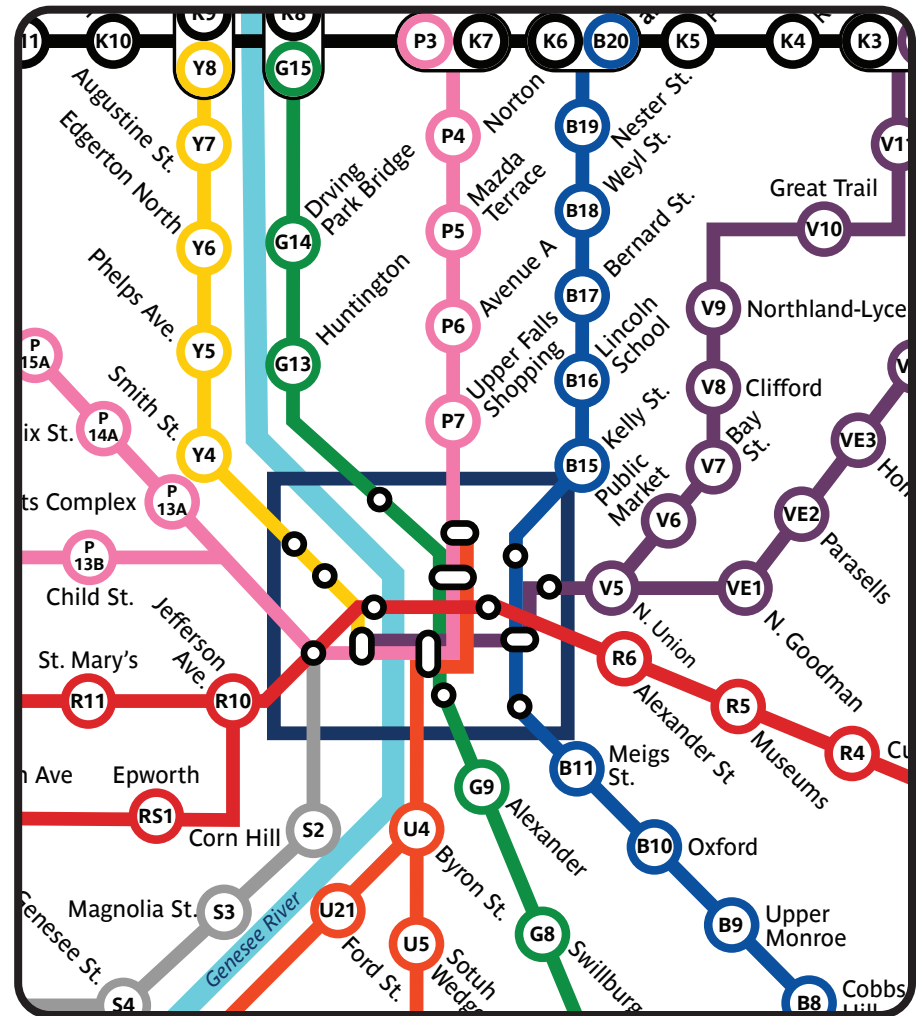


Legend



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 a system map, and line map in use.



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



▲ 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.

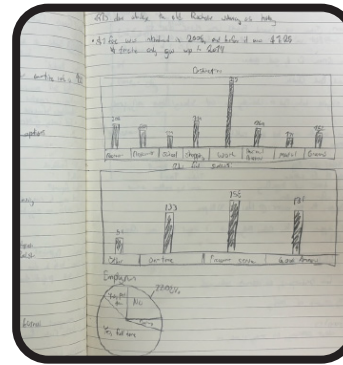
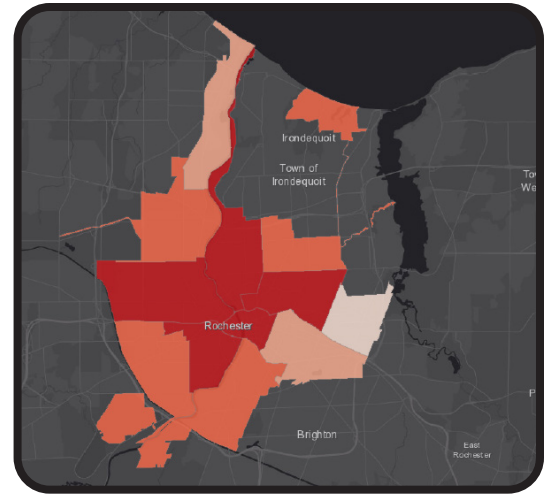


Research and Development

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 Pittsburgh 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.

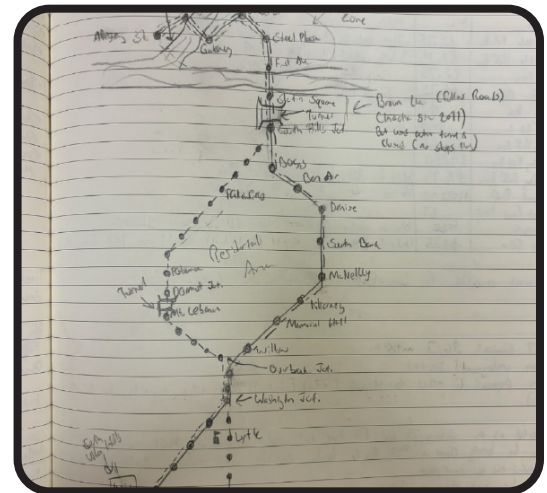
I also traveled to Buffalo as they have a light rail system, and Buffalo as a whole is similar to Rochester. I rode on their system and took some notes on what I liked about the system (such as the system being fully handicap accessible), and what I didn't like about the system (such as no Apple Wallet 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.

► Pittsburgh Rail
System visualized.





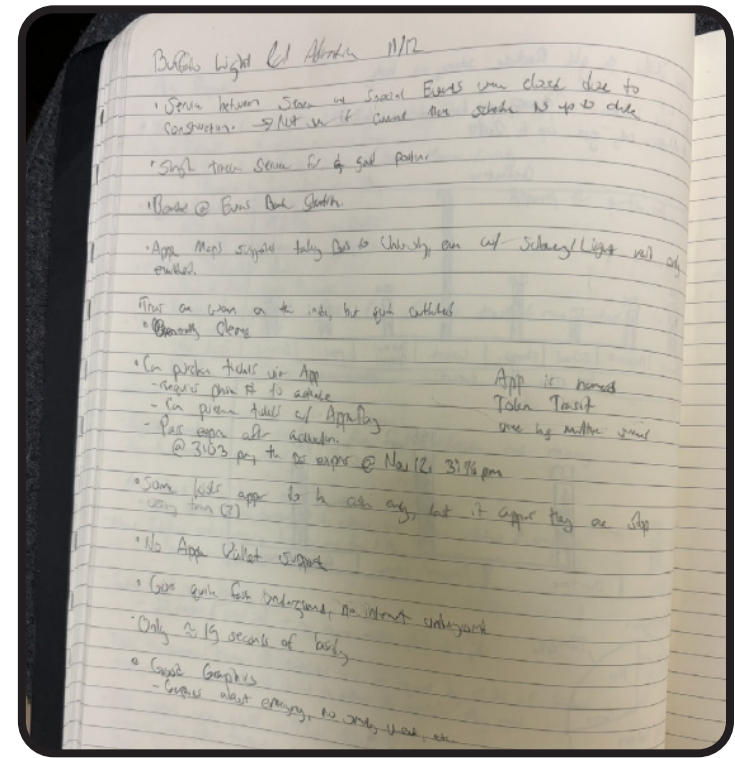
◀ Overview of a station in Buffalo. The system is fully handicap accessible, making it a good base for this project.

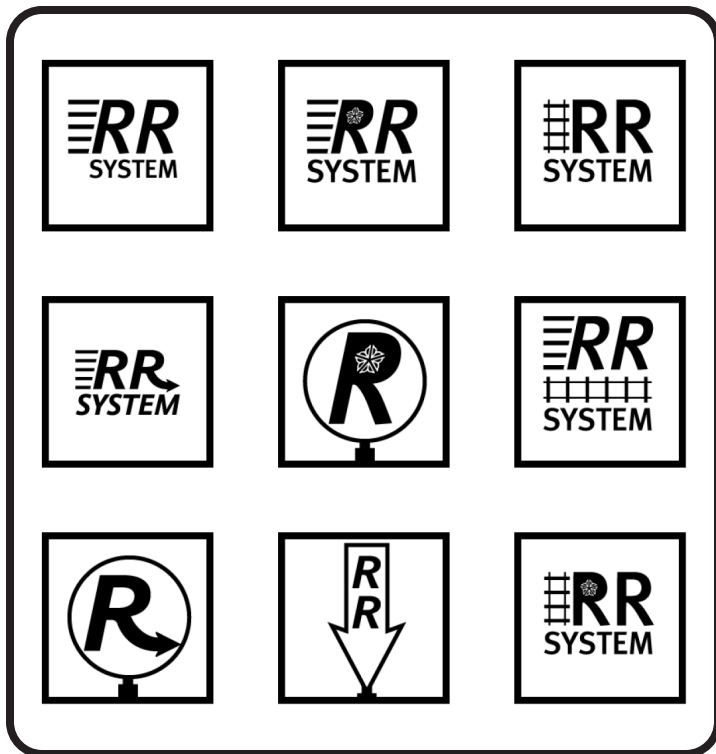
▶ Station Signage



◀ 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.

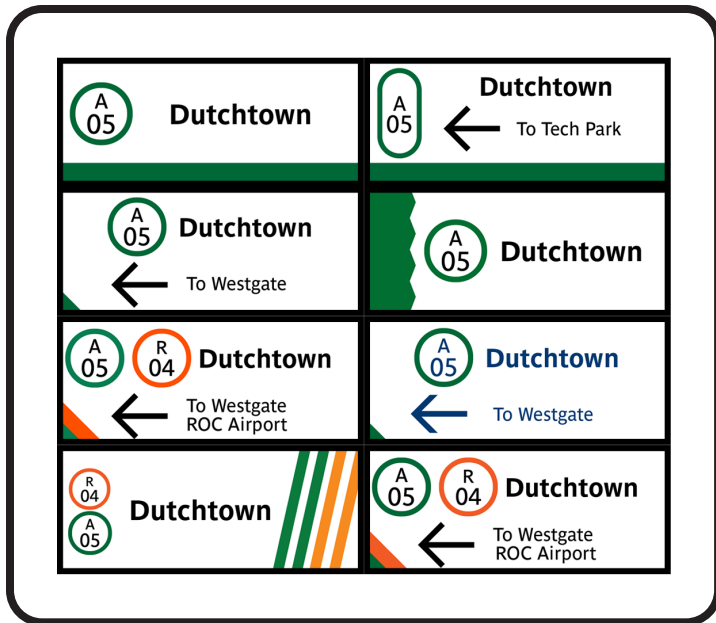
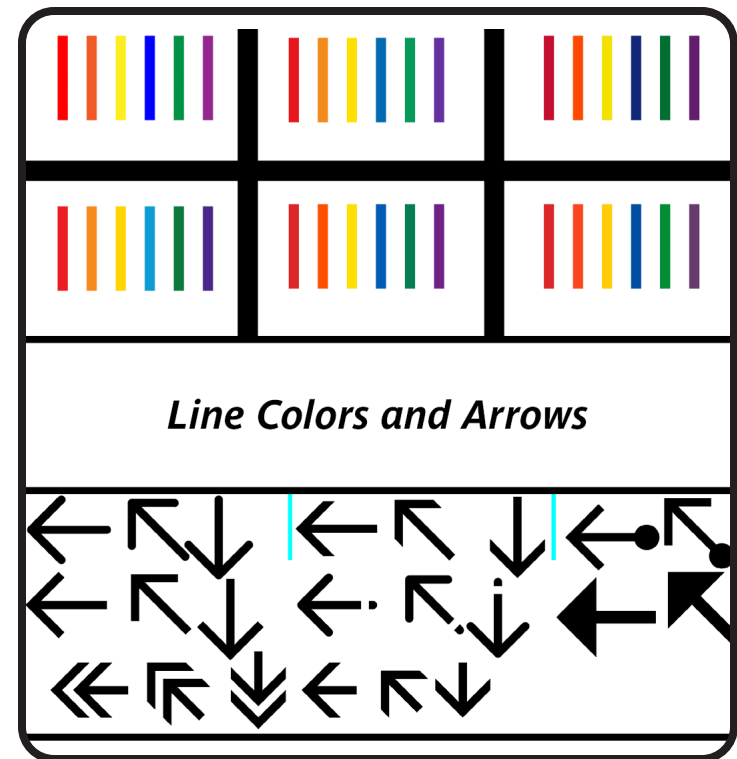
▶ Notes I took during my adventure about the system.





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

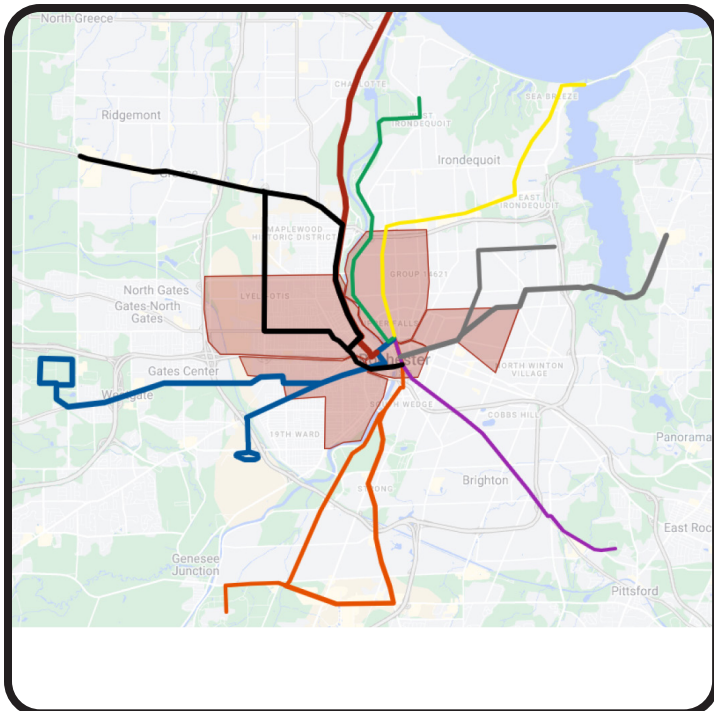
► Some line and arrow ideas I experimented.



◀ Early wayfinding station signage.

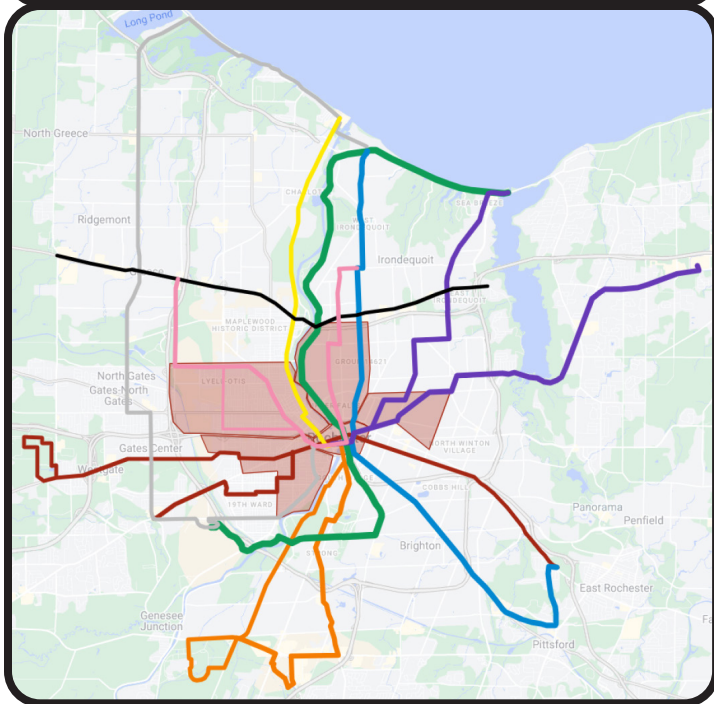
► Early signage that would appear to guide people to stations.





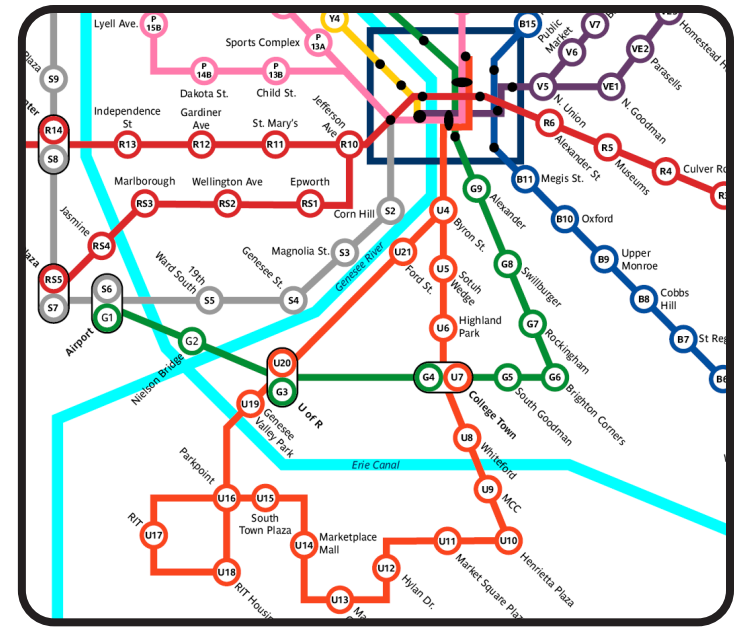
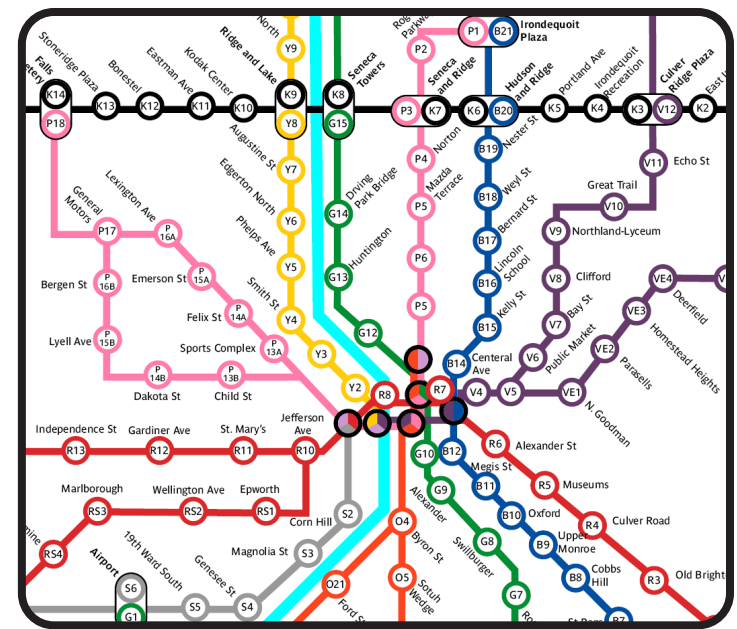
◀ First rough idea for the map layout. The red shaded areas represents the area in Rochester with a high poverty rate

▶ 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.

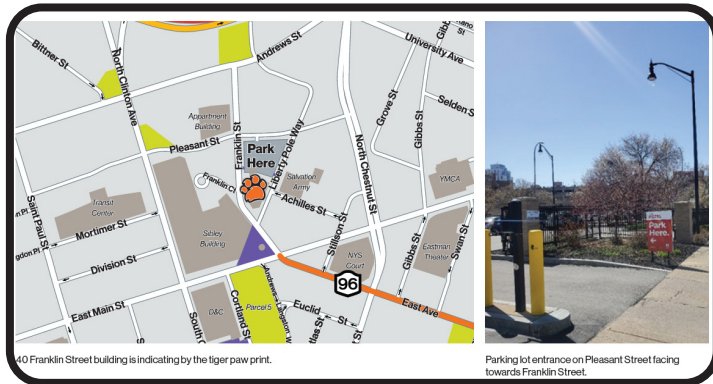
During my time at the RIT K-12 University Center, I created lots of graphics and templates for the team and their partners. All projects follow RIT's branding guidelines, or their partner's branding guidelines such as the United State Educational Outreach Program (AEOP).



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



▲ Map of Downtown Rochester with RIT's branding created to be use for multiple uses. Below is an example of an usage: a quick guide to visitors where to park.



40 Franklin Street building is indicating by the tiger paw print.

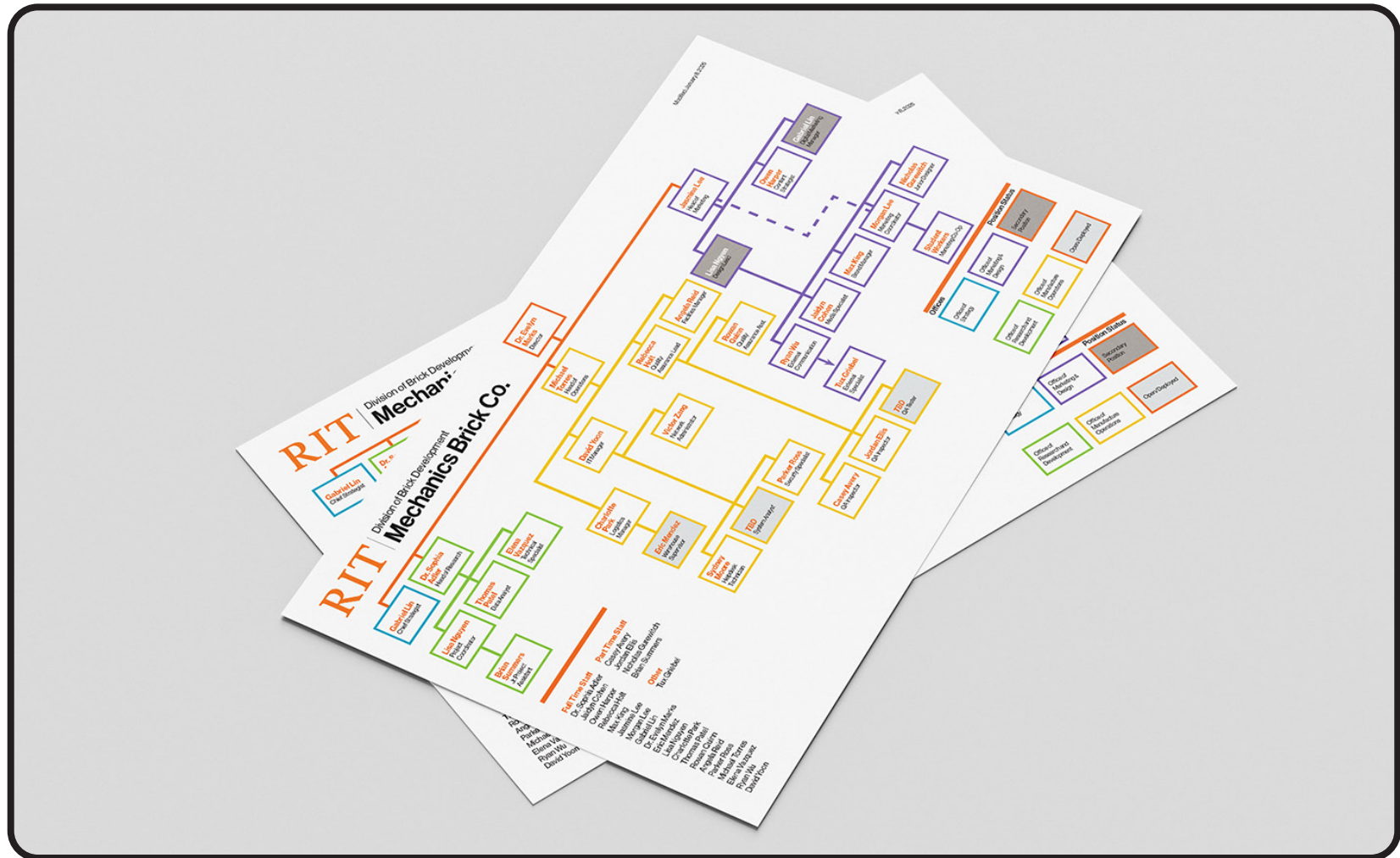
Parking lot entrance on Pleasant Street facing towards Franklin Street.



▲ Camp Tiger flyers for each individual camp.

RIT Pre-College Programs Work Plan & Review		
Employee Name: _____	Department: _____	
Job Title: _____	Supervisor Name: _____	
Review Period: _____		
The cornerstone of a successful working relationship between a supervisor and employee is constant communication and feedback. This evaluation provides a written record of the employee's assigned position. This evaluation is meant to provide feedback and support. Please provide thorough, constructive, and supportive feedback. Employees are encouraged to have an open dialog with their supervisor to promote growth and success in their position. Comments and/or concerns can be entered in the comment section below.		
Date Assigned	Training/Forms	Date Completed
Employee Reflection: Please complete prior to your supervision meeting.		
Performance Factors	Comments	
How do you feel about your performance? How do you feel about your supervisor's performance?		
What do you think your supervisor should do to improve your performance?		
What do you think your supervisor should do to improve your supervisor's performance?		
What do you think your supervisor should do to improve your supervisor's performance?		

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

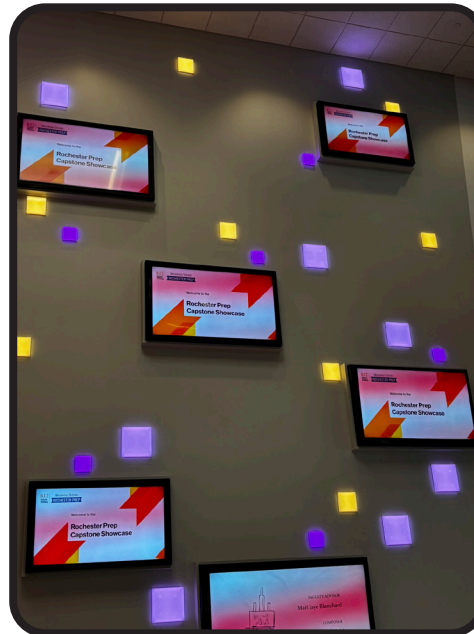


▲ Staff Organization Chart (8.5 x 14) that follows RIT's branding. The chart lists offices each member is a part of, their position status, and if they are full time or part-time.

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.

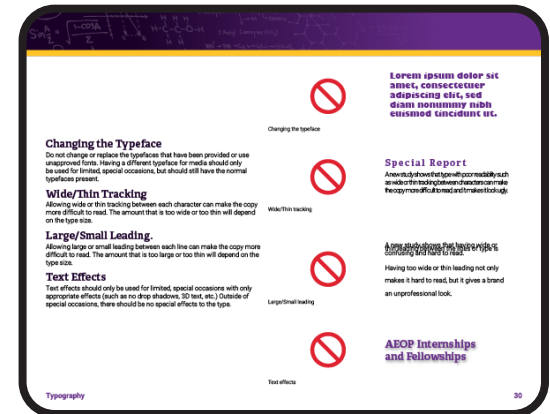
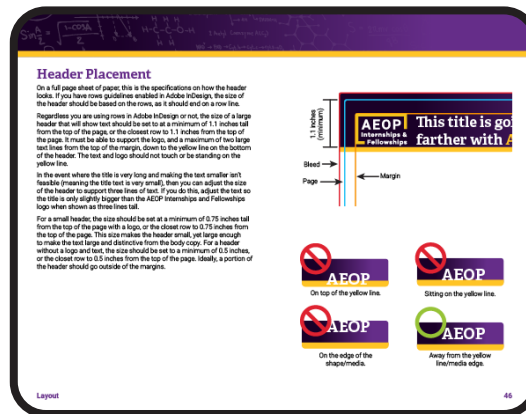
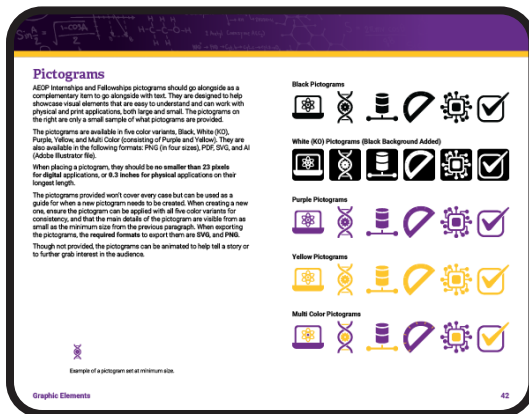
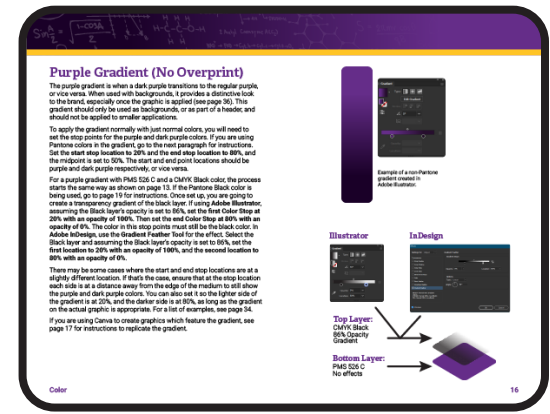
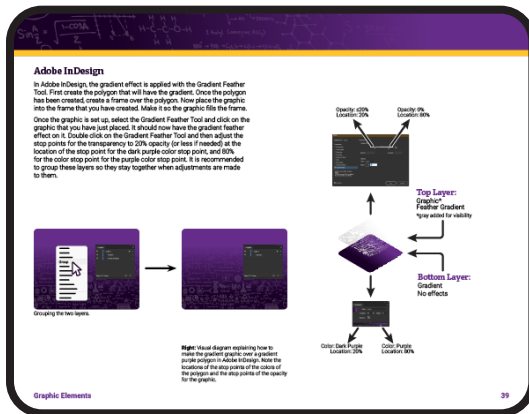




▲ Different logo variants for Tiger Tales for RIT's Margaret's House.



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



▲ 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 32 to learn more about this project).



▲ AEOP Internships & Fellowships Speaker Series flyers, telling about the Speaker Series, how to join, and basic info on the guest speakers.

JGB SHIBUKI



JGB SHIBUKI

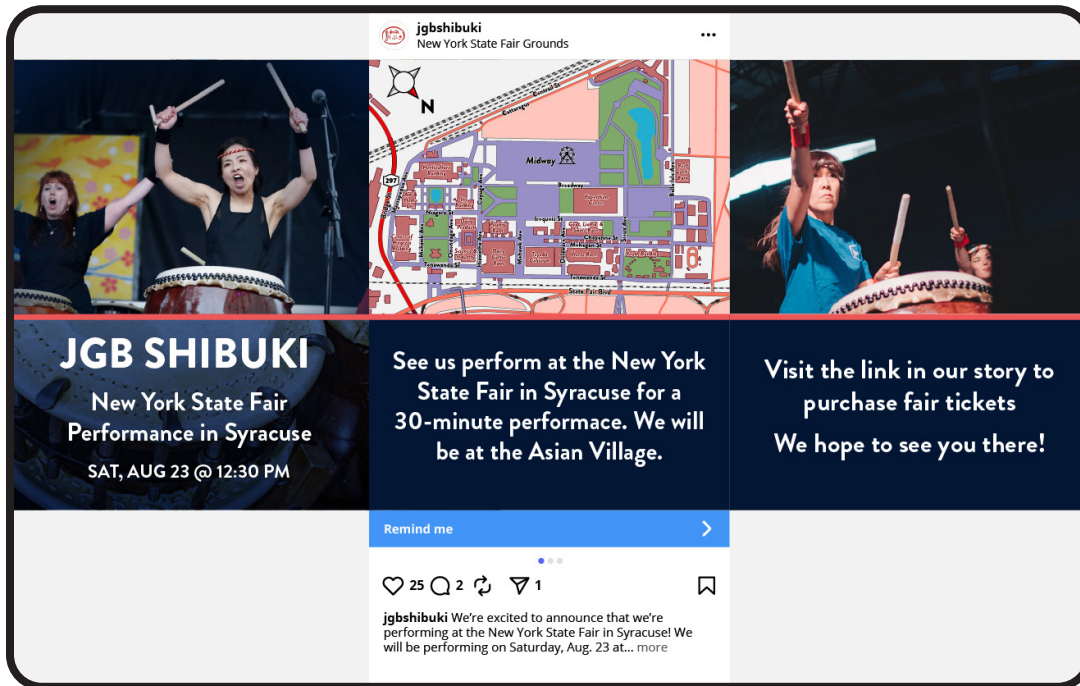
Work Information

JGB SHIBUKI is a Japanese taiko group based in Buffalo. Established in 2016, the group is a sister club of the Japanese Group of Buffalo (JGB), and SHIBUKI means “splash,” inspired by the roaring sound of the nearby Niagara Falls. I joined the group 2024 and formally became a member in 2025.

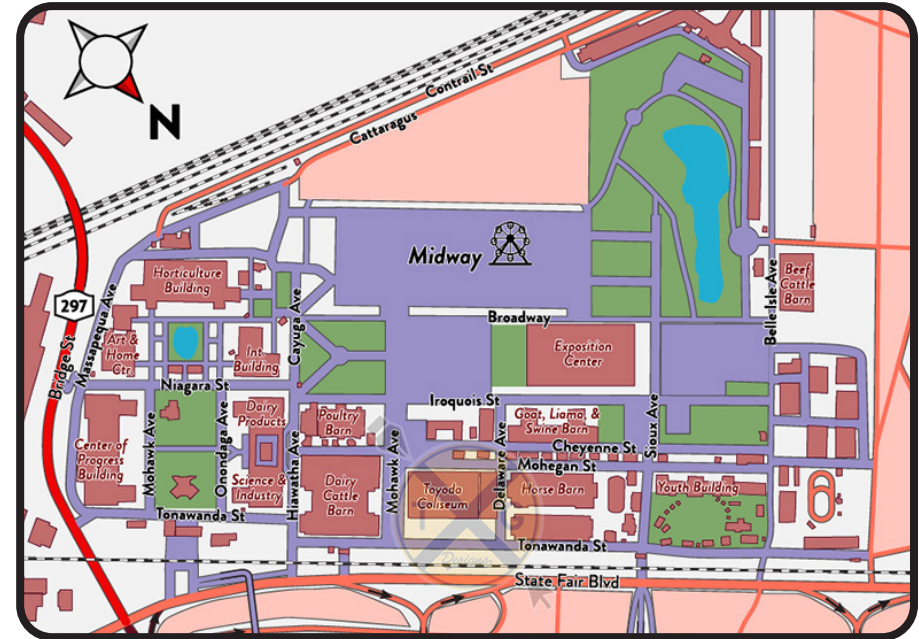
After joining, I would quickly go up the ranks and became one of their designers. Already, I have refreshed branding aspects of JGB SHIBUKI from eye-catching social media posts for upcoming performances, and edited performance videos for online engagement. I am also on a planning committee for our upcoming 10th anniversary performance, contributing creative strategies to broaden our audience reach.



▲ Example of an Instagram and Facebook Story for an upcoming performance, with a placeholder on the bottom for link for users to purchase tickets.



▲ Instagram post for an upcoming performance, detailing information about when and where the performance is.



▲ Closeup of the map created for the post, following the branding standards for JGB SHIBUKI, helping people find exactly where we're performing.



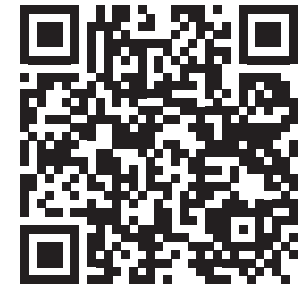
◀ Upcoming performance post designed for taiko related Discord servers, designed to help bring awareness to our group.



▲ Photos that I have taken and/or edited of a performance to capture the moments during the performance.



▲ YouTube Thumbnail for a JGB SHIBUKI performance video.



▲ Click or scan the QR codes to see performance videos that I edited for public viewing. Title cards were also created by me, as well as other effects in the videos.

WADAIKO Branding Upgrade



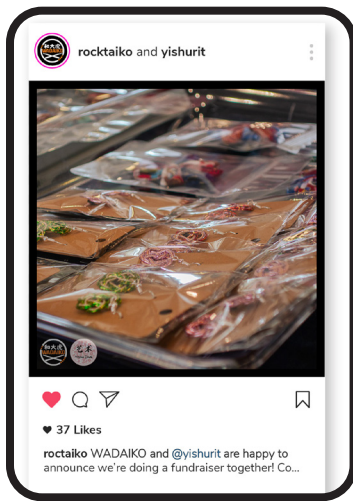
Work Information

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.

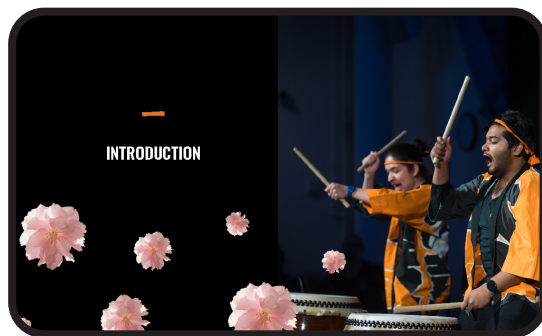


▲ WADAIKO flyer primary given out during RIT's Club fair. The front cover was designed by Olivia Wong.



▲ 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



Commissioner of the State Thruway Authority, William P. Letchworth, was born in 1859 in Seneca County, New York. He was a prominent businessman and a strong advocate for the development of the state's infrastructure. He served as the first Commissioner of the New York State Thruway Authority from 1923 to 1931.

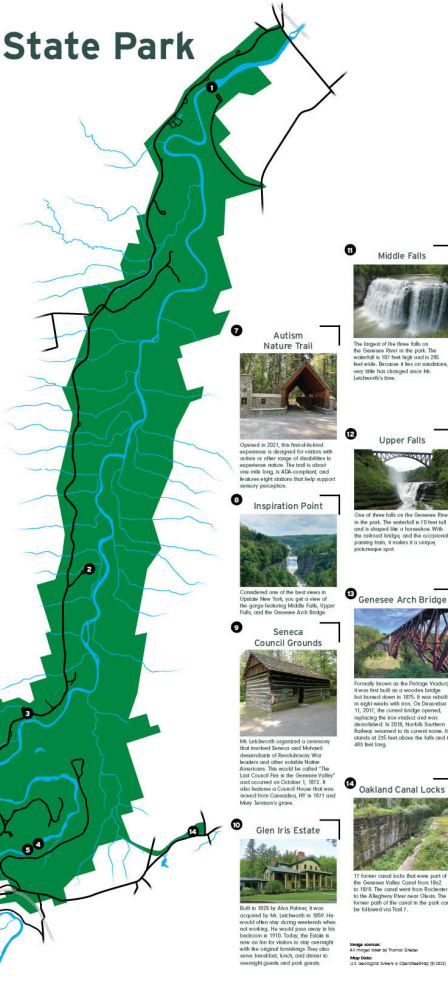
William P. Letchworth discovered the area of Seneca River State Park in 1880. He bought the land and created a park in 1881. He was the first to see the potential of the area and he was the first to develop it. He was the first to see the potential of the area and he was the first to develop it.

Seneca River State Park is a beautiful area with many scenic views. It is a great place to visit for anyone who enjoys nature. The park is home to many different types of trees and plants. It is also home to many different types of animals.

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Letchworth State Park History

Historical Era

William P. Letchworth Era

Early Park Era

Modern Park Era



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.

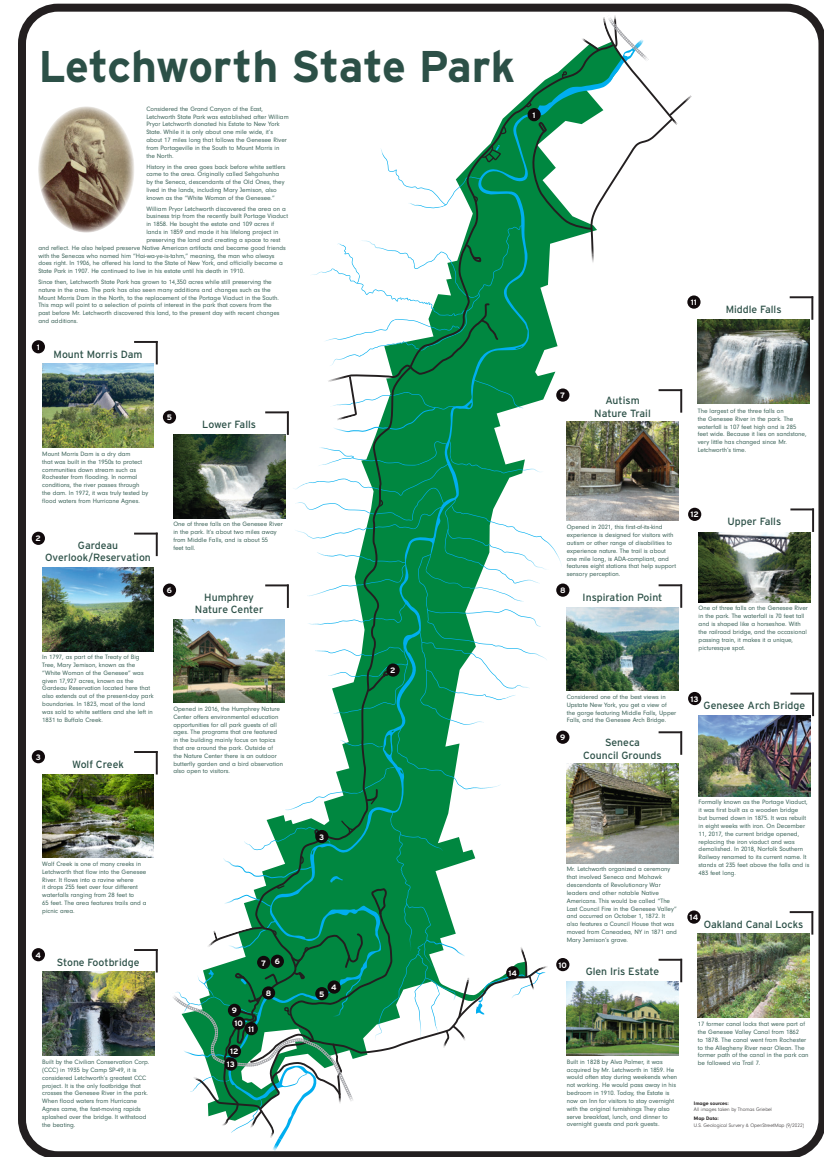
Solution

The two posers 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.

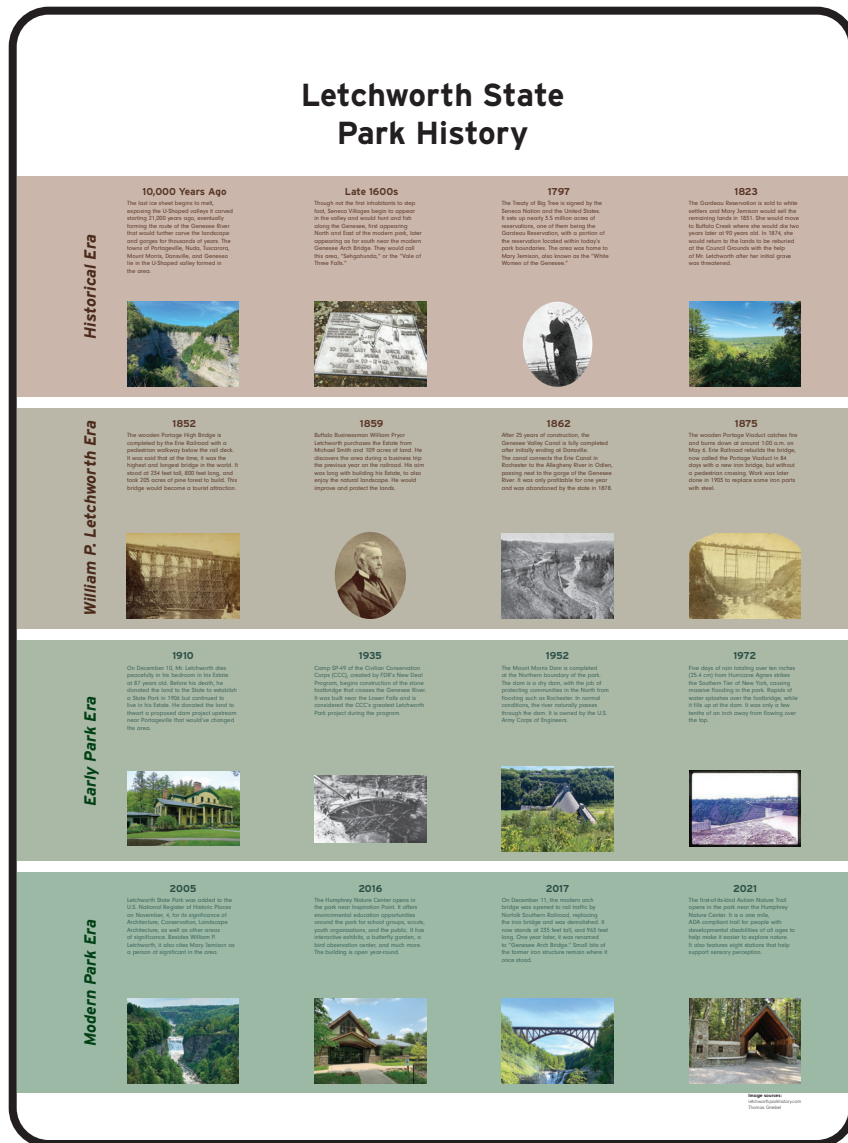
Two versions of each poster are produced, a light version, and a dark version.



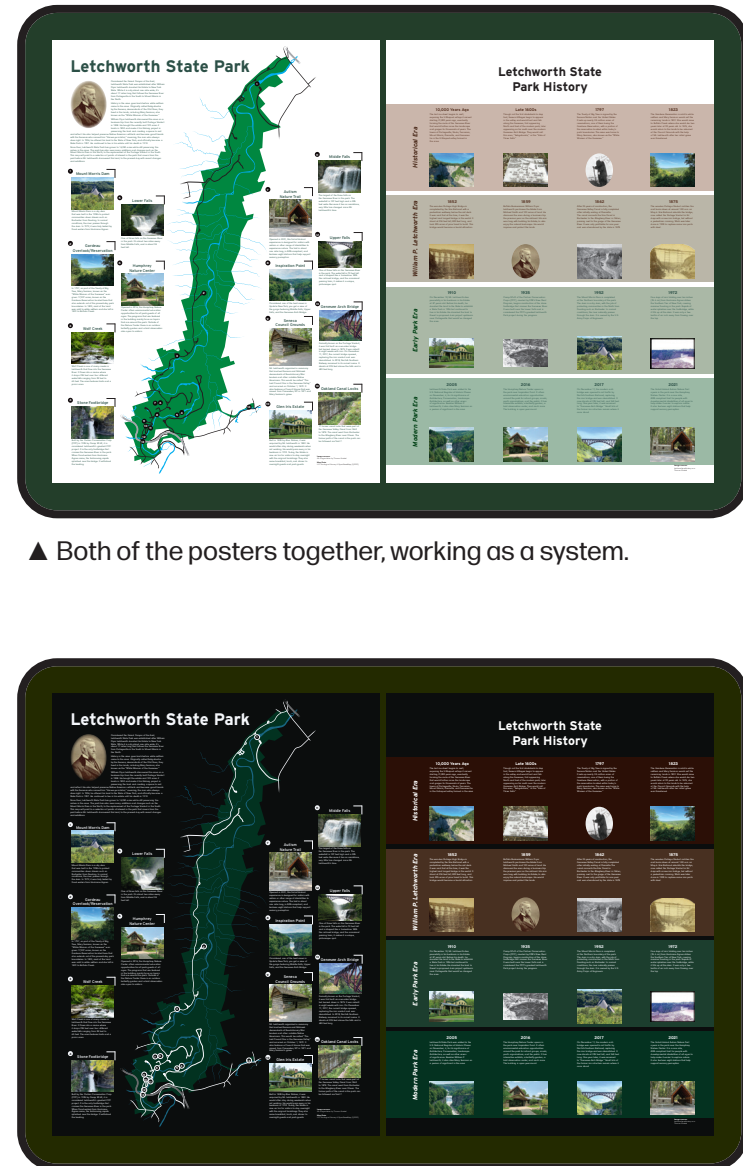
▲ Scan or click the QR code for a larger view of the posters.



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

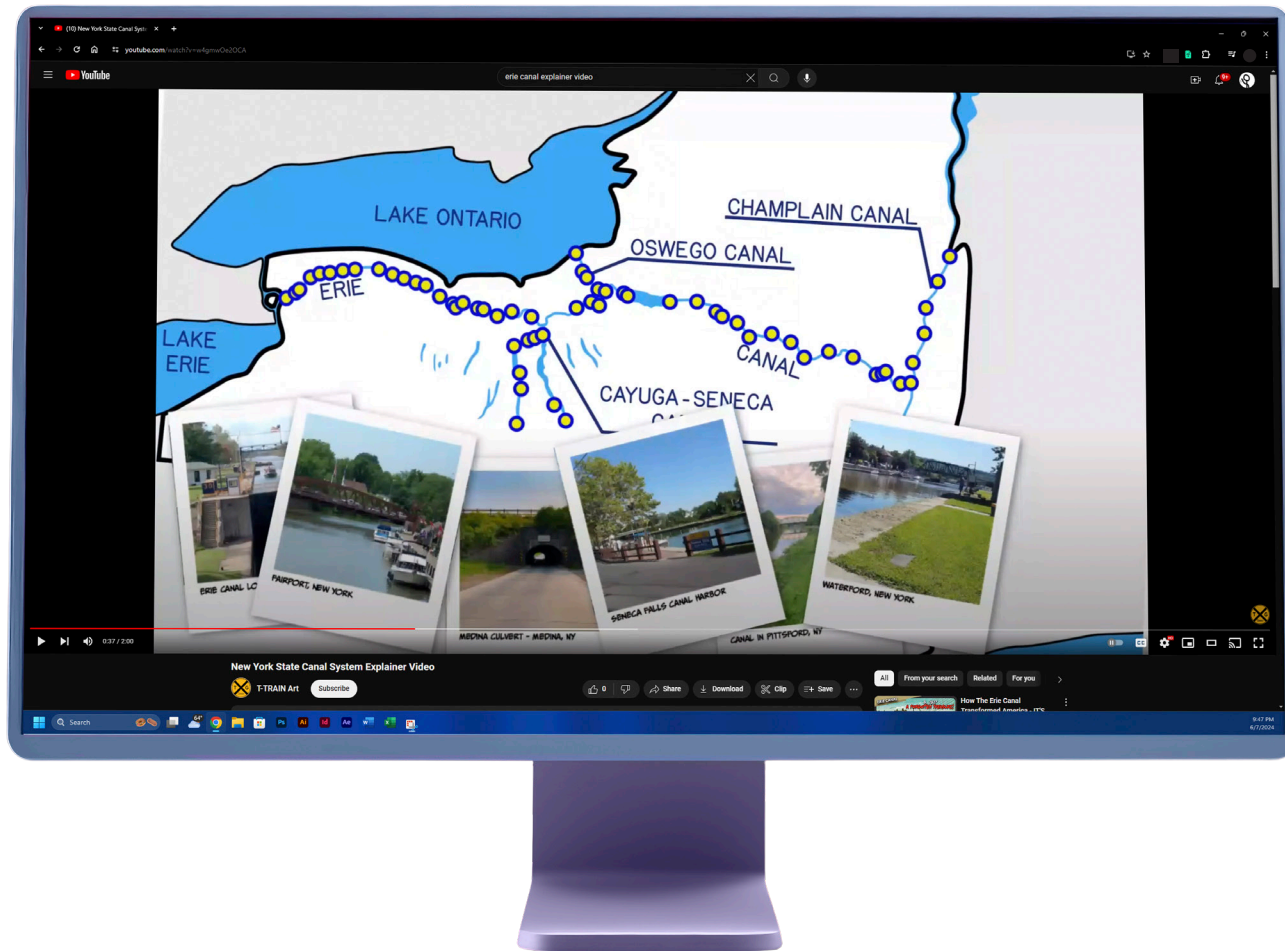


▲ The history poster that tells the history of the area from the glaciers to the modern park today.



▲ 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

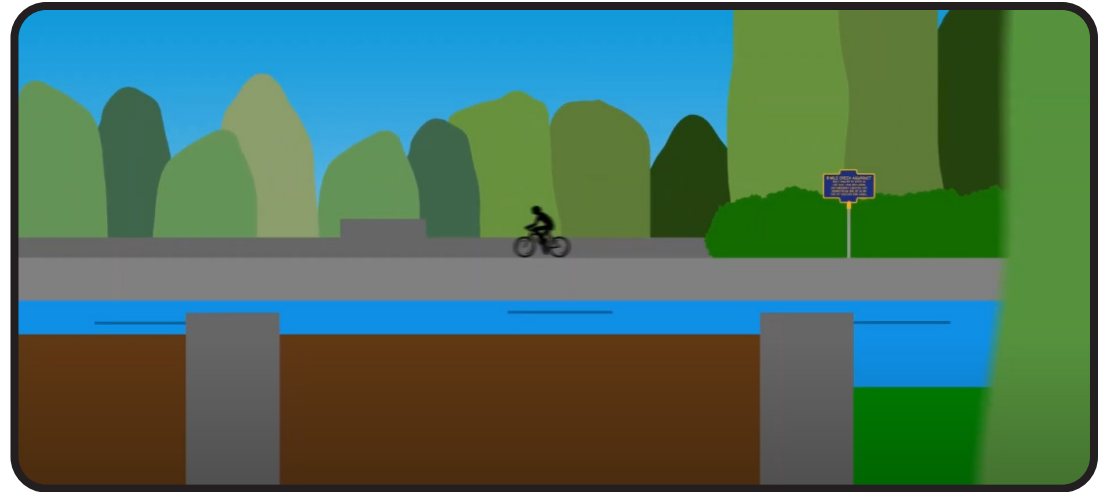
I created this explainer video about the New York State Canal system that gives a general background of the system. It explains about marina services, boat height restrictions, cruises, and much more. For each illustration/scene done based off real world objects/locations that are related to the system.



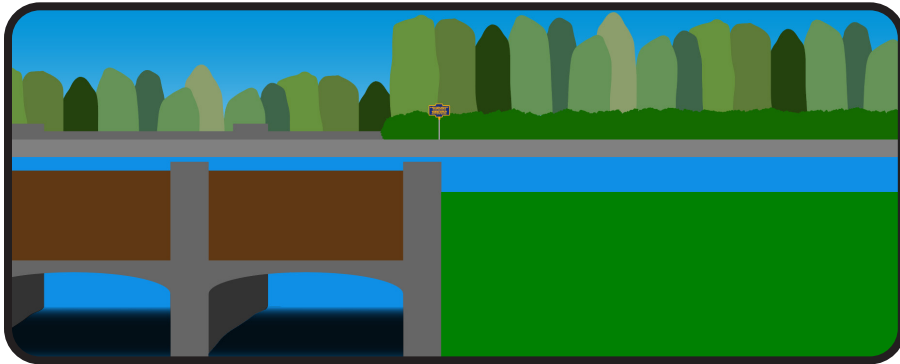
▲ Scan or click the QR code to watch the video.



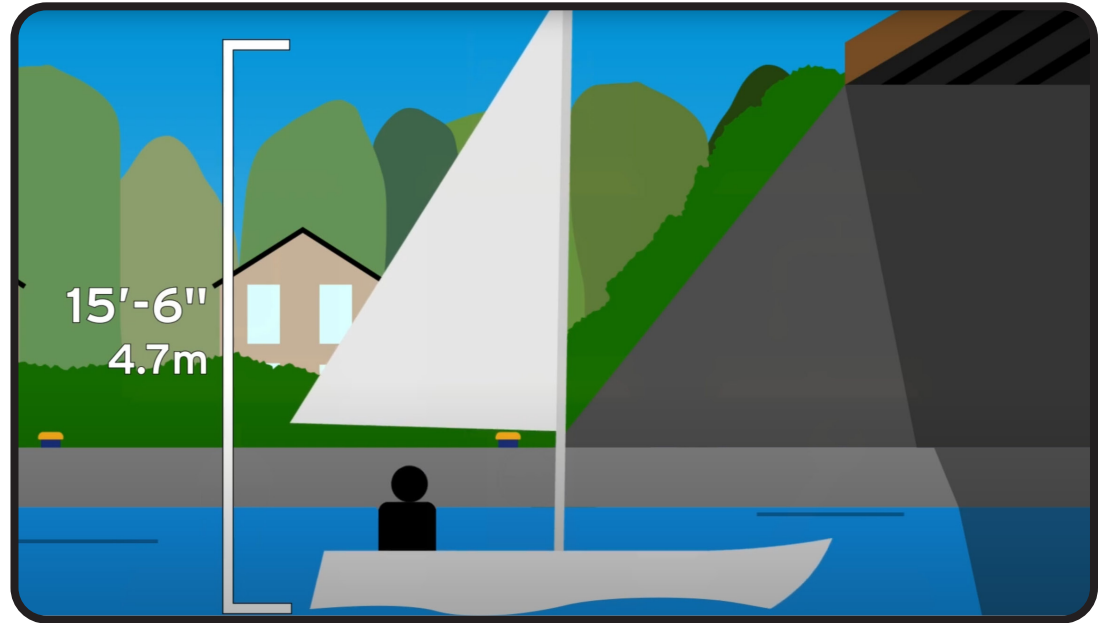
▲ To give it a canal feel, symbolism that is found on the Erie Canal is used for the video, with dark-blue and a gold-yellow color being used prominently.



▲ 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

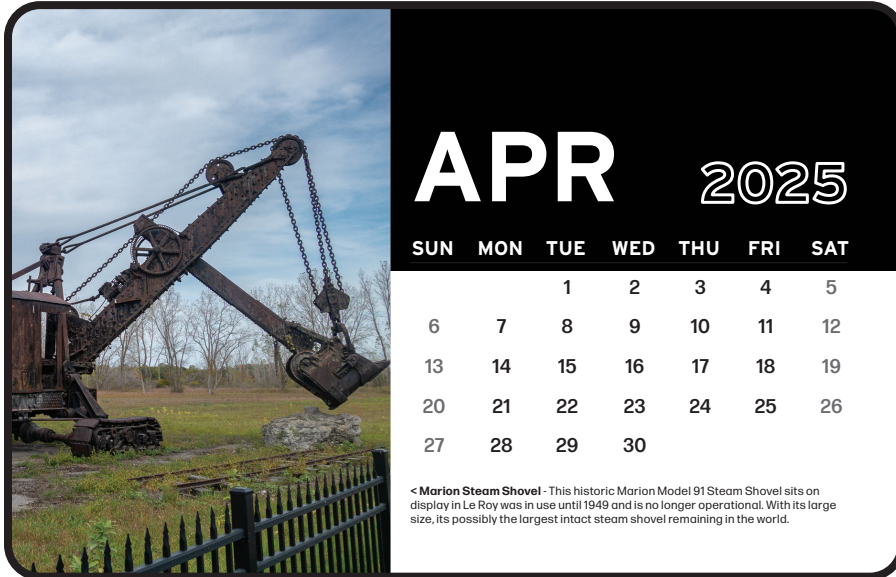


About the Project

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

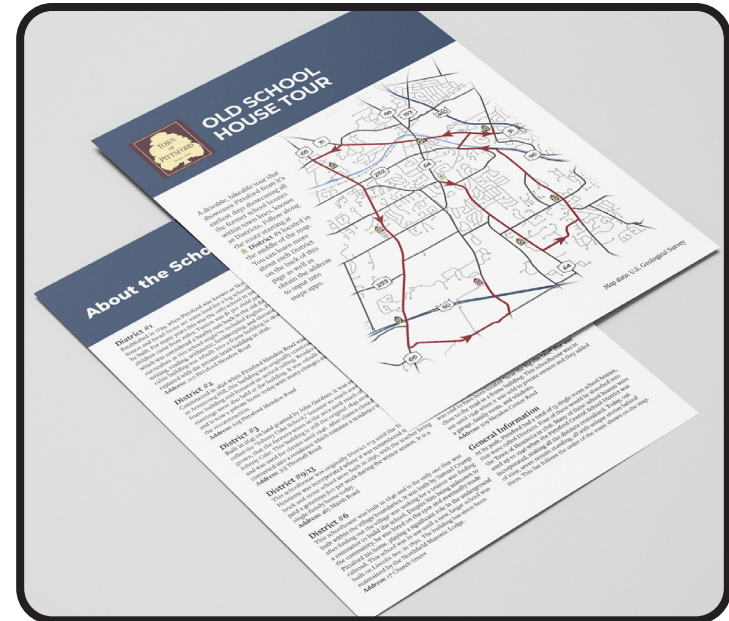


▲ Map created in the saddle stitch calendar.

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 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.



▲ 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.

Daylight Savings Time and Sleep Disruption

Each year, we spring our clocks forward. We engage in universal time travel. This coming Monday, the alarm will call for you an hour earlier than last week. And less sleep is a brutal shock to the system. We've all had nights when we just don't sleep well. We wake up feeling exhausted. You've probably also experienced jet lag. You know the problems for the next few days until you adjust your internal clock. After a sleep disruption, you don't think as well. You may be more irritable. You won't be able to manage complex problems as well as after a good night of sleep. But every year, we ask everyone in the country to have a week or two with disrupted sleep. When we spring forward during the transition to daylight savings time, we spend several days waking earlier. It can take a week or two to get things adjusted. Eventually, we're able to go to sleep earlier and return to a normal cycle. We'll return to a normal cycle, that is, if we survive the first week. But, following the switch to daylight savings time, not all of us will make it.

Accidents and Daylight Savings Time

The change to daylight savings time is devastating. The sleep deprivation most likely contributes to an increase in car accidents (Fitz et al., 2010). Two aspects of the research demonstrate that sleep disruption is a potential cause of the increase in accidents. First, the increase in accidents occurs in the week after the switch to daylight savings time during the spring and then returns to normal. When the timing of the switch changed a few years ago (moving earlier in the year), the accidents followed. But the second aspect is even more important. During the fall switch, when we move our clocks backward, there is no increase in car accidents. The switch then gives people extra morning sleep.

The Increase in accidents occurs in the week after the switch to daylight savings time during the spring

All this shows that the change in lighting is unlikely to be critical. Instead having everyone in the country drive to work in the morning when they are all sleep-deprived is a dangerous and deadly idea.

Cognitive Performance and Daylight Savings Time

Underlying some of these accidents is most likely a disruption in cognitive performance. In a compelling recent study, Nag, Yu, and Milneroff (2021) looked at online game performance before and after the transition to daylight savings time. The game is a visual search task, an online game in which people act like airport security screeners. They scan luggage and have to find dangerous items. Nag and colleagues had access to seven years' worth of data. People played the week before and the week after the transition to daylight savings time. In the week after, people were slower and more likely to make mistakes. This massive experiment in time travel showed that people have serious decrements in attention when they've experienced seemingly small sleep disruptions.

Heart Attacks and Daylight Savings Time

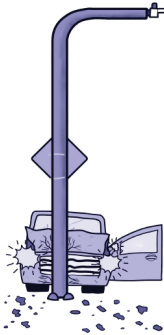
But the transition to daylight savings time and the ensuing sleep deprivation doesn't only kill you on the roads or through cognitive accidents. Suddenly being jacked awake an hour earlier than your system is used to is also risky for your heart. Heart attacks increase for the next few days after we spring forward (Sipila et al., 2016).

Heart attacks increase for the next few days after we spring forward

And just like the car accidents, the heart attack rate returns to normal after a few days. Critically, falling back in time in the fall doesn't lead to the same increase in heart attacks. It is the loss of sleep, of having the alarm sound an hour earlier, that is related to the increase in heart attacks.

End Daylight Savings Time and Save Lives

When you look at news articles and websites about the transition to daylight savings time, there is plenty of reasonable advice. Most of the advice is focused on easing your sleep cycle around to





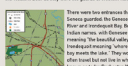
▲ A Psychology Today article spread that I designed both the layout, as well as illustrated the illustrations.

▼ 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

History

Seneca Nation

The Seneca are currently residing on Seneca's ancestral lands in the Seneca River, the Seneca River, or Seneca, was formed in the 1600s when the League of Nations was established. It was established along with the Seneca, Onondaga, Cayuga, and Mohawk Nations. The Seneca were known as the keepers of the Western Door as they were the guards of Western New York.



1700's

1700 Seneca canoe portage trail from Seneca Falls to Seneca Falls, New York. The Seneca Falls area was a major portage trail for the Seneca people. The Seneca Falls area was a major portage trail for the Seneca people. The Seneca Falls area was a major portage trail for the Seneca people.

1800's

1800 Seneca canoe portage trail from Seneca Falls to Seneca Falls, New York. The Seneca Falls area was a major portage trail for the Seneca people. The Seneca Falls area was a major portage trail for the Seneca people. The Seneca Falls area was a major portage trail for the Seneca people.

1900's

1900 Seneca canoe portage trail from Seneca Falls to Seneca Falls, New York. The Seneca Falls area was a major portage trail for the Seneca people. The Seneca Falls area was a major portage trail for the Seneca people. The Seneca Falls area was a major portage trail for the Seneca people.

2000's

2000 Seneca canoe portage trail from Seneca Falls to Seneca Falls, New York. The Seneca Falls area was a major portage trail for the Seneca people. The Seneca Falls area was a major portage trail for the Seneca people. The Seneca Falls area was a major portage trail for the Seneca people.

Washington Grove is dominated by 100 to 200 year-old Red, White and Black Oaks.

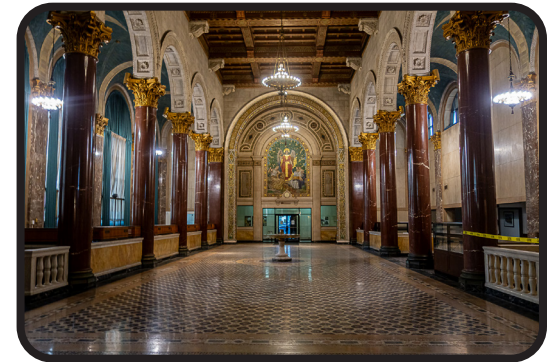
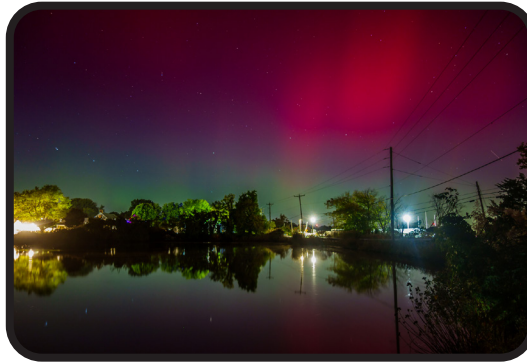
▲ Redesigned High School logo (the present logo is the same logo the Minnesota Vikings use, along with other high schools)

hello@ttraindesign.com • ttraindesign.com

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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.

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