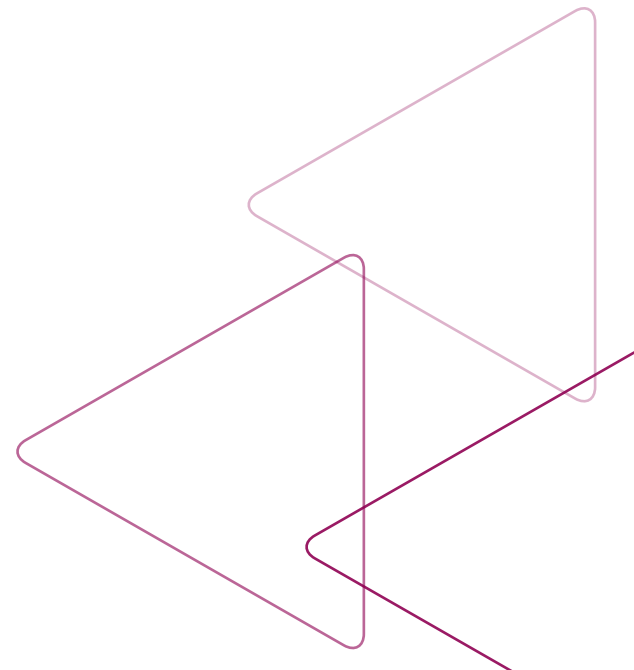


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PROCESS BOOK





- 01 Identity Program
- 02 Lookbook
- 03 Menus
- 04 Ephemera Items
- 05 Website

InDesign
Illustrator
Photoshop

Wildwood Lodge

Brand Identity

OBJECTIVE

The goal of this project was to create a luxurious boutique hotel identity program with its related materials, which appeals to the target audience. In addition, it should make people eager and excited to stay at the hotel.

CONCEPT

Wildwood Lodge has a unique style of southern charm, where rustic farm meets modern elegance. The branding shows the luxurious side of the south, but doesn't disregard the outdoorsy, natural elements. In summary, the overall concept is a blend of high-class luxury and grungy outdoors.

THEME

The navy blue, gold and charcoal gray color palette creates a sophisticated look. While the design elements, such as antlers and horns in the primary and secondary logos, present a rustic and outdoorsy style. A lot of items also contain suitable textures. The upper-case serif typography is an additional element that portrays the high-end, luxurious style.

MATERIALS

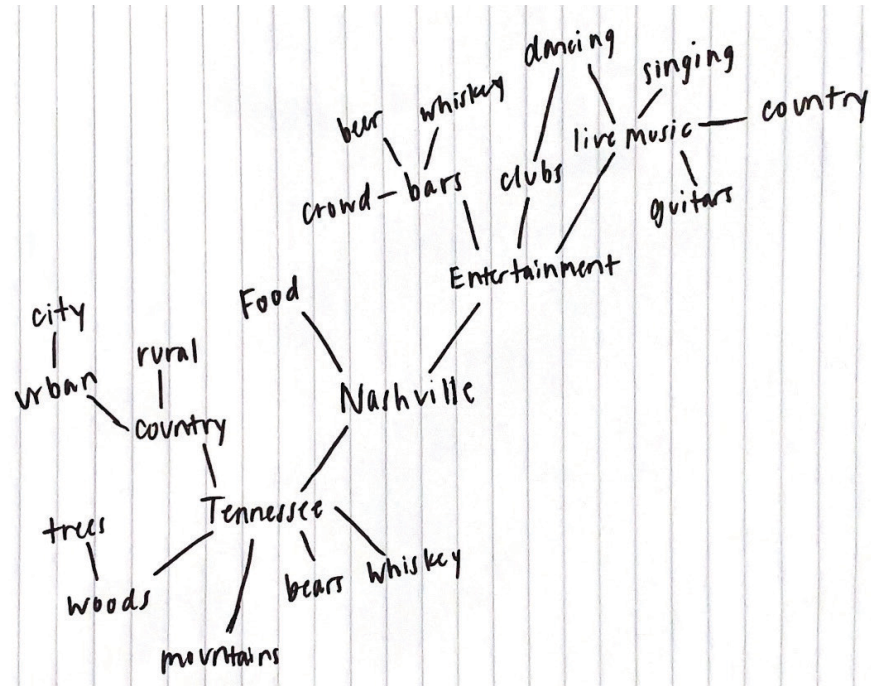
This project consists of a complete brand identity program, as well as material items like a lookbook, menus, ephemera items, i.e. memo pad and toiletry items, and finally, a website. The pages of the lookbook have a canvas texture, which is made of natural materials. The memo pad and menus are made of either wood or leather, which correspond to the hotel's brand identity.

1. Wildwood Lodge

Adventurous | Natural | Woodsy | Country | Eventful

Located in the outskirts of Nashville, Tennessee, Wildwood Lodge is for fun and adventurous people, who also prefer a private stay. It has the perfect location, just outside of the city, but far enough to maintain its own private & quiet feel. It is only 20 minutes from Nashville's well-known Broadway St and the center of downtown. With that being said, the guests can choose whether they would like to spend a day in downtown Nashville or stay in to attend the various events the hotel offers. Wildwood Lodge is situated on 10 acres of both open land and wooded areas. It includes multiple ponds, breathtaking views, a fountain and a petting barn with live animals. There is also plenty of entertainment on a daily-basis, including rodeos, fishing competitions, line dancing, wine and moonshine tastings and live country music. It has it's own country bar, restaurant and music pavilion. This boutique hotel is the perfect lounging spot for wedding parties, bachelor and bachelorette parties, families and couples.

It has a unique style of southern charm, where rustic farm meets modern elegance. Additionally, it is the venue for weddings, friend or family vacations, or even a romantic getaway. The concept is based off of rodeos, as Wildwood Lodge is a proud sponsor of the Professional Bull Riders organization. Everything, from language to style, will all be based on rodeos and everything that surrounds them. Wildwood Lodge can either be a peaceful oasis or an entertaining adventure or even a perfect combination of both.



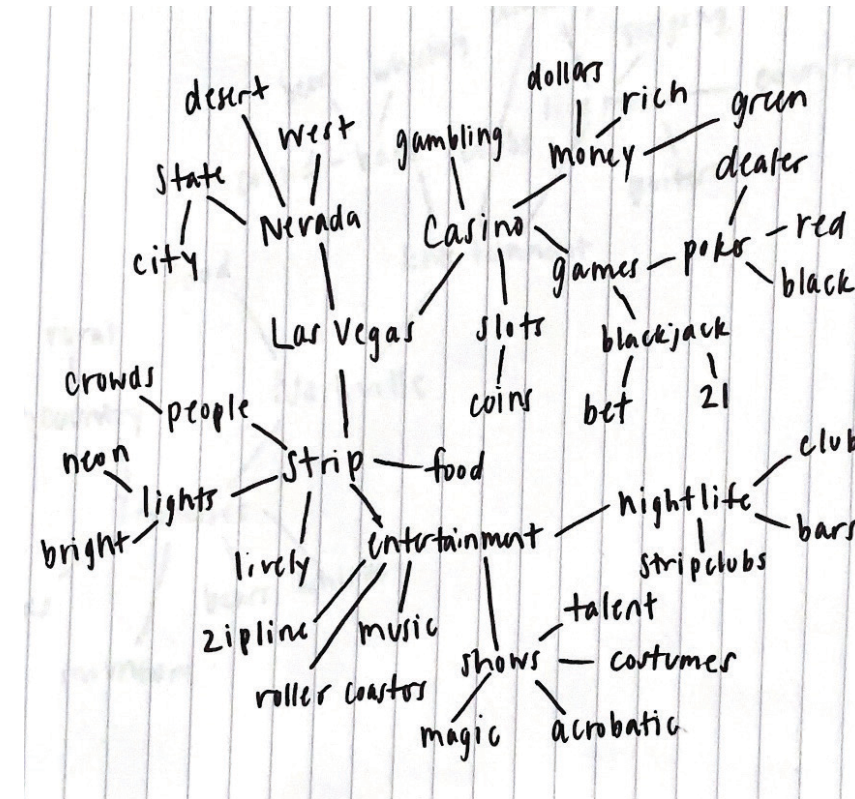
2. Element Casino

Natural | Preservation | Technological | Smart | Fresh

This Las Vegas hotel is located right in the center of the Vegas Strip. As a bustling city known for gambling and nightlife, this hotel has the perfect location with plenty of access to everything you could imagine. What makes this hotel unique from the hundreds of surrounding hotels, is its integration of natural elements with advanced technology. It is ultimately the place where nature meets technology.

The goal of the hotel is to give travelers an extravagant, unique place to stay while pushing the importance of sustainable living. Furthermore, this hotel would show how great and advanced life can be, while still thinking about how to protect our earth.

This hotel is called Element Hotel & Casino, which is derived from the different elements of the earth. Some unique features include a jungle-stlye lobby with live trees, flowers and various plants. The hotel walls would be mostly glass to allow natural sunlight in. On the outside of this high-rise building is a 400-foot tall waterfall. It would also consist of restaurants, a casino, bar, virtual reality room and television room. Most features in the individual rooms and public spaces can be considered technologically advanced. For example, the beds will be adjustable, lights, televisions and thermostats are smart devices. Each room has a large screen where you can request room service, cleaning services, etc. It also includes important rules and information about the hotel and city. You can make reservations for local attractions and restaurants all from the comfort of your own room.



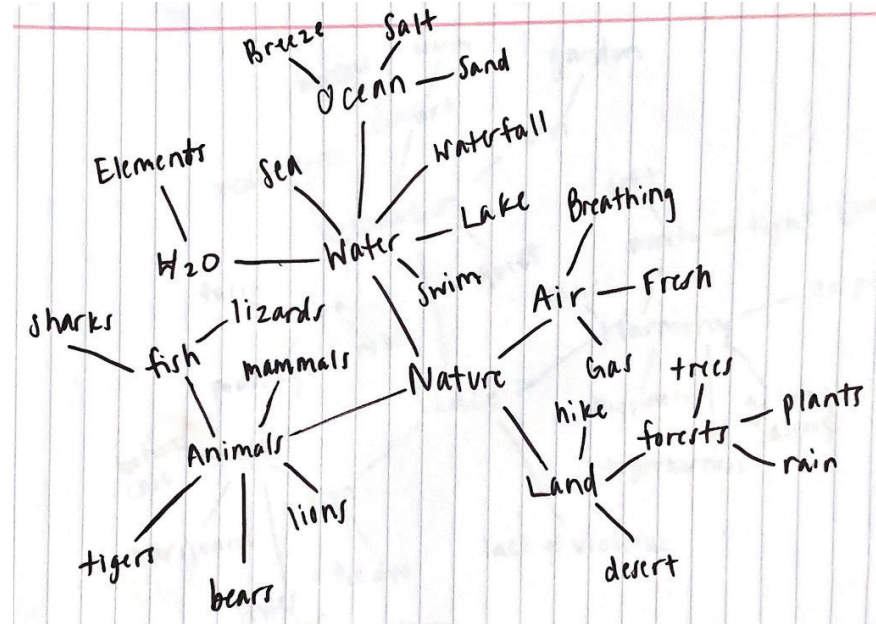
3. Harmony Inn

Relaxing | Safe | Natural | Zen | Living | Marine Life

Located in Destin, Florida is a unique, private, beach oasis called Harmony Inn. When you think of the Maldives or other tropical islands, you think of small houses or rooms on the water, connected by a boardwalk. This is not very common in the United States, so the idea is to bring this foreign type of hotel to America. With the concept of self-care being brought to light daily, in social media, yoga, spas and other places of relaxation have become very popular. What will make this hotel unique is the integration of relaxation and wild marine life into the travelers' stay.

Located right on the ocean, this private resort will have an aquarium style feel, but all animals and marine life will be wild, rather than held captive. This resort will show the importance of letting wildlife live freely, in their natural environment. Additionally, we can still enjoy these views and interactions with all living things, without taking away from their lives. This private hotel will include a spa, hot tub, sauna, pool, restaurant and multiple shops. Activities include scuba-diving, a boat excursion, massages and yoga classes.

The style will be high-end aquascape, meets boho-chic. The Harmony Inn is all about zen and relaxation. We strongly believe that humans should be one with the earth and we should do everything we can to protect the earth we live on. Nature gives us life and therefore we should give everything we can back. Nature is the center of peace, relaxation and life.



Rodeo Concept

- bulls
- horses
- barn
- land
- country
- horns
- rural
- horseshoe
- rope
- cowboy hat
- active
- cowboy boots
- dirt
- jeans
- footprints
- cowboy
- branding
- hoof
- spin
- wood
- gate
- homemade
- strong
- physical
- mud
- animals
- running
- hair/fur
- mane
- saddle
- 1st Place
- winning
- dangerous
- tying
- racing
- herd (ing)
- kicking
- belt buckle

Hotel Names

- ✗ Hideaway Lodge
- ✗ The Herd Inn
- ✗ Big Bull Lodge
- ✗ Tough Bull Lodge
- ✗ Long Mane Lodge
- ✗ Wild Bull Lodge
- ✗ Bull Hollow Lodge
- ✗ Rope Creek Lodge
- ✗ Running Herd Lodge
- ✗ First Place Lodge
- ✗ Cattle Inn
- ✗ Mudland Hotel
- ✗ First Horse Lodge
- ✗ Quick Horse Hotel
- ✗ Kicking Bull Lodge
- ✗ Big Horn Hotel
- ✗ Tough Horn Lodge
- ✗ Horse Point Inn
- ✗ Tough Herd Lodge
- ✗ Wild Cattle Lodge
- ✗ Roping Cattle Lodge
- ✗ Wild Buck Lodge
- ✗ Herd Crossing Lodge
- ✗ Herd Hollow Lodge
- ✗ Wild Hollow Lodge
- * High Horse Hotel
- * Hoof Hotel
- * Quickrope Lodge
- * Wild Point Lodge
- * Fast Horse Inn
- * Bucking Bull Lodge
- * Cattle Crossing Lodge
- * Big Gate Inn
- * Wild Horn Lodge
- * Cattle Creek Inn
- * Wild Buck Lodge
- * Herd Crossing Lodge
- * Herd Hollow Lodge
- * Wild Hollow Lodge

01 | FINAL CONCEPT



Wildwood Lodge

Adventurous | Natural | Woodsy | Country | Eventful

Located in the outskirts of Nashville, Tennessee, Wildwood Lodge is for fun and adventurous people, who also prefer a private stay. It has the perfect location, just outside of the city, but far enough to maintain its own private & quiet feel. It is only 20 minutes from Nashville's well-known Broadway St and the center of downtown. With that being said, the guests can choose whether they would like to spend a day in downtown Nashville or stay in to attend the various events the hotel offers.

Wildwood Lodge is situated on 10 acres of both open land and wooded areas. It includes multiple ponds, breathtaking views, a fountain and a petting barn with live animals. There is also plenty of entertainment on a daily-basis, including rodeos, fishing competitions, line dancing, wine and moonshine tastings and live country music. It has its own country bar, restaurant and music pavilion. This boutique hotel is the perfect lounging spot for wedding parties, bachelor and bachelorette parties, families and couples.

It has a unique style of southern charm, where rustic farm meets modern elegance. Additionally, it is the venue for weddings, friend or family vacations, or even a romantic getaway. The concept is based off of rodeos, as Wildwood Lodge is a proud sponsor of the Professional Bull Riders organization. Everything, from language to style, will all be based on rodeos and everything that surrounds them. Wildwood Lodge can either be a peaceful oasis or an entertaining adventure or even a perfect combination of both.



02 | GOALS & DELIVERABLES



GOALS

The first goal of this project is create a luxurious boutique hotel identity program with its related materials, which appeals to the target audience. In addition, it should make people eager and excited to stay at the hotel which will make them book their stay here.



DELIVERABLES

The first main deliverable is a complete brand identity program for Wildwood Lodge. Next, is a lookbook and two menus, one for the Wildwood Cafe and the other for room service. Additionally, we have various ephemera items including a memo pad, the room key and its package, toiletry items such as shampoo, conditioner, body wash, soap, lotion and a charcoal mask. And finally, is the Wildwood website where you can learn about the hotel and book your stay.

02 | TARGET AUDIENCE

PRIMARY
 Couples or groups of friends ages 23–65, interested in a fun vacation with plenty to do. These people are middle to upper-class, outgoing, outdoorsy and adventurous but would also enjoy a peaceful, quiet stay.

SECONDARY
 Families with children who would love to stay busy on their vacation. Parents ages 30–50 and their children or teens ages 2–19. These people are middle to upper-class, outdoorsy and adventurous.

TAYLOR & CHRIS



- DEMOGRAPHICS:**
- Couple
 - 24 & 26 years old
 - Engineer & Marketing Director
 - Love to travel together

JAKE, MEGAN, TOM & ZAC



- DEMOGRAPHICS:**
- Spring Breakers
 - 26–29 years old
 - Various Career Fields
 - Enjoys live music

DAVE, WENDY, LEA & KAI



- DEMOGRAPHICS:**
- Family
 - 32 & 34 years old
 - Biochemist & Jewelry Store Owner
 - Enjoys reading & vacationing

02 | MOOD BOARD



03 | SKETCHES



03 | SKETCHES



04 | DIGITAL ROUGHS



04 | COLOR PALETTE & TYPOGRAPHY

BLUE

#0C1B3C
CMYK: 99/89/44/54
RGB: 12/27/60

GOLD

#DAB875
CMYK: 15/26/63/0
RGB: 218/184/117

GRAY

#1F2225
CMYK: 75/67/61/71
RGB: 31/34/37

SADDLEBAG REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz
1234567890!@#\$?+=

Acumin Variable Concept
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$?+=

05 | FINAL DELIVERABLES



05 | FINAL DELIVERABLES





- 01 Identity Program
- 02 Menu
- 03 Cookbook

InDesign
Illustrator
Photoshop

Mori Asian Cuisine

Brand Identity

OBJECTIVE

The goal of this project is to attract a specific audience of animal lovers and foodies and encourage them to dine at Mori.

CONCEPT

Mori Asian Cuisine is an upscale restaurant that serves Chinese, Japanese and Korean food. Not only are they known for their great food, but also their role in the protection of endangered animals in China. This is unique because Asian countries often have a different view on animals than we do here in the United States. Additionally, they raise awareness and show support for endangered species. One specific endangered species that is highlighted in the cookbook are White-headed Langurs, along with Musk Deer, Elephants and various kinds of Tigers. Mori is also a huge supporter of local and national animal-related charities. Animal Rights Hawaii is a local non-profit that they partner with often. Additionally, the restaurant was named Mori because it means forest in Japanese.

THEME

Inspired by the habitat where these animals live, the style of the restaurant is a jungle, which shows off the natural elements of these animals' environments. The style is also inspired by Japanese and Chinese art with the calligraphy style. The patterns are all made with this same thin calligraphic brush stroke. They are the same color as each background but a different tint, so that they're visible, but very subtle. The color palette includes red, teal, cream, yellow and gray. Red is a significant color in Asian culture. All of the colors work well together because of their contrast with one another and the way they pop.

MATERIALS

Mori Asian Cuisine's cookbook is made of a bamboo paper. The menu is made of layered canvas paper on a sheet of bamboo and strung together by a red silk ribbon.



1. Animal Protection

Caring for wild animals' well-being is not a common subject or stance in China. Their view of animals is very different from our views in the United States. This restaurant will highlight the protection of endangered animals in China, and will be based in Honolulu, Hawaii. An important component of Chinese culture is sculpture and ceramics. I plan to use these elements to get my idea across to my intended audience. They will see a familiar object that has a whole new meaning.

They will serve a variety of asian food including chinese, japanese and korean. They are also a huge supporter of local and national animal-related charities. They will raise awareness and show their support for endangered species in China. I want to shape the future for endangered animals. With that being said, I am going to use the word shape as a play on words and use different shapes to get my idea across. I will use flat shapes and illustrations, rather than literal imagery. Additionally, the style of the restaurant will be jungle-like, with lots of natural elements, including plants, trees and animal sculptures.

endangered · animals · mammals · jungle · natural · habitat ·
asian · china · chinese · monkey · panda · bear · Leopard ·
Tiger · cats · Elephant · Rhino · Camel · sheep · Deer · whale ·
protect · safe · sanctuary · conserve · preserve · growth · nature ·
wilderness · wild · untamed · feral · harm · endanger ·
protected · secure · sheltered · guarded · wildlife · species
survival · existence · life · living

01 | CONCEPT BRAINSTORMING



2. Underground Railroad

This high-end American restaurant is located in the former abandoned underground subway of Downtown Cincinnati. It has a mysterious and secretive speakeasy feel, as it is hidden under the streets of The Banks District on W Second Street. The restaurant will highlight the history of the underground railroad and therefore inform guests of the history surrounding the unique location. History alone can be boring to many people, so I plan on adding another element, which is street art. The abandoned subway stations are now filled with graffiti and street art. I want to show both the old historical aspects of the underground railroad and the modern graffiti elements that reside there. They will serve modern and old-school American dishes.

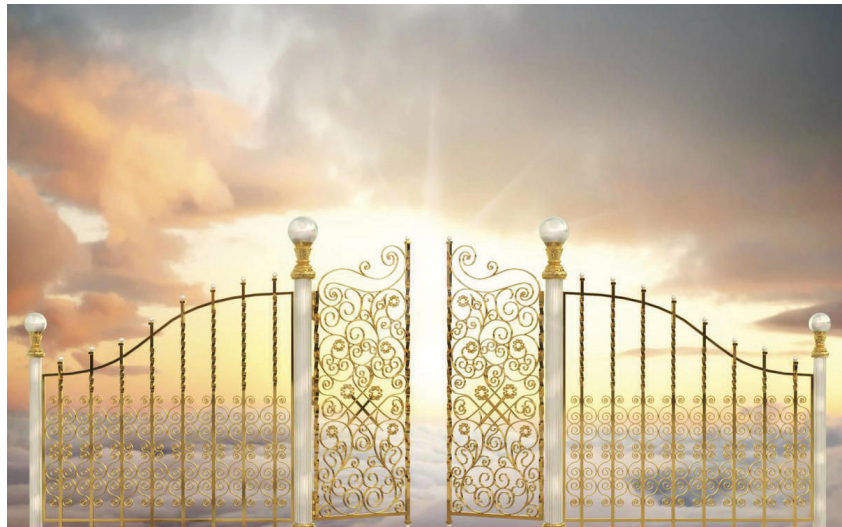
01 | CONCEPT BRAINSTORMING

Underground · railroad · history · hiding · sneaky · secretive · slaves · dark · vacant · abandoned · mysterious · scary · quiet · lonely · streets · cement · brick · graffiti · street art · vandalism · hidden · undiscovered · unknown · unfamiliar · unnoticeable · classified · hush-hush · private · secluded · undercover · obscure · unseen · strange · shelter · escape · runaway · 18th century · freedom · independence



3. Heavenly Atmosphere

This restaurant was created by two close friends. One friend is a nurse and the other is a designer. The nurse is interested in healthy options and the designer thinks a restaurant's atmosphere is the most important part. They wanted to come up with a place that offered the best of both worlds. This restaurant serves plenty of healthy options including fruit bowls, salads, fresh veggies, grains, chicken, seafood and other lean meat. The atmosphere is based on something they both believe in, heaven. There is no better place than heaven. Heavenly restaurant is all about eating good and feeling good. The style of the restaurant will be light, bright, airy and somewhat magical, but not cheesy.



Heaven · peace · tranquility · atmosphere · environment ·
perfect · healthy · good · bright · light · impeccable ·
splendid · ambience · mood · spirit · scene · space · feeling ·
climate · aura · love · harmony · well-being · relaxed ·
comfort · satisfying · happy · pleasure · serenity · bliss ·
Utopia · kingdom · paradise · eternity · wonderland

01 | FINAL CONCEPT



Animal Protection

Caring for wild animals' well-being is not a common subject or stance in China. Their view of animals is very different from our views in the United States. This restaurant will highlight the protection of endangered animals in China, and will be based in Honolulu, Hawaii. An important component of Chinese culture is art. I plan to use these Japanese and Chinese art elements to get my idea across to my intended audience. Therefore, they will see a familiar style that has a whole new meaning.

They will serve a variety of Asian food including Chinese, Japanese and Korean. They are also a huge supporter of local and national animal-related charities. They will raise awareness and show their support for endangered species in China. I want to shape the future for endangered animals. As mentioned before, I am going to use a Japanese and Chinese art-inspired style to get my idea across. I will use mostly calligraphy and ink brushes for illustrations to show this, rather than literal imagery.

Additionally, the style of the restaurant will be jungle-like, with lots of natural elements, including plants, trees and animals.

02 | NAME BRAINSTORMING

KEYWORDS & PHRASES

- Into the Wild
- Embrace the Wild
- Asian Jungle Cafe
- Animal Cafe
- Endangered Cafe
- Jungle Kitchen
- Protect the Jungle
- Conservatory Kitchen
- Safe Jungle
- Preservatory Kitchen
- The Sanctuary Cafe
- Jungle Asian Cuisine
- Monkey Haven
- Shenghuo (life)
- Ginseng (herbal root)
- Wok Jungle (frying pan)
- Tsuchi (earth/soil)
- Shizen (nature)
- Kuuki (air)
- Ki (tree)
- Mori (forest)
- Chow (food)
- Gong he (work together)
- Feng Shui (natural surroundings or literally wind and water)
- Dongwu (animal)
- Baohu (protect)

NAMES

- Mori Asian Cuisine
- Mori Asian Kitchen
- Mori Kitchen
- The Jungle Cafe
- Feng Shui (Asian Cuisine)
- The Shizen House
- The Mori House
- Jungle Kitchen
- Jungle House (Asian Kitchen)
- More Life (Asian Kitchen)
- Mori Life (Asian Cuisine)
- Embrace (Asian Cuisine)

02 | MOOD BOARD



03 | DIGITAL ROUGHS

MORI

mori

MORI

MORI

Mori

MORI

Mori

MORI

MORI

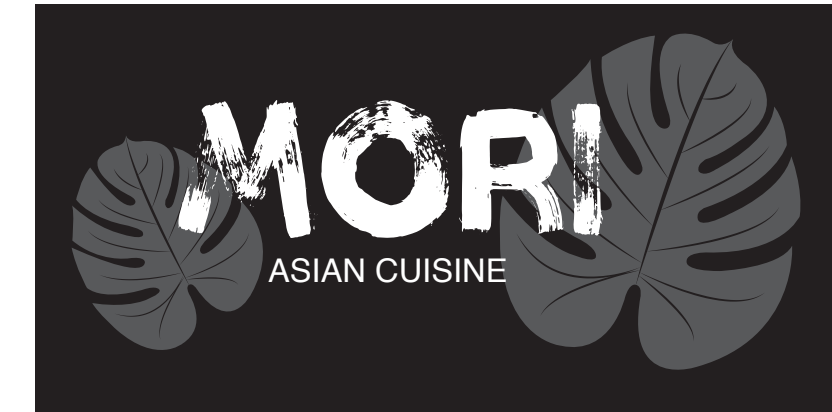
MORI
ASIAN CUISINE

MORI
ASIAN CUISINE

MORI
ASIAN CUISINE

MORI
ASIAN CUISINE

MORI
ASIAN CUISINE



03 | DIGITAL ROUGHS



04 | COLOR PALETTE & TYPOGRAPHY

RED

#B72726
 CMYK: 20/98/100/10
 RGB: 183/41/38

TEAL

#1BB680
 CMYK: 76/0/68/0
 RGB: 27/182/128

YELLOW

#EBCC46
 CMYK: 9/16/85/0
 RGB: 235/204/67

CHARCOAL

#414042
 CMYK: 0/0/0/90
 RGB: 65/64/66

OFF-WHITE

#FFF2D8
 CMYK: 0/4/16/0
 RGB: 255/242/216

OLD GROWTH

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 TUVWXYZ
 1234567890!#\$%&?

Tussilago Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 RSTUVWXYZ
 abcdefghijklmnopqrstu
 vwxyz
 1234567890!#\$%&?

Tussilago Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 RSTUVWXYZ
 abcdefghijklmnopqrstu
 vwxyz
 1234567890!#\$%&?

Forma DJR Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!#\$%&?

04 | FINAL LOGOS

MORI
ASIAN CUISINE

MORI
ASIAN CUISINE

04 | FINAL LOGOS

MORI
ASIAN CUISINE

MORI
ASIAN CUISINE

MORI
ASIAN CUISINE

MORI
ASIAN CUISINE

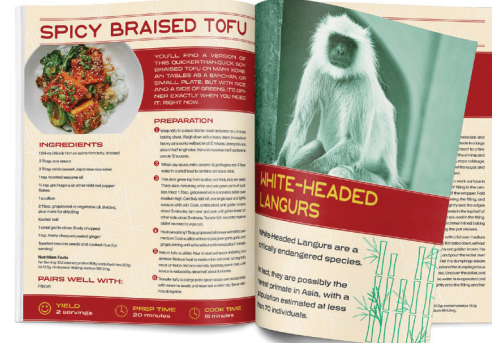
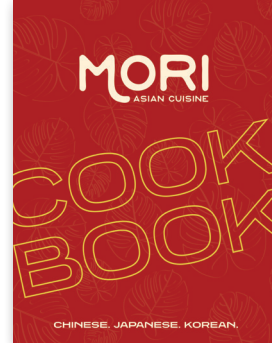
MORI
ASIAN CUISINE

MORI
ASIAN CUISINE

MORI
ASIAN CUISINE

MORI
ASIAN CUISINE

MORI
ASIAN CUISINE





- 01 Identity Program
- 02 Signage
- 03 Apparel
- 04 Packaging

InDesign
Illustrator
Photoshop

The Modern District

Brand Identity

OBJECTIVE

The goal of this project was to create an identity system for this working community, which is focused on creating a positive and enjoyable workspace.

CONCEPT

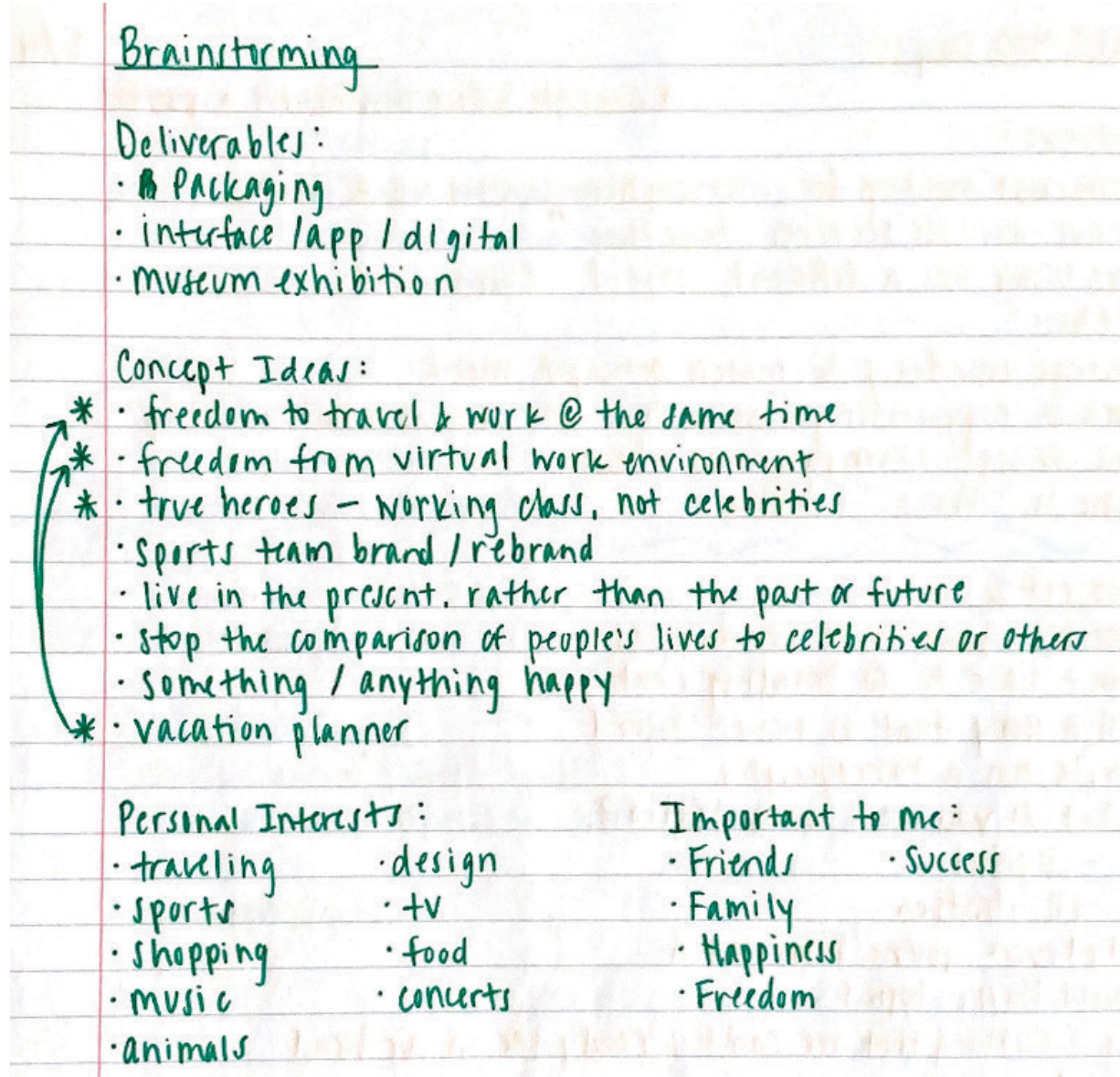
This project was inspired by the fact that employees tend to feel threatened by employers in that they must be perfect in order to maintain their current job or get a new job. This causes damage to employees' mindsets and even mental health. It also creates a toxic work culture. With that being said, the Modern District is a positive and encouraging working community. Not only is this a happy place to work, but it is also a new lifestyle. The Modern District is a shared space for various existing companies. The building showcases multiple open, communal spaces, all of which are positive, fun, friendly and inviting. The businesses involved are small and privately-owned and operated, which also produces a community feeling.

THEME

The overall style is modern and cheerful. The bright color palette gives off a vibrant look, which can be portrayed as positive, inviting and lively, all of which describe the company. The typography is a modern-looking sans serif which also correlates to the company's tone. The goal was to create a modern and fresh look, to go with the fresh and innovative idea for the company.

MATERIALS

The Modern District uses flat graphics and typography for its visual identity system. Some of the final deliverables are signage, box packaging and t shirts. The signage are billboards located throughout the city. The packaging is rectangular and made of strong cardboard. The designs are to be printed on them. Finally, we have cotton t shirts in a variety of colors, with screen printed designs.



1. Work Culture

PROPOSAL

In today's society, the expectations of many employees are unrealistic and unfair. Employees tend to feel threatened by employers in that they must be perfect in order to maintain their current job or get a new job. "The perfect employee" does not exist. The worry of needing to look perfect for your employer is completely unhealthy. This causes damage to employees' mindsets and even mental health. It also creates a toxic work culture. Toxic work culture is all too common. No matter the career field, there are corporations and companies that are demoralizing and detrimental for employees. A toxic working environment only has negative consequences for both, the employee and employer.

With that being said, my plan is to come up with a positive and encouraging working community with NO toxicity or negativity. Creating a positive workspace should increase happiness relating to work life. This working community could almost be considered a new lifestyle. My idea is that multiple companies will share a single building. The building will include multiple open, communal spaces. These spaces, of course will be positive, fun, friendly and inviting. There will also be multiple coffee shops, restaurants and cafeterias for all of the employees. The employers of these businesses will then be a part of the community as well. The buildings' occupants will be trained on good morals. This will be less educational and preachy, and more motivational and abstract. The events, held within the community, and community culture will train their brains to have good morals (think of it like religion). There will be "rules" to create a more positive space. One rule is an open door policy.



There will also be mandatory workshops every Friday. These rules will create a sense of community and result in an overall happier lifestyle. The goal is to have the employees look forward to the workshops, rather than dread them, like most mandatory job workshops. This also goes for all of the rules- They will not be dreaded rules that the employers must follow, but instead an origin of positivity.

GOALS & DELIVERABLES

Ultimately, I want to design for a community where both employees and employers feel comfortable and happy. I am going to design the community's branding. The community will have a name, logo and tagline. I will also create some aspects of the interior space, like wall art that coincides with the brand. Next, I will create some products that will be used in the space, including paper cups and bags. Finally, I will create a lookbook of the community space. The style would be very friendly, community oriented, warm and modern.

2. Trip Planner

PROPOSAL

In many career fields today, a majority of employees do not get enough paid time off from work. According to the Bureau of Labor Statistics, on average, American workers receive 10 days of paid time off per year. My ultimate goal in life is to be happy. Happiness consists of many different things and has many different definitions for different people. For me personally, happiness is made up of good memories. Good memories make me think of family and friend vacations because I have a lot of positive memories from such events. So this is where the connection of happiness and travel comes from.

I am going to focus on the happiness of employees for this project. I believe that employees should have more freedom to travel. There are 261 work days in a year (2021). 10 vacation days only makes up 36.5% of the year. That means, about 60% of the time, working individuals are stuck in one location (if they choose to stay on weekends as well). In order to allow employees to travel more without giving more paid time off, companies can give the option of a virtual/remote work style. The remote work environment allows employees to work from any location (as long as stable internet is available).

With that being said, I want to create a travel planning company that works with corporations around the world. The company provides hands-on planning for employees to travel throughout the year while still working full-time. The employer pays for some of the travel expenses as travel is part of their benefits package for their employees. Ultimately, the



employer and travel planning company are partners. The employees will be able to go through the vacation planner to prepare their travel plans for the year.

GOALS & DELIVERABLES

I am going to create branding for the travel planning company. The company will have a name, logo and tagline. I will also create some of these deliverables: digital advertisements, social media pages and posts, business cards, emails, etc. I am also going to create the company's app. The app will serve as the travel planning guide. Here, the customers will be able to browse trip options and also book their trip. The style would be very friendly, peaceful and idealistic.

3. True Heroes

PROPOSAL

Celebrities are often looked up to and even given the title "hero" by many people. I think now more than ever, it is clear who the true "heroes" of the world are. The COVID-19 pandemic has recently shed light on this topic. Our first responders, nurses, grocery store workers, truck drivers, delivery men and women and many more working class people are at the forefront when it comes to making the world operate. These people are the true heroes of the world.

In turn, I think they should be looked up to just as much, if not more than celebrities. Of course celebrities who do good in our world are still people to look up to, but it is about what they do, rather than who they are. It should not be about who's popular or cool- what's more important is making a positive impact on the world.

In summary, I would like to shine the spotlight on everyday people who make a positive impact on the world because they are deserving of it. Showcasing good deeds or good people could spread positivity and encourage others to act in a similar manner. I believe this is something the world needs right now. The news and media tend to showcase negative acts and events most of the time. It would be beneficial to the world to show more positivity. Overall happiness and peace could increase as a result.



GOALS & DELIVERABLES

I would like to create deliverables that spotlight our true heroes. One potential deliverable would be a museum exhibit. This will include various environmental graphics including but not limited to: exhibit walls, posters, motion graphics and event brochures. I could also create a swag bag of items that the museum attendees would get for coming. This would include the drawstring bag, a t shirt and similar items.

Work Community

PROPOSAL

In today's society, the expectations of many employees are unrealistic and unfair. Employees tend to feel threatened by employers in that they must be perfect in order to maintain their current job or get a new job. "The perfect employee" does not exist. The worry of needing to look perfect for your employer is completely unhealthy. This causes damage to employees' mindsets and even mental health. It also creates a toxic work culture. Toxic work culture is all too common, and exists in many forms, not just the stress of being the perfect employee. No matter the career field, there are corporations and companies that are demoralizing and detrimental for their employees. A toxic work environment only has negative consequences for both, the employee and employer.

With that being said, my plan is to come up with a positive and encouraging working community with NO toxicity or negativity. Creating a positive workspace should increase happiness relating to work life. This working community could almost be considered a new lifestyle. My idea is that multiple companies will share a single building. The building will include multiple open, communal spaces. These spaces, of course will be positive, fun, friendly and inviting. There will also be multiple coffee shops, restaurants and cafeterias for all of the employees to utilize. The working individuals of the numerous businesses will be a part of a larger community. This also presents the opportunity for everyone in the shared space to be clients/customers for one another. The businesses involved will be small and privately-owned and operated, rather than large corporations and chains.



The buildings' occupants will be trained on good morals. This will be less educational and preachy, and more motivational and abstract. There will also be workshops held every Friday. These workshops will encourage and push everyone to be good people within an open, inviting and positive space. The events held within the community and community culture as a whole, will train the employees to have good morals (think of it like religion & church). Additionally, there will be regimens to create a more positive space and sense of community. One example would be an open door policy. The regimens will not be dreaded rules that the employers must follow, but instead an origin of a positive work culture.



GOALS

Ultimately, I want to design for a community where both employees and employers feel not only comfortable, but also happy and excited to go to work. The community is supposed to be a positive environment, so the brand's identity will be as well. I want it to be friendly, inviting, upbeat and happy.



DELIVERABLES

First off, I am going to design the community's branding. This will include a name, logo and tagline. Next I will create a brochure for new companies and their employees. This will go in the welcome kit. The welcome kit is for new residents/companies. It will come in a rectangular box and include the brochure and some other small Modern District-themed items. Some other items are paper cups, bags and environmental graphics.

02 | TARGET AUDIENCE

Working class people interested in an ideal working environment. These people have good morals and ethics and are driven to make the world a better place. They are also friendly, caring, giving, thoughtful, team players, honest, dependable, passionate, trustworthy, loyal and positive.

MARTHA WHITE



DEMOGRAPHICS:

- Female
- 54 years old
- Realtor
- Community engagement lead for a local church
- Animal lover

SPENCER DAY



DEMOGRAPHICS:

- Male
- 29 years old
- Screen Printer & Designer
- Spends weekends giving back at local food pantries
- Enjoys Skateboarding

ARIANA MASTERS



DEMOGRAPHICS:

- Female
- 26 years old
- Fashion Designer & Boutique Owner
- Makes and donates clothing to the poor
- Enjoys reading

02 | WORD LIST

Community · Work · Job · Career · Lifestyle · Live · Play ·
Social · Group · Culture · Friends · Co-workers · Independence ·
Dependent · Team · Teamwork · Friendly · Respect · Honest ·
Morals · Positive · Environment · Encouraging · Human · Employer ·
Employee · Equality · Freedom · Sharing · Space · Open · Public ·
Private · Pay · Money · Check · Fun · Inviting · Stress-free ·
Benefits · Boss · Personal · Ownership · Small Businesses · Support ·
Good deeds · Service · Experience · Caring · Help · Bond · Good vibes ·
Smiles · Happiness · Joy · Excitement · Warm · Enjoyment · Touching ·
Marketing · Branding · Company · Common · Communal · Love · Passion ·
Feelings · Mood · Snacks · Lunch · Coffee · Water · Cafeteria · Vending
Machines · Entanglement · Connection · Allied · Alliance · Unity ·
Satisfying · Relationship · Pleasing · Admirable · Reputable · Skill ·
Reliable · Inclusion · Diversity · Stable · Solid · Trust · Loyalty · New

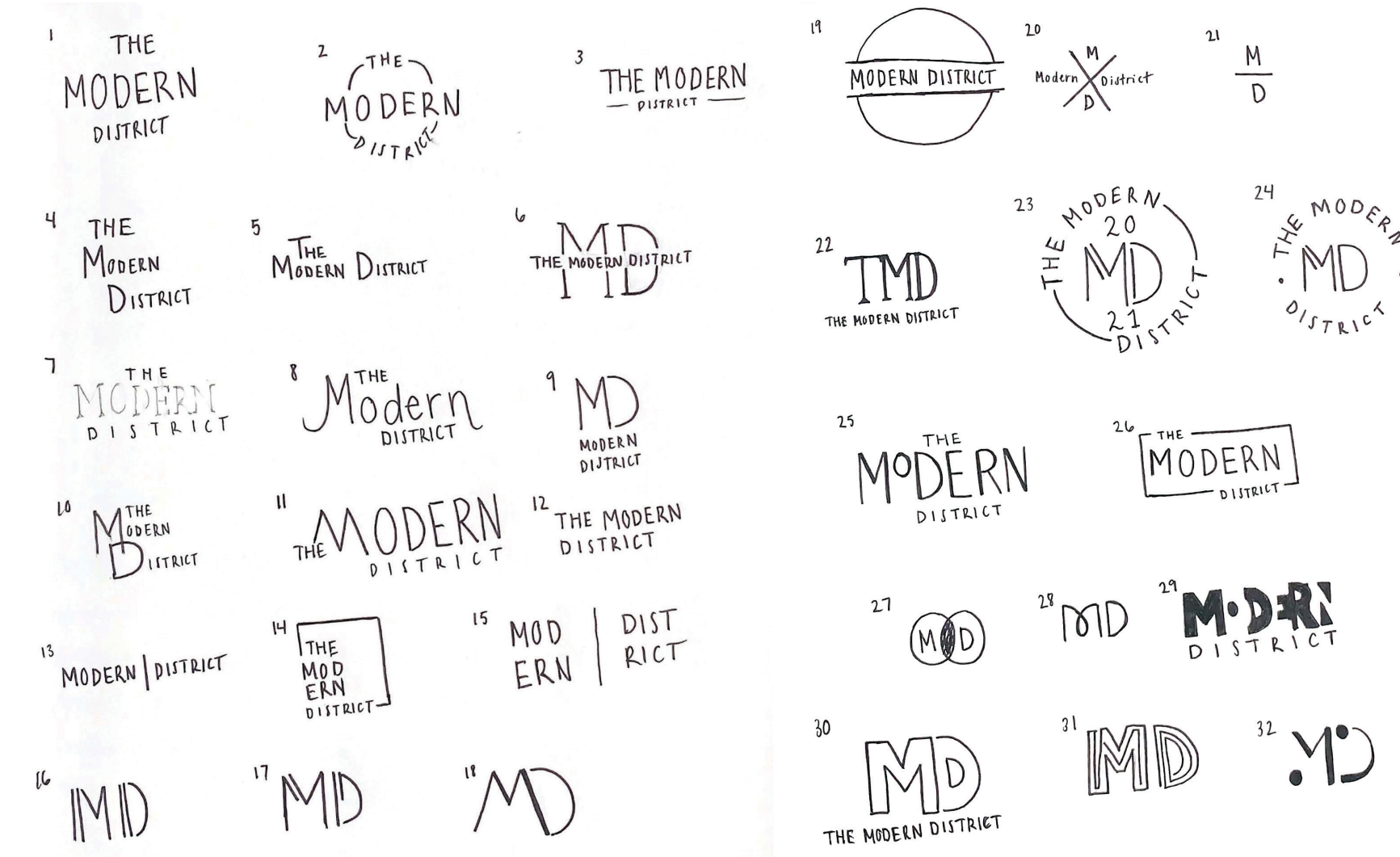
02 | MOOD BOARD



02 | MOOD BOARD



03 | SKETCHES



03 | TYPE STUDIES

Miracle

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890!@%?

BEBAS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@%?

Didot

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890!@%?

Helvetica

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890!@%?

shapeshifters

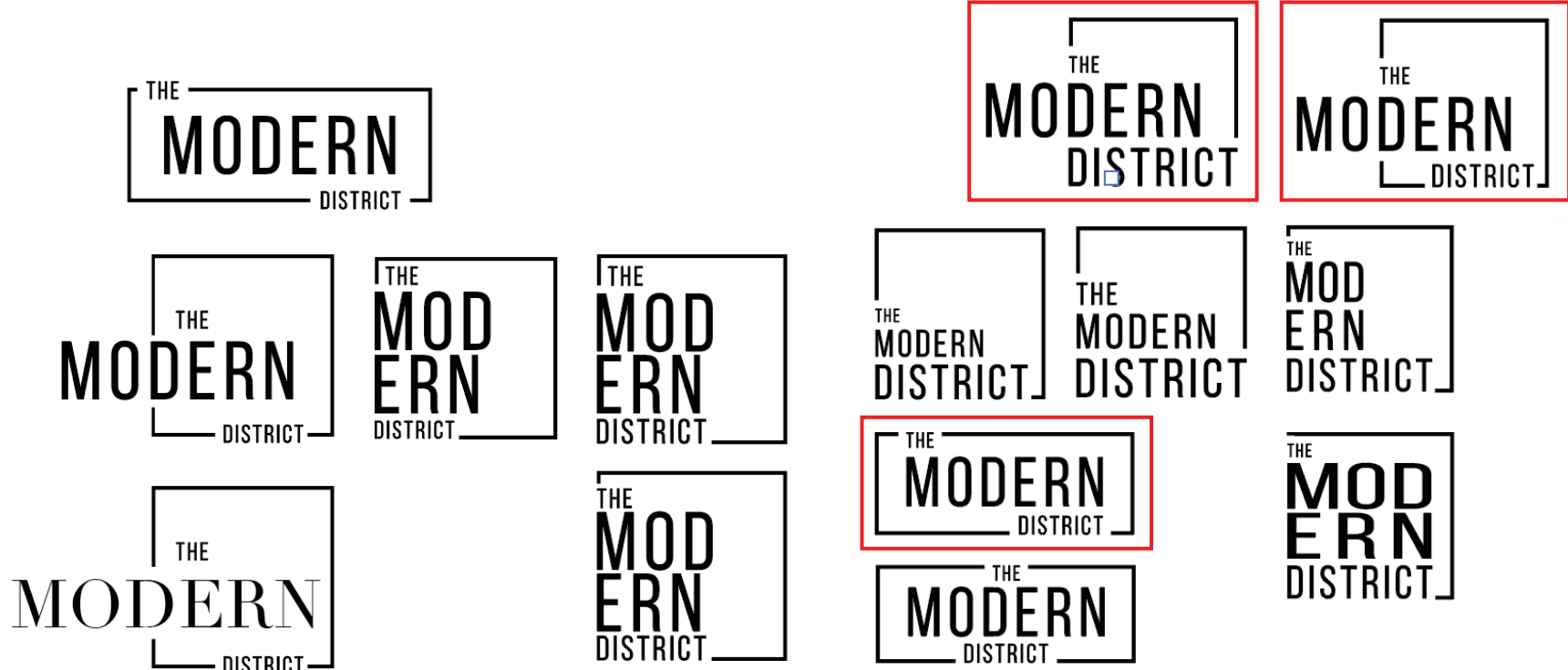
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qrstuvwxyz
abcdefghijklmnop
qrstuv
wxyz
1234567890!@%?

Vintage King

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890!@%?

03 | DIGITAL ROUGHS

MODERN MODERN
MODERN MODERN



04 | COLOR PALETTE & TYPOGRAPHY

NEON GREEN
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CMYK: 42/0/100/0
RGB: 154/242/0

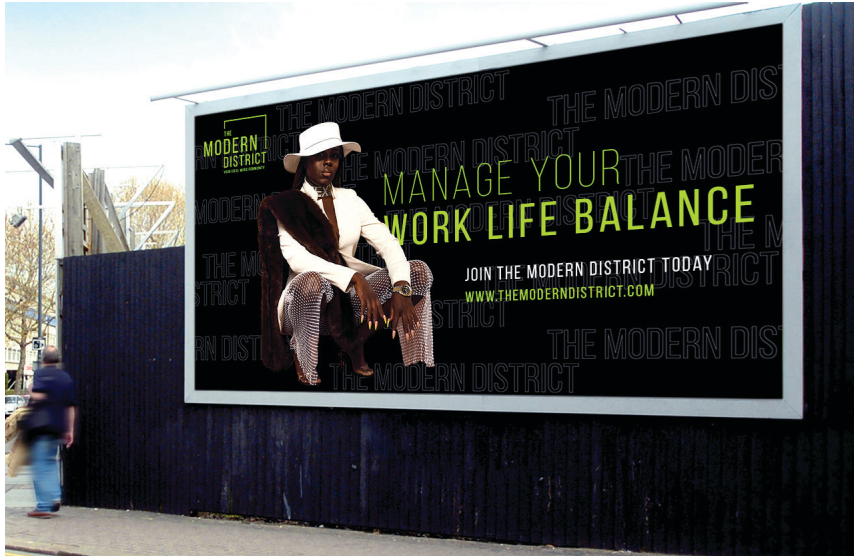
PURPLE
#2E0B56
CMYK: 93/100/27/35
RGB: 46/11/86

FOREST GREEN
#1C3D0A
CMYK: 78/48/96/58
RGB: 28/61/10

BEBAS NEUE REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$?+=

BEBAS NEUE LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$?+=

05 | FINAL DELIVERABLES



05 | FINAL DELIVERABLES



THE RET URN

01 Book Jackets

InDesign
Photoshop

Nicholas Sparks Book Jackets

Print Design

OBJECTIVE

The goal of this project was to show each story in a creative way, without being super literal through unique designs. Another goal was to create a style that is applicable to the style of stories that Sparks' writes.

CONCEPT

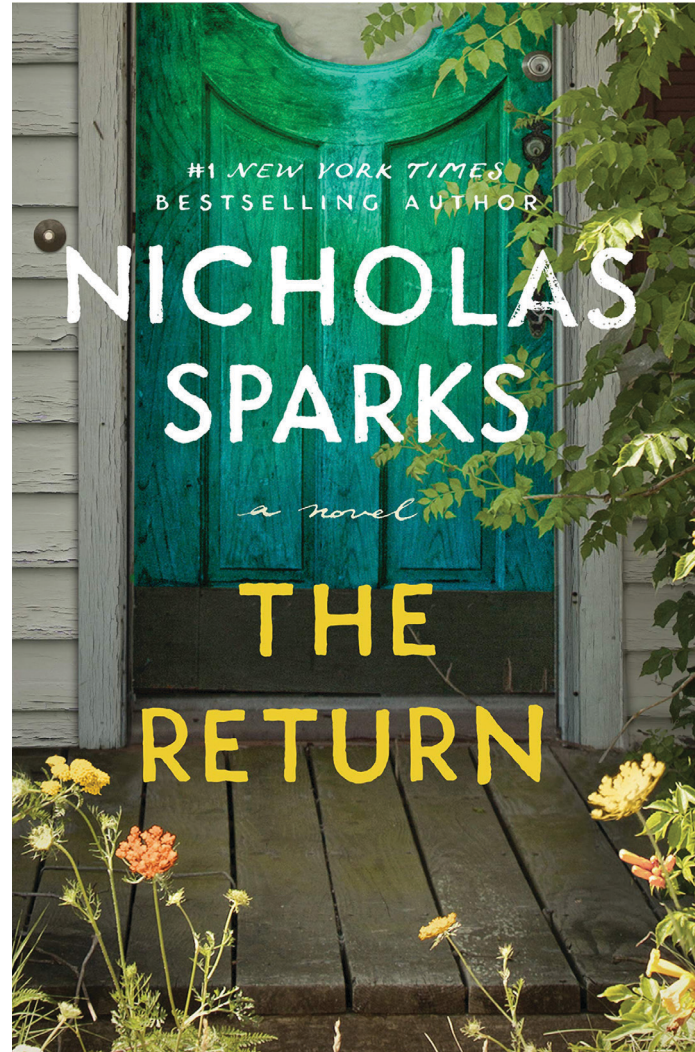
The book jackets for these three books are all consistent in that they are laid out like gallery walls that represent the plot of each story. Likewise, all of the images in each frame relates to the story in some way. For example, the honeycomb image on the cover of "The Return" is a reference to the bee colony that the main character, Trevor takes care of in the story. Another example are the rings on "The Notebook" cover, which represent an engagement. The galleries give insight to the narratives.

THEME

The three books are all consistent in that they are laid out like gallery walls. Each book has a unique style relating to the story. For example, the notebook paper on "The Notebook" book jacket refers to the handwritten letters in the story. And the frames for The Return have an old style to represent the old town called New Bern, where the story takes place. The stories determine the styles of each book. Since they are love stories, the darker pastel colors show that soft side of romance with a little bit of struggle or darkness. The serif typeface goes with the setting of the books, which take place in a small, older town around or after World War II. It also shows a level of sophistication.

MATERIALS

These book covers are made of a nice kind of paper. They are printed on directly. The folded flaps hold it onto the book, as they wrap around the book's front and back covers.



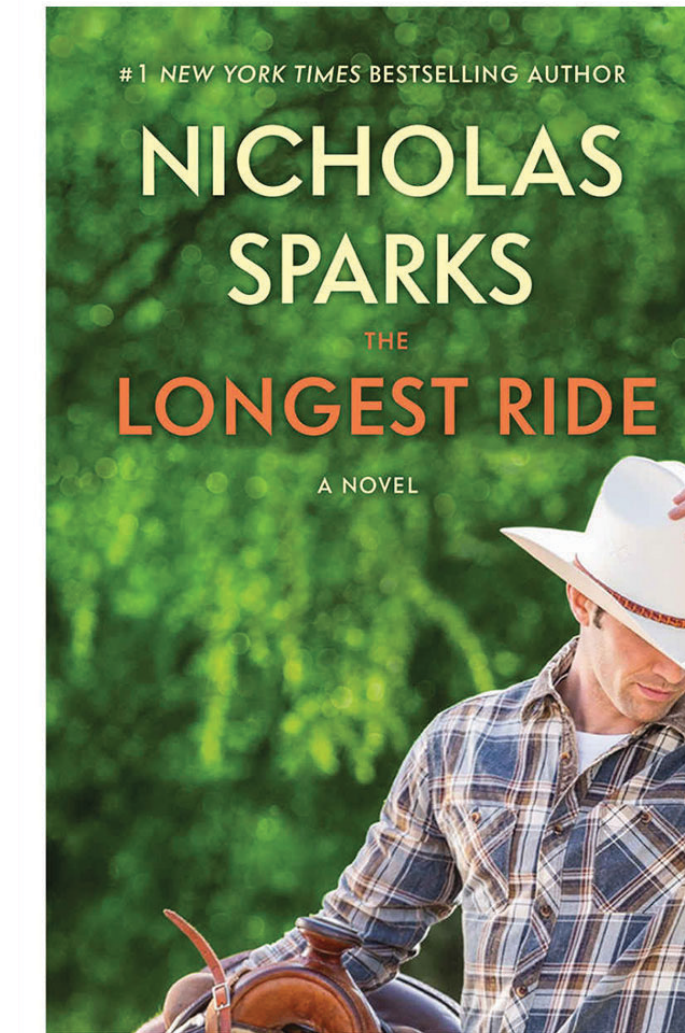
The Return

In the romantic tradition of *Dear John*, Nicholas Sparks returns with the story of an injured Navy doctor -- and two women whose secrets will change the course of his life in this #1 New York Times bestseller.

Trevor Benson never intended to move back to New Bern, North Carolina. But when a mortar blast outside the hospital where he worked sent him home from Afghanistan with devastating injuries, the dilapidated cabin he'd inherited from his grandfather seemed as good a place to regroup as any.

Tending to his grandfather's beloved beehives, Trevor isn't prepared to fall in love with a local... yet, from their very first encounter, Trevor feels a connection with deputy sheriff Natalie Masterson that he can't ignore. But even as she seems to reciprocate his feelings, she remains frustratingly distant, making Trevor wonder what she's hiding.

Further complicating his stay in New Bern is the presence of a sullen teenage girl, Callie, who lives in the trailer park down the road. Trevor hopes Callie can shed light on the mysterious circumstances of his grandfather's death, but she offers few clues -- until a crisis triggers a race to uncover the true nature of Callie's past, one more intertwined with the elderly man's passing than Trevor could ever have imagined. In his quest to unravel Natalie and Callie's secrets, Trevor will learn the true meaning of love and forgiveness... and that in life, to move forward, we must often return to the place where it all began.



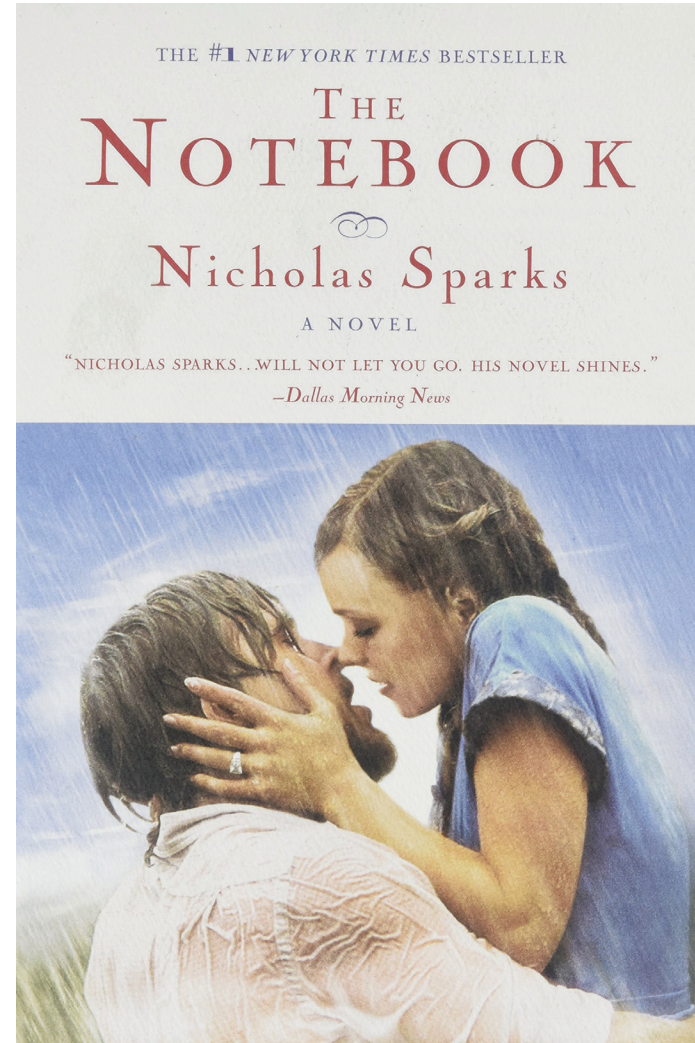
The Longest Ride

From the dark days of WWII to present-day North Carolina, this New York Times bestseller shares the lives of two couples overcoming destructive secrets -- and finding joy together.

Ira Levinson is in trouble. Ninety-one years old and stranded and injured after a car crash, he struggles to retain consciousness until a blurry image materializes beside him: his beloved wife Ruth, who passed away nine years ago. Urging him to hang on, she forces him to remain alert by recounting the stories of their lifetime together - how they met, the precious paintings they collected together, the dark days of WWII and its effect on them and their families. Ira knows that Ruth can't possibly be in the car with him, but he clings to her words and his memories, reliving the sorrows and everyday joys that defined their marriage.

A few miles away, at a local bull-riding event, a Wake Forest College senior's life is about to change. Recovering from a recent break-up, Sophia Danko meets a young cowboy named Luke, who bears little resemblance to the privileged frat boys she has encountered at school. Through Luke, Sophia is introduced to a world in which the stakes of survival and success, ruin and reward -- even life and death - loom large in everyday life. As she and Luke fall in love, Sophia finds herself imagining a future far removed from her plans -- a future that Luke has the power to rewrite... if the secret he's keeping doesn't destroy it first.

Ira and Ruth. Sophia and Luke. Two couples who have little in common, and who are separated by years and experience. Yet their lives will converge with unexpected poignancy, reminding us all that even the most difficult decisions can yield extraordinary journeys: beyond despair, beyond death, to the farthest reaches of the human heart.



The Notebook

Experience the unforgettable, heartbreaking love story set in post-World War II North Carolina about a young socialite and the boy who once stole her heart -- one of PBS's "Great American Reads".

Every so often a love story so captures our hearts that it becomes more than a story-it becomes an experience to remember forever. The Notebook is such a book. It is a celebration of how passion can be ageless and timeless, a tale that moves us to laughter and tears and makes us believe in true love all over again...

At thirty-one, Noah Calhoun, back in coastal North Carolina after World War II, is haunted by images of the girl he lost more than a decade earlier. At twenty-nine, socialite Allie Nelson is about to marry a wealthy lawyer, but she cannot stop thinking about the boy who long ago stole her heart. Thus begins the story of a love so enduring and deep it can turn tragedy into triumph, and may even have the power to create a miracle...

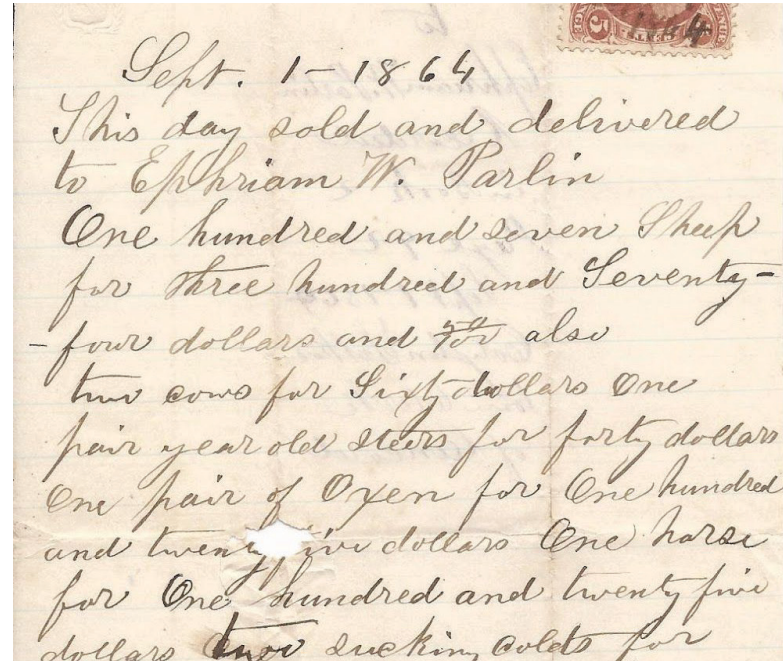
1. "Two Sided"

My first concept is based on the fact that in these three Nicholas Sparks' books, there tends to be two sides, a dark, mysterious side and a joyful, loving side. This is a trend throughout most of his books, so I would like to show this important two-sided aspect in my book jacket.

I plan to do this with a collage style. I will split the cover diagonally down the middle with a torn paper effect. The two sides will have different styles as far as color, type, objects and of course tone, but they will have the same collage, hand-made style. I plan to use muted, light and airy pastel colors for the loving side and a lot of black and grays for the mysterious side. This design approach will show the two different sides that prevail in Sparks' stories, but will also maintain a cohesive style.

These stories typically take place in small towns, in the late 20th century. I plan to use pieces of newspaper with text on them and edited images throughout the whole jacket. I feel like newspapers are relevant to this time period. Other relevant objects are polaroid photos, so I think the style of my images will be similar to polaroids. I want it to have an old-fashioned feel, but more modern look, because I don't want the books themselves to look old. I would rather have them look clean.





2. “Love Letters”

In Nicholas Sparks’ books, the characters seem old-fashioned compared to what we are used to today, especially regarding their romance and dating life. One example showing how they are old-fashioned is that they often write letters to each other. This is rarely carried out in today’s world due to technological advances, but I like this because it is unique.

With that being said, my second idea is to design old-fashioned, hand-written letter style book jackets. These will include hand-written script, maybe an envelope of some sort and stamps. I think having the hand-written type all over, kind of as a texture (or type as image), will be a great visual that relates to Sparks’ books. It is not too literal, but it hints at, and gives insight to, the love stories that unravel in the books. Additionally, I visualize having the title of the books intertwined with the hand-written text. This will create a good interaction between the image(s) and type.

Letters are very personal, warm and friendly, which is very relevant to the mood I would like to portray in my designs. I think using light pastels or light neutral colors would work well with this style, combined with basic black and white elements. I want it to be a nice, clean, friendly, warm, loving and happy design.

3. “A Line Connection”



For my third concept, I am going to play with the idea that love is complex. Throughout these stories, the characters go through a long, challenging journey before they get to the end-result, which is love. When I think of a complicated journey, I think of a line going all over the place. This reminded me of an exercise I have done in drawing classes where you draw a whole figure without picking up your pencil. The end result looks kind of scribbly. So, I would like to show these love stories using a single line. I am going to use the same technique, creating the entire image with one continuous line, without picking it up off the paper. As far as what the line image is going to be, I’m not sure yet. I do know that it will show love in some way. Like a heart, but probably not that literal. Each book will have a different symbol of love.

As far as style, the line will be the only complex thing on the entire book jacket. I want to emphasize the scribbly line drawing, therefore I am only going to have that, the title and the author on the front, with no other visuals. Additionally, the background is going to be white, the text will be black and the line will be a pop of color. This will create a very simple, clean and minimal style, with emphasis on a scribbly, complex line drawing.

02 | WORD LIST

North Carolina · Small Town · Love · Romance · Mystery · Military · Pretty Woman · Reunion · Decisions · Challenges · Journey · Change · Life · Heart · Passion · Couples · Stories · Marriage · Complex · Diverse · Secrets · Trauma · Drama · Connection · Feelings · Confusion · Distance · Intertwine · Imagination · Flashbacks · Future · Past · Return · Visit · Joy · Choices · Ups & Downs · Reward · Risk · Similar · Different · Desire · Yearning · Wish

02 | KEYWORDS & ELEMENTS

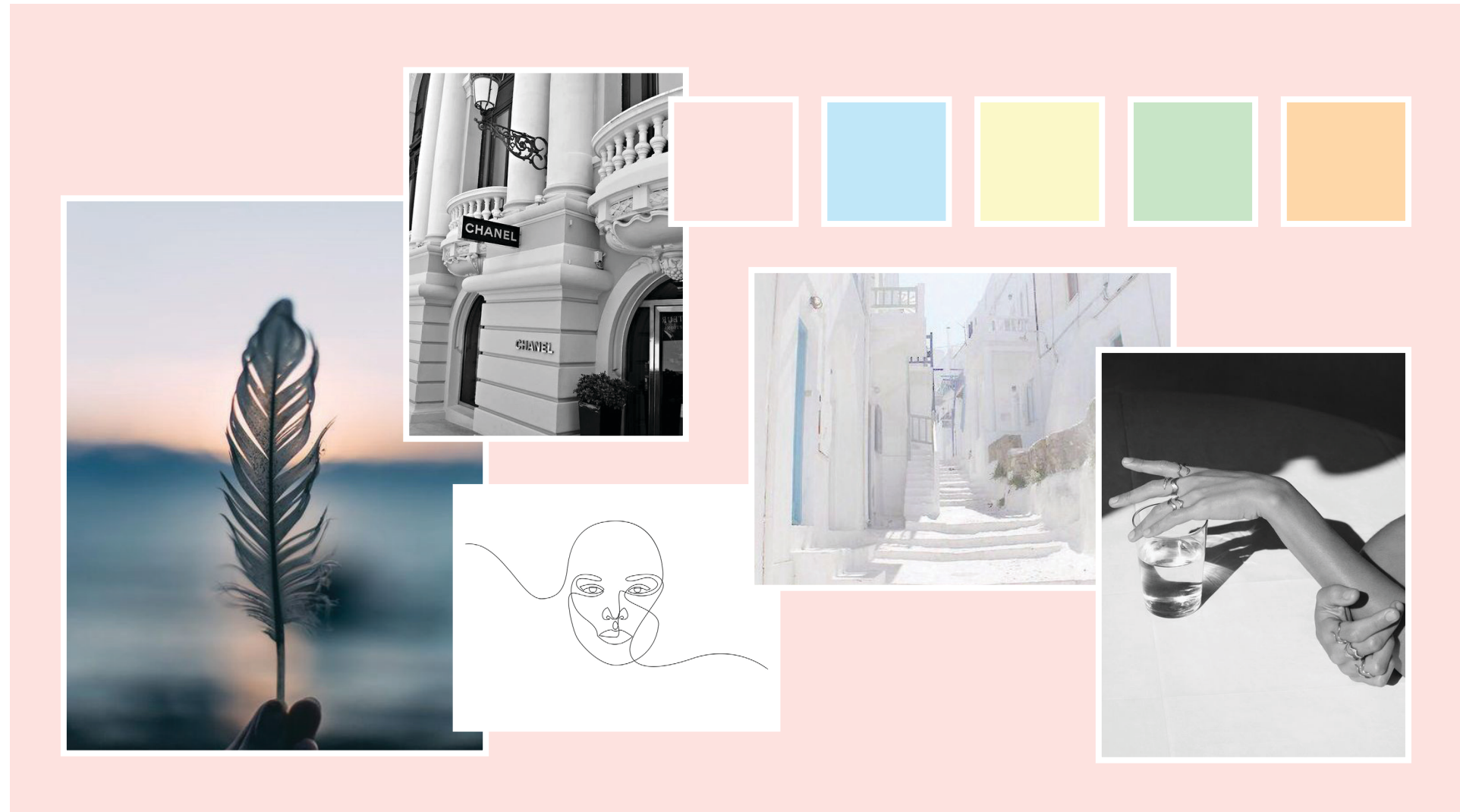
THE RETURN

- New Bern, NC
- Mortar Blast
- Trailer Park
- secrets
- Afghanistan
- cabin (neglected)
- teenage girl
- death
- Beehives
- Sheriff
- grandpa
- honey

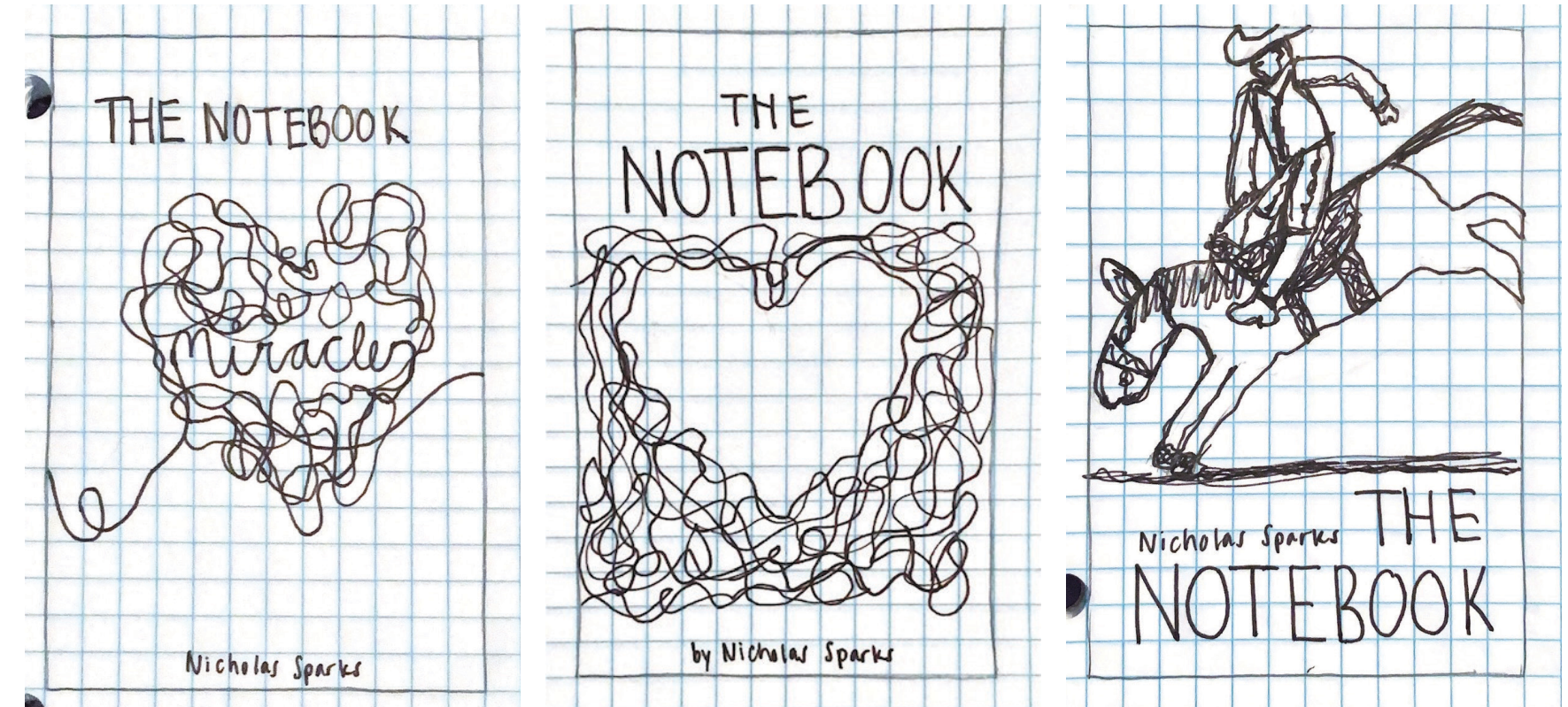
THE LONGEST RIDE

- bull
- ranch
- will
- sushi
- art collection
- mortgage
- grand prize
- engagement ring
- horseback riding

02 | MOOD BOARD



03 | SKETCHES



The Return

#1 New York Times Bestselling Author

The Return

Nicholas Sparks

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Tending to his grandfather's beloved beehives, Trevor isn't prepared to fall in love with a local... yet, from their very first encounter, Trevor feels a connection with deeply spirited Natalie Masterson that he can't ignore. But even as she seems to reciprocate his feelings, she remains frustratingly distant, making Trevor wonder what she's hiding.

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www.nicholassparks.com

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Amazon Reviews

“Deeply reflective... will pull you in from the very first page.” — POPBUGA R

“The heartwarming read you've been waiting for!” — BOOKPICK GIE

“The fusion reads of three lives is a true mystery, but with the added benefit of Sparks's mature writing in creating a love story that will warm his longtime fans.” — Mountain Times

“Sparks fans will love it, and readers new to his romantic fiction will be hooked!” — Northern Virginia Magazine

“A story of secrets, seduction, and forgiveness you'll want to read over and over again.” — CHN Underscored

The Longest Ride

#1 New York Times Bestselling Author

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From the dark days of WWII to present-day North Carolina, this New York Times bestseller shares the lives of two couples overcoming secrets and finding joy together.

Iris Levenson is in trouble. Ninety-one years old and stranded and injured after a car crash, he struggles to retain consciousness until a blurry image materializes beside him: his beloved wife Ruth, who passed away nine years ago. Urging him to hang on, she forces him to remain alert by recounting the stories of their lifetime together — how they met, their precious collections of paintings, the dark days of WWII and its effect on them, his vows that Ruth can't possibly be in the car with him, but he clings to her words and memories, reliving the sorrows and everyday joys that defined their marriage.

A few miles away, at a local bull-riding event, a Wake Forest College senior's life is about to change. Recovering from a recent break-up, Sophia Daniko meets a young cowboy named Luke, very different from the privileged frat boys at her school. Sophia is introduced to a world in which the stakes of survival and success, pain and reward, even life and death, loom large in everyday life. As she and Luke fall in love, Sophia finds herself imagining a future that Luke has the power to rewrite... if she weren't his keeping doesn't destroy it first.

Iris and Ruth, Sophia and Luke. Two couples who have little in common, and who are separated by years and experience. Yet their lives will converge with unexpected poignancy, reminding us all that...

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Sparks wrote one of his best-known stories, The Notebook, over a period of six months at age 28. It was published in 1996 and he followed with the novels A Walk to Remember (1999), The Rescue (2002), The Guardian (2003), True Believer (2005) and its sequel, At First Sight (2006), Dear John (2008), The Last Song (2009), The Longest Ride (2013), Every Breath (2014) and many more. His twenty-first novel, The Return, was published on September 29, 2015.

Sparks lives in North Carolina. He contributes to a variety of local and national charities, and is a major contributor to the Creative Writing Program (MFA) at the University of Notre Dame, where he provides scholarships, internships, and a fellowship annually. He also co-founded The Epiphany School in New Bern, North Carolina in 2006.

www.nicholassparks.com

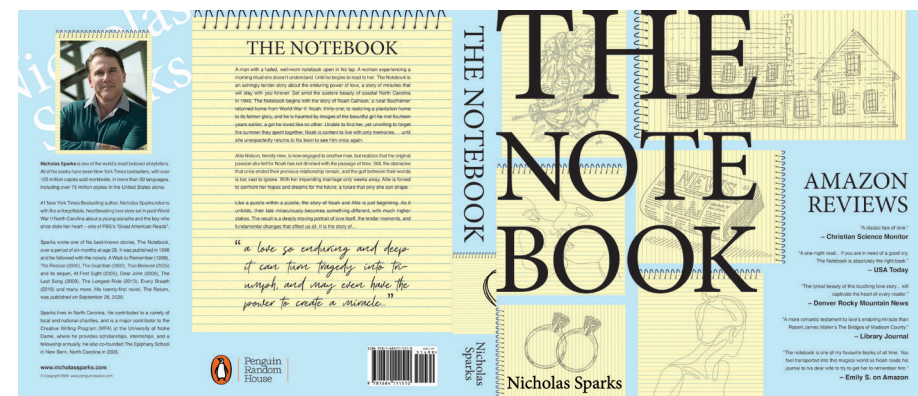
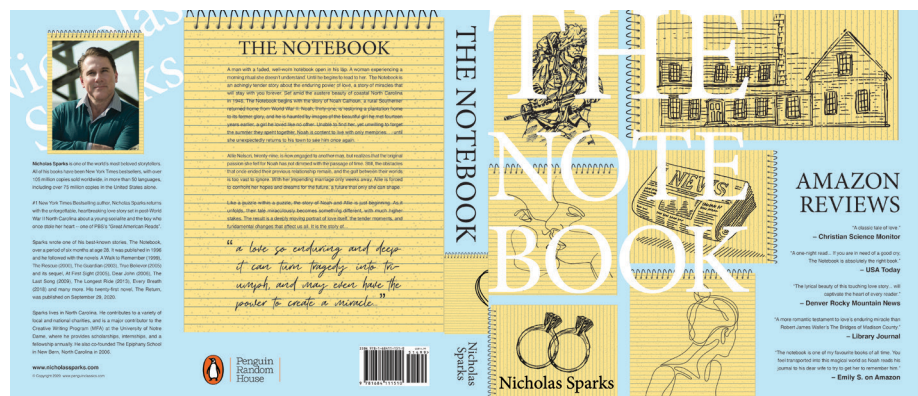
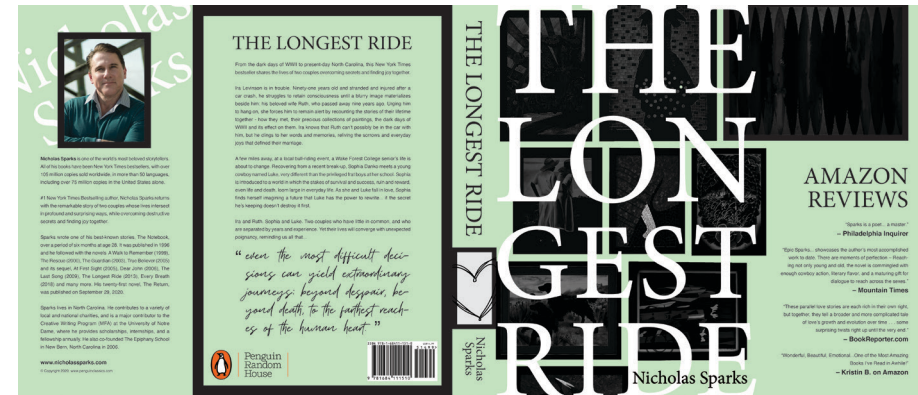
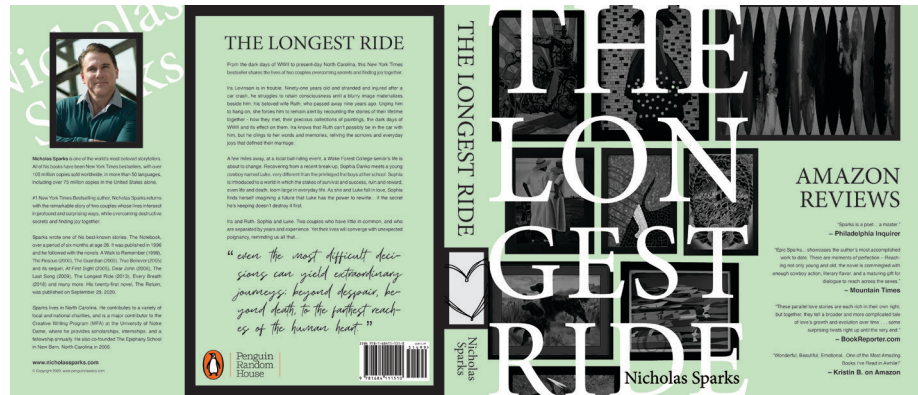
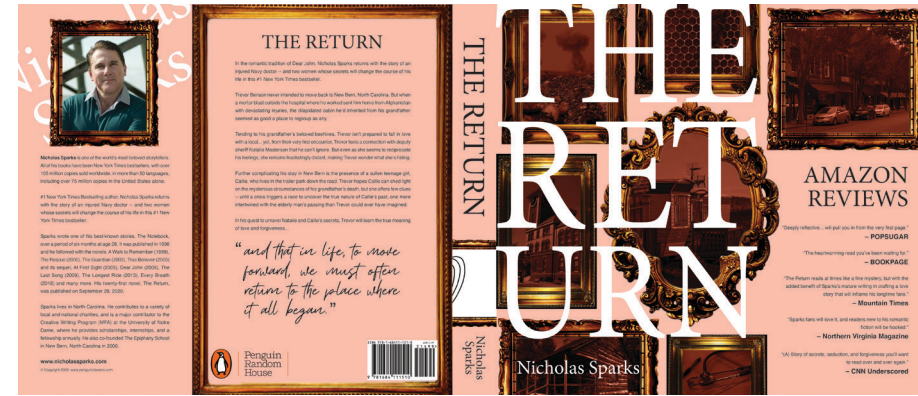
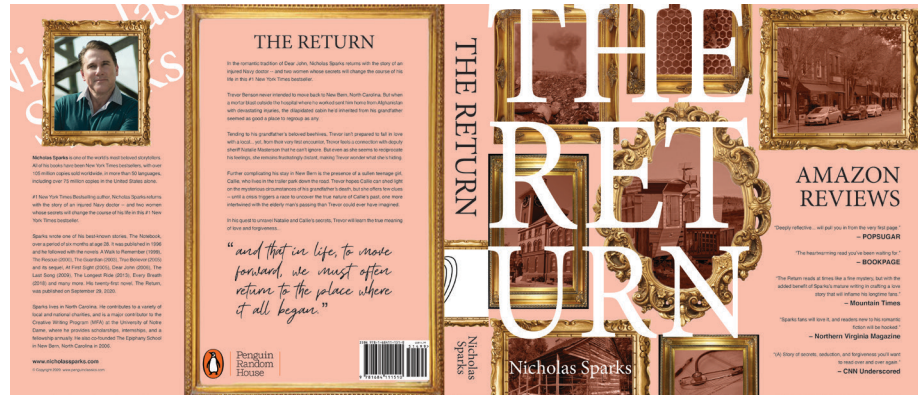
Amazon Reviews

“Sparks is a poet... a master.” — Philadelphia Inquirer

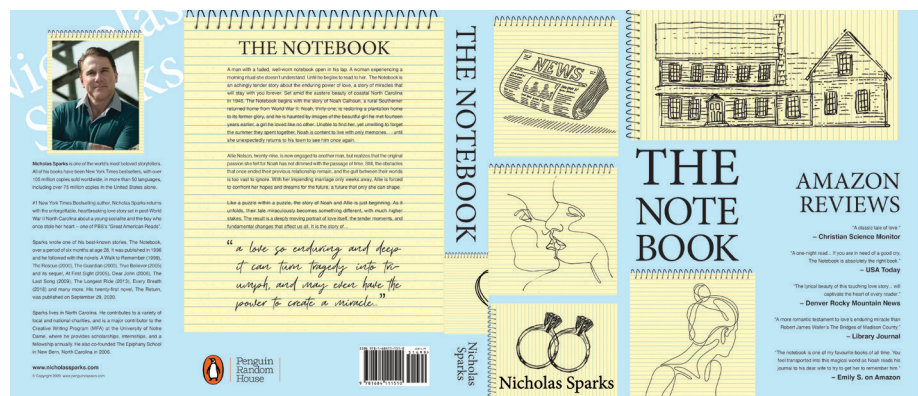
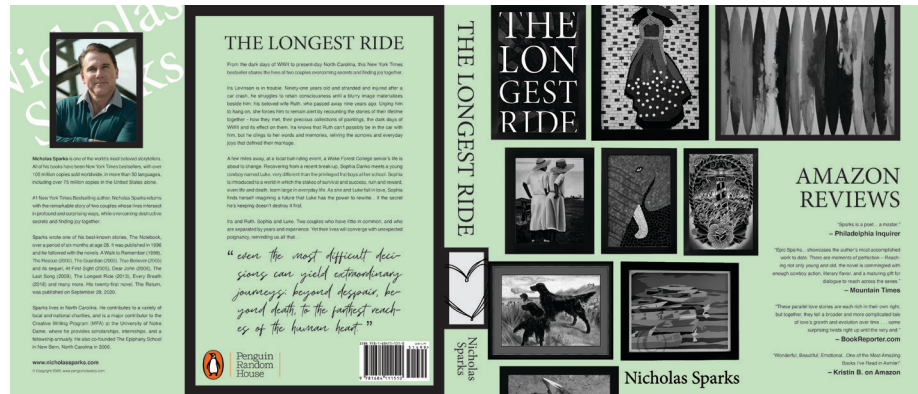
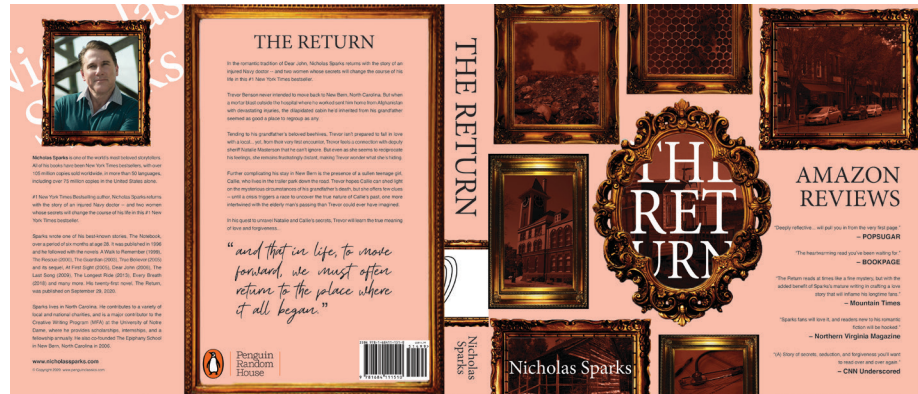
“Epic Sparks... showcases the author's most accomplished work to date. There are moments of perfection — reaching not only young and old, the novel is intertwined with enough cowboy action, literary flavor, and a maturing gift for dialogue to reach across his career.” — Mountain Times

“These parallel love stories are each rich in their own right, but together, they tell a broader and more complicated tale of love's growth and evolution over time... some surprising heart right up until the very end.” — BookReporter.com

“Wonderful. Beautiful. Emotional... One of the Most Amazing Books I've Read in Awhile!” — Kristin B. on Amazon



03 | DIGITAL ROUGHS



04 | COLOR PALETTE & TYPOGRAPHY

PEACH

#FABEAB
 CMYK: 0/30/28/0
 RGB: 250/190/171

GREEN

#C8E5C6
 CMYK: 22/0/27/0
 RGB: 200/229/198

BABY BLUE

#BFE7F7
 CMYK: 23/0/1/0
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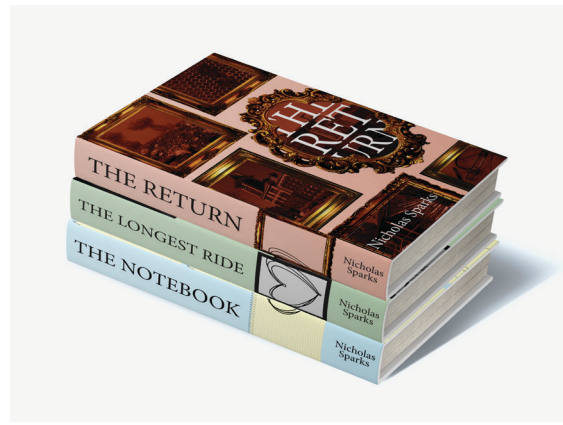
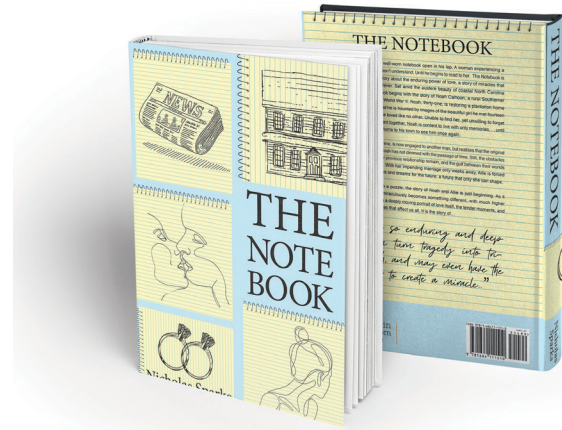
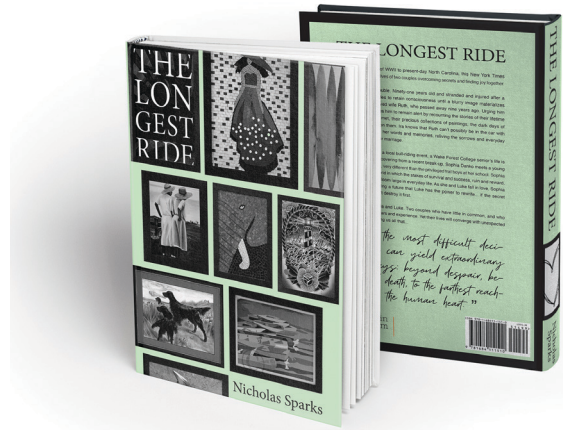
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05 | FINAL DELIVERABLES



NATURE'S BEST TRAVEL GUIDE



01 Paper Sample Booklet

Illustrator
Photoshop

Nature's Best Travel Guide

Print Design

OBJECTIVE

The two main goals of this booklet are one, showcasing the various colors of the pop-tone paper line and two, telling a meaningful, compelling story at the same time.

CONCEPT

This paper sample booklet consists of a narrative that describes human's negative effects on the earth. Some human-caused environmental issues that are included here are deforestation, oil spills, pollution, avoidable wildfires, and littering. The pages are very colorful, showing off the beautiful landscapes, but have a contrasting dark element showing destruction, which represents the concept visually.

THEME

The environmental issues that are highlighted in the narrative are shown visually, with the different colored paper, as they are destroying some of the most popular and most-visited locations in the U.S. This style is inspired by 1970s vintage posters, with flat vector artwork and grungy, aged textures. All of the images on each spread are made of flat, simple shapes with a solid fill and no outlines. The texture is layered on top of the shapes to produce an old style and adds a destroyed look. Some of the visual elements showing destruction are houses and other buildings taking over Glacier National Park, oil spills in Death Valley, trash scattered on the Hawaii National Volcano and more.

MATERIALS

This paper sample booklet is made of French Paper's pop-tone line. See more info about this on the next page.

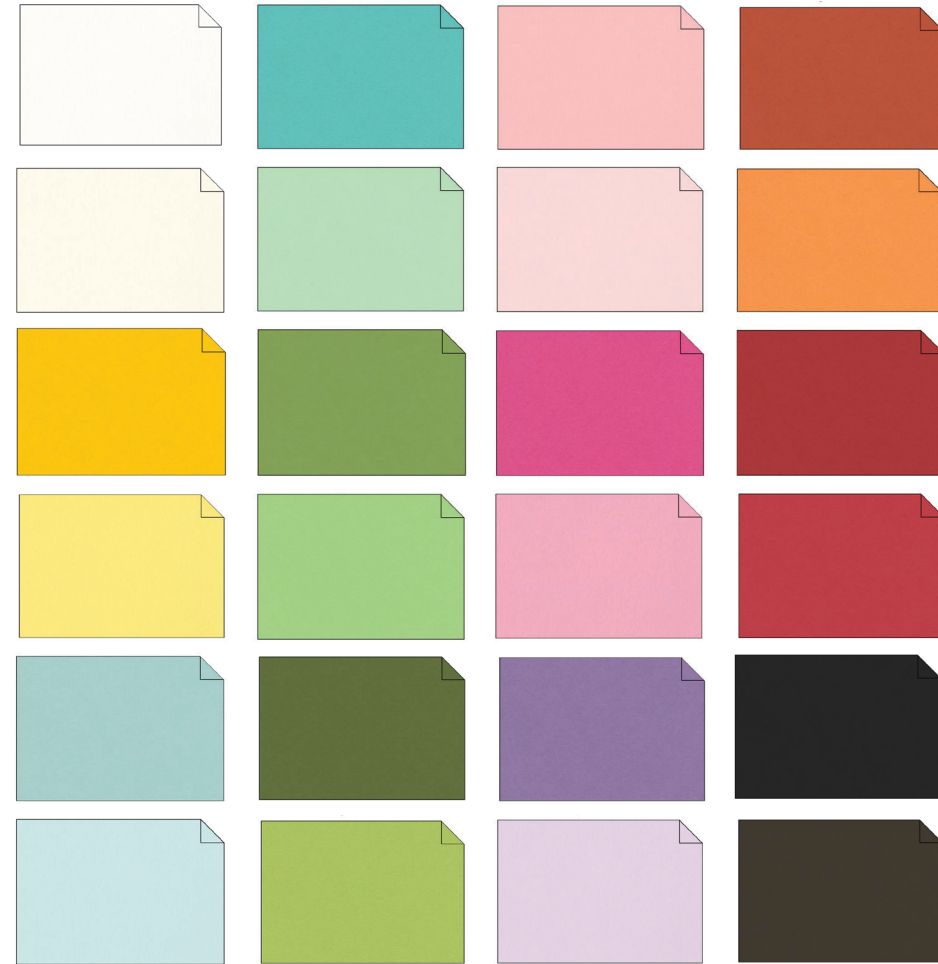
01 | INITIAL RESEARCH



French Paper is an innovative paper mill with a vast capacity for making premium specialty paper in nearly every texture and hue imaginable. As an industry-leading manufacturer of the finest colored paper, the highest quality card stock and premium colored envelopes, French creates the trusted paper products used in brochures, books, direct mail, restaurant menus, business cards, hang tags, posters, scrapbooks, journals, wedding invitations, personal stationery, screen printing and luxury packaging.

French Paper Company is owned by Jerry French and has been family-owned and operated since 1871. French Paper is the smallest and most innovative independent paper mill. The company tagline is "Paper is our middle name."

The Pop-tone paper line has flavor, and that's an understatement. With 24 flavors to fit any palette, Pop-Tone is inspired by popular tastes like pop art, pop music, and Pop Rocks. Turn your design into eye-candy with these delicious colors. You'll create more excitement than a fleet of ice cream trucks. And always remember to brush your teeth after every "sweet" design.



01 | CONCEPT BRAINSTORMING



1. Travel Guide

Traveling and exploring new locations is something I love to do these days. I am always thinking about where I want to go next. Most of the time, pictures of particular destinations really draw me in and encourage me to travel there. Additionally, I am a recent, self-proclaimed amateur photographer and my favorite images to capture are landscapes. I think creating a vacation travel guide consisting of the most desired destinations and attractions would be a good way to show the pop-tone paper line that I have chosen. In this booklet, I would like to show beautiful landscapes and exciting activities. Some of these attractions and destinations for example could be the Grand Canyon, Glacier National Park, New York City, the beaches of Maui and the Las Vegas Strip. The colors of paper in this line include soft colors as well as bright colors. This difference in saturation will work well with the scenes I am going to present. The soft tones will be good for peaceful landscapes like the beach or mountains. Similarly, the bright tones can be used for things like a fun amusement park, a bright sunset over a national park or the bright lights of the city.

2. Music Festival



One thing I am really missing this summer due to the COVID pandemic is outdoor concerts and festivals. I already had tickets and plans to attend a few music festivals but they have been moved to next summer. With this being on my mind a lot, I thought it would be a good topic for this paper sample booklet. The pop-tone paper line has colors that could be shown at a music festival. For example, a huge part of live music festivals and concerts are the supporting light shows. The bright colors in this paper line could easily be used as the bright lights at a dark concert. The bright colors also represent excitement and energy, which relates to the environment of these festivals. Additionally, most festivals take place in huge empty fields. The lighter toned paper in this line could represent the landscapes or location in which the concerts take place. The main purpose for the book is for concert lovers to finally experience these concerts that we are missing out on in 2020. It seems that there is not much to be excited about this summer, but being able to see the concert experience again may give some people something to look forward to, although it isn't happening right now.

3. Categories of Food



Food is a basic necessity for all living things. It is safe to say food is everywhere. There are so many kinds of food, so it can be hard to decide what to eat at times. I have come up with the concept of breaking food down into categories and visually displaying the food in each category. Ultimately, I want to break down the types of food. The viewer can then decide what category or categories of food they would like to consume. This would be especially helpful for people who are trying out a new diet or have a food allergy. They can see all the plant-based foods, proteins, grains, etc. There are so many different kinds of diets today and it is more common than ever to really keep track of what you eat. Healthy lifestyles, which can be anywhere from keto, vegan, non-GMO, gluten free, etc. are trendy today. This booklet will ultimately organize food visually. This will help people see all kinds of food in an organized fashion.

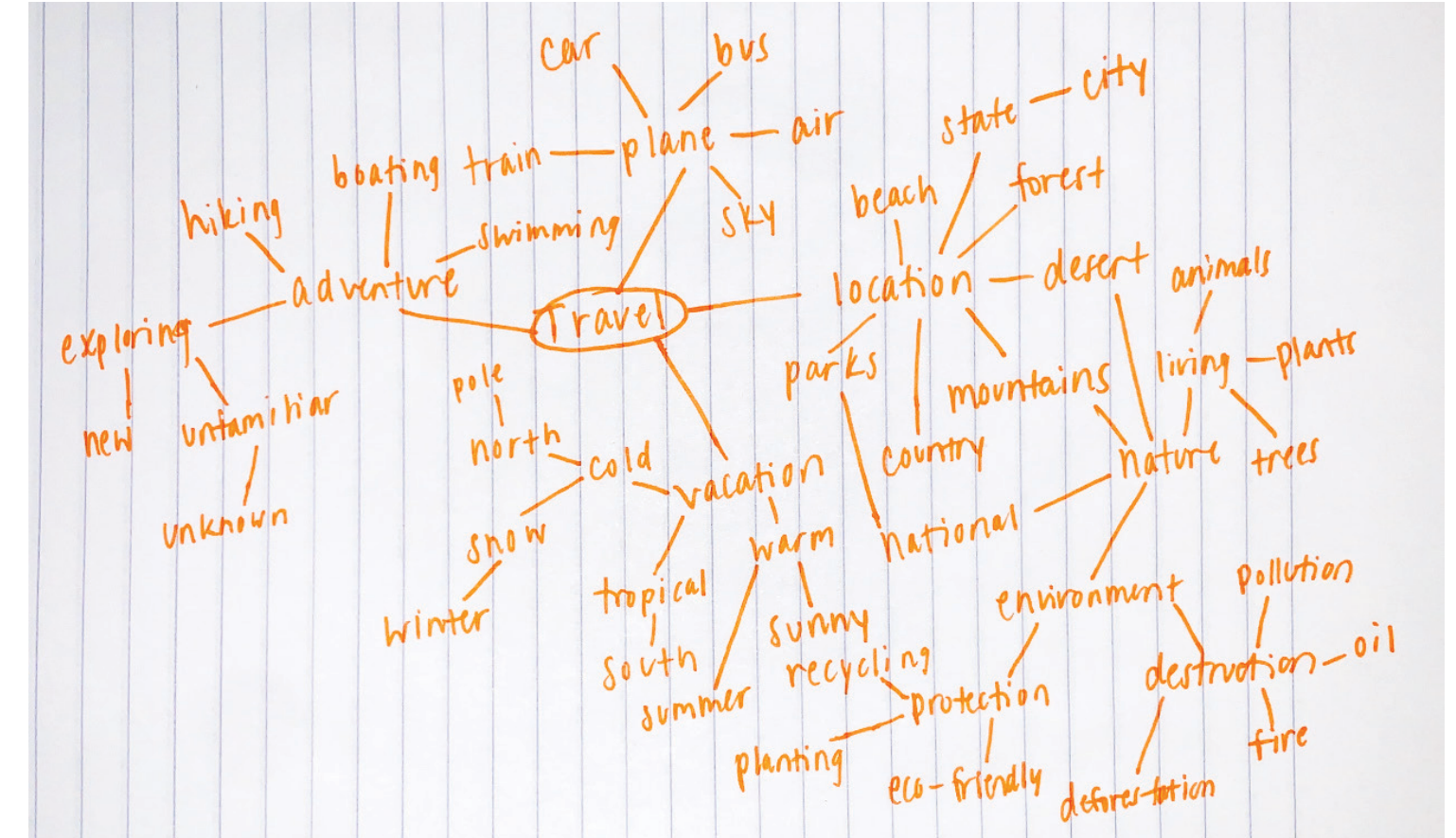


Natural Travel Guide

Something I enjoy doing these days is traveling and exploring new places. I am always thinking about where I want to go next.

With this being said, I think creating a vacation travel guide consisting of the most desired destinations would be a good way to show the pop-tone paper line that I have chosen to highlight. In this booklet, I would like to show beautiful landscapes and really focus on the different natural landscapes, like mountains, beaches, volcanoes, forests, etc. Some destinations I could highlight are National Parks such as the Grand Canyon in Arizona, Glacier National Park in Montana, Yellowstone, Death Valley, Channel Islands and Hawaii Volcanoes National Park. Additionally, I want to shine some light on the destruction of the environment caused by humans. Some of these elements of destruction could include deforestation, fires, urbanization, etc. I am going to combine the beautiful natural landscapes that I have mentioned, with these elements of destruction in order to spread awareness.

The colors of paper in this line include soft colors as well as bright colors. This difference in saturation will work well with the scenes I am going to present. The soft tones will be good for peaceful landscapes like the sand from the beach or desert. Similarly, the bright tones can be used for things like a beautiful sunset or plants. As far as style goes, I am inspired by vintage posters with flat colors and textures. These posters typically have a variety of colors but typically only use a warm or cool palette at a time, not both. They can also be monochromatic, in which there are different shades of one color. Grunge or rough textures are also used often in vintage posters.

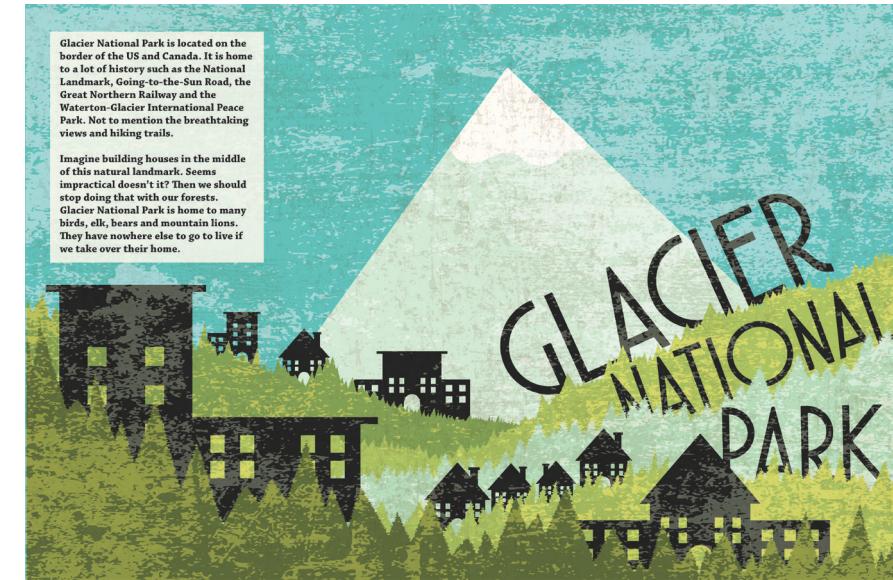
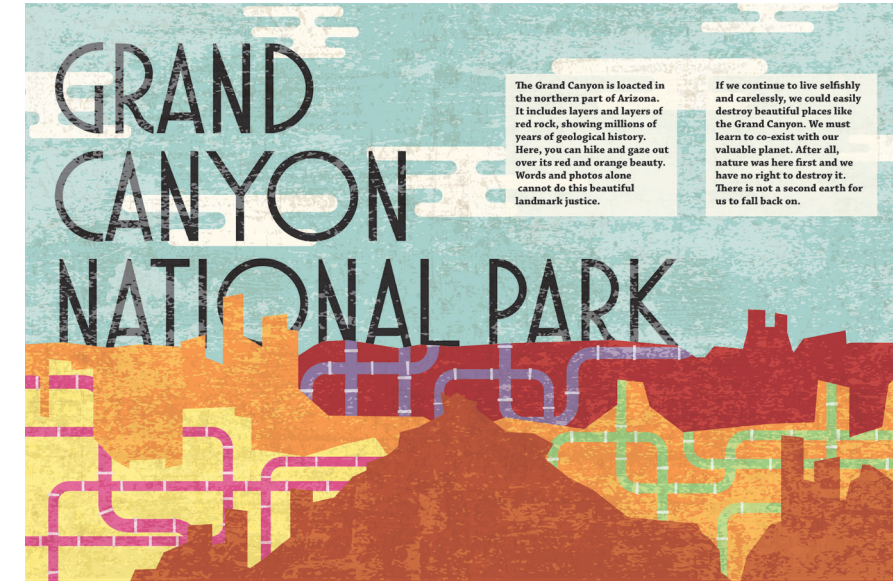
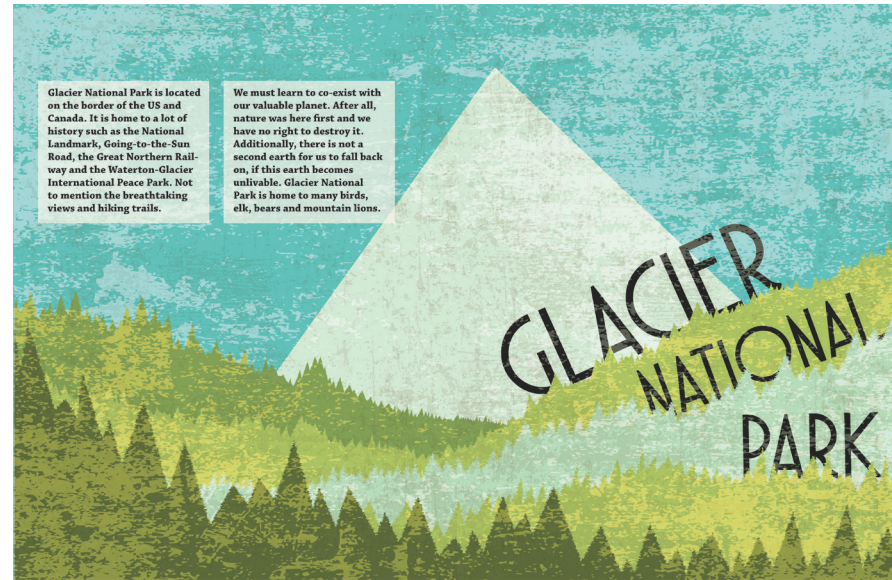
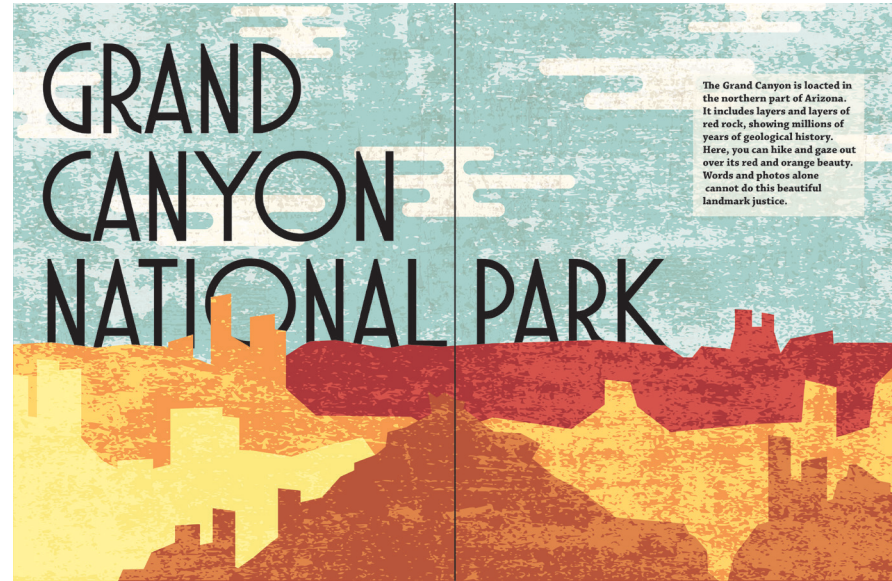


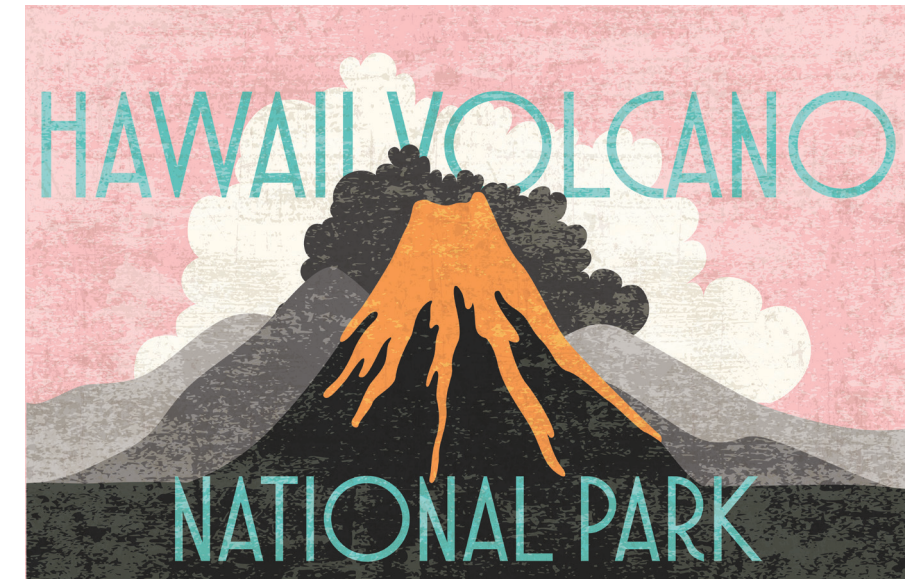
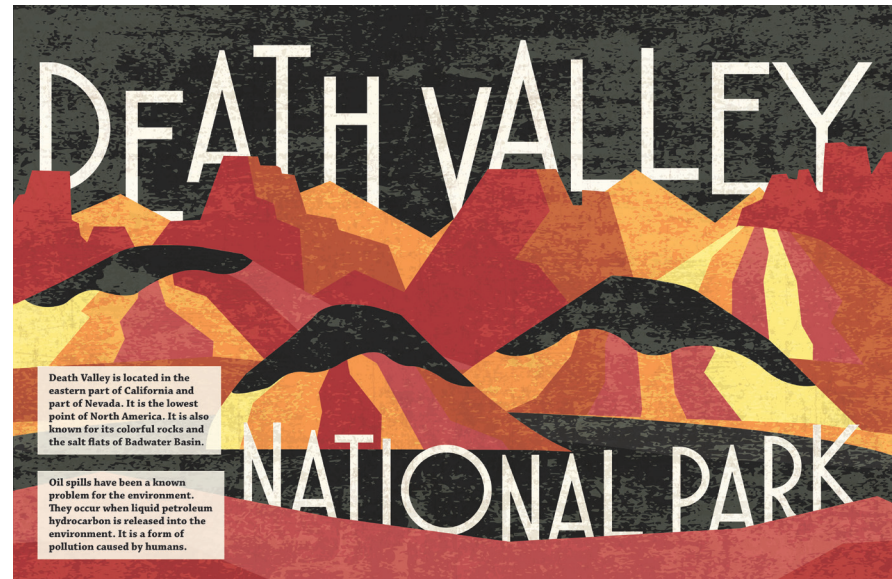
02 | MOOD BOARD



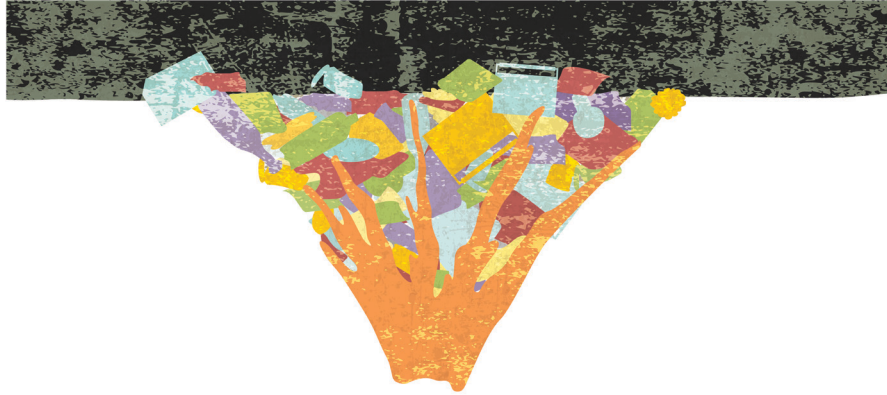
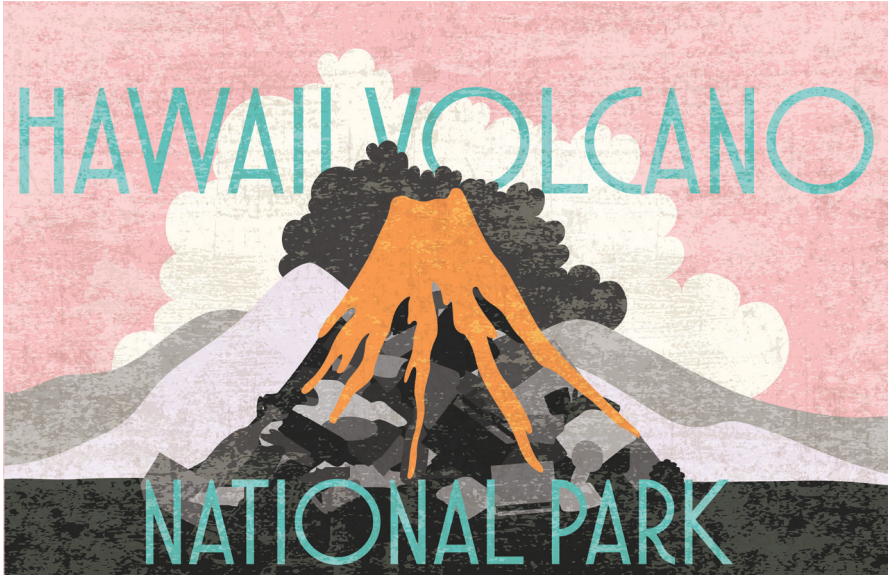
03 | DIGITAL ROUGHS



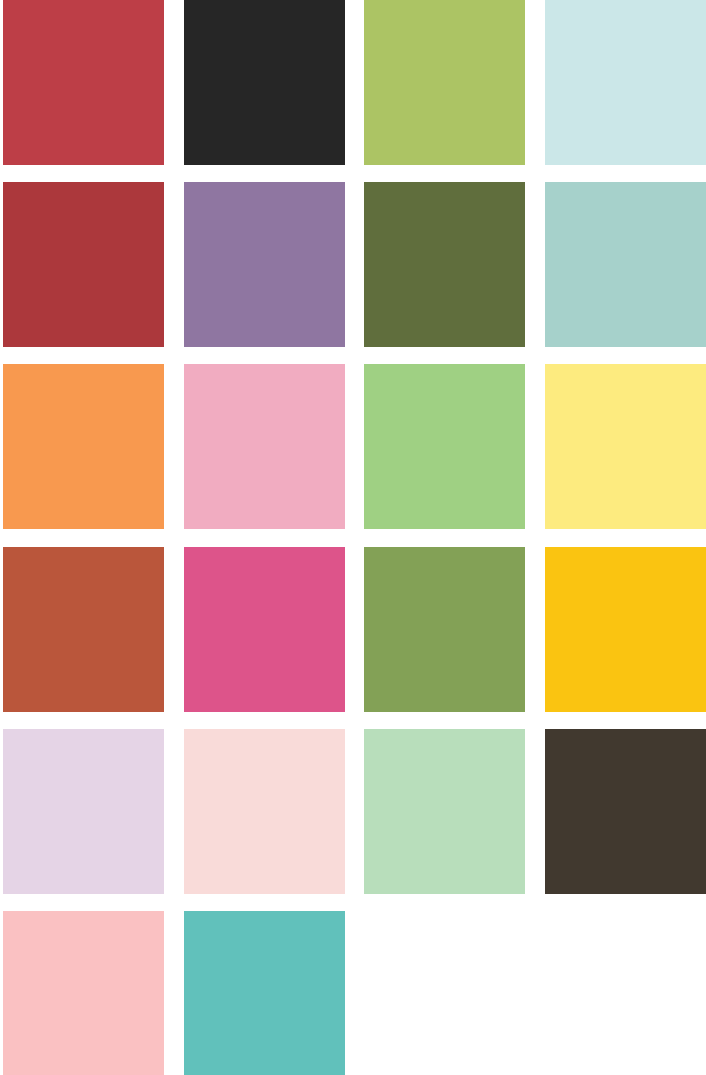




03 | DIGITAL ROUGHS



04 | COLOR PALETTE & TYPOGRAPHY

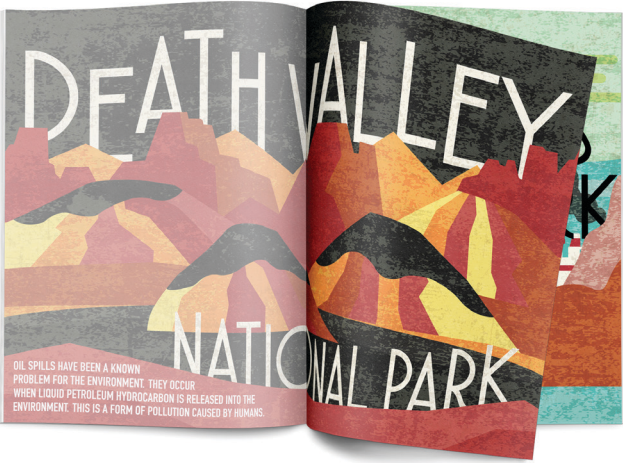
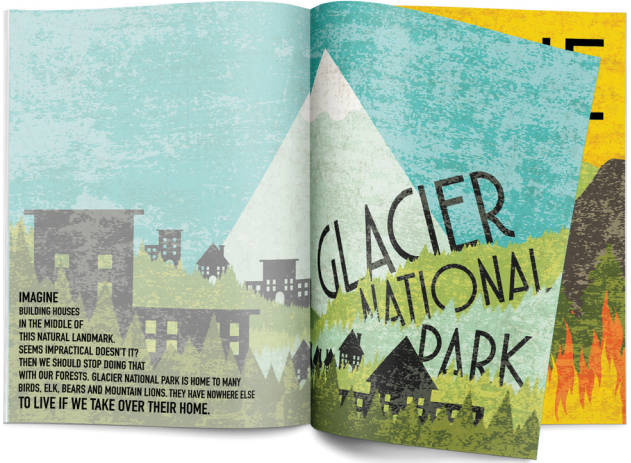


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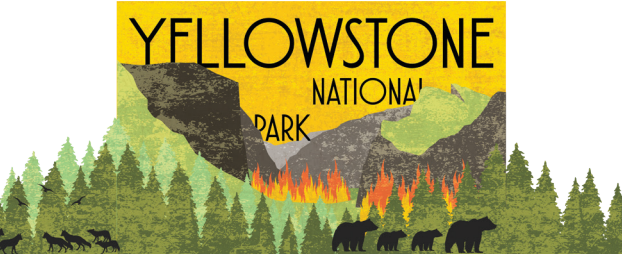
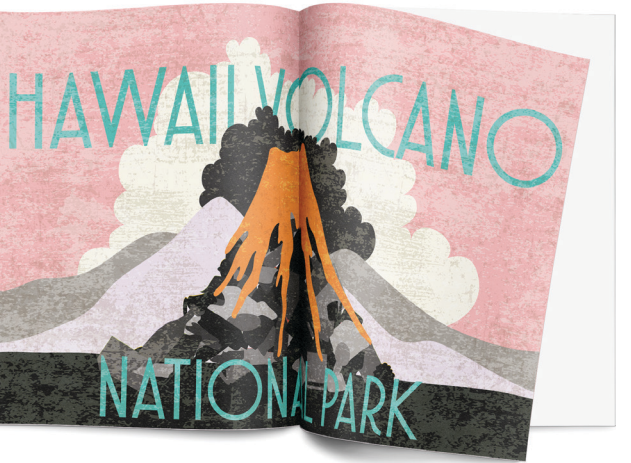
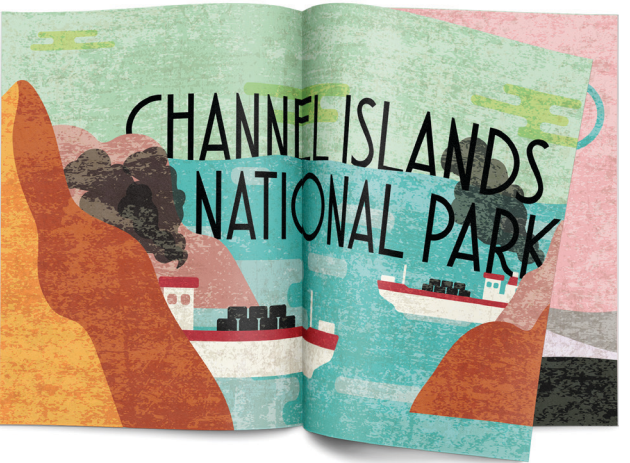
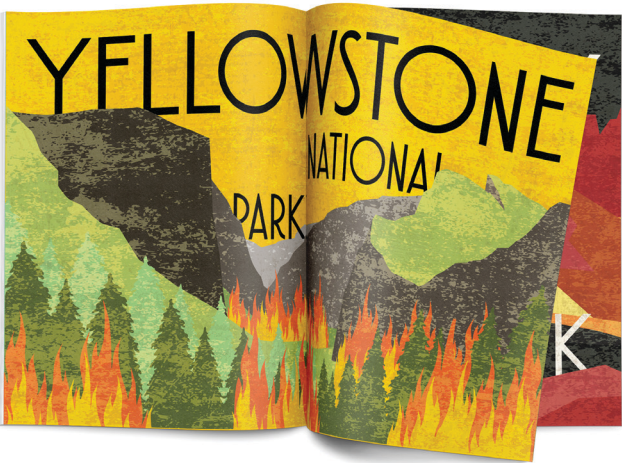
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05 | FINAL DELIVERABLES



05 | FINAL DELIVERABLES



brianna west

GRAPHIC DESIGNER

bkwesty12@gmail.com

937-207-4681

<https://briannawestportfolio.com>



Relevant Experience

March 2021–May 2021 **Deloitte x SCADpro Collaboration**, Remote, Kettering, OH
Graphic Designer
Led a diverse team of creatives, conducted extensive primary and secondary research through interviews, surveys and the internet, developed and presented innovative concepts and ideas, and produced cutting-edge design for digital formats.

January 2021–March 2021 **Fidelity Investments x SCADpro Collaboration**, Remote, Kettering, OH
Graphic Designer
Excelled in a collaborative group environment, conducted extensive primary and secondary research through interviews, surveys and the internet, developed groundbreaking concepts and ideas, and produced consistent design for both digital and print platforms.

June 2018–October 2019 **Basho Apparel**, Yellow Springs, OH
Graphic Designer & Screen Printer
Managed multiple design and production tasks in both on-ground and remote environments, generated new ideas and solutions to problems, produced and organized print-ready files, and managed screen printing equipment from initial preparation to production, to print on clothing.

November 2015–May 2016 **Acco Brands**, Kettering, OH
Graphic Design Intern
Constructed physical mock-ups for presentation to clients, worked independently to create new designs, utilized my attention to detail for color matching, and delivered feedback in group critiques.

Other Experience

August 2020–October 2020 **Kleather's Pumpkin Patch**, Springboro, OH
Cashier
Fostered a positive and friendly environment, demonstrated pleasurable customer service, and facilitated quick and profitable point of sale.

May 2019–September 2019 **Jimmy John's**, Centerville, OH
Delivery Driver
Prioritized an overall positive experience, performed deliveries and other tasks efficiently and successfully, maneuvered multiple tasks at once.

Education

May 2021 **Savannah College of Art and Design [SCAD]**
Savannah, GA
B.F.A. Candidate Graphic Design

May 2019 **Sinclair Community College [SCC]**
Dayton, OH
A.A.S. Visual Communications

Accolades

Academic Honors Scholarship, [SCAD], 2019–2021, **Dean's List**, [SCAD], 2019–2021, **Dean's List**, [SCC], 2017–2019, **AIGA Secretary**, [SCC] 2018–2019

Software

Adobe Creative Suite – InDesign, Illustrator, Photoshop, Lightroom, Dreamweaver, After Effects, Premiere Pro), Microsoft Office, Slack

Skills

Soft Skills Dependability, Integrity, Critical Thinking, Organization, Effective Communication, Teamwork, Willingness to learn **Design Skills** Brand Identity, Conceptual Ideation, Print Production, Screen Printing