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WAYFARER VISUAL



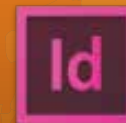
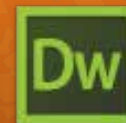
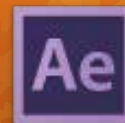
WAYFARER VISUAL

WHAT IS WAYFARER?

You're not one who simply goes through the motions, but rather one who goes the distance and achieves results through the application of personal determination and a vision for the future. As a designer / illustrator my vision is to put my creativity to work in developing dynamic and engaging work for companies and clients in need.

I'm an energetic and enthusiastic graphic designer with a love for creating interesting and creative design solutions.

Through the course of my education and professional experience I have gained an understanding and love for all aspects of design from concept to completion.



Sketchbook Pro 2010
Photo Manipulation
Vector Graphics
Advertising Design
Communication Design
Logo Design
Digital Photography

Typography
Hand Illustration
Digital illustration
Market Research
Demographic Research
HTML
CSS



Corporate I.D.

ABOUT F&L INDUSTRIAL SOLUTIONS:

F&L Industrial Solutions is a San Diego based manufacturer of custom workshop cabinetry, rigging, assembly systems and other manufacturing and office furniture needs. Utilizing the 80/20 system of aluminum extrusion, they can keep at the cutting edge of modular product construction.

F&L was desirous of a new Logo system, one that granted a feel of dependability and strength. Taking inspritaion from the manufacturer's stamps found on old buildings and sidewalks throughout San Diego, the accompanying logo was crafted. In addition to just the logo treatment, numerous collateral applications were considered for a complete rebranding.



Final Size:
4.5" X 2"

At Left:
Tool Box
Polo
Vehicle Graphics

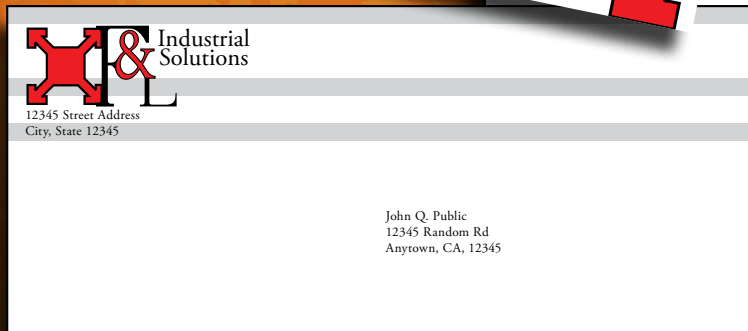
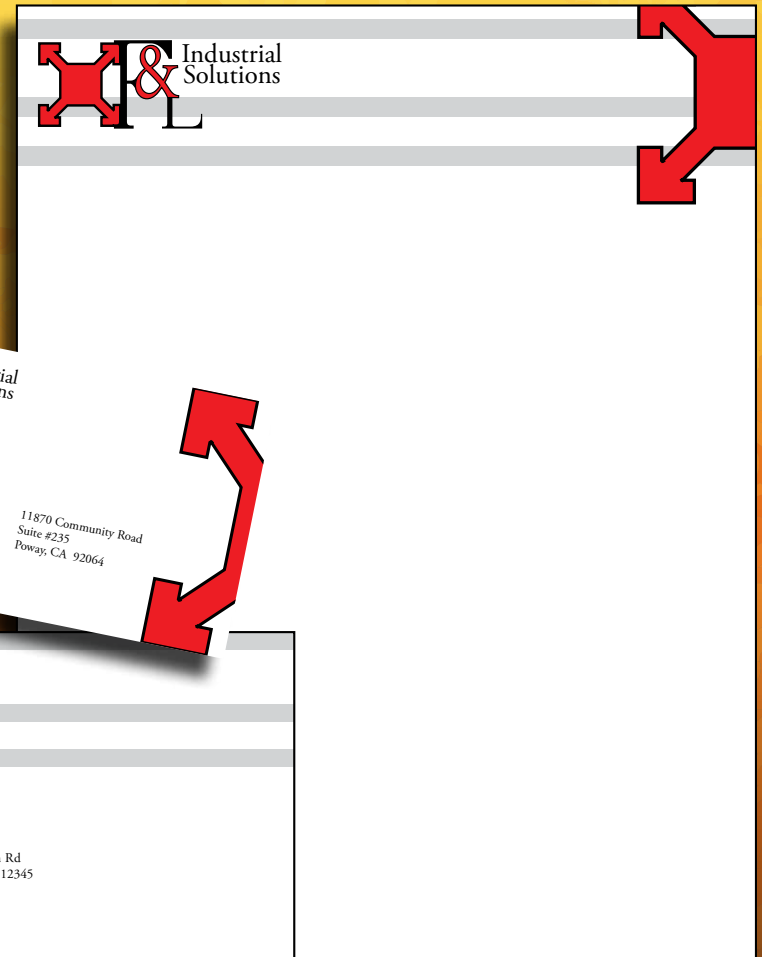


Collateral

FURTHER CONSIDERATIONS F&L INDUSTRIAL SOLUTIONS:

Letterhead, vehicle graphics, business cards and tool boxes were considered for additional applications. The new F&L identity functions as a strong landmark across numerous applications. A complete style guide was crafted covering usage of the logo across a multitude of platforms, approved color variations and guidelines for maximum impact

Final Size:
8.5" X 11"
Letterhead
#10 Envelope
3.5" X 2" Card



John Q. Public
12345 Random Rd
Anytown, CA, 12345

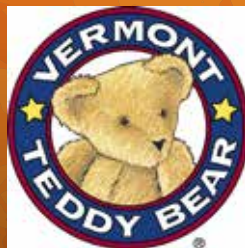


Corporate I.D.

ABOUT VERMONT TEDDY BEAR

In this educational assignment, I was given the task of defining a new direction or product offering for an existing company assigned to us. In my research I found that The Vermont Teddy Bear Company and Pajamagram are sister companies with a similar target demographic.

Taking inspiration from the iconic Vermont Teddy Bear logo and the current Pajamagram logotype, the new Vermont Teddy Bear landmark was born. A stylized bear illustration was crafted based on the company's classic bear design and custom letterforms were created based on the Pajamagram logotype.



Final Size:
7.5" x 4.5

At Left:

Current Vermont Teddy Bear Logo
Current Pajamagram Logo

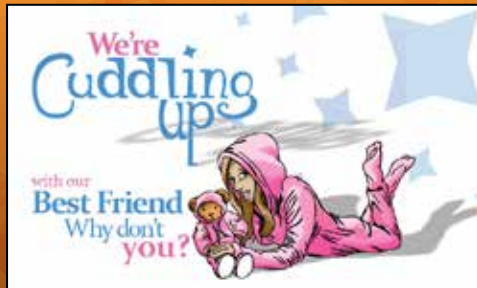
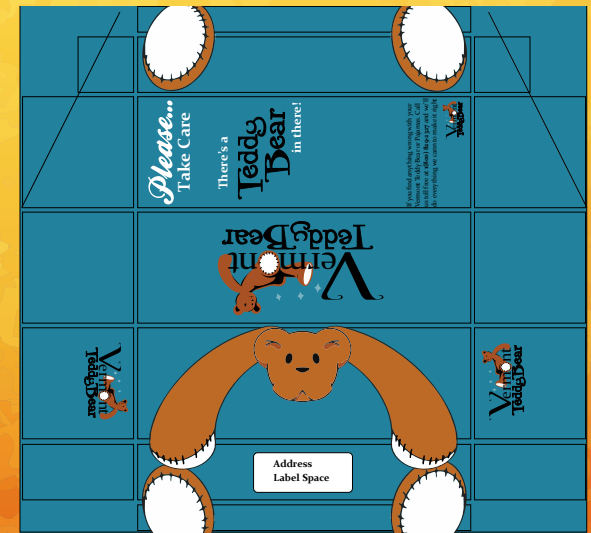


Re-Branding

FURTHER CONSIDERATIONS: VERMONT TEDDY BEAR

Moving on from the Rebranding several other design solutions were needed to successfully rebrand the company. Direct mail advertising, an advertising launch banner for their current website, a new package design, and a tab closure brochure were all developed in consideration of the new branding effort and corporate direction.

Final Size:
25" x 25" Package
15" x 5" x 5" Folded



Left: Banner
1024 px x 462 px

Right: Direct Mail
6" x 9"

Far Right: Brochure
6" X 6"





Direct Mail

ABOUT: VERMONT TEDDY BEAR DIRECT MAIL

Following a rebranding exercise for Vermont Teddy Bear a follow up direct mail design was requested to illustrate the new combinations that the company would be offering and to extend a discount to loyal customers. As with the Logo creation, further letterforms and illustrations were crafted to lend a sense of wonder to this direct mail marketing postcard.

Final Size:
6"x9"





Publication

ABOUT: VERMONT TEDDY BEAR BROCHURE

Following the rebranding exercise for Vermont Teddy Bear, a follow up brochure was requested to reinforce the new identity as well as show some of their new product pairings like the "Hoodie-Footie Bear and Pajama" combination which in part spurred the new brand identity. Printing considerations for this piece include both an embossing treatment, die cuts and an additional metallic ink on the cover.

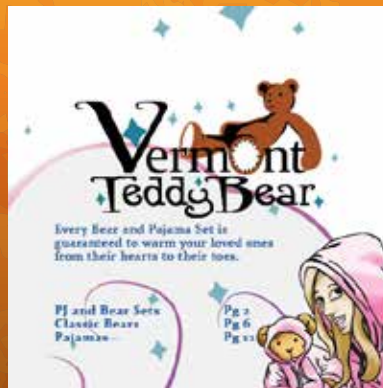
Final Size:
6"x14" Flat
6"x6" Folded



Vermont Teddy Bear
Has always been known for offering the cuddliest of handmade teddy bears directly to usher you off to sleep, but now we also offer the most comfortably plush pajamas to help caress you to sleep.



6655 Shelburne Road
Shelburne, VT 05482



Every Bear and Pajama Set is guaranteed to warm your loved ones from their hearts to their toes.

PJ and Bear Sets
Classic Bears
Pajamas...

Pg 2
Pg 6
Pg 21



Hoodie-Footie
Bear & PJs

Perfect
Together.

This plush pair are a delightful duo for adults and kids alike

Irresistably Soft and Cuddly.
Katie wrapped herself and her new bear in our delightful Marshmallow Micro-fleece.



Corporate I.D.

ABOUT K-STRONG SUPPLEMENTS

Logo and Package design
Based around traditional medicines, nutrition, massage, reflexology and chiropractic studies, K Strong is an upstart nutritional supplement company that prides themselves on their attention to both conventional medicine and traditional herbal remedies.

The K Strong logo was created to appeal to both performance minded athletes as well as those concerned with natural food products and eastern medicines. The logo was crafted to stand against the logos found on the usual performance products and standard vitamin supplement bottles.



Final Size:
2.5"x2.5"

WAYFARED VISUALR

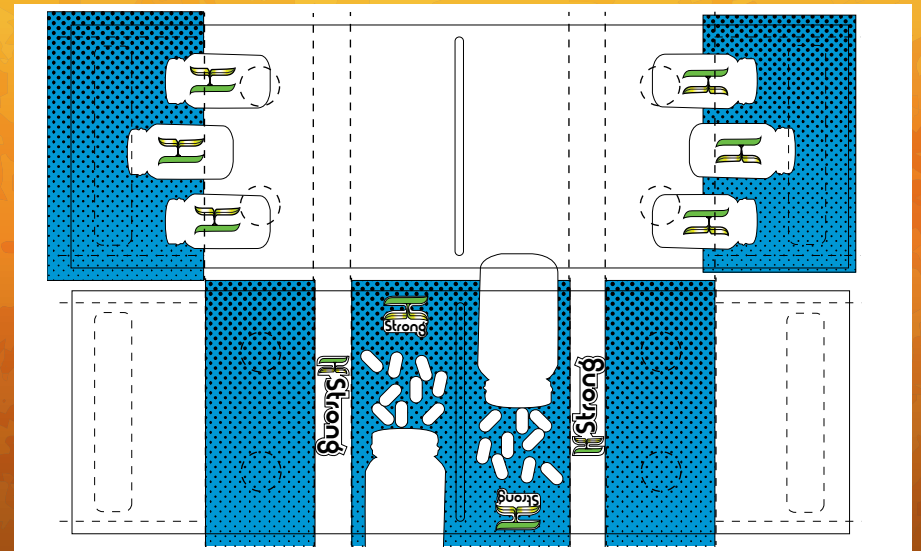
Package

FURTHER CONSIDERATIONS K-STRONG SUPPLEMENTS

Given K-Strong's position as an industry start up exposure at tradeshows was a major consideration on the part of the client. In an attempt to facilitate advertising in a tradeshow situation as well as keeping space constraints in mind, a single page foldable bottle carrier was developed for use in situations where space and exposure are at a premium.



Above:
Bottle Carriers
Final Sizes:
Bottle Label 6.75" x
2.25"
Carrier 5.5" x 14"





Advertising

ABOUT GATORADE:

A company that prides itself on being all about athletes and performance. From their University of Florida beginnings, the Gatorade formula has been proven time and again to be the premier product for hydration replenishment world wide.

For this advertising campaign, the goal is to spread their market demographic to places outside of the simple sports drink market.

Research showed that busy professionals are as much in need of proper hydration as athletes. That "2:30" feeling from energy drink commercials may actually be the first signs of dehydration. Treating the workday like the challenge that it really is was a logical choice to spur business professionals to reach for a rehydrating "sports drink".



Left:
Gatorade Logo

Web Banners:
Final Size:728 x 90
px
Billboards:
Final Size: 14' x 48"



WAYFARER VISUALS

Advertising

DESIGNING FOR GATORADE:

Designing with the Gatorade brand aesthetic in mind was a challenge of impact and simplicity overall. Applying this design aesthetic to images that don't normally fit the bill for a Gatorade ad aided me with a quick and easy bit of contrast that I could capitalize on.

Right: Web Banners:
Final Size: 728 x 90



Below Right:
Magazine Ads:
Final Size: 8.5" x 11"



Below Left:
Billboards:
Final Size: 14' x 48"





Book Cover

ABOUT STEPHEN KING'S IT:

Book cover design for Stephen King's horror classic. The inspiration for this cover comes from the stories use of the paperboat image throughout as well as the sewer setting. The challenge in this project was to hint at portions of the this iconic author's tale without giving too many details away.

Designing a book cover graphic for an author as iconic as Stephen King is a daunting task to say the least. In straying from the usual dark background employed in horror stories this book cover design stands out from many of the books it would share a shelf with.

Final Size:
8"x24"



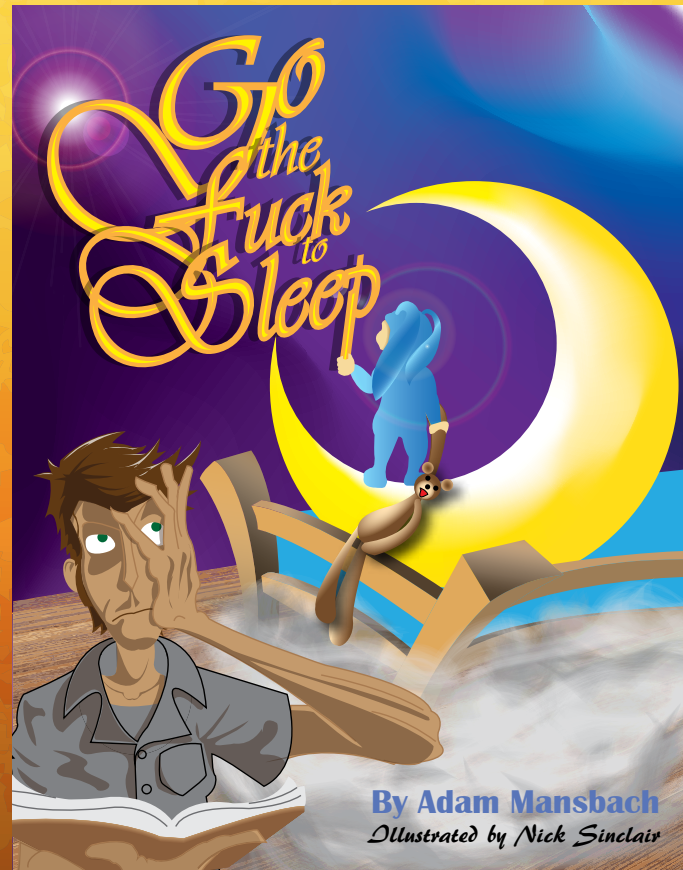
WAYFARED VISUALR

Book Cover

ABOUT GO THE F*** TO SLEEP

Book Cover illustration to accompany the comedic children's book parody by Adam Mansbach. The story is written as though read by an aggravated parent trying to lull their young child to sleep. The desired goal was to contrast childish wonder with parental frustration in an almost narrative format for the cover of this book. Illustrating this book cover was an absolute pleasure. Pitting childish wonder against parental irritation lends a fun bit of interplay that mirrors the story wonderfully.

Final Size:
8.5"x11"



WAYFARED VISUALS

Album Art

ABOUT PARLOPHONE RECORDS

Parlophone Records is a music publishing entity whose catalogue contains such artists as Blur, Gorillaz, Interpol, Alice in Chains and more. The design direction here was to take the established character roster of the Gorillaz and create a sampler to highlight Parlophone's catalog of artists and the Evangelist contest that was underway at the time and considerations toward Jaime Hewlett's style.



Final Sizes:
Insert: Flat 14.19"x4.7"
Folded 4.6"x4.7"

WAYFARED VISUALS

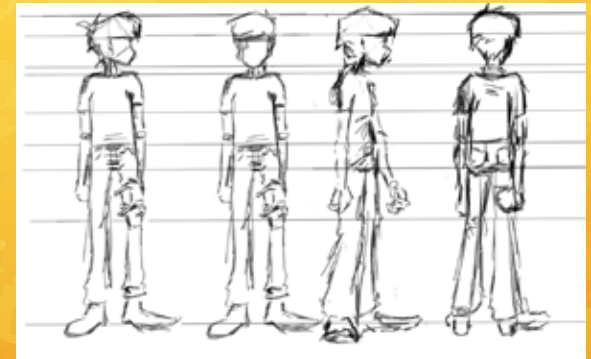
Process

ABOUT THE PROCESS

It's always important to establish your space constraints. With any print work, size is always a consideration. With this in mind, a template with the correct measurements was crafted before any of the creative designing began. Research starts it all. Look up your

Below:
Sample CD insert Template
with Included Thumbnail illustration
Above:

subjects and get to know them. Learn their properties and figure out where their marketing is more likely to strike. After putting as many thoughts on paper. Move on to the one you find to be the strongest, and begin refining your ideas. Breathe as much life into them in pencil before you even think about going to digital. Keep your dimensions in mind with any



Beginning Character Study
Above:

piece that you create to import into your layout program of choice like Quark Xpress or InDesign. Make sure that your files are properly



updated before outputting to print.



Refined Illustrations





Animation

ABOUT BLACKWINGS

Inspired by Sergio Leone's Dollars Trillogy starring Clint Eastwood, this motion graphics experiment is a gritty combination of illustration, type and song.

Digital Illustrations in Adobe Illustrator and AutoDesk Sketchbook Pro. Photo Manipulations in Adobe Photoshop. Motion elements and transitions in Adobe AfterEffects.

http://www.youtube.com/watch?v=S0_ajfJV13s



Final Sizes:
1280px x 720px





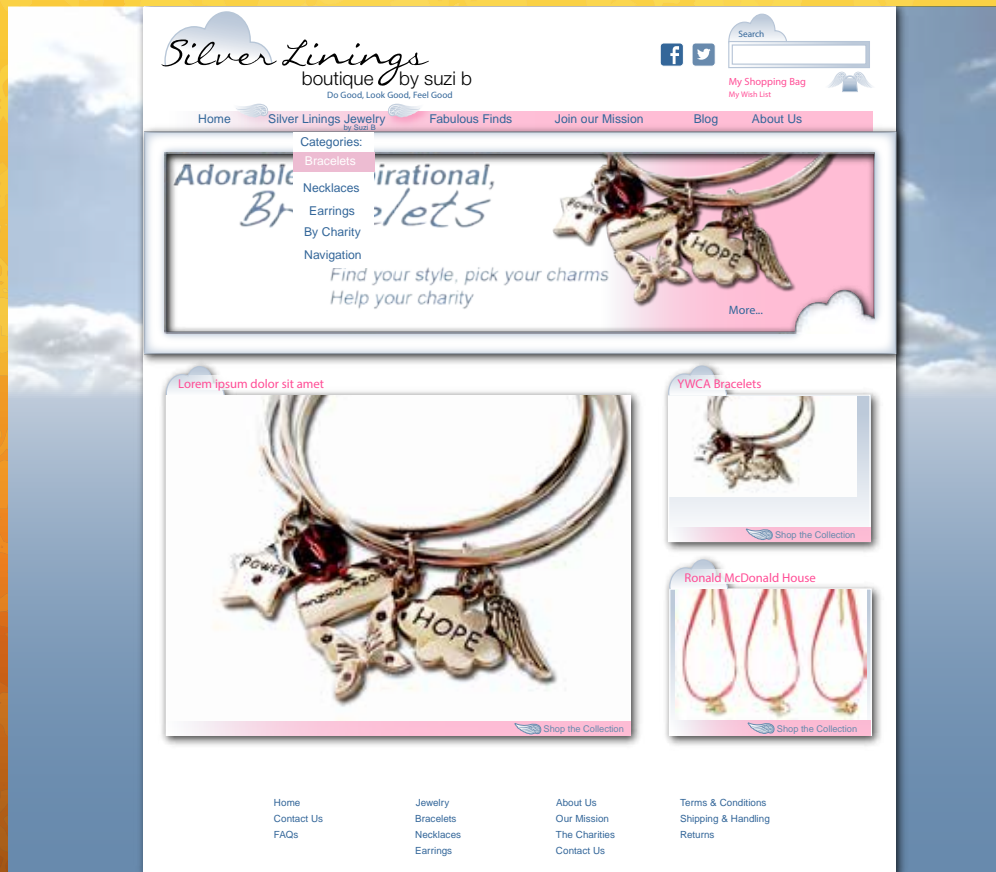
web Design

ABOUT SILVERLININGS BOUTIQUE

Silver Linings Boutique is a custom jewelry manufacturer and retailer who works primarily through not-for-profit agencies in formulating fundraising endeavors. A certain percentage of every purchase of a particular jewelry design from Silver Linings will go to aid an organization like the YWCA, or Ronald McDonald House Charities. As many of the jewelry designs contain a cloud and wing motif, these elements were employed to grant an inspirational and ethereal feel to the web page design.

<http://asilverliningboutique.com/>

Final Sizes:
2000px x 1500 px





Type Design

ABOUT ALECRAST DISPLAY TYPE

Alecrast: vDisplay Type
This display type design was created to work in a display type setting for works associated with the fantasy or swords and sorcery genre of entertainment. Long swashes and an over adorned, almost illuminated capitals style make this a good choice for medieval manuscript and comicbook applications. Inspiration for this type comes from the Record of Lodoss War anime/manga series as well as other examples in the fantasy/swords and sorcery genre.



Final Size:
Poster: 8.5" x 11"

The Quick Brown Fox Jumper Over the Lazy Dog

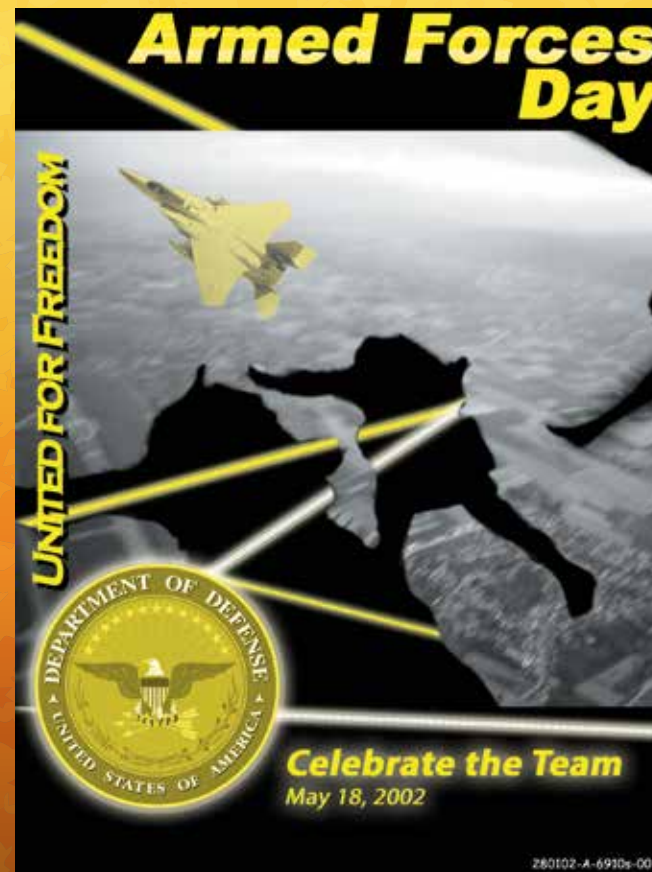


Poster Design

ABOUT ARMED FORCES DAY

This poster designed to tease Armed Forces Day activities on post at Ft. Meade, MD. The desired feel was one of action and adventure with a mild tech edge. Design considerations include the black and gold Army theme prevalent at the time.

Final Sizes:
7.5" x 10"



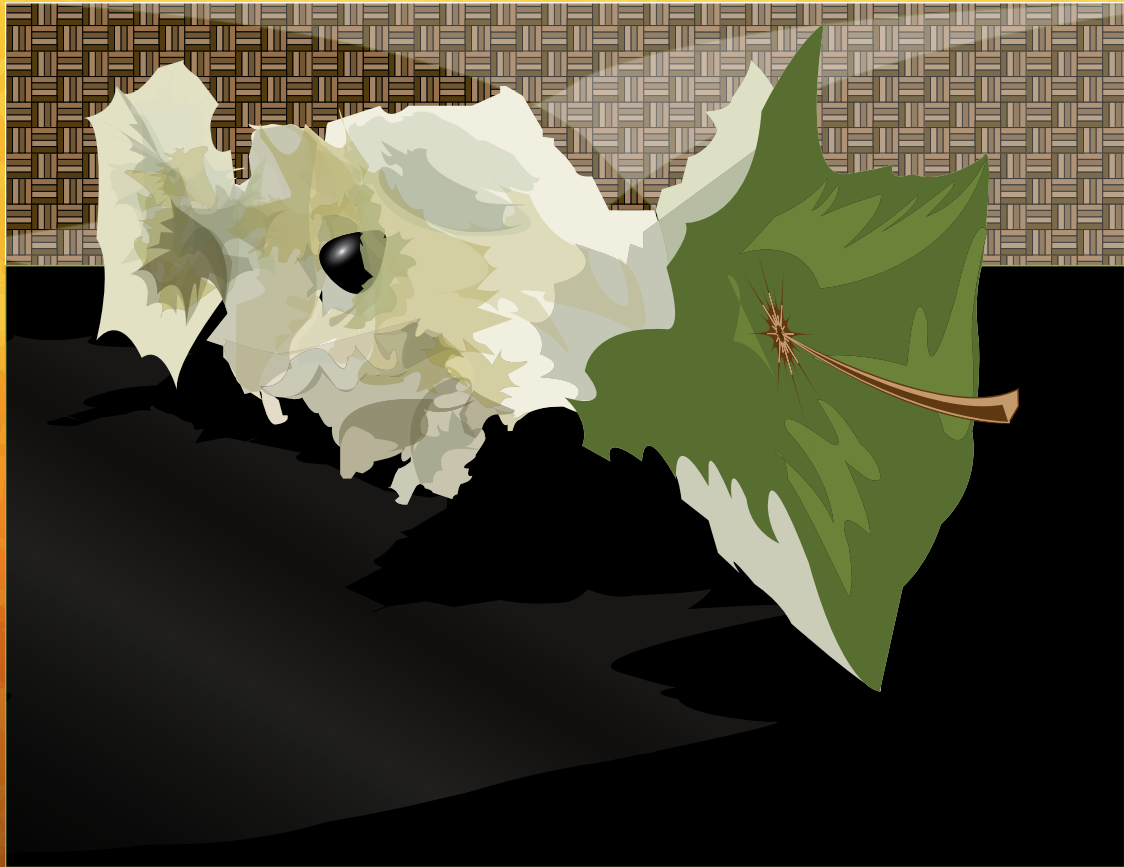


Illustration

ABOUT APPLECORE

An exercise in the generation of one form from multiple layers and adjusted blending modes this digital still life project serves as an example of creative interpretation. Every bit of shading within in this piece is its own vector shape, blending with its neighbors to create the illusion of depth. Cutting away from the more basic apple still life, only the core remains here.

Final Sizes:
11" x 8.5"



WAYFARED VISUALR

Editorial

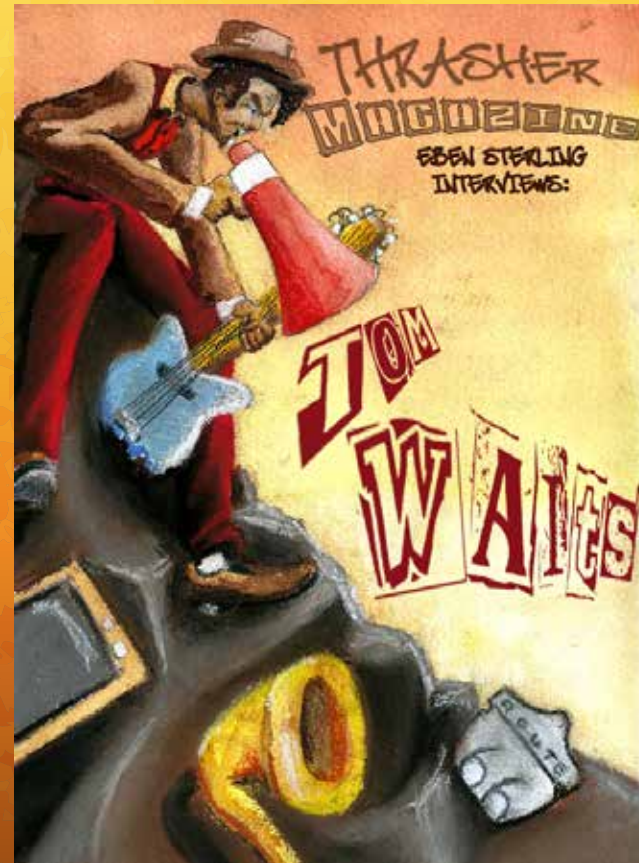
ABOUT TOM WAITS

Tom Waits is a gravelly voiced baladeer with a cult following spanning decades. Known for his whiskey soaked lyrics and experimental sound and vividly crafted atmosphere.

Editorial illustration

This piece was generated to accompany an interview with iconic musician Tom Waits in an issue of Thrasher magazine. The style is intended to reflect the gritty nature of both the artist and the magazine.

Final Sizes:
8"x 10.75"





Illustration

ABOUT BEYOND THE COURT

An exercise in digital illustration to highlight a new shoe design. Attention to detail and a solid flair of styling make for an interesting and engaging advertising illustration.

The overarching goal was to create a nearly photo realistic shoe illustration with Adobe Illustrator. Also included within this digital illustration is a self portrait.

Final Size:
11"x17"

