

Portfolio •

Jillian
Holton



CONTENTS

3 Branding/Logo Design

14 Package Design

26 Advertising Campaigns

39 Other Projects



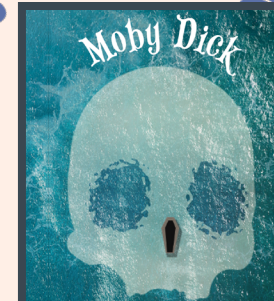
3



14

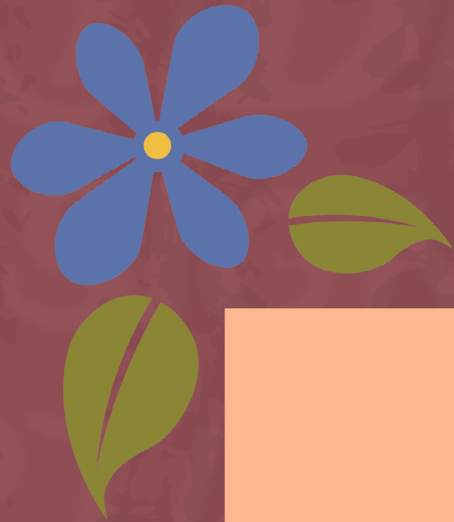


26



39

Note: Most of these projects involve multiple areas of graphic design, so they are categorized by which area they focus on. For example, the Sappy Go Lucky Maple Syrup project involves branding and logo design, package design, and advertising, but the primary focus is package design. So it's grouped with the other package design projects.



Branding/Logo Design



Rising • Moon •

Rising Moon Conference, Pt 1

The goal of this project was to create branding and a couple promotional merchandise products for a conference. I decided to go with the Rising Moon Conference (RMC), which is a literary conference celebrating sci-fi, fantasy, and paranormal/supernatural works. In the branding and logo/emblem, I wanted to weave together each of the genres with imagery representing Phoenix, Arizona, since that is where the conference takes place. I also wanted to make sure the branding could be expanded over time to include new, exciting themes every year. Since this is the first conference for RMC, there isn't a specific theme per say. But it does lean more heavily on the fantasy and paranormal/supernatural genres.

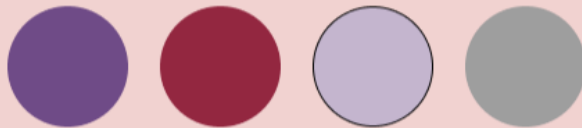


Arizona / Event / Literary Conference / Phoenix / Sci-fi / Fantasy / Paranormal / Supernatural / Theme of the Year

Logos/Emblems



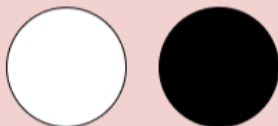
Color Palettes



Primary Colors



Secondary Colors



Neutral Colors

Typography

Caligra MM- Logo, Some Headings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

.,:;!?'*")/}\$@#%

CCSpellcaster- Logo

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

.,:;!?'*")/}\$@#%

NEWCOMEN- SECONDARY LOGO

AA BB CC DD EE FF GG HH II JJ KK LL MM NN

OO PP QQ RR SS TT UU VV WW XX YY ZZ

1234567890

.,:;!?'&*")/}\$@#%

ApronaSans- Body Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

.,:;!?'&*")/}\$@#%



T-Shirt Design & Mockup





Candle Design & Mockup



•Rising•Moon•

Arizona / Event / Literary Festival / Phoenix / Sci-fi / Fantasy / Paranormal / Supernatural / Theme of the Year / Desert Mystique

Rising Moon Conference, Pt 2

This project is a continuation of the RMC project series. In the project timeline, this RMC iteration takes place after enough time has passed for the event to become popular. The goal of this particular project was to create an event landing page/website. I also gave myself the personal goal of updating the event's branding for a new theme and designing new promo merch products to align with that theme. I knew that I wanted this conference to lean more on the sci-fi and paranormal/supernatural genres. So, after some brainstorming, I decided to take the branding in a more retro-futuristic paranormal 50s diner direction. I named it "Desert Mystique".



Logos/Emblem



Don't rotate the logo



Don't crop the logo

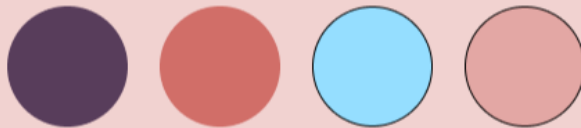


Don't invert the logo's colors



Don't distort the logo

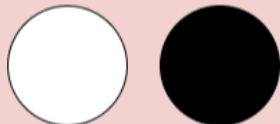
Color Palettes



Primary Colors



Secondary Colors



Neutral Colors

Typography

Engagement- Logo Only

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

...!?!&*")/]}\$@#%

TRADE WINDS- SOME HEADINGS (H1)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

...!?!&*")/]}\$@#%

Fira Sans (all variations)-Logo, Headings, Body Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

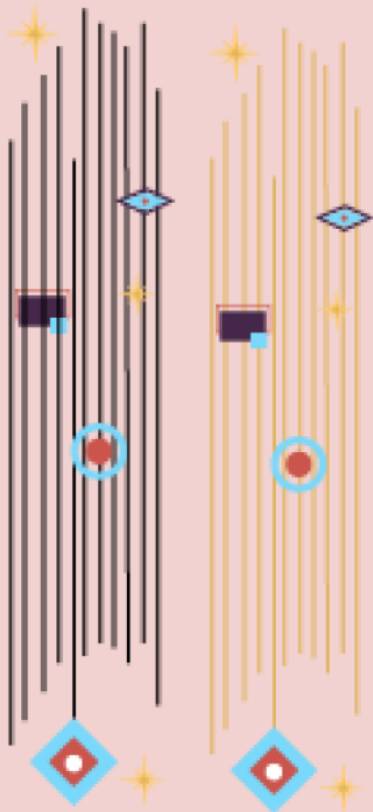
...!?!&*")/]}\$@#%

THIS IS A MAIN HEADING (H1)

This is a subheading (H2 - H6)

This is a paragraph of body text. Together, these font combinations and sizes create a clear visual hierarchy that is also cohesive. Use this power for good.

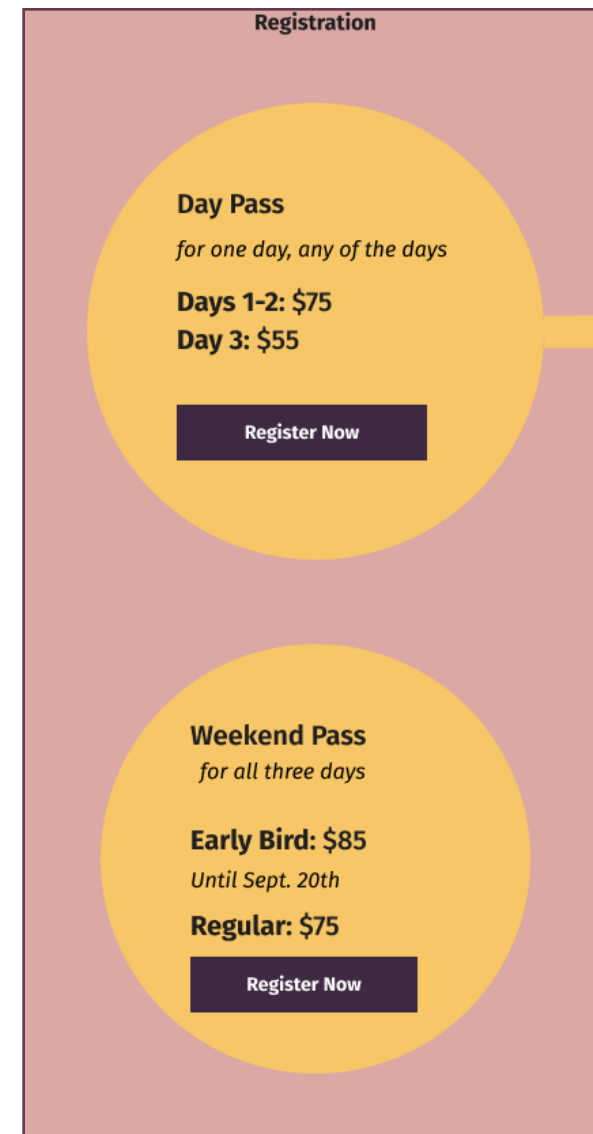
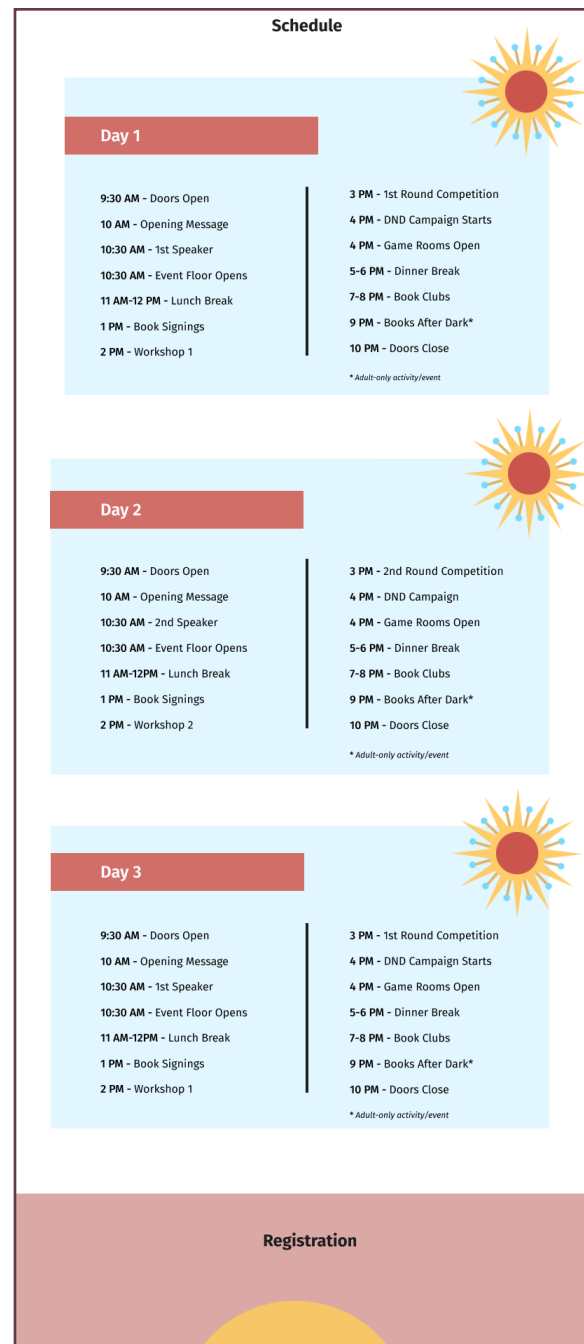
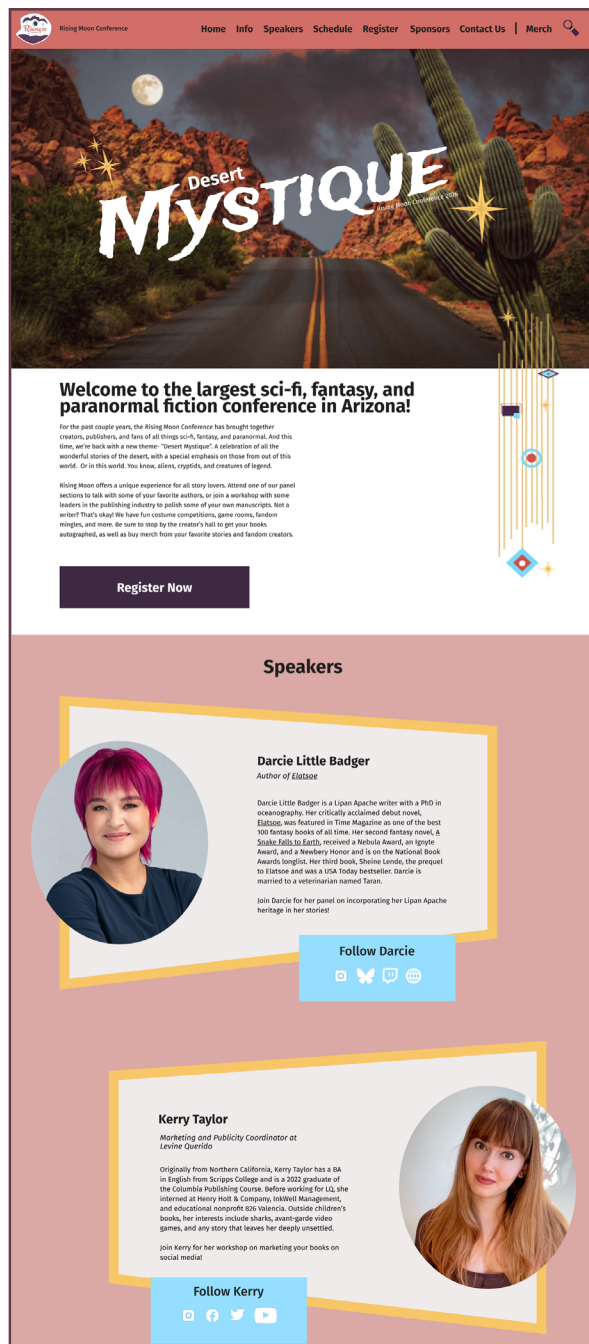
Icons, Graphics, and Photos/Illustrations





T-Shirt & Candle Mockups



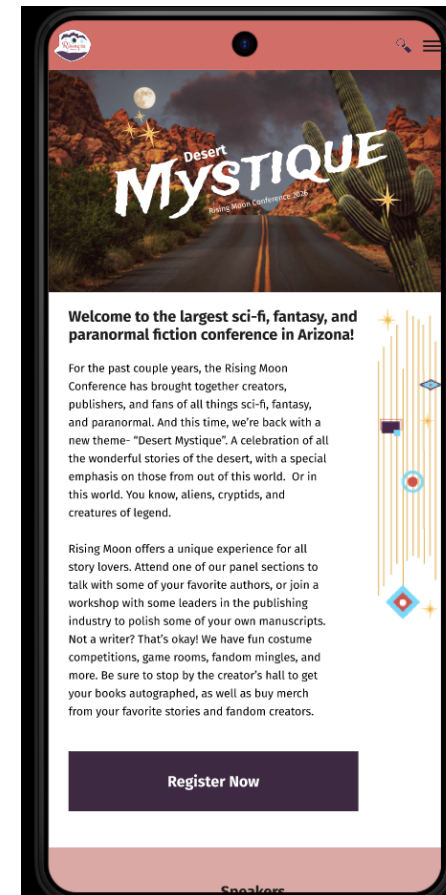


Overall Website Design- Desktop, Left; Tablet, Middle; Mobile Phone, Right

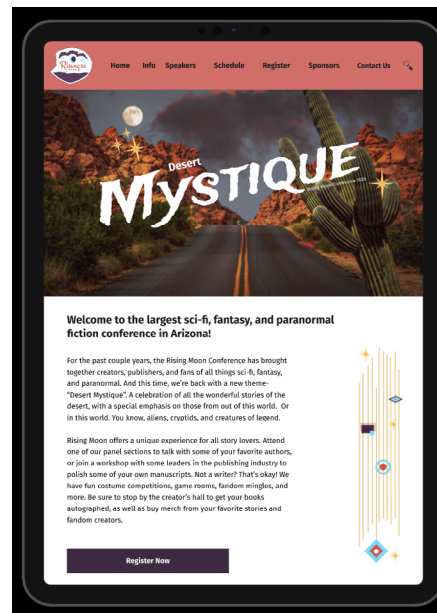
For more in-depth views of the websites, please view my Behance page.



Computer Mockup



Mobile Mockup



Tablet Mockup



Package Design



Sappy Go Lucky Maple Syrups

The goal of this project was to create branding, package designs, and three print ads for Sappy Go Lucky, a maple syrup brand based out of Maine. Because Maine is central to the story and history of the brand, I decided to go with a Maine state symbols design direction for it. Sappy Go Lucky currently sells three syrup flavors- Original, Cinnamon & Vanilla, and Barrel-Aged Whiskey. I paired each of the flavors with a state animal. State symbols is a broad theme, so Sappy Go Lucky would be able to expand their product line further if they wanted to.



Maine / Maple Syrup / Organic / 3 Flavors / State Symbols / State Animals

Cinnamon & Vanilla Flavor- Black-capped Chickadee Design & Mockup



Best if used by: 5 June, 2027

Nutrition Facts

Serv. Size: 2 Tbsp
About 38 servings
per container

Amount per
serving

Calories 110

% Daily Value*

Total Fat 0g 0%

Sodium 0mg 0%

Total Carb. 26g 9%

Total Sugars 26g 52%t

Protein 0g

Calcium 30mg 2%

Ingredients: Organic
Maple Syrup

Organic
Maple Syrup

Sappy
Lucky

Barrel-Aged
Bourbon

NET WT 23.2 FL OZ (1 LB 7.2 OZ) 660g

Refrigerate after opening

Fall in Love with Maine

Our family has been sharing our prized maple syrups with our neighbors ever since 1948. And now, we're sharing them with you! Made with the purest organic sap from the sugar maple trees on our farm outside of Portland, Maine, our syrups are infused with the flavor and essence of our beautiful Maine. One taste, and we're sure you'll fall in love with Maine!

Barcode

Barrel-Aged Bourbon Flavor- Moose Design & Mockup

18

Welcome to Maine!

Or, a taste of it

Created with purest sap from the best maple trees in Maine, Sappy Go Lucky Maple Syrups bring the rich flavor of Maine to your table. With three year-round flavors and various seasonal favors, there's a syrup for everyone. Visit us at your local farmer's market today!

Sappy Go Lucky
The Best of Maine
SappyGoLucky.com

The Same Taste You Love

But with a twist

Created with purest sap from the best maple trees in Maine, Sappy Go Lucky Maple Syrups bring the rich flavor of Maine to your table. Our latest flavor Cinnamon & Vanilla, takes the iconic base of regular maple syrup, but adds cinnamon and vanilla extract for taste that'll take you back to Grandma's House. Pick some up at your local farmer's market today!

Sappy Go Lucky
The Taste of Maine
SappyGoLucky.com

"Taste of Maine" Campaign

Age You Can Taste



From an unexpected place

Created with purest sap from the best maple trees in Maine, Sappy Go Lucky Maple Syrups bring the rich flavor of Maine to your table. Our award-winning flavor Barrel-Aged Bourbon, takes our best maple syrup and ages it in old bourbon barrels from some of Main'e local breweries for a rich, complex flavor. Pick some up at your local farmer's market today!

Sappy Go Lucky
The Taste of Maine
SappyGoLucky.com



Sappy Go Lucky
Syrup as it should be
SappyGoLucky.com

Sweet and nostalgic... Just like your best childhood memories.

Life is full of complexity, nuance, and fond memories. Why should your favorite foods be any different? At Sappy Go Lucky, we aim to bring those memories and memories into our syrups. With three year-round flavors and various seasonal flavors, you're sure to find a flavor that speaks to you. Grab your favorite flavor from your local farmer's market today!

“Sweet, Rugged, Nostalgic” Campaign

Sappy Go Lucky
Think Maine. Think Sappy Go Lucky.
SappyGoLucky.com

Organic Maple Syrup
Cinnamon & Vanilla
Barrel-Aged Bourbon
Original

Who says you can't be sweet and rugged?

Life is full of complexity and nuance. Why should your favorite foods be any different? At Sappy Go Lucky, we aim to bring that complexity into our syrups. With three year-round flavors and various seasonal flavors, you're sure to find a flavor that speaks to you. Grab your favorite flavor from your local farmer's market today!

Sappy Go Lucky
Syrup as it should be
SappyGoLucky.com

Organic Maple Syrup
Cinnamon & Vanilla
Barrel-Aged Bourbon
Original

**A little sweet. A little rugged.
A lot nostalgic.**

Life is full of complexity, nuance, and memories. Why should your favorite foods be any different? At Sappy Go Lucky, we aim to bring that complexity into our syrups. With three year-round flavors and various seasonal flavors, you're sure to find a flavor that speaks to you. Grab your favorite flavor from your local farmer's market today!

Phoenix Film Festival- VIP

The goal of this project was to create new branding, promotional product designs, out-of-home advertising, and digital ads for the new VIP ticket tier of the Phoenix Film Festival (PHXFF). Because PHXFF is based out of Phoenix, Arizona, and thier purpose is to celebrate Indie movies, I combined both of those ideas into the concept of a phoenix rising from the ashes. To distinguish the PHXFF VIP branding from the rest of the branding, I also added added references to red carpet experiences and other exclusive perks and experiences.



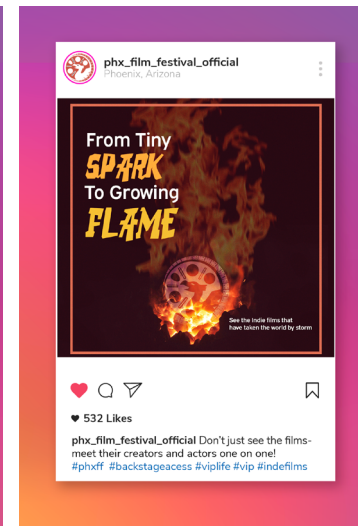
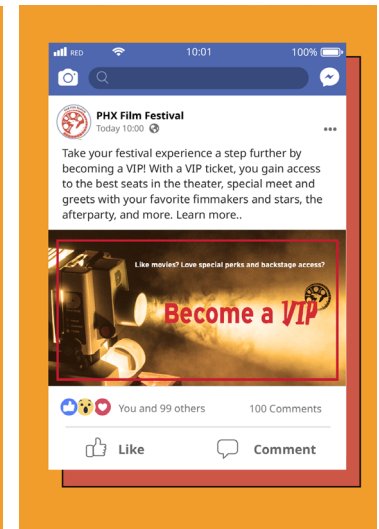
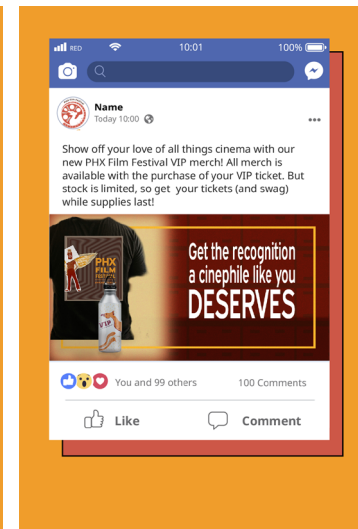
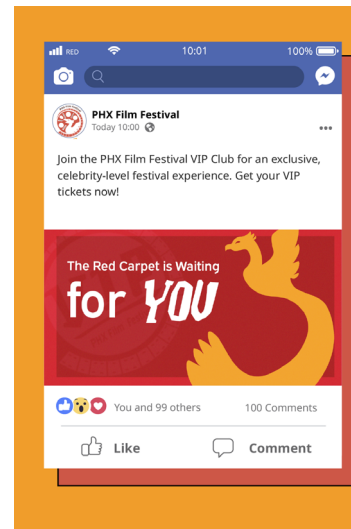


VIP Merch-
 VIP Lanyard, Swag Bag,
 Commemorative T-shirt,
 Reusable Water Bottle,
 Handheld Fan,
 Commemorative Festival Pin,
 Camera Guy Decal/Sticker,
 Collectible Festival Poster
 (on next page)



Out-of-Home Ads-

Billboard Ad, Bus Shelter Ad, Guerilla Sidewalk Ad (on the next page)



Social Media Ads- Facebook Ads, Instagram Ads



Advertising Campaigns



Sanctuary Fragrances

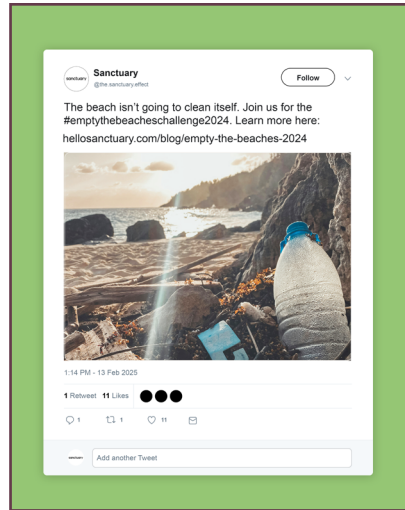
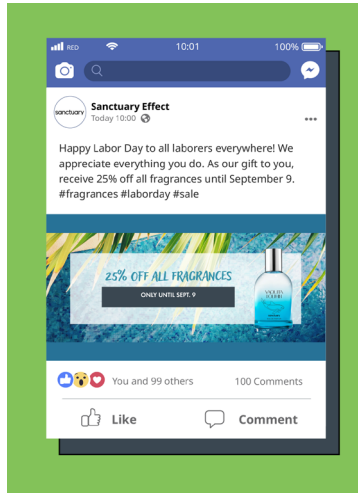
The goal of this project was to create an integrated, omni-channel campaign spanning print media, out-of-home advertising, and social media ads according to a 30-day content calendar. The company I chose for this campaign was Sanctuary, a fragrance brand that donates part of its proceeds towards supporting conservation efforts globally. Part of this process was coming up with a tagline to define the campaign and company. The one I chose was "Smell Good. Feel Good. Do Good." because it best describes who Sanctuary is, what they do, and what their vision is. While this tagline guided the campaign as a whole, each ad explores it in different ways. The print ads especially took on different kinds of advertising techniques, like storytelling or spiral ads. Some ads are more fun. Some ads are more serious. All ads tie back to Sanctuary's conservation mission.



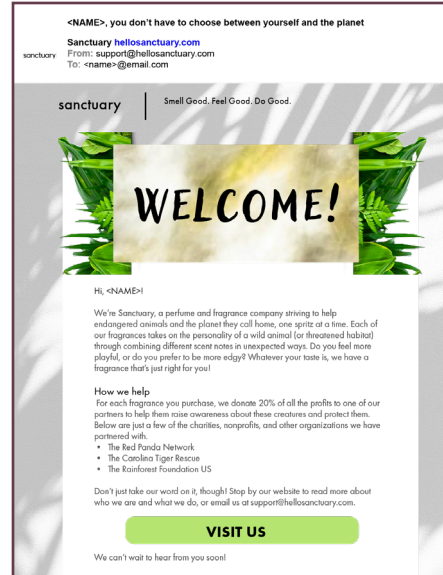
sanctuary



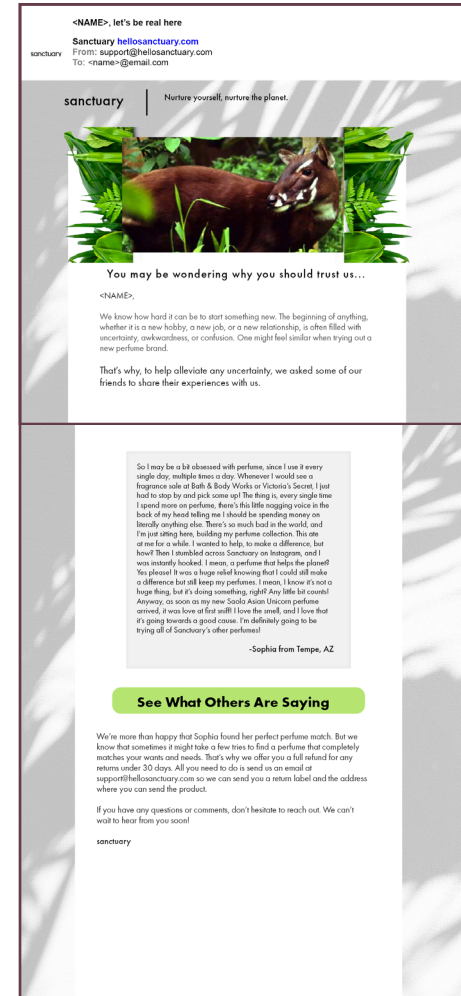
Out-of-Home Ads-
Billboard Ads, Bus Shelter Ad, Bus Ad



Social Media Ads- Facebook Ad, Twitter (X) Ad, Shortform Video Ad



Email Ads- Welcome/ Attention Email, Interest Email, Desire Email, Action Email



Celebrate World Water Day with 15% off all aquatic fragrances.

Sanctuary [hellosanctuary.com](mailto:support@hellosanctuary.com)
From: support@hellosanctuary.com
To: <name>@gmail.com

sanctuary | Fragrance in Action.



<NAME>, in honor of World Water Week, we're taking 15% your next purchase of the Vaquita Dolphin or North Atlantic Right Whale fragrance purchases.

What is World Water Week?

World Water Week is an international conference that discusses the present and future of all aspects of our planet's global water supply. This includes everything that relates to water, from health and technology to biodiversity and climate change.

Here are some fun facts about World Water Week and biodiversity, to inspire you:

- Every year since 1991, everyone from business owners to journalists and individuals have attended World Water Week in Stockholm, Sweden.
- The goals of this conference are to spread awareness about these issues, equip people to solve water-related issues around the world, promote peace and cooperation among countries, and change people's perceptions on water, including how it affects them.
- The Pacific and Indian Oceans have the greatest levels of biodiversity thanks to more temperate waters and diverse oceanic habitats.
- Biodiversity is vital for the agriculture, construction, medical and pharmaceutical, and fashion industries, which can include perfumes and fragrances.

Water is a valuable resource and must be protected. That is why we have partnered with World Water Week to spread awareness about this issue.

Support World Water Week

You can read more about World Water Week and how we're partnering with this movement [here](#).

As a quick reminder, we offer full refunds for products returned in under 30 days. All you need to do is send us an email at support@hellosanctuary.com so we can send you a return label and the address where you can send the product.

If you have any questions or comments, don't hesitate to reach out. We can't wait to hear from you soon!

sanctuary

<NAME>, take a moment to celebrate you with 15% off all products

Sanctuary [hellosanctuary.com](mailto:support@hellosanctuary.com)
From: support@hellosanctuary.com
To: <name>@gmail.com

sanctuary | Do good and smell good.



Happy Wife (and Girlfriend) Appreciation Day!

Hi, <NAME>!

We want to take a moment to celebrate the amazing person you are. You ladies do so much for others. From running your households, to opening your hearts to come for others, to taking your fur babies to the vet for deceptively large issues. It's okay to celebrate and take care of yourself for a change! So, for today only, we're taking 15% off all products.

TREAT YOURSELF!

Sale closes at 11 PM tonight.

Don't forget to take advantage of this offer before it's too late!

If you have any questions or comments, reach out to us at support@hellosanctuary.com. We can't wait to hear from you soon!

sanctuary



The best parts of nature in a little bottle

Fragrances made with natural, renewable, and sustainable ingredients.

100% Recycled Glass Bottle and Packaging

Bottle made from your recycling request gives the rest of your team great smelling space.

100% Recycled Glass Bottle and Packaging

Package materials made from 100% recycled paper, cardboard, and ink made from vegetable and soy-based inks.

Fragrances for both you and the planet

sanctuary

The New York Times



Journey to the unknown with the new

AMAZON RAINFOREST FRAGRANCE

25% Off Your First Purchase

Use Code: [NYT25OFF](#)



Make a difference with your spending

Did you know that 81% of women and 56% of men use perfume daily? On average, 20% of people purchased 1-2 perfumes over a year while 2% of people purchased 5-6 perfumes in that same amount of time.

Perfume is one of those things that people love to get for themselves and for other people. There's nothing wrong with that. After all, it's perfectly fine wanting to smell good and feel good about yourself. The only issue is when that little voice in the back of your head tells you about spending more on fragrances when you could be spending on other more important things.

We're here to tell you that you don't have to choose between your fragrances and those worthwhile options. Because with Sanctuary you can have both. With every perfume you purchase from us, we donate 20% of that money towards foundations that fight for endangered animals all over the world. So far, we have raised \$100,805.46 for red pandas alone. With your help, we can raise so much more.

*San Onisimo, "Perfume Industry Statistics 2021" Progress Analytics

sanctuary
hello@sanctuary.com | 1-800-800-0000

Print Ads-
Partial Page Ad, Newspaper
Ad, Magazine Ads



Observe the businesswoman in her natural habitat.

Wield to the rules her domain with strength and grace. All her employees respect her. Every disagreement ends, she makes these conflicts head-on. There is no room for discretion or doubt in her team.

When negotiating with other business leaders, she knows when to hold her ground and when to compromise. She does her best to make sure her company lands on top. She truly is the queen of the office.

Her secret? Confidence in herself and her abilities.

Boost your confidence with one of our fragrances and rule your domain like the force of nature you are.



heloanuary.com

DON'T ADD ANOTHER TO THE GRAVEYARD...

You know what happens.

You see a cute perfume. You take her out for a bit. Have some fun memories.

But then, due to no fault of her own, you stop liking her. You see another cute perfume and leave your first love in the dust. She just sits there, forgotten. Waiting for you to call upon her again, until her scent's faded, and she's not the same party perfume you first met.

Your closet is a graveyard of other such perfumes. Some fun, some flirty, some edgy, some hopeful. Just taking up space in your closet. Or if not taking up space in your closet, then in landfill.

We can't guarantee that you'll like our fragrances. But we can guarantee that if you don't like our perfumes for whatever reason, you can either return them to us or recycle them yourself.

Our perfume bottles are made with post-industrial recycled glass and non-toxic vegetable-based ink. They are completely recyclable.

Instead of condemning them to the perfume graveyard, recycle your perfumes and give them a second chance at life.

sanctuary

heloanuary.com

Feel like you're at the beach during your 9-5



heloanuary.com

Swagger of a tiger or the playfulness of a red panda?

At Sanctuary, we believe that the scents we surround ourselves with are extensions of our personalities. Some like it playful, while some like it spicy or mysterious.

No matter how you slice it, people are incredibly diverse. That's why we created 9 unique scents for you to choose from. Each one represents a unique wild animal or habitat from around the world.

So, whether you're feeling more playful or feeling more bold, we have a fragrance that's right for you.

Need help deciding which scent to go with? Stop by our blog for our "What Wild Animal Matches Your Personality" quiz to help you get started.

http://www.heloanuary.com

sanctuary

Meet Jasmine: Victim of a Roadside Zoo

Jasmine and several other tigers were born into captivity in a roadside zoo, where they were mistreated, neglected, and deprived of proper medical care. Although Jasmine didn't receive the worst of the treatment, some of the other tiger cubs were defanged and declawed for the cub petting attraction at the zoo.

Thankfully, with the help of some rescues, Jasmine was able to leave that life behind. She and her fellow cubs are now enjoying life in a wild life reserve where they have the space and freedom to grow into confident adult tigers.

With your perfume purchases, you help us support organizations that fight for wild animals.

"Tiger", Caroline Tiger Rescue

sanctuary

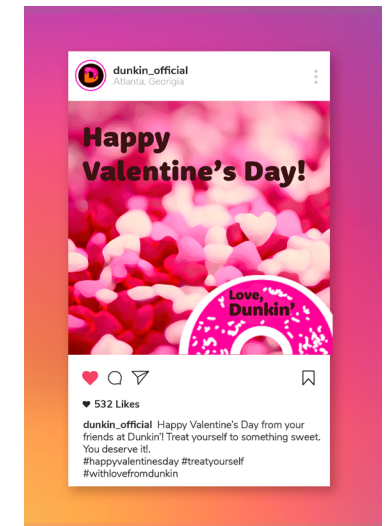
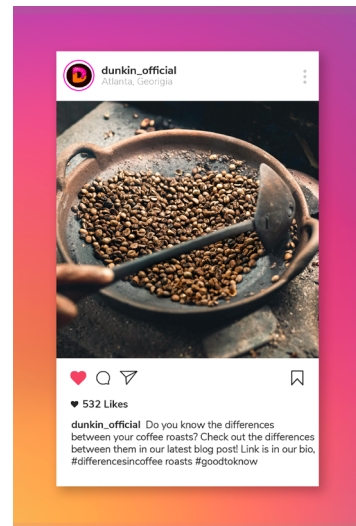
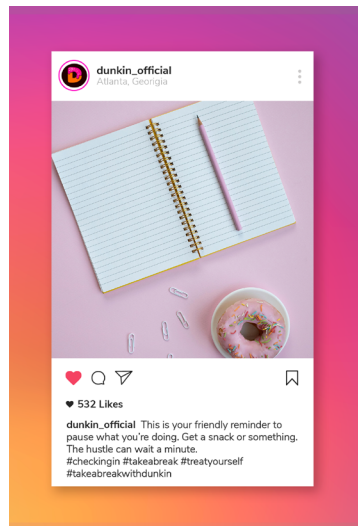
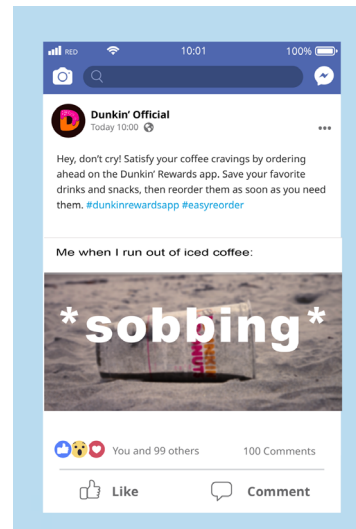
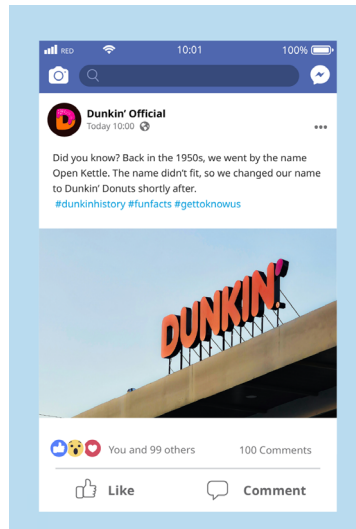
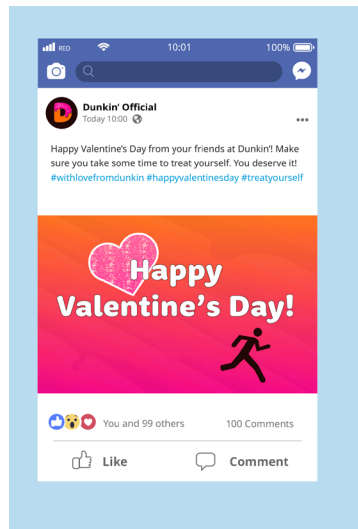
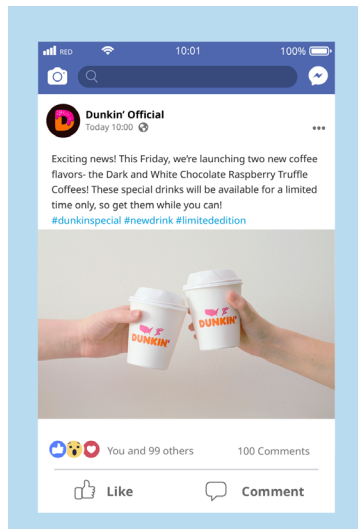


United States / Coffee & Doughnuts / Rewards App/ Email List / Stone Walls / Dunkin' Fun Run

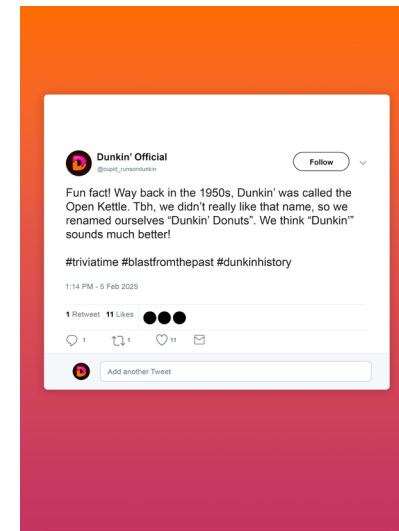
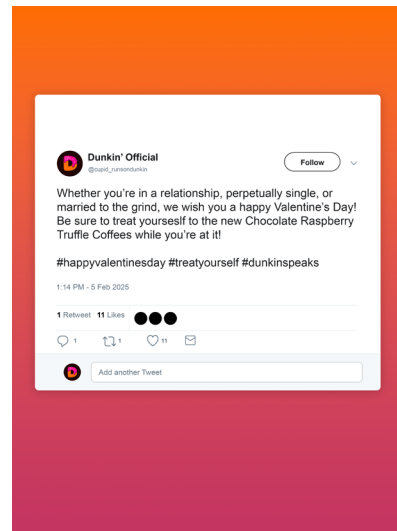
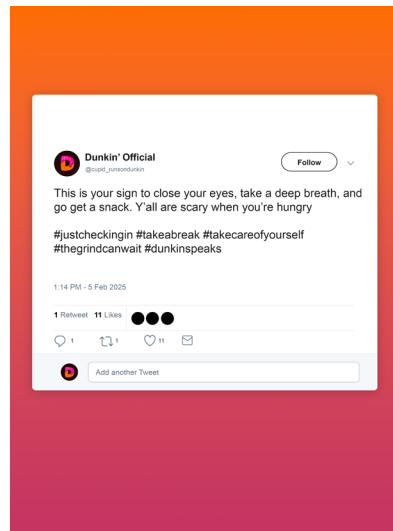
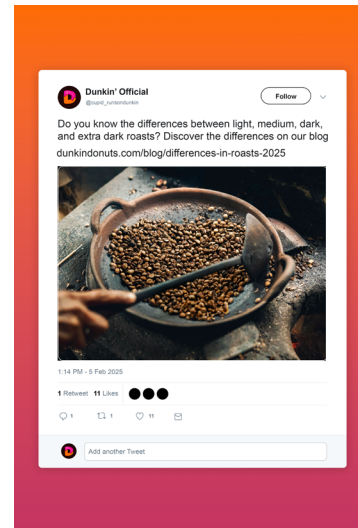
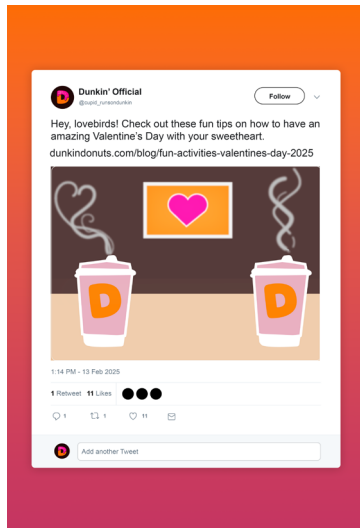
Dunkin'

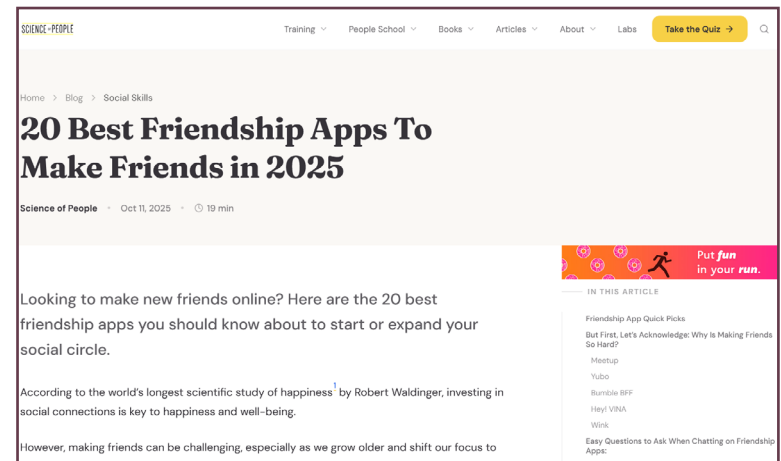
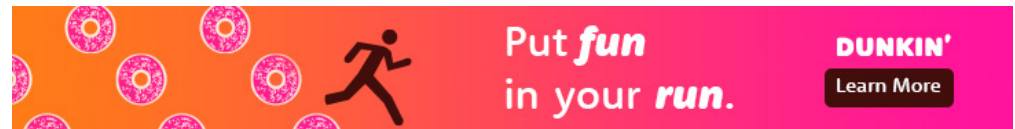
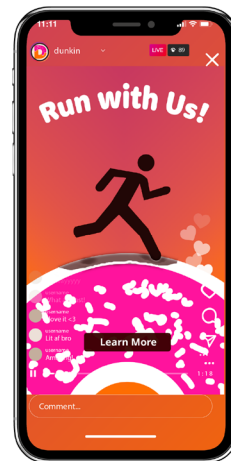
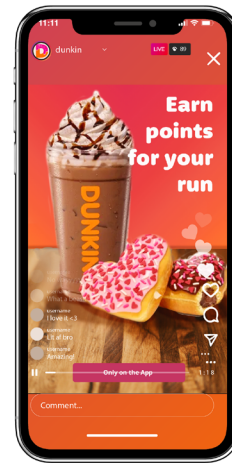
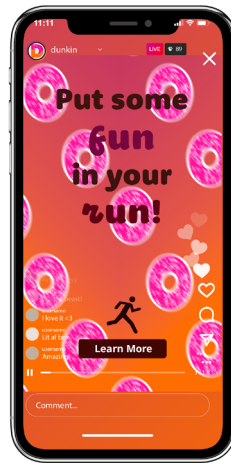
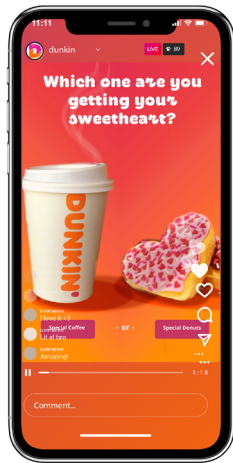
The goal of this project was to create an integrated digital ad campaign for a company across a few social media platforms, emails, blogs, and web banners as well as a landing page to go with the ads. One of the goals for this project was also to create a 30-day digital marketing calendar. The company I decided to go with was Dunkin'. I took the campaign in a couple different directions. Because this campaign would be launched around February of that year, much of it was inspired by Valentine's Day. I came up with a new flavor to launch during this time as well. The other part of the campaign would position Dunkin' as a quick, easy, and efficient way to put some fun in their run.





Social Media Ads-
Facebook Ads, Instagram Ads, Twitter (X) Ads,
TikTok Ads





Internet Ads & Content- Banner Ad, Website, Blog Post



Run with Dunkin'!

Life is constantly moving, and so are you. Why not treat yourself while you're at it? Sign up for our emails and receive exclusive discounts, be the first to hear about new product drops, and join a community of other people on the go.

Sign Me Up!

What's the Word?

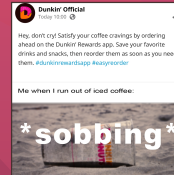
On our Blog



On Instagram



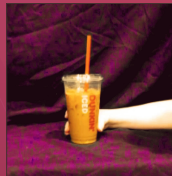
On Facebook



On Twitter



On TikTok



On Tumblr



[Menu](#)
[Shop](#)
[Blog](#)

DUNKIN'

[About Us](#)
[Contact](#)
[News](#)

Sign In

Just for Fun

10 Fun Activities to Do for Valentine's Day

Guest Post by Jillian Holton
13 February 2025

It's that time of year again! Teddy bears and little cherubs roam stores. Hearts, chocolates, and flowers are behind every corner. Valentine's Day is a day to celebrate love of all sorts, from romantic to platonic or familial. Since Valentine's Day is on a Friday this year, that means more time to celebrate the people who mean the most to you! But, how do you do that without blowing out your savings? Well, lucky for you, we've compiled a list of 10 different activities you can do with your special people- on a budget!

1. Volunteering

Why not share your love with others this Valentine's Day? There are so many different places that could use your help, and so many people that need some love. Volunteering is a great way to help others and bond with your special people! There are food banks, soup kitchens, animal shelters, national park clean-up crews- you name it! Find a place and plug in!

2. Scavenger Hunt

Do you and your special people enjoy puzzling things out or finding things? Do you enjoy exploring different areas? Then this might be the activity for you! Scavenger hunts can take place either around your house or around your city. For couples, scavenger hunts can incorporate different places you've gone to on special dates or other fond memories you have. The possibilities are endless!

3. Favorite Things Day

How well do you know your loved ones? A favorite things day is basically when you spend the day exploring different things that mean something to each other. Things like favorite activities, favorite places, favorite things. For extra fun, you could try combining this activity with the scavenger hunt.

4. Make Something Together

Try something new and do something creative! There are plenty of places you can go, classes you can take, or YouTube tutorials you can watch to get you started. And there are so many options, too! Cooking, baking, pottery, painting, arts and crafts... You name it, you can do it!

5. Karaoke

This is for those of you who love singing or who always wanted to live out your own musical. Karaoke can be a lot of fun! It is a great way to relax and to bond with friends or with your partner. Karaoke is becoming a bigger thing now, so there are plenty of karaoke bars or karaoke machines you can try out.

6. Time Capsule

Time capsules can be a great way to remember all the fun times you've shared with your special people and dream about what your future could be like. Put in different objects that mean something to each of you, then bury it somewhere for you to dig up later.

7. Swap Playlists

They say music is the language to the soul. So why not tell your special someone how you feel by creating a special playlist for them? Once you're done with them, you can swap them and see what your partner thinks and feels about you. You might be surprised by the songs they pick!

Dunkin' Welcome Email

[Preview](#)
[Send a Test Email](#)

Edit name

To

Who are you sending this email to?

Add recipients

From

J-H.Creative • spamton_g.2015@yahoo.com

To ensure delivery, we'll change your from address to spamton_g.2015@230004546.mailchimpapp.com

Edit from

Subject

Way to go! 🎉 Welcome to a community of others on the go

Preview Text: Thanks for running with us!

Let's review your subject line again. We have some tips to make it even better.

Edit subject

Send time

Send now

Edit send time

Dunkin app promo

[Preview](#)
[Send a Test Email](#)

Edit name

To

Who are you sending this email to?

Add recipients

From

J-H.Creative • spamton_g.2015@yahoo.com

To ensure delivery, we'll change your from address to spamton_g.2015@230004546.mailchimpapp.com

Edit from

Subject

Make your run more efficient 🏃

Preview Text: Exclusive perks, rewards, and discounts on the app

Edit subject

Send time

Send now

Edit send time

Content

⚠️ We automatically add a required Referral badge to your email footer. To remove the badge, [start your free trial.](#)

Edit design

Dunkin drink promo

[Preview](#)
[Send a Test Email](#)

Edit name

To

Who are you sending this email to?

Add recipients

From

J-H.Creative • spamton_g.2015@yahoo.com

To ensure delivery, we'll change your from address to spamton_g.2015@230004546.mailchimpapp.com

Edit from

Subject

With love, from us to you ❤️

Preview Text: Still available, just for you- Sabrina's Brown Sugar Shakin' Espresso

Edit subject

Send time

Send now

Edit send time

Content

⚠️ We automatically add a required Referral badge to your email footer. To remove the badge, [start your free trial.](#)

Edit design

Email Ads

37

The Dunkin' Dough Runner

Welcome to this edition of The Dunkin' Dough Runner!

Lots of fun things happened this month! Between Valentine's Day, and the launch of our latest limited edition drinks, the Dark and White Chocolate Raspberry Truffle Coffees, we've been busy at the Dunkin' HQ. Read on to see what other things we've been up to.

Blog Post- Limited Edition Coffees Just Dropped!

Rich, velvety dark chocolate and light, creamy white chocolate paired with the slightly tart, slightly sweet flavor of raspberries... These special coffees are here just in time for Valentine's Day!

[Read More Here](#)

Blog Post- The Differences Between Coffee Roasts

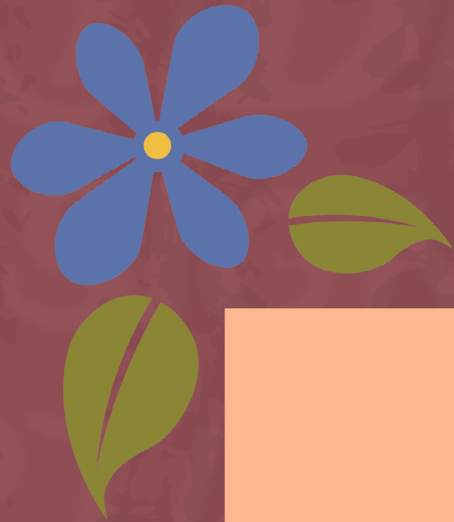
Everybody talks about light roast, medium roast, and dark roast, but what's the difference? It's not because of the beans.

[Read More Here](#)

Here's the latest from our social media

[View email in browser](#)

[[IFNOT:ARCHIVE_PAGE]][[LIST:ADDRESSLINE]]*[[END:IF]]*



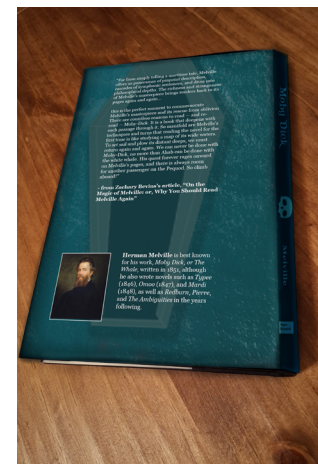
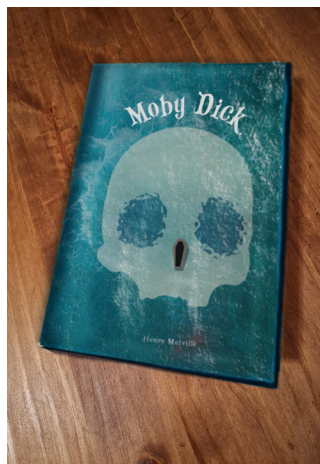
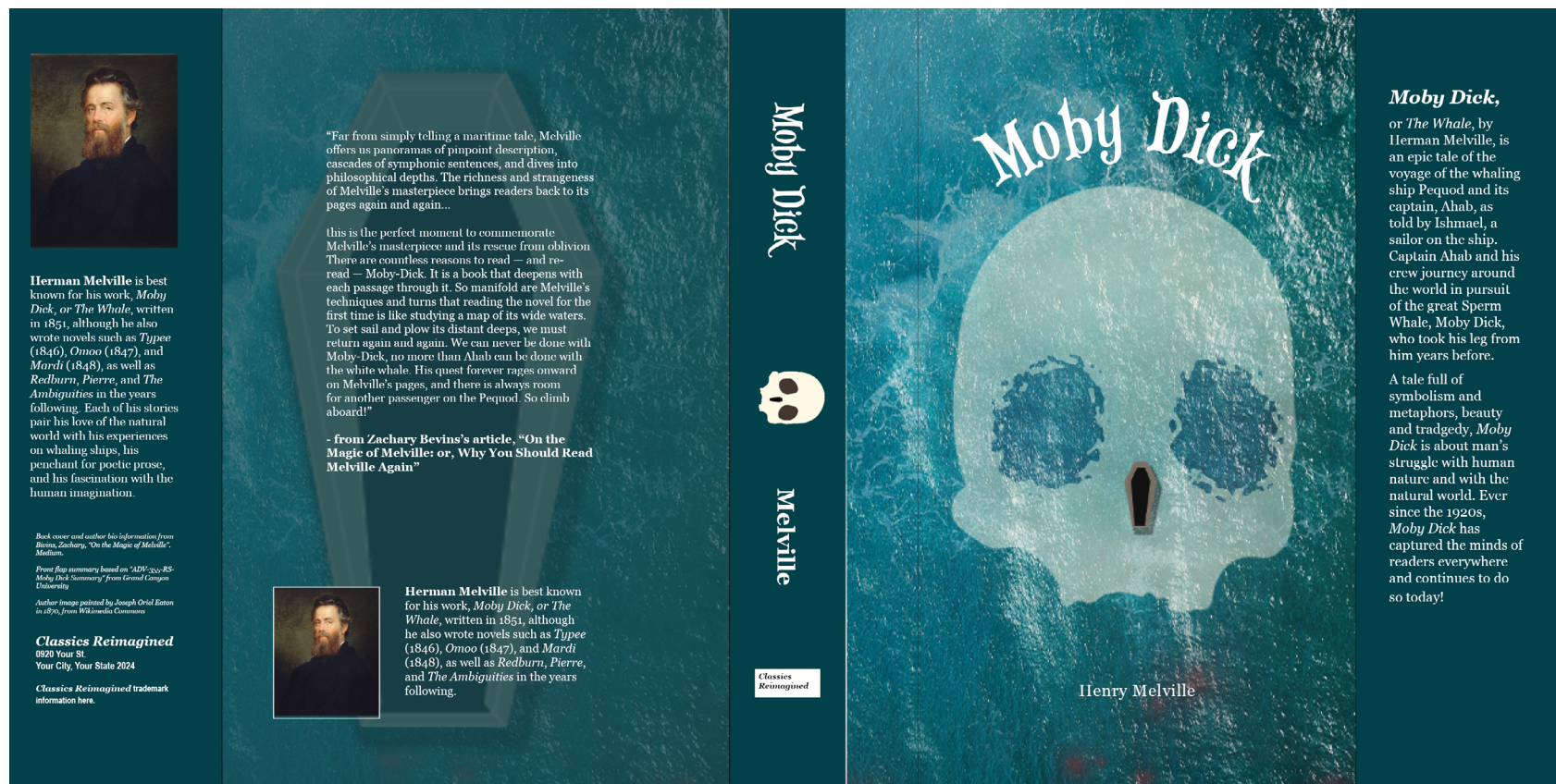
Other Projects



Moby Dick Book Cover Jacket

The goal of this project was to create a book jacket for the book Moby Dick, by Herman Melville. The caveat was we weren't allowed to use any imagery pertaining to whales. After looking over the course material, doing some research for inspiration, and sketching out some thumbnails, I noticed some of the themes that kept coming up were the single-minded pursuit of something to your own destruction, the waste that comes from the pursuit of that goal, human vs. human compared to human vs. nature, and the interconnectedness of life, death, and salvation. I explored these themes as well as different art styles and symbols throughout this design process. I ended up settling on the third book jacket design, which delved more into the themes of life, death, and salvation. It utilizes a style similar to some young adults' books.







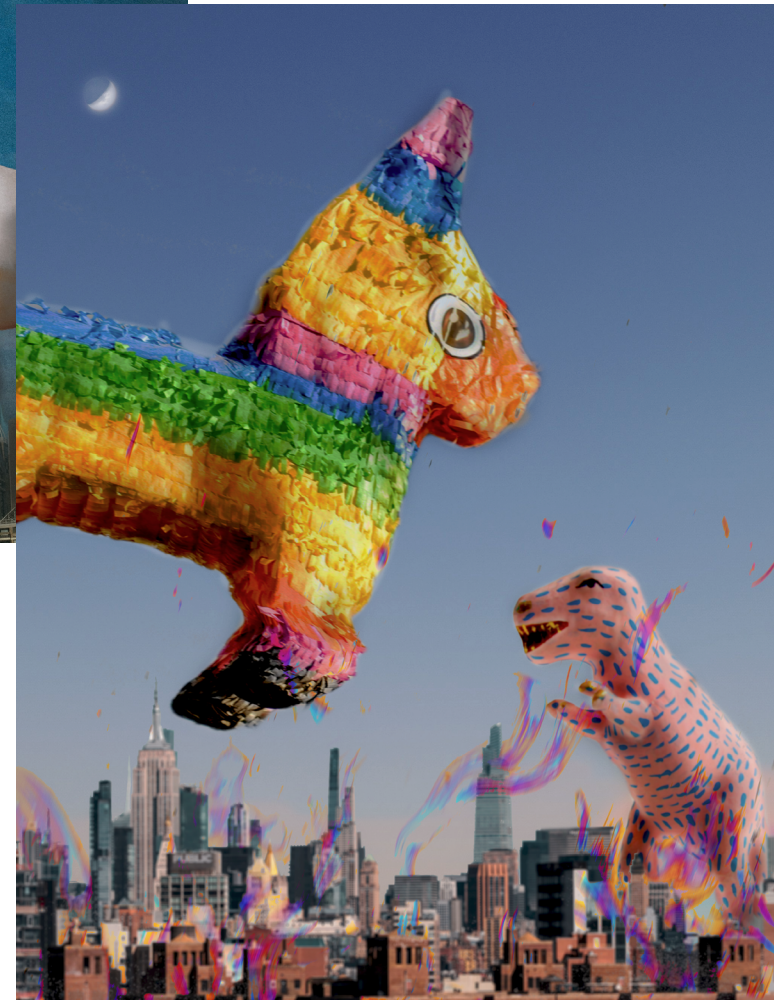
Ba-toy Royale Series (Impossible Composite)

This was originally an Impossible Composite I created for class back in 2024. The goal was to create a photo composite that would be impossible in our world. Naturally, I went pretty big and decided to create an image of giant toys duking it out in a big city. While I am proud of how the first version turned out, I thought it would be fun to really test how far I've come as a designer. I decided to swap out the toys for pinatas and go crazy with it. I have included both the original composite and the new one for comparison. The reason why I swapped out the toys for pinatas was because I realized it didn't make sense for one of the subjects in the original to be a toy and the other one to be real. I couldn't find any images of toy horses that fit the look I was going for. Then saw an image of a pinata in the image results and thought it was a great opportunity. I left the words off the image because they competed with the image too much. I plan on turning this into a larger series with other battling toys in the future.



Old Impossible Composite-
Unicorn Vs. Dinosaur

New Impossible
Composite-
Pinata War



Thank You for Viewing!

