

album release

MAC MILLER - MIND FULL

Psd. Ai.

This project started as a mission to create the best concept strategy to help promote the release of an album from a recently passed artist of our choosing. Mac Miller was chosen as he had a significant impact on my generation. Since he died at such an early age due to an overdose, the concept strategy helps spread awareness for mental health in our culture. Various popular artists, all of whom Mac Miller was close with, will be performing covers of his songs in this new album. To promote this album this poster is used in magazines, stores, and concert halls. In addition, the next page displays the design of the album.



1.19.92 - 9.7.18



03.15.24

MIND FULL COVER ALBUM

This month a new Mac Miller album will be released in honor of his legacy. Various artists will sing covers of Mac Miller's most popular songs along with some of his unreleased sounds. Pre-order "Mind Full" online at macmiller.com/mindfull and be one of the first to listen!

ARIANA GRANDE
SELENA GOMEZ
6LACK
KENDRICK LAMAR
BILLIE EILISH





album cover
MAC MILLER - MIND FULL
Psd.

FEATURED ARTISTS

____ARIANA GRANDE
____SELENA GOMEZ
____6LACK
____KENDRICK LAMAR
____BILLIE ELLISH

SONG LIST

- | | |
|--------------------------|----------------------------|
| 1. Weekend | 11. Break the Law |
| 2. The Spins | 12. It Just Doesn't Matter |
| 3. Blue World | 13. Wear My Hat |
| 4. Self Care | 14. Smile Back |
| 5. Objects in the Mirror | 15. Nikes on My Feet |
| 6. Come Back to Earth | 16. Good News |
| 7. Loud | 17. S.D.S |
| 8. Watching Movies | 18. Knock Knock |
| 9. Stay | 19. Ladders |
| 10. Hurt Feelings | 20. Funeral |

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FULLY KNOWN

APRIL 28-30, 2023
7:00 PM | GCU ARENA

BUY TICKETS

GCU

COUNT DOWN TO CONCERT - APRIL 28-30, 2023 | 7PM

38

Days

3

Hours

24

Minutes

40

Seconds

ABOUT

The Grand Collective was created in 2014 by a group of students who have a passion for the arts. Comprised of both the college of arts and the college of theology, The Grand Collective is made purely to display the gifts God has granted students around the world and spread the gospel through the use of music and voices.

The album Fully Known is comprised of 5 songs and was created to share how deeply loved and known we are by our creator. Each song is written, produced, and sang by the student artists. This coming April, these students will be able to share their voice and their testimony through music. Don't miss out on a special occasion comprised of worship, celebration, and reconciliation.

SONGS

PLAY

Sculpted
By - Kyleigh Almich
4:27

PLAY

Tasted You
By - Nicole Jasperse
4:27

PLAY

Psalm 139
By - Ashley Rider
4:09

PLAY

I Belong To You
By - Madison Russell
6:41

PLAY

All Authority
By - Cody Still
3:42

ARTISTS



CODY STILL

Cody Still has taken his musical talents to the next level by writing his own original song, titled "Fully Known," is a heartfelt and moving tribute to the power of faith and the transformative effect it can have on one's life. Drawing on his own experiences and struggles, Cody has crafted a powerful anthem that speaks to the human experience in a profound and uplifting way. Thanks to Cody's hard work and dedication, "All Authority" has now been included in The Grand Collective's new album.



MADISON RUSSELL

Madison Russell is a driven and talented college student currently attending Grand Canyon University. Growing up in a musical family, Madison has always had a passion for music and singing. When she arrived at Grand Canyon University, she quickly became involved in the music scene on campus, auditioning for and joining the worship team. The Grand Collective. As a member, Madison has been able to use her musical abilities to inspire others through worship music.

ARTISTS



CODY STILL

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NICOLE JASPERSE

Nicole Jasperse is a passionate and talented college student with a deep love for music and worship. She is currently attending Grand Canyon University, where she has been a member of the worship team, The Grand Collective, since her freshman year. Nicole grew up singing in her church choir and was heavily involved in her school's music programs, where she honed her skills in both vocals and guitar. When she arrived at Grand Canyon University, she quickly found her place in The Grand Collective, provided her with the opportunity to lead worship and connect with other students who share her love of music and faith.



KYLEIGH ALMICH

As a member of The Grand Collective, Kyleigh has had the opportunity to share her talents with others and use her gifts to bring people closer to God. She is excited to be a part of the upcoming concert "Fully Known," where she will have the chance to showcase her skills and her success as a musician. Kyleigh remains humble and dedicated to her faith. She sees music as a way to connect with God and to bring others closer to Him, and she is committed to using her talents for His glory.

ASHLEY RIDER

Ashley Rider is a talented musician and vocalist who is a lead singer for The Grand Collective. Sarah was raised in a small town in the Midwest, where she first discovered her love for music. She learned to play the guitar and piano, and started writing her own songs. After graduating, Sarah moved to Arizona to attend college at GCU, where she met the other members of The Grand Collective. Sarah's powerful vocals and heartfelt lyrics have been a driving force.

MADISON RUSSELL

Madison Russell is a driven and talented college student currently attending Grand Canyon University. Growing up in a musical family, Madison has always had a passion for music and singing. When she arrived at Grand Canyon University, she quickly became involved in the music scene on campus, auditioning for and joining the worship team. The Grand Collective. As a member, Madison has been able to use her musical abilities to inspire others through worship music.

TICKETS

\$25

General Admission

BUY TICKETS

\$100

Backstage Passes & Concert Ticket

BUY TICKETS

BLOOD:WATER MISSIONS



50% of all sales is donated straight to Blood:Water Mission.

Blood:Water Mission is a non-profit organization based in Nashville, Tennessee, that works to address the water and HIV/AIDS crises in sub-Saharan Africa. The organization was founded in 2004 by Jena Lee Nansella and Jars of Clay, a Christian rock band.

The mission of Blood:Water Mission is to partner with local African organizations to provide sustainable solutions to the water and HIV/AIDS crises in Africa. The organization focuses on providing clean water, sanitation, and hygiene education to communities in need, as well as supporting HIV/AIDS prevention, testing, and treatment programs.

Blood:Water Mission works in several countries in sub-Saharan Africa, including Kenya, Uganda, Rwanda, and Zambia. The organization partners with local NGOs, churches, and community groups to implement its programs and ensure that they are culturally appropriate and sustainable.

Overall, Blood:Water Mission is dedicated to addressing the root causes of poverty and disease in Africa by empowering local communities and providing them with the resources and support they need to thrive.

<https://bloodwater.org/>

the grand collective

RESPONSIVE WEB DESIGN

Xd.

The Grand Collective is a band located on Grand Canyon University's campus. They are a Christian worship-focused group and perform various concerts on GCU's campus. This web design is responsive across laptops, tablets, and phones. The website promotes their upcoming concert in April. On this site, people can purchase tickets, view the set list that will be performed, meet the band members, and donate to the organization, Blood Water Missions.





CULINARY CREATIONS



**CULINARY
CREATIONS**
at the Fresh Market

the fresh market

CULINARY CREATIONS COOKING CLASS

Ai. Psd. Xd.

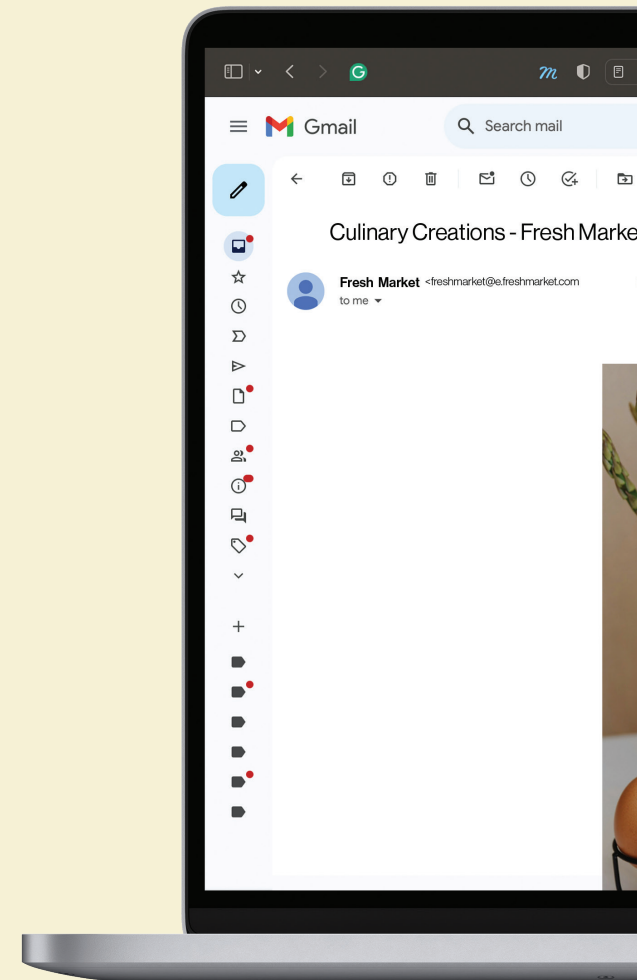
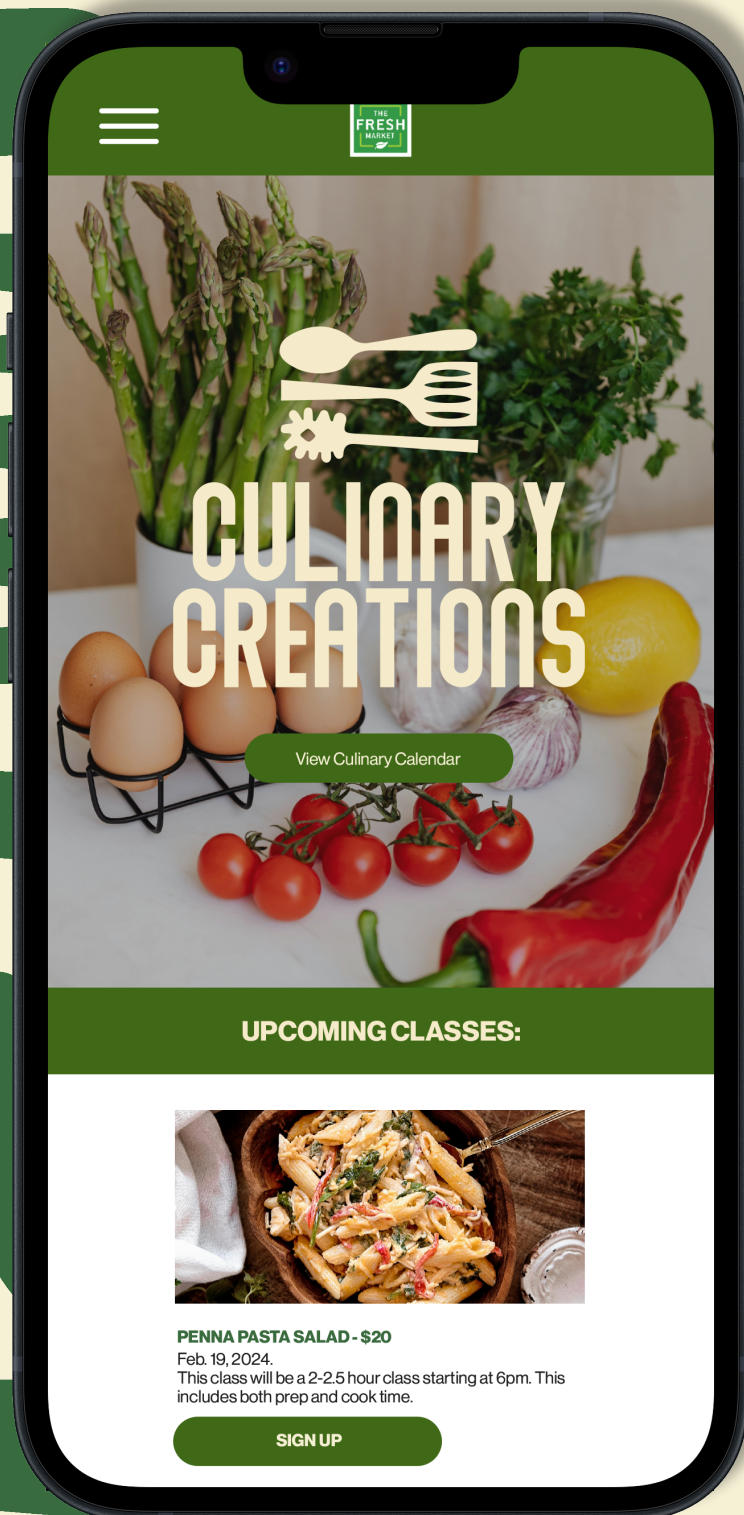
The Fresh Market was looking for fun and innovative ways to improve their customer experience in stores. To address this issue, The Fresh Market is hosting weekly evening cooking classes. To advertise this event, a new logo, website page, social media post, email blast, in-store poster, and tote bag were created. All of them carry a cohesive design while still sticking to the brand standards of The Fresh Market.

mobile app

THE FRESH MARKET - CULINARY CREATIONS

Ai.Xd.

With the new launch of a cooking class, The Fresh Market needed a page on their website where consumers can go sign up and see the options available. Below is a display of what the cooking page would look like and its features.





Upcoming Classes



PENNA PASTA SALAD - \$20

Feb. 19, 2024
This class will be a 2-2.5 hours starting at 6pm.
This includes both prep and cook time.

[SIGN UP](#)



SQUASH SOUP - \$15

Feb. 29, 2024
This class will be a 1-1.5 hours starting at 6pm.
This includes both prep and cook time.

[SIGN UP](#)



RASPBERRY CAKE - \$25

March 5, 2024
This class will be a 2-2.5 hours starting at 6pm.
This includes both prep and cook time.

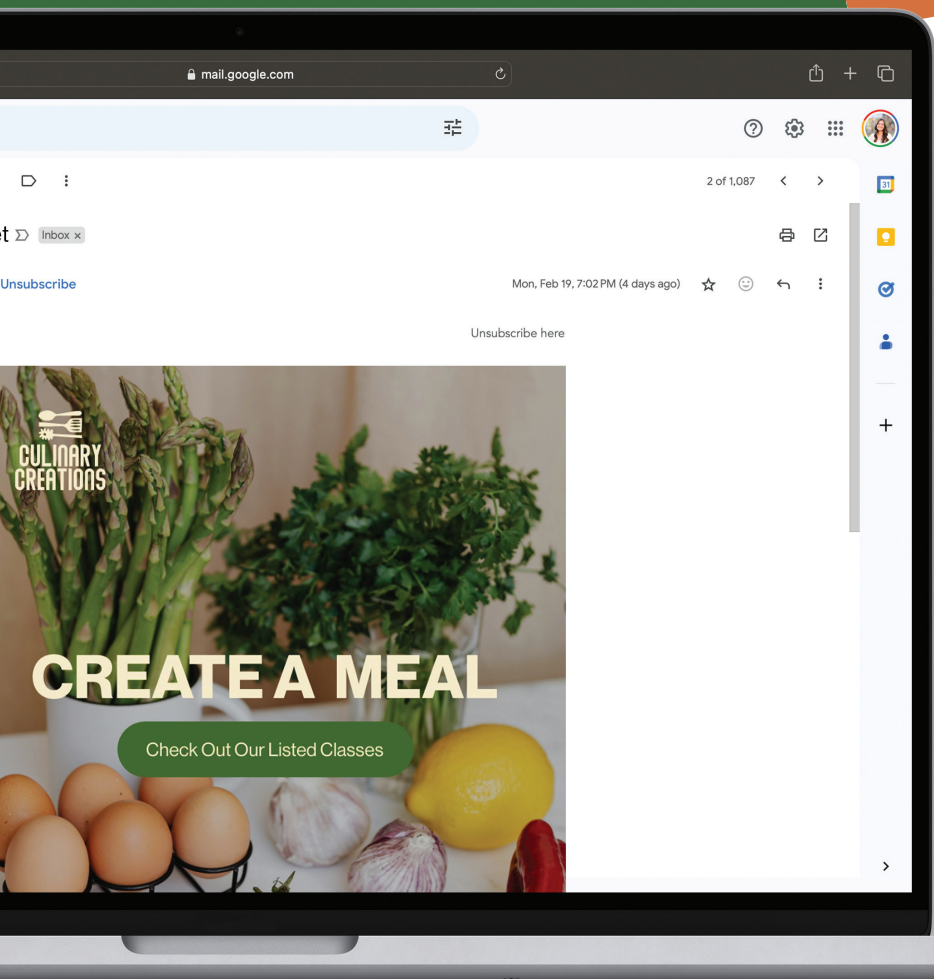
[SIGN UP](#)



VEGGIE TOAST - \$15

March 13, 2024
This class will be a 1-1.5 hours starting at 6pm.
This includes both prep and cook time.

[SIGN UP](#)



We use produce sourced from our own Fresh Market

CULINARY CREATIONS TOTE BAG

If a delicious meal isn't enough, we have a complimentary tote bag made just for you! These will be given out at the end of all our classes. It is great for carrying out your meals, strolling around town, and can even be used as a grocery bag the next time you shop with us at The Fresh Market.

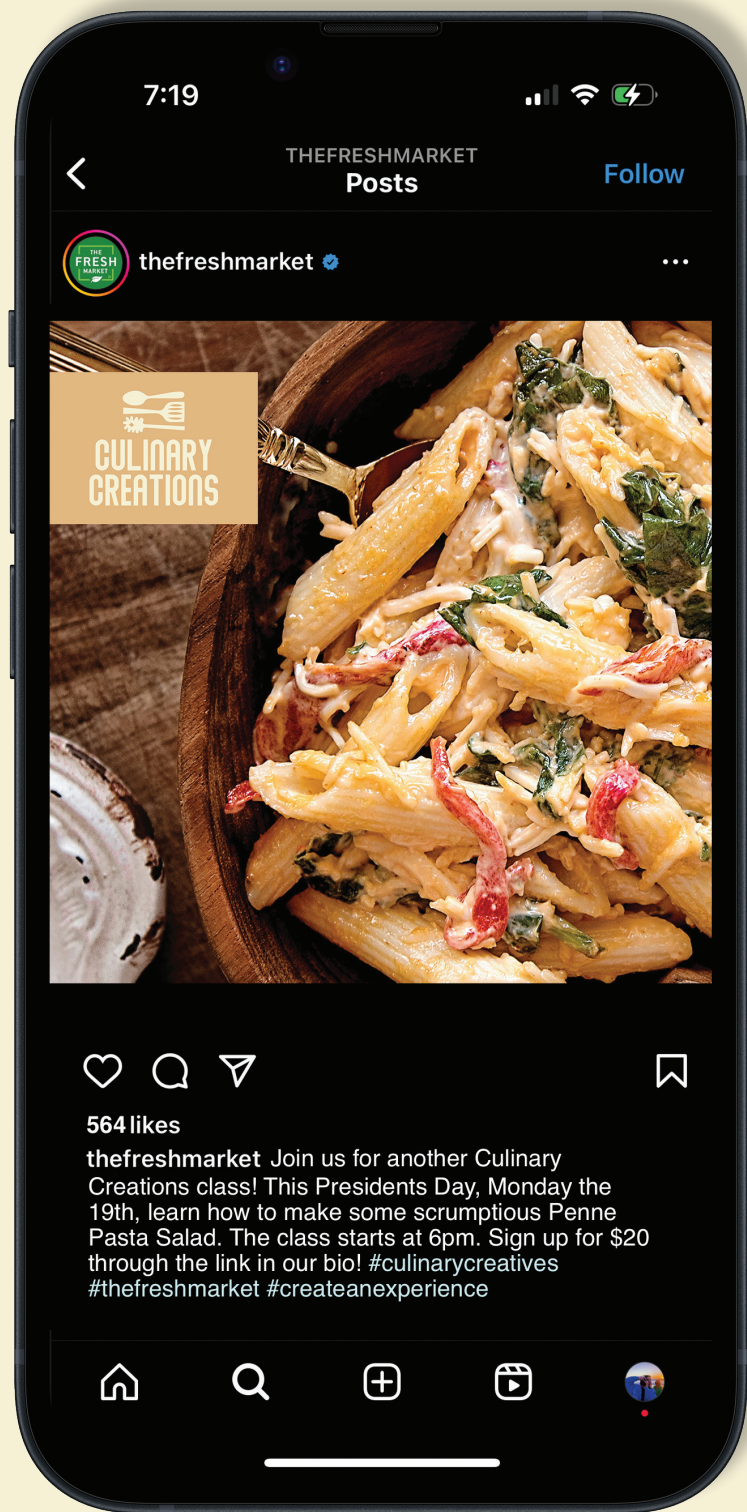


email blast

THE FRESH MARKET - CULINARY CREATIONS

Ai. Xd.

One of the marketing assets to help promote the newly established cooking class was an email blast. This email will go out to all consumers who are already subscribers to The Fresh Market. It is a reminder of all the amazing cooking classes The Fresh Market has to offer in the future.



social media post

THE FRESH MARKET - CULINARY CREATIONS

Ai.Xd.

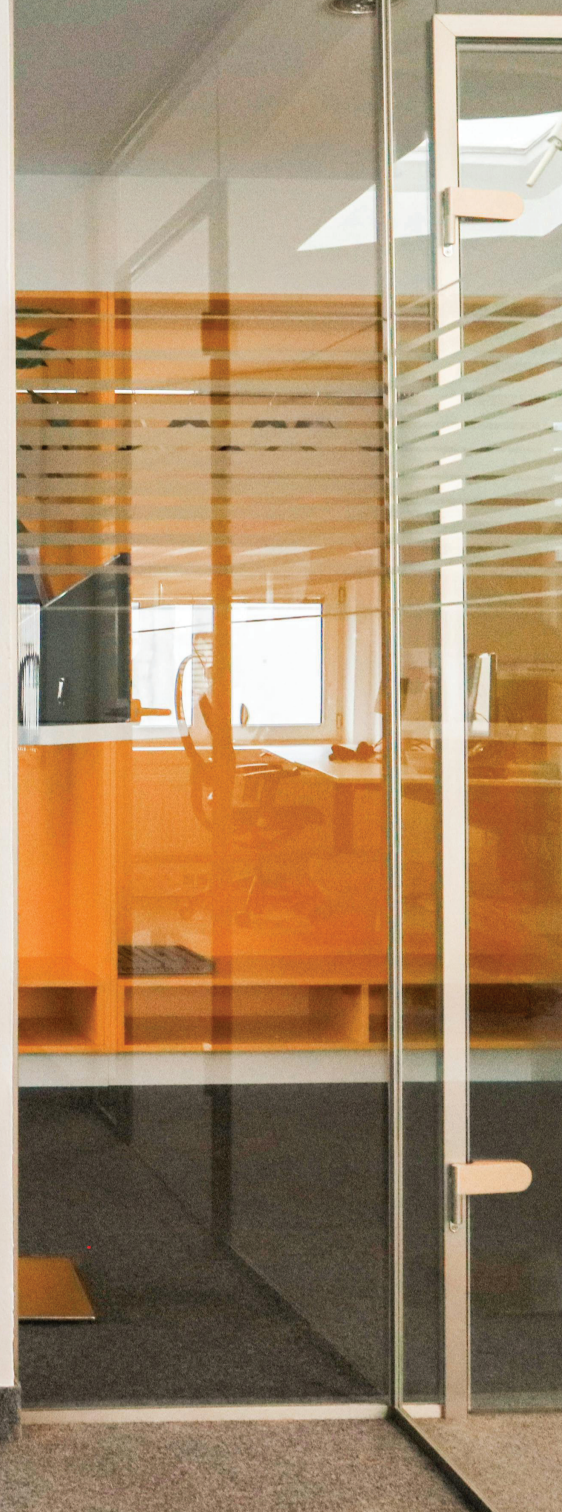
To advertise the new cooking class efficiently and effectively, The Fresh Market needs to showcase their cooking classes on digital platforms as well. Each week, the company will showcase the dish of the week as a last-minute encouragement to get more people to sign up and join the fun. Showing the final product of the dish lets the consumer visually understand what they are signing up for.

CREATE FOR YOUR HOME

at the Fresh Market

Feel right at **home** in our family-friendly, home-style, culinary cooking class. Learn from the best 5-star chefs right in your town! Sign up for these weekly classes online at thefreshmarket.com/cooking or scan the QR code!





BAPT SUND

JANUARY 28, 2023
9AM & 10:45AM

Text (925) 447-2351

slide graphics

CEDAR GROVE COMMUNITY CHURCH

Psd. Ai.

During my time working as a part-time Graphic Designer for Cedar Grove Community Church in Livermore, CA, I was presented with various opportunities to make unique and fun designs. The designs shown on the right were all used as sermon graphics or pre-service slides. Many of these designs were also converted to be used for social media, banners, flyers, and many other mediums.

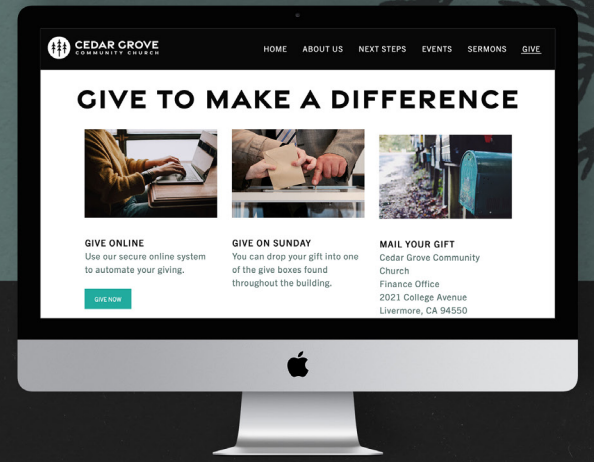


ISM
DAY



WAYS TO
GIVE

ONLINE. GIVE BOX. MAIL.



BIG

CAN FAITH AND SCIENCE GET ALONG?

QUESTIONS



JOY *to the*
WORLD



CEDAR GROVE
STUDENTS

HIGH SCHOOL: MIDDLE SCHOOL:

Sundays 6pm

Sundays 10:45am
Wednesdays 6pm

**LET HOPE
RISE**



Kentro
athletics

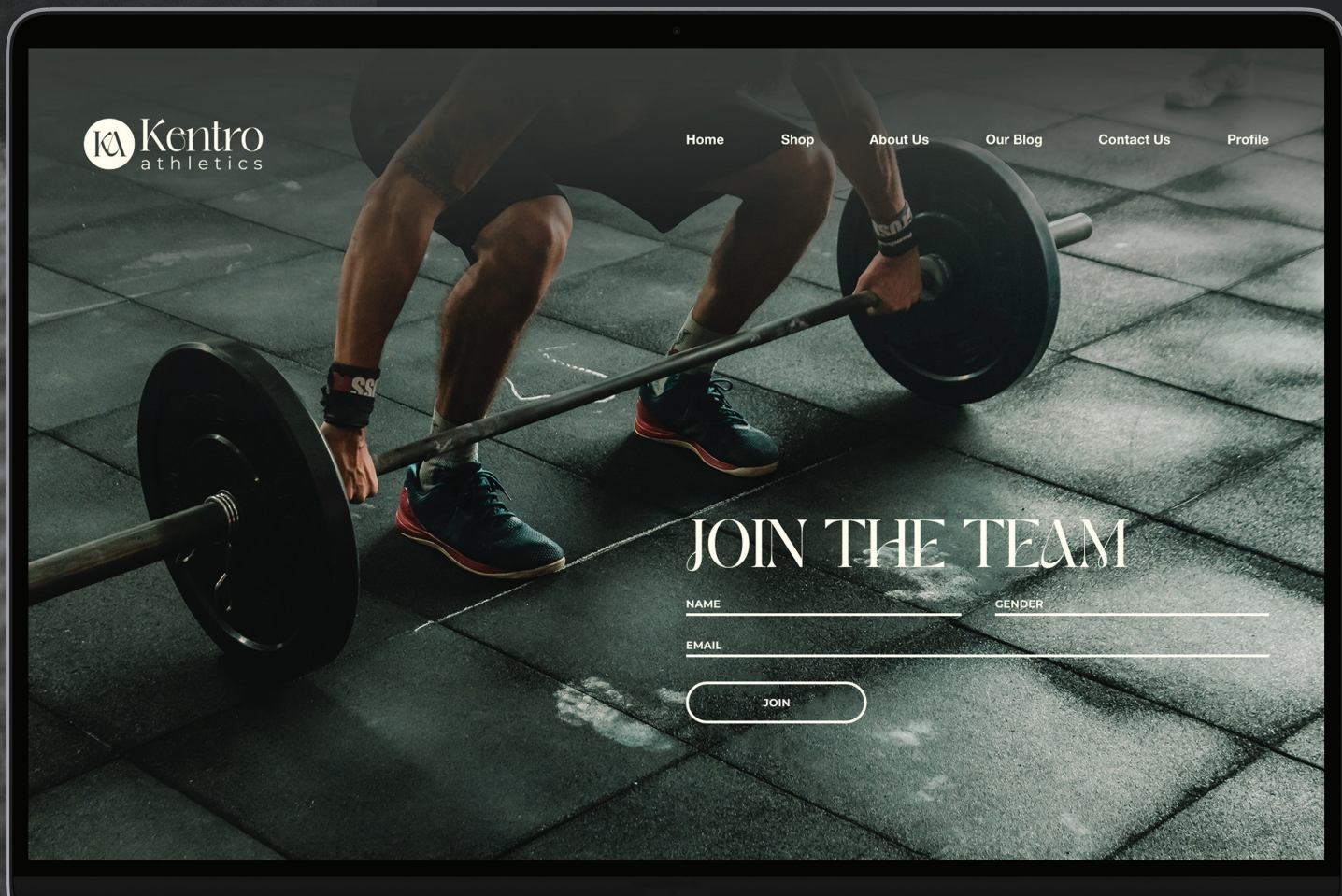


kentro athletics

MLM BUSINESS MODEL

Psd.Xd.

Branding, marketing strategy, and advertising assets all in one. Kentro Athletics is an MLM business model created by me. They aim to revolutionize the men's athletic apparel market. Kentro Athletics fosters a community of brand partners who embody the values of performance, style, and collaboration. Our strategy focuses on 30 days and leverages the power of engagement through social networks to create a tight-knit community to drive both sales and brand loyalty. Kentro empowers its brand representatives with exclusive discounts, engaging posts, and testimonials.




JOIN THE TEAM

NAME _____ GENDER _____

EMAIL _____

JOIN

BEST SELLERS



JOGGERS

WHOLESALE: \$130
MEMBER PRICE: \$97.50




JACKET

WHOLESALE: \$180
MEMBER PRICE: \$135



DRI-FIT SHORTS

WHOLESALE: \$75
MEMBER PRICE: \$56.25



SHORT SLEEVE

WHOLESALE: \$56
MEMBER PRICE: \$42

CUSTOMIZE SHORTS

WHOLESALE: \$100
MEMBER PRICE: \$70

PICK A FABRIC:

Dri-Fit

Cotton

PICK A LENGTH:

3 Inch Inseam

5 Inch Inseam

7 Inch Inseam

PICK A COLOR:

[Color 1]

[Color 2]

[Color 3]

PICK A PATTERN:

[Pattern 1]

[Pattern 2]

[Pattern 3]

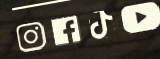
ADD TO CART



KENTRO

At Kentro, our commitment to quality transcends mere fabric and stitching. Every garment is a testament to our unwavering dedication to providing athletes with gear that not only enhances performance but also endures the rigors of an active lifestyle. Each piece is meticulously crafted to empower individuals to perform at their best, whether they're hitting the gym, pounding the pavement, or conquering the great outdoors. With Kentro, it's not just about looking good; it's about feeling great, knowing that you're part of a community that believes in the power of unity and mutual support on the path to achieving fitness goals.

GET ACTIVE ON SOCIALS



KENTROATHLETICS

Compression sleeves like you've never felt before. Welcome to the future of fabric. This new tech helps regulate blood flow and muscle soreness. #lookgoodfeelgoodplaygood

KENTROATHLETICS

Welcome to our biggest drop yet. Coming soon. #12.7.25

MY KENTRO JOURNEY

Kentro Athletics wasn't just made for anybody; it was made for us. The fitness geeks. The hardworking, dream-inspiring, motivation-seeking, men. It was made for you. How, you ask? It's simple. You're reading this because you want more. More out of your fitness journey and more out of your clothing. You want an experience that connects, changes, and challenges your goals.

CONTINUE READING

VIEW OTHER BLOGS



BLOGS

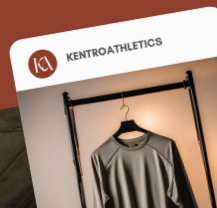
KENTRO

WHO WE ARE

Kentro is not just a mens athletic apparel company; it's a thriving community of fitness enthusiasts bound together by a shared passion for excellence. Founded on the principles of camaraderie, encouragement, and unwavering commitment to quality, Kentro stands as a beacon for those seeking more than just workout gear. We believe that achieving fitness goals is not a solitary endeavor, but a collective journey, and our brand embodies this ethos. With a steadfast dedication to fostering a sense of belonging, Kentro is where individuals find the support and motivation they need to push boundaries, break personal records, and attain new heights in their athletic pursuits.

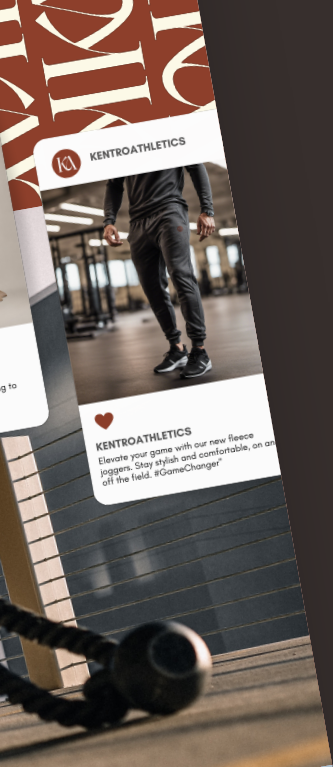
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KENTROATHLETICS



JOIN THE TEAM

NAME _____



COMMON QUESTIONS

WHAT DOES IT MEAN TO BE A MEMBER?

Becoming a member only costs \$99 a year with a purchase with a value of \$25 or more. As a valued member, you'll enjoy priority access to our latest collections, with early releases and discounts reserved just for you. Being a member means getting 30% selected items while also access to apparel products that are not available for everyone.

HOW LONG CAN I EXPECT YOUR PRODUCTS TO LAST UNDER REGULAR USE?

We source only the highest quality fabrics known for their durability. Our materials are chosen not only for performance-enhancing properties but also for their resistance to wear and tear. Our fabrics are treated to resist abrasions and pilling, preventing them from deteriorating due to friction and repeated use. So, with that said, expect your clothing to last you through the year, and probably even longer.

WHAT IS YOUR RETURN POLICY?

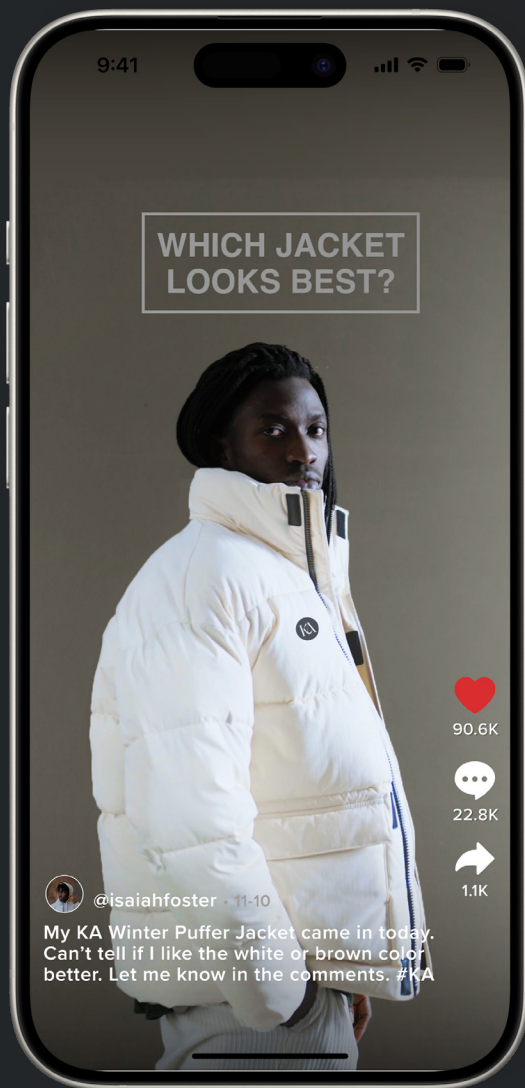
At Kentro, we take pride in providing our customers with top-quality athletic apparel designed to enhance their performance and style. We understand that sometimes, items may not meet your expectations or fit perfectly. To ensure your complete satisfaction, we have developed a comprehensive return policy that reflects our commitment to excellent customer service. 30-day-aside-free returns, free return shipping, fast refund process, store credit options, and even Try-to-Buy policy which means you can even wear the clothing within those 30 days and still get fully money back. We are so confident in our product and its quality, we want you to be too.

[MORE QUESTIONS](#)

EMAIL

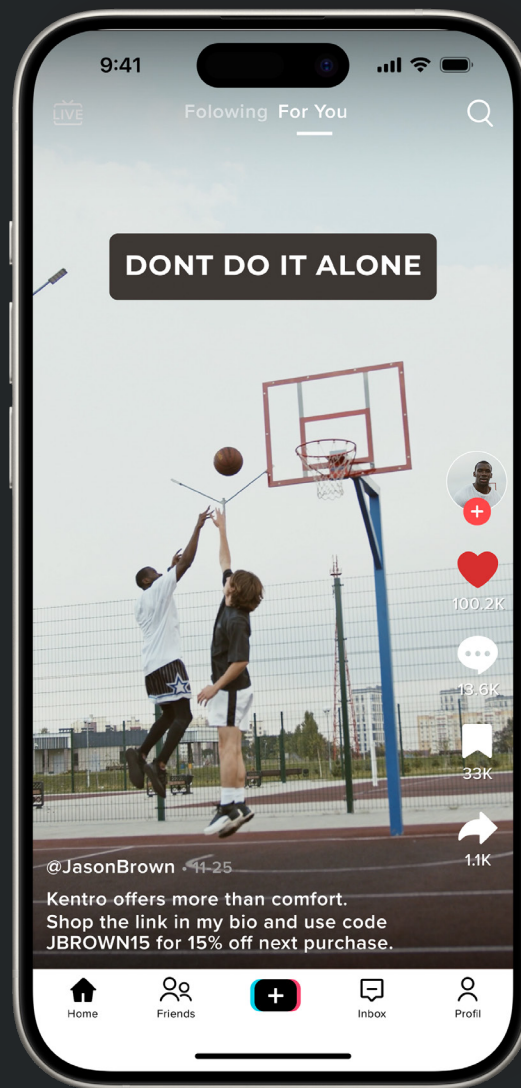


MEMBER



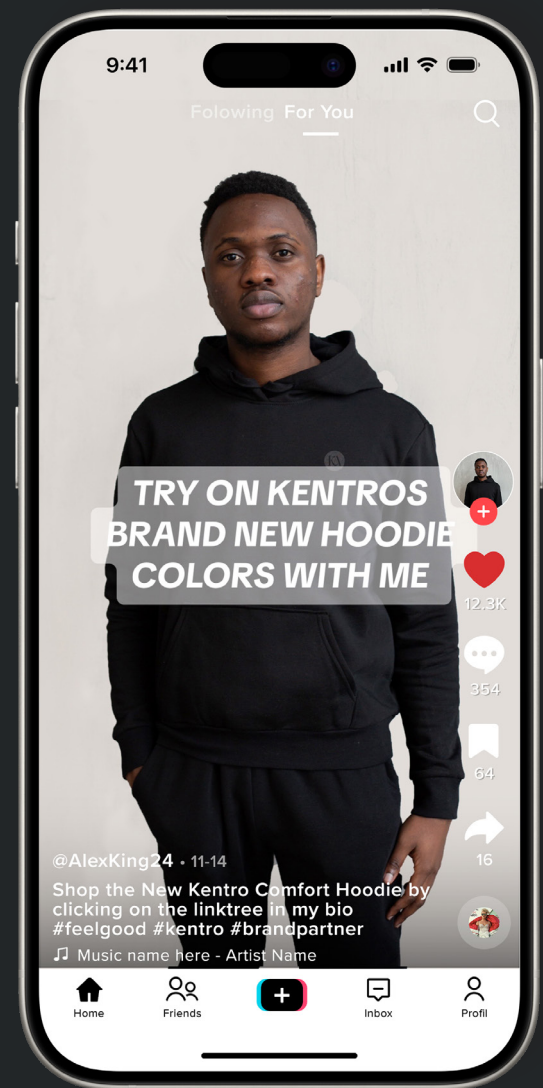
reel INFLUENCER

As an MLM business, Kentro Athletics uses influencers and brand representatives to speak to consumers. This reel will create a 15% increase in clicks to the Kentro website within the 30-day campaign.



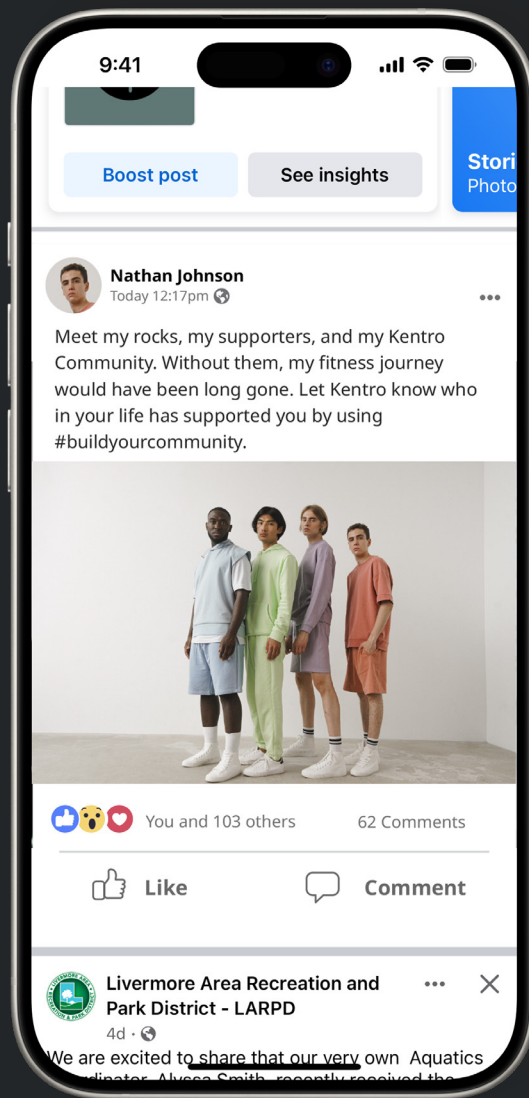
tiktok INSPIRATIONAL

This Tiktok will be featured as an inspirational video to help consumers get excited about plugging into the community and putting their health as a priority. This tiktok will create a follower increase.



tiktok PRODUCT PROMO

This organic advertisement will be posted on Tiktok by a brand representative. The video will feature the newly released Kentro hoodie in multiple colors. This will increase Kentro's follower count on this platform.



facebook TESTIMONIAL

This Facebook advertisement is a testimonial about the benefits of getting connected in the Kentro community. It is an organic ad and will produce a 20% increase in follower interactions.



facebook LIVE STREAM

This Facebook advertisement encourages followers to join a live stream that will answer questions about what it is like to partner with Kentro. This post will produce a 20% increase in follower interactions.



instagram INFLUENCER

This simple post will be created by a partnered influencer. He is simply promoting a new sweatshirt product. This post will create a 15% increase in clicks to the Kentro website within the 30-day campaign.



BECOME A REPRESENTATIVE: 3 STEPS TO SUCCESS

By Jose H. Lopez
September 16, 2023

OTHER BLOGS YOU MAY LIKE:



MY KENTRO JOURNEY

Kentro Athletics wasn't just made for anybody; it was made for us. The fitness geeks, hardworking, dream-inspiring, motivation-seeking, responsible men. [Read More](#)



5 REASONS YOU NEED TO WEAR KENTRO

Whether you're a rookie in your fitness journey or a long-time veteran, the right athletic apparel is key to performance and success. [Read More](#)

If I can do it, so can you. It may seem overwhelming, and if you don't have much knowledge, it can be terrifying. But trust me when I say Kentro Athletics makes it an easy three-step process to become a representative. Throughout the rest of this blog, I'll share a glimpse into my experience and also providing tips and tricks for the best way to get involved and gain the most revenue.

It all starts with truly understanding who Kentro Athletics is. Kentro places a heavy emphasis on being plugged into a positive community. They prioritize making a difference in the lives of others, all while helping you become the best version of yourself. Kentro steps in where other brands may fall short. They provide continuous personal and relational support. It's not just a commitment to help encourage others, build your own fitness community, invite you to the mix, and achieve your fitness goals. If it sounds like you'd be a good fit, you'll want to read on.

Becoming a representative is done in three easy steps: **RESEARCH, PURCHASE, INFLUENCE.**

"KENTRO STEPS IN WHERE OTHER ATHLETIC BRANDS MAY FALL SHORT."

1 - RESEARCH:

It's important to know what you're getting yourself into before becoming a brand partner. While you may know the brand and their mission, there's more behind the scenes that you don't get overwhelmed, just get started. Read Kentro Athletics Brand Partner Summary what is required, and how to easily benefit the most from the partnership. If you work for a community, the Kentro Community will work well with you.

2 - PURCHASE:

After your research, Kentro will ask you to purchase one of three package deals. This is an additional \$99 yearly payment to maintain the brand partnership. Each package has a different payment works for you. The lowest one is \$125, the second is \$200, and the last one is \$300 with a certain value in credit for apparel, sneak peeks at upcoming drops, discounts on certain number of introductory gift cards. It all depends on which package you decide to purchase. Encourage investing in the last payment package. It has the most benefits with the initial investment grow your following exponentially. It makes it easier to get started overall. This stage is well, as you need to know which option works best for you. Knowing how involved your partner will greatly influence your package choice.

3 - INFLUENCE:

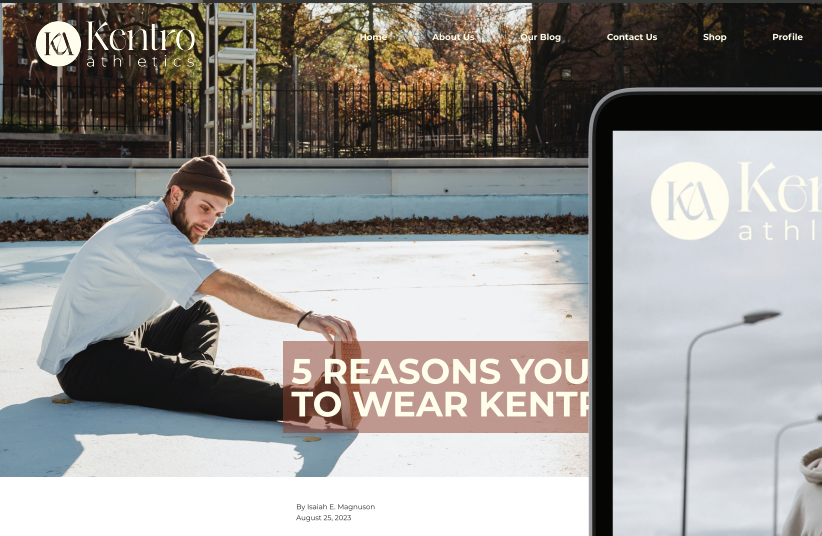
This may be the hardest step to maintain throughout the journey, but fear not! You have the ability to influence. Influencing can be hard. Where to start, how to post, how much to advertise. All these things and I struggled with them at first too. So, to make things easier and less intimidating, I've compiled some tips and tricks that I have learned throughout my partnership journey.

Stick to One Platform and Master It: It can be overwhelming to have your content spread across multiple social media accounts. It's so easy to get drowned in the online plethora of platforms. Focus on one platform, master it, and stick to it. This is your message and influence within the shuffle. So, stick to one platform, create content that specifically tailors to the platform and your audience, and your friends.

Don't Be Afraid to Miss: Not every person that comes across your content is going to immediately sign up. While this is discouraging, it's important to keep influencing and encouraging them along the way. In fact, "50% of people who are interested in a brand after they see an ad for it on Instagram" according to a study. So, reach out to others through social media and your personal network. People will start to trust what you have to say. Keep it up, and it may come.

Start Simple: Reach out to those you know and love first. This will help you gain experience. Talking and promoting to strangers right off the bat is a bit intimidating. It will come with time. Another thing, don't forget to reach out to your friends and members of Kentro! They will support and encourage you in any way they can. They have all been in your shoes too.

All in all, joining Kentro Athletics has been such a reward for me. And not just because of the high-quality athletic apparel. There is community and support that has guided me through the process. I hope I helped give you a little bit of guidance too. So, if I can do it, you can do it.



5 REASONS YOU NEED TO WEAR KENTRO

By Isaiah E. Magninson
August 25, 2023

Whether you're a rookie in your fitness journey or a long-time veteran, having the right athletic apparel is key to performance and success. Mechanics us, soccer, wrenches, construction workers have hard hats, warriors wear armor, giggs who work out wear Kentro. Here are five reasons why Kentro has helped me maintain my fitness.

KENTRO'S APPAREL IMPROVES PERFORMANCE AND COMFORT.

Kentro provides a variety of form-fitting apparel, from joggers to compression shorts, that keep you moving while you're working out. The fabrics used in Kentro apparel keep you cool, dry, and chafe-free. I know, you're devastated.

TAILOR YOUR APPAREL TO YOUR ATHLETIC NEEDS.

With Kentro, it's been a breeze to find clothing that actually supports the sport you're doing. For example, I've found that the compression gear really does improve my performance. Muscle fatigue is probably the quickest way to get set back in your workout. Kentro is designed to improve blood flow so your body can recover on time. And I've found that different activities call for different styles and fits. So, choose wisely. Kentro is conducive to an outdoor jog, with other options well fit for weight training.

LOOK GOOD, FEEL GOOD, PLAY GOOD.

Growing up and playing sports, I had a coach tell us to "swag up." He encouraged us to get new sports gear in exchange for some help around the house. I was very own "QB towel." I was convinced that I played better with that towel to my back. I felt good, and I played good. I really believe there's something to it. I feel confident and mentally ready to perform at a high level on "game days." Tuesday night Adult Rec Basketball.

MORE BANG FOR YOUR BUCK.

If you're given a task at your job, would you want a low-quality tool for the job? Of course not. If you're a chef, you have a favorite brand knife that you use every day. If you work a desk job, you need high-speed internet and a computer that keeps you from wanting to take your performance seriously. You wouldn't want to be one body in this life and when it comes to your fitness, you wouldn't want to be one body either. Well, with Kentro Athletics, you can have it all. No more last-minute trips to a nearby department store for a workout shirt or socks. Kentro Athletics offers high-end apparel at a great value.

KENTRO IS A HACK TO FINISHING THE RACE.

Kentro Athletics is more than just a clothing line for fitness junkies. It's a community of like-minded men who understand that fitness is a journey that consists of ups and downs, demands accountability, and is a mental effort as much as it is a physical one. Through social media platforms, I've been able to connect with other representatives of Kentro who have encouraged me to "finish the race." Fitness is a marathon, not a sprint, no pun intended. It demands an every-day commitment to stewarding the body you've been given to be healthy, strong, and able. Not just for yourself, but for those around you. So, allow me to pay it forward and encourage you to join the Kentro community. Finish. The. Race.

As a representative of Kentro Athletics, I fully believe in Kentro Athletics and my fitness is better off because of it. My confidence gets a boost every time I gear up for a workout or even a pickup game on the weekend. I could list a dozen more reasons why Kentro is my athletic apparel choice but I'm done trying to convince you. Try it on for yourself and you'll be writing your own list in no time.



MY KENTRO JOURNEY

JOIN THE TEAM

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JOIN THE TEAM

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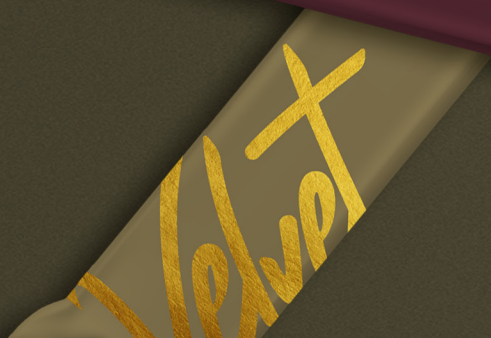
blog posts

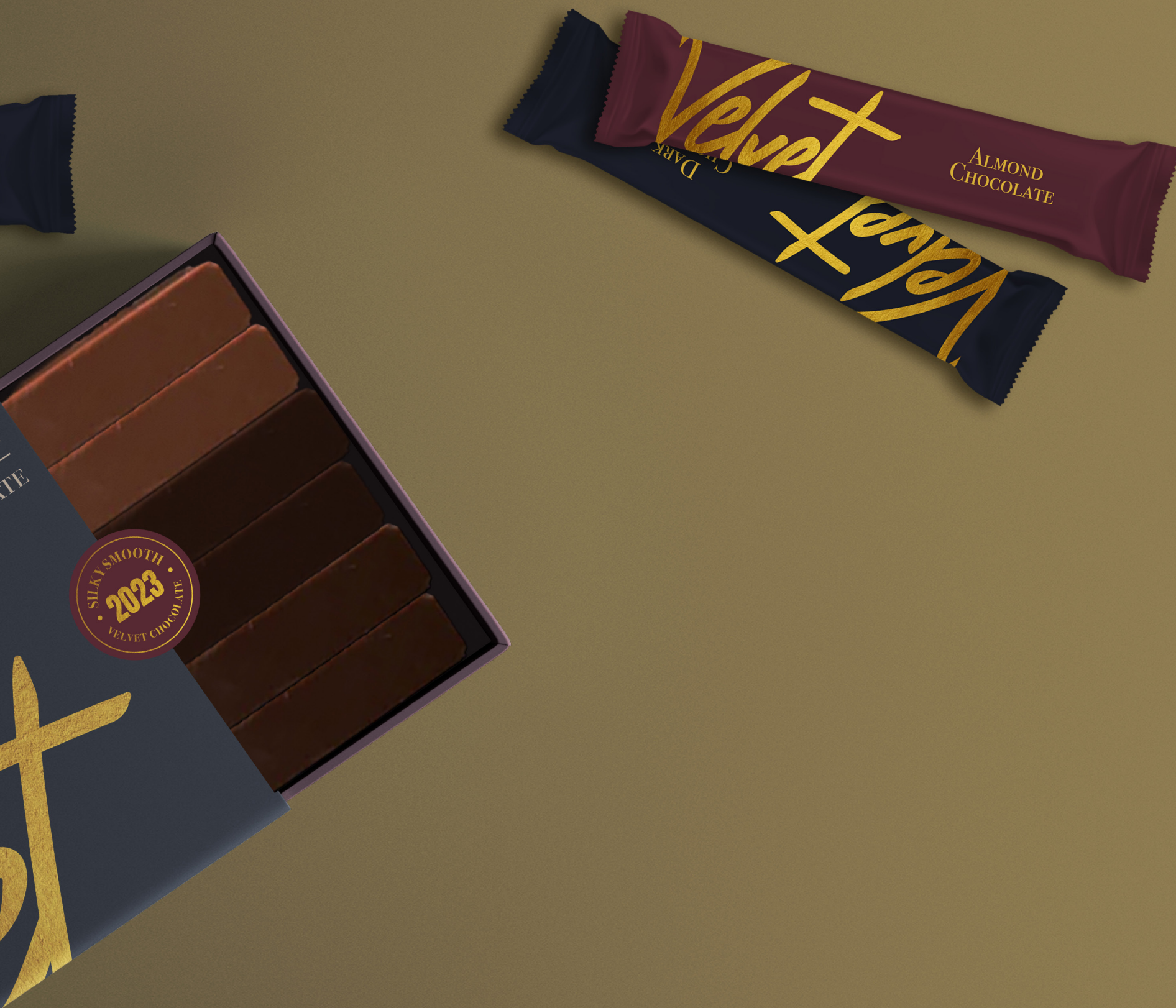
KENTRO ATHLETICS

Psd.Xd.

Throughout the 30-day campaign for Kentro Athletics, 3 blog articles will be posted on the website periodically. Kentro is an MLM business model so all these blogs are read from the perspective of brand representatives or influencers. The first blog is a testimonial from a brand representative. The second blog is a step-by-step on how one can become a brand representative for the company. The last blog talks about the high-quality clothes Kentro produces and why it is better than many other athletic brands for men.







package design

VELVET CHOCOLATE

Psd. Ai.

The Italian-based company, Ferrero, the same brand that created the infamous Wonka chocolate bar, was looking for the next new and improved product to help increase sales and hit the mark of sales the Wonka bar failed to meet. Through this redesign, I had the creative freedom to come up with a new name, logo, and color palette to represent high-end chocolate. This is why I chose not to stick to an old fashion bar, but take a unique twist and provide chocolate sticks in a luxury box.



SILKY SMOOTH

80% DARK CHOCOLATE

SILKY SMOOTH

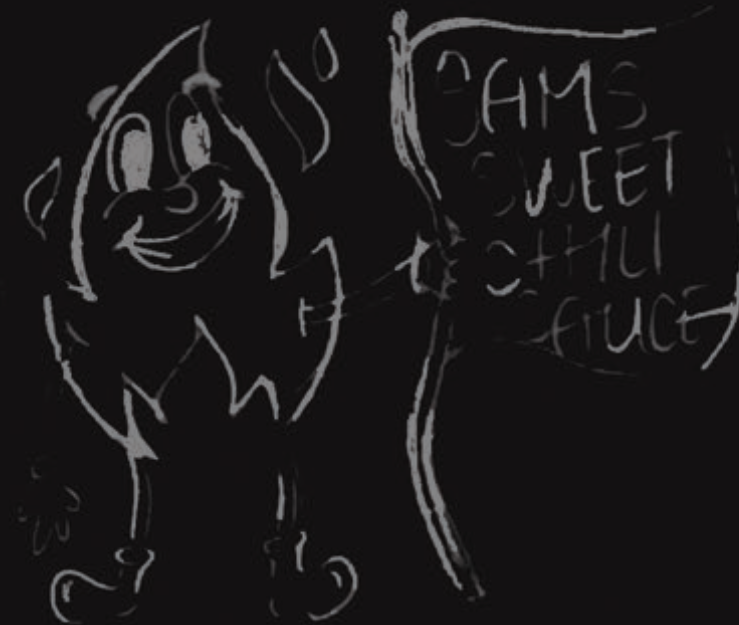
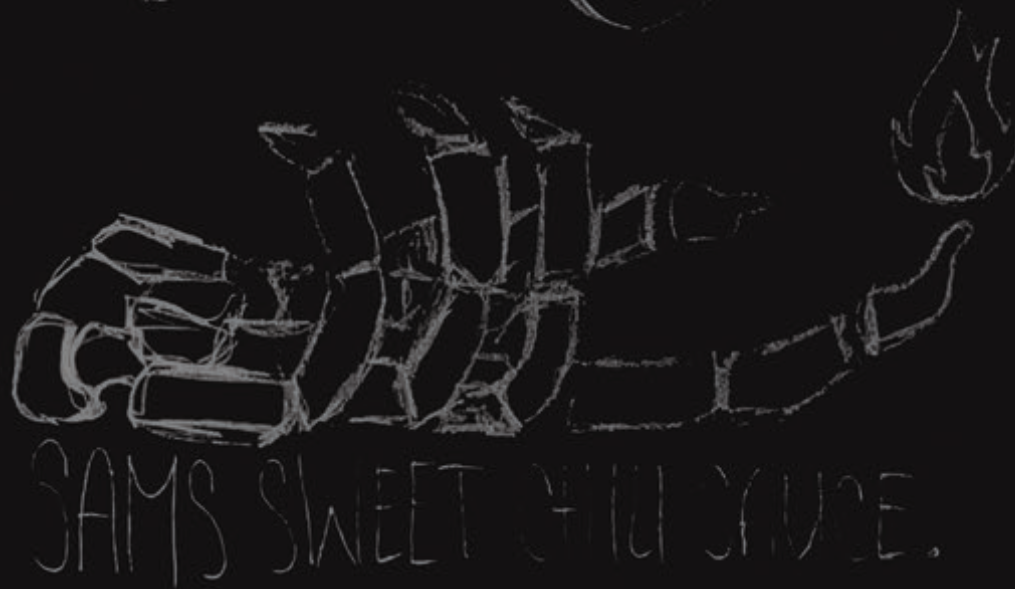
MILK CHOCOLATE



SILKY SMOOTH

ALMOND CHOCOLATE

Velvet



logo design

SAMS SWEET CHILI SAUCE

Psd. Ai.

The company, Sam's Sweet Chili Sauce Co., was looking to re-brand their company. They wanted to have a new look with a high-end and American feel. The goal was to help make their sauce stand out among the shelves. To do this, I went with a grunge-type logo and tried to avoid the typical hot sauce branding with a pepper. Additionally, choosing packaging wisely was important in ensuring the bottle stood out. This combination of grunge and modern elevates the brand.







gcu men's basketball

PHOTOGRAPHY

Lr.

Thanks to my photography professor, John Medina, who put in a good word, allowed me to shoot the GCU Men's Basketball team in our home gym while they played against Nevada. Here are some photos from that game. Additionally, I showed them in an application to represent what they would look like on social media for promotion and support of the team.





gcu women's softball

PHOTOGRAPHY

Lr.

For photography, we needed to shoot an event and capture the ins and outs of the activity. I reached out to some familiar faces and got the opportunity to shoot GCU's Women's Softball team. Here are some images I photographed that could easily be used as social media content to promote and celebrate the team.





spindrifft

PRODUCT PHOTOGRAPHY

Lr.Psd.

To increase my knowledge of photography, I needed to experiment more with product photography indoors. This opportunity led me to learn how to set up displays, the correct lighting, and adjust the product accordingly for a professional-looking photo. For this assignment I chose Spindrifft as the product and used the vibrant color and fruit to create pattern, texture, and balance. These product photos can be applied to both social media and print advertising assets.



dust jacket

A BEAR, A SOLDIER, AND A BOY

Psd. Ai.

Many of us know the story of Winnie the Pooh, but almost all of us do not know that the story originated from an actual bear. Winnie the Pooh is more than a cartoon bear who loves honey and wears a red shirt. He was rescued and raised by a soldier and placed into a zoo that took great care of him in Germany. My cover art for a dust jacket for the story of the real Winnie the Pooh.

Winnie-the-Pooh the lovable, fictional teddy is based on a real-life bear who lived at the London Zoo.

Winnie-the-Pooh would never have been a household name if it were not for chance meeting between a trapper and a Canadian soldier on his way to the battlefields of the first World War.

A Soldier, A Bear, And A Boy, The Real-Life Story Of Winnie-the-Pooh, tells the tale of how one man's compassion for an orphaned bear cub led to the creation of one of the most beloved literary characters in history.

Christopher Milne, like the rest of us, grew up with Winnie-the-Pooh. But in his case, the bear was more of an uncle than a fictional character.

Christopher Milne is the son of Christopher Robin and grandson of A.A. Milne, the creator of the original Winnie-the-Pooh stories. In this personal, non-fiction account, he details the real-life events that unfolded between a soldier, a bear and a boy to become his grandfather's most famous creation.

Christopher is the author of several books for children. He lives in London, England with his wife Anna and their three children.



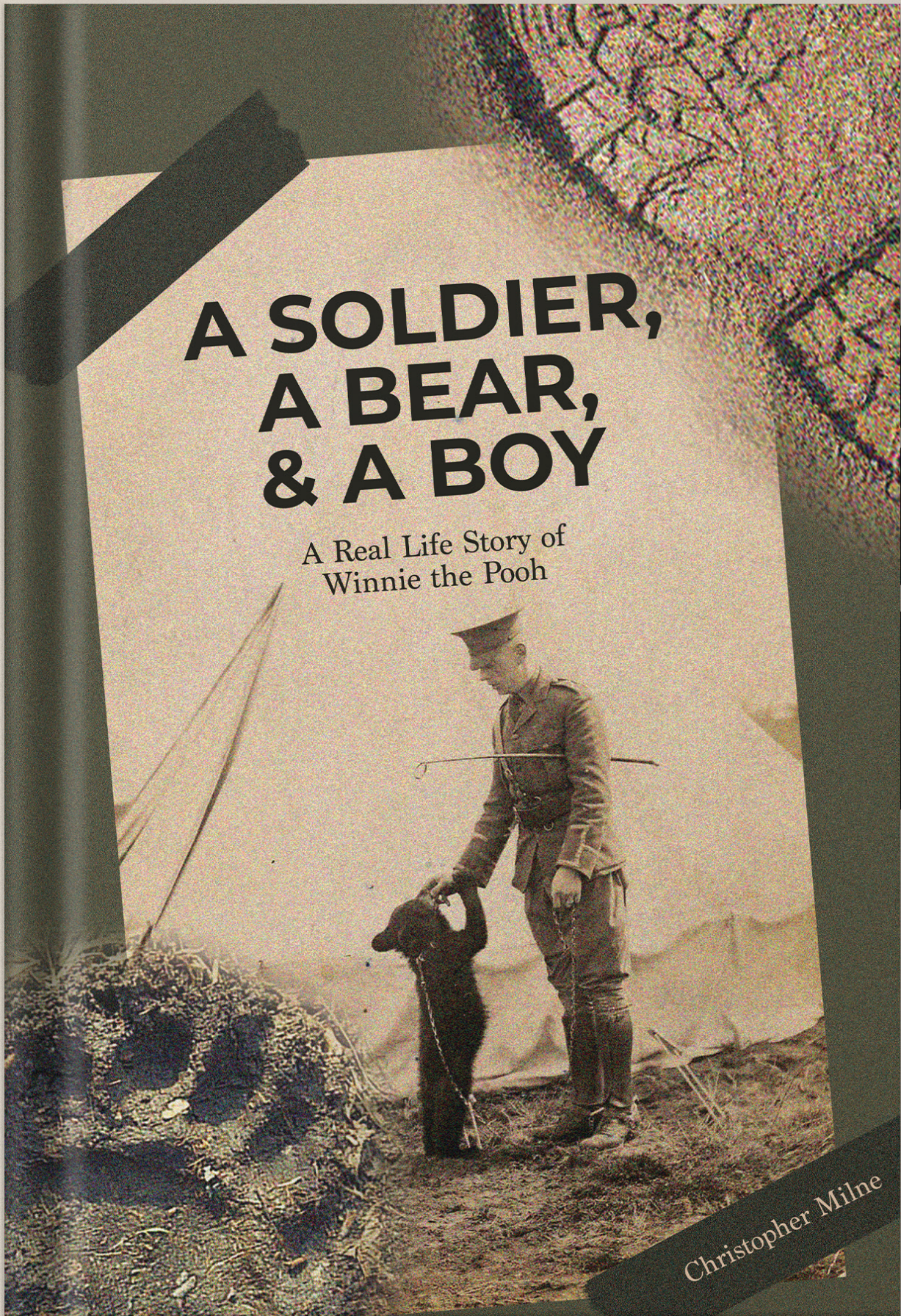
URSINE BOOKS



Christopher Milne

A SOLDIER, A BEAR, & A BOY

Ursine Books



PRIMARY EMBLEM



SECONDARY EMBLEM



event emblem

CREATE YOUR ENERGY EXPO

Ai. Dm.

A company is looking for a logo design to help feature and become the face of their fitness expo in Miami Florida. The requirements for this design are to represent the company and its mission, while also including the name of the expo, along with the date and location. I wanted to create an emblem that is versatile and could have multiple variations allowing it to be transferred onto merchandise. Creating skid marks from a running shoe as lightning bolts resembles the company's goal of moving forward and making progress in one's fitness journey.



08.17 MILE IN FLORIDA



assets

CREATE YOUR ENERGY EXPO
Ai.Dm.

To be included in the event, the company needed merchandise to hand out during the expo. They specifically asked that the designs not be sister designs, but instead a cohesive look throughout. The products handed out at the expo are displayed to the right.





elisabeth dombrow