



*graphic design*  
**PORTFOLIO**

BY CYNTHIA SHUGART

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*welcome to*  
**CINDER DESIGNS PORTFOLIO**

This portfolio showcases ten projects that I received the most feedback for. These projects also showcase my best work. I hope that you enjoy them.

# *table of* **CONTENTS**

Click on each of the buttons to go to that section of my portfolio.

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ABOUT

EDUCATION

SKILLS

PERSONAL BRAND

MAGAZINE

BRANDING

PRINT-READY

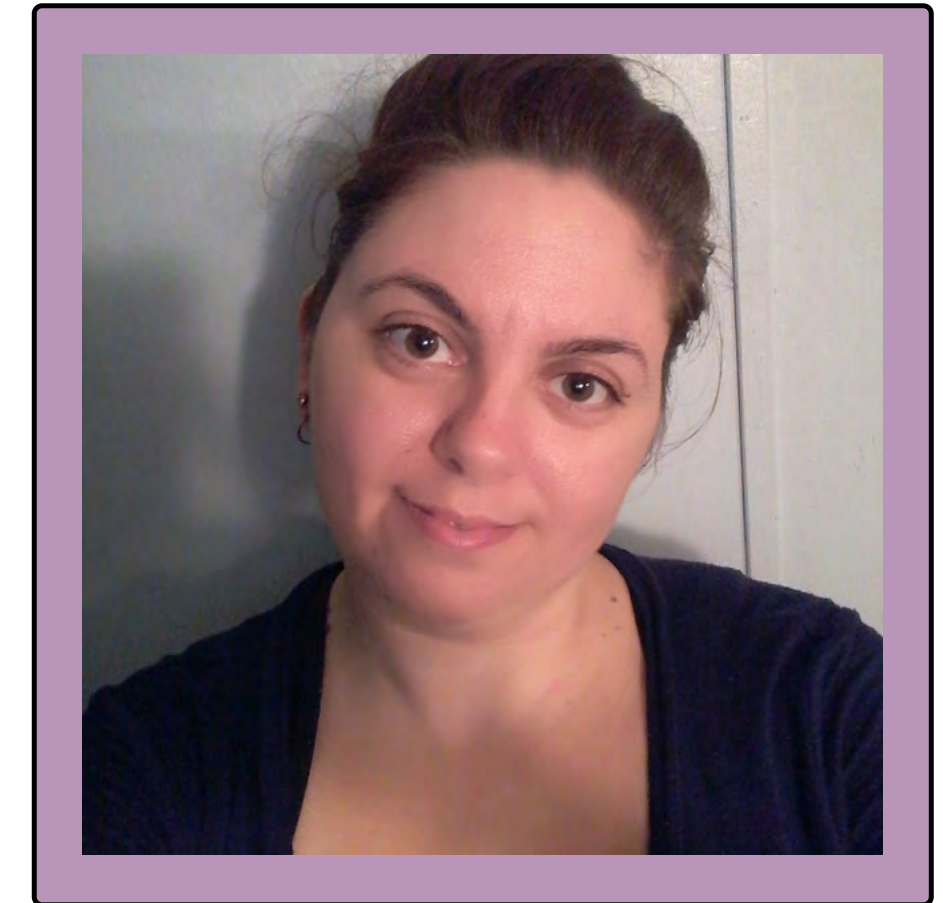
TYPOGRAPHY

CONTACT

*a little ditty*  
**ABOUT ME**

I was born and raised in Indiana County, PA. Now I live in Westmoreland County with my husband, and our two children. I earned a diploma in Web Design in 2003. This is a ever changing field where I am always learning new things. In fact I am working towards my BA in Graphic Design.

In my spare time I enjoy playing games with my family and watching true crime documentaries or listening to true crime podcasts on spotify.



**CYNTHIA  
SHUGART**



*personal*  
**SKILLS**

Just a few of my favorite things...



**GRAPHIC DESIGNER**



**UI DESIGNER**

# *educational* **BACKGROUND**

1998

## **PENNS MANOR JR & SR HIGH SCHOOL**

Degree: Highschool Diploma  
Location: Clymer, PA  
GPA: 3.1  
General Education Studies.  
Member of Chorus, and SADD.

2003

## **ASHWORTH UNIVERSITY**

Degree: Web Design Diploma  
Location: Norcross, Georgia  
GPA: 3.5  
Studies included HTML, CSS, PHP, color theory and basic layout of a website.

2023

## **SOUTHERN NEW HAMPSHIRE UNIVERSITY**

Degree: BA in Graphic Design  
Location: Manchester, New Hampshire  
GPA: 3.6  
General learnings of Adobe Creative Suite along with color theory, typography, and industry best practices. Elective courses included web development and design using HTML, CSS, and Bootstrap, marketing, layout editing, digital marketing, and digital publishing.

*my personal*  
**BRAND**

If you want to reach out to me, you can do so by clicking on the lower right corner of each and every page. If you click on the lower left corner or my logo on the upper left corner, you will be taken to my personal website.





# *project* PORTFOLIO

Click on each of the buttons to go to that set of projects in my portfolio.  
Each project has their own unique look and design.

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MAGAZINES

BRANDING

PRINT-READY

TYPOGRAPHY



# project MAGAZINES

Click on each of the buttons to go to that section of my magazine portfolio.



AMETHYST BAY AD



MUSIC LESSON MAG



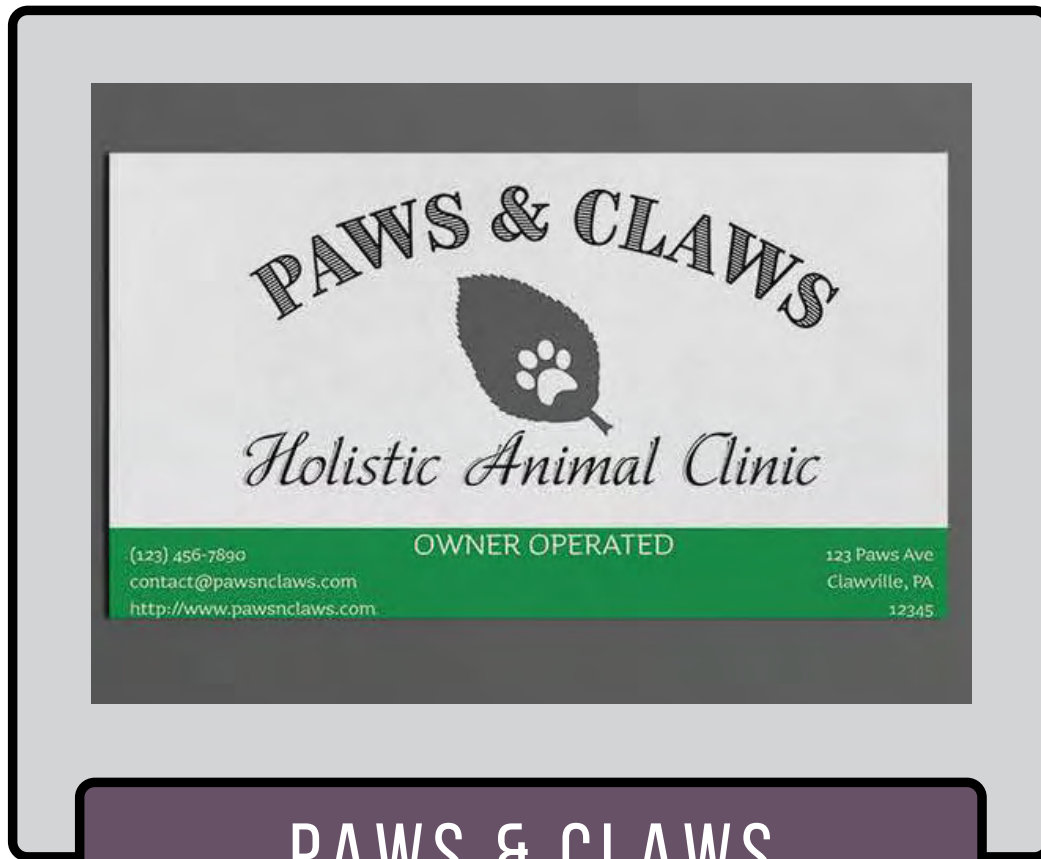
HOME RENOVATIONS

# project BRANDING

Click on each of the buttons to go to that section of my branding portfolio.



MADEE'S MAGICK



PAWS & CLAWS



MGC HOMEMADE CRAFTS



*project*  
**PRINT MATERIALS**

Click on each of the buttons to go to that section of my branding portfolio.



PASTA AMORE



TRAFFORD FIRE CO NO 1

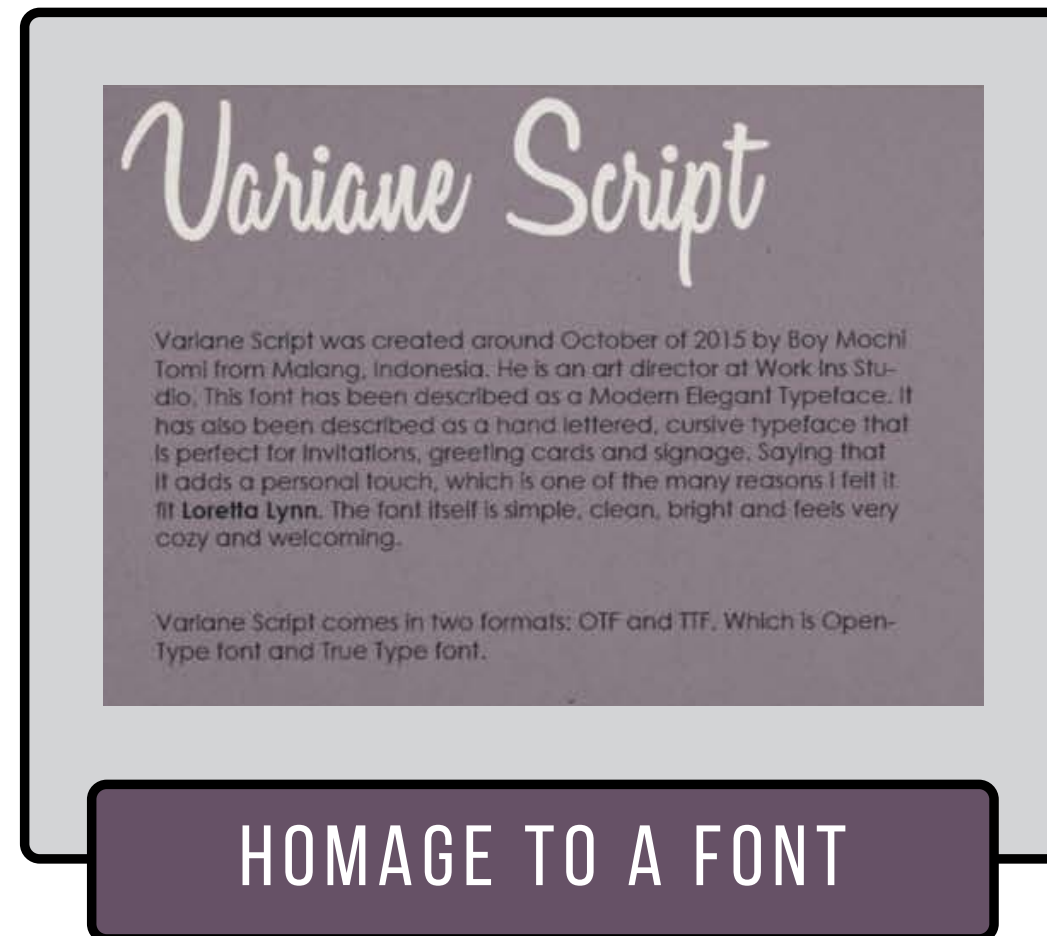


WEDDING INVITATION

*project*  
**TYPOGRAPHY**

Click on the button to go to the Typography section of my branding portfolio.

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*Logo*  
**MADEE'S  
MAGICK**

**CLIENT:** PLUM CREEK SOAPS

**PROJECT:** LOGO

**COMPANY:** MADEE'S MAGICK



# MADEE'S MAGICK

## GRAPHIC DESIGN SOFTWARE AND DIGITAL TOOLS

Macromedia Fireworks MX 2004,  
Adobe InDesign & Adobe Photoshop

### DESIGN. DETAIL. DIRECTION.

This is a logo I created for a client who wanted to create a new brand that she based off her granddaughter. The client owns Plum Creek Soaps and was making fairy and pixie themed items for this new line because that was her granddaughter's favorite things. The client was not at all pleased with a horizontal layout and wanted it to be curved around the logo.

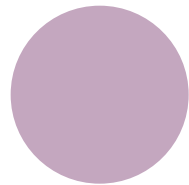
### CREATIVITY

Creative freedom was applied when the client came to me wanting to use five to six colors for this new logo. I feel that would be a bit much for something as simple as this. She then chose the two favorite colors of her granddaughter. Which really worked out. She has a lot of compliments on this logo and how it fits the brand she created solely for her granddaughter.

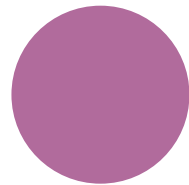




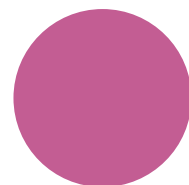
## COLOR PALETTE



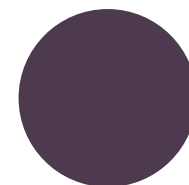
C4A7BF



B16B9C



C35D93



4E3A4F

## TYPOGRAPHY

Beyond Wonderland



LOGO VARIATIONS





*branding suite*  
**PAWS & CLAWS**

**CLASS: COM 230**

**SCHOOL: SNHU**

**COMPANY: PAWS & CLAWS**



## GRAPHIC DESIGN SOFTWARE AND DIGITAL TOOLS

Adobe Illustrator

### DESIGN. DETAIL. DIRECTION.

Paws & Claws Holistic Animal Clinic wanted a new logo that would reflect it's business as well as serve as a symbol for the animal clinic. I designed a clean, friendly logo that not only gave them the new look they were wanting, but also serve as a symbol by simply using the outline of a leaf with an outline of a paw print on it.

This is sure to not only grab the attention of current clients, but also bring new clients in. I also went with something that was scalable and kept it clean and simple. I used shades of green and black, making them both opaque at 65%.

### CREATIVITY

During this process I kept the clients needs in mind and made sure the logo I designed fit all of their needs. I feel that this logo will make them very happy and will help their business grow.





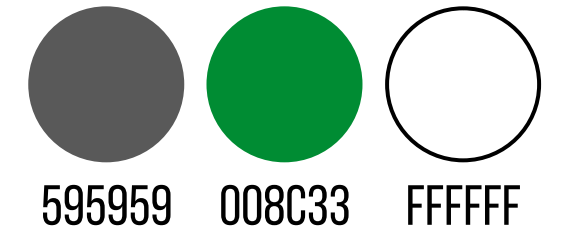
Branding suite created for Paws & Claws holistic animal clinic.

## TYPOGRAPHY

BRIM NARROW COMBINE

*Bickham Script Pro*

## COLOR PALETTE



595959

008C33

FFFFFF



*Holistic Animal Clinic*

Logo



## LETTERHEAD

## BUSINESS CARD

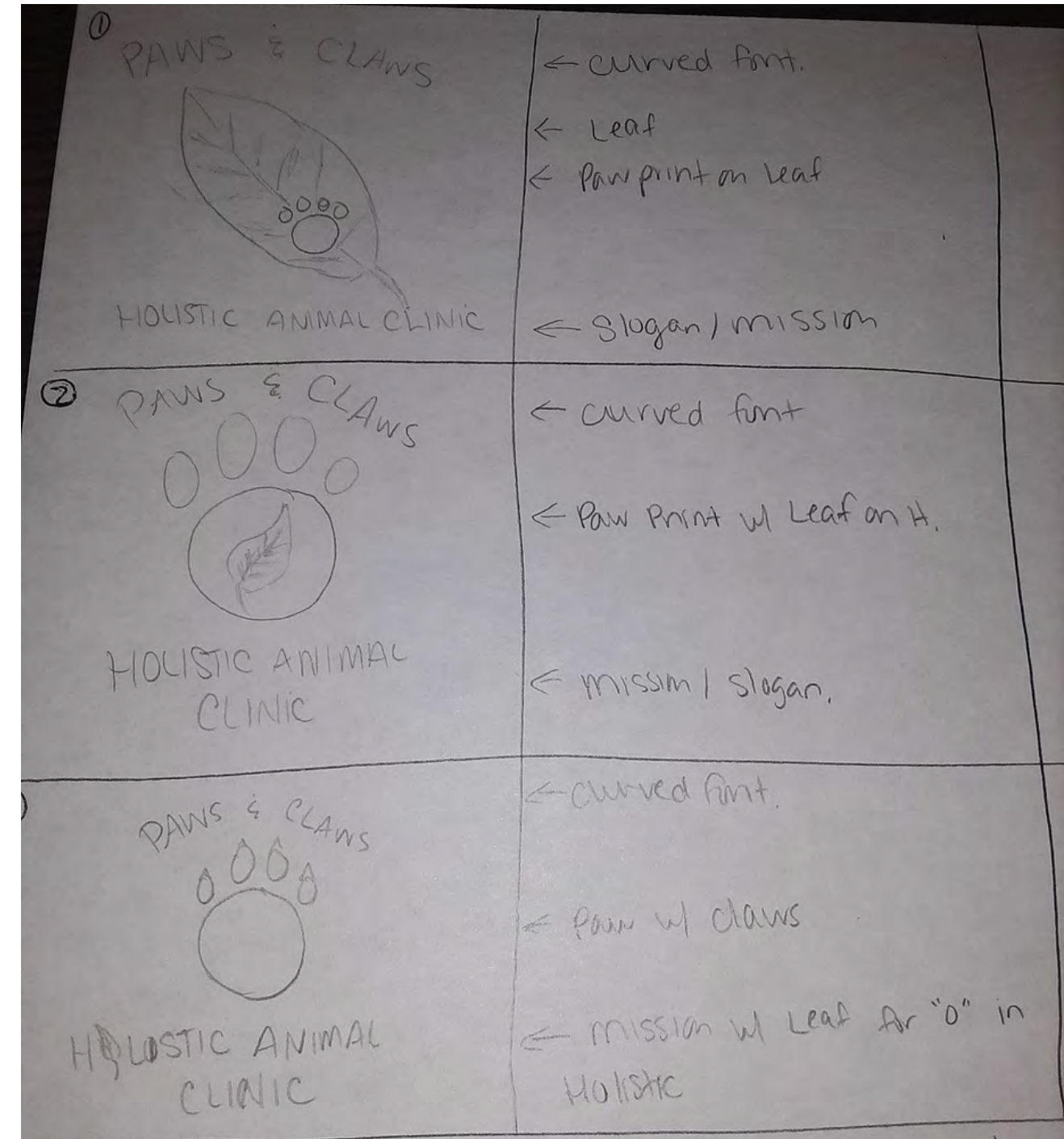
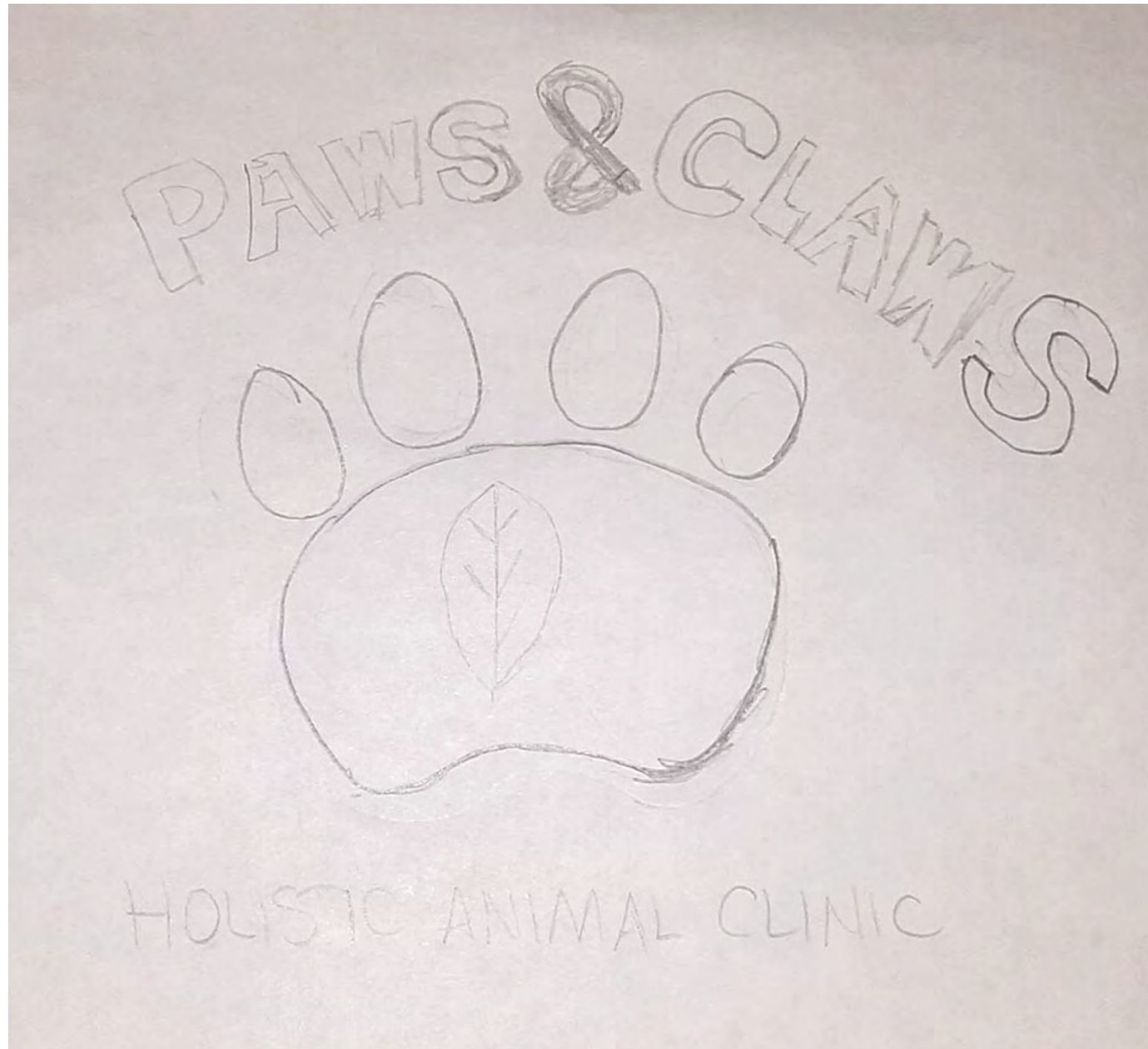


## ENVELOPE





## LOGO DESIGN SKETCHES





menu & brochures  
**PASTA AMORE**

**CLASS: COM 232**  
**SCHOOL: SNHU**  
**COMPANY: PASTA AMORE**





# PASTA AMORE

GRAPHIC DESIGN SOFTWARE AND DIGITAL TOOLS  
Adobe InDesign & Adobe Photoshop

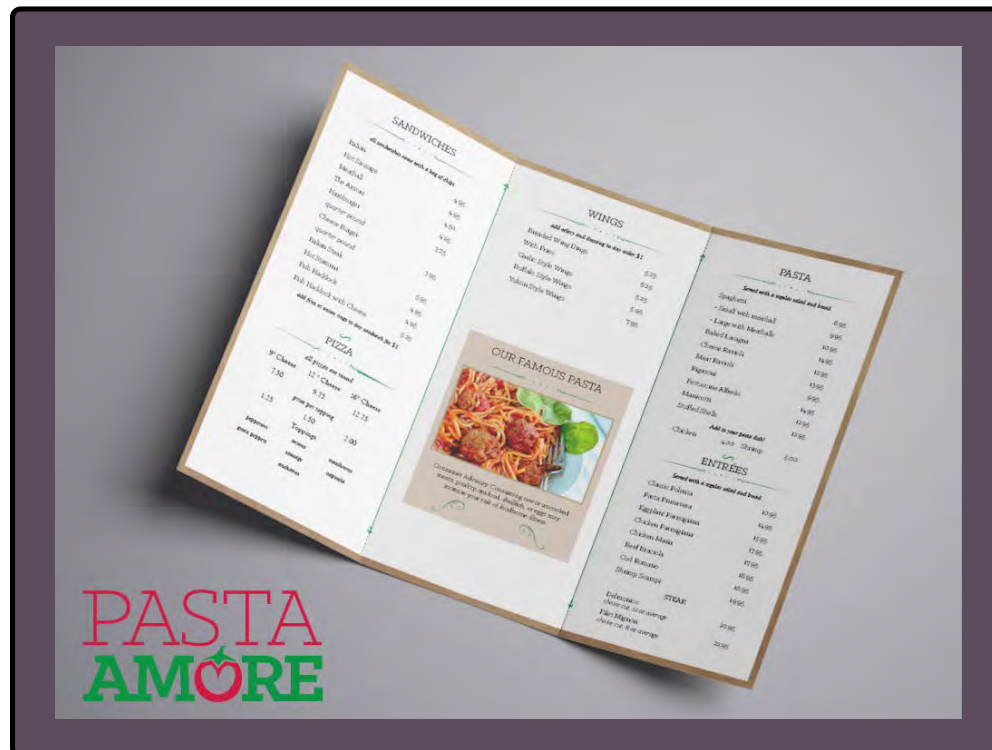
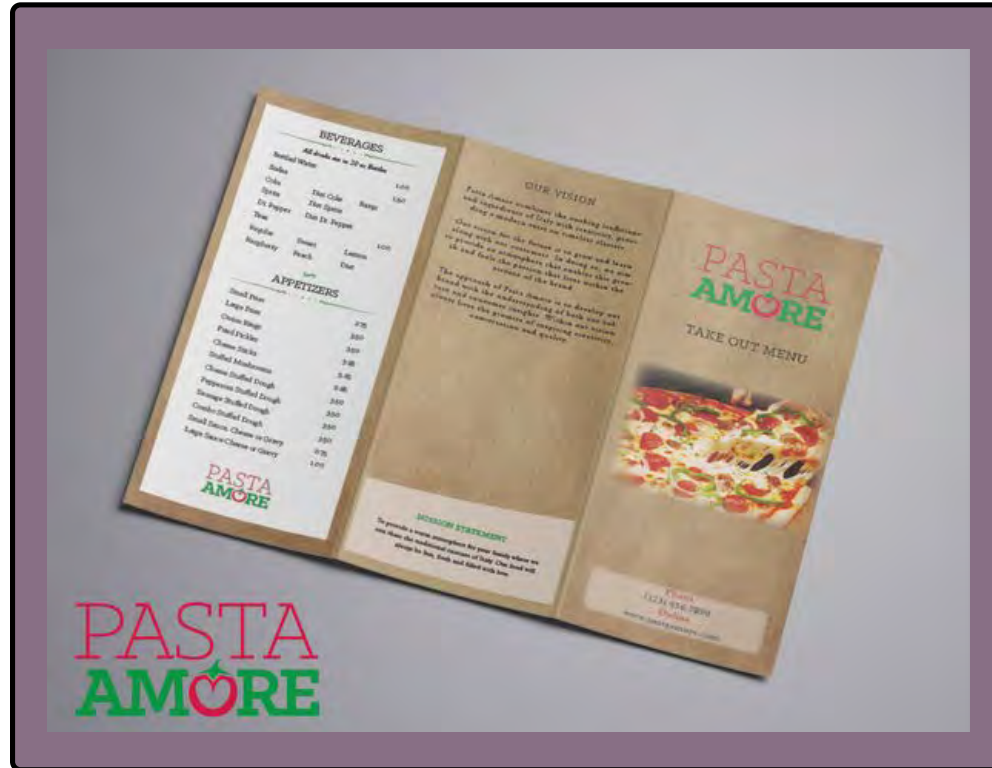
DESIGN. DETAIL. DIRECTION.

For these menus I made sure the clients logo was visible and easy to read. The typography that the client provided were used. The brand colors provided by the client were also used.

The menu content has been placed on a white background so that it is legible. Images used were appropriate for that section of the menu. The menu items are aligned to the left while the prices for each item is aligned to the right.

CREATIVITY

Creative freedom was applied when using a background for the menu. An image that said "authentic" was used to convey just how authentic the food and atmosphere of Pasta Amore is. The client really wanted to show how much they care about family and having their customers feel at home when they are dining in at the restaurant.





LOGO VARIATIONS



Primary Colors

Black & White



Sizing Guidelines

BRAND COLORS

PRIMARY

**MARINARA RED**  
 PANTONE: 1935C  
 CMYK: 13 100 72 2  
 RGB: 207 28 68  
 HEX TRIPLET: CF1C44

**LEAFY GREEN**  
 PANTONE: 7739C  
 CMYK: 86 17 100 3  
 RGB: 11 148 70  
 HEX TRIPLET: 0B9446

SECONDARY

**WINE**  
 PANTONE: 1815C  
 CMYK: 35 94 89 55  
 RGB: 95 19 18  
 HEX TRIPLET: 5E1211

**CAFE**  
 PANTONE: 4705C  
 CMYK: 40 60 75 29  
 RGB: 124 87 63  
 HEX TRIPLET: 7B573E

**ESPRESSO**  
 PANTONE: BLACK 5C  
 CMYK: 50 75 60 50  
 RGB: 85 50 55  
 HEX TRIPLET: 543136

**CANNOLI**  
 PANTONE: 482C  
 CMYK: 15 20 25 0  
 RGB: 216 198 184  
 HEX TRIPLET: D8C6B8

TYPOGRAPHY

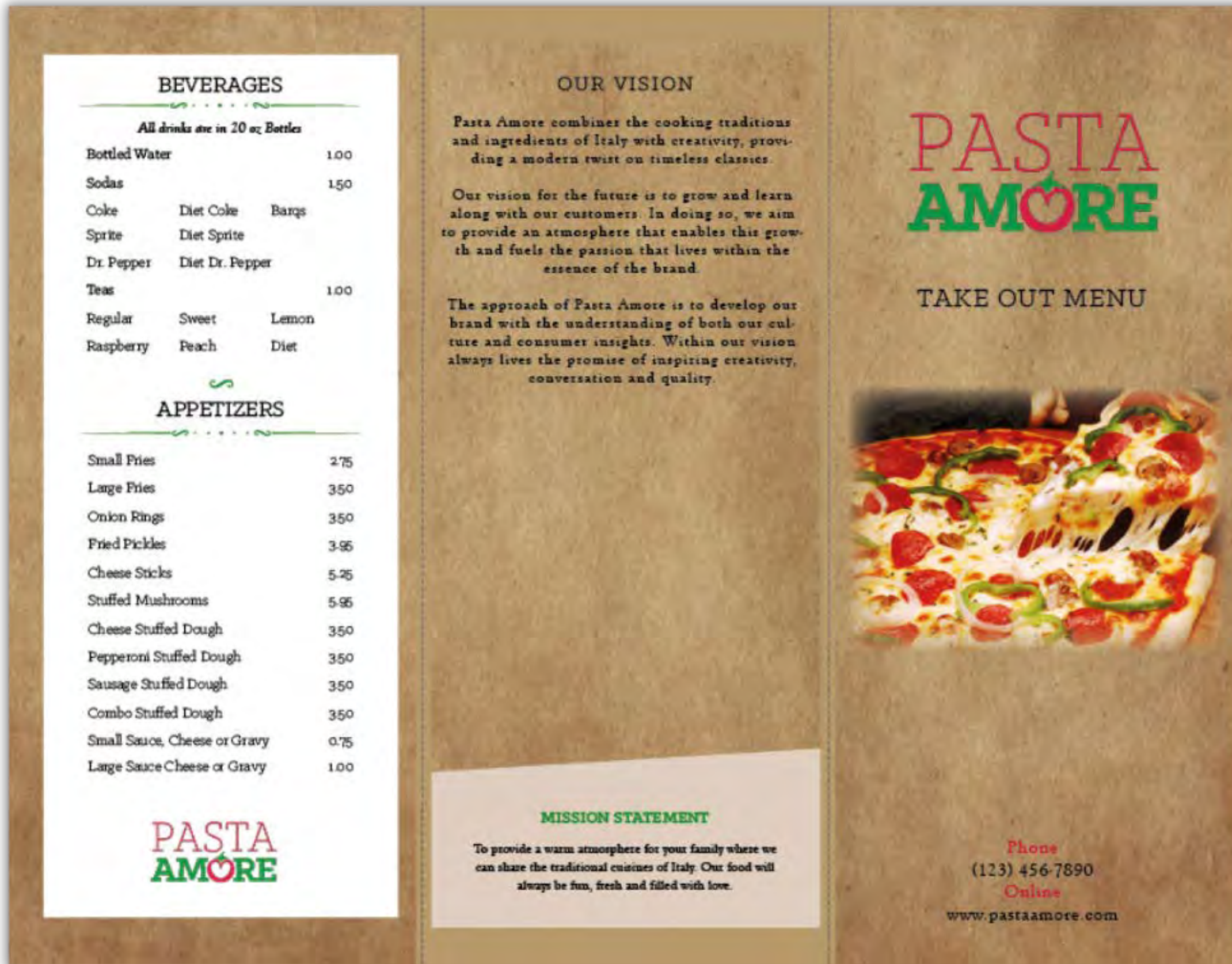
PRIMARY

- Klinik Slab Book
- Klinik Slab Medium
- Klinik Slab Bold**
- Klinik Slab Bold Italic*
- Klinik Slab Book Italic*
- Klinik Slab Medium Italic*

SECONDARY

- Goudy Old Style Regular
- Goudy Old Style Italic*
- Goudy Old Style Bold**

TAKE OUT MENU - OUTSIDE COVER



## BEVERAGES

All drinks are in 20 oz Bottles

Bottled Water		1.00
Sodas		1.50
Coke	Diet Coke	Barqs
Sprite	Diet Sprite	
Dr. Pepper	Diet Dr. Pepper	
Teas		1.00
Regular	Sweet	Lemon
Raspberry	Peach	Diet

## APPETIZERS

Small Fries	2.75
Large Fries	3.50
Onion Rings	3.50
Fried Pickles	3.95
Cheese Sticks	5.25
Stuffed Mushrooms	5.95
Cheese Stuffed Dough	3.50
Pepperoni Stuffed Dough	3.50
Sausage Stuffed Dough	3.50
Combo Stuffed Dough	3.50
Small Sauce, Cheese or Gravy	0.75
Large Sauce Cheese or Gravy	1.00



## OUR VISION

Pasta Amore combines the cooking traditions and ingredients of Italy with creativity, providing a modern twist on timeless classics.

Our vision for the future is to grow and learn along with our customers. In doing so, we aim to provide an atmosphere that enables this growth and fuels the passion that lives within the essence of the brand.

The approach of Pasta Amore is to develop our brand with the understanding of both our culture and consumer insights. Within our vision always lives the promise of inspiring creativity, conversation and quality.

## MISSION STATEMENT

To provide a warm atmosphere for your family where we can share the traditional cuisines of Italy. Our food will always be fun, fresh and filled with love.



## TAKE OUT MENU



Phone

(123) 456-7890

Online

www.pastaamore.com



TAKE OUT MENU - INSIDE

<b>SANDWICHES</b>			<b>WINGS</b>		<b>PASTA</b>	
<i>all sandwiches come with a bag of chips</i>			<i>add celery and dressing to any order \$1</i>		<i>Served with a regular salad and bread.</i>	
Italian		4.95	Breaded Wing Dings	5.25	Spaghetti	8.95
Hot Sausage		4.95	With Fries	6.25	- Small with meatball	9.95
Meatball		4.50	Garlic Style Wings	5.25	- Large with Meatballs	10.95
The Amore		4.95	Buffalo Style Wings	5.95	Baked Lasagna	14.95
Hamburger		3.75	Yukon Style Wings	7.95	Cheese Ravioli	12.95
quarter pound					Meat Ravioli	13.95
Cheese Burger		3.95			Rigatoni	9.95
quarter pound					Fettuccine Alfredo	14.95
Italian Steak		5.95			Manicotti	12.95
Hot Stamina		4.95			Stuffed Shells	12.95
Fish Haddock		4.95				
Fish Haddock with Cheese		5.25			<i>Add to your pasta dish!</i>	
					Chicken	4.00
					Shrimp	5.00
					<b>ENTRÉES</b>	
					<i>Served with a regular salad and bread.</i>	
					Classic Polenta	10.95
					Pasta Primavera	14.95
					Eggplant Parmigiana	15.95
					Chicken Parmigiana	17.95
					Chicken Maria	17.95
					Beef Braciola	18.95
					Cod Romano	18.95
					Shrimp Scampi	19.95
					<b>STEAK</b>	
					Delmonico	20.95
					choice cut, 12 oz average	
					Filet Mignon	22.95
					choice cut, 8 oz average	

**OUR FAMOUS PASTA**



Consumer Advisory: Consuming raw or uncooked meats, poultry, sea food, shellfish, or eggs may increase your risk of foodborne illness.



MENU - PAGES ONE & TWO



<b>BEVERAGES</b>			
<i>free refills</i>			
Ice Water	Free	Coke	2.00
Bottled Water	1.50	Diet Coke	2.00
Coffee - Regular or Decaf	1.00	Barqs	2.00
Hot Tea	1.00	Sprite	2.00
Iced Tea - Sweet or Unsweet	2.00	Diet Sprite	2.00
Milk - White or Chocolate	2.00	Dr. Pepper	2.00
Juice - Apple or Orange	2.00	Diet Dr. Pepper	2.00
<b>APPETIZERS</b>			
Breaded Calamari	8.95	Stuffed Mushrooms	5.95
Jumbo Shrimp Cocktail	7.50	Italian Style Stuffed Hot Peppers	5.95
Breaded Shrimp Basket	5.25	Italian Style Fried Hot Peppers	5.95
- With Fries	6.25	Homemade Mozzarella Sticks	5.25
Bruschetta	5.25	Italian Sugar Dough	2.50
- Olio Aromatico	2.25	Italian Stuffed Dough	3.50
dipping oil	3.25	choose from the following combinations;	
Garlic Toast	3.95	cheese, pepperoni and cheese, pepperoni,	
Battered Deep Fried Pickles	3.50	cheese and sausage, anchovies	
Onion Rings	3.50	Antipasto	
Fresh Cut French Fries		salami, capicola, provolone, new york	
- Small	2.75	sharp, pepperoni	
- Large	3.50	- Small	5.50
Add Cheese Or Gravy Small	0.75	- Large	7.50
Add Cheese Or Gravy Large	1.00	Shrimp Cocktail	10.95
<b>WINGS</b>			
<i>add celery and dressing to any order \$1</i>			
Breaded Wing Dings	5.25	Buffalo Style Wings	5.95
With Fries	6.25	Yukon Style Wings	7.95

<b>PIZZA</b>			
<i>Toppings</i>			
pepperoni   onions   mushrooms   greenpeppers   sausage   capicola   anchovies			
9" Cheese	7.50	<i>price per topping</i>	1.25
12" Cheese	9.75	<i>price per topping</i>	1.50
16" Cheese	12.75	<i>price per topping</i>	2.00

Consumer Advisory: Consuming raw or uncooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.

<b>SANDWICHES</b>			
Italian Steak	5.95	Italian	4.95
<i>chopped sirloin, with peppers, onions,</i>		Hot Sausage	4.95
<i>mozzarella cheese</i>		Meatball	4.50
Hot Stamina	4.95	The Amore	4.95
<i>our own hot sausage with peppers and</i>		Hamburger	3.75
<i>onions and sprinkled with romano</i>		quarter pound	
<i>cheese</i>		Cheese Burger	3.95
Fish Haddock	4.95	quarter pound	
- With Cheese	5.25		

<b>SALADS</b>			
<i>homemade salad dressings:</i>			
<i>french, ranch, house italian,</i>			
<i>blue cheese \$0.65 extra</i>			
Chef	7.75	Garden Salad - Small	3.25
Chicken	7.75	Garden Salad - Large	4.25
Steak	8.75	Mixed Greens - Small	4.25
Shrimp	9.75	Mixed Greens - Large	5.25

<b>SOUPS</b>			
<i>Cup \$3.25   Bowl \$4.25</i>			
Pasta Fagioli		Zuppa di Giorno	
<i>"They serve the world's best"</i>		<i>(soup of the day)</i>	
<i>- Art Rooney Sr.</i>			

<b>FOR THE EAMBINOS</b>			
<i>age 12 and under</i>			
Grilled Cheese Sandwich with Fries			4.25
Breaded Chicken Fingers with Fries			6.95
Rigatoni or Spaghetti with Butter and Salad			5.95
Rigatoni or Spaghetti with Meatball and Salad			6.95



MENU - PAGES THREE & FOUR

### PASTA

Served with a regular salad and bread.  
 Upgrade to fresh greens \$1.00 extra. or Caesar salad for \$2.00 extra  
 All pastas served with our signature red sauce, unless otherwise indicated.



Spaghetti  
 - Small with meatball 9.95  
 - Large with Meatballs 10.95

Marinara Sauce over Homemade Pasta 12.95  
 fresh plum tomatoes simmered with onion, garlic, olive oil, and a hint of anchovies and spices; served over homemade linguine or fettuccini

Angel Hair 9.95	Fettuccini Olio-Aglio 14.95	Rigatoni 9.95
Gnocchi 11.95	Rice Pasta 11.95	Fettuccini Alfredo 14.95
Baked Lasagna 14.05	Meat Ravioli 13.05	Cheese Ravioli 12.05
Cavatelli 11.95	Jumbo Stuffed Shells 12.95	Manicotti 12.95

Add to your pasta dish!  
 shrimp \$5.00 | hot sausage \$2.50 | fried peppers \$5.00 | extra meatball \$1.50  
 grilled chicken \$4.00 | mushroom sauce \$2.00

### STEAKS

Our famous steaks are grilled to your liking and finished with olive oil, garlic, and Italian herbs & spices

Delmonico	choice cut, 12 oz average	20.95
Filet Mignon	choice cut, 8 oz average	22.95

Served with your choice of side:  
 spaghetti | baked potato | fresh vegetables | french fries  
 Add fresh sautéed mushrooms, onions, or peppers: \$2.00

Wine Pairing: Robert Mondavi Bourbon Barrel

Steaks may be cooked to order.  
 Please be advised: we are not responsible for the quality of steaks prepared over medium.



### Pasta Amore House Specialties

all entrées include regular salad and homemade Italian bread  
 upgrade to fresh spring mix salad \$1.00 extra or Caesar salad for \$2 extra

Classic Polenta 10.95  
 a traditional northern Italian dish made from cornmeal and cheese then topped with our delicious spaghetti sauce  
 Wine Pairing: Mark West Pinot Noir

Pasta Primavera 14.95  
 seasonal fresh vegetables sautéed with white wine, garlic, olive oil, and fresh Italian herbs; served over pasta  
 Wine Pairing: Kung Fu Girl Riesling

Eggplant Parmigiana 15.95  
 two slices of fresh eggplant floured, lightly fried, and then baked with our spaghetti sauce, romano, and mozzarella cheese; served with spaghetti  
 Wine Pairing: Mark West Pinot Noir

Chicken Parmigiana 17.95  
 two boneless chicken breast filets seasoned with Italian breadcrumbs and baked with our spaghetti sauce, romano, and mozzarella cheese; served with a side of spaghetti  
 Wine Pairing: Ruffino Chianti

Chicken Maria 17.95  
 two lightly breaded and baked boneless chicken breasts layered with prosciutto ham and provolone cheese then topped with a rich, creamy alfredo sauce; served with a side of spaghetti  
 Wine Pairing: Franciscan Chardonnay

Beef Braciola 18.95  
 round steak tenderized to melt in your mouth and stuffed with Italian stuffing, egg, and prosciutto ham; baked in a red sauce and served with a side of spaghetti  
 Wine Pairing: Robert Mondavi Bourbon Barrel

Cod Romano 18.95  
 fresh cod baked in seasoned breadcrumbs, romano cheese, olive oil, lemon, garlic, and spices; served with a side of linguine with choice of clam sauce or marinara  
 Wine Pairing: Ruffino Pinot Grigio

Shrimp Scampi 19.95  
 tender jumbo shrimp sautéed in wine, butter, fresh garlic, and olive oil; served with a side of linguine and marinara sauce  
 Wine Pairing: Kung Fu Girl Riesling

Veal Parmigiana 21.95  
 tender veal cutlet seasoned with Italian breadcrumbs and baked with our spaghetti sauce, romano, and mozzarella cheese; served with a side of spaghetti  
 Wine Pairing: Velvet Devil Merlot







*invitations*  
**TODARO  
WEDDING**

**CLIENT: NICOLE A. PUTT-BOUCH**  
**PROJECT: WEDDING INVITATIONS**

## GRAPHIC DESIGN SOFTWARE AND DIGITAL TOOLS

Adobe Express

## DESIGN. DETAIL. DIRECTION.

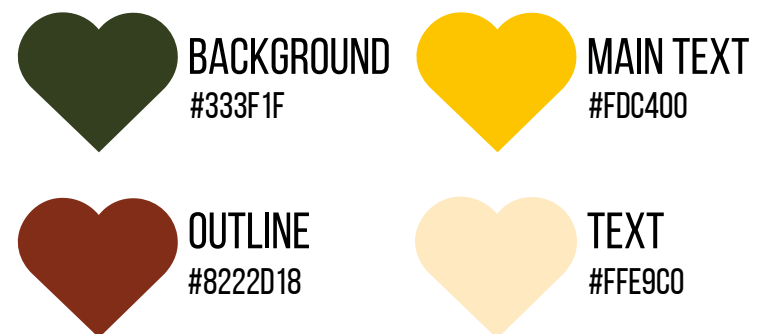
This wedding invitation was commissioned by my best friend of over 20 years. She has a love for sunflowers and their wedding was in the fall. I was given the wedding colors and told what colors the wedding dresses were going to be.

## CREATIVITY

Creative freedom was applied when using the color green. It was not one of the colors that the bride wanted, but after seeing it and having it printed up she was very pleased and glad I went that direction. It made sense to have the green due to the rich green color in the leaves and stem of the sunflower.

## COLOR PALETTE

## TYPOGRAPHY

*Storybook regular*

TRUE NORTH INLINE





*magazine ad*  
**AMETHYST  
BAY RESORT**

**CLASS:** GRA 220

**SCHOOL:** SNHU

**COMPANY:** AMETHYST BAY RESORT

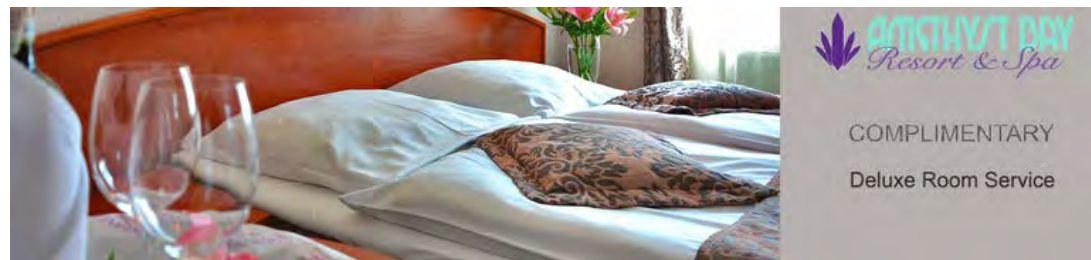




# AMETHYST BAY

## TYPOGRAPHY

**Arial Bold**  
***Arial Bold Italic***  
Arial



AMETHYST BAY  
*Resort & Spa*

BOOK YOUR WEEK LONG  
2020 SUMMER OR FALL VACATION  
WITH US AND GET  
COMPLIMENTARY DELUXE ROOM SERVICE!

716 Amethyst Bay Boulevard, St. Thomas, VI 00802  
866-323-7070  
www.amethystbayresort.com

AMETHYST BAY  
*Resort & Spa*

BOOK YOUR WEEK LONG  
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866-323-7070  
www.amethystbayresort.com

COLOR PALETTE

PRIMARY



SECONDARY



AD VARIATIONS



## GRAPHIC DESIGN SOFTWARE AND DIGITAL TOOLS

Adobe InDesign & Adobe Photoshop

### DESIGN. DETAIL. DIRECTION.

The task I was given was to create a full page ad for Amethyst Bay Resort & Spa in Saint Thomas, Virgin Islands, USA. We had to have an image or two, run a special that would get the attention of anyone reading the magazine. We also had to keep it short and to the point.

### CREATIVITY

Creative freedom was applied when I looked up images of the Virgin Islands so I could use that for my main image. I also made sure that I kept to the brand guidelines set forth by the client, Amethyst Bay Resort & Resort. This was achieved.





*brochure. Flyer. banner.*

# TRAFFORD FIRE CO. NO. 1

**CLIENT: BRIAN LINDBLOOM**

**PROJECT: FLYER/BROCHURE/BANNER**

**COMPANY: TRAFFORD FIRE COMPANY  
NUMBER ONE**





IMAGES USED



Medic 221 - Ambulance

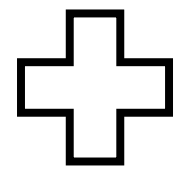


Company Logo & Star of Life

COLOR PALETTE



#2C3E50



#FFFFFF

TYPOGRAPHY

Montserrat

Montserrat Semi-Bold

Montserrat Extra-Bold



Group Photo of Fire Fighters and EMS with Family





## GRAPHIC DESIGN SOFTWARE AND DIGITAL TOOLS

Adobe InDesign & Adobe Photoshop

### DESIGN. DETAIL. DIRECTION.

The client wanted a "Now Hiring" flyer that they could print up and post. I also suggested they do brochures as brochures can hold more information. After three drafts, mostly to change the verbiage, the end result was better than myself or the client could hope for.

### CREATIVITY

Creative freedom was applied when the client wanted me to post the flyer on the website, this is where I brought up doing a banner. I also suggested they have a QR code on all three items. The QR code links to a page on the website where interested applicants can submit a letter of interest form.





BROCHURE - OUTSIDE



For More Information  
tfc1@comcast.net  
Subject  
Transport Positions




### CONTACT US

412 Brinton Ave  
Trafford, PA 15085  
412-372-5662  
<https://traffordfire.org/>

### NOW HIRING



BROCHURE - INSIDE




### INFORMATION

### POSITIONS

### NEW EQUIPMENT

- New Ambulances
- Powerload Stretchers
- Company provided Uniforms w/footwear allowance
- New Gear/Equipment




### BENEFITS

- Health/Dental/Vision Insurance
- 401k with Employer Match
- BiWeekly Performance Bonuses
- Aggressive PTO Plan
- Holiday & Special Event Bonuses
- Company Paid Gym Membership

### OPEN POSITIONS

EMT  
Advanced EMTs  
Paramedics



Starting Hourly Base Rate  
of \$18 to \$22

Hourly Rate Depends on  
Qualifications and Experience.



### SHIFTS

Monday thru Friday  
NO Overnights  
NO Weekends  
NO Major Holidays



IMMEDIATE FULL TIME  
POSITIONS AVAILABLE

SOME PART-TIME AND CASUAL  
POSITIONS AVAILABLE



# TRAFFORD FIRE CO NO 1



**NOW HIRING**

### OPEN POSITIONS

- EMT
- Advanced EMTs
- Paramedics



### SHIFTS

- Monday thru Friday
- NO Overnights
- NO Weekends
- NO Major Holidays

### NEW EQUIPMENT

- New Ambulances
- Powerload Stretchers
- Company provided Uniforms w/footwear allowance
- New Gear/Equipment

### BENEFITS

- Health/Dental/Vision Insurance
- 401k with Employer Match
- Weekly Performance Bonuses
- Aggressive PTO Plan
- Holiday & Special Event Pay
- Company Paid Gym Membership

**FLYER**



For More Information  
tfc1@comcast.net  
Subject  
Transport Positions

Starting Hourly Base Rate of  
\$18 to \$22  
Depending on Qualifications &  
Experience





*typography*  
**HOMAGE TO A FONT**

**CLASS: GRA 220**

**SCHOOL: SNHU**

**PROJECT: HOMAGE TO A FONT**

## Variane Script

Variane Script was created around October of 2015 by Boy Mochi Tomi from Malang, Indonesia. He is an art director at Work Ins Studio. This font has been described as a Modern Elegant Typeface. It has also been described as a hand lettered, cursive typeface that is perfect for Invitations, greeting cards and signage. Saying that it adds a personal touch, which is one of the many reasons I felt it fit **Loreta Lynn**. The font itself is simple, clean, bright and feels very cozy and welcoming.

Variane Script comes in two formats: OTF and TTF. Which is Open-Type font and True Type font.

sources  
<https://www.behance.net/workinsstudio/>  
<https://www.dafontfree.io/variane-script-font-free/>

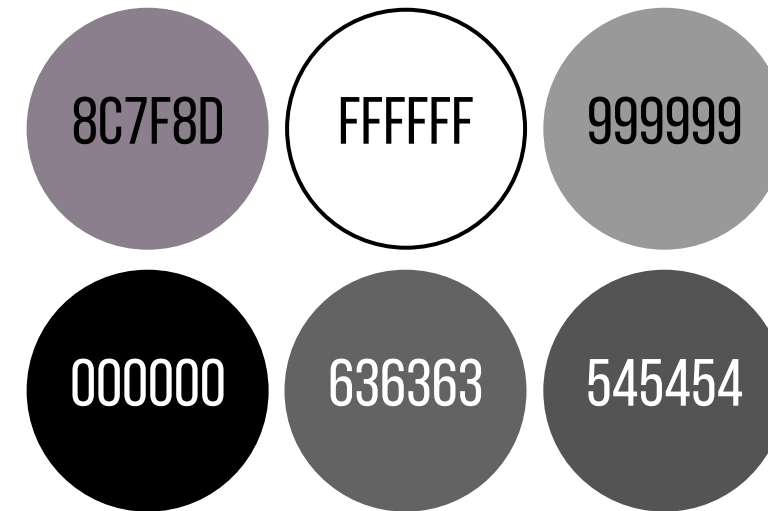


**Purpose:**  
Variane Script font is a a great choice for use on teeshirts, record albums, posters and anything that you want to add a personal touch to and have a nice script that is easy to read. You do not want to use it for large blocks of texts.

*i love you, i love you...*



## COLOR PALETTE



## TYPOGRAPHY

*Variane Script*



## GRAPHIC DESIGN SOFTWARE AND DIGITAL TOOLS

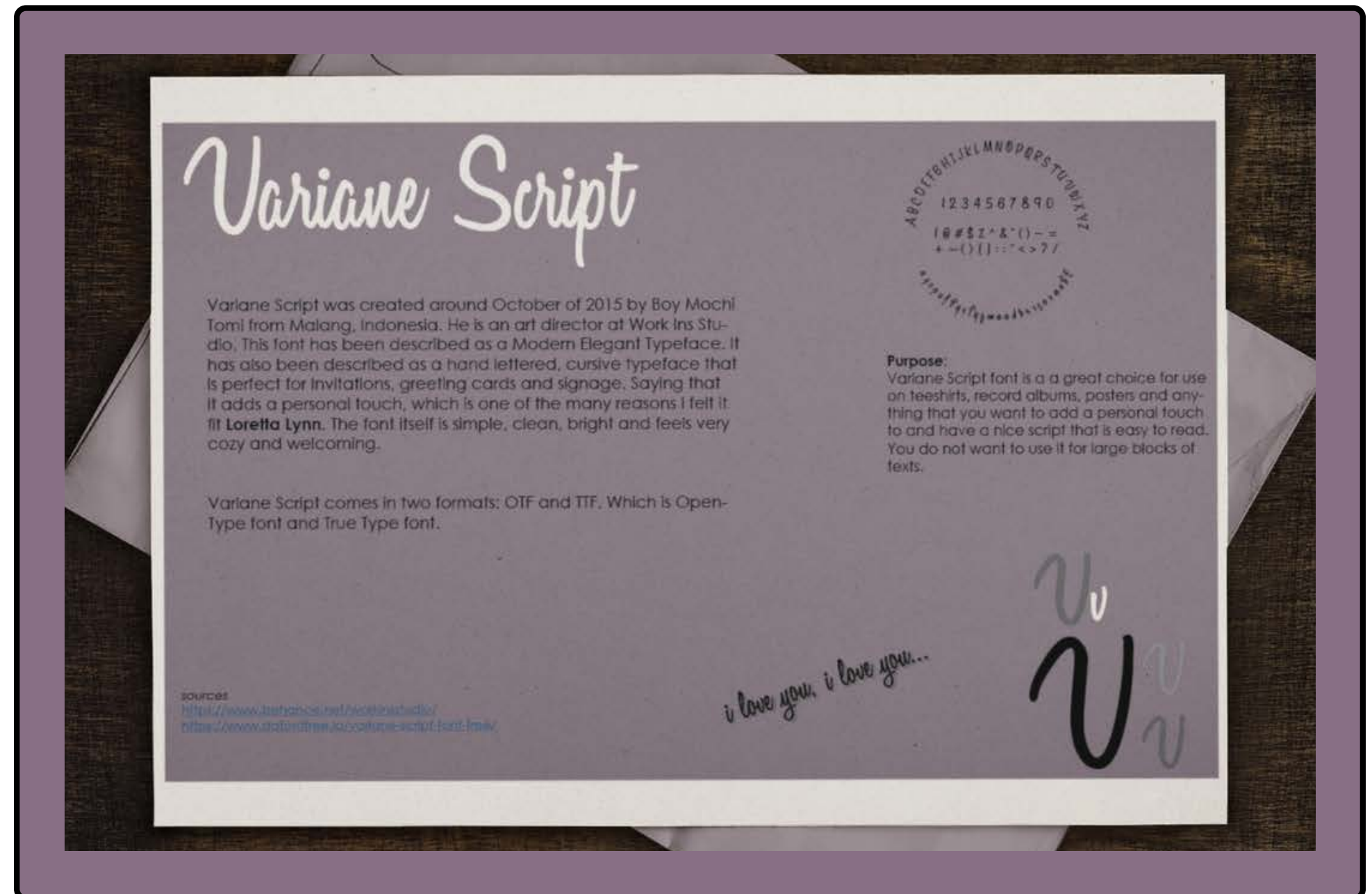
Adobe InDesign

### DESIGN. DETAIL. DIRECTION.

This homage to a font was an assignment for my class GRA 340. This is also the class where I had to create word art, which I chose Loretta Lynn for my subject. I chose the mockup of this to be a flyer that someone was looking at. They could have got it in the mail from a friend. I feel that it is an integral part of my portfolio to show that I understand typography and how important it is.

### CREATIVITY

Creative freedom was applied when not only choosing a font, but picking the colors I wanted to use for it. This shows that I have an understanding of various fonts and how to use the right kind of typography for the project.



*Logo/business cards*  
**MGC CRAFTS**

**CLIENT: MICHAEL SHARON**  
**PROJECT: LOGO/BUSINESS CARDS**  
**COMPANY: MGC HOMEMADE CRAFTS**





# MGC HOMEMADE CRAFTS

## GRAPHIC DESIGN SOFTWARE AND DIGITAL TOOLS

Adobe Illustrator

### DESIGN. DETAIL. DIRECTION.

The client approached me wanting to update their logo from the one they made. The one they made was really good, but they were not happy with it. They wanted something retro and colorful. I looked over other logos from the 80's and the one that stuck with me was the polaroid logo. More importantly the colors or the vertical layout with thing stripes of color on the left side. That is what you see in this design. The client is very pleased and will be using the logo on apparel and other items they intend to have made.

### CREATIVITY

Much like the Wedding Invitation that I did, this one I had free creative reign. As stated before, I looked over many websites for inspiration. I started with Google, then moved onto Behance, Pinterest, and Etsy. It was quite a journey and it is what led to the current logo that the client has and is infatuated with. They trusted me to pick the colors, the font and the icons.



# MGC HOMEMADE CRAFTS

LOGO



COLOR PALLETTE



TYPOGRAPHY

*Hoodson Script*  
Alegreya

BUSINESS CARD

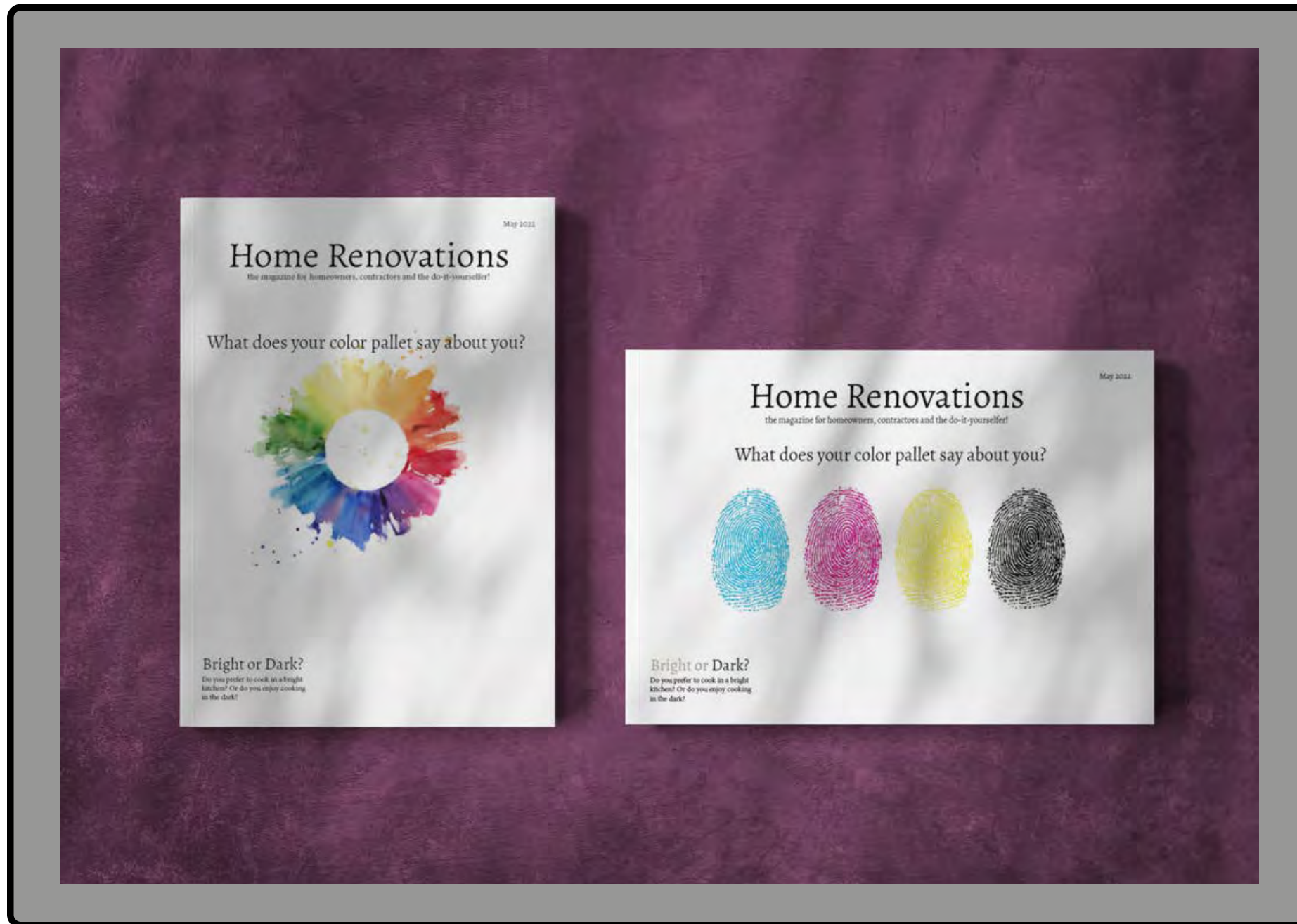




# MGC HOMEMADE CRAFTS

LOGO DRAFTS





*magazine layout*

# HOME RENOVATIONS

**CLASS:** GRA 332

**SCHOOL:** SNHU

**COMPANY:** HOME RENOVATIONS MAGAZINE

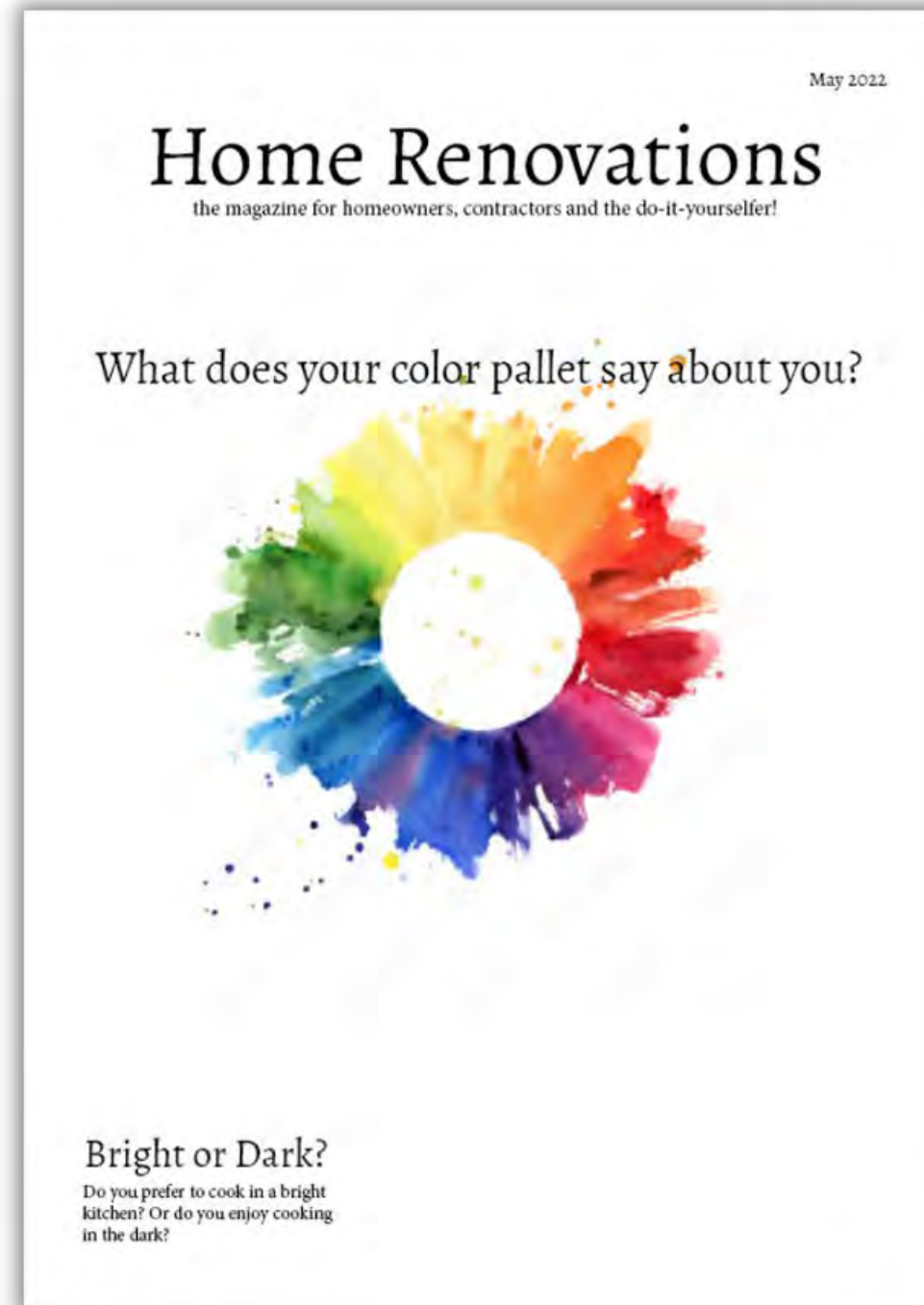


## COLOR PALETTE

- 9B3C20 RAVISHING RED
- 031454 PATRIOT BLUE
- DEBD47 BANANA YELLOW
- D22329
- F2E30F
- 005EAD
- D9078F
- A6907C
- 07C7F2

## TYPOGRAPHY

Minion Pro  
*Allura*





# HOME RENOVATIONS

## GRAPHIC DESIGN SOFTWARE AND DIGITAL TOOLS

Adobe InDesign

### DESIGN. DETAIL. DIRECTION.

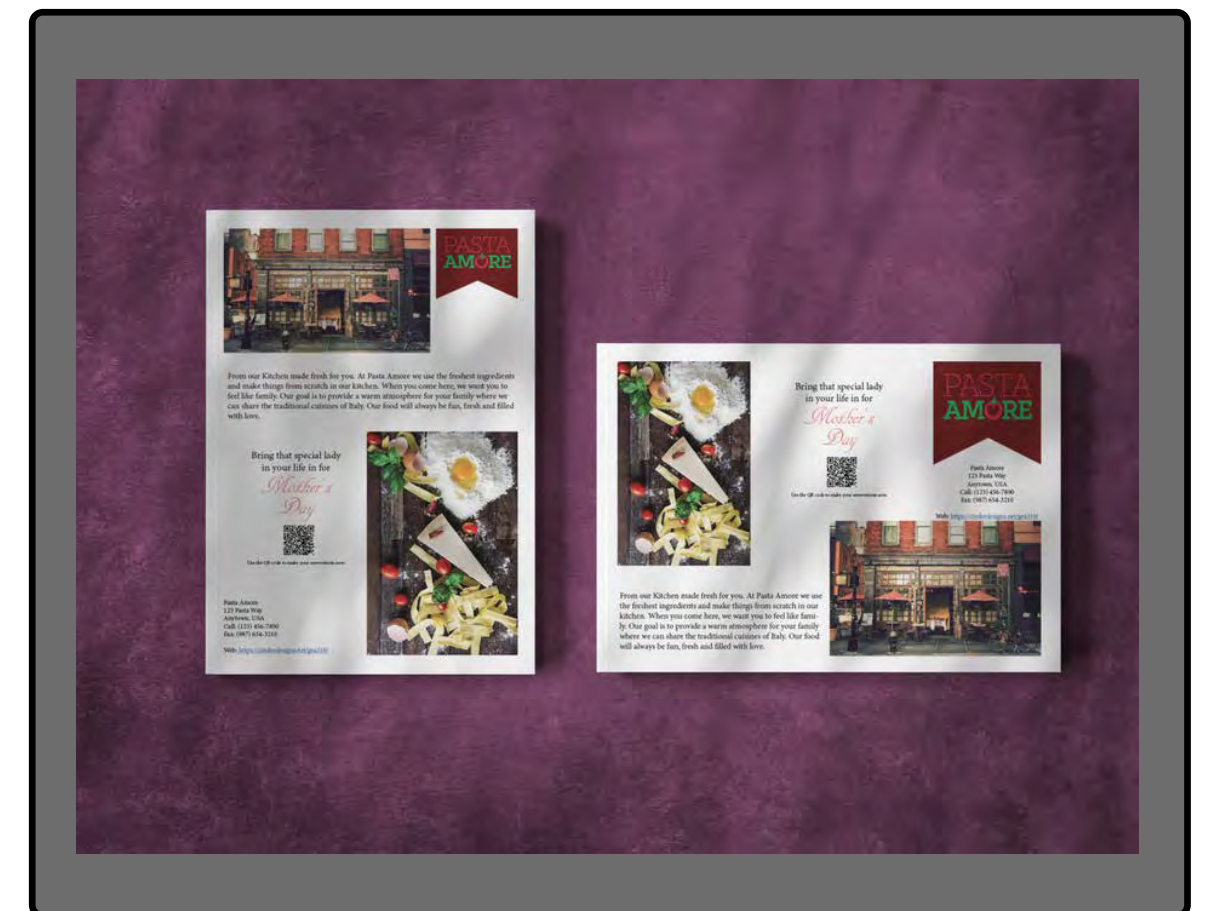
The goal of this project was to create a digital layout for magazine that is like Better Homes and Gardens magazine. The magazine has a fictional title, Home Renovations. Through an interactive experience and a variety of content, I intend to design a digital version that can please both the print lovers and digital lovers alike. The purpose of this project was to create a digital edition of Better Homes and Gardens like magazine that maintains the same identity of the print publication and the same brand characteristics.

### CREATIVITY

Creative freedom was applied for the whole project. I had to create a magazine based off of a topic of my choice. I chose home design. This meant I had to dive into issues that I have from Better Homes and Gardens magazine.














VERTICAL LAYOUT - COVER, TOC & AD

May 2022

## Home Renovations

the magazine for homeowners, contractors and the do-it-yourselfer!

What does your color pallet say about you?



**Bright or Dark?**  
Do you prefer to cook in a bright kitchen? Or do you enjoy cooking in the dark?

Home Renovations | MAY 2022

### CONTENTS

**"Wallpaper or Paint?"**  
on page 8  
What do you cover your walls with? Wallpaper or paint? Which is better for your walls in the long run?

**"Best Color for your Kitchen"**  
on page 16  
Paint colors! Do you prefer a bright yellow kitchen? or a dark blue kitchen? What about a bright red?

**"Stainless Steel or Granite?"**  
on page 24  
Which lasts longer? Stainless Steel or Granite? And which is more sanitary for your kitchen?



**"What is your kitchen style?"**  
on page 35  
Do you prefer a retro style kitchen, rustic or modern?




From our Kitchen made fresh for you. At Pasta Amore we use the freshest ingredients and make things from scratch in our kitchen. When you come here, we want you to feel like family. Our goal is to provide a warm atmosphere for your family where we can share the traditional cuisines of Italy. Our food will always be fun, fresh and filled with love.

Bring that special lady in your life in for *Mother's Day*



Use the QR code to make your reservations now.

Pasta Amore  
123 Pasta Way  
Anytown, USA  
Call: (123) 456-7890  
Fax: (987) 654-3210  
Web: <https://cinderdesigns.net/gra310/>





VERTICAL LAYOUT - ARTICLE



Now is the time to put our kitchen color ideas on the menu! Refresh the busiest room in your house with the most popular Benjamin Moore kitchen paint colors.

For time-honored kitchen color schemes, white, gray, and neutrals provide a classic color palette. However, with typically less wall space in the kitchen, it's a great room to play with brighter, stronger colors.

If you opt for bolder hues in your kitchen, be sure to add balance with softer, more neutral colors for design equilibrium. We love the zing of playful energy that [Banana Yellow 2022-40](#) adds to this small kitchen with predominant white cabinetry. In the header you can see the same kitchen, but with different paint colors. You can choose between [Ray-ishing Red 2008-10](#) and [Patriot Blue 2064-20](#).

Other lively hues homeowners love for a smaller kitchen wall color include [Smoldering Red 2007-10](#), [Venezuelan Sea 2054-30](#) and [Blue Danube 2062-30](#).

Classic white kitchen cabinets pair perfectly with any pop of color you choose in a kitchen. Some of our favorite white paint colors for the kitchen include [White Dove OC-17](#), [Silver Satin OC-26](#), and seen here, [White Heron OC-57](#).

Undoubtedly, painting kitchen cabinets is more affordable than replacing them. While doing it yourself may hold appeal, refinishing your cabinets can be challenging for even the most ambitious DIY-er. For example: Cabinets must fully dry between steps, making it a multi-day job.

We recommend hiring a professional painter for the best outcome. It's also worth noting that professional painters prefer Benjamin Moore's ADVANCE® Interior on kitchen cabinetry for its hard, furniture-quality finish. So be sure to put ADVANCE® on your shopping list, whether doing it yourself or hiring a painting pro!

*"Cele! What a deep and mysterious language, the language of dreams."*  
- Paul Gauguin

Hover over the QR code to get more ideas from the official Benjamin Moore website.

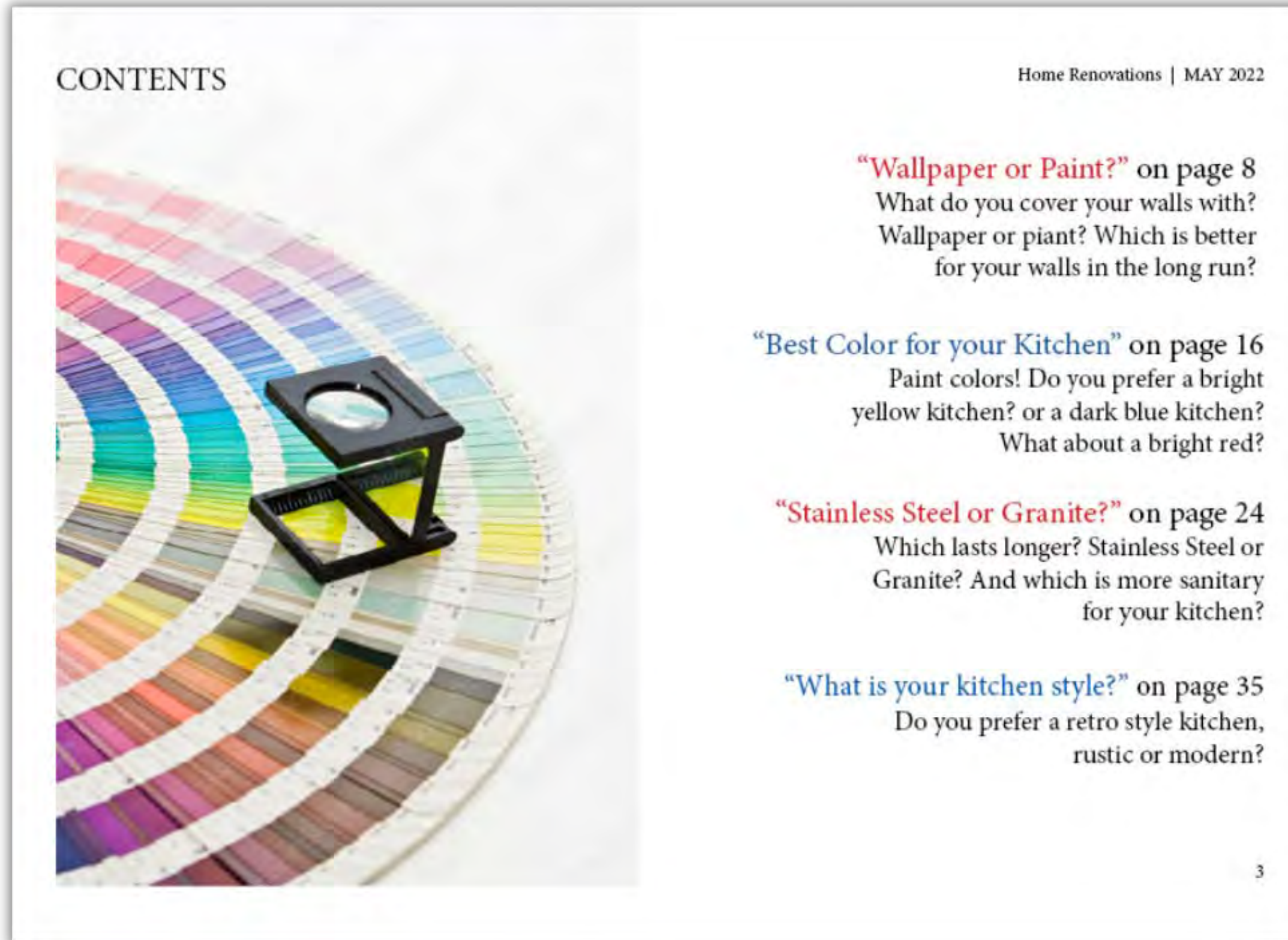
Home Renovations | MAY 2022 17



HORIZONTAL LAYOUT - COVER



HORIZONTAL LAYOUT - TABLE OF CONTENTS





## Best *Color* for your Kitchen







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You can find these paint colors and more at [Benjamin Moore paints](#).

## Curated Color for Kitchen Cabinets

Cabinets tend to be the visual centerpiece in the kitchen, so choosing the just-right color is important.

Blues, greens, and pale or muted grays are very popular in today's kitchen. Here, pale gray [Titanium OC-49](#) on both walls and cabinets opens up this small kitchen space. This sleek, monochromatic look uses sheen to differentiate the surfaces: Matte on walls, satin on cabinets, and semi-gloss on trim.

Undoubtedly, painting kitchen cabinets is more affordable than replacing them. While doing it yourself may hold appeal, refinishing your cabinets can be challenging for even the most ambitious DIY-er. For example: Cabinets must fully dry between

*"Color! What a deep and mysterious language, the language of dreams."*

*- Paul Gauguin*

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HORIZONTAL LAYOUT - AD



Bring that special lady  
in your life in for

*Mother's  
Day*



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## VERTICAL LAYOUT - COVER WIREFRAMES

Better Homes & Gardens

Main Theme of the Issue

Featured Article  
Title with page number  
(will link to article)

Full Page Image

Featured Article  
Title with page number  
(will link to article)

issue date      issue topics here      interactive web link

Better Homes & Gardens issue date  
interactive web link

Main Theme of the Issue

Featured Article  
Title with page number  
(will link to article)

Full Page Image

Featured Article  
Title with page number  
(will link to article)

Address Box

issue topics here

Better Homes & Gardens

Main Theme of the Issue

Featured Article  
Title with page number  
(will link to article)

Full Page Image

Featured Article  
Title with page number  
(will link to article)

Address Box

issue date      issue topics here      interactive web link





## VERTICAL LAYOUT - AD WIREFRAMES

(White Space) American Cruise Lines (White Space)

Image

Ship 1 Ship 2 Ship 3 Ship 4

Text about cruise line. Cruise Line Schedule

Image Image Image Image


Image Title Image Title Image Title Image Title

Information for Cruise Line  
Including Interactive Link

(White Space) The Home Depot (White Space)

Full Page Background Image

Ad about OLYMPIC PREMIUM stain at HOME DEPOT.

(White Space) More saving. More Doing. 

(White Space) Sun Setter Awnnings (White Space)

Image Title Image Title

Image Image

Image Image

Image Title Image Title

Contact Information for Sun Setter Awnnings  
Website with Interactive Link

Form for a free Information Kit



## HORIZONTAL LAYOUT - COVER WIREFRAMES

Better Homes & Gardens		issue date interactive web link
Full Page Image		Main Theme of the Issue
Featured Article Title with page number (will link to article)		
issue topics here	Address Box	

Better Homes & Gardens		interactive web link
Main Theme of the Issue		
Full Page Image		Featured Article Title with page number (will link to article)
issue date	issue topics here	Address Box

issue date	Better Homes & Gardens		interactive web link
Main Theme of the Issue			
Full Page Image			
Featured Article Title with page number (will link to article)		Address Box	

## HORIZONTAL LAYOUT - TABLE OF CONTENTS WIREFRAMES

Contents (White Space)  
 issue month | volume # | number #

Main Theme of the Issue

(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	Full Page Image for background
(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	
(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	

Cover  
Image  
Credit

page # | BH&G | issue month (White Space)

Contents (White Space)  
 issue month | volume # | number #

Main Theme of the Issue

(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	Image
(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	
(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	

Cover  
Image  
Credit

page # | BH&G | issue month (White Space)

Contents (White Space)  
 issue month | volume # | number #

Main Theme of the Issue

Image	(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description
	(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description
	(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description	(White Space)	Page # ARTICLE TITLE article description

Cover  
Image  
Credit

page # | BH&G | issue month (White Space)



## HORIZONTAL LAYOUT - AD WIREFRAMES

(White Space) American Cruise Lines (White Space)

Image

Image  
Image Title

Image  
Image Title

Image  
Image Title


Image  
Image Title

Information for Cruise Line  
Including Interactive Link

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Full Page Background Image

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(White Space) More saving. More Doing. 

(White Space) Sun Setter Awnings (White Space)

Image  
Image Title

Image  
Image Title

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Image Title

Image  
Image Title

Contact Information for Sun Setter Awnings  
Website with Interactive Link

Form for a free Information Kit



*magazine cover*  
**MUSIC LESSON  
MAGAZINE**

**CLASS:** COM 232

**SCHOOL:** SNHU

**COMPANY:** MUSIC LESSON MAGAZINE



# MUSIC LESSON MAGAZINE

COVER VARIATIONS



COLOR PALETTE

#FFFFFF

#00ADEF

#333333

#000000

ADANDON  
 BATMAN  
 FOREVER  
 MESQUITE

AbeeZee

Segoa



# MUSIC LESSON MAGAZINE

## GRAPHIC DESIGN SOFTWARE AND DIGITAL TOOLS

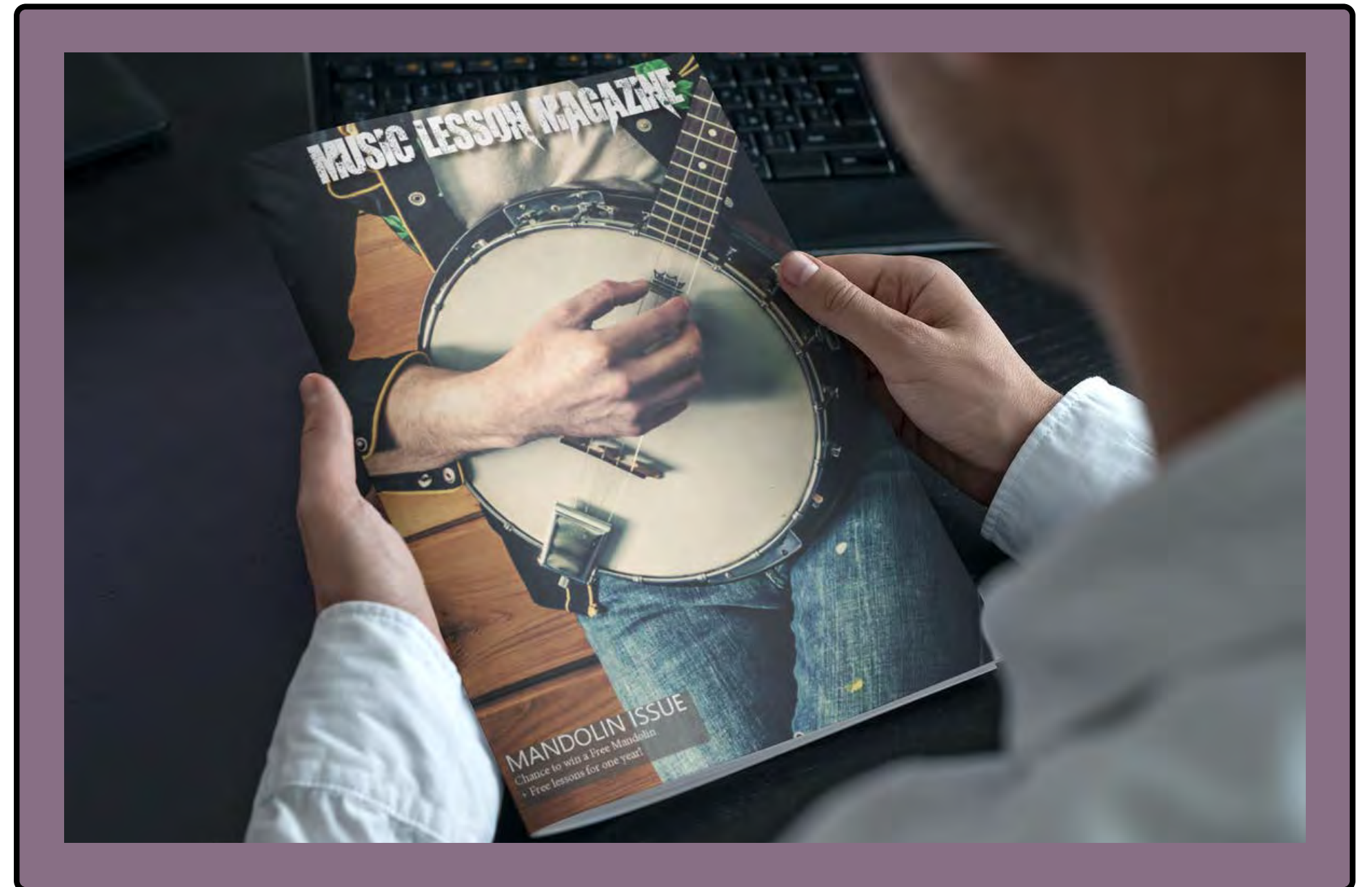
Adobe InDesign

### DESIGN. DETAIL. DIRECTION.

For this assignment we were tasked with creating two different magazine covers intended for two different audiences with the same image using InDesign. This was because all too often we judge a book, or in this case a magazine by it's cover. I did just that. I had one cover as a music lesson magazine and the other for a fictional wrestling company. The cover to the left was the one best received by my instructor.

### CREATIVITY

Creative freedom was applied after finding the perfect background image to use for the cover. I also created fictional names for both magazines, a wrestling company and names that I used.





# BABY SHOWER PRINTABLES



*Baby Predictions*

Date of birth \_\_\_\_\_ Time of Birth \_\_\_\_\_  
Weight \_\_\_\_\_ Length \_\_\_\_\_  
Eye Color \_\_\_\_\_ Hair Color \_\_\_\_\_

My Advice \_\_\_\_\_  
\_\_\_\_\_

Love, 

**BABY PREDICTIONS**



*Diaper Raffle*

bring a pack of diapers (any size)  
for a chance to win a prize!

.....

one small request  
(it's not too hard)

*please bring a book instead of a card*

by signing your book,  
we'll remember & share  
your special gift,  
even when you're not there. 

**RAFFLE & REQUEST**



*Words of Wisdom*

.....  
.....  
.....  
.....  
.....

with love, 

**WORDS OF WISDOM**



If you want to reach out to me, you can do so by clicking on the lower right corner of each and every page.

If you click on the lower left corner or my logo on the upper left corner, you will be taken to my personal website. You can also click on the social media icons and reach out to me on any of those platforms.