

## **My Portfolio**

### **College Pizza -Condensed**

**Assignment Description:** A pizza outlet near a college campus advertised their products using flyers and print ads in the college magazine. Recently, they approached your firm because their customer survey found that they were ineffective in attracting the college crowd. Their current advertisement features images and graphics that make the food seem expensive. Therefore, many college students think that the outlet is out of their budget range.

Your firm has been hired to create a new design for the advertisement. The pizza outlet's design brief includes the expectations and preferences of the target audience. Using the design brief, you must create a mock-up of the advertisement and add your rationale for the components to help your client visualize the final design.

**Assignment Details:** For this design I created my own slogan that fit the needs of the target market. I was able to choose pizza that was appealing and would draw attention. My typography, color choices, and pictures were used to fit the needs requested in the design brief.

A promotional flyer for College Pizza. The background is a high-quality photograph of a large pizza with various toppings (pepperoni, mushrooms, olives, tomatoes, and green peppers) served on a wooden board. To the right of the pizza is a glass of beer with a thick head of foam. In the top left corner is a red square logo with the text 'COLLEGE Pizza' and 'EST 2022'. The main text 'Whatever the Question PIZZA is the Answer' is overlaid in white, with 'PIZZA' in a very large, bold font. At the bottom right, the tagline 'Our Pizza, For All Those Late Nights Studying' is written in white.

COLLEGE  
Pizza  
EST 2022

Whatever the Question  
**PIZZA**  
is the Answer

Our Pizza, For All Those Late Nights Studying

College Pizza-Extended Flyer

**Assignment Description:** A pizza outlet near a college campus advertised their products using flyers and print ads in the college magazine. Recently, they approached your firm because their customer survey found that they were ineffective in attracting the college crowd. Their current advertisement features images and graphics that make the food seem expensive. Therefore, many college students think that the outlet is out of their budget range.

Your firm has been hired to create a new design for the advertisement. The pizza outlet's design brief includes the expectations and preferences of the target audience. Using the design brief, you must create a mock-up of the advertisement and add your rationale for the components to help your client visualize the final design.

**Assignment Details:** This is the extended flyer for the college pizza ad. It was created to allow for the flyer to extend to the 8"x 11".





## **Central Bank**

**Assignment Description:** You are a graphic designer for a magazine. A bank wants to advertise their services for senior citizens in your magazine. The U.S. Census Bureau has reported that senior citizens may represent one in five residents by the year 2030. As the number of senior citizens grows in the United States, they will use their considerable purchasing power in broader ways. Companies trying to tap this market will need to build communication materials considering the needs and preferences of the demographic. For the next issue of the magazine, you must review the advertisement draft for the bank and suggest improvement ideas.

**Assignment Details:** For this assignment we were tasked to make the ad better directed towards the senior citizens within the target market. In this activity, I was able to assess the use of typography and color in the advertisement given in the design brief.



**Central Bank**

*We're here for you*

## »»» It's About Time

Now, I can do all of my  
banking for free,  
anytime I want...

Ok, almost anytime...(lol).



***Free Unlimited Checks***

***No Account Maintenance Fees***

***No Minimum Balance***

***Access to Mobile and  
Internet Banking***

***No Minimum Balance***



To all senior citizens, we are here for you. We are offering risk free senior accounts that are designed to save you money. We offer free access to mobile and Internet banking, no account maintenance fees, no minimum balance is required and we offer free, unlimited checks and ATM cards. Free checking, is available in nearly 5,000 branch office locations, and allows deposits by taking a picture of a check and submitting it through its mobile app. Seniors can also set up Social Security checks for direct deposit, which qualifies for a \$200 sign-up bonus if the direct deposit is set up within 60 days of when the account is opened.

## **Foucs 05 Downtown-Mockup One**

**Assignment Description:** You are a junior graphic designer working at a large graphic design firm that focuses on providing branding, marketing, and advertising solutions for clients in various industries. A New York restaurant has approached your firm to support their current rebranding efforts. This will be a part of their long-term marketing approach. Currently, the restaurant has discovered that most of their patrons do not represent their target audience. They have noticed their patrons consist of Baby Boomers and Gen Xers. Their goal is to cater towards Millennials (Gen Y).

You have been provided with a design brief that includes market research on the target audience. The design brief also includes a current subway banner advertisement that the client is running. Research shows that the target audience frequently uses subways as a means of transportation throughout the city. You have been tasked with proposing design solutions for a new subway banner advertisement to attract their target audience.

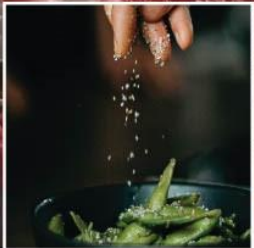
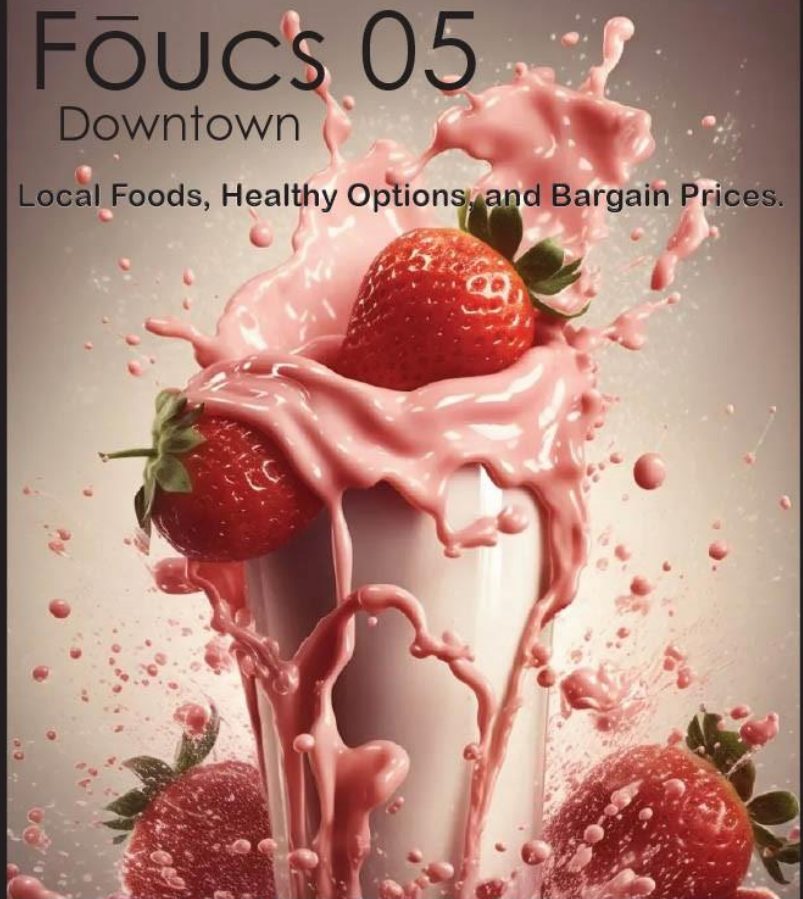
**Assignment Details:** For this assignment we were tasked to create three mockups for this restaurant that demonstrated better advertising for millennials. The target market was directed via the design brief. I had analyzed the target audience needs, expectations, and attributes using the design brief. I also generated ideas for the new advertisement using mood boards and mind maps. As a result, I was able to create the three design mockups.



# Fōucs 05

Downtown

Local Foods, Healthy Options, and Bargain Prices.



171 Spring St, New York ,NY 10012

(212)3434255



## Foucs 05 Downtown-Mockup Two

**Assignment Description:** You are a junior graphic designer working at a large graphic design firm that focuses on providing branding, marketing, and advertising solutions for clients in various industries. A New York restaurant has approached your firm to support their current rebranding efforts. This will be a part of their long-term marketing approach. Currently, the restaurant has discovered that most of their patrons do not represent their target audience. They have noticed their patrons consist of Baby Boomers and Gen Xers. Their goal is to cater towards Millennials (Gen Y).

You have been provided with a design brief that includes market research on the target audience. The design brief also includes a current subway banner advertisement that the client is running. Research shows that the target audience frequently uses subways as a means of transportation throughout the city. You have been tasked with proposing design solutions for a new subway banner advertisement to attract their target audience.

**Assignment Details:** For this assignment we were tasked to create three mockups for this restaurant that demonstrated better advertising for millennials. The target market was directed via the design brief. I had analyzed the target audience needs, expectations, and attributes using the design brief. I also generated ideas for the new advertisement using mood boards and mind maps. As a result, I was able to create the three design mockups.



### **Foucs 05 Downtown-Mockup Three**

**Assignment Description:** You are a junior graphic designer working at a large graphic design firm that focuses on providing branding, marketing, and advertising solutions for clients in various industries. A New York restaurant has approached your firm to support their current rebranding efforts. This will be a part of their long-term marketing approach. Currently, the restaurant has discovered that most of their patrons do not represent their target audience. They have noticed their patrons consist of Baby Boomers and Gen Xers. Their goal is to cater towards Millennials (Gen Y).

You have been provided with a design brief that includes market research on the target audience. The design brief also includes a current subway banner advertisement that the client is running. Research shows that the target audience frequently uses subways as a means of transportation throughout the city. You have been tasked with proposing design solutions for a new subway banner advertisement to attract their target audience.

**Assignment Details:** For this assignment we were tasked to create three mockups for this restaurant that demonstrated better advertising for millennials. The target market was directed via the design brief. I had analyzed the target audience needs, expectations, and attributes using the design brief. I also generated ideas for the new advertisement using mood boards and mind maps. As a result, I was able to create the three design mockups.

*Unique Dining Experiences*

*Affordable Food*

Fōucs 05  
Downtown



171 Spring St, New York ,NY 10012

(212)3434255

### Focus Reboot One

**Assignment Description:** You are a junior graphic designer working at a large graphic design firm that focuses on providing branding, marketing, and advertising solutions for clients in various industries. A New York restaurant has approached your firm to support their current rebranding efforts. This will be a part of their long-term marketing approach. Currently, the restaurant has discovered that most of their patrons do not represent their target audience. They have noticed their patrons consist of Baby Boomers and Gen Xers. Their goal is to cater towards Millennials (Gen Y).



**Assignment Details:** If you'd like to provide more than 3 iterations, simply duplicate a blank iteration page for each and insert it after Iteration 3.



**Foucs 05**  
Downtown

# ALL-YOU-CAN-EAT

7 Days a Week

171 Spring St, New York ,NY 10012

Phone: (212)3434255



Focus Reboot Two



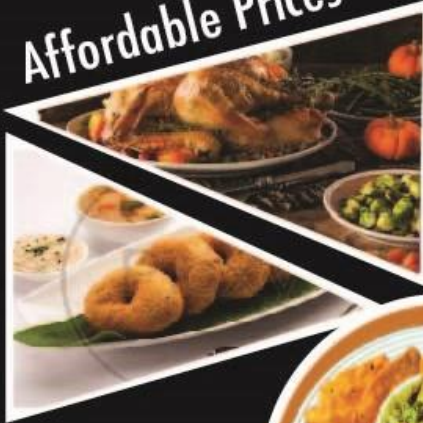
**Assignment Description:** You are a junior graphic designer working at a large graphic design firm that focuses on providing branding, marketing, and advertising solutions for clients in various industries. A New York restaurant has approached your firm to support their current rebranding efforts. This will be a part of their long-term marketing approach. Currently, the restaurant has discovered that most of their patrons do not represent their target audience. They have noticed their patrons consist of Baby Boomers and Gen Xers. Their goal is to cater towards Millennials (Gen Y).

**Assignment Details:** If you'd like to provide more than 3 iterations, simply duplicate a blank iteration page for each and insert it after Iteration 3.



Affordable Prices

Large Menu



Foucs 05  
Downtown

171 Spring St, New York ,NY 10012 Phone: (212)3434255

### **Foucus Reboot Three**

**Assignment Description:** You are a junior graphic designer working at a large graphic design firm that focuses on providing branding, marketing, and advertising solutions for clients in various industries. A New York restaurant has approached your firm to support their current rebranding efforts. This will be a part of their long-term marketing approach. Currently, the restaurant has discovered that most of their patrons do not represent their target audience. They have noticed their patrons consist of Baby Boomers and Gen Xers. Their goal is to cater towards Millennials (Gen Y).

**Assignment Details:** If you'd like to provide more than 3 iterations, simply duplicate a blank iteration page for each and insert it after Iteration 3. u are a junior graphic designer working at a large graphic design firm that focuses on providing branding, marketing, and advertising solutions for clients in various industries. A New York restaurant has approached your firm to support their current rebranding efforts. This will be a part of their long-term marketing approach. Currently, the restaurant has discovered that most of their patrons do not represent their target audience. They have noticed their patrons consist of Baby Boomers and Gen Xers. Their goal is to cater towards Millennials (Gen Y).

**Assignment Details:** If you'd like to provide more than 3 iterations, simply duplicate a blank iteration page for each and insert it after Iteration 3.

Foucs 05  
Downtown

Pizza  
Burger

Hot Dog



Affordable Prices



Best



Food



Ever

171 Spring St, New York ,NY 10012

Phone: (212)3434255



## **Community Cup**

**Assignment Description:** A coffee shop is opening in a neighborhood center that is going to be the home of several new businesses. The client has a vision of the coffee shop becoming a gathering place for people of all ages in the community. As part of a larger marketing campaign, the poster will inform the community about the opening of this new coffee shop.

**Assignment Details:** For this assignment we were tasked to:

- Ideate: Define the problem statement based on analysis.
- Define: Explain why the current advertisement does not attract the target audience.
- Explain how each mock-up meets design needs.

*Discount*

**15%**

On Your First  
Cup of Coffee!



GRAND OPENING

# Community Cup

*Brewing Community One Coffee at a Time!*

A Warm place for people of all ages in the community

*Opening Date: December 10th at 7 A.M*

Gather to talk, work, or  
relax while enjoying great coffee



Call: 7193301234



42 Central Hub Place



@communitycup\_chp

## Logo Designs

**Assignment Description:** The following logo designs are real life logos that I designed for companies. Each one was an assignment, and I was freelancing.

**Assignment Details:** Create a business logo for the company to use on their marketing materials and website.

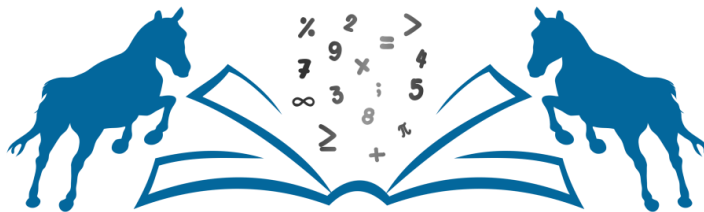








A FRIEND OF  
**MINE EQUINE**  
FIRST AID LLC



A FRIEND OF MINE EQUINE  
Reading & Math Program LLC



**BETTER DAYS**  
HOME CARE







Herr To The Throne  
Franchises LLC