



Graphic Design

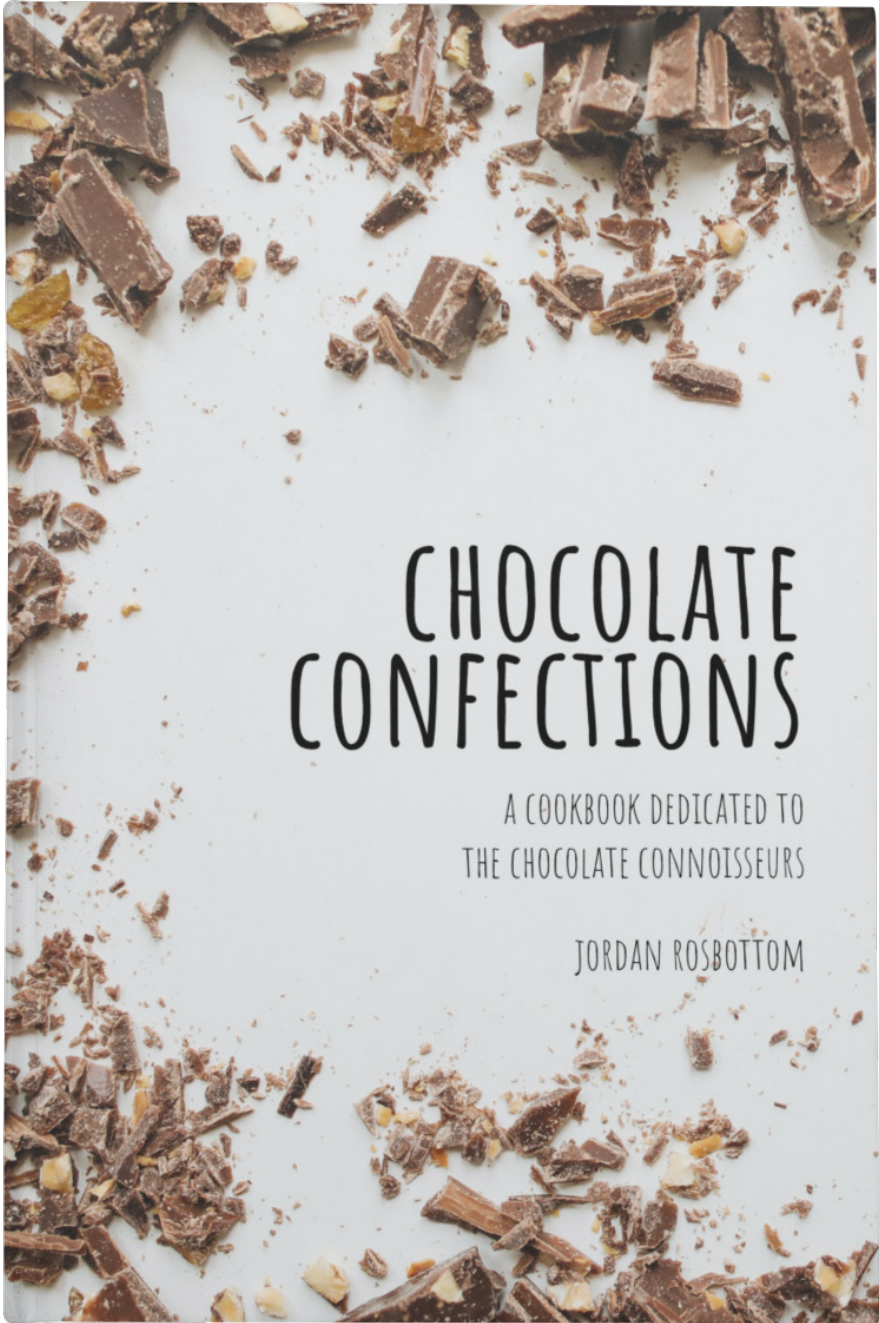
Chocolate Confections

The goal of this piece was to create a cookbook of. Abiding by a proper hierarchy; and styling it all in an appealing fashion to create the atmosphere the client was looking for.

Chocolate Confections sought to appeal to the everyday chocolatiers. The sweet tooth. Anyone who might be interested in the product of chocolate.

Utilizing home style type and backing it up with delicious photography; the goal was to produce an air of comfort. This cookbook wasn't designed to be pretentious, regal or exclusive, and thus it is presented as such.

The Chocolate Confections cookbook appeals to the market that it needs to. Within all of it's attributes it looks to be approachable. Anyone interested in cooking themselves a sweet treat should feel good and ready to use this cookbook.



Oceanic Cafe

The Oceanic Cafe needed a brand re-haul, including a storefront logo, social media advertisement designs, and a re-design of their menu.

Using their mantra ‘Taste the food, Feel the breeze’, I wanted to create a logo that encapsulated the laid back, wavy feel of the cafe.

Through a cool blue and wavy script font paired with the iconic palm tree iconography, the logo I created fits the mold I was shooting for. Hopefully inspiring onlookers to sit back, relax for a bit and take in the atmosphere of the Oceanic Cafe.



Menu Design

Oceanic Cafe

Sandwiches

All sandwiches served with your choice of potato chips, cole slaw, pasta salad or garden side salad.

Grilled Cheese Sandwich | \$3.95
Warm, melted American cheese on buttery grilled toast. With bacon, add **95¢**.

Spicy Chicken Sandwich | \$4.95
Our crispy breaded chicken breast features a zesty blend of peppers and spices. Served with crisp lettuce, vine-ripened tomato and your choice of bleu cheese dressing or mayo.

Grilled Chicken Sandwich | \$4.95
A marinated, grilled chicken breast topped with crisp lettuce, vine-ripened tomato and mayo.

Angus Burger | \$3.95
One hot-off-the-grill quarter-pound Angus patty on a toasted bun and your choice of toppings.

The Original Double Cheeseburger | \$4.95
Two hot-off-the-grill quarter-pound Angus patties with American cheese on a toasted bun and your choice of toppings.

Bacon and Cheese Angus Burger | \$5.95
A quarter pound Angus burger with melted American cheese and thick hardwood-smoked bacon and your choice of toppings.

Chef's Specials

Quiche of the Day | \$7.95

Salads

Add grilled chicken to a salad for an additional **\$1.95**

Vineyard Salad | \$7.95
Green leaf lettuce with grapes, toasted almonds, manchego cheese and balsamic vinaigrette.

Garden Salad | \$7.95
Baby greens with red onions, tomatoes, shredded carrots, cucumbers and a choice of dressing.

BLT Salad | \$7.95
Romaine lettuce with bacon, tomato, red onions, boiled egg and homemade croutons with buttermilk dressing.

Pear, Pecan & Gorgonzola Salad | \$7.95
Baby greens with sliced pears, toasted pecans, gorgonzola cheese and lemon vinaigrette.

Asian Salad | \$7.95
Napa and red cabbage with mandarin oranges, sliced almonds, edamame, crispy wontons and ginger soy dressing.

Beverages

Chocolate, Vanilla, Strawberry, Orange Freeze & Banana Shakes | \$4.50
All our shakes begin with two hand-dipped scoops of homemade ice cream, real milk, and topped with whipped cream and a cherry.

Cold Beverages | \$4.50
Fountain drinks, Iced tea, Fresh squeezed lemonade

Hot Beverages | \$2.50
Coffee, Tea, Hot Cocoa

Social Media Advert

Taste the food • Feel the breeze

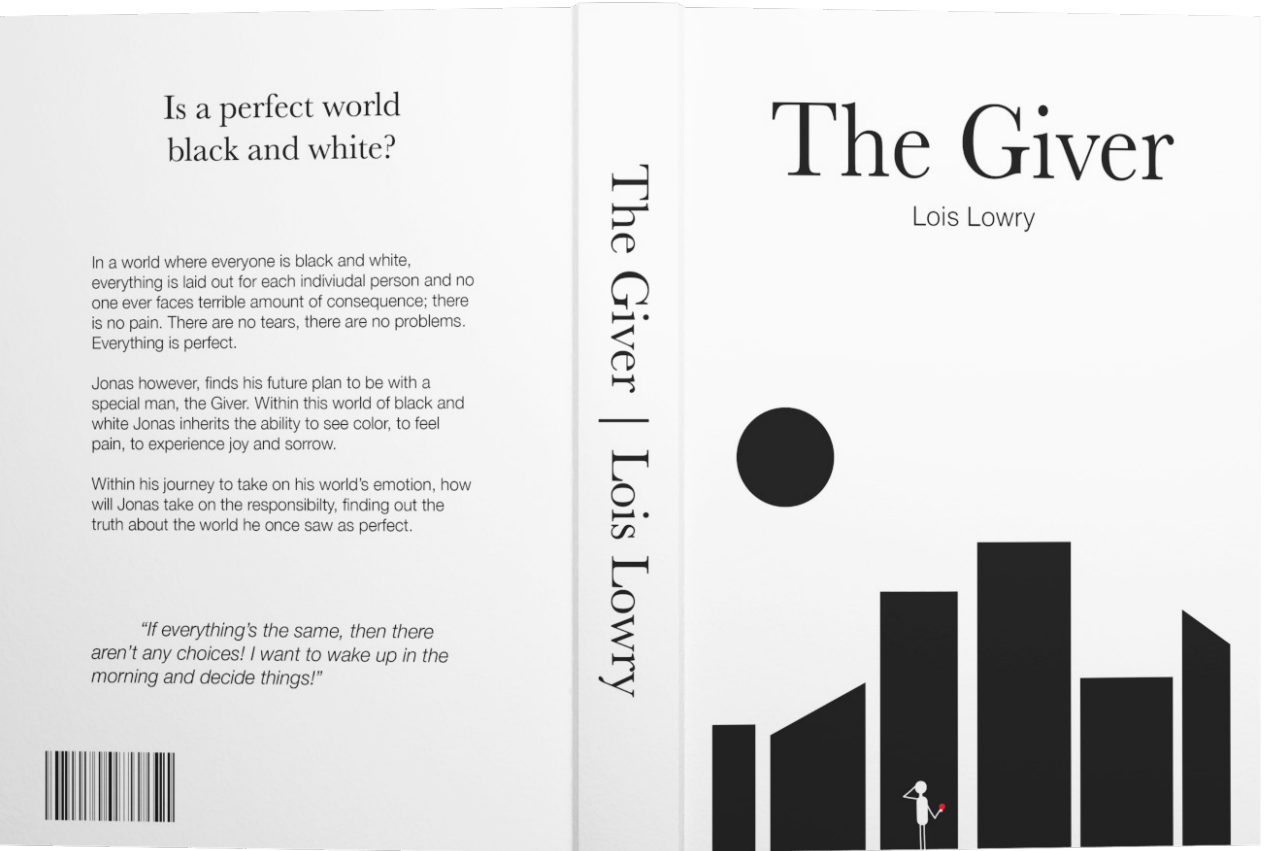
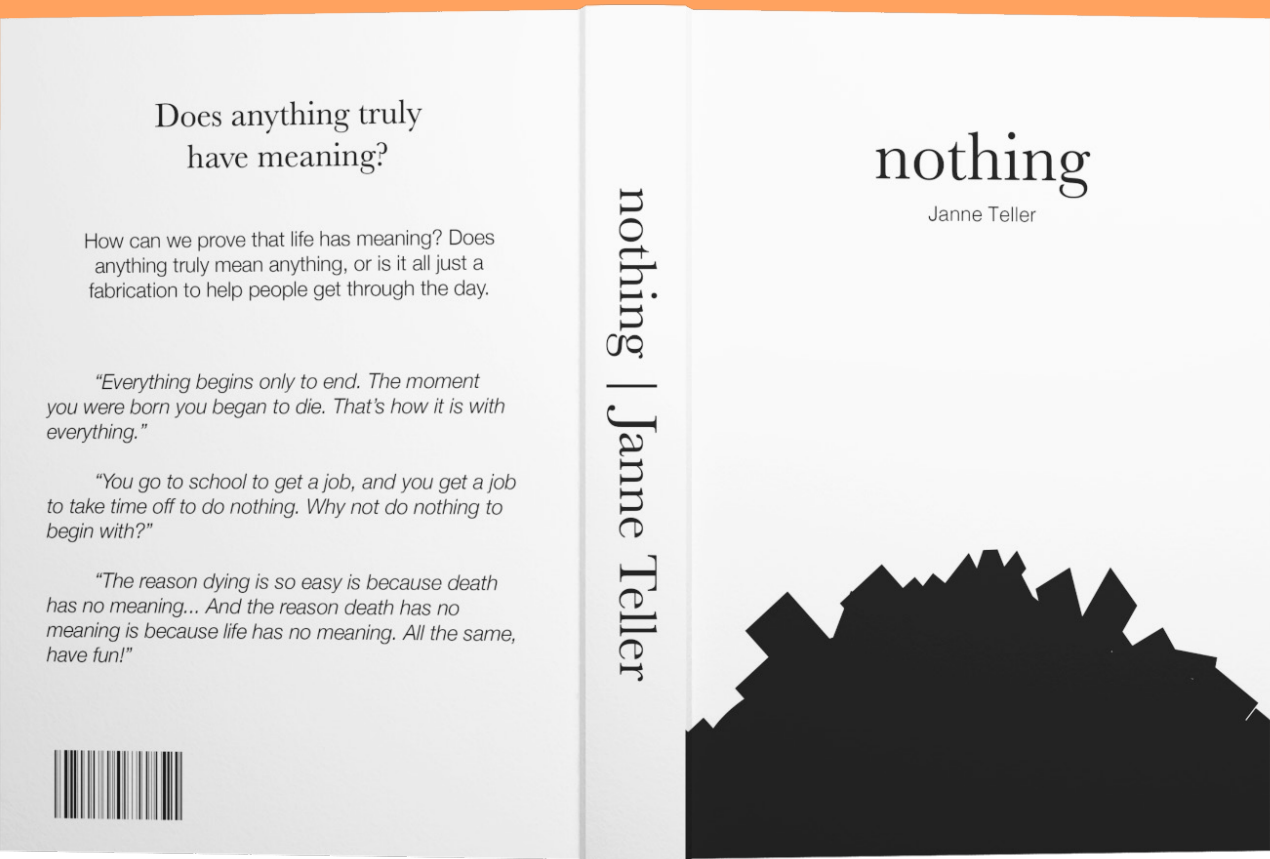
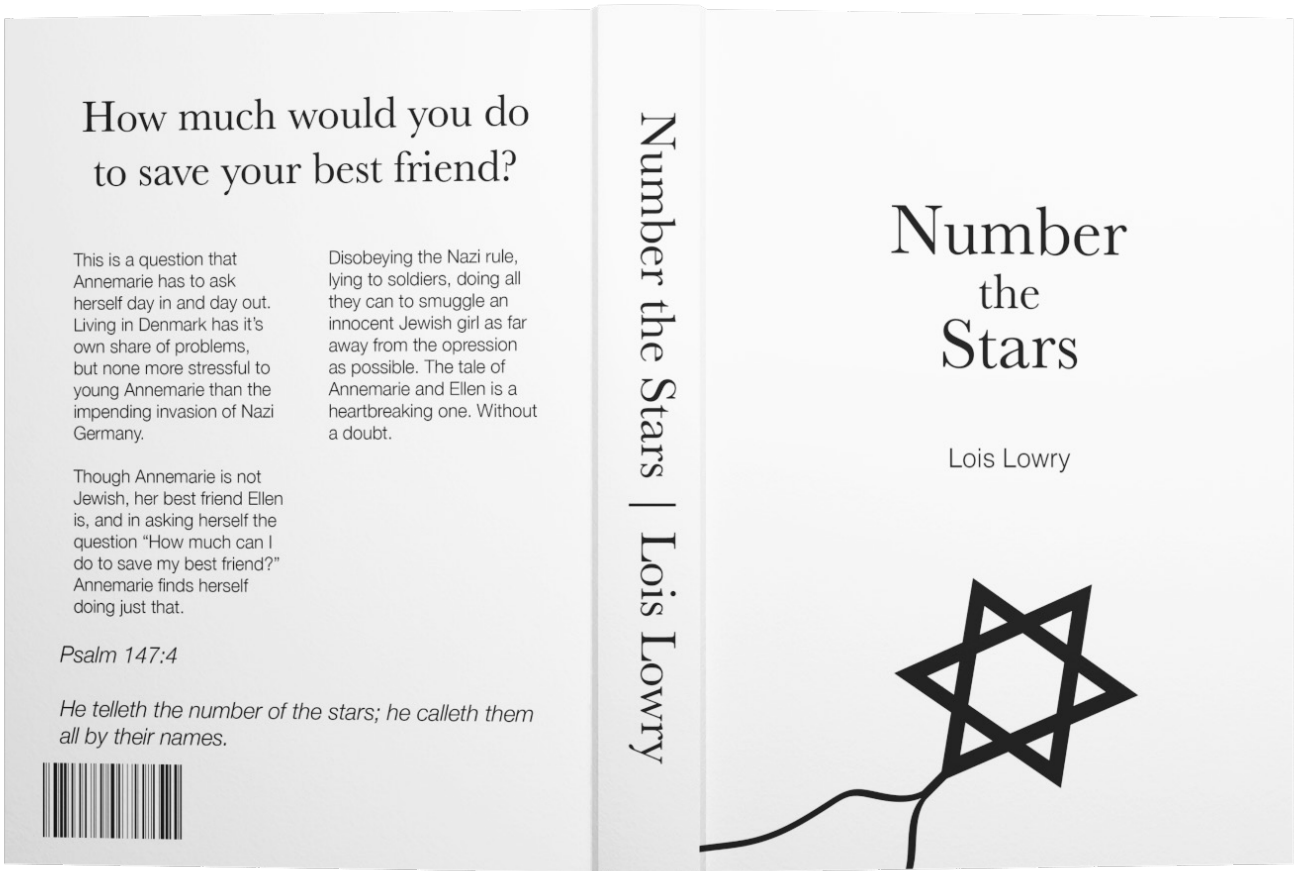
Book Cover Series

This series of book covers was made with a single intention; capturing the biggest themes and meanings within each book with a simple and sweet digital illustration.

Within the Number the Stars cover I illustrated Ellen’s necklace, the symbol of their friendship and the object that keeps the novel moving.

Within the second illustration I created the simple black and white world, cut off by Jonas and his ability to experience color, within the apple; his first look into the outside.

The third Illustration for Nothing is the simplest of the three. It represents the pile of meaning, that within the philosophy of the novel, eventually appeared to truly mean nothing at all.



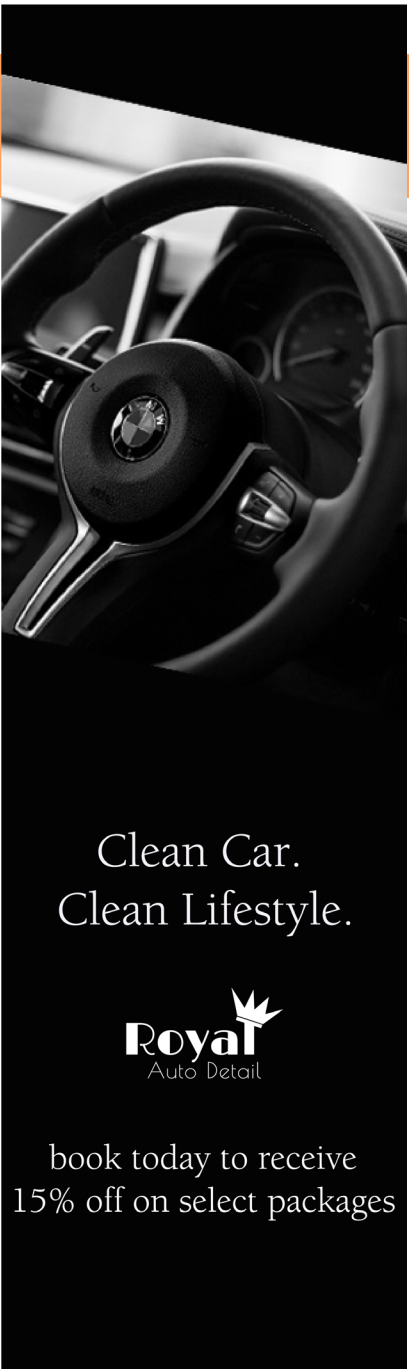
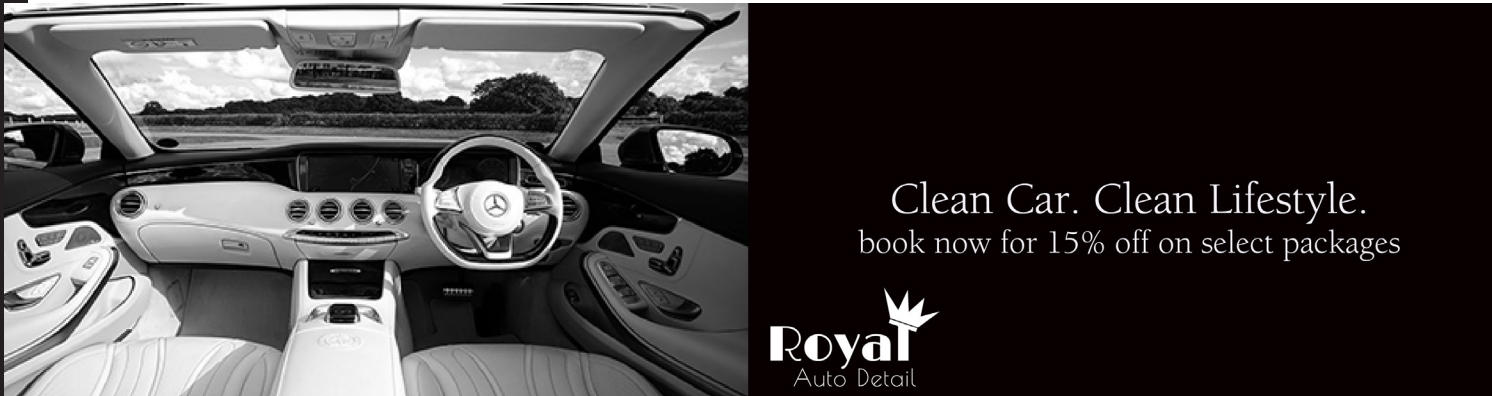
Royal Auto Detail

Royal Auto Detail needed a series of three adverts, within three different dimensions for different platforms.

Utilizing clean black and white along with simple but effective text, the viewer understands instantly what Royal Auto Detail is all about.

Creating a regal atmosphere within such a small space is not always an easy task, but through the logo work, font usage and color pallet I believe the message comes across in full force to anyone who comes across this advert.

The product's target market is a small percent of the population. This series I think accomplished what it set out to do in creating that sense of exclusivity, creating that true feeling of royalty within an advert.



Worldwide Air

The newly born Airline 'Worldwide Air' needed branding done for their general brand as well as an annual report to address their shareholder's.

The logo I worked on first and foremost, as the defining part of their brand I wanted something timeless as well as functional and competitive in terms of modern logo work.

What I landed on I believe accomplishes what was set out for. Their brand goal is to have the furthest reach possible, servicing maximum clients around the globe. Knowing this I felt the blue and white scheme was a good call as it is not only making them out to be professional, but it also works well with the worldwide concept they are going for.

As far as the annual report goes I stuck with similar themes, using imagery of soaring planes and deep blue skies to really capture the growth mindset the company is adopting, while adhering to their brand identity.

I also decided to use a large amount of color blocking within the annual report, something that I think a document like this can really benefit from, due to the nature of big blocks of text being less flavorful when they're just dropped on big white space.

Leader board Web Ad (780px x 90px)



Worldwide AIR From everywhere.
To anywhere.

Orange Dream

Orange Dream being a Orange Soda company, needed branding done, in the shape of a social media advert, a website advert and a logo.

Staying true to the spirit of Orange Dream, the campaign centered around their slogan. Within the black and orange I wanted to make the words pop, utilizing a bold font to further encapsulate that.



Relax, refresh, enjoy. Something never done better than sitting down and cracking open a nice cold beverage.

I used the can mock ups here as the basis for the advertisements because it exemplifys that better than anything. The product is about that refreshing, relaxing experience.



Be Dauntless

The Client for the 'Be Dauntless' company branding came to me with a concept and a brand message and not much else. Through my conversations with him we were able to really get to the heart of the product that he wanted and the message he wanted to send with his branding.

He wanted something aggressive, something that shouted to be fearless, to be dauntless. I thought the red and black color scheme complimented the message well, it speaks aggressively to the viewer, as it wants to. The company was planned out to be motivational, to be something that drives people toward doing what they want to be doing, without hesitation. The bold red Dauntless is in your face, but that's the point. It's there to motivate, it's there to deny the doubts in your head, which is not always something that is easily accomplished without being bold.



The web branding and the tagline we decided on come in a similar vein to the logo. 'Fear is Fuel' with a bold red color block really defines the message the company wants to send, and pushes their message one step forward if the logo didn't already drive the point home.

We experimented with some other color pairings through the work I did for Dauntless, but eventually the black and red was decided upon to be definitive for the brand's message, as the colors spoke the message in tandem with the words in the adverts; better than any other color scheme could.

