

Design a. Portf olio

Self-promotion at its best



Craig Welsh/
Go Welsh

To Virginia, Nancy, and Anna.

Design e-Portfolio Folio

Self-promotion at its best



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Craig Welsh/
Go Welsh

Foreword

Three months of gathering design portfolios and self-promotions resulted in a collection of more than 1,800 images. *Design: Portfolio* features more than 300 outstanding portfolio and self-promotions from exceptional designers and studios around the world.

The range of projects submitted and featured in the book is as varied as the designers and studios producing the work—books, brochures, buttons, packaging, postcards, wearables, and much more. Twenty Closer Look features in the book offer brief commentary on specific design details that are worthy of closer inspection.

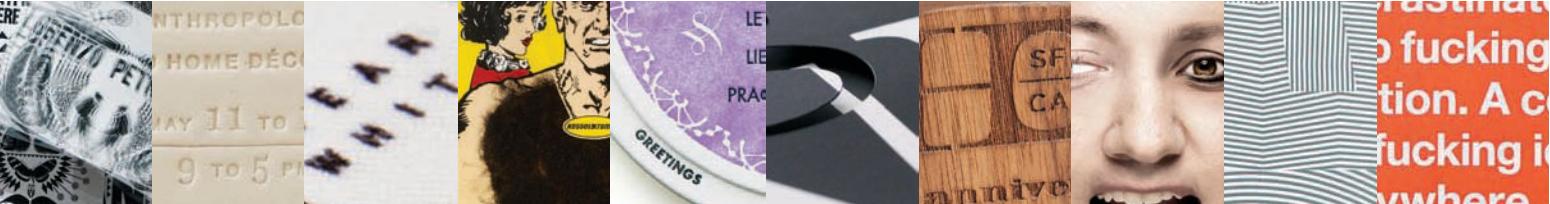
We also asked five highly respected designers to talk about what makes a great portfolio and self-promotion. Each essay was written specifically for this volume by some of the most experienced and creatively successful design professionals as well as some who are still in the earlier stages of their careers and quickly making names for themselves.

Three cheers for design!



Design: Portfolio

SELF-PROMOTION AT ITS BEST



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CRAIG WELSH

Introduction

Admittedly, the notion of "portfolio" has shifted dramatically in a very brief period of time.

Portfolio as object, a case that houses physical samples of work, has seemingly been replaced by portfolio as content, an ever-malleable set of digital samples of work that can morph and adapt at a moment's notice to all manner of media.

The making of a design portfolio had typically been a very laborious task that involved tedious, time-consuming, and often expensive reproduction methods. Crafting a collection of one's design work required adept use of craft knives and metal straightedges, and a well-ventilated area in which to use spray adhesive. However, as less expensive, short-run, digital printing has gained increasing acceptance and PDF files, websites, blogs, and social media have provided near-immediate updating of a designer's most recent work, the time and monetary investments in showcasing one's work have shifted.

Nonetheless, as evidenced by this book's content, the most critical elements in creating successful and memorable design portfolios and self-promotions still hold true, regardless of the media employed: Thoughtful creativity and an unrelenting commitment to details are the core elements of design that arrest attention and compel action.

At a time when designers are more often thinking of personal branding and their individuality, it's reassuring to see a book, such as this one, take its place in the world. It reminds us that designers are part of a larger community and that there is lasting value in the physical presence of design.

This book is a volume of shared pages, ideas, and methods by which to teach, learn, and be inspired. The design community's portfolio is in your hands. Enjoy.

NICK ASBURY

Bollington, Cheshire, United Kingdom

Show Off

Woody Allen said that 90% of success is showing up. Looking at the design industry, you could say the other 10% is showing off. Self-initiated and self-promotional work has always played a big part, both for rising stars making their names and global firms keen on maintaining a creative reputation.

There's nothing wrong with this. Indeed, there's a lot right with it. Simply moving from one client brief to another is a passive existence for any creative person. A self-initiated project is a chance to explore ideas and elements of your craft that would otherwise never see the light of day.

There's a subtle distinction between self-promotional work and self-initiated work. The former is explicitly produced for the purpose of promoting yourself—that's the only reason it exists. It might be a book detailing your best projects or a mailer talking about your company approach.

Self-initiated projects are different. They're ideas you pursue yourself, without the involvement of a client, but that have a purpose beyond self-promotion. For me, this is an interesting seam to explore. It might be a book of poetry rearranging the words on corporate websites or inventing the language equivalent of the Pantone® color-matching system. If you pursue an idea you find interesting, there's a good chance other people will too.

Of course, self-promotion is a useful side effect when these projects go well. But the same is true of client work. Do a great job for a client and it won't just be good for them. Your firm's reputation

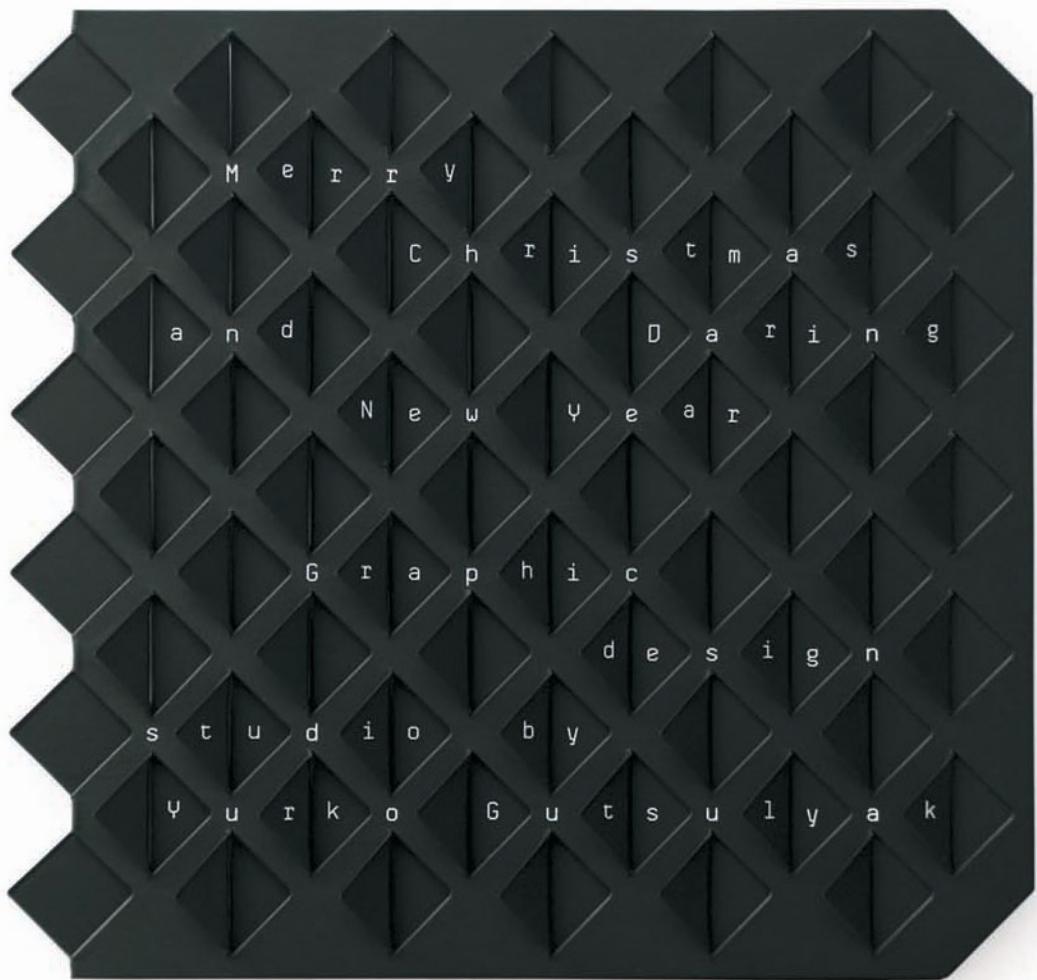
grows by association, among your peer group and other potential clients. In that sense, all work is self-promotional. You just have to make sure the world knows about it—which brings us back to showing off.

However you do it, showing off has to be done. Many of the best things that happen in any creative career come about through serendipity: striking up a friendship with a like-minded collaborator, or bumping into the right client at the right time. Showing off helps serendipity happen. The more visible you are to your peers and the world at large, the more likely it is you'll get that magical, career-changing email out of the blue. That's partly why I said yes to writing this article—it's a form of showing off. And you never know who might be reading.

CLOSER LOOK

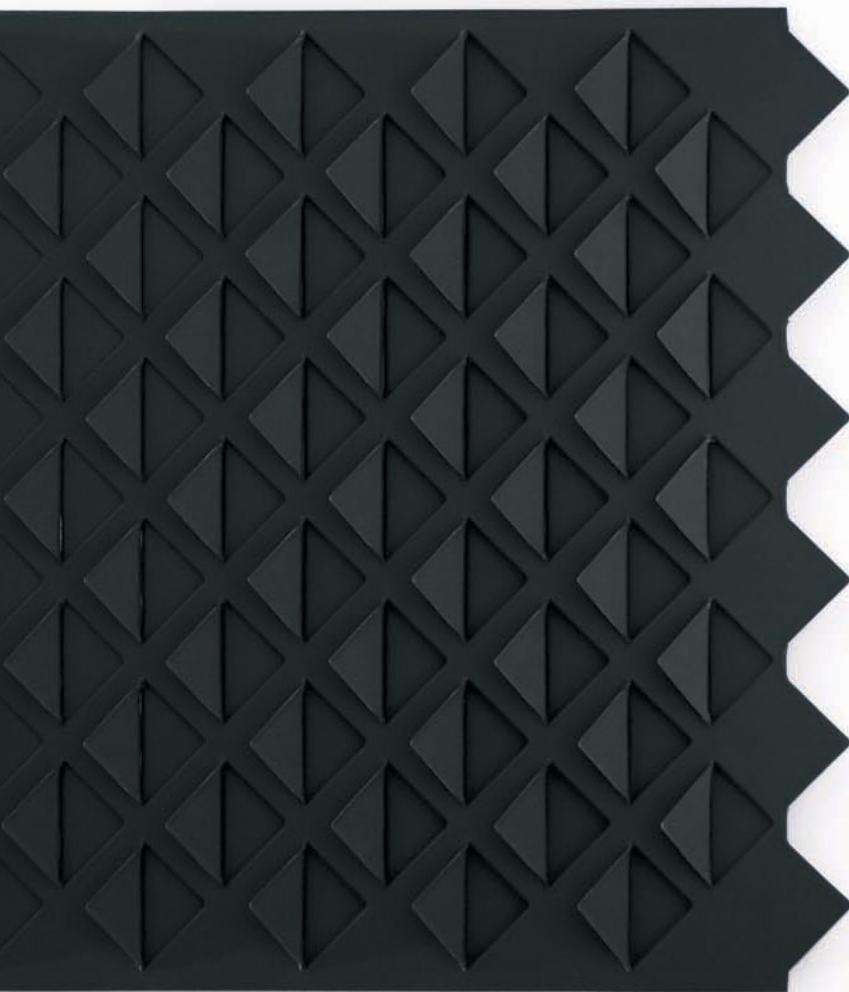
Yurko Gutsulyak

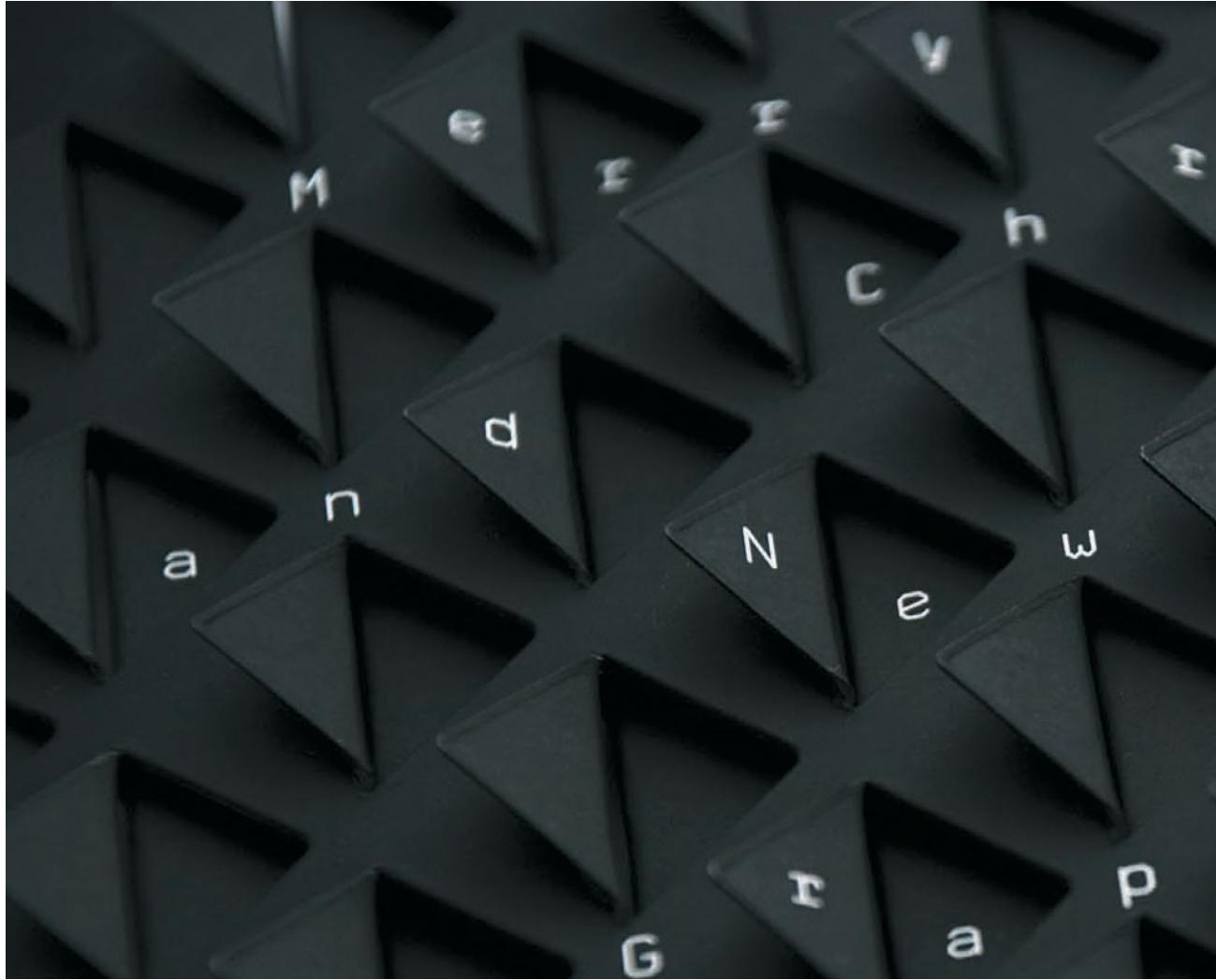
"Daring" comment in copy is an accurate reflection of the overall mood of the piece.





See-through sexy





Very tight registration with printing, diecutting, and finishing. Fascinating attention to detail.

**FIRM**

Graphic Design
Studio by Yurko
Gutsulyak

PROJECT

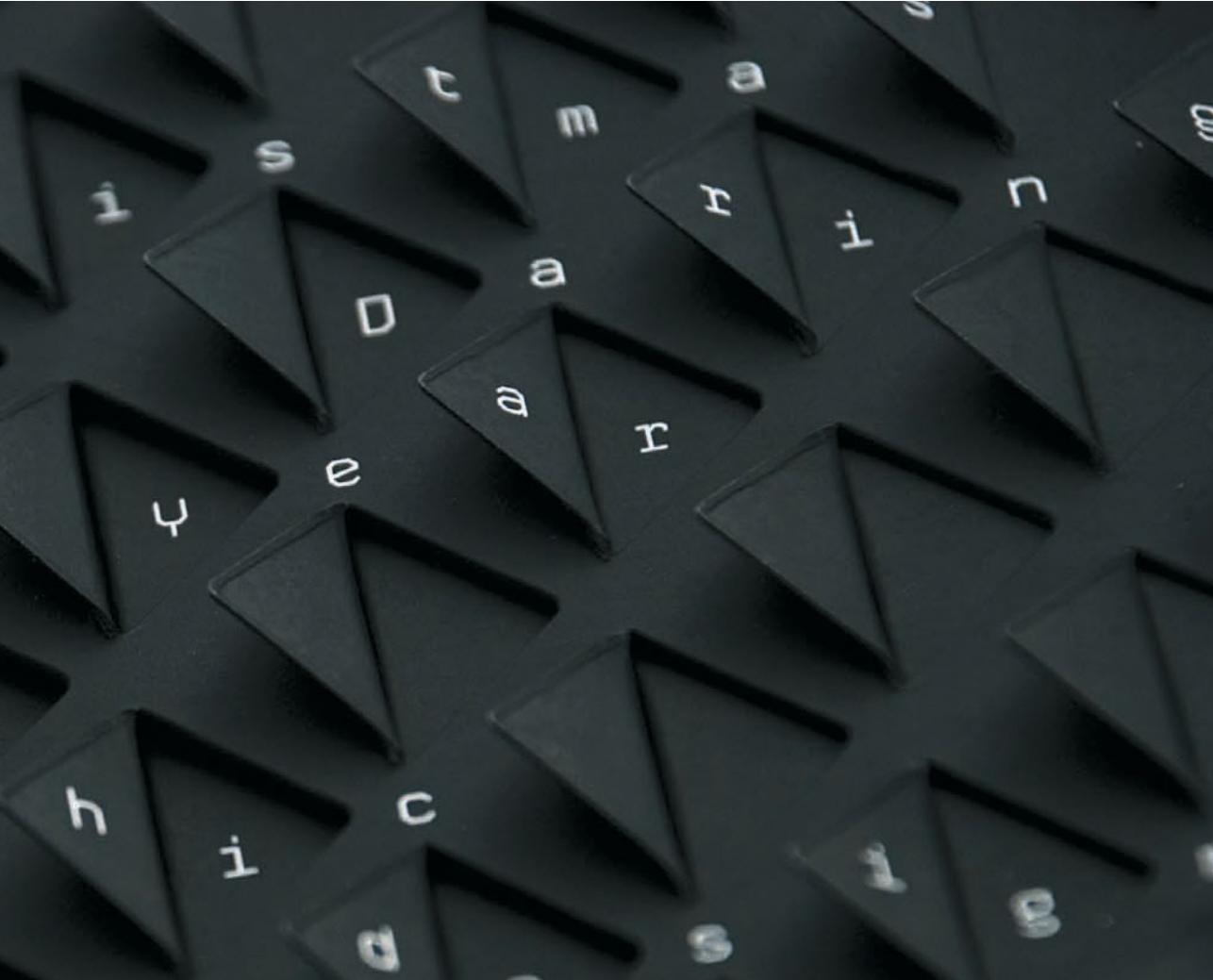
Dragon Card

ART DIRECTOR

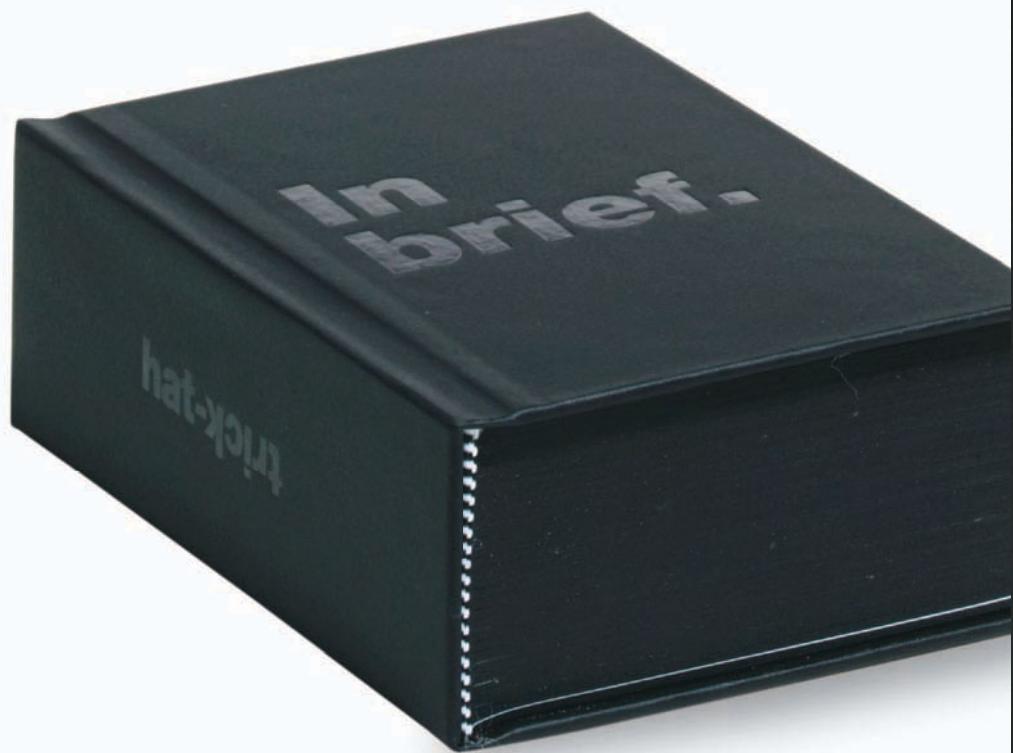
Yurko Gutsulyak

DESIGNER

Yurko Gutsulyak



Mysterious, intricate
diecuts and folds

**FIRM**

hat-trick

PROJECT

In Brief Book

ART DIRECTORS

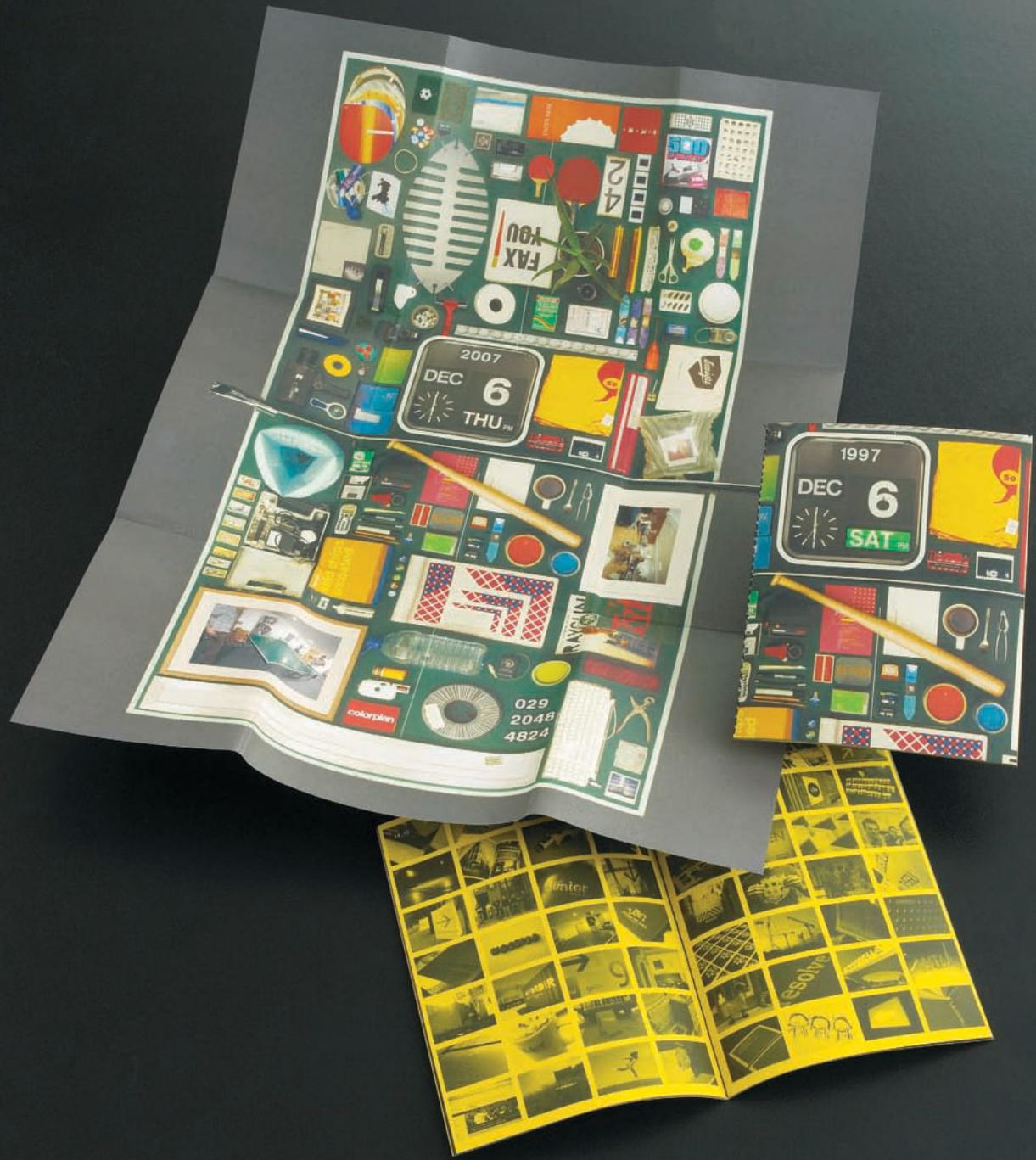
Jim Sutherland

Gareth Howat

DESIGNER

Alexander Jurua



**FIRM**

Elfen 10

PROJECT

Self-Promotion
Brochure & Poster



FIRM
Matter Strategic
Design

PROJECT Matter 2011 Notebook

ART DIRECTOR
Mike Kasperski

DESIGNER
Mike Kasperski



FIRM

Exit 10 Advertising

PROJECT

Exit 10 Christmas Card

ART DIRECTOR

Carl Nielson

DESIGNER

Carl Nielson


FIRM

Base Art Co.

PROJECT

 Self-Promotion
Mailers

ART DIRECTOR

Terry Rohrbach

DESIGNERS

 Terry Rohrbach
Drue Dixon

HOT®

17 BRICKEL ST. STE. D
COLUMBUS, OH 43215

BASEARTCO.COM

Yum Yum?

Sakura Japanese Steakhouse came to us with a goal of launching their restaurant in a very upscale area of Easton Town Center, one of the country's premiere retail destinations. (On the off chance you don't speak Japanese, Sakura means cherry blossom.) So, leveraging that influence along with the rich visual of Japanese culture, we helped create this brand from scratch designing their identity, menus, lobby cards, exterior signage and a micro site.

SAKURA

SAKURA JAPANESE STEAKHOUSE

MANTRA NO. 05

BASE ART CO.

Design is art at work.

At Base Art Co., we uphold certain truths that guide us and fuel our passion to create great design communications that inspire, motivate, and differentiate. Design is art at work...honestly.

In working with Sakura Japanese Restaurant, our mission was to create a memorable environment that brought the brand to life through multiple customer touch points. Take a look at our case study or check out our Web site, baseartco.com, for more on Sakura.

We'd love the opportunity to get together to learn more about your company and share a few case studies that are relevant to the types of services you provide. Call us or we'll call you; either way let's chat.

Best,

tr
Terry Roidbach
Principal

17 BRICKEL ST. STE. D, COLUMBUS, OH 43215 | 614.224.4535 | BASEARTCO.COM



FIRM
Curious

PROJECT

Curious Thinking Mailer

ART DIRECTOR

DESIGNER
Curious

**FIRM**

Hybrid Design

PROJECT

Work & Play

ART DIRECTORS

Dora Drimalas
Brian Flynn

DESIGNERS

Ed O'Brien
Caleb Kozlowski

**FIRM**

5Seven

PROJECT5Seven
Self-Promotion**ART DIRECTOR**

Clint Delapaz

DESIGNER

Clint Delapaz



**FIRM**

Studio Usher

PROJECT

Make Your Mark
Booklet

ART DIRECTOR

Naomi Usher

DESIGNER

Naomi Usher

**FIRM**

C&G Partners

PROJECT

Brand Identities
Book

ART DIRECTORS

Emanuela Frigerio
Steff Geissbuhler

DESIGNER

Hyun Auh

**FIRM**

Ross Chandler
Creative

PROJECT

Portfolio Handout

ART DIRECTOR

Ross Chandler

DESIGNER

Ross Chandler



FIRM
Gilah Press
& Design

PROJECT
Designers
Postcards

ART DIRECTOR
Kat Feuerstein

DESIGNER
Katie Smith

CLOSER LOOK

Justin Speers



Minimal color palette
allows work to be
center of attention.



Self-mailer design
saves time and money.



Hand-cut
masking tape
serves as
closure.



Everyday materials like
reinforced packaging
tape and stock
envelopes from office
supply store

**FIRM**

Justin Speers

PROJECT

Portfolio
Mailer

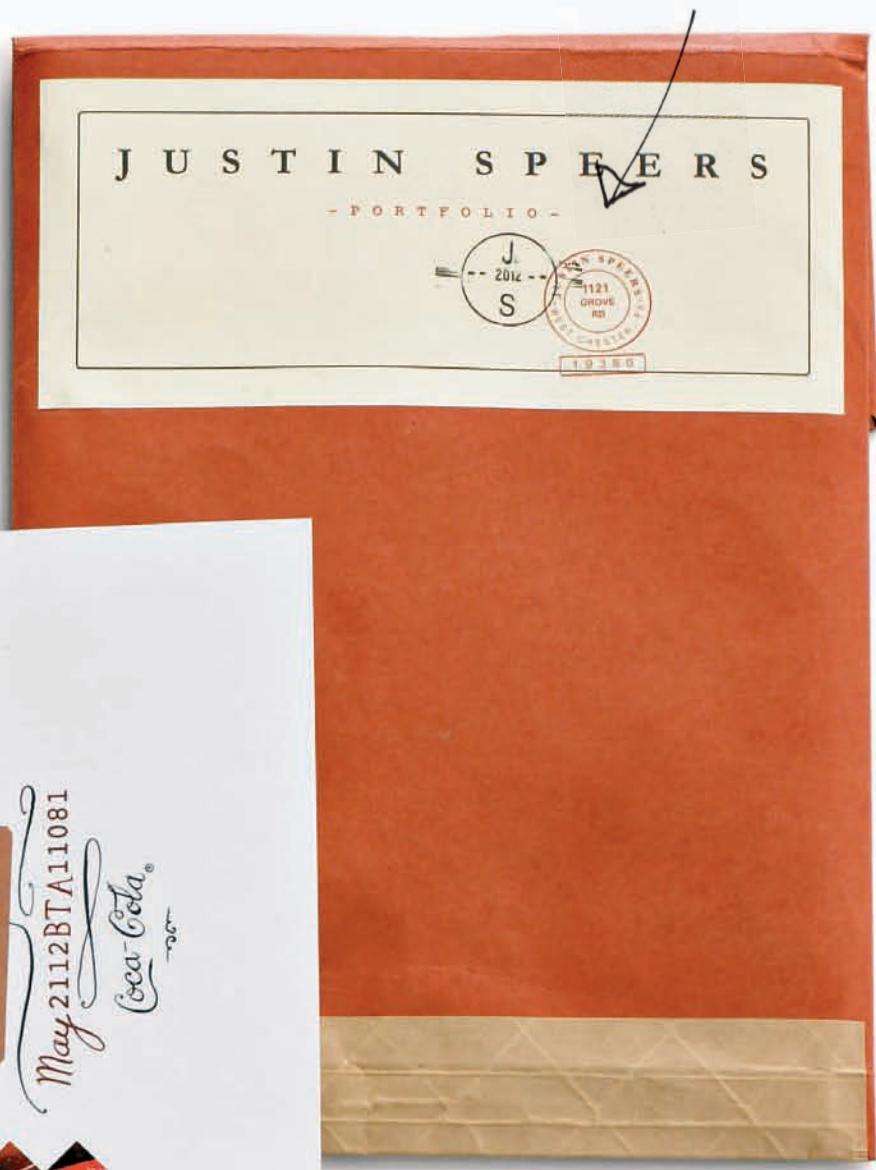
ART DIRECTOR

Justin Speers

DESIGNER

Justin Speers

Postal stamp design
crafts a sense of the
piece being official
and authentic.





FIRM
Chris Maghintay

PROJECT
Self-Promotion Materials

DESIGNER
Chris Maghintay



FIRM
MDG, Inc.

PROJECT
Agency Promo
Book

ART DIRECTOR
Tim Merry

DESIGNER
Kris Greene



FIRM
Funnel: Eric Kass

PROJECT
*Funnel: The Fine
Commercial Art
Practice of
Eric Kass*

ART DIRECTOR
Eric Kass

DESIGNER
Eric Kass

**FIRM**

9 Myles, Inc

PROJECT

Self-Promotion

ART DIRECTOR

Myles McGuiness

DESIGNER

Myles McGuiness



FIRM
Ologie

PROJECT
Ologie
Capabilities Book

ART DIRECTORS
Bev Bethge
Kelly Ruoff

DESIGNER
Dan McMahon



FIRM
Studio Usher

PROJECT
Postcard: Sunny
Summer Solstice

ART DIRECTOR
Naomi Usher

DESIGNER
Naomi Usher



FIRM
Smbolic

PROJECT
SM Self-Promo

ART DIRECTORS
Kevin Krueger
Dave Mason
Greg Samata

DESIGNER
Kevin Krueger



FIRM
Alt Group

PROJECT
This Over That

ART DIRECTOR
Dean Poole

DESIGNERS
Dean Poole
Tony Proffit

CLOSER LOOK

Design Ranch

One-color printing on
textured cloth
creates a tactile
experience.

BRAND SPANKIN'





Pop-up promotion
within the promotion
provides an unexpected
and fun divergence.



Slipcase housing for the promotion elevates the specialness of the piece to that of opening a gift.

FIRM

Design Ranch

PROJECT

Design Ranch
Big Books

ART DIRECTORS

Ingred Sidie
Michelle Sonderegger



Dramatic scale shift
provides a memorably
big impact.



FIRM
C&G Partners

PROJECT
Yankees
Monograph

ART DIRECTOR
Emanuela Frigerio

DESIGNERS
Craig Gephart
Keith Helmetag



FENWAY PARK 2002–2012
ASHTON DESIGN

FIRM
Ashton Design

PROJECT
Ashton Design:
10/100 Book

ART DIRECTOR
Ronnie Yountz

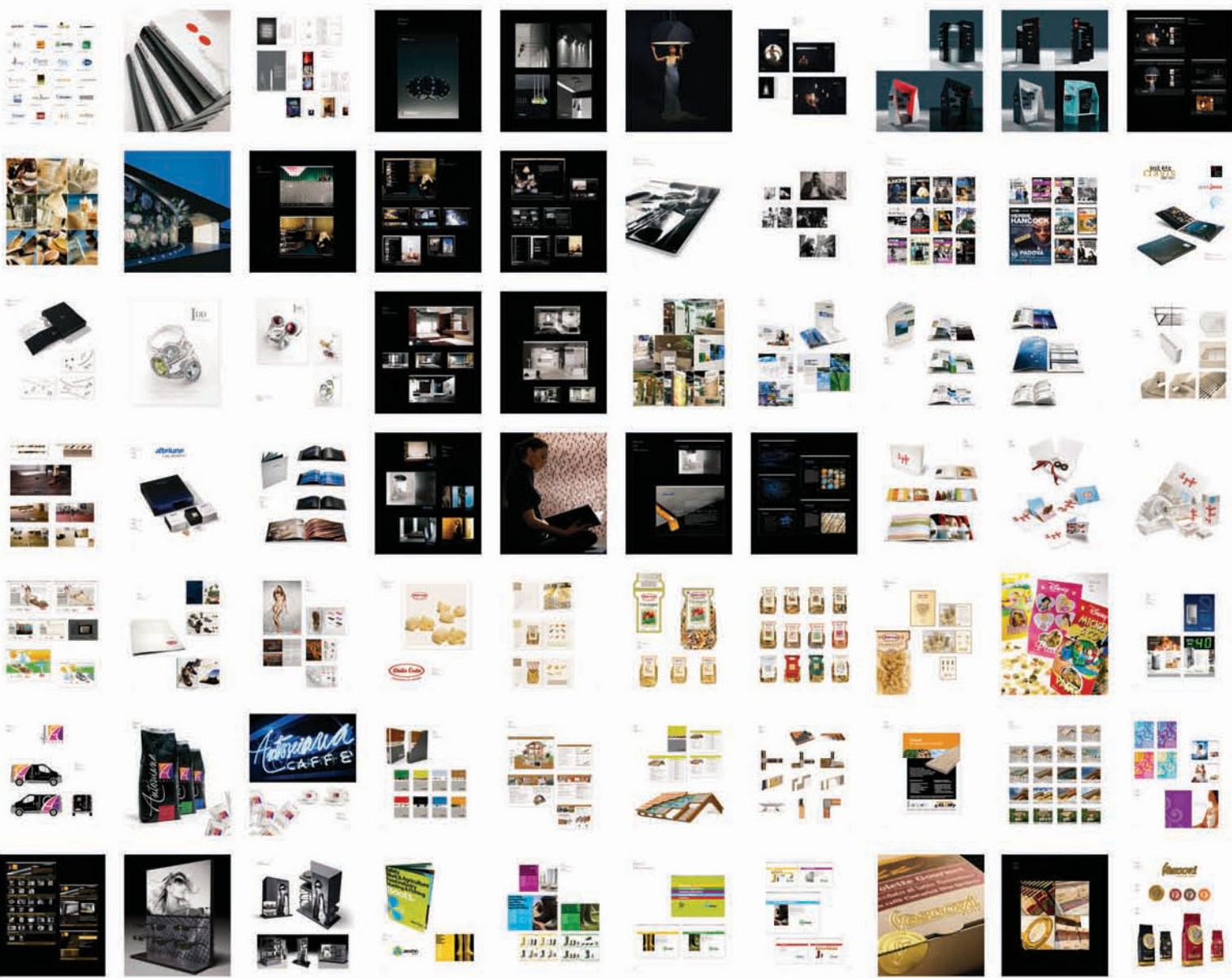
DESIGNER
Jennie Romei
Hoffman

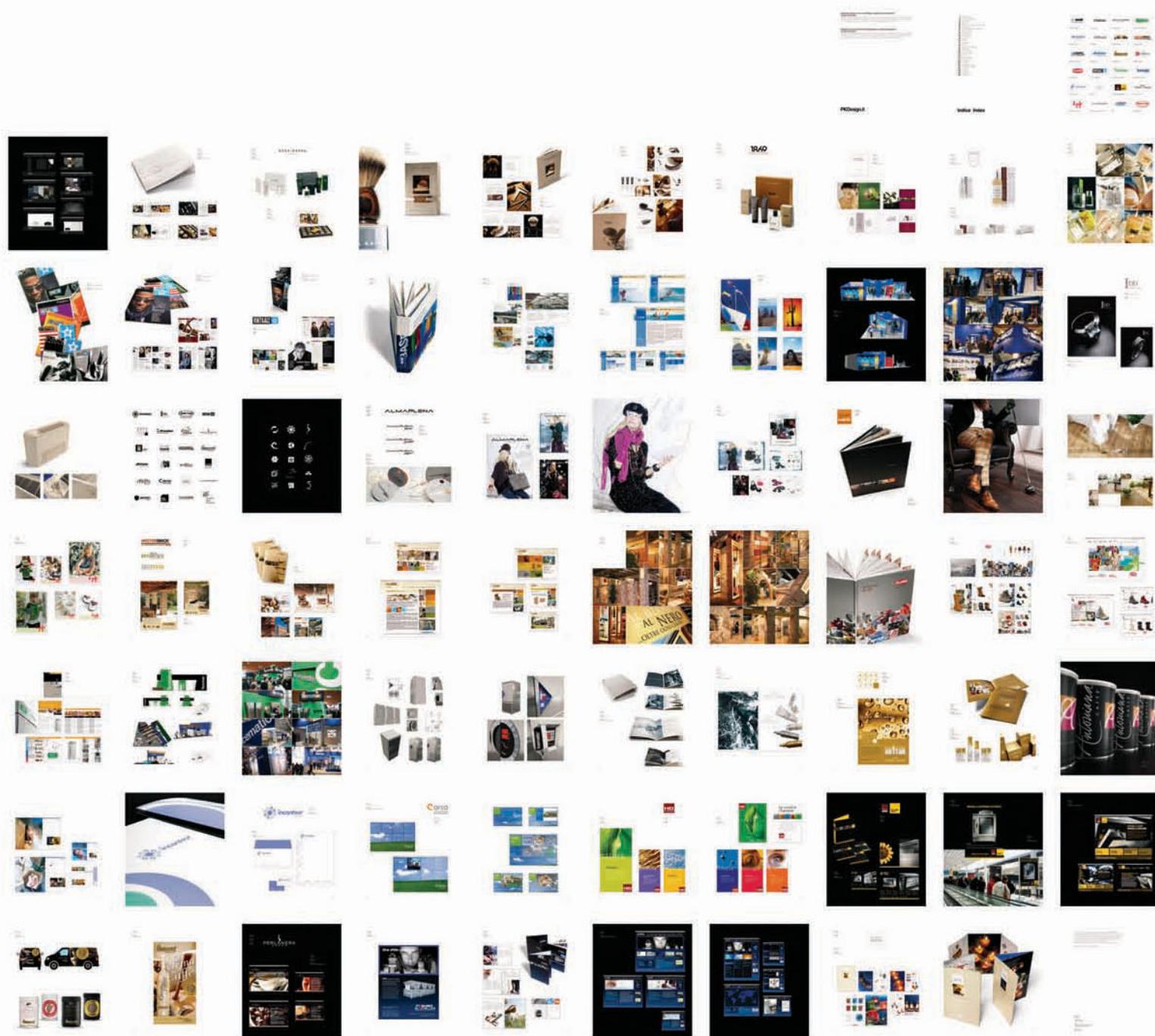
FIRM
FK Design

PROJECT
Presentazione FK

ART DIRECTOR
Federico Frasson

DESIGNER
Federico Frasson





**FIRM**

Spur Design

PROJECT

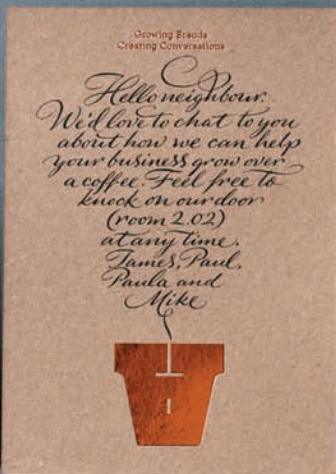
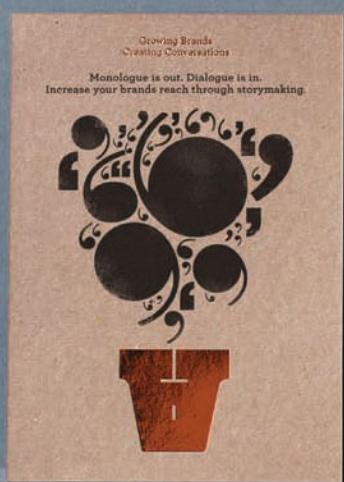
Illustration
Promo 2011

ART DIRECTOR

Joyce Hesselberth

DESIGNER

Joyce Hesselberth

**FIRM**

The Allotment

PROJECT

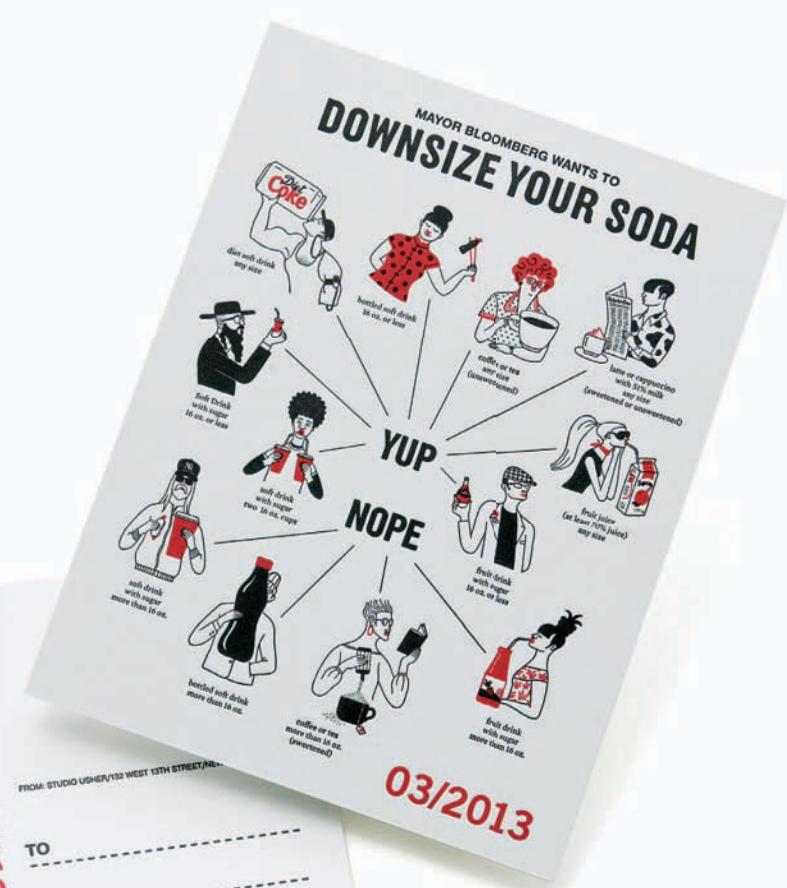
Seed Packet
Business Card
and Mailer

ART DIRECTORS

James Backhurst
Michael Smith
Paula Talford

DESIGNER

James Backhurst



FIRM
Studio Usher

PROJECT
Postcard:
Supersize
Your Brand

ART DIRECTOR
Naomi Usher

DESIGNER
Naomi Usher

**FIRM**

Base Art Co.

PROJECT

Base Art Co.
Postcards

ART DIRECTOR

Terry Rohrbach

DESIGNER

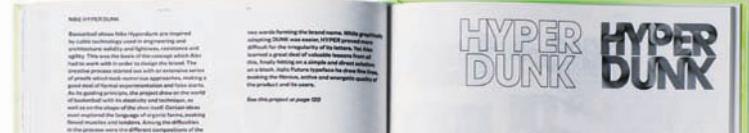
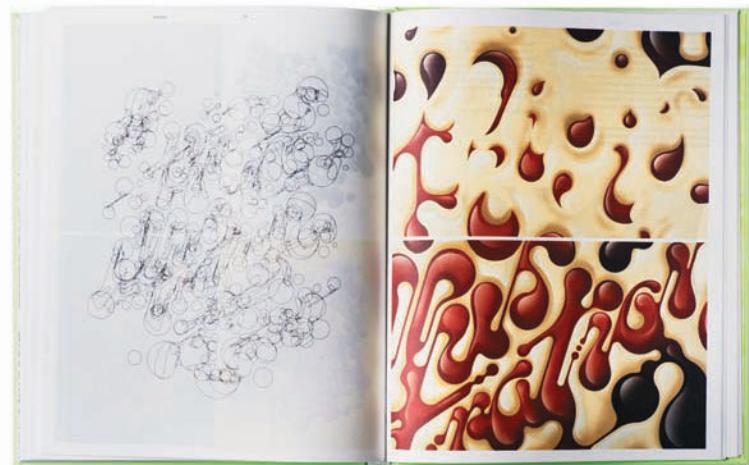
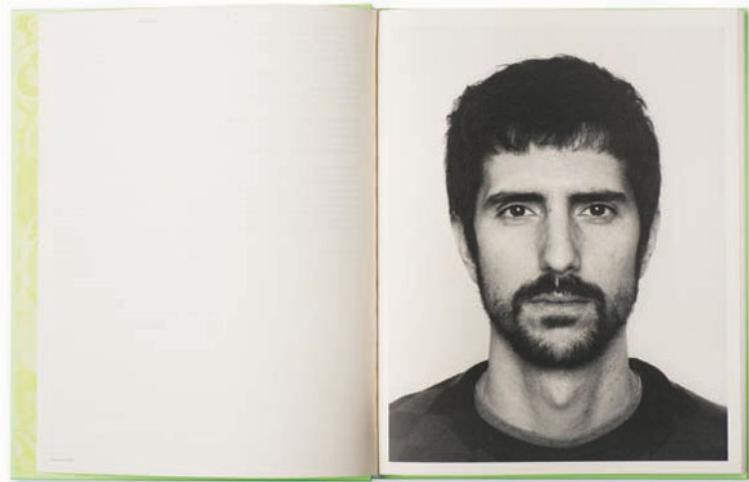
Terry Rohrbach

CLOSER LOOK

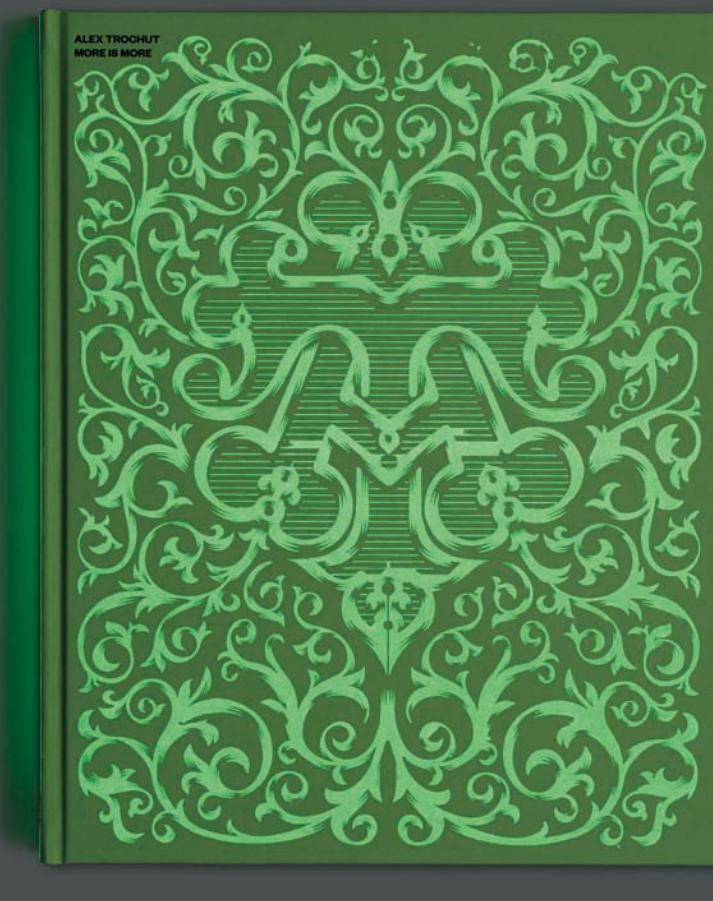
Alex Trochut



Embossed cover pattern provides degree of care and importance to the piece with minimal typographic intrusion.







Front and back
covers printed with
glow-in-the-dark ink



More Is More title and
cover aesthetic are
ironically minimal.

XFUNS
XFUNS, a Taiwanese design studio, was commissioned to create a cover and back cover for a book. The commission was absolute, and the studio chose to use a graphic device as ornate as Art Nouveau, with its volutes and flowing lines. The underlying idea was to create a design that is both complex and minimalist, to the point where the design also hovers somewhere between the baroque and natural forms. This was a factor in visual discovery.

FIRM
Alex Trochut

PROJECT
More Is More
Book

ART DIRECTOR
Alex Trochut

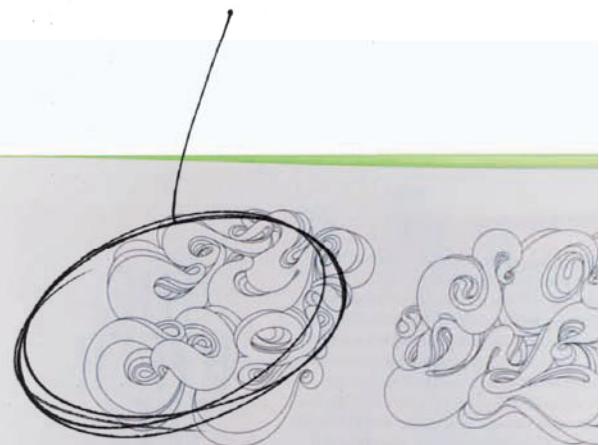
DESIGNER
Alex Trochut

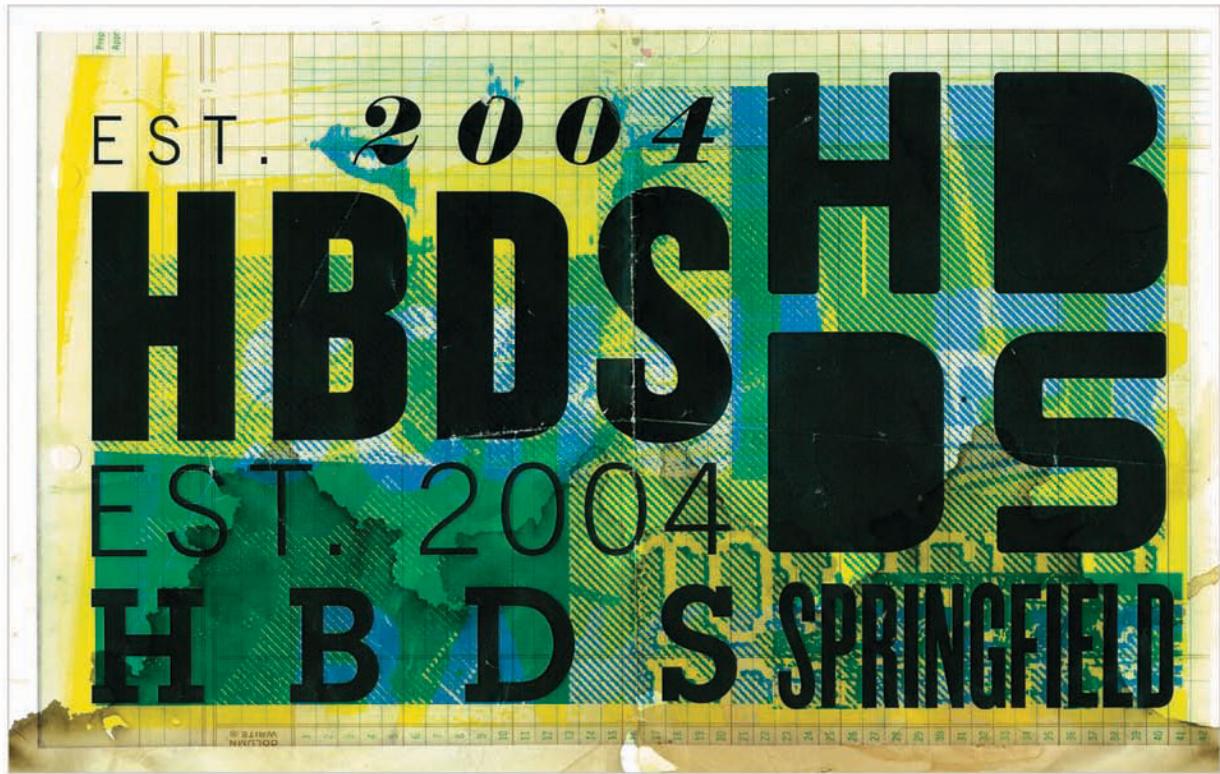
Sketches provide
backstory to process
by which design is
achieved.

gn magazine, asked Alex
er for one of its issues. The
ely open, Alex taking as his
ential motif typical of Art
s of vegetable forms of the
ture design of the period.
to take legibility to the
t becomes abstraction. The
where between overwrought
ns, and time is made to be
ry.

With this Art Nouveau decorative technique, and using a typographic base, he designed the words Type (for the cover) and Soul (for the back cover). The use of colour and of the subsequent light and shade gives a great sense of rhythm to the final composition. The design included incorporating the magazine's brand, achieved with an elegant logo in black and white.

See this project at page 80



**FIRM**

Hucklebuck Design

PROJECT

Hucklebuck
"Living"
Postcard Mailer

ART DIRECTOR

Andy Hayes

DESIGNER

Andy Hayes

**FIRM**

Spunk Design
Machine

PROJECT

Sweet Life Promo

ART DIRECTOR

Jeff Johnson

DESIGNER

Lucas Richards



FIRM
10 Associates

PROJECT
10 Things You
Should Know
About Branding

ART DIRECTOR
Jill Peel

DESIGNER
Michael Freemantle



FIRM
id29

PROJECT

Slay the Scary Monsters Campaign

ART DIRECTOR
Doug Bartow

DESIGNER
Doug Bartow

CLOSER LOOK

AvroKO

Color palette
consistent
throughout
entire space





Mix of architecture,
interior design,
and graphic design;
branded experience



Horses are consistent elements from business cards to menus to interior art.



FIRM
AvroKO

PROJECT
Restaurant
Identity/Interiors:
Saxon + Parole

ART DIRECTORS
Kristina O'Neal
Greg Bradshaw
Adam Farmerie
William Harris

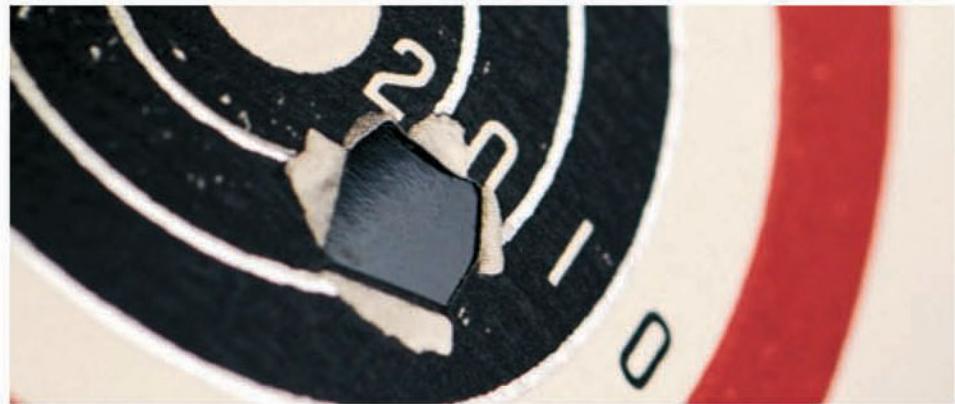


FIRM
CF Napa

PROJECT
99 Bottles of
Wine Book

ART DIRECTOR
David Schuemann

DESIGNER
Dana Deininger



Slingshot

COMPANY
SLINGSHOT WINES
APPELLATION
NAPA VALLEY, CALIFORNIA

In 1999, a Houston-based businessman named Michael Stewart sold his computer business and came to the Napa Valley with the dream of making great wine. To get his new Stewart Cellars off on the right foot, he hired the celebrated consulting winemaker Paul Hobbs to create a super-premium Napa Valley Cabernet Sauvignon. It was a brilliant start, and six years later Michael's son James left a budding career in reality TV in Los Angeles and came to the Napa Valley to help his father and learn the wine business from the ground up. Out on the road selling wine, young James spotted an opportunity: use unsold grapes from his dad's vineyard to make a line of lower-priced wines aimed at younger consumers. That idea gave birth to Slingshot.

His marketing pitch is a bulls eye, "Slingshot," James says, "is about putting your best foot forward while forgetting about fitting into the mold or following the rules. Be bold, be adventurous, choose your own path, and above all remember to have fun."

Its in this spirit Slingshot wines approached CF Napa to revitalize and refocus their brand back to its core values and brand essence. Their label did not match their young and irreverent message — a total disconnect between their brand story and the reality of the packaging. CF Napa decided to explore other icons to support the slingshot icon. The bulls-eye was perfect, both familiar and clean, and on concept.

The ultimate solution places the vintage date on the target making it feel as if it has been shot at already. The shot's resulting hole is diecut through the label so that the glass of the bottle shows through. Highly technical to achieve, collaboration with a printer helped devise a solution where the label could be diecut out and then the resulting puzzle piece could be vacuumed away.



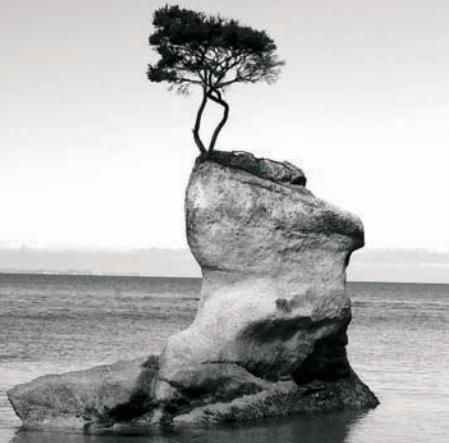
FIRM
Sonsoles

PROJECT
Portfolio

ART DIRECTOR
Sonsoles Llorens

DESIGNER
Sonsoles Llorens

STA ND/ APA RT



AVO IDE XCE SS



BE/ YO URS ELF



FIRM
Studiovertex

PROJECT
Self-Promotion
Postcard Series

ART DIRECTOR
Michael Lindsay

DESIGNER
Michael Lindsay

**FIRM**

Traffic Design
Consultants

PROJECT

Self-Promotion
Portfolio Brochure

ART DIRECTORS

Chris Smith
Scott Witham



FIRM
Gensler
Los Angeles

PROJECT ideas_4

ART DIRECTORS
Ben Anderson
Shawn Gehle
Philippe Pare
Li Wen

DESIGNER
Dominick Ricci

**FIRM**

Sara Saedi

PROJECT

Handmade
Letterpress Cards

ART DIRECTOR

Sara Saedi

DESIGNER

Sara Saedi



FIRM
Lloyds Graphic Design Ltd.

PROJECT
Perfect Match
Card Game

ART DIRECTOR
Alexander Lloyd

DESIGNER
Alexander Lloyd

**FIRM**

Mary Quick
Designs

PROJECT

Pattern Design
Trade Show
Self-Promotion Kit

ART DIRECTOR

Mary Quick

DESIGNER

Mary Quick

**FIRM**

Gilah Press
& Design

PROJECT

Hello Postcards

ART DIRECTOR

Kat Feuerstein

DESIGNER

Nathalie Wilson



FIRM
Curious

PROJECT
Curious Work
Mailer

ART DIRECTOR
Curious

DESIGNER
Curious



FIRM
LimePickle LLC

PROJECT
Identity &
Stationery Suite

ART DIRECTOR
Mark Jenkinson

DESIGNER
Mark Jenkinson

**FIRM**

Bruce Mau Design

PROJECT

BMD Studio Book

ART DIRECTOR

Paddy Harrington

DESIGNER

Kar Yan Cheung



CLOSER LOOK

Elfen 10

Reversed type
on cover appears
incorrect but leads
to reveal within.

LOVE

Embossed type on the
cover creates a subtle,
textured surface.



Interior printing of
“ve” combined with
the now-debossed
view of “evol” from the
front cover adds a layer
of surprise for those
readers who notice the
word “evolve.”

FIRM
Elfen 10

PROJECT
Self-Promotion
Love

elfen

EL

For more info
to your business
then post it ba

Name

Company

Address

Telephone

Email

Please tick areas of interest

- Branding
- Graphic Design

Alternatively, you can call
post@elfen.co.uk or visit

to your

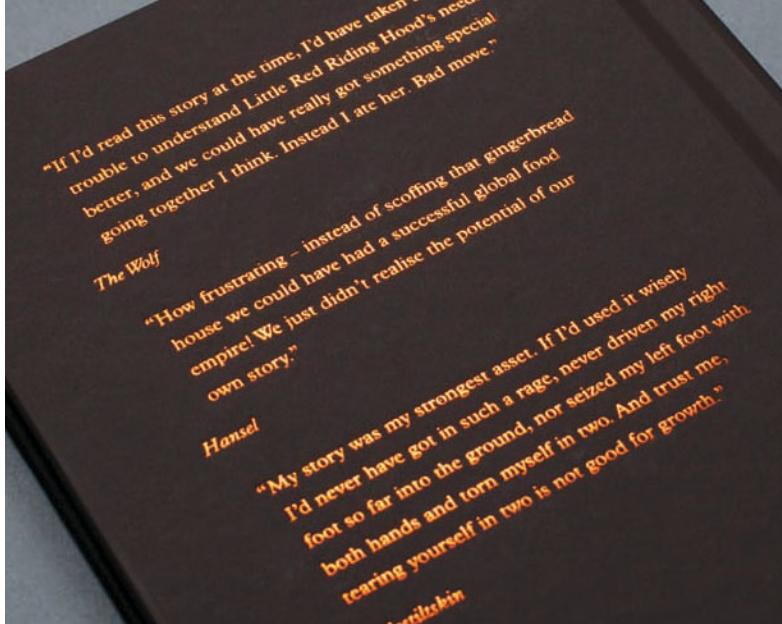


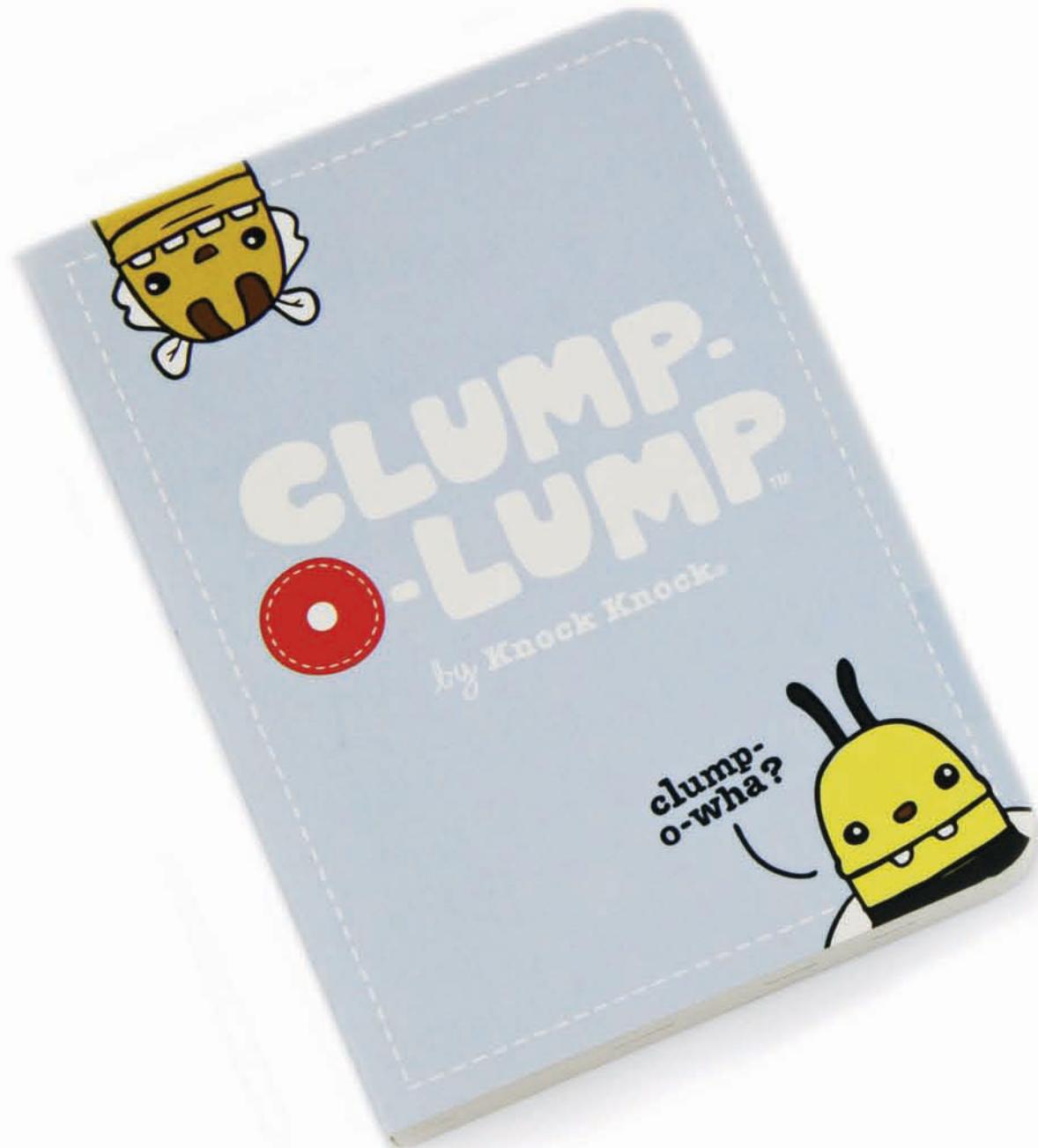
FIRM
The Allotment

PROJECT
Jack and the Giant
Recession

ART DIRECTORS
James Backhurst
Michael Smith

DESIGNER
Michael Smith



**FIRM**

Knock Knock

PROJECT

Clump-o-Lump

Promotion

Mix & Match Book

ART DIRECTOR

Jen Bilik

DESIGNER

Brad Serum

shark
the shark

chomp

flit

glide



AD AGENCY RUPTURES WATER MAIN: FLOODS AREA BUSINESSES.

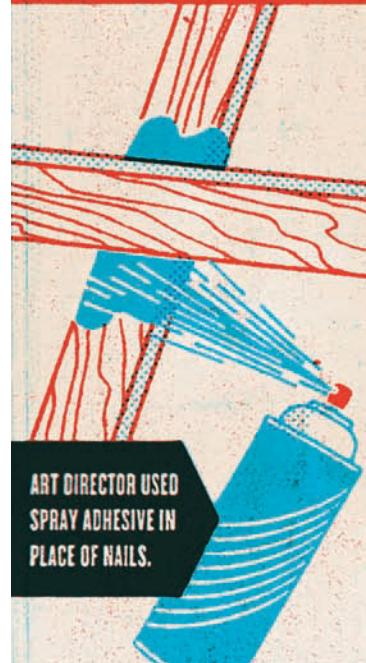


COPYWRITER USES
CHERRY BOMB TO
"UNCLOG" TOILET.

We don't do our own plumbing.
Why are you doing your own advertising?
Hire an agency. Any agency.

 A PUBLIC SERVICE
MESSAGE BROUGHT TO
YOU BY 3 ADVERTISING.

ALBUQUERQUE AD AGENCY COLLAPSES IN HIGH WINDS.

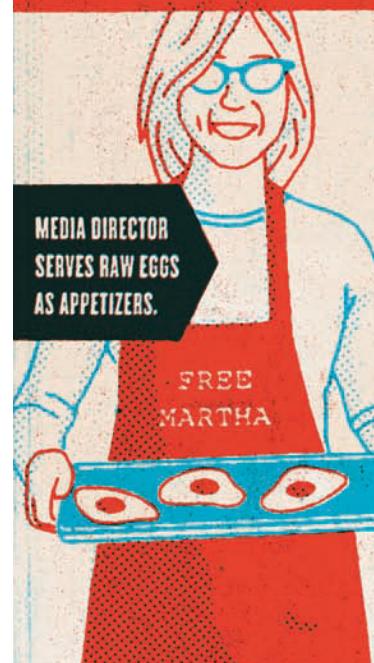


ART DIRECTOR USED
SPRAY ADHESIVE IN
PLACE OF NAILS.

We don't do our own construction.
Why are you doing your own advertising?
Hire an agency. Any agency.

 A PUBLIC SERVICE
MESSAGE BROUGHT TO
YOU BY 3 ADVERTISING.

NEW MEXICO AD AGENCY GIVES 30 SALMONELLA AT MEETING.



MEDIA DIRECTOR
SERVES RAW EGGS
AS APPETIZERS.

FREE
MARTHA

We don't do our own catering.
Why are you doing your own advertising?
Hire an agency. Any agency.

 A PUBLIC SERVICE
MESSAGE BROUGHT TO
YOU BY 3 ADVERTISING.

FIRM
3 Advertising

PROJECT
Self-Promotion

ART DIRECTOR
Jesse Arneson



FIRM
Fuse Design

PROJECT
Fuse Design
Portfolio

ART DIRECTOR
Adam Head

DESIGNER
Adam Head

DOUG BARTOW
id29, Troy, New York

Get noticed.

One of the biggest shortcomings I see in designers' promotions that make their way to my desk or inbox is the piece simply trying too hard. Visually engaging your target audience is a must, but gratuitously going over the top with production value or plurality of messaging can be detrimental to your strategic objective. All self-promotional projects should begin with you asking yourself: whom do I want to communicate with, and what action do I wish them to take as a result of my efforts. Identifying the types of businesses or organizations of your target audience is critical when you begin organizing your self-promotional effort. Make sure you have proper names and street or email addresses for your recipients, as simply sending the project to "human resources" or "to whom it may concern" is equivalent to throwing your time and money away.

Once you've devised a plan, execute it to the best of your abilities and keep your eye on every detail of the project. If you're producing for print, specify the typefaces, colors, papers, packaging materials and postage stamps used—every detail should be considered to make the project as appealing as possible. Getting your target to actually open the box or envelope is sometimes half the battle in self-promotion. Treating the envelope or outer packaging as just a throw-away piece that doesn't necessarily need to be an integrated part of the project is a good way to get your package filed in the recycling bin before it's ever opened.

The final and most critical step to insuring return on investment for your self-promotional campaign is following up. The target of your efforts may not be actively seeking design help at the exact time they receive your piece. The gestational period for getting noticed and acquiring top-of-mind awareness for your services can be months, and sometimes even years. To keep your awesome-looking design from moving to the bottom of the stack or inbox, follow up with the recipient two weeks after they've received the piece. This can be done via email or phone, or with another clever piece in the same campaign. This will help you filter and revise your mailing list for your next outreach as well. Giddy-up!

CLOSER LOOK

Bergman Associates + Mpakt

Thoughtful structure
to the layout is guided
by an underlying
grid to which
the composition
considerations report.







FIRM

Bergman
Associates
+ Mpakt

PROJECT

Bergman
Associates Promo
& Billboard

ART DIRECTOR

Robert Bergman

DESIGNER

Alison Munn



Design promotion
in the form of
out-of-home
advertising.

**FIRM**

Christine Blystone

PROJECT

Self-Promotion

ART DIRECTOR

Christine Blystone

DESIGNER

Christine Blystone



Hustlin'

FROM THE DECKS OF

Christine Blystone

Christine Blystone



IDENTIFICATION CARD



NAME: Christine Blystone
OCCUPATION: Graphic Designer
WEBSITE: christineblystone.com
EMAIL: christine@christineblystone.com
TELEPHONE: 360.608.7759

Christine Blystone
626 NE 16 AVE #204
PORTLAND, OR 97232

626 NE 16 AVE, APARTMENT #204 • PORTLAND, OR 97232 • 360.608.7759
CHRISTINEBLYSTONE.COM • CHRISTINE@CHRISTINEBLYSTONE.COM

**FIRM**

Marius Fahrner
Design

PROJECT

Stationery

ART DIRECTOR

Marius Fahrner

DESIGNER

Marius Fahrner

**FIRM**

Marius Fahrner
Design

PROJECT

Portfolio Boxes

ART DIRECTOR

Marius Fahrner

DESIGNER

Marius Fahrner

**FIRM**

Owen Jones
& Partners

PROJECT

Owen Jones
Paper Suite

ART DIRECTOR

Rusty Grim

DESIGNERS

Dan Christofferson
Mike Henderson
Mark Rawlins
Brandy Shearer

**FIRM**

Mikey Burton

PROJECT

Inspector Stamp

ART DIRECTOR

Keith Berger

DESIGNER

Mikey Burton

**FIRM**

Better Than One

PROJECT

Oversized
Business Cards

ART DIRECTORS

Paul Huber
John Parsons

DESIGNER

Paul Huber

**FIRM**

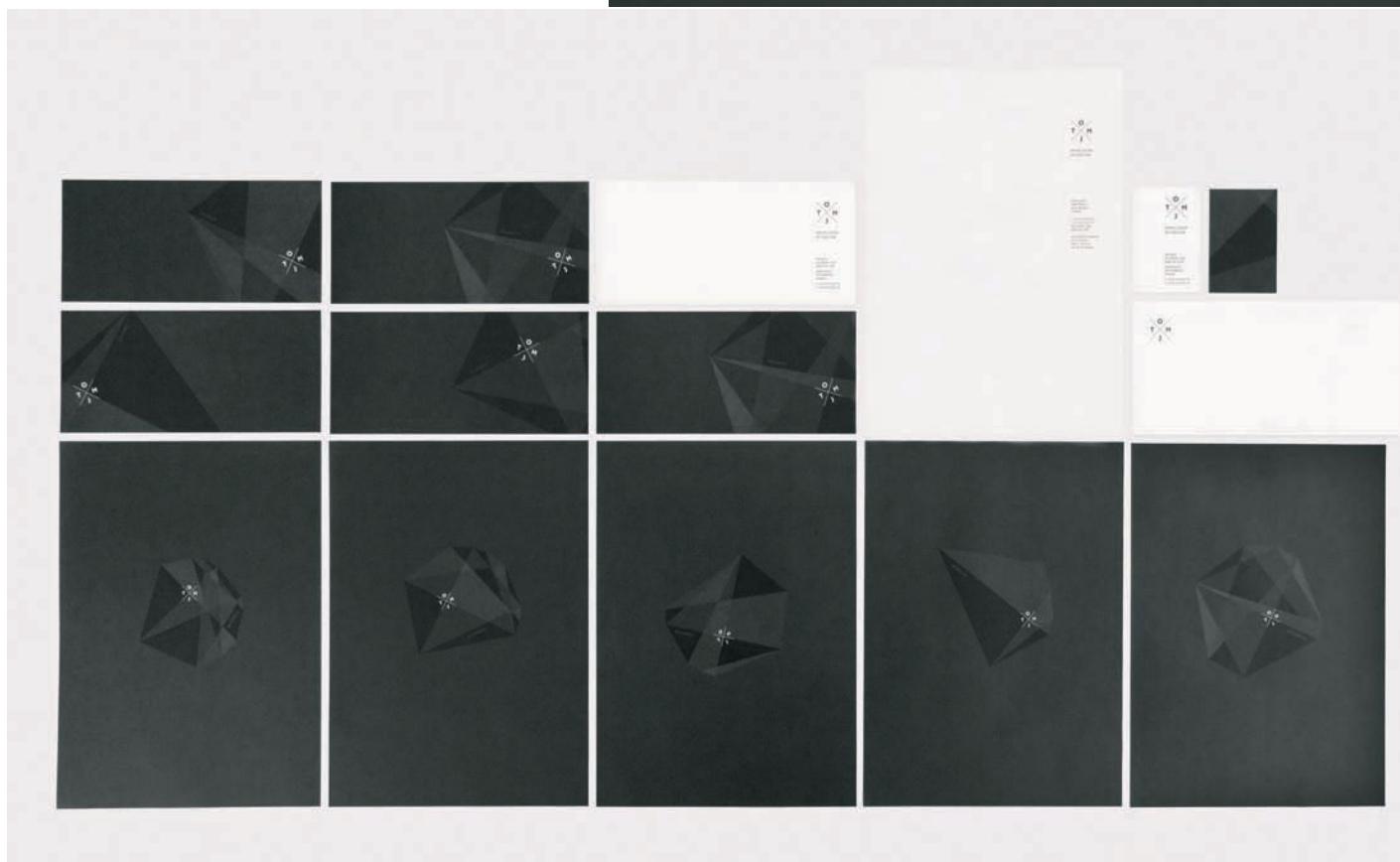
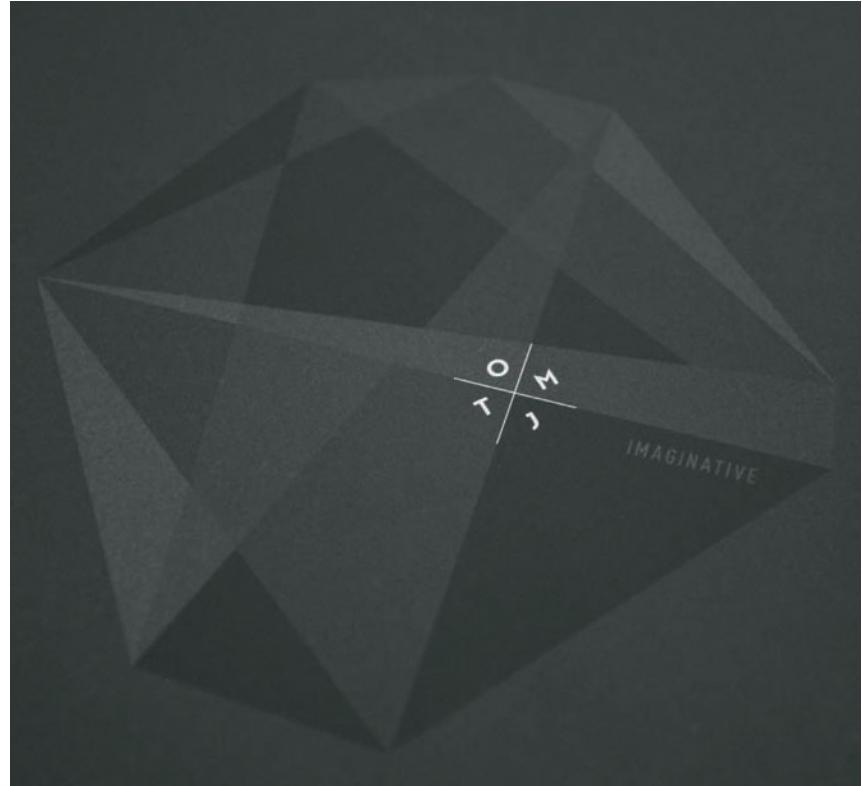
Alexander Camlin

PROJECT

Calling Card

DESIGNER

Alexander Camlin

**FIRM**

TOMJ Design

PROJECT

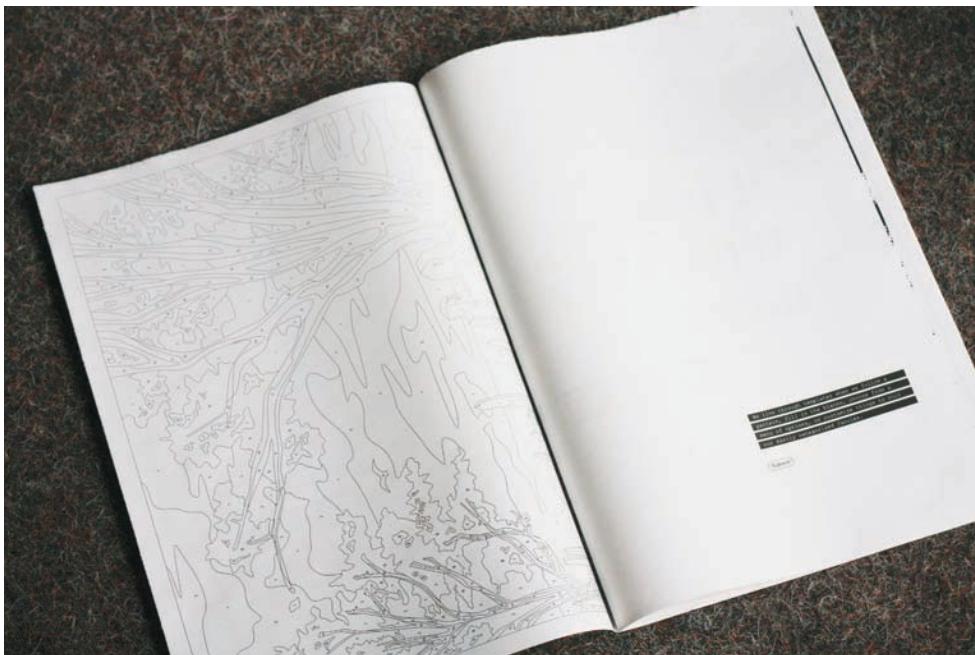
TOMJ Stationery

ART DIRECTOR

Tom Jaeger

DESIGNER

Tom Jaeger

**FIRM**

The Studio of
Aggie Toppins

PROJECT

"All We Need Is
a Template"

DESIGNER

Aggie Toppins



FIRM

Wier/Stewart

PROJECT

Wier/Stewart
Stationery Suite

ART DIRECTOR

Daniel Stewart

DESIGNERS

Hannah Elliott
Alex Wier



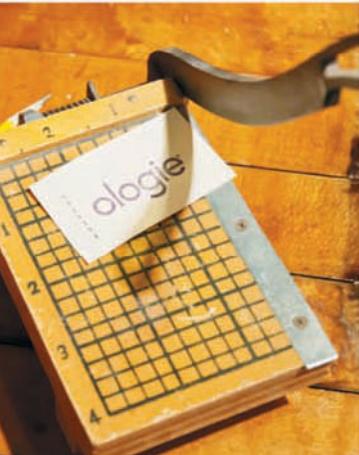
CLOSER LOOK

Ologie



Colorful and energetic throughout

A range of objects
that embrace whimsy
and productivity.





FIRM
Ologie

PROJECT
Ologie Campaign—
AMA Higher
Education
Symposium

ART DIRECTORS
Bev Bethge
Andy Hayes
Kelly Ruoff

DESIGNERS
Paul Davis
Kyle Kastranec



Jars, boxes, racks, shelves—variation in displaying pieces



Wide variety of textures, colors, sizes, and shapes helps to keep viewer's interest.



FIRM
Martie Flores

PROJECT
Self-Promotion

DESIGNER
Martie Flores

**FIRM**

The General
Design Company

PROJECT

Brand Collateral

ART DIRECTORS

Scott Livingston
Soung Wiser

DESIGNERS

Scott Livingston
Kaleena Porter
Soung Wiser

CLOSER LOOK

Matter Strategic Design





An experiential piece
that creates interest in
and participation from
the recipient.

Subtle in its visual presence but powerful nonetheless.

**FIRM**

Matter
Strategic Design

PROJECT

Matter 2012
New Year Package

ART DIRECTOR

Mike Kasperski

DESIGNER

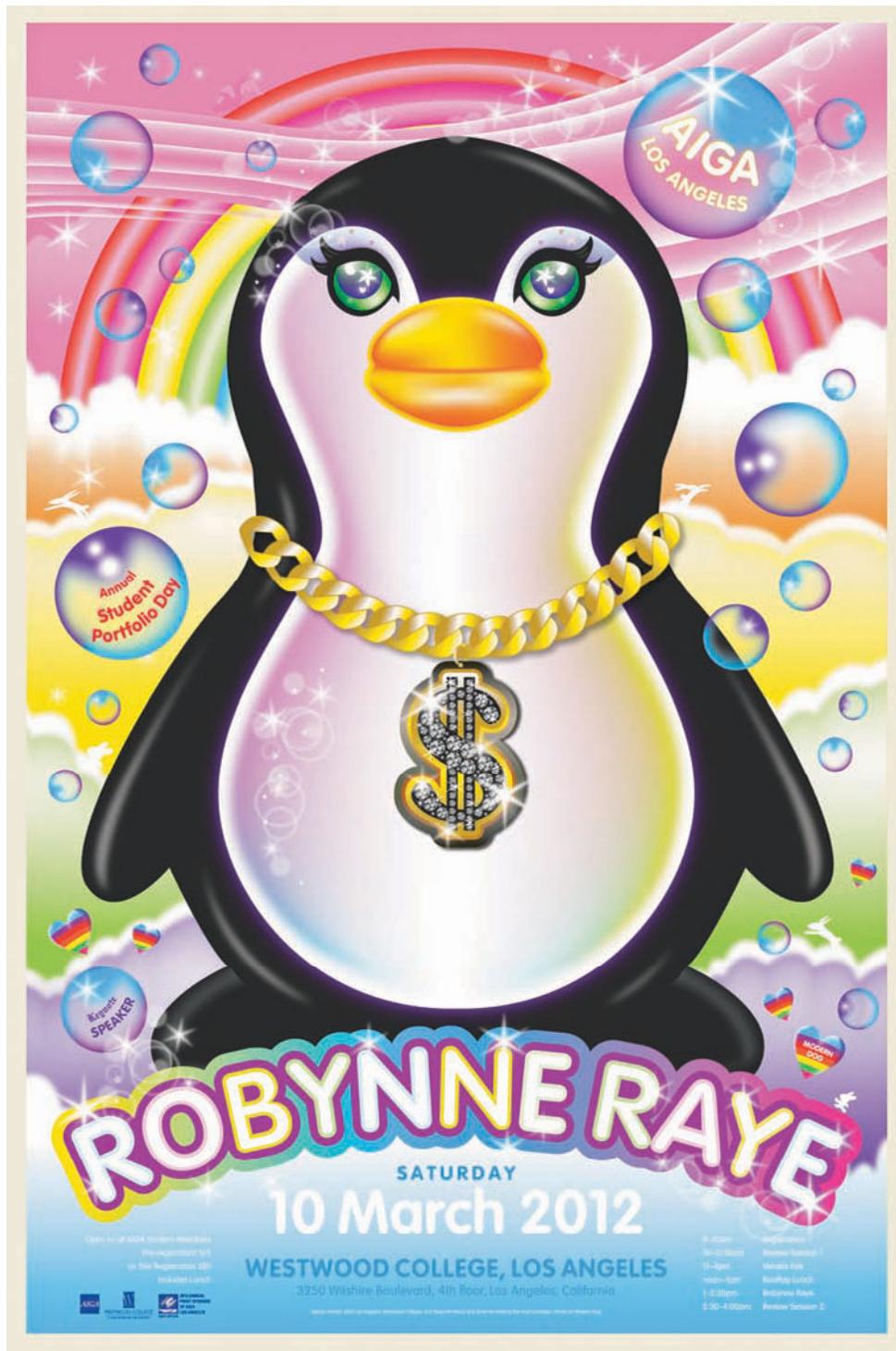
Mike Kasperski



Highly focused,
two-color treatment
creates brand
consistency.



No detail—patterning
and binding included—
is overlooked.

**FIRM**

Modern Dog
Design Co.

PROJECT

Westwood
College Poster

ART DIRECTOR

Robynne Ray

DESIGNERS

Shogo Ota
Robynne Raye



FIRM
EME—
Design Studio

PROJECT
Self-Promotional
Posters

ART DIRECTORS
Joel Martinez
Iris Morales

DESIGNER
Iris Morales



A PIECE OF OUR MIND

POSTERS BY JOE SCORSONE & ALICE DRUEDING

FIRM

Scorsone/Drueding

PROJECT

Exhibition
Announcement

ART DIRECTORS

Joe Scorsone
Alice Drueding

DESIGNERS

Joe Scorsone
Alice Drueding

**ART CHANTRY
POSTERS AT
DAMAGED GOODS
12-10-2010 6-9 PM
2316 2ND AVENUE
SEATTLE**



FIRM

Art Chantry

PROJECT

Art Chantry at
Damaged Goods

ART DIRECTOR

Art Chantry

DESIGNER

Art Chantry



FIRM
Art Chantry

PROJECT
Rearney NBA 2012

ART DIRECTOR
Art Chantry

DESIGNER
Art Chantry



BIG THANKS!
SPUNK DESIGN MACHINE
NYC BROOKLYN BOSTON
LATE-NIGHT DESIGNERS
MADE WITH DELICIOUSLY FRESH PAPER

FIRM

Spunk Design
Machine

PROJECTS

Big Thanks—NYC
Big Thanks—MLPS

ART DIRECTOR

Jeff Johnson

DESIGNERS

Justin Martinez
Lucas Richards



BIG THANKS!
SPUNK DESIGN MACHINE
NYC BROOKLYN BOSTON
LATE-NIGHT DESIGNERS
MADE WITH DELICIOUSLY FRESH PAPER

CLOSER LOOK

hat-trick

Copy is printed (silkscreened)
on both sides of the sheet and
registered to align perfectly.

A CARDBOARD PIG,
A SMALL RED BIRD,
ORANGUTANS,
ISAAC NEWTON,
CHEEKY MONKEYS,
DISAFFECTIONED YOUTH,
PHILATELISTS,
BANANA SKINS,
A GIANT TAIL,
OLD FARTS,
A HEAD IN A BAG,
SPIDERS,
THE NUMBER THREE,
A FUNNY THING,
HELICOPTERS,
MARINE IGUANAS,
ENORMOUS BRAINS,
TWO JOKERS,
TINY SKETCHBOOKS,
LAVA,
SKYSCRAPERS,
ISAMBARD KINGDOM BRUNEL,
WIND,
RELIGIOUS FANATICS,
THE QUEEN OF SPADES,
POPPIES,
YODA,
A SMALL CREATURE,
LIGHTNING,
DINOSAURS,

Writing plays a valuable role in effective design projects.

Translucent stock
captures attention
even before the piece
is unrolled.

typ

two sides of
trick-hat

A talk by
Gareth Howat &
Jim Sutherland

28/01/10
7.00pm

The Typographic Circle
www.typocircle.co.uk

JWT
1 Knightsbridge Green

BOARD PIG,
SNAKES,
DONKEYS,
DISAFFECTION,
BEEF,

FIRM
hat-trick

PROJECT
Typographic
Circle Poster

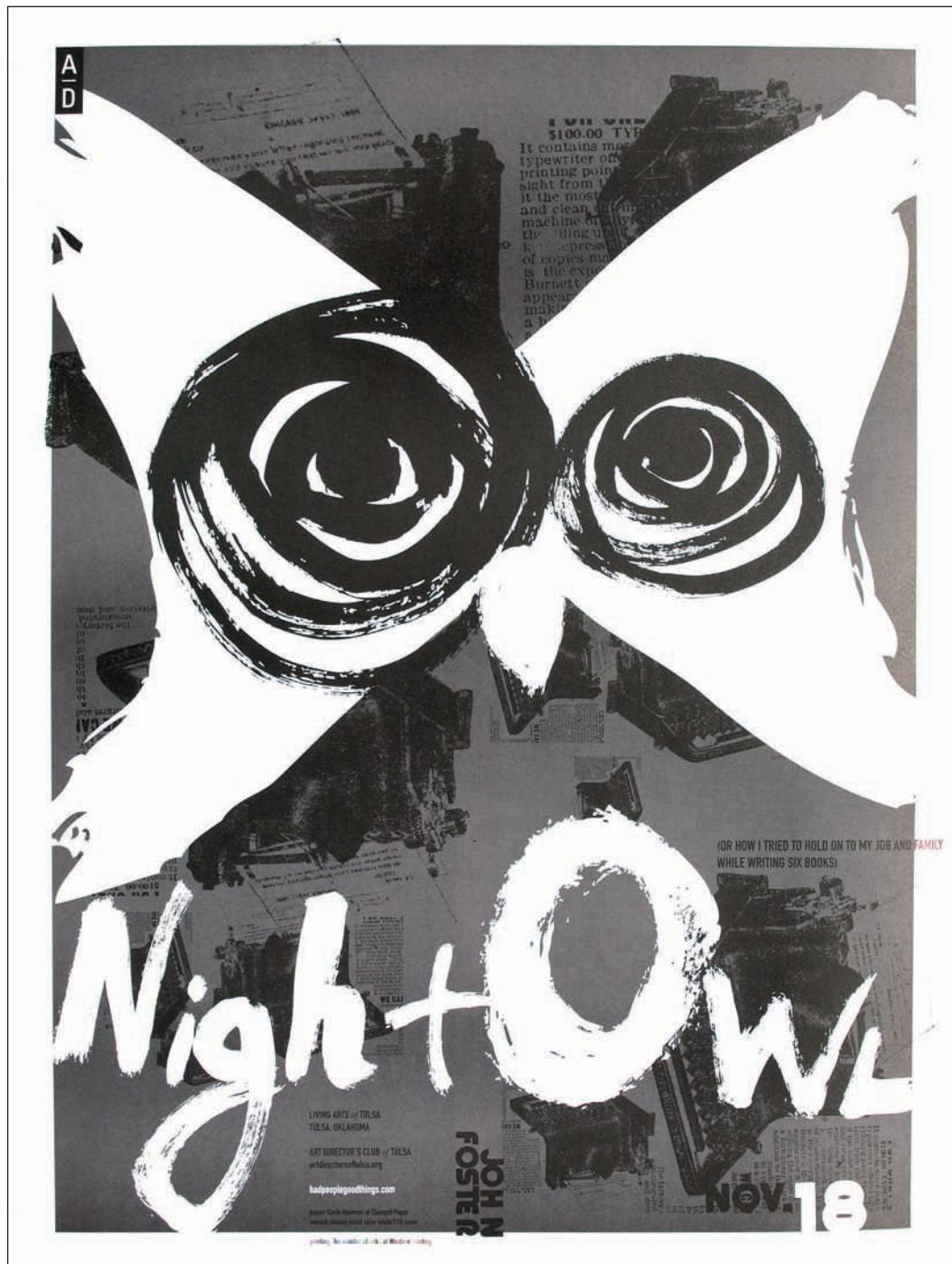
ART DIRECTORS
Gareth Howat
Jim Sutherland

DESIGNERS
Gareth Howat
Jim Sutherland



trick-hat

Flipped type in the studio's logo has informed the decision to have the poster type running two directions.

**FIRM**

Bad People
Good Things

PROJECT

Poster for Lecture
at Art Directors
Club of Tulsa

DESIGNER

John Foster



FIRM
karlssonwilker

PROJECT
Lecture Posters

ART DIRECTORS
Hjalti Karlsson
Jan Wilker

**FIRM**

karlssonwilker

PROJECT

Mailer

ART DIRECTORS

Hjalti Karlsson
Jan Wilker

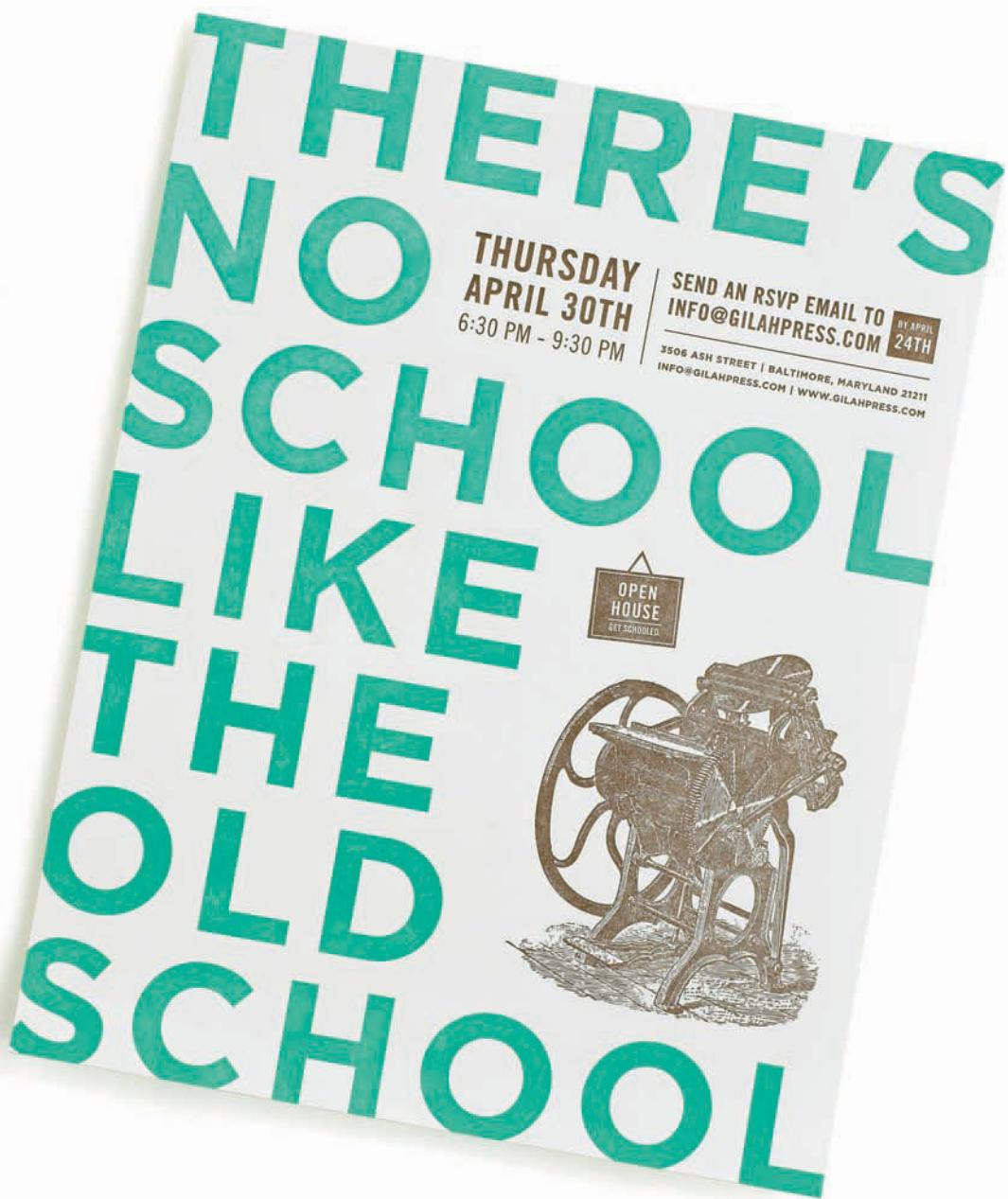


FIRM
Spunk Design
Machine

PROJECT
Sweet 16
Party Poster

ART DIRECTOR
Jeff Johnson

DESIGNER
Lucas Richards

**FIRM**

Gilah Press
& Design

PROJECT

Open House
Invitation Poster

ART DIRECTOR

Kat Feuerstein

DESIGNER

Nathalie Wilson



FIRM
Spur Design

PROJECT
Block Style
Poster Mailer

ART DIRECTOR
David Plunkert

DESIGNER
David Plunkert

**FIRM**

Spur Design

PROJECT

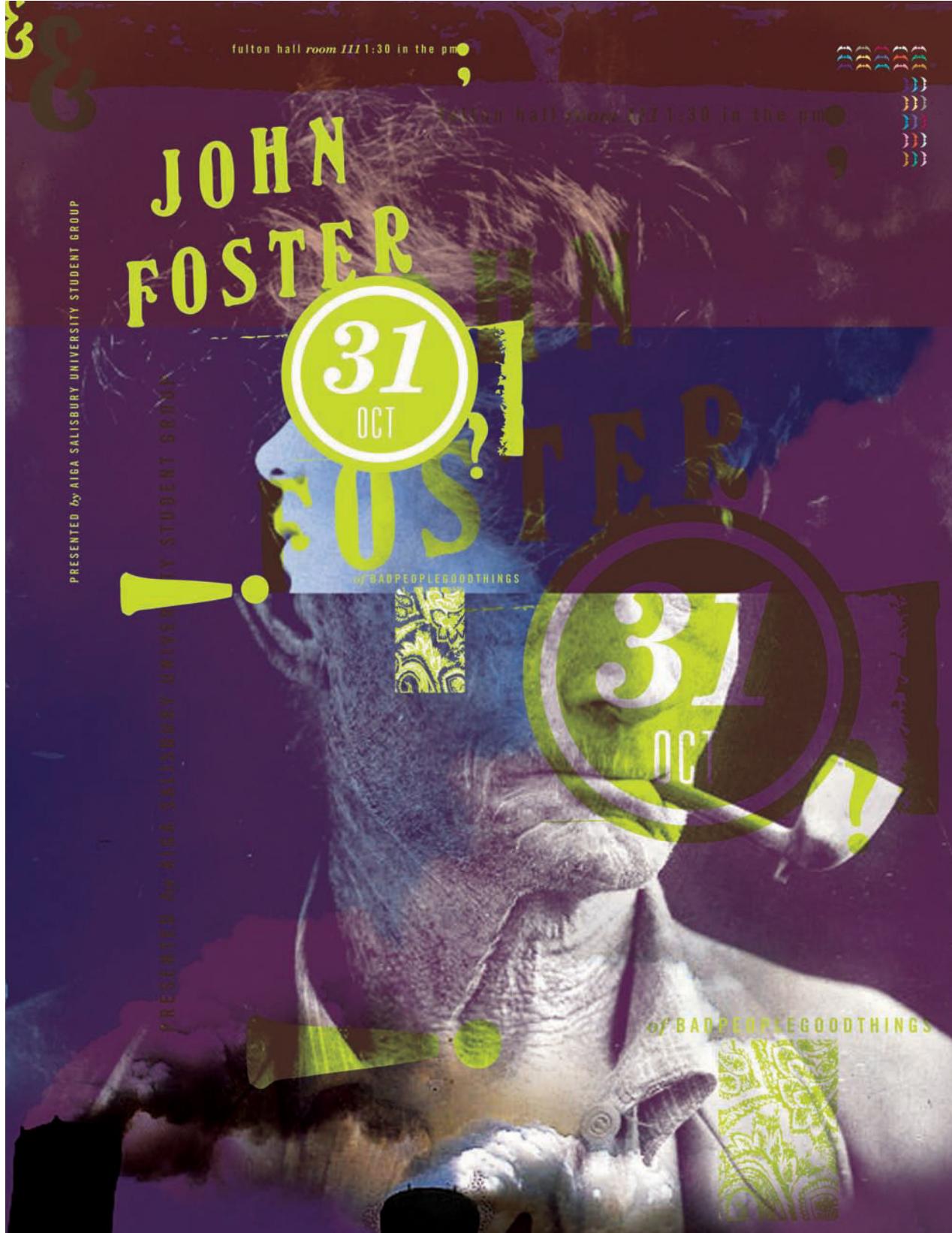
Collage Style
Poster Mailer

ART DIRECTOR

David Plunkert

DESIGNER

David Plunkert

**FIRM**

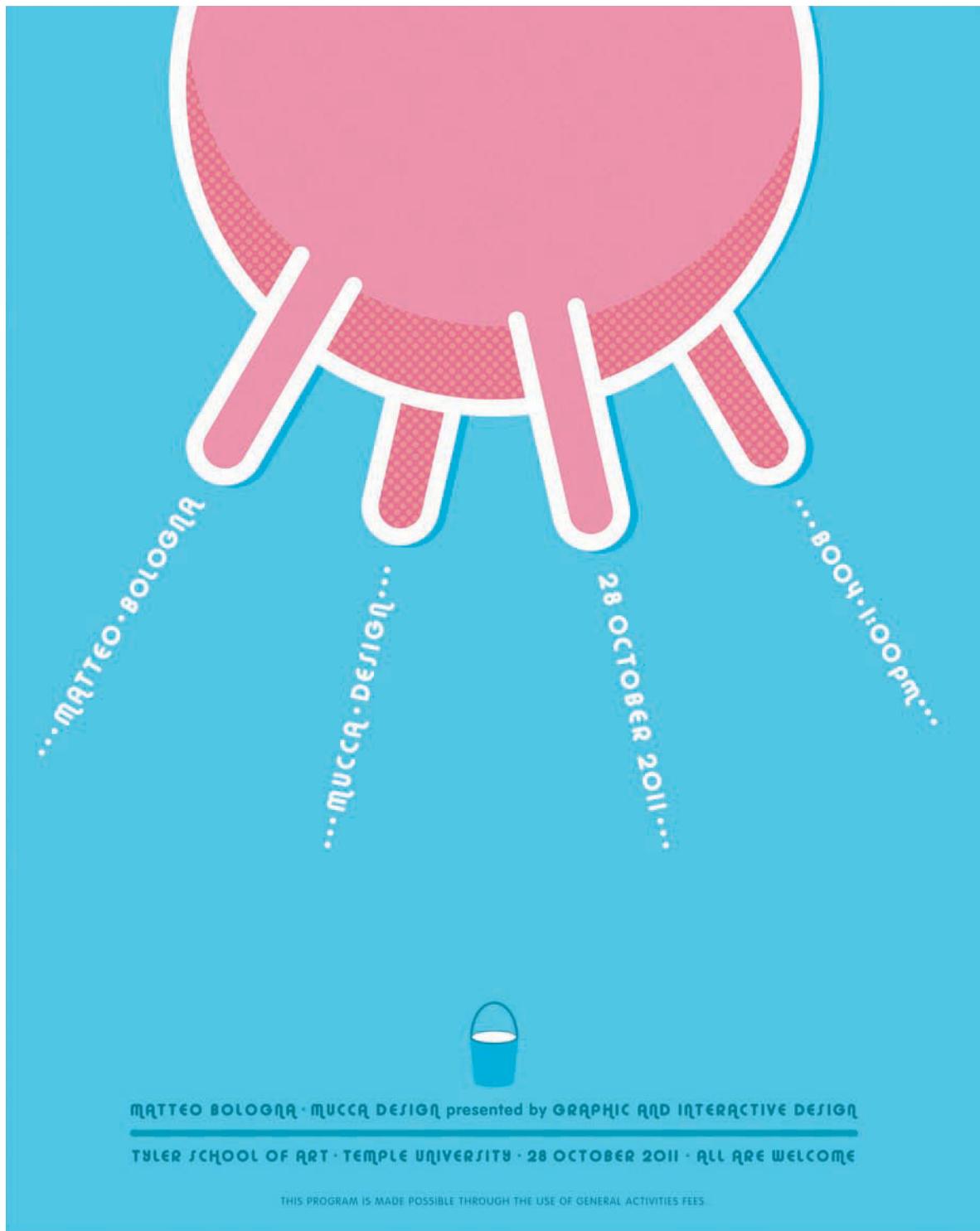
Bad People
Good Things

PROJECT

Poster for Lecture
at Salisbury
University

DESIGNER

John Foster

**FIRM**

Tyler School
of Art

PROJECT

Mucca Design
Lecture
Promotion

DESIGNER

Kelly Holahan



You can't afford to miss this.

PAULA SCHER LECTURE TYLER SCHOOL OF ART 09/25/11 2:00 PM ROOM 8004 SPONSORED BY GRAPHIC & INTERACTIVE DESIGN

FIRM
Tyler School
of Art

PROJECT
Paula Scher
Lecture
Promotion

DESIGNER
Kelly Holohan



SO MANY BOOKS, SO LITTLE TIME

Roberto de Vicq de Cumpthich

{prolific designer of books & more}

Friday · March 19 · 2010

Tyler School of Art · Temple University

2:00 pm · Room 240B

sponsored by the Graphic & Interactive Design (GAID) Department
TYLER SCHOOL OF ART of TEMPLE UNIVERSITY 2001 NORTH 13TH STREET, PHILADELPHIA, PENNSYLVANIA 19103

FIRM

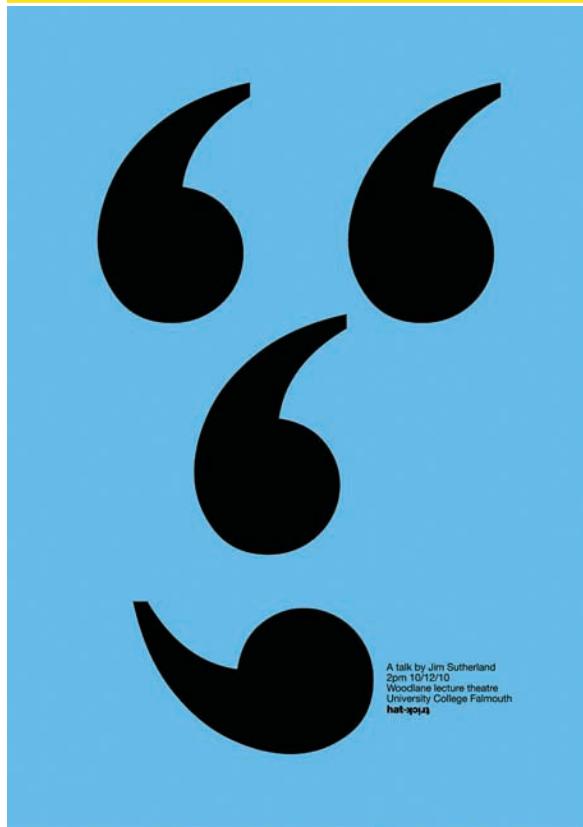
Tyler School
of Art

PROJECT

Roberto de Vicq
Lecture
Promotion

DESIGNER

Kelly Holahan



FIRM
hat-trick

PROJECT
Lecture Posters

ART DIRECTORS
Gareth Howat
Jim Sutherland

DESIGNER
Jim Sutherland



99 BOTTLES OF WINE

CFNAPA
brand design

Wine & Spirit International Design Agency of the Year Nominee
PACKAGE DESIGN, IDENTITY, PRINT, STRUCTURE, SIGNAGE, NAMING & WEBSITES FOR THE WINE INDUSTRY
2787 NAPA VALLEY CORPORATE DRIVE, NAPA, CALIFORNIA 94558 TEL 707.263.1891 WWW.CFNAPA.COM

© 2001 CF Napa, Inc. Printed on 100% recycled paper.

FIRM
CF Napa

PROJECT
99 Bottles of
Wine Poster

ART DIRECTOR
David Schuemann

DESIGNER
Dana Deininger



J FROM THE DESK OF JAY FLETCHER

150

FIRM
J Fletcher Design

PROJECT

Icons Promo Print

DESIGNER
Jay Fletcher

**FIRM**

Alex Robbins
Studio

PROJECT

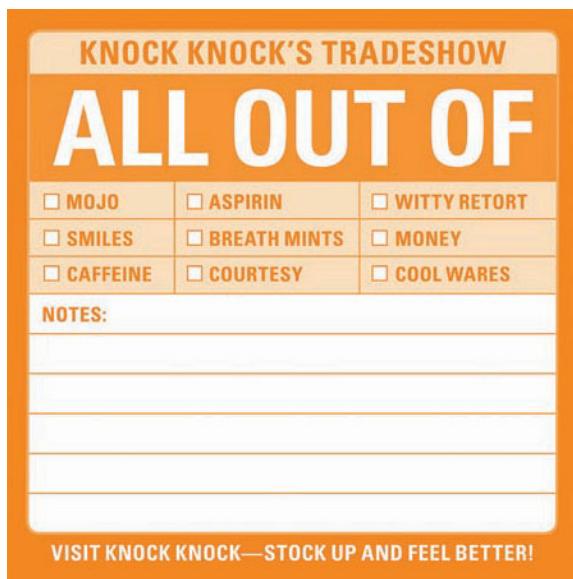
Keep Me Busy
Postcard

ART DIRECTOR

Alex Robbins

DESIGNER

Alex Robbins

**FIRM**

Knock Knock

PROJECT

Tradeshow
Promo—
Sticky Note

ART DIRECTOR

Trish Abbot

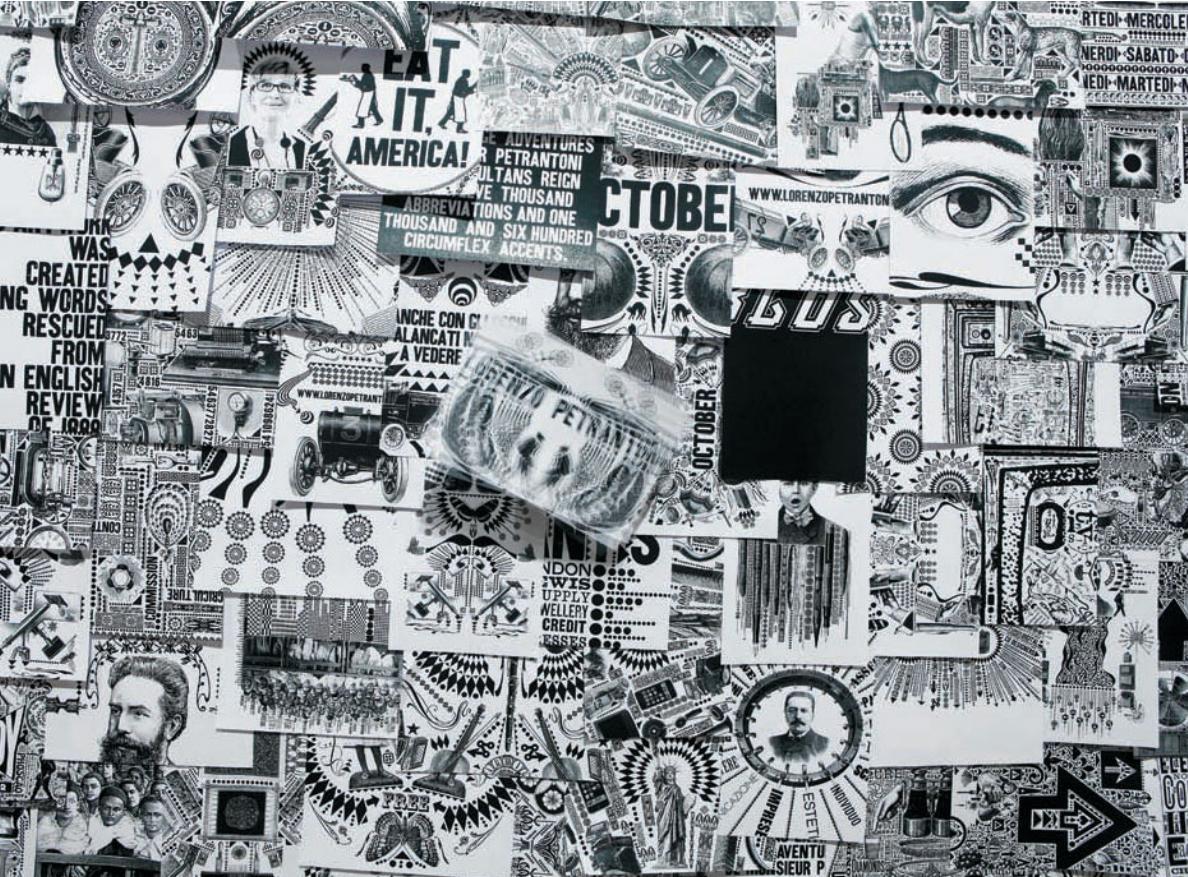
DESIGNER

Brad Serum

CLOSER LOOK

Lorenzo Petrantoni





Shadowing across the surface from the individual elements adds dimension to an otherwise flat set of content.



Scale of the commitment required speaks to the value of the design.

FIRM

Lorenzo Petrantoni

PROJECT

Exposition

ART DIRECTOR

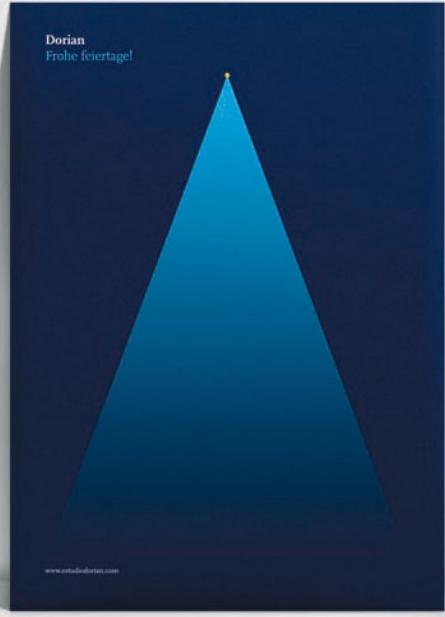
Lorenzo Petrantoni

DESIGNER

Lorenzo Petrantoni



Compositional masterpiece with a consistent density of black and white provides a sense of balance.



FIRM
Dorian

PROJECT
The Studio's
Greetings
for 2012



Dorian
Joyeuses fêtes!

www.estudiodorian.com



FIRM
Orange Element

PROJECT
Work Smarter
Posters

ART DIRECTOR
Andrea Campbell

DESIGNERS
Andy Bonner
Dave Colson
Nicolette Cornelius
Kuoting Lian



FIRM
Creature

PROJECT
Year of the Rabbit
Poster

ART DIRECTOR
Steve Cullen

DESIGNER
Shawn Diaz



airtype

**FIRM**

Airtyppe Studio

PROJECT

Letterpress
Coasters

ART DIRECTOR

Bryan Ledbetter

DESIGNERS

Adam Dixon
Bryan Ledbetter

**FIRM**

Nemo Design

PROJECT

Holiday
Insurgency Kit

ART DIRECTOR

Jeff Bartel

DESIGNERS

Thomas Bradley
Ryan Davis
Mike Schwoebel
Kris Seymour

**FIRM**

Wallace
Church, Inc.

PROJECT

Thanksgiving Wine
Falling Leaves

ART DIRECTOR

Stan Church

DESIGNER

Akira Yasuda

CLOSER LOOK

Anthropologie

Fabric and thread
add texture while the
closure adds a touch
of expectation.





Understated
color palette adds
sophistication and
assuredness.

Blind debossing
adds dimension.

ANTHROPOLOGIE
SPRING HOME DÉCOR PREVIEW
NOVEMBER 16–18
9AM–5PM
BY APPOINTMENT. RSVP TO:
PREVIEW@ANTHROPOLOGIE.COM

FIRM
Anthropologie

PROJECTS
Identity System
& Press Event
Promotions

ART DIRECTOR
Carolyn Keer

DESIGNERS
Kathryn Fabrizio
Alana McCann

ANTHROPOLOGIE
FALL 2010 HOME DÉCOR PREVIEW

MAY 11 TO 13

9 TO 5 PM

FOR APPOINTMENTS, CONTACT:
PREVIEW@ANTHROPOLOGIE.COM
OR CALL 648.728.2188

Colored felt filler
adds playfulness.

**FIRM**

Wallace
Church, Inc.

PROJECT

Tuna Invite 2010

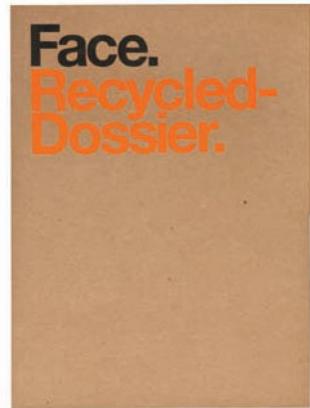
ART DIRECTOR

Stan Church

DESIGNER

Becca Reiter

Face.
Secret—
Ideas.



FIRM
Face.

PROJECT
Branding and
Stationery Material

ART DIRECTOR
Face.

DESIGNER
Face.

**FIRM**

End of Work

PROJECT

Wine Packaging

ART DIRECTOR

Justin Smith

DESIGNER

Justin Smith

**FIRM**

Spur Design

PROJECT

Illustration
Portfolio Promos

ART DIRECTORS

Joyce Hesselberth
David Plunkert

DESIGNERS

Joyce Hesselberth
David Plunkert

**FIRM**

Knock Knock

PROJECT

Trade Show
Promo Pen

ART DIRECTOR

Trish Abbot

DESIGNER

Brad Serum



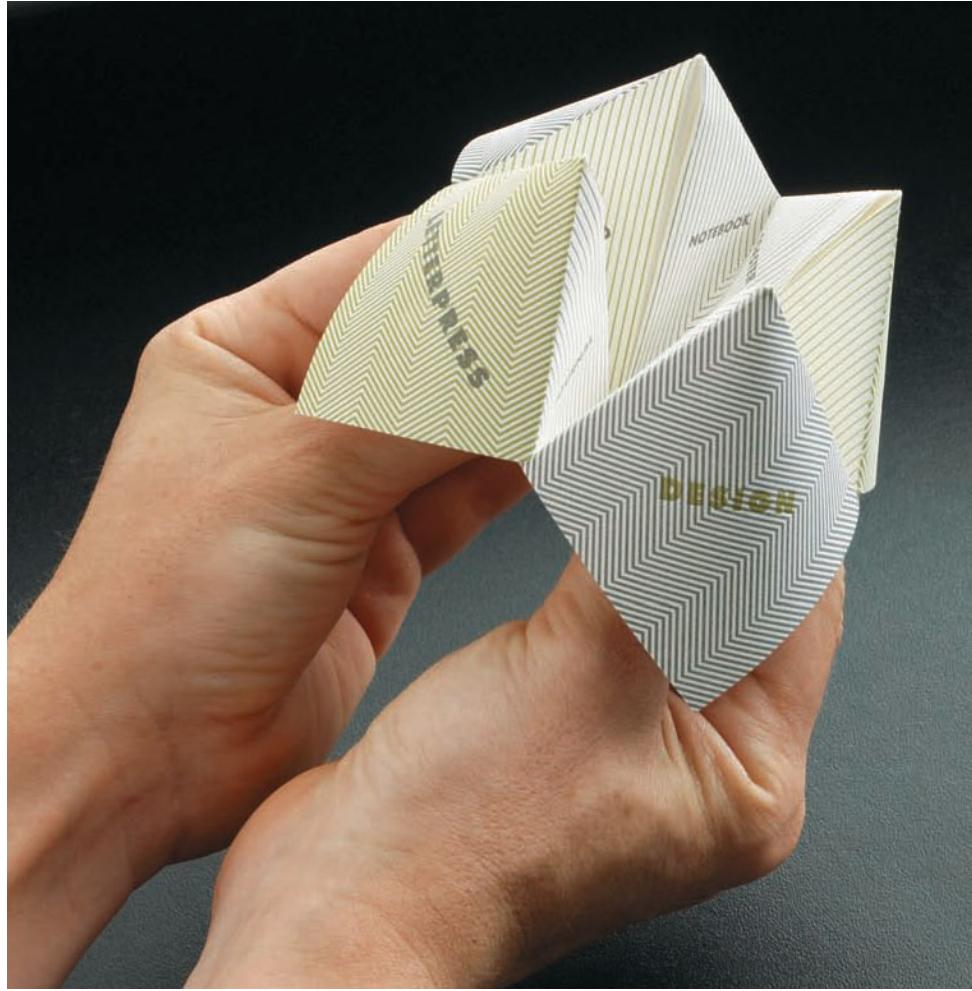
FIRM

3 Advertising

PROJECT

3 Advertising Holiday Surviv

ART DIRECTOR
Jesse Arneson

**FIRM**

Gilah Press
& Design

PROJECT

Trade Show
Giveaway—
Cootie Catcher

ART DIRECTOR

Kat Feuerstein

DESIGNER

Nathalie Wilson



FIRM
J Fletcher Design

PROJECT
What's Your Type?

DESIGNER
Jay Fletcher

CLOSER LOOK

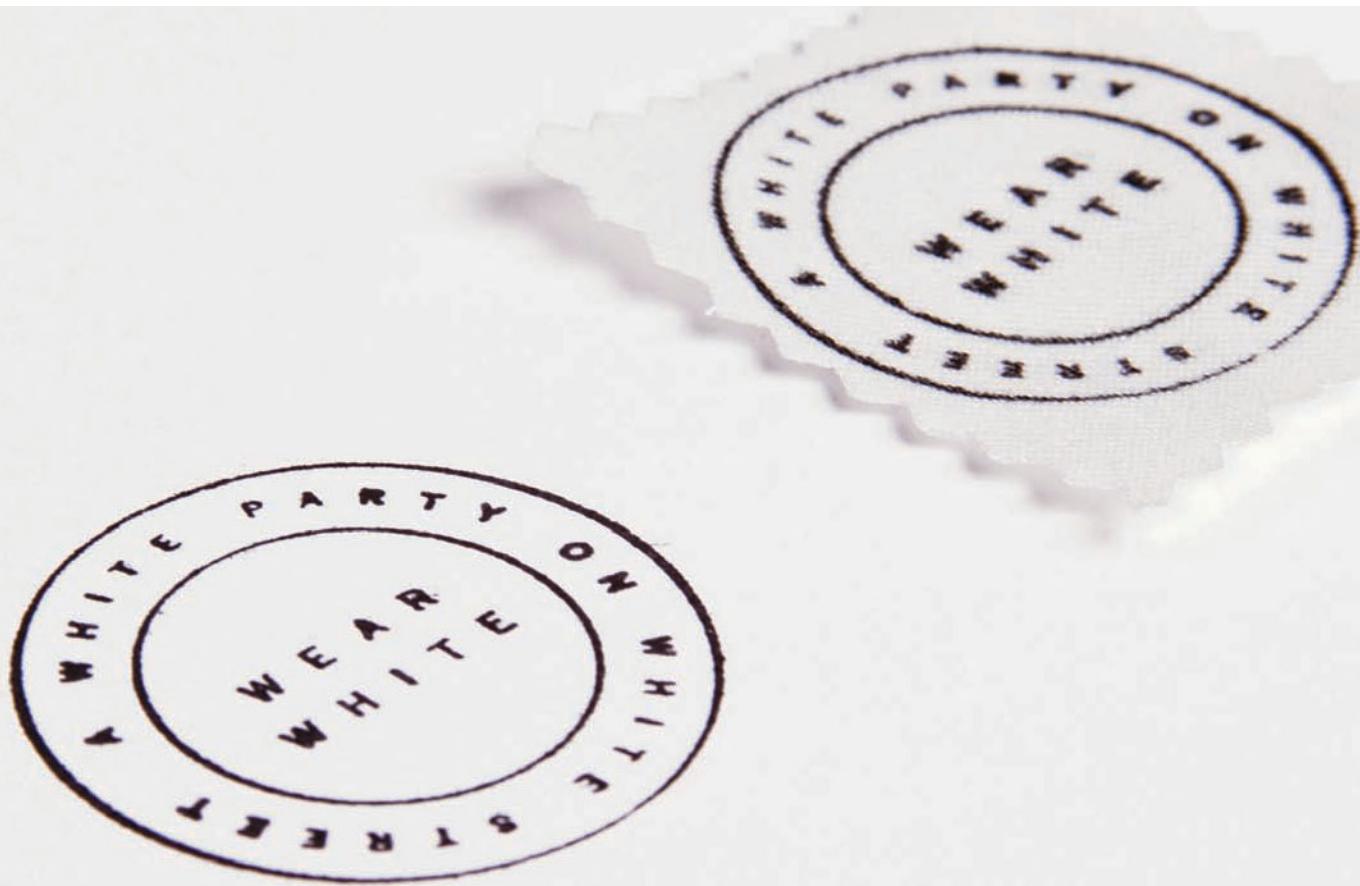
RoAndCo Studio

Consistency from
packaging to print





White as the core color ties in nicely with the event theme, "A White Party on White Street."

**FIRM**

RoAndCo Studio

PROJECT

Party

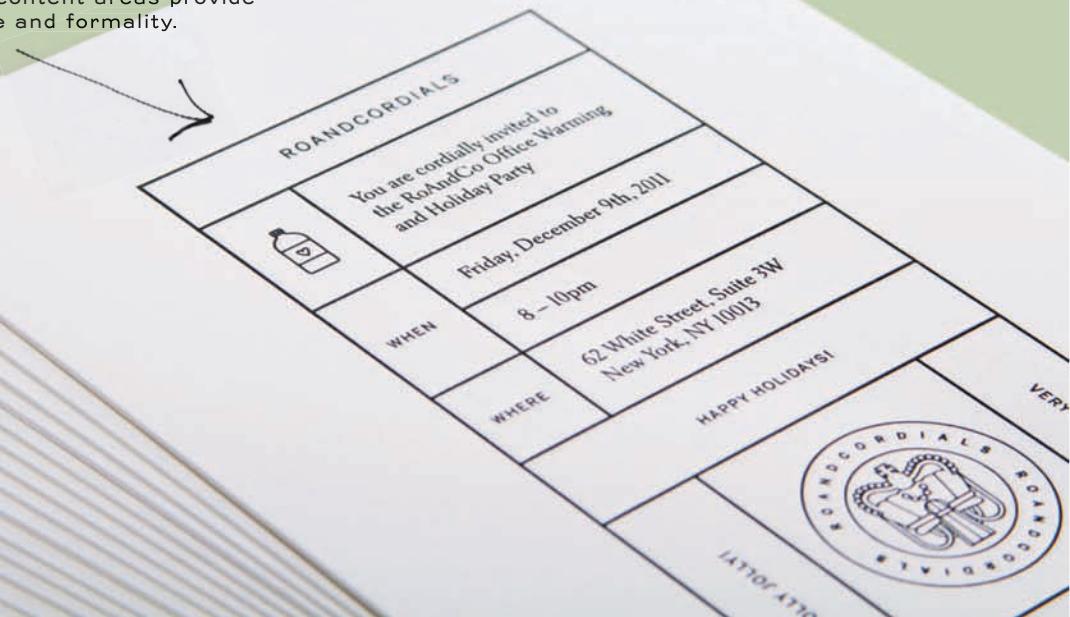
ART DIRECTOR

Roanne Adams

DESIGNER

Lotta Neiminen

Gridded content areas provide structure and formality.



**FIRM**

Red Antler

PROJECT

Client Holiday Gift

ART DIRECTOR

Simon Endres

DESIGNERS

Simon Endres
Goodship Totes

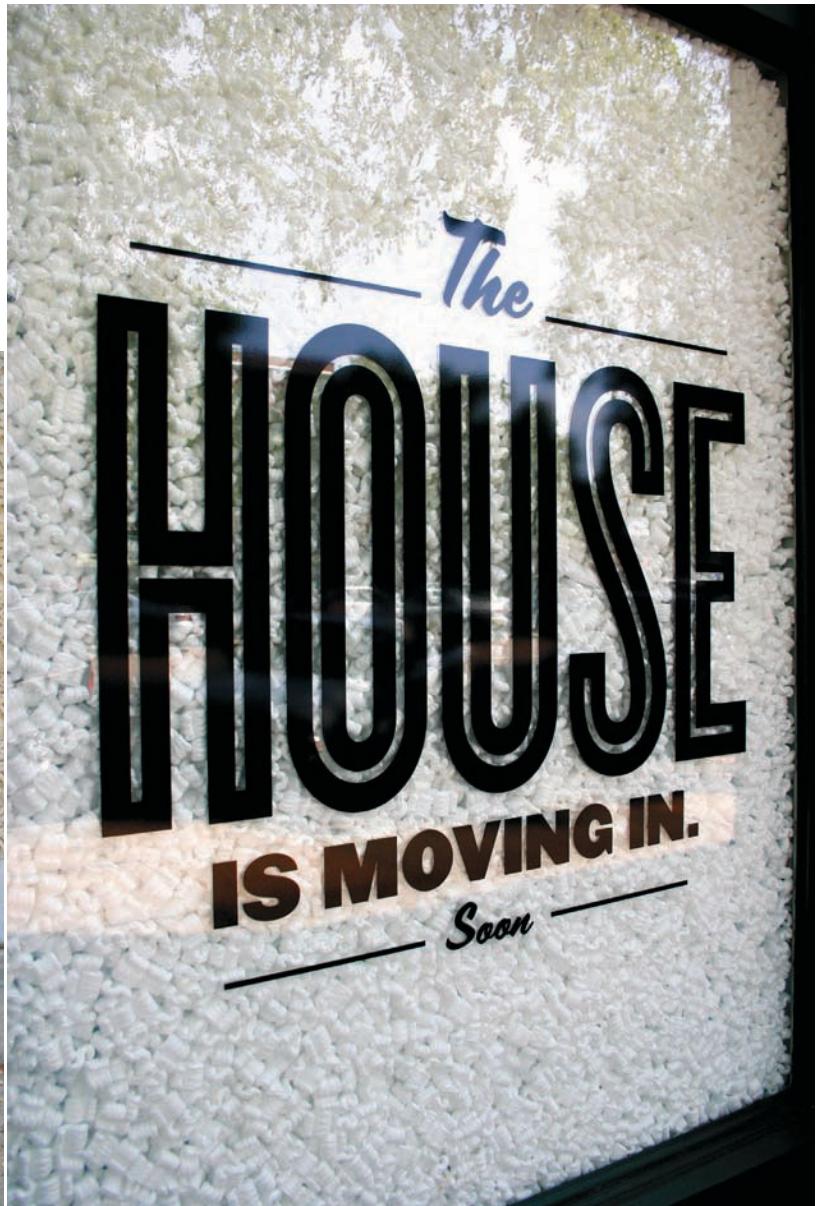


FIRM
Alt Group

PROJECT
Alt Xmas 2010

ART DIRECTOR
Dean Poole

DESIGNERS
Clem Devine
Dean Poole
Tony Proffit

**FIRM**

Wier/Stewart

PROJECT

Peanuts

ART DIRECTOR

Daniel Stewart

DESIGNER

Alex Wier

**FIRM**

Wallace
Church, Inc.

PROJECT

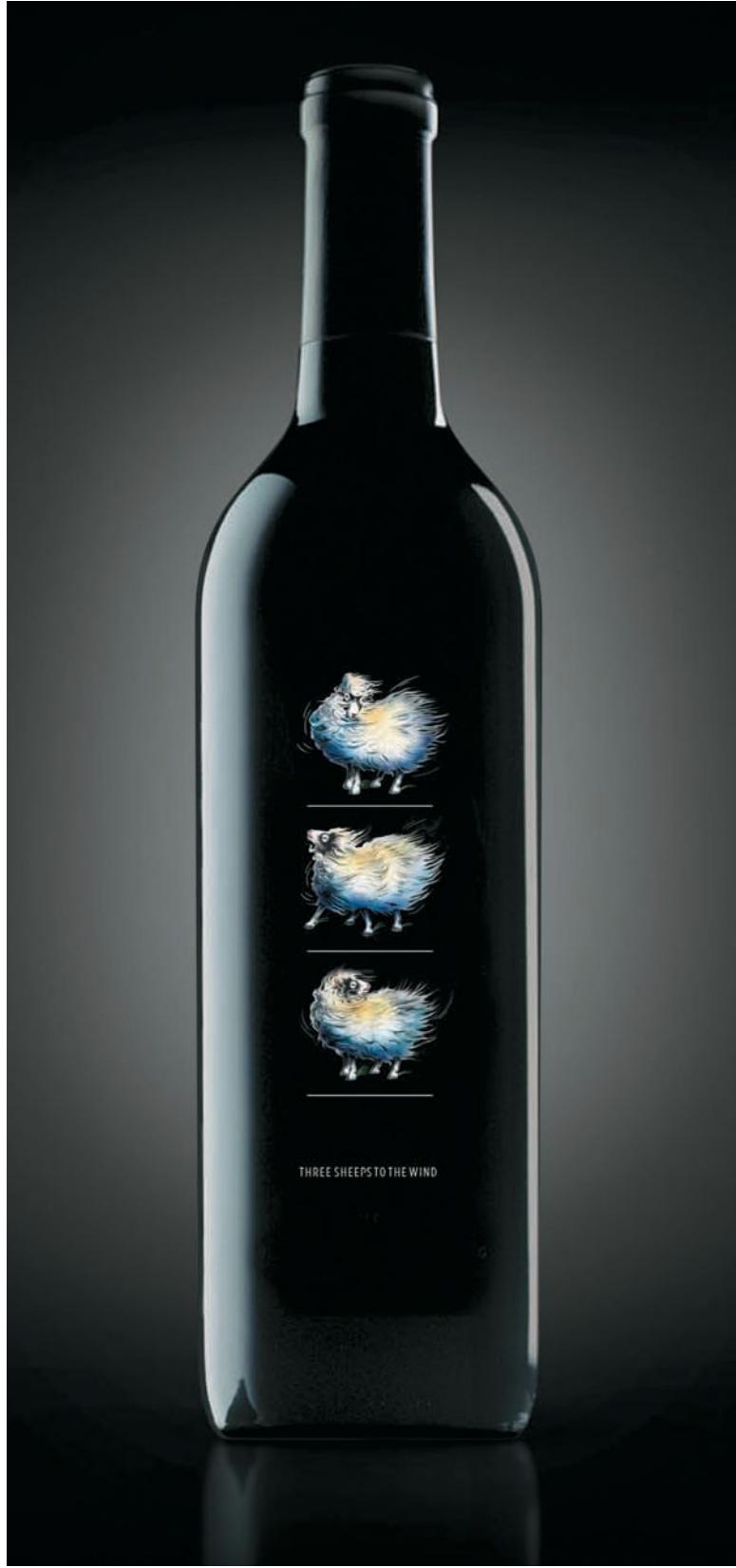
Tuna Invite 2012

ART DIRECTOR

Stan Church

DESIGNER

Stan Church

**FIRM**

Wallace
Church, Inc.

PROJECT

Three Sheeps
to the Wind

ART DIRECTOR

Stan Church

DESIGNER

Stan Church



FIRM
End of Work

PROJECT
Death to Average
Gift Sacks

ART DIRECTOR
Justin Smith

DESIGNERS
Bec Macdonald
Goran Momircevski
Justin Smith

**FIRM**

Gilah Press
& Design

PROJECT

Trade Show
Giveaway—
Gilah Equipment
Coasters

ART DIRECTOR

Kat Feuerstein

DESIGNER

Nathalie Wilson

**FIRM**

Egg Creatives
PTE Ltd

PROJECT

Christmas 2012
Bottles

ART DIRECTOR

Jason Chen

DESIGNER

Cheryl Chna

**FIRM**

Knock Knock

PROJECT

Trade Show
Promo Bracelets

ART DIRECTOR

Trish Abbot

DESIGNER

Brad Serum



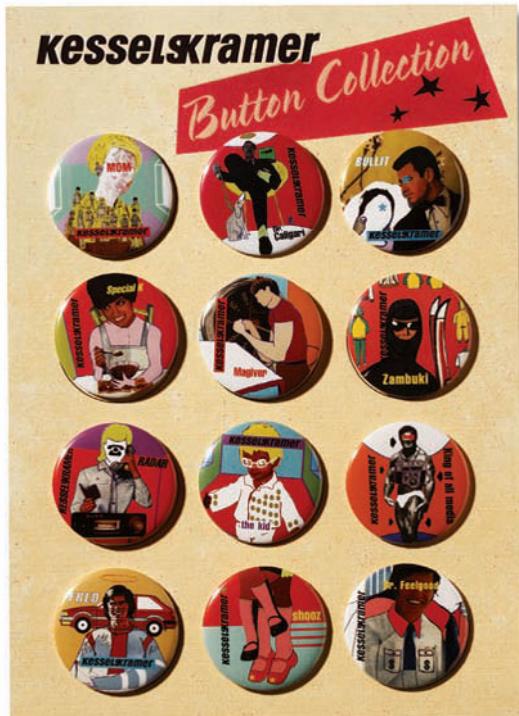
FIRM
Test Monki

PROJECT
Test Tubes

ART DIRECTOR
Suzy Simmons

CLOSER LOOK

KesselsKramer



KesselsKramer
CHEST WIG

In today's business climate, you don't want negativity, criticism or mamb-y-pamby excuses. You have no time for doubt, insecurity and fear. You want solutions. You need a simple answer.

The secret is an authentic, hand crafted, confidence bolstering **CHEST WIG**.

Timid colourless people can simply attach **CHEST WIG** and instantly gain courage that enables them to perform seeming miracles.

Down-hearted, frustrated people can overcome their handicaps, by merely being in the same room with it.

Men and women from every walk of life can feel a new vital power surging within them, an irresistible force leading them to undreamed success.

Obviously, **CHEST WIG** is not for everyone.

SHOULD YOU REQUIRE REPLACEMENT HAIR, MORE ADVICE ON THE AMAZING USES OF **CHEST WIG**, OR A FREE COPY OF 'HARRY MEN ARE MORE INTELLIGENT' PHONE JASMIN KIMERA OR JOANNA VAN DER ZANDER AT THE KESSELSKRAMMER HISTORY 01 20 570270.

WARNING: KEEP CHEST WIG AWAY FROM **Open Flame**

INSTRUCTIONS FOR A more **Robust** life:

- Find a secluded, private area in your home or office where you feel comfortable and sit down.
- Clean your chest with antiseptic.
- Peel and apply adhesive strips, **PRESSING FIRMLY**.
- Choose clothing which accents **CHEST WIG**, for instance a V-neck sweater or gold medallion necklace.
- You should notice the results immediately.

JUST LOOK AT WHAT OUR CLIENTS ARE "SAYING" ABOUT **KESSELSKRAMER CHEST WIG**

"I think ChestWig give me an unfair advantage."
-Ron Meiss, Nike, Europe ★★

"I feel like a 'Tarzan of the Boardroom' wearing my KesselsKramer ChestWig."
-Ron Penis, Hoot Brink's Budget Hotel, Amsterdam ★★★★



Wide range of styles, objects,
printed matter, websites

Underlying sense of
positivity throughout

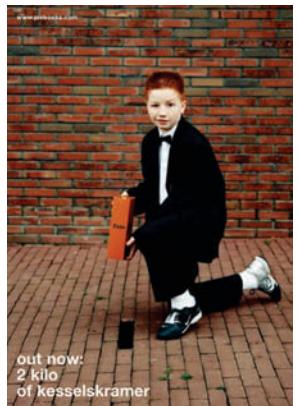
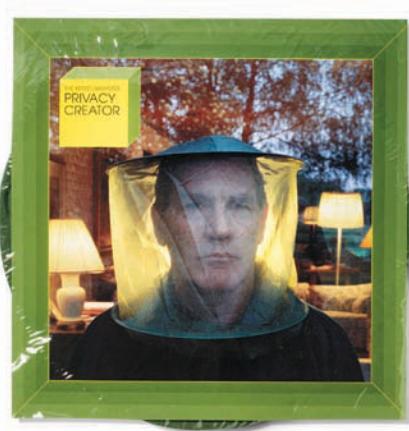




A design voice that is
playful and unexpected

FIRM
KesselsKramer

PROJECT
Various

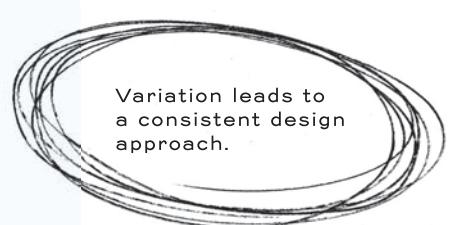


TASTY! FRIENDLY! STRANGE! AND GOOD!

KakeMix

A WHOLE BOX FULL OF MAGICAL INSPIRATION

kesselskramer



Variation leads to
a consistent design
approach.



FIRM
Bedow

PROJECT
Mikkeller + Bedow
Packaging

ART DIRECTOR
Pernicas Bedow

DESIGNER
Anders Bollman

**FIRM**

Good Fucking
Design Advice

PROJECT

Erasers

ART DIRECTORS

Jason Bacher
Brian Buirge

DESIGNERS

Jason Bacher
Brian Buirge



FIRM
MDG

PROJECT
Fresh Air Mailer

ART DIRECTOR
Tim Merry

DESIGNER
Kris Greene

**FIRM**

Timber Design Co.

PROJECT

Outdoor
Adventure Promo

ART DIRECTOR

Lars Lawson

**FIRM**

Audrie Kapinus

PROJECT

New Year's Theme
Wine Bottle

ART DIRECTOR

Kristin Breslin
Sommese

DESIGNER

Audrie Kapinus



FIRM

Graphic Design
Studio by Yurko
Gutsulyak

PROJECT

Trash Calendar

ART DIRECTOR

Yurko Gutsalyuk

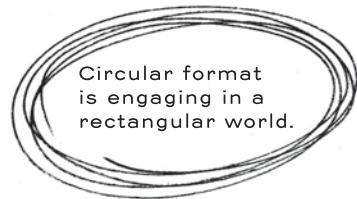
DESIGNER

Yurko Gutsalyuk



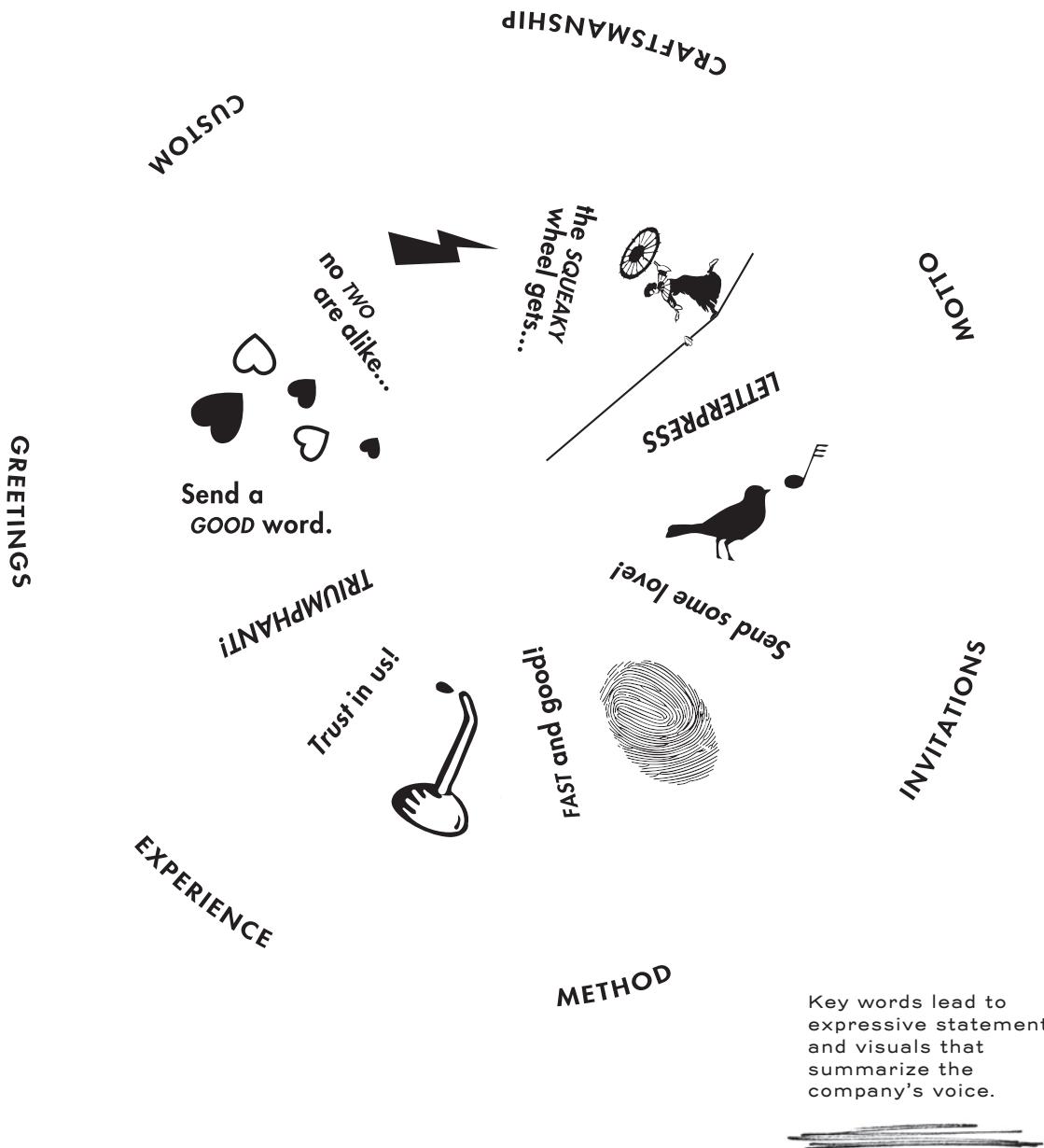
CLOSER LOOK

Thomas Printers



Grommet in center is a visual accent around which content is presented.



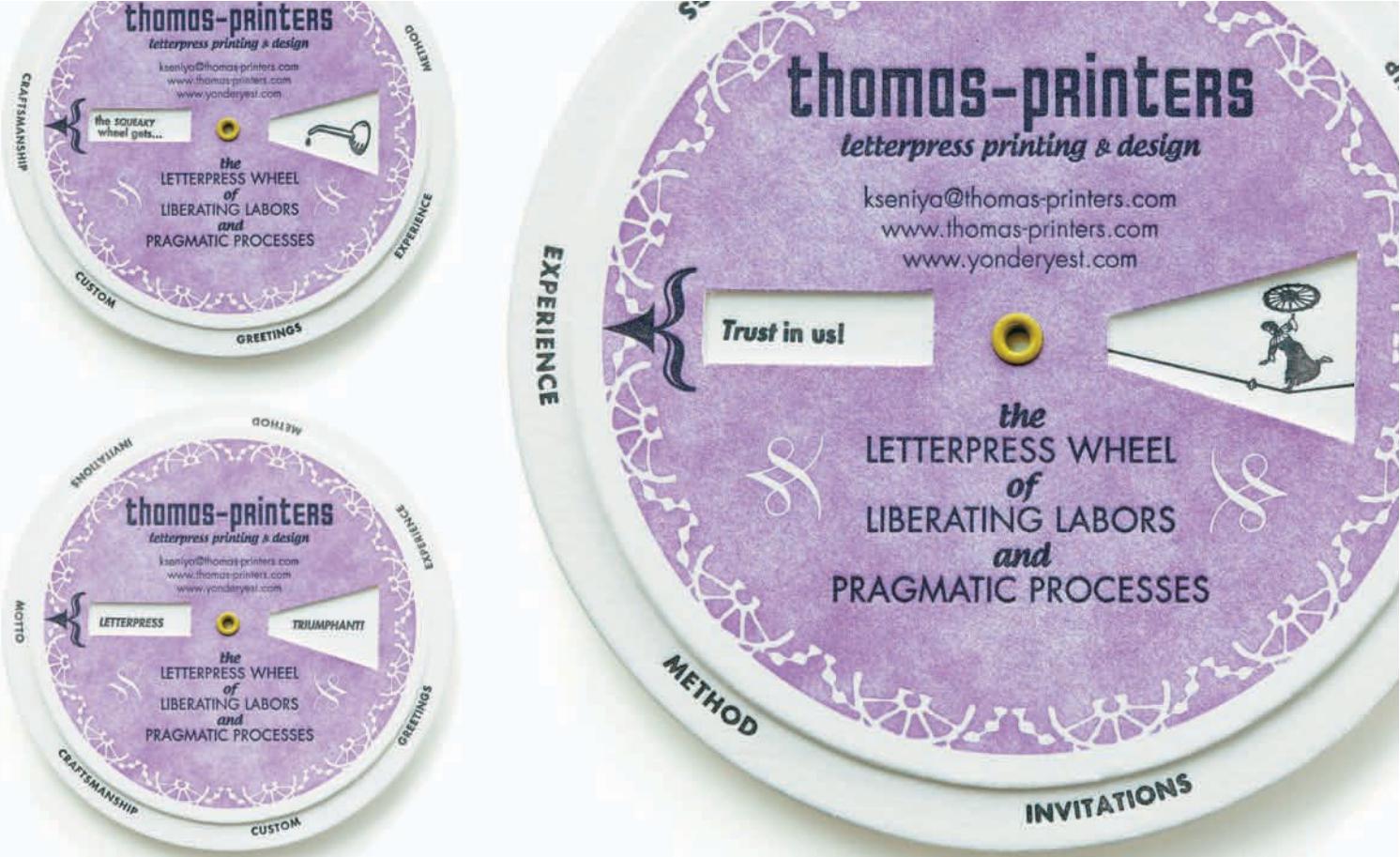
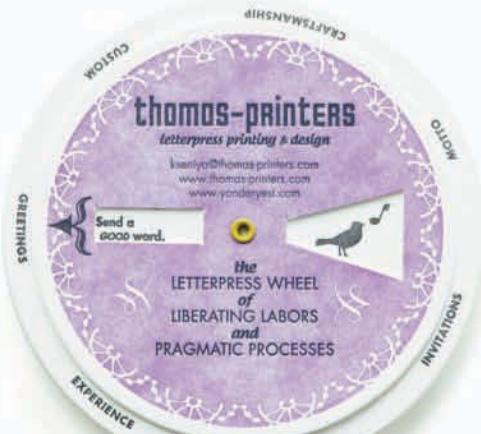
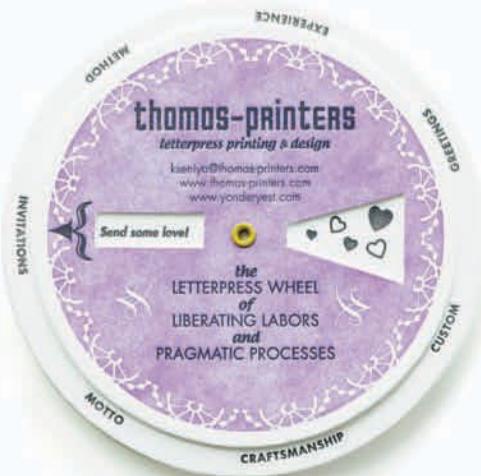
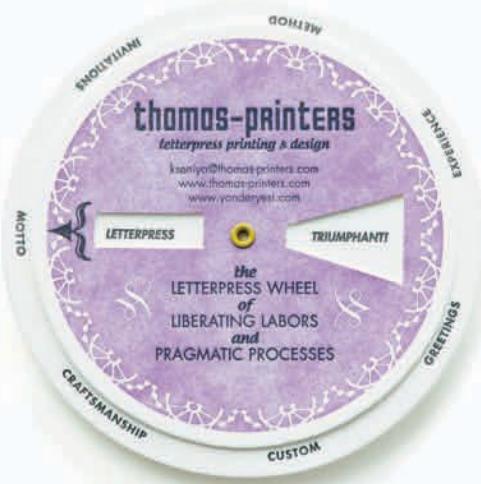
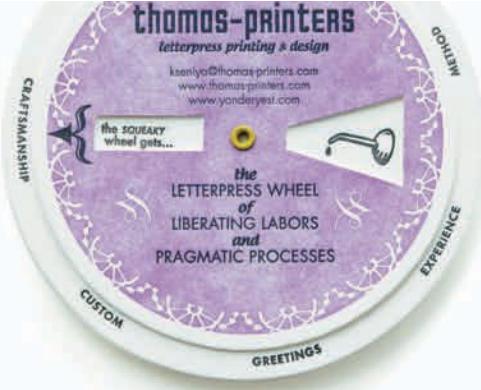


FIRM

PROJECT

ART DIRECTOR
Kseniya Thomas

DESIGNER
Chris Stamas



Dimensional quality
of letterpress further
enhanced by layering
of thick paper stock.

**FIRM**

Lead Graffiti

PROJECT

Tour de Lead

Graffiti 2011

Clamshell Portfolio

ART DIRECTORS

Jill Cypher

Ray Nichols

DESIGNERS

Jill Cypher

Ray Nichols

Tray Nichols

**FIRM**

Lead Graffiti

PROJECT

Postcard
Portfolio Projects

ART DIRECTORS

Jill Cypher
Ray Nichols

DESIGNERS

Jill Cypher
Ray Nichols
Tray Nichols

ROBYNNE RAYE
Modern Dog, Seattle, Washington

Boundaries of Taste

Before the Internet, designers had to rely on physical portfolios to promote themselves. In 1991, my three-person design studio was a struggling five-year-old going through growing pains. We knew we had to figure out some way to increase our income.

Up until that point, we had been mostly working with nonprofits in the arts. We knew we needed to attract clients with bigger budgets in order to keep working for the non-profits, but we weren't sure exactly how to make that transition from charging \$250 for a logo to getting paid \$15,000 for one. We knew we needed to make some noise.

With our limited resources, we designed and built ten fur box portfolios. Each box, customized to hold our design samples, proved to be a litmus test for potential new clients. We were intentional in the approach, and knew they would either love it or hate it. The box was covered in synthetic dog fur material of varying colors and lengths and wrapped with a studded dog collar sporting a metal bone tag. The tag read:

IF LOST
CALL MODERN DOG
206-789-POOP

We then lined the box with a fake newspaper—designed and written by my business partner. It was a mixing of design, dogs and cars-for-sale humor. Each box was custom filled to cater specifically to our target prospects.

And it worked. The ten boxes we sent out yielded several phone calls. One recipient called just to let us know she screamed when she opened it because she thought we had sent her a dead animal. More importantly, it brought us two new clients. Wieden+Kennedy hired us to design ads for Nike Kids, and another got our foot in the door at Warner Bros. Records, where we began designing music industry promotions and CD packaging. That relationship lasted for five-plus years.

The box was held in disdain by some people in the design industry. When we entered it into several design industry competitions, it was singled out by more than one person who asserted that this was not what design was about. And we were okay with that because we were a tiny company of nobodies, and we were singled out and it got people talking about us. We even got requests for more boxes from people who read about us in articles.

Every designer creates their own boundaries. For us, it was important to take risks and be clear about our intent. More than two decades later, as I reflect back, I have to admit that it was much easier for us to take that risk because we had nothing to lose. I also recognize that one furry box single-handedly shaped a key part of our careers and set a rather whimsical precedent for the people who hired us.

**FIRM**

3 Advertising

PROJECT

Mayan Calendar—
Cats of the
Apocalypse

ART DIRECTOR

Jessa Arneson



**FIRM**

Egg Creatives PTE
LTD

PROJECT

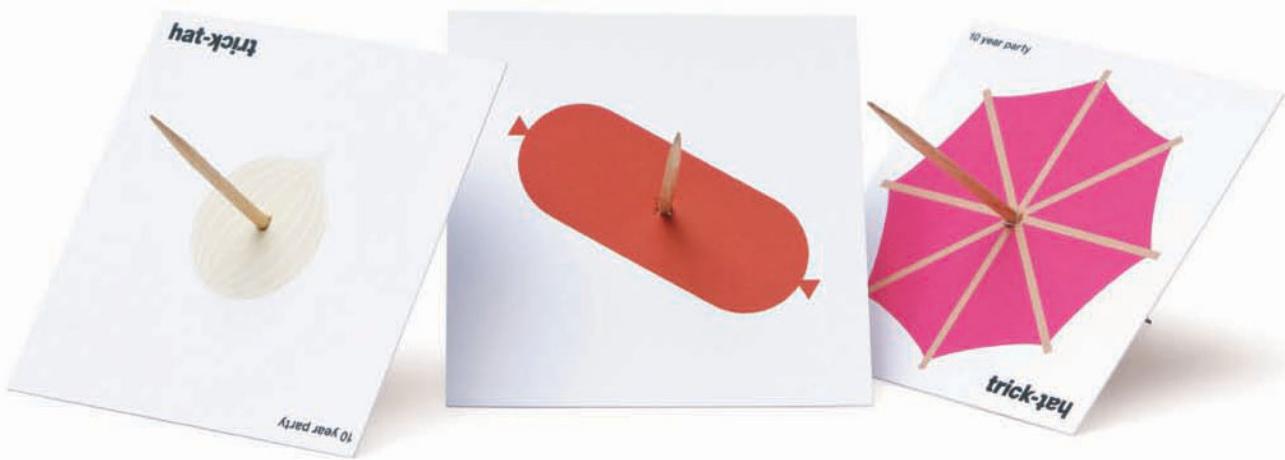
10th Anniversary
Coasters

ART DIRECTOR

Jason Chen

DESIGNER

Egg Creative Team



FIRM
hat-trick

PROJECT
Cocktail Party
Invitation

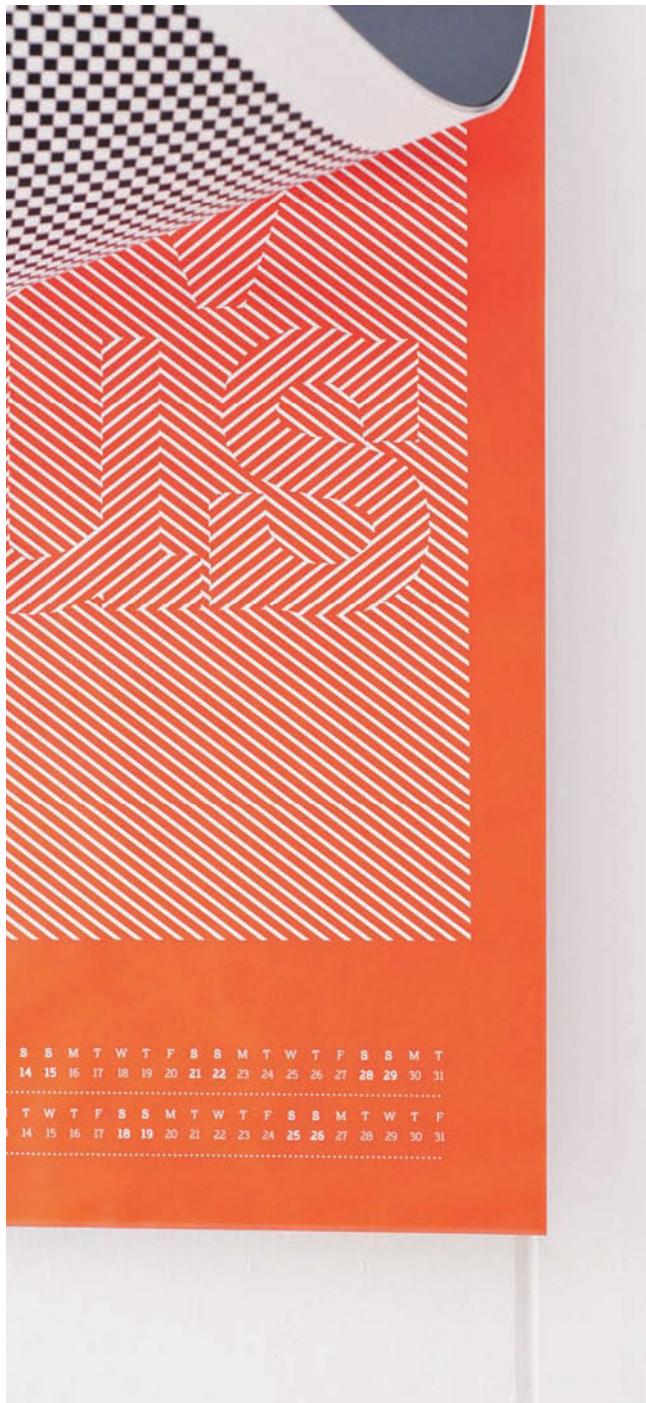
ART DIRECTORS
Gareth Howat
Jim Sutherland

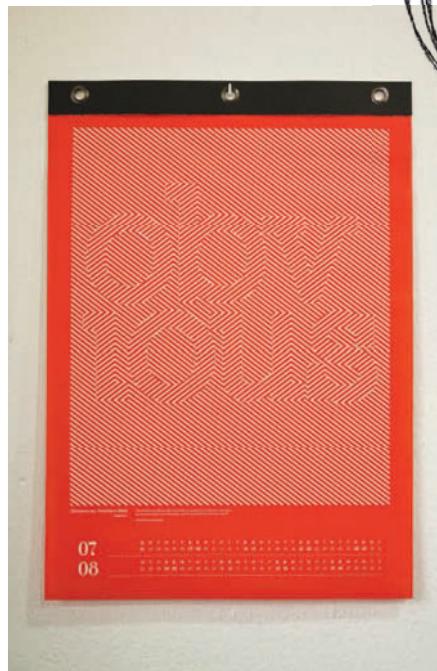
DESIGNER
Laura Bowman

CLOSER LOOK

Yellow Octopus PTE Ltd

Calendar days
displayed horizontally.





Months are labeled by numbers and are presented two per page.



Black, white, and red color palette is as crisp as the graphics.

THE END IS NEAR

~ 2012 ~

Human fascination for the end has been evident throughout time.
Often, it is linked to doom and gloom. We choose to suspend
judgment and see 2012 with new eyes.

FIRM

Yellow Octopus
PTE Ltd

PROJECT

Yellow Octopus
Calendar

ART DIRECTORS

Kevin Thio
Jason Chua

DESIGNER

Lau Shu Hui



Grommets add an industrial sense—getting things done.



Layering of diecut typography on printed typography

**FIRM**

Wallace
Church, Inc.

PROJECT

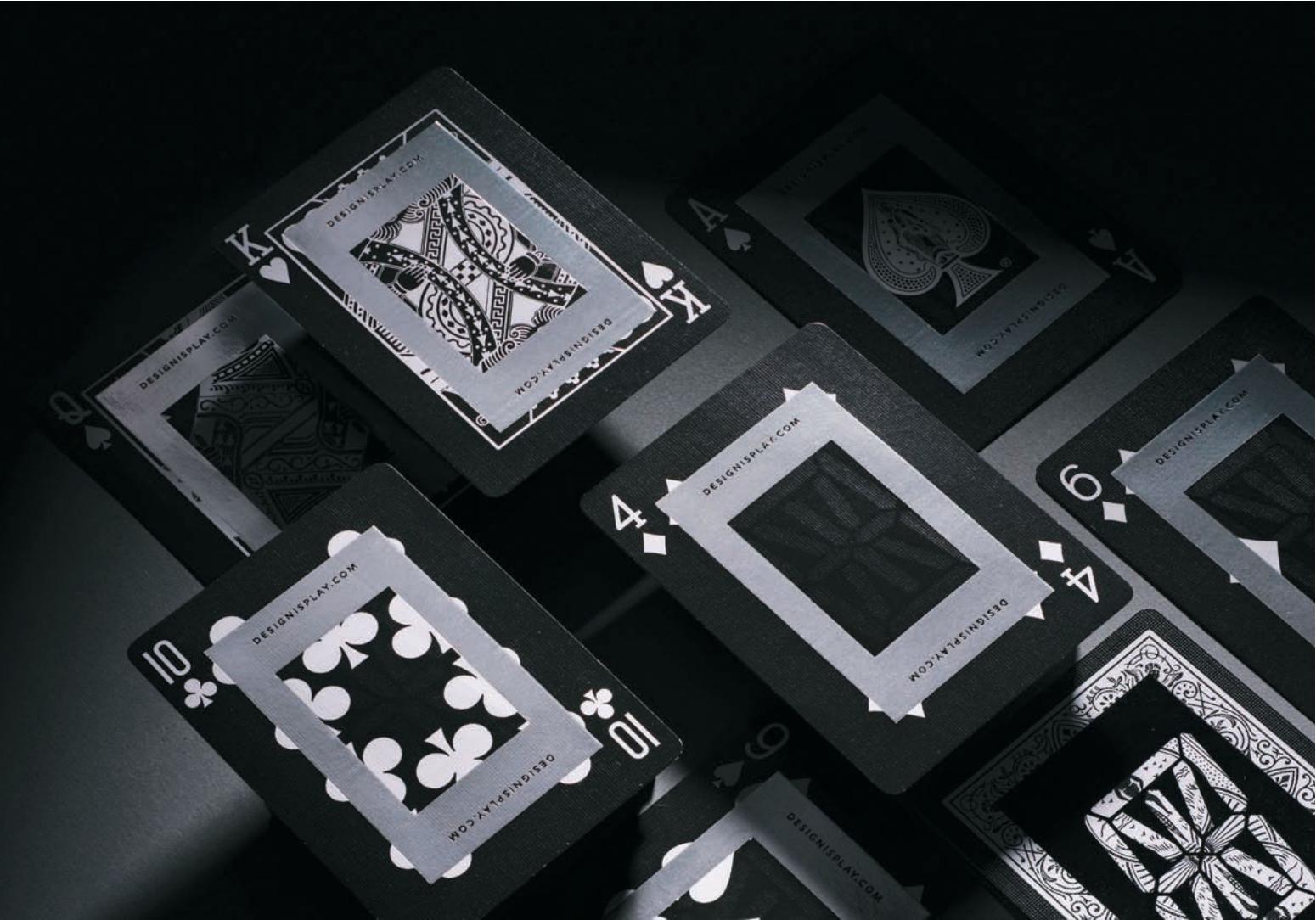
US Open Invitation

ART DIRECTOR

Stan Church

DESIGNERS

Stan Church
Chung-Tao Tu

**FIRM**

Design Is Play

PROJECT

Website
Announcement

DESIGNERS

Mark Fox
Angie Wang

**FIRM**

Owen Jones
& Partners

PROJECT

Owen Jones
Postcard

ART DIRECTORS

Rusty Grim
Mark Rawlins

DESIGNER

Mark Rawlins

**FIRM**

Wallace
Church, Inc.

PROJECT

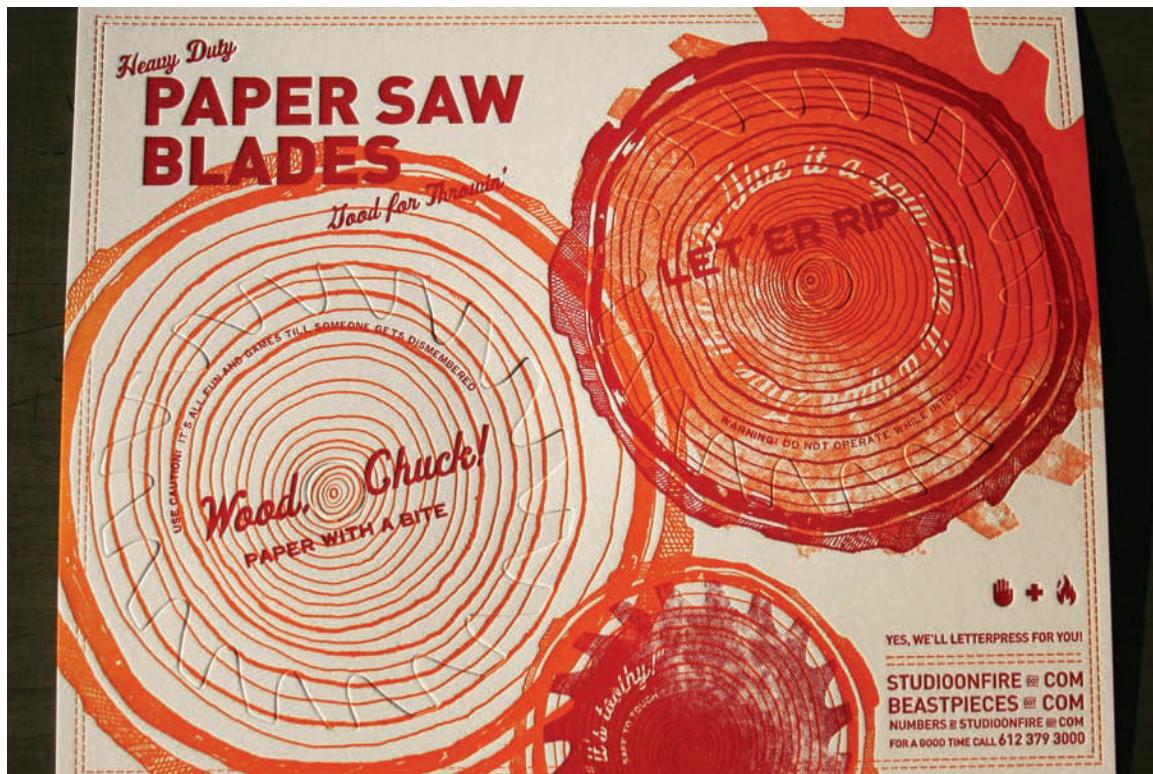
35th Anniversary
Promo

ART DIRECTOR

Stan Church

DESIGNERS

Wallace Church
Design Team

**FIRM**

Studio on Fire

PROJECT

Saw Blades

ART DIRECTOR

Studio on Fire

DESIGNER

Studio on Fire



FIRM

Studio on Fire

PROJECT

Studio on Fire
2012 Letterpress
Calendar

ART DIRECTOR

Studio on Fire

DESIGNER

Studio on Fire



FIRM
Curious

PROJECT
Christmas
Thaumatropes

ART DIRECTOR
Curious

DESIGNER
Curious



FIRM
Wallace
Church, Inc.

PROJECT
Tuna Invite 2011

ART DIRECTOR
Stan Church

DESIGNER
Stan Church

**FIRM**

Fuszion

PROJECT

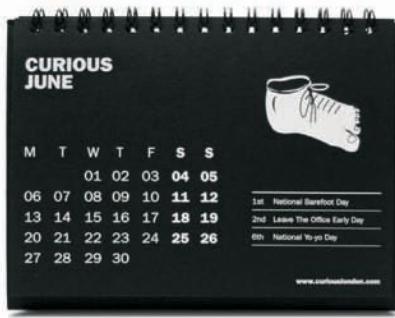
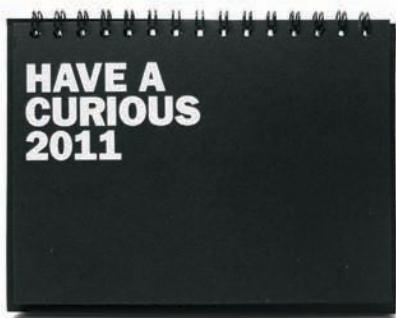
"As the Crow Flies"
Moving
Announcement

ART DIRECTOR

Rick Heffner

DESIGNER

Dan Deli-Colli



FIRM
Curious

PROJECT
Calendar 2011

ART DIRECTOR
Curious

DESIGNER
Curious

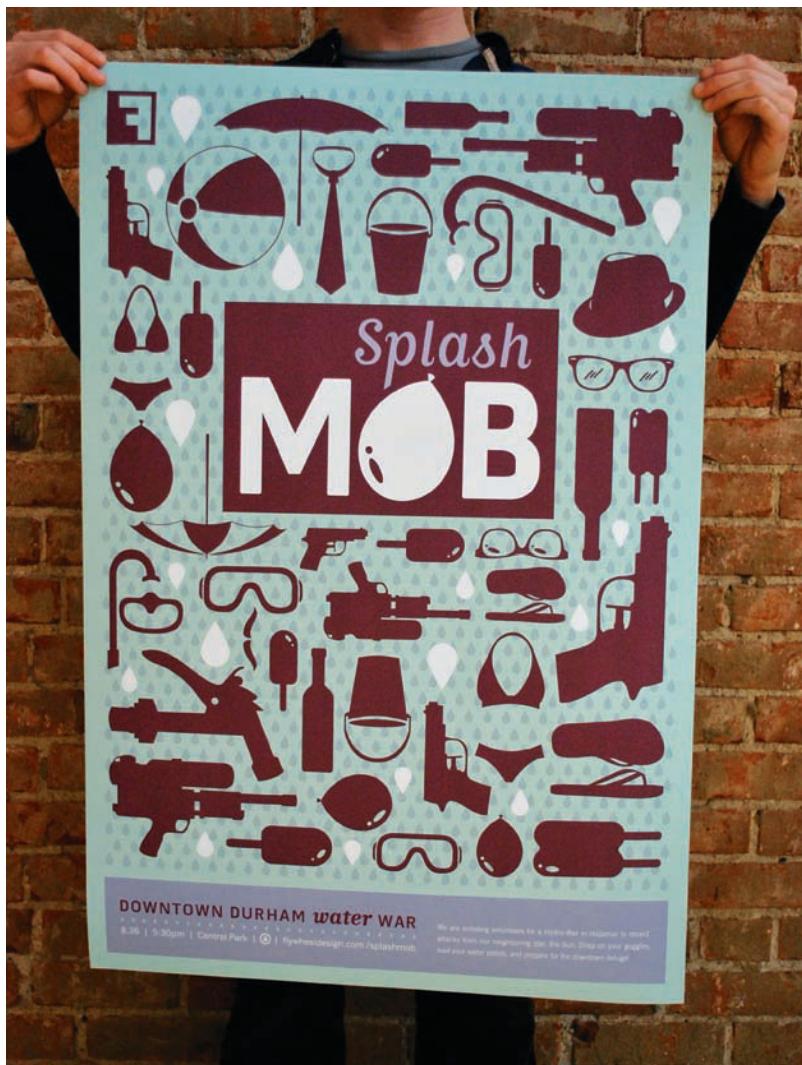


FIRM
Sonsoles

PROJECT
New Year
Promotion

ART DIRECTOR
Sonsoles Llorens

DESIGNER
Sonsoles Llorens



FIRM

Flywheel Design

PROJECT

Splash Mob Public Water Fight in Downtown Durham

ART DIRECTOR

Woody Holliman

DESIGNER

Nicole Kraieski

**FIRM**

Justin Colt

PROJECT

Holiday Mailer

ART DIRECTOR

Justin Colt

DESIGNER

Justin Colt

**FIRM**

SK Designworks

PROJECT

Website Promotion

ART DIRECTOR

Soonduk Krebs

DESIGNER

Vicki Gray

**FIRM**

Hatch Design

PROJECT

5th Annual
Egg-Coloring Kit

ART DIRECTORS

Katie Jain
Joel Templin

DESIGNER

Will Ecke

**FIRM**

Hatch Design

PROJECT

4th Annual
Egg-Coloring Kit

ART DIRECTORS

Katie Jain
Joel Templin

DESIGNER

Jeffrey Bucholtz

CLOSER LOOK

Hatch Design

Form of
dimensional
object mirrors
forms and
proportions
of printed
illustrations.





TOGETHER, BEAUTIFUL THINGS ARE POSSIBLE. *Hatch* 4/5/12





Blind debossing adds subtle shadowing and dimension.

hatch 4/5/12

BEAUTIFUL THINGS ARE POSSIBLE.





FIRM
Hatch Design

PROJECT
5th Anniversary
Invitation

ART DIRECTORS
Katie Jain
Joel Templin

DESIGNER
Eszter Clark

**FIRM**

Gilah Press
& Design

PROJECT

Holiday Card

ART DIRECTOR

Kat Feuerstein

DESIGNERS

Kat Feuerstein
Ahn Hee Strain

**FIRM**

Local Projects

PROJECT

2010 Holiday Card

ART DIRECTOR

Katie Lee

DESIGNER

Claire Lin

**FIRM**

Real Fresh
Creative

PROJECT

Hoppy Halidays
Ornament/Coaster

ART DIRECTOR

Kayle Simon

DESIGNER

Kayle Simon



FIRM
substance151

PROJECT
Holiday Cards

ART DIRECTOR
Ida Cheinman

DESIGNERS
Ida Cheinman
Rick Salzman

**FIRM**

Willoughby Design

PROJECT

Willo Sweets—
Valentine's Day
Gifts

ART DIRECTORS

Ann Willoughby
Nicole Satterwhite

DESIGNERS

Roberto Camacho
Becky Ediger
Nicole Satterwhite

**FIRM**

Local Projects

PROJECT

2011 Holiday Card

ART DIRECTORS

Ian Curry
Katie Lee

DESIGNERS

Greg Mihalko
Hannah Schwartz

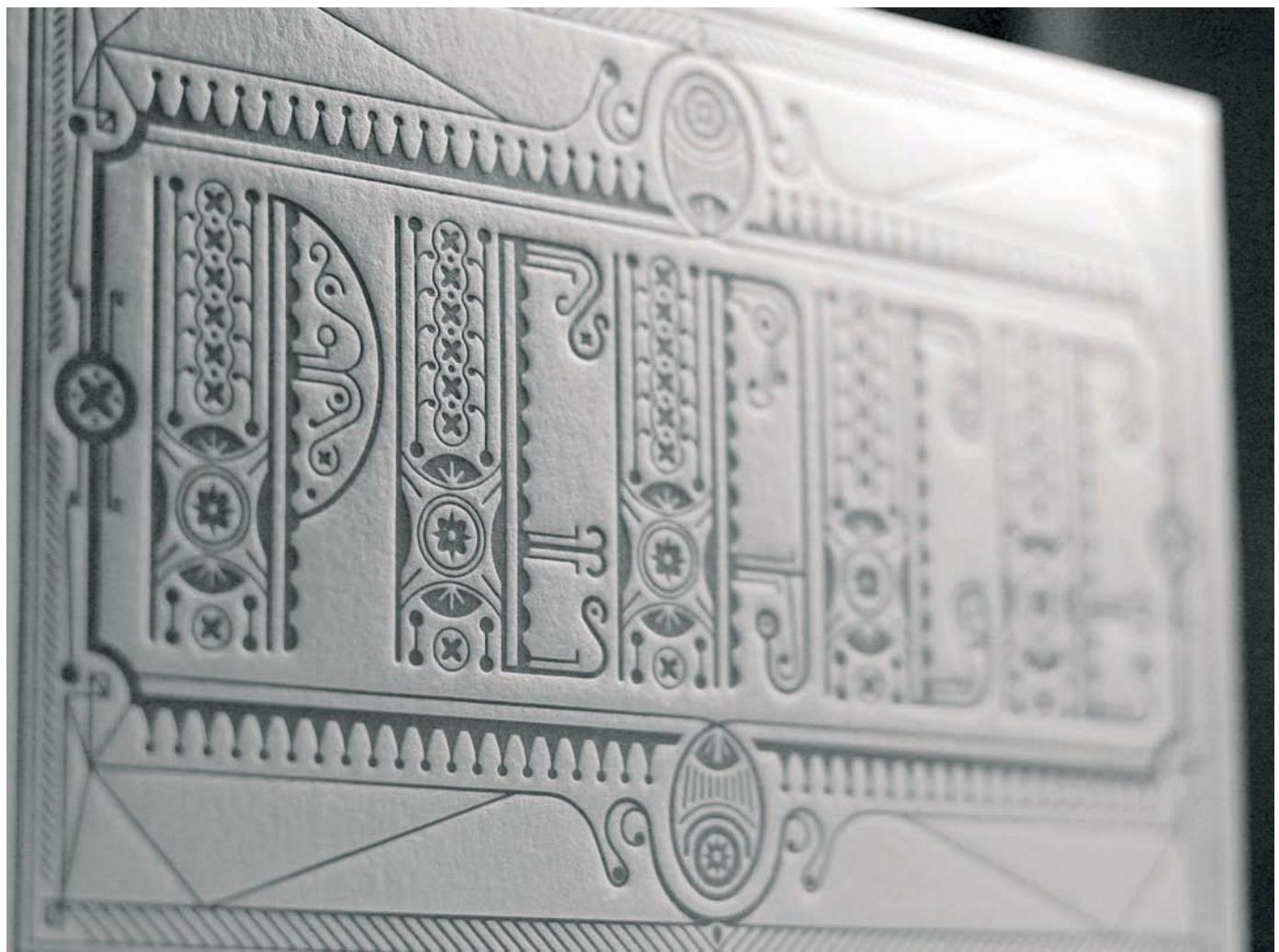


FIRM
Salih Kucukaga
Design Studio

PROJECT
2011–2012
New Year Card

ART DIRECTOR
Salih Kucukaga

DESIGNER
Salih Kucukaga

**FIRM**

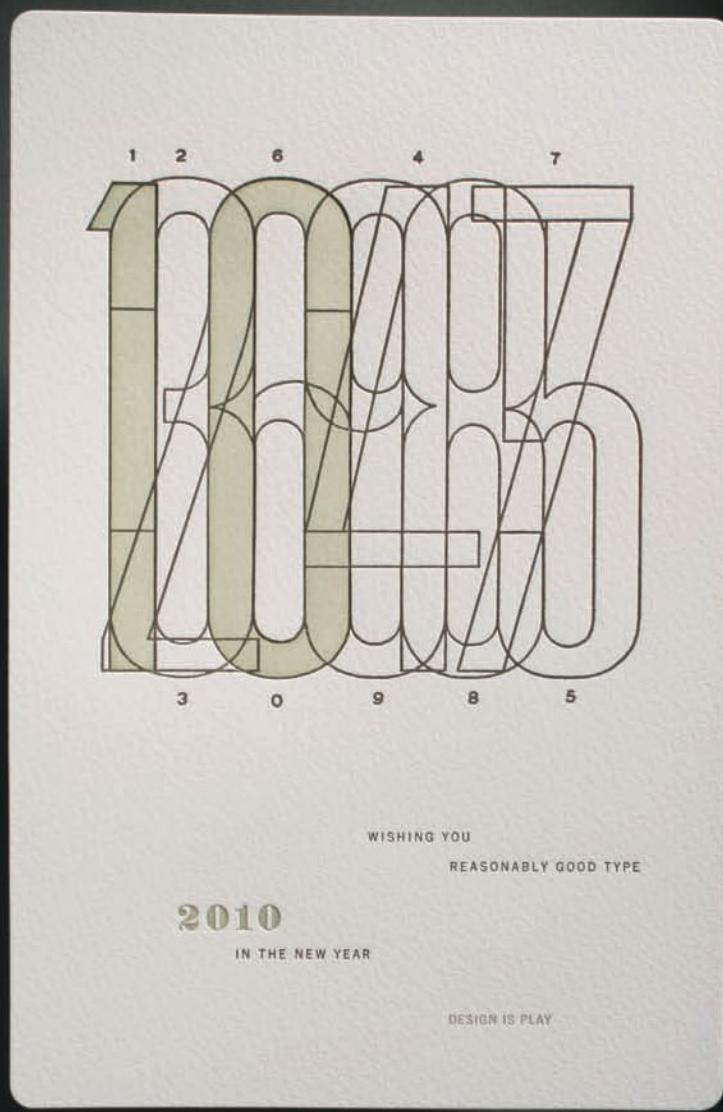
Jeff Rogers

PROJECT

Christmas Card

DESIGNER

Jeff Rogers



WISHING YOU
REASONABLY GOOD TYPE

2010

IN THE NEW YEAR

DESIGN IS PLAY

FIRM
Design Is Play

PROJECT
2010 New
Year Card

DESIGNERS
Mark Fox
Angie Wang

**FIRM**

SK Designworks

PROJECT

Season's Greetings
Holiday Promotion

ART DIRECTOR

Soonduk Krebs

DESIGNER

Soonduk Krebs

KATE BINGAMAN-BURT

Portland, Oregon

Physical or Digital?

I like to hold things in my hand. I like to look at things on my screen. When it comes to engaging with people about the things that I do, I've found a healthy balance by communicating sincerely online and then either zooming a special package off in the mail or giving surprise objects in person. Pro tip: everybody likes getting fun, unexpected mail.

My first website launched in 2002, and my first online store—filled with zines, drawings, and other small objects—launched on the same day. My work existed online as well as offline, and it has been that way ever since. I carried zines and buttons around rather than business cards. These objects were way more fun to hand out and to talk about than business cards and led to more meaningful discussions. They told good stories. I sent packages off to people not because I wanted a job, but because I simply liked what they made or the way they operated. These shipments would sometimes morph into a fun freelance project or other collaborations later down the road. Sometimes, they would just lead to a good friendship, which is just as valuable.

I try to convey this spirit to my students when the discussion of self-promotion or networking comes up. Here's what I tell them:

Have something to say. Don't just hand over a sweaty, generic business card and fail to make any eye contact to someone you have barely said two words to. Don't send a mass email out to tons of designers that you admire with a copy-and-paste form letter telling everyone how awesome you are as you ask for a job.

Take the time to research. Get to know the person you are reaching out to. Ask them questions rather than unloading your entire résumé in one long run-on sentence. Listen. Be sincerely interested in who you are speaking with.

Design a dang conversation piece. When my students embark on making their self-promos, I encourage them to create something that has a concept behind it and not something that just showcases their portfolio in miniature. If they are creating something tangible, I tell them to make something that people won't want to throw away, but will happily display on their desk or wall. If my students are emailing their website or PDF portfolio, I encourage them to drop off a handwritten note or specially made object in the mail to intended website viewers the same day. Leave a smart impression.

I don't want this to sound like an insincere formula. It's really tricky to navigate self-promotion in a personal and effective way. By combining research, multiple methods of communication, and a sincere interest in the people you are contacting, you will be off to an excellent start.

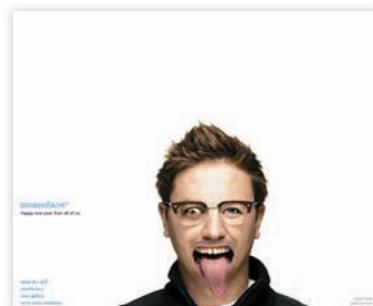
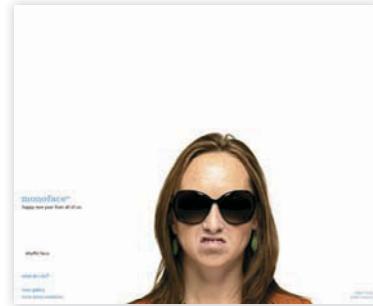
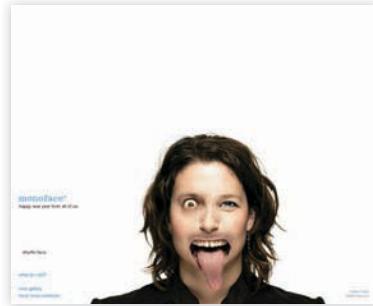
CLOSER LOOK

monoface

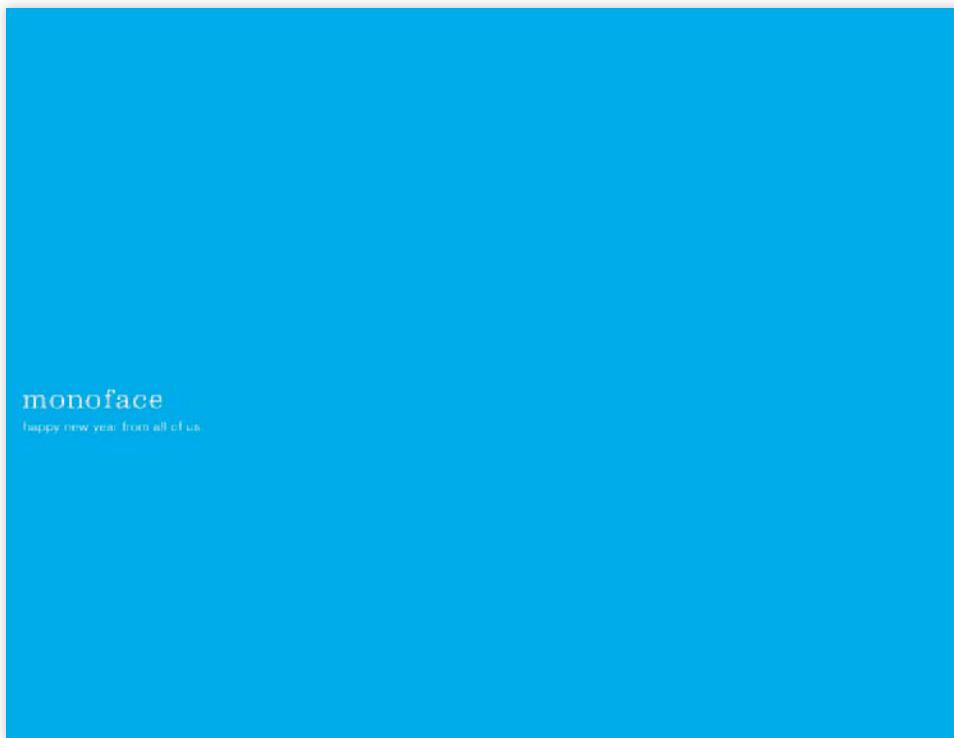


Five clickable areas:
Head & shoulders,
Right eye,
Left eye,
Nose,
and Mouth

Lighting and seamless
image editing handled
very well



759,375 possible
combinations of
features

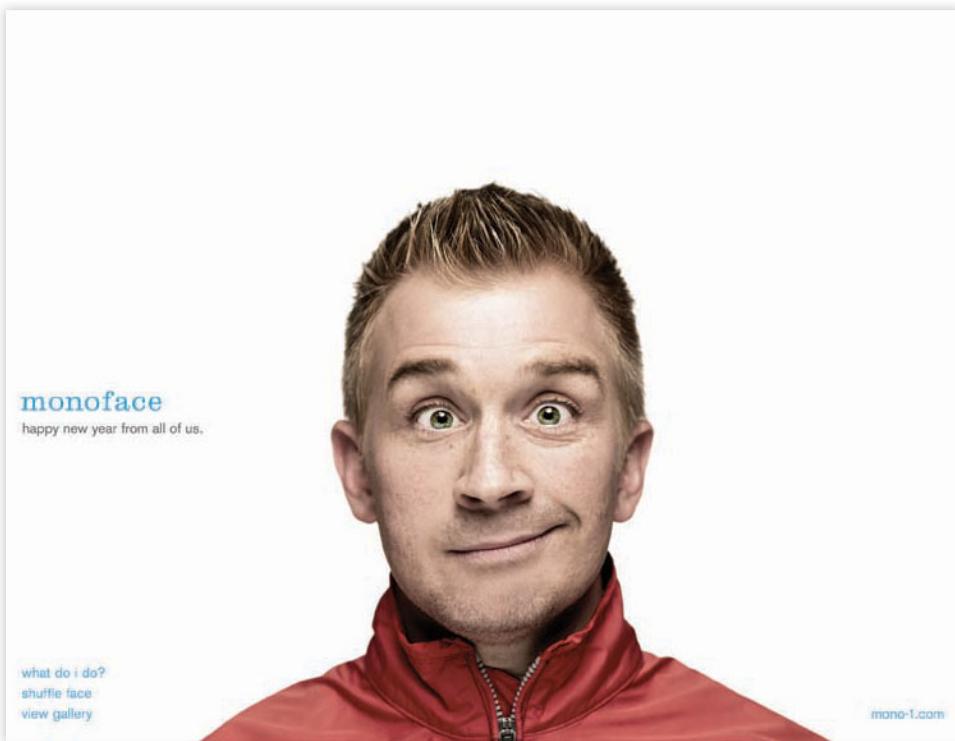
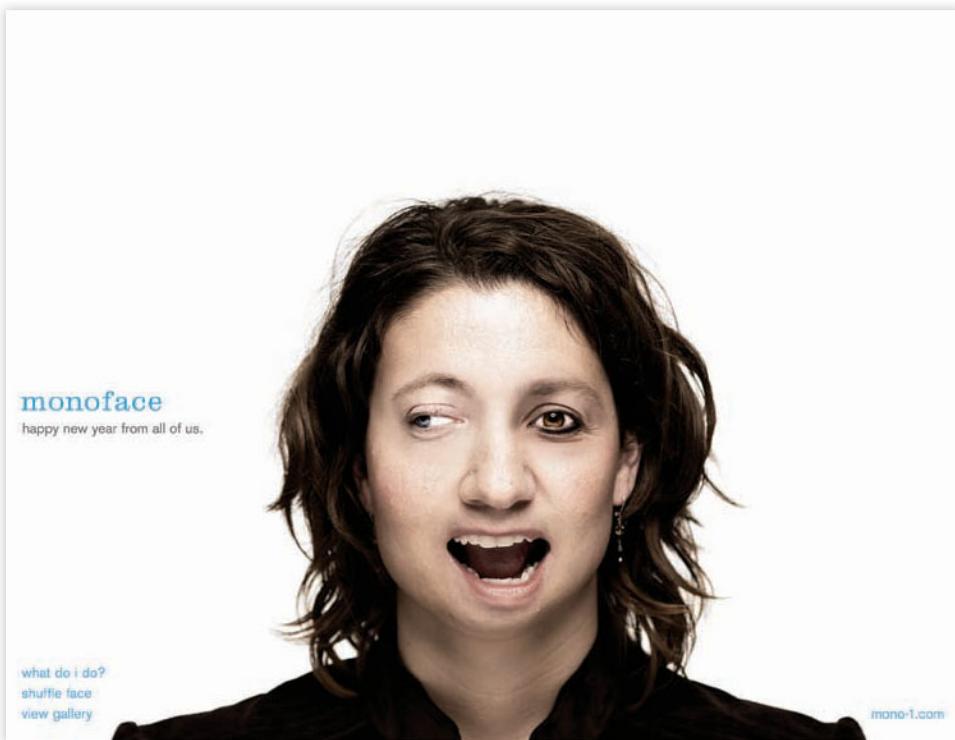


FIRM
mono, inc.

PROJECT
monoface

ART DIRECTOR
mono, inc.

DESIGNER
mono, inc.



Clean, open layout
creates immersive
experience with
images.



FIRM
The Allotment

PROJECT
Website

ART DIRECTORS
James Backhurst
Michael Smith
Paula Talford

DESIGNER
James Backhurst

Good Fucking Design Advice.
Serving the working class designer since 2010.

**Promote your
fucking self.**

This isn't enough, I need more fucking advice.

Buy Our Merchandise

Clients got you down? Looking for motivation to continue on? Complete your life with one of our products.

Created by Brian Dulger & Jason Bachman

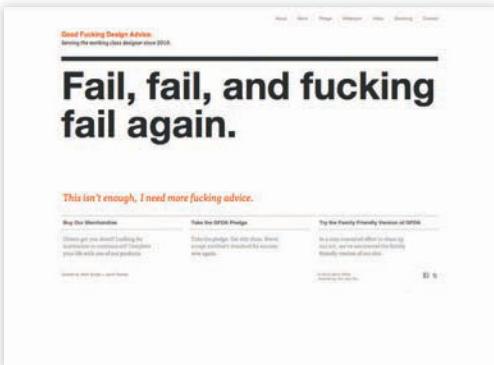
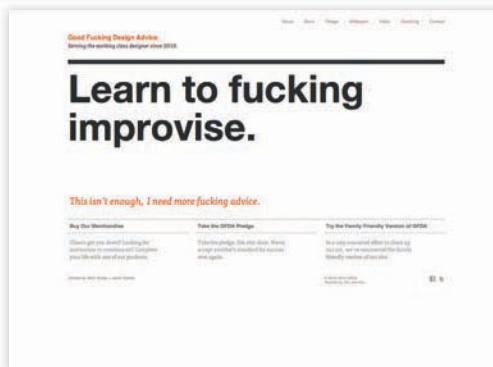
[Take the GFDA Pledge](#)

Take the pledge. Get shit done. Never accept another's standard for success ever again.

Try the Family Friendly Version of GFDA

In a very concerted effort to clean up our act, we've resurrected the family friendly version of our site.

四六



FIRM

Good Fucking Design Advice

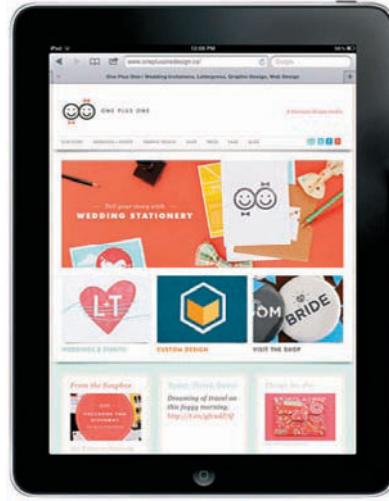
PROJECT Website

ART DIRECTORS

Jason Bacher
Brian Buirge

DESIGNERS

Jason Bacher
Brian Buirge


FIRM

One + One Design

PROJECT

 Website Design +
Development

ART DIRECTOR

 Tyler + Jessie
Thiessen

DESIGNER

 Tyler + Jessie
Thiessen

WHAT WE DO

Custom design is all about the right solution for the right project. And when it comes to your project, it's all about opening our eyes and ears. We love working with forward-thinking, passionate individuals with a burning desire to share their vision with the world. And when there's the good news... we have the enthusiasm, and experience, to make your project sing. Because in the world of graphic design, we've kept busy. Working with individuals, small businesses, and we've developed brand identities, logos, websites, blogs, stationery, campaigns, custom illustrations, packages and seemingly everything in between. But why not take a look at what we've done. If you're looking for a look around, we think you'll like what you see!

SAMPLES

BLUE CONTAINERS
BRAND IDENTITY + WEBSITE

PASS IT FORWARD
LOGO, POSTER + WEBSITE

ENDOWED PHARMACY
BRAND COLLATERAL

TELLING YOUR WEDDING STORY

From New York to New Brunswick, Athens to Astoria, Calgary to California and everywhere in between, love has a story to tell. Whether you met in line at your favorite concert, through an accidental like on Facebook, or on a completely life-changing blind date, the details are important. And we take the phrase 'It's all in the details' to a whole new level. Working with fine papers and a variety of stationery, we can create one-of-a-kind pieces from your first save-the-date to your last wedding favor. We'll approach your wedding with unmatched enthusiasm, using our vintage chans, old stories and unique aesthetics for the unexpected to ensure a lasting impression for you and your guests.

Head on over to our [info/pricing](#) page for more information!

SAMPLES

GEORGIA + STEVE
WEDDING INVITATION

NICOLE + ERIC
WEDDING INVITATION

JESSIE + TYLER
WEDDING INVITATION

BREAH + ED
WEDDING INVITATION

LEAH + TEAMI
WEDDING INVITATION

SHELLY + JOHN
WEDDING INVITATION

OUR STORY

We are a pair of cards in what we are. Not the King and Queen though, more like the Joker and the Ace (you can guess which is which). We are a pair of cards, having fun, traveling for treasures, traveling the globe or planning our next move, our story is one filled with excitement and a thirst for adventure. Sailing through flea markets in Japan, getting lost in the mountains of Switzerland, sampling polka in Germany and relaxing right here in the Prairies are just a few of the ways in which we gather ideas, and that's the way we like it.

With 14 years of collective knowledge in graphic design, and an eye for opportunity, we use our wide-cast experience to approach any and all projects. From small business cards to large-scale construction, styling, web design and a variety of other industries, we've seen it all. Well, almost.

We are One Plus One, and our passion for a good idea is one that has no bright. That's our story, now let us hear yours.

Welcome to
ONE PLUS ONE
We are a boutique design studio.
We want to help you tell your story.
The rest is in the details.

L+T
WEDDINGS + EVENTS

CUSTOM DESIGN

VISIT THE SHOP

SHARE

Younicorn



Make Every Day Magical.

 +  =

Now available on iTunes

Younicorn is brought to you by the fantastical folks at [mono](#), who firmly believe in the magic of simplicity, and that everyone looks better with a long, pointy horn growing out of their head.

The wizards of development were [PooLids](#). They added their special blend of sparkles and potions to help us make Younicorn even Younicornier.

If you have any comments or thoughts on Younicorn, please send them our way. We hope you enjoy it.





FIRM
mono, inc.

PROJECT
Younicorn App

ART DIRECTOR
mono, inc.

DESIGNER
mono, inc.

KesselsKramer's Bon Vé

All KesselsKramer we offer design your culinary expert cooking classes. And we are great for people sharing fine cuisine both demonstration and hit.

SEMINAR COOKIES
GIFT CERTIFICATES
LEADS
HOME

Our students say:
"I want to thank you KesselsKramer. I've expanded my repertoire to make me more complete and less hungry".

**• Recipe 1 - Toast
• Recipe 2 - Shop
• Recipe 3 - Cook
• Recipe 4 - Minc
• Recipe 5 - Eating**

Receiving information (179 KB of 29)

KesselsKramer
The Emergency Training Company

Training Courses

Our highly trained staff can assess your corporate or community needs. Our philosophy is to combine real world experience with proven teaching techniques. We are available 24 hours a day, and we value to you.

See some of the useful aspects we have helped create... and care.

marthapendleton **SS-401**

Fast Slim by KesselsKramer

We've just enrolled club member #14,444.

MEMBERS SHOW ME

Success Stories/ Testimonials
Lost 20 to 50 lbs
Lost 51 to 100 lbs
Health and Energy
WT Loss for Event!

FEATURES
New Member Exclusive
Recipes
Fitness Expert
Stress Relief
Health Professionals
Healthy Dining Guide
Reference Library

Testimonials

Millions of people all over the world have lost weight and improved their lives with KesselsKramer FastSlim.

big successes

Individuals continue to enjoy KesselsKramer FastSlim every day as a convenient way to manage their weight. Although, some are not so lucky.

Scare Story of the Week:
Name: hol.com
Gained: 53 pounds in 6 months
Today: "I am a sweet freak. Now I can get up have a chocolate shake for a breakfast!"

Click on the Category of Success Stories that Interest You...
20 - 50 lbs 51-100 lbs

KESSELSKRAMER'S FURNITURE HEAVEN

HOME CATALOG FURNITURE

The Ben in Salt Lake City Catalogue featuring lots of people called Ben and furniture from KesselsKramer's Furniture Heaven! Order now!

HOME CATALOG FURNITURE

The Ben in Salt Lake City Catalogue featuring lots of people called Ben and furniture from KesselsKramer's Furniture Heaven! Order now!

MY X-PICS
MY G-PICS

Lia as escaping from yeti
My friend Ali
Lia's great day
Steve and his Grandmother

The Holiday Pics of KESSELSKRAMER
HOLIDAY IN HI-LAND

Hill You have reached my personal (and I mean personal) page of holiday snaps. They are pictures of me and my friends on all kinds of action sports holidays. Watch us snowboard, surf and skateboard our way around the world. If you like what you see, then you can buy the book that the kids can watch. Click on "My X-Pics" to see the hot-hot-hot snaps!

Hot Air Balloons KesselsKramer

Watch the world from above

fly with us

"Floating in a hot air balloon feels as if you're suspended in the wind. The earth appears to be turning below. The horizon rises as you dip to kiss the treetops, then all of a sudden the floor drops away in sudden dimensions. A mere whisper of wind on your cheek tells you that the balloon has changed direction, moving with the breezes through the crystal blue sky."

Hot Air Balloons KesselsKramer
Lauengracht 39
1016 RG AMSTERDAM
the Netherlands
Telephone: +31 20 480 5007/60
Fax: +31 20 480 5531/61
E-mail: info@kesselskramer.nl

KesselsKramer
Magnifique fiesta-palace

Information

KesselsKramer
Lauriergracht 39
1016 RG AMSTERDAM
The Netherlands
Telephone +31 (0) 20
5301060
Fax +31 (0) 20 5301061

Magnifique fiesta-palace

Search
Search for other KesselsKramer products and services

TaskSlim
How you've had your face done, get your body done the

First Aid
Learn a different kind of exercise

Library
Member News

Facial Plastic Surgeon

KesselsKramer belongs to the world's largest association of facial and reconstructive surgeons.

DIESEL

KESSELS KRAMER FACIAL PLASTIC SURGERY

[more examples](#)

KesselsKramer Academy of Facial Plastic and Reconstructive Surgery - Lauriergracht 39 1016 RG AMSTERDAM
The Netherlands - Telephone +31 (0) 20 6301060 Fax +31 (0) 20 6301061

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KesselsKramer
THE INTERNET LOST AND FOUND

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Welcome to the KK Internet Lost and Found Agency

Welcome to the KesselsKramer agency, the largest free lost and found classified resource on the web!

Featured Ad
Last Audio-component of the day

Category: Audio
Title: Loudspeaker-set
Location: Duluth, Georgia

Description:
Brown, wooden body with dustshields on front. Brand unknown

Featured Ad
Last Food of the day

Remineralization

KesselsKramer . For hard working teeth

KESSELSKRAMER Pageants

KesselsKramer Pageants presents the winners of all the age groups in the Net Parrot Newspaper contest

HC Award Winners
SC Award Winners

KesselsKramer Pageants
Lauriergracht 39
1016 RG AMSTERDAM
The Netherlands
Telephone +31 (0)20 5301060
Fax +31 (0)20 5301061
chuch@kesselskramer.nl

Beatrix **Beatrix**

IN-PARROT **IN-PARROT**

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STUDIO NEWS

06/18 NEW FACES
We're excited to introduce a couple of fresh new faces at Entermotion. Welcome Kelsey, our summer intern, and Kyle, our new full-time designer!

06/19 ATLAS MD HAS SOCIAL MADNESS!
We'd like to congratulate Atlas MD for taking the lead in the Wichita Business Journal's Social Madness Challenge. [Today is the last day to vote!](#)

04/13 NEW WEBSITE LAUNCHED!
Congrats to Steve Brown Photography, and his brand new site! Check it out here: [stevebrownphoto.com](#)

FEATURED WORK

LAYLA GRAYCE

AYLA GRAYCE

LAYLA GRAYCE - Hang Tag Detail

NEXT

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FEATURED WORK

HAPPY BEEF

HAPPY BEEF - Packaging Tag

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FEATURED WORK

IRRIGATION

IRRIGATION - Business Cards

ANNUAL REPORT

ANNUAL REPORT - Business Cards

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CORPORATE IDENTITY

BUNYI MAGNETIC

BUNYI MAGNETIC - Logo Concept

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FIRM
Entermotion

PROJECT
Portfolio

ART DIRECTOR
Joe Marrow

DESIGNER
Joe Marrow



Main Menu
Contact

THE IDEA IS KING.

In the right hands, one idea can change the course of business. It can help a company redefine its destiny – turning breaking even into bursting at the seams. You see, all it takes is one great idea to take a brand from something it was, and turn it into everything it wants to be. Luckily for you, we have a lot of great ideas. **HELLO. WE'RE SHINE UNITED.**



◀ ▶ 1 2 3 4 5 6 7

SHINE PRESS

Shine Co-Founder and Executive Account Director Curt Hank authors column for *Ad Age Magazine*. [>>READ MORE](#)

FEATURED WORK

Among our many Harley-Davidson projects, our work for The Harley-Davidson Museum is one of our favorites. [>>VIEW WORK](#)

SHINE NEWS

Shine United: The name change reflects the exploding digital world that includes websites and social media [>>VIEW NEWS](#)



Main Menu
Contact



SHINE NEWS

We Are Now Shine United.

Continued success plus more people plus expanded services equals a new name, a fresh logo and a bigger, shinier, space. [>>READ MORE](#)

◀ ▶ 1 2 3 4 5 6 7

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Shine Co-Founder and Executive Account Director Curt Hank authors column for *Ad Age Magazine*. [>>READ MORE](#)

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FIRM
Shine United

PROJECT
Website

ART DIRECTOR
Michael Kriefski

DESIGNER
Jeff Szpak



Willoughby is making a donation in your name to one of the following charities:

It's your choice

HARVESTERS
Harvesters is a community-supported organization. By giving their one-give service and helping to those in need. We also work toward long-term solutions through human education, hunger assessment and advocacy.

ROSE BROOKS CENTER
Rose Brooks Center provides a full range of services including emergency programming, crisis intervention and other supportive services to thousands of women and children each year. Your support will help break the cycle of domestic violence and become a brighter tomorrow.

HEARTLAND SPCA
At the Heartland SPCA we believe that no animal deserves to be treated poorly. We work with our community to ensure the animals in our care are happy and healthy. We set a vision to a better future by providing comprehensive, affordable medical care, adoption services and innovative community programs.

GIVE TO HARVESTERS **GIVE TO ROSE BROOKS CENTER** **GIVE TO HEARTLAND SPCA**

First Name: Last Name: Email Address:

give

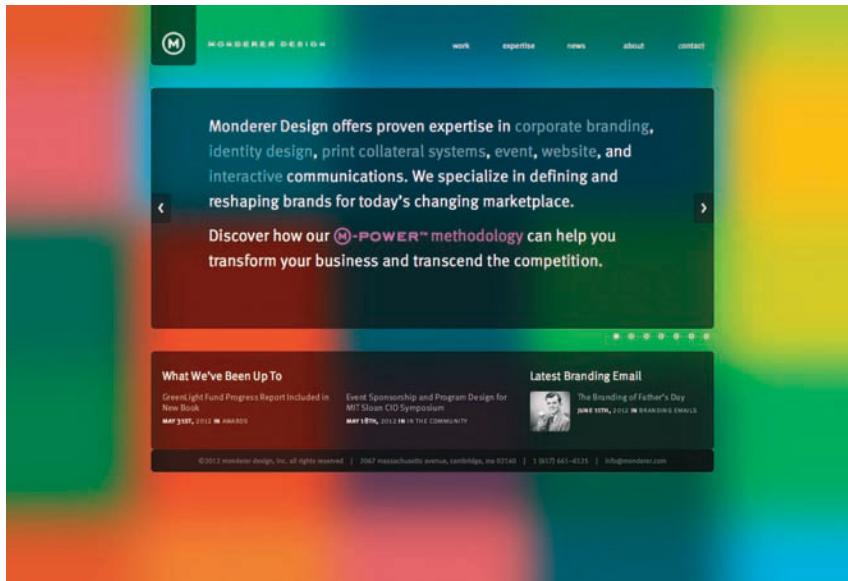


FIRM
Willoughby Design

PROJECT
Willoughby
Holiday Card

ART DIRECTOR
Ann Willoughby

DESIGNER
Kevin Garrison

**FIRM**

Monderer Design

PROJECT

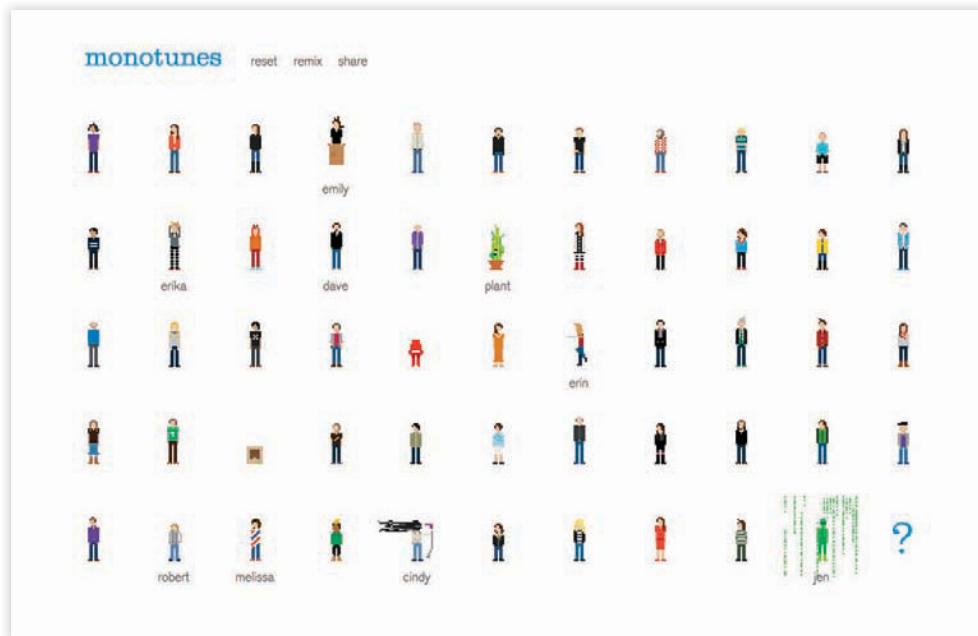
Website

ART DIRECTOR

Stewart Monderer

DESIGNER

Stuart McCoy

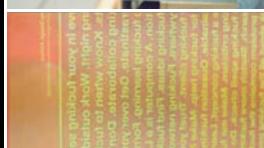
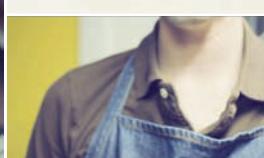
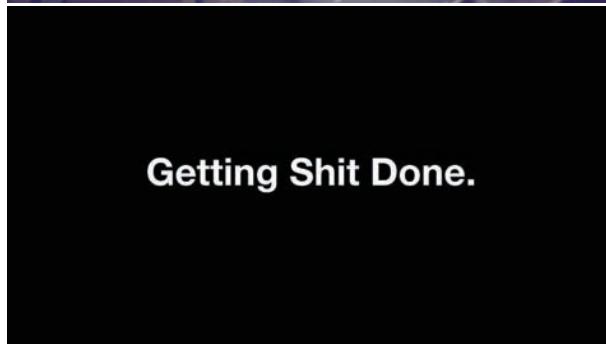


FIRM
mono, inc.

PROJECT
monotunes

ART DIRECTOR
mono, inc.

DESIGNER
mono, inc.

**FIRM**

Good Fucking Design Advice

PROJECT

Video

ART DIRECTORS

Jason Bacher
Brian Buirge

DESIGNERS

Jason Bacher
Brian Buirge

ANDREW SHEA
New York, New York

Write, Designers, Write.

We write more than ever. Many of us spend several hours each day crafting emails. We fine-tune creative briefs and send scores of text messages. Our sketchbooks include lists, reminders, and the occasional epiphany. Yet few of us consider ourselves to be writers. In fact, most of the designers I talk to claim to be bad writers.

So where do timid writers start? Here are three suggestions:

First, recognize a key similarity between good writing and good design: it results from a process. This short passage involved research, brainstorming, a first draft, revising, a final draft, revising, and proofing. It is similar to most design projects that I start. I had no idea what the final product would be, but I trusted the process and each step revealed a new idea or detail until I finished it.

Next, designers can become more confident writers by telling the stories about their projects. For example, you might describe the different stages of a project: the design challenge, the research, your goals for the design, how you executed highlights of the design, and what your design achieved. This approach will make the writing process more enjoyable because it invites more of your voice, opinions, and personality.

Last, edit and refine the text until it clearly conveys what you want to communicate. I usually follow three simple edit tips: read the text out loud, listen to your computer read the text, and change the typeface of the text to something dramatically different every time you edit it. These tips should help you locate errors with ease and will likely inspire you to make important updates along the way.

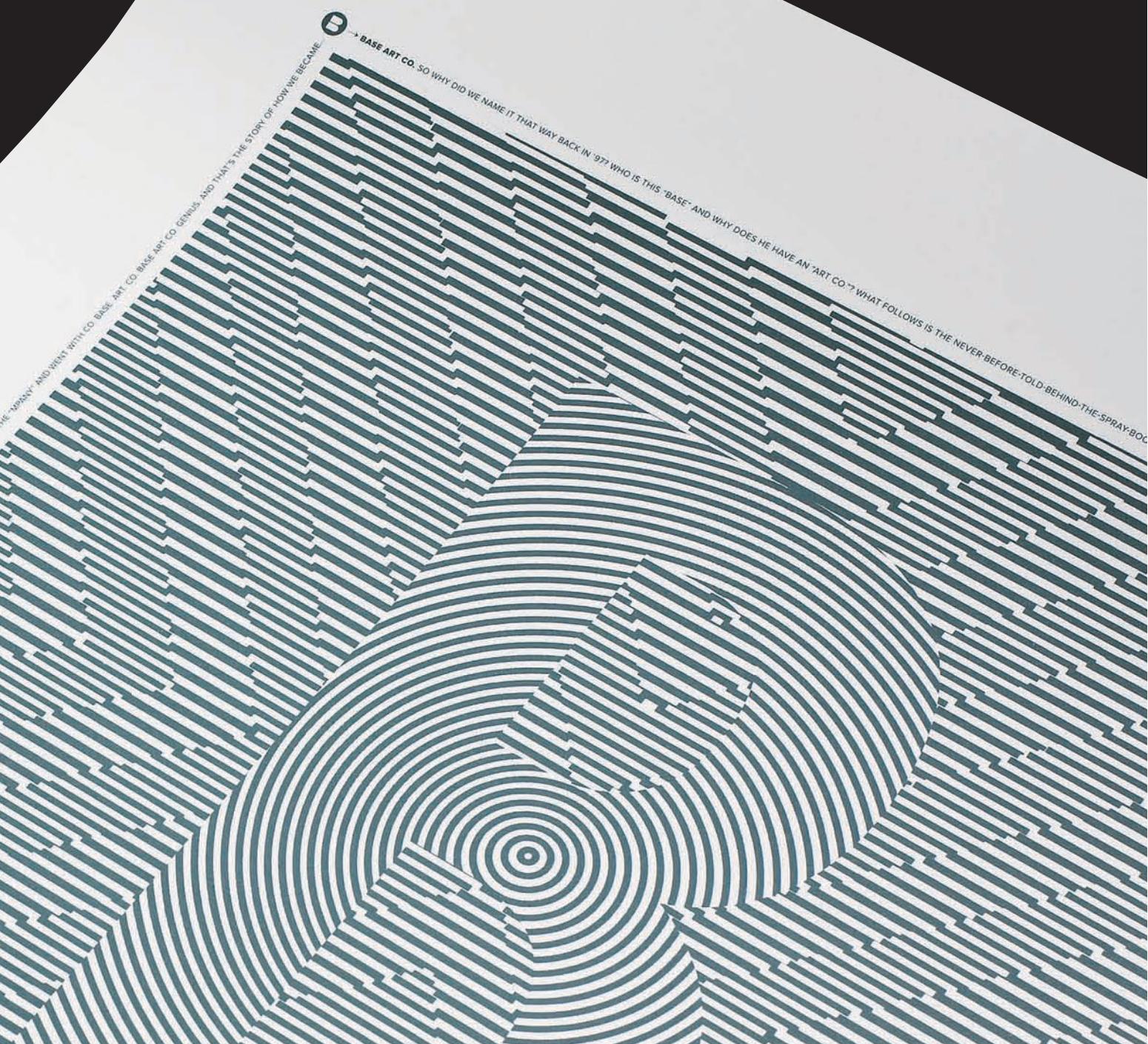
Whether you need to write project descriptions for potential clients, essays about design, or cover letters for job applications, clear writing can distinguish inexperienced designers from experienced ones.

CLOSER LOOK

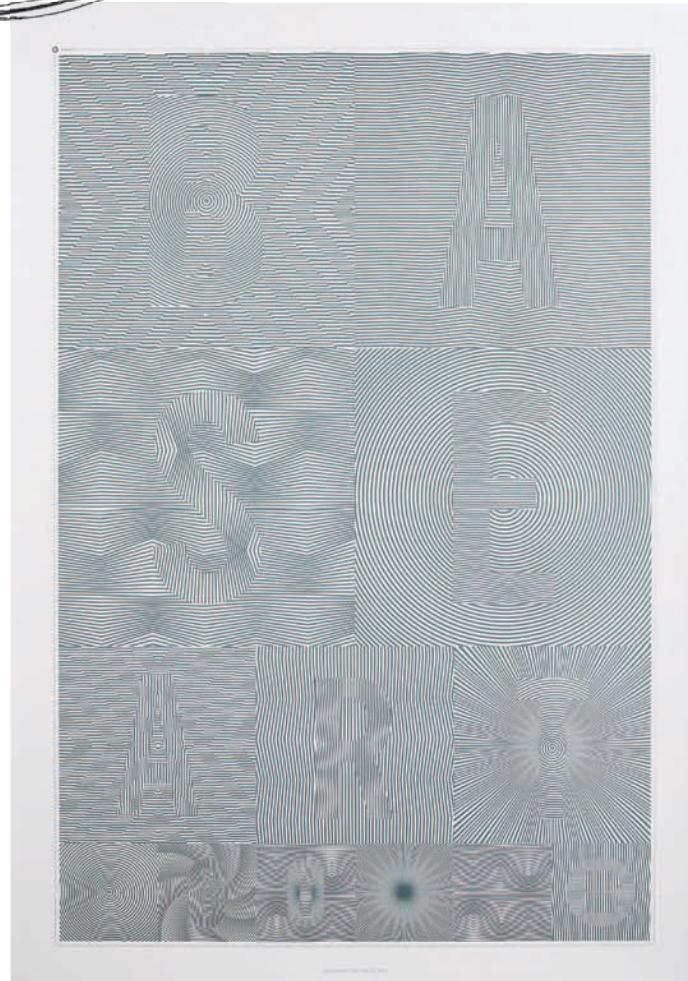
Base Art Co.

...IVED AND SOUNDED SO WELL SEE FOR YOURSELF. BASE ART COMPANY. LAME. SEE WHAT WE MEAN BUT THEN SOMETHING HAPPENED SOMETHING MAGICALLY ACTUALLY WE JUST LOST...

Close inspection
reveals copy that runs
around entire piece.



Visually arresting with competing patterns



Varied visual experiences when comparing close and far views

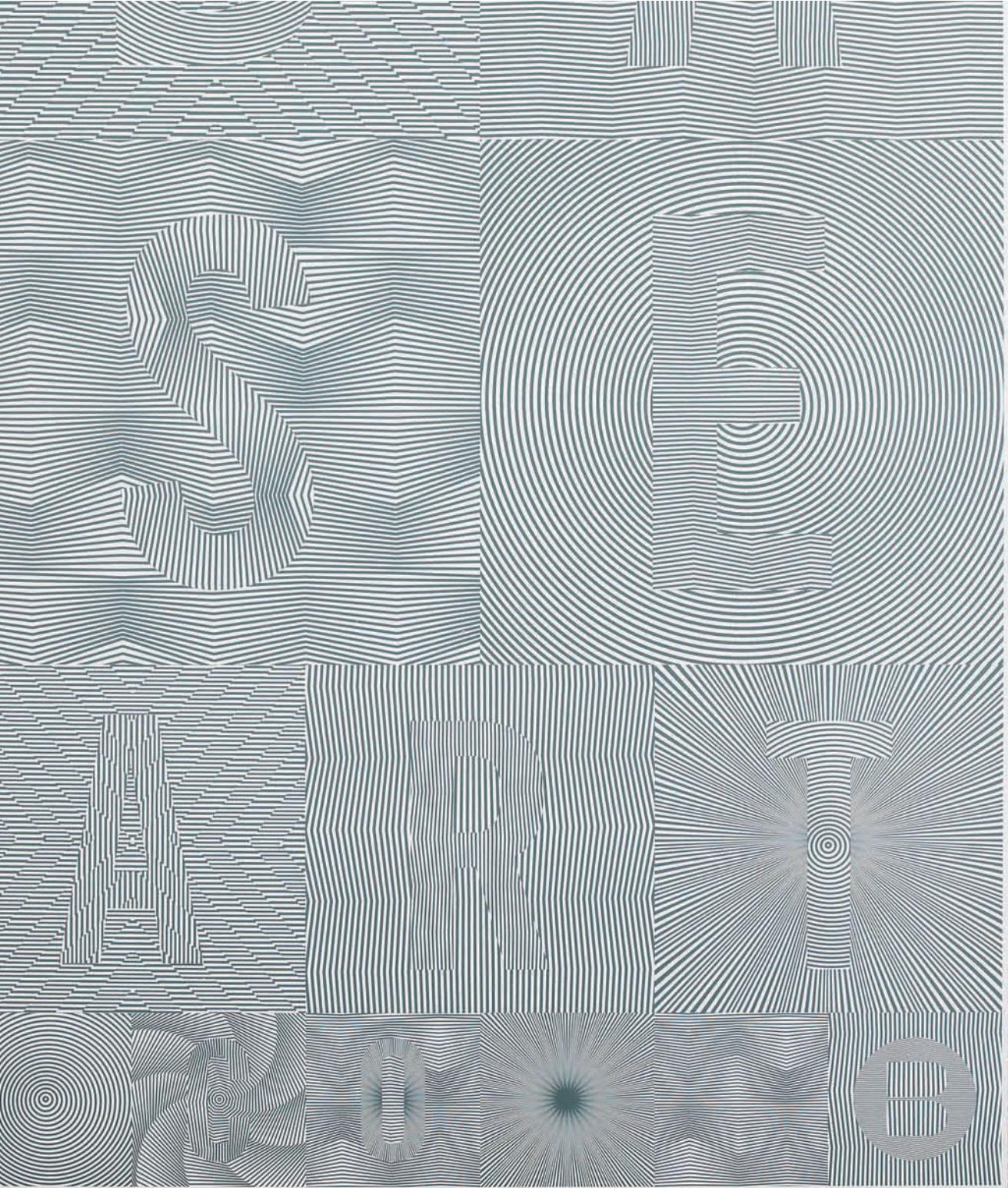


FIRM
Base Art Co.

PROJECT
"The Story of How"
Poster

ART DIRECTOR
Terry Rohrbach

DESIGNERS
Terry Rohrbach
Drue Dixon



CLOSER LOOK

Good Fucking Design Advice

Black on black
printing creates
a subversive
feeling.



A close-up, slightly blurred photograph of a dark, textured surface, possibly a book cover or endpaper, featuring faint, illegible text that appears to be a list of words or phrases related to mental health and self-care.

A black and white photograph of a dark, textured surface, possibly a book cover or endpaper. Faint, embossed-style text is visible, reading "Brian BURGESS + JESSON DUNN".



Good Fucking Design Advice.

Because sometimes, being your own worst critic is not enough.

Believe in your fucking self. Stay up all fucking night. Work outside of your fucking habits. Know when to fucking speak up. Fucking collaborate. Don't fucking procrastinate. Get over your fucking self. Keep fucking learning. Form follows fucking function. A computer is a Lite-Brite for bad fucking ideas. Find fucking inspiration everywhere. Fucking network. Educate your fucking client. Trust your fucking gut. Ask for fucking help. Make it fucking sustainable. Question fucking everything. Have a fucking concept. Learn to take some fucking criticism. Make me fucking care. Use fucking spell check. Do your fucking research. Sketch more fucking ideas. The problem contains the fucking solution. Think about all the fucking possibilities.

Brian Buirge + Jason Bacher

Good Fucking Design Advice
Because sometimes, being your own worst critic is not enough.

Good Fucking Design Advice
Because sometimes, being your own worst critic is not enough.

goodfuckingdesignadvice.com

Neutral, sans serif typography provides a sense of calm among hard-hitting copy.



FIRM

Good Fucking Design Advice

PROJECT

Posters

ART DIRECTORS

Jason Bacher
Brian Buirge

DESIGNERS

Jason Bacher
Brian Buirge

ng self. Stay up all outside of your fucking so fucking speak up. Don't fucking ever your fucking self. Form follows fucking is a Lite-Brite for and fucking inspiration network. Educate trust your fucking gut. Make it fucking in fucking everything. Opt. Learn to take some like me fucking care. Check. Do your fucking are fucking ideas. is the fucking solution. fucking possibilities.

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Brian Burge + Jason Becker

[Handwritten signature]

Good Fucking Design Advice aims to serve the needs of a designer who is constantly faced with a problem or a design opportunity. Good Fucking Design Advice is a collection of 17 pieces of advice that may or may not be applicable. Good Fucking Design Advice will provide you with unpredictable, unorthodox solutions.

Raw language shot
on rough surfaces to
reinforce message

About the Author

Go Welsh is a design studio based in Lancaster, PA.

Its work has received recognition from the world's leading creative competitions (Cannes Lions, D&AD, One Show, One Show Design—Best of Show) and publications (*Communication Arts*, *Coupe*, *Graphis*, *How*, *Print*, and Rockport Publishers).

The studio's principal, Craig Welsh, serves as an assistant professor of communications and humanities at Penn State Harrisburg and teaches in the MFA graphic design program at Marywood University in Scranton, PA.

gowelsh.com



PROJECT

Custom Moleskine® Notebook Printed in
the Go Welsh Letterpress Print Shop

Dear Sir or Madam. Congressman.
Jelly of the Month Club Member.
John. Many Thanks. Cordially Yours.
Our Warmest Wishes. Yours Truly.
Best Regards. Sincerely. Go Welsh.

PROJECT

The Every-occasion Notecard

Craig Welsh
cweish@gowelsh.com

3055 Yellow Goose Road
Lancaster, PA 17601

tel 717 898 9000
fax 717 898 9010

www.gowelsh.com

Most people have good business cards. So do we. Loads of them. But we're not handing them out anymore because we're sick of good business cards. We want great business cards. That's why we're still working on them. We're not satisfied with 99% good enough business cards. So until they're done, all you get is this. But be assured, in the not too distant future, you're going to get a great business card. **Go Welsh**

Scott Marz
smarz@gowelsh.com

3055 Yellow Goose Road
Lancaster, PA 17601

tel 717 898 9000
fax 717 898 9010

www.gowelsh.com

No, I don't have a title. None of us do. Something about titles don't amount to much, it's a level playing field, we all do everything and aren't confined by what our business card says. Because one day I'm designing but the next day I could be asked to come up with a headline or direct a photo shoot or take out the garbage and this way I can't say "Whoa, hold on there. That's not what my business card says." **Go Welsh**

Corie Deshong
cdehong@gowelsh.com

3055 Yellow Goose Road
Lancaster, PA 17601

tel 717 898 9000
fax 717 898 9010

www.gowelsh.com

We actually started with a business card design that was really interesting. Absolutely amazing colors. They were beautiful! Then we got the printing quotes. Ouch. Paper cut ouch. But we needed something. ANYTHING. Which is how we arrived at this sucker. I don't have anything against black. Or gray. Or white. My beef is with drab. I pray this card meets the shredder and the pretty ones are resurrected. **Go Welsh**

PROJECT

Personalized Business Cards Written by
Individual Staff Members

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Bill Simone: 1956 – 2012

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Lastly, heartfelt recognition of the thoughtful, inspired photography of Bill Simone. You helped fill many portfolios with beautiful, compelling images.

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Design portfolios (Rockport Publishers)

Design Portfolio: Self-promotion at its best

Summary: "Featuring a curated collection of approximately 300 exquisite designs, along with essays from designers in the field about the essence and importance of a good portfolio design, Design: Portfolio contains mini-workshops that dissect several featured projects and highlight the effectiveness of exceptional design treatments from around the world. Designers will discover the underlying details that make each design so special. This is an exciting new addition to the informative and inspiring Design series by Rockport Publishers that offers the best of design in practice"-- Provided by publisher.

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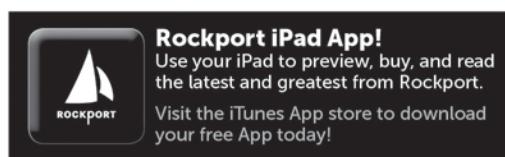
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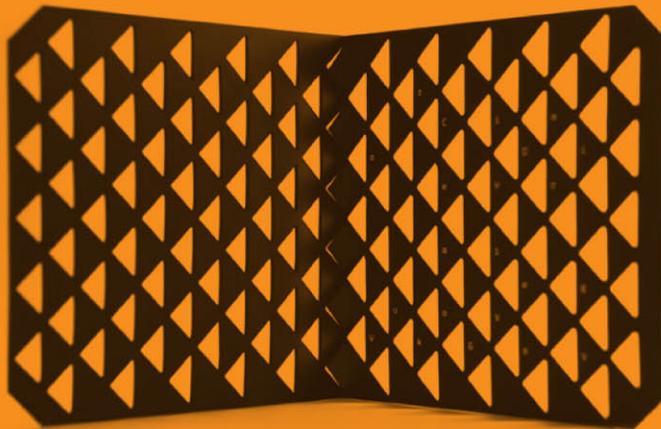
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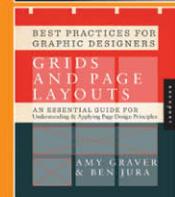
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