

ANGEL WINCHESTER

GRAPHIC DESIGNER

PORTFOLIO





Help us **build peace** through promoting nonviolence and honoring those who have lost their lives through violent means in April.
 Columbine Shooting (15 people) • Oklahoma City Bombing (168 people) • Boston Marathon Bombing (3 people)
 Waco Massacre (76 people) • Virginia Tech Massacre (33 people)

"Build Peace" involves the creation of an 8-foot peace pole through community participation. Participants will contribute by drawing their concept of peace on a colorful paper circle which will be added to this peace pole.

April 18	1:30 p.m. - 5:00 p.m.	BSU Atrium
April 19	11:00 a.m. - 5:00 p.m.	BSU Student Center
April 20	1:00 p.m. - 4:00 p.m. 4:00 p.m. - 5:00 p.m.	BSU Bracken Library Culminating in the 2017 Benjamin V. Cohen Peace Fellow Presentation, "Diversion or division: How foreign aid shapes peace in non-democratic countries", to be given by Professors Steven R. Hall and Misa Nishikawa.

Websites

www.bsu.edu/peacecenter
www.facebook.com/ballstatepeacecenter

Sponsored by

The Center for Peace and Conflict Studies
 Muncie R.A.C.E. (Reconciliation Achieved through Community Engagement)
 AWAKEN (Afghan Women's and Kids Education & Necessities City of Muncie)

Funded by

The College of Fine Arts, Ball State University
 The Center for Peace and Conflict Studies, Benjamin V. Cohen Peace Fund

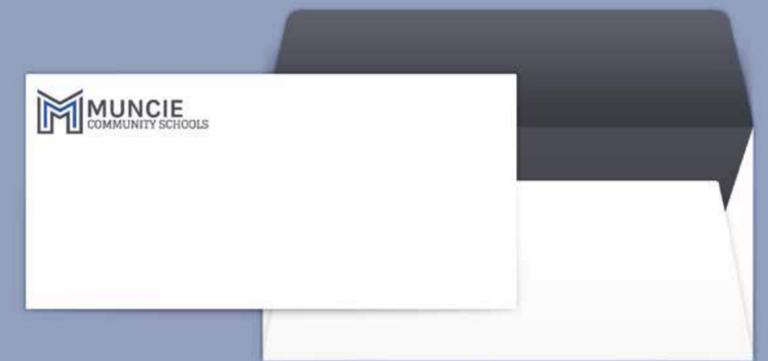
Creative Typography / Poster Design

Build Peace was an event held by the Ball State Center for Peace and Conflict Studies that focused on creating an environment of cordiality and peaceful understanding within the community. The quote featured in the poster was requested by the client. Its hand-drawn treatment of an irregular bubble-lettered style references the type used in posters of the Hippie Movement of the 60s-70s. Bold letterforms fill every possible space surrounding the central image without impeding legibility. The central image uses that instantly recognizable peace symbol but adds to it the message of the event. The colors used and their interaction with the text and image draw in the younger generations.



Creative Typography / Editorial Design

Odyssey is a literary and arts magazine published by the Ball State Honors College. The magazine's interior mixes serif and sans serif type to give it a modern feel and to better differentiate between sections of text. Large margins visually balance pages and improve usability. Folios placed at the top outer corners of each page allow users to quickly find their desired pages. The cover art was inspired by the magazine's namesake -odyssey- specifically in relation to Homer's The Odyssey. An odyssey is defined as "a long wandering or voyage" -suggesting a dynamic continuation, a flow of time. Homer's tale is of a voyage at sea. The swirling patterns of flowing water and waves influenced the pattern and color choices of the cover. These swirls come together to form the word "odyssey" on the front cover, representing the multiple journeys told within its pages, and the many people it took to make this magazine.



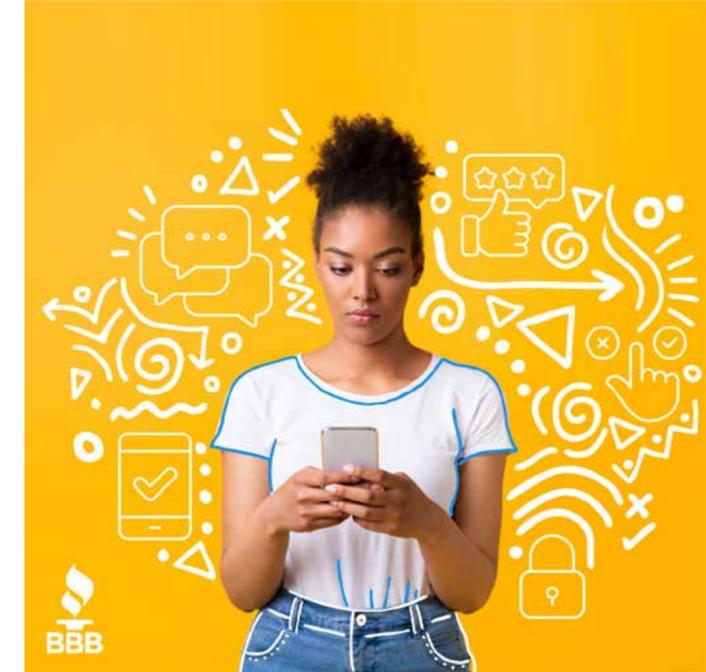
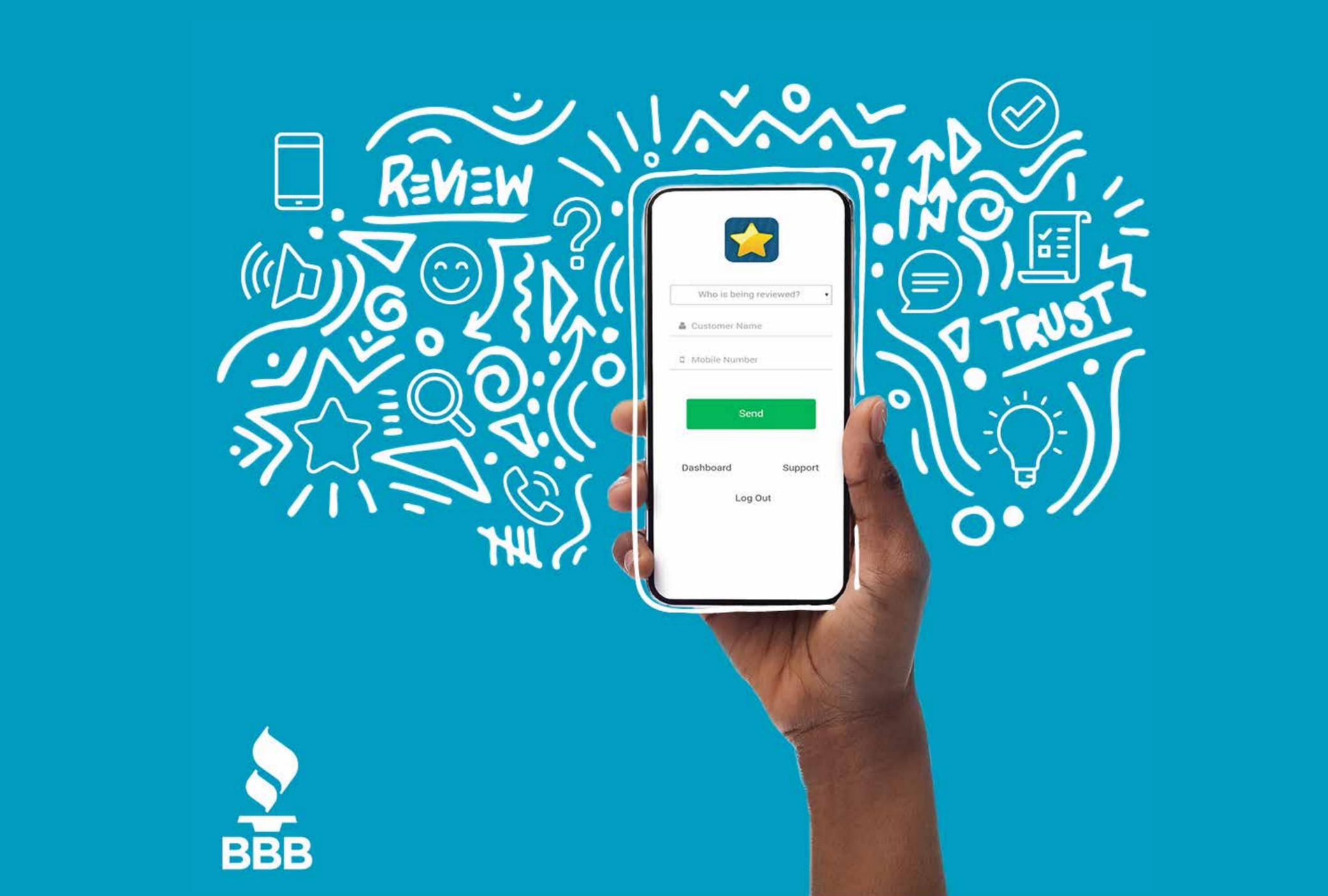
Logo Redesign / Branding

The momentous partnership between Ball State University and Muncie Community Schools (MCS) was commemorated with a rebranding of the school system. This refreshed logo retains the immense history of MCS while pushing forward with new purpose. The blue used in the original logo is continued throughout the rebrand, adding a sense of familiarity and continuity for the viewers. Mixing sans serif and slab serif in the logo's signature gives a contemporary look while alluding to the slab serif 'M' of the original logo. The Concentric M-shape of the logomark directly references the original logo, however, this interpretation utilizes three individual lines that form the M. These lines represent the three core values of MCS: diversity, community partnership, and individualized programs. The construction of the logomark depicts the essentiality of these values, as the image would be incomplete without the inclusion of all parts.



Postcard Design / Typography

This postcard was designed for the Better Business Bureau Serving Northern Indiana to reuse for any celebratory purposes when reaching out to non-accredited businesses. The goal was to create something versatile that would stand out amongst other mailed advertisements. The bright colors and bold typography do just that. Using light text on a dark background creates high contrast and increased legibility. The graphic style along with the utilization of all primary and secondary branding colors guarantees this piece will stand out amongst other mailed advertisements. The diagonal line of the color blocking on the postcard's back creates visual interest while leading the eye down toward the BBB logo.



Social Media Ad Campaign

The BBB partnered with The Review Solution to provide accredited businesses with a free customer reviews app that makes it even simpler for businesses to ask customers for reviews. This 6 image ad campaign was design with the Review Solutions app in mind while being versatile enough reuse for future purposes. The style of hand drawn illustration overlaying photography is playful yet professional, thus attracting our younger target audience. The bold colored backgrounds catch the viewers attention while staying true to the company's branding. The hand-drawn illustrations pull the viewer in, with interspersed icons providing more information as to the images meaning. The photographs primarily depict younger and diverse individuals, as that is the target audience of the campaign.



Branding / Product Packaging

Sweet monster is a quirky ice cream shop in Fort Wayne, Indiana that sells colorful and unique treats. This logo encapsulates the company's name and personality in a stylish yet succinct way. The logomark is derived from the shape of a melting popsicle with the addition of monsteresque horns. The logotype is bold and legible while still retaining the company's personality. Bright colors are used in the logo's primary lockup and deliverables to mimic the colors seen in the ice cream and toppings. The packaging, however, omits the bright colors for a simple black design in order to better showcase the company's culinary creations. This simple yet effective design is adaptable for all situations including print, apparel, social media, etc.

Branding / Mobile App Design

Reviron is an initiative established to raise awareness and promote environmentally conscious habits within the United States. The monolinear logomark exhibits Reviron's two quintessential values: recycling and environmental revitalization. The logo's circular design alludes to the root of the word 'recycle' while the arrow reference the commonly recognized recycling symbol designed by Gary Dean Anderson. Reviron's value of environmental revitalization is shown by the leaf in the center of the circle. The aforementioned arrow points up to show progress and growth while acting as the midrib and veins of the leaf. This simple yet impactful logo holds immense meaning and can be seen on every deliverable associated with the organization, reinforcing both the brand and its values. The logotype was custom created to follow the rounded and linear feel of the logo mark. This theme is seen through each deliverable and icon developed for this project.





Brochure Design

This brochure is an engaging and colorful way to start a conversation with consumers about what the Better Business Bureau is and the various services they offer. Utilizing rectangular speak bubbles adds personality to a typical corporate block formatting. The rounded edges of the speech bubbles aid in the friendly and playful feel. These bubbles help to parse the information into comprehensible chunks, making the information-heavy brochure more digestible to the audience. The offset overlaying of the speech bubbles continues the friendly conversational feel and aid in drawing attention to important headings



THANK YOU



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