

**MELROSEGALLERY**  
MELISSA MORRIS

**PORTFOLIO**



## WHY HELLO THERE!

I have been in the field of graphic design for over 4 years now, having recieved my Bachelors of Visual Communications in Summer 2020. Provided here in this little booklet include the various designs, layouts, advertisements, and illustrations that I have created over the past few years. All to build up a strong portfolio whose talents can be used to help YOU in your future project endeavors.

Email: [MorrisMelissa31@gmail.com](mailto:MorrisMelissa31@gmail.com)  
Instagram: [@The\\_MelRose\\_Gallery](https://www.instagram.com/@The_MelRose_Gallery)  
LinkedIn: [www.linkedin.com/in/melissa-morris917](https://www.linkedin.com/in/melissa-morris917)  
Website: [melissarosemorris.com](https://melissarosemorris.com)

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## Branding

# EYE ON YOU- PORTFOLIO BUILDER



Eye On You is an unofficial portfolio building website platform for artists who wish to better organize their work for prospective job seekers to see. The platform also encourages communication between artists with friending and forum posting.

Created for Graphic Design 3 as practice for the upcoming Senior Project Expo, this project was executed using Photoshop, and Illustrator for backgrounds and logo development, InDesign for book layout and stationery, and XD for the UI Design.



# EYE ON YOU



Show off what  
**YOU**  
 can do



EYE ON YOU

## THE GENERAL LOOK AND FEEL

Eye-On-You has a distinct, colorful look to it that celebrates artists of various different genres by displaying their work in the background. The logo is meant to be bright and inviting to users of a young-adult and college-aged demographic.

The blue and green colors of the site give great contrast and serve to better highlight information of great importance, the typography follows this same rule.

### Color Palette

Used for the logo only

Dark Teal	Medium Teal	Light Teal	Medium Yellow	Red-Orange
C- 93 R- 17 M- 73 G- 47 Y- 50 B- 65 K- 50	C- 85 R- 6 M- 30 G- 113 Y- 46 B- 135 K- 6	C- 66 R- 79 M- 3 G- 185 Y- 47 B- 159 K- 0	C- 4 R- 242 M- 33 G- 177 Y- 92 B- 52 K- 0	C- 1 R- 237 M- 82 G- 85 Y- 83 B- 59 K- 0
#112f41 Pantone 7463 c	#068587 Pantone 7716 c	#4fb99f Pantone 3375 c	#f2b134 Pantone 136 c	#ed553b Pantone Warm Red c

### Color Palette

Used for the website and some branding

Dark Blue	Aqua Blue	Dark Teal	Medium Teal	Beige-Yellow
C- 90 R- 5 M- 75 G- 28 Y- 55 B- 44 K- 68	C- 99 R- 35 M- 87 G- 65 Y- 2 B- 155 K- 0	C- 91 R- 12 M- 50 G- 81 Y- 58 B- 83 K- 34	C- 81 R- 48 M- 39 G- 115 Y- 50 B- 116 K- 14	C- 13 R- 222 M- 28 G- 184 Y- 48 B- 140 K- 0
#051c2c Pantone 296 c	#23419b Pantone 286 c	#0c5153 Pantone 561 c	#307374 Pantone 7718 c	#deb88c Pantone 727 c

### Header

Used for the logo and most of our paragraph heads. Trench is a thin, wide, modern font in contrast to the classical body font.

Trench  
**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 !@#\$%^&\*()?

### Body

Used for most of the body/small text. A classical, easy-to-read font that is also a part of the 5-families of type.

Baskerville, (regular)  
**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 !@#\$%^&





## THE STATIONERY

The stationery of Eye On You prominently displays its logo, contrasted by the soft rainbow hue and blue of the background. The background gives a great look into branding imagery as a whole without revealing everything.

This branding component is also used for the advertising and the majority of the branding book. The way the colors are laid out makes our brand unique in presentation, yet not enough so to be intelligible.



## THE POSTER

This poster advertisement prominently displays the text and option list of what our website can provide for artists in terms of features, as well as the end result of what they can get out of it.





## THE AD

This magazine ad is more interactive in the sense that the phone graphic hides a QR code that viewers can use to browse through our website promo and even post a promotional piece of their own without signing up.

All one has to do is place their phone on the page and be connected to the site! Their work will be posted on the site under a promotional page, and the viewer will be able to save that page as a picture and even get feedback!



## THE BRANDING BOOK

The branding book brings out much more of the brands imagery by showcasing viewer-submitted work in the background. The rest of the book showcases the brand in terms of their visuals, values, marketing, and offerings.

The book gives off more of a modern vibe in terms of layout, especially with the balance of color, opacity, and typographical layout. This was done in order to relate it to our brand while also being professional and informative.



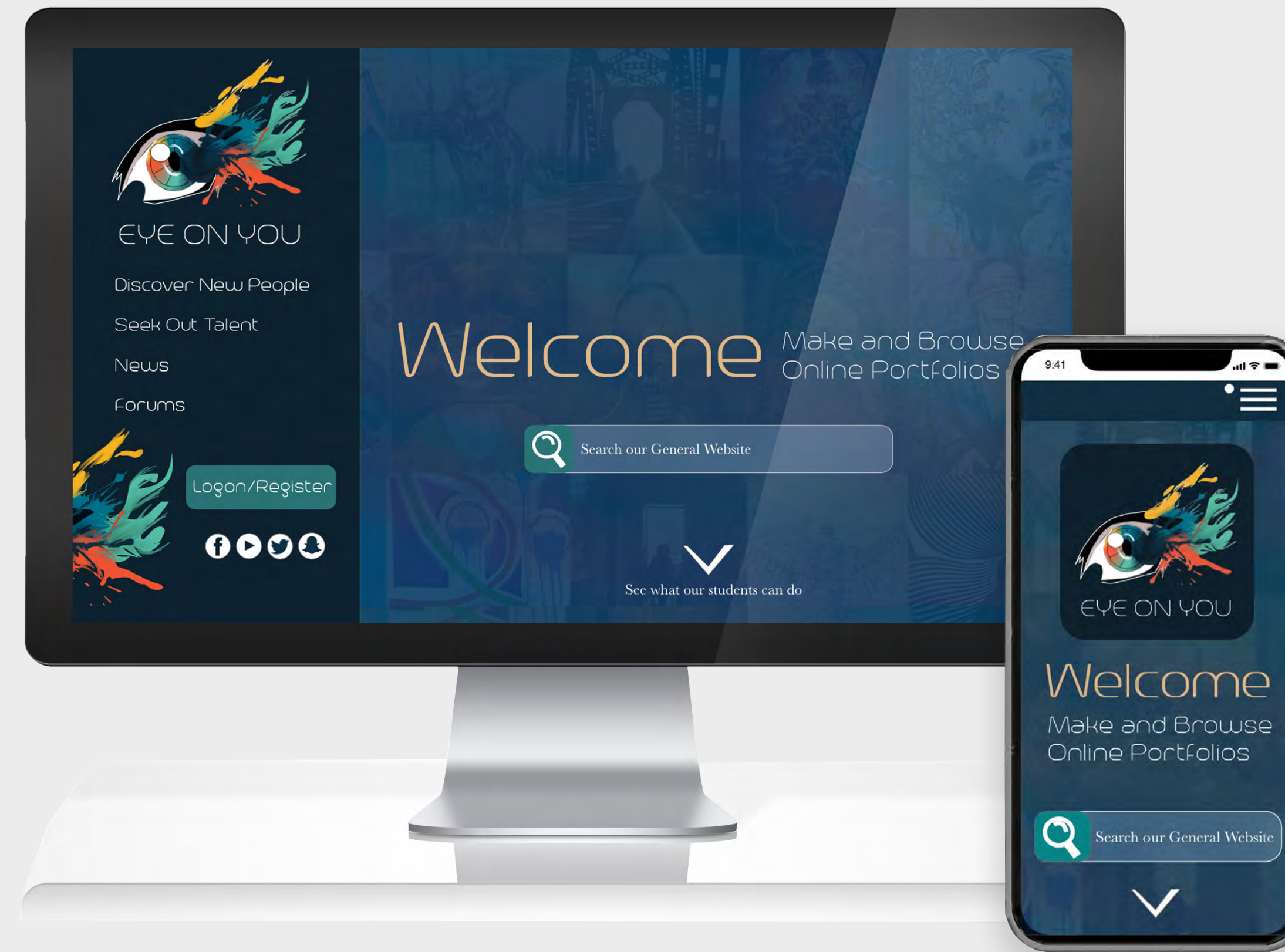
Our Logo: 03; Minimum Print Sizes			
Width: 133 px	Width: 127 px	Width: 137 px	Width: 122 px
Height: 153 px	Height: 124 px	Height: 124 px	Height: 93 px

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## THE WEBSITE

The main crux of this project comes in the form of the website, which offers plenty of interactive opportunities for its users. This includes, uploading work, organizing your portfolio, posting work to forums for critique, and searching for connections.





## Branding



# SAVORY JAPAN- LEARN TO COOK JAPANESE NOODLES

The idea for SavoryJapan came from one that can be considered quite relatable for the average college student. How often does one consume instant ramen noodles as an easy dinner? I wanted to create a company that would be fun and educational for college students to cook a variety of foods without relying on the same cup over and over.

The idea served to teach and bring people together through an interactive experience. While teaching a worthwhile life skill, participants can learn about food from a different culture from their own!

# Savory JAPAN





# 1. How Often do You Eat Instant Noodles?

A. x3-x5 a month.

## CREATED FROM USER POLLS

The entire idea came about when we had to pitch an idea to a group of participants that was based on recreating something ordinary or not thought about as much, and turn it into a revitalizing new business that makes the user rethink what they knew about the product.

Hence Ramen noodles, something typically regarded as throwaway junk food in styrofoam cups to Americans, when in Japan it is a signature, national delicacy. I set out to change the mindset of people that typically consume these products.

### Color Palette

Used for the logo only

<b>Rich Black:</b>	<b>White:</b>	<b>Red:</b>
R- 0    C- 75	R- 255    C- 0	R- 234    C- 8
G- 0    M- 68	G- 255    M- 0	G- 55    M- 98
B- 0    Y- 67	B- 255    Y- 0	B- 69    Y- 73
K- 90	K- 0	K- 0
#000000	#ffffff	#ea1945

### Header

Used For Paragraph Heads And Certain Emphasis Points. Fette Mikado is more bold and Unique, while also having a more Eastern Flair.

### Fette Mikado

**Aa**  
 ABCDEFGHIJKLMNOPWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 !@#\$%^&

### Color Palette

Used for the website and some branding

<b>Rich Black:</b>	<b>White:</b>	<b>Orange:</b>
R- 0    C- 75	R- 255    C- 0	R- 231    C- 10
G- 0    M- 68	G- 255    M- 0	G- 140    M- 53
B- 0    Y- 67	B- 255    Y- 0	B- 66    Y- 82
K- 90	K- 0	K- 0
#000000	#ffffff	#e78c42

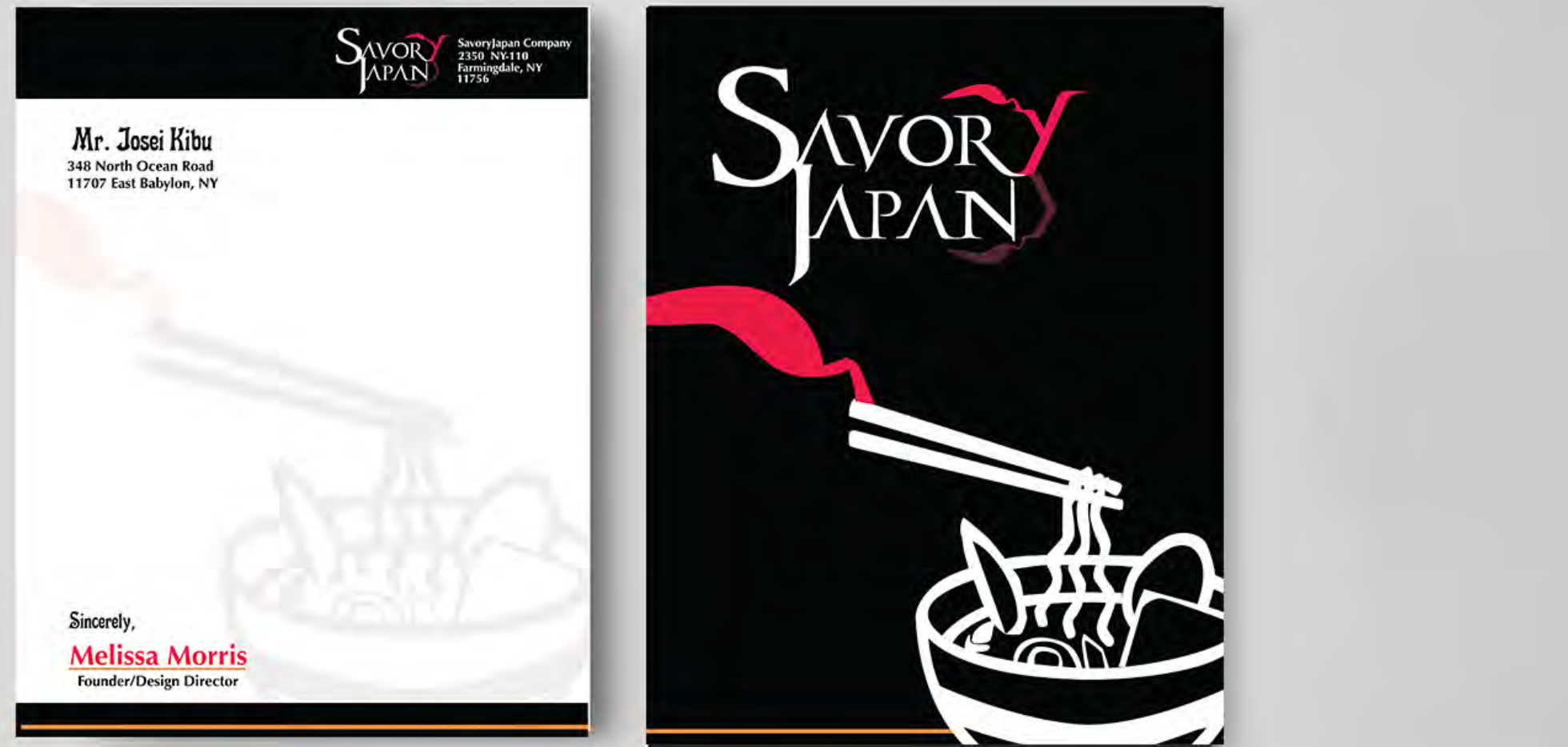
### Body

Used For The, Advertising, and the paragraph text. Optima is a more formal and proper font in comparison, makes the company have sophistication.

### Optima, (regular)

**Aa**  
 ABCDEFGHIJKLMNOPWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 !@#\$%^&

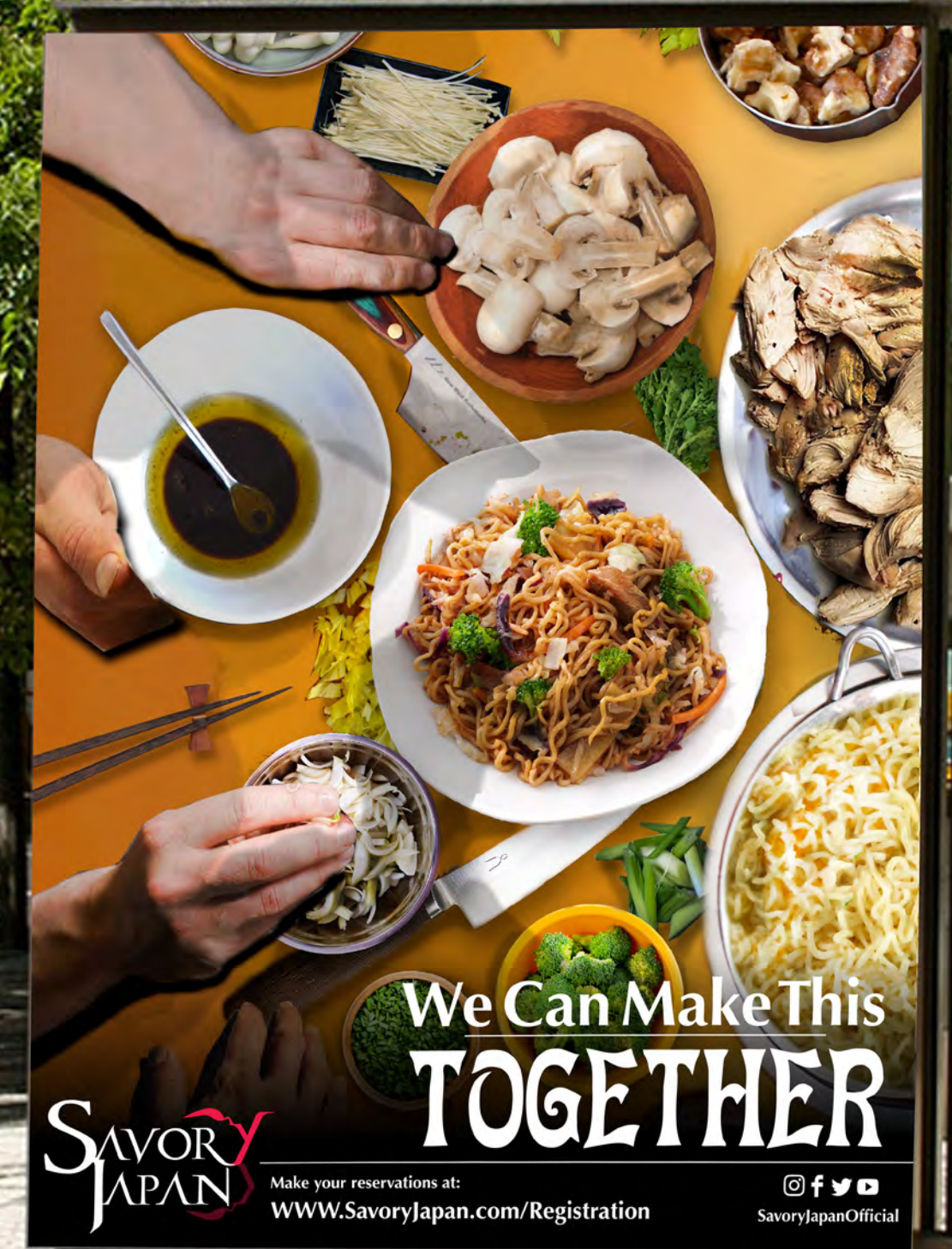




## THE STATIONERY

The stationary Savory Japan is also one that proudly displays its iconography on the cover. The colors are bold and warm, perfect for a food-based company. The design was based with a distinct-

Modern Japanese flair, with the imagery consisting of a flat image contrasted with bold color, a staple of Japanese design in pop-culture.



## THE POSTER

This poster advertisement features more of what the brand is about, cooking together in a professional environment. This poster would be displayed on school campus?





## THE MAILER

This post-card ad was designed with the same theme in mind as the poster, to show off exactly what our company does in a manner that will serve to entice the audience. This time, since postcards are directly-

held by a person, (and often discarded without a thought), this serves a practical purpose of having an easy recipe on the back. This way, people can hold on to the postcard to gain easy access to the recipe whenever they need it.



## THE BRANDING BOOK

The branding book organises all of the information gathered from research done, branding choices, and advertisements all in one cohesive space.

The book has a bit more of a traditional layout to it, yet is still elegant and cohesive in presentation.



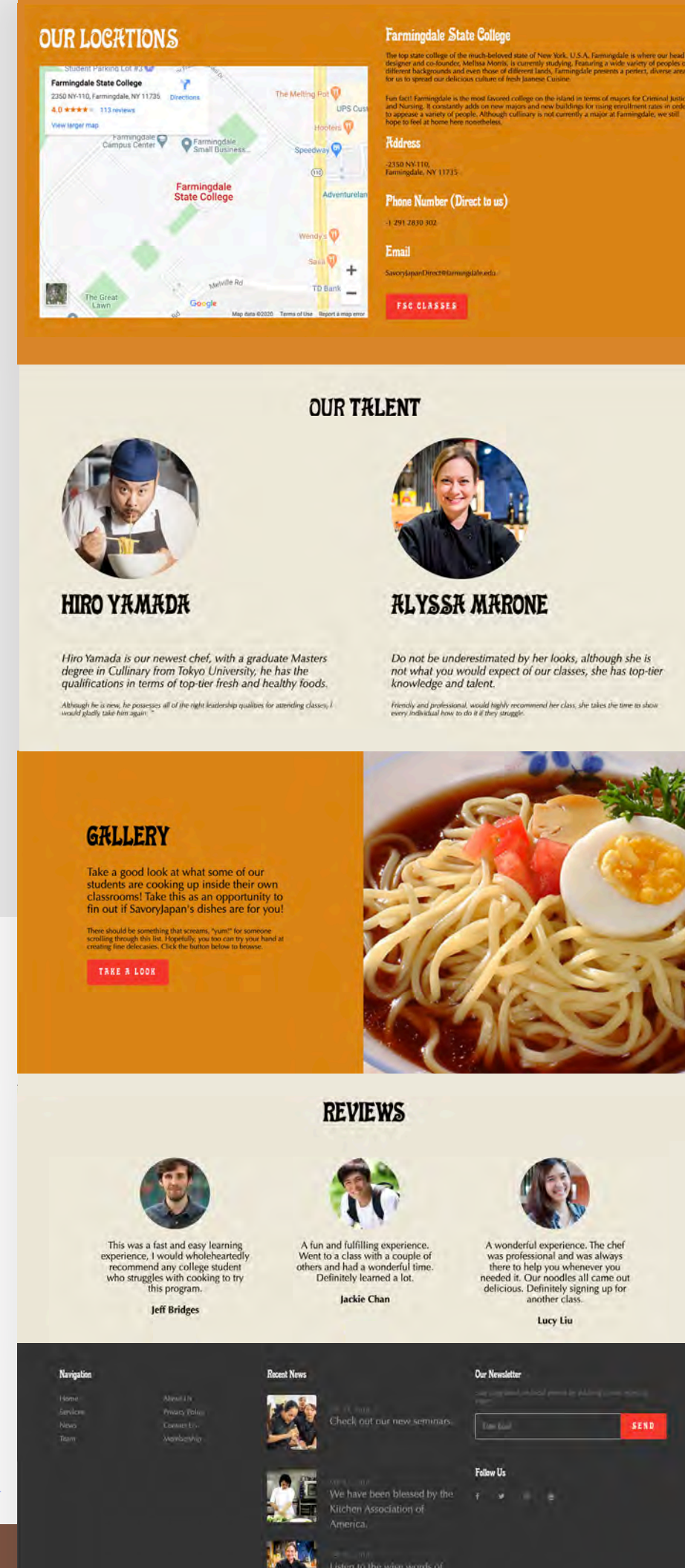


## THE WEBSITE/RESULT

In the end, we were asked to present our final idea to our colleagues and ask if they would ever use the service we created or agree with its ideals, the answer was a resounding YES!

My colleagues loved the accessibility of the design, as well as its major appeal towards people of our age group at the time.

Portion of Homepage ▶



9. Would You be Willing to Gear Towards a Brand That You Know Always Prepares Their Foods With Fresh Ingredients/Recipes Straight From The Country it Originally Came From?

A.

# UNANIMOUS APPROVAL

**100%**  
FRESHNESS  
GUARANTEED



## Advertising

# D'ADDARIO- HORIZONTAL POSTER



This poster was created in the unique style of a local, famous brand in Farmingdale who makes guitar strings for famous musicians. (Please note this poster is not official.)

I created the poster in the unique style that reflects the website, a dark background with glowing spots of color, and highlighting the musicians who currently use their brand.





## Advertising

# GEORGIA AQUARIUM- LARGE-FORMAT CAMPAIGN

For this assignment, I was assigned to a group of other designers in order to create a large-format advertising campaign for a topic of our choice, so we chose to celebrate the worlds' largest aquarium located in the state of Georgia.

One of the designers I worked with is also the model for the pictures, Raquel Allen. As such, both pictures were used with permission from her.

I have posted only my work to the side here.

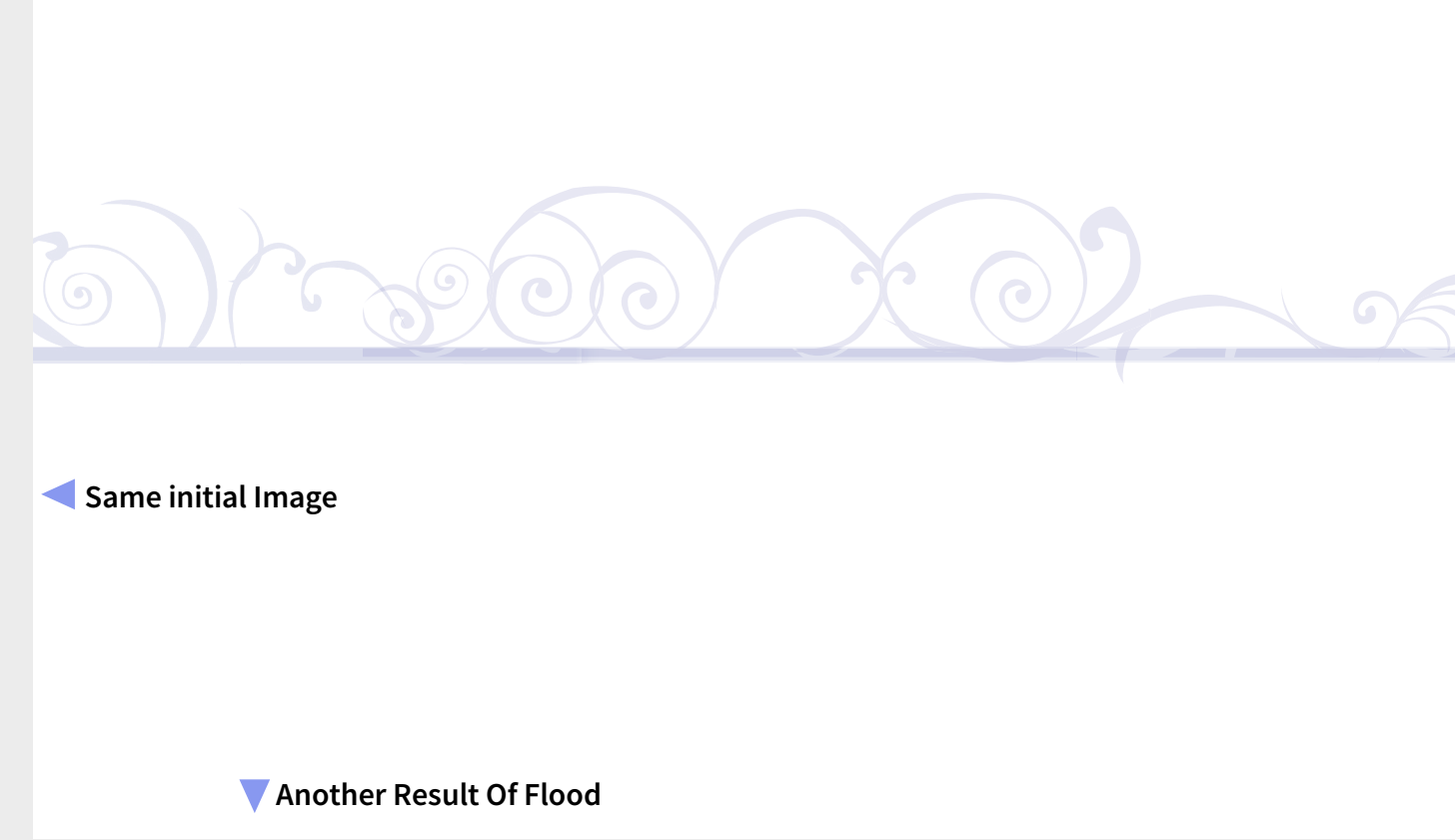


Vertical Sliding Poster ▲



Horizontal Subway Poster ▶





Advertising

# FLOOD INSURANCE-CONTINUITY TWO-PAGE FLIP

For this assignment, I was assigned to create an idea for a continuing ad that contained a very short story or a before-and after image regarding the chaos a flood can bring to a home. For this ad, I came up with two distinct ideas.



I couldn't decide on just one idea, so I decided to fully flesh out two distinct ideas, each having the same beginning but with radically different conclusions.

The first one ends in a more whimsy, non-sequitor way, with family being prepared for the worst-case scenario.

The second ending is more dark in humor, with the family being caught off-guard.





## Advertising

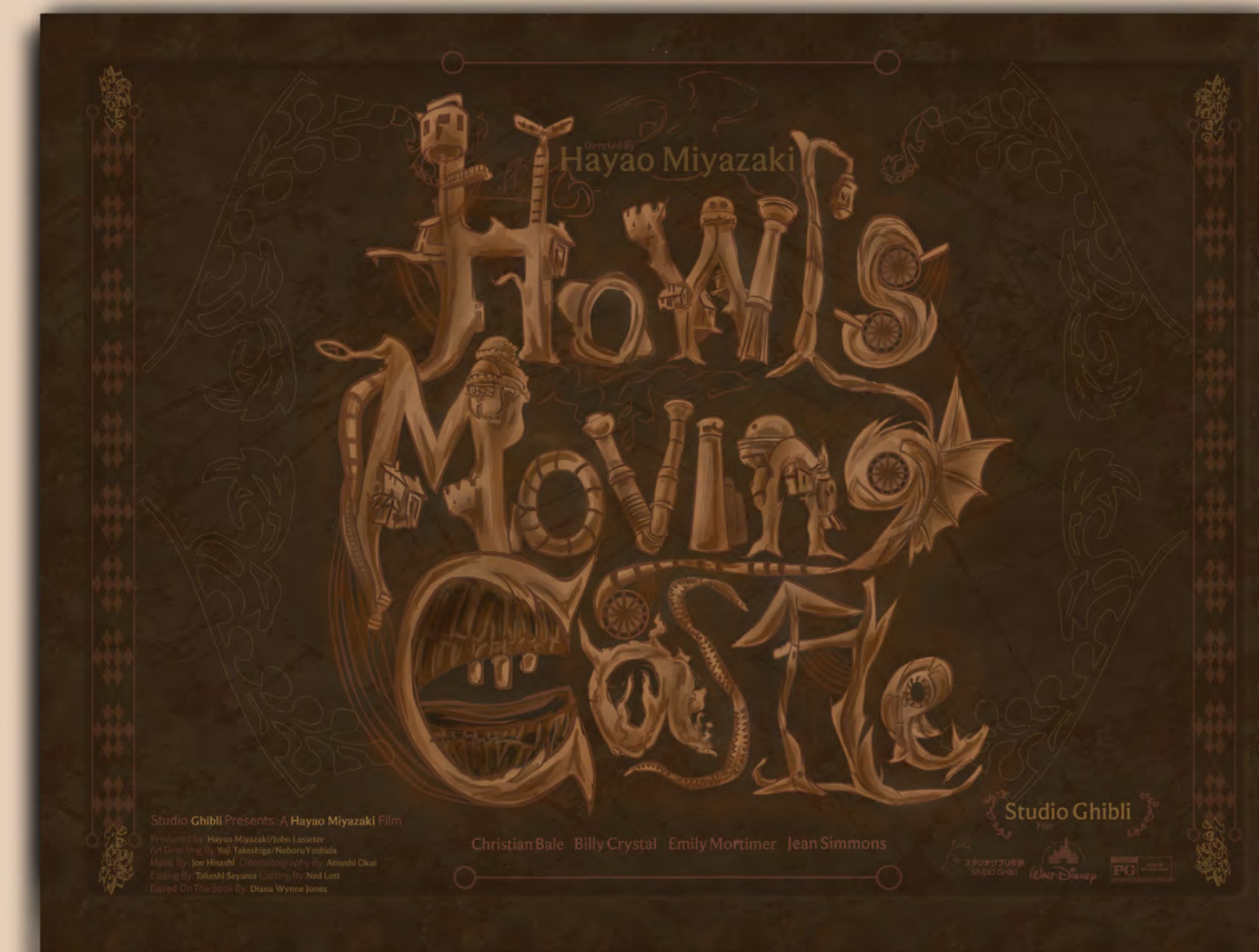
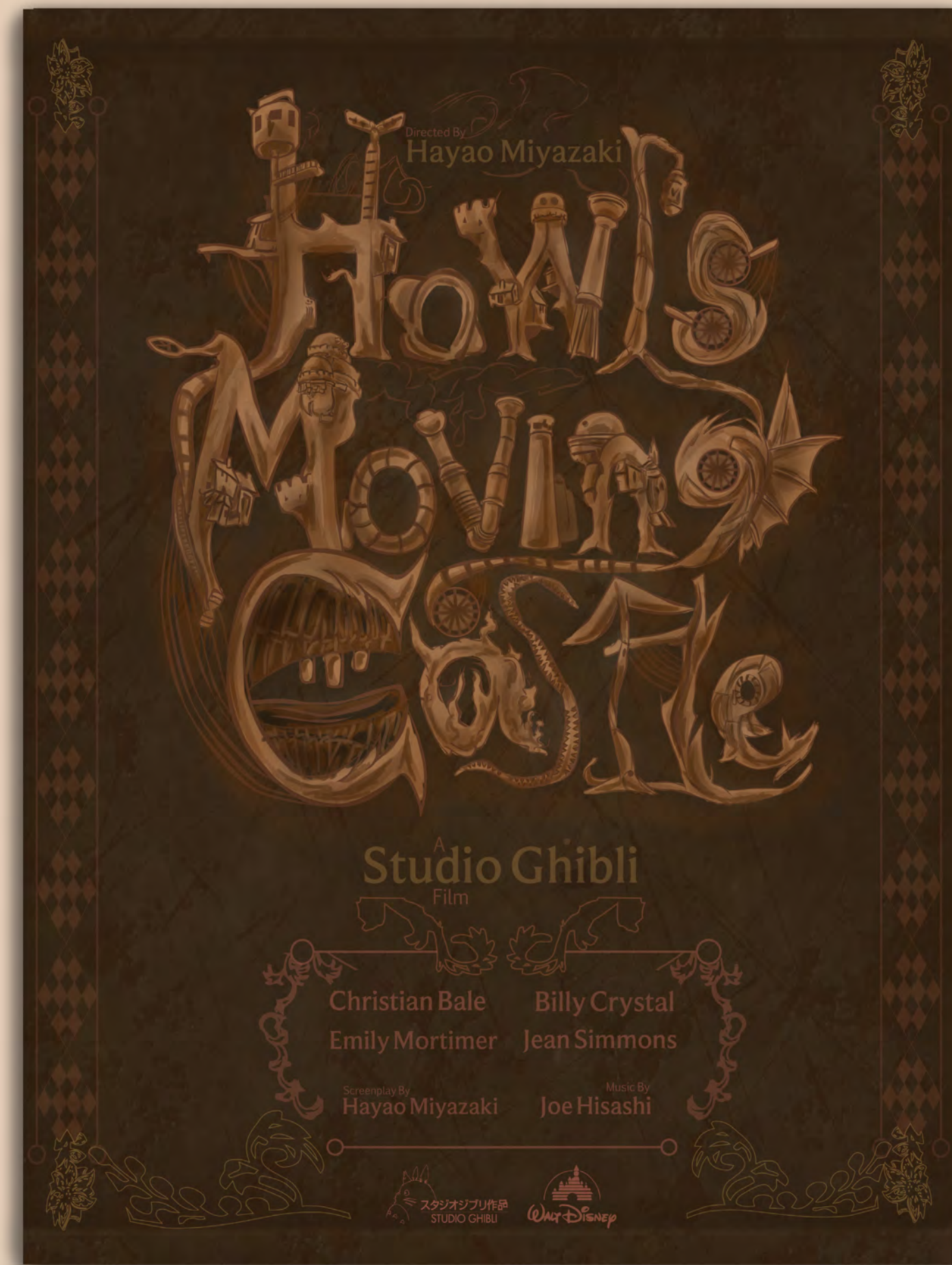
# TYPOGRAPHICAL MOVIE POSTER-

## HOWLS MOVING CASTLE REDESIGN/INSPIRATION

One of my last projects for college, I was tasked to reimagine the story themes and logo of a movie of our choice and reimagine it using ONLY typography.

I decided to do "Howl's Moving Castle", a 2004 movie by famed animation director Hayao Miyazaki. I hand-drew the new logo utilizing pieces taken from the titular castle, and made the background a heavy steampunk theme in order to perfectly fit the tone of the film.

Hand-drawn Logo  
And Posters On Side ▶





## Advertising/Layout Design

# TYPE-MOON CAMPAIGN- LARGE SCALE, MULTI- MEDIUM CAMPAIGN



In one of my last assignments before the end of my college career, I was assigned a huge project involving rebranding portions of a company that is not known too much and create a new campaign for them.

I chose my favorite Japanese gaming company, Type-Moon, and branded a campaign for them in order to appeal to a wider-western audience by introducing to them Type-Moons older works.

All images and character designs used for this campaign belong to Type-Moon and were created by Kinoko Nasu and Takechi Takeuchi, this, like many projects listed here were created for educational purposes only, not commercial profit.

Branding/Product  
Catalogue For U.S. ▶

Official Logo ▼







Although the cover art is official, I had to design the rest of the cover mockup myself. Many of their products have never been released in the United States.

Fate/Stay Night: Video Game ▼



The Garden Of Sinners: Movie ▲



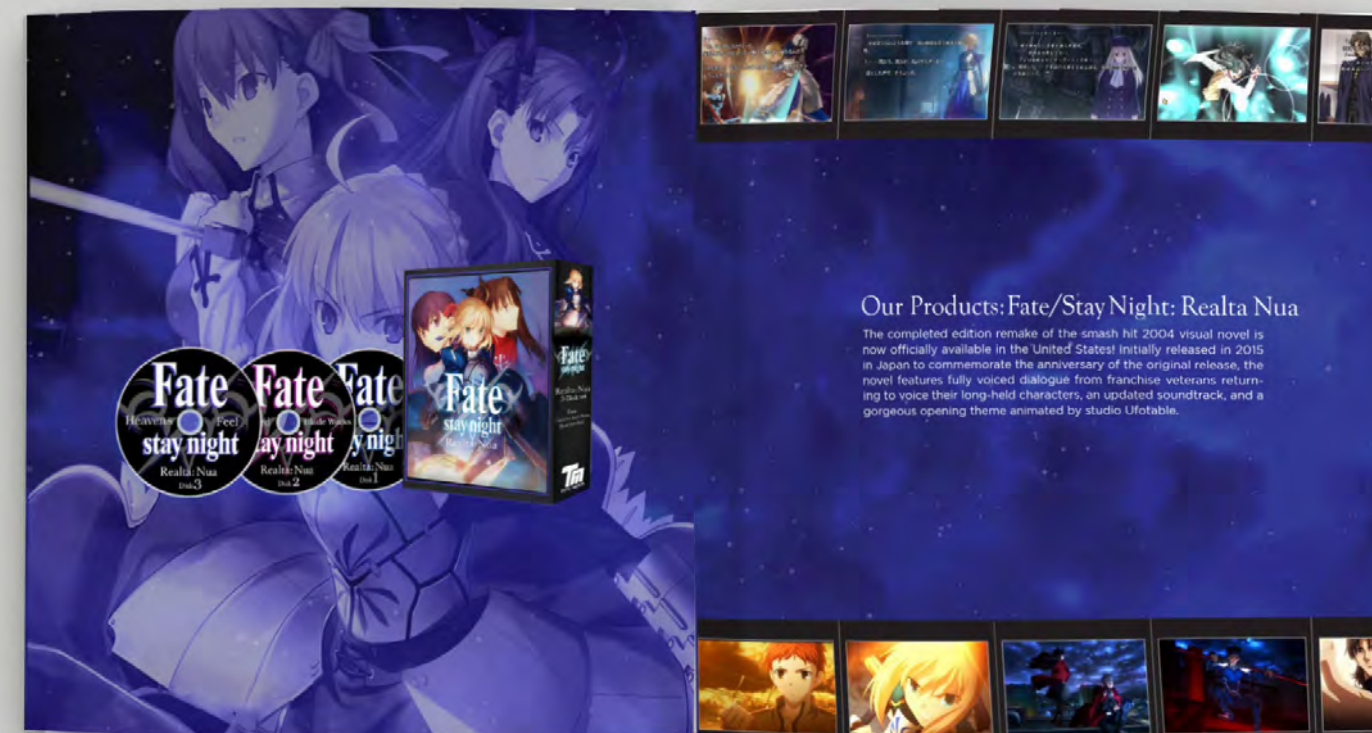
Lunar Legend Tsukihime: Video Game ▲

## Advertising/Layout Design

# BRAND CATELOG- TYPE-MOON CAMPAIGN

This is a branding/product catalogue that I created for the Type-Moon campaign. It was actually the last piece that was made for it, although it serves as an excellent introduction piece into the company.

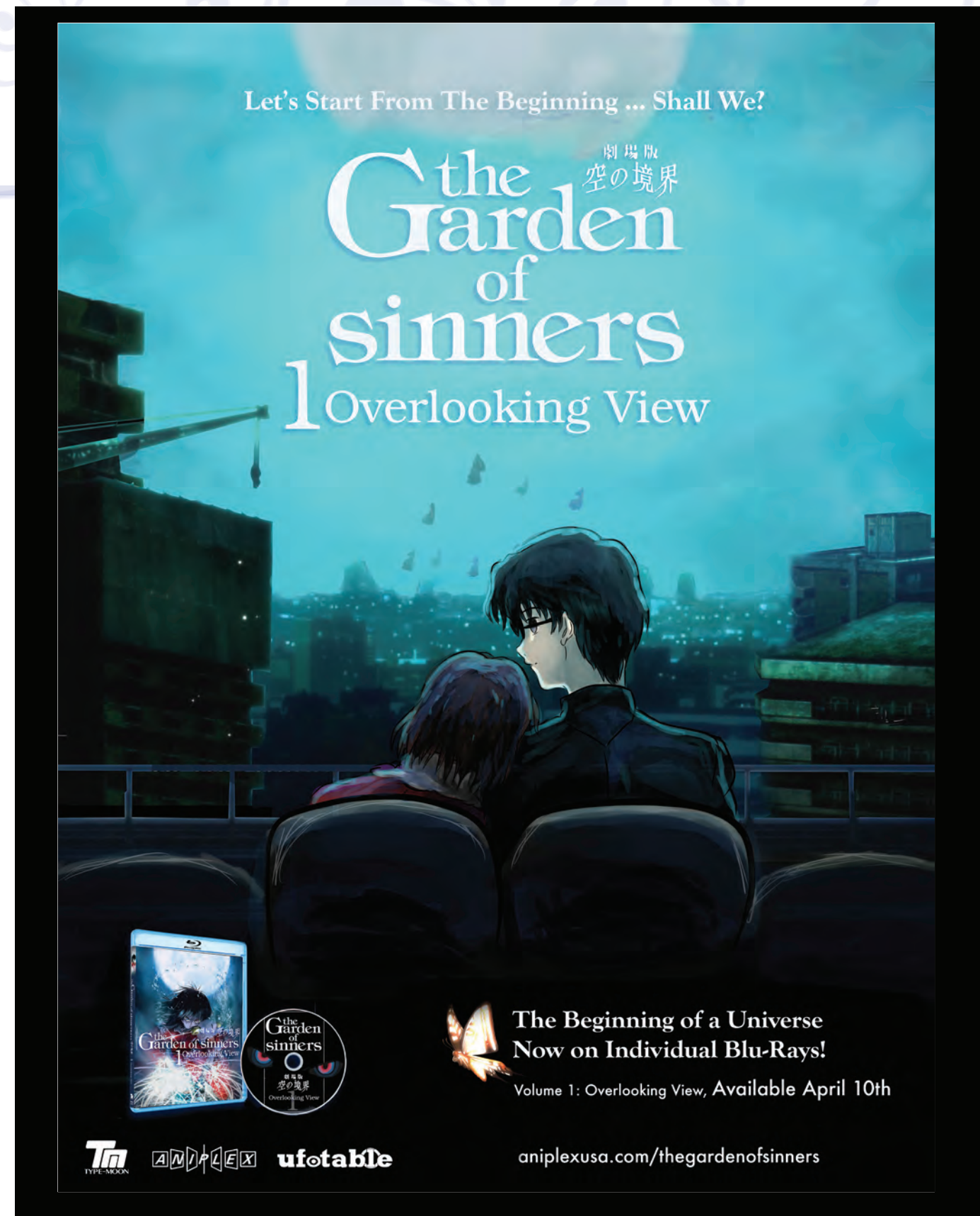
It depicts some of the work the company is best known for.



The Products page contain the main cover art for English localized box sets for Premium editions utilizing official, recent promotional art by Takechi Takeuchi.

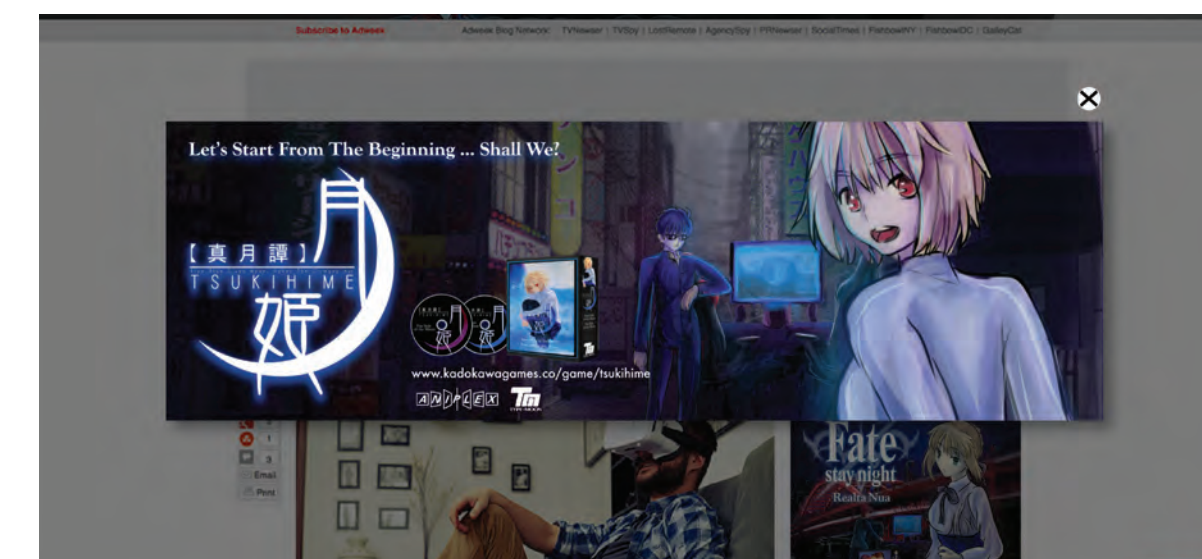
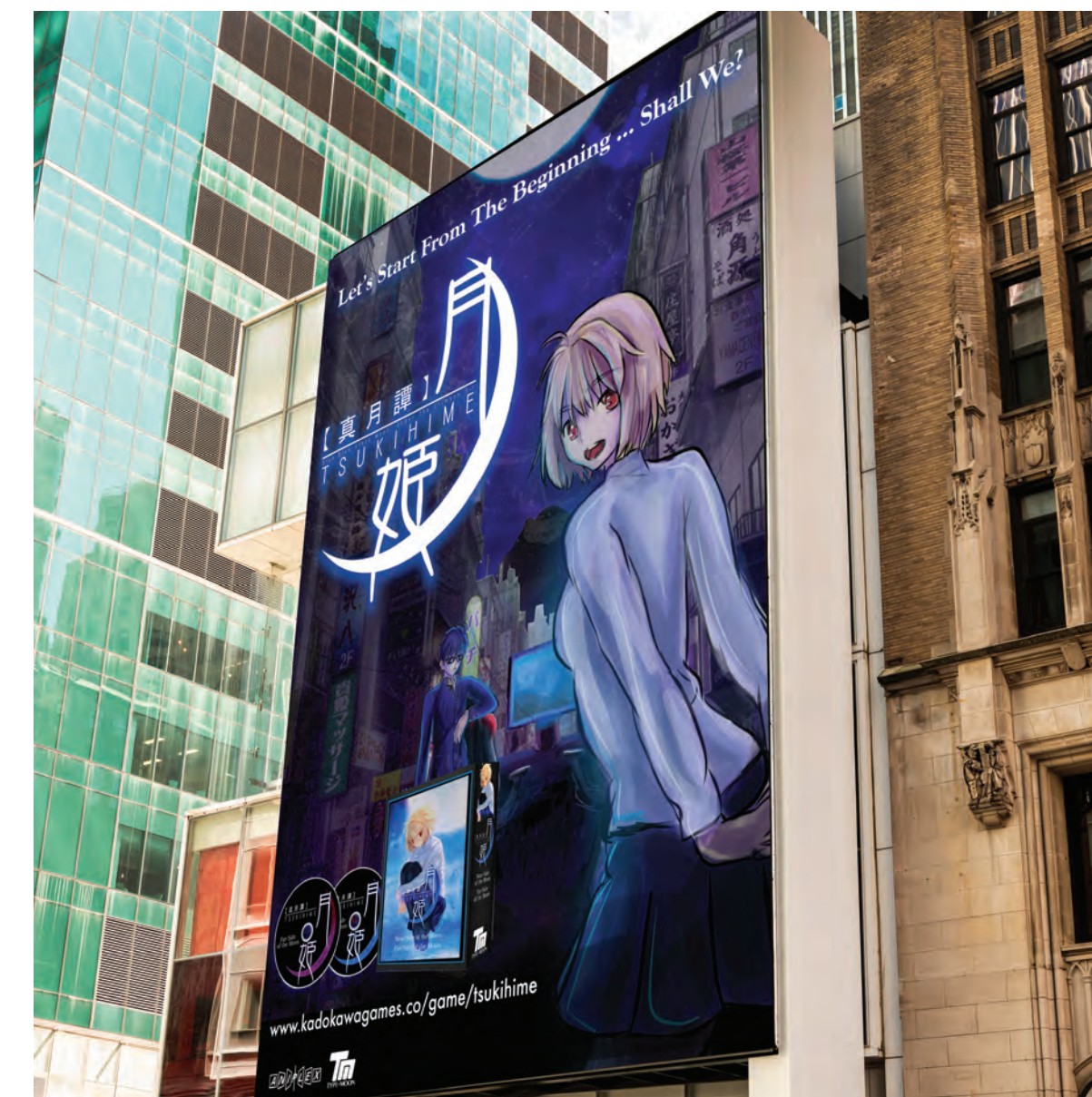
Also showcases descriptions for the game and screenshots running along the top and bottom. Screenshots are taken directly from the game and movie openings used to promote the game in Japan.





The Garden Of Sinners Movie 1 Campaign Material Posters and Mockup Examples  
(Characters were hand-drawn by myself)





Lunar Legend Tsukihime Video Game Campaign Material Posters and Mockup Examples  
(Characters were hand-drawn by myself)





Fate/Stay Night Video Game Campaign Material Posters and Mockup Examples  
(Characters were hand-drawn by myself)



## Layout Design

# GRAPHINICA MAGAZINE- ART AND DESIGN MAGAZINE

This is an earlier assignment, though it is still one of my favorites. We were required to design the cover entirely utilizing type and the paragraphs of the articles using the principalities of type with H and J's.

I designed the website with a more underground, avante-garde look. Taking a look at more under-appreciated artists and looking more closely into the structure and reason in some aspects of design.

Cover Design,  
Spread Bio On Artist,  
Type Tips & Tricks ▶

# GRAPHINICA MAGAZINE 01

**30 Influential Designers**

- Steven Heller - Talks with Davis Senior
- Paula Sher - The Avant-garde
- About the Electro Library
- Ed Benguait - A man of Letters

## GRAPHINICA 01

# The Life of: EIKO ISHIOKA

How she impacted the world of costume design.  
By ALJAZEERA NEWS and Abbey White  
5/1/2018



**Francis gave me complete freedom by expecting never-before-seen, unique, timeless, and revolutionary design.**

**T**urned to a graphic designer, Eiko Ishioka was once considered Japan's best art director and was later also recognized as one of the world's best in her field. During her life, she earned an Oscar, a Grammy award for an album cover, the noble record Titus by the indie musician Miles Davis. The image is dominated by a black and white close-up of his face. It was photographed by Irving Penn.

starting Jennifer Lopez, in 2000. In the film her costume resembled a cross between a neck brace and a bird cage. "Jennifer asked me if I could make it more comfortable," I said. "No, you're supposed to be tortured." Ishioka told *The Ottawa Citizen*. For the designer, every costume made had to say something about the character wearing it.

"I've been as a director has given me guidance..." she said in an interview. "Hollywood is a good example of democracy—Lackey, Tinseltown and I find a consensus."

On July 12, she would have celebrated her 79th birthday, and one year ago, Google honored her with a doodle on its page. It was founded across North and South America, Europe and Australia.

The designer worked closely with director James Singh for movies such as *The Fall*, *Immortals*, *Mirror Mirror* and *The Call*.

Later in her life, she was also widely recognized for her work as director of costume design for the opening ceremony of the Beijing Olympics in 2008. From print ads to costumes and the Olympics, the Japanese designer did it all during her long career.

Her big break came when working for the Japanese department store Parcs. She became famous for adverts that had little in relation to the company, her work there was described as open and surreal. She became its chief art director in 1971. During her time there, she had directed several more campaigns, with some featuring the famed American actress Faye Dunaway. In the year 1989 she ended her association with Parcs and decided to open up her own design firm. A state of solitude during for her time period.

She initially became known for devising print ad campaigns featuring coked or nearly naked models — the likes of which were rarely seen in her industry at the time.

"That was extremely shocking," Maggie Kinner Salki, the author of a whopping 12 Japanese. Masters, told the Philippine Star about Ishioka's work. "And yet she did it in a way that made you drawn to the beauty of it, and then you realize you're looking at nipples."

Not all of Ishioka's creations earned such visible mentions — including her direction of Björk's 2001 music video *Cocoon*, and her costume design for Cirque du Soleil, the 2008 film, *The Fall*, was the source of her own Google Doodle for 79th birthday.

Ishioka's contributions to the Olympics and other worlds of advertising, music, theater, and film span continents, cultures, mediums and decades. And it's all of these things combined that help her boundary-breaking work remain surreal but.

Her early art evoked many of the themes that would define her costume design surreal, and almost always unexpected.

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## GRAPHINICA 01

# TypeTips TYPOGRAPHIC FAUX PAS

Avoid bad punctuation and type-crimes at your new job, who needs that type of attention anyway?  
By Melissa Morris 5/1/2018

- 1. Crowding Your Letters**  
It's a tempting fix: You're short on space, so you need to fit in a certain amount of text; so what do you do? When your letters are too close, it decreases readability significantly (especially when working with small font sizes) and makes your entire design feel more crowded.  
Does this look readable to you?  
Does this look readable to you?
- 2. Not Scaling Letters**  
Another subtle mistake is stretching or condensing words to fit into a certain space. It distorts the letters, giving them a shape they weren't meant to have. One is to make sure that when you're scaling a text box up or down, you should always do it in proportion. Does this look readable to you? Does this look readable to you?
- 3. Using Too Many Typefaces at Once**  
The majority of design projects benefit from a limited number of fonts two or three is good. Too many types and styles of fonts can make your design look amateurish and thrown together, rather than professional and well thought out.  
Using Too Many Typefaces at Once  
Using Too Many Typefaces at Once
- 4. Form Over Function**  
It can be tempting to follow all the latest trends or focus on finding a cool or unique font for your design. But while typography can be artistic, it also needs to be functional. Being prone to getting caught up in the look of typography that you forget to decide if it actually is readable and works well.
- 5. Wrong Emphasis**  
There will be times when you want to emphasize a certain portion of the text, make it stand out visually, in order to show it's important, to mimic speaking patterns. There's lots of ways you can do it: italics, boldness, underlining, caps, font size. Just don't use them all in one passage of text.  
Don't emphasize every object on the working page.
- 6. Capital Letter Use**  
One form of emphasis deserves its own section: capital letters. Writing in all caps is all over the place, especially in conversational settings. If you feel you must use this technique, please do it purposefully. Using it for any length of text makes for difficult to read.  
THIS LOOKS LIKE YELLING
- 7. Special Text Effects**  
It's generally a good idea to not use "special effects" on your text, like the kind you'll find in Microsoft Word's "WordArt" tool. In general, these types of modifications will tend to look rather cheap.  
**FORM**  
**Functionality**
- 8. Mismatching Fonts**  
Besides avoiding using too many typefaces, part of making good typography choices is picking fonts that harmonize well. Because when fonts clash, it's distracting and takes away from your content, potentially preventing your message from getting across.  
**When these two are combined, it doesn't look right.**
- 9. Not Considering Context for your Type**  
The most important pairing fonts that work well together is making sure the style of those fonts match. Fonts can have different "moods": playful, serious, elegant, etc. But when those moods don't support the design purpose, you create a visual disconnect.  
**2018 Business Report**
- 10. Ignoring the rules of Readability**  
If you want your design to attract attention, people are going to have to be able to read it clearly. Legibility issues can come in many forms, a font could be too small, the font and background colors might clash; or transparency effects might make text hard to see.
- 11. Orphans / Widows**  
They're basically just typographical things to refer to words or short lines that seem to appear by themselves at the top or bottom of a column or page of text, separated from the rest of the body copy. This is so refreshing! It's this... wait.
- 12. Separate Work From Play**  
You can Experiment with different resources and design approaches in your spare time, but don't risk actual projects on questionable typography choices. You boss surely appreciate it.
- 13. Don't Forget to Double Check**  
This is more a practical consideration than strictly design-related, but an important one none the less. Doing a final read-through of your text, checking for spelling and grammar errors (as well as any typographical mistakes) should always be a part of your process.

10 GRAPHINICA, May 1, 2018



FSC Work

# HEALTH AND WELLNESS- DEPRESSION SCREENING

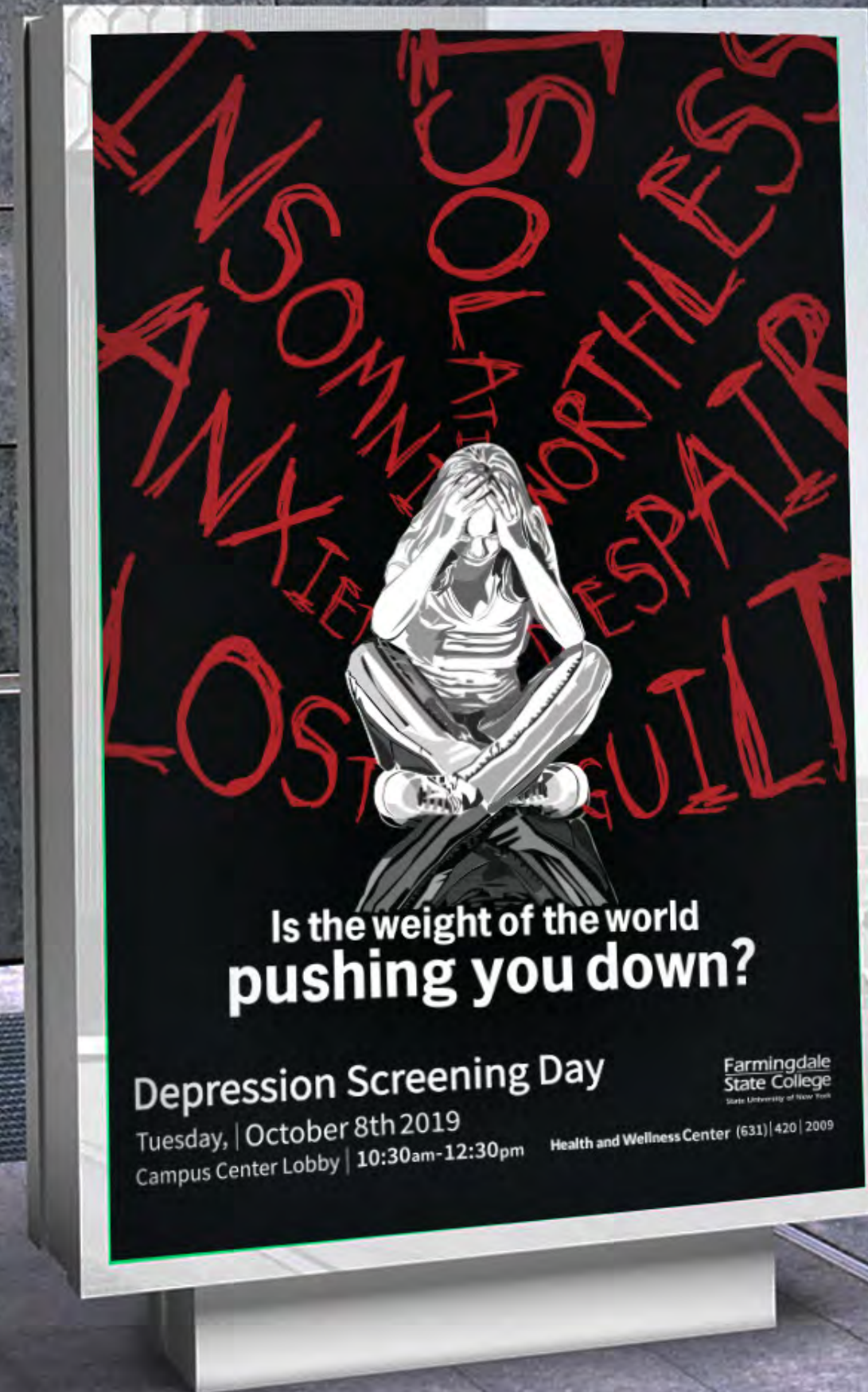


For official experience, we were assigned in groups for an Agency set-up class in order to create promotional material for use for the campaigns of Farmingdale State College's Health And Wellness Center Semester-wide activities.

This first poster advertises a Depression-screening event for students in the campus to address their stresses.

Illustration was done by me,  
Headline and text Layout by Colleague Melanie Wolff.

**Farmingdale  
State College**  
State University of New York





FSC Work

# HEALTH AND WELLNESS- RED WATCH BAND

The Health And Wellness Department assigned us another task of creating a campaign for the Red Watch Band initiative, which is a lecture program dedicated to teaching college students the dangers of alcohol poisoning at parties, which is required for dorming students.

We decided to use infographics in order to portray the facts that typically lead to alcoholic poisoning and alcoholic reliance in college students, and then included steps on how to face the situation when one is confronted with the issue.

Background and Layout was done by me, Infographics and research by Colleague Melanie Wolff.



To be different from the previous campaign, the department decided to place doorhangers in front of the dorm rooms.

Vertical Flyer, (Direct Left), Horizontal Poster, (Upper Right)





**THANK YOU!**

