



Linda Foegen
American Book Design



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ABOUT

Linda Foegen

American Book Design

What a great career I have had so far. Graphic design is my career, hobby, and passion. I have worked in the publishing industry since 1988 and specialize in college books. I have had the privilege of working with, and learning from, some of the biggest publishers in the industry. I own a home-based graphic design company, American Book Design (ABD), and I work with many subcontractors to create a full-service publishing company.

In 2019, since the publishing industry had shifted from print to digital media, I enrolled in Southern New Hampshire University (SNHU) to update my skills and become more diverse. I will graduate in April of 2024 with a bachelor's degree in graphic design and media arts with a concentration on website design. My skills are now in line with being a website designer, graphic design, and book designer.

I love being a graphic designer the most and it is very rewarding to create new graphics to call my own creations. I enjoy volunteering to set up websites for religious nonprofits and helping friends and family with their design needs. However, my favorite part of graphic design is creating children's books with lots of original graphics.

It does not matter what I work on, it never feels like work. I absolutely love my career!

ONE RAINBOW



This poster, named One Rainbow, was an Adobe Photoshop assignment where I merged multiple photographs into one and create an entirely new artifact. The rainbow picture is a combination of many photographs and then placed into this wall hanging photo. I created this image using masks, overlays, and a lot of layers.

The most complicated part of this creation was the raindrops on the windowpanes. While in this small image it is not noticeable, a close-up view shows small raindrops streaming down the windowpanes. They were created in Illustrator and added to the image in photoshop.

This image, when read left to right, tells a story. The eye starts at the rainbow face and work its way across to the kitten. It has just rained, and the kitten must stay in and find ways to entertain himself.

This assignment had a very positive impact on me. I was pleased with the results, and I advanced my skills in Photoshop during the creation process. At the same time, this assignment revealed the complexity of Photoshop and the time it will take to learn this application in its fullest capacity. As time has gone on, I have been able to increase production time of pieces like. This image can also be seen on the cover of this portfolio.

GUARDIAN ANGEL

This piece was created in Adobe Photoshop. I created this image using masks, overlays, and a lot of layers to combine several images into one artifact. The Guardian Angel's story expresses that everyone has a guardian angel protecting them and the innocent are always unaware of the evil one that is lurking in plain sight waiting to attack.

The negative space, sharp contrast in colors, the small features, and the angel's hair all create an attractive wall hanging. I think there is an upward movement in the wings and reads left to right. The kitten and snake are meant to be hidden so I think this is a strength.

This piece reflects me; I like beautiful things but know that evil is always mixed in somewhere just waiting to attack. I often try to convey this in my work that is just for my use. This is not always a positive aspect to people who are not religious, but my portfolio is about me, and I want to work with people who will accept me.



OUTDOOR LIFE



This magazine cover was created in Adobe Photoshop and Illustrator. I created this image using masks, overlays, and a lot of layers. I used an outer glow to reduce the background image and make the text more legible and tried to do it in a way that was not destructive to the image. I create magazine covers in Photoshop, Illustrator, or InDesign and use a lot of the same techniques in each application.

When I made this artifact I used balance of space, color combinations, and contrast to make the text legible. I think the strength of this piece is the color combination because it brings balance, and the weakness is line. There is a vertical line in the image with the trees and light of the background image and the man but covers have so much information it is hard to create a line. This was a time-consuming piece, but I love graphic design and this piece was a real improved my skills as a cover designer.

I have been in the business for a long time, and I know when I see a cover if it is good and never really understood why it was good until I was trained. Now I know there are a lot of details that go into creating a beautiful cover.

COMMUNITY ARTS COUNCIL

This book was created in Adobe InDesign. I created this artifact using supplied images from the instructor and we had to match a layout. The assignment was not about design, it was about learning InDesign.

I have used InDesign for over twenty years in the printed book publishing industry and there were a lot of aspects of the program I was completely unaware of. I did not have a need to create bookmarks, hyperlink, or automated TOCs until the digital media industry advanced and this education was invaluable.

What I like about the assignment was the education I received doing it. I learned how to make interactive elements in InDesign, and I have used this skill a lot since that time. Creating interactive PDFs have helped me to add online elements to my portfolio and websites.

There is a great element of design in the Community of Arts Council book. First the contrast and color combination are striking. It has balance, dimension, and unity, and it has a great use of space.

Previously my book designs were all very flat and quite frankly boring. This made me think outside my skill level and learn about the use of space in a new way. I think this piece shows a potential customer a wider range of books I can work on. The book itself is on my website and it is very attractive.



MANLY JIM

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www.MJBcs.man

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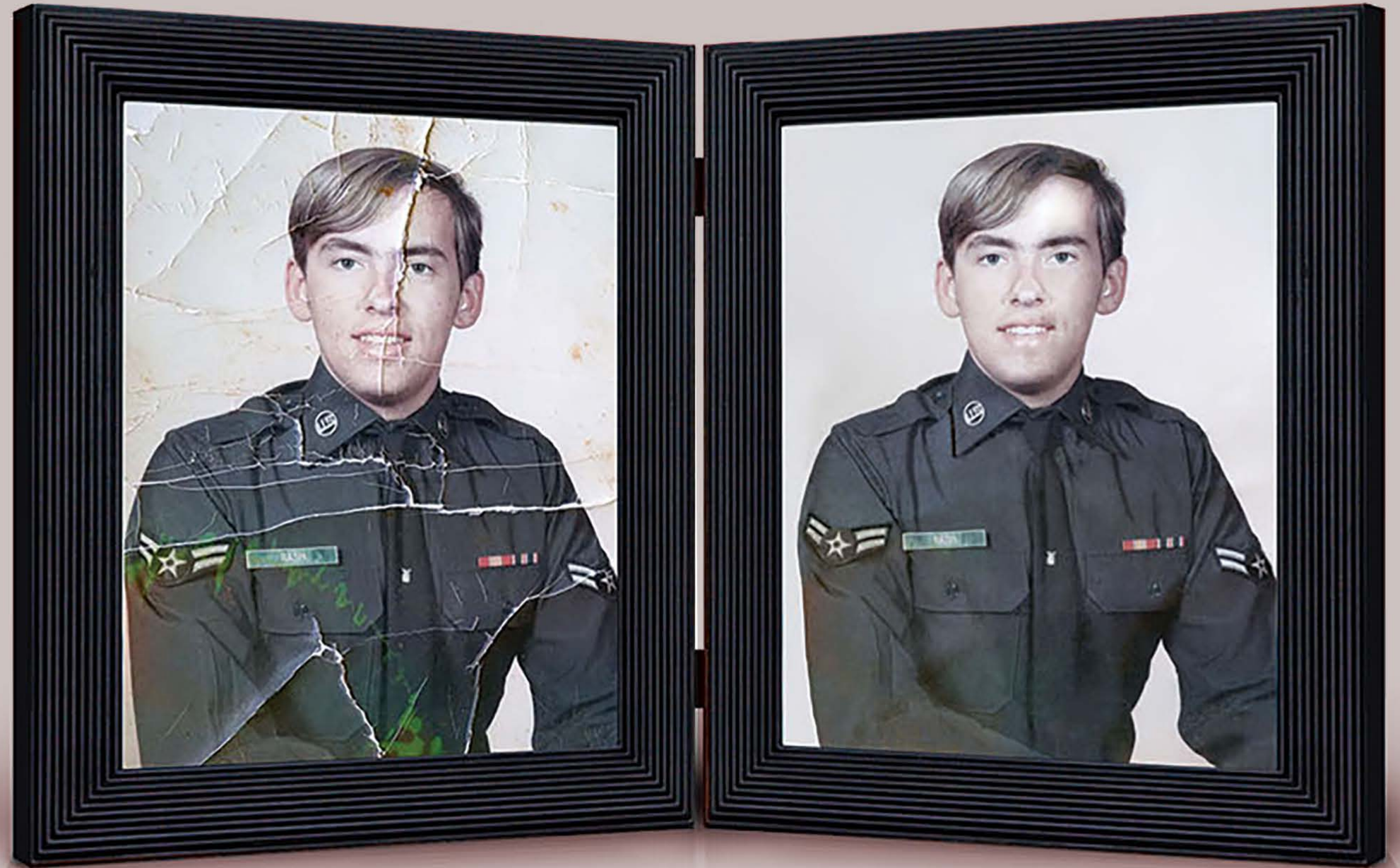
These pieces were created in Adobe Illustrator. I also recreated the supplied logo in Illustrator so I could change the colors. All the doughnuts and Manly Jim are from Adobe stock images and was allowed in the project. Using the supplied logo and color theme I create a magazine ad, website banner, half page magazine ad, and a poster.

The fact that these artifacts were created in Illustrator is great, but I could have created them in InDesign also. InDesign would allow me to add interactivity for digital media pieces.


I like the color combination, they have a nice contrast in the colors, and there is a rhythm in the pieces. They all repeat the same geometric shapes and there is direction to the overall pieces. Each artifact utilizes spaces appropriately.

I was a graphic designer for Gannet, owners of US Today and other very large publications. I worked remotely making ads for their publications and they loved my work and told me I was a very good ad designer. I was able to use the skills I learned in this class for the work I did for Gannett. It was a super fun job.

This piece was created in Adobe Photoshop. I fixed this photo using the different tools in photoshop that clone. I used the patch tool, the clone tool, duplicated the eye and reversed it with an overlay and distorted it to fit the existing eye on the opposite side of the face because it was too damaged to repair. There were not a lot of element or principles of design to consider in this piece except for the lighting direction. I was new to this process, and it was time consuming but very rewarding. I learned a lot about the process of repairing images and it has translated to income. I have used these skills converting book covers from soft bound to hard cover projects where we had to expand the edges to allow for the additional widths.



PAWS & CLAWS



Paws & Claws

Dear Class,


What a great career I have had so far. Graphic design is my career, hobby, and passion. I have worked in the publishing industry since 1988 and specialize in college books. I have had the privilege of working with, and learning from, some of the biggest publishers in the industry. I own a home-based graphic design company, American Book Design (ABD), and I work with many sub-contractors to create a full-service publishing company.

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It does not matter what I work on, it never feels like work. I absolutely love my career!

Sincerely,



Linda Foegen

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Audubon, Iowa



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The Paws & Claws logo was created in Adobe Illustrator. I created this image mainly with the shape and object tools. It was a combination of a traditional yin yang and a lazy cat photo. The plant elements are a fun reflection of Asian peace.

I used an upward movement with lots of motion to make the logo whimsical and yet still holds the meaning of a serious business. The business is a holistic animal clinic for people who indulge their pets with massages and acupuncture. I think the image is well balanced, has nice contrast, and movement. It follows the consistent curves of the yin yang in all elements. There is a great combination of colors, and the leaves add detail needed for a complete look.

AUSTRALIA

The Australia brochure was created in Adobe InDesign. It is an interactive piece for print and the web. It has links and the images change on roll over. The color combinations are natural and complimentary. This project was not about design, rather it was about the way InDesign makes interactive elements for digital media.

Find Your Adventure Down Under!
Get close to native plants and animals, explore wide-open spaces, and discover ancient rainforests on the fringe of modern cities. Whatever your preferred adventure, you'll find it in Australia!

CULTURAL DISCOVERY
Take a journey that brings you closer to the world's oldest culture, which stretches back at least 50,000 years. Browse Aboriginal art in Alice Springs. Learn about Dreamtime myths in the intricate rock art galleries of World Heritage-listed Kakadu National Park. Drive the Red Centre Way to sacred sites such as Uluru-Kata Tjuta and Kings Canyon, or drive the Savannah Way Aboriginal rock art sites across Queensland and the Northern Territory.

URBAN EXPERIENCE
Australian cities are each distinct, but all are uniquely Australian in flavor, sharing a warm welcome, easy precincts, great food and events, as well as access to nature and wildlife. Explore city precincts such as The Rocks in Sydney, South Bank in Brisbane, and the funky central suburbs of Perth.

Be devoured by the Central Markets of Adelaide. Explore summer rooftops in Melbourne and the revitalized waterfront and art precinct of Darwin.

NATURAL WONDERS
Explore some of the best-known landmarks such as the Great Barrier Reef in Queensland, the Great Ocean Road in Victoria, Sydney Harbor in New South Wales, and Tasman National Park in Tasmania. Go beyond the iconic destinations and explore spectacular coastal journeys that also make up the repertoire of aquatic experiences available in Australia. Sail through the Whitsundays or hike the pristine coastline Wilsons Promontory in Victoria. Drive from Sydney to Cairns along the breathtaking Pacific Coast Touring Route. In Western Australia, the South West Beaches and Goldfields Drive travels through Margaret River to the southern coast.

PACKAGES FROM NEW YORK

14-night adventure.....	\$3299.99
11-night discovery.....	\$2799.99
9-night getaway.....	\$2299.99
6-night escape.....	\$1899.99

Prices include hotel and breakfast accommodations for two, rental car, and ground transportation for two from JFK International Airport.

Alone of all the races on earth, they seem to be free from the 'Grass is greener on the other side of the fence' syndrome, and roundly proclaim that Australia is, in fact, the other side of that fence.
— Douglas Adams



Night Cave in Western Australia The Great Barrier Reef Aiko, the blue-eyed koala Sydney Opera House

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ABD BROCHURE



This colorful and fun-loving American Book Design brochure was created using Illustrator, Photo-shop, and InDesign. My passion is children's books, and this artifact is meant to display a few of my cartoon characters I have created in two different books. I enjoy working on the graphics for these books and intend to create a series call 2x2 Noah's Friends.

The series will teach children counting, friendship, and prayer. They will each tell a story of two of the same animal meeting, become friends, and go on grand adventures together. I started this project after a friend asked me to compose her children's book for here and I enjoyed it so much I decided to continue the journey.

JOSLYN ART MUSEUM

This piece was created in Adobe In-Design. I was provided the subject matter and material in class to create this artifact. The logo had a background, so I recreated it in Illustrator to allow for overlaying onto photos and backgrounds. The most pleasing part of this piece is the bright colors. I love the combination of colors and the photographs of this beautiful museum. I would love to work on posters and brochures for this organization in the future.

This piece is divided into four panels and to avoid hard lines I used a solid background of white which gave me a sharp contrast in the artifact. There piece has a nice balance, and unity with a lovely provided map to display on the back of the brochure.





Linda Foegen American Book Design

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Audubon, Iowa 50025
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712-243-7013

WORK EXPERIENCE

2022 - Present

National Book Codes

Production Technician

Create code books for print and digital media, convert existing books to digital media, and code InDesign files for HTML.

2000-Present

American Book Design

Owner & Book/Graphic Designer

Own and operate a print and digital media company with a concentration books and graphic design work.

2021-2022

Gannet

Graphic Designer

Designed print and animated digital media advertisements using InDesign, Photoshop, and Illustrator.

2021-2022

Pearson Publishing

Quality Assurance Specialist

Seasonal worker for quality control of k-12 education state testing booklets.

EDUCATION

2021-Present

BA - Graphic Design & Media Arts with a Concentration on Web Design

- **Southern New Hampshire University**
2500 N River Rd
Manchester, NH 03106

2019-2021

AAS - Graphic Communications

- **Iowa Western Community College**
2700 College Rd
Council Bluffs, IA 51503

2019-2021

Certificate in Web Design and Coding

- **Iowa Western Community College**
2700 College Rd
Council Bluffs, IA 51503

americanbookdesign.com

ABOUT ME

I am a book, graphic, and web designer with thirty-four years of experience in various parts of the publishing industry. I work specifically in the Adobe Creative Cloud products and have extensive training InDesign, Illustrator, Photoshop, HTML and CSS.

PROFESSIONAL SKILLS

Graphic Design 

Web Design 

Book Design 

HOBBIES

Designing children's book and helping non-profits with digital and print media projects

AWARDS

President's List IWCC 2019-2020
All-Iowa Academic Team 2020
Honor Role SNHU 2021-2022



My Portfolio

Thank you for taking the time to review my portfolio. It has been a pleasure preparing it for you. I have had the privilege of learning graphic design from some of the best instructors in the industry. Not only have they taught me to be a graphic designer, but they have taught me how to learn. I hope I can take the skills I now have and transform them into a rewarding career.

Sincerely,
Linda Foegen

americanbookdesign.com

