



MEGANMALDONADO



phone: 123.456.7890
email: meganm@sacmod.org
website: sacmod.org
facebook: facebook.com/sac_mod

Sacramento Museum of Modern Art
135 Valley View Drive
Sacramento, CA 95819

May 6, 2017

Dear Valued Customer:

Our records show that you have been a customer of Sac Modern since our grand opening last year. We would like to thank you for your business by inviting you to our preferred customer Summer Social Nights extravaganza next Saturday. This is our first of many Summer Social Nights we will be having here at Sac Modern.

Saturday's event is by invitation only. Admission will be free and all of our stock inside RC Toy, will be marked down from 50-80% off. Additionally, Evergreen will be hosting a special menu that is 30% off. Doors open at 5:00 PM sharp. Public admission will commence at 8:00 PM.

In addition, please accept the enclosed \$10 gift certificate to use with your purchase of \$50 or more at either RC Toy or Evergreen.

We look forward to seeing you at Sac Modern on Saturday for music, fun and plenty of food. Please bring this invitation with you and present it at the door.

Sincerely,

Megan Maldonado
Museum Manager

MODERN

Sacramento Museum of Modern Art



Sacramento Museum of Modern Art
135 Valley View Drive
Sacramento, CA 95819

Megan Maldonado
Museum Manager
123.456.7890
meganm@sacmod.org
sacmod.org

Sacramento Museum of Modern Art

Fall 2016

A museum in Sacramento was created called Sac Modern. The identity including, business cards, letterhead, envelopes, folders, ticket stub, and a flyer for the museum was created as well. The solution for this museum was a modern take on an art museum so the color palette portrayed modern style by consisting of a gold, maroon, and multiple shades and tints of a teal. The logo's solution was to create depth with the words SAC and Modern to portray a modern, inside a museum feel.

Typeface: Helvetica, Helvetica Neue



Optical

Optical

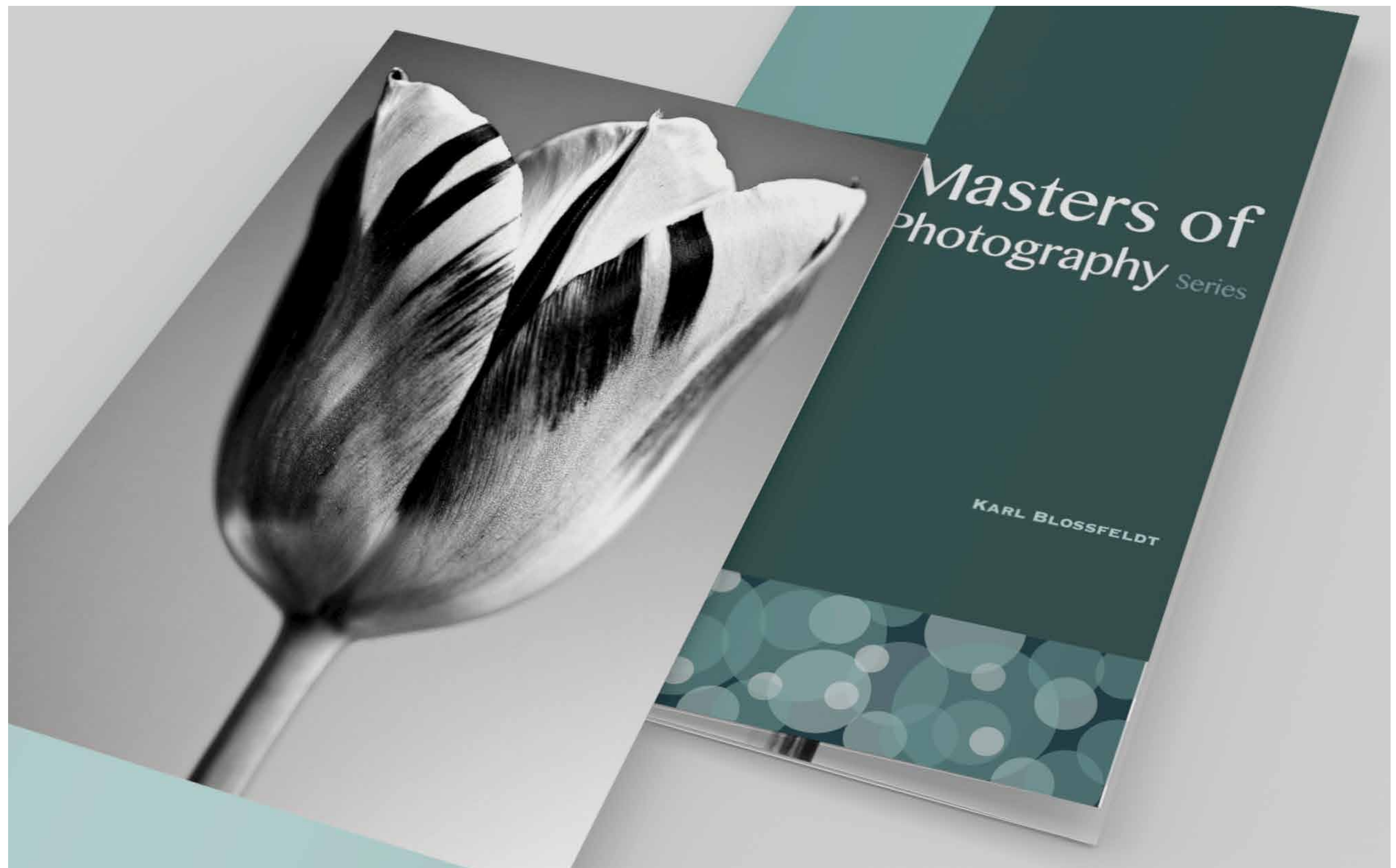
Optical

Sans Serif and Serif Typefaces

Spring 2017

Two different typefaces were made from scratch, one being a serif and the other a sans serif. Each typeface was given an option to choose a word that consisted of at least four letters and a texture to go along with that typefaces personality.





Masters of Photography Series

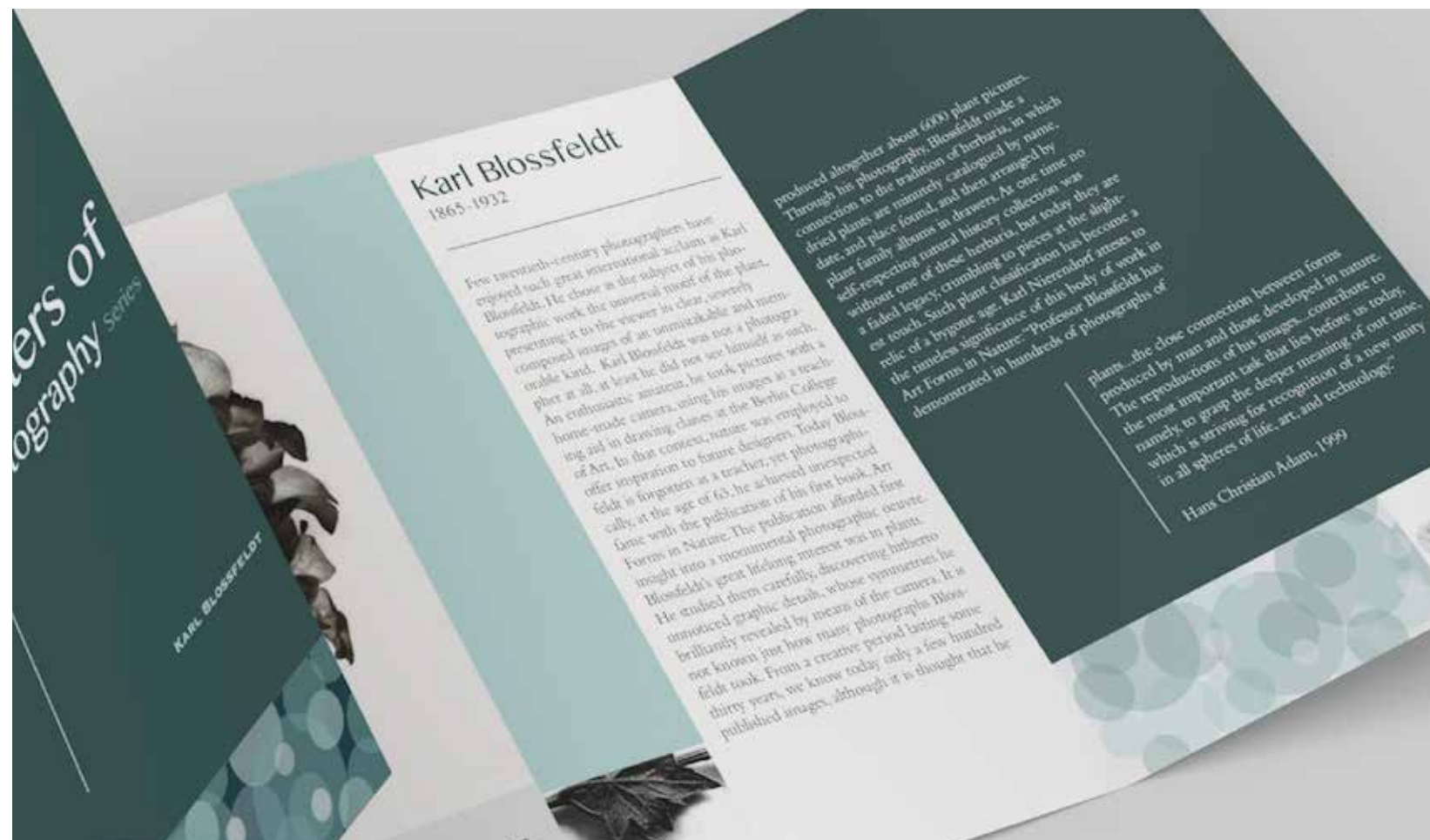
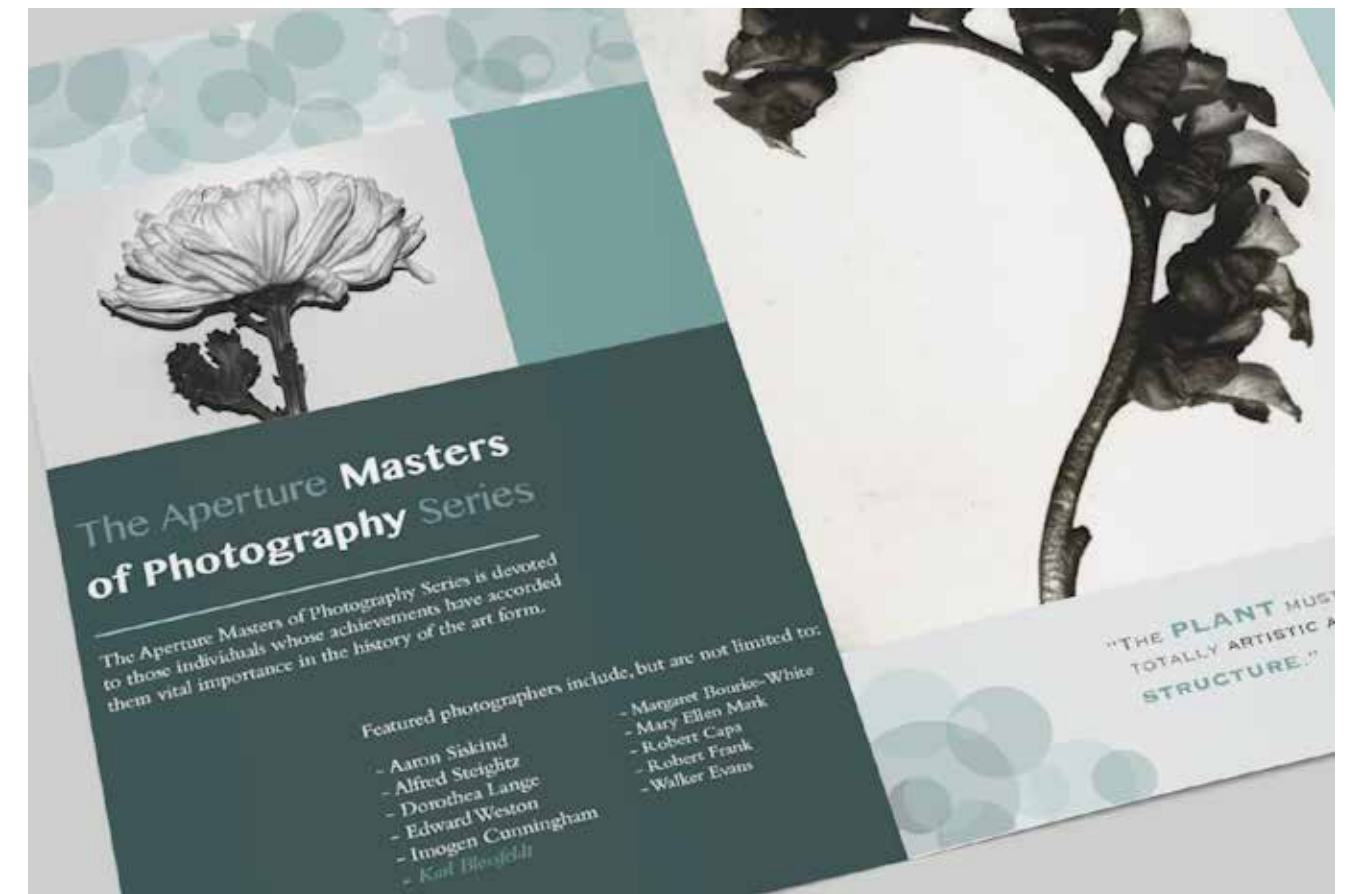
KARL BLOSSFELDT

The Aperture Masters of Photography Series Brochure

Spring 2017

The Aperture Masters of Photography Series is a photographer based brochure consisting of using at least three different photographer's photos the without changing the dimensions. It also states The Aperture Masters of Photography is a series that devoted those individuals whose achievements have accorded them vital importance in the history of the art form. The designer chose a teal color pallet and a transparent circular design relating to the effect of a photograph being taken.

Typeface: Khmer MN, Bembo, Copperplate



James Patterson

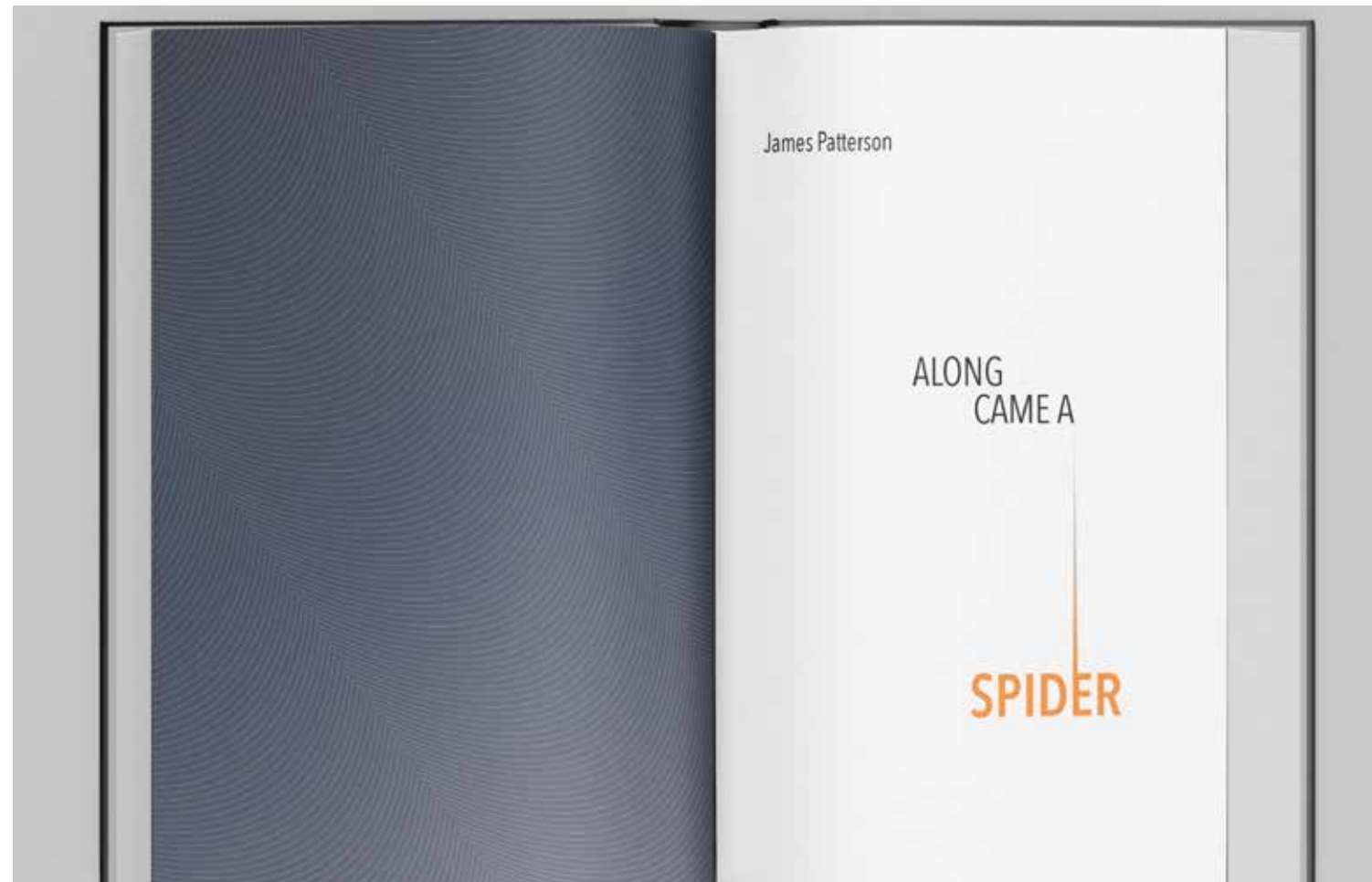
ALONG
CAME A

SPIDER

ALONG

CAME A
SPIDER

James

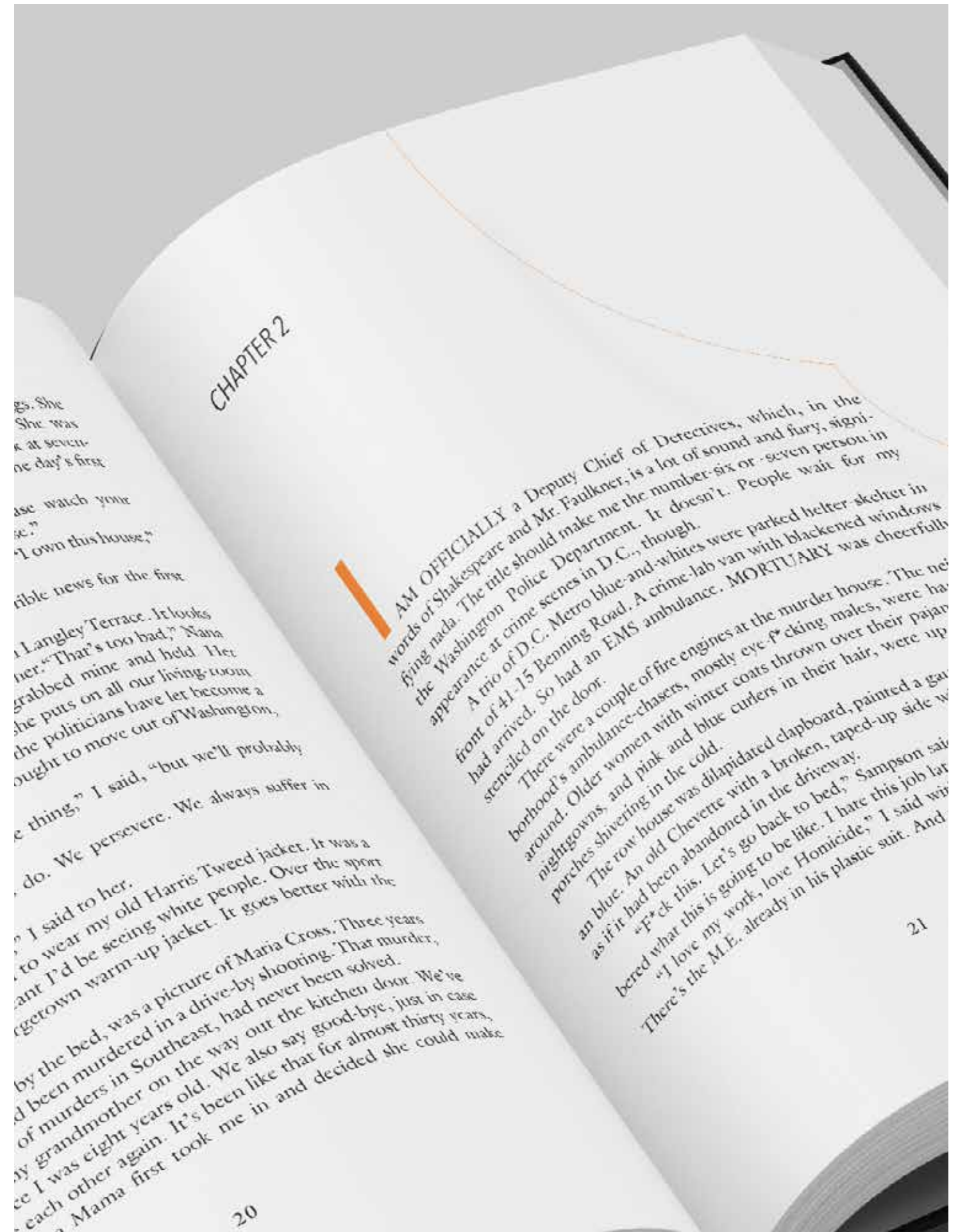


Along Came A Spider Book Design

Spring 2017

A book was chosen out of random to create a cover, back, spine, and the inside layout. Along Came A Spider was chosen for the book. A rock texture was chosen to be featured on the cover, back and spine along with a web like punctuation on each chapter title pages.

Typeface: Avenir Next Condensed, ITC Galliard





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Start Snowboarding on The Big Kid Slopes

With our training programs here at Never Not, your child will begin learning the skills they will need to progress on the mountain.

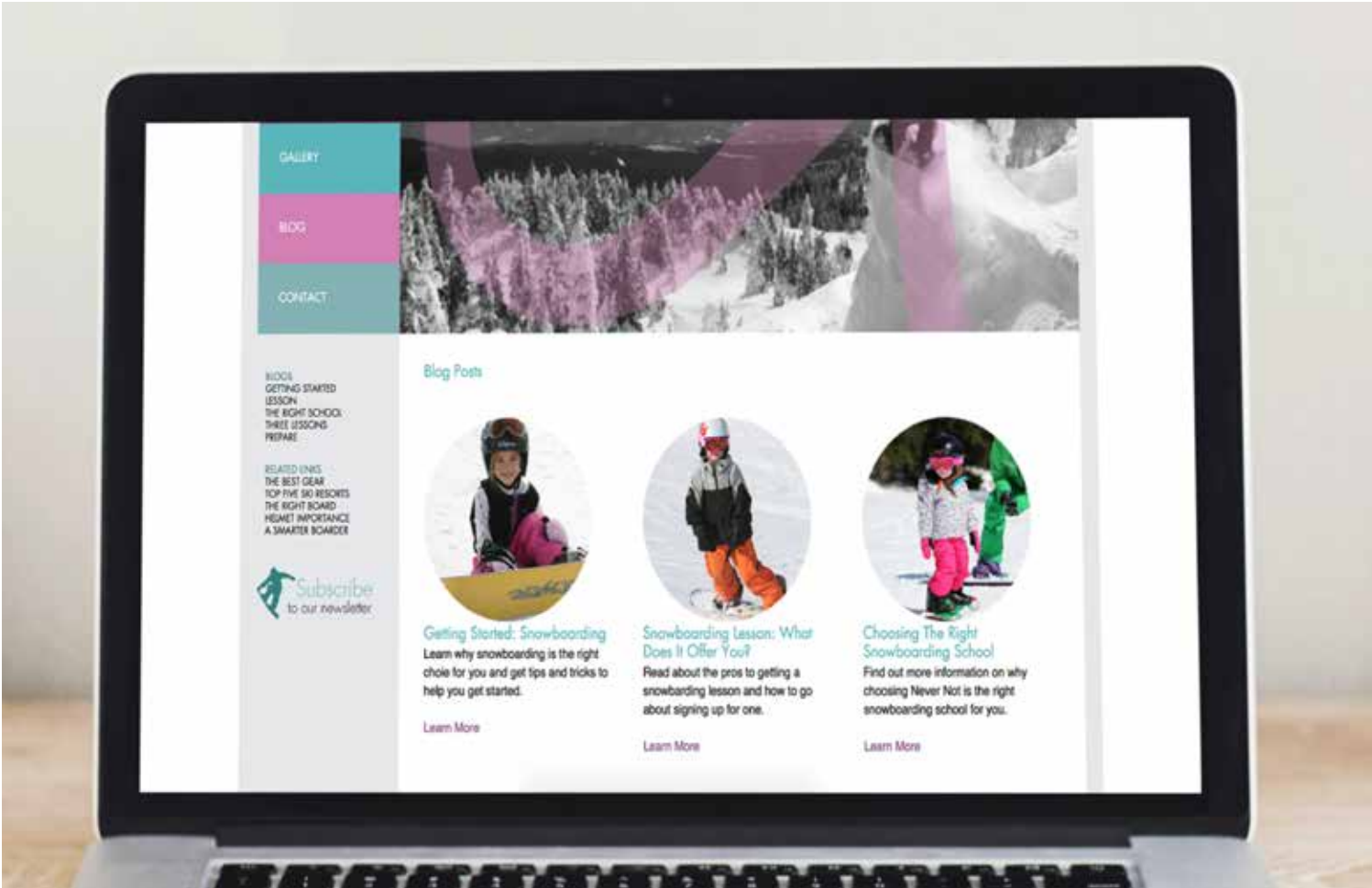
[Find out more information today!](#)

Responsive Snowboarding Website

Spring 2017

This User Interface class was required to make a responsive website. A theme was chosen which related to some type of sport that required a whole branding identity. A snowboarding lesson company was chosen called Never Not. The logo created implies two “N”s and they make a snowboard in the middle. The color palette consists of teals and purples. The visual punctuation throughout the website is the logo knocked down in opacity on top of the header photos.

Typeface: Futura





Billiards Themed Playing Cards

Fall 2017

Billiard themed playing cards was a project based off of creating a system that looked similar, but each card (face, number, and joker) are all unique in their own way. There was also a box to design to put the cards in that portrayed similar elements and design style as the cards themselves. Billiards is one of my favorite past times so I chose that as my theme. Each suite has a different color based off of colors on the balls. The wood texture represents a billiards table, or the cue. The double slash in each suite is based off of the BCA (Billiards Congress of America) logo.

Typeface: ITC Bookman



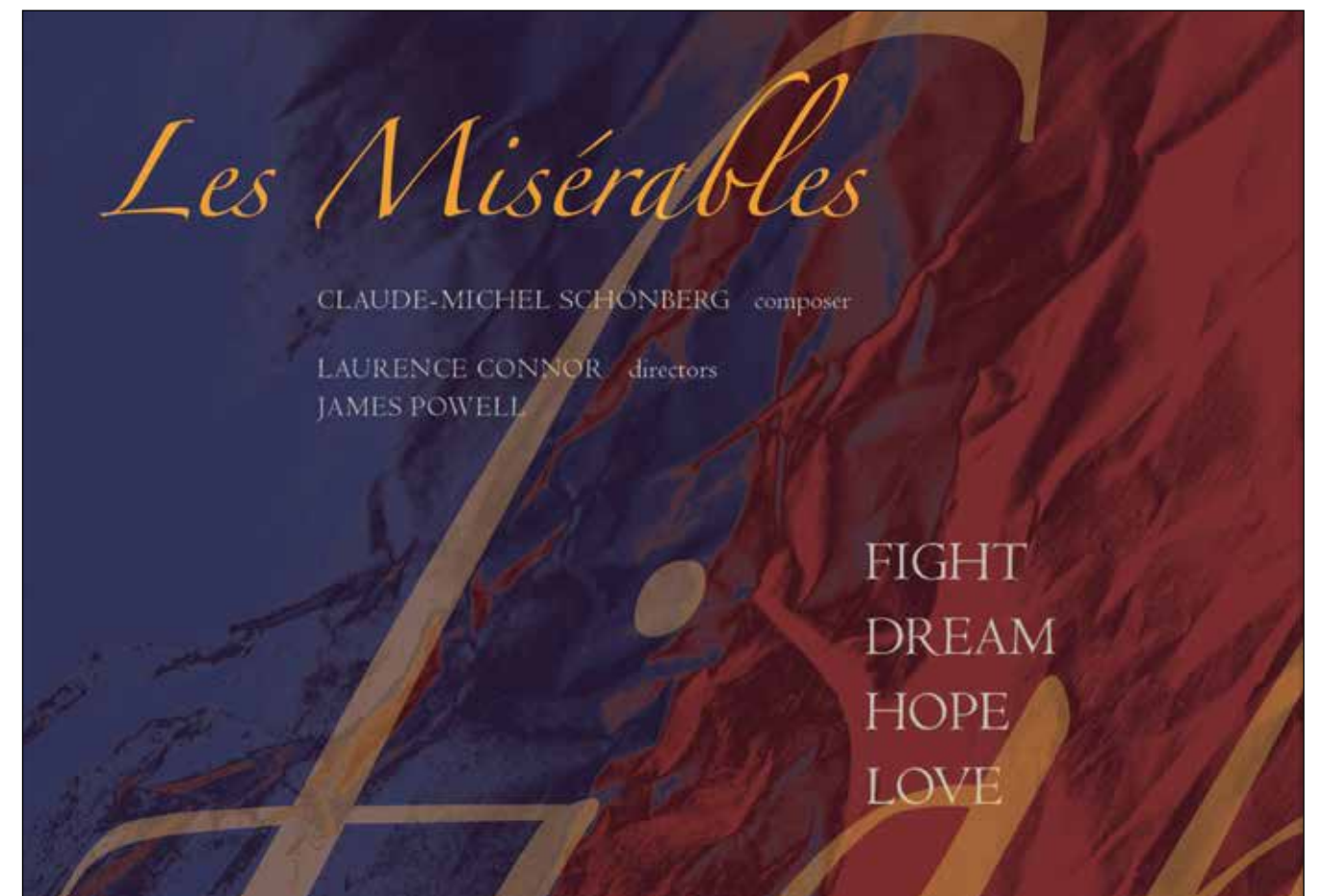
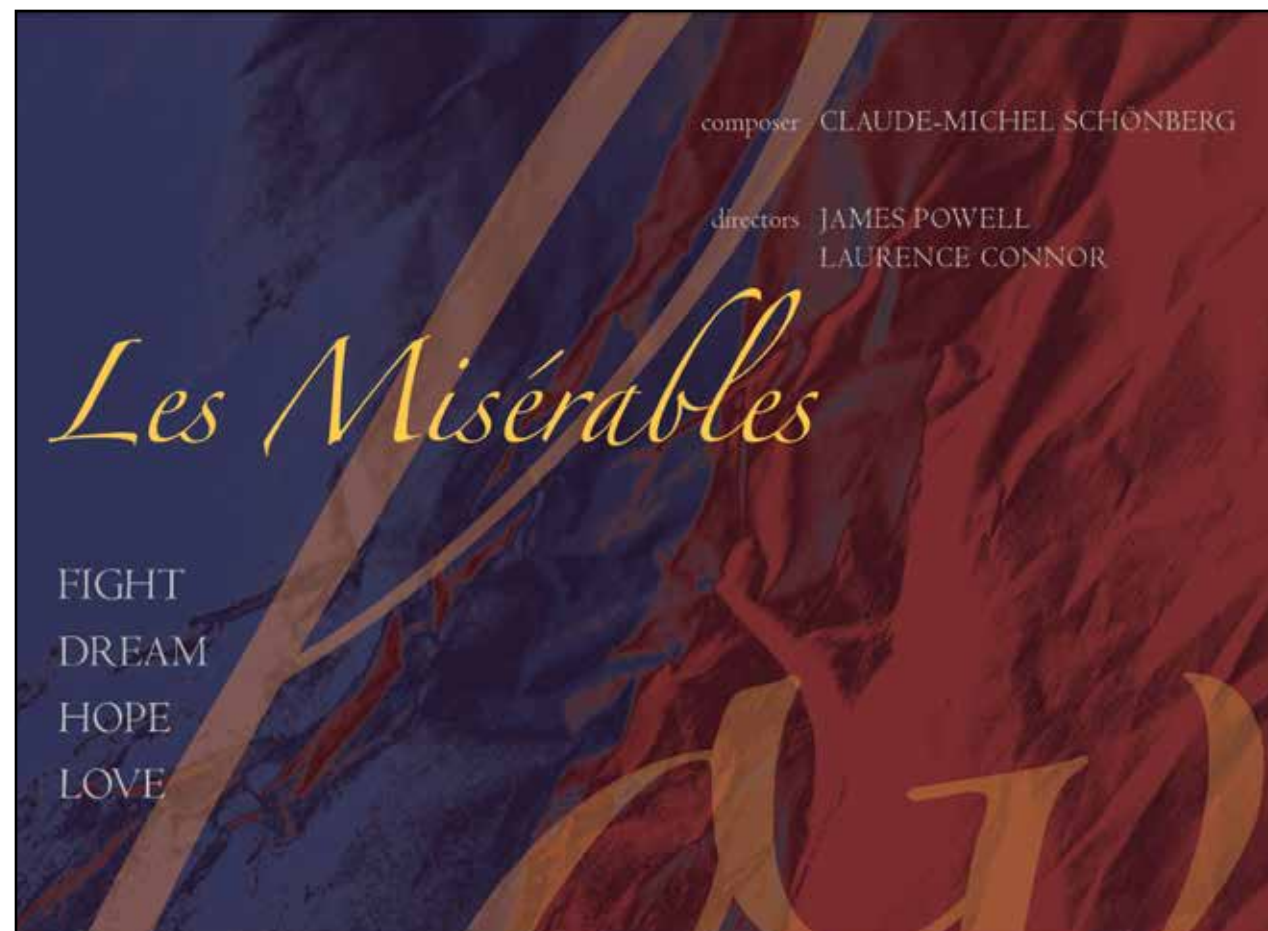


Les Misérables

composer
CLAUDE-MICHEL SCHÖNBERG

directors
LAURENCE CONNOR
JAMES POWELL

FIGHT
DREAM
HOPE
LOVE



Les Miserables Play Postcards

Fall 2017

Three different front side postcards were made from a play of choice creating a system using the name of the play, the author and composer and anything else that was necessary to have on the front. There was also one backside of the postcard made to show the information to which where the play will be held, the time and dates and ticket information. Les Miserables was the play chosen for this system. The background for each front postcard was based off of crumpled paper, taken into PhotoShop and colorized. I chose blue and red, due to the time period of the play itself, the French Revloution. They yellow symoblizes the candle burning, which is hope, another common theme in the play.

Typeface: Centuar MT, Zapfino



The image features a central logo consisting of the lowercase letters 'apt' in a white, italicized, sans-serif font. This text is set against a solid, mustard-yellow rectangular background. The entire composition is centered on a larger, textured surface that resembles a marbled paper or a painted wall. The texture is composed of various shades of blue, teal, and grey, with numerous small, dark blue and black speckles and larger, irregular blotches scattered throughout. The overall effect is one of a modern, artistic design.

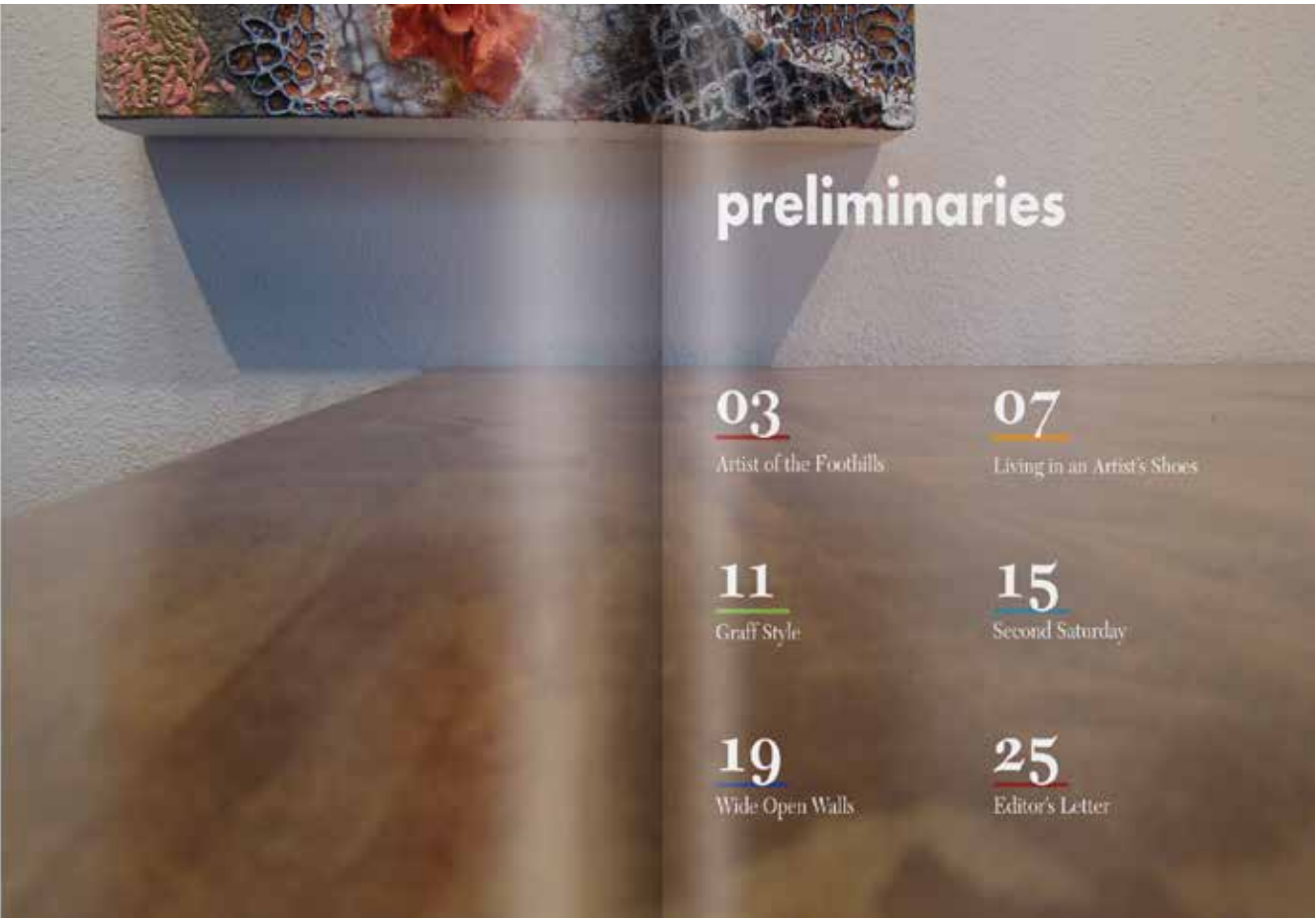
apt

Art Magazine: apt

Fall 2017

A group project where each member created an article and took photographs for their article spread. The magazine “apt” was an art magazine featuring local artists who were not well-known or you could say “underground” artists. Each group member created their own magazine that consisted of each member’s article and photos that the magazine creator chose. Below is the article for my own magazine that I designed. Each article consisted of a colored theme that related to that group member’s photos.

Typeface: Futura, New Caledonia



The poster for 'A Midsummer Night's Dream' features a dark grey background. At the top, the title is written in large, bold, yellow capital letters. Below the title, the dates '4.30.2018 - 6.11.2018' and the director's name 'Directed by Emma Rice' are in white. At the bottom, there are black silhouettes of a deer and a person, with a dense network of black, swirling vine-like patterns framing the top and right sides.

A MIDSUMMER NIGHT'S DREAM

4.30.2018 – 6.11.2018

Directed by Emma Rice

B Street Theatre, Sacramento | www.bstreettheatre.org

The poster for 'Romeo & Juliet' has a dark grey background. On the left, there is a large black silhouette of a person holding a bow and arrow. On the right, there is a large, dark, splattered ink-like graphic. The title 'ROMEO & JULIET' is written in bold, red capital letters, with the ampersand integrated into the design. Below the title, the dates '1.5.2018 - 3.10.2018' and the director's name 'Directed by Desiree Sanchez' are in white. At the bottom, there is a horizontal band with a repeating geometric pattern of dark grey and light grey triangles.

~~&~~ ROMEO JULIET

1.5.2018 – 3.10.2018

Directed by Desiree Sanchez

B Street Theatre, Sacramento | www.bstreettheatre.org

William Shakespeare Play Posters

Spring 2018

A system of William Shakespeare play posters. The four plays that were chosen were, A Midsummer's Night Dream, Romeo and Juliet, The Tempest, and Hamlet. Each poster consists a black or grey vector with a grey background. The only pop of color is the purity of each play title, which also ties the posters together. The vector in each poster connects to each play in its own way.

Typeface: Futura, Optima





Enliven West Sacramento Ropes Course

Spring 2018

Enliven, a ropes course that is opening in West Sacramento. It's a fun, outgoing and a team-bonding experience to share with friends, family or co-workers. The logo resembles planks on a specific part of a ropes course and also has a second meaning of representing an "E" for Enliven.

Typeface: Ridgeline 201 Regular, Avenir Next Condensed Family





Uptown Pup Dog Boutique

Spring 2018

Uptown Pup is a high end doggie boutique catering to all your pup's needs. We offer top of the line-organic choices for food and treats, along with personal grooming and photography services. Packaging for toys, two treat boxes and a brush were created from one of our six patterns. The packaging includes one of our typefaces, Optima All Caps and an organic, authentic feel using brown paper.

Typeface: Georgia, Optima

