VISUAL COMMUNICATIONS + **BRAND CREATOR | DIGITAL + PRINT DESIGN EXPERT | PROJECT MANAGEMENT EXPERT** 







# Hi, I am Tonya,

As a Creative Director with international visual communications education, I'm a versatile designer and director collaborating with both corporate and non-profit sectors. With over a decade in design and creative leadership, I've guided teams in print and digital for various industries like beauty, entertainment, healthcare, law, and more. My core belief is in purposeful design achieved through thoughtful research, helping clients tell their stories visually.

MY ROLES PRODUCING THE WORKS IN THIS ONLINE PORTFOLIO Creative Director/ Branding Development/ Senior Graphic Designer/Print Broker

# **Creative Director**

Supervisor in graphic design firm. Responsible for managerial tasks such as mentoring junior designers, scheduling, budgeting, brokering and overall client management.

# Branding Development

Development included aligning brand with business objectives, communicating brand to target market and updating or strengthening brand as necessary.

# Senior Graphic Designer

Responsible for managing all design from concept to delivery including creating original artwork and reviewing the drafts of junior graphic designers to ensure quality work.

# Print Broker

Experience negotiating a wide range of print and promotional items to provide consistently high-quality materials/items with quick turn times, while understanding a wide range of production equipment to produce jobs with greater efficiency. Expert handling on-site/digital press checks, last-chance proofing step for the main purpose of achieving color accuracy.



# ROLES

Creative Director Art Director Brand Development Senior Graphic Designer Print Broker



# CLIENT



# PROJECT

Beauty Box + PRODUCT INFORMATION CARD

# DESCRIPTION

Cititrends has a young audience. The concept for this curated beauty box incorporated bright colors and a floral treatment that coordinated well with the CitiTrends brand. The box was sold in CitiTrends stores across the US.

# TASK

9x6.5x2.75 Package Design 5x7 Product Information Card

# ROLE

Art Direction Senior Graphic Designer





# COCOTIQUE CITITRENDS BEAUTY BOX

MANY

# SPRING SELF-CARE ESSENTIALS

I'm so excited to introduce you to our first collaboration with Cititrends! Spring is all collaboration with Cititrends! Spring is all about renewal, so I've curated a collection of self-care essentials to help you refresh your beauty regimen. You'll find something new to add to your makeup, nail, hair and skin beauty arsenal. We've got all the bases covered! I hope you love all the products and are create beautiful, new spring looks! Rem to always schedule in your self-care pampering time. If you don't take can yourself, you can take care of othe

Jana

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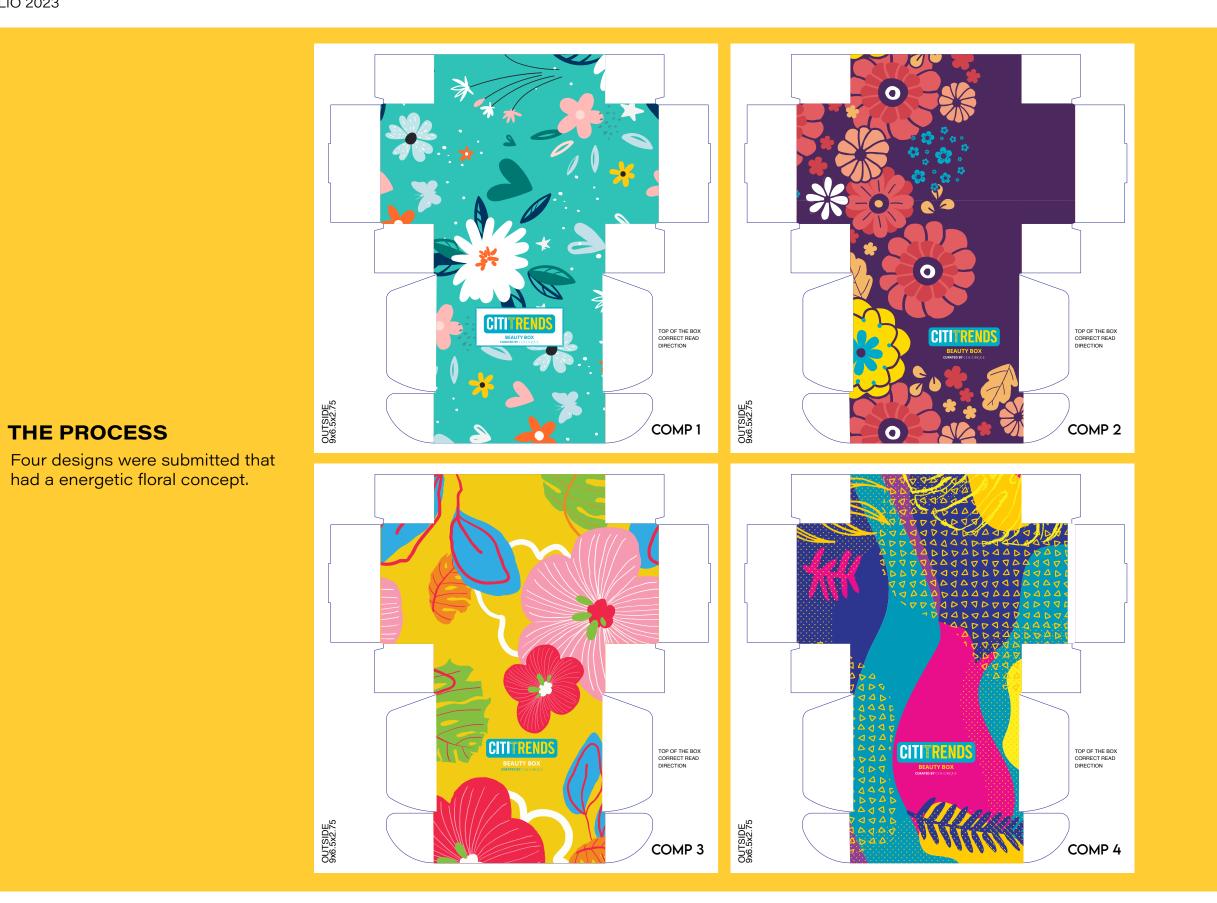
Dana Hill Robinson Founder & CEO @essentially.dana @cocotique



# DESIGNED...WITH A PURPOSE













# **5X7 PRODUCT INFORMATION CARD**

The product information card design incorporated design elements from the package design. The card was packaged inside the box along with beauty products.



Enjoy this heavenly high pigment high shine lip gloss any day of the week! Get a full coverage look with this creamy and comfortable formula without the dryness of a traditional liquid lipstick. It's the perfect way to finish any makeup look! FULL SIZE: \$3.99 / .09 FL OZ

Create your favorite eye look with our compact 9c eyeshadow palette. Features nine highly pigmented and blendable shades in both matte and shimmer. Perfect for creating both day and night looks! FULL SIZE: \$4.99 / .38 OZ

FULL SIZE: \$9.99 / .30 FL OZ

**RESHMA BEAUTY** Kale Face Wasl

Infused with extracts of powerful plant essences, this Kale Face Wash is designed to nourish skin with a hearty dose of antioxidants that help to rejuvenate complexion and balance tone while also diminishing dryness and dullness FULL SIZE: \$6.99 /5.07 FL OZ

WAKATI Water Act

This conditioner is activated by water, traveling natural hair's kinks, coils and curls, depositing moisture along the way. The patented finger-combable formula provides slip that unlocks tight knots and smooths rough cuticles to seal in hydration. FULL SIZE: \$18.99 /16.9 FL OZ

Please visit our online shop at cocotique.c shop to find out more product details and to purchase full size products. this card are to inform you of what the full size prices are, if you would like to purchase



# COCOTIQUE **CITI RENDS BEAUTY BOX**

# SPRING SELF-CARE ESSENTIALS

I'm so excited to introduce you to our first collaboration with Cititrends! Spring is all about renewal, so I've curated a collection of self-care essentials to help you refresh your beauty regimen. You'll find something new to add to your makeup, nail, hair and skin beauty arsenal. We've got all the bases covered! I hope you love all the products and are able to create beautiful, new spring looks! Remember to always schedule in your self-care and pampering time. If you don't take care of yourself, you can take care of others!

Jana

Dana Hill Robinson Founder & CEO @essentially.dana @cocotique

COCOTIQUE is a deluxe beauty subscription box curated especially for women of color. We help you discover the best in beauty, self-care, wellness and lifestyle products. We're all about reminding you to #LoveYourself, #EmbraceYourMagic, and to prioritize your self-care. Don't forget to share your love and let us know how you like your products! 

This high quality toxic free nail polish uses 85% plant based ingredients. It's quick drying and chip

USE OUR EXCLUSIVE DISCOUNT CODE CITITRENDS20 FOR 20% OFF ANY SUBSCRIPTION PLAN OR PAST BOX E.COM—EXPIRES JUNE 30, 2022 AT C

# CLIENT COCOTIQUE

PROJECT Digital Banner Ads

# DESCRIPTION

COCOTIQUE is a one-stop platform to discover, try, and buy the best beauty, selfcare, wellness, and lifestyle products.

# TASK

Banner ads on Cocotique.com to promote products in monthly beauty boxes. 1500 x 500 pixels banner ad 800 x 800 pixels banner ad

# ROLE

Senior Graphic Designer

# SPREAD LOVE, KINDNESS, AND COMPASSION

GET YOURS NOW



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AND INFE

# DESIGNED...WITH A PURPOSE



# APRIL URBAN HYDRATION TAKEOVER BOX NFIDENCE IS BEAUTIFUL



February Urban Hydration Takeover Box

To celebrate Black History Month, we collaborated with Urban Hydrallon, a Black-awned har, skin, and body care brand founded by Psyche & Voetoba Tany. Their and is to create noticed invalued medical and addition and the second seco Rock-owned how train, and addy care around rounded by revolution to the second of the second much and are gentle enough for the entire family! All of their products feature d are gente enough for the entre family! As or their products tealwise activy, plant-based ingredients to pamper you from head to toe. We active our special skincare curation this month that will pamper and sent your skin with an abundance of poordness.





# SPREAD LOVE, KINDNESS, AND COMPASSION

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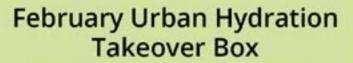
GET YOURS NOW

APRIL URBAN HYDRATION TAKEOVER BOX

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To celebrate Black History Month, we collaborated with Urban Hydration, a Black-owned hair, skin, and body care brand founded by Psyche & Vontoba Terry. Their goal is to create naturally inspired products that achieve beautiful results and are gentle enough for the entire family! All of their products feature clean, healthy, plantbased ingredients to pamper you from head to toe. We hope you enjoy our special skincare curation this month that will pamper and treat your skin with an abundance of goodness.



# MAY BOX SPREAD LOVE, KINDNESS, AND COMPASSION

This month is all about pampering yourself from head to toe to get you summer ready! We've got you covered with this jam-packed mega box filled with beauty treats for your hair, face and body. No matter what you do to beautify yourself on the surface, true beauty comes from within and having a kind heart. It emanates from your soul and lifts the spirits of everyone you encounter. We hope you go cut into the world each and every day spreading love, kindness, & compassion!

\* EACH BOX INCLUDES ALL OF THE PRODUCTS LISTED ABOVE 4 S SURPLINE SUBCEMBERAVE PRODUCTS. THIS MAKE SHOWS DRE VERSION OF THE ROX.

GET YOURS NOW

# APRIL URBAN HYDRATION TAKEOVER BOX CONFIDENCE IS BEAUTIFUL

We're super excited to partner again with Urban Hydration and to Introduce you to their Honey and Jamaican Black Castor Oil collections. Hove that these products work for all hair types from natural, relaxed, to locs. We've got you covered no matter how your rock your hair. This month I want you to remember that no matter what's going on in your life to "Breathe in Confidence and Exhale Fear." When you're at a place of peace in your life is when you're most beautiful!

GET YOURS NOW

Banner ads on Cocotique.com to promote products in monthly beauty boxes.











**PROJECT** In-Store Product Signage

# DESCRIPTION

Skintones, a cosmetic company specializing in make up for women of color. Products were sold in Walgreens Stores 2001-2005.

# TASK

16 x 20 Walgreens In-Store Retail Point of Purchase Signage 11 x 5.5 Walgreens In-Store Retail Point of Purchase Signage

# ROLE

Art Director Senior Graphic Designer



# DESIGNED...WITH A PURPOSE









PROJECT Logo redesign with Graphic Standards + Design Guidelines

# DESCRIPTION

Redesign of associations logo in preparation for a complete redesign. The original logo did not allow for printing other than in CMYK. Produced a graphic standards and design style guide for all departments.

# TASK

Digital graphic standards and design guideline. Develop guide to promote a cohesive look and feel for all departments.

# ROLE

Art Direction Senior Graphic Designer





BEFORE

AFTER



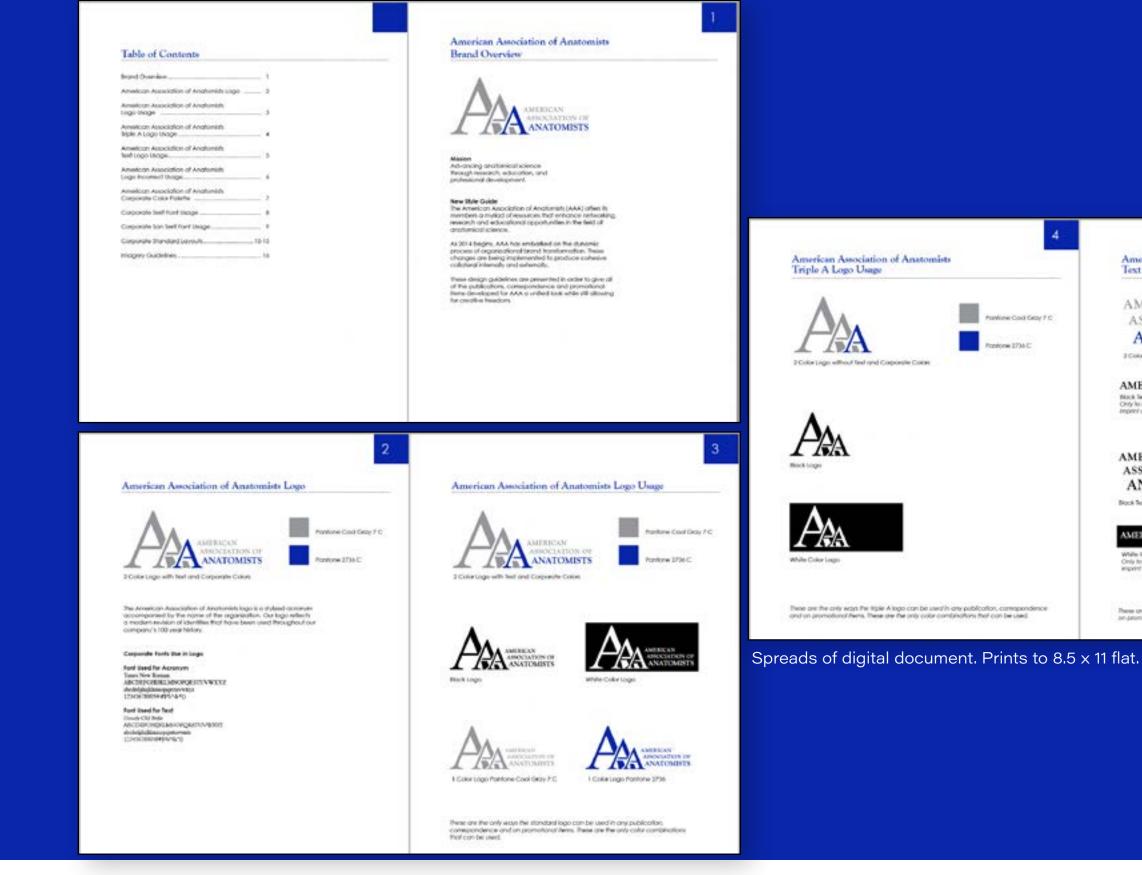


# Graphic Standards & Design Guidelines

Advancing anatomical science through research, education, and professional development.

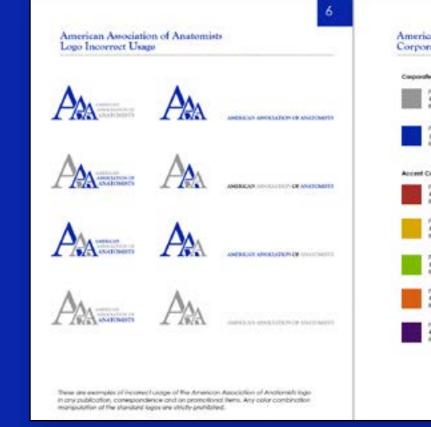


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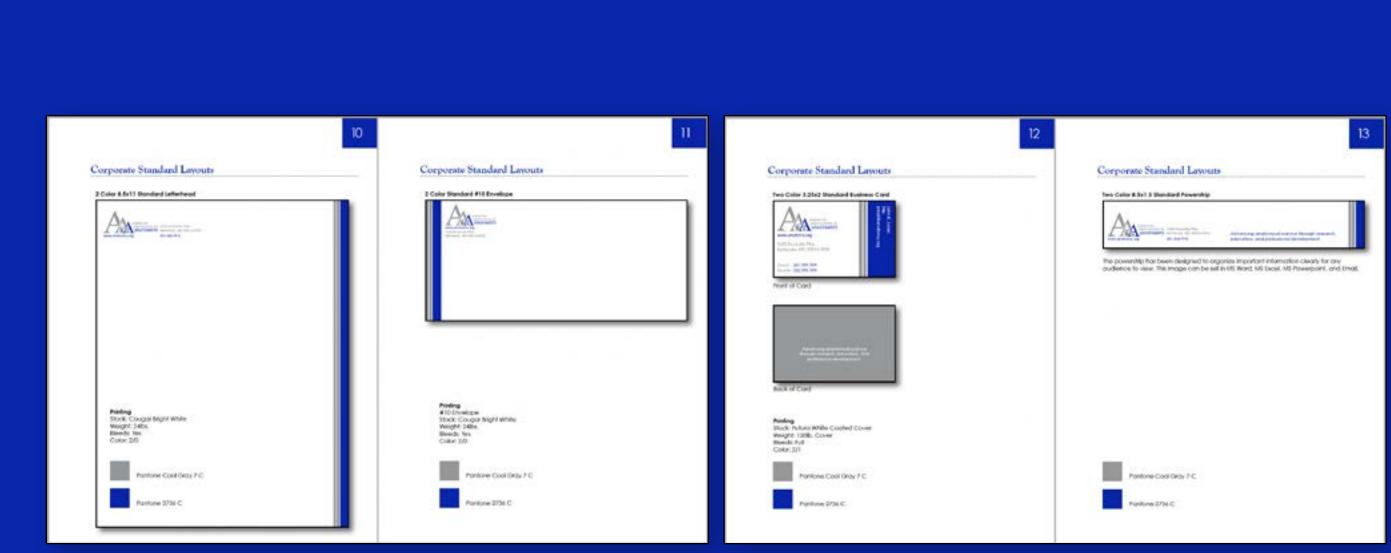
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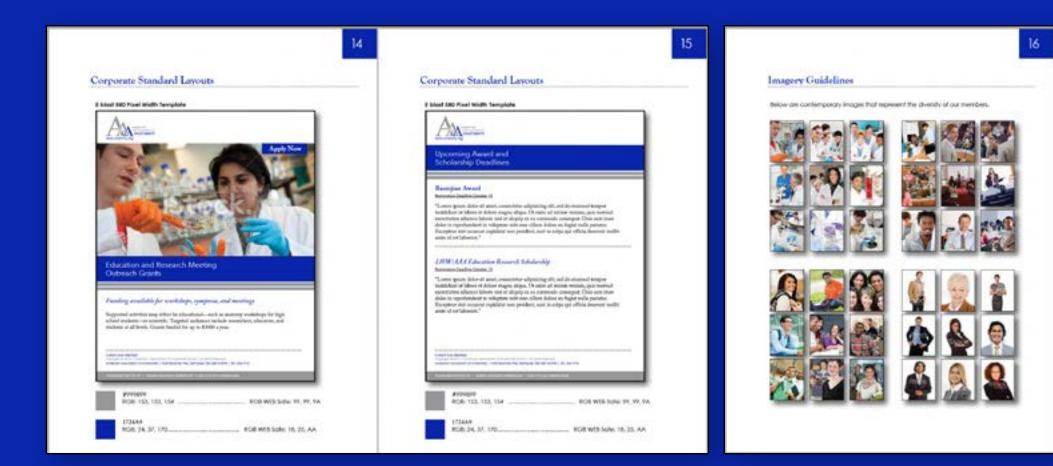
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# Ginuwine

American R&B singer, songwriter, dancer, + actor

**PROJECT** Recording Artist Media kit

# DESCRIPTION

R-n-B recording artist, songwriter, dancer and actor Ginuwine needed a media kit to promote his 8th studio project.

# TASK

6x9, 8-Panel, Double Gate fold marketing media kit 4/4 Color Printing + Fulfillment

# ROLE

Creative Director Art Direction Senior Graphic Designer



DESIGNED...WITH A PURPOSE





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The layout accommodates 2 CD placements and can be used as a self-mailer. The design works in print as well as an 8-page pdf.



Size: 6x9, 8-panel Gate fold Paper: 100 lb Gloss w/Aqueous Coating Color: 4/4 (Color Both Sides)

The design features grown and sexy images of Ginuwine.

# Ginuwine the articl

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Each fold works as a cohesive spread.

# Ginuwine

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# CLIENT



# PROJECT

Book Cover + Inside Matter

# DESCRIPTION

The H.O.P.E. Series is back! This time with a compilation of intriguing, heartfelt, inspiring stories that capture the true essence of college life. The stories address some of the challenges a college student may encounter but highlights the ability to overcome and the audacity to succeed.

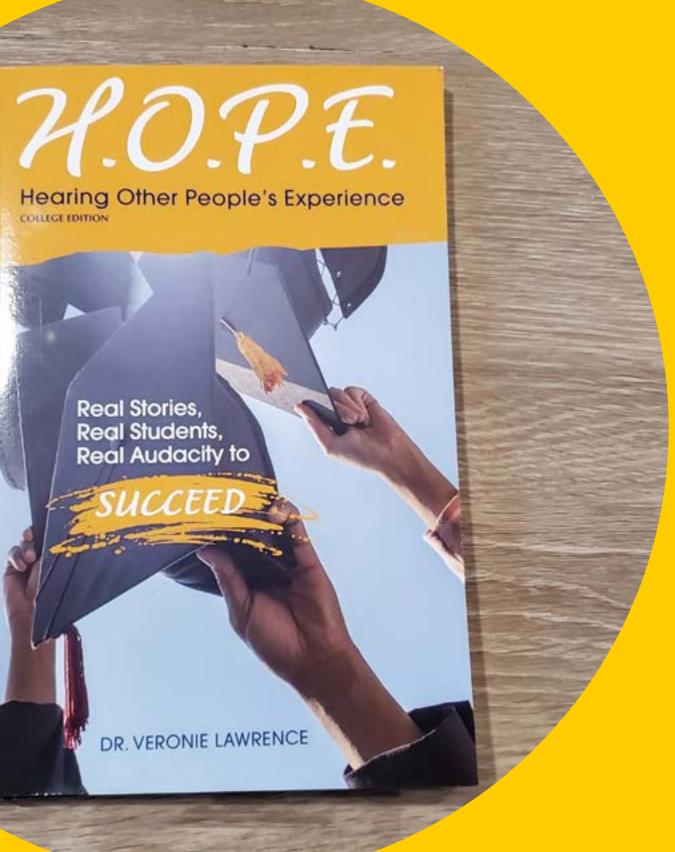
# TASK

# 6 x 9 Publication

Design and layout of paperback and E-ublication to be used in an educational environment and to be sold in print and digitally.

# ROLE

Art Direction Senior Graphic Designer



# DESIGNED...WITH A PURPOS



# Hearing Other People's Experience Real Stories, Real Students, Real Audacity to SUCCEED

The H.O.P.E. Series is back! This time with a compilation of intriguing, heartfelt, inspiring stories that capture the true essence of college life. These stories present a raw, warm, and welcoming inside view necessary for every potential or current college student. The stories address some of the challenges a college student may encounter but highlights

### Endorsements

"After reading this volume and lived experiences depicted, I was in awe of the authenticity...To all readers, once you pick up this important work, your life will change for the better. H.O.P.E. College Edition is a nust read!

-Adreil A. Hilton, Ph.D. Vice-Chancellor for Student Affairs & Enrollment Management Southern University at New Orleans

"Imagine if the wisdom of mentorship also came with a detailed blueprint, H.O.P.E not only documents the journey to success of recent college graduates, it also demysifies life's hard times by helping students understand that there are never any losses in understand that there are never any losses in life, only lessons ... " -David C. Banks, CEO/President of The Eagle Academy Foundation. Author of SOAR; How Boys Learn, Succeed and Develop Character

"HOPE is filled with rich experiences and tangible takeaways that would benefit any student who aspires to attend post-secondary students regardless of their station in life..."

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H.O.P.E.

Hearing Other People's Experience



About the Author nie Lawrence, affectio

Veronie Lawrence, anectionaery cance "Dr. Vee", is an award-winning author and educator. A storyteller herself, H.O.P.E. College Edition is the second installment in the H.O.P.E strices, track life lessons transform ones thinking, and provide lessons, transform ones thinking, and provide tangible results amid life challenges. Dr. Vec empowers all those she connects with to "Intentionally take Action to Manifest results." Dr. Vec's origin is British/Jannaican, she currently resides in New York City.

Visit her at www.oneseedsolutions.com	m.
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The design of the cover
utilized stock photography
to illustrate a diverse
graduate. Graduation caps
was the overall theme.
Each chapter header
features stock line drawing
illustration that coincides
with the chapter focus.

# TABLE OF

# CONTENTS Prefoce Section 1 The Academic Roller Coaster ICs Not Blow You Start; ICs How You Finish? Death Guant Mir Out: No Means New Opportunity? Do Dielong Here? Knowled Dress, Int Not Knowled Out

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"Through my personal and protonianal experiences, I have fiscard that self-efficacy is an erroratial carticle in achieving the codinge relacation dream and relevant at takentic warrow skills. Skills that have not building blocks for intackenic senarity and levels the ploying field. Skills that more be triallowed in and one of the elipseyous and offse a workstage dreinigh challenging sizes. This installment in the HOEL scries is more durn a collection of protes, it is a unique complementary measure the should be included in the analysis' access well's for one student community or continuing their college journey. This sourcesul collection of susties highlights madrate college experiments on their journey to college graduation lines the early 2000s to the present. The number and academic success skills presented as an appendix provide a holistic framework that adds to higher education culture.

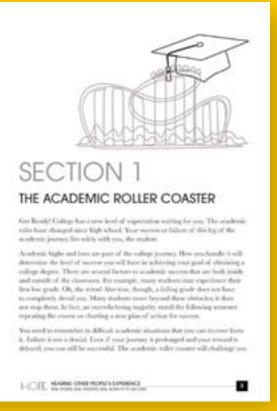
Although toy time as a few-year colloge student was some time ago, the skills I ned have supported its educational journey descriptions are post-secondary studies. If I can survive my college experience, from having to in out a sensence, care list an II parent, transfer to another school must the end of ony poursey, and host college cordity, there as can you. This back alout to implet you and to plant a SI2D: hopport, Education, Empowerment, and Development.

This book is far you, the audren, to understand that negative experiences do not define you. You, through your experiences, both negative and position, are setting, your unique journey. Drope the pages in this book constraint you to may the course if you encoutery a detout. Know that denours are not menet to detail you but in indirect your path. Let three experiences allow you to become laser-liscosed tas arbitrary your goal. You, stadents, give as hope for a better memories. Our responsibility is so provide you with the tools you need to be the here services of sourcebox for nanocross. This book can be a guide for you to achieve success

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# H.O.P.E.

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ABOUT THE AUTHOR Lorem ipsum dolor sit ame etur adipiscing elit, se

**Real Stories**, **Real Students**, **Real Audacity to** SUCCEED

Hearing Other People's Experience

DR. VERONIE LAWRENCE

# h.o.o.e.

### Hearing Other People's Experience Real Stories, Real Students, Real Audacity to SUCCEED

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# **ABOUT THE AUTHOR**



# **THE PROCESS**

Five design comps were developed utilizing stock photos and line art illustration that signified "Hope" and "graduation."

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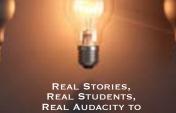
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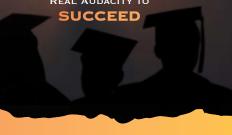
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HEARING OTHER PEOPLE'S EXPERIENCE



**DR. VERONIE LAWRENCE** 

**H.O.P.E.** Hearing Other People's Experience Real Stories, Real Students, Real Audacity to Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ncididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud svercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure lolor in reprehenderit in voluptate veit esse cillum dolore et fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

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# DESIGNED...WITH A PURPOSE





# **THE FINAL DESIGN**

5.5 x 8.5 Soft-back book

# Hearing Other People's Experience Real Stories, Real Students, Real Audacity to SUCCEED

time with a compilation of intriguing, to succeed. Standing on the motto the heartfelt, inspiring stories that capture the **tassel is worth the hassle**. true essence of college life. These stories present a raw, warm, and welcoming inside view necessary for every potential or current college student. The stories address some of the challenges a college student may encounter but highlights

The H.O.P.E. Series is back! This the ability to overcome and the audacity

See what awaits....

Stories about the Academic Rollercoaster, the Financial Mase, and knowing It's Not Too Late just to name a few.



# About the Author

Veronie Lawrence, affectionately called "Dr. Vee", is an award-winning author and educator. A storvteller herself, H.O.P.E. College Edition is the second installment in the H.O.P.E series. These stories, teach life lessons, transform ones thinking, and provide tangible results amid life challenges. Dr. Vee empowers all those she connects with to "Intentionally take Action to Manifest results." Dr. Vee's origin is British/ Jamaican, she currently resides in New York City.

Visit her at www.oneseedsolutions.com.

# **Endorsements**

"After reading this volume and lived experiences depicted, I was in awe of the authenticity...To all readers, once you pick up this important work, your life will change for the better. H.O.P.E. College Edition is a must read!"

-Adreil A. Hilton, Ph.D. Vice-Chancellor for Student Affairs & Enrollment Management Southern University at New Orleans

"Imagine if the wisdom of mentorship also came with a detailed blueprint. H.O.P.E not only documents the journey to success of recent college graduates, it also demystifies life's hard times by helping students understand that there are never any losses in life, only lessons..."

-David C. Banks, CEO/President of The Eagle Academy Foundation. Author of SOAR; How Boys Learn, Succeed and Develop Character

"HOPE is filled with rich experiences and tangible takeaways that would benefit any student who aspires to attend post-secondary students regardless of their station in life ... "

-Dorothy A. Escribano, Ph.D. Interim President/ Provost Emeritus, The College of New Rochelle, New York



**COLLEGE EDITION** 

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Audacity to

DR. VERONIE LAWRENCE

Real Stories, Real Students, Real Audacity to

**DR. VERONIE LAWRENCE** 



# H.O.P.t. Hearing Other People's Experience

**Hearing Other People's Experience** COLLECT EDITION

**Real Stories**, Real Students, **Real Audacity to** 

DR. VERONIE LAWRENCE

Hearing Other People's Experience (H.S.F.E.) College Editory, Real Stories, Real Students, Real Autority to Succeed



# SECTION 1 THE ACADEMIC ROLLER COASTER

All in the Family

Table of Contents

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Quick Tip: Http: to break down your

Academic Success Skills

anding Stationples

Get Ready! Gollege has a new level of espectation waiting for you. The academic rules have classiged since high school. Your success or failure of this log of the academic journey lies solely with yea, the studeni

Academic highs and lows are part of the college journey. How you handle it will determine the level of success you will have in achieving your goal of obtaining a college degree. There are several factors to academic success that are both inside and outside of the som. For example, many madeuts may experience their first low grade. Oh, the stress! Also true, though, a failing grade does not have to completely detail you. Many students more beyond these obstacles; it does not stop them. In fact, an overwhelening majority enroll the following semester repeating the course or charting a new plan of action for morem.

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ACADEMIC SUCCESS

SOURCES IN HIGHER

You need to remember in difficult academic situations that you can recover from it. Falture is not a denial. Even if your journey is prolonged and your reward is delayed, you can still be successful. The academic roller coaster will challenge you to elig dorper, explore untapped resources, develop good study habits, create a schedule, and he prepared to explore new areas of study.

AA Q #-

14 Q #+

Academic success requires you to adjust from being in a formal high school classroom setting with small class sizes and peen who have here your classmates for a while to college and activersity locture halls. Some have over 230 people enrolled in the than. Additionally, you may deal with the new awakening of not always being noticed as the heightest in the room. You instead blend in with the manes of other brilliant minch and have to adjust from being told what to do to be an active pairt of the learning dialog.

The academic challenges you may encounter thering your college. journey are varied and have arrious consequences. For example, losing college coeffits leads to kning time and ultimately losing cy! Whatever may come, just know that a shift in your thinking will be processary. The goal is to learn how to ride this new academic wave until you find your halance.

The Academic roller coaster section highlights stories where students have encountered some of the challenges I've mentioned here and others. But, more importantly, the mories highlight the ultimate mumph over these challenges that determined students like you can make.

Enjoyt

Hearing Other People's Experience (H.G.F.E.) College Soliton; Real Stories, Real Students, Real Audacity to Success

rearing Other People's Experience (H.O.P.E.) College Edition, Real Stories, Real Statistic, Real Autority to Success 4A Q .... \$ SECTION FINANCIAL MAZE The stories in this section show how to ranigate the financial mass of the college experience. In a time when the cost of education has risen 10-fold, Brancial issues can be a central part of the problems related to attending college. The phenom social modia manna-like song, "Where the Money Result," is more than a catchy song lyric. It is at the core of what families, students, and colleges ask as madents move through their academic journey. The lack of finances or meany management is the primary reason why college students' journeys are unformanely disrupted, delayed, or sometimes desired. However, this does not have to be the outcome.

Mb. For instance, when you get ready to ride a roller coaster, you know what you are getting into and you do what is required for a mercential ride: Follow all rules, ask questions if you don't understand or suspect something may be wrong, and ensure that your safety resteates are on and secure. This perparation is also apropos for the academic journey. So, here are a few tips to help you out your academic ride. Be prepared each semester and seek support from professors, advisors Also, know that midterms and final man times can be rocky. You may extram or want to pull your hair out, or marke you for like your world is going to fall out from underneath you similar to a indevenances. However, if you stay the course, the end results in arademic achievement and the lasting friendships make the academic soller many worthwhile, so hold on and smile!

... . . .

### ACADEMIC SUCCESS SKILLS

Academic Always keep your GPA above a 2.0 on a 6.0 scale and 1.5 on a 3.0 scale. Failure to comply will have an adverse impact on your linancial and a

College Catalog This outlines pertinent information about admission, academic requirements, course descriptions, carriendors suffices, how to remain in good standing, and so much more.

This form of writing is different from everyday writing. It involves research, evaluating, referencing, and analyzing, etc. Drop Date

This date is key It indicates when a student can deep a course without any academic penalty. Develop a relationship with your Professors and Academic Advisors.

# Essay Exam

Academic Willing

Linety excession: A true with sees or more comprehensive sparsions that ropairs a detailed and comprehensive understanding of the owner material, far heyond basic knowledge of facts. These exame challenge your knowledge and nequire you to put your instruct in your own words. Easily writing will comprise a hurge anseast of your college ble.

# Management

Time Management-there are 168 hours in a week. A developed process of creating a balance between academics and social rsponsibilities. How you utilize them will determine your academic NACOTA

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### SECTION 7 BUILDING BLOCKS OF ACADEMIC SUCCESS SKILLS: WIDELY USED RESOURCES IN HIGHER **EDUCATION**

An EPUB was Produced for digital publication. The EPUB featured a different cover design.

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44 G #-

Enancial literacy can go a long way to ensuring you complete the college degree. This includes knowing often to apply for Pro-Application for Federal Student Aid EAPSA, finding scholarships, and understanding a FREE credit card is not FREE.

Hearing Other People's Experience (H.O.F.E.) College Edition: Neal Starles, Real Shukerts, Real Automity to Succeed

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### ACADEMIC SUCCESS SKILLS

### Academic

Abezyn keep your GPA above a 2.0 on a 4.0 scale and 1.5 on a 3.0 scale. Failure to comply will have an adverse impact on your financial

# College Catalog

This outlines persisent information about admission, academic requirements, course descriptions, corriculum outlines, how to remain in good standing, and so stuch more

### Academic Writing

This form of writing is different from everyday writing It involves meanth, evaluating, referencing, and analysing, etc.

# Drop Date

This date is key It indicates when a madent cars drop a course without any academic penalty; Develop a relationship with your Professors and Academic Advisors.

## Essay Exam

A test with one or more comprehensive questions that require a detailed and comprehensive understanding of the course insterial far beyond basic knowledge of facts. These exams challenge year knowledge and require visa to put your answer in your own words. Easy writing will comprise a large amount of your college life.

# Management

Time Management-there are 168 hours in a work. A developed process of creating a balance between academics and social responsibilities. How you utilize them will determine your academic

# CLIENT

Just Right GAZI

**PROJECT** Magazine Layout + Design

# DESCRIPTION

Just Right Magazine is the magazine for today's plus size, curvy woman and the people who love them.

# TASK

8 x 10 Digital Layout 16-pages

# ROLE

Art Direction Senior Graphic Designer



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# HOW TO KEEP Skin Soft and Healthy IN WINTER?

The winter months are the toughest months for skin as it brings so many challenges to your skin-care regime. The cold weather and lowest humidity level results into extreme dry air which makes our skin lose its natural moisture. The lesser intake of water is another major cause of our skin loosing moisture and natural elasticity. The indoor heating system and hot baths tend to skin loosing moisture and natural elasticity. The indoor heating system and hot baths tend to steal away the moisture from skin making it extremely day, cracked, and wrinkled. (Byoning the skin conditions can further cause irritation, chapping, redness, itching, eczema and allergy. The additional moisturizing helps but the detailed skin care is essential to counteract these effects and keep your skin moisturized, glowing and healthy in this season. Here are some of the most important tips to try for a proper skin care in winter.

### **USE LUKEWARM WATER**

We to bark and steaming how water feel superb in the chilling cold weather, but hot water can actually rip off the natural moisture of your skin making it extremely dry and chapped. It's better to use lukewarm water, especially for face and hands, to preserve the natural oil and moisture of the skin. SELECT HIGH QUALITY AND NATURAL MOISTURIZING PRODUCTS

The natural moisturizers are very important in restoring the natural suppleness of the skin. Mostly, The natural mosturizes are very important in resoluting the natural subpression to estim, mostly, people tend to buy over-the-counter moisturizers from the stores which contain many chemicals and petroleum. Such ingredients can further dry up and harm the texture of your skin. It's better to buy the moisturizers that have naturally nourishing and hydrating ingredients such as Lavender, chamomile, jojoba and coconut oils. The lavish use of essential oils can sooth the dry ittry skin and make it radiant

### STAY HYDRATED

Remember that your skin needs hydration from inside out. In winter days, we switch more to the confee, tea and other such drinks while water intake reduces a lot. Divide number of the such drinks while water intake reduces a lot. Divide number of the such drinks while water intake reduces a lot. Divide number of the such drinks while water intake reduces a lot. Divide number of the such drinks while water intake reduces a lot. Divide number of the such drinks and vegetable, high in water content, are also essential. Make sure that you eat enough vitamins especially vitamin C and Zinc to preserve the collagen and elasticity and keep your skin smooth and supple.

### APPLY MOISTURIZERS TO DAMP SKIN

Applying moisturizers to Damp Shin Applying moisturizing product right after a wash helps to preserve the dampness and lock in the moisture of the skin. This also helps in quick healing of chapped and cracked skin. Keep the essential oils or bottle of your favorite moisturizer in your bathroom and over all the sinks to apply it as soon you take a bath or wash your hands. The intense overnight moisturizers work wonders in winter season.

### PROTECT YOUR SKIN FROM COLD BREEZE

Proper protection of your skin is also essential to save your skin from losing the natural moisture. Wear gloves, scarves and socks regularly to save your body from chilling cold wind outside that can actually steal the supplenes of the skin. Using sunscreen is as important in winter as in summer because winter sun is also very damaging to skin.



### INSTALL & HUMIDIFIER IN

YOUR HOME The central heating system can dry out the air that can make your skin rough, chapped and wrinkled. devoid of moisture. The best 1 way to save yourself from the bad effects of it is to install a humidifier in your home This will put moisture back into the air and prevent your skin from drying out and many other health problems.

Fxfoliating the skin is essential in winter days

as in summer. The moisturizers can't reach your skin if the dead cells are not removed properly. You can use high quality exfoliating products such as body scrubs for this purpose and use moisturizers immediately afterwards to see a great difference.

These tips appear very simple to follow but can work wonders to improve you skin's health, beauty and glow in the dry and dreary winter days.

January 2019 3

# Inside spreads of Just Right Magazine.



# **Plus Size** FASHION TREODS Designers for Winter 2019 t doesn't matter what your body shape

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or body size is, you have the right to dress up nice and feel pretty for every event and season. You can show off those beautiful curvy bodies in plus size clothing too. Plus size clothing is easy to handle as it is quite comfortable and easy to style. If you want to know how to style your plus size clothing, then you are in the right place. You can style and glam up your outfits with Tou can style and giam up your outfits with these hot and happening plus size fashion trends and ideas that you can rock all winter. Not only that, but let us also introduce you to some amazing brands that sell trendy and super cool plus size clothing so you can rock winter 2019 in total style. Without further ado, let's cer incht into it ado, let's get right into it.

# by Pink Clove

This absolutely chic Snake Print Top by Pink Clove is something that you just can't miss and definitely need to have in your closet, you can pair it with a simple skirt or palazzo pants to create a gorgeously stylish outfit.

# Black Military Dress by 17 Sundays by 17 Sundays

justrightmagazine.com

Who doesn't need a "little black dress" in their closel? Whether it's about going to work, attending a ceremony, or hitting the club with your girls, this beautiful Military Dress by 17 Sundays will always be there to have your back.

Inside spreads of Just Right Magazine.













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**Raven Maxi Dress** by TruDiva Designs TruDiva Designs brings to you

an absolutely fabulous maxi dress called Raven which you can work with on multiple

occasions: the color blocking

design makes it totally up to the minute, and easy to pair with minimal accessories.



/intage Blue Flare Jean.

by Pop Up Plus There is no doubt that this

classy and simply beautiful Beautiful Babe Jumpsuit by Pop Up Plus will help you steal the spotlight at any party that you wear it to!



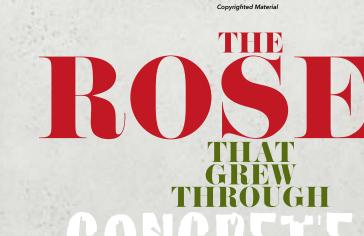
Side Stripe Trench Coat by Ashley Stewart

This Side Stripe Trench Coat by Ashley Stewart is basically a bright signboard displaying the words "Diva!". Doesn't

January 2019 justrightmagazine.com

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6 January 2019



by Latrice Wiggins

s a little girl, one of the most valuable lessons you can learn is to love opinions of others. That beauty extends beyond the outer appearance, and grows from the roots of trees within. That selfroots of trees within. I hat self-love outweighs anything you can receive from a partner or significant other. That you are uniquely and wonderfully made and there isn't anyone else that exists like you. I wish I had learned these self-officience to the is one outwork the affirming truths in my early youth.

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4 January 2019



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L grew up in Miami, Florida where the sun was always out and flip flops and shorts are always in season. The city of "beautiful people". Ironically, I never flet like I fit in with those beautiful people. I felt like I was the ugly duckling in a pond full of swans. I have always been a fuller figured young woman. From an early age, I can remember emphasis being placed on my weight. My first lesson in the realization that weight and beauty were somehow connected in the eyes of society came during my middle school years. Although I was always chubby, my family tried to keep me active in various activities. I had been cheerleading since I was in 3" grade, and upon entering middle school immediately tried out for the Color Guard TeamI I can remember tryouts being oddly uncomfortable (maybe because I was one of the only two young ladies on the team the two chubbul. Londoi. (maybe because I was one of the only two young ladies on the team that was chubby). I made it through, moved on to the second day of tryouts and eventually made the team. The first day of practice there were measurements that head to be taken for our uniform had to be taken for our uniform

beauty extends beyond the outer appearance, and grows from the roots of trees within.

reative Director/Stylist: Cherie Burns @hair2 Makeup Artist: Maliki C@malikimua

# Lead Article

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The process

the caterpillar endures is not an easy one, but the beauty that emerges from the transformation is a sight to behold. I am that Kurvy Butterfly, beautiful, confident and FREE.

> I can recall the director taking my measurements and making a big deal about my waist and bust size (I developed early, wearing at least a C cup bra by 6<sup>th</sup> grade). She then looked at me and said "You are such a beautiful BIG girl. If you lost a little weight you would be so much prettier". I left that encounter thinking that somehow, I wasn't deemed as pretty as the other girls because I was larger. That beauty was only attached to those that had a smaller waist size than I, therefore there was no way I would ever be I can recall the director taking my htere was no way I would ever be noticed as one of the "beautiful people". That was the beginning of a long road of self-loathing and ring myself to others that ould eventually spiral me into a dark place.

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That moment impacted me in unimaginable w that I didn't see until I became an adult. I can in this world. I often compare my journey to that of the butterfly. The process the caterpillar endures is ble ways remember doing things to try to prove or make myself feel like I was just as beautiful as the other girls in my school that were slimmer. At some point. I made the connection in my head that if I couldn't be as pretty as the other girls because I was "BIG", I would have to be sexier to get the attention I wanted. One day I decided to steal my

mother's high heel shoes and wear them to schoo with this particularly tight shirt that I found in the back of her closet. Unfortunately, that didn't bring about anything but negative attention. I quickly realized that wasn't the type of attention I wanted. I can recall feeling invisible. Feeling as if I would continue moving through life as someone that wasn't desired and unwanted due to my size. I spent most my high school years hiding behind an oversized Winnie the Pooh hoodie. It wasn't until I entered my late

20's that I made the deci work on loving myself. After a string of bad relationships, my best friends challenged me to look in the mirror and ask myself a very difficult question. "If you don't even love yourself, how can you ever expect anyone els to love you". I realized I was looking to other people to fill a

void in my life. I wanted to be "loved" so badly. I was willing to accept it in any form just to feel complete for the moment. After taking a much-needed look in the mirror I began the process of healing myself from the inside out. I sought out a therapist and began working to uncover some of the roots that held the most pain for me in my childhood. I had always wanted to get into Full-Figured print modeling, and in the mmer of 2017, I auditioned for the "Face of Torrid" competition. Although I wasn't chosen as a finalist, taking part in that experience gave me the confidence boost to continue going after my dreams. In January of 2018, I auditioned for the dreams. In January of 2018, I auditioned for the Ms. Full-Figured D.M.V. pageant, subsequently walking away with the titles of Rising Star and Ms. Full-Figured D.M.V. Plus Queen. Not only did I walk away from that pageant with titles and a crown, but I gained an immeasurable amount of confidence, strength, and joy that I wouldn't trade for anything

not an easy one, but the beauty that emerges from the transformation is a sight to behold. I am that Kurvy Butterfly, beautiful, confident and FREE. I've heard "falling in love with yourself is the first key to ultimate joy". We often spend so much time focusing on our flaws that we never acknowledge



which means you will never meet a person that is EXACTLY like you. Your flaws are the things that make you unique. The things that set you apart from the crowd. The things that make you VISIBLE even when you feel as if you aren't. Embrace them. Love them. Fall in love with them, I promise it is the best decision you can ever make. Last week I was asked the question, "If there was one thing you could tell your younger self, what would it be"? Although there are so many jewels I would drop on the younger Latrice, there is one piece of advice that stands out in my mind. Embrace the pain, it's meant to heal you later. Although I endured years of self-doubt and insecurities, it has ultimately made me the woman that I am today. From my place of pain and self-loathing, I found my voice. I found my wings and I took flight.

January 2019 9

**GET YOUR GROOVE BACK WITH** VAGINAL REJUVENATION

Vaginal rejuvenation is a term used to describe several procedures related to the vagina. It is often termed as female genital cosmetic, rejuvenation or plastic surgery. The vagina undergoes several physical changes with the aging process and after childbirth. The vagina stretches with time and loses the muscle tone. Women lose their selfesteem, feel embarrassed and have reduced sexual satisfaction and prefer undergoing vaginal rejuvenation. There are many procedures that are used for vaginal rejuvenation such as Vaginoplasty, Labiaplasty, Monsplasty, Labia Majoraplasty, and clitoral hood reduction

### LABIAPLASTY

n this procedure, length is reduced of the labia minora. It is one of the most common procedures. It relieves the symptoms that women experience from tugging and twisting of their labia during intercourse or ridina bikes. **CLITORAL HOOD REDUCTION** 

This procedure aids in reducing the excess folds of the clitoral hood. It improves the appearance of your female genitalia. LABIA MAJORAPLASTY

This procedure aids in the reduction of the outer, hair-bearing part i.e. labia majora in vaginal rejuvenation with the patient along with any risks or complications. The surgeon will discuss the usage of anesthesia with you size. This procedure is chosen by people who feel that they have large labia majora or feel discomfort while riding bicycles. during the vaginal rejuvenation procedure. MONSPLASTY

when they wear tight pants or bathing suit.

This procedure tightens the vagina. It is preferred by women after childbirth who

have complains of sexual dysfunction or

vaginal laxity. Vaginoplasty aims to bring back the separated muscles.

VAGINOPLASTY

January 2019

10

### FEITS OF LINDERGOING This procedure reduces the bulge of mons AGINAL SURGICAL PROCEDURE which has excessive fat and skin in some women. The bulge embarrasses the women

NHAT SHOULD YOU EXPECT

JUVENATION CONSULTATION

Discuss your surgical goals with the surgeor tell them about your medical conditions, medical treatments or allergies. Your

urgeon will evaluate your complete health

status and evaluate yours for past medical history or other risk factors. The surgeon will

take photographs to compare before and

after pictures, they will recommend you the treatment and discuss the options with you.

The surgeon will discuss the outcomes of

RING A VAGINAL

 You will feel youthful at the vaginal site It enhances the strength, muscle tone as well as control of the vagina It increases the friction and satisfaction during sexual intercourse

It offers quick recovery



**RECOVERY AFTER VAGINAL SURGERY** 

After 24-48 hours of surgery, patients are



Lead Article





his diet alters the way how your body changes the foodstuff into energy. Increased consumption of fats with low carb foods turns you into a tate of ketoxis where your body converts fats for fuel instead of carbs.



# WHICH FOOD OPTIONS WORK WELL FOR KETO DIET?

Eat foods rich in saturated and monosaturated foods such as butter, coconut oil, ghee, fish oil, and others. Eat protein-rich foods such as fish, shellfish, organ meat, and eggs. Eat low carb foods such as vegetables. Your keto diet is mostly based on fat-rich foods, with few proteins and carbs.

Try this ultimate keto diet now to lose weight and achieve a toned, smart body!

### **BENEFICIAL EFFECTS OF KETO DIET**

It helps in shedding pounds by burning fat. This diet suppresses the hunger hormone i.e. ghrelin and increases the level of cholecystokinin which reduces your appetite, making you feel full.

It is an anti-inflammatory diet which prevents your body against major diseases.

FLIFL FOR BRAIN It feeds the brain and enhances the energy levels for your brain when you limit the consumption of carb-rich foods. Fatty foods rich in essential fatty acids and saturated fats enhance the functioning of your brain as it comprises of 60% fats

Keto diet turns your body into a state of ketosis where more mitochondria are formed by the brain that increases your energy levels.

Keto diet stabilizes the levels of insulin and lowers blood sugar levels which is very helpful for diabetic patients.

January 2019 11

Inside spreads of Just Right Magazine.



Inside spreads of Just Right Magazine.



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**IGNITE YOUR DESTINY** 

DESTINVINCEPTION destinyinception.com

# CLIENT

Christian Service Charities of America Human Service Charities of America Neighbor to Nation

# PROJECT

Association Annual Reports

# DESCRIPTION

Convey the message of each charity within the pages of an annual report.

# TASK

8 x 8 , 16-page Self Cover Design annual reports for charities. Printing + Fulfillment

# ROLE

Creative Director Art Direction Senior Graphic Designer







2004 Annual Report





People in deed, serving people in need

# 2004 Annual Report



# DESIGNED...WITH A PURPOSE



these who have been along a trust must per faithful." I Car 42

### ACCOUNTABILITY

	STATEMENT OF ACTIVITIES
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**CLIENT** DC Tobacco-Free Families

**PROJECT** Bus Backs (Tails) Advertisement

**DESCRIPTION** Highlight, WNBA Mystics player Nakia Sanford promoting a healthy active lifestyle while not smoking.

**TASK** Design bus ad to attract drivers while waiting in traffic.

**ROLE** Art Direction Senior Graphic Designer









WNBA Mystics player Nakia Sanford for DC Tobacco Free Families. Ad ran on all bus routes in every Ward in the



# CLIENT



**PROJECT** Brand Redesign

# DESCRIPTION

Girls Global Academy (GGA) is an all-girls public charter high school in Washington, DC. They provide a diverse group of young women a global education that ignites empowerment and develops confidence to influence change for global benefit.

# TASK

Redesign the brand identity logo of Girls Global Academy.

# ROLE

Creative Director Art Direction Senior Graphic Designer









**Girls Global Academy Logo Redesign Concept 1**. The redesign of the logo is a contemporary design reinterpreting the original identity by incorporating an abstract letter "G" with an abstract "globe. The globe and the letter "G" intersect seamlessly giving an interpretation that the female can thrive strong and unapologetically in the world. The branding is represented in a vertical, horizontal and singular design. The design reproduces well in full color and black and white. The concept is simplistic and will work in print, digitally, on apparel and reduces well.





PMS Black

# Color Representation

Purple is the color of the imagination.

Green is the color of balance and growth.

Black black means power and control.



Girls Global Academy Logo Redesign Concept 2. The redesign of the logo is a contemporary design infusing an interpretation of the globe (the green circle) situated in the center of the powerfulness of the female, (knock out of the female symbol.) The letter "G" (again representing the girl/female) is large and surrounded by the earth/globe. The entire design speaks to the girl/female thriving in the world boldly. The branding is represented as a singular design with or without the text. The design reproduces well in full color and black and white. The concept is simplistic and will work in print, digitally, on apparel and reduces well.





PMS Black

### Color Representation

Purple is the color of the imagination.

Green is the color of balance and growth.

Black black means power and control.



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PMS Black

# Color Representation

Purple is the color of the imagination.

Green is the color of balance and growth.

Black black means power and control.



**PROJECT** Custom sized Marketing Flyer

#### DESCRIPTION

Girls Global Academy (GGA) is an all-girls public charter high school in Washington, DC. They provide a diverse group of young women a global education that ignites empowerment and develops confidence to influence change for global benefit.

#### TASK

8" Diameter Marketing Flyer 6 x 11 Direct Mailer Printing + Fulfillment

#### ROLE

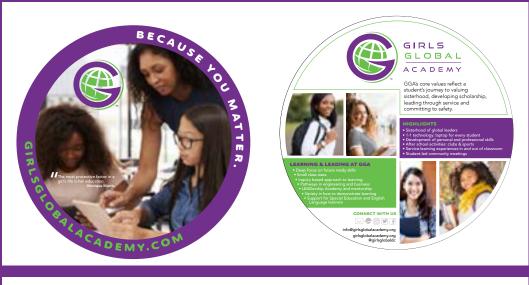
Creative Director Art Direction Senior Graphic Designer



#### DESIGNED...WITH A PURPOSE







# THE FINAL DESIGN

8" Diameter Marketing Flyer



# **THE PROCESS**

Three design comps were developed utilizing stock photos of diverse teen girls in an educational setting.







8"circle.die•

# **GIRL POWER** WE HAVE IT.



We are Washington DC's first free all girls public charter high school. Now accepting applications for the 9th grade for fall 2020.

#### PATHWAYS

Our presence in the global community prepares girls to graduate and succeed in any path of their choosing.

#### LEAD

Our experiential learning and commitment to action empower girls to be the voices that inspire change.

#### LEARN

Our deep foundation of inquiry-based learning redesigns the learning environment for girls.



# WHY CHOOSE GIRLS GLOBAL ACADEMY

Girls Global Academy (GGA) will be the premier training ground for high school girls in the areas of global citizenship, Business and Engineering in Washington, DC. Our program ignites female empowerment and develops their confidence to lead and succeed at the local or global level.

#### GIRLS AT GGA WILL BE PREPARED TO TAKE CHARGE OF THEIR FUTURE.

- IB & AP Courses Offered
  Personalized Career Counseling
- Personal and Professional Skills
- Strong & Supportive Network

**BECAUSE SHE MATTERS** Girls at GGA will be prepared to

take charge of their future.

APPLY TODAY

LSGLOBALACADEMY.ORG

- Senior Research Project
- Engineering and Business Pathways

Academically challenging in preparation for post-secondary SERVICE

Sustained involvement in communit development and partnerships

> **SAFETY** A place where girl: can just be well

Place Stamp Here

THE GGA PROMISE

Balancing rigorous academic experience

environment





**PROJECT** Brand Identity

#### DESCRIPTION

Girls Global Academy (GGA) is an all-girls public charter high school in Washington, DC. They provide a diverse group of young women a global education that ignites empowerment and develops confidence to influence change for global benefit.

## TASK

Redesign the brand identity of Girls Global Academy – including logo, stationery, and business cards. Printing + Fulfillment

#### ROLE

Creative Director Art Direction Senior Graphic Designer











**PROJECT** Social Media Ads

### DESCRIPTION

Girls Global Academy (GGA) is an all-girls public charter high school in Washington, DC. They provide a diverse group of young women a global education that ignites empowerment and develops confidence to influence change for global benefit.

TASK

1080 x 1080 pixels

#### ROLE

Art Direction Senior Graphic Designer







February 3, 2020 Deadline for 9-12th grade applicants

May 1, 2020 Enrollment Deadline for matched students







PROJECT Metro Bus + Large format Ads

#### DESCRIPTION

Girls Global Academy (GGA) advertisements for school enrollment. Girls Global Academy (GGA) is an all-girls public charter high school in Washington, DC. They provide a diverse group of young women a global education that ignites empowerment and develops confidence to influence change for global benefit.

#### TASK

OutFront Media 22x21 Metro Bus Advertisement (English + Spanish) OutFront Media 46x60 Metro Station Advertisement

#### ROLE

Art Direction Senior Graphic Designer G

GIRLS

We are Washington DC's first free all girls public charter high school. Now accepting applications for the 9th grade for fall 2020.

> SISTERHOOD SCHOLARSHIP SERVICE SAFETY

APPLY TODAY SGLOBALACADEMY.O





Advertisements were placed in the Ward 6 Penn Quarter, Gallery Place and Chinatown Metro stations and Metro bus lines.







**PROJECT** Association Conference Collateral

**DESCRIPTION** MCCA is the preeminent voice on diversity issues in the legal profession.

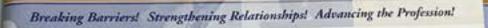
## TASK

Conference Program Book Conference Resource Guide Conference CD Cover Design Printing + Fulfillment

#### ROLE

Creative Director Art Direction Senior Graphic Designer MCCA 4<sup>th</sup>Annual CLE Expo

March 16-18, 2005 Chicago Marriott Downtown











8.5 X 11 Program Book 8.5 X 11 Resource Guide





#### DESIGNED...WITH A PURPOSE





PROJECT VIP Membership Brochure

#### DESCRIPTION

Designed for The Sideline Restaurant extensive membership program. Challenged with devising a compact content-heavy brochure.

### TASK

 $8.5 \times 5.5$  (folded),  $8.5 \times 22$  (flat) Double Gate Fold 110 lb Cover Gloss w/spot varnish 7/7 (Color Both Sides) Printing + Fulfillment

#### ROLE

Creative Director Art Direction Senior Graphic Designer Side VIP Membership Program







About the restaurant. Double gate fold highlighting featured decor in restaurant. Spot varnish of flame from logo adds elegance.



#### About The Sideline

The Sideline is a 7500 square feet specially sports thermed restaurant owned by LoNar Asington located in Prince George's County of the Boulevard of The Capital Center in Largo, Maryland. Just minutes from Pred Sk Feld and in close proximity to nearby Washington, DC, The Sideline is the premier destination for sports fans to watch their favorite games. Featuring a selection of mouth. Healting a selection of mouth-watering food and a state-of-the-art audio and video system. The Sideline offers a complete sport diving esperience for all ages.

We've created on atmosphere that collet to our discerning customers the the moment they waik through the door. Our excellent customer service premium cockfulls, detectable food choices and edgy décor creates an upscale ambiance for our customen to company they tobly enjoy

he Sideline experience is o ion of "SPORT" expr









# The 8-panel design creates a compact brochure. Opens to reveal wealth of content.







#### DESIGNED...WITH A PURPOSE



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PROJECT Restaurant Menus

#### DESCRIPTION

Design of a reusable menu, easily cleaned. Design of condensed to go menu. Design of kids menu.

#### TASK

8.5 x 14 (folded), 16 x 14 (flat) Bi-fold Menu, Laminated 8.5 x 4.67 (folded), 8.5 x 14 (flat) Tri-fold o Go Menu 5.5 x 8.5 Bi-fold Kids Menu Printing + Fulfillment

#### ROLE

**Creative Director** Art Direction Senior Graphic Designer



Daily 3pm-8pm Come and enjoy various drink and load specials

Be sure to ask your server about our Daily Chef's Specials and the Kids' Menu

Roulevard at the Capital Center 880 Capital Center Bivd. Largo, MD 20774 301.336.0056 www.thesidelineonline.com

#### Non-Alcoholic Coco-Colo Diel Coke Sprite Ginger Ale Lemonaide

Draft Beer

Guiness Blue Moon Heineken Tuengling Budweiser Bud Light Domestic Filcher Imported Filcher

Bottled Beer-Imported Corona Light Heinsken Heinsken Light Stella Artois Guiness Extra Stout Red Stripe

Bottled Beer-Domestic Bodweiser Bud Light Aller Lite Coors Light South Fale A let Genes





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5 MIL (.005") thickness ideal for get handled often.





Trifold to-go menu designed to accommodate main menu items. Printed on 100lb text.





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#### DESIGNED...WITH A PURPOSE



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Diverse sports-themed kids menu. Developed word and scrambled search. Functional and printed on matte stock for coloring.





**PROJECT** Restaurant Advertising Media Kit

## DESCRIPTION

The Sideline is a 7,500 square foot specialty sports-themed restaurant owned by former NFL player LaVar Arrington. The Sideline Experience is a celebration of 'SPORT' expressed in art, memorabilia, technology, decor, the best in service, food and beverage. This advertising media kit was designed to be stylish, informational, simplistic and functional.

#### TASK

6x9, Bi-fold folder 100 lb Gloss Cover w/spot varnish 6/6 (Color Both Sides) Printing + Fulfillment

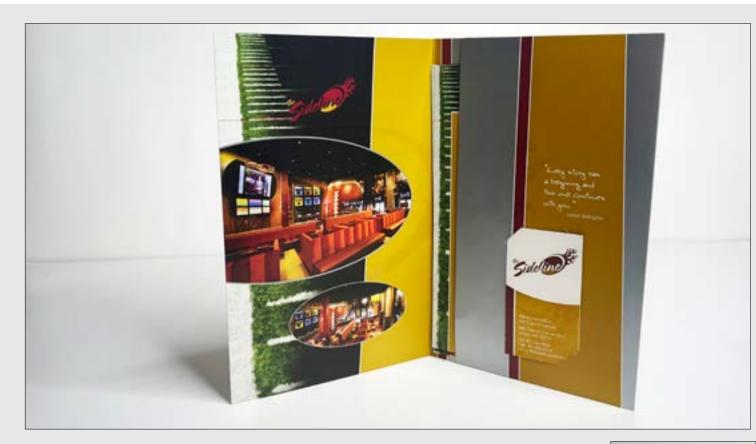
#### ROLE

Creative Direction Art Direction Senior Graphic Designer









The design incorporates the decor of the restaurant.

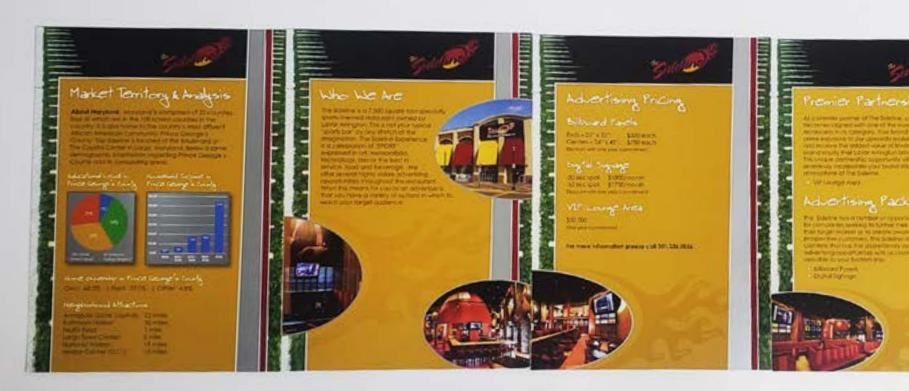
Flame in the logo used as a spot varnish accent. Spot varnish and metallic pantone adds sophistication.











The inserts were designed as individual pages to be cost-effective and for easy updating.



