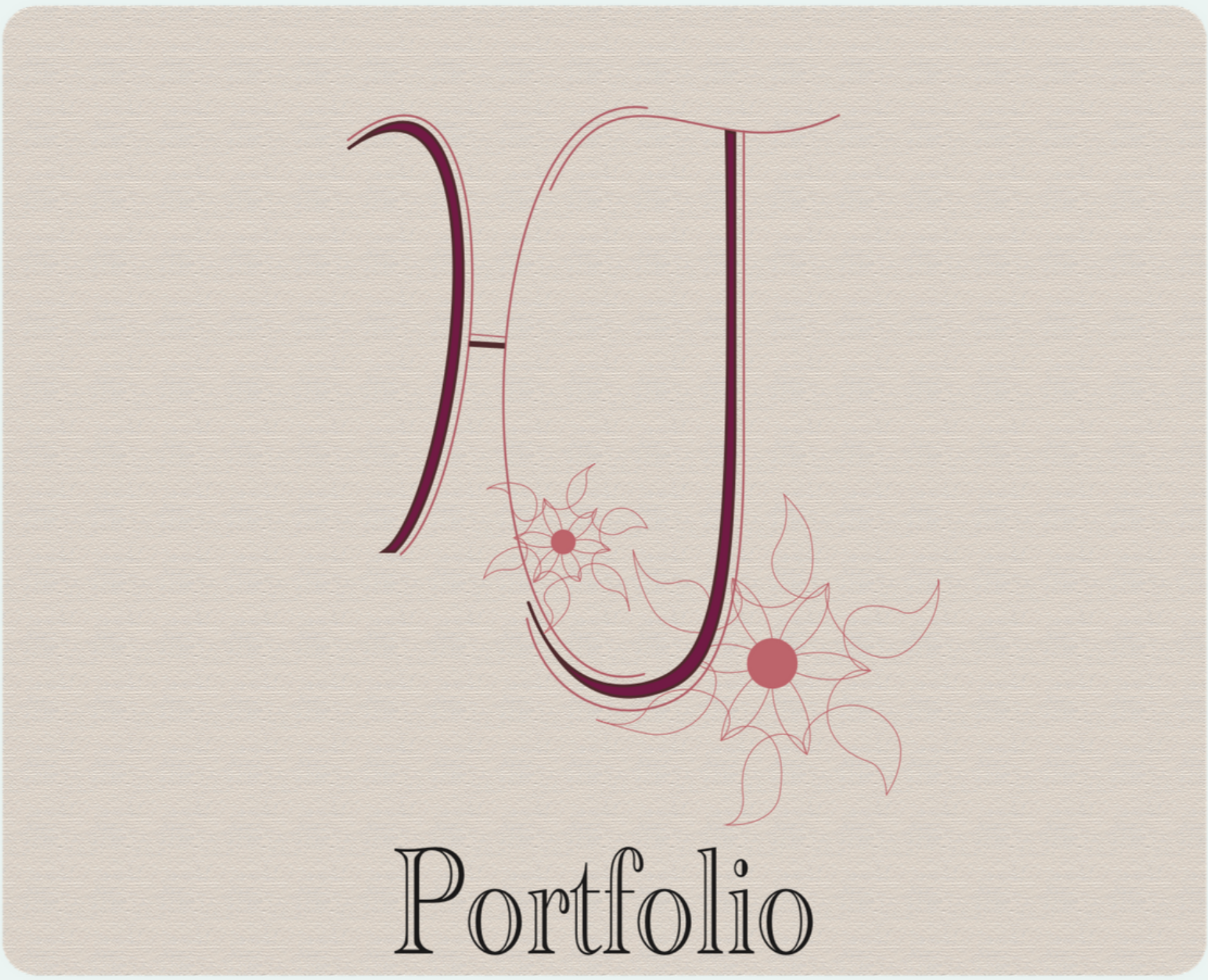

Portfolio

Fundamentals of Design 110

Heather Jefferson

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Hello I'm Heather, currently a student at GCU and the owner of Quilted Hearts Photography for over 10 years. I'm passionate about family life, and finding things to be grateful for, there are so many. My devotion to my faith in Jesus is dear to my heart, as well as taking every opportunity that's presented to give back in this world. My desire is to use my creative skills as a photographer, writer, and illustrator to write and illustrate children's books. Stories that inpsire and motivate children to know and believe their true value and to use that value to contribute to a better world for all.

"Let all you do be done in love."

1Corinthians 16:14

Goals

Create positive impacts

Cabin in the mountain

More road trips

Favorite Things

15 second hugs

Beautiful things;
skies, happy couples,
squishy baby faces,
roses, simplicity, kindness

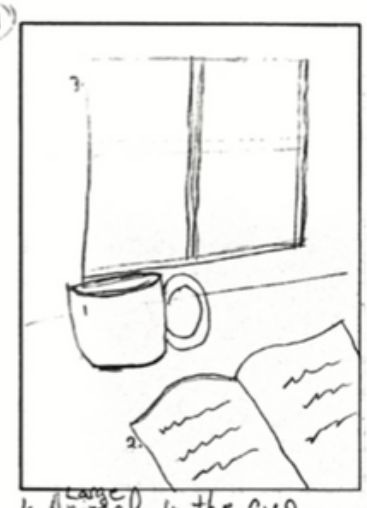
Choose an animal or person. Find examples of the subject in various perspectives and poses include a foreground and background. Create 24 thumbnails of the subject. Recreate the subject and include a foreground and background. I chose a hummingbird on a branch with the blues and greens prodominantly displayed. Objective to demonstrate the use of tools in Adobe Illustrator for vector art while managing and organizing design in layers.

1
2
3
4
5
6
7
8
9
10
11
showing off
12
13
14
15
16
17
18
- Taking a rest
19
20
21
22
23
24

Impossible Composite

We were asked to create a scene in Photo Shop that would be considered impossible in reality. Clippings of chosen images were composited on a background using three or more layers. The objective was to create unique images using masks, filters, and channels and attain and understanding of how pixel-based images can be recreated in by using these tools. Thumbnail sketches were completed to prepare for this design work.

(1)



1. Large Animal in the cup
2. Large animal laying on book
3. Window with outdoor scene
* Large animal of some kind

(2)

1. Bear inside or laying infront of book leaning on the arm
2 Bear coming out of cup
Bear needs to be realistic look

(3)

1. Bear reading book
2. Bear in a cup/maybe waving
3. Bear scratching its back against the wall

(4)

Bear needs to be realistic
Book label should be something about business or could be the newspaper

(5)

Bear soaking in hot cup of tea
Bear needs to be realistic
Coffee beans spilled on table

(6)

Possible bear pose for cup / Bear could lean against cup

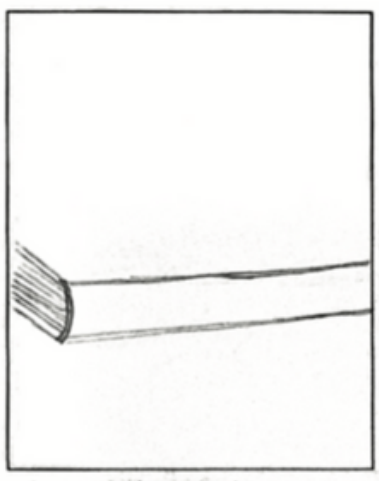
(7)

Possible bear pose for reading book or sitting near coffee cup

(8)

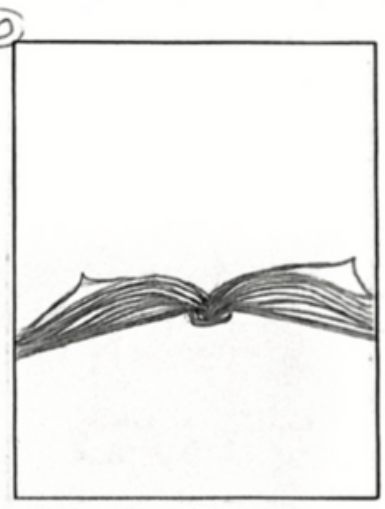
Possible bear pose for book

(9)



Book perspective ideas #1 (with bear hanging over edge)

(10)



Book perspective ideas #2 (bear in center leans over the edge)

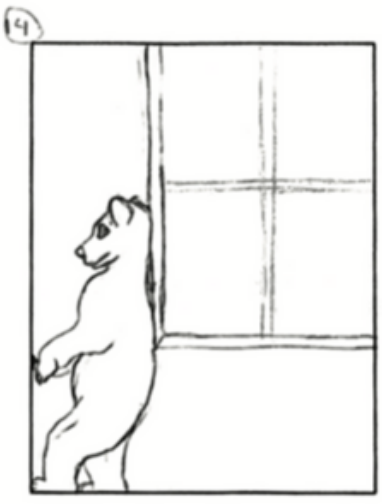
(11)

Bear laying down either on book or beside it

(12)

(13)

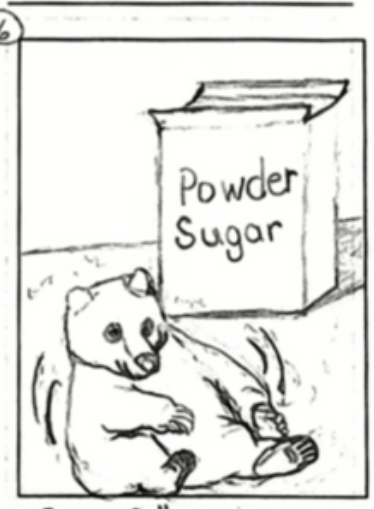
(14)



(15)

Bear with glasses laughing at what it's reading

(16)



Bear falling in powder sugar or coffee beans

Ad Campaign

Design an ad campaign and logo for a fictious business to include postcard, front and back, and three online ads.
Objective was to demonstrate understanding of the value in a business identity
Critique design decisions as related to the business value and ad campaign's purpose.

Red 9 Winery

Advertising Proposal by Heather Jefferson

Grand opening of Red 9 Winery advertising campaign, to bring awareness to wine enthusiast.
Target market is male and female 30 - 70 years old with income of at least 100K. Retired or established career.
Ad will nvite pontential customers in the immediate and surrounding areas to the first tasting with intent to grow customer base.

Creative Brief for Red Nine Winery

By Heather Jefferson

Client

Red Nine Winery & Tasting Room

Branding Objectives

To inform and invite potential customers to the Red Nine Winery grand opening with the intention of gaining new and long-term customers.

Useful Background Information About the Company

Red Nine Winery & Tasting Room is a small locally owned private vineyard and tasting room that offers an event venue, wine tasting, as well as wines from nine types of organically grown grapes that are harvested, fermented, and bottled right there on the property. They pride their selves in generations of wine making. With a degree in Oenology and 27 years of experience in viticulture and viniculture, they have brought their award-winning experience from northern California near Sonoma Valley to Sonoita, Arizona since they fell in love with the southwest culture and want to incorporate that into their unique wines. They will be having a grand opening and offering a special "first timer" sign up for their monthly wine club membership.

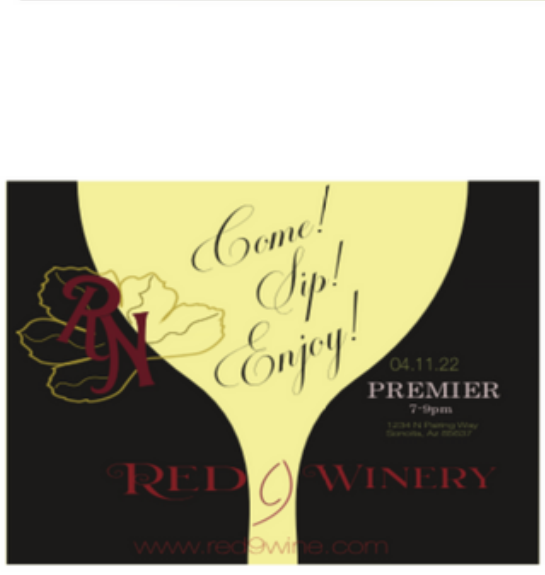
Design Specifications and Project Details

Advertising campaign to include:

- 8" x 10" vertical, full-page, full color full bleed magazine ad
- 6" x 4" horizontal, full bleed, front and back, direct mail postcard
- 320 x 1200 pixels vertical, skyscraper web ad
- 600 x 400 pixels horizontal, rectangle, web ad
- 1080 x1080 pixels square, social media ad

Each ad is to include related imagery, headline, call to action (CTA), how to act on CTA.

Desire a sophisticated and elegant look with a simple organic vineyard feel that reflects the beauty and atmosphere of their beautiful winery.



Red Nine Winery & Tasting Room
Grand Opening
Red 9 Winery
Grand Opening
Red 9 Winery
DATE
Delight the Senses
Red 9 Winery
BOOK NOW
Red 9 WINERY
Grand Opening
Delight Your Senses
Red 9 Winery
RSVP
Red 9 Winery
Premier
11.11.11
Red 9 Winery
Red Nine Winery
OPENING
Time to Swirl a bit Sniff a lil & Sip lol!
Red 9 Winery
OPENING
Premiere Winery
Delight the Senses
Red 9 Winery
DATE PLACE
Red 9 Winery
Grand Opening
DATE
Grand Opening
Winery Opening!
Delight the Senses
Red 9 Winery
Premier
11.11.11
3-6
Swish Swirl Sip
Taste
Enjoy!
11.11.11
3-6
Red 9 Winery
Reserve Premier
Come Taste Experience
Premier
11.11.11
Red 9 Winery
Come!
Taste!
Experience!
Red 9 Winery
11.11.11
Premier
You & Our Wine a perfect pairing
11.11.11
Red 9 Winery
Come!
Taste!
Enjoy!
11.11.11
Red 9 Winery
premier
Come! Sip! Enjoy!
11.11.11
Red 9 Winery
PREMIER
Red 9 Winery
Come! Sip! Enjoy!
11.11.11
PREMIER
Red 9 Winery
Come! Enjoy!
11.11.11
Social Media
Come! Sip! Enjoy!
Red 9 Winery
PREMIER
Red 9 Winery
Post card

145 N Park Place

SANTA HAYRIDES

HOT COCOA

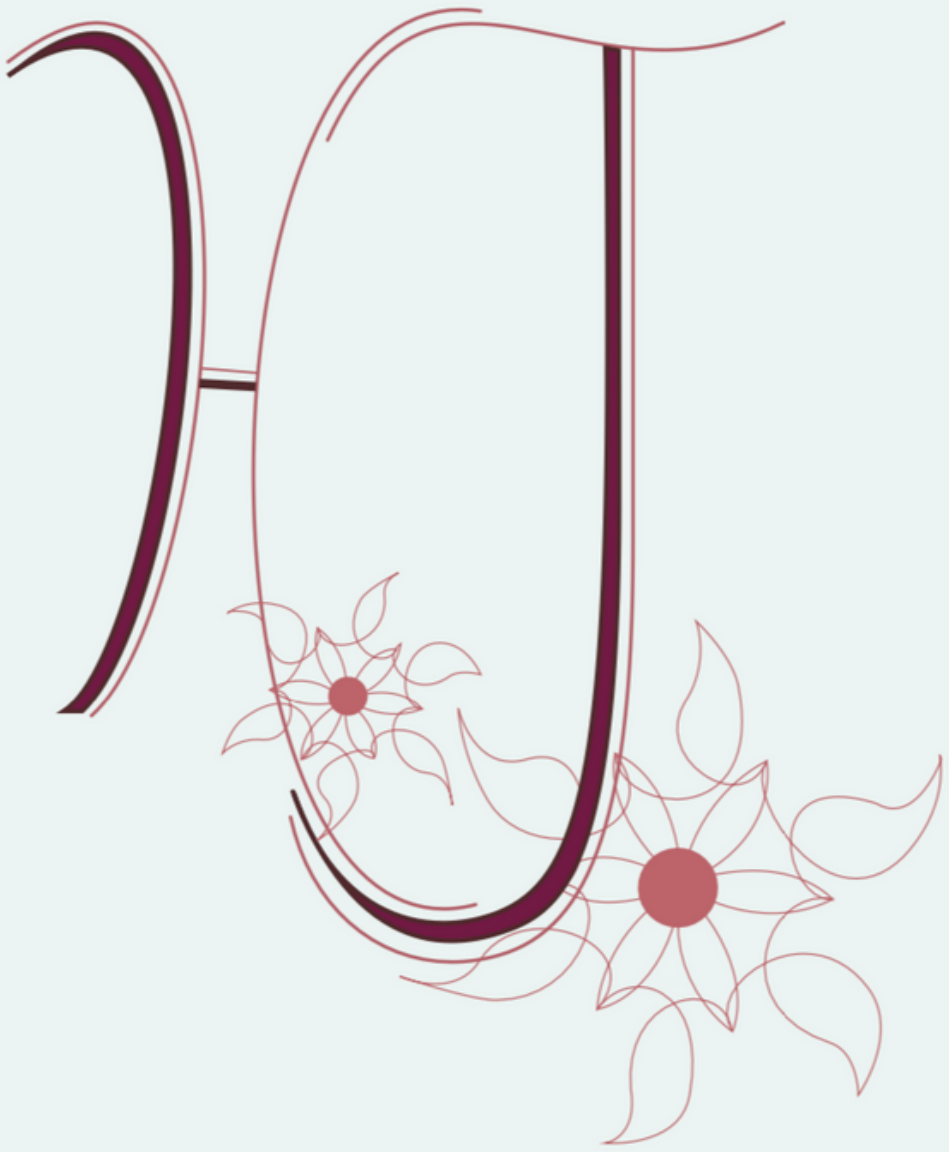
FESTIVAL

SATURDAY
DECEMBER
15TH

Create additional artboards of the same size and orientation as your sketches and place all inspirational illustration styles and photo references on them. Place images in an organized, attractive grid using Illustrator's Scale and Alignment tools. Use adequate margins of ½ inch or more.

Event Poster

Design and create a made up public event poster using the design elements such as hierarchy, balance, and white space. The objective was to demonstrate an efficient use of tools in illustrator working with vector images to design and create with layers.



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