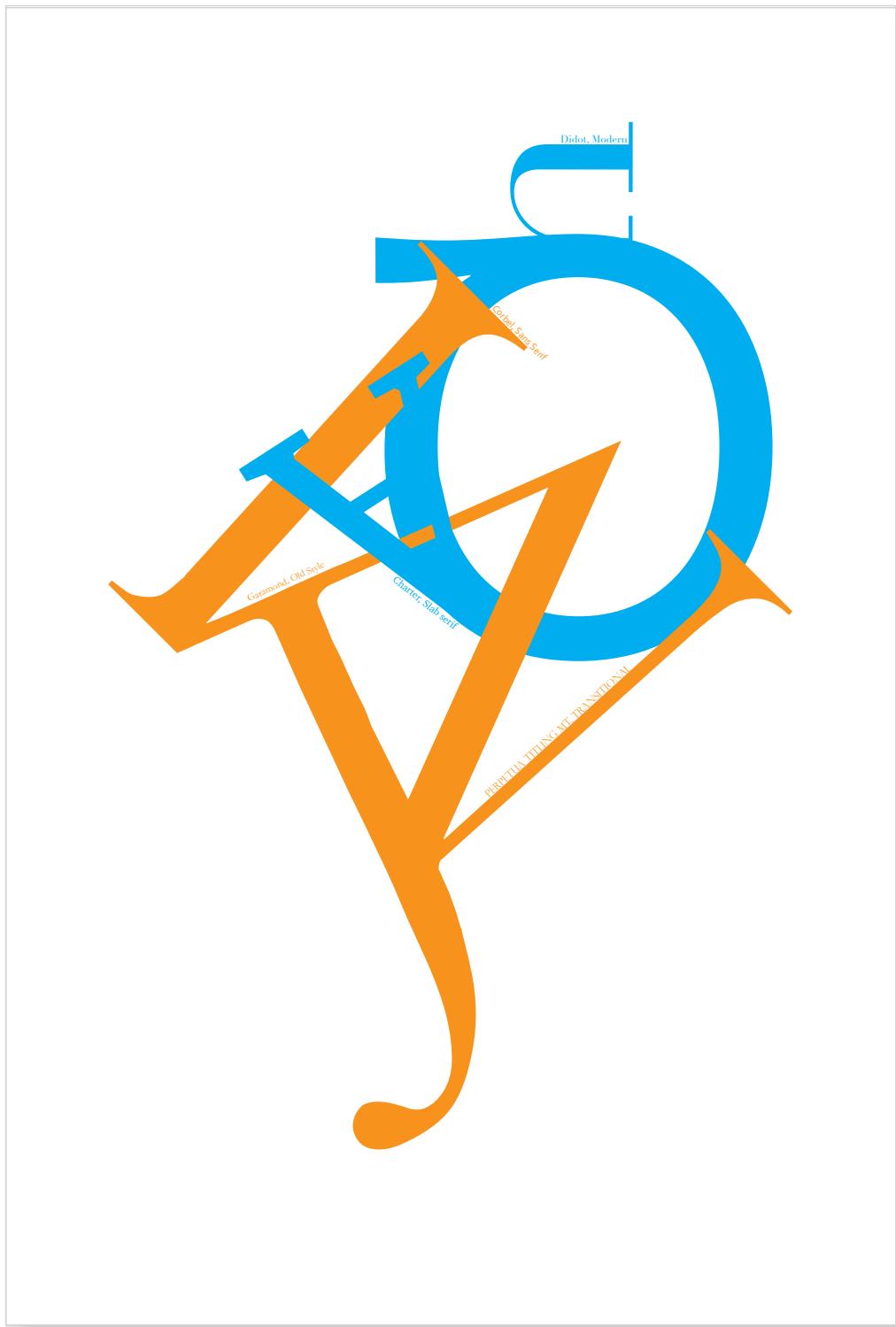




Katie Carlton
Design Portfolio



Assignment:
Design a unique poster using five characters from each of the type families. Make sure to label each character with its respective typeface and type family.

Description:
The poster is designed to express the negative spacing and structure of the letter forms shown within the poster. The color scheme was chosen to be complimentary in order to provide a sense of movement between the characters.

Without modifying any of the characters, I found their abilities to create negative space as an opportunity to give the illusion of depth through layering and color selection. The blue and orange color theme gives off a subtle vibration that makes the typography become almost alive and animated.



Assignment:

Design a poster using a different organizational design system that represents a memory within the last 4 years. Consider color and typography with the design system.

Description:

The memory poster is representing a memory from winter break of 2013-2014. The design system used is dilational, which is when a design element starts small and grows in size usually within one direction along an axis.

The blue color scheme was chosen to represent the cold and rather dark environment during winter. I chose to distort the background imagery into a swirled movement to simulate a dreamy effect with the motion of the dilational typography, "A date in the cold of winter can still be rather beautiful."



A B C D
E F G H I
J K L M
N O P Q R
S T V W
X Y Z

Adam's Ale

a b c d
e f g h i
j k l m
n o p q r
s t u v
w x y z

7 2 3 4 5
6 7 8 9 0
£ & \$ @
: ; , ? * ; . “ ”

Assignment:
Choose and collect 3-5 typefaces in a mix of serif, sans serif or script and make a full uppercase and lowercase typeface of each example. Use three words to describe each example and then choose three words from the total word list to inspire a new typeface that includes all uppercase, lowercase and special characters.

Description:
Adam's Ale is a script typeface inspired by the words flighty, crisp, and aqueous. After further research, aqueous led to the historical term for water, which was biblically referred to as "Adam's Ale." The crisp and fluid strokes of each character are inspired by the flowing motion of water and calligraphy.

A grid system was used in order to create a system for each character to be based off of and to ensure that each one was consistent within the style of the typeface. Some challenges occurred in determining the important features of each character in order for them to still be considered legible and appropriate for functional use.

Rune

LITERARY COLLECTION

Assignment:
Re-brand the Rune literary magazine for the 2016 edition.

Description:
The typographic logo was designed to simplify the overall image of Rune and give it a sophisticated appearance. By changing the literary magazine to a literary collection, the overall brand of Rune for the 2016 edition created a professional aura that appealed to a wider variety of applicants within the Greater Pittsburgh Area that were submitting written and visual works.

I was inspired by word mark typographic logos when considering what to do for the logo of the 2016 edition of Rune. Word marks can be clean and represent the style of the brand without being too flashy. By breaking it down to a simplified typographic approach, the committee for the 2016 edition of Rune agreed that it appropriately represented the purpose of Rune as a published literary collection of written and visual media.

*The cover of the 2016 edition of Rune features the designed typographic logo by Katie Carlton and a photograph submitted by Marrissa Loreto. Rune also needed their publication to be formatted. The grid system was developed by Katie Carlton and Sarah Mild. They also organized and placed the submissions approved by the committee strategically based upon the grid system they developed.





Ceremonial and Interactive Signage



Opening Event Invitation



Promotional Tumbler

Assignment:
Design ceremonial signage and building signage that adhere to building codes and regulations. Represent a Twitter Headquarters that would be located on University Boulevard in Moon Township, Pennsylvania. Extend the signage into an invitation and promotional item for the grand opening of the headquarters.

Description:
The ceremonial signage was inspired by the ability of Twitter users to connect quickly and constantly. The materials used are tinted see-through fiber glass that can withstand the elements and provide a safe view to turn onto University Blvd. from the headquarters parking lot. At night, the panels would glow their respective color from the base of the sign in order to keep the sign and address visible. The eye within the bird glows to match and tie in with the building signage.

The building signage represents the intensely connected network of Twitter. Each orb glows when a tweet is sent anywhere around the world. At night, the sign would appear as a connected network of stars, which can be expanded how the whole world is constantly connected. The whole structure is three dimensional and powered by solar energy.

Twitter's East Coast Headquarters Grand Opening invitation gives a preview of the building signage. The band on the promotional giveaway also shows the signage from the building.



Nimbl
Browser Plug-In & Mobile Application

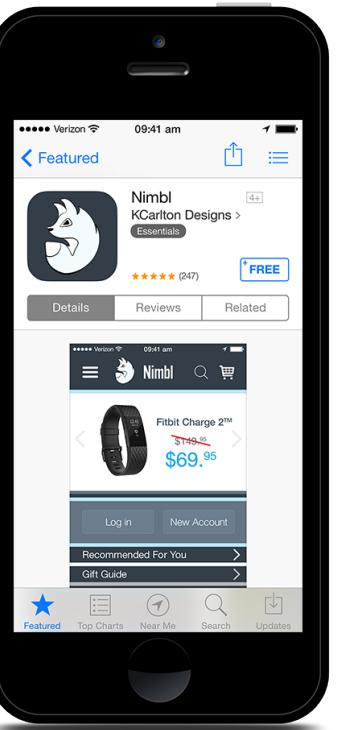


Nimbl Color Variations

Assignment:
Design a product that utilizes variable data and serves a purpose for a consumer.



Nimbl Plug-In Location



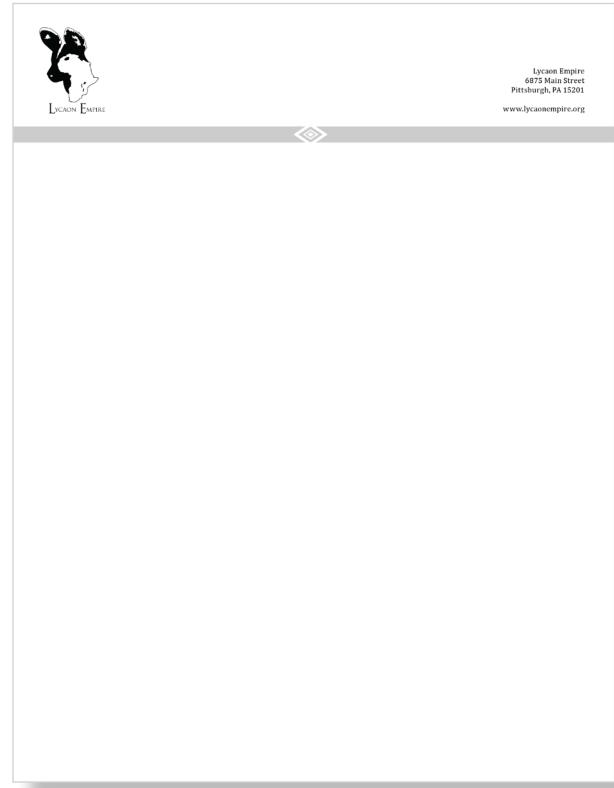
Nimbl in App Store

Description:
Nimbl is an application that is mainly designed to be a browser plug-in to simplify the online shopping process while saving money. Its competitor would be Honey, which is partnered with Amazon. Nimbl would function on the desktop and mobile platforms as a plug-in and as a mobile app. While connecting shopping accounts, the application would collect variable data from the user's accounts and change colors to notify the shopper of their Nimbl cart, which would combine any shopping carts they left open and logged in on their current browser session. By using Nimbl, a shopper could have Nimbl consolidate their shopping sessions with various stores and have Nimbl run promotional codes automatically before checking out products from each store as one final product cost and shipping cost through Nimbl.

Nimbl's logo is a fox, which are known to be swift, intelligent and nimble. The color of the fox logo would change as determined by the variable data collected. White means the application is neutral with an empty shopping cart. Blue means a great deal is active in the shopping cart. Gray means there are no current deals in the shopping cart, but there are items in the cart. Red means there are better deals elsewhere for some of the items in the cart. Brown means an item was removed from the cart. *Nimbl is an original concept by Katie Carlton.



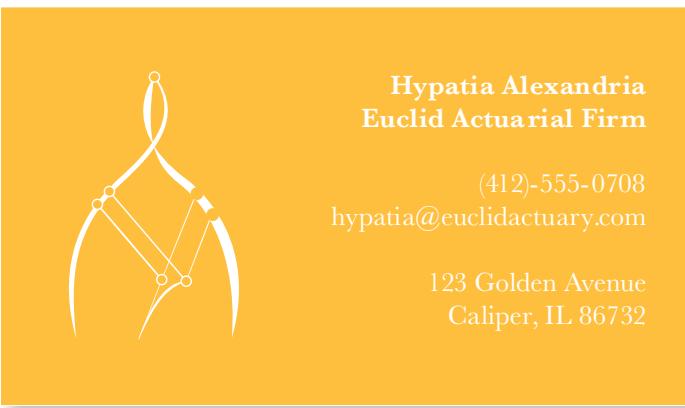
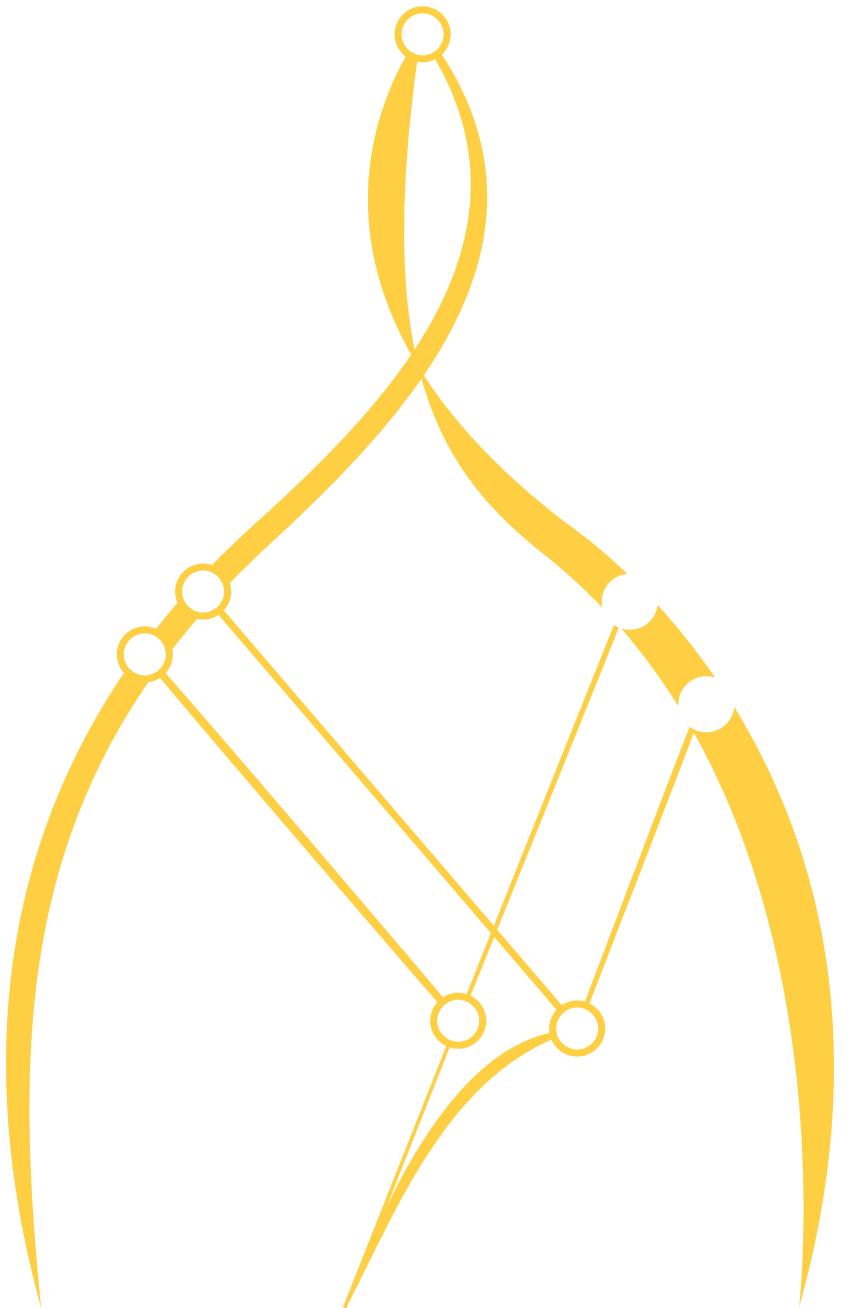
LYCAON EMPIRE



Assignment:
Develop a logo, letterhead, envelope and business cards for an original conservation organization.

Description:
Lycaon Empire is inspired by an original conservation organization for the African Painted dog. The scientific name for the African Painted dog is *Lycaon pictus*. They are also very common across Africa therefore it was deemed appropriate to name the brand Lycaon Empire with a graphic of the wild dog and Africa combined together.

As the African Painted dog is commonly scavenging near remote villages, I was inspired to include organic line work in the logo and tribal patterns in the stationary. The soft lines of the wild dog provide balance with the sharp rigid edges of the tribal patterns. By keeping the colors to black, gray and white, this would allow for cheap and affordable distribution of brand extensions and stationary for the non-profit conservation organization.

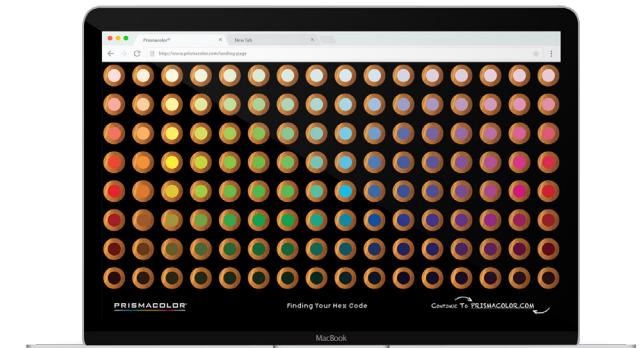
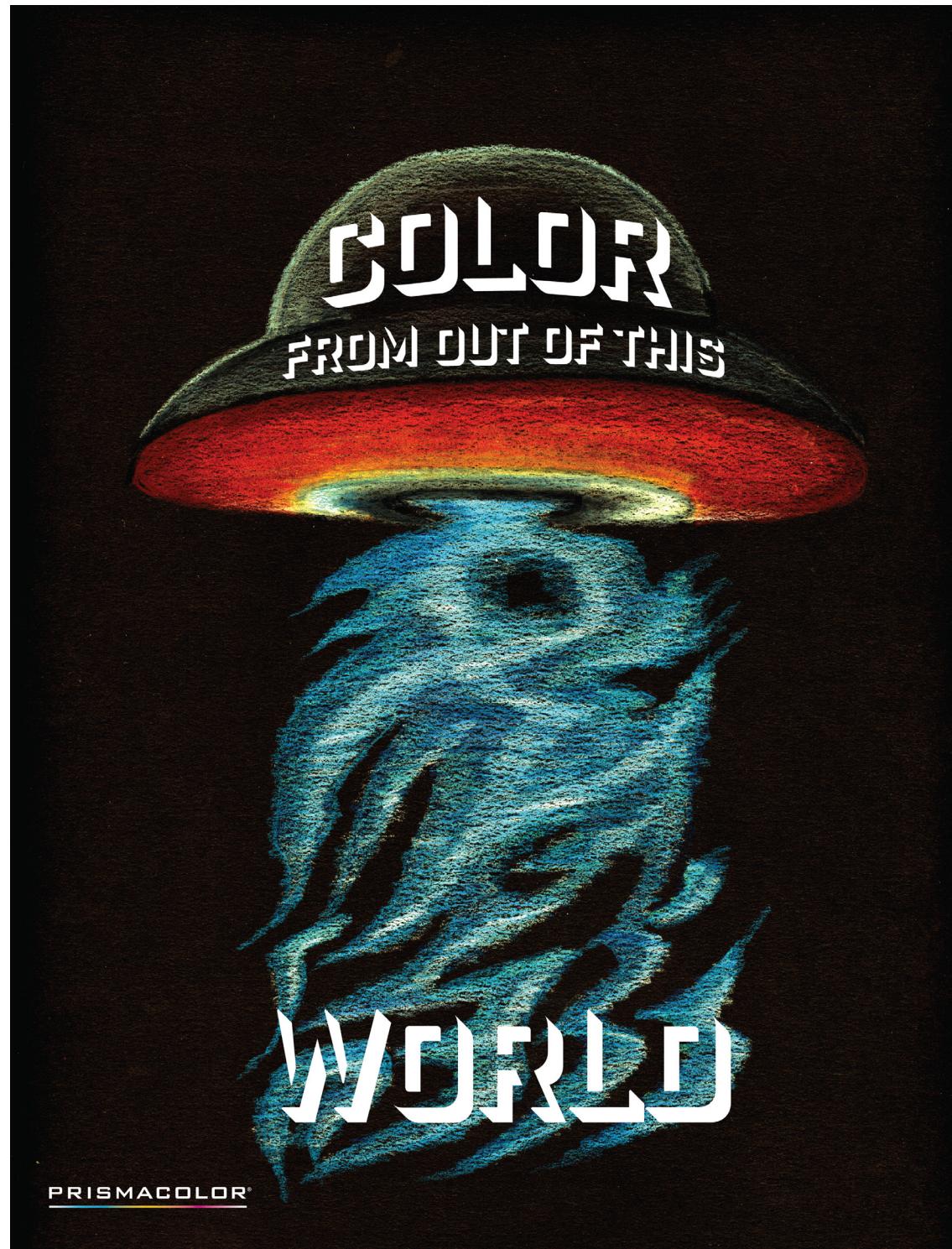


Assignment:
Develop a full corporate identity brand and expand it into a guidebook format.

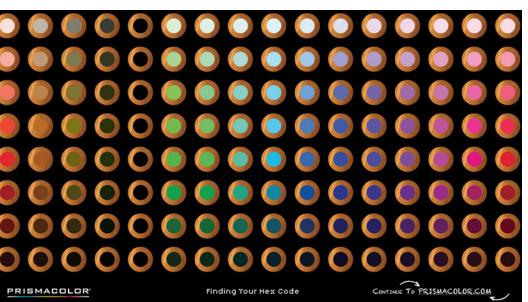
Description:
Euclid Actuarial Firm is a original identity created for an actuary firm. Euclid is one of the original mathematicians and the caliper is one of the first tools used to determine formulas and other mathematical scenarios.

The branding guide is a 25 page publication that goes into detail for the proper usage and application of the entire identity package. Sample applications, data visualization, document formatting and color palettes are some of the featured sections within the guidebook.

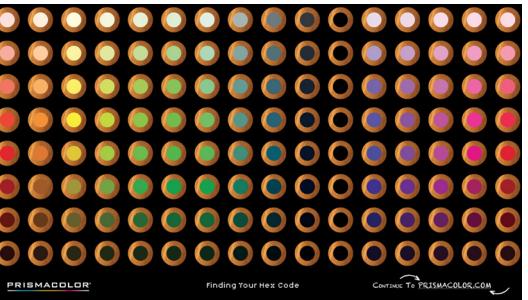




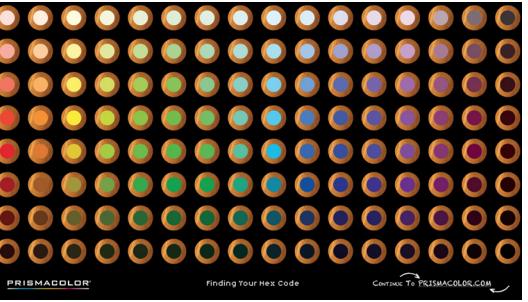
Prismacolor Landing Page



Time Frame 1



Time Frame 2



Time Frame 3

Assignment:

Compare and contrast two brands for a similar product or service. Develop three comps for a print ad for one of the two brands that were researched. Also, create a website landing page for the brand. Make sure to identify the market, the product benefits and ensure the new advertisement serves a stronger purpose than the existing advertisement.

Description:

The two brands compared were Sharpie and Prismacolor. Prismacolor was chosen because of their lack of marketing and promotional material versus the successful marketing of Sharpie and their products. The print ad for Prismacolor is inspired from a Boston album cover due to its bright and vibrant colors. Prismacolor's colored pencils are capable of being just as bright and vibrant like Sharpie's permanent markers. "Color from out of this world" is expressing how Prismacolor offers more unique colors than Sharpie or other competitors.

As for the landing page, the concept was inspired from an RGB color selection panel commonly seen in web development software. Each color pencil matches up to the specific RGB color point on the color selection panel. To go one step further, I animated the landing page to show a loading effect by making the color pencil pigment go from black to color and move across the page. The logo placement and black background is consistent with the printed advertisement.



NARSA
1236 Washington Rd
McMurray, PA 15364-2357

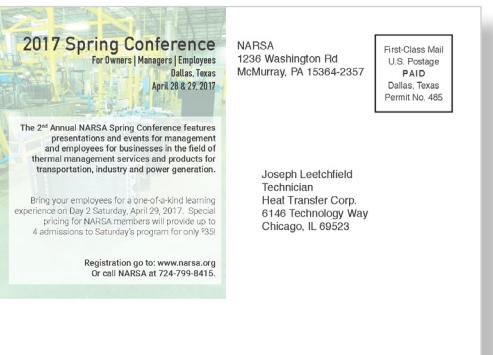
First-Class Mail
U.S. Postage
PAID
Dallas, Texas
Permit No. 485

Arthur Clearfield
CEO
Mainstream Heat, Inc.
857934 Water Street
Knoxville, TN 84032

The 2nd Annual NARSA Spring Conference features presentations and events for management and employees for businesses in the field of thermal management services and products for transportation, industry and power generation.

Bring your employees for a one-of-a-kind learning experience on Day 2 Saturday, April 29, 2017. Special pricing for NARSA members will provide up to 4 admissions to Saturday's program for only \$35!

Registration go to: www.narsa.org
Or call NARSA at 724-799-8415.



NARSA
1236 Washington Rd
McMurray, PA 15364-2357
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U.S. Postage
PAID
Dallas, Texas
Permit No. 485

Joseph Leetchfield
Technician
Heat Transfer Corp.
6146 Technology Way
Chicago, IL 60623



NARSA
1236 Washington Rd
McMurray, PA 15364-2357
First-Class Mail
U.S. Postage
PAID
Dallas, Texas
Permit No. 485



NARSA
1236 Washington Rd
McMurray, PA 15364-2357
First-Class Mail
U.S. Postage
PAID
Dallas, Texas
Permit No. 485

Thomas Wilbur
Technician
Water Transfer
165 Tarheel Drive
Raleigh, NC 27693



NARSA
1236 Washington Rd
McMurray, PA 15364-2357
First-Class Mail
U.S. Postage
PAID
Dallas, Texas
Permit No. 485

Thomas Wilbur
Technician
Water Transfer
165 Tarheel Drive
Raleigh, NC 27693



Registration go to:
www.narsa.org or call
NARSA at 724-799-8415.

Day 1 Friday, April 28, 2017

Focus on Management and Business Leaders
At the DoubleTree by Hilton Dallas

Agenda

- Networking Luncheon
- Management Presentations:
 - Chemistry Lessons for a Multi-Generational Workforce
 - Inventory Management for a Service Business
 - Real World Cost Cutting
 - Strategies for Effective Leadership
 - Table Top Exhibits/Networking Reception

Special pricing for NARSA members will provide up to 4 admissions to Saturday's program for only \$35!

AR200 **LIMITED** **QUALITY DAMON PRODUCTS** **Johnson** **ROCORE** **Taalman** **TSM**
Taalman Manufacturing, Inc.

Day 2 Saturday, April 29, 2017
Special Focus on Shop Skills and Employees
Bring your employees for a one-of-a-kind learning experience.

Agenda

- Shop Table Top Exhibits
- Plant Tour & Core Making Demonstrations by ROCORE
- Buffet Lunch
- Training Presentations:
 - How to Measure & Spec Cores, Radiators, Heat Exchangers
 - Shop Safety
 - Fundamentals of Charged Air Cooling
 - NARSA Update Online Learning Opportunities & More

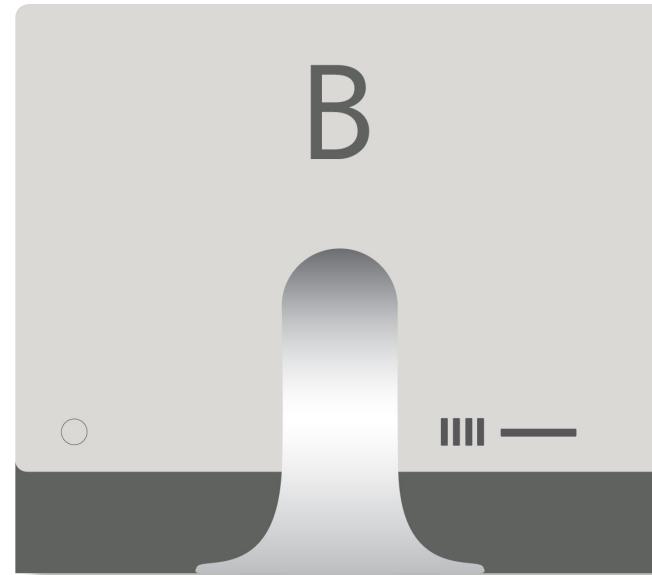
Post Card Variations

Assignment:
Use variable data to create a postcard for NARSA's 2017 spring conference. The postcards must be in four color CMYK, adhere to USPS first class postage standards, show four ways variable data is used, be the correct size, be built in Adobe InDesign and use the provided text, images, logos and database assets.

Description:
The postcard size delivered a significant challenge for the text placement as it was crucial to make sure all of the text made it onto the postcard as directed by the client. All of the imagery and logos were converted to CMYK to make sure the whole document adhered to the four color printing requirement. USPS postage standards are followed on the postage panel with 10pt type and in an approved typeface. The indicia follows an approved first class mail format.

As a unique design element, I took out the magenta plate from the imagery that was provided for the project, but kept it in the logos. The removal of the plate made the imagery appear sun bleached, which reminded me of some business graphics that were from the 1990's and early 2000's. Most attendees of the conference could relate to the imagery as this was a common style in the business materials they may have seen if they were working in the thermal management industry during that time. The variable data changes the address for each recipient and both images in a total of two variations for employees and managers.





Shopping Bag Back Face

Shopping Bag Gussets

Assignment:
Design a shopping bag for an original electronics store. The seam must be on one of the corners.

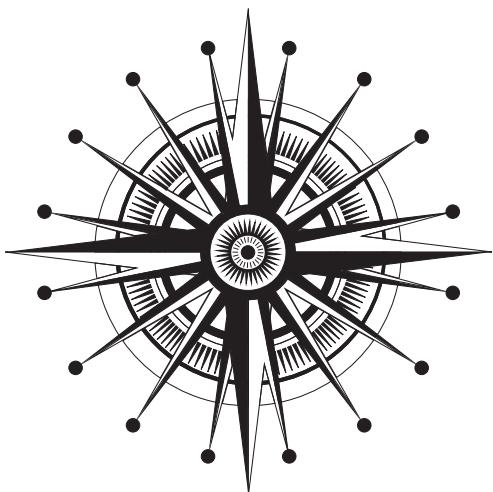
Description:
Bytes is an original electronic store that would stand as a competitor against Best Buy. The bag is designed to entice new shoppers to shop at Bytes by catching their eye as if an actual sleek and modern computer is being carried down the sidewalk. As for the blue and cool tone color scheme, it provides a modern approach and stays in the current trend of color schemes.

The gussets showcase various CSS and HTML5 tags used to code websites. On the front face of the bag, the front of a monitor showcases the name of the store in a modern typographic treatment of the characters. On the back face of the bag, the back of the monitor balances a simple and sleek design with a busy front face of the shopping bag. Dimensions of the final bag are 14" wide, 15" tall and 6" deep.

Featured in the juried 2016 Gold Show.



East Wind Logo



Nautical Compass

Assignment:

Learn new production techniques such as foiling and die cutting in the production process of creating a pillow box. Create a purpose and product for the pillow box.

Description:

East Wind is an original nautical boutique. Blue linen paper was used for the main body of the pillow box with a white foiling treatment of a nautical compass. The jacket was made out of premium quality arctic white card stock with a handle die cut out of the ends and a blue foiling treatment of the logo.

The prototype had size limitations to be no bigger than about six inches, but the final design would have the pillow box act as a high quality shopping bag from the East Wind nautical boutique. It would be no bigger than 15 inches wide and 12 inches tall. I chose to add a challenge to the project by subtracting all printed elements and leaving the design to the foiling and paper treatments. The photograph is taken by Katie Carlton and the featured Ray Bans are used as props. The East Wind logo and nautical compass are original graphics for the project.





Assignment:
Design a candy box for the Rocket Fizz franchise in Robinson Twp. Shopping Center. Showcase the mood of the candy store and determine what form of box would be the best fit for a candy box. Go to the store and collect research on common candy and soda sold, the target audience and the intended purpose of the candy box.

Description:
Rocket Fizz has a bright and playful logo. By using a lid and base, the box can have multiple sides that capture the mood of the Rocket Fizz brand. Pop art is a common theme that the Packaging Design class stated when doing research on the store and its products. The lid has a simple yellow background with magenta dots repeated around the edges of the lid and three locations for the Rocket Fizz logo to be showcased. The base is double sided and features a magenta and yellow outer space pattern with planets and a rocket ship.

I decided to keep the design simplified to yellow and magenta color plates in order to keep production costs of the box low. The logo inspired me to take an outer space approach and really create a captivating base that would have customers looking on every side to see the whole design. As for the lid being so simple compared to the base, it allows for the branding to be showcased and seen at every angle.

Featured in the juried 2017 Gold Show.



Assignment:

Design a paint can brand that could be sold in the Museum of Modern Art's gift shop. Consider a wrap around label, its size and the store's style.

Description:

Omuboro Orange is the first paint can within the Western African Tribes Collection. The wide band showcases the exact color of paint within each can and the name reflects the native African fruit that matches the paint color. The typographic treatment was inspired from optical art designed by Bridget Riley. From a distance, the type will look like a solid shape of color in a wavy pattern. Up close, a shopper can find a hidden message within the type stating "Paint color is the mood of the room." The collection stays within a five color theme.

The color theme was derived from research on global color schemes from around the world. By tying it in to African fruits, I believed it would provide the paint collection with historical reference in order to be considered as a product that the Moma could possibly stock in their store. Ackee Apple and Ope Pineapple would be shelved next to each other to create a section of shelving in a store that shows a wavy pattern and provide an interesting store display within the paint section.

Featured in the juried 2017 Gold Show.





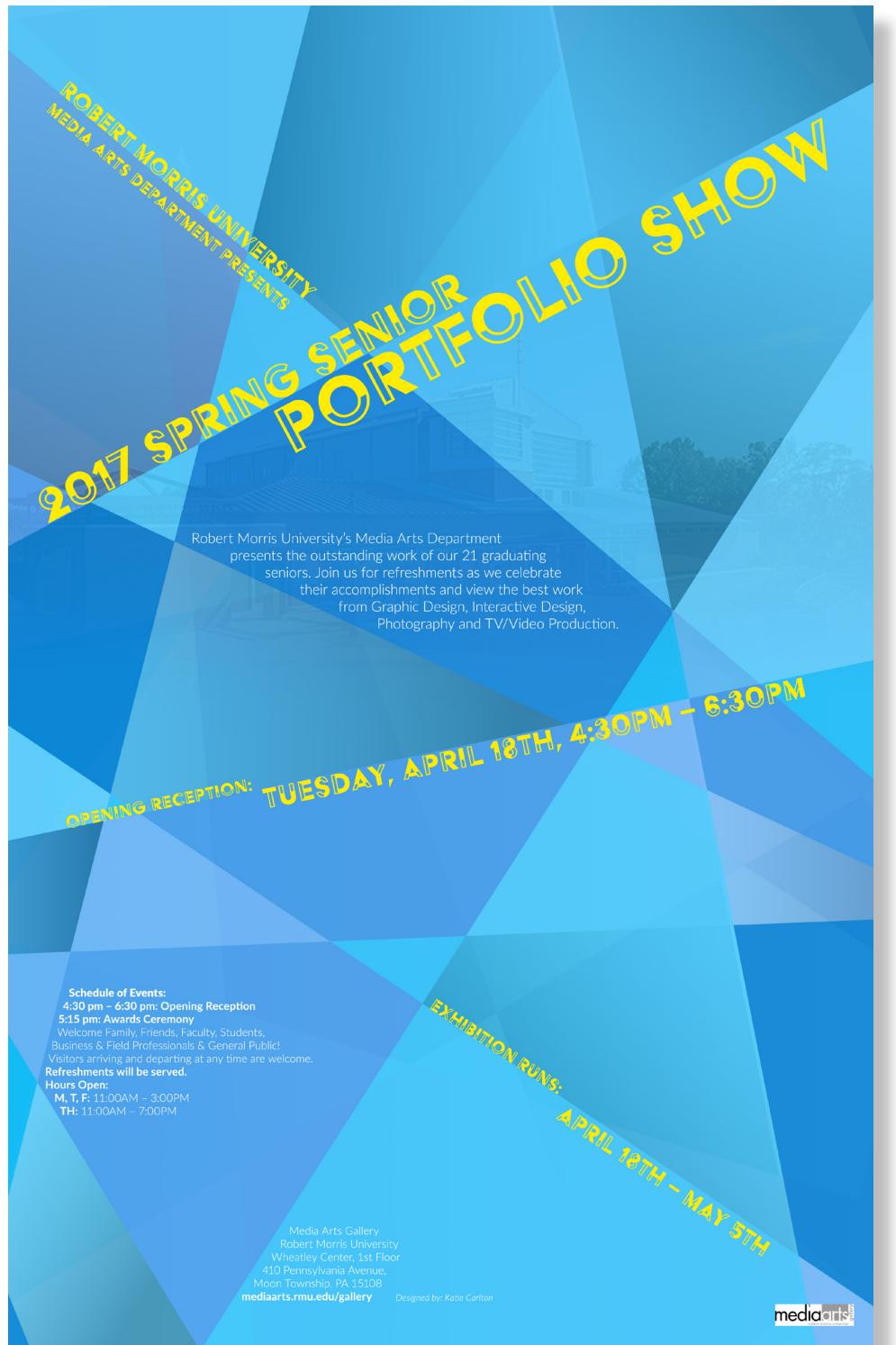
Assignment:

Design a label that would be applied to a glass container through a rub down method to simulate sand blasting. The label must be PANTONE 3115. Also, develop the product that will be inside the glass container.

Description:

Restore is an original natural sugar scrub brand. The logo is inspired by a eucalyptus leaf and a bubble resting on water. The logo works well with the PANTONE color selected by the Packaging Design class. The full label adheres to basic packaging standards. The brand name is derived from translations for “relax” and “breathe.”

I decided a natural sugar scrub would be an ideal product that a consumer would find appealing for taking care of the skin. The brand would begin with eucalyptus, cinnamon and lavender. Each jar holds about four ounces. During the product testing, testers found the sugar scrub to work great with their sensitive skin and believed the packaging to showcase the product in a natural design approach.



Assignment:

Design a poster for the 2017 spring senior portfolio show for the faculty and staff to vote upon and use as promotion of the show to the public and around campus.

Description:

The poster showcases the Wheatley Center in the background as the majority of the media arts program is housed within Wheatley. The shattered glass element simulates stained glass and the quality of work from the students within the media arts program shattering the glass walls of the design industry. As for the contrasting yellow and blue color palette, it shows a transition from winter to spring. This poster made it to the final review process.

