Purist:

Purist is an organic vodka that caters to an upscale market. It focuses on clean lines, simple typography and an overall 'pure' feeling.

contributors:

Elizabeth Abshire: Graphic Designer/Art Director.
Alex Abercrombie: Photographer

objective:

Our objective for this project was to successfully create and brand a product. I chose vodka because of my love of 'clean design'. I really wanted to get across an 'upscale' feeling without losing the simplicity of the piece.

strategy:

I used the 'organic' aspect of my product as a jumping off point. I feel like that set the whole tone of the piece. The sharp contrast of the leaf background, to the black of the supplemental labels as well as the transparency of the bottle, helped to complete a more minimal and 'upmarket' packaging.
ad campaign:

‘Cash Crop’ is the concept I developed for this campaign; it went along with the ideals of growing locally produced and distributed food.

actual size:

- black & white: 10.8x10.8
- magazine ad: 7.75x10
- poster: 14x18

contributors:

- Elizabeth Abshire: Graphic Designer/Art Director
- Alex Abercrombie: Photographer

objective:

Because 'global warming' is so frequently talked about, it’s hard to stand out and be more than just 'white noise.' I wanted to present the reader with an option to help them invest in the issue. It was very important that they be called to action in a relatable way.

strategy:

I included immediately recognizable symbols (such as the dollar bill) in my ad campaign to draw your attention in. It was important to me to have an immediate call to action which allows shows the reader the benefits of implementing the ad's advice. I also went to great lengths to make sure my ads were diverse but unified in theme. I think I carried this off, again by my use of symbols. (The dollar bill, the penny and the piggy bank).
Going green is more than just a catchphrase. Today in the U.S. more than 40% of our fruit is produced overseas; it has to travel an average of 1,500 miles from where it was grown to get to us. All this travel in refrigerated trucks takes its toll on the environment and our pocketbooks. By buying locally, you not only help protect the earth and bolster the local economy - but you run the risk of saving some serious green.

Learn how you can make a difference by going to wwf.org.
Going green is more than just a catchphrase. Today in the U.S. more than 40% of our fruit is produced overseas; it has to travel an average of 1,500 miles from where it was grown to get to us. All this travel in refrigerated trucks takes its toll on the environment and our pocketbooks. By buying locally, you not only help protect the earth and bolster the local economy— but you run the risk of saving some serious green.

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Grad Show Invitation:  
(choose your own adventure)

This invitation was supposed to resemble a twist between a flowchart and a 'choose your own adventure game'. The concept was by Areli, she really spearheaded the art direction. My main job was typography. It was a wonderful experience on how to work in a team.

actual size: 22x17

contributors:
  Elizabeth Abshire: Typography/Production
  Areli Nathanson: Art Director
  Carrie Strauffer*: Color/Production

objective:
  Our objective was to bring a 'fun' 'whimsical' aspect to our grad show.

strategy:
  We coupled inside jokes with design stereotypes and hopefully created a fun experience that compels you to examine it further.
{logo sheet
(series of logos)

{the pizza factory
A fun and colorful logo created for 'the pizza factory'-I tried to create whimsical lines and bright colors to imply 'family'.

{thomas wines
I wanted to marry classic elegance with a more 'fun' appeal in this logo, the counters are all formed of corkscrews, which I think is a fun addition to an otherwise simple logo.

{franklin publishing:
With this logo I wanted to play a bit with perspective-because it was a publishing company I tried to imply the abstract shape of a book-the key came from the name 'Franklin' who was a self publisher.

{independent films
Being 'unique' was the most important element in this logo-I wanted to display something 'different' but also reassembled of 'classic' films and logos.
winter concert poster:  

This poster was created for the SFCC music department—it represents their winter concert series.

actual size: 11x17

objective:
It was important to create a poster that both suited the music department as well as showcased good design.

strategy:
Sometimes words express more than images, for this concept, I tried to marry the two. With words that are both associated with the technical and the emotions aspects of music, I used typography to create the image of a cello. With all the overlap of text, I tried to simplify the layout of the information, as well as the background.
*JAZZ COMBOS
MARCH 4
COMMUNITY BAND
AND ORCHESTRA
MARCH 10
BIG BAND NIGHT
MARCH 13
COMMERCIAL BAND
MARCH 6
CHORAL MUSIC
MARCH 11

3410 W
FARRINGTON DR
7:30PM

SPOKANE FALLS:
COMMUNITY COLLEGE
COMMUNITY BUILDING AUDITORIUM

Person(s) with a disability requiring any auxiliary aids, services or other accommodations services or other accommodations should call the Disability Services office at 509-456-4100 or TTY 533-2828.
t-shirt design:

gd club shirt 1
A shirt I designed for the Graphic Design Club at SFCC-I wanted to include all the design elements, (line, shape, texture) as well as give us an overall logo for the club. The colors were chosen because of their complimentary nature.

wcwc shirt
This shirt was designed for the West Coast Christian Worldview Conference-It was supposed to follow their ‘warrior’ theme, as well as represent a trendy shirt that kids would want to wear.

gd club shirt 2
Coming in second place, this shirt was designed based on old lead type setting. The ‘grunge’ styles at the bottom of the shirt represent the old ways of printing being included with the new.
CLUB

GD club 1

WCWC Westcoast Christian Worldview Conference

GD Club 2

T-SHIRT DESIGN
This project encouraged us to create an eye catching poster as well as showcasing our typography and layout skills on the back for the mailer aspect.

actual size: 12x25

Making something compelling to look at was our first objective—we needed to be able to catch people’s attention and interest them in the event.

Preflight was an event where you were trying to make an impression; with this in mind I really wanted to capture the essence of a good impression; being memorable. My concept of an exclamation point - I was hoping to imply that the make you make will be an impressionable one.
make your mark.
An add bringing global warming to the attention of the public, this ad was made to run in both magazines and newspapers.

**objective:**
Concepts are hard to come by in this topic, because I feel like so many have been over used. The hardest thing to do is to be original in an oversaturated market.

**strategy**
I created a license plate with the headline for my ad: ‘Home Grown’ is the concept of buying locally produced and distributed foods, so I used the back of a vehicle to symbolize the mass transit of agriculture. I also tried to include design elements in the layout of the type, to add visual interest into reading the copy.
...all you had to do to reduce global warming was eat locally produced food? Today, the food choices available in supermarkets come from all over the world. All of this "traffic" in food requires staggering amounts of fuel—generally by refrigerated airplanes or trucks. Food transportation is one of the fastest growing sources of greenhouse gas emissions and it's within our power to stop it.

For more information, and ways that YOU can help, visit www.wwf.org
Silhouette: (fashion magazine)

Silhouette is a magazine I designed based off of European fashion periodicals.

I created all the ads for this magazine.

Objective:
Making this look not just believable as a magazine, but making it stand out on a newsstand was probably our biggest objective for this project. I wanted to create a magazine that was elegant and 'upscale'.

Strategy:
I used very muted colors in this piece, and very free kerning and tracking. I wanted the words to float more than impact; it was important to keep them lighter to balance off the white space of the columns.
The Ugly Truth About Beauty

The media, and what they tell us about culture.

Is plain and chunky the new beautiful? The signs are promising. ABC’s “Ugly Betty” has become one of this season’s most popular TV shows, and its star, America Ferrera, won a Golden Globe without a looking-pretty dressing — at least not by today’s standards. Rethinking beauty, “Is in the eye of the beholder,” Michael Benson, ABC Entertainment marketing executive, told USA Today.

Jeanette Haddad, the sociology and communications professor at the University of California at Davis, says that these signs are part of a larger trend towards “body acceptance” and a shift towards self-acceptance. She notes that in the past, beauty was often defined by a narrow standard of physical perfection, but today, there is a growing acceptance of diverse body types.

In the past, beauty was often defined by a narrow standard of physical perfection, but today, there is a growing acceptance of diverse body types. This shift is not only seen in the media, but also in the way people perceive beauty in their daily lives.

For example, in the past, women were often judged by their weight and appearance, but today, people are learning to appreciate and embrace their individuality.

Similarly, men are also seeing a shift towards beauty that is not limited to a narrow definition of attractiveness. This is helping to reduce the pressure on individuals to conform to a certain beauty standard.

In conclusion, the shift towards beauty that is not limited to a narrow definition of attractiveness is helping to reduce the pressure on individuals to conform to a certain beauty standard. This is not only helping to improve self-esteem, but also promoting a more accepting and inclusive society.
Alice Playbill:

The cover of this piece began as a fine art project; when it came time to put together my portfolio I wanted to create something unique with it. The result was the playbill for a musical that doesn’t exist.

objective:
I came into this project trying to stay 'in theme' with the book. I wanted everything to look like it belonged, not only together, but within the confines of the story itself.

strategy:
Throughout the process it became very important to me to keep the inside typography whimsical and light—I wanted to be able to transpose some of the absurdity of the story into the layout of the booklet. Because the cover was so busy, colorful, and textured, I wanted the inside to be a contrast, and tried to stay as clean and open as possible.
native american poster:

Like my playbill, the image in this poster started out as one of my fine art pieces. It consists of a collage of Native American people, clothing, and ceremonial gear. I wanted to be able to transform this poster I had done for myself into something saleable.

objective:
When I approached the idea of doing a poster for the MAC I wanted to ensure that it followed their own 'brand' of advertising it was important for me to make sure it looked like something they would use.

strategy:
I tried to simplify the 'busy' and textured image of the poster with clean typography and simply shapes as outlines. I wanted to keep everything very simple—which I think embodies the MACs design.
The Northwest Museum of Arts & Culture is proud of its collaboration with the region’s four Northern Plateau Tribes: Colville Confederated, Kalispel, Coeur d’Alene, and Spokane. In addition to exhibits which focus on American Indian culture, history and art and feature objects from the MAC’s nationally recognized collections, the Museum also hosts special events which celebrate the tribes’ rich culture.

For information on specific times and events visit our website www.northwestmuseum.org