project
Package design

objective
to create a warm identity for a unique bottle

strategy
I started with a unique bottle shape in a warm buttery yellow tone, then added the flourish to complement the organic type
Menu

project

Objective
create an identity for a bistro

Strategy
I chose a fresh color close to 'olive', & used a clean font to keep the design bright & fresh, complementing the restaurant

pasta, pasta, pasta
Served with hand-baked sourdough bread & your choice of homemade vegetable soup or pasta salad. Vegetable lasagna, pasta salad, & salad $7.99

5.99 Spaghetti w/Marinara
6.99 Rigatoni w/Marinara
4.99 Penne w/Marinara
4.99 Manicotti w/Marinara
4.90 Cuccentini w/Marinara

Available at a time close to bread & fresh-baked sourdough bread & your choice. All homemade sauces lemon juice & fresh herbs added & salad & balsamic $9.99

Each day, we make our own sauces and soups from the freshest ingredients.

promise.

 Ashley Hanson
project

CREATE A MAGAZINE

objective

CREATE A LAYOUT & FEEL FOR AN INDIE MAGAZINE

strategy

I incorporated different creative elements - like hand-sketched pieces, & playing with typography - to create the "indie" feel to the magazine.

"I WEAR WEIRD THINGS. SOMETIMES I LIKE TO DRINK COFFEE. NEITHER OF THOSE THINGS HAVE ANYTHING TO DO WITH WHO I AM."
create a fine-art catalogue

strategy

In order to showcase the artist's work, he tried to keep the design simple and clean.

project objective
WHAT: Decade Bowling Party

WHERE: North Bowl

WHEN: April 15

HOW: $10 per person, all you can eat

GIVE TO: All Birds

WHY: Well being the mission of having an exciting event

 Whoever you are who doesn't have a sports thing this is perfect

strategy: we need to use a lot of energy in a creative way

Church project

drum b Hanson
Project: Global Warming Campaign

Objective: Create a campaign using visual analogy

Strategy: We shot ice cream in the studio as it was melting, then used Photoshop to add the continents to make the analogy of a melting world.

5 of the HOTTEST years on record have occurred within the last 7.

Most of Earth’s 18,000 glaciers have been slowly shrinking as the climate warms up from both natural causes and human activity.

Anthropocene (noun): the study in which human activities are the main driver of the global climate system.

Please visit www.wwf.org to get tips on what you can do to help our environment.
Project: Portfolio Show Invite

Objective:
Create a piece that represents the graphic design program graduates.

Strategy:
I took a popular band's CD cover and transformed it into words and signatures of the graduates featured at the portfolio show.

May 30th
Free PD
SFCC Spearfish Community College
The Spokane Advertising Federation, a member association of the American Advertising Federation, comprised of advertising and media professionals, sponsors this local ADDY® Awards Competition. Proceeds from the Spokane Advertising Federation ADDY® Awards help support the club’s educational programs, public service projects and proactive government relations efforts.

All Silver and Gold winners are forwarded to the District competition comprised of Washington, Oregon, Idaho, Montana, and Alaska. They are judged against specific criteria defined for our region. All Gold District winners are then forwarded to the National ADDY® Competition.

Students from across Washington State met with local professionals during the annual American Institute of Graphic Arts’ (AIGA) annual Reality Check event. From interactive workshops to portfolio reviews and portfolio reviews, students got hands-on feedback from experienced design professionals. Reality Check is the opportunity for students to bring 7-10 pieces and let reviewers check your understanding of the basic principles and show behind creating a professional design portfolio.

Strategy

I incorporated the “grunge” feel into this layout by adding paint splatters and layering.
welcome back to reality

PREFLIGHT:
Student Portfolio Review

project
Preflight Portfolio Review

objective
to use humor to make the event relatable to student designers

strategy
play off of a similar event titled “Reality Check” using a flight attendant to bring you back to reality after an honest portfolio review. A retro font was picked to complement the retro image/feel.

ashley hansonn
project
Spokane Community Colleges Holiday Card 2007

objective
2 color professional holiday card

strategy
I was able to keep the design clean and friendly by simplifying the colors and hanging/tilting “Happy Holidays”
project
iPulse website (Life Services)

objective
create an informational site that is clean & relevant

strategy
clean & grunge elements to attract teens to the site
project
Appeal to life services

objective
create trendy guys shirts
gals shirts
sweatshirts

strategy
"manly" guys and "feminine" gals shirts.

I played off of the word "beat" by adding the ipod on the sweatshirt
thank you