

Kerrigan

welcome to
my portfolio



I hope you
enjoy the
view!





Table of Contents

4 *Raw Doggin' It*
Publication Design

6 *Krasny Kava*
Branding, Packaging, and Publication Design

8 *Timberland*
Publication Design

10 *War and Penance*
Illustration

12 *The Coffee Boiler*
Branding, Packaging, and Web Design

14 *Save the Bees*
Illustration

16 *Shots and Ladders*
Branding and Packaging Design

18 *The Order of the Lily*
Branding Design

20 *Higgins Brew*
Packaging Design

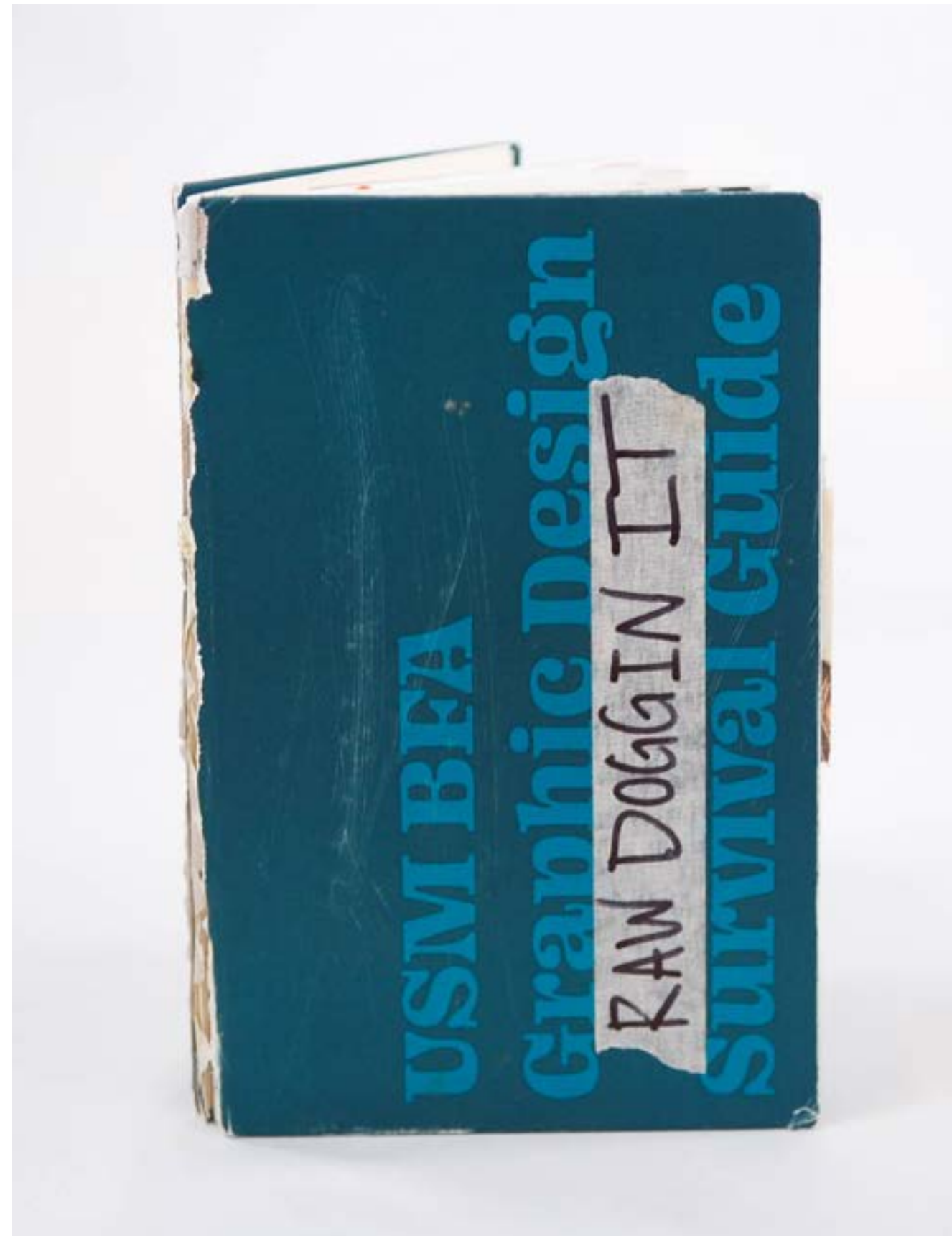
22 *Skateboard Style Study*
Illustration

24 *The Crafty Roaster*
Senior Capstone Project

28 *HCC Posters*
Illustration, Professional Work

Raw Doggin' It: USM B.F.A. Graphic Design Survival Guide

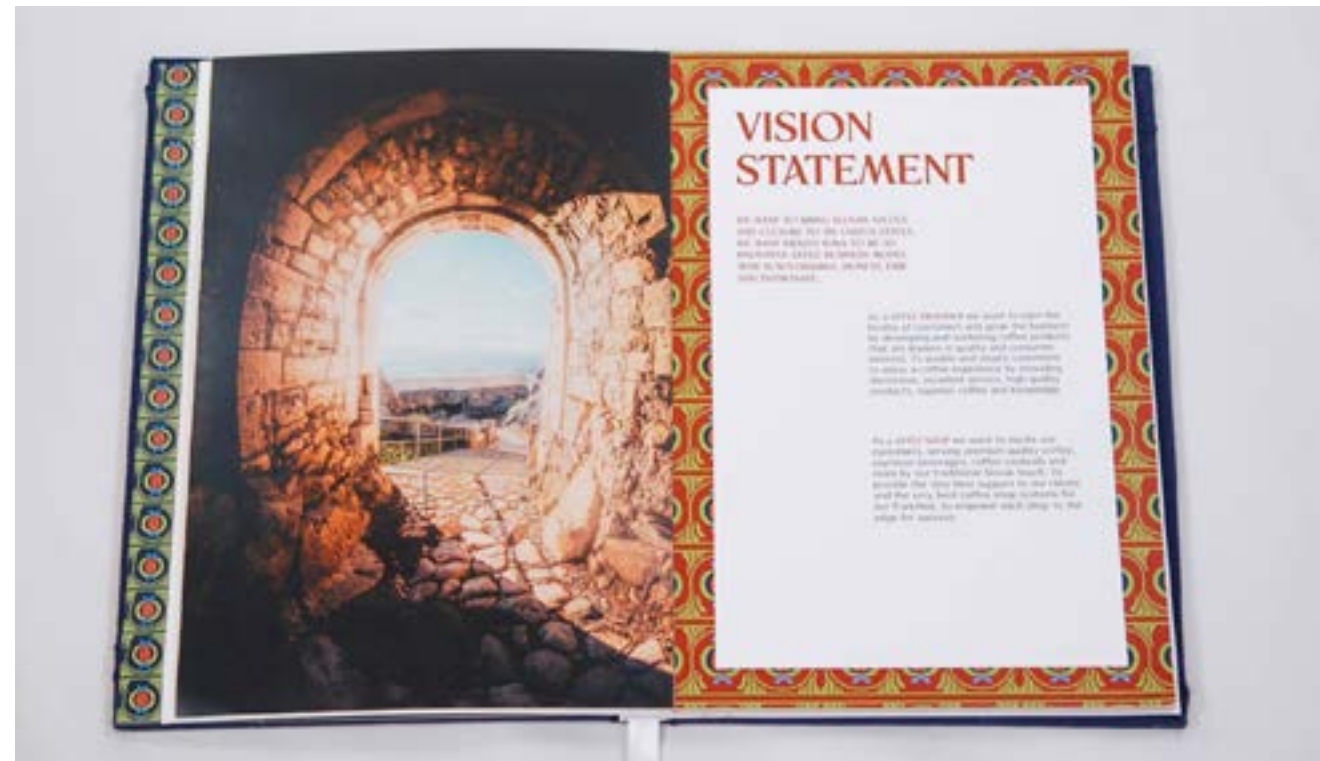
Raw Doggin' It is a survival guide to USM's B.F.A. Graphic Design Program. The title of this guide perfectly embodies how I started the program, no idea what I was getting into, but was ready to go. My "end of semester" attitude and that all of my papers from class were just shoved loose in my notebook and book bag also inspired this title and the aesthetic. The aesthetic for this publication is based on messy and random collages, notes, and photo journaling. The content of this guide is a mixture between my personal experience in the program and advice that I would give to incoming students. This project is how I figured out my own personal style.



Krasny Kava

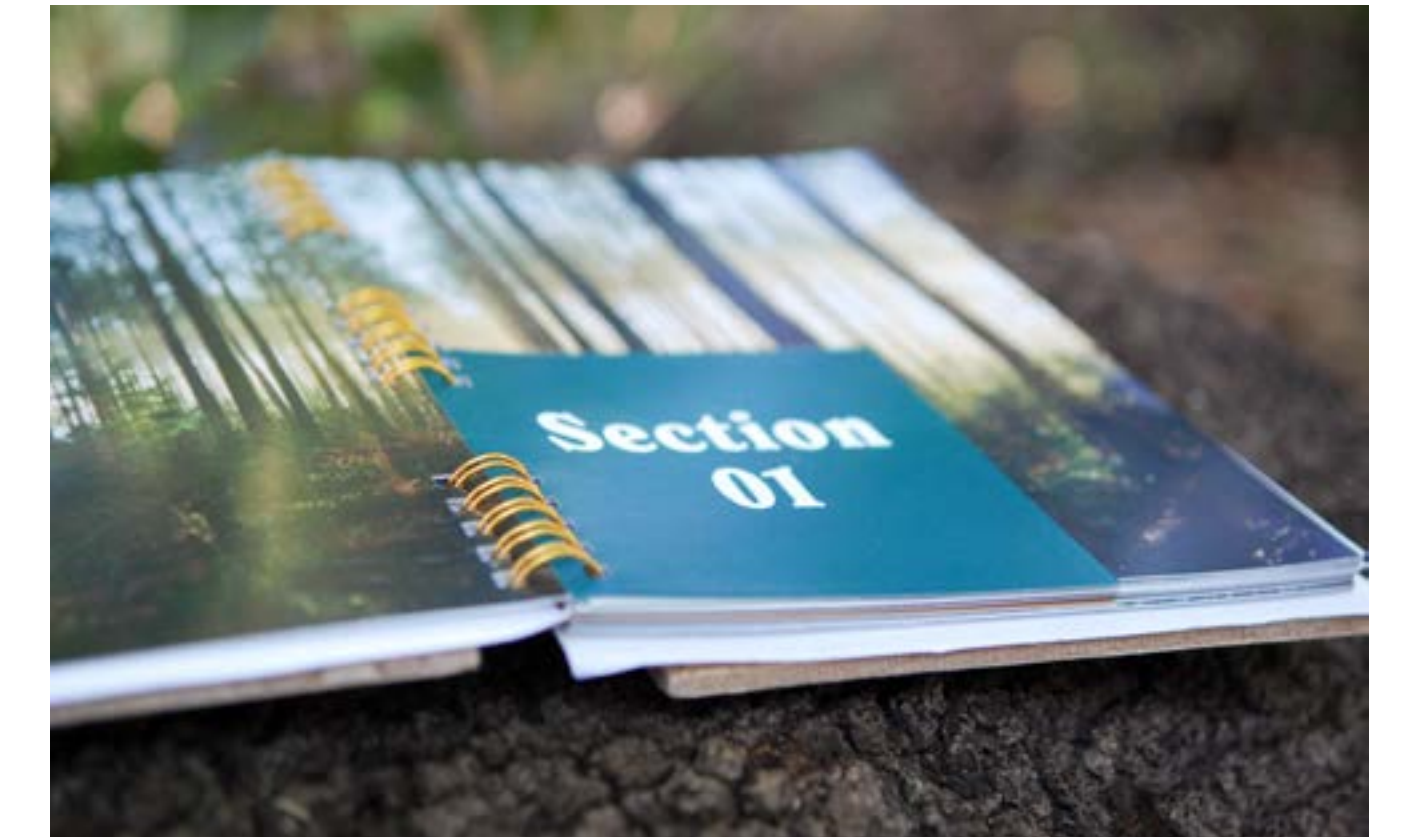
Cultural Style Study (Slovakia)

Kràsny Káva is a Slovakian inspired brand whose name means “Lovely Coffee.” For this project I had to pick a country from a list and use it as a theme for a coffee shop that we would design branding, coffee bags, a menu, and an investor’s look-book for. We were to do this by being respectful to the country and keeping the design and content culturally appropriate. When brainstorming branding ideas, I was very inspired by Slovakia’s intricate embroidery patterns, especially ones seen in their traditional folklore attire. I ended up creating my own simplified embroidery pattern, using a coffee bean as the center motif. I then combined it with the Slovak design trend of letter stacking.



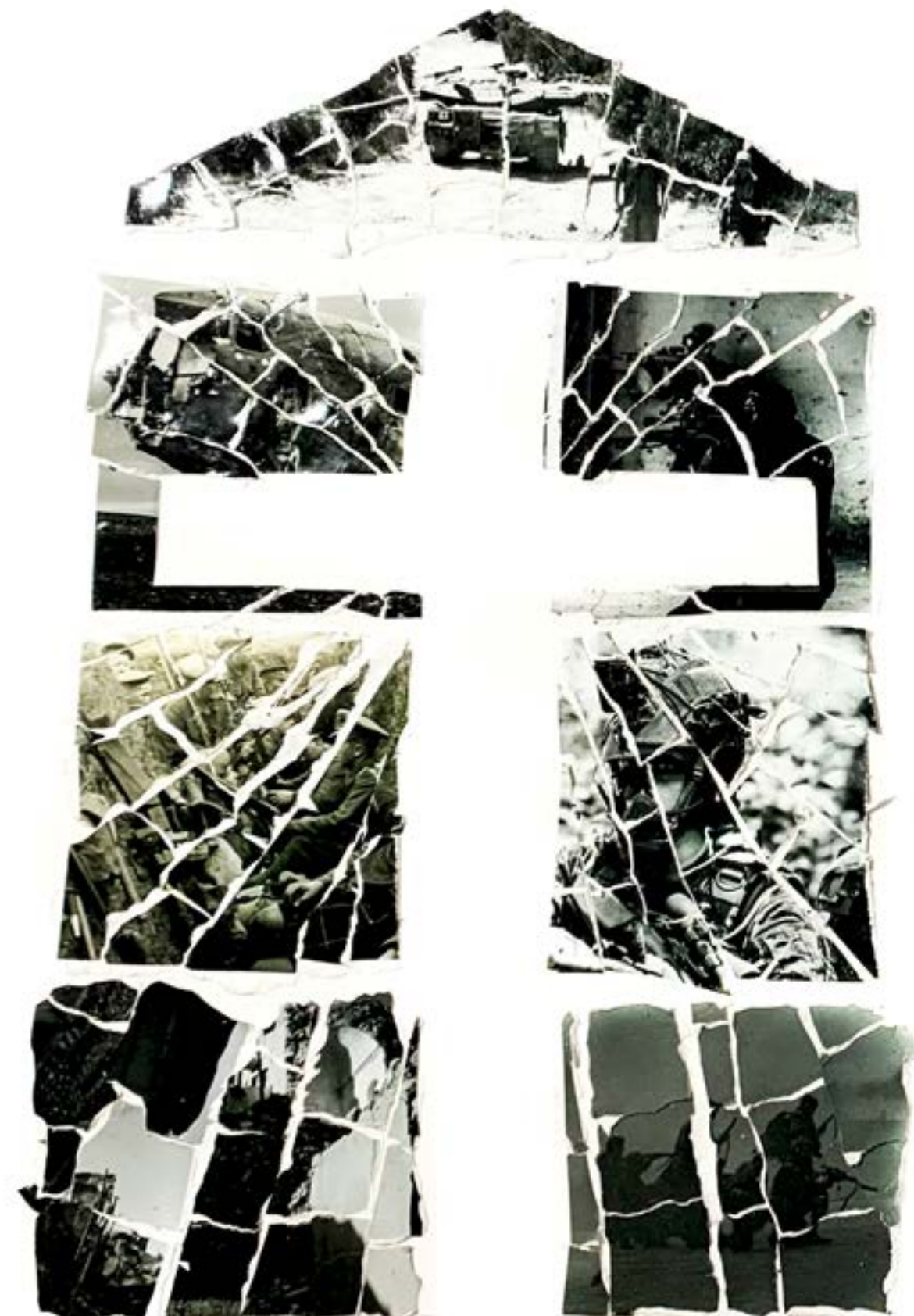
Timberland Annual Report

This is an annual report for the boot and clothing company, Timberland. I really wanted to focus and showcase the environmental aspects of what Timberland stands for. I use an earthy aesthetic and a nature inspired color palette. Each section is color coded and displays images with similar tones to that section's color, as well as the images represent those colors. There are also special pages incorporated throughout the book, such as mini pages to introduce each section and die-cut pages to emphasize certain elements.



War and Penance

War and Penance is an illustrated magazine cover and article spread for the magazine *CommonWeal*. The illustration had to be created by using photo manipulation. Both the cover and spread are based on the article titled "War and Penance" found in the issue. The article discusses a soldier finding religion through and after war. I wanted to emphasize seeing religion and hope through the brutality and horrors of war and I was inspired by stained-glass windows, a commonality in Catholic Churches. I created my own stained-glass window made up of torn images of war and on the opposite page, I used images related to Christianity to create a sort of shelter to show protection and security.





The Coffee Boiler

The Coffee Boiler is a Western American Breakfast and Coffee inspired Food Truck. The identity is based off of cattle ranch brands and the good ole' American Cowboy. I wanted this brand to emphasize the cowboy culture and by doing so, I used a muted, desert inspired color palette and included western sayings in my copy writing. For the food truck, I created the following packaging items: a box for pancakes/french toast, two coffee cups, a tray with a bag cover, two bowls with lids, and a carrier that holds all items together. Below is a link that if copied and pasted, will give you a look at the Coffee Boiler website.

<https://youtu.be/yvEFidItYx4>

Save the Bees

Save the Bees is a social awareness poster meant to bring attention to the endangerment of bees. There are a lot of things that bees contribute to in our everyday lives that we need them for. Bees play an important role in our everyday production and consumption of food, and pesticides that are used in farms and gardens are toxic to bees and are killing them. The goal I had for this poster was to take a passive aggressive approach to influence people to use organic fertilizers and weed killers. What really emphasizes this message is that it had to be created with unconventional materials, no computer allowed for the illustration. The materials used to create this message include: dirt, honey, honey comb, beehive trays, dead bees (purchased online!), lemonade mix, sunflower seeds, and fake flowers and grass.





Shots and Ladders

Shots and Ladders is a 21+ board game based off of the game-play of chutes and ladders and the added twist of cards. The rules of the game are simple; land on a ladder, take it up and pull a "ladder" cards, land on a spilled drink stain, pull a "shot" cards. I wanted to create very bright and fun branding for this boardgame, while still keeping things very legible so the players could still easily read things as they become more intoxicated. The aesthetic for this game is quirky collages and mixing black and white, vintage photographs with colored images from today's time. I hint to that in the brand logo, which is made up of cut-out letters from a variety of sources. This project was a lot of fun to work on, and what really got me interested in using quirky collages in design.





The Order of the Lily

Secret Society

The Order of the Lily is a secret society based off of the Catholic St. Anthony of Padua. St. Anthony is the patron of lost things and it is believed that saying a prayer to him will help you find what you have lost. I took this idea and created a society for people who love to find things. It has been scientifically proven that our brains produce endorphins when we find something that has been lost. So, taking that idea, I created an invitation set to "The Gala of Lost Things," where members would attend and see a gallery of lost objects that have been found. This invitation set includes: an invitation, save the date, ticket to the event, and a promotional piece. The branding for this society was heavily inspired by the Catholic faith, stained-glass windows, and prayer cards. The lily motif is used throughout the branding since a white lily is a symbol associated with St. Anthony, hence the society's name, The Order of the Lily. The idea behind this project was extra special, for my great grandmother's favorite saint, is St. Anthony.



Higgins Brew

Historical Style Study (WWII American Heroism)

Higgins Brew is a World War II inspired beer company. When creating the aesthetic for this project, I was highly inspired by the numerous propaganda posters and ads created during this period. I also pulled a lot of inspiration from inventions created for WWII, especially the American invention and technology of the Higgins Boat. I wanted to base my brand and beer off of this invention and emphasize the patriotism of America, and what's more American than beer?



Skateboard Style Study

This is a skateboard style study on the graphic designer, Tad Carpenter. These skateboards are supposed to visually represent sarcastic phrases and puns. I chose the phrases "That's What She Said," "Beat My Meat," and "Nice Buns" to base my designs around (I apologize for the crassness of them). Tad Carpenter is a very illustrative designer, and I needed to find a way to illustrate my phrases without being overly vulgar. I decided to go with innuendos and using fruits, meats, and pastries to simulate body parts. I also experimented with different kinds of type treatments that Carpenter uses in his children books. I had a lot of fun illustrating and creating this project. It definitely made me go out of my comfort zone a bit, since this was the first time I was using a very illustrative style. But I am so glad that I was able to explore this illustrative style, because it opened the doors and I like to incorporate more illustrations in my work now.

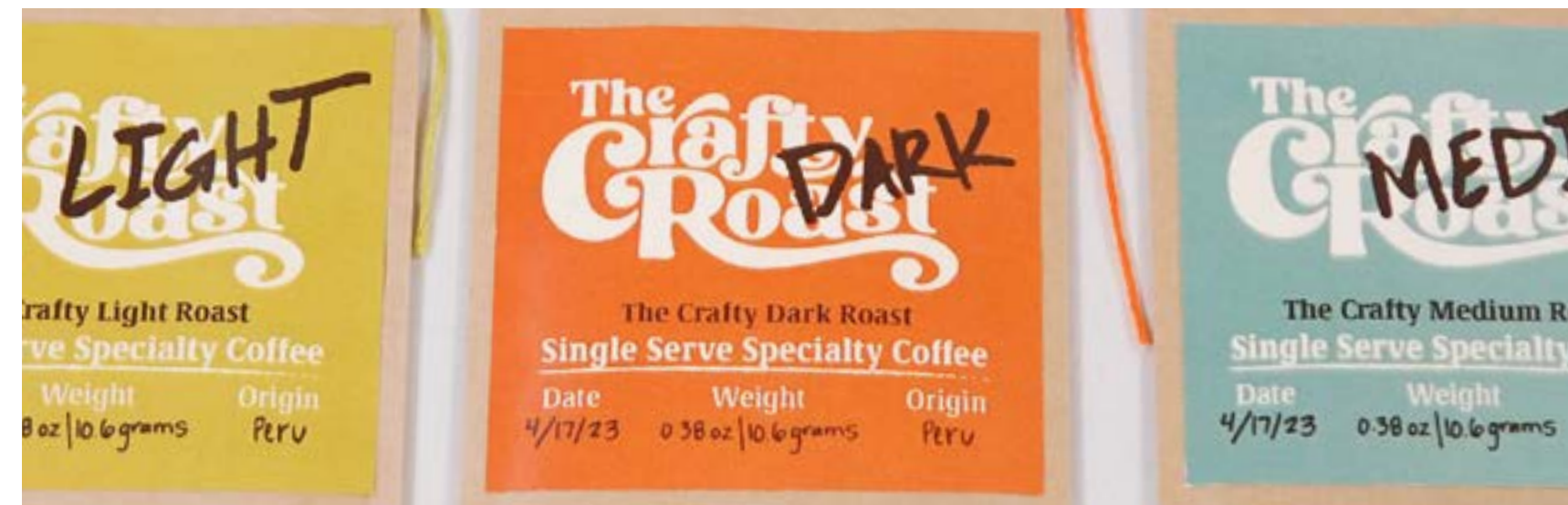
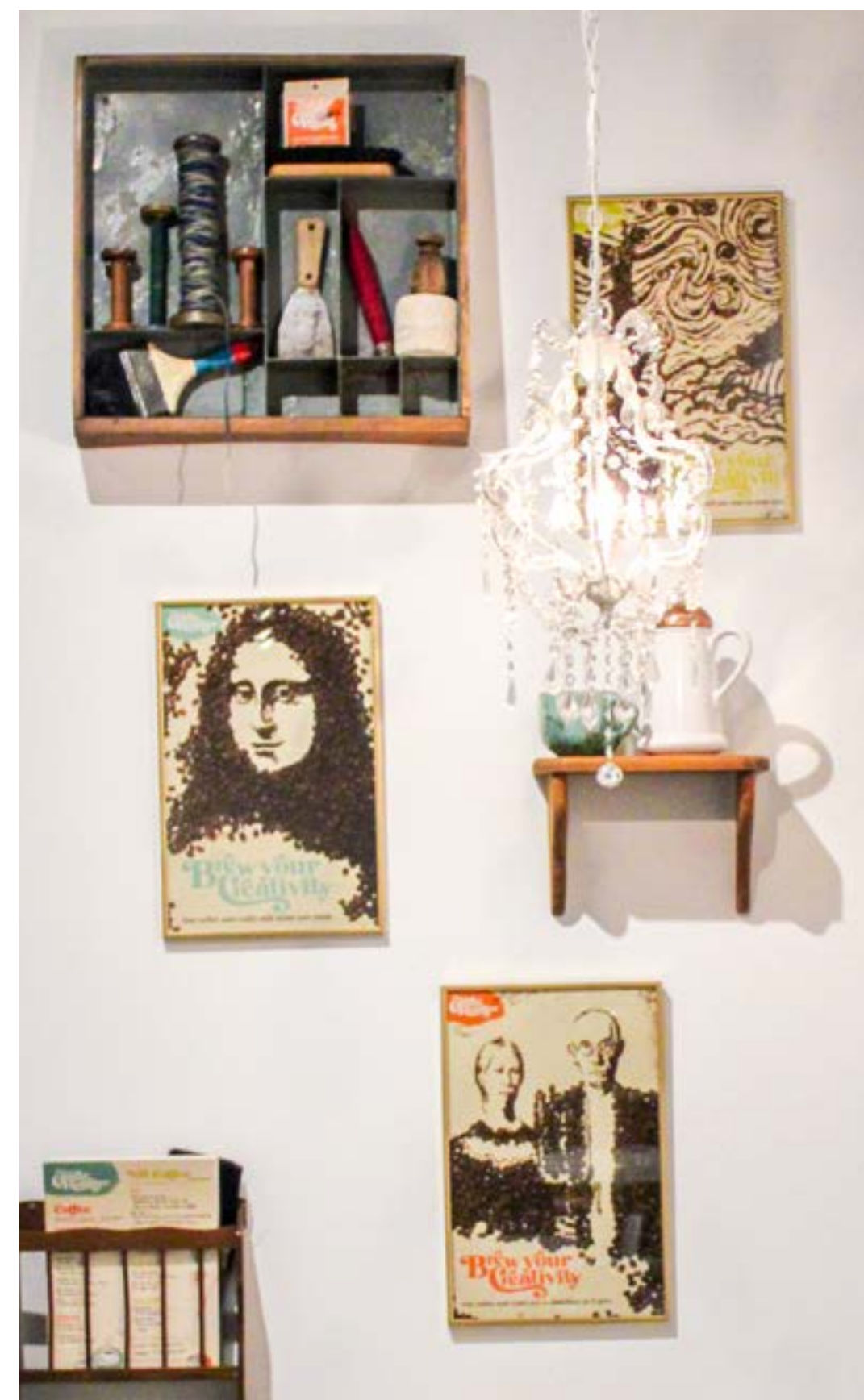
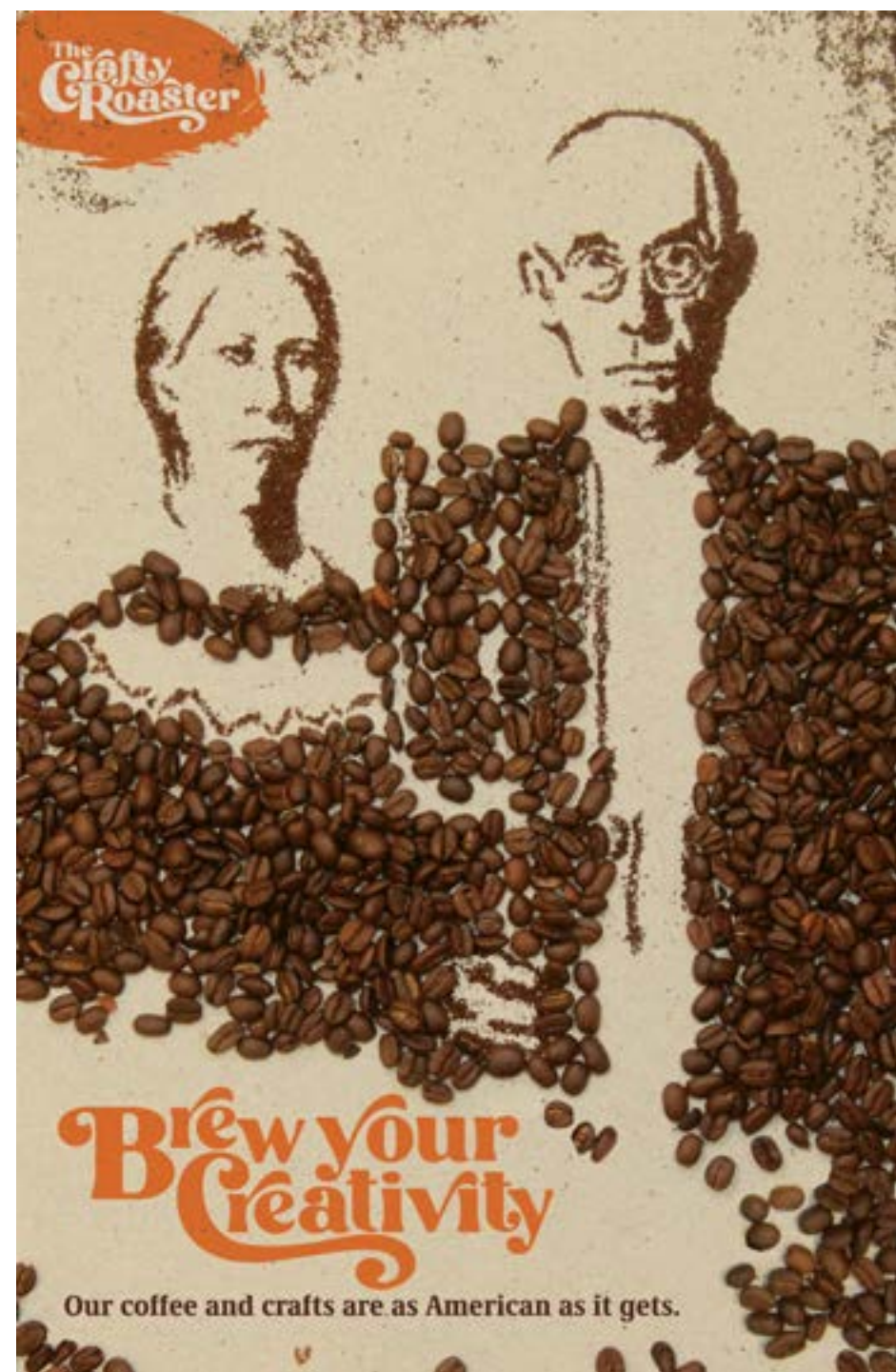




The Crafty Roaster

The Crafty Roaster is an arts and crafts coffee house where people can come in, hang out, and pay a flat fee to have access to a wide variety of arts and crafts supplies. The objective is to promote creativity and community in a laid-back environment and without the stress of the commitment of purchasing expensive art supplies before you even know if you will like that activity. A visual identity was created to emphasize the hands-on aspect of arts and crafts by using hand-drawn illustrations and appealing to the exciting yet calm atmosphere of a coffee shop by using retro inspired type and colors. The Crafty Roaster creates an exciting hands-on experience in a relaxing coffee shop environment.





Hattiesburg Convention Commission Posters

The Hattiesburg Convention Commission (HCC) is a tourism/hospitality company who's mission is to enhance the lives of their neighbors and grow the economy of Hattiesburg. The HCC owns 11 different facilities including the Hattiesburg Zoo, Saenger Theater, Hattiesburg Pocket Museum, the Sixth Street Museum District, and Sarengeti Springs Water Park. As the Graphic Designer for the HCC, I am tasked with creating event branding, posters, and digital graphics for the various facilities. The Posters shown have all been hand illustrated by myself for events put on by the HCC. From left to right: Hattiesburg Zoo: Eggz-otic Egg Hunt, Hattiesburg Zoo: Blues and BBQ, and The Hattiesburg Pocket Museum: The Night of the Marauding Pirates.





Thank you!



#2435
TITY: 23.20KGS
1
3
ANTEXTIL:1018
MADE IN CHINA

see more at
kerriganjackson.com

