

Kerrigan

welcome to
my portfolio



I hope you
enjoy the
view!





DOWNTOWN
HATTIESBURG
Summer
GAMES



**SHOTS AND
LADDERS**

THE GAME WHERE NO ONE REALLY LOSES



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Hattiesburg Zoo 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. As Graphic Designer for the HCC, I am tasked with creating event branding, posters, and digital graphics for all of the various facilities, especially the Zoo. Most Zoo events are targeted for a family audience and are requested to have a playful and inviting aesthetic. The three posters shown on the left have all been hand illustrated and branded by myself for events put on by the HCC at the Zoo. From left to right: Hattiesburg Zoo's Eggz-otic Egg Hunt, Blues and BBQ, and Zoostock.



Blues AND BBQ

JULY 9, 2022
10 AM - 4 PM

CHILD - \$10 | ADULT - \$12
INCLUDES ADMISSION, TRAIN, & CAROUSEL
ANNUAL PASSES APPLY

LIVE MUSIC | BBQ THEMED FOOD | ANIMAL SHOWS | MUSIC ACTIVITIES
ZOOKEEPER CHATS | FACE PAINTERS | WATER INFLATABLES

ZOOSTOCK

HATTIESBURG
ZOO

2022

AUGUST 19
6:30 PM - 9:30 PM

**3 HOURS
OF LOVE
PEACE &
MUSIC**

**\$10 ADVANCED
\$6 AT THE GATE**

**GOOD
VIBES
ONLY**

HATTIESBURG

MISSISSIPPI

UNLIMITED RIDES ON THE PEACE TRAIN
& PSYCHEDELIC CAROUSEL

Downtown Hattiesburg Summer Games

In celebration of the Summer Olympic Games' 128th year, downtown Hattiesburg businesses and attractions held the Downtown Summer Games. Each of the ten participating establishments represented a different country and hosted an activity/competition of some sort. The goal was to design the graphics to appeal to everyone, while still including the 10 different participants and the countries that they are representing. The theme I wanted to convey was traveling, really emphasizing the different countries and businesses. I created one set of social media graphics just depicting the businesses and their chosen country and designed them as vintage travel stickers. I then designed a poster giving more detail about the events. From this, I created another set of social media graphics.



DOWNTOWN HATTIESBURG
Summer GAMES
JULY 27 2024
 STARTS AT 10 AM

Travel to each country & compete in the games!

DOWNTOWN HATTIESBURG Summer GAMES Travel to each country & compete in the games!
JULY 27 2024
 STARTS AT 10 AM

THE AUTHOR SHOPPE Book Hold Game 11 AM - 1 PM USA	BLOOMS Blooms & Baguettes 11 AM - 1 PM FRANCE	OH SNAP! THE MICRO VENUE A Minute to Win It! 12 PM - 1 PM JAMAICA
MAIN STREET GALLERY HUNGARY Make Your Own Boat 11 AM - 1 PM	NUESTRO ARTE MEXICO Speed Coloring 10 AM - 5 PM	

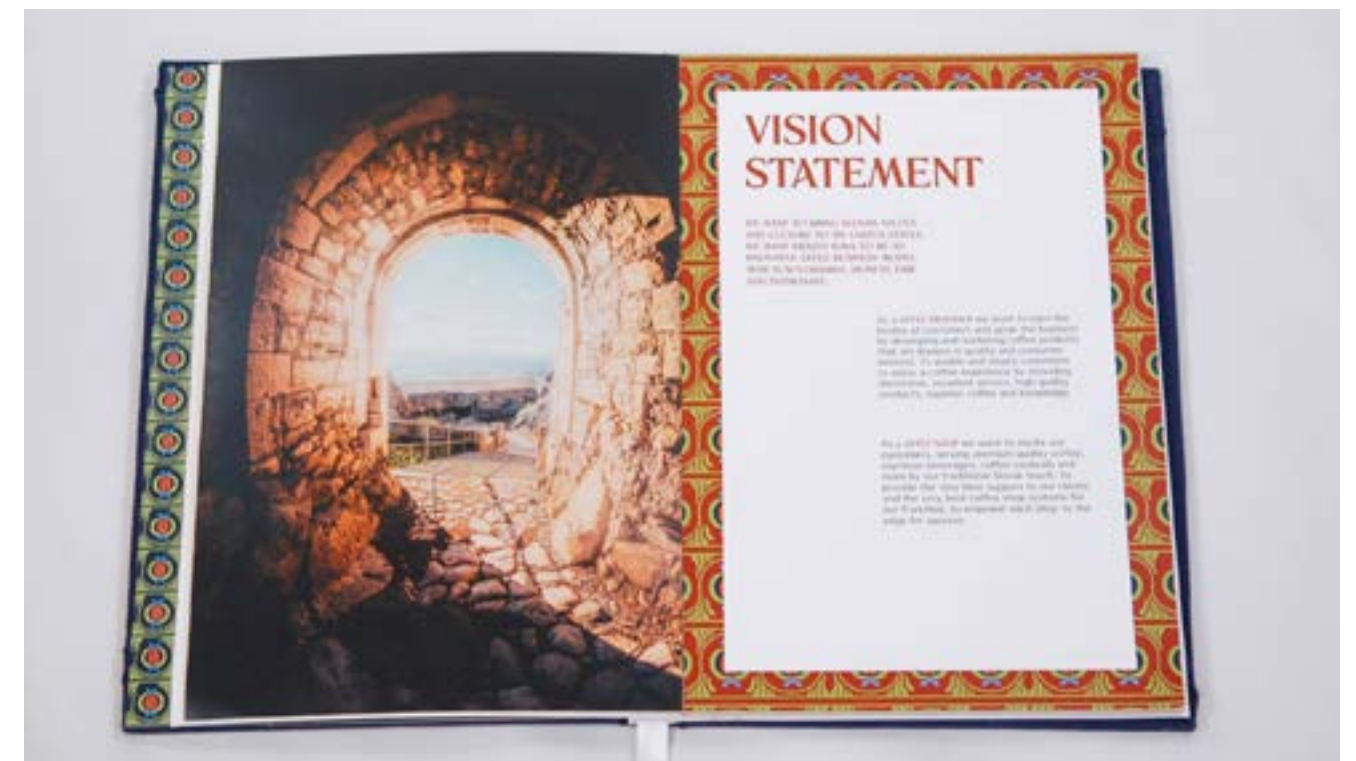
DOWNTOWN HATTIESBURG Summer GAMES Travel to each country & compete in the games!
JULY 27 2024
 STARTS AT 10 AM

HATTIESBURG POCKET MUSEUM Hobby Horse Obstacle Races 10 AM Medal Ceremony to follow around 11 AM GREAT BRITAIN	HONEY CLOTHING CO SAVVY PAIR SHOE BOUTIQUE AUSTRALIA Crocodile Ring Toss 10 AM - 3 PM	
ITALY TWIN FORKS Pin the Pepporoni on the Pizza Cork & Spoon Race 11 AM - 1 PM	WALNUT SQUARE GIFTS & STATIONERY Goombay Smashes Coconut Races Tinsel Hair & Face Paint 10 AM - 2 PM THE BAHAMAS	SOUTHERN PROHIBITION Beer & Brats Ping Pong Keg Lifting Competition 11 AM - 7 PM GERMANY

Krasny Kava

Cultural Style Study (Slovakia)

Kräsny 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.





KRÁSNY KÁVA



SVETLO PRAŽENÉ

LIGHT ROAST

BRIGHT, SMOOTH FLAVOR WITH
NOTES OF HONEY AND HAZELNUT

- ROAST ☺ ☺ ☺ ☺ ☺
- BODY ☺ ☺ ☺ ☺ ☺
- BRIGHTNESS ☺ ☺ ☺ ☺ ☺

NET WT 12 OZ (340g)



KRÁSNY KÁVA



STREDNE PREPEČENÉ

MEDIUM ROAST

SMOOTH, FLAVORFUL BLEND WITH
NOTES OF CARAMEL AND COCOA

- ROAST ☺ ☺ ☺ ☺ ☺
- BODY ☺ ☺ ☺ ☺ ☺
- BRIGHTNESS ☺ ☺ ☺ ☺ ☺

NET WT 12 OZ (340g)



KRÁSNY KÁVA



TMAVÁ PEČIENKA

DARK ROAST

OUR ORIGINAL DARK ROAST BLEND
WITH NOTES OF DARK CHOCOLATE

- ROAST ☺ ☺ ☺ ☺ ☺
- BODY ☺ ☺ ☺ ☺ ☺
- BRIGHTNESS ☺ ☺ ☺ ☺ ☺

NET WT 12 OZ (340g)

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>





ON THE ROAD AGAIN

FASTER THAN MOLASSES

MORNINGS LIKE A COWBOY

KISS MY GRITS

HOT OFF THE SKILL

MORNINGS LIKE A COWBOY

LOAD IT COCK IT

PULL THE TRIGGER

Save the Bees

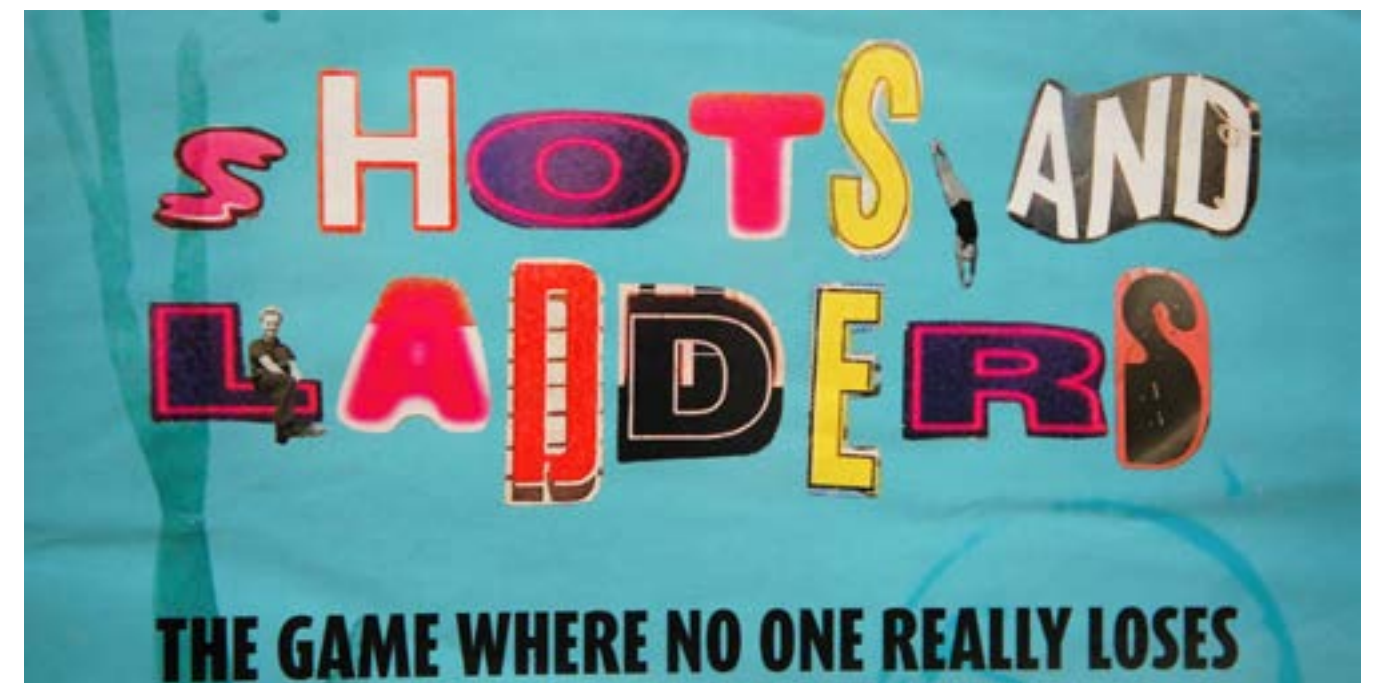
Save the Bees is a social awareness poster meant to bring attention to the endangerment of bees. There are a lot of things that bees contribute to in our everyday lives that we need them for. Bees play an important role in our everyday production and consumption of food, and pesticides that are used 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.





SHOTS AND LADDERS

INSTRUCTIONS

1. Start game from the bottom left-hand square, marked number 1, and go to the top left-hand square, marked number 100. The first to finish wins (that's what she said).
2. Every player chooses a coloured mini shot glass. Take it in turn to roll the dice. On your turn, move your shot glass forward the number of spaces shown on the dice.
3. The board comes with two packs of cards: one with "SHOTS" on the back, one with "LADDERS" on the back (if this wasn't obvious). Shuffle both packs before starting the game. If your shot glass lands at the bottom of a LADDER on the board, pick up one of the ladders cards and read it out to the group: it will give you something to do or say. Also, move your shot glass to the top of the ladder.
4. If your shot glass lands at the top of a SPILL DRINK STAIN on the board, pick up one of the shots cards and read it out to the group: again, give you something to say or do, or drink (most likely drink).
5. The first person who can find their way to the top left square (100) is the winner (but whoever is the drunkiest in the room [that] another needs to be rolled to land on the top left square).
6. The loser offers the chance to get drunk with the winner that person, for the love of god, drink responsibly and have fun.

HAPPY DRINKING



I WUZ HEVE

BE FRO

BITCH

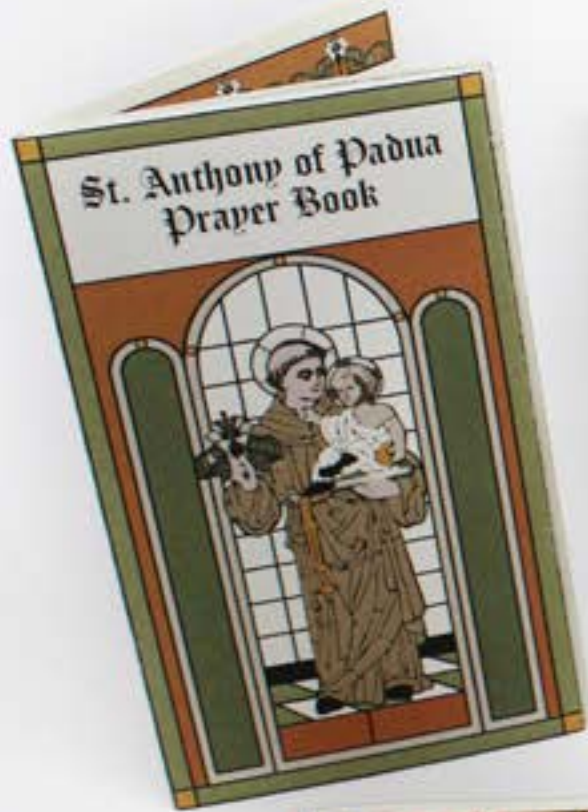


The Order of the Lily

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.






Ruby Braun



The Order of the Lily
You are formally invited to
The Gallery of the Lost Gala,
Sunday, June 13, 2022
Half past six o'clock in the evening
St. Anthony of Padua Catholic Church

The Gallery of the Lost Gala will
include a display exhibit of our
current lost and found items, as well
as dinner and music.

Tickets for entry will arrive shortly,
you will know it when you find it.

Please leave out your RSVP for pick
up. Do not worry, we will find it.

The Lost are Found.

RSVP

Name _____

Graciously accepts

Respectfully declines

Total number of guests _____

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?



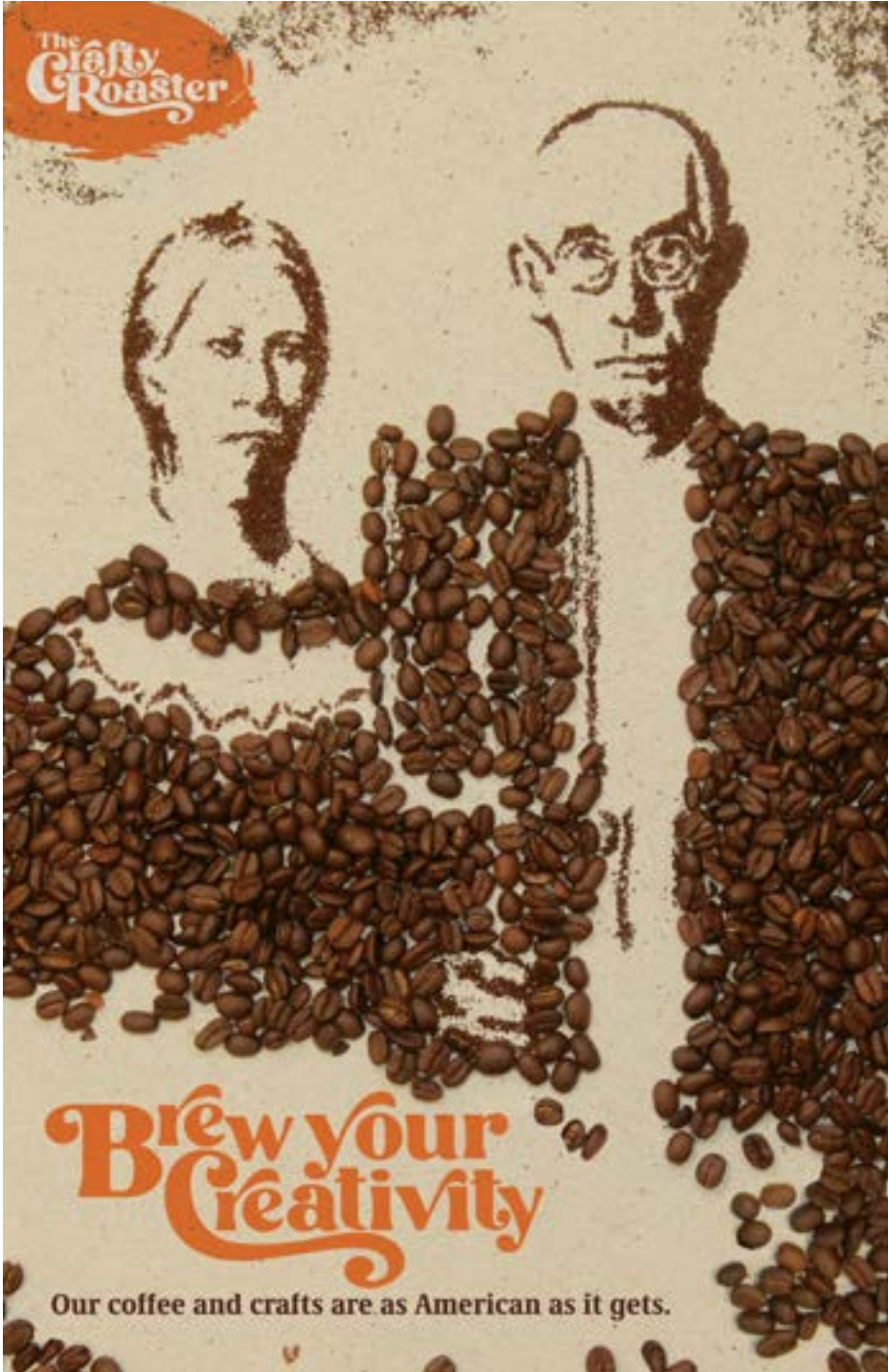



The Crafty Roaster

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.







Brew your Creativity

Our coffee and crafts are as American as it gets.



Brew your Creativity

Our coffee and crafts will make you smile.



Brew your Creativity

Our coffee and crafts will put stars in your eyes.



The Crafty Roaster

Not Coffee

12 oz | 16 oz

Tea

- Cold Brew Iced Tea \$3.99
- Blueberry Merlot, Green tea, Hibiscus, Pear, Cucumber & Apple
- Hot Tea \$3.99
- Green, Earl Grey
- Lemon Lavender
- Chai Latte Steamed + vanilla
- London Steamed + water

Coconut

- Hot
- Steamed
- Water

Col Coffee

Served hot or over ice 12 oz | 16 oz

Espresso

- Double \$3 | \$4
- 2 shots of espresso
- Cafe Au Lait \$4 | \$5
- Equal parts of coffee & milk
- Americano \$4 | \$5
- Hot water & espresso
- Macchiato \$4 | \$5
- Foamed milk & espresso
- Cappuccino \$4 | \$5
- steamed milk & espresso & foam
- Flat White \$4 | \$5
- Microfoam milk & espresso
- Latte \$4.50 | \$5.50
- steamed milk & espresso

Filtered

- The Daily \$3 | \$4
- Our brew of the day
- Cold Brew \$4 | \$5
- cold brewed coffee

What's Crafting this Month

APRIL 2023

- 1 Paint your Pet! Saturday | 5:30 - 6:30 PM
- 5 Crochet Night Wednesday | 5:30 - 6:30 PM
- 12 Calligraphy Workshop Wednesday | 5:30 - 7:30 PM
- 15 Coffee Watercolor Saturday | 5:30 - 7:30 PM
- 19

The Crafty Roaster

LIGHT

The Crafty Light Roast
Single Serve Specialty Coffee

Date	Weight	Origin
4/17/23	0.38 oz 10.6 grams	Peru

DARK

The Crafty Dark Roast
Single Serve Specialty Coffee

Date	Weight	Origin
4/17/23	0.38 oz 10.6 grams	Peru

MEDIUM

The Crafty Medium Roast
Single Serve Specialty Coffee

Date	Weight	Origin
4/17/23	0.38 oz 10.6 grams	Peru



Thank you!



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

see more at
kerriganjackson.com

