

Portfolio

Devin Sloan

My name is Devin Sloan and this is my portfolio. Here you will find many of my designs that I have created. I was a student at Orange Technical College under the program, Digital Media/Multimedia Design.

It was this program where I have learned what I needed to know about Graphic Design. The projects here will show my progression from my first project to my last one during my year and a half at this school.



Logo Breakdown

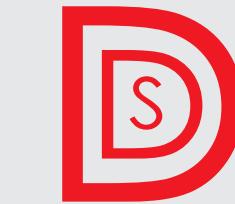
Primary Logo



Scale/Space



Main Logo
Minimum Scale



Symbol
Minimum Scale

Logo Variations



Typography

Arial Narrow Font

Arial Rounded MT Bold Regular Font

Century Gothic Regular Font

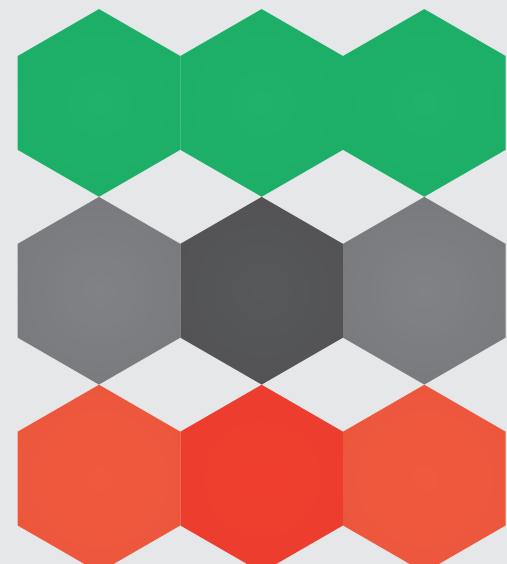
Color Scheme

● #ed1c24

● #231f20

● #00a14b

Contact Us



devinsloan2005@gmail.com
407-285-2675
@designperfection



Brand Identity Booklet



- Website Design
- Sublimation
- Printing
- Special Occasion Cards



Main Logo



On Light Background



Greyscale

Logo Variations



Solid Color



On Dark Background

Table of Contents

- (p. 2-3) Logo Breakdown
- (p. 4-7) Branding Materials
- (p. 8-11) Promotional Materials
- (p. 12-13) Services

1

Scale/Space



Main Logo
Minimum Scale



Symbol
Minimum Scale

Typography & Color Scheme

Arial Narrow Font

Arial Rounded MT Bold Regular Font

Century Gothic Regular Font

3

● #ed1c24

● #231f20

● #00a14b

About Us

This black-owned company has been established to represent and empower the many popular black creators and entrepreneurs that had transformed their lives and this country despite the discrimination and prejudice that has tried to hold my people back but we pushed through and made a living for ourselves. I created this business as a way to remember what my ancestors had done and endured to get to where they are and with the similar strength and work ethic I can prove, through my precise designs and creativity, that black people can do anything they put their minds to regardless of what others might say. I hope to empower and unite my people with this company.

14

Services

12

Notebook



11

Phone Case



Branding



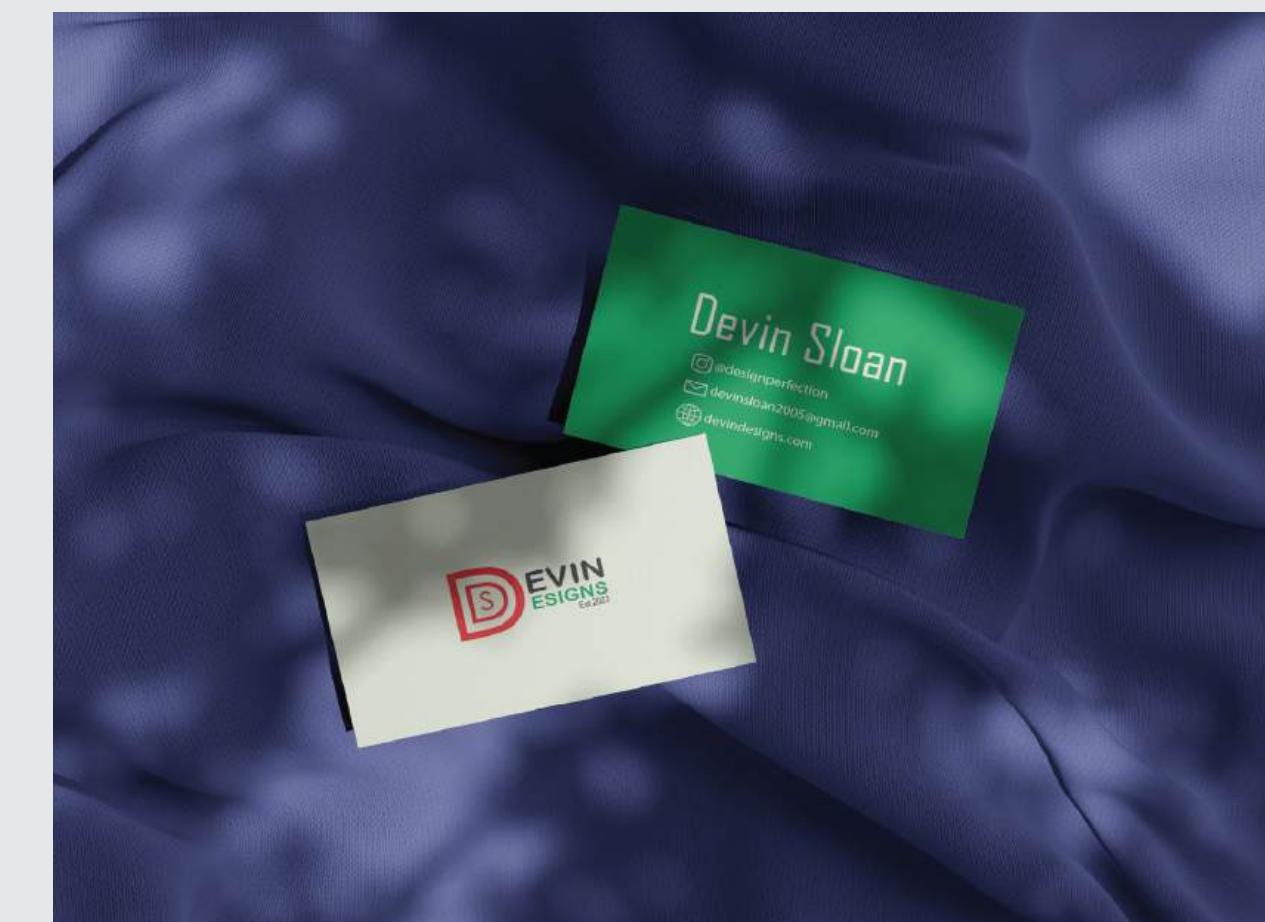
Materials

4

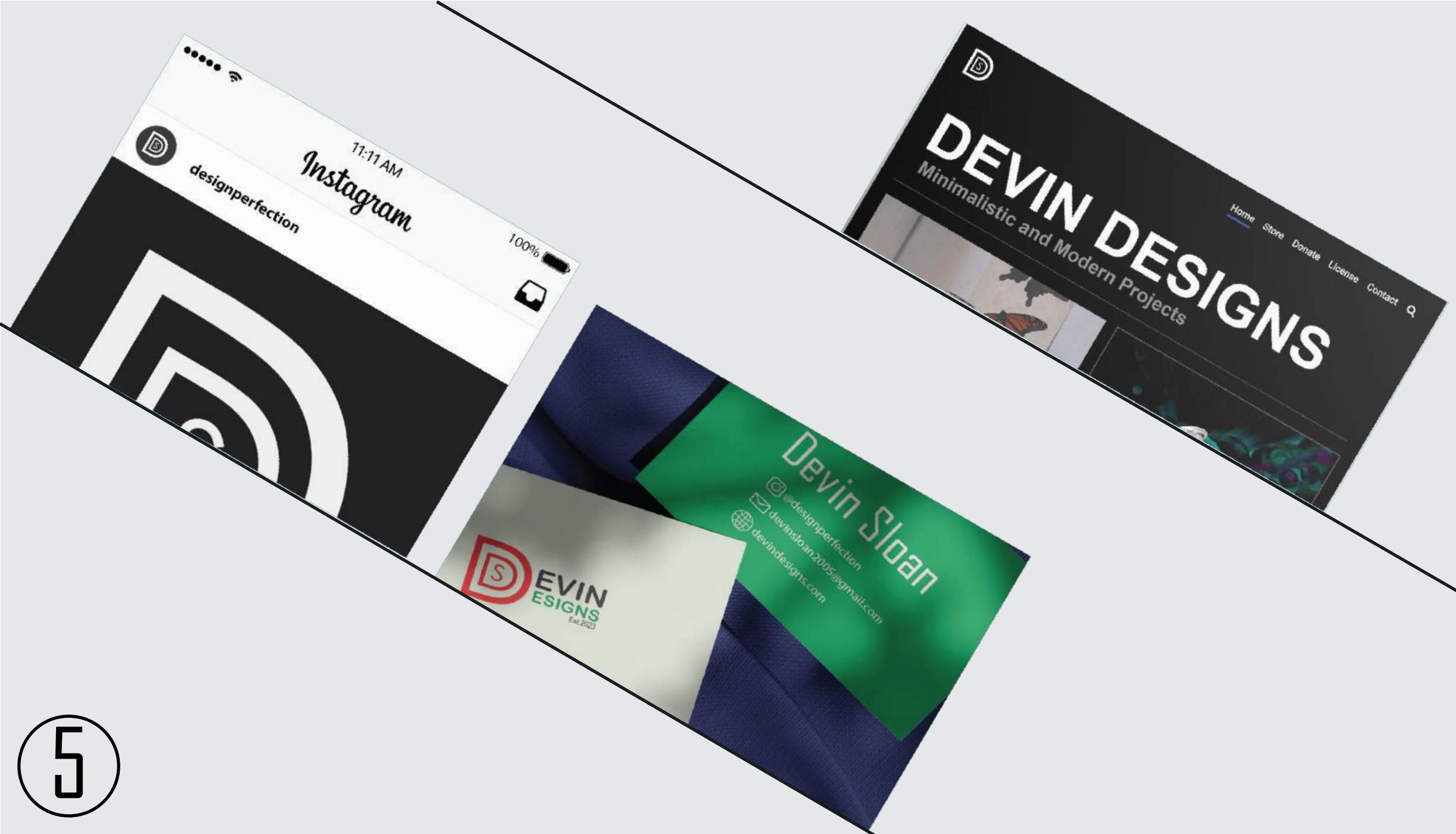


9

Business Cards



6



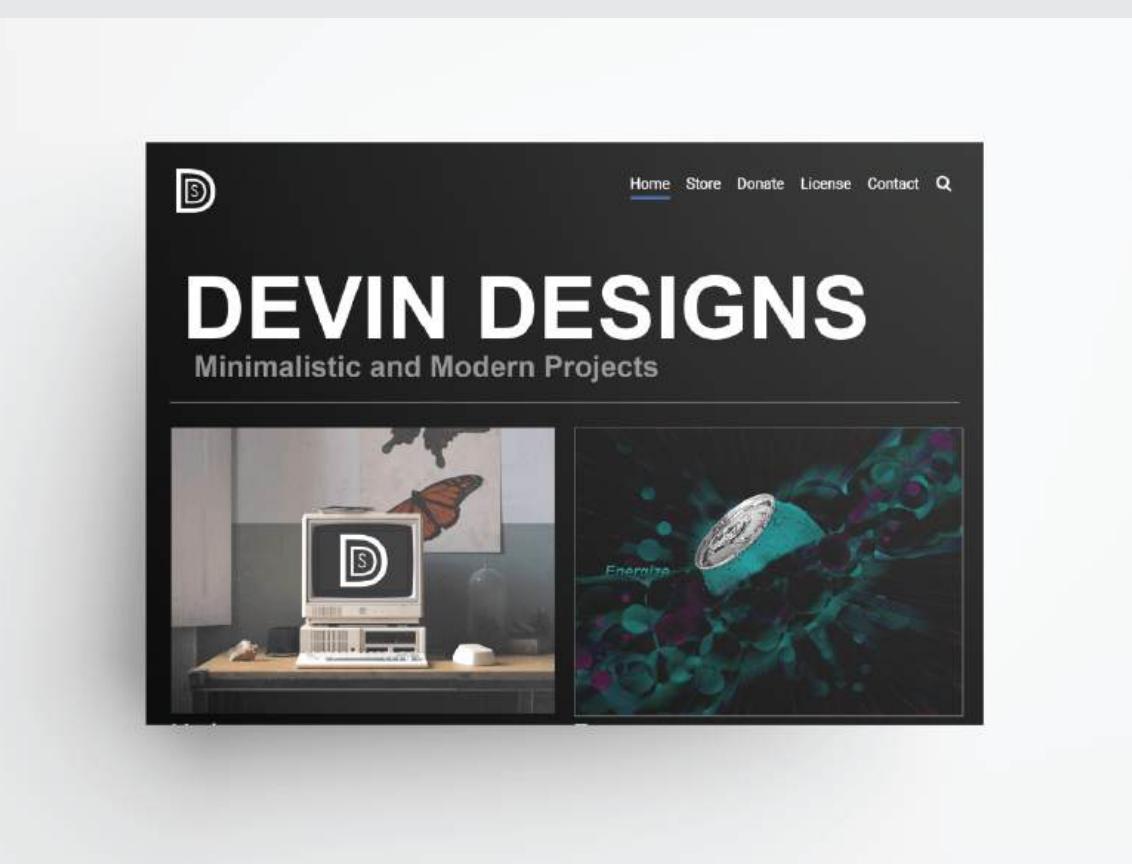
5

T-Shirt



10

Website



7



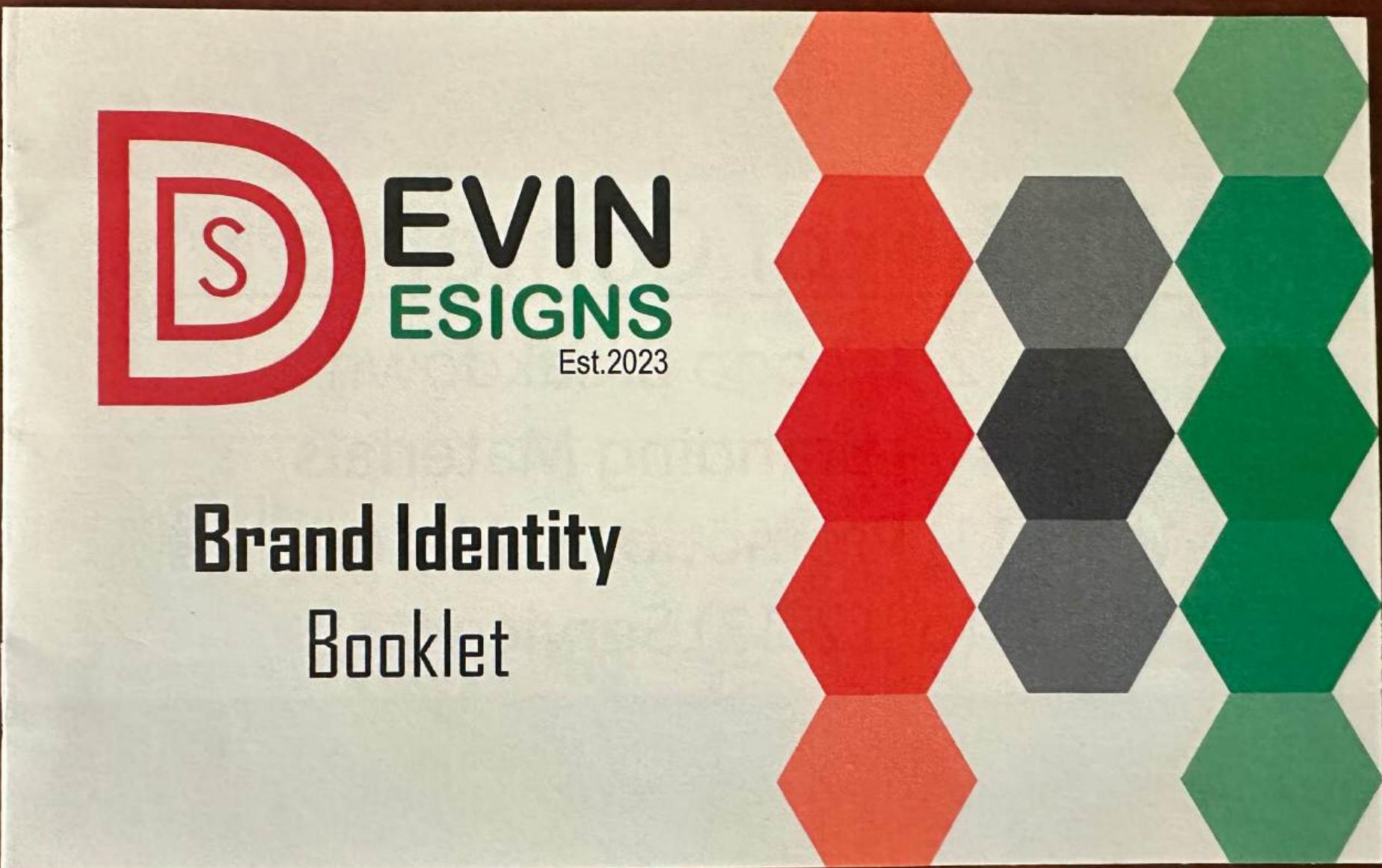
Socials

Promotional



Materials

8

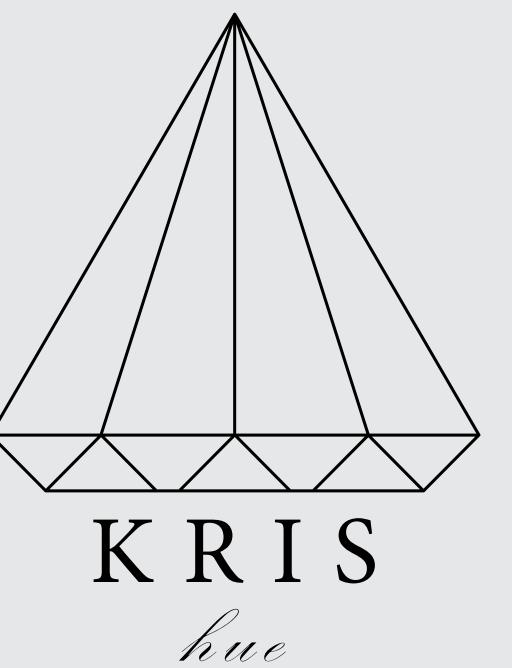
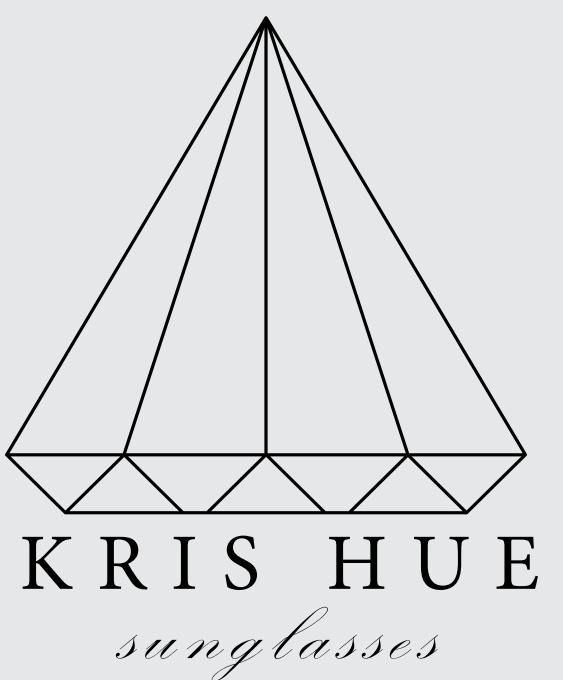


Front



Back

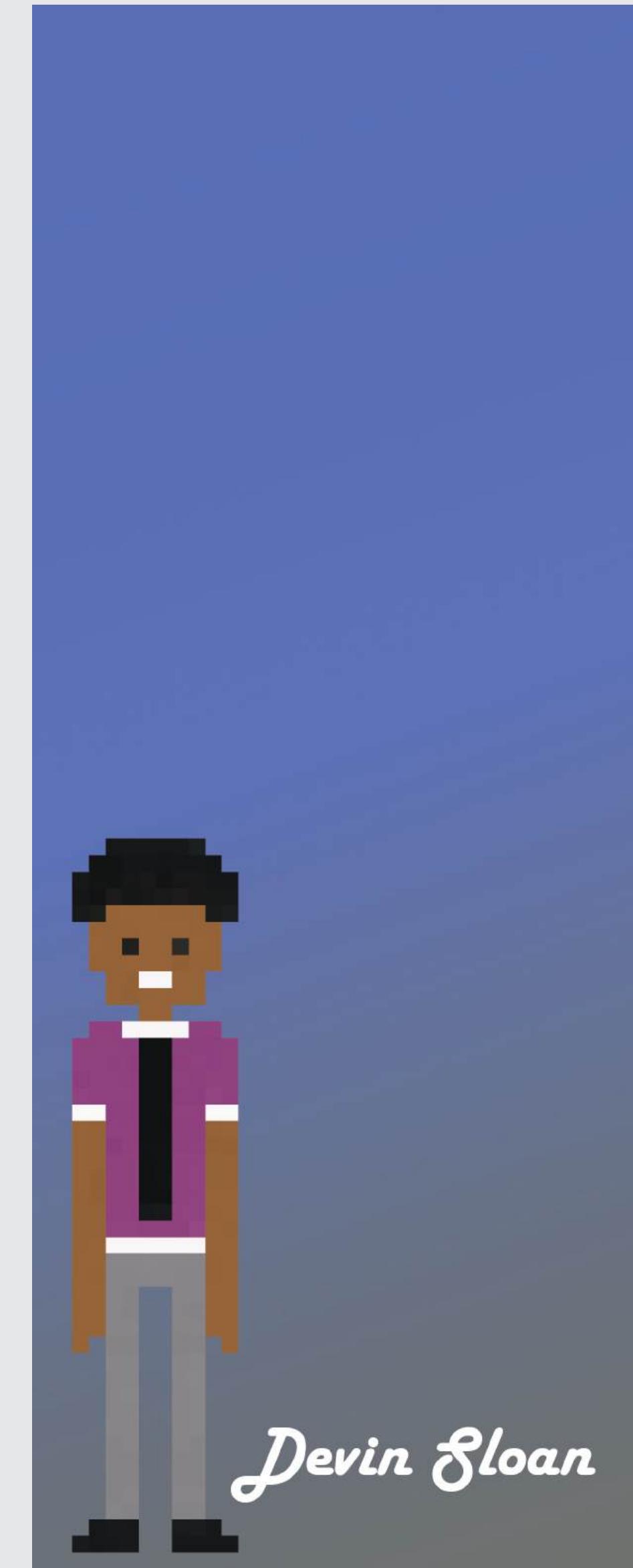
This is a completed “Brand Identity” booklet that showcases my brand identity, what I stand for, the services that I provide and examples of them.



Pixel Graphics



The pixel world was a collaboration project amongst my team members.
My part was to do the background and the moon.



This is my pixel person which was a digital/
cartoonish representation of what I look like.



Selective Desaturation



A photoshop effect in which I take images with a clear subject.

These images are then desaturated except for the main subject.

The subject remains in color to draw focus to it.

Post Card



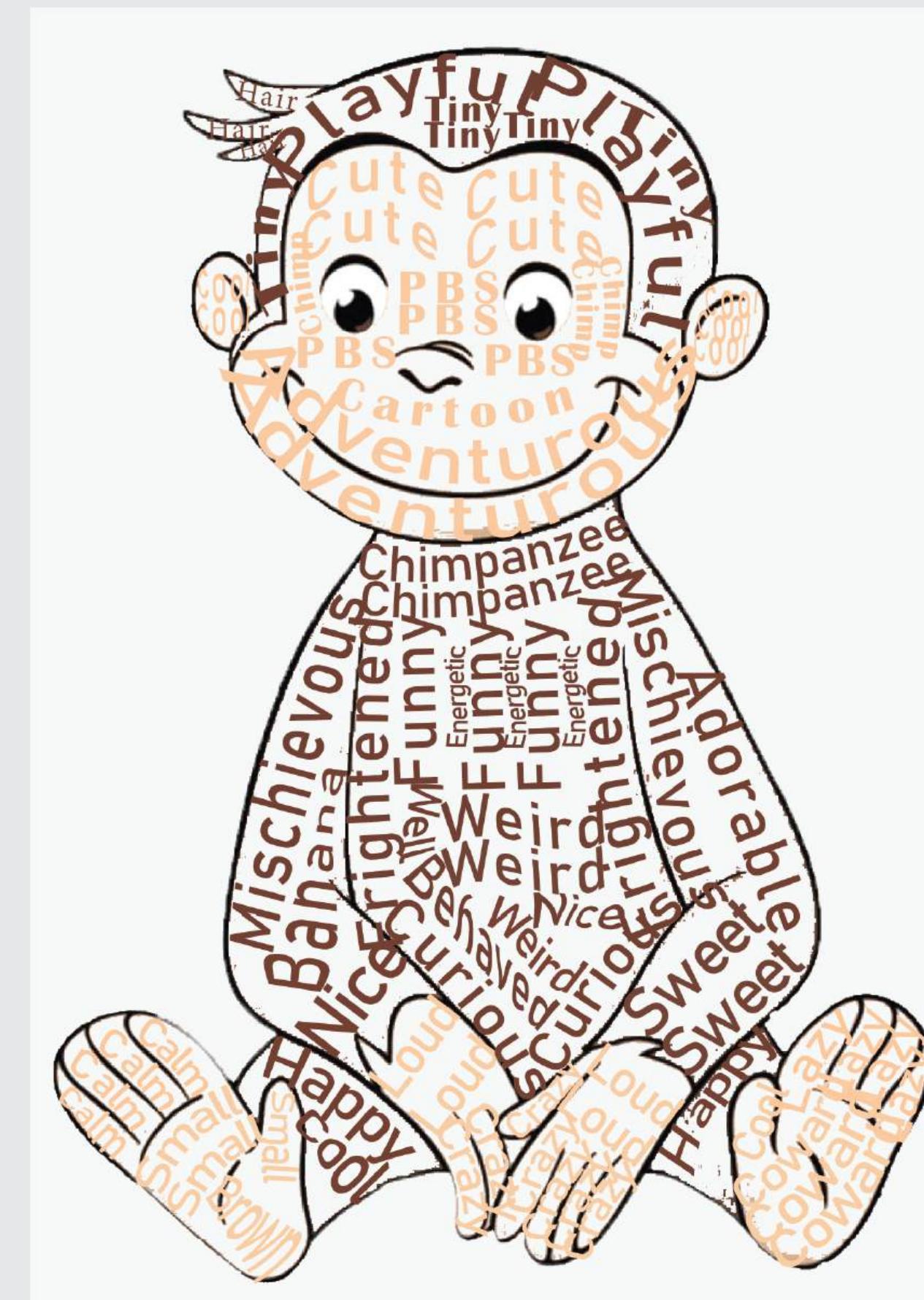
Edición Navideña

Quote Poster

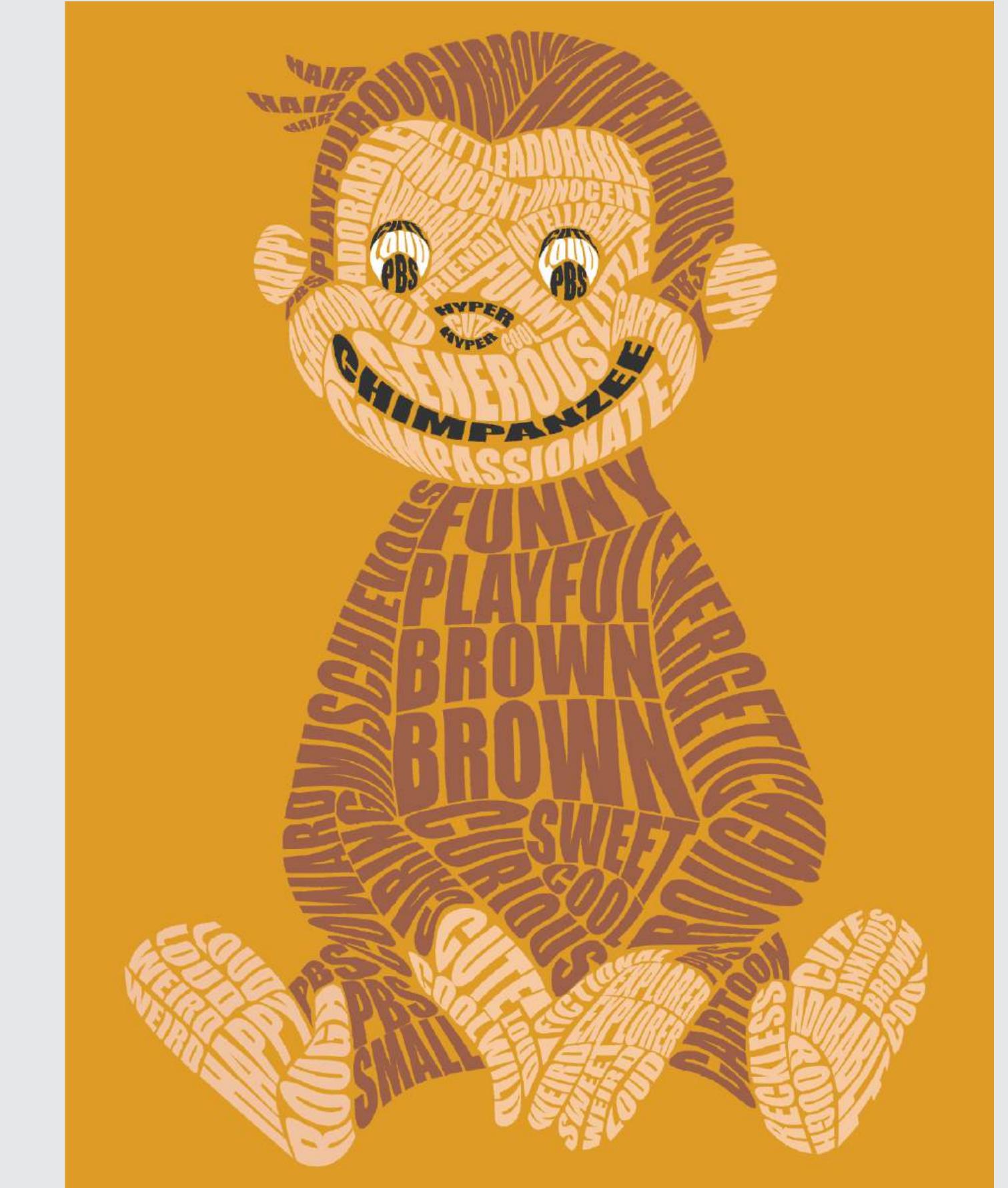


Calligram Poster

Original



Redesigned



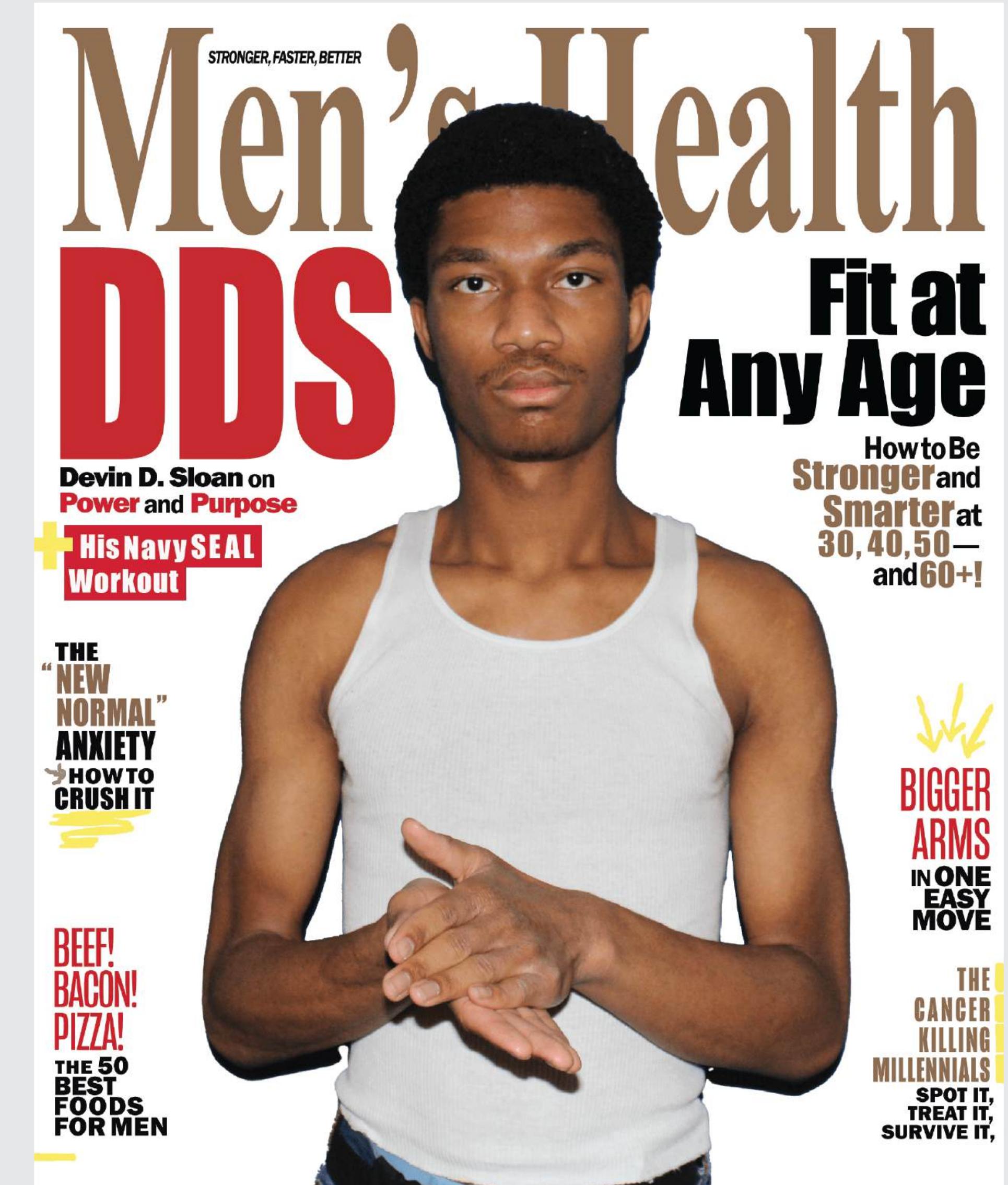
2 Different Versions, 1 Year Apart

Magazine Cover



Original

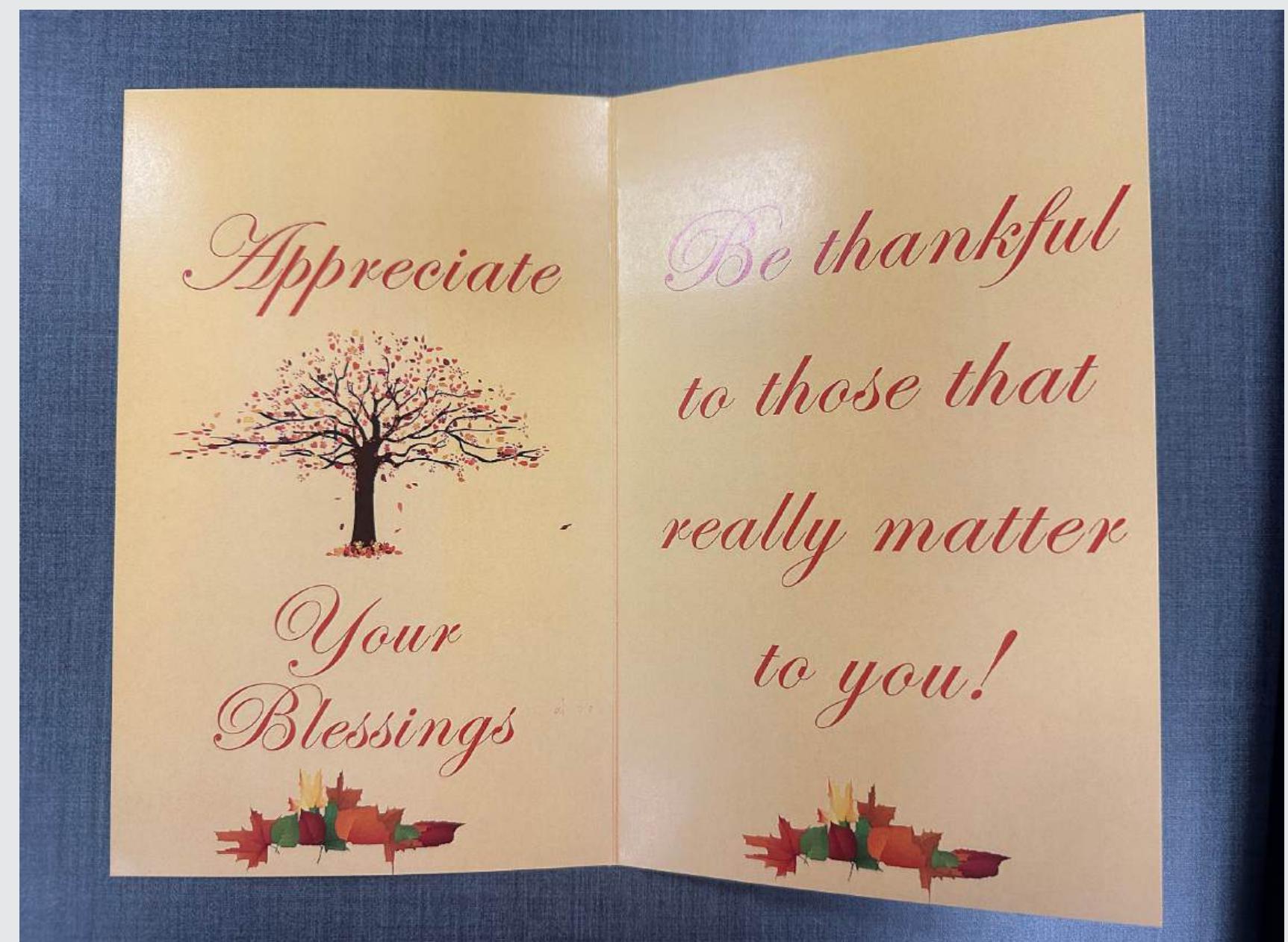
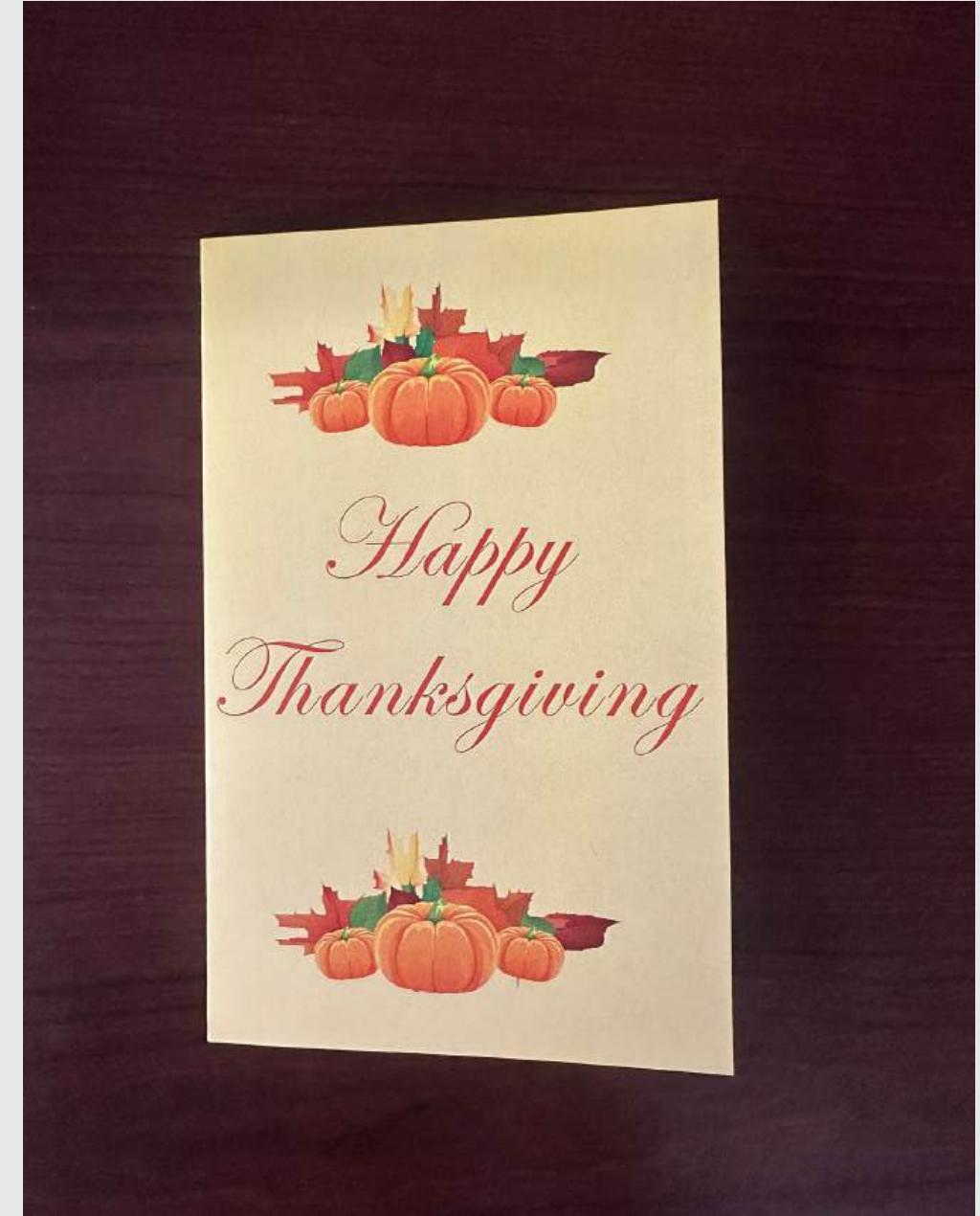
My Version



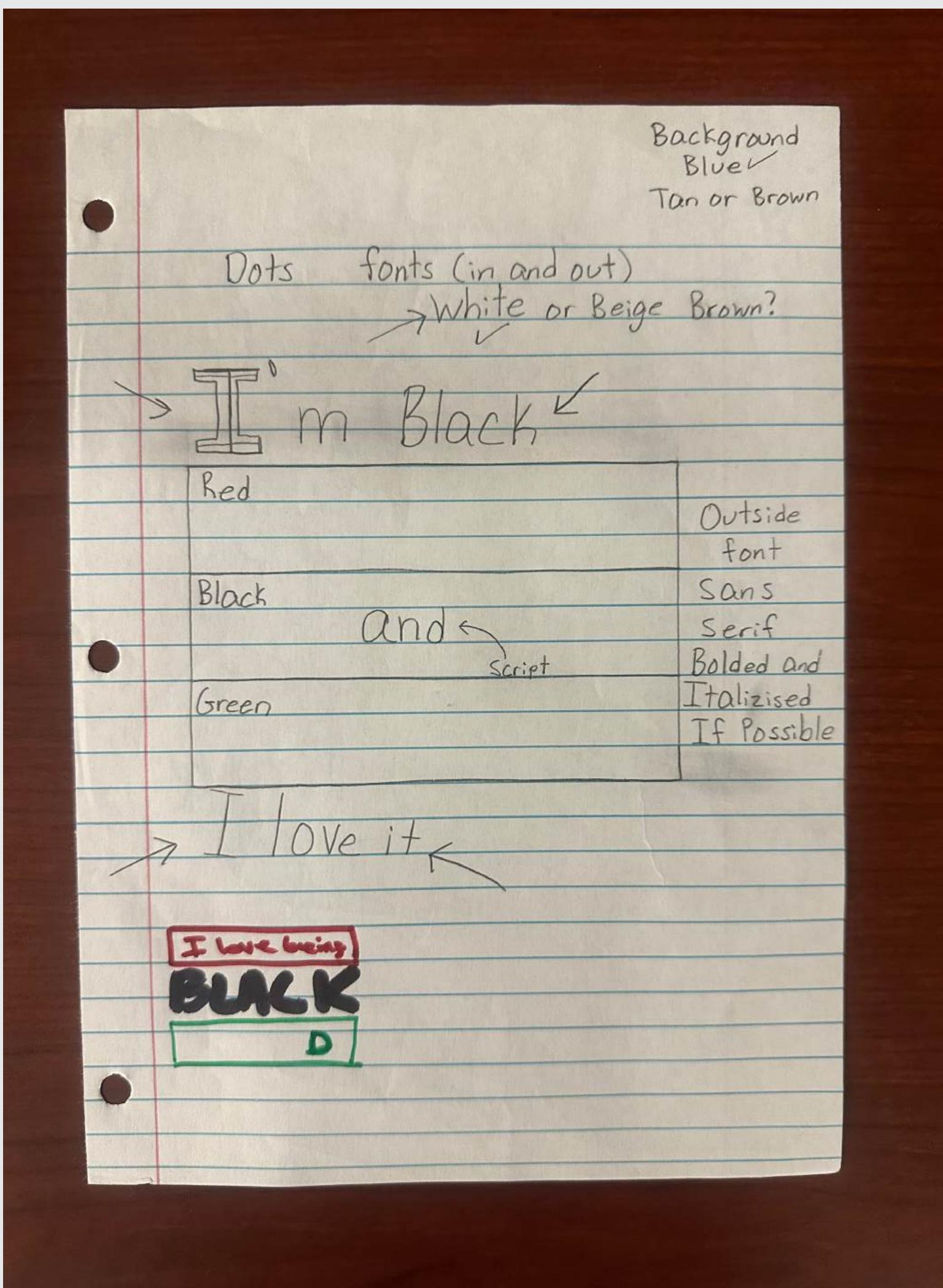
Thanksgiving Card

Concept

Final



T-Shirt Design Process



Chuck E. Cheese

Logo Redesign

Digital Designers
Chuck E. Cheese 01/16

16 January 2023 / 8:00 AM / ROOM 436

ATTENDEES

Devin Sloan

AGENDA

First-time Meeting

1. We are here to discuss the company as well as its purpose and mission.

Business Goals

- Redesigning Logo
- Creating a trifold pamphlet for advertising/invitation

NOTES

- Fun place for kids (Birthday parties)
- Family time with delicious food (Well-known pizza)

Questions

1. Summarize what the company does in one or two sentences. What products or services do they offer? What are some of its values? - To put in brief terms, this company provides children and parents with a perfect location to spend quality time with each other and allow kids to be kids. Chuck E. Cheese has arcade games, rides, musical shows, and delicious pizza. It values safety, diversity, inclusion, and integrity.
2. What is the company's mission statement? What's their vision? What's the brand message? - The mission statement is to provide a fun and safe place where families can make life-long memories. They hope to create positive, lifelong memories for families through fun, food, and play. The brand message is A Place Where A Kid Can Be A Kid.

Meet the Project

(Mock Interview)

3. What sets their business apart? What is their main appeal? - This business focuses on allowing kids to have amazing birthday parties with friends and family that include games, food, prizes, and other entertainment. This is their main appeal since they want to bring many children to a wonderful place to be themselves.

4. Who are their main competitors? - Strangely enough, their main competitors are Dave and Busters, Little Caesars, Pizza Hut, and Domino's.

5. Who is their target audience? (List demographics: age, gender, location, lifestyle, income, etc) - Their target audience are children, both boys and girls, ages 5-12. There are a lot more women than men that work there as well as white people. It's good for millennial parents that do not want to sacrifice too much financially. Mostly located in the U.S. and Canada.

6. What are some words you can describe your company brand? - I can describe the company brand as entertaining, fun, and kid-friendly.

7. What do you like about their current branding? - One thing I like about their current branding is that from the logo design to the mission statement, it's clear that their main goal is to appeal to children of families who want to have a good time and cherish the moments together while possible through many positive means.

8. What do you dislike about their current branding? - I don't dislike the current branding, but the mouse mascot, at least the animatronic, is a little creepy and could frighten some children who are not used to that.

9. Which product would you like to do? - A product that I would like to create is a tri-fold pamphlet that highlights the significant aspects of Chuck E. Cheese in a compact, organized manner that's easy on the eyes for those who want a brief overview of the company. Also I will create a small box that will include an electronic token card, birthday card, a free pass to a free toy, and a birthday crown.

10. Free question: What is one thing that you personally believe that should be highlighted about Chuck E. Cheese and how are you going to use this to further the success of your business?

NEXT WEEK'S AGENDA

Redesigning the logo

DIGITAL MEDIA / MULTIMEDIA DESIGN

Design Process Research

Client Look for more information that the questionnaire didn't cover.

- The person who founded Chuck E. Cheese was Nolan Bushnell on May 17, 1977.
- This company has a backstory in which the mouse mascot is an orphan that has never celebrated his own birthday so he throws birthday parties for everyone else.
- There are approximately 593 locations and they can be found in Canada as well as the U.S. Also international locations.
- It's one of the largest American pizza chains (8th largest).
- Certain locations hold monthly special events for autistic children.
- There is variation in the menus depending on the location.
- They have made a variety of changes from removing ball pits to using e-tickets to keep up with the current times.

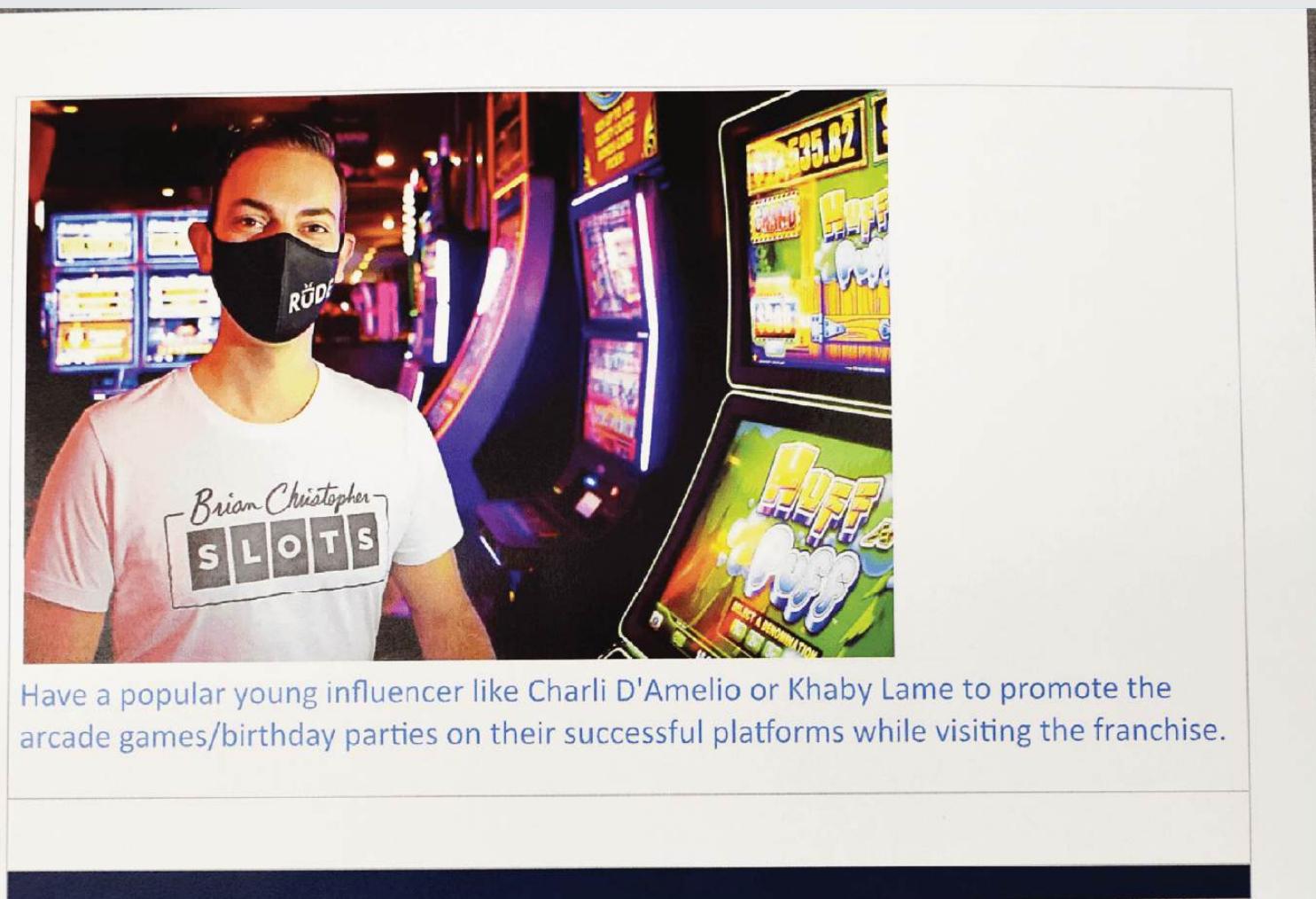
Product Define the different services and purposes your organization does.

- A service that was provided during the pandemic was doing takeout and delivery like other restaurant chains.
- Entertainment shows and birthday parties.
- Arcade games and other rides
- All you can play services

Competitors Research at least 2 competitors that your organization has.

- Dave and Busters (Better food options for adults, more game options, and a nicer selection of toy redemption options).
- SeaWorld Parks & Entertainment (Exciting amusement rides, close-up animal encounters, and seasonal events to bring joy for the season).

Market Describe the organization's market, how they promote themselves, sponsors, etc.



Package:

This is supposed to be a free toy pass but this could work too.

CHUCK E. CHEESE GIFT CARD

Research/Brainstorming

- They usually promote themselves through TV commercials as well as through print and digital ads.

- Chuck E. Cheese has been a proud sponsor of PBS Kids.

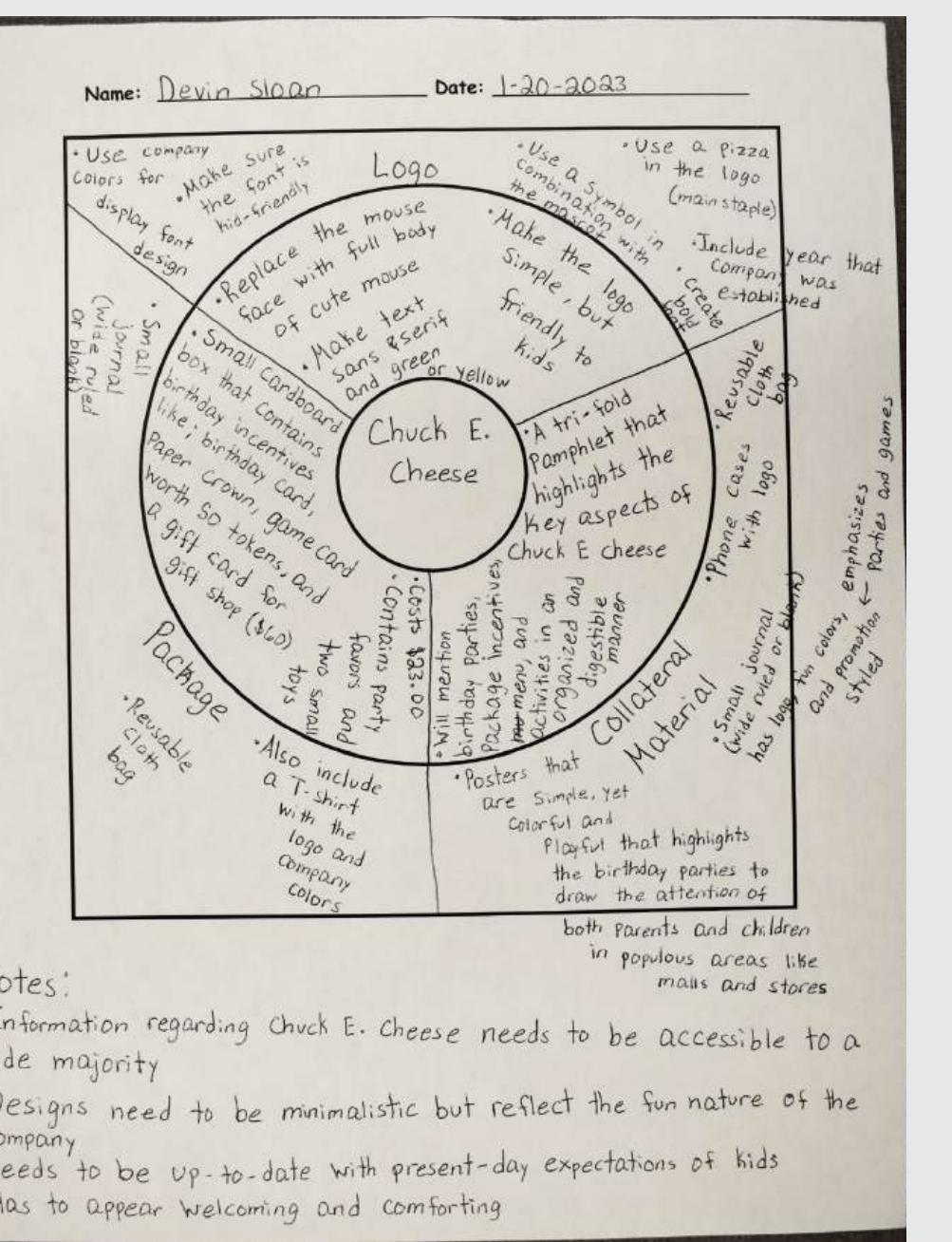
- However, it's common marketing platforms like TV are directed mainly to parents of small children.

Target audience Describe in detail their target audience

- Chuck E. Cheese mainly appeals to children between the ages 5-12 through games, food, and entertainment.
- They also appeal to younger moms (millennials) that want better quality food options for adults.
- People that want to have something that can go in accordance with their millennial lifestyles.
- No gender restrictions for either the parents nor children.

Inspirations Now look for inspiration about design, other websites, styles, color schemes, etc. Add examples.

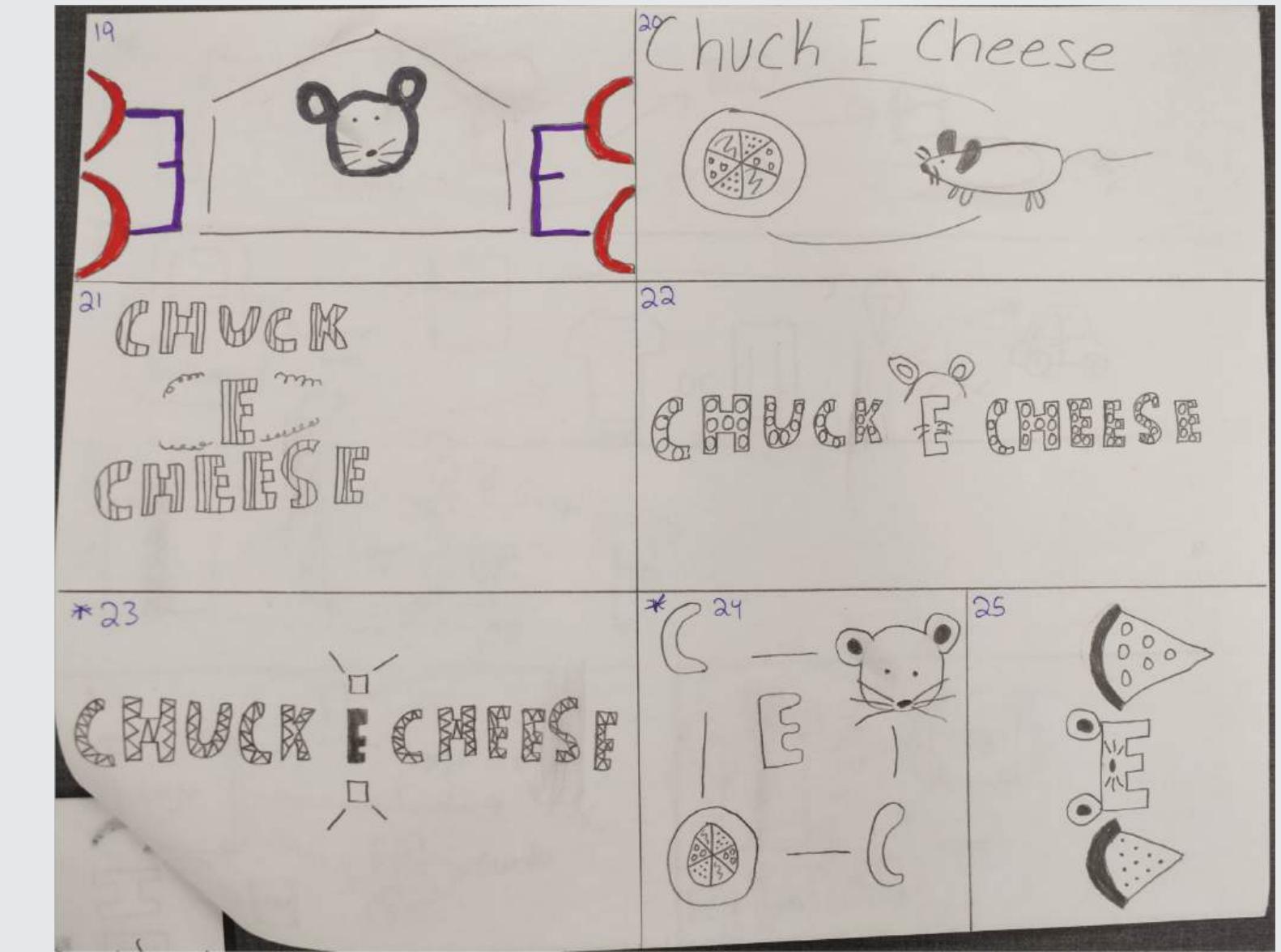
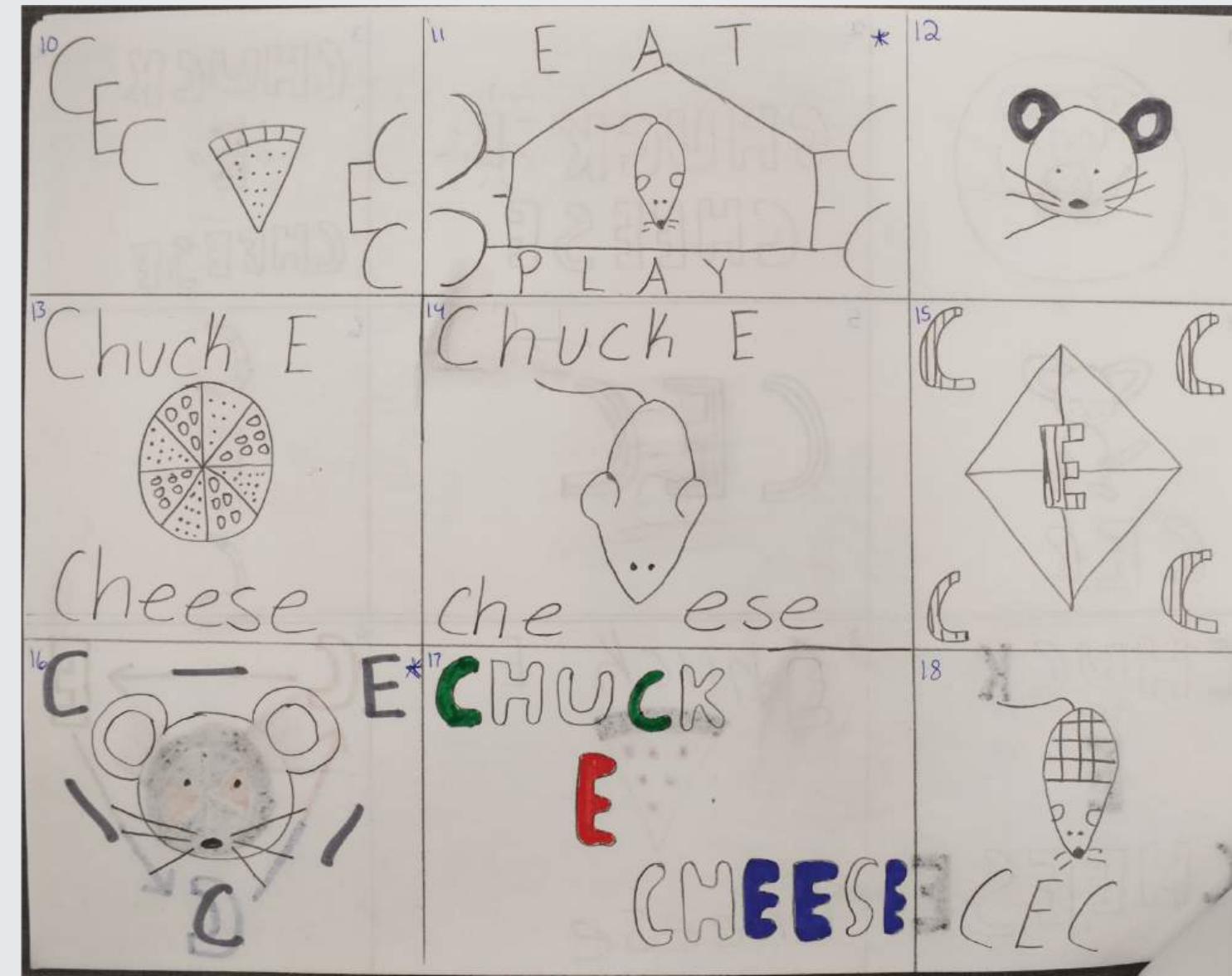
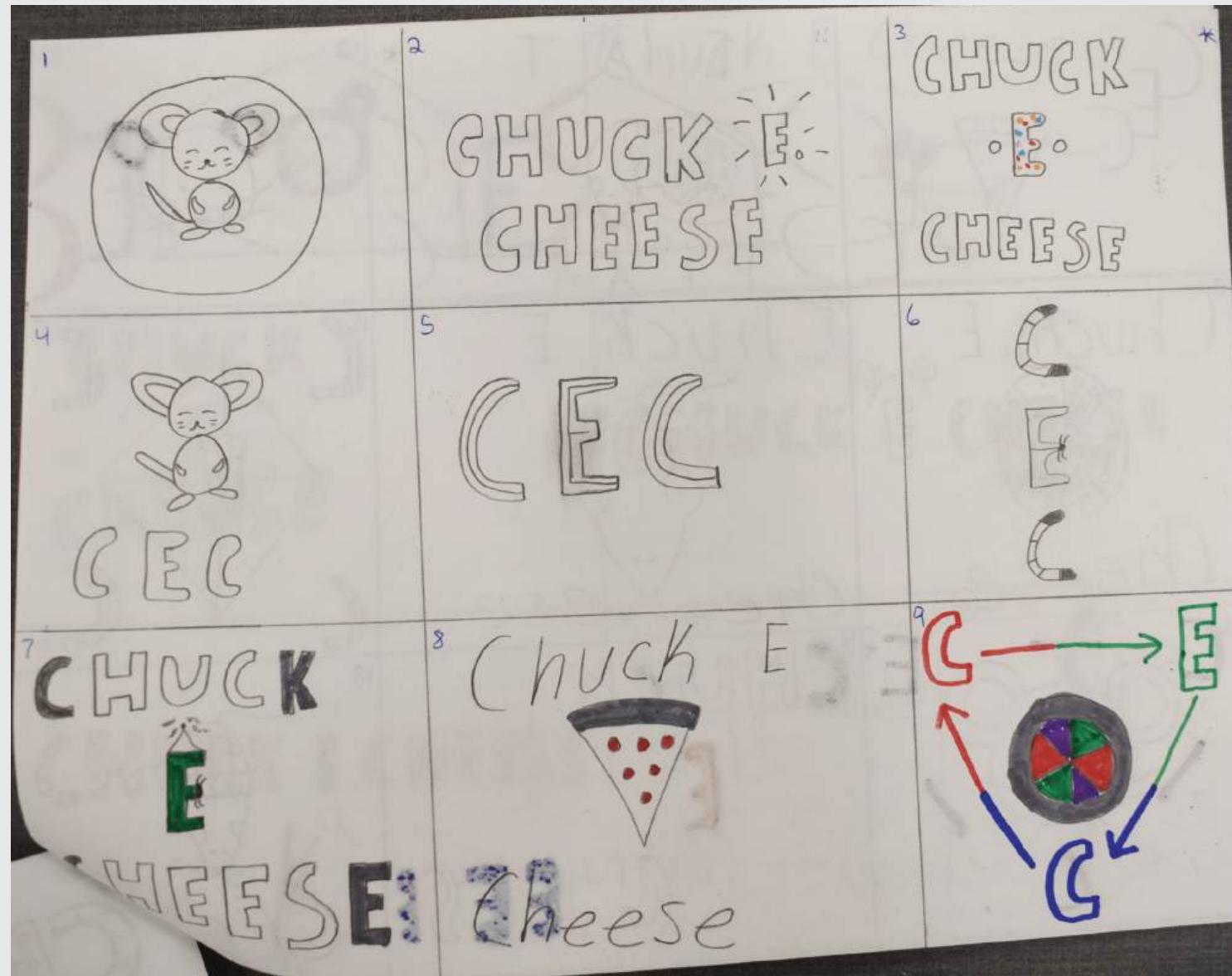
Logo:



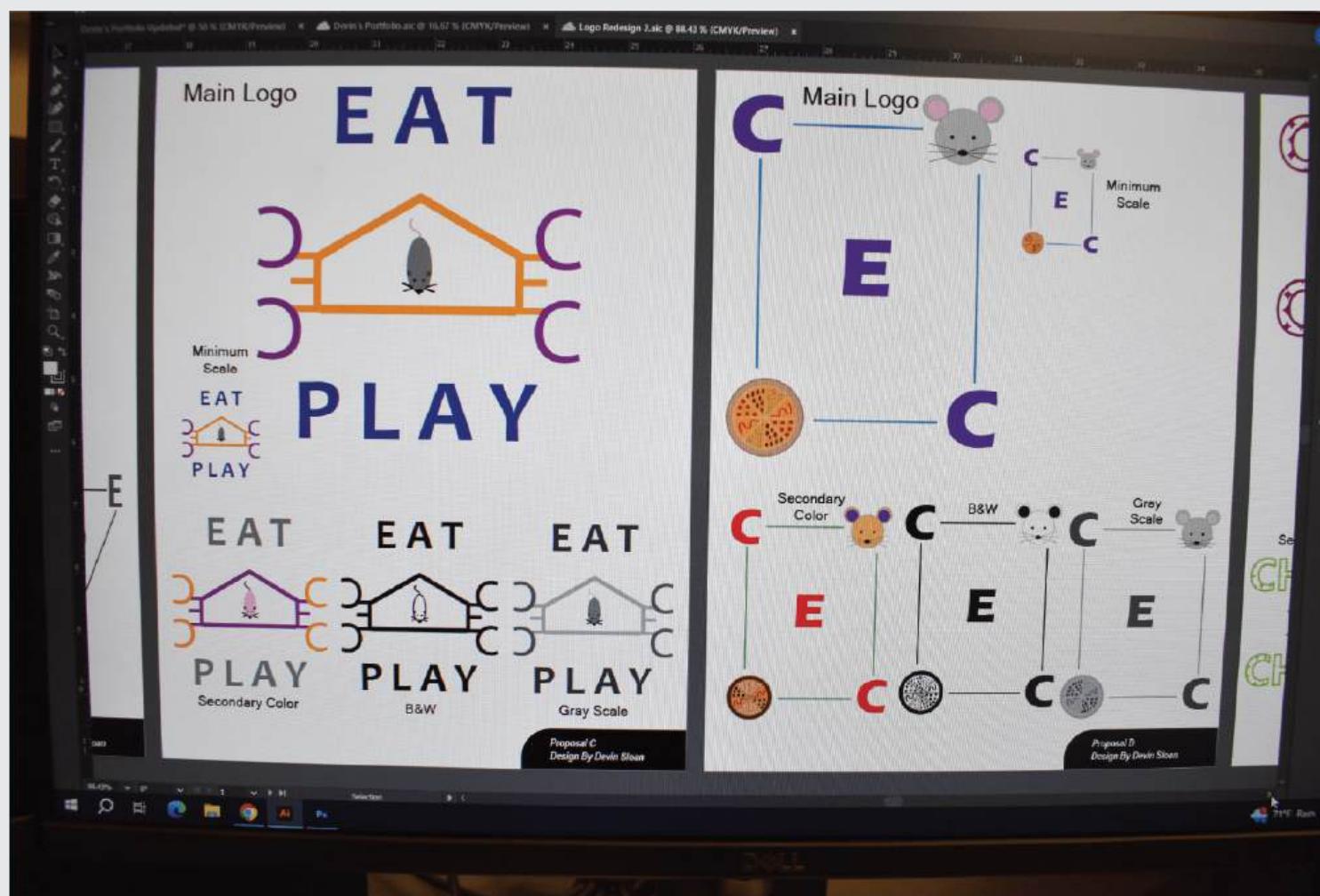
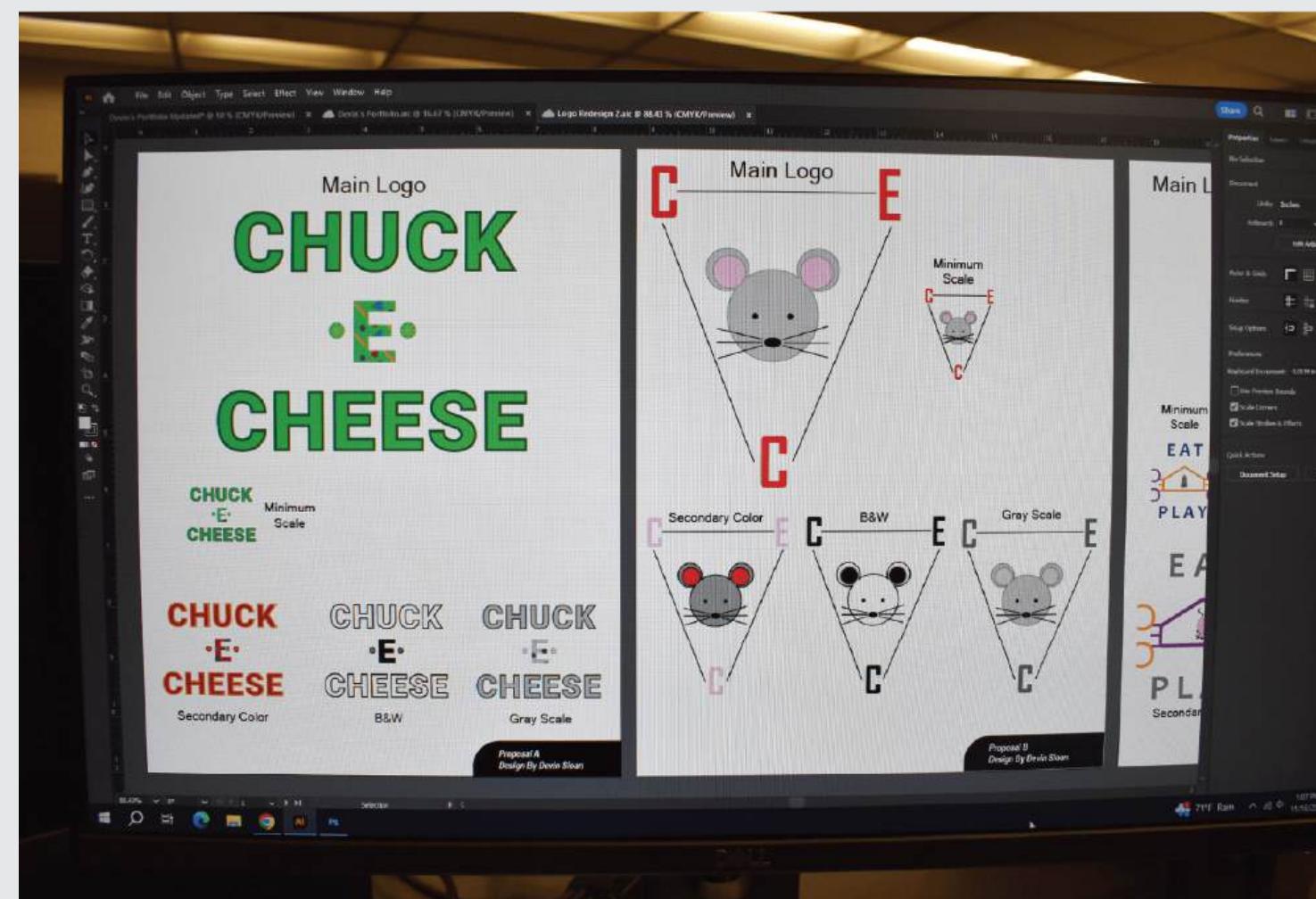
Collateral Material:

Design Trends Look for ideas and examples to help put your organization on the map.

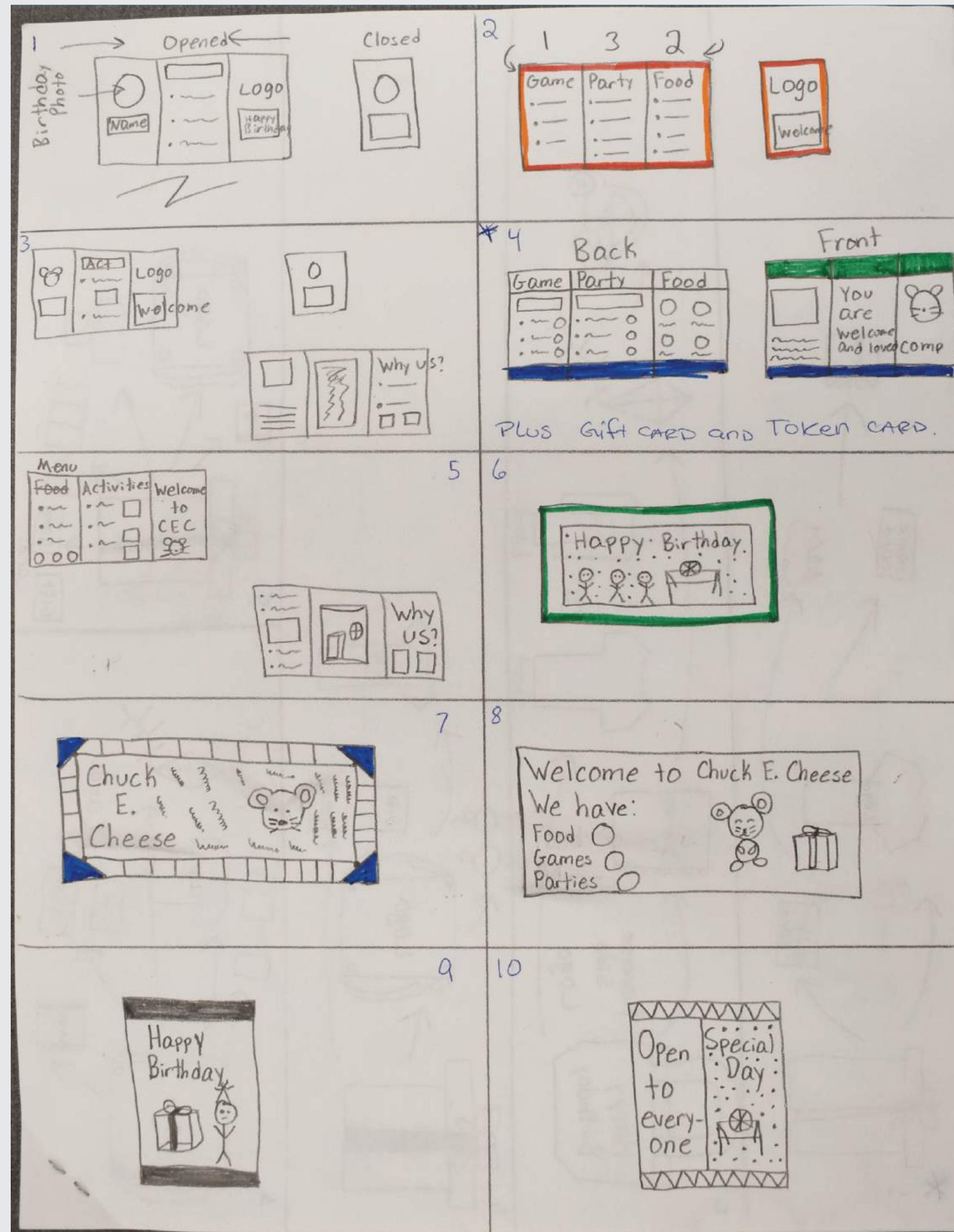
Logo Sketches



Digital Concepts

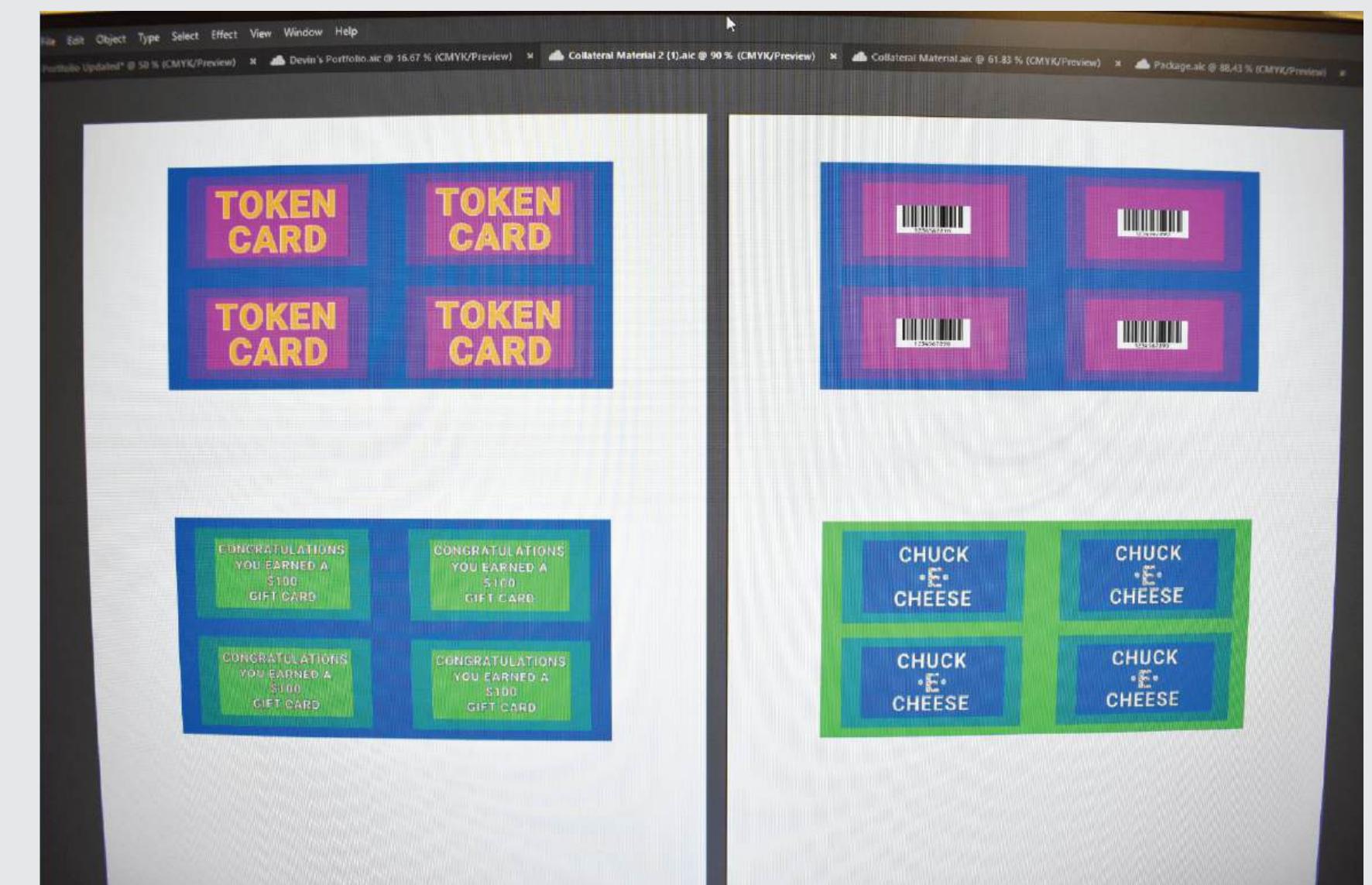


Collateral Material



Sketches

Digital Concepts



Collateral Material

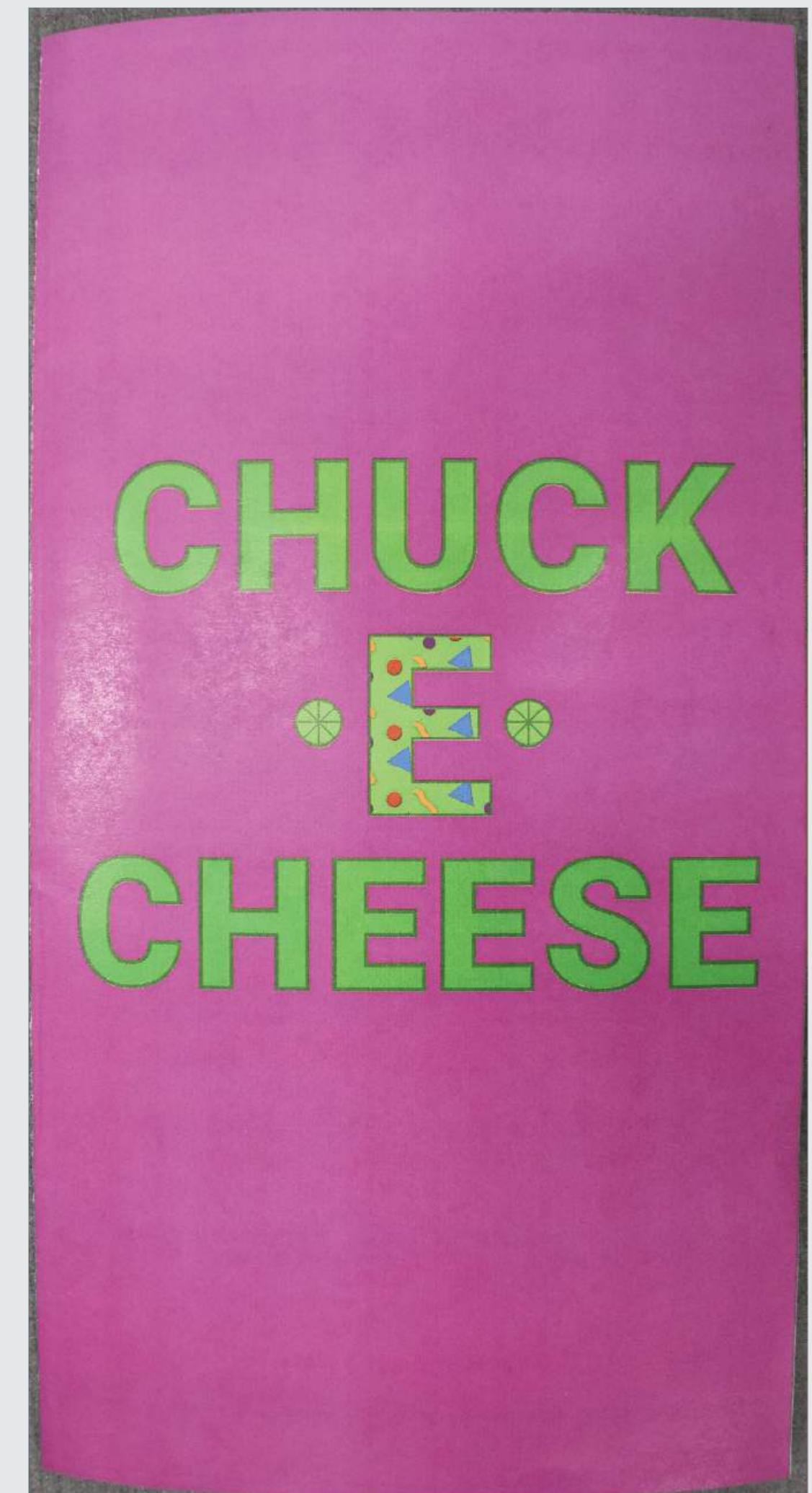


Food **Parties** **Games**

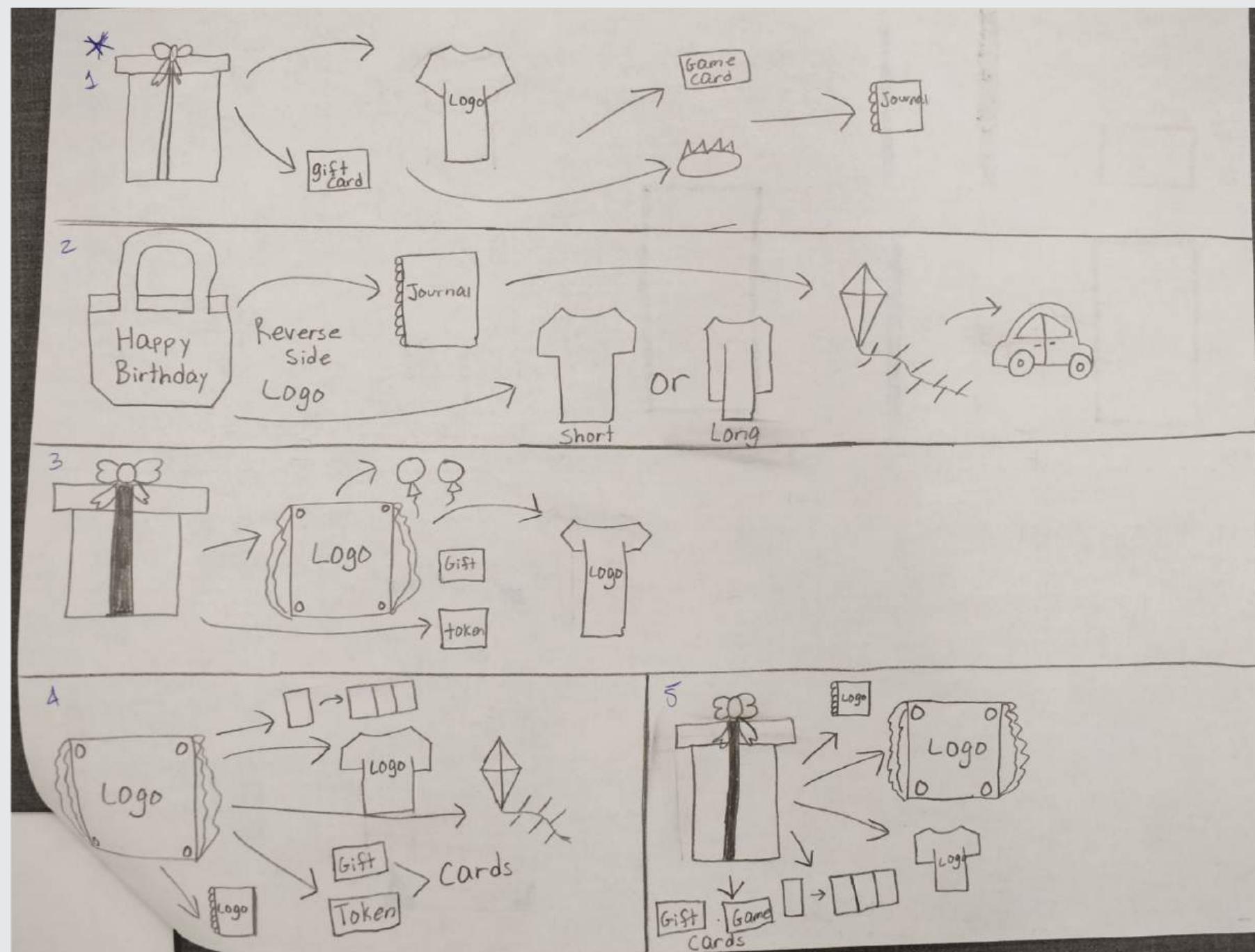
- Pizza
- Wings
- Soft Drinks
- Desserts

- Birthday Show
- Ticket Blaster
- Party Setup
- Game & Prizes
- Reserved Table
- Claw Machines
- Console Games
- Alley Bowling
- Hockey
- Racing

Final Designs

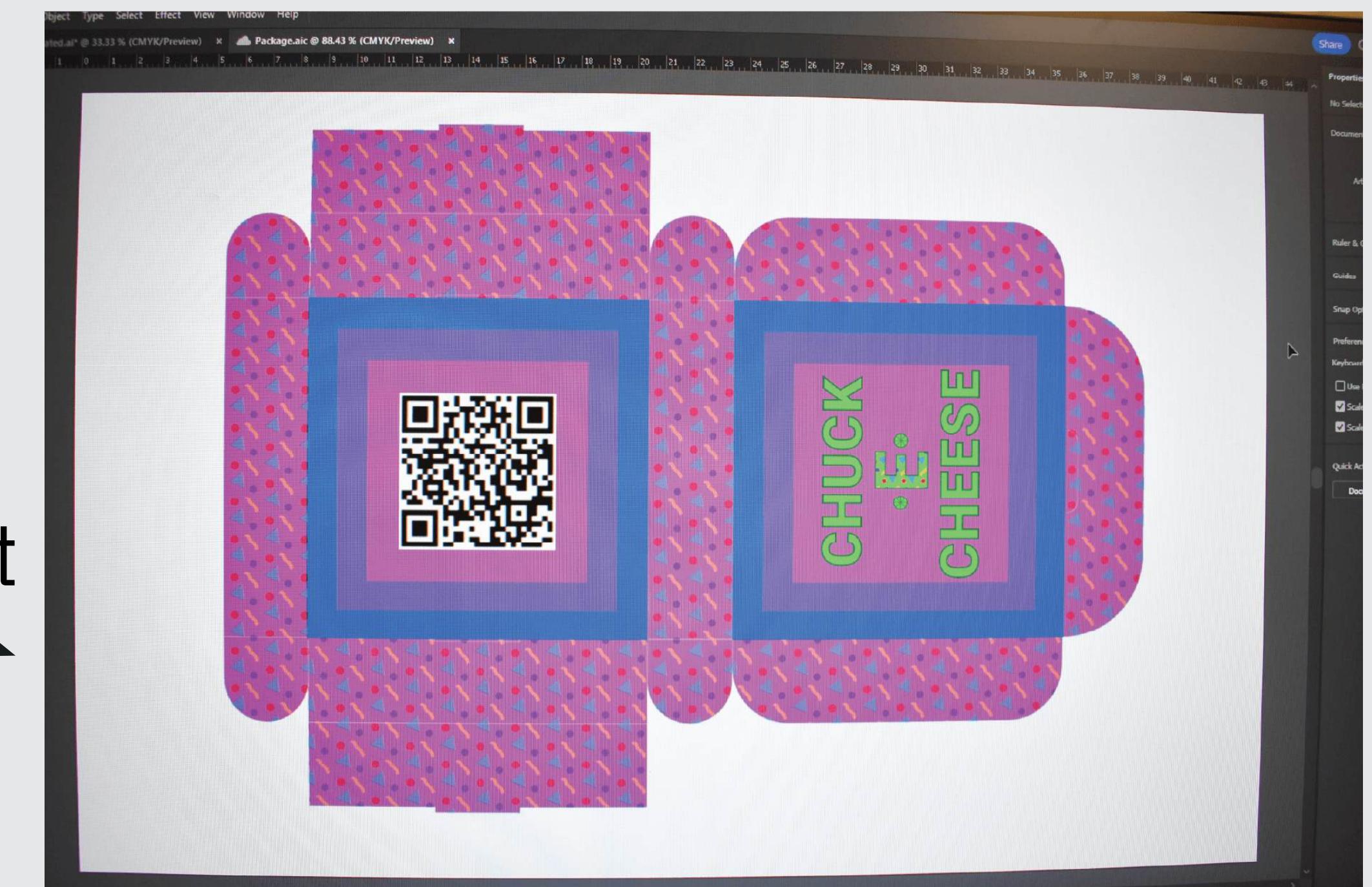


Package



Sketches

Digital Concept



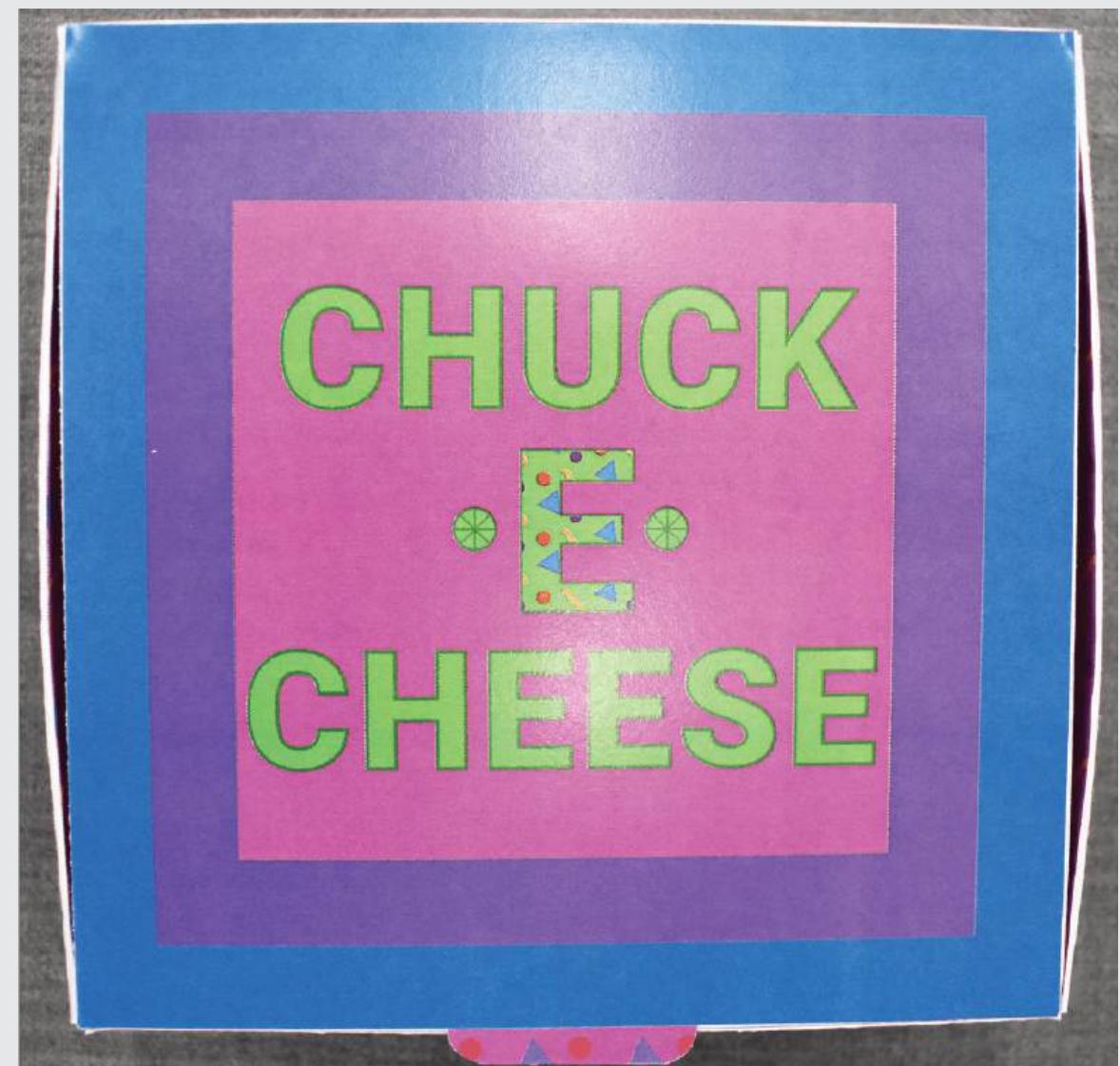
Package



Development



Final Designs



California State Brand Identity

Research

- * Over 80% of US wine is produced here



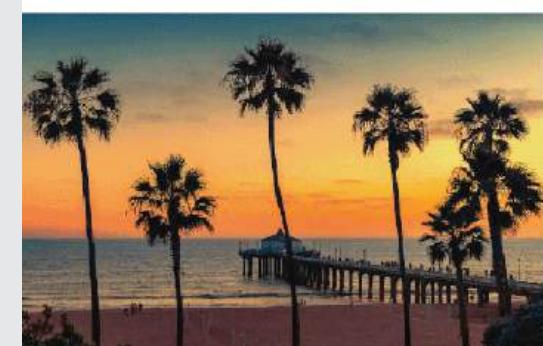
- * Has a strong skateboarding culture



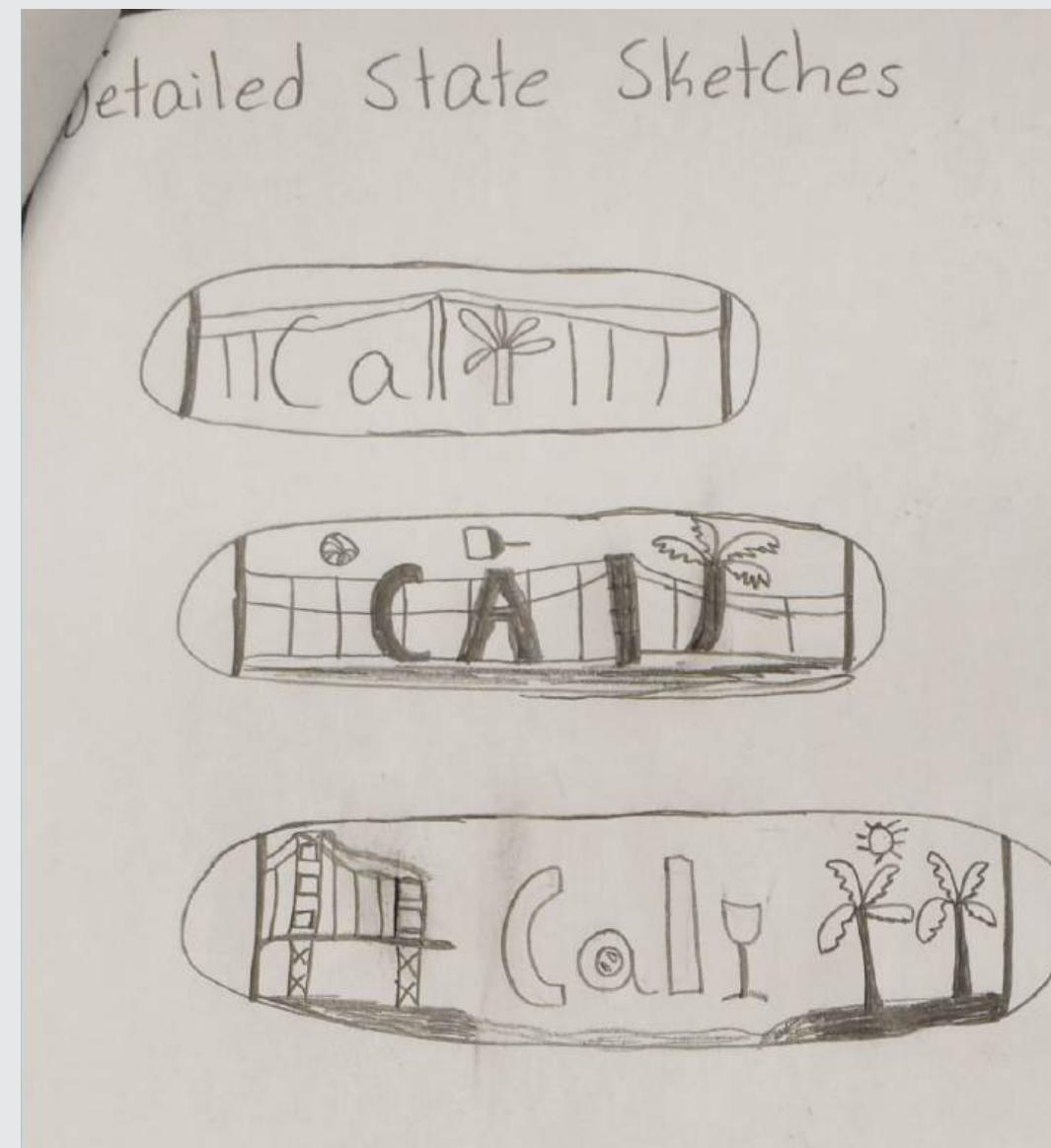
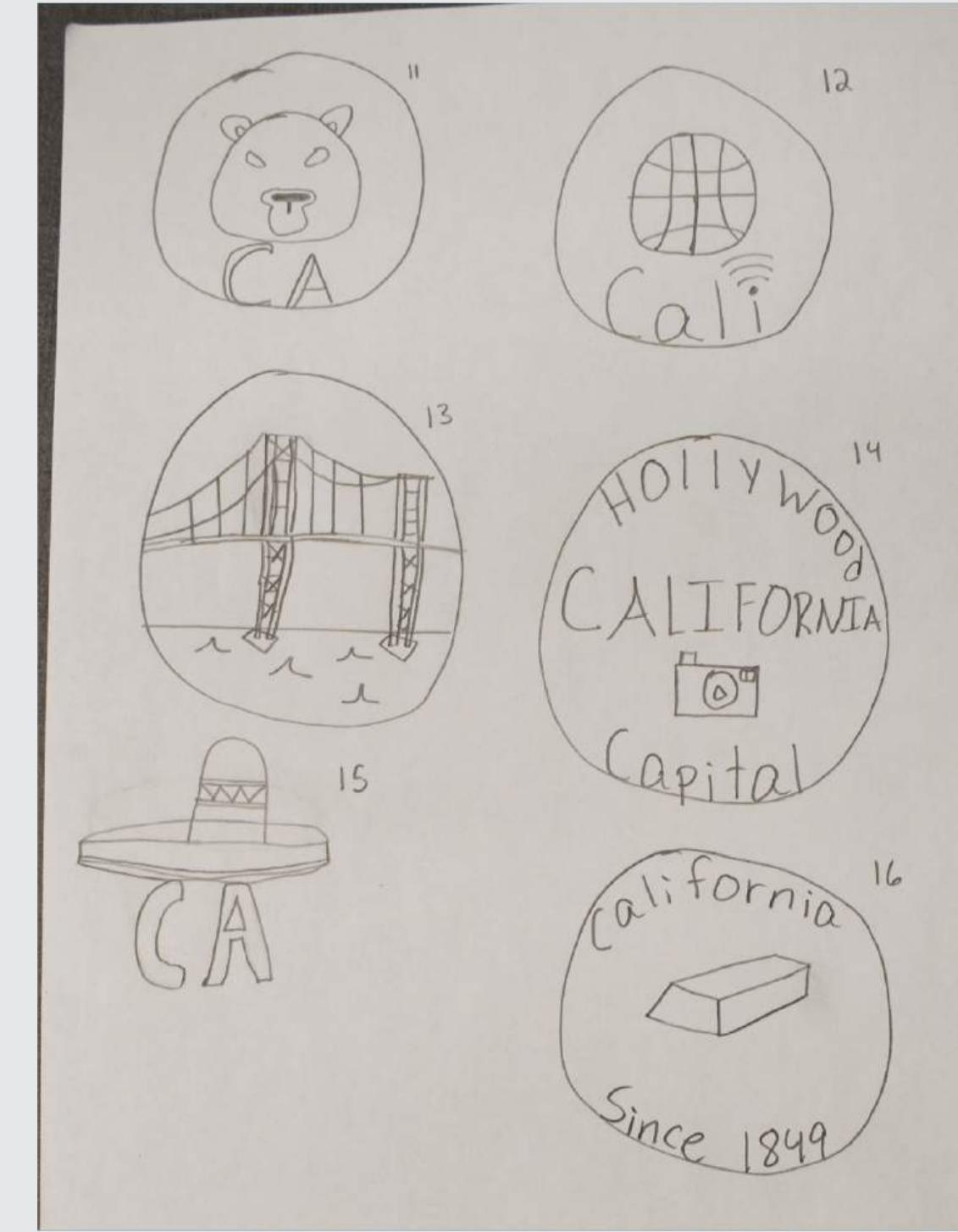
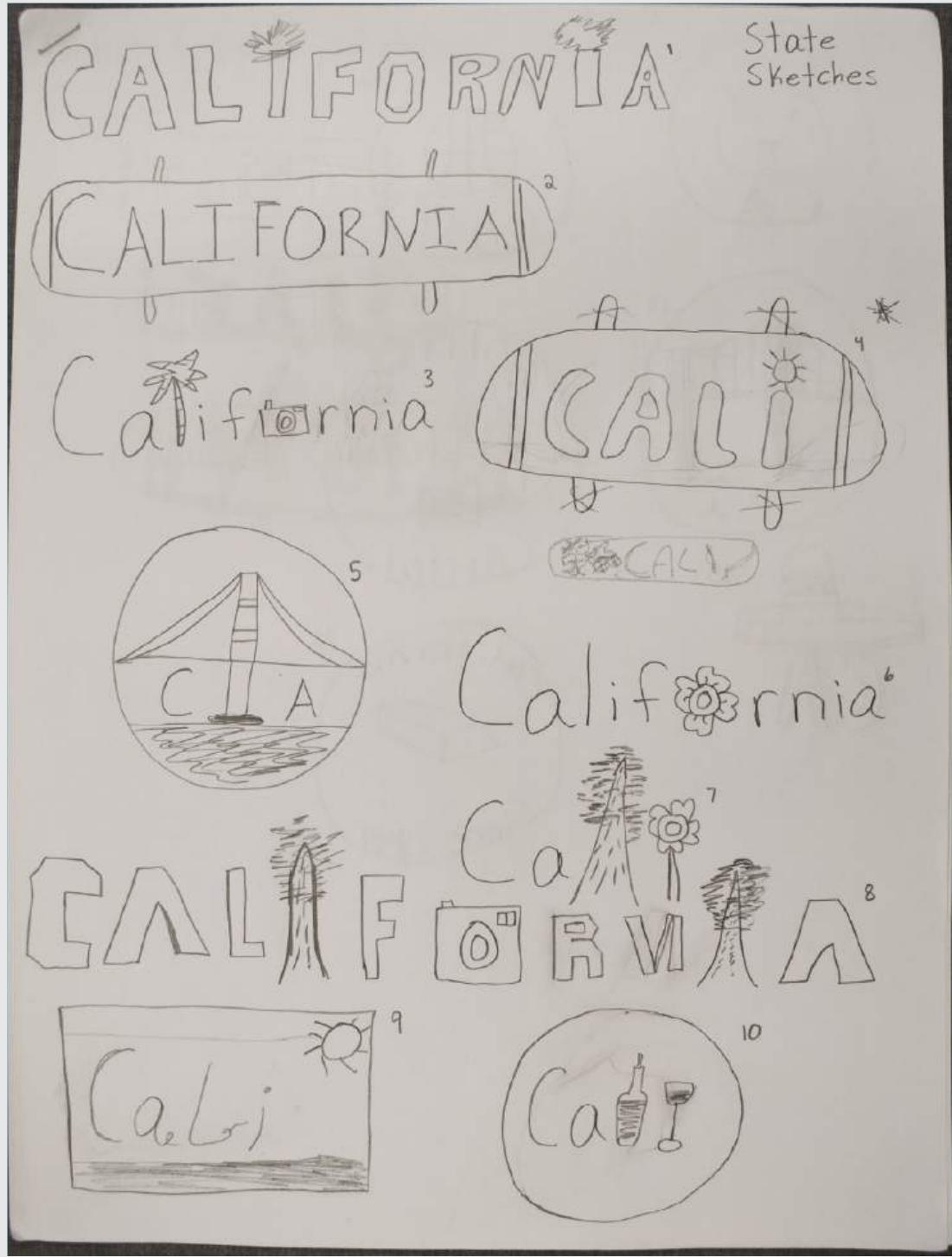
- * This was influenced by the strong surfing culture



- * Many people take pride in their Mexican heritage



Logo Sketches



Digital Logo Proposals



Official Logo

Main Logo



Color Palette

●	#ED1C24
●	#39B54A
●	#C0E0E0
●	#00AEEF
●	#FFF200
●	#A7A9AC

●	#F5D6B0
●	#C49A6C
●	#6D1B26
●	#FED402
●	#8B5E3C
●	#F58A7B

Scale



Space



Logo Variations



Secondary Colors/
Less Variation



Logo On
Dark Background



Logo Only



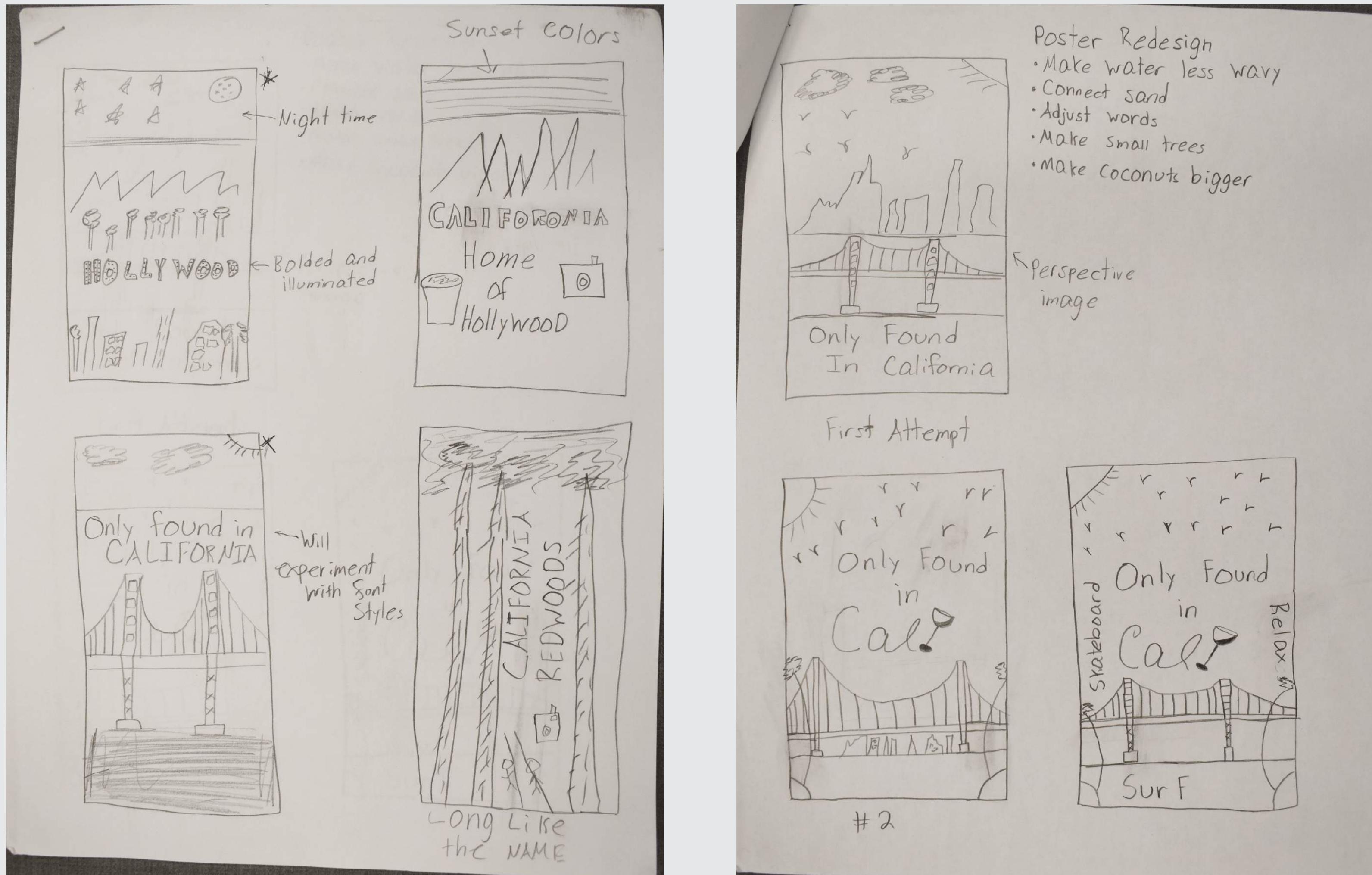
Greyscale



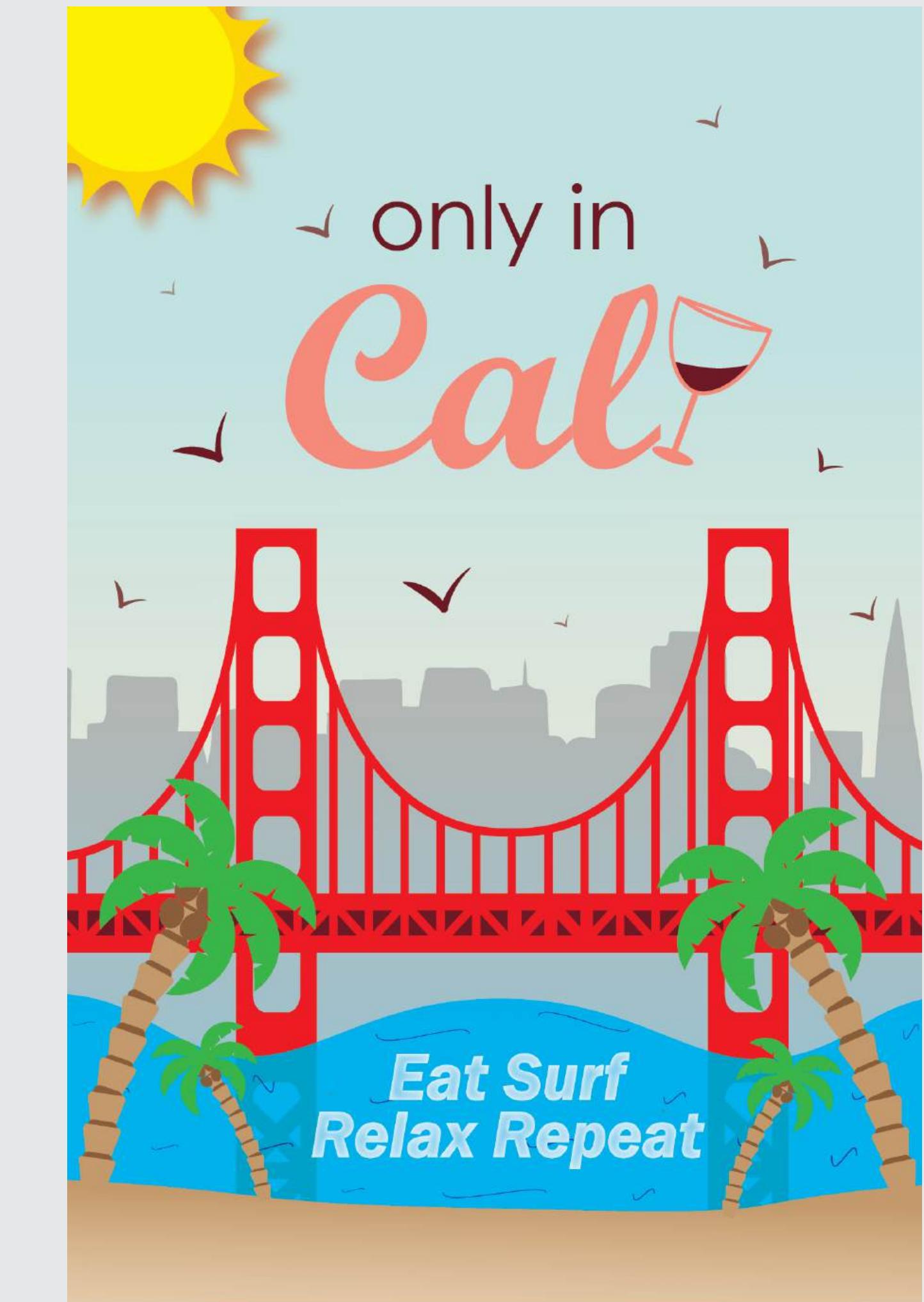
Logo On
Light Background

Typography
Script MT Bold

Only in Cali Poster Design



Poster Sketches

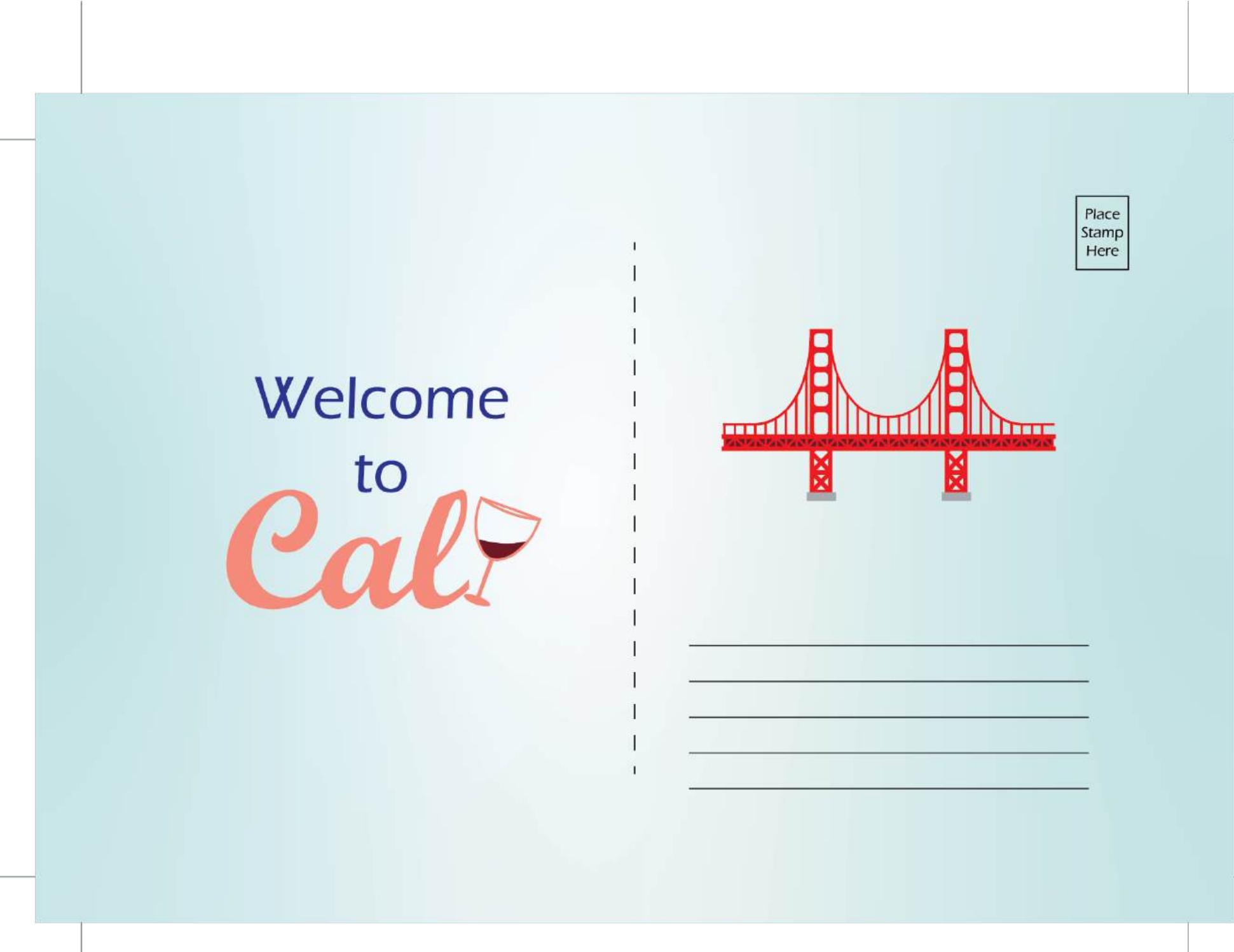


Poster (Final Design)

Post Card



Front/Frente



Back/Reverso

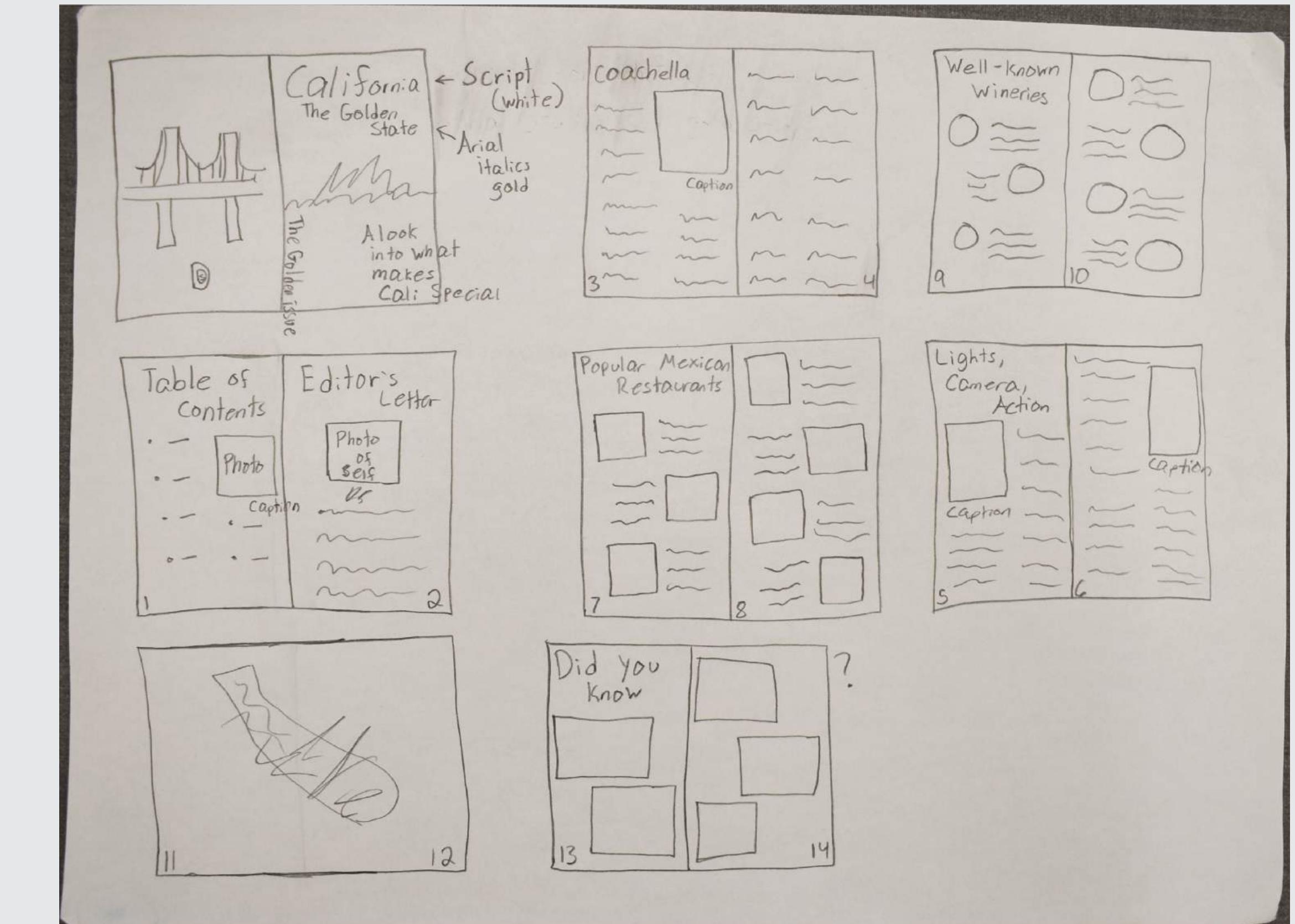
California Themed

Instagram Reel & Digital Magazine

Sketches



Instagram Reel



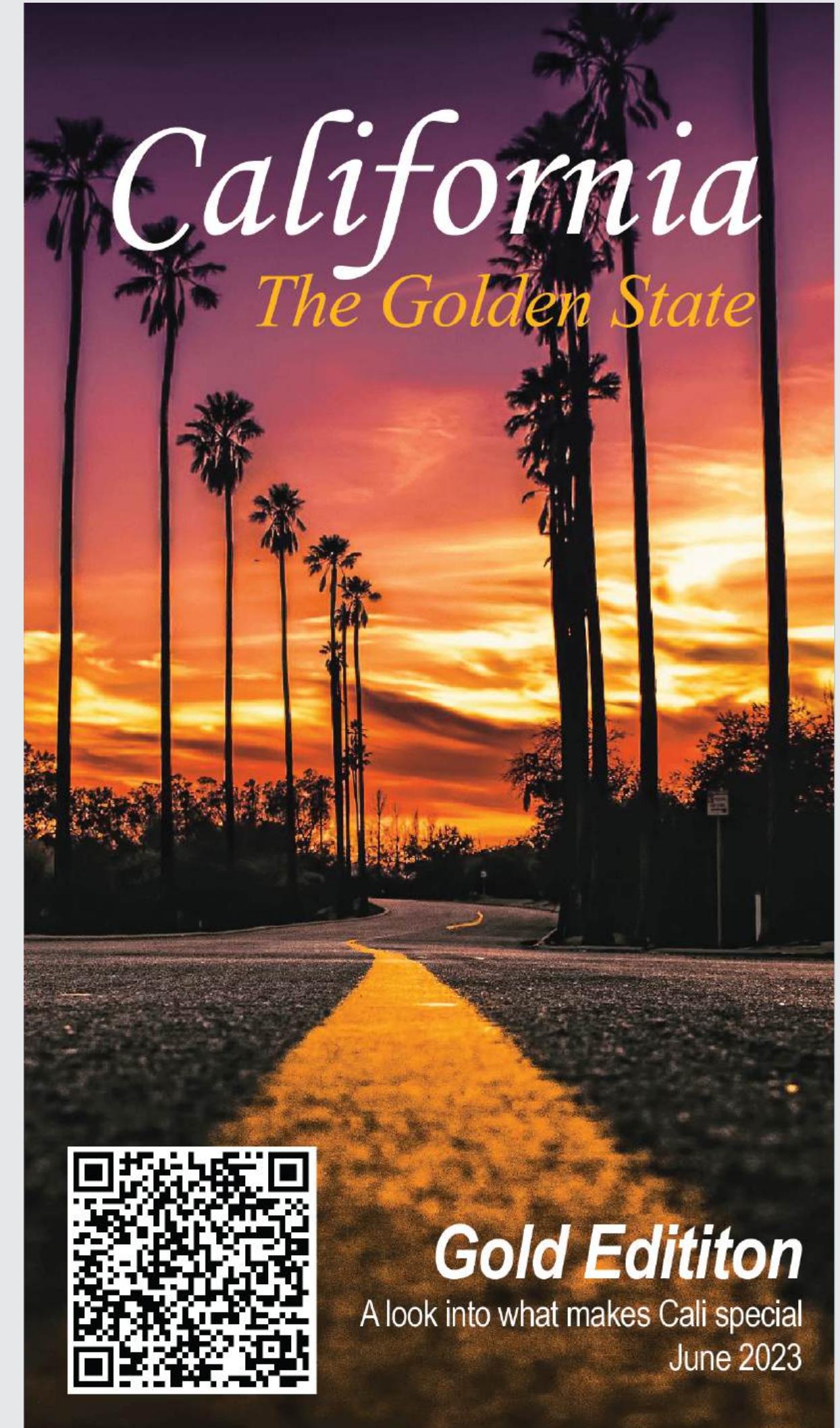
Digital Magazine

Instagram Reel & Digital Magazine

Final Designs

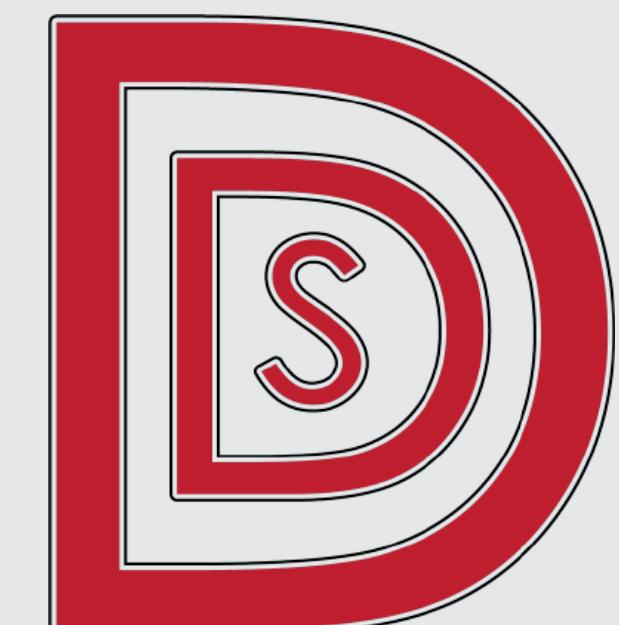
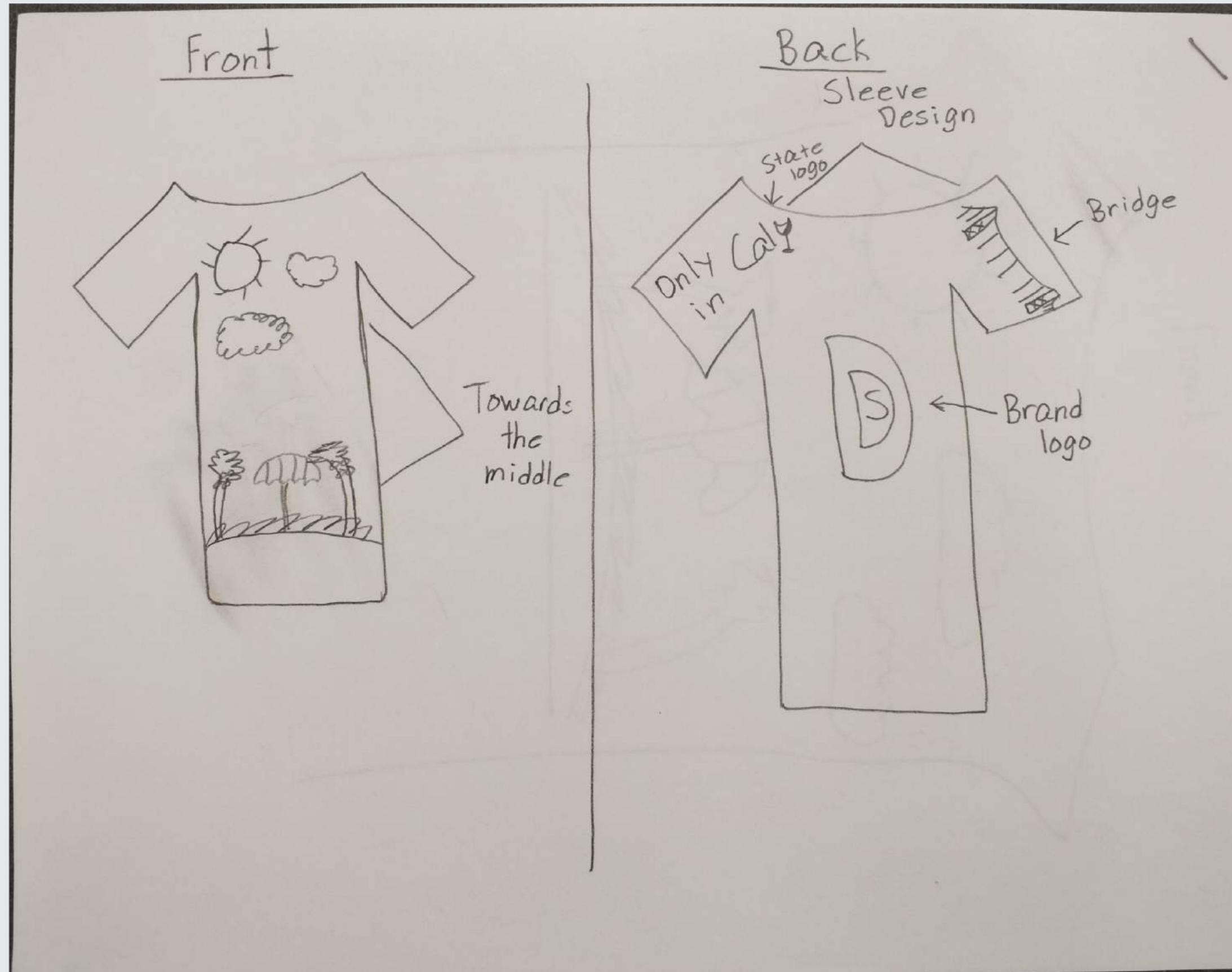
Instagram Reel

Digital Magazine



T-Shirt Development

Sketches and Elements



T-Shirt Development

Final Design



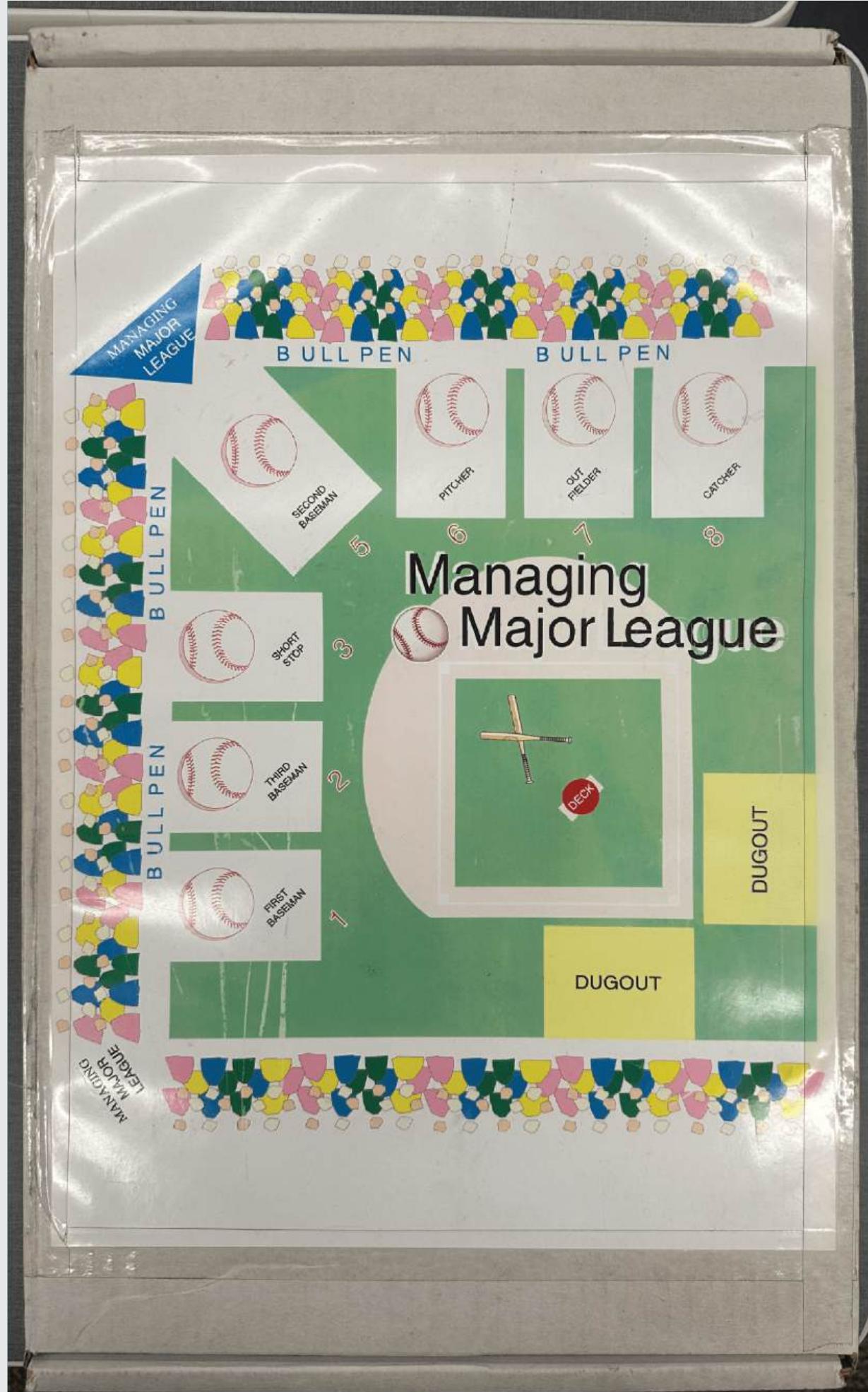
Front/Frente



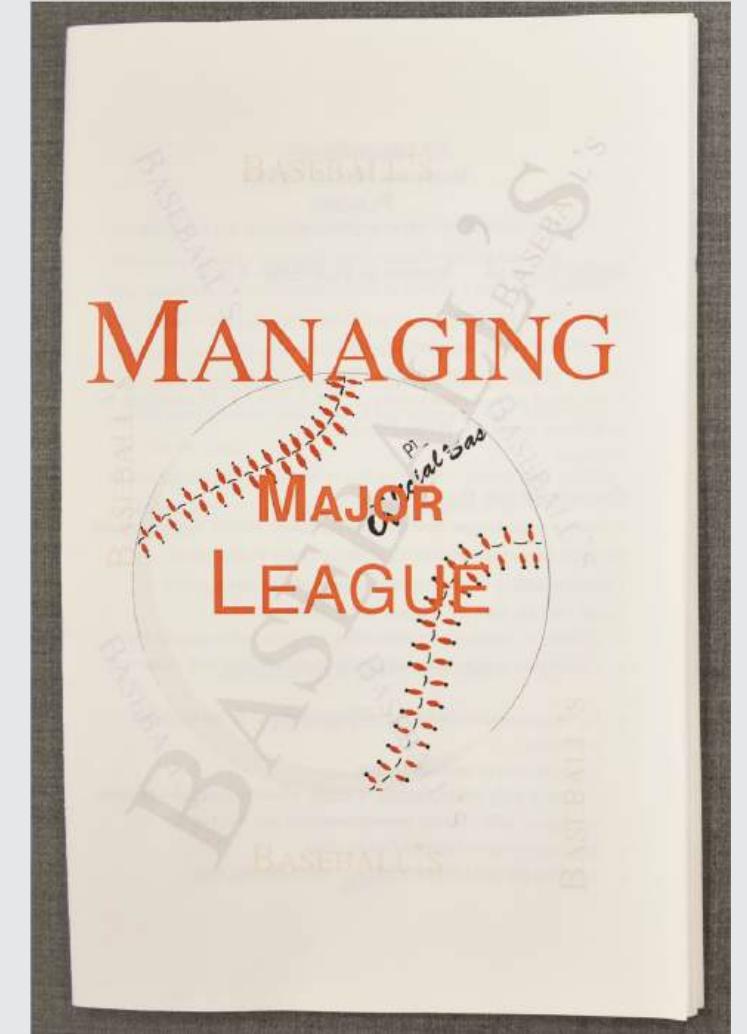
Back/Reverso

Managing Major League Baseball Game

Redesign Process

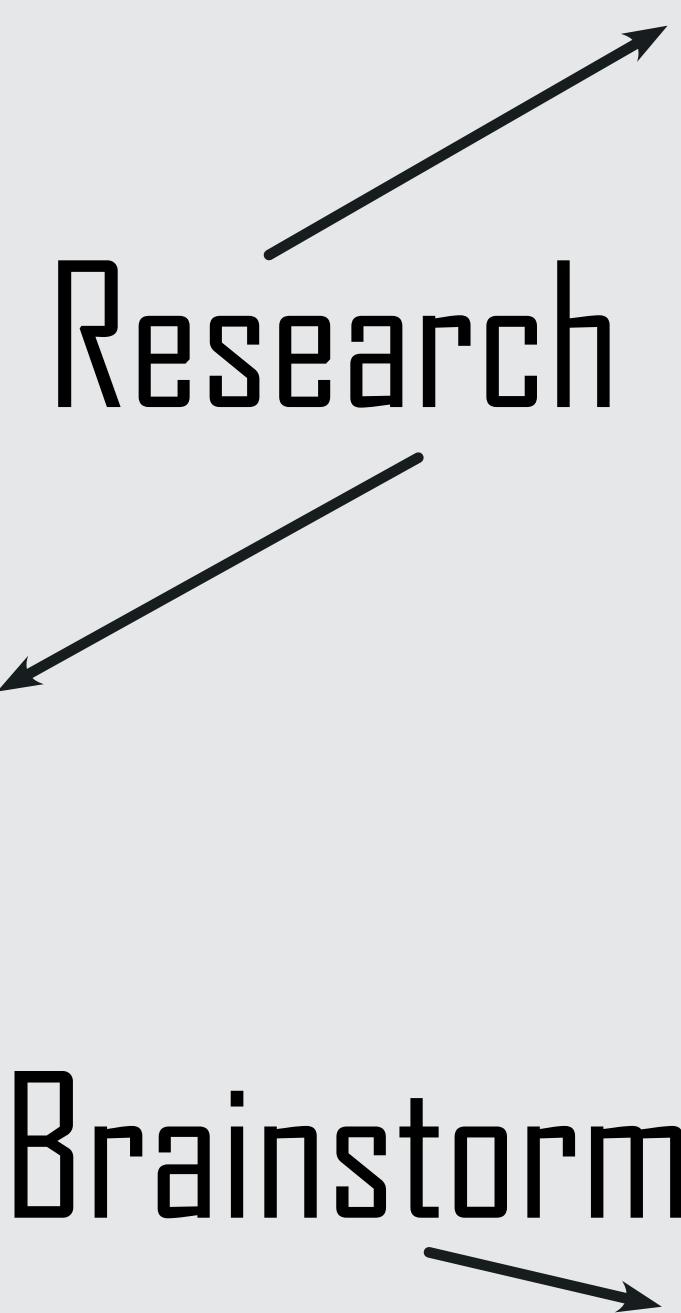


Original Version
Project Introduction



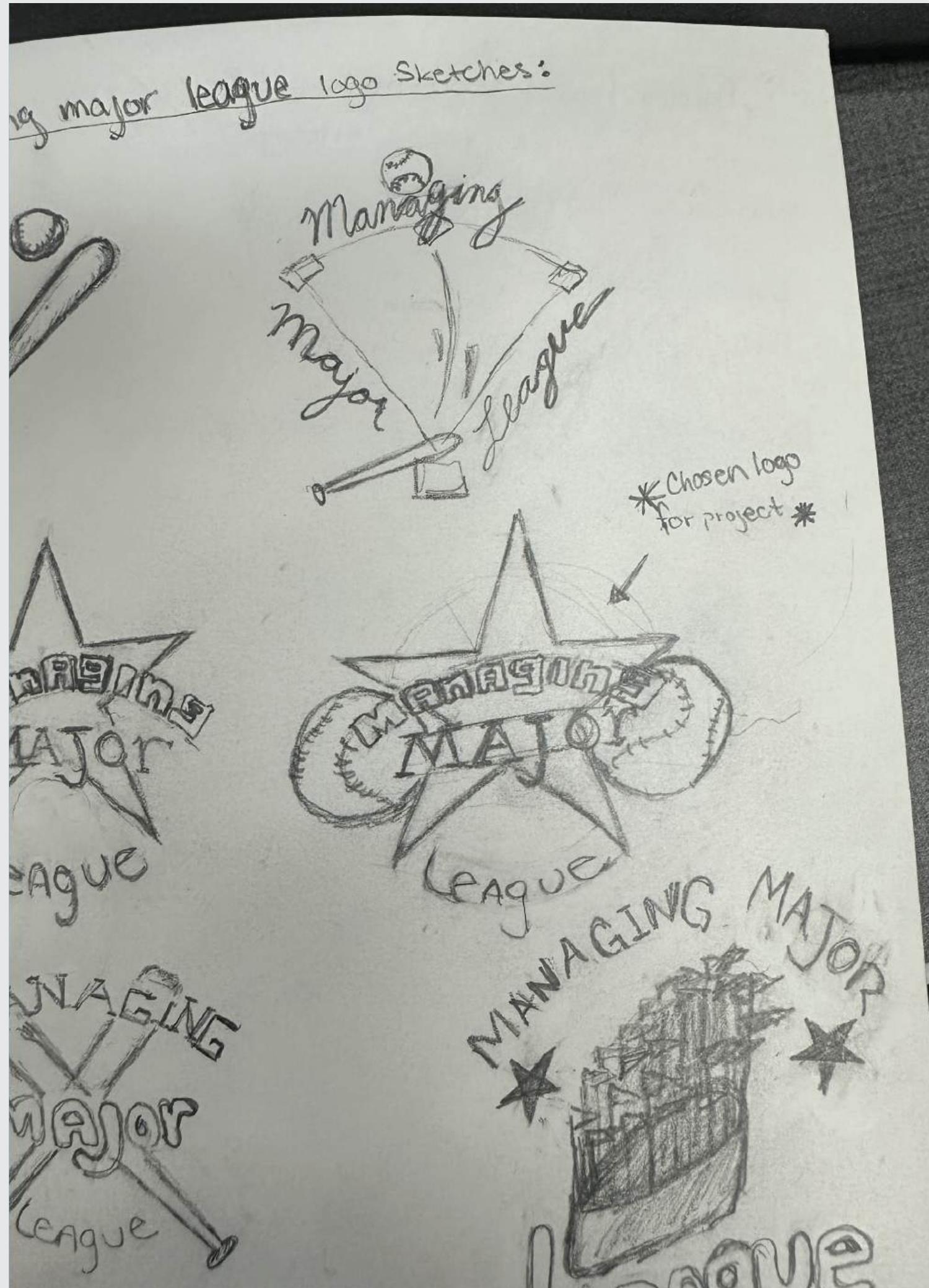
Research and Brainstorm

Design Process	Managing Major League Board Game Redesign	Name: Devin Sloan
Research		Date: 8-23-2023
Competitors:	Championship Baseball / Bottom of the 9 th .	↑
Clients:	The person that originally designed this game.	↓
Inspiration:	Championship Baseball and Bottom of the 9 th . ✓	
Questions: What is the target market?	Notes: The target market is for anyone 7 and older.	
What is the theme?	The game will be based on baseball.	
What is the max number of players?	The maximum number of players is 6.	
What is the end goal of game?	Building a complete team and calling the game before anyone else so that you can win.	
What is the name of the game?	The name of the game is Managing Major League.	
How is baseball traditionally played?	It's a bat and ball sport played between two teams of nine players each which lasts for 9 innings with each team alternating between batting and fielding. The batter stands on the home plate, facing the pitcher holding a bat then the pitcher throws the ball as fast as they can toward the batter. The batter then tries to hit the thrown ball. When the ball is played, eight players attempt to catch the ball.	



Questions: What are the rules of baseball?	Notes: Each game consists of somewhere between 6 and 9 innings. Each half inning consists of three outs. Each hitter starts with a 0-0 count. If 4 balls are thrown prior to a batted ball or three strikes, the runner is considered to have walked and is awarded first base.
Additional Ideas:	Game pieces and board could be made from either styrofoam or cardboard. Use a small, flat, circular disk as a baseball that can be flicked around and the players can move along the diamond and within the field in a similar fashion to how real baseball is played. To make the game more interesting, specific numbers can be assigned for certain events, for example, roll a nine to get a home run. (if possible)
Brainstorming:	<ul style="list-style-type: none"> - Front side of cards with AI versions of real famous baseball players (Alive and Dead). Back side with logo, Point value, Slot #, and positions. - Game Pieces with images of the players. - Redesign the audience to a semi-realistic appearance. - Expand the baseball diamond, center it and use the newly found space for the card place holders. - Maintain the same game rules and dice functions, but incorporate game chips that are interactive and connect seamlessly with the overall game.

Sketches

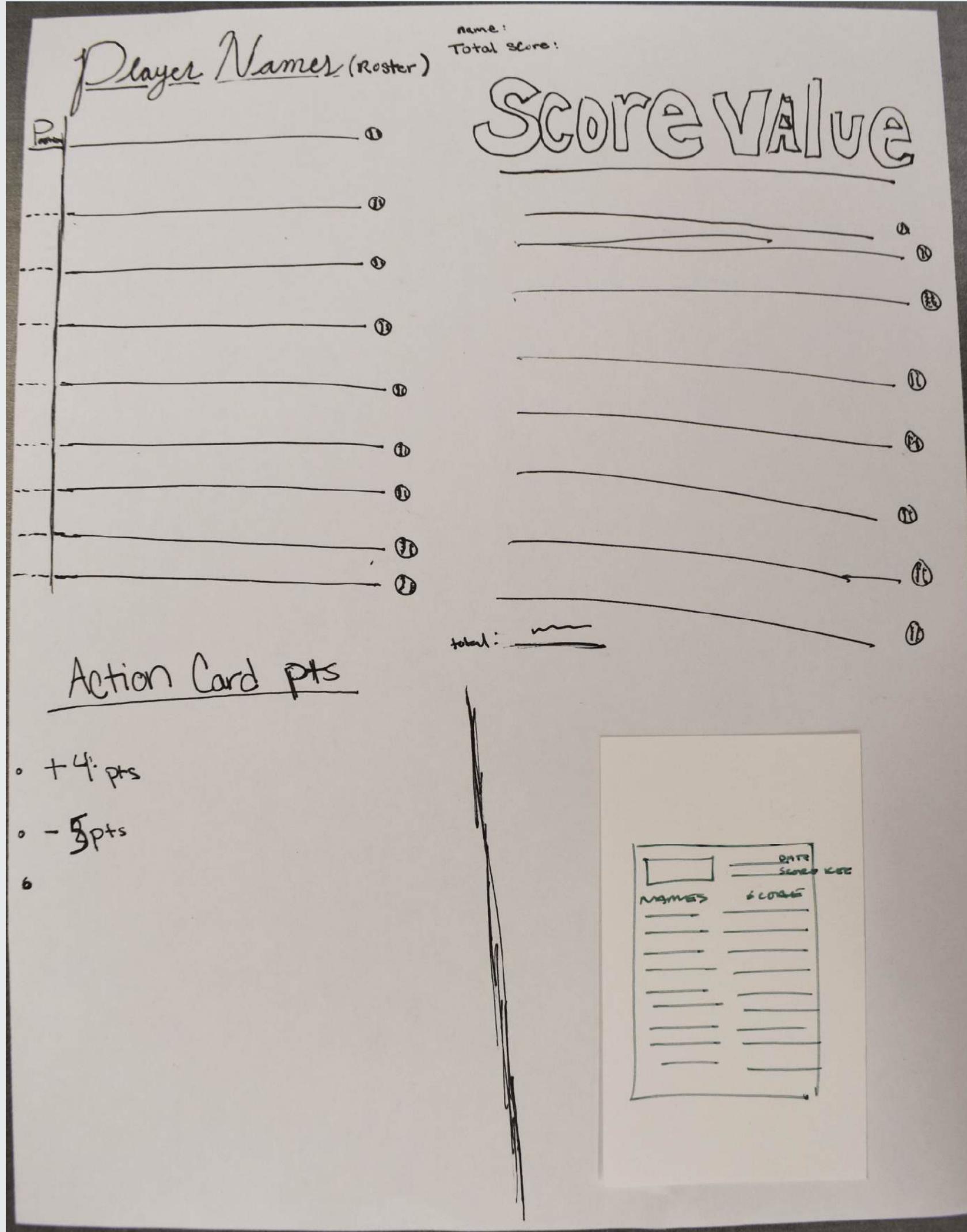


Logo Design

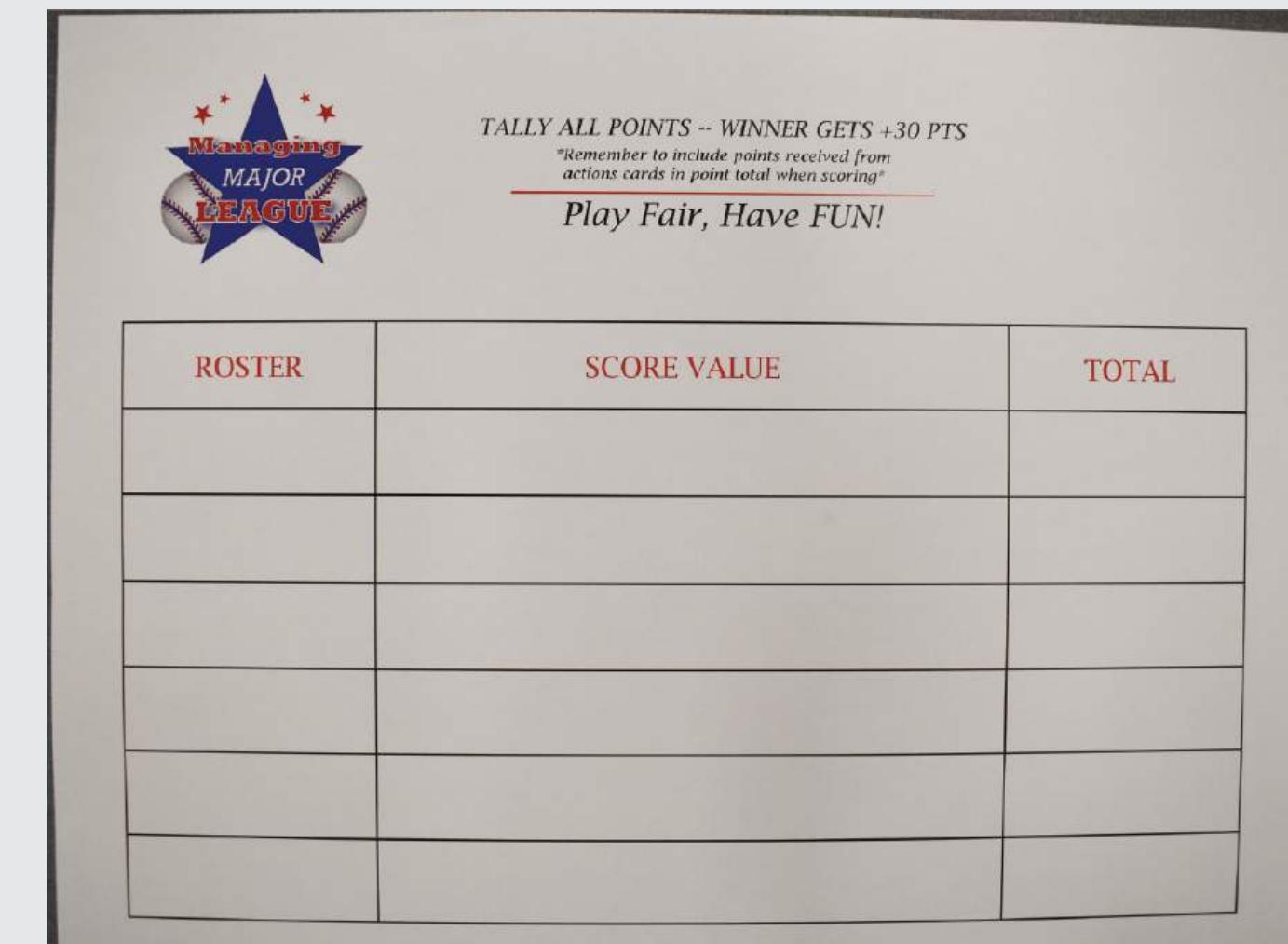
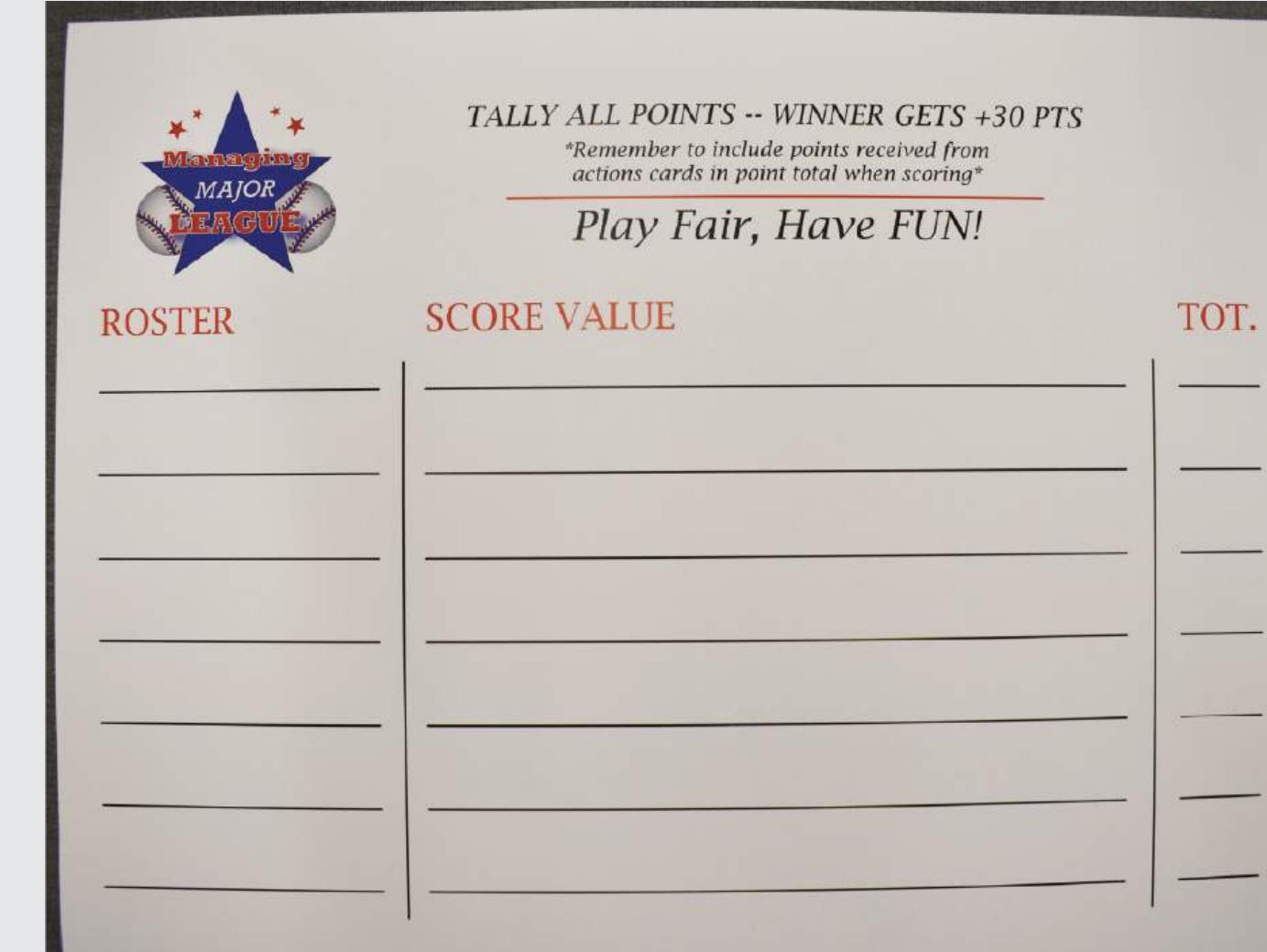
Digital Concepts



Sketches



Score Sheet Design



Printed Concepts

Card Development

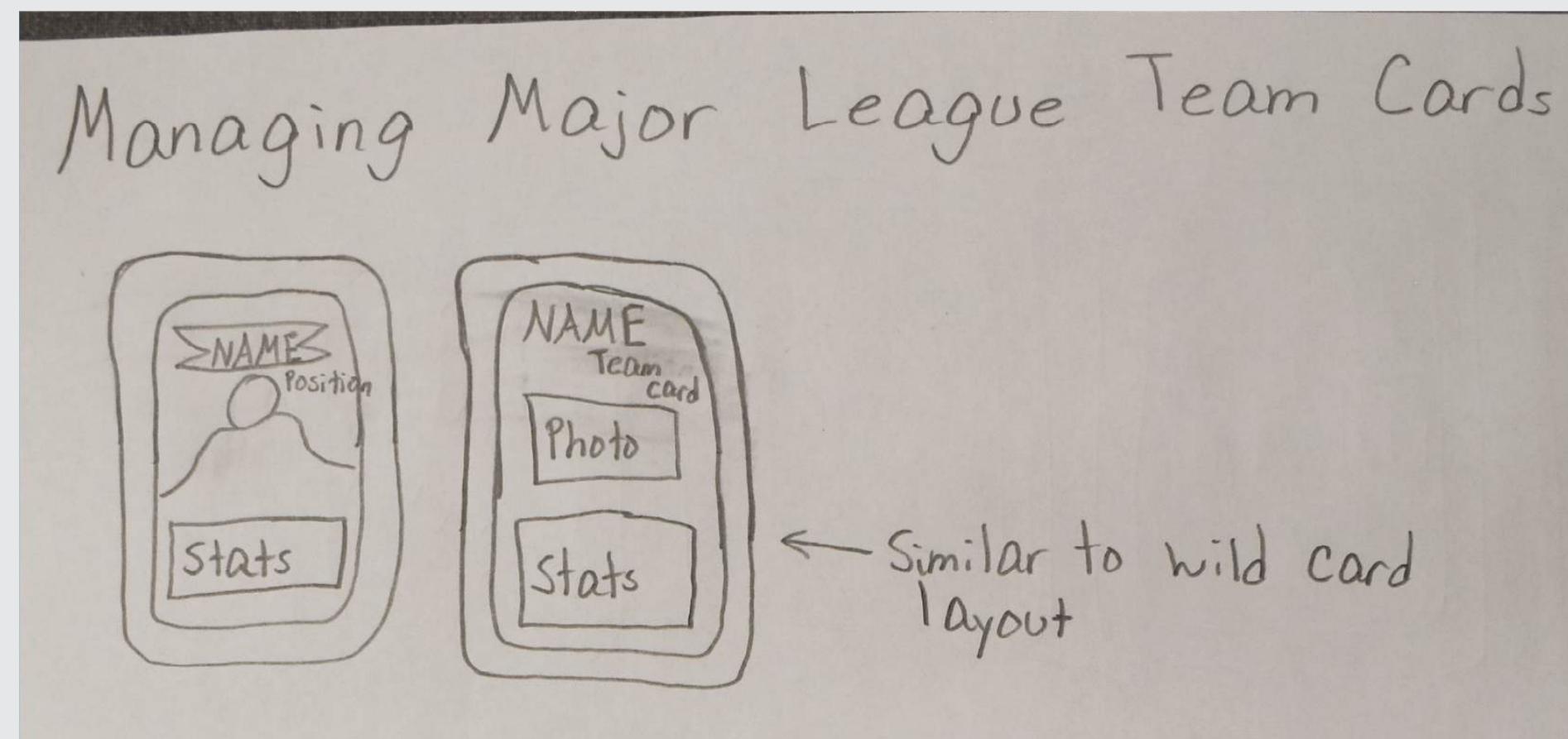
(Action and Team Cards)



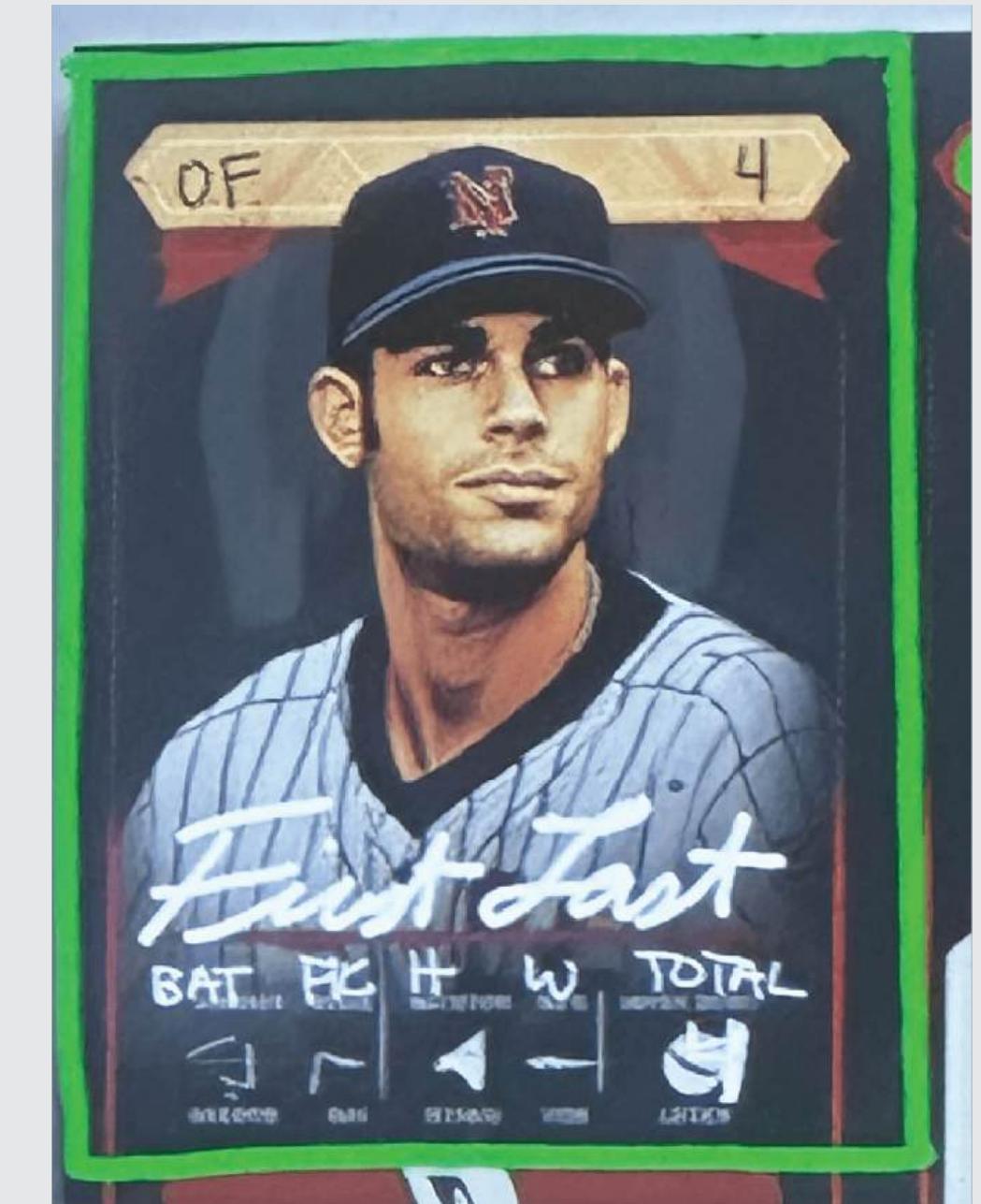
Action Card Sketches



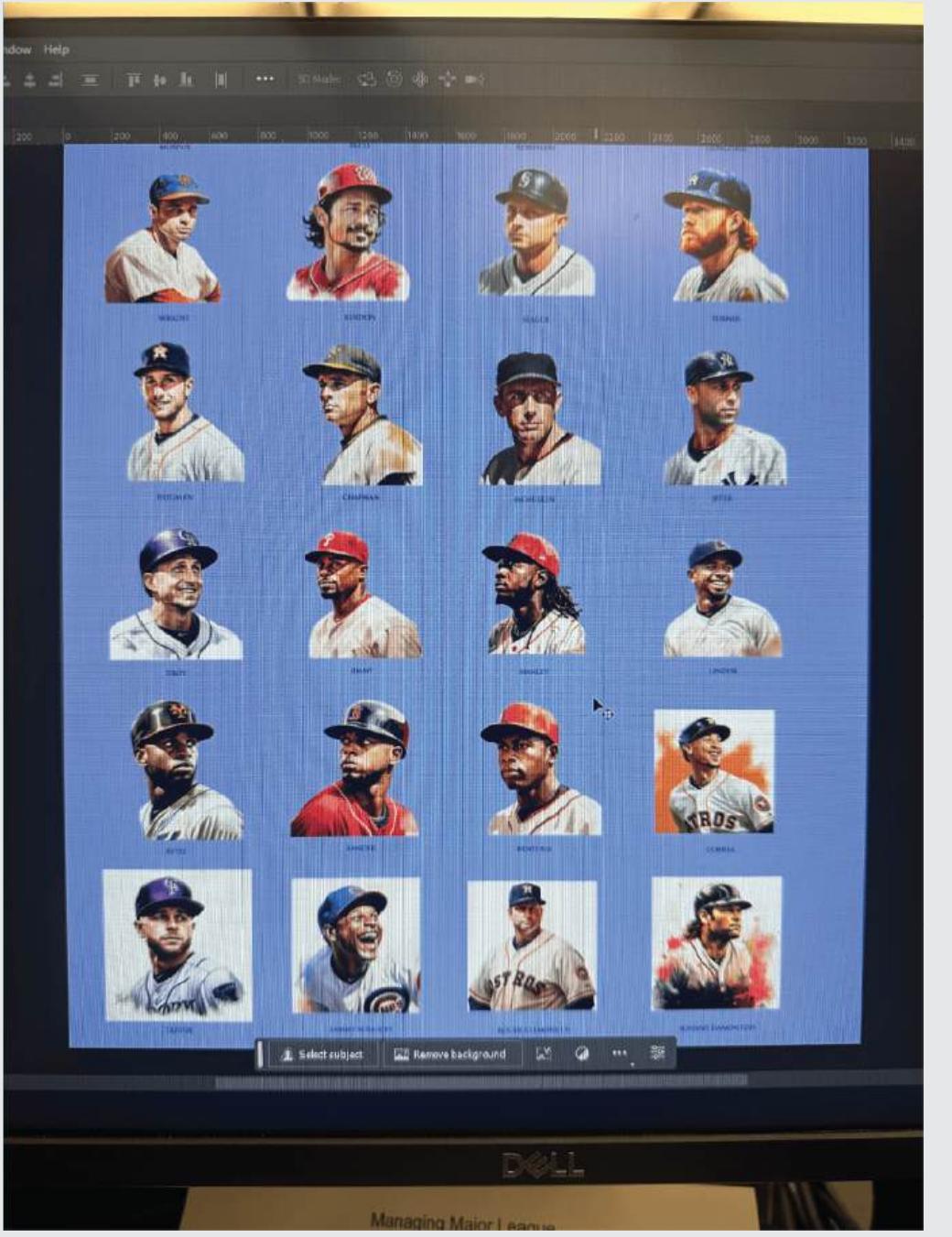
Original Design



Team Card Sketches



Team Card Idea/Concept



Card Development

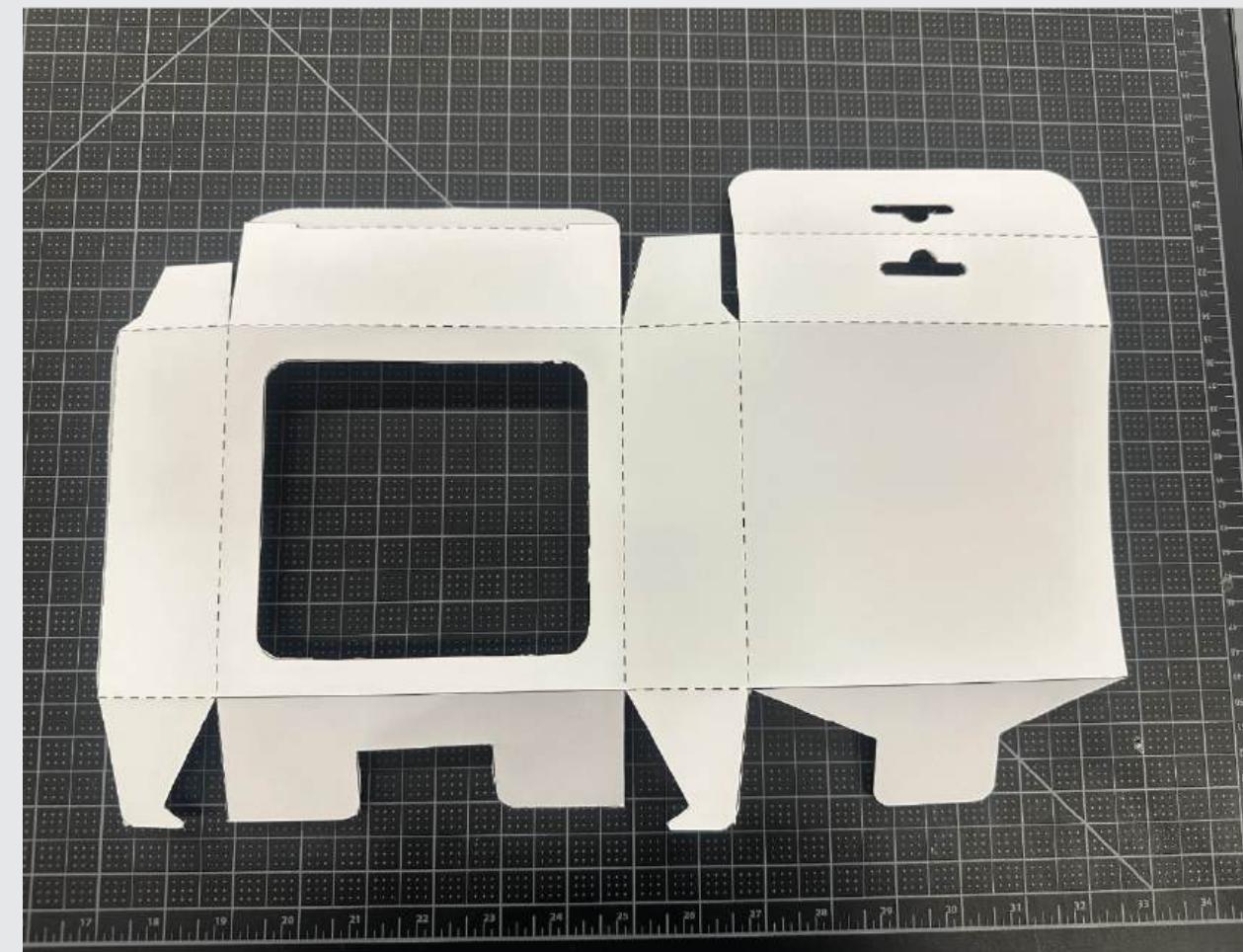
(Action and Team Cards)



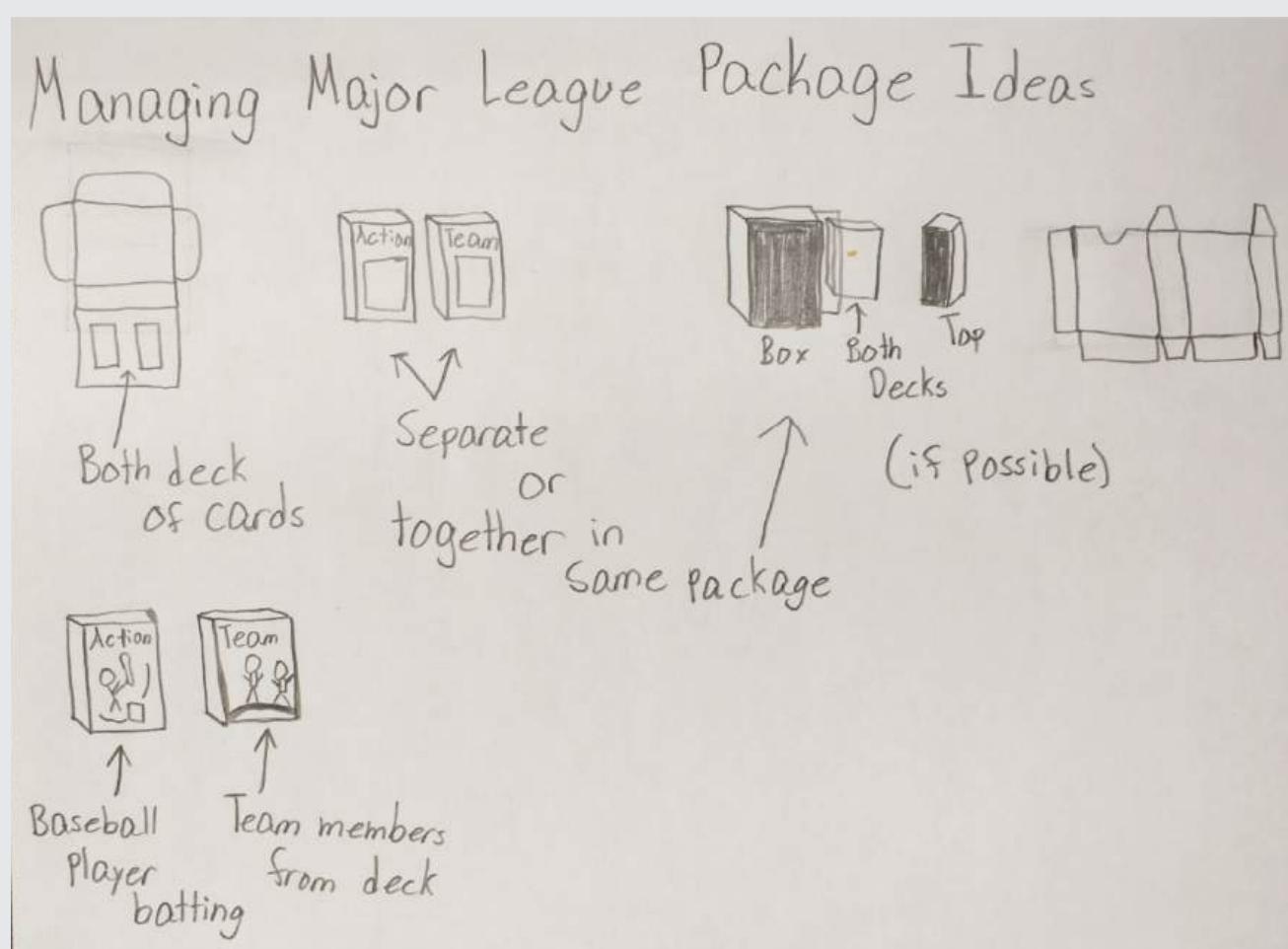
Package Development



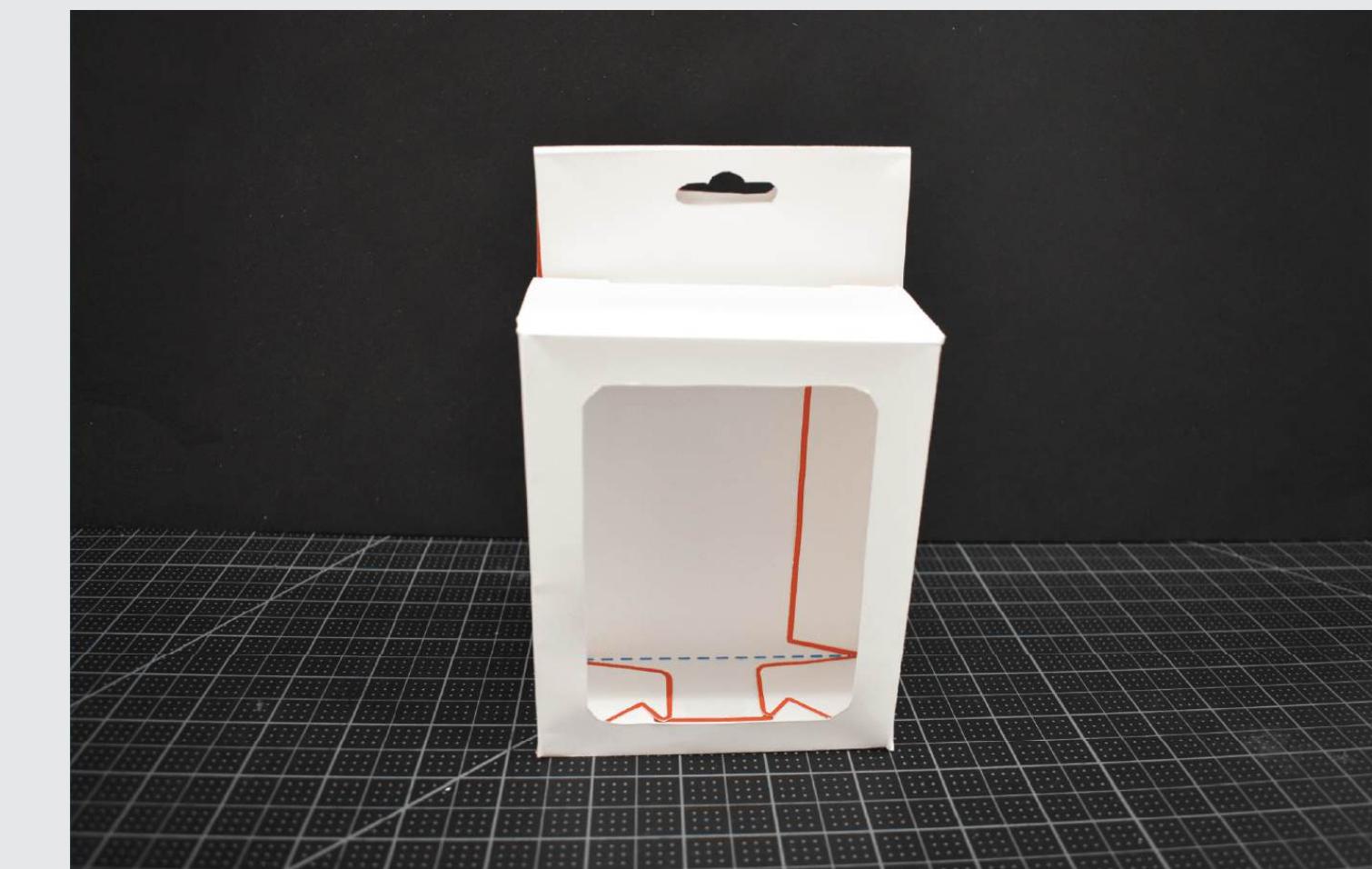
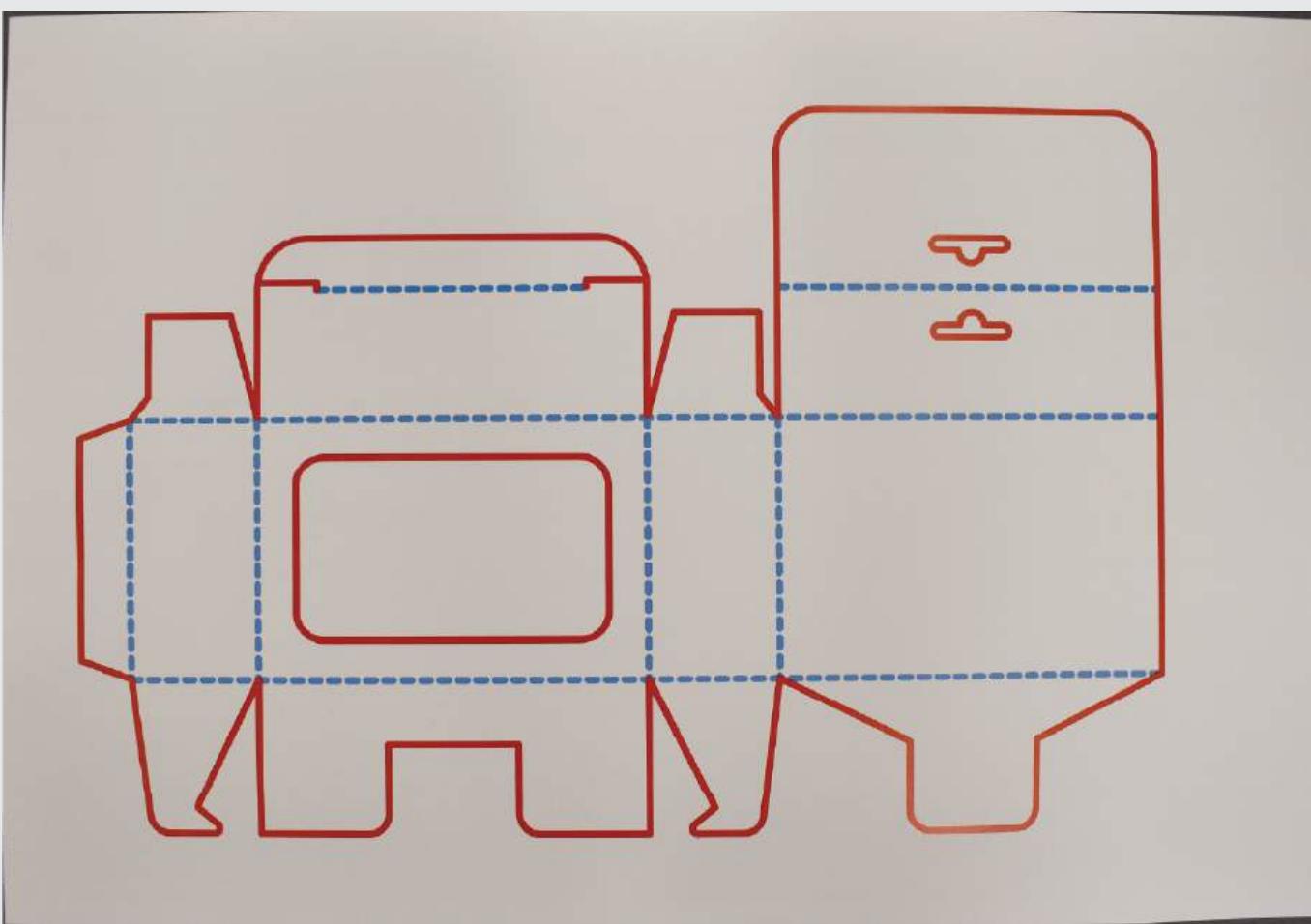
Original
Design



Sketches



Package Prototypes



Package Development



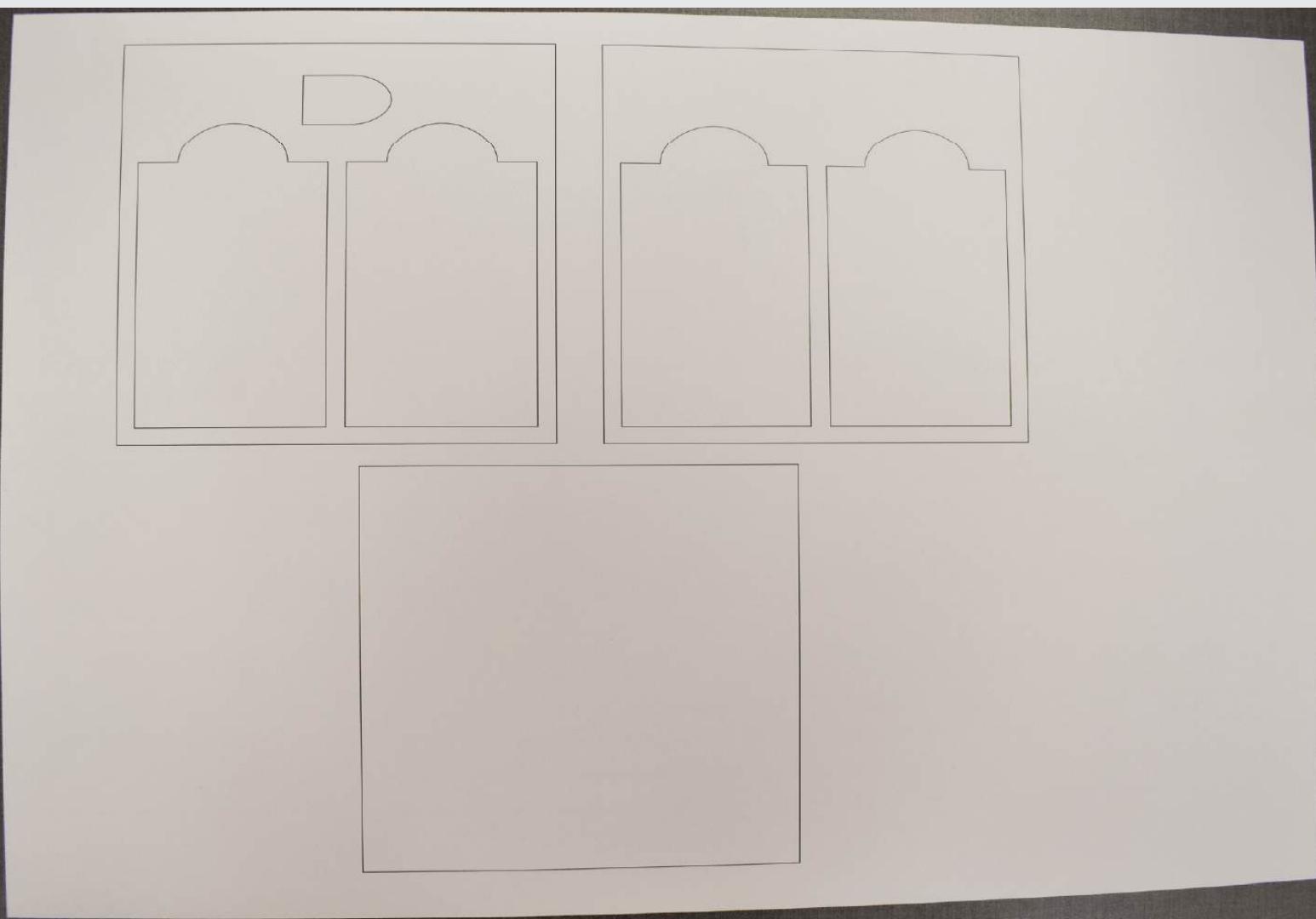
Final Design

Package Development

Inside Packaging



Original Design



Sketches



Final Design

Managing Major League

Rules for Gameplay and Completion
Redesigned by Devin Sloan

SUMMARY

Managing Major League is an engaging baseball-themed card game that can be played with anyone, regardless of whether or not they have knowledge of baseball. The strategic methods involved in the building and maintaining of the best team with the most points as well as the interactive action cards makes the game all the more enjoyable.

GETTING STARTED

There are two ways to start the game depending on how fast you would like to complete the game. First and foremost, if you want the game to take longer then we recommend giving each manager (the people playing the game) 3 team cards to start off with. If you want to finish the game sooner then it's recommended to start the game off with 7 team cards per manager.

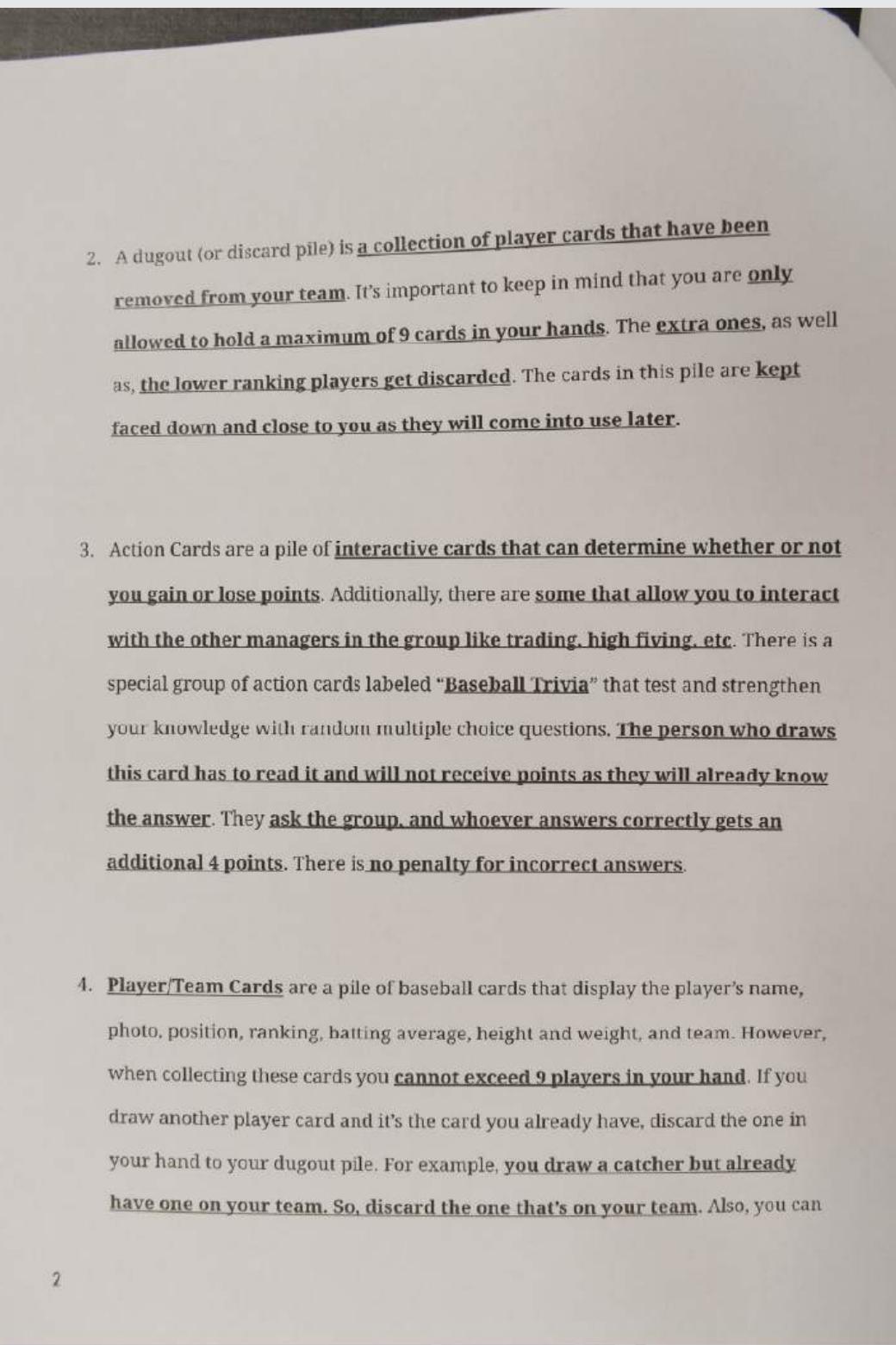
GAME PLAY

- For each turn, you will roll the dice to determine which card to pick up. If you roll an odd number (1, 3, 5), draw a team card. If you roll an even number (2, 4, 6) draw an action card.

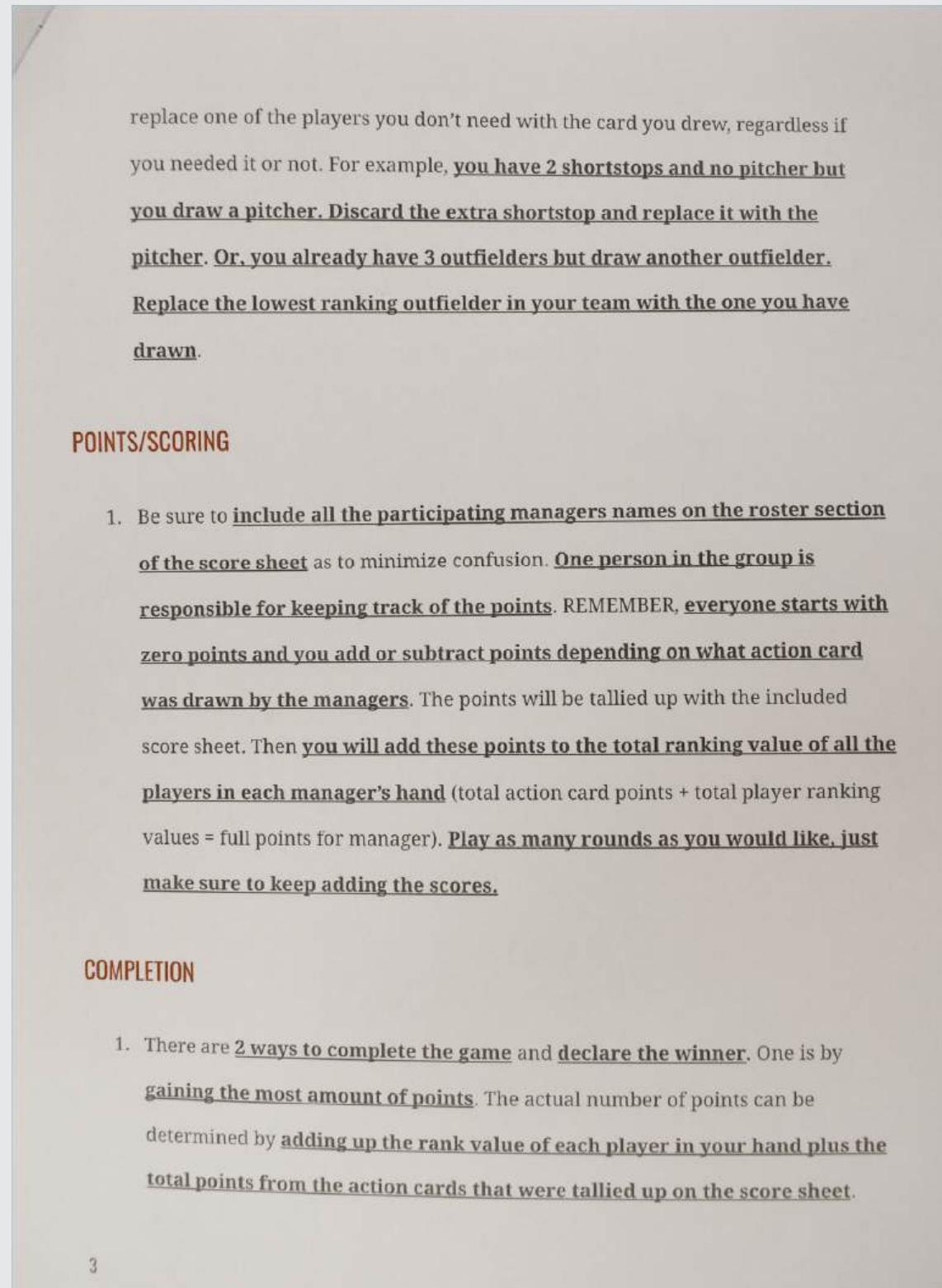
1

Revised Instructions

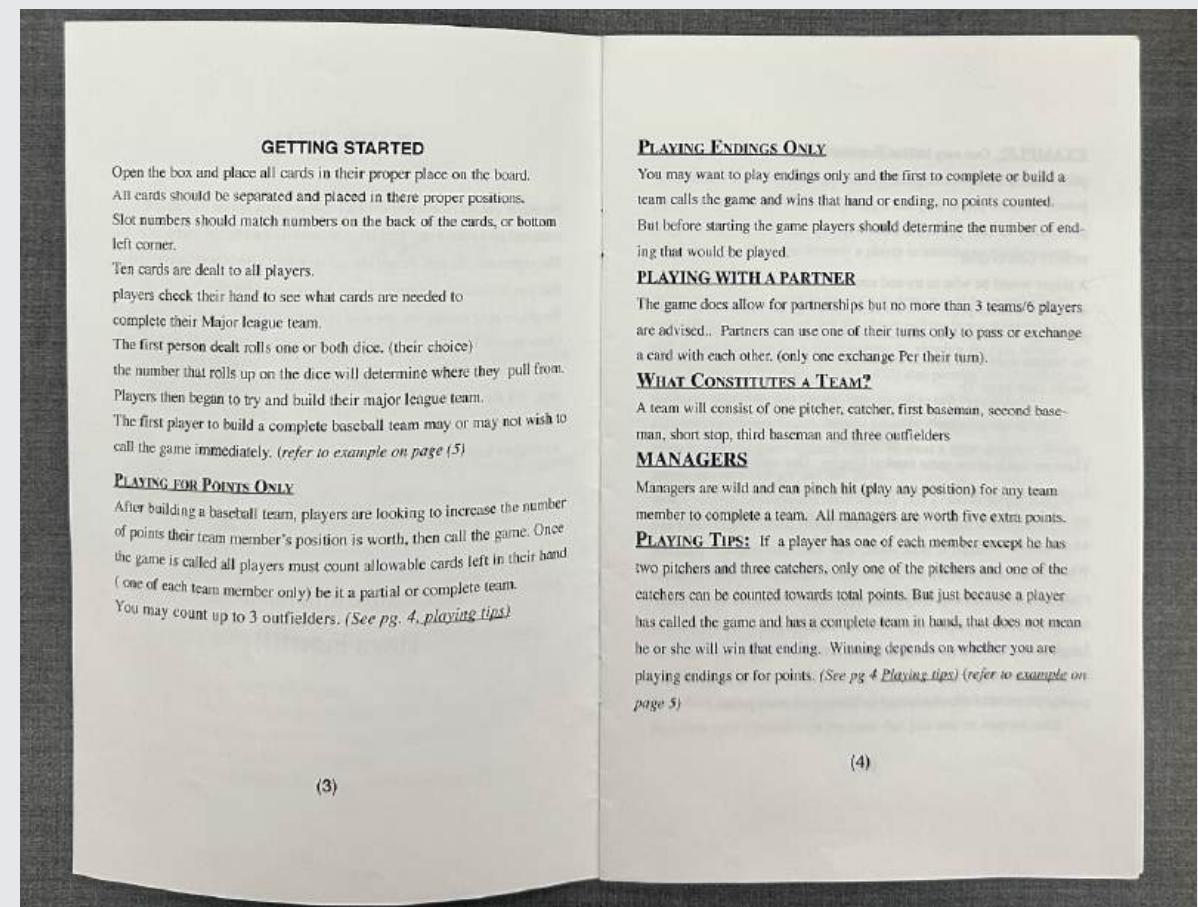
Gameplay Instructions Revision



2



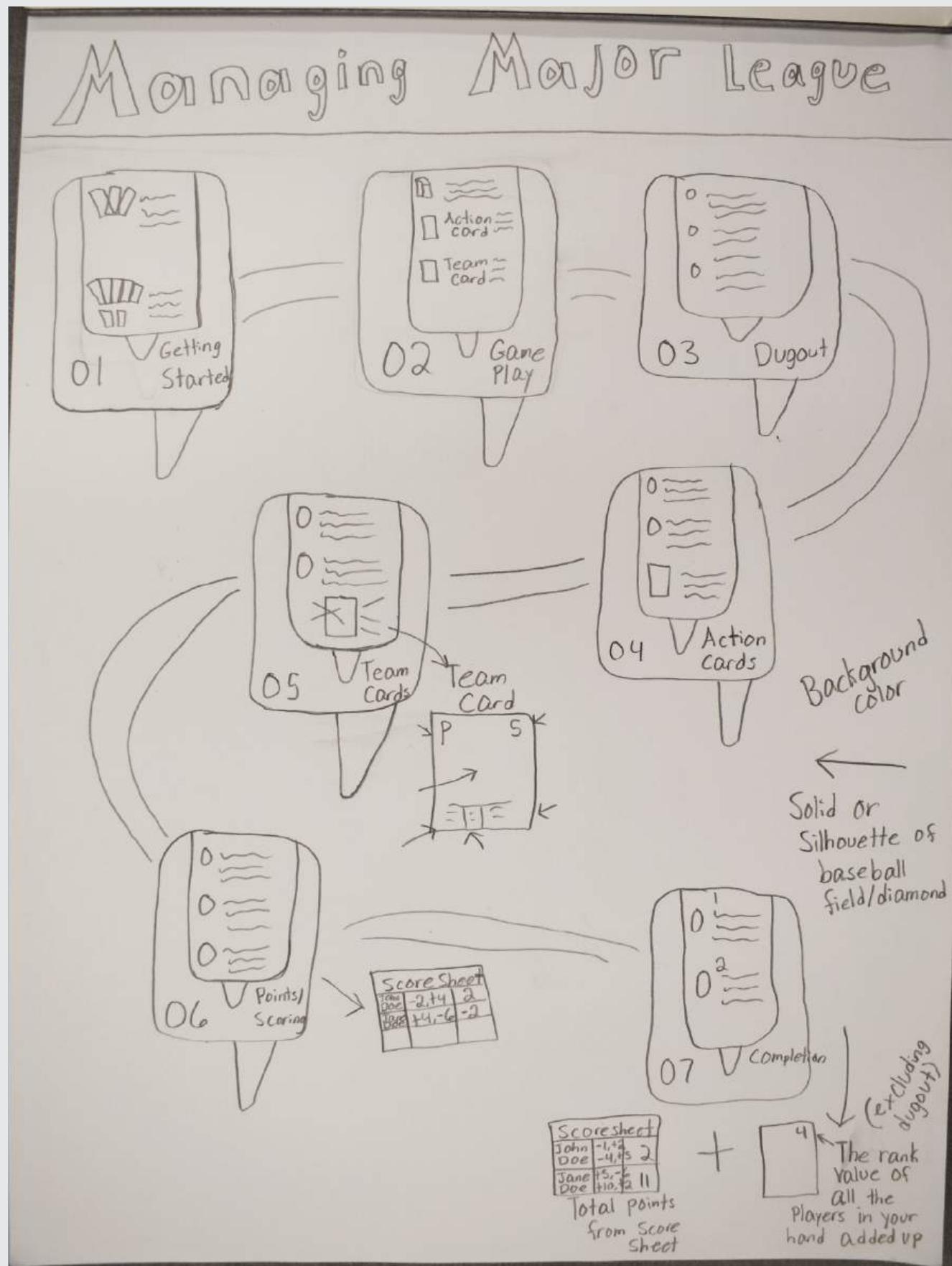
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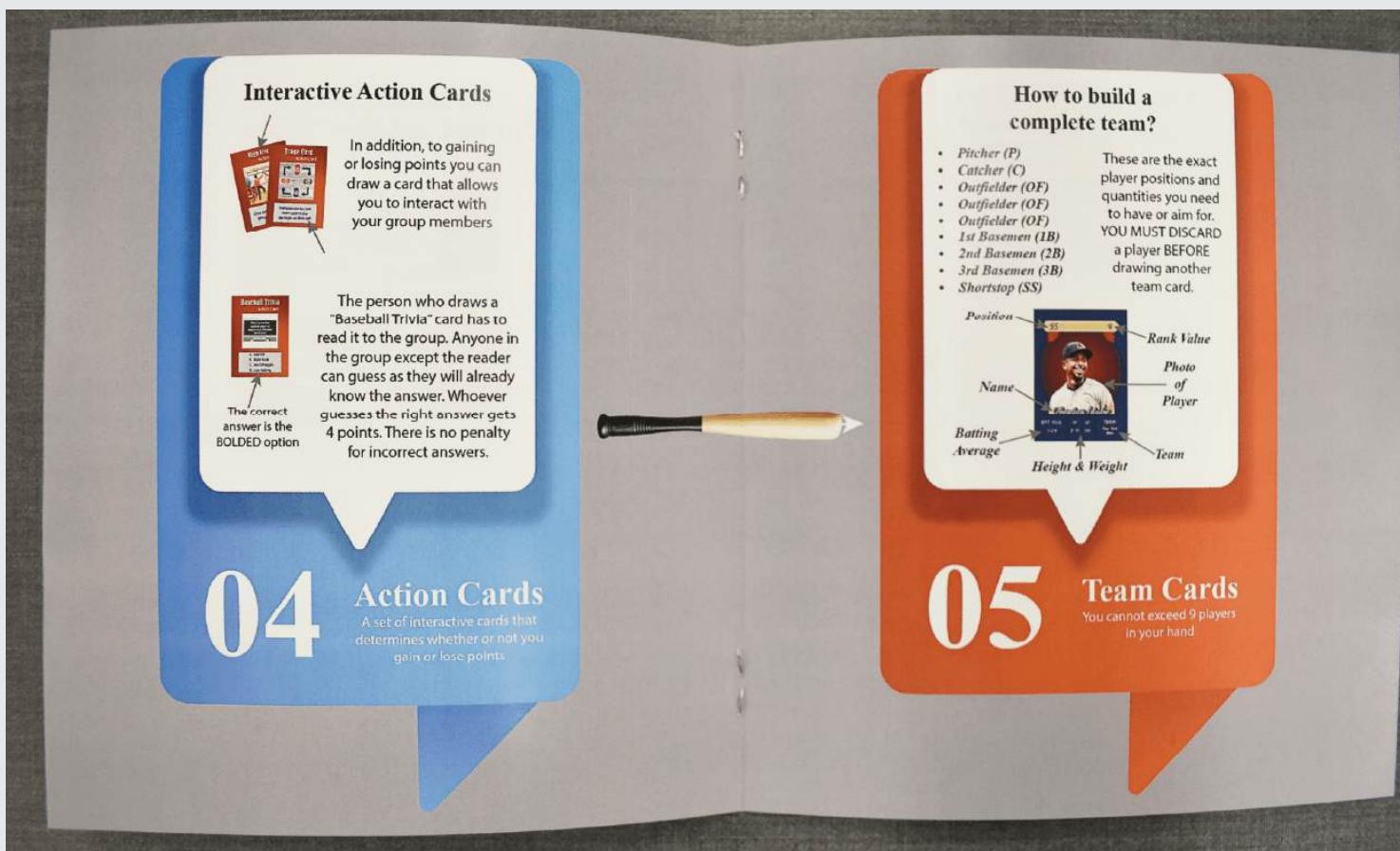
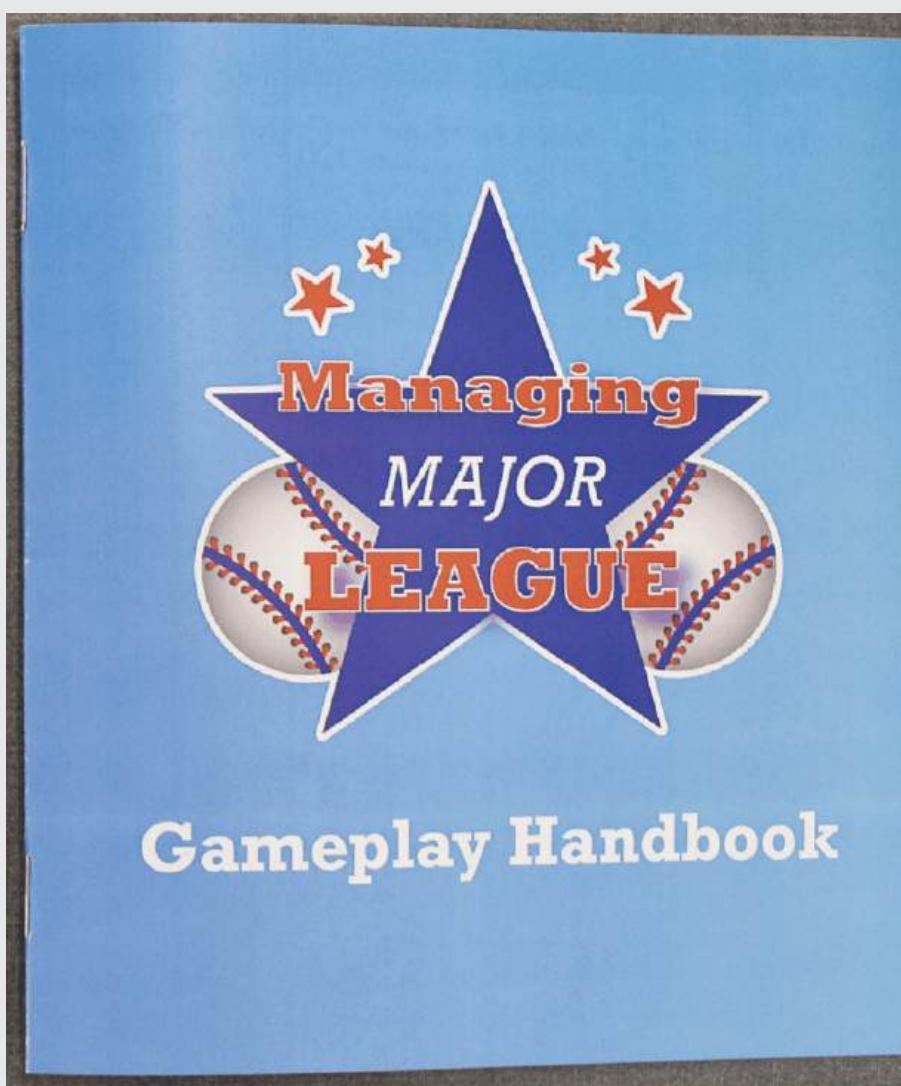
Original Version

Another way is by being the first to create a complete team and this will consist of 1 pitcher (P), 1 catcher (C), 1st, 2nd, and 3rd Basemen (1B, 2B, 3B), 3 outfielders (OF), and 1 shortstop (SS) which totals up to 9 players. It does not need to be in this order but you need to have these players to have a complete team. The first person to build a complete team receives 30 additional points which are added to their current point total. The same formula (total action card points + total player ranking values) applies but with an addition of 30 points.

Gameplay Instructions Redesigned



Sketches



Fully
Designed
Gameplay
Handbook



Infographic
Design

Managing Major League Baseball Game

Original vs. Redesigned



Original Design



Redesigned Version

Additional Projects



Fall Poster

SVKreations
Holiday Card

