

# Amelia Carlie

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Graphic Design Portfolio

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# SHIRTWORKS STATIONARY

Business cards, letterhead, and flyers created using existing logos.



**CONTRACT PRICING 2019**

706.353.1060 shirtworksathens.com shirtworksathens@gmail.com 1797 Old West Broad Street, Athens GA 30606

Quantity	12	24	36	48	60	72	100	144	200	400	600	800	1000	1500	2000
1 Color	4.85	2.83	2.34	2.15	1.4	1.19	1.09	1.03	0.85	0.75	0.69	0.68	0.63	0.55	0.48
2 Color	7.19	4	3.07	2.61	2.15	1.82	1.64	1.46	1.15	1.02	0.97	0.92	0.89	0.73	0.66
3 Color	9.31	5.06	4.02	3.17	2.53	2.24	1.9	1.65	1.29	1.12	1.08	1.01	0.94	0.79	0.78
4 Color	11.02	5.92	5.06	4.02	2.94	2.66	2.17	1.86	1.41	1.24	1.2	1.11	0.99	0.85	0.81
5 Color	12.38	6.62	5.87	4.12	3.33	3.07	2.45	2.07	1.54	1.37	1.33	1.22	1.05	0.90	0.84
6 Color	14.64	7.73	6.53	4.39	3.55	3.23	2.66	2.24	1.66	1.47	1.43	1.31	1.12	0.96	0.88

\*Prices are per location and do not include the garment. For dark garments printing with a light ink, please add an additional color to account for a white base.

**Turnaround Time:**  
Typical turnaround time is 1-2 weeks, depending on our workload. Rush fees do apply to orders needed in less time. 24-48 hour turnaround time is not always available, please call.

- Rush Within 48 hours: add 25% of total invoice
- Rush Same Day: add 50% of total invoice

**Specialty Inks: Price Per Location Per Garment**  
Please contact us for additional specialty ink options.  
• Glow in the Dark: Charged as additional color. On dark garments, we will charge for print on both sides.

- + \$0.25 Does not require base
- Liquid Gold/Silver: +\$0.50
- Polyester White: +\$0.50
- Spandex Additive: +\$0.50
- 3M Reflective: +\$0.75

**Screen Fees**  
When possible, we request art to be provided in vector format with all text converted to outlines and at the desired size. Our expert design team can convert your art to vector if you do not have it in that format. The art fee is a one-time fee for each design. Process and Simulation/Proof art is always a \$45 minimum art fee. If you re-order the same design in the future, there will be no charge for art.

- New Art Screen: \$10 per color
- Re-Order Art Screen: \$5 per color
- Youth Screen: \$10 per new art screen, \$5 per re-order art screen.

**Art Fees**  
When possible, we request art to be provided in vector format with all text converted to outlines and at the desired size. Our expert design team can convert your art to vector if you do not have it in that format. The art fee is a one-time fee for each design. Process and Simulation/Proof art is always a \$45 minimum art fee. If you re-order the same design in the future, there will be no charge for art.

- Standard Artwork: \$25
- Complex Artwork: \$25 for 1st hour, \$20/hour after

**Other Fees**  
• Sample Fee: \$50 for the 1st color, \$25 for each add'l  
• Ink Change: \$10 per ink change, per side

**Shipping**  
ShirtWorks will gladly ship your packages via UPS, the shipping costs will be added to your invoice.

**Minimum Order: 12 pieces**  
Orders under 12 pieces will be charged for a quantity of 12 pieces, regardless of how many are printed.

**Maximum Print Sizes**  
• Max Image Size: 12.5" W x 17" L  
• Sleeve: 3.25" W x 2.25" L (3" x 3" on Comfort Colors)  
• Pocket: 8" W x 10" H  
• Infant/Toddler: 8" W x 10" H  
• Please Note: Prints will be sized to fit smallest apparel.

**Apparel Drop-off Policy**  
A numeric style breakdown of all apparel must be supplied at drop-off. Counter staff must count all apparel manually, whether in our store or at home. After drop-off, we will count the apparel ourselves, and will let you know of any discrepancies or defects.

You may also have apparel shipped directly to us. Please let us know where you expect your shipment, and supply us with an air summary. We will let you know if there are any discrepancies or defective apparel.

Please unwrap all individually wrapped apparel.

**Misprints**  
Although we try to avoid any mistakes/misprints, ShirtWorks does allow for a 2% spoilage rate. We will credit accounts when this occurs and only if the customer has required a specific amount of shirts. We can replace these 2% if needed for an additional setup/print fee of \$50 per color.

Twin Teez Inc DBA ShirtWorks

706.353.1060 shirtworksathens.com shirtworksathens@gmail.com 1797 Old West Broad Street, Athens GA

Dear Lorem Ipsum,

Um aut eos aliquam iuntistio. Abor mi, alia ratur, odi laccumquos essimpo restest veniaecearis debittatur ut dolore nimusda con erum quibus et labo. Aciptate nam vent anus execticil ipiel landis acest explit qui que volentur arum, arum autas sin pa con es nullanum aut postemo lorirot tataquame estassum de quae voles milia volendus autas aut dolore eosst consequ iiberibra rescidi orient, simus.

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Kind Regards,

Jane Smith

## SHIRTWORKS TRIFOLD

Flyer printed for a University of Georgia (UGA) vendors event. Flyer was 8.25" X 10.75" with .125" bleed. Cut to bleed.



## CONNECT WITH US.

Bring in your ideas and inspiration. Over the phone, through email, or in person, our team will work with you on what apparel and design best fits your needs.

We're located in the heart of Athens, six minutes from the University of Georgia.

706.353.1060  
[shirtworksathens.com](http://shirtworksathens.com)  
[shirtworksathens@gmail.com](mailto:shirtworksathens@gmail.com)  
1797 Old West Broad Street, Athens GA 30605

## DESIGN WITH US.

Our designers will take your ideas and make them into reality. Our designers make sure you are completely satisfied with your design before proceeding with production.

### Our Services

- Screen Print
- Embroidery
- Vinyl Application
- Heat Transfer

## PRINT WITH US.

Our in-house production team works tirelessly to make sure your design is fully realized and printed to the highest standards.

We are licensed to print for UGA students, faculty, and organizations, as well as Greek Fraternities and Sororities. We're listed as Twin Tees Inc. DBA ShirtWorks.





# STORE CREATION FORM



706.353.1060 shirtworksathens.com shirtworksathens@gmail.com 1797 Old West Broad Street, Athens GA 30606

Customer Name \_\_\_\_\_

Online Store Name \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

Preferred Store Open Date\*

Desired Pick-up Date

If apparel is for an event, please list event name and date.

Please choose the shipping option you would like to offer:

- I will pick-up all apparel and distribute orders.
- Shipping only, I will not distribute any orders. (a \$2 handling fee will be added to shipped orders)
- I wish to offer shipping, but will pick-up all remaining orders and distribute (a \$2 handling fee will be added to shipped orders)

Youth Sizes: Please select which option applies. See Online Store FAQs regarding youth screens.

- I am offering youth sizes and wish to pay the youth screen fee (\$25 per location).
- I am offering youth sizes and will not pay the youth screen fee. I understand that my design will be sized to the smallest apparel.
- I am not offering youth sizes.

If your store is profitable, how would you like to receive your check?

- I would like the check mailed to me.
- I would like to pick-up the check at ShirtWorks Screen Printers.

Who would you like the check made out to? If applicable, where should the check be mailed?

Check Recipient \_\_\_\_\_

Check Mailing Address \_\_\_\_\_

By signing below, I authorize Twin Tees Inc (DBA ShirtWorks) to create an online store for my event/organization/fundraiser/etc, I will pay the store set-up fee, and if my store is not profitable I will pay the balance due on the store. If I cancel my store after orders are placed, I will pay the cancellation fee (5% of all store sales).

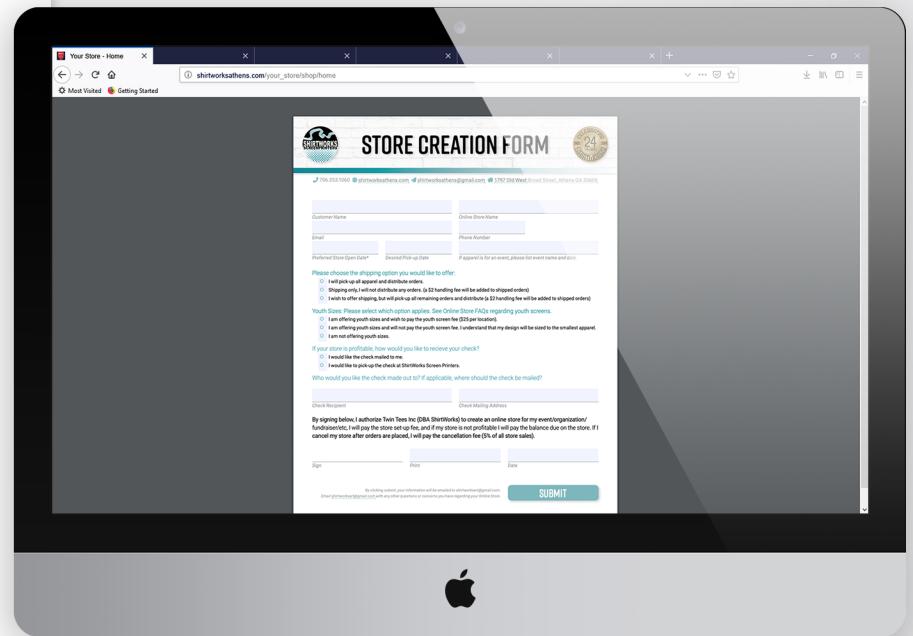
Sign \_\_\_\_\_

Print \_\_\_\_\_

Date \_\_\_\_\_

SUBMIT

By clicking submit, your information will be emailed to shirtworksart@gmail.com.  
Email shirtworksart@gmail.com with any other questions or concerns you have regarding your Online Store.

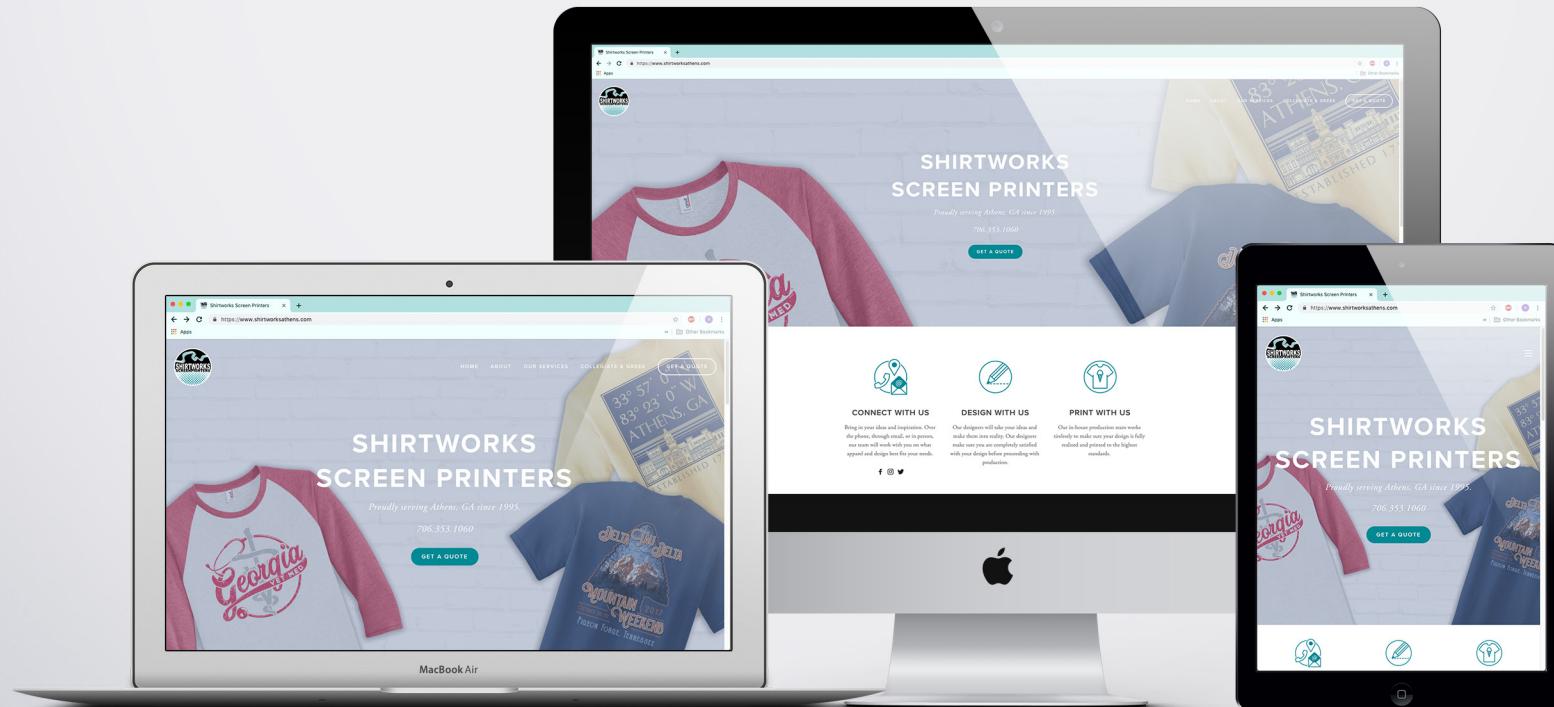


## SHIRTWORKS FILLABLE FORM

Fillable pdf form for fundraising store creation.

## SHIRTWORKS WEBSITE

I created Shirtworks' website using Squarespace ([Shirtworksathens.com](https://www.shirtworksathens.com)). I created and wrote all content, photographed and edited all photos.





## SHELTER MEDICINE CLUB @ UGA

For this design, the customer wanted to feature an illustration of a shelter dog and a heart. The line work for the illustration was completed in Illustrator; the watercolor shading was created in Photoshop.

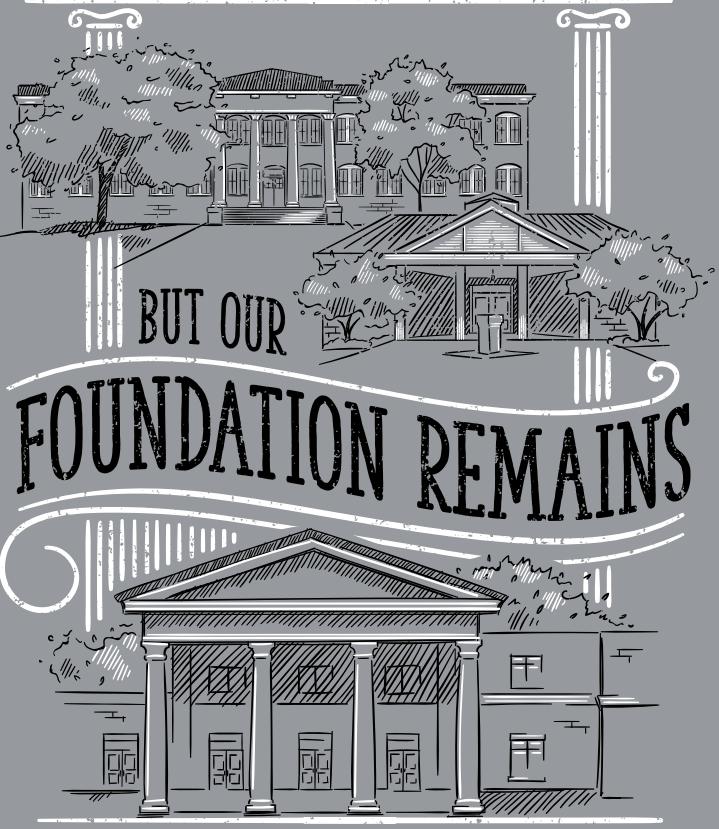


## BEAR HOLLOW ZOO

This design was for Bear Hollow Zoo's Zoo Day 2017. The customer requested that the design incorporate a bobcat and an otter, as well as the zoo's name and location.



OUR BUILDING MAY CHANGE,



## MORGAN COUNTY HIGH SCHOOL

This design was for Morgan County High School's Homecoming 2018. The illustration features the previous and newly constructed auditoriums.

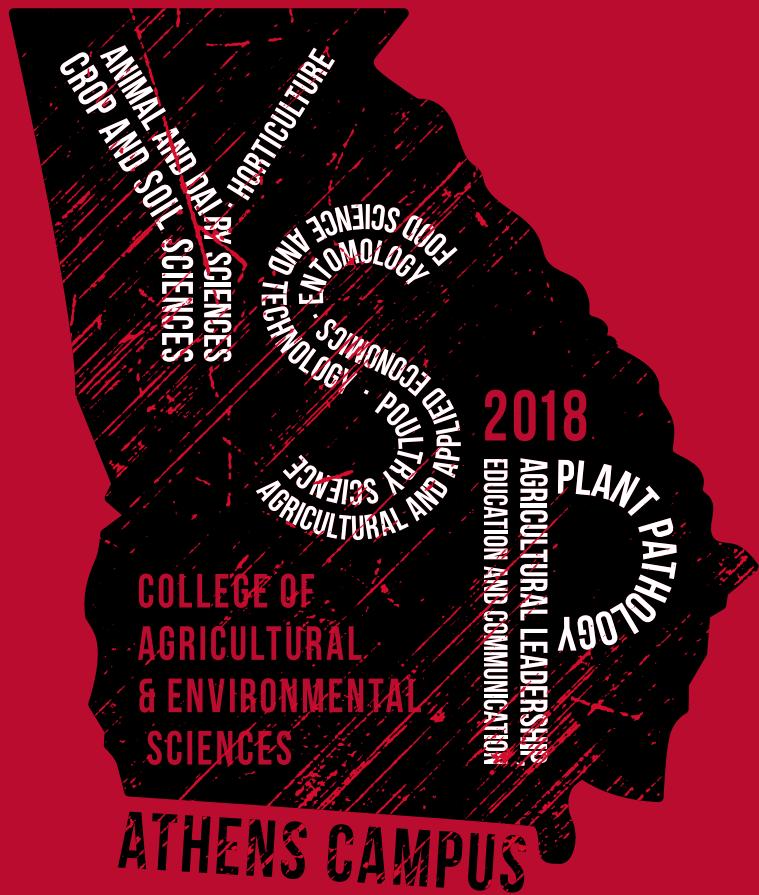


OUR  
BUILDING  
**MAY**  
**CHANGE**  
BUT  
OUR FOUNDATION  
**REMAINS**



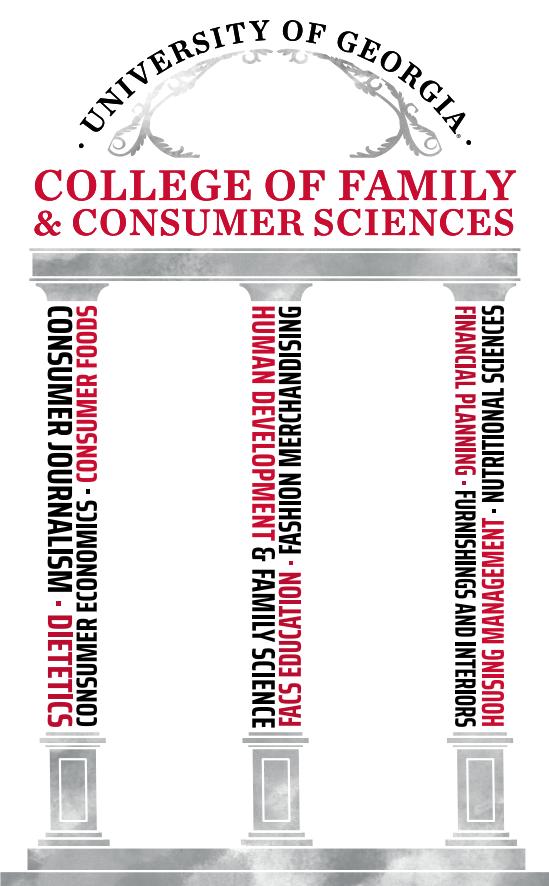
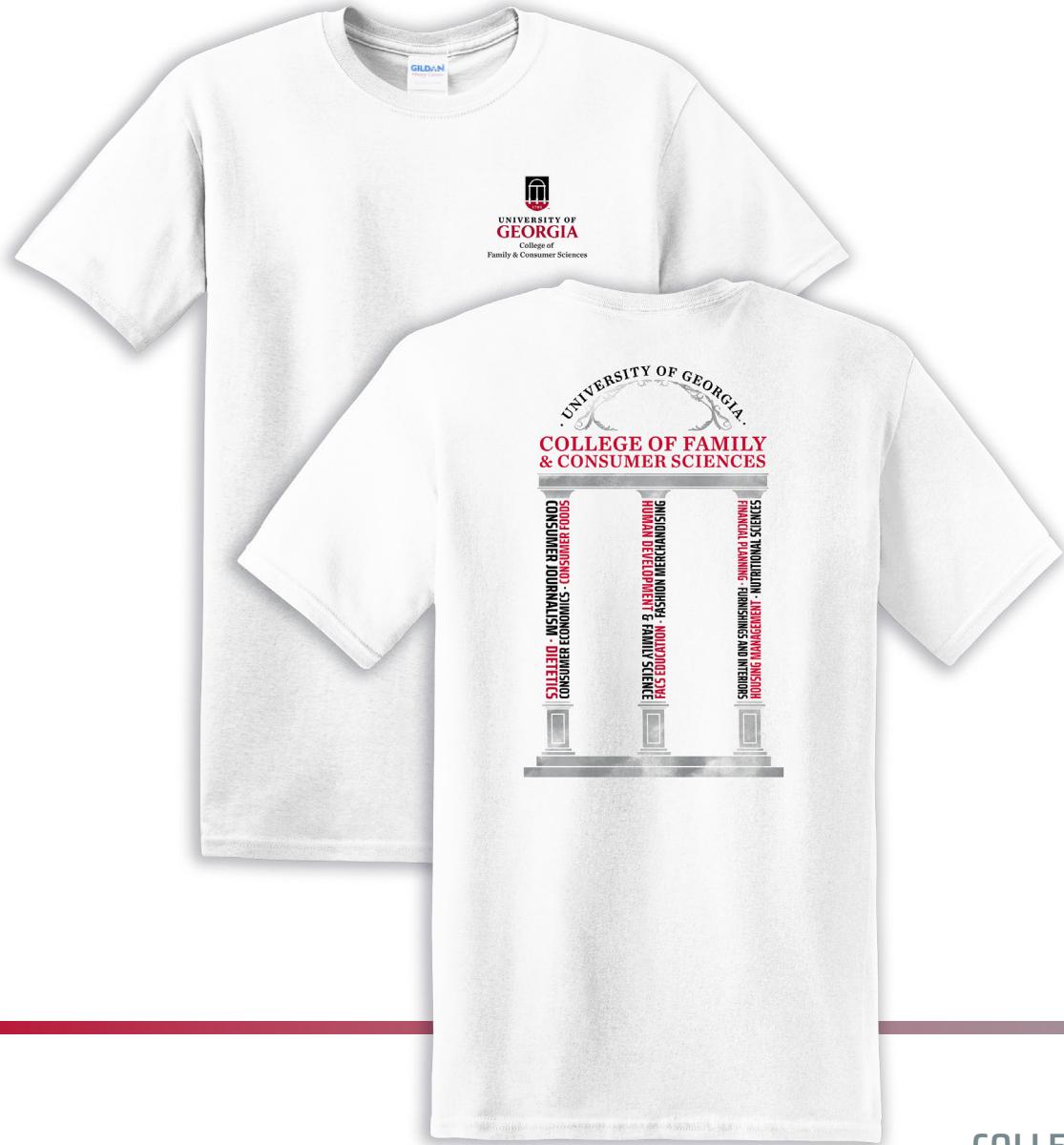
## MORGAN COUNTY HIGH SCHOOL

This was an alternative design option for Morgan County High School's Homecoming 2018.



## UGA YOUNG SCHOLARS PROGRAM

The Young Scholar's Program provides internships for high school students interested in agricultural, food and environmental sciences. The program concentrations are incorporated into the program's acronym.



## COLLEGE OF FAMILY & CONSUMER SCIENCES

The college's program concentrations are incorporated as the pillars of the Arch. The Arch is one of the University of Georgia's main symbols.



## COLLEGE OF VETERINARY MEDICINE @ UGA

The customers wanted a vintage baseball design for the College of Veterinary Medicine featuring a stethoscope and an Asclepius.



ESTABLISHED 1785

#### ATHENS, GEORGIA ILLUSTRATION

This illustration features some of Athens' more iconic buildings.

## SHIRTWORKS LOGO REFRESH OPTIONS

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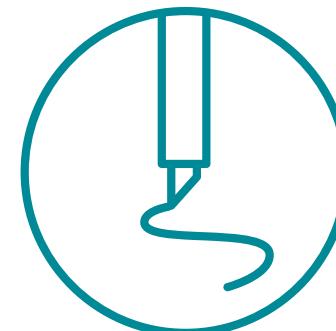
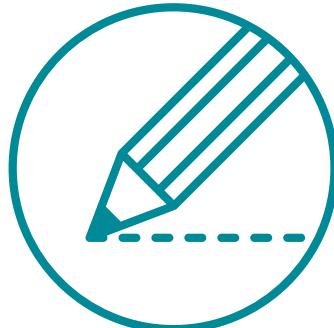
## SHIRTWORKS PRODUCT PHOTOGRAPHY

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## SHIRTWORKS WEBSITE ICONS

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## SHIRTWORKS QUOTE CALCULATOR

The screenshot shows the 'Shirtworks Quote Calculator' spreadsheet. The main section is titled 'Shirtworks Quote Calculator' and contains input fields for 'Supplier Cost', 'Quantity', 'Color Count Front', 'Color Count Back', 'Color Count Location 3', 'Color Count Location 4', 'Color Count Location 5', '# of loc's receiving Poly/Spandex', '# of loc's receiving Metallics (0-5)', 'Quote Price (PER GARMENT)', and 'Total Cost (WITHOUT PLUS SIZES - no tax)'. Buttons for 'Save Only' and 'Save & Clear' are present. Below this is a 'Step 2' section for 'Bases' with fields for 'Supplier Cost' and 'Quantity'. A 'Save Only' button is also here. At the bottom, there is an 'Error Messages' section and a 'Quote Text Generator' section which displays the generated quote text: 'Apparel Description (Ex: Gildan G500 Navy) C500 Azalea 24 garments / 1 Color Front / 2 Color Back = \$16.04 per Garment'. A 'Contract Pricing' section includes 'Print Price' and 'Screen Fees'.

I developed this quote calculator in Google Sheets for Shirtworks. The actual quote calculations are done using Google Sheets functions; the 'save only', 'save & clear', and 'clear/reset' buttons have attached JavaScript functions.

Quotes are not displayed until users enter all necessary variables (Supplier Cost, Quantity, etc). The 'Error Messages' box displays errors based on what the user forgets to fill out or fills out incorrectly.

The Quote text generator combines (through concatenation) values and text strings into ShirtWork's quote format.

The 'Apparel Search' box takes the user's search query and generates search links (through concatenation and substitution) for each of ShirtWork's wholesale suppliers.

When saving a quote, if the user hasn't input an apparel description a dialog box will appear. It will prompt the user to input an apparel description in order to save.

This screenshot shows the same spreadsheet as above, but with an 'Alert' dialog box overlaid. The dialog box has the title 'Alert' and the message 'To save quote, please enter apparel description: Test Quote'. It has 'Ok' and 'Cancel' buttons. The rest of the spreadsheet interface is visible in the background.

**Saved Quotes**

Date	Quote	Base Input	Supplier Cost	Poly	Metallics
3/27/2019 3:00 PM	G500 Azalea - 100 garments / 3 Color Front / 3 Color Back = \$10.04 per Garment b.b..	2.8	0	0	0
4/2/2019 10:47 AM	G500 Azalea - 100 garments / 3 Color Front / 2 Color Back = \$9.67 per Garment b.b..	2.8	0	0	0
5/2/2019 10:27 AM	Bella 3200 Neckline - 100 garments / 2 Color Front / 2 Color Back = \$9.67 per Garment nb..	5.59	0	0	0
6/2/2019 9:10 AM	G500 White - 80 garments / 2 Color Front / 1 Color Back / 1 Color Lcd# = \$9.39 per Garment nb..	2.15	0	0	0
7/2/2019 11:41 AM	Arvil 898 WHITE - 72 garments / 2 Color Front / 0 Color Back = \$9.61 per Garment nb..	2.69	0	0	0
8/2/2019 4:02 PM	G500 Black - 72 garments / 2 Color Front / 1 Color Back / 1 Color Lcd# = \$11.75 per Garment b.b..	2.8	0	0	0
9/2/2019 4:00 PM	G500 Black - 72 garments / 2 Color Front / 1 Color Back / 1 Color Lcd# = \$11.75 per Garment b.b..	2.8	0	0	0
10/2/2019 3:59 PM	6030CC - 72 garments / 2 Color Front / 1 Color Back / 1 Color Lcd# = \$11.75 per Garment b.b..	2.8	0	0	0
11/2/2019 9:00 AM	6030CC - 12 garments / 1 Color Front / 2 Color Back = \$26.83 per Garment nb.b..	5.59	0	0	0
12/2/2019 8:50 AM	6030CC - 12 garments / 1 Color Front / 2 Color Back = \$30 per Garment nb.b..	5.59	0	0	0
13/2/2019 8:55 AM	6030CC - 12 garments / 1 Color Front / 2 Color Back = \$23.88 per Garment nb.nb..	5.59	0	0	0
14/3/2019 8:38 AM	G530 Gilan Pocket - 36 garments / 1 Color Front / 1 Color Back / 1 Color Back = \$13.03 per Garment nb.nb..	4.56	0	0	0
15/3/2019 8:35 AM	G530 Gilan Pocket - 36 garments / 1 Color Front / 1 Color Back / 1 Color Back = \$13.03 per Garment nb.nb..	4.56	0	0	0
16/3/2019 9:11 AM	G500 Red - 75 garments / 2 Color Front / 1 Color Back = \$9.63 per Garment b.b..	2.8	0	0	0
17/3/2019 9:11 AM	G500 Red - 25 garments / 2 Color Front / 1 Color Back = \$15.96 per Garment b.b..	2.8	0	0	0
18/3/2019 8:50 AM	G500 Black - 75 garments / 2 Color Front / 1 Color Back / 2 Color Lcd# = \$10.18 per Garment b.b..	2.8	0	0	0
19/3/2019 8:45 AM	G500 Black - 75 garments / 2 Color Front / 1 Color Back = \$9.63 per Garment b.b..	2.8	0	0	0
20/3/2019 2:21 PM	6030cc Grey - 24 garments / 2 Color Front / 4 Color Back = \$21.76 per Garment nb.nb..	5.59	0	0	0
21/3/2019 2:08 PM	6030cc Grey - 24 garments / 2 Color Front / 2 Color Back = \$19 per Garment nb.nb..	5.59	0	0	0
22/3/2019 9:24 AM	NB210 Royal - 24 garments / 1 Color Front / 1 Color Back = \$16.33 per Garment b.b..	3.31	2	0	0
23/3/2019 1:29 PM	6030cc Grey & Granite - 24 garments / 2 Color Front / 3 Color Back = \$20.48 per Garment nb.nb..	5.59	0	0	0
24/3/2019 1:29 PM	6030cc Grey & Granite - 24 garments / 2 Color Front / 2 Color Back = \$17.42 per Garment nb.nb..	5.59	0	0	0
25/3/2019 12:28 PM	c1717 Granite and Seashell - 100 garments / 1 Color Front / 1 Color Back = \$10.45 per Garment nb.nb..	4.72	0	0	0
26/3/2019 12:09 PM	6030 CC Ivory - 100 garments / 1 Color Front / 1 Color Back = \$9.72 per Garment nb..	5.59	0	0	0
27/3/2019 12:07 PM	C1717 Chit & Black - 100 garments / 1 Color Front / 0 Color Back = \$9.91 per Garment b... 0	4.72	0	0	0

The ‘Saved Quotes’ tab stores all information needed to recreate the quote with a timestamp.

**Price Breaks**

	12	18	24	36	48	60	72	100	144	200	400	600	800	1000	1500	2000
Per Shirt Quote	25.57	24.18	16.04	13.38	11.72	10.41	9.65	8.94	8.36	7.59	7.17	7.03	6.89	6.78	6.45	6.37
TOTALS w/o plus sizes TAX NOT INCLUDED	306.84	435.24	384.96	481.68	562.56	624.6	694.8	894	1203.84	1518	2868	4218	5512	6780	9675	12740

**Full Text Quote - Click on cell ONCE, use CTRL+C to copy. You will not be able to double click on cell. Paste into email.**

G500 Azalea  
- 12 garments / 1 Color Front / 1 Color Back = \$25.57 per Garment  
- 18 garments / 1 Color Front / 2 Color Back = \$24.18 per Garment  
- 24 garments / 1 Color Front / 2 Color Back = \$16.04 per Garment  
- 36 garments / 1 Color Front / 2 Color Back = \$13.38 per Garment  
- 48 garments / 1 Color Front / 2 Color Back = \$11.72 per Garment  
- 60 garments / 1 Color Front / 2 Color Back = \$10.41 per Garment  
- 72 garments / 1 Color Front / 2 Color Back = \$9.65 per Garment  
- 100 garments / 1 Color Front / 2 Color Back = \$8.94 per Garment  
- 144 garments / 1 Color Front / 2 Color Back = \$8.36 per Garment  
- 200 garments / 1 Color Front / 2 Color Back = \$7.59 per Garment  
- 400 garments / 1 Color Front / 2 Color Back = \$7.17 per Garment  
- 600 garments / 1 Color Front / 2 Color Back = \$7.03 per Garment  
- 800 garments / 1 Color Front / 2 Color Back = \$6.89 per Garment  
- 1000 garments / 1 Color Front / 2 Color Back = \$6.78 per Garment  
- 1500 garments / 1 Color Front / 2 Color Back = \$6.45 per Garment  
- 2000 garments / 1 Color Front / 2 Color Back = \$6.37 per Garment

The ‘Price Breaks’ tab generates all price breaks based on the current quote. To expedite workflow, all price breaks are then output into quote format.

The screenshot shows a Google Sheets interface with the following details:

- Variables Tab:** Contains a table with the following data (approximate values):
 

Mark-Up %	Screen Fee	Additional Fee Per Location >8 Shirts.	x Per Location	Poly/Spandex	Metallics Per Location
60 - 52%	175	10	0	0.5	0.25
\$5.00 - \$4.99	171				
\$3.00 - \$3.99	167				
\$2.00 - \$2.99	165				
\$1.00 - \$1.99	159				
\$0.00 - \$8.99	155				
>\$9.00	1A				
- Calculations Tab:** Contains a large table of pricing data for different print quantities (12, 18, 24, 36, 48, 60, 72, 100, 144, 200, 400, 600, 800, 1000, 1500, 2000) and colors (1 color, 2 color, 3 color, 4 color, 5 color, 6 color). The table is titled "Pricing 2018".
- Other Tabs:** Price\_Breaks, Saved\_Quotes, and Quote\_Calculator.

The 'Variables' tab allows admins to easily edit ShirtWork's pricing scheme. When pricing is updated, the admin copies the values to each user's sheet. There are separate sheets for each user, so that users don't interrupt each other's quotes.

## PERSONAL BRANDING



PMS 1925



PMS 289



PMS 7543



PMS 7543 @ 20%

Museo Sans 700  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Museo Sans 300  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz







## NIGHT HERON STUDIOS HATS

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# NIGHT HERON STUDIOS PRODUCT PHOTOGRAPHY

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## PORTRAIT PHOTOGRAPHY

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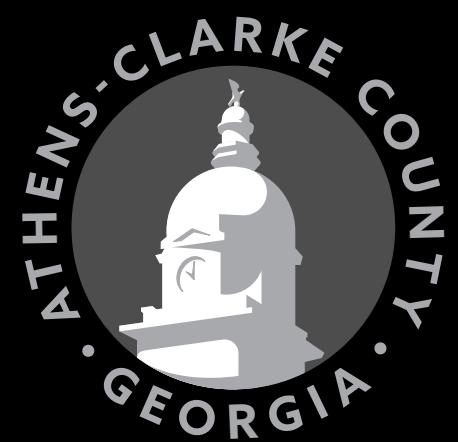


## LOGOS

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HONEYDEW



## EXPERIMENTATION

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Velo V

Shirtworks  
SCREEN PRINTERS

## WEATHER ICONS

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