



FRIENDS OF AUSTIN ANIMAL CENTER

CreateAThon 2017

The Friends of Austin Animal Center, or Friends of AAC, is a independent, volunteer based, non-profit organization. The purpose of Friends of AAC is to support the mission of Austin Animal Center to make Austin a "no-kill" city and provide resources for sheltered and fostered animals. Friends of AAC requested updated logos, an infographic, a template for testimonials, and anything else we could think of to help get them more recognition. We began by evaluating their mission statement and orchestrating our game plan.

To find out more about the organization or to support them go to friendsofaac.org



FRIENDS OF AUSTIN ANIMAL CENTER

Team Goals

- Update Branding
- come up with new tag line
- Provide a visualization of data
- Draw in new partners
- Think beyond the requests





FRIENDS OF AUSTIN ANIMAL CENTER

Branding Update

Because Friends of AAC is a recognized organization with a familiar identity, our team decided that updating and vectorizing the current logo was the best choice for the organization. A more modern approach was taken and applied to creating a logo series for their programs, Classic Canines, Desperate Housecats, Hard Luck Hounds, and the Paw Aid Brigade. It was important that each of the program identities were able to stand on their own as well as work as a system.





FRIENDS OF AUSTIN ANIMAL CENTER

Requests

Friends of AAC is reliant on volunteer participation. They currently utilize flyers and events to get new partners, whether that be through adoption, foster care, volunteer work, or donation. In order to expand their reach, we reimagined their flyer, provided them with a template testimonial page, and a rejuvenated design of their website.





FRIENDS OF AUSTIN ANIMAL CENTER

Event Materials

Friends of AAC will often put on events to gather more volunteers and raise awareness of their united cause with the Austin Animal Center. My team saw a need for Friends of AAC to be more recognizable and decided to propose a series of roll up signs to display at events and a t-shirt design for volunteers to wear or give out to new volunteers.



FRIENDS OF AUSTIN ANIMAL CENTER

Digital Presence

body



FRIENDS OF AUSTIN ANIMAL CENTER



Special thanks to my team, [Alchemy Studios](#), the Texas State University Communication Design program, and Friends of AAC for your hard work to break barriers in animal adoption.





THE MIGHTY: MENTAL HEALTH AWARNESS MONTH

The Client

The Mighty provides a community to discuss more than pills and side effects. They provide a familiar perspective for their readers by publishing works produced by real people who experience those real challenges first hand. They believe that having a disability or disease doesn't have to be isolating.

To experiencethe Mighty community, visit [TheMighty.com](#)





THE MIGHTY: MENTAL HEALTH AWARNESS MONTH

Team Goals

- Get people talking about Mental Health
- Create an interaction that is not restricted by technology
- Convey that Mental Health effects everyone





THE MIGHTY: MENTAL HEALTH AWARNESS MONTH

Real People

Ten individuals were interviewed over the course of a week. The volunteers provided my team with amazing perspectives on their individual strengths and struggles. In light of Mental Health Awareness Month, some of the questions asked were guided to gain insight on how each of the volunteers' different conditions effected their mental state. The hour long interviews brought laughter, tears, and most importantly enlightenment to everyone in my team, including the volunteers.





THE MIGHTY: MENTAL HEALTH AWARNESS MONTH

Social Campaign

Body





THE MIGHTY: MENTAL HEALTH AWARENESS MONTH

Video Campaign

Body





THE MIGHTY: MENTAL HEALTH AWARNESS MONTH

Fundraising

tshirt, buttons, stickers





THE MIGHTY: MENTAL HEALTH AWARNESS MONTH

Special thanks to [Jessica Bosquez](#), Lead Photographer, and [Morgan Blair](#), Chief Photo Editor. I was so blessed to have a large number of volunteers and two amazing partners to work with. This project could not have been a success without them.





PURE ESSENTIAL OILS

Aromatherapy

The use of aromatherapy is steadily increasing, especially in family households via essential oils. Additionally, though men do use them, most branding for essential oils, is catered more towards women. Often times, branding for the essential oils can be busy and text heavy. It's time for a oil that makes efforts to put forth an honest brand that does not favor women or men.

add some research...





PURE ESSENTIAL OILS

Goals

Present a gender neutral brand
Relay the science behind essential oils



PURE ESSENTIAL OILS



Branding

logo and stuff





PURE ESSENTIAL OILS

Packaging

The label is transparent with white and a spot color on an amber colored glass bottle. Amber or Cobalt Blue glass bottles reduce the amount of light that penetrates the bottle. The use of plastic bottles would allow the oil to be absorbed into it's packaging over time and clear glass may cause the product to separate. All essential oils should be diluted to some degree, and some are not safe to use on all children under a certain age. Pure Essential Oils sells three different types of oil: pure single oils, kid safe oils, and blended concoctions.





PURE ESSENTIAL OILS

Collections

Each boxed set is color coded by it's purpose, black for the basic beginner box, red for the healing/protective box, and light blue for the kid friendly box. Each box includes a thank you card that has a list of contents.





PURE ESSENTIAL OILS

Product Guide

Book that comes with first collection order





PURE ESSENTIAL OILS

App

basically product guide but there’s also a forum and a shopping section.





PURE ESSENTIAL OILS

PURE ESSENTIAL OILS is inspired by the Healing Solutions and their dedication to purity and honesty in their business. This project started as a rebranding of Healing Solutions and then evolved into it's own beast.





GSD&M INTERNSHIP FALL 2017

10 Weeks

summary





GSD&M INTERNSHIP FALL 2017

Presentation Design

Body





GSD&M INTERNSHIP FALL 2017

Client Work

Body





GSD&M INTERNSHIP FALL 2017

Agency Work

Body





GSD&M INTERNSHIP FALL 2017

Huge thank you to my mentors at GSD&M: James Steckel, Michele Head, Liz Hamel, Kirstin Streiff, and Anne Rix Sifuentez. I can never thank you enough for the opportunities I had while working with you all.

