
Brandon Reed

Visual Artist

Designer — Photographer — Developer

Public Service Announcement

MAGAZINE AD

The objective of this magazine ad is to visually impact the viewer and get them to see the dangers of air pollution.

WHO IS THE REAL FILTER?

EPA An important component of EPA's mission is to protect and improve air quality in order to avoid or mitigate the consequences of air pollution's harmful effects.

PLOS MEDICINE

Food Global Health

Public Health Response to Big Food: A Failure to Act

Public health professionals have been slow to respond to such nutritional threats in developed countries and even slower still in developing countries. Thanks to insights from tobacco company documents, we have learned a great deal about how this industry sought to avoid or stifle public health interventions that might threaten their profits. We now have considerable evidence that food and beverage companies use similar tactics to undermine public health responses such as taxation and regulation [26,27,28,29].

Food may also bring increased technology and obscured risks of undernutrition to local populations [26]. The extent of these benefits is debatable, however, in view of negative effects on farmers and on domestic producers and food prices [28].

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NIKE GOLF CAMPAIGN

DIRECT MAIL - WEB BANNER - BROCHURE

This campaign highlights the features that Nike V-Pro golf clubs have to offer. Through a brochure, a direct mail piece and web banner advertisement.

The image displays three distinct Nike Golf campaign assets arranged vertically:

- Direct Mail Piece:** A photograph of a golf ball on a green putting surface next to a hole. Overlaid on the right side is the "VR PRO" logo in white and red, with a Nike swoosh underneath. Below the logo is a call-to-action box containing the text "Check out the VR Pro's at [www.NIKEGOLF.COM](http://NIKEGOLF.COM)".
- Web Banner:** A horizontal banner featuring the same "VR PRO" logo and call-to-action as the direct mail piece. It includes left and right navigation arrows on either side. The background shows a blurred image of a golf bag and clubs.
- Brochure:** A horizontal banner at the bottom. On the left, it says "YOUR ADIZERO HEADQUARTERS Available in Tour, Sport or 6-Spike" with an Adidas logo. In the center, there is a "OASIS COLLECTION" section with a grid of four blue polo shirts. On the right, there is a small image of a yellow and black shoe.



(INSIDE)

Vr Pro Driver

Imagine more. More options for more distance on more shots. Our new Variable Compression Channel delivers more distance and power at impact from more spots on the club face. STR8-FIT Tour adjustable technology serves up even more options and workability, providing tour-level control for your game.

Loft: 8.5-11.5 Length: 45.57"
Lie Angle: 58.5-60
Volume: 440cc/460cc



Vr Pro Hybrids

21% hotter face than our previous VR hybrid. Full Compression Channel technology along with variable face thickness increases speed off the face for greater distance and control. The VR Pro hybrids closely match the profiles of our VR Pro irons for a seamless look at address.

Loft:15-24° Length:40-41.50 Lie Angle:58-60 Volume:88cc-100cc



Vr Pro Irons

Change for the better. Change from pocket cavity, to split-cavity to blades throughout the set for the optimal shot. Change to a new forging process for more precise shot-making. And change to the new X3X high-frequency grooves for better performance and more consistent distance control.

3-4 Irons: Pockets, More forgiveness on longer shots
5-6-7 Irons: Split, Enhances pin-seeking control & workability
8-9-PW Irons: Blade, Delivers unsurpassed short game feel

Vr Pro Woods

Imagine more. From off the tee, in the fairway or from the rough, don't sacrifice distance for workability. By delivering more speed at more spots on the clubface, increasing the distance on the variety of shot shapes elite players hit.

Loft:13-19 Length:43-42
Lie Angle: 58-59.5
Volume: 160cc/140cc

NIKE GOLF

PROJECT X 6.0

Vr Pro stock shaft

The Project X wood shaft has a firm tip design that yields a penetrating launch and low spin while its low torque and reinforced cross section provides stability.

Flex: 6.5-5.0 Weight:71.0g-61.0g Torque:4.4°-4.5°



(COVER)



NIKE GOLF CAMPAIGN

DIRECT MAIL - WEB BANNER - BROCHURE

(FRONT)



(BACK)



B

OBX POSTER

The objective of the piece is encourage the viewer to travel to OBX or any other location using AAA and their services.

Come to OBX and see the light

BOOK 5 NIGHTS WITH
AAA RECOMENDED HOTELS
AND GET 1 NIGHT FREE

Call 1-800-354-8761 anytime
to book your next get away

Come to OBX and see the light

BOOK 5 NIGHTS WITH
AAA RECOMENDED HOTELS
AND GET 1 NIGHT FREE

Call 1-800-354-8761 anytime
to book your next get away

B AAA.com

MARATHON CAMPAIGN

BUS - BUS SHELTER - STREET BANNER

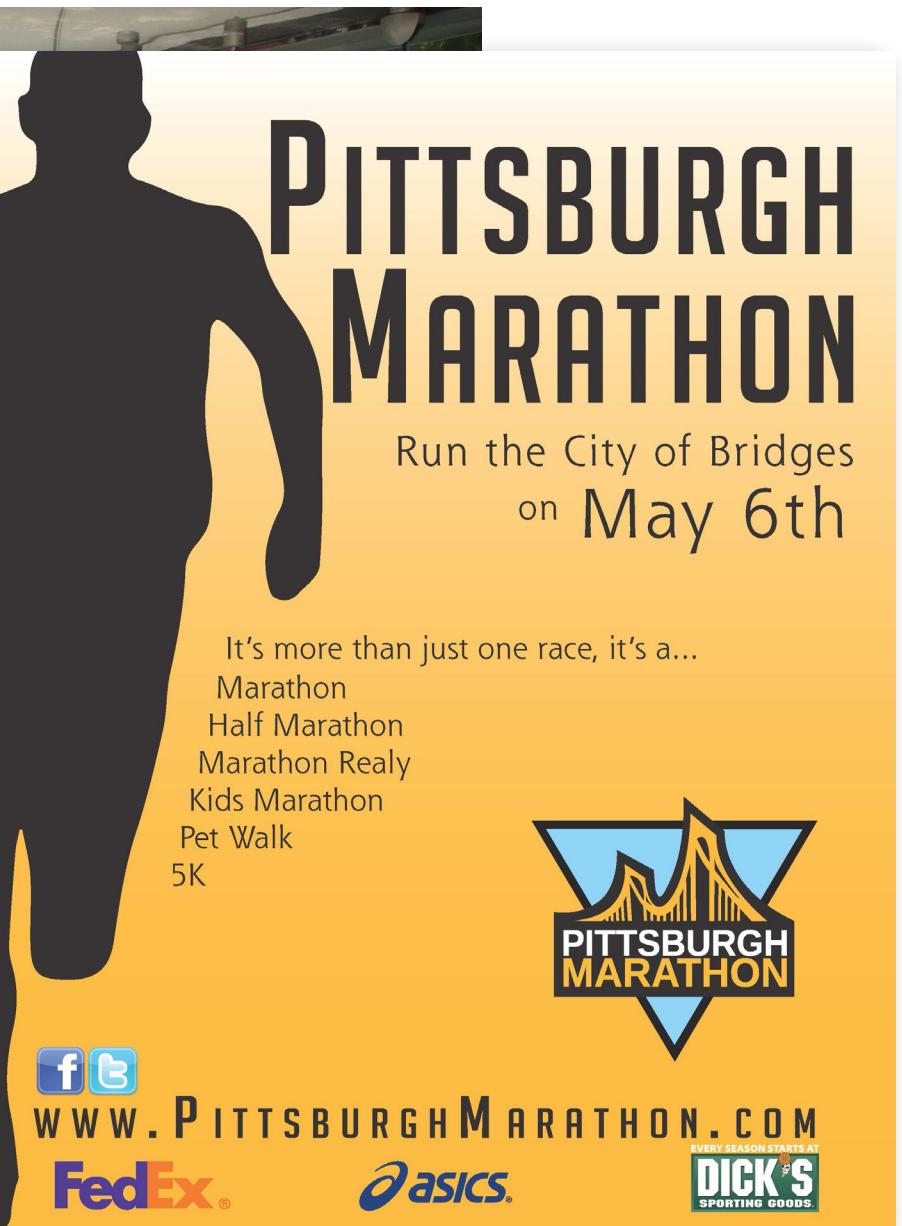
The objective of the campaign is to advertise (outdoor advertisement) and gain interest and attendance in the event.



B

MARATHON CAMPAIGN

BUS - BUS SHELTER - STREET BANNER



MARATHON CAMPAIGN

BUS - BUS SHELTER - STREET BANNER



B

TRIPLE MAGAZINE ADS

This campaign is to advertise IKEA products and attract them to buy their products.

The image shows three magazine spreads from a publication called "WILCAN".

Top Left Spread: Headline: "Find Your Safe Haven". Sub-headline: "YES, WILCAN!". Text: "Use you can use a Wiimote as a mouse substitute". Includes a QR code labeled "Kick Back & Relax". IKEA logo.

Top Right Spread: Headline: "Make Your Own Recipe". Sub-headline: "IKEA". Includes a QR code labeled "Lets get Cookin'". IKEA logo.

Bottom Left Spread: Headline: "Find Your Little Getaway". Sub-headline: "IKEA". Includes a QR code labeled "Your Chair Awaits". IKEA logo.

Bottom Center Column: Headline: "KNOW-HOW". Sub-headline: "Wilcan". Text: "Wilcan is not the first program to turn the Wiimote into a mouse for Linux. In fact, the Bluetooth mouse has been around since 2004. But Wilcan is the easiest to use. The software is free, after all". Includes a QR code labeled "Ubuntu User". Text: "will get the job done faster. You just need to enter the three lines shown in Listing 1. The first line of Listing 1 imports the repository information, including the key. Line 2 updates the package list, and line 3 finally installs the software. For", "Listing 1: Install Wilcan", "01 sudo add-apt-repository ppa:wilcanteam/ppa", "02 sudo apt-get update", "03 sudo apt-get install wilcan", "xterm, and then enter sudo /etc/init.d/bluetooth restart.", "Teething Trouble", "Normally, you will see a Connected message in the command line when you press buttons 1 and 2 on the Wiimote. If Wilcan fails to detect your device, you can try an alternative solution – this might be a bug [2]. Quit the program and relaunch.", "QR code labeled 'Ubuntu User'."]



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