



prolific designs



ABOUT US



THE
PROJECT



Jeff

Ashauni

Brandon

Toy

Brooke

Jeff Lukas

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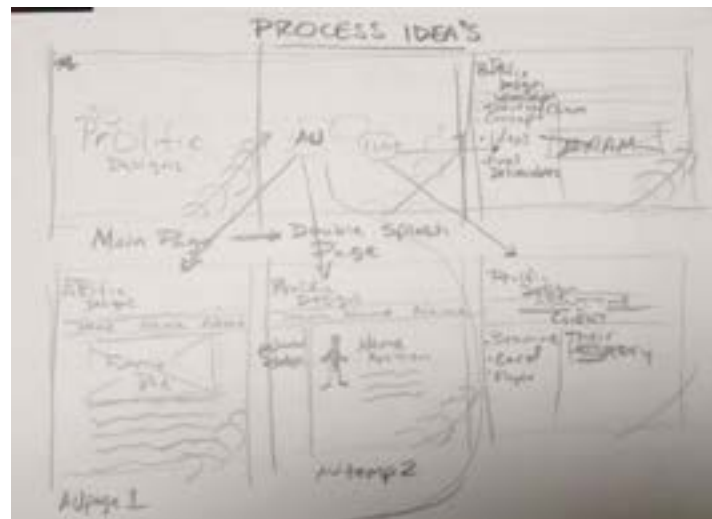
Process Book • Research

My name is Jeff Lukas and I am currently studying for my Bachelors in Graphic & Web Design with a concentration on Graphic Design. I graduated from NVCC with an Associates in Liberal Arts and attended Radford University to study communications and Marketing. Soon into my studies I decided to transfer to the Art Institute to pursue my ultimate goal of working in the Design field. I am specialized in typography, layout, and illustration. My favorite mediums are Illustrator, InDesign, and of course hand-rendered design.

Logo Thumbnails



Process Thumbnails



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Ashauni Lennox

Team Leader • Research

My name is Ashauni Lennox and I am the youngest of two children. I am from the beautiful sunshine island called Jamaica. I grew up in a small humble family where religion and education were seen as “important” ingredients for becoming good citizens. I have always had a passion for art in all forms.



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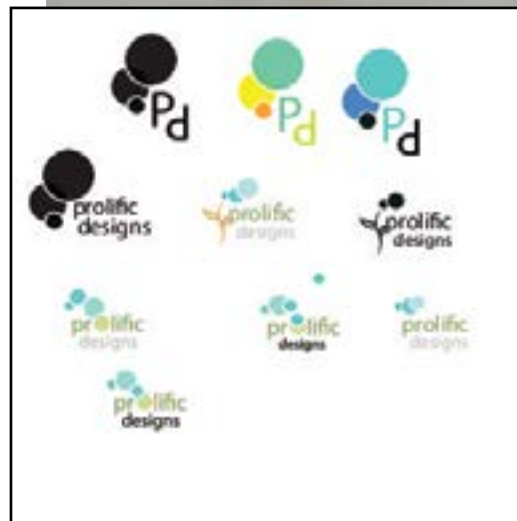
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Brandon Anthony

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Video • Research

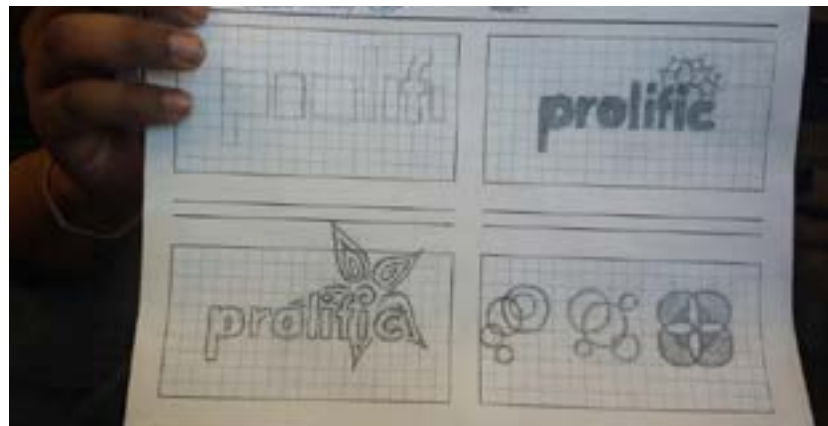
My name is Brandon Anthony. I am currently majoring in Web Design & Interactive Media. I started pursuing my ideal career in Web Design in 2011 and I will soon be graduating with my Bachelors. After I graduate I would like to pursue freelance design.

Logo Thumbnails

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LaToya Taylor



Calendar • Research















My name is LaToya Taylor and I have been in college for about three years and in those three years I have learned to develop and execute my own style. What I love to do the most is incorporate a lot of colors in my works of art and make my style abstract. After I graduate college I want go to grad school and get my masters in graphic design and then after that do a little free-lance work or work for a company. I just want to continue to perfect my craft and keep on learning, be it inside of school or out.

Logo Work/Thumbnails

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	C: 21 M: 2 Y: 49 K: 0	R: 205 G: 221 B: 155 #CDD9B	bubble layout		
	C: 34 M: 1 Y: 42 K: 0	R: 172 G: 212 B: 168 #ACD4A8			
	C: 47 M: 1 Y: 35 K: 0	R: 135 G: 203 B: 181 #87CBB5			
	C: 60 M: 0 Y: 29 K: 0	R: 89 G: 196 B: 192 #59C4C0			
	C: 48 M: 22 Y: 71 K: 2	R: 142 G: 165 B: 107 #8EA56B			
	C: 0 M: 0 Y: 0 K: 30	R: 188 G: 190 B: 192 #BCBEC0			



Brooke Robinson

Team Leader • Research



My name is Brooke Robinson and I am majoring in Graphic Design. My passion is in traditional printing methods. I hope to be able to pursue some sort of printing medium with the knowledge I have gained inside and outside of The Art Institute.

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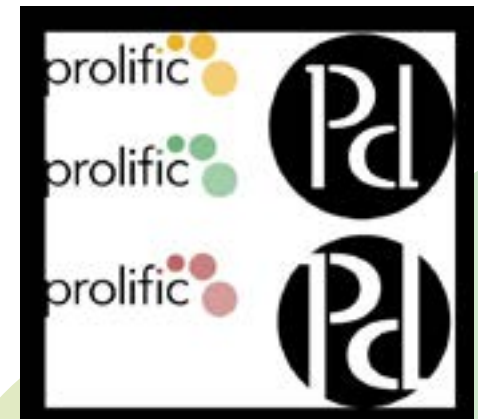
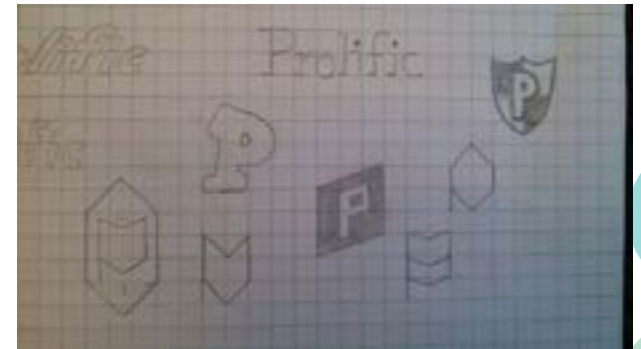
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African Art Museum of Maryland



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Calendar

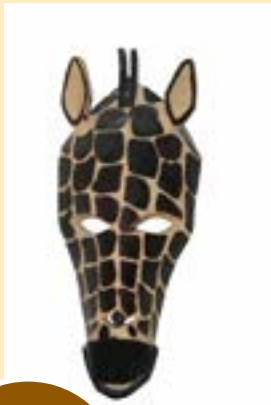
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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15 name ideas/ brainstorm	16 name finalized ->Prolific Designs outside of class meet up	17	18
19	20	21	22 sketches	23	24 outside of class meet up	25 outside of class meet up
26	27 *clients come in letterhead progress	28 outside of class meet up	29 *Photoshoot due b&w & color *Stationary due	30	31 *meeting with client	
						January

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Research Images

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Initial Ideas

Initial Client Meeting (with Jones) <http://www.africanartmuseum.org/>

About museum

- Only museum on the east coast that focuses solely on African artwork.
- Artwork is donated from collectors, late museums, and many are part of the museum owner's original collection.
- 3 prong system
 - education- go to schools, teach adults, tours and lectures at the museum
 - jazz- workshops, events, always jazz bands at museum events. House of Jazz is major annual event.
 - trips to Africa- people pay fee and travel in a group to Africa, tour of museums, lectures, tours
- Operates using funding from membership fees, fundraisers, events, and donations
- Family had a large collection and won a grant to open a museum
- Logo was created by husband when museum opened, has sentimental value

What she would like

- website
- flyer
- brochure
- open to ideas

Our focus

- website (complete new? or small renovations?)
 - online donations
 - history/about page
 - events
 - visit us
 - etc;
- flyer and/or brochure
 - flyer for jazz fest or museum?
- Branding, renovate logo. Most likely stick to the same elements/idea but creating a more aesthetic, modern visual
- Benefits for members
 - membership card
 - promotional items offered to members
 - thank you/certificate

Notes to group:

- choose what to focus on. do not try to accomplish everything you can think of. think rationally what we can do in the amount of time we have without overwhelming ourselves with this in combination with other classes/work/life.
- Marketing, member benefits, website, and donations appear to be our focus.

