



Caroline Mooney Portfolio

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About Me

Hi my name is Caroline Mooney. I'm a 20 year old college student from Westchester, New York. I'm a junior BFA student at SUNY Oswego, where I'm majoring in graphic design and minoring in illustration. I've loved art and creating things since I was a kid, but it wasn't until I took a Photoshop class my second year of high school that I realized I wanted to be a graphic designer. I'm currently working on graphics and illustrations that I love while finding my own style!

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Love Where You Eat

Medium: Digital Illustration
(Adobe Illustrator)

Size: 60 X 38 inches

About: For this project, I had to design a poster highlighting something great about Oswego, New York. I decided to illustrate four food establishments that reside in Oswego. From top to bottom we have: Wade's Diner, Wonzones Calzones, Cam's Pizzeria, and Bev's Dairy Treats.



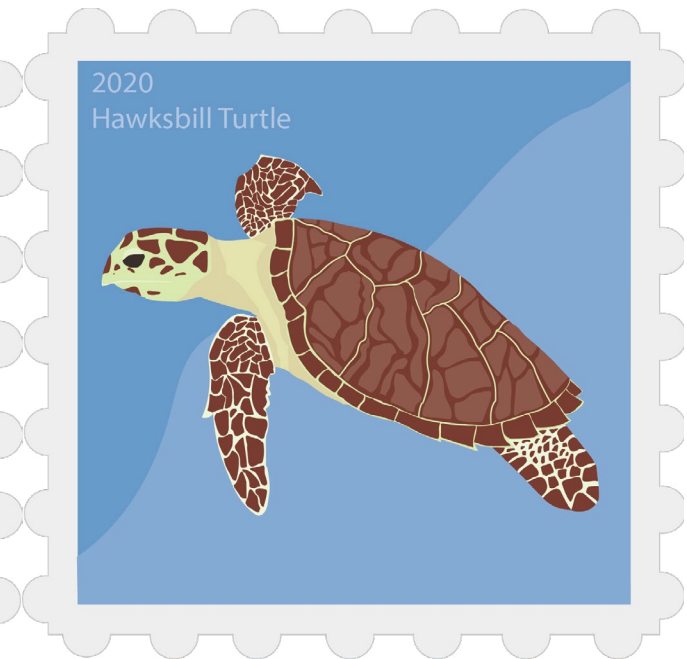
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Engangered Animal Stamps

Medium: Digital Illustration
(Adobe Illustrator)

Size: 5 x 5 inches

About: As a Digital Media TA I had to work on a personal project throughout the duration of the course. I chose to create stamp illustrations of endangered animals. From top left to bottom right: Black Rhino, Hawks-bill Turtle, Red Panda and Sunda Tiger.



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Morag Mysercough Spread

Medium: Graphic Design (Adobe InDesign)

Size: A4

About: For typography class, I had an assignment to create a two page spread of an artist. I chose Morag Mysercough who is a London Artist. The composition of the spread is not shy to bright colors and fun designs, which is what Morag's work is all about.



Photo by Tim Cole

Mysercough's work is very bold. She creates specific local responses to every audience who views her artwork. Her work also creates an identity in the communities where her public art resides. She always uses bright geometric colors, which gives off a positive vibe and is guaranteed to make people smile. She says that her work is her passion, and she always puts all of her energy into what she is doing. What she enjoys most

MORAG MYSCOUGH

Morag Mysercough is a graphic designer who is known for her colorful patterns in her public art in London. She was born in 1963 in North London. Her father was a classical musician and her mother was a textile artist. She went to school at the Foundation at Central Saint Martins, and then continued her schooling at the Royal College of Art. She was crowned as a Royal Designer for the Industry of the Royal Society of Arts. This is an esteemed award that recognizes her work as providing significant benefit to society. Mysercough also founded her own company, Studio Mysercough in 1993. Her mantra is "make happy those who are near you and those who are far will come". Outside of art her other interests include watching TV and walking her dog, Lenny.

about her environmental graphic design projects is the response and the joy that people get, where locations in their city are transformed. She says that, "I always wanted to work across disciplines and I have spent all my career working towards what I am doing now. I may have been a little slow but it has been worth it. I love what I do and I think that comes across in the work." Speaking of bright, Mysercough has

transformed bedrooms at Sheffield Children's Hospital into bold spaces for those who stay there. She rotates 4 patterns for 46 bedroom suites. She also took a lighter color palette into consideration in some rooms for those who have autism. She said that "although the rooms are for children, I didn't want them to be childish because children

of all age groups will be staying in them. I also wanted to create somewhere parents would be happy to spend time too. It was about making a bedroom that you felt good to be in". The wood on the grain had to be screen printed on to paper and then was laminated. Everything has to be clean since it's a hospital.

On the side of public art, Mysercough created a public installation titled "Make Happy", which resides in a courtyard in a neighbourhood courtyard in Hong Kong. The powerful message was commissioned by PMQ Hong Kong and has a very simple message. It actually goes in hand with the Chinese proverb that reads, "make happy to those who are near, and those who are far will come". All parts of the design were hand painted on plywood and features her iconic shapes, patterns and colors.

Mysercough also frequently works with fellow artist Luke Morgan on several of her projects. For example, the two artists collaborated on a piece called "Super Hot" which was created for the 7th edition of the 'summer well festival' in Bucharest, Romania. The event usually transforms spaces in a mystical forest for three days for music lovers to come together to hear live performances. The installation also turns neon at night, giving even more attention to its bright colors.

For Mysercough, she says that for color inspiration she has always been inspired by her mother, and that she always was able to understand how important color was from a very young age. For

her typography, she was tutored by Geoff Fowle in her third year at St. Martins. He opened her eyes to typography since she was never formally taught. She says that she has always used typography the way she wanted to, without constraints.

Several things can be appreciated about Mysercough's work. Her use of color to create something bright and fun is clearly shown. It is important to her to bring a smile to others and bring them joy through her artwork. The colors are so bright in her public pieces that it's like you are forced to take a moment and observe everything going on. Her designs also serve communities. She has her work in several different hospitals, making an impact on those who stay there, especially children. In her more public installations, they completely change the atmosphere in which they are located, they give your everyday courtyard or work environment a different feeling of happiness with all of the positive colors.



**"MAKE HAPPY THOSE WHO ARE
NEAR YOU AND THOSE WHO ARE
FAR WILL COME"**



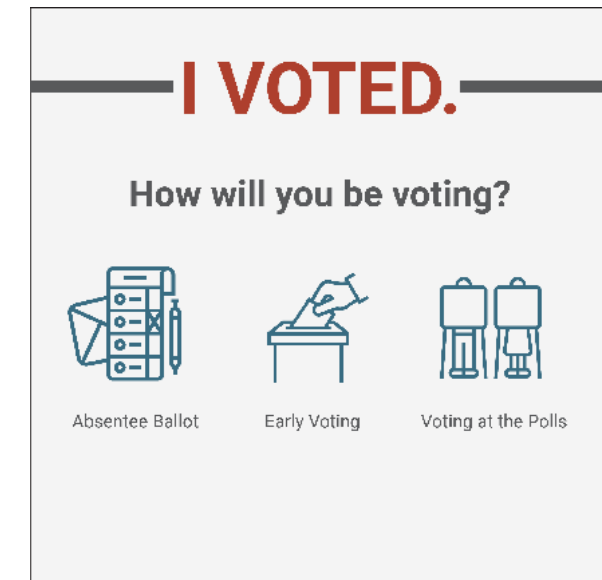
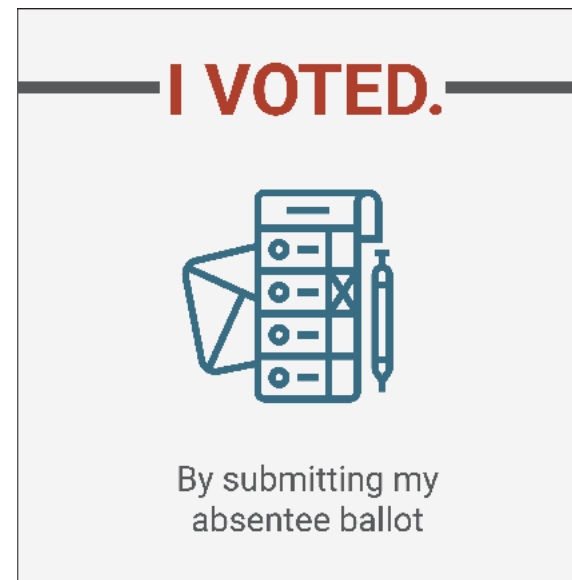
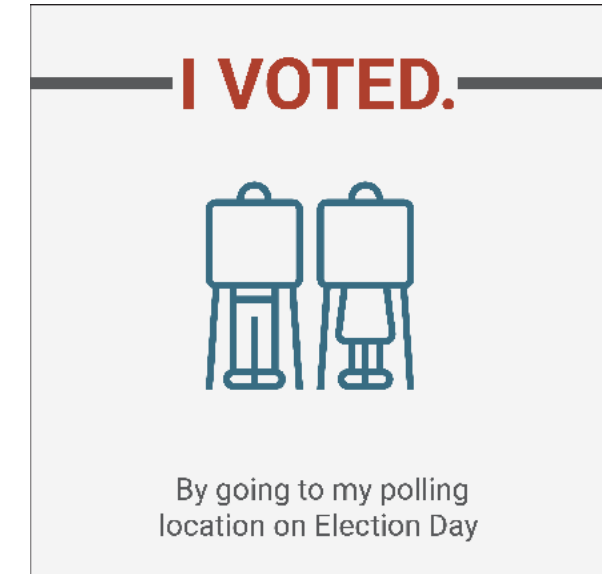
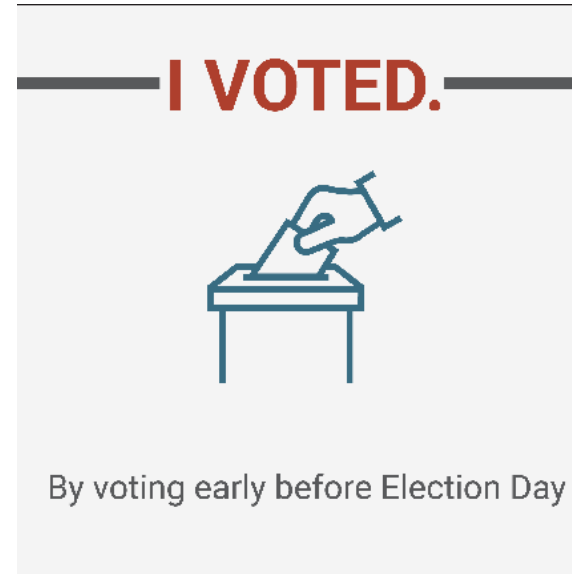
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I'm A Voter Campaign

Medium: Graphic Design (Adobe Illustrator)

Size: A4

About: Client work for Vote Oswego. These graphics were used to promote the different ways someone can cast their vote.



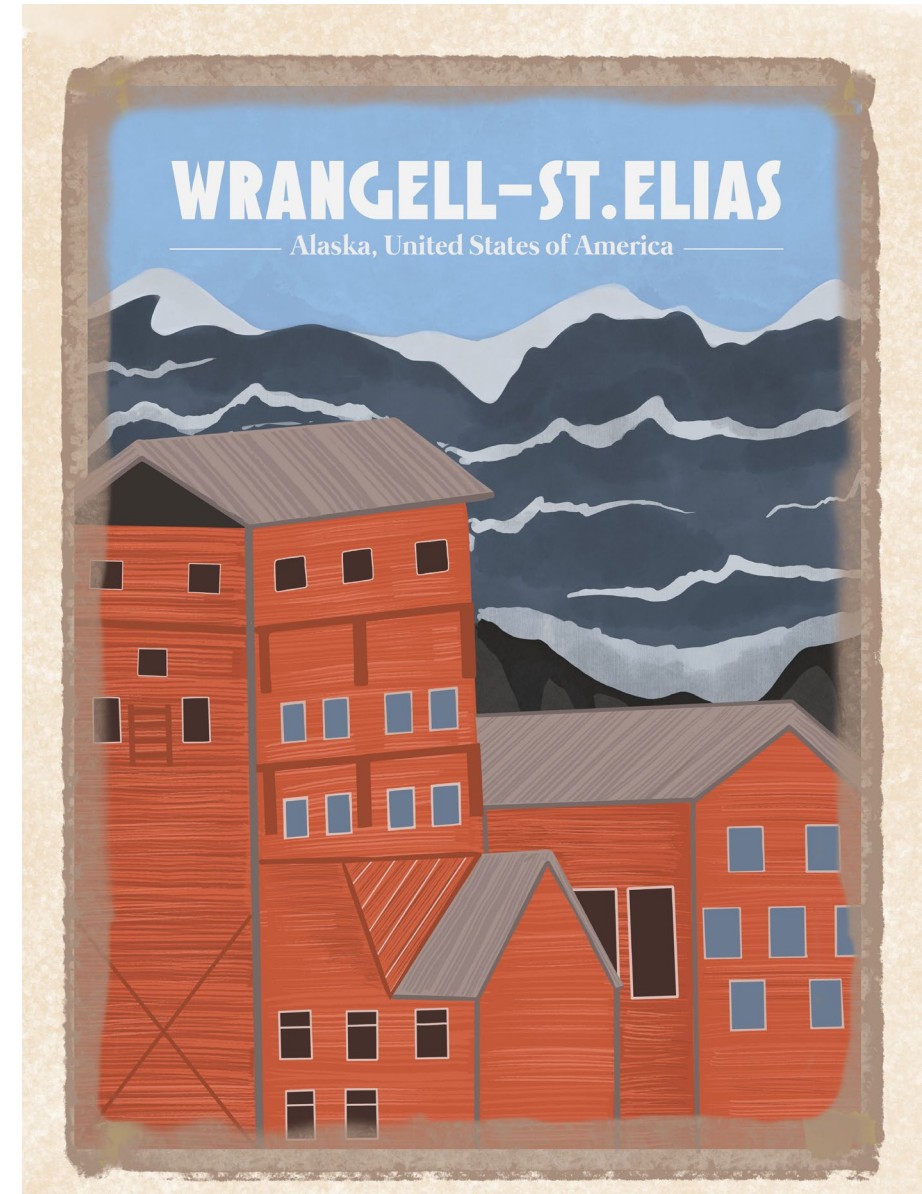
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Wrangell St-Elias Poster

Medium: Digital Illustration
(Procreate)

Size: 24 x 18 inches

About: I had the opportunity to create a illustration poster about a National Park for one of my classes. I chose Wrangell St. Elias, which is the largest National Park in the United States. It is home to breathtaking mountains as well as the haunted Kennecott mines.



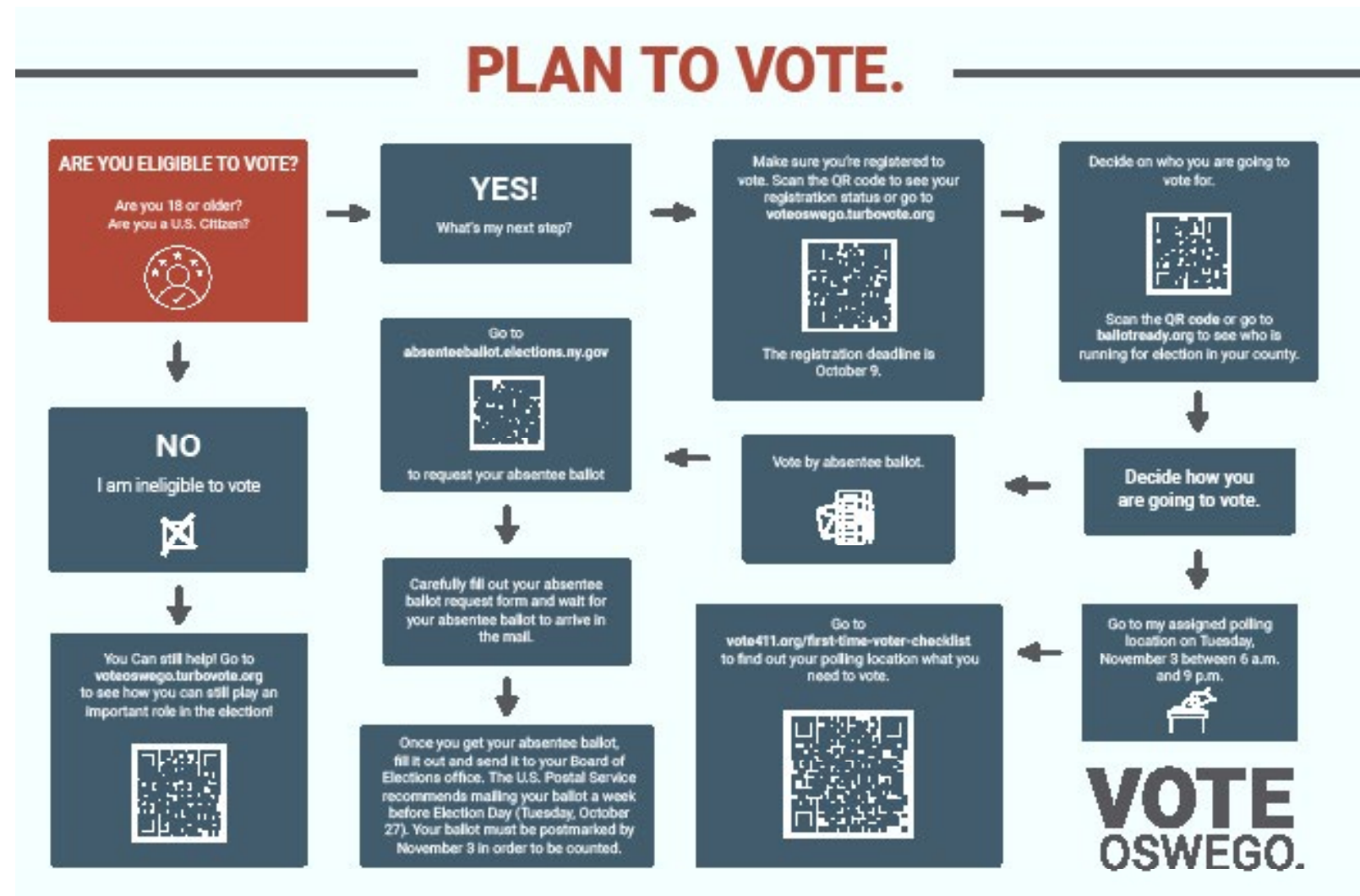
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Plan to Vote Flowchart

Medium: Graphic Design (Adobe InDesign)

Size: 36 x 24

About: Client work for Vote Oswego. Purpose is to display the process of voting in a step by step fashion. This poster was presented to college students in all of the residents halls on campus.



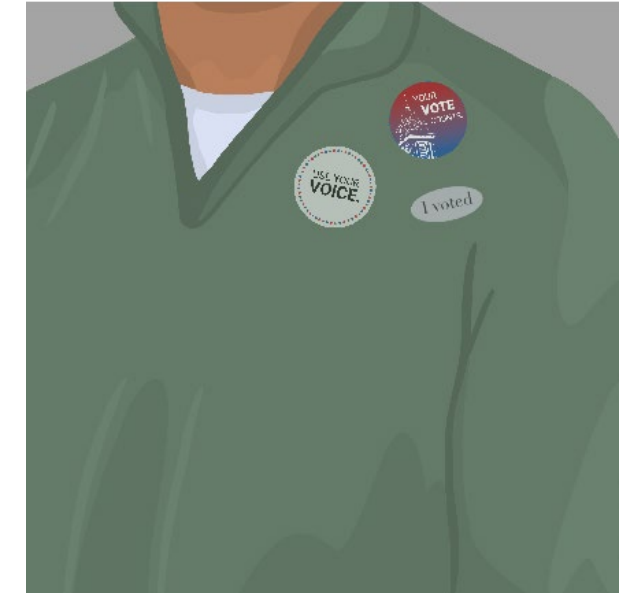
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I'm a Voter Illustrations

Medium: Illustration (Procreate and Adobe Illustrator)

Size: 8 x 8

About: Client work for Vote Oswego. The purpose of these illustrations is to engage with the voting community on social media by promoting that they voted and made their voice heard. These illustrations provide a variety of skin tones as well as graphics with no one at all to enforce the message that voting is for everyone.



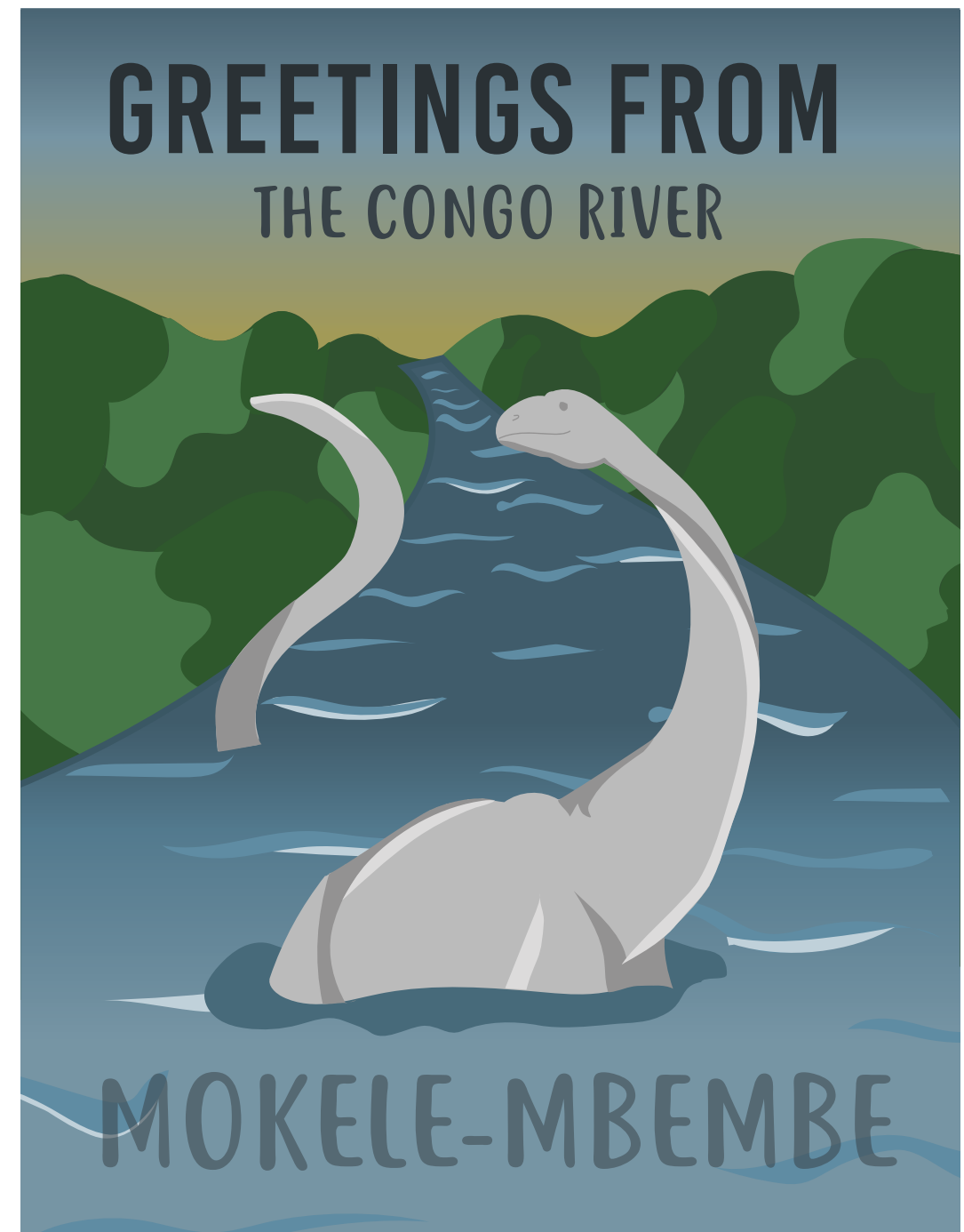
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Mokele- Mbembe

Medium: Illustration (Adobe Illustrator)

Size: 8.5 x 11

About: The Mokele- Mbembe is a mythological creature that resides in the Congo River. They are very similar to that of a dinosaur, with a long neck and tail. I wanted my design to feel like an advertisement, not only for the Mokele- Mbembe but the Congo River as well.



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Prauge Postcard

Medium: Digital Illustration
(Procreate)

Size: 4.5 X 6 inches

About: This is a postcard I created for a class assignment. I visited the Czech Republic this past summer and I immediately fell in love with Prague. Instead of focusing on one attraction in the city, I chose to highlight a few different spots in the form of a map.



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CM Creatives Logo

Medium: Graphic Design (Adobe Illustrator)

Size: 5 x 5 inches

About: CM Creatives is the brand identity I currently use when promoting and selling my work. CM are the initials that represent my full name. I chose the word “creatives” because it can apply to both my graphic design and illustration work. The crescent moon silhouette in the back comes from my last name “Mooney”.



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Butterfly Stamps

Medium: Graphic Design
(Procreate)

Size: 5 X 5 inches

About: The project involved making a collection of four stamps around a certain theme. I chose butterflies because they're all bright and fun, along with a lot of symmetry.



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Thank You



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