

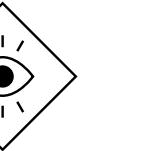
Z



**LOGO
DESIGN ERA
2016 -**



PRINT DESIGN ERA 2017 -



INTERACTION DESIGN ERA

9 -

PROJECTS

6-7 DEVELATIO
8-9 SOUNDGLOW
10-11 TUNE GENIE

14-17 WILDFEST
18-19 EARTH DAY
20-21 SPECIAL BALLOT

- 25** DAILY UI
- 31** MYCWU
- 35** TUNE GENIE APP
- 38** VIRTUAL GRAD SHOW

A horizontal timeline consisting of five diamond symbols connected by lines, representing the years 2016 through 2020.

2016 2017 2018 2019 2020



**LOGO
DESIGN ERA**
2016 -

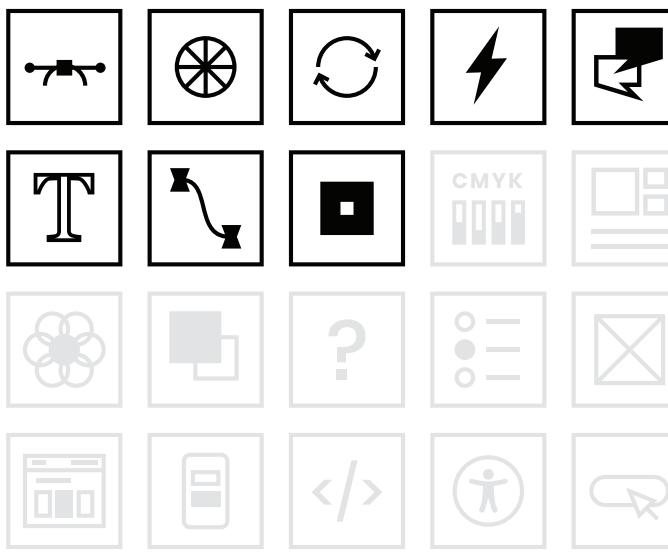


**PRINT
DESIGN ERA**
2017 -



**INTERACTION
DESIGN ERA**
2019 -

SKILLS

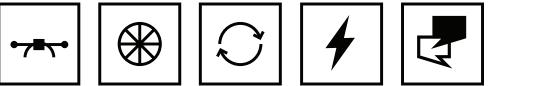




DEVELATIO

LOGO DESIGN

TOP 5 SKILLS



VECTOR DESIGN

COLOR THEORY

DESIGN PROCESS

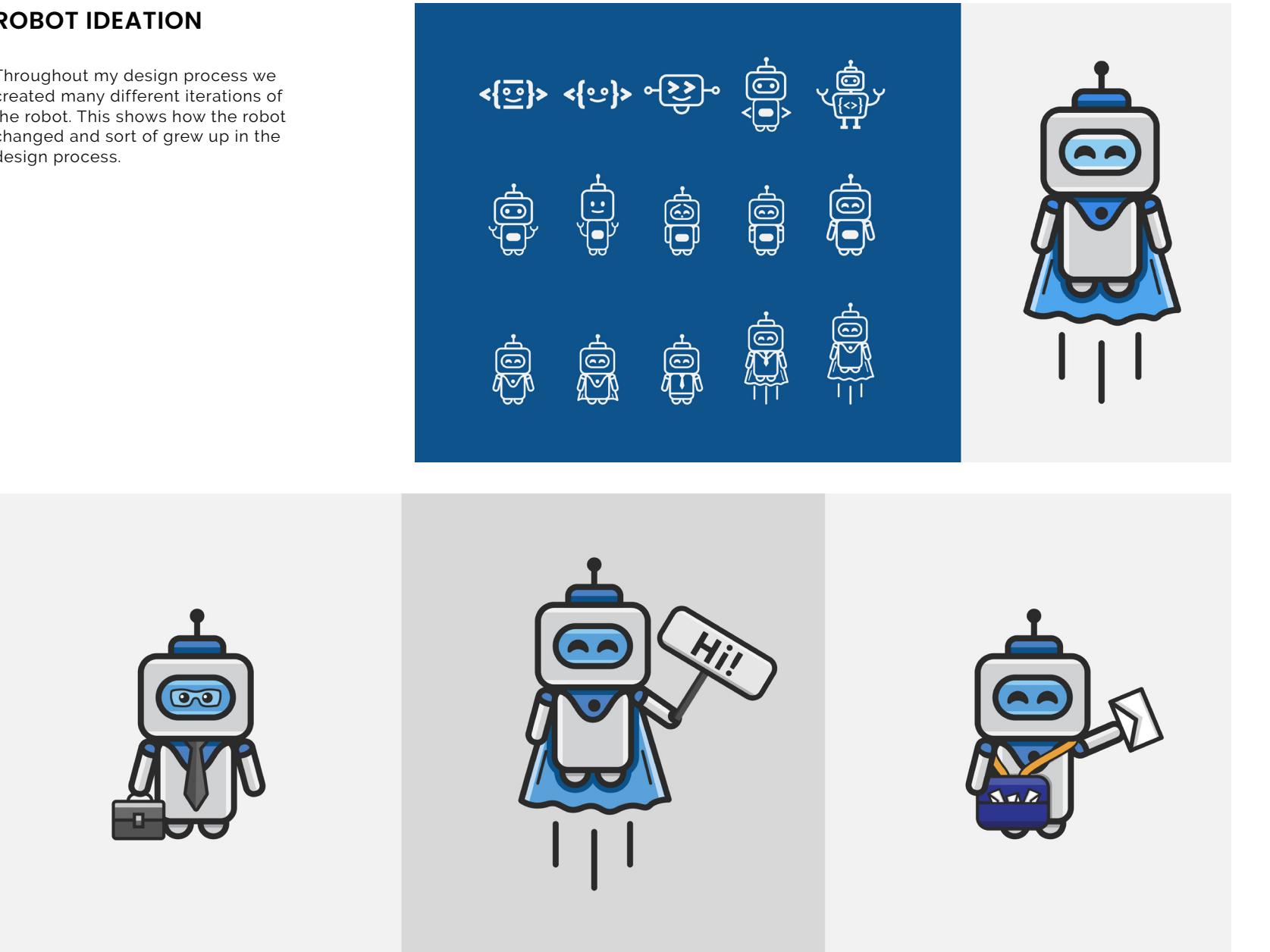
OPTIMIZED WORKFLOW

CLIENT-DESIGNER COMMUNICATION

Develatio is a startup company focused on web/app development. They are a group of developers with a goal of quality code and efficiency. They were looking for a friendly robot to represent their brand.

ROBOT IDEATION

Throughout my design process we created many different iterations of the robot. This shows how the robot changed and sort of grew up in the design process.

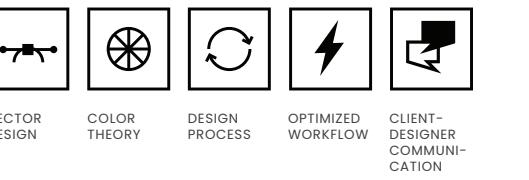




SOUNDGLOW

LOGO DESIGN

TOP 5
SKILLS



VECTOR
DESIGN

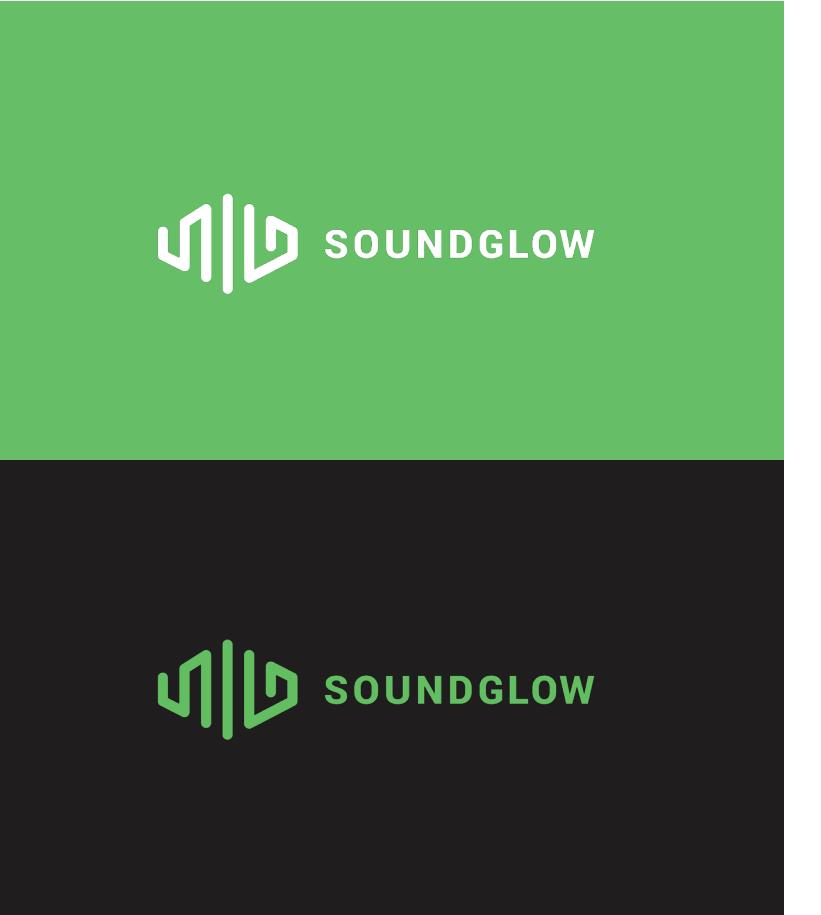
COLOR
THEORY

DESIGN
PROCESS

OPTIMIZED
WORKFLOW

CLIENT-
DESIGNER
COMMUNI-
CATION

Soundglow is a music production company that specializes in polishing music and finalizing tracks.



DESIGN PROCESS

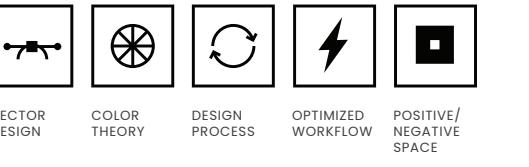
I worked with the client to find the style and form of the design. We eventually landed on a monogram of the S & G in a sound wave form.



TUNE GENIE

LOGO DESIGN

TOP 5
SKILLS



VECTOR
DESIGN

COLOR
THEORY

DESIGN
PROCESS

OPTIMIZED
WORKFLOW

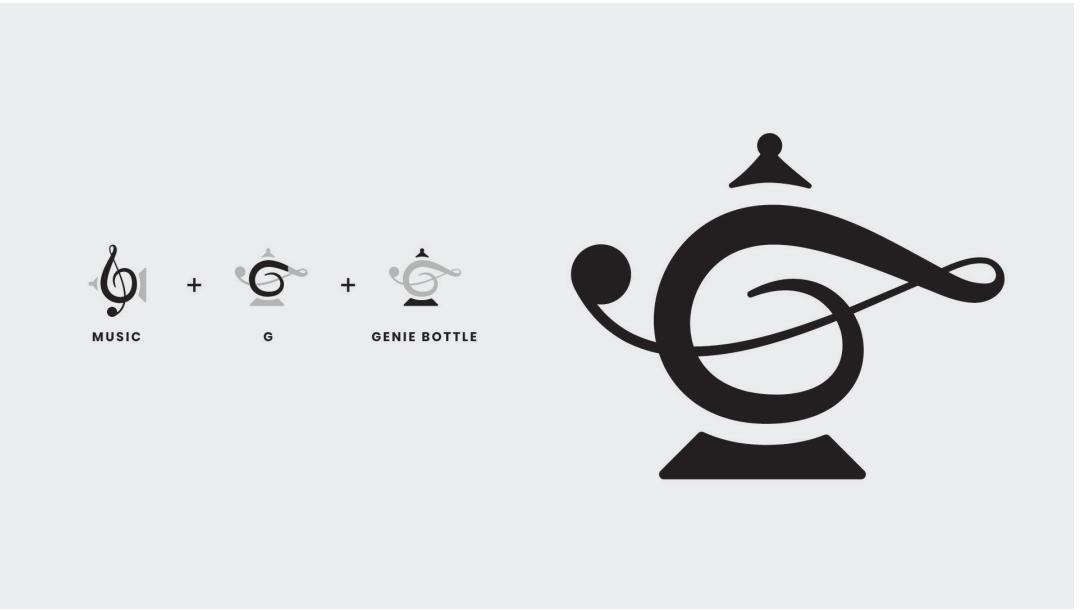
POSITIVE/
NEGATIVE
SPACE

Tune genie is a company that allows you to turn any site into a media player. This re-brand was for a class project.



FORCED CONNECTIONS

With this logo, I heavily focused on finding forced connections with the name Tune Genie. Ultimately I found the connection with a genie bottle and the music note. Going with orange also represents the bronze color of a genie bottle.





LOGO
DESIGN ERA
2016 -

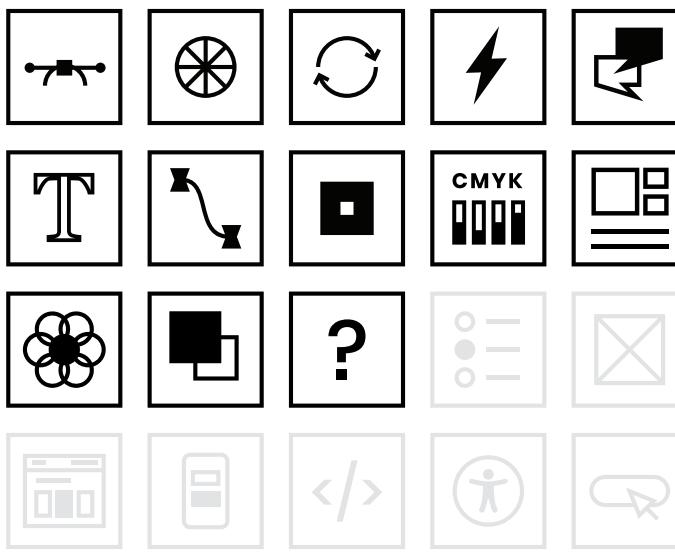


PRINT
DESIGN ERA
2017 -



INTERACTION
DESIGN ERA
2019 -

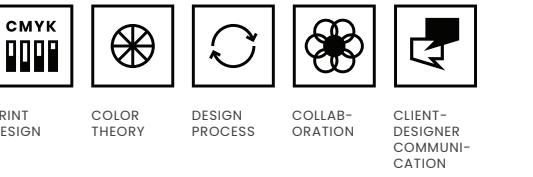
SKILLS





WILDFEST CAMPAIGN

TOP 5
SKILLS



PRINT
DESIGN

COLOR
THEORY

DESIGN
PROCESS

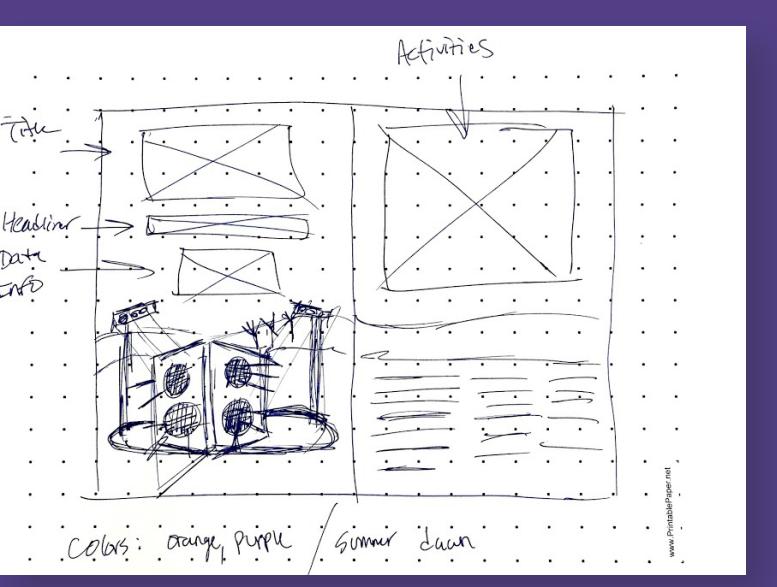
COLLAB-
ORATION

CLIENT-
DESIGNER
COMMUNI-
CATION

Wildfest which was also known as student appreciation day is a day to celebrate students hard work throughout the year. For this design campaign, I designed a large variety of different assets including print spreads, social media, schedules, directions and sandwich boards.

SKETCHING

The important feature to highlight for this year was the newly built Recreation Sports Complex. I connected the two and decided to put a speaker on the field where the event would be held.



PRINT SPREAD

At HYPE, we produce quarterly spreads to promote on campus events and activities. This was one of the first high fidelity designs created and some elements are ultimately changed.



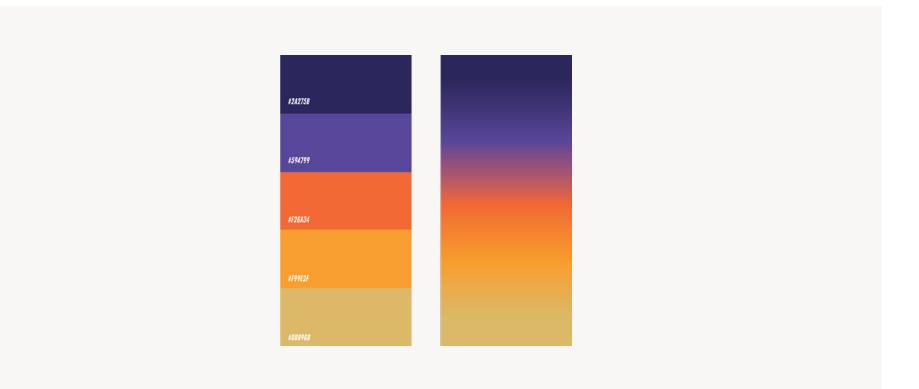
TYPOGRAPHY

I wanted the main typography for this to be bold and have utility. This single color form can be used on any background and can be re-colored.



COLOR SELECTION

The color selection was also purposeful. The time of the event was at sunset so these colors were used to further convey what the event will be.



SUBJECT SELECTION

As I mentioned in the sketches, the subject for this is both the music celebration and the new Recreation Sports Complex.



SCHEDULE

The logistical pieces were my favorite part as it gives more purpose to the design. The schedule here also had a social media version so students could show up and see what they wanted to see.



DIRECTIONS

Because the new Recreation Sports Complex was just built, not very many students knew where it was. So I created a map that showed how to get there from the central hub of campus. Using the same subject from the other designs, it allowed them to make the connection of what and where this was.



SANDWICH BOARD

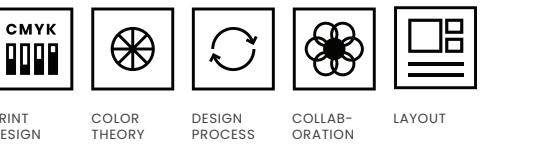
Sandwich boards are just larger versions of the 11x17 posters but are more effective because everyone who enters the hub of campus has a chance to see them and because they are larger, the info is easier to read and understand.





EARTH DAY PUBLICATION SPREAD

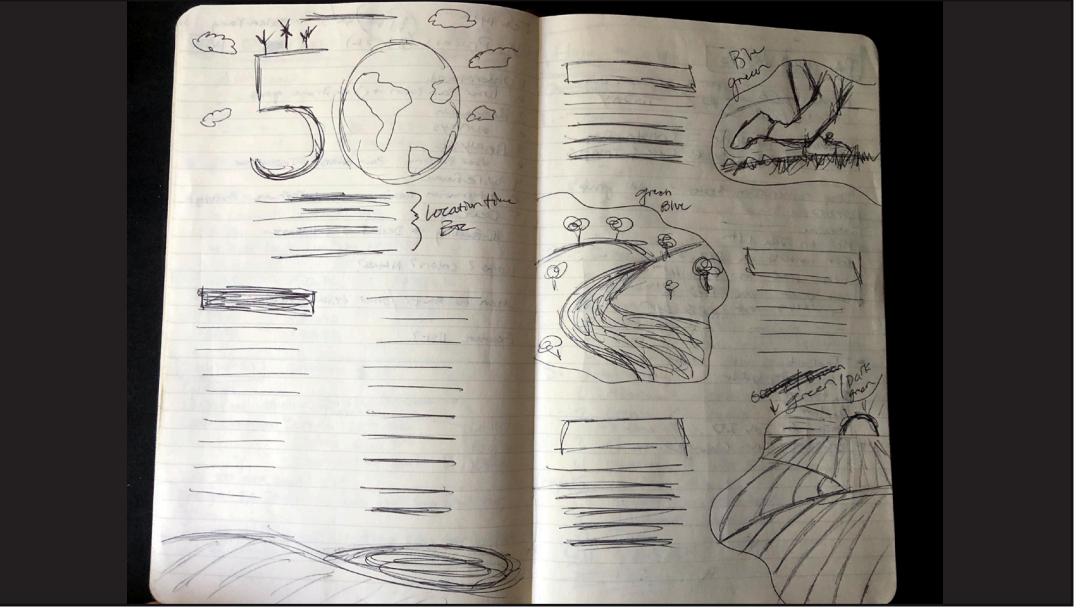
TOP 5
SKILLS



This spread is part of HYPE's quarterly publication. The focus for this spread was to originally promote events that related to earth day. However, with Covid-19 those events got replaced with alternate activities.

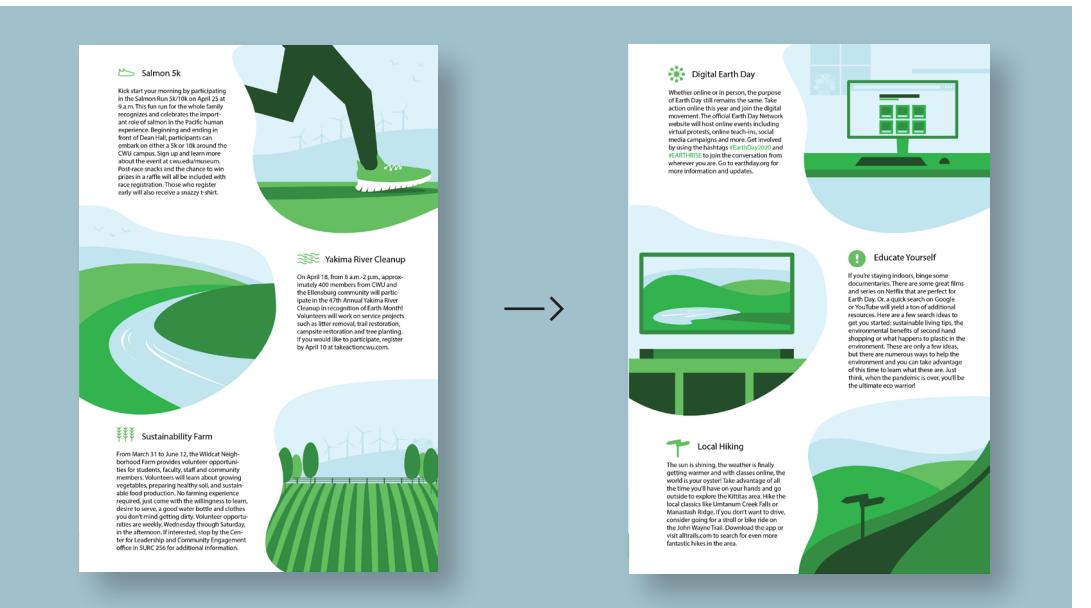
SKETCHING

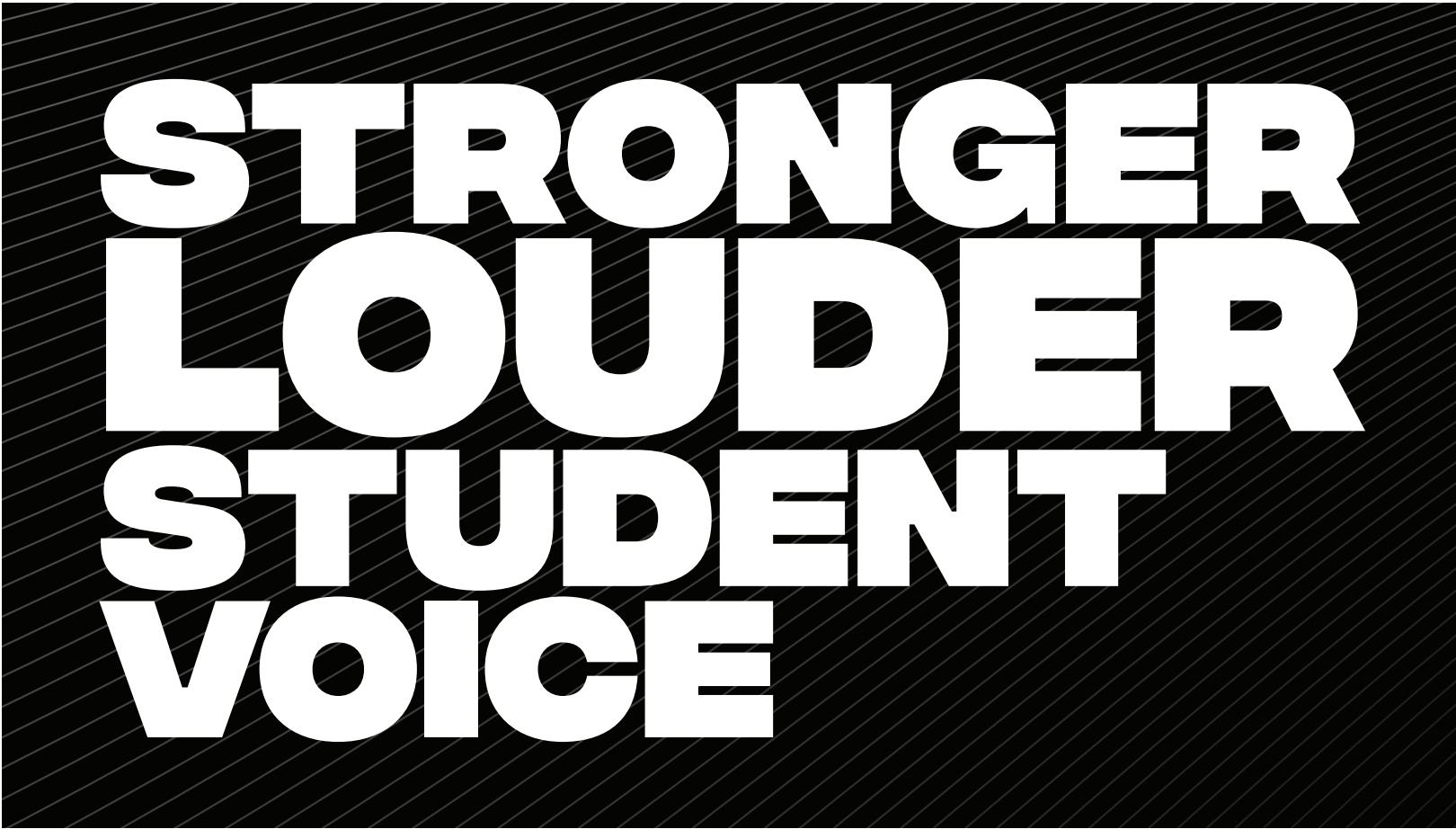
I knew that we were promoting three events so I wanted there to be an equal amount of design and text. The left side of the spread represented the story written by one of our writers about earth day in general and the right side of the spread represented the individual events.



COVID-19 IMPACT

The original events were canceled and had to be replaced with new ones. This kind of format provided the utility of switching out the designs and content for new ones without having to re-flow everything making it a time saver.





STRONGER LOUDER STUDENT VOICE

PRINT DESIGN



TOP 5 SKILLS

PRINT DESIGN TYPE-OPGRAPHY HEIGHT-ARCHI LAYOUT POSITIVE/NEGATIVE SPACE

The Stronger Louder Student Voice project was a quick campaign for promoting the idea of a larger elected student body at Central Washington University.



TYPOGRAPHIC FOCUS

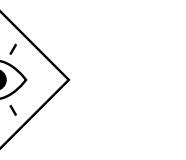
I decided that a typographic focus would be best for this as it is easily readable from a distance and itself has a sense of being loud and strong. The black and white creates the most contrast and in combination with the large and bold type it creates a high impact design.



LOGO
DESIGN ERA
2016 -

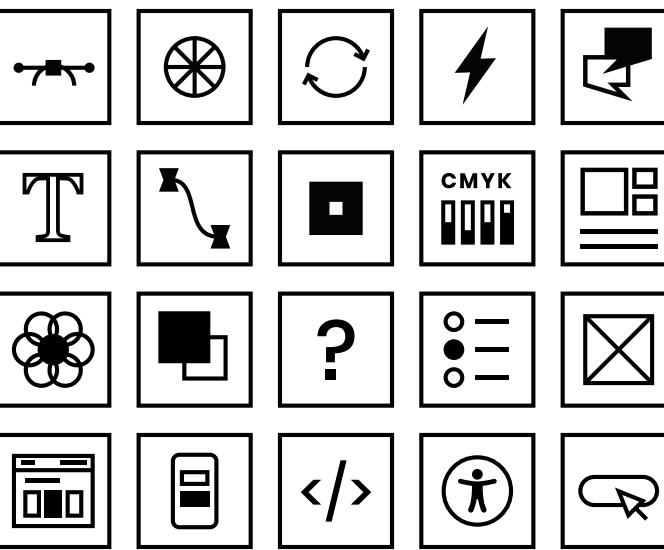


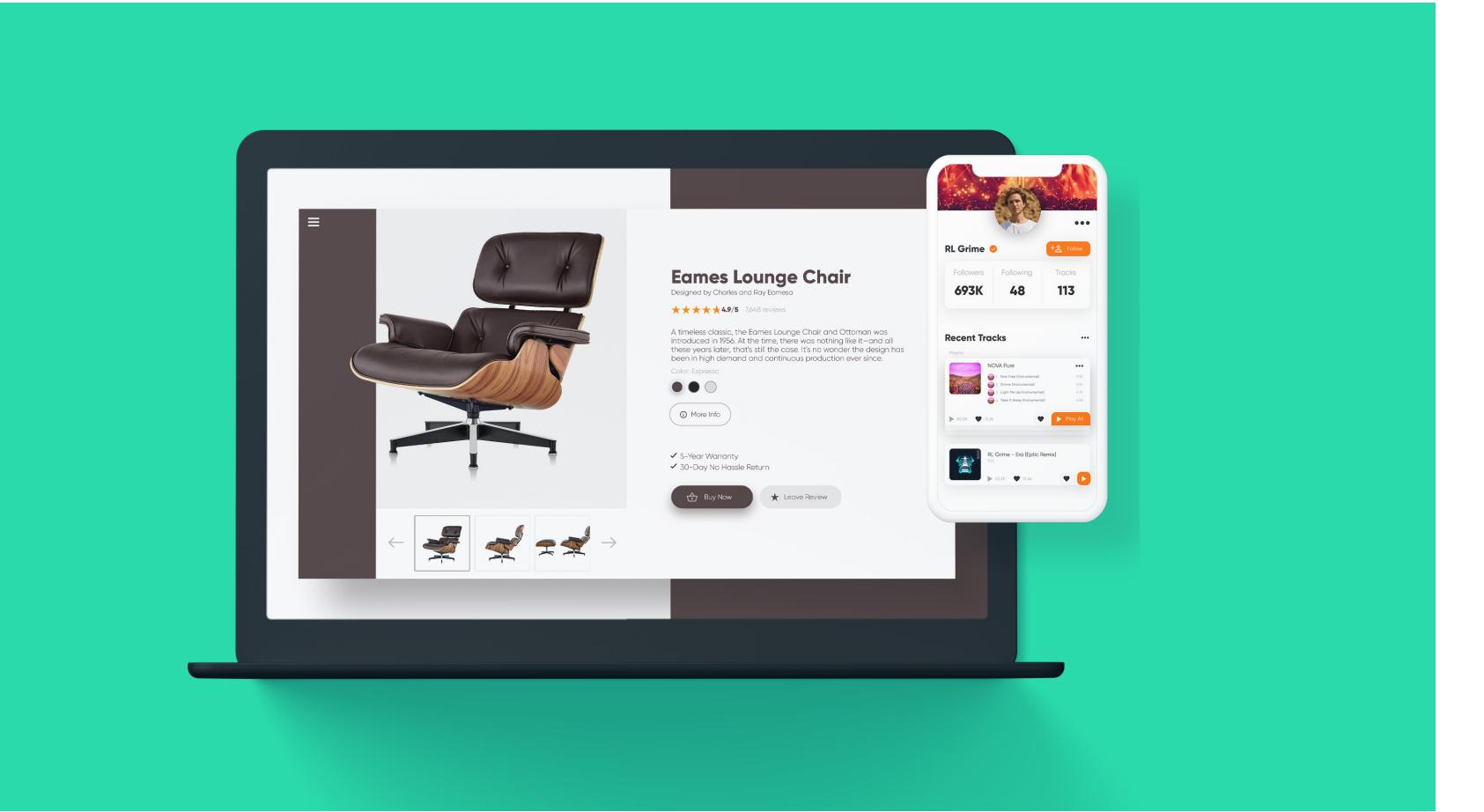
PRINT
DESIGN ERA
2017 -



INTERACTION
DESIGN ERA
2019 -

SKILLS

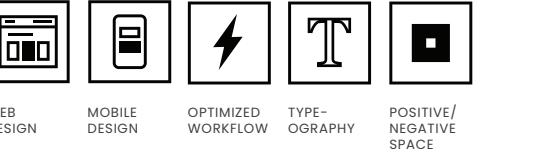




DAILY UI

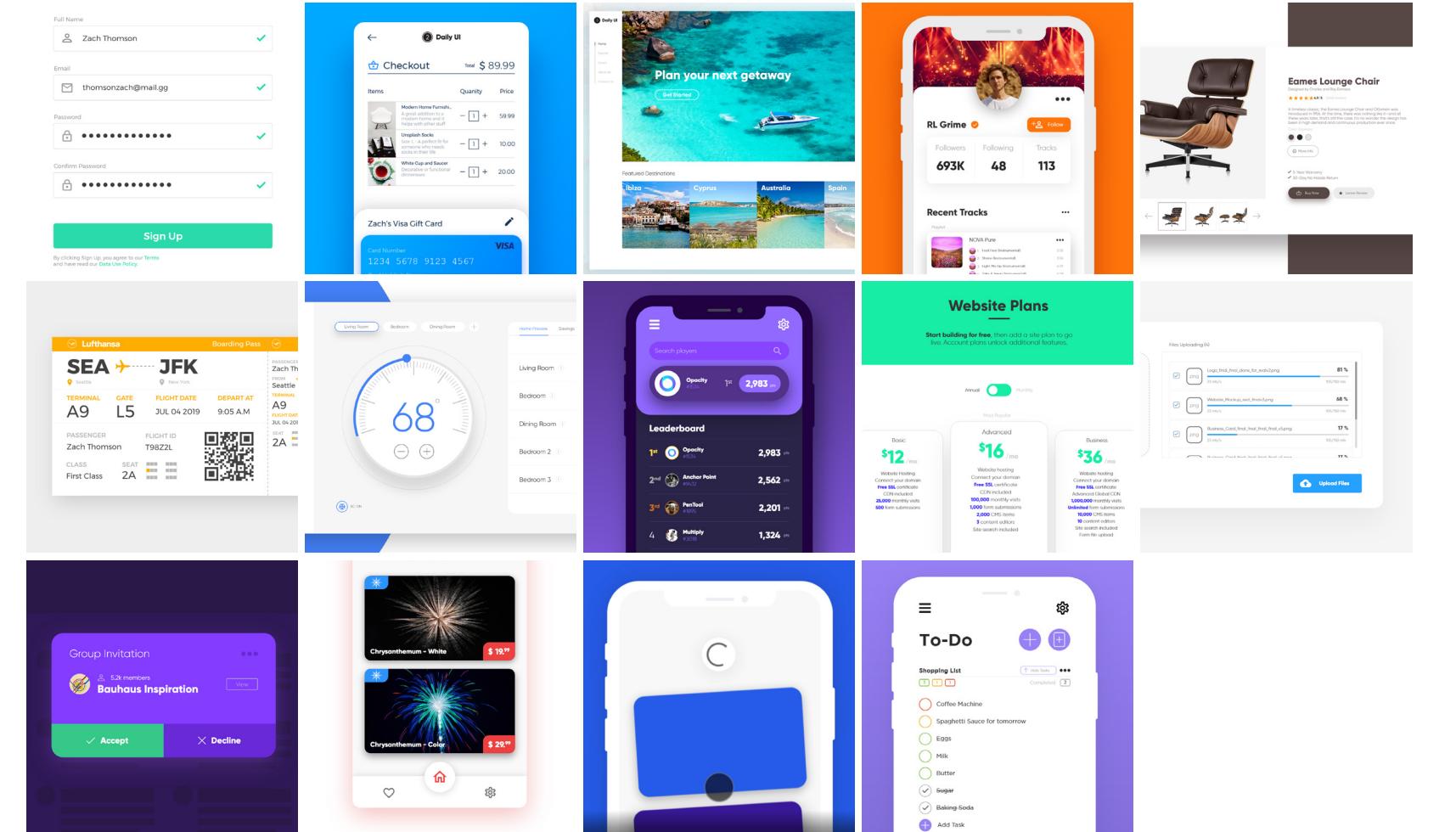
14 DAY CHALLENGE

TOP 5
SKILLS



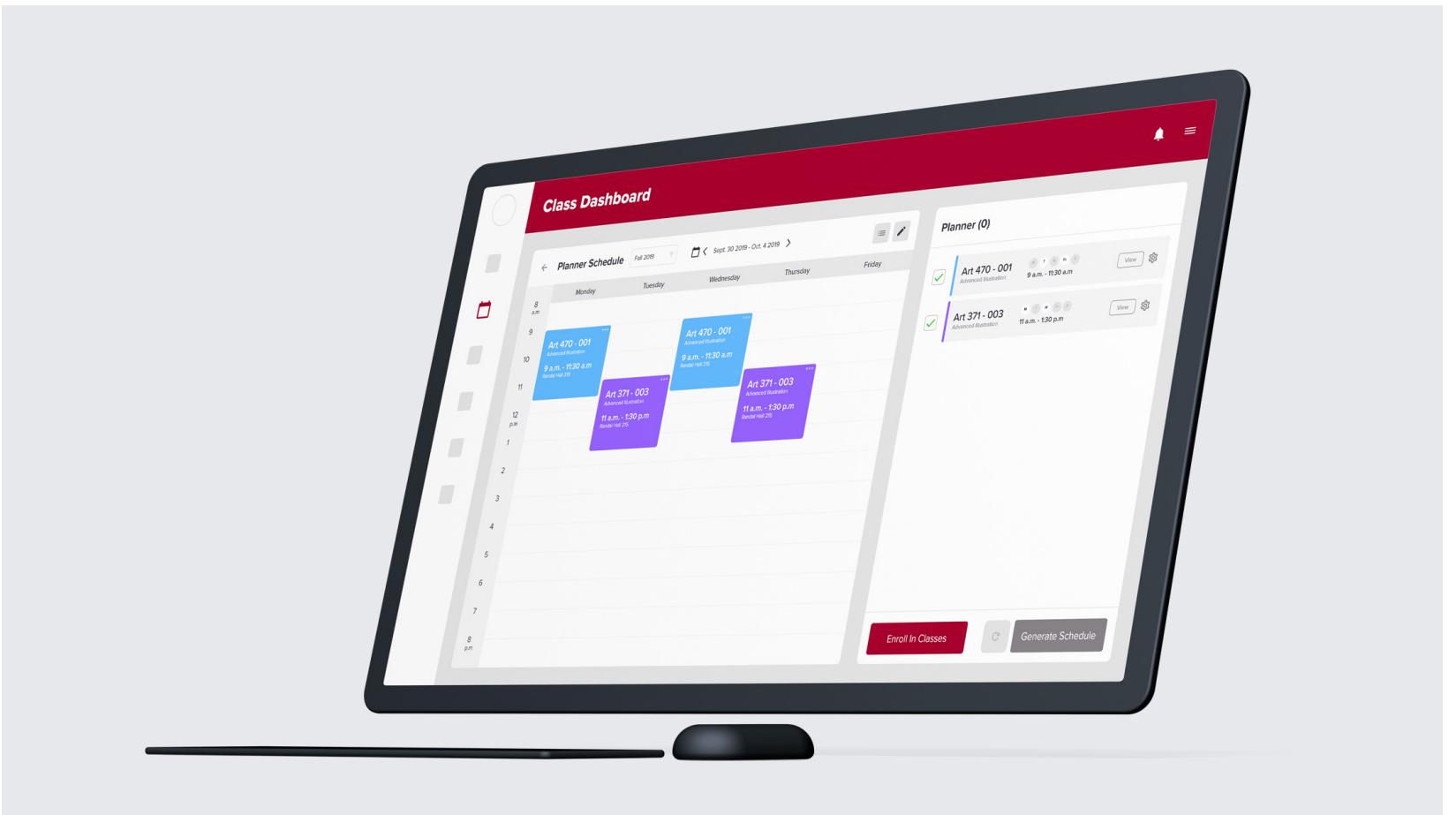
The daily UI challenge was for my own personal development. I needed to get familiar with designing web and mobile interfaces as most of my experience at this point was in logo design and print. These rapid design exercises had very little to do with UX and only focused

on the visual aspect of those interfaces. This would ultimately prepare me for doing my first UX case study.



I LEARNED

With each challenge I posted 3 things that I learned after doing it. This helped me critique my own designs and make sure I was aware I was getting value out of this challenge.



CLASS DASHBOARD

UX CASE STUDY

TOP 5 SKILLS



WEB DESIGN

WIRE-FRAMING

USER RESEARCH

DESIGN THINKING

ACCESSIBILITY

This class dashboard was my first UX case study. This was a personal project that allowed me to go through the main ideas of design thinking. I found out from students that the current way of enrolling in classes at Central Washington University was slow, confusing and

that the interface was cluttered. I also found out that students want better search results and a simpler process.

THE CURRENT DASHBOARD

The current class dashboard that Central Washington University uses a template Peoplesoft program by Oracle. It looks outdated, confusing and cluttered. It doesn't have a human friendly voice to it and using drop downs with weirdly specific choices like greater than or equal too is just too confusing.

RESEARCH

LIKES

Detailed class information
Knowing when/where classes are

DISLIKES

Confusing
Not organized well
Hard to add classes
Extra pages
Cluttered design
No clear sense of direction

SUGGESTIONS

Better class search filters
Better class search results
Faster way to enroll in classes
A simpler process

DEFINING PROBLEMS

1. It's slow
2. It's confusing
3. The interface is cluttered

TURNING PROBLEMS INTO NEEDS

1. Students need to be able to quickly and efficiently enroll in classes.
2. Students need to intuitively understand how to enroll in classes.
3. Students need to see important information first and secondary information after.

Grades Spring 2019

| | | | | | | | |
|-------------------|-----|-----------------------|----|----------------|------|--------------------|-----|
| Selected Term GPA | 3.9 | Selected Term Credits | 15 | Cumulative GPA | 3.63 | Cumulative Credits | 130 |
|-------------------|-----|-----------------------|----|----------------|------|--------------------|-----|

Spring 2019

| | | | |
|--------|----------------------|-------|----|
| Course | Art 245 | Grade | A |
| | Beginning Typography | | |
| Course | Art 320 | Grade | A- |
| | Beginning Typography | | |
| Course | Art 362 | Grade | B+ |
| | Beginning Typography | | |

Enrollment Dates

M T W Th F

Class Search

Search Classes

Search Filters

Subject

Course # (e.g. 101)

Instructor Name

Class Type

Days of the week

Min. Credits Max Credits

Course ID (e.g. 9A46FC)

Class Starts 1:00pm - 2:00pm

Class Ends 3:15pm - 4:50pm

Show open classes only

Search Classes

Class Search

Art 470

| | | | | |
|----------|---------------|-------------|-----------|----------------------|
| Grade A | Class Art 250 | Section 001 | Credits 5 | View |
| Grade A- | Class Art 215 | Section 001 | Credits 4 | View |
| Grade B | Class Art 310 | Section 001 | Credits 3 | View |
| Grade C | Class Art 440 | Section 001 | Credits 5 | View |

Enrollment Dates

Class Information

Back to search

Class Name Art 470 Advertising Graphic Design

Section 001

Availability Open

About

Concept and design as applied to advertising problems with emphasis on presentation and communication skills with analysis and implementation of marketing strategies. Class meets five hours per week. Acceptance into the BFA graphic design major via portfolio review. May be repeated up to 8 credits. Course will be offered every year (Fall).

Instructor D. Bieloh

Meets at Randal Hall Room 215

Class Starts 9:00 am Class Ends 11:30 am Class Duration 2.5 hrs.

Credits 5 Start Date 9/15/19 End Date 12/18/19

Enrollment Requirements

Instructor Consent Required to enroll in this class

Prerequisite: ART 371

Generated Schedule

Monday Tuesday Wednesday Thursday Friday

| | | | | |
|-------|--|--|--|--|
| 8am | | | | |
| 8:15 | | | | |
| 8:30 | | | | |
| 8:45 | | | | |
| 9:00 | | | | |
| 9:15 | | | | |
| 9:30 | | | | |
| 9:45 | | | | |
| 10:00 | | | | |
| 10:15 | | | | |
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| 12:30 | | | | |
| 12:45 | | | | |
| 1pm | | | | |
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| 1:45 | | | | |
| 2pm | | | | |
| 2:15 | | | | |
| 2:30 | | | | |
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| 3:45 | | | | |
| 4pm | | | | |
| 4:15 | | | | |
| 4:30 | | | | |
| 4:45 | | | | |
| 5pm | | | | |
| 5:15 | | | | |
| 5:30 | | | | |
| 5:45 | | | | |
| 6pm | | | | |
| 6:15 | | | | |

Successfully enrolled in 2 Classes

Dashboard Add More Classes

Grades Spring 2019

| | | | | |
|----------|---------------|-------------|-----------|----------------------|
| Grade A | Class Art 250 | Section 001 | Credits 5 | View |
| Grade A- | Class Art 215 | Section 001 | Credits 4 | View |
| Grade B | Class Art 310 | Section 001 | Credits 3 | View |
| Grade C | Class Art 440 | Section 001 | Credits 5 | View |

Class Dashboard > Add Class

Class Search Fall 2019

Quick Search Art 470

Advanced Search

Subject (Art) Course # (101) Course ID (674124)

Course Name

Min Credits Max Credits

Class Starts 1:00pm - 2:00pm

Class Ends 3:15pm - 4:50pm

Instruction Type (Online) M T W Th F

Quick Search Art 470 Advertising Graphic Design

Section Mon, Wed. 001 9 a.m. - 11:30 a.m. Seats Left 15

Section Mon, Wed. 002 9 a.m. - 11:30 a.m. Waitlisted 4

Planner (0)

LOW-FI

HIGH-FI

QUICK SEARCH

The quick search idea removes all that unnecessary drop down filters and allows you to type in the class name. The way students typically identify classes is the category like Art followed by the course number.

This screenshot shows the Class Dashboard interface. On the left, there's a sidebar with various icons. The main area has tabs for 'Class Search' (set to 'Fall 2019') and 'Quick Search'. In the 'Quick Search' section, there's a search bar containing 'Art 4'. Below it is an 'Advanced Search' panel with fields for Subject (Art), Course Name, Min Credits, Max Credits, Instruction Type (Online), Professor Last Name, and a date range selector. At the bottom are 'Search', 'Generate Schedule', and 'Enroll in Classes' buttons.

CLASS INFO

The class info page includes the necessary information a student would need to know about that class and provides the option to add it to the planner.

This screenshot shows the 'Class Information' page for 'Art 470'. It displays basic details like the course title ('Advertising Graphic Design'), instructor ('Randall Hall'), status ('Open'), and seats left ('15 / 30'). It also shows the section ('001'), credits ('5'), classroom ('Randall Hall Room 215'), and class meets ('Mon. Wed. 9:00 a.m. - 11:30 a.m.'). A 'Requirements' section indicates 'Completed' status for 'Instructor consent granted'. At the bottom are 'Generate Schedule' and 'Enroll in Classes' buttons.

QUICK SEARCH RESULTS

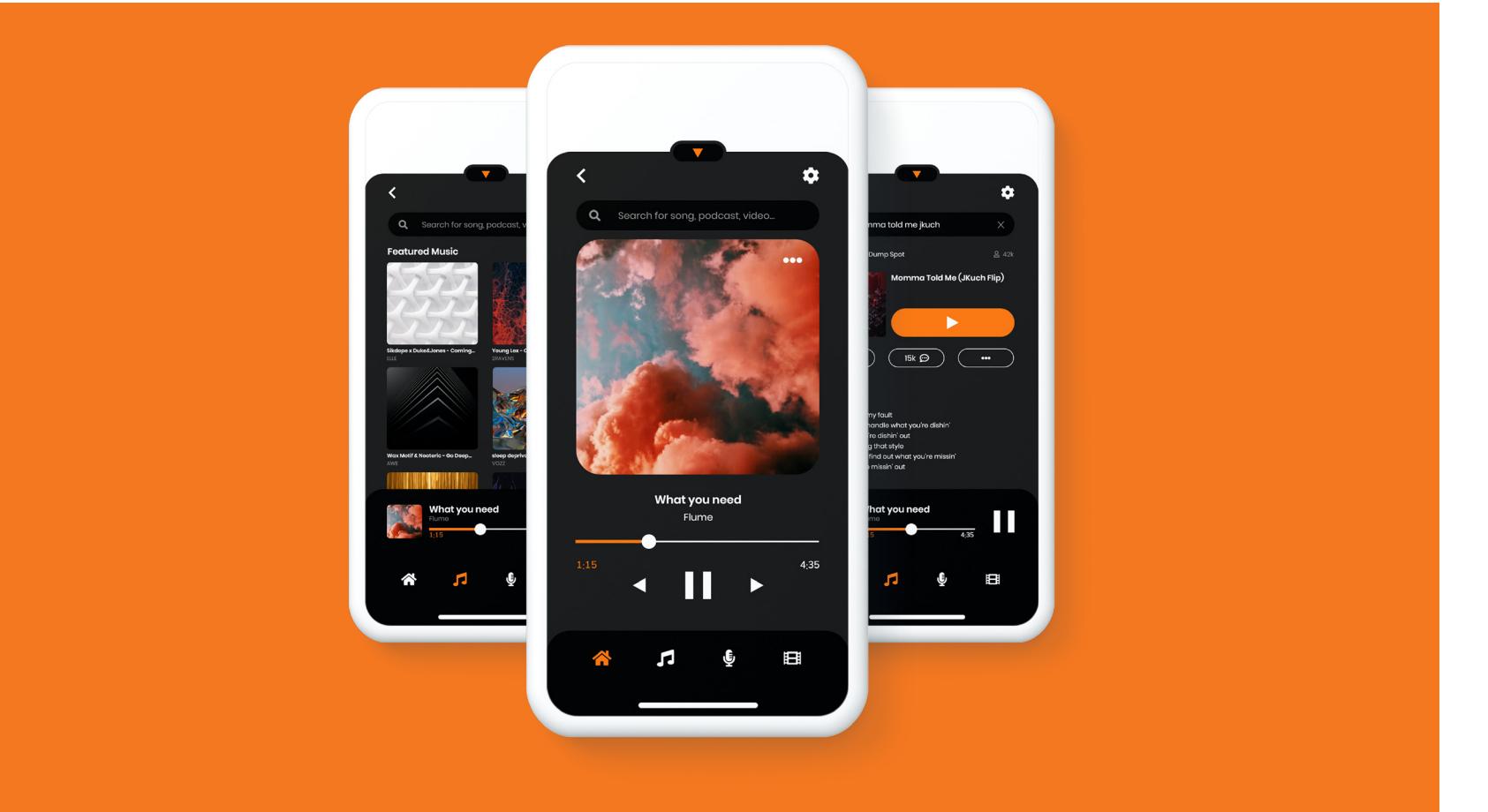
The quick search feature allows for dynamic searching as you type. For example, when typing Art 4, it will display all courses that start with that. This can help lead to additional class discovery as a passive feature.

This screenshot shows the Class Dashboard after performing a quick search for 'Art 4'. The results are listed in a dropdown menu on the right side of the screen. Courses starting with 'Art 4' are shown, such as 'Art 410', 'Art 420', 'Art 430', 'Art 440', 'Art 450', 'Art 460', 'Art 470', 'Art 480', and 'Art 490'. The rest of the interface remains the same with the 'Quick Search' tab selected.

PLANNER SCHEDULE

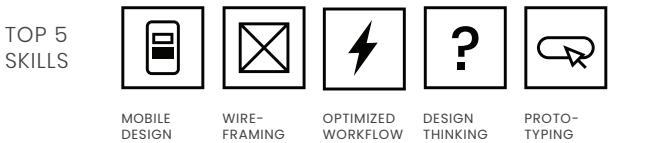
The planner is a fluid-like system that allows students to mess around with different schedules. This way students can visualize what their schedules might look like before committing to it by enrolling.

This screenshot shows the 'Planner Schedule' view. It displays a grid of time slots from 8 a.m. to 8 p.m. for Monday through Friday. Courses are represented as colored boxes: blue for 'Art 470 - 001' and purple for 'Art 371 - 003'. Each box contains the course name, number, and a small 'View' button. The sidebar on the left shows the 'Planner (0)' tab. At the bottom are 'Enroll in Classes' and 'Generate Schedule' buttons.



TUNE GENIE APP

UI DESIGN



This Tune Genie app design was an extension of the logo design project. Their current product is hard to navigate especially on mobile so I wanted to make this a mobile focused product. With this I go through the design process with wire framing, low-fi, high-fi, and building

interactions as well. This app would enable websites to add a media player aspect to it which includes music, podcast, and video which could be customized by the site owner.

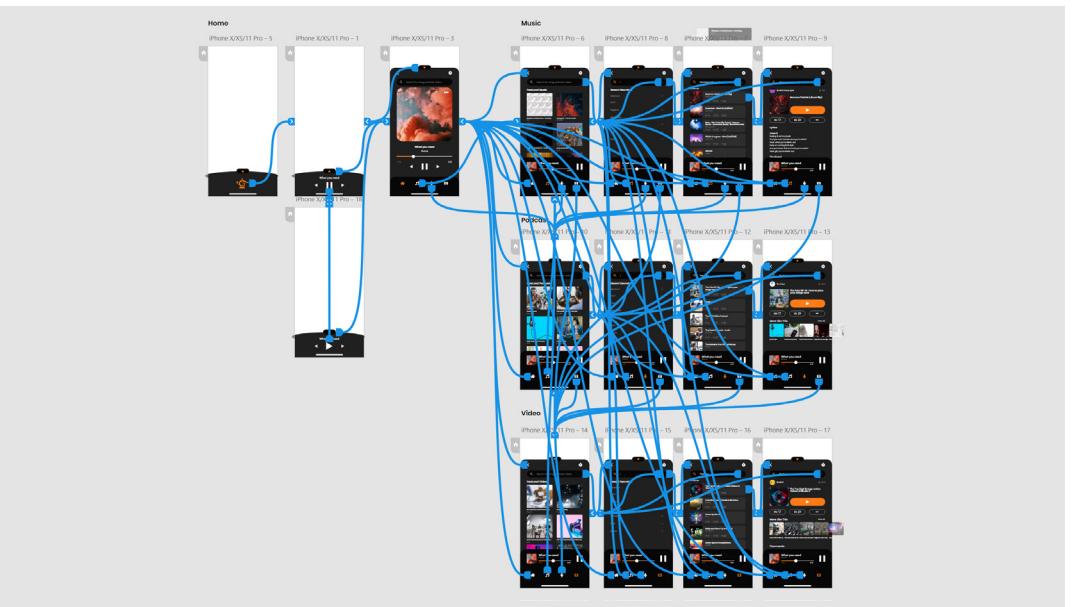
WIREFRAMING

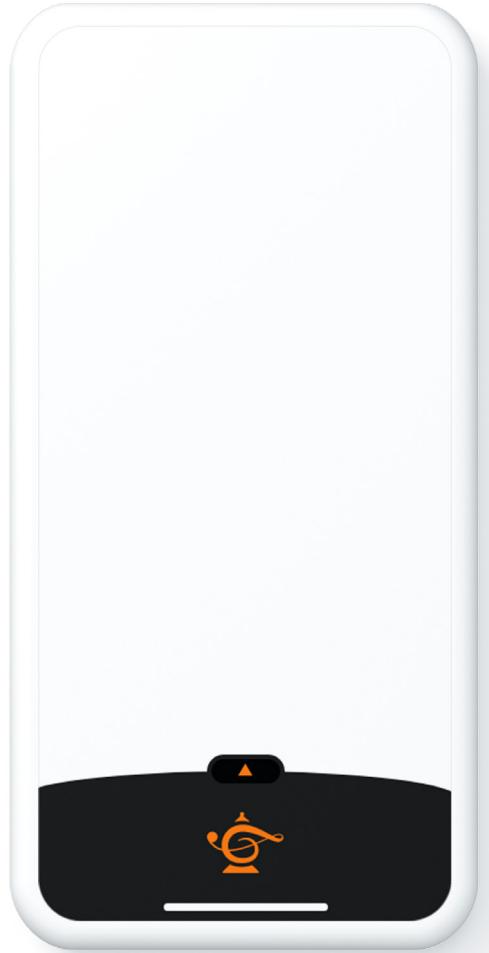
Building out wire frames allowed me to quickly test the idea for the app and give me a better understanding for the layout and flow.



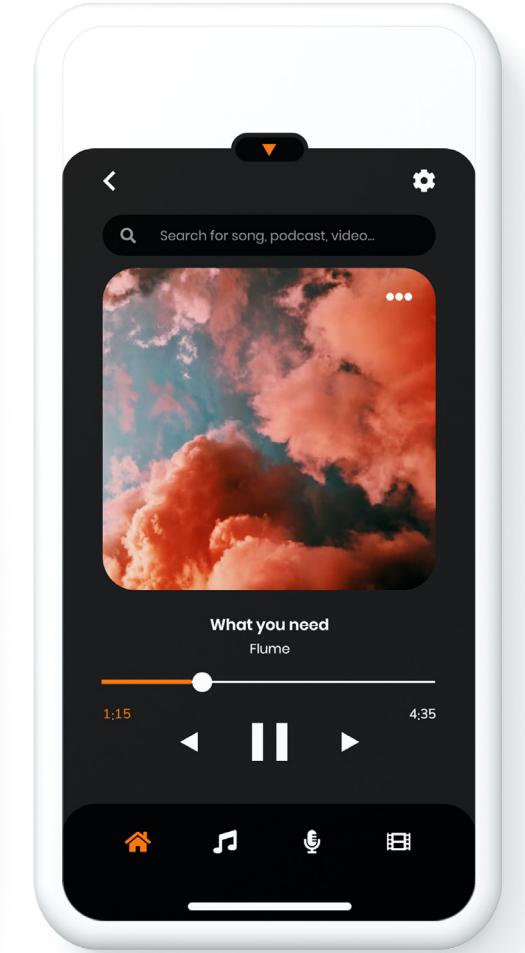
INTERACTION MAP

This is the interaction map for the final prototype. It looks like there is a lot going on but most of it is allowing the user to navigate to any of the 4 tabs at the bottom of each screen. The main user flow goes from left to right and top to bottom.

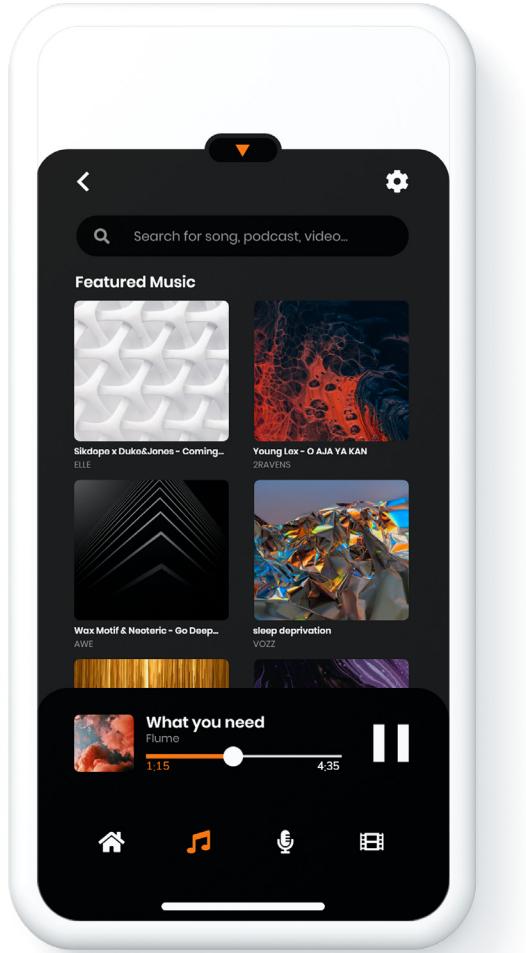




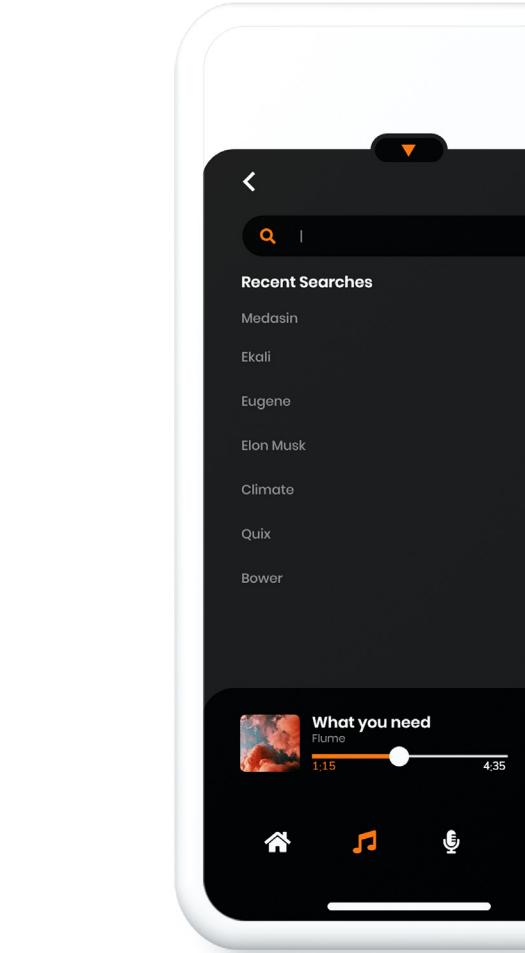
CLOSED



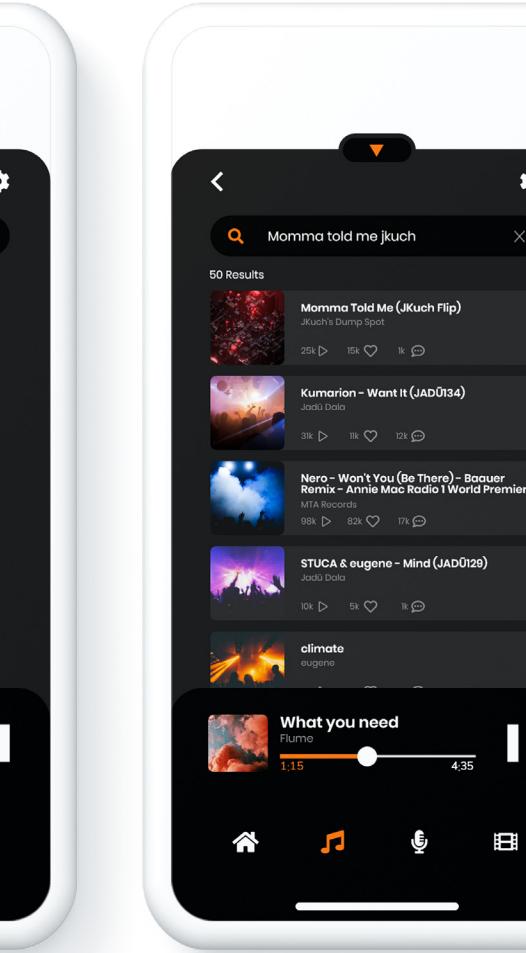
PLAYING



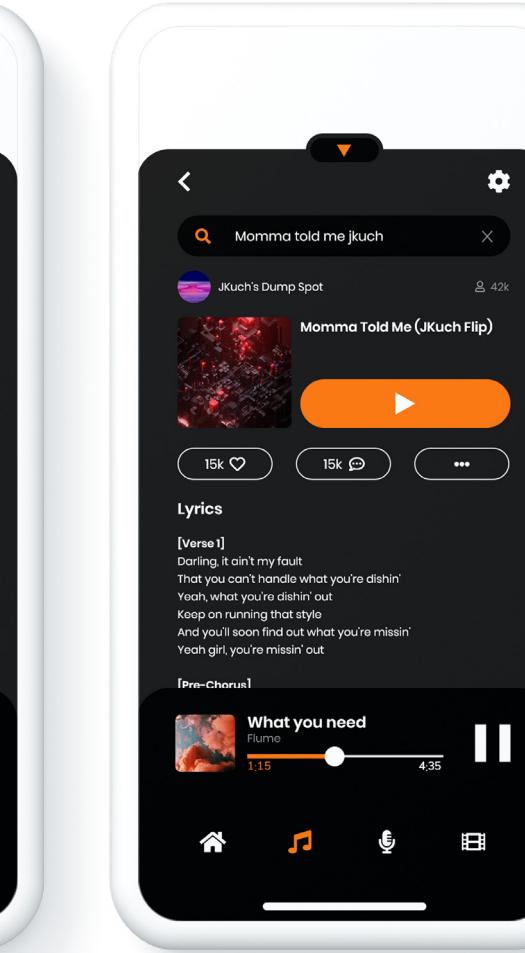
FEATURED MUSIC



MUSIC SEARCH



SEARCH RESULTS

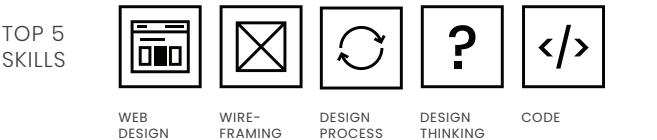


SONG INFO



GRAD SHOW

UX & FRONT END DEVELOPMENT



WEB DESIGN WIRE-FRAMING DESIGN PROCESS DESIGN THINKING CODE

Every year, graduating graphic design seniors at Central Washington University showcase their portfolios. Because of the Covid-19 and social distancing it was not possible to do it in person. So instead I designed a digital solution for this.

UNDERSTANDING

With any design problem its important to understand what the actual problem is and going beyond the surface level.

Understand

The Problem

The physical graduation show for graduating graphic designers has been canceled due to Covid-19.

How might we

How might we create a grad show online?
How might we show our portfolios?
How might we represent everyone equally?
How might we make the show a hub for everyone's online portfolio?
How might we make the online show more entertaining than the physical show?
How might we provide links to social media
How might we let potential recruiters know that you are open opportunities
How might we host the website
How might we get a domain name
How might we pay for hosting/domain name

Who might view this?

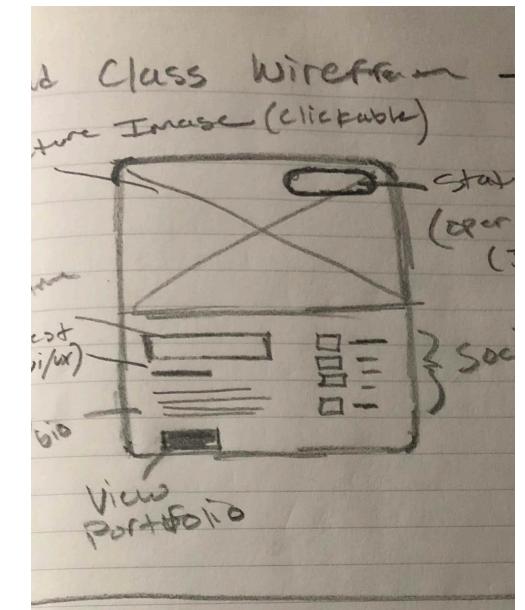
Professors
Graduating Students
Recruiters

Needs

Professors
What school

Graduating Students
Show their portfolio

Recruiters
Know if student is open to opportunities



Understand

The Problem
The physical graduation show for graduating graphic designers has been canceled due to Covid-19.

How might we

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How might we show our portfolios?
How might we represent everyone equally?
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Who might view this?

Professors
Graduating Students
Recruiters

Needs

Professors
What school

Graduating Students
Show their portfolio

Recruiters
Know if student is open to opportunities

CODING

This project allowed me to test my front end development skills and code the site from scratch.

```
#student1" style="text-decoration: none;">- Student Name 1

```

```
#student2" style="text-decoration: none;">- Student Name 2

```

```
#student3" style="text-decoration: none;">- Student Name 3

```

```
#student4" style="text-decoration: none;">- Student Name 4

```

```
#student5" style="text-decoration: none;">- Student Name 5

```

```
on.com" id="siteCreator">

DESIGNED BY ZACH THOMSON


```

```
</a>
```

```
= "header">
```

```
heading".Welcome To The Class of 2020 Graphic Design Grad Show<h1>
```

```
ading".ABOUT</p>
```

```
ext".Every year, graduating graphic design seniors at Central Washington University showcase their cause of the Covid-19 and social distancing it was not possible to do it the usual way. So instead, here is virtual.</p>
```

```
ioBox" id="student1">
```

```
lass="open">
```

```
a fa-check" style="color: green;"></i>
```

```
n" class="h2">Open for work</h2>
```

```
ss="portfolioImage" style="background-image: url(img/sampleimage.png)"></a>
```

```
tomContent">
```

```
"leftSide">
```

```
"studentName" class="h2">Student 1</h2>
```

```
"studentDirection" class="h3">Type of design</h3>
```

```
'studentBio' class="p">This is a short bio that everyone can fill out and should be about this length maybe e than this. But if you really want you can have like 2 sentances.</p>
```

```
ass="studentLinks">
```

```
= "https://zthomson.com" class="viewPortfolio">
```

```
id="portfolioButtonText" class="p"><i class="fas fa-file-pdf" style="padding-right: .25em;"></i> View portfolio</p>
```

```
= "https://zthomson.com" class="viewPortfolio">
```

```
id="portfolioButtonText" class="p"><i class="fas fa-link" style="padding-right: .25em;"></i> View website</p>
```

```
68 transition-duration: .04s;
```

```
69 font-weight: 700;
```

```
70 padding-left: .25em;
```

```
71 }
```

```
72 .sideListName:active {
```

```
73 color: #666666;
```

```
74 }
```

```
75 .sideListName:pressed {
```

```
76 color: #333333;
```

```
77 }
```

```
78 #sideListGrad {
```

```
79 font-weight: 100;
```

```
80 letter-spacing: 0em;
```

```
81 color: black;
```

```
82 font-size: 1.5em;
```

```
83 margin-bottom: 1.5em;
```

```
84 margin-top: 0em;
```

```
85 padding-top 0em;
```

```
86 }
```

```
87 #sideListMain {
```

```
88 font-weight: 800;
```

```
89 letter-spacing: .02em;
```

```
90 color: black;
```

```
91 font-size: .7em;
```

```
92 margin-bottom: .1em;
```

```
93 }
```

```
94 #sideListSub {
```

```
95 font-weight: 600;
```

```
96 letter-spacing: .02em;
```

```
97 color: black;
```

```
98 font-size: 1em;
```

```
99 margin-bottom: .2em;
```

```
100 }
```

```
101 #sideListTitle {
```

```
102 font-weight: 300;
```

```
103 letter-spacing: .02em;
```

```
104 color: black;
```

```
105 font-size: .7em;
```

```
106 margin-bottom: 2em;
```

```
107 }
```

```
108 #siteCreator {
```

```
109 position: absolute;
```

RESPONSIVE DESIGN

The site uses 4 breakpoints to allow for responsive scaling. It works on both mobile and desktop devices.

