

*Isaac Ross*

• 2020 •

**GRAPHIC DESIGN PORTFOLIO**

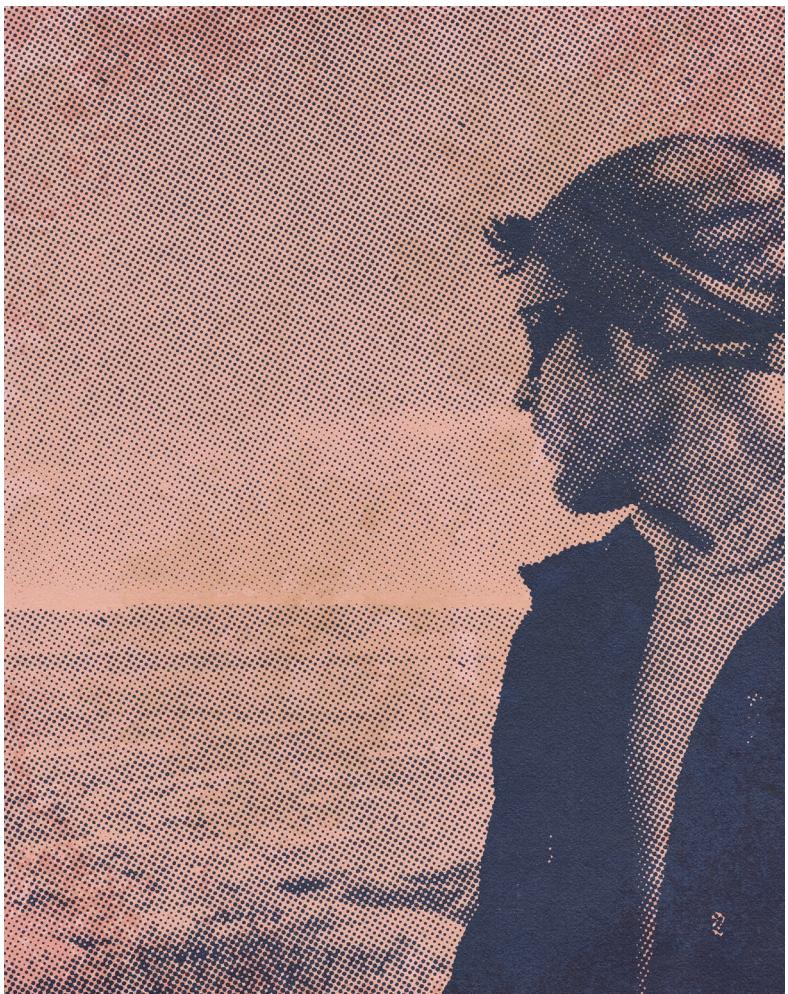
A collection of work from 2017-2020 during my time at  
Central Washington University.

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"As my artist's statement explains,  
my work is utterly incomprehensible  
and is therefore full of deep significance."

**CALVIN**  
CALVIN & HOBBS



If you had asked me a decade ago if I'd ever see myself as a graphic designer, I would have brushed it off. Science, specifically biology and chemistry, were always my passion. In chemistry, creativity is predicted through calculations and measurements. You can't just make-up stuff. The ebb and flow of lab work might be bearable for some, but I was left feeling unfulfilled.

I didn't realize I had been setting myself up for this adventure after high school. It seemed like every job I had incorporated some element of design. If the job didn't, then a position was made for me. Floating around different jobs, trying to find fulfillment, it started to register that I had been doing the same work, only in a different environment.

Through Central Washington University, I have been able to hone my skills, experiment with techniques and really gain an understanding of the full power of various design programs. Now that I've mastered the tools, I'm excited to see how I can apply them and finally start creating on my terms.

**ISAAC**

# ALBINO RHINO TINCTURE

## PACKAGE DESIGN

This project fell on the same quarter I was required to design a record album for one of our favorite local Seattle artist, Sam Lachow. Albino Rhino is the name of one of his song's more recent tracts', which the title coincidentally sounds like a strain of marijuana. I rolled with it.

This assignment was one of my first introductions into package design. I began experimenting with photoshop and combining assets from across diffent applications to create the finished design. Having spent time working for True Northwest and Carpenter 420, I'm somewhat familiier with the industry. I chose a tincture product in particular because ingestion is safer then inhaling plant particulate.



Albino Rhino

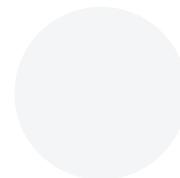


Fairwater Script

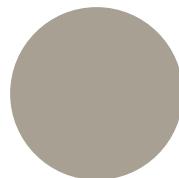
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y z 1 2 3 4 5 6 7 8 9 0

TRUMP GOTHIC WEST

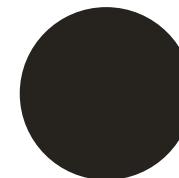
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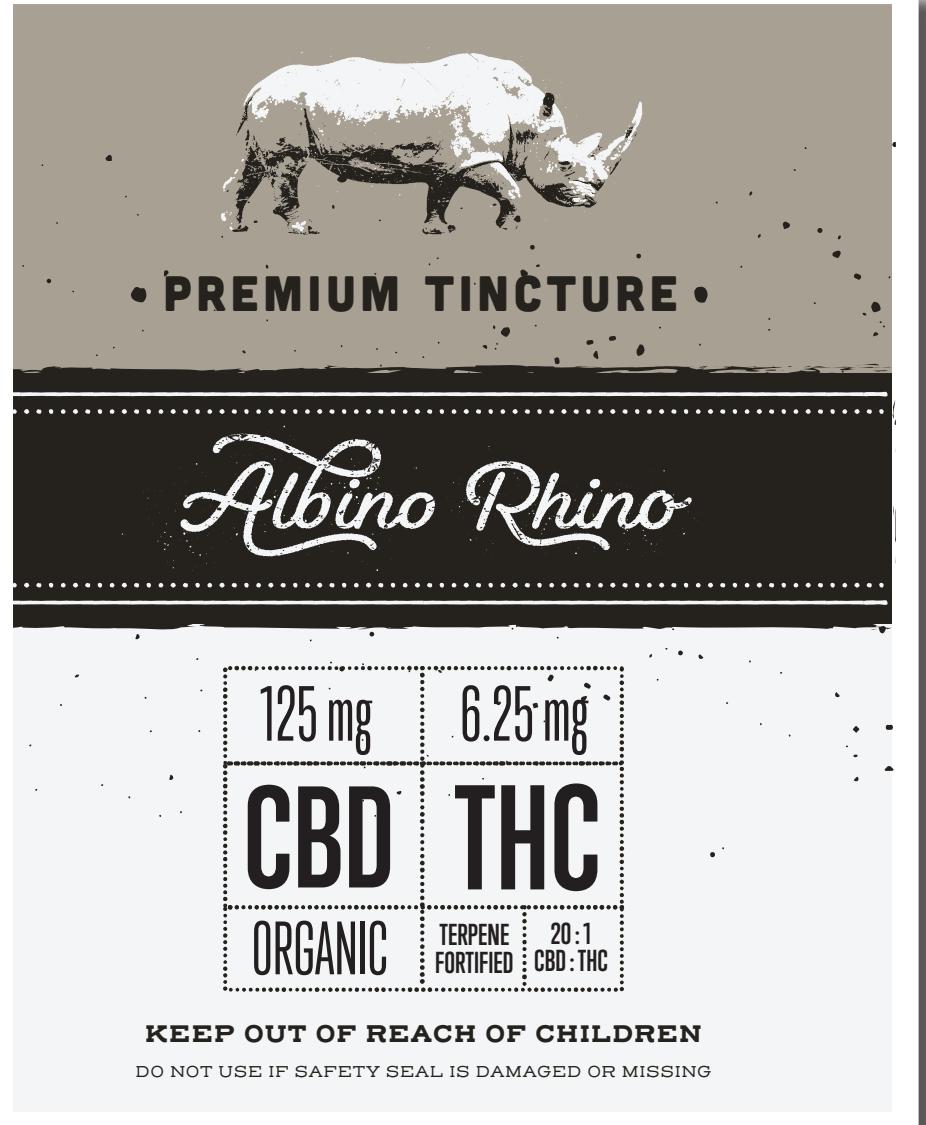
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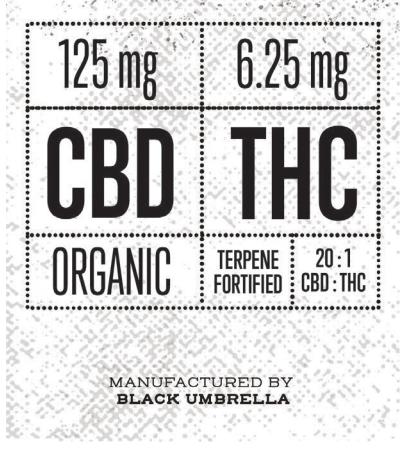
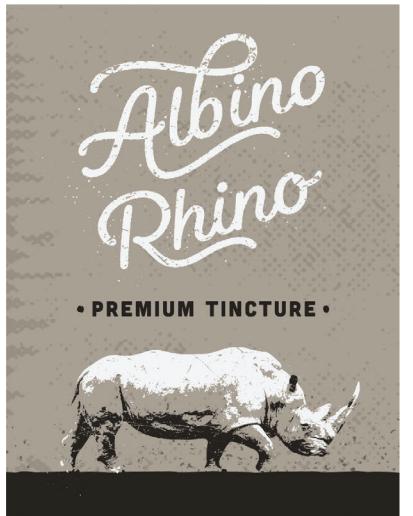


#A8A093



#282421





#### TERPENES

Caryophyllene, a-Pinene, b-Pinene, Delta-3-Carene, Limonene, Myrcene, Nerolidol, Proprietary Blend

#### SUGGESTED USE

Shake well before use. Use once or twice daily. Place 1-2 drops under tongue; hold until absorption.

#### POTENCY

Cannabinoids Per Serving:  
12.7mg CBD / .67mg THC / .3mg (CBC, CBG CBN)

Per Package: 190mg CBD / 10mg THC

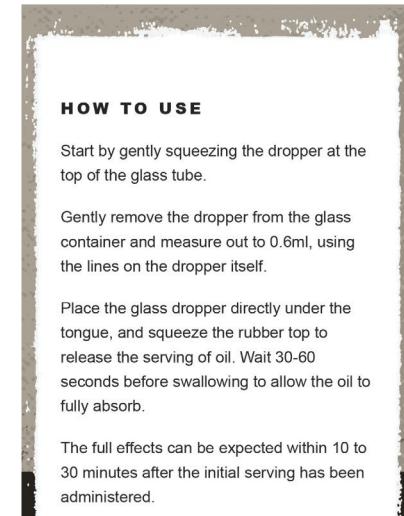


#### DESCRIPTION

The 20:1 ratio CBD oil is our highest CBD to THC ratio. With a micro-serving of THC to optimize effects, this ratio is non-intoxicating by design. We have found that ratios much higher than 20:1 have diminishing returns in terms of benefits.

#### INGREDIENTS

\*15 servings per bottle  
Organic Avocado Oil, Cannabis Concentrate, Cannabis Terpenes.



#### HOW TO USE

Start by gently squeezing the dropper at the top of the glass tube.

Gently remove the dropper from the glass container and measure out to 0.6ml, using the lines on the dropper itself.

Place the glass dropper directly under the tongue, and squeeze the rubber top to release the serving of oil. Wait 30-60 seconds before swallowing to allow the oil to fully absorb.

The full effects can be expected within 10 to 30 minutes after the initial serving has been administered.

Continue to administer more tincture as necessary. Be sure to allow the oil to fully absorb between servings.

Note: When sublingually absorbing cannabis oil, the body will naturally absorb each serving with ease when there is less carrier oil.

**KEEP OUT OF REACH OF CHILDREN. DO NOT USE IF SAFETY SEAL IS DAMAGED OR MISSING.**



# ALASKA STATE POSTER CAMPAIGN

## ADVERTISING & MARKETING

This project was to advertise a particular state through a poster campaign. I wanted to stick with the Pacific Northwest, but also promote a state that wasn't Washington. I chose Alaska because it has all the best parts of Washington without being Washington.

"Be wild. Be free. Be somewhere else." This was a phrase my mother used to tell my brother and me when she wanted us to go away. I figured this was an appropriate tagline for a getaway campaign.

*Winner of the 2020 Chair's Choice Award featured in the Senior Social Media Exhibit at Central Washington University.*

BE WILD. BE FREE. BE SOMEWHERE ELSE.

# ALASKA



19.5 MILLION  
LESS PEOPLE



BE WILD. BE FREE. BE SOMEWHERE ELSE.

# ALASKA



2 MILLION ACRES OF  
NATIONAL PARKS



BE WILD. BE FREE. BE SOMEWHERE ELSE.

# ALASKA



5 THOUSAND MILES OF  
**COASTLINE**



# **DIRTY DAVE'S RESTAURANT MENU**

## **HAND DRAWN LETTER FORMS**

The purpose of this assignment was to experiment with hand drawn lettering, in particular the logo. The process involved using black ink on white paper, which was later scanned and processed through Adobe Photoshop and Illustrator. Finally, the logo was incorporated into a completed menu, focusing on layout.

I chose Dirty Dave's, because as anyone in Olympia, Washington can tell you, it's arguably the best pizza in the city. My dad actually created their original menu decades ago. Before I went to Central Washington University I was making edits to it. I enjoyed this project because I actually got to redesign a menu which I'm familiar with. The menu before had a western aesthetic. I tried my hardest to make this design as "dirty" as I could while still being legible.

## GIN

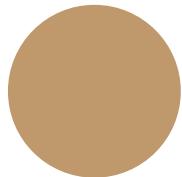
A B C D E F G H I J K L  
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Y Z 1 2 3 4 5 6 7 8 9 0

## Fenway Park

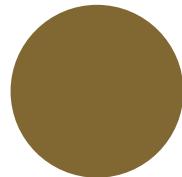
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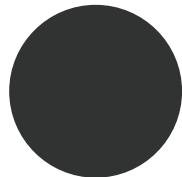
#F1EEDDC



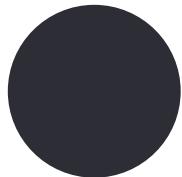
#BEE996B



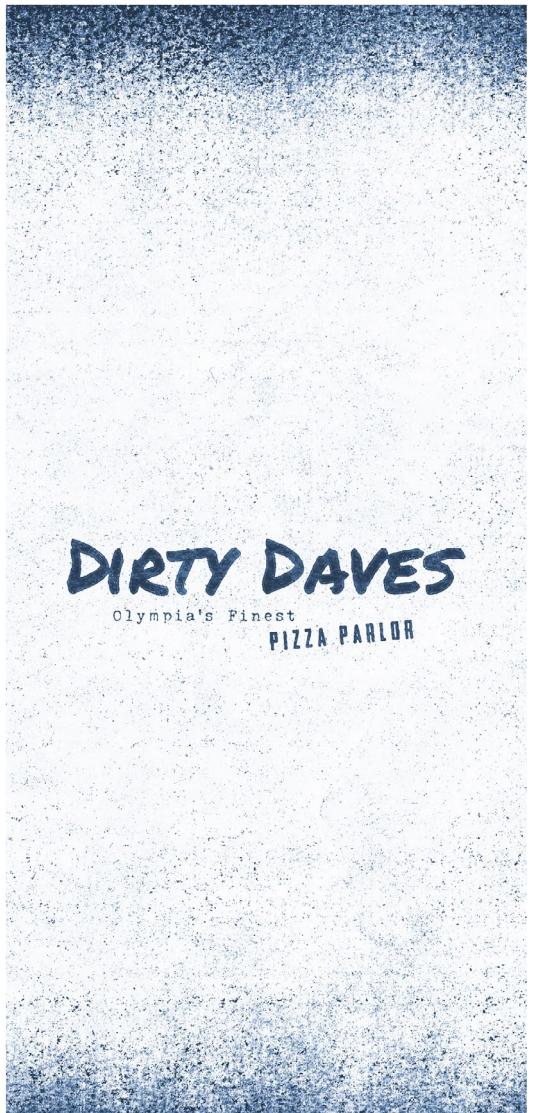
#816833



#333333



#2D2E36



<b>PIZZA</b>			
	10"	12"	15"
<b>DAVES SPECIAL</b>	\$14	\$20	\$22
Sausage, onion, shrimp, mushroom.			
<b>COMBINATION</b>	\$14	\$20	\$22
A select combination of onions, green peppers, salami, pepperoni, mushrooms, black olives, green olives, shrimp, pimentos, sausage, and anchovies (optional).			
<b>THE BULLDOG</b>	\$14	\$20	\$22
Fresh onions, green peppers, pepperoni, mushrooms, black olives and sausage.			
<b>VEGI PIZZA</b>	\$14	\$20	\$22
Choose four (4) non-meat items from the topping list below.			
<b>MEATLOVERS PIZZA</b>	\$14	\$20	\$22
Canadian bacon, pepperoni, hamburger, and sausage.			
<b>MEXICAN PIZZA</b>	\$14	\$20	\$22
Zesty Mexican sauce, refried beans, taco meat, and cheese, topped with fresh lettuce, tomatoes, and black olives.			
<b>CHICKEN FIESTA PIZZA</b>	\$14	\$20	\$22
Chicken, refried beans, black olives, cheddar, cheese and a zesty sauce. Garnished with fresh tomato and green onion.			
<b>BBQ CHICKEN PIZZA</b>	\$14	\$20	\$22
Chicken, green peppers, red onions, black olives, cheddar cheese with BBQ sauce.			
<b>THE CALIFORNIA</b>	\$14	\$20	\$22
Creamy garlic ranch sauce with artichoke hearts, tomato, black olives and red onion.			
<b>CHICKEN DIVAN</b>	\$14	\$20	\$22
Creamy garlic ranch sauce with chicken, broccoli, red onion and tomato. Topped with cheddar cheese.			
<b>CHEESE PIZZA</b>	\$11	\$14	\$17.50
Made with mozzarella, provolone, cheddar and romano.			
<b>THE 3D PIZZA</b>			\$25
Our pan pizza is made with a thick crust, three (3) toppings of your choice, and more than a pound of cheese. Additional toppings charged at regular price.			

<b>DINNER</b>			
	HALF	FULL	
<b>SPAGHETTI WITH MEAT SAUCE</b>	\$7.50	\$11.50	An old favorite smothered in our homemade meat sauce.
<b>SPAGHETTI WITH CLAM SAUCE</b>	\$7.50	\$11.50	Tender pieces of clam in a garlic cream sauce.
<b>SPAGHETTI AND MEATBALLS</b>	\$7.50	\$11.50	Our signature recipe. You've never had it so good!
<b>SPAGHETTI WITH MARINARA SAUCE</b>	\$7.50	\$11.50	Made with mushrooms and fresh onion
<b>LASAGNE</b>	\$7.50	\$11.50	Homemade meat sauce layered with tender noodles, five cheeses, seasoned with garlic and oregano, then baked to perfection.
<b>VEGI LASAGNE</b>	\$7.50	\$11.50	Oven roasted mushrooms, zucchini, broccoli, onion, and garlic, layered with marinara, noodles, and five cheeses.
<b>CHICKEN FETTUCCINI</b>	\$7.50	\$11.50	Tender all-white chicken sautéed with fresh mushrooms and onions, then tossed with fettuccini noodles in a garlic cream sauce.
<b>RAVIOLI</b>	\$7.50	\$11.50	Tasty pasta pockets filled with seasoned beef, topped with our own meat sauce.
<b>FAMILY BOWL</b>		\$22.95	
Choose from delicious spaghetti with meat sauce or clam sauce or marinara sauce. Served family style with garlic bread. Serves up to four adults.			Add Mixed Green Salads: \$1.50 each
<b>DELUXE BOWL</b>		\$25.95	
Choose from Lasagne or Chicken Fettuccini or Spaghetti & Meatballs or Ravioli.	1.5 lbs	3 lbs	
<b>STEAMER CLAMS</b>	\$15	\$25	Fresh local manila clams, served with melted butter, salad, and garlic bread.
<b>SUPER NACHOS</b>	\$8.95	\$10.45	Crisp tortilla chips layered with refried beans, taco meat, black olives, mild green chilis, and melted cheddar cheese. Served with salsa and sour cream.

# SALADS

SMALL    LARGE

## SHRIMP SALAD

**\$8.95    \$10.95**

Crisp greens and bay shrimp with tomato, mozzarella, croutons, and choice of dressing.

## CHEF'S SALAD

**\$8.95    \$10.95**

Julienne sliced ham and salami on a bed of crisp greens with tomato, mozzarella, croutons, and choice of dressing.

## TACO SALAD

**\$10.95**

Fresh lettuce, taco meat, olives, kidney beans, tomato, red onion, avocado, and cheddar cheese on a bed of crisp tortilla chips. Served with salsa and sour cream or choice of dressing on the side.

## MIXED GREEN SALAD

**\$3.50**

We start with a soft french roll, put our mustard/mayo mix on the bottom, our caesar dressing on the top, add your choice of meats, top it with a blend of cheeses then broil it until it's golden brown. Taking it hot out of the oven, we garnish it with fresh lettuce, tomato, and an added zest of our Classic Caesar Dressing.

## SALAD BAR

**\$7.50**

All You Can Eat! Over 20 items to choose from. Prepared fresh daily.

Served until 9pm

# SUBS

HALF    WHOLE

## HAM AND CHEESE

**\$5.25    \$8.25**

## SALAMI AND CHEESE

**\$5.25    \$8.25**

## PEPPERONI AND CHEESE

**\$5.25    \$8.25**

## ROAST BEEF AND CHEESE

**\$5.25    \$8.25**

## MEATBALL SANDWICH

**\$5.25    \$8.25**

## VEGETABLE SUBMARINE

**\$5.25    \$8.25**

## TURKEY AND CHEESE

**\$5.25    \$8.25**

## TURKEY CLUB

**\$5.25    \$8.25**

# BEVERAGES

Small    Large

## FOUNTAIN DRINKS

**\$1.80    \$2.10**

## MILK

**\$1.20    \$1.50**

## CHOCOLATE MILK

**\$1.20    \$1.50**

## ICE TEA

**\$1.80    \$2.10**

## APPLE CIDER

**\$1.75    \$2.75**

## COFFEE

**\$2.25**

Pint    Pitcher

## DIRTY DAVE'S BULL DOG ALE

**\$4.50    \$18**

## PREMIUM DOMESTIC DRAFT

**\$3    \$12**

## OLYMPIA DRAFT

**\$2    \$8**

Domestic    Import

## BOTTLED BEER

**\$3    \$4**

Glass    Bottle

## WINE

Ask your server

# ALA CARTE

## GARLIC BREAD

**\$1.30**

## CHEESE BREAD

**\$1.50**

## MEATBALLS AND SAUCE

**\$4.75**

## FRESH BAKED COOKIES

**\$0.95**

## CUP OF SOUP

**\$3.50**

## BOWL OF SOUP

**\$4.75**

## CUP OF CHILI

**\$3.50**

## BOWL OF CHILI

**\$4.75**

# ILLUSTRATIVE MAPS

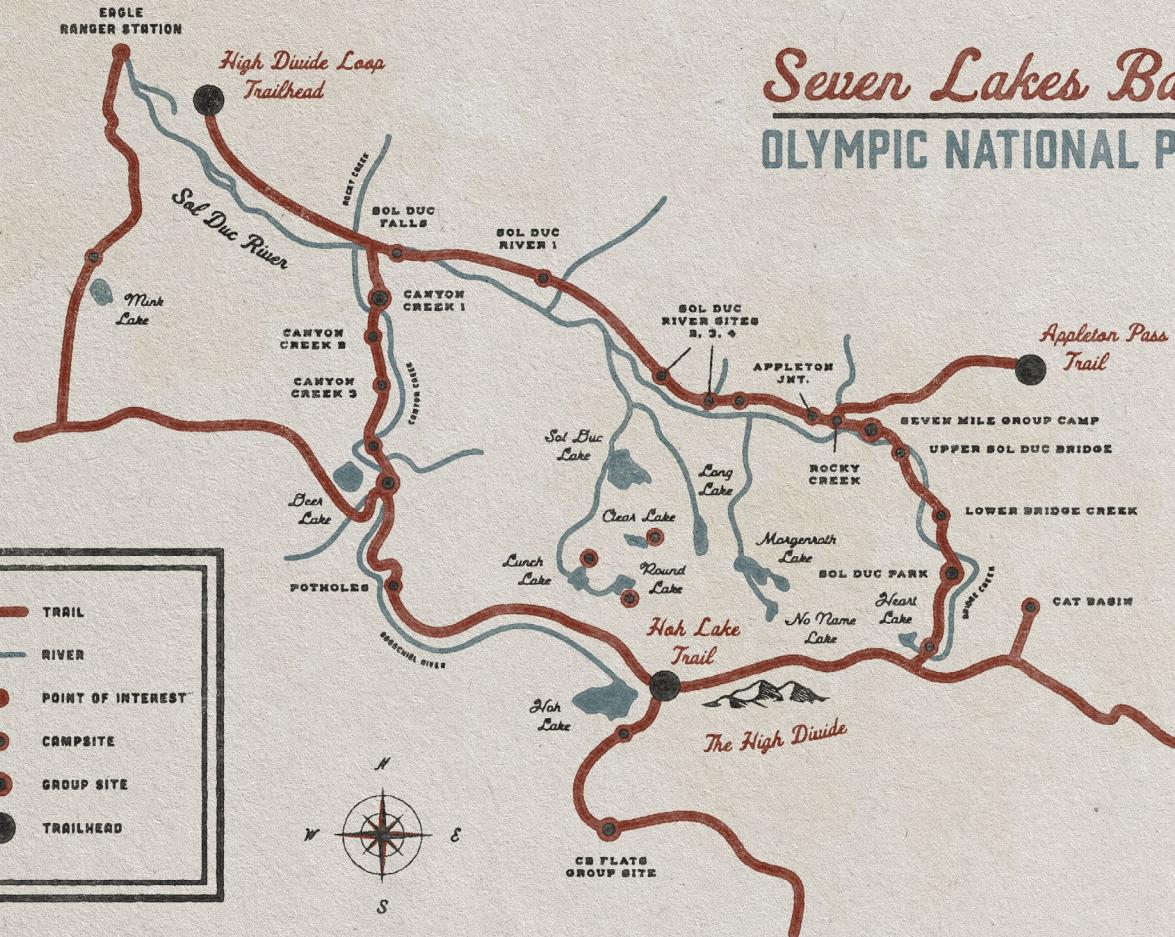
## ILLUSTRATION & CARTOGRAPHY

What started off as an assignment in my beginning illustration class, turned into a project I would continue throughout my time at Central. The first map, "Seven Lakes Basin" became one of my favorite projects. Once this one was complete, I started making a point to begin charting the adventures I was able to go on in my freetime. Every time I make another map, my process gets more refined.

I eventually want to screen print these with ink and parchment paper. The projects shown have all been printed and are digital files. I want the distress to look as though it appeared naturally. Like screen printing on apparel, but slightly different. I will need to study the craft of poster printing for this next endeavor.

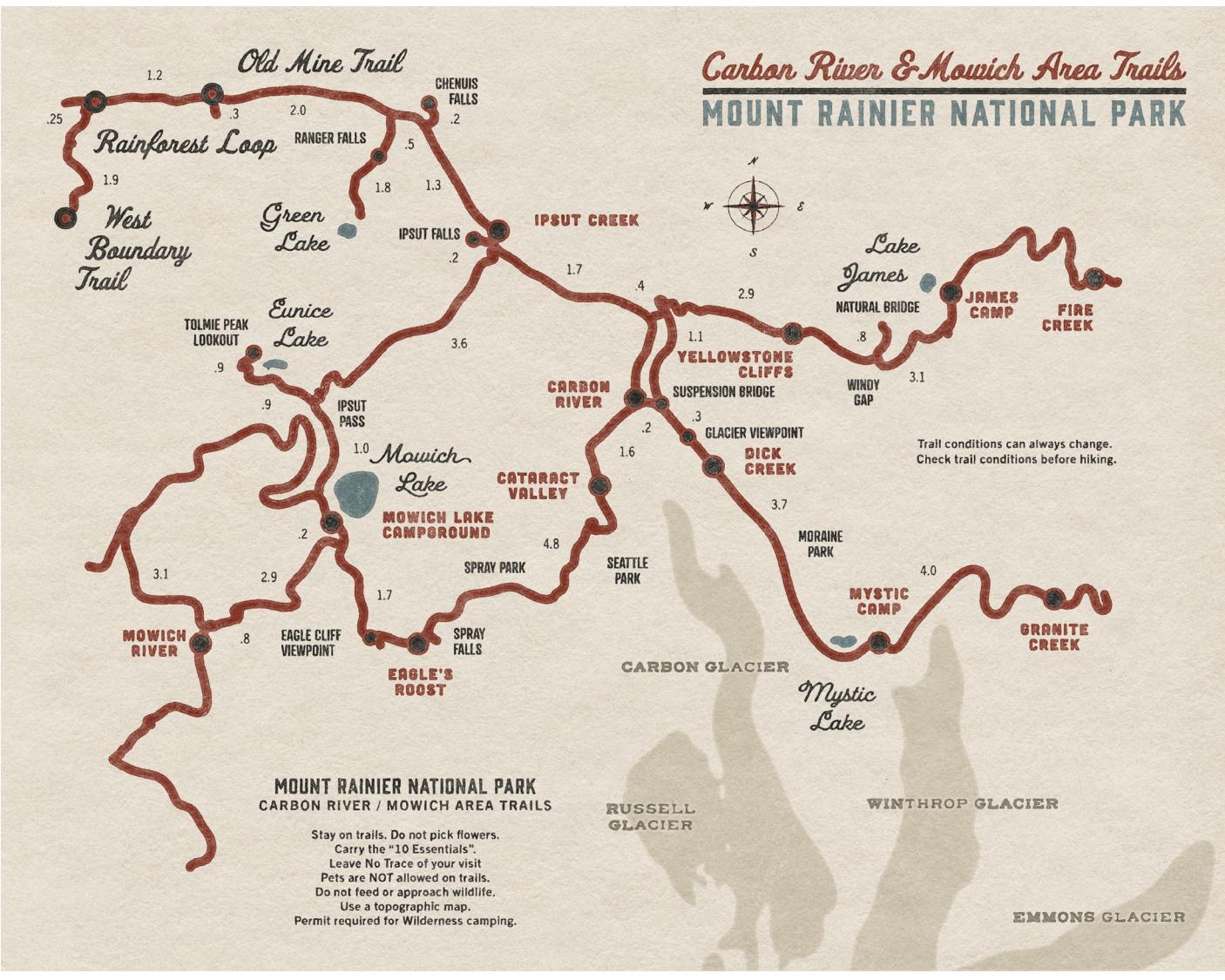
# *Seven Lakes Basin*

## OLYMPIC NATIONAL PARK



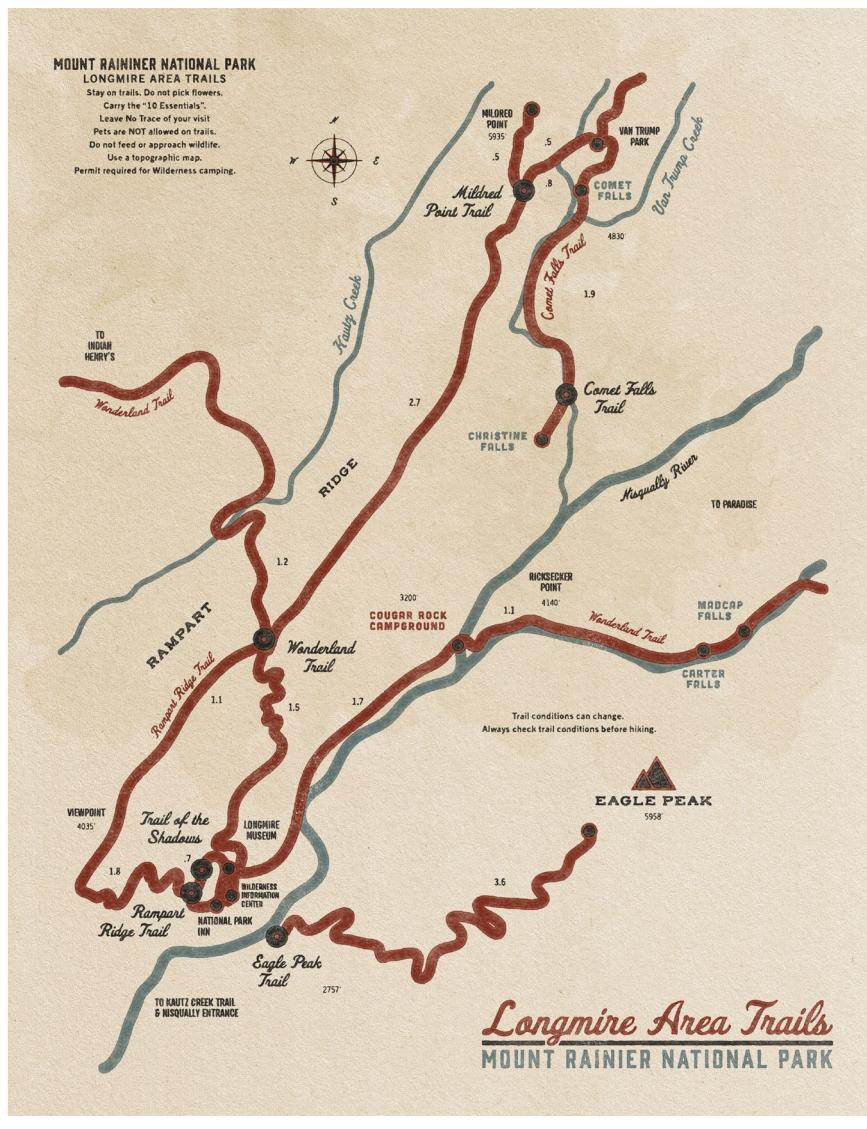
SEVEN LAKES BASIN

Olympic National Park



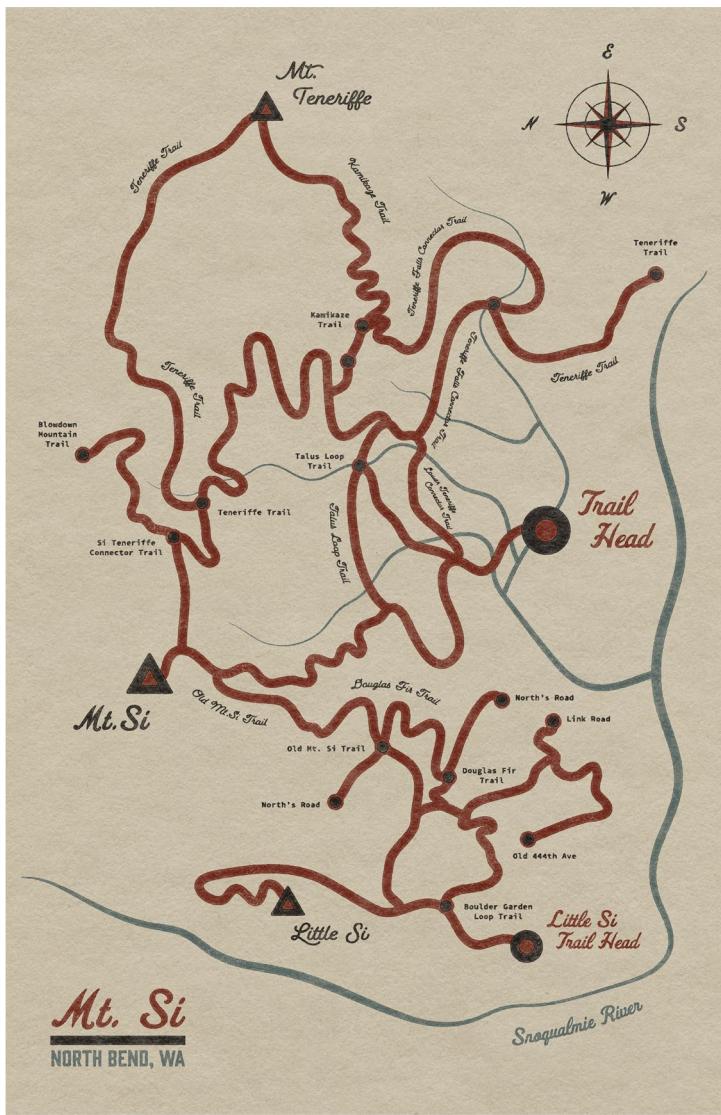
## CARBON RIVER & MOWICH AREA TRAILS

Mount Rainier National Park



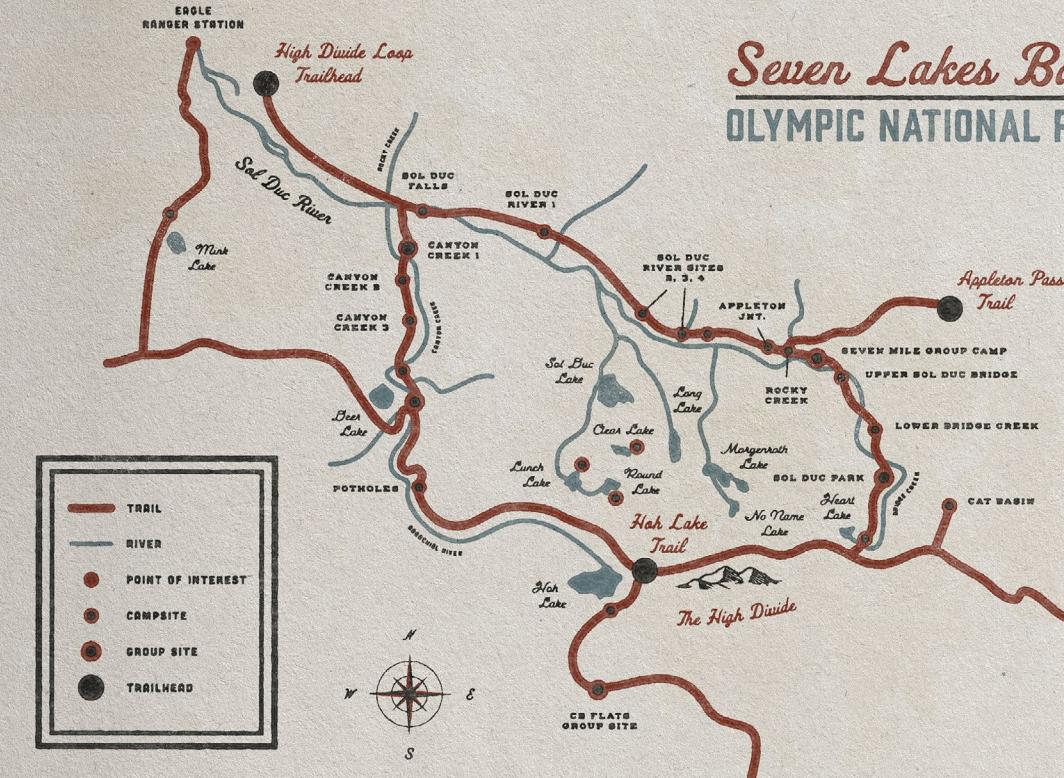
## LONGMIRE AREA TRAILS

Mount Rainier National Park



# *Seven Lakes Basin*

## OLYMPIC NATIONAL PARK

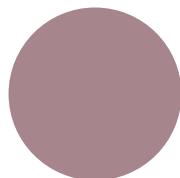


# HAND-CRAFTED BOTTLE PACKAGING

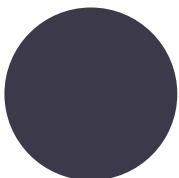
## KOMBUCHA LABEL

This label was produced for a design challenge during my final quarter at Central. Covid-19 was a major threat at this time. My inspiration for this stems from my desire to be outside again.

I chose Kombucha, specifically the trilogy flavor because it's not just delicious it's also good for your digestion. Probiotics and happy gut flora contribute to good overall health.



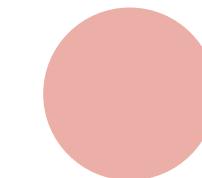
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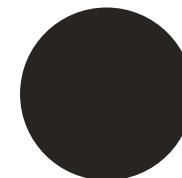
#3C394A



#FCF7F1



#ECAF A7



#282421

# ROSS DIGITAL

## **LOGOS & BRANDING**

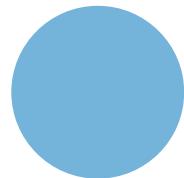
One of my first ever freelance gigs was rebranding my dad's business. His work focuses on streamlining small businesses and creating database solutions to remove ad hoc processes and help those businesses run more smoothly. The logo is supposed to reference interconnectivity and circuits.

## BANK GOTHIC

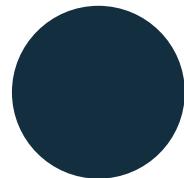
A B C D E F G H I J K L  
M N O P Q R S T U V W X  
Y Z 1 2 3 4 5 6 7 8 9 0

## ARIAL

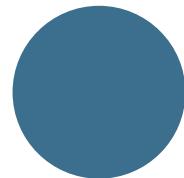
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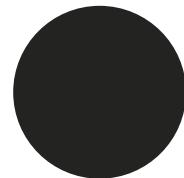
#76B3D9



#153040



#3E6E8C



#262624



#F5F0EA

# MOHITO

## LOGOS & BRANDING

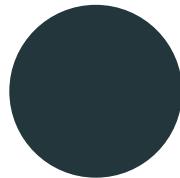
This is a logo design for a crypto currency. The project appears to be on hold at the moment. This was one design that the owner was very much in control of. I wasn't given a lot of artistic freedom for this design but the colors were all me. The word mohito makes me think of mint, lime, sunshine and freshness - these are feelings I was hoping to convey through color.

## Henderson Slab

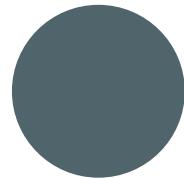
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y z 1 2 3 4 5 6 7 8 9 0

## ARIAL

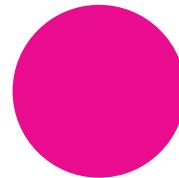
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Y Z 1 2 3 4 5 6 7 8 9 0



# 25363D



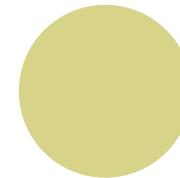
# 52656B



# E8138D



# CBDB2A



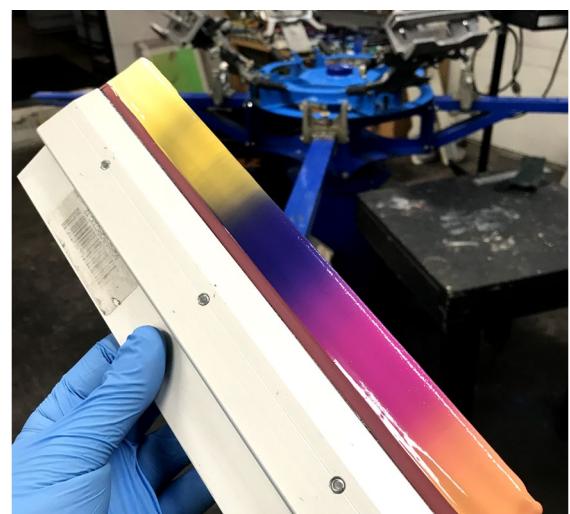
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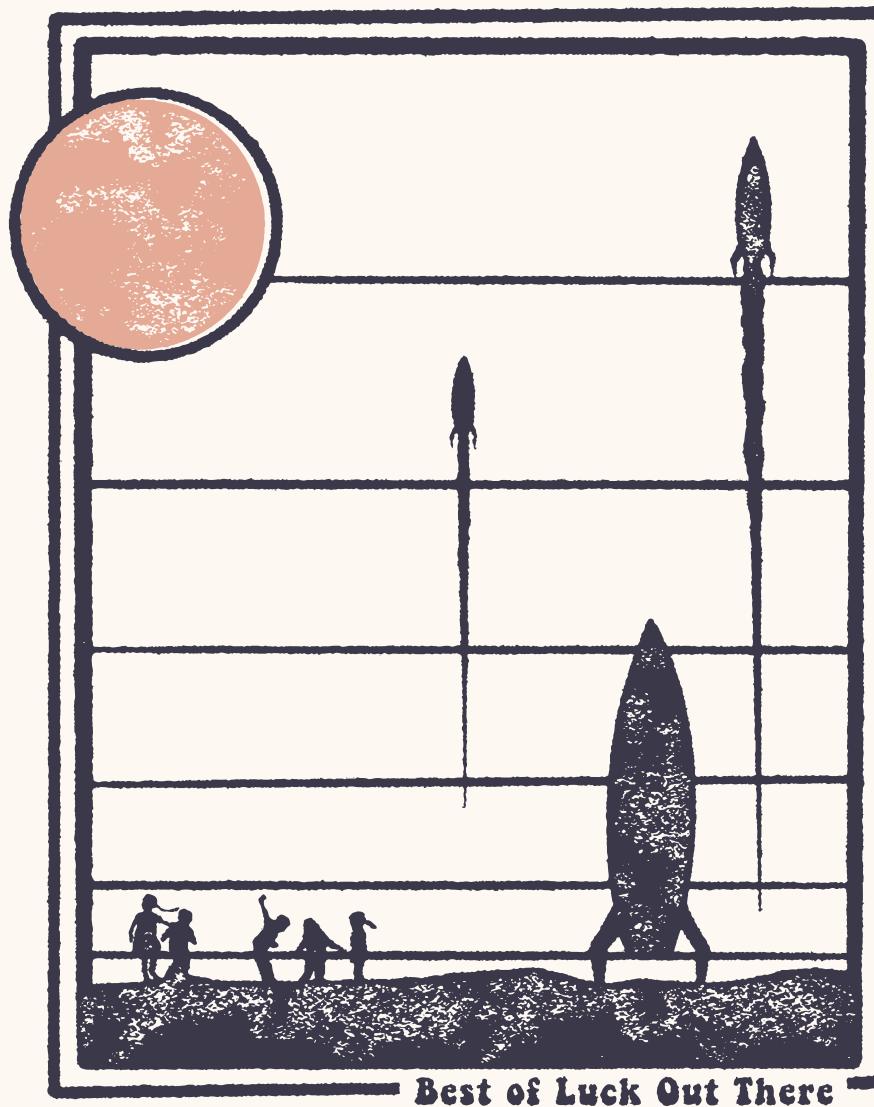
# SILK SCREEN PRINTING

## APPAREL & COLOR MATCHING

I was fortunate enough to land a job as a screen printer when I began the graphic design program at Central. I'm beyond grateful for this experience. It was a new craft that I was able to learn that fully immersed me in graphic design. I was bombarded with logos, colors and art daily. I like to consider myself a studio artist first and screen printing provided me the hands on craftsmanship that got me away from a desk and a computer screen.

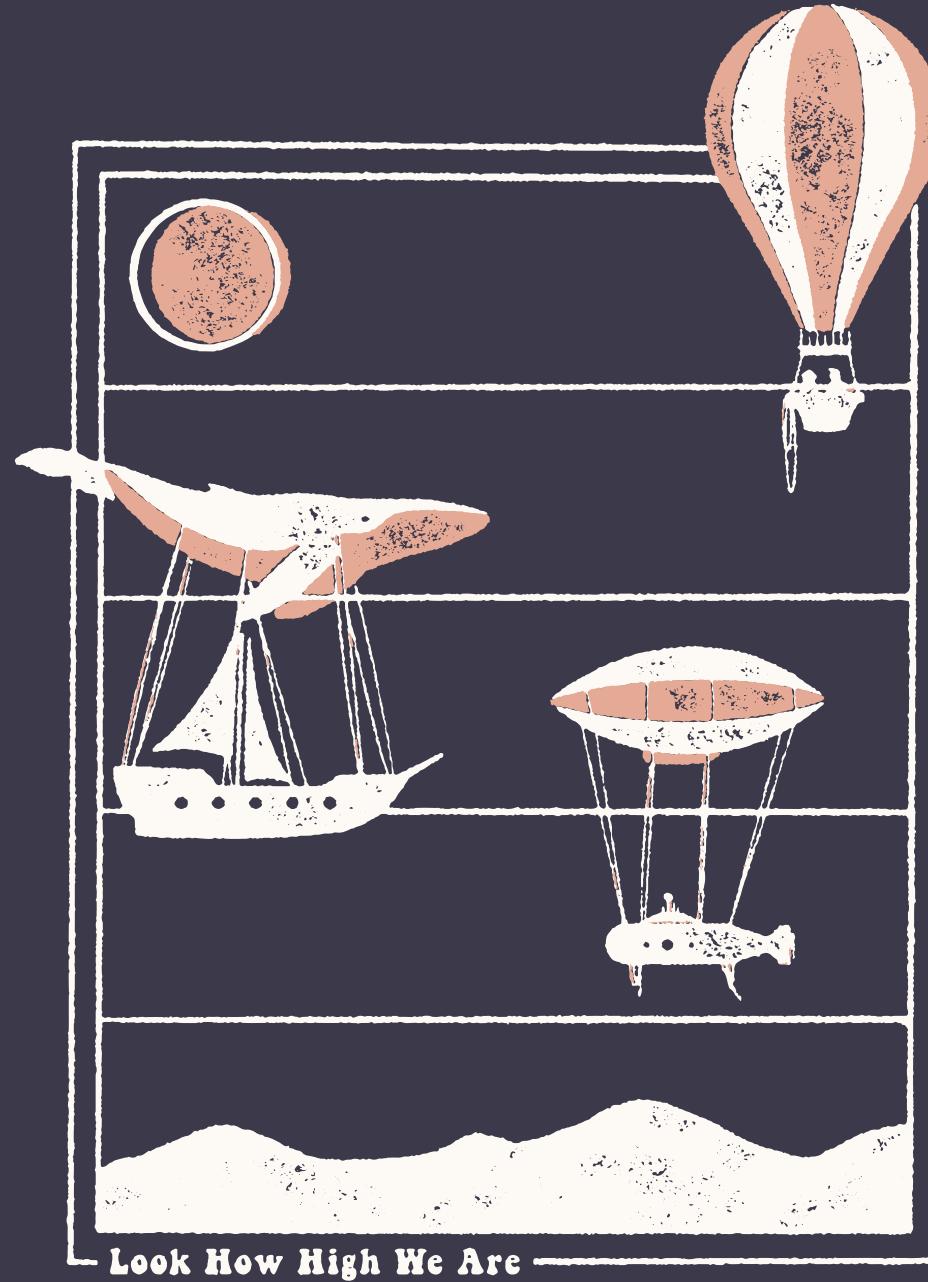
With Covid-19 suddenly appearing, I had to leave my job suddenly and finish my last quarter of college unemployed. I'm hoping I can continue to screen print in the future. It will take a bit of time to gather all the necessary tools and resources. There are so many applications for screen printing that I'm excited to explore.





Best of Luck Out There



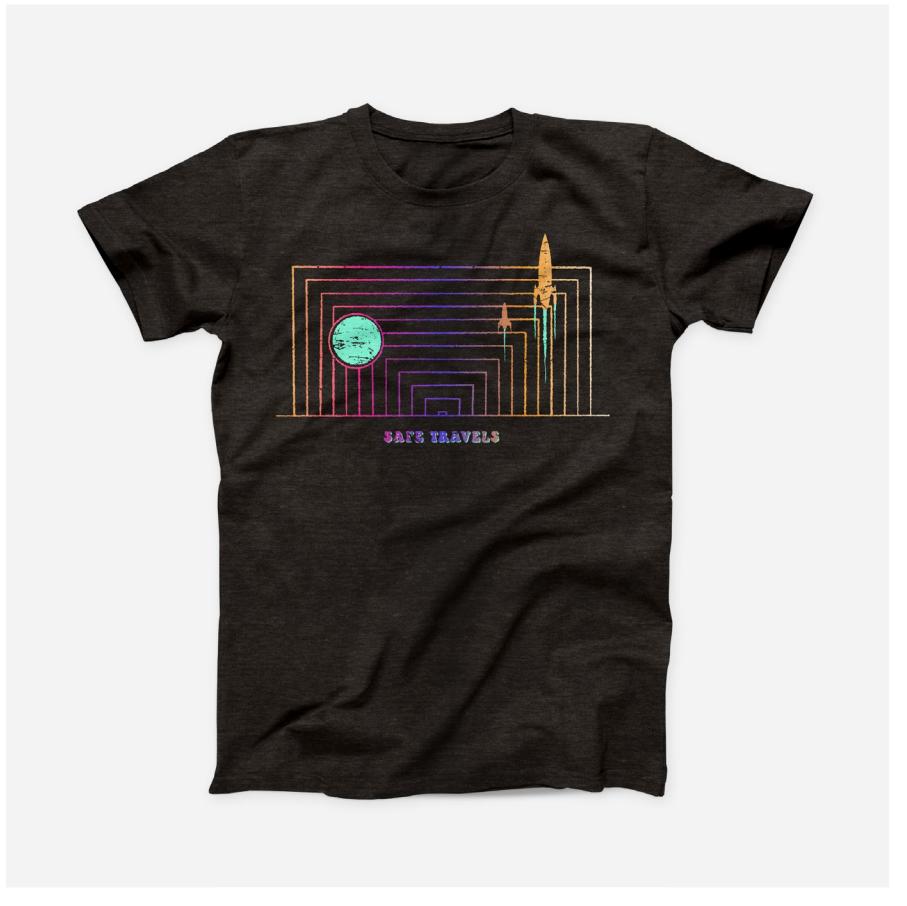


— Look How High We Are —





SAFE TRAVELS





FOLLOW ME TO SEE WHAT I'VE BEEN WORKING ON

