

Eat. Sleep. Create. Repeat.

Create. Repeat.

Create. Repeat.

Eat. Sleep. Create. Repeat.

Eat. Sleep. Create. Repeat.

Sloane
MILLER
CREATES

Table of Contents Table of Contents Table of Contents Table of Contents Table of Contents

6	Brand Identity	28	Packaging & Layout
08 - 13	• Cheeky Apparel	30 - 33	• Twist!
14 - 17	• Las Vegas Farmer's Market	34 - 35	• Peach Pit Album Cover
18	Print & Publication	36 - 37	• Starbuck's Single Origin
20 - 23	• Wildcat Welcome Weekend	38 - 39	• #GIRLBOSS Book Cover
24 - 25	• CWU Hype		• Castello Maestro Wine
26 - 27	• Ellensburg Film Festival		

Let's Get to It!

Before you take a look at my portfolio, I think it's important that I properly introduce myself and share the story of how became a designer. Hi, I'm Sloane. I'm a 22 year old burrito lover from the Pacific Northwest, and I love to create! What started as a daily watercolor painting session during a study abroad trip to France, transformed into a whirlwind of fascination driven by the limitless possibilities of creative conception. I started learning composition through photography as a highschooler, but as I moved onto university, I realized I wanted to do something much more hands on that allowed me use traditional art skills. That's when I was introduced to graphic design in all of its glory. From there on I was captivated by design, illustration, typography. Since then, the only focus I had was how I could grow to be a better designer. I strive for my work to reach people, evoke excitement, and to succeed in visual problem solving all at once. My work is driven by vibrant color schemes, liveliness in the human experience, and exploring new styles.

A little bit about me...

Name: Sloane Miller Age: 22 years old

Favorite thing to do: Roller skating

Favorite color: Periwinkle... for now

Favorite movie: Fast Times at Ridgemont High

Favorite food: Pho with Thai iced tea

Least favorite food: Anything with Horseradish

If I could go anywhere I'd go to: The Amalfi Coast

My favorite song: Move Your Feet - Junior Senior

What makes me happy: Personal growth

Special talent: Minding my own business

Brand Identity

Creativity is allowing yourself to make mistakes.

Design is knowing which ones to keep.

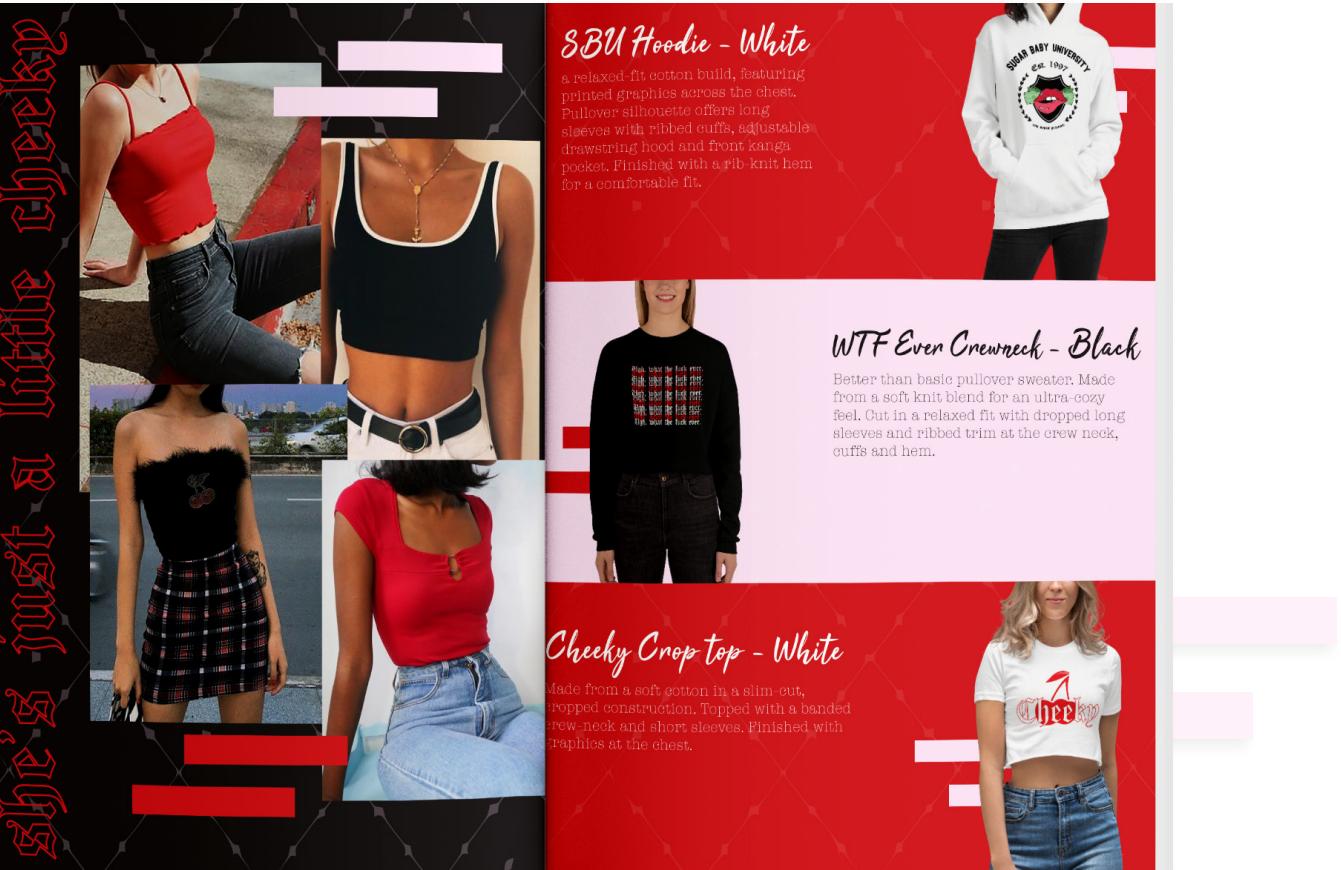
- Scott Adams

Cheeky apparel



This is a brand that I created from the ground up. This brand represents boldness, femininity, and style, with a nostalgic nod to the beloved Y2K era of fashion. Cheeky's products are packed with attitude , and an edgy style. This brand's main mission is to provide the boss women of the world who hustle hard and stay fitted, with a fire selection of garments and accessories to give a little spice to their everyday wardrobe. This branding system includes a style sheet, lookbook, apparel, and web design. The website for this Cheeky apparel can be found at:

<https://cheekyap.bigcartel.com>



#ED1B24

#FFE4F7

#000000

#FFFFFF

Tahu! Regular

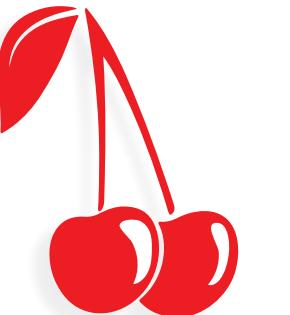
a b c d e f g h i j k l m
n o p q r s t u v w x y z

American Typewriter Light

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



Cheeky

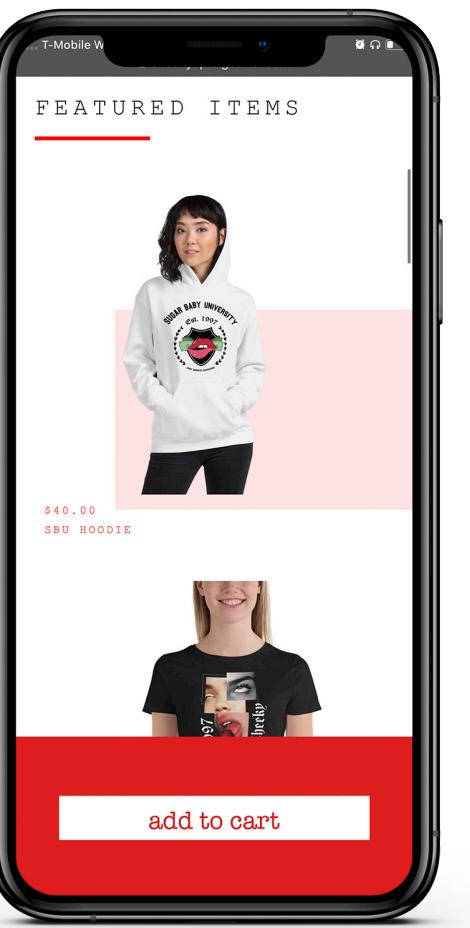
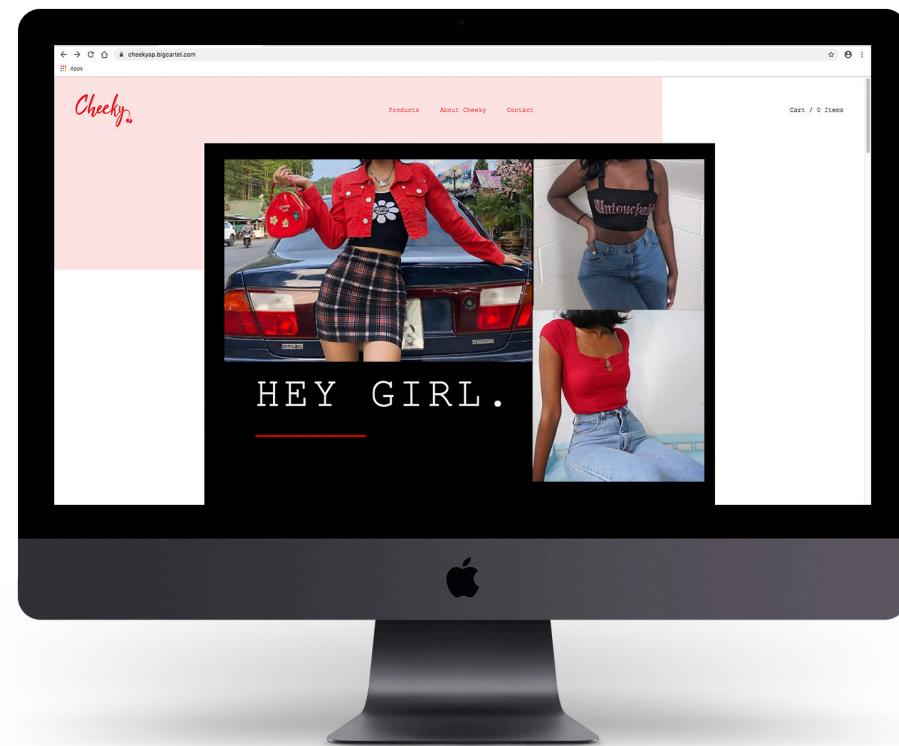


cheeky Apparel

Brand Identity



Cheeky's apparel and accessory system depicts nerve. One of the few objectives for this apparel system was to let the clothing speak for itself. The voice of Cheeky gives customers a unique confidence that draws all kinds of attention.



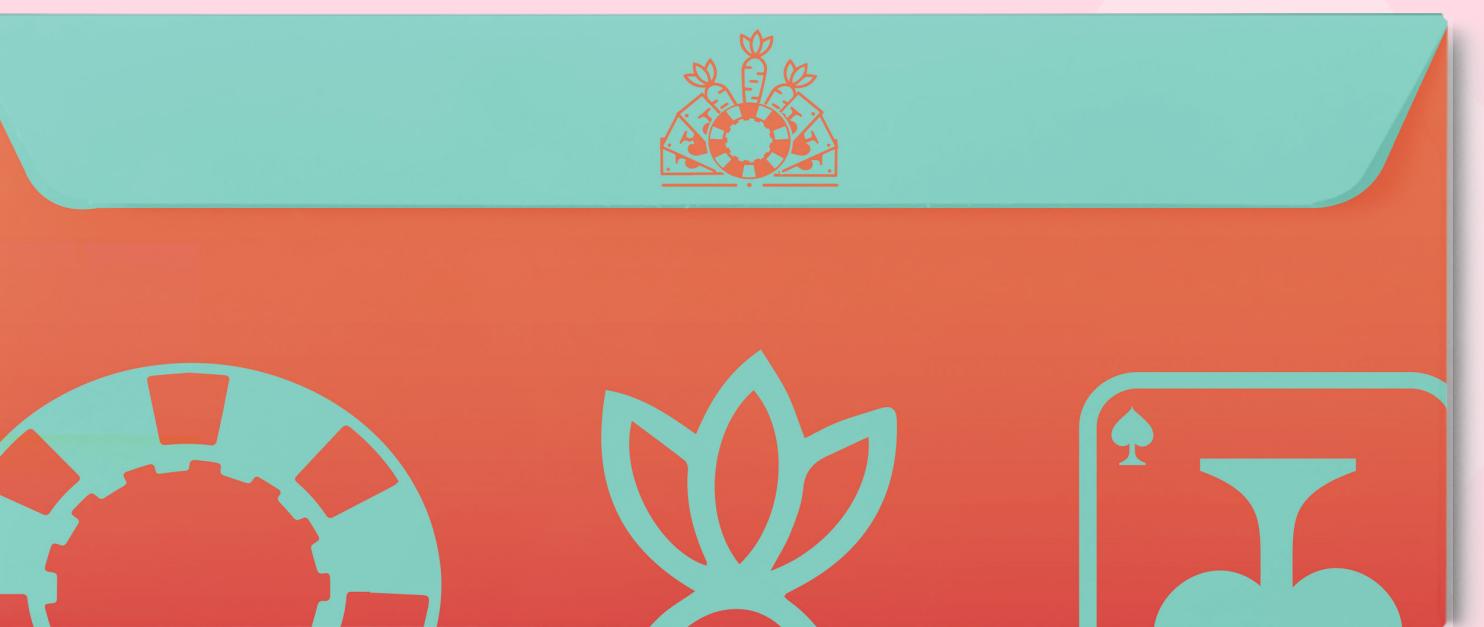
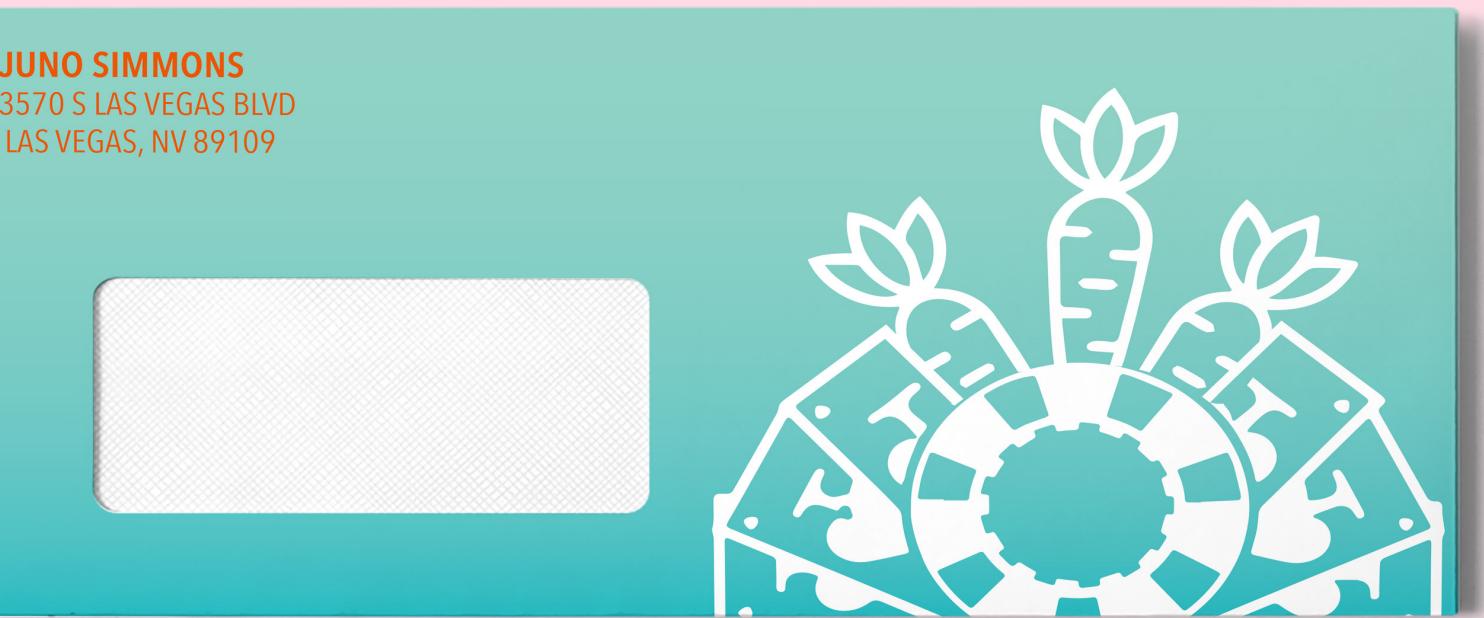
cheeky Apparel

Brand Identity



This large rebranding project was focused on reviving and re-designing the face of the Las Vegas Farmer's Market. My personal objective was to produce a lighthearted family-friendly outcome that welcomes people of all ages, and attracts visitors from all over the world. This branding package includes a stationary system, marketing essentials system, as well as process booklet.

Las Vegas Farmer's Market



Brand Identity

Las Vegas Farmer's Market



The LVFM market essentials system include a number of tools that market goers can use to elevate their LVFM experience. Shoppers are offered canvas tote to carry their market goods, Casino inspired cash tokens that shoppers can exchange cash for in order to buy directly from the market, and a LVFM booklet to provide shoppers with a calendar with LVFM's upcoming event, shopping lists, and more.



Brand Identity



Print and Publication

Styles come and go. Good design is a language, not a style.

- Massimo Vignelli



During my summer internship, I was given the opportunity to design the Welcome Weekend booklet for CWU's 2019 orientation program. This booklet was every new student's guide to their first weekend at college. Wildcat Welcome Weekends are filled with fun activities and events for students to attend; and with all the excitement that came with the weekend I thought it would be quite fitting theme

inspired by the energetic and vibrant sitcoms from the 90's.

Wildcat Welcome Weekend Booklet



Print and Publication



FRIDAY SCHEDULE

ACTIVITY DETAILS
SEPTEMBER 20

ON-CAMPUS STUDENT MOVE IN
9 a.m. - 4 p.m.
Residence Halls

REGISTER TO VOTE & MEET THE GOAT
2 p.m. - 6 p.m.
Wildcat Statue

FREE WELCOME BBQ
4 p.m. - 6 p.m.
Wildcat Statue
BBQ for students and families, compliments of Dining Services

MEET YOUR NEIGHBORS
10 p.m. - Midnight
On-Campus Students: Residence Halls
Off-Campus Students & CWU Apartments: SURC 2nd Floor

UNIVERSITY WELCOME & KEYNOTE
8 p.m. - 9:30 p.m.
Nicholson Pavilion

OPTIONAL PROGRAMS

GEEK OUT-GAME OUT
9 p.m. - Midnight
SURC 2nd Floor
On-Campus & CWU Apartment Students: Meet on SURC 2nd Floor
Start getting to know the people in your community! Sign up for a game or tournament and/or the Wildcat Cup competition, and get ready for greatness!

PAINT RAVE
10 p.m. - Midnight
Wildcat Statue
Dance to your favorite party! Feel the adrenaline rush when the paint starts flying in the music and lights as you dance all night. Get loud and get messy with your new roommates! You'll share an experience unlike any other. The paint washes off but you'll never forget the night you had at 'Life in Color.'

TIPS FOR GETTING ALONG WITH YOUR AUP ROOMMATE
6 p.m. - 6:45 p.m.
Individual Hall Lobby
Back, Roommate, Quigley
If your roommate is a participant of the Asia University America Program (AUAAP), you are strongly encouraged to come down to your hall's lobby to meet your IPA (International Peer Advisor). IPA's are a group of AUAAP students, and talk about what you can gain from the experiences, tips, and potential issues. Don't miss this important session!

5K GLOW STICK RUN
Registration: 9 p.m. - 9:45 p.m.
5K Starts: 9:45 p.m.
Wildcat Statue

WHAT'S GOOD IN THE NEIGHBORHOOD
3:30 p.m. - 4:30 p.m.
On-Campus Students: Meet in your hall lounge
Off-Campus & CWU Apartment Students: Meet on SURC 2nd Floor
Start getting to know the people in your community! Sign up for a game or tournament and/or the Wildcat Cup competition, and get ready for greatness!

CHALLENGE COURSE
2 p.m. - 6 p.m.
18th Ave & North Alder St
Enjoy an afternoon on the Challenge Course with our fantastic facilitators. Come climb the Alpine Tower and take a ride on the giant swing.
(See #1 on the map, pg. 35)

PAINT RAVE
10 p.m. - Midnight
Wildcat Statue
Dance to your favorite party! Feel the adrenaline rush when the paint starts flying in the music and lights as you dance all night. Get loud and get messy with your new roommates! You'll share an experience unlike any other. The paint washes off but you'll never forget the night you had at 'Life in Color.'

TOP-ROPE CLIMBING COURSE
4 p.m. - 6 p.m.
Recreation Center 287
Want to learn how to use the 50-foot Climbing Wall? This is your chance to take the Top-Rope Belay course. This course is designed to teach the skills needed to pass a Top-Rope Belay exam.
\$10 per participant, pre-registration required.
For reservations and information please call: (509) 963-3337

ZUMBA
6 p.m. - 6:45 p.m.
Recreation Center 287
Ditch the gym and join the party—exercise has never been so much fun!
This fun, easy-to-follow cardio-dance class combines high energy and motivating music to make you feel like you are partying on the dance floor. Isn't it time to "dance your worries away?" (first 30 people)

X DIMENSIONS OF STUDENT LIFE ACADEMIC CONNECTIONS

MONDAY, SEPTEMBER 23, 2019 + 1 P.M.

COLLEGE OF ARTS & HUMANITIES McIntyre 174 (Music Building)	COLLEGE OF BUSINESS SURC 100	COLLEGE OF EDUCATION & PROFESSIONAL STUDIES SURC Ballroom
- Art & Design	- Accounting	- Aviation, Professional Pilot, Aviation Management 150
- Communication	- Entrepreneur	- Construction Management
- English	- Finance	- Electronics Engineering Technology
- History	- Human Resource Management	- Industrial Engineering Technology
- Music	- Leadership Management	- Marketing, Advertising Technology
- Philosophy & Religious Studies	- Personal Financial Planning	- Safety & Health Management
- Theater Arts	- Supply Chain Management	- Technology Education
- World Languages and Cultures	- Sport Business	

COLLEGE OF THE SCIENCES
McConnell Auditorium

- Anthropology & Museum Studies
- Biological Studies
- Chemistry
- Computer Science
- Geographical Sciences
- Law & Justice
- Mathematics
- Physics
- Political Science
- Psychology
- STEM Teaching Program
- Interdisciplinary Programs:
 - American Indian Studies
 - Craft Brewing Program
 - Environmental Studies
 - Integrated Energy Management
 - Interdisciplinary Studies: Social Sciences
 - Primate Behavior & Ecology
 - Science Talent Expansion Program
 - Women and Gender Studies
 - Yearlong Exploration of Social Sciences



Wildcat Welcome Weekend Booklet

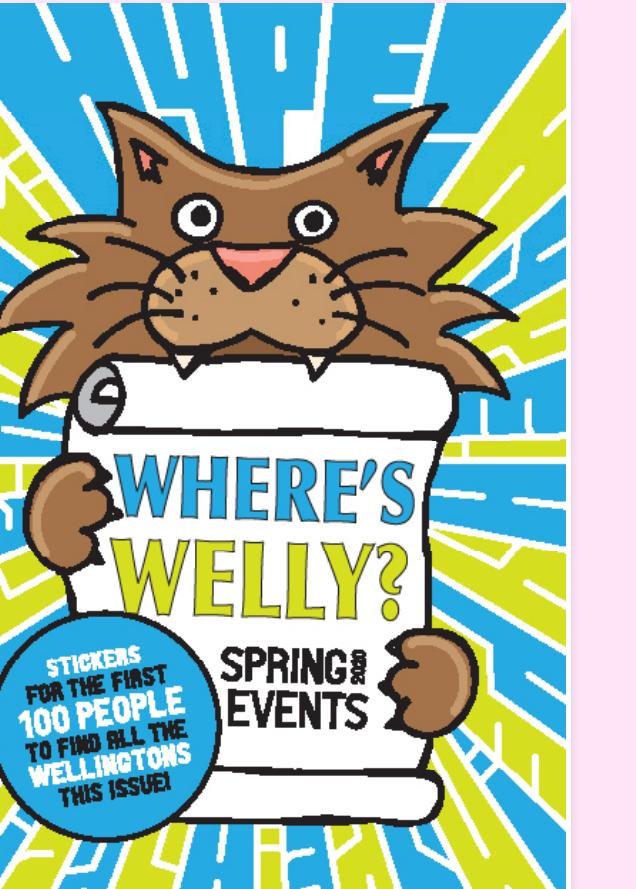
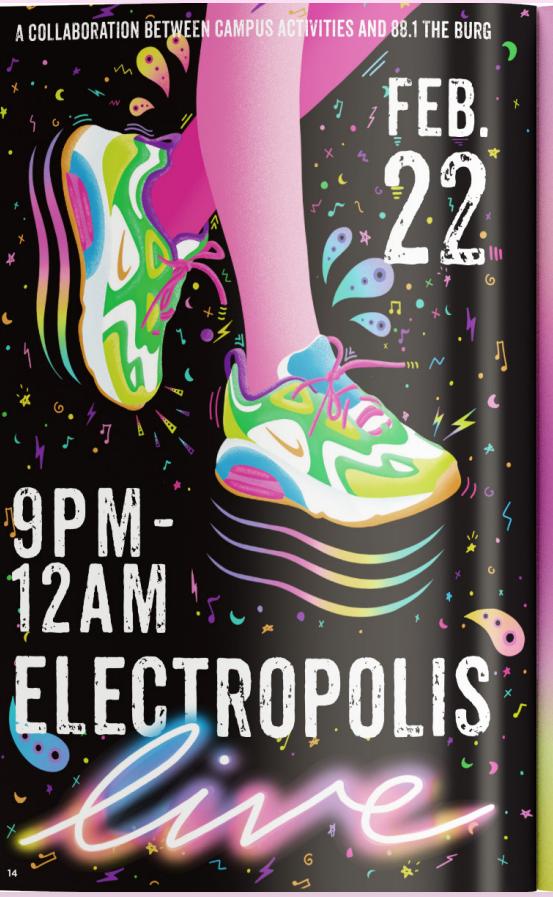
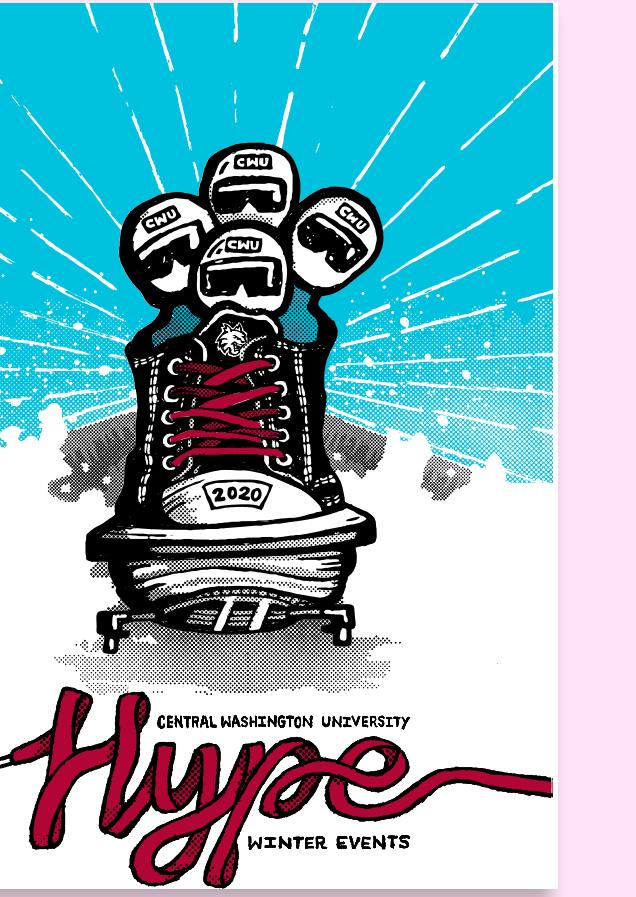
Print and Publication



As a student graphic designer at Central Washington University's Publicity Center, I had so many opportunities to design for clients and explore fun and new ways to design with all kinds of styles and approaches. The following projects are a combination of spreads from CWU Hype's quarterly publications, and poster advertisements for on campus events.



CWU Hype



Print and Publication



This project was a non-profit organization event system made for the Ellensburg Film Festival. This design was inspired by many handrawn opening title scenes in films and the plethora of experimental title sequences that give some movies that extra flare of personality. This system includes an event poster, a T-shirt, and web graphics.



Packaging & Layout Design

There are three responses to a piece of design: yes, no, and WOW!
WOW! is definitely the one to aim for.

- Milton Glaser

Twist!

Twist! is brand extension by Spindrift sparkling water expanding into selling hard sparkling water. Made with the same top shelf quality and selection of fresh, organic fruits, Twist! is being introduced as Spindrift's very first alcoholic beverage sold in the market. The main Objective was to create something fresh, fun, harmonious in color, and even more so dynamic.

Twist! Alcoholic Sparkling Water



Packaging & Layout



Spindrift's Twist!



Packaging & Layout Design

ALBUM RELEASE SHOW

Peach Pit

LIVE AT NEUMOS

This Album cover design was made in attempt to re-design a preexisting album cover from. Described most often as “chewed up bubblegum pop” Peach Pit’s indie mellow tunes and grungy melancholic melodies have inspired a ripped up post messy break up mixtape. This allowed for an interesting design approach that I found to be really exciting and cathartic. This system includes an album cover, and a following gig poster.





COFFEE OF
BRAZIL

This is a redesign of Starbucks' coffee bean packaging for their Single Origin coffee bean collection. I decided to explore urban Brazil rather than taking the usual jungle route. By doing so I discovered the remarkable street pavements that remain in some parts of Brazil which held a massive influence on my design direction. This design system includes coffee bag, to-go cup, and carry out bag packaging.



How to be a #GIRLBOSS

This is a redesign of Sophia Amoruso's autobiographical guide to how to be a #GIRLBOSS. Inspired by the insane journey to self success was the main drive behind the design that you see.



Packaging & Layout Design

Castello Maestro Wine

I created a stylish elite Castello Maestro wine inspired by the great greek gods and how classical greek sculpture's allure to the masses. This wine comes in three flavors with coordinating labels.



Packaging & Layout Design

Thanks for lookin!

Until Next Time!



sloanemillercreates.com