

Eric Higgins How I Work

Energetic copywriter, graphic designer and web designer in-training

Who I Am

I'm Eric Baxter Higgins. Grew up in Portage, MI. Finishing my BA in Advertising and specialization in design this summer.

Copywriting is my passion. I love the impact of thoughtful headlines, and themelines. I like the wit, humor, sarcasm, etc. of the conversational writing style. You might notice that I write with lots of en dashes – in my mind it's the best punctuation character in written language (nerdy yes, but I don't care.)

I like graphic design and web design as well, and seek to continuously improve my knowledge of these subjects. I'm constantly coming up with new ideas across different media, and I understand the synergy of writing copy and thinking visually when developing anything from a print advertisement to a multi-page websitev

My Hardware

I mainly work on my 15" MacBook Pro. I've had it for about 3 years now and ...

Creating:

GET Longboards Road Rider Series Designs

Listening to:

Hindsight by Audien

Playing:

Final Fantasy VIII
Legend of Zelda: The Wind Waker

*Notes:

12 px scale

Futura Std: **Heavy**, Book & Light

Body and intro descrip. 18 px; body 24 px leading