Ethan Summers

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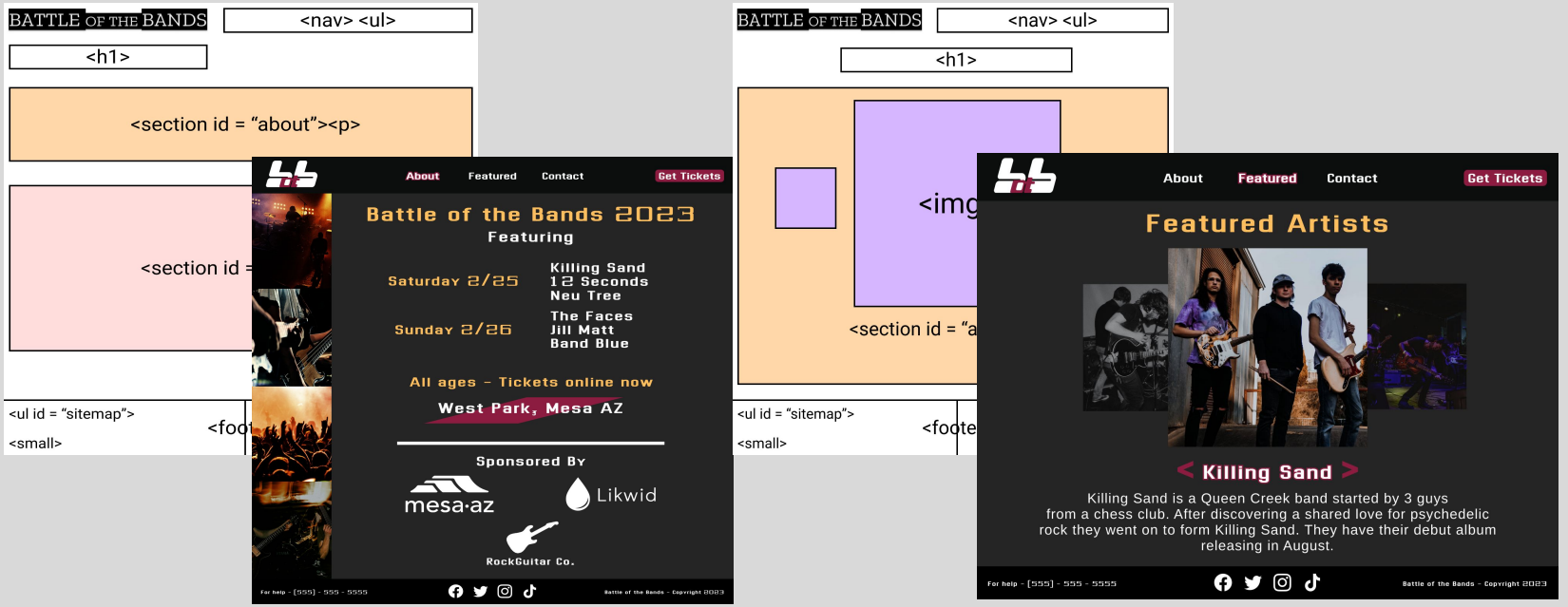
Battle of the Bands Site



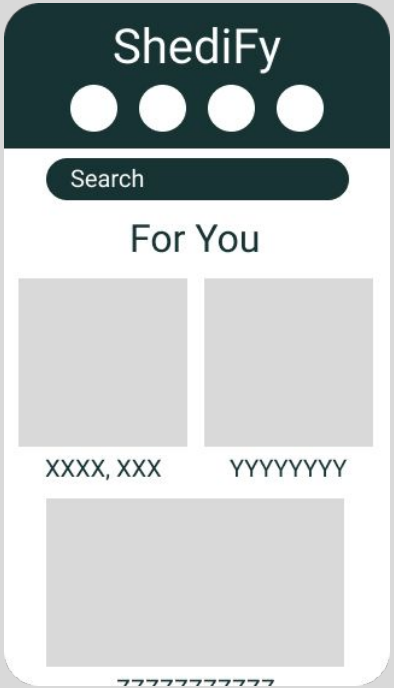
Objectives:

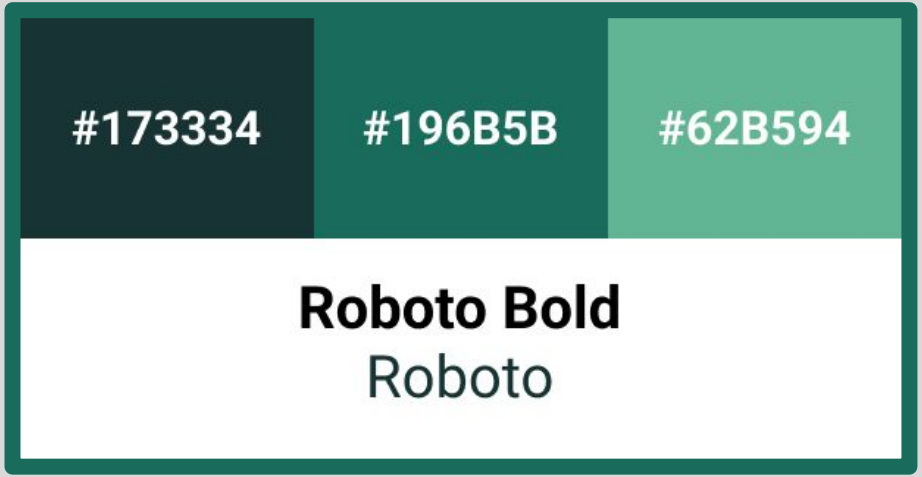
A senior capstone design project, I chose to develop a site for a Battle of the Bands music festival that would take place in Mesa, AZ. I aimed to create a site that reflected a rock and roll theme that could inform visitors about a music festival that I branded and designed. I prototyped and coded three responsive pages for this site.

Process:

I developed a general structure for the pages by sketching them out and designing wireframe in Figma, and developing a color and font system meant to reflect a punk, rock and roll tone. After taking feedback on the initial designs I developed prototypes that I then developed into an html5 website that displays info about the festival.

ShediFy UI Design





Objectives:

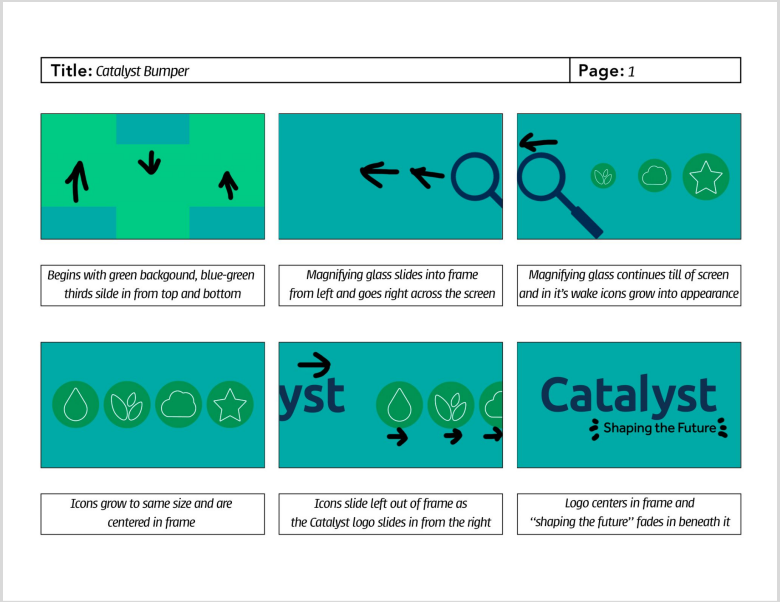
This project was developed for a Motion Graphics class with the objective of creating an animated mock-up design for a mobile application. For this project I used Adobe Photoshop and After Effects in order to design and animate the graphics. The application envisioned for this project was 'Shedify' an app for the purchase and rental of sheds by the user, which was inspired by applications such as AirBnB and Zillow.

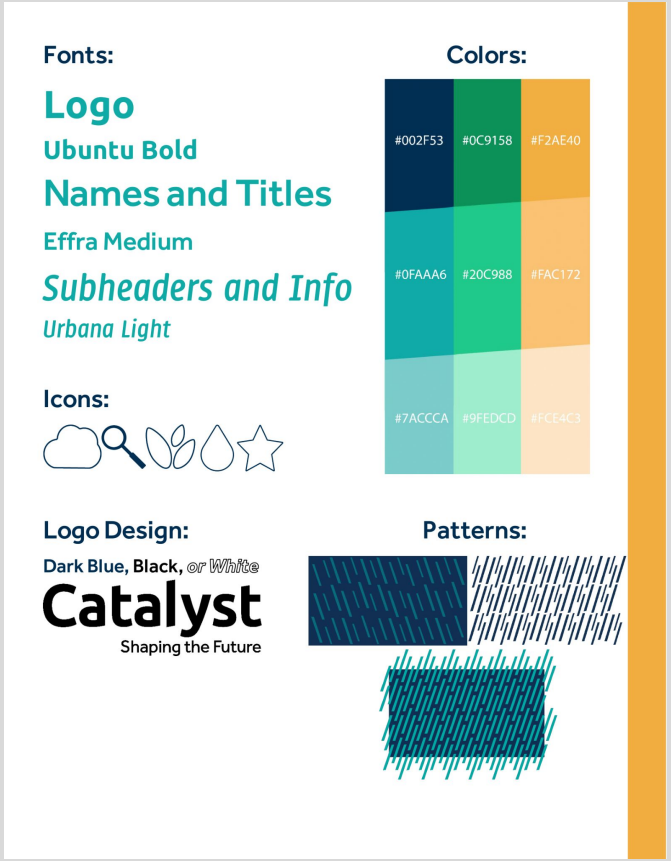
Process:

First I developed a simple brand identity for 'Shedify', utilizing a palette of cool greens paired with the iconic Roboto font in a variety of font weights. I developed some basic wireframes in Photoshop before creating a final PS project that I could import and animate into After Effects.

Catalyst Bumper

https://youtu.be/aKadcQEHbVI





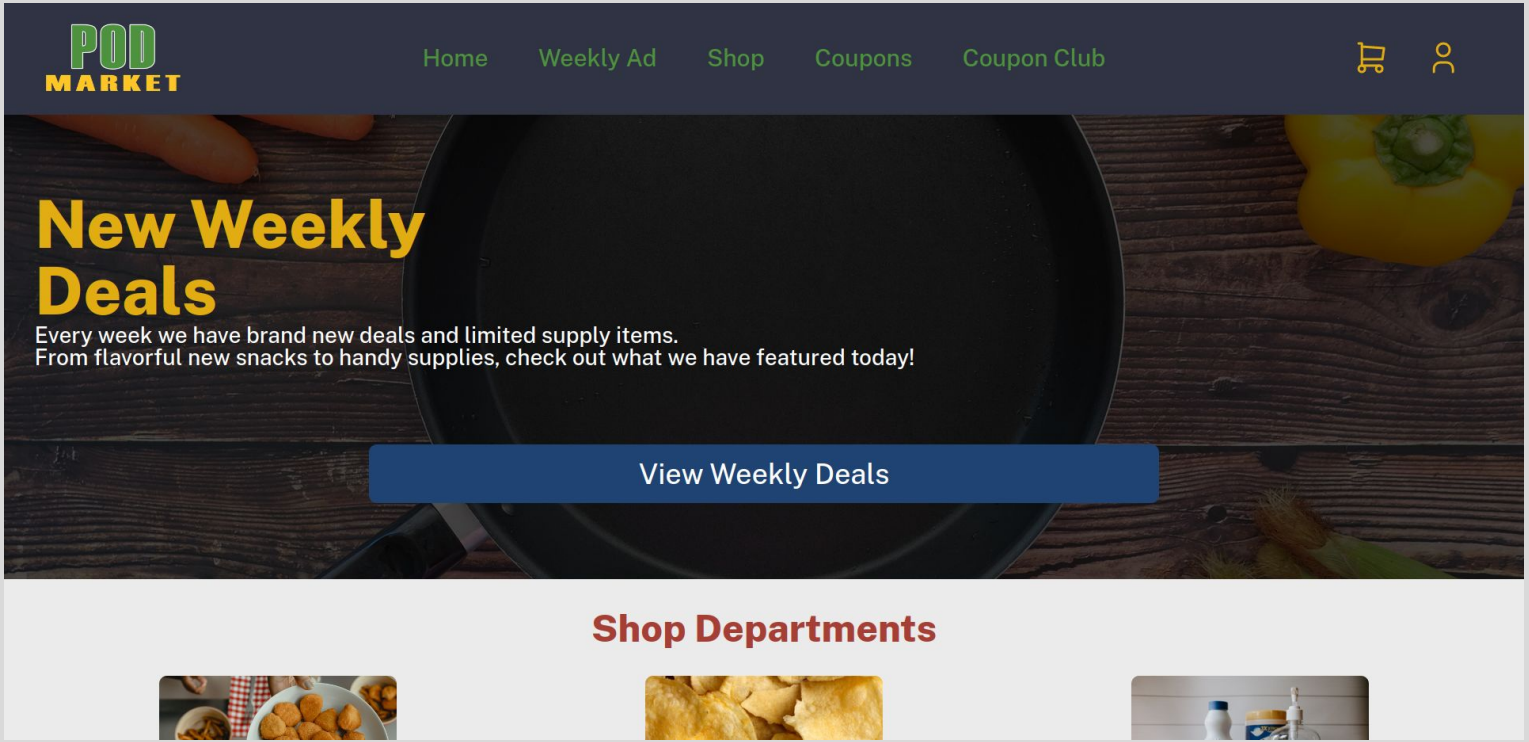
Objectives:

Create television quality bumpers to air alongside the Catalyst Television Program on PBS Arizona, using the existing brand standards, as well as existing iconography. Should be 1080p and last 4 - 8 seconds total.

Process:

I first looked over the objectives and existing brand standards/assets for Catalyst. I then developed a storyboard outlining the step by step animation I planned to create. I imported psd and ai assets into Adobe After Effects to create an 8 second bumper with animated rain and icons. I then exported this as a 29.97 fps 1080p video fit for broadcast.

P.O.D. Market Website



#1F4373

#E2AC13

#4e923f

Objectives:

A conceptual website design for ASU's P.O.D. Marketplace. Featuring a scripted checkout manu and responisve design. A work in progress to be expanded to multiple pages.

Process:

Working off of a previous concept for a site with a checkout feature I developed for a javascript course I first sketched out and created a mockup for a modern shopping website design based off of sites like walmart.com and target.com.I then used existing brand assets and colors to develop a clean brand identity for P.O.D. Marketplace.

Personal Branding

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Objectives:

Develop a unique and distinctive brand identity for me as a professional designer. Develop logos, a color/font system, and other brand identity elements.

Process:

Starting from a personal moodboard I identified colors and fonts to match my theme, as well as a personal mission and adapted those into a series of elements that I can use on my website, resume, social media pages, and more.