Website Content

<u>Bio:</u>

Hi! My name is Kaylei Harrison, and welcome to my portfolio! I am so excited to share my work with you. I am currently a graphic design student at Central Michigan University. I am from Trenton, Michigan, and have lived in Metro Detroit for my whole life! I am the second oldest of eight siblings, and my youngest brother is 18 years younger than I am. I enjoy nature, art, and spending time exploring cities and new locations. I have a cat named Rueben, who is the sweetest and most rambunctious kitten. I am a fan of metal, indie, and many other genres of music. My life experiences, music, and nature all play a role in the art I create and the themes I choose to explore. Thank you for taking this journey through my art with me, and I hope you enjoy my work as much as I enjoyed making it!

<u>Projects:</u>

Project-01: Erik Spiekerman Baseball Card

- ***"Erik Spiekerman Card,"*** Introduction to Typography, Professor David Stairs, Adobe InDesign, *2023-2024.*

This project was made in my freshman year of college, and was a very difficult process. I initially turned it in on a limited schedule, and it was a work that I was not proud of. The project was to create a baseball-style card of a designer of the professor's choice. However, when I started my portfolio to enter the BFA graphic design program, I decided to remake this and see how my style has changed. I am very proud of the result, and it was something I was not ashamed to submit. The red and pinks, along with the multi-colored border, have become a crucial part of my style, and it all started with creating this baseball card!

Project-02: The Shark Cove

- ***"The Shark Cove,"*** Logo & Identity Design, Professor Clark Most III, Adobe Illustrator, *2023.*

This project was a non-profit organization that I created to learn effective branding and application. The project required the creation of a logo, brand identity, as well as

mockups of the logo on objects. The organization focuses on preserving and maintaining shark sanctuaries to keep shark populations from decreasing. This work uses oceanic colors, symmetry, and shapes to make a simple yet effective point. The Shark Cove concept was made in Adobe Illustrator and then finalized in Adobe InDesign. Researching and creating this organization meant a lot to me, as I closely follow climate activism and care deeply for animals, especially sharks. I continue to let nature inspire my work, and have since worked on more shark-related ideas.

Project-03: Fisheye Studio

- *"Fisheye Studio,"* Logo & Identity Design, Adobe Ilustrator/Adobe Indesign, Professor Clark Most III, *2023.*

This project tasked me to create a business and effective advertising. The project required the creation of a logo, brand identity guide, mockups, and three unique advertisements. This business is a camera studio that targets young people with a passion for photography and a budget, and allows them to rent studio space and equipment. This work gave me the chance to experiment with complementary color palettes, organic shapes and odd perspectives. The fish purposefully attempts to capture the "fisheye angle" that some cameras have, creating a fun play-on-words and an eye-catching logo.

Project-04: AIGA Poster 2024

- *"AIGA Poster 2024,"* Advanced Typography, Professor David Stairs, Adobe

    Illustrator, *2024.*

I created this poster to advertise the 2024 AIGA Design Virtual Conference. This

conference occurs annually, each year with its own unique theme and talented

speakers. The class theme in 2024 challenged me to create a poster that implemented

design elements from a different decade, while also containing all relevant information.

I created a poster replicating a concert poster from the 1950s, using similar colors,

shapes, and layout. In addition, in place of the musician, I included a computer that

signifies that the conference is virtual. The final piece is 24x36 inches, and was outside

of my comfort zone, as I have never worked on a piece that large digitally. I am very

proud of the outcome and the color palette I chose.

Project-05: Printmaking

- Introduction to Printmaking, Professor Johanna Paas, Lithocarving,

    Etching/Intaligo Print with Aquatint, *2024.*

These are some of my works that do not revolve around graphic design. My

favorite print is titled *"Loss"* and was done by etching a copper plate. This work

allowed me to have creative freedom to represent a dichotomy of our choice; I

chose to explore the dichotomy of growth and decay. The piece that shows the

obvious loss of the lizard's tale, and how it seems incomplete without it.

However, the loss of the frog's tail is a sign of its growth and is a positive factor in

its life. This work represents how the loss of something impacts individuals

differently, and it personally helped me work through a difficult time. My other

works explore similar themes of loss, growth, and change through life events.

This class was very much out of my comfort zone, and I enjoyed learning new

mediums and exploring another part of my artistic side.

Project-06: Helping Fins

- Web Design I, Professor Mustafa Ozcicek, Adobe Illustrator, Figma, *2024*.

  Dual project with Jovi McGee.

This project was a very challenging yet important project for me. I am very

passionate about environmental work and the preservation of the shark

population. This was the first time I used Figma, and the first time I made a

design project that was so in-depth that it lasted the entire semester. Learning

Figma was a challenge, but my partner and I worked through it together and

made a concept we are both extremely proud of. The design guide and most of

the illustrations were done by me on Adobe Illustrator and were transferred to the presentation.