

Joshua Camp  
Graphic Design  
Portfolio

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# About Me

Art and design have a passionate hold over my life. My experience with digital design started as a teenager when I got my first computer. I would create for hours using Windows' simple Paint software. I have always felt drawn to the graphic design profession, and throughout my educational journey, my understanding of professional practices expanded exponentially. My mindset and capabilities were challenged. Some of my greatest successes were inspired by many failures as a studying designer, and I discovered passions in various areas within the industry. My proficiencies began with Adobe Photoshop, and my time at SNHU helped me translate these skills to more applications within Adobe Creative Cloud. I took the teachings from one class to another and eventually identified different strengths and weaknesses.

I began to focus more on 3D modeling and design as my eagerness to learn and practice these skills outweighed my interests and abilities with traditional media. My application knowledge expanded to design software used in the graphic design industry, 3D design industry, and animation space. I intend to deepen my understanding of design software and pursue opportunities to work on challenging and influential projects. The way I approach any project will stay the same. Using the Elements of Design, Principles of Design, and Design Thinking will always influence how my work is accomplished. These practices guide me to create visually appealing and lasting messages impacting a global audience. I welcome collaboration and professional criticism. Listening to others improves my ability to reach a target audience effectively. My work shows my value as a designer and my value as a professional. My core strengths are critical thinking, problem-solving, and being exceptionally resourceful.



01

## Business Poster Engineering Company



The Diamond Engineering business poster displays graphic design skills leveraged to create visually appealing imagery to convey the Diamond Engineering's ability to meet various client needs across different business sectors. This work uses custom shapes created in Illustrator, effective typography, and various principles of design such as motion, symmetry, repetition, hierarchy, and unity. I created this piece using Adobe Photoshop.



02

## Opposing Magazine Covers



The Geek Out Magazine cover is the product of a task with the sole directive of creating two opposing robust and attentive magazine covers utilizing the same imagery. These pieces utilize typography to convey something a consumer would want to pick up and enjoy for some light reading. The purpose was to attract a target audience who enjoy electronics or DIY hobbies or grab the attention of an environmentalist. Utilizing various typefaces and image editing techniques, I organized information and added textual hierarchy to the magazine covers. The inspiration behind this piece comes from my current professional role in developing hardware solutions by designing and prototyping with various components of microelectronic devices.



03

## Advertisement System

# Amethyst Bay Resort and Spa



The Amethyst Bay Resort and Spa magazine cover is one of my favorite pieces. I created this design to advertise a vacation special for hard-working and well-deserving travelers. This piece is built around a high-resolution image improved by utilizing color balance and image editing techniques. The layout of the typography conveys a visual hierarchy of the intended message. The design lets the audience get lost in the landscape while sparking the imagination of what their time would be like if they booked this vacation package. This piece is also accompanied by a snap shot of a live web banner used to advertise across the web. The web banner is a .GIF developed using Photoshop.



# Advertisement Solutions

## Focus 05 Mock Ups



The Focus 05 mockups are for a subway advertisement developed to engage and attract millennials as the restaurant's new customer base. The client's problem was that Focus 05's current advertisement strategies drew in older generations, which was different from the intended goal when opening the business. I developed the advertisements using human-centered design practices and research to understand the needs and expectations of the target audience, employed a design strategy using a mood board and mind map, then executed multiple mockups that I could propose to the client as a replacement to their current subway advertisement.



# ITC American Typewriter

**ITC American Typewriter Typeface:**

ITC American Typewriter is closely related to a transitional serif font with a bit of added uniqueness. It includes a timelessness and traditional feel while having a rounded or bubbly design. ITC American Typewriter incorporates a solid modern feel from the modern type choice and characteristics of a display type choice like friendly, expressive, and amusing (Digital Synopsis, 2017).

**Identifying Characteristics:**

- Serifs are rounded like tear drops.
- Thinning in the middle of serifs.
- Lower case "y" has a partial loop ending with a very distinct terminal.
- Upper and lower case "T/t" descends to the x-height line.
- "W" and "V" letters form proportionate crotches.
- Contrast is balanced.

**Purposes:** Companies had font catalogs with different types of fonts intended for various applications. Mono-spaced fonts were the standard for mechanical typewriters and these shiftless alphabets were primarily used for advertising, finance, and telegraphs.

**Resources:**

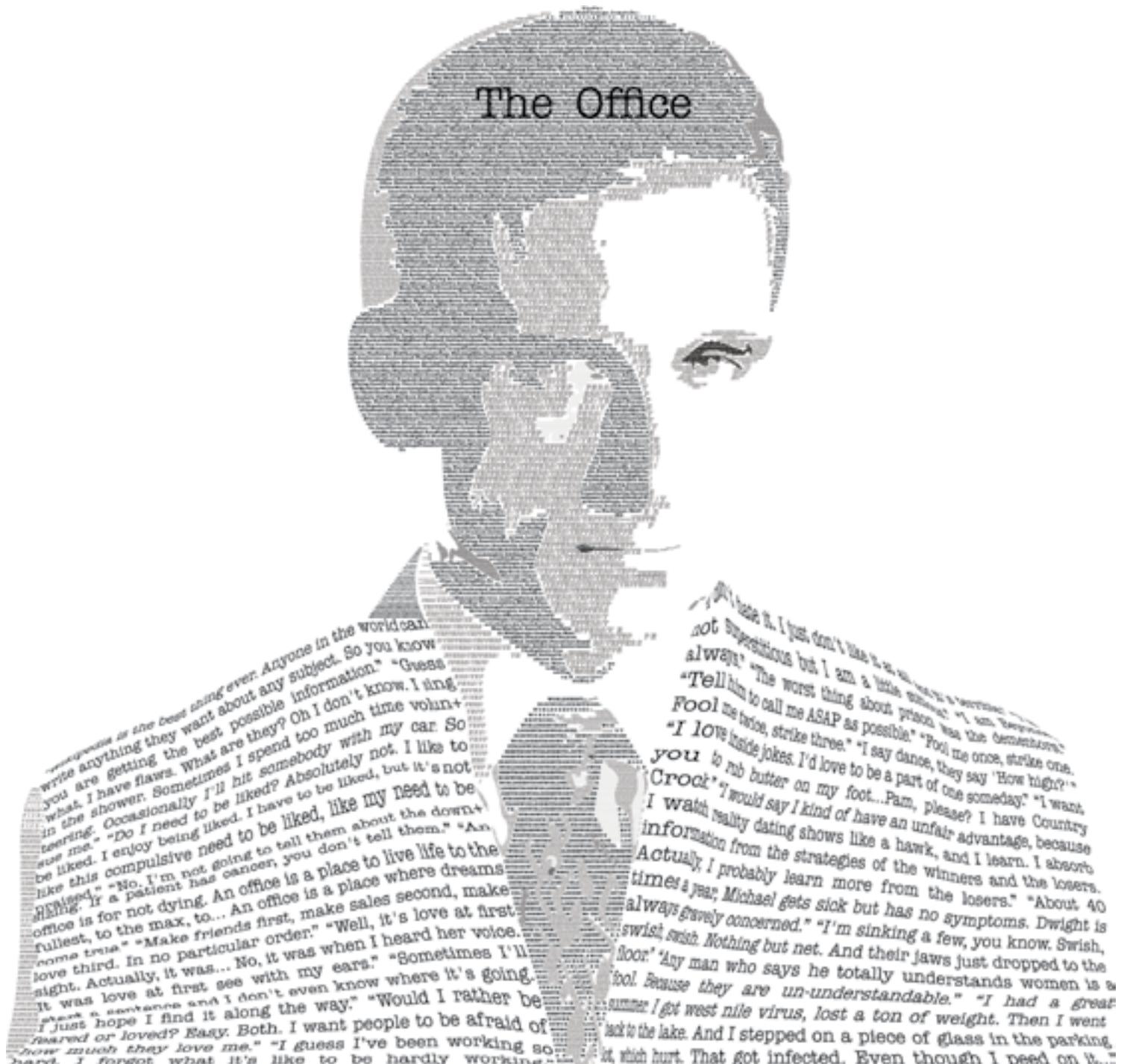
[www.typegraphica.org](http://www.typegraphica.org)  
[www.fontsusa.com](http://www.fontsusa.com)  
[www.fonts.adobe.com](http://www.fonts.adobe.com)  
[www.digitalsynopsis.com](http://www.digitalsynopsis.com)

**A MODERN CLASSIC**



## Typeface Study Poster ITC American Typewriter

This ITC American Typewriter poster is a project study developed to help better understand the characteristics and components of typography. ITC American Typewriter is a monospaced typeface purposed for typewriters and early printers. This typeface has a classic heritage to early American culture and would typically be found in a catalog, enabling businesses and corporations to pick which fonts best fit their purpose. Today typefaces are easily obtained using the internet, but some classics never die. My fondness and love of a pop culture favorite sitcom, The Office, inspired this project and typeface choice.



# Typographic Poster Steve Carell

I designed this typographic portrait to embody the personality of my favorite actor, Steve Carell. The picture started as a high-resolution image broken down in Photoshop, giving me various gray values and shapes. I then used Illustrator to create paths for each form, developing a working medium to fill with multiple quotes and titles that Steve Carell was involved with. The most important of these quotes and single title were from his work on his sitcom show, The Office. The typeface, ITC American Typewriter, was a perfect component for this project, helping build an image with the tone and personality of words that portray his character, Michael Scott.

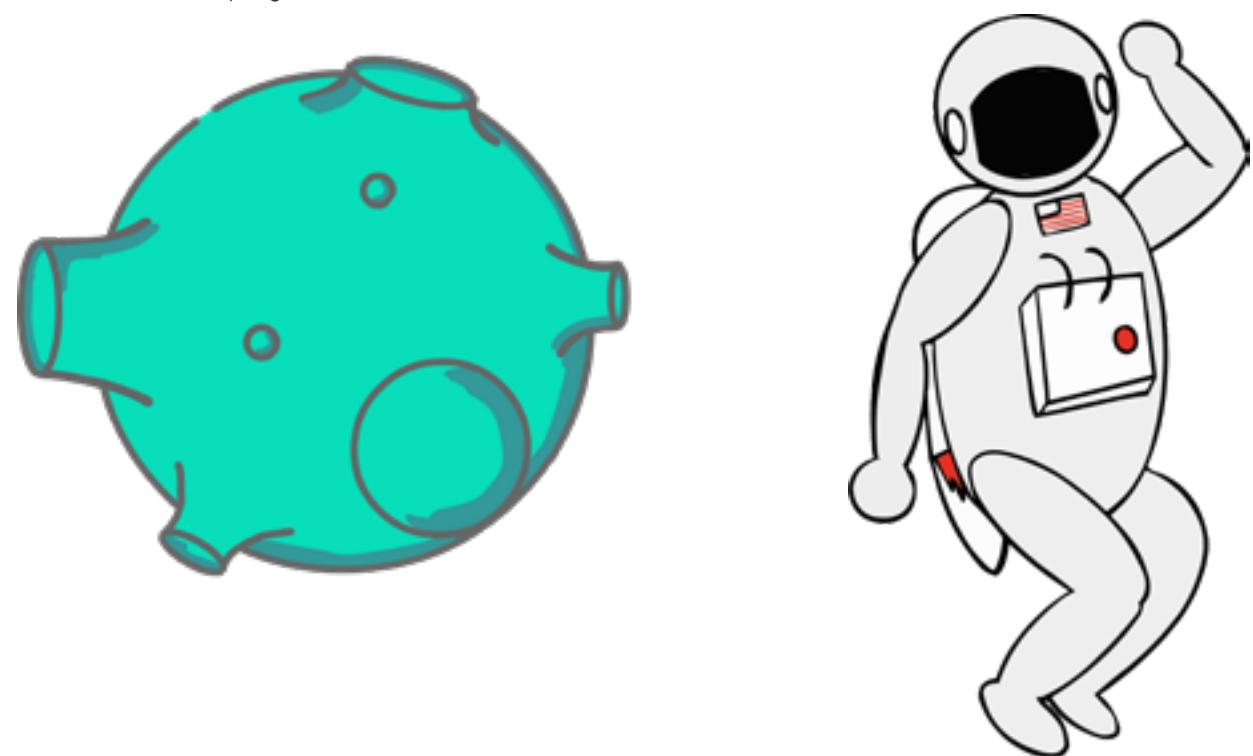




## Interactive Animation Affinity Flight

This piece is a screenshot of the interactive animation I developed called Affinity Flight. The project can be used across various web-enabled devices utilizing a web browser. The 2D animation was created by developing a storyboard and hand-drawn assets. The project was completed using Adobe Animate and included user interaction to progress through the story. The story is about a space traveler stranded after a wreck and finding his way home by following the sound of a longing song sung by his family. The affinity of the astronaut's family allowed them to return home safe and sound. The tools and skills used to create this project are standard in the industry and allowed me creative freedom from start to finish. Accompanying the web preview snapshot is page one of the story board showcasing process work for this project.

Scene No.	1	Shot No.	1	Scene No.	1	Shot No.	2
Title/Start screen. Interactive start button.				Opening screen. Setting up the narrative. Asteroids fly in from off screen. Once the asteroids reach the ship, the ship will animate and simulate damage.			
Animations:				Animations:			
<ul style="list-style-type: none"> <li>Flashing Stars</li> <li>Rotating/Racking Asteroids</li> <li>Active Flame on Jetpack</li> <li>Character Waving</li> <li>Sequenced Music Notes</li> </ul>				<ul style="list-style-type: none"> <li>Flashing Stars</li> <li>Rotating asteroids</li> <li>Active flame on jetpack</li> <li>Character bobbing</li> <li>Front of ship rotates on hinge</li> <li>Asteroids fly in off screen</li> </ul>			

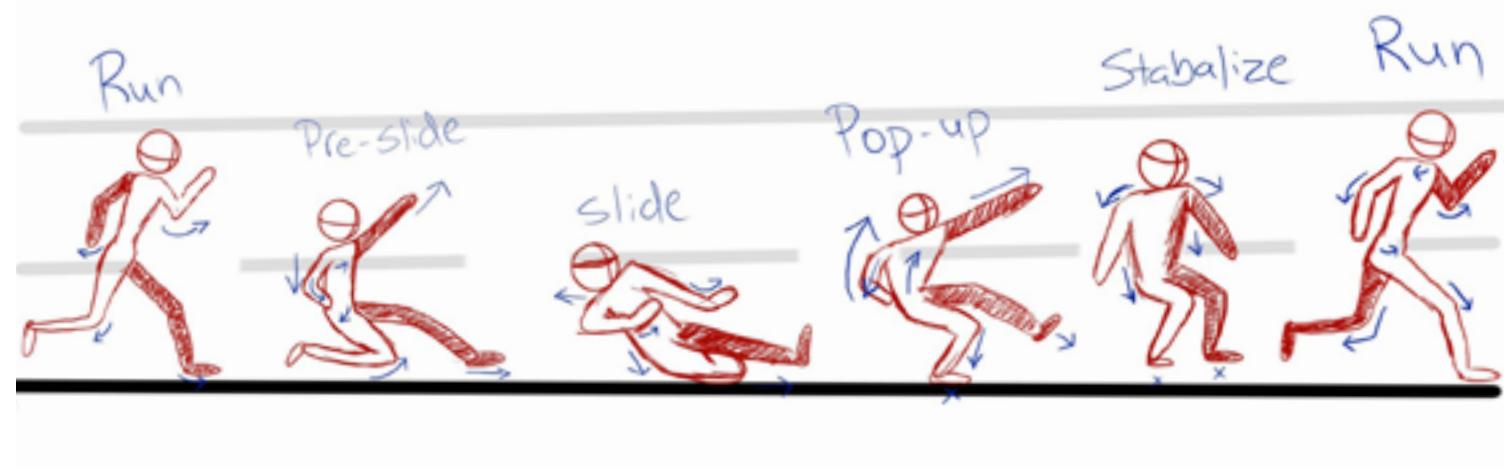


## 3D Animation

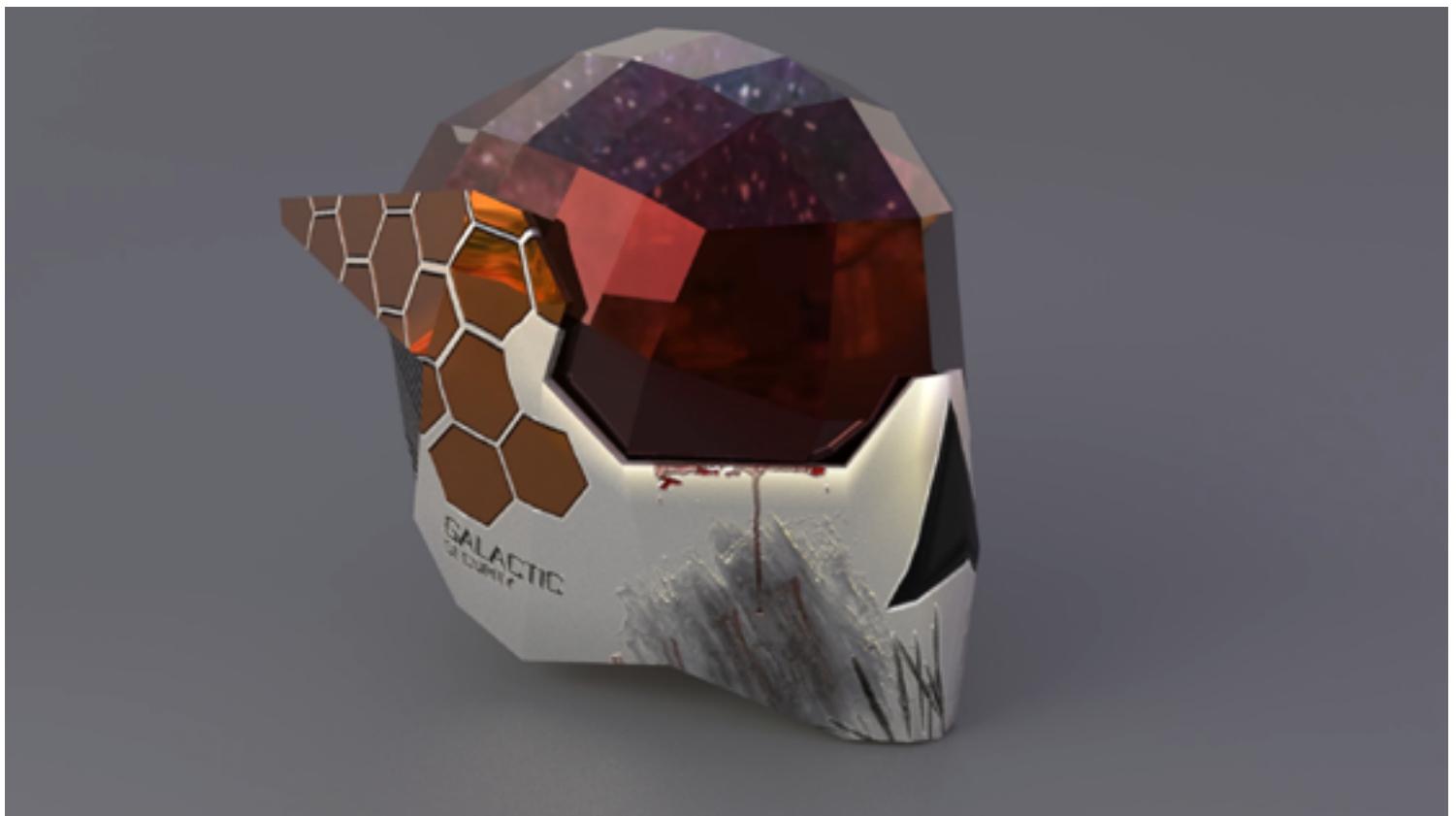
### Aragor Character Animations



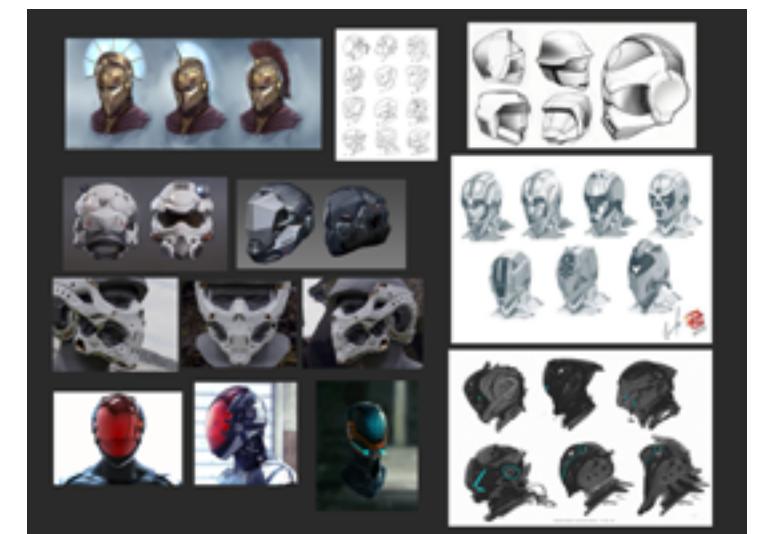
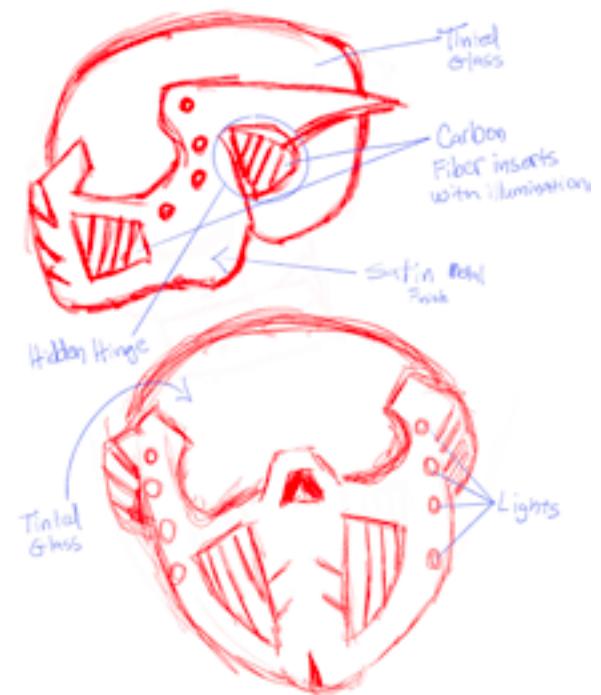
These character animations are my first introduction to 3D character rigging and animation. I enjoyed this course because it gave me a glimpse into the process and excitement of a 3D animator's profession. I have always been eager to learn how animators developed movies, commercials, and video games at the character level. The rigging process was challenging and time-consuming, but like all creative projects, the fine details matter. Ensuring the model was rigged and skinned correctly was critical in getting the animations right. Eight weeks was not enough time to fully digest the skills needed to become proficient. Still, it was enough time to know this type of work is worth my time and effort to continue learning and practicing independently, hoping that one day I may be a part of a creative animated project. These artifacts are screenshots of the animations and process work, which can be seen on my website portfolio. All the animation work was created using Maya.



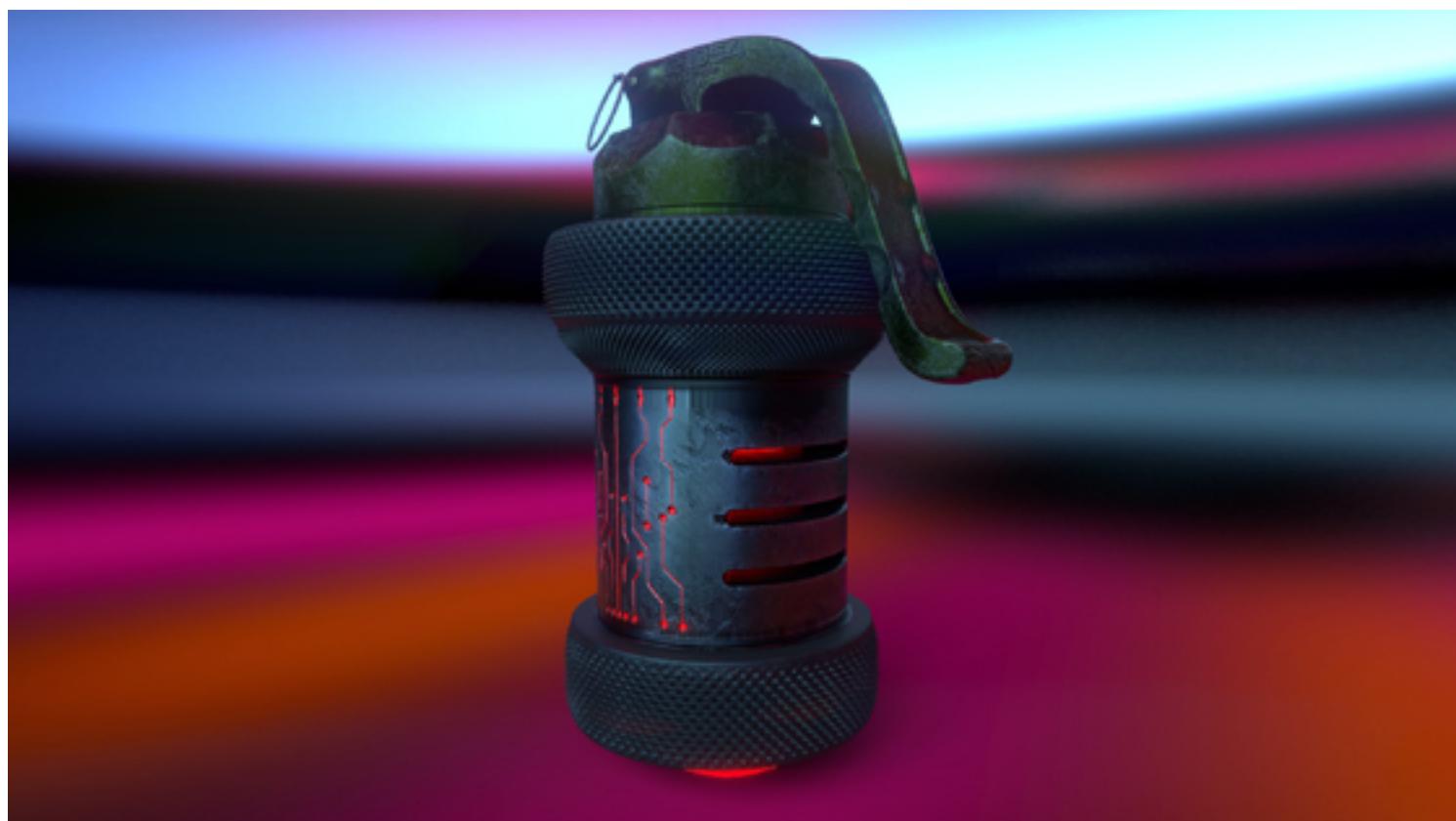
## Game Asset Sci-Fi Helmet



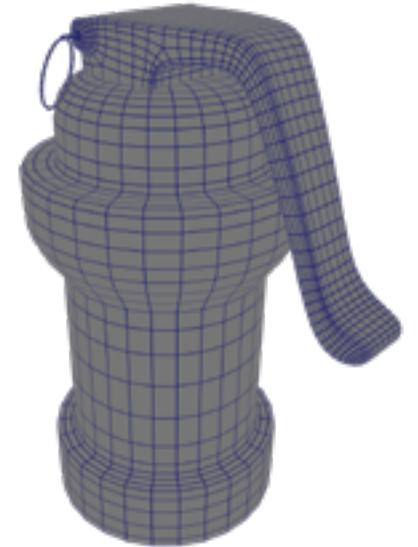
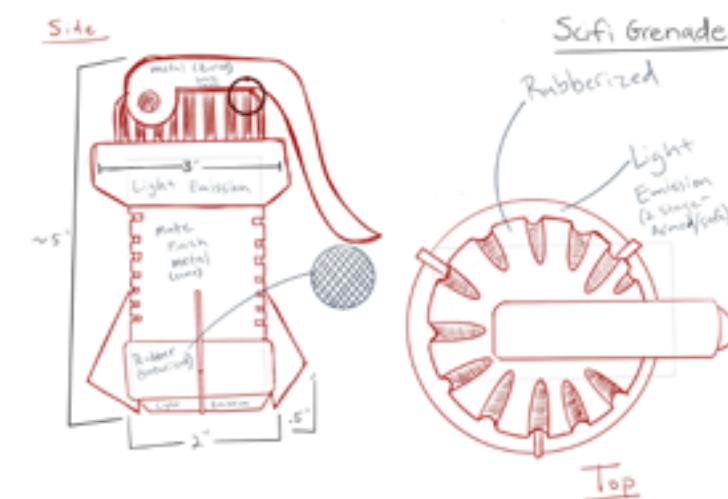
The Sci-Fi Helmet project was my first introduction to 3D game asset development. This process taught me how different developing assets for 3D modeling and animation was compared to the technical 3D design I do for my current profession. The skills I learned in this course sparked my imagination and ideas about how I will incorporate the skills into my professional work. This ideology makes me valuable to anyone looking for designers with extreme attention to detail and creativity. The Sci-Fi helmet HighPoly render was generated using Maya Arnold render tools and a custom background I made specif to showcase this asset. Accompanying the highpoly render is a snapshot of a lowpoly render taken from an animated playblast.



# Game Asset Sci-Fi Grenade



The Sci-Fi Grenade project is a game asset developed using the industry standard pipeline process for modeling, sculpting, texturing, and importing assets used for Unreal Engine 5.1. The Poster is a synopsis of each stage in the process and displays proficiency in 3D model design skills employed for AAA video game titles and cinematic animation films. Learning this process solidified my love for 3D modeling and my dedication to learning this in my free time.





## Environment Design PSR (The Yard)

This Unreal Engine environment was created by developing custom assets used to build a game level. The practices and principles of developing such an environment allow me to grow into cinematic animated projects, which is a goal of mine. Like every design project, this idea started as a conceptual idea and drawing inspired by reference resources. The tone of the game and the assets were refined and approved through peer review processes throughout the development of this project. This project enabled me to refine my 3D modeling skills while following the same pipeline process used throughout the industry.

