

JESSICA VAN ROOYEN

WEB DESIGN & NEW MEDIA

PORTFOLIO

WWW.JESSICAVR.COM

CAMPAIGNS



CASE STUDIES



FOOD LOVER'S MARKET

CAMPAIGN

(1/2)

PROJECT DESCRIPTION

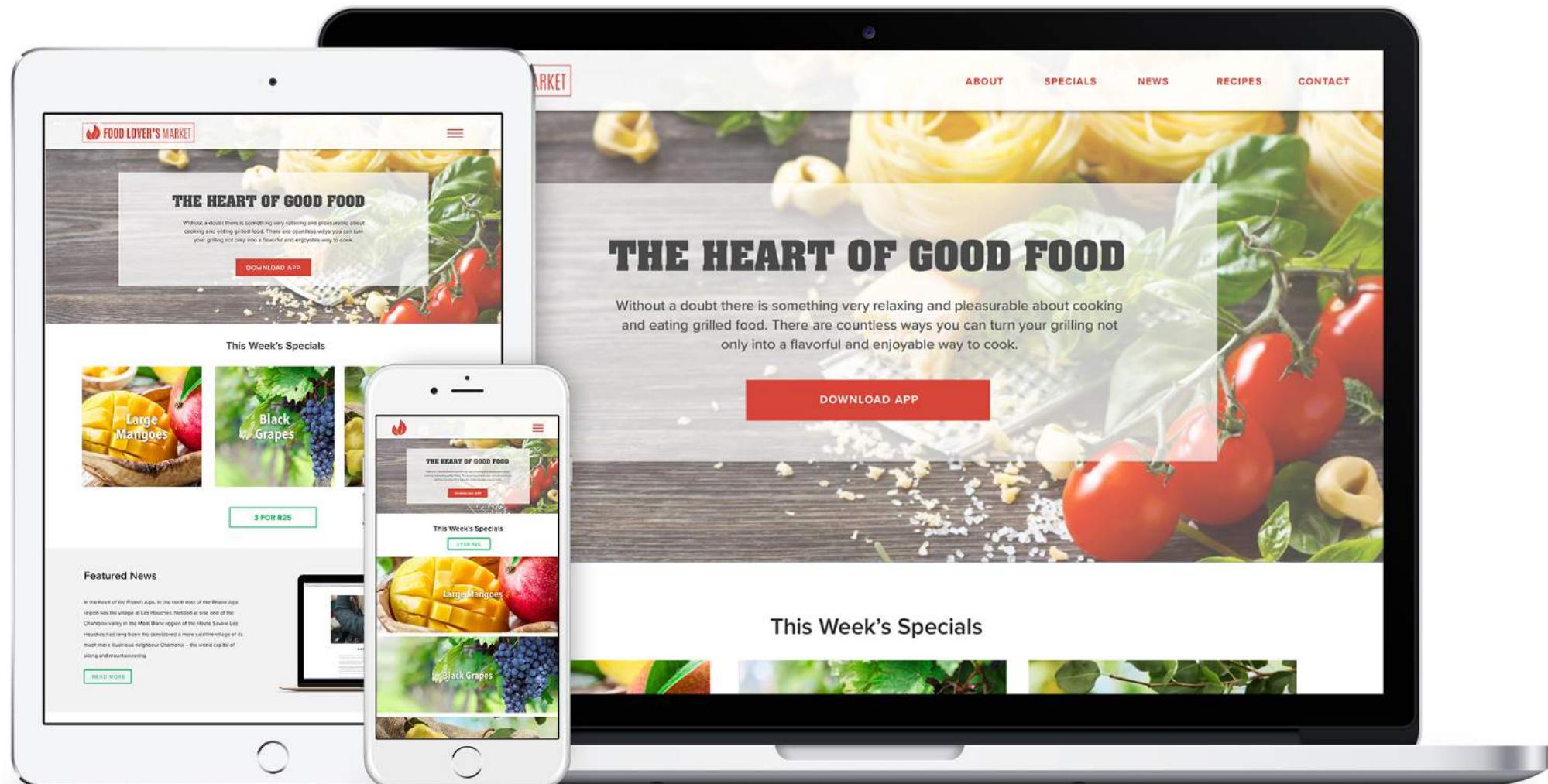
Complete Campaign for Food Lover's Market.
Logo design, responsive web, and mobile app
design.

SOFTWARE & EQUIPMENT

Sketch
Illustrator
Photoshop
InDesign

DOWNLOADS

[Case Study](#)
[App Prototype](#)

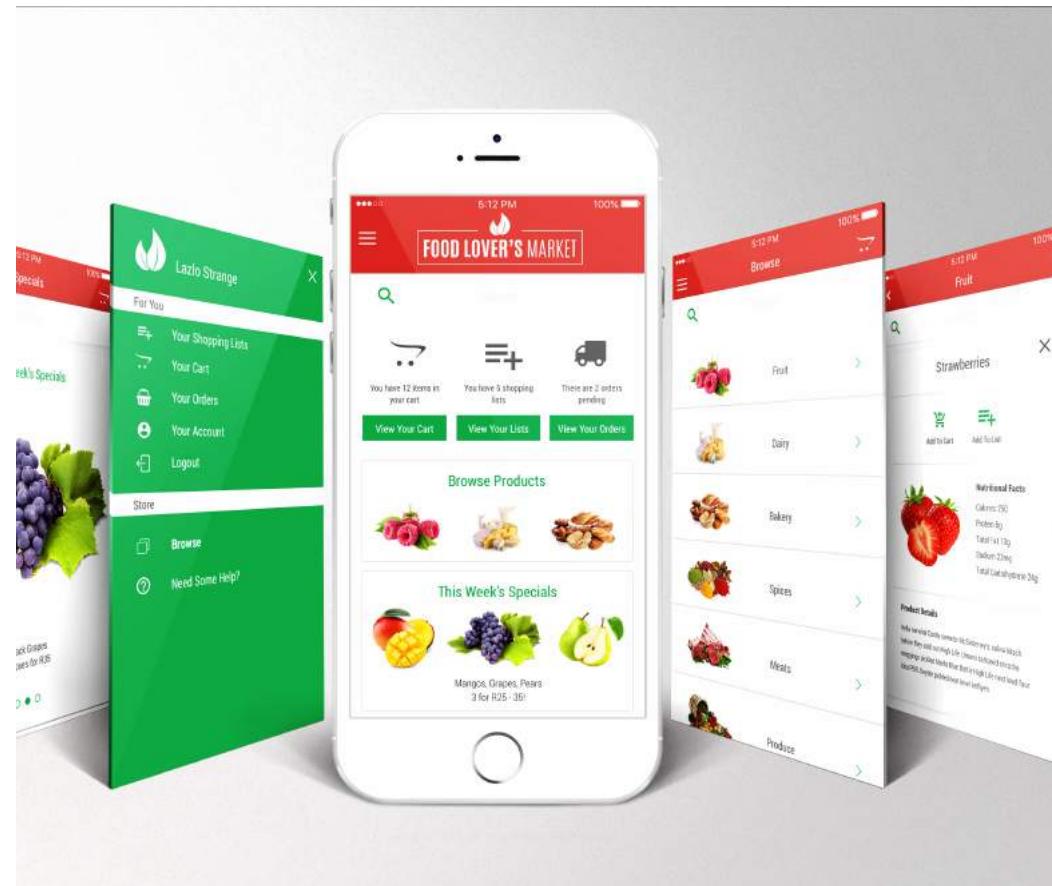




FOOD LOVER'S MARKET

CAMPAIGN

(2/2)

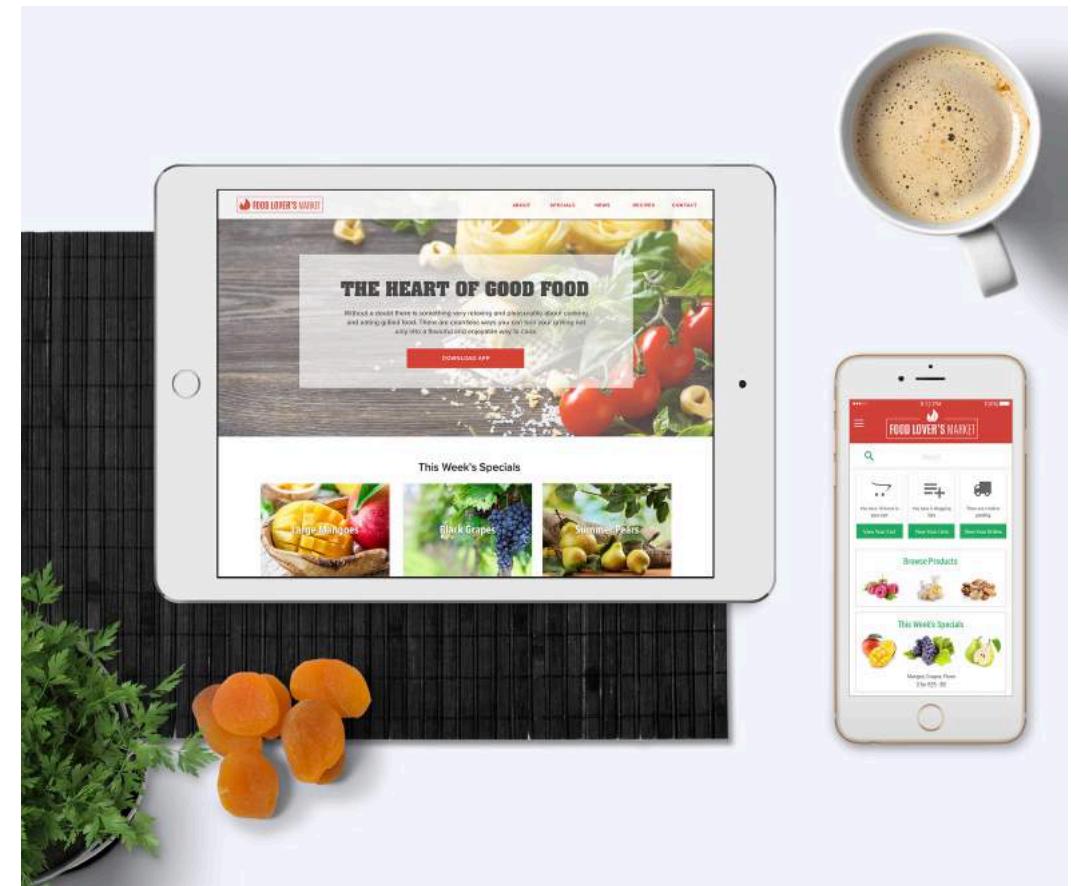


PROJECT DESCRIPTION

Complete Campaign for Food Lover's Market.
Logo design, responsive web, and mobile app
design.

SOFTWARE & EQUIPMENT

Sketch
Illustrator
Photoshop
InDesign





I LOVE COFFEE FESTIVAL

CAMPAIGN

(1/2)



PROJECT DESCRIPTION

I Love Coffee Festival campaign. Logo design, branding, responsive web, mobile app design.

SOFTWARE & EQUIPMENT

Sketch
Illustrator
Photoshop
InDesign

DOWNLOADS

[Case Study](#)





I LOVE COFFEE FESTIVAL

CAMPAIGN

(2/2)

PROJECT DESCRIPTION

I Love Coffee Festival campaign. Logo design, branding, responsive web, mobile app design.

SOFTWARE & EQUIPMENT

Sketch
Illustrator
Photoshop
InDesign



[Campaigns](#) // [Print](#) // [Web/Interactive](#) // [Motion/Video](#) // [Imaging & Photography](#)



ROZ MURPHY IDENTITY CAMPAIGN

CAMPAIGN

(1/2)

PROJECT DESCRIPTION

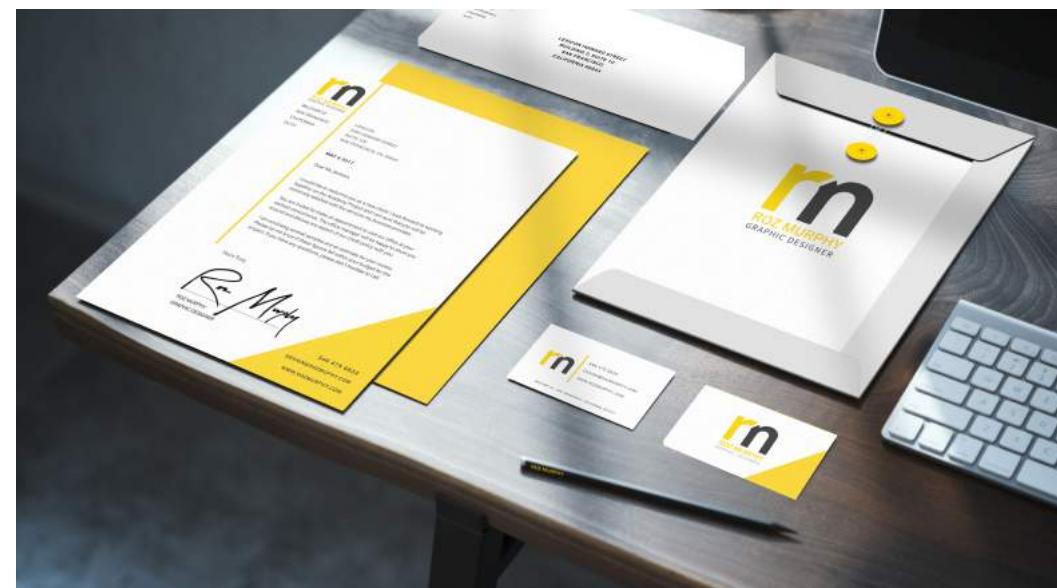
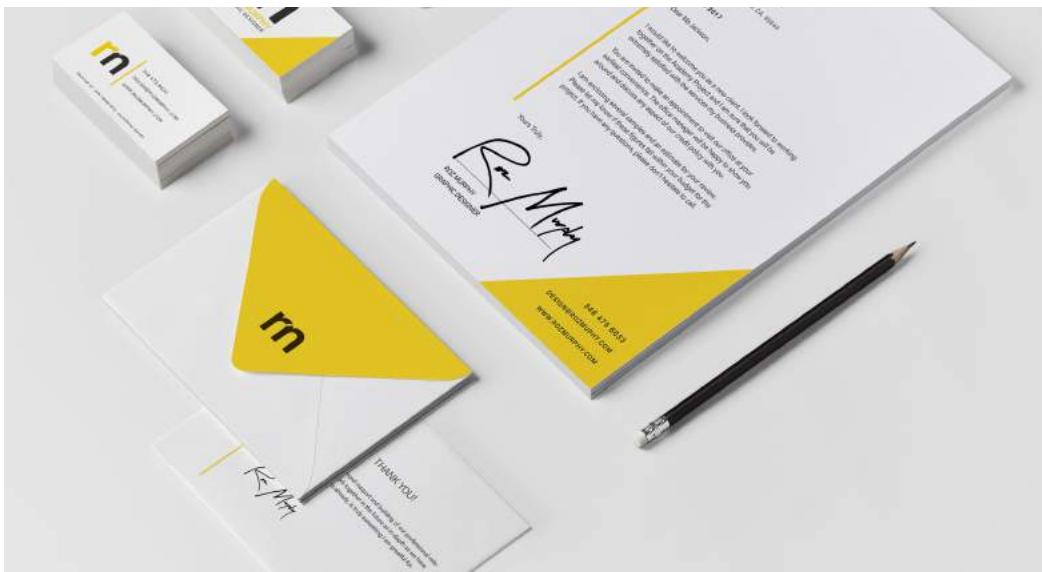
Complete Promotional Identity for Roz Murphy, a Graphic Designer.

SOFTWARE & EQUIPMENT

Sketch
Illustrator
Photoshop
InDesign

DOWNLOADS

[Case Study](#)



[Campaigns](#) // [Print](#) // [Web/Interactive](#) // [Motion/Video](#) // [Imaging & Photography](#)



ROZ MURPHY IDENTITY CAMPAIGN

CAMPAIGN

(2/2)

PROJECT DESCRIPTION

Complete Promotional Identity for Roz Murphy, a Graphic Designer.

SOFTWARE & EQUIPMENT

Sketch
Illustrator
Photoshop
InDesign



[Campaigns](#) // [Print](#) // [Web/Interactive](#) // [Motion/Video](#) // [Imaging & Photography](#)



POLOKWANE SPCA

CAMPAIGN

(1/2)

PROJECT DESCRIPTION

Complete campaign for Polokwane SPCA. Logo design, responsive and working website. Event posters and booklet with social media accounts.

SOFTWARE & LANGUAGES

Sketch
Illustrator
Photoshop
InDesign
Sublime Text
JavaScript
HTML & CSS
PHP
Wordpress

DOWNLOADS

[Case Study](#)
[Styleguide](#)
[Launch Website](#)





POLOKWANE SPCA

CAMPAIGN

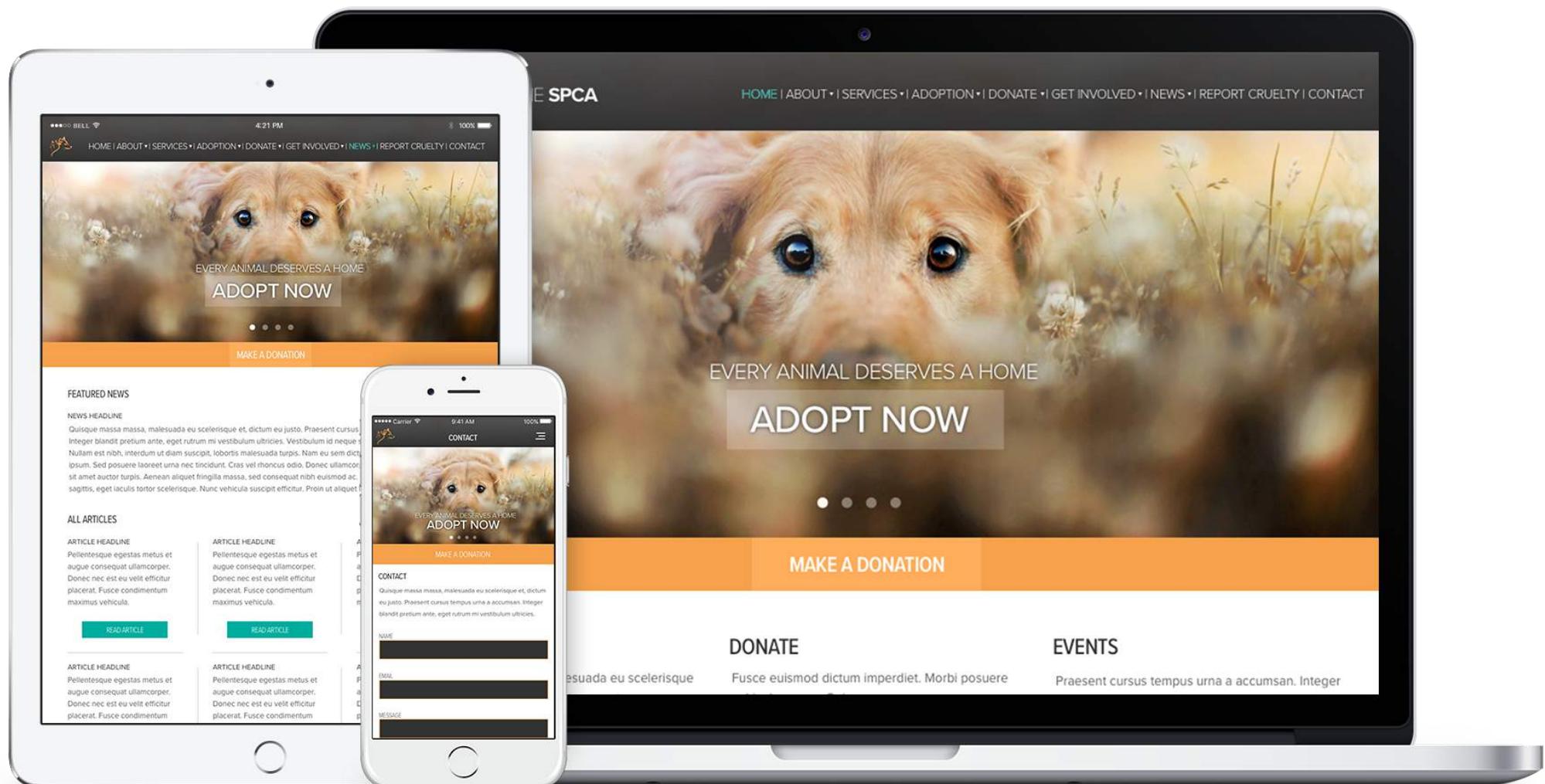
(2/2)

PROJECT DESCRIPTION

Complete campaign for Polokwae SPCA. Logo design, responsive and working website.

SOFTWARE & LANGUAGES

Sketch
Illustrator
Photoshop
InDesign
Sublime Text
JavaScript
HTML & CSS
PHP
Wordpress



TYPOGRAPHY



PRINT



A DESIGNER'S PROCESS JOURNAL

PRINT + TYPOGRAPHY
(1/2)

PROJECT DESCRIPTION

A book design on the process of graphic design and how you interpret philosophy, color, line, shape, type, and texture.

SOFTWARE & EQUIPMENT

InDesign
Photoshop
Procreate
iPad Pro
Apple Pencil

DOWNLOADS

[Designer Process Journal PDF](#)
[Designer Process Journal E-book](#)





A DESIGNER'S PROCESS JOURNAL

PRINT + TYPOGRAPHY

(2/2)



PROJECT DESCRIPTION

A book design on the process of graphic design and how you interpret philosophy, color, line, shape, type, and texture.

SOFTWARE & EQUIPMENT

InDesign
Photoshop
Procreate
iPad Pro
Apple Pencil





RELAXT TEA PACKAGING

PRINT

PROJECT DESCRIPTION

Package design for a tea brand called 'Relaxt'. Design and stage how it would be packaged, four flavors are required.

SOFTWARE & EQUIPMENT

Photoshop





COMPUTER ARTS MAGAZINE COVER

PRINT

PROJECT DESCRIPTION

Create a cover for the popular Computer Arts Magazine.

SOFTWARE & EQUIPMENT

Photoshop
Illustrator





THE HISTORY OF GRAPHIC DESIGN

TYPOGRAPHY



PROJECT DESCRIPTION

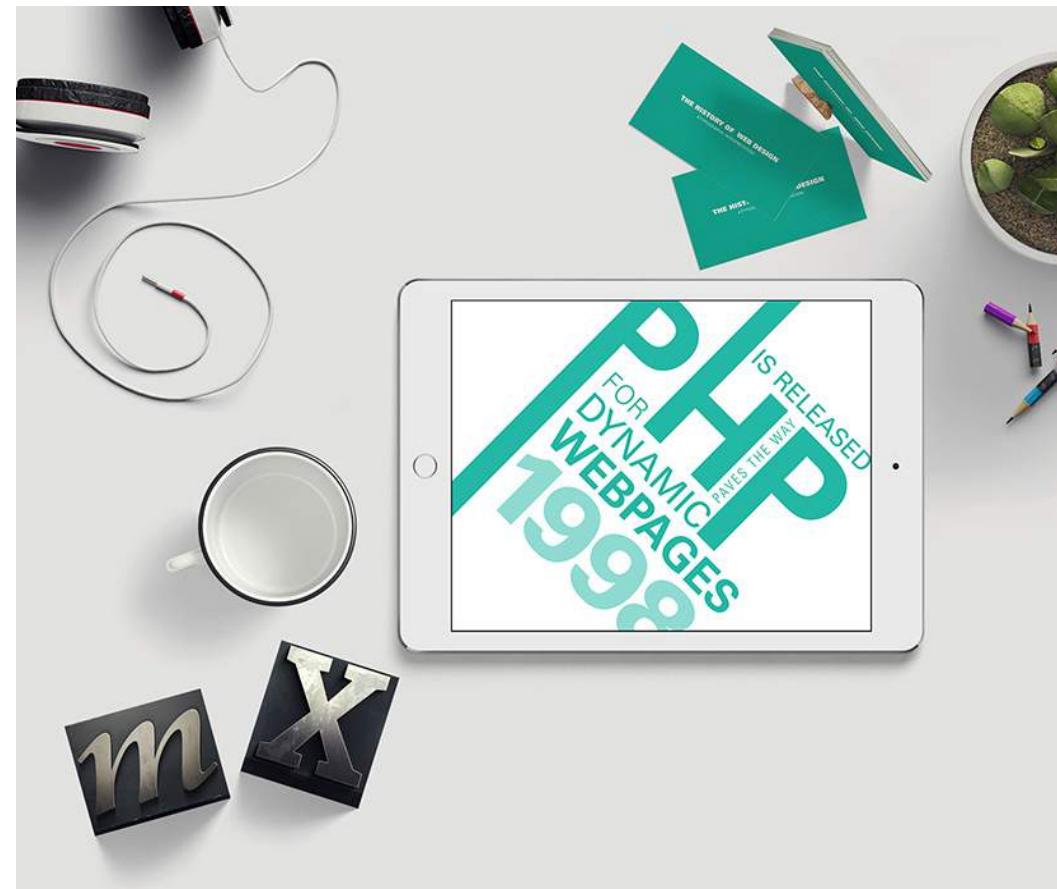
Use typography in service of a message. Design a digital booklet of eight pages centered on one central concept.

SOFTWARE & EQUIPMENT

Photoshop
Illustrator
InDesign

DOWNLOADS

[Green Booklet](#)
[Pink Booklet](#)
[Prototype](#)





TYPE CLASSIFICATION POSTERS

PRINT ± TYPOGRAPHY

(1/2)

PROJECT DESCRIPTION

Design three informational posters, each highlighting the differences in the type classifications. The posters should work together as a set, but each one will present and promote only one type category. Choose three from the list of the first eight Vox type classifications. Your solutions must be primarily typographic

SOFTWARE & EQUIPMENT

Illustrato
InDesign



TYPE CLASSIFICATION POSTERS

PRINT + TYPOGRAPHY

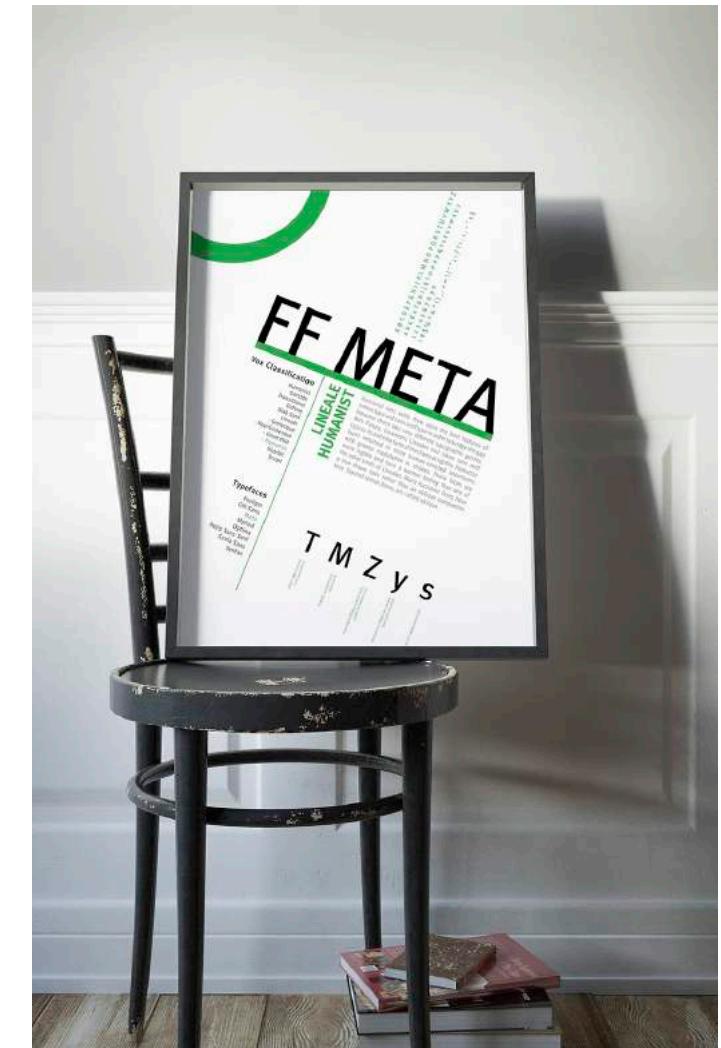
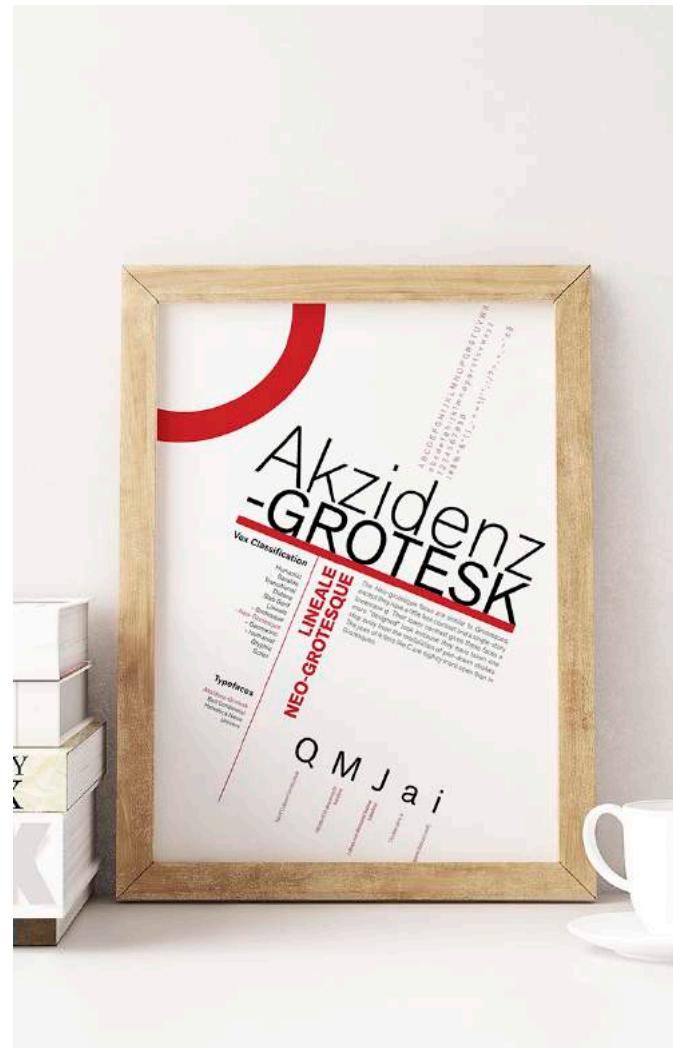
(2/2)

PROJECT DESCRIPTION

Design three informational posters, each highlighting the differences in the type classifications. The posters should work together as a set, but each one will present and promote only one type category. Choose three from the list of the first eight Vox type classifications. Your solutions must be primarily typographic

SOFTWARE & EQUIPMENT

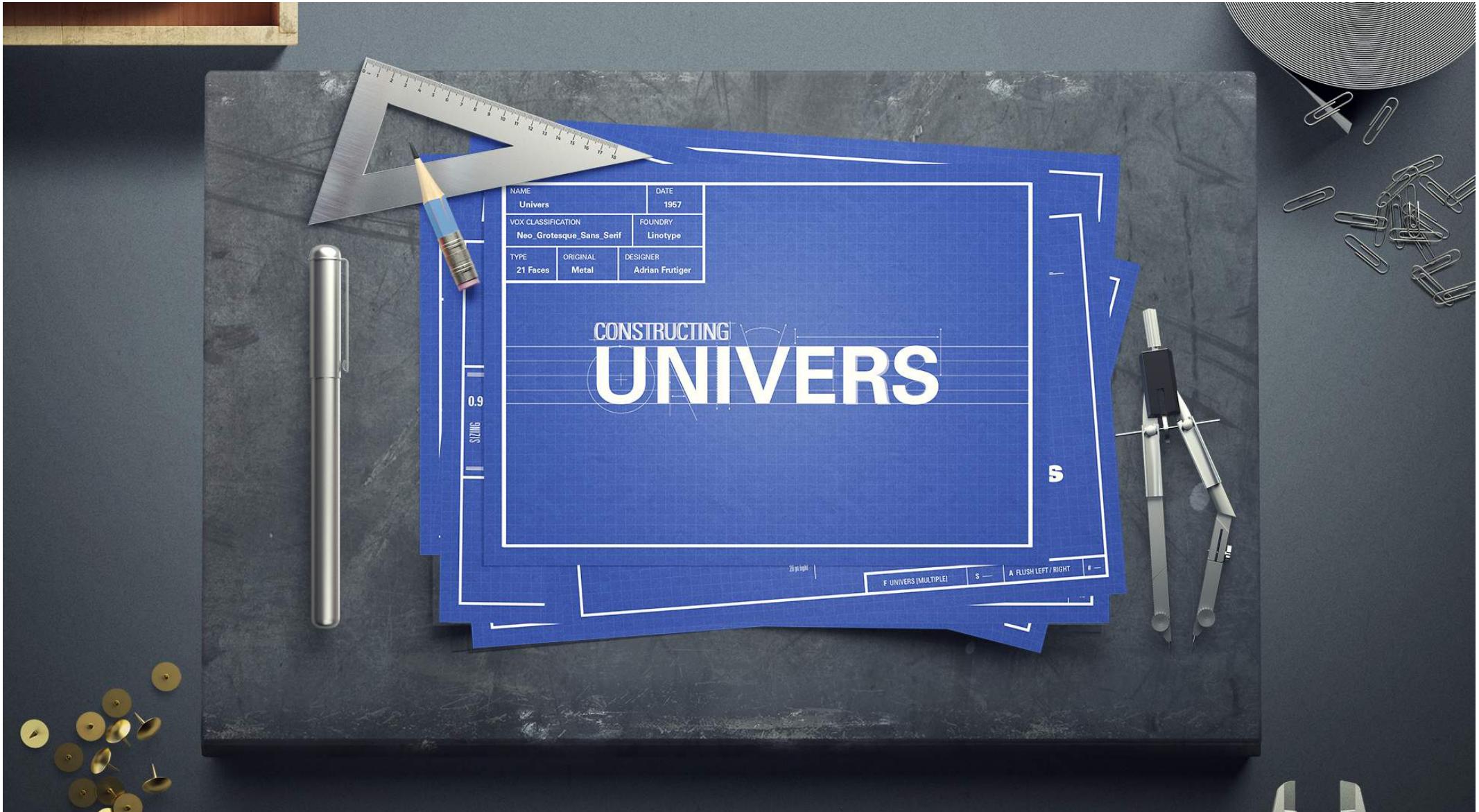
Illustrator
InDesign





TYPOGRAPHIC CARDSET

PRINT + TYPOGRAPHY
(1/3)



PROJECT DESCRIPTION

Create a typographic specimen card set. A type specimen is a visual display of the characteristics of a particular typeface. Create 8 - 10 individual cards and package them

SOFTWARE & EQUIPMENT

Photoshop
Illustrator
InDesign

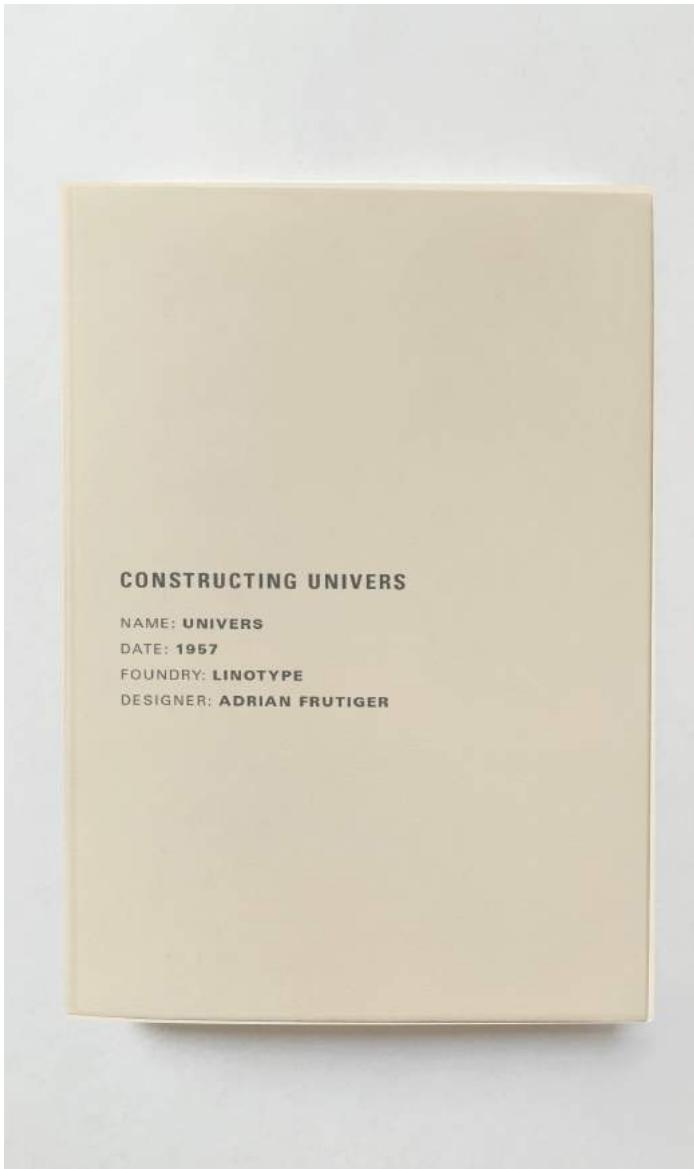
DOWNLOADS

[Cardset](#)



TYPOGRAPHIC CARDSET

PRINT + TYPOGRAPHY
(2/3)



PROJECT DESCRIPTION

Create a typographic specimen card set. A type specimen is a visual display of the characteristics of a particular typeface. Create 8 - 10 individual cards and package them

SOFTWARE & EQUIPMENT

Photoshop
Illustrator
InDesign

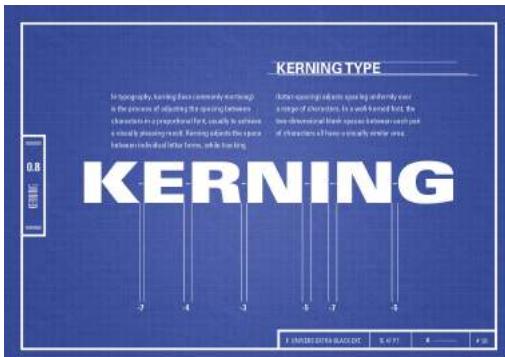
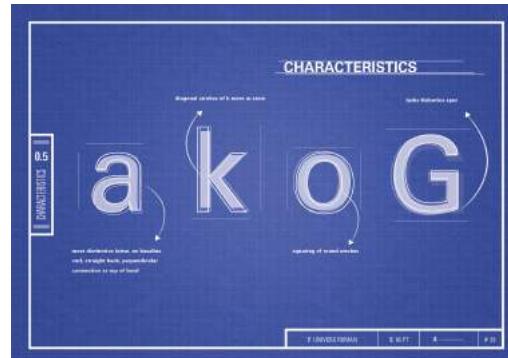
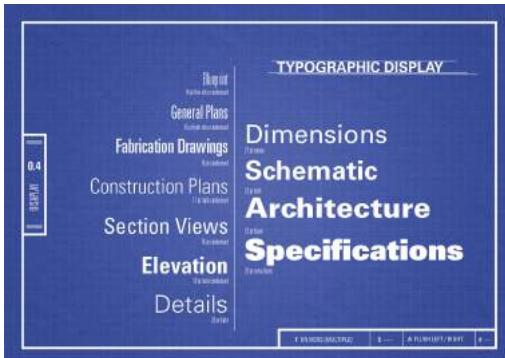
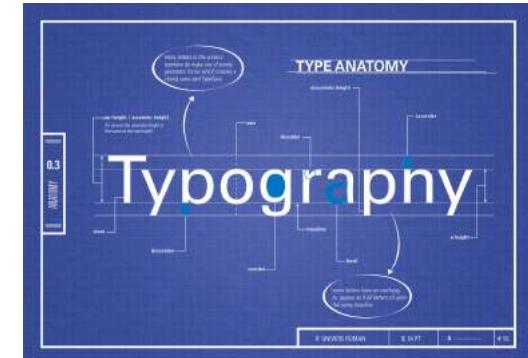
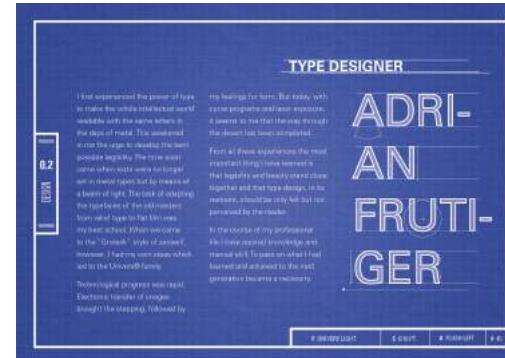
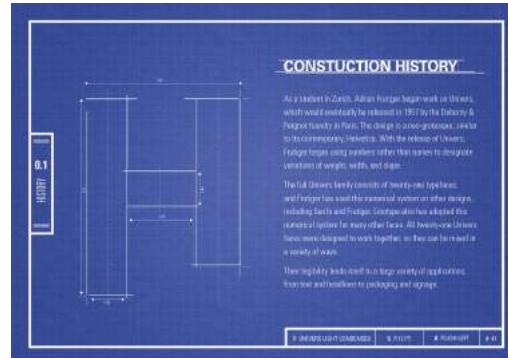
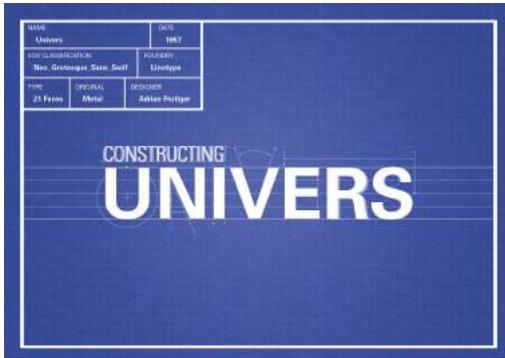




TYPOGRAPHIC CARDSET

PRINT + TYPOGRAPHY

(3/3)





TYPOGRAPHY BOOK & WEB DESIGN

PRINT + TYPOGRAPHY

PROJECT DESCRIPTION

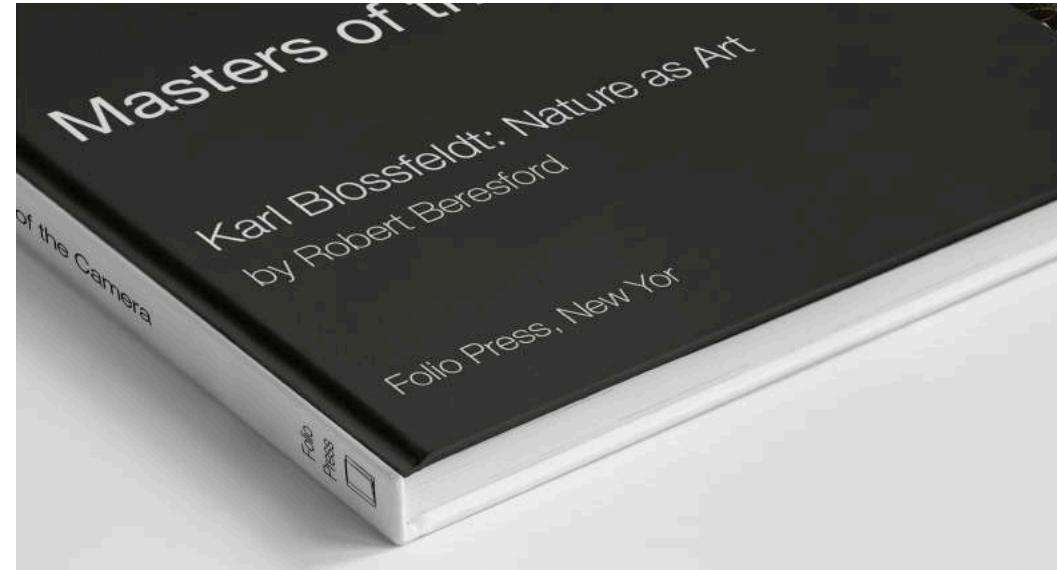
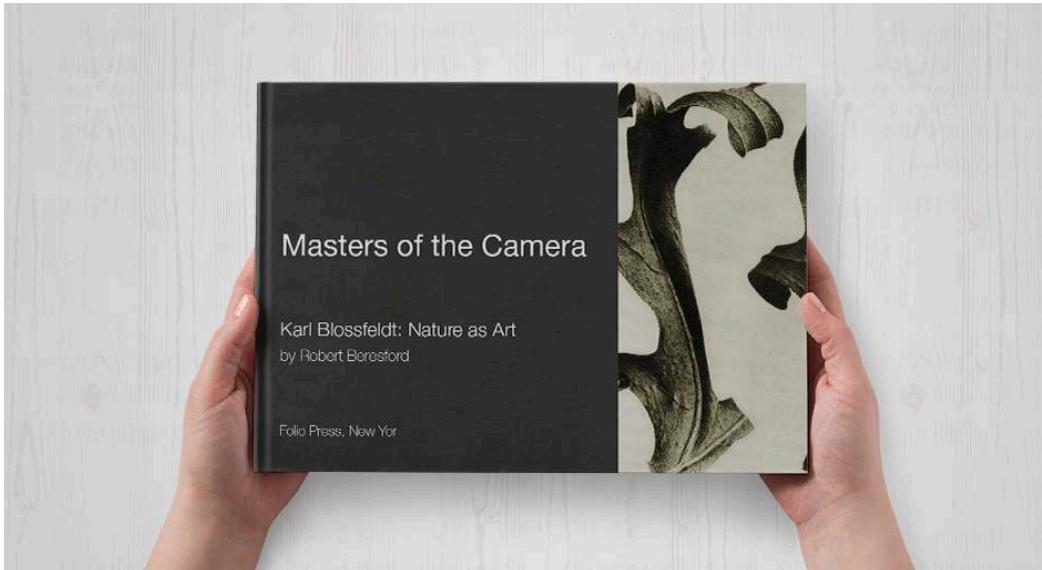
Sample setting design for a photography book by Karl Blossfeldt. Integrate type, images, and grid across multiple pages.

SOFTWARE & EQUIPMENT

InDesign
Sketch

DOWNLOADS

[Book PDF](#)



WEB



INTERACTIVE



HONEST AD

WEB + IMAGING



PROJECT DESCRIPTION

Product design for a company. Honest Chocolate – A small independent manufacturer of organic chocolates.

SOFTWARE & LANGUAGES

Atom
HTML & CSS
JavaScript

DOWNLOADS

[Launch Website](#)



[Campaigns](#) // [Print](#) // [Web/Interactive](#) // [Motion/Video](#) // [Imaging & Photography](#)



WHAT IS COLOR

WEB

PROJECT DESCRIPTION

Design and code a website for the IBM "What Is Color" section.

SOFTWARE & LANGUAGES

Atom
HTML & CSS
JavaScript

DOWNLOADS

[Launch Website](#)





WEATHER IPHONE APPLICATION

INTERACTIVE

PROJECT DESCRIPTION

Create an iPhone application in Xcode using the swift language.

SOFTWARE & LANGUAGES

Swift
Xcode

DOWNLOADS

[Have A Look](#)



MOTION GRAPHICS



VIDEO



GUI/HUD INTERFACE

MOTION GRAPHICS

PROJECT DESCRIPTION

Create a GUI/HUD for a futuristic application.

SOFTWARE

Illustrator
After Effects
Partical

VIDEO

[Eola GUI/HUD Sequence](#)





EOLA DREAM SEQUENCE

MOTION GRAPHICS + VIDEO

PROJECT DESCRIPTION

Create a GUI/HUD for a futuristic application.
Implement a live action scene of the app in use.

SOFTWARE & EQUIPMENT

Photoshop
After Effects
Premier Pro
Canon EOS 600D

VIDEO

[Eola Dream Sequence - Live Action](#)



[Campaigns](#) // [Print](#) // [Web/Interactive](#) // [Motion/Video](#) // [Imaging & Photography](#)



DRUMMER DOCUMENTARY

VIDEO

PROJECT DESCRIPTION

Stage and film a short documentary on any topic of choice.

SOFTWARE & EQUIPMENT

Final Cut Pro

VIDEO

[Watch The Documentary](#)



DIGITAL IMAGING



PHOTOGRAPHY



I, ROBOT

DIGITAL IMAGING

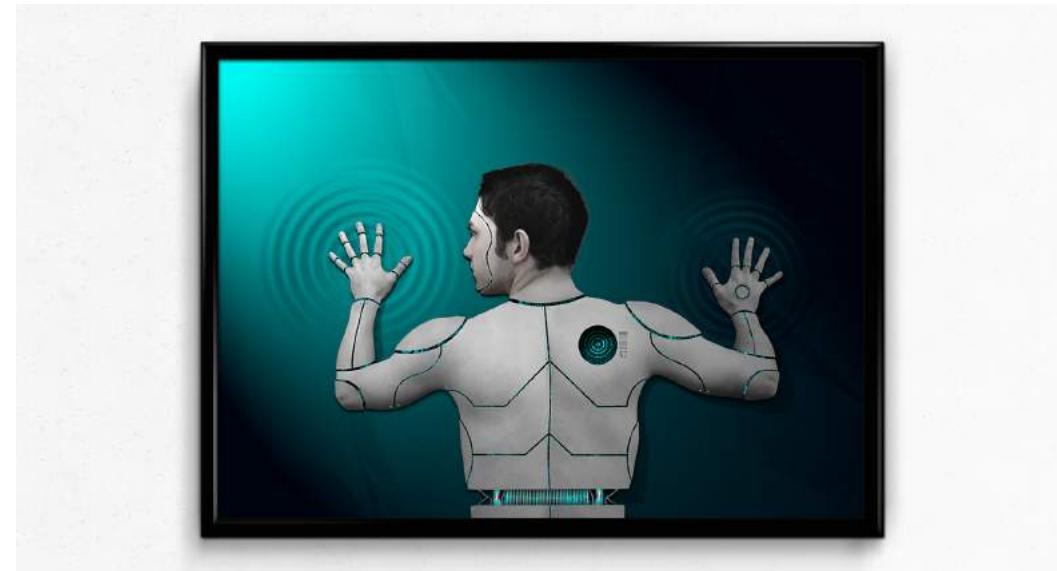
PROJECT DESCRIPTION

Create an image of a human that is a cross between robotic and organic parts.

SOFTWARE & EQUIPMENT

Photoshop

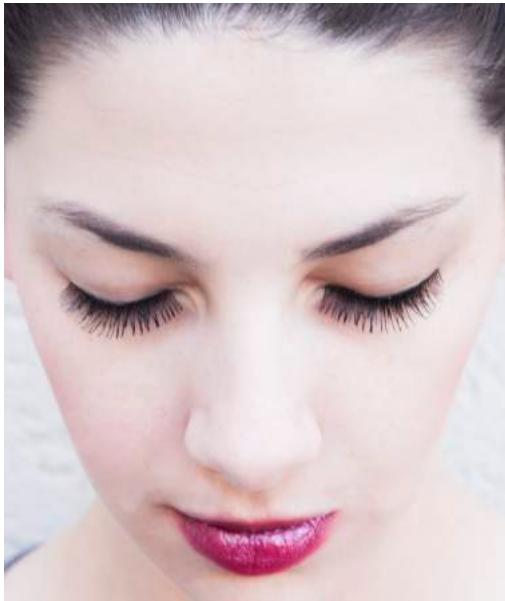
Canon EOS 600D





LANCOME POSTER

DIGITAL IMAGING + PHOTOGRAPHY



PROJECT DESCRIPTION

Create a poster for a company of your choice.

SOFTWARE & EQUIPMENT

Photoshop
Canon EOS 600D





NEW ADVENTURES IN ARCHITECTURE

DIGITAL IMAGING + PHOTOGRAPHY

PROJECT DESCRIPTION

Design an e-brochure exploring new avenues in architecture. The goal is to create a fully designed and web ready multi-page document with type and photography.

SOFTWARE & EQUIPMENT

Photoshop
InDesign
Canon EOS 600D

DOWNLOADS

[E-Brochure PDF](#)
[E-Brochure \(epub\)](#)
[Prototype](#)





OUTDOOR PORTRAITS

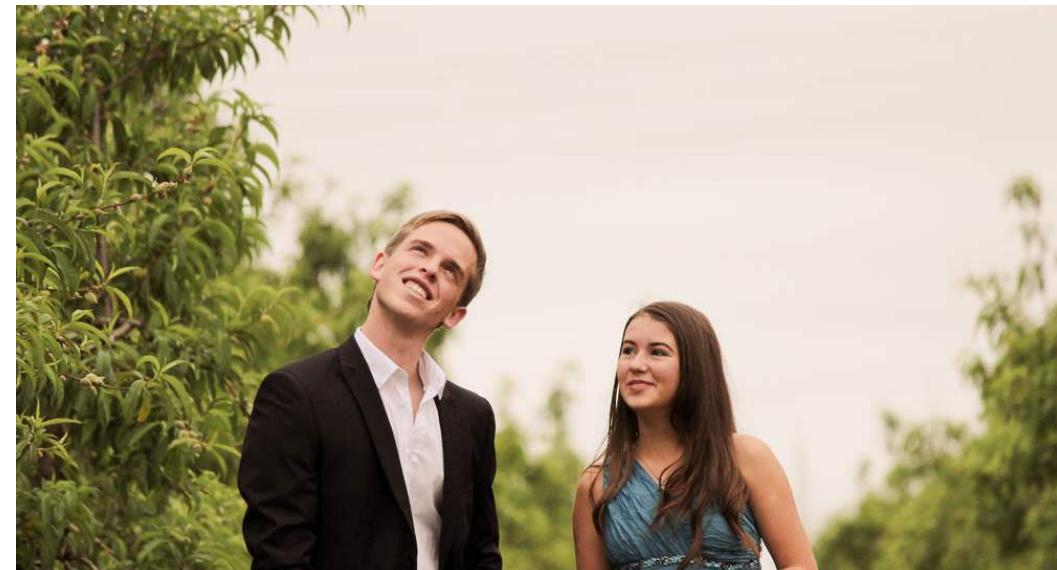
PHOTOGRAPHY

PROJECT DESCRIPTION

Outdoor portrait photography.

SOFTWARE & EQUIPMENT

Canon EOS 600D





PHOTOGRAPHY COLLECTION

PHOTOGRAPHY

(1/2)

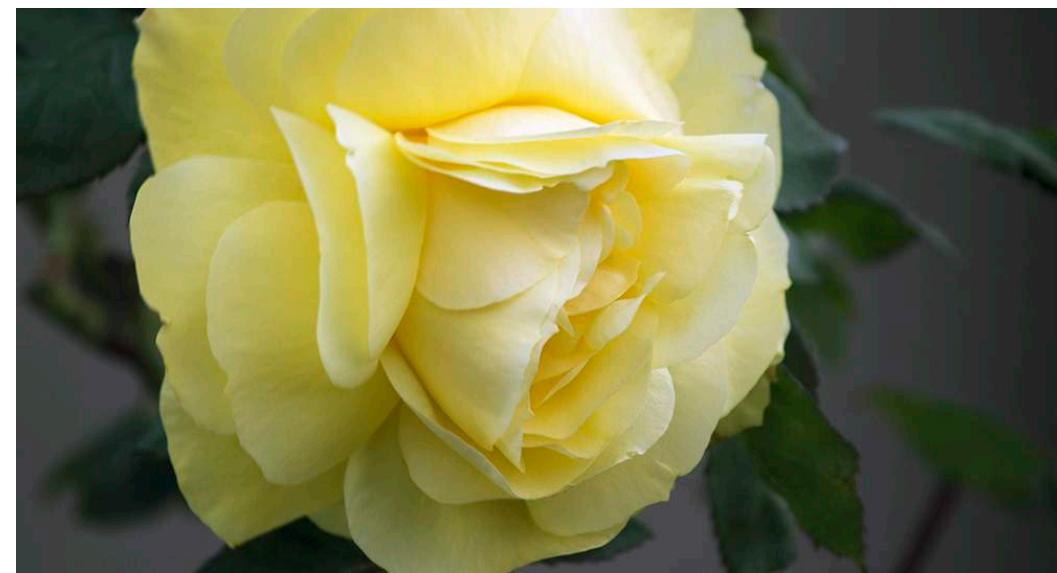


PROJECT DESCRIPTION

Nature, Roses, and Landscape photography.

SOFTWARE & EQUIPMENT

Photoshop
Canon EOS 600D





PHOTOGRAPHY COLLECTION

PHOTOGRAPHY

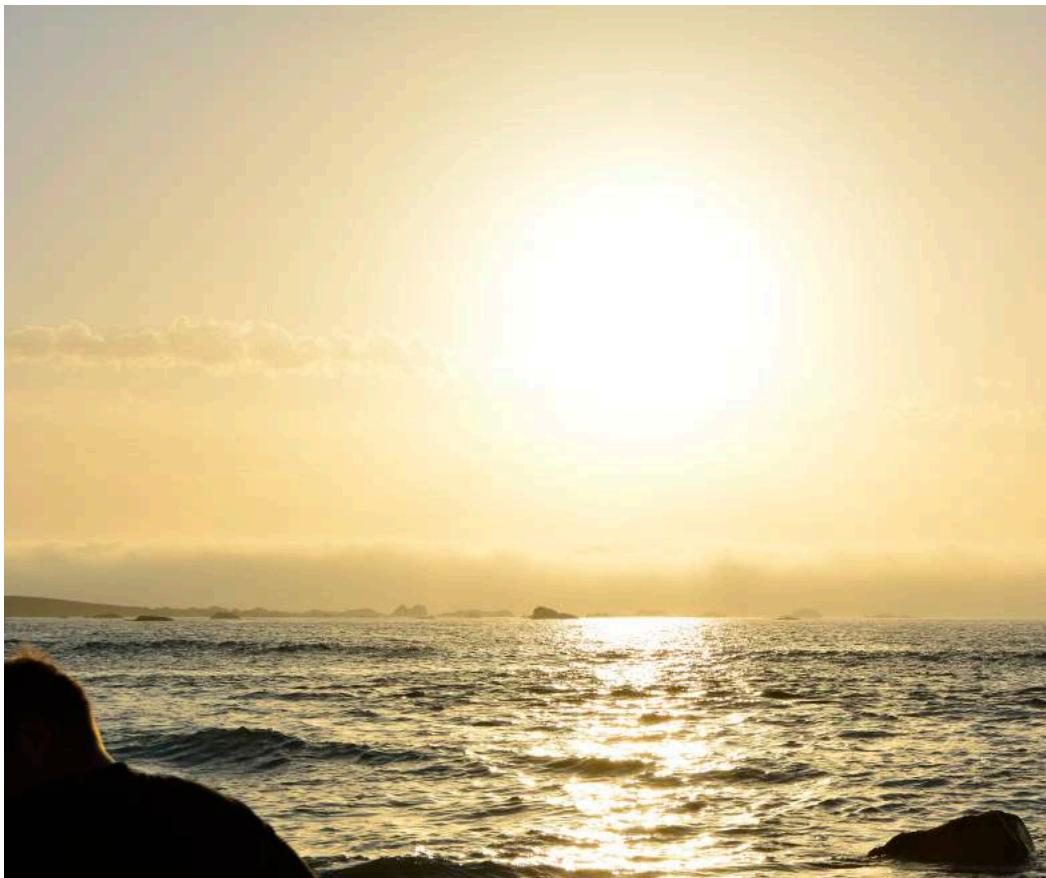
(2/2)

PROJECT DESCRIPTION

Nature, Roses, and Landscape photography.

SOFTWARE & EQUIPMENT

Photoshop
Canon EOS 600D





A DROP OF COLOR

PHOTOGRAPHY

PROJECT DESCRIPTION

Photograph a series of images to display as a unified image/images.

SOFTWARE & EQUIPMENT

Photoshop
Canon EOS 600D



Campaigns // Print // Web/Interactive // Motion/Video // Imaging & Photography



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WEB DESIGN & NEW MEDIA

THANK YOU