



CHRISTINA GOHMAN

MARKETING GRAPHIC DESIGN

PORTFOLIO TEASERS

CATALOG

EDITORIAL

EMAIL CAMPAIGN

MOCKS - GIVE AWAYS

POSTERS (PROP)

SOCIAL MEDIA

IDENTITY

web portfolio:

christinagohman.com



Color • Fonts • Grids • oh my!



*“Creativity
is just
connecting
things”*

- Steve Jobs

DONNY OSMOND HOME / CATALOG



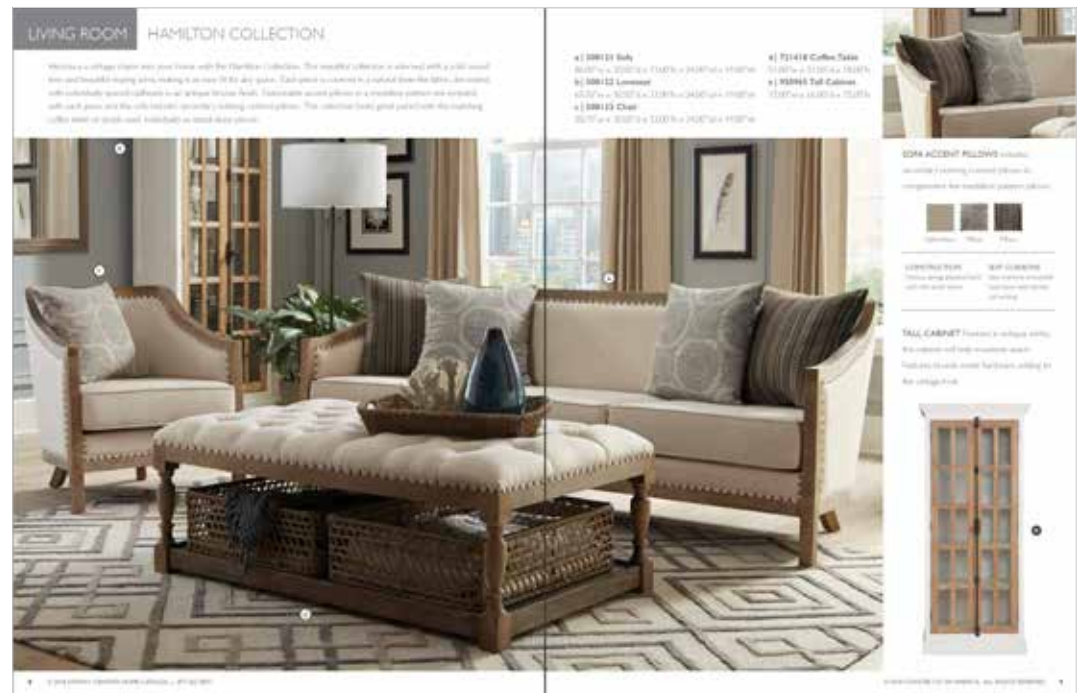
Shown: DOH Furniture Catalog

Media: Print, web

Application: InDesign, Photoshop, Automator, Dreamweaver, ISSUU

Development: Layout aesthetic; content building; callouts; defining visual navigation for the reader; photo adjustment; vector masking; print and web conversion

Highlights: Donny Osmond himself expressed his gratitude to me personally for the vision created that represents his brand. He hugged me!



SCOTT LIVING FURNITURE / CATALOG



Shown: Scott Living (SL) Furniture Catalog

Media: Print, web

Application: InDesign, Photoshop, Illustrator, Automator, Dreamweaver, ISSUU

Development: Layout aesthetic and developing working files; complying with the evolving new entity of SBG. Keeping in compliance with branding system as the main licensee. Icon development and style sheets.

Highlights: Scott Brothers Global 2019 Summit Attendee

HEMET COLLECTION

LIVING ROOM

- Elegant double cushion shelter arm styling with tufted detailing on the inside of the back cushions
- Seating is fully reversible
- Adorable faux fur fuzzy pillows are included as shown
- Crystal clear acrylic legs open up the space by giving the sofas an appearance that they're floating
- Fully encased wooden frame
- Kiln dried hardwood frame
- Pocket coil seating
- Sinuous spring seat deck

STATIONARY SOFA COLLECTIONS

UPHOLSTERY GROUP COMPOSITION

COLOR: LIGHT GREY

UPHOLSTERY: SHIMMERY WOVEN

LEG FINISH: CLEAR ACRYLIC

ASSEMBLY TYPE: KD LEGS

Light grey woven upholstery

A. 506211 Sofa
86.50" w x 35.00" d x 31.50" h
Seat 23.00" d x 20.00" h

B. 506212 Loveseat
63.00" w x 35.00" d x 31.50" h
Seat 23.00" d x 20.00" h

C. 506213 Chair
37.50" w x 35.00" d x 31.50" h
Seat 23.00" d x 20.00" h

D. 705787 End Table
23.50" d x 23.50" h

E. 705788 Coffee Table
39.25" d x 18.75" h

PRODUCT HIGHLIGHTS

CUSHIONS:
Seat: Reversible
Back: Attached

SINOUS SPRING SEAT & BACK:
Allows for sleek and sturdy construction

POCKET COILED SPRINGS: Spring base construction for comfort and durability

ACCENT PILLOWS INCLUDED:
2 sofa pillows, 2 loveseat pillows, 1 chair pillow

Adorable faux fur fuzzy pillow included!

Seating is fully reversible!

Acrylic legs for the illusion of extra space.

Defining styles for fonts and numbers

Icons & Vectors! Playing with points and angles and curves *Oh My!*

look at me! I'm an orphan!

Clipping Mask created in any platforms: Photoshop, Illustrator, InDesign

Pull quotes or a version of the descriptive to tease the audience

FAVORITE FONT:
Calibri



The Chaviano Collection

Create a cozy, liveable, and welcoming haven in your living room space with this contemporary style low profile upholstery sofa collection. Deep button tufting, pearled breathable material accented with chrome legs and heavy duty chrome doorknocker handles make quite the impression. The ottoman has quilted detailing as a decorative feature.



7 NATIONWIDE WAREHOUSE LOCATIONS
LOS ANGELES | SAN FRANCISCO | CHICAGO
DALLAS | ATLANTA | FLORIDA | NEW JERSEY

COASTER COMPANY OF AMERICA
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f t i p y



PLEASE JOIN US AT

highpoint MARKET

the world's home for home furnishings

APRIL 21 APRIL 22 APRIL 23 APRIL 24 APRIL 25 APRIL 26

6 DAYS OF HIGHPOINT

- DAY 1** Get an exclusive peek of our newest furniture, colors, patterns & styles.
- DAY 2** Wander through a new visual experience with Contemporary Coaster.
- DAY 3** Get insight into our Mix Container program and how you can benefit.
- DAY 4** Stop by to visit Generations by Coaster. Explore what collection fits you!
- DAY 5** It's the perfect day to leisurely travel through all of Coaster's 5 showroom floors.
- DAY 6** Coaster representatives will be available to assist you with any questions.

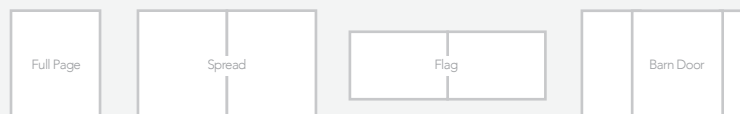


Shown: Editorial

Application: InDesign, Photoshop, Illustrator

Media: Print: Furniture Today, Home Accents Today, Kids Today, Rent to Own, RTOHQ, APRO, TRIB, FMG, Furniture First

Development: Conveying promos or market show announcements for Las Vegas and Hight Point Markets. Media consists of full pages, spreads, flags, and barn door ads.



PRINT CAMPAIGN / PROP 65

Coaster Co. of America
12928 Sandoval Street
Santa Fe Springs
California, 90670

Learn About California's Prop 65

Industry Standard Packaging

Drawer Glides/Anti-Tip Facts

Please TAKE A BROCHURE

We're on Social
Follow us on the web! www.coastercompany.com

COASTER®
Fine Furniture

COASTER®
Fine Furniture

Where can I find this information?

Label example indicating Coaster is TSCA Title VI compliant.

Adhered to the furniture piece
Affixed to the packaging carton
You can find the chemicals listed for each item on CCA.

COASTER connect

Learn About California's Prop 65

1 PROP 65

2 Package Integrity

3 Anchor & Anti-Tip Facts

Learn about

email: qa@coasteramer.com
web: <https://www.p65warnings.ca.gov>

Shown: Prop 65 Campaign

Media: Print, web

Application: InDesign, Photoshop, Illustrator, ISSUU

Development: The objective was to create a fun and engaging visual informational brochure and poster for a complex topic. Explored visual engagement to take the viewer on a tour.

COASTER®
Fine Furniture

Los Angeles | San Francisco | Texas | Chicago | Atlanta | Florida | New Jersey

Learn About California's Prop 65 Industry Standard Packaging Drawer Glides/Anti-Tip Facts

ABOUT COASTER and PROP 65

Coaster is a California based company that distributes products nationwide. Most of Coaster's items are labeled with a warning from the State of California. These labels were placed on our products in order to comply with California's Safe Drinking Water and Toxic Enforcement Act of 1986, better known as Prop 65. At Coaster we are confident our products are not harmful, and also compliant with the California law. All products shipped across the US will have these warning labels.

"All Coaster items are within formaldehyde emission's safe harbor level."

Coaster Prop 65 Warning Guidelines

In compliance with California's Proposition 65 and as of August 30th, 2018, Coaster will continue marking packaged products following the new warning guidelines.

California's Proposition 65 Law requires we list one chemical from the list of chemicals that cause birth defects and one chemical that will cause cancer. Coaster's warning label for each item will contain one chemical that belongs on both lists.

Where can I find this information?

Label example indicating Coaster is TSCA Title VI compliant.

Adhered to the furniture piece
Affixed to the packaging carton
You can find the chemicals listed for each item on CCA.

COASTER connect

What is Formaldehyde?

Formaldehyde is a respiratory irritant and is classified as being "carcinogenic to humans".

Where is Formaldehyde found?

Formaldehyde is found in manufactured wood products used as building materials and adhesives (glue).

Formaldehyde meets Furniture?

Why am I being warned about potential exposure to formaldehyde in furniture products?

Formaldehyde is a colorless and flammable gas with a strong smell. It is released into the air from some furniture products.

Formaldehyde is used in making resins that are used in adhesives for some composite wood products that are used to manufacture furniture.

Formaldehyde is found in some paints, lacquers, and finishes used to manufacture wood furniture.

QUESTIONS & ANSWERS

Q What is SB-1019 Compliance?

A Requires labeling of upholstered furniture to disclose the presence or absence of flame retardant chemicals on furniture labels.

Q What is TB117-2013 Compliance?

A Mandates furniture to meet certain safety standards for the flammability of upholstered furniture in California. Coaster meets all safe harbor laws.

Q What is TSCA Title VI Compliance?

A Stands for "Toxic Substances Control Act." US law that regulates the introduction of new or already existing chemicals such as formaldehyde.

Our products do not contain fire retardants such as TB117-2013.

Our products fall within the safe harbor level.

Did You Know??

Not only do we test the entire product for formaldehyde, Coaster also tests all products for the following:

- Phthalates A huge class of chemicals, several of which have shown to have negative health impacts.
- Lead Lead is a highly toxic metal and a very strong poison. Lead poisoning is a serious and sometimes fatal condition.
- Fire Retardant Chemicals Adults, and especially young children, are particularly susceptible to the toxicity of flame retardant chemicals.

All Coaster products have been CARB compliant for many years at the state level. All Coaster products are also TSCA Title VI compliant at a Federal level. All Coaster items are tested and within formaldehyde emission's safe harbor levels. Coaster products are also free from phthalates, lead, and fire retardant chemicals.

SB-1019 Compliant
TB117-2013 Compliant
See Q & A for more details.

PACKAGE "INTEGRITY"

Beginning 2019 all Coaster items will be switching over from ISTA-1A to ISTA-2C testing. This ensures higher standards in evaluating the performance of a packaged product.

This process is accomplished by subjecting samples to a variety of tests such as impact, vibration, and altitude. These tests replicate real life experiences that are encountered in various distribution cycles.

Benefits include:

- Package Failure
- Maximizing protection
- Decreasing returns due to damaged packages
- Easier package handling

impact

The impact we test the burst strength that indicates the box's ability to withstand external or internal forces.

vibration

The vibration tests show the main factors affecting compression of the box caused by shock and vibration during transport.

altitude

An altitude test simulates the freefall of the package on its corners, edges, and surfaces dropped from a defined height.

ANTI-TIP

Case pieces under 30" tall

Under drawer glides: tested to not tip over at 50lbs
Metal side extension glides: tested to not tip at 60 lbs
Kenlin glides are also metal

ANCHOR FOR PROTECTION

Installation of Anchor Kit is Required Included in our product 30" tall

To help avoid the item tipping over: Place heaviest items in the lowest drawers.

Do not set TVs or other heavy objects on top of the product unless specifically designed to do so.

Never allow children to climb from or hang on drawers, doors or shelves.

Never open more than one drawer at a time.

Do not alter or remove any drawer glide system.

Use of tip-over restraints may reduce, but not completely eliminate the risk of tip-over.

CHILD SAFETY

CLIMBING MAY RESULT IN SERIOUS INJURY

We're on Social
Follow us on the web! www.coastercompany.com

For more information:
email: qa@coasteramer.com
web: <https://www.p65warnings.ca.gov>

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12928 Sandoval Street
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Santa Fe Springs
California, 90670

DIGITAL CAMPAIGNS

Shown: Web Media and Email Campaigns

Media: Web: web slides, e-blast

Application: Photoshop, InDesign, Dreamweaver, Mailchimp, ISSUU

Development: Create a visual story to guide the audience to engage in a playful and energetic story.

Side note: Sometimes there are goofs or information to be presented which allows the opportunity to allure the audience into the message.

*"Goofs" are brilliant. "Goofs" are remembered.
"Goofs" help to create identification!
- C.Gohman :)*



MOCK-UPS / GIVE-AWAYS

Shown: Toki character and Coaster logo patterns

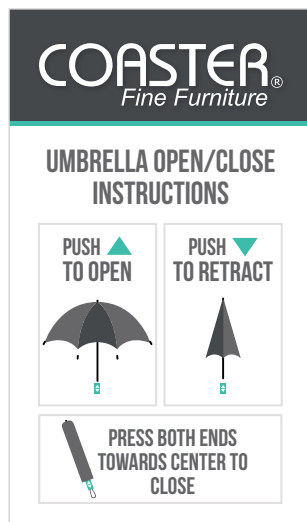
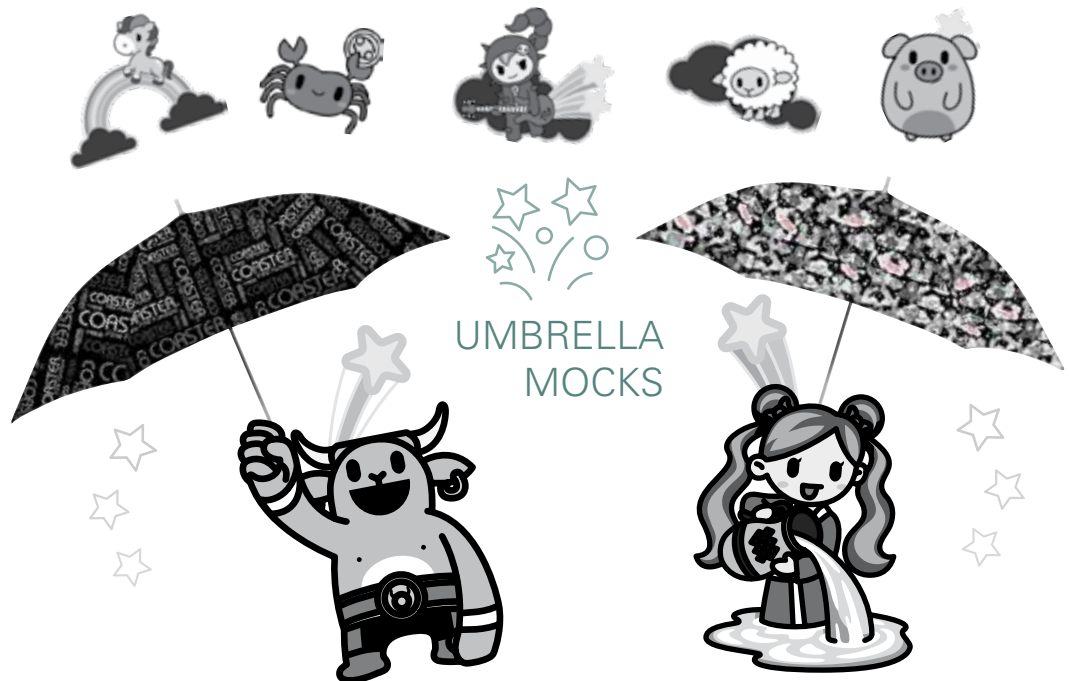
Give-Away Campaign for Las Vegas and High Point Market Shows

Media: Print, web

Application: Illustrator, Photoshop

Development: Worked with a freelance artist to create and manipulate characters. Developed an array of patterns in Illustrator to be displayed on “giveaways” such as recycled bags, umbrellas, and other media.

Created mocks and hang tags. *Samples available.*

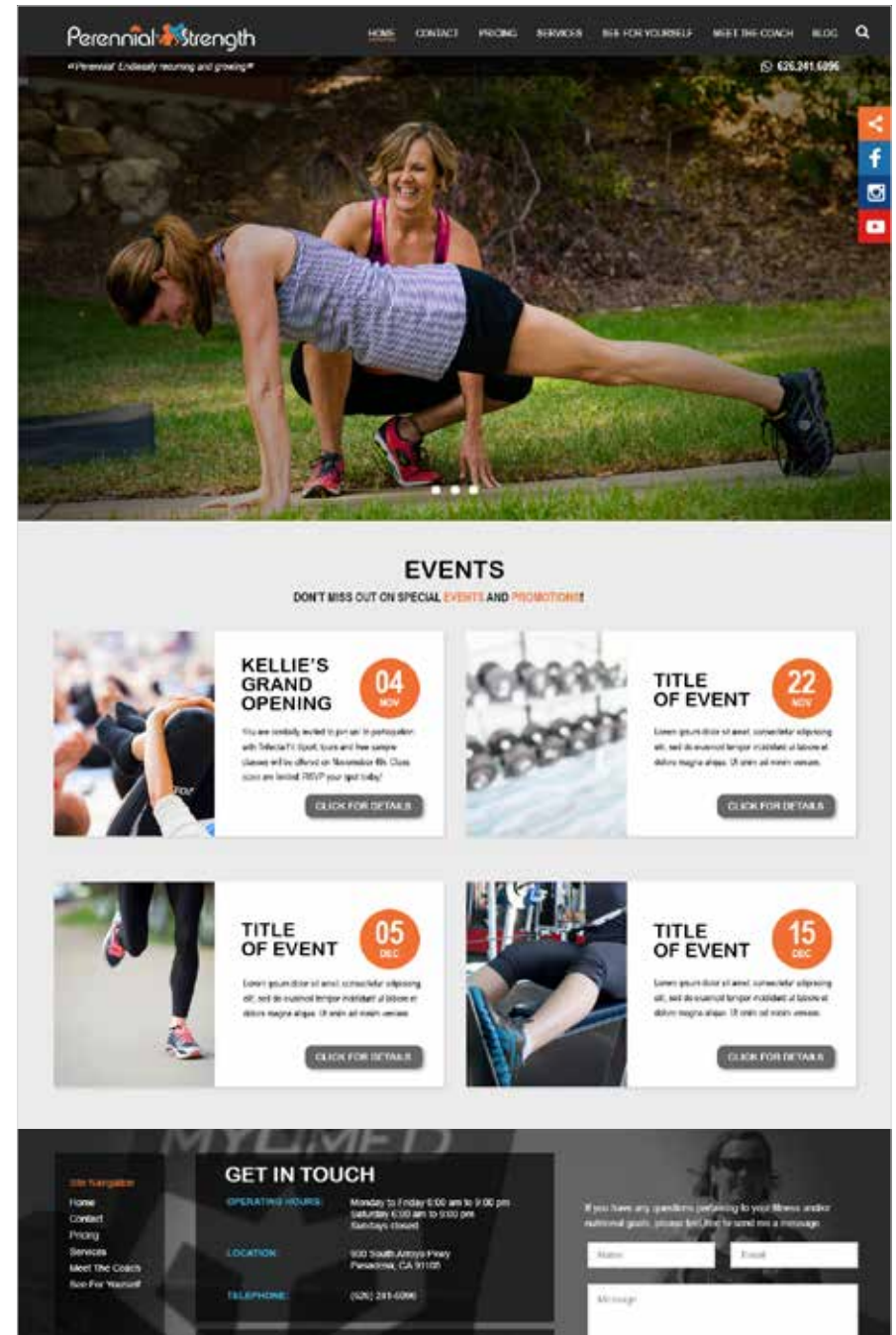




Shown: Perennial Strength Identity **Media:** Print, web

Application: Illustrator, Photoshop, InDesign

Development: Created an identity that encompassed as follows: logo, color theory, types of media such as business cards, flyers, website





DOGGIE DANCE



FELINE FRENZY



Shown: Full Petential Identity **Media:** Print, Packaging

Application: Illustrator, Photoshop

Development: Created an identity that which included: logo, color theory, types of media such as business cards, flyers, print collateral and, packaging

