

# Wood, Smoke, and Fire

*Role: Research, Writing, Design, Photography | Graduate Thesis, 2020*

## CLIENT:

Graduate Thesis

## OVERVIEW

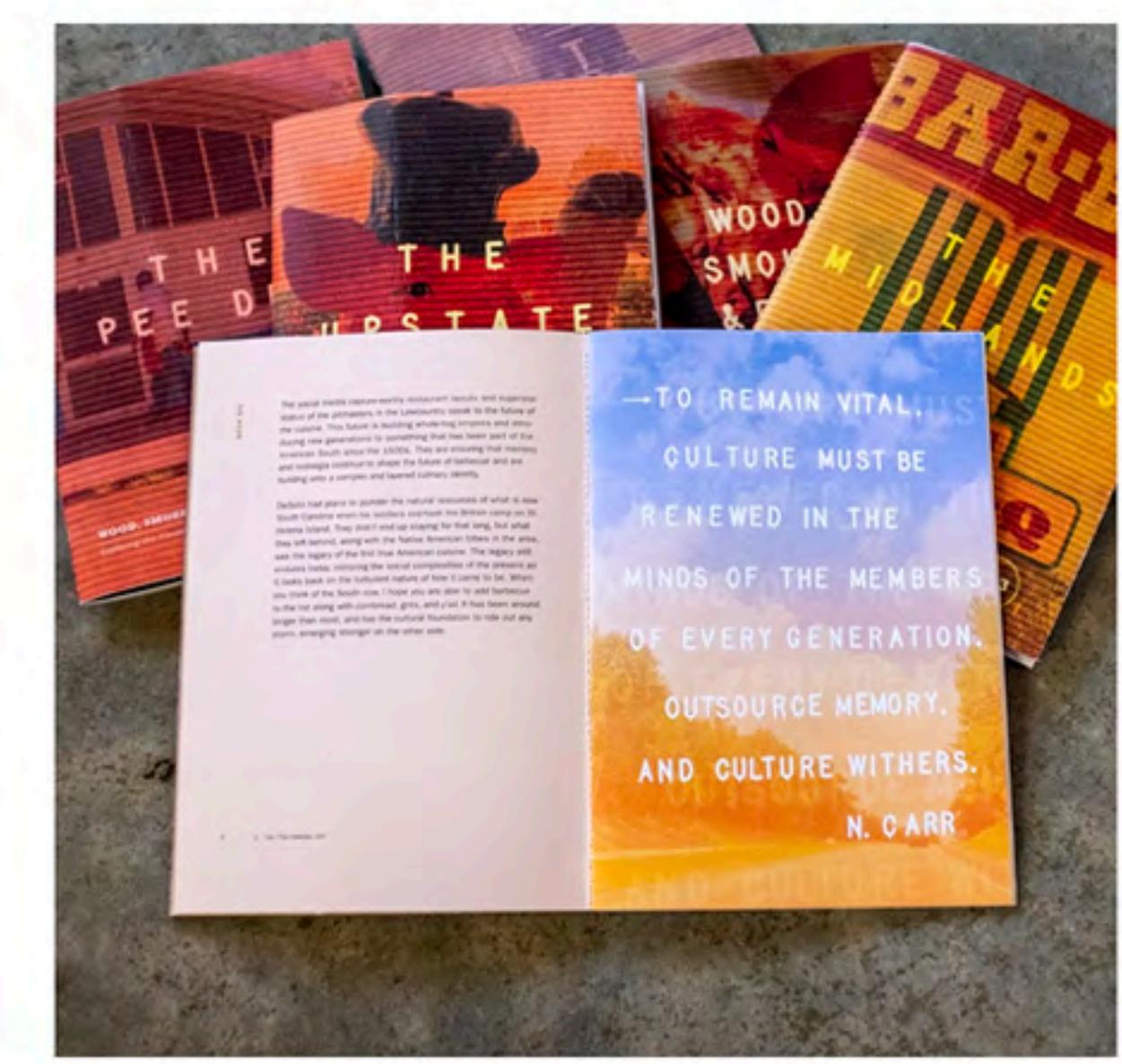
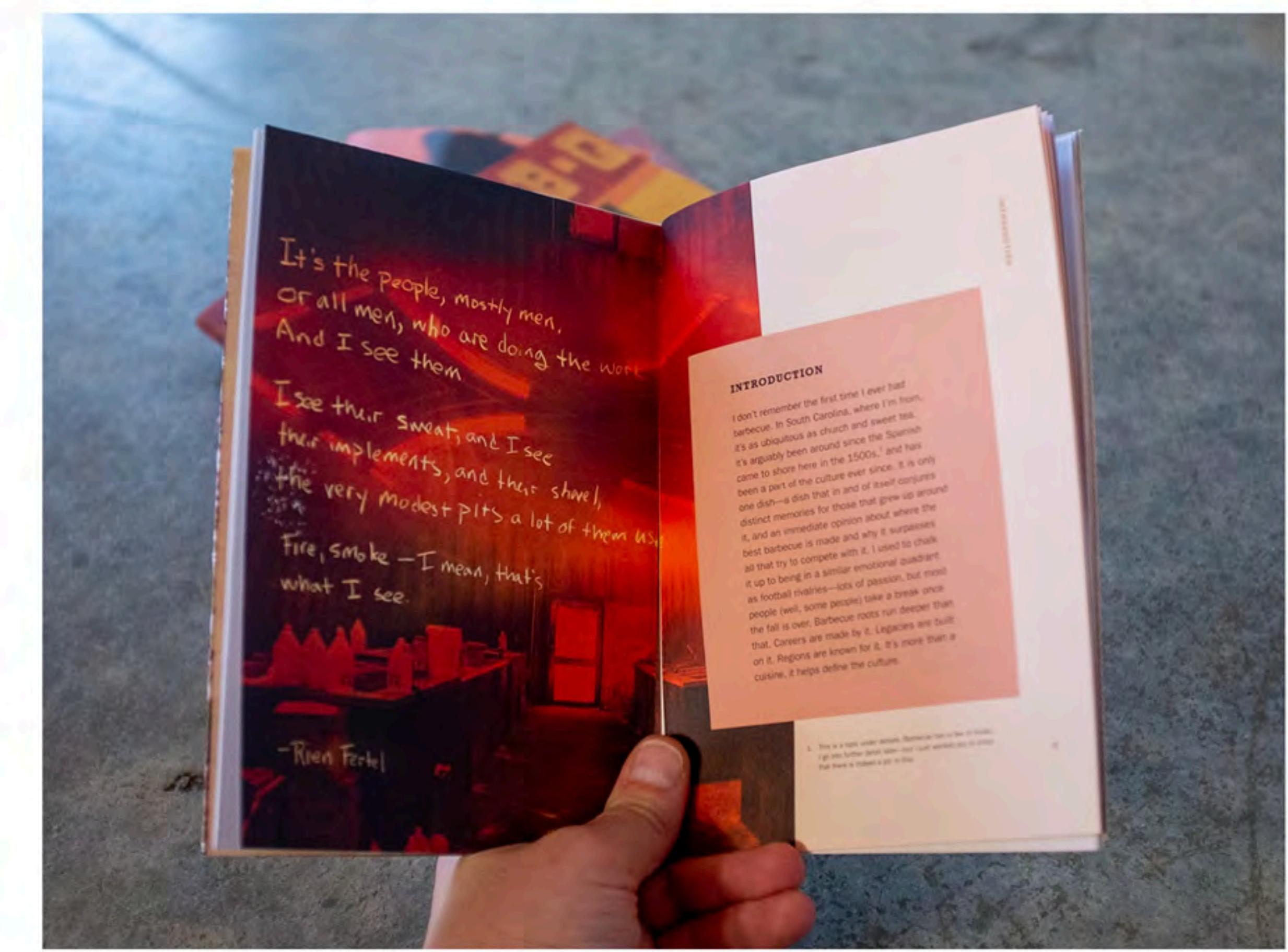
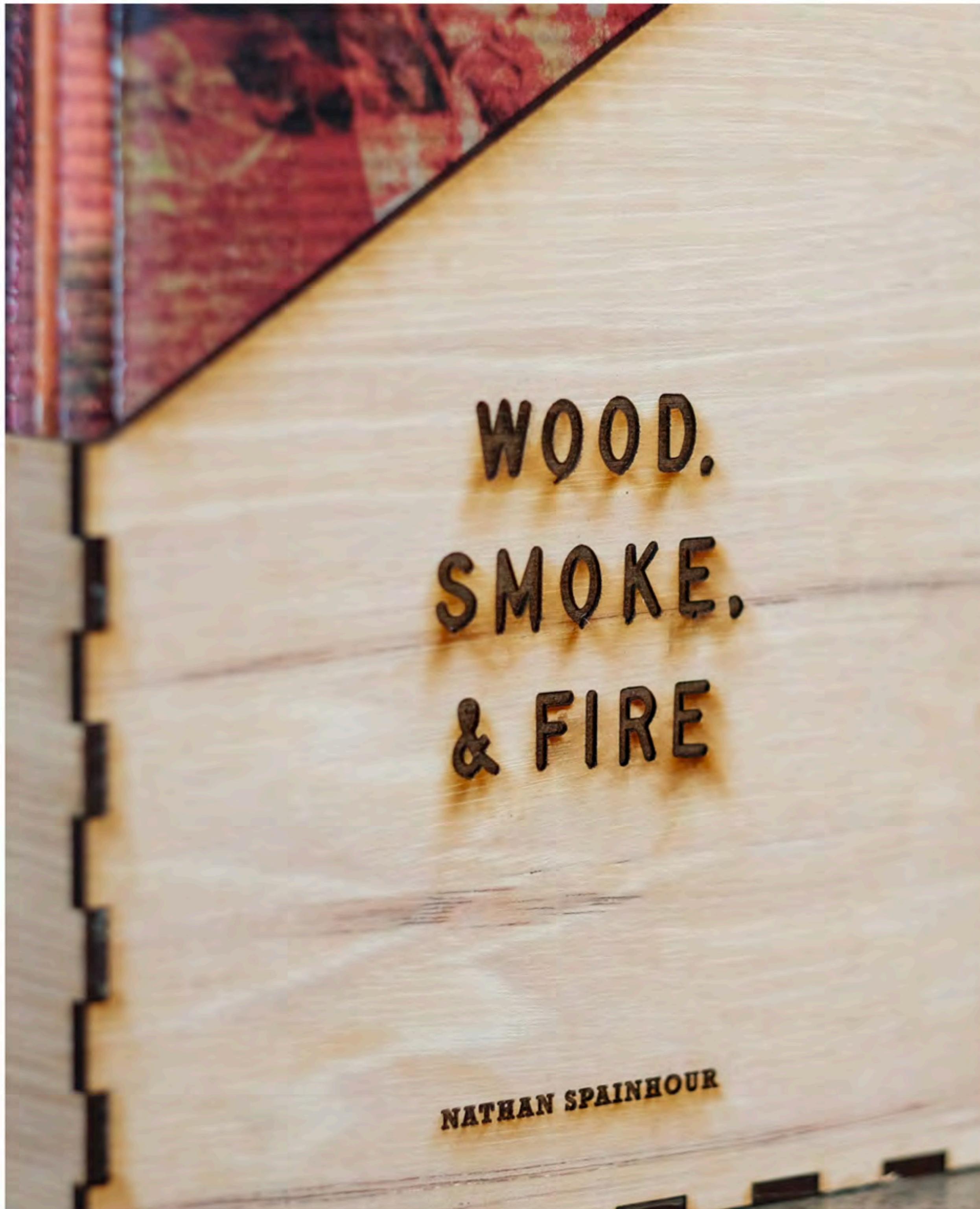
This is a thesis that explores the visual culture of South Carolina barbecue. It is an institution that is made up of family legacies, childhood memories, and socio-political rivalries. From Styrofoam plates and folksy decor to the confederate flag and systemic racism, the sub-culture of barbecue often reflects the larger Southern culture in its most honest form.

The writings and projects featured address the question, how does the visual culture reflect and help define the institution of South Carolina barbecue? It also looks at how the visual language changes based on the regions within the state. Finally, I reflect on my own personal experiences and the variations that I see through the lens of someone who has grown up in South Carolina.

Through personal experiences, research, interviews, and practice, the thesis showcases regional similarities and differences through the different forms of visual language that are used across the state to define the cuisine. I document my own excursions throughout the state to find these institutions and demonstrate ways that memory intersects with place and identity. All the while looking—through the lens of visual ephemera and vernacular—into a culture that mirrors the greater story being told about ourselves and where we come from.

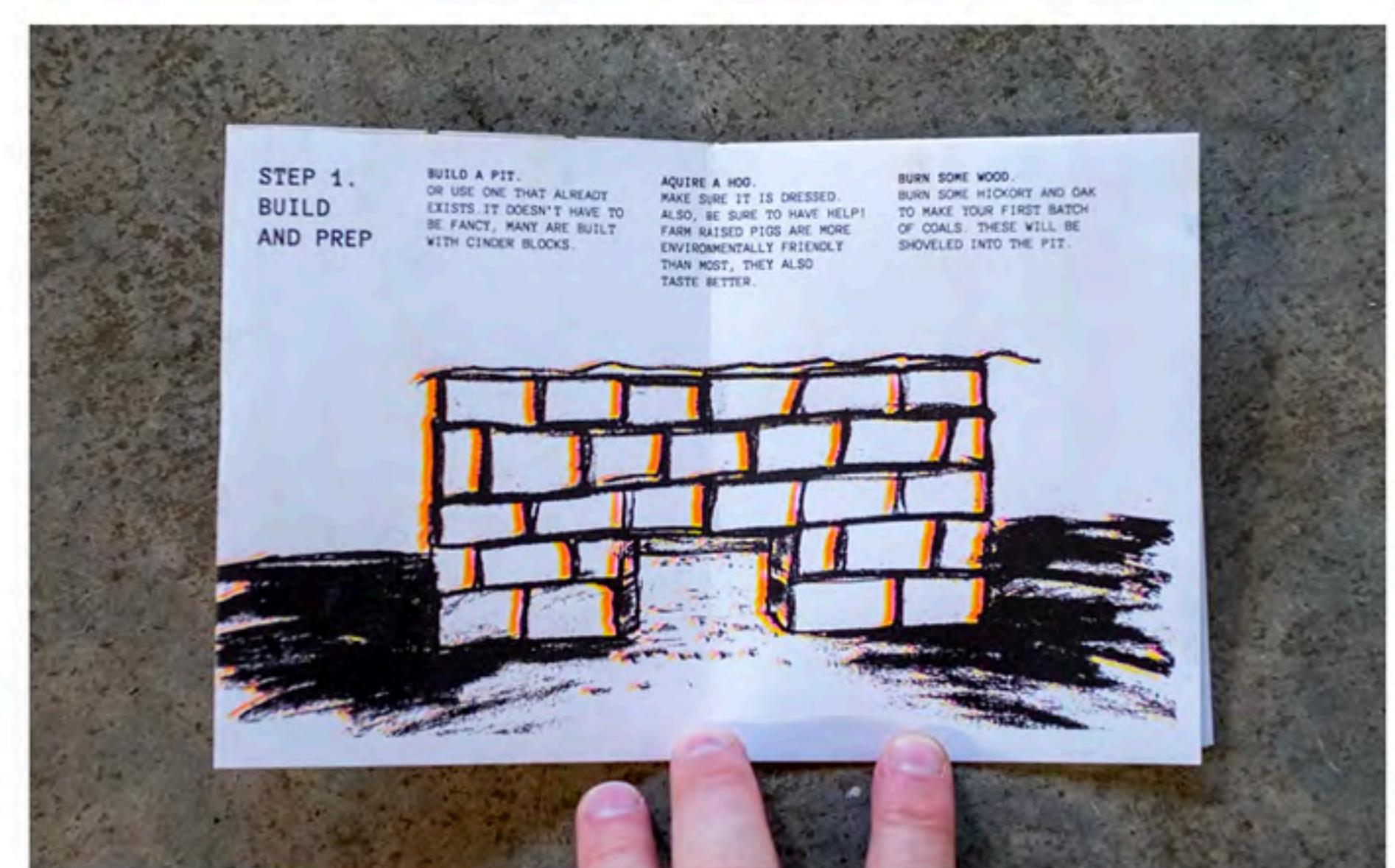
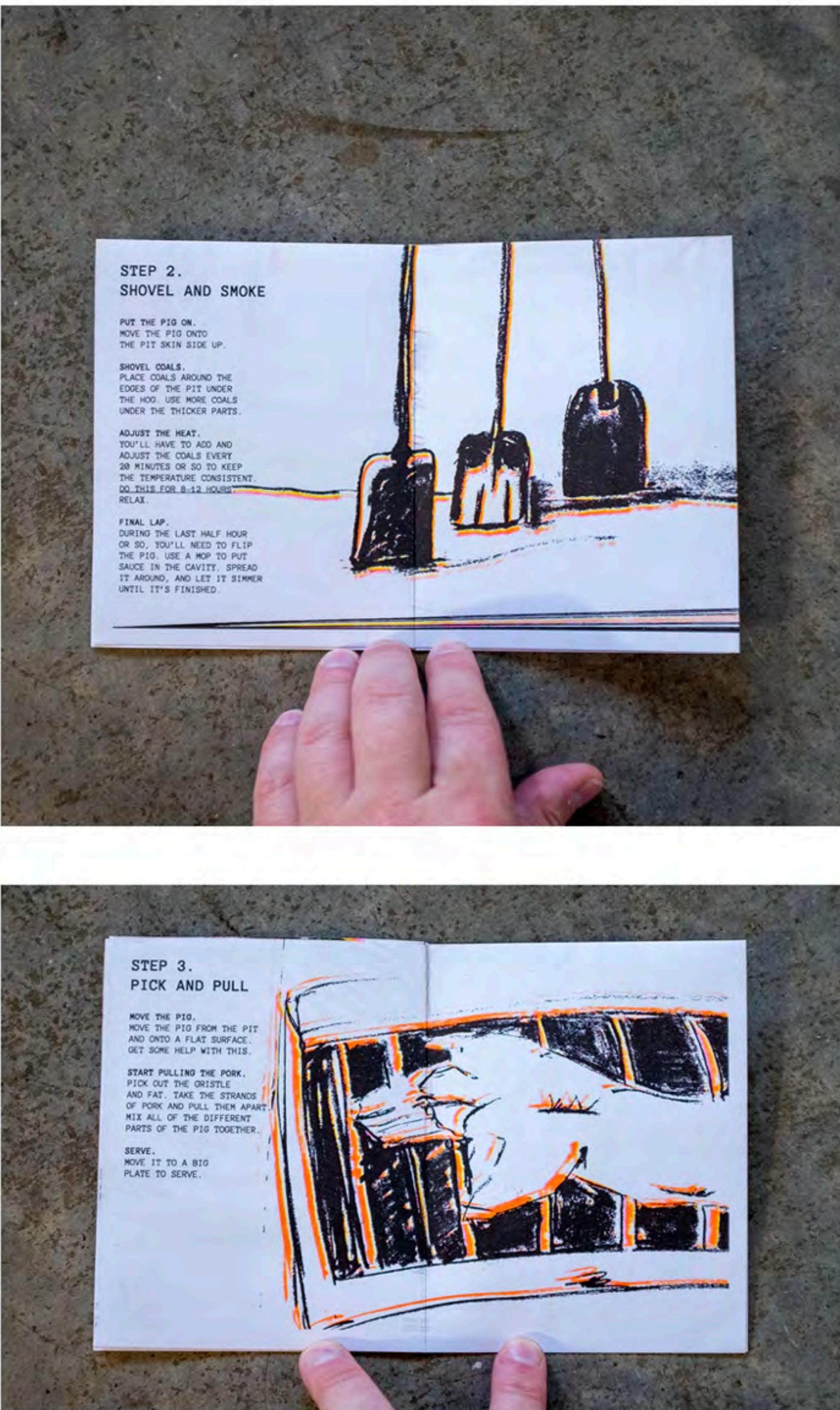
## SOLUTION:

There are six separate volumes that are divided by regions of the state. The books are printed in 4-color process on a digital press and then singer sewn. There are also three supplemental pieces that each focus on a specific topic. Two are printed on a risograph and one is digitally printed on newsprint. This is intended to reflect the eclectic nature of the visual ephemera that is present in various barbecue restaurants around South Carolina. All of the elements are stored in a hickory slipcase.









# The Iron Yard Branding and Marketing Collateral

*Role: Creative Direction, Graphic Design, Photography | Agency: Internal, 2017*

## CLIENT:

The Iron Yard

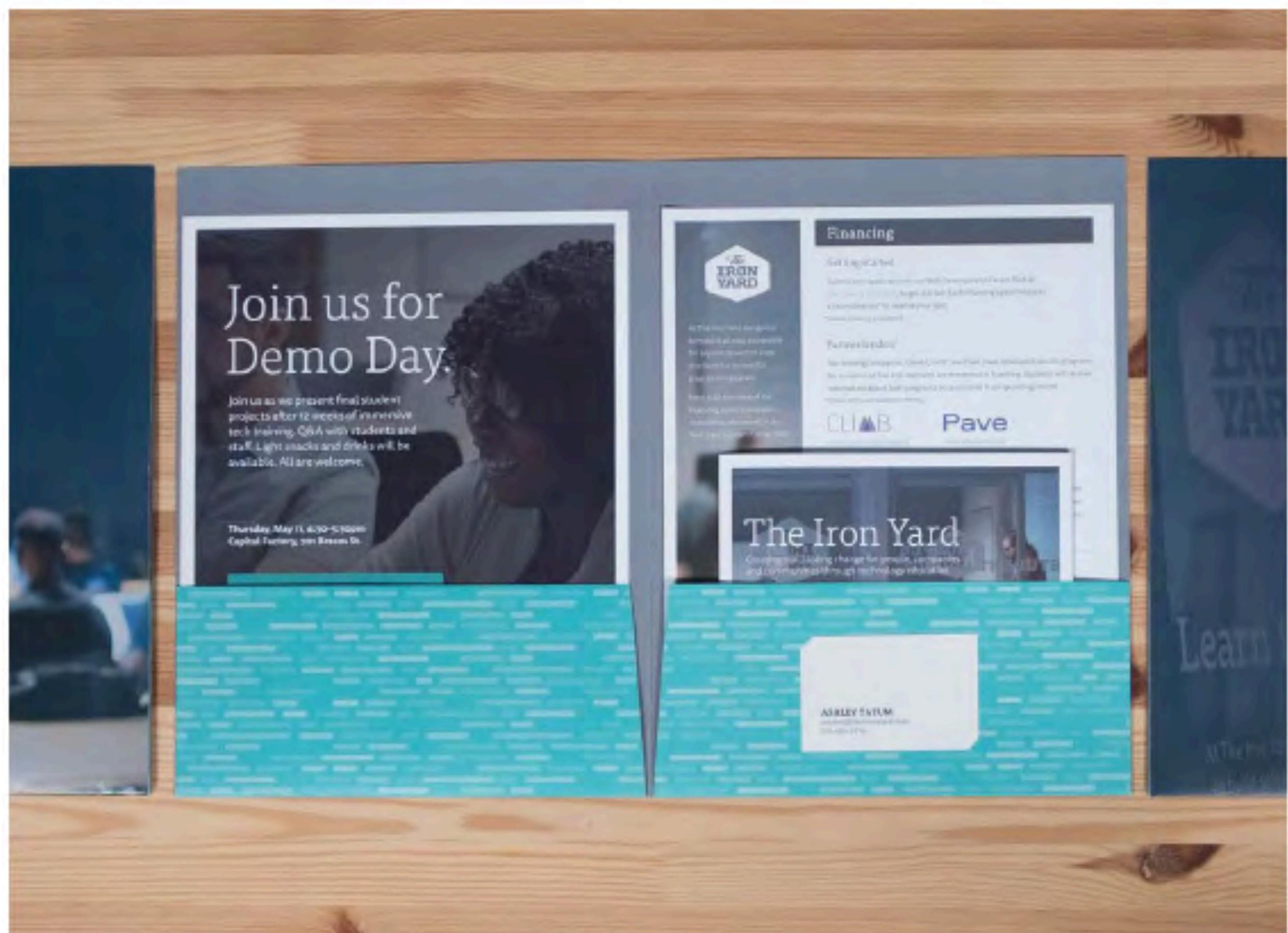
## OPPORTUNITY:

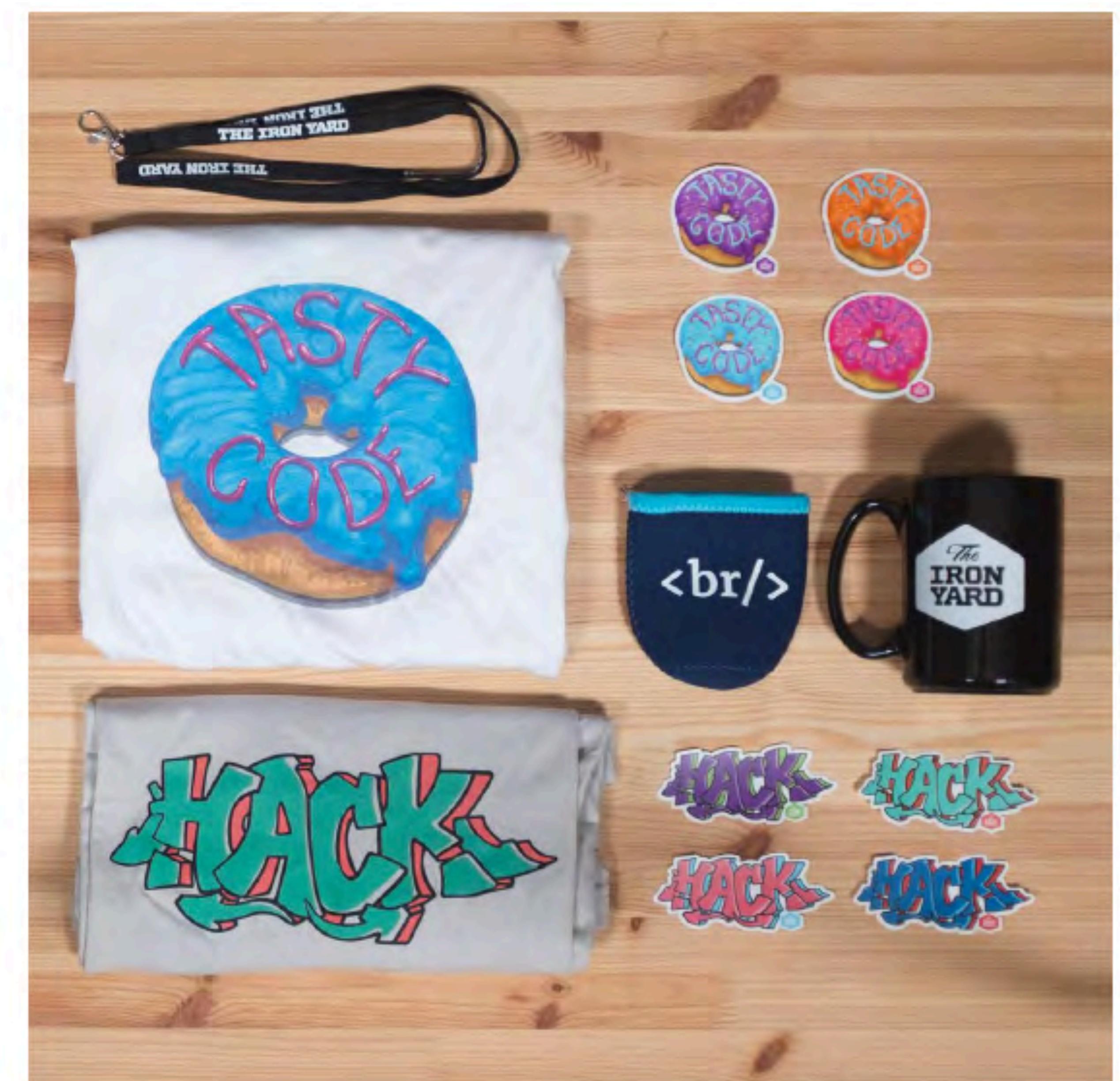
The Iron Yard was a multi-campus code school that had 22 locations around the U.S. Students would enroll with the goal of changing their career to web development once they graduated. The organization was often described as a white collar vocational school. Skillbuilding was at its core and training the next generation of programmers was its goal. Early on, the school was relying on four or five freelancers to create marketing collateral for a few campuses. The results were inconsistent, with no visual organizational system in place that could grow with the new brand. I was hired on as the creative director of the company with the goal of creating consistent communication materials that would be distributed on a national level.

## SOLUTION:

The initial need was to audit the existing marketing collateral and formulate a brand standards guide that could be used from that point on. Once the guide was created, the design team worked on developing collateral that followed the new system and also reflected the values that the company had come to embrace. These values included diversity and inclusiveness in the workforce, an entrepreneurial mindset, and an authentic tone that exuded trustworthiness and grit.

We had a small team (two designers, and a few freelancers) and were hyper focused on quality and efficiency. Templates were created so that campuses could create their own event flyers using pdf forms and have them printed through a centralized portal. We created campus starter kits that were location specific but visually consistent with the rest of the organization's collateral. All promotional materials were created to last—with the intent that any recipient would want to use them (or wear them) every day. We also took care to only use real photos of students and staff. The result was a mixture of collateral that was visually consistent, but also exuded authenticity and individuality.





<https://theironyard.com>

The Iron Yard

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**Why The Iron Yard?**

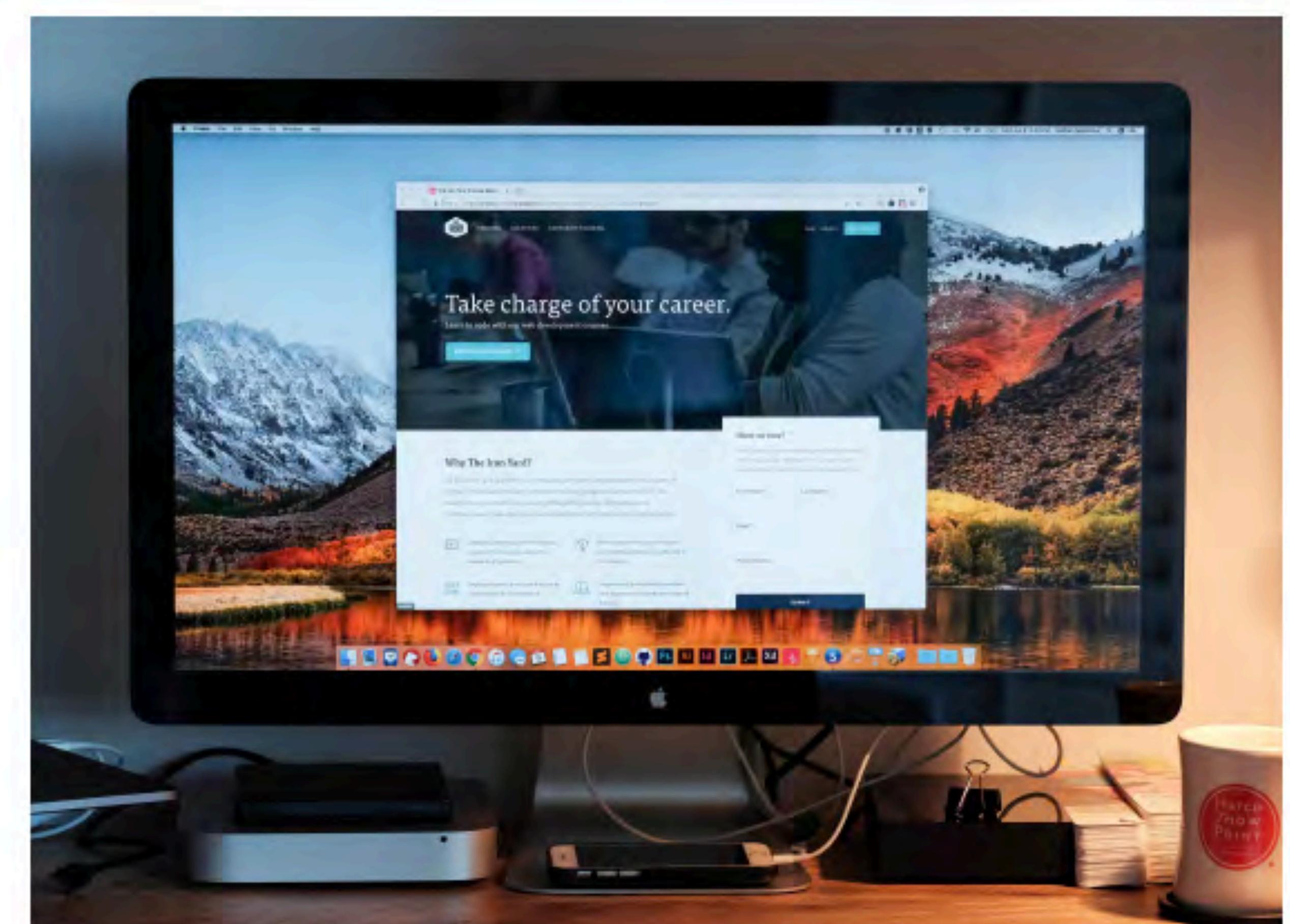
At The Iron Yard, we offer full-time and part-time web development courses in person, online and through corporate training programs across the U.S. Our team strives to create real, lasting change for people, companies and communities by equipping a diverse workforce with 21st century digital skills.

- Compliant, state-regulated technology education that has been vetted by thousands of graduates.**
- Web development courses that are consistently ranked among the best in the industry.**
- Employer-tested curriculum that can be customized to fit your schedule.**
- Experienced, professional instructors who support our students every step of the way.**

**Short on time?**

Want a quick overview explaining what we're all about? We'll email you our 2017 fact sheet, complete with a snapshot of our locations, courses, job data and more.

First Name\*  Last Name\*   
 Email\*  
 Phone Number



<https://theironyard.com>

The Iron Yard

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## Stories and reviews

Our students are at the center of everything we do at The Iron Yard. They've come from all walks of life to learn with us.

<https://theironyard.com>

The Iron Yard

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## About The Iron Yard

The Iron Yard exists to create real, lasting change for people, companies and communities through technology education.

OVERVIEW TEAM MEMBERS VALUES WORK WITH US

# The Iron Yard Campus Poster

*Role: Creative Direction, Graphic Design | Agency: Internal, 2015*

## CLIENT:

The Iron Yard

## OPPORTUNITY:

The Iron Yard was a multi-campus code school that had 22 locations around the U.S. There was a commitment to diversity and inclusion at the headquarters, and the founders were focused on spreading that aspect of the culture throughout the organization. There were many experiments with tactics that could make the company feel more connected: All-hands conferences, Slack channel interest groups, and weekly conference calls. One thought was for us to create artwork for all of the campuses, thinking that it would be a unifying element between the different locations. The pieces would represent shared sentiments and messages that would help connect the staff to the central company culture and values.

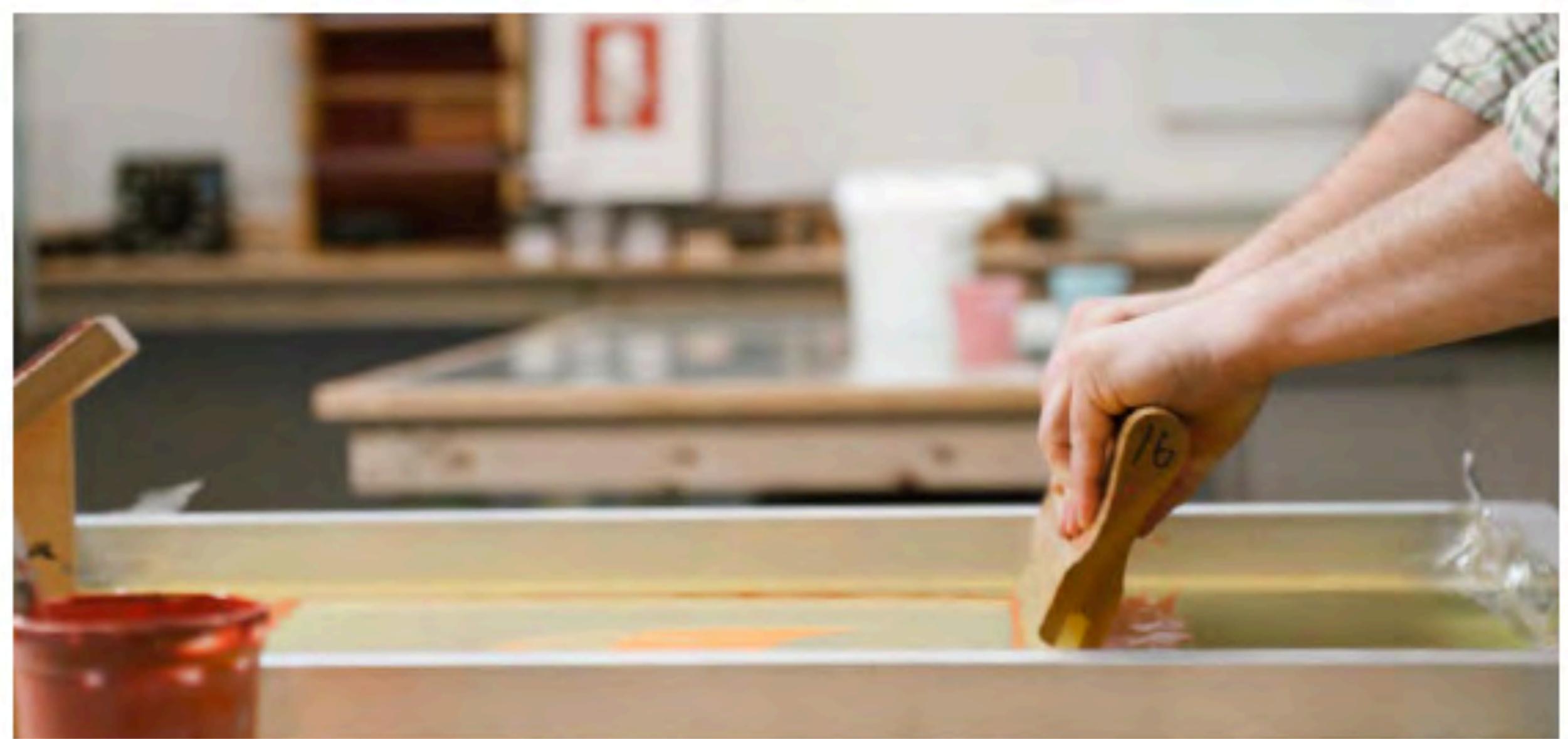
## SOLUTION:

A screenprinted poster was the initial attempt at creating original work for each of the campuses. The subject matter was inspired by elements that reflected the founders, and also had a message of positivity—the Speed Racer<sup>1</sup> helmet and Buzz Lightyear<sup>2</sup> quote met all of those requirements.

The helmet was an ever-present desk prop for the co-founder/CTO, and the quote was an early-days email sign-off from the co-founder/CMO. I wanted to stay away from anything that was mass-produced thinking that it would feel impersonal, so I decided to hand screen-print an edition of 50 posters. The end result felt very personal, authentic, and carefully crafted. All of the campuses displayed the posters proudly on their walls. The artwork turned into an initiation of sorts for new campus openings—once the poster was hung on the wall, it meant that they were officially open for business and part of the team.

1. Copyright Speed Racer Enterprising, Inc., All Rights Reserved

2. Copyright Toy Story, Disney, All Rights Reserved



Nathan Spainhour | The Iron Yard Campus Poster

# Euphoria Festival Invitation

*Role: Art Direction, Graphic Design | Agency: Brains on Fire, 2014*

## CLIENT:

VisitGreenvilleSC

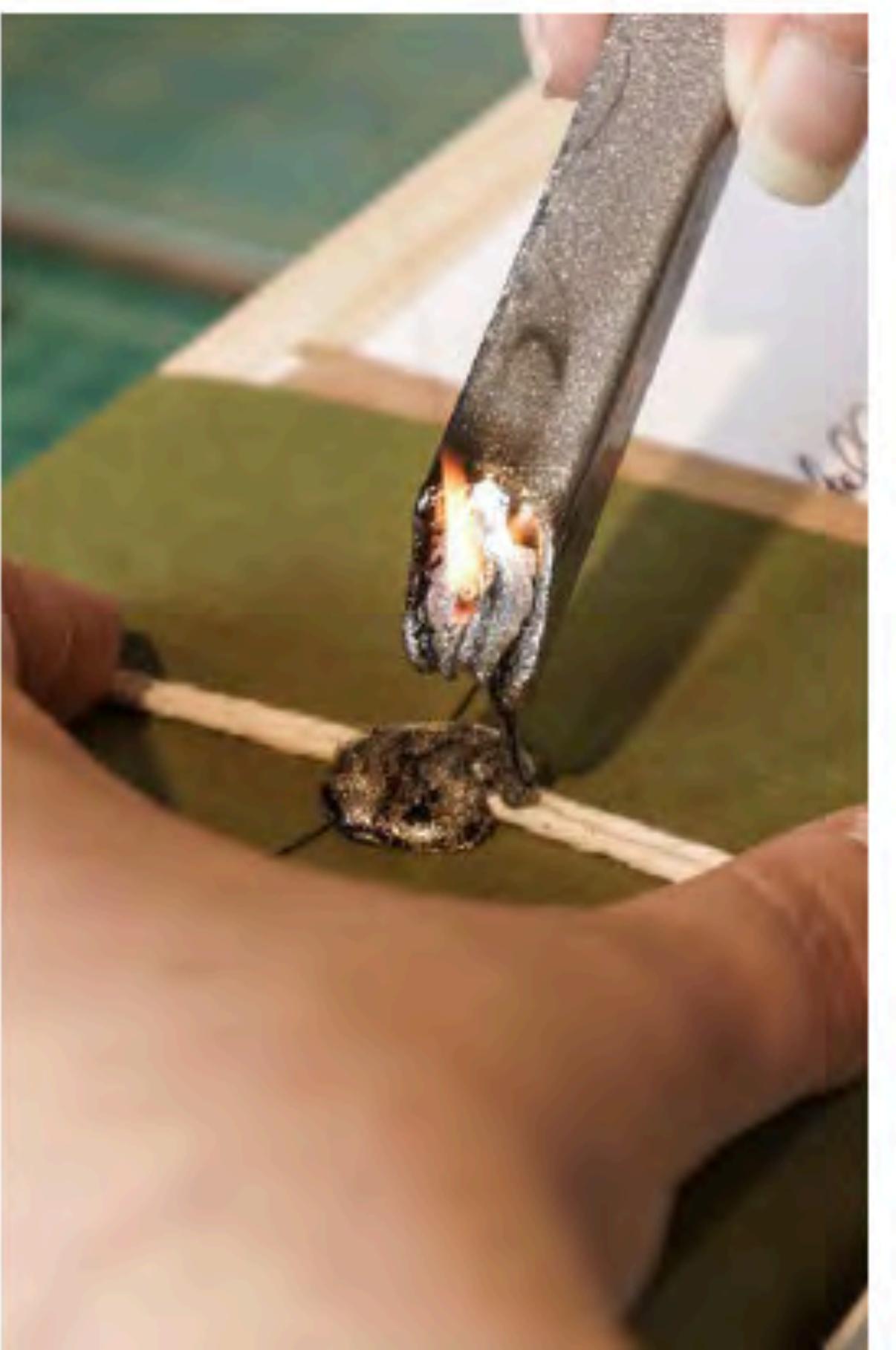
## OPPORTUNITY:

VisitGreenvilleSC, wanted to create an amazing experience for a select number of guests with the hope of attracting new conferences and large events to the city. They created a trip that included tickets to the acclaimed Euphoria food and music festival, a guided tour of the beautiful downtown and Falls Park, and the opportunity to drive one of the cars around the track at the BMW Performance Center. Our challenge was to create an invitation that would stop someone in their tracks when they received it in the mail—making it so they just HAD to visit.

## SOLUTION:

The final execution was crafted around the phrase, “we’ve saved a seat for you”. The concept derived from the Euphoria event which culminates into a farm to table dining experience. Each fork and place card represents a day that the attendees would be in Greenville and includes a description of that day’s itinerary. The wine box and forks (place card holders) are reusable and we even included some place cards for future use by the recipients. So, if they decided to attend (or not) they’d have a nice memento of Greenville for years to come.

The invitation was a multi-component package all contained in a wooden wine crate. The placecard holders were bent forks. The place cards and invitation letter were letterpressed at a local print shop. The entire invitation was sealed with a wax seal.



# EDF Clean Power Initiative

*Role: Art Direction, Graphic Design | Agency: Brains on Fire, 2013*

## CLIENT:

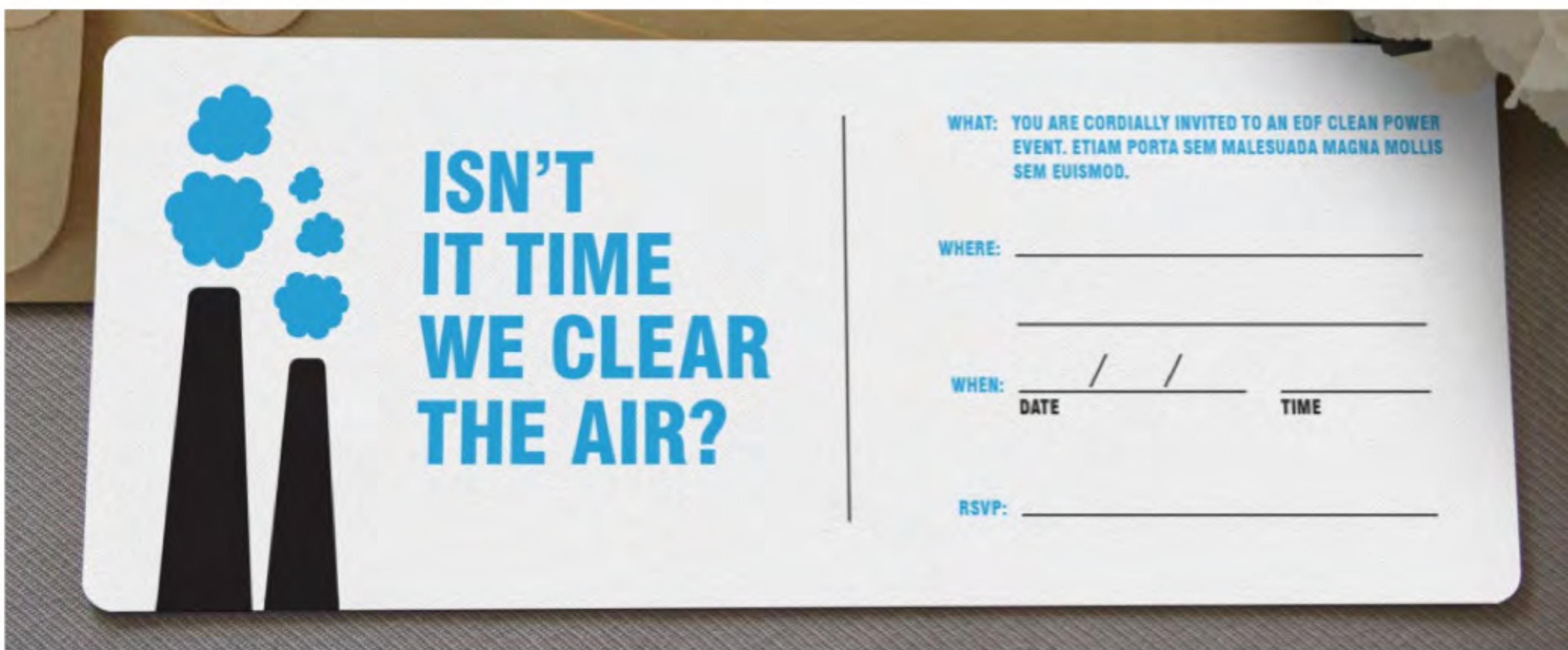
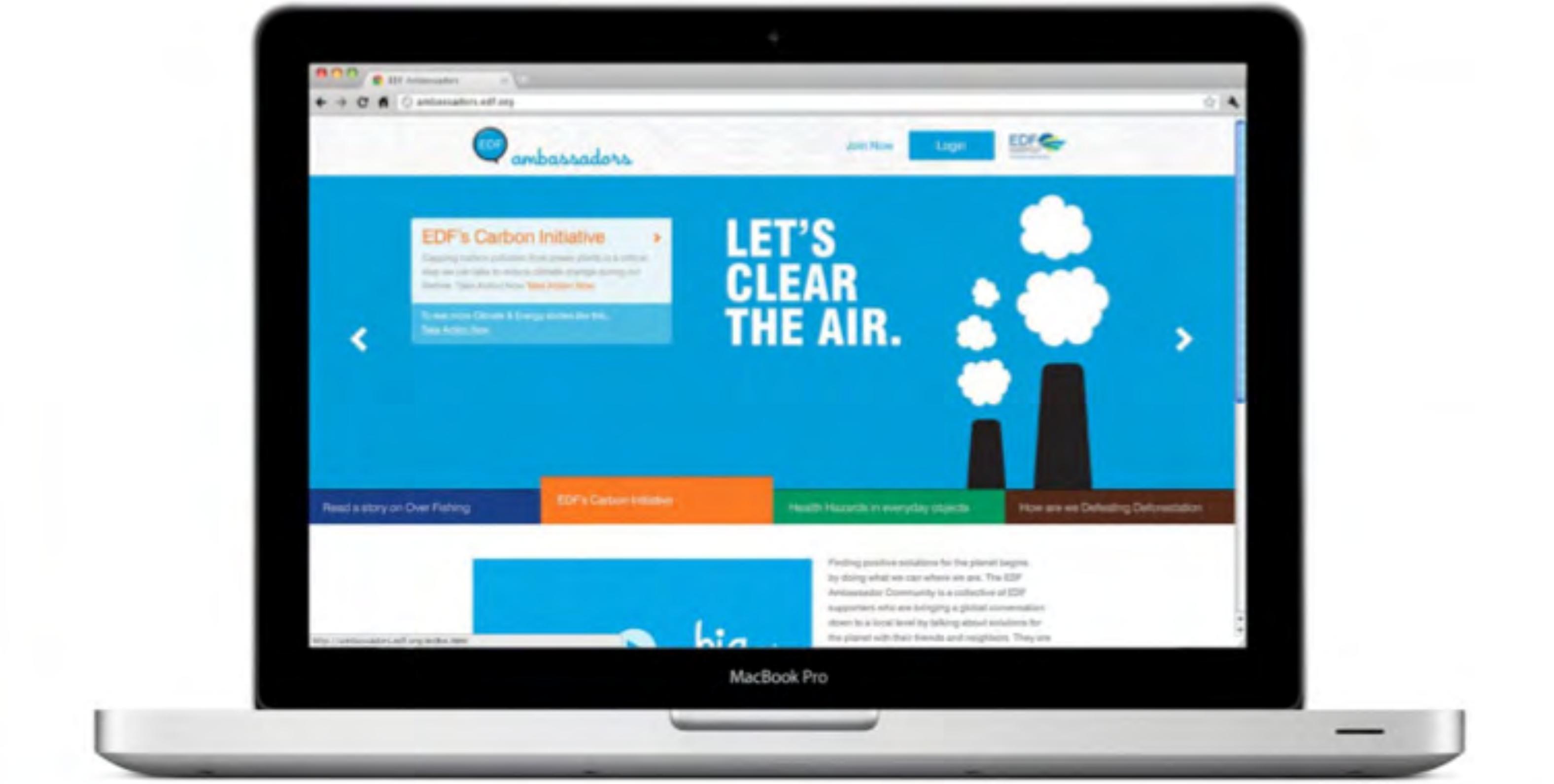
Environmental Defense Fund

## OPPORTUNITY:

In response to The Clean Power Plan that was implemented by the EPA in 2013, Environmental Defense Fund (EDF) wanted to create an informative packet for their EDF Ambassadors program. Specifically, they wanted to inform the Ambassadors and their communities at-large of the changes that would be taking place under the new law.

## SOLUTION:

I created a package that was to be mailed to each of the EDF Ambassadors. The box contained various tools that they could use to inform their community of the new changes to the law. The main idea was that they would host a neighborhood event to kick off the infomation session. At the event they could give out stickers, cards, and information to the attendees. All of the people attending believed in the mission of EDF, so this was a way for the organization to be able to create a stronger personal connection with its supporters—at the same time informing them of important environmental issues that they care about.



# Anderson String Quartet Branding and Identity

*Role: Graphic Design | Agency: Freelance, 2018*

## CLIENT:

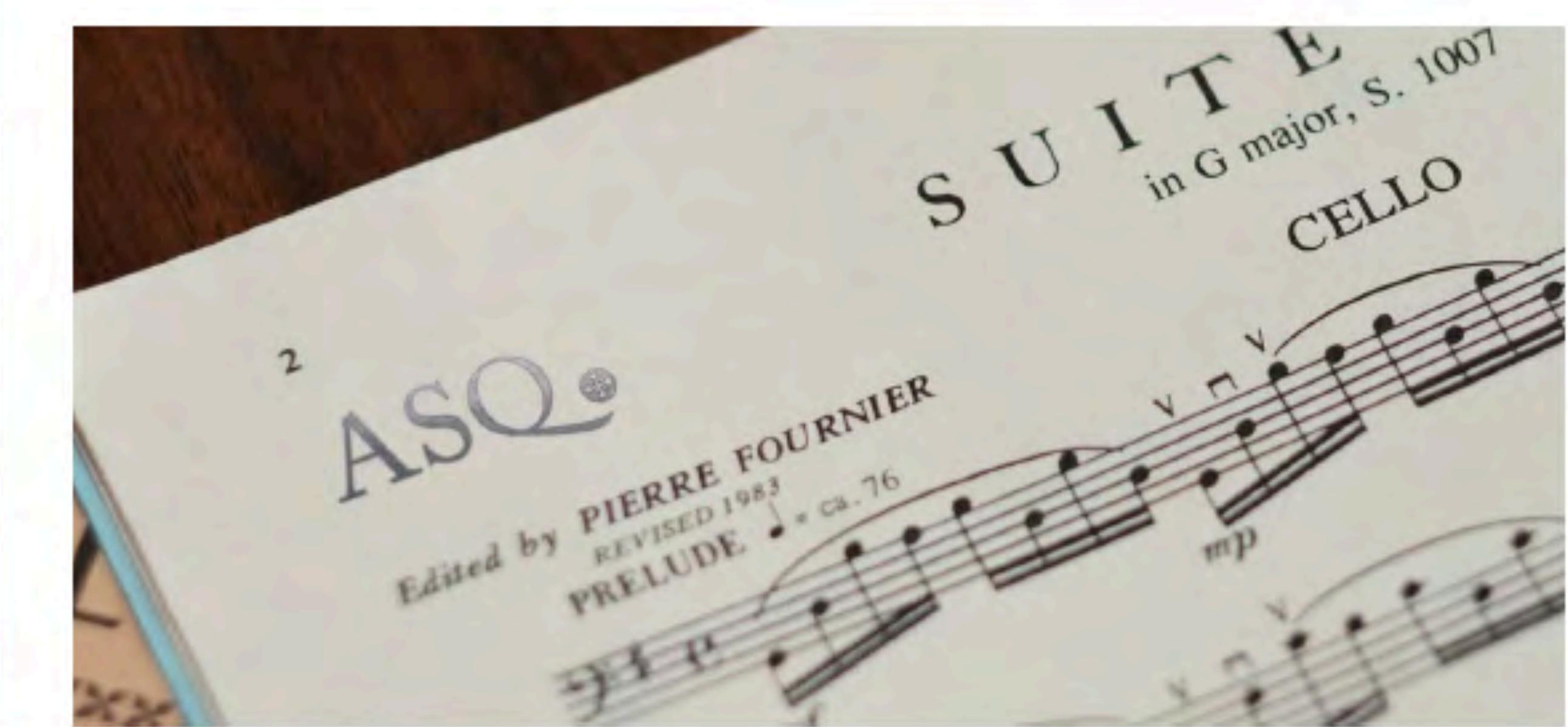
Anderson String Quartet

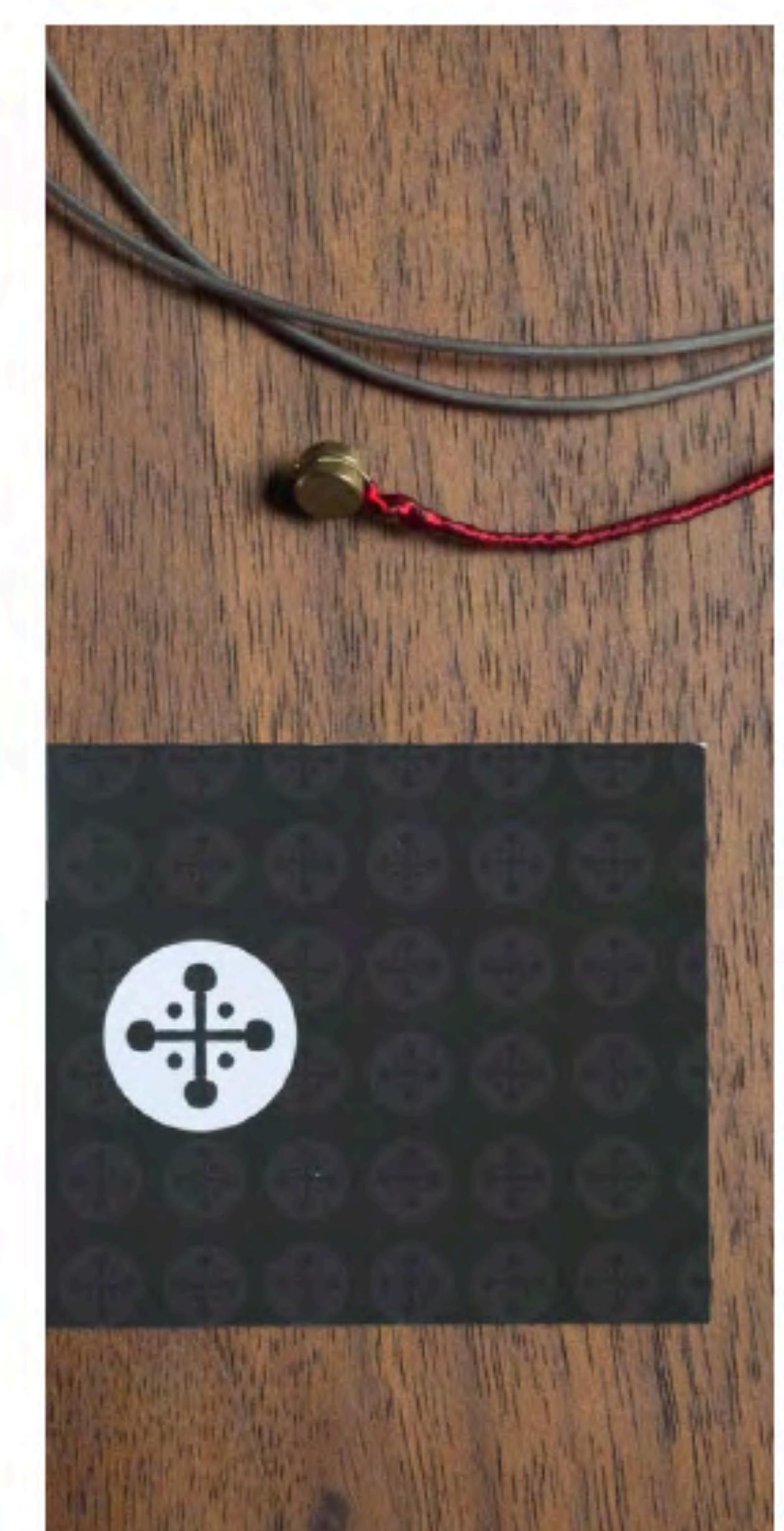
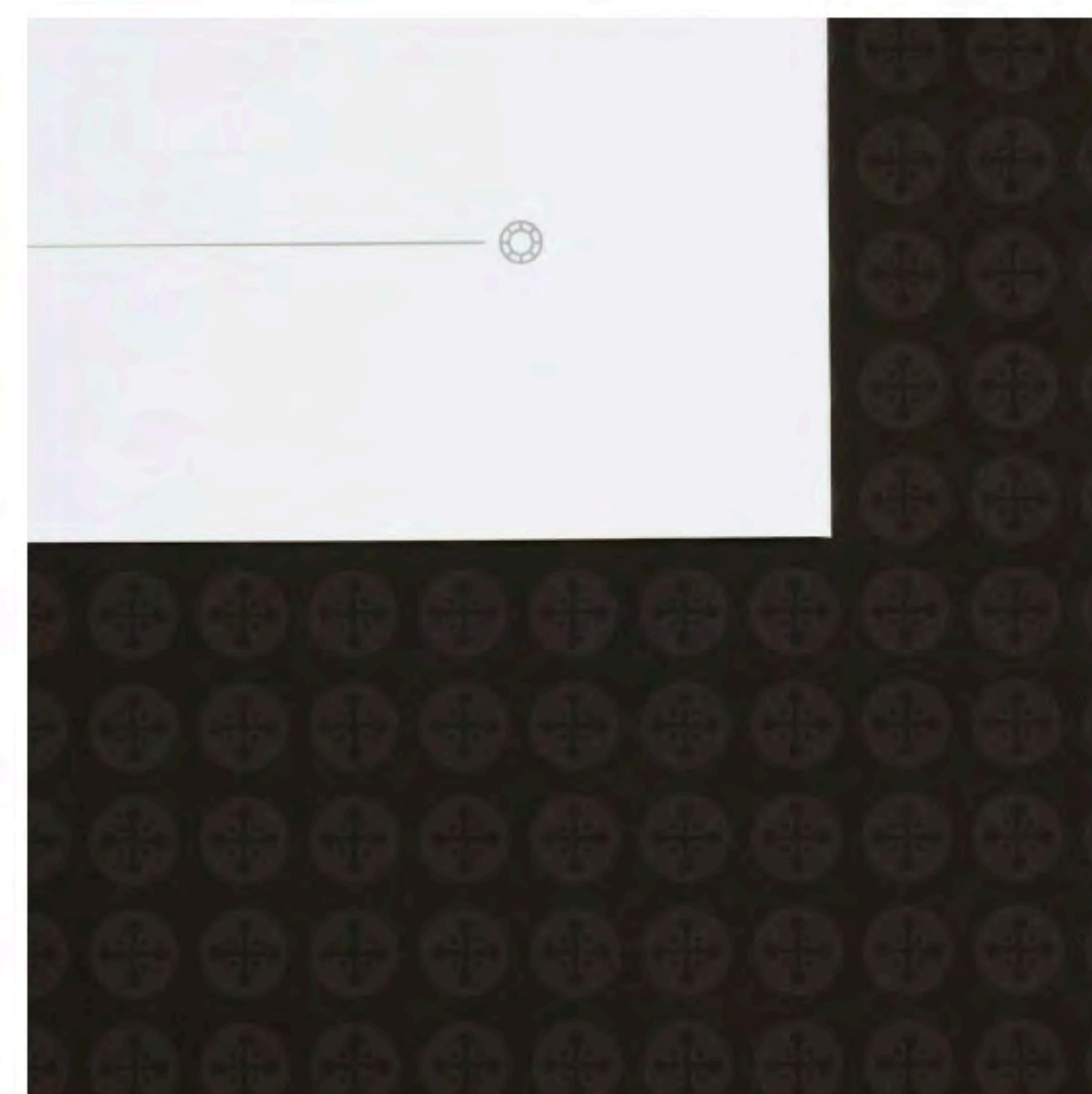
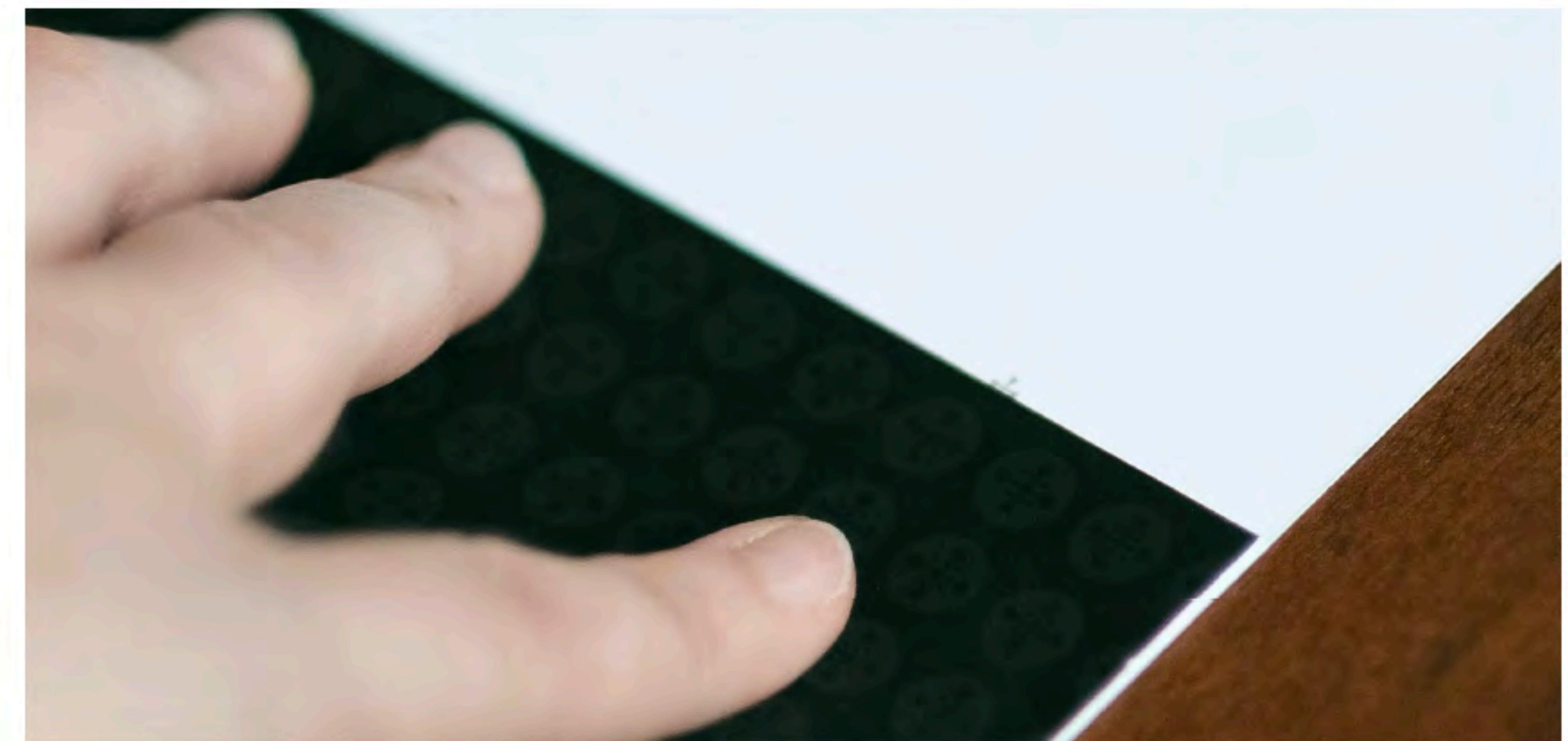
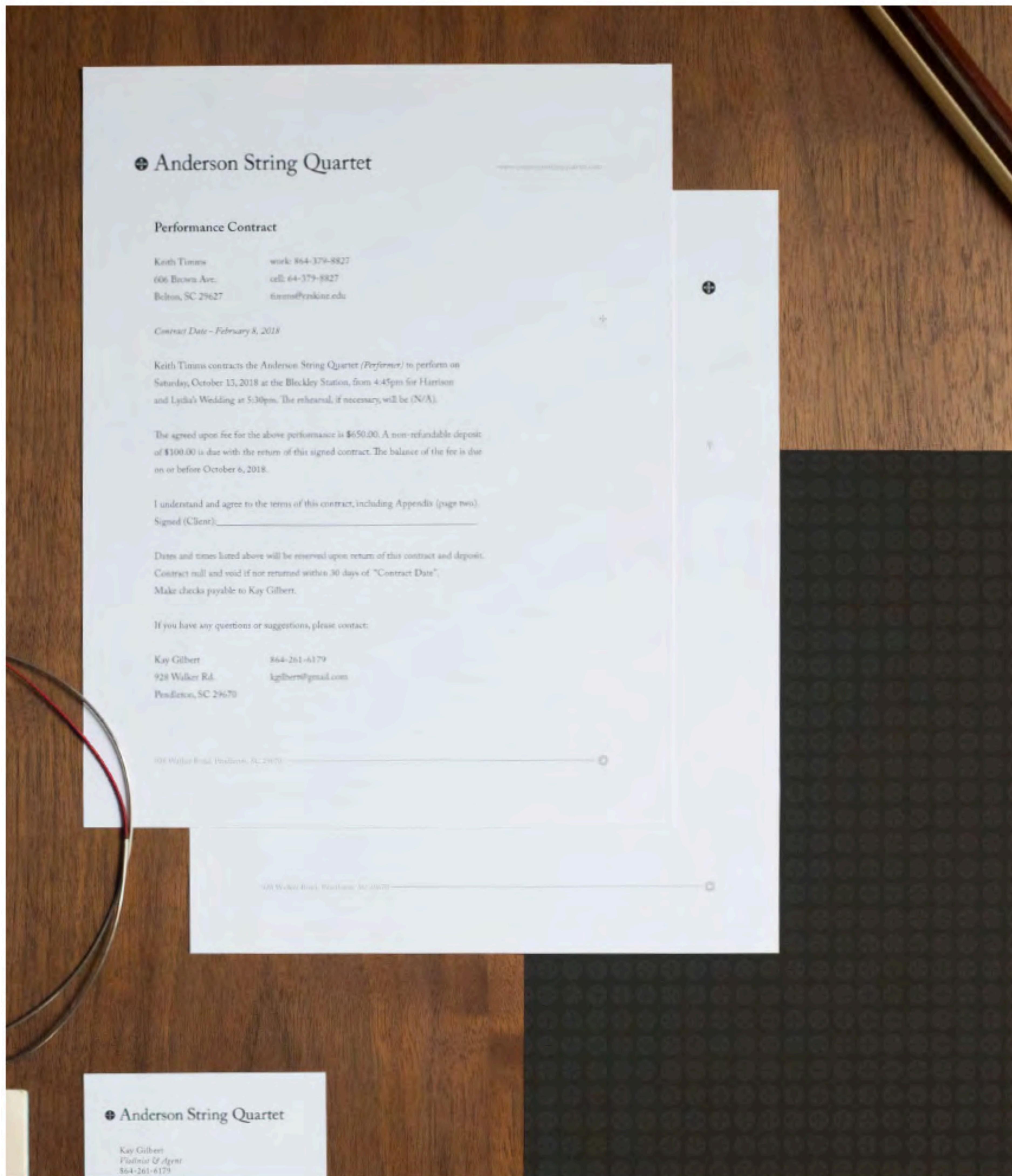
## OPPORTUNITY:

The Anderson String Quartet has been a staple in the upstate of South Carolina and northeast Georgia since 1972. They play for weddings, church services, and special events. The quartet was looking for a new identity that would reflect their classical repertoire but also be distinct and long lasting.

## SOLUTION:

In the interest of creating a distinct mark, I wanted to stay away from musical clichés as much as possible, and focused my attention on the history of the string quartet in general. Joseph Haydn is considered the father of string quartet composition and William Caslon was a popular typographer during that time. I paired Adobe Caslon Pro with a logomark thinking that having multiple components would open up some variation for the logo's use. Many of the great string instrument makers of history used symbols to distinguish themselves on the labels inside the instruments. With this in mind, I created a mark that is made up of four pegs and four dots—representing the four instruments, and the four musicians respectively. The colors chosen are a simple black and white, relying on the texture of the substrate and imagery to bring diversity to printed and digital compositions. This also enables the quartet to blend in to a variety of environments and contexts, and still have a consistent, recognizable mark.





# Process Document: Sapscout Brand and Mobile App

Role: Graphic Design | Self-Initiated Project, 2018

## CLIENT:

Self-initiated Project

## OPPORTUNITY:

I enjoy photography when I'm not designing, so much so that I typically carry a camera with me wherever I go. But, from time to time, I spot a great shot and don't have my camera with me. I could use my cell phone, but generally I want something a bit more serious—like my mirrorless or SLR camera. I had an idea. I thought that it would be great if I had an app that would enable me to store these places in a list, so that I could come back to them later and get the picture that I wanted the first time around. I figured someone would end up making something like this, so I waited...and waited... and nothing that specific came about. I decided to start making it myself.

## SOLUTION:

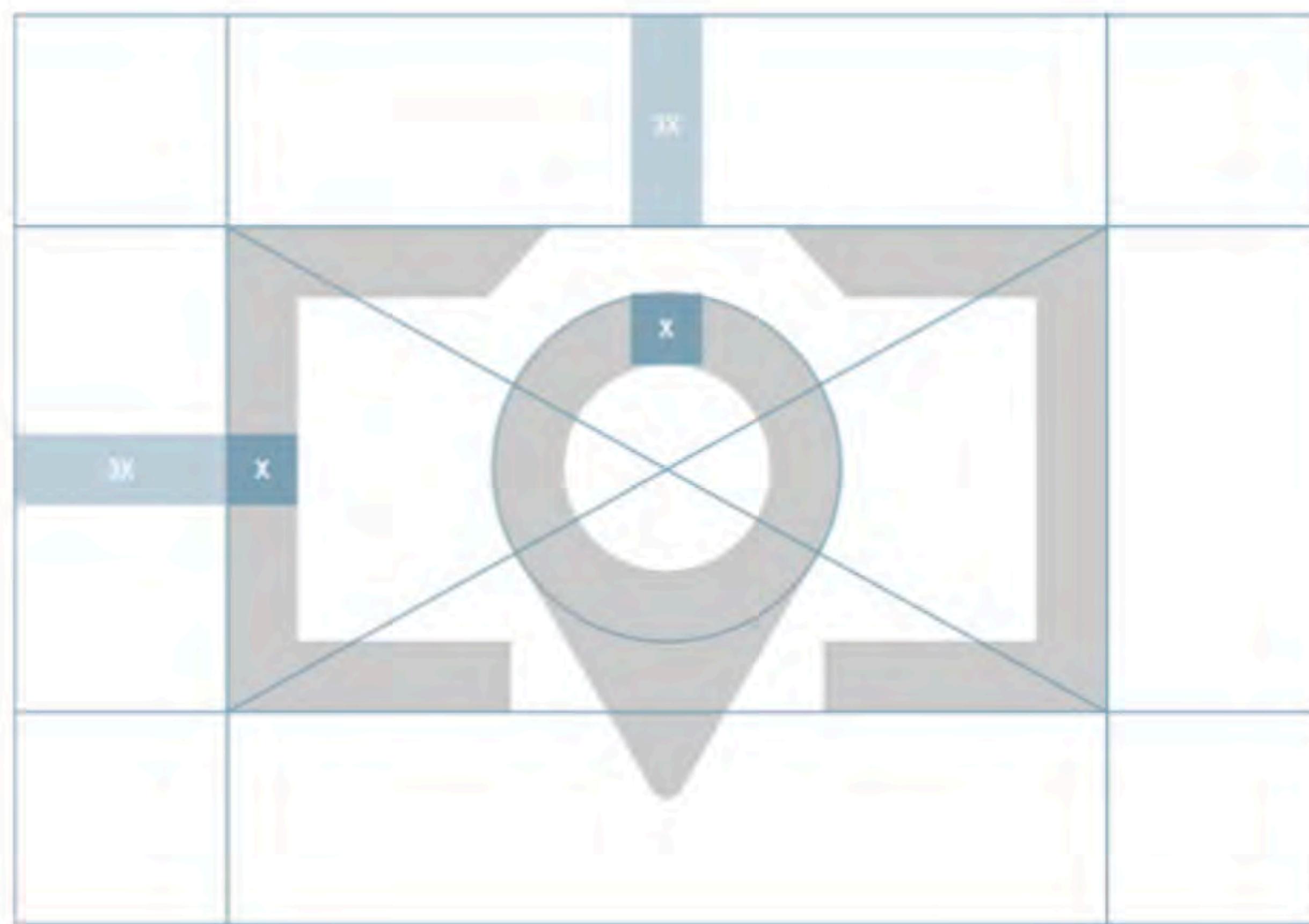
The name of this app is Sapscout. The idea is that it's a location scouting app for photographers, and anyone else that may want to save the locations of great shots. I wanted the name to be self-evident. In a marketplace where app findability is governed by Google and App Store searches, it's always a good idea to convey what the app does in the name itself.

Clarity and quick comprehension are primary design features, and have been carefully considered when designing the identity, mobile app, and the marketing touchpoints. I've documented the process over the following pages.

*Sapscout is a work in progress. The app is under development, and a working prototype is available to use at this URL: <https://bit.ly/2LaYL1q>*

## Execution: Identity

Using Archer as the primary typeface lends a playfulness to the brand and contrasts nicely with the hard edges of the camera icon. San Francisco pairs well with Archer's slab-serif, and is the default typeface for the iPhone—which will significantly lighten the load of the app. The icon is simple, speaks directly to the function of the app, and is still unique.



The branding board includes the following elements:

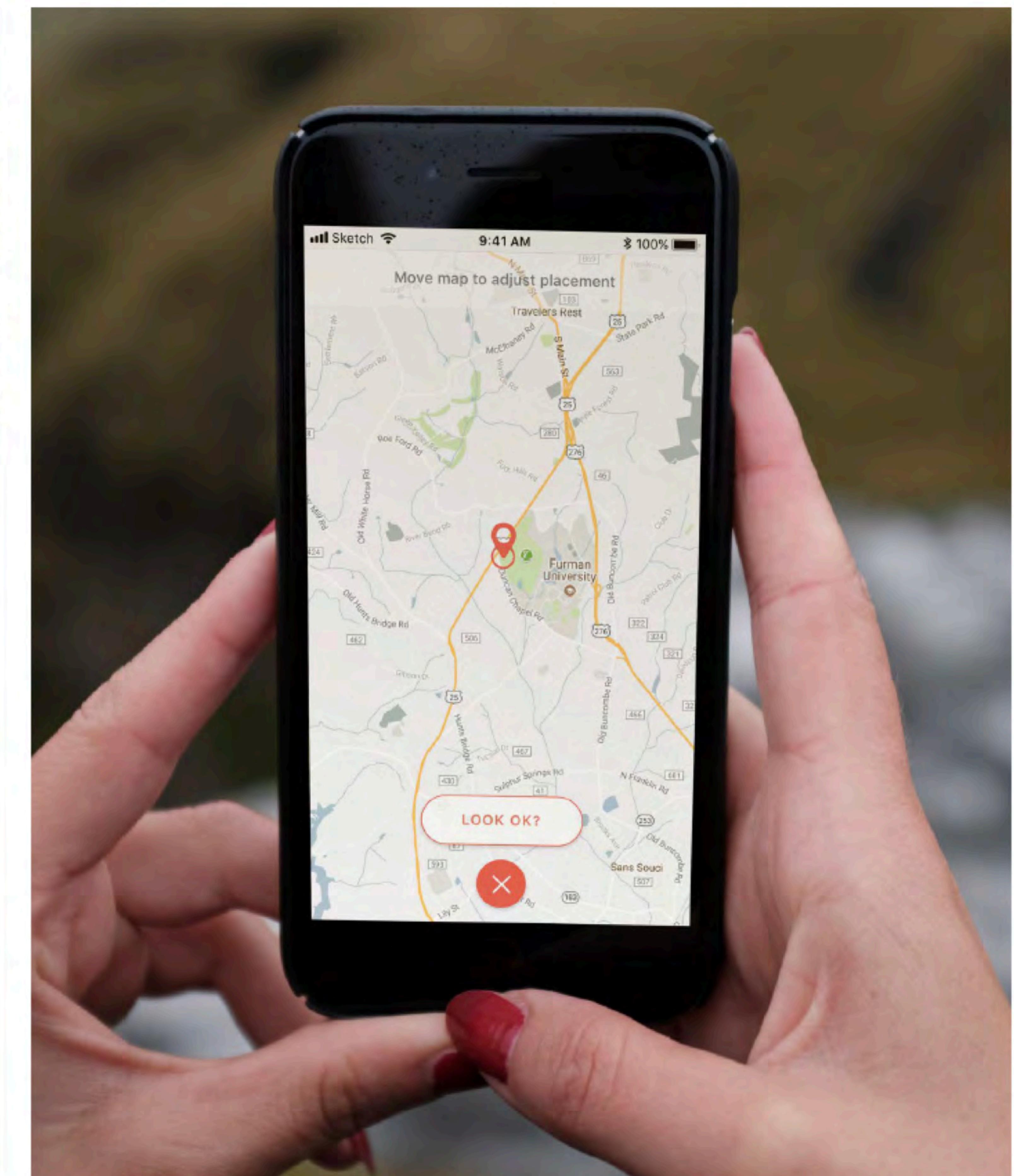
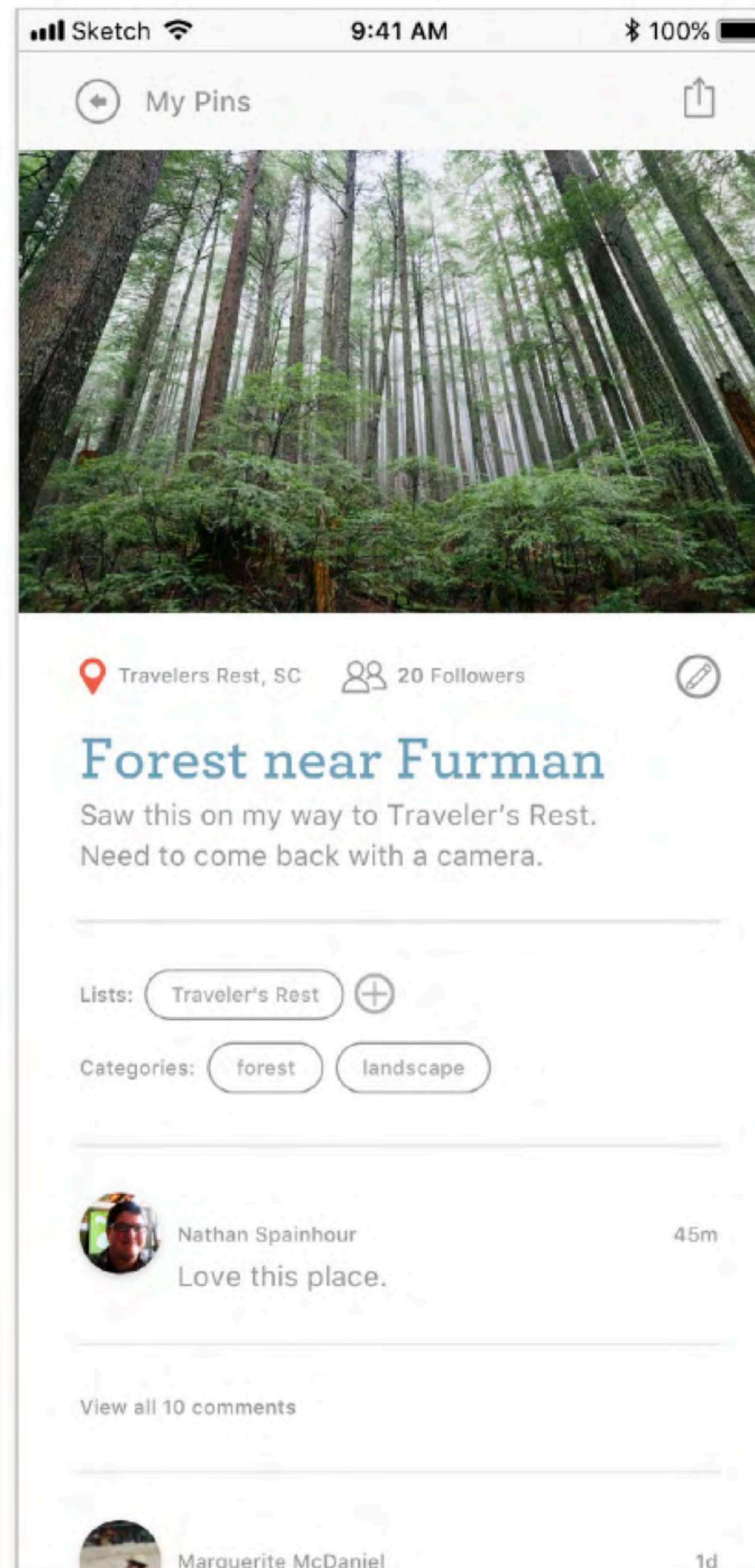
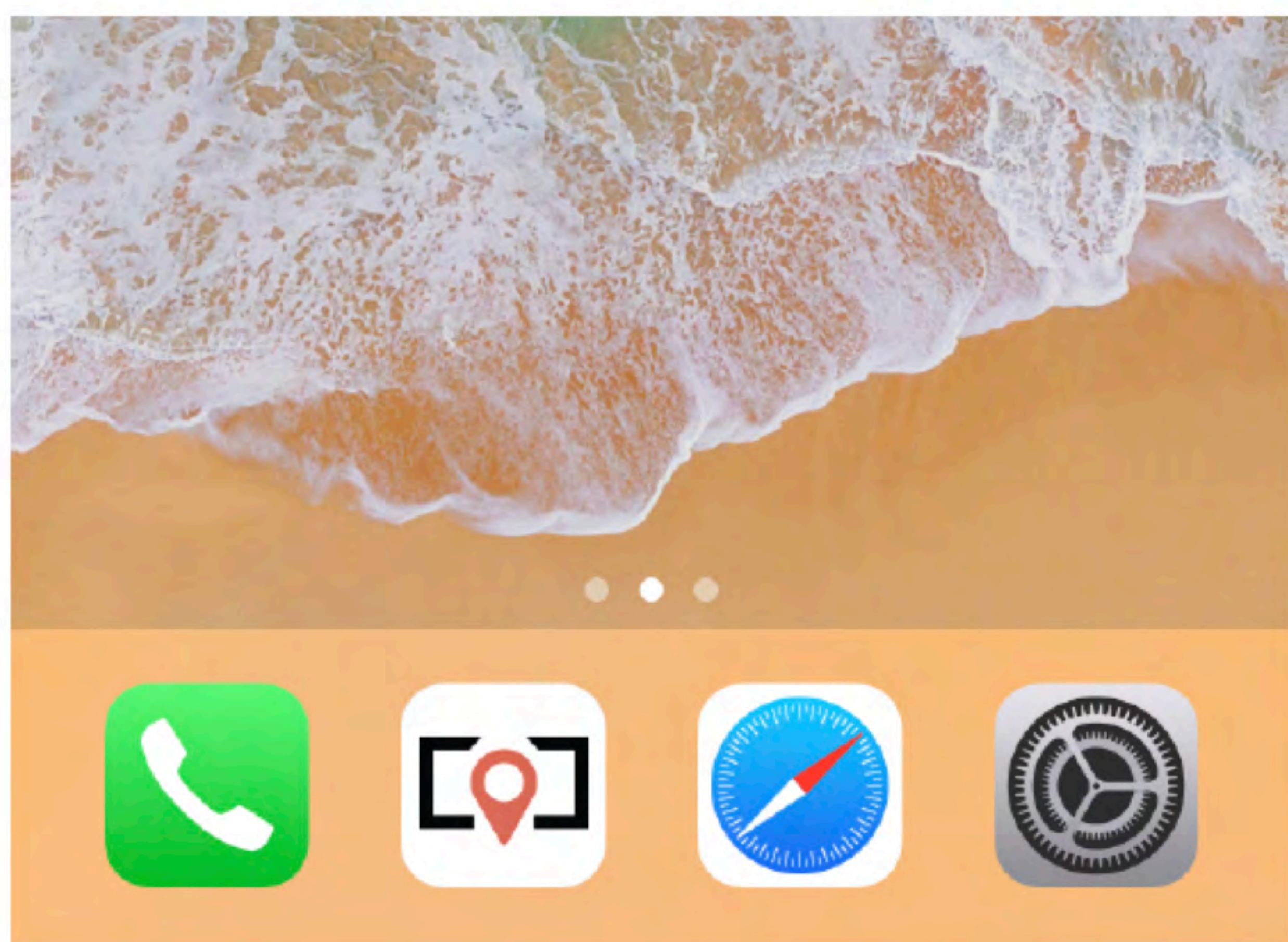
- Logo:** A red location pin icon inside a black square frame.
- Brand Name:** snapscout in a large, blue, sans-serif font.
- Color Palette:** A grid of colored squares with their corresponding CMYK and RGB values:
  - LAND:** C4 M26 Y88 K0 R243 G189 B60 PMS 142C (Yellow), C5 M44 Y100 K0 R238 G156 B33 PMS 1375C (Orange), C11 M70 Y66 K1 R218 G107 B88 PMS 7416C (Red).
  - SEA:** C36 M44 Y68 K10 R158 G130 B93 PMS 7504C (Brown), WHITE, C76 M67 Y65 K80 R17 G21 B22 (Black).
  - AIR:** C92 M69 Y37 K21 R36 G75 B107 PMS 7477C (Dark Blue), C53 M27 Y22 K0 R126 G162 B181 PMS 7695C (Blue), C55 M30 Y47 K4 R123 G149 B136 PMS 5565C (Green).
- Font Selection:**
  - BRAND AND HEADLINE TYPE:** Archer Semibold.
  - BODY AND MOBILE TYPE:** San Francisco Semibold and Regular.
- Text Sample:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec non aliquet diam, vitae posuere arcu. Donec vitae nulla in nisl ullamcorper fermentum nec bibendum nisl. Donec dictum, ex aliquam varius eleifend.

## Execution: Mobile App Design

The app has been distilled down to three major functions: Storage of scouted locations, organization of those locations, and sharing those locations with a community of like-minded people.

Some unique features that the app will provide will be the ability to see other people's lists of locations, as well as subscribing to other user's location feeds.

See the prototype: <https://bit.ly/2LaYL1q>

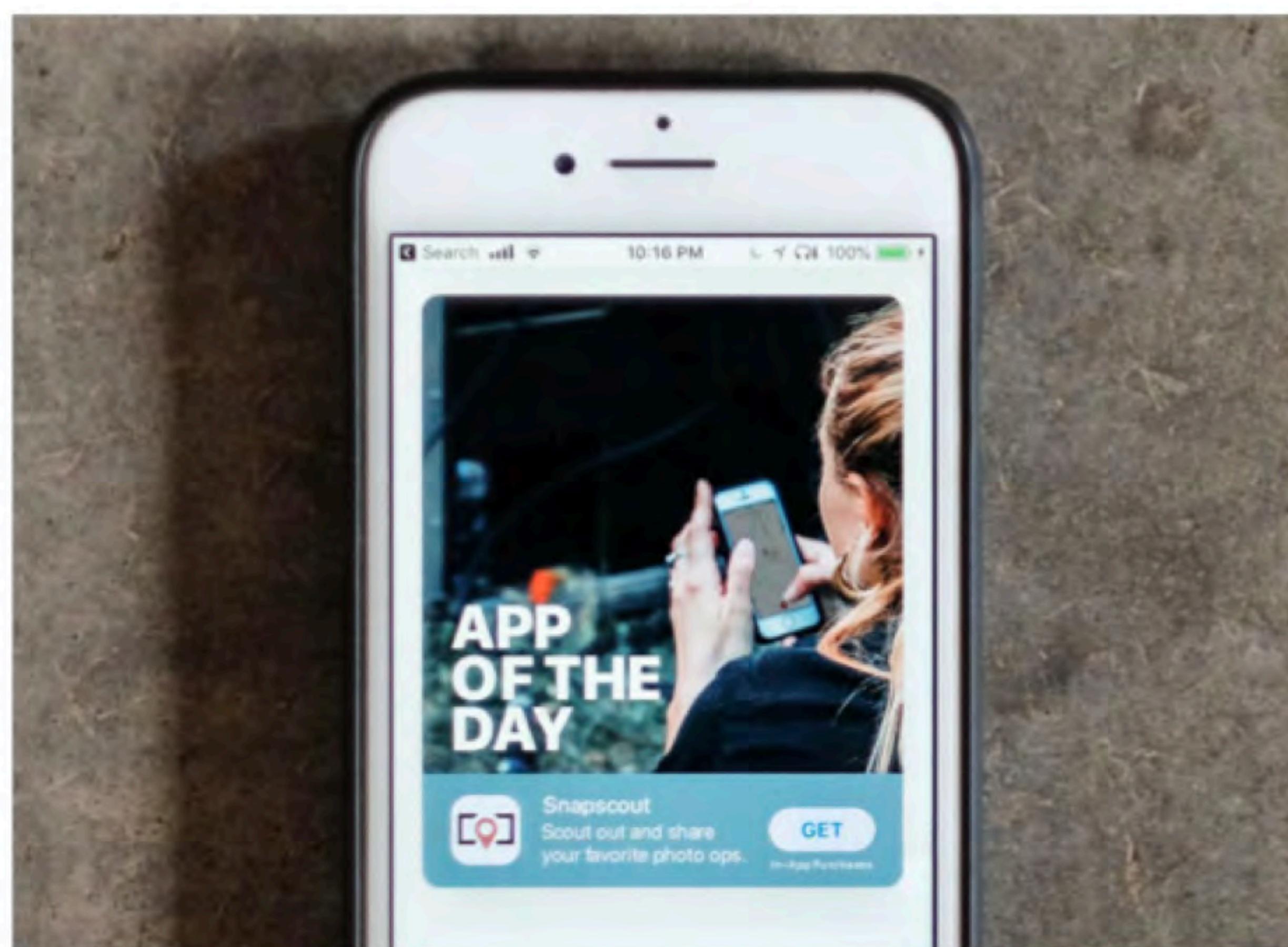


## Execution: Digital Marketing Touchpoints

The two initial marketing focuses will be optimizing findability on the App Store and targeting niche users on the web by utilizing Google's ad networks.

The targeted marketing to photographers will utilize search engine ads and display advertising to focus on the practical uses of the app for photographers.

The app store presence will cast a wider net and concentrate on the social aspects of the app.



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JULY 19 Fujifilm's XF10 is a small, wide-angle APS-C compact 334

Fujifilm has announced the XF10, a premium compact camera with a fast 28mm equivalent F2.8 lens and 24MP APS-C sensor. This replacement for the X70 will ship in August for \$500.

Snapscout

Create a shot list now. Plan a shoot for later.

Snapscout is the best photographer scouting companion app. When you see a great shot, save it to your list, and be prepared the next time you're out with your gear.

Download on the App Store