

Brand Identity

MY WORK



I worked with a local Harrisonburg clinic to create accessible and cohesive marketing content.

MY WORK

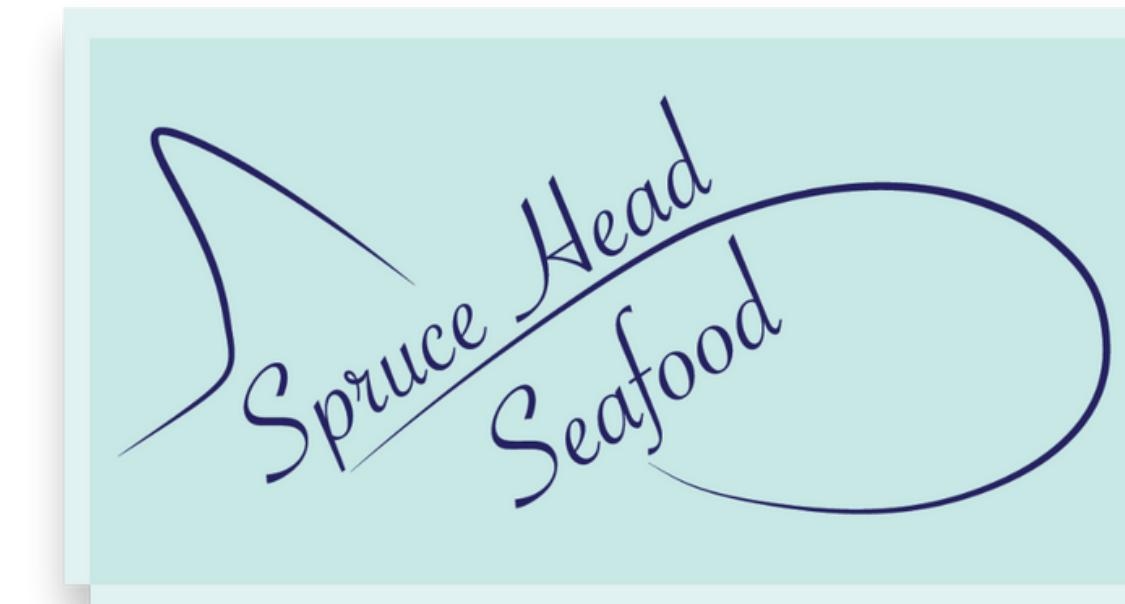
Illustrator



POSTER FOR JMU'S SCHOOL
OF MEDIA ARTS AND DESIGN



BOARDING PASS REDESIGN



RESTAURANT LOGO DESIGN



MY WORK

PROCESS

Illustrator



FINAL LOGO



MY WORK InDesign



DOGHOUSE PRODUCTIONS

Doghouse Productions is the only **film production club** at JMU that strives to involve students in all aspects of filming.

OUR GOAL
is to amplify the diverse stories of JMU students who are looking to have their creative ideas heard.

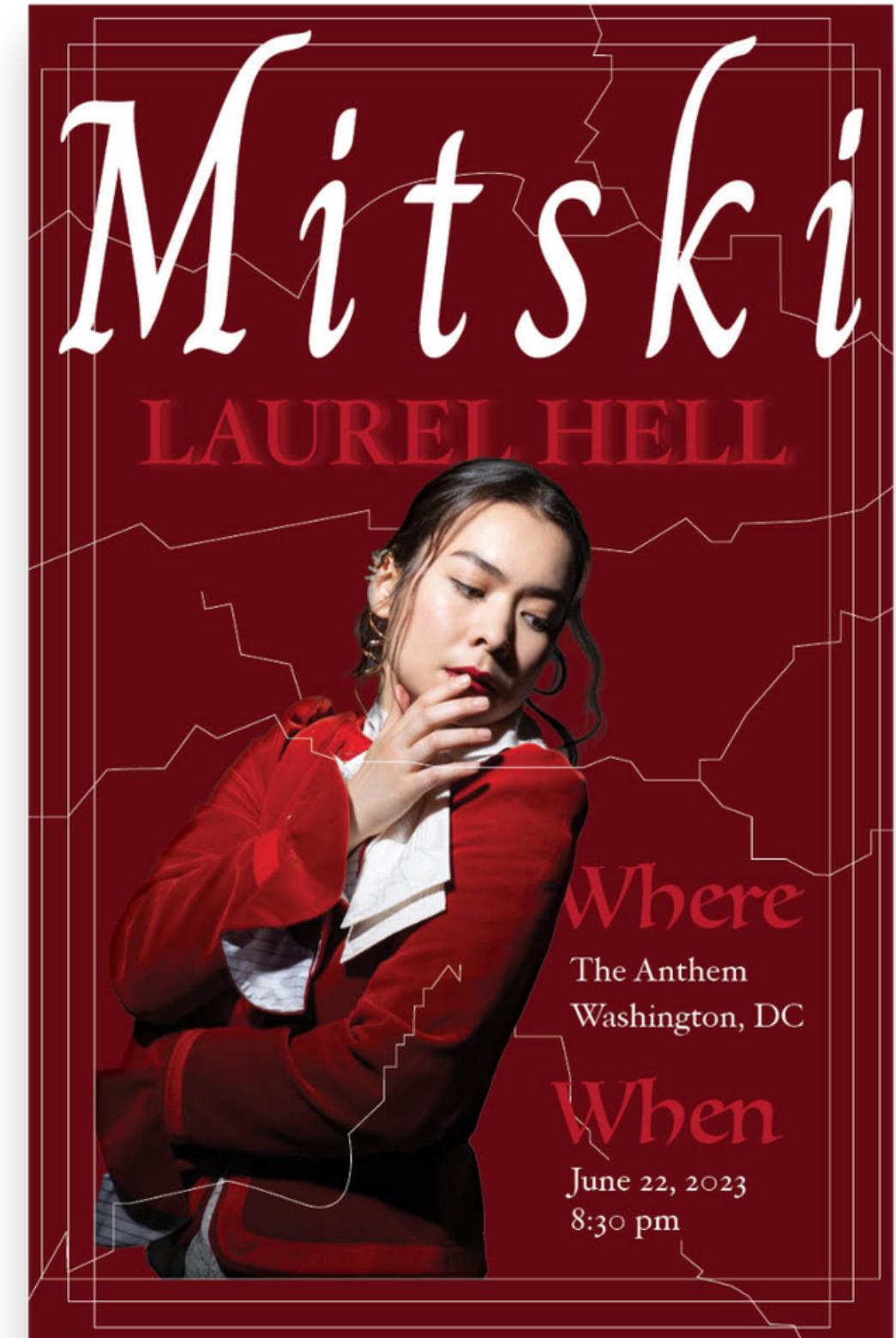
ALL ARE WELCOME
to be a part of the Doghouse family! You do NOT have to be a SMAD major to join Doghouse or have any prior experience. We hope you come out to join us!

CONTACT INFO
 Harrisonburg, VA 22801
 DogHouseProductions1@outlook.com

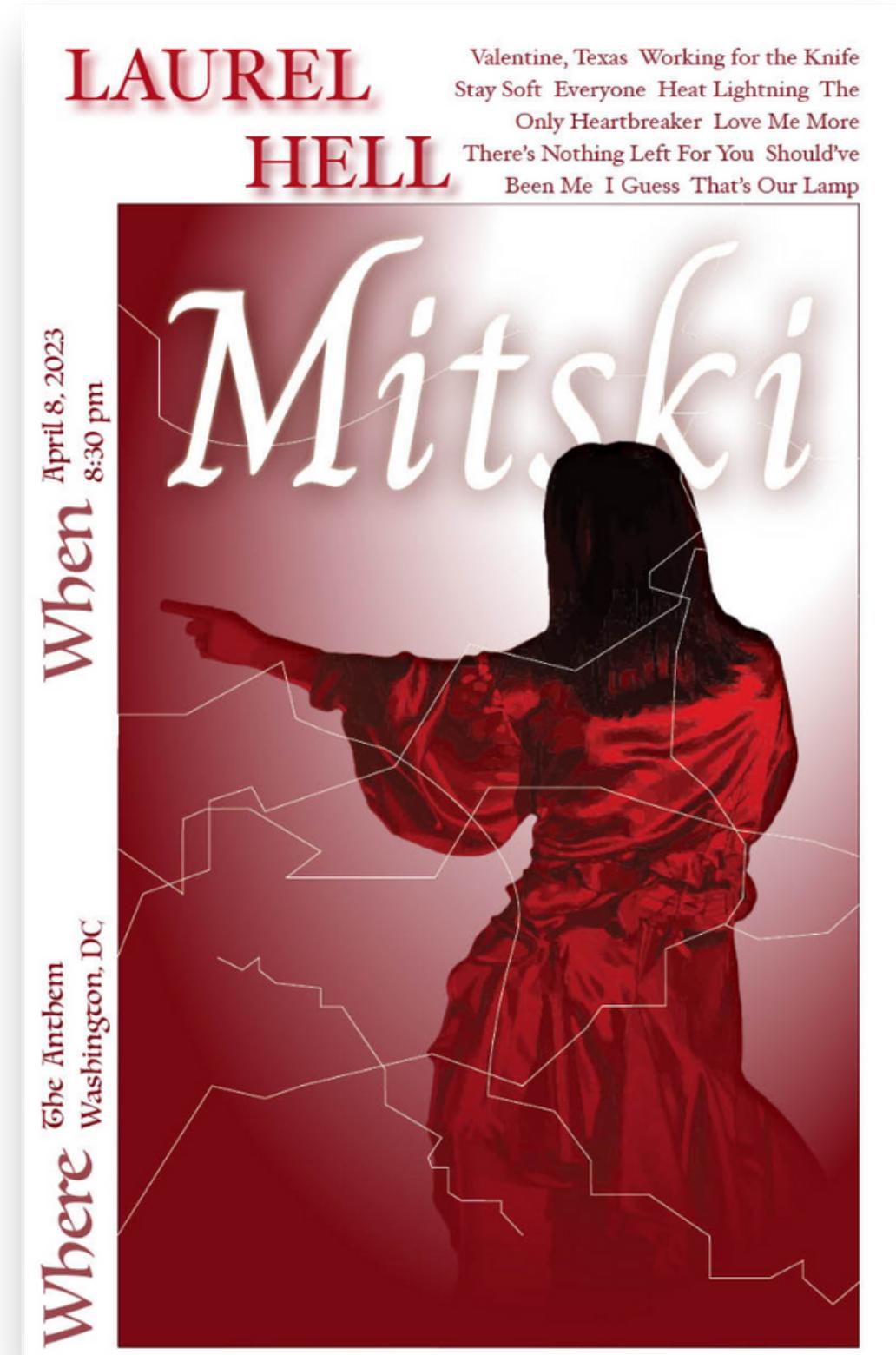
SOCIAL MEDIA
 @jmu.doghouse
 @DogHouseProductions1

← Scan here for our website

CLUB FLYER



CONCERT POSTERS

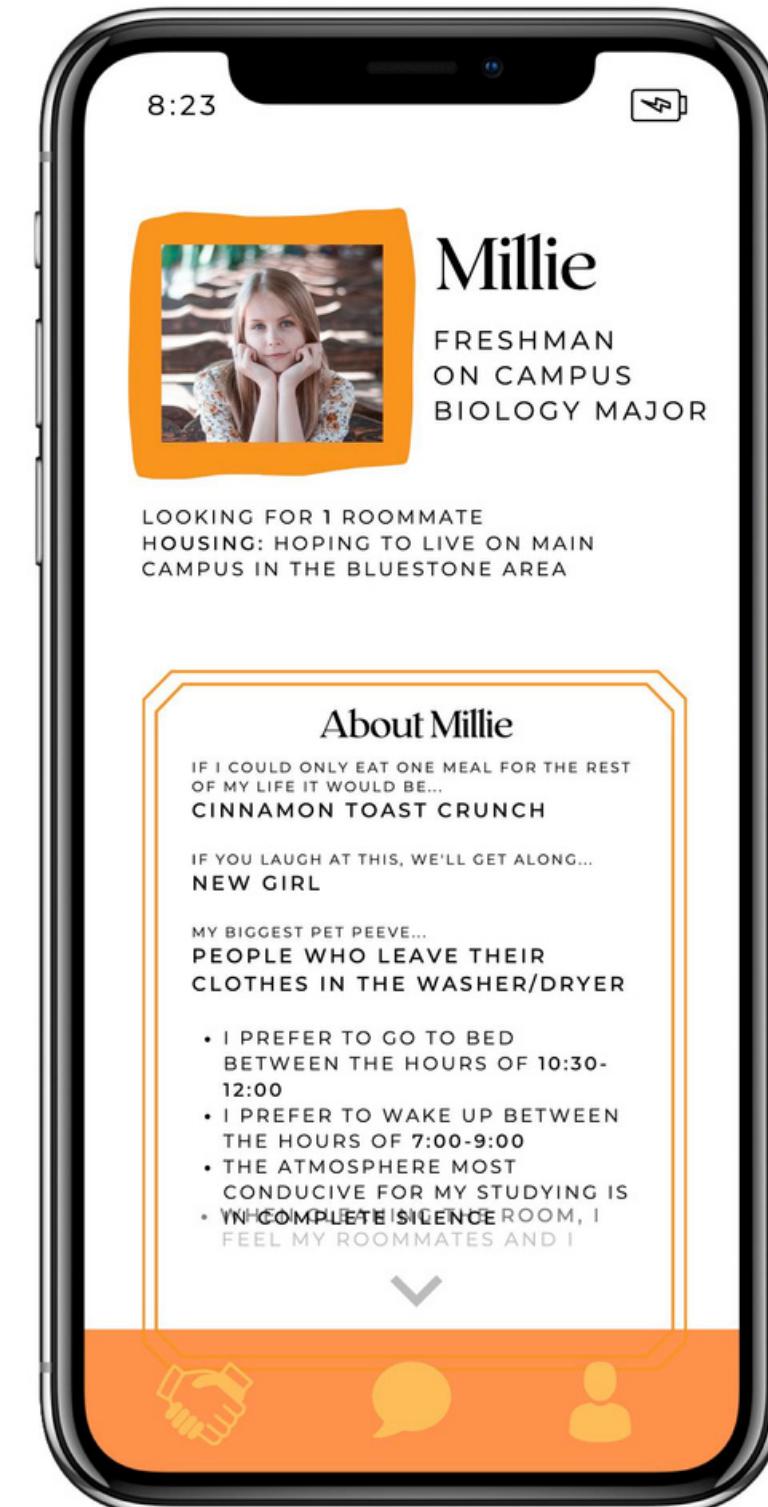


MY WORK

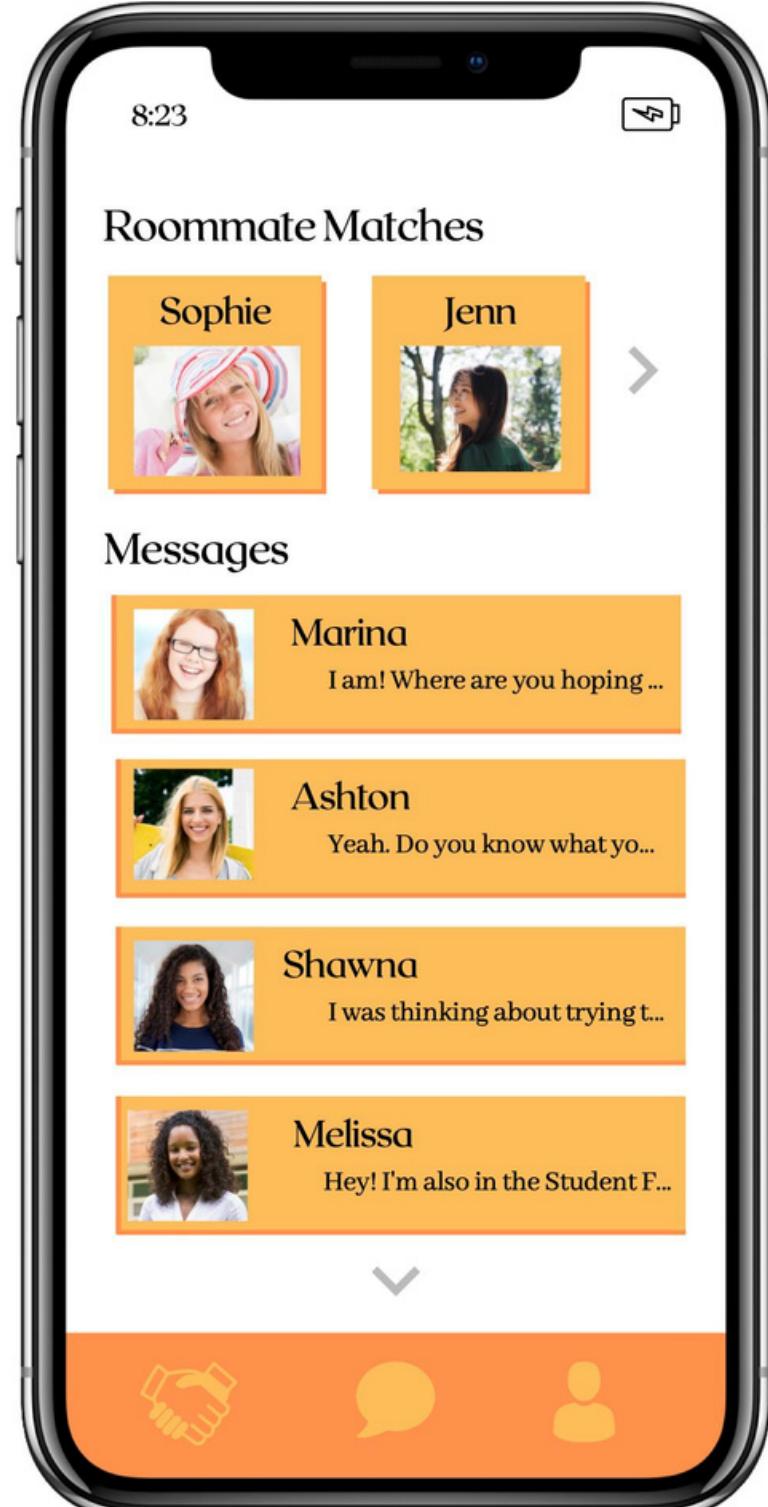
Canva



WEBSITE AD



APP MOCKUP



MY WORK

Web Design

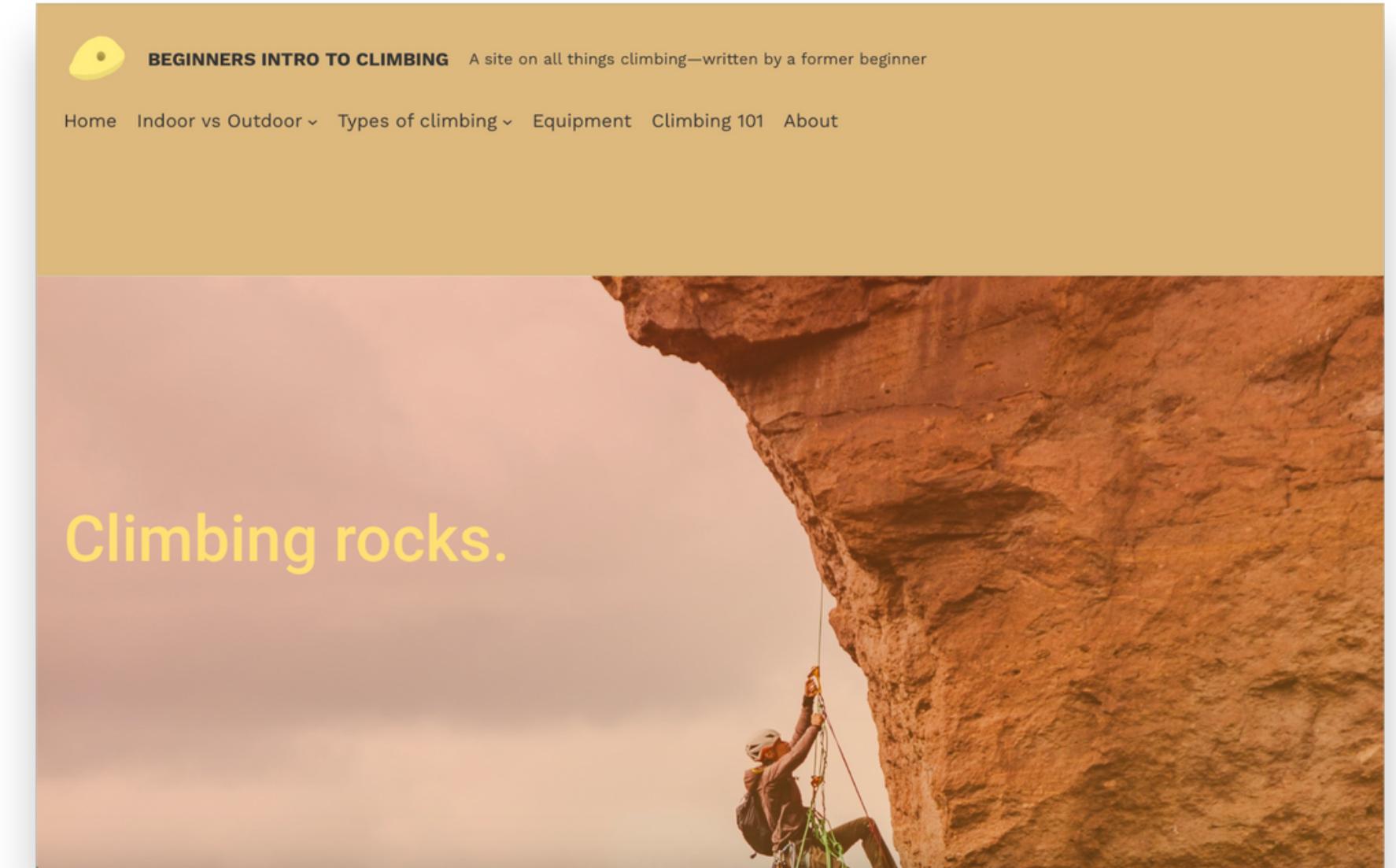


ROSEMARY'S BAKERY SITE

<https://rachelgordon-gh.github.io/RosemarysBakery/>

ROCK CLIMBING INFO SITE

<https://beginnersintrotoclimbing.wordpress.com>



MY WORK

Aramark Internship

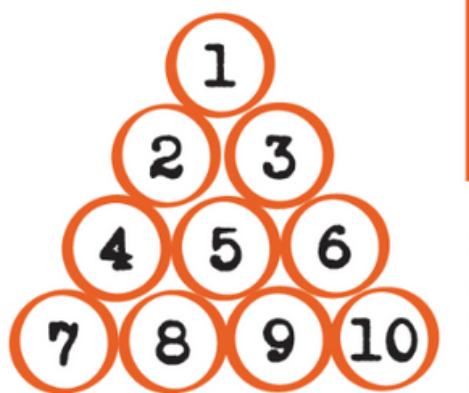
FARMER'S MARKET PUNCHCARD



Buy an item from at least 6 vendors before the end of the semester and receive a free JMU Dining coupon book (expires 5/11)

Flex, Dining Dollars, cash, & credit accepted

See the green checkout tent for punches and coupon book when completed



1. Sugar and Bean
2. His Child's Bakery
3. D.L. Shipp Farm
4. Ryan's Fruit Market
5. Staff of Life
6. Dye Happy
7. Wildwood Gardens
8. Indigo Moon Rocks
9. Great.full Goods
10. Mother Bear Medicinals
11. The Long Acre Farm
12. Mill Song Crepes
13. PrePOPsterous

FARMER'S MARKET POSTER

A digital poster for a winter farmer's market. It features a red "Winter" title, "FARMER'S MARKET" text, and "MADISON UNION PATIO" location information. It includes a graphic of holly leaves and berries, and a call to action about flex and dining dollars. Below the main text is a list of items available at the market.

USE YOUR **FLEX DOLLARS***
AND **DINING DOLLARS****
AT THE MARKET!

*ALL VENDORS
**FOOD PURCHASES ONLY

**LOCAL PRODUCE ★ LIVE PLANTS
COFFEE ★ SMOOTHIES ★ BREADS
BAKED GOODS ★ FLOWERS
POPCORN ★ ARTISAN CRAFTS**

JMU Dining

INSTAGRAM STORIES

MY WORK

Aramark Internship

