

# Carolee Kinde *design*

## Opportunities of A Lifetime

an exclusive interview

### Through The Years

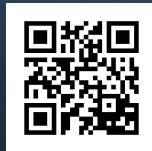
a graphical timeline

pg. 9

### What I Love To Do

portfolio highlights

pg. 10



福

TOWN

“A combination of the traditional and exotic that fuse together an exquisite flavor making your taste buds crave more!”

- *The New York Times*

555 1st Ave West  
New York, NY





Visit the National Restaurant Association's Top 25 places to eat and see for yourself what all the rave is about! Book your unforgettable experience tonight. Go online to make a reservation.

1-800-555-1234  
[www.visittown.com](http://www.visittown.com)

*Editor  
Art Director  
Photography  
Advertising*

Carolee Kinde

*Contact*

Carolee Kinde

6341 150th St N  
Hugo, MN 55038  
651.214.1259  
ckindedesign@gmail.com



follow me on Facebook  
[www.facebook.com/ckindedesign](http://www.facebook.com/ckindedesign)



connect with me on LinkedIn  
[www.linkedin.com/ckindedesign](http://www.linkedin.com/ckindedesign)



check me out on Instagram  
[www.instagram.com/ckindedesign](http://www.instagram.com/ckindedesign)

# Contents

Exclusive Interview  
Opportunities of A Lifetime

6

Timeline  
Through the Years

9

Project Work  
What I Love To Do

10

Project Focus  
The Process Book

18

Hobby Photography

19



# Peter's Story

**August of 1946...** *On a beautiful summer day in St. Cloud, Minnesota, a young family of five attends a company picnic. The eldest of the three children, Peter, is seven. The next morning Peter wakes up with a sore throat and is inexplicably unable to swallow. Doctors and specialists are baffled. Soon, Peter's condition worsens with a fever and extreme weakness throughout the left side of his body. Finally, the cause is discovered and the prognosis grim. Peter has contracted the poliomyelitis virus (polio), and there is no known cure.*

*Hear the story of Peter, a brave young boy who defeated the odds to survive polio. See the miracle workers at the Kinney Institute and the cure that saved thousands more.*

**WORLD SCIENCE CHANNEL**

Sunday, September 17  
7:00 p.m. Eastern | 8:00 p.m. Central




*Senior Picture Time!*  
**CLASS OF 2018**



Carolee  
Kinde  
Photography

*call or email to book a session*  
**651-214-1259**  
**[ckindedesign@gmail.com](mailto:ckindedesign@gmail.com)**



# Opportunities Of A Lifetime

**R**electing back on life's journeys so far, Carolee Kinde simply states, "I'm lucky." Just like any other person with their ups and downs, her story is no different. Full-time benefits administrator, wife, mother of three, college student, and future graphic designer here is her unique story on how she got to where she is today.

"Like I said, I'm consider myself fortunate. I was adopted from South Korea as a baby, so right there, was provided an opportunity [a life] that could have been much different."

***Do you ever want to go back to your roots and visit Korea?***

"My parents have given me such a 'rich' life, not in monetary sense but as in fulfillment. Growing up, my family traveled a lot. My brother and I visited places all over the country. My mom was a stay-at-home mom, my dad a computer programmer. Both were hard working, deeply religious, and always there for support: school work, friend issues, bullying. I am so incredibly lucky to have such supportive, loving, wonderful parents - so no, I have not wanted to visit Korea since I'm so happy here."

***You said it has been 20 years since you've been in school. Why now finish your degree?***

"First, I am in a good place in my life where I can finally achieve that goal. I won't lie, it hasn't

been easy since I work a full-time job and have a younger child at home who still depends on me. However, I have a great support network of family and friends. Second, the technology we have today is incredible. Enrolling in a flexible online program has been the best path for a working mom like myself. In the near future I can finally make my dream a reality and am proud to make such an accomplishment."

***What made you decide to go into graphic design in the first place?***

"When I was in middle school, I always joked that I wanted to either play in the orchestra for Disney (go into music) or be an animator for Disney (go into art). Animation interested me, but I really didn't know that much about it. I gravitated toward graphic design once I took a design class in high school. I enjoyed creating a mock-up of a package for a brand I had to develop including the logo and stationery. I also had to design a magazine cover. From there, I was hooked."

***What do you plan to do with your degree?***

"I discovered my strengths are in printed materials and designing page layouts. I would say one of my hobbies is also designing logos. I hope to do freelance work to earn some extra money on the side and build up my portfolio a little more."



**What do you like to do in your spare time?**

“[laughing] I feel like I don’t have much ‘spare time’ right now especially with school. I come home from work after being on the computer all day, to sitting back in front of the computer doing homework until I go to bed. The cycle starts all over again the next day. However, there is light at the end of the tunnel... so in my soon-to-be spare time, I would read more, hang out with my kids, go on dates with my husband, and watch movies with my family.”

**Tell me more about your family.**

“I have three wonderful children, ages 5, 12, and 18. They are for the most-part independent, but still need guidance as any child would. We were lucky in that my parents watched our youngest so he didn’t go to a day care center. Now he will be in Kindergarten, my second daughter is off to middle school, and my oldest daughter will be in her first year of college!”

**Where is your daughter going to college?**

“She will be attending Century College which is where I first went at her age. She is planning to achieve her 2-year degree and then transfer to another school to finish her Graphic Design degree too.”

**Your daughter is following in your footsteps then?**

“I kind of put a bug in her ear. She would read online fan-fiction stories, and then create book covers for them. I was amazed at some of her work. I said, ‘Kaycie, you designed that?’ While she credits the design app that helped her, I told her that it still takes a certain type of vision and preciseness to come up with the covers she produced. So instead of growing up to be a pop star (as she dreamed when she was 7) she now hopes to design album covers and posters for those pop stars.”

**Are there any types of accomplishments you are particularly proud of, art-related?**

“You know, I wish I could say that I am involved in all types of design chapters, that I volunteer in the community designing communications, or that I have won many awards... Not to say that some day I won’t, but that isn’t my story right now. My real story is that in elementary school I won the local Drug Awareness Poster Contest

twice (1st and 6th grade), and won a first place blue ribbon at the State Fair for a watercolor painting I submitted in 8th grade. I just only recently joined the AIGA design chapter as a Contributing member but haven’t had time to really dive deeper into it. I designed pins for my mom’s Lioness Club for a few years, illustrated a church member’s play book, and I created a program template for my daughter’s music teacher to use in their band program. Pretty low key, nothing glorified or consistent for that matter.”

**I think you’re underestimating yourself a bit, it at least sounds like you’re trying.**

“If anything, the takeaway is that art and design has always been a part of my life since I was young. It’s hard to know what will change once I get my degree, I honestly can see myself putting my extra time and effort into my family and helping support them as they have supported me.”

**Is there anything else you want to add?**

“Like I mentioned in the beginning, I am truly fortunate for all of the opportunities given to me. From being adopted and having such a wonderful supportive family (parents, husband, and kids), to being able to go back to school after 20 years when life got really busy. Southern New Hampshire University gave me that chance to finish my degree in a setting that was conducive to my life. Now I can continue doing what I love to do and I am so thankful to everyone who has helped along the way.” ■



Carolee will be graduating from SNHU at the end of October 2017 with a bachelors degree in Graphic Design and Media Arts.

# Stay & Play

**FOR 5 NIGHTS AND 6 DAYS FREE!**

Enter to win FREE lodging with resort activity package!  
Get away to the beautiful island of St. Thomas to play by  
day and relax at night. Sign up for our online newsletter  
for more information and to get entered!



**AMETHYST BAY**  
*Resort & Spa*

716 AMETHYST BAY BLVD  
ST. THOMAS, VI 00802  
866-323-7070  
AMETHYSTBAYRESORT.COM

# Through the Years

Who says life isn't busy? Between changing jobs and raising a family Carolee Kinde took a brief sabbatical from her post-secondary education. Through it all, each job provided a chance at showcasing her creativity in some small way or another.

Here is a graphical timeline of Carolee's educational, employment, and life milestones throughout the past 13 years. ■

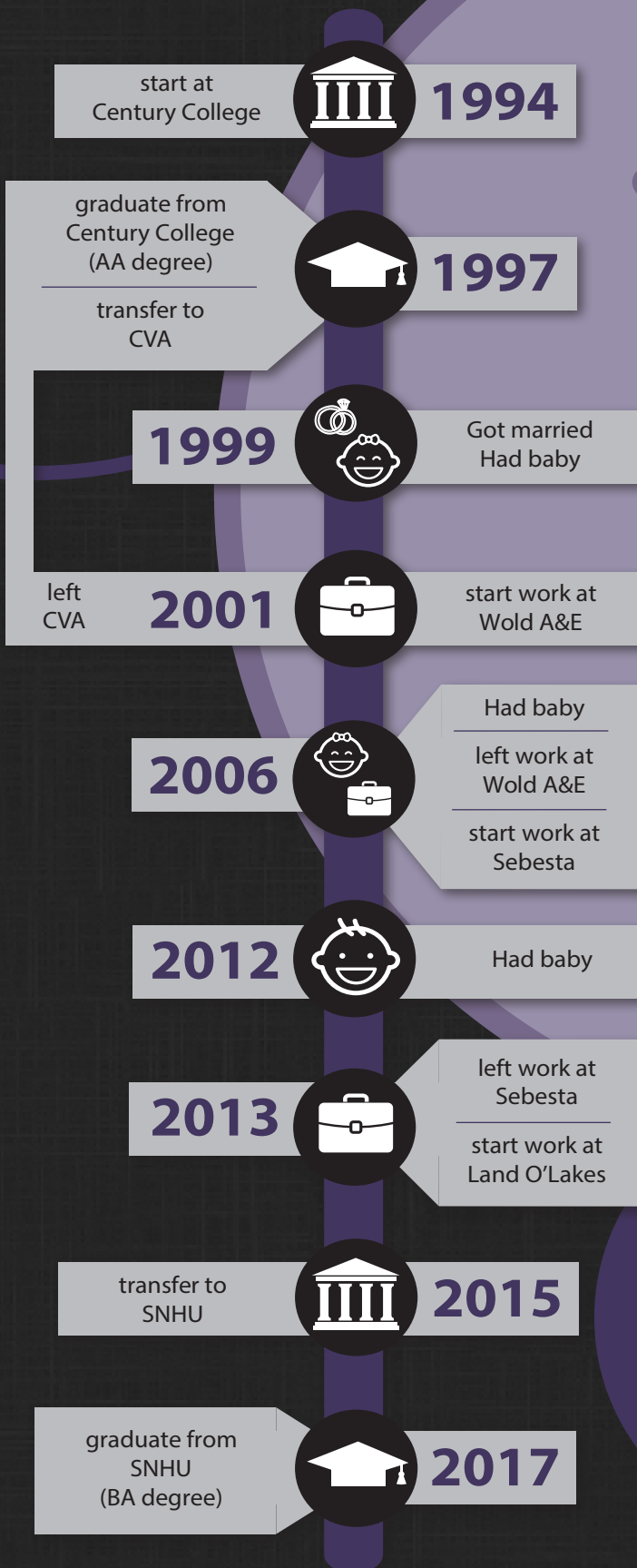
It comes in 3's

# 3

colleges

employers

kids



# What I Love To Do

Carolee Kinde has an ongoing collection of projects completed throughout her school and working career. From website design to infographic mailers, to posters and magazine covers, Carolee has assimilated a few examples that represents a cross-section of her talents and design work. Utilizing Adobe software such as Photoshop, Illustrator, and InDesign she is able to transform various every-day communications into unique pieces of art.

## Logo Design



Music Maker Quarterly logo was designed with music notes, the M enlarged to represent both words. A blank music staff underlines the bottom part of the design.



Carolee Kinde Design went through many different versions before settling on this final logo. Letters have strategic breaks that mimic the feel of the C and the K. Each vertical line purposefully aligns providing rhythm.



Anna's Pet Services is a fun and happy looking logo. The design plays with the natural curves of the name Anna while incorporating whimsical animal characteristics.



Info to Grow logo was an icon designed to promote unknown facts, tidbits, or ideas in an informational booklet. The icon was designed with the readers in mind, who are in the agricultural industry. Colors used represent the overall color scheme of the booklet.

# Printed Materials

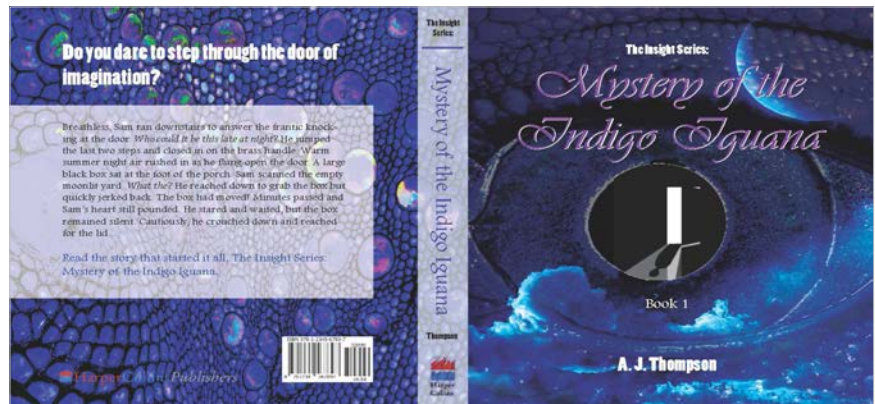


Southern New Hampshire University's newsletter is in digital form online. To design an edition in paper form required researching what other institutions were doing. The above printed version was the result. The school's colors are found throughout and content organized with nice flow and white space. Designed with Adobe InDesign.

magazine cover



book jacket



Music Maker Quarterly is a magazine that features the latest music news, interviews, and concert information. The cover features a large "quarter note" to the right side used to highlight featured articles. Designed with Adobe InDesign.

Book cover design for The Insight Series: Mystery of the Indigo Iguana by A.J. Thompson. Enlarged reptilian scales cover the book jacket. The front consists of multiple layers, a close-up of an iguana eye and night time clouds. In the iris of the eye, a mysterious shadow shines through an open door. Designed with Adobe Illustrator.

# Printed Materials

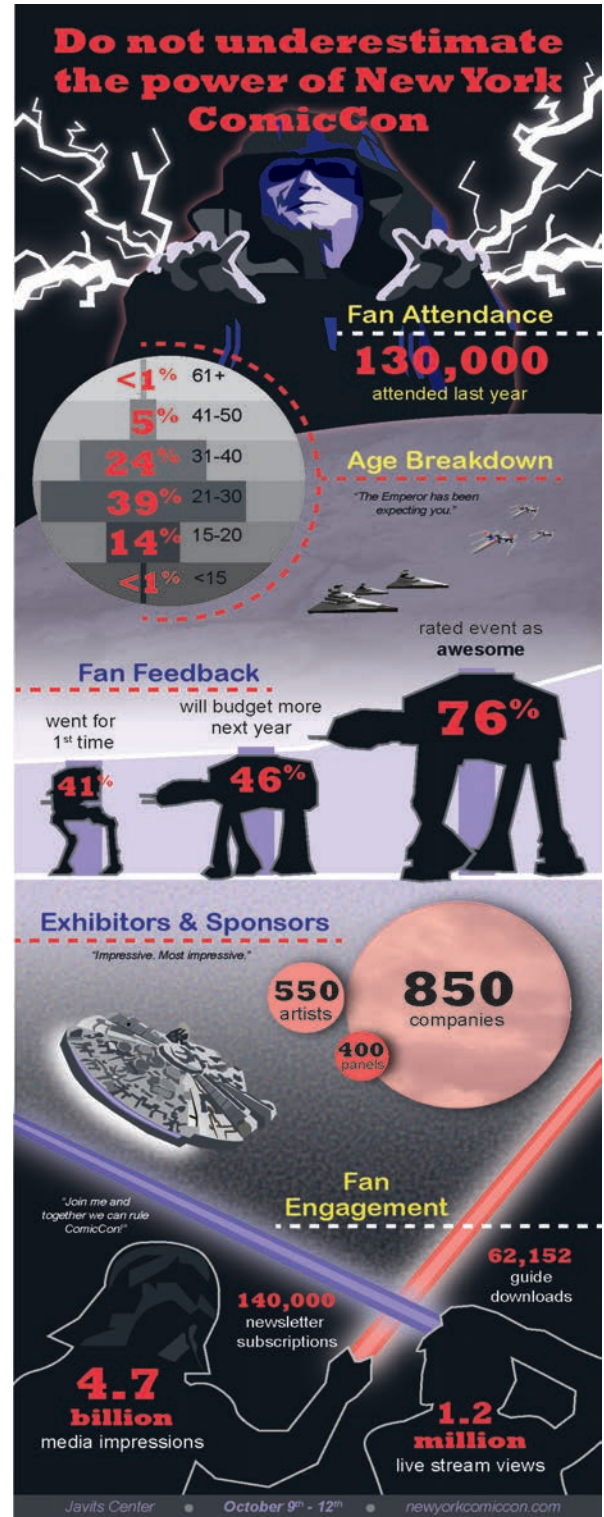
marketing mailer



Postage  
 PAID

Name  
 Address  
 City, ST Zip

New York Comic-Con sent this mailer to vendors to advertise booth availability for purchase at this annual event. The target audience were artists, book stores, and toy retailers. Statistics in infographic form visually highlight last year's Comic-Con participation utilizing a Star Wars theme. Designed with Adobe Illustrator.



# SCULPTING THE URBAN LANDSCAPE

Celebrating the magnificent style of Art Deco  
architecture in Minnesota

**October 21<sup>st</sup>**

A stylized illustration of a city skyline in Art Deco style. The buildings are rendered in shades of yellow, orange, and brown against a teal background with radiating lines. In the foreground, there is a grey bridge with arches. The text is overlaid on the illustration.

at the newly refurbished Art Deco style  
**Commodore Restaurant & Bar**  
**\$10 cover** | St. Paul

# Photography

Shooting with a Nikon DSLR digital camera was a first for Carolee. She enjoys photography and employs the same design concepts such as composition, negative space, point of view and apply into each shot. Photoshop was new to her but quickly learned how it can positively enhance photos.



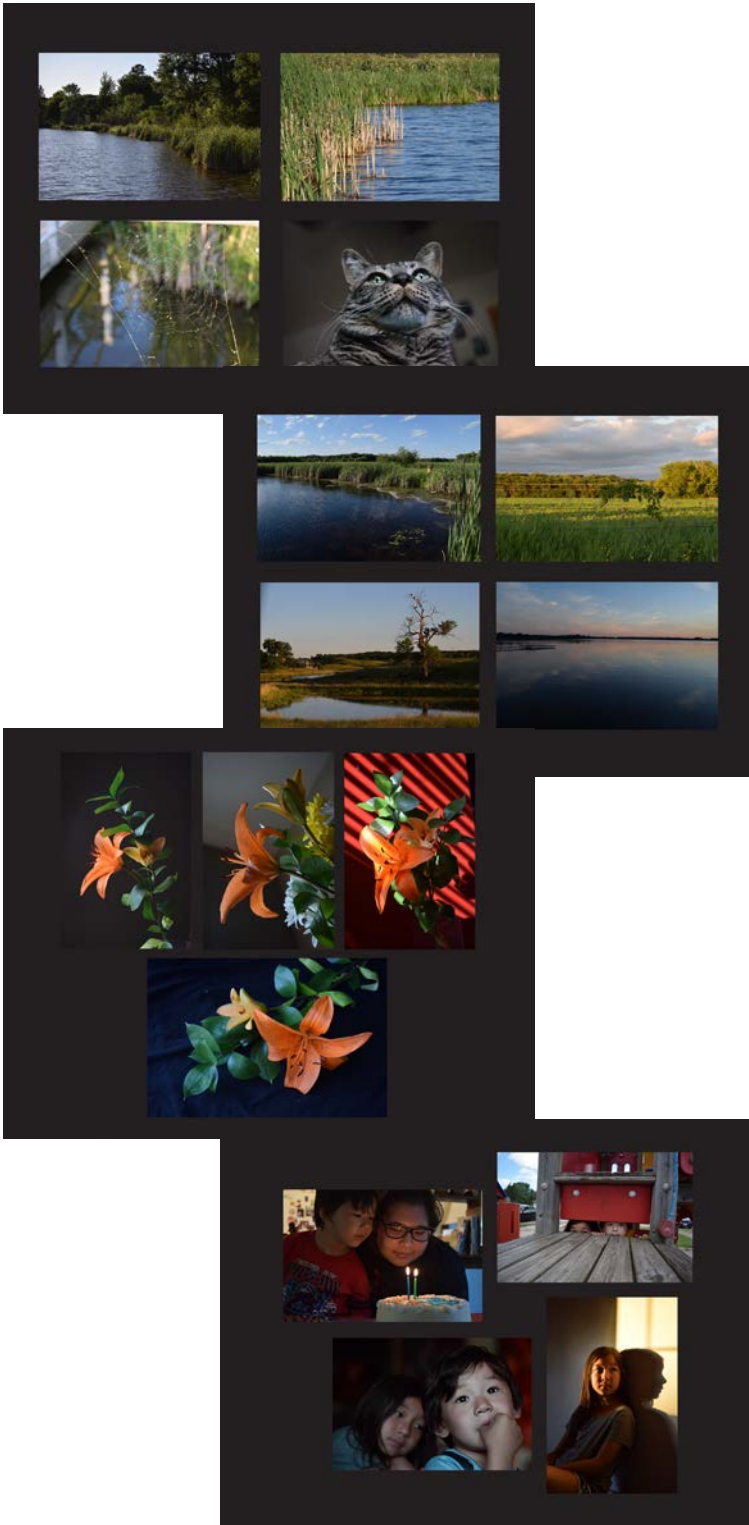
Photographic essay:  
an 8-picture series that tells  
a story without the need for  
written words





# Photography

Four-best shots of the week: studying aperture and shutter speed in landscape, portrait, and still life situations.

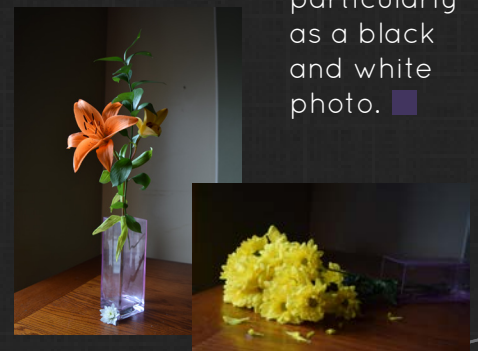


## Learning Photoshop



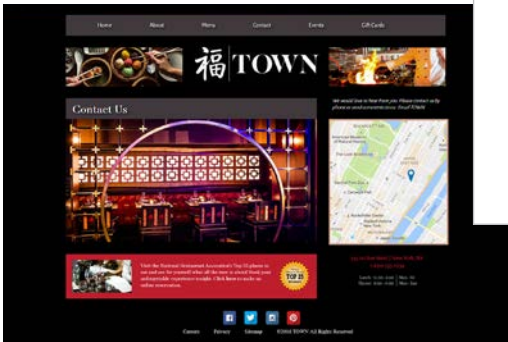
Carolee admits that she never had much experience with Photoshop until taking a digital photography class at SNHU. "And I have only scratched a small surface for what Photoshop is capable of," she states after working on a still-life composition. Taking two separate photos of flower arrangements, both with similar lighting, the end result turned out believable and quite dramatic,

particularly as a black and white photo. ■



# Web Design

Town restaurant in New York is the latest in Asian-infused cuisine. This unique restaurant boasts upscale dining in a modern and trendy atmosphere. Not only does Town want to reach out to new patrons, but also promote their event services as well. The following website was designed using Brackets.





# LAND O'LAKES, INC.

MEMBER COOPERATIVE HEALTH PLAN

As health care reform unfolds, many businesses are left wondering how they will ensure continued compliance while maintaining employee satisfaction with their benefits. In looking for ways to help our member cooperatives manage these issues, Land O'Lakes has developed the concept of a group health and insurance plan that addresses these concerns, as well as:

- Premium predictability
- Flexibility in benefit offering
- Federal & State compliance
- Rate guarantees
- Competitive rates
- Administrative ease

We leverage the Land O'Lakes brand and buying power to produce value-added services. Take advantage of preferred pricing and access to services typically reserved for large employers.

Call or email for more information or to receive a no obligation plan quote.  
**1-855-226-1231 | [memberhealthplan@landolakes.com](mailto:memberhealthplan@landolakes.com)**

**5,300**

employees

**52**

participating  
cooperatives

**10,000**

employees and  
families

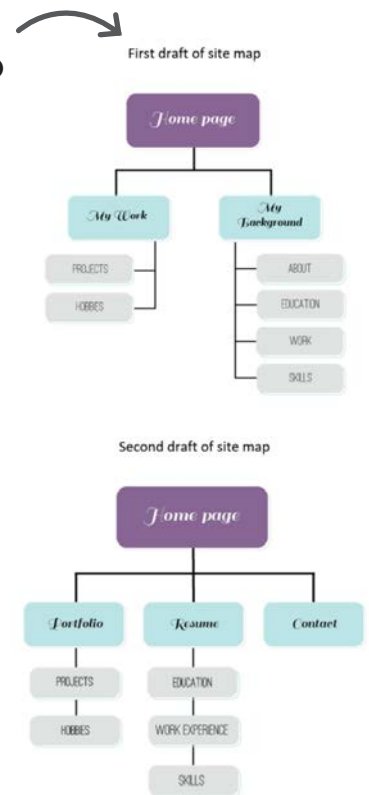
# The Process Book

The process book is a written record of the creation of a project. It involves detailed notes, research, revisions, and feedback. The purpose of a process book is to provide reference for future revisions or troubleshooting. It also helps explain in greater detail how a designer thinks and approaches projects.

Excerpts from this process book is for the development of Carolee Kinde's original website.

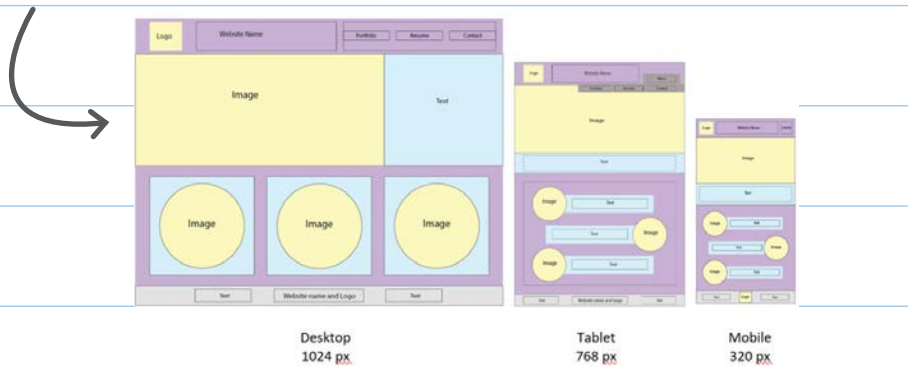
## STEP 1: Site Map

Starting to develop a color palette and various font types. Ended up adding more pages to the site on my second try.



## STEP 2: Wireframe breakpoints

Plotting out rough layouts of home page for desktop computer, tablet, and mobile devices. I took a mobile-first approach, meaning, starting my site with a mobile phone screen size in mind. It proved to be challenging since I had a lot more space to utilize. Feedback received was that my design elements did not match. I had to go back and rework placement.



## STEP 3: Digital mock-ups

I had already designed a logo and spent time choosing a good image that worked well with my color palette. Using Adobe Illustrator, designed what I envisioned the site to look like.



## STEP 4: Coding and troubleshooting

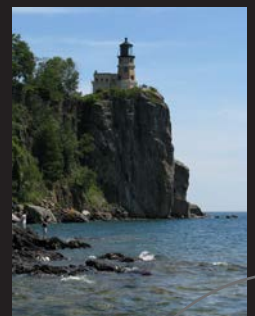
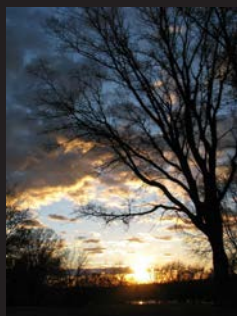
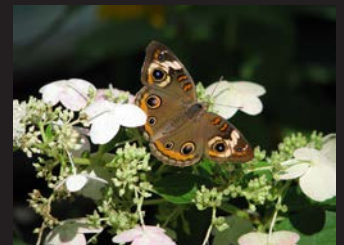
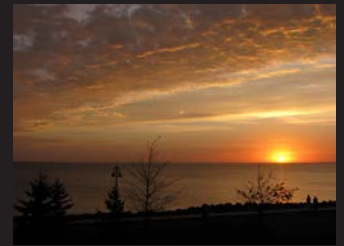
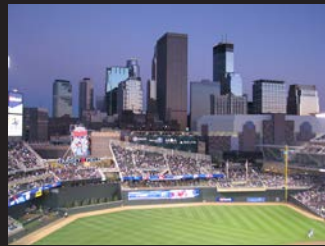
This site was designed using Dreamweaver which was new to me. I re-worked fonts, had to research and determine coding issues (pictures not showing up, fonts not turning out, etc.).

## STEP 5: Browser testing

Once posted live, the link was tested using different browsers (Firefox, Explorer, Safari, and many others) to check compatibility. ■

# Hobby Photography

Photography is an enjoyable hobby for Carolee. She enjoys taking photos of her family in everyday settings such as playing at the playground, going to the zoo or walks at the nature center. Macro shots (close-ups) of flowers are another favorite subject as well as animal and landscape pictures. Carolee finds beauty in ordinary things and manages to capture those moments. Here is a small sampling of some of her best shots over the years.



# SEE YOU



# AT THE



Carolee  
Kinde  
design

**LOGO**

**Photography**

**DESIGN**

**Web**

651.214.1259 • [ckindesign@gmail.com](mailto:ckindesign@gmail.com)  
[geocities.ws/ckdesign](http://geocities.ws/ckdesign)