



VAUGHN DOWNES

GRAPHIC DESIGN PRINT PORTFOLIO

GRA 491

Southern New Hampshire University



CONTENTS

1. The Jukebox Lunchbox
2. Amethyst Bay Advertisement
3. The Livery Design
4. The Car (product illustration)
5. Upper Crust Bakery Logo
6. The Calendar
7. Preserve Life
8. Pasta Amore menu
9. Pasta Amore brochure
10. Pasta Amore website
11. Personal Brand

VAUGHN DOWNES

Graphic Designer, Self-taught Artist

SKILLS

Microsoft Office
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Autodesk Sketchbook
Corel Painter
Traditional Painting (acrylic, oils)

EXPERIENCE

Worked as a self-employed designer creating custom logos and illustrations for product labels and apparel.
Collaborated with other designers to create community projects including murals and signs.
Created brochures and flyers for events - parties, fundraisers, festivals.
Created paintings for clients in traditional style including portraits and landscapes.

EDUCATION

Southern New Hampshire University
Graphic Design and Media Arts Program BA

Contact

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THE JUKEBOX LUNCHBOX

This composition was created to celebrate the local diners which serve as a popular community venue. Central to this artwork is the jukebox - many of which have found a home in diners across the nation. The idea being conveyed is one that's warm, cheerful and fun. Music and food complement each other and this can be seen in the way the dishes seem to emerge from the jukebox, along with the music symbols found on the dishes. The rays of light assist in lending an air of tranquility and visual interest to the piece.



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Resort & Spa

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For Pure Luxury
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and
First class dining
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AMETHYST BAY AD

Created as a magazine advertisement, this concept seeks to persuade or invite an audience to treat themselves to a relaxing, satisfying experience on a tropical island. It was thus fitting to have a background image that aptly portays a warm, sunshine filled scene.

The main graphic which has been placed in this setting, has been done in a manner that conveys a fantasy or dream-like state. This can be noted in the way the woman relaxes amongst the tropical flowers - thoroughly enjoying the moment. It's a design that attempts to appeal to the viewers' emotion, and capture their interest.



LIVERY DESIGN IDEA

This concept was done as an exercise that intended to provide a possible livery design for the USPS. This would be most suitable for example, if the USPS needed to upgrade their design on their vehicles as well as future vehicles. The future transport in this case, is the EVTOL that is hovering above the van.

Since it is part of the federal government, the changes administered to the design ensures that it is not overstyled, but retains a clean, business-like appearance. In addition, the color palette has remained the same, as well as the eagle icon. Overall, it's an idea to add just a slight bit of style to an old design.



PRODUCT ILLUSTRATION

A digital sketch like this one, helps to give a better idea of how a product would appear in its final form. In this case, the example here is a crossover or SUV.

The process began with some basic sketches that were gradually refined. This can be noted in the overall appearance of the vehicle exterior which depicts the presence of light and reflection on the surface. Most of the work was done freehand with some design tools utilized for the finest details.

Why this? Well, it serves to showcase skills in drawing and utilizing graphic design software to produce any required product ideas.



UPPER CRUST BAKERY logo design

Upper Crust Bakery is at the pinnacle of its existence. It is well known as a business offering refined baked goods for everyone including the upper class. This idea has been successfully reflected in this logo design. That's what the 'man' with the top hat represents. He has been cleverly created with the baked goods that lend an air of sophistication and visual interest. The circular form that contains him, mimics the edge of a pie, but it also signifies the procurement of baked items is a daily routine and a lifetime mission. It's a classic look that will stand the test of time.



CALENDAR DESIGN

This is a simple design idea which utilizes roads and road signs as the backdrop. The names of the months appear to take the place of the location name. The rest of the design is straightforward as the days of the month finish what is a clean, easy to read calendar.



PRESERVE LIFE

This composition is split into two, where one half of the scene appears to be in distress and the other, features an act of kindness and perseverance.

The mission here is to reflect what takes place in society - it's a story being told in one picture. The rays of light from the sky help point to more favorable outcomes, following a tempestuous period. The color palette reflects this with a sombre application on the left, and a more vivid effect on the right, where the road to unification and recovery lies.



Specialty Pastas



Linguine Frutti di Mare

shrimp, baby clams, mussels & calamari in spicy red clam sauce. 640 Cal.\$6

Shrimp Fra Diavolo

garlic shrimp & crushed red pepper with penne in spicy rosa sauce 650 Cal.\$10

Baked Rigatoni

spicy Italian sausage & meat sauce tossed & topped with mozzarella, parmesan & ricotta 740 Cal.\$10

Beverages



Peach-Mango Smoothie

Sip on a refreshing blend of mango and peach with an unforgettable taste. 180Cal.\$4

Strawberry-Passion Fruit Limonata

A refreshing mix of lemonade, sparkling water, strawberries and passion fruit. 180 Cal.\$3

Bellini Peach-Raspberry Iced Tea

Iced Tea with the flavor of sweet peaches and raspberries. 180 Cal.\$3

Dessert



Ricotta Cheesecake

rich creamy cheesecake made with ricotta cheese and topped with fruit and icecream 234 Cal/slice.\$4



Panna Cotta

sweet thick cream enhanced with a layer of chocolate and topped with fruit 195 Cal.\$5

Need More?

Give us a call (559) 641-5588
www.pastaamore.com

PASTA AMORE

Taste the warmth and goodness of home.



1 spaghetti
bacon and
.....\$10

1 sausage.
40 Cal.\$12

our choice
.....\$9

pperoni,
yellow onions,
meat sauce
.....\$15

ive oil, red &
.....\$15

ellow onions,
/slice\$10

en cutlets and baby
is in a traditional
on. 410 Cal.\$12

Granny Smith apples sp...
tossed with mixed lettuce in our signature Italian vinaigrette

Chopped Antipasti
pepperoni, salami, red onions, pepperoncini, cucumbers, Roma tomatoes,
black & green olives, provolone, feta & Gorgonzola with mixed lettuce in
our signature Italian vinaigrette 380 Cal.\$8

Caesar
crisp romaine hearts tossed in our signature Caesar dressing with roasted garlic
croutons, chopped ham, green onions & parmesan 170 Cal.\$5

Salmon Sorrento
delicious salmon fillet with red and green olives, pepper, lemon butter sauce,
Roma tomatoes & capers 680 Cal.\$8

Chicken Limone
sauteed chicken breasts served over pasta with broccolini, lemon butter sauce
& capers Garnished with parsley and Parmesan. 400 Cal.\$8

PASTA AMORE MENU

Pasta Amore is regarded as a place that is close to home. A place where one can feel at ease dining out - the same comfort that can be found in the home. The main graphic and slogan attempts to capture this sentiment. This is why the image of a hand holding a fork over the homestead has been utilized. That scene of the house appears to emerge from a dish that has been placed on a table. This composition really helps to complement the slogan and thus the idea of a friendly, beloved restaurant.



VAUGHN DOWNES



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AMORE

*Taste the warmth
and goodness of home.*



PASTA AMORE BROCHURE

Pasta Amore is regarded as a place that is close to home. A place where one can feel at ease dining out - the same comfort that can be found in the home.

This brochure design utilizes the elements of design, such as color, to create a product that is attractive to the viewer. The images and typography have been chosen as a means of persuasion or invitation to the audience. For example this is why the image of the child adorned as a chef, is there to portray a sense of warmth and family. The food items appeal to the eyes and palate and everything has been set against a warm color palette for a greater overall effect.

940 Cal



PASTA AMORE

Home Menu About Contact



"Our mission is to provide a warm atmosphere for your family where we can share the traditional cuisines of Italy. Our food will always be fun, fresh and filled with love!"

Vision

Pasta Amore combines the cooking traditions and ingredients of Italy with creativity, providing a modern twist on timeless classics.

Our vision for the future is to grow and learn along with our customers. In doing so, we aim to provide an atmosphere that enables this growth and fuels the passion that lives within the essence of the brand.

The approach of Pasta Amore is to develop our brand with the understanding of both our culture and consumer insights. Within our vision always lives the promise of inspiring creativity, conversation and quality.

Home Menu About Contact



PASTA AMORE WEBSITE

Pasta Amore is regarded as a place that is close to home. A place where one can feel at ease dining out - the same comfort that can be found in the home.

The website design takes a similar course with that of the menu and brochure design. It relies especially on color as a design element for an overall clean, attractive look.

Although not seen here, the main graphic that is found on the front page of the menu and brochure, can be found on the home page.

On this About page, the main graphic is done in this manner to signify the importance of fresh ingredients to Pasta Amore and its customers.



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