

GRAPHIC DESIGN PRINT PORTFOLIO

GRA 491

Southern New Hampshire University



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VAUGHN DOWNES

Graphic Designer, Self-taught Artist

SKILLS

Microsoft Office

Adobe Photoshop

8. Pasta Amore menu

9. Pasta Amore brochure

EXPERIENCE

Worked as a self-employed designer creating custom logos and illustrations for product labels and

apparel.

Adobe Illustrator Collaborated with other designers to create community projects including murals and signs.

Adobe InDesign

Created brochures and flyers for events - parties,

fundraisers, festivals. Autodesk Sketchbook

Corel Painter Created paintings for clients in traditional style

inlcuding portraits and landscapes. Traditional Painting (acrylic, oils)

EDUCATION

Southern New Hampshire University

Graphic Design and Media Arts Program BA

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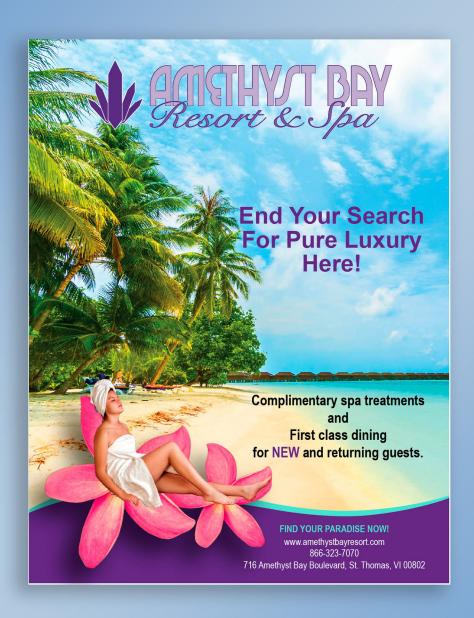




THE JUKEBOX LUNCHBOX

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.





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.





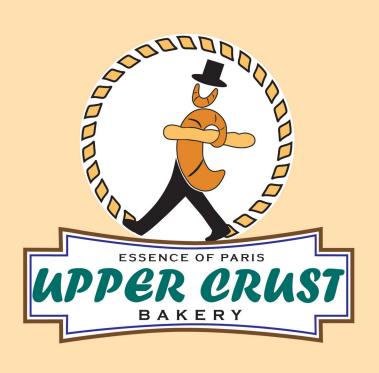
PRODUCT ILLUSTRATION

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 sofistication 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 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

The rest of the design is straightforward as the days of the month finish what is a clean, easy tto 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. .. **Baked Rigatoni** spicy Italian sausage & meat sauce tossed & topped with mozzarella, parmesan & ricotta 740 Cal. Beverages Peach-Mango Smoothie Sip on a refreshing blend of mango and peach with an unforgettable taste. Strawberry-Passion Fruit Limonata A refreshing mix of lemonade, sparkling water, strawberries and passion fruit. 180 Cal. . 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 Panna Cotta sweet thick cream enhanced with a layer of chocolate and topped with fruit Need More? Give us a call (559) 641-5588 www.pastaamore.com tossed with mixed lettuce in our signature Italian vinaigned

our signature Italian vinaigrette 380 Cal

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



& capers Garnished with parsley and Parmesan. 400 Cal

PASTA AMORE MENU

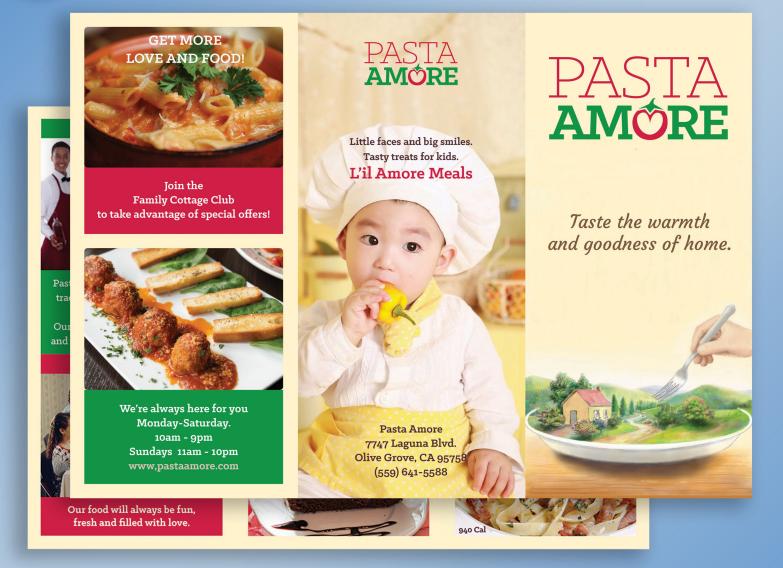
Pasta Amore is regarded as a

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.



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 a 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.



PASTA AMORE



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.

