

2016 | GRAPHIC DESIGN

# *Portfolio*

SHANNON MARIE FERGUSON

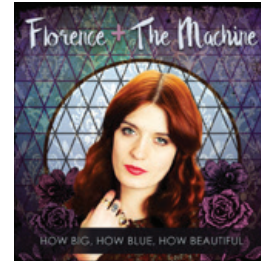
## HELLO!

My name is Shannon Marie and I am a graphic designer native to Upstate New York with a Bachelor of Science in Graphic Design. My experience ranges from graphic design to branding and logo design, web and print projects, two-dimensional packaging, photo manipulation and photo editing, web design, presentations and layouts, and fine arts.

I'm able to bring a unique approach to problem solving by working with each individual client to assess their creative needs and applying effective principles of design to the project. No project is too big or too small, and I apply passion and enthusiasm to all of my work.

*“Design is the application of intent - the opposite of happenstance, and an antidote to accident.”*

- ROBERT L. PETERS



Burpee Seed Co. brand extension project for Burpee Wildlife Seeds, a new line of seeds tailored specifically for feeding wildlife creatures. Series of colored pencil and rough digital logo concepts and final digital logo design for the brand extension.





Two sided advertisement on an oversized postcard to promote the new product via a direct mail campaign. Square saddle-stitched seed brochure catalog introducing the new line of seeds for company subscribers.





Burpee Seed Co. website redesign is meant to seamlessly integrate the new product into the existing layout of the brand and advertise the “Wildlife Seeds” on the homepage, prompting customers to purchase.





Logo design and event coordination for “Happy Tails”, a fictitious animal rescue group. Two-sided event postcard for a direct mail campaign and a black and white vertical event advertisement meant for newspapers or other print publications.

# Happy Tails



. T-shirt, mug, and tote bag designs included as a free gift promotion for those adopting at the event.





Official organization t-shirts for “Happy Tails” that will also be included as part of the free gift promotion.



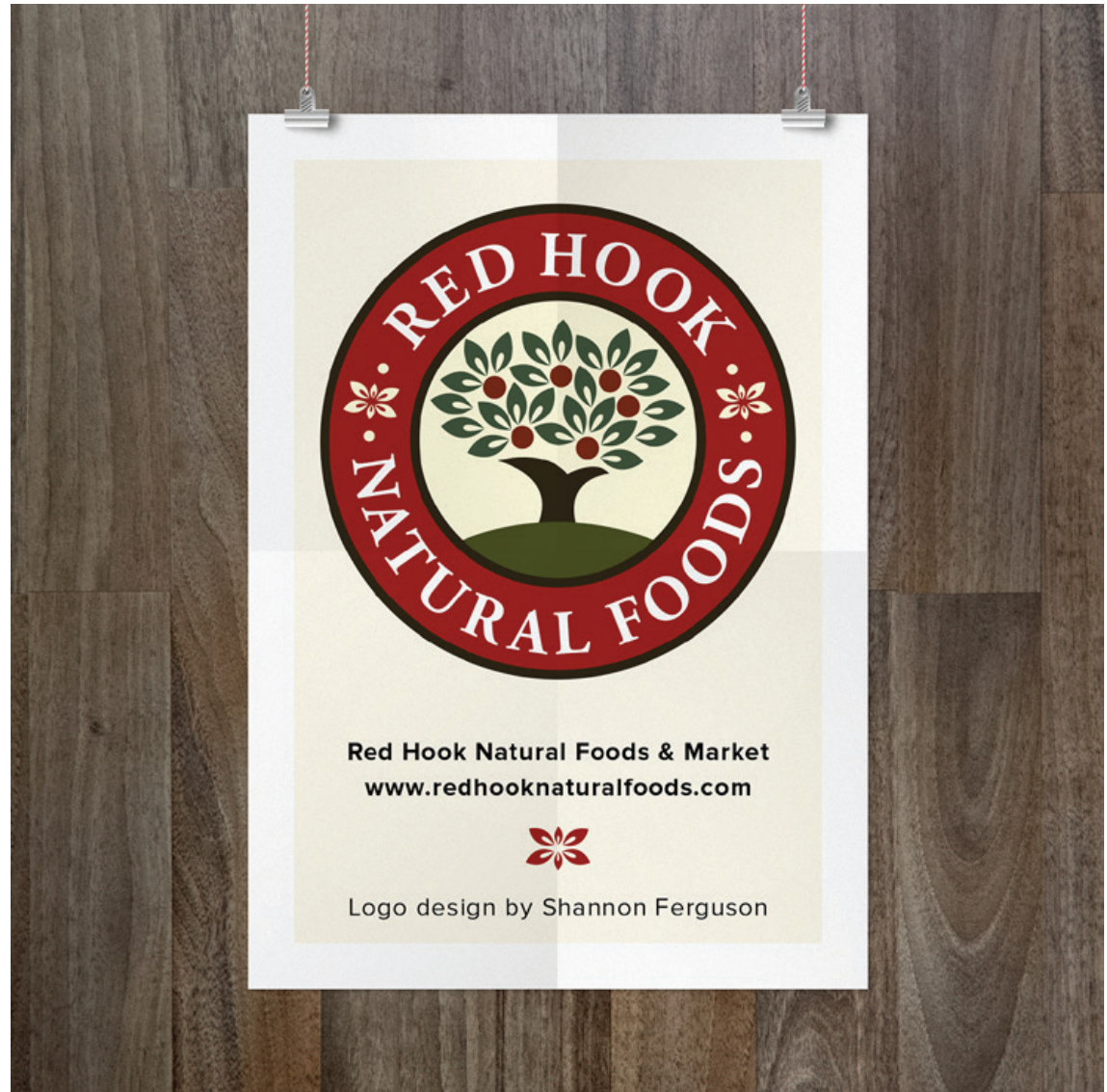
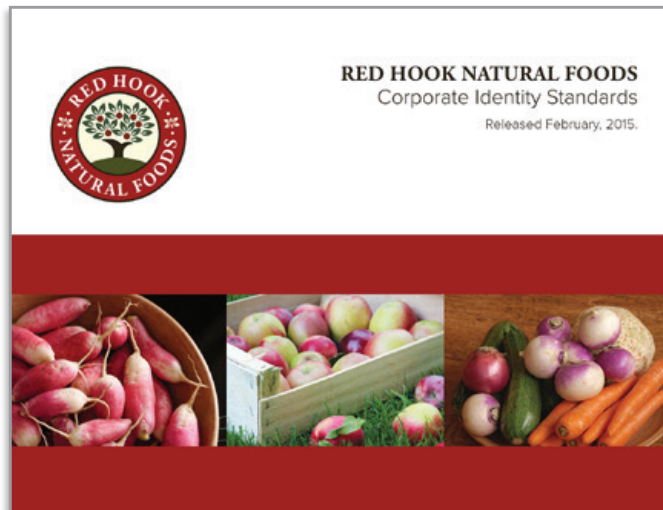
“Red Hook Natural Foods” rebranding project to provide them with a new logo and look to be used on collateral and in advertising.





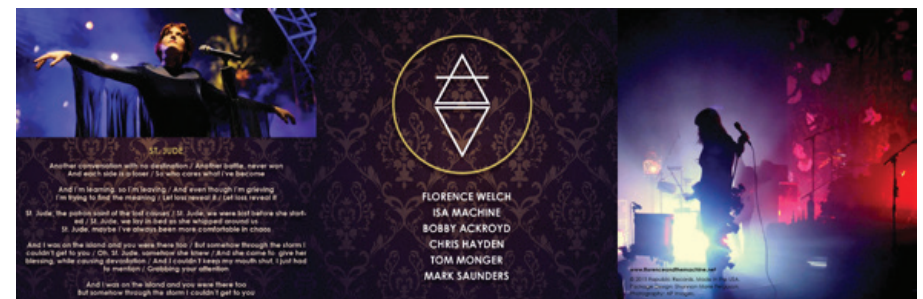
“Red Hook Natural Foods” logo alternatives and final choice design.

COMPLETE CORPORATE IDENTITY STANDARDS MANUAL: [http://558211.aisites.com/RHNF\\_CorporateIdentityStandards.pdf](http://558211.aisites.com/RHNF_CorporateIdentityStandards.pdf)



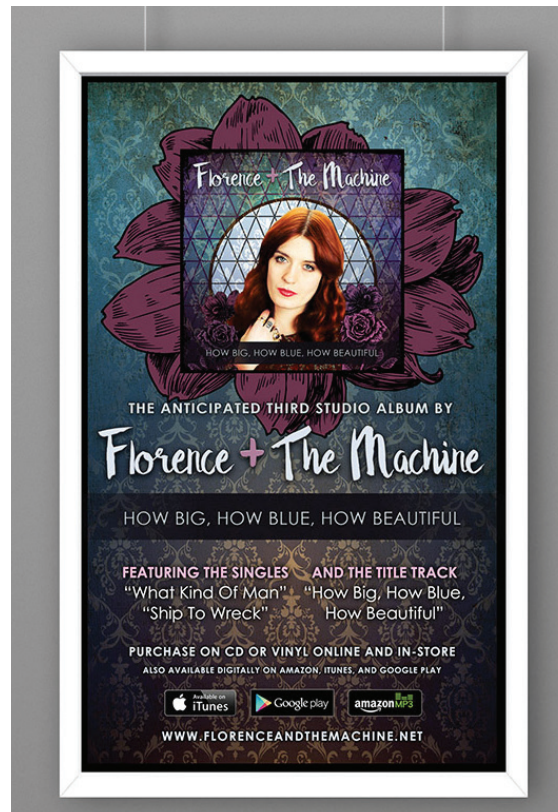


Album redesign project for Florence + The Machine's *How Big, How Blue, How Beautiful*. Six section folding booklet, album insert, CD design, and mockup of assembled album.



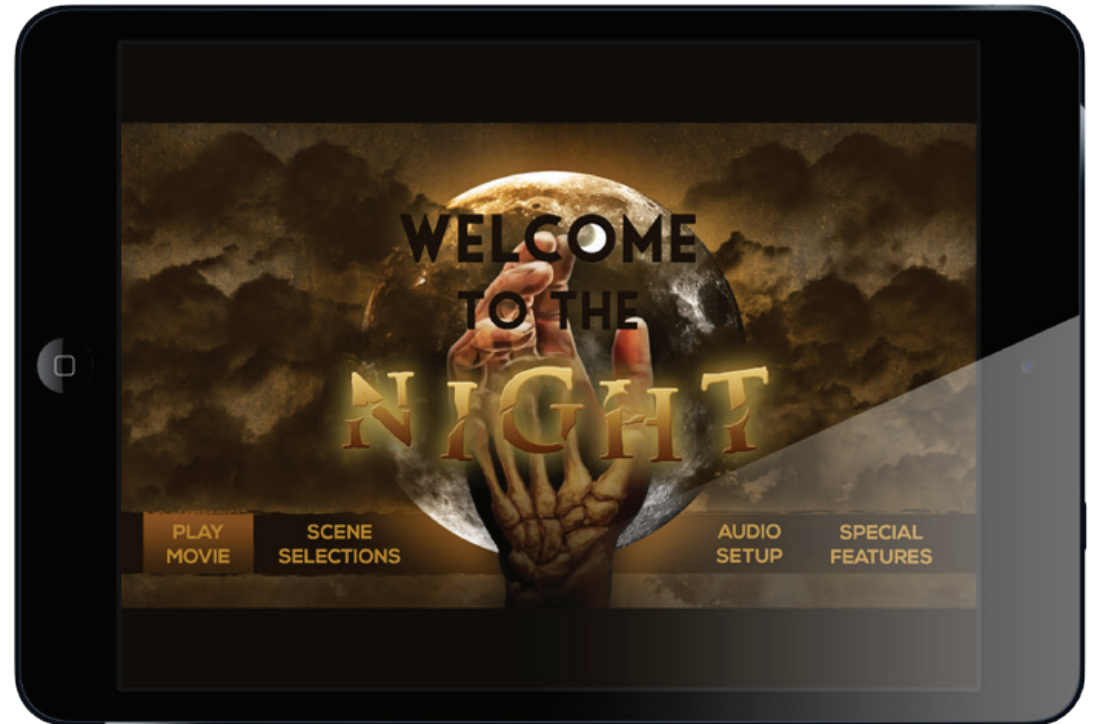


Promotional poster designs and hard and soft case album mockups for Florence + The Machine's How Big, How Blue, How Beautiful.





“Welcome to the Night” horror movie concept with DVD case design. ANIMATED START-UP MENU: <http://558211.aisites.com/AnimatedMenu.gif>





Back side of "Welcome to the Night" DVD case, with two alternative versions.





Project to create an extension of the existing COVERGIRL Star Wars product campaign. Including full page magazine print ads.

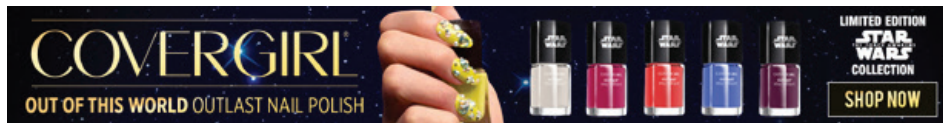




Additional advertising, including fullscale billboard ads and animated and static web banners.

ANIMATED WEB BANNER #1: <http://558211.aisites.com/COVERGIRLWebBanner01.gif>

ANIMATED WEB BANNER #2: <http://558211.aisites.com/COVERGIRLWebBanner02.gif>





Magazine cover, table of contents, travel company ad, and two page spread created for the fictitious American travel magazine "Explore".



Additional full size magazine pages featuring advertisements for two fictitious companies, designed around the tagline concepts.



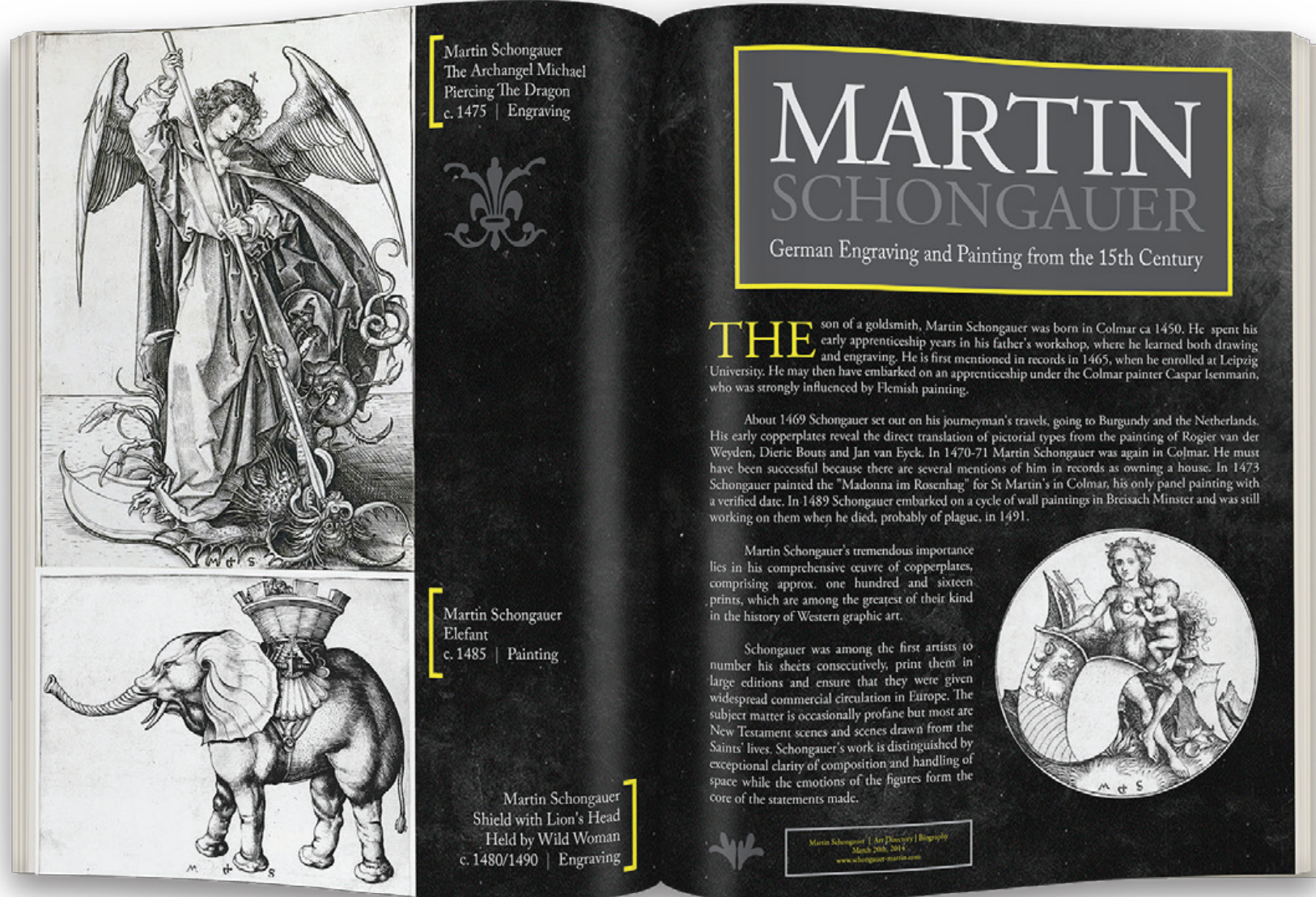


Full size page magazine ads for Lomography brand film as an extension of their website design, but with a retro film concept.





Two page spread for Martin Schongauer, a 15<sup>th</sup> century German engraver and painter, known in Italy as Bel Martino or Martino d'Anversa.



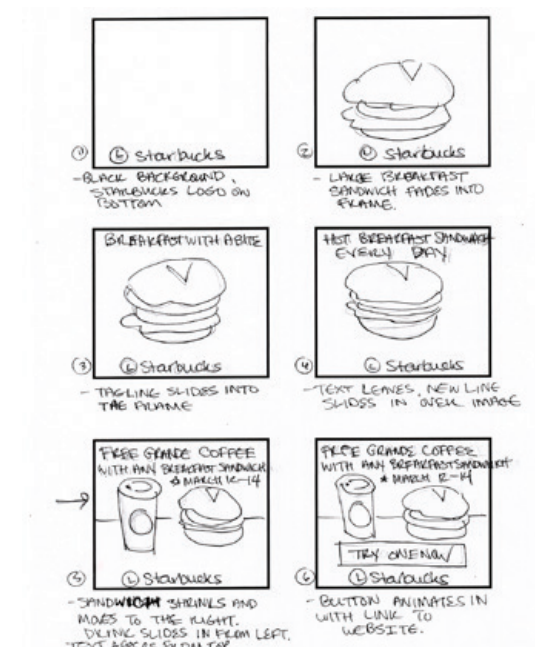
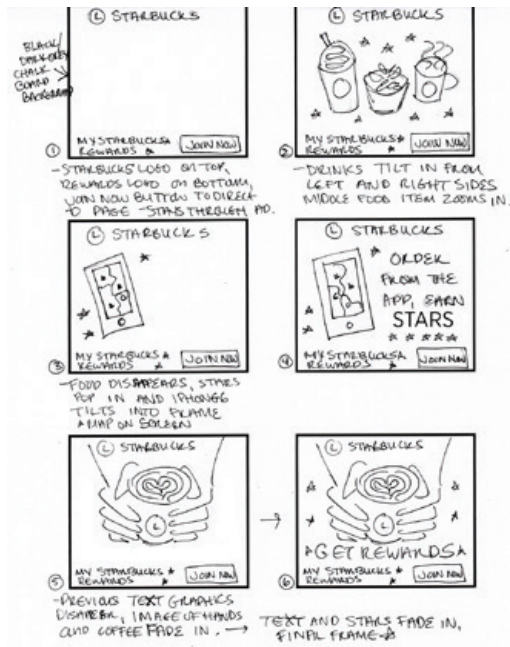
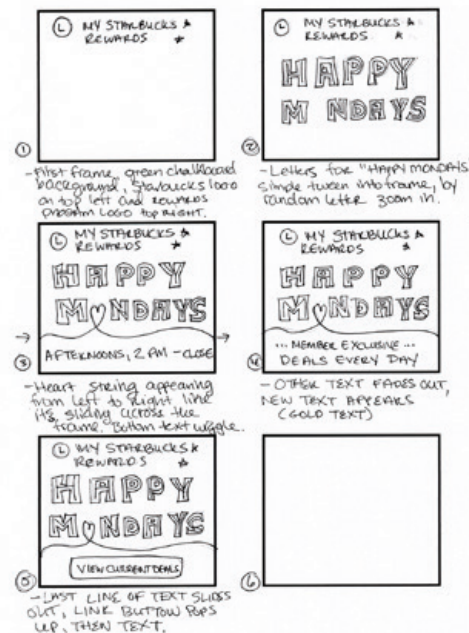
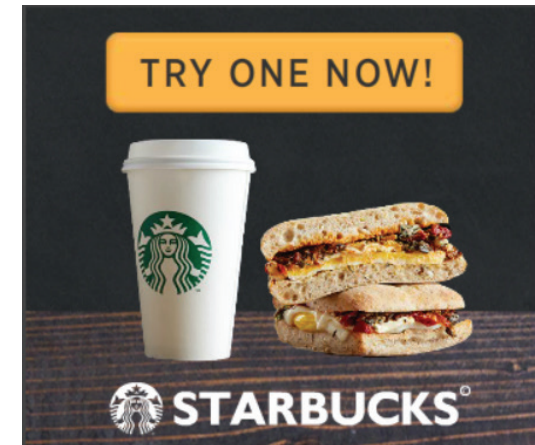


Starbucks Oprah Chai Tea line of drinks advertised on a set of three full page magazine ads. Pencil concept sketches and digital mockup as part of the planning process for the project.



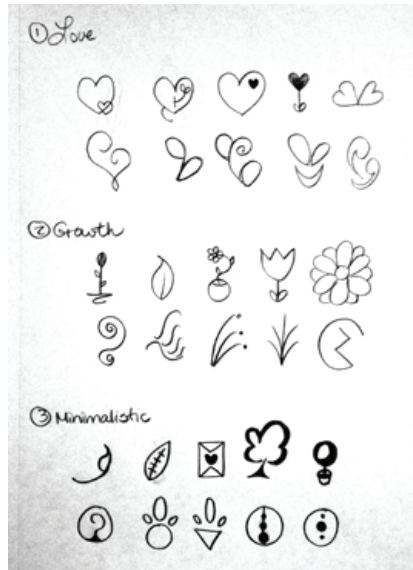


Starbucks company flash web advertisements, advertising their newest deals, and linking directly to their website. Storyboard creation as part of the process of outline the animation for the ads in Adobe Flash.

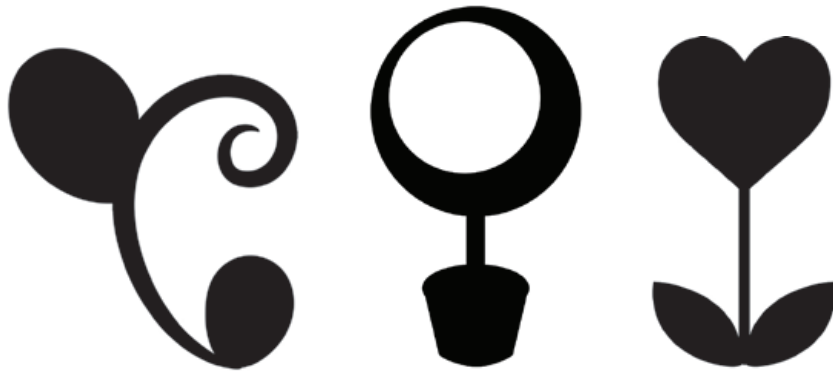




Type logo, symbol logo, and coordinating monogram logo designs for a fictitious botanicals gift business. Pencil sketches for symbol and monogram, transformed into digital roughs, and then finalized for the complete logo package which includes a style guide.



**LITTLE BOTANICA**  
House & Home Gifts



PMS 382 2X  
#9fc400



PMS 806 2X  
#f9007b



BLACK 3  
#282d25

Collateral pieces included two-sided business cards, stationary letterhead and envelope designs, and store packaging.





Logo package for Lotus Rhythms, a music business that sells creatively designed guitar straps out of South Carolina. The logo was custom designed for the business based on the request for a mandala symbol and a handwritten type style.



Logo project for Subtle Soul, a yoga studio that also sells yoga apparel and accessories in Canada. Also included coordinating collateral pieces.





Logo design for Lit & Co. Candles®, an artisan soy candles and home fragrance company in Downtown Boise, Idaho.



Trade show booth design, and accompanying logo, collateral, and gift items, designed for the purpose of minimizing ecological impact. The organization focuses on raising awareness for social justice and equal rights issues globally.



## GLOBAL LGBTQ RIGHTS PROJECT

Raising Awareness for Equality around the World



PAPER CANOPY

LED LIGHTS

RECYCLED PAPER PRINTED MAP

RECYCLED ALUMINUM  
BAG RACK

WHEATBOARD DISPLAY

BLENDED CORK AND  
RUBBER FLOORING

WHEATBOARD COUNTER

RECYCLED VINYL AND  
ALUMINUM STOOLS

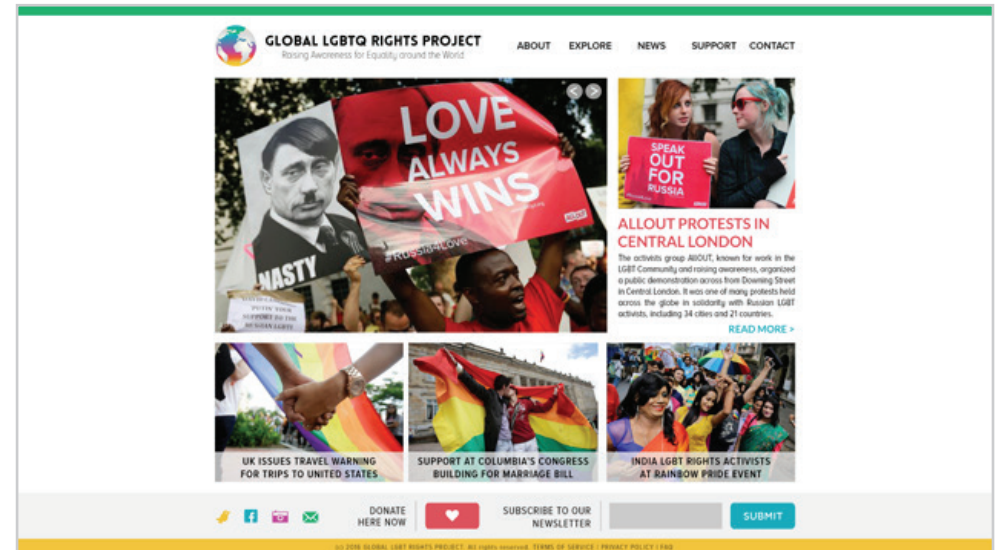




As part of the trade booth show, three free promotional gifts, including; reusable sustainable material tote bag, recycled aluminum pin buttons, and recycled paper limited edition poster print to show support for the organization.



Coordinating business card design with functioning QR code, informational interactive pin map for presentation and for website, and website design for organization that highlights important news stories from around the world.





Logo and label design for a fictitious dessert liqueur company, "The Black Fox". including four distinct flavors. Meant for clear labels on frosted glass bottles with screw top resealable caps.

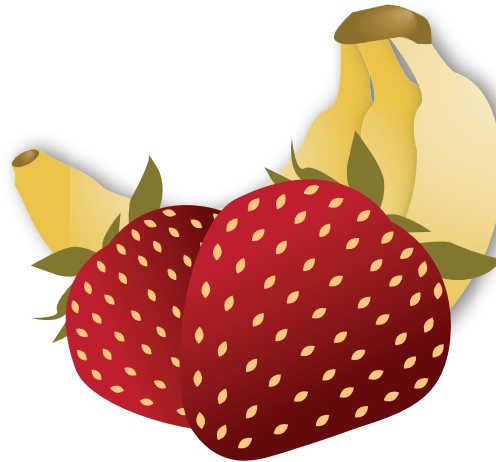


Extension of “The Black Fox” brand for in-store display. Holiday, or special event, packaging options and every day packaging design.



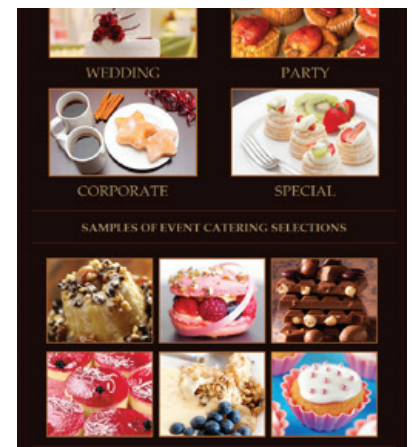
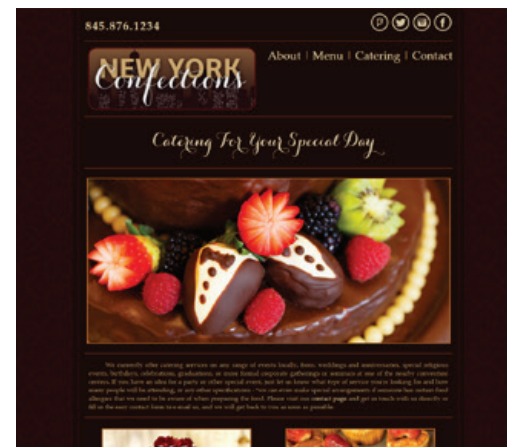


Logo and packaging design for a fictitious granola snack company, "Granny's Granola". Continuous label for a resealable can.



Completed website for “New York Confections”, a fictitious dessert bar and catering business in Rhinebeck, New York.

WEBSITE DESIGN: <http://558211.aisites.com/>

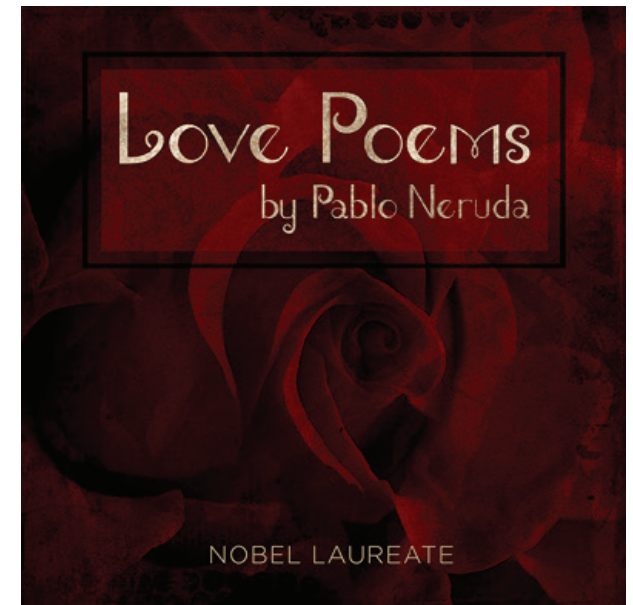
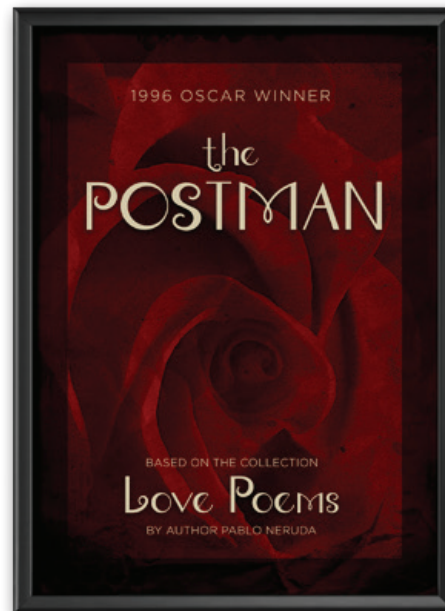




Kinetic type and motion animation project for The Heavy's "Can't Play Dead" music video, using animations for graphics and type to illustrate the lyrics to the song in Adobe After Effects. DIGITAL MEDIA: <https://vimeo.com/142373215>

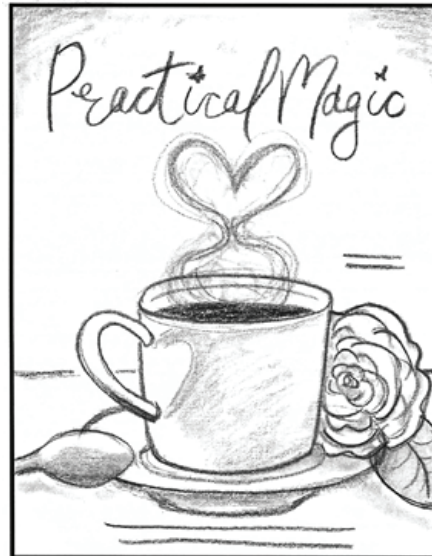
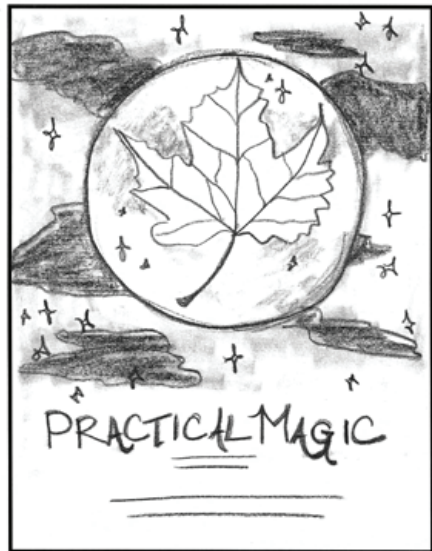
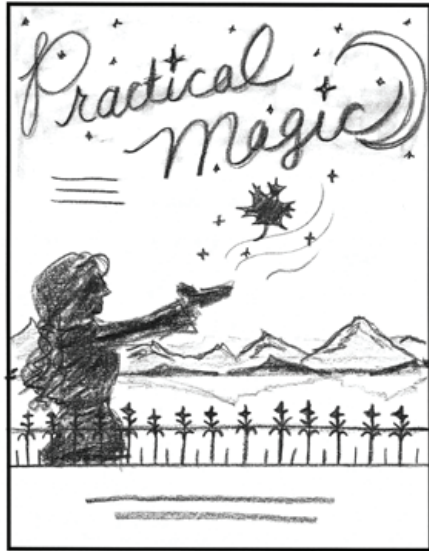


Typography design project inspired by the book “Love Poems” by Pablo Neruda, which also inspired the movie “The Postman”. Type specimen sheet and mockups for a book cover and movie poster using the type design. Below is also the original concept sketch.

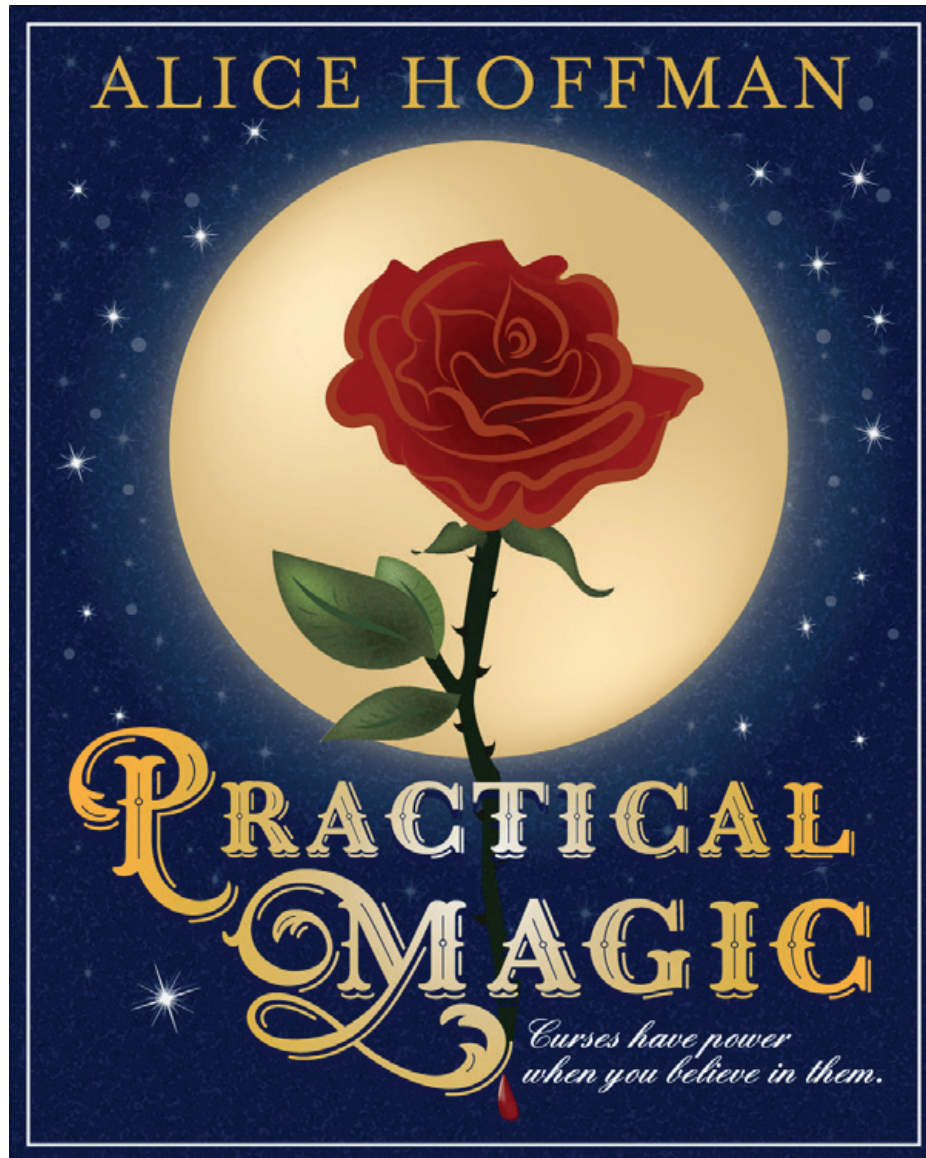




“Practical Magic” alternative book cover and movie poster. Pencil concept sketches and digital draft of design element from photo reference.

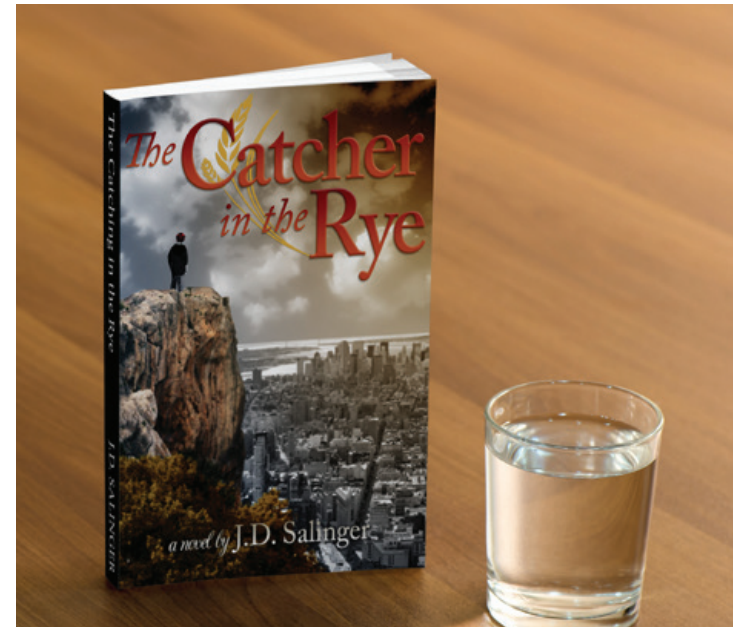
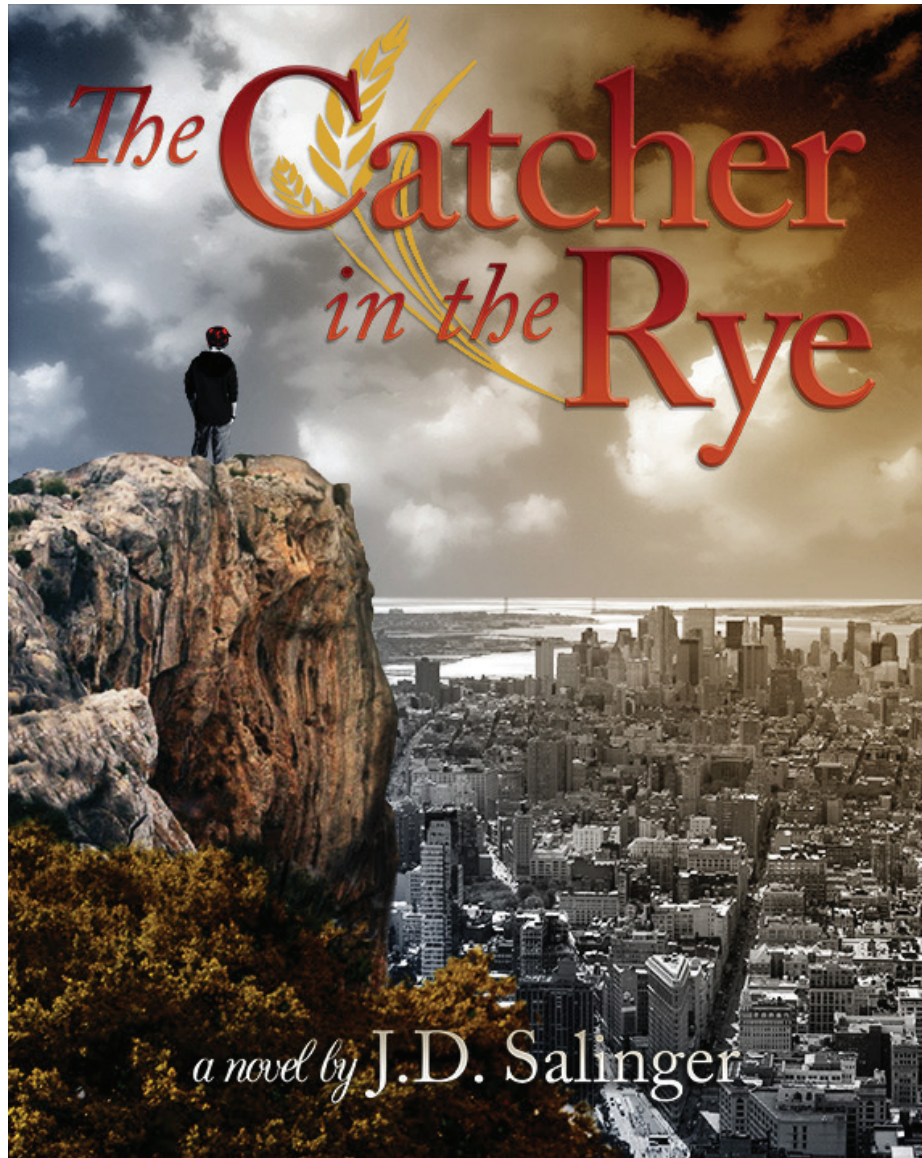


“Practical Magic” alternative book cover and movie poster. Final version of cover and matching poster design.



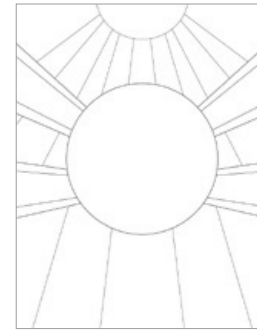


Classic book cover and logo redesign for “The Catcher in the Rye” by J.D. Salinger. Photo manipulation created in Adobe Photoshop.  
ANIMATED WEB BANNER ADVERTISEMENT: <http://558211.aisites.com/CatcherintheRyeBanner.gif>





Book cover concept for the chosen client Bioware and their “Dragon Age” video game franchise. Mixed media digital and traditional illustration.





Digital editorial illustration for the themes of “Organic Foods” and “Health”, transformed into a book cover design.

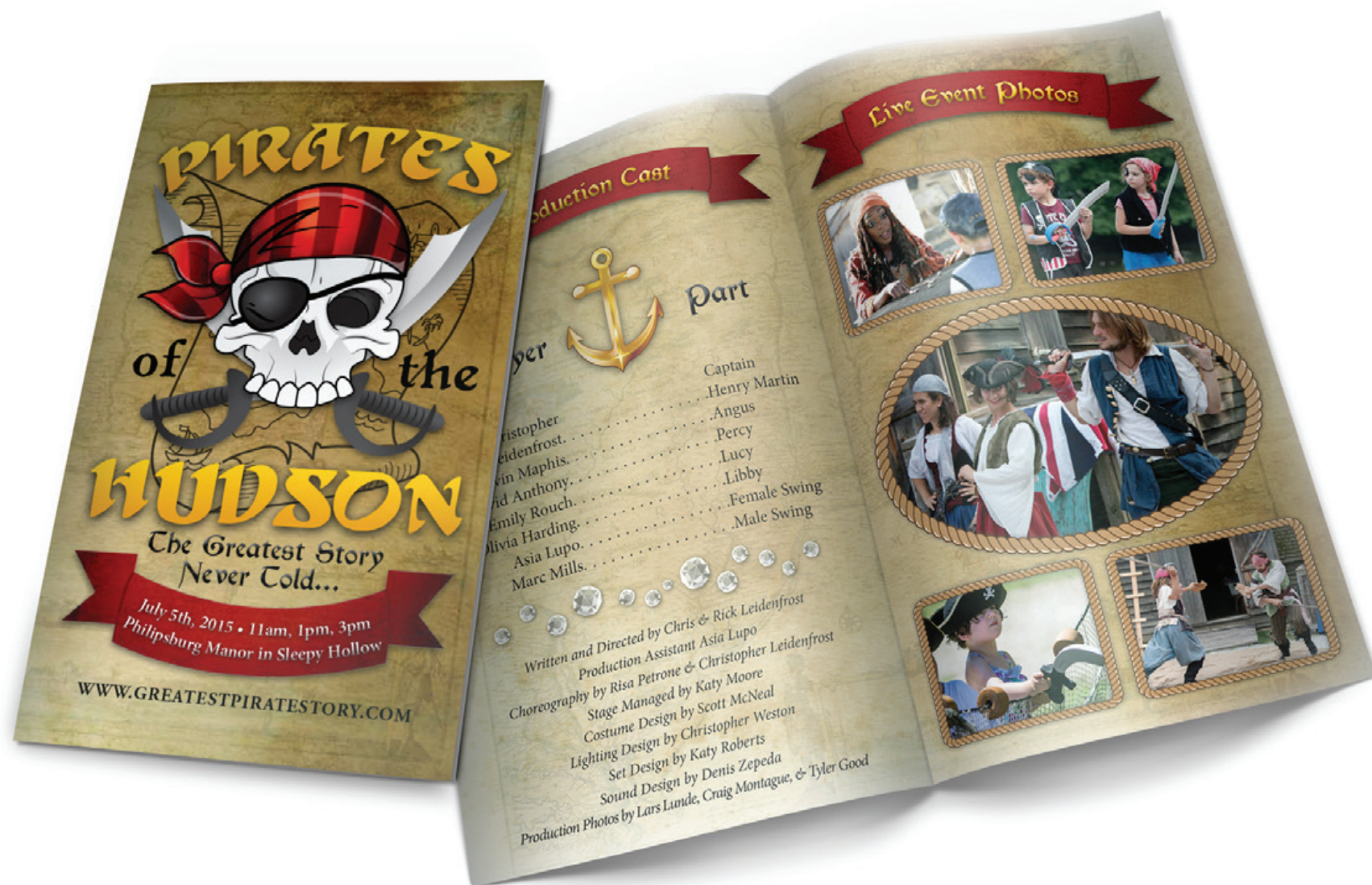


## eat ORGANIC

DISCOVER THE BENEFITS OF EATING HEALTHY

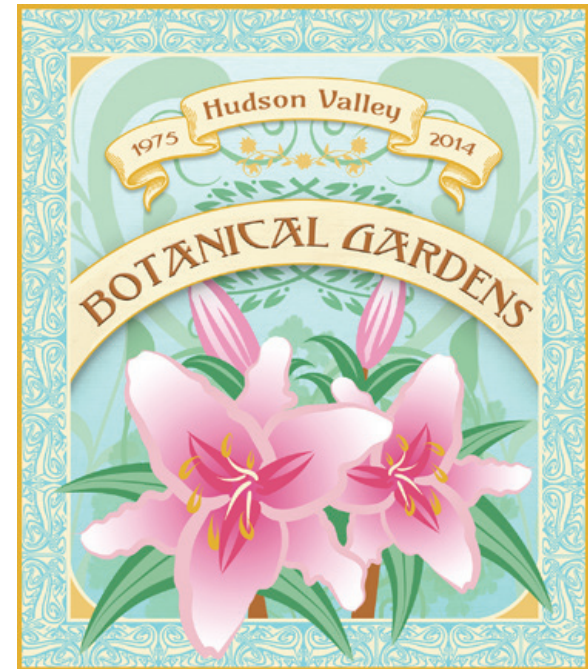
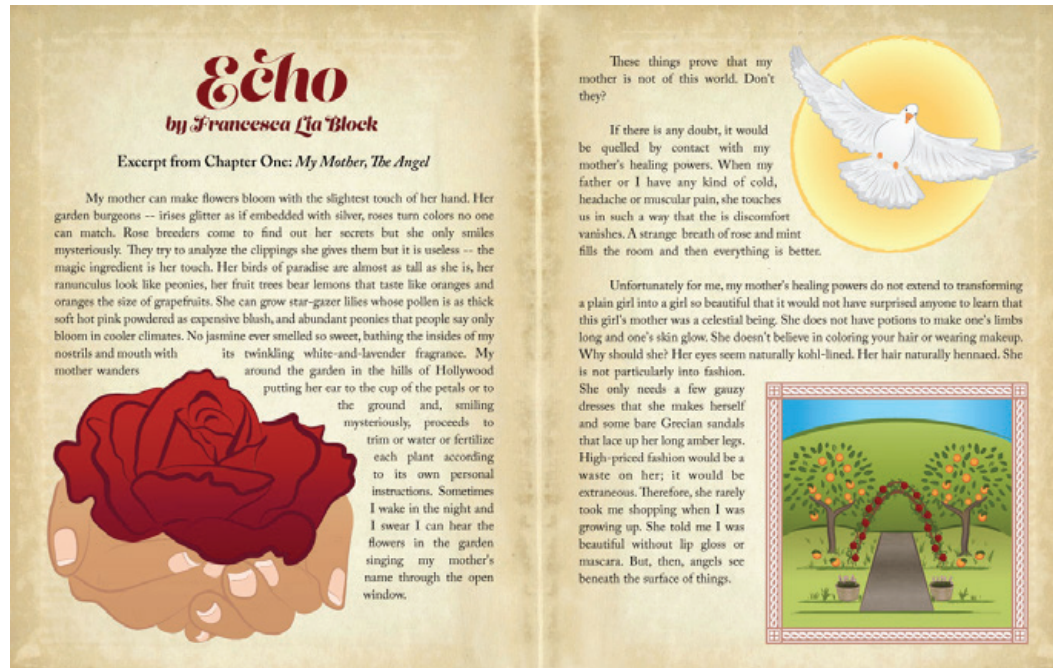


Bifold brochure with insert designed for the performance of Pirates of the Hudson in Sleepy Hollow, New York. Pirates of the Hudson festival features a rollicking show fresh from Off-Broadway. The Greatest Story Never Told, a swashbuckling pirate musical in which the audience helps write and perform the tale - a fun, family adventure! Photos of the 2015 cast.



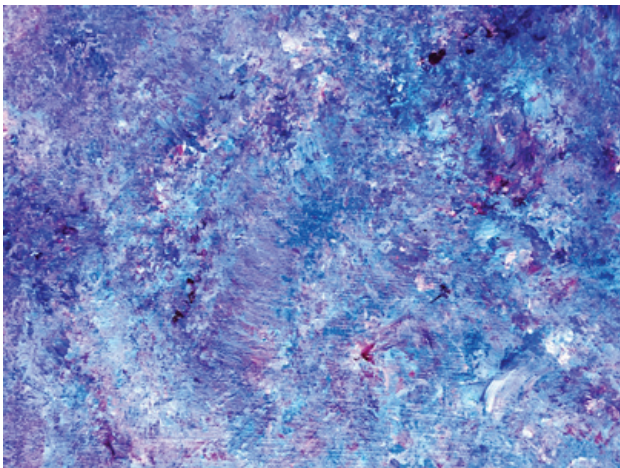


Favorite miscellaneous projects for spot illustration, promotional illustration, and holiday card illustration, all completed digitally.



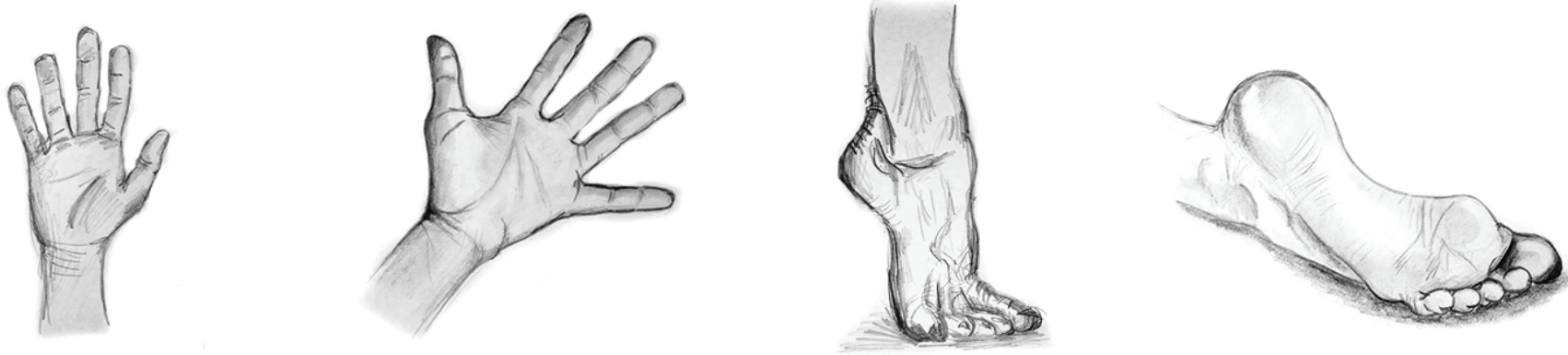


Personal and academic art projects using watercolor and acrylic paints.



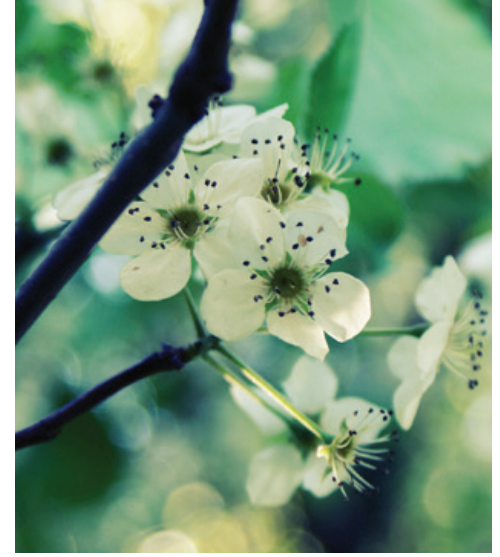


Some favorite traditional art projects using using graphite pencils and charcoal.





Personal photography taken using a DSLR Camera.





Personal photography captured using iPhone 6.



# *Thank You*

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