

K Kaly Jones

Creative by Design



Growth

Design is an up hill trek
lead by *imagination*,
fueled by *risk* and
pushed by *passion*.

Every unturned rock is an
idea lost. Don't fear the *challenging*
paths covered with prickly bushes
and cobwebs.

Never stop *exploring*.



Hartford Art School Capstone Project
1st annual Gears for Growth Celebration

An event held on April 10th, 2019 honoring recent retired CT Senate representative *Tony Guglielmo*. All proceeds benefit the nonprofit, *Opportunity Works CT*—an organization that’s mission is to help disabled individuals find gainful employment in their communities. 125 people attended the event, \$7,500 raised.

Print & Video

Programs:

Adobe Indesign
 Adobe Illustrator
 Adobe Photoshop
 Adobe Premiere
 Adobe After Effects

Additional Skills:

Event Planning
 Video/Camera Shoots
 Professional/Script/Creative Writing



Celebrate with us

April 10th, 2019

6pm–9pm

Business Casual

Georgina's Italian Restaurant

Buffet Dinner:

Chicken Marsala, Eggplant Parmigiana

Penne Pasta, Mixed Vegetables

Salad, & Rolls

\$40 per person

RSVP By: Monday, April 2nd, 2019

Opportunity Works Connecticut (OWC) is proud to announce the first annual *Gears for Growth Celebration* fundraiser. We would be honored if you joined us in recognizing you and your fellow community members for continued excellence in supporting us and other nonprofits in Connecticut.

We will be awarding the newly retired Senator **Tony Guglielmo** for all of his unwavering support in the nonprofit world. Please join us for a night of food, drinks, and toasts in celebrating his career accomplishments.

About Us:

Opportunity Works Connecticut enhances the lives of people with disabilities through meaningful and gainful employment services.

We offer programs, skill training, mentoring and advocacy that help individuals live a happy, productive life in their communities.

Visit our website, owct.org, or call **860.454.4016** for more information about what we do!



Mid Febuary 2019



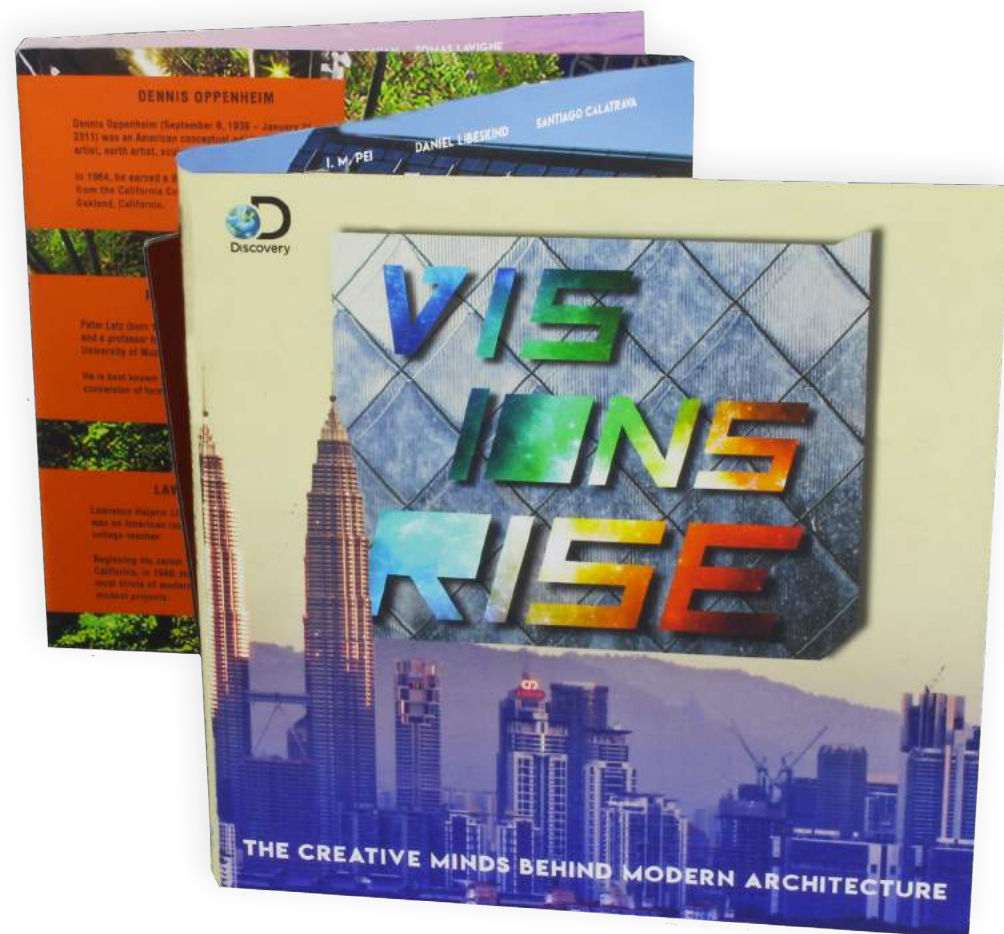
Early March 2019



Late March 2019



Current



Visions Rise DVD Packaging

A creative DVD case showcasing complex critical thinking and problem solving skills for branding and packaging execution.

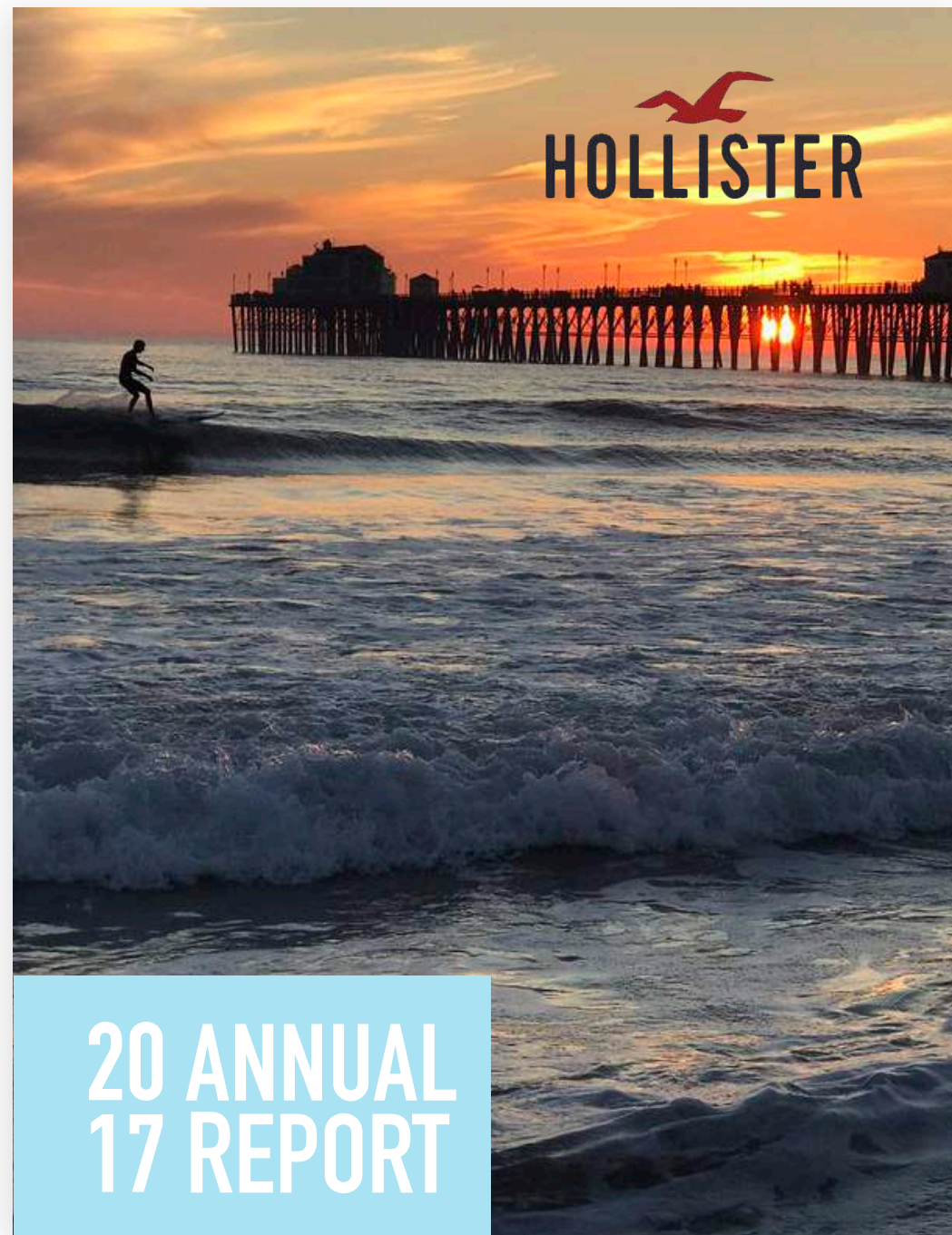
Print



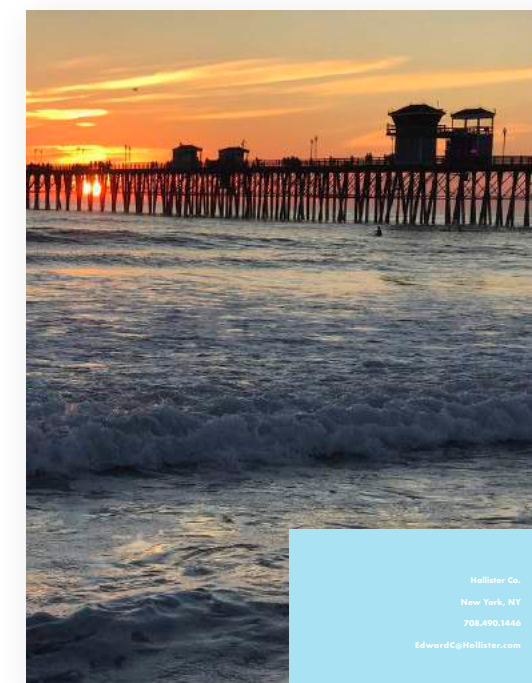
Programs:

Adobe Indesign
Adobe Illustrator
Adobe Photoshop





Back Cover




Hollister Annual Report

28 page annual report with playful layouts, colors, and visuals.

Print

Programs:

Adobe Indesign
 Adobe Illustrator
 Adobe Photoshop



HOLLISTER

TABLE OF CONTENTS

03

INTRODUCTION

Company Details

Mission Statement

05

COMMUNITY

Environmental Policy

Giving Back

07

SALES

Store location

Average Sales

09

MARKETING

Target Audience


Stocks

12

GROWTH

Goals

New styles



WE AT HOLLISTER ENCOURAGE YOU TO

BE FREE TO BE YOU.



INTRODUCING

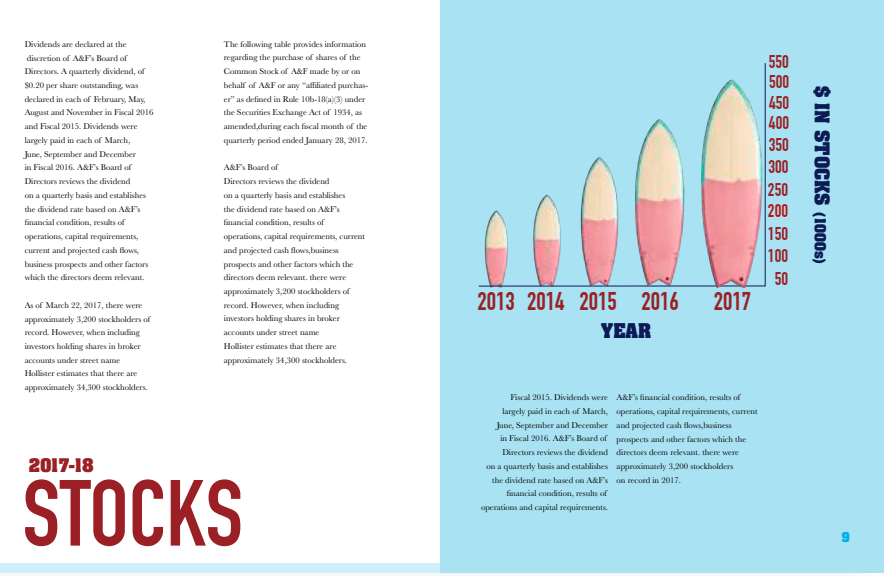
HOLLISTER

CO.

We are committed to bringing the world the finest, high quality clothing to last a lifetime. We promise to bring the breezy beach to where ever you are, quality guaranteed or get your money back (with a valid receipt).

Visit your local store for new styles every month. New styles for business casual in the BRAND NEW young adult section.

1





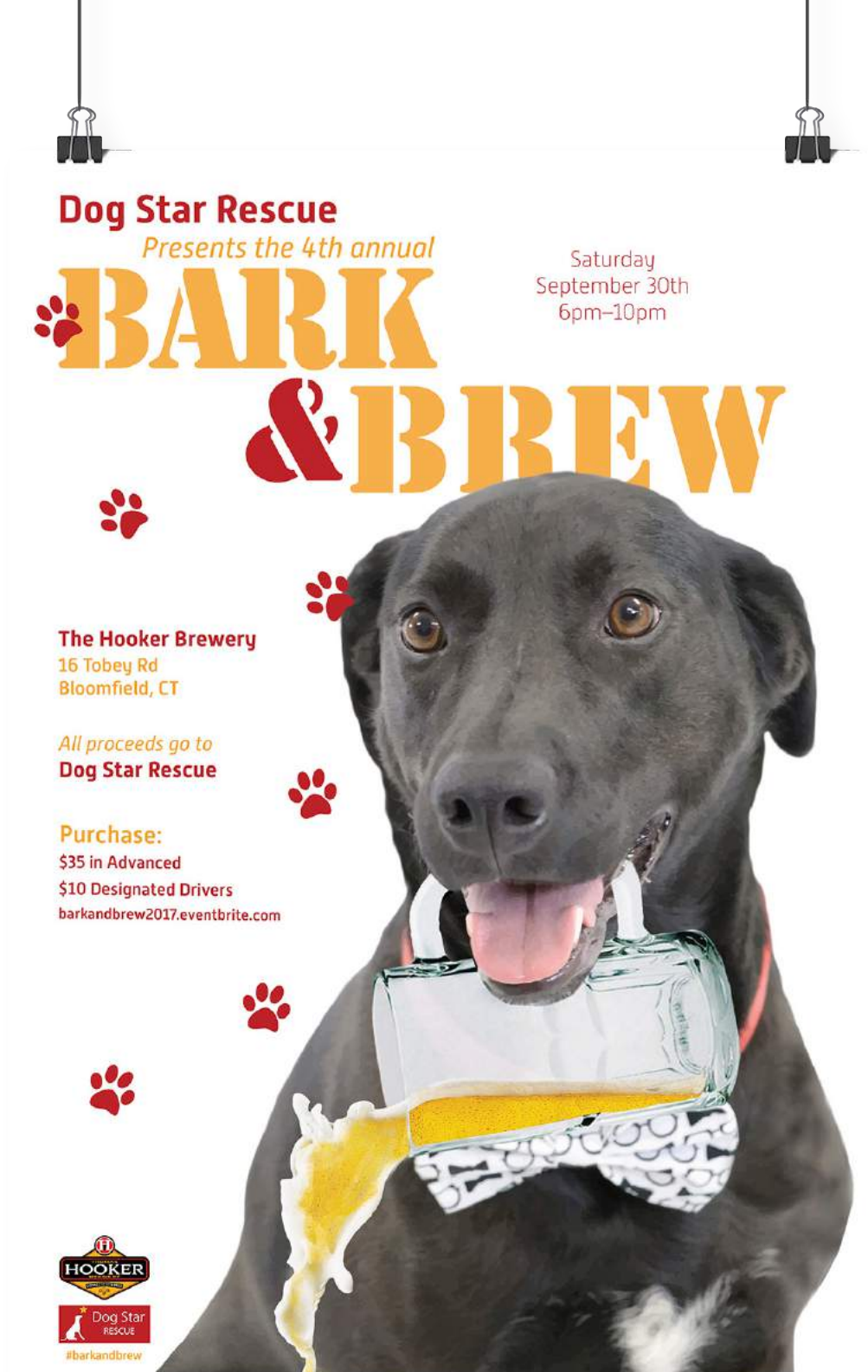
Complex Movie Graph

A “Super graph” that incorporates many key points, themes, and movie happenings into one graph. A mix of digital art and scanned hand-drawn art.

Print

Programs:

Adobe Indesign
Adobe Illustrator
Adobe Photoshop



Dog Star Rescue Event Poster

A poster created for a nonprofit event benefiting the canine rescue nonprofit: Dog Star Rescue. Dog pictured is an actual dog in the program. Format is meant to be bold yet simple for optimal message impact.

Print

Programs:

Adobe Indesign
Adobe Illustrator
Adobe Photoshop



Enchroma Abecedarium Book

A 28 page book with different types of handmade alphabets within the layout. Also features my poem written about a color-blind person using the Enchroma color correction glasses for the first time. All photos drawn and edited by me.

Programs:

Adobe Indesign
Adobe Illustrator
Adobe Photoshop




TABLE OF CONTENTS

An **abecedarium** detailing the first time a person sees color in their world. The poem, written by **Katy Jones**, expresses what it's like when one encounters a person that effortlessly brings color into an otherwise dull life.

01	09	15	19
Modular Type	Handcrafted Type	Assembled Type	End Notes

The letter forms, also created by **Katy Jones**, are all themed after the idea of "fated connections".


03

I've dove into sun-warmed sea water
And wondered what blue looks like
And if your eyes will match the

C a r i b b e a n

If someone were to ask you what is the color of the ocean, you would answer that it was blue. Most of the world's oceans, the answer would be correct. Pure water is perfectly clear, of course, but if there is a lot of water, and the water is very deep so that there are no reflections off the sea floor, the water appears as a very dark navy blue. The reason the ocean is blue is due to the absorption and scattering of light. The blue wavelengths of light are scattered, similar to the sky but absorption is a much larger factor than scattering for the clear ocean water. In water, absorption is strong in the red and weak in the blue. red light is absorbed quickly in the ocean leaving blue very close to the coast.

04



H
I
J
K
L
M
N

05

I stumble through
New York City

Buried in snow
sand
salt

Buildings outlined in **obsidian** oil point

06

The Founding Fathers of the United States destroyed British authority in New York City, and the Stamp Act of Congress of representatives from throughout the Thirteen Colonies met in the city in 1765 to organize resistance to British policies. The city's status as a major seaport made it the prime target for British seizure in 1776. General George Washington lost a series of battles from which he narrowly escaped (with the exception of the Battle of Harlem Heights, his first victory of the war), and the British Army controlled New York City and made it their base on the continent until late 1783, attracting Loyalist refugees. The city served as the national capital under the Articles of Confederation during the 1785-1789, and served as the nation's capital in 1790 under the United States Constitution that replaced it.

The inauguration of George Washington as the first President of the United States was held in the city. The drafting of the United States Bill of Rights, and the first Supreme Court of the United States as well. The opening of the Erie Canal gave great steamboat connections with upstate New York and the Great Lakes, along with coastal traffic to lower New England, making the city the preeminent port on the Atlantic Ocean. The rail connections to the north and west in the 1840s and 1850s strengthened its central role.

11

K L M N O

My eyes dilate

Blinded by the
s u p e r n o v a

of your horizon line

12

P Q R S T

A **supernova** is a transient astronomical event that occurs during the last stellar evolution stages of a large star's life, whose death is marked by one final huge explosion. This causes the sudden birth of a "new" bright star, before slowly fading from sight over several weeks or months. In Latin, nova means "new", referring astronomically to what appears to be a new bright star. Adding the prefix "super" distinguishes supernovae from ordinary novae, which are far less luminous.

13

ASSEMBLED TYPE

This alphabet was assembled using yarn, string, and lace; a reference to the *string of fate* and how everything & everyone is connected.

14

I am a sketch of a protostar
Stuck in the gravitational pull
of your vibrant galaxy

You reach out for me on 42nd Street
An aura of **ultra violet** blossoming
A violent wave of saturated hues

17

A B C D E F

G H I J K L M

Your hand warms my **paper skin**

Unraveling Me like
tangles of silk

And I know I will never walk away from

18

Silk is a natural protein fiber, some forms of which can be woven into textiles. The protein fiber of silk is composed mainly of fibroin and is produced by certain insect larvae to form cocoons. The best-known silk is obtained from the cocoons of the larvae of the mulberry silkworm reared in captivity. The shimmering appearance of silk is due to the triangular prism-like structure of the silk fiber, which allows silk cloth to refract incoming light at different angles, thus producing a variety of different colors. Silk is mostly produced by several insects, like silk worms but generally only the silk of moth caterpillars has been used for manufacturing. There has been some research into other types of silk, which differ at the molecular level. Silk is mainly produced by the larvae of insects undergoing complete metamorphosis, but some insects such as web spinners and crickets can produce silk throughout their lives.





Mars Infinite Scroll

An infinite scroll piece to accompany a museum exhibition about the exploration and slow process of eventual inhabitation of Mars. Features a fun fact infographic with graphics created in illustrator.

Invision & Mockup

Programs:

Adobe Indesign
Adobe Illustrator
Adobe Photoshop



Get Smarter
Every day!



Call (860) 520-2160
to buy tickets in advance.

from February 2002 through August 2004. The orbiter's extended operations continue even today.

(which acts as a proxy for determining the amount and distribution of possible water ice on the planet).



Connecticut
Science Center

MARS

THE RED PLANET



SURFACE GEOLOGY

Mars is a terrestrial planet that consist of minerals containing silicon and oxygen, metals, and other elements that make up rock. The surface of Mars is primarily composed of tholeiitic basalt, although parts are more silica-rich than typical basalt and may be similar to andesitic rocks on Earth or silica glass. Regions of low albedo suggest concentrations of plagioclase feldspar, with northern low albedo regions displaying higher than normal concentrations of silicates and high-silicon glass. Parts of the southern

highlands include detectable amounts of high-calcium pyroxenes. Localized concentrations of hematite and olivine have been found. Much of the surface is deeply covered by finely grained iron(III) oxide dust.

Mars has no evidence of a structured global magnetic field, observations show that parts of the planet's crust have been magnetized, suggesting that alternating polarity reversals of its dipole field have occurred in the past. This paleomagnetism of magnetically susceptible minerals is similar to the

alternating bands found on Earth's ocean floors. One theory, published in 1999 and re-visited in October 2005 is that these bands suggest plate tectonic activity on Mars four billion years ago, before the planetary dynamo ceased to function and the planet's magnetic field faded down to what it is at current.

During the Solar System's formation, Mars was created as the result of a stochastic process of run-away accretion of material from the protoplanetary disk that orbited the Sun.



WHOLE
FOODS
MARKET

EAT HEALTHY.

MARS

FUN FACTS


Mars is the fourth planet from the Sun and is the second smallest planet in the solar system. Named after the Roman god of war, Mars is also often described as the "Red Planet" due to its reddish appearance.

Mars facts

Size: 4,220 Miles

Day Length: 24.75 Hours

Average Temperature: -81°F





Earth Facts

Size: 7,926 Miles

Day Length: 24 Hours

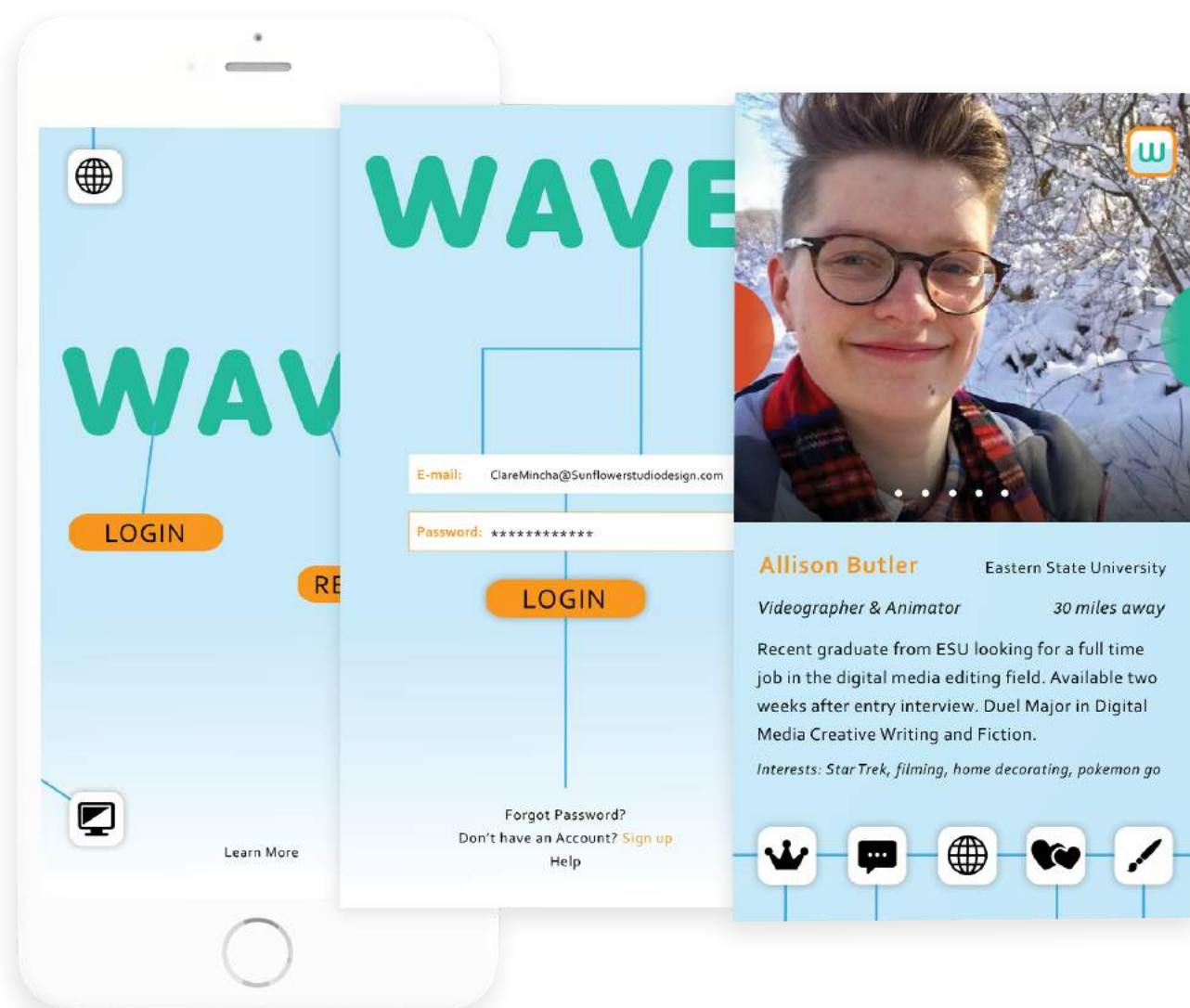
Average Temperature: 57°F





33,926,867.096 miles

Facts Provided by NASA



Wave App Concept Proof

An app inspired by LinkedIn and modeled after the networking schematic of Tinder. This networking app is aimed at artists looking for work or collaboration. It also has a paid mentoring feature that allows more experienced artists to connect with novice or freshly graduated people searching for advice.

Programs:

Adobe Indesign
Adobe Illustrator
Adobe Photoshop



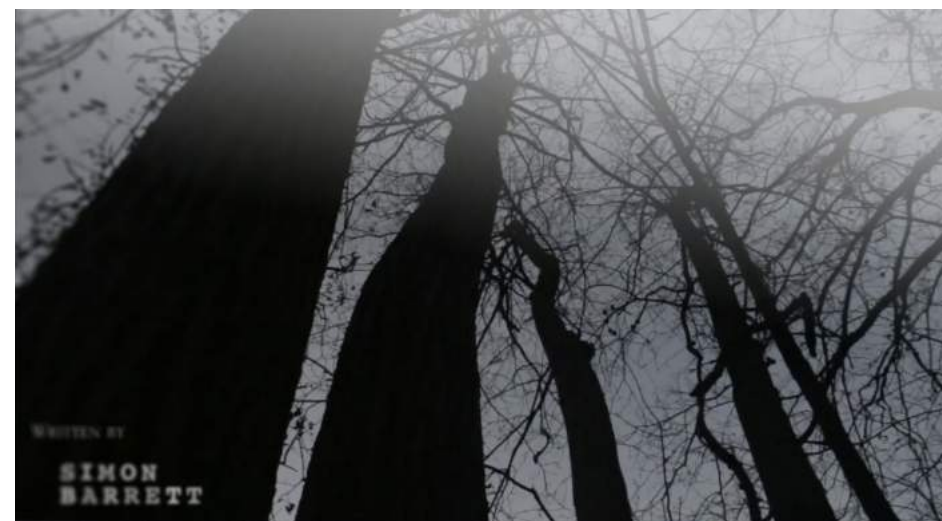


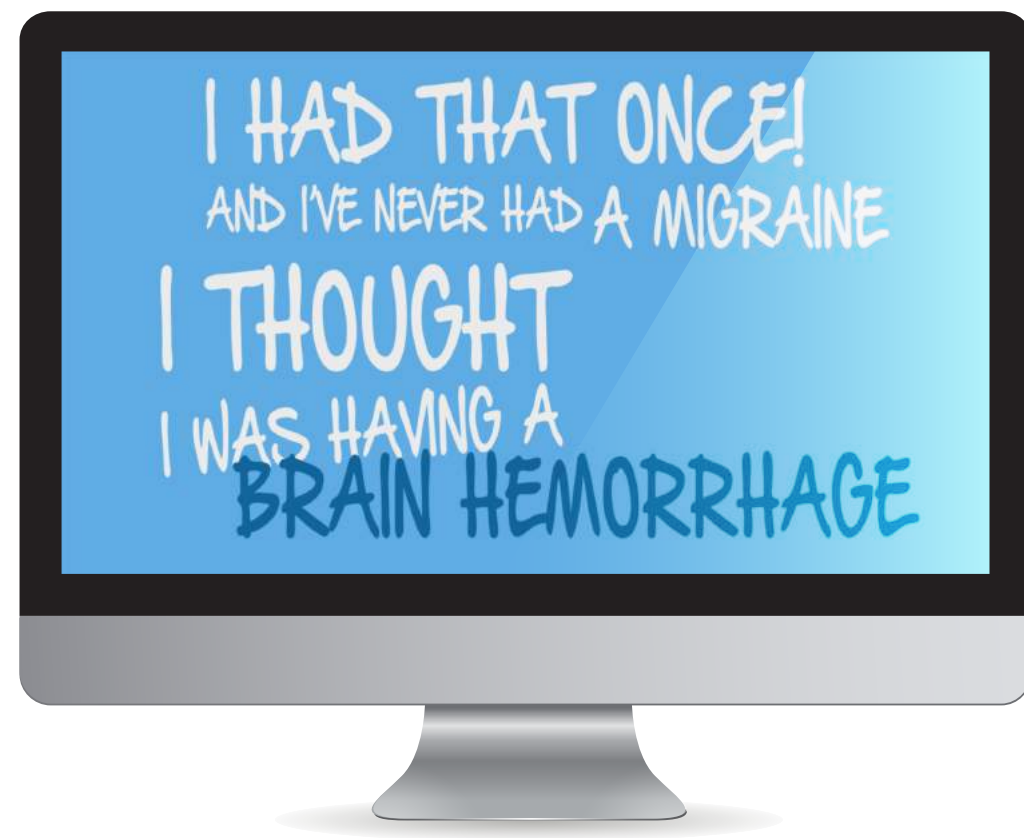
Blair Witch Intro Sequence

A group project that involved storyboarding, video shooting, video editing, and typography studies. The eerie theme & music inspired by the movie "The Blair Witch Project" was chosen to broaden our experience as designers and to ensure we go out of our comfort zone.

Programs:

Adobe Indesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere
Adobe After Effects





RoosterTeeth Typographic Animation

A fast paced short typographic video featuring the audio of the popular RoosterTeeth Podcast. The Colors are inspired by the branding of the company and the original animated short video with the featured audio. Voice credit to Gavin Free.

Video



haha...
FOR SOME
REASON I THOUGHT
THE WORD
"CHUM"

SO I TRIED TO TYPE THE WORD
"CHUM"
AND I ENDED UP JUST PASSING OUT

AND THEN...
WHEN I WOKE UP
I HAD WRITTEN
THE WORD

YOU HAD A STROKE!

"JUMS"

IT SOUNDS LIKE A STROKE TO ME!