



TYPE “ON TRACK”

Book includes photography that I took in the Delano district of Wichita. Cover screenprinted on a sheet of rusted aluminum.



THE INFORMATION PRESENTED BY A SIGN SYSTEM SHOULD BE LIMITED TO THE ESSENTIALS AND SHOULD BE PRESENTED IN A CONSISTENT MANNER. THEY WORK BY TAKING INTO CONSIDERATION ISSUES OF READABILITY – SCALE, CONTRAST, LETTERFORM – AND PRACTICES SUCH AS MANUFACTURE AND PLACEMENT.

LEFT The combination of graffiti (or in this case, chalk scribbles) and the natural elements adds an emotional element to train markings that adds a layer of complexity to their meanings.

PHIL BAINES & CATHERINE DODD — "NAMING PLACES AND DEFINING SPACES"



1 This tank has a load limit of 200,000 lbs. Letters above the weight limit reveal hand-painted imperfections.

2 The consolidated stencil contains maintenance information and the build date. This tank was built in May 1978.

3 The reporting marks "NAHX" reveal that this car is owned by the General Electric Rail Services Corporation. The numbers 62202 are unique to this car.

4 The letter "F" is required to be shown on the front end of the locomotive to designate the front end.

5 The reporting marks SKOL stand for South Kansas Oklahoma Railroad. The previous owners, shown in the ghosted typography, were the Twin Mountain Rock Company.



SUMMER HELLO

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx

Yy Zz . ! ? & 1 2 3 4 5 6 7 8 9 0

Quick toes

Fun Cute

Spring

PRINCE

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z 1 2 3 4 5 6 7 8 9 0
 . ! ? &

it's your
 journey

it's your
 journey

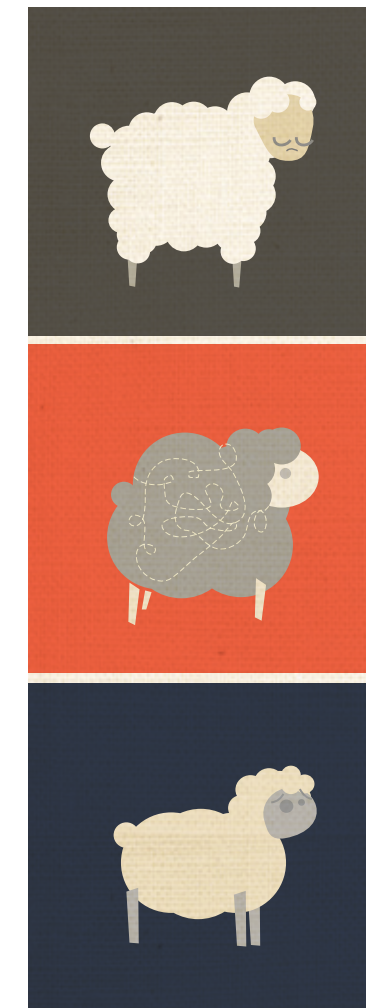
Lettering created for Striderite
 account during internship at
 the Collective Studio in Barkley



Illustrations developed for Striderite brand assets during internship at Barkley.



Miscellaneous illustrations from school projects.

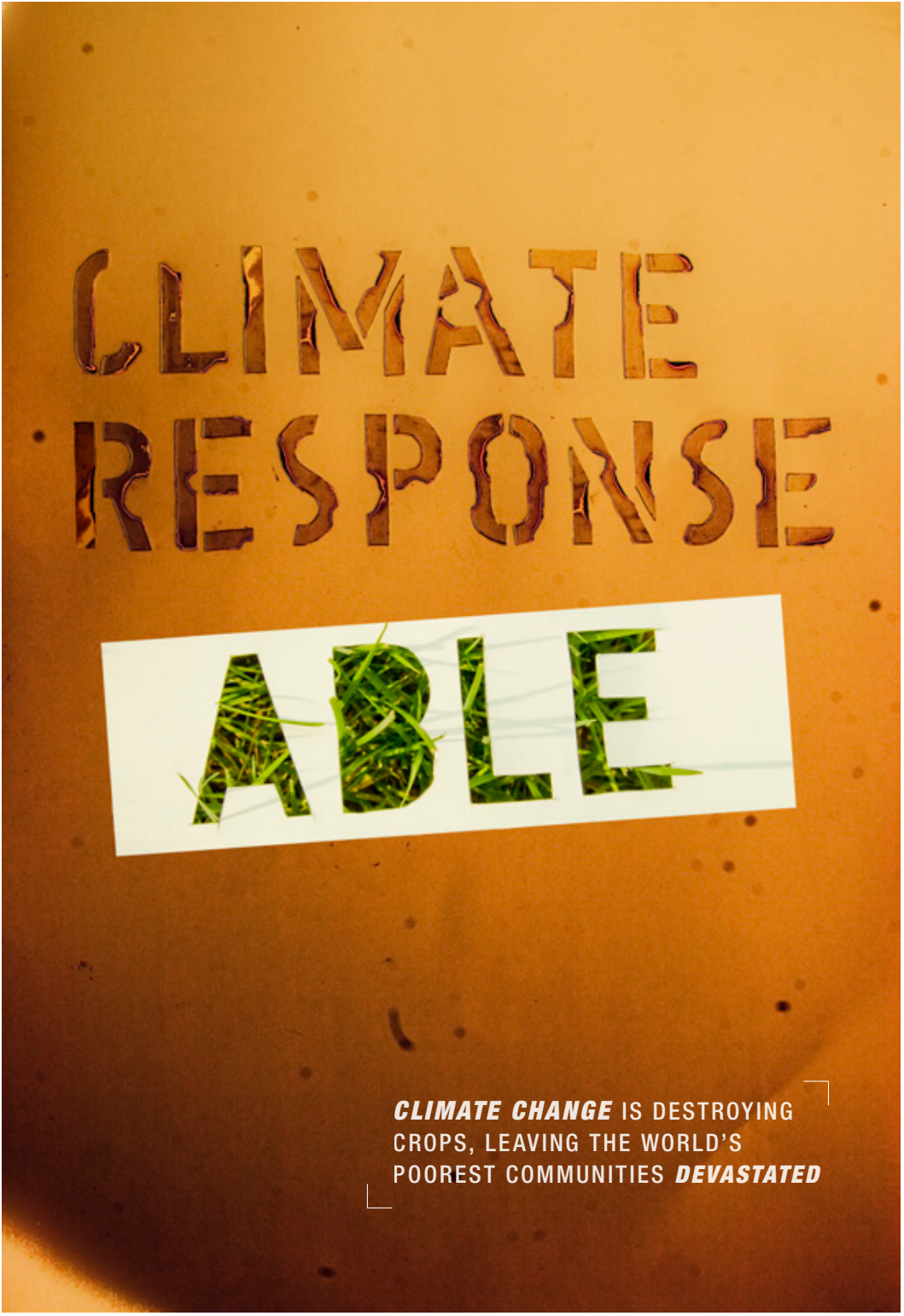




YOU CAN HELP

contact your senator
and tell him you support
climate reform

LEARN MORE
visit us online at
www.oxfamamerica.org



YOU CAN HELP

contact your senator
and tell him you support
climate reform

LEARN MORE
visit us online at
www.oxfamamerica.org



GLOBAL CLIMATE CHANGE

After extensive research of Oxfam America, I created these two posters to support one of their main areas of advocacy — Global Climate change.



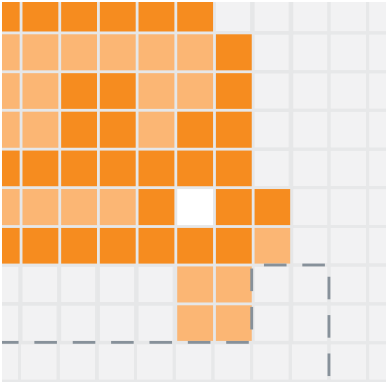
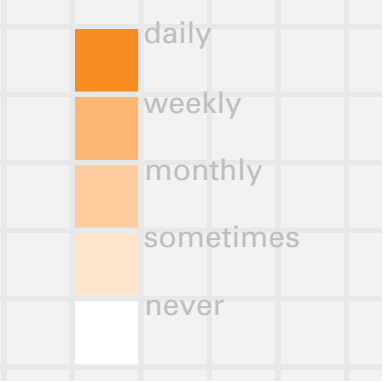
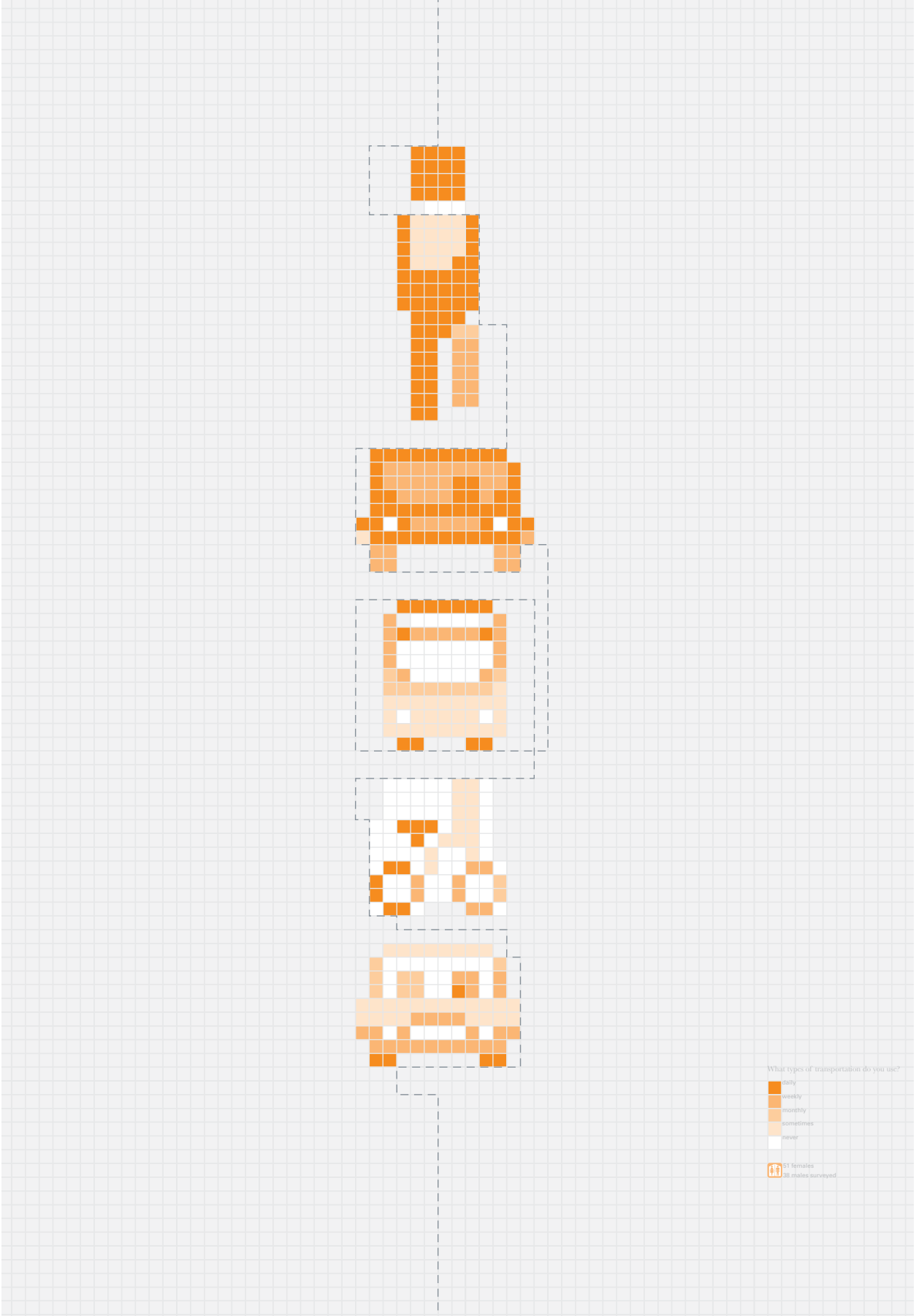
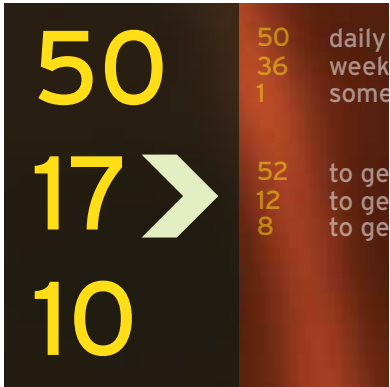
AB COFFEE & CREPES

A.B.'s Coffee and Crepes is a charming locally owned restaurant in Lawrence, Kansas. A.B. currently uses Styrofoam clam-shells for his take-away crepe orders. Inspired by origami folding cups, I created a crepe cone that can be sealed for take-away orders. The cone can also be fully unwrapped into a plate for both at-home and in-store use.



NAIVE SOPHISTICATION

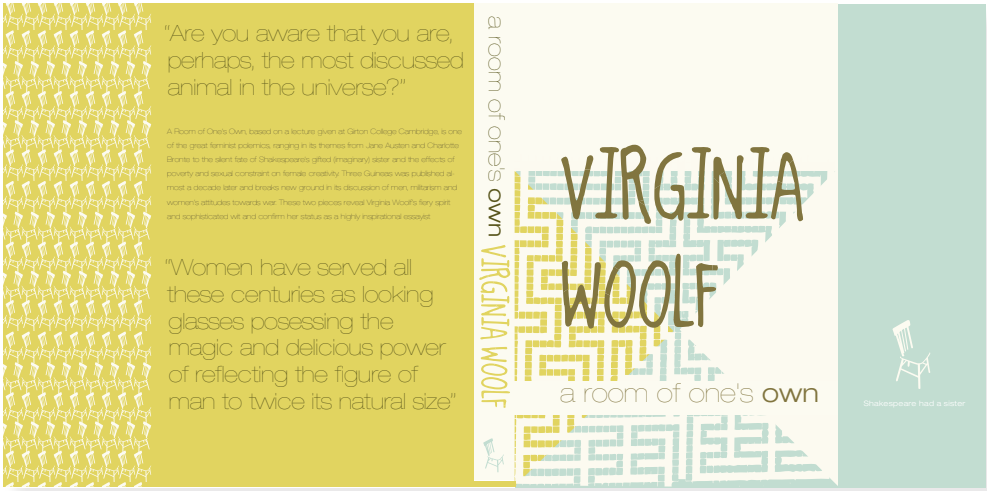
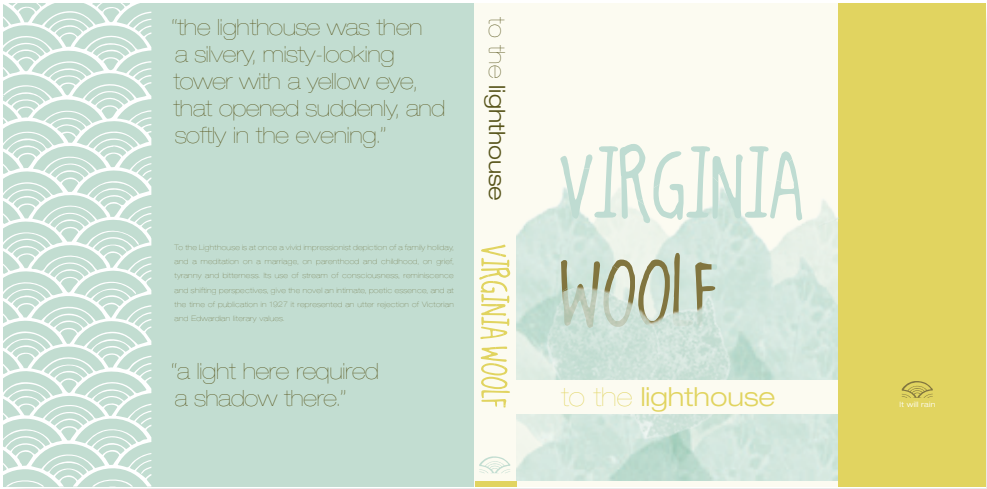
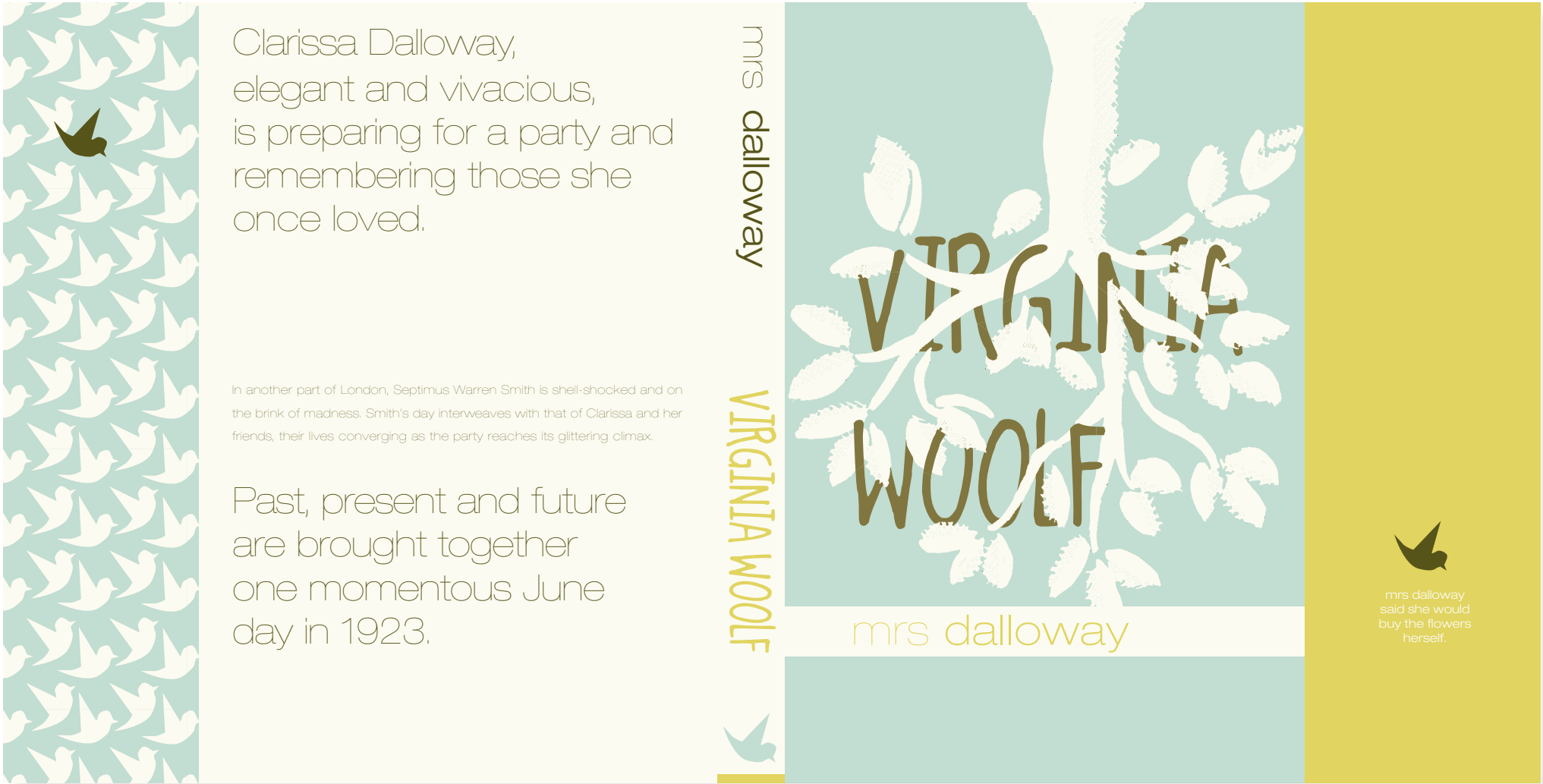
After selecting two words that I felt embodied myself as a designer — naive & sophistication — I created a booklet that demonstrated this concept both visually and verbally, in the form of a personal design philosophy.



TRANSPORTATION

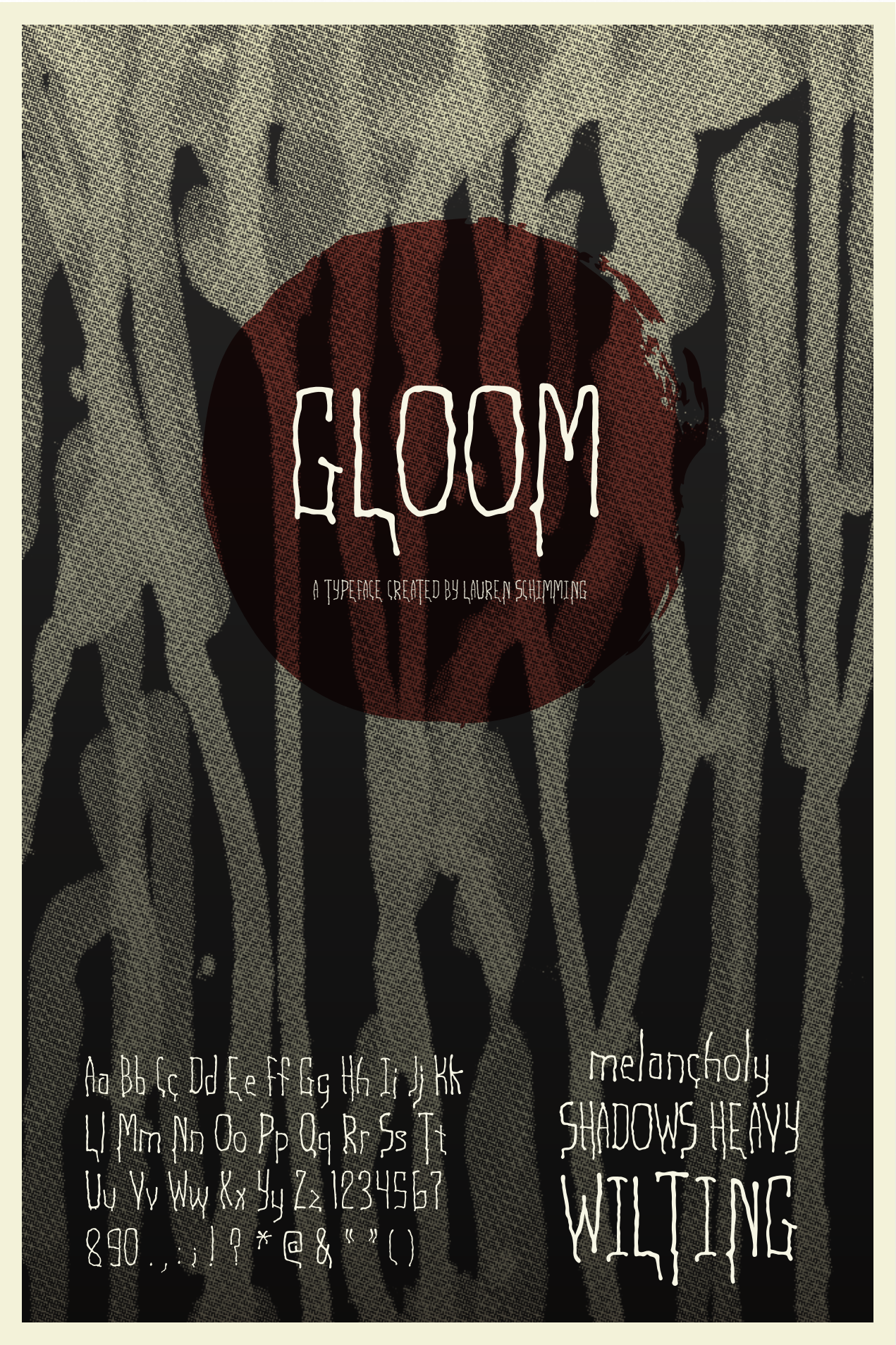
These two infographics represent data for public transportation usage of approximately 100 students and faculty. One solution relies upon typography; the other, imagery.

Project accepted into DSVC
National Student Show 2010



VIRGINIA WOOLF

Mrs. Dalloway
To the Lighthouse
A Room of One's Own



“GLOOM”

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WXYZ1234567890,.,:;! ? ” * & @ ()

GLOOM TYPEFACE

Asked to create a typeface that embodied the word, “gloom,” I methodically dripped ink on paper to create each individual letter. I cleaned up the letter forms in illustrator and programmed them into Fontlab. The font poster was also created from elements I handmade.

UNIVERSITY HONORS PROGRAM LECTURE SERIES AT THE COMMONS

spring 2010

WAITING JAZZ

FRED MOTEN

DUKE UNIVERSITY
DEPARTMENT OF ENGLISH

associate professor of english

THURSDAY FEBRUARY 25TH

TAMMY KERNODLE

MIAMI UNIVERSITY
DEPARTMENT OF MUSICOLOGY

associate professor of musicology

TUESDAY MARCH 9TH

PAUL LOPES

COLGATE UNIVERSITY
DEPARTMENT OF SOCIOLOGY

associate professor of sociology

THURSDAY APRIL 15TH

"JURISGENERATIVE GRAMMAR:
FOR ALTO, FOR BLACK"

"EV'RY TIME I FEEL THE SPIRIT:
CONSTRUCTING BLACK WOMEN'S
CONVERSION NARRATIVES IN JAZZ"

"FROM HEPCAT TO REBEL
TO HEROIN FIEND: THE JAZZ TROPE
IN THE POPULAR IMAGINATION"



SPONSORED BY
THE UNIVERSITY OF KANSAS HONORS PROGRAM
IN ASSOCIATION WITH
THE COMMONS

for more information
785-864-4225
www.honors.ku.edu/commons

ALL LECTURES ARE AT 7:30 PM IN SPOONER HALL
FREE AND OPEN TO THE PUBLIC

WAITING JAZZ

UNIVERSITY HONORS PROGRAM
LECTURE SERIES AT THE COMMONS

spring 2010

FRED MOTEN

DUKE UNIVERSITY
DEPARTMENT OF ENGLISH

associate professor of english

THURSDAY FEBRUARY 25TH

TAMMY KERNODLE

MIAMI UNIVERSITY
DEPARTMENT OF MUSICOLOGY

associate professor of musicology

TUESDAY MARCH 9TH

PAUL LOPES

COLGATE UNIVERSITY
DEPARTMENT OF SOCIOLOGY

associate professor of sociology

THURSDAY APRIL 15TH

"JURISGENERATIVE GRAMMAR:
FOR ALTO, FOR BLACK"

"EV'RY TIME I FEEL THE SPIRIT:
CONSTRUCTING BLACK WOMEN'S
CONVERSION NARRATIVES IN JAZZ"

"FROM HEPCAT TO REBEL
TO HEROIN FIEND: THE JAZZ TROPE
IN THE POPULAR IMAGINATION"



SPONSORED BY
THE UNIVERSITY OF KANSAS HONORS PROGRAM
IN ASSOCIATION WITH
THE COMMONS

ALL LECTURES ARE AT 7:30 PM IN SPOONER HALL
FREE AND OPEN TO THE PUBLIC

WRITING JAZZ

Custom lettering created for annual University Honors Program lecture series at The Commons.

biodiesel initiative identity design

LAUREN SCHIMMING
graphic design 1
tad carpenter
spring 2010

what is

THE BIODIESEL INITIATIVE?

The KU Biodiesel Initiative is a grassroots, student-run operation to produce biodiesel from used cooking oil generated on campus. It is our goal to meet the requirements of all KU's buses, landscaping and maintenance equipment, and power generators on campus with this renewable fuel.

With the Alternative Energy Society student group, we work to promote knowledge of sustainability and alternative fuel sources such as biodiesel to the student body and community.

MISSION: To establish a facility to produce biodiesel fuel from vegetable oil at KU with a focus on fuel production, biodiesel quality standards and research.



clean.

CONCEPT STATEMENT

fueling green from feedstock to tailpipe

CATCHPHRASE BRAINSTORMING

"fueling a greener KU"
"fueling better ideas"
"from feedstock to tailpipe"
"fueling green ideas from feedstock to tailpipe"

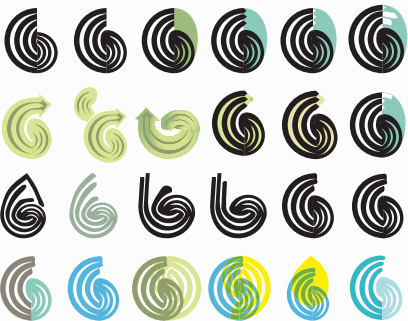
(FINAL IDENTITY SYSTEM)

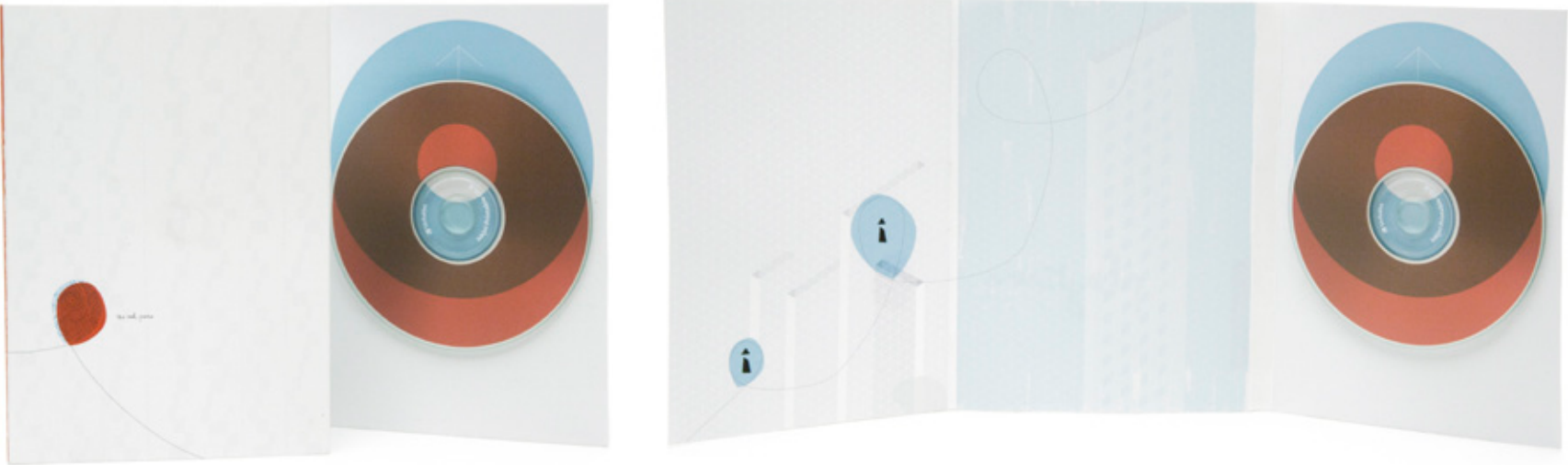
who is
biodiesel
really, then?

► ideas

EVOLUTION OF

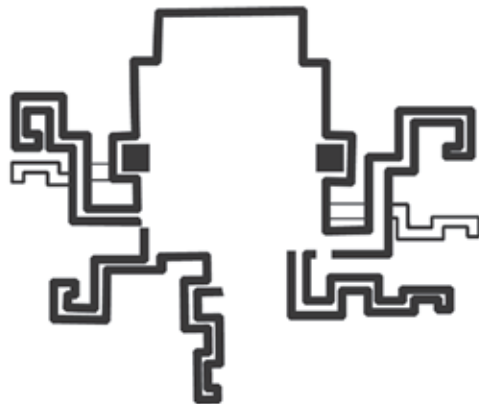
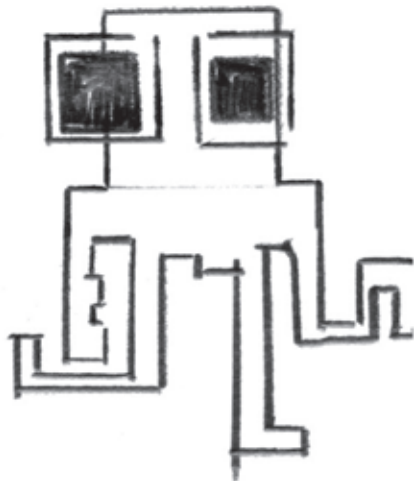
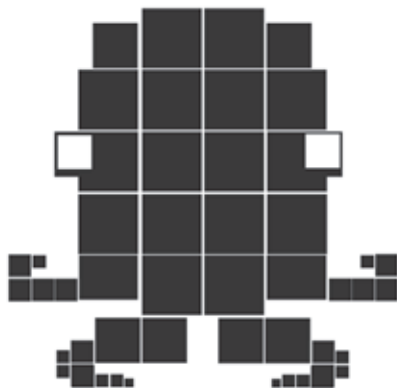
the mark

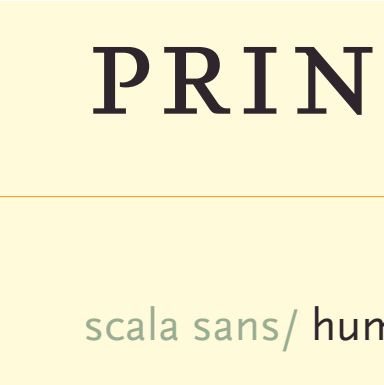
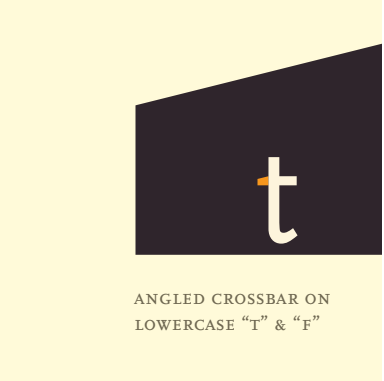
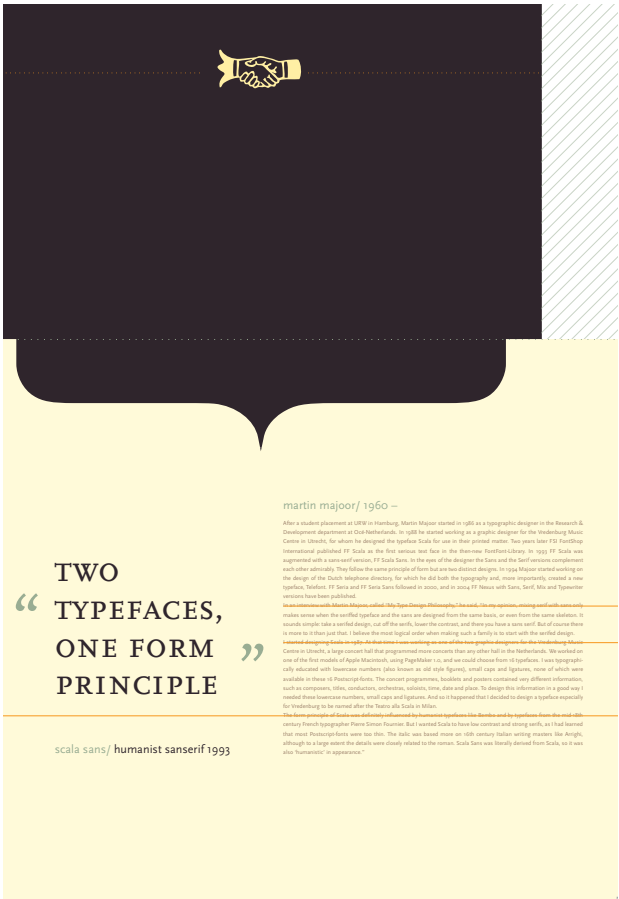




PLAYTIME

After watching the 1967 French film by Jaques Tati, I designed this cover as a reflection of its modernist principles and hilarious moments of ingenuity.





SCALA SANS

Series of typographic studies for the font, Scala Sans, designed by Martin Majoor in 1993.

Project accepted into DSV National Student Show 2010



WALNUT CREEK RANCH

In this group project, we were asked to develop an identity for Walnut Creek Ranch. We approached the problem with the strategy that “happier animals are healthier animals,” which led to the “certified happy” slogan, a playful reference to USDA certification stamps.





MOTION
^ CLICK ABOVE TO PLAY ^



GREETINGS TO THE CHILDREN OF ENGLAND

After listing to several of the greatest speeches of all time, I choose to use “Greetings to the Children of England,” a speech by a young Elizabeth II, as the basis for my typography project. After completing the print version of the project, I made a motion version with After Effects.

