Visual Communication Design Portfolio Presentation

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As an inspired young designer, I spend a lot of my time questioning identities. Whether it’s my own identity or a client’s, I have found solace in submerging myself into forming and developing engaging concepts and ideas. As a visual learner, I think of graphic design as the best form of problem solving - first concept, and then design. Throughout my design and sociology studies, I have developed in-depth methods of concept building through ethnographic and qualitative research to create brands, interactive media, illustrations, and beyond. I think a lot about human nature, sex and relationships, life and death, social problems and politics, and often reflect these ideas throughout my personal work. My interest in these subjects allows me to transform concepts, problems, and theories into visual solutions.
As a child, I copied Shel Silverstein's illustrations from "Where the Sidewalk Ends" obsessively, particularly renditions of "The Loser," in which the character loses his head and uses it as a chair. The simplistic style of digitally-altered black and white, line-drawn illustrations with small splashes of color are aesthetically interesting and modern. Most of these illustrations are started as line drawings that then become altered through digital media.
Spice Brewing is a craft brewing identity which brews good, strong craft beers, IPA's and Lagers aimed towards a feminine audience. American craft breweries have been rooted in traditional brewing styles and ingredients, however, craft beers are generally targeted at a male-based audience. The demographic of female-based alcoholic beverages is generally targeted with fruity and sweet wines. Well, Spice Brewing wants to bring something a little different to the table. While taste is what ultimately establishes a loyal customer base, label design is what brings bottles from the store shelf into the home. The use of beer labels today is more than a means of advertising -- it is a preferred way to communicate and establish brand identity. Spice Brewing’s brand identity is ultimately here to empower women who have a strong taste for genuine craft beer.
GHOSTS OF PAST LOVERS: ZINE

Ghosts of Past Lovers explores the ideas of relationships and love, sex and heartbreak, and coping with moving on and letting go.

While rummaging through old journals, I came to this realization that I journal the most when I am thinking about someone I love. This project questions the power of angst, infatuation, loss, and reflection.

Relationships are all consuming. It’s strange to think about all the people you encountered and lost throughout your life, forming close relationships with people and then simply moving on alone. In retrospect, it’s hard to wrap your head around. This zine explores these ideas with handwritten typography and personal illustrations.
BANKSY EXHIBITION: POSTER

Designed to be plastered all over the streets in repetitive ways to promote this Banksy exhibition, this poster uses clear hierarchy and stencil inspired illustration to bring viewers in. The illustration is intended to give the viewer a little taste of what they’re going to see at the exhibition.
The GENTRIFICATION OF A NATION

TAKE OVER

Inspired by the 1876 Battle at Little Bighorn, a battle between the U.S. Army led by General George Custer and a band of the Lakota Sioux under the command of Sitting Bull. This was one of the last standing battles between the U.S. government and the Lakota Sioux, before they were forced into reservation camps, and forced to live the way of the white people. The illustration is a representation of how they were forced to lose their identities. The use of hierarchy, illustration and typography is designed in hopes to catch the viewer’s eye.
Designed with the coffee shop aesthetic in mind, WOU Campus Dining recently opened up a new coffee shop on campus. The white illustrative text on black background gives the composition a chalkboard vibe -- commonly associated with coffee shops. The colors red, white, and black are utilized to maintain WOU’s branding identity and university pride.
Nonlinear poetry is composed of two contradicting narratives. The first narrative is a broken-hearted poem written through sixteen year old angst, the second is a reflection back to that angst, years later. This project explores these narratives using hyperlinks and typography in a nonlinear way, meaning you get to choose which direction you want to explore. Although the story may end up taking you a different way each time, it will always bring you right back to the beginning. In constant reflection.

Click to view the project
TUTR APP:
APP DESIGN

Through deep ethnographic and qualitative research, Tutr app is an app designed with the university student in mind. Tutr is a location based app in which students can create personal profiles, and add specific classes to match them with local online tutors hired through their universities. The idea is that students can live video chat with their tutors at the touch of a finger, providing better preparation for students, as well as jobs for grad and honor university students.

Click here to view process development
Portraiture photography — but with a twist. Every photograph in this series was constructed with materials found around the house or outside with natural lighting. An old tube of toothpaste, leftover flowers from a past lover, glitter found in an old arts & crafts box, dirt, and a gallon of milk. The way different materials can alter facial features in a photograph is aesthetically interesting and peculiar.