



Portfolio

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Table of Contents

Brochure

Event Ad

Montage

Photo Design

Business Card

Stationery

Logo

Web Page

Flier



Brochure

Description:

A two-sided tri-fold brochure to share general information about swallowtail butterflies.

Date:

December 5, 2015

Course/ Instructor:

Comm 130 Section 13/ Jason Stucki

Programs and Tools:

Adobe Photoshop, Illustrator, and InDesign

Objectives:

Set up and align a two-sided, folded document. Create an original, new logo and use it in a brochure. Incorporate at least four quality images, not including the logo. One should be clipped in Photoshop and text-wrapped in InDesign so the text follows the cutout shape of the image. Write at least 250 words of original copy in at least three paragraphs, headers, and subheaders. Trim for a full bleed and print in duplex (two-sided) color.

Process:

I set up the tri-fold brochure in Adobe InDesign with 2-pages divided into six sections. To create the butterfly, I used a picture of a swallowtail butterfly and the live trace tool in Illustrator. After tracing the image I smoothed the lines and curves using the pen tool to adjust specific points and curves.

I used Photoshop to remove the background of the high definition butterfly wing on the center fold and several of the butterfly species on the inside. I did this by using the quick selection tool to carefully select the body and wings of the butterflies. Then I used the refine edge tool to smooth the edges and save the selection .

After placing the butterflies in the InDesign document, I used the text wrap tool to wrap the text around a few of the butterflies.

Finally, I did several test prints to make sure the folds and overlapping images were aligned just right and cut out the butterfly wing edge on the final copy using an exact-o knife.





wing cut out

Swallowtail Butterflies

Swallowtail butterflies are large, colorful butterflies in the family Papilionidae, and include over 650 species. Though the majority are tropical, members of the family inhabit every continent except Antarctica. North



America has forty species.



Appearance

Swallowtail butterflies come in many colors, shapes and sizes. The forked appearance of the swallowtails' hind wings, which can be seen when the butterfly is resting with its wings spread, gave rise to the common name swallowtail butterfly.

Classification

The genera of extant swallowtails are usually classified into three subfamilies, Baroniinae, Parnassiinae, and Papilioninae, the latter two being further divided into tribes. In swallowtails, besides morphological characteristics, the choice of foodplants and ecological lifestyle reflect phylogeny and classification.

Swallowtail Caterpillars

The caterpillars of various swallowtail butterfly species feed on a wide range of different plants, most depending on only one of five families: Birthwort, Custard Apple, Laurel, Carrot, and Citrus. By eating some of these toxic plants, the caterpillars sequester aristolochic acid which renders both the caterpillars and the butterflies of some of these as toxic, thus protecting them from predators.



Attracting Swallowtails

To attract swallowtail butterflies to your yard and garden, locate your garden where it receives the greatest amount of sun exposure possible.

Insects such as butterflies are coldblooded and depend on the sun to warm their bodies. Plant in groups—not rows—to increase the likelihood of butterflies and pollinators finding and choosing your garden for a feeding stop. In the US, the swallowtail's main host plant in the wild is Queen Anne's Lace, but they also eat garden plants in the carrot family including carrots, parsley, dill, and fennel.



Event Ad

Description:

A family in our neighborhood hosts a yard sell each year and donates all proceeds to the LDS Humanitarian Aid Fund. They take “junk” donations for weeks before finally having a huge 2-day yard sale. I created this ad to help advertise the yard sale to people all over town.

Date:

October 10, 2015

Course/ Instructor:

Comm 130 Section 13/ Jason Stucki

Programs and Tools:

Microsoft Word, a scanner and Photoshop

Objectives:

Comprehend image sizing (how pixels and inches work together). Find, scan and import a high-quality image. Create a full-bleed design. Choose a color scheme and typefaces that work for your message and audience. Learn to use only Word design features.

Process:

I used my scanner to capture the image of the minions off the front of my child’s coloring book, it seemed like a perfect attention grabber. After scanning the image, I sized it in Adobe Photoshop. Then I drew a few quick paper and pen sketches to help me visual a good layout. Finally, I used Microsoft Word to create the ad.



July 14-15
9am - 2pm
118 E Main

Furniture • Toys • Housewares • Home Decor • Clothes of all sizes

HUGE *Multi-Family* **Yard Sale**

Lawn & Garden Tools • Adult & Kid's Bikes • And so much more!

**All proceeds
donated to LDS
Humanitarian
Aid Fund**



Montage

Description:

This project was inspired by the young women I teach at church. They are a brilliant group of young women who are shining examples to those around them.

Date:

October 24, 2015

Course/ Instructor:

Comm 130 Section 13/ Jason Stucki

Programs and Tools:

Photoshop

Objectives:

Use the FOCUS design process with strong focal point and flow. Unify a layout with a consistent theme and dominant spiritual message. Learn to blend two or more images together gradually, using masks. Demonstrate more advanced Photoshop skills for layout with multiple elements. Use a mask to apply a filter to one part of the image. Apply typography principles. Select good quality images.

Process:

Using Photoshop, I layered the image of the girl on top of the image of the stars and created a mask. I then blended the girl's hair into the stars of the layer below. I added the text and used layer styles to bring out the title of text. I also used the clone stamp to blend some branches and blades of grass into the gray and white background.





Daughter of a
King

"A beautiful, modest,
gracious woman is
creation's masterpiece"

David O. McKay

Photodesign

Description:

A poster designed to demonstrate photography and photo editing skills using Photoshop.

Date:

October 17, 2015

Course/ Instructor:

Comm 130 Section 13/ Jason Stucki

Programs and Tools:

Photoshop and Nikon D3200 Digital Camera

Objectives:

Learn basic photography skills. Choose a color scheme, take a photo to match those colors, then incorporate the colors into the layout. Use a digital camera to take a quality image, then download it. Adjust image levels, saturation, color balance, sharpen tool on separate layers for non-destructive editing. Size and crop the image, then place on an 8.5×11 page layout. Use layers to design text, and repeating graphic elements in Photoshop. Print with full-bleed margins.

Process:

I knew I wanted to use a picture from nature for this project and I spent an entire day hiking through the woods with my kids taking hundreds of photos with my Nikon D3200 and captured this beautiful photo. I edited the photo in Photoshop to enhance the lighting and color vibrance and then created this poster incorporating it. I incorporated the color scheme and color swatches into the poster. I loved the focus on nature and really wanted to incorporate it into my poster so I surrounded the photo with swirling vines and leaves. I even used little curling vines for the swatches. Finally, I wanted to make it feel like the word “Bloom” was actually blooming so I added a swirling vine growing from the tail of the last letter. I felt like this helped the cohesion of the entire poster.





Bloom

where you are planted

Monochromatic - Green



Business Card

Description:

A personal business card. SavoryWatt.com is primarily a technology blog and I wanted the logo and business card to have a very modern feel. The background is an expansion of the logo and is meant to give an impression of acoustic waves.

Date:

November 7, 2015

Course/ Instructor:

Comm 130 Section 13/ Jason Stucki

Programs and Tools:

Adobe Illustrator and InDesign

Objectives:

Use the basic tools in Illustrator & InDesign. Create a new logo to fit a company or personal image. Use the logo to design consistent layouts for a business card and letterhead. Apply typography rules, keeping small copy. Keep designs simple with light watermarks and drop shadows and plenty of white space. Include contact information: name, address, phone, website, and email on each piece. Use periods, bullets, or spaces in phone number; no parentheses or hyphens .

Process:

I used illustrator to create an abstract geometric logo. I then used that logo as a starting point to create the coordinating background. It took many hours to draw and align all the little triangles. After creating the logo and background images in Illustrator, I used InDesign to create the business card and stationery (next page).





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Stationery

Description:

A personal stationery created to coordinate with the business card on the previous page.

Date:

November 7, 2015

Course/ Instructor:

Comm 130 Section 13/ Jason Stucki

Programs and Tools:

Adobe Illustrator and InDesign

Objectives:

Use the basic tools in Illustrator & InDesign. Create a new logo to fit a company or personal image. Use the logo to design consistent layouts for a business card and letterhead. Apply typography rules, keeping small copy. Keep designs simple with light watermarks and drop shadows and plenty of white space. Include contact information: name, address, phone, website, and email on each piece. Use periods, bullets, or spaces in phone number; no parentheses/ hyphens .

Process:

I used illustrator to create an abstract geometric logo. I then used that logo as a starting point to create the coordinating background. It took many hours to draw and align all the little triangles. After creating the logo and background images in Illustrator, I used InDesign to create the stationery.





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Logo

Description:

A logo created in illustrator and displayed here with three different color and background options.

Date:

October 31, 2015

Course/ Instructor:

Comm 130 Section 13/ Jason Stucki

Programs and Tools:

Adobe Illustrator

Objectives:

Create an original logo to fit a company or personal image. Use only the Illustrator tools to create and draw your logo.

Process:

This logo was created using Adobe Illustrator. First I created several drafts and ideas and then asked all my Facebook friends to give me feedback and vote on which one they liked best. I really enjoyed all the feedback I got and felt that it helped me greatly with this design. This logo was one of the favorites.

The flower was created using the blend tool and specifying the number of steps to blend. Then the flower and the lettering DearMegs was given just a little bit of a drop shadow to give the design a little more depth and “pop.” Finally I duplicated the logo in gray scale and with white text on a colored background to demonstrate its versatility.

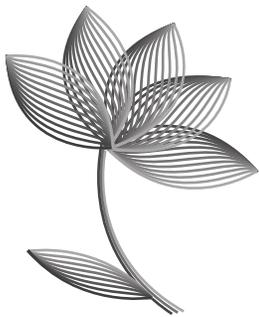


DearMegs Web Design and Illustration



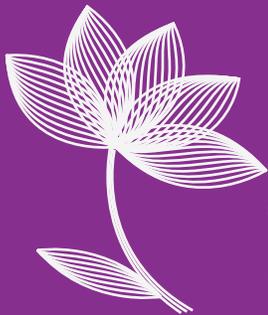
Dear Megs

Web Design & Illustration



Dear Megs

Web Design & Illustration



Dear Megs

Web Design & Illustration

Web Page

Description:

This is a webpage designed to showcase a logo I created.

Date:

November 21, 2015

Course/ Instructor:

Comm 130 Section 13/ Jason Stucki

Programs and Tools:

Adobe Illustrator and Notepad++

Objectives:

Size and optimize an original logo as a .png for a web page. Write content to describe the process of creating your logo and how it appeals to a target audience. Acquire a working knowledge of HTML. Acquire a working knowledge of CSS. Identify hex colors to match logo, using Photoshop color picker.

Process:

I created this web page using only Notepad++. I marked up the content and inserted my logo image and then I attached a CSS document to my HTML. Using photoshop eyedropper tool I selected colors from my logo to use in my webpage. I added those colors in CSS to the backgrounds, borders, headers, and body text. Using CSS, I positioned all the elements of the page and added padding so that the text would be easy to read and so that there would be nice white space and no over crowding. The body typeface of the webpage matches the second line of the logo and I declared some backup fonts just in case the viewer's browser didn't have these fonts.



Logo Design for DearMegs



This webpage was created to showcase this logo I created. It includes, but is not limited to, the process of creating the logo, rationale for color choices, appeal to target audience, and design skills.

Here is some of the thinking that went into this logo design:

- The logo was created using Adobe Illustrator. The flower was created using the blend tool. I created the outline for each petal, one side violet and one side indigo and then specified the number of steps that should be used to blend the two sides together. The same process was used to create the leaf and the stem.
- I chose to use an analogous color scheme of violet, purple, and indigo. I felt that these colors are both professional and inviting. Violet and indigo are used in the flower and purple is used for the lettering.
- This company hopes to design and illustrate primarily for women who are bloggers or run an online-business. The flower itself, the colors, and the typeface are all especially appealing to female audiences. The simplicity of the logo portrays a high level professionalism.
- The contrasting typefaces used in this logo are Distant Stroke (Script) and Verdana (Sans-serif). Appropriate proximity, white-space, and alignment are used between all elements of the logo, to convey a connected wholeness without crowding. The analogous color-scheme further unifies the entire piece. Elements of repetition, rhythm, and gestalt are used in the blended lines of the flower. And the contrasting typefaces add interest.

[Click here](#) to learn more about this logo.

Flier

Description:

A black and white flier to promote a graduate leadership conference. I was given the content, image, and logo for this flier.

Date:

October 4, 2015

Course/ Instructor:

Comm 130 Section 13/ Jason Stucki

Programs and Tools:

Adobe InDesign

Objectives:

Apply FOCUS design principles and use appropriate typography. Incorporate basic InDesign skills to improve basic flier layout. Retrieve image and logo from links. Create a project folder with image, logo and InDesign document to keep links in InDesign intact.

Process:

First I created several paper and pen sketches of my ideas and then I recreated my sketches in Adobe InDesign. I used light and dark shapes to give the design contrast and interest. I also used a contrasting font to emphasis “Graduate Conference” and “Leadership.” I used crisp clean lines to give it a very professional feel.



Do you want to have the competitive edge in business?
Come learn how at Vouant Communication's annual

Graduate
LEADERSHIP
Conference

October 21 8 a.m. – 5 p.m.
Lincoln Convention Center

Vouant Communications is devoted to helping tomorrow's leaders gain essential leadership skills in the workplace.

During this dynamic three-day seminar, attendees will meet with top executives of Vouant Communications to discuss breakthrough leadership techniques, while cultivating attributes of leadership that will market to any employer.

Conference is available to graduating seniors. Space is limited.
Registration and more information available at
<http://www.vouantcomm.com/leaders>

Vouant
COMMUNICATION

