



BA/BFA Senior Honors Book Gallery

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2010

## Design Portfolio

Laura K. Czys, '10  
*Illinois Wesleyan University*

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# design

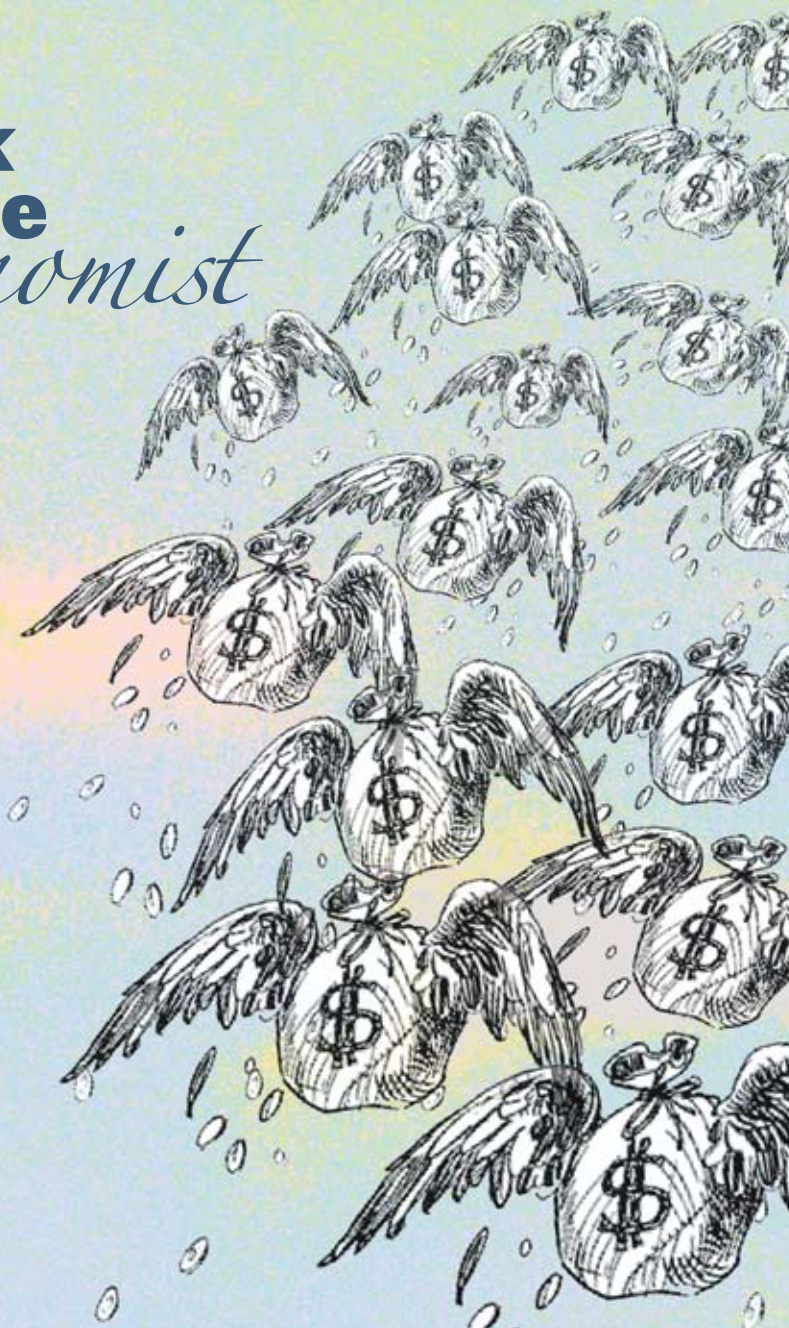
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portfolio



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**park  
place**  
*economist*  
april 2010

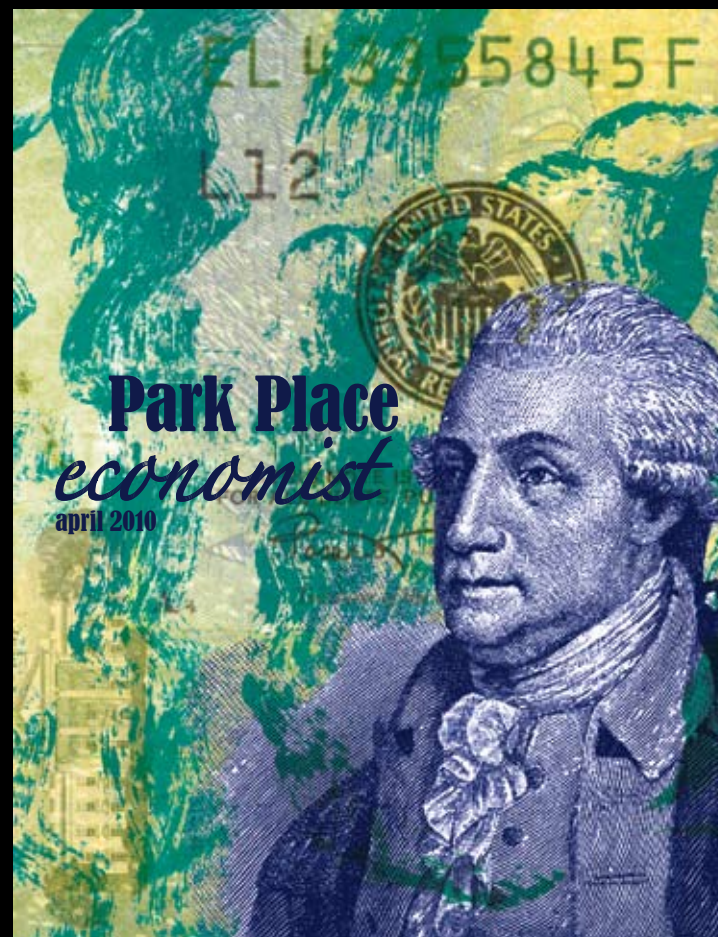


"PARK PLACE ECONOMIST"  
magazine cover April 2010  
Client: IWU Economics Department  
Title: "Fly"

This is the chosen submission to be the cover for the Park Place Economist Magazine at Illinois Wesleyan University. I created two more options represented on the following page. I think this one is the most universal out of the three so it is the most accessible. I also feel it is the most relevant to current opinions by the general public on the current economy.



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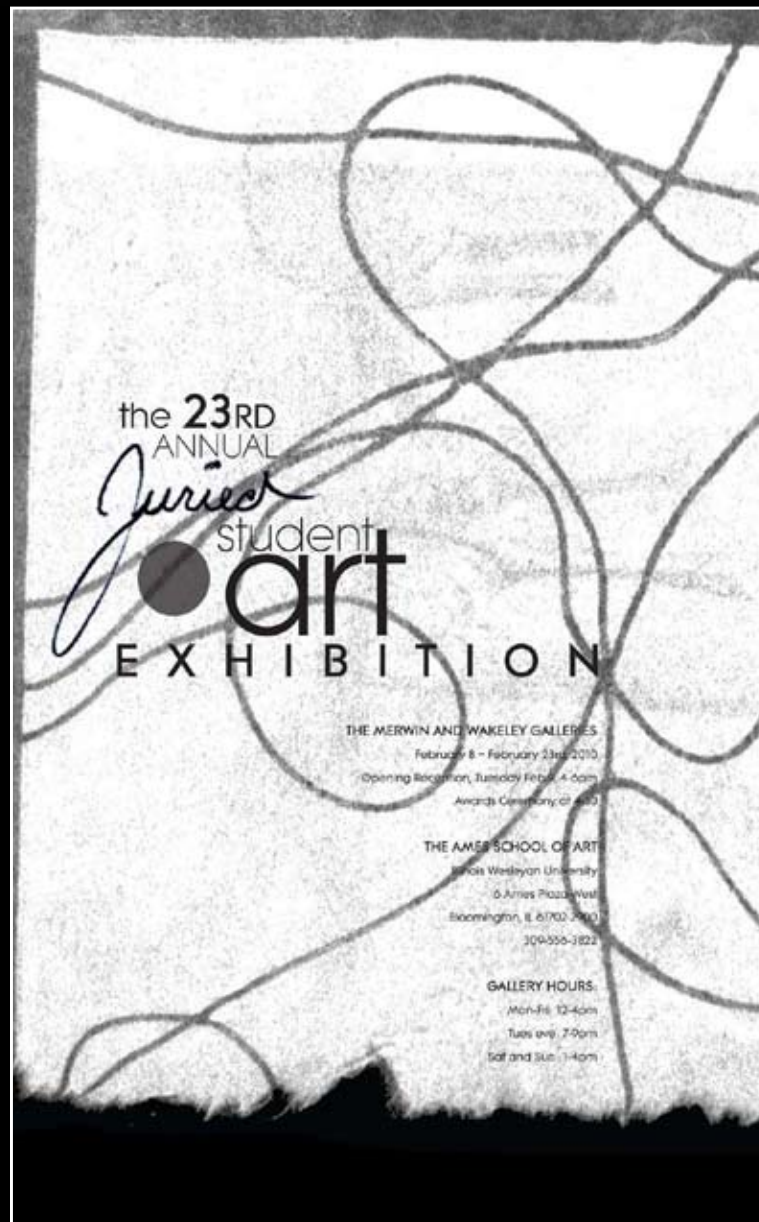


"PARK PLACE ECONOMIST"  
magazine cover April 2010  
Client: IWU Economics Department  
Title (left): "Forward"  
Title (right): "Nostalgia"

These are the two other covers I created for  
the Park Place Economist.



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"THE 23RD ANNUAL STUDENT  
EXHIBITION POSTER"

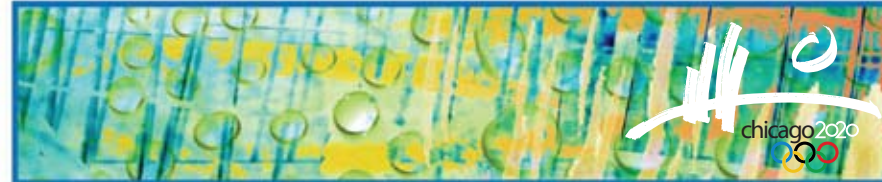
Poster February 2010

Client: IWU Art Department

I used scanned images of prints that I had made in the studio to create the background of the piece. I wanted to bring in an element of the studio and flat artwork to advertise for the student show.



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# "CHICAGO 2020 OLYMPICS"

Branding Project Fall Semester 2009  
Pedestrian Bridge Banners

My graphic design 4 class really disliked the logo and brand that had been created for Chicago as a bid city for the 2016 olympic, so we decided to brand it ourselves as a class project. We changed it to 2020 when the winner was announced. I worked a lot with the color choices and advertisements and overall look of what we wanted the Chicago Olympics to look like. We wanted a more unique logo that represented the city in a simpler way and bright colors to represent the brightness of the city in the summer.

You can find the entire project in the attached PDF file titled olympics.pdf



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"CHICAGO 2020 OLYMPICS"  
Branding Project Fall Semester 2009  
(bottom) Overtop Taxi Advertisement  
(top) Color strip of our five colors.

## food



### Fun With Condiments

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20 APRIL 2009 BITTER HOMES AND GARDENS

#### WHAT'S COOKING

20

CONDIMENTS

21

FEELING FANCY?

21

CHOOSE WISELY

22

## food

#### WHAT'S COOKING



#### RED AND YELLOW SOUP

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on nummy numsan ex ea faci blandio  
TART TO FINISH: 15 minutes

##### INGREDIENTS

bottles of Ketchup  
bottle of Dijon Mustard  
cup of mayonnaise  
cups of water  
package of Ramen  
ash of pepper taste taste

##### REPARATION

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ad. Makes 4 servings

ACH SERVING: 334 cal, 10 g fat (10 sat, fat), 111 mg chol,  
102 mg sodium, 20 g carbo, 2 g fiber, 2 g pro. Daily Values.  
1% vit A, 10% vit C, 2% calcium, 30% iron.

#### RADIOACTIVE DIP

m vulputat, vullan ut ipis nonsendre dio dit lan ex eros num  
on nummy numsan ex ea faci blandio  
TART TO FINISH: 5 minutes

##### INGREDIENTS

cup of Ketchup  
cup of Dijon Mustard  
cup of mayonnaise  
cup relish  
eggies, crackers, or bread for dipping

##### REPARATION

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#### FEELING FANCY?

Make your own ketchup!

##### INGREDIENTS

home grown tomatoes  
corn syrup  
vinegar  
salt  
onion spice

PREP: Duipsumsan hendre dit wis et, si.  
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nulpute magniametum nos ad min hent  
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BITTER HOMES AND GARDENS APRIL 2009 21

"BITTER HOMES AND GARDENS"

Multi-page Layout Project Spring 2009

Food Pages Spread

To practice creating multi-page layouts, we decided to do create a parody of the magazine "Better Homes and Gardens". Instead of targeting a higher end demographic we aimed to appeal to the family on a budget. The full magazine can be found as an attached pdf file titled bitterhomes.pdf



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front



back

### "TRAINING T-SHIRTS"

Tee Shirt Fall 2008

Client: IWU Office of Residential Life

As part of the residential life staff at IWU I was asked to create tee shirts to give to the RA staff for a week long training session that happens before school starts. For the Fall of 2008 the theme was decidedly ORI Musical. Here was one of my ideas based off of "A Chorus Line". The names of the residence halls on IWU's campus have been inserted into famous musical names on the back.



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"PARTICIPATION T-SHIRT"

Tee Shirt Spring 2010

Client: IWU Alternative Spring  
Break Committee

As a tradition the Alternative Spring Break committee gets tee shirts for their participants as a reminder of all the hard work and learning they contributed to from their participation in Alternative Spring Break. This year they planned to go to Atlanta, GA to aid in flood relief and other community and environmental issues in Atlanta.



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"PLANNER COVERS"

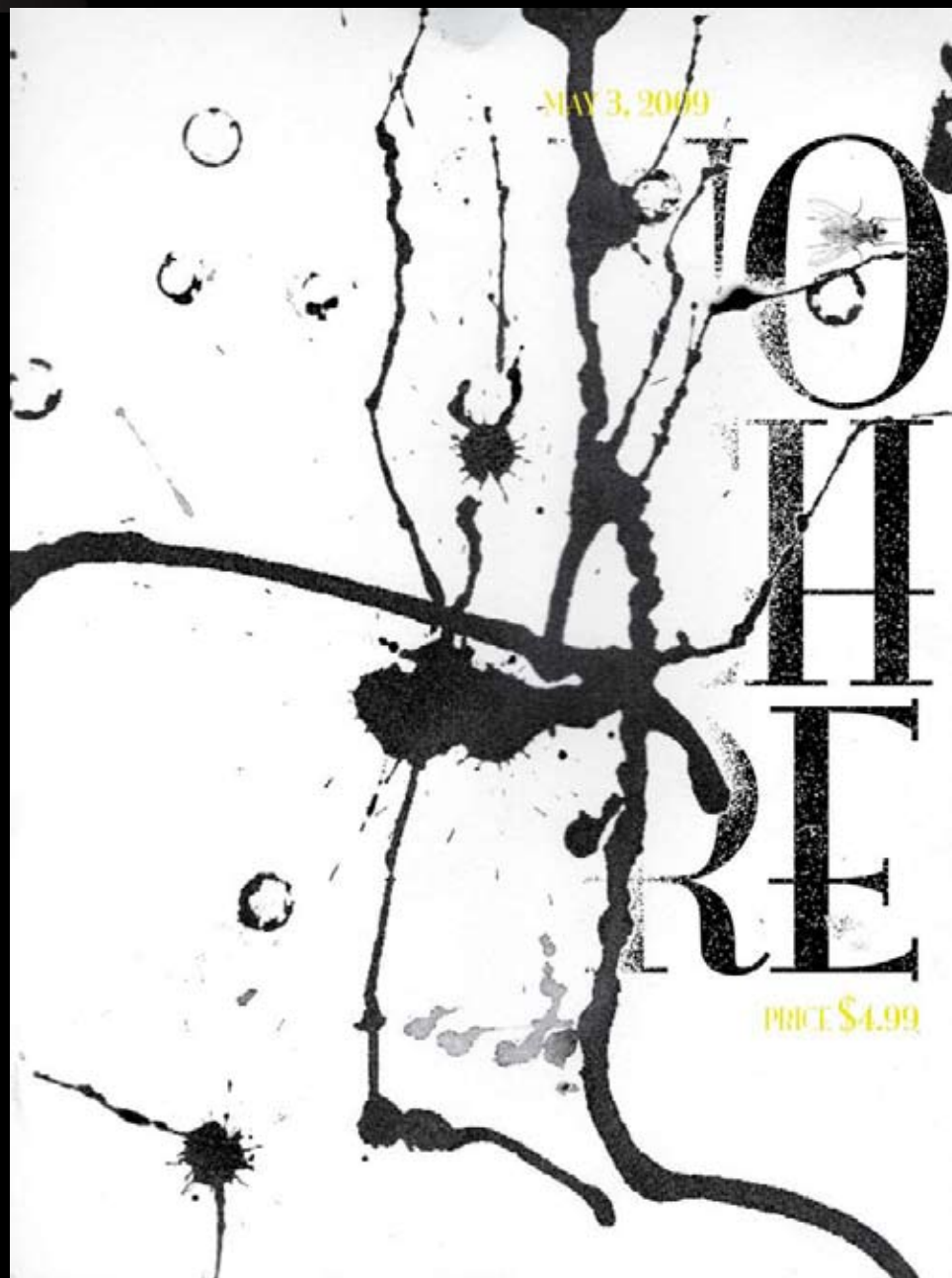
Front and Back Cover Design

Client: IWU Student Senate

This is my submission to the student senate contest to design the 2009-2010 school year planner. I thought it would be more fun to use shapes and colors versus a photo of campus.



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"NOCHRE"  
Multipage Layout  
Cover Spring 2009

For another multipage layout I wanted to produce a more artistic form of "The New Yorker" magazine. I wanted to take the emphasis off of the words and on to the images and obstruction of words to create a higher and deeper meaning to the work. I feel that makes it more personal to the reader as the interpretation has been made more personal in how the viewer takes in the imagery and how the loss of words affects their own reading of it.



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"NOCHRE"  
Multipage Layout  
Poetry Spread Spring 2009



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"STICKY"  
Mentor Poster  
Spring 2008

For this project we had to pick a mentor off the AIGA website and create a poster that represents that person's design style while still making it our own. I chose Ed Fella. I really took to his style but also tried to create something of my own.