Design Portfolio

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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.
These are the two other covers I created for the Park Place Economist.
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.
“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 Olympics, 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.
"CHICAGO 2020 OLYMPICS"
Branding Project Fall Semester 2009
(bottom)Overtop Taxi Advertisement
(top)Color strip of our five colors.
WHAT'S COOKING

RED AND YELLOW SOUP

In a stockpot, over heat, get the ingredients all heated over heat, then
slowly mix in all the broth. Simmer for a bit.

START TO FINISH: 15 minutes

INGREDIENTS
- 2 bottles of Ketchup
- 1 bottle of Dijon Mustard
- ½ cup of mayonnaise
- 4 cups of water
- 1 package of Ramen
- dash of pepper

PREPARATION

1. Heat up the stockpot, then add all the ingredients and mix together.
2. Let simmer for a bit, stirring occasionally.
3. Finished product should be creamy and flavorful.

Makes 4 servings

Each serving:
- 334 cal
- 10 g fat (10 sat. fat)
- 111 mg chol
- 1102 mg sodium
- 20 g carbo
- 2 g fiber
- 2 g pro

Daily Values

11% vit A, 10% vit C, 2% calcium, 30% iron.

RADIOACTIVE DIP

In a mixing bowl, combine all ingredients until well mixed.

START TO FINISH: 5 minutes

INGREDIENTS
- 1 cup of Ketchup
- 1 cup of Dijon Mustard
- ½ cup of mayonnaise
- ½ cup of relish
- veggies, crackers, or bread for dipping

PREPARATION

1. In a mixing bowl, combine all the ingredients until well mixed.
2. Serve with veggies, crackers, or bread for dipping.

Makes 4 servings

Each serving:
- 207 cal
- 12 g fat (10 sat. fat)
- 262 mg chol
- 116 mg sodium
- 24 g carbo
- 2 g fiber

Daily Values

3% vit A, 0% vit C, 1% calcium, 3% iron.

FEELING FANCY?

Make your own ketchup!

INGREDIENTS
- home grown tomatoes
- corn syrup
- vinegar
- salt
- onion spice

PREPARATION

1. In a pot, add all the ingredients and simmer over medium heat.
2. Stir occasionally until the mixture thickens.
3. Once thick, transfer to a bottle and store in the refrigerator.

Makes 4 servings

Each serving:
- 60 cal
- 0 g fat
- 0 mg chol
- 5 mg sodium
- 11 g carbo
- 1 g fiber

Daily Values

0% vit A, 0% vit C, 0% calcium, 0% iron.

“BITTER HOMES AND GARDENS”
Multi-page Layout Project Spring 2009
Food Pages Spread

To practice creating multi-page layouts, we decided to 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 betterhomes.pdf
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 ORL 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.
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.
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.
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.
“NOCHRE”
Multipage Layout
Poetry Spread Spring 2009
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.