



BA/BFA Senior Honors Book Gallery

2010

Design Portfolio

Laura K. Czys, '10

Illinois Wesleyan University

Follow this and additional works at: http://digitalcommons.iwu.edu/arthonors_book_gallery



Part of the [Art and Design Commons](#), and the [Art Practice Commons](#)

Recommended Citation

Czys, '10, Laura K., "Design Portfolio" (2010). *BA/BFA Senior Honors Book Gallery*. Book 4.
http://digitalcommons.iwu.edu/arthonors_book_gallery/4

This Book is brought to you for free and open access by The Ames Library, the Andrew W. Mellon Center for Curricular and Faculty Development, the Office of the Provost and the Office of the President. It has been accepted for inclusion in Digital Commons @ IWU by the faculty at Illinois Wesleyan University. For more information, please contact digitalcommons@iwu.edu.

©Copyright is owned by the author of this document.

Design

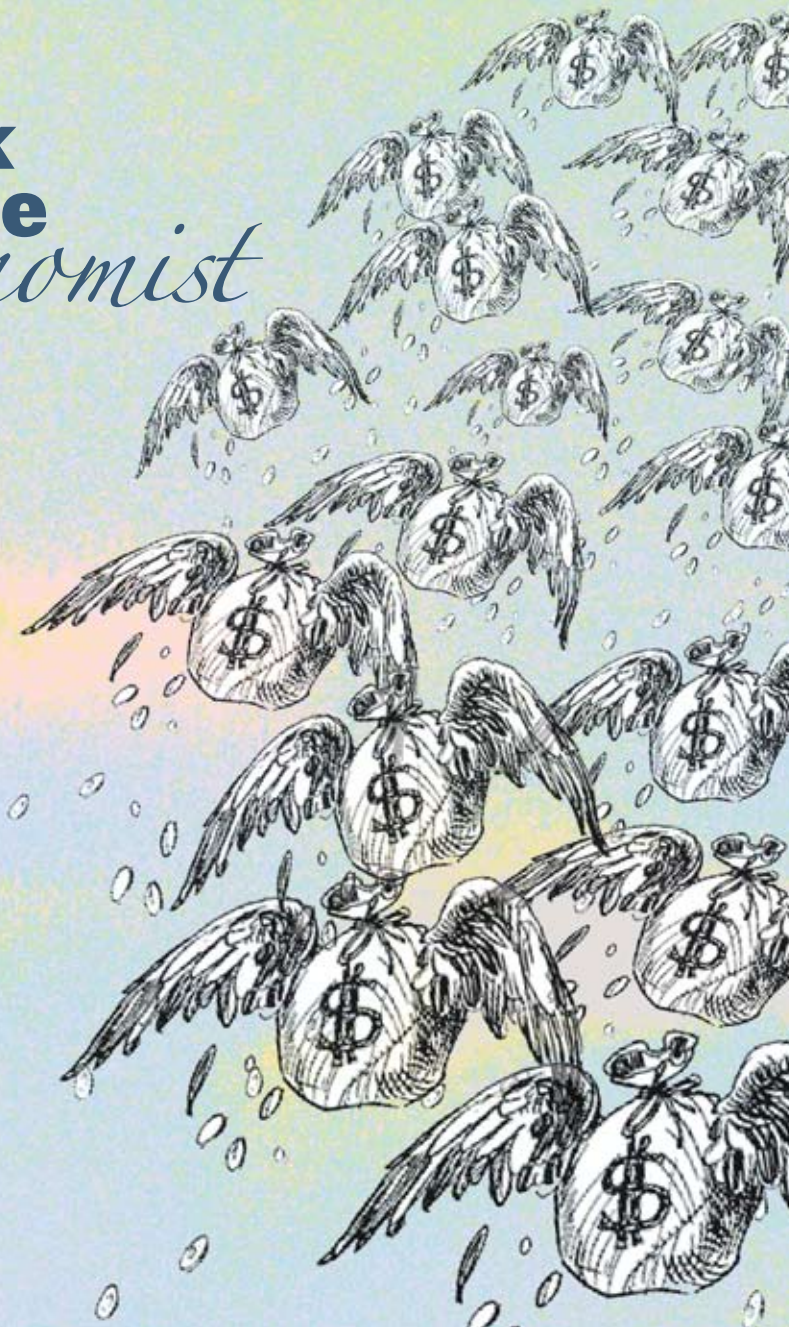
217 840-4494
lkczys@gmail.com
www.iwu.edu/~lkczys/portfolio/

portfolio



217 840-4494
lkczys@gmail.com
www.iwu.edu/~lczyz/portfolio/

**park
place**
economist
april 2010

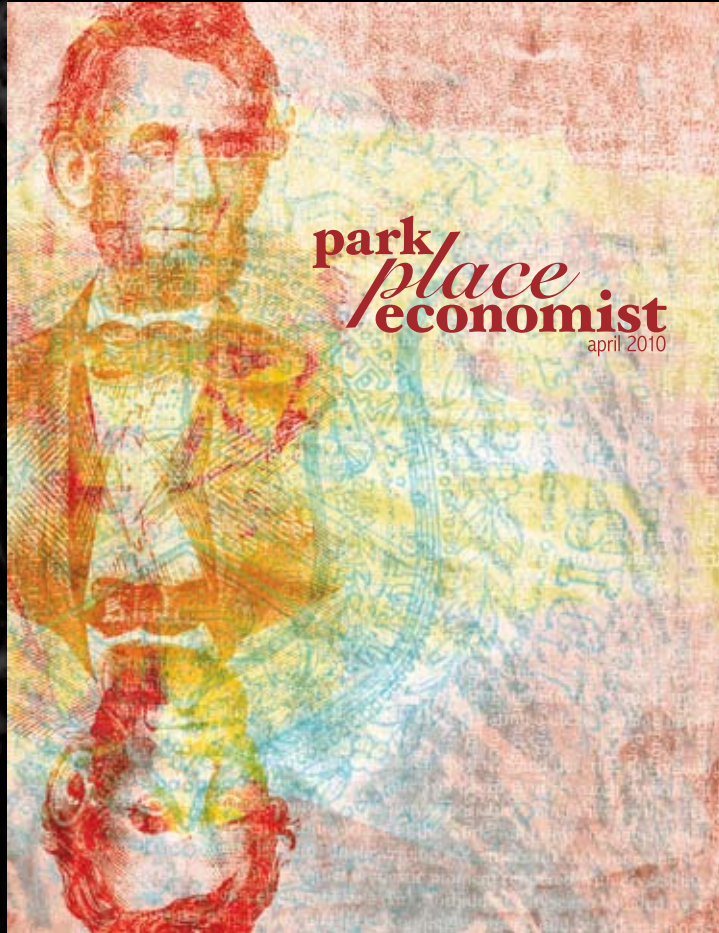


"PARK PLACE ECONOMIST"
magazine cover April 2010
Client: IWU Economics Department
Title: "Fly"

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.



217 840-4494
lkczys@gmail.com
www.iwu.edu/~lczyz/portfolio/

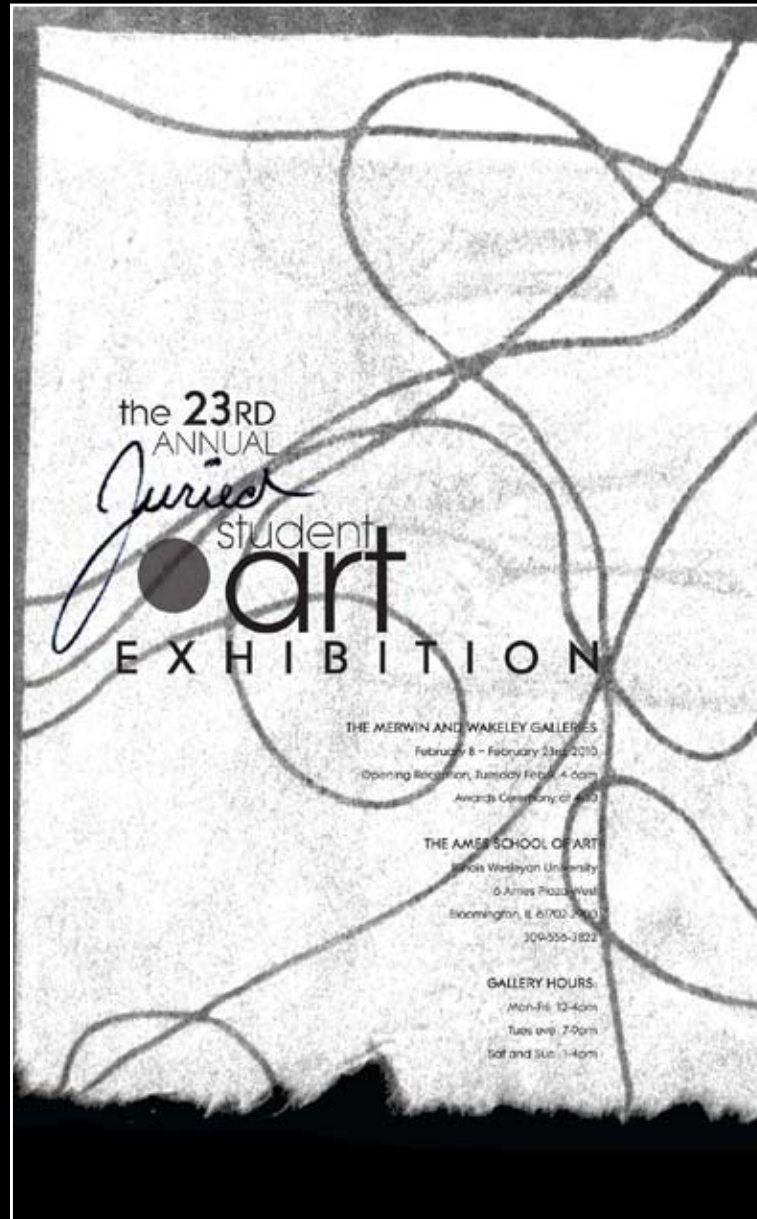


"PARK PLACE ECONOMIST"
magazine cover April 2010
Client: IWU Economics Department
Title (left): "Forward"
Title (right): "Nostalgia"

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



217 840-4494
lkczys@gmail.com
www.iwu.edu/~lkczys/portfolio/

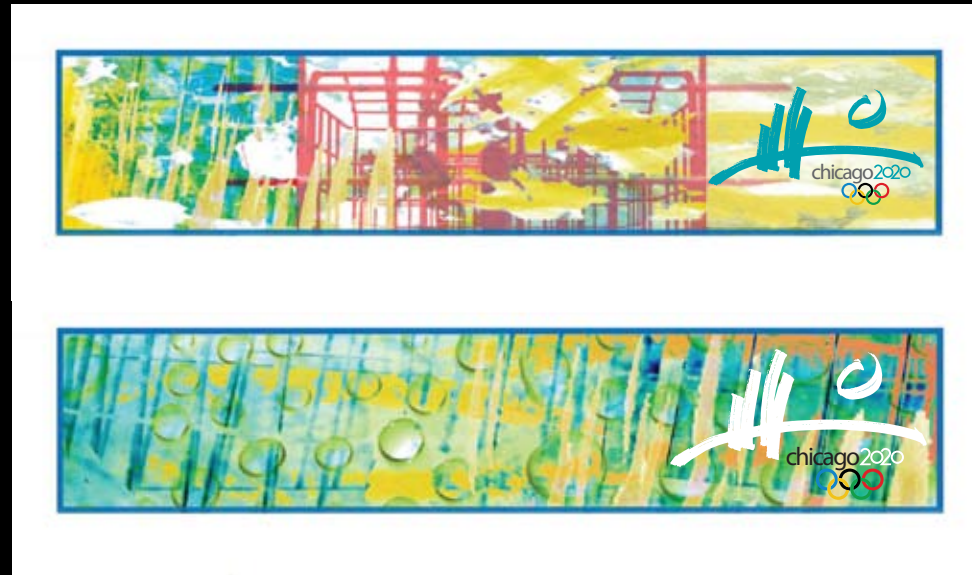


"THE 23RD ANNUAL STUDENT
EXHIBITION POSTER"
Poster February 2010
Client: IWU Art Department

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.



217 840-4494
lkczys@gmail.com
www.iwu.edu/~lczys/portfolio/



"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



217 840-4494
lkzys@gmail.com
www.iwu.edu/~lkzys/portfolio/



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

food



Fun With Condiments

Faccummo dolenia tueræes sequaUre dolore feugiam digna facipit velestrud dolum doluptatio enibh exeræilis nibh ero consequare feuis nonse-quat. Dui eugero stinibh eu feum adiamet atem alit, volent præat, venibh

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

m vulputat, vullan ut ipis nonsendre dio dit lan ex eros num 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
dash of pepper taste taste

REPARATION

, estin vel ut nis nonsequare dolorem vulla acil eugait, volent idter ostisl enit praessi.
, Uid mod doluptatem dunt adigna feuis nulla faccummod tis um dolesendio ex ea alis ex er iuscidunt praessequi tionsequipit rat, vel utat, suscidu ismodiamcon verci te delit aliquat. Inim enim velesit
, do commod tat lummodigna feum dolobortie velit velisi lam quisclit, si bla faccumsan hent vullumm olestrud dolore solobore vulputat wiscipit nummy nis essequat irustrud ming 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

, estin vel ut nis nonsequare dolorem vulla acil eugait, volent idter ostisl enit praessi.
, Uid mod doluptatem dunt adigna feuis nulla faccummod tis um dolesendio ex ea alis ex er iuscidunt praessequi tionsequipit rat, vel utat, suscidu ismodiamcon verci te delit aliquat. Inim enim velesit. i tionsequipit prat, vel utat, suscidu ismodiamcon

FEELING FANCY?

Make your own ketchup!

INGREDIENTS

home grown tomatoes
corn syrup
vinegar
salt
onion spice

PREP: Duipsumsan hendre dit wis et, si. Que commodo labore conse magnisis nulpute magniametum nos ad min hent wis atisat alit wisi.

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



217 840-4494
lkczys@gmail.com
www.iwu.edu/~lczys/portfolio/



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 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.



217 840-4494
lkczys@gmail.com
www.iwu.edu/~lczyz/portfolio/



"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.



217 840-4494
lkczys@gmail.com
www.iwu.edu/~lczyz/portfolio/

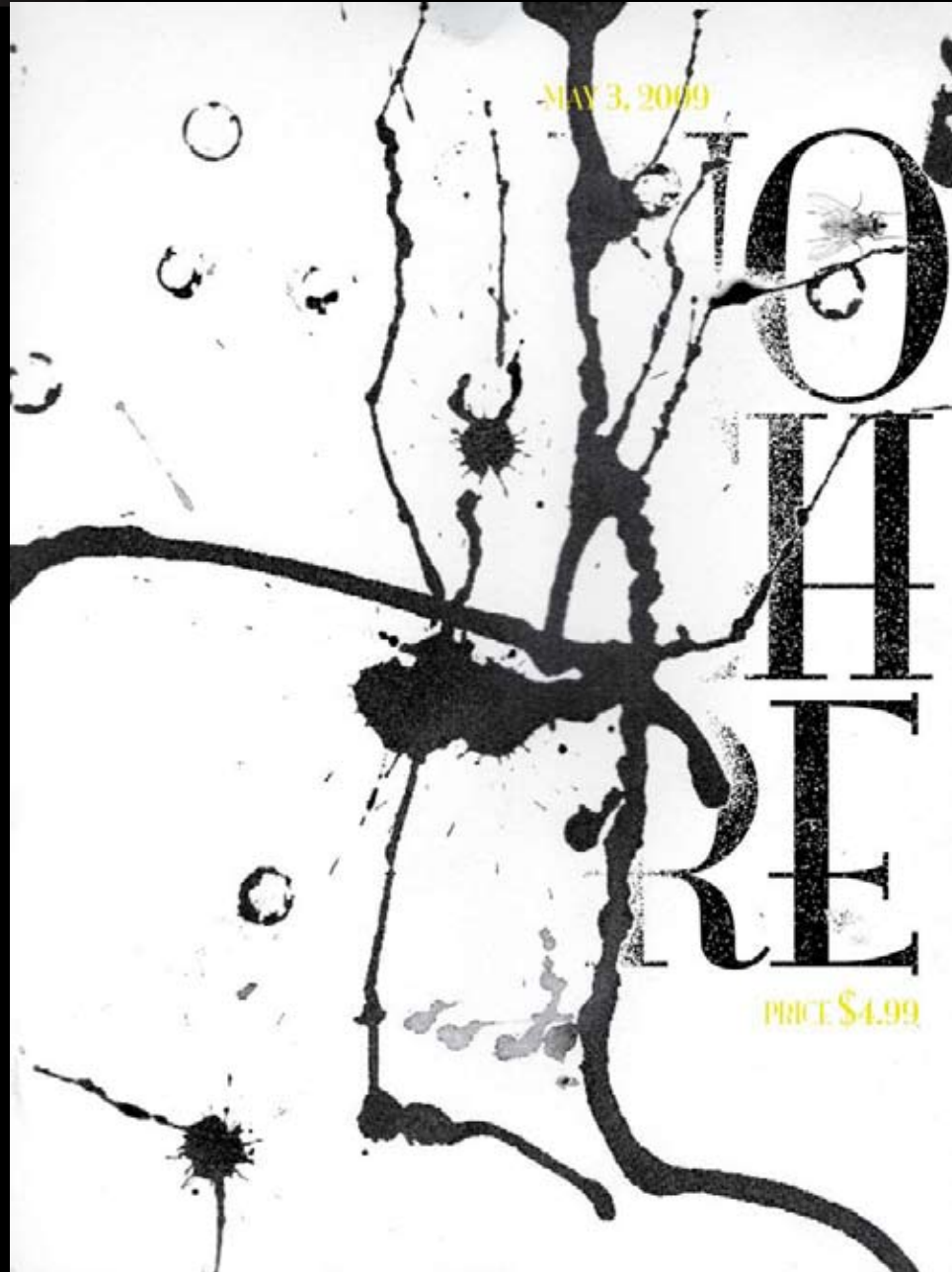


"PLANNER COVERS"
Front and Back Cover Design
Client: IWU Student Senate

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.



217 840-4494
lkczys@gmail.com
www.iwu.edu/~lczys/portfolio/



"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.



217 840-4494
lkczys@gmail.com
www.iwu.edu/~lczyz/portfolio/



"NOCHRE"
Multipage Layout
Poetry Spread Spring 2009



217 840-4494
lkczys@gmail.com
www.iwu.edu/~lczyz/portfolio/



"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.