

**ELE**

**THOMPSON**

**PORTFOLIO**

# CONTACT

**ELE THOMPSON**

**4425 PIXIE AVE**

**LAKEWOOD, CA 90712**

**808.372.5596**

**ELE.THOMPSON12@GMAIL.COM**

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# FLIER

## DESCRIPTION

Flier advertising a leadership conference for graduating college seniors.

## DATE

January 23, 2016

## COURSE/INSTRUCTOR

COMM 130 Section 15  
Sara Tranberg

## PROGRAM(S)/TOOLS

Adobe InDesign

## OBJECTIVES

Use basic design skills and concepts to create a flier that will attract conference attendees. Choose appropriate typography and use provided images to create a well rounded design.

## PROCESS

I started with my title and I liked the full-width look of the title and I tried to continue that horizontal, full-width shape in the rest of the flyer. I added the image under the title to break up the text and create a focal point. I decided to create a subheading and used bold text to emphasize certain words in that sentence. I also added a line to create visual separation between the body text and the logo and registration information. I also scaled down everything to add a little more white space between the page elements.

# Graduate Leadership

# CONFERENCE

OCTOBER 21 • 8 AM - 5 PM • LINCOLN CONVENTION CENTER



Do you want to have the **competitive edge in business?**

Come learn how at Vouant Communication's annual Graduate Leadership Conference.

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.

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Registration and more information available at  
<http://www.vouantcomm.com/leaders>

**VOUANT**  
COMMUNICATIONS



# EVENT AD

## DESCRIPTION

Flier advertising a fundraising event for a cat and kitten shelter. The fundraiser is selling macaron cookies.

## DATE

January 30, 2016

## COURSE/INSTRUCTOR

COMM 130 Section 15  
Sara Tranberg

## PROGRAM(S)/TOOLS


Microsoft Word  
Scanner

## OBJECTIVES

Scan a printed image and use it to create a letter size event flier in Microsoft Word.

## PROCESS

I started by scanning an image of macaron cookies that I found in a Martha Stewart Living magazine. I scanned it in at 300 dpi and saved it as a JPEG before inserting it into a Word document. Since my image wasn't long enough to fill the entire page I inserted the image twice and aligned one with the top of the page and one with the bottom. I used a horizontal rectangle to cover the gap in the images and added a large circle shape to act as my text area. I used another circle shape with a dot border to create the small dots around the circle. I was able to manipulate my text by creating multiple text boxes.



January 30<sup>th</sup>, 2016  
8 am to 6 pm

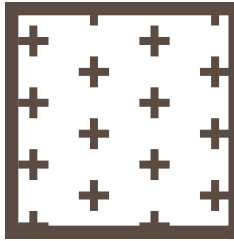
# Macaron Sale!

Help us raise money to support our sweet  
kittens by buying some sweet treats!

Macarons are \$1 each or you can purchase a  
pack of 12 for \$10

Kitty Bungalow Charm School for  
Wayward Cats

1234 Kitten Street  
Los Angeles CA 90018



# PHOTO DESIGN

## DESCRIPTION

Edited photograph, original color scheme, and design.

## DATE

February 6, 2016

## COURSE/INSTRUCTOR

COMM 130 Section 15  
Sara Tranberg

## PROGRAM(S)/TOOLS

Canon PowerShot G7 X Digital Camera  
Adobe Photoshop

## OBJECTIVES

Learn basic photography skills. Take an original photograph, make basic corrections in Photoshop, and create a matching color scheme. Use the color scheme to add a design to the photograph and typography.

## PROCESS

I started by taking several different photographs. I ended up choosing a picture of my cat, Haru, and made some basic color and brightness edits in Photoshop. I used the color picker tool to pull different colors from the image and created an appropriate color scheme. I chose a quote about cats and selected a font that worked well with the design. I also added some design elements on the bottom left that provide flow to the overall design.





“Time spent with cats is  
never wasted”

– Sigmund Freud

- Green
- Gold
- Red
- Purple



# MONTAGE

## DESCRIPTION

Inspirational photo montage with quote.

## DATE

February 13, 2016

## COURSE/INSTRUCTOR

COMM 130 Section 15  
Sara Tranberg

## PROGRAM(S)/TOOLS

Adobe Photoshop

## OBJECTIVES

Use layer masks to merge two photographs together. Create an inspirational poster with typography that emphasizes the message. Image should match the message of the quote.

## PROCESS

I started by coming up with a message/quote that I wanted to convey the message of. I found two photos that I thought would merge well together and using Photoshop I added a layer mask to isolate the image of Jesus Christ. I used different opacities of brush to try and create a “glow” around his silhouette. I also used a blur filter as well as removed some of the buildings in the background of the image so that the typography would stand out. I tried to use unique alignment to make the typography stand out.

A woman in a white robe and a woman in a brown top stand in a field at sunset. The woman in the white robe is on the left, and the woman in the brown top is on the right. They are both looking towards the sunset. The background shows a field of tall grass and a sunset sky with mountains in the distance.

There will always be a

# SPIRITUAL LIGHT

that *beckons* to us, giving us the *hope* of

RESCUE and RELIEF.

*L. Whitney Clayton*



# LOGOS

## DESCRIPTION

Three variations of a logo created for a Crossfit blog called “Watch Me Crossfit”

## DATE

February 20, 2016

## COURSE/INSTRUCTOR

COMM 130 Section 15  
Sara Tranberg

## PROGRAM(S)/TOOLS

Adobe Illustrator

## OBJECTIVES

Create an original logo design for a business. Use Adobe Illustrator to create a high quality, vector logo. Logo’s design, color scheme, and typography should be representative of the business.

## PROCESS

I started the by creating sketches of different logo ideas and once I settled on my design I recreated it in Illustrator. I found two different fonts that I thought contrasted each other well and I also drew the kettlebell shape using the pen tool. I used a color scheme that I felt matched well with the Crossfit brand.

watch me  
**CROSSFIT**

watch me  
**CROSSFIT**

watch me  
**CROSSFIT**



# BUSINESS CARD

## DESCRIPTION

Front and back of a business card design

## DATE

February 27, 2016

## COURSE/INSTRUCTOR

COMM 130 Section 15  
Sara Tranberg

## PROGRAM(S)/TOOLS

Adobe Illustrator  
Adobe InDesign

## OBJECTIVES

Using Illustrator and InDesign, create a logo and business card design for a business. Include basic contact information.

## PROCESS

I started by creating a fictitious company called “Hayai Travel” which I envisioned as a travel agency specializing in travel to Japan. I then created a logo design in Illustrator and imported that logo into my InDesign file where I finished the design. I typed out the contact information in both English and Japanese. I tried to use a color scheme and fonts that were reminiscent of the sakura flower which I used in my logo.

# Hayai Travel



# Hayai Travel

Elevila Thompson

Travel Consultant

Telephone: 076-248-1100

[ethompson@hayaitravel.com](mailto:ethompson@hayaitravel.com)

921-8501 石川県野々市市  
扇が丘7-1  
[www.hayaitravel.com](http://www.hayaitravel.com)



7-1 Ogigaoka  
Nonoichi  
Ishikawa Prefecture  
921-8501 JAPAN



# LETTERHEAD

## DESCRIPTION

Letterhead featuring original logo

## DATE

February 27, 2016

## COURSE/INSTRUCTOR

COMM 130 Section 15  
Sara Tranberg

## PROGRAM(S)/TOOLS

Adobe Illustrator  
Adobe InDesign

## OBJECTIVES

Using Illustrator and InDesign, create a logo and letterhead design for a business. Include basic contact information.

## PROCESS

I used the same logo and contact information for the letterhead that I used for my business card design. I decided to right align my contact information and have my logo in the upper left hand corner. I also wanted to add the logo color to the bottom of the page and I used a transparency effect to put a watermark of the logo in the middle of the page. I wanted to design the letterhead so it was easy to add different contact information for various people at the company. I used a “brushstroke” to separate the top portion of the letterhead and then put the more specific, changeable contact information below it.





# Hayai Travel

7-1 Ogigaoka . Nonoichi . Ishikawa Prefecture . 921-8501 JAPAN  
921-8501 石川県野々市市扇が丘7-1  
[www.hayaitravel.com](http://www.hayaitravel.com)

Elevila Thompson

Travel Consultant

Telephone: 076-248-1100

[ethompson@hayaitravel.com](mailto:ethompson@hayaitravel.com)





# WEB PAGE

## DESCRIPTION

Create a single page website that discusses the process of designing an original logo

## DATE

March 12, 2016

## COURSE/INSTRUCTOR

COMM 130 Section 15  
Sara Tranberg

## PROGRAM(S)/TOOLS

Adobe Dreamweaver  
Adobe Photoshop

## OBJECTIVES



Explain the process of creating one of my logos using a website. Use HTML and CSS to create the structure and style of the site. Reflect the color scheme of the logo in the website.

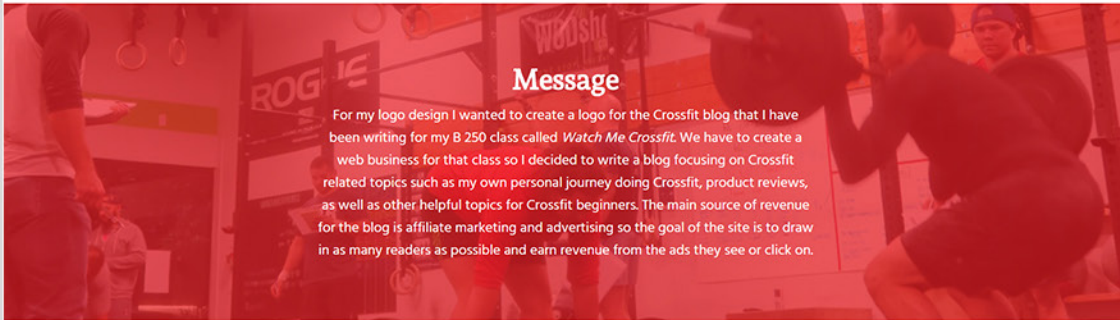
## PROCESS

I created my website using HTML and CSS in Adobe Dreamweaver. I decided to breakdown my website into different sections based on the process of creating the logo. For each section I tried to style it based on what the subject was. I used images of myself doing Crossfit, as well as my initial drawings of my logo as the backgrounds of two of the sections. I also added links in my footer that allow the user to navigate back to different sections. Since it is kind of a long, single page site I thought this would help the user rather than having to scroll up and down multiple times.

# My Logo Design Process

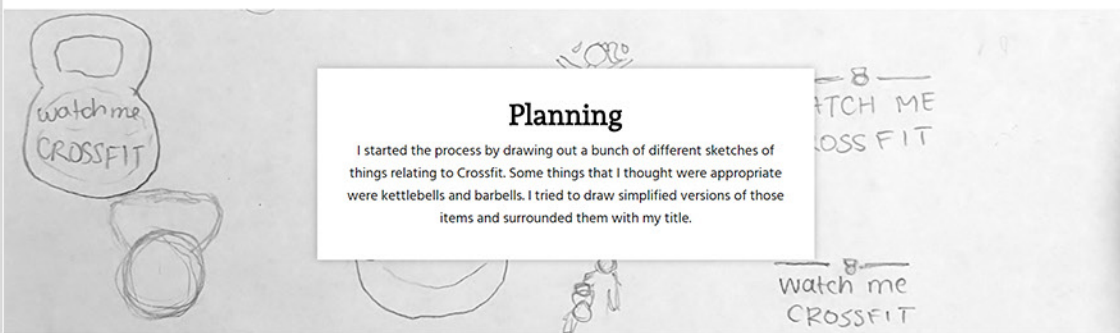


This  is the logo I created, and this  is how I made it.



## Message

For my logo design I wanted to create a logo for the Crossfit blog that I have been writing for my B 250 class called *Watch Me Crossfit*. We have to create a web business for that class so I decided to write a blog focusing on Crossfit related topics such as my own personal journey doing Crossfit, product reviews, as well as other helpful topics for Crossfit beginners. The main source of revenue for the blog is affiliate marketing and advertising so the goal of the site is to draw in as many readers as possible and earn revenue from the ads they see or click on.



## Planning

I started the process by drawing out a bunch of different sketches of things relating to Crossfit. Some things that I thought were appropriate were kettlebells and barbells. I tried to draw simplified versions of those items and surrounded them with my title.

a b c d e f g h i j k l m n o p q r s t u v w x y z

## Typography

I then digitized my sketches and played around with using different fonts. The fonts I chose were [Proxima Nova](#) and [Fat Frank](#). I liked both of these fonts because the difference between font weights looked nice. I also liked having the upper text being in lowercase with the bottom text being in uppercase to increase the contrast and put the focus on the word "Crossfit".

z y x w v u t s r q p o n m l k j i h g f e d c b a

## Colors

For this logo I used two different colors:



I thought these colors contrasted well together and were bright and cheerful. Crossfit as a brand is sponsored by Reebok so I thought the red would work well in my design since Reebok's logo is also red.

Visit my blog to find out more about my logo:

[ELe Thompson COMM 130 Blog](#)





# BROCHURE

## DESCRIPTION

A folding brochure

## DATE

March 26, 2016

## COURSE/INSTRUCTOR

COMM 130 Section 15  
Sara Tranberg

## PROGRAM(S)/TOOLS

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop

## OBJECTIVES

Create a folding, double-sided brochure. Create an original logo to use in the brochure. Write original copy and use at least one image that has been clipped from its original background.

## PROCESS

I started this project by choosing to do an informational brochure. I created a logo for a fictitious company called “Tastee Honey” and decided to make the shape of my brochure mimic a honeycomb shape. I clipped a picture of a bee out of an image using Photoshop and placed that into my InDesign file. I tried to have each page of my brochure be unique but cohesive.

## Why Help Bees?

According to a U.S. National Agricultural Statistics report published in 2008 the number of honey bee hives has decreased by 60% between 1947 to 2008 going from 6 million hives down to a measly 2.4 million hives. While bees may seem pesky sometimes, buzzing around, they are one type of insect among a large group of 'pollinators' that are necessary for certain crops and flowers to grow. Without pollinators many of the fruits and vegetables that we enjoy now may not be able to grow. Widespread use of pesticides and declining habitat are largely to blame for the large numbers of bees that are dying and it is up to each of us to spread awareness and help our buzzing friends.



## 3 Ways to Help Your Neighborhood Bees

Brought to you by  
Tastee Honey



### #1

### Plant bee-friendly flowers and herbs



An easy way to help bees in your neighborhood is to plant flowers and herbs for them to pollinate! By including bee-friendly plants in your garden not only will you be helping your local bees flourish, but you'll have a beautiful garden to brighten up your home. Some examples of bee-friendly plants include lavender, sage, sunflowers, rosemary, and mint. You can search for planting ideas online or ask someone at your local plant nursery.

### #2

### Create a bee watering hole



Did you know that bees get thirsty? You can give them easy access to water by creating a simple "bee fountain". Simply put out a shallow dish of water and put some small stones in it so they can stop by and take a drink. Just be sure to add water every once in awhile if the water level gets low. You can even incorporate your bee fountain into your new bee-friendly garden!

### #3

### Buy local produce and honey!

When you buy from local farmers and beekeepers you are also helping out your bee population! One of the main culprits of the massive decline in the worldwide bee population is the use of pesticides. Purchasing local, organic produce and honey means that you are increasing the demand for pesticide free produce and you're supporting local business.

