

ANGEL WINCHESTER

GRAPHIC DESIGNER

PORTFOLIO





Help us **build peace** through promoting nonviolence and honoring those who have lost their lives through violent means in April.
 Columbine Shooting (15 people) • Oklahoma City Bombing (168 people) • Boston Marathon Bombing (3 people)
 Waco Massacre (76 people) • Virginia Tech Massacre (33 people)

"Build Peace" involves the creation of an 8-foot peace pole through community participation. Participants will contribute by drawing their concept of peace on a colorful paper circle which will be added to this peace pole.

April 18	1:30 p.m. - 5:00 p.m.	BSU Atrium
April 19	11:00 a.m. - 5:00 p.m.	BSU Student Center
April 20	1:00 p.m. - 4:00 p.m. 4:00 p.m. - 5:00 p.m.	BSU Bracken Library Culminating in the 2017 Benjamin V. Cohen Peace Fellow Presentation, "Diversion or division: How foreign aid shapes peace in non-democratic countries", to be given by Professors Steven R. Hall and Misa Nishikawa.

Websites

www.bsu.edu/peacecenter
www.facebook.com/ballstatepeacecenter

Sponsored by

The Center for Peace and Conflict Studies
 Muncie R.A.C.E. (Reconciliation Achieved through Community Engagement)
 AWAKEN (Afghan Women's and Kids Education & Necessities City of Muncie)

Funded by

The College of Fine Arts, Ball State University
 The Center for Peace and Conflict Studies, Benjamin V. Cohen Peace Fund

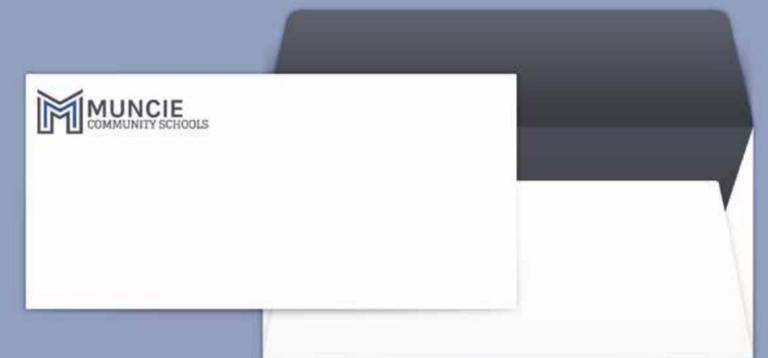
Creative Typography / Poster Design

Build Peace was an event held by the Ball State Center for Peace and Conflict Studies that focused on creating an environment of cordiality and peaceful understanding within the community. The quote featured in the poster was requested by the client. Its hand-drawn treatment of an irregular bubble-lettered style references the type used in posters of the Hippie Movement of the 60s-70s. Bold letterforms fill every possible space surrounding the central image without impeding legibility. The central image uses that instantly recognizable peace symbol but adds to it the message of the event. The colors used and their interaction with the text and image draw in the younger generations.



Creative Typography / Editorial Design

Odyssey is a literary and arts magazine published by the Ball State Honors College. The magazine's interior mixes serif and sans serif type to give it a modern feel and to better differentiate between sections of text. Large margins visually balance pages and improve usability. Folios placed at the top outer corners of each page allow users to quickly find their desired pages. The cover art was inspired by the magazine's namesake -odyssey- specifically in relation to Homer's The Odyssey. An odyssey is defined as "a long wandering or voyage" -suggesting a dynamic continuation, a flow of time. Homer's tale is of a voyage at sea. The swirling patterns of flowing water and waves influenced the pattern and color choices of the cover. These swirls come together to form the word "odyssey" on the front cover, representing the multiple journeys told within its pages, and the many people it took to make this magazine.



Logo Redesign / Branding

The momentous partnership between Ball State University and Muncie Community Schools (MCS) was commemorated with a rebranding of the school system. This refreshed logo retains the immense history of MCS while pushing forward with new purpose. The blue used in the original logo is continued throughout the rebrand, adding a sense of familiarity and continuity for the viewers. Mixing sans serif and slab serif in the logo's signature gives a contemporary look while alluding to the slab serif 'M' of the original logo. The Concentric M-shape of the logomark directly references the original logo, however, this interpretation utilizes three individual lines that form the M. These lines represent the three core values of MCS: diversity, community partnership, and individualized programs. The construction of the logomark depicts the essentiality of these values, as the image would be incomplete without the inclusion of all parts.

PURPLE COLLAR :

FEMALE PARTICIPATION IN THE LABOR FORCE DURING THE FEMINIST MOVEMENT



1848 The first women's rights convention is held in Seneca Falls, New York.

1869 The National Woman Suffrage Association and the American Woman Suffrage Association are formed. The territory of Wyoming passes the first women's suffrage law.

1903 The National Women's Trade Union League (NWTUL) is established to advocate for improved wages and working conditions for women.

1916 Margaret Sanger opens the first U.S. birth-control clinic in Brooklyn, New York. The clinic is shut down 10 days later and Sanger is arrested.

1920 The 19th Amendment to the Constitution, granting women the right to vote, is signed into law.

1921 Margaret Sanger founds the

American Birth Control League, which evolves into the Planned Parenthood Federation of America in 1942.

1960 The Food and Drug Administration approves birth control pills.

1963 Congress passes the Equal Pay Act, making it illegal for employers to pay a woman less than what a man would receive for the same job.

1966 The National Organization for Women (NOW) is founded and seeks to end sexual discrimination, especially in the workplace.

1968 The EEOC rules that sex-segregated help wanted ads in newspapers are illegal.

1970 In *Schultz v. Wheaton Glass Co.*, a U.S. Court of Appeals rules that jobs held by men and women need to be

"substantially equal" but not "identical" to fall under the protection of the Equal Pay Act. An employer cannot, for example, change the job titles of women workers in order to pay them less than men.

1973 As a result of *Roe v. Wade*, the Supreme Court establishes a woman's right to safe and legal abortion.

1976 The first marital rape law is enacted in Nebraska, making it illegal for a husband to rape his wife.

1978 The Pregnancy Discrimination Act bans employment discrimination against pregnant women.

1986 *Meritor Savings Bank v. Vinson*, the Supreme Court finds that sexual harassment is a form of illegal job discrimination.

1994 The Violence Against Women Act tightens federal penalties for sex offenders, funds services for victims of rape and domestic violence, and provides for special training of police officers.

2009 The Lily Ledbetter Fair Pay Restoration Act is passed, which allows victims of pay discrimination to file a complaint with the government against their employer within 180 days of their last paycheck.

2013 The ban on women serving in military combat roles is lifted.

2017 On January 21, 2017, in response to numerous factors, Feminist activists from around the country organize a Women's March to advocate for women's rights. Upwards of 3 million people turn out, marking one of the largest and most peaceful protests in U.S. history.

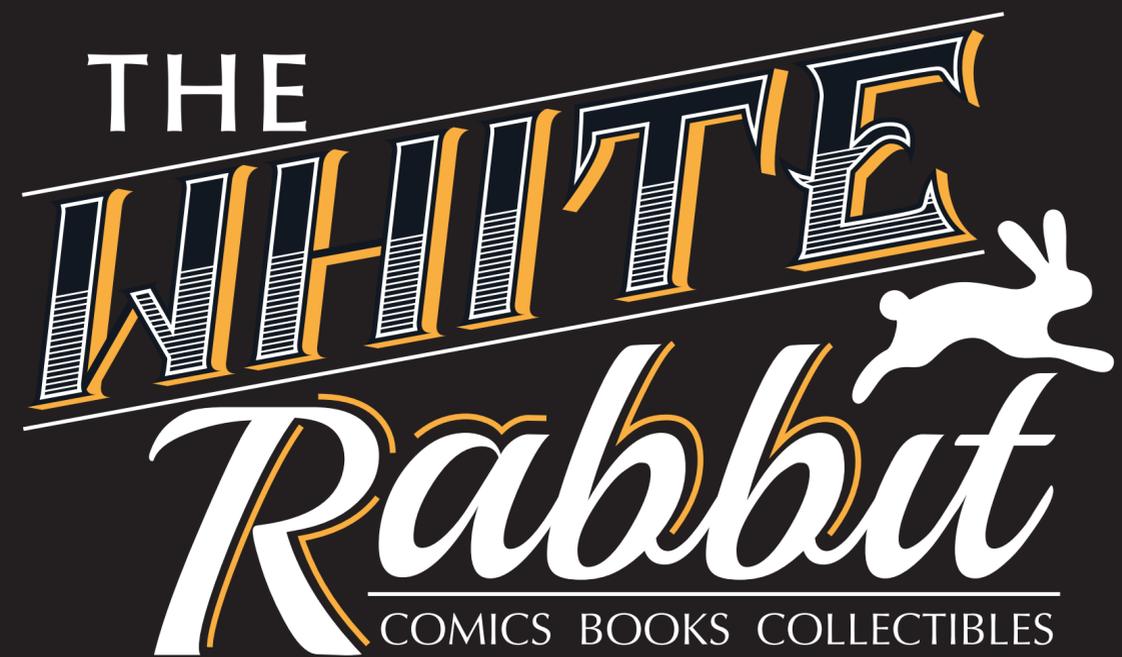
Represents the percentage of the female population 16 years of age and older that are employed or actively look for work.

Infographic Design

This infographic displays the correlation between female employment rates and major events in the Women's Rights Movement. The monochromatic color scheme includes the purple seen on the ribbons and sashes of the Suffragettes in the early 20th century. Centralizing the venus symbol on the infographic provides a striking anchor to attract viewers and quickly infer its content. The circular format used to situate the female employment rates adds dynamism and increases viewers' interest and retention. Overall, this infographic effectively attracts and informs viewers on an increasing topic of discussion in today's culture.

Branding / Style Guide Development

The White Rabbit is an independently owned bookstore in Muncie, Indiana filled with eccentric personality. This logo captures that personality and elevates it to contemporary standards. The logotype references Victorian typography from when Alice's Adventures in Wonderland was first published, thus continuing the bookstore's intended allusion to Lewis Carroll's characters. The angled baseline of 'white' mixed with the bouncing curves of 'rabbit' add the dynamism of a rabbit. The minimal use of color reduces production costs while retaining a sophisticated feel. This rebranding campaign included a style guide, apparel, product packaging, motion graphics, and various accessories.





Branding / Product Packaging

Sweet monster is a quirky ice cream shop in Fort Wayne, Indiana that sells colorful and unique treats. This logo encapsulates the company's name and personality in a stylish yet succinct way. The logomark is derived from the shape of a melting popsicle with the addition of monsteresque horns. The logotype is bold and legible while still retaining the company's personality. Bright colors are used in the logo's primary lockup and deliverables to mimic the colors seen in the ice cream and toppings. The packaging, however, omits the bright colors for a simple black design in order to better showcase the company's culinary creations. This simple yet effective design is adaptable for all situations including print, apparel, social media, etc.

Branding / Mobile App Design

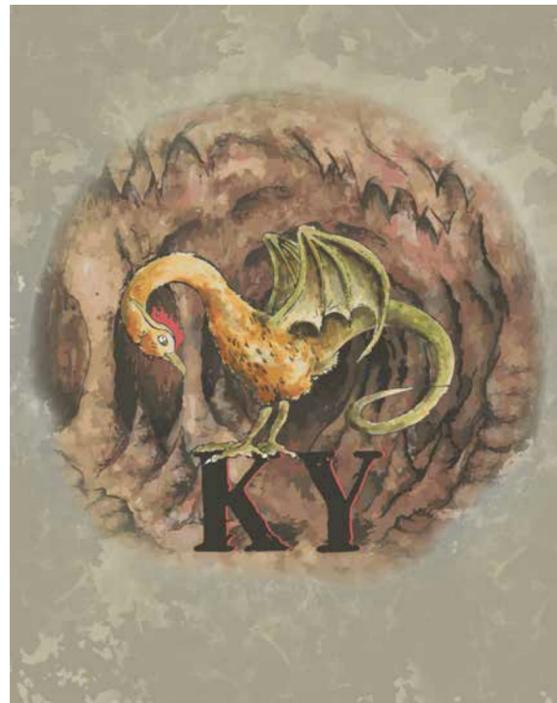
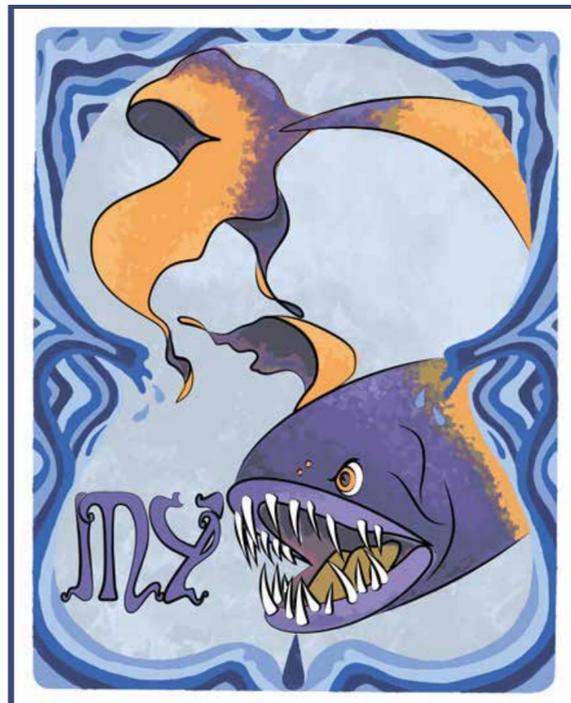
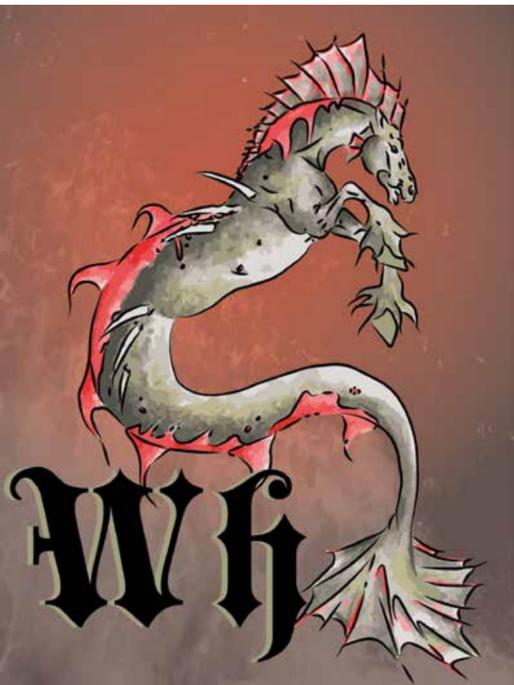
Reviron is an initiative established to raise awareness and promote environmentally conscious habits within the United States. The monolinear logomark exhibits Reviron's two quintessential values: recycling and environmental revitalization. The logo's circular design alludes to the root of the word 'recycle' while the arrow reference the commonly recognized recycling symbol designed by Gary Dean Anderson. Reviron's value of environmental revitalization is shown by the leaf in the center of the circle. The aforementioned arrow points up to show progress and growth while acting as the midrib and veins of the leaf. This simple yet impactful logo holds immense meaning and can be seen on every deliverable associated with the organization, reinforcing both the brand and its values. The logotype was custom created to follow the rounded and linear feel of the logo mark. This theme is seen through each deliverable and icon developed for this project.





Illustration

The Alphabeast Book is a collection of mythological creatures corresponding to each letter of the alphabet. After extensive research on their origins and features, hand-drawn illustrations of the creatures and their affiliated letterforms were generated. These drawings were then hand-painted with acrylics, guache, and various other media to add dimension and personality. Lastly, the paintings were transposed and edited with Photoshop and Illustrator, giving a finished look. This method of mixing digital and hand skills give the illustrations a very unique and visceral quality that aids in bringing the creatures to life. The color choices and style of linework reference a younger audience in order to spark a curiosity in mythology and encourage continual learning. The creatures illustrated are a Whiwin, Mystery of the Waters, and a Keryong.



THANK YOU



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