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Abbigail DeWall

JMC 3343 Advertising Design & Visual Storytelling
End-of-Semester Review Portfolio

about me

Howdy! My name is Abbi De-Wall from Argyle, Texas. I am studying Advertising and Entrepreneurship at the University of Oklahoma. This semester I have been working on projects in my Ad Design class to understand how to creatively communicate messages across four Adobe platforms. I'll be ranking all my projects from one to ten based on my likelihood of desire to repeat them. One being "I despised this and it made me want to cry a river" and ten being "Wow I have never loved anything more in my life!" Thanks for reading and let's go!

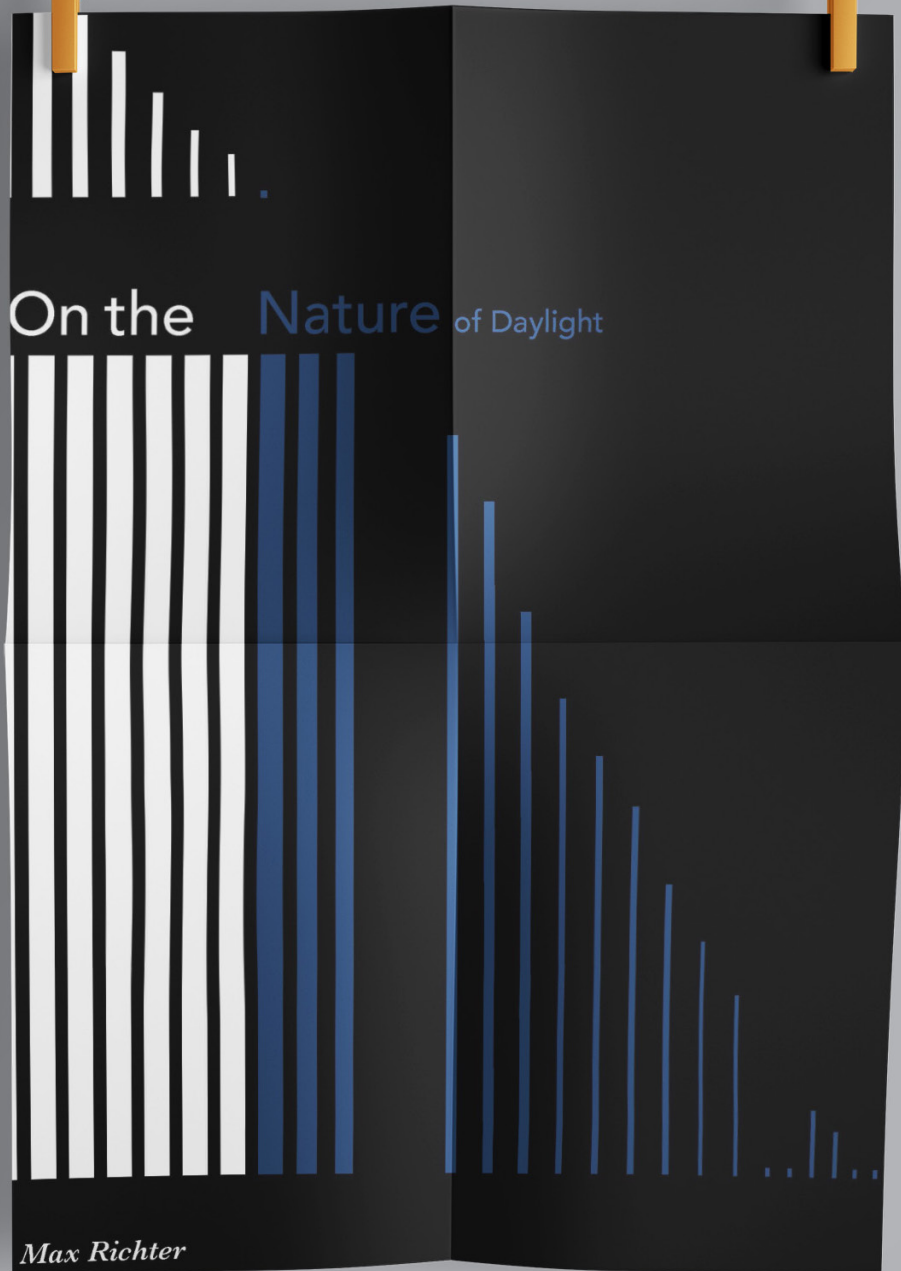


ABBIGAIL
ELIZABETH
DEWALL

project 1

Classical Music Fine Arts Poster

My first project was to use Adobe Illustrator to make a Classical Music Poster. We were allowed to only use black, white and one other color. I chose to use “On the Nature of Daylight” by Max Richter. I used the lines to depict two separate timelines each with different dimensions. The music is quite pensive, simple and lowly so I used the elements of design I was given to create a piece depicting miscarriage and grief. It is a heavy topic, but that’s just how the music made me feel. 6/10 would do it again.



On the Nature of Daylight

Max Richter

project 2

Custom Icon Set

This project was designed in Adobe Illustrator where I assigned to create three different animal icons. I chose jungle animals including a tree frog, a monkey and a toucan. It honestly took me way too freaking long to do these because we had to create black and white outlines first using the pen and curve tool. I really loved the final product though! 4/10 because the process was excruciating, but the product made me think “this was almost worth it.”





project 3

Monograms & Logotypes

I have always loved fonts and typefaces and typography. I think I have a whole Pinterest board for it. Using Illustrator and basic, new and fancy fonts I got to understand type more and how to mold them to how I like and how it fits my style. The first monogram was made using Gill Sans. Before I leveled it, it kinda looked like a man walking. My next font was Droog and it was fairly simple to put together, but messing with the colors was interesting. Lastly, I wanted to use a font that was simple yet just fancy enough to be fashion and Fromage gave me just that. This one was the hardest to arrange. 8/10 for bringing me back to middle school Pinterest scrolling nostalgia.









project 4

Modern Music Album Artwork

Using Photoshop for the first time in a while, I made this album cover. I'm a big Father John Misty fan and this song has so much color and brightness to it yet a bit that you cannot grasp at the surface. I used Illustrator to create the hands and Photoshop to edit and arrange the type, background and rest. 5/10 for being fun, but the first time I've used Photoshop in a thousand years.

Father John Misty Real Love Baby



project 5

Movie Poster

NOW THIS. THIS WAS FUN. AND IT LOOKS SICK TOO. Using Photoshop I combined layers of images and type to create a movie poster. I really wanted to do a 1984 esque concept and the idea of *LIVE* came to mind. I created an inception in the family's TV and put a TV haze over the poster itself for a creepier effect. I created the bright, bold lettering in Illustrator and it clearly pops. 10/10 because this was a ball and a half.



LIVE!

Who are You Watching Tonight?

GILLAM PICTURES PRESENTS "LIVE" WRITTEN BY ABBI DEWALL GENE KELLEY DONNA REED "LIVE"
STARRING NICHOLAS YEE HIBBLEX SMINTY "P" GEORGIA WILLS "P" HENRY WILLIAMS "P" HUGH MARTIN ANDRAGE
DIRECTED BY RILEY STEVEN FURTYCK PRODUCED BY ABBI DEWALL JOE STOWALL EDITED BY KATHERINE CORNISH
EXECUTIVE PRODUCERS ELLIOT GREEN "P" RIGBY GILLAM

project 6

Print Media Ads

Using Photoshop I created a campaign for Coke called “Your Soda.” I used stock images and different blending modes to create the glass effect in the billboard. In the newspaper, I did a lot of copy/paste, rearrange and brush magic to put Coke’s logo in other cans. At the bus stop I wanted to hop on the long copy trend and ramble on about Coke’s superiority in Amerca. I should have messed around with other fonts but I was too busy trying to be formal with offical Coke fonts. 2/10 because Photoshop is my archnemesis and I hit a major creative block on all of these.



...a day... otherwise... and critical... services to the... American... these leaders... of the United... a bilateral... in... Washington... that any deal... university... the talks... progress... the... progress... to describe the... who agree on the... to... of these attacks have focused on... of that of... under discussion... one... not... to stop the... of... the... nothing... from the... are... none... security... the... of... Management... which... million... recently... the... office... of... the... James... did... an... attack... because... was... intelligence... something... the United States does, too.

CHINA, PAGE 5

John Kerry with his German counterpart, Frank-Walter Steinmeier, on Sunday.

MCDONALD'S MOVES TO HELP MICHIGANS
The fast-food giant is asking companies to donate advertising space to the United Nations' Youth program. **PAGE 18**

Coke is so iconic,

you call every soda by its name  Your Soda

and his 'C.E.O.' mom
the bow-tie line Mo's
rismatic salesman who
ave eye for fashion. He's
imes.com/business

Soda's mascot turns heads
Gopher wows crowds with his
sual head spin move. The mascot's
mentor, Ross Bernstein, said, "You
ad to be able to skate and be a
complete idiot, and I qualified on both
counts." **nytimes.com/collegefootball**

Science behind 'they all look alike'
Was the arrest of James Blake a case of
racism, or a product of a real cognitive
issue that makes it hard for people of
one race to distinguish between those
of another? **nytimes.com/region**

Defending her record as boss
he seeks the Republican nomination,
orina has prepared to counter
s that she mismanaged
ard and callously laid off
m/politics



Coca-Cola.
You know us
by many names.
Fanta. Sprite.
Mountain Dew.
Dr. Pepper and
the likes. The
new "Starry" falls
under us, too.
Who knew there
even was a new
soda called "Starry!"
You didn't. You just
call it Coke. Even our nemesis,
Pepsi goes by the same name.
Everyone knows we are the
clear winner anyways
and you chose the right side.
Pepsi even tried to manipulate kids
to buy enough soda to win a jet! A
whole freaking military jet, are they
SERIOUS???
Coca-Cola
would never do that to you. Unless
you start calling Coke Pepsi. But
you've been calling everything
Coke for **125 years.** That's
a **lotta** time. We're glad to be
called your soda and look for-
ward to gaining more flavors of
"Coke" as our competitors
create more tastes for you and
your buds.
We're proud to be recognized by
America (and confused by it too).
But mostly we are proud to be
your soda.



project 7

Social Media Ads

Yay! Pepsi rebrand! Pepsi is trying to be super edgy right now so I wanted to take a more lighthearted approach especially coming out of such a dark time in earth's history. "Share with Pepsi" came from that dire need for community and the jubilee we now have in celebrating the privilege of being together. I used a lot of cutout tools to include Pepsi in each photo and place it in the context of each story and piece. 6/10 because this made me smile, but making pixel-perfect cutouts is agonizing.



Pepsi

Today at 7:33 PM

Share with a friend! We exist to build memories and connection. Learn more here: <https://www.pepsi.com/>



Like

Comment

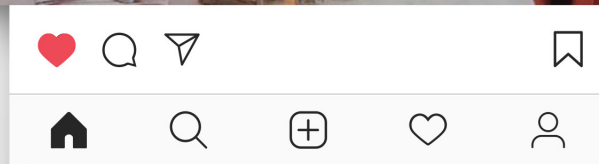
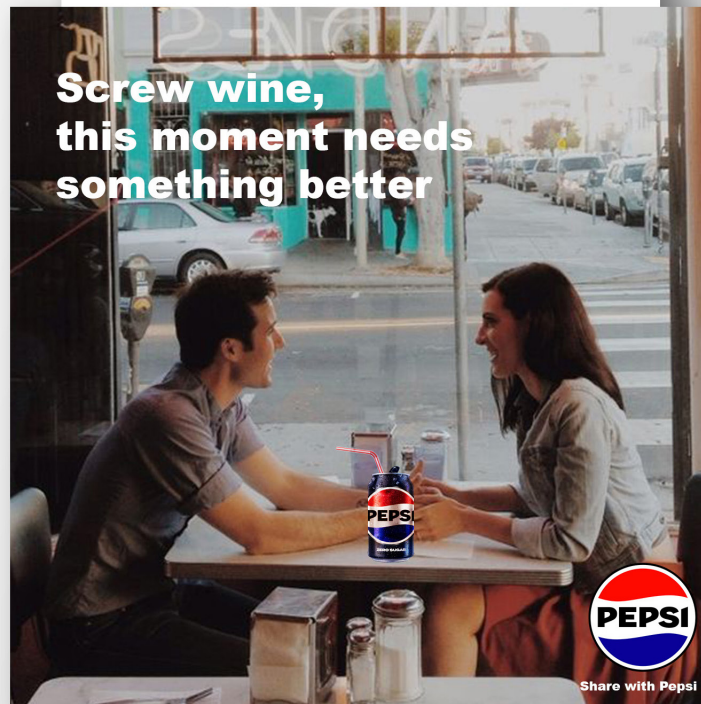
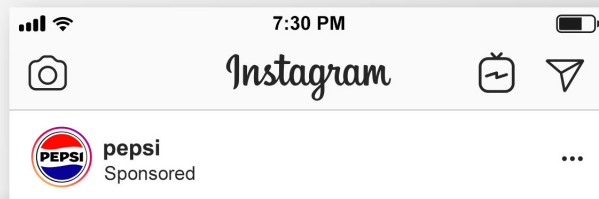
Share

1.3K



Write something...







pepsi
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Here to share
every moment
with you



Share with Pepsi



Learn More



9:41 PM



Following | For You

Everyone knows sharing is caring



6374



64



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Share with a friend! #moments #sharing

🎵 gone - juuku

Share with Pepsi



Home



Discover



Inbox

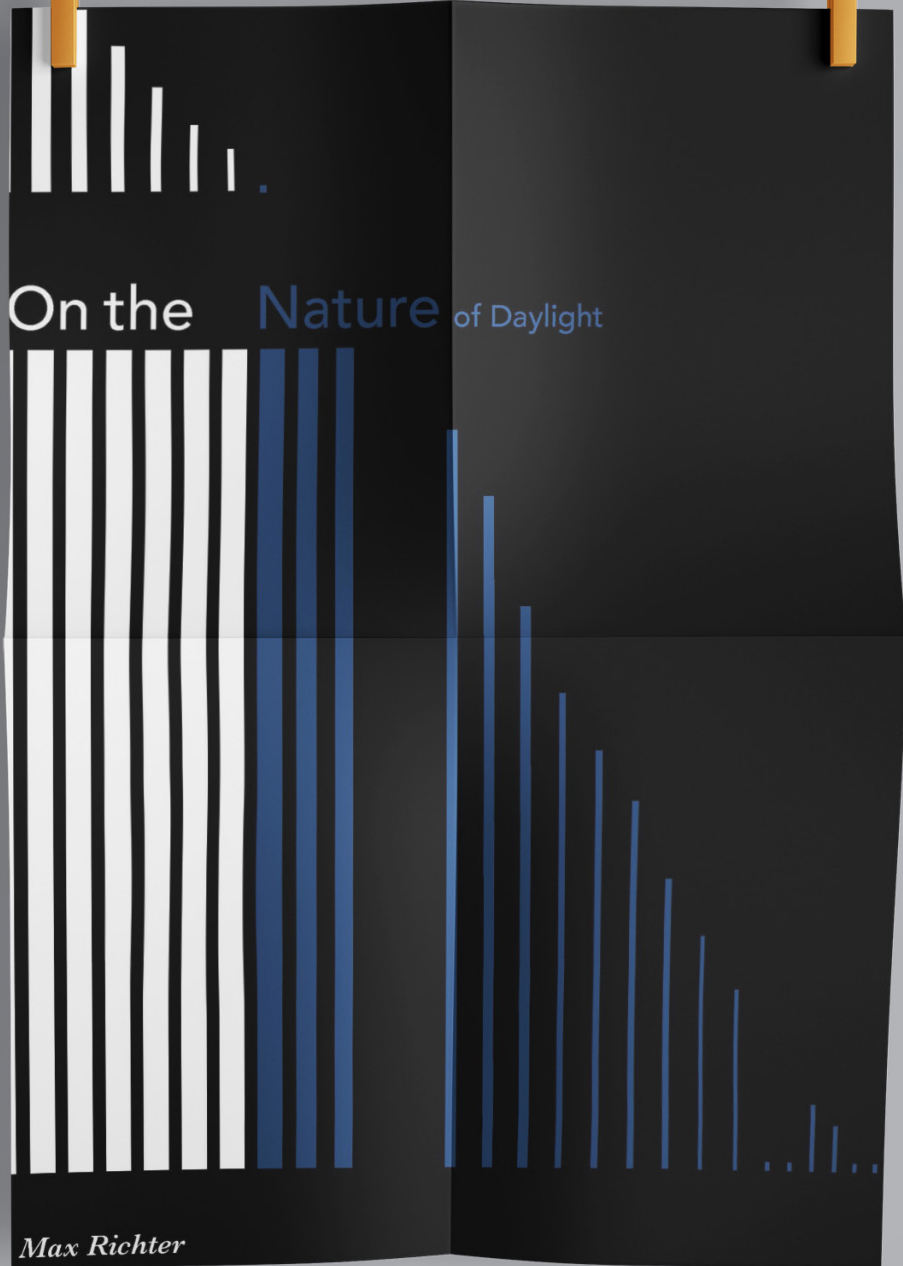


Me

project 8

Photoshop Mockups

This project was simply placing previous designs in mockup formats. It was interesting to see the magic of putting it in the file and watching it automatically work, but I would have liked to see behind the curtain a bit more to understand how to create the mockups themselves. 5/10 for just being copy/paste and mid.



On the Nature of Daylight

Max Richter









Father John Misty Real Love Baby







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Defending her record as boss
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m/politics





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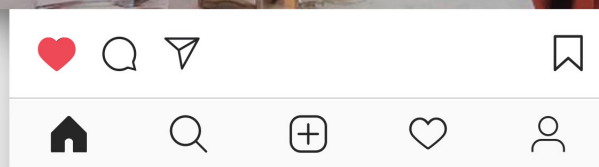
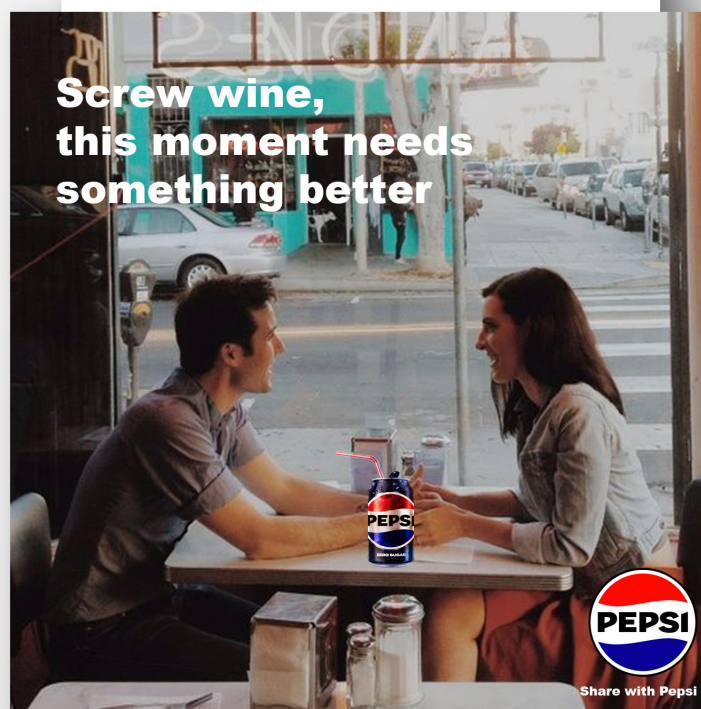
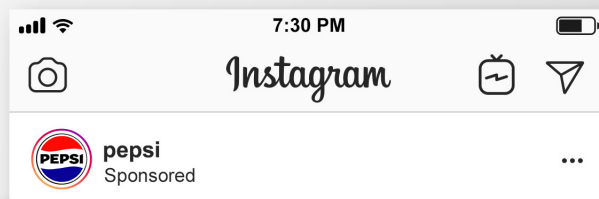
Share

1.3K



Write something...







pepsi
Sponsored



Here to share every moment with you



Share with Pepsi



Learn More

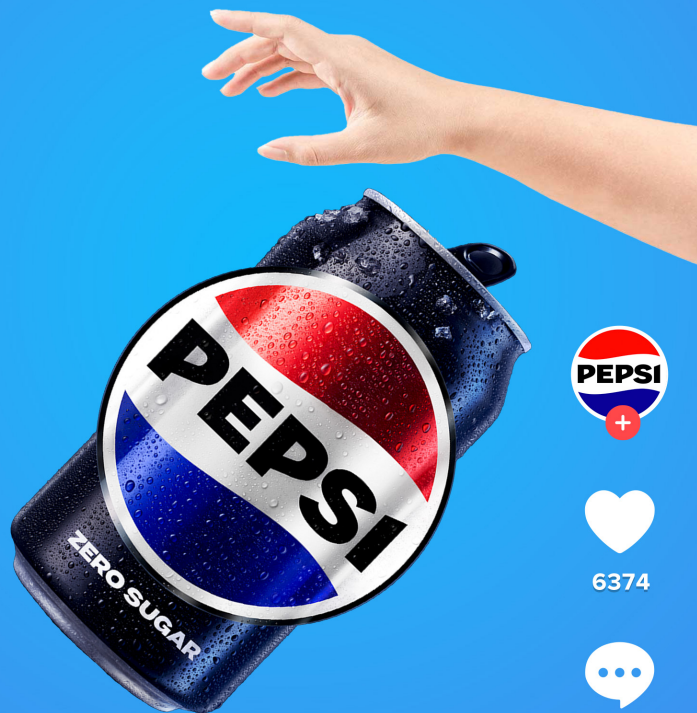


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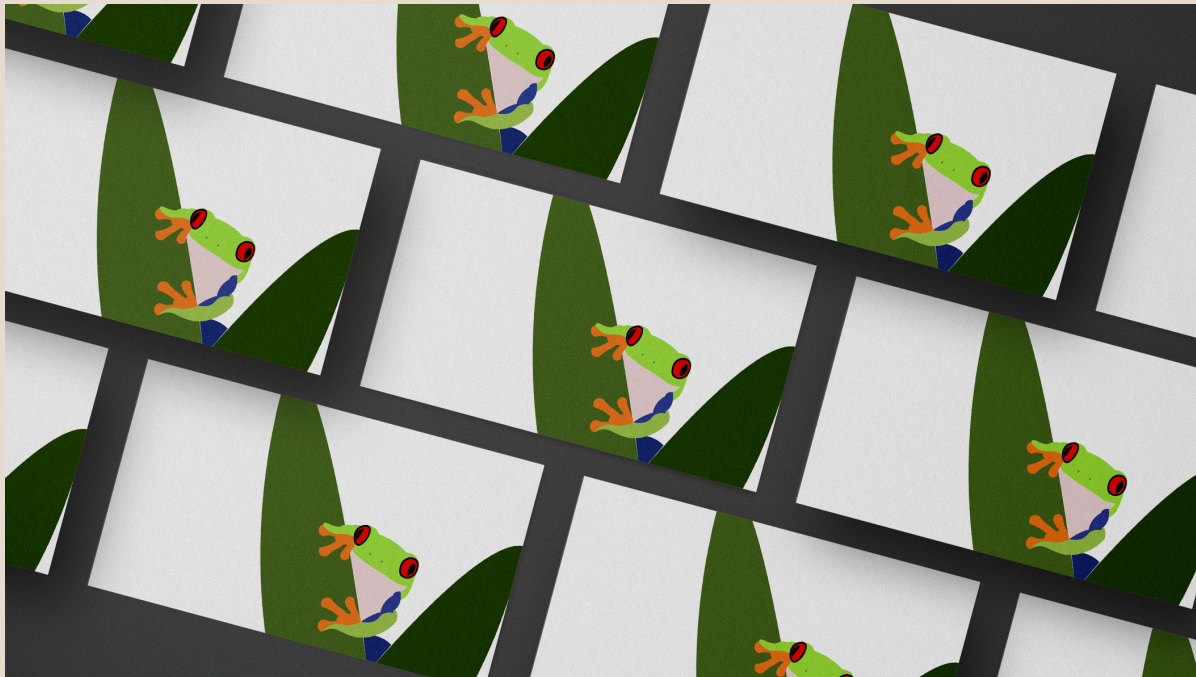


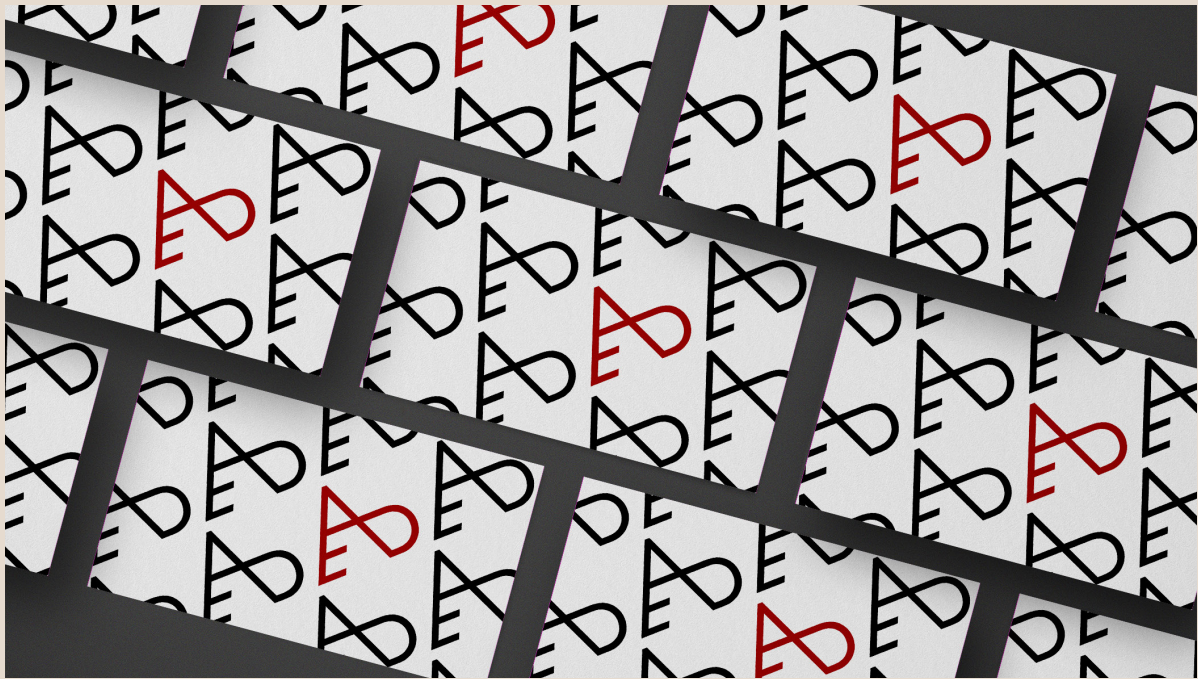
Me

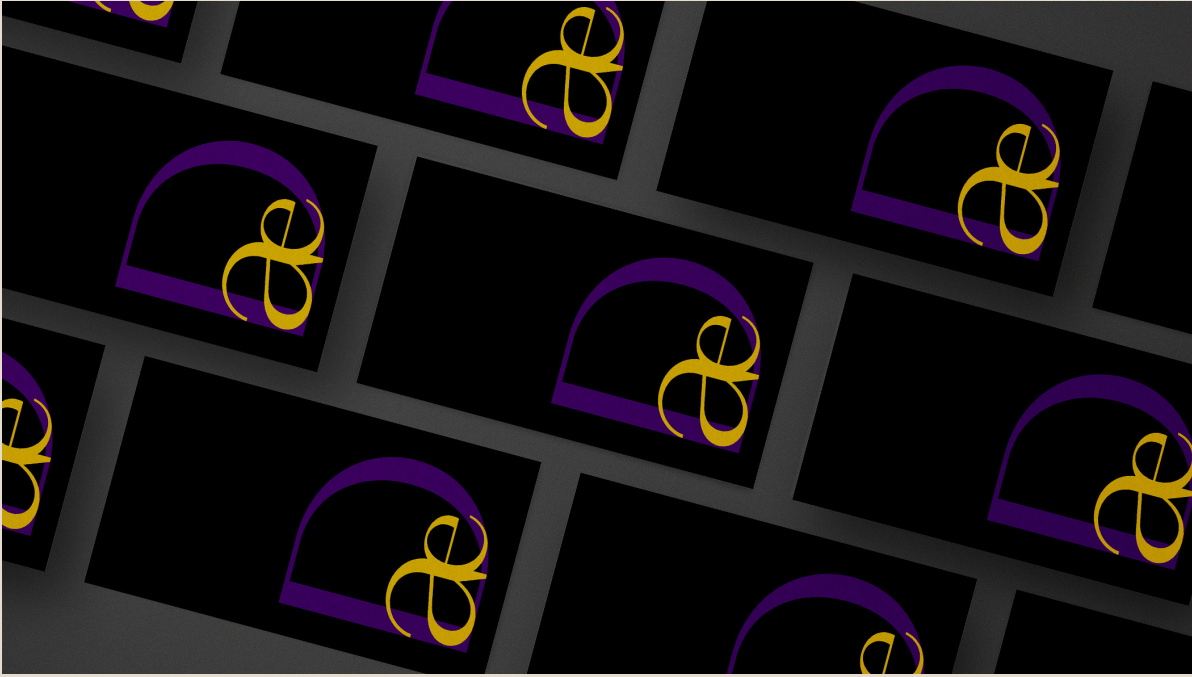
project 9

Business Cards

Business cards introduced me to the wonderful world of InDesign. Using previous projects I created three designs with emblems and logos. I wish we could have used one of the three to do a new design and incorporate more practice in the other platforms, but I'm happy with how most of these turned out. I'm a big fan of layout and arrangement and emphasizing different basic design principles and this was the perfect project to use this on. 7/10 for tickling my OCD, but please never make me look at my fashion logo again...







project 10

Menu Design

Full honesty, I used ChatGPT for the restaurant name. I genuinely could not think of anything. This font called Bimbo Pro is my new favorite despite its lack of distinction between lowercase and uppercase lettering.

I really liked this! This was a great second introduction to InDesign and I would eat at this restaurant if it were real. We're gonna end on a high note! 8/10! Because I could not figure out the transparent box in the middle for the life of me, but I loved this design.



wakinrole

raw

Salmon Sushi + Crispy Chicken Skin \$15

Spicy Tuna + Salmon Cubes \$12

Avocado Tuna Tartare \$20
With wasabi + flour chips

Ahi Mango Poke + Wonton Chips \$16
Cucumber, mango, shallots

Raw's Seafood Ceviche \$19
Tuna, salmon, octopus, Thai chili-lime dressing

sushis

Large hand rolls crafted from nigiri rice and served with soy flaxseed chips

Taco Rice \$15
Minced tomato-beef, cheddar, lettuce, tomatoes, spring onions, sour cream

Prawn Tempura \$15
Ebi, cream cheese, cucumber, avocado, carrots

Salmon Avocado \$15
Prawns, Japanese cucumber, tamago, spring onions

weekend brunch

Portobello benedict \$31
King portobello with caramelized onions and baby spinach, on top of an english muffin
With mozzarella and buttermilk

Our Beef Noodle Soup \$19
Beef slices and homemade ginger-beef balls in a warm broth accompanied by bean sprouts, corn, lime and chili

Shakshuka \$15
A hot skillet packed with capsicums, onions, carrots and tomatoes topped with a gently cooking egg and slices of toasted baguette

Banana Bites \$12
Vanilla-banana 'French toast', topped with fresh bananas, ice-cream and maple syrup

desserts

Penguin's Lemon Tarts \$7
With cream

Raw's Lava Cake \$9
With ice cream of your choice

Kilo's Ice Creams \$6
Banana, banana or chocolate

wrapping up

This semester it has been a joy and an absolute pain to learn new Adobe platforms. I loved honing in new skills in Photoshop and InDesign and finding the fun and suffering in trying the same d*mn keyboard shortcuts and getting three different results... But seriously, I really enjoyed how fun this class was and the creative freedom I got to express in every project. These are skills I look forward to using in my career or at least understanding to support my co-workers.

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