

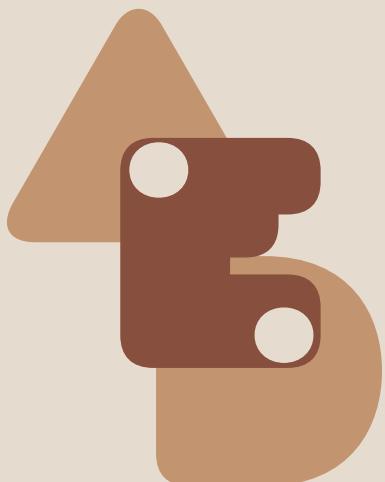
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Abbigail DeWall

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!



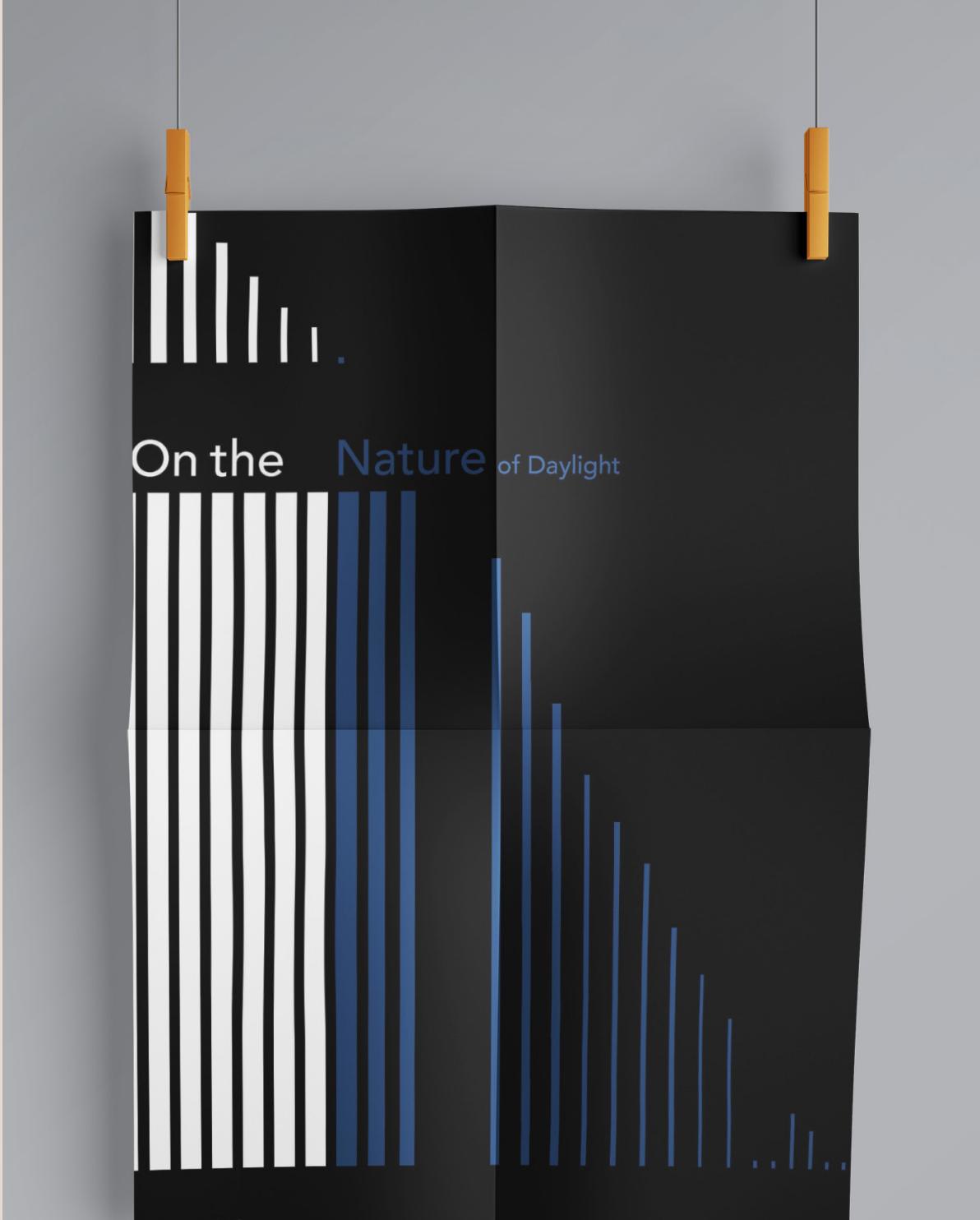
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project 1

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.

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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.

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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.



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 America. I should have messed around with other fonts but I was too busy trying to be formal with official Coke fonts. 2/10 because Photoshop is my archnemesis and I hit a major creative block on all of these.







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.

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 **Pepsi**
Today at 7:33 PM 

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

Moments are better when they are shared together



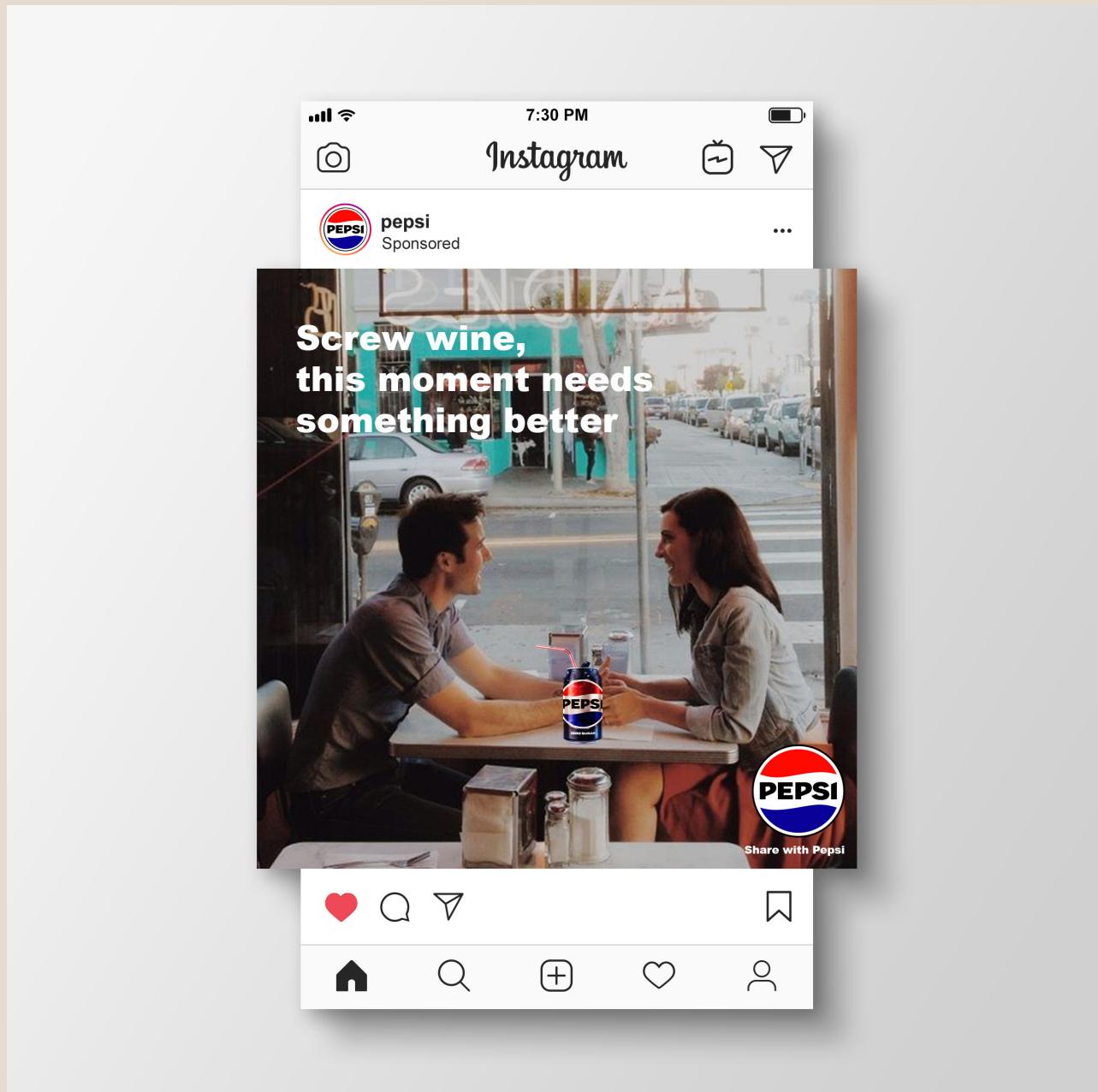
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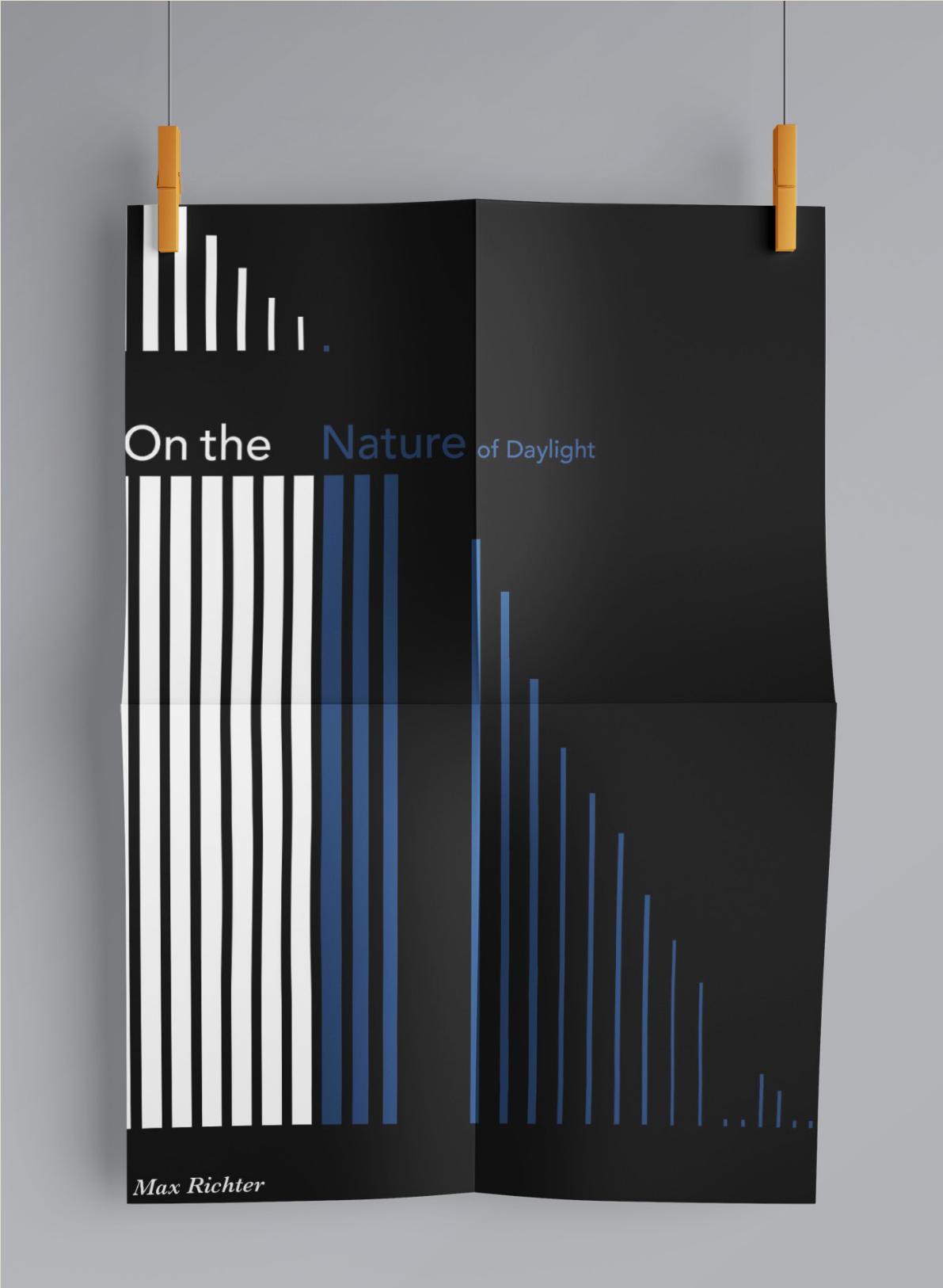


Me

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













Pepsi

Today at 7:33 PM

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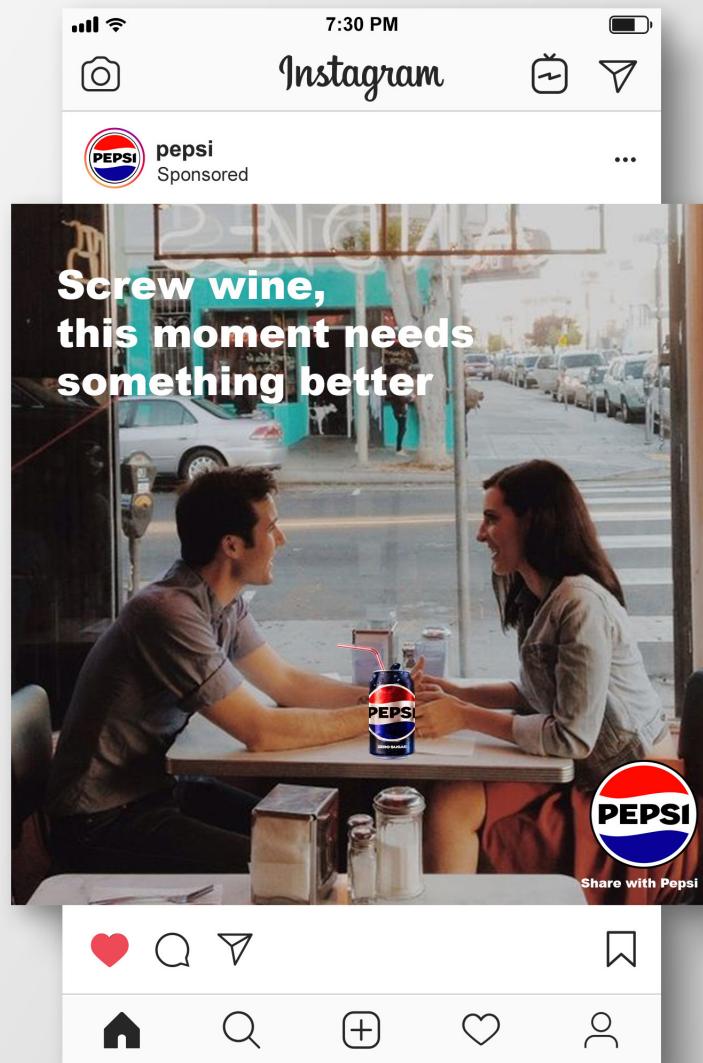
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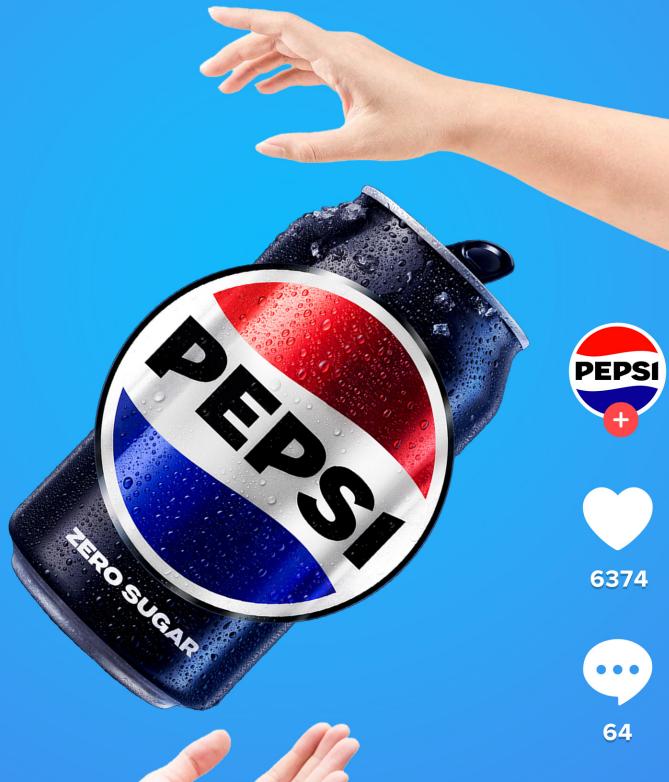


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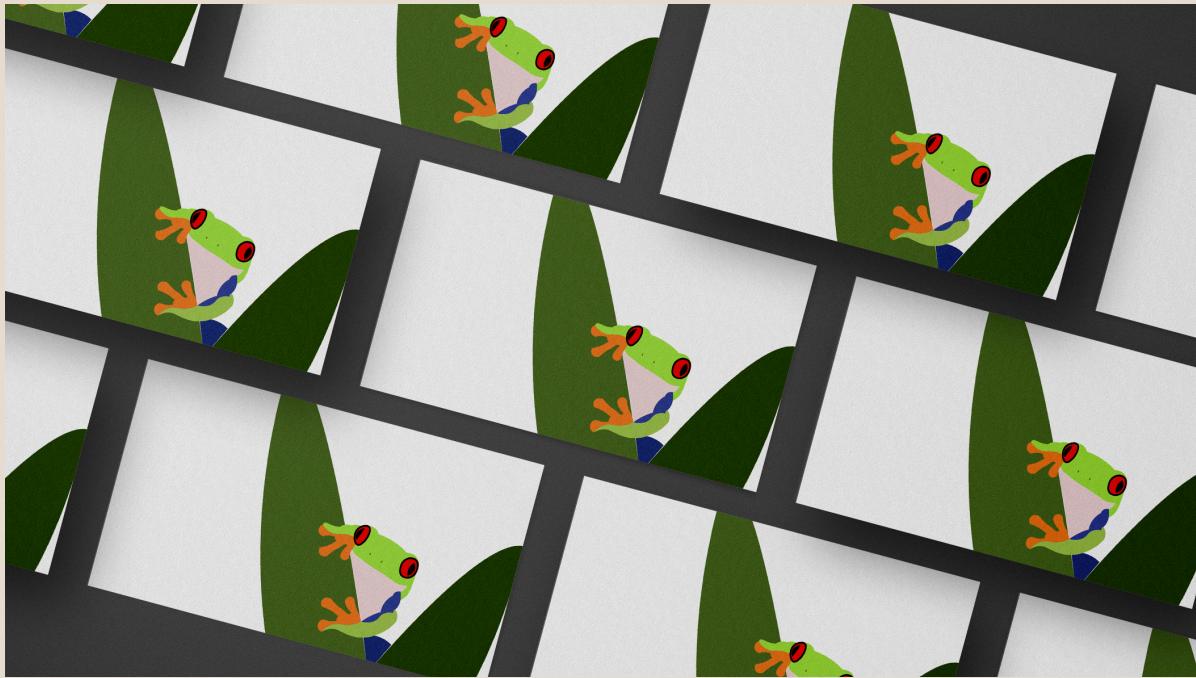
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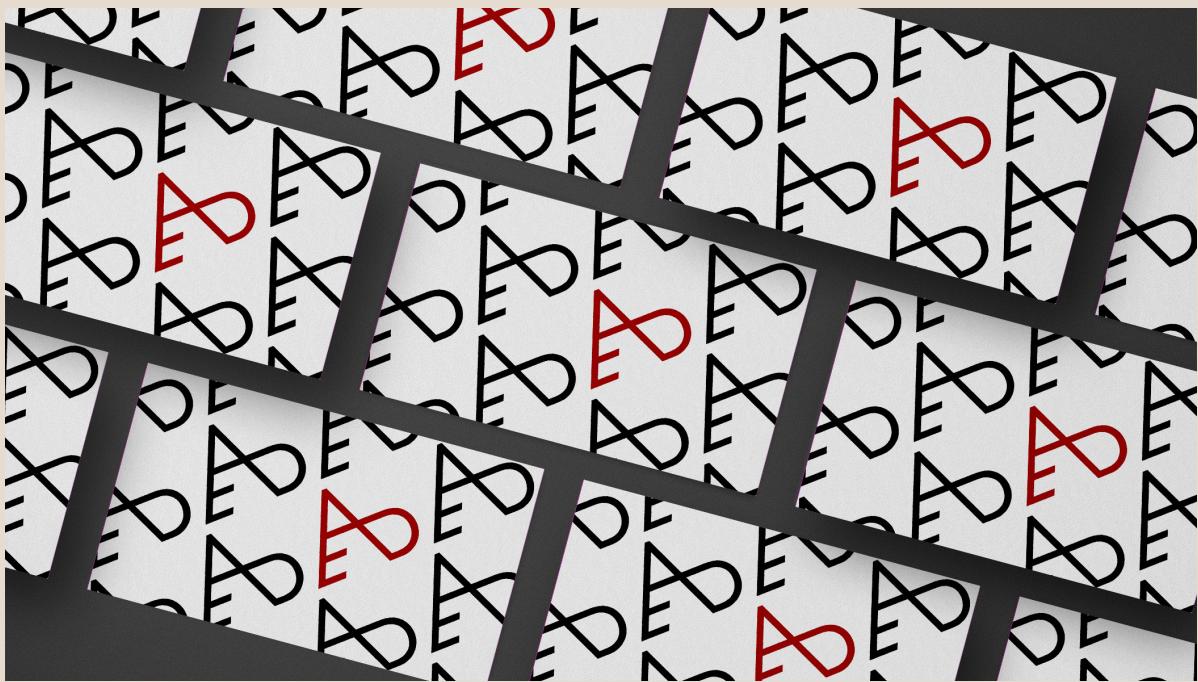
project 9

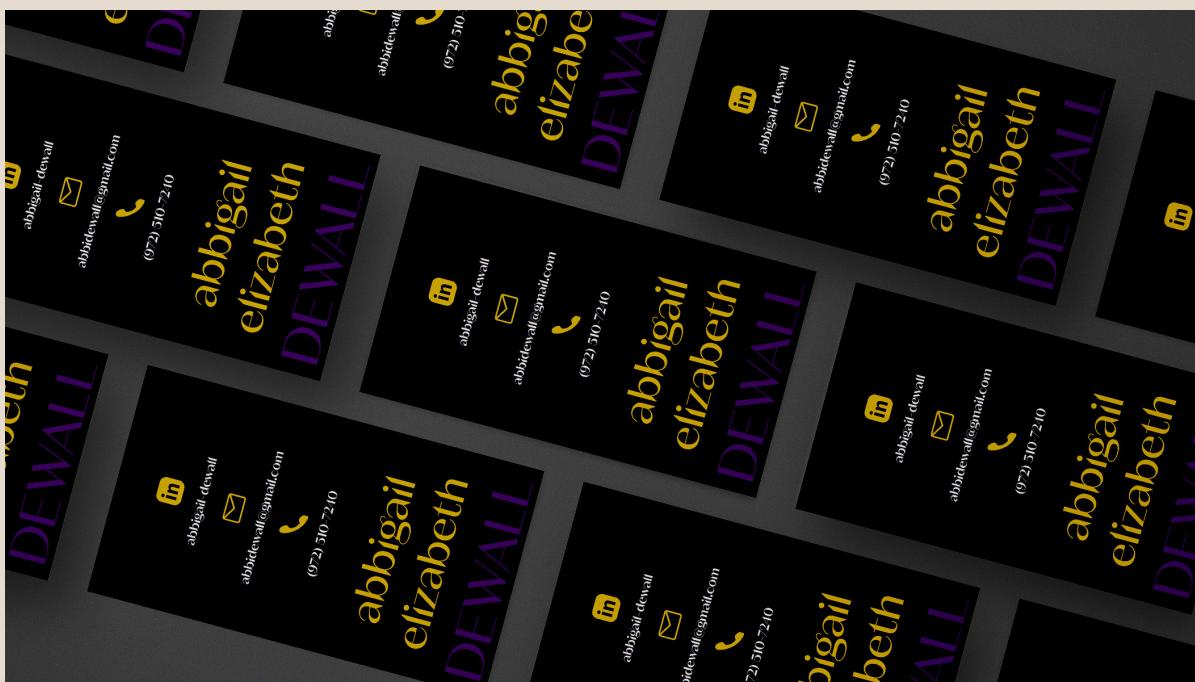
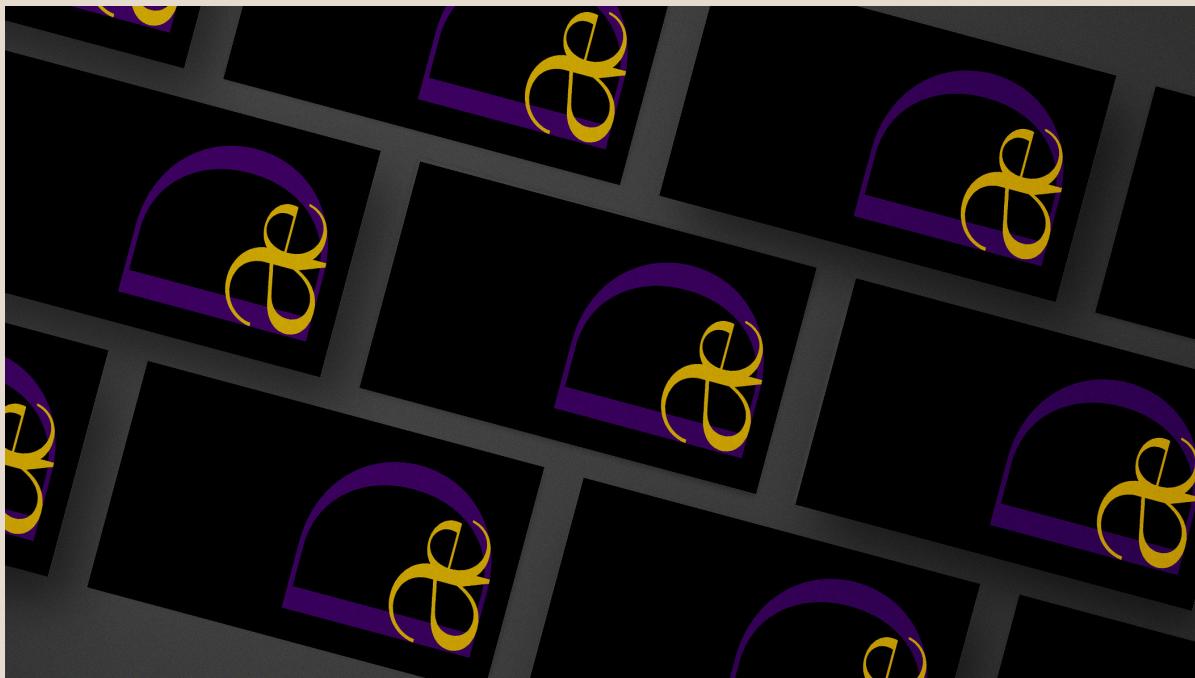
Business Cards

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...

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project 10

Menu Design

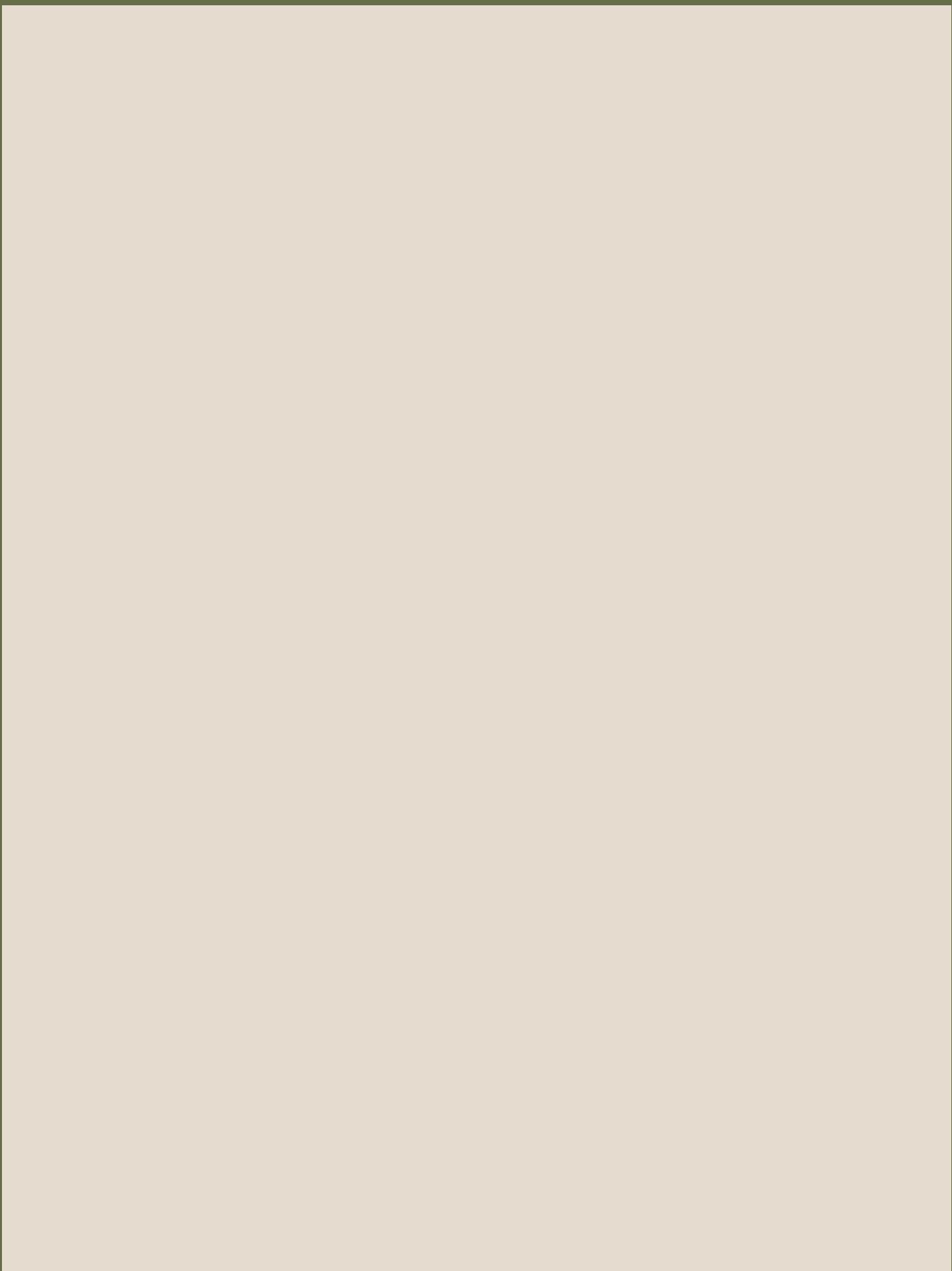
Full honesty, I used ChatGPT for the restaurant name. I genuinely could not think of anything. This font called Bimbo Pro is my new favorite despite its lack of distinction between lowercase and uppercase lettering.

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.



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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