



HUFFY DESIGN STUDIO

Client

Huffy Bicycles Design Studio Centerville, Ohio

Assignment and Description

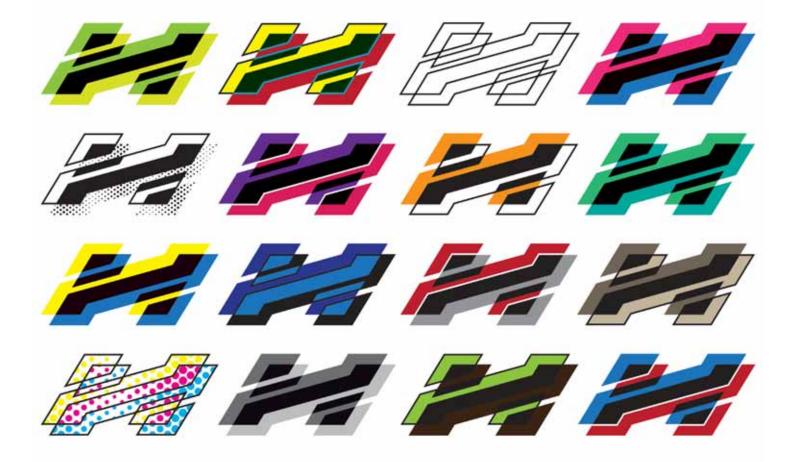
Graphic design interns at Huffy have the opportunity to work on a personal project. The design studio had been wanting to brand their department for interdepartmental and client relations. I took on the challenge with the goal at making a flexible brand.

The design department's main responsibility at Huffy is to design graphics for their bikes. While graphics constantly change the frames of the bikes generally stay the same. Because of this I knew I wanted to create a new identity that was flexible much like how Google's logo is flexible. The concept for the logo's shape was inspired by an image of a bicycle's frame that hung over my desk while interning their.

Media/ Tools

Photoshop, Illustrator























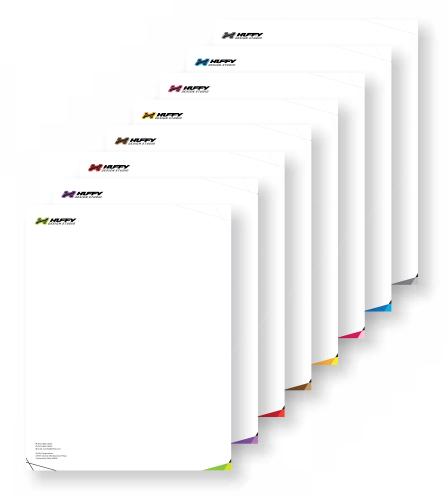






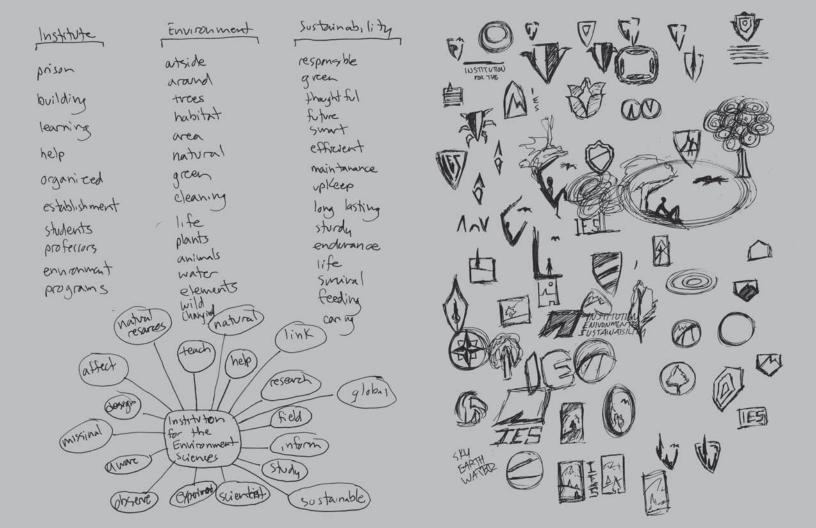


PROFES









IES

Client

Institute for the Environment and Sustainability Oxford, Ohio

Assignment and Description

The institute for the Environment and Sustainability (IES) at Miami University wanted to redesign their outdated logo in order to promote their graduate research programs to outside clients. The logo would be used on IES stationary, brochures, and website.

The main challenge of this project was to narrow down which elements most effectively communicated the core message of what the IES strives to stand for—the integration of environment, business, and agriculture.

Media/ Tools

Illustrator











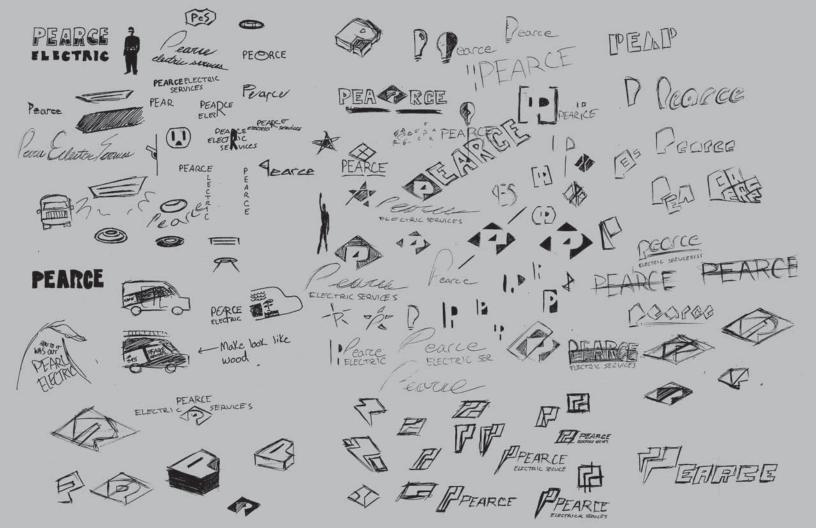




IES



Institute for the Environment & Sustainability



PEARCE ELECTRIC

Client

Pearce Electrical Services Lebanon, OH

Assignment and Description

Create a logo and brand identity system for an up and coming electrical service company. The logo must include the company name and description while also being able to stand alone.

The logo and brand identity will appear on company equipment, vehicles, stationary, business cards, and website.

Media

Print, Web

Tools

Photoshop, Illustrator

Dimensions

Various

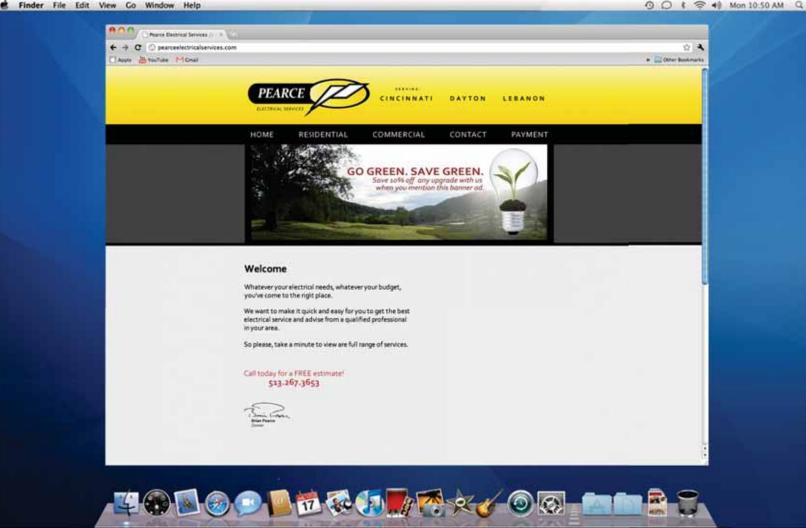






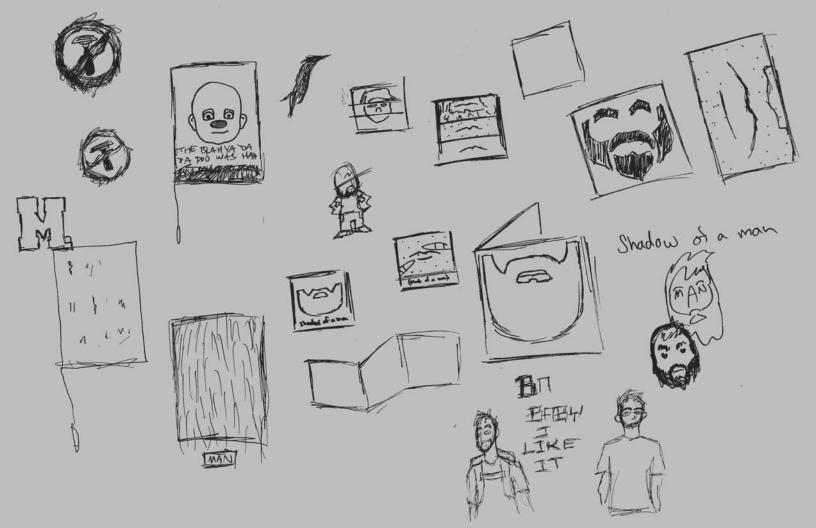












MAN-IFESTO

Client

Miami University Oxford, Ohio

Assignment and Description

Using the contents of an existing manifesto, create a promotional campaign. The campaign must include a poster, a brochure, a button and a bumper sticker. You may only use two colors for this campaign.

The poster and brochure must use the entire manifesto text. The bumper sticker and button should condense the manifesto down to one thought or image. The brochure should consider how the manifesto can be broken into sequential spreads.

Media

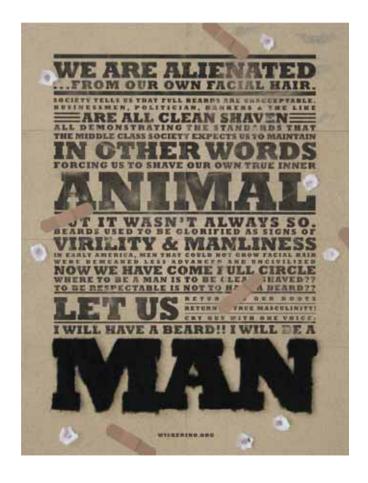
Print

Tools

Photoshop, Illustrator, Sandpaper, Core board, Rubber Cement, Fur, Band-Aids, Toilet Paper, Acrylic

Dimensions

18" X 24"



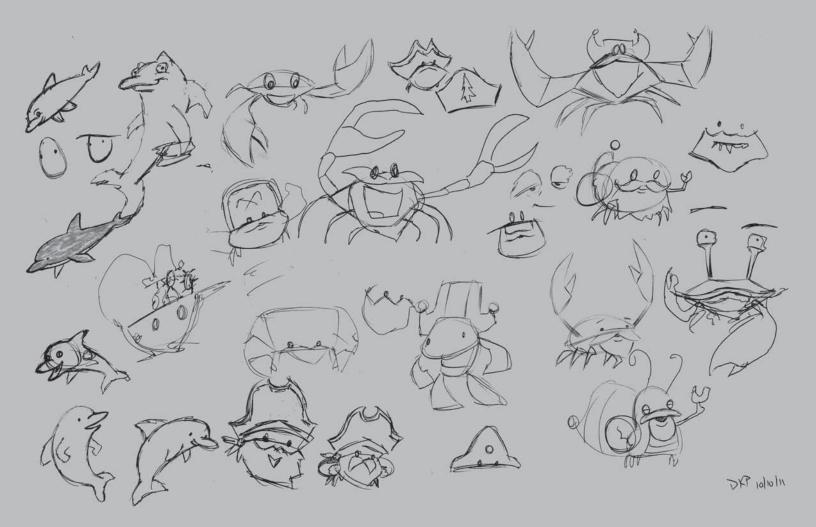












RUDOLPHIN

Client

Hiestand Hall Fairfield, Ohio

Assignment and Description

Create an new and original Christmas story that relates to children and families of warm weather climates. RuDolphin the Red-Finned Dolphin is a licensed character brand that began as a YouTube video and developed into a children's story book and plush toy line.

Media/ Tools

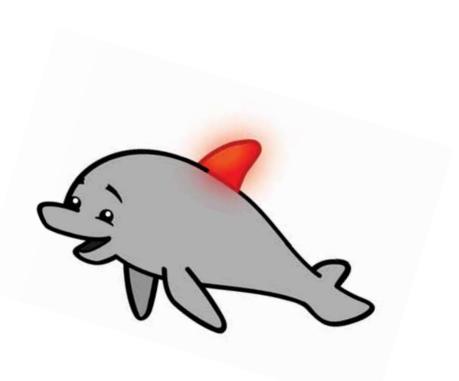
Photoshop, Illustrator, InDesign, After Effects

Dimensions

1280px X 720px

Credits

Dustin Pearce (Art, Animation)
Doug Spaeth (Music, Guitar)
Jaimie Holmes (Music, Vocals)
John Windland (Music, Mastering)
Erik Stuble (Business, Marketing)
Paul Huey (Business, Operations)
Xiang Huang (Business, Finances)
Shihui Hu (Business, Accounting)



Red-Finned Dolphin





