

# Around the World of Adobe

*A deep dive into the creative tools and methodologies offered by Adobe in a portfolio style*



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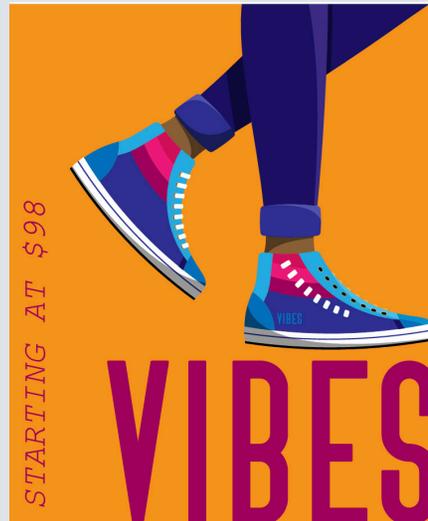
# About Me

Hello! My name is Jensen Casassa and I am currently a rising senior at James Madison University. Originally, I am from Stratham, New Hampshire. I am currently studying marketing with a concentration in digital media in hopes to further pursue my ability to grow a company's business. My goals within this major include learning to use social media as a way to engage with customers through tailored messages and to better understand the growing relationship between technology and consumer trends. In taking these courses on Adobe Illustrator, Photoshop, and Indesign, I believe my design skills have thoroughly improved and I am eager to continue learning!



# Illustrator

## Chapter Projects: Chapter 1 Getting to Know The Work Area



### Skills Acquired During Chapter

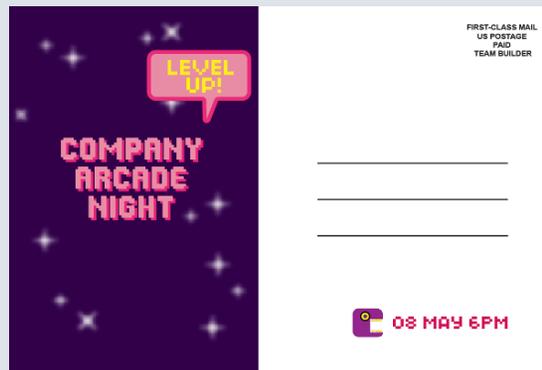
- Open an Adobe Illustrator file
- Work with the toolbar, Properties panel, and Task bar
- Move the toolbar
- Customize the toolbar
- Work with the panels
- Scale the Illustrator interface
- Reset and save your workspace
- Use view options to change the display magnification
- Pan with the Navigator panel
- Rotate the canvas view
- Navigate multiple artboards
- Arrange multiple documents

### My Comments

For personal touches, I added different colors than what the textbook recommended. I found for one of them sticking with the oranges complemented the piece the best, while for the other I used the deeper shades of pink. The purple I didn't feel like complemented the piece, so I deleted the purple. For the image without the color blocking, I moved the feet and writing to the right of the piece to add a differing visual appeal than if it was just in the center and I changed the font of the starting price and italicized it. I also added a large star in the back of the 3rd picture because I felt like it added a lot to the plain piece and changed the background from pale yellow to bright orange to make it more vibrant.

# Illustrator

## Chapter Projects: *Chapter 2 Techniques for Selecting Artwork*



### Skills Acquired During Chapter

- Discover the various selection tools and use selection techniques
- Recognize Smart Guides
- Save selections for future use
- Hide, lock, and unlock items
- Use tools and commands to align shapes and points to each other and the artboard
- Group items
- Work in Isolation mode
- Arrange objects

### My Comments

I changed the color scheme a bit to make the piece more visually appealing. I incorporated yellow which changed it from the cooler-toned colors because I felt like the yellow brought more attention in contrast with the purple. On the side where the address goes, I added a Pac-Man character eating the date of the company game night for a creative element. I also changed the level-up letters to yellow to incorporate the yellow and dark purple skies on both sides for congruency. On the arcade side, I moved the Pac-Man to the ledge to draw attention and additionally made the joy stick yellow to match the rest of the piece.

# Illustrator

## Chapter Projects: *Chapter 3 Make a Logo with Shapes*



### Skills Acquired During Chapter

- Create a new document
- What is bleed?
- Use tools and commands to create a variety of shapes
- Understand Live Shapes
- Create rounded corners
- Discover other ways to round corners
- Work with drawing modes
- Use the Place command
- Use Image Trace to create shapes
- Work with Draw Behind mode
- Simplify paths
- Explore Text to Vector Graphics (beta)
- See the latest Text to Vector Graphic feature

### My Comments

For mine, I kept the overall colors because it was difficult to change the outside blue colors. I decided to instead of placing the sun at the top like the example, place it as a part of the sky to make it more discreet. Then I changed the color of TREK to brown to match the bears and moved this word toward the top so that people would be looking at the entire design while reading TREK outdoors. I then decided to make multiple small bears rather than one large one because I felt it better reflected what one may see in the woods and it looks more natural. Lastly using the vector AI generator I added a bear claw at the bottom that matched the coloring of the logo.

# Illustrator

## Chapter Projects: *Chapter 4 Editing and Combining Shapes and Paths*



### Skills Acquired During Chapter

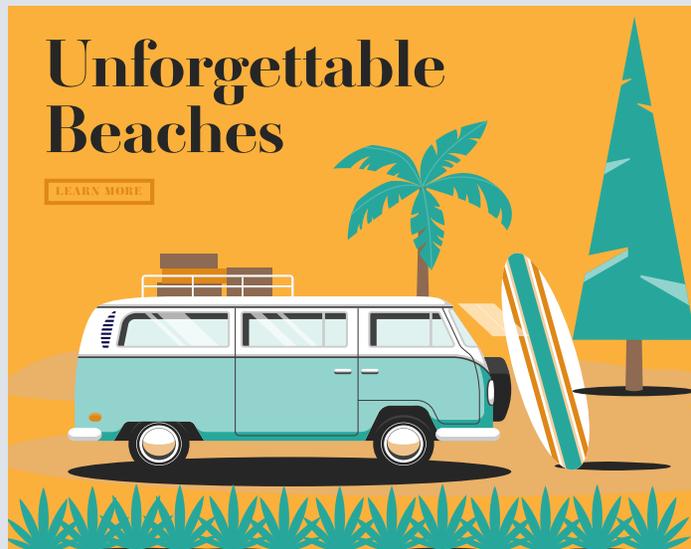
- Cut with the Scissors tool
- Join paths
- Work with the Knife tool
- Work with the Eraser tool
- Create a compound path
- Outline strokes
- Work with the Shape Builder tool
- Use Pathfinder effects to create shapes
- Work with the Reshape tool
- Edit strokes with the Width tool
- Use Intertwine

### My Comments

Since the diner is open 24 hours, I decided to slightly change some of the elements to make it more visually appealing. This ad would focus on the nighttime hours so I changed the sky to dark blue rather than light blue. In addition to capturing the nighttime effect, I added yellow stars in the sky with the clouds. I additionally decided to place bushes in the front to make it look like the diner was further away and was in nature rather than stand-alone. I added black down there to look like it was the street that drove by the diner. Lastly, I added the name of the diner to the actual building because I feel like a lot of places have that.

# Illustrator

## Chapter Projects: Chapter 5 Transforming Artwork



### Skills Acquired During Chapter

- Add, edit, rename, and reorder artboards in an existing document
- Navigate artboards
- Change the order of artboards
- Work with rulers and guides
- Edit the ruler origin
- Position objects with precision
- Move, scale, rotate, and shear objects using a variety of methods
- Transform with the Free Transform tool
- Explore the mirror repeat
- Use grid and radial repeats
- Work with the Puppet Warp tool

### My Comments

I altered these 3 designs quite a bit. For the left one, I moved the surfboard to the front of the picture and added in a pattern of grass to the front of it. I also made a brighter orange background for the piece to pop off. For the middle piece, I leaned the surfboard in the back of the car, put translucent palm trees in the back, and moved the wording down below. I think with it visually not being centered the piece appealed to the eye more so. For the third piece, I made translucent surfboards that went along the whole background which I ended up liking. It was subtle but gave good substance to the piece.

# Illustrator

## Chapter Projects: Chapter 6 Using the Basic Drawing Tools



### Skills Acquired During Chapter

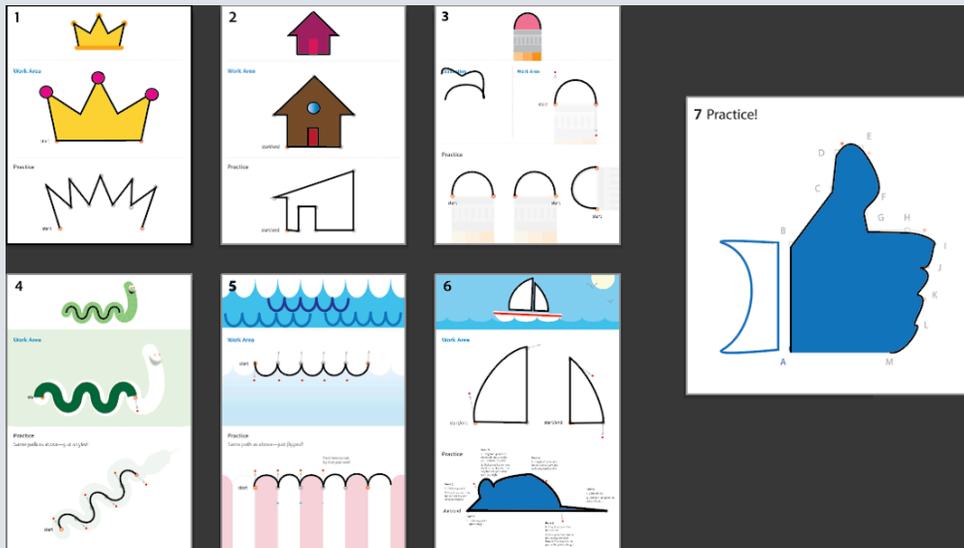
- Draw curves and straight lines with the Curvature tool
- Edit paths with the Curvature tool
- Create dashed lines
- Draw and edit with the Pencil tool
- Join paths with the Join tool
- Add arrowheads to paths

### My Comments

For this piece, I decided in the first one to do more neutral and earthy tones, so I used the reset colors tool to make them earthy in dark greens, blues, and purples. I wanted to leave it less colorful for one that would appear to be more basic and neutral. In the second piece, I added another element with having 3 colors in the fire to make it look livelier with red, orange and yellow. I also filled in the camp words with red and yellow accenting to match it. For the last logo, I incorporated bright pink and made the logs crisscrossed at the bottom for a more realistic appeal.

# Illustrator

## Chapter Projects: Chapter 7 Drawing with the Pen Tool



### Skills Acquired During Chapter

- Draw straight and curved lines with the Pen tool
- Edit curved and straight lines
- Add and delete anchor points
- Convert between smooth points and corner points

### My Comments

There was not much to do with these designs because it wasn't an ad for a company, it was just practice drawing. I added, however, my house to the house drawing with a brown outline, a red door, and a translucent window using the pen and ellipse tools. For the snake, I made the second body of mine thicker to about 30 pt font because I had an idea of a character for my cereal box later. Then for the crown, I used pink jewels on top of each point. In the waves for the water, I added differing waves with different shades of blue to make the water look choppy. These aren't my favorite designs, but it helped me become familiar with the pen tool.

# Illustrator

## Chapter Projects: *Chapter 8 Using Color to Enhance Artwork*



### Skills Acquired During Chapter

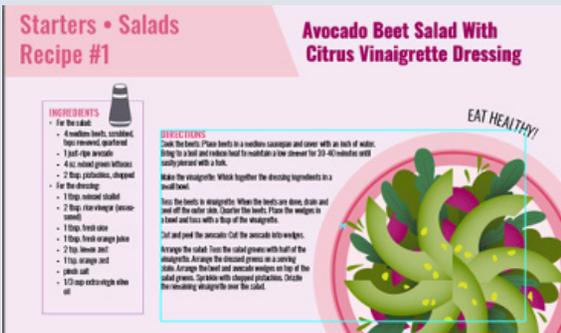
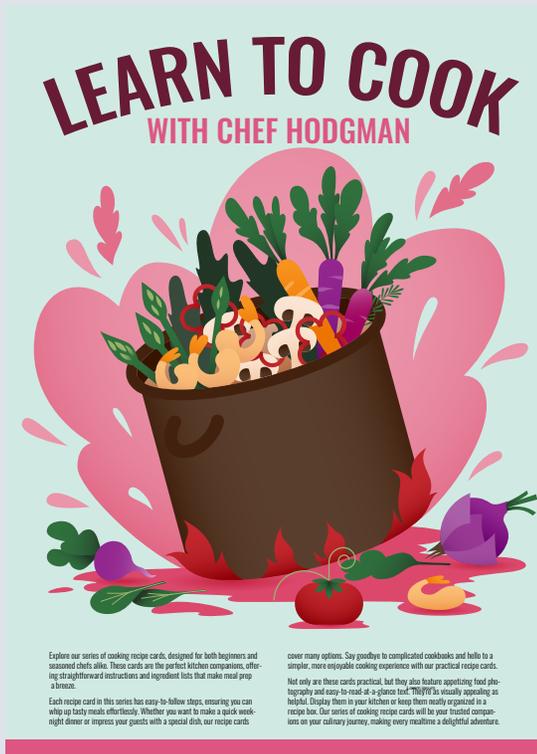
- Understand color modes and the main color controls
- Create, edit, and apply colors using a variety of methods
- Name and save colors
- Copy and paste appearance attributes from one object to another
- Explore color groups
- Be inspired creatively with the Color Guide panel
- Explore the Recolor Artwork command
- Get started with Generative Recolor
- Work with Live Paint groups

### My Comments

For this assignment, since the goal was about colors I matched the different types of tea to the coloring. The first one is energizing so I used to recoloring to make it bright pink and yellow which energizes me. Then next to relax, I did earthy tones of green, blue, and yellow. Then for another energized one I did bright pink and purple colors, and also added a teacup in the middle for this one on top of the pattern. For the next one which was focus, I used deep purples and pinks and added a small teacup at the top which I ended up liking how it looks. For the last one, I stuck to peaches and green colors.

# Illustrator

## Chapter Projects: Chapter 9 Adding Type to a Project



### Skills Acquired During Chapter

- Create and edit area and point type
- Import and thread text
- Change text formatting
- Fix missing fonts
- Work with glyphs
- Vertically align area type
- Snap to glyphs
- Create columns of text
- Create and edit paragraph styles
- Create and edit character styles
- Add bullet and number lists
- Wrap type around an object
- Curve text on a path
- Reshape text with a warp
- Create text outlines
- Explore Retype (Beta)

### My Comments

I altered my design slightly from how it was in the group. For one I added in the ingredients a little graphic image of a saltshaker to convey a stronger visual on that page. Next, I wanted to change the color scheme a bit. I put a turquoise faded background on the main page because I like it when the main page is different than the other pages. I also used the arc tool rather than the arch for the Learn To Cook because I felt it made it look better. Lastly, I added a simple pink border at the bottom of the main page to tie in the pink from the top and the bottom.

# Illustrator

## Chapter Projects: *Chapter 10 Organizing Your Artwork with Layers*



### Skills Acquired During Chapter

- Work with the Layers panel
- Create, rearrange, and lock layers and sublayers
- Name content
- Locate objects in the Layers panel
- Move objects between layers
- Copy and past objects and their layers from one file to another
- Search and filter layers
- Make a layer clipping mask

### My Comments

For the layering chapter, I decided to alter a few different things. For one, the current colors did not match super well and the orange arms blended in with the body. Therefore, I changed the arms and the hair to bright purple to make it stand out more. Additionally, I made each of the eyes a different color to add more color to the piece. Cookie monsters are fun and goofy so I felt this was appropriate. I made the inside of the mouth a cartoon cookie instead of the real one because I felt it looked more suitable. Lastly, I put cookies along the bottom to make it look like the monster kept going in for different cookies.

# Illustrator

## Chapter Projects: *Chapter 11 Gradients, Blends, and Patterns*



### Skills Acquired During Chapter

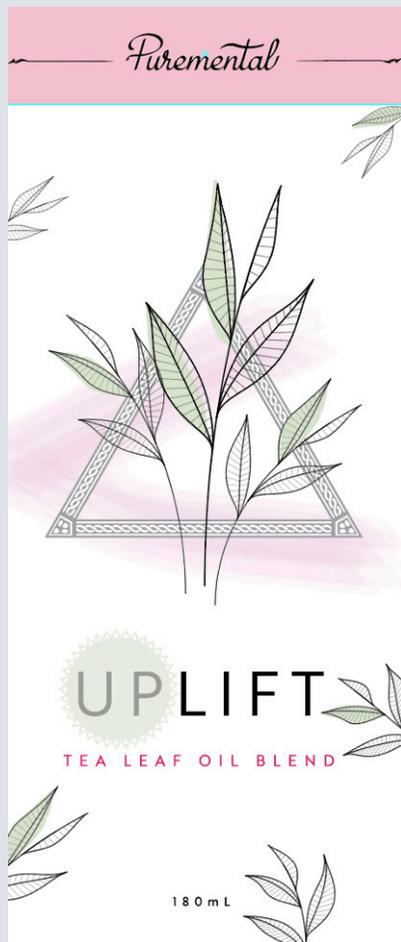
- Create and save a gradient fill
- Apply and edit a gradient on a stroke
- Apply and edit a radial gradient
- Adjust the opacity of color in a gradient
- Create and edit freeform gradients
- Blend the shapes of objects in intermediate steps
- Modify a blend
- Create smooth color blends between objects
- Modify a blend and its path, shape, and color
- Blend with the Blend tool
- Create and apply patterns

### My Comments

To change the design I used the same leaf pattern that was in the shirt and went back into settings to change the color of it to a green with a lot of opacity to make it translucent. Then I changed the font of Green Energy to make it bigger and bold to stand out more. I decided to move the biker to the side to make it more visually appealing and I also changed the size of his leaves on his shirt to even smaller because I didn't like it big. Then I added the learn more in front of the picture with an even bigger sign. I added a green textbox behind the create green energy solutions and now that I am looking at it I would change the color a bit but it needed to stick out from the leaves. My colors and hills are slightly different as I didn't love everything he did.

# Illustrator

## Chapter Projects: Chapter 12 Using Brushes to Create an Ad



### Skills Acquired During Chapter

- Use four brush types: Calligraphic, Art, Pattern, and Bristle
- Apply brushes to paths
- Paint and edit paths with the Paintbrush tool
- Change brush color and adjust brush settings
- Create new brushes from Adobe Illustrator network
- Work with the Blob Brush tool and the Eraser tool

### My Comments

For this piece, I liked the soft green colors but I felt like it was a little bit boring. I used the pattern paint tool and found a different one as found on the screen with a bit more texture, so I chose to do that instead of the pink. I then changed the green above the heading pure mental to a pink with translucent features. I also filled in the lettering behind UP to give it a bit more texture and color down there and made it look like a sun but could still see the lettering. I changed the paint blob to pink as well. Lastly, I changed the wording below uplift to a brighter pink color to add in not just green accents but pink as well.

# Illustrator

## Chapter Projects: Chapter 13 Exploring Creative Uses of Effect/Style



### Skills Acquired During Chapter

- Work with the Appearance panel
- Edit and apply appearance attributes
- Duplicate, enable, disable, and remove appearance attributes
- Reorder appearance attributes
- Apply and edit a variety of effects
- Add Photoshop effects
- Work with 3D effects
- Save and apply an appearance as a graphic style
- Apply a graphic style to a layer
- Scale strokes and effects

### My Comments

For this chapter I decided to play around a bit with the sizing and design of the birthday party poster. For one, I kept the authentic wood of the cake stand rather than coloring it because I preferred how it looked. Then I didn't like the yellow background or the teal coloring so I changed them to various pink shades. It was originally too much color. Next, I used shrunk the size of the cake and put it below then found some images of balloons. I redid the balloon colors to match the cake and put them above and increased the size of the details about location, date and time.

# Illustrator

## Chapter Projects: *Chapter 14 Creating Artwork for T Shirt*



### Skills Acquired During Chapter

- Work with existing symbols
- Create, modify, and redefine a symbol
- Work with the Symbol Sprayer tool
- Understand Creative Cloud libraries
- Work with the Creative Cloud libraries
- Explore Mockup (Beta)
- Work with global editing

### My Comments

For my design I decided to once again mainly alter the coloring of the piece. I liked the soft purple-ish blue background and additionally liked the yellow sun. I made the mountains a bit bigger because in the original piece, they were quite small. I kept the trees green to keep the realistic aspect. I used the paintbrush tool with light yellow to go under the word mountain to add a slight texturized effect with the mop feature. Then I purposefully placed the birds to look as if it was a smiling face in the sun.

I additionally made the tent yellow to match the yellow sun.

# Illustrator

## Chapter Projects: Chapter 15 Placing and Working with Images



### Skills Acquired During Chapter

- Place linked and embedded graphics in an Illustrator file
- Transform and crop images
- Place Creative Cloud files
- Create and edit clipping masks
- Mask with text
- Make and edit an opacity mask
- Work with the Links panel
- Embed and unembed images
- Replace images

### My Comments

For this chapter, since it was all about imaging I focused more so on changing the images of the pictures than anything else. I ended up finding, rescaling, and replacing new images for all 5 flyers that matched the caption. For bringing some life into your home I found an image with multiple plants on the floor that was crisp and clean. To find your style instead of just one plant I found an image with 3 to exemplify different styles. For learning how to care for houseplants I found an image of watering plants inside the home. Then for mix and match, I searched different plants hanging on the wall because I didn't like the previous image. For the last one, I found an image of a corner with a decorative chair and plants and kept the gradient to match it. I additionally changed some of the coloring to make it appealing as well.

# Photoshop

## Chapter Projects: *Chapter 1 Getting to Know the Work Area*



### Skills Acquired During Chapter

- Open image files in Adobe Photoshop
- Select and use tools in the Tools panel
- Select and use tools in the Tools panel
- Set options for a selected tool using the options bar
- Use various methods to zoom in and out from an image
- Select, rearrange, and use panels
- Choose commands in panel and context menus
- Open and use a panel in the panel dock
- Undo actions to correct mistakes or to make different choices

### My Comments

For my design I decided to change a bit about the piece to make it more how I would envision a live stream screen to look. I added in yellow and played around with the blending modes a bit until I found one that I liked them at which ended up being called Lighten. I changed the font of both the title and subtitle to be chalk duster because I feel like it makes a lot of sense to look handwritten for a history lecture. Next I changed the formatting of the lifestream words and used the paint filter to spray on the words.

Lastly I used the pain tool to make a pink underline that would tie the pink on the edge into the piece as a whole.

# Photoshop

## Chapter Projects: *Chapter 2 Basic Photo Corrections*



### Skills Acquired During Chapter

- Understand image resolution and size
- View and open files using Adobe Bridge
- Straighten and crop an image
- Adjust the tonal range of an image
- Delete unwanted or distracting items using the Remove tool
- Replace a large deleted area using Generative Fill
- Apply the Smart Sharpen filter to finish retouching photos

### My Comments

For the Chapter 2 design, although it was mainly about cropping straightening, and removing images I decided to add a bit more. I first played around with the appearance of the background photo by making some adjustments to the layer. I used both brightness and selective color adjustments to do this. Next using the generative fill, I added in an airplane and some birds to set a bigger scene for the photo. I added a little quote at the top because this image in my mind shows a pure family having fun and children out and about rather than being on technology. Then I changed the girl's dress for fun because I wanted to test out my skills with the object selection tool on just a part of the girl rather than her as a whole.

# Photoshop

## Chapter Projects: *Chapter 3 Working with Selections*



### Skills Acquired During Chapter

- Make specific areas of an image active using selection tools
- Reposition a selection marquee
- Move, rotate, and duplicate the contents of a selection
- Use keyboard-mouse combinations that save time and hand motions
- Deselect a selection
- Adjust the position of a selected area using the arrow keys
- Add to and subtract from a selection
- Use multiple selection tools to make a complex selection
- Save your work as a Photoshop cloud document you can easily open in Photoshop on other devices, and for online collaboration

### My Comments

For this design, I decided to use generative design to alter quite a bit of stuff. For one, I changed the S and the plate to become a plate with a fish and flower. I then changed the sketch of the boat to a real image of a boat that matched the rest of the background. I additionally changed the image of the seashell. Then using the generative refill on all of those changes, I changed the background of the frame part, and with generative refill on all of this is brightened the colors and made it look livelier which I really liked. Unfortunately, this edit had taken out all of the nails so using the circular ellipse tool I made new nails and practiced making duplicates and dragging them to the corners. All in all, I like how these edits brightened up the piece and reminded me further of the beach.

# Photoshop

## Chapter Projects: *Chapter 4 Layer Basics*



### Skills Acquired During Chapter

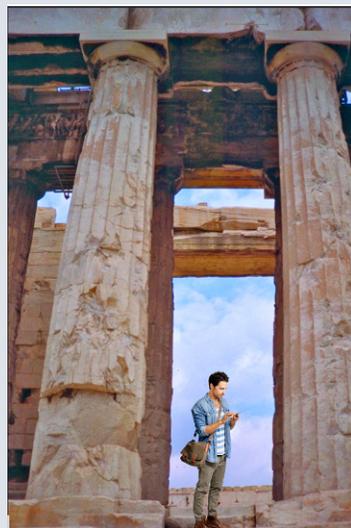
- Organize artwork on layers
- Create, view, hide, and select layers
- Rearrange layers to change the stacking order of artwork
- Apply blending modes to layers
- Resize and rotate layers
- Apply a gradient to a layer
- Apply a filter to a layer
- Add text and layer effects to layer
- Add an adjustment layer
- Save a copy of the file with the layers flattened

### My Comments

I redesigned this one to go for more of a beachy faded combination than all the bright colors in the other ad. For one, I played around with the coloring of the typography and decided to do blue lettering for Island Paradise because the green blended in too much. I then played around with the Hawaii gradient combinations and liked this peach and orange combination a lot. Next, I wanted to make the background not as bright and busy, so I turned all of the opacity's down besides the two flowers and the photograph because for those I felt the bright colors were necessary. Instead of doing the cloud background, I found this textured light orange one which I thought filled well for the piece. Lastly, instead of a ukelele, I searched for a conch shell in the library to use.

# Photoshop

## Chapter Projects: *Chapter 5 Quick Fixes*



### Skills Acquired During Chapter

- Remove red eye
- Brighten an image
- Adjust the features of a face
- Combine images to create a panorama
- Crop and straighten an image and fill in any resulting empty areas
- Blur the area around a subject
- Merge images to extend depth of field (focus stack)
- Apply optical lens correction to a distorted image
- Adjust the perspective of an image to match another image

### My Comments

For this chapter, I decided to add in a visual of a man in the picture that looks like the colosseum to give it a natural effect. I removed his background and shrunk him down a bit. Next on the image of the goose, I added a picture of a duck floating in the water and scaled it for effect. I then decided to add in some typing that said, “forever friends” and played around with a font until I liked it. For the picture of the champagne glass, I switched both the glass of champagne and the background image. For the background image I scaled towards the side leaving room for the glass next to it and got both of them from the library. I liked how this image incorporated the computer/ graphic design elements and felt it served a good purpose.

# Photoshop

## Chapter Projects: *Chapter 6 Masks and Patterns*



### Skills Acquired During Chapter

- Select a subject in one click
- Use Select and Mask to remove the background around a subject
- Refine a mask to include complex edges
- Manipulate an image using Puppet Warp
- Create a star by customizing a vector shape layer
- Create an adjustable pattern from a vector shape layer

### My Comments

I decided for this chapter to slightly alter the background design of the photos. For one since it is a podcast, I wanted to input something related to podcasts because the shapes weren't enough for me. I used the library tool to find the top image and placed that behind the model on the layers. I liked the colors of it so I based my pattern off of that shape. Instead of doing stars, I decided to be creative with the triangles and position them in one another. I used a light and dark blue color to match the vibes of the rest of the piece. Lastly, I edited the background layer to match the background of the podcast color using the eyedropper tool and made the opacity of the pattern very low so it was not distracting.

# Photoshop

## Chapter Projects: *Chapter 7 Typographic Design*



### Skills Acquired During Chapter

- Use guides to position text in a composition
- Make a clipping mask from type
- Merge type with other layers
- Preview fonts
- Format text
- Flow text along a path
- Control type and positioning using advanced features

### My Comments

For this chapter, I felt like the bright blue background was way too much and was too busy for the human eye. Therefore, I swapped out the blue background for this black one and then incorporated my triangle design background from the last chapter into the piece too. I felt like doing this calmed down the piece, especially when I made the scale smaller and turned the opacity down. For the words coming out of the mouth, I changed the end words to be a different blue color to draw attention. Lastly, I used different fonts than he did which I felt better represented the piece.

# Photoshop

## Chapter Projects: *Chapter 8 Vector Drawing Techniques*



### Skills Acquired During Chapter

- Understand the difference between bitmap and vector graphics
- Draw straight and curved paths using the Pen tool
- Save paths
- Draw and edit shape layers
- Draw custom shapes
- Use Smart Guides

### My Comments

For this chapter design, I decided to slightly alter the coloring, placement, and some of the tools used. In terms of coloring, I played around with the hue and saturation yellows to make the lemon more vibrant and brighter than the oranges. I then decided to stamp it with a green tree to show the natural side of it. Next, I wrote Citrus Lane Farms in a slightly different font and included a drop shadow and a pastel purple color. The pastel purple color from the color guide worked well with the yellow flower, and I also did a different flower than shown in the video. Lastly, I incorporated a little saying at the bottom “from farm to table” and show the freshness of the fruit.

# Photoshop

## Chapter Projects: *Chapter 9 Advanced Compositing*



### Skills Acquired During Chapter

- Apply and edit Smart Filters
- Use the Liquify filter to creatively distort an image
- Apply color effects to selected areas of an image
- Apply filters to create various effects
- Use the History panel to return to a previous state
- Upscale a low-resolution image while maintaining quality

### My Comments

When completing this chapter I knew I wanted to alter the colors and the layout a bit. For one to alter the colors I used the channel mixer to make the colors focused on deep purple and bright green which for some reason are the two major colors I think of when I think of monsters. Next I moved the title up towards the top to leave more room for designs. I duplicated the graves and lined them up at the bottom for a creepy effect. Next, I made the actual monster bigger to make it feel like he may be popping out of the poster. Then lastly, I added a witch graphic to the top of the sky to make it more spooky.

# Photoshop

## Chapter Projects: *Chapter 10 Painting with the Mixer Brush*



### Skills Acquired During Chapter

- Customize brush settings
- Clean the brush
- Mix colors
- Create a custom brush preset
- Use wet and dry brushes to blend colors

### My Comments

For this design, I thought about making it a spring picture. I added some pink and white spray paint to look like cherry blossoms on the tree. I also incorporated some of them to go onto the grass to look like it has fallen. Next, I wrote Spring has sprung and used a wave tool so it would blend into the clouds a bit in the same light pink color. I additionally used a library search to add a flock of birds to the top of the painting. Lastly, I made the sky a bit darker and mysterious adding darker blue into the sky and then going over it with the white cloud filter.

# Photoshop

## Chapter Projects: *Chapter 11 Editing Video*



### Skills Acquired During Chapter

- Use the Timeline panel to create a video that animates a layered Photoshop document and combines it with video and audio clips
- Sequence and trim video files in the Timeline panel
- Add motion to still layers
- Add transitions between video clips
- Animate layers using keyframes
- Add audio to a video
- Render a finished video

### My Comments

For my video, I wanted to change up a few things that I learned from the video. The first thing I changed was how the different background rectangles slid in and out of the frame. For mine instead of both moving inward and overlapping I had them go the same direction horizontally to exit the frame and I liked how it looked. In addition, I added gradients to all of the different color shades so it was multi-color instead of blue, green, and orange. I think doing this helped make it stand out differently. Lastly, I included an opacity transition at the end to have the words History 301 fade out at the end of the video so people would focus on the word live stream.

# Photoshop

## Chapter Projects: *Chapter 12 Working with Camera Raw*



### Skills Acquired During Chapter

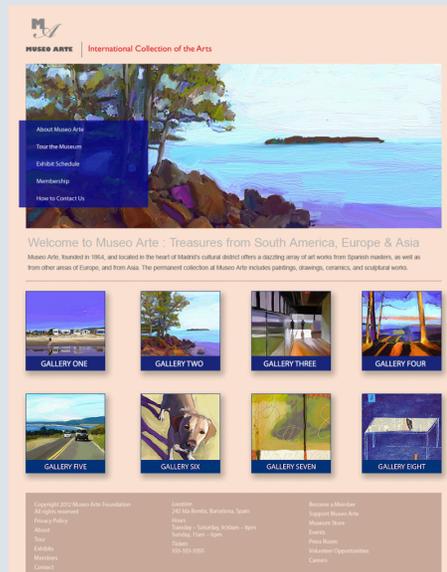
- Open a camera raw image in Adobe Camera Raw
- Adjust tone and color in a raw image
- Sharpen an image in Camera Raw
- Synchronize settings across multiple images
- Retouch a portrait in Camera Raw using masked adjustments

### My Comments

For both of these images, I altered some of the features in Photoshop to make it my own. For the wedding photo, I added details on the dress using the generative AI option. Next, I additionally found an image of the beach and placed it behind her by removing the current background and flattening the layer. For the second image, I wanted to make it look more natural. Therefore, I added some birds flying around towards the top of the building. Additionally, I photoshopped some people walking and talking in front of the building through library tools and removing backdrops.

# Photoshop

## Chapter Projects: Chapter 13 Preparing Files for the Web



### Skills Acquired During Chapter

- Use the Frame tool to create a placeholder for a layout
- Create and stylize a button for a website
- Use layer groups and artboards
- Optimize design assets for the web
- Record an action to automate a series of steps
- Play an action to affect multiple images
- Save entire layouts and individual assets using Export As
- Design for multiple screen sizes with multiple artboards

### My Comments

For mine it was hard to change a lot because the logo was already stuck in place so typography was not something I wanted to change. Therefore, I focused on the coloring of the piece. On the top website picture, I added a hue and saturation adjustment layer and played with different colors specifically the blues to change it. On that layer, I also added a peach background layer to make it stand out. For the iPhone and desktop I added a light green background. For the iPhone image, I played around with the saturation levels and then left the desktop one alone to compare.

# Indesign

## Chapter Projects: Chapter 1 Introducing the Workspace



### Skills Acquired During Chapter

- Open documents
- Select and use tools
- View information in the Properties panel
- Use the Control panel
- Manage document windows
- Work with panels
- Customize the workspace
- Change the magnification of a document
- Navigate through a document
- Use context menus and panel menus
- Change Interface preferences

### My Comments

For this chapter, I wanted to focus on mainly editing coloring as we hadn't learned too much yet. Therefore, I made both of the backgrounds a soft pink color to match the bird and flower image better because the brown was bland. Next, I added a hot pink border to the second page because the lime green did not match well. In addition, I changed the word hummingbird to hot pink to match. Lastly, I moved the free community sticker to the first page too for reinforcement.

# Indesign

## Chapter Projects: Chapter 2 Getting to Know Indesign

### edible blossoms

#### Bistro & Bar

Relax in our elegant dining room or charming patio and enjoy the creations of our bartender, chef and gardener! Our irresistible appetizers, seasonal entrées and home-made desserts feature fruits, flowers and herbs grown right here in our stunning Urban Oasis Gardens.

#### Starters & Small Plates

Sip a rosé martini, try zucchini blossom fritters (V) or braised dandelion greens (V, GF) for appetizers, and share small plates such as orange ginger seared scallops or chive flower flatbread.

#### Entrées & Desserts

Indulge in our chef's daily creations, such as lavender honey grilled chicken or fresh basil pesto (V) and be sure to leave room for scrumptious violet macarons or candied pansies (V, GF).



See the full menu!



#### Skills Acquired During Chapter

- View layout aids
- Type and style text
- Import text and thread text frames
- Import a graphic
- Move, rotate, fill, and stroke (outline) an object
- Add a QR code
- Automate formatting with paragraph, character, and object styles
- Check on potential production issues with the Preflight panel
- Preview a document in Presentation mode

#### My Comments

For this design, I changed the bottom stripe from the green color to the red because I liked that color the best and felt it popped more against a green background. I changed the edible blossoms' wording to dark green as well. For the flowers, I kept them to just 2 colors with the red in the middle of the two purple which I liked better. I additionally changed the font of the bistro and bar to be more fun and then made all of the subheadings purple instead of green. Lastly, I played around with the opacity of the images and turned them down a bit.

# Indesign

## Chapter Projects: Chapter 3 Setting Up a Document



### Skills Acquired During Chapter

- Create a new document and set document defaults
- Save custom document settings as a document preset
- Lay out a parent page
- Create an additional parent page
- Apply a parent page to document pages
- Add pages to a document
- Rearrange and delete pages
- Change the size of pages
- Create sections and specify page numbering
- Lay out document pages
- Prepare artwork to print to the edge of the paper
- Rotate a document page

### My Comments

For this chapter, I liked the format of the images so I decided to focus on the visual appeal of colors and typography. I switched up the font where bees and bugs and gardening tips are to be fun and look handwritten to match the vibe of the style. For the other subheadings, I made it a bit more professional but also fun with the thin bubble letter type. I changed all of the text to be navy blue to give the piece as a whole some more color and fun. Additionally, in the parent settings, I switched the top colors to be pink and blue. I did this because there was so much greenery in the images that the green on the top didn't complement it as well as I knew a different color could.

# Indesign

## Chapter Projects: Chapter 4 Working with Objects



### Skills Acquired During Chapter

- Work with layers
- Create and edit text frames and graphics frames
- Import graphics into graphic frames
- Crop, move, and scale graphics
- Adjust the space between frames
- Add captions to graphics frames
- Wrap text around an object or a graphic
- Change the shape of frames
- Create complex frame shapes
- Convert frame shapes to other shapes
- Modify and align objects
- Select and modify multiple objects
- Flow type on a path
- Add arrowheads to a line

### My Comments

In changing this chapter's assignment, I played around with the learned tools to alter my design. In starting with the logo which appeared on multiple pages, I used greens and a pink-ish red color to fill it in making it brighter to capture viewers' attention. I also made the color of the partial class calendar/the dates to be bright red because the white did not stand out a lot. In spacing the icons below, I spaced them to take up the entire width of the page. To match the logo and other type headings, I made the stroke behind the urban oasis type to be the red berry as well and increased the size of that font because in my opinion, it was too small before. Lastly, with the small rectangles on the flowering perennials page, I changed the shape to circles to make it a bit different.

# Indesign

## Chapter Projects: Chapter 5 Working with Color



### Skills Acquired During Chapter

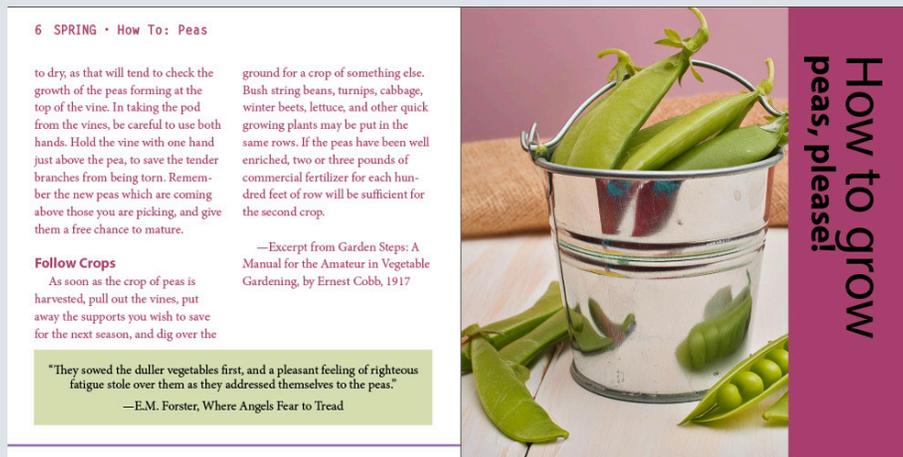
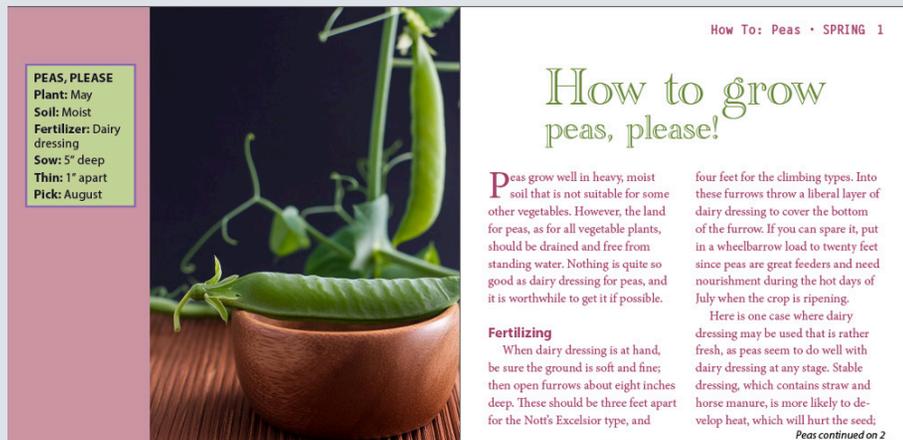
- Set up color management
- Specify output requirements
- Create color swatches
- Apply colors to objects, strokes, and text
- Search and replace colors
- Create and apply a tint
- Create and apply a gradient swatch
- Work with color groups
- Create color themes and add them to CC Libraries

### My Comments

For this chapter, I played around with the tools learned throughout the videos to further change the design. The overall background of the image I changed from light yellow to the tinted blue color that we made in the swatches panel. Next, I made the line and the date info under the image to be magenta as well to match the color of the orchard clinic. I also changed the font of this to be cursive to better match the title too. When learning about gradients I chose hot pink instead of light pink and applied it to both squares with an opposite diagonal pattern. For the \$75 square, I changed the background to light yellow to contrast against the blue background.

# Indesign

## Chapter Projects: Chapter 6 Flowing Text



### Skills Acquired During Chapter

- Import and flow text into existing text frames
- Resize text frames automatically
- Link text frames to flow text across columns and pages
- Create linked frames automatically
- Add pages and linked frames automatically while flowing text
- Clean up text by deleting extra paragraph returns
- Apply paragraph styles to text
- Control column breaks
- Align text to the baseline grid
- Make a jump line to indicate where an article continues

### My Comments

I included just two of the pages from this assignment to focus on the attributes that I changed to make my piece different. For one on the first page, I made the font different to be more fun and gave it a green color rather than black. Additionally, I hit select all the type and changed it to a bright red color to make the whole piece more colorful. Next, I changed both of the sidebars to be different shades of red. I additionally changed the bottom of page 6 to be green instead of pink to complement the green beans on the next page. Lastly, I used text to generate AI to find these pictures of beans instead of the other ones.

# Indesign

## Chapter Projects: Chapter 7 Editing Text



**Protect Your Peas**  
HIGH-PROTEIN, LOW CALORIE, VITAMIN-RICH PEAS ARE EASY TO GROW AND DELICIOUS TO EAT.

**Peas** are easy to grow, but once they pop up they need a little protection. A little daily attention will ensure an awesome crop and a supply of nutritious side dishes and snacks. Enjoy the fresh air and satisfaction of gardening during the day and peruse your cookbooks for ideas at night. Next month, we'll have plenty of great recipes for you to try.

**Cover.** Cover peas gradually as they grow. In using dairy dressing, the furrow is opened deep enough to allow for manure well below the peas. Of course this deep furrow is not necessary when fertilizers are worked into the soil. In that case, the furrow is opened to a depth of only about 4 or 5 inches. In either case, 2 inches of earth is drawn over the peas when first planted, leaving another 1 or 2 inches of earth to draw about them after they have grown 5 or 6 inches high.

**Thinning Out.** When the peas are up 1 inch or so, it is time to thin them out. Crowding is responsible for many poor crops of peas. Thin out the dwarf peas so that they stand about 1 inch apart, and the tall ones so that they stand about 1.5 inches apart. Pull out the weaker growths first. TIP: It may take some courage to thin them out, but it pays off in the end.

**Protection from Blackbirds.** Blackbirds are fond of pea vines when they are young and tender. Sometimes they will nip off the sprouts and spoil a long row in one early breakfast. A white string, stretched above the row, with white rags tied here and there, will usually keep them away. Small flags, made by tying a strip of white cotton cloth to a stick will serve well also. TIP: If there are many blackbirds about, it is a wise gardener who takes this easy precaution. It is a little too late after the blackbirds have been there.

**Caring for the Vines.** The dwarf peas need no further care, except cultivation to keep the earth soft and free from weeds. The blossoms form in about four weeks, and the peas ripen quickly after that. The season for peas begins early in May, and they are picked in August along the northern belt. Because of its fondness for cool climates and moist earth, the pea is most delicious and profitable in those states where the summer days are not extremely hot.

**Picking Peas.** It does not pay to pick peas before they are fairly well filled out, as they are wanted in that way. You can soon learn to tell, by a gentle pressure of the thumb near the lower end of the pod, whether the peas are large enough to pick. On the other hand, it is unwise to leave them on the vines to dry, as that will tend to check the growth of the peas forming at the top of the vine. In taking the pod from the vines, be careful to use both hands. Hold the vine with one hand just above the pea, to save the tender branches from being torn. TIP: Remember the new peas which are coming above those you are picking, and give them a free chance to mature.

**Follow Crops.** As soon as the crop of peas is harvested, pull out the vines, put away the supports you wish to save for the next season, and dig over the ground for a crop of something else. Bush string beans, turnips, cabbage, winter beets, lettuce, and other quick growing plants may be put in the same rows.

**Recipes.** Next month look for recipes for Soup, Aux Potes (Pea Soup), Balsamic Pea Salad, Lemon Orzo with Peas, Fregola with Peas and Ricotta, and Peas with Pancetta.

**Source:** "Protecting Your Peas" excerpted from *Garden Steps: A Manual for the Amateur in Vegetable Gardening*, by Ernest Cobb, 1917.



### Skills Acquired During Chapter

- Enter and import text
- Find and change text and formatting
- Check the spelling in a document
- Edit a spelling dictionary
- Automatically correct misspelled words
- use the Story Editor
- Move text by dragging and dropping
- Track changes and add notes
- Review the Adobe Fonts service

### My Comments

For this chapter, I wanted to keep a soft purple and green colored setting. I changed all of the body text to a deep purple color that I created in the swatches panel. Next, I swapped out the image above this text for a new close-up picture of peas inside a pod. On the other side, I played with the font of protect your peas by changing the font, making the fill color green, and adding a stroke color so it would stand out. Next, I made the text below it a deep purple color and filled in the frame around the photo and the overall background with the same color just at different opacity levels to give it an effect. Lastly, I swapped the front image to this one using AI and I felt this sunset one best fit the intended vibe.

# Indesign

## Chapter Projects: Chapter 8 Working with Typography



A BITE OF DELIGHT

### Strawberries

Heart-shaped fruit that's good for your heart? Check. Fruit that can boost your immunity, lower your cholesterol, protect your vision, prevent cancer (and wrinkles!) and help with weight management? Check. Vitamin C and vitamin K? Check, check. And on top of all that, strawberries are easy to grow.

Plant your strawberries in the full sun, 12 to 18 inches apart. Cover the roots, keep the central growing bud at soil level, and use a balanced fertilizer. In the spring, add compost and fertilizer, and then in fall mulch with straw. As your strawberries grow, keep them moist and weeded. As strawberries begin to ripen, cover them with light-weight netting to keep the birds at bay.

Pick strawberries when they're cool and refrigerate them immediately. Wash before use and enjoy! Your yogurt, pancakes, shortcakes and more are waiting.

**Chocolate-Covered Strawberries**

½ lb strawberries with stems  
½ cup chocolate chips  
¼ cup sprinkles

1. Wash the strawberries.
2. Melt chocolate in the microwave in 30-second bursts, stir in between.
3. Dip the strawberries in the chocolate, and then in the sprinkles.
4. Place on wax paper to set, about 30 minutes.

**Nutritional Facts**

Serving Size	6
Calories	280
Calories from Fat	35%
Protein	0g



“You stand out like a strawberry in a bowl of peas.”



### Skills Acquired During Chapter

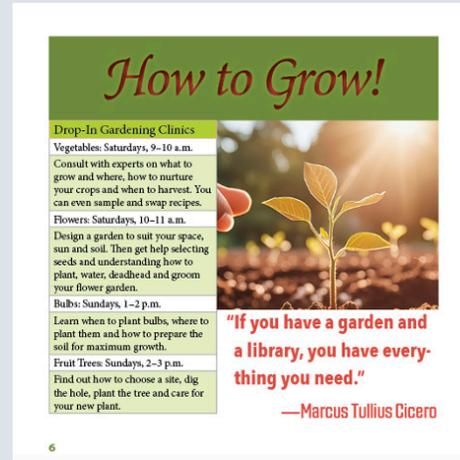
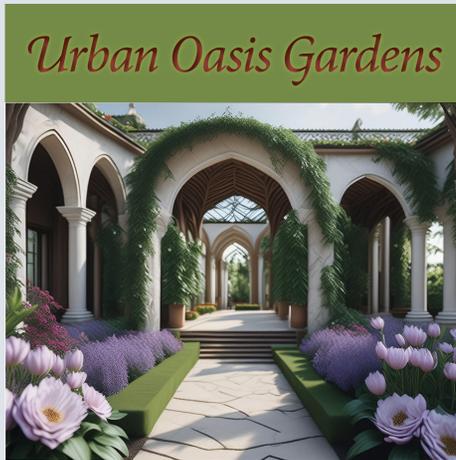
- Adjust vertical and horizontal text spacing
- Change fonts and type styles
- Insert special characters
- Create a headline that spans multiple columns
- Adjust line and column breaks
- Hang punctuation outside a margin
- Add and format a drop cap
- Adjust line breaks
- Specify a tab with a leader and create a hanging indent
- Add a rule and shading to a paragraph

### My Comments

In this chapter, there were several things that I changed to make it more original than the chapter guide. For one, I added the red color as a background and turned the opacity down to about 20% so that it would tie the piece together. I used a different font than the chapter as well because it was struggling to download on mine. Under the bight of delight, I added a slashed line rather than diamonds as well. For both images on the piece, an AI tool was used to find pictures that I ended up liking better and looked more authentic to me. For the body paragraphs, I made the drop text H red and the rest of the copy green for a fun effect.

# InDesign

## Chapter Projects: Chapter 9 Working with Styles



### Skills Acquired During Chapter

- Create and apply paragraph styles
- Create and apply character styles
- Nest character styles inside paragraph styles
- Create and apply object styles
- Create and apply cell styles
- Create and apply table styles
- Globally update styles
- Import and apply styles from other InDesign documents
- Experiment with style packs

### My Comments

For this chapter, some things that I altered on the chapter design in my opinion better supported Urban Oasis Gardens designs. On the Urban Oasis Gardens, I used both a drop shadow, inner shadow, and directional feather to give it a darker detail than the example. On this front page, I additionally changed the image to look like a beautiful garden. On the next page, I changed the heading for premium vegetable seeds to a different font and made it red. In addition, I swapped the plant photo to look more natural. On the table, I made the text above it red and kept everything within the table black and green. Lastly, for the last page, I changed the font of the quote and the one who said the quote and also swapped the image using ai generation.

# Indesign

## Chapter Projects: Chapter 10 Creating Tables

Urban Oasis Gardens *Summer Schedule*

DAILY DROP-IN ACTIVITIES				
Activity	Day	Time	Fee	
Attracting Butterflies	Su	8–10 a.m.	\$10	
Illustrating Botanicals 	M	noon–2 p.m.	\$25	
Creating Garden Flags	T	10 a.m.–2 p.m.	\$25	
Making Hummingbird Feeders	W	2–5 p.m.	\$50	
Tending Flowers	Th	9–11 a.m.	\$10	
Growing Edible Flowers	F	1–3 p.m.	\$10	
Making and Flying Kites 	Sa	8–11 a.m.	Free	

 Indicates off-site activity.

1

### Skills Acquired During Chapter

- Convert text to a table, import tables from other applications, and create tables from scratch
- Change the number of rows and columns in a table
- Rearrange rows and columns
- Adjust row and column sizes
- Format tables with strokes and fills
- Specify repeating header rows for long tables
- Place graphics in table cells
- Create and apply table and cell styles

### My Comments

I altered multiple things in this design to make it more attractive. I didn't love the purple and green because it didn't stand out much to me. Therefore, I used a soft peach orange and light blue which I think complement one another very well for summer colors. I didn't care for the green original gradient background even with these colors, so I deleted that overall because it took away from the table. I found new images for all the pictures using AI generation and tried to find orange in all of them to match the rest of the piece. Lastly, I played around with the title font to make it fun and colorful with the orange and blue and the different fonts.

# Indesign

## Chapter Projects: Chapter 11 Importing and Modifying Graphics



### Skills Acquired During Chapter

- Distinguish between vector and bitmap graphics
- Manage imported graphic files using the Links panel
- Adjust the display quality of graphics
- Import Adobe Photoshop and Adobe Illustrator graphics using different techniques
- Use various sizing and fitting techniques
- Work with different types of dropped backgrounds
- Adjust the appearance of graphics by manipulating paths and layers
- Create an anchored graphics frame that flows with text
- Wrap text around graphics
- Fill type with a graphic
- Create and use libraries of objects

### My Comments

This chapter with its busy colors made me alter the image in a few different ways. First, on the cover page where Songs of the Garden is written, I chose to bring the leaf out enlarged and place it behind the words to also contrast against the flower rather than in the navy rectangle. Next, for the text warp around the sunflower, I changed the color of the text of the songs from white to orange. To better contrast the images on the left, I put a dark red, orange, and blue square rather than purple to match the rest of the image and draw out the bright colors. I changed the hydrangea image from the blue color to the pink color in Photoshop. Lastly, I placed the same starflower above the Spanish writing because the graphic icon in my opinion didn't fit the rest of the image.

# Indesign

## Chapter Projects: Chapter 12 Working with Transparency



### Skills Acquired During Chapter

- Change the opacity of objects drawn in InDesign
- Apply transparency settings to imported graphics
- Apply transparency settings to text
- Apply blending modes to overlapping objects
- Apply feathering effects to objects
- Add a drop shadow to text
- Apply multiple effects to an object
- Copy effects between objects
- Apply an effect to one layer of a Photoshop file
- Edit and remove effects

### My Comments

For this design, I focused on changing the typography and coloring set as I liked the general layout. I didn't care for the purple accents, so I focused on a deeper red. I switched all the circles and gradients on the right side of the image to this deeper red. For the background for edible blossoms, I used light purple rather than navy blue too. I incorporated navy blue by changing the flower in the bottom left to this shade, making the star from the salad navy, and the circle next to it. Lastly, I played around with the fonts of all the typography on the flyer to best match what edible blossoms should represent. I felt like fun loose typography was better fitting than one that looked straightforward.

# Application Projects

Sneak Peek...



## 110 Grill

**Our Location**  
Stratham, NH  
19 Portsmouth Avenue  
Stratham, NH 03885  
(603) 777-5110

**Area Director:**  
Chris Breault (cbreaul@110grill.com)

**Hours:**  
Sun-Thurs 11:30 am- 9pm  
Fri-Sat 11:30am- 10pm

*At the Start* 6-8 ppl

**Spinach Dip** | 33  
Served with tortilla chips, artichoke and mushroom slices.

**Cheeseburger Sliders** | 40  
12 sliders

**Bistro Wings** | 52  
24 jumbo wings tossed with choice of succumbable sauce, BBQ or Buffalo.

**Crab Rangoon Dip** | 39  
Served with tortilla chips, artichoke and mushroom slices.

**Bang Bang Cauliflower Shrimp** | 35

**Assorted Flatbreads** | 35  
16 pieces. BBQ chicken, Margherita, Pig and Prosciutto

**Large Salads** 6-8 ppl

**Cesar Salad** | 24  
Crisp romaine hearts, homemade dressing and croutons, topped with shaved parmesan...

**Greek Salad** | 26  
Romano lettuce, tomatoes, cucumbers, red and green peppers, olives, feta, onions, and lemon vinaigrette.

**Kale Brussels Salad** | 45  
A blend of Brussels kale, roasted tomat spread, shaved brussels, cabbage, radicchio, onions, roasted purple onion, and dried gold apple, tossed in a white grape mustard vinaigrette, topped with goat cheese.

**Entrées** 6-8 ppl

**Apricot Shrimp Risotto** | 68  
Oven Baked Shrimp Tossed in An Apricot Glaze Over A Creamy Risotto With Tossed Goat Cheese, Sautéed Peas And Fresh Basil.

**Chicken Gargano** | 74  
Golden Fried Chicken Breast Topped With Peas, Potatoes, Marinated Artichoke, Tomatoes, Finished With A Balsamic Reduction.

**Steak Tips** | 74.00  
Southern Marinated Tips With A Whiskey Glaze.

**Mac and Cheese** | 46  
A Rich Four Cheese Sauce Tossed With Cavatappi Pasta And Drizzled With White Truffle Oil.

**Salmon** | 130  
Norwegian, 100% Antibiotic Free, Certified Or Caplan.

**Grilled Burgers** | 58  
A Mix of Beef, Pork, And Pork In A Creamy Tomato Sauce Tossed With Onions, Artichoke, And Shaved Potatoes, Served With Garlic Cashew.

**Chicken Tenders** | 55  
Served With French Fries.

**Vegetable Stir Fry** | 54  
Linguini Tossed With Sautéed Broccoli, Mushrooms, Onions, Carrot And Red Pepper, And Sauté Peas Tossed In A Soy Ginger Sauce And Topped With Grilled And Sautéed Tofu.

*Sandwich Platters* 6-8 ppl

**T10 Reuben** | 79  
Certified Angus Grilled Beef With Swiss, SwissKissed, And Our Special Dressing On Griddled Marble Pie.

**T10 Cuban** | 75  
Slow Cooked Pulled Pork, Shaved Ham, Swiss, Honey Mustard And Fresh Pickles Served On Griddled Thick Cuban.

**Hot Honey Chicken** | 75  
Chicken Breast Tossed In Fresh Honey, Crisp Fried In Citrus Sautéed Tossed Shredded Lettuce And Pickle Chips On A Griddled Bun, Topped With Hot Honey.

**Sals & Desserts** 6-8 ppl

**MASHED POTATOES** | 25

**RICE SALAD** | 28

**BROCCOLI** | 28

**ROASTED BRUSSELS SPROUTS** | 28

**Pulled Pork** | 78  
Pulled Pork, Tossed In BBQ, Served On A Griddled Bun With Colby Jack, Cheddar And Crispy Onion Rings.

**Steak and Cheese** | 75  
Angus Beef Steaks, Grilled On A Cast Iron Griddle With American Cheese, Served In A Tossed Pot Roll.

**Turkey Burger** | 75  
Sautéed Turkey Burger On A Griddled Bun, Served With Pepperjack Cheese, Avocado Slices And Two Toppings.

**110 Grill**

We Pride Ourselves On Our Scratch Kitchen And Ability To Accommodate Allergy Concerns And Dietary Requirements.

Before Making Your Order, Please Inform Your Server If Anyone In Your Party Has A Food Allergy.

\*These Items Are Cooked To Order AND/OR May Be Served Bare Or Undercooked, Containing Raw Or Undercooked Meat, Fish, Poultry, Or Eggs May Increase Your Risk Of Foodborne Illness.

All Persons Served - 1 Guest, A Two Hour Notice For All Cancellations Is Preferred.

Seasonal Menu Is Subject To Change.

While the chapter assignments were based off a general model that we made alterations to, application projects were designed completely by us given a prompt.

# Application Project 1

Before

Illustrator



Revised

Orion 5th Avenue, Bay Area, CA 902301  
222 555 7777  
Info@orionlogistics.com  
orionlogistics.com

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# Analysis & Reflection

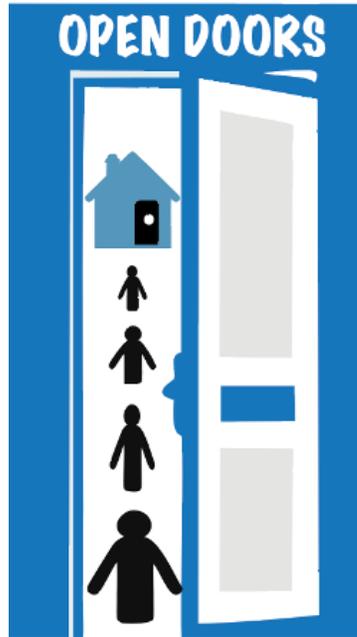
## My Signature Stamp

1. For this project, my goal was to create a symbol that displays both my personality as well as my career. I incorporated a bit about who I am through added elements such as the mountains and the waves from the beach. Additionally, I wanted to showcase the digital marketing side of me.
2. The target audience of the project is anyone whom I may be in contact with in my future career or companies I may be applying to for jobs.
3. How I initially approached the project was that I knew I wanted to incorporate different elements that were both visually appealing and represented me. There are many things that I like that wouldn't fit on a personal brandmark so I thought the beach and mountains would be a good fit.
4. The techniques and tools I used on this included using the text-to-graphic vector window to come up with AI-generated images of the ocean, mountains, and the clicker. Then using the tool eyedropper, I was able to match all the graphics to the shades of blue that I wanted. I drew a circle and used the horizontal and vertical-align tools to put the larger circle around my graphic images. Using the arrange functions I could hide certain elements of the mountains I didn't want by sending it to the back, and could align the image exactly how I wanted. Then for the font, I used wrap text and played around with the angles to shape it to the circle.
5. Off of feedback, I decided to make my two homes the beach/mountains more visibly separated. I also decided to make it my full name instead of JC.
6. My new version is better because it is more visually appealing and has a better flow for the purpose of the design.

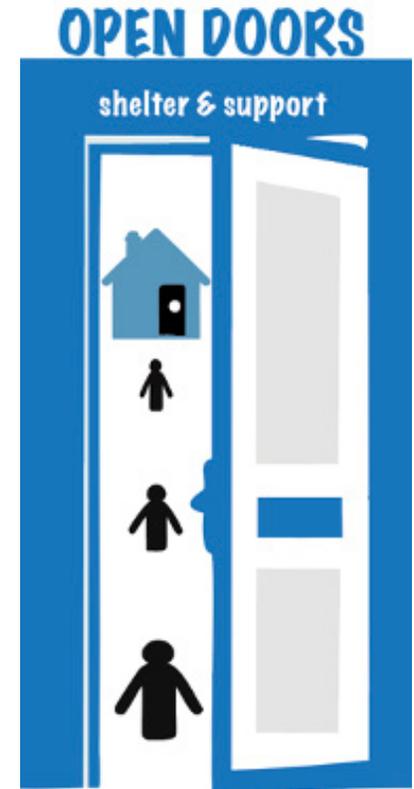
# Application Project 2

Illustrator

Before



Revised



Open Doors Current Logo



# Analysis & Reflection

## Brand Refresh for Open Doors

1. For this project, the goal was to redesign Open Door's current logo into something different. Open Door's current logo was very plain.
2. The target audience for the people who either are in need of shelter and support in the Harrisonburg area or those who have family/friends that are homeless and could benefit from a space like this.
3. Initially, I approached the project by thinking that the overall design needed more color to attract the average person's eye. This is why I wanted the door to be blue. Next, I knew I wanted to demonstrate what the open door allowed for which is why I made people of different sizes walk through the door. I felt like this showed it was a resource for the community members.
4. The techniques I used for this piece included the text to vector graphic to get the image of the door, the people, and the fake shelter. These were then edited to change colors and sizes that matched the design. For the people, I altered the sizing to show that they were walking in. I used a font that was engaging yet professional and looked strong and bold over the top of the door. I didn't want any more writing because I felt it would take away from the main message. I used the eye dropper to make sure colors were similar to what I wanted them to be.
5. Based on feedback, I changed how many people were walking in the door to make it less complex and only 3 people. I also added in the shelter and support so that people better knew what open doors was.
6. I think this will be better in making sure every person who sees this logo knows exactly what they do and how they help which is important.

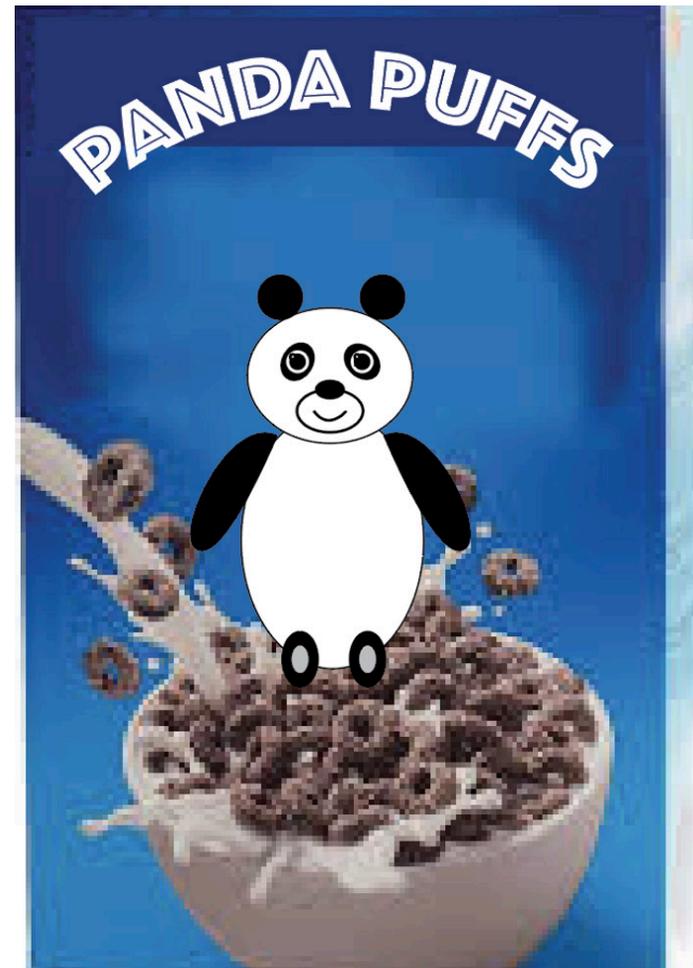
# Application Project 3

Illustrator

**Before**



**Revised**



# Analysis & Reflection

## Panda Puffs

1. The task was to create a cereal box with a character on it similar to someone like Tony the Tiger. Using tools that I have learned in the first half of the book, I created a panda bear and further came up with panda puffs.
2. The target audience for this project would be anyone shopping in the cereal aisle, adults, children and grandparents who may be looking for a fun cereal for their grandkids. If one of the children in their lives loves panda's then this cereal may be a great alternative.
3. Initially, I approached this project by thinking of some of my favorite animals as a kid. Panda's were always a favorite and I knew it would be fairly simple to make and easy to create a name for it. Panda's are simple with just two colors too but a classic favorite.
4. Some techniques and tools I used were the oval shape maker, the pen draw to make the arms curves, horizontal and vertical-align tools to get the circles inside one another, and the reflect tools to flip the arm once I made one side. I also used the pen tool to draw a curved line that acted as the mouth. In terms of colors they were pretty basic with black, white and gray.
5. Based off of feedback I changed my panda head to be more on top of the body to look more realistic. I also shrunk the size of the outline to be more realistic too. In terms of the lettering I used the effects tools to warp the writing and make it an arc. Lastly I put the panda in the bowl of cereal.
6. This new version is better than my previous version because it makes more sense visually and logically.

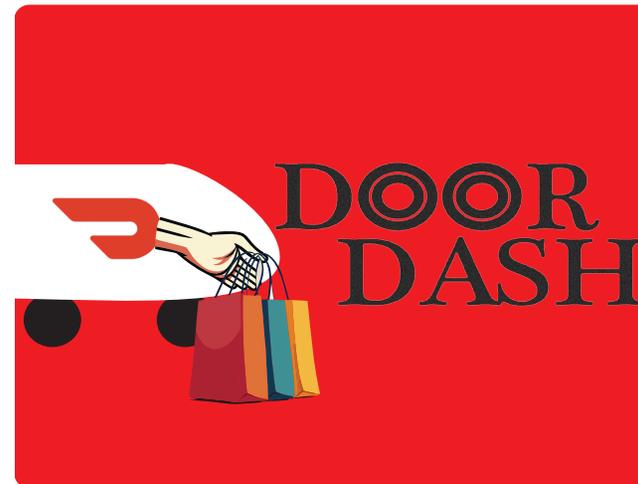
# Application Project 4

Illustrator

**Before**



**Revised**



**Door Dash Original**



# Analysis & Reflection

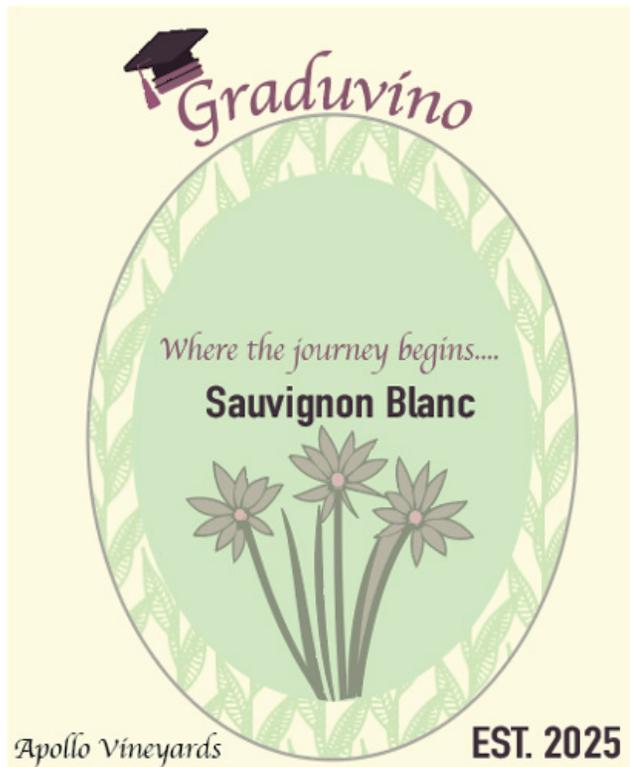
## Dashwheels

1. The goal of this task was to think of an app design that is currently lacking or a company that doesn't have an app thus far and to design the icon for them. DoorDash, in my opinion, has a simple app icon however it is just simply red and white and it doesn't always catch my eye when I am looking for their app so I decided to redo theirs.
2. There is a vast target audience for this app because anyone of any age may be using DoorDash in differing locations.
3. How I initially approached the project was by finding the app that I wanted to redesign. Because DoorDash is so popular I knew I wanted to keep their logo and colors to support brand recognition. I wanted to incorporate the car on there to show it is a delivery service and the words of the app I felt fit well.
4. Techniques and tools I used on this piece included the circles to make the wheels, then I used the curvature tool and shape builder to make the car. I decided to then play the logo of DoorDash on the car and write the words in a fun font that I think makes the O's look like tires.
5. I liked the design of my app but one thing I changed was I kept the O's in a different font to make it more visually appealing. I also slightly moved the words to have a diagonal feel. I added the hand with the food bags for an additional effect.
6. My new version is better than my previous version for clients because it is more visually appealing and the features will catch the eyes of app users to clearly show the purpose of doordash.

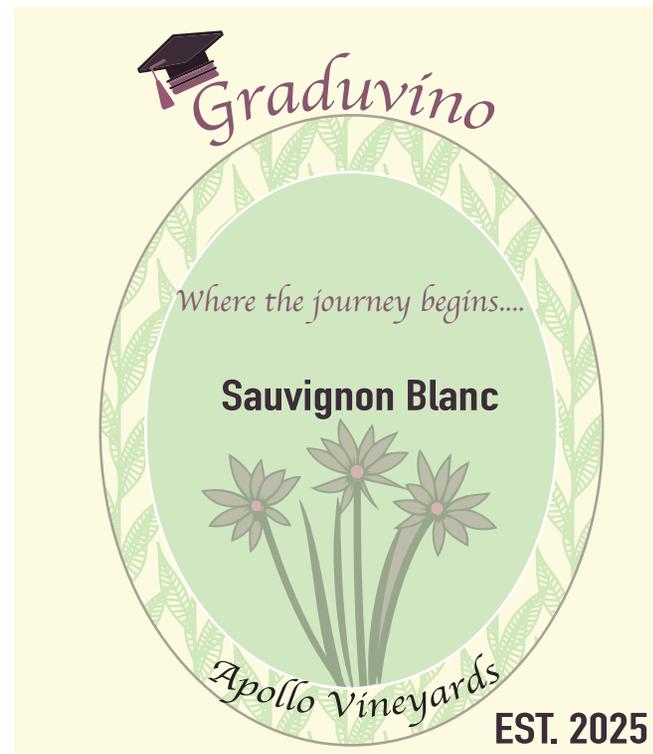
# Application Project 5

Illustrator

Before



Revised



# Analysis & Reflection

## Graduvino

1. The task in this project was to create a front label for a vineyard of your choice that would revolve around graduating college students for 2025.
2. The target audience for this project is anyone who is consuming or purchasing wine as a gift for a recent graduate.
3. Initially, I approached the project knowing I wanted to use soft colors, leaves and a floral element.
4. The tools I used to create this project, I first created a pattern of leaves using the pattern tools. Next, I found a font that I liked and used the warp tool to make it arc above the circles. To get the two circles inside one another I used the horizontal and vertical align tools. Next, I got the graphics of the flowers and grad cap from online and recolored them using the eyedropper to match what I had already done. I used translucent colors to make the flowers and leaves fade into the background to keep the focus on the writing.
5. In terms of revising my project, I put a small border around the inner circle using the stroke tool to make it stand out more. I additionally curved the text for apollo vineyards.
6. I think my new version will attract customers more because with the border and type changed it is cleaner and more appealing.

# Application Project 6

Illustrator

Before



**RHSPCA**  
**Adopt a friend, save a life**

**Our Goal:**  
To create a community free of pet homelessness and suffering through adoption and advocacy

**Adopt a friend, save a life**

**Our Goal:**  
To create a community free of pet homelessness and suffering through adoption and advocacy

**DONATE today**

**RHSPCA**  
To create a community free of pet homelessness and suffering through adoption and advocacy

**DONATE today**

**More Information:**  
• (540) 434-5270  
• 2170 Old Furnace Road, Harrisonburg, VA, 22802  
• <https://rhspca.org>

Revised



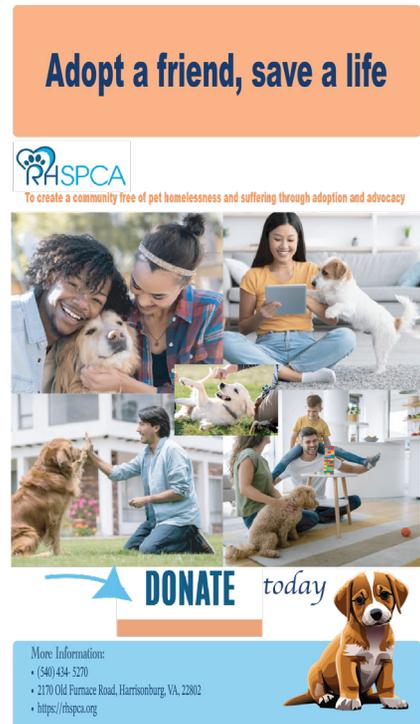
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**Adopt a friend, save a life**

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• <https://rhspca.org>

# Analysis & Reflection

## Adopt a Friend, Save a Life

1. For this project, the goal was to create both a Facebook and Instagram ad for the RHSPCA to promote donations and overall adoptions,
2. The target audience for this project includes people in the Rockingham County Community who may be interested or know someone interested in adopting a puppy.
3. Initially, I approached the project knowing that I wanted to keep their colors prevalent in the design. I also knew I wanted to insert multiple images.
4. For techniques and tools used it was a lot of using the eyedropper and shape tools to make the boxes where I typed the information and matched it to their logo. I used the text-to-image vector tool to grab a graphic of a puppy and searched the other images online. For the arrow, I made a curved line shape with the pen and then made a 3-sided star and filled it in to act as the tip. I kept consistency between the pieces but altered some things to create repetition for people seeing it.
5. Revisions I made included placing the arrow on the Instagram ad now too. Additionally, I removed the part that said Our Goal. Lastly, I changed the opacity of the super bright orange and blue down to make it more calming.
6. I think taking away some of the wording and making it dull but with still fun colors will keep more users engaged and more apt to read the ads than to be distracted by the bright colors.

# Application Project 7

Illustrator

**Before**



**Revised**



# Analysis & Reflection

## Marketing Mavericks JMU

1. For this task we had a goal to create a branded t-shirt for JMU and the marketing faculty and students. It was important to create something that most people would be interested in purchasing.
2. The target audience for this project would be JMU students and faculty who are in the digital marketing field as well as family members.
3. Initially, when approaching the project, I knew I wanted to incorporate both the aspects of JMU like the mountains and beautiful sunsets, but also digital marketing. Incorporating both of these ideas and tools I have learned, I was able to create this design.
4. In terms of techniques and tools used from illustrator, gradient was an important factor in creating the sunset element of my picture. I used clipping mask to make the shape of back t shirt design. I additionally used text to vector AI generation for the clicker icon and the mountains. The clouds were found by using the symbol pop up through window. I lastly for the back t shirt design arced the top of James Madison University along the edge of the imagery.
5. In revising this piece, I incorporated Hartman Hall instead of the mountains to better serve JMU's marketing department. On the shirt I turned the opacity down to have it blend in.
6. In my opinion, this serves a better purpose for marketing students in representing the business building and students as a whole,

# Application Project 8

Illustrator

Revised



# Analysis & Reflection

## Lend a Hand, Change Lives

1. For this project, the goal was to create a truck wrap for “Our Community Place”. It is a local place that helps the community with housing, warm meals, employment etc.
2. The target audience is members of Rockingham County in Virginia and their family/friends.
3. I initially approached this project knowing I wanted to use graphics of the community and have powerful messages on each side. I knew the logo should be on all 4 sides so I included it for customer brand recognition everywhere.
4. Looking at the first side, I wanted to find a powerful message about helping others and a graphic to go along with it. I searched for a graphic and then used the clipping mask to make a semi circle around the graphic and incorporated a sun above it. I matched the colors to that of their logo. Since this side wasn't going to have a lot of information, I decided to use a pattern and make it 10% opacity so that it was very subtle. On the other side I wanted to have slightly more information and include strong facts to support them, so I added their total meal count and housing switches from 2023. On the back, I left more information on how viewers could learn more about the company. I like the handwriting like font for stuff like this because I think it shows the natural impact an organization has on a community and looks more authentic.

# Application Project 1

Photoshop

**Before**



**Revised**



# Analysis & Reflection

## Imaginative Imprints

1. The goal of this project was to take a photo of ourselves and transform it into something that could be used in the portfolio.
2. The target audience for this project would be anyone who is going to view my portfolio.
3. Initially, I approached the project by knowing that I wanted to exemplify the two sides of marketing. Not just the creative and colorful side but also the side that deals with statistics, and numbers.
4. In terms of techniques and tools that I used; to create the gray feathery background I used the filter tab and then chose fibers and changed the color to light gray so I could put whatever colors I wanted on top of it. Then I took this photo of myself from Italy and using the object selection tool I removed the background so it could lay on top of the gray background. Next, I searched in the library photos of thinking bubbles, creative marketing and statistics to gather all the images I needed. I played around with the layering to put the images both over the thought bubbles and then used a clipping mask. On the thought bubble layers, I added an inside stroke so there would be an outline. For both lettering, I edited them to include drop shadows and outer glow effects, similar to the dots.
5. In terms of revisions, I made the color of the circles and thought bubbles to be purple to match the text. Next, I changed the size of the stroke on the clouds to be thinner. Lastly, I made my name bigger and moved it up toward the center.
6. I believe that this will be more attractive for my target audience because having purple throughout the piece will show consistency.

# Application Project 2

Photoshop

**Before**



**Revised**



# Analysis & Reflection

## Champion's Carnival

1. The goal of this project was for a fun photo, where you inserted a picture of yourself into a cartoon setting.
2. The target audience of this photo could be anyone interested in soccer, or viewing my portfolio.
3. Initially, it was difficult approaching this project trying to find a natural photo of myself. I decided to use one of my old soccer photos in the end because I thought it would add a fun twist to the piece.
4. Creating the outline of myself was a bit tough based on how my ponytail was swinging and the shape of my body in the photo. Therefore I used the magnetic lasso tool to select my body around the edges then used the eraser tool to clean up my hair edges and different areas around my body. Next, I inserted the World Cup text and included texture and a drop shadow on the lettering. Lastly, I went into the library and searched the World Cup trophy erased the background using the object selection tool, and then duplicated it to put on both sides of the words.
5. To revise this piece I moved the whole background of the photo over to make it look like I was shooting it on the goal and also removed the soccer ball in the photo. I replaced it with one I found in the library that had flames to make it look like it was moving fast.
6. Visually the revised photo makes more sense, especially with the graphic flame coming off the soccer ball.

# Application Project 3

Photoshop

Before



Revised



# Analysis & Reflection

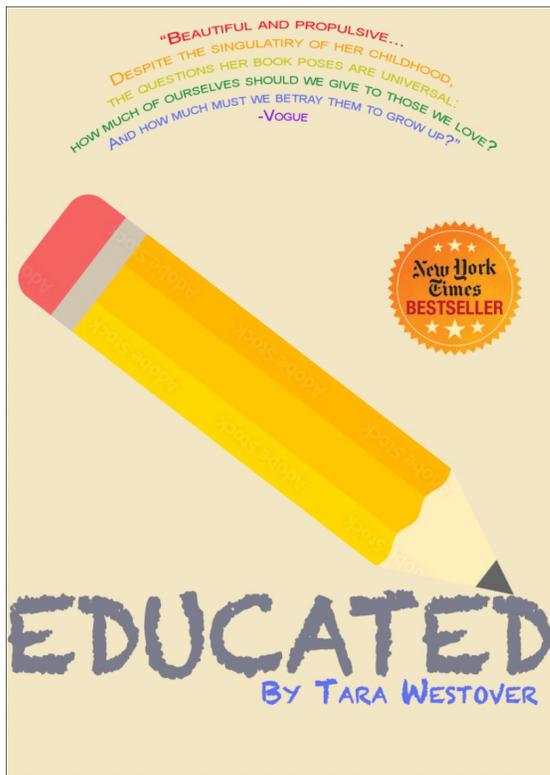
## Branding Brilliance

1. The goal for this project was to create a flyer for JMU marketing meet the orgs night.
2. The target audience for this group is COB Marketing Majors.
3. Initially, I approached this project knowing that I wanted to include something that had to do with digital marketing, hence the computer.
4. I used many different techniques and tools for this piece. To start I made a light purple background out of a rectangle and then designed the typeface for the top. I found the mac computer screen in libraries and used a clipping mask to make a picture of Hartman fit into the screen to represent the business building. I turned the opacity way down then added text over top of it with the details and Chick-fil-A a logo. Over the orgs night, I used the brush tool and put purple and gold splatter paint to make it more fun. I used a rectangle tool to make the top and bottom purple and gold layers. Then in libraries, I found a QR code and a clicker that people when they open their email could click on to register.
5. What I changed about the piece was minimal but made a big difference in the visual appearance. For one, I deleted the clicker graphic because it was too much. I also deleted the words join us for and the click here part of the registering sentence. Lastly, I changed the color of the meet to make it deeper purple to stand out.
6. These changes make it better for the target audience because it is visually more appealing and there is less info on the flyer for them to deal with.

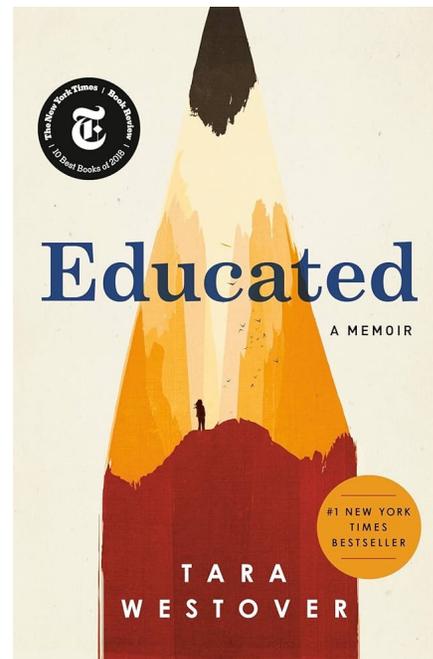
# Application Project 4

Photoshop

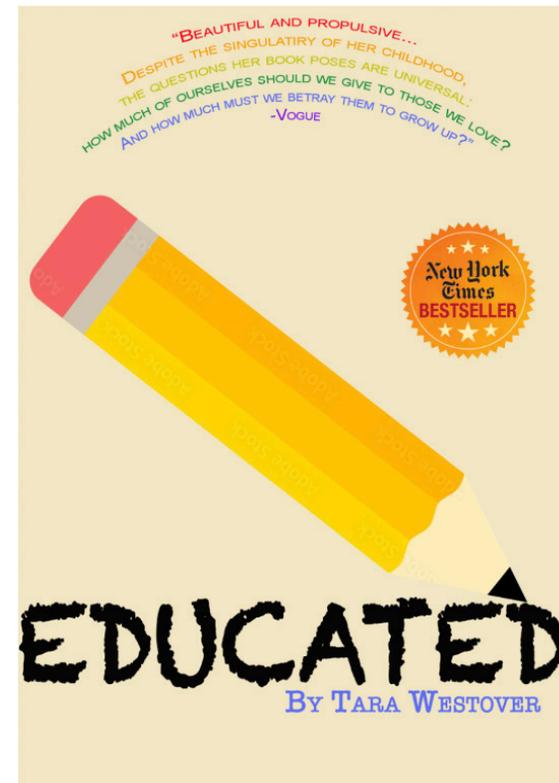
## Before



## Real Book



## Revised



# Analysis & Reflection

## The Courage to Learn

1. The task of this project was to find an ad, social media post, logo, billboard, or a book cover that could be redone with typography to better reflect the title.
2. The target audience for this would be anyone who is reading and educated or may view it via on-line or in-person shopping.
3. Initially, I approached the project by searching different book covers because I like to read and felt like I could be creative in redesigning one. I stumbled upon *educated* and noticed that I felt like it would look cool if the pencil was writing out the word *educated* rather than it being a bold and typewriter font to better display the title of the book.
4. Tools I used to create this were the rectangle tool to create the background and then in the library tool I search a pencil graphic. I deleted the background and then resized and positioned it how I wanted it. Then I typed in the arc type tool a section I saw on some of her other books with the quote from *vogue*, and changed each line to make it look like a rainbow because there were perfectly 7 and it went with the theme. The font I focused on it looking like it was written and the same color as the lead from the pencil.
5. I changed the typography of the author's name to make it more formal so that *educated* would look like the only thing that was handwritten. Additionally, I drew a triangle over the tip of the pencil to turn it black and then changed the title of the book to black so that it all popped out more against the pale book cover.
6. These changes made it more clear for book readers to see the title and conveys a deeper meaning for them about the book.

# Application Project 5

Photoshop

**Before**



**Revised**



# Analysis & Reflection

## Are you shore you don't need a new car?

1. The task for this project was to design a car advertisement for a dealership of your choice and to make a new limited edition car design for them in a creative way.
2. The target audience for this ad would be previous BMW owners, or anyone looking to purchase a new car in general.
3. Initially, I approached this project thinking about summer and people's adventures. I thought the beach would be a great place.
4. Tools I used during this project was first I found the background image in the library. Then I found a new BMW 2024 model and removed the background. Creating an adjustment layer on top of the BMW car, I selected blue colors and adjusted the saturation and hue levels until I got this pink color. Next I found an image of a towel flowing in the wind and after removing the background erased the hands connected to it and placed the layer behind the car so it looked like it was coming out from it. I added graphics of sunscreen, water bottle and the BMW logo and then lastly added the catchphrase with an outer glow on the text.
5. Changes I made included changing the location, color and size of the website link to better fit the theme. I made it purple and put it in the lower right corner so it wasn't taking away from the piece. Additionally, I moved the water bottle and sunscreen back a little bit and made them smaller to make sure people were not focusing on those props too much. I made the logo a bit transparent to make the car the main focus of the piece since there are so many bright colors.
6. I think these changes will make it better for BMW because it ensures people are focused on the right elements of the ad which is the car. It will be more visually appealing for everyone as well.

# Application Project 6

Photoshop

## Before

**RHSPCA**  
Helping Pets & People

RECIPIENT NAME: \_\_\_\_\_

ISSUED BY: \_\_\_\_\_

ISSUED DATE: \_\_\_\_\_

MAKE AN APPT CALL:

**AniCira**  
(540) 437-1980  
1992 Medical Ave,  
Harrisonburg

**AUGUSTA REGIONAL SPCA**  
(540)885-7838  
33 Archery Ln,  
Staunton

WWW.RHSPCA.ORG  
(540) 434-5270  
INFO@RHSPCA.ORG

**RHSPCA**  
Helping Pets & People

BRING THIS CARD TO YOUR APPT FOR A  
FREE CAT SPAY/NEUTER, RABIES &  
DISTEMPER VACCINE, AND A MICROCHIP

**1 FREE CAT NEUTER/SPAY VOUCHER**

## RCSPCA Design

**RHSPCA**  
Helping Pets & People

**Cat Spay/Neuter Voucher**

Bring this card to the surgery appointment for a free cat spay/neuter, rabies & distemper vaccine, and a microchip.

Made possible by: **petco foundation**

**RHSPCA**  
Helping Pets & People

www.rhspca.org  
(540) 434-5270  
info@rhspca.org

By utilizing this voucher, you agree to have this animal's microchip registered to you.

**AniCira**  
(540) 437-1980  
1992 Medical Ave,  
Harrisonburg

**AUGUSTA REGIONAL SPCA**  
(540)885-7838  
33 Archery Ln,  
Staunton

Recipient Name: \_\_\_\_\_

Issued By: \_\_\_\_\_

Issued Date: \_\_\_\_\_

To make an appointment, call:

All cats going through this program will be ear tipped

## Revised

**RHSPCA**  
Helping Pets & People

BRING THIS CARD TO YOUR APPT FOR A  
FREE CAT SPAY/NEUTER, RABIES &  
DISTEMPER VACCINE, AND A MICROCHIP

**1 FREE CAT NEUTER/SPAY VOUCHER**

**RHSPCA**  
Helping Pets & People

RECIPIENT NAME: \_\_\_\_\_

ISSUED BY: \_\_\_\_\_

ISSUED DATE: \_\_\_\_\_

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INFO@RHSPCA.ORG

# Analysis & Reflection

## Magic Money Voucher

1. The purpose of this project was to redo the design for a voucher at RHSPCA that allowed one free cat/spay.
2. The target audience would be cat owners in Rockingham County who may be in need of their cat to be spayed.
3. Initially, I knew I wanted to use some cute cat images on the voucher as well as information that someone seeing it may need to know so I wanted to equally incorporate both.
4. For the front of the voucher, I used the shape tool to make a rectangle with a bit of opacity and then in the libraries tool found a cute image of a kitten and erased the background. Following that I used the paw print and logo from the brand guide and then typed over it in Arial font. In terms of the back I used the opacity tool to turn down the bright blue color and placed RHSPCA in front of it. Next, I included information that the recipient would fill out, the logo, places to call, and then another cute image of a bunch of kittens in the bottom corner. For that image, I erased the background and then turned the opacity down. I also made an orange rectangle to separate the two places one could call.
5. A few things I changed about my logo was on the back I changed the writing to match the orange box so that it all looked more put together. On the front, I warped the text into an arch to make it more fun.
6. I think these changes will help make the piece more cohesive for their brand image and make it overall more attractive for potential customers. Incorporating the orange was something I wanted to do because I feel like it sticks out against the blues.

# Application Project 1

Indesign

Before

## 110 Grill



Our Location  
Stratham, NH  
19 Portsmouth Avenue  
Stratham, NH 03885  
(603) 777-5110

Area Director:  
Chris Breaud (cbreaud@110grill.com)

Hours:  
Sun-Thurs 11:30 am-9pm  
Fri-Sat 11:30am-10pm

### At the Start 6-8 ppl

- Spinach Dip** | 23
- Cheeseburger Sliders** | 40
- Bistro Wings** | 52
- Crab Rangoon Dip** | 39
- Bang Bang Cauliflower Shrimp** | 35
- Assorted Flatbreads** | 35

### Large Salads 6-8 ppl

- Caesar Salad** | 36
- Greek Salad** | 36
- Kale Brussels Salad** | 45



### Entrees 6-8 ppl

- Apricot Shrimp Rizzotto** | 88
- Chicken Caprese** | 74
- Golden Fried Chicken Breast** | 74
- Steak Tips** | 140
- Mac and Cheese** | 46



### Sandwich Platters 6-8 ppl

- 110 Reuben** | 79
- 110 Cuban** | 75
- Hot Honey Chicken** | 75
- Chick'n Breast in Frico** | 75
- Crab Rangoon Dip** | 39
- Hot Honey Chicken** | 75
- Turkey Burger** | 75



### Sides & Desserts 6-8 ppl

- Mashed Potatoes** | 25
- Rice Salad** | 28
- Broccolini** | 25
- Roasted Brussels Sprouts** | 28
- Brownies** | 24



For More Information/ Other Locations  
Check out <https://www.110grill.com>

Revised

## 110 Grill



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- Apricot Shrimp Rizzotto** | 88
- Chicken Caprese** | 74
- Steak Tips** | 140
- Mac and Cheese** | 46
- Salmon** | 130
- Gnocchi Bolognese** | 88
- Vegetable Stir Fry** | 54



### Sandwich Platters 6-8 ppl

- 110 Reuben** | 79
- 110 Cuban** | 75
- Hot Honey Chicken** | 75
- Chick'n Breast in Frico** | 75
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- Broccolini** | 25
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- Brownies** | 24



For More Information/ Other Locations  
Check out <https://www.110grill.com>

## 110 Grill

We Pride Ourselves On Our Scratch Kitchen And Ability To Accommodate Allergy Concerns And Dietary Requirements.  
Please Notify Your Order. Please Inform Your Server If Anyone In Your Party Has A Food Allergy.  
\*These Items Are Cooked To Order And May Be Served Raw Or Undercooked. Consuming Raw Or Undercooked Meat, Fish, Poultry, Or Eggs May Increase Your Risk Of Food-Borne Illness.  
All Portions Serve 4-6 Counts. A Two Hour Notice For All Catering Orders Is Preferred.  
Seasonal Menu Is Subject To Change

## 110 Grill's

### Starters

Serves 6 - 8 People

- SPINACH DIP** | 23
- CHEESEBURGER SLIDERS** | 40
- BISTRO WINGS** | 52
- CRAB RANGOON DIP** | 39
- BANG BANG CAULIFLOWER SHRIMP** | 35
- ASSORTED FLATBREADS** | 35

### Large Salads

Serves 6 - 8 People

- CAESAR SALAD** | 36
- GREEK SALAD** | 36
- KALE BRUSSELS SALAD** | 45

### Sides

Serves 6 - 8 People

- MASHED POTATOES** | 25
- RICE SALAD** | 28
- BROCCOLINI** | 25
- ROASTED BRUSSELS SPROUTS** | 28

### Entrees

Serves 6 - 8 People

- APRICOT SHRIMP RIZZOTTO** | 88
- CHICKEN CAPRESE** | 74
- STEAK TIPS** | 140
- MAC AND CHEESE** | 46
- SALMON** | 130
- GNOCCHI BOLOGNESE** | 88
- VEGETABLE STIR FRY** | 54

### Sandwich Platters

Includes 3 Sandwiches Cur To Half Serves 6 - 8 People

- 110 REUBEN** | 79
- 110 CUBAN** | 75
- HOT HONEY CHICKEN** | 75
- CHICK'N BREAST IN FRICO** | 75
- CRAB RANGOON DIP** | 39
- HOT HONEY CHICKEN** | 75
- TURKEY BURGER** | 75



# Analysis & Reflection

## Menu Makeover

1. The purpose of this project was to redesign a menu for a restaurant. I decided to focus on a catering menu because it is something that could be easily passed out to restaurant visitors.
2. The target audience for this redesign would be current 110 grill customers, people who attend catered events by them, and people who are looking for a local catering company.
3. Initially, when starting this project I picked a local restaurant that I knew had reliable and delicious food. I wanted to brighten up their menu a bit and make it less dull/dark and old looking which it currently was.
4. Tools I relied on heavily during this were creating frames and sometimes double columns for both images and text fonts. The paragraph design tools were important as I created paragraph styles for subheadings and body text to use for all the entrees and descriptions. To keep the coloring the same I used the eyedropper tool to have the same orange and brown shades. I used differing fonts throughout to make it more engaging and visually interesting.
5. Changes I made to mine included a background color on the front page, making a rectangle of the orange color behind different sections to break them up a bit. Additionally, I added the 110-grill logo and allergen information on the back side of the menu.
6. These changes will better represent 110 Grill through brand recognition and attracting customers' eyes of interest to read the menu.

# Application Project 1

Indesign

## Before

### Get Involved!

**WHY?**

- Build Your Resume
- Make New Friends
- Leadership Opportunities
- Networking
- Personal Growth
- Skill Development
- Serve Your Community
- Find Your Passions



### Make The Most of Your College Experience



**Reach out to an advisor today!**

## JAMES MADISON UNIVERSITY

MARKETING DEPARTMENT



Discover the Organization that Transforms Your Career Dreams into Reality



## Revised

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## Marketing Organizations

**American Marketing Association**  
The American Marketing Association at James Madison University aims to create an educationally-enriched culture that places an emphasis on leadership, networking, communication, professionalism, and adaptability to our ever-changing world. As a premier marketing organization on campus, we prepare members for the transition from undergraduate life to a successful career in the dynamic realm of business.

Robert McMillan  
mcmillr@jmu.edu

**AAPI Scratch Pad**  
Scratch pad is derived directly from the special collection in James Madison University's library, "The Scratch Pad" was a student publication at the state teacher's college of Harrisonburg, Virginia. The only record on file is from 1931. We were inspired by their tagline "published now and again..." and wanted a strong connection to our university. We use the again. To us, scratch pad is just the beginning. The beginning of every brainstorm, of every project, design, copy, strategy, and research. It's where ideas are brought to life. Put to paper.

Cassandra Collins  
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**Global Commerce Club**  
The Global Commerce Club is a student-run organization under the leadership of distinguished faculty. This club engages students and faculty through interactive, informative, and social events. It is open to all students for all reasons of academic excellence with economic status, gender, religion or racial orientation. Specifically, the Council for Inclusive Excellence will develop, recommend, and insure the implementation of strategies and educational activities to uphold the college's commitment to diversity.

Paul Hopkins & Bud Clarke  
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**DECA**  
Collegiate DECA is a student-driven organization that values competence, innovation, integrity, and teamwork. DECA prepares students for careers by integrating skills learned in the classroom into real world experiences. Collegiate DECA programs include academic, professionally responsible, experiential, and leadership opportunities. Community oriented programs with a strong focus on business-related fields. Collegiate DECA conferences and other activities give students unique access to internships, scholarships, competitions, and professional networking.

Leahay King  
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**Delta Mu Sigma**  
In 2016, Digital Marketing students at James Madison University founded the first honor society dedicated to the commitment of growth, innovation, and integrity of digital, direct, and database marketing scholarship and practice.

Jenna Parker  
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**Mu Kappa Tau**  
Mu Kappa Tau National Marketing Honor Society (MKT), the only marketing honor society recognized by the Association of Collegiate Honor Societies (ACHS), is open by invitation only to students who achieve the highest academic standards, including a 3.25 or higher GPA. Juniors must rank in the top 10 percent of their class of marketing majors to qualify for admission, while seniors and graduate students ranking in marketing must rank in the top 20 percent of their fellow marketing majors.

Bill Faranda  
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**Professional Sales Club**  
As an organization, we want to help all students that are interested in sales and give them the knowledge and skills they need to be successful in a professional sales role. The JMU Professional Sales Club hosts many events including resume workshops, corporate presentations and gatherings, LinkedIn tutorials, networking opportunities, and job/internship fairs.

Steven Kozak  
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**Student Diversity Council**  
The College of Business Council for Inclusive Excellence was established in the fall of 2005 to encourage, inform, and celebrate diversity initiatives, as well as to inspire and enhance an environment of inclusion for all regardless of age, ethnicity, social economic status, gender, religion or sexual orientation. Our mission is to provide students with the proper skills and resources to succeed within our global environment. Our objectives are to stimulate awareness in global and cultural issues to promote a harmonious global perspective, and to create opportunities for networking and career growth in a global environment.

Mert Tokman  
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# Analysis & Reflection

## The Ultimate Guide to Your Future

1. The goal of this project was to make a tri-fold brochure for the JMU Marketing Department showing the different clubs/organizations you can join, and listing the advisor's name and email. This was to be done using JMU's color and typography brand guides.
2. The target audience for this is JMU Marketing students.
3. Initially, I knew the middle I wanted to contain most of the information and have more visuals on the outside. I used lighter colors on the inside and JMU's classic purples and golds on the outside while still incorporating it softly into the information.
4. To create the template, I used an online website that helped me lock in guides to build the brochure. I then created frames and text boxes and figured out what paragraph styles I wanted to create for the inner part of the piece. There was a style for the name of each club, their description, the advisor, and the advisor's email. For the information part, I created circles and turned the opacity down to give a slight color effect of purple and gold. On the front for the James Madison Title, I placed many effects like drop shadow, bevel and emboss, and an inner glow so it would look like it was popping out from the page.
5. For this chapter, I slightly changed both the inside and outside background colors to have a lighter tint of purple and gold. I added a background color behind the JMU logo to make it pop more, and increased the font size of the get involved and why.
6. These changes will make it easier to read and will capture more JMU students attention with its coloring and imagery.

# The Global Journey Concludes



 Jensen Casassa  
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*Thank you for taking the time to read all about my time spent in Adobe Illustrator, Indesign, and Photoshop. Feel free to reach out with any questions!*