

Malana Tennessee
Just Keep Moving Forward

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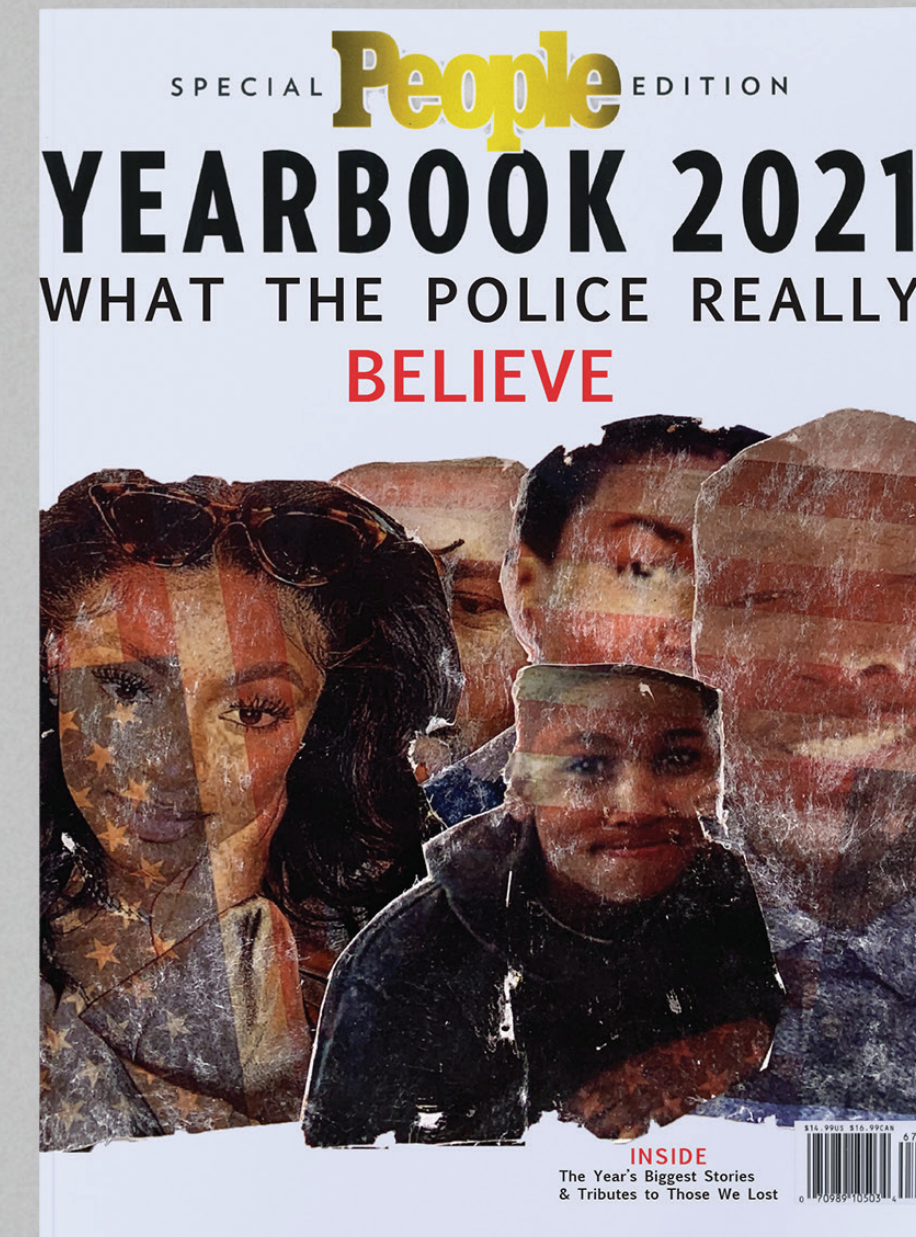
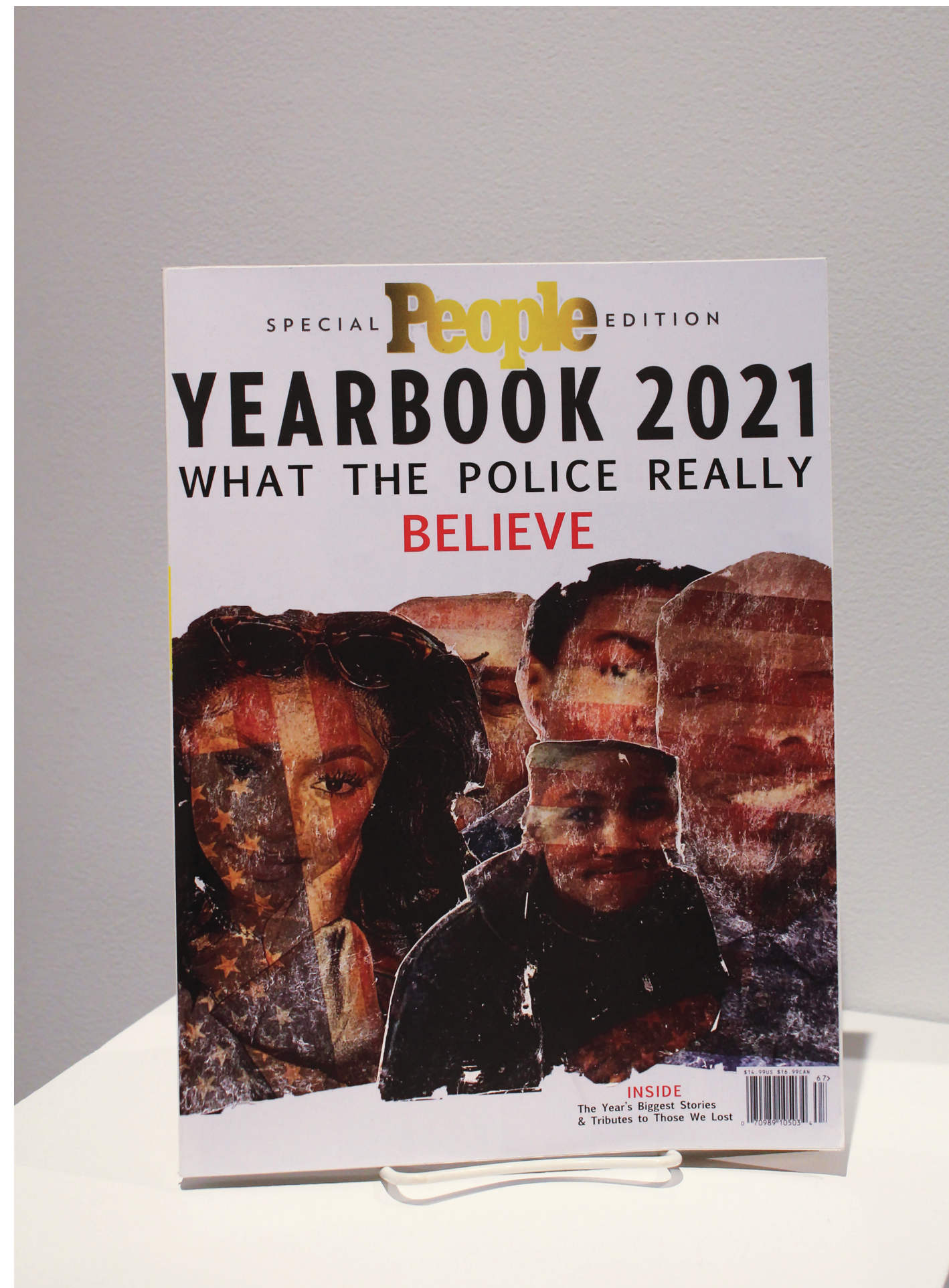
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■ What the Police Really Believe Magazine

Advertising Publication

This project was to prepare me to create illustrations of a “controversial” topic for a magazine cover and article spread. This cover and spread had to be produced physically, so no digital programs were used besides inputting content type and color-correcting photos. The project was focused on photomanipulation so methods used were destruction, hands-on collage, and materials.

What the Police Really Believe was selected as a winner in the Graphic Design USA National Competition. The magazine also received an Honorable Mention in Illustration at the School of Performing & Visual Arts Student Show 2023.





- What the Police Really Believe expansive is to advertise a Special Live Broadcast show from CNN Breaking News to entice, educate, and inform the general audience of the topic of Police Brutality and forgotten victims.



■ The Antidote Beer Bottle Four Pack Historical Style Study

Branding

The concept of this project is to be tasked with designing a label and four-pack for a fictional Ginger Ale, Root Beer, or Beer Product. The label and pack must be directly inspired by a design that predates 1950. I was given the Victorian Era, and I thought of flourishes, soft pastel colors, and romance, and wanted to branch away from the typical Victorian aesthetics.

Research led to the process of the Victorian Era being obsessed with death and corpses after Prince Albert's death. Historical fact: they use to put human limbs into medicine, which led to my conclusion of the brand being, "The Antidote" slogan being, "Cure Your Thirst". Will you and your friends like a taste of The Antidote?





■ Come and Cure Your Thirst with The Antidote's Savory Toffee Malt Porter! A new flavor from The Antidote that will sweeten your tooth with chocolate and malty goodness! Rich chocolate brown and sweet caramel colors in the packaging relate to the beverage's foamy, chocolate caramel taste!

(Warning: we do not have actual corpses in our beverages.)



Culture Shock: Enidaso Cafe

Branding Advertising Web Design Publication

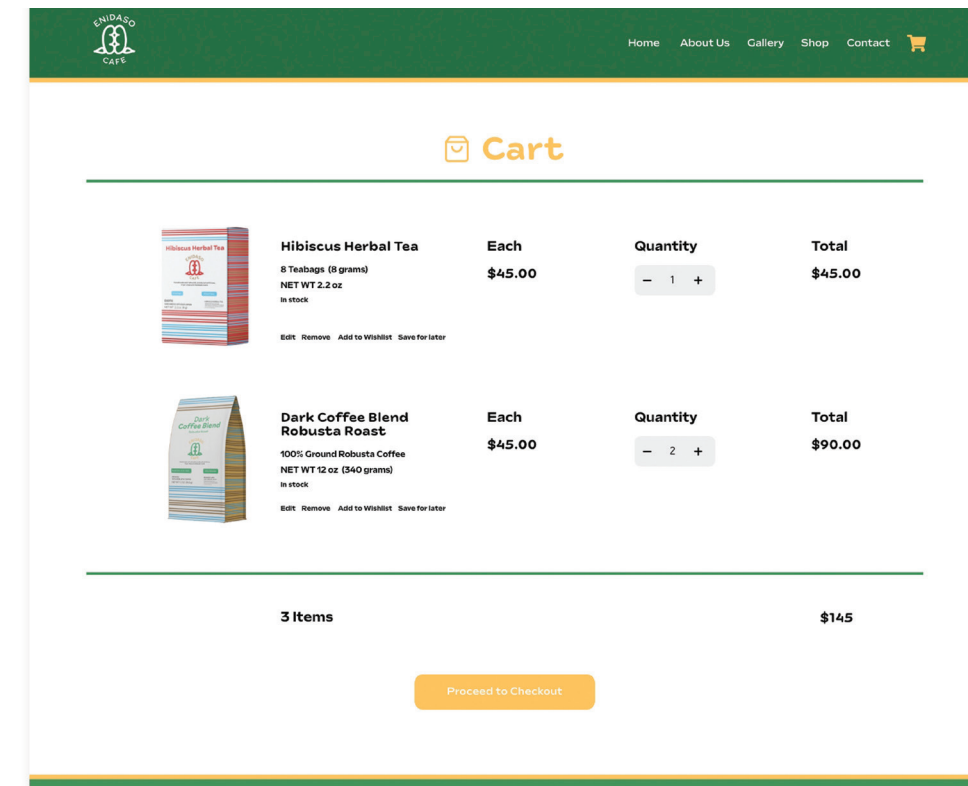
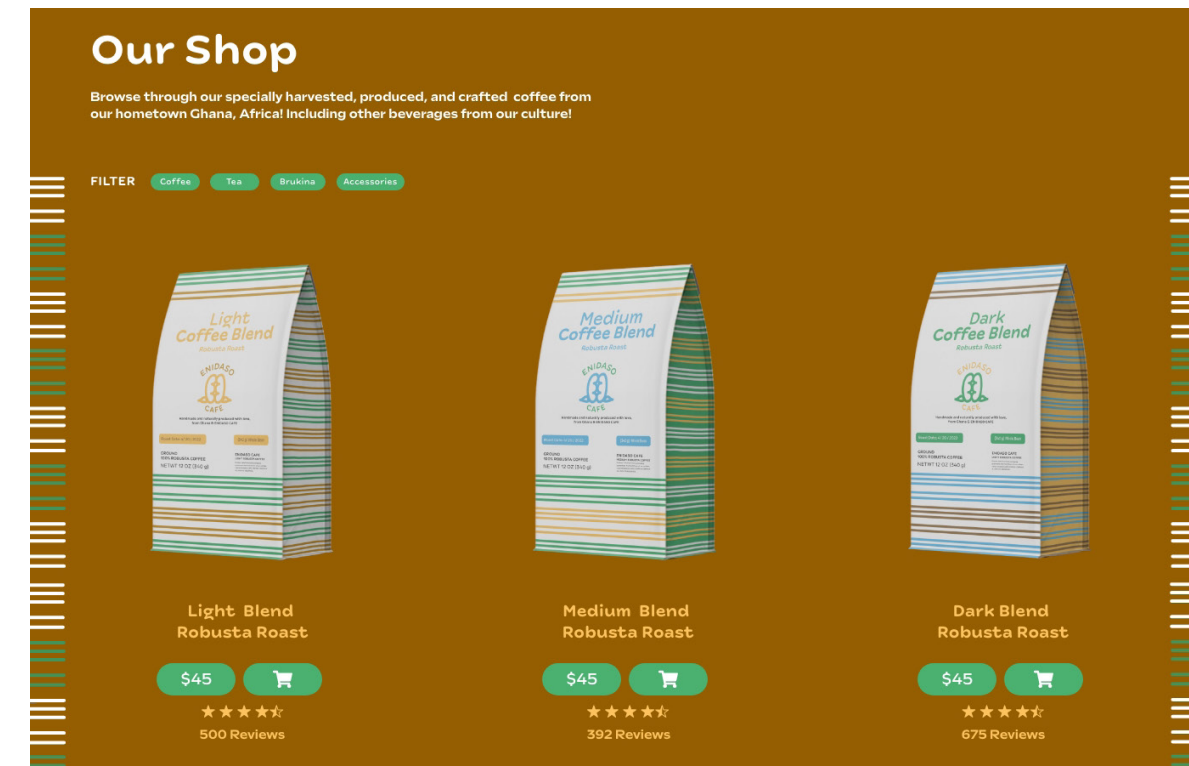
Culture Shock Coffee of selecting a country as a theme for a coffee shop to brand and create a packaging system of 3 coffee bags and a menu. Branding, Packaging, Publication, and Web Design are included with the expansion.

Choices were taken into consideration such as the symbolism and psychology of color that is both appropriate to Americans and Ghanaians. Robusta Roast Coffee was chosen because Ghana, the second-highest country in Africa for the production of cocoa beans, harvests Robusta Cocoa beans.





Enidaso Cafe's Lookbook and Website



This publication is an investor "Lookbook" and is a brand expansion to Culture Shock. The book is meant to educate the potential investor on not only Enidaso's brand but the culture of Enidaso is based on. The website is an expansion in the collateral campaign to provide more information about Enidaso with its history, food, and drinks, and shop online for the coffee bags.

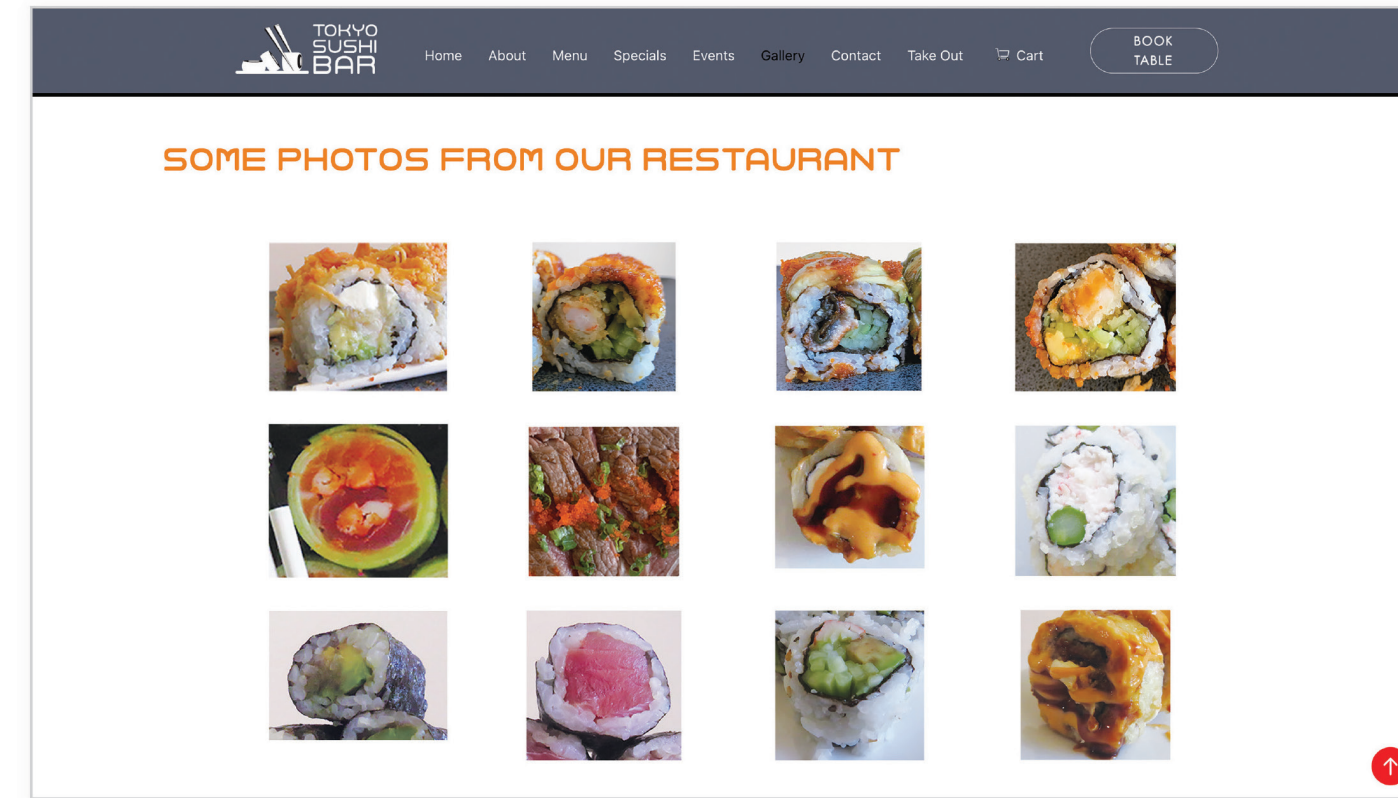
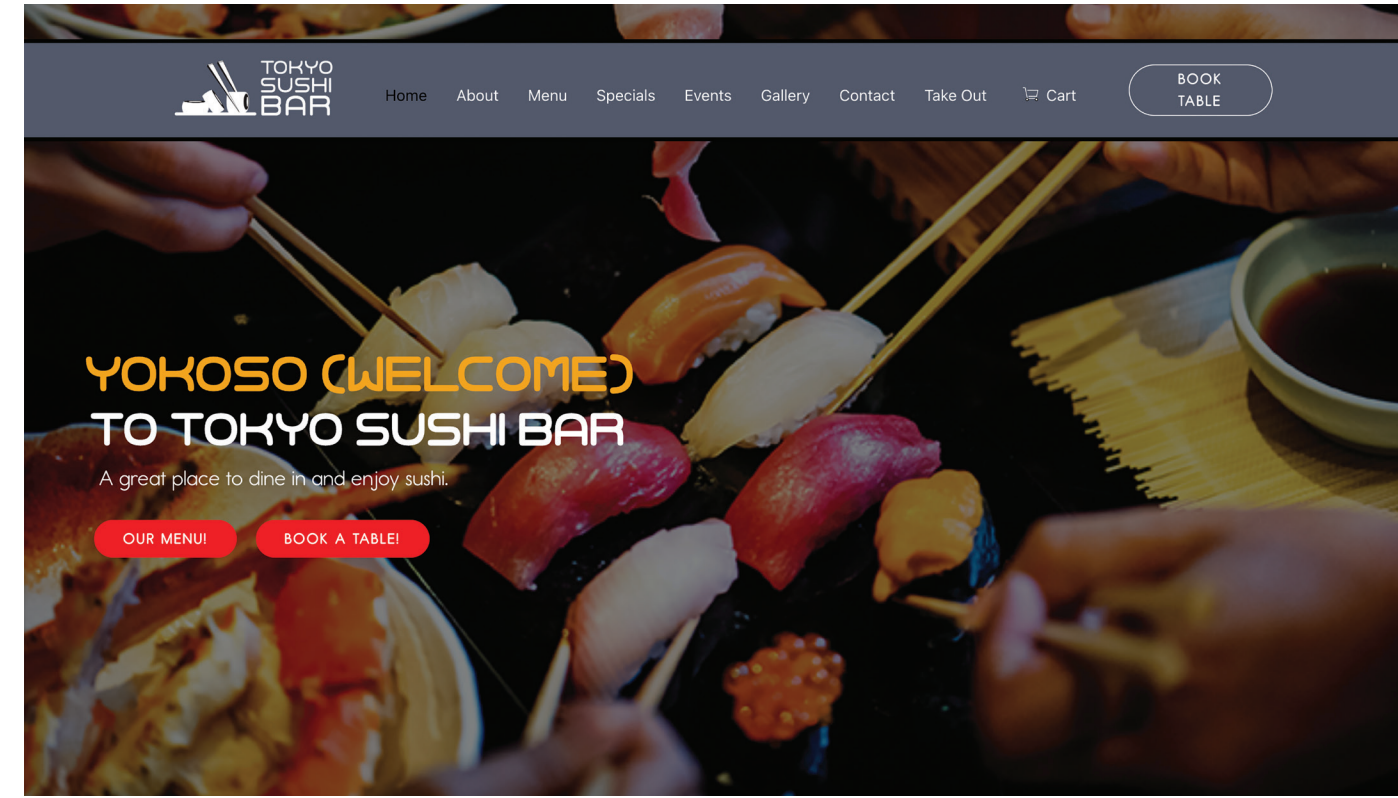
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Tokyo Sushi Bar Website

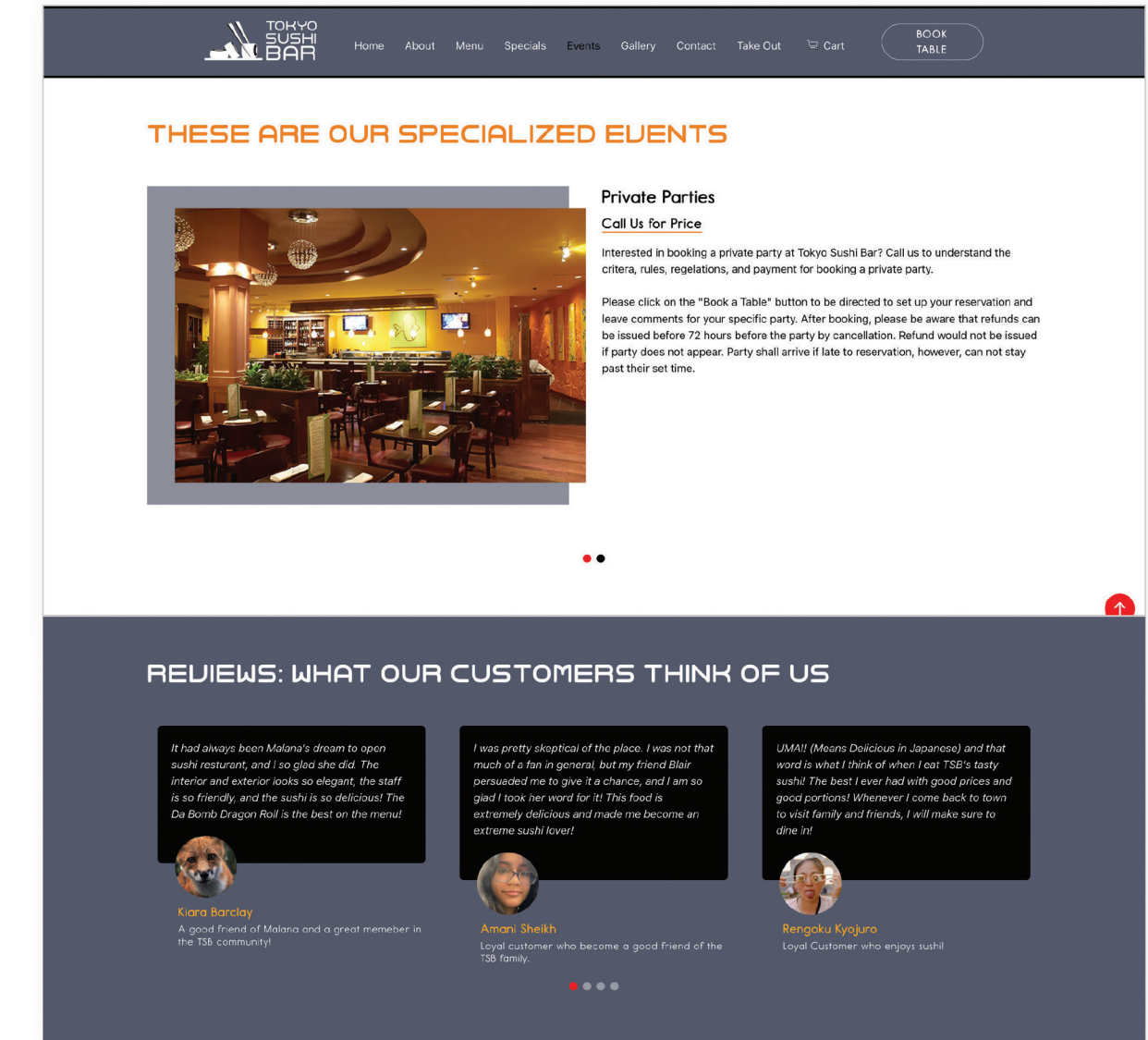
Branding Advertising Web Design

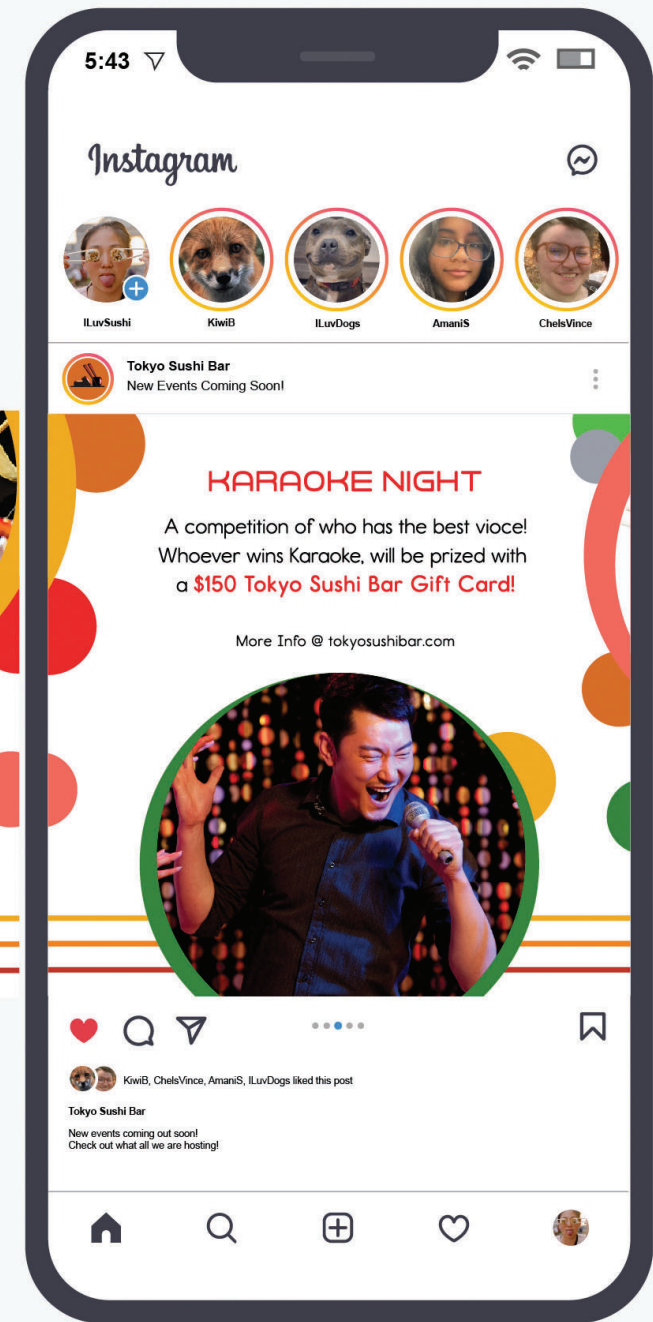
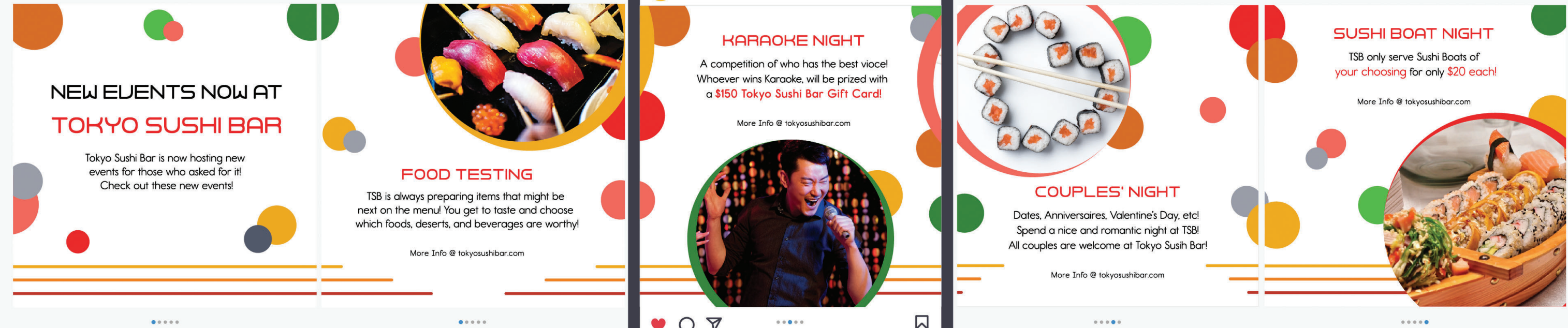
This website was produced to enhance the company's atmosphere in digital form. This website is to showcase the sophisticated and elegant yet simple tonality of Tokyo Sushi Bar. This project was to prepare me to use critical thinking skills of what important information needs to be included in the website. Also, taking into consideration of accessibility, user friendly, and responsiveness to the general audience. Tanoshi/Enjoy!

Tokyo Sushi Bar Website received 2nd place in Web Design at the School of Performina & Visual Arts Student Show.



Tokyo Sushi Bar Website





■ An expanded campaign for Tokyo Sushi Bar that consists of merchandise and advertising for the general audience who loves sushi!

Tokyo Sushi Bar Logo Animation

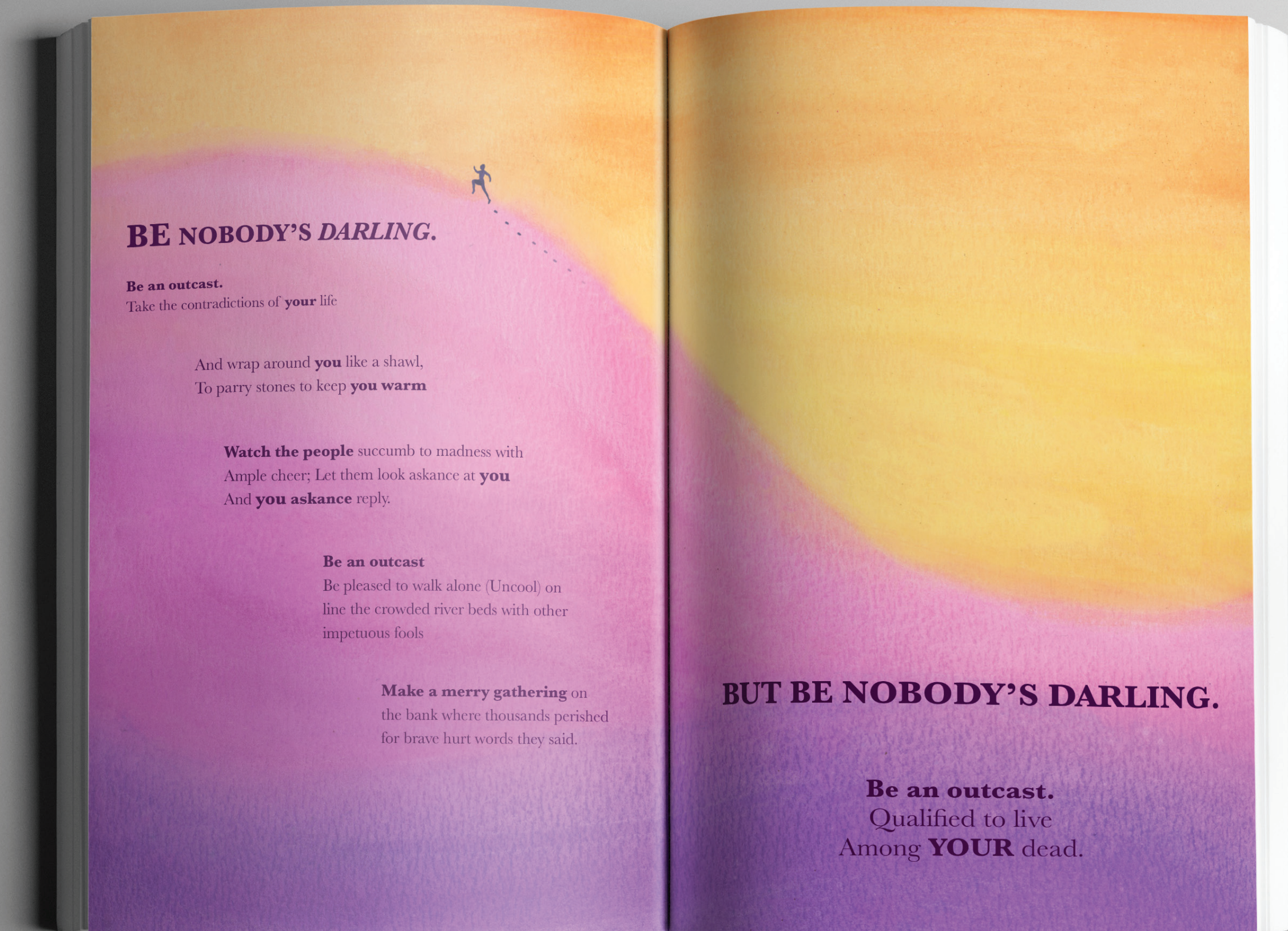
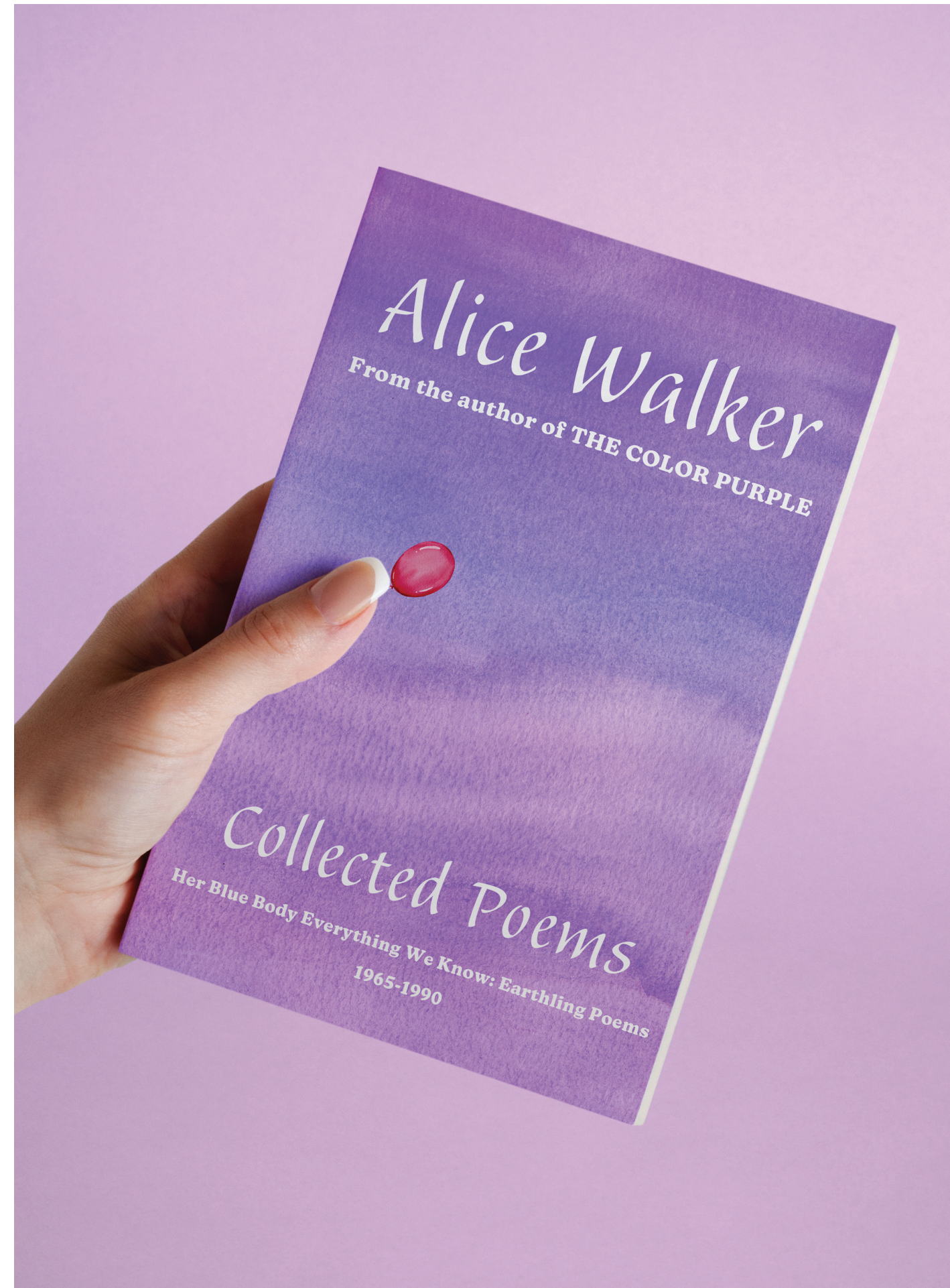


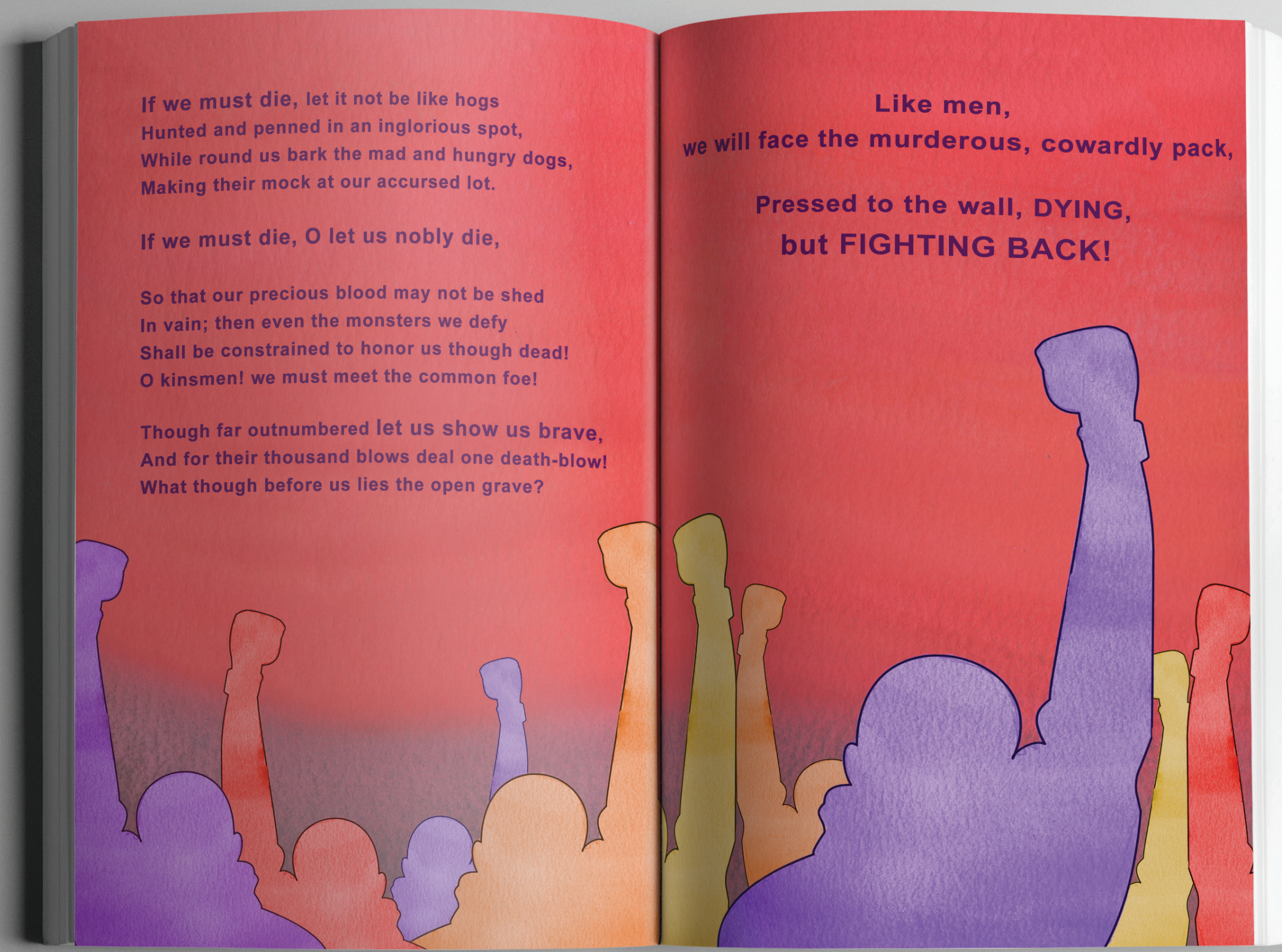
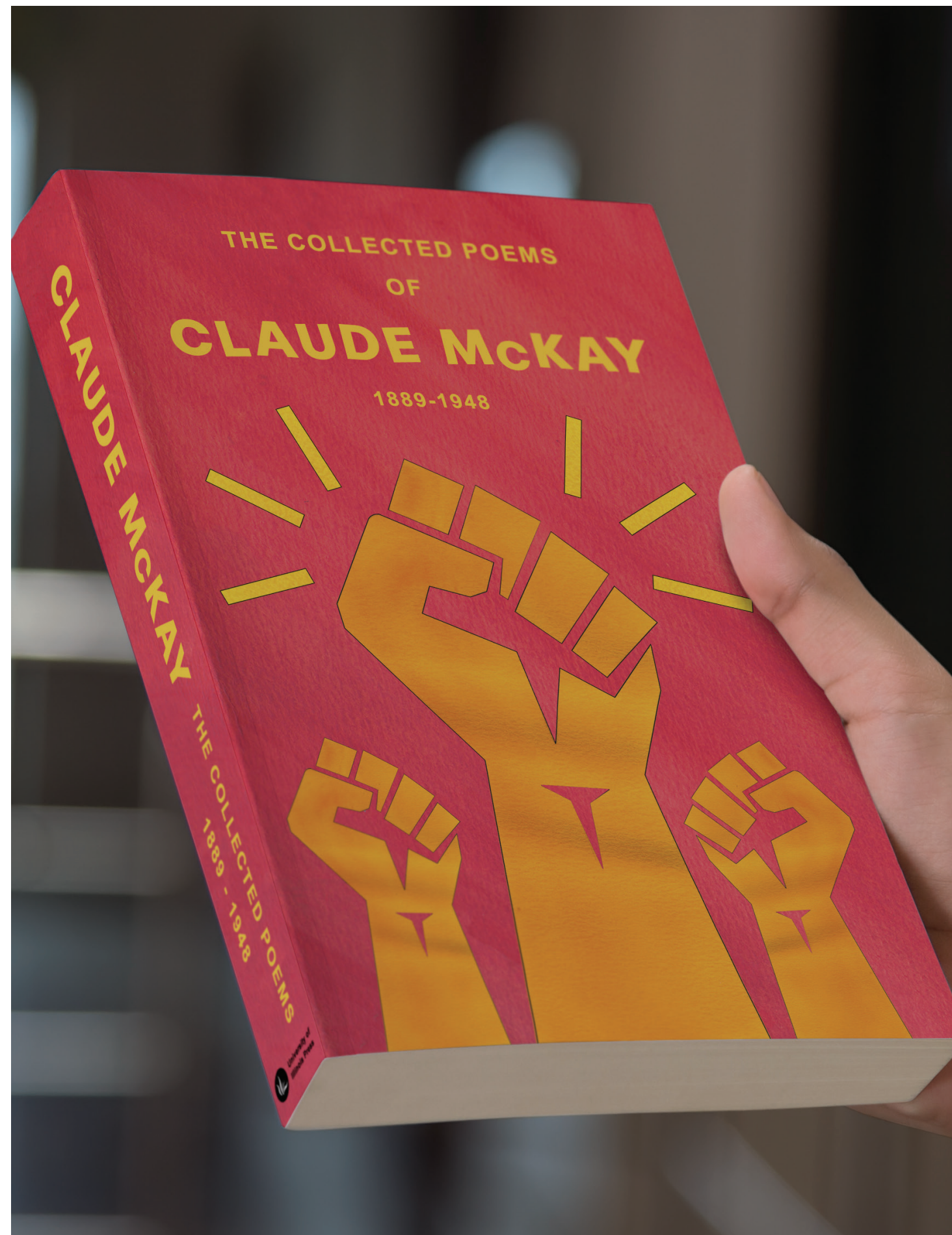
Alice Walker Collected Poems

Publication

This project was to choose one of the listed poets to create a Collected Poems illustrated cover and spread only using liquid medias (paint, watercolor, honey, food coloring, etc). I chose Alice Walker because I enjoyed how her stories consisted of the troubling times in the racist South, and through all unfortunate and hardships, there is hope. That is why the cover has a forgotten and lost balloon, however, it is floating in a beautiful, calming, and peaceful sky. The mediums for this project is watercolor and food coloring.

The poem spread is illustrated for Be Nobody's Darling. Do not be ashamed of being different from society, take control of your life and be proud, bold, and confident. Be your own person. That is why the lone silhouetted figure is running through the beautiful landscape, relating to how the poem use user interjection and actions to imply movement.





- The expansion for the poem's illustrated cover and spread is Claude McKay, a Jamaican American poet who wrote poems about the trials and tribulations of white authority during the Harlem Renaissance

The cover illustrates an abstract bloody red sky to relate to the events of his poems, with a group of fists showing empowerment and resistance toward the troubling topics discussed. The spread covers his poem, "If We Must Die" showcasing that if we must die, let us not die like pigs, but nobly brave and fighting back with no fear but pride.

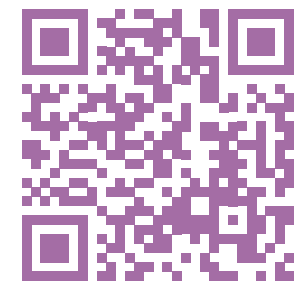
■ Black Lightning Tv Show Intro

Branding

Black Lightning's Back! This project was choosing a Tv Show and creating an intro for it with Adobe Premiere Pro. I chose the DC show, Black Lightning, because I enjoyed how fitting the official theme song was to the scenes. I felt there were a lot of ways I could use clips, effects, and transitions to tie everything into one. The type treatment of introducing their names was to showcase the names being struck by lightning and flickering like how some materials flickered when Black Lightning used his powers. The type treatment was created in Adobe Animate.

Black Lightning Tv Show Intro has been selected as a Runner Up in Creative Quarterly 71 National Competition.

Black Lightning Tv Show Intro



Highway to Heaven Board Game

Branding

This project was to select an existing board game to follow its game style but create your own board game design that relates to the gameplay. Highway to Heaven's gameplay was from Sorry! and the scenario of ruining your friend's advancements to winning was what inspired the idea of you and your three other friends being devils in Hell, and wanting to go on the tough journey to Heaven. The demographic is for the Alternative, punk, goth, emo, or simply those who aren't so uptight about religion and can joke a little when it comes to religious themes.



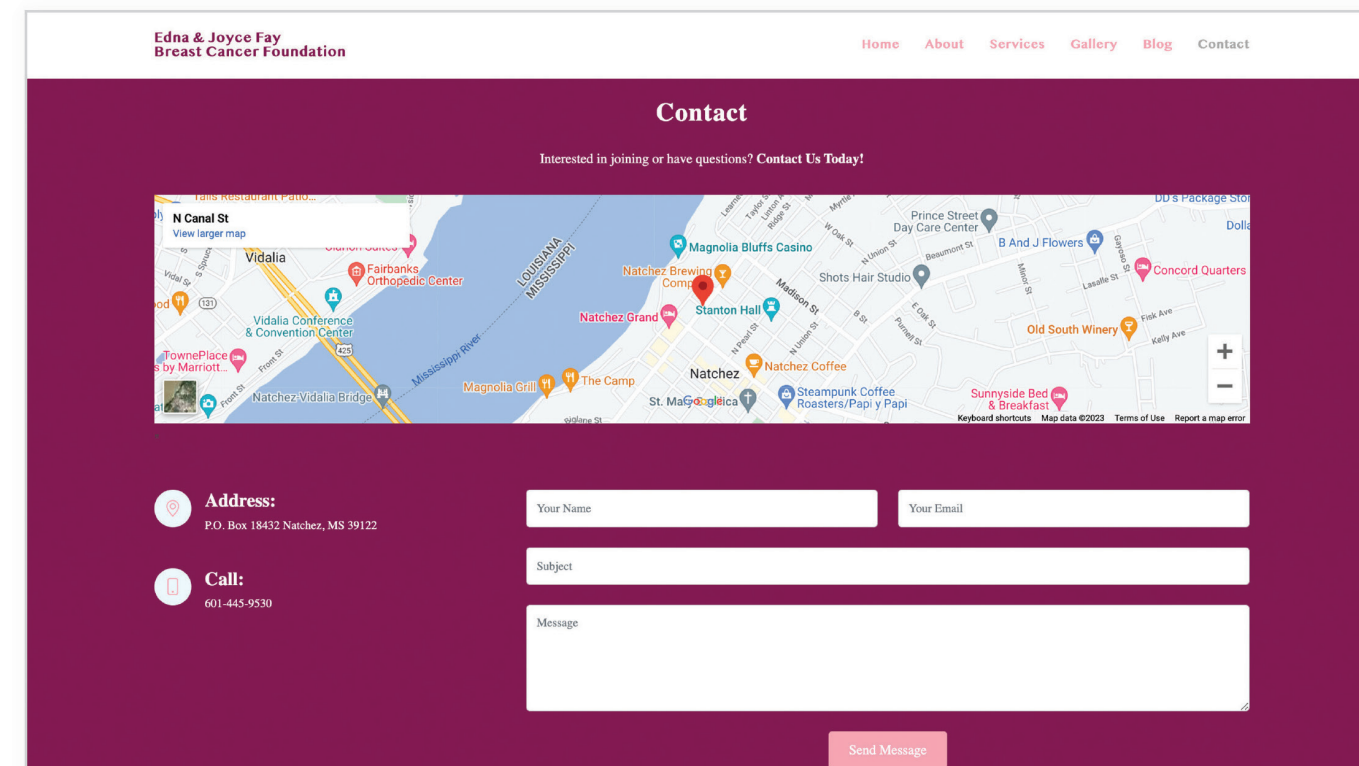
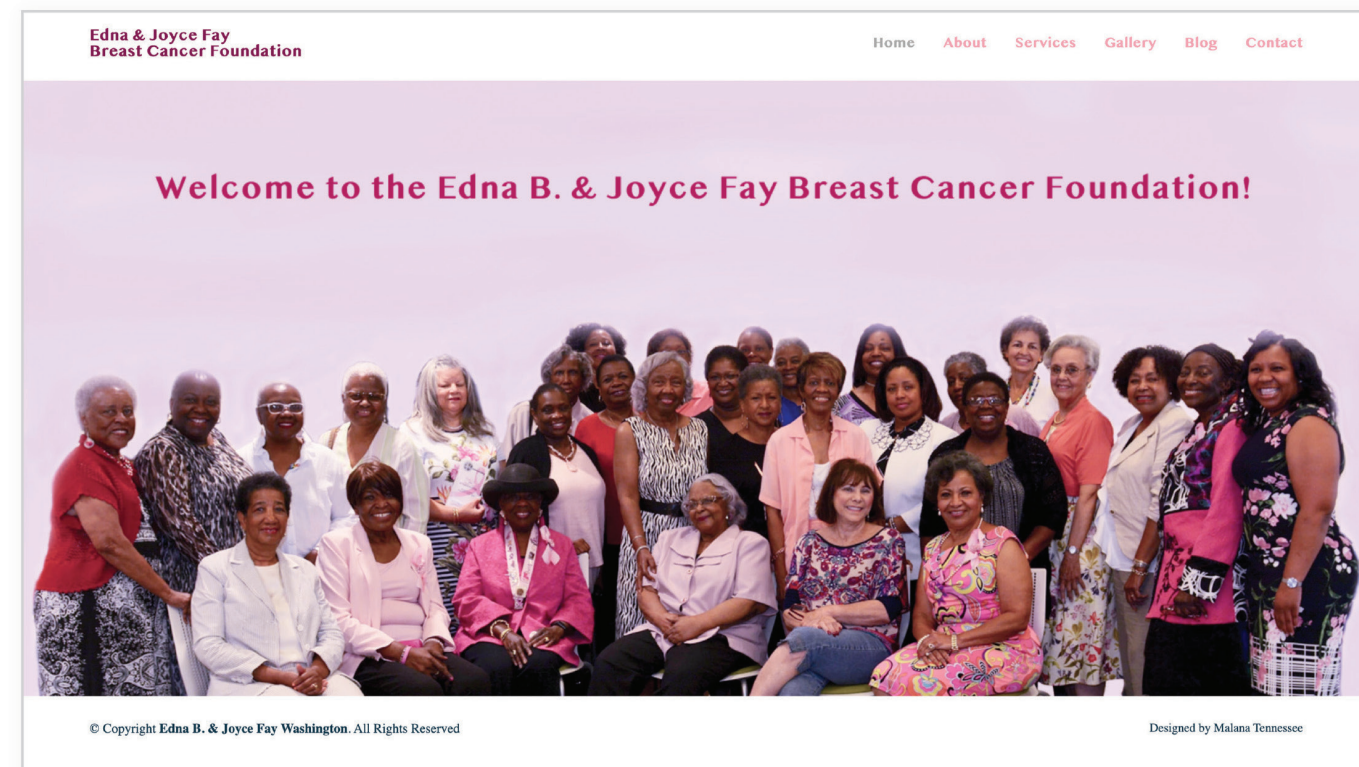
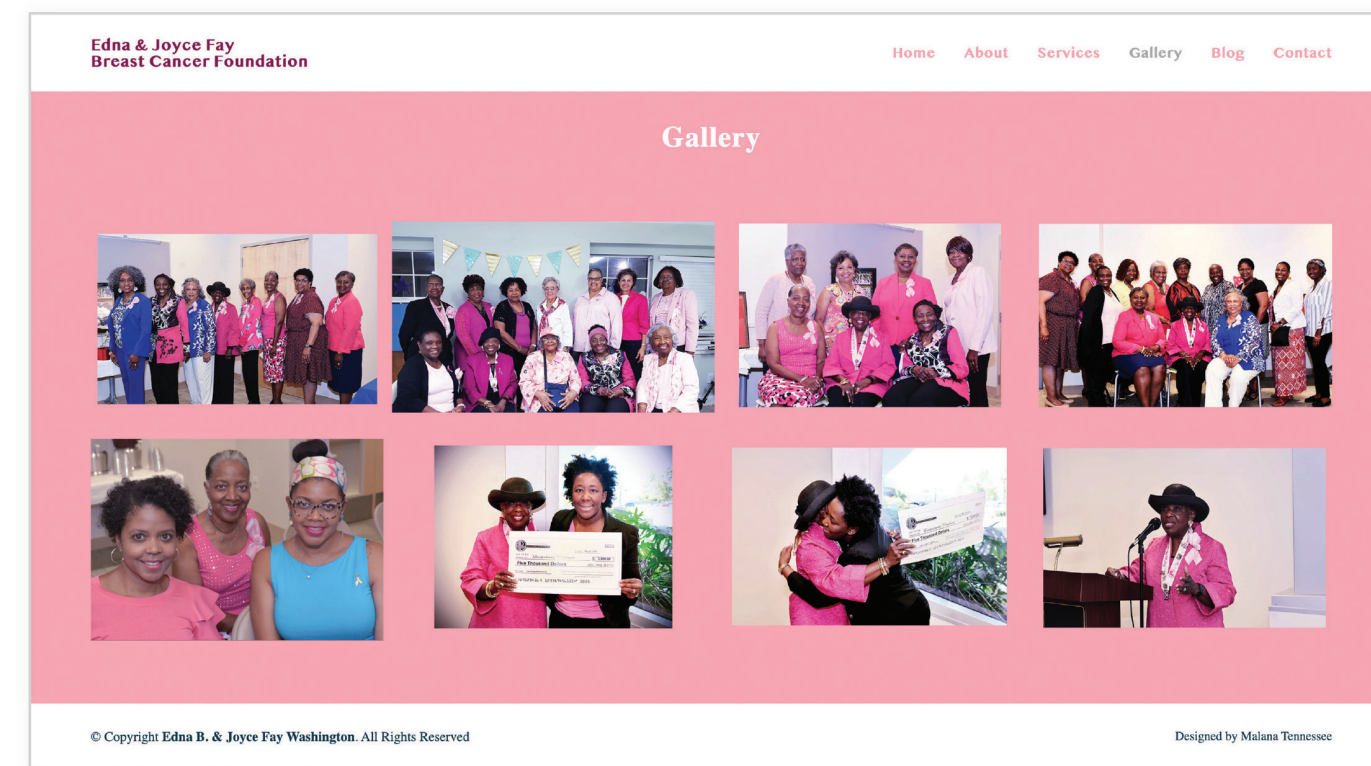


Highway to Heaven Board Game being played during Creative Collective Game Board Night. Along with my target audience enjoying the game.

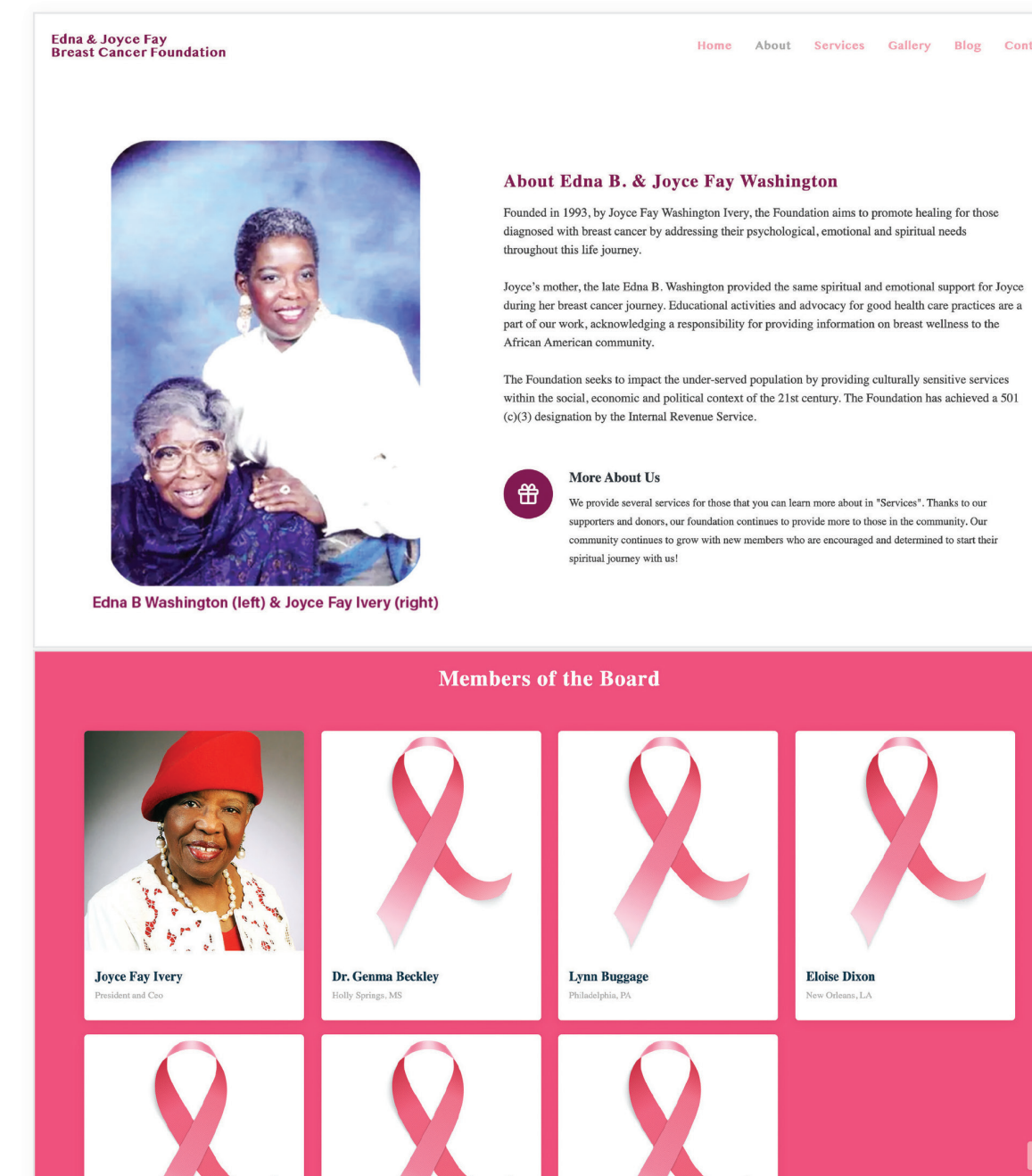
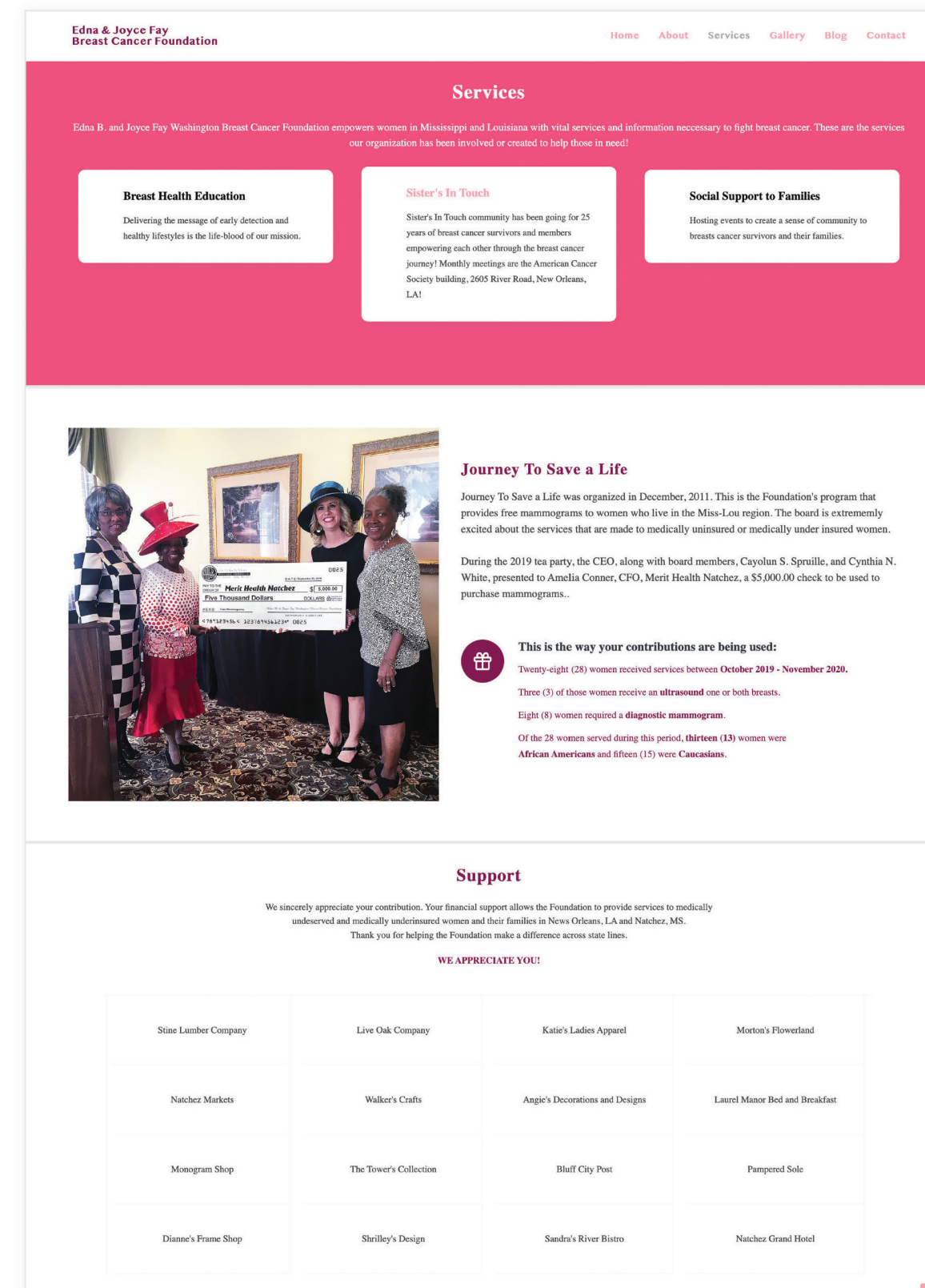
Fay Washington Breast Cancer Website

Web Design

This project was for Web Design I where we can choose any business located in Hattiesburg or your hometown to build up and design a website for the company. I chose the nonprofit Edna B & Joyce Fay Washington Breast Cancer Foundation because I worked with the business before and saw how their website needed a major update. It reminded me of how my professor lectured about “Designing for a Greater Good” using Graphic Design to make a change or help those who need it. This project involves coding with Adobe Dreamweaver HTML5 & CSS and Open Source Code.



Edna B & Joyce Fay Washington Breast Cancer Website



■ Blossom Care Secret Society

Branding

Secret Society is a project that involves forming a secret organization that is inclusive of few members and designing for a future event. The organization must contain: Save the Date, RSVP, Promo Piece, Ticket to Event, and the Invitation. Blossom Care is a luxurious hotel resort in a tropical paradise for all. That is the frontend of the business, the backend is an organization to provide abortions to those who need them (because abortion is recently illegal).

First, they counsel the person into making their final decision if they want to continue with the service. If so, they will receive absolute luxury and acceptance of their decision while going through the procedure.





■ Photographs of a person in the demographic opening up and interacting with Blossom Care's products for the upcoming Blossom Festival. Blossom Festival is the annually important event that accepts new members into the organization to help those in need.



Sit back, relax, and let us handle all the work at Blossom Care Luxury Hotel. You deserve the best treatment and time at our stay as we welcome you with open arms as you attend our annually Blossom Festival.



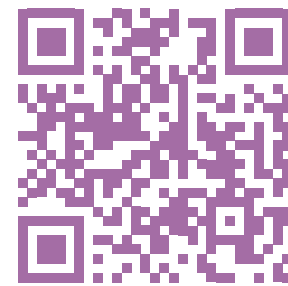
■ Delta Airlines Animated Logo

Branding Advertising

This project was to create an animated logo motion for a specific company by using Adobe Animate. I chose Delta Airlines because as soon as I researched their company, logo, and history, I was instantly set on using their logo to create motion. I focused heavily on the Twelve Principals of Animation that will best help represent Delta Airlines. Anticipation and Slow-In Slow-Out were used in this motion.

Delta Airlines Logo Animation received 1st place Award in Motion Graphics at the School of Performing & Visual Arts Student Show 2023.

Delta Airlines Animated Logo



Jay Fletcher Skateboard Style Study

Branding

This project is to create a skateboard based on a graphic designer's style and use those visual elements in an illustration that best fits my Sarcastic phrase, "Oh... That's Cute." I enjoyed the simplicity, burst of color, geometric, and structured visuals Jay Fletcher used in his projects. His patterns appear so complex, yet looking closer, you can tell they are geometric shapes put together. I took inspiration from one of his projects that involved a pelican, but I decided to use seagulls because seagulls are a-holes who only think about themselves and steal people's food. Oh...That's Cute is what I will often say when being polite when in reality, I can care less, respectfully.



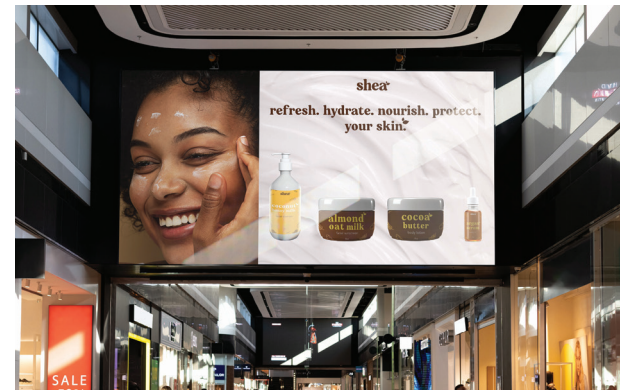
Shea Skincare Senior Capstone

Branding Advertising Web Design

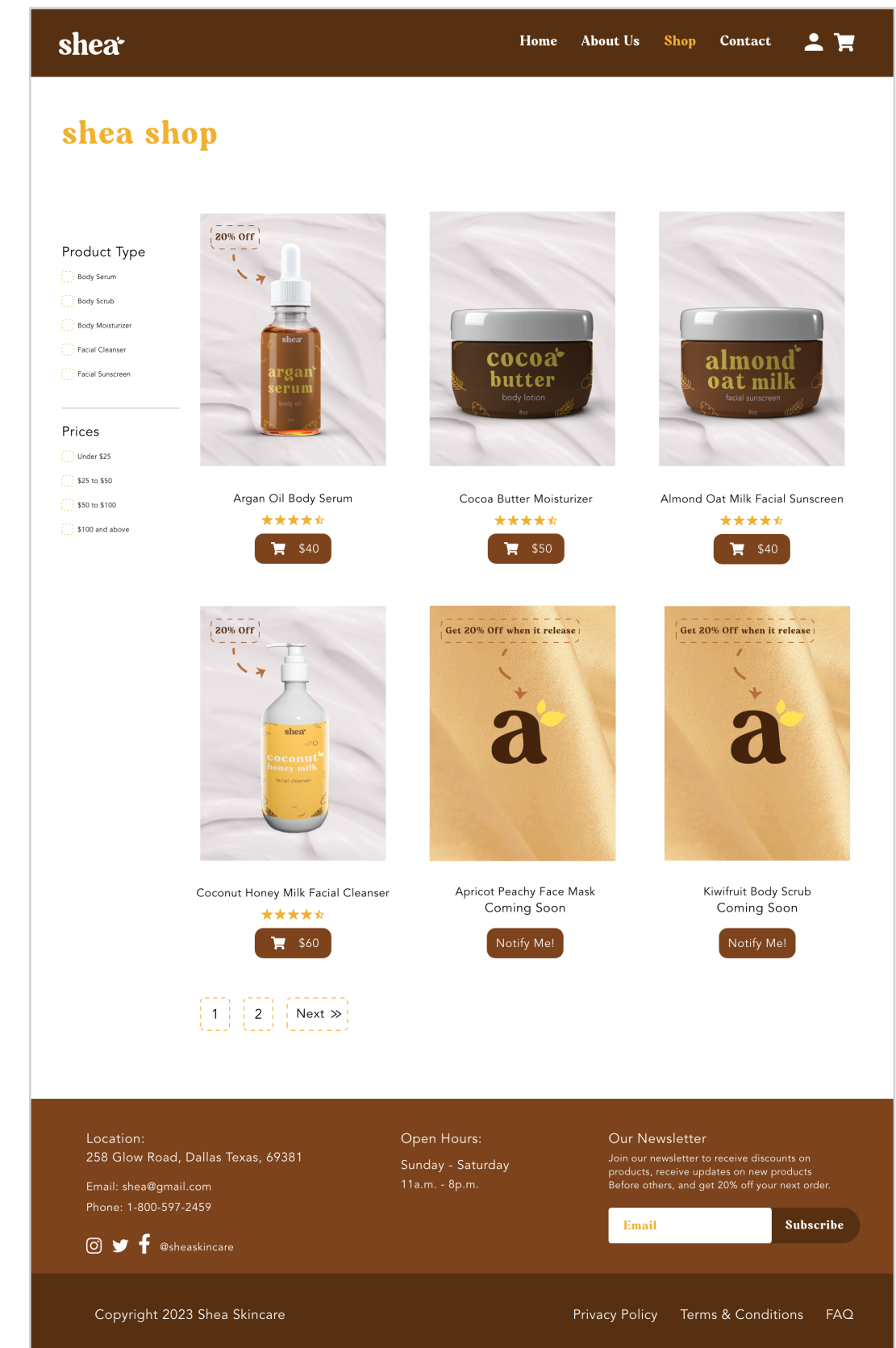
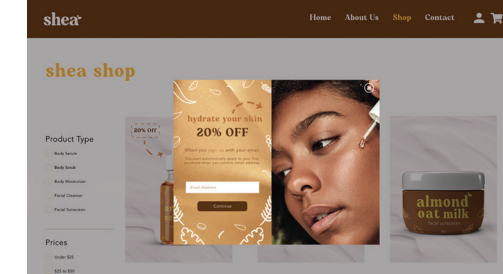
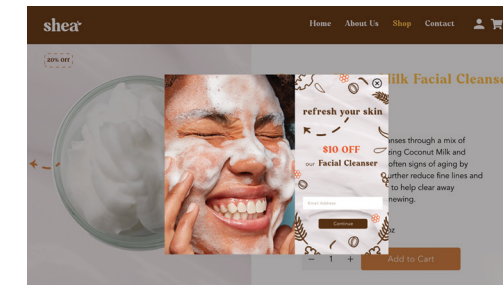
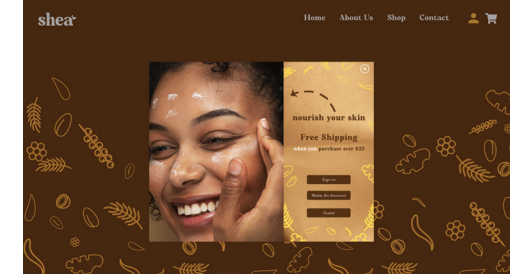
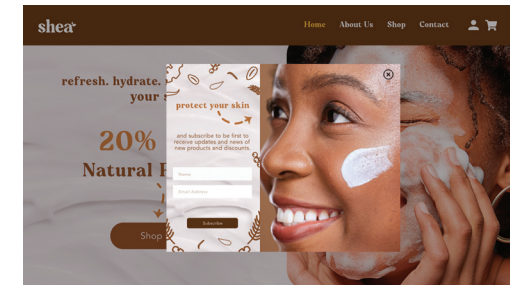
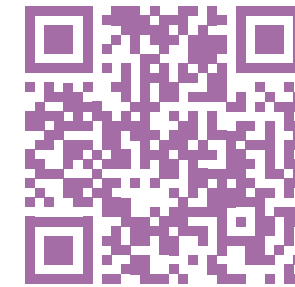
The creation of this research is based on how skincare products specially marketed towards African American women often contains toxic chemicals and ingredients that harms women's melanin, so this project involves providing natural and safe products for younger black women from eighteen to thirty-year-olds.

Shea is its name from research of skincare companies being more recognizable of having a short name and a name that is one of the ingredients. The labels and packaging consist with the use of the leaf patterns, and the specific product's pattern to give that fun, unique, and individually to each product. The box packaging was included for the functionality of packing and shipping from the website to the customer's door. The boxes have a more simplistic layout on the outside, but then it is that burst of color and use of specific pattern to amaze the audience.





Shea Skincare's Website and Gallery



Shea's Advertising consists more a Social Awareness Campaign to inform the audience of toxic chemicals in skincare products, and how Shea is one-hundred percent natural and safe. Including a set of posters that provides the simple and illustrative information of how these products benefit your skin.

Shea Skincare's E-Commerce Website informs customers more about the company and its products and lets the audience shop and order from the website. The website contains user accessibility to give the best experience navigating through the website.

Thank You