



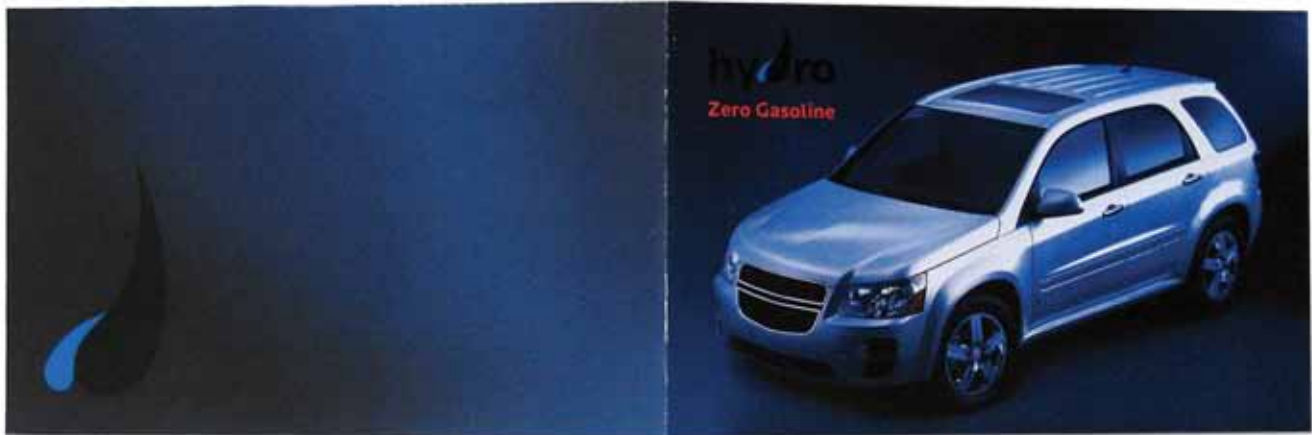
## Calendar

I made this calendar in my Advanced Typography Class. The objective was to make a calendar that was unlike a traditional calendar but at the same time was completely usable. I made this calendar to roll between two dowels. The months are listed on the first day of each month and they are also color coded for ease of use.



## CD Box Set

I did this project in a class called Graphic Design Workshop. The design problem I had to solve was to make a CD box set and to try and add an element that made it more unique than a usual box set. As you can see from my images, I added twigs from trees as an accent on the inside. The Idea that I had was to mirror the artist in his box set. The collage on the outside represents Townes Van Zandt's wild nature while the structure and simplicity of the inside as well as the natural beauty of wood represents the beautiful music that he created from within.



## Green Car Brochure

I made this brochure in a class called Graphic Design Workshop at the University of Iowa. In this project I was supposed to design a brochure for a green automobile. That included making a logo and basic identity for the automobile.

## The Glazebrook *hydra*

Glazebrook is committed to bringing you innovative and practical solutions that decrease our energy dependence and reduce our emissions. And now, as part of a market led, we're bringing you a real-world solution with fuel cell propulsion technology. Announcing the Glazebrook Hydra.

Fuel cell technology is seamlessly integrated with all of the comfort and safety of Glazebrook's current production, gasoline-powered Equinox. The biggest difference is that the Hyper Fuel Cell isn't just an add-on. No, it is fully functional, carrying up to four occupants and their gear! Plus, it's engineered to reach a top speed of 100 mph.

The Hyper Fuel Cell has been crash tested and is designed to meet all applicable 2007 U.S. Federal Motor Vehicle Safety Standards. And you will enjoy the benefits of drive and shift (passenger air bags), the Multi-Link Electronic Stability Control System, four

wheel anti-lock  
brakes, 17 air  
bags, 12 tie-down  
anchors, and a  
roll-over protection  
structure.

### Hyper Fuel Cell

100 mph top speed

4000 lbs. payload

1000 lbs. gear

1000 lbs. gear

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## Test Program

Glazebrook is currently accepting test drivers for the Hyper Fuel Cell. We are seeking individuals who are interested in testing the Hyper Fuel Cell vehicle to see how your current vehicle will perform. The Hyper Fuel Cell is a real-world solution to a real-world problem. Contact us today to see how you can be a part of the Hyper Fuel Cell test program.





### **Taproot Identity**

I was one of ten students in the design program at the University to be invited in to a class called Problems in Graphic Design. The classes focus was to do free design work for businesses around the area. I worked with my group to come up with an identity system for this local day care business called Taproot.



Dear Customer:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque turpis. Integer erat turpis, varius ac, molestie vel, interdum ut, pede. Phasellus lacus enim. Phasellus sed pede a nunc, feugiat lacina. Nulla facilis. Nam consequat sollicitudin metus. Donec imperdiet, justo at hendrerit interdum, justo pede blandit justo, vitae sodales tellus est et magna. Aliquam metus tortor, laoreet ut, gravida sed, varius ut, nisi. Donec aliquet arcu non justo. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum ante mihi, auctor sed, scelerisque ut amet, ultrices et, libero. Duis lacus.

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Vestibulum a libero, Integer ligula mauris, eleifend a, ornare ac, libero-dum ac, turpis. Mauris bibendum augue eget lectus. Praesent in ante est diam hendrerit molestie. Duis sapien. Aliquam portitor. Donec sagittis dolor eget mi. Vivamus ac metus. Nulla ornare. Phasellus posuere nunc-mod lectus. In quam.

Nulla lorem velit, tristique quis, laoreet ut, connulla non, augue. Mauris odio lorem, sollicitudin non, sagittis pulvinar, imperdiet sed, purus. Nulla mollis, ante non ullamcorper tempus, mi tortor blandit mauris, ac lacus augue mauris eu est. Donec accumsan mi quis risus. Nunc dolor. Vestibulum placerat. Cras dictum erat sit amet diam. Nulla lacus lobortis purus. Proin porta, orci at dictum ornare, turpis erat lacus turpis, id luctus felis lectus id felis. Donec purus. Vestibulum placerat nunc at odio. Phasellus tristique libero a tortor. Suspendisse ac

Sincerely,  
Sarah Brown



## KRUI Brochure

This is a brochure that I made for our college radio station. My objective was to design a brochure that captured the feel of the radio station and conveyed underwriting information packages. This was a freelance project that I did for the marketing department at KRUI.

## a la cartel!

### Grant spot:

It's our leading sponsor on both the air and on the website. It's there all year so we see the spot on a frequent basis.

### Non-sponsor event:

1 Week: \$20  
1 Month: \$100  
1 Semester: \$200

### Website Mentions:

Whether it's a weekly feature or a one-time highlight, get in the public eye and let us know how your business is really doing online.

### Website on-air:

1 Week: \$20  
1 Month: \$100  
1 Semester: \$200

### On-Air Mentions:

Whether you establish us as the go-to source for our spots, the help we give you in the community and put your name in front of our audience.

### On-Air Giveaway:

1 Week: \$50  
1 Month: \$250  
1 Semester: \$500

### Internet Giveaways:

KRUL uses our online network to give away your merchandise to our subscribers. Using the internet as a medium for giveaways makes your business even more accessible.

For a business or event  
**Merchandise only**

### On Air Giveaways:

A live DJ promotes your organization by offering free merchandise to listeners. Engaging the audience encourages active listening and helps promote your company's image.

**Merchandise only**

### Show Sponsorship:

Beyond an On-Air Mention, you have the possibility of sponsoring a show. The live DJ will not only thank your business, but will explain your group's mission to the audience, connecting the DJ's fan base with you.

### For a business:

1 Week: \$55  
1 Month: \$100  
1 Semester: \$250

## events/business packages!

### Front Row Package Includes:

Guest, Backstage Mentions and On-Air Giveaway  
1 Week: \$60  
1 Month: \$100  
1 Semester: \$200

### Backstage Pass Package Includes:

Guest, On-Air Mentions, On-Air Giveaway and On-Air Mentions  
1 Week: \$80  
1 Month: \$150  
1 Semester: \$300

### VIP Package Includes:

Guest, On-Air Mentions, On-Air Giveaway, On-Air Giveaway, On-Air Mentions and Sponsorship  
1 Week: \$120  
1 Month: \$250  
1 Semester: \$500

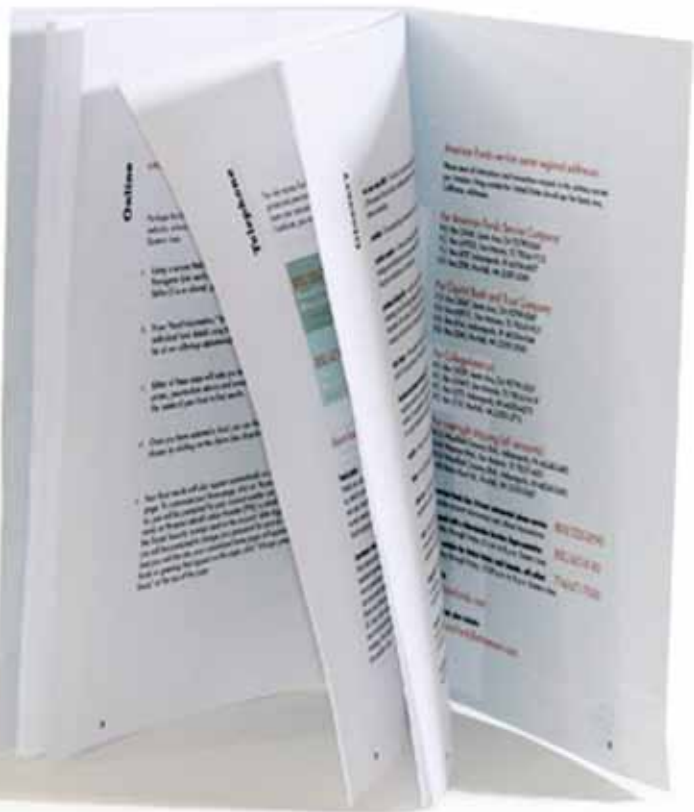
# KRUL 7 FM

YOUR SOUND ALTERNATIVE



## Prospectus

I did this prospectus in my Intro to Typography class. The objective was to take an existing prospectus and redesign it in a way that made it easier to use and that was more interesting than the original.





## Medicap Pharmacy Inc. Internship

In the summer of 2006 I worked at Medicap Pharmacies corporate office in West Des Moines. My job was to design a lot of the creative work that was requested by franchisees all over the nation. In this presentation you see a donation card that people could buy in a particular store, a counter mat that was part of a Halloween campaign that we launched, and a billboard that I designed for a particular franchise.



### **Typography Booklet**

In this project I was supposed to make a booklet that illustrated six different typefaces and their versatility. I put examples of different weights and styles on there for each face as well as a descriptive paragraph about the designer who designed the face.

## Bembo

Bembo is an old style font that was designed by Aldus Manuzius and then cut in 1495 by Francesco Griffo. It is named after Pietro Bembo who Italian cardinal. Bembo was famous in an essay that he wrote.

Griffo's design was lighter and harmonious in weight than earlier serifs. It set in the face was a previous design. Three years later Bembo font was enhanced by the direction of a suite of corresponding capital letters.

1 2 3 4 5  
a b c d e f g h i j  
A B C D E F G

## Baskerville

Baskerville is a transitional serif typeface designed in 1757 by John Baskerville in Birmingham, England. Baskerville is classified as a transitional typeface, positioned between the old style typefaces of William Caslon, and the modern styles of Giambattista Bodoni and Firmin Didot.

1 2 3 4 5 6 7 8 9 10  
a b c d e f g h i j k l m n o p q r s t u v w  
A B C D E F G H I J K L M N O P Q

## serif

unique counter

light

large disk in this corner

oval counter

serif

og

## Gill Sans

it is what all of these typefaces  
is like next to each other at 10 pts  
in 12pt leading. It is much easier to  
see the difference between the faces  
if you look at them next to each  
other like this.

og

## Bodoni

This is what all of these typefaces  
look like next to each other at 10 pts  
with 12pt leading. It is much easier to  
see the difference between the faces  
when you look at them next to each  
other like this.

g

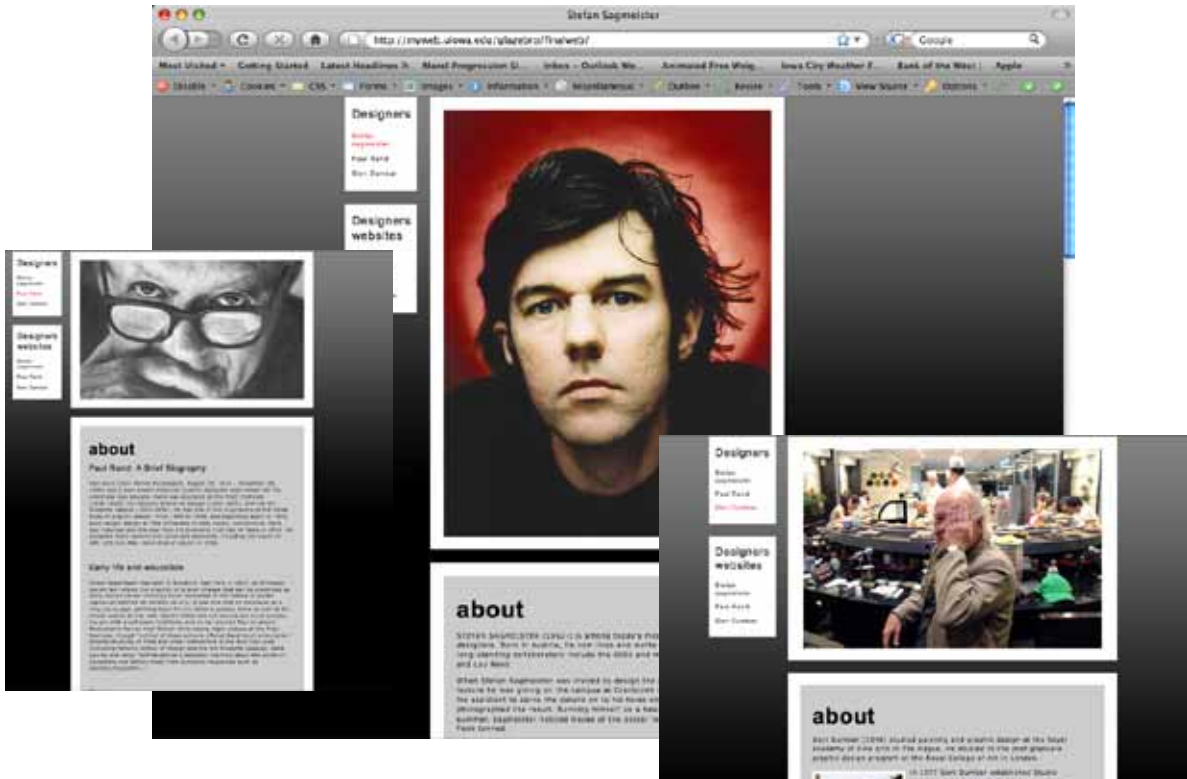
## futura

This is what all of these typefaces look like next  
to each other at 12 pts with 12pt leading. It is  
easier when you look at them next to each other  
like this.



## Playing Cards

The objective of this project was to design playing cards in a different way than we had seen them. They still had to function as a deck of cards and that was the only restriction. Because Gill Sans is one of my favorite faces, I chose it to be the theme for my cards.



## Web Design

This is a website that I designed in my creating web sites class. For this project we were supposed to choose three designers and make web pages about them. I added an about section as well as linking them to the designer's personal web sites in order to achieve the goals of the assignment. All of the designer pages that I made link to each other as well. I also designed my own website and wordpress blog (<http://www.glazefolio.com>) (<http://www.glazefolio.com/blog>).