

# PORTFOLIO

*MEGAN SIMON / GRAPHIC DESIGN*



## HEY THERE! I'M MEGAN SIMON

### ABOUT ME

I come from the small town of Bonney Lake, Washington where I have lived most of my life. Even though I have lived in one spot for a good 16 years, I love to travel and explore new places. My family and I have always loved camping and go somewhere new at least twice each summer. My dad was a huge inspiration that led me into the art world. He studied art through college as well and had me drawing as soon as

I could hold a pencil. Originally, I only practiced studio art. It wasn't until my senior year of high school that I realized I could do other things with art. This is when my passion for creating graphics took off. Now, I will soon be graduating from Central Washington University with my Bachelors of Fine Arts in Graphic Design. Take a look through my journey into the world of design.

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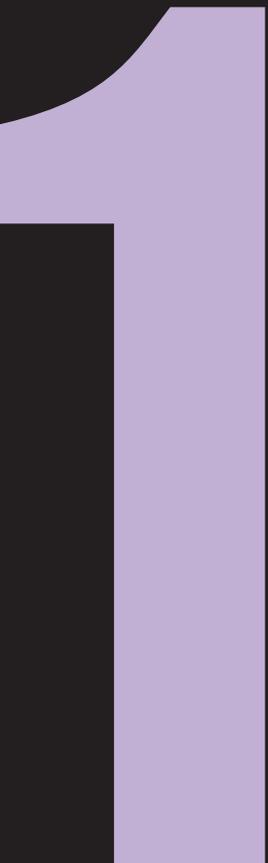
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# BRANDING

BRANDING

# ART CRANK

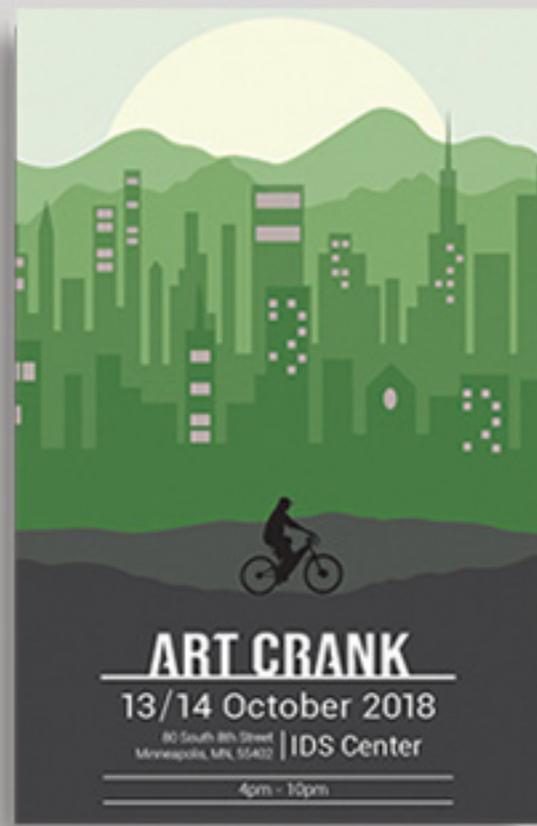
## Description:

Art Crank is a small traveling business that works primarily online. Their company is on a journey to find artists who have a passion for biking. Anyone can submit posters as long as there is a bike present in the design. A handful of artists' posters are chosen to go up for sale. Each is sold for \$35 and there are 50 copies of every poster. This project was about re-designing the brand of Art Crank!

## Process:

It took pages and pages of logos to come up with the right one. I started with a bike wheel logo and ended up with the "A" of Art Crank with lines representing bike pedals. After testing every possible color, I found the green to be most pleasing with the logo. Creating the rest of the stationary system, I wrote a list of different things associated with art and biking. I then combined symbols to make a system that showed both the mechanical side of a bike and the creativeness of art.





**Enamel Pin:**  
Most of the enamel pin designs come from failed logos. I had so many pages of logos and some of them were too detailed or too big of an idea for a logo so I made them into collectible pins.



**Poster:**  
The simple layered poster puts an emphasis on the relaxation of riding a bike. I got the idea for this poster by thinking about painting. Some of the artists who design posters for Art Crank paint them, so I created the layers in a digital format.



**Water Bottle:**  
The water bottle design is a repeat of the lower half of the poster design. The little changes are the colors and changes of scenery. Without the cityscape in the background, it looks like this biker is cruising through nature in the mountains.

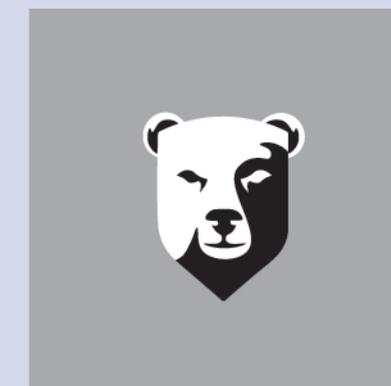
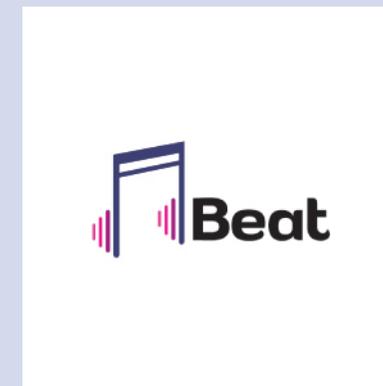
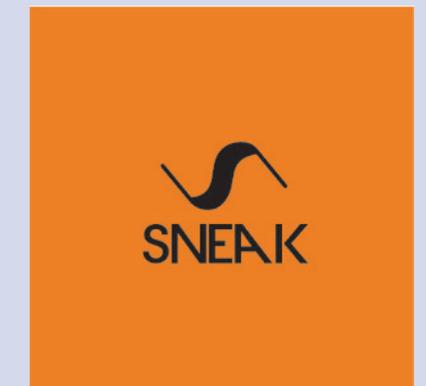
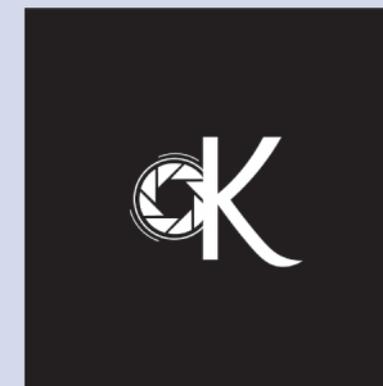
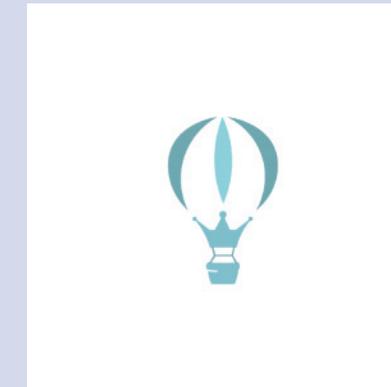
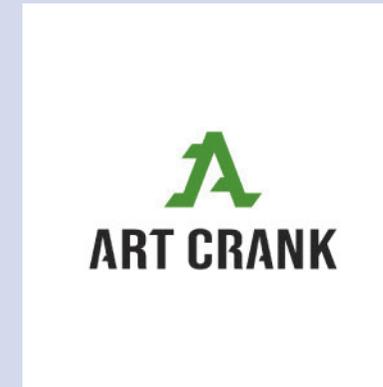
# LOGOS

## Description:

Over my years at CWU, I've been very interested in working on my branding skills. These are some of my favorite logos I've created for class projects and in my personal time.

## Process:

What I do to create logos is make a list. I make a list of words relating to the name or title of the business. After making a list I quickly sketch several pages of logo ideas. From there I pick the top three and make a more detailed sketch of what the logos would look like. That's when I choose what logo I want and I start working digitally. Once I get the look digitally I work on the type (if the business name is included in the logo).





# KELLER PHOTOS

**Description:**  
 Keller Photos stationary system came from a business card I created for my friend Cassandra. Cassandra is a current student at CWU who is working towards a degree in photography. She got an opportunity to go to a photography fair and had asked me to make her a business card and a better logo than the one she had. After asking her permission, I decided to make her card into a whole stationary system to get more branding practice. I did make small changes to how the original card looks for this system.

**Process:**  
 I started by getting information on what Cassandra was looking for. Once I got a general idea, I sketched out several different logo ideas and let her pick which one she liked the best. I then create 5 separate business cards for her to choose from. It wasn't until a couple of months later, I decided to make a system based on the card she picked. After making a few changes to the original card, I created this system by taking elements from the card and adding them to the rest of the pieces to make everything fit together.



**ADVERTISEMENT**



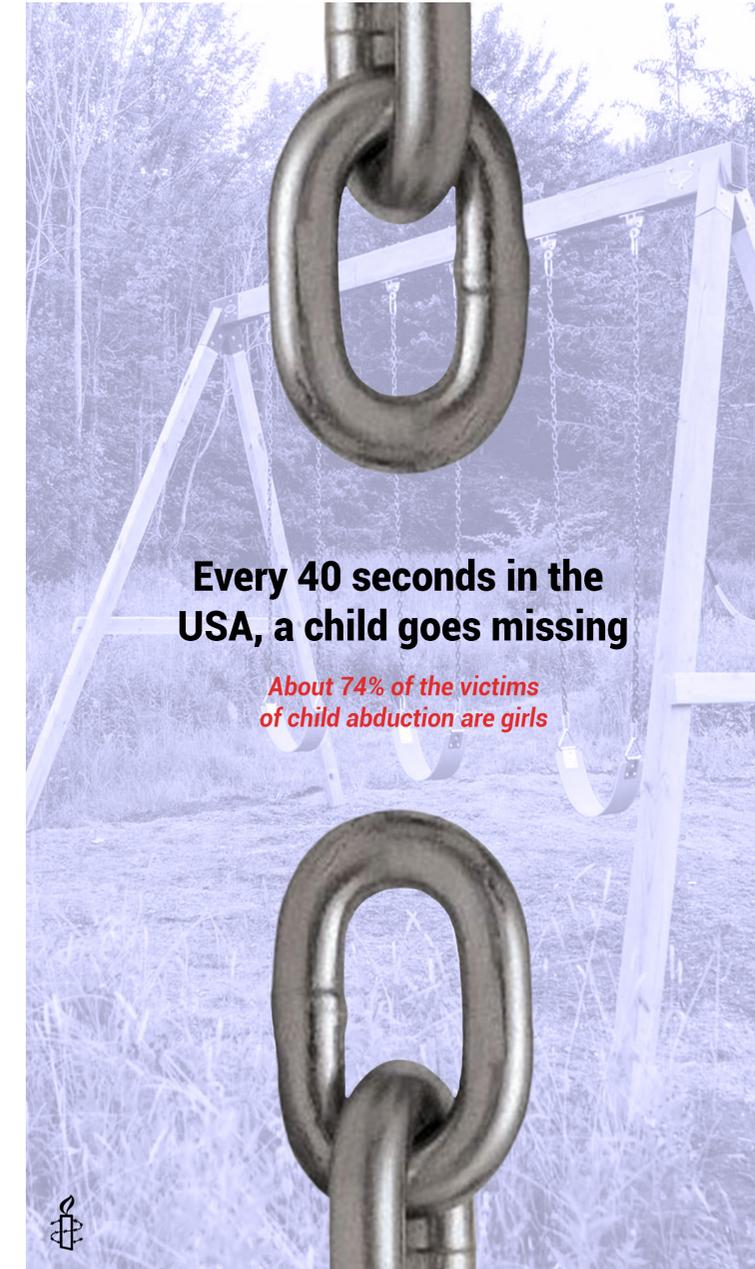
# AMNESTY PROJECT

## Definition:

The Amnesty International project is about raising awareness of different human rights and issues. Our class was asked to research topics provided by the Amnesty International group to create this project. I chose to design posters about the recent increase in child abductions. Walking around, I noticed a lot more missing person flyers compared to a few years earlier and thought this was an important topic to talk about.

## Process:

This project looked a lot different when I started it. I originally had the idea of photographing an abandoned pair of shoes and a backpack to clearly show something was missing. I also had a big red "Missing" at the top of the page like a real missing flier. Then I realized this approach was too obvious and had to come up with a different way to show a child missing. After some research, I found a lot of kidnappings are done at parks and decided to use playground objects to create a strong message.





It holds 2X the puppies,  
for 2X the adventure.

**JANSPORT** Since 1967

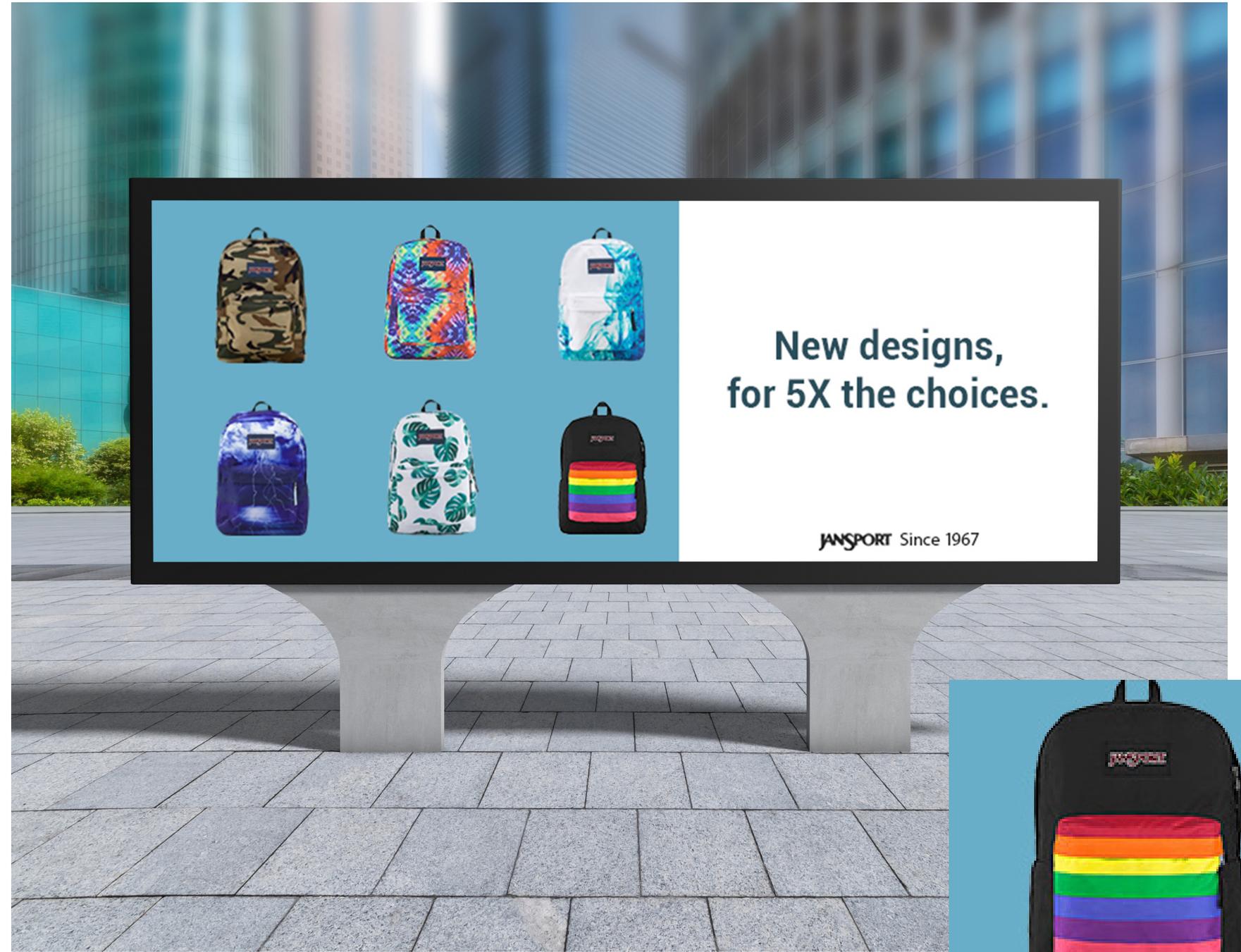
# JANSPORT

## Description:

Jansport backpacks are a popular brand known for their durability. For my advertisement class, we had to come up with an item to use on hikes and make a series of advertisements for that item. Instead of doing a regular back to school ad, I wanted to take a more humorous approach.

## Process:

For this project, I imagined what kind of ads would be done if Jansport were to redesign their backpacks. It would have to be something attention-grabbing and funny to draw people to the brand. To create funny content, I thought of what people adore and what people typically do to their backpacks. That's when I come up with puppies, buttons, and colors. Everybody loves puppies and we all knew a person in school who made it their mission to collect knick-knacks on their bag.



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## PRODUCT & DESIGN



# HISTORY OF HARLEY

## Description:

Harley-Davidson is the most known motorcycle company out there. For this project, I got the opportunity to add pieces that would complete the Harley brand. Since Harley-Davidson has been known for a long time, I decided to take a look at their history.

## Process:

The booklet was the biggest piece of this project and took the most time. I had to keep Harley's orange and black color and find a way to display bikes uniquely. I got inspired to use diagonal cuts throughout the piece but felt the pages with the bike were still missing the Harley feel. That's when I decided to use my type skills in a bold way to showcase the years the bikes were made. After the booklet was complete, I kept the same style to create a web page and posters to complete the set.







# DIRTY HEADS

## Description:

This Dirty Heads project was created in my typography class. The rule was to pick any band we wanted and created a booklet with products to go along with. I chose a reggae/rock band with a mellow but quick tune. Seeing how the band had a lot of "long-haired hippies" I thought it was appropriate to create hair items.

## Process:

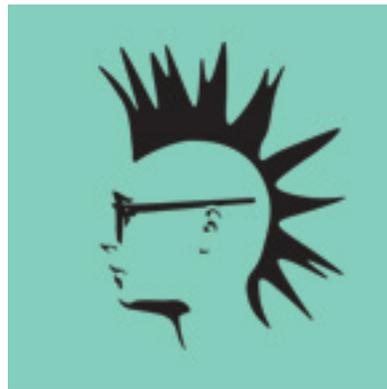
My original thought was to design regular band products like guitar picks. After seeing that was a bit boring I thought long and hard to come up with the idea to make a line of hair care products. Since this class was about exploring typography, I chose to use the letters in Dirty Heads (mainly the D and the H) to create patterns on the packaging and booklet. For the booklet, I used words related to the band to create a flow that looks as smooth as the reggae vibe.





**Shampoo Pattern:**

The shampoo pattern was created with capital D and H. I connected the H and the D so the bars overlapped and connected four of these together to make this pattern.



**Head design:**

The heads on each box show crazy hairdos to match the brand. It also gives inspiration to the users on how to style their hair.



**Hair Clay Pattern:**

The hair clay pattern is made with a lowercase d and i. I made a row with the I in the middle of two D's and the next row upside down.



# RED LIST

## Description:

Red List is a company I created that gives beautiful designs to customers while saving endangered animals. I have always been an animal lover and hate that we are the cause of most endangered creatures. For every product bought at my shop, %10 goes to the World Wide Fund for Nature.

## Process:

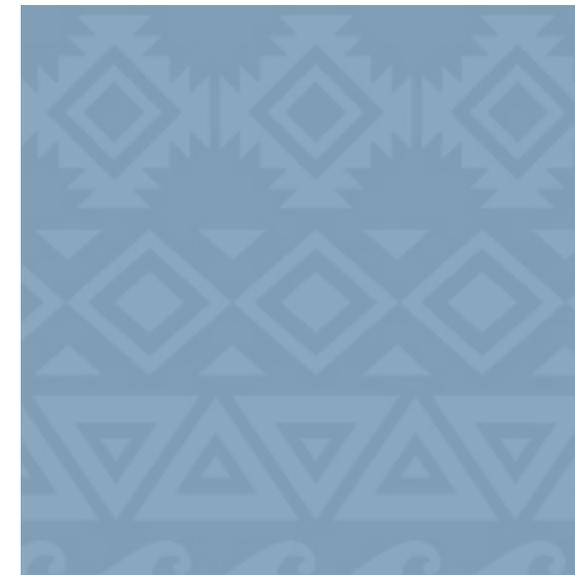
I found my inspiration on Pinterest while looking at drawings of animals. There was an intricate, tribal patterned elephant that encouraged me to use tribal animal designs. I wanted to keep the animals black and white to symbolize them fading away but I also wanted some color to my pieces. This is when I came up with the idea of watercolor splashes for backgrounds. This used to be an apparel and home good stores with pillows and cups. I change it recently to be an all apparel store because there were more people interested in the designs they could wear.





**Apparel Design:**

All the animal designs were hand drawn with pencil. I went back over them in sharpies before scanning them into the digital world and adding a paint splatter behind them.



**Lookbook Pattern:**

This tribal pattern was a one of the patterns on pintrest that gave me inspiration to draw the animals the way they are.

# ILLUSTRATION

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# CHILDREN'S BOOK

## Description:

Creating a children's book cover was another assignment from an illustration class. We were instructed to check out a few libraries in town to find a children's book we could re-design. I chose a book called *The Plant Sitter* that is about a young boy who takes care of his neighbor's plants for a week. The plants get so overgrown that the house becomes a jungle.

## Process:

The original book cover had a little boy sitting on a stool, taking care of plants. I thought it was a little boring for a silly kids book like this. Since the plants get overgrown in the story, I wanted to make an illustration that showed an overwhelming amount of plants. I had to keep the little boy on the front cover so kids would see it and be more interested (because kids do read books by their covers). I chose to have the little boy hidden behind the plants to keep the emphasis on the plants.





# STARBUCKS

## Description:

The Starbucks packaging project was an assignment given in an illustration class. We had to pick a country that we could make a single-origin design for. I chose to create a design for Peru because the tropical birds inspired me.

## Process:

My first idea for this project was to create patterned circles with bird heads coming off the circle. That design ended up looking more like a cute poster instead of an elegant coffee design. I knew I wanted to keep something patterned and I had to have birds in the design so I figured why not combine the two. Even though these birds are very colorful, I decided to stick with coffee tones in order to make a more elegant coffee bag feel. With the mellow tones and just the patterned birds and leaves, it felt like something was missing. That's when I overlayed the leaf background to complete the design.





**Birds:**

Parrots are one of the first birds people think about when they think about tropical. I chose to pattern these birds with patterns found on material around Peru.



**Pattern:**

The fern pattern in the background stands for Peru's many ferns commonly found in their forests.



**Plants:**

The leaves on this package are patterned the same way as the birds to fit in and give the item a more natural feel.



# SPACE CASE STICKERS

## Description:

These cute space stickers are transformed from beer packaging designs. At first, I used the illustration of the astronaut with a moon for a helmet as a beer label design (that's where the name Space Case comes from). I was inspired to do a cute and silly beer package because of a little Canadian brewing company named Bellwood. That company had beers like "Crazy Cat Lady" with illustrations to match the names.

## Process:

Although this design was intended as beer packaging for the Bellwood company, I felt the designs didn't fit well with the breweries in the US. I loved the design so much and wanted to make more. I figured making stickers would be a good option especially with stickers on hydro flasks being a big trend. I already had the astronaut and a planet made so I had to find two other designs. I didn't want all the other designs to look plain compared to the astronaut so I thought of different things in outer space as the land rovers. I also created each sticker with the same style of details on the astronaut.



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## APP DESIGN



# FLORA FIND

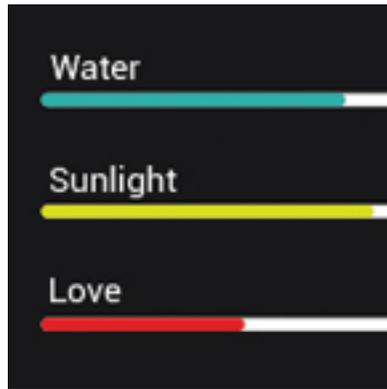
## Description:

Flora Find was the first-ever app I designed. I know a lot of people who are getting into collecting house plants. A common problem I heard of was when the store didn't label some plants with names so my friends were stuck guessing the plant. I wanted to make an app that would ID plants and give people a space to share what plants are what with other friends.

## Process:

When first sketching this app, I wanted to have the plants coming in from the side of the page and I had a very plan layout. After playing around with the design on a computer for a bit, I realized the layout didn't work for me. I then come up with the solution to use curves throughout the app to make it flow more and look unique. It wasn't until later that I felt like my app should also give tips on how to grow certain plants. My thought behind this was that once people know the name of their plant, they like to research how to care for it.

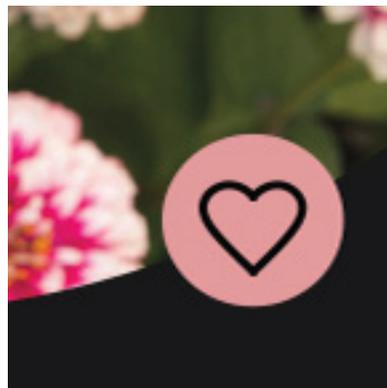




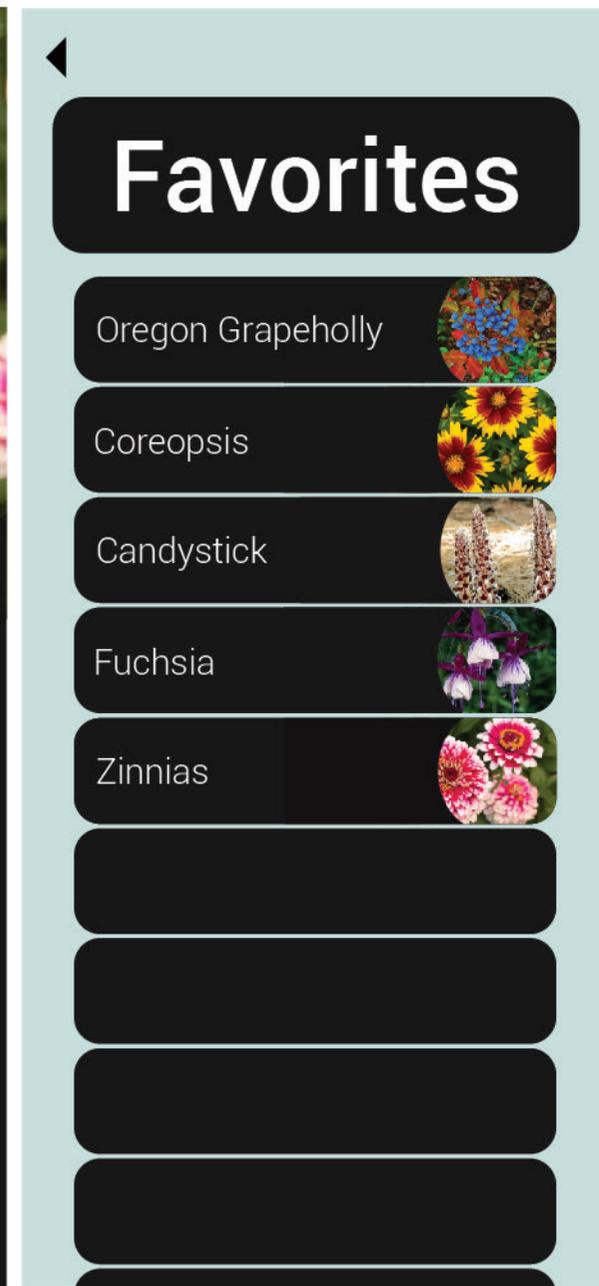
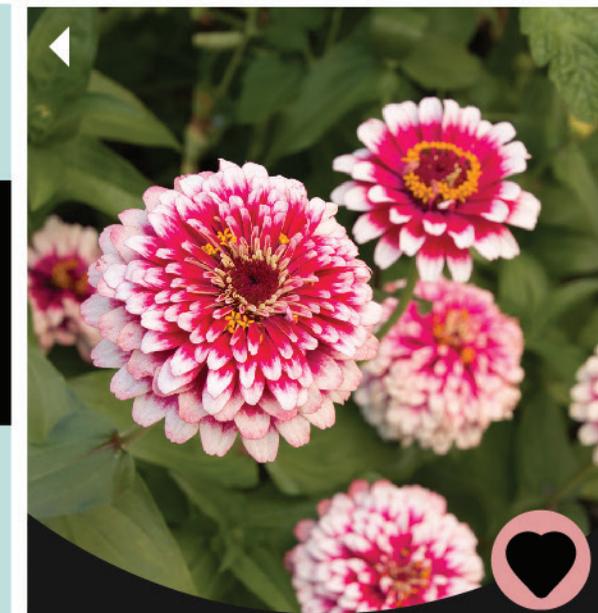
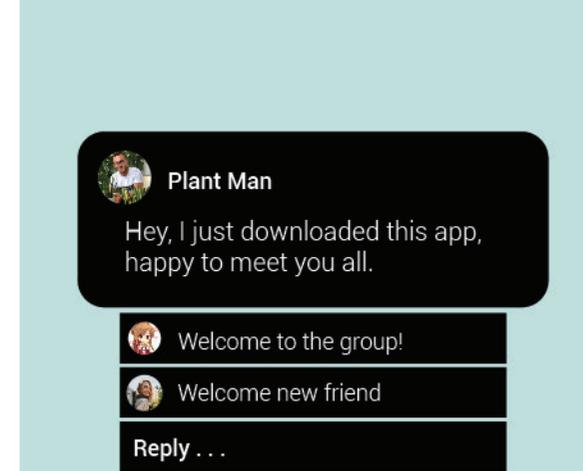
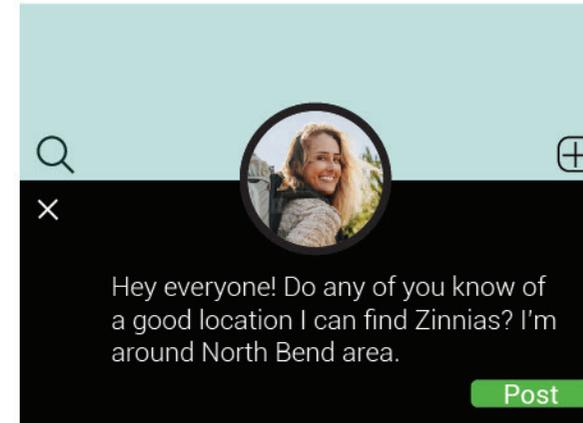
**Care Meters:**  
When the plant it button is clicked on a certain plant, these care measurements will pop up at the bottom. They show how much water, sunlight, and general attention the plant needs in order to grow.



**Logo:**  
The Flora Find logo is a magnifying glass with plants shown on the inside. This gives the users a good idea of what this app does just by seeing the logo.



**Heart:**  
The heart button appears at the corner of each plant page. This button is used to tag a plant as a favorite. Once clicked, the heart fills in black and the plant will show up in a user's favorite log.



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## CLCE WORK





### Krispy Kreme:

Everyone knows the famous Krispy Kreme donut stands. The buildings are normally mellow toned but they pop. I decided to give a semi pop art style to this poster because of the buildings while keeping the background a calm color.

THE CROSS-CULTURAL LEADERSHIP PROGRAM

**FUNDRAISER**

**DELIVERED**  
February 13, 2020

**\$11 / DOZEN OR GIFT CERTIFICATE**

Proceeds will go towards the  
Cross-Cultural Leadership Program  
For inquiries contact Joanne Perez: (509) 963 - 1850

**CWU** Central Washington University  
Center for Leadership & Community Engagement

### Brooklyn's Pizzeria:

Brooklyn's has a clean, simple outside look to their building. I modeled this poster after the clean look of the building by keeping it minimal on the bottom with simple line art at the top. There is a red band that runs around the top of the building much like the red band in the poster.

**BROOKLYN'S PIZZERIA TAKEOVER**

**FEBRUARY 4 | 5PM - 8PM**  
Cross-Cultural Leadership Program

**716 E UNIVERSITY WAY, ELLENSBURG, WA 98926**  
A percentage of your purchase will go towards Cross-Cultural Leadership Program

**CWU** Central Washington University  
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**CCLP**  
CROSS-CULTURAL LEADERSHIP PROGRAM

CROSS-CULTURAL LEADERSHIP PROGRAM

**— CORNERSTONE —  
PIE TAKEOVER**

**JANUARY 22, 2020**  
4PM - 8PM

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A percentage of your purchase will go towards  
Cross-Cultural Leadership Program

**CWU** Central Washington University  
Center for Leadership & Community Engagement  
AA/EEO/TITLE IX Institution For accommodation: DS@CWU.EDU

## CCLP SERIES

### Description:

The Cross-Cultural leadership Program (CCLP) is a group of students that come together to learn about new cultures. They take a trip at the end of each year to gain real-life experiences. In order to go on these trips, they have to do a lot of fundraising events. The CCLP group was lead by the boss at the CLCE so the group would meet in our office and I got the chance to help advertise for their fundraising events.

### Cornerstone Pizza:

Cornerstone Pizza is located in an older building. Since it has an old feel to it, I tried to replicate that in this poster. I used mellow tones and one simple illustration that doesn't take up too much of the page (I also used an old fashioned font).

**LET'S KEEP IN TOUCH!**

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