

Repeat. Eat. Sleep. Create. Repeat.

Sloane
MILLER
CREATES

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Let's Get to It!

Before you take a look at my portfolio, I think it's important that I properly introduce myself and share the story of how I became a designer. Hi, I'm Sloane. I'm a 22 year old burrito lover from the Pacific Northwest, and I love to create! What started as a daily watercolor painting session during a study abroad trip to France, transformed into a whirlwind of fascination driven by the limitless possibilities of creative conception. I started learning composition through photography as a highschooler, but as I moved onto university, I realized I wanted to do something much more hands on that allowed me use traditional art skills. That's when I was introduced to graphic design in all of its glory. From there on I was captivated by design, illustration, typography. Since then, the only focus I had was how I could grow to be a better designer. I strive for my work to reach people, evoke excitement, and to succeed in visual problem solving all at once.

My work is driven by vibrant color schemes, liveliness in the human experience, and exploring new styles.

A little bit about me...

Name: Sloane Miller Age: 22 years old

Favorite thing to do: Roller skating

Favorite color: Periwinkle... for now

Favorite movie: Fast Times at Ridgemont High

Favorite food: Pho with Thai iced tea

Least favorite food: Anything with Horseradish

If I could go anywhere I'd go to: The Amalfi Coast

My favorite song: Move Your Feet - Junior Senior

What makes me happy: Personal growth

Special talent: Minding my own business

Brand Identity

Brand Identity

Brand Identity

Brand Identity

Brand Identity

Brand Identity

Creativity is allowing yourself to make mistakes.

Design is knowing which ones to keep.

- Scott Adams

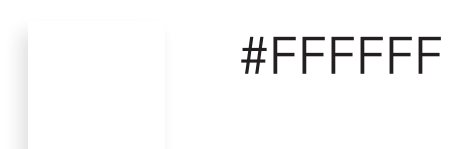
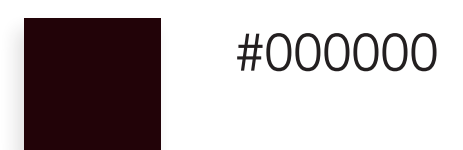
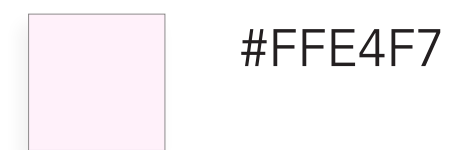


Cheeky

apparel 

This is a brand that I created from the ground up. This brand represents boldness, femininity, and style, with a nostalgic nod to the beloved Y2K era of fashion. Cheeky's products are packed with attitude, and an edgy style. This brand's main mission is to provide the boss women of the world who hustle hard and stay fitted, with a fire selection of garments and accessories to give a little spice to their everyday wardrobe. This branding system includes a style sheet, lookbook, apparel, and web design. The website for this Cheeky apparel can be found at:

<https://cheekyap.bigcartel.com>

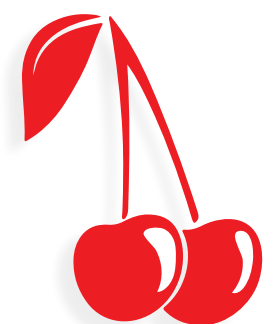


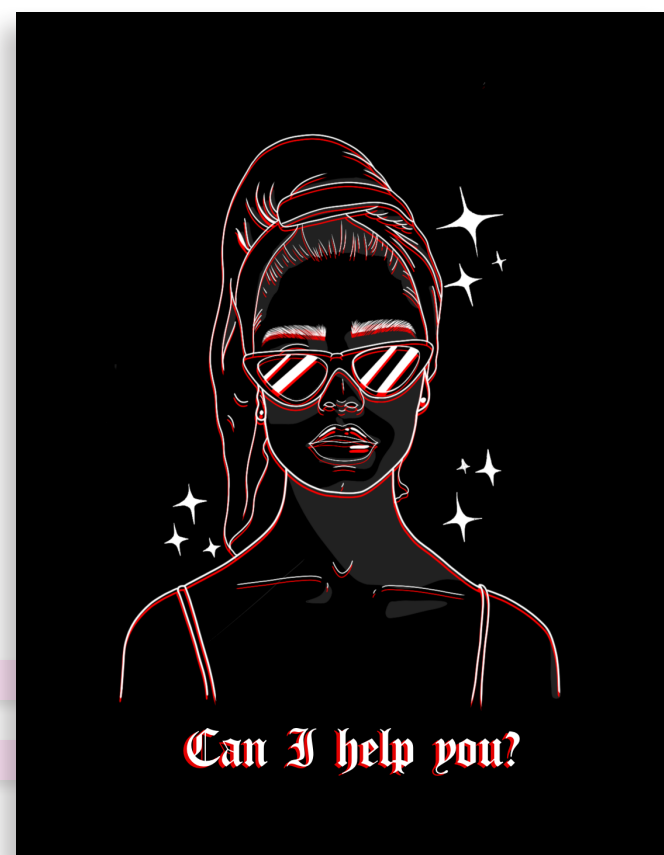
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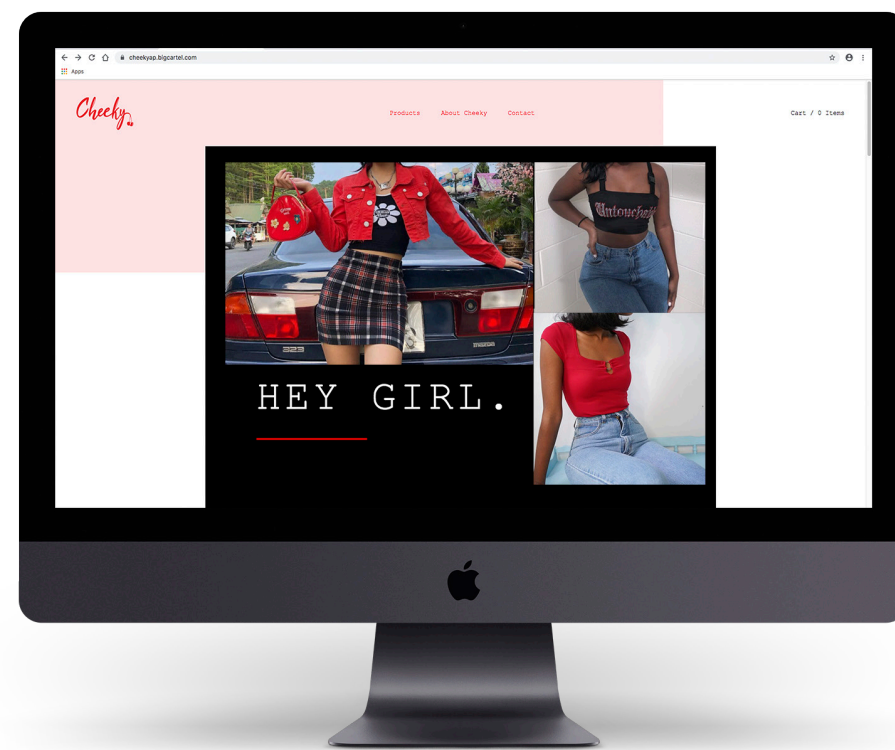
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Cheeky's apparel and accessory system depicts nerve. One of the few objectives for this apparel system was to let the clothing speak for itself. The voice of Cheeky gives customers a unique confidence that draws all kinds of attention.

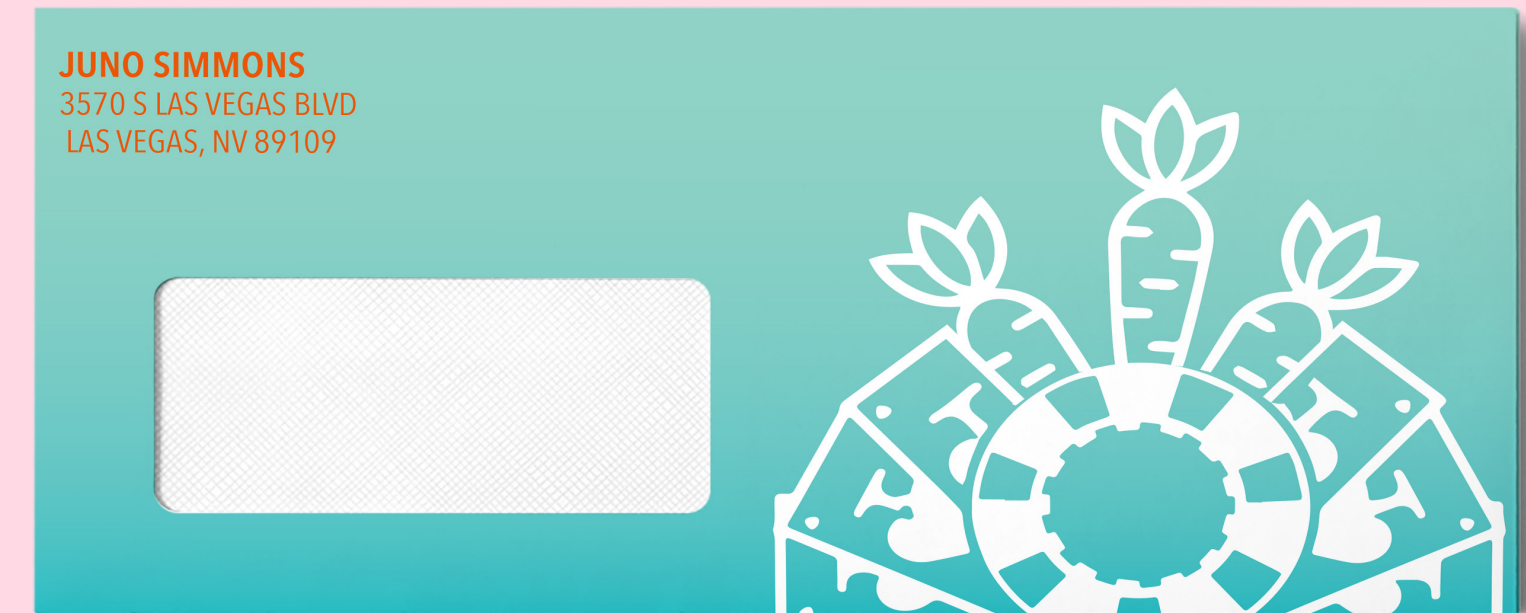


Cheeky Apparel

Brand Identity



This large rebranding project was focused on reviving and re-designing the face of the Las Vegas Farmer's Market. My personal objective was to produce a lighthearted family-friendly outcome that welcomes people of all ages, and attracts visitors from all over the world. This branding package includes a stationary system, marketing essentials system, as well as process booklet.





The LVFM market essentials system include a number of tools that market goers can use to elevate their LVFM experience. Shoppers are offered canvas tote to carry their market goods, Casino inspired cash tokens that shoppers can exchange cash for in order to buy directly from the market, and a LVFM booklet to provide shoppers with a calendar with LVFM's upcoming event, shopping lists, and more.



Las Vegas Farmer's Market

Brand Identity

Print and Publication

Print and Publication

Print and Publication

Print and Publication

Print and Publication

Print and Publication

Styles come and go. Good design is a language, not a style.

- Massimo Vignelli

2019 WILDCAT WELCOME WEEKEND

During my summer internship, I was given the opportunity to design the Welcome Weekend booklet for CWU's 2019 orientation program. This booklet was every new student's guide to their first weekend at college. Wildcat Welcome Weekends are filled with fun activities and events for students to attend; and with all the excitement that came with the weekend I thought it would be quite fitting theme inspired by the energetic and vibrant sitcoms from the 90's.




ACTIVITY DETAILS

SATURDAY, SEPTEMBER 21

WHAT'S GOOD IN THE NEIGHBORHOOD
 3:30 p.m. - 4:30 p.m.
On-Campus Students: Meet in your hall lounge
Off-Campus & CWU Apartment Students: Meet on SURC 2nd Floor
 Start getting to know the people in your community! Sign up to represent your community in intramurals and/or the Wildcat Cup competition, and get ready for greatness!

TIPS FOR GETTING ALONG WITH YOUR AUAP ROOMMATE
 6 p.m. - 6:45 p.m.
Individual Hall Labbies
Beck, Meiner, Hitchcock, Quigley
 If your roommate is a participant of the Asia University America Program (AUAP), you are strongly encouraged to come down to your hall's lobby to meet your IPA (International Peer Advisor), meet other roommates of AUAP students, and talk about what you can gain from the experiences, tips, and potential issues. Don't miss this important session!

SK GLOW STICK RUN
 Registration
 9 p.m. - 9:45 p.m.
 SK Starts: 9:45 p.m.
 Wildcat Statue



OPTIONAL PROGRAMS

CHALLENGE COURSE
 2 p.m. - 6 p.m.
18th Ave & North Alder St
 Enjoy an afternoon on the Challenge Course with our fantastic facilitators. Come climb the Alpine Tower and take a ride on the giant swing.
(See #7 on the map, pg 35)

TOP-ROPE CLIMBING COURSE
 4 p.m. - 6 p.m.
Recreation Center
 Want to learn how to use the 50-foot Climbing Wall? This is your chance to take the Top-Rope Climbing course. This course is designed to teach the skills needed to pass a Top-Rope Belay exam.
 \$15 per participant, pre-registration required. For reservations and information please call: (509) 963-3537.

ZUMBA
 6 p.m. - 6:45 p.m.
Recreation Center 2B7
 Ditch the boring workout and join the party - zumba has never been so much fun! The fun, easy-to-follow cardio dance class combines high energy and motivating music to make you feel like you are partying on the dance floor. Isn't it time to "leave your worries away"? (First 30 people)

OPEN MIC NIGHT!




FRIDAY SCHEDULE

ON-CAMPUS STUDENT MOVE IN
 9 a.m. - 4 p.m.
 Residence Halls

REGISTER TO VOTE & MEET THE GOAT
 2 p.m. - 6 p.m.
 Wildcat Statue

YOUR CENTRAL HOME AWAY FROM HOME
 6 p.m. - 7 p.m.
 On-Campus Students: Residence Halls
 Off-Campus Students & CWU Apartments: SURC 2nd Floor

MEET YOUR NEIGHBORS
 10 p.m. - Midnight
 On-Campus Students: Residence Halls

PARENT & FAMILY REST AREA
 11 a.m. - 4 p.m.
 Wellington Event Center

FREE WELCOME BBQ
 4 p.m. - 6 p.m.
 Wildcat Statue
 BBQ for students and families, compliments of Dining Services

UNIVERSITY WELCOME & KEYNOTE
 8 p.m. - 9:30 p.m.
 Nicholson Pavilion

ACTIVITY DETAILS
 SEPTEMBER 20

PARENT & FAMILY REST AREA
 11 a.m. - 4 p.m.
 Wellington Event Center
 Relax after a long day at this informal gathering with other parents and CWU community members. Light refreshments will be served.

REGISTER TO VOTE & MEET THE GOAT
 2 p.m. - 6 p.m.
 Wildcat Statue
 Students, register to vote for your national and local legislators for the November General Election. Let your voice be heard and become actively engaged as you start your new experience here at CWU. You can also meet and get your picture taken with the "Vote Goat."

YOUR CENTRAL HOME AWAY FROM HOME
 6 p.m. - 7 p.m.
 On-Campus Students: Meet in your residence hall lounge
 Off-Campus and CWU Apartment Students: Meet on SURC 2nd Floor
 Find out information about opportunities, services, and the staff available to support you. Bring your Wildcat Welcome Weekend booklet to every session!

UNIVERSITY WELCOME & KEYNOTE
 8 p.m. - 9:30 p.m.
 Nicholson Pavilion
 Parents and students, your "Wildcat Welcome" will kick off with CWU President James L. Goodwin, administrators, athletes, the cheer squad and the Associated Students of Central Washington University (ASCWU) elected officers. Then, your ASCWU President, Jasmin Washington, will deliver a special keynote address. Jasmin is originally from Louisiana and is the former Black Student Union (BSU) president at CWU. Jasmin is excited to welcome you and provide tips for you to thrive at Central!

MEET YOUR NEIGHBORS
 10 p.m. - Midnight
 Residence Halls
 Have some snacks and meet your neighbors!



DIMENSIONS OF STUDENT LIFE ACADEMIC CONNECTIONS

MONDAY, SEPTEMBER 23, 2019 • 1 P.M.

COLLEGE OF HUMANITIES
 Meloye 114 (Music Building)
 • Art & Design
 • Communication
 • English
 • History
 • Music
 • Philosophy & Religious Studies
 • Theatre Arts
 • World Languages and Cultures
 • Programs:
 • African & Black Studies
 • Asian Studies
 • Latino & Latin American Studies
 • Liberal Studies

COLLEGE OF BUSINESS
 SURC Theatre
 • Accounting
 • Economics
 • Entrepreneurship
 • Finance
 • Human Resource Management
 • Leadership Management
 • Personal Financial Planning
 • Supply Chain Management
 • Sport Business


COLLEGE OF EDUCATION & PROFESSIONAL STUDIES
 SURC Ballroom
SCHOOL OF EDUCATION
 • Art and Professional Plan
 • Audition Management Block 159
 • Construction Technology, Safety & Construction Program 102
 • Construction Management
 • Electronics Engineering Technology
 • Industrial Engineering Technology
 • Mechanical Engineering Technology
 • Safety & Health Management
 • Technology Education
Family & Consumer Science Block 201/202
 • Apparel, Textiles & Merchandising
 • Business Marketing Teacher Preparation
 • Family and Child Life
 • Family and Consumer Science Education
 • Wine Studies
 • Hospitality, Tourism and Event Management
Health Sciences Discovery 103
 • Clinical Physiology
 • Exercise Science
 • EMS Paramedicine
 • Food Science and Nutrition
 • Public Health
 • Information Technology & Administrative Management (ITAM) Innovations 104
 • Cybersecurity
 • Network Management
 • Retail Management & Technology
 • Web and Database Management
Physical Education, School Health Block 151
 • Dance and Sport Management

COLLEGE OF EDUCATION & PROFESSIONAL STUDIES
 SURC Ballroom
SCHOOL OF EDUCATION
 • Biological Education
 • Early Childhood Education
 • Elementary Education
 • Literacy Education
 • Secondary Education
 • Special Education
 • Teaching English as a Second Language

COLLEGE OF THE SCIENCES
 McCaswell Auditorium
 • Anthropology & Museum Studies
 • Biological Studies
 • Chemistry
 • Computer Science
 • Geography
 • Geological Sciences
 • Law & Justice
 • Mathematics
 • Physics
 • Political Science
 • Psychology
 • Sociology
 • STEM Teaching Program
 • Interdisciplinary Programs
 • American Indian Studies
 • Craft Brewing Program
 • Environmental Studies
 • Integrated Energy Management
 • Interdisciplinary Studies
 • Social Sciences
 • Primate Behavior & Ecology
 • Science Talent Expansion Program
 • Women and Gender Studies
 • Yearlong Exploration of Social Sciences

BECK HALL - 1989

ONE HOMEcoming 1991!




CWU Hype



As a student graphic designer at Central Washington University's Publicity Center, I had so many opportunities to design for clients and explore fun and new ways to design with all kinds of styles and approaches. The following projects are a combination of spreads from CWU Hype's quarterly publications, and poster advertisements for on campus events.



15 things you should do your freshman year

Story by Kaylee Kimball
Design by Sloane Miller

- 1. Open Mic Night**
Get some stage experience by performing at Open Mic Night. It's a great opportunity to do just that. Don't be afraid to perform, even if you're nervous. You'll be surprised how many people will love your performance.
- 2. Monday Movie Madness**
Grab your popcorn and come see a new movie every Monday. Whether you're an action fanatic, comedy lover, thriller, horror devotee or a fan of classic cinema, there's always something to watch. Don't forget to bring your own snacks. At the Cine Club, you can even enjoy a special feature and a Q&A with the filmmaker.
- 3. Outdoor Activities**
Climbing is a great place to explore the outdoors. Outdoor Pursuits and Rentals (OPUR) has outdoor trips year-round like hiking, fishing, rock climbing and much more. Attend a bi-weekly hike where you can meet new people, get great exercise, and maybe catch a breathtaking view. You'll be glad you went. OPUR also offers a variety of other outdoor activities and gear. The possibilities are endless. To get more information, visit www.opur.com.
- 4. Wear Your CWU Sling and Watch a Sports Game**
Show some school pride and support your favorite team. Whether you're a football fanatic, comedy lover, thriller, horror devotee or a fan of classic cinema, there's always something to watch. Don't forget to bring your own snacks. At the Cine Club, you can even enjoy a special feature and a Q&A with the filmmaker.
- 5. Join an Intramural Sports Team**
Flag football, basketball, soccer, and more. Join an intramural sport team. It's a great way to meet new people, get exercise, and have fun. The possibilities are endless. To get more information, visit www.cwu.edu/intramural.
- 6. Experience Art firsthand**
Visit the South Spanglers Gallery located in Rindall Hall. Workshops, artist talks, and interactive programs held in the gallery will enhance your understanding and appreciation of art. You can also see some really outstanding artwork created by our very own CWU students. Art is a great way to express yourself and connect with others. To get more information, visit www.southspanglers.com.
- 7. Attend a Concert on Campus**
CWU has the largest free music program in the Pacific Northwest. Attend a concert in our world-class concert hall. Whether you're into rock, jazz, blues, or anything else, there's always something for you.
- 8. Give Back**
Volunteering is a great way to give back to your community. Whether you're interested in environmental work, social justice, or anything else, there's always a need for volunteers. To get more information, visit www.cwu.edu/volunteer.
- 9. Get Belay Certified at the CWU Climbing Wall**
Climbing is a great way to challenge yourself and meet new people. The CWU Climbing Wall is a great place to get started. To get more information, visit www.cwu.edu/climbing.
- 10. Visit the Museum on Campus**
The Museum of Central Washington University is a great place to learn about our history and culture. To get more information, visit www.museumcwu.edu.
- 11. Get Belay Certified at the CWU Climbing Wall**
Climbing is a great way to challenge yourself and meet new people. The CWU Climbing Wall is a great place to get started. To get more information, visit www.cwu.edu/climbing.
- 12. Find your Zen in the Japanese Garden**
The Japanese Garden is a beautiful place to relax and enjoy nature. To get more information, visit www.cwu.edu/japanese-garden.
- 13. Attend a Theater Production**
The Department of Theatre Arts produces several shows each season. Whether you're interested in acting, directing, or anything else, there's always a need for performers. To get more information, visit www.cwu.edu/theatre.

7. Geek Out at Game Night

1818 Boro has downed fall of board games to give you a head start on your fall semester. We have a wide variety of board games to choose from. Whether you're into strategy, action, or anything else, there's always something for you. To get more information, visit www.1818boro.com.

14. Winemakers \$1.50 Scoop Night

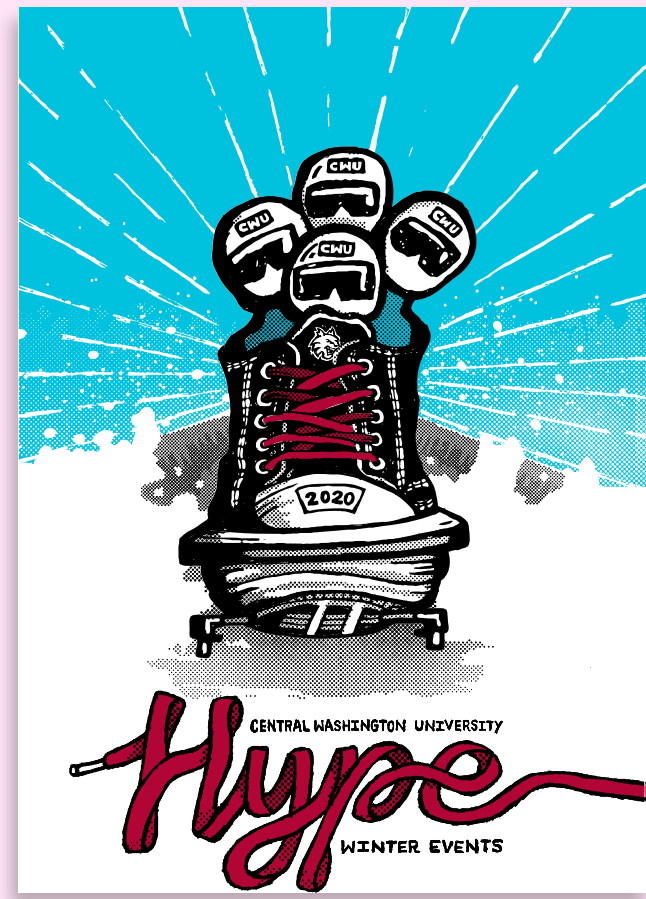
Enjoy one of the greatest deals in town and attend Winemakers \$1.50 Scoop Night. There are over 100 wine varieties to choose from. To get more information, visit www.winemakers.com.

15. Join a Club

One of the best ways to make the most of your college years is to join a club. There are over 100 clubs to choose from. Whether you're interested in sports, arts, or anything else, there's always a club for you. To get more information, visit www.cwu.edu/clubs.

16. CWU Hype

Stay updated on all the latest news and events at CWU. Whether you're interested in sports, arts, or anything else, there's always something for you. To get more information, visit www.cwu.edu/hype.



THE BACKBEAT ON EDM

STORY Wyatt Langstraat
DESIGN Sloane Miller

Rave with your fellow Wildcats Feb. 22 in the SURC Ballroom!

For lovers of all things electronic dance music, there's an exciting new event this quarter. Campus Activities and the DJs behind 88.1 The Burg's late-night show Electropolis bring you Electropolis Live, a free concert for CWU students. Four DJs - God King Apollo, Sp3rrow, LYNX, and Pixel_Panda - are excited to bring live-mixed electronic music to the Central campus like never before.

"I've seen what music does for people," said Kyle Gagnon, DJ name Pixel_Panda. "Music is like one thing that everyone can just sit down and enjoy."

"Our styles really flow together," said Max Wiermas, better known as Sp3rrow. "I'm so glad to be able to play and do something live is gonna be really cool for everyone to see."

MEET YOUR DJ'S:

GOD KING APOLLO
Apollo Whyte began listening to EDM in middle school. His first introduction to EDM was through Swedish DJ Basshunter. He started exploring other genres from there. In his senior year of high school, he got a cheap little DJ deck and began messing around with mixing songs.

"I sort of played around with it here and there, but I never got super into it," he said. "Then when I came to Central and joined The Burg... word got to LYNX that I was an EDM DJ... and I've been doing it every week since."

SP3RROW
Max Wiermas' introduction to EDM came through a friend who showed him a dubstep set when it was getting big. "I started DJing around eight years ago. I dove into the music and started listening to everything that I could," Wiermas said. "Ever since, I've been captivated by learning how to influence a crowd with different types of EDM that there are and different types of music in general."

"I play music to have a party, that's the goal," Wiermas said when asked about his style of music. "I try to do a lot of mashups as well, so playing apollo's over dancier songs that people know and can sing along to. That's the style that I like to do, a lot more party-esque. I love it. There's nothing else I'd rather be doing."

LYNX
Ryan O'Connor, like his fellow Electropolis DJ, became interested in EDM when the dubstep wave hit in 2012.

"There was a guy I listened to and I was like 'Whoa, this sounds really weird. This is kind of strange,'" said O'Connor. He was in the jazz band at the time, so EDM took a backseat to jazz music.

"Then I came to college and I randomly heard Skrillex's remix of [Avicii's] 'Levels' one time," said O'Connor. He was hooked. O'Connor generally uses Launchpad, MIDI controllers with pads that trigger different loops, sounds and other song elements. As he played more and more, he narrowed the focus of the genres he liked to play.

"I can like a little bit of everything, but what do I like playing?" he said. "Future house is a genre I really got into in late 2017. It's got funky rhythms, but it's also slightly aggressive, so people can groove to it, but they can also really get down to it."

"I love the way you can have a song overlap," Gagnon said. "I usually try and look for the entire song to fit together rather than segments. That's what I love about producing." Gagnon described his style as having glitch-hop, chip-tune and Eastern influence.

"That's a really defining part of my genre," Gagnon said. "Each [DJ] has their own, exact niche, and that's definitely mine."

When asked what he looks forward to most in bringing EDM to Central in a live format, Gagnon said, "I'm excited to be able to show [our music]. It's like the one style of music that everyone who listens to it agrees, to get the full experience, you have to do it together."

HARU MATSURI

CELEBRATE JAPANESE CULTURE!

Story by Wyatt Langstraat
Design by Sloane Miller

Spring is here, and there's no better way to celebrate than with pink cherry blossoms, fantastic food and diverse culture. Come by the Student Union and Recreation Center Ballroom on April 21 from 6-8 p.m. for a Japanese night market experience like Central Washington University has never seen at Haru Matsuri.

Inspired literally as "spring festivals," Haru Matsuri refers to a collection of festivals held throughout Japan during the springtime. These festivals closely tie to the Shinto religion, and many Japanese visit a nearby shrine to celebrate. Additionally, these festivals celebrate the melting of winter, the bright arrival of spring and new beginnings. It may come as no surprise then, that most of these festivals are closely associated with nature symbols like flowers, cherry blossoms and stars.

The Diversity and Equity Center is excited to bring this celebration of Japanese culture to CWU. Working closely with the Office of International Studies and Programs, the DEC seeks to honor the prevalent Japanese population here on campus and celebrate the vibrant culture.

"For us, Haru Matsuri is one of our signature events that the DEC has been doing for a few years now," said Kim Nguyen, student programmer for the DEC. "We want to... educate our community about Japanese culture and introduce them to some activities. Instead of just through media, they can experience it. We try to provide the experience as best as possible."

This year, the event will look a bit different. Gone is the stage for performers and gone is the typical setup. In its place, festivalgoers can enjoy a lively, traditional Japanese night market. With no stage this year, you'll get that market feel of being up close to the taiko drummers and vendors.

"We finally get to do a night market," said Nguyen. "We're doing something that we have been trying to do in the last couple of years but couldn't, so this is going to be the first time."

There will be traditional Japanese activities, like origami, and games to keep you entertained throughout the night. If you get hungry, there will be takoyaki, a fried snack of balled octopus enclosed in crispy batter, as well as many other tasty food samples. Be on the lookout for the cherry blossom trees and, if you need a bit of luck this year, write your wish on a piece of paper and hang it in the tree. And, seriously, don't forget to try the octopus. It's really good.



This project was a non-profit organization event system made for the Ellensburg Film Festival. This design was inspired by many handdrawn opening title scenes in films and the pluthera of experimental title sequences that give some movies that extra flare of personality. This system includes an event poster, a T-shirt, and web graphics.



Packaging & Layout Design

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There are three responses to a piece of design: yes, no, and WOW!

WOW! is definitely the one to aim for.

- Milton Glaser

Twist!

Twist! is brand extension by Spindrifft sparkling water expanding into selling hard sparkling water. Made with the same top shelf quality and selection of fresh, organic fruits, Twist! is being introduced as Spindrifft's very first alcoholic beverage sold in the market. The main Objective was to create something fresh, fun, harmonious in color, and even moreso dynamic.



Twist! Alcoholic Sparkling Water

Packaging & Layout



Spindrift's Twist!



Packaging & Layout Design

ALBUM RELEASE SHOW

Peach Pit

LIVE AT NEUMOS

This Album cover design was made in attempt to re-design a prexisting album cover from. Described most often as “chewed up bubblegum pop” Peach Pit’s indie mellow tunes and grungy melancholic melodies have inspired a ripped up post messy break up mixtape. This allowed for an interesting design approach that I found to be reallt exciting and carthartic. This system includes an album cover, and a following gig poster.



Peach pit Album & Gig poster

Packaging & Layout Design



COFFEE OF
BRAZIL

This is a redesign of Starbucks' coffee bean packaging for their Single Origin coffee bean collection. I decided to explore urban Brazil rather than taking the usual jungle route. By doing so I discovered the remarkable street pavements that remain in some parts of Brazil which held a massive influence on my design direction. This design system includes coffee bag, to-go cup, and carry out bag packaging.



How to be a #GIRLBOSS

This is a redesign of Sophia Amoruso's autobiographical guide to how to be a #GIRLBOSS. Inspired by the insane journey to self success was the main drive behind the design that you see.



Packaging & Layout Design

Castello Maestro Wine

I created a stylish elite Castello Maestro wine inspired by the great Greek gods and how classical Greek sculpture's allure to the masses. This wine comes in three flavors with coordinating labels.



Packaging & Layout Design

Thanks for lookin!

Thanks for lookin!

Thanks for lookin!

Thanks for lookin!

Thanks for lookin!

Thanks for lookin!

Until Next Time!

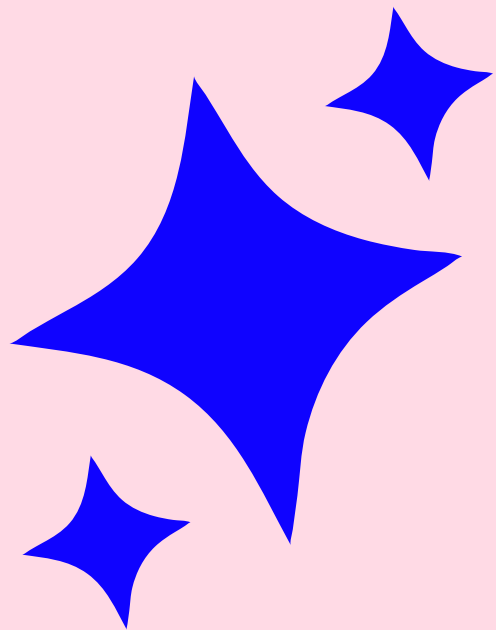
Until Next Time!

Until Next Time!

Until Next Time!

Until Next Time!

Until Next Time!



sloanemillercreates.com

