

A Cloud of Creative Design

Graphic Design Portfolio by **Kate Davis**



Identity



Info Page: Identity

My identity comp has some great contrast. In my final revisions, I adjusted the text color of the name of “Drew Davis” to be contrasting with the other black text in order to make it stand out more. I also utilized repeated themes of color. I used the blue tones from the watercolor swatch in my text color and kept the repeated black to create more simplicity and unity.

The alignment is crisp. I tweaked the alignment to right aligned in my final edits. I think the right alignment helped the layout look more put-together and unique. I ensured there was enough space between the design and edge of the page to make sure there was enough emphasis on the design and to avoid getting cut off by the printer. I also used some nice proximity tactics to make sure viewers understood where the contact information of the person could be found.

Flyer



**“Tell me,
what is it
you plan
to do
with your
one wild
and
precious
life?”**

**Mary
Oliver**

Poetry Picnic || Read & Share Poetry
Dec 10, 2021 || Publik Coffee House

Info Page: Flyer

The initial draft of my flyer ended up being a little too hazy and unclear. I decided to scrap my initial design altogether and start completely fresh. After having a much clearer view of how I could use all of the design principles, I started with a blank canvas and got to work.

I started by choosing fonts that would stand out and greatly contrast with the background. I chose a rich green background with a white font to keep it simple. This also created contrast so readers could easily see what was happening on my flyer.

I made sure the text felt unified by keeping the font all the same color. That repetition helped the piece feel more put-together. However, I balanced that repetition with some contrast. The purple banner across the bottom is complimentary in its contrast with the dark green. I also kept the logistical details all close together, and the author of the poem close to her prose. This allowed me to maintain proper proximity and avoid confusion.



most-watched video of the day in YouTube's music category.

The therapeutic recreation senior is unique enough as a dancing violinist, but her appeal goes deeper. Her videos show her rocking electronic and world music in New Zealand, Africa, and Provo. Sometimes she's costumed as a character from *Zelda*, sometimes she's sporting mismatched knee socks and her signature spiky "peacock" hairdo. Her dance moves—effortless moonwalk, backbends, and leg lifts—complement her wailing violin arpeggios and steep runs. There's nobody quite like her.

BREAKING MOLDS TO GAIN TRACTION

But Stirling almost missed out on learning the violin. Money was tight when she was little. When her older sister wanted to learn an instrument, their dad dragged his dusty trumpet out

of the attic, saying, "If you want to play an instrument, this is all we've got."

Still, at 5, Stirling begged for violin lessons. Her parents could afford only a half-lesson. As Stirling recalls, "The teachers were like, 'I'm sorry, but a child isn't going to learn how to play ... in 15 minutes a week.'" Luckily, they found a young teacher to take little Lindsey on.

In high school Stirling pushed the limits of her instrument. Playing in a rock band, she says, "was my first step away from classical music." In 2005 her self-composed violin-rock number won second in the



"THERE AREN'T LIMITS... IF YOU'RE NOT AFRAID TO ACCEPT YOURSELF FOR WHO YOU ARE."

national junior miss talent competition. Newspapers called her the first punk rock junior miss.

the only reason I'm successful is because I have stayed true to myself."

Then in 2010, after serving a mission to New York City, Stirling made the top 48 contestants on NBC's *America's Got Talent*. Sales of her subsequent debut iTunes album were feeble, but after posting her first music video on YouTube in 2011, Stirling says, "my music quadrupled in sales overnight." She was shocked. "YouTube did more for me than *America's Got Talent*. I realized there's something to this." People started paying attention to YouTube's "Epic Violin Girl"—many of her videos filmed by her boyfriend, media arts major Devin M. Graham ('10).

PUSHING LIMITS THROUGH SELF-ACCEPTANCE

But Stirling isn't driven by millions of YouTube views and Facebook fans. She takes satisfaction in showing people that "there aren't limits ... if you're not afraid to accept yourself for who you are."

"A lot of people have told me along the way that my style and the music I do ... is unmarketable," says Stirling. "But



Violin With a High Kick

"A violinist takes a funky dance step away from classical music."

By Jacob F. Frandsen

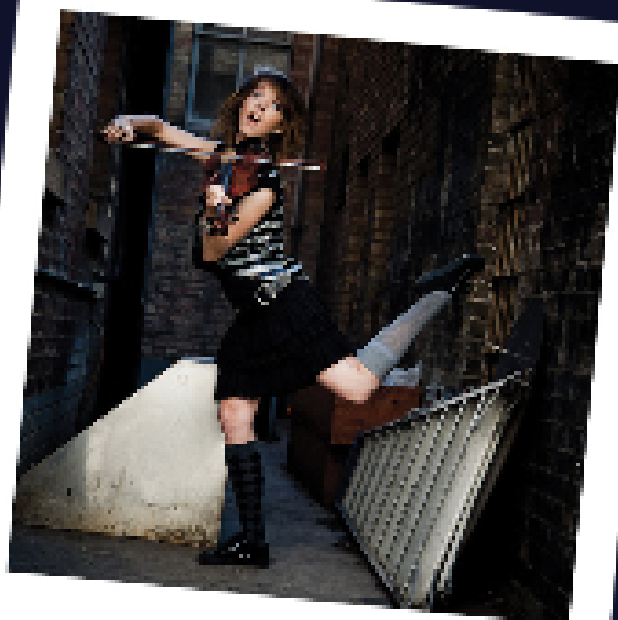
DANCING TO HER OWN BEAT

A small crowd in sequined, painted, and feathered masks waits behind worn velvet-rope dividers at Provo's Velour Live Music Gallery. On the nearby stage sits a drummer, an electric guitarist, and a concert harpist. Stage left, a five-piece orchestra is also poised to play. Cameras are ready to roll.

The room erupts as Lindsey Stirling ('13) enters from stage right in Cleopatra eye makeup, leather corset, velvet bustle, and rhinestone belt, a purple electric violin strapped across her shoulder. Is she a medieval pirate, glam-rock Raggedy Ann princess? Stirling calls herself "a nerd with center-stage syndrome," but in front of this screaming crowd, she's a violin-sawing rock star.

Velour is one of several sets for Stirling's newest music video, a cover of The Phantom of the Opera theme. And if this video is anything like her previous ones, it is bound for millions of YouTube views. In just one year, Stirling's videos—more than a dozen

original songs and several self-arranged covers—accumulated more than 60 million views. Her video Crystallize received more than 3 million hits within four days of its posting and became the



A violin-sawing rock star



Info Page: Magazine

The magazine spread includes repeated colors and images of a similar style. The font of the main title and the page numbers are all similar and help create a cohesive feeling. The photos are repeated, like the image of the face of Lindsey Stirling that is both at the first and last page of the spreads.

The alignment is crisp and clean. I chose to keep the body text at a standard left alignment, but played around with a right alignment for one of the pull quotes. I achieved contrast by placing a white, paper-like background in order to contrast with the text on top and the darker colors behind.

The polaroid-style photos with quotes below use proximity to help the readers better understand attributes that connect to Stirling herself. The headers are close enough to the text that readers can clearly understand what connections can be made.

In my final revision, I altered the size of the subtitle and byline in order to increase legibility and clarity. I also tweaked a type fitting setting on the body and header text to avoid unnecessary hyphenation in the words.



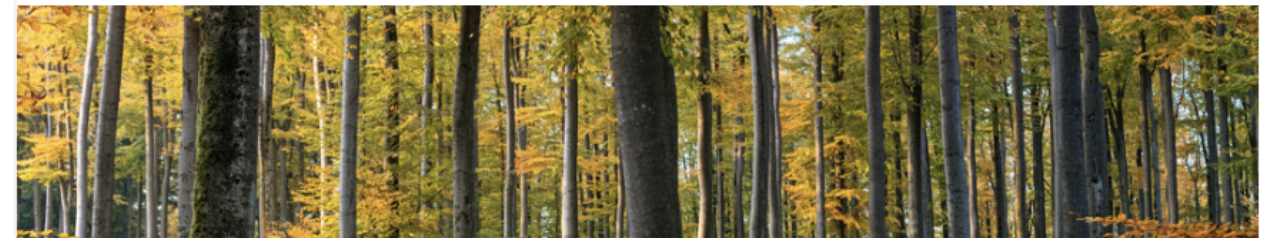
learning design can
be frustrating until
you look back and
see how much you've
grown

Song for Autumn

Don't you imagine the leaves dream now
how comfortable it will be to touch
the earth instead of the
nothingness of the air and the endless
freshets of wind? And don't you think
the trees, especially those with
mossy hollows, are beginning to look for
the birds that will come—six, a dozen—to sleep
inside their bodies? And don't you hear
the goldenrod whispering goodbye,
the everlasting being crowned with the first
tuffets of snow?

The pond
stiffens and the white field over which
the fox runs so quickly brings out
its long blue shadows. The wind wags
its many tails. And in the evening
the piled firewood shifts a little
longing to be on its way.

—Mary Oliver



I Wandered Lonely as a Cloud

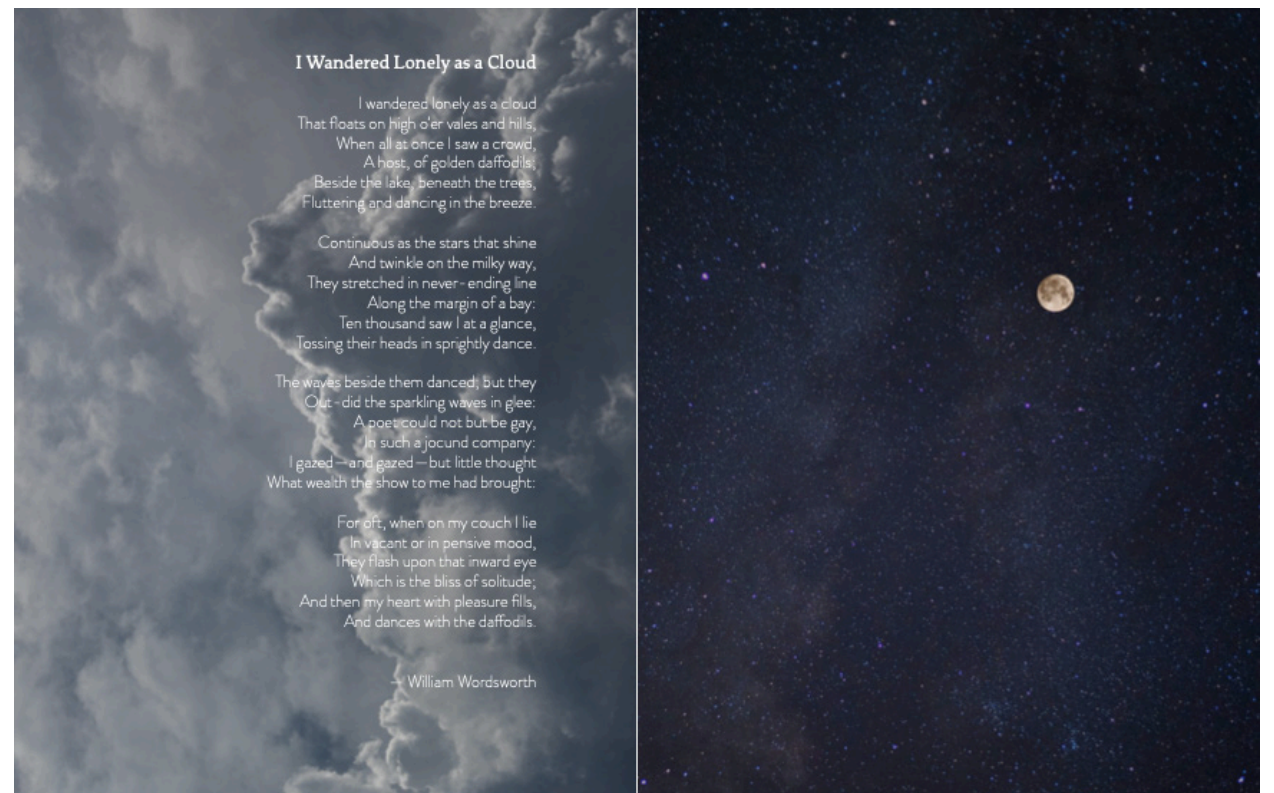
I wandered lonely as a cloud
That floats on high o'er vales and hills,
When all at once I saw a crowd,
A host, of golden daffodils,
Beside the lake, beneath the trees,
Fluttering and dancing in the breeze.

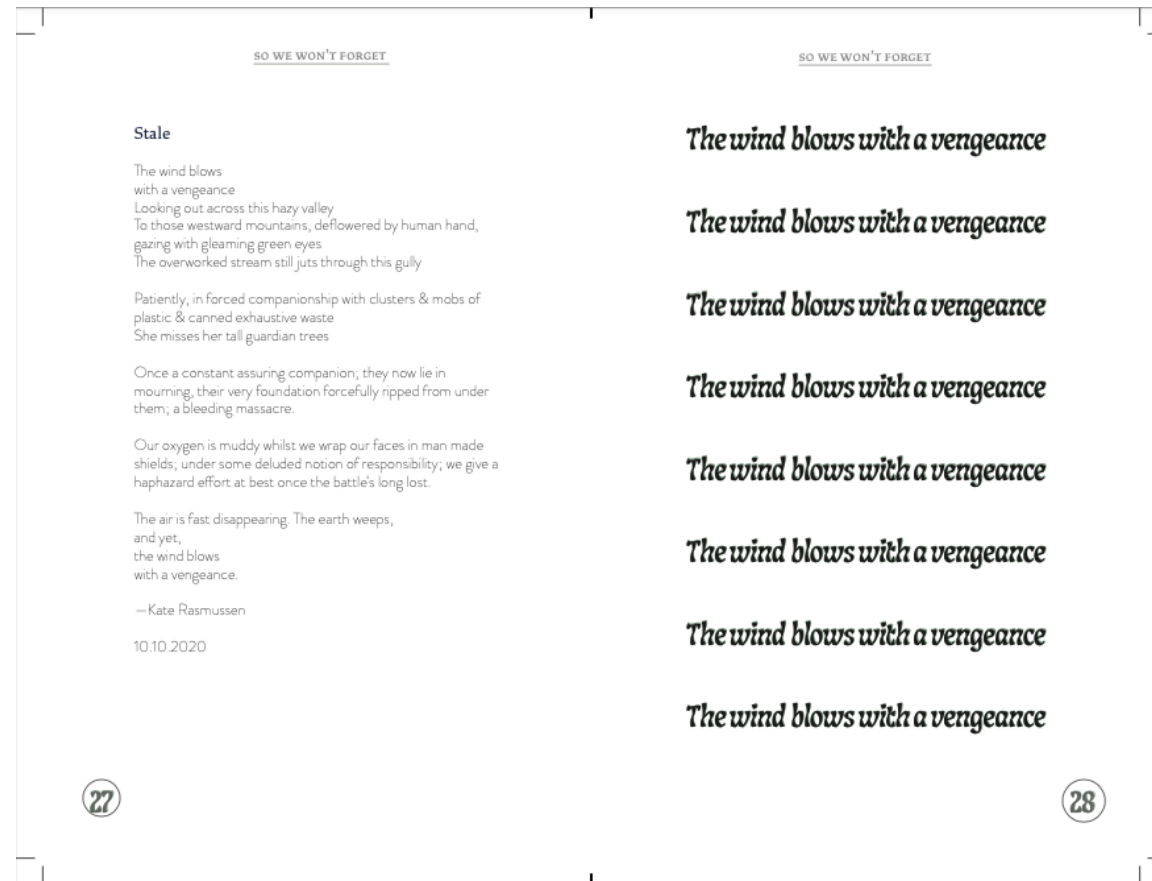
Continuous as the stars that shine
And twinkle on the milky way,
They stretched in never-ending line
Along the margin of a bay:
Ten thousand saw I at a glance,
Tossing their heads in sprightly dance.

The waves beside them danced; but they
Out-did the sparkling waves in glee:
A poet could not but be gay,
In such a jocund company:
I gazed—and gazed—but little thought
What wealth the show to me had brought:

For oft, when on my couch I lie
In vacant or in pensive mood,
They flash upon that inward eye
Which is the bliss of solitude;
And then my heart with pleasure fills,
And dances with the daffodils.

—William Wordsworth





Info Page: Book

I ensured high contrast in my book by using high-impact fonts that stand out. I used repetition by using paragraph styles. I used the same font styles for my titles, body text, runners, and more. This helped the book feel very unified. At the same time, I used enough unique fonts to create interest. My page numbers also have a similar style throughout the book which is very helpful for the reader.

I made sure the alignment was crisp by making a repeated alignment box around each page. I then ensured that all the text was within those boxes, unless there was a compelling reason to break that pattern. I also altered alignment on occasion to create even more contrast, like with my photos of the trees that bleed off the page. I used proximity by keeping the author's names near their poetry and similar elements together when relevant.

I didn't change all that much in my final revisions. I tweaked a couple alignment issues and fine-tuned some very surface level issues. Overall, I was very happy with how my book turned out.



the end.

