



catherinejane
studio



JOYFUL
AUTHENTIC
ORGANIC
EXPLORER
PERCEPTIVE

WHY I DESIGN.



A child born with an intuition to touch, perceive, create
Imagination cultivated in her mother's library
Creativity never forced, always encouraged
Always spinning into the next adventure
Pen and water paints by her side

The child grew, the world seemed darker
Bitter, cold winds brushed her once bright cheeks

Spinning slowed to a halt
Terrified – saw people wandering
Aimlessly wandering

Heart heavy for hope-wanderers
Ventured on a quest, to find beauty in the everyday
To signal hope-found, to create with purpose
That others may desire to live with purpose
To live good stories, with relentless hearts

This is my story
Welcome to the adventure
Of cultivating seeds of hope, to design with purpose

With a passion to touch, perceive, create
I am ready



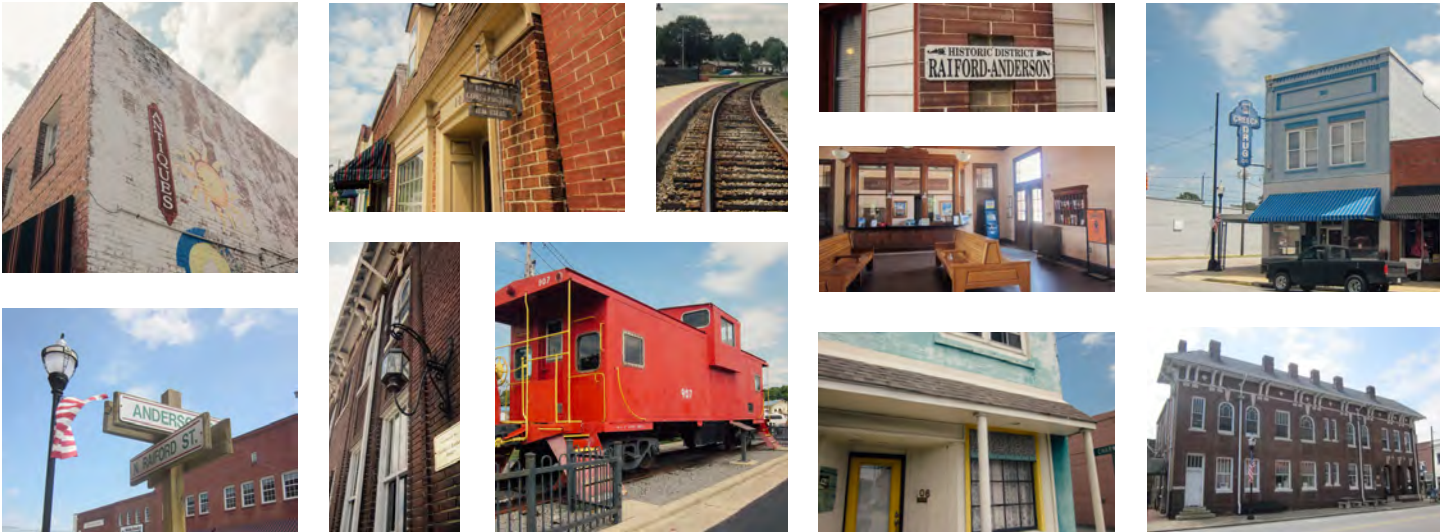
TOWN BRANDING CAMPAIGN

The objective for creating the Selma logo is to design a fresh, engaging brand identity for this quaint town in North Carolina. Inspiration is garnered from within the historic railroad town, which is brimming with local antique shops.

In the final logo, bright and bold lines with the historic lamppost merge the idea of a rich past and hopeful future for the town.



| RESEARCH



| IDEATION



| DIGITAL COMPS



| REFINEMENT



| APPLICATION

Campaign pieces for Selma's logo includes a tri-fold brochure for visitors to explore while waiting in the train depot. Both the brochure and guide on the bus way-finder assist visitors in locating shopping and historical sites in the town.



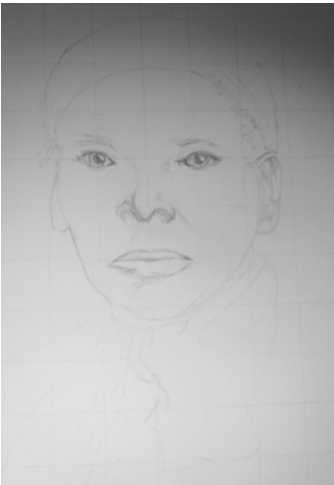
Also, shopping bags with the Selma logo make for a cute companion while shopping in the local gift shops for antiques and souvenirs, such as the candle to the right.

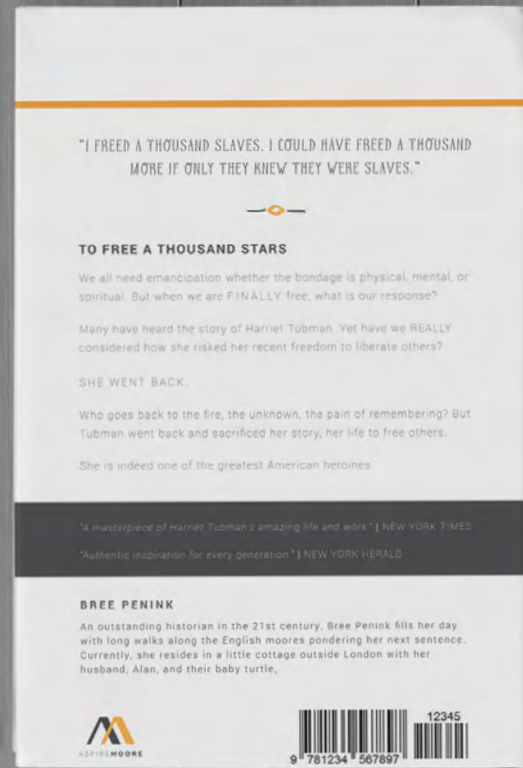
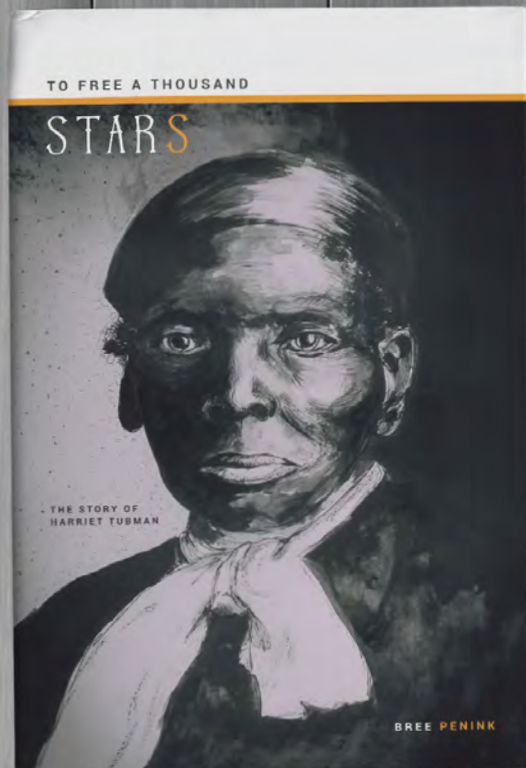




BOOK COVER

Pencil, India ink, and micron pens are the mediums of choice for the portrait of Harriet Tubman. Vibrant contrast of white and black play a role in portraying this dynamic heroine. Highlights of yellow both on the book cover design and throughout the book provide contrast and a visual reference to the stars mentioned in the book’s title.





| APPLICATION

The entire design of the book purposefully embodies the book's message and title, *To Free a Thousand Stars*. Naturally, the viewer tends to immediately "catch" Tubman's eye and thus is intrigued to open up the book and learn about the grit of Harriet Tubman.



COLLATERAL & PACKAGING

Seeds of Creativity is an innovative sewing business. New brand identity is created with a playful air. Also, new collateral is made for Seeds of Creativity’s most recent endeavor - a sewing class in a box!

The “Sewing Class in a Box” concept allows for students in the arts to learn skills in sewing in the convenience of their homes. A project sheet and access to an online video will accompany the package in order to help the student create a zipper pouch.





ZIPPER POUCH



SUPPLIES

- 2x Front Fabric (5.5" x 7.5")
- 2x Inside Fabric (5.5" x 7.5")
- 1x Zipper
- Thread

1. Cut 2x pieces from the front fabric using the pattern provided (5.5" x 7.5"). Next cut 2x pieces from the inside fabric using the same pattern.
2. Lay the inside fabric on the table, "pretty"-side up. Lay front of zipper on top, aligning left, top, & right edges. Next lay the front fabric upside down & align to the left, top, & right edges of zipper & inside fabric.
3. Pin the "sandwich" together. Sew 1/4" seam along the top of the 3 fabrics. Repeat steps 1-3 on the other side of the zipper.
4. Fold the matching fabrics together. Pin around the entire pouch, leaving an 2" opening at the bottom of the inside fabric. Sew with an 1/4" seam.
5. Flip rightside out. Sew the 2" opening closed. You now have a cute zipper pouch!

Cultivating the Art of Sewing
SEEDSOFCREATIVITY.COM



INVOICE

May 05, 2016
#000321

DESCRIPTION	QTY	PRICE	AMOUNT
Zipper Pouch Package	1x	20.00	20.00
... fabric + supplies			
... instructions			
... online access code			
SUBTOTAL			20.00
TAX			1.00
... 5%			
SHIPPING			4.99
... standard			
TOTAL			\$25.99

Thank you!

Cultivating the Art of Sewing
SEEDSOFCREATIVITY.COM

| APPLICATION

Inside the sample "Sewing Class in a Box", the student is provided with fabric squares, thread, a zipper, access to online videos, and a sheet with step-by-step instructions on how to create a cute zipper pouch! Also, an invoice and a business card accompany the package.



Cultivating the Art of Sewing
SEEDSOFCREATIVITY.COM



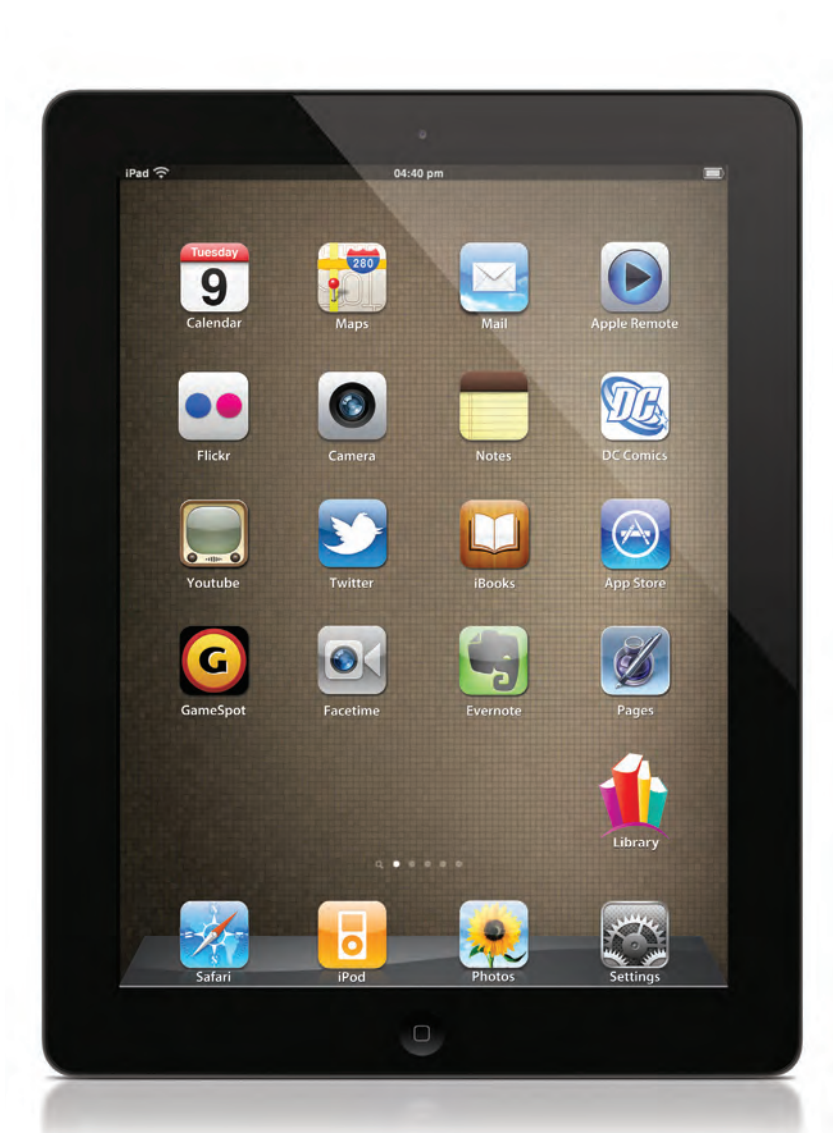
MOBILE APPLICATION

The “Library” application provides a convenient portal to catalog, read, and lend the user’s digital and physical books - all in one application!

With the “Library” application, the user may borrow digital books from their public or local library, which will then be stored in the library section until the due date is complete.

Also, the user has easy access to read from their personal digital collection as well as books currently on loan from the public library.

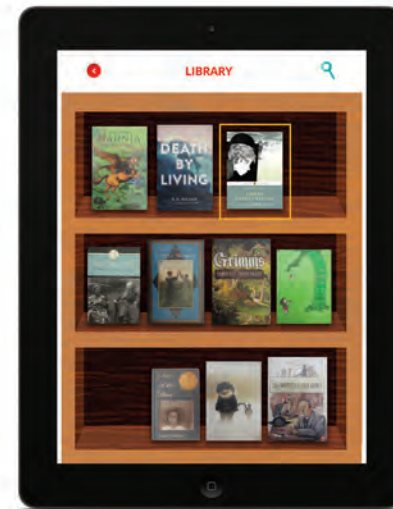
In addition, the “Library” application allows the user to record their physical library at home so they can easily loan books!



| SPLASH SCREEN



| LIBRARY



Bookshelf Search Results



Read



| BORROW



Borrow Search Results



Redirect to Public Library



| LEND



Choose Borrower



Send Reminder



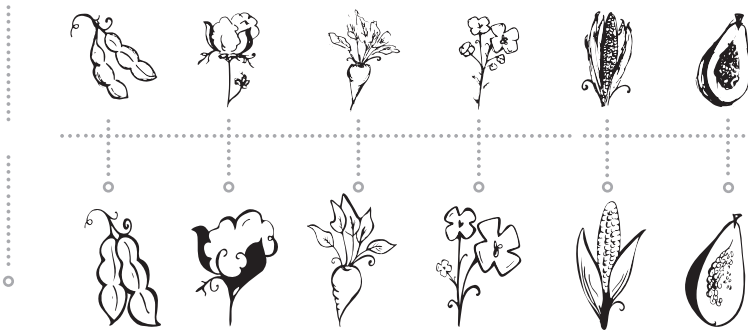


EDITORIAL

Creating a magazine editorial spread concerning GMOs (Genetically Modified Organisms) involves designing a logo for the campaign. Also, an infographic with hand-drawn sketches transformed into vectors and an oil painting of Carolinian farmland was all incorporated into the final editorial layout.

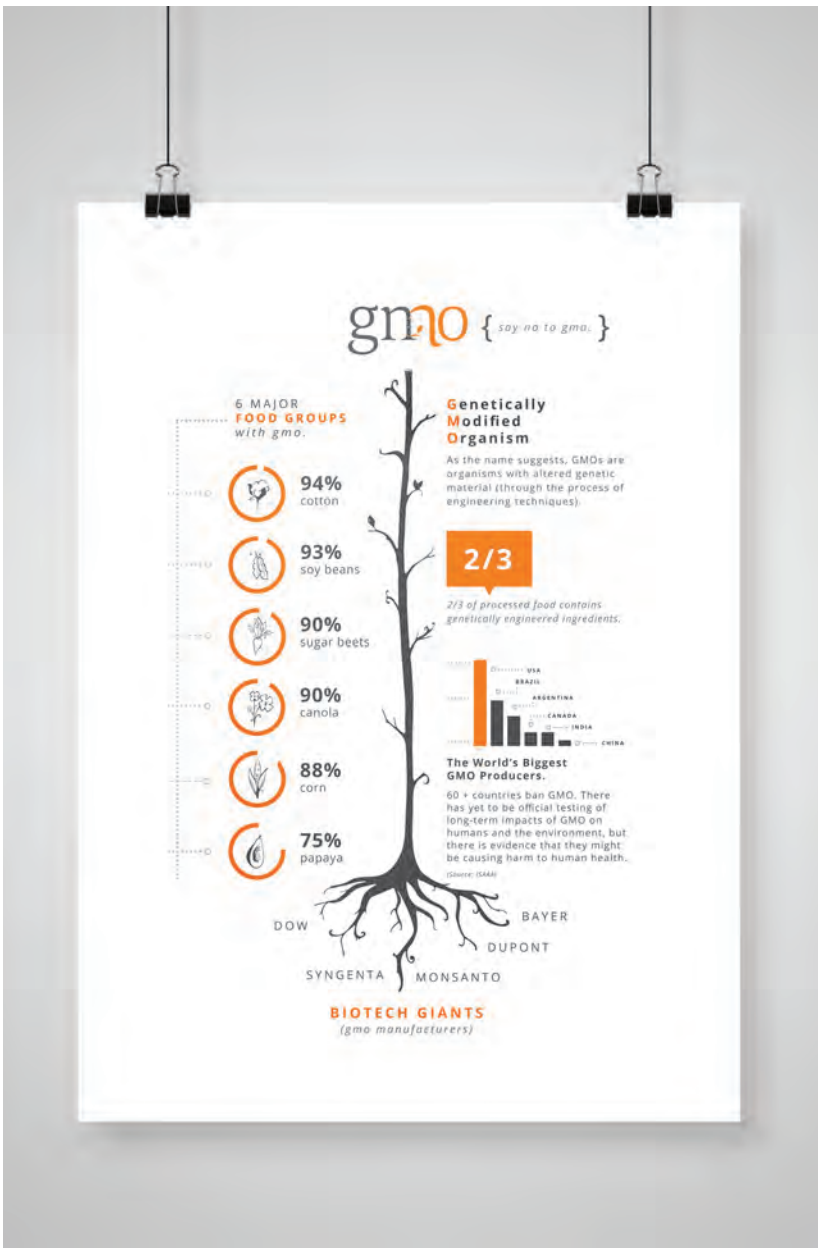
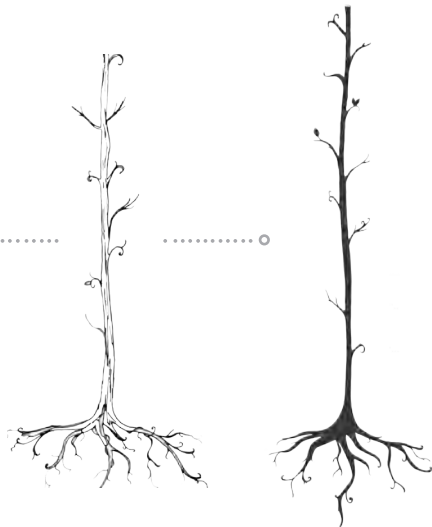


| SKETCHES



| DIGITAL COMPS

gmo
say no to gmo.





PRINT BOOKLET

Frequently, novice designers and laymen view the entire print production process as an overwhelming mountain to surmount. The goal of this booklet is to display print production from another perspective. A fresh, visual perspective.



| FINAL TYPE STUDY

UBUNTU BOLD
A FRESH LOOK AT PRINT PRODUCTION
A Fresh Look At Print Production

UBUNTU REGULAR
A FRESH LOOK AT PRINT PRODUCTION
A Fresh Look At Print Production

UBUNTU LIGHT
A FRESH LOOK AT PRINT PRODUCTION
A Fresh Look At Print Production

RumpleDrop
Apples of Print Production
apples of print production

Gandice
Apples of Print Production
apples of print production

MATHLETE
APPLES OF PRINT PRODUCTION



POSTER CAMPAIGN

Promoting “Live Dauntless”, a suicide prevention conference held in Washington D.C., involves the typographical layout of a poem written from four different perspectives of people who are impacted by suicide. Each voice is paired with a typographical system of organization.



| TRANSITIONAL SYSTEM

The typographical system, which involves shifted layers and banding, is used to portray the voice of ghosts.



| RANDOM SYSTEM

The spontaneous design system is used to represent the voice of despair.



| RADIAL SYSTEM

The design system that begins from a central point of focus presents the voices of longing.



| AXIAL SYSTEM

The system, which uses a single axis to design only on the left and right sides of that axis, is used to show the voice of resolve.



| APPLICATION

The posters are placed across the city in a four part series or solo when appropriate. Thus they are created to either stand alone or to unify the whole.

The “four voices” mentioned in the poem are the theme of the conference. In addition to the posters, the typographical designs are used throughout the conference as giveaways, such as the journal above.



LABEL DESIGN

These wine labels are for Overmountain Vineyards, a family-owned vineyard in Tryon, North Carolina. The client requested a modern, bold label for their upcoming vintage releases. Watercolor and pen is paired with layout and digital design.

| IDEATION



| WATERCOLOR COMPS



| TEXTURE STUDY



| DIGITAL COMPS





| APPLICATION

Each variety of wine visually represents Overmountain Vineyards and the surrounding landscape.

Tryon is famous for their horses. Hence, an engaging watercolor horse is created for War Horse Red. Also, a wreath of berries and abstract fruit encompasses the Chenin Blanc—showcasing the vineyard's produce. Lastly, the mountains on King's Mountain Rose represent the North Carolinian peaks overlooking the vineyards.



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